

SAMOA BUREAU OF STATISTICS

INTERNATIONAL ARRIVAL STATISTICS OCTOBER 2024

MONTHLY HIGHLIGHTS:

In October 2024 compared with October 2023:

- ❖ Total arrivals of 19,639 increased by 3.4% (650)
- ❖ Total visitors of 14,658 increased by 9.5% (1,275)
- ❖ Total Visitors:
 - ✓ NZ: 3.9% (up by 228 visitors)
 - ✓ AM. SAM: -24.0% (down by 174 visitors)
 - ✓ USA: -14.7% (down by 148 visitors)
 - ✓ AUST: -9.8% (down by 352 visitors)

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October 2024	All Arrivals	All Visitors
Number	19,639	14,658
% change from previous month	-3.9	0.8
% change with same month in 2023	3.4	9.5

19TH NOVEMBER 2024

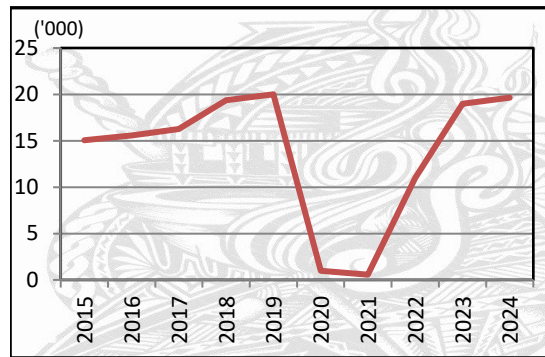
1. TOTAL ARRIVALS

The total International Arrival Statistics recorded for the month of **October 2024** totaling 19,639 arrivals, revealed a decrease of 3.9 percent over the previous month of September 2024 and an increase of 3.4 percent over the corresponding month of October 2023.

Those who travelled to Samoa by Air represented 92.2% while 7.8% was represented by those who travelled by Sea.

Fig. 1 below graphically depicts the arrival numbers from October 2015 to October 2024, clearly showing the impact of Covid 19 on arrival numbers for October in 2020 and 2021.

Fig. 1: October Total Arrivals, 2015 – 2024

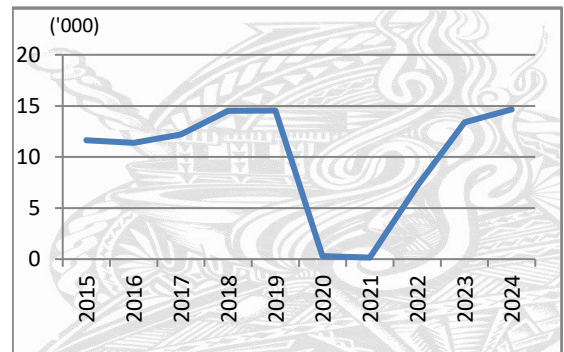


2. TOTAL VISITORS

Overall visitor numbers for the month under review stood at 14,658 revealing an increase of 0.8 percent over the previous month of September 2024 and an increase of 9.5 percent over the corresponding month of October 2023.

Fig. 2 illustrates the total number of visitors for October between 2015 and 2024, also indicating the impact of Covid 19 on visitor's numbers for October in 2020 and 2021.

Fig. 2: October Total Visitors, 2015 – 2024



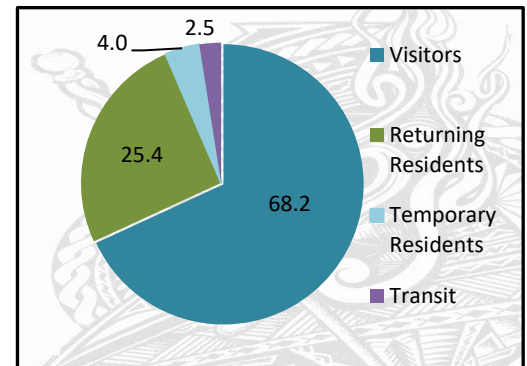
3. TOTAL ARRIVALS BY PURPOSE OF ENTRY

Visitors (Table 2), made up the largest component of all arrivals with 68.2 percent (13,389), represented by 36.3 percent males (7,123) and 31.9 percent females (6,266).

Male returning residents made up 14.5 percent (2,852) of total arrivals while their female counterpart made up 10.8 percent (2,129). (Refer Fig. 3)

The Appendix provide readers with a more detailed trend presentation of total arrivals and visitors over the years.

Fig. 3: Total Arrivals, by Purpose of Entry, October 2024

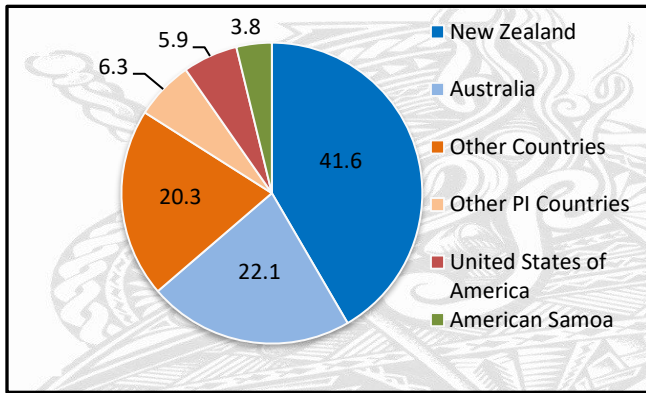


4. TOTAL VISITORS BY COUNTRY OF USUAL RESIDENCE

New Zealand remains as the leading country in visitors' arrival by country of usual residence (Table 3) accounting for 41.6 percent of total visitors or 6,101 visitors. Australia followed next with a distant 22.1 percent share (3,245).

United States of America reported 5.9 percent (860 visitors) while American Samoa reported 3.8 percent (552) of total visitors. (Refer Fig. 4)

Fig. 4: Total Visitors, by Country of Usual Residence, October 2024

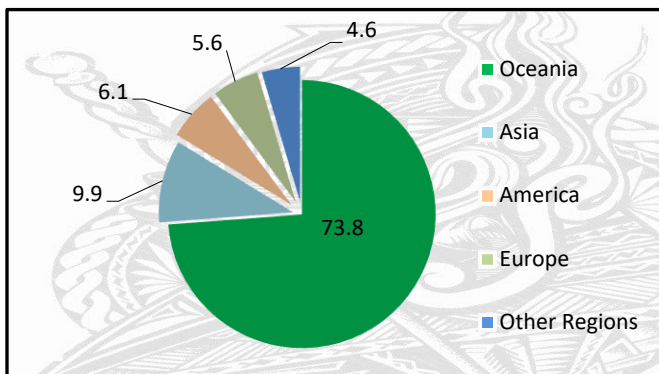


5. TOTAL VISITORS BY REGION

As usual, the Oceanic Region had the highest share of total visitors with 73.8 percent, followed by Asia with 9.9 percent.

America reported a share of 6.1 percent while Europe reported the least share of 5.6 percent. (Refer Fig. 5).

Fig. 5: Total Visitors by Region, October 2024



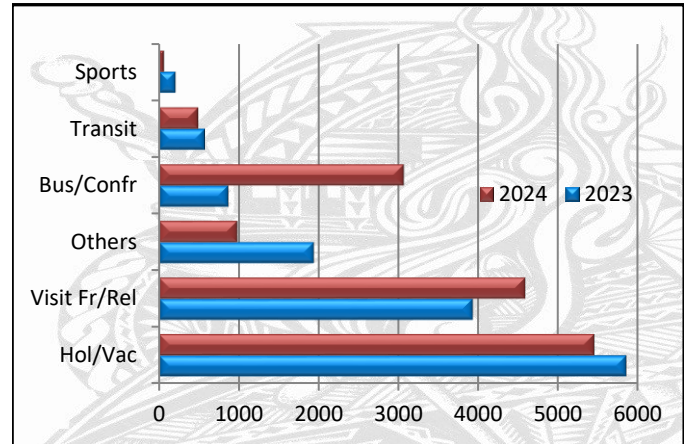
6. TOTAL VISITORS BY PURPOSE OF VISIT

The principal source markets (Table 4) namely New Zealand, Australia, American Samoa and the United States of America constitute 73.4 percent of all visitors visiting Samoa in September 2024.

The majority of visitors (5,460) entered our shores for holiday and vacation while 4,593 entered our shores to visit friends and relatives.

Those who were here on Business/Conference recorded 3,069 visitors and this high number recorded was due to Samoa hosting the 27th Commonwealth Heads of Government Meeting (CHOGM) from 21st-26th October 2024. Only 64 visitors reported sports as their main purpose of visit to Samoa. Fig.6 depicts total visitors by purpose of visit for October 2023 and October 2024.

Fig. 6: Total Visitors, by Purpose of Visit, October 2023 & October 2024

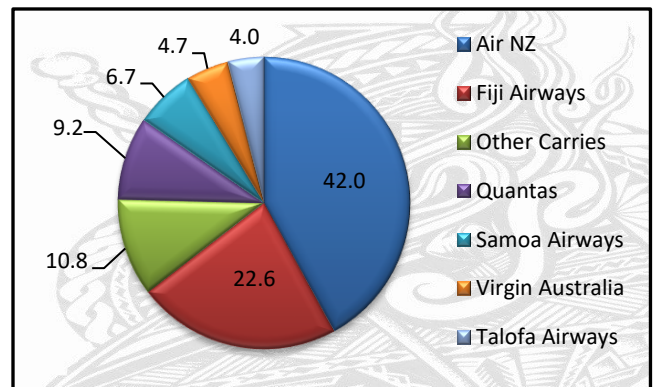


7. TOTAL ARRIVALS BY CARRIER

As depicted in table 5, Air New Zealand carried the highest share of passengers to Samoa with a 42.0 percent share, (8,255 passengers) followed by Fiji Airways with a 22.6 percent share (4,435 passengers).

Quantas brought in 9.2 percent (1,810 passengers) of total arrivals while Samoa Airways and Virgin Australia recorded shares of 6.7 percent (1,324) and 4.7 percent (915) respectively. Fig. 7 illustrates total arrivals by carrier during the reference period.

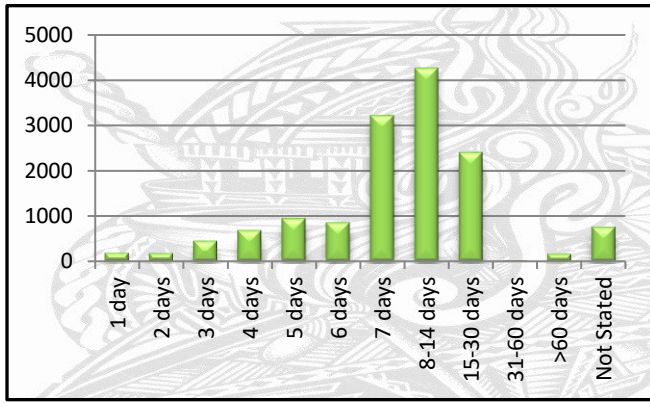
Fig. 7: Total Arrivals by Carrier, October 2024



8. TOTAL VISITORS BY DURATION OF STAY AND PLACE OF STAY

As shown in Fig. 8 below, visitor's duration of stay in Samoa (Table 6) is between seven and thirty days.

Fig. 8: Total Visitors by Duration of Stay, October 2024



On the other hand, the majority of visitors (52.1 percent or 7,386 visitors) reported staying in private accommodations or with families/ relatives while 40.7 percent (5,771) stayed in hotel/ motel. (Refer Fig. 9).

Fig. 9: Total Visitors by Place of Stay, October 2024

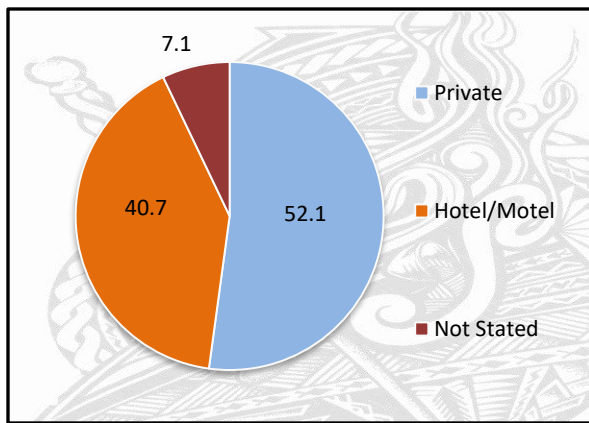
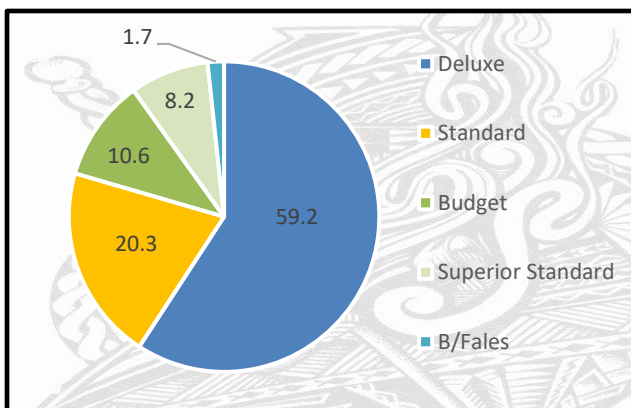


Fig. 10 portrays the number of visitors who stayed in hotels/ motels (5,771) by type of accommodation (hotel/ motel), within the reference month.

Fig. 10: Visitors Staying in Hotels/ Motels by Type of Accommodation, October 2024



BACKGROUND

The sourced documents for the compilation of International Arrival Statistics are the immigration arrival and departure card forms.

These forms are completed by all incoming and outgoing travelers at the three local points of entry namely:

- (1) Faleolo International Airport
- (2) Apia Wharf (Matautu Port)
- (3) Fagalii International Airport

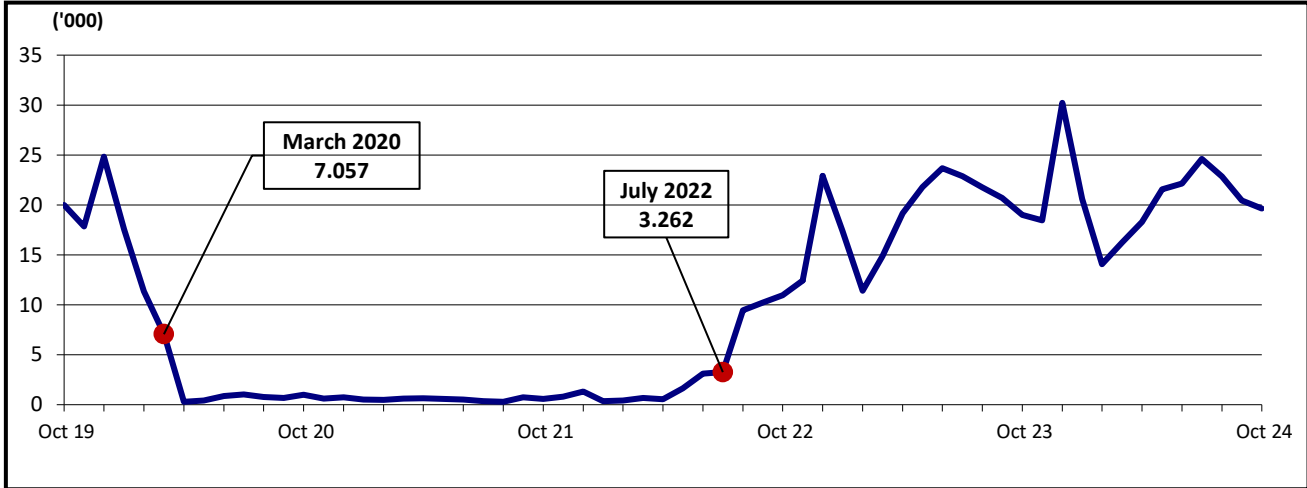
Futhermore, the BMS (Border Management Sytem) was also used for the compilation of such statistics.

International Arrival Statistics are compiled on a monthly, quarterly and annual basis. These reports can also be downloaded from our website:

www.sbs.gov.ws

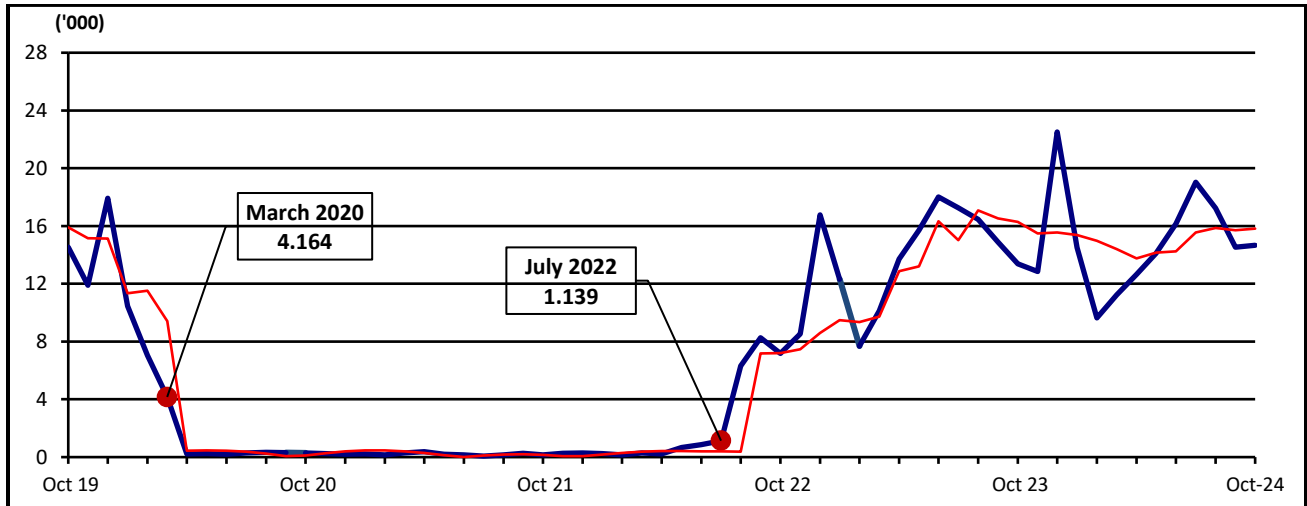
APPENDIX

Graph 1: Monthly Total Arrivals, October 2019 – October 2024



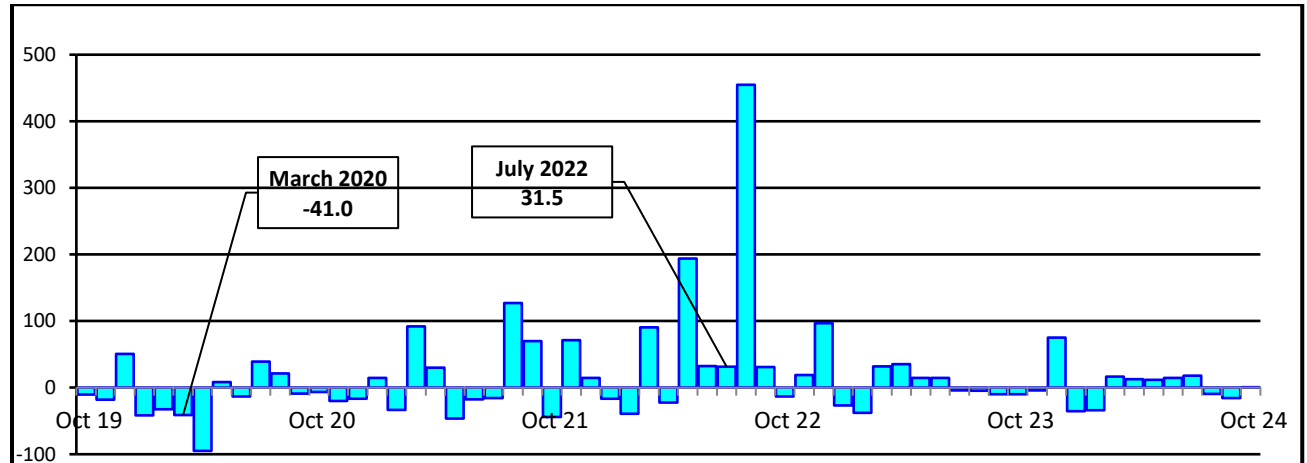
Note: Covid-19 travel restriction period from 20th March 2020 to 31st July 2022

Graph 2: Monthly Total Visitors, October 2019 – October 2024



Note: Covid-19 travel restriction period from 20th March 2020 to 31st July 2022

Graph 3: Visitors Percentage Change over Previous month, October 2019 – October 2024



Note: Covid-19 travel restriction period from 20th March 2020 to 31st July 2022

Table 1: Monthly Arrival and Departure by Mode of Travel and Net Migration, 2012 - 2024¹

Period	Visitors Arrivals			Total Arrivals			Total Departures			Net Migration
	Air	Sea	Total	Air	Sea	Total	Air	Sea	Total	
2012	131,945	2,749	134,694	167,211	5,509	172,720	167,842	6,297	174,139	-1,419
2013	122,171	2,502	124,673	157,542	5,335	162,877	162,333	5,885	168,218	-5,341
2014	128,623	3,172	131,795	166,075	7,638	173,713	170,742	8,275	179,017	-5,304
2015	135,012	4,031	139,043	176,782	8,248	185,030	181,343	8,867	190,210	-5,180
2016	140,288	5,801	146,089	186,810	10,586	197,396	193,759	9,955	203,714	-6,318
2017	153,468	4,047	157,515	204,105	8,135	212,240	210,827	9,228	220,055	-7,815
2018	167,651	4,845	172,496	227,487	9,019	236,506	210,595	8,361	240,549	-4,043
2019	173,920	6,938	180,858	239,437	10,534	249,971	248,499	9,835	258,334	-8,363
2020	20,520	3,463	23,983	38,086	4,287	42,373	36,471	3,937	50,582	-8,209
2021	1,096	1,495	2,591	5,011	2,452	7,463	8,614	1,462	12,994	-5,531
2022	47,204	3,425	50,629	69,766	6,287	76,053	65,066	5,419	70,485	5,568
2023	167,661	6,892	174,967	223,547	17,729	241,276	224,712	17,586	242,298	-1,022
2021										
September	45	225	270	377	369	746	798	300	1098	-352
October	49	102	151	382	183	565	1037	247	1284	-719
November	98	161	259	567	244	811	1999	172	2171	-1360
December	194	103	297	1,078	239	1,317	2038	212	2250	-933
2022										
January	107	141	248	191	180	371	1,015	198	1,213	-842
February	47	104	151	295	141	436	1,105	153	1,258	-822
March	142	146	288	459	211	670	2,218	162	2,380	-1710
April	81	142	223	374	175	549	945	164	1,109	-560
May	530	125	655	1,466	178	1,644	1,446	126	1,572	72
June	715	151	866	2,893	228	3,121	2,226	150	2,376	745
July	975	164	1,139	2,948	314	3,262	2,700	242	2,942	320
August	5,967	351	6,318	8,910	546	9,456	6,688	373	7,061	2395
September	7,629	632	8,261	9,514	707	10,221	8,679	928	9,607	614
October	6,917	254	7,171	10,303	673	10,976	10,790	693	11,483	-507
November	8,085	445	8,530	11,493	949	12,442	13,020	984	14,004	-1562
December	16,009	770	16,779	20,920	1,985	22,905	14,234	1,246	15,480	7,425
2023										
January	11,868	453	12,321	16,376	1,023	17,399	21,704	1,490	23,194	-5,795
February	7,273	414	7,687	10,418	993	11,411	14,083	1,314	15,397	-3,986
March	9,643	485	10,128	13,673	1,188	14,861	14,470	1,456	15,926	-1,065
April	13,271	449	13,720	17,698	1,466	19,164	17,614	1,455	19,069	95
May	15,321	398	15,719	20,666	1,130	21,796	17,909	1,285	19,194	2,602
June	17,122	899	18,021	21,979	1,691	23,670	20,849	1,681	22,530	1,140
July	16,145	1,125	17,270	20,528	2,347	22,875	22,836	1,861	24,697	-1,822
August	15,829	642	16,471	20,176	1,576	21,752	20,691	1,930	22,621	-869
September	14,351	528	14,879	19,185	1,507	20,692	18,846	1,331	20,177	515
October	12,729	654	13,383	17,626	1,363	18,989	19,205	1,198	20,403	-1,414
November	12,352	504	12,856	17,262	1,181	18,443	17,738	1,486	19,224	-781
December	21,757	755	22,512	27,960	2,264	30,224	18,767	1,099	19,866	10,358
2024										
January	13,988	532	14,520	19,550	1,069	20,619	28,431	1,387	29,818	-9,199
February	9,251	379	9,630	12,948	1,133	14,081	16,674	1,292	17,966	-3,885
March	10,704	538	11,242	15,213	1,044	16,257	15,320	1,197	16,517	-260
April	12,134	510	12,644	16,883	1,412	18,295	17,650	1,522	19,172	-877
May	13,634	472	14,106	20,060	1,505	21,565	17,673	1,441	19,114	2,451
June	15,596	547	16,143	20,755	1,391	22,146	19,047	1,108	20,155	1,991
July	18,276	763	19,039	22,955	1,641	24,596	22,823	1,501	24,324	272
August	16,441	807	17,248	21,314	1,547	22,861	22,295	1,949	24,244	-1,383
September	14,041	495	14,536	19,308	1,137	20,445	19,316	1,084	20,400	45
October	13,516	1,142	14,658	18,099	1,540	19,639	20,138	1,848	21,986	-2,347

Source : Ministry of the Prime Minister and Cabinet- Immigration Division and Samoa Bureau of Statistics.

1: Provisional figures

Table 2: Total Arrivals by Age, Purpose of Entry and Sex, October 2024 ¹

Age	Purpose of Entry														
	Total			Visitors			Returning Residents			Transit			Temporary Residents		
	Total	Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female
Total	19,639	10,710	8,929	13,389	7,123	6,266	4,981	2,852	2,129	492	268	224	777	467	310
0 - 4	618	314	304	484	242	242	115	63	52	8	5	3	11	4	7
5 - 9	625	318	307	482	245	237	113	59	54	7	4	3	23	10	13
10 - 14	666	323	343	541	261	280	91	46	45	8	4	4	26	12	14
15 - 19	729	374	355	518	251	267	161	94	67	21	10	11	29	19	10
20 - 24	1,258	648	610	804	376	428	390	238	152	28	17	11	36	17	19
25 - 29	1,782	1008	774	1175	627	548	496	301	195	46	30	16	65	50	15
30 - 34	1,933	1126	807	1368	756	612	462	309	153	61	31	30	42	30	12
35 - 39	1,785	1045	740	1257	712	545	410	261	149	52	30	22	66	42	24
40 - 44	1,759	1018	741	1201	691	510	394	235	159	64	34	30	100	58	42
45 - 49	1,812	961	851	1241	648	593	455	245	210	41	23	18	75	45	30
50 - 54	1,776	965	811	1187	638	549	468	262	206	55	26	29	66	39	27
55 - 59	1,608	850	758	1037	545	492	457	243	214	36	18	18	78	44	34
60 - 64	1,309	691	618	858	448	410	366	193	173	26	16	10	59	34	25
65 - 69	949	529	420	589	332	257	290	159	131	20	10	10	50	28	22
70 - 74	572	290	282	359	184	175	177	82	95	8	5	3	28	19	9
75 +	458	250	208	288	167	121	136	62	74	11	5	6	23	16	7
% DISTRIBUTION ²	100	54.5	45.5	68.2	36.3	31.9	25.4	14.5	10.8	2.5	1.4	1.1	4.0	2.4	1.6

Source : Ministry of the Prime Minister and Cabinet- Immigration Division and Samoa Bureau of Statistics.

1: Provisional figures

2: Figures are subject to rounding errors

Table 3: Total Visitors Arrivals by Country of Usual Residence and Mode of Travel, October 2024 ¹

Country of Usual Residence	Mode of Travel			Percentage %
	Air	Sea	Total	
OCEANIA	10,617	199	10,816	73.8
American Samoa	519	33	552	3.8
Fiji	410	27	437	3.0
Cook Island	1	0	1	0
Other Pacific Is	441	39	480	3.3
New Zealand	6,053	48	6,101	41.6
Australia	3,193	52	3,245	22.1
EUROPE	755	64	819	5.6
United Kingdom	437	24	461	3.1
Scandinavia	19	4	23	0.2
Benelux	10	0	10	0.1
Germany	98	1	99	0.7
Other Europe	191	35	226	1.5
AMERICA	884	9	893	6.1
U.S.A	852	8	860	5.9
Canada	32	1	33	0.2
ASIA	624	828	1,452	9.9
Japan	25	1	26	0.2
China	187	48	235	1.6
Korea	9	0	9	0.1
Other Asia	403	779	1,182	8.1
OTHERS	636	42	678	4.6
TOTAL	13,516	1,142	14,658	
PERCENTAGE DISTRIBUTION	92.2	7.8	100%	100%

Source : Ministry of the Prime Minister and Cabinet- Immigration Division and Samoa Bureau of Statistics.

1: Provisional figures.

2: Figures are subject to rounding errors

Note: (i) Visitors refer to all person visiting Samoa other than returning residents and also expatriates who are employed and living in Samoa (**include transit**).

(ii) Visitors also include Samoan citizens whose country of usual residence are country abroad.

(iii) **Scandinavia**- refers to countries of Norway, Sweden, Finland and Denmark.

(iv) **Benelux:** - refers to countries of Belgium, Netherlands and Luxembourg.

(v) Exclude Cruise Liner Passengers.

Table 4: Total Visitors by Usual Residence and Purpose of Visit, October 2024 ¹

Country of Usual Residence	Purpose of Visit							
	Total	Percentage ²	Holiday/ Vacation	Business/ Conference	Visit Friends/ Relatives	Sports	Transit	Others
OCEANIA	10,816	73.8	4,426	1,767	4,198	58	287	80
American Samoa	552	3.8	180	31	214	0	117	10
Fiji	437	3.0	119	234	35	1	33	15
Cook Island	1	0.0	0	1	0	0	0	0
Other Pacific Is	480	3.3	110	265	57	0	29	19
New Zealand	6,101	41.6	2,792	795	2,421	6	83	4
Australia	3,245	22.1	1,225	441	1,471	51	25	32
EUROPE	819	5.6	342	401	17	1	8	50
United Kingdom	461	3.1	91	346	4	0	5	15
Scandinavia	23	0.2	15	3	1	0	0	4
Benelux	10	0.1	8	2	0	0	0	0
Germany	99	0.7	90	4	3	0	1	1
Other Europe	226	1.5	138	46	9	1	2	30
AMERICA	893	6.1	380	143	302	2	62	4
U.S.A.	860	5.9	368	129	297	2	60	4
Canada	33	0.2	12	14	5	0	2	0
ASIA	1,452	9.9	207	234	68	3	130	810
Japan	26	0.2	7	15	4	0	0	0
China	234	1.6	114	17	46	0	22	35
Korea	10	0.1	5	4	0	1	0	0
Other Asia	1,182	8.1	81	198	18	2	108	775
OTHER COUNTRIES	678	4.6	105	524	8	0	5	36
TOTAL	14,658	100.0	5,460	3,069	4,593	64	492	980
Percentage Distribution ²	100.0		37.2	20.9	31.3	0.4	3.4	6.7

Source : Ministry of the Prime Minister and Cabinet- Immigration Division and Samoa Bureau of Statistics.

Note : Overall visitors include transit.

1: Provisional figures

2: Figures are subject to rounding errors

Table 5: Total Arrivals by Carrier and Purpose of Entry, October 2024 ¹

Carrier	Total		Purpose of Entry			
			Returning Residence	Percentage ²	Total Visitors	Percentage ²
Total	19,639	100%	4,981	25.4	14,658	74.6
AIR	18,099	92.2	4,583	23.3	13,516	68.8
Quantas	1,810	9.2	305	1.6	1,505	7.7
Virgin Australia	915	4.7	223	1.1	692	3.5
Samoa Airways	1,324	6.7	825	4.2	499	2.5
Talofa Airways	777	4.0	311	1.6	466	2.4
Air New Zealand	8,255	42.0	1,953	9.9	6,302	32.1
Fiji Airways	4,435	22.6	961	4.9	3,474	17.7
Other Air Carrier	583	3.0	5	0.0	578	2.9
SEA	1,540	7.8	398	2.0	1142	5.8
Lady Samoa IV ³	411	2.1	371	1.9	40	0.2
Yacht	0	0.0	0	0	0	0.0
Other Sea Carrier	1,129	5.7	27	0.1	1102	5.6

Source : Ministry of the Prime Minister and Cabinet- Immigration Division and Samoa Bureau of Statistics.

Note: Total visitors include transit.

- 1: Provisional figures
- 2: Figures are subject to rounding errors
- 3: Lady Naomi being replaced by Lady Samoa IV

Table 6: Visitors by Duration of Stay and Place of Stay, October 2024 ¹

Duration of Stay	Place of Stay			
	Total	Hotel/Motel	Private	Not Stated
Total	14,166	5,771	7,386	1,009
1day	191	157	28	6
2days	184	94	83	7
3days	454	263	169	22
4days	688	448	223	17
5days	950	576	368	6
6days	862	551	285	26
7days	3,218	1,360	1,492	366
8-14days	4,258	1,743	2,281	234
15-30days	2,406	526	1,639	241
31-60days	27	0	24	3
61-90days	95	0	84	11
91-180days	44	0	15	29
181-365days	25	0	20	5
> Year	4	0	3	1
Not Stated	760	53	672	35
Percentage Distribution ²	100	40.7	52.1	7.1

Source : Ministry of the Prime Minister and Cabinet- Immigration Division and Samoa Bureau of Statistics.

Note: Visitors here, exclude transit.

1: Provisional figures

2: Figures are subject to rounding errors