

SAMOA BUREAU OF STATISTICS

INTERNATIONAL ARRIVAL STATISTICS THIRD QUARTER 2024

QUARTERLY HIGHLIGHTS:

This Quarter compared with 3rd Quarter 2023:

- Total arrivals (67,902) increased by 4.0%
- Total visitors (50,823) increased by 4.5%
 - New Zealand (up by 1,160)
 - Australia (down by 766)
 - Am Samoa (up by 303)
 - USA (up by 1,542)
- Total departures (68,968) increased by 2.2%

INSIDE THIS ISSUE

Q3 2024	All Arrivals	All Visitors
Total	67,902	50,823
% change from previous quarter	9.5	18.5
% change from 3 rd quarter 2023	4.0	4.5

29TH OCTOBER 2024

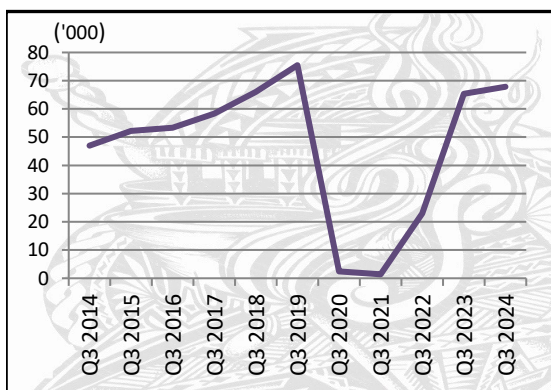
1. ARRIVALS

1.1. TOTAL ARRIVALS

The total International Arrival Statistics documented for the reference period (table 1), revealed an increase of 9.5 percent over the previous quarter and an increase of 4.0 percent over the corresponding quarter of 2023. Fig.1.1 reveals the impact of Covid 19 on arrival numbers in 2020, 2021 and 2022. (Refer Fig. 1.1).

As usual, air being the most preferred mode of travel to Samoa, representing 93.6 percent of total arrivals, while those that arrived by sea accounted for the remaining 6.4 percent.

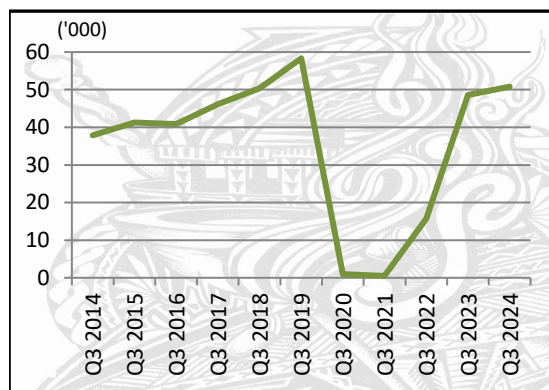
Fig. 1.1: 3rd Quarter Total Arrivals, 2014 – 2024



1.2. TOTAL VISITORS

Total Visitors of 50,823 for the quarter under review revealed an increase of 18.5 percent over the previous quarter and an increase of 4.5 percent when compared to the corresponding quarter of 2023. Fig.1.2 further reveals the impact of Covid 19 on visitor numbers in 2020,2021 and 2022.

Fig. 1.2: 3rd Quarter Total Visitors, 2014 – 2024

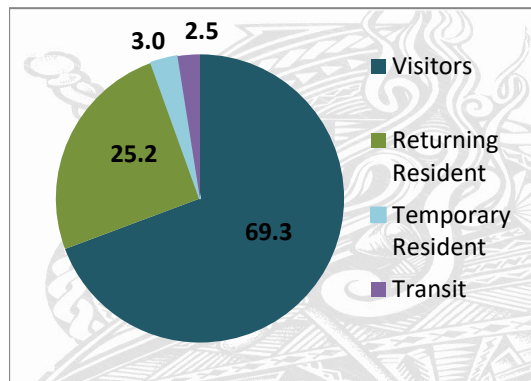


1.3 TOTAL ARRIVALS BY PURPOSE OF ENTRY

Visitors, including transit, made up the largest component of all arrivals with 36.2 percent (24,559) recorded for females and 35.6 percent (24,206) for males.

Male and female returning residents made up 14.4 percent (9,750) and 10.8 percent (7,329) respectively of total arrivals while Temporary residents made up 1.6 percent (1,114) for males and 1.4 percent (944) for females. (Refer Fig. 1.3).

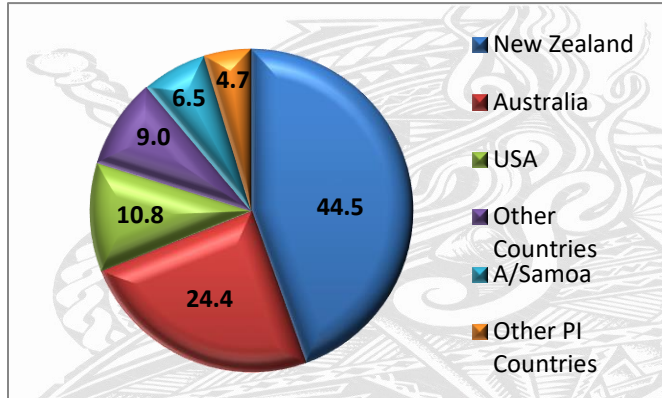
Fig. 1.3: Total Arrivals by Purpose of Visit, 3rd Quarter 2024



1.4 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 44.5 percent or 22,639 of total visitors. Australia followed next with a distant 24.4 percent share (12,390). U.S.A recorded a share of 10.8 percent (5,495) followed by American Samoa with a share of 6.5 percent (3,320). (Refer Fig. 1.4)

Fig. 1.4: Total Visitors by Country of Usual Residence, 3rd Quarter 2024

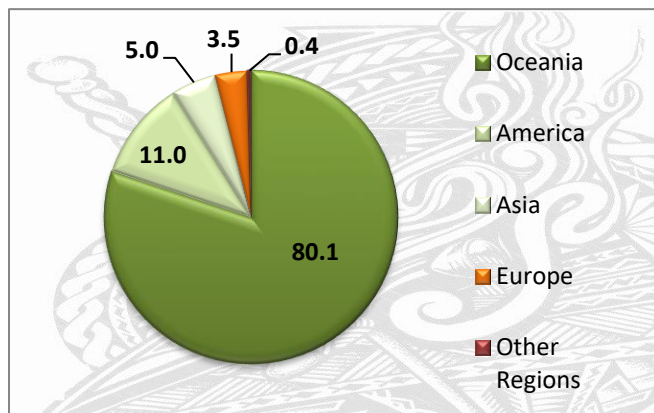


1.5 VISITORS BY REGION

As usual, the Oceanic Region had the highest share of total visitors with 80.1 percent, followed by America with 11.0 percent.

Asia reported a share of 5.0 percent while Europe reported the least share with 3.5 percent. (Refer Fig. 1.5).

Fig. 1.5: Total Visitors by Region, 3rd Quarter 2024



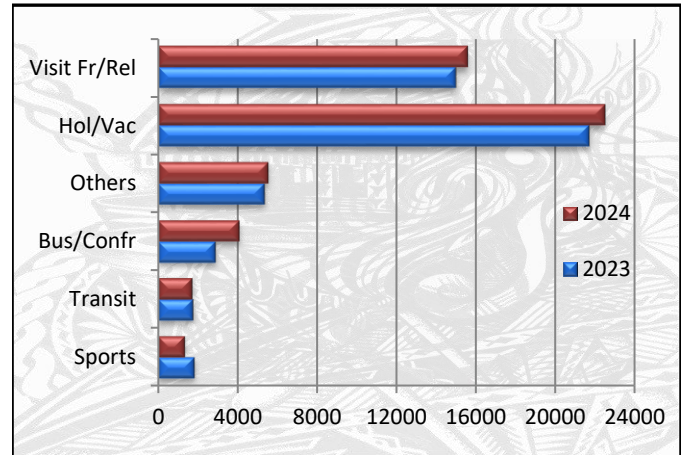
1.6 VISITORS BY PURPOSE OF VISIT

As depicted in Table 4, New Zealand, Australia, American Samoa, and the United States of America constituted 86.3 percent of all visitors visiting Samoa while other countries round up the remaining 13.7 percent during the reference period.

Visitors that entered our shores for holiday/vacations accounted for 44.3 percent of all visitors. Those who were here to visit friends and relatives accounted for 30.7 percent while those that travelled for other purposes made up 10.9 percent of total visitors.

Business and Conference accounted for 8.1 percent while transients bound for other destinations and sports registered 3.4 and 2.7 percent respectively. Fig. 1.6 depicts total visitors by purpose of visit during the reference period compared to the corresponding quarter of 2023.

Fig. 1.6: Total Visitors by Purpose of Visit, 3rd Quarter 2023 & 3rd Quarter 2024

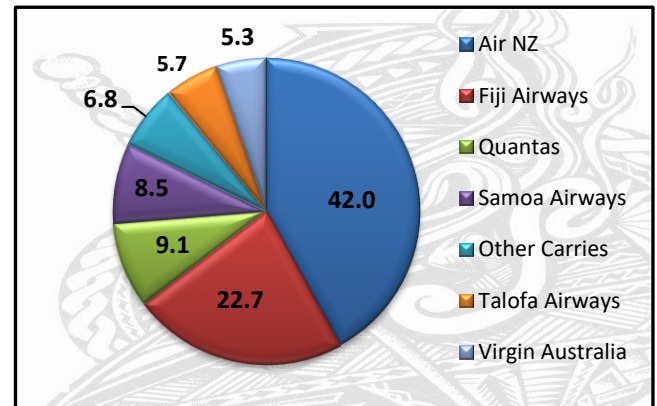


1.7 TOTAL ARRIVALS BY CARRIER

As tabulated in Table 5, Air New Zealand leads the way for arrivals by carriers during the reference period with a 42.0 percent share (28,543 passengers) followed by Fiji Airways with a share of 22.7 percent (15,399 passengers).

Quantas recorded a 9.1 percent share (6,154), Samoa Airways had a share of 8.5 percent (5,783), while Talofa Airways and Virgin Australia had shares of 5.7 percent (3,854) and 5.3 percent (3,598) respectively. Fig. 1.7 illustrates total arrivals by carrier during the reference period.

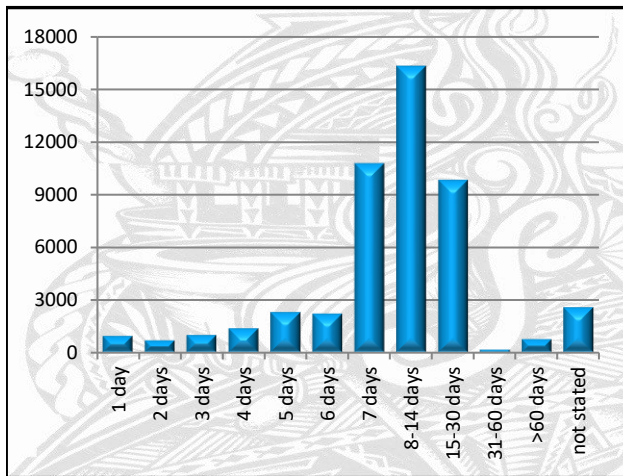
Fig. 1.7: Total Arrivals by Carrier, 3rd Quarter 2024



1.8 VISITORS DURATION AND PLACE OF STAY

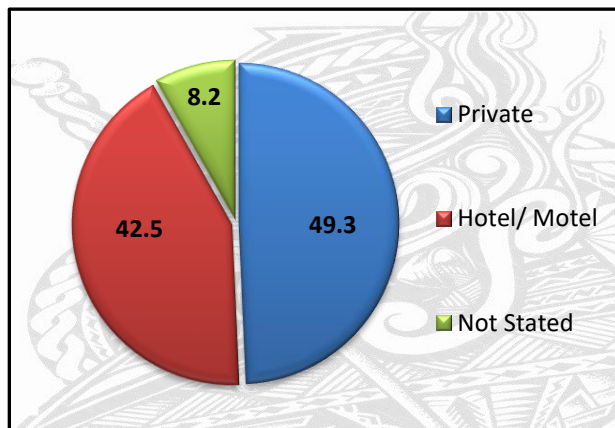
The usual trend of visitor's duration of stay in Samoa (Table 6) is between 7 days and 30 days, as revealed in Fig 1.8 below.

Fig. 1.8: Visitors Duration of Stay, 3rd Quarter 2024



From a total of 49,096 visitors (excluding transit), 49.3 percent (24,201) stayed in private accommodations or with families/relatives while 42.5 percent (20,848) of total visitors reported staying in hotel/ motels. (Refer Fig. 1.9).

Fig. 1.9: Total Visitors by Place of Stay, 3rd Quarter 2024



2. DEPARTURES

2.1 TOTAL DEPARTURES

Regret to inform all our stakeholders that we are unable to produce detailed departure statistics at this point in time due to other competing official duties.

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:

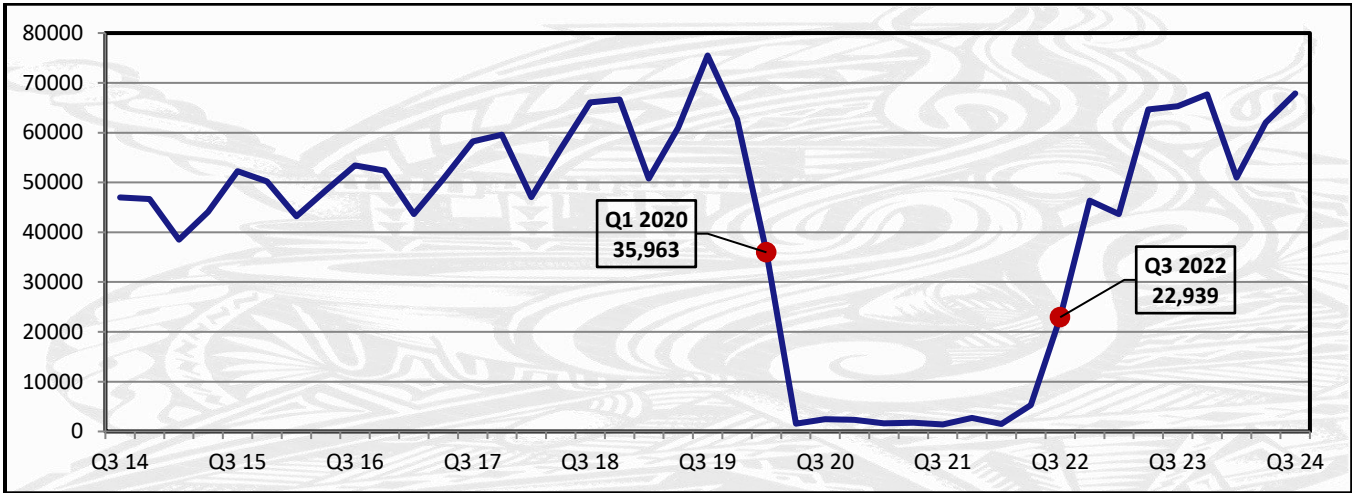
- (1) Faleolo International Airport
- (2) Fagalii International Airport
- (3) Apia Wharf (Matautu Port)

Futhermore, the BMS (Border Management System) 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

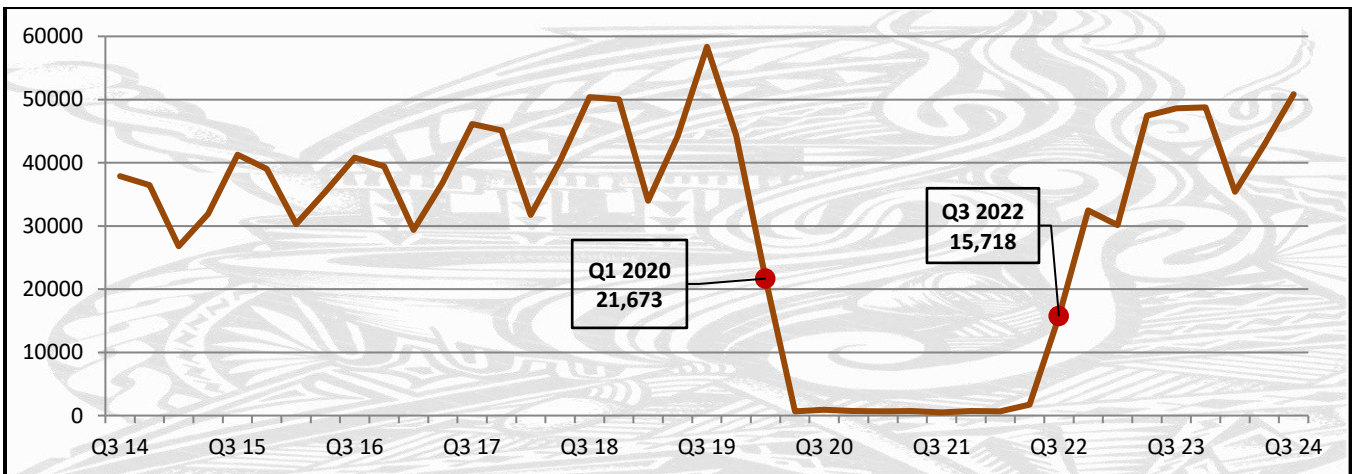
APPENDIX

Graph 1: Quarterly Total Arrivals, 3rd Quarter 2014 – 3rd Quarter 2024



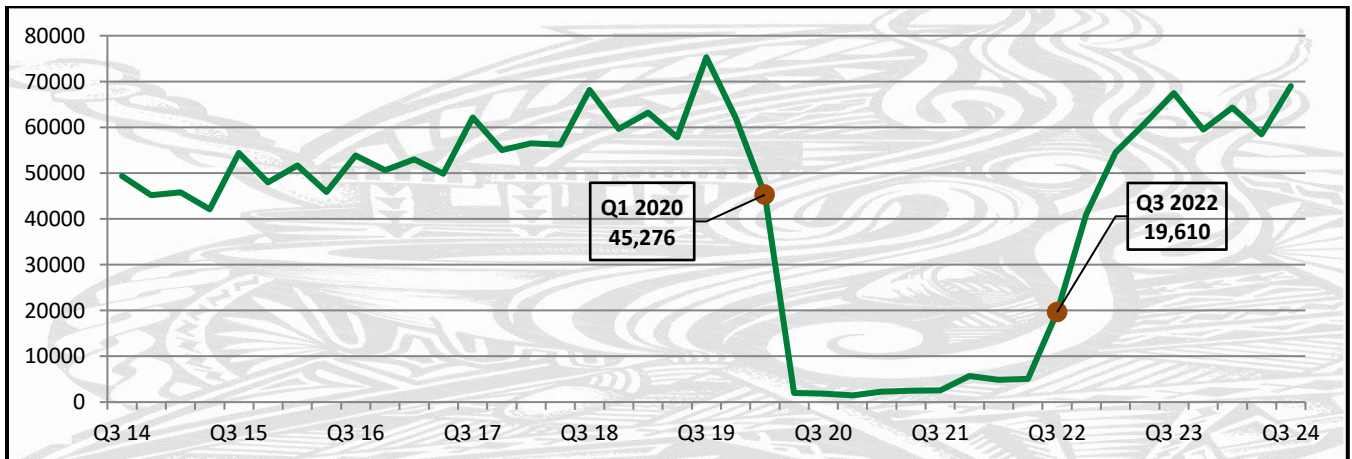
Note: Covid-19 travel restriction period from 20th March 2020 (Quarter 1) to 31st July 2022 (Quarter 3)

Graph 2: Quarterly Total Visitors, 3rd Quarter 2014 – 3rd Quarter 2024



Note: Covid-19 travel restriction period from 20th March 2020 (Quarter 1) to 31st July 2022 (Quarter 3)

Graph 3: Quarterly Total Departures, 3rd Quarter 2014 – 3rd Quarter 2024



Note: Covid-19 travel restriction period from 20th March 2020 (Quarter 1) to 31st July 2022 (Quarter 3)

Table 1: Quarterly Arrival and Departure by Mode of Tavel and Net Migration, 2016 - 2024.

Period	Visitors Arrivals			Total Arrivals			Total Departures			Net Migration
	Air	Sea	Total	Air	Sea	Total	Air	Sea	Total	
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	231,724	8,825	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	46,645	3,937	50,582	-8,209
2021	1,096	5,401	2,591	5,011	2,452	7,463	10,879	2,115	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	7,306	174,967	223,547	17,729	241,276	224,712	17,586	242,298	-1,022
2017										
3rd Quarter	45,174	983	46,157	56,489	1,810	58,299	59,572	2,603	62,175	-3,876
4th Quarter	44,024	1,078	45,102	57,183	2,404	59,587	53,191	1,835	55,026	4,561
2018										
1st Quarter	30,725	1,049	31,774	45,087	1,979	47,066	54,317	2,195	56,512	-9,446
2nd Quarter	39,106	1,184	40,290	53,630	3,104	56,734	53,060	3,171	56,231	503
3rd Quarter	49,104	1,301	50,405	63,983	2,084	66,067	66,000	2,193	68,193	-2,126
4th Quarter	48,716	1,311	50,027	64,787	1,852	66,639	58,347	1,266	59,613	7,026
2019										
1st Quarter	32,845	1,117	33,962	49,342	1,439	50,781	61,825	1,405	63,230	-12,449
2nd Quarter	42,562	1,608	44,170	58,359	2,626	60,985	55,139	2,682	57,821	3,164
3rd Quarter	55,933	2,415	58,348	71,960	3,532	75,492	72,437	2,850	75,287	205
4th Quarter	42,580	1,798	44,378	59,776	2,937	62,713	59,098	2,898	61,996	717
2020										
1st Quarter	20,485	1,188	21,673	34,548	1,415	35,963	44,139	1,137	45,276	-9,313
2nd Quarter	7	646	653	735	854	1,589	1,182	784	1,966	-377
3rd Quarter	0	936	936	1,355	1,125	2,480	776	1,089	1,865	615
4th Quarter	28	693	721	1,448	893	2,341	548	927	1,475	866
2021										
1st Quarter	174	481	655	926	701	1,627	1,595	653	2,248	-621
2nd Quarter	403	327	730	1,247	492	1,739	2,108	402	2,510	-771
3rd Quarter	178	321	499	811	593	1,404	2,102	429	2,531	-1,127
4th Quarter	341	366	707	2,027	666	2,693	5,074	631	5,705	-3,012
2022										
1st Quarter	296	391	687	945	532	1,477	4,338	513	4,851	-3,374
2nd Quarter	1,326	418	1,744	4,733	581	5,314	4,617	440	5,057	257
3rd Quarter	14,571	1,147	15,718	21,372	1,567	22,939	18,067	1,543	19,610	3,329
4th Quarter	31,011	1,469	32,480	42,716	3,607	46,323	38,044	2,923	40,967	5,356
2023										
1st Quarter	28,784	1,352	30,136	40,467	3,204	43,671	50,257	4,260	54,517	-10,846
2nd Quarter	45,714	1,746	47,460	60,343	4,287	64,630	56,372	4,421	60,793	3,837
3rd Quarter	46,325	2,295	48,620	59,889	5,430	65,319	62,373	5,122	67,495	-2,176
4rd Quarter	46,838	1,913	48,751	62,848	4,808	67,656	55,710	3,783	59,493	8,163
2024										
1st Quarter	33,943	1,449	35,392	47,711	3,246	50,957	60,425	3,876	64,301	-13,344
2nd Quarter	41,364	1,529	42,893	57,698	4,308	62,006	54,370	4,071	58,441	3,565
3rd Quarter	48,758	2,065	50,823	63,577	4,325	67,902	64,434	4,534	68,968	-1,066

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

1: Provisional figures

Table 2: Arrivals by Age, Purpose of Entry and Sex, Third Quarter 2024 ¹

AGE	Purpose of Visit														
	TOTAL			Visitors			Returning Residents			Transit			Temporary Resident		
	TOTAL	Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female
TOTAL	67,902	35,070	32,832	47,038	23,225	23,813	17,079	9,750	7,329	1,727	981	746	2,058	1,114	944
0 - 4	2,379	1,220	1,159	1,926	992	934	377	190	187	38	21	17	38	17	21
5 - 9	2,673	1,371	1,302	2,180	1,107	1,073	371	195	176	50	24	26	72	45	27
10 - 14	3,107	1,521	1,586	2,533	1,237	1,296	402	204	198	96	43	53	76	37	39
15 - 19	3,729	1,854	1,875	2,909	1,407	1,502	641	357	284	80	38	42	99	52	47
20 - 24	4,476	2,239	2,237	2,923	1,333	1,590	1,368	821	547	96	44	52	89	41	48
25 - 29	5,758	3,177	2,581	3,527	1,687	1,840	1,837	1,240	597	180	98	82	214	152	62
30 - 34	5,882	3,202	2,680	3,878	1,937	1,941	1,659	1,070	589	199	123	76	146	72	74
35 - 39	5,462	2,983	2,479	3,635	1,862	1,773	1,496	933	563	177	106	71	154	82	72
40 - 44	5,417	2,867	2,550	3,542	1,798	1,744	1,502	863	639	164	97	67	209	109	100
45 - 49	5,610	2,873	2,737	3,719	1,851	1,868	1,546	825	721	173	104	69	172	93	79
50 - 54	5,827	2,918	2,909	3,959	1,914	2,045	1,559	841	718	125	76	49	184	87	97
55 - 59	5,554	2,779	2,775	3,806	1,846	1,960	1,422	757	665	136	83	53	190	93	97
60 - 64	4,615	2,293	2,322	3,205	1,560	1,645	1,170	594	576	98	55	43	142	84	58
65 - 69	3,512	1,816	1,696	2,413	1,246	1,167	907	464	443	63	40	23	129	66	63
70 - 74	2,158	1,113	1,045	1,565	805	760	482	243	239	36	20	16	75	45	30
75 +	1,743	844	899	1,318	643	675	340	153	187	16	9	7	69	39	30
% Distribution ²	100.0	51.6	48.4	69.3	34.2	35.1	25.2	14.4	10.8	2.5	1.4	1.1	3.0	1.6	1.4

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: Visitors Arrivals by Country of Usual Residence and Mode of Travel, Third Quarter 2024 ¹

Country of Usual Residence	Mode of Travel		TOTAL	Percentage ²
	Air	Sea		
OCEANIA	39,637	1,092	40,729	80.1
American Samoa	2,785	535	3,320	6.5
Fiji	1,022	55	1,077	2.1
Cook Island	3	0	3	0.0
Other Pacific Is	1,091	209	1,300	2.6
New Zealand	22,401	238	22,639	44.5
Australia	12,335	55	12,390	24.4
EUROPE	1,653	124	1,777	3.5
United Kingdom	456	21	477	0.9
Scandinavia	79	13	92	0.2
Benelux	82	13	95	0.2
Germany	220	7	227	0.4
Other Europe	816	70	886	1.7
AMERICA	5,374	194	5,568	11.0
U.S.A	5,305	190	5,495	10.8
Canada	69	4	73	0.1
ASIA	1,920	646	2,566	5.0
Japan	195	1	196	0.4
China	701	196	897	1.8
Korea	31	0	31	0.1
Other Asia	993	449	1,442	2.8
OTHERS	174	9	183	0.4
TOTAL	48,758	2,065	50,823	100%
PERCENTAGE DISTRIBUTION	95.9	4.1	100.0%	

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, Third Quarter 2024 ¹

Country of Usual Residence	Purpose of Visit							
	TOTAL	% ²	Holiday/ Vacation	Business/ Conference	Visit Friends/ Relatives	Sports	Transit	Others
TOTAL	50,823		22,503	4,093	15,587	1,364	1,727	5,549
American Samoa	3,320	6.5	855	152	1,279	57	393	584
Fiji	1,077	2.1	249	290	121	110	98	209
Cook Island	3	0.0	1	0	2	0	0	0
Other Pacific Is	1,300	2.6	242	248	182	273	108	247
New Zealand	22,639	44.5	11,285	1,270	8,113	425	221	1,325
Australia	12,393	24.4	6,121	794	4,454	127	54	843
United Kingdom	474	0.9	202	105	29	22	7	109
Scandinavia	92	0.2	73	6	3	0	0	10
Benelux	95	0.2	64	7	9	0	0	15
Germany	227	0.4	152	24	13	6	5	27
Other Europe	886	1.7	474	60	31	204	28	89
U.S.A.	5,495	10.8	2,178	528	1,200	90	398	1,101
Canada	73	0.1	34	13	4	0	2	20
Japan	196	0.4	76	66	8	10	5	31
China	897	1.8	218	147	93	11	83	345
Korea	31	0.1	9	5	3	0	4	10
Other Asia	1,442	2.8	233	316	37	27	309	520
OTHER COUNTRIES	183	0.4	37	62	6	2	12	64
Percentage Distribution ²	100.0		44.3	8.1	30.7	2.7	3.4	10.9

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

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

Carrier	TOTAL	Purpose of Entry				
		Returning Residents	% ²	Total Visitors	% ²	
TOTAL	67,902	100%	17,079	25.2	50,823	74.8
AIR	63,577	93.6	14,819	21.8	48,758	71.8
Quantas	6,154	9.1	1,066	1.6	5,088	7.5
Virgin Australia	3,598	5.3	671	1.0	2,927	4.3
Samoa Airways	5,783	8.5	2,217	3.3	3,566	5.3
Talofa Airways	3,854	5.7	1,154	1.7	2,700	4.0
Air New Zealand	28,543	42.0	6,118	9.0	22,425	33.0
Fiji Airways	15,399	22.7	3,585	5.3	11,814	17.4
Other Air Carrier	246	0.4	8	0.0	238	0.4
SEA	4,325	6.4	2,260	3.3	2,065	3.0
Lady Samoa IV ³	2,847	4.2	2,013	3.0	834	1.2
Yacht	46	0.1	0	0.0	46	0.1
Other Sea Carrier	1,432	2.1	247	0.4	1,185	1.7

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 is now being replaced by Lady Samoa IV

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

Duration of Stay	Place of Stay			
	TOTAL	Hotel/Motel	Private	Not Stated
TOTAL	49,096	20,848	24,201	4,047
1day	949	827	97	25
2days	686	337	245	104
3days	997	594	360	43
4days	1,386	823	506	57
5days	2,312	1,407	823	82
6days	2,227	1,429	710	88
7days	10,817	5,333	4,167	1,317
8-14days	16,354	7,149	8,253	952
15-30days	9,858	2,370	6,352	1,136
31-60days	165	20	137	8
61-90days	279	12	209	58
91-180days	81	1	57	23
181-365days	141	0	101	40
> Year	264	0	257	7
Not Stated	2,580	546	1,927	107
Percentage Distribution ²	100.0	42.5	49.3	8.2

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