

SAMOA BUREAU OF STATISTICS

INTERNATIONAL ARRIVAL STATISTICS FOURTH QUARTER 2024

QUARTERLY HIGHLIGHTS:

This Quarter compared with 4th Quarter 2023:

- Total arrivals (70,282) increased by 3.9%
- Total visitors (50,482) increased by 3.6%
 - Visitors:
 - New Zealand (up by 292)
 - Am Samoa (up by 279)
 - Australia (down by 638)
 - USA (down by 181)
- Total departures (62,611) increased by 5.2%

INSIDE THIS ISSUE

Q4 2024	All Arrivals	All Visitors
Total	70,282	50,482
% change from previous quarter	3.5	-0.8
% change from 4 th quarter 2023	3.9	3.6

3RD FEBRUARY 2025

1. ARRIVALS

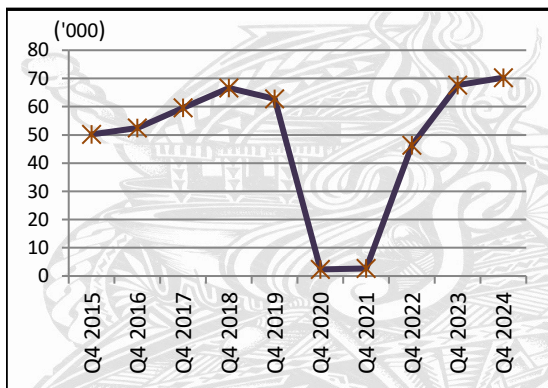
1.1. TOTAL ARRIVALS

The total International Arrival Statistics documented for the reference period (table 1), revealed an increase of 3.5 percent over the previous quarter (Jul-Sept 2024) and an increase of 3.9 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 93.8 percent of total arrivals, while those that arrived by sea accounted for the remaining 6.2 percent.

Fig 1.1 illustrates the impact of Covid - 19 on the number of 4th quarterly arrivals for 2020, 2021 and 2022.

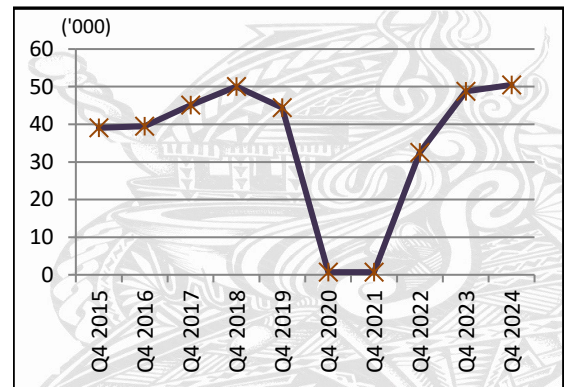
Fig. 1.1: 4th Quarter Total Arrivals, 2014 – 2024



1.2. TOTAL VISITORS

Total Visitors of 50,482 for the quarter under review revealed a decrease of 0.8 percent over the previous quarter and an increase of 3.6 percent when compared to the corresponding quarter of 2023. Fig.1.2 also reveals the impact of Covid - 19 on the number of 4th quarterly visitor numbers recorded in 2020,2021 and 2022.

Fig. 1.2: 4th Quarter Total Visitors, 2014 – 2024

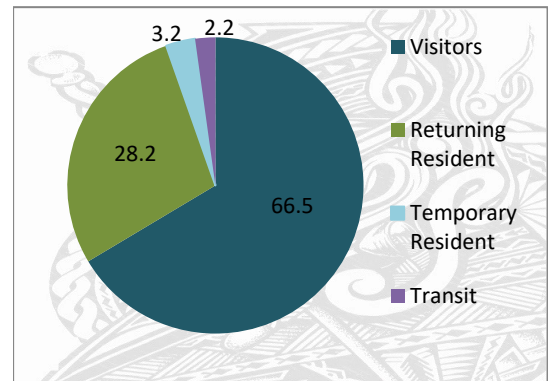


1.3 TOTAL ARRIVALS BY PURPOSE OF ENTRY

Visitors, including transit, made up the largest component of all arrivals with 34.6 percent (24,325) recorded for females and 34.0 percent (23,927) for males.

Male and female returning residents made up 15.7 percent (11,036) and 12.5 percent (8,764) respectively of total arrivals while Temporary residents made up 1.8 percent (1,254) for males and 1.4 percent (976) for females. (Refer Fig. 1.3).

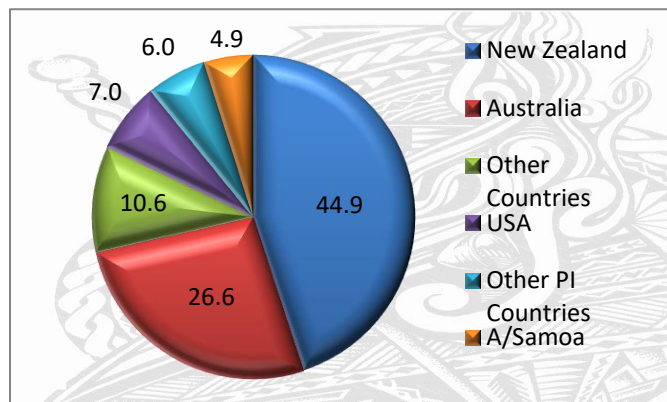
Fig. 1.3: Percentage distribution of Total Arrivals by Purpose of Visit, 4th Quarter 2024



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 44.9 percent or 22,657 of total visitors. Australia followed next with a distant 26.6 percent share (13,423). U.S.A recorded a share of 7.0 percent (3,555) followed by American Samoa with a share of 4.9 percent (2,483). (Refer Fig. 1.4)

Fig. 1.4: Percentage distribution of Total Visitors by Country of Usual Residence, 4th Quarter 2024

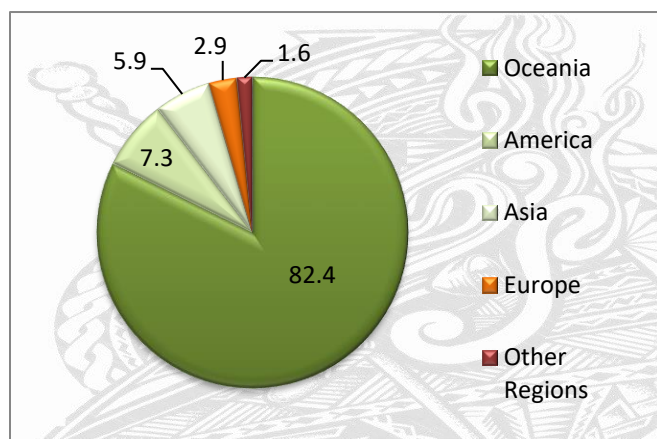


1.5 VISITORS BY REGION

As usual, the Oceanic Region had the highest share of total visitors with 82.4 percent, followed by America with 7.3 percent.

Asia reported a share of 5.9 percent while Europe reported the least share with 2.9 percent. (Refer Fig. 1.5).

Fig. 1.5: Percentage distribution of Total Visitors by Region, 4th Quarter 2024



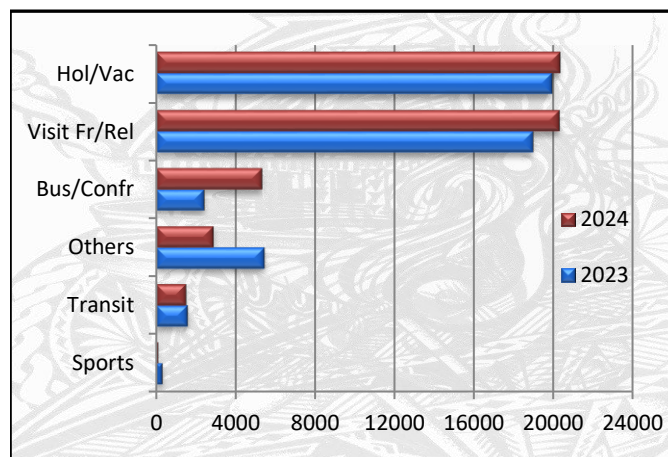
1.6 VISITORS BY PURPOSE OF VISIT

As depicted in Table 4, New Zealand, Australia, American Samoa, and the United States of America constituted 83.4 percent of all visitors visiting Samoa while other countries round up the remaining 16.6 percent during the reference period.

Visitors that entered our shores for holiday/vacations accounted for 40.3 percent of all visitors. Those who were here to visit friends and relatives accounted for 40.2 percent while those that travelled for Business and Conference made up 10.6 percent of total visitors.

Visiting for other purposes accounted for 5.7 percent while transients bound for other destinations and sports registered 3.0 and 0.2 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, 4th Quarter 2023 & 4th Quarter 2024

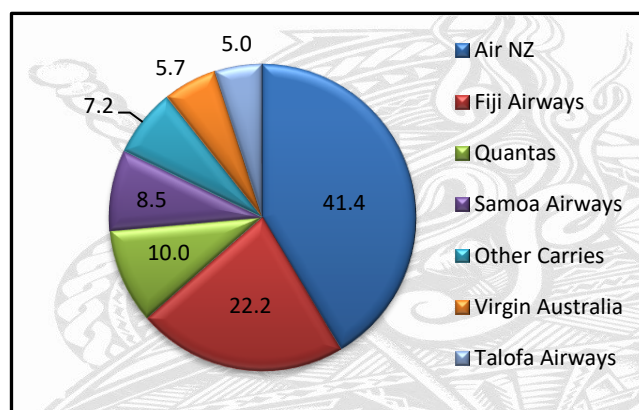


1.7 TOTAL ARRIVALS BY CARRIER

As tabulated in Table 5, Air New Zealand leads the way for arrivals by carriers during the reference period with a 41.4 percent share (29,098 passengers) followed by Fiji Airways with a share of 22.2 percent (15,629 passengers).

Quantas recorded a 10.0 percent share (7,010), Samoa Airways had a share of 8.5 percent (5,965), while Virgin Australia and Talofa Airways recorded shares of 5.7 percent (4,036) and 5.0 percent (3,479) respectively. Fig. 1.7 illustrates total arrivals by carrier during the reference period.

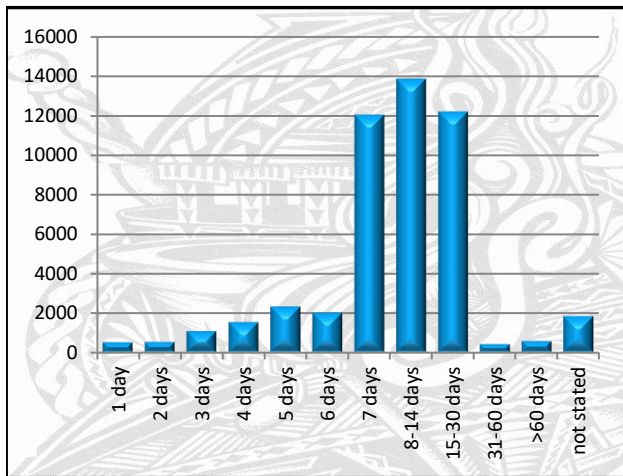
Fig. 1.7: Percentage distribution of Total Arrivals by Carrier, 4th Quarter 2024



1.8 VISITORS DURATION AND PLACE OF STAY

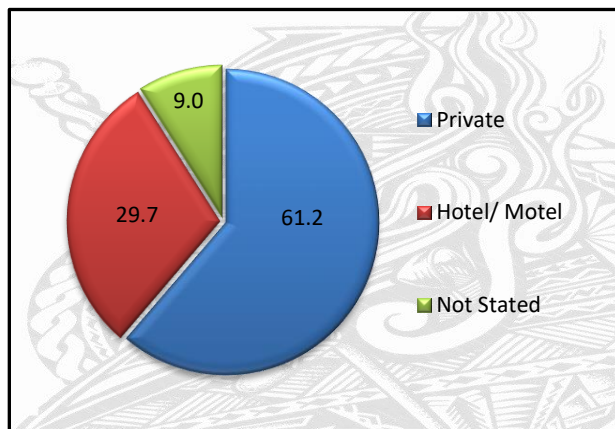
The usual trend of visitor's duration of stay in Samoa (Table 6) is between 7 days and 30 days, as revealed in Fig 1.8 below.

Fig. 1.8: Visitors Duration of Stay, 4th Quarter 2024



On the other hand, 61.2 percent (29,972) stayed in private accommodations or with families/ relatives while 29.7 percent (14,564) of total visitors reported staying in hotel/ motels. (Refer Fig. 1.9).

Fig. 1.9: Percentage distribution of Total Visitors by Place of Stay, 4th 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 for the quarter under review 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:

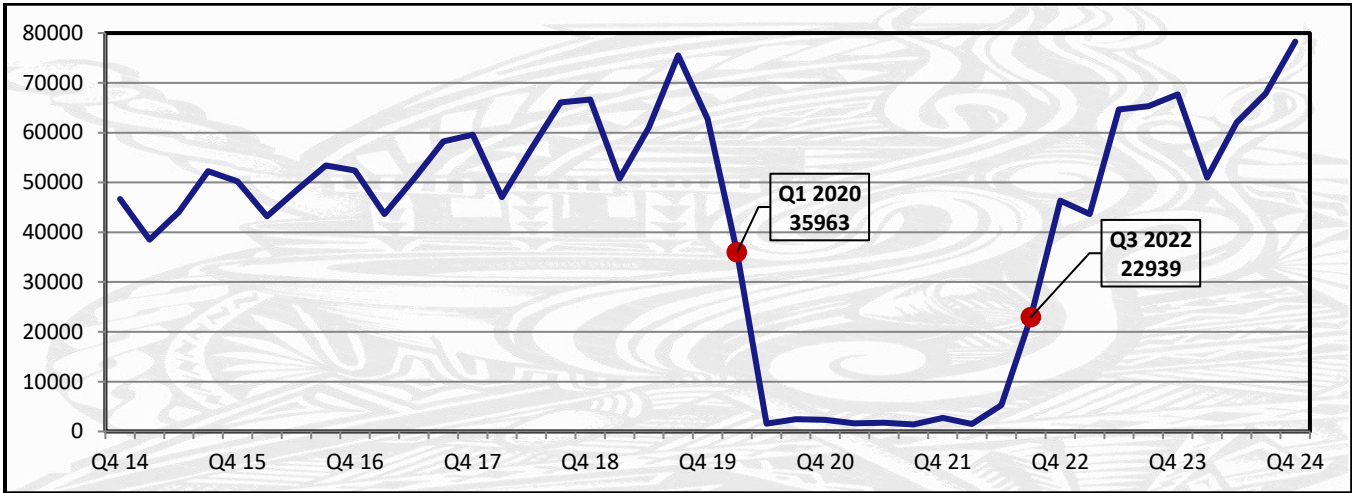
- (1) Faleolo International Airport
- (2) Fagalii International Airport
- (3) Apia Wharf (Matautu Port)

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 extracted from our website: www.sbs.gov.ws

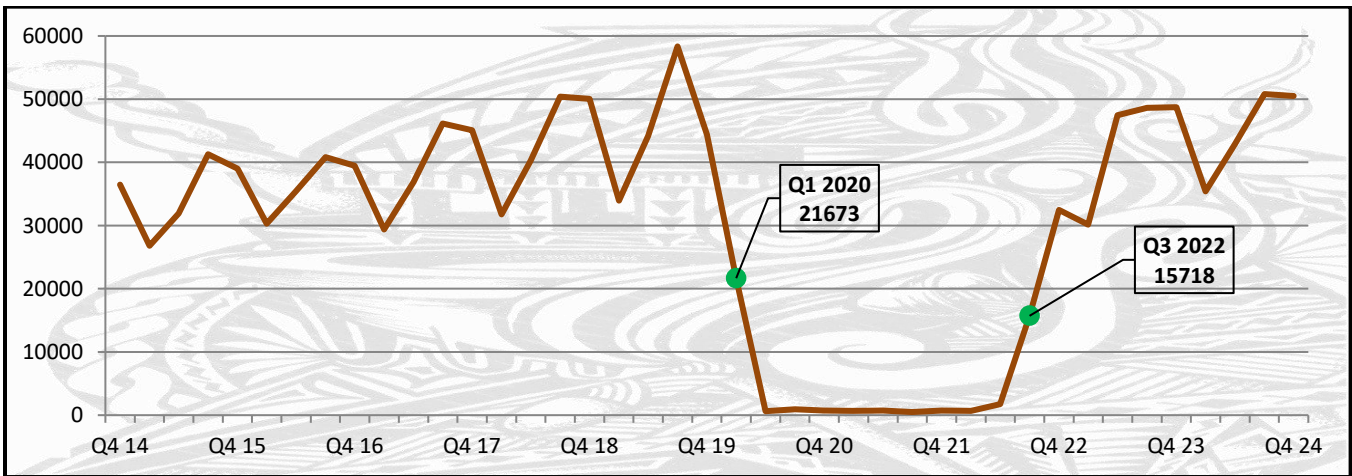
APPENDIX

Graph 1: Quarterly Total Arrivals, 4th Quarter 2014 – 4th Quarter 2024



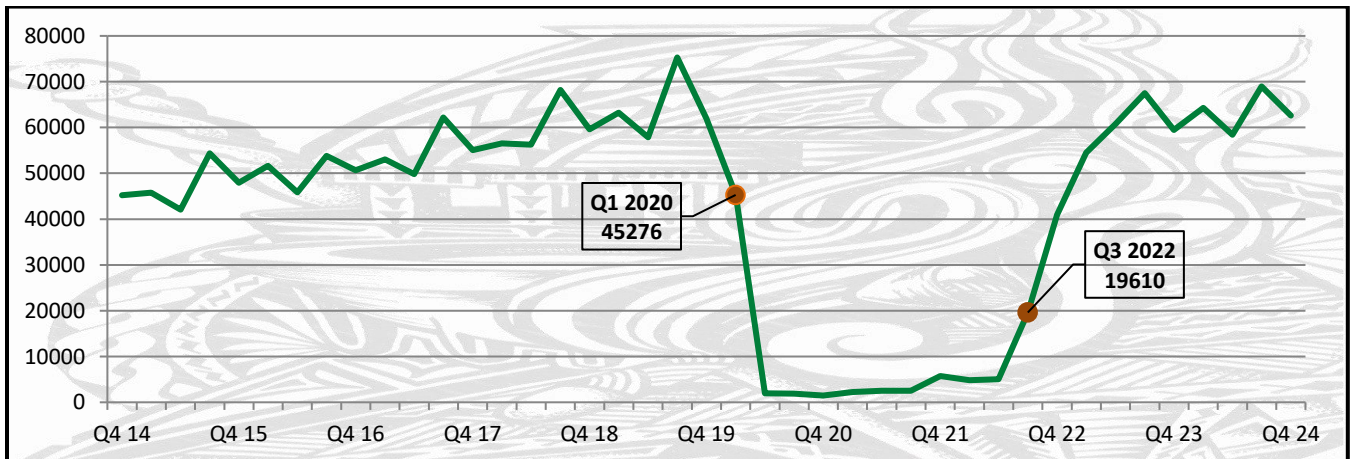
Note: Covid-19 travel restriction period from 20th March 2020 (Quarter 1) to 31st July 2022 (Quarter 3)

Graph 2: Quarterly Total Visitors, 4th Quarter 2014 – 4th 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, 4th Quarter 2014 – 4th 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 Travel and Net Migration, 2005 - 2024.

Period	Visitors Arrivals			Total Arrivals			Total Departures			Net Migration
	Air	Sea	Total	Air	Sea	Total	Air	Sea	Total	
2005	98,544	3,263	101,807	132,200	10,557	142,757	135,008	10,936	145,944	-3,187
2006	112,411	3,471	115,882	147,807	9,349	157,156	147,991	9,489	157,480	-324
2007	118,653	3,703	122,356	150,584	7,635	158,219	158,099	8,578	166,677	-8,458
2008	118,459	3,743	122,202	151,883	8,628	160,511	161,482	9,908	171,390	-10,879
2009	127,327	1,978	129,305	161,858	5,261	167,119	156,768	6,267	163,035	4,084
2010	126,970	2,530	129,500	162,052	5,539	167,591	164,426	6,326	170,752	-3,161
2011	124,706	2,898	127,604	159,660	5,738	165,398	163,605	6,216	169,821	-4,423
2012	131,945	2,752	134,697	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	181,687	8,523	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	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
2018										
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
4th 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
4th Quarter	48,332	2,150	50,482	65,916	4,366	70,282	58,713	3,898	62,611	7,671

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, Fourth Quarter 2024 ¹

AGE GROUP	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	70,282	36,217	34,065	46,737	23,053	23,684	19,800	11,036	8,764	1,515	874	641	2,230	1,254	976
0 - 4	2,755	1,412	1,343	2,266	1,173	1,093	404	197	207	26	16	10	59	26	33
5 - 9	2,994	1,506	1,488	2,422	1,204	1,218	450	238	212	32	14	18	90	50	40
10 - 14	3,184	1,580	1,604	2,633	1,314	1,319	419	200	219	47	24	23	85	42	43
15 - 19	4,389	2,106	2,283	3,354	1,559	1,795	836	437	399	80	44	36	119	66	53
20 - 24	5,616	2,743	2,873	3,620	1,600	2,020	1,779	1,025	754	74	38	36	143	80	63
25 - 29	6,535	3,399	3,136	4,080	1,890	2,190	2,111	1,285	826	151	95	56	193	129	64
30 - 34	6,055	3,242	2,813	3,983	1,950	2,033	1,758	1,112	646	191	111	80	123	69	54
35 - 39	5,459	3,038	2,421	3,592	1,887	1,705	1,569	968	601	132	81	51	166	102	64
40 - 44	5,382	2,866	2,516	3,433	1,777	1,656	1,533	850	683	187	102	85	229	137	92
45 - 49	5,453	2,781	2,672	3,418	1,657	1,761	1,708	929	779	133	84	49	194	111	83
50 - 54	5,767	3,013	2,754	3,611	1,822	1,789	1,846	1,026	820	129	68	61	181	97	84
55 - 59	5,497	2,793	2,704	3,397	1,666	1,731	1,769	950	819	138	76	62	193	101	92
60 - 64	4,499	2,277	2,222	2,775	1,392	1,383	1,469	747	722	83	49	34	172	89	83
65 - 69	3,243	1,728	1,515	1,970	1,043	927	1,075	573	502	62	41	21	136	71	65
70 - 74	1,918	979	939	1,228	633	595	577	279	298	29	21	8	84	46	38
75 +	1,536	754	782	955	486	469	497	220	277	21	10	11	63	38	25
% Distribution ²	100.0	51.5	48.5	66.5	32.8	33.7	28.2	15.7	12.5	2.2	1.2	0.9	3.2	1.8	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, Fourth Quarter 2024 ¹

Country of Usual Residence	Mode of Travel		TOTAL	Percentage ²
	Air	Sea		
OCEANIA	40,807	768	41,575	82.4
American Samoa	2,229	254	2,483	4.9
Fiji	1,231	78	1,309	2.6
Cook Island	11	0	11	0.0
Other Pacific Is	1,557	135	1,692	3.4
New Zealand	22,429	228	22,657	44.9
Australia	13,350	73	13,423	26.6
EUROPE	1,376	73	1,449	2.9
United Kingdom	595	26	621	1.2
Scandinavia	57	4	61	0.1
Benelux	52	1	53	0.1
Germany	211	2	213	0.4
Other Europe	461	40	501	1.0
AMERICA	3,610	64	3,674	7.3
U.S.A	3,493	62	3,555	7.0
Canada	117	2	119	0.2
ASIA	1,806	1,194	3,000	5.9
Japan	140	7	147	0.3
China	676	180	856	1.7
Korea	48	0	48	0.1
Other Asia	942	1,007	1,949	3.9
OTHERS	733	51	784	1.6
TOTAL	48,332	2,150	50,482	
PERCENTAGE DISTRIBUTION	95.7	4.3	100.0%	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.
- (v) Exclude Cruise Liner Passengers.

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

Usual Residence	Purpose of Visit							
	TOTAL	% ²	Holiday/ Vacation	Business/ Conference	Visit Friends/ Relatives	Sports	Transit	Others
TOTAL	50,482		20,327	5,339	20,295	123	1,515	2,883
American Samoa	2,483	4.9	916	87	1,099	4	303	74
Fiji	1,309	2.6	471	504	144	5	137	48
Cook Island	11	0.0	2	6	3	0	0	0
Other Pacific Is	1,692	3.4	488	871	162	1	121	49
New Zealand	22,657	44.9	8,981	1,419	11,296	25	229	707
Australia	13,423	26.6	5,621	803	6,204	76	71	648
United Kingdom	621	1.2	218	355	15	0	6	27
Scandinavia	61	0.1	43	4	8	0	0	6
Benelux	53	0.1	43	4	2	0	0	4
Germany	213	0.4	186	8	8	0	3	8
Other Europe	501	1.0	352	65	26	1	4	53
U.S.A.	3,555	7.0	1,785	229	1,136	7	196	202
Canada	119	0.2	73	18	22	0	3	3
Japan	147	0.3	70	41	15	1	1	19
China	856	1.7	469	102	95	1	65	124
Korea	48	0.1	32	8	2	0	4	2
Other Asia	1,949	3.9	423	271	48	2	351	854
OTHER COUNTRIES	784	1.6	154	544	10	0	21	55
<i>Percentage Distribution ²</i>	<i>100.0</i>		<i>40.3</i>	<i>10.6</i>	<i>40.2</i>	<i>0.2</i>	<i>3.0</i>	<i>5.7</i>

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, Fourth Quarter 2024 ¹

Carrier	TOTAL		Purpose of Entry			
			Returning Residents	% ²	Total Visitors	% ²
TOTAL	70,282	100%	19,800	28.2	50,482	71.8
AIR	65,916	93.8	17,584	25.0	48,332	68.8
Quantas	7,010	10.0	1,153	1.6	5,857	8.3
Virgin Australia	4,036	5.7	670	1.0	3,366	4.8
Samoa Airways	5,965	8.5	3,352	4.8	2613	3.7
Talofa Airways	3,479	5.0	1,496	2.1	1,983	2.8
Air New Zealand	29,098	41.4	7,158	10.2	21,940	31.2
Fiji Airways	15,629	22.2	3,743	5.3	11,886	16.9
Other Air Carrier	699	1.0	12	0.0	687	1.0
SEA	4,366	6.2	2,216	3.2	2,150	3.1
Lady Samoa IV ³	2,332	3.3	2,001	2.8	331	0.5
Yacht	0	0.0	0	0.0	0	0.0
Other Sea Carrier	2,034	2.9	215	0.3	1,819	2.6

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, Fourth Quarter 2024 ¹

Duration of Stay	Place of Stay			
	TOTAL	Hotel/Motel	Private	Not Stated
TOTAL	48,967	14,564	29,972	4,431
1day	516	421	83	12
2days	534	308	205	21
3days	1,087	651	389	47
4days	1,541	946	554	41
5days	2,330	1,398	888	44
6days	2,013	1,210	741	62
7days	12,045	3,767	5,577	2,701
8-14days	13,865	4,452	8,742	671
15-30days	12,205	1,242	10,380	583
31-60days	408	-	396	12
61-90days	212	0	183	29
91-180days	117	0	74	43
181-365days	123	0	96	27
> Year	129	0	121	8
Not Stated	1,842	169	1,543	130
Percentage Distribution	100.0	29.7	61.2	9.0

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