

# SAMOA BUREAU OF STATISTICS

## INTERNATIONAL ARRIVAL STATISTICS SEPTEMBER 2024

### MONTHLY HIGHLIGHTS:

In September 2024 compared with September 2023:

- ❖ Total arrivals of 20,445 decreased by 1.2% (-247)
- ❖ Total visitors of 14,536 decreased by 2.3% (-343)
- ❖ Total Visitors:
  - ✓ USA: 21.8% (up by 194 visitors)
  - ✓ NZ: 2.2% (up by 149 visitors)
  - ✓ AUST: -14.2% (down by 634 visitors)
  - ✓ AM. SAM: -12.9% (down by 100 visitors)

### INSIDE THIS ISSUE

September 2024	All Arrivals	All Visitors
Number	20,445	14,536
% change from previous month	-10.6	-15.7
% change with same month in 2023	-1.2	-2.3

16<sup>TH</sup> OCTOBER 2024

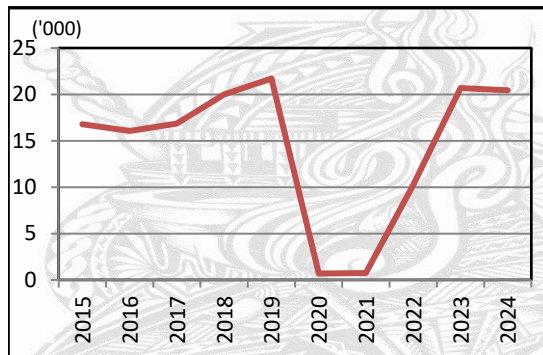
### 1. TOTAL ARRIVALS

The total International Arrival Statistics recorded for the month of **September 2024** totaling 20,445 arrivals, revealed a decrease of 10.6 percent over the previous month of August 2024 and a decrease of 1.2 percent over the corresponding month of September 2023.

Those who travelled to Samoa by Air represented 94.4% while 5.6% was represented by those who travelled by Sea.

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

**Fig. 1: September Total Arrivals, 2015 – 2024**

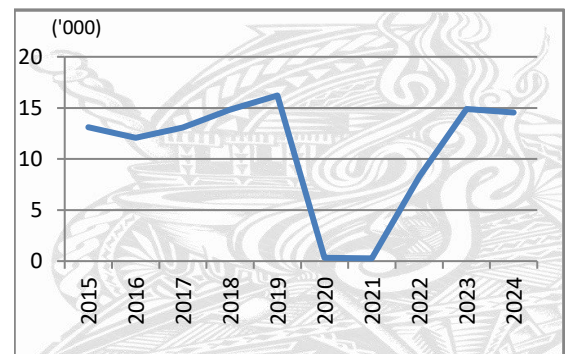


### 2. TOTAL VISITORS

Overall visitor numbers for the month under review stood at 14,536 revealing a decrease of 15.7 percent over the previous month of August 2024 and a decrease of 2.3 percent over the corresponding month of September 2023.

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

**Fig. 2: September Total Visitors, 2015 – 2024**



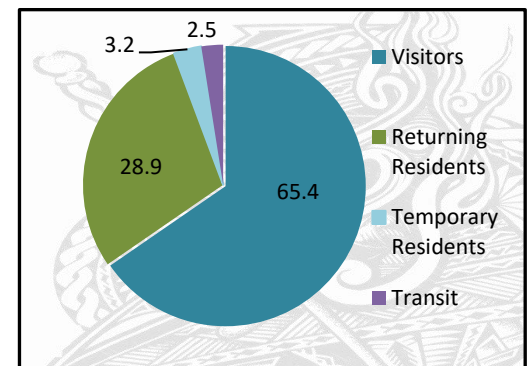
### 3. TOTAL ARRIVALS BY PURPOSE OF ENTRY

Visitors (Table 2), made up the largest component of all arrivals with 65.4 percent (13,375), represented by 33.0 percent females (6,746) and 32.4 percent males (6,629).

Male returning residents made up 18.0 percent (3,688) of total arrivals while their female counterpart made up 10.9 percent (2,221). (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, September 2024**

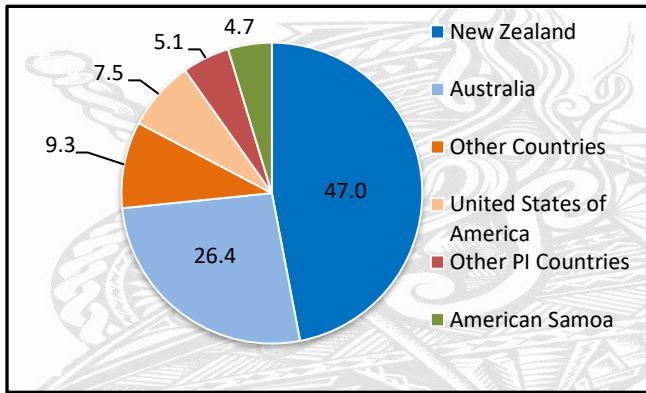


**4. TOTAL VISITORS BY COUNTRY OF USUAL RESIDENCE**

New Zealand remains as the leading country in visitors' arrival by country of usual residence (Table 3) accounting for 47.0 percent of total visitors or 6,828 visitors. Australia followed next with a distant 26.4 percent share (3,838).

United States of America reported 7.5 percent (1,086 visitors) while American Samoa reported 4.7 percent (677) of total visitors. (Refer Fig. 4)

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

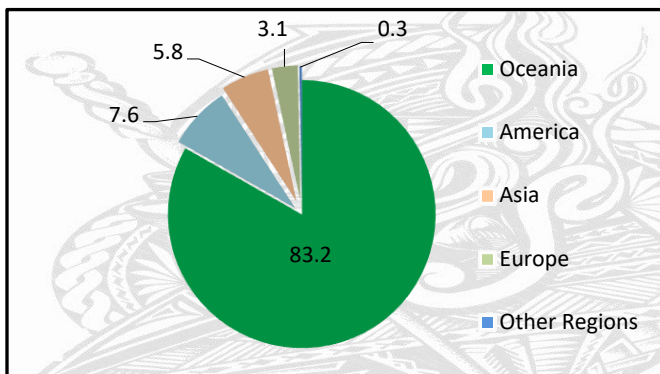


**5. TOTAL VISITORS BY REGION**

As usual, the Oceanic Region had the highest share of total visitors with 83.2 percent, followed by America with 7.6 percent.

Asia reported a share of 5.8 percent while Europe reported the least share of 3.1 percent. (Refer Fig. 5).

**Fig. 5: Total Visitors by Region, September 2024**



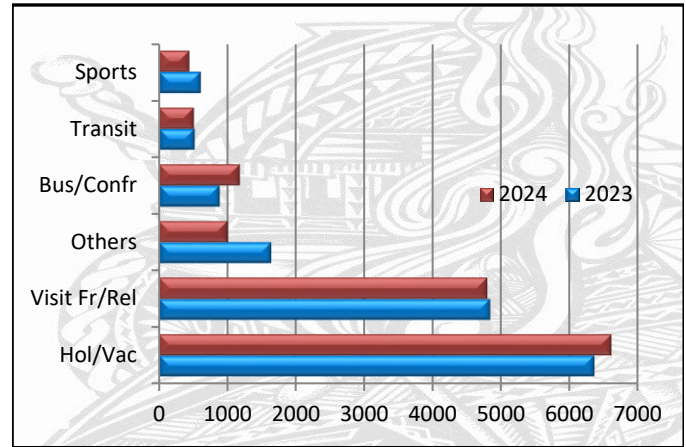
**6. TOTAL VISITORS BY PURPOSE OF VISIT**

The principal source markets (Table 4) namely New Zealand, Australia, American Samoa and the United States of America constitute 85.5 percent of all visitors visiting Samoa in September 2024.

The majority of visitors (6,612) entered our shores for holiday and vacation while 4,790 entered our shores to visit friends and relatives.

Those who were here on Business/Conference recorded 1,178 visitors while those for Sports purposes reported only 445 visitors. Fig.6 depicts a comparison of total visitors by purpose of visit for September 2023 and September 2024.

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

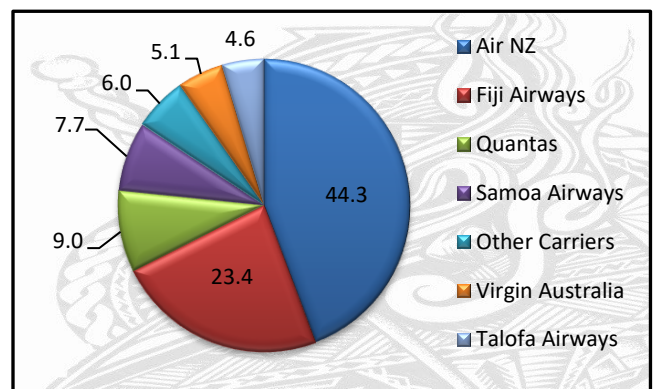


**7. TOTAL ARRIVALS BY CARRIER**

As depicted in table 5, Air New Zealand carried the highest share of passengers to Samoa with a 44.3 percent share, (9,047 passengers) followed by Fiji Airways with a 23.4 percent share (4,779 passengers).

Quantas brought in 9.0 percent (1,839 passengers) of total arrivals while Samoa Airways and Virgin Australia recorded shares of 7.7 percent (1,577) and 5.1 percent (1,033) respectively. Fig. 7 illustrates total arrivals by carrier during the reference period.

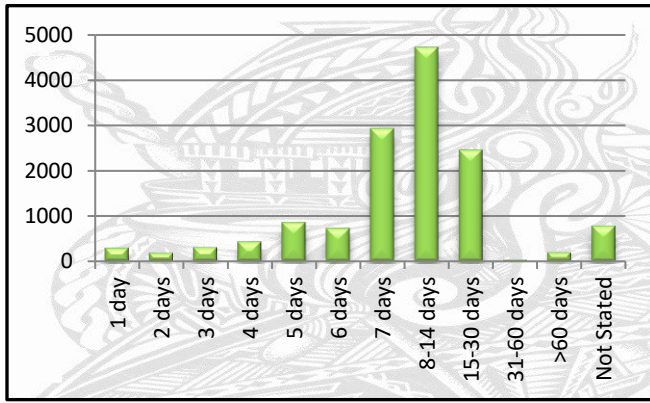
**Fig. 7: Total Arrivals by Carrier, September 2024**



**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, September 2024**



On the other hand, the majority of visitors (50.4 percent or 7,066 visitors) reported staying in private accommodations or with families/ relatives while 42.2 percent (5,912) stayed in hotel/ motel. (Refer Fig. 9).

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

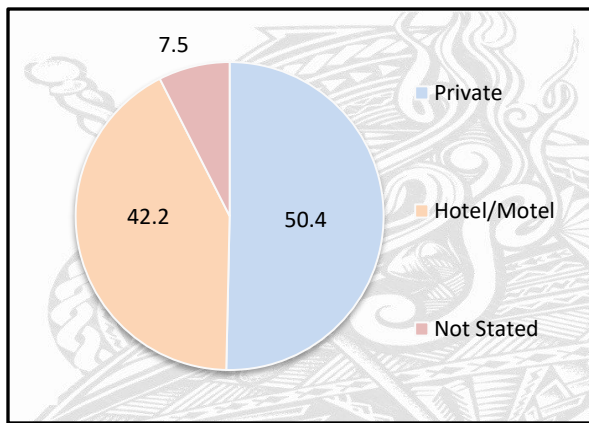
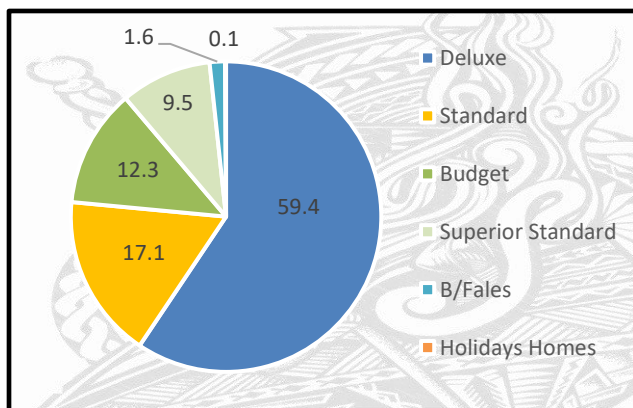


Fig. 10 portrays the number of visitors who stayed in hotels/ motels (5,912) by type of accommodation (hotel/ motel), within the reference month.

**Fig. 10: Visitors Staying in Hotels/ Motels by Type of Accommodation, September 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

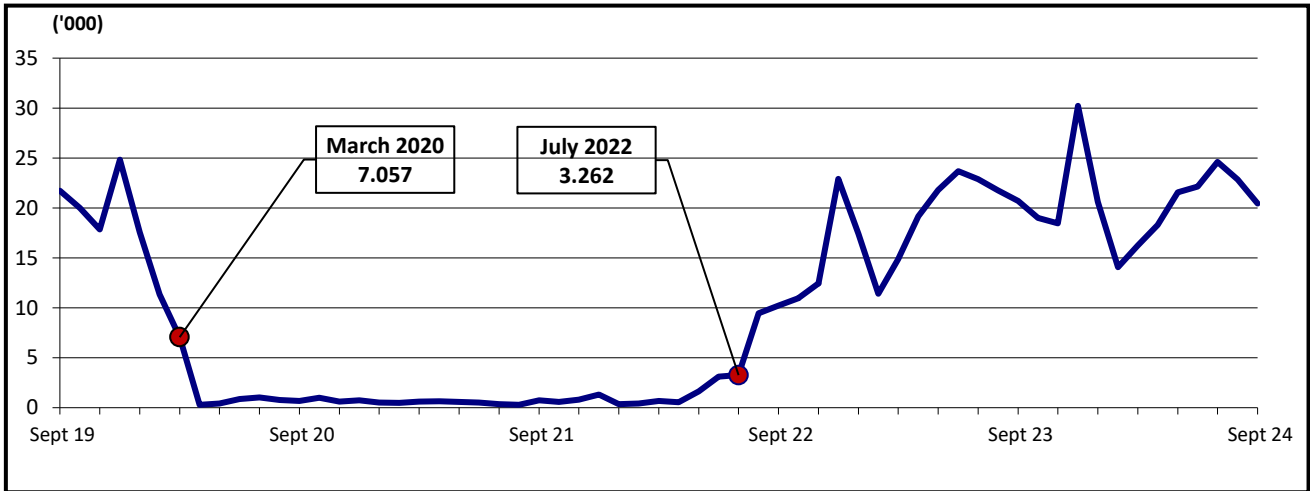
Futhermore, the BMS (Border Management Sytem) was also used for the compilation of such statistics.

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](http://www.sbs.gov.ws)

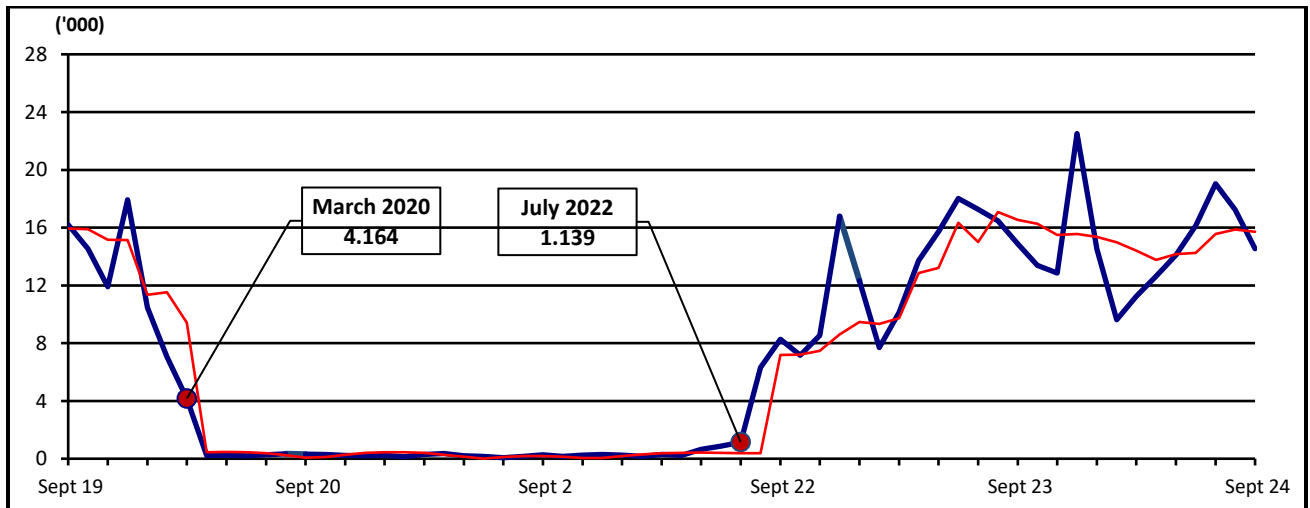
**APPENDIX**

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



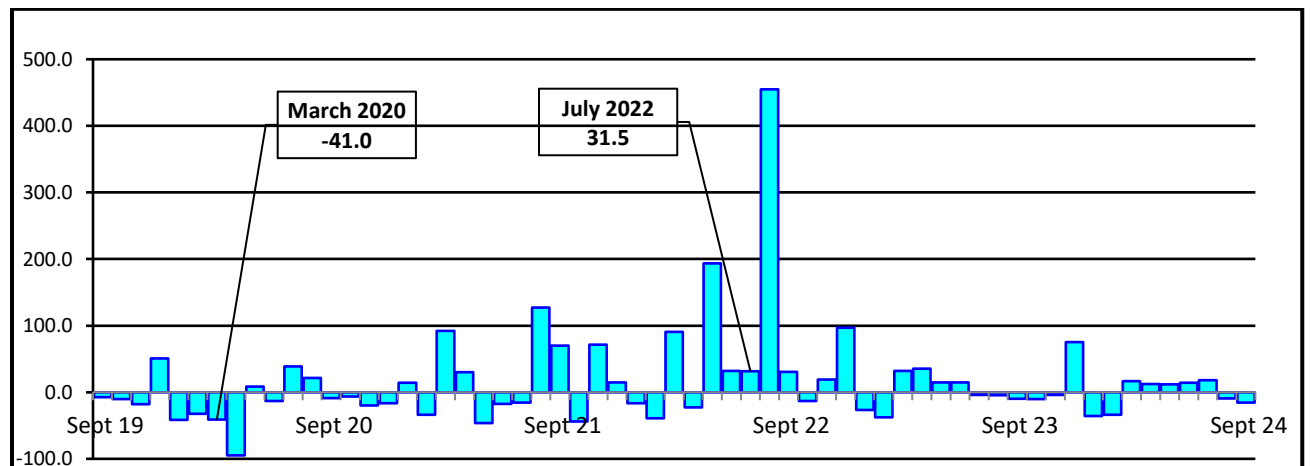
Note: Covid-19 travel restriction period from 20<sup>th</sup> March 2020 to 31<sup>st</sup> July 2022

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



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

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



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

Table 1: Monthly Arrival and Departure by Mode of Travel and Net Migration, 2012 - 2024<sup>1</sup>

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
<b>2021</b>										
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
<b>2022</b>										
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
<b>2023</b>										
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
<b>2024</b>										
January	13988	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

**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, September 2024 <sup>1</sup>

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
<b>Total</b>	<b>20,445</b>	<b>10,961</b>	<b>9,484</b>	<b>13,375</b>	<b>6,629</b>	<b>6,746</b>	<b>5,909</b>	<b>3,688</b>	<b>2,221</b>	<b>510</b>	<b>296</b>	<b>214</b>	<b>651</b>	<b>348</b>	<b>303</b>
0 - 4	689	334	355	563	280	283	108	49	59	8	2	6	10	3	7
5 - 9	724	383	341	605	323	282	89	44	45	9	3	6	21	13	8
10 - 14	830	431	399	710	370	340	89	44	45	12	8	4	19	9	10
15 - 19	886	439	447	685	333	352	159	85	74	17	7	10	25	14	11
20 - 24	1,454	792	662	860	386	474	540	379	161	28	12	16	26	15	11
25 - 29	1,956	1151	805	1071	510	561	761	562	199	59	29	30	65	50	15
30 - 34	1,964	1138	826	1177	586	591	669	490	179	72	44	28	46	18	28
35 - 39	1,778	1048	730	1077	571	506	599	414	185	55	39	16	47	24	23
40 - 44	1,729	969	760	1080	556	524	512	338	174	61	33	28	76	42	34
45 - 49	1,668	888	780	1069	542	527	488	282	206	50	30	20	61	34	27
50 - 54	1,743	852	891	1142	538	604	499	266	233	38	25	13	64	23	41
55 - 59	1,554	791	763	1021	492	529	438	251	187	38	22	16	57	26	31
60 - 64	1,282	634	648	834	401	433	373	190	183	26	16	10	49	27	22
65 - 69	987	524	463	612	316	296	317	170	147	20	15	5	38	23	15
70 - 74	662	336	326	471	240	231	154	74	80	12	8	4	25	14	11
75 +	539	251	288	398	185	213	114	50	64	5	3	2	22	13	9
<b>% DISTRIBUTION <sup>2</sup></b>	<b>100</b>	<b>53.6</b>	<b>46.4</b>	<b>65.4</b>	<b>32.4</b>	<b>33.0</b>	<b>28.9</b>	<b>18.0</b>	<b>10.9</b>	<b>2.5</b>	<b>1.4</b>	<b>1.0</b>	<b>3.2</b>	<b>1.7</b>	<b>1.5</b>

**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, September 2024 <sup>1</sup>

Country of Usual Residence	Mode of Travel			Percentage %
	Air	Sea	Total	
<b>OCEANIA</b>	<b>11,949</b>	<b>146</b>	<b>12,095</b>	<b>83.2</b>
American Samoa	646	31	677	4.7
Fiji	384	13	397	2.7
Cook Island	2	0	2	0
Other Pacific Is	317	36	353	2.4
New Zealand	6,766	62	6,828	47.0
Australia	3,834	4	3,838	26.4
<b>EUROPE</b>	<b>413</b>	<b>32</b>	<b>445</b>	<b>3.1</b>
United Kingdom	94	2	96	0.7
Scandinavia	18	3	21	0.1
Benelux	21	1	22	0.2
Germany	72	3	75	0.5
Other Europe	208	23	231	1.6
<b>AMERICA</b>	<b>1,075</b>	<b>33</b>	<b>1,108</b>	<b>7.6</b>
U.S.A	1,056	30	1,086	7.5
Canada	19	3	22	0.2
<b>ASIA</b>	<b>565</b>	<b>283</b>	<b>848</b>	<b>5.8</b>
Japan	78	0	78	0.5
China	188	69	257	1.8
Korea	4	0	4	0.0
Other Asia	295	214	509	3.5
<b>OTHERS</b>	<b>39</b>	<b>1</b>	<b>40</b>	<b>0.3</b>
<b>TOTAL</b>	<b>14,041</b>	<b>495</b>	<b>14,536</b>	
<b>PERCENTAGE DISTRIBUTION</b>	<b>96.6</b>	<b>3.4</b>	<b>100%</b>	<b>100%</b>

**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, September 2024 <sup>1</sup>

Country of Usual Residence	Purpose of Visit							
	Total	Percentage <sup>2</sup>	Holiday/ Vacation	Business/ Conference	Visit Friends/ Relatives	Sports	Transit	Others
<b>OCEANIA</b>	<b>12,095</b>	<b>83.2</b>	<b>5,519</b>	<b>844</b>	<b>4,451</b>	<b>375</b>	<b>279</b>	<b>627</b>
American Samoa	677	4.7	173	40	232	26	113	93
Fiji	397	2.7	130	98	37	37	43	52
Cook Island	2	0.0	1	0	1	0	0	0
Other Pacific Is	353	2.4	100	107	33	54	32	27
New Zealand	6,828	47.0	3,141	373	2,782	182	76	274
Australia	3,838	26.4	1,974	226	1,366	76	15	181
<b>EUROPE</b>	<b>445</b>	<b>3.1</b>	<b>373</b>	<b>32</b>	<b>15</b>	<b>4</b>	<b>8</b>	<b>13</b>
United Kingdom	96	0.7	71	12	8	0	4	1
Scandinavia	21	0.1	20	1	0	0	0	0
Benelux	22	0.2	20	2	0	0	0	0
Germany	75	0.5	62	2	3	0	2	6
Other Europe	231	1.6	200	15	4	4	2	6
<b>AMERICA</b>	<b>1,108</b>	<b>7.6</b>	<b>499</b>	<b>84</b>	<b>287</b>	<b>44</b>	<b>87</b>	<b>107</b>
U.S.A.	1,086	7.5	487	75	287	44	87	106
Canada	22	0.2	12	9	0	0	0	1
<b>ASIA</b>	<b>848</b>	<b>5.8</b>	<b>209</b>	<b>206</b>	<b>37</b>	<b>22</b>	<b>134</b>	<b>240</b>
Japan	78	0.5	35	36	3	2	2	0
China	257	1.8	93	19	24	5	20	96
Korea	4	0.0	1	1	0	0	2	0
Other Asia	509	3.5	80	150	10	15	110	144
<b>OTHER COUNTRIES</b>	<b>40</b>	<b>0.3</b>	<b>12</b>	<b>12</b>	<b>0</b>	<b>0</b>	<b>2</b>	<b>14</b>
<b>TOTAL</b>	<b>14,536</b>	<b>100.0</b>	<b>6,612</b>	<b>1,178</b>	<b>4,790</b>	<b>445</b>	<b>510</b>	<b>1,001</b>
<b>Percentage Distribution <sup>2</sup></b>	<b>100.0</b>		<b>45.5</b>	<b>8.1</b>	<b>33.0</b>	<b>3.1</b>	<b>3.5</b>	<b>6.9</b>

**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, September 2024 <sup>1</sup>

Carrier	Total		Purpose of Entry			
			Returning Residence	Percentage <sup>2</sup>	Total Visitors	Percentage <sup>2</sup>
<b>Total</b>	<b>20,445</b>	<b>100%</b>	<b>5,909</b>	<b>28.9</b>	<b>14,536</b>	<b>71.1</b>
<b>AIR</b>	<b>19,308</b>	<b>94.4</b>	<b>5,267</b>	<b>25.8</b>	<b>14,041</b>	<b>68.7</b>
Quantas	1,839	9.0	186	0.9	1,653	8.1
Virgin Australia	1,033	5.1	214	1.0	819	4.0
Samoa Airways	1,577	7.7	848	4.1	729	3.6
Talofa Airways	950	4.6	391	1.9	559	2.7
Air New Zealand	9,047	44.3	2,457	12.0	6,590	32.2
Fiji Airways	4,779	23.4	1,169	5.7	3,610	17.7
Other Air Carrier	83	0.4	2	0.0	81	0.4
<b>SEA</b>	<b>1,137</b>	<b>5.6</b>	<b>642</b>	<b>3.1</b>	<b>495</b>	<b>2.4</b>
Lady Samoa IV <sup>3</sup>	610	3.0	557	2.7	53	0.3
Yacht	0	0.0	0	0	0	0.0
Other Sea Carrier	527	2.6	85	0.4	442	2.2

**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, September 2024 <sup>1</sup>

Duration of Stay	Place of Stay			
	Total	Hotel/Motel	Private	Not Stated
<b>Total</b>	<b>14,026</b>	<b>5,912</b>	<b>7,066</b>	<b>1,048</b>
1day	301	257	38	6
2days	188	105	77	6
3days	317	188	126	3
4days	439	272	154	13
5days	867	552	287	28
6days	739	500	227	12
7days	2,938	1,545	981	412
8-14days	4,737	2,070	2,477	190
15-30days	2,465	266	1,854	345
31-60days	40	0	40	0
61-90days	98	0	91	7
91-180days	14	0	14	0
181-365days	22	0	22	0
> Year	71	0	71	0
Not Stated	790	157	607	26
<b>Percentage Distribution <sup>2</sup></b>	<b>100</b>	<b>42.2</b>	<b>50.4</b>	<b>7.5</b>

**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