

SAMOA BUREAU OF STATISTICS

INTERNATIONAL ARRIVAL STATISTICS JANUARY 2025

MONTHLY HIGHLIGHTS:

In January 2025 compared with January 2024:

- ❖ Total arrivals of 22,183 increased by 7.6% (1,564)
- ❖ Total visitors of 14,746 increased by 1.6% (226)
- ❖ Total Visitors:
 - ✓AUST: 7.6% (increased by 322 visitors)
 - ✓NZ: 7.2% (increased by 469 visitors)
 - ✓USA: 2.5% (increased by 25 visitors)
 - ✓AM. SAM: -42.1% (down by 372 visitors)

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January 2025	All Arrivals	All Visitors
Number	22,183	14,746
% change from previous month	-28.7	-35.4
% change with same month in 2024	7.6	1.6

18TH FEBRUARY 2025

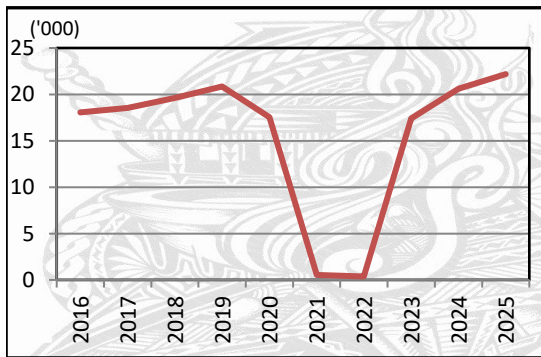
1. TOTAL ARRIVALS

The total International Arrival Statistics recorded for the month of **January 2025** totaling 22,183 arrivals, revealed a decrease of 28.7 percent over the previous month of December 2024 and an increase of 7.6 percent over the corresponding month of January 2024.

Those who travelled to Samoa by Air represented 95.8% while 4.2% was represented by those who travelled by Sea.

Fig. 1 below graphically depicts the arrival numbers for January from 2016 to January 2025, clearly showing the impact of Covid 19 on arrival numbers for January in 2021 and 2022.

Fig. 1: January Total Arrivals, 2016 – 2025

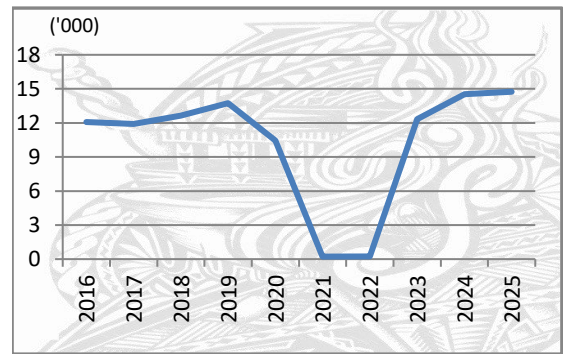


2. TOTAL VISITORS

Overall visitor numbers for the month under review stood at 14,746 revealing a decrease of 35.4 percent over the previous month of December 2025 and an increase of 1.6 percent over the corresponding month of January 2024.

Fig. 2 illustrates the total number of visitors for December between 2016 and 2025, also indicating the impact of Covid 19 on visitor's numbers for January in 2021 and 2022.

Fig. 2: January Total Visitors, 2016 – 2025



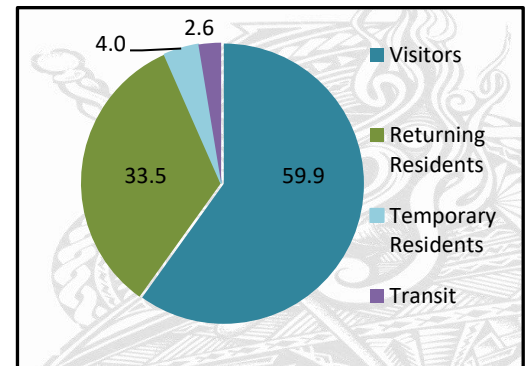
3. TOTAL ARRIVALS BY PURPOSE OF ENTRY

Visitors (Table 2), made up the largest component of all arrivals with 59.9 percent (13,282), represented by 31.2 percent females (6,930) and 28.6 percent males (6,352).

Male returning residents made up 17.1 percent (3,795) of total arrivals while their female counterpart made up 16.4 percent (3,642). (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, January 2025

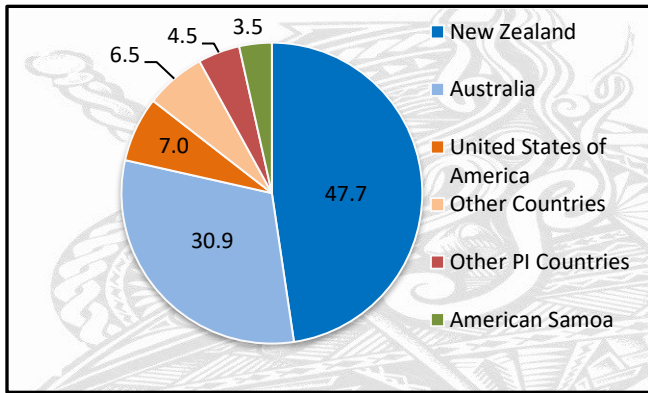


4. TOTAL VISITORS BY COUNTRY OF USUAL RESIDENCE

New Zealand remains as the leading country in visitors' arrival by country of usual residence (Table 3) accounting for 47.7 percent of total visitors or 7,030 visitors. Australia followed next with a distant 30.9 percent share (4,554).

United States of America reported 7.0 percent (1,027 visitors) while American Samoa reported 3.5 percent (511) of total visitors. (Refer Fig. 4)

Fig. 4: Total Visitors, by Country of Usual Residence, January 2025

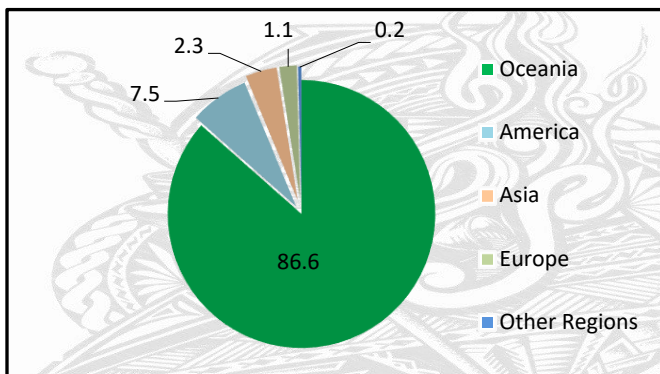


5. TOTAL VISITORS BY REGION

As usual, the Oceanic Region had the highest share of total visitors with 86.6 percent, followed by America with 7.2 percent.

Asia reported a share of 3.8 percent while Europe reported the least share of 2.1 percent. (Refer Fig. 5).

Fig. 5: Total Visitors by Region, January 2025



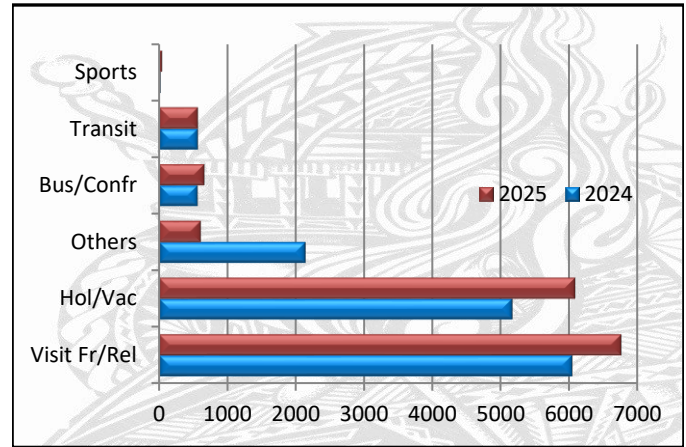
6. TOTAL VISITORS BY PURPOSE OF VISIT

The principal source markets (Table 4) namely New Zealand, Australia, American Samoa and the United States of America constitute 89.0 percent of all visitors visiting Samoa in January 2025.

The majority of visitors (6,765) entered our shores to visit friends and relatives while 6,089 entered our shores for holiday and vacation.

Those who were here on Business/Conference recorded 663 visitors, while those for Sports purposes reported only 45 visitors. Fig.6 depicts total visitors by purpose of visit for January 2024 and January 2025.

Fig. 6: Total Visitors, by Purpose of Visit, January 2024 & January 2025

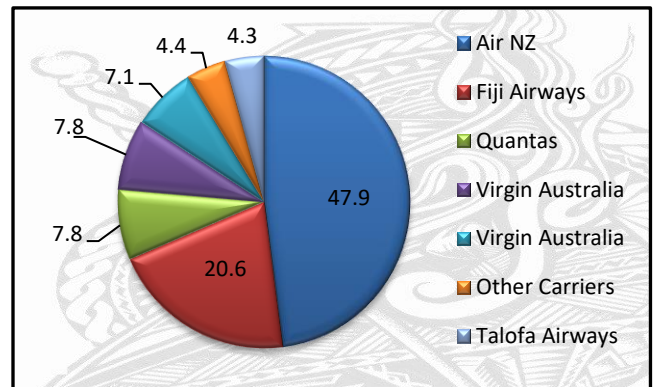


7. TOTAL ARRIVALS BY CARRIER

As depicted in table 5, Air New Zealand carried the highest share of passengers to Samoa with a 47.9 percent share, (10,632 passengers) followed by Fiji Airways with a 20.6 percent share (4,569 passengers).

Both Qantas and Virgin Australia brought in 7.8 percent (about 1,740 passengers) of total arrivals while Samoa Airways recorded shares of 7.1 percent (1,580), as illustrated below in Fig. 7.

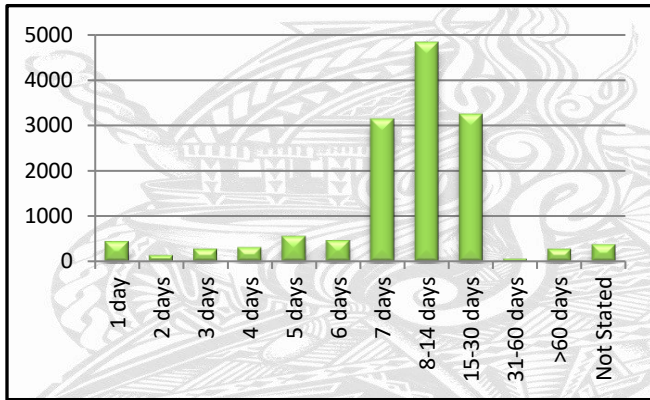
Fig. 7: Total Arrivals by Carrier, January 2025



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, January 2025



On the other hand, the majority of visitors (62.9 percent or 8,918 visitors) reported staying in private accommodations or with families/ relatives while 28.6 percent (4,051) stayed in hotel/ motel. (Refer Fig. 9).

Fig. 9: Total Visitors by Place of Stay, January 2025

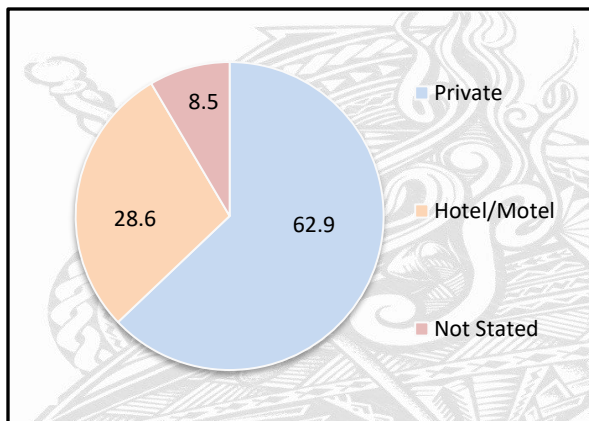
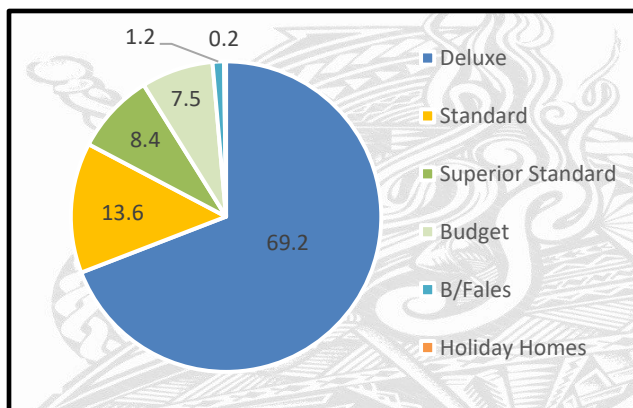


Fig. 10 portrays the number of visitors who stayed in hotels/ motels (4,051) by type of accommodation (hotel/ motel), within the reference month.

Fig. 10: Visitors Staying in Hotels/ Motels by Type of Accommodation, January 2025



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

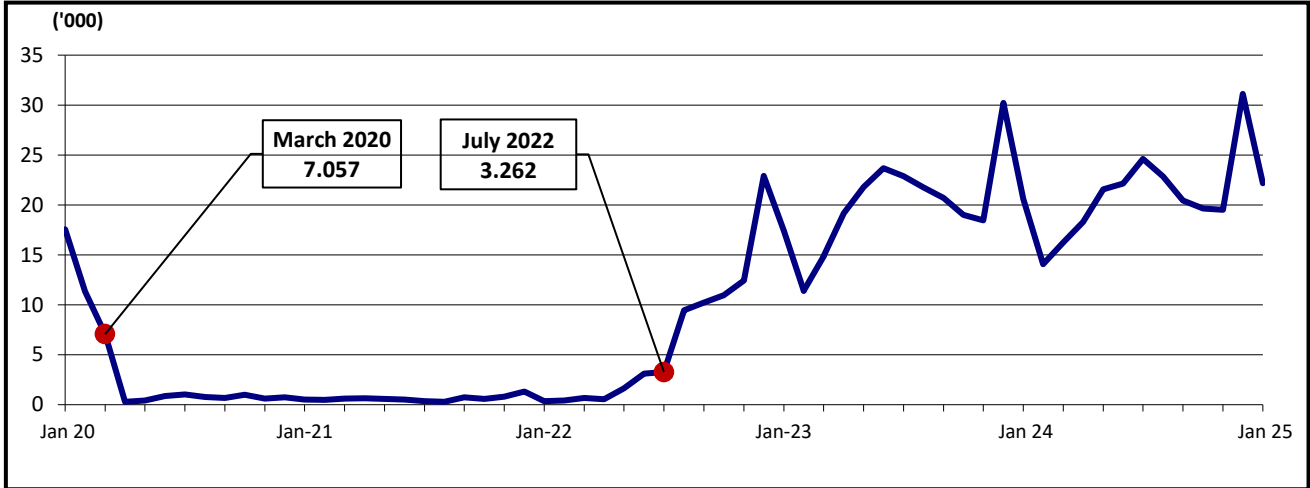
Futhermore, the BMS (Border Management Sytem) was also used for the compilation of such statistics.

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

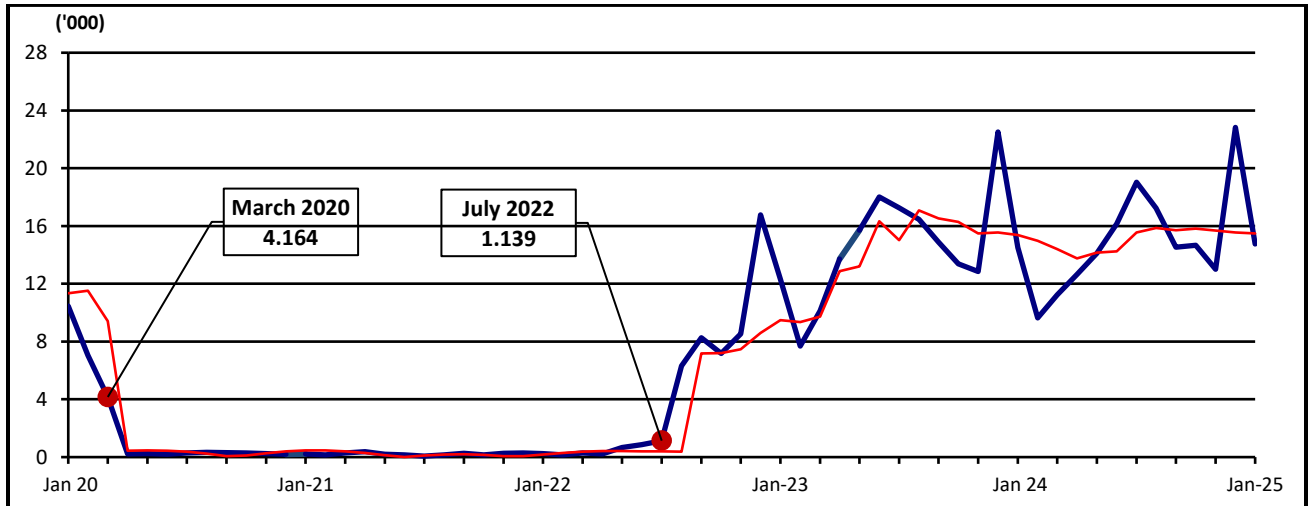
APPENDIX

Graph 1: Monthly Total Arrivals, January 2020 – January 2025



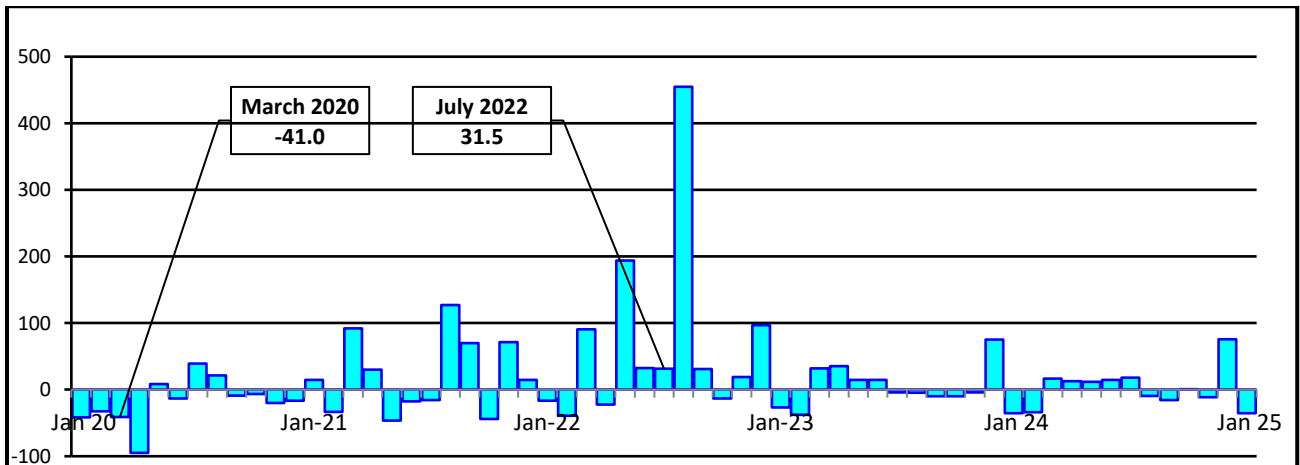
Note: Covid-19 travel restriction period from 20th March 2020 to 31st July 2022

Graph 2: Monthly Total Visitors, January 2020 – January 2025



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

Graph 3: Visitors Percentage Change over Previous month, January 2020 – January 2025



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, 2005 - 2025¹

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	134,775	10,936	145,711	-2,954
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	2,749	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	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	3,395	23,915	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	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
2024	172,397	7,193	179,590	234,902	16,245	251,147	237,942	16,379	254,321	-3,174
2023										
January	11,868	453	12,321	16,376	1,023	17,399	21,704	1490	23,194	-5,795
February	7,273	414	7,687	10,418	993	11,411	14,083	1314	15,397	-3,986
March	9,643	485	10,128	13,673	1,188	14,861	14,470	1456	15,926	-1,065
April	13,271	449	13,720	17,698	1,466	19,164	17,614	1455	19,069	95
May	15,321	398	15,719	20,666	1,130	21,796	17,909	1285	19,194	2,602
June	17,122	899	18,021	21,979	1,691	23,670	20,849	1681	22,530	1,140
July	16,145	1,125	17,270	20,528	2,347	22,875	22,836	1861	24,697	-1,822
August	15,829	642	16,471	20,176	1,576	21,752	20,691	1930	22,621	-869
September	14,351	528	14,879	19,185	1,507	20,692	18,846	1331	20,177	515
October	12,729	654	13,383	17,626	1,363	18,989	19,205	1198	20,403	-1,414
November	12,352	504	12,856	17,262	1,181	18,443	17,738	1486	19,224	-781
December	21,757	755	22,512	27,960	2,264	30,224	18,767	1099	19,866	10,358
2024										
January	13,988	532	14,520	19,550	1,069	20,619	28,431	1387	29,818	-9,199
February	9,251	379	9,630	12,948	1,133	14,081	16,674	1292	17,966	-3,885
March	10,704	538	11,242	15,213	1,044	16,257	15,320	1197	16,517	-260
April	12,134	510	12,644	16,883	1,412	18,295	17,650	1522	19,172	-877
May	13,634	472	14,106	20,060	1,505	21,565	17,673	1441	19,114	2,451
June	15,596	547	16,143	20,755	1,391	22,146	19,047	1108	20,155	1,991
July	18,276	763	19,039	22,955	1,641	24,596	22,823	1501	24,324	272
August	16,441	807	17,248	21,314	1,547	22,861	22,295	1949	24,244	-1,383
September	14,041	495	14,536	19,308	1,137	20,445	19,316	1084	20,400	45
October	13,516	1,142	14,658	18,099	1,540	19,639	20,138	1848	21,986	-2,347
November	12,460	536	12,996	18,265	1,259	19,524	17,816	1078	18,894	630
December	22,356	472	22,828	29,552	1,567	31,119	20,759	972	21,731	9,388
2025										
January	14,311	435	14,746	21,255	928	22,183	30,438	1305	31,743	-9,560

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, January 2025 ¹

Age	Purpose of Entry														
	Total			Visitors			Returning Residence			Transit			Temporary Resident		
	Total	Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female
Total	22,183	10,924	11,259	13,282	6,352	6,930	7,437	3,795	3,642	571	317	254	893	460	433
0 - 4	960	489	471	672	348	324	248	122	126	9	5	4	31	14	17
5 - 9	1,191	621	570	788	411	377	315	161	154	22	8	14	66	41	25
10 - 14	1,471	721	750	964	469	495	412	198	214	40	29	11	55	25	30
15 - 19	1,686	799	887	1,038	479	559	555	268	287	36	21	15	57	31	26
20 - 24	1,583	725	858	933	402	531	553	271	282	29	16	13	68	36	32
25 - 29	1,742	890	852	963	455	508	665	374	291	48	21	27	66	40	26
30 - 34	1,774	897	877	1,097	494	603	600	362	238	44	27	17	33	14	19
35 - 39	1,559	783	776	988	470	518	466	252	214	51	32	19	54	29	25
40 - 44	1,629	769	860	953	428	525	515	254	261	63	40	23	98	47	51
45 - 49	1,645	787	858	989	461	528	517	252	265	68	37	31	71	37	34
50 - 54	1,745	840	905	1,010	476	534	627	315	312	47	27	20	61	22	39
55 - 59	1,685	829	856	943	461	482	625	311	314	47	25	22	70	32	38
60 - 64	1,385	687	698	781	391	390	513	255	258	31	7	24	60	34	26
65 - 69	1,031	546	485	549	295	254	413	210	203	23	16	7	46	25	21
70 - 74	624	317	307	351	179	172	236	117	119	10	6	4	27	15	12
75 +	473	224	249	263	133	130	177	73	104	3	0	3	30	18	12
% DISTRIBUTION ²	100	49.2	50.8	59.9	28.6	31.2	33.5	17.1	16.4	2.6	1.4	1.1	4.0	2.1	2.0

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

Table 3: Total Visitors Arrivals by Country of Usual Residence and Mode of Travel, January 2025 ¹

Country of Usual Residence	Mode of Travel			Percentage %
	Air	Sea	Total	
OCEANIA	12,459	306	12,765	86.6
American Samoa	480	31	511	3.5
Fiji	367	10	377	2.6
Cook Island	6	0	6	0.0
Other Pacific Is	202	85	287	1.9
New Zealand	6,887	143	7,030	47.7
Australia	4,517	37	4,554	30.9
EUROPE	309	6	315	2.1
United Kingdom	82	2	84	0.6
Scandinavia	32	0	32	0.2
Benelux	8	0	8	0.1
Germany	70	0	70	0.5
Other Europe	117	4	121	0.8
AMERICA	1,049	10	1,059	7.2
U.S.A	1,017	10	1,027	7.0
Canada	32	0	32	0.2
ASIA	440	113	553	3.8
Japan	42	0	42	0.3
China	161	31	192	1.3
Korea	17	0	17	0.1
Other Asia	220	82	302	2.0
OTHER COUNTRIES	54	0	54	0.4
TOTAL	14,311	435	14,746	100%
PERCENTAGE DISTRIBUTION	97.1	2.9	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, January 2025 ¹

Country of Usual Residence	Purpose of Visit							
	Total	Percentage ²	Holiday/ Vacation	Business/ Conference	Visit Friends/ Relatives	Sports	Transit	Others
OCEANIA	12,765	86.6	4,851	573	6,473	39	304	525
American Samoa	511	3.5	193	14	143	9	115	37
Fiji	377	2.6	166	68	44	0	66	33
Cook Island	6	0.0	0	1	5	0	0	0
Other Pacific Is	287	1.9	146	37	22	14	48	20
New Zealand	7,030	47.7	2,426	279	3,980	12	55	278
Australia	4,554	30.9	1,920	174	2,279	4	20	157
EUROPE	315	2.1	264	15	14	0	6	16
United Kingdom	84	0.6	64	4	5	0	1	10
Scandinavia	32	0.2	27	2	2	0	0	1
Benelux	8	0.1	8	0	0	0	0	0
Germany	70	0.5	63	4	2	0	1	0
Other Europe	121	0.8	102	5	5	0	4	5
AMERICA	1,059	7.2	604	46	246	4	114	45
U.S.A.	1,027	7.0	580	45	245	4	110	43
Canada	32	0.2	24	1	1	0	4	2
ASIA	553	3.8	333	27	31	2	136	24
Japan	42	0.3	25	8	2	0	1	6
China	192	1.3	135	0	18	0	33	6
Korea	17	0.1	11	0	0	0	6	0
Other Asia	302	2.0	162	19	11	2	96	12
OTHER COUNTRIES	54	0.4	37	2	1	0	11	3
TOTAL	14,746	100.0	6,089	663	6,765	45	571	613
Percentage Distribution ²		100.0	41.3	4.5	45.9	0.3	3.9	4.2

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, January 2025 ¹

Carrier	Total		Purpose of Entry			
			Returning Residence	Percentage ²	Total Visitors	Percentage ²
Total	22,183	100%	7,437	33.5	14,746	66.5
<u>AIR</u>						
Quantas	1,738	7.8	288	1.3	1,450	6.5
Virgin Australia	1,737	7.8	269	1.2	1,468	6.6
Talofa Airways	947	4.3	408	1.8	539	2.4
Samoa Airways	1,580	7.1	862	3.9	718	3.2
Air New Zealand	10,632	47.9	3,600	16.2	7,032	31.7
Fiji Airways	4,569	20.6	1,517	6.8	3,052	13.8
Other Air Carrier	52	0.2	0	0.0	52	0.2
<u>SEA</u>						
Lady Naomi	589	2.7	430	1.9	159	0.7
Yacht	0	0.0	0	0.0	0	0.0
Other Sea Carrier	339	1.5	63	0.3	276	1.2

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

Table 6: Visitors by Duration of Stay and Place of Stay, January 2025 ¹

Duration of Stay	Place of Stay			
	Total	Hotel/Motel	Private	Not Stated
Total	14,175	4,051	8,918	1,206
1day	453	135	27	291
2days	142	65	68	9
3days	278	158	118	2
4days	316	163	149	4
5days	565	318	240	7
6days	468	274	180	14
7days	3,147	1,200	1,824	123
8-14days	4,838	1,438	3,257	143
15-30days	3,254	243	2,428	583
31-60days	58	0	53	5
61-90days	178	0	169	9
91-180days	13	0	13	0
181-365days	14	0	13	1
> Year	72	0	67	5
Not Stated	379	57	312	10
Percentage Distribution ²	100	28.6	62.9	8.5

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