



Samoa Bureau of Statistics

International Arrival Statistics

April 2023

Overview

MONTHLY HIGHLIGHTS:

In April 2023:

□ Total arrivals: 19,164

Total visitors: 13,720

□ Total Visitors:

NZ: 6,062 (44.2% of total visitors)

AUST: 3,879 (28.3% of total visitors)

AM. SAM: 1,008 (7.3% of total visitors)

USA: 970 (7.1% of total visitors)

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April 2023	All Arrivals	All Visitors
Number	19,164	13,720
Vist Friends/Relatives		5,801
Holiday & Vacation		5,441
Business/Conference		569

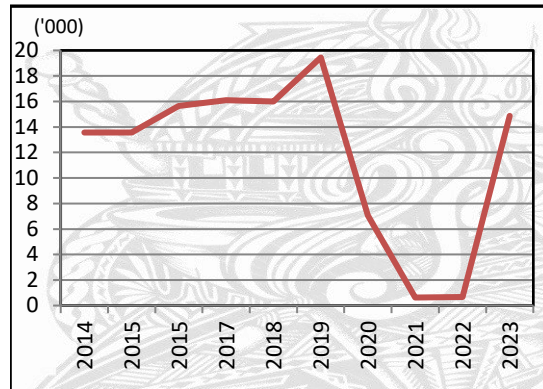
1. TOTAL ARRIVALS

The total International Arrival Statistics recorded for the month of **April 2023** totalling 19,164 arrivals, revealed an increase of 29.0 percent over the previous month of March 2023.

Those who travelled to Samoa by Air represented 92.4% while 7.6% was represented by those who travelled by Sea.

Fig. 1 below graphically depicts the arrival numbers from April 2014 to April 2023, clearly showing the impacts of Covid 19 on arrival numbers between March 2020 and July 2022, with international borders reopening in August 2022.

Fig. 1: April Total Arrivals, 2014 – 2023

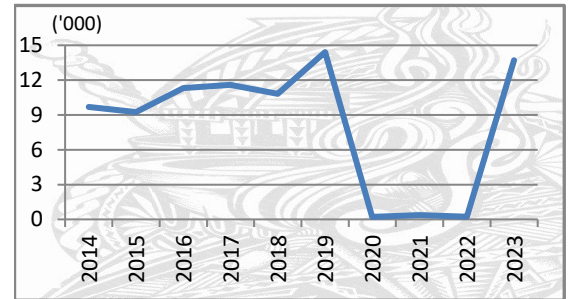


2. TOTAL VISITORS

Overall visitor numbers for the month under review stood at 13,720, revealing an increase of 35.5 percent over the previous month of March 2023.

Fig 2 shows visitor numbers from April 2014 to April 2023, visibly showing the impacts of Covid 19 on monthly visitors numbers between March 2020 and July 2022.

Fig. 2: April Total Visitors, 2014 – 2023



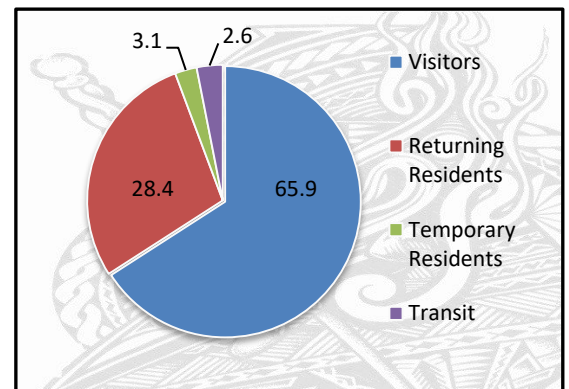
3. TOTAL ARRIVALS BY PURPOSE OF ENTRY

Visitors, (Table 2), made up the largest component of all arrivals with 65.9 percent (12,630), represented by 33.3 percent females (6,378) and 32.6 percent males (6,252).

Male returning residents made up 17.0 percent (3,260) of total arrivals while their female counterpart made up 11.4 percent (2,184). (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, April 2023



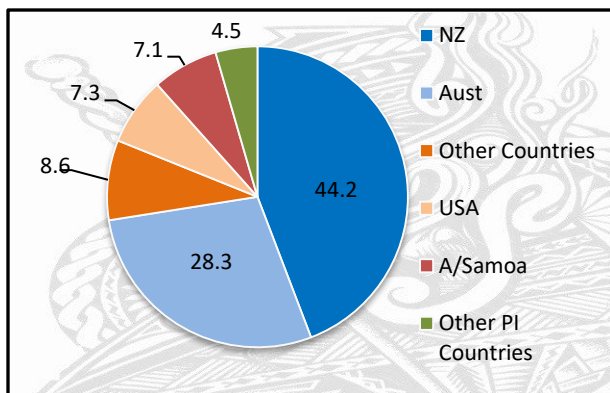
Overview cont'd

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 44.2 percent of total visitors or 6,062 visitors. Australia followed next with a distant 28.3 percent share (3,879).

American Samoa reported 7.3 percent (1,008 visitors) while United States of America reported 7.1 percent (970) of total visitors. (Refer Fig. 4)

Fig. 4: Total Visitors, by Country of Usual Residence, April 2023

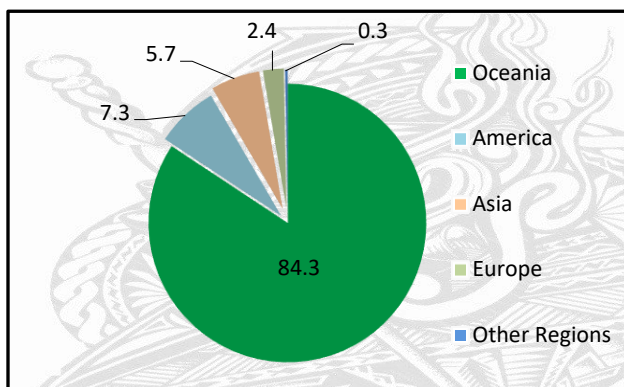


5. TOTAL VISITORS BY REGION

As usual, the Oceanic Region had the highest share of total visitors with 84.3 percent, followed by America with 7.3 percent.

Asia reported a share of 5.7 percent while Europe reported the least share of 2.4 percent. (Refer Fig. 5).

Fig. 5: Total Visitors by Region, April 2023



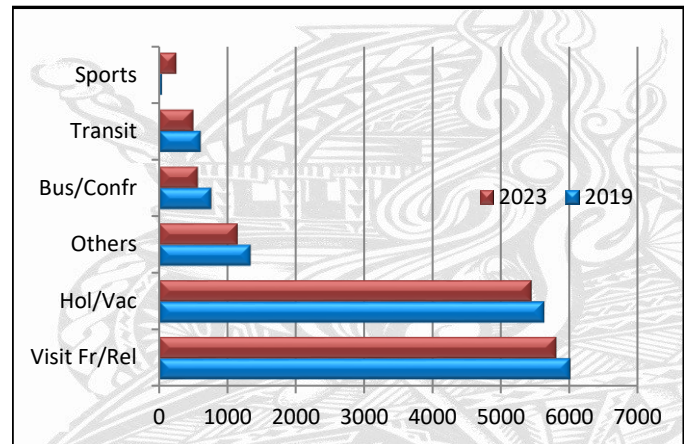
6. TOTAL VISITORS BY PURPOSE OF VISIT

The principal source markets (Table 4) namely New Zealand, Australia, American Samoa and the United States of America constituted 86.9 percent of all visitors visiting Samoa in April 2023.

The majority of visitors (5,801) entered our shores to visits friends and relatives while (5,441) entered our shores for holiday and vacation.

Those who were here for Business/ Conference recorded (569) visitors while those on transit reported (505) visitors. Fig.6 depicts total visitors by purpose of visit for April 2019 (pre Covid 19) and April 2023 (post Covid 19).

Fig. 6: Total Visitors, by Purpose of Visit, April 2019 & April 2023

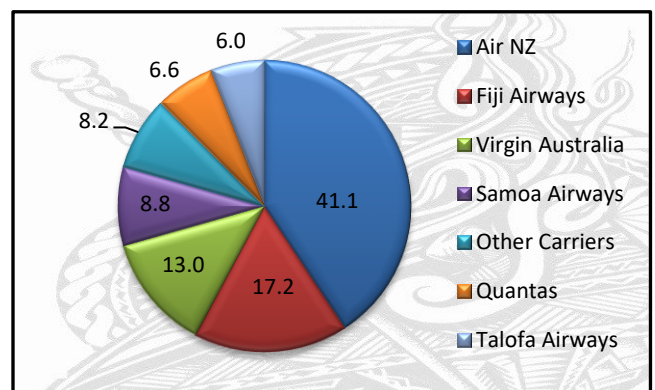


7. TOTAL ARRIVALS BY CARRIER

As depicted in table 5, Air New Zealand carried the highest share of passengers to Samoa with a 41.1 percent share, (7,882 passengers) followed by Fiji Airways with a 17.2 percent share (3,303 passengers).

Virgin Australia brought in 13.0 percent (2,299 passengers) of total arrivals while Samoa Airways and Qantas recorded shares of 8.8 percent (1,678) and 6.6 percent (1,266) respectively. Fig. 7 illustrates total arrivals by carrier during the reference period.

Fig. 7: Total Arrivals by Carrier, April 2023

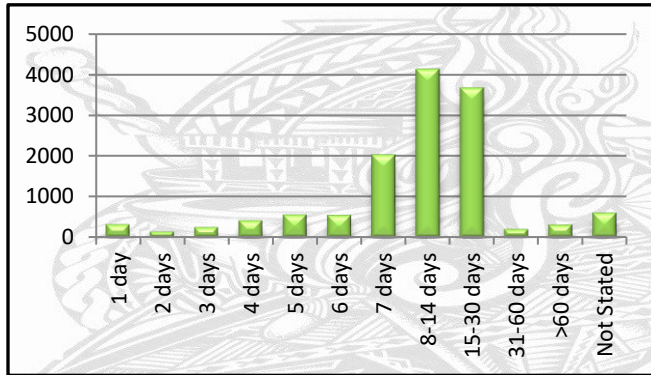


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8. TOTAL VISITORS BY DURATION OF STAY AND PLACE OF STAY

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, April 2023



On the other hand, the majority of visitors (54.3 percent or 7,172 visitors) reported staying in private accommodations or with families/ relatives while 38.8 percent (5,134) stayed in hotel/ motel. (Refer Fig. 9).

Fig. 9: Total Visitors by Place of Stay, April 2023

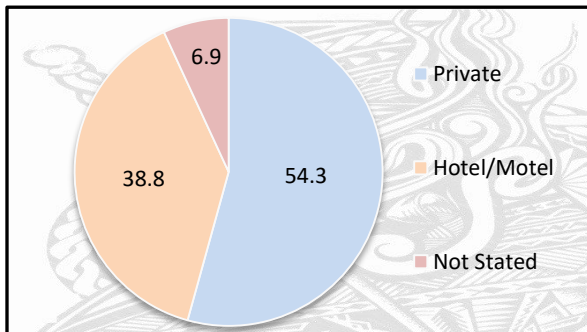
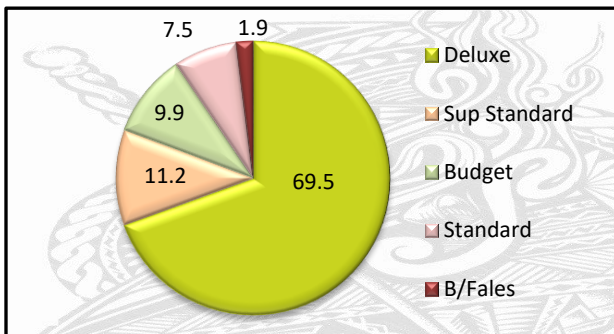


Fig. 10 portrays the number of visitors who stayed in hotels/ motels (5,134) by type of accommodation (hotel/ motel), within the reference month.

Fig. 10: Visitors Staying in Hotels/ Motels by Type of Accommodation, April 2023



Samoa Bureau of Statistics

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 two local points of entry namely:

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

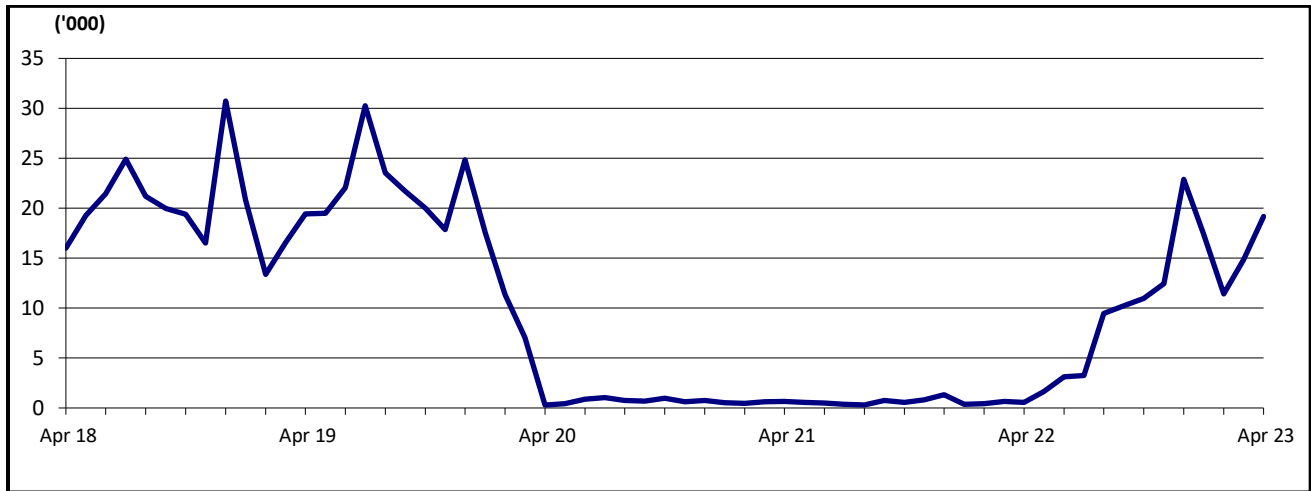
International Arrival Statistics are compiled on a monthly, quarterly and annual basis. These reports can also be extracted from our website:

www.sbs.gov.ws

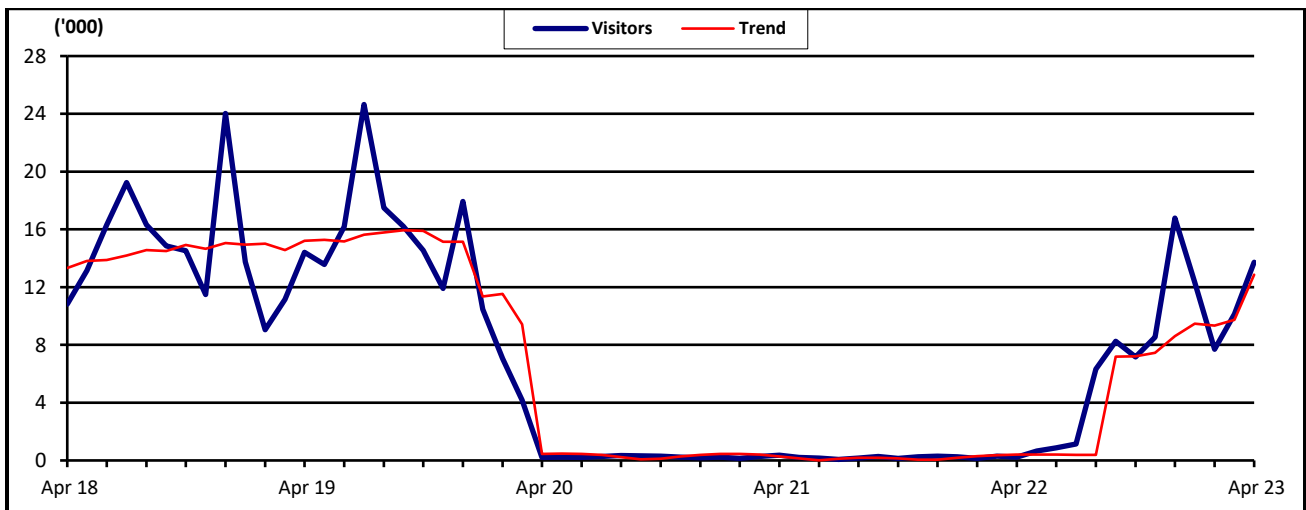
Leota Aliielua Salani
GOVERNMENT STATISTICIAN

APPENDIX

Graph 1: Monthly Total Arrivals, April 2018 – April 2023



Graph 2: Monthly Total Visitors, April 2018 – April 2023



Graph 3: Visitors Percentage Change over Previous month, April 2018 – April 2023

