



Samoa Bureau of Statistics

International Arrival Statistics

February 2023

Overview

MONTHLY HIGHLIGHTS:

In February 2023:

□ Total arrivals: 11,411

Total visitors: 7,687

□ Total Visitors:

NZ: 3,094 (40.2% of total visitors)

AUST: 1,786 (23.2% of total visitors)

AM. SAM: 661 (8.6% of total visitors)

USA: 707 (9.2% of total visitors)

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February 2023	All Arrivals	All Visitors
Number	11,411	7,687
Vist Friends/Relatives		3,012
Holiday & Vacation		2,324
Business/Conference		486

30TH MARCH 2023

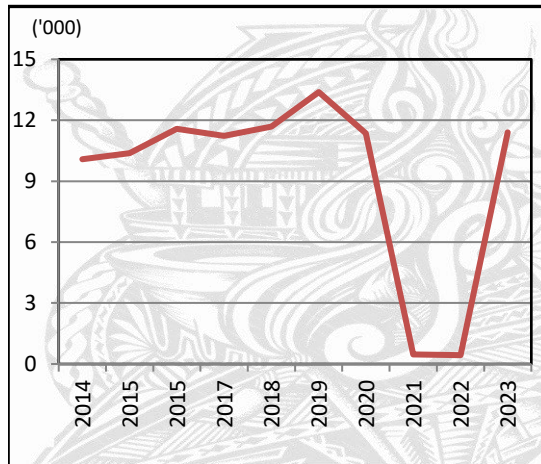
1. TOTAL ARRIVALS

The total International Arrival Statistics recorded for the month of **February 2023** totalling 11,411 arrivals, revealed a decrease of 34.4 percent over the previous month of January 2023. This represents a marginal increase of 0.5 percent when compared with February 2020 before Covid 19 reached our shores in March 2020.

Those who travelled to Samoa by Air represented 94.6% while 5.4% was represented by those who travelled by Sea.

Fig. 1 below graphically depicts the arrival numbers from February 2014 to February 2023, clearly showing the impact of Covid 19 on arrival numbers since March 2020.

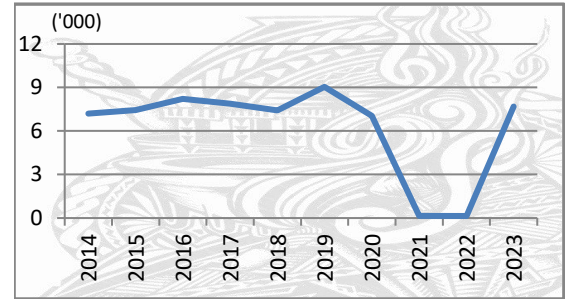
Fig. 1: February Total Arrivals, 2014 – 2023



2. TOTAL VISITORS

Fig 2 shows the visitor numbers from February 2014 to February 2023, showing the same trend as total visitors due to the impact of Covid 19. This represents an increase of 9.0 when compared with February 2020.

Fig. 2: February Total Visitors, 2014 – 2023



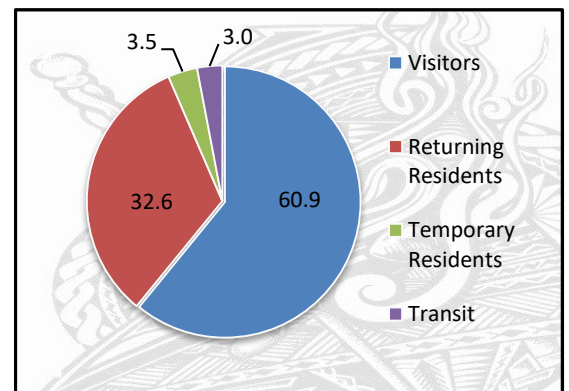
3. TOTAL ARRIVALS BY PURPOSE OF ENTRY

Visitors, (Table 2), made up the largest component of all arrivals with 60.9 percent (6,945), represented by 30.5 percent males (3,483) and 30.3 percent females (3,462).

Male returning residents made up 17.6 percent (2,013) of total arrivals while their female counterpart made up 15.0 percent (1,711). (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, February 2023



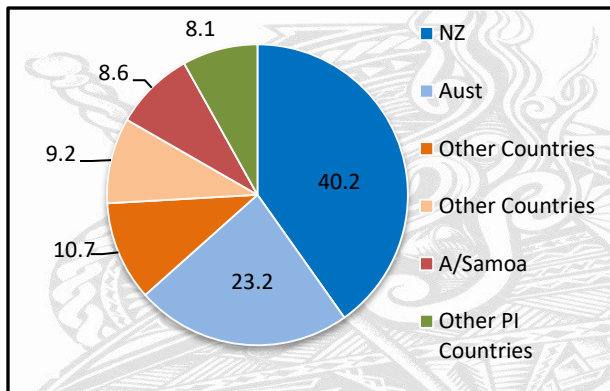
Overview cont'd

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 40.2 percent of total visitors or 3,094 visitors. Australia followed next with a distant 23.2 percent share (1,786).

United States of America reported 9.2 percent (707 visitors) while American Samoa reported 8.6 percent (661 visitors) of total visitors. (Refer Fig. 4)

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

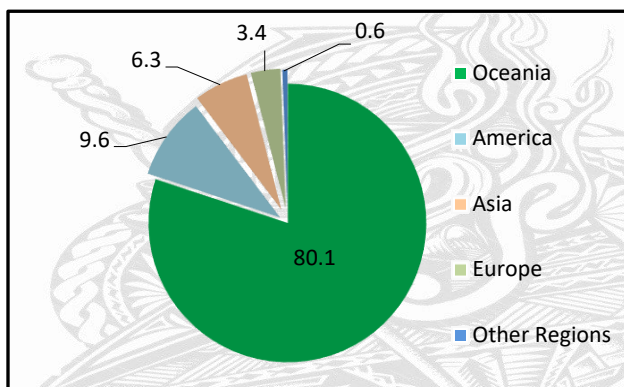


5. TOTAL VISITORS BY REGION

As usual, the Oceanic Region had the highest share of total visitors with 80.1 percent, followed by America with 9.6 percent.

Asia reported a share of 6.3 percent while Europe reported the least share of 0.6 percent. (Refer Fig. 5).

Fig. 5: Total Visitors by Region, February 2023



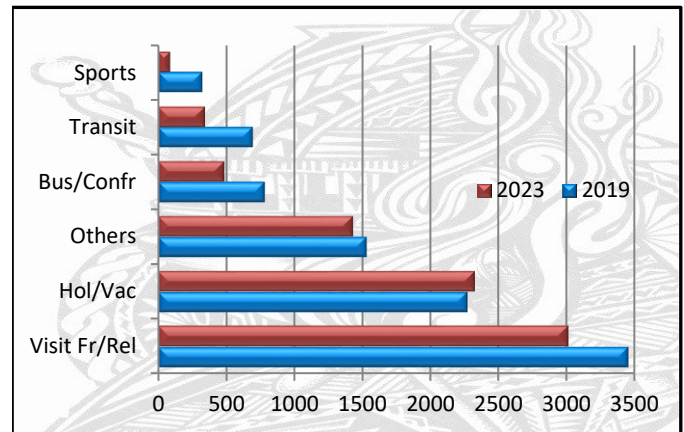
6. TOTAL VISITORS BY PURPOSE OF VISIT

The principal source markets (Table 4) namely New Zealand, Australia, American Samoa and the United States of America constituted 81.3 percent of all visitors visiting Samoa in February 2023.

The majority of visitors (3,012) entered our shores to visit friends and relatives while (2,324) entered our shores for holiday and vacation.

Those who were here for Business/ Conference recorded (486) visitors while those on transit reported (346) visitors. Fig.6 depicts total visitors by purpose of visit for February 2019 and February 2023.

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

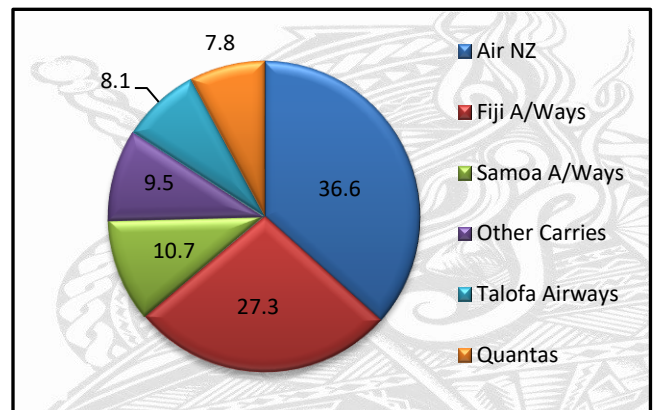


7. TOTAL ARRIVALS BY CARRIER

As depicted in table 5, Air New Zealand carried the highest share of passengers to Samoa with a 36.6 percent share, (4,175 passengers) followed by Fiji Airways with a 27.3 percent share (3,115 passengers).

Samoa Airways brought in 10.7 percent (891 passengers) of total arrivals while Talofa Airways and Quantas recorded shares of 8.1 percent (922) and 7.8 percent (891) respectively. Fig. 7 illustrates total arrivals by carrier during the reference period.

Fig. 7: Total Arrivals by Carrier, February 2023

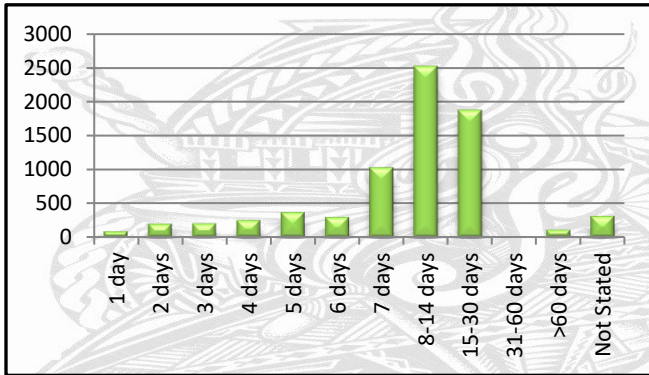


Overview cont'd

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, February 2023



On the other hand, the majority of visitors (60.0 percent or 4,402 visitors) reported staying in private accommodations or with families/ relatives while 29.4 percent (2,158) stayed in hotel/ motel. (Refer Fig. 9).

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

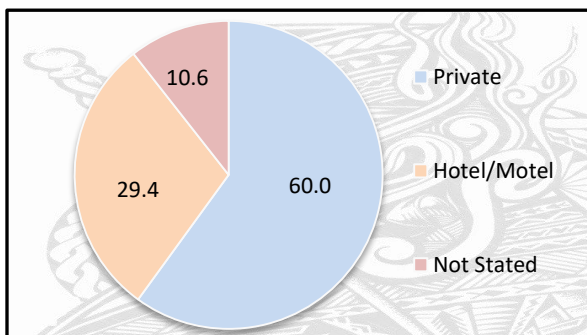
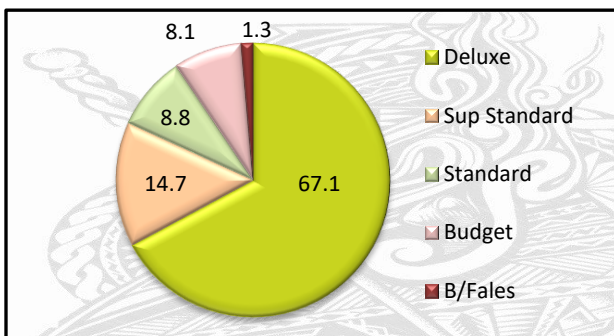


Fig. 10 portrays the number of visitors who stayed in hotels/ motels (2,158) by type of accommodation (hotel/ motel), within the reference month.

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

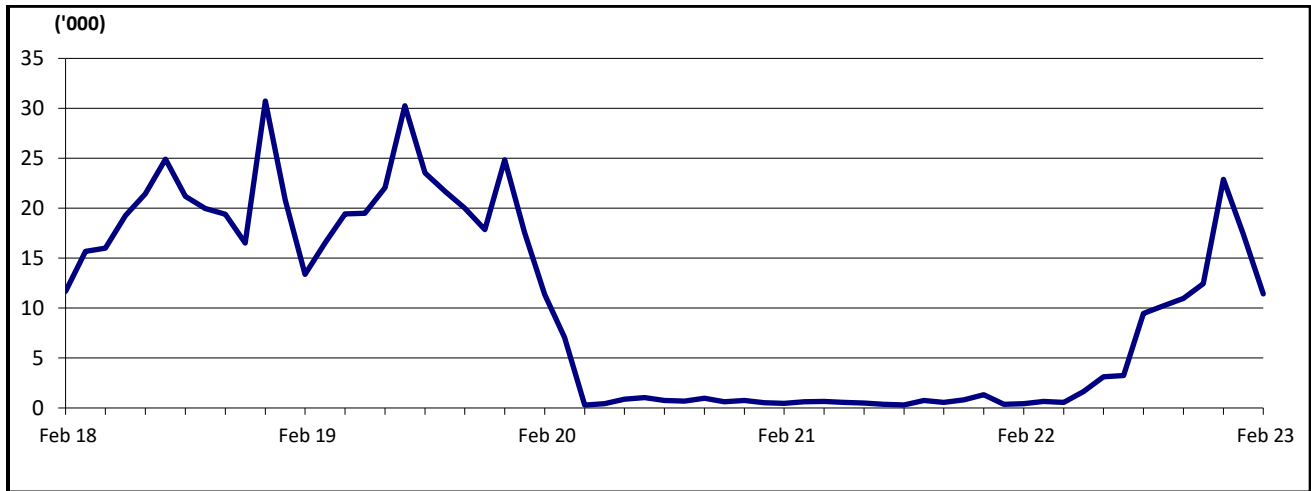
www.sbs.gov.ws

It is envisaged that the Bureau will continue to produce monthly International Arrivals Statistics on a regular basis, given that travel restrictions has now been completely removed.

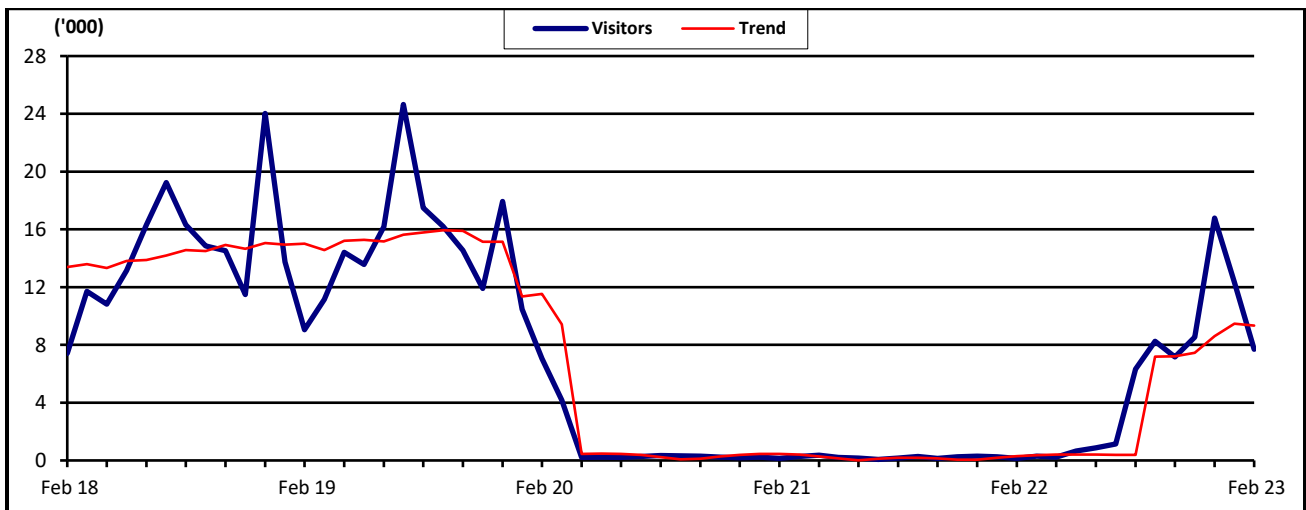
Leota Aliielua Salani
GOVERNMENT STATISTICIAN

APPENDIX

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



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



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

