



Samoa Bureau of Statistics

International Arrival Statistics

January 2023

Overview

MONTHLY HIGHLIGHTS:

In January 2023:

□ Total arrivals: 17,399

Total visitors: 12,321

□ Total Visitors:

NZ: 6,496 (52.7% of total visitors)

AUST: 2,800 (22.7% of total visitors)

AM. SAM: 738 (6.0% of total visitors)

USA: 824 (6.7% of total visitors)

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January 2023	All Arrivals	All Visitors
Number	17,399	12,321
Vist Friends/ Relatives		5,359
Holiday & Vacation		3,893
Business/ Conference		422

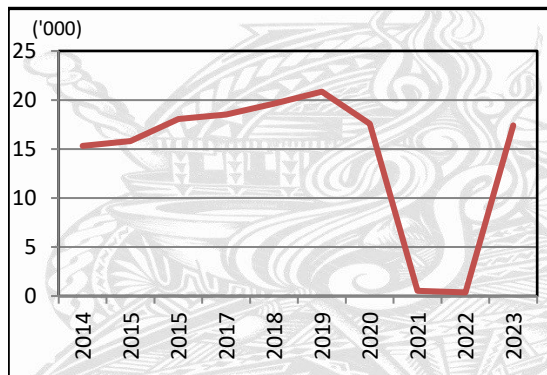
1. TOTAL ARRIVALS

The total International Arrival Statistics recorded for the month of **January 2023** totalling 17,399 arrivals, revealed a decrease of 24.0 percent over the previous month of December 2022. This also reveals a decrease of 0.9 percent when compared with January 2020, before Covid 19 arrived in Samoa.

Those that travelled to Samoa by Air represented 94.1% while 5.9% was represented by those that travelled by Sea.

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

Fig. 1: January Total Arrivals, 2014 – 2023

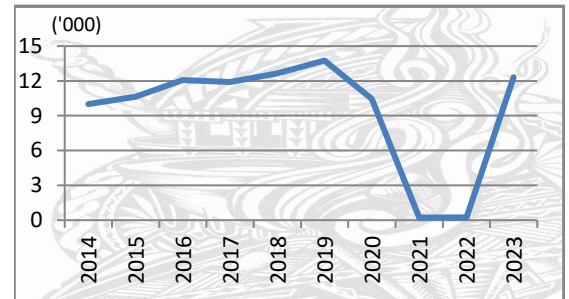


2. TOTAL VISITORS

Visitor numbers for January 2023 totalling 12,321 reveals an increase of 17.8 percent when compared with January 2020, before Covid 19 entered our shores.

Fig 2 further shows the January visitor numbers from 2014 to 2023, showing the same trend as total arrivals due to the impact of Covid 19.

Fig. 2: January Total Visitors, 2014 – 2023



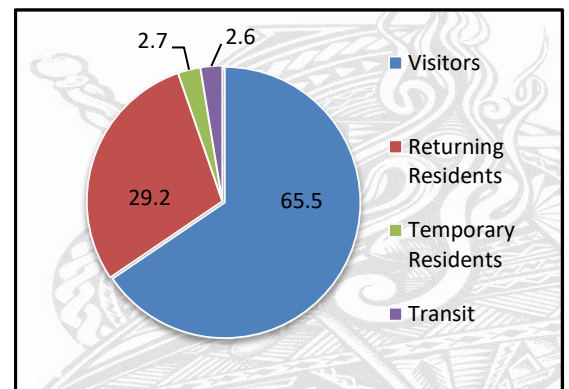
3. TOTAL ARRIVALS BY PURPOSE OF ENTRY

Visitors, (table 2), made up the largest component of all arrivals with 65.5 percent (11,403), represented by 31.9 percent males (5,555) and 33.6 percent females (5,848).

Male returning residents made up 15.6 percent (2,712) of total arrivals while their female counterpart made up 13.6 percent (2,366). (Refer Fig. 3)

The Appendix provide readers with a more detailed trend presentation of total arrival and visitors over the years.

Fig. 3: Total Arrivals, by Purpose of Entry, January 2023



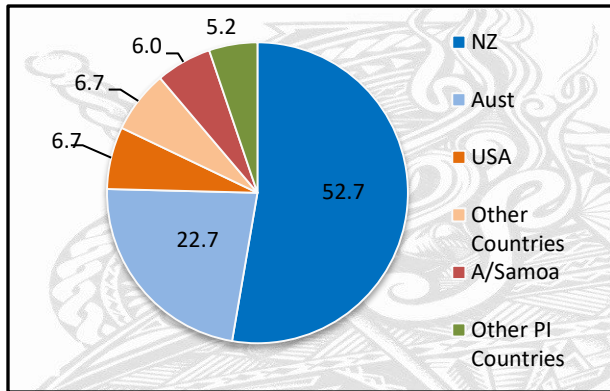
Overview cont'd

4. TOTAL VISITORS BY COUNTRY OF USUAL RESIDENCE

New Zealand is still the leading country in visitors' arrival by country of usual residence (Table 3) accounting for 52.7 percent of total visitors or 6,496 visitors. Australia followed next with a distant 22.7 percent share (2,800).

United States of America reported 6.7 percent (824 visitors) while American Samoa reported 6.0 percent (738 visitors) of total visitors. (Refer Fig. 4)

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

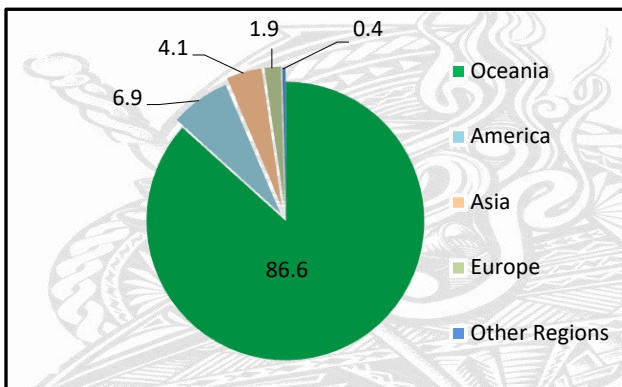


5. TOTAL VISITORS BY REGION

As usual, the Oceanic Region had the highest share of total visitors with 86.6 percent, followed by America with 6.9 percent.

Asia reported a share of 4.1 percent while Europe reported the least share of only 1.9 percent. (Refer Fig. 5).

Fig. 5: Total Visitors by Region, January 2023



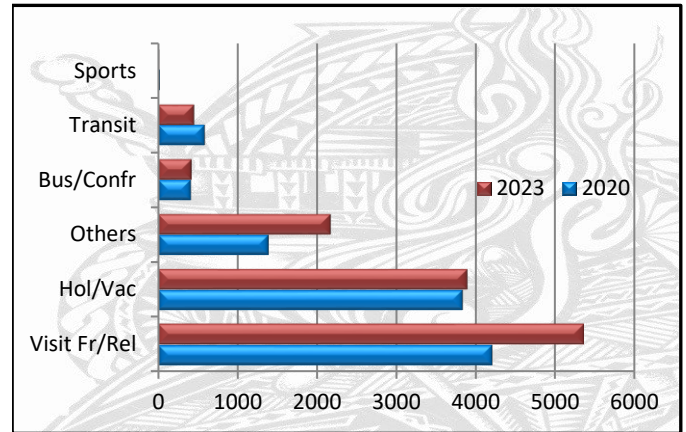
6. TOTAL VISITORS BY PURPOSE OF VISIT

The principal source markets (Table 4) namely New Zealand, Australia, American Samoa and the United States of America constituted 88.1 percent of all visitors visiting Samoa in January 2023.

The majority of visitors (43.5 percent) entered our shores to visit friends and relatives while 31.6 percent entered our shores for holiday and vacation.

Those who were here for Business/ Conference recorded a share of 3.4 percent while those on transit made up 3.7 percent. Fig.6 depicts total visitors by purpose of visit for January 2020 and January 2023.

Fig. 6: Total Visitors, by Purpose of Visit, January 2020 & January 2023

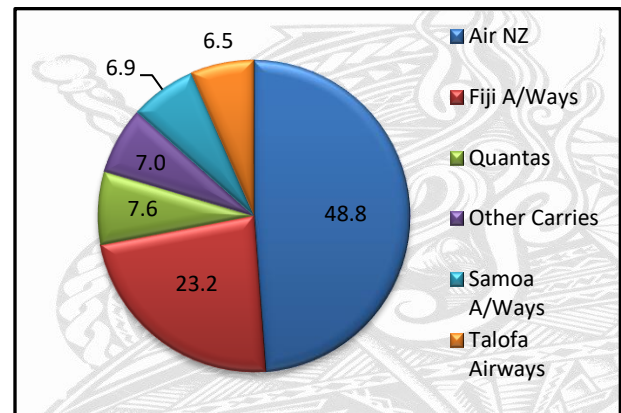


7. TOTAL ARRIVALS BY CARRIER

As depicted in table 5, Air New Zealand carried the highest share of passengers to Samoa with 48.8 percent, (8,485 passengers) followed by Fiji Airways with a 23.2 percent share (4,044 passengers).

Quantas brought in 7.6 percent (1,320 passengers) of total arrivals while Samoa Airways and Talofa Airways recorded shares of 6.9 percent (1,201) and 6.5 percent (1,133) respectively. Fig. 7 illustrates total arrivals by carrier during the reference period.

Fig. 7: Total Arrivals by Carrier, January 2023

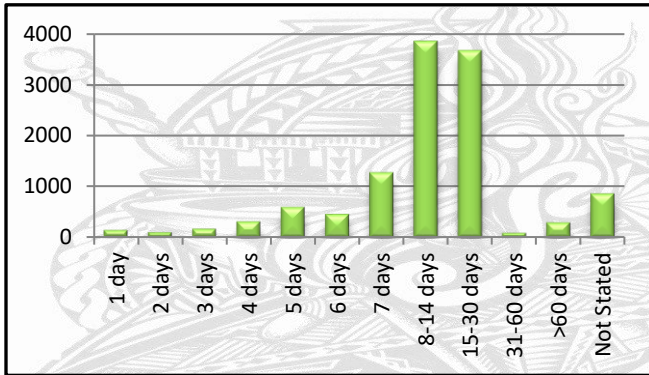


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8. TOTAL VISITORS BY DURATION OF STAY AND PLACE OF STAY

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, January 2023



On the other hand, the majority of visitors (68.2 percent or 8,094 visitors) reported staying in private accommodations or with families/ relatives while 26.4 percent (3,131) stayed in hotel/ motel. (Refer Fig. 9).

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

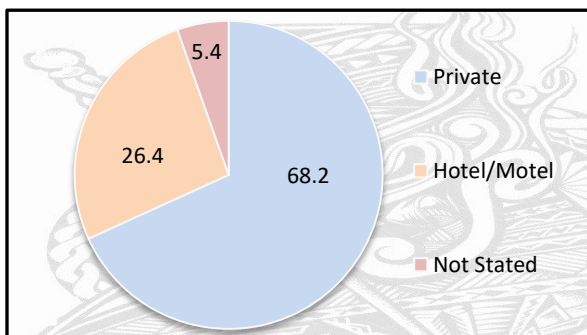
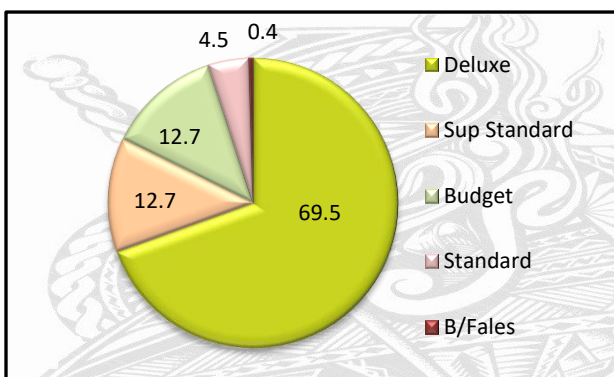


Fig. 10 portrays the number of visitors who stayed in hotels/ motels (3,131) by type of accommodation, within the reference month.

Fig. 10: Visitors by Type of Accommodation, January 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:

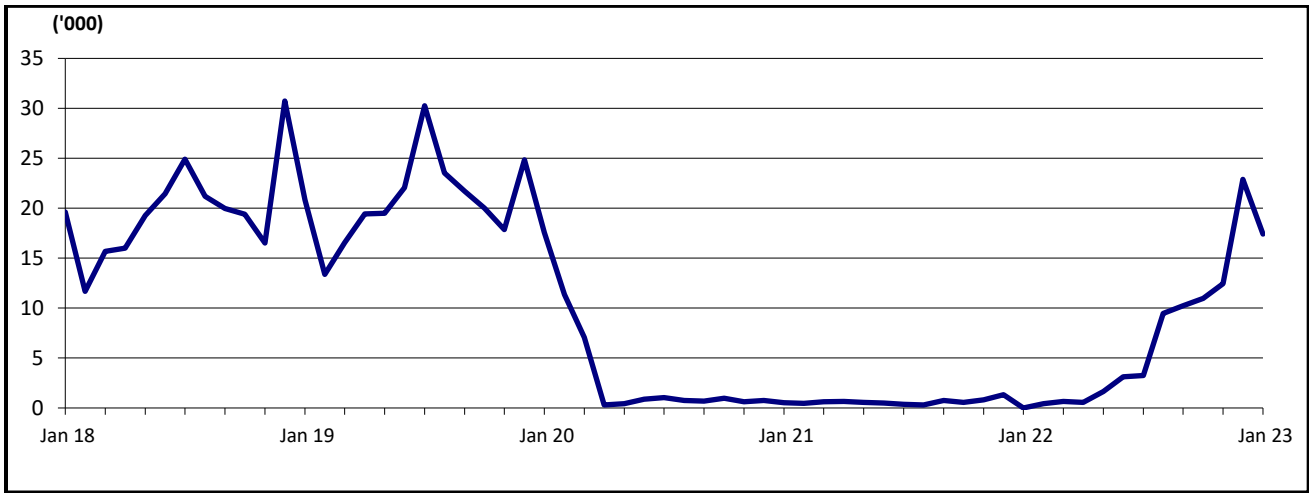
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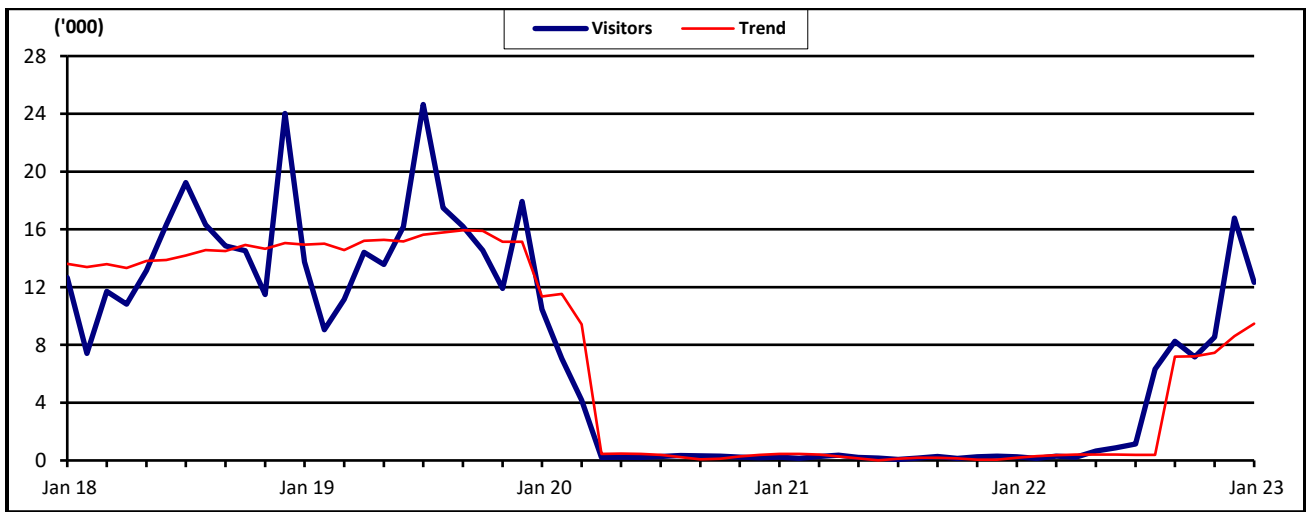
GOVERNMENT STATISTICIAN

APPENDIX

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



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



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

