



Samoa Bureau of Statistics

International Arrival Statistics

March 2023

Overview

MONTHLY HIGHLIGHTS:

In March 2023:

□ Total arrivals: 14,861

Total visitors: 10,128

□ Total Visitors:

NZ: 4,296 (42.4% of total visitors)

AUST: 2,439 (24.1% of total visitors)

AM. SAM: 826 (8.2% of total visitors)

USA: 867 (8.6% of total visitors)

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March 2023	All Arrivals	All Visitors
Number	14,861	10,128
Vist Friends/Relatives		3,592
Holiday & Vacation		3,660
Business/Conference		650

01ST MAY 2023

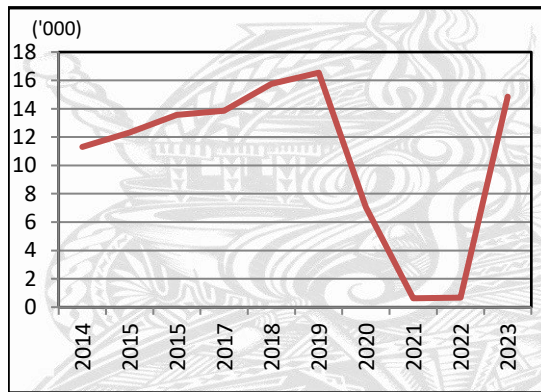
1. TOTAL ARRIVALS

The total International Arrival Statistics recorded for the month of **March 2023** totalling 14,861 arrivals, revealed a increase of 30.2 percent over the previous month of February 2023.

Those who travelled to Samoa by Air represented 95.2% while 4.8% was represented by those who travelled by Sea.

Fig. 1 below graphically depicts the arrival numbers from March 2014 to March 2023, clearly showing the impact of Covid 19 on monthly arrival numbers from March 2020 to June 2022.

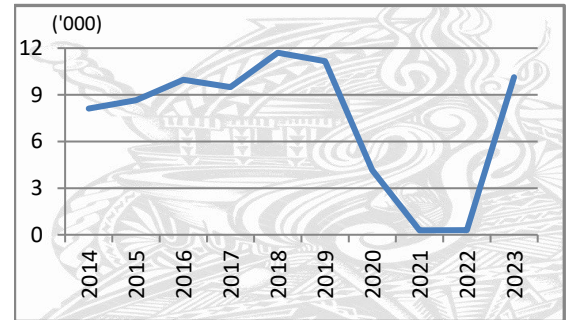
Fig. 1: March Total Arrivals, 2014 – 2023



2. TOTAL VISITORS

Fig 2 shows visitor numbers from March 2014 to March 2023, representing an increase of 31.8 percent over the previous month of February 2023. The graph further shows the impact of Covid 19 on monthly visitor numbers from March 2020 to June 2022.

Fig. 2: March Total Visitors, 2014 – 2023



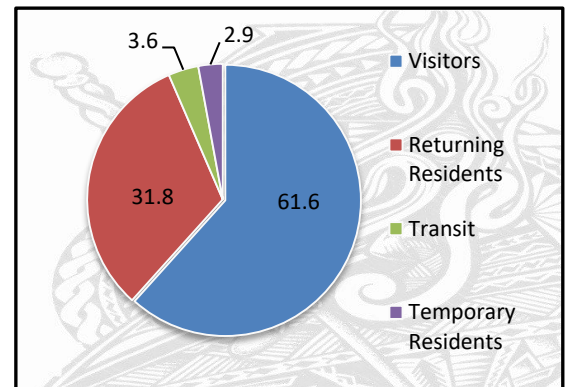
3. TOTAL ARRIVALS BY PURPOSE OF ENTRY

Visitors, (Table 2), made up the largest component of all arrivals with 61.6 percent (9,159), represented by 31.1 percent males (4,619) and 30.5 percent females (4,540).

Male returning residents made up 17.5 percent (2,608) of total arrivals while their female counterpart made up 14.3 percent (2,125). (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, March 2023



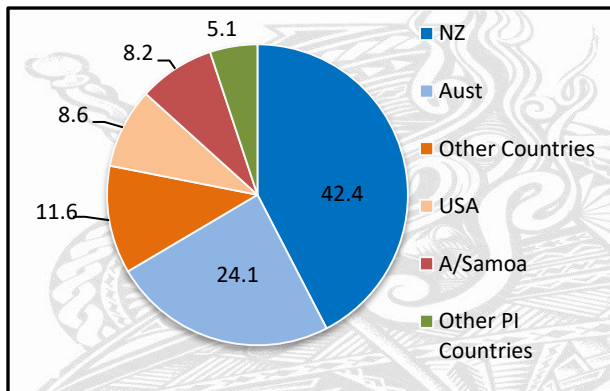
Overview cont'd

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 42.4 percent of total visitors or 4,296 visitors. Australia followed next with a distant 24.1 percent share (2,439).

United States of America reported 8.6 percent (867 visitors) while American Samoa reported 8.2 percent (826 visitors) of total visitors. (Refer Fig. 4)

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

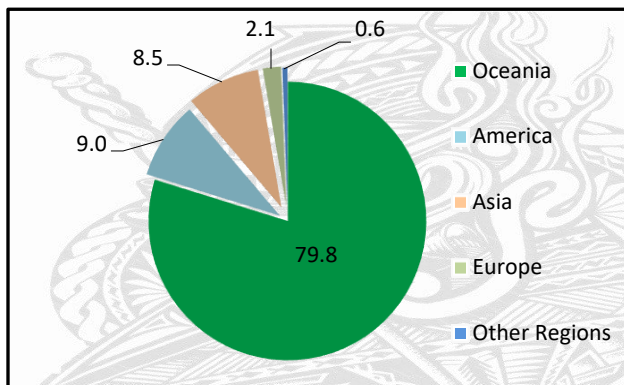


5. TOTAL VISITORS BY REGION

As usual, the Oceanic Region had the highest share of total visitors with 79.8 percent, followed by America with 9.0 percent.

Asia reported a share of 8.5 percent while Europe reported the least share of 2.1 percent. (Refer Fig. 5).

Fig. 5: Total Visitors by Region, March 2023



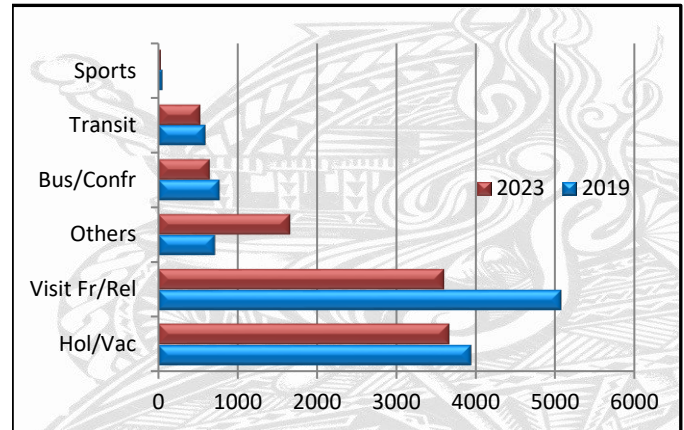
6. TOTAL VISITORS BY PURPOSE OF VISIT

The principal source markets (Table 4) namely New Zealand, Australia, American Samoa and the United States of America constituted 83.2 percent of all visitors visiting Samoa in March 2023.

The majority of visitors (3,660) entered our shores for holiday and vacation while (3,592) entered our shores to visit friends and relatives.

Those who were here for Business/ Conference recorded (650) visitors while those on transit reported (533) visitors. Fig.6 depicts total visitors by purpose of visit for March 2019 (pre Covid 19) and March 2023 (post Covid 19).

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

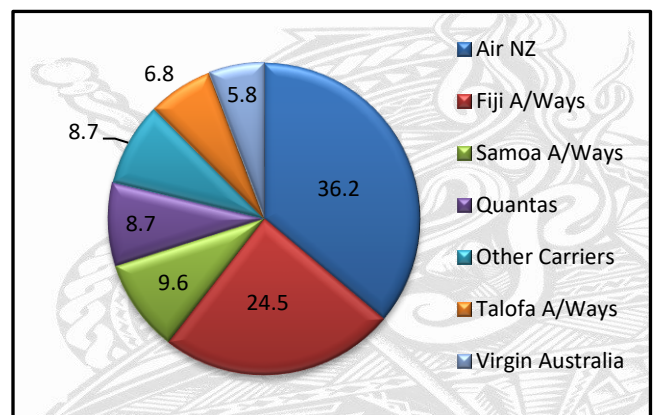


7. TOTAL ARRIVALS BY CARRIER

As depicted in table 5, Air New Zealand carried the highest share of passengers to Samoa with a 36.2 percent share, (5,387 passengers) followed by Fiji Airways with a 24.5 percent share (3,646 passengers).

Samoa Airways brought in 9.6 percent (1,429 passengers) of total arrivals while Quantas and Talofa Airways recorded shares of 8.7 percent (1,300) and 6.8 percent (1,014) respectively. Fig. 7 illustrates total arrivals by carrier during the reference period.

Fig. 7: Total Arrivals by Carrier, March 2023

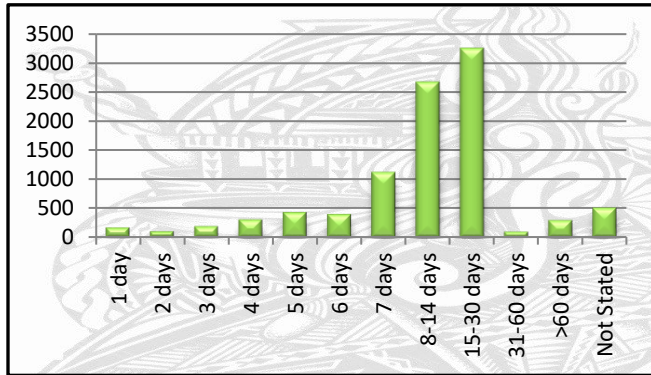


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8. TOTAL VISITORS BY DURATION OF STAY AND PLACE OF STAY

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, March 2023



On the other hand, the majority of visitors (61.3 percent or 5,878 visitors) reported staying in private accommodations or with families/ relatives while 30.8 percent (2,953) stayed in hotel/ motel. (Refer Fig. 9).

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

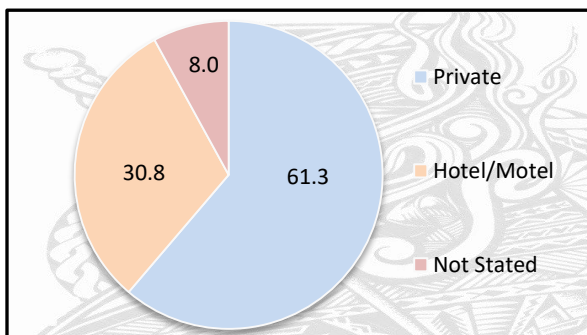
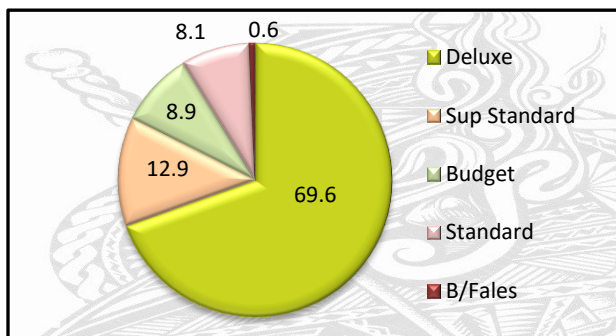


Fig. 10 portrays the number of visitors who stayed in hotels/ motels (2,953) by type of accommodation (hotel/ motel), within the reference month.

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

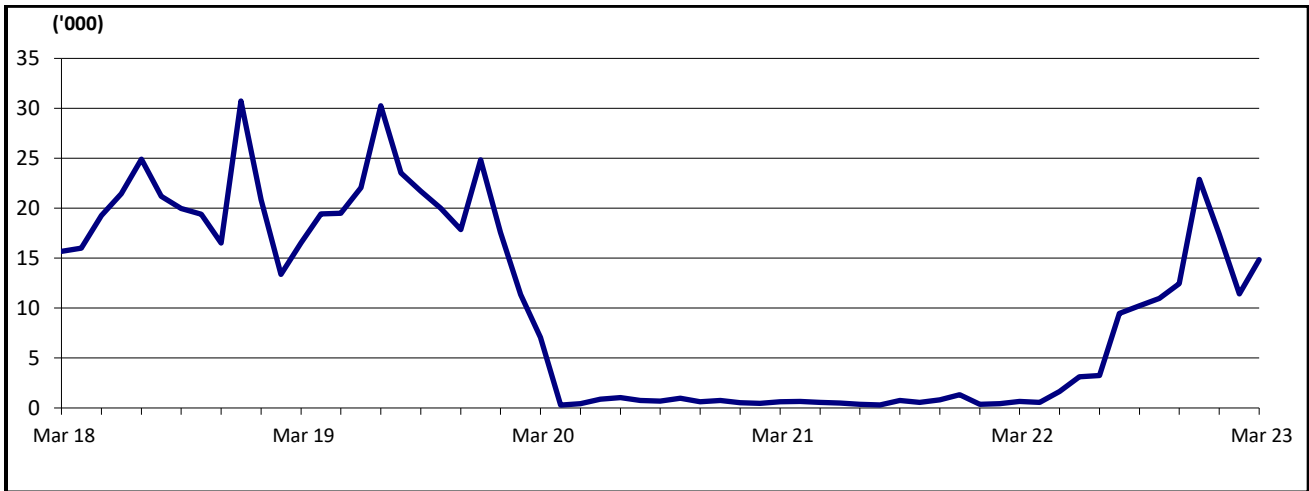
International Arrival Statistics are compiled on a monthly, quarterly and annual basis. These reports can also be extracted from our website: www.sbs.gov.ws

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.

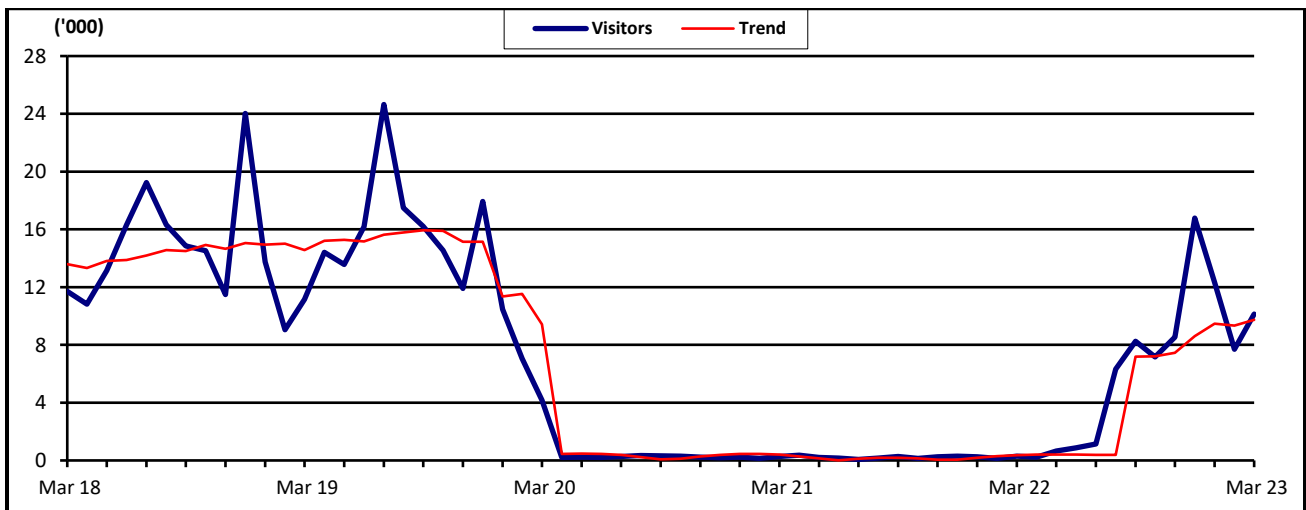
Leota Aliielua Salani
GOVERNMENT STATISTICIAN

APPENDIX

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



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



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

