



Samoa Bureau of Statistics

International Arrival Statistics

May 2023

Overview

MONTHLY HIGHLIGHTS:

In May 2023:

□ Total arrivals: 21,796

Total visitors: 15,719

□ Total Visitors:

NZ: 6,902 (43.9% of total visitors)

AUST: 4,495 (28.6% of total visitors)

AM. SAM: 819 (5.2% of total visitors)

USA: 1,247 (7.9% of total visitors)

INSIDE THIS ISSUE

May 2023	All Arrivals	All Visitors
Number	21,796	15,719
Vist Friends/Relatives		6,070
Holiday & Vacation		5,891
Business/Conference		1,397

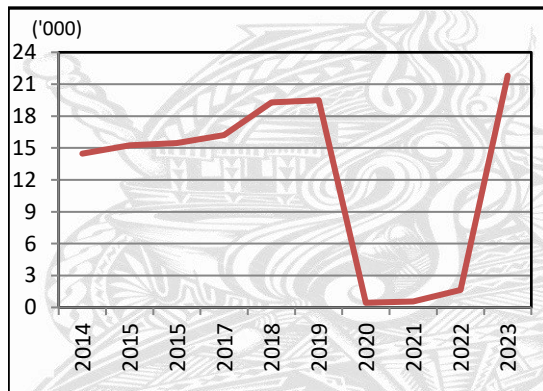
1. TOTAL ARRIVALS

The total International Arrival Statistics recorded for the month of **May 2023** totalling 21,796 arrivals, revealed an increase of 13.7 percent over the previous month of April 2023.

Those who travelled to Samoa by Air represented 94.8% while 5.2% was represented by those who travelled by Sea.

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

Fig. 1: May Total Arrivals, 2014 – 2023

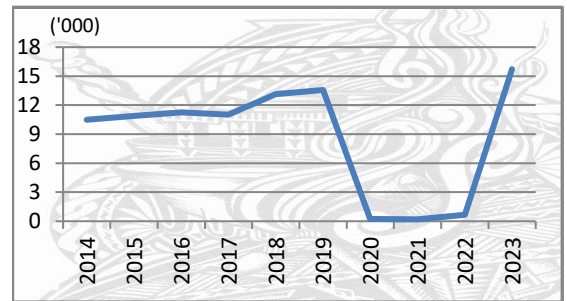


2. TOTAL VISITORS

Overall visitor numbers for the month under review stood at 15,719, revealing an increase of 14.6 percent over the previous month of April 2023

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

Fig. 2: May Total Visitors, 2014 – 2023



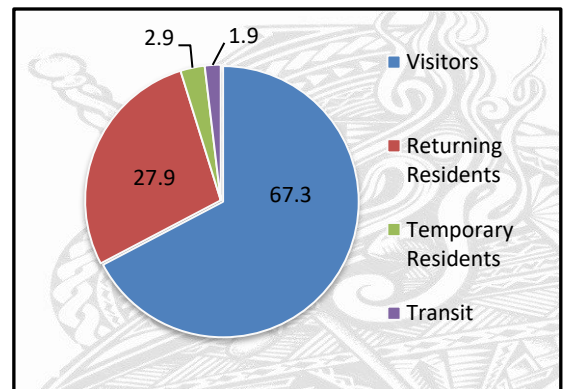
3. TOTAL ARRIVALS BY PURPOSE OF ENTRY

Visitors, (Table 2), made up the largest component of all arrivals with 67.3 percent (14,674), represented by 34.7 percent females (7,574) and 32.6 percent males (7,100).

Male returning residents made up 18.0 percent (3,924) of total arrivals while their female counterpart made up 9.9 percent (2,153). (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, May 2023



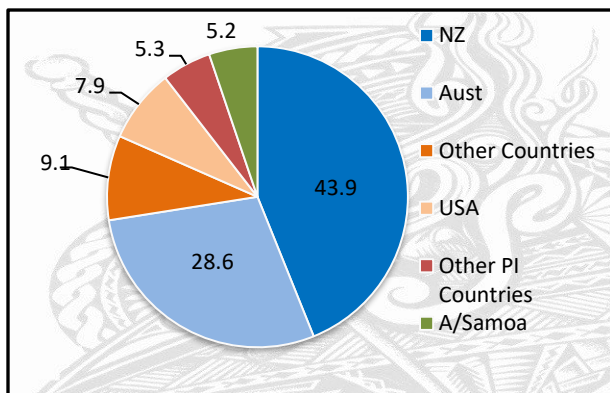
Overview cont'd

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 43.9 percent of total visitors or 6,902 visitors. Australia followed next with a distant 28.6 percent share (4,495).

United States of America reported 7.9 percent (1,247 visitors) while American Samoa reported 5.2 percent (819) of total visitors. (Refer Fig. 4)

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

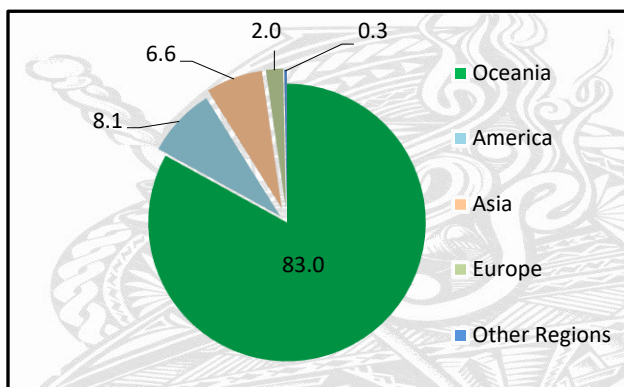


5. TOTAL VISITORS BY REGION

As usual, the Oceanic Region had the highest share of total visitors with 83.0 percent, followed by America with 8.1 percent.

Asia reported a share of 6.6 percent while Europe reported the least share of 2.0 percent. (Refer Fig. 5).

Fig. 5: Total Visitors by Region, May 2023



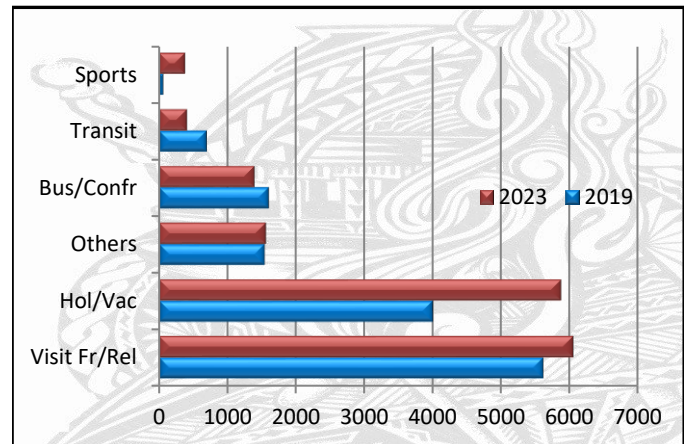
6. TOTAL VISITORS BY PURPOSE OF VISIT

The principal source markets (Table 4) namely New Zealand, Australia, American Samoa and the United States of America constituted 85.6 percent of all visitors visiting Samoa in May 2023.

The majority of visitors (6,070) entered our shores to visit friends and relatives while (5,891) entered our shores for holiday and vacation.

Those who were here for Business/ Conference recorded (1,397) visitors while those on transit reported (411) visitors. Fig.6 depicts total visitors by purpose of visit for May 2019 (pre Covid 19) and May 2023 (post Covid 19).

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

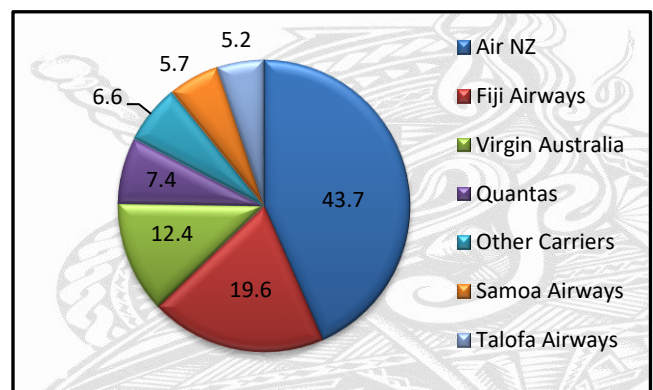


7. TOTAL ARRIVALS BY CARRIER

As depicted in table 5, Air New Zealand carried the highest share of passengers to Samoa with a 43.7 percent share, (9,530 passengers) followed by Fiji Airways with a 19.6 percent share (4,281 passengers).

Virgin Australia brought in 12.4 percent (2,562 passengers) of total arrivals while Quantas and Samoa Airways recorded shares of 7.4 percent (1,607) and 5.7 percent (1,232) respectively. Fig. 7 illustrates total arrivals by carrier during the reference period.

Fig. 7: Total Arrivals by Carrier, May 2023

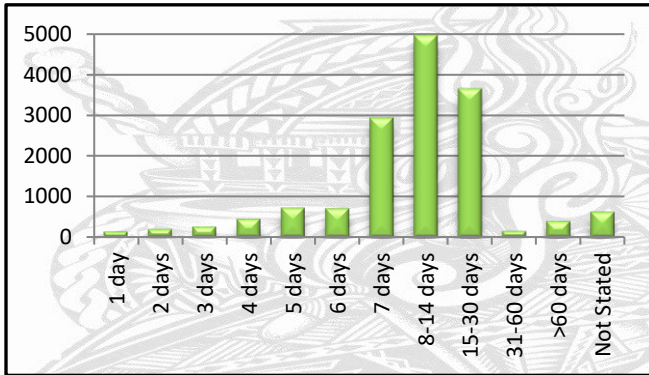


Overview cont'd

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, May 2023



On the other hand, the majority of visitors (59.6 percent or 9,131 visitors) reported staying in private accommodations or with families/ relatives while 36.0 percent (5,511) stayed in hotel/ motel. (Refer Fig. 9).

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

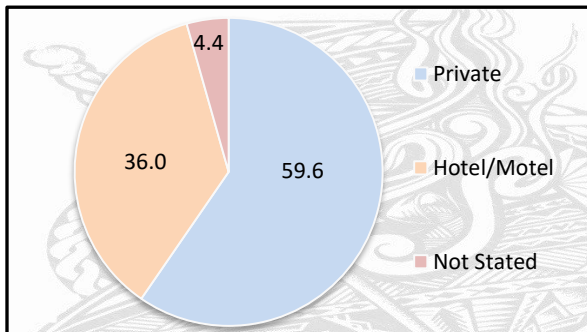
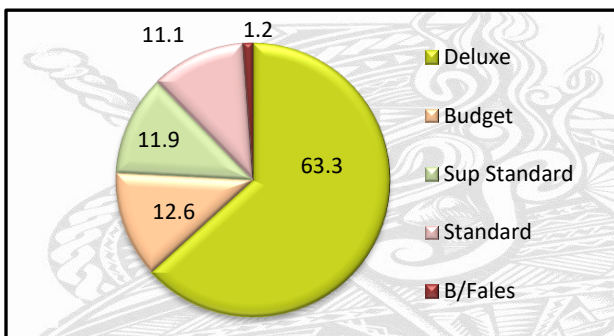


Fig. 10 portrays the number of visitors who stayed in hotels/ motels (5,511) by type of accommodation (hotel/ motel), within the reference month.

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

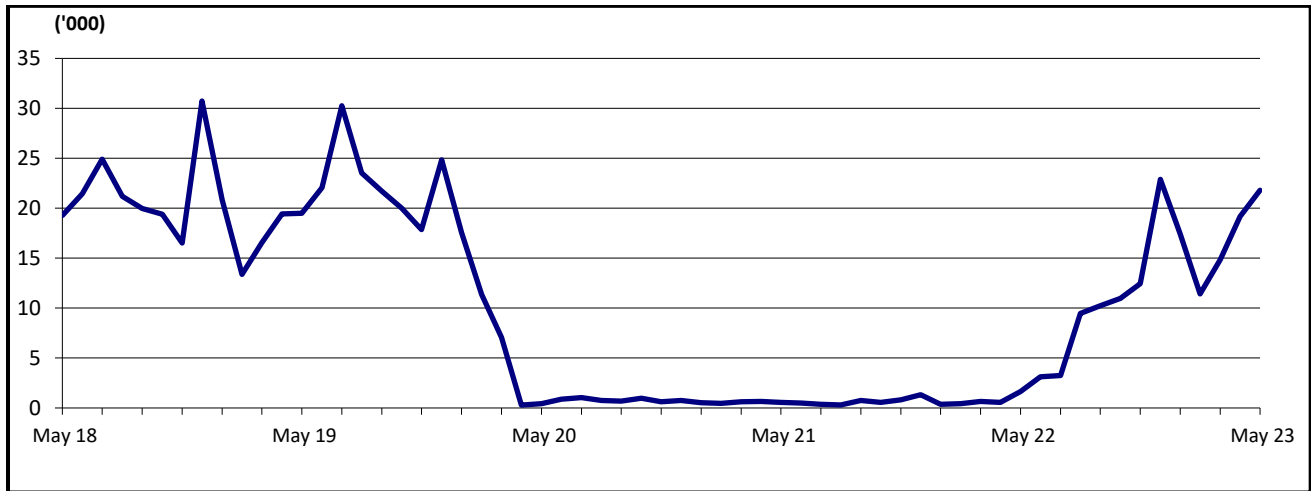
International Arrival Statistics are compiled on a monthly, quarterly and annual basis. These reports can also be extracted from our website:

www.sbs.gov.ws

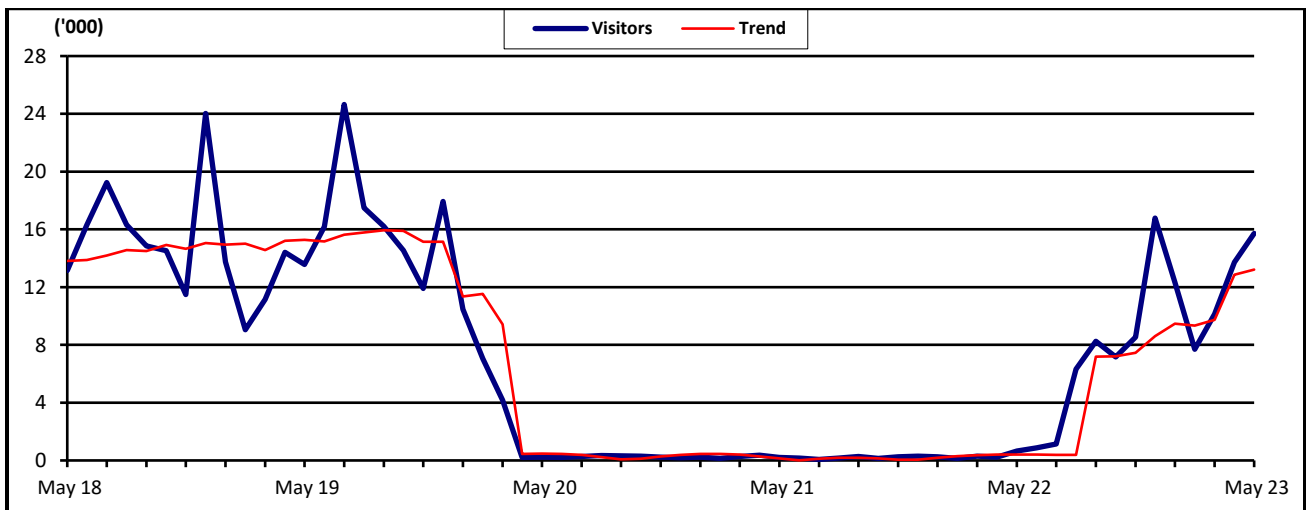
Leota Aliielua Salani
GOVERNMENT STATISTICIAN

APPENDIX

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



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



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

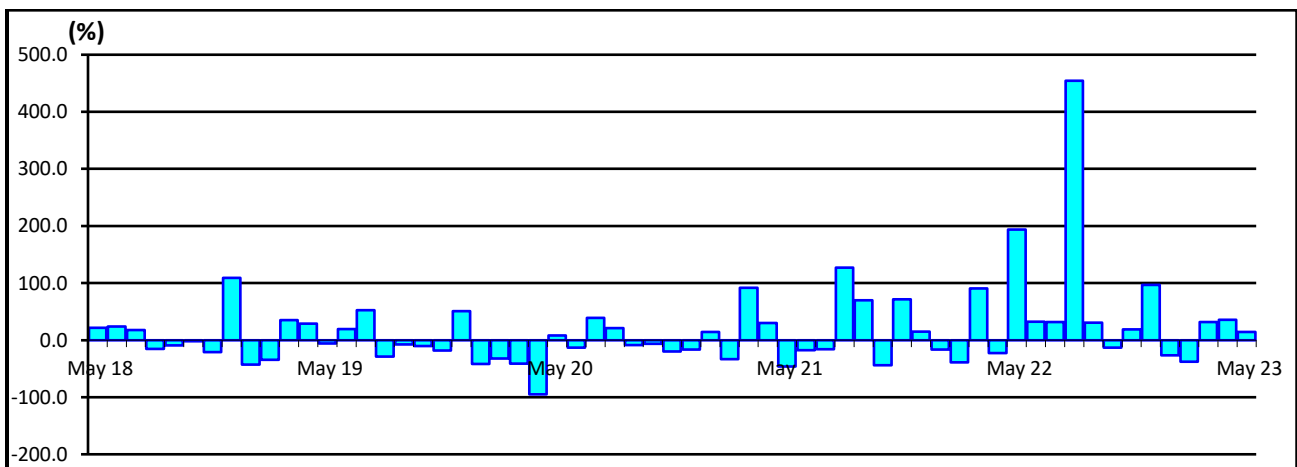


Table 1: Monthly Arrival and Departure by Mode of Travel and Net Migration, 2012 - 2023¹

Period	Visitors Arrivals			Total Arrivals			Total Departures			Net Migration
	Air	Sea	Total	Air	Sea	Total	Air	Sea	Total	
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	210,595	8,361	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	3,463	23,983	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	8,614	1,462	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
2020										
May	4	230	234	166	270	436	410	278	688	-252
June	0	203	203	565	300	865	302	227	529	336
July	0	282	282	674	363	1,037	289	389	678	359
August	0	342	342	369	390	759	336	352	688	71
September	0	312	312	312	372	684	151	348	499	185
October	0	292	292	640	348	988	206	364	570	418
November	0	234	234	299	309	608	89	262	351	257
December	28	167	195	509	236	745	253	301	554	191
2021										
January	55	168	223	291	238	529	859	296	1155	-626
February	34	114	148	278	192	470	502	144	646	-176
March	85	199	284	357	271	628	234	213	447	181
April	239	130	369	486	174	660	670	173	843	-183
May	44	154	198	334	236	570	419	164	583	-13
June	120	43	163	427	82	509	1019	65	1084	-575
July	59	11	70	255	103	358	589	116	705	-347
August	74	85	159	179	121	300	715	13	728	-428
September	45	225	270	377	369	746	798	300	1098	-352
October	49	102	151	382	183	565	1037	247	1284	-719
November	98	161	259	567	244	811	1999	172	2171	-1360
December	194	103	297	1,078	239	1,317	2038	212	2250	-933
2022										
January	107	141	248	191	180	371	1,015	198	1,213	-842
February	47	104	151	295	141	436	1,105	153	1,258	-822
March	142	146	288	459	211	670	2,218	162	2,380	-1710
April	81	142	223	374	175	549	945	164	1,109	-560
May	530	125	655	1,466	178	1,644	1,446	126	1,572	72
June	715	151	866	2,893	228	3,121	2,226	150	2,376	745
July	975	164	1,139	2,948	314	3,262	2,700	242	2,942	320
August	5,967	351	6,318	8,910	546	9,456	6,688	373	7,061	2395
September	7,629	632	8,261	9,514	707	10,221	8,679	928	9,607	614
October	6,917	254	7,171	10,303	673	10,976	10,790	693	11,483	-507
November	8,085	445	8,530	11,493	949	12,442	13,020	984	14,004	-1562
December	16,009	770	16,779	20,920	1,985	22,905	14,234	1,246	15,480	7,425
2023										
January	11,868	453	12,321	16,376	1,023	17,399	21,704	1,490	23,194	-5,795
February	7,273	414	7,687	10,418	993	11,411	14,083	1,314	15,397	-3,986
March	9,643	485	10,128	13,673	1,188	14,861	14,470	1,456	15,926	-1,065
April	13,271	449	13,720	17,698	1,466	19,164	17,614	1,455	19,069	95
May	15,321	398	15,719	20,666	1,130	21,796	17,909	1,285	19,194	2,602

Source : Ministry of the Prime Minister and Cabinet- Immigration Division; Ministry of Customs and Revenue and Samoa Bureau of Statistics.

1: Provisional figures

Table 2: Total Arrivals by Age, Purpose of Entry and Sex, May 2023 ¹

Age	Purpose of Entry														
	Total			Visitors			Returning Residents			Transit			Temporary Residents		
	Total	Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female
Total	21,796	11,626	10,170	14,674	7,100	7,574	6,077	3,924	2,153	411	236	175	634	366	268
0 - 4	640	329	311	526	270	256	84	45	39	17	7	10	13	7	6
5 - 9	681	350	331	557	282	275	103	57	46	4	1	3	17	10	7
10 - 14	630	318	312	533	266	267	79	44	35	5	0	5	13	8	5
15 - 19	924	471	453	738	371	367	160	87	73	14	10	4	12	3	9
20 - 24	1,654	906	748	1021	452	569	585	426	159	30	17	13	18	11	7
25 - 29	2,038	1219	819	1124	499	625	816	657	159	35	14	21	63	49	14
30 - 34	2,043	1154	889	1237	551	686	719	550	169	45	29	16	42	24	18
35 - 39	1,714	1001	713	1066	536	530	545	400	145	51	32	19	52	33	19
40 - 44	1,722	950	772	1079	530	549	535	354	181	39	27	12	69	39	30
45 - 49	1,718	911	807	1089	508	581	516	337	179	48	29	19	65	37	28
50 - 54	1,811	946	865	1212	589	623	490	291	199	41	25	16	68	41	27
55 - 59	1,853	933	920	1341	676	665	433	215	218	31	16	15	48	26	22
60 - 64	1,673	811	862	1179	586	593	422	189	233	21	13	8	51	23	28
65 - 69	1,285	626	659	935	454	481	286	142	144	17	9	8	47	21	26
70 - 74	763	401	362	563	294	269	173	90	83	5	4	1	22	13	9
75 +	647	300	347	474	236	238	131	40	91	8	3	5	34	21	13
% DISTRIBUTION ²	100	53.3	46.7	67.3	32.6	34.7	27.9	18.0	9.9	1.9	1.1	0.8	2.9	1.7	1.2

Source: Ministry of the Prime Minister and Cabinet; Immigration Division, Ministry of Customs and Revenue, 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, May 2023 ¹

Country of Usual Residence	Mode of Travel			Percentage %
	Air	Sea	Total	
OCEANIA	12,894	152	13,046	83.0
American Samoa	745	74	819	5.2
Fiji	397	7	404	2.6
Cook Island	0	0	0	0
Other Pacific Is	392	34	426	2.7
New Zealand	6,874	28	6,902	43.9
Australia	4,486	9	4,495	28.6
EUROPE	286	24	310	2.0
United Kingdom	78	0	78	0.5
Scandinavia	4	1	5	0.0
Benelux	16	4	20	0.1
Germany	48	3	51	0.3
Other Europe	140	16	156	1.0
AMERICA	1,247	24	1,271	8.1
U.S.A	1,223	24	1,247	7.9
Canada	24	0	24	0.2
ASIA	850	195	1,045	6.6
Japan	46	0	46	0.3
China	515	45	560	3.6
Korea	14	0	14	0.1
Other Asia	275	150	425	2.7
OTHERS	44	3	47	0.3
TOTAL	15,321	398	15,719	100%
PERCENTAGE DISTRIBUTION	97.5	2.5	100%	

Source: Ministry of the Prime Minister and Cabinet; Immigration Division, Ministry of Customs and Revenue 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, May 2023 ¹

Country of Usual Residence	Purpose of Visit							
	Total	Percentage ²	Holiday/ Vacation	Business/ Conference	Visit Friends/ Relatives	Sports	Transit	Others
OCEANIA	13,046	83.0	4,695	1,200	5,601	358	212	980
American Samoa	819	5.2	120	32	293	32	106	236
Fiji	404	2.6	68	107	37	45	32	115
Cook Island	0	0.0	0	0	0	0	0	0
Other Pacific Is	426	2.7	44	147	46	37	42	110
New Zealand	6,902	43.9	2,852	510	2,982	123	19	416
Australia	4,495	28.6	1,611	404	2,243	121	13	103
EUROPE	310	2.0	228	22	19	2	4	35
United Kingdom	78	0.5	53	5	5	0	2	13
Scandinavia	5	0.0	3	0	0	0	0	2
Benelux	20	0.1	17	1	1	0	0	1
Germany	51	0.3	44	1	3	0	1	2
Other Europe	156	1.0	111	15	10	2	1	17
AMERICA	1,271	8.1	398	78	386	20	50	339
U.S.A.	1,247	7.9	380	76	385	20	50	336
Canada	24	0.2	18	2	1	0	0	3
ASIA	1,045	6.6	550	89	62	3	140	201
Japan	46	0.3	15	8	7	1	1	14
China	560	3.6	340	40	36	1	29	114
Korea	14	0.1	6	2	0	0	3	3
Other Asia	425	2.7	189	39	19	1	107	70
OTHER COUNTRIES	47	0.3	20	8	2	0	5	12
TOTAL	15,719	100.0	5,891	1,397	6,070	383	411	1,567
Percentage Distribution ²	100.0		37.5	8.9	38.6	2.4	2.6	10.0

Source: Ministry of the Prime Minister and Cabinet; Immigration Division, Ministry of Customs and Revenue and Samoa Bureau of Statistics.

Note : Overall visitors include transit.

: Sports was re-introduced again in the Purpose of Visit Category as of August 2008.

1: Provisional figures

2: Figures are subject to rounding errors

Table 5: Total Arrivals by Carrier and Purpose of Entry, May 2023 ¹

Carrier	Total		Purpose of Entry			
			Returning Residence	Percentage ²	Total Visitors	Percentage ²
Total	21,796	100%	6,077	27.9	15,719	72.1
AIR	20,666	95.5	5,345	24.6	15,321	70.9
Quantas	1,607	7.4	177	0.8	1,430	6.6
Virgin Australia	2,562	12.4	324	1.6	2,238	10.8
Samoa Airways	1,232	5.7	599	2.7	633	2.9
Talofa Airways	1,144	5.2	474	2.2	670	3.1
Air New Zealand	9,530	43.7	2,974	13.6	6,556	30.1
Fiji Airways	4,281	19.6	792	3.6	3,489	16.0
Other Air Carrier	310	1.4	5	0.0	305	1.4
SEA	1,130	5.2	732	3.4	398	1.8
Lady Samoa IV ³	852	3.9	706	3.2	146	0.7
Yacht	24	0.1	0	0	24	0.1
Other Sea Carrier	254	1.2	26	0.1	228	1.0

Source: Ministry of the Prime Minister and Cabinet; Immigration Division, Ministry of Customs and Revenue and Samoa Bureau of Statistics.

Note: Total visitors include transit.

- 1: Provisional figures
- 2: Figures are subject to rounding errors
- 3: Lady Naomi is now replace by Lady Samoa IV

Table 6: Visitors by Duration of Stay and Place of Stay, May 2023 ¹

Duration of Stay	Place of Stay			
	Total	Hotel/Motel	Private	Not Stated
Total	15,308	5,511	9,131	666
1day	139	113	24	2
2days	206	141	64	1
3days	265	152	98	15
4days	454	230	206	18
5days	733	461	248	24
6days	717	491	197	29
7days	2,952	1,083	1,585	284
8-14days	4,984	1,894	2,993	97
15-30days	3,667	865	2,614	188
31-60days	161	4	154	3
61-90days	234	0	231	3
91-180days	9	0	9	0
181-365days	34	0	34	0
> Year	126	0	126	0
Not Stated	627	77	548	2
Percentage Distribution ²	100	36.0	59.6	4.4

Source: Ministry of the Prime Minister and Cabinet; Immigration Division,
Ministry of Customs and Revenue and Samoa Bureau of Statistics.

Note: Visitors here, exclude transit.

1: Provisional figures

2: Figures are subject to rounding errors