



Samoa Bureau of Statistics

International Arrival Statistics

August 2022

Overview

MONTHLY HIGHLIGHTS:

In August 2022:

□ Total arrivals: 9,456

□ Total visitors: 6,318

□ Total Visitors:

NZ: 2,644 (41.8% of total visitors)

AUST: 1,658 (26.2% of total visitors)

AM. SAM: 719 (11.4% of total visitors)

USA: 386 (6.1% of total visitors)

This is the first series of International Arrival Statistics Report produced by the Samoa Bureau of Statistics since March 2020 due to Covid 19.

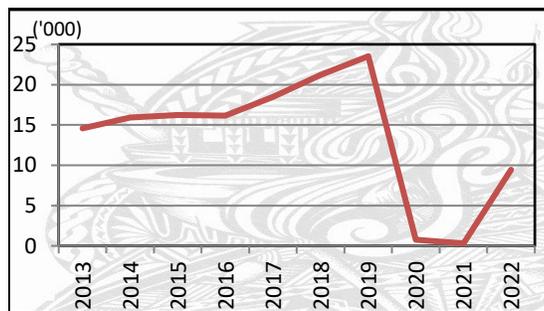
1. TOTAL ARRIVALS

The total International Arrival Statistics recorded for the month of **August 2022**, where the government lifted all its border restrictions permitting foreign nationals to enter, recorded a total of 9,456 arrivals.

Table 1 reveals that only 9,456 passengers arrived during the reference month. Those that travelled to Samoa by Air represented 94.2% while 5.6% was represented by those that travelled by Sea.

Fig 1 below graphically depicts the arrival numbers from August 2013 to August 2022, clearly showing the impact of Covid 19 on arrival numbers since the beginning of 2020.

Fig. 1: August Total Arrivals, 2013 – 2022

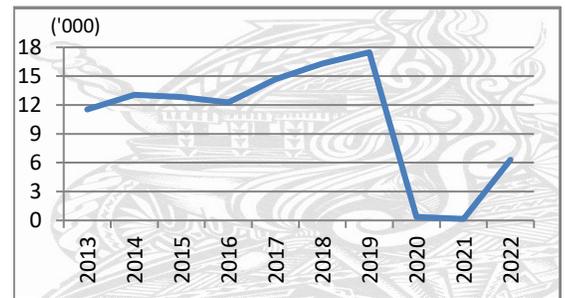


2. TOTAL VISITORS

Table 1 further reveals that 6,318 visitors entered our shores during the month under review.

Fig 2 shows the visitor numbers from August 2013 to August 2020, also showing the impact of Covid 19 on visitor numbers since the beginning of 2020.

Fig. 2: March Total Visitors, 2013 – 2022



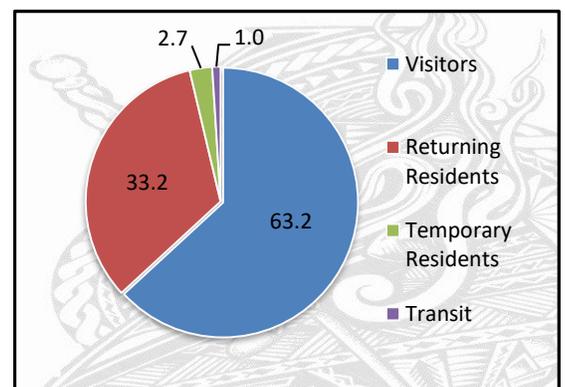
3. TOTAL ARRIVALS BY PURPOSE OF ENTRY

Visitors, (table 2), made up the largest component of all arrivals with 31.9 percent (3,020) represented by females and 31.2 percent (2,954) by males.

Male returning residents made up 20.7 percent (1,959) of total arrivals while their female counterpart made up 12.5 percent (1,179). (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, August 2022



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August 2022	All Arrivals	All Visitors
Number	9,456	6,318
Vist Friends/ Relatives		2,745
Holiday & Vacation		1,745
Business/ Conference		677

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18TH OCTOBER 2022

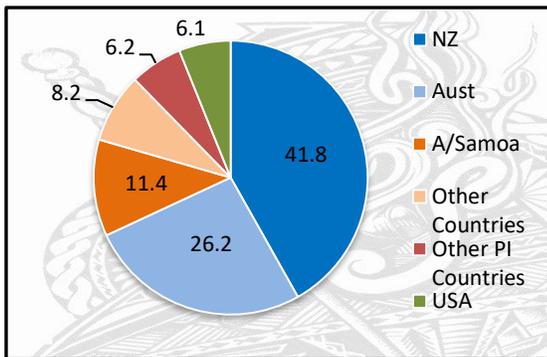
Overview cont'd

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 41.8 percent of total visitors or 2,644 visitors. Australia followed next with a distant 26.2 percent share (1,658).

American Samoa represented 11.4 percent (719) while the United States of America represented 6.1 percent (386) of total visitors. (Refer Fig. 4)

Fig. 4: Total Visitors, by Country of Usual Residence, August 2022

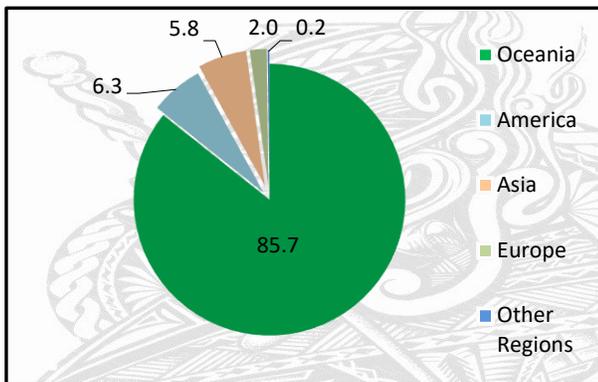


5. TOTAL VISITORS BY REGION

As usual, the Oceanic Region had the highest share of total visitors with 85.7 percent, followed by America with 6.3 percent.

Asia reported a share of 5.8 percent while Europe reported the least share of 2.0 percent. (Refer Fig. 5).

Fig. 5: Total Visitors by Region, August 2022



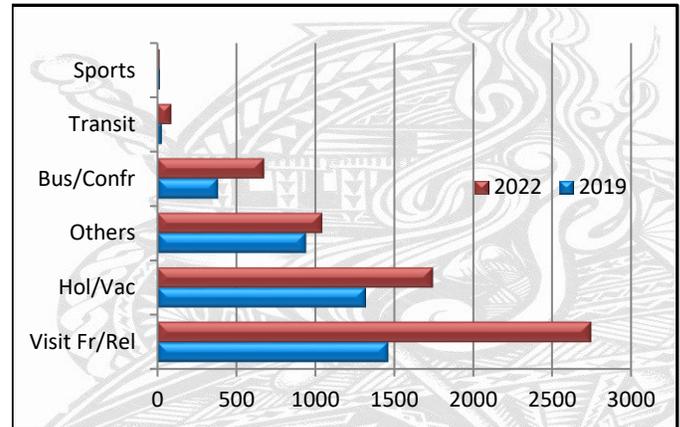
6. TOTAL VISITORS BY PURPOSE OF VISIT

The principal source markets (Table 4) namely New Zealand, Australia, American Samoa and the United States of America constituted 85.5 percent of all visitors visiting Samoa in August 2022.

The majority of visitors (43.4 percent) entered our shores to visit friends and relatives while 27.6 percent entered our shores for holiday and vacation.

Those who were here for Business/ Conference recorded a share of 10.7 percent while those on transit made up 1.4 percent. Fig.6 depicts total visitors by purpose of visit for August 2019 and August 2022.

Fig. 6: Total Visitors, by Purpose of Visit, August 2019 & August 2022

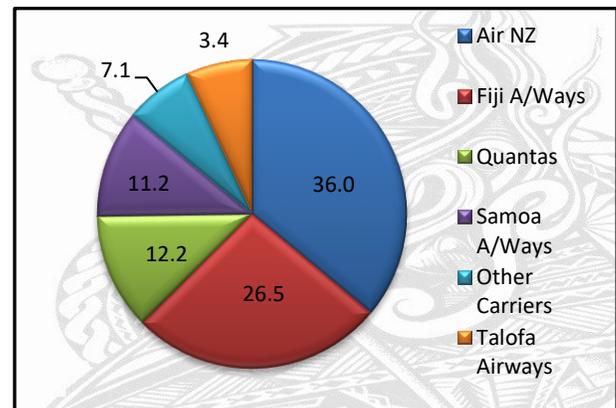


7. TOTAL ARRIVALS BY CARRIER

As depicted in table 5, Air New Zealand carried the highest share of passengers to Samoa with a 36.0 percent share, (3,403 passengers) followed by Fiji Airways with a 26.5 percent share (2,502 passengers).

Quantas brought in 12.2 percent (1,156 passengers) of total arrivals while Samoa Airways and Talofa Airways recorded shares of 11.4 percent (1,076) and 6.9 percent (652) respectively. Fig. 7 illustrates total arrivals by carrier during the reference period.

Fig. 7: Total Arrivals by Carrier, August 2022

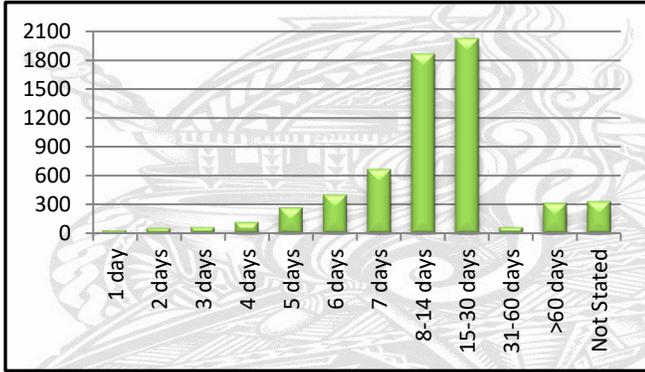


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8. TOTAL VISITORS BY DURATION OF STAY AND PLACE OF STAY

As shown in Fig. 8 below, visitor's duration of stay in Samoa (Table 6) is between eight and thirty days.

Fig. 8: Total Visitors by Duration of Stay, August 2022



On the other hand, the majority of visitors (69.2 percent or 4,311 visitors) reported staying in private accommodations or with families/ relatives while 25.9 percent (1,613) stayed in hotel/ motel. (Refer Fig. 9).

Fig. 9: Total Visitors by Place of Stay, August 2022

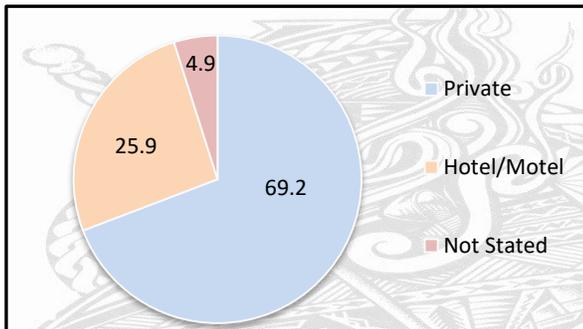
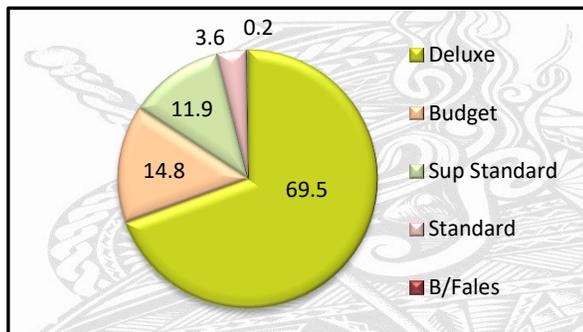


Fig. 10 portrays the number of visitors who stayed in hotels/ motels (1,613) by type of accommodation (hotel/ motel), within the reference month.

Fig. 10: Visitors Staying in Hotels/ Motels by Type of Accommodation, August 2022



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)

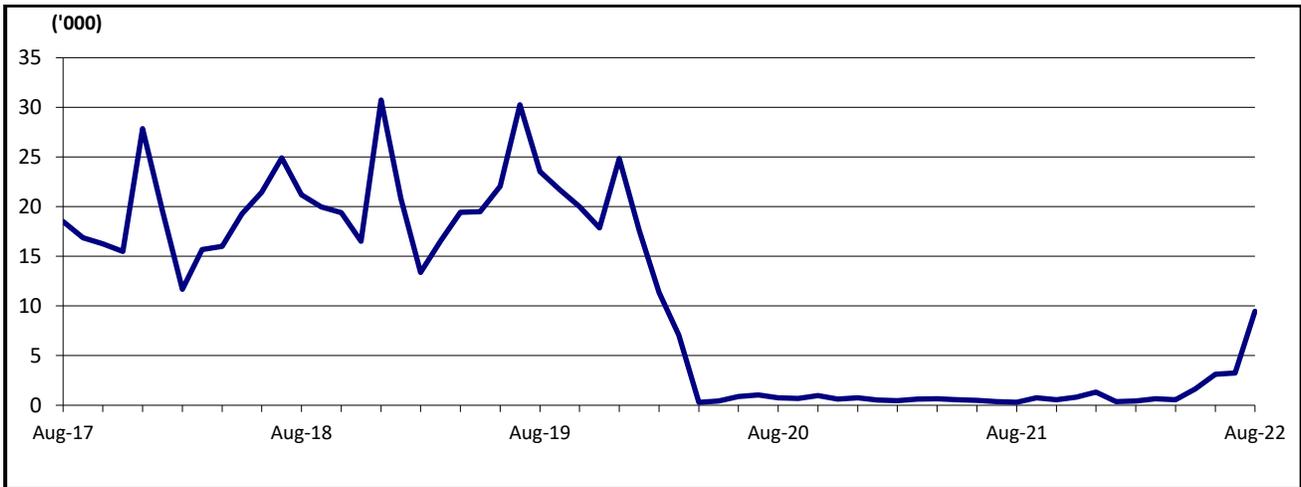
International Arrival Statistics are compiled on a monthly, quarterly and annual basis. These reports can also be extracted from our website: www.sbs.gov.ws

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

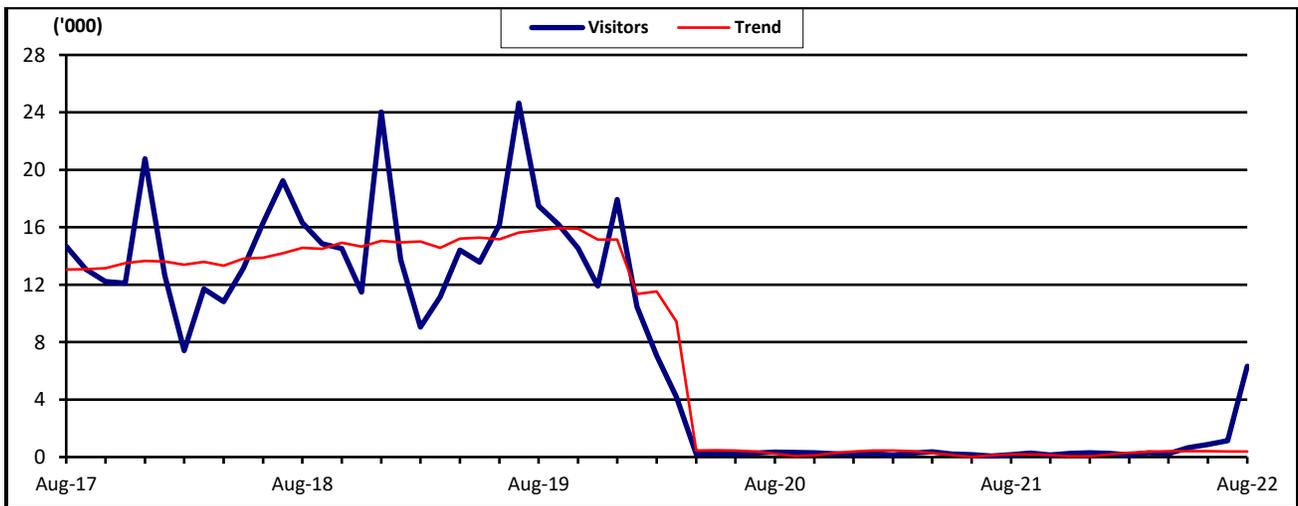
Papaliitele Fasavalu Benjamin Sila
ACTING GOVERNMENT STATISTICIAN/ CEO

APPENDIX

Graph 1: Monthly Total Arrivals, August 2017 – August 2022



Graph 2: Monthly Total Visitors, August 2017 – August 2022



Graph 3: Visitors Percentage Change over Previous month, August 2017 – August 2022

