



Samoa Bureau of Statistics

International Arrival Statistics

December 2022

Overview

MONTHLY HIGHLIGHTS:

In December 2022:

□ Total arrivals: 22,905

Total visitors: 16,779

□ Total Visitors:

NZ: 7,435% of total visitors)

AUST: 5,372 (32.2% of total visitors)

AM. SAM: 1,323 (7.9% of total visitors)

USA: 1,309 (7.8% of total visitors)

INSIDE THIS ISSUE

December 2022	All Arrivals	All Visitors
Number	22,905	16,779
Vist Friends/ Relatives		8,176
Holiday & Vacation		5,869
Business/ Conference		388

8TH FEBRUARY 2022

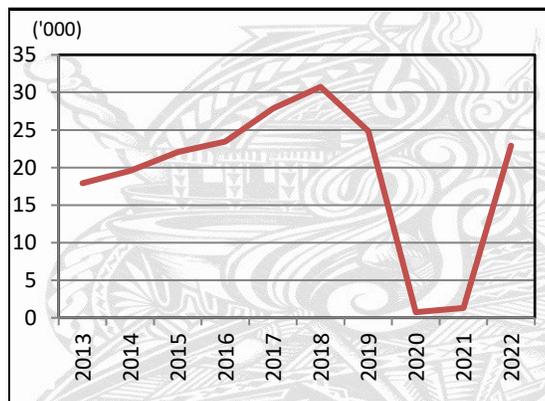
1. TOTAL ARRIVALS

The total International Arrival Statistics recorded for the month of **December 2022** totalling 22,905 arrivals, revealed an increase of 84.1 percent over the previous month of November.

Those that travelled to Samoa by Air represented 91.3% while 8.7% was represented by those that travelled by Sea.

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

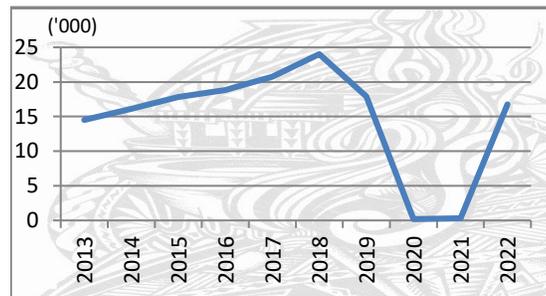
Fig. 1: December Total Arrivals, 2013 – 2022



2. TOTAL VISITORS

Fig 2 shows the visitor numbers from December 2013 to December 2022, showing the same trend as total visitors due to the impact of Covid 19.

Fig. 2: December Total Visitors, 2013 – 2022



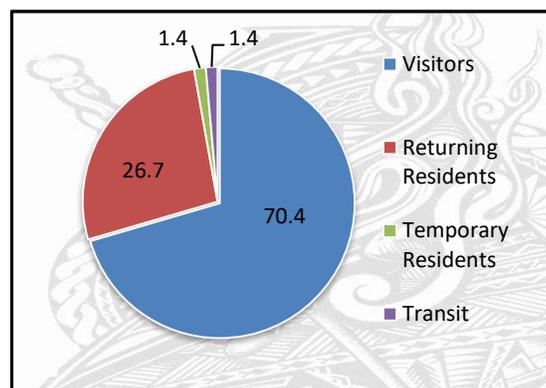
3. TOTAL ARRIVALS BY PURPOSE OF ENTRY

Visitors, (table 2), made up the largest component of all arrivals with 70.4 percent (16,117), represented by 33.6 percent males (7,687) and 36.8 percent females (8,430).

Male returning residents made up 15.8 percent (3,610) of total arrivals while their female counterpart made up 11.0 percent (2,516). (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, December 2022



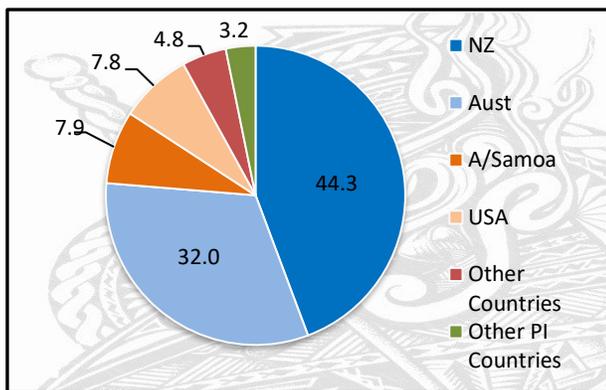
Overview cont'd

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 44.3 percent of total visitors or 7,435 visitors. Australia followed next with a distant 32.0 percent share (5,372).

American Samoa reported 7.9 percent (1,323 visitors) while the United States of America both reported 7.8 percent (1,309) of total visitors. (Refer Fig. 4)

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

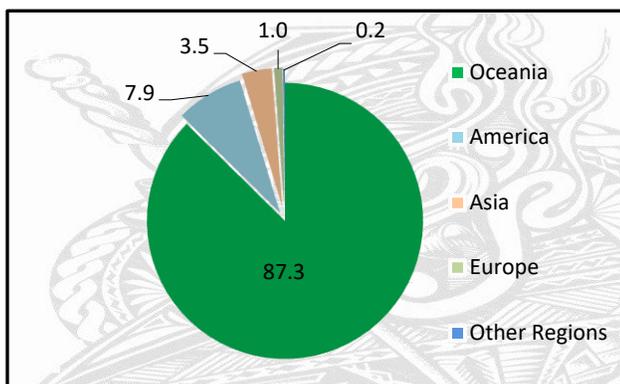


5. TOTAL VISITORS BY REGION

As usual, the Oceanic Region had the highest share of total visitors with 87.3 percent, followed by America with 7.9 percent.

Asia reported a share of 3.5 percent while Europe reported the least share of 1.0 percent. (Refer Fig. 5).

Fig. 5: Total Visitors by Region, December 2022



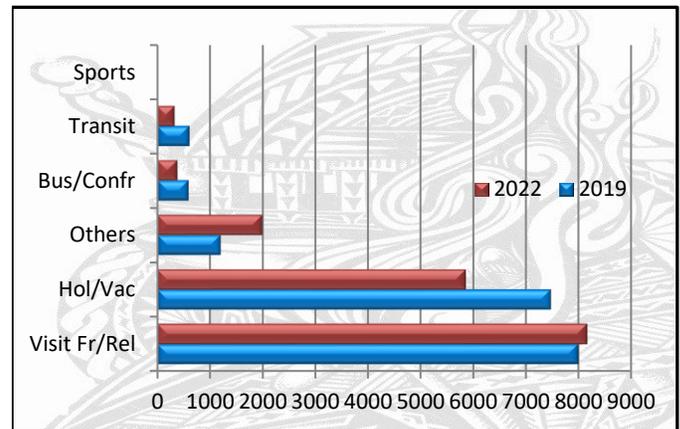
6. TOTAL VISITORS BY PURPOSE OF VISIT

The principal source markets (Table 4) namely New Zealand, Australia, American Samoa and the United States of America constituted 92.0 percent of all visitors visiting Samoa in December 2022.

The majority of visitors (48.7 percent) entered our shores to visit friends and relatives while 35.0 percent entered our shores for holiday and vacation.

Those who were here for Business/ Conference recorded a share of 2.3 percent while those on transit made up 2.0 percent. Fig.6 depicts total visitors by purpose of visit for December 2019 and December 2022.

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

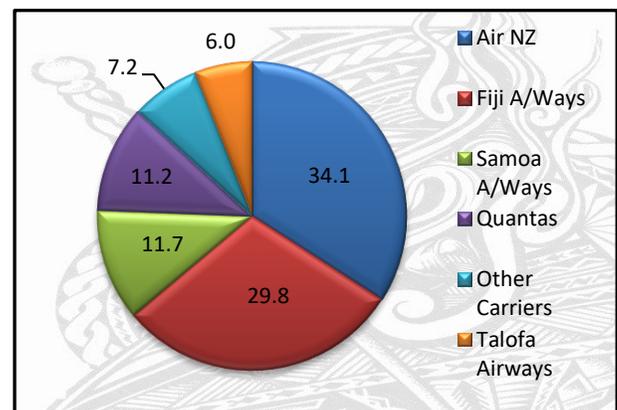


7. TOTAL ARRIVALS BY CARRIER

As depicted in table 5, Air New Zealand carried the highest share of passengers to Samoa with a 46.3 percent share, (10,597 passengers) followed by Fiji Airways with a 21.0 percent share (4,804 passengers).

Samoa Airways brought in 9.1 percent (2,080 passengers) of total arrivals while Quantas and Talofa Airways recorded shares of 8.3 percent (1,908) and 6.6 percent (1,505) respectively. Fig. 7 illustrates total arrivals by carrier during the reference period.

Fig. 7: Total Arrivals by Carrier, December 2022

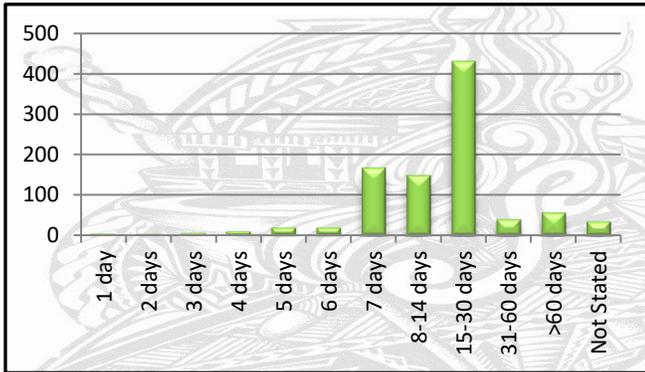


Overview cont'd

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, December 2022



On the other hand, the majority of visitors (78.3 percent or 12,873 visitors) reported staying in private accommodations or with families/ relatives while 16.0 percent (2,630) stayed in hotel/ motel. (Refer Fig. 9).

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

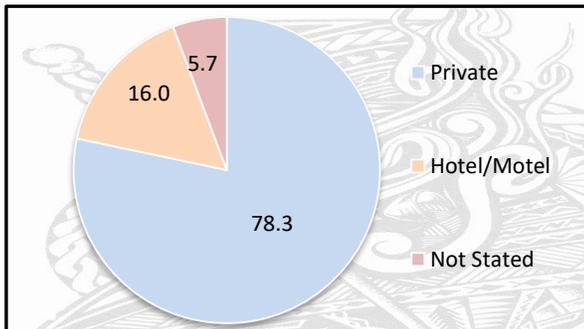
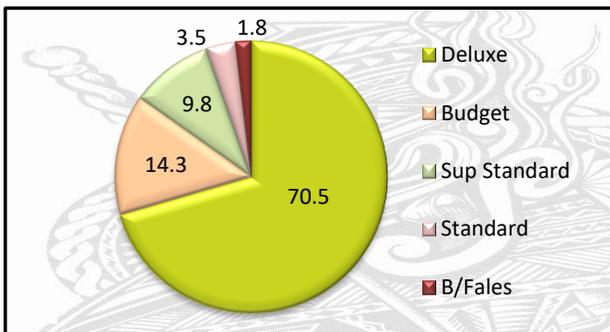


Fig. 10 portrays the number of visitors who stayed in hotels/ motels (2,630) by type of accommodation (hotel/ motel), within the reference month.

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

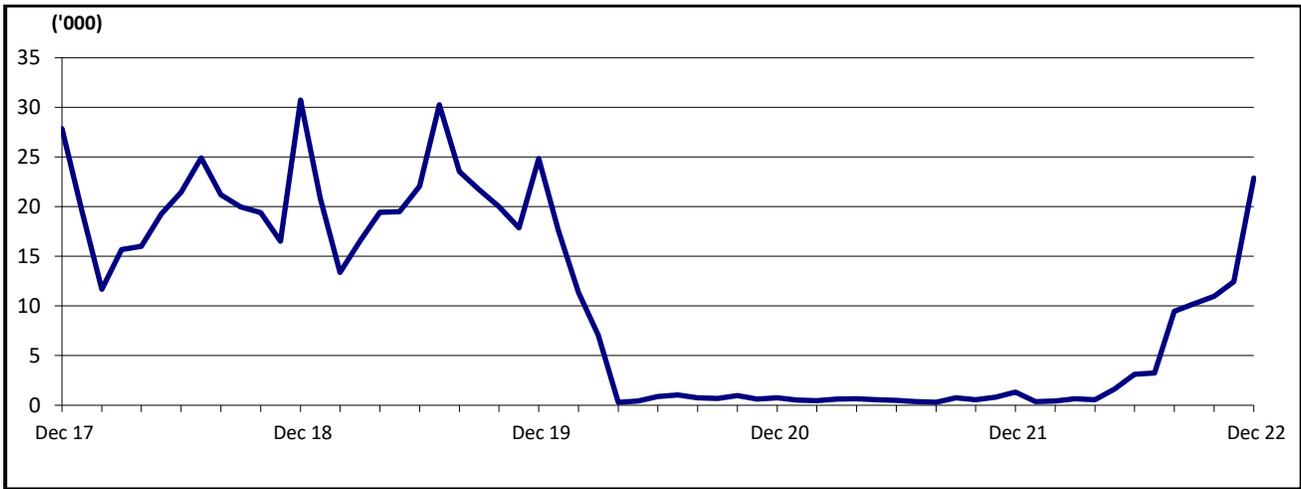
International Arrival Statistics are compiled on a monthly, quarterly and annual basis. These reports can also be extracted from our website: www.sbs.gov.ws

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.

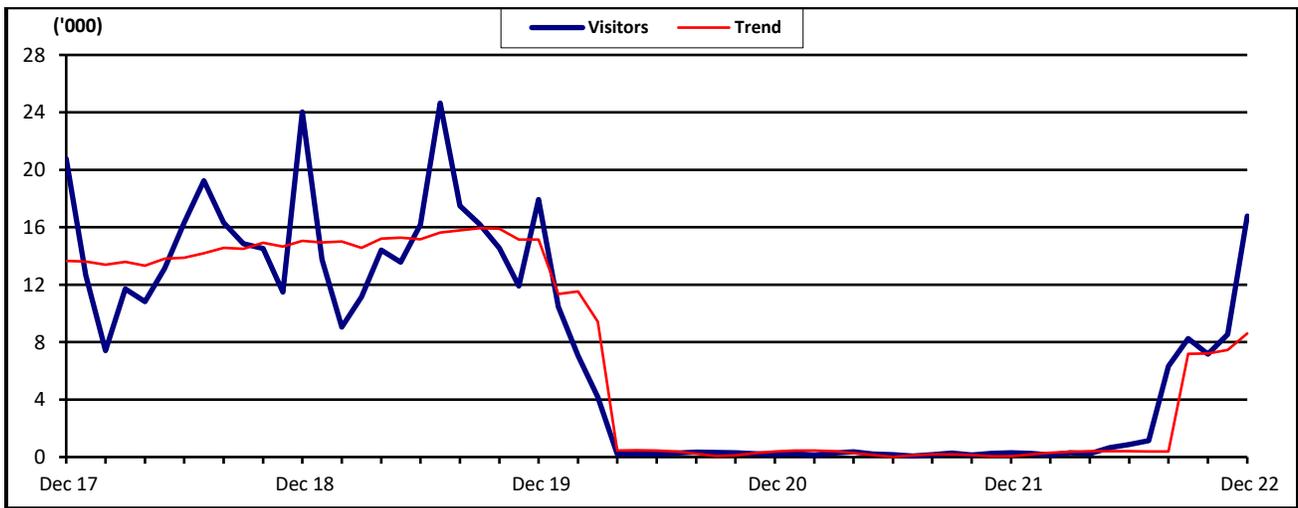
Leota Aliielua Salani
GOVERNMENT STATISTICIAN

APPENDIX

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



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



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

