

Samoa Bureau of Statistics

International Arrival Statistics

November 2022

Overview

MONTHLY HIGHLIGHTS:

In November 2022:

□ Total arrivals: 12,442

☐ Total visitors: 8,530

☐ *Total Visitors:*

NZ:4,090 (47.9% of total visitors)

AUST: 1,810 (21.2% of total viitors)

AM. SAM: 726 (8.5% of total visitors)

USA: 607 (7.1% of total visitors)

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November 2022	All Arrivals	All Visitors
Number	12,442	8,530
Vist Friends/ Relatives		3,696
Holiday & Vacation		2,346
Business/ Conference		754

ISSUE #4

24TH JANUARY 2023

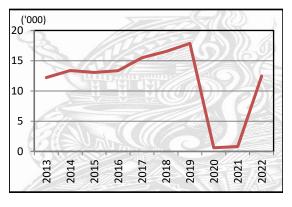
1. TOTAL ARRIVALS

The total International Arrival Statistics recorded for the month of <u>November 2022</u>, revealed an increase of 13.4 percent over the previous month and recorded a total of 12,442 arrivals.

Table 1 reveals that only 12,442 passengers arrived during the reference month. Those that travelled to Samoa by Air repsented 92.4% while 7.6% was represented by those that travelled by Sea.

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

Fig. 1: November Total Arrivals, 2013 - 2022

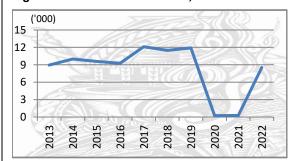


2. TOTAL VISITORS

Table 1 further reveals that 8,530 visitors entered our shores during the month under review revealed an increase of 19.0 percent over the previous month. (Refer Fig. 2)

Fig 2 shows the vistor numbers from November 2013 to November 2022, also showing the impact of Covid 19 on visitor numbers since the beginning of 2020.

Fig. 2: November Total Visitors, 2013 – 2022



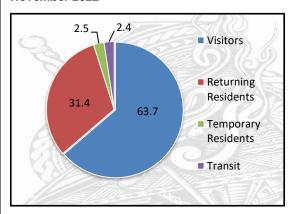
3. TOTAL ARRIVALS BY PURPOSE OF ENTRY

Visitors, (table 2), made up the largest component of all arrivals with 31.6 percent (3,935) represented by males and 32.0 percent (3,986) by females.

Male returning residents made up 17.8 percent (2,213) of total arrivals while their female counterpart made up 13.7 percent (1,699). (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, November 2022

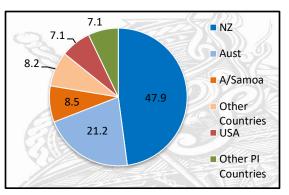


4. TOTAL VISITORS BY COUNTRY OF USUAL RESIDENCE

New Zealand remains as the leading country in visitors' arrival by country of usual residence (Table 3) accounting for 47.9 percent of total visitors or 4,090 visitors. Australia followed next with a distant 21.2 percent share (1,810).

American Samoa represented 8.5 percent (726) while the United States of America represented 7.1 percent (607) of total visitors. (Refer Fig. 4)

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

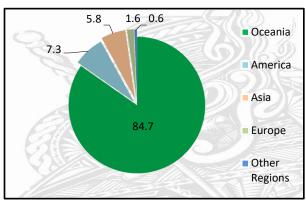


5. TOTAL VISITORS BY REGION

As usual, the Oceanic Region had the highest share of total visitors with 84.7 percent, followed by America with 7.3 percent.

Asia reported a share of 5.8 percent while Europe reported the least share of 1.6 percent. (Refer Fig. 5).

Fig. 5: Total Visitors by Region, November 2022



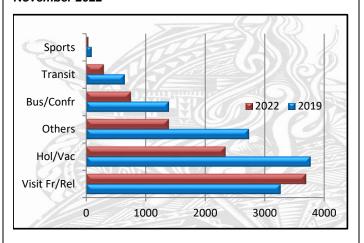
6. TOTAL VISITORS BY PURPOSE OF VISIT

The principal source markets (Table 4) namely New Zealand, Australia, American Samoa and the United States of America constituted 84.8 percent of all visitors visiting Samoa in November 2022.

The majority of visitors (43.3 percent) entered our shores to visit friends and relatives while 27.5 percent entered our shores for holiday and vacation.

Those who were here for Business/ Conference recorded a share of 8.8 percent while those on transit made up 3.5 percent. Fig.6 depicts total visitors by purpose of visit for November 2019 and November 2022.

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

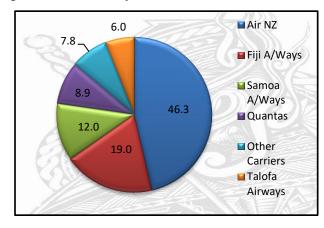


7. TOTAL ARRIVALS BY CARRIER

As depicted in table 5, Air New Zealand carried the highest share of passengers to Samoa with a 46.3 percent share, (5,759 passengers) followed by Fiji Airways with a 19.0 percent share (2,363 passengers).

Samoa Airways brought in 12.0 percent (1,490 passengers) of total arrivals while Quantas and Talofa Airways recorded shares of 8.9 percent (1,106) and 6.0 percent (748) respectively. Fig. 7 illustrates total arrivals by carrier during the reference period.

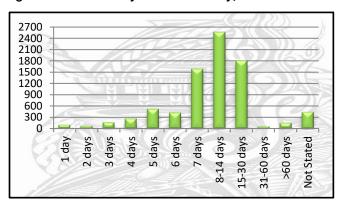
Fig. 7: Total Arrivals by Carrier, November 2022



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, November 2022



On the other hand, the majority of visitors (60.5 percent or 4,980 visitors) reported staying in private accommodations or with families/ relatives while 28.7 percent (2,363) stayed in hotel/ motel. (Refer Fig. 9).

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

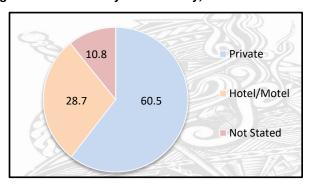
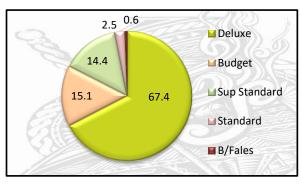


Fig. 10 portrays the number of visitors who stayed in hotels/motels (2,363) by type of accommodation (hotel/ motel), within the reference month.

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

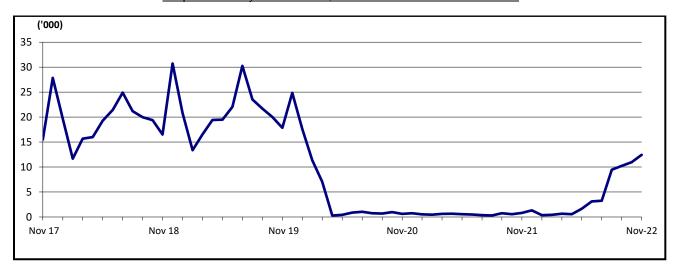
- (1) Faleolo International Airport
- (2) Apia Wharf (Matautu Port)

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

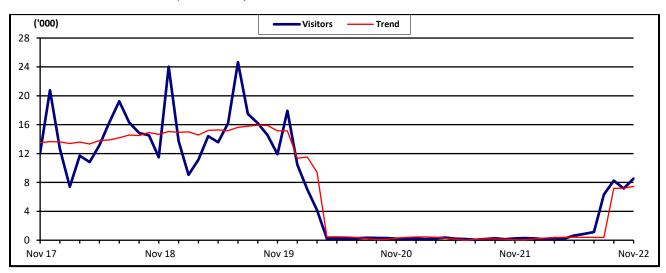
It is envisaged that the Bureau will continue to produce the monthly International Arrivals Statistics on a regular basis, given that travel restrictions has now been completely removed. The migration report for the month of December will be released tentative.

Leota Aliielua Salani CHIEF EXCUTIVE OFFICER

Graph 1: Monthly Total Arrivals, November 2017 - November 2022



Graph 2: Monthly Total Visitors, November 2017 - November 2022



Graph 3: Visitors Percentage Change over Previous month, November 2017 - November 2022

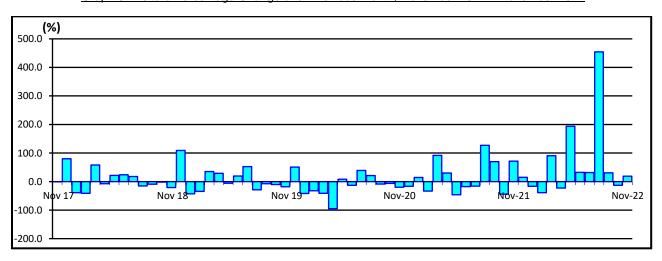


Table 1: Monthly Arrival and Departure by Mode of Travel and Net Migration, 2011 - 2022¹

Air 24,706 31,945 22,171 28,623 35,012 40,288 53,468 67,651 73,920 20,520 1,096	Sea 2,898 2,749 2,502 3,172 4,031 5,801 4,047 4,845 6,938 3,463 1,495	Total 127,604 134,694 124,673 131,795 139,043 146,089 157,515 172,496 180,858 23,983	Air 159,660 167,211 157,542 166,075 176,782 186,810 204,105 227,487 239,437 38,086	Sea 5,738 5,509 5,335 7,638 8,248 10,586 8,135 9,019 10,534	Total 165,398 172,720 162,877 173,713 185,030 197,396 212,240 236,506	Air 163,605 167,842 162,333 170,742 181,343 193,759 210,827	Sea 6,216 6,297 5,885 8,275 8,867 9,955 9,228	Total 169,821 174,139 168,218 179,017 190,210 203,714 220,055	Migration -4,423 -1,419 -5,341 -5,304 -5,180 -6,318 -7,815
31,945 22,171 28,623 35,012 40,288 53,468 67,651 73,920 0,520 1,096	2,749 2,502 3,172 4,031 5,801 4,047 4,845 6,938 3,463	134,694 124,673 131,795 139,043 146,089 157,515 172,496 180,858 23,983	167,211 157,542 166,075 176,782 186,810 204,105 227,487 239,437	5,509 5,335 7,638 8,248 10,586 8,135 9,019	172,720 162,877 173,713 185,030 197,396 212,240	167,842 162,333 170,742 181,343 193,759 210,827	6,297 5,885 8,275 8,867 9,955 9,228	174,139 168,218 179,017 190,210 203,714 220,055	-1,419 -5,341 -5,304 -5,180 -6,318
22,171 28,623 35,012 40,288 53,468 67,651 73,920 60,520 1,096	2,502 3,172 4,031 5,801 4,047 4,845 6,938 3,463	124,673 131,795 139,043 146,089 157,515 172,496 180,858 23,983	157,542 166,075 176,782 186,810 204,105 227,487 239,437	5,335 7,638 8,248 10,586 8,135 9,019	162,877 173,713 185,030 197,396 212,240	162,333 170,742 181,343 193,759 210,827	5,885 8,275 8,867 9,955 9,228	168,218 179,017 190,210 203,714 220,055	-5,341 -5,304 -5,180 -6,318
28,623 35,012 40,288 53,468 67,651 73,920 90,520 1,096	3,172 4,031 5,801 4,047 4,845 6,938 3,463	131,795 139,043 146,089 157,515 172,496 180,858 23,983	166,075 176,782 186,810 204,105 227,487 239,437	7,638 8,248 10,586 8,135 9,019	173,713 185,030 197,396 212,240	170,742 181,343 193,759 210,827	8,275 8,867 9,955 9,228	179,017 190,210 203,714 220,055	-5,304 -5,180 -6,318
35,012 40,288 53,468 67,651 73,920 90,520 1,096	4,031 5,801 4,047 4,845 6,938 3,463	139,043 146,089 157,515 172,496 180,858 23,983	176,782 186,810 204,105 227,487 239,437	8,248 10,586 8,135 9,019	185,030 197,396 212,240	181,343 193,759 210,827	8,867 9,955 9,228	190,210 203,714 220,055	-5,180 -6,318
40,288 53,468 67,651 73,920 60,520 1,096	4,031 5,801 4,047 4,845 6,938 3,463	146,089 157,515 172,496 180,858 23,983	186,810 204,105 227,487 239,437	8,248 10,586 8,135 9,019	197,396 212,240	193,759 210,827	8,867 9,955 9,228	203,714 220,055	-5,180 -6,318
40,288 53,468 67,651 73,920 60,520 1,096	5,801 4,047 4,845 6,938 3,463	146,089 157,515 172,496 180,858 23,983	186,810 204,105 227,487 239,437	10,586 8,135 9,019	197,396 212,240	193,759 210,827	9,955 9,228	203,714 220,055	-6,318
53,468 67,651 73,920 0,520 1,096	4,047 4,845 6,938 3,463	157,515 172,496 180,858 23,983	204,105 227,487 239,437	8,135 9,019	212,240	210,827	9,228	220,055	
67,651 73,920 0,520 1,096	4,845 6,938 3,463	172,496 180,858 23,983	227,487 239,437	9,019	•	•	•		
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1,096	3,463	23,983	·		249,971	248,499	9,835	258,334	-8,363
1,096	•	•	< x (1) X fs	4,287	42,373	36,471	3,937	50,582	-8,209
·	1,495		5,011	2,452	7,463	8,614	1,462	12,994	-5,531
3 712		2,591	5,011	2020	7,403	8,014	1,402	12,994	-5,531
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									-461
									-252
0	203		565	300	865	302	227		336
0	282	282	674	363	1,037	289	389	678	359
0	342	342	369	390	759	336	352	688	71
0	312	312	312	372	684	151	348	499	185
0	292	292	640	348	988	206	364	570	418
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28	167	195	509		745	253	301	554	191
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		70							-347
74	85	159	179	121	300	715	13	728	-428
45	225	270	377	369	746	798	300	1098	-352
49	102	151	382	183	565	1037	247	1284	-719
98	161	259	567	244	811	1999	172	2171	-1360
194	103	297	1,078	239	1,317	2038	212	2250	-933
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Source: Ministry of the Prime Minister and Cabinet-Immigration Division; Ministry of Customs and Revenue and Samoa Bureau of Statistics.

1: Provisional figures

... Denote not yet available

Table 2: Total Arrivals by Age, Purpose of Entry and Sex, November 2022 1

							Purp	ose of Er	itry						_
Age	Total Visitors				Returning Residents				Transit Tempo			porary Residents			
	Total	Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female
Total	12,442	6,496	5,946	7,921	3,935	3,986	3,912	2,213	1,699	302	163	139	307	185	122
0 - 4	403	200	203	304	152	152	79	37	42	8	5	3	12	6	6
5 - 9	389	190	199	307	152	155	64	32	32	12	4	8	6	2	4
10 - 14	392	193	199	323	164	159	59	26	33	8	2	6	2	1	1
15 - 19	521	238	283	380	168	212	127	63	64	5	1	4	9	6	3
20 - 24	979	505	474	565	243	322	357	222	135	18	7	11	39	33	6
25 - 29	1,055	577	478	628	306	322	399	256	143	17	11	6	11	4	7
30 - 34	1,079	597	482	604	297	307	399	250	149	40	21	19	36	29	7
35 - 39	938	502	436	558	279	279	314	184	130	43	26	17	23	13	10
40 - 44	1,070	559	511	658	340	318	346	183	163	34	19	15	32	17	15
45 - 49	997	514	483	614	309	305	334	174	160	30	18	12	19	13	6
50 - 54	1,127	617	510	719	389	330	361	200	161	24	14	10	23	14	9
55 - 59	1,053	552	501	632	315	317	371	213	158	21	10	11	29	14	15
60 - 64	951	490	461	626	319	307	296	156	140	14	10	4	15	5	10
65 - 69	705	356	349	461	224	237	212	115	97	15	8	7	17	9	8
70 - 74	419	241	178	282	159	123	109	65	44	8	5	3	20	12	8
75 +	364	165	199	260	119	141	85	37	48	5	2	3	14	7	7
% DISTRIBUTION 2	100	52.2	47.8	63.7	31.6	32.0	31.4	17.8	13.7	2.4	1.3	1.1	2.5	1.5	1.0

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, November 2022 1

	IM	lode of Travel		D
Country of Usual Residence	Air	Sea	Total	Percentage %
OCEANIA	7,036	191	7,227	84.7
American Samoa	688	38	726	8.5
Fiji	309	23	332	3.9
Cook Island	0	0	0	0
Other Pacific Is	228	41	269	3.2
New Zealand	4,010	80	4,090	47.9
Australia	1,801	9	1,810	21.2
EUROPE	137	1	138	1.6
United Kingdom	49	1	50	0.6
Scandinavia	12	0	12	0.1
Benelux	2	0	2	0.0
Germany	27	0	27	0.3
Other Europe	47	0	47	0.6
AMERICA	585	36	621	7.3
U.S.A	572	35	607	7.1
Canada	13	1	14	0.2
ASIA	278	216	494	5.8
Japan	26	0	26	0.3
China	77	32	109	1.3
Korea	10	0	10	0.1
Other Asia	165	184	349	4.1
OTHERS	49	1	50	0.6
TOTAL	8,085	445	8,530	100%
PERCENTAGE DISTRIBUTION	94.8	5.2	100%	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 Pupose of Visit, November 2022 1

				Purpose	of Visit			
Country of Usual Residence	Total	Percentage ²	Holiday/ Vacation	Business/ Conference	Visit Friends/ Relatives	Sports	Transit	Others
OCEANIA	7,227	84.7	2,011	655	3,288	34	228	1,011
American Samoa	726	8.5	147	22	254	5	110	188
Fiji	332	3.9	52	111	50	2	48	69
Cook Island	0	0.0	0	0	0	0	0	0
Other Pacific Is	269	3.2	77	102	34	3	13	40
New Zealand	4,090	47.9	1,248	279	2,031	9	44	479
Australia	1,810	21.2	487	141	919	15	13	235
EUROPE	138	1.6	85	11	22	1	7	12
United Kingdom	50	0.6	32	5	7	0	3	3
Scandinavia	12	0.1	7	1	2	1	0	1
Benelux	2	0.0	1	0	0	0	0	1
Germany	27	0.3	19	0	3	0	2	3
Other Europe	47	0.6	26	5	10	0	2	4
AMERICA	621	7.3	126	37	347	4	19	88
U.S.A.	607	7.1	118	35	345	3	19	87
Canada	14	0.2	8	2	2	1	0	1
ASIA	494	5.8	108	39	35	0	39	273
Japan	26	0.3	2	11	5	0	1	7
China	109	1.3	40	11	10	0	3	45
Korea	10	0.1	4	0	3	0	0	3
Other Asia	349	4.1	62	17	17	0	35	218
OTHER COUNTRIES	50	0.6	16	12	4	0	9	9
TOTAL	8,530	100.0	2,346	754	3,696	39	302	1,393
Percentage Distribution ²	100	.0	27.5	8.8	43.3	0.5	3.5	16.3

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, November 2022 ¹

				Purpose of Entry						
Carrier	Total		Returning Residence	Percentage ²	Total Visitors	Percentage ²				
Total	12,442	100%	3,909	31.4	8,533	68.6				
AIR	11,493	92.4	3,408	27.4	8,085	65.0				
Quantas ³	1,106	8.9	335	2.7	771	6.2				
Samoa Airways ⁴	1,490	12.0	687	5.5	803	6.5				
Talofa Airways	748	6.0	338	2.7	410	3.3				
Air New Zealand	5,759	46.3	1,418	11.4	4,341	34.9				
Fiji Airways ⁵	2,363	19.0	630	5.1	1,733	13.9				
Other Air Carrier	27	0.2	0	0.0	27	0.2				
SEA	949	7.6	501	4.0	448	3.6				
Lady Naomi	501	4.0	425	3.4	76	0.6				
Yacht	24	0.2	0	0	24	0.2				
Other Sea Carrier	424	3.4	76	0.6	348	2.8				

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: Virgin Samoa is now called Virgin Australia
- 4: Polynesian Airlines is now called Samoa Airways
- 5: Air Pacific is now called Fiji Airways

<u>Table 6: Visitors by Duration of Stay and Place of Stay, November 2022</u> 1

as:				
Duration of Stay	Total	Hotel/Motel	Private	Not Stated
Total	8,228	2,363	4,980	885
1day	103	94	6	3
2days	73	36	31	6
3days	170	98	62	10
4days	273	170	85	18
5days	530	274	221	35
6days	431	253	144	34
7days	1,598	549	777	272
8-14days	2,571	657	1,689	225
15-30days	1,818	196	1,369	253
31-60days	60	0	59	1
61-90days	70	0	58	12
91-180days	8	0	8	0
181-365days	12	0	12	0
> Year	62	0	58	4
Not Stated	449	36	401	12
Percentage Distribution ²	100	28.7	60.5	10.8

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