



# Samoa Bureau of Statistics

## International Arrival Statistics

September 2022

### Overview

#### MONTHLY HIGHLIGHTS:

In September 2022:

- Total arrivals: 10,221
- Total visitors: 8,261
- Total Visitors:
  - NZ: 3,961 (47.9% of total visitors)
  - AUST: 1,835 (22.2% of total visitors)
  - AM. SAM: 723 (8.8% of total visitors)
  - USA: 724 (8.8% of total visitors)

#### INSIDE THIS ISSUE

September 2022	All Arrivals	All Visitors
Number	10,221	8,261
Vist Friends/Relatives		3,617
Holiday & Vacation		2,399
Business/Conference		900

#### ISSUE #2

7<sup>TH</sup> NOVEMBER 2022

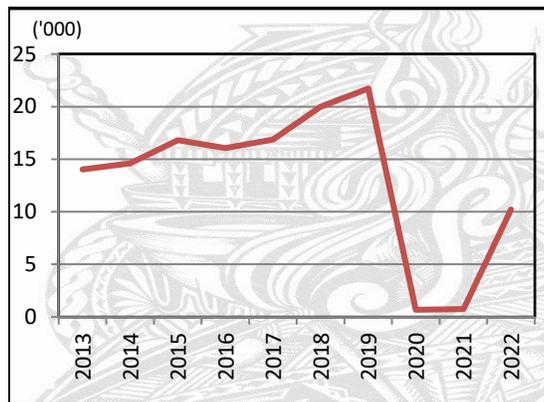
#### 1. TOTAL ARRIVALS

The total International Arrival Statistics recorded for the month of **September 2022** totalling 10,221 arrivals, revealed an increase of 8.1 percent over the previous month of August.

Table 1 reveals that only 10,221 passengers arrived during the reference month. Those that travelled to Samoa by Air represented 93.1% while 6.9% was represented by those that travelled by Sea.

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

**Fig. 1: September Total Arrivals, 2013 – 2022**

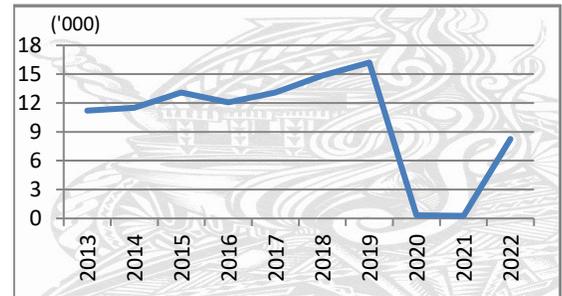


#### 2. TOTAL VISITORS

Table 1 further reveals that 8,261 visitors entered our shores during the month under review showing an increase of 30.8 percent over the previous month of August. (Refer Fig. 2)

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

**Fig. 2: September Total Visitors, 2013 – 2022**



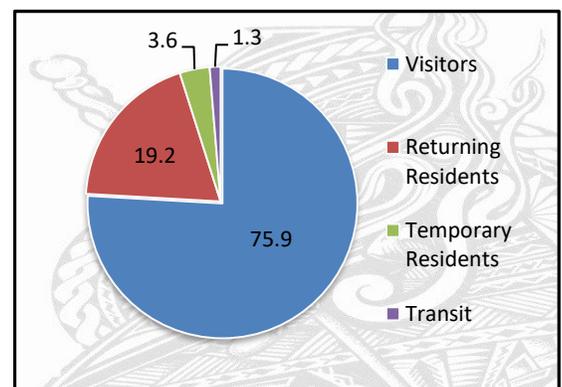
#### 3. TOTAL ARRIVALS BY PURPOSE OF ENTRY

Visitors, (table 2), made up the largest component of all arrivals with 41.8 percent (4,275) represented by males and 34.1 percent (3,482) by females.

Male returning residents made up 13.1 percent (1,337) of total arrivals while their female counterpart made up 6.1 percent (623). (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, September 2022**



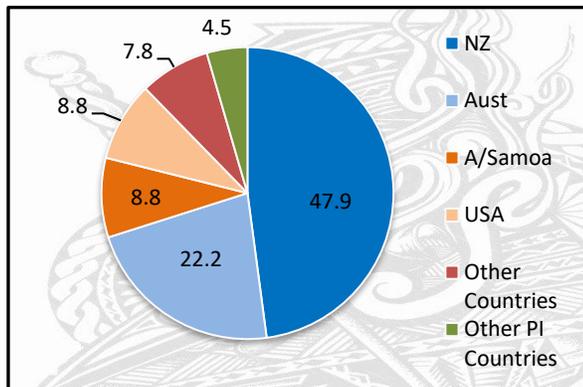
# Overview cont'd

## 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 47.9 percent of total visitors or 3,961 visitors. Australia followed next with a distant 22.2 percent share (1,835).

American Samoa and the United States of America both represented 8.8 percent of total visitors. (Refer Fig. 4)

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

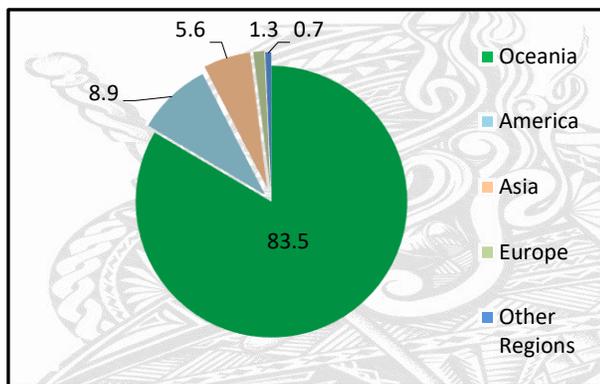


## 5. TOTAL VISITORS BY REGION

As usual, the Oceanic Region had the highest share of total visitors with 83.5 percent, followed by America with 8.9 percent.

Asia reported a share of 5.6 percent while Europe reported the least share of 1.3 percent. (Refer Fig. 5).

**Fig. 5: Total Visitors by Region, September 2022**



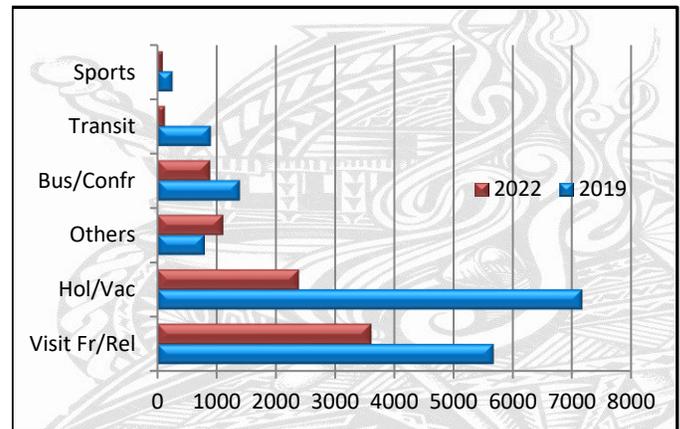
## 6. TOTAL VISITORS BY PURPOSE OF VISIT

The principal source markets (Table 4) namely New Zealand, Australia, American Samoa and the United States of America constituted 87.7 percent of all visitors visiting Samoa in September 2022.

The majority of visitors (43.8 percent) entered our shores to visit friends and relatives while 29.0 percent entered our shores for holiday and vacation.

Those who were here for Business/ Conference recorded a share of 10.9 percent while those on transit made up 1.6 percent. Fig.6 depicts total visitors by purpose of visit for August 2019 and August 2022.

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

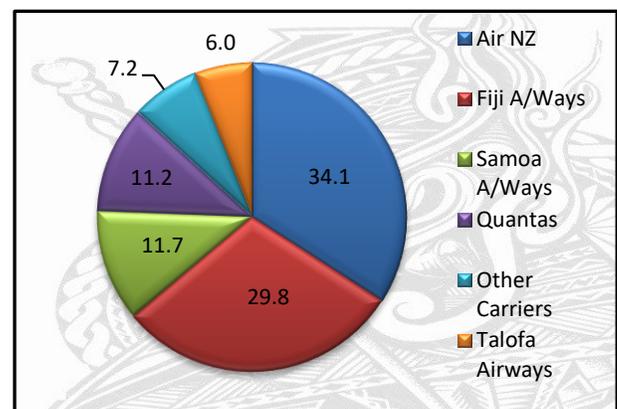


## 7. TOTAL ARRIVALS BY CARRIER

As depicted in table 5, Air New Zealand carried the highest share of passengers to Samoa with a 34.1 percent share, (3,486 passengers) followed by Fiji Airways with a 29.8 percent share (3,045 passengers).

Samoa Airways brought in 11.7 percent (1,195 passengers) of total arrivals while Quantas and Talofa Airways recorded shares of 11.2 percent (1,145) and 6.0 percent (615) respectively. Fig. 7 illustrates total arrivals by carrier during the reference period.

**Fig. 7: Total Arrivals by Carrier, September 2022**

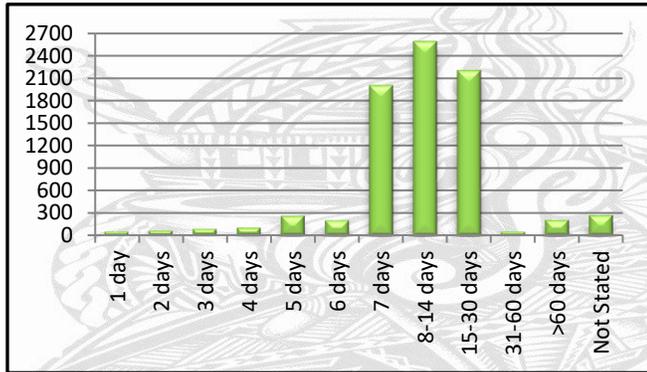


# Overview cont'd

## 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, September 2022**



On the other hand, the majority of visitors (63.7 percent or 5,180 visitors) reported staying in private accommodations or with families/ relatives while 27.9 percent (2,267) stayed in hotel/ motel. (Refer Fig. 9).

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

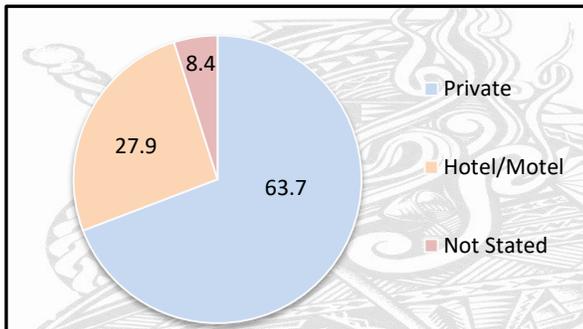
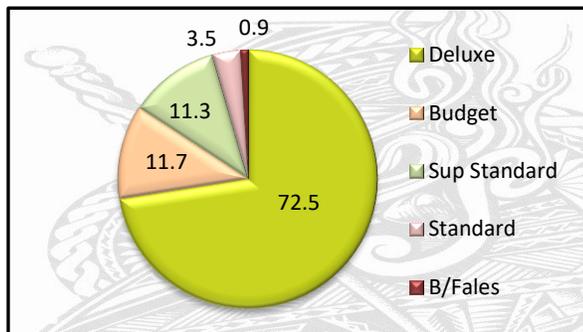


Fig. 10 portrays the number of visitors who stayed in hotels/ motels (2,267) by type of accommodation (hotel/ motel), within the reference month.

**Fig. 10: Visitors Staying in Hotels/ Motels by Type of Accommodation, September 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](http://www.sbs.gov.ws)

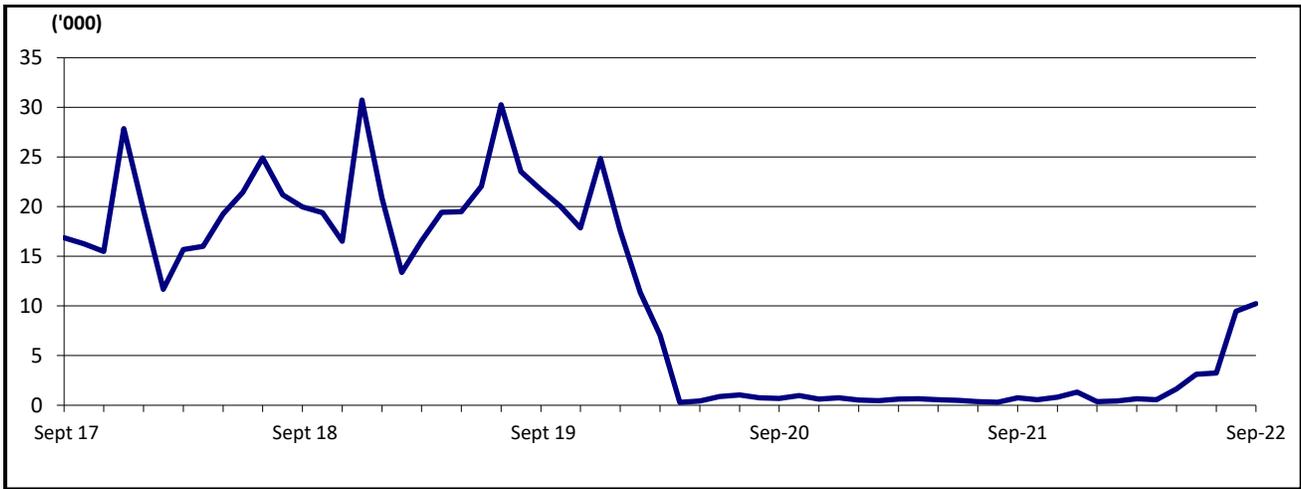
It is envisaged that the Bureau will continue to produce the monthly International Arrivals Statistics on a regular basis, given that travel restrictions has now been completely removed.

**Leota Aliielua Salani**

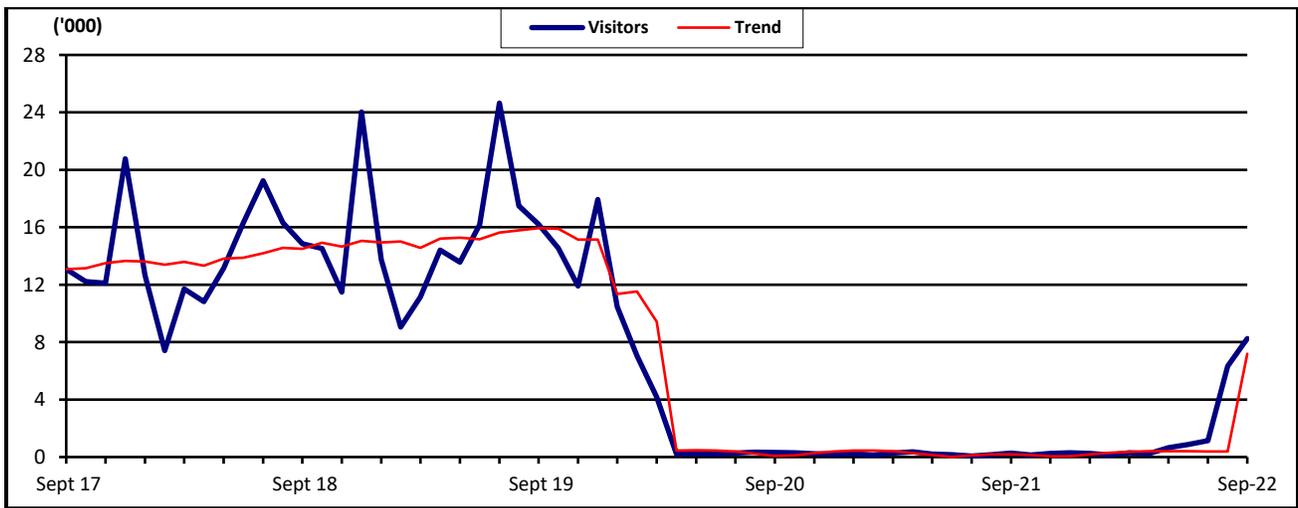
**GOVERNMENT STATISTICIAN**

**APPENDIX**

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



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



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

