

SAMOA

International Visitor Survey Report
January - June 2025



Acknowledgements

- ❖ The Pacific Tourism Organisation (SPTO) extends its sincere gratitude to all contributors who supported the preparation of this report on IVS data for the period January to June 2025.
- ❖ Fa’afetai lava to the Samoa Tourism Authority Research team for their invaluable assistance in compiling and sharing email addresses from immigration cards, as well as providing analytical support for this report.
- ❖ A special acknowledgment to all visitors who generously took time out of their busy schedules to complete the survey.
- ❖ Finally, we express our heartfelt thanks to the New Zealand Government for their continued support and collaboration.

Executive Summary

- ❖ The survey, conducted from January – June 2025, analyzed 1,946 responses out of 12,451 survey links sent, representing 6% of actual visitors and a 16% response rate. Among the respondents, 39% were first-time visitors, and the average household income was USD 85,342.
- ❖ Respondents were primarily attracted by their friends and family in Samoa, the culture and history of Samoa, the relaxing atmosphere and the warm weather. A substantial 96% of respondents indicated they would recommend Samoa to others, and 91% expressed willingness to return.
- ❖ The average prepaid spend per respondent was USD 2,488, with an estimated 55% flowing into the local economy. In-country spending per respondent per trip averaged USD 771 with an average stay of 9.6 nights.
- ❖ This contributed to an *estimated** economic impact of USD 169 million from January – June 2025.
- ❖ Visitors found the clean environment, local people and attractions most appealing. However, customer service, infrastructure and care for the environment were the least appealing aspects. To improve the overall visitor experience, suggestions included customer service training, maintenance and upgrading of existing infrastructure and increasing clean ups and beautification especially in the main town areas.

*Note: *based on total visitor numbers of 79,349 for the same period*

Background

- ❖ IVS data from January to June 2025 is analysed to help us understand the visitor experience and gain insights into the Samoan tourism industry.
- ❖ The report includes key sections on visitor profiles and characteristics, information and decision-making, visitor expenditure and satisfaction.
- ❖ All analyses are conducted based on the IVS respondents
- ❖ The estimated rate of prepaid expenditure flowing into local economy is 55%, however, this rate is an estimate based on data from other Pacific Island countries. In the future, research into visitor expenditure with tourism operators and related sectors in Samoa will be undertaken and this will be used to provide a more accurate estimate for Samoa.
- ❖ All amounts have been converted to *Samoan Tala* (WST) and US Dollar (USD) currency using average rates.

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IVS Respondents January – June 2025



12,451 Total emails sent



1,946 Cleaned responses

16%

Conversion rate

Note: 2,250 responses were received. After data cleaning, 1,946 responses remained.

Responses covered



3,704 Adults



823 Children

6%

Of Jan-Jun 2025 actual arrivals

Note: The above breakdown is derived from the Local Spend Question – How many adults and children were included in your local expenditures?

Samoa International Visitor Survey

Snapshot January – June 2025



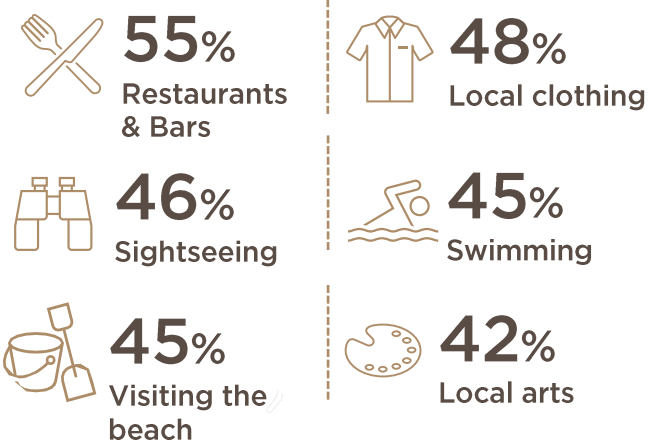
Country of Residence



Purpose of Visit



Most Participated Activities



Regions Visited



40%
40-59 years old



USD 85,342
Avg. Household Income



59%
Accompanied by Partner / spouse



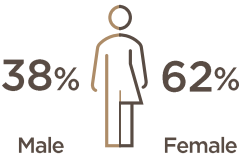
39%
1st time visitor



27%
Solo traveller



91%
Visitors are willing to return.



9.6 nights
Average length of stay



96%
Visitors are willing to recommend.



Most Appealing

41% Accommodation



Least Appealing

14% Customer service



Improvement

18% Customer service



Economic Impact

USD 1,369
Avg. prepaid spend per person per trip



USD 771
Avg. local spend per person per trip



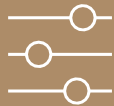
USD 2,140
Total Expenditure per person per trip

Note: *VFR – Visiting friends & relatives. Fa'alavelave – family/cultural commitments

Report Structure



Visitor
Profile



Visitor
Characteristics
& Preferences



Information &
Decision Making

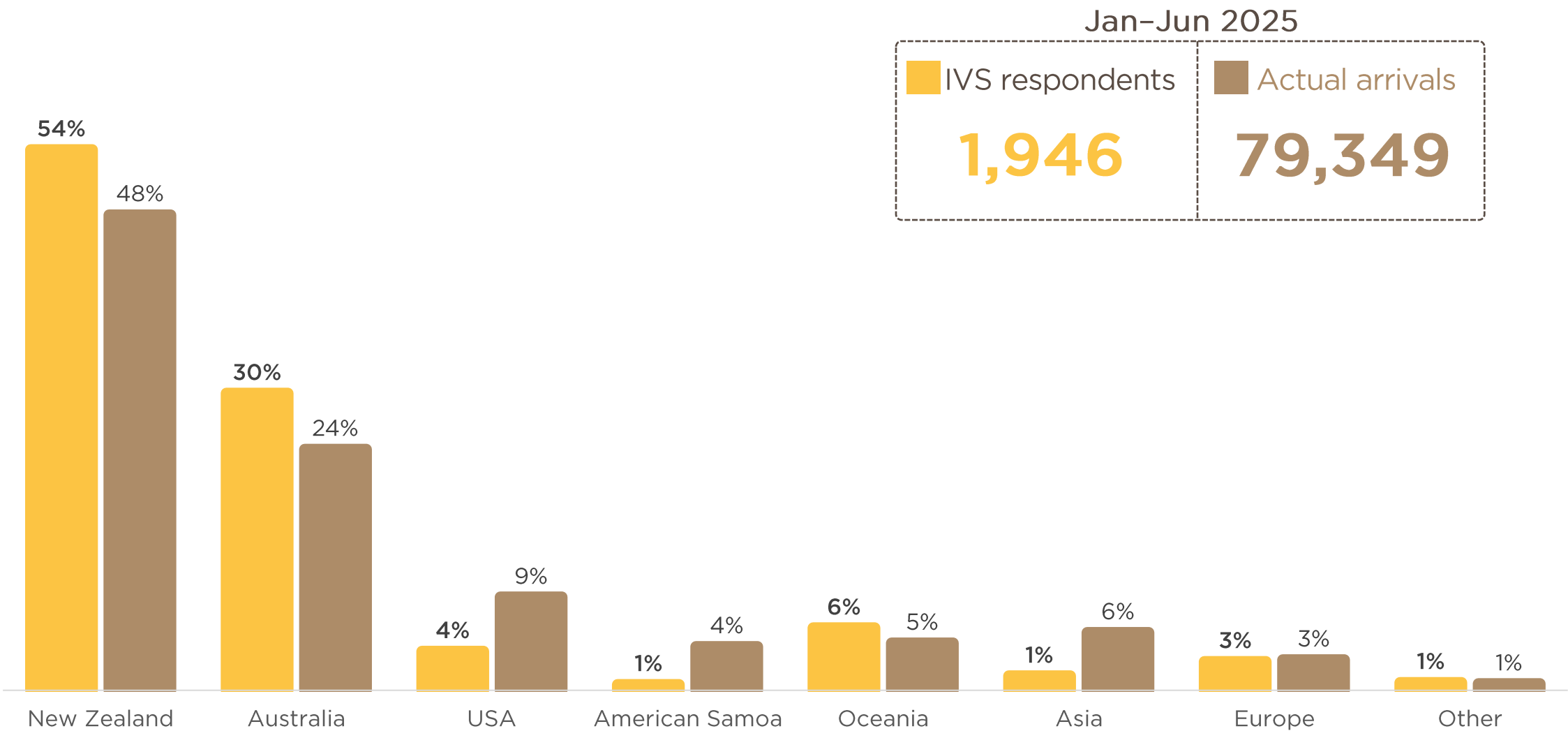


Visitor Spend &
Impact



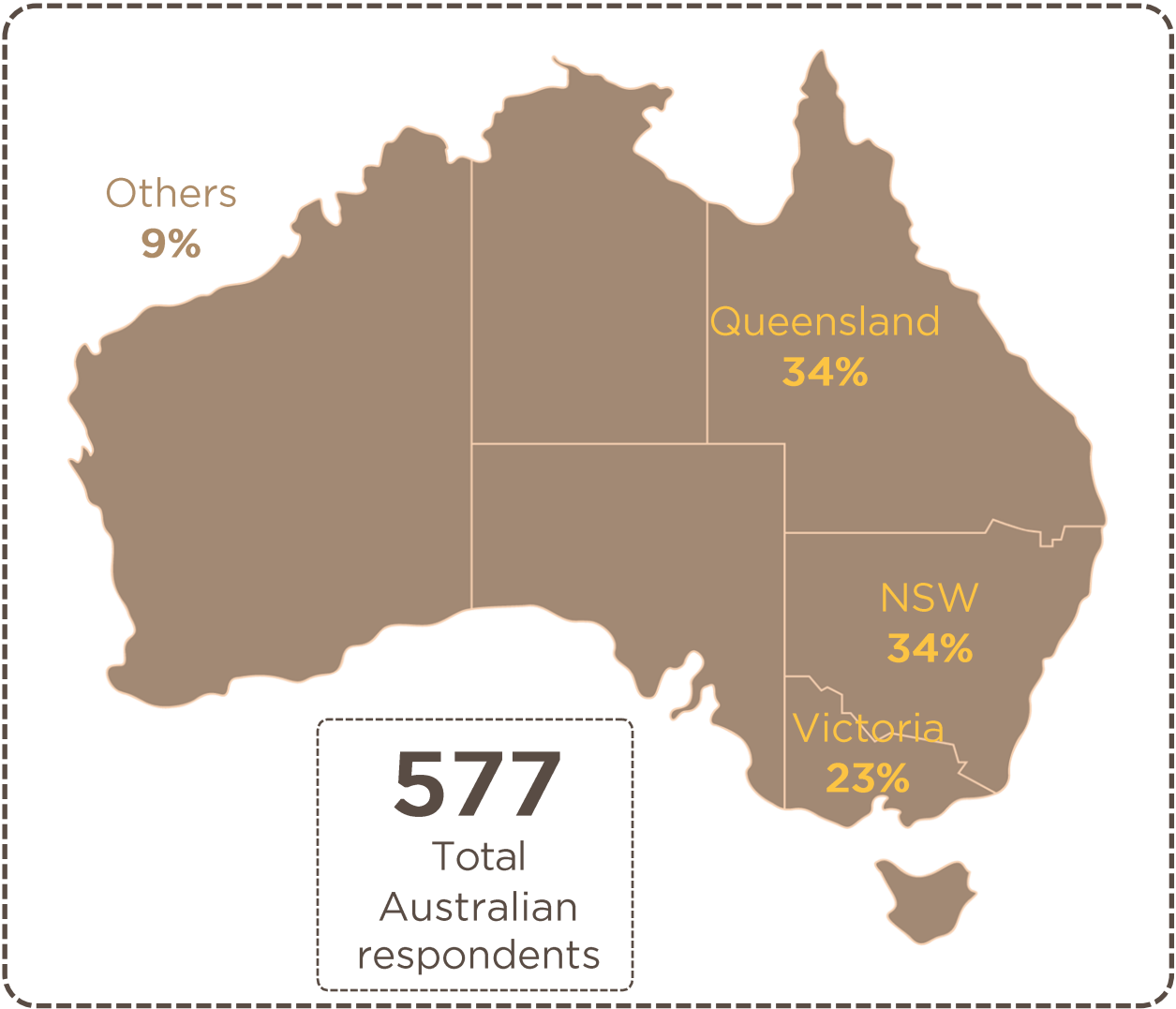
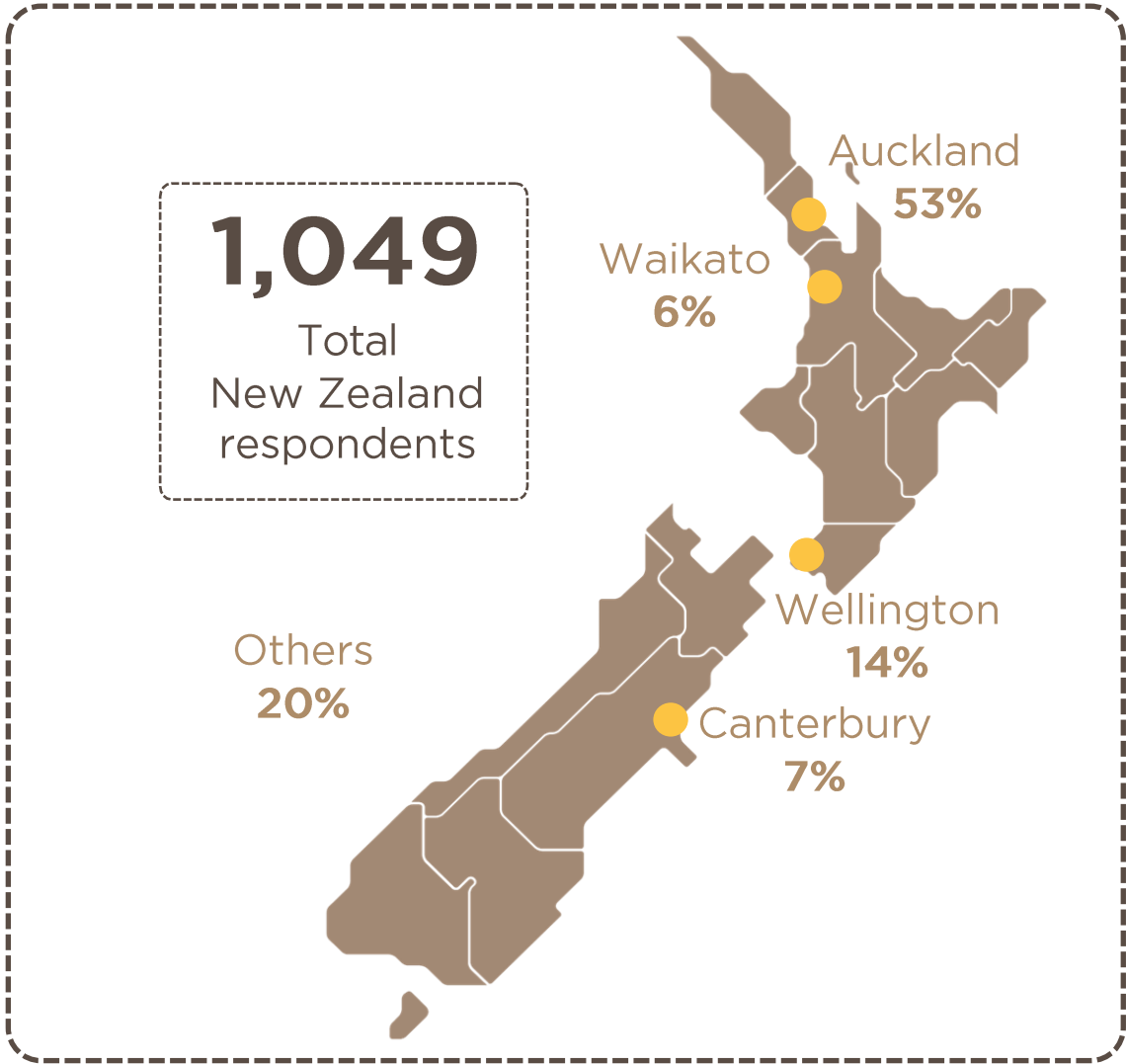
Visitor
Satisfaction

Country of Residence: IVS Respondents vs Actual Arrivals

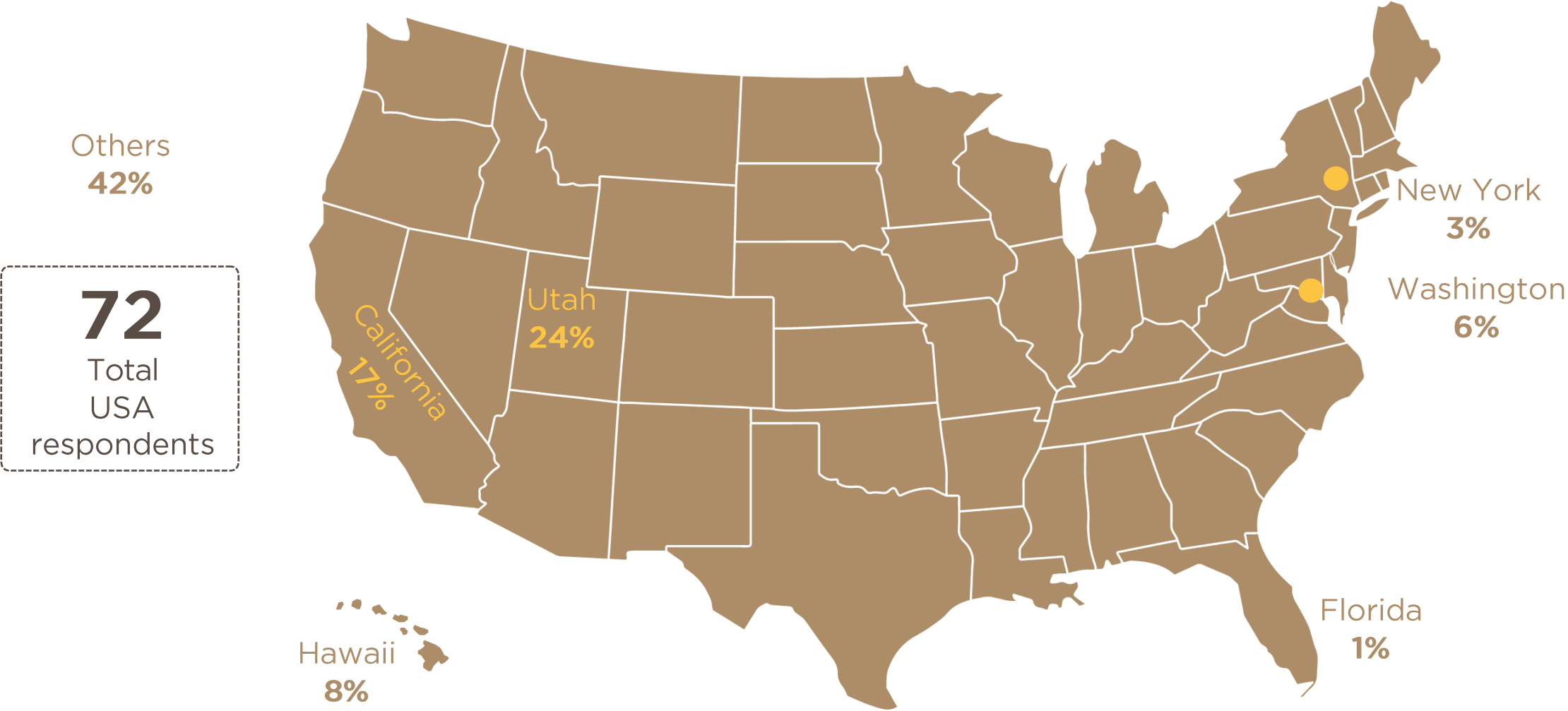


Note: The data presented is unweighted. The sample is not fully representative of actual arrivals — New Zealand and Australia are slightly over-sampled, while the USA, American Samoa, and Asia are under-sampled. To ensure representativeness, weighting was applied to adjust for any over- or under-sampling by source market. This ensures that the analysis is generalizable to the actual visitor arrival population.

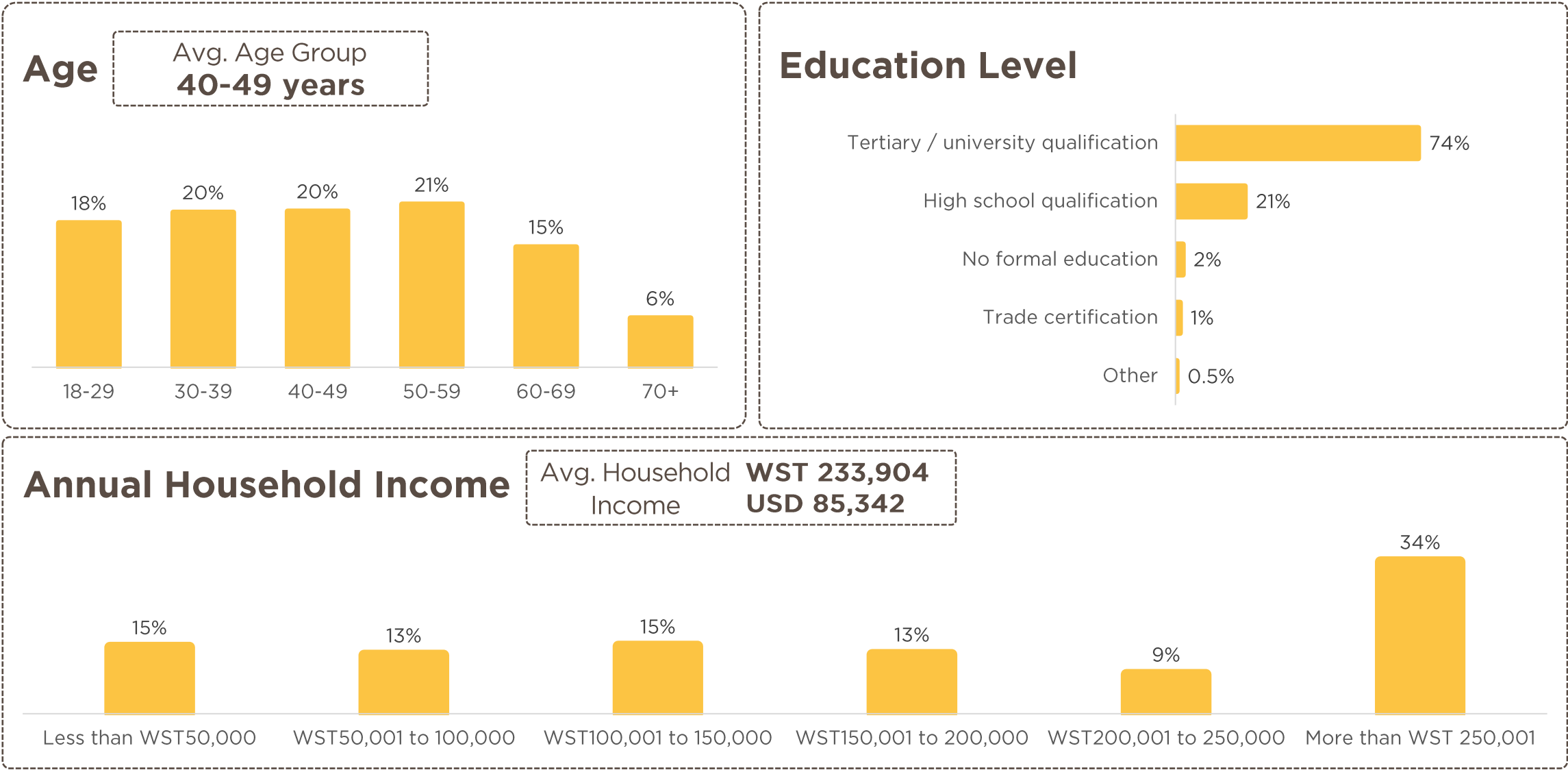
Top Source Markets



Top Source Markets (cont'd)



Respondent Demographics



Note: % share of IVS respondents. The average exchange rate to USD and WST for Jan-Jun 2025 was applied.

Report Structure



Visitor
Profile



Visitor
Characteristics
& Preferences



Information &
Decision Making



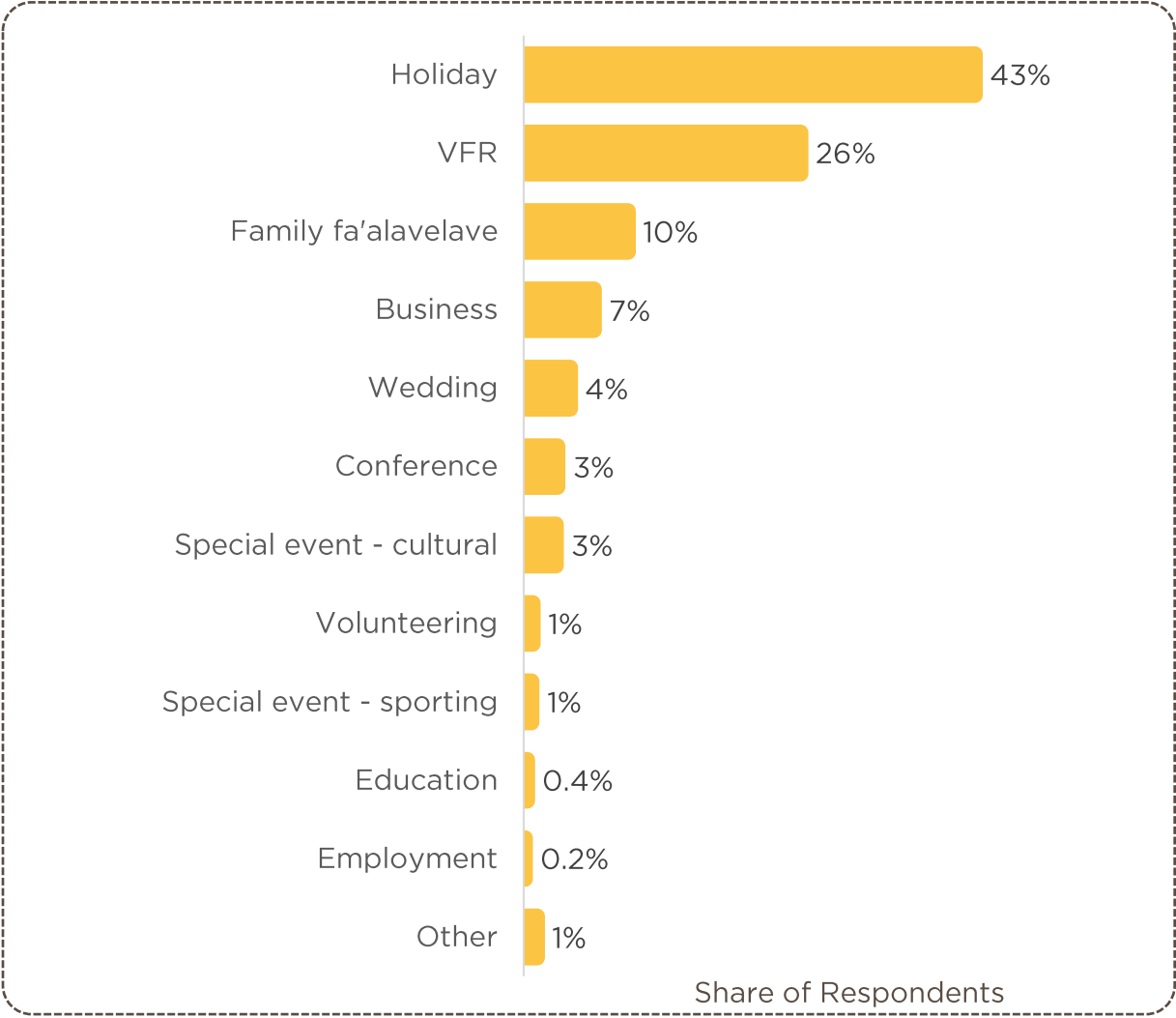
Visitor Spend &
Impact



Visitor
Satisfaction

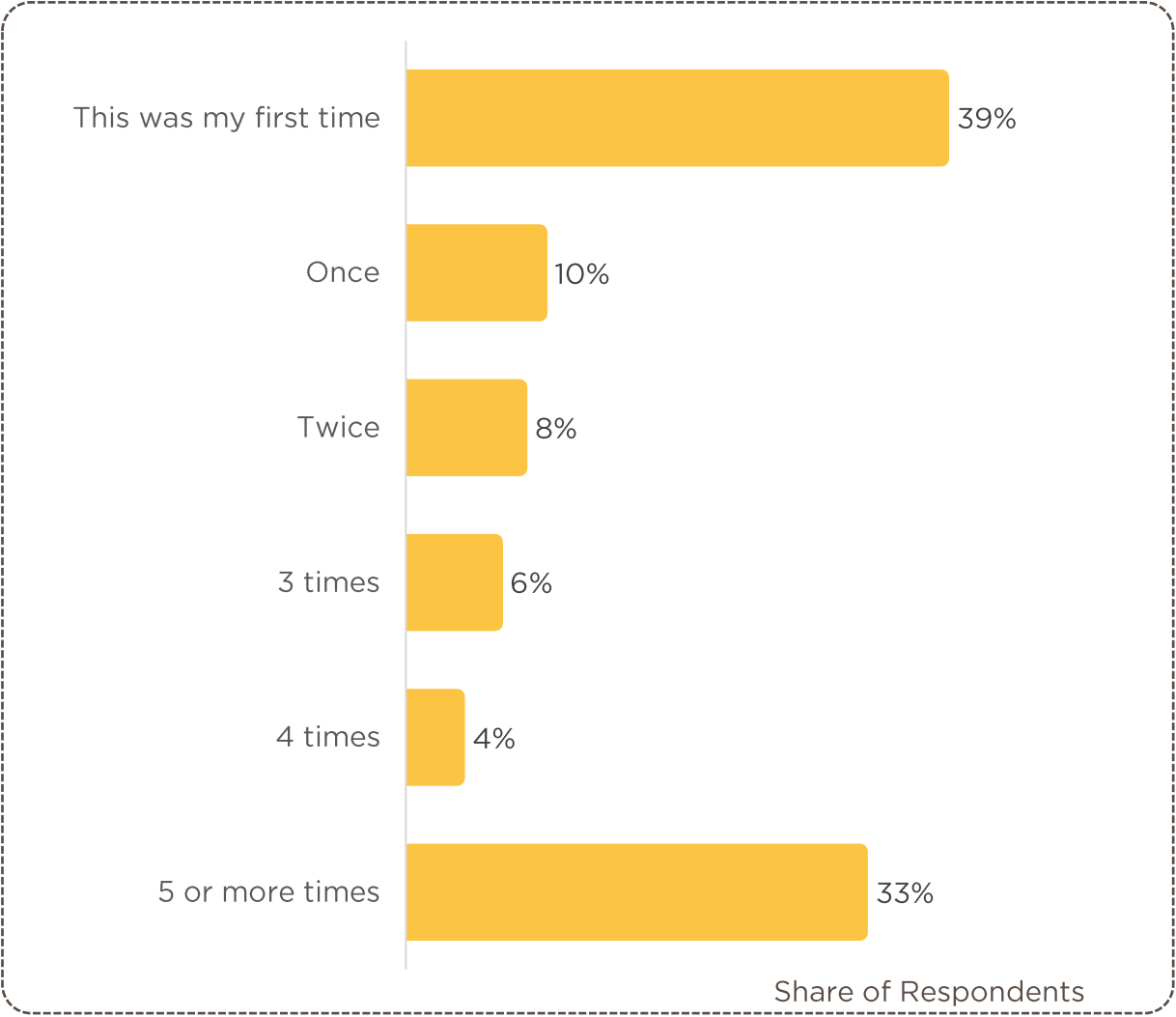
Characteristics

Purpose of Visit



Q What was the main purpose of your visit?

Previous visits



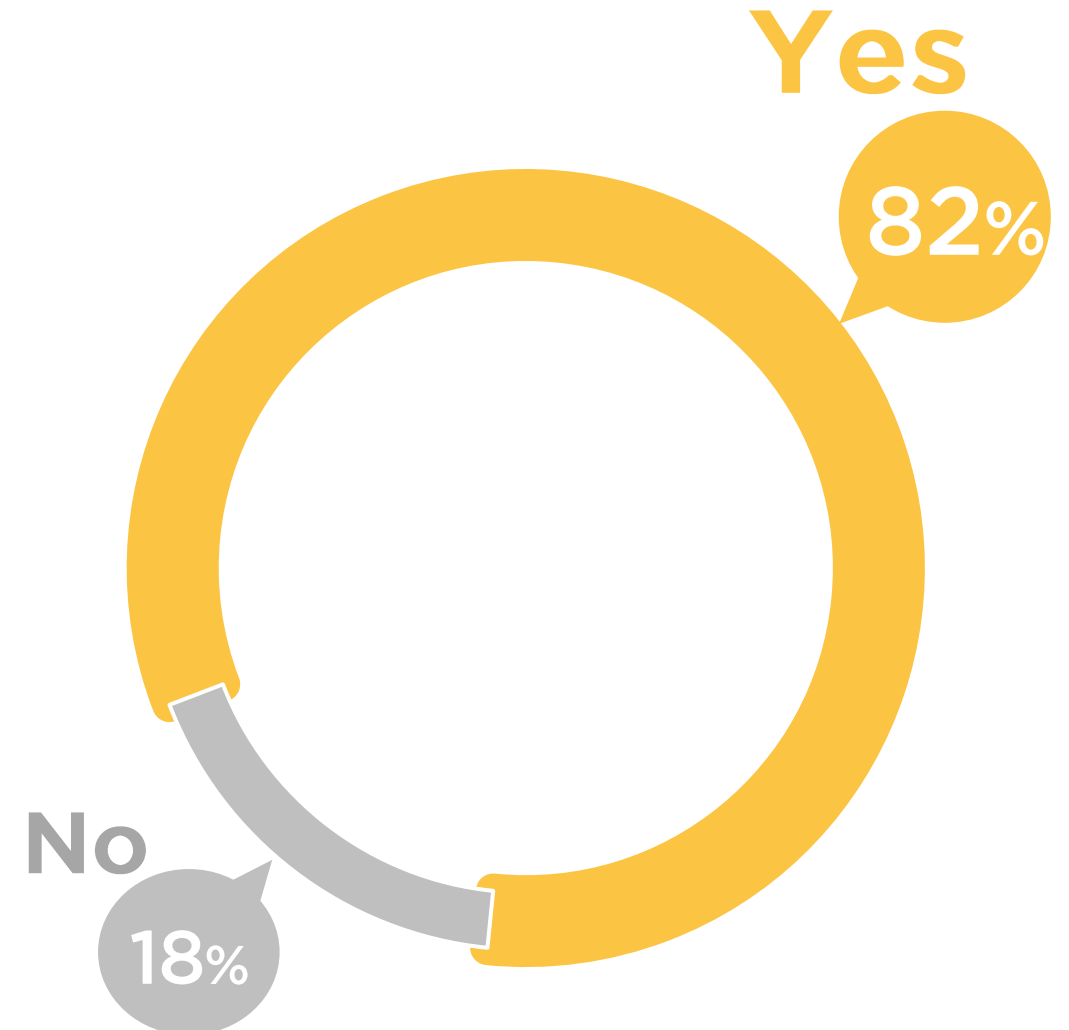
Note: due to rounding, total does not sum to 100%; VFR – Visiting family & friends.

Bigger Trip



Note: Other countries visited on the same trip

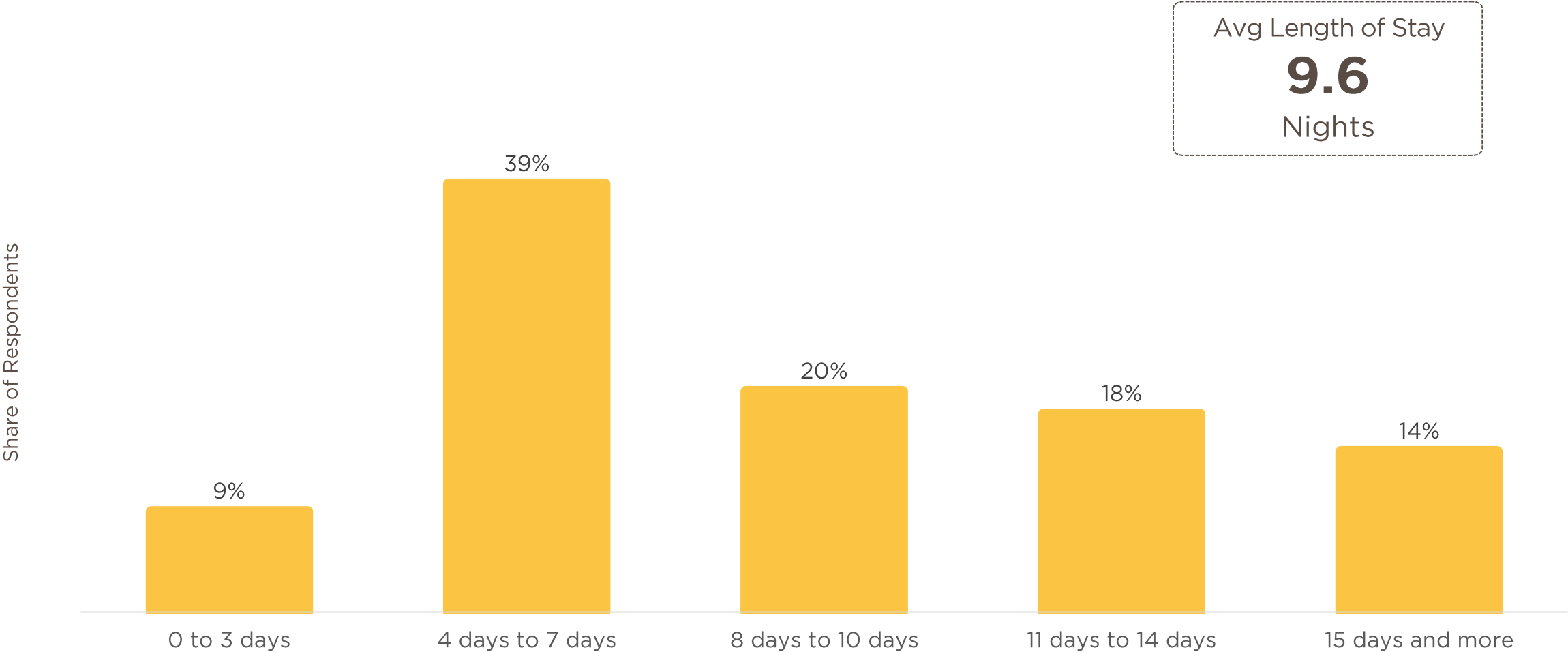
Q Was Samoa the only country you visited on this trip?



Note: Total valid responses for this question N=1,856.

Length of Stay

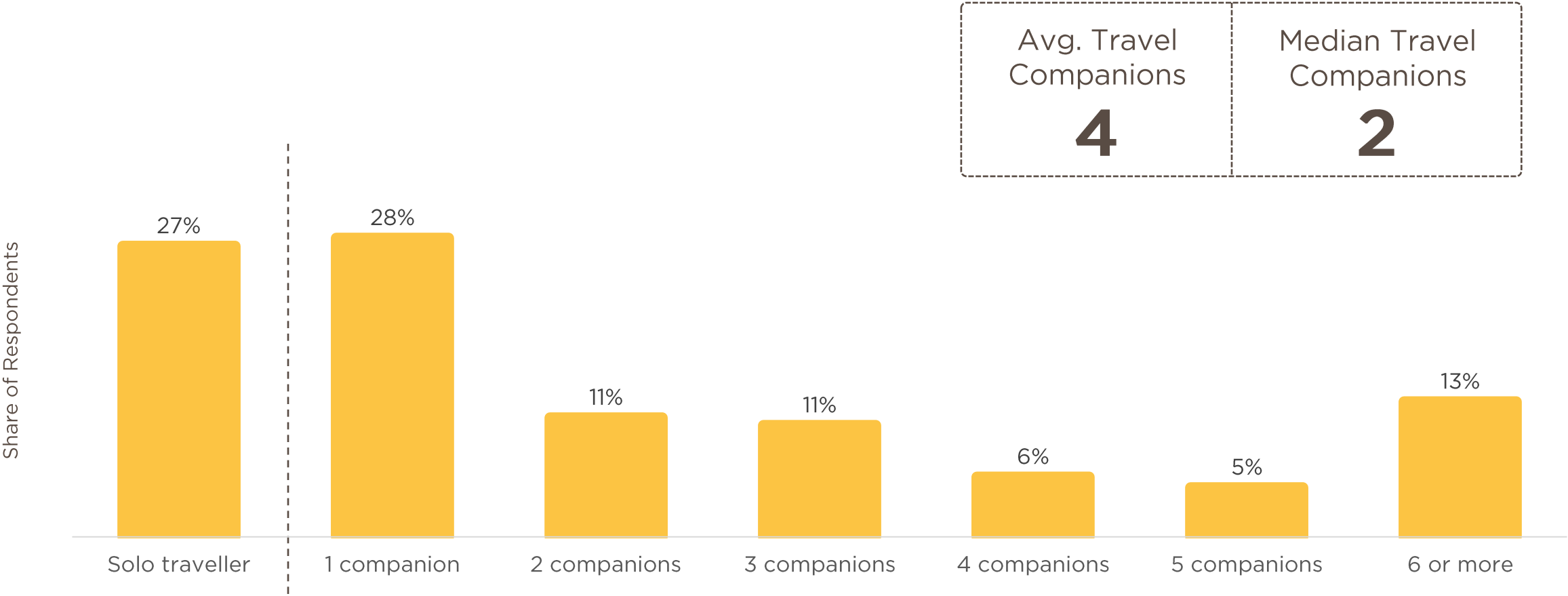
Q How many nights did you spend in Samoa?



Note: 30 and 30+ days as outliers were removed for length of stay analysis. N=1,810.

Travel Group Size

Q How many people accompanied you on this trip?

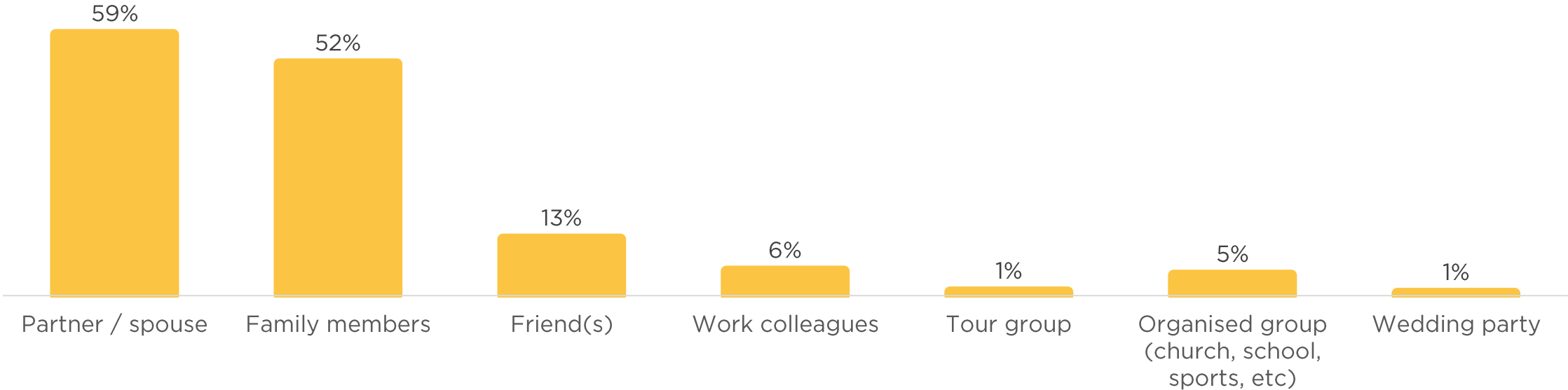


Note: Percentage figures are rounded. Total number of respondents having travel companion(s) is N=1,318. Solo travelers excluded from the mean and median calculation.

Travel Group Type

Q Who were your travelling companions?

Share of Respondents



Note: Multiple responses, therefore total does not add up to 100%.

Airlines Used For Travel

Q How did you travel to Samoa?



56%



35%



10%



7%



3%



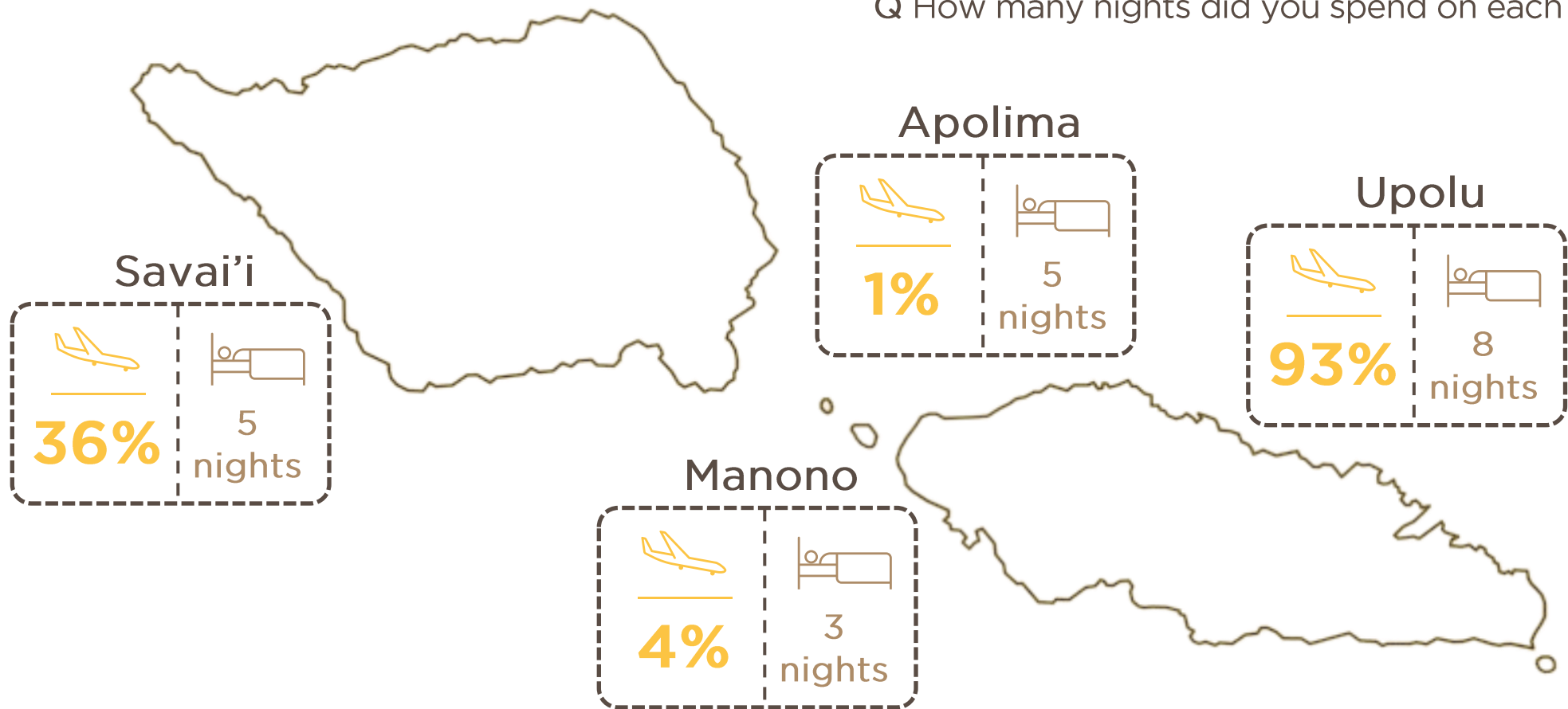
4%

Note: Multiple responses, therefore total does not add up to 100%..

Islands Visited & Average Length of Stay

Q Which island(s) did you visit?

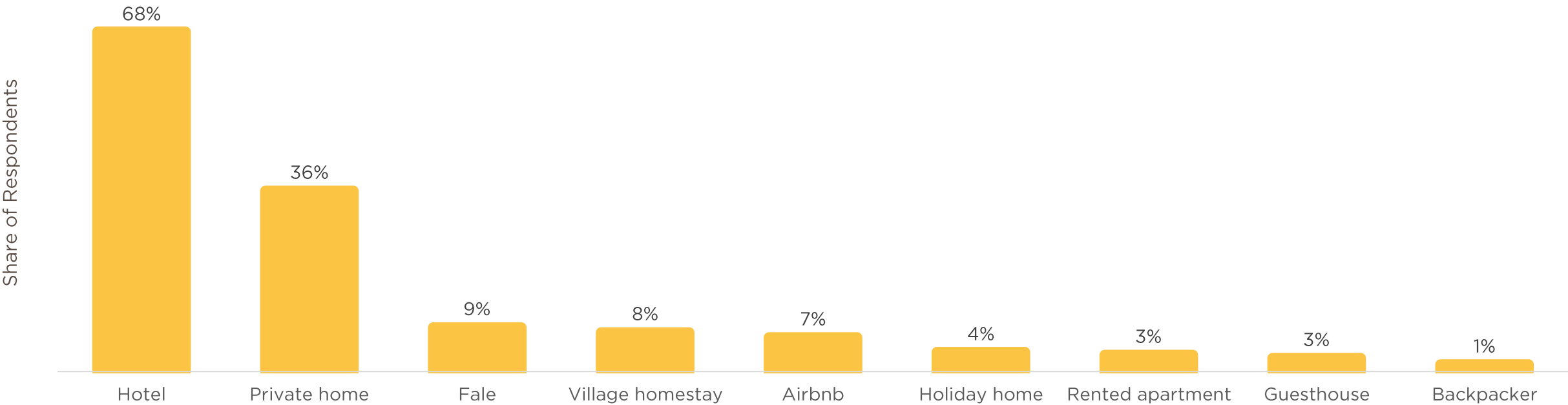
Q How many nights did you spend on each island you visited?



Note: Multiple responses, therefore total does not add up to 100%. 30 and 30+ days as outliers were removed for length of stay analysis. N=1,624.

Accommodation

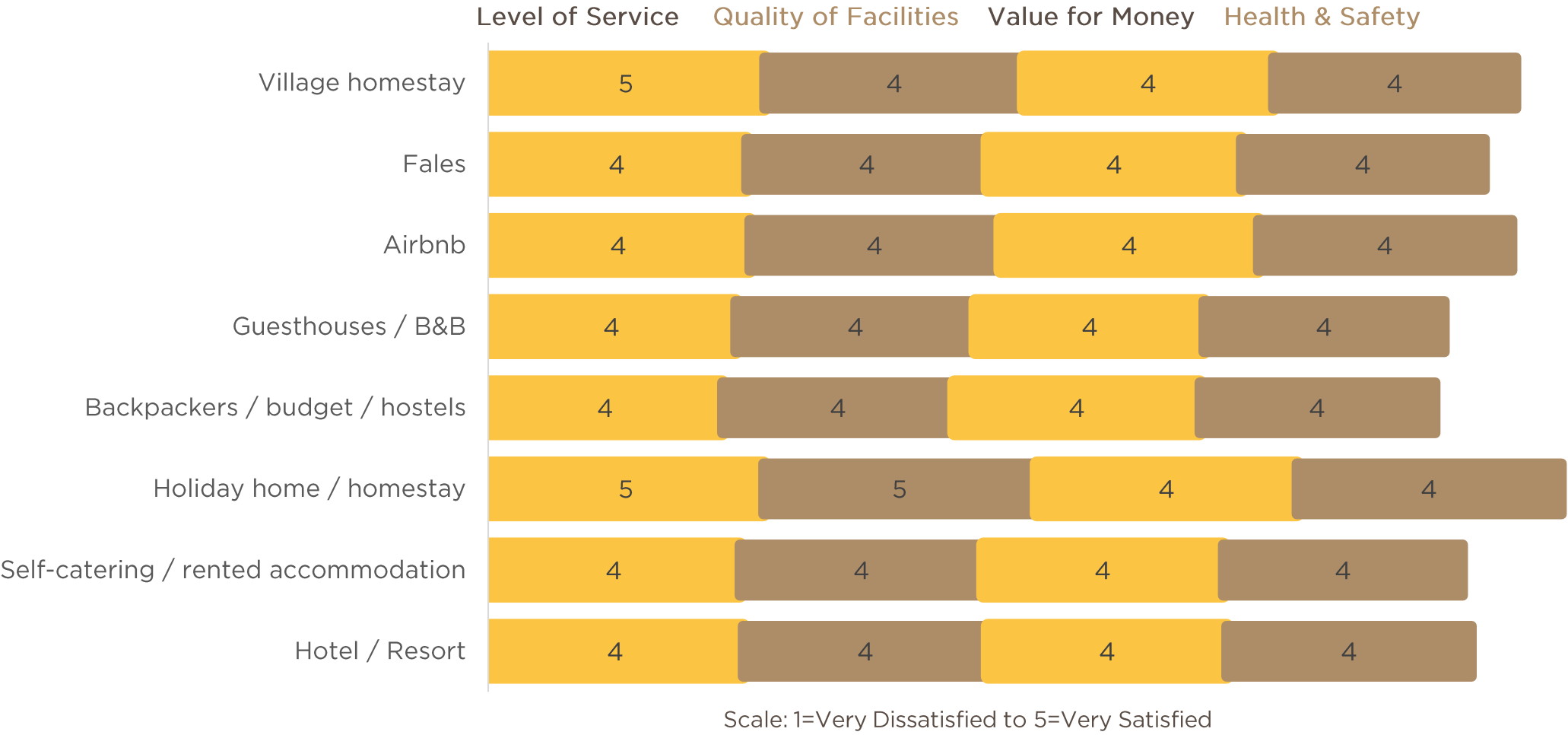
Q What type(s) of accommodation did you stay in?



Note: Multiple responses, therefore total does not add up to 100%.

Accommodation

Q How satisfied were you with the following aspects of your accommodation?

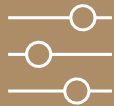


*Note: Multiple responses, therefore total does not add up to 100%. Rating is the **average** of all the ratings to each stated aspect of the accommodation.*

Report Structure



Visitor
Profile



Visitor
Characteristics
& Preferences



Information &
Decision Making



Visitor Spend &
Impact



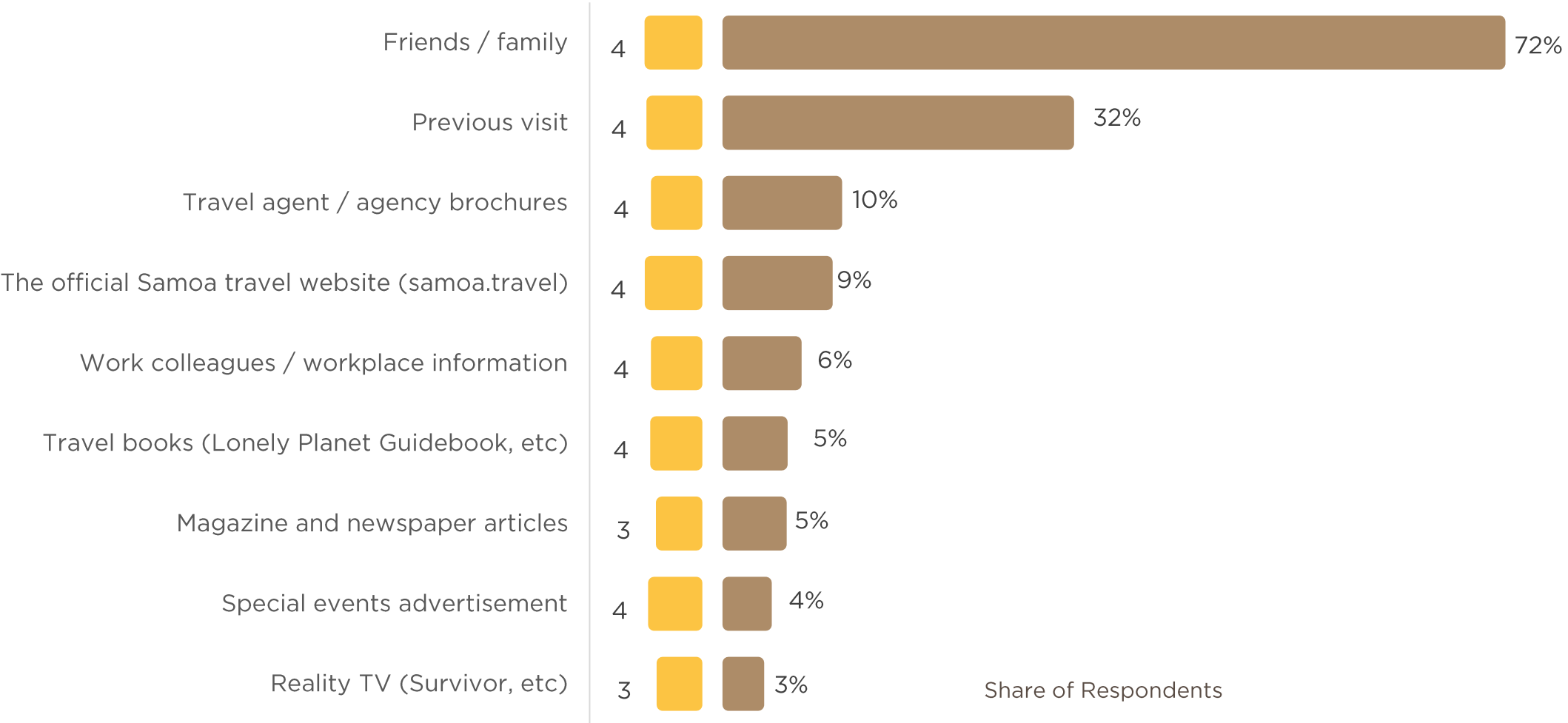
Visitor
Satisfaction

Source of Information

Scale: 1=Extremely Unimportant to 5=Extremely Important

Q How did you find out about Samoa as a destination?
Q How important was the information source?

Importance Information Source



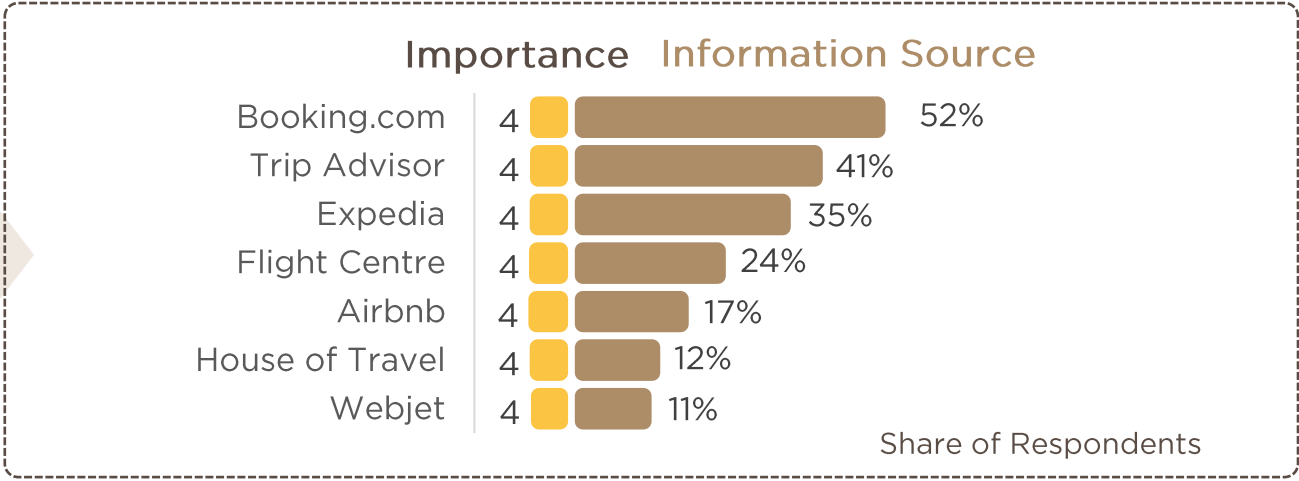
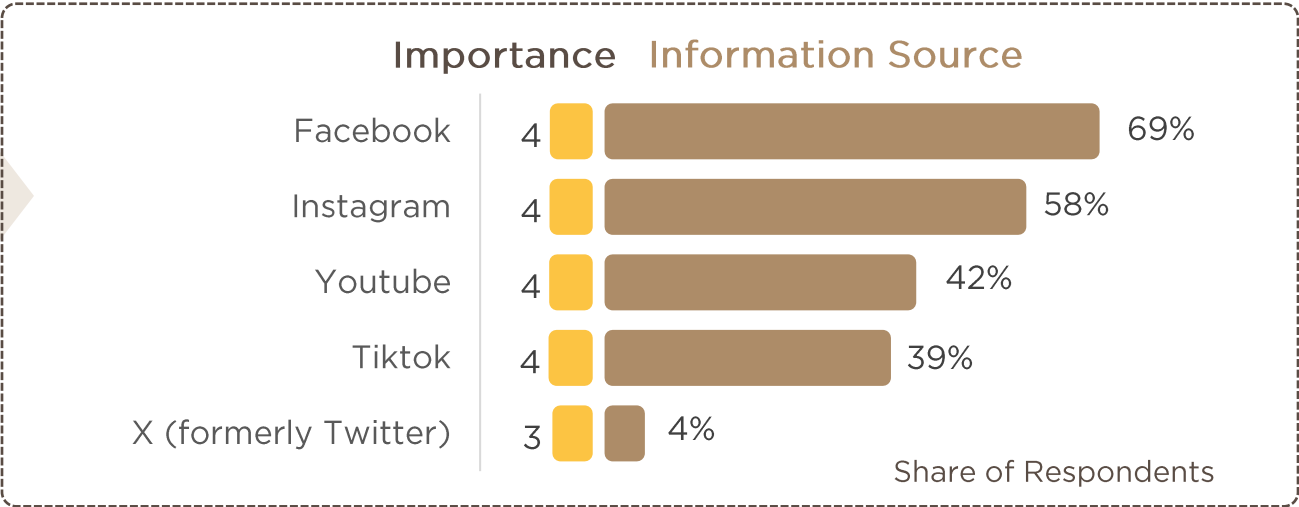
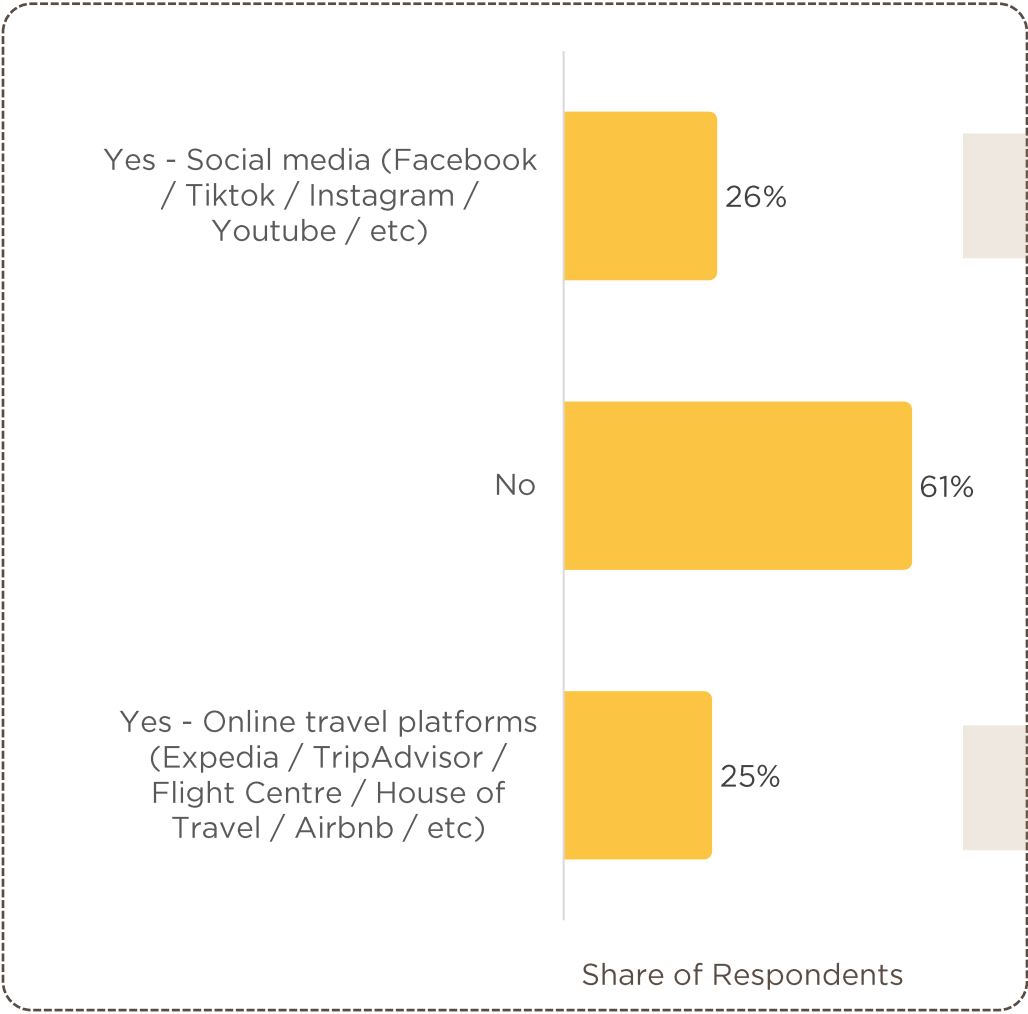
Share of Respondents

Note: Importance rating is the **average** of all the ratings to that Source of Information.

Source of Information

Scale: 1=Extremely Unimportant to 5=Extremely Important

Q Did you find out about Samoa through social media and/or online travel platforms?

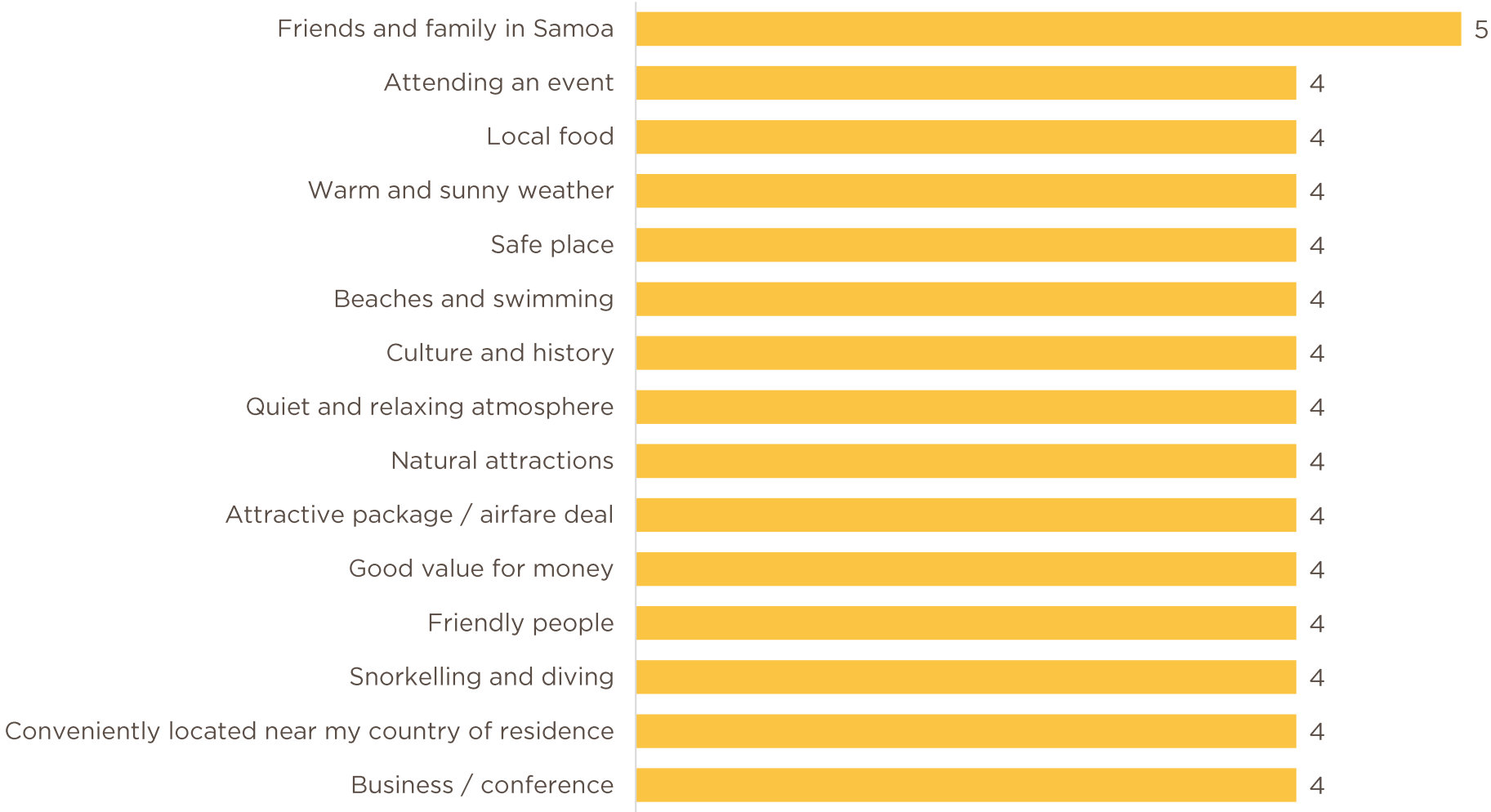


Note: Importance rating is the **average** of all the ratings to that Source of Information.

Influential factors in choosing Samoa

Scale: 1=Not influential at all to 5=very influential

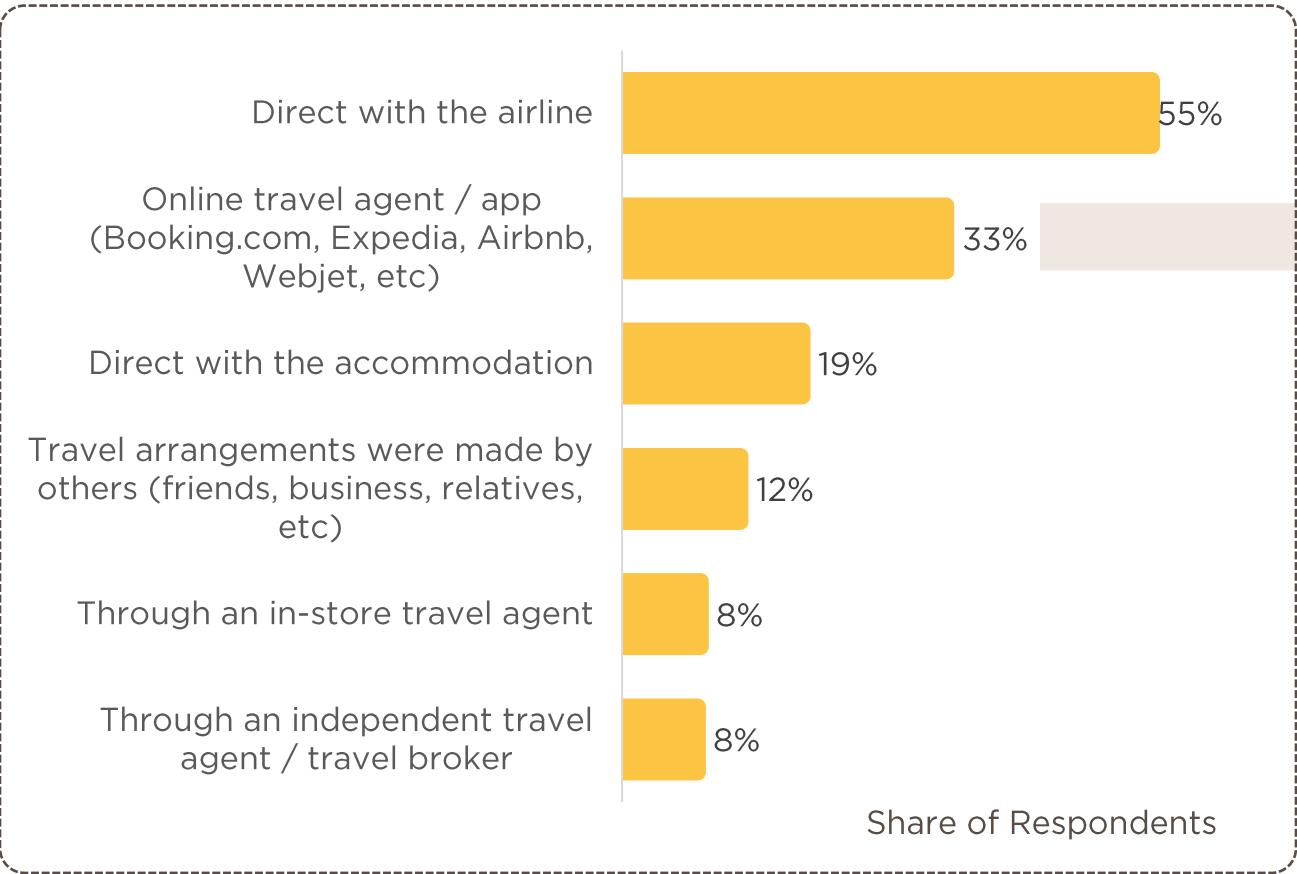
Q How influential were the following factors?



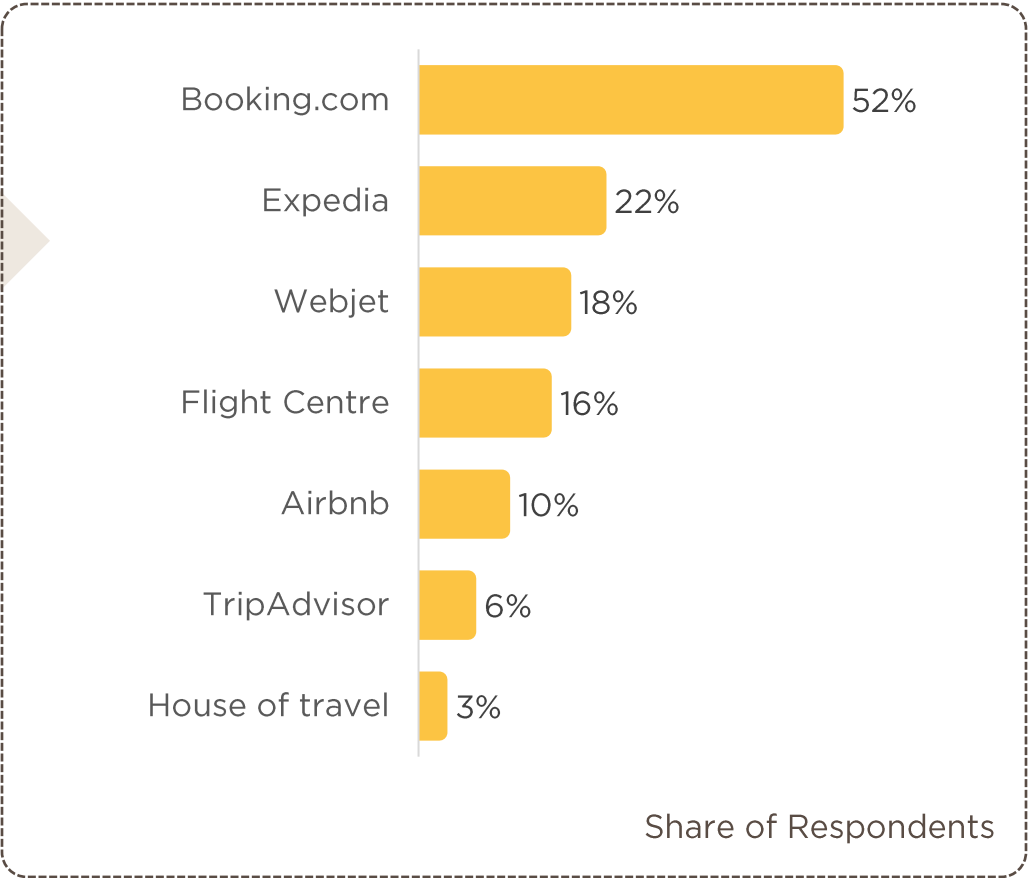
*Note: rating is the **average** of all the ratings to that factor.*

Method of Travel Booking

Q How did you purchase your travel to Samoa?



Q Which online travel agent did you use to book your travel to Samoa?

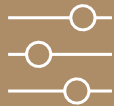


Note: Multiple responses, therefore total does not add up to 100%.

Report Structure



Visitor
Profile



Visitor
Characteristics
& Preferences



Information &
Decision Making



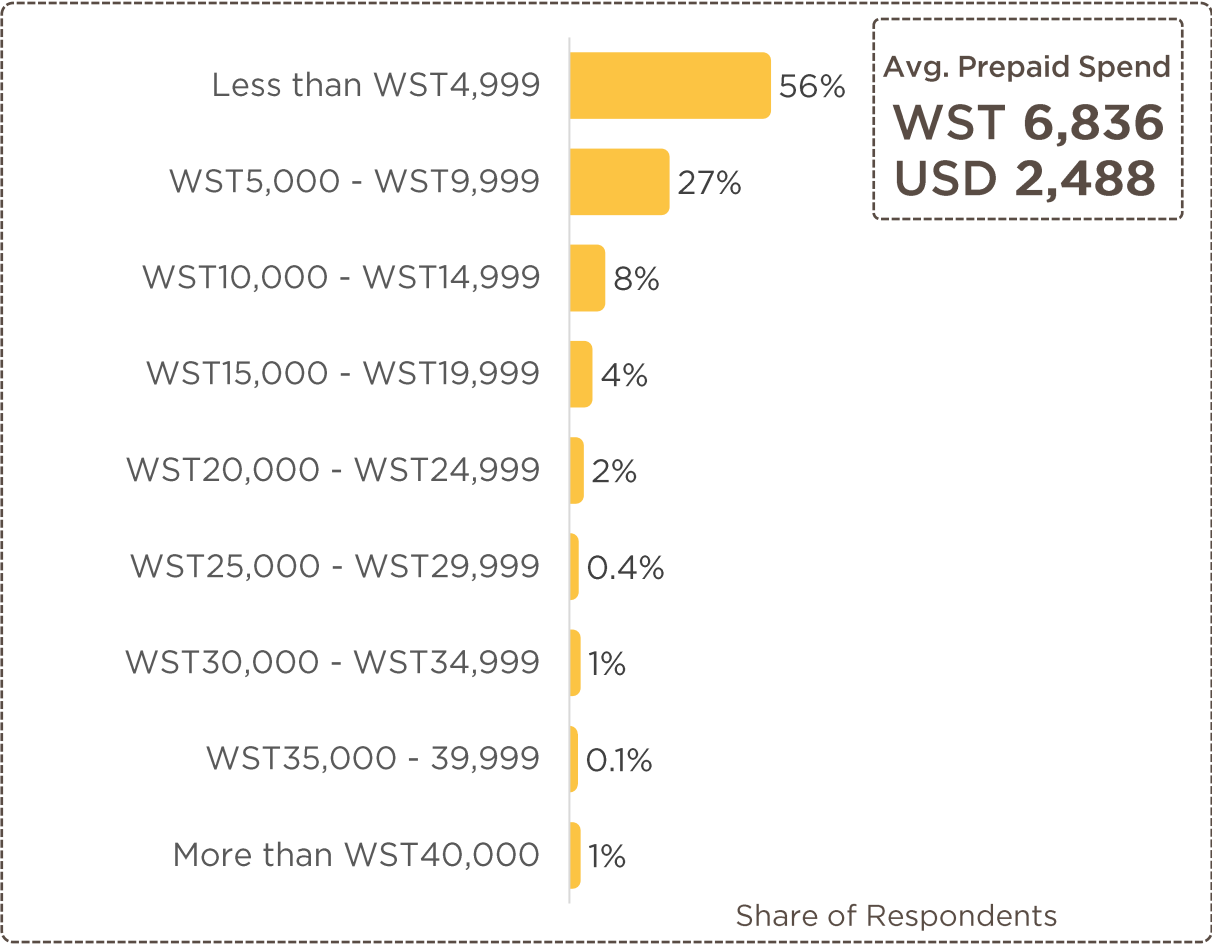
Visitor Spend &
Impact



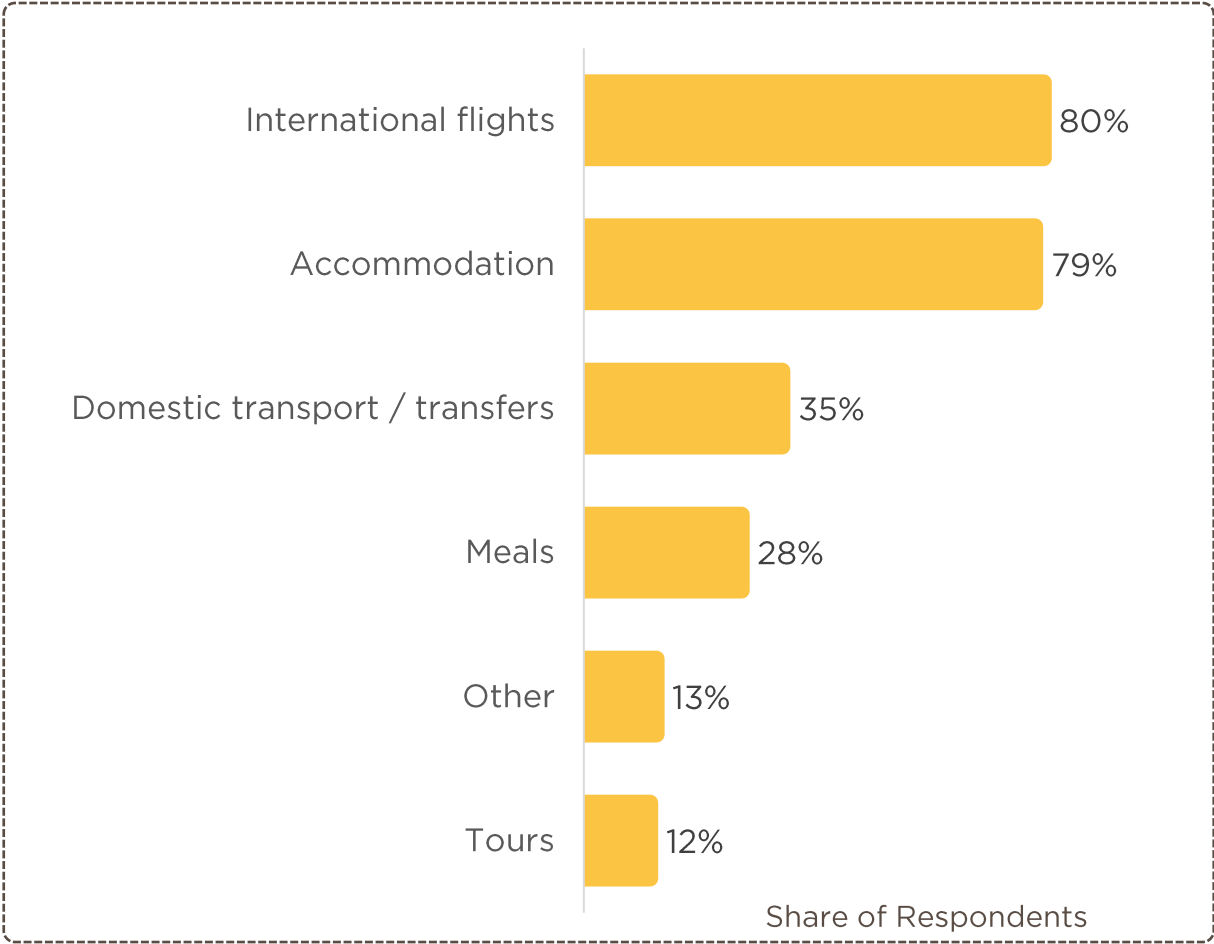
Visitor
Satisfaction

Prepaid Expenditure

Q How much did you pay prior to your arrival?



Q What did your prepaid expenditure include?



Note: Multiple responses, therefore total does not add up to 100%.

In-Country Spend Per Person Per Day While in Samoa

	Local Spend Per Person Per Day		
	<u>WST</u>	<u>USD</u>	<u>% of sector</u>
Accommodation	52	18	22
Local transport (taxi, bus, rental, fuel)	35	12	15
Donations (church, fa'alavelave, tips)	33	11	14
Food & Beverage	34	12	15
Retail (groceries)	25	9	11
Souvenirs (handicrafts, tattoos)	19	6	8
Activities (spa, clubbing, sports)	9	3	4
Domestic travel (air & maritime)	2	1	1
Internet & Telecom services	3	1	1
Other	22	8	9
TOTAL	232	81	100

Note: Percentage figures are rounded. The average exchange rate WST-USD from Jan-Jun 2025 was applied.

Economic Impact - Per Person and Total

	Visitor Expenditure Per Person & Total	
Average Spend Prior to arrival	WST	USD
Per Person Per Trip	6,836	2,488
Flowing into local economy rate	estimated 55%	
Per Person Per Trip	3,760	1,369
Per Person per Day	393	143

Average Local Spend		
Length of Stay (nights)	mean 9.6 nights	
Per Person Per Trip	2,217	771
Per Person per Day	232	81

Total Economic Impact-Per Trip	5,977	2,140
Total Economic Impact-Per Day	625	224

Jan – Jun 2024

USD 183 MILLION

From 78,285* visitors

 Prepaid
Expenditure

 In-country
Spend

\$2,190

Prepaid per visitor per trip

\$104

In-country spend per day

55%

Flowing into
local economy
rate



X 11 nights
Average length of
stay

\$1,205

Prepaid per visitor per trip

\$1,144

In-country spend per trip

 ECONOMIC
IMPACT

\$2,349 per visitor per trip

\$214 per visitor per day

Jan – Jun 2025

USD 169 MILLION ▼

From 79,349* visitors ▲

 Prepaid
Expenditure

 In-country
Spend

\$2,488 ▲

Prepaid per visitor per trip

\$81 ▼

In-country spend per day

55%

Flowing into
local economy
rate



X 9.6 nights ▼
Average length of
stay

\$1,369 ▲

Prepaid per visitor per trip

\$771 ▼

In-country spend per trip

 ECONOMIC
IMPACT

\$2,140 per visitor per trip ▼

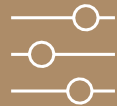
\$224 per visitor per day ▲

Note: \$ in USD. *Source: Samoa Bureau of Statistics.

Report Structure



Visitor
Profile



Visitor
Characteristics
& Preferences



Information &
Decision Making



Visitor Spend &
Impact

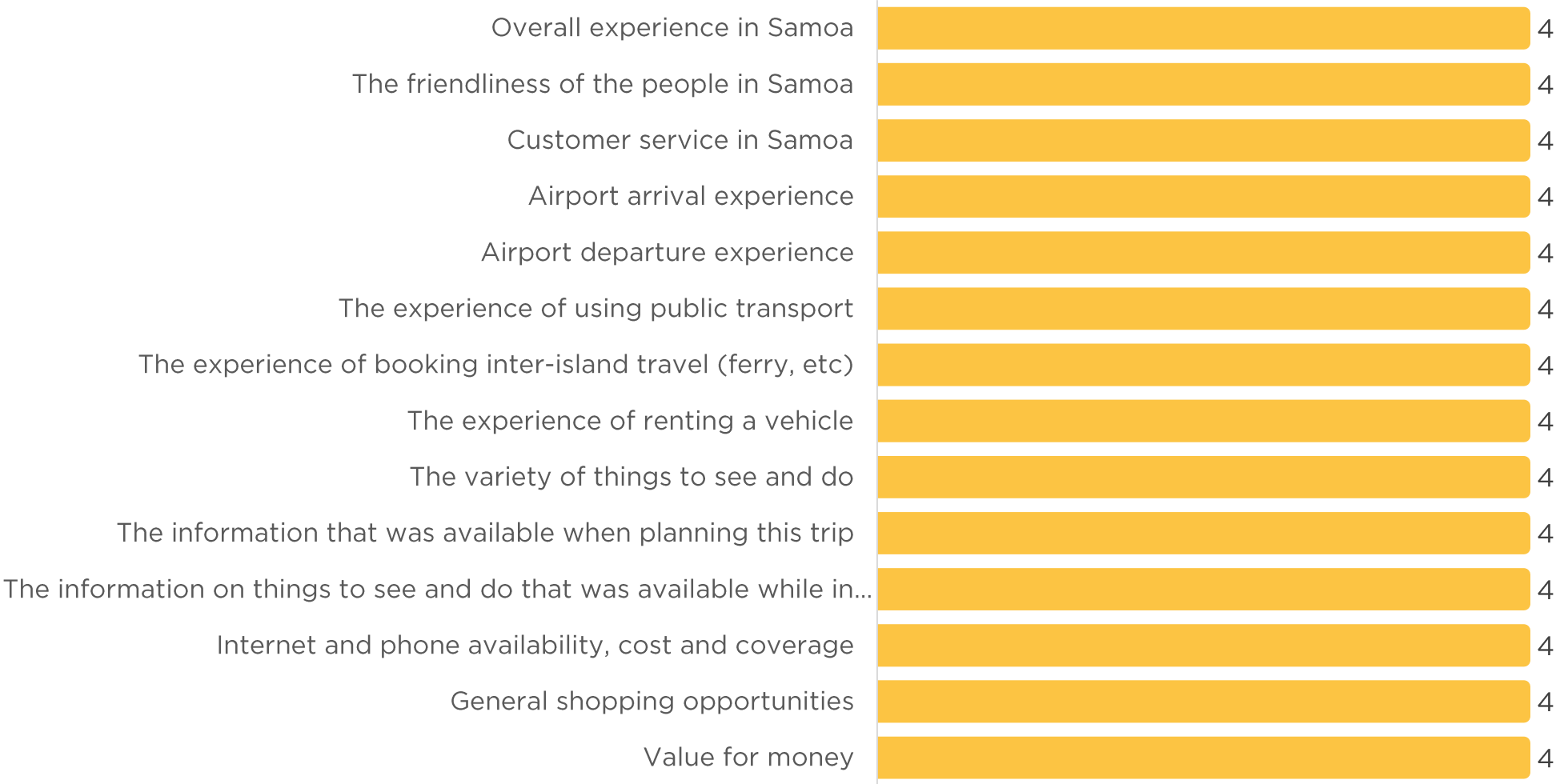


Visitor
Satisfaction

Satisfaction with Travel Experience

Scale: 1=very dissatisfied to 5=very satisfied

Q How satisfied were you with the following?

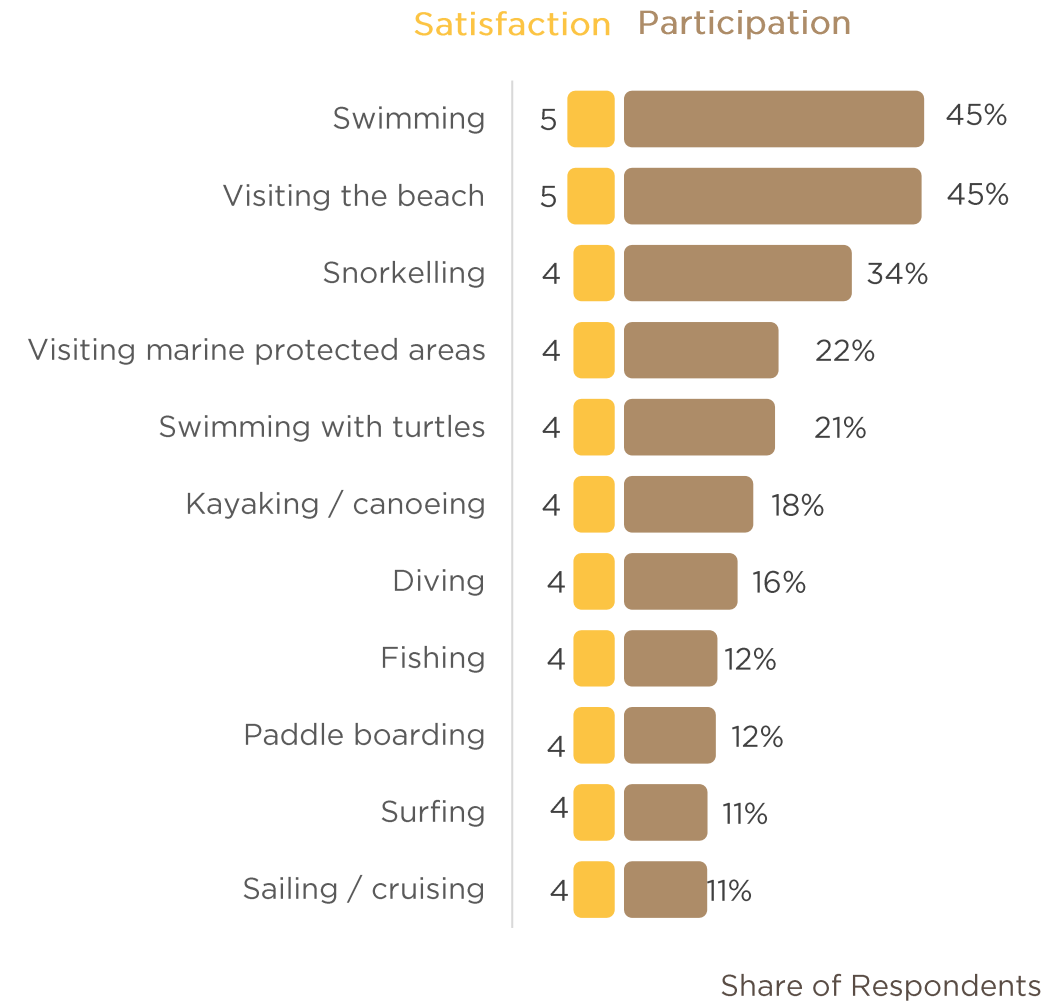


*Note: Satisfaction rating is the **average** of all the ratings to each statement.*

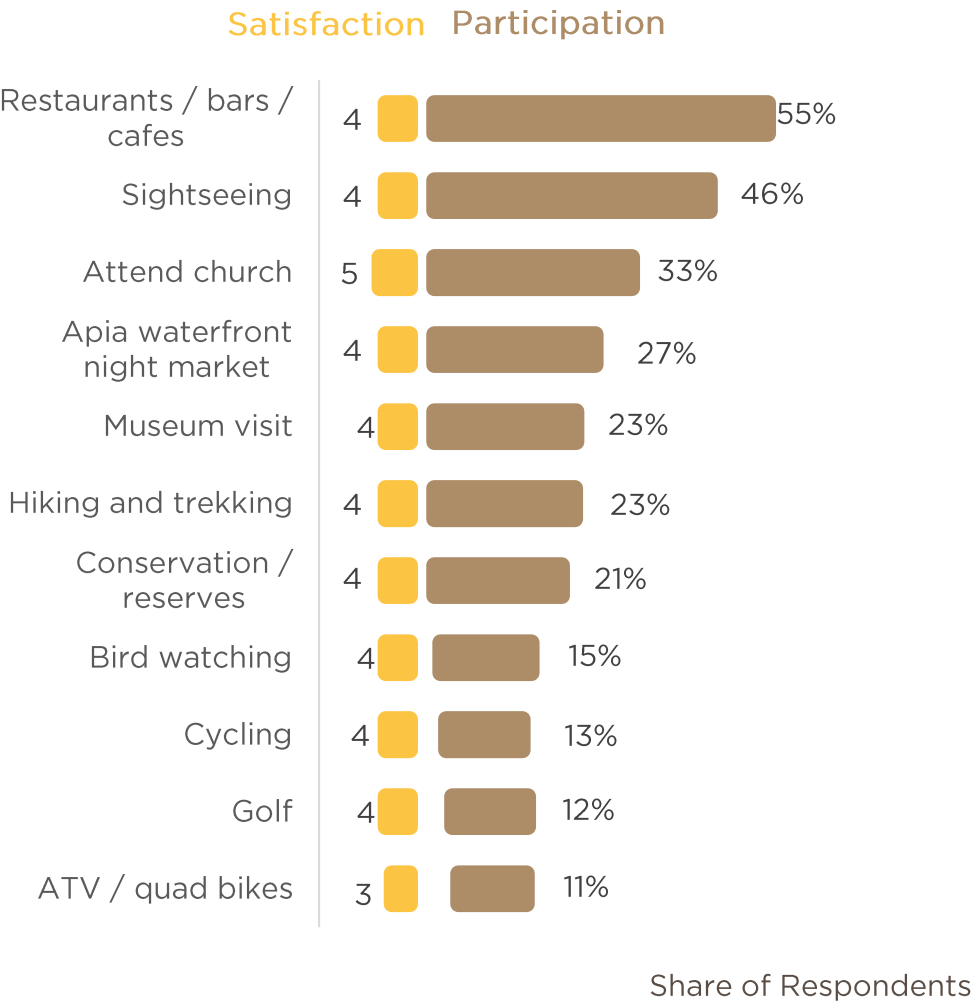
Satisfaction

Q How satisfied were you with the following?

Water-based Activities



Land-based Activities



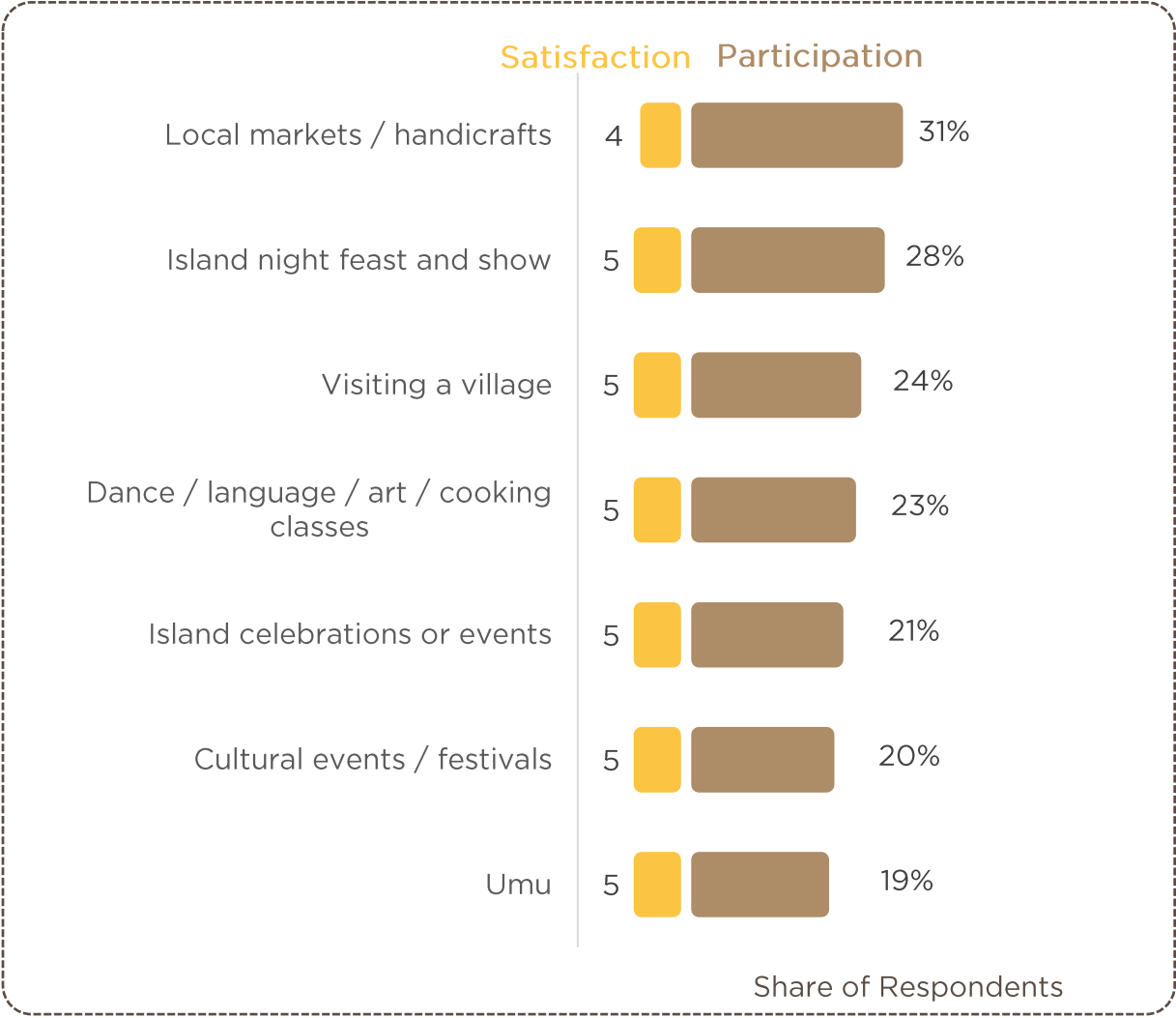
Note: Satisfaction rating is the **average** of all the ratings to each statement.
ATV – All Terrain Vehicle

Scale: 1=Very Dissatisfied to 5=Very Satisfied

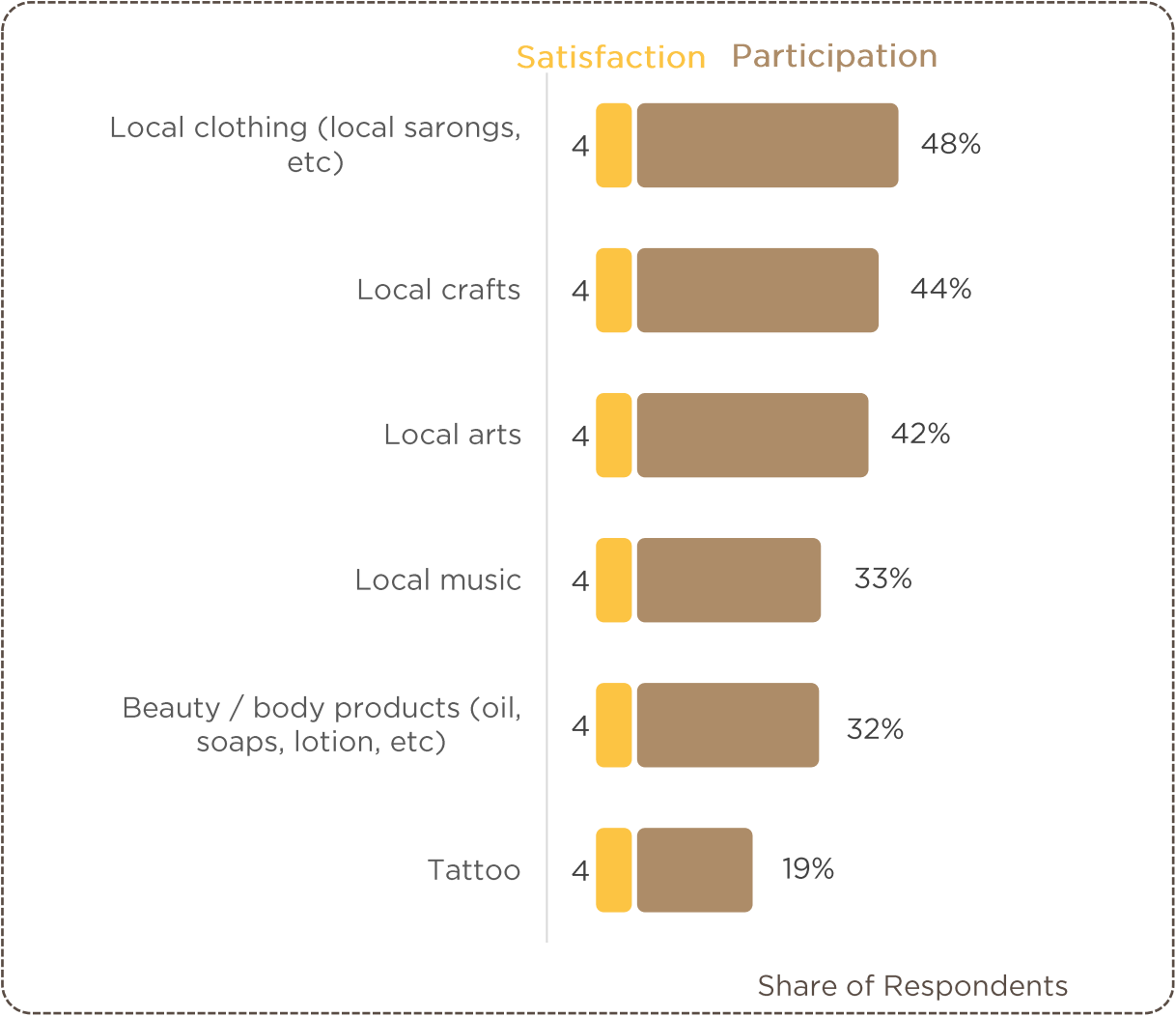
Satisfaction

Q How satisfied were you with the following?

Culture Activities



Shopping Activities

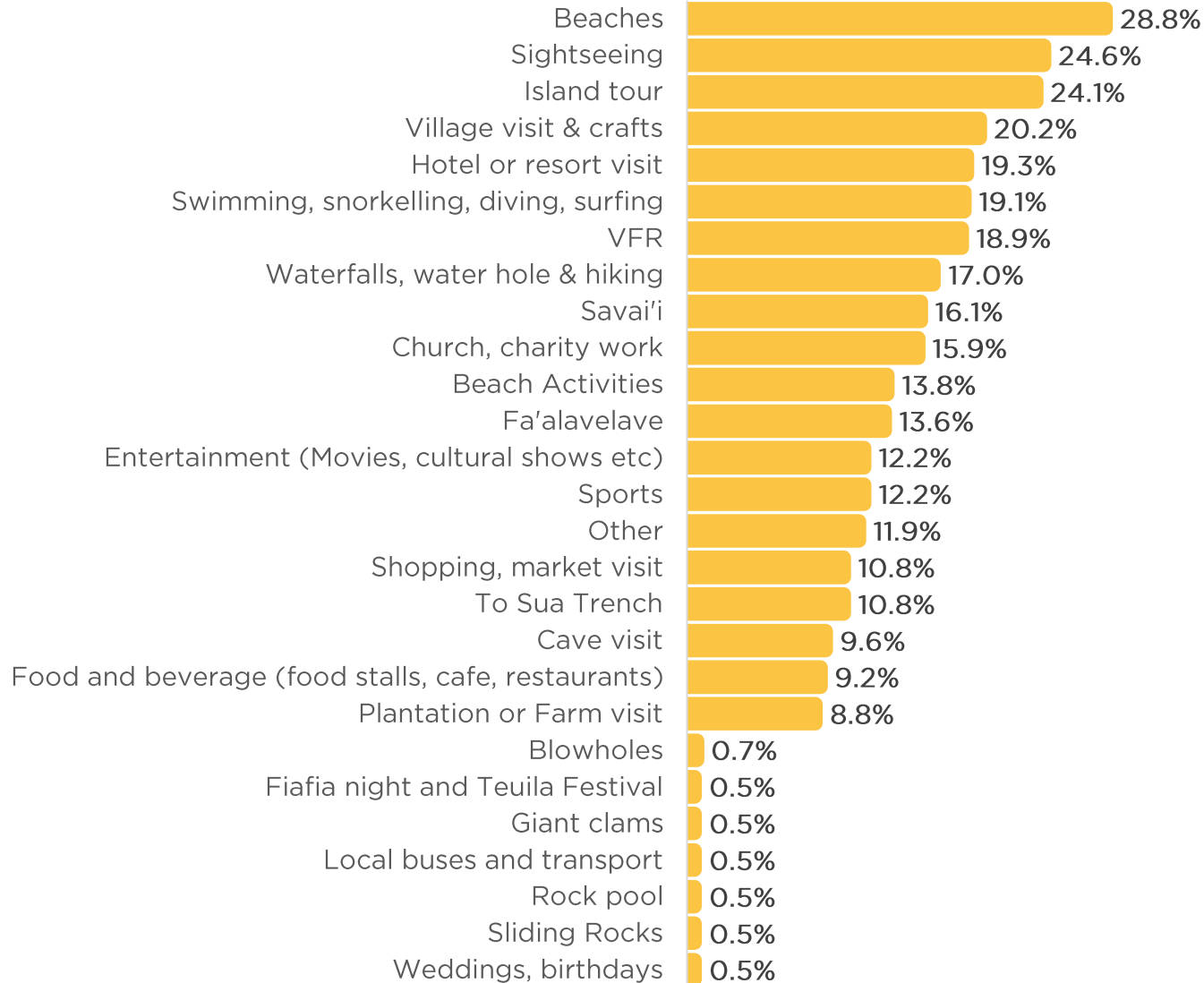


Note: Satisfaction rating is the **average** of all the ratings to each statement.

Scale: 1=Very Dissatisfied to 5=Very Satisfied

Other Activities

Q Please tell us about any other activities you participated in during your visit?



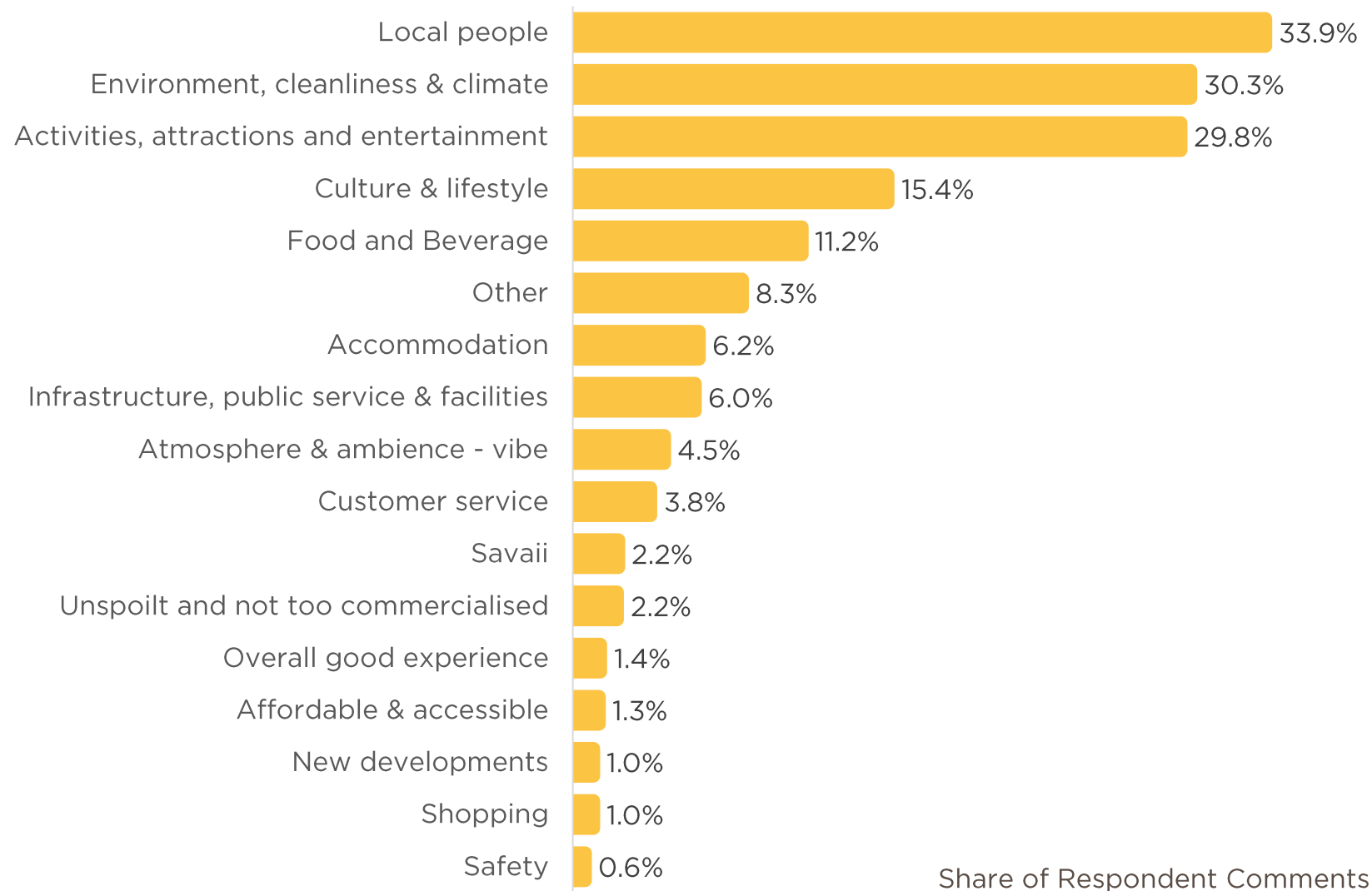
Share of Respondent Comments



Note: Data values are shown to 1 decimal point to reflect accuracy. N=565. VFR – Visiting family & relatives.

Most Appealing Aspects of Samoa

Q What did you find most appealing about Samoa?



Note: Data values are shown to 1 decimal point to reflect accuracy. N=1,470

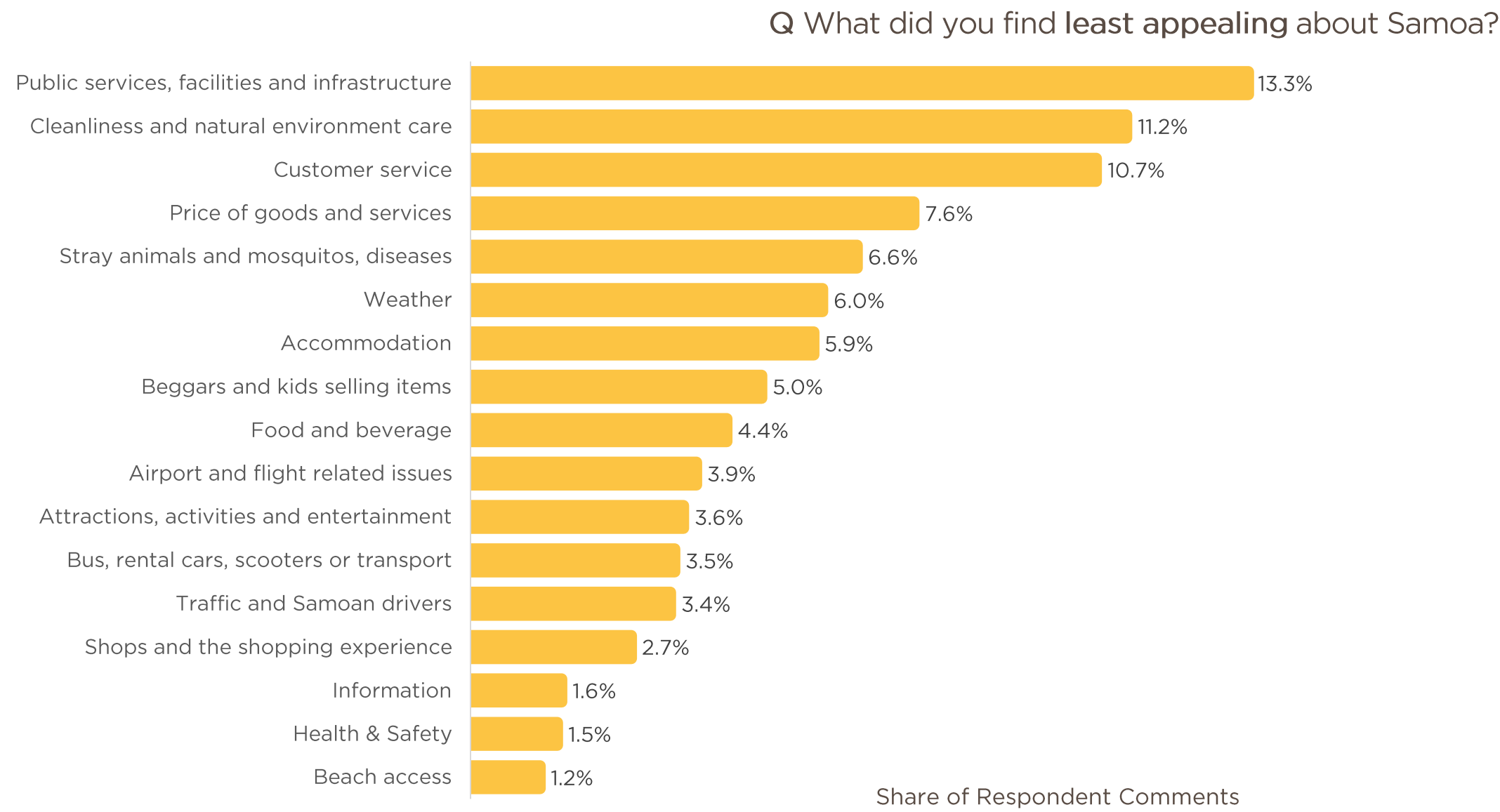


Quotes for Most Appealing Aspects of Samoa



- ❖ I love the natural beauty.
- ❖ The resorts and food
- ❖ The people, south end beaches
- ❖ The people including people that I had never met before.
- ❖ The infrastructure since last visit 20years ago. Economic growth and overall facilities improved. Roads and buildings significantly improved
- ❖ The friendliness and kind happy service. Beautiful people. Lots of fun. Fabulous warm weather. Local food was yummy 😊 😊 🥰
- ❖ Family time, the Baha'i temple, island food and staying in Savaii
- ❖ The designs and motifs of this culture
- ❖ Food and activities
- ❖ Humble beginnings and freedom to explore .. culture and family experiences which helped make our trip memorable .
- ❖ People and the culture
- ❖ Swimming with turtles in Savaii
- ❖ Samoa is so beautiful, front of all villages is so clean even the market
- ❖ Savaii and Amoa resort. The hospitality at the turtles in Savaii however feel like the could invest into looking after them a bit better
- ❖ Travelling through each village was amazing. The heartfelt feeling of being back home and the extent each village went through to decorate their home came through. Everything my partner and I experienced during our stay in the Islands was worth all the money.
- ❖ Everything. Just being back home is always an experience for me as a NZ born Samoan.
- ❖ Bringing my children for the first time to beautiful Samoa, cheap airfare at the time and decent cost for accommodation to suit our budget.
- ❖ it's beautiful island waking up in paradise
- ❖ Streetside BBQs, road upgrade, spending time with family
- ❖ The relaxing environment no water sports or loud noises.

Least Appealing Aspects of Samoa



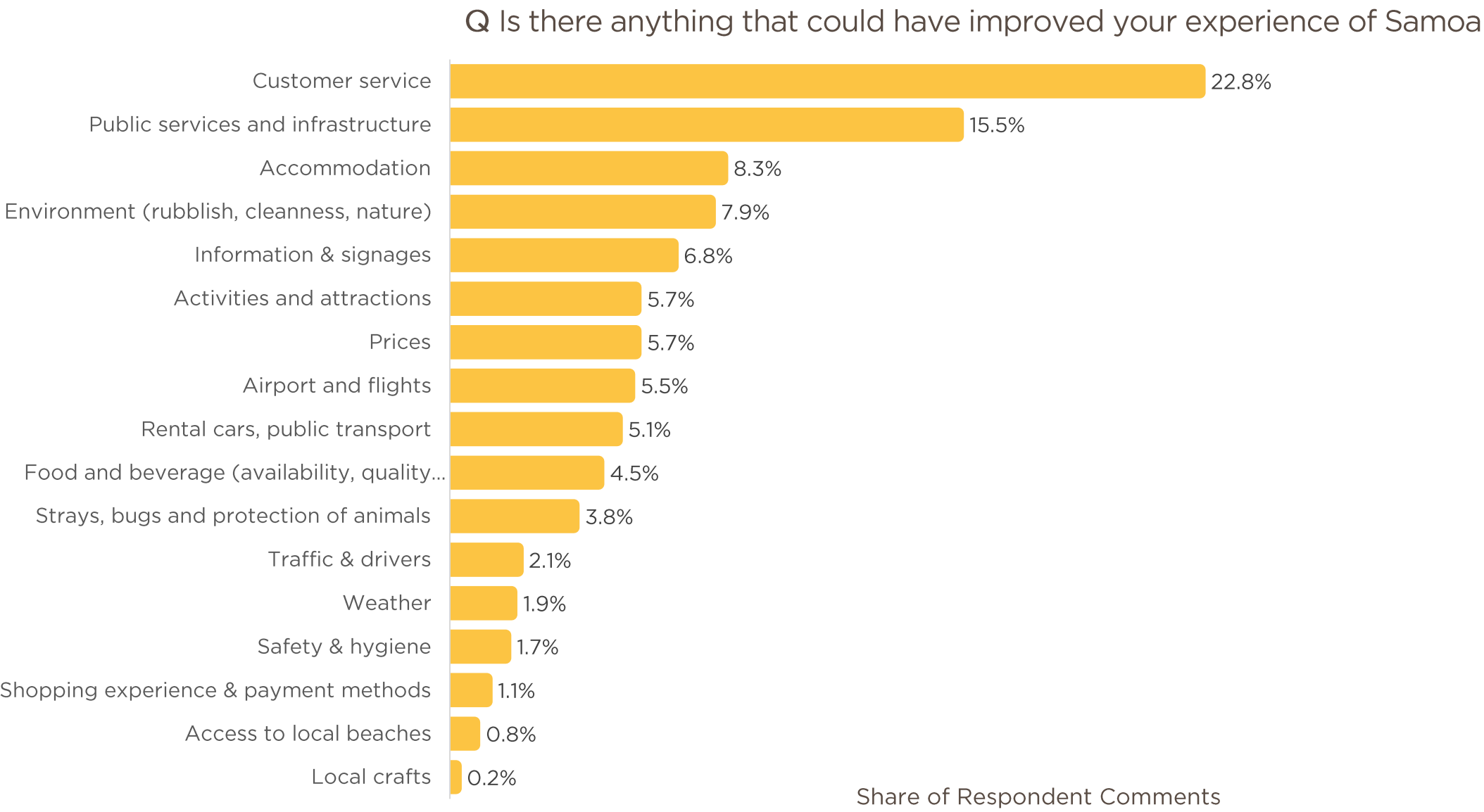
Note: Data values are shown to 1 decimal point to reflect accuracy. N=1,347

, ,

- [illegible]



Suggestions for Improvement



Note: Data values are shown to 1 decimal point to reflect accuracy. N=530

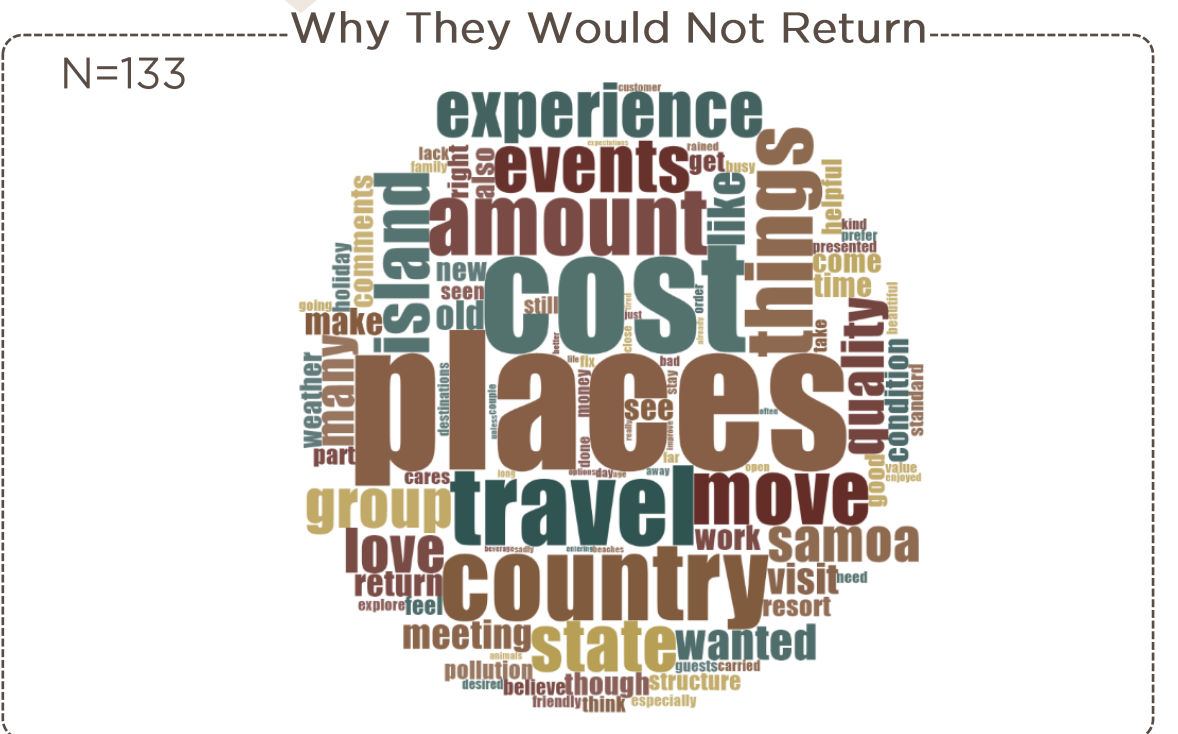
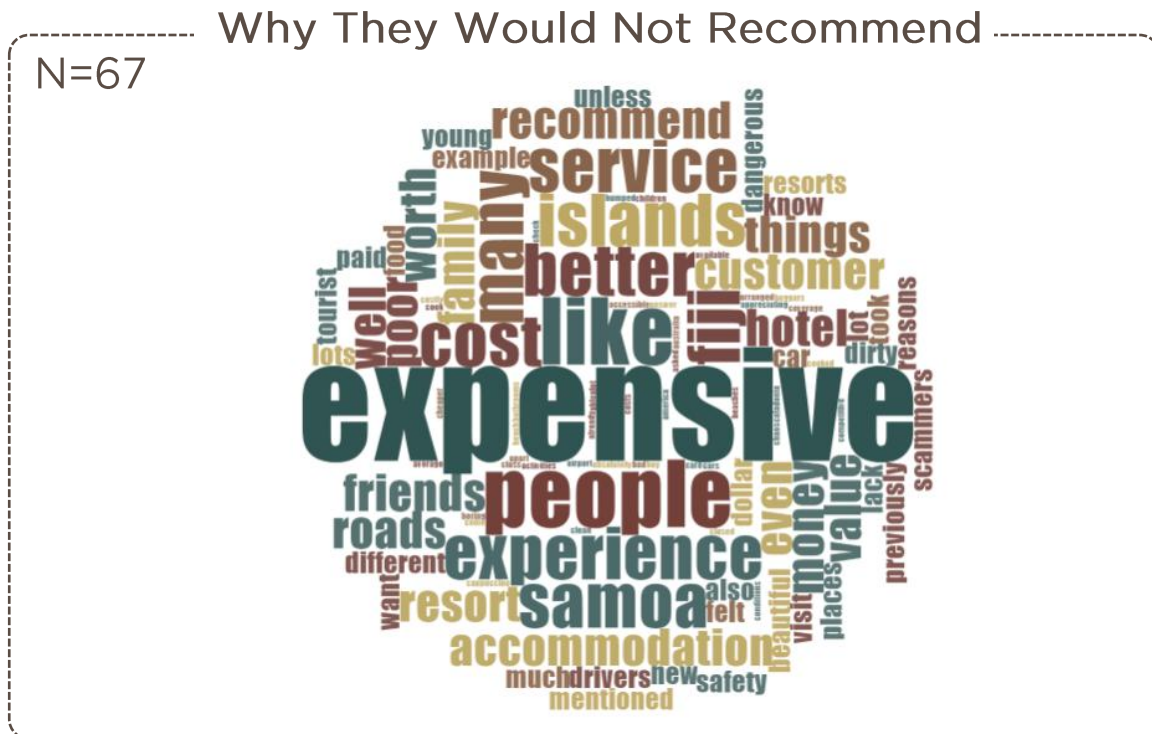
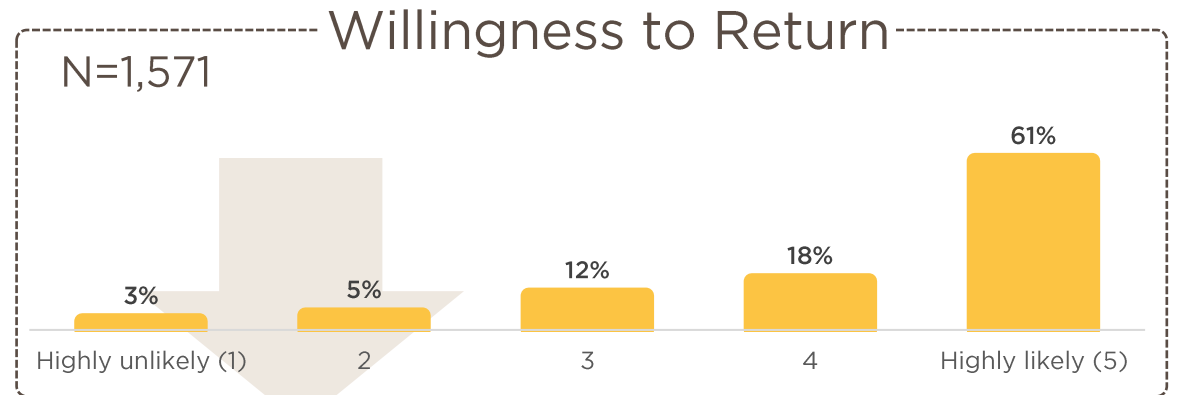
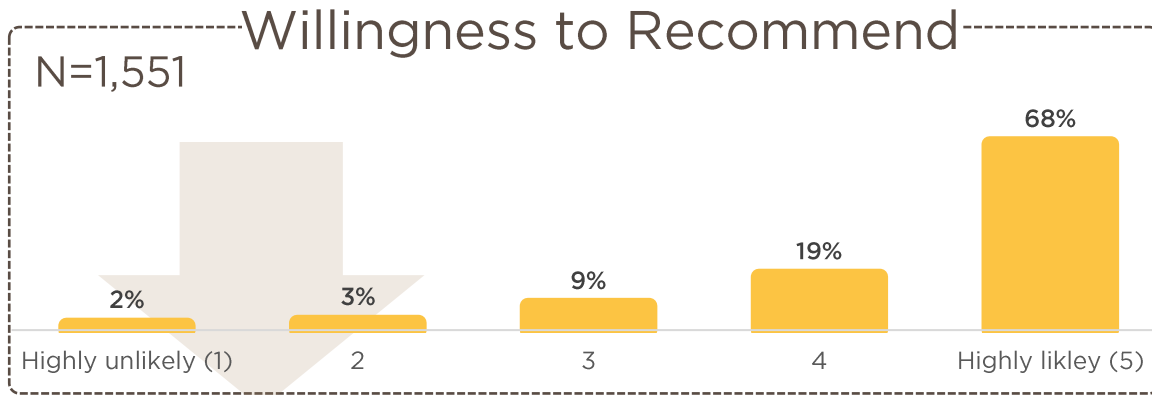
Quotes for Suggestions for Improvement



- ❖ Samoa could improve it's customer service. Also, in general, I found things to be much more expensive than I expected. Better value for money would have improved my experience.
- ❖ Customer service quality could be more importantly improved, cleaning expectations should be improved in hotel rooms to detail esp when children would be present with any allergies to bed bugs or dust .
- ❖ Please work on fixing the roads and the rules when driving.
- ❖ Friendliness goes a long way!! We came to spend money on good food and cocktails and couldn't find either.
- ❖ More public restrooms not just one big one in one place. Quality of food in shops. Customer service. Roads are horrendous, need to fix them up. Better water sewerage system for Apia as it was always flooding. Rental Car prices are really high. There prices are through the roof during Xmas and new years when we already have to pay for everything else.
- ❖ The hospital needs to upgrade, it's really bad and the roads still needs fixing
- ❖ Improvement on educational training and better teachers for students at school
- ❖ Prices to suit the economy. I recall fish costing over \$100 which was more expensive than what it cost in NZ.
- ❖ I wanted to do some SCUBA diving, but there were no dive companies nor was there any diving at Taumesina Resort.
- ❖ sellers to have prices on their products too many dishonest people
- ❖ Mandating that commercial resorts operate sustainably and reduce plastic waste
- ❖ Have more clear information about the accessibility of walking tracks and more clear markings on the tracks to recommended scenic points eg Ma Tree. The track was very difficult for me



Future Intentions





NEW ZEALAND
FOREIGN AFFAIRS & TRADE
Manatū Aorere

Beautiful
SAMOA

SAMOA



This report was prepared at SPTO by the Pacific Tourism Data Initiative team, in collaboration with the Ministry of Tourism and the New Zealand Government.

For any queries regarding this report, please contact PTDI@spto.org