

SAMOA

International Visitor Survey Report
January – December 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 December 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 – December 2025, analyzed 3,625 responses out of 16,483 survey links sent, representing 8.5% of actual visitors and a 22% response rate. Among the respondents, 44% were first-time visitors, and the average household income was USD 74,533.
- ❖ Respondents were primarily attracted by Samoa's warm, sunny weather, its beaches and swimming, its friendly people, and its culture and history. A substantial 96% of respondents indicated they would recommend Samoa to others, and 92% expressed willingness to return.
- ❖ The average prepaid spend per respondent was USD 745, with an estimated 55% flowing into the local economy. In-country spending per respondent per trip averaged USD 726 with an average stay of 9.0 nights.
- ❖ This contributed to an *estimated** economic impact of USD 201 million from January – December 2025.
- ❖ Visitors found the environment, cleanliness, climate, local people, activities, attractions, and entertainment to be the most appealing aspects. However, cleanliness, care for the natural environment, public services, facilities, infrastructure, and the price of goods and services were the least appealing aspects. To improve the overall visitor experience, suggestions included customer service training, addressing the high cost of goods and services, improving environmental management (rubbish, cleanliness, and nature), and strengthening public services and infrastructure.

*Note: *based on total visitor numbers of 177,276 for the same period*

Background

- ❖ IVS data from January to December 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 for the period.

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IVS Respondents January – December 2025



16,483 Total emails sent



3,625 Cleaned responses

22%

Conversion rate

Note: 4,117 responses were received. After data cleaning, 3,625 responses remained.

Responses covered



12,427 Adults



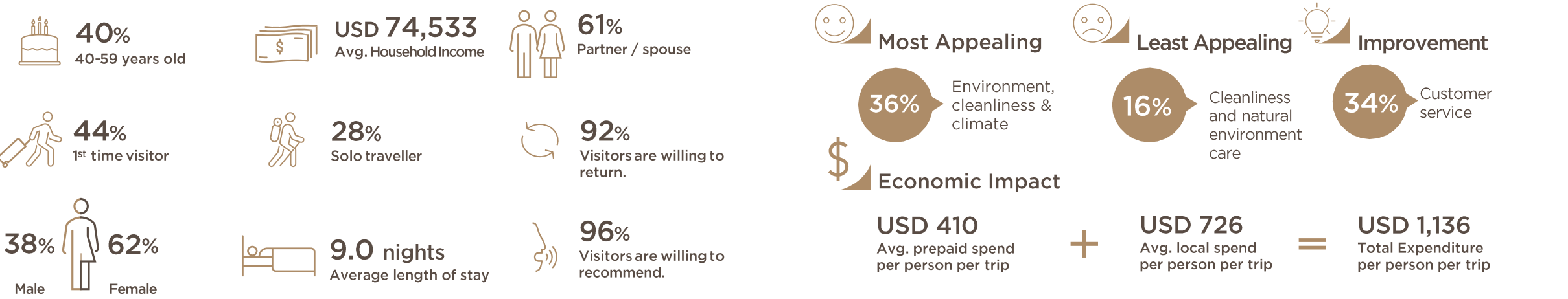
2,645 Children

8.5%

Of Jan-Dec 2025 actual arrivals

Samoa International Visitor Survey

Snapshot January – December 2025





Most Appealing

36%

Environment, cleanliness & climate



Least Appealing

16%

Cleanliness and natural environment care



Improvement

34%

Customer service



Economic Impact

USD 410

Avg. prepaid spend per person per trip

USD 726

Avg. local spend per person per trip

USD 1,136

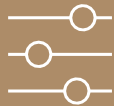
Total Expenditure per person per trip

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

Report Structure



Visitor
Profile



Visitor
Characteristics
& Preferences



Information &
Decision Making

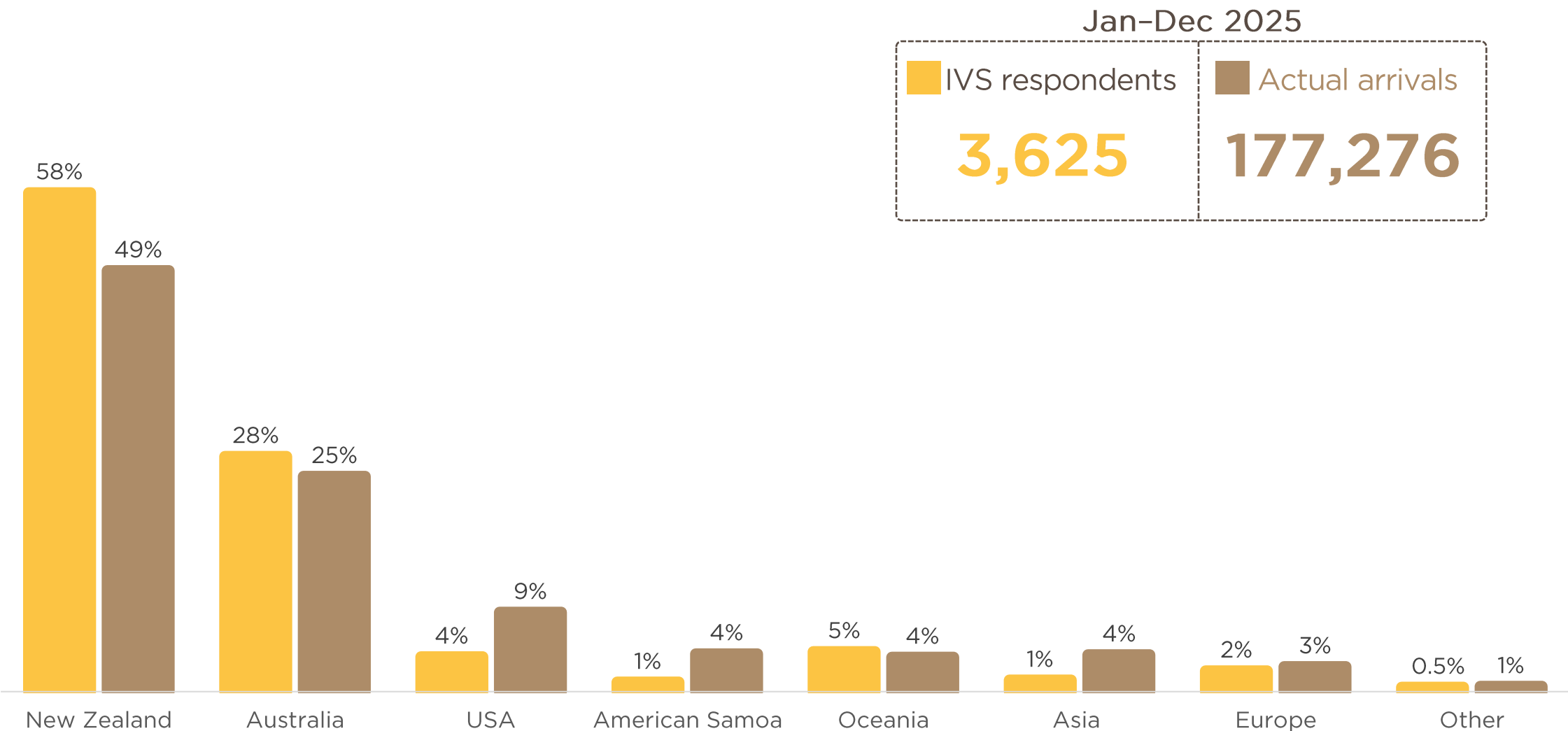


Visitor Spend &
Impact



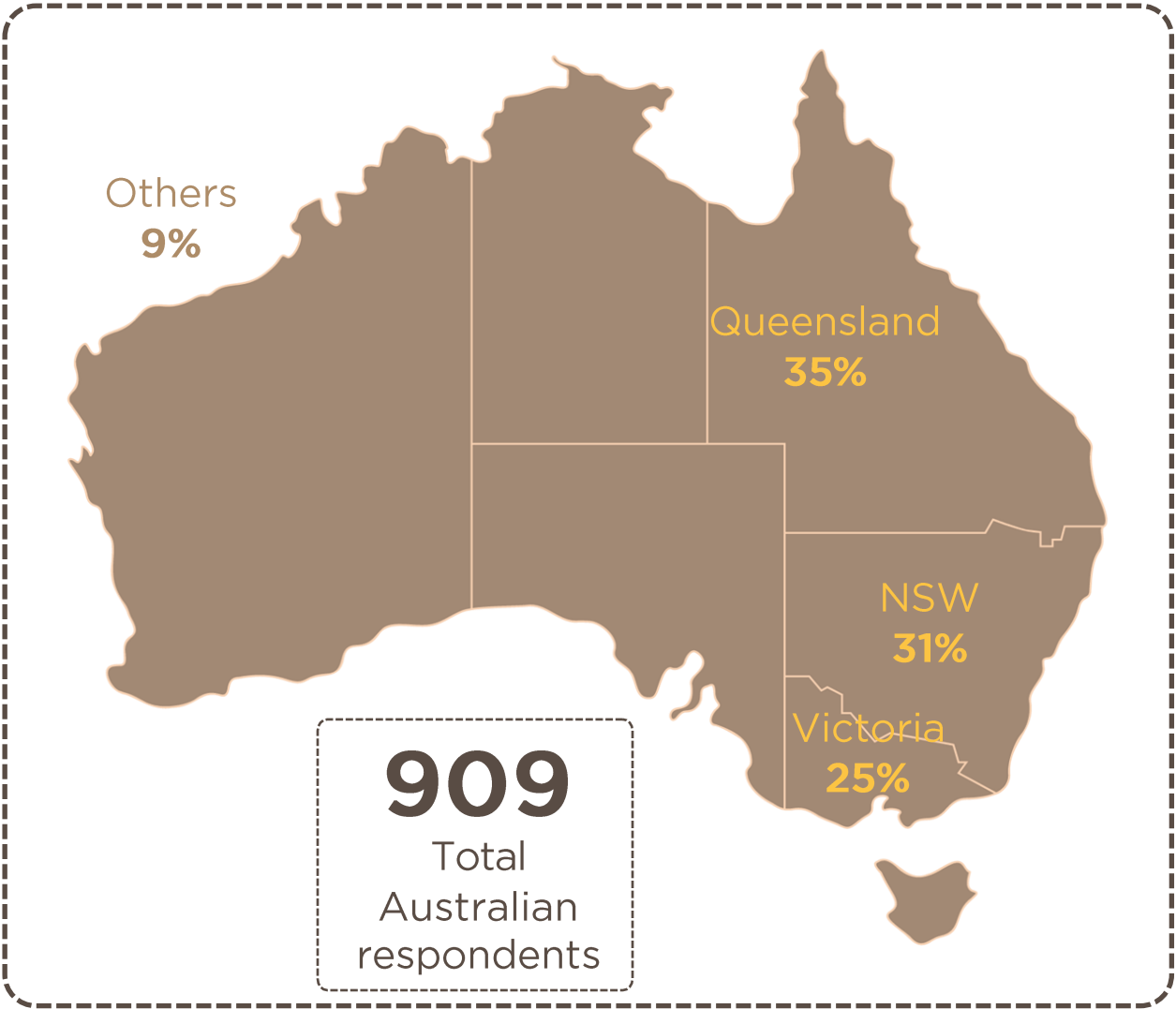
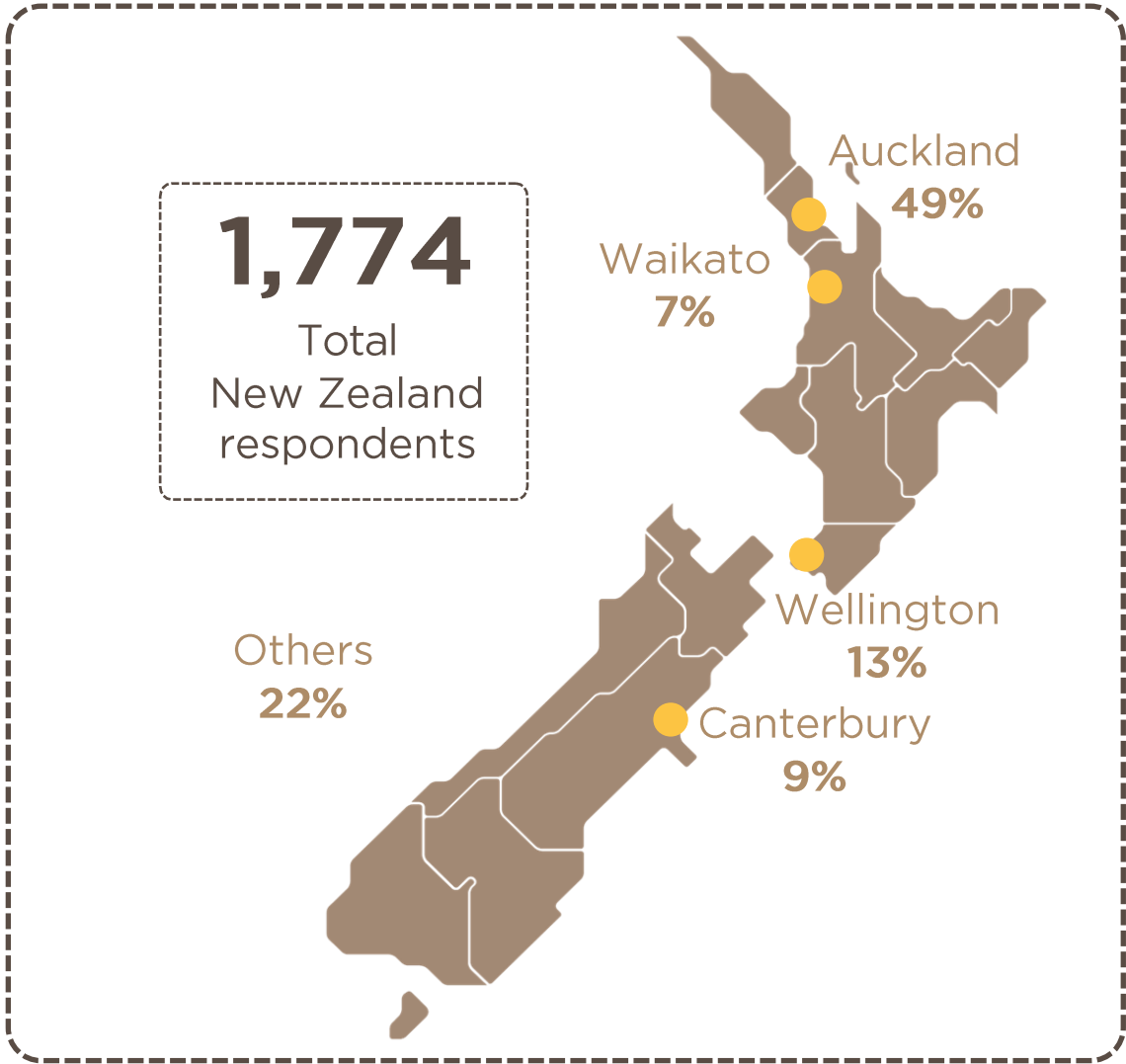
Visitor
Satisfaction

Country of Residence: IVS Respondents vs Actual Arrivals

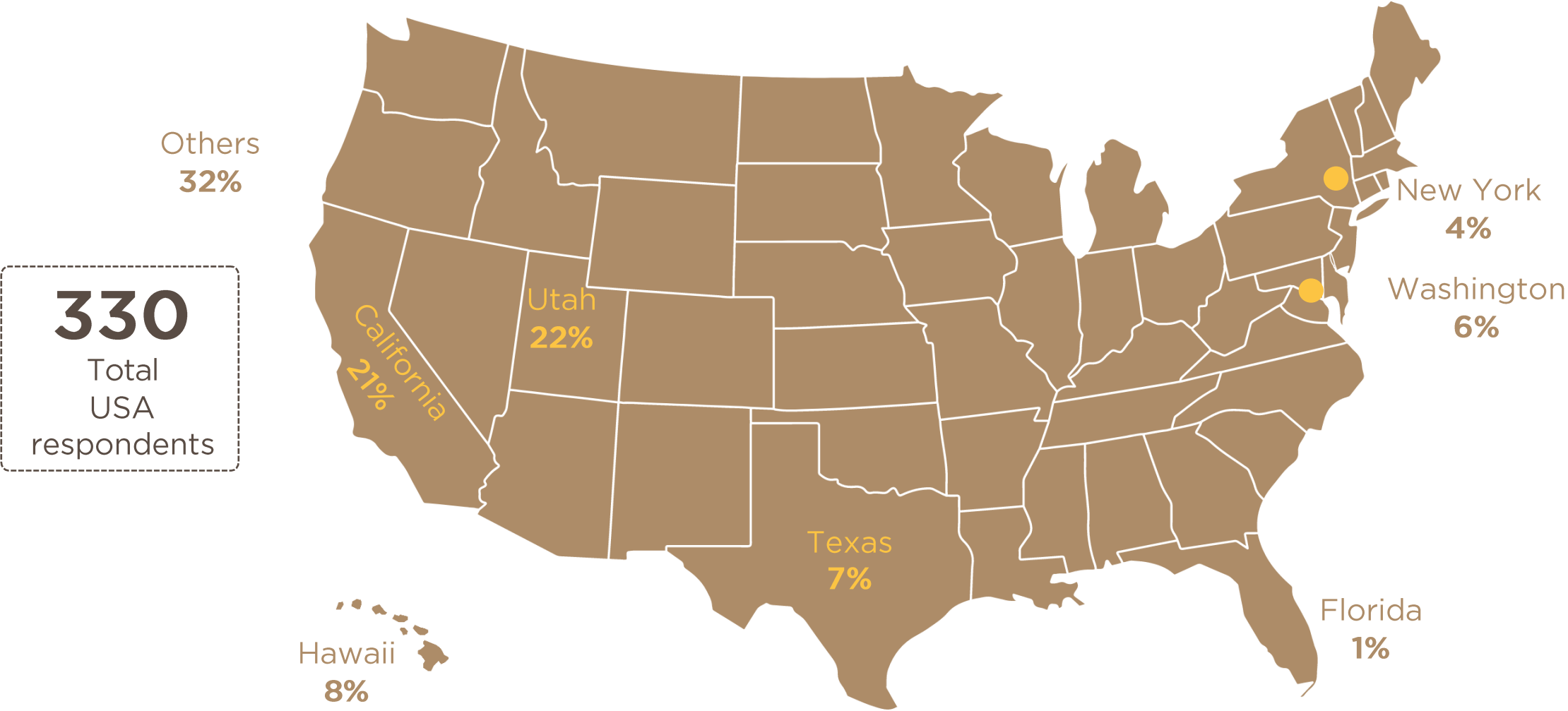


Note: The data presented is unweighted. The sample is not fully representative of actual arrivals — New Zealand, Australia and Oceania are slightly over-sampled, while the USA, American Samoa, Asia, Europe and Other are under-sampled. To ensure representativeness, weighting was applied to adjust for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

Top Source Markets



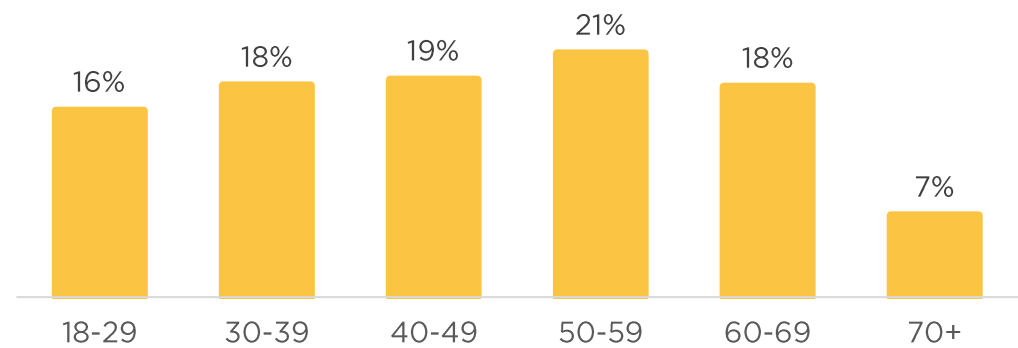
Top Source Markets (cont'd)



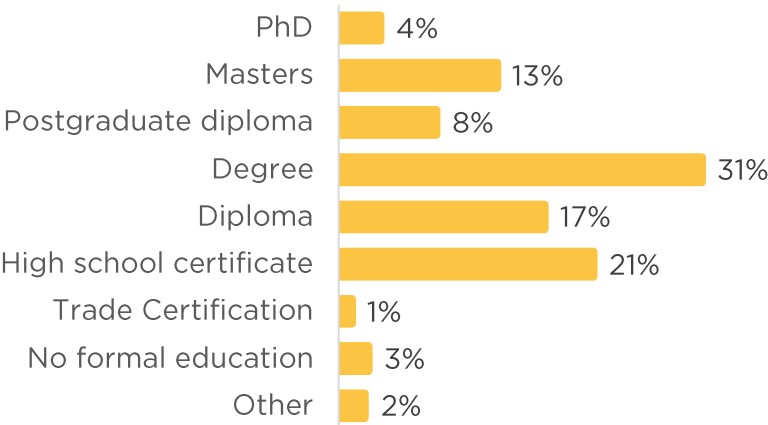
Respondent Demographics

Age

Avg. Age Group
40-49 years

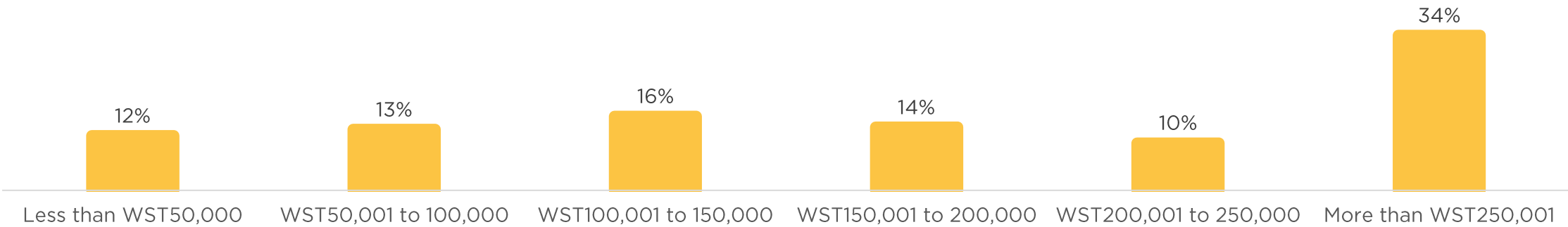


Education Level



Annual Household Income

Avg. Household Income
WST 201,986
USD 74,533



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

Report Structure



Visitor
Profile



Visitor
Characteristics
& Preferences



Information &
Decision Making



Visitor Spend &
Impact

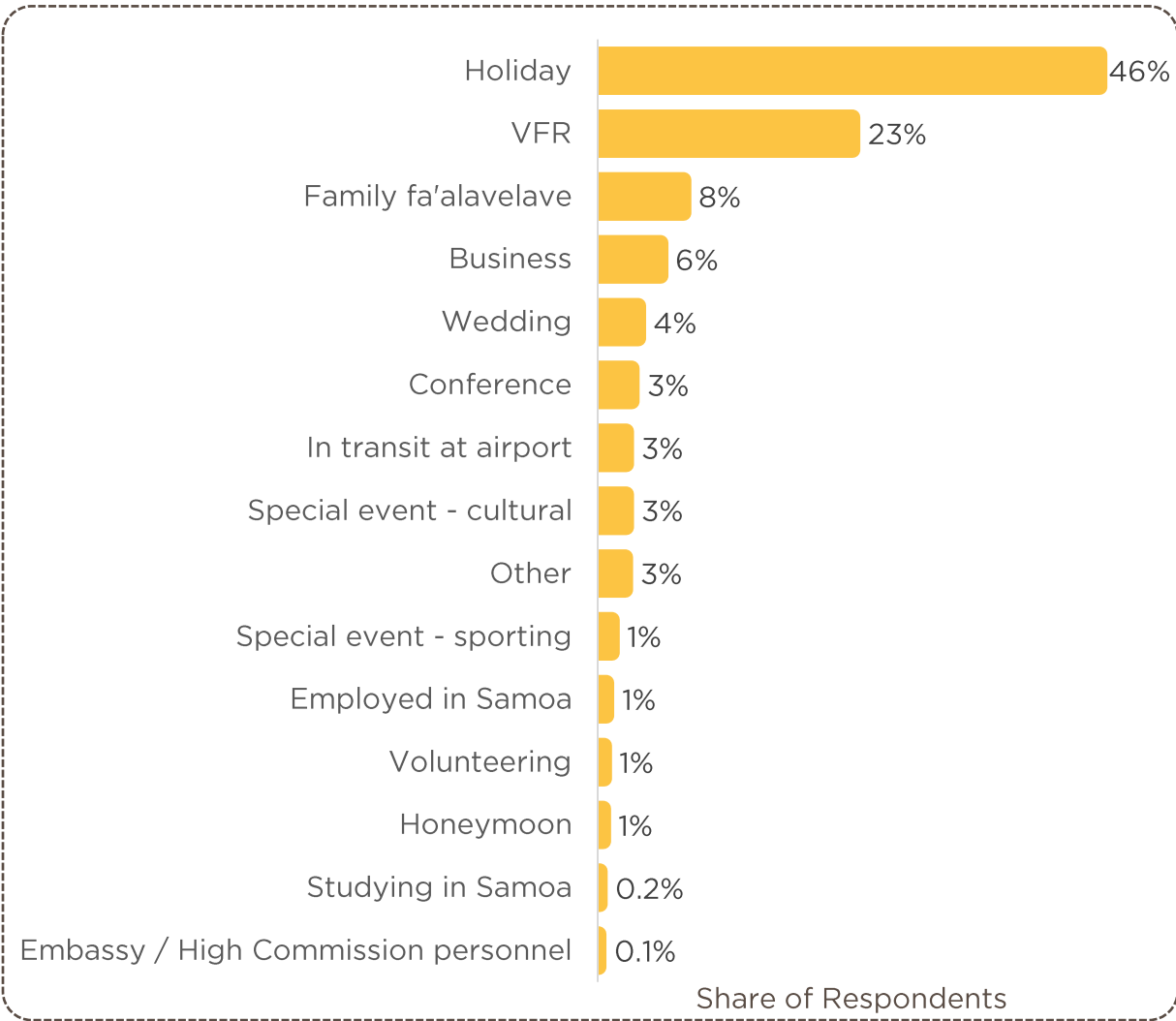


Visitor
Satisfaction

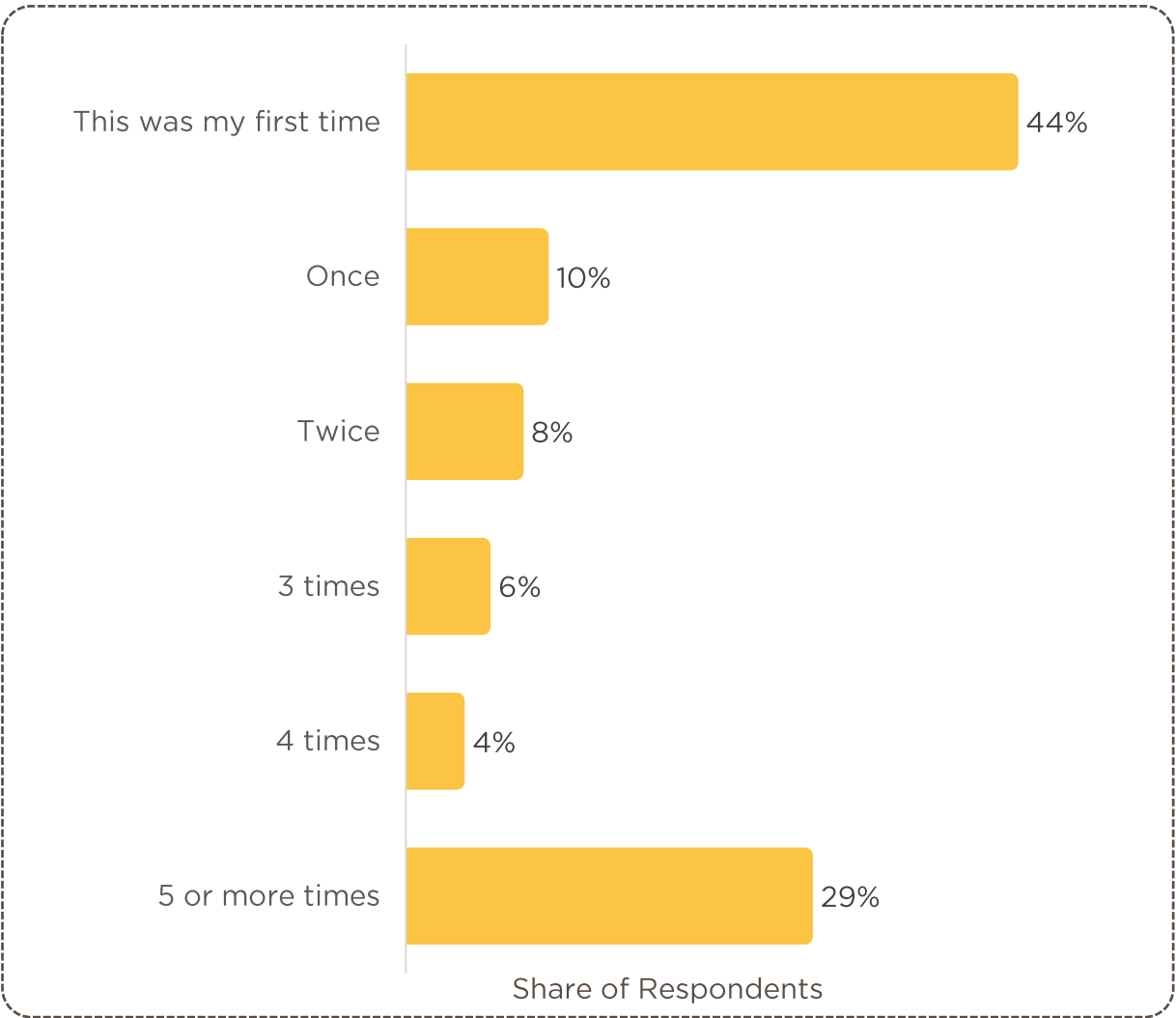
Characteristics

Q What was the main purpose of your visit?

Purpose of Visit

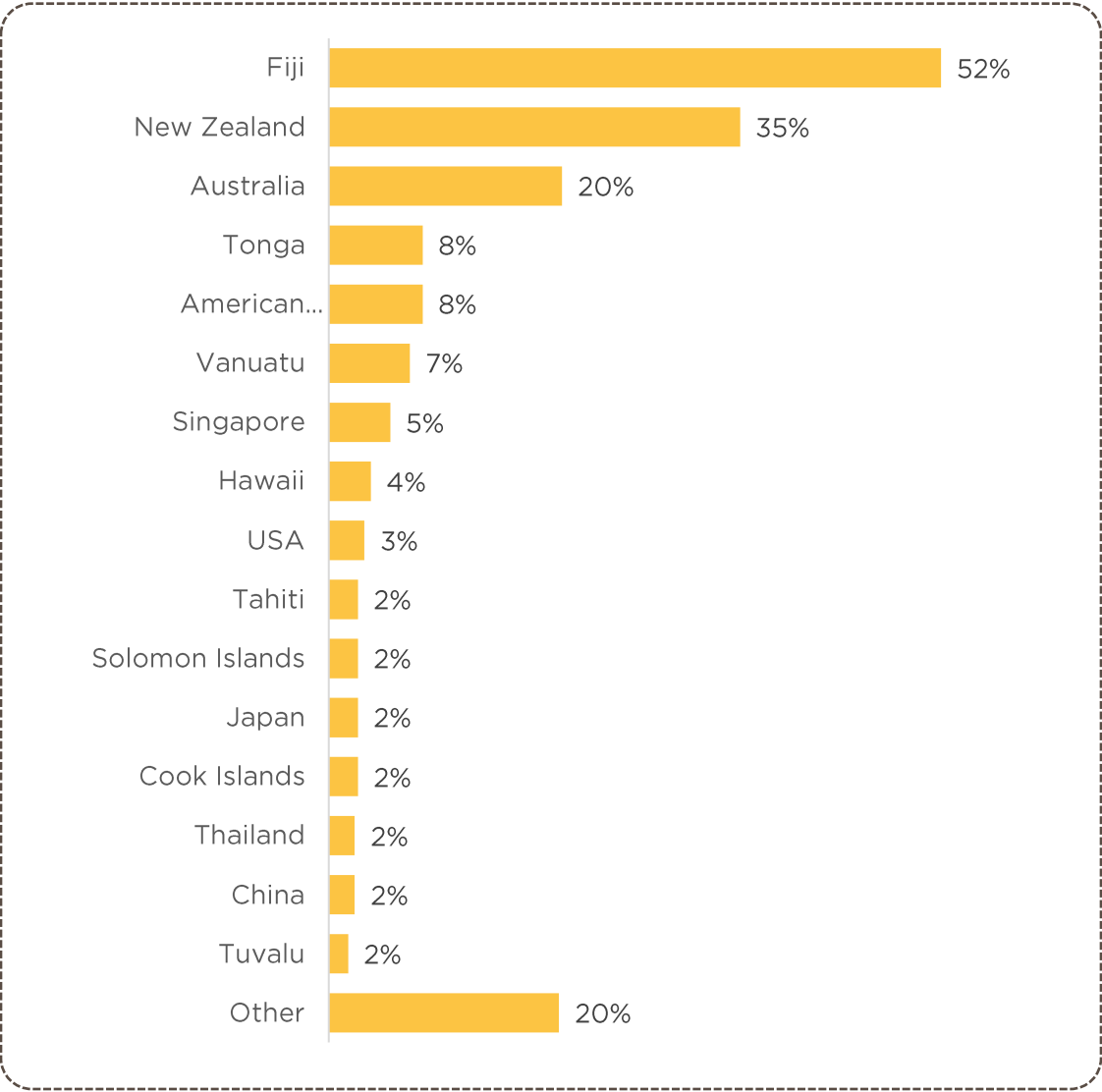


Previous visits



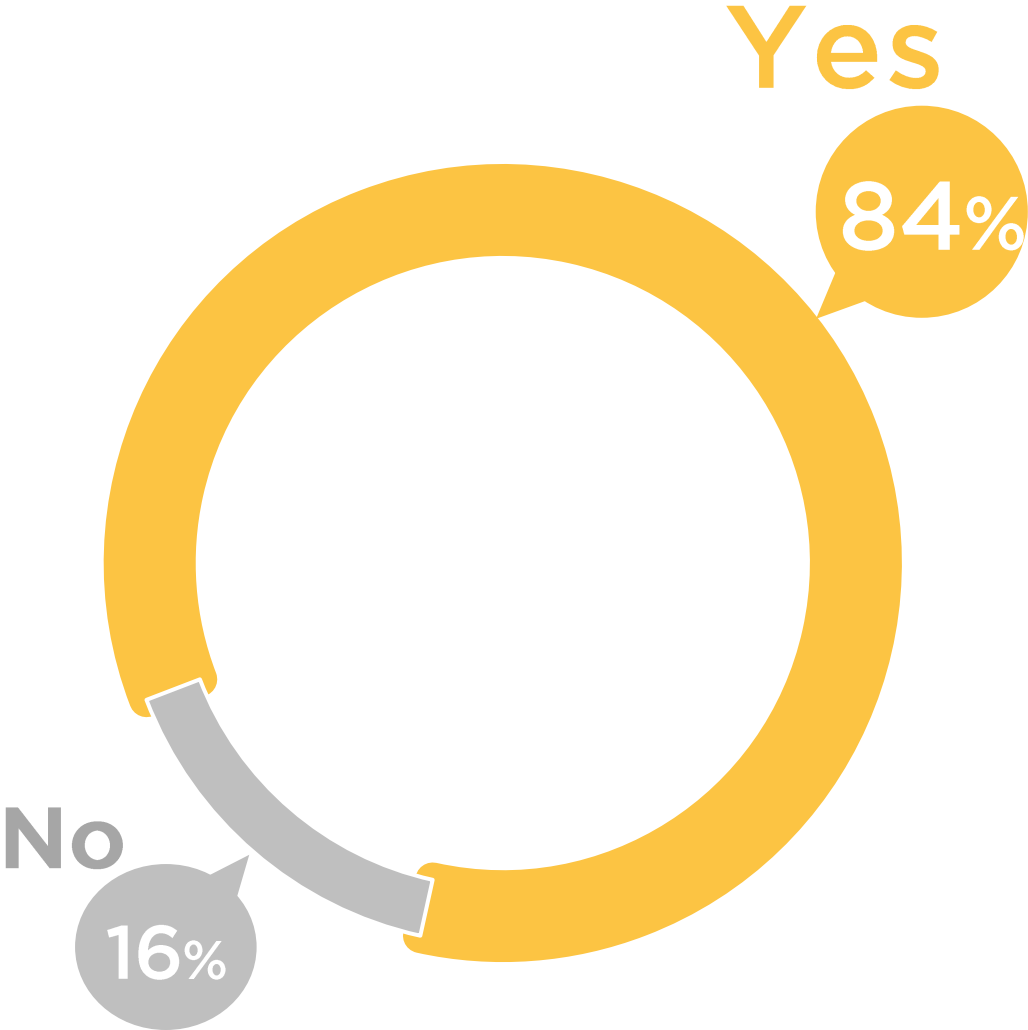
Note: due to rounding, total does not sum to 100%; VFR – Visiting family & friends.

Bigger Trip



Note: Other countries visited on the same trip

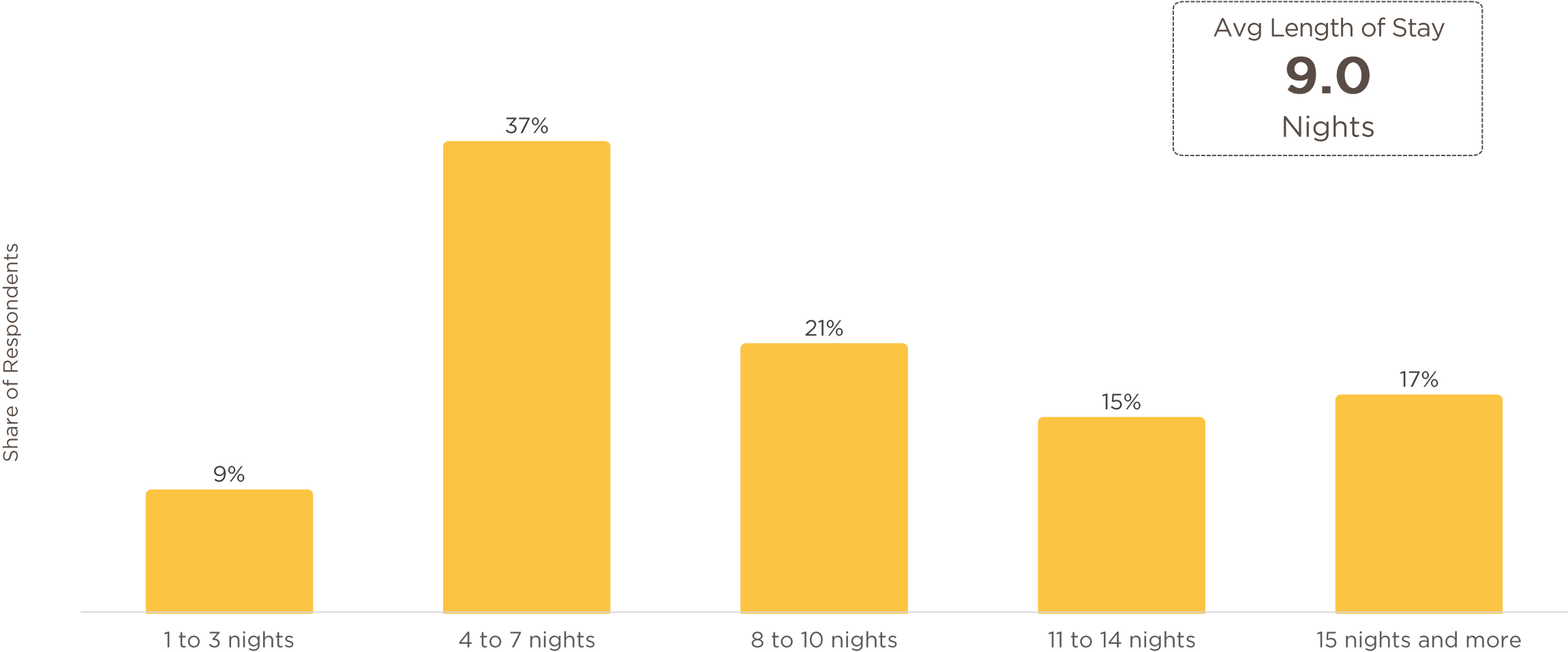
Q Was Samoa the only country you visited on this trip?



Note: Total valid responses for this question N=3,324.

Length of Stay

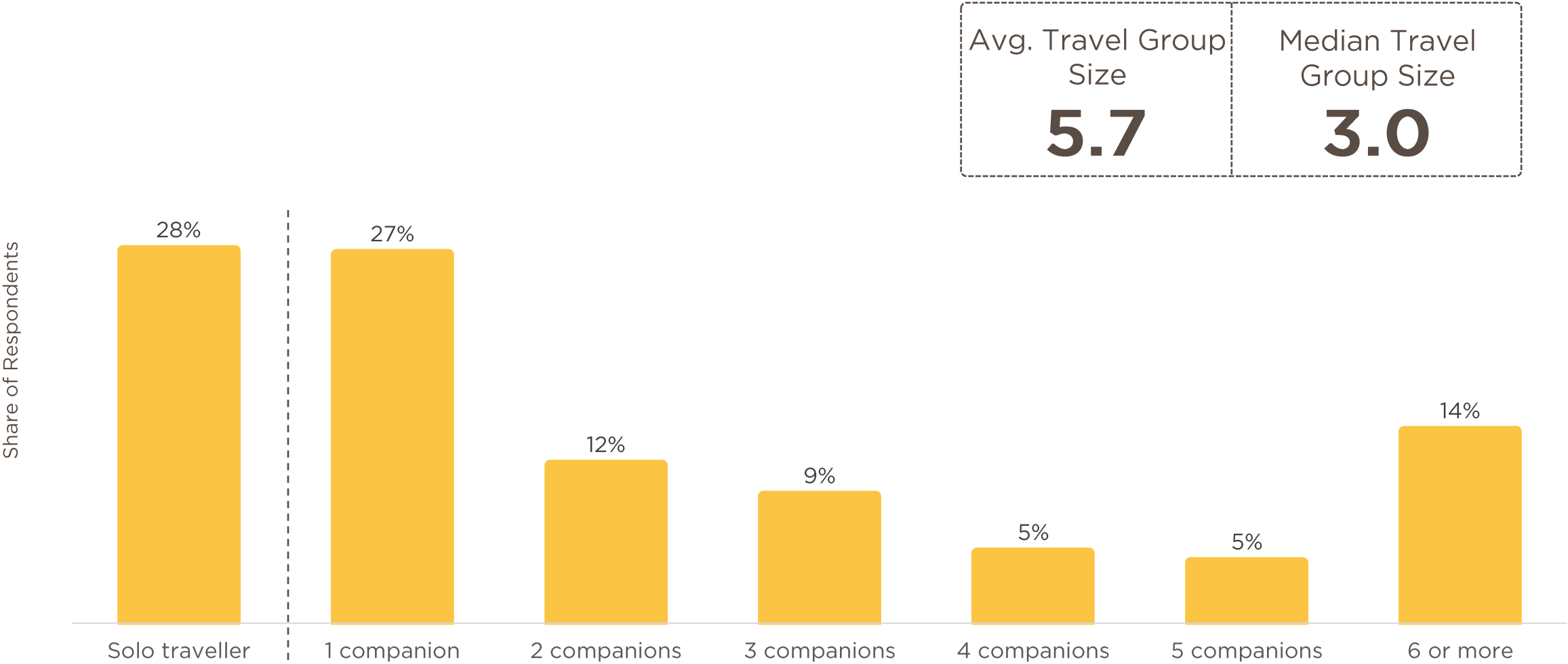
Q How many nights did you spend in Samoa?



Note: 30 and 30+ days were removed as outliers for the average length of stay analysis i.e., N = 3,403. Total N = 3,625.

Travel Group Size

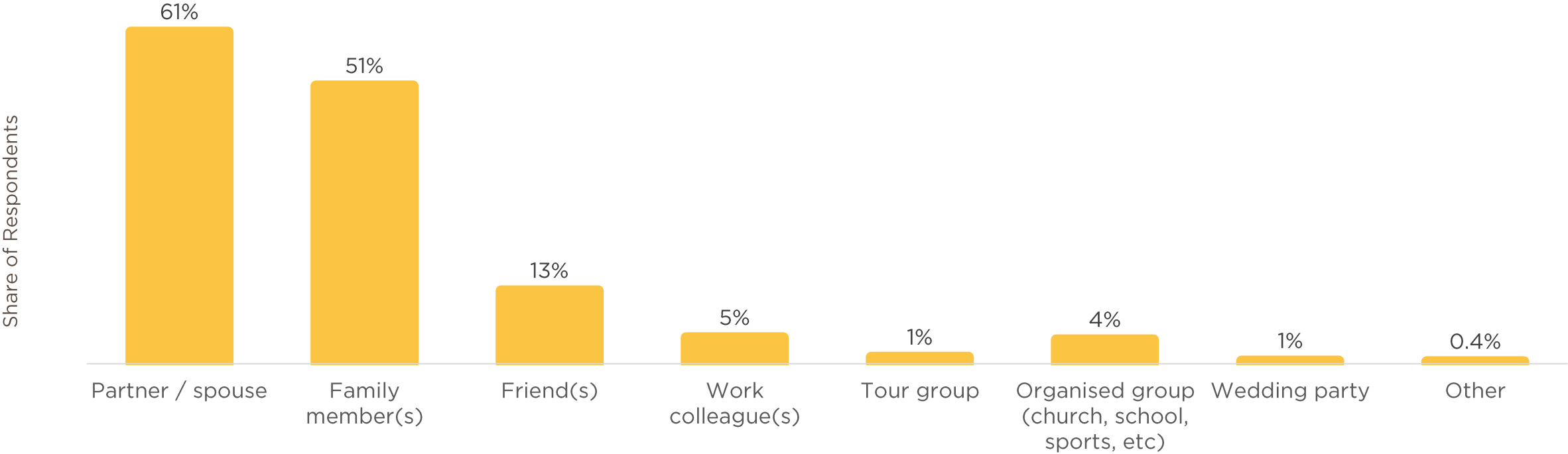
Q How many people accompanied you on this trip?



Note: Percentage figures are rounded. Total number of respondents is N=3,313. Solo travelers excluded from the mean and median calculation.

Travel Group Type

Q Who were your travelling companions?



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

Airlines Used For Travel

Q How did you travel to Samoa?

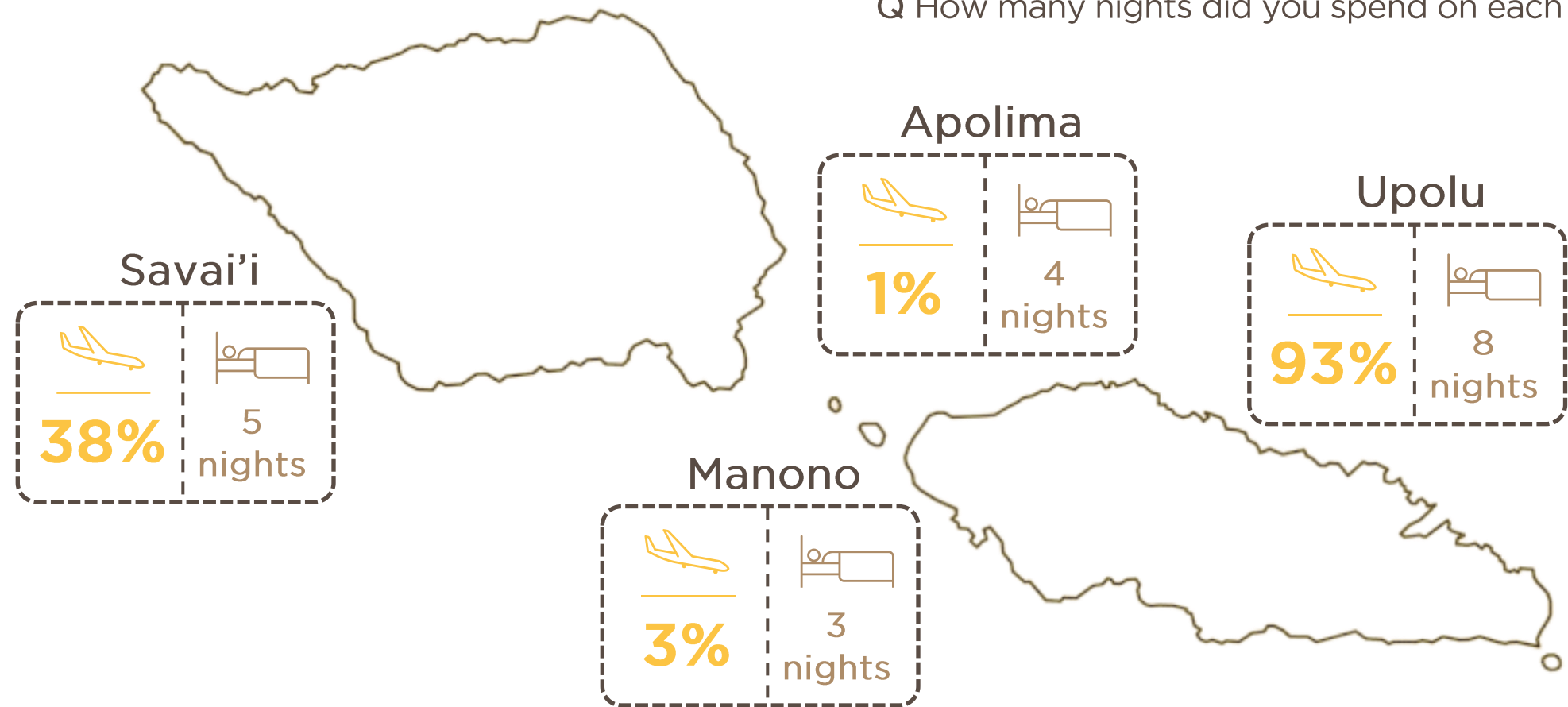


Note: Multiple responses, therefore total does not add up to 100%..

Islands Visited & Average Length of Stay

Q Which island(s) did you visit?

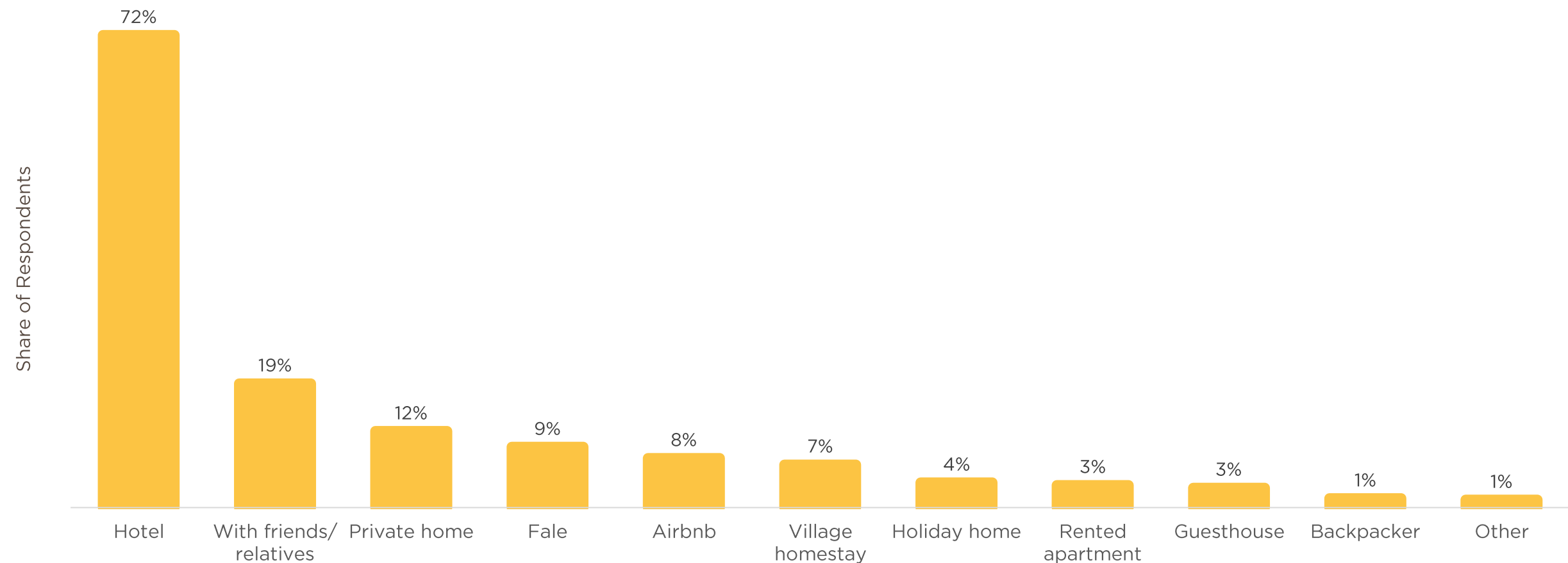
Q How many nights did you spend on each island you visited?



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=2,943.

Accommodation

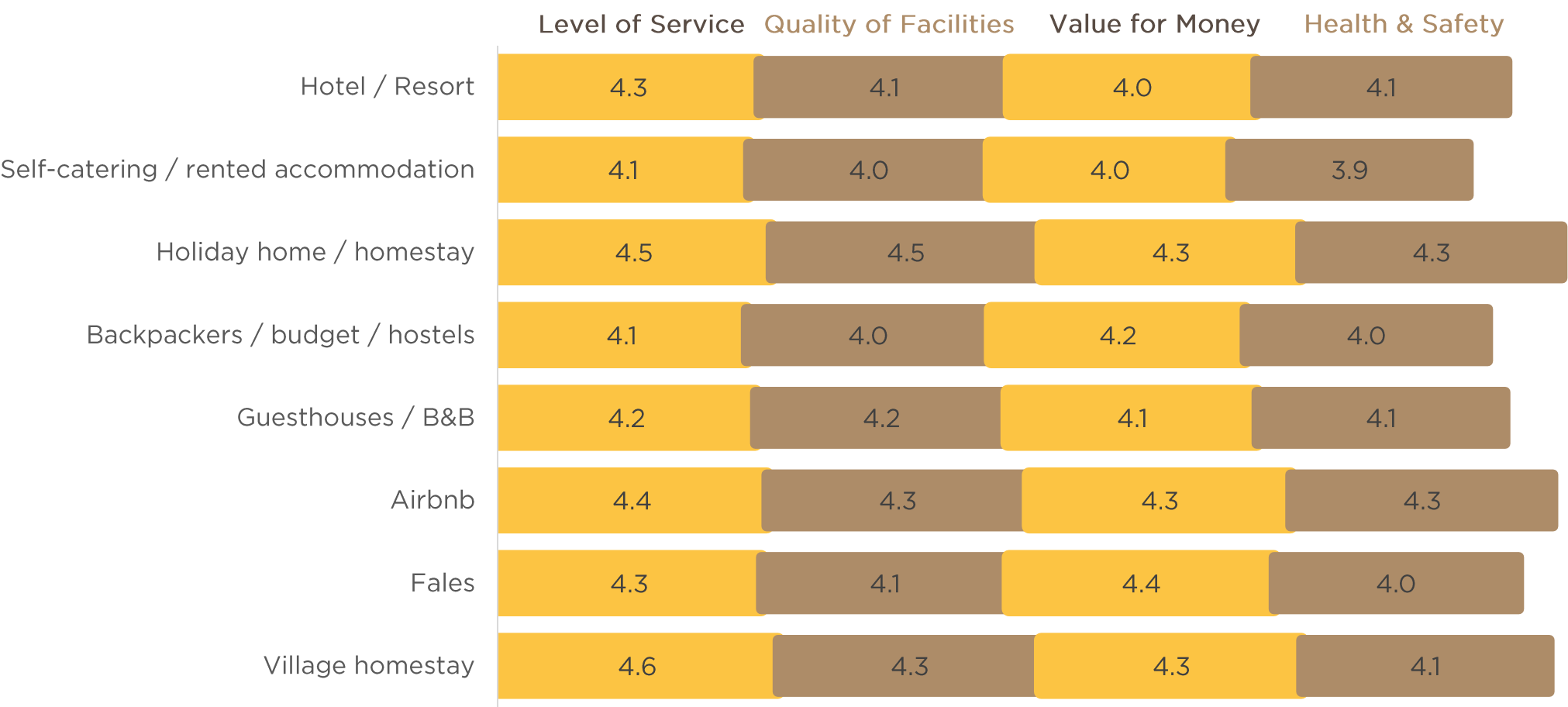
Q What type(s) of accommodation did you stay in?



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

Accommodation

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



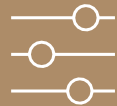
Scale: 1=Very Dissatisfied to 5=Very Satisfied

*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



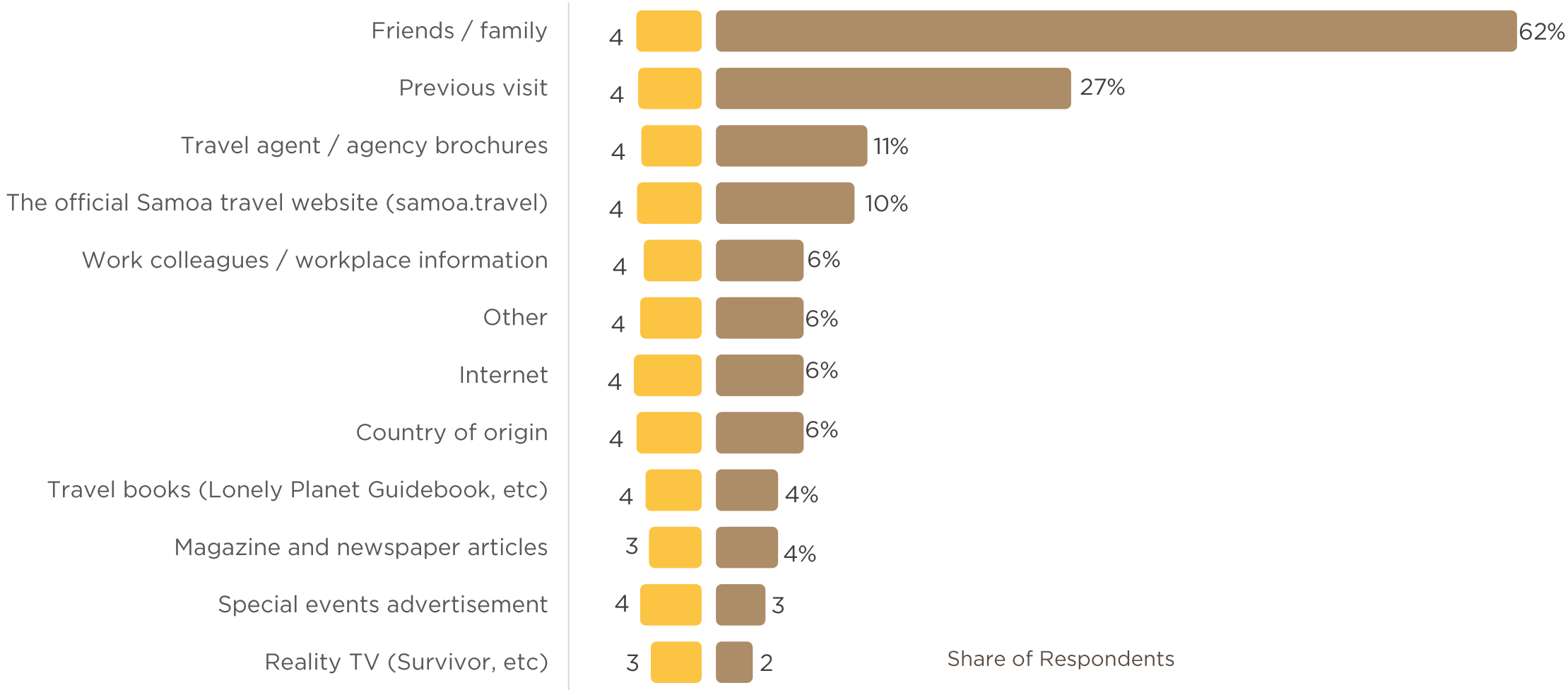
Visitor
Satisfaction

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



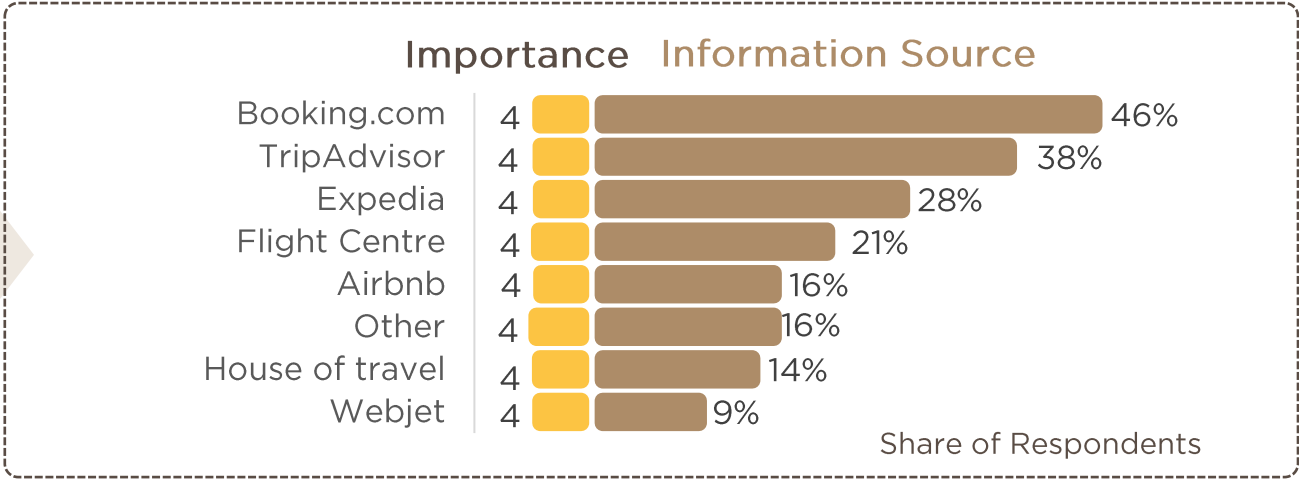
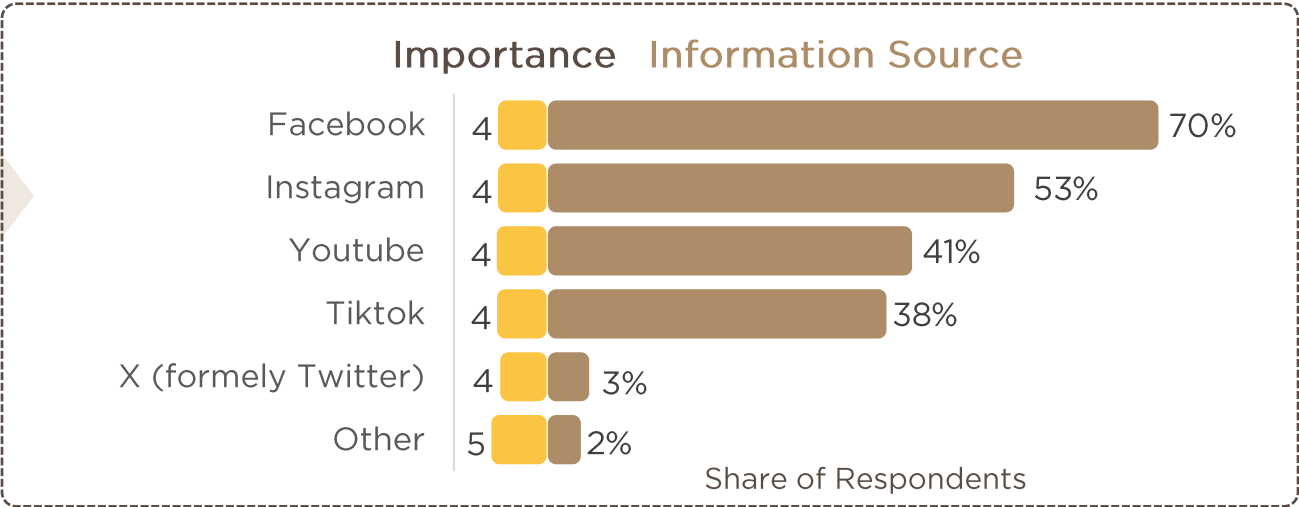
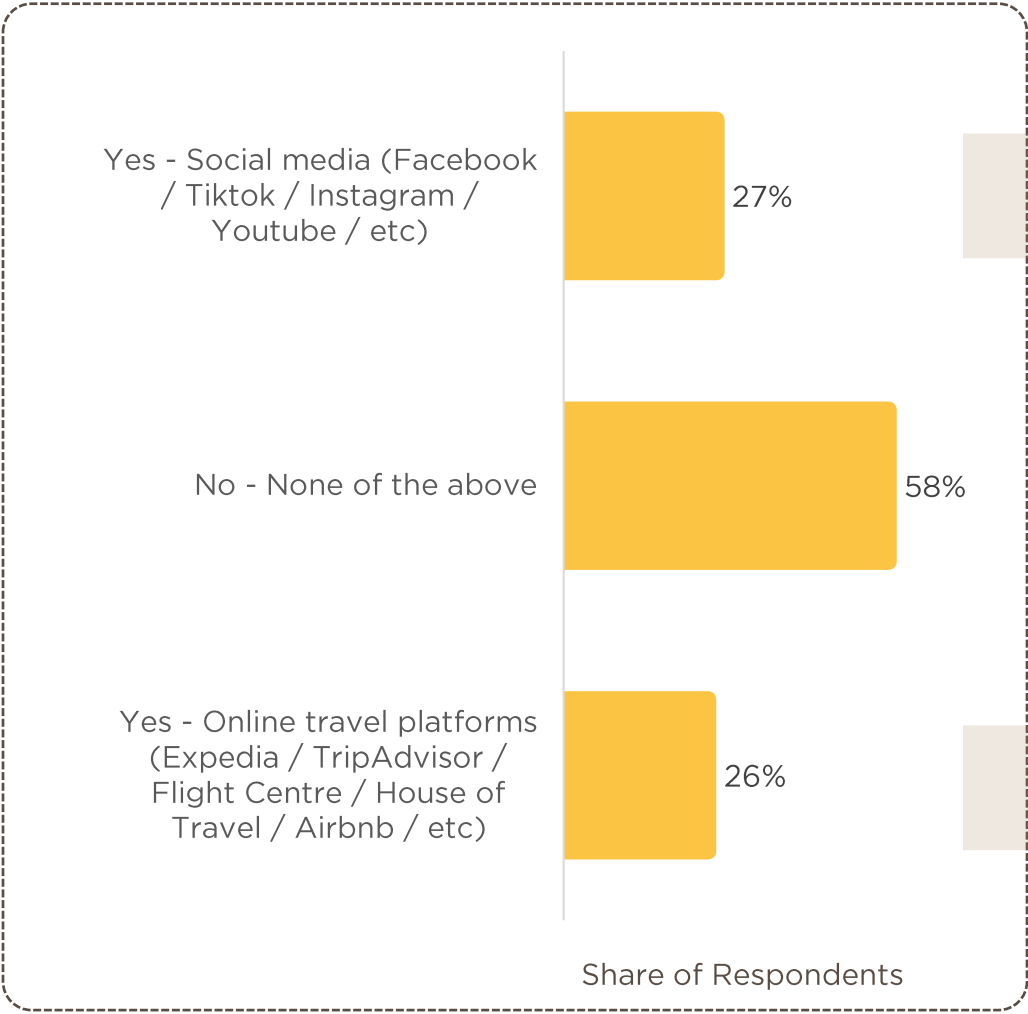
Share of Respondents

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?

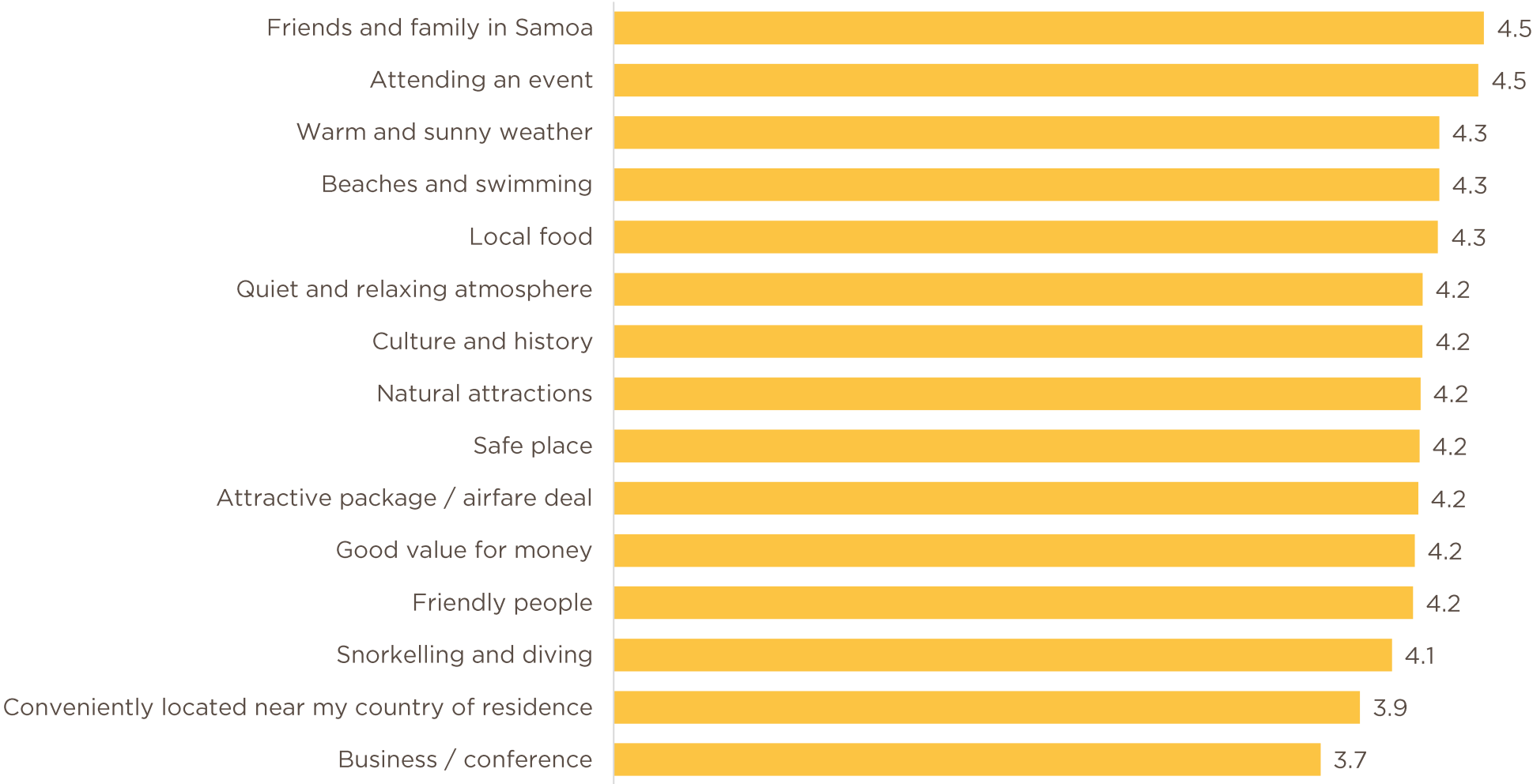


Note: Importance rating is the **average** of all the ratings to that Source of Information.

Influential factors in choosing Samoa

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

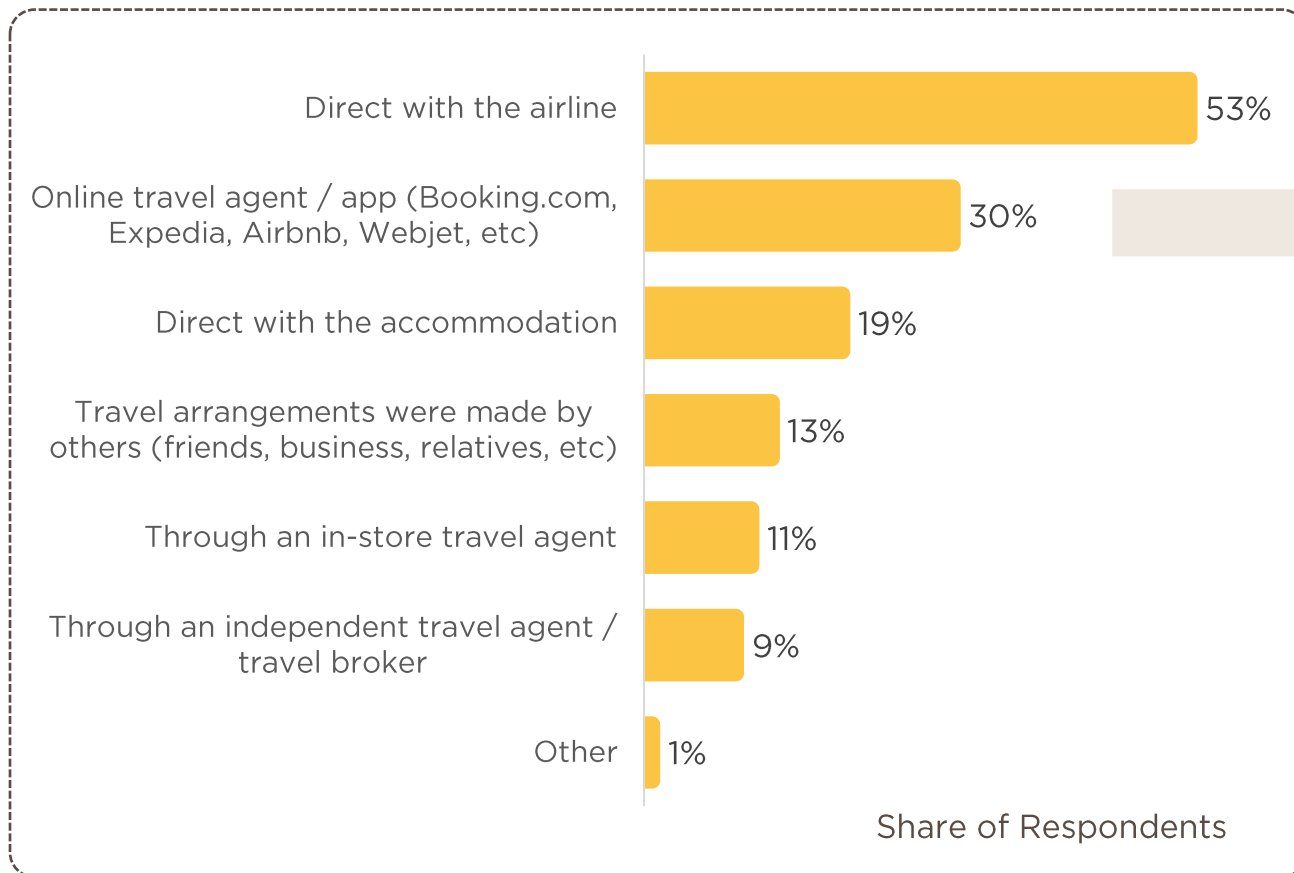
Q How influential were the following factors?



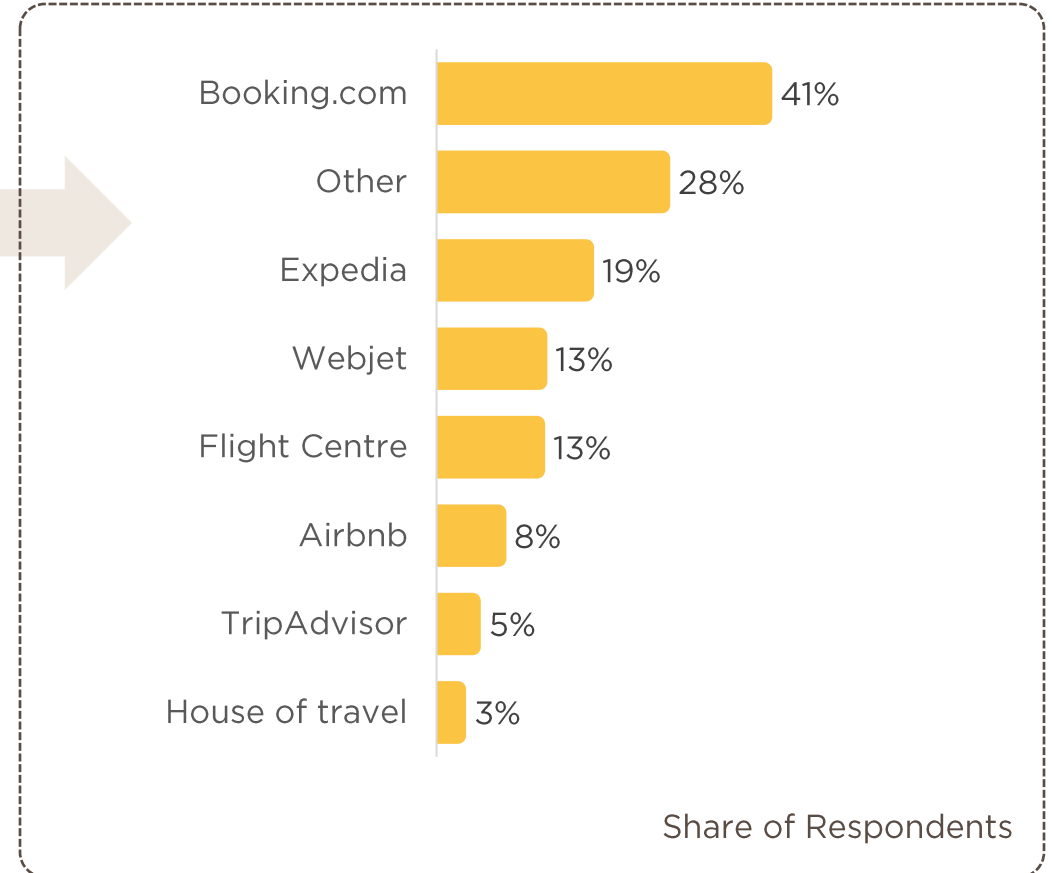
*Note: Rating is the **average** of all the ratings to that factor.*

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?

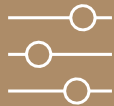


Note: Multiple responses, therefore total does not add up to 100%.

Report Structure



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Profile



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Information &
Decision Making



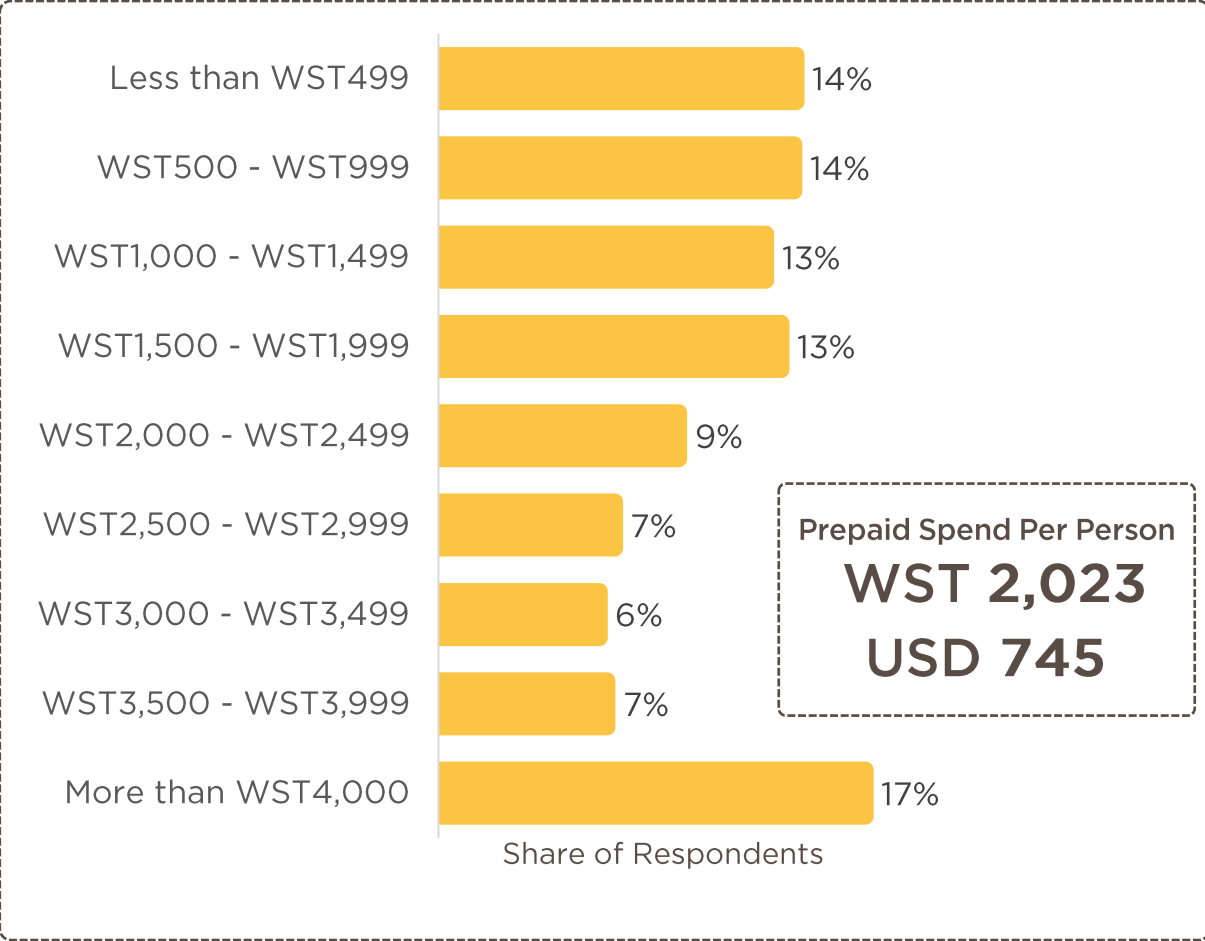
Visitor Spend &
Impact



Visitor
Satisfaction

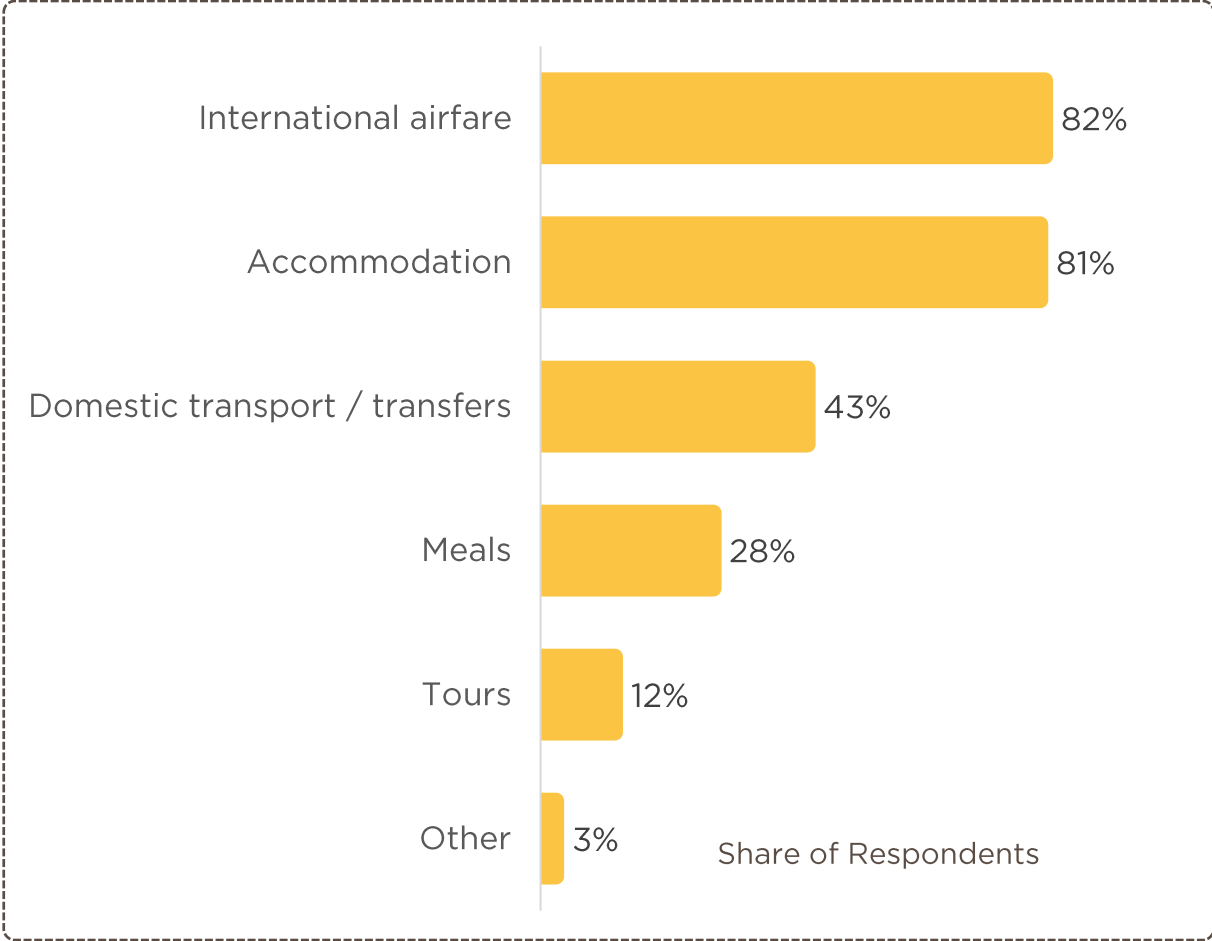
Prepaid Expenditure

Q How much did you pay prior to your arrival (Per-Person)?



Note: Total response N = 1,926

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	56	20	24
Local transport (taxi, bus, rental, fuel)	35	12	15
Donations (church, fa'alavelave, tips)	30	11	13
Food & Beverage	38	13	16
Retail (groceries)	19	7	8
Souvenirs (handicrafts, tattoos)	17	6	7
Activities (spa, clubbing, sports)	9	3	4
Domestic travel (maritime)	2	1	1
Internet & Telecom services	2	1	1
Other	22	8	9
TOTAL	229	81	100

Note: Percentage figures are rounded. The average exchange rate WST-USD from January-December 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	2,023	745
Flowing into local economy rate	estimated 55%	
Per Person Per Trip	1,113	410
Per Person per Day	124	46

Average Local Spend		
Length of Stay (nights)	mean 9.0 nights	
Per Person Per Trip	2,063	726
Per Person per Day	229	81

Total Economic Impact-Per Trip	3,176	1,136
Total Economic Impact-Per Day	353	126

Jan – Dec 2024

USD 407 MILLION

From 179,590* visitors

 Prepaid
Expenditure

 In-country
Spend

\$1,562

Prepaid per visitor per trip

\$141

In-country spend per day

55%

Flowing into
local economy
rate



X 10 nights
Average length of
stay

\$860

Prepaid per visitor per trip

\$1,410

In-country spend per trip

 ECONOMIC
IMPACT

\$2,270 per visitor per trip

\$227 per visitor per day

Jan – Dec 2025

USD 201 MILLION ▼

From 177,276* visitors ▼

 Prepaid
Expenditure

 In-country
Spend

\$745 ▼

Prepaid per visitor per trip

\$81 ▼

In-country spend per day

55%

Flowing into
local economy
rate



X 9 nights ▼
Average length of
stay

\$410 ▼

Prepaid per visitor per trip

\$726 ▼

In-country spend per trip

 ECONOMIC
IMPACT

\$1,136 per visitor per trip ▼

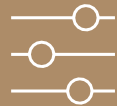
\$126 per visitor per day ▼

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

Report Structure



Visitor
Profile



Visitor
Characteristics
& Preferences



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Decision Making



Visitor Spend &
Impact

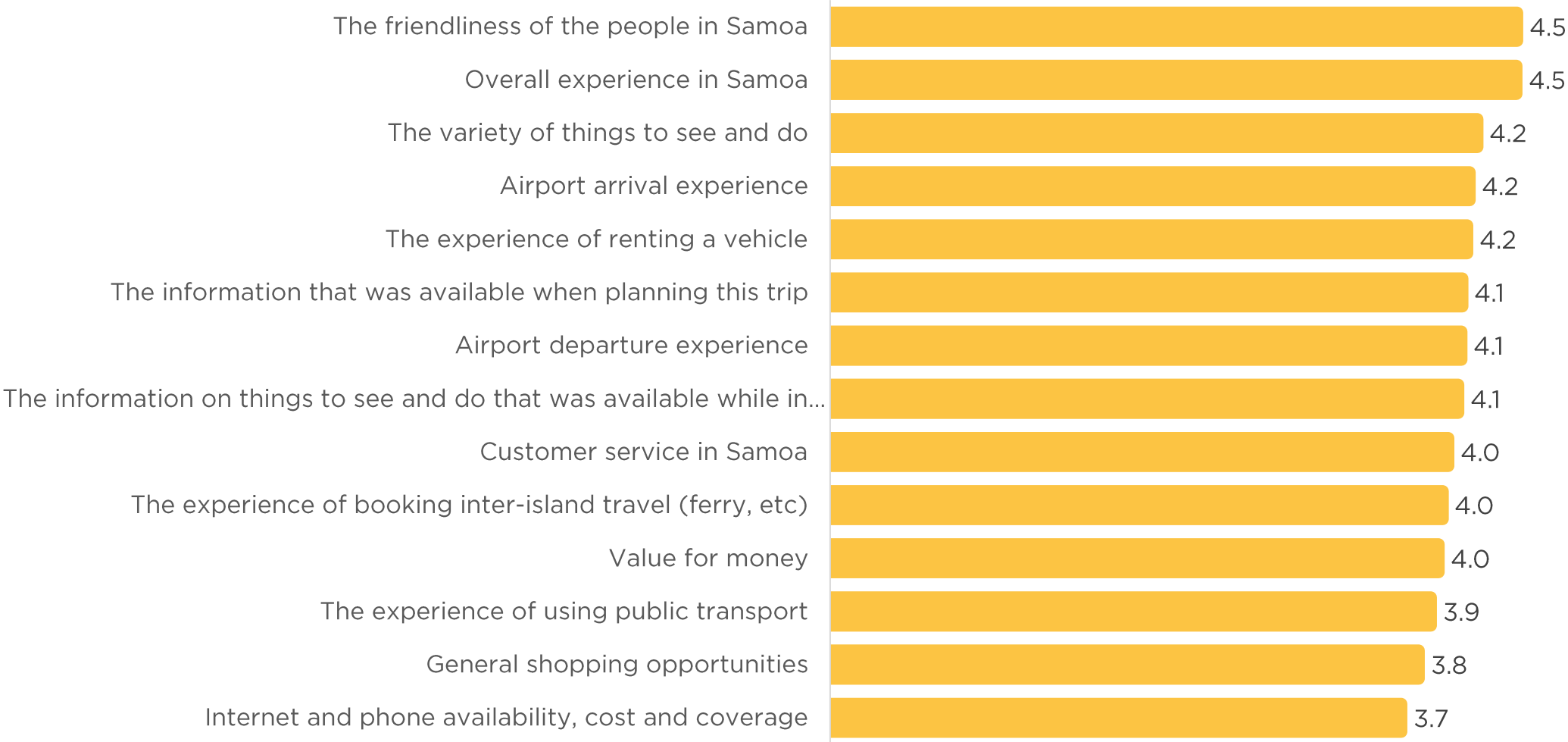


Visitor
Satisfaction

Satisfaction with Travel Experience

Scale: 1=very dissatisfied to 5=very satisfied

Q How satisfied were you with the following?

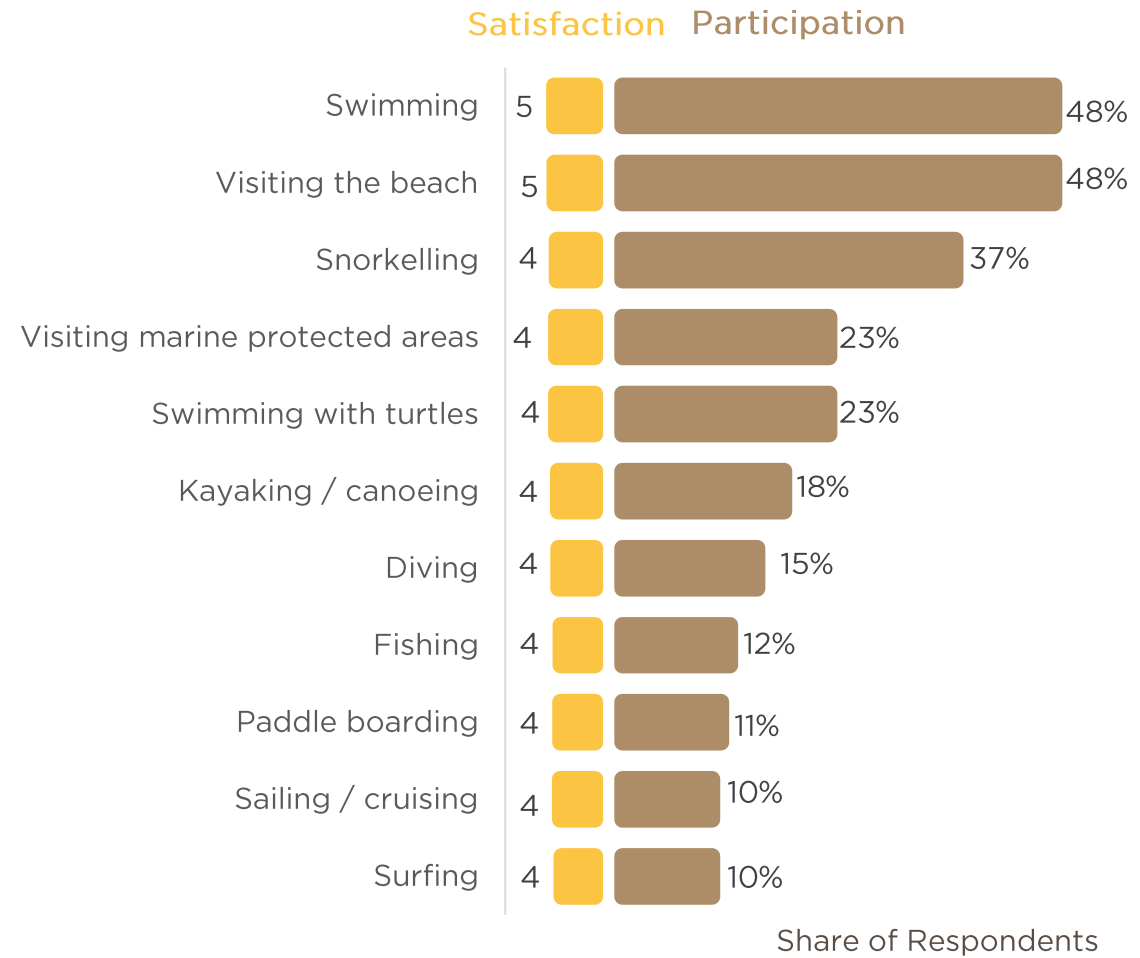


*Note: Satisfaction rating is the **average** of all the ratings to each statement.*

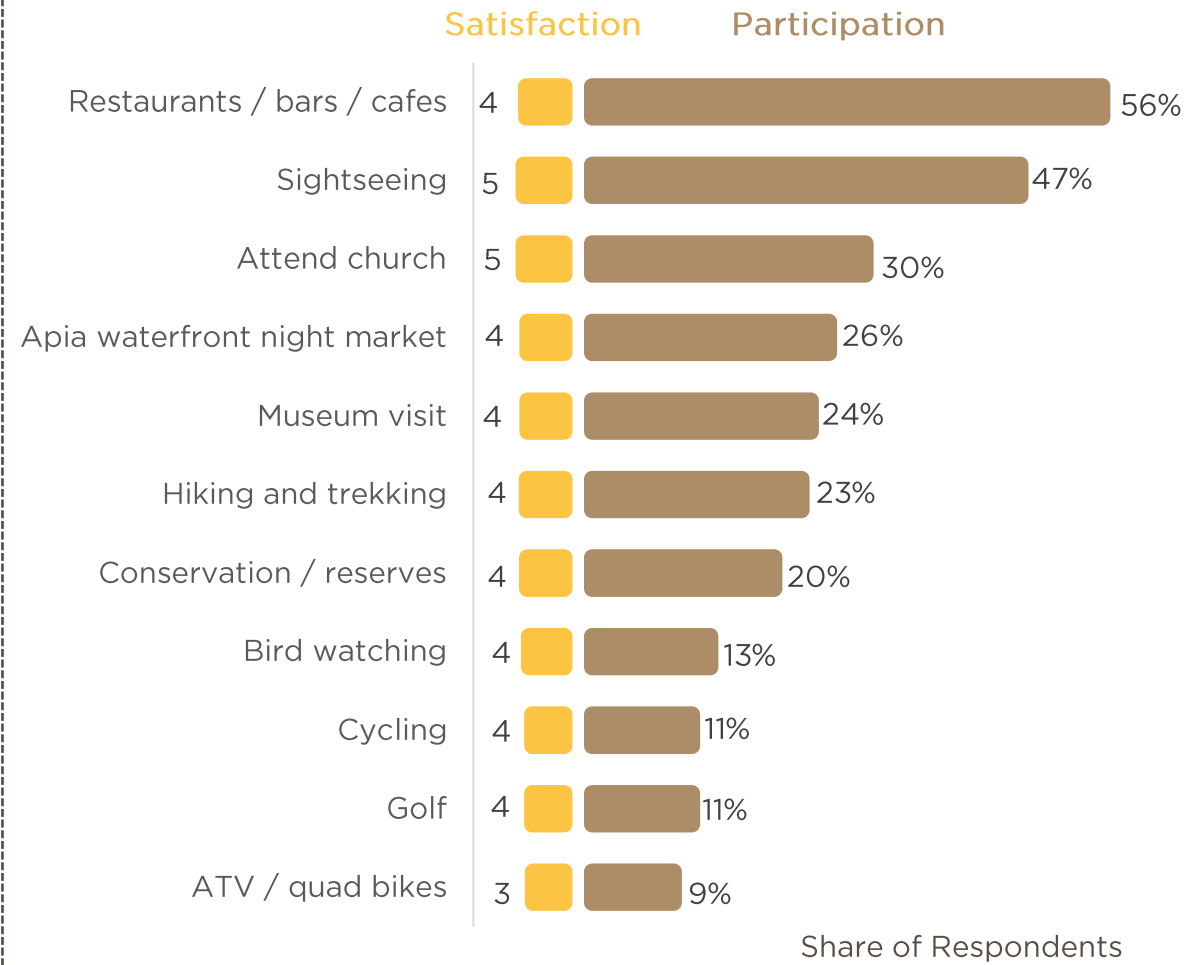
Satisfaction

Q How satisfied were you with the following?

Water-based Activities



Land-based Activities



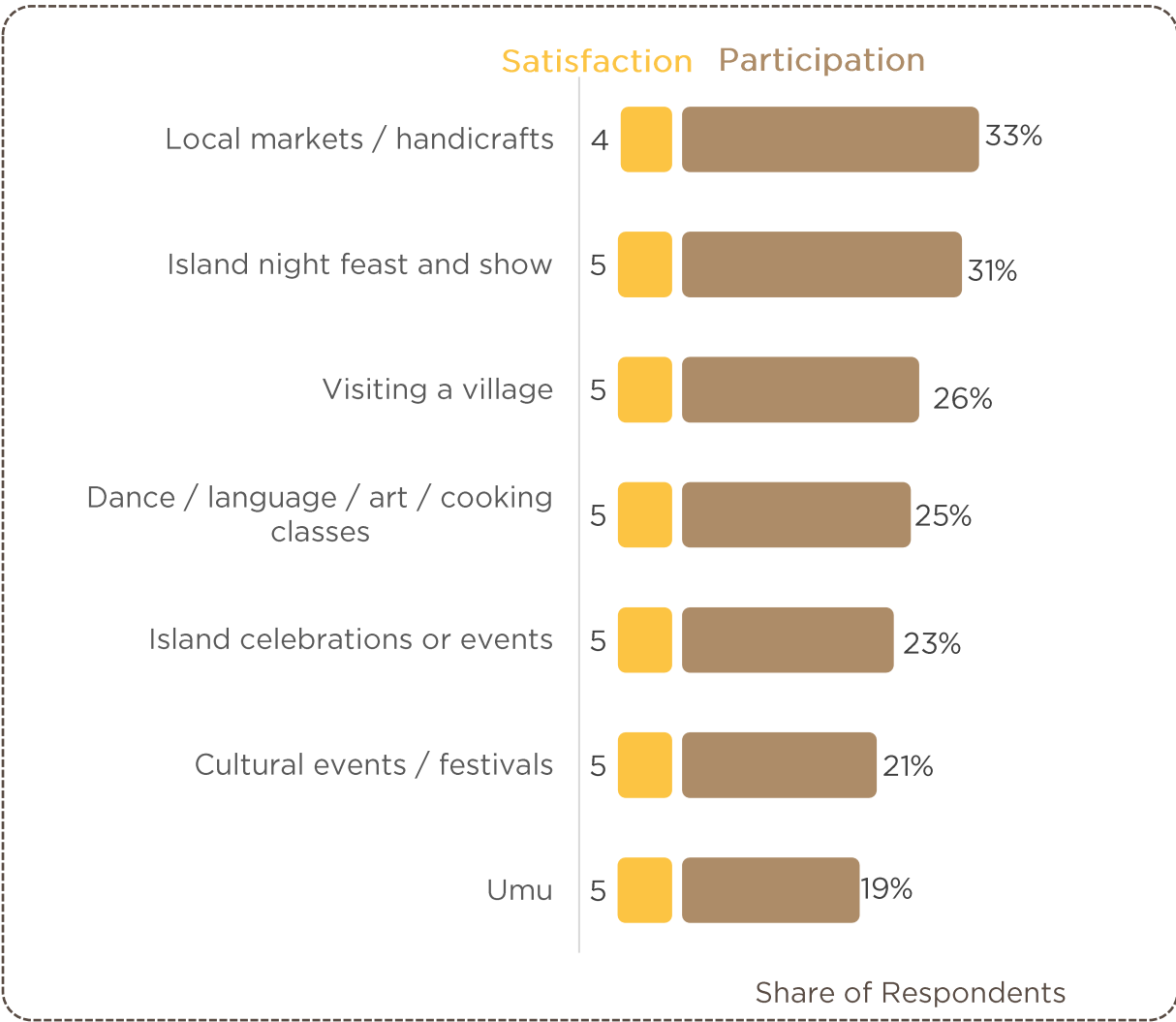
Note: Satisfaction rating is the **average** of all the ratings to each statement.
ATV – All Terrain Vehicle

Scale: 1=Very Dissatisfied to 5=Very Satisfied

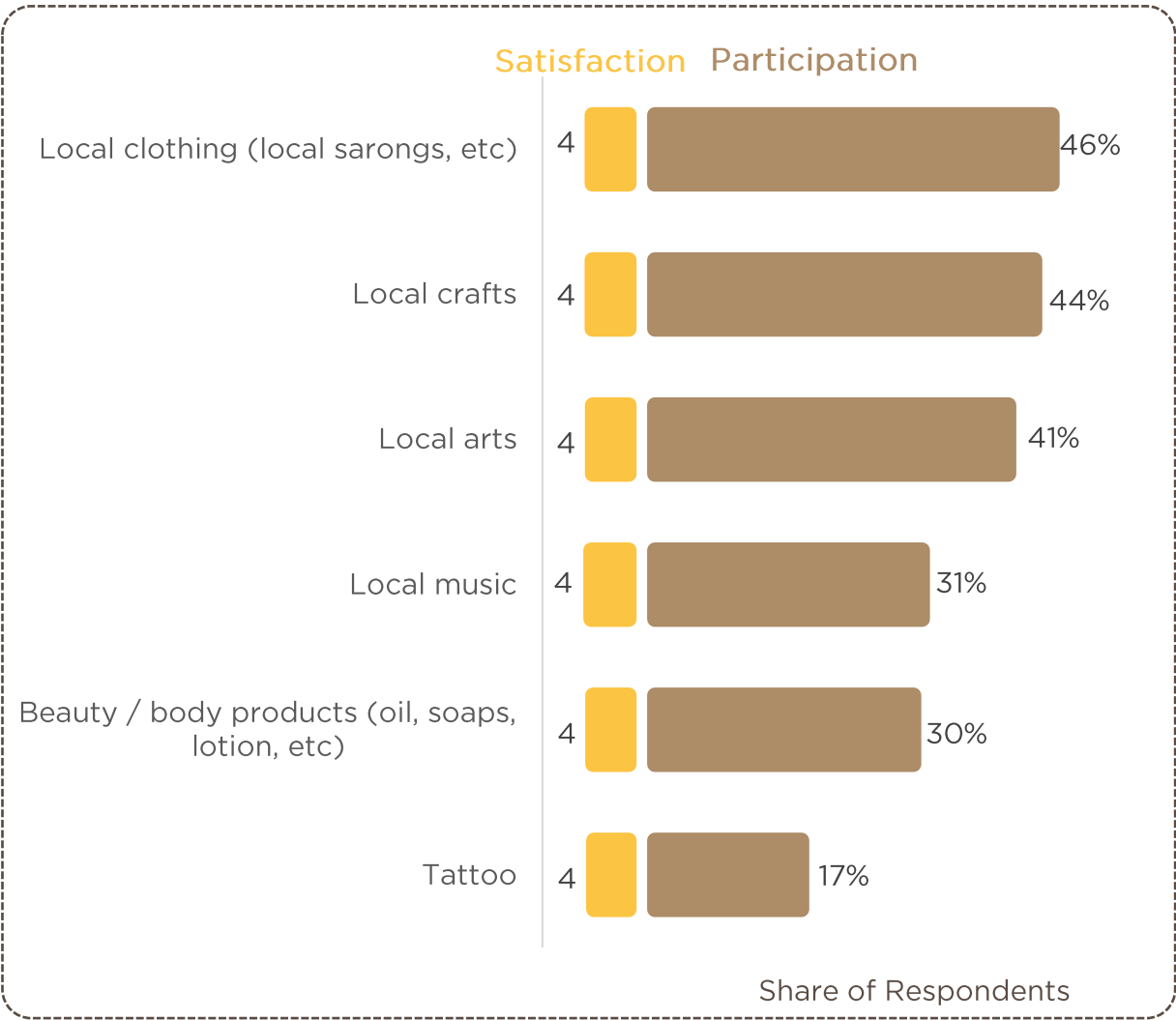
Satisfaction

Q How satisfied were you with the following?

Culture Activities



Shopping Activities

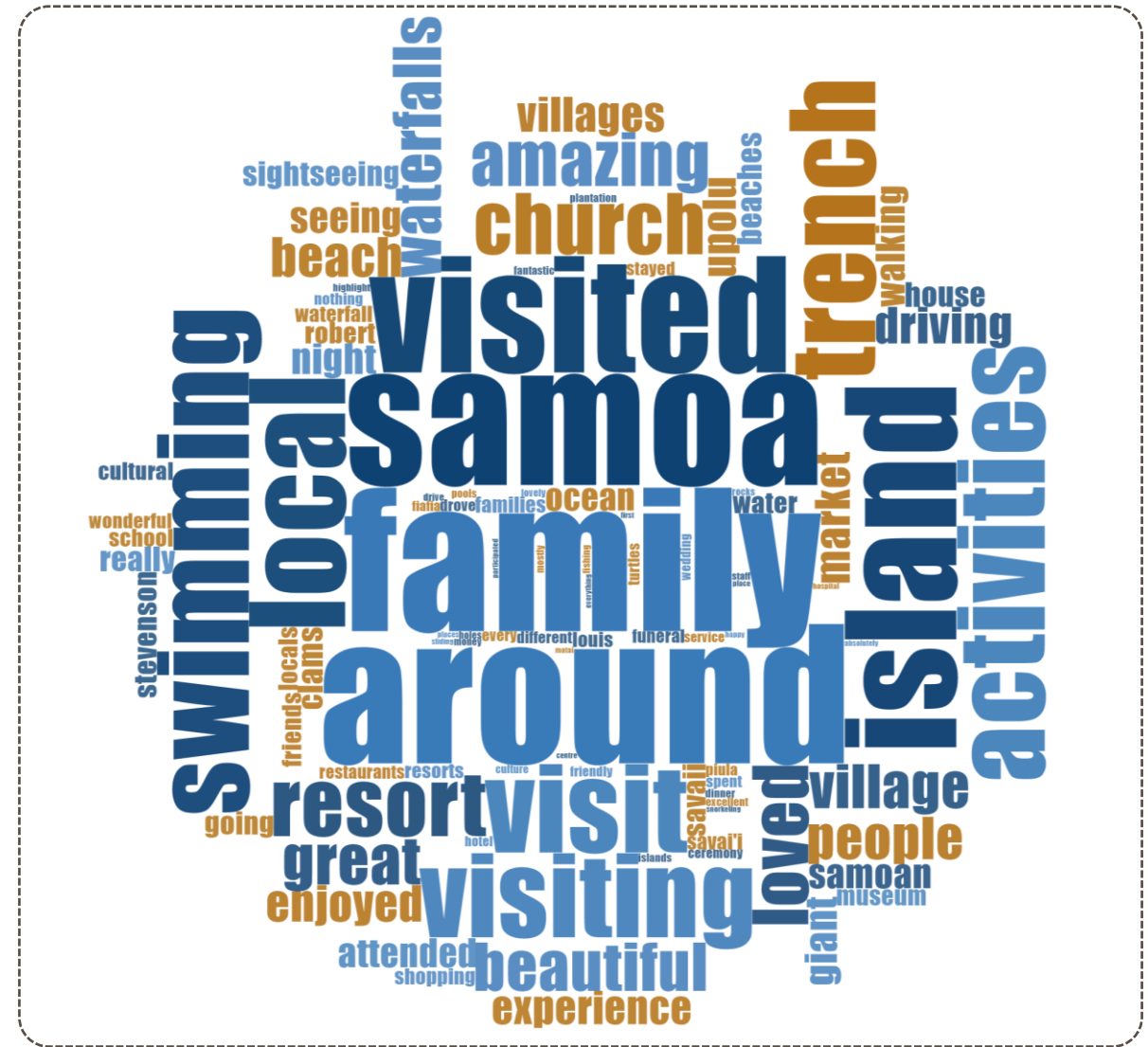
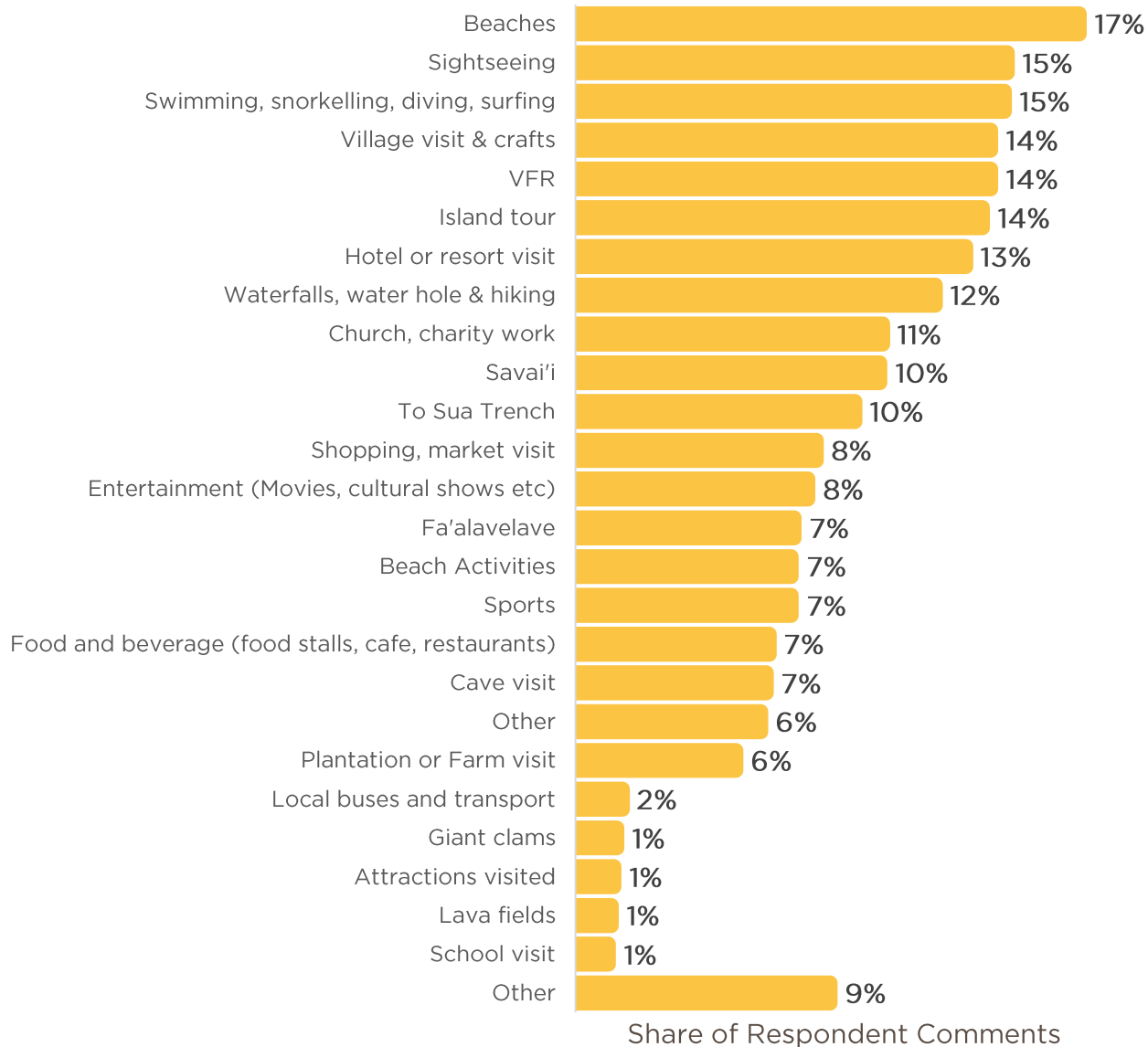


Note: Satisfaction rating is the **average** of all the ratings to each statement.

Scale: 1=Very Dissatisfied to 5=Very Satisfied

Other Activities

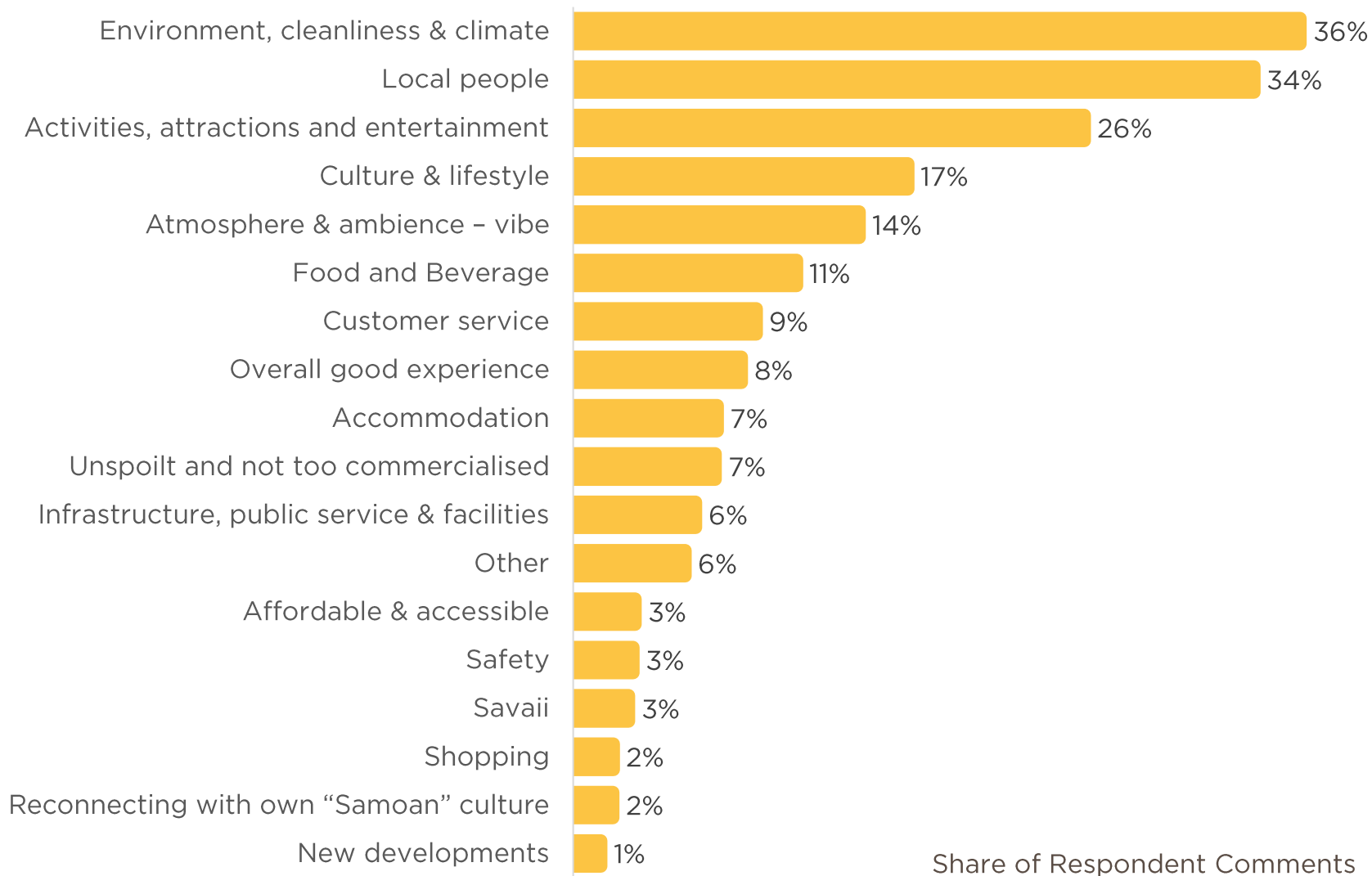
Q Please tell us about any other activities you participated in during your visit?



Note: Total N = 1,054. VFR – Visiting family & relatives.

Most Appealing Aspects of Samoa

Q What did you find most appealing about Samoa?



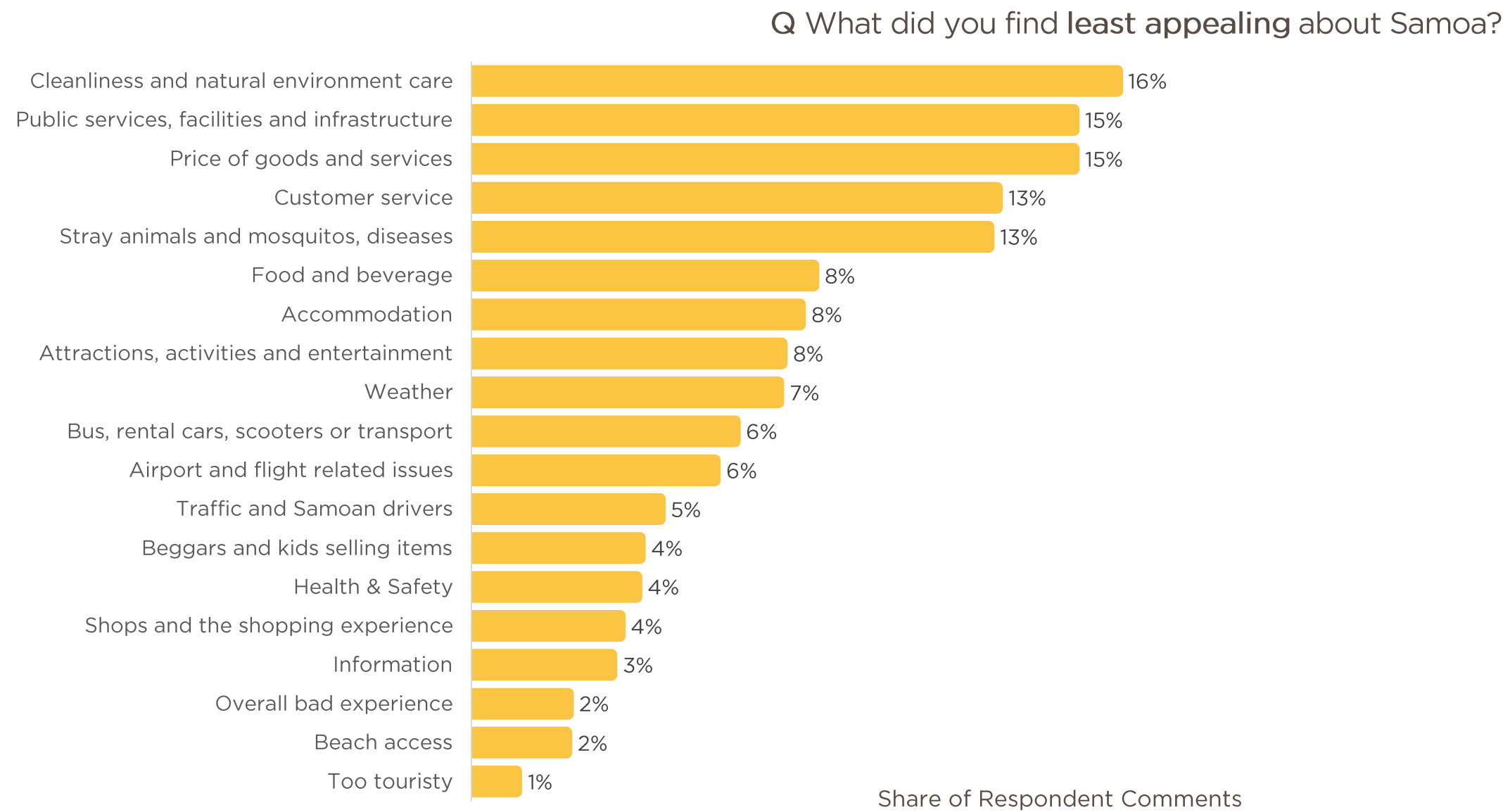
Share of Respondent Comments

Note: Total response N = 2,682.



- ❖ People attending families fa'alavelave.
- ❖ The natural beauty, but mostly the culture of Samoa, the friendliness, the respectful family-based culture. I loved and learnt a lot.
- ❖ The people, were friendly, welcoming and so humble, professional and polite. Felt like family.
- ❖ Not crowded with tourists and beautiful natural resources, generally laid-back attitude - all good!
- ❖ The beauty of Samoa, Samoan food, family and friends, land and ocean.
- ❖ The food was amazing and the variety.
- ❖ The friendliness of the people and the quiet and tranquility of the country.
- ❖ The people and the environment. I don't believe in separating the two as the communities shape the land. It's truly an island paradise, I have never felt more welcome in a country I wasn't born in, than in Samoa.
- ❖ How clean it is and the beautiful scenery and landscapes.
- ❖ It's beautiful. It's easy to get around. People are friendly but they're also happy and proud of Samoa.
- ❖ The most lovely Samoan wooden bus.
- ❖ Difficult to answer that as it is a combination that makes Samoa so perfect and why I love to visit it. Savaii is the most beautiful island - beaches and villages. The weather is always warm - even when it's raining which is also most appealing.
- ❖ I loved swimming with the turtles and diving in the clam sanctuary within Savaia, Lefaga. I also love going to the markets and seeing the different products and organic produce.
- ❖ The lush rainforest and natural beauty everywhere. The local care and hospitality.
- ❖ Villages front yards - clean, beautiful colorful shrubs, during the day & lights at night. Just incredible 🌺.
- ❖ How nice most villages have been upgraded.
- ❖ Lovely people in beautiful surroundings.

Least Appealing Aspects of Samoa



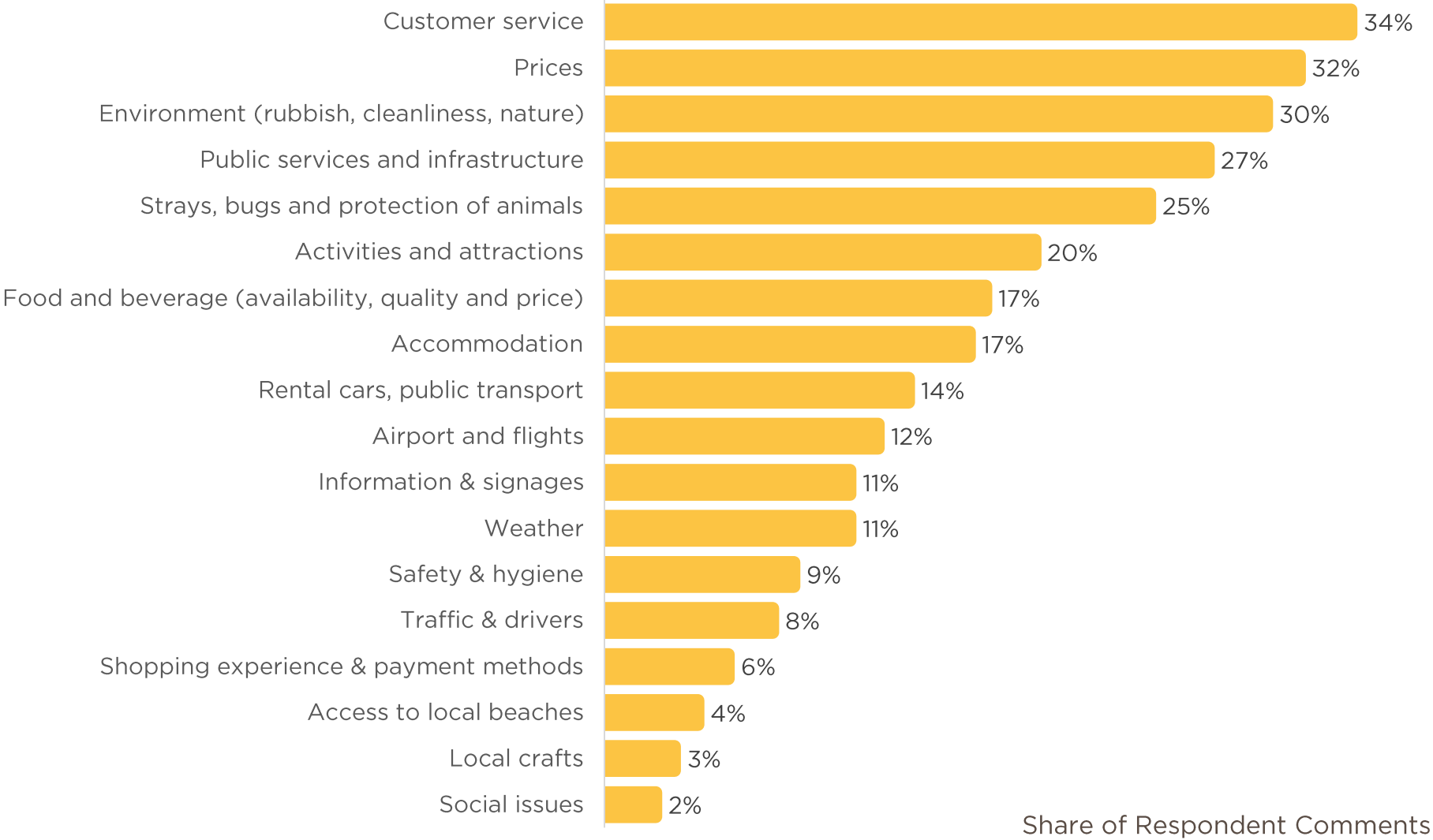
Note: Total Response N = 2,460

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Suggestions for Improvement

Q Is there anything that could have improved your experience of Samoa



Share of Respondent Comments

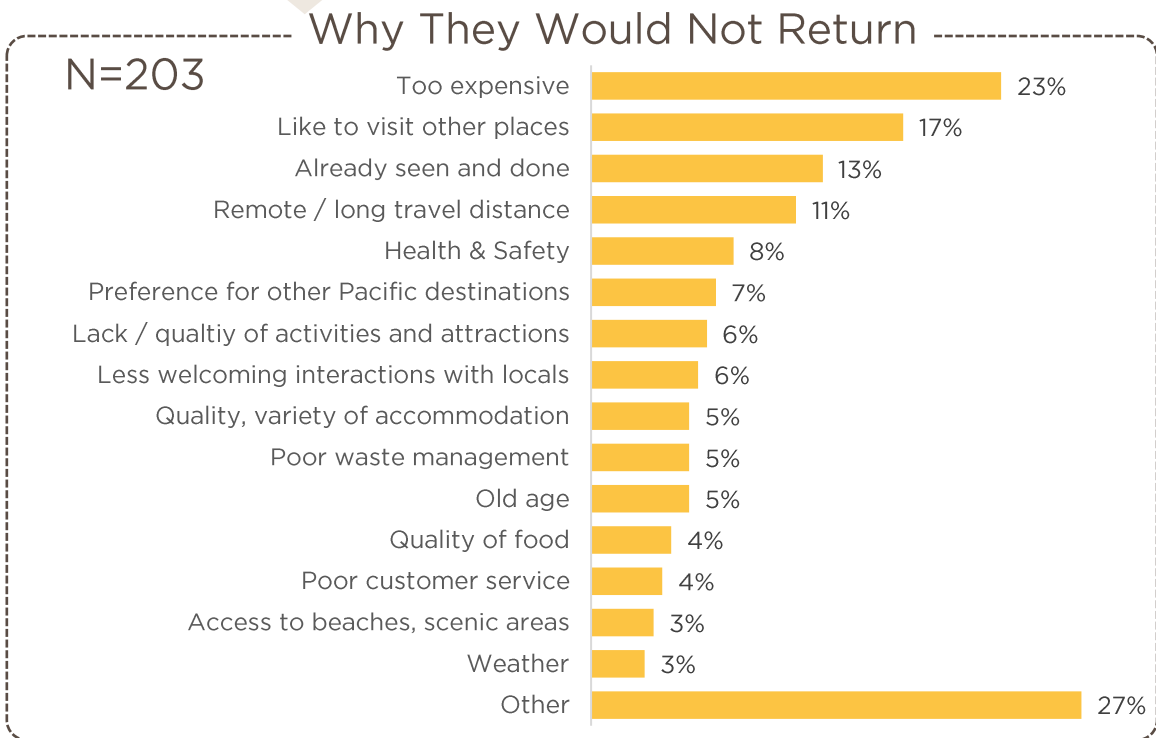
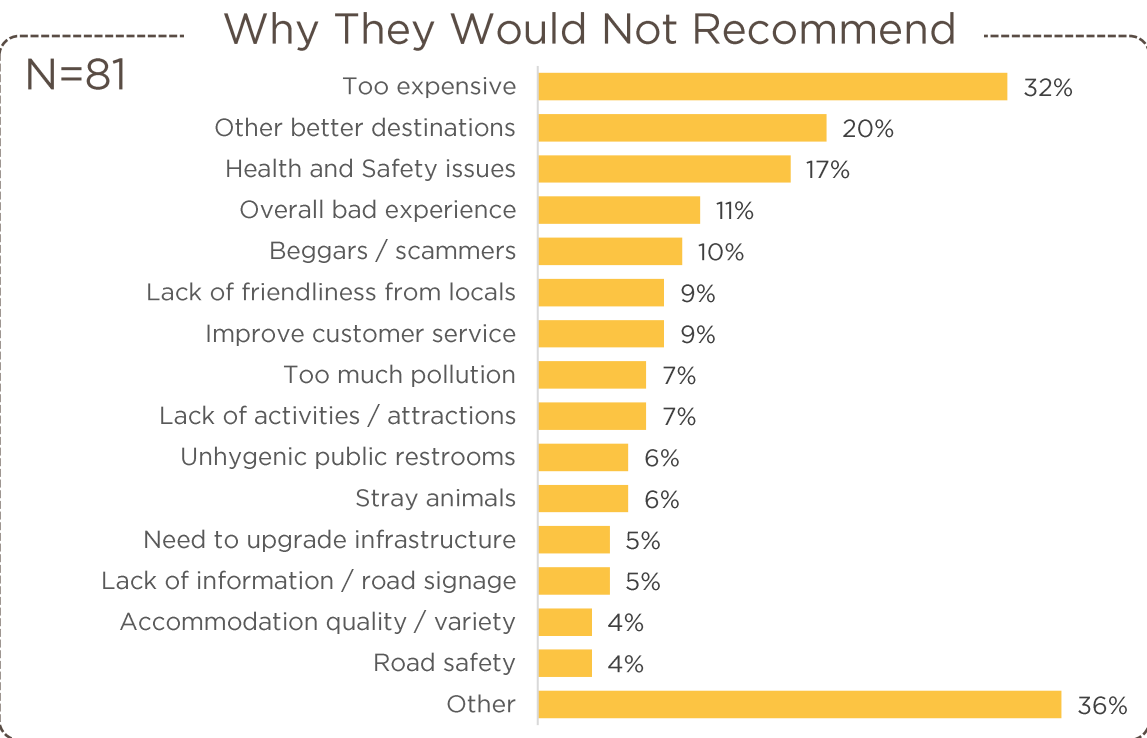
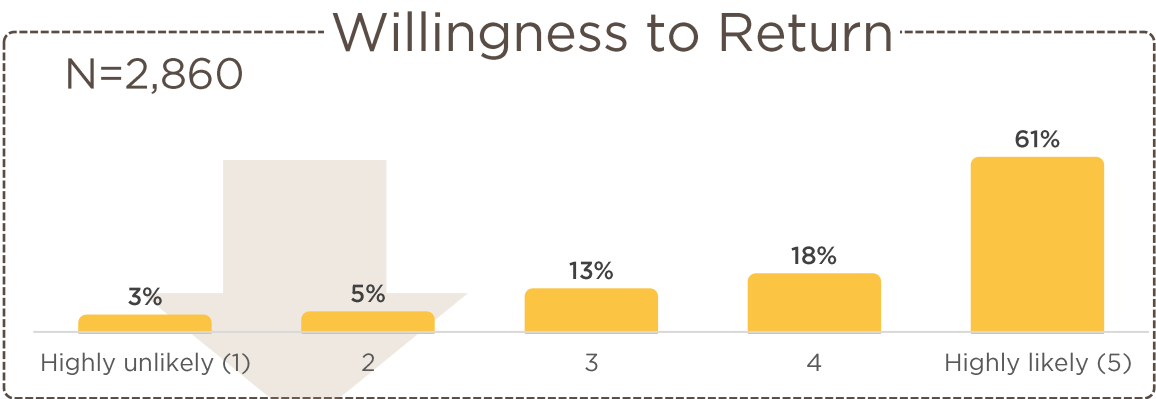
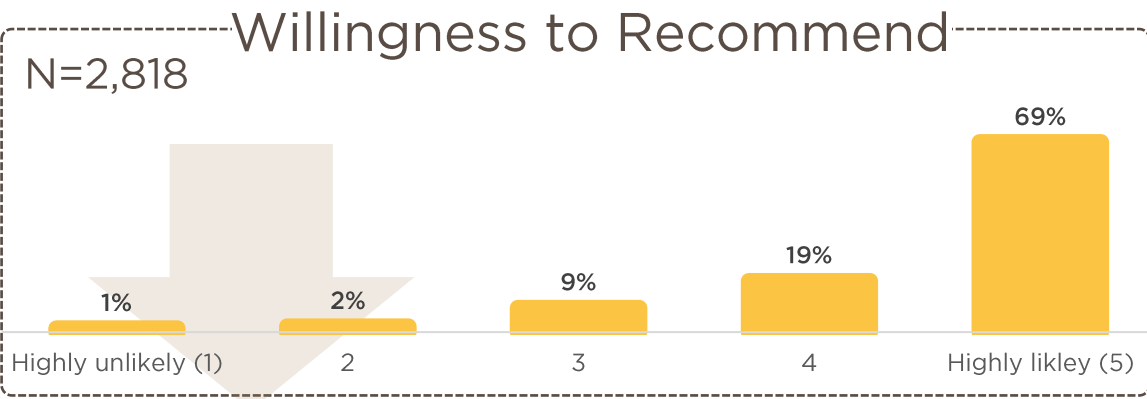
Note: Total Response N = 941

Quotes for Suggestions for Improvement

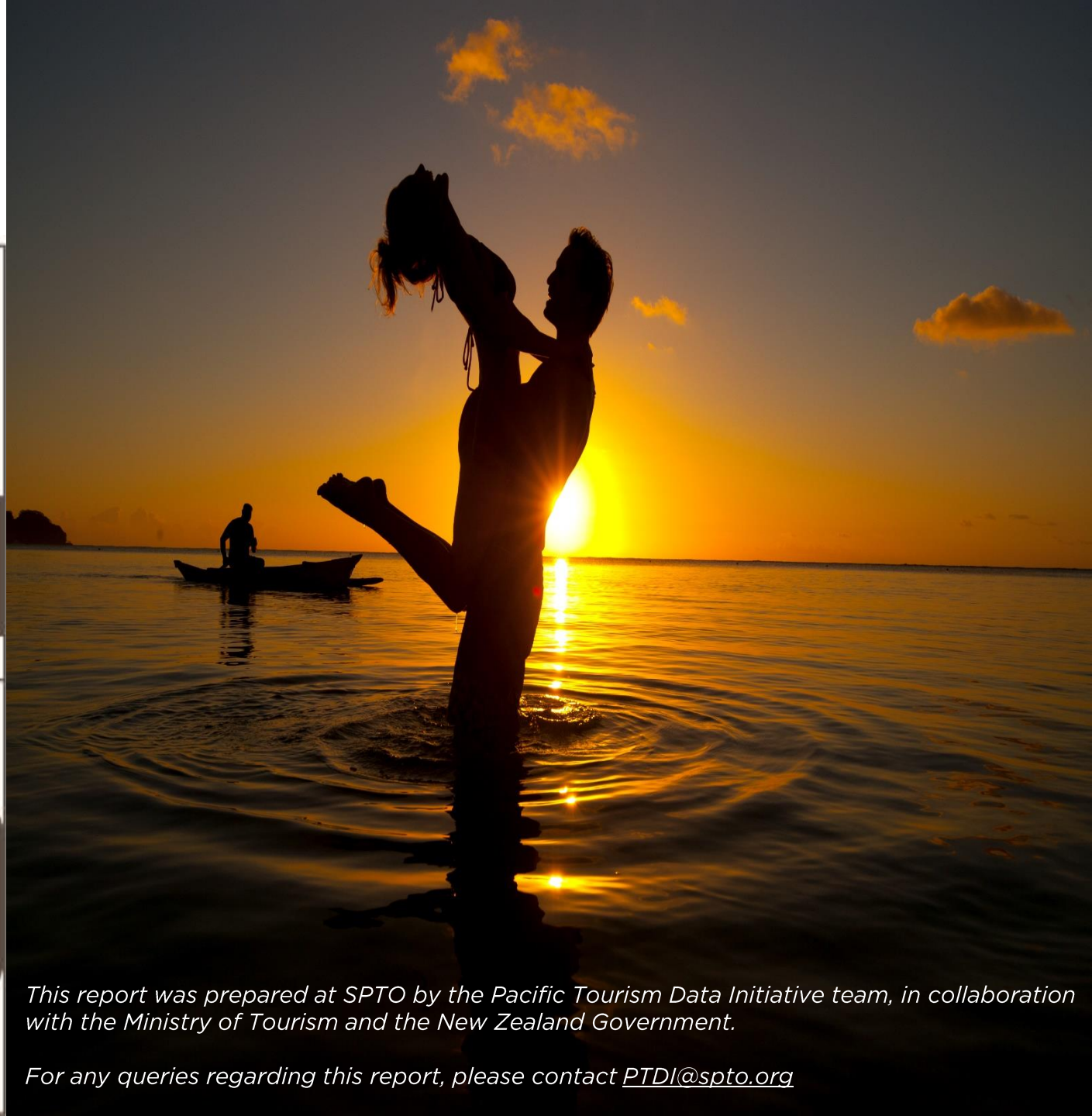


- ❖ Need to clean more and improve the customer service.
- ❖ Spread the market booths out, so people have more space to walk.
- ❖ Airport staff giving bad customer services. It is even posted on YouTube so please Samoa if you want to attract tourist make sure you hire some helpful kind and respectful workers.
- ❖ Samoa could improve its 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.
- ❖ Better quality rentals and better quality food.
- ❖ Teach people in the service industry about customer service. How to treat the customer should be high priority. It doesn't cost to smile! Get experienced chefs to teach people how to cook food and the importance of quality. Invest in clean water system for the country.
- ❖ The power in the hotel we stayed in kept on shutting off leaving us with no air conditioning. Drive through at McDonald's caused traffic and not much parking available. Need more self serve laundry places.
- ❖ Clean the oceans, have more activities in hotels.
- ❖ Please work on fixing the roads and the rules when driving.
- ❖ More accommodation suited to larger family groups.
- ❖ Overall, the state of the accommodation we stayed at was poor considering the cost. The vehicle hire prices were huge and overall, the prices do not equate to quality of the service.
- ❖ Easier ways to find information about attractions, any tours available, reputable car hire companies etc. Better signage for attractions, makes it more welcoming and feel like it's actually a real attraction.
- ❖ We came to spend money on good food and cocktails and couldn't find either.
- ❖ Knowing the cost of food and taxis would've been helpful.
- ❖ The customer services.

Future Intentions



SAFARI



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.

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