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GOVERNMENT OF SAMOA

# SAMOA BUREAU OF STATISTICS

## International Arrival Statistics FOURTH QUARTER 2014

### HIGHLIGHTS OF THE QUARTER

This quarter compared with fourth quarter 2013:

- Total arrivals (46,570) were up by 8 percent.
- Total visitors (36,415) were up by 9 percent.
- More visitors arrived from Australia (up by 1,496), New Zealand (up by 1,209) and USA (up by 435) but fewer visitors arrived from American Samoa (down by 267).
- Samoa residents departed on more trips to American Samoa (up by 600), Australia (up by 174) and USA (up by 93) but fewer to New Zealand (down by 283).
- Samoa residents departed on a total of 16,230 trips, up by 17 percent.

Q4 2014	Number	Change from previous quarter	Change from previous year
All Arrivals	46,570	-0.8%	8.3%
All Visitors	36,415	-3.8%	8.7%

### OVERVIEW

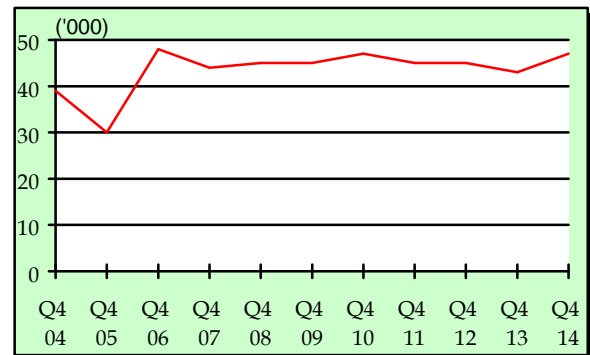
## 1. ARRIVALS

### 1.1 TOTAL ARRIVALS

The total International Arrival Statistics documented during the reference period (table 1) revealed a decrease of 0.8 percent when compared to the previous quarter (Jul - Aug 2014) and an increase of 8.3 percent over the corresponding quarter of October to December 2013. (Refer Fig. 1.1).

As usual, Air being the most preferred mode of travel to Samoa, accounting for 95.6 percent (44,506) of total arrivals, while those that arrived by Sea accounted for the remaining 4.4 percent (2,064).

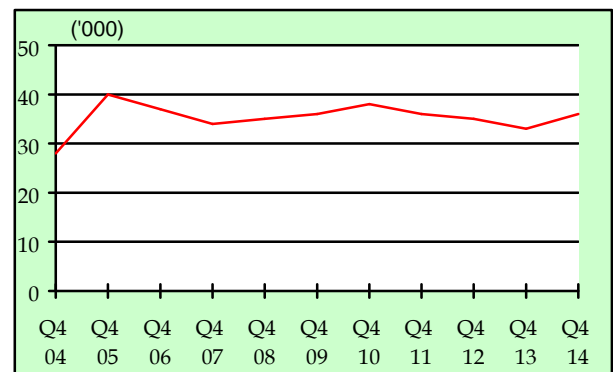
Fig. 1.1: 4<sup>th</sup> Quarter Total Arrivals, 2004 - 2014



### 1.2 TOTAL VISITORS

Total Visitors of 36,415 for the quarter under review revealed a decrease of -3.8 percent over the previous quarter, and an increase of 8.7 percent in comparison to the corresponding quarter of October – December 2013. (Refer Fig. 1.2).

Fig. 1.2: 4<sup>th</sup> Quarter Total Visitors, 2004 - 2014



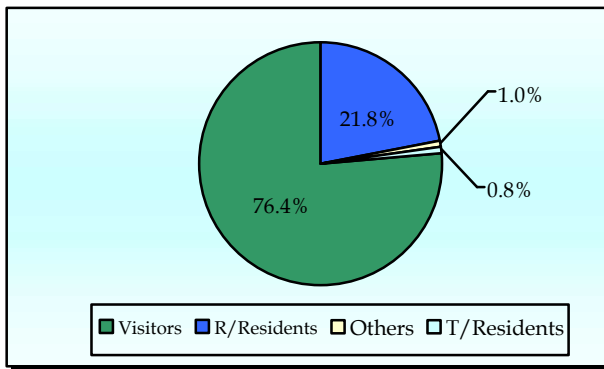
**1.3 TOTAL ARRIVALS BY PURPOSE OF ENTRY**

Visitors, including transit, made up the largest component of all arrivals with 38.2 percent recorded for both males (17,775) and females (17,795).

Male and female returning residents made up 11.9 percent (5,545) and 9.9 (4,610) percent respectively of total arrivals. Temporary residents made up 0.4 percent (203) being males and also 0.4 percent (168) being females. Other purposes of entry made up the remainder of 1.0 percent of total arrival. (Refer Fig. 1.3).

The majority of inbound travellers to Samoa during the reference period were aged between 20 years and 59 years.

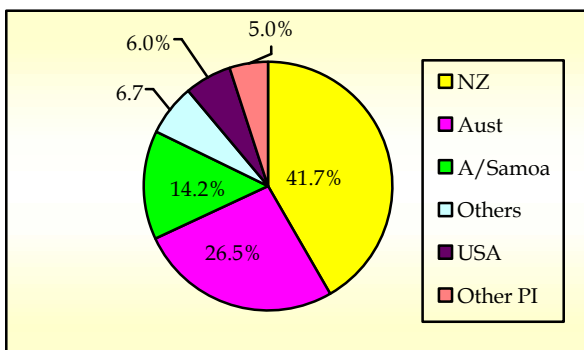
Fig. 1.3: Total Arrivals, by Purpose of Entry



**1.4 VISITORS ARRIVALS BY COUNTRY OF USUAL RESIDENCE**

New Zealand still remains as the leading country in visitors' arrival by country of usual residence (Table 3) accounting for 41.7 percent of total visitors with 15,171. Australia followed next with a distant 26.5 percent share (9,652) which is then trailed by American Samoa with 14.2 percent (5,169) while the United States of America anchored the principal source markets with a far-off share of 6.0 percent (2,170). (Refer Fig. 1.4).

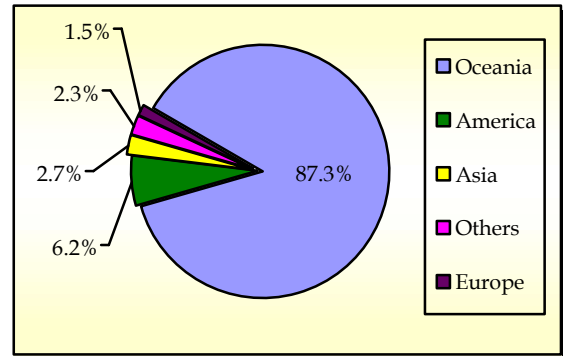
Fig. 1.4: Total Visitors, by Country of Usual Residence



**1.5 VISITORS ARRIVALS BY REGION**

The Oceanic region had the highest share of total visitors with 87.3 percent followed by America and Asia with 6.2 percent and 2.7 percent respectively. The European region showed the lowest share with 1.5 percent. (Refer Fig. 1.5)

Fig 1.5: Total Visitors, by Region



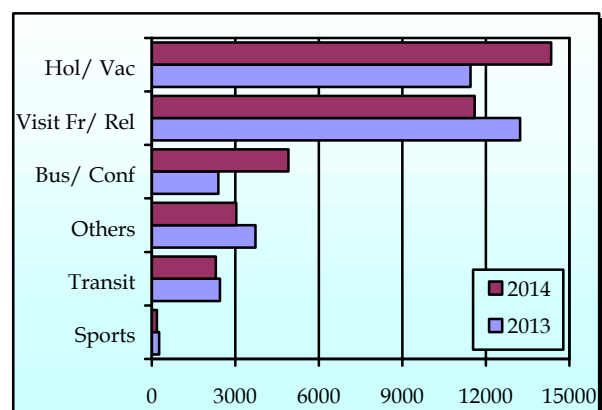
**1.6 VISITORS BY PURPOSE OF VISIT**

As illustrated in Table 4, New Zealand, Australia, American Samoa, and the United States of America constituted 88.4 percent of all visitors visiting Samoa while other countries round up the remaining 11.6 percent during the reference period.

Visitors that entered our shores to visit friends/ relatives accounted for 37.5 percent of all visitors. Those that were here for holiday/ vacation accounted for 35.8 percent of all visitors, while Business and conference visitors made up 7.1 percent.

Transients bound for other destinations and those who were here for other purposes registered 6.3 and 12.7 percent respectively. Fig. 1.6 depicts total visitors by purpose of visit during the reference period compared to the corresponding quarter of 2013.

Fig 1.6: Total Visitors, by Purpose of Visit



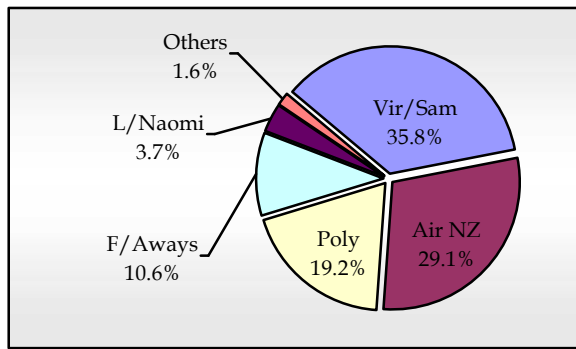
### 1.7 TOTAL VISITORS BY CARRIER

As tabulated in Table 5, Virgin Samoa (formerly known as Polynesian Blue) leads the way for arrivals by carriers' during the reference period with a 35.8 percent share (16,661 passengers) followed by Air New Zealand with a share of 29.1 percent (13,580 passengers).

Polynesian Airlines brought in 19.2 percent (8,978) of total arrivals while Fiji Airways (formerly known as Air Pacific) recorded a 10.6 percent share (4,928).

Fig. 1.7 illustrates total arrivals by carrier during the reference period.

Fig. 1.7: Total Arrivals, by Carrier



### 1.8 VISITORS DURATION AND PLACE OF STAY

The usual trend of visitor's duration of stay in Samoa (Table 6) is between 7 days and 30 days, as revealed in Fig 1.8.

67.6 percent (23,043) of total visitors reported staying in private accommodations or with families/relatives, while 26.5 percent (9,026) stayed in hotels/motels. The remaining 6.0 percent (2,043) did not reveal their place of stay during the reference period. (Refer Fig. 1.9).

Fig. 1.8: Total Visitors, by Duration of Stay

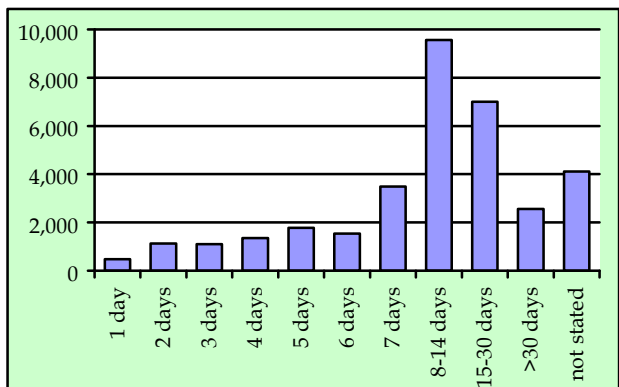
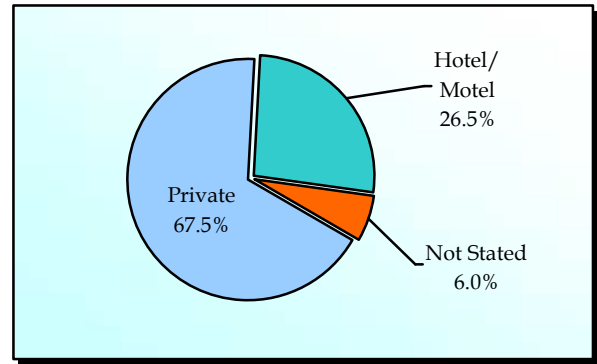


Fig. 1.9: Total Visitors, by Place of Stay



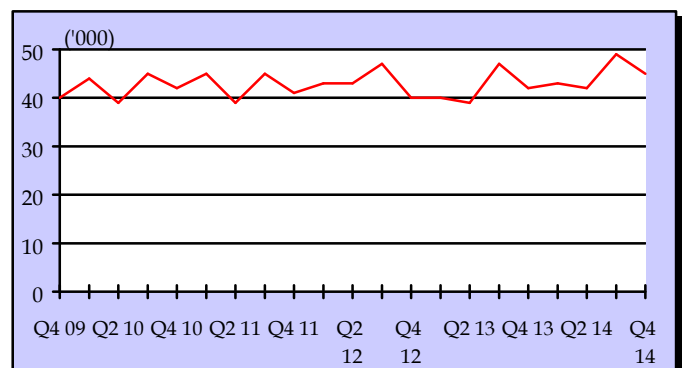
## 2. DEPARTURES

### 2.1 TOTAL DEPARTURES

The total International Departure Statistics recorded during the reference period (table 1) revealed a decrease of 8.3 percent when compared to the previous quarter (Jul – Sept 2014) and an increase of 7.2 percent over the corresponding quarter of October – December 2013. (Refer Fig. 2.1).

Furthermore, Air was the most preferred mode of travel away from Samoa, accounting for 95.2 percent (43,130) of total departures, while those that departed by sea accounted for the remaining 4.8 percent (2,163).

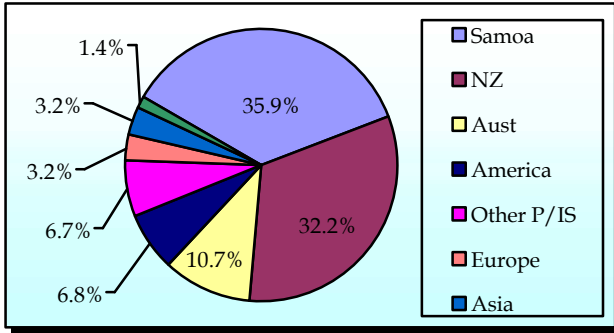
Fig. 2.1: Quarterly Total Departures, 2009 - 2014



### 2.2 TOTAL DEPARTURE BY NATIONALITY

Departures from Samoan, New Zealand, Australian, and the United States of American nationals (Table 7) accounted for 85.6 percent (38,752) of total departures. Fig. 2.2 provides a more detailed graphical analysis of total departure by nationality during the reference period.

Fig. 2.2: Total Departures, by Nationality



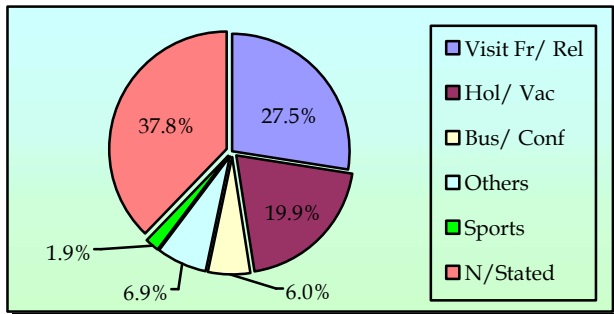
### 2.3 PURPOSE OF TRAVEL ABROAD

During the reference period, a total of 16,310 (Table 8) Samoa citizens left our shores on overseas trips. Of this total, 54.6 percent (8,902) were males and the remaining 45.4 percent (7,408) were females.

Visiting friends/ relatives abroad made up the largest component of all Samoa citizens travelling abroad accounting for 27.5 percent (4,489) followed by those that travelled overseas for Holiday/ Vacation with 19.9 percent (3,247).

Samoa citizens that travelled overseas for other purposes and business and conference purposes reported 6.9 percent (1,126) and 6.0 percent (974) respectively. This is graphically illustrated in Fig. 2.3.

Fig. 2.3: Purpose of Travel Abroad



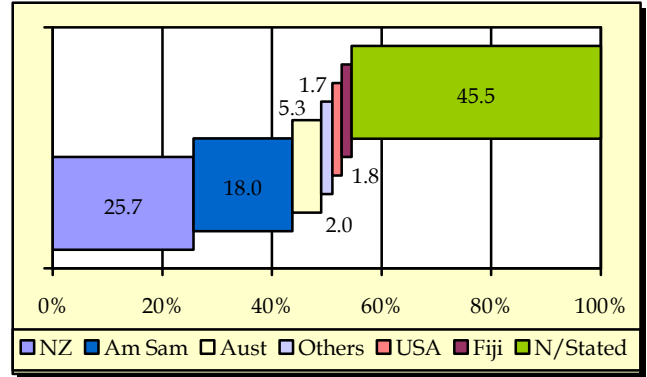
### 2.4 COUNTRY OF STAY ABROAD

The majority of Samoa citizens leaving our shores traveled to New Zealand as indicated by 25.7 percent (4,192) in Table 9 while 18.0 percent (2,932) of departing Samoa citizens traveled to American Samoa.

Australia made up 5.3 percent (867) while Fiji made up 1.8 percent (299) of Samoa citizens travelling to overseas countries.

Fig. 2.4 portrays a graphical impression of the country of stay abroad by Samoa Citizens during the reference period.

Fig. 2.4: Country of Stay Abroad



### 2.5 DEPARTURE BY OCCUPATION

As illustrated in Table 10, the majority of people leaving our shores were students with 14.9 percent (6,729) followed by professionals with 14.4 percent (6,543) then by technicians with 9.1 (4,114). A more comprehensive graphical analysis of departures by occupation for Samoa citizens is exhibited in Fig. 2.5.

Fig. 2.5: Departures by Occupation

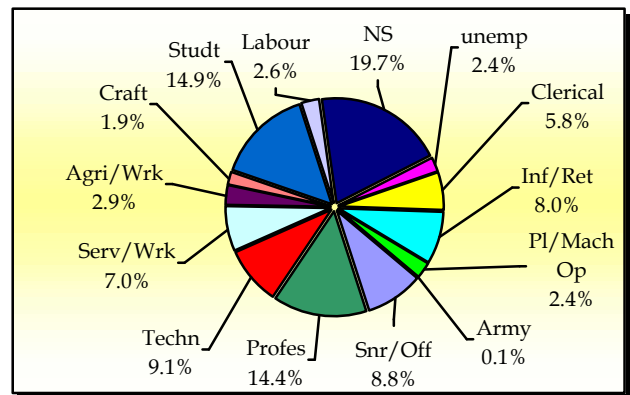
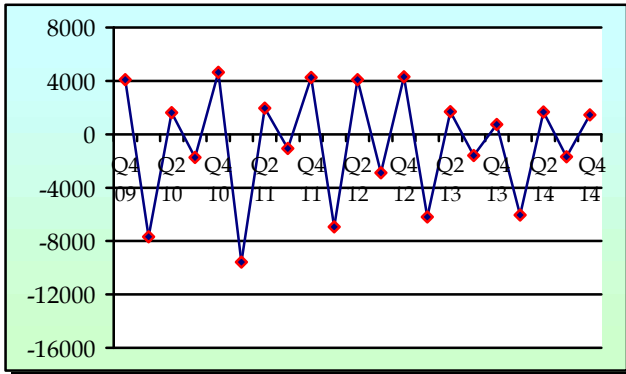


Table 10 further revealed that those leaving our shores have either completed or are currently attending Tertiary Education level, yielding 36.6 percent.

### 3. NET MIGRATION

During the reference period, net migration stood at 1,277 (Table 1) implying that there were more incoming travelers (arrivals) than out-going travelers (departures), thereby showing a colossal increase of 96.8 percent when compared to the same period of 2013 where net migration stood at 742.

Fig.3.1: Quarterly Net Migration, 2009 - 2014



Detailed information for the reference period is attached in Tables 1 – 10 and the appendix shows longer time series.

### BACKGROUND

The sourced documents for the compilation of International Arrival Statistics were the immigration arrival and departure card forms. These forms are completed by all incoming and outgoing travelers at the three local points of entry namely (1) Apia wharf (2) Faleolo and (3) Fagalii international airports.

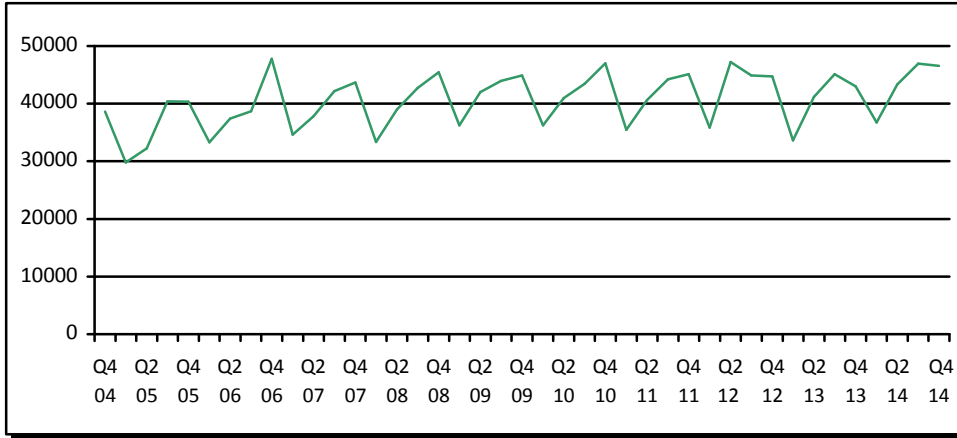
International arrival statistics are compiled on a monthly, quarterly and annual basis. These reports can also be extracted from our website: [www.sbs.gov.ws](http://www.sbs.gov.ws)

The migration report for the first quarter of 2015 will be released on 31<sup>st</sup> July 2015.

**Muagututia Sefuiva Reupena**  
**GOVERNMENT STATISTICIAN**

**APPENDIX**

**Graph 1: Quarterly Total Arrivals, 4<sup>th</sup> quarter 2004 – 4<sup>th</sup> quarter 2014**



**Graph 2: Quarterly Total Visitors, 4<sup>th</sup> quarter 2004 – 4<sup>th</sup> quarter 2014**

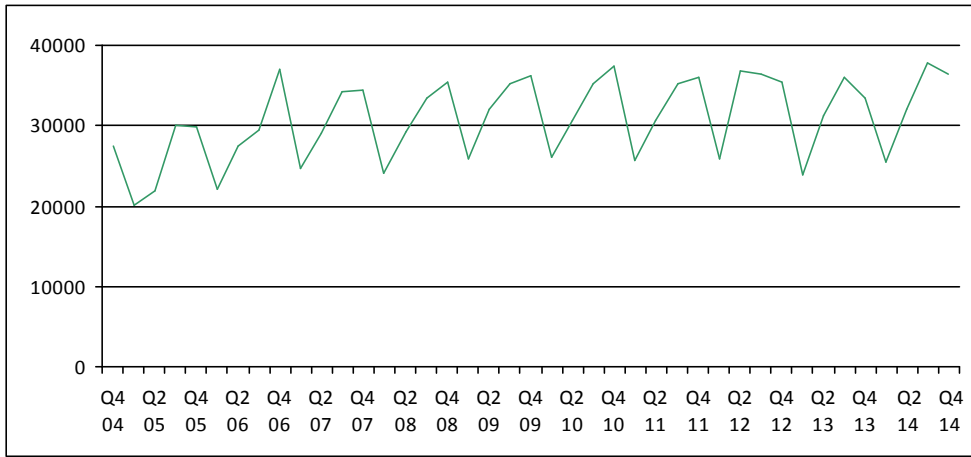


Table 1: Quarterly Arrival and Departure by Mode of Travel and Net Migration, 2004- 2014.

Period	Visitors Arrivals			Total Arrivals			Total Departures			Net Migration
	Air	Sea	Total	Air	Sea	Total	Air	Sea	Total	
2004	93,946	4,209	98,155	129,517	11,864	141,381	131,277	12,303	143,580	-2,199
2005	98,544	3,263	101,807	132,200	10,557	142,757	135,008	10,936	145,944	-3,187
2006	112,411	3,471	115,882	147,807	9,349	157,156	147,991	9,489	157,480	-324
2007	118,653	3,703	122,356	150,584	7,635	158,219	158,099	8,578	166,677	-8,458
2008	118,459	3,743	122,202	151,883	8,628	160,511	161,482	9,908	171,390	-10,879
2009	127,327	1,978	129,305	161,858	5,261	167,119	156,768	6,267	163,035	4,084
2010	126,970	2,530	129,500	162,052	5,539	167,591	164,426	6,326	170,752	-3,161
2011	124,706	2,898	127,604	159,660	5,738	165,398	163,605	6,216	169,821	-4,423
2012	131,945	2,749	134,694	167,211	5,509	172,720	167,842	6,297	174,139	-1,419
2013	122,171	2,502	124,673	157,542	5,335	162,877	162,333	5,885	168,218	-5,341
2014	128,601	3,118	131,719	166,045	7,564	173,609	170,848	8,276	179,124	-5,515
<b>2,009</b>										
1st Quarter	25,406	534	25,940	35,092	1,143	36,235	44,266	1,570	45,836	-9,601
2nd Quarter	31,575	427	32,002	40,381	1,650	42,031	36,599	2,175	38,774	3,257
3rd Quarter	34,626	564	35,190	42,535	1,419	43,954	36,436	1,190	37,626	6,328
4th Quarter	35,720	453	36,173	43,850	1,049	44,899	39,467	1,332	40,799	4,100
<b>2010</b>										
1st Quarter	25,662	463	26,125	35,293	919	36,212	42,563	1,335	43,898	-7,686
2nd Quarter	30,040	677	30,717	39,257	1,685	40,942	37,383	1,933	39,316	1,626
3rd Quarter	34,546	602	35,148	42,065	1,374	43,439	43,804	1,381	45,185	-1,746
4th Quarter	36,722	788	37,510	45,437	1,561	46,998	40,676	1,677	42,353	4,645
<b>2011</b>										
1st Quarter	24,972	794	25,766	34,010	1,440	35,450	43,290	1,737	45,027	-9577
2nd Quarter	30,092	590	30,682	39,208	1,399	40,607	37,148	1,509	38,657	1950
3rd Quarter	34,478	666	35,144	42,889	1,355	44,244	43,784	1,516	45,300	-1056
4th Quarter	35,164	848	36,012	43,553	1,544	45,097	39,383	1,454	40,837	4260
<b>2012</b>										
1st Quarter	25,439	497	25,936	34,835	995	35,830	41,389	1,377	42,766	-6,936
2nd Quarter	35,886	985	36,871	45,168	2,085	47,253	40,819	2,346	43,165	4,088
3rd Quarter	35,890	607	36,497	43,867	1,017	44,884	46,659	1,101	47,760	-2,876
4th Quarter	34,730	660	35,390	43,341	1,412	44,753	38,975	1,473	40,448	4,305
<b>2013</b>										
1st Quarter	23,293	580	23,873	32,484	1,140	33,624	38,219	1,602	39,821	-6,197
2nd Quarter	30,594	651	31,245	39,785	1,365	41,150	37,728	1,719	39,447	1,703
3rd Quarter	35,463	593	36,056	43,688	1,421	45,109	45,349	1,349	46,698	-1,589
4th Quarter	32,821	678	33,499	41,585	1,409	42,994	41,037	1,215	42,252	742
<b>2014</b>										
<b>1st Quarter</b>	<b>24,910</b>	<b>551</b>	<b>25,461</b>	<b>35,301</b>	<b>1,415</b>	<b>36,716</b>	<b>41,142</b>	<b>1,628</b>	<b>42,770</b>	<b>-6,054</b>
<b>2nd Quarter</b>	<b>31,253</b>	<b>727</b>	<b>31,980</b>	<b>41,283</b>	<b>2,073</b>	<b>43,356</b>	<b>39,242</b>	<b>2,434</b>	<b>41,676</b>	<b>1,680</b>
<b>3rd Quarter</b>	<b>36,746</b>	<b>1,117</b>	<b>37,863</b>	<b>44,955</b>	<b>2,012</b>	<b>46,967</b>	<b>47,334</b>	<b>2,051</b>	<b>49,385</b>	<b>-2,418</b>
<b>4th Quarter</b>	<b>35,692</b>	<b>723</b>	<b>36,415</b>	<b>44,506</b>	<b>2,064</b>	<b>46,570</b>	<b>43,130</b>	<b>2,163</b>	<b>45,293</b>	<b>1,277</b>

Source: Ministry of the Prime Minister and Cabinet - Immigration Division, Ministry for Revenue - Customs Division, and Samoa Bureau of Statistics.

1: Provisional figures

■: Revised Figures

Table 2: Arrivals by Age, Purpose of Entry and Gender, Fourth Quarter 2014 <sup>1</sup>

AGE	Purpose of Visit																	
	TOTAL			Visitors			Returning Residents			Transit			Temporary Resident			Others		
	TOTAL	Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female
<b>TOTAL</b>	<b>46,570</b>	<b>23,769</b>	<b>22,801</b>	<b>33,267</b>	<b>16,401</b>	<b>16,866</b>	<b>10,155</b>	<b>5,545</b>	<b>4,610</b>	<b>2,303</b>	<b>1,374</b>	<b>929</b>	<b>371</b>	<b>203</b>	<b>168</b>	<b>474</b>	<b>246</b>	<b>228</b>
0 - 4	2,499	1,320	1,179	1,860	970	890	503	281	222	108	55	53	12	7	5	16	7	9
5 - 9	2,051	1,015	1,036	1,733	846	887	243	124	119	59	36	23	5	2	3	11	7	4
10 - 14	1,983	947	1,036	1,656	799	857	199	98	101	108	45	63	9	3	6	11	2	9
15 - 19	2,962	1,344	1,618	2,240	979	1,261	548	264	284	130	73	57	21	17	4	23	11	12
20 - 24	3,840	1,771	2,069	2,639	1,097	1,542	971	539	432	152	93	59	46	27	19	32	15	17
25 - 29	3,795	1,837	1,958	2,634	1,162	1,472	876	507	369	214	130	84	31	13	18	40	25	15
30 - 34	3,684	1,929	1,755	2,596	1,298	1,298	802	457	345	206	128	78	39	20	19	41	26	15
35 - 39	3,414	1,803	1,611	2,295	1,172	1,123	831	465	366	224	135	89	25	13	12	39	18	21
40 - 44	3,780	2,015	1,765	2,562	1,308	1,254	893	512	381	260	159	101	28	12	16	37	24	13
45 - 49	4,143	2,142	2,001	2,916	1,444	1,472	918	522	396	230	138	92	34	21	13	45	17	28
50 - 54	4,082	2,169	1,913	2,870	1,524	1,346	945	483	462	198	121	77	22	16	6	47	25	22
55 - 59	3,684	1,986	1,698	2,578	1,374	1,204	848	448	400	186	122	64	37	24	13	35	18	17
60 - 64	2,670	1,461	1,209	1,854	1,002	852	636	358	278	113	71	42	22	8	14	45	22	23
65 - 69	2,051	1,072	979	1,473	755	718	463	247	216	70	46	24	20	10	10	25	14	11
70 - 74	1,123	572	551	814	414	400	259	128	131	26	15	11	7	4	3	17	11	6
75 +	809	386	423	547	257	290	220	112	108	19	7	12	13	6	7	10	4	6
<b>% Distribution <sup>2</sup></b>	<b>100.0</b>	<b>51.0</b>	<b>49.0</b>	<b>71.4</b>	<b>35.2</b>	<b>36.2</b>	<b>21.8</b>	<b>11.9</b>	<b>9.9</b>	<b>4.9</b>	<b>3.0</b>	<b>2.0</b>	<b>0.8</b>	<b>0.4</b>	<b>0.4</b>	<b>1.0</b>	<b>0.5</b>	<b>0.5</b>

Source: Ministry of the Prime Minister and Cabinet - Immigration Division, Ministry for Revenue - Customs Division, and Samoa Bureau of Statistics.

1: Provisional figures

2: Figures are subject to rounding errors



Table 3: Visitors Arrivals by Country of Usual Residence and Mode of Travel, Fourth Quarter 2014 <sup>1</sup>

Country of Usual Residence	Mode of Travel		TOTAL	Percentage <sup>2</sup>
	Air	Sea		
<b>OCEANIA</b>	<b>31,129</b>	<b>668</b>	<b>31,797</b>	<b>87.3</b>
American Samoa	4,775	394	5,169	14.2
Fiji	745	4	749	2.1
Cook Island	52	0	52	0.1
Other Pacific Is	817	187	1,004	2.8
New Zealand	15,124	47	15,171	41.7
Australia	9,616	36	9,652	26.5
<b>EUROPE</b>	<b>554</b>	<b>2</b>	<b>556</b>	<b>1.5</b>
United Kingdom	167	0	167	0.5
Scandinavia	30	0	30	0.1
Benelux	13	0	13	0.0
Germany	232	0	232	0.6
Other Europe	112	2	114	0.3
<b>AMERICA</b>	<b>2,214</b>	<b>36</b>	<b>2,250</b>	<b>6.2</b>
U.S.A	2,135	35	2,170	6.0
Canada	79	1	80	0.2
<b>ASIA</b>	<b>979</b>	<b>1</b>	<b>980</b>	<b>2.7</b>
Japan	157	0	157	0.4
China	614	1	615	1.7
Other Asia	167	0	167	0.5
Korea	41	0	41	0.1
<b>OTHERS</b>	<b>772</b>	<b>16</b>	<b>788</b>	<b>2.2</b>
<b>NOT STATED</b>	<b>44</b>	<b>0</b>	<b>44</b>	<b>0.1</b>
<b>TOTAL</b>	<b>35,692</b>	<b>723</b>	<b>36,415</b>	
<b>PERCENTAGE DISTRIBUTION</b>	<b>98.0</b>	<b>2.0</b>	<b>100.0%</b>	<b>100%</b>

**Source:** Ministry of the Prime Minister and Cabinet - Immigration Division, Ministry for Revenue - Customs Division, 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 Purpose of Visit, Fourth Quarter 2014 <sup>1</sup>

Usual Residence	Purpose of Visit								
	TOTAL	% <sup>2</sup>	Holiday/ Vacation	Business/ Conference	Visit Friends/ Relatives	Sports	Transit	Others	Not Stated
<b>TOTAL</b>	<b>36,415</b>		<b>13,031</b>	<b>2,599</b>	<b>13,647</b>	<b>188</b>	<b>2,303</b>	<b>1,765</b>	<b>2,882</b>
American Samoa	5,169	14.2	1104	201	1532	61	873	355	1,043
Fiji	749	2.1	84	250	153	6	121	60	75
Cook Island	52	0.1	9	9	11	8	4	7	4
Other Pacific Is	1,004	2.8	120	210	218	22	233	84	117
New Zealand	15,171	41.7	6075	830	6503	35	304	597	827
Australia	9,652	26.5	3930	454	4352	42	176	256	442
United Kingdom	167	0.5	101	27	20	0	6	9	4
Scandinavia	30	0.1	21	2	4	0	0	3	0
Benelux	13	0.0	7	0	1	0	1	2	2
Germany	232	0.6	197	2	17	0	4	6	6
Other Europe	114	0.3	79	13	16	1	2	0	3
U.S.A.	2,170	6.0	654	214	645	9	157	292	199
Canada	80	0.2	46	9	18	0	4	3	0
Japan	157	0.4	31	82	18	1	2	9	14
China	615	1.7	157	113	40	0	190	39	76
Other Asia	167	0.5	36	36	11	0	73	3	8
Other Countries	788	2.2	357	124	80	2	140	33	52
Korea	41	0.8	16	19	0	1	2	1	2
Not Stated	44	0.9	7	4	8	0	11	6	8
<b>Percentage Distribution <sup>2</sup></b>	<b>100.0</b>		<b>35.8</b>	<b>7.1</b>	<b>37.5</b>	<b>0.5</b>	<b>6.3</b>	<b>4.8</b>	<b>7.9</b>

**Source:** Ministry of the Prime Minister and Cabinet - Immigration Division, Ministry for Revenue - Customs Division and Samoa Bureau of Statistics.

**Note :** Total 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, Fourth Quarter 2014 <sup>1</sup>

Carrier	TOTAL	Purpose of Entry				
		Returning Residents	% <sup>2</sup>	Total Visitors	% <sup>2</sup>	
<b>TOTAL</b>	<b>46,570</b>	<b>100%</b>	<b>10,155</b>	<b>21.8</b>	<b>36,415</b>	<b>78.2</b>
<b>AIR</b>	<b>44,506</b>	<b>95.4</b>	<b>8,814</b>	<b>18.9</b>	<b>35,692</b>	<b>76.6</b>
Virgin Samoa <sup>3</sup>	16,661	35.8	2,736	5.9	13,925	29.9
Polynesian	8,978	19.2	2,491	5.3	6,487	13.9
Inter Island	44	0.1	12	0.0	32	0.1
Air New Zealand	13,580	29.1	2,337	5.0	11,243	24.1
Fiji Airways <sup>4</sup>	4,928	10.6	1,224	2.6	3,704	8.0
Other Air Carrier	315	0.7	14	0.0	301	0.6
<b>SEA</b>	<b>2,064</b>	<b>4.6</b>	<b>1,341</b>	<b>2.9</b>	<b>723</b>	<b>1.6</b>
Lady Naomi	1,742	3.7	1,285	2.8	457	1.0
Yacht	62	0.1	21	0.0	41	0.1
Other Sea Carrier	260	0.8	35	0.1	225	0.5

**Source:** Ministry of the Prime Minister and Cabinet - Immigration Division, Ministry for Revenue - Customs Division and Samoa Bureau of Statistics.

**Note:** Total visitors include transit.

- 1: Provisional figures
- 2: Figures are subject to rounding errors
- 3: Polynesian Blue is now called Virgin Samoa
- 4: Air Pacific is now called Fiji Airways

Table 6: Visitors by Duration of Stay and Place of Stay, Fourth Quarter 2014 <sup>1</sup>

Duration of Stay	Place of Stay			
	TOTAL	Hotel/Motel	Private	Not Stated
<b>TOTAL</b>	<b>34,112</b>	<b>9,026</b>	<b>23,043</b>	<b>2,043</b>
1day	472	180	260	32
2days	1,131	732	356	43
3days	1,102	487	545	70
4days	1,359	587	682	90
5days	1,783	949	719	115
6days	1,544	893	539	112
7days	3,489	1466	1,839	184
8-14days	9,558	2887	6,067	604
15-30days	6,998	508	6,182	308
31-60days	1,844	82	1,640	122
61-90days	495	13	439	43
91-180days	162	7	144	11
181-365days	61	7	46	8
Not Stated	4,114	228	3,585	301
<b>Percentage Distribution</b>	<b>100.0</b>	<b>26.5</b>	<b>67.6</b>	<b>6.0</b>

**Source:** Ministry of the Prime Minister and Cabinet - Immigration Division,  
Ministry for Revenue - Customs Division and Samoa Bureau of Statistics.

**Note:** Visitors here, exclude transit.

1: Provisional figures

Table 7: Departures by Nationality, Citizenship and Gender, Fourth Quarter 2014 <sup>1</sup>

Nationality	TOTAL		Samoa Citizen			Temporary Residents			Visitors			Other Citizens				
	TOTAL	% <sup>2</sup>	Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female
<b>TOTAL</b>	<b>45,293</b>		<b>23,621</b>	<b>21,672</b>	<b>16,310</b>	<b>8,902</b>	<b>7,408</b>	<b>243</b>	<b>131</b>	<b>112</b>	<b>28,739</b>	<b>14,588</b>	<b>14,151</b>	<b>1</b>	<b>0</b>	<b>1</b>
Samoa	16,276	35.9	8,891	7,385	16,232	8,864	7,368	44	27	17	0	0	0	0	0	0
American Samoa	950	2.1	467	483	10	5	5	3	2	1	937	460	477	0	0	0
Fiji	991	2.2	589	402	3	0	3	9	7	2	979	582	397	0	0	0
Cook Island	15	0.0	9	6	1	1	0	2	0	2	12	8	4	0	0	0
Other Pacific Is	1,101	2.4	648	453	0	0	0	11	6	5	1,090	642	448	0	0	0
New Zealand	14,581	32.2	6,985	7,596	37	17	20	77	39	38	14,466	6,929	7,537	1	0	1
Australia	4,830	10.7	2,364	2,466	7	2	5	35	17	18	4,788	2,345	2,443	0	0	0
United Kingdom	303	0.7	173	130	0	0	0	1	0	1	302	173	129	0	0	0
Scandinavia	74	0.2	39	35	0	0	0	0	0	0	74	39	35	0	0	0
Benelux	21	0.0	15	6	0	0	0	0	0	0	21	15	6	0	0	0
Germany	306	0.7	154	152	3	3	0	2	0	2	301	151	150	0	0	0
Other Europe	733	1.6	396	337	0	0	0	2	1	1	731	395	336	0	0	0
United States	3,065	6.8	1,564	1,501	14	8	6	32	17	15	3,019	1,539	1,480	0	0	0
Canada	130	0.3	70	60	0	0	0	6	4	2	124	66	58	0	0	0
Japan	210	0.5	151	59	0	0	0	6	2	4	204	149	55	0	0	0
China	669	1.5	441	228	0	0	0	5	3	2	664	438	226	0	0	0
Other Asia	456	1.0	313	143	0	0	0	3	2	1	453	311	142	0	0	0
Others	498	1.1	293	205	2	1	1	5	4	1	491	288	203	0	0	0
Korea	84	0.2	59	25	1	1	0	0	0	0	83	58	25	0	0	0
<b>% Distribution <sup>2</sup></b>	<b>100.0</b>		<b>52.2</b>	<b>47.8</b>	<b>36.0</b>	<b>19.7</b>	<b>31.4</b>	<b>0.5</b>	<b>0.3</b>	<b>0.2</b>	<b>63.5</b>	<b>32.2</b>	<b>31.2</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>

Source: Ministry of the Prime Minister and Cabinet - Immigration Division, Ministry for Revenue - Customs Division and Samoa Bureau of Statistics.

1: Provisional figures

2: Figures are subject to rounding errors

Table 8: Departures by Purpose of Travel and Gender (Samoa-citizen-only), Fourth Quarter 2014 <sup>1</sup>

Purpose of Travel	Samoa Citizen			
	TOTAL	% <sup>2</sup>	Male	Female
<b>TOTAL</b>	<b>16,310</b>		<b>8,902</b>	<b>7,408</b>
Holiday Vacation	3,247	<b>20</b>	1,646	1,601
Visit Friends/ Relatives	4,489	<b>28</b>	2,249	2,240
Business/Conference	974	<b>6</b>	602	372
Sporting/Activities	302	<b>2</b>	234	68
Others	1,126	<b>7</b>	739	387
Not Stated	6,172	<b>38</b>	3,432	2,740
<b>% Distribution <sup>2</sup></b>	<b>100</b>		<b>54.6</b>	<b>45.4</b>

**Source:** Ministry of the Prime Minister and Cabinet - Immigration Division,  
Ministry for Revenue - Customs Division and Samoa Bureau of Statistics.

1: Provisional figures

2: Figures are subject to rounding errors

Table 9: Departures by Place of Stay Abroad and Gender (Samoa-citizen-only), Fourth Quarter 2014 <sup>1</sup>

Place of Stay Abroad	TOTAL	Gender		
			Male	Female
<b>TOTAL</b>	<b>16,310</b>	<b>% <sup>2</sup></b>	<b>8,902</b>	<b>7,408</b>
American Samoa	2,932	18.0	1,618	1,314
Fiji	299	1.8	136	163
Cook Island	12	0.1	6	6
Other Pacific Is	131	0.8	81	50
New Zealand	4,192	25.7	2,209	1,983
Australia	867	5.3	492	375
United Kingdom	4	0.0	3	1
Scandinavia	7	0.0	4	3
Benelux	1	0.0	0	1
Germany	8	0.0	6	2
Other Europe	25	0.2	17	8
United States	283	1.7	148	135
Canada	3	0.0	1	2
Japan	11	0.1	3	8
Other Asia	48	0.3	22	26
Others	30	0.2	17	13
China	34	0.2	16	18
Korea	7	0.0	6	1
Not Stated	7,416	45.5	4,117	3,299

Source: Ministry of the Prime Minister and Cabinet - Immigration Division, Ministry of Revenue - Customs Division and Samoa Bureau of Statistics.

1: Provisional figures

2: Figures are subject to rounding errors

Table 10: Departures by Occupation, Education and Gender , Fourth Quarter 2014 <sup>1</sup>

OCCUPATION	TOTAL			Primary			Secondary			Tertiary			Kindy & None			Not Stated			
	TOTAL	Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female	
<b>TOTAL</b>	<b>45,293</b>	<b>% <sup>2</sup></b>	<b>23,621</b>	<b>21,672</b>	<b>7,371</b>	<b>3,819</b>	<b>3,552</b>	<b>12,239</b>	<b>6,523</b>	<b>5,716</b>	<b>16,579</b>	<b>8,538</b>	<b>8,041</b>	<b>793</b>	<b>403</b>	<b>390</b>	<b>8,311</b>	<b>4,338</b>	<b>3,973</b>
Army Airforce	42	0.1	27	15	3	2	1	6	6	0	28	16	12	0	0	0	5	3	2
Senior Official	3,972	8.8	2,231	1,741	226	140	86	774	446	328	2,326	1,291	1,035	0	0	0	646	354	292
Professional	6,543	14.4	3,288	3,255	406	232	174	993	503	490	4,087	2,022	2,065	0	0	0	1,057	531	526
Technician	4,114	9.1	2,295	1,819	722	351	371	855	489	366	2,241	1,251	990	0	0	0	296	204	92
Clerical	2,647	5.8	1,314	1,333	125	63	62	778	390	388	1,216	580	636	0	0	0	528	281	247
Services workers	3,179	7.0	1,456	1,723	219	130	89	1,091	505	586	1,230	562	668	0	0	0	639	259	380
Agricultural work	1,320	2.9	1,231	89	188	171	17	568	544	24	311	281	30	0	0	0	253	235	18
Craft/tradework	863	1.9	751	112	43	31	12	316	280	36	303	258	45	0	0	0	201	182	19
Plant/machinery	1,074	2.4	906	168	276	227	49	389	335	54	350	299	51	0	0	0	59	45	14
Labours	1,196	2.6	418	778	241	87	154	543	195	348	264	76	188	0	0	0	148	60	88
Students	6,729	14.9	3,174	3,555	2,448	1,170	1,278	1,916	937	979	1,562	662	900	107	55	52	696	350	346
Infant/retired	3,618	8.0	1,839	1,779	502	250	252	743	370	373	684	356	328	301	152	149	1,388	711	677
Unemployed	1,070	2.4	226	844	70	25	45	429	104	325	284	44	240	0	0	0	287	53	234
Not Stated	8,926	19.7	4,465	4,461	1,902	940	962	2,838	1,419	1,419	1,693	840	853	385	196	189	2,108	1,070	1,038

Source: Ministry of the Prime Minister and Cabinet - Immigration Division, Ministry for Revenue - Customs Division and Samoa Bureau of Statistics

1: Provisional figures