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GOVERNMENT OF SAMOA SAMOA BUREAU OF STATISTICS

International Arrival Statistics April 2015

HIGHLIGHTS OF THE MONTH

In April 2015 compared with April 2014:

- ❖ Total arrivals (13,556) revealed no change
- ❖ Total visitors (9,241) decreased by 4.6 percent
- ❖ More visitors arrived from New Zealand (up by 255) and USA (up by 47) while fewer arrived from Am Samoa (down by 483) and Australia (down by 130).

April 2015	Number	Change from previous month	Change from previous year
All Arrivals	13,556	10.1%	0.0%
All Visitors	9,241	7.0%	-4.6%

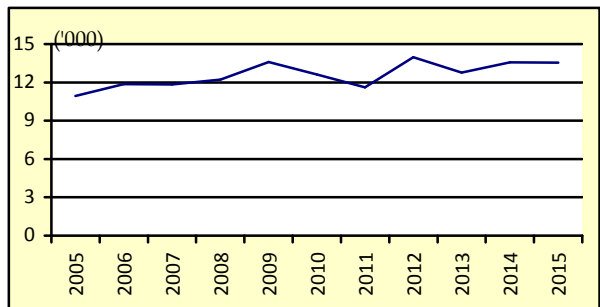
OVERVIEW

1. TOTAL ARRIVALS

The total International Arrival Statistics recorded for the month of **April 2015** (table 1), revealed an increase of 10.1 percent over the previous month of March but reported an insignificant change over the corresponding month of April 2014. (Refer Fig. 1)

Air was the preferred mode of travel to Samoa, representing 94.0 percent (12,740) of total arrivals, while the remaining 6.0 percent (816) arrived by sea in April 2015.

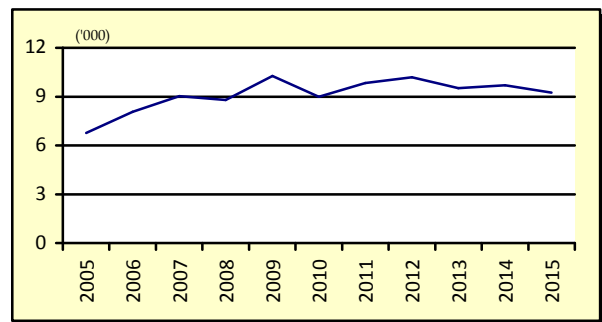
Fig. 1: April Total Arrivals, 2005 - 2015



2. TOTAL VISITORS

Overall Visitors numbered 9,241 for the month under review revealed an increase of 7.0 percent over the previous month and a decrease of 4.6 percent when compared to the corresponding month of April 2014. (Refer Fig. 2).

Fig. 2: April Total Visitors, 2005 - 2015



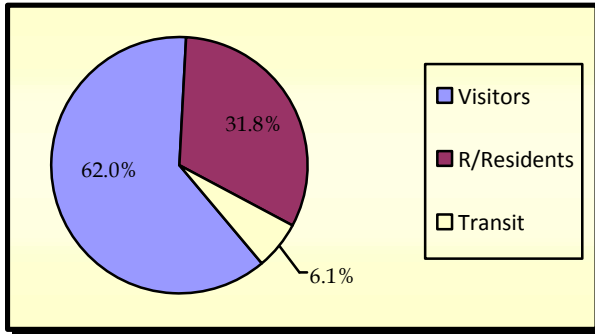
Visitor arrivals have a strong seasonal pattern with a regular peak of numbers during holiday seasons normally from December to January. The smoothed short-term trend for visitor arrivals adjusting for seasonal pattern is shown in Appendix Graph 2.

3. TOTAL ARRIVALS BY PURPOSE OF ENTRY

Visitors, including transit, made up the largest component of all arrivals with 35.3 percent (4,778) being males and 32.9 percent (4,458) being females.

Male and Female returning residents made up 18.6 (2,523) and 13.2 percent (1,792) respectively of total arrivals. (Refer Fig. 3)

Fig. 3: Total Arrivals, by Purpose of Visit

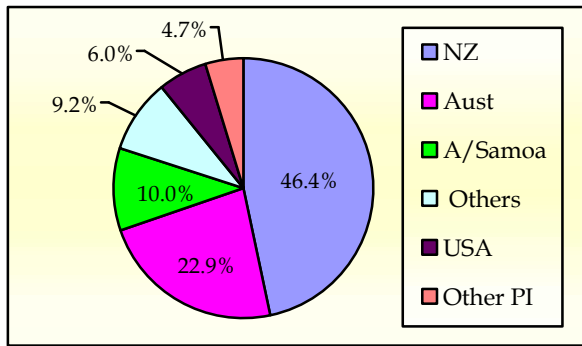


4. VISITORS BY COUNTRY OF USUAL RESIDENCE

New Zealand remains as the leading country in visitors' arrival by country of usual residence (Table 3) accounting for 346.4 percent or 4,286 of total visitors, compared to 39.2 percent or 3,386 visitors reported in the previous month. Australia followed next with a 22.9 percent share (2,116) compared to 23.4 percent or 2,019 visitors reported in the previous month.

American Samoa represented 10.0 percent (926) in April 2015 compared to 15.2 percent or 1,312 visitors reported in the previous month and the United States of America remains the smallest of the principal source markets with a share of 6.0 percent (551) which is the same with the previous month but with visitors numbering 519. (Refer Fig. 4)

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

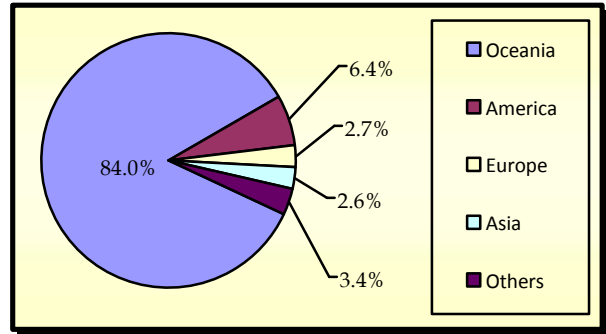


5. VISITORS BY REGION

The Oceanic Region had the highest share of total visitors with 84.0 percent compared to 83.1 percent reported in March 2015, followed by America with 6.4 percent (6.3 percent in March 2015).

Europe reported a share of 2.7 percent compared to 2.4 percent reported in the previous month while Asia reported the least share with only 2.6 percent compared to 4.0 percent reported in March 2015. (Refer Fig. 5).

Fig. 5: Total Visitors, by Region



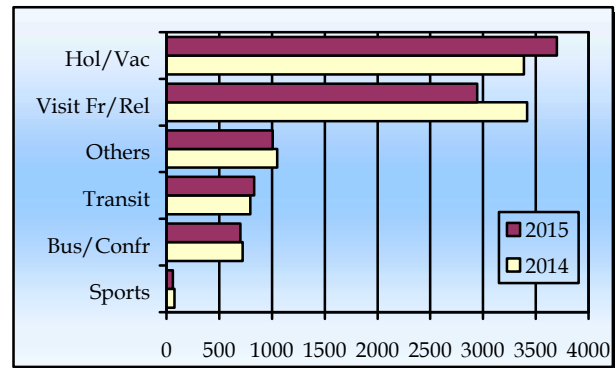
6. VISITORS BY PURPOSE OF VISIT

The principal source markets (table 4) namely New Zealand, American Samoa, Australia, and the United States of America constitute 85.2 percent of all visitors visiting Samoa in April 2015.

The majority of visitors (40.0 percent) came here on holiday and vacation while 31.9 percent were here to visit friends and relatives.

Those who were here in transit to other destinations made up 9.0 percent of all visitors while Business and Conference visitors made up 7.6 percent. Fig.6 depicts total visitors by purpose of visit for April 2014 and April 2015.

Fig. 6: Total Visitors, by Purpose of Visit

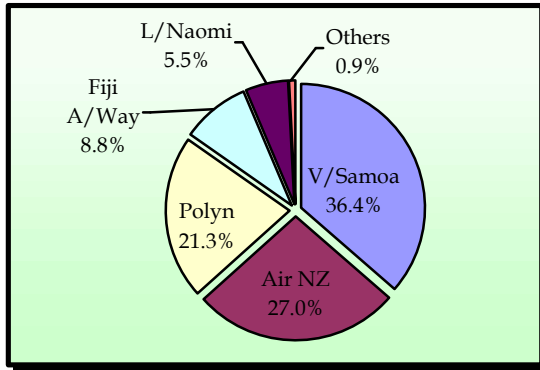


7. TOTAL ARRIVALS BY CARRIER

As depicted in table 5, Virgin Samoa leads the way of arrival by carriers' during the reference period with a 36.4 percent share (4,937 passengers) followed by Air New Zealand with a 27.0 percent share (3,664 passengers).

Polynesian Airlines brought in 21.3 percent (2,892) of total arrivals while Fiji Airways, formerly known as Air Pacific, recorded a share of 8.8 percent (1,190). Fig. 7 illustrates total arrivals by carrier during the reference period.

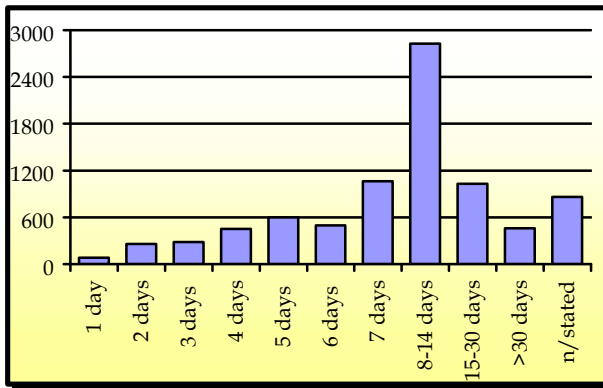
Fig. 7: Total Arrivals by Carrier



8. VISITORS DURATION AND PLACE OF STAY

The usual visitor's duration of stay in Samoa (Table 6) is between seven and thirty days, as shown in Fig. 8.

Fig. 8: Total Visitors by Duration of Stay



The majority of visitors (56.3 percent or 4,732 visitors) reported staying in private accommodation or with families/relatives while 38.4 percent (3,232) stayed in hotels/ motels. The remaining 5.3 percent or 446 visitors did not state their place of stay. (Refer Fig. 9).

Fig. 9: Total Visitors by Place of Stay

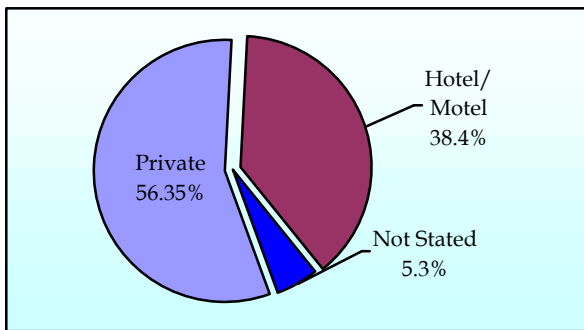
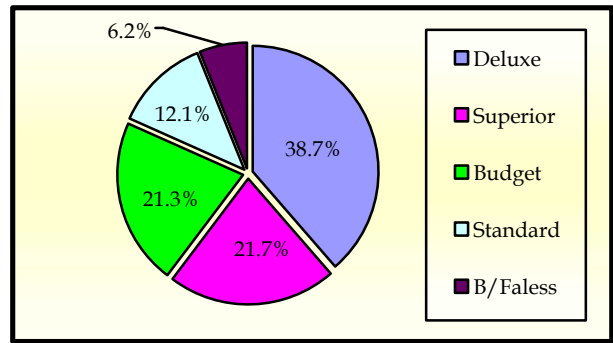


Fig. 10 portrays the number of visitors who stayed in hotels/ motels (3,232) by type of accommodation (hotel/ motel), within the reference month.

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



Detailed information for the reference period is attached in Tables 1 – 6 and the appendix shows longer time series.

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 three local points of entry namely (1) Apia wharf (2) Faleolo and (3) Fagalii international airports.

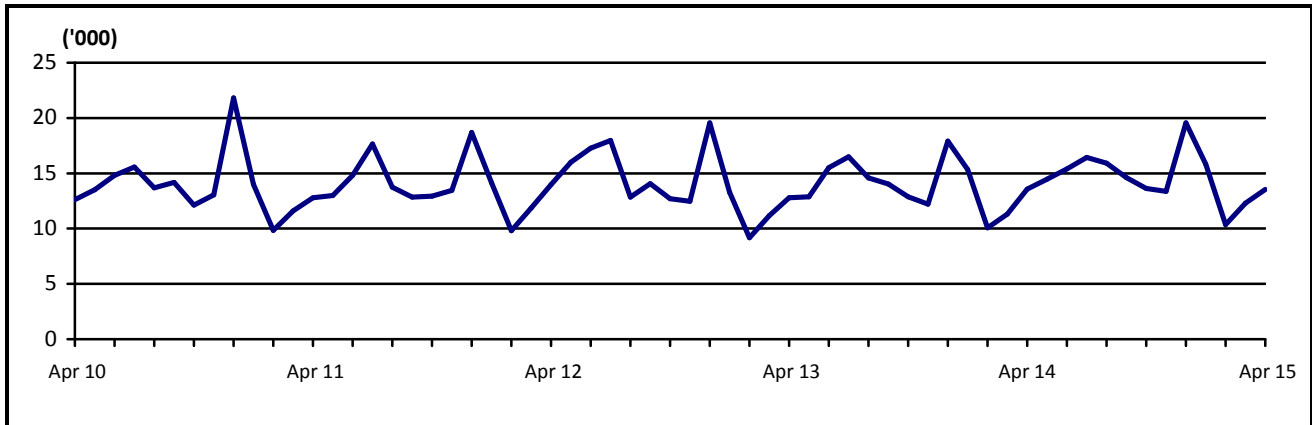
International arrival statistics are compiled on a monthly, quarterly and annual basis. These reports can also be extracted from our website: www.sbs.gov.ws

The migration report for the month of May 2015 will be released on 22nd June.

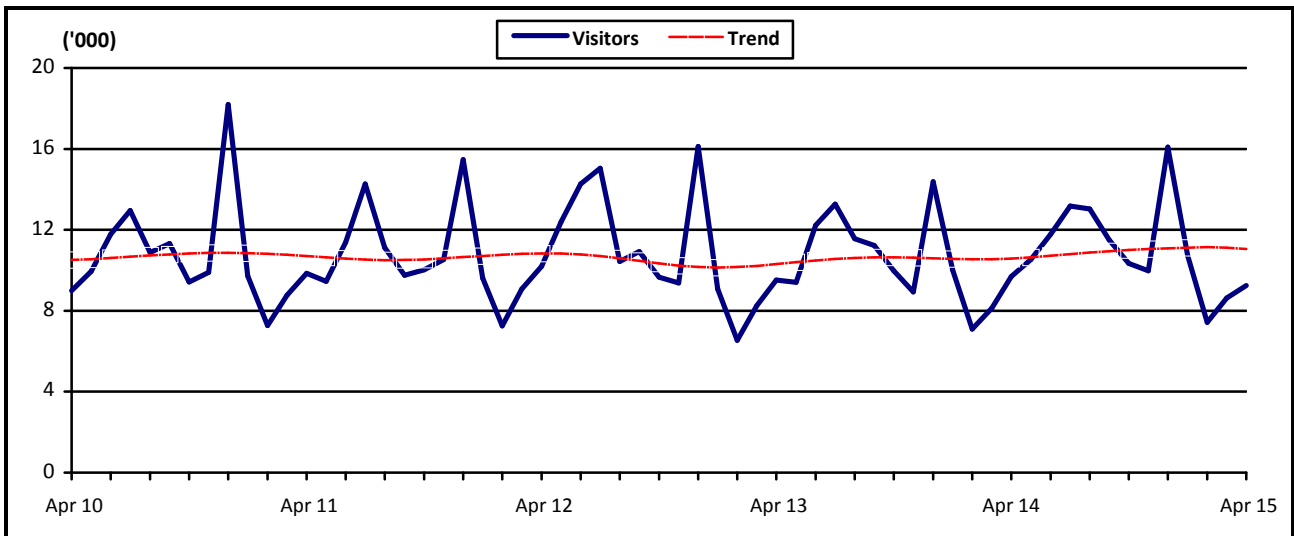
Muagututia S Reupena
GOVERNMENT STATISTICIAN

APPENDIX

Graph 1: Monthly Total Arrivals, April 2010 – April 2015



Graph 2: Monthly Total Visitors, April 2010 – April 2015



Graph 3: Visitors Percentage Change over Previous month, April 2010 – April 2015

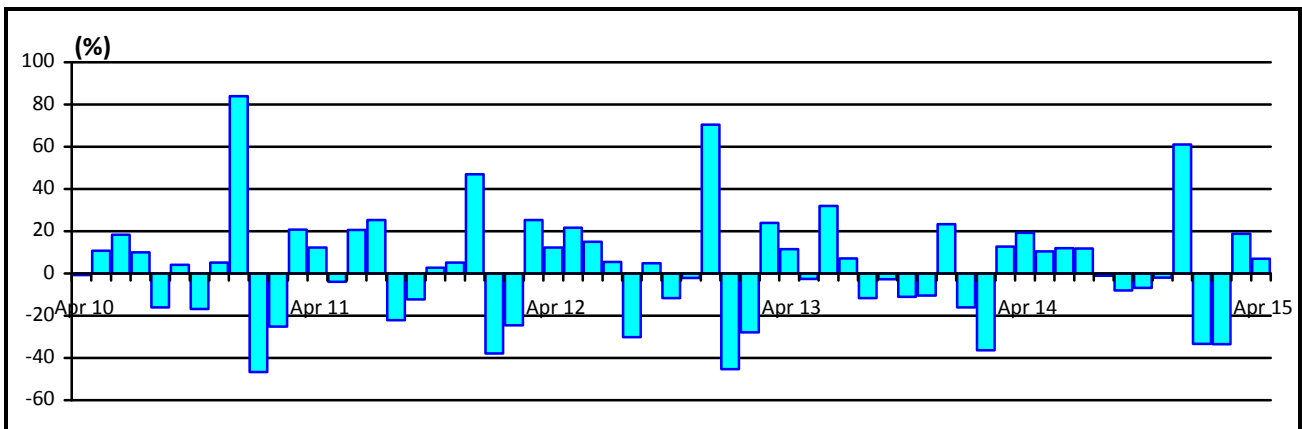


Table 1: Monthly Arrival and Departure by Mode of Travel and Net Migration, 2004 - 2014.

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	169,975	8,243	178,218	-4,609
2015	35,291	730	36,021	49,643	2,397	52,040
2012										
March	8,926	152	9,078	11,504	359	11,863	11,034	374	11,408	455
April	10,095	104	10,199	13,157	820	13,977	12,989	1,012	14,001	-24
May	11,908	502	12,410	15,264	730	15,994	11,514	485	11,999	3,995
June	13,883	379	14,262	16,747	535	17,282	16,316	849	17,165	117
July	14,913	135	15,048	17,705	261	17,966	18,995	319	19,314	-1,348
August	10,228	205	10,433	12,509	334	12,843	13,921	453	14,374	-1,531
September	10,749	267	11,016	13,653	422	14,075	13,743	329	14,072	3
October	9,604	97	9,701	12,378	330	12,708	13,764	460	14,224	-1,516
November	9,190	266	9,456	11,943	539	12,482	11,369	395	11,764	718
December	15,936	297	16,233	19,020	543	19,563	13,842	618	14,460	5,103
2013										
January	8,821	259	9,080	12,952	334	13,286	16,397	649	17,046	-3,760
February	6,386	161	6,547	8,756	407	9,163	12,210	515	12,725	-3,562
March	8,086	160	8,246	10,776	399	11,175	9,612	438	10,050	1,125
April	9,351	165	9,516	12,325	453	12,778	12,576	653	13,229	-451
May	9,216	190	9,406	12,496	375	12,871	11,492	606	12,098	773
June	12,027	296	12,323	14,964	537	15,501	13,660	460	14,120	1,381
July	13,067	207	13,274	15,901	593	16,494	16,442	464	16,906	-412
August	11,380	175	11,555	14,046	535	14,581	15,063	536	15,599	-1,018
September	11,016	211	11,227	13,741	293	14,034	13,844	349	14,193	-159
October	9,828	207	10,035	12,512	361	12,873	14,773	158	14,931	-2,058
November	8,768	189	8,957	11,753	453	12,206	12,082	553	12,635	-429
December	14,225	282	14,507	17,320	595	17,915	14,182	504	14,686	3,229
2014										
January	9,878	256	10,134	14,755	578	15,333	17,840	570	18,410	-3,077
February	7,030	177	7,207	9,693	390	10,083	12,211	460	12,671	-2,588
March	8,002	118	8,120	10,853	447	11,300	11,091	598	11,689	-389
April	9,545	146	9,691	12,751	812	13,563	11,805	954	12,759	804
May	10,224	272	10,496	13,876	578	14,454	13,437	699	14,136	318
June	11,484	309	11,793	14,656	683	15,339	14,000	781	14,781	558
July	12,762	504	13,266	15,538	884	16,422	16,791	764	17,555	-1,133
August	12,742	326	13,068	15,318	603	15,921	14,359	600	14,959	962
September	11,242	287	11,529	14,099	525	14,624	15,493	655	16,148	-1,524
October	10,237	109	10,346	13,088	548	13,636	14,294	722	15,016	-1,380
November	9,801	183	9,984	12,857	524	13,381	12,879	479	13,358	23
December	15,654	431	16,085	18,561	992	19,553	15,775	961	16,736	2,817
2015										
January	10,519	198	10,717	15,260	556	15,816
February	7,152	277	7,429	9,795	566	10,361
March	8,510	124	8,634	11,848	459	12,307
April /1	9,110	131	9,241	12,740	816	13,556

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

1: Provisional figures

... Denote not yet available

■ -

Table 2: Total Arrivals by Age, Purpose of Entry and Gender, April 2015 ¹

Age	Purpose of Entry																	
	Total			Visitors			Returning Residents			Transit			Temporary Residents			Others		
	Total	Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female
Total	13,556	7,304	6,252	8,405	4,240	4,165	4,315	2,523	1,792	831	538	293	5	3	2	0	0	0
0 - 4	552	281	271	366	173	193	161	96	65	25	12	13	0	0	0	0	0	0
5 - 9	476	237	239	350	185	165	115	49	66	10	3	7	1	0	1	0	0	0
10 - 14	500	249	251	375	196	179	110	48	62	15	5	10	0	0	0	0	0	0
15 - 19	790	424	366	454	194	260	314	221	93	22	9	13	0	0	0	0	0	0
20 - 24	1,092	578	514	615	248	367	407	273	134	70	57	13	0	0	0	0	0	0
25 - 29	1,227	631	596	757	320	437	362	237	125	108	74	34	0	0	0	0	0	0
30 - 34	1,109	620	489	669	340	329	358	220	138	82	60	22	0	0	0	0	0	0
35 - 39	1,069	612	457	643	346	297	343	204	139	82	61	21	1	1	0	0	0	0
40 - 44	1,212	654	558	718	374	344	418	229	189	75	50	25	1	1	0	0	0	0
45 - 49	1,274	678	596	809	418	391	373	209	164	91	51	40	1	0	1	0	0	0
50 - 54	1,258	690	568	808	442	366	364	200	164	85	47	38	1	1	0	0	0	0
55 - 59	1,075	602	473	632	347	285	360	200	160	83	55	28	0	0	0	0	0	0
60 - 64	817	448	369	534	289	245	251	138	113	32	21	11	0	0	0	0	0	0
65 - 69	585	311	274	372	194	178	184	96	88	29	21	8	0	0	0	0	0	0
70 - 74	318	178	140	195	112	83	111	58	53	12	8	4	0	0	0	0	0	0
75 +	202	111	91	108	62	46	84	45	39	10	4	6	0	0	0	0	0	0
% Distribution ²	100	53.9	46.1	62.0	31.3	30.7	31.8	18.6	13.2	6.1	4.0	2.2	0.0	0.0	0.0	0.0	0.0	0.0

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: The Purpose of Entry categories of Temporary Residents and Others were introduced as a result of the introduction of the new arrival card

Table 3: Total Visitors Arrivals by Country of Usual Residents and Mode of Travel, April 2015 ¹

Country of Usual Residence	Mode of Travel			Percentage (%) ²
	Air	Sea	Total	
OCEANIA	7,640	122	7,762	84.0
American Samoa	880	46	926	10.0
Fiji	230	0	230	2.5
Cook Island	7	0	7	0.1
Other Pacific Is	186	11	197	2.1
New Zealand	4224	62	4,286	46.4
Australia	2113	3	2,116	22.9
EUROPE	245	0	245	2.7
United Kingdom	81	0	81	0.9
Scandinavia	10	0	10	0.1
Benelux	2	0	2	0.0
Germany	110	0	110	1.2
Other Europe	42	0	42	0.5
AMERICA	589	7	596	6.4
U.S.A	544	7	551	6.0
Canada	45	0	45	0.5
ASIA	327	0	236	2.6
Japan	53	0	53	0.6
China	149	0	149	1.6
Korea	4	0	4	0.0
Other Asia	121	0	121	1.3
OTHERS	309	2	311	3.4
TOTAL	9,110	131	9,241	100%
PERCENTAGE DISTRIBUTION	98.6	1.4%	100%	

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, April 2015 ¹

Usual Residence	Purpose of Visit								
	Total	Percentage ²	Holiday/ Vacation	Business/ Conference	Visit Friends/ Relatives	Sports	Transit	Others	Not Stated
OCEANIA	7,762	84.0	3,120	588	2,689	56	484	592	233
American Samoa	926	10.0	145	31	299	8	197	121	125
Fiji	230	2.5	32	65	33	0	57	29	14
Cook Island	7	0.1	0	0	4	0	0	1	2
Other Pacific Is	197	2.1	14	36	26	0	75	35	11
New Zealand	4,286	46.4	1,904	313	1,592	9	126	278	64
Australia	2,116	22.9	1,025	143	735	39	29	128	17
EUROPE	245	2.7	193	14	12	0	8	15	3
United Kingdom	81	0.9	59	7	4	0	1	10	0
Scandinavia	10	0.1	9	0	0	0	1	0	0
Benelux	2	0.0	2	0	0	0	0	0	0
Germany	110	1.2	97	4	2	0	5	2	0
Other Europe	42	0.5	26	3	6	0	1	3	3
AMERICA	596	6.4	178	30	196	4	94	74	20
U.S.A.	549	5.9	154	27	194	2	94	58	20
Canada	45	0.5	24	3	2	0	0	16	0
ASIA	327	3.5	62	50	35	0	137	23	20
Japan	53	0.6	21	10	12	0	3	5	2
China	149	1.6	20	18	15	0	71	13	12
Korea	4	0.0	1	1	0	0	2	0	0
Other Asia	121	1.3	20	21	8	0	61	5	6
OTHER COUNTRIES	311	3.4	146	18	12	1	108	26	0
TOTAL	9,241	100	3,699	700	2,944	61	831	730	276
Percentage Distribution ²	100		40.0	7.6	31.9	0.7	9.0	7.9	3.0

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

Note : Sports was re-introduced again in the Purpose of Visit Category as of August 2008.

1: Provisional figures

Table 5: Total Arrivals by Carrier and Purpose of Entry, April 2015 ¹

Carrier	Total	Purpose of Entry				
		Returning Residents	Percentage ²	Visitors	Percentage ²	
Total	13,556	100%	4,315	31.8	9,241	68.2
AIR						
Virgin Samoa ³	4,937	36.4	1138	8.4	3,799	28.0
Polynesian	2,892	21.3	1350	10.0	1,542	11.4
Inter Island	3	0.0	0	0.0	3	0.0
Air New Zealand	3,664	27.0	769	5.7	2,895	21.4
Fiji Airways ⁴	1,190	8.8	355	2.6	835	6.2
Other Air Carrier	54	0.4	18	0.0	36	0.3
SEA						
Lady Naomi	752	5.5	641	4.7	111	0.8
Yacht	0	0.0	0	0.0	0	0.0
Other Sea Carrier	64	0.5	44	0.3	20	0.1

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, April 2015 ¹

Duration of Stay	Place of Stay			
	Total	Hotel/Motel	Private	Not Stated
Total	8,410	3,232	4,732	446
1day	83	37	36	10
2days	257	163	90	4
3days	282	135	139	8
4days	451	229	194	28
5days	598	349	219	30
6days	496	324	126	46
7days	1,063	526	499	38
8-14days	2,828	1,155	1,526	147
15-30days	1,029	172	820	37
31-60days	282	56	197	29
61-90days	44	7	33	4
91-180days	79	7	67	5
181-365days	55	6	39	10
Not Stated	863	66	747	50
Percentage Distribution ²	100	38.4	56.3	5.3

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

2: Figures are subject to rounding errors