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GOVERNMENT OF SAMOA SAMOA BUREAU OF STATISTICS

International Arrival Statistics May 2015

HIGHLIGHTS OF THE MONTH

In May 2015 compared with May 2014:

- ❖ Total arrivals (15,021) increased by 3.9 percent
- ❖ Total visitors (10,741) increased by 2.3 percent
- ❖ More visitors arrived from New Zealand (up by 582) and USA (up by 248) while fewer arrived from Am Samoa (down by 548) and Australia (down by 254).

May 2015	Number	Change from previous month	Change from previous year
All Arrivals	15,021	10.7%	3.9%
All Visitors	10,741	16.2%	2.3%

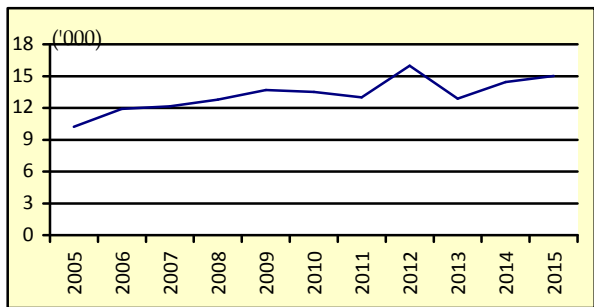
OVERVIEW

1. TOTAL ARRIVALS

The total International Arrival Statistics recorded for the month of **May 2015** (table 1), revealed an increase of 10.7 percent over the previous month and an increase of 3.9 percent over the corresponding month of May 2014. (Refer Fig. 1)

Air was the preferred mode of travel to Samoa, representing 95.4 percent (14,335) of total arrivals, while the remaining 4.6 percent (686) arrived by sea in May 2015.

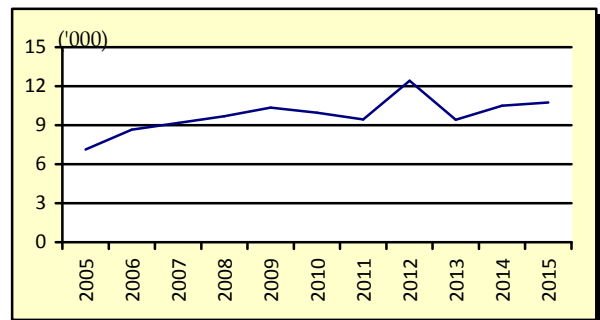
Fig. 1: May Total Arrivals, 2005 - 2015



2. TOTAL VISITORS

Overall Visitors numbered 10,741 for the month under review revealed an increase of 16.2 percent over the previous month and an increase of 2.3 percent when compared to the corresponding month of May 2014. (Refer Fig. 2).

Fig. 2: May 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 36.4 percent (5,468) being males and 34.5 percent (5,186) being females.

Male and Female returning residents made up 17.3 (2,596) and 11.2 percent (1,684) respectively of total arrivals. (Refer Fig. 3)

Fig. 3: Total Arrivals, by Purpose of Visit

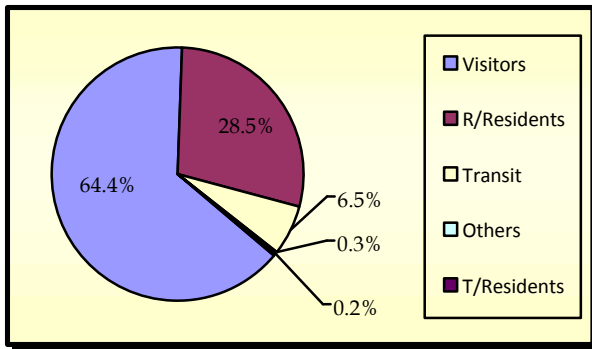
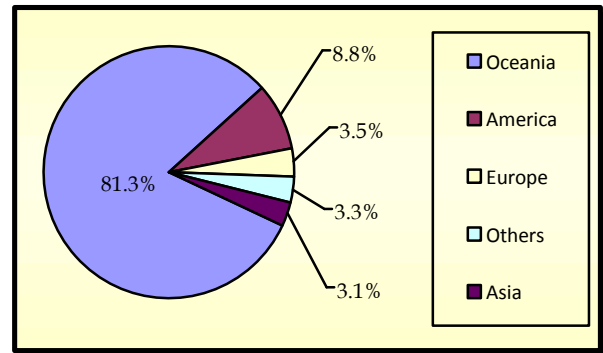


Fig. 5: Total Visitors, by Region

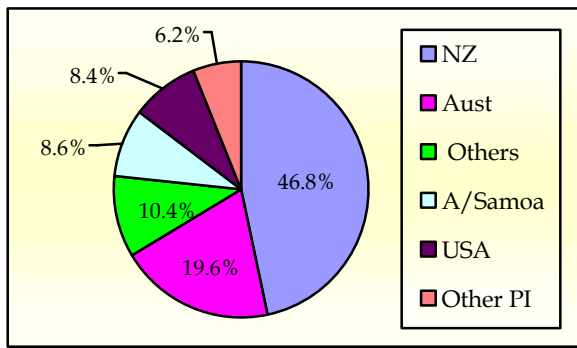


4. VISITORS BY COUNTRY OF USUAL RESIDENCE

New Zealand remains as the leading country in visitors' arrival by country of usual residence (Table 3) accounting for 46.8 percent or 5,024 of total visitors, compared to 46.4 percent or 4,286 visitors reported in the previous month. Australia followed next with a 19.6 percent share (2,106) compared to 22.9 percent or 2116 visitors reported in the previous month.

American Samoa represented 8.6 percent (928) in May 2015 compared to 10.0 percent or 926 visitors reported in the previous month and the United States of America remains the smallest of the principal source markets with a share of 8.4 percent (897) compared to 6.0 percent (551) reported in the previous month. (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 81.3 percent compared to 84.0 percent reported in April 2015, followed by America with 8.8 percent (6.4 percent in April 2015).

Europe reported a share of 3.5 percent compared to 2.7 percent reported in the previous month while Asia reported the least share with 3.1 percent compared to 2.6 percent reported in April 2015. (Refer Fig. 5).

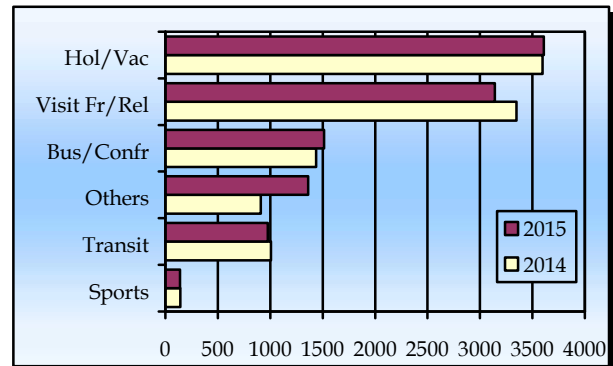
6. VISITORS BY PURPOSE OF VISIT

The principal source markets (table 4) namely New Zealand, American Samoa, Australia, and the United States of America constitute 83.4 percent of all visitors visiting Samoa in May 2015.

The majority of visitors (33.6 percent) came here on holiday and vacation while 29.2 percent were here to visit friends and relatives.

Those who were here on Business and Conference made up 14.1 percent while those in transit to other destinations made up 9.1 percent of all visitors. Fig.6 depicts total visitors by purpose of visit for May 2014 and May 2015.

Fig. 6: Total Visitors, by Purpose of Visit

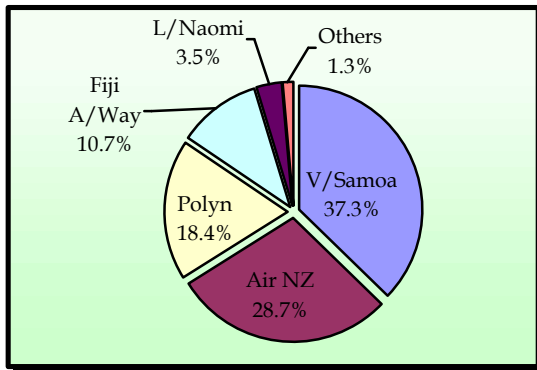


7. TOTAL ARRIVALS BY CARRIER

As depicted in table 5, Virgin Samoa leads the way of arrival by carriers' during the reference period with a 37.3 percent share (5,608 passengers) followed by Air New Zealand with a 28.7 percent share (4,307 passengers).

Polynesian Airlines brought in 18.4 percent (2,763) of total arrivals while Fiji Airways, formerly known as Air Pacific, recorded a share of 10.7 percent (1,613). Fig. 7 illustrates total arrivals by carrier during the reference period.

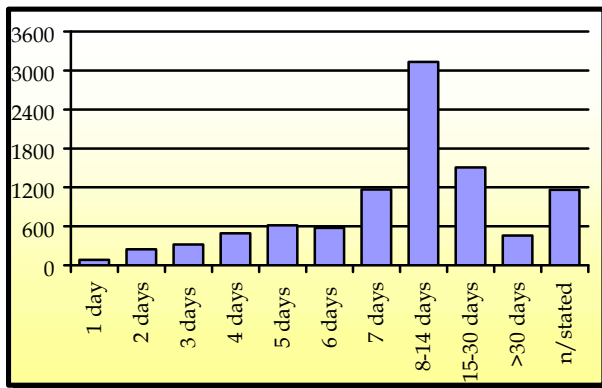
Fig. 7: Total Arrivals by Carrier



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 (61.6 percent or 6,010 visitors) reported staying in private accommodation or with families/relatives while 34.0 percent (3,318) stayed in hotels/motels. The remaining 4.5 percent or 436 visitors did not state their place of stay. (Refer Fig. 9).

Fig. 9: Total Visitors by Place of Stay

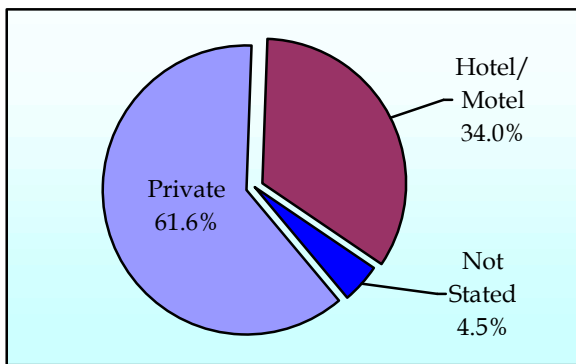
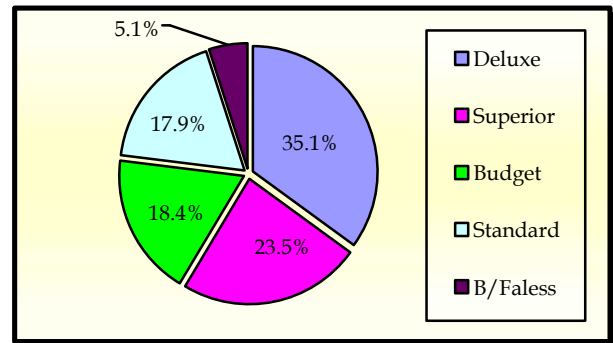


Fig. 10 portrays the number of visitors who stayed in hotels/motels (3,318) by type of accommodation (hotel/ motel), within the reference month.

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.

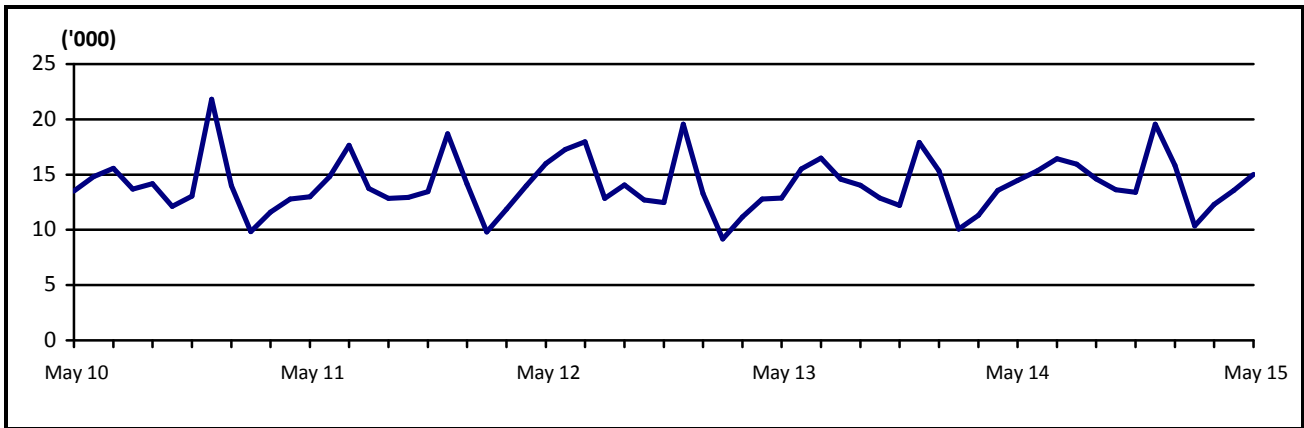
International arrival statistics are compiled on a monthly, quarterly and annual basis. These reports can also be extracted from our website: www.sbs.gov.ws

The migration report for the month of June 2015 will be released on 24th July.

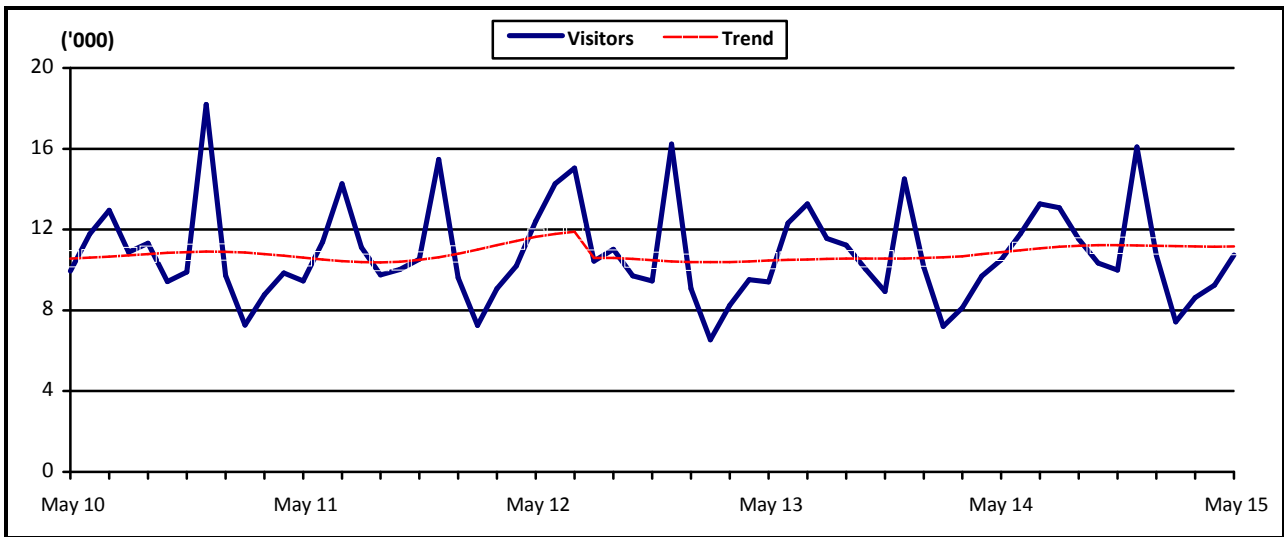
Muagututia S Reupena
GOVERNMENT STATISTICIAN

APPENDIX

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



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



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

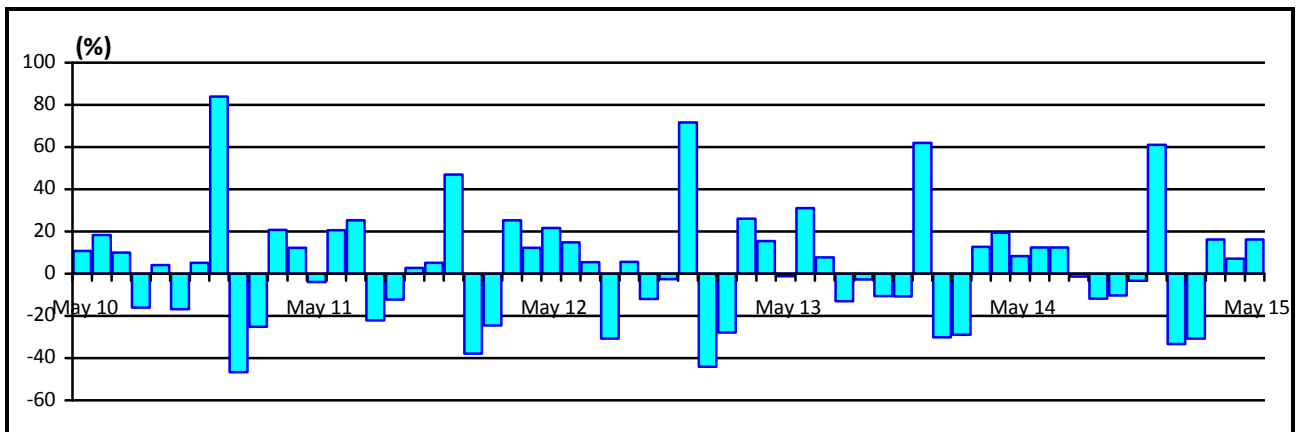


Table 1: Monthly Arrival and Departure by Mode of Tavel and Net Migration, 2004 - 2014.

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	2,752	134,697	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	128,623	3,125	131,748	166,075	7,580	173,655	170,742	8,275	179,017	-5,362
2015	45,839	925	46,764	63,985	3,083	67,068
2012										
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	-2588
March	8,002	118	8,120	10,853	447	11,300	11,091	598	11,689	-389
April	9,546	146	9,692	12,752	812	13,564	11,805	954	12,759	805
May	10,224	272	10,496	13,876	578	14,454	13,437	699	14,136	318
June	11,485	310	11,795	14,658	687	15,345	14,000	781	14,781	564
July	12,763	504	13,267	15,540	884	16,424	16,791	764	17,555	-1131
August	12,748	328	13,076	15,325	605	15,930	15,041	632	15,673	257
September	11,243	287	11,530	14,101	525	14,626	15,502	655	16,157	-1531
October	10,237	111	10,348	13,089	550	13,639	14,294	722	15,016	-1377
November	9,807	184	9,991	12,866	525	13,391	12,879	479	13,358	33
December	15,660	432	16,092	18,567	999	19,566	15,851	961	16,812	2,754
2015										
January	10,519	198	10,717	15,260	556	15,816	19,039	764	19,803	-3,987
February	7,152	277	7,429	9,795	566	10,361
March	8,510	124	8,634	11,848	459	12,307
April	9,112	131	9,243	12,747	816	13,563
May /1	10,546	195	10,741	14,335	686	15,021

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

■ Revised figures

Table 2: Total Arrivals by Age, Purpose of Entry and Gender, May 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	15,021	8,108	6,913	9,677	4,858	4,819	4,280	2,596	1,684	977	610	367	37	20	17	50	24	26
0 - 4	635	320	315	466	233	233	128	65	63	37	20	17	4	2	2	0	0	0
5 - 9	468	242	226	359	176	183	79	47	32	28	17	11	2	2	0	0	0	0
10 - 14	407	188	219	319	150	169	63	27	36	22	10	12	0	0	0	3	1	2
15 - 19	560	273	287	394	172	222	139	88	51	23	12	11	0	0	0	4	1	3
20 - 24	1,234	648	586	768	323	445	409	291	118	54	33	21	2	1	1	1	0	1
25 - 29	1,423	759	664	901	410	491	429	294	135	87	52	35	2	2	0	4	1	3
30 - 34	1,356	742	614	834	405	429	429	285	144	84	49	35	3	0	3	6	3	3
35 - 39	1,244	743	501	703	389	314	418	277	141	112	74	38	7	2	5	4	1	3
40 - 44	1,325	762	563	818	442	376	415	259	156	86	58	28	2	1	1	4	2	2
45 - 49	1,392	752	640	889	449	440	407	245	162	92	57	35	2	0	2	2	1	1
50 - 54	1,358	702	656	896	455	441	342	165	177	113	76	37	0	0	0	7	6	1
55 - 59	1,260	710	550	817	454	363	344	189	155	93	66	27	2	0	2	4	1	3
60 - 64	992	524	468	637	334	303	282	146	136	65	37	28	4	4	0	4	3	1
65 - 69	719	395	324	466	248	218	205	118	87	40	23	17	4	4	0	4	2	2
70 - 74	358	204	154	236	130	106	93	55	38	25	16	9	2	1	1	2	2	0
75 +	290	144	146	174	88	86	98	45	53	16	10	6	1	1	0	1	0	1
% Distribution ²	100	54.0	46.0	64.4	32.3	32.1	28.5	17.3	11.2	6.5	4.1	2.4	0.2	0.1	0.1	0.3	0.2	0.2

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, May 2015 ¹

Country of Usual Residence	Mode of Travel			Percentage (%) ²
	Air	Sea	Total	
OCEANIA	8,589	147	8,736	81.3
American Samoa	893	35	928	8.6
Fiji	315	1	316	2.9
Cook Island	16	0	16	0.1
Other Pacific Is	316	30	346	3.2
New Zealand	4961	63	5,024	46.8
Australia	2088	18	2,106	19.6
EUROPE	375	3	378	3.5
United Kingdom	147	2	149	1.4
Scandinavia	25	0	25	0.2
Benelux	11	0	11	0.1
Germany	126	1	127	1.2
Other Europe	66	0	66	0.6
AMERICA	916	32	948	8.8
U.S.A	866	31	897	8.4
Canada	50	1	51	0.5
ASIA	329	0	329	3.1
Japan	54	0	54	0.5
China	178	0	178	1.7
Korea	7	0	7	0.1
Other Asia	90	0	90	0.8
OTHERS	337	13	350	3.3
TOTAL	10,546	195	10,741	100%
PERCENTAGE DISTRIBUTION	98.2	2.2%	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, May 2015¹

Usual Residence	Purpose of Visit								
	Total	Percentage ²	Holiday/ Vacation	Business/ Conference	Visit Friends/ Relatives	Sports	Transit	Others	Not Stated
OCEANIA	8,736	81.3	2,840	1,270	2,782	124	656	775	289
American Samoa	928	8.6	169	48	294	6	205	73	133
Fiji	316	2.9	28	110	54	33	42	41	8
Cook Island	16	0.1	2	11	1	0	0	0	2
Other Pacific Is	346	3.2	28	109	34	16	101	49	9
New Zealand	5,024	46.8	1,857	687	1,630	40	230	489	91
Australia	2,106	19.6	756	305	769	29	78	123	46
EUROPE	378	3.5	280	38	20	3	14	22	1
United Kingdom	149	1.4	90	21	15	3	5	14	1
Scandinavia	25	0.2	22	2	1	0	0	0	0
Benelux	11	0.1	5	5	1	0	0	0	0
Germany	127	1.2	106	4	2	0	7	8	0
Other Europe	66	0.6	57	6	1	0	2	0	0
AMERICA	948	8.8	233	115	289	5	126	156	24
U.S.A.	897	8.4	208	106	285	5	117	153	23
Canada	51	0.5	25	9	4	0	9	3	1
ASIA	329	3.1	64	64	35	6	102	25	33
Japan	54	0.5	17	15	9	0	2	4	7
China	178	1.7	30	36	15	5	71	15	6
Korea	7	0.1	2	1	0	0	3	1	0
Other Asia	90	0.8	15	12	11	1	26	5	20
OTHER COUNTRIES	350	3.3	193	26	15	1	79	33	3
TOTAL	10,741	100	3,610	1,513	3,141	139	977	1,011	350
Percentage Distribution²	100		33.6	14.1	29.2	1.3	9.1	9.4	3.3

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

2: Figures are subject to rounding errors

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

Carrier	Total	Purpose of Entry				
		Returning Residents	Percentage ²	Visitors	Percentage ²	
Total	15,021	100%	4,280	28.5	10,741	71.5
AIR						
Virgin Samoa ³	5,608	37.3	1209	8.0	4,399	29.3
Polynesian	2,763	18.4	1099	7.3	1,664	11.1
Inter Island	9	0.1	2	0.0	7	0.0
Air New Zealand	4,307	28.7	1180	7.9	3,127	20.8
Fiji Airways ⁴	1,613	10.7	294	2.0	1,319	8.8
Other Air Carrier	35	0.2	5	0.0	30	0.2
SEA						
Lady Naomi	531	3.5	455	3.0	76	0.5
Yacht	1	0.0	1	0.0	0	0.0
Other Sea Carrier	154	1.0	35	0.2	119	0.8

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	9,764	3,318	6,010	436
1day	83	33	41	9
2days	244	140	91	13
3days	320	169	147	4
4days	492	246	222	24
5days	617	345	247	25
6days	577	388	151	38
7days	1,169	545	540	84
8-14days	3,132	1,086	1,915	131
15-30days	1,506	246	1,225	35
31-60days	288	30	239	19
61-90days	51	2	48	1
91-180days	85	10	73	2
181-365days	36	4	25	7
Not Stated	1164	74	1,046	44
Percentage Distribution ²	100	34.0	61.6	4.5

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