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GOVERNMENT OF SAMOA SAMOA BUREAU OF STATISTICS

International Arrival Statistics June 2015

HIGHLIGHTS OF THE MONTH

In June 2015 compared with June 2014:

- ❖ Total arrivals (14,728) decreased by 4.0 percent
- ❖ Total visitors (11,393) decreased by 3.4 percent
- ❖ More visitors arrived from USA (up by 368) and New Zealand (up by 138) while fewer arrived from Australia (down by 728) and American Samoa (down by 313).

June 2015	Number	Change from previous month	Change from previous year
All Arrivals	14,728	-3.4%	-4.0%
All Visitors	11,393	4.5%	-3.4%

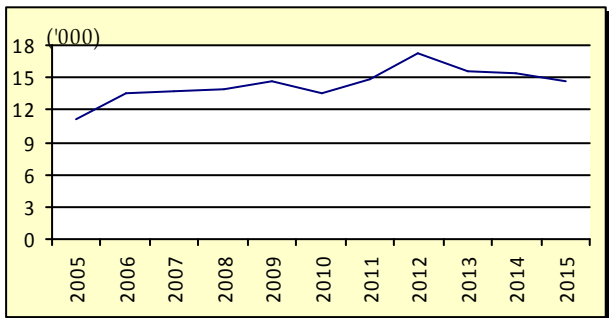
OVERVIEW

1. TOTAL ARRIVALS

The total International Arrival Statistics recorded for the month of **June 2015** (table 1), revealed a decrease of 3.4 percent over the previous month and a decrease of 4.0 percent over the corresponding month of June 2014. (Refer Fig. 1)

Air was the preferred mode of travel to Samoa, representing 96.2 percent (14,161) of total arrivals, while the remaining 3.8 percent (567) arrived by sea in June 2015.

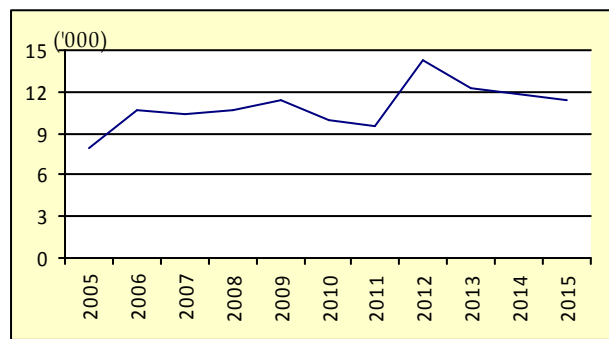
Fig. 1: June Total Arrivals, 2005 - 2015



2. TOTAL VISITORS

Overall Visitors numbered 11,393 for the month under review revealed an increase of 4.5 percent over the previous month and a decrease of 3.4 percent when compared to the corresponding month of June 2014. (Refer Fig. 2).

Fig. 2: June Total Visitors, 2005 - 2015



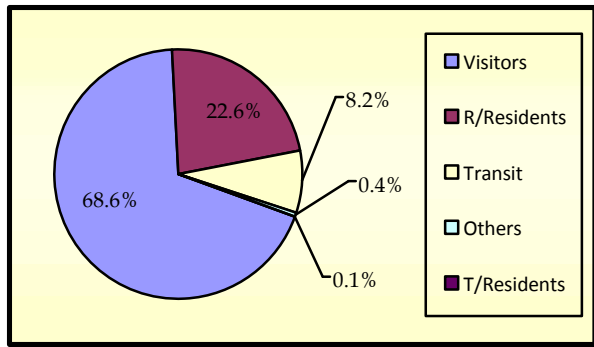
Visitor arrivals have a strong seasonal pattern with a regular peak of numbers during holiday seasons normally from December to January. The smoothed short-term trend for visitor arrivals adjusting for seasonal pattern is shown in Appendix Graph 2.

3. TOTAL ARRIVALS BY PURPOSE OF ENTRY

Visitors, including transit, made up the largest component of all arrivals with 40.2 percent (5,922) being males and 36.6 percent (5,008) being females.

Male and Female returning residents made up 12.0 (1,768) and 10.6 percent (1,567) respectively of total arrivals. (Refer Fig. 3)

Fig. 3: Total Arrivals, by Purpose of Visit

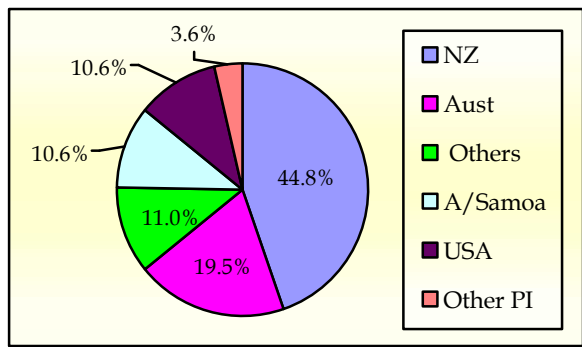


4. VISITORS BY COUNTRY OF USUAL RESIDENCE

New Zealand remains as the leading country in visitors' arrival by country of usual residence (Table 3) accounting for 44.8 percent or 5,099 of total visitors, compared to 46.8 percent or 5,024 visitors reported in the previous month. Australia followed next with a 19.5 percent share (2,221) compared to 19.6 percent or 2,106 visitors reported in the previous month.

American Samoa and the United States of America represented the same percentage of 10.6 or 1,208 and 1,205 visitors respectively in June 2015 compared to 8.6 percent or (928) and 8.4 (897) visitors reported in the previous month. (Refer Fig. 4)

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

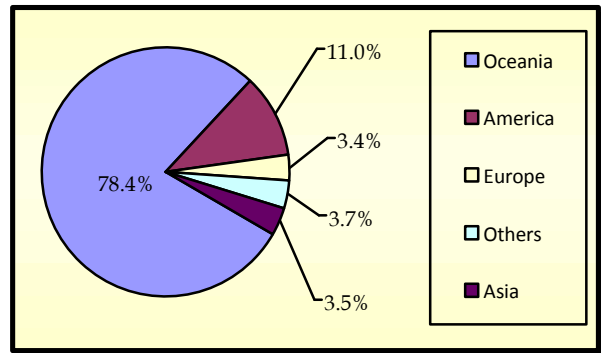


5. VISITORS BY REGION

The Oceanic Region had the highest share of total visitors with 78.4 percent compared to 81.3 percent reported in May 2015, followed by America with 11.0 percent (8.4 percent in May 2015).

Asia reported a share of 3.5 percent compared to 3.1 percent reported in the previous month while Europe reported the least share with 3.4 percent compared to 3.5 percent reported in the previous month of May 2015. (Refer Fig. 5).

Fig. 5: Total Visitors, by Region



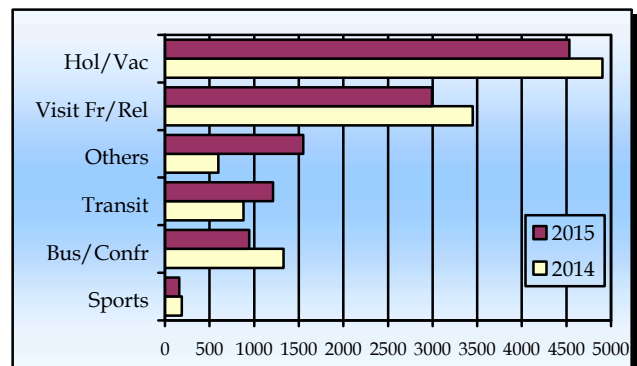
6. VISITORS BY PURPOSE OF VISIT

The principal source markets (table 4) namely New Zealand, American Samoa, Australia, and the United States of America constitute 85.5 percent of all visitors visiting Samoa in June 2015.

The majority of visitors (39.8 percent) entered our shore on holiday and vacation while 26.3 percent were here to visit friends and relatives.

Those who were here on Transit to other destinations made up of 10.6 percent while those who were here on business and conference made up 8.3 percent of all visitors. Fig.6 depicts total visitors by purpose of visit for June 2014 and June 2015.

Fig. 6: Total Visitors, by Purpose of Visit

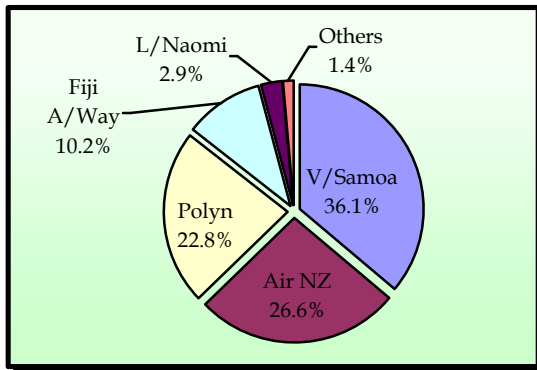


7. TOTAL ARRIVALS BY CARRIER

As depicted in table 5, Virgin Samoa leads the way of arrival by carriers' during the reference period with a 36.1 percent share (5,312 passengers) followed by Air New Zealand with a 26.6 percent share (3,919 passengers).

Polynesian Airlines brought in 22.8 percent (3,362) of total arrivals while Fiji Airways, formerly known as Air Pacific, recorded a share of 10.2 percent (1,498). Fig. 7 illustrates total arrivals by carrier during the reference period.

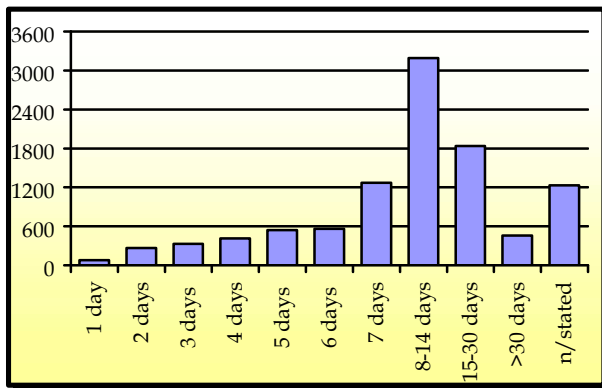
Fig. 7: Total Arrivals by Carrier



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 (58.3 percent or 5,937 visitors) reported staying in private accommodation or with families/relatives while 36.2 percent (3,686) stayed in hotels/motels. The remaining 5.5 percent or 557 visitors did not state their place of stay. (Refer Fig. 9).

Fig. 9: Total Visitors by Place of Stay

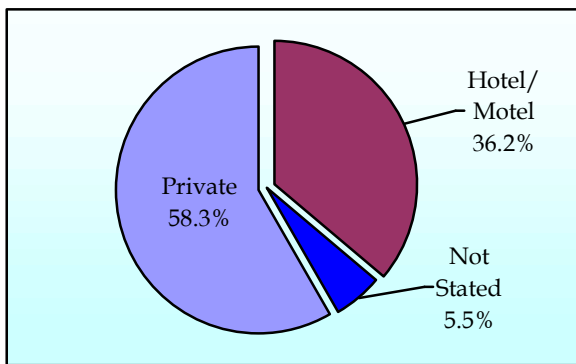
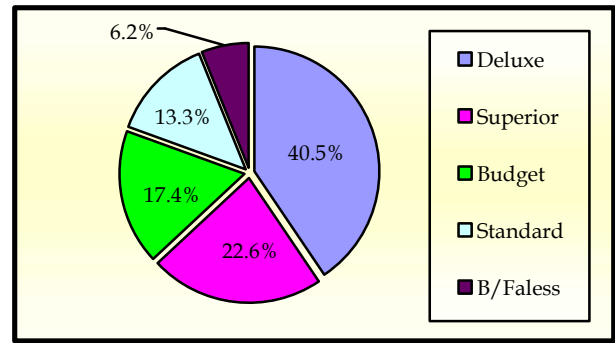


Fig. 10 portrays the number of visitors who stayed in hotels/motels (3,686) by type of accommodation (hotel/ motel), within the reference month.

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.

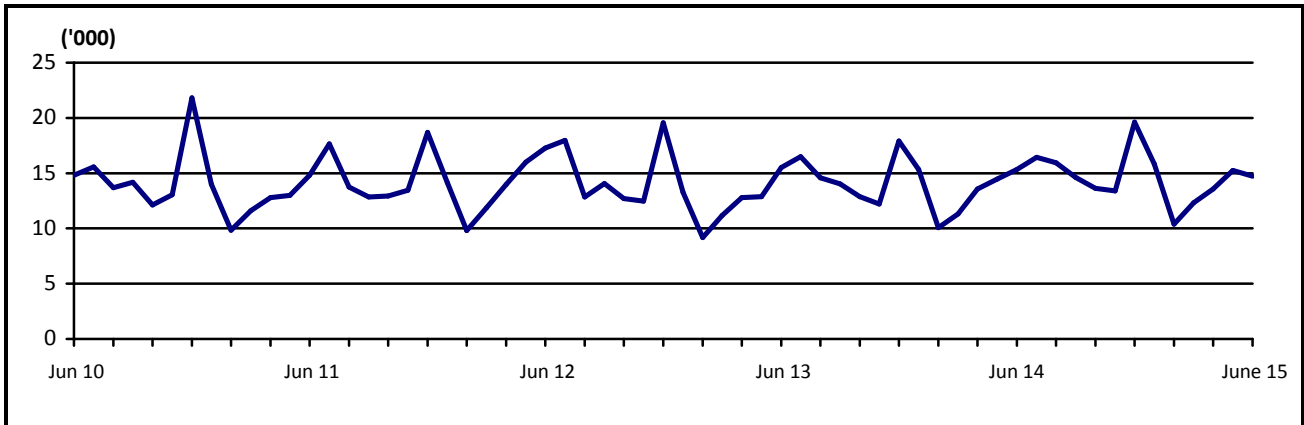
International arrival statistics are compiled on a monthly, quarterly and annual basis. These reports can also be extracted from our website: www.sbs.gov.ws

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

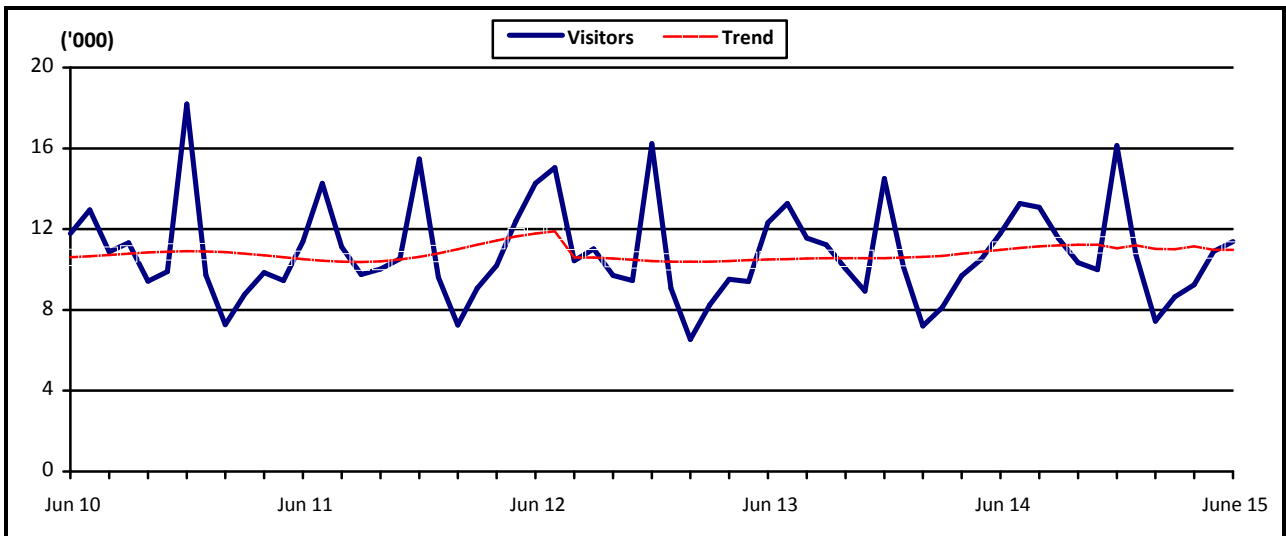
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APPENDIX

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



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



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

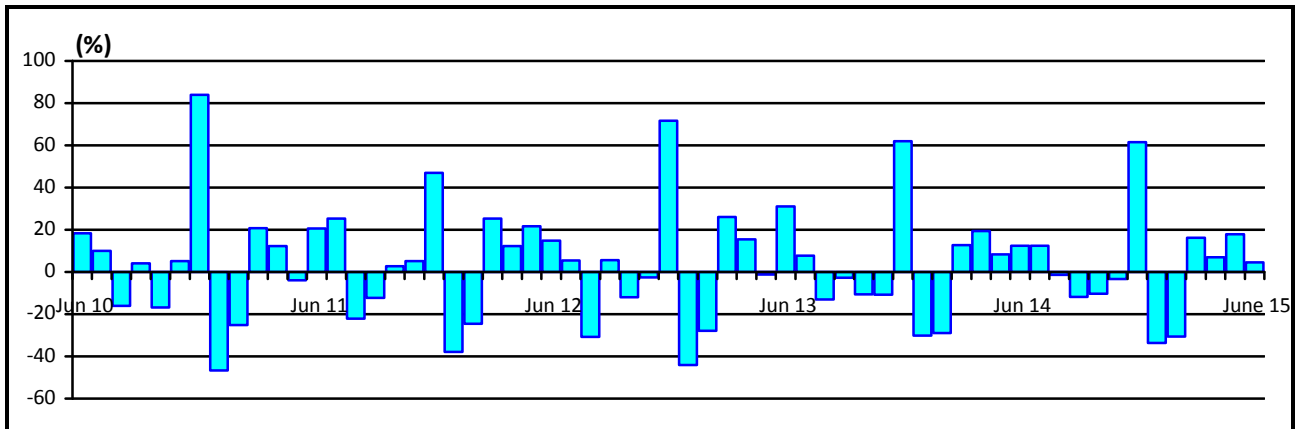


Table 1: Monthly Arrival and Departure by Mode of Travel and Net Migration, 2004 - 2014.

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	5,342	167,200	156,768	6,267	163,035	4,165
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	3,172	131,795	166,075	7,638	173,713	170,742	8,275	179,017	-5,304
2015	56,979	1,358	58,337	78,357	3,694	82,051
2012										
June	13,883	382	14,265	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	9,546	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	-1,131
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	-1,531
October	10,237	111	10,348	13,089	550	13,639	14,294	722	15,016	-1,377
November	9,807	184	9,991	12,866	525	13,391	12,879	479	13,358	33
December	15,660	479	16,139	18,567	1,057	19,624	15,851	961	16,812	2,812
2015										
January	10,519	198	10,717	15,260	556	15,816	19,039	764	19,803	-3,987
February	7,163	277	7,440	9,808	566	10,374	12,126	633	12,759	-2,385
March	8,521	124	8,645	11,863	459	12,322	12,629	579	13,208	-886
April	9,112	131	9,243	12,747	816	13,563
May	10,681	218	10,899	14,518	730	15,248
June /1	10,983	410	11,393	14,161	567	14,728

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, June 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	14,728	7,725	7,003	10,107	5,126	4,981	3,335	1,768	1,567	1,213	796	417	20	14	6	53	21	32
0 - 4	628	340	288	472	254	218	111	57	54	41	25	16	3	3	0	1	1	0
5 - 9	612	304	308	483	236	247	80	40	40	47	27	20	2	1	1	0	0	0
10 - 14	653	348	305	532	286	246	80	47	33	38	15	23	1	0	1	2	0	2
15 - 19	868	416	452	612	303	309	184	76	108	67	34	33	3	2	1	2	1	1
20 - 24	1,166	540	626	767	330	437	289	145	144	104	63	41	2	1	1	4	1	3
25 - 29	1,227	608	619	790	347	443	303	169	134	127	91	36	1	0	1	6	1	5
30 - 34	1,216	634	582	834	401	433	255	141	114	122	89	33	3	3	0	2	0	2
35 - 39	1,062	599	463	667	356	311	294	170	124	98	71	27	0	0	0	3	2	1
40 - 44	1,185	658	527	755	391	364	307	187	120	115	75	40	1	1	0	7	4	3
45 - 49	1,277	677	600	836	426	410	321	170	151	112	77	35	2	2	0	6	2	4
50 - 54	1,340	715	625	933	481	452	292	157	135	111	75	36	2	1	1	2	1	1
55 - 59	1,232	662	570	830	442	388	307	153	154	88	64	24	0	0	0	7	3	4
60 - 64	882	502	380	614	352	262	205	109	96	57	39	18	0	0	0	6	2	4
65 - 69	724	384	340	536	285	251	143	76	67	42	22	20	0	0	0	3	1	2
70 - 74	371	198	173	250	134	116	92	45	47	28	18	10	0	0	0	1	1	0
75 +	285	140	145	196	102	94	72	26	46	16	11	5	0	0	0	1	1	0
% Distribution ²	100	52.5	47.5	68.6	34.8	33.8	22.6	12.0	10.6	8.2	5.4	2.8	0.1	0.1	0.0	0.4	0.1	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, June 2015 ¹

Country of Usual Residence	Mode of Travel			Percentage (%) ²
	Air	Sea	Total	
OCEANIA	8,569	368	8,937	78.4
American Samoa	1114	94	1,208	10.6
Fiji	210	5	215	1.9
Cook Island	3	0	3	0.0
Other Pacific Is	146	45	191	1.7
New Zealand	4925	174	5,099	44.8
Australia	2171	50	2,221	19.5
EUROPE	378	5	383	3.4
United Kingdom	182	0	182	1.6
Scandinavia	13	5	18	0.2
Benelux	2	0	2	0.0
Germany	131	0	131	1.1
Other Europe	50	0	50	0.4
AMERICA	1,231	20	1,251	11.0
U.S.A	1,189	16	1,205	10.6
Canada	42	4	46	0.4
ASIA	394	4	398	3.5
Japan	43	1	44	0.4
China	264	1	265	2.3
Korea	12	0	12	0.1
Other Asia	75	2	77	0.7
OTHERS	411	13	424	3.7
TOTAL	10,983	410	11,393	100%
PERCENTAGE DISTRIBUTION	96.4	3.6	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, June 2015 ¹

Usual Residence	Purpose of Visit								
	Total	Percentage ²	Holiday/ Vacation	Business/ Conference	Visit Friends/ Relatives	Sports	Transit	Others	Not Stated
OCEANIA	8,937	78.4	3,663	742	2,578	140	670	935	209
American Samoa	1,208	10.6	242	91	396	7	210	123	139
Fiji	215	1.9	19	55	34	3	60	38	6
Cook Island	3	0.0	1	0	0	0	1	0	1
Other Pacific Is	191	1.7	29	14	35	5	69	35	4
New Zealand	5,099	44.8	2,269	396	1,476	66	256	599	37
Australia	2,221	19.5	1,103	186	637	59	74	140	22
EUROPE	383	3.4	275	16	29	7	21	33	2
United Kingdom	182	1.6	119	9	11	3	16	24	0
Scandinavia	18	0.2	18	0	0	0	0	0	0
Benelux	2	0.0	1	0	1	0	0	0	0
Germany	131	1.1	105	5	9	0	4	8	0
Other Europe	50	0.4	32	2	8	4	1	1	2
AMERICA	1,251	11.0	341	95	352	8	180	250	25
U.S.A.	1,205	10.6	316	92	346	8	171	247	25
Canada	46	0.4	25	3	6	0	9	3	0
ASIA	398	3.5	60	68	18	4	193	48	7
Japan	44	0.4	13	18	2	3	2	5	1
China	265	2.3	32	45	11	0	133	41	3
Korea	12	0.1	2	3	1	0	6	0	0
Other Asia	77	0.7	13	2	4	1	52	2	3
OTHER COUNTRIES	424	3.7	193	24	16	2	149	40	0
TOTAL	11,393	100	4,532	945	2,993	161	1,213	1,306	243
Percentage Distribution ²	100		39.8	8.3	26.3	1.4	10.6	11.5	2.1

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, June 2015 ¹

Carrier	Total	Purpose of Entry				
		Returning Residents	Percentage ²	Visitors	Percentage ²	
Total	14,728	100%	3,335	22.6	11,393	77.4
AIR						
Virgin Samoa ³	5,312	36.1	1079	7.3	4,233	28.7
Polynesian	3,362	22.8	1077	7.3	2,285	15.5
Inter Island	8	0.1	2	0.0	6	0.0
Air New Zealand	3,919	26.6	707	4.8	3,212	21.8
Fiji Airways ⁴	1,498	10.2	301	2.0	1,197	8.1
Other Air Carrier	62	0.4	12	0.0	50	0.3
SEA						
Lady Naomi	422	2.9	138	0.9	284	1.9
Yacht	8	0.1	0	0.0	8	0.1
Other Sea Carrier	137	0.9	19	0.1	118	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, June 2015 ¹

Duration of Stay	Place of Stay			
	Total	Hotel/Motel	Private	Not Stated
Total	10,180	3,686	5,937	557
1day	81	40	40	1
2days	268	180	82	6
3days	329	178	138	13
4days	412	182	214	16
5days	540	296	186	58
6days	562	353	163	46
7days	1,273	688	485	100
8-14days	3,189	1,367	1,644	178
15-30days	1,839	265	1,511	63
31-60days	285	43	228	14
61-90days	53	9	42	2
91-180days	75	6	67	2
181-365days	44	9	32	3
Not Stated	1,230	70	1,105	55
Percentage Distribution ²	100	36.2	58.3	5.5

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