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GOVERNMENT OF SAMOA SAMOA BUREAU OF STATISTICS

International Arrival Statistics August 2015

HIGHLIGHTS OF THE MONTH

In August 2015 compared with August 2014:

- ❖ Total arrivals (16,159) increased by 1.4 percent
- ❖ Total visitors (12,783) decreased by 2.2 percent
- ❖ More visitors arrived from New Zealand (up by 830) while fewer arrived from American Samoa (down by 285), Australia (down by 221) and USA (down by 44).

August 2015	Number	Change from previous month	Change from previous year
All Arrivals	16,159	-15.4%	1.4%
All Visitors	12,783	-16.3%	-2.2%

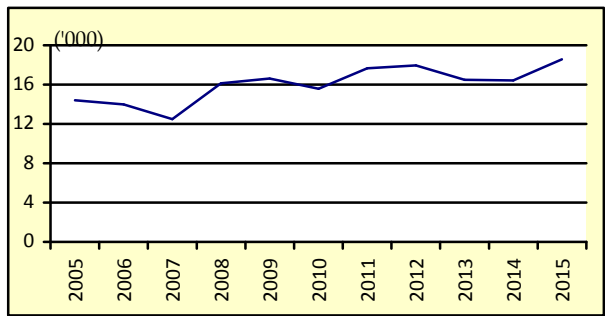
OVERVIEW

1. TOTAL ARRIVALS

The total International Arrival Statistics recorded for the month of **August 2015** (table 1), revealed a decrease of 15.4 percent over the previous month and an increase of 1.4 percent over the corresponding month of August 2014. (Refer Fig. 1)

Air was the preferred mode of travel to Samoa, representing 98.3 percent (15,876) of total arrivals, while the remaining 1.7 percent (283) arrived by sea in August 2015.

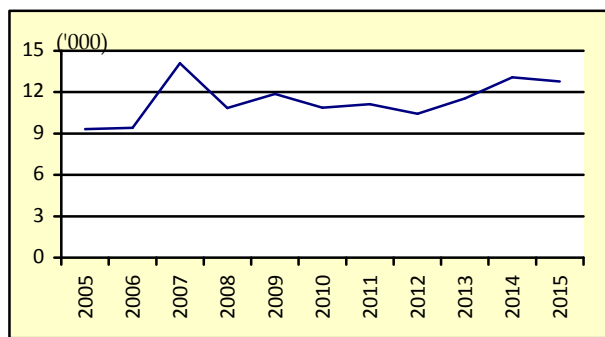
Fig. 1: July Total Arrivals, 2005 - 2015



2. TOTAL VISITORS

Overall Visitors numbered 12,783 for the month under review revealed a decrease of 16.3 percent over the previous month and a decrease of 2.2 percent when compared to the corresponding month of August 2014. (Refer Fig. 2).

Fig. 2: August 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 39.3 percent (6,348) being males and 38.8 percent (6,258) being females.

Male and Female returning residents made up 11.8 (1,904) and 9.1 percent (1,473) respectively of total arrivals. (Refer Fig. 3)

Fig. 3: Total Arrivals, by Purpose of Visit

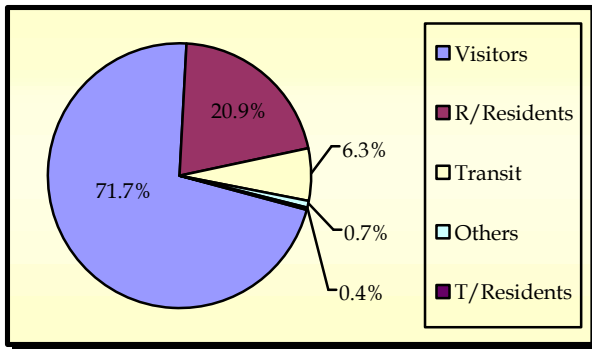
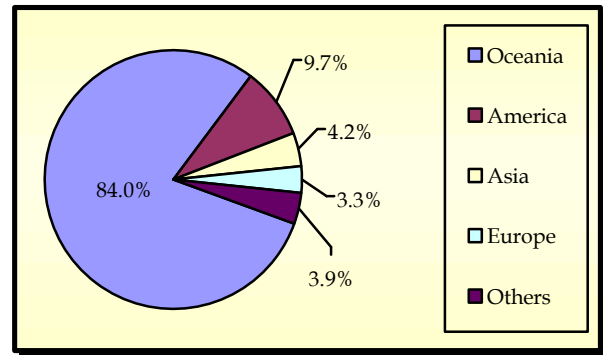


Fig. 5: Total Visitors, by Region

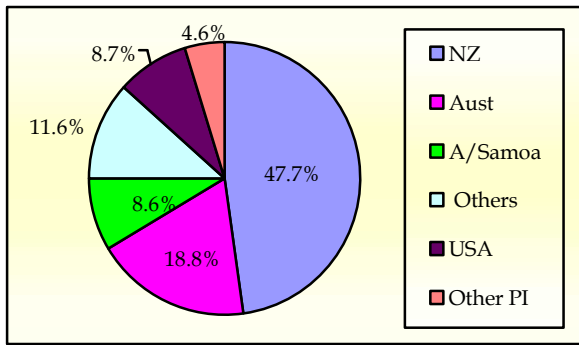


4. VISITORS BY COUNTRY OF USUAL RESIDENCE

New Zealand remains as the leading country in visitors' arrival by country of usual residence (Table 3) accounting for 47.7 percent or 6,102 of total visitors, compared to 48.8 percent or 7,291 visitors reported in the previous month. Australia followed next with an 18.8 percent share (2,405) compared to 17.3 percent or 2,587 visitors reported in the previous month.

American Samoa represented 8.6 (1,103) compared to 13.7 percent (2,049) of total visitors reported in July 2015 while the United States of America represented 8.7 percent (1,109) compared to 9.4 percent (1,408) of total 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 79.7 percent compared to 84.0 percent reported in July 2015, followed by America with 8.9 percent (9.7 percent in July 2015).

Asia reported a share of 4.2 percent compared to 2.1 percent reported in the previous month while Europe reported the least share with 3.3 percent compared to 2.0 percent reported in the previous month of July 2015. (Refer Fig. 5).

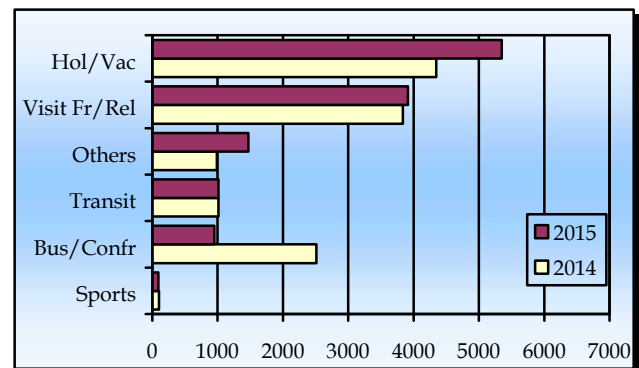
6. VISITORS BY PURPOSE OF VISIT

The principal source markets (table 4) namely New Zealand, American Samoa, Australia, and the United States of America constitute 83.9 percent of all visitors visiting Samoa in August 2015.

The majority of visitors (41.8 percent) entered our shores on holiday and vacation while 30.6 percent were here to visit friends and relatives.

Those who were here on Transit to other destinations made up 7.9 percent while those who were here on business and conference made up 7.4 percent of all visitors. Fig.6 depicts total visitors by purpose of visit for August 2014 and August 2015.

Fig. 6: Total Visitors, by Purpose of Visit

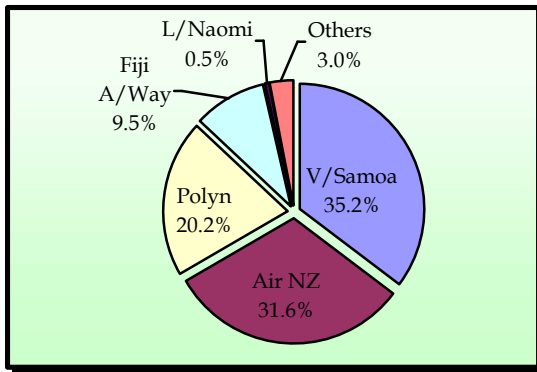


7. TOTAL ARRIVALS BY CARRIER

As depicted in table 5, Virgin Samoa leads the way of arrival by carriers' during the reference period with a 35.2 percent share (5,689 passengers) followed by Air New Zealand with a 31.6 percent share (5,112 passengers).

Polynesian Airlines brought in 20.2 percent (3,261) of total arrivals while Fiji Airways, formerly known as Air Pacific, recorded a share of 9.5 percent (1,531). Fig. 7 illustrates total arrivals by carrier during the reference period.

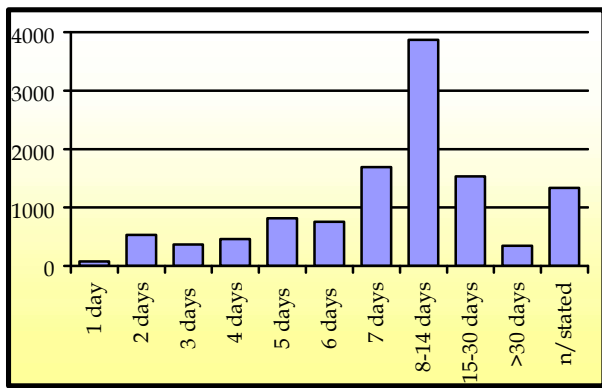
Fig. 7: Total Arrivals by Carrier



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 (53.6 percent or 6,314 visitors) reported staying in private accommodation or with families/relatives while 39.8 percent (4,689) stayed in hotels/ motels. The remaining 6.5 percent or 766 visitors did not state their place of stay. (Refer Fig. 9).

Fig. 9: Total Visitors by Place of Stay

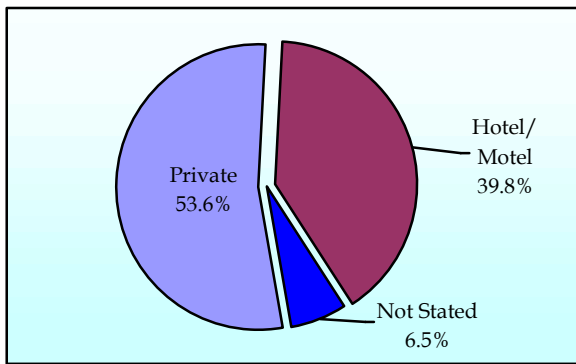
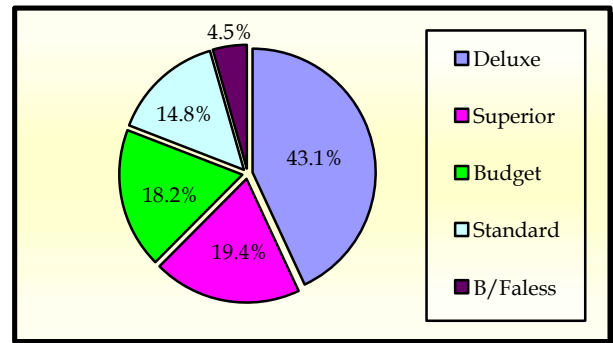


Fig. 10 portrays the number of visitors who stayed in hotels/ motels (4,689) by type of accommodation (hotel/ motel), within the reference month.

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.

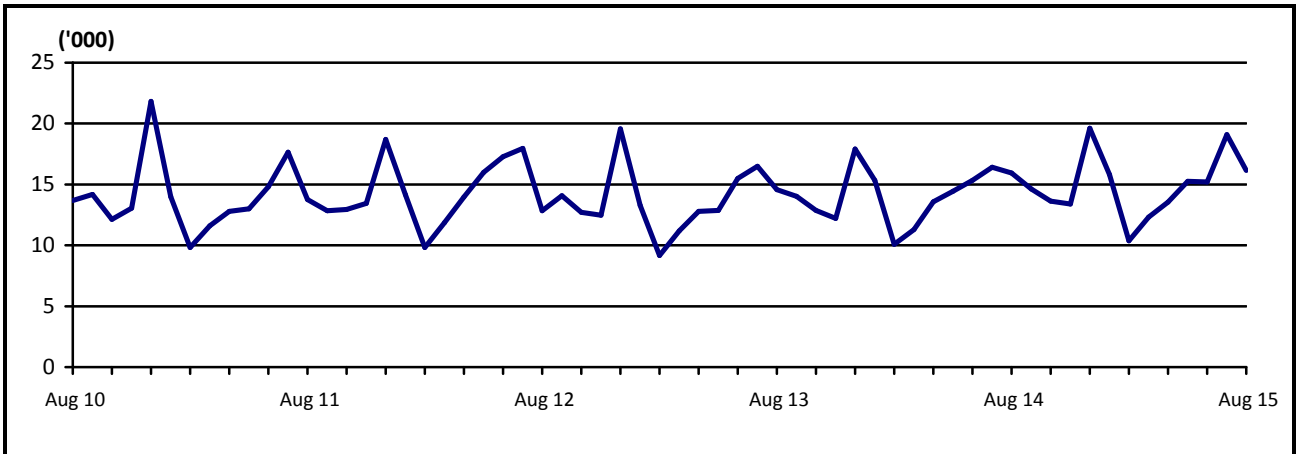
International arrival statistics are compiled on a monthly, quarterly and annual basis. These reports can also be extracted from our website: www.sbs.gov.ws

The migration report for the month of September 2015 will be released on 16th November.

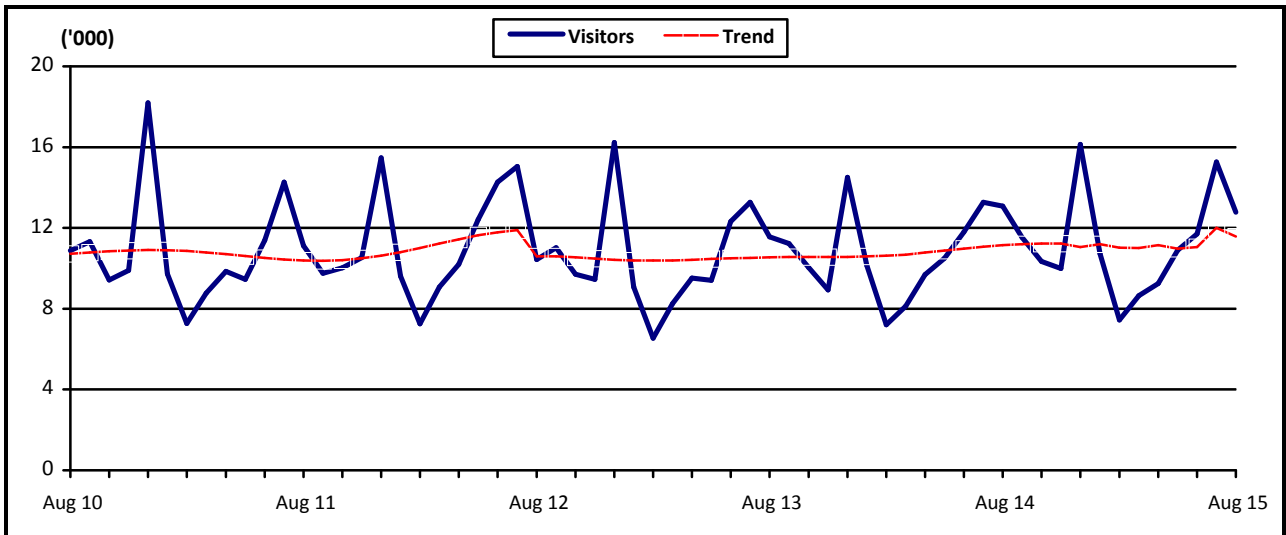
Muagutua S Reupena
GOVERNMENT STATISTICIAN

APPENDIX

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



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



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

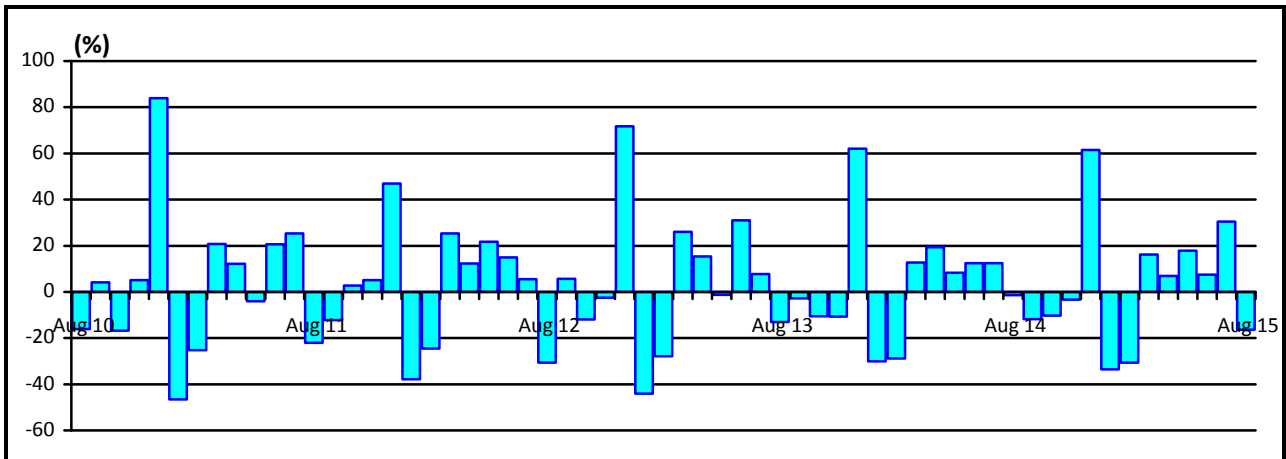


Table 1: Monthly Arrival and Departure by Mode of Travel and Net Migration, 2004 - 2014.

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	84,891	1,813	86,704	113,202	4,584	117,786	82,940
2012										
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	13,533	890	14,423	-860
May	10,681	218	10,899	14,518	730	15,248	13,179	771	13,950	1,298
June	11,201	503	11,704	14,397	814	15,211	12,434	643	13,077	2,134
July	15,120	153	15,273	18,733	360	19,093
August /1	12,574	209	12,783	15,876	283	16,159

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, August 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	16,159	8,372	7,787	11,593	5,684	5,909	3,377	1,904	1,473	1,013	664	349	59	33	26	116	86	30
0 - 4	775	384	390	610	299	311	114	59	55	47	24	23	1	0	1	2	2	0
5 - 9	632	301	331	501	239	262	81	32	49	43	25	18	6	4	2	1	1	0
10 - 14	561	257	304	440	189	251	67	36	31	53	31	22	1	1	0	0	0	0
15 - 19	640	286	354	482	207	275	108	55	53	44	22	22	4	1	3	2	1	1
20 - 24	1,238	598	640	825	331	494	313	192	121	77	59	18	7	3	4	16	13	3
25 - 29	1,405	697	708	948	408	540	324	192	132	108	78	30	5	3	2	20	16	4
30 - 34	1,310	694	616	891	438	453	292	169	123	115	77	38	2	1	1	10	9	1
35 - 39	1,304	719	585	902	457	445	276	174	102	114	80	34	5	3	2	7	5	2
40 - 44	1,389	769	620	966	515	451	328	190	138	87	59	28	5	2	3	3	3	0
45 - 49	1,429	757	672	992	488	504	331	199	132	94	62	32	3	2	1	9	6	3
50 - 54	1,503	789	714	1,109	567	542	298	163	135	70	43	27	7	5	2	19	11	8
55 - 59	1,423	750	673	1,024	526	498	328	177	151	59	39	20	2	2	0	10	6	4
60 - 64	1,079	560	519	795	400	395	210	113	97	55	34	21	8	4	4	11	9	2
65 - 69	765	428	337	576	328	248	156	79	77	29	19	10	1	0	1	3	2	1
70 - 74	408	216	192	303	164	139	93	43	50	9	6	3	2	2	0	1	1	0
75 +	298	167	132	229	128	101	58	31	27	9	6	3	0	0	0	2	1	1
% Distribution ²	100	51.8	48.2	71.7	35.2	36.6	20.9	11.8	9.1	6.3	4.1	2.2	0.4	0.2	0.2	0.7	0.5	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, August 2015 ¹

Country of Usual Residence	Mode of Travel			Percentage (%) ²
	Air	Sea	Total	
OCEANIA	10,082	111	10,193	79.7
American Samoa	1062	41	1,103	8.6
Fiji	289	3	292	2.3
Cook Island	6	7	13	0.1
Other Pacific Is	242	36	278	2.2
New Zealand	6,090	12	6,102	47.7
Australia	2,393	12	2,405	18.8
EUROPE	405	20	425	3.3
United Kingdom	210	4	214	1.7
Scandinavia	8	0	8	0.1
Benelux	1	0	1	0.0
Germany	134	8	142	1.1
Other Europe	52	8	60	0.5
AMERICA	1,126	13	1,139	8.9
U.S.A	1,098	11	1,109	8.7
Canada	28	2	30	0.2
ASIA	472	59	531	4.2
Japan	73	0	73	0.6
China	284	10	294	2.3
Korea	8	4	12	0.1
Other Asia	107	45	152	1.2
OTHERS	489	5	494	3.9
TOTAL	12,574	208	12,782	
PERCENTAGE DISTRIBUTION	98.4	2.2%	100%	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, August 2015 ¹

Usual Residence	Purpose of Visit								
	Total	Percentage ²	Holiday/ Vacation	Business/ Conference	Visit Friends/ Relatives	Sports	Transit	Others	Not Stated
OCEANIA	10,193	79.7	4,394	741	3,338	66	515	895	244
American Samoa	1,102	8.6	131	36	530	7	179	131	88
Fiji	293	2.3	27	81	57	0	77	47	4
Cook Island	6	0.0	1	4	1	0	0	0	0
Other Pacific Is	283	2.2	18	94	59	0	74	25	13
New Zealand	6,103	47.7	3,089	370	1,813	39	129	560	103
Australia	2,406	18.8	1,128	156	878	20	56	132	36
EUROPE	425	3.3	299	25	52	7	14	27	1
United Kingdom	214	1.7	141	22	23	7	5	15	1
Scandinavia	8	0.1	5	0	1	0	0	2	0
Benelux	1	0.0	1	0	0	0	0	0	0
Germany	140	1.1	107	3	16	0	4	10	0
Other Europe	62	0.5	45	0	12	0	5	0	0
AMERICA	1,139	8.9	291	62	365	9	182	195	35
U.S.A.	1,109	8.7	274	59	359	8	180	194	35
Canada	30	0.2	17	3	6	1	2	1	0
ASIA	531	4.2	113	72	124	1	185	30	6
Japan	73	0.6	34	15	10	1	5	8	0
China	294	2.3	57	41	45	0	127	20	4
Korea	12	0.1	2	2	6	0	2	0	0
Other Asia	152	1.2	20	14	63	0	51	2	2
OTHER COUNTRIES	494	3.9	251	49	33	8	117	28	8
TOTAL	12,782	100	5,348	949	3,912	91	1,013	1,175	294
Percentage Distribution ²	100		41.8	7.4	30.6	0.7	7.9	9.2	2.3

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, August 2015 ¹

Carrier	Total	Purpose of Entry				
		Returning Residents	Percentage ²	Visitors	Percentage ²	
Total	16,159	100%	3,377	20.9	12,782	79.1
AIR						
Virgin Samoa ³	5,689	35.2	1,017	6.3	4,672	28.9
Polynesian	3,261	20.2	1,097	6.8	2,164	13.4
Inter Island	259	1.6	41	0.3	218	1.3
Air New Zealand	5,112	31.6	834	5.2	4,278	26.5
Fiji Airways ⁴	1,531	9.5	302	1.9	1,229	7.6
Other Air Carrier	25	0.2	11	0.0	14	0.1
SEA						
Lady Naomi	81	0.5	45	0.3	36	0.2
Yacht	0	0.0	0	0.0	0	0.0
Other Sea Carrier	201	1.2	30	0.2	171	1.1

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, August 2015 ¹

Duration of Stay	Place of Stay			
	Total	Hotel/Motel	Private	Not Stated
Total	11,769	4,689	6,314	766
1day	74	25	45	4
2days	533	170	317	46
3days	368	234	119	15
4days	457	257	180	20
5days	814	482	281	51
6days	756	515	178	63
7days	1,692	902	633	157
8-14days	3,869	1,669	1,942	258
15-30days	1,531	252	1,216	63
31-60days	167	37	123	7
61-90days	32	3	29	0
91-180days	96	15	78	3
181-365days	47	6	39	2
Not Stated	1,333	122	1,134	77
Percentage Distribution ²	100	39.8	53.6	6.5

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