

Please address all correspondence
to the Government Statistician
In reply, please quote the file reference



File Ref: IAS 09/15

GOVERNMENT OF SAMOA SAMOA BUREAU OF STATISTICS

International Arrival Statistics September 2015

HIGHLIGHTS OF THE MONTH

In September 2015 compared with September 2014:

- ❖ Total arrivals (15,592) increased by 6.6 percent
- ❖ Total visitors (12,196) increased by 5.8 percent
- ❖ More visitors arrived from USA (up by 410) and New Zealand (up by 230) while fewer arrived from Australia (down by 480) and American Samoa (down by 420)

September 2015	Number	Change from previous month	Change from previous year
All Arrivals	15,592	-3.5%	6.6%
All Visitors	12,196	-4.6%	5.8%

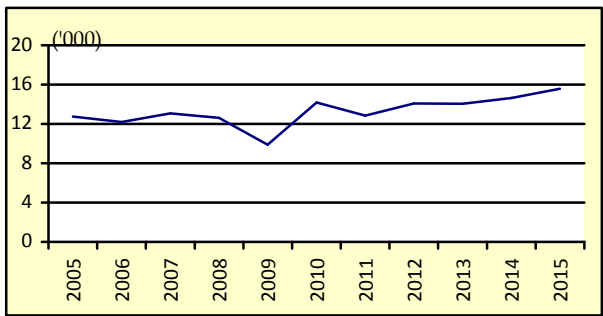
OVERVIEW

1. TOTAL ARRIVALS

The total International Arrival Statistics recorded for the month of **September 2015** (table 1), revealed a decrease of 3.5 percent over the previous month and an increase of 6.6 percent over the corresponding month of September 2014. (Refer Fig. 1)

Air was the preferred mode of travel to Samoa, representing 99.2 percent (15,468) of total arrivals, while the remaining 0.8 percent (124) arrived by sea in September 2015.

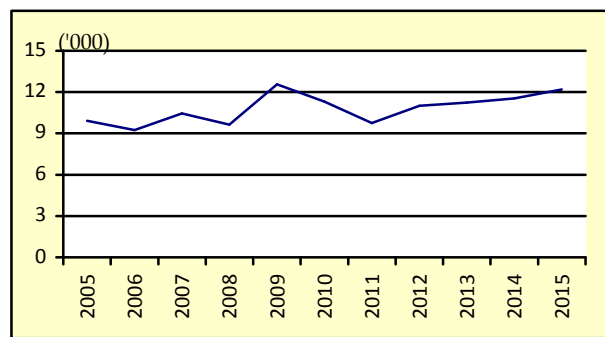
Fig. 1: September Total Arrivals, 2005 - 2015



2. TOTAL VISITORS

Overall Visitors numbered 12,196 for the month under review revealed a decrease of 4.6 percent over the previous month and an increase of 5.8 percent when compared to the corresponding month of September 2014. (Refer Fig. 2).

Fig. 2: September Total Visitors, 2005 - 2015



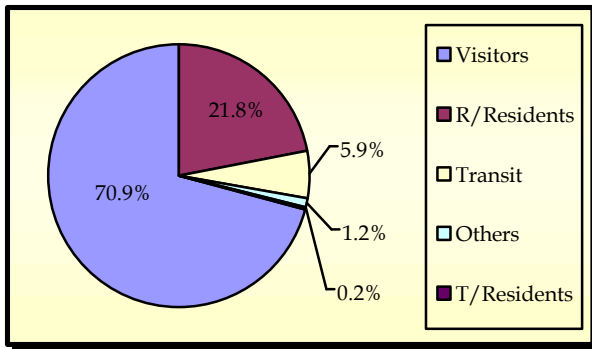
Visitor arrivals have a strong seasonal pattern with a regular peak of numbers during holiday seasons normally from December to January. The smoothed short-term trend for visitor arrivals adjusting for seasonal pattern is shown in Appendix Graph 2.

3. TOTAL ARRIVALS BY PURPOSE OF ENTRY

Visitors, including transit, made up the largest component of all arrivals with 39.6 percent (6,179) being males and 37.2 percent (5,805) being females.

Male and Female returning residents made up 12.2 (1,903) and 9.6 percent (1,493) respectively of total arrivals. (Refer Fig. 3)

Fig. 3: Total Arrivals, by Purpose of Visit

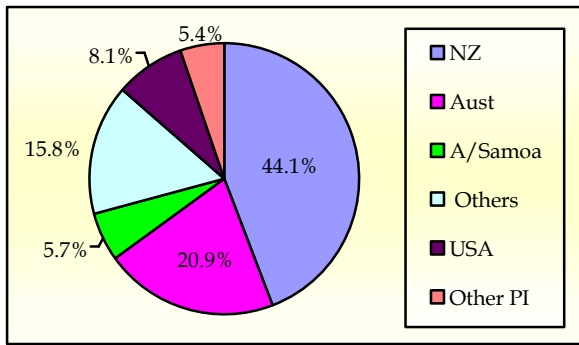


4. VISITORS BY COUNTRY OF USUAL RESIDENCE

New Zealand remains as the leading country in visitors' arrival by country of usual residence (Table 3) accounting for 44.1 percent or 5,376 of total visitors, compared to 47.7 percent or 6,102 visitors reported in the previous month. Australia followed next with a 20.9 percent share (2,551) compared to 18.8 percent or 2,405 visitors reported in the previous month.

American Samoa represented 5.7 (698) compared to 8.6 percent (1,103) of total visitors reported in August 2015 while the United States of America represented 8.1 percent (983) compared to 8.7 percent (1,109) of total visitors reported in the previous month. (Refer Fig. 4)

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

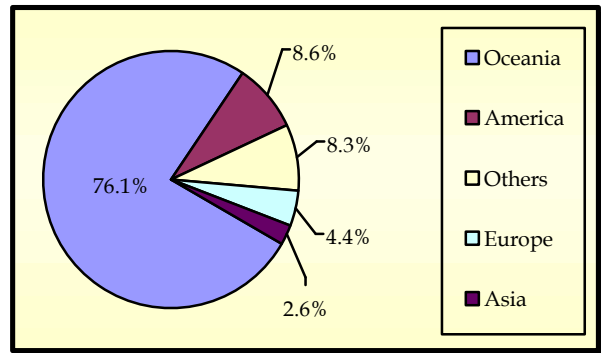


5. VISITORS BY REGION

The Oceanic Region had the highest share of total visitors with 76.1 percent compared to 79.7 percent reported in August 2015, followed by America with 8.6 percent compared to 8.9 percent reported in the previous month.

Europe reported a share of 4.4 percent compared to 3.3 percent reported in the previous month while Asia reported the least share with 2.6 percent compared to 4.2 percent reported in the previous month of August 2015. (Refer Fig. 5).

Fig. 5: Total Visitors, by Region



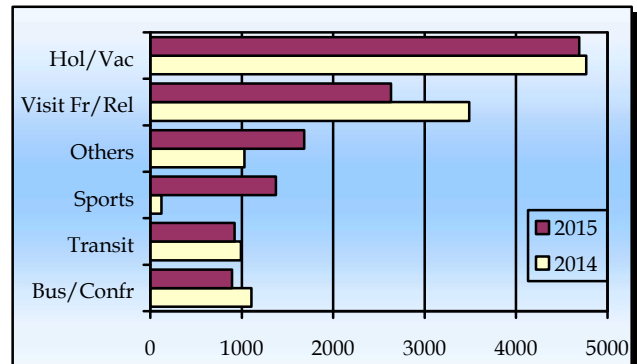
6. VISITORS BY PURPOSE OF VISIT

The principal source markets (table 4) namely New Zealand, American Samoa, Australia, and the United States of America constitute 78.8 percent of all visitors visiting Samoa in September 2015.

The majority of visitors (38.5 percent) entered our shores on holiday and vacation while 21.6 percent were here to visit friends and relatives.

Those who were here for sports made up 11.3 percent while those who were here on Transit to other destinations made up 7.6 percent. Fig.6 depicts total visitors by purpose of visit for September 2014 and September 2015.

Fig. 6: Total Visitors, by Purpose of Visit

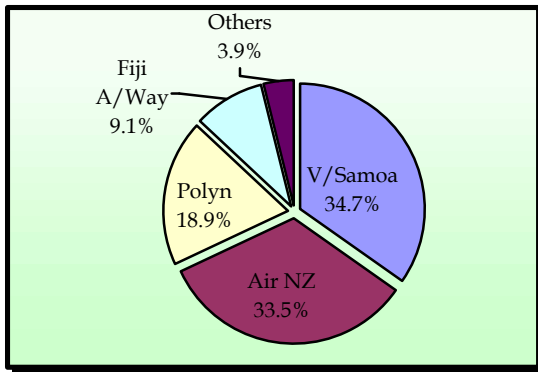


7. TOTAL ARRIVALS BY CARRIER

As depicted in table 5, Virgin Samoa leads the way of arrival by carriers' during the reference period with a 34.7 percent share (5,406 passengers) followed by Air New Zealand with a 33.5 percent share (5,224 passengers).

Polynesian Airlines brought in 18.9 percent (2,943) of total arrivals while Fiji Airways, formerly known as Air Pacific, recorded a share of 9.1 percent (1,413). Fig. 7 illustrates total arrivals by carrier during the reference period.

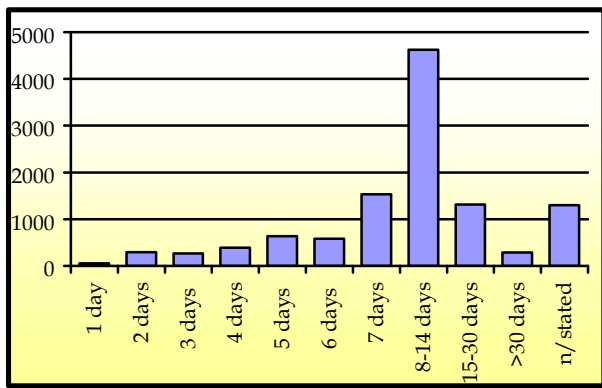
Fig. 7: Total Arrivals by Carrier



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 (49.6 percent or 5,593 visitors) reported staying in private accommodation or with families/relatives while 39.6 percent (4,463) stayed in hotels/ motels. The remaining 10.8 percent or 1,217 visitors did not state their place of stay. (Refer Fig. 9).

Fig. 9: Total Visitors by Place of Stay

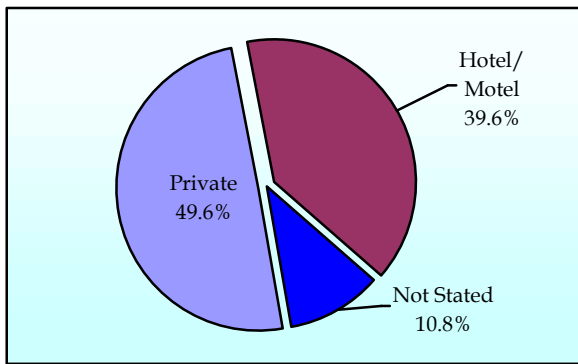
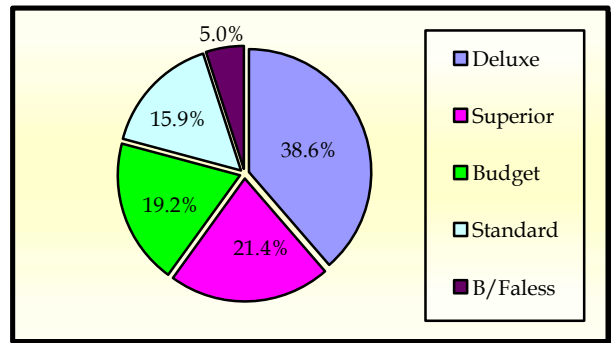


Fig. 10 portrays the number of visitors who stayed in hotels/ motels (4,463) by type of accommodation (hotel/ motel), within the reference month.

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.

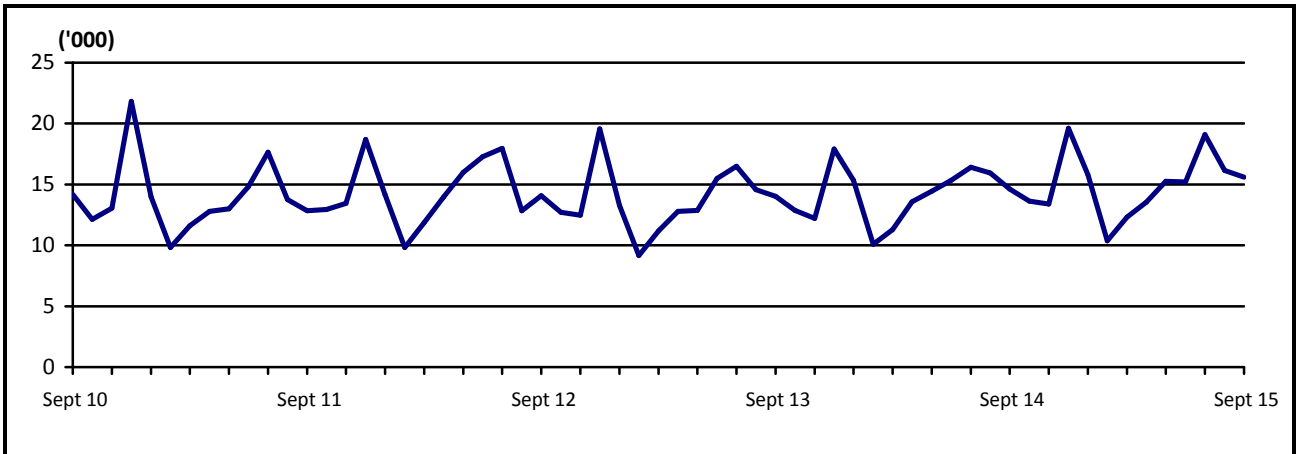
International arrival statistics are compiled on a monthly, quarterly and annual basis. These reports can also be extracted from our website: www.sbs.gov.ws

The migration report for the month of October 2015 will be released on 18th December.

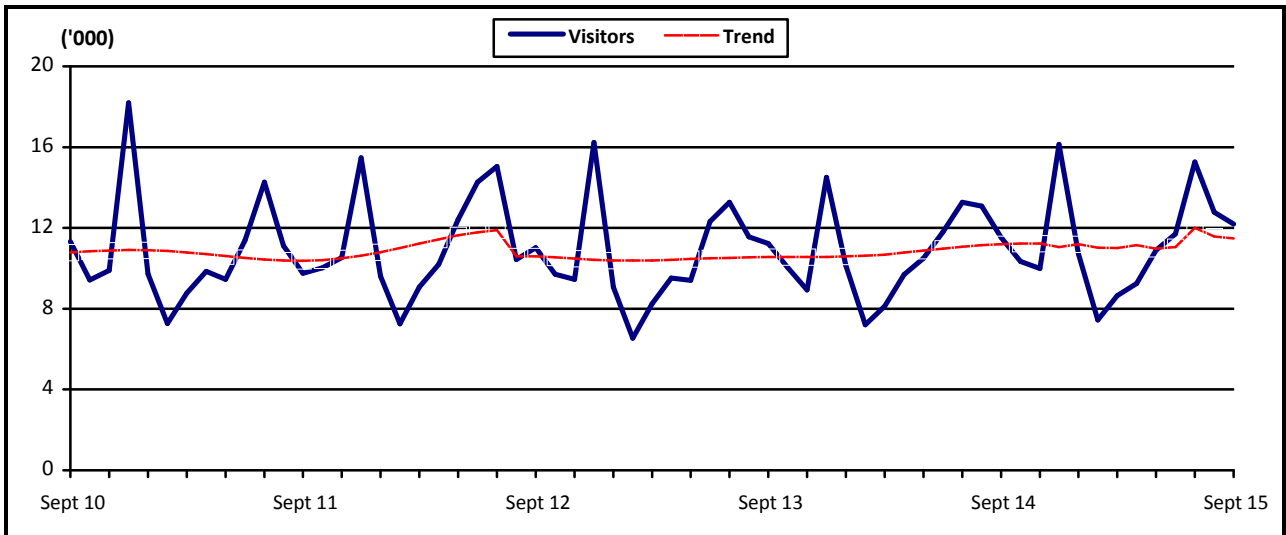
Muagututia S Reupena
GOVERNMENT STATISTICIAN

APPENDIX

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



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



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

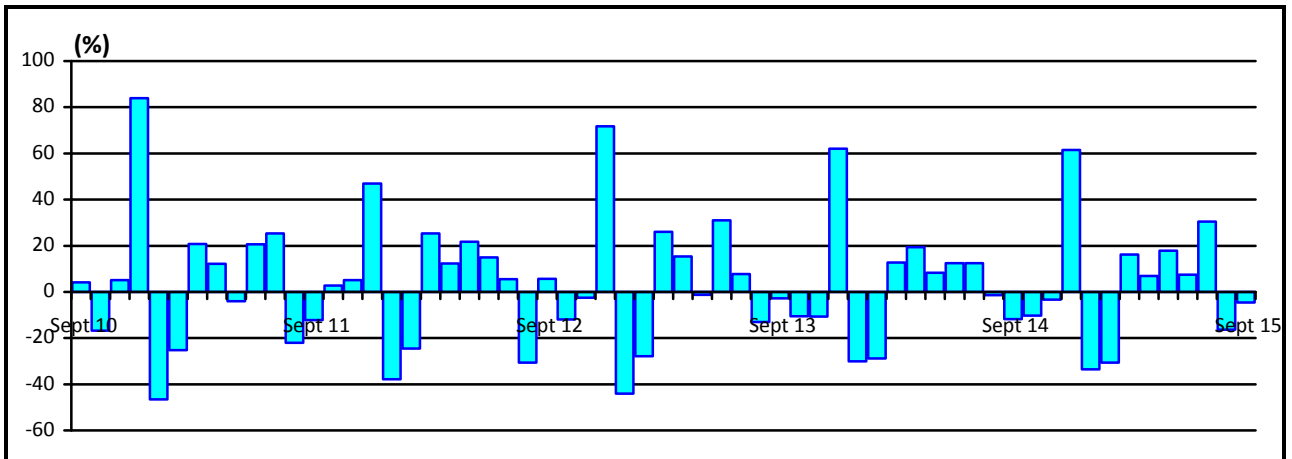


Table 1: Monthly Arrival and Departure by Mode of Travel and Net Migration, 2004 - 2015.

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	96,971	1,929	98,900	128,670	4,708	133,378	102,357	4,280	87,220	...
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	19,417	290	19,707	-614
August	12,574	209	12,783	15,876	283	16,159
September	12,080	116	12,196	15,468	124	15,592

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, September 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	15,592	8,205	7,387	11,061	5,503	5,558	3,396	1,903	1,493	923	676	247	30	19	11	182	104	78
0 - 4	579	312	267	455	242	213	107	57	50	17	13	4	0	0	0	0	0	0
5 - 9	505	256	249	416	218	198	70	27	43	16	9	7	1	1	0	2	1	1
10 - 14	639	299	340	548	253	295	69	32	37	15	9	6	1	1	0	6	4	2
15 - 19	1,536	762	774	1,249	616	633	149	62	87	47	30	17	6	2	4	85	52	33
20 - 24	918	486	432	557	232	325	260	167	93	95	83	12	1	0	1	5	4	1
25 - 29	1,206	639	567	781	352	429	308	198	110	108	84	24	2	1	1	7	4	3
30 - 34	1,184	624	560	797	376	421	275	167	108	103	75	28	5	4	1	4	2	2
35 - 39	1,200	657	543	799	395	404	282	175	107	99	74	25	5	4	1	15	9	6
40 - 44	1,376	765	611	943	493	450	334	198	136	87	65	22	1	1	0	11	8	3
45 - 49	1,463	755	708	1,007	492	515	354	193	161	89	63	26	2	1	1	11	6	5
50 - 54	1,498	806	692	1,049	545	504	335	180	155	100	75	25	2	1	1	12	5	7
55 - 59	1,253	653	600	865	429	436	313	174	139	60	42	18	4	3	1	11	5	6
60 - 64	888	486	402	626	345	281	216	119	97	37	21	16	0	0	0	9	1	8
65 - 69	695	374	321	518	279	239	143	70	73	31	22	9	0	0	0	3	3	0
70 - 74	372	195	177	265	143	122	97	46	51	10	6	4	0	0	0	0	0	0
75 +	280	136	144	186	93	93	84	38	46	9	5	4	0	0	0	1	0	1
% Distribution ²	100	52.6	47.4	70.9	35.3	35.6	21.8	12.2	9.6	5.9	4.3	1.6	0.2	0.1	0.1	1.2	0.7	0.5

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, September 2015¹

Country of Usual Residence	Mode of Travel			Percentage (%) ²
	Air	Sea	Total	
OCEANIA	9,259	28	9,287	76.1
American Samoa	698	0	698	5.7
Fiji	299	2	301	2.5
Cook Island	4	0	4	0.0
Other Pacific Is	347	10	357	2.9
New Zealand	5,369	7	5,376	44.1
Australia	2,542	9	2,551	20.9
EUROPE	531	2	533	4.4
United Kingdom	398	1	399	3.3
Scandinavia	2	0	2	0.0
Benelux	0	0	0	0.0
Germany	78	1	79	0.6
Other Europe	53	0	53	0.4
AMERICA	1,040	3	1,043	8.6
U.S.A	980	3	983	8.1
Canada	60	0	60	0.5
ASIA	314	8	322	2.6
Japan	77	0	77	0.6
China	150	7	157	1.3
Korea	10	1	11	0.1
Other Asia	77	0	77	0.6
OTHERS	936	75	1,011	8.3
TOTAL	12,080	116	12,196	100%
PERCENTAGE DISTRIBUTION	99.0	1.0	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, September 2015 ¹

Usual Residence	Purpose of Visit								
	Total	Percentage ²	Holiday/ Vacation	Business/ Conference	Visit Friends/ Relatives	Sports	Transit	Others	Not Stated
OCEANIA	9,287	76.1	3,971	651	2,358	583	481	1,189	54
American Samoa	698	5.7	172	77	178	19	106	117	29
Fiji	301	2.5	22	74	35	60	52	57	1
Cook Island	4	0.0	1	1	0	2	0	0	0
Other Pacific Is	357	2.9	26	66	35	84	90	52	4
New Zealand	5,376	44.1	2,480	278	1,454	154	196	798	16
Australia	2,551	20.9	1,270	155	656	264	37	165	4
EUROPE	533	4.4	197	30	12	253	19	22	0
United Kingdom	399	3.3	124	20	7	223	10	15	0
Scandinavia	2	0.0	2	0	0	0	0	0	0
Benelux	0	0.0	0	0	0	0	0	0	0
Germany	79	0.6	57	8	3	5	2	4	0
Other Europe	53	0.4	14	2	2	25	7	3	0
AMERICA	1,043	8.6	259	108	230	62	128	243	13
U.S.A.	983	8.1	237	102	230	37	125	239	13
Canada	60	0.5	22	6	0	25	3	4	0
ASIA	322	2.6	85	42	18	45	95	31	6
Japan	77	0.6	29	28	7	0	4	8	1
China	157	1.3	40	7	8	6	71	21	4
Korea	11	0.1	4	2	0	2	2	1	0
Other Asia	77	0.6	12	5	3	37	18	1	1
OTHER COUNTRIES	1,011	8.3	180	61	15	431	200	122	2
TOTAL	12,196	100	4,692	892	2,633	1,374	923	1,607	75
Percentage Distribution ²	100		38.5	7.3	21.6	11.3	7.6	13.2	0.6

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, September 2015 ¹

Carrier	Total	Purpose of Entry				
		Returning Residents	Percentage ²	Visitors	Percentage ²	
Total	15,592	100%	3,396	21.8	12,196	78.2
AIR						
Virgin Samoa ³	5,406	34.7	920	5.9	4,486	28.8
Polynesian	2,943	18.9	1,264	8.1	1,679	10.8
Inter Island	59	0.4	4	0.0	55	0.4
Air New Zealand	5,224	33.5	909	5.8	4,315	27.7
Fiji Airways ⁴	1,413	9.1	240	1.5	1,173	7.5
Other Air Carrier	422	2.7	51	0.0	371	2.4
SEA						
Lady Naomi	1	0.0	0	0.0	1	0.0
Yacht	5	0.0	0	0.0	5	0.0
Other Sea Carrier	119	0.8	8	0.1	111	0.7

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, September 2015 ¹

Duration of Stay	Place of Stay			
	Total	Hotel/Motel	Private	Not Stated
Total	11,273	4,463	5,593	1,217
1day	53	34	19	0
2days	291	142	95	54
3days	264	138	111	15
4days	393	201	166	26
5days	634	339	232	63
6days	578	351	166	61
7days	1,530	853	524	153
8-14days	4,627	1,993	1,967	667
15-30days	1,315	209	1,034	72
31-60days	159	26	124	9
61-90days	26	4	20	2
91-180days	79	5	66	8
181-365days	23	4	18	1
Not Stated	1,301	164	1,051	86
Percentage Distribution ²	100	39.6	49.6	10.8

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