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GOVERNMENT OF SAMOA SAMOA BUREAU OF STATISTICS

International Arrival Statistics October 2015

HIGHLIGHTS OF THE MONTH

In October 2015 compared with October 2014:

- ❖ Total arrivals (14,948) increased by 9.6 percent
- ❖ Total visitors (11,526) increased by 11.4 percent
- ❖ More visitors arrived from New Zealand (up by 970) and USA (up by 440) while fewer arrived from American Samoa (down by 490) and Australia (down by 80)

October 2015	Number	Change from previous month	Change from previous year
All Arrivals	14,948	-10.0%	9.6%
All Visitors	11,526	-10.6%	11.4%

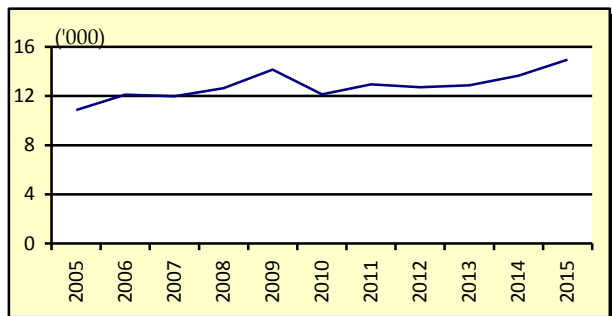
OVERVIEW

1. TOTAL ARRIVALS

The total International Arrival Statistics recorded for the month of **October 2015** (table 1), revealed a decrease of 10.0 percent over the previous month and an increase of 9.6 percent over the corresponding month of October 2014. (Refer Fig. 1)

Air was the preferred mode of travel to Samoa, representing 93.5 percent (13,969) of total arrivals, while the remaining 6.5 percent (979) arrived by sea in October 2015.

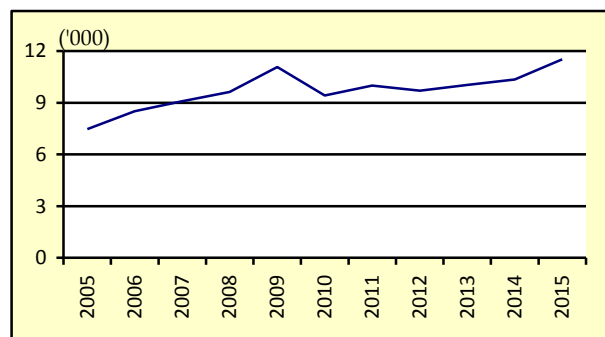
Fig. 1: October Total Arrivals, 2005 - 2015



2. TOTAL VISITORS

Overall Visitors numbered 11,526 for the month under review revealed a decrease of 10.6 percent over the previous month and an increase of 11.4 percent when compared to the corresponding month of October 2014. (Refer Fig. 2).

Fig. 2: October Total Visitors, 2005 - 2015



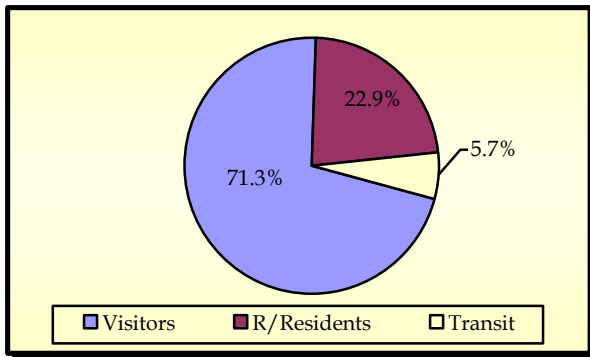
Visitor arrivals have a strong seasonal pattern with a regular peak of numbers during holiday seasons normally from December to January. The smoothed short-term trend for visitor arrivals adjusting for seasonal pattern is shown in Appendix Graph 2.

3. TOTAL ARRIVALS BY PURPOSE OF ENTRY

Visitors, including transit, made up the largest component of all arrivals with 39.6 percent (5,915) being males and 37.5 percent (5,606) being females.

Male and Female returning residents made up 12.6 (1,885) and 10.3 percent (1,537) respectively of total arrivals. (Refer Fig. 3)

Fig. 3: Total Arrivals, by Purpose of Visit

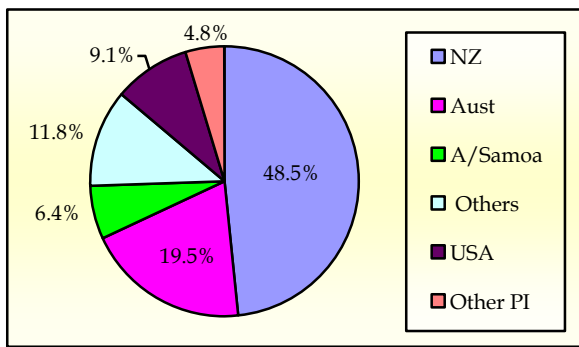


4. VISITORS BY COUNTRY OF USUAL RESIDENCE

New Zealand remains as the leading country in visitors' arrival by country of usual residence (Table 3) accounting for 48.5 percent or 5,585 of total visitors. Australia followed next with a 19.5 percent share (2,251).

American Samoa represented 6.4 (737) of total visitors while the United States of America represented 9.1 percent (1,049). (Refer Fig. 4)

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

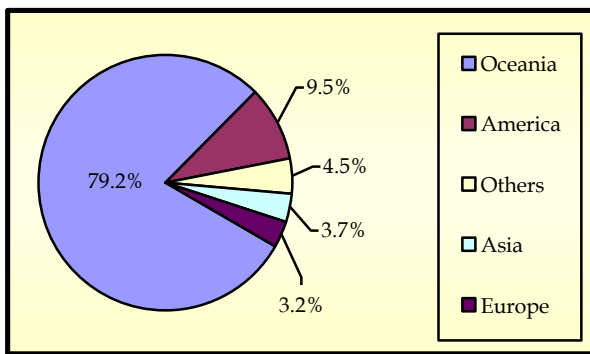


5. VISITORS BY REGION

The Oceanic Region had the highest share of total visitors with 79.2 percent, followed by America with 9.5 percent.

Asia reported a share of 3.7 percent while Europe reported the least share with 3.2 percent compared. (Refer Fig. 5).

Fig. 5: Total Visitors, by Region



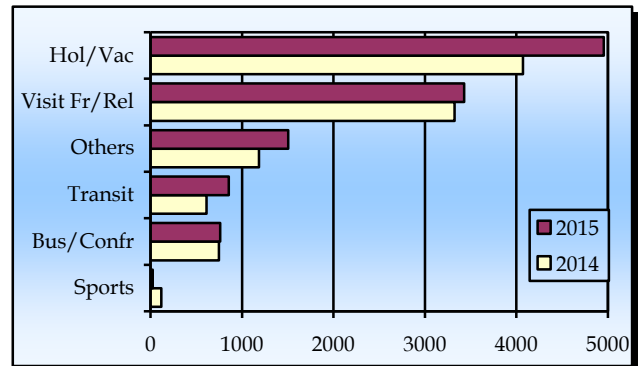
6. VISITORS BY PURPOSE OF VISIT

The principal source markets (table 4) namely New Zealand, American Samoa, Australia, and the United States of America constitute 83.5 percent of all visitors visiting Samoa in October 2015.

The majority of visitors (43.0 percent) entered our shores on holiday and vacation while 29.7 percent were here to visit friends and relatives.

Those who were here on Transit to other destinations made up 7.4 percent while those who were for Business/Conference made up 6.6 percent. Fig.6 depicts total visitors by purpose of visit for October 2014 and October 2015.

Fig. 6: Total Visitors, by Purpose of Visit

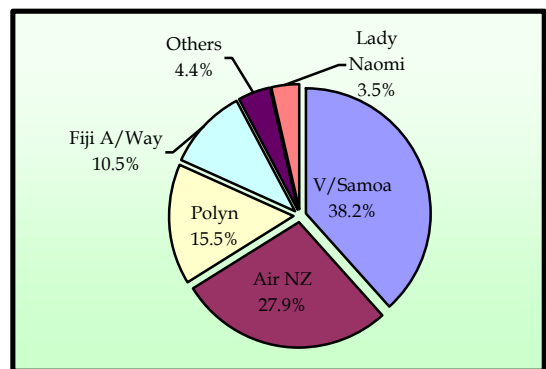


7. TOTAL ARRIVALS BY CARRIER

As depicted in table 5, Virgin Samoa leads the way of arrival by carriers' during the reference period with a 38.2 percent share (5,712 passengers) followed by Air New Zealand with a 27.9 percent share (4,169 passengers).

Polynesian Airlines brought in 15.5 percent (2,322) of total arrivals while Fiji Airways, formerly known as Air Pacific, recorded a share of 10.5 percent (1,569). Fig. 7 illustrates total arrivals by carrier during the reference period.

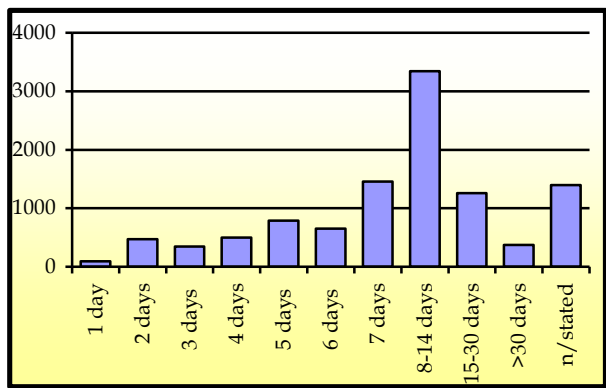
Fig. 7: Total Arrivals by Carrier



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 (55.1 percent or 5,877 visitors) reported staying in private accommodation or with families/relatives while 38.9 percent (4,148) stayed in hotels/motels. The remaining 6.0 percent or 644 visitors did not state their place of stay. (Refer Fig. 9).

Fig. 9: Total Visitors by Place of Stay

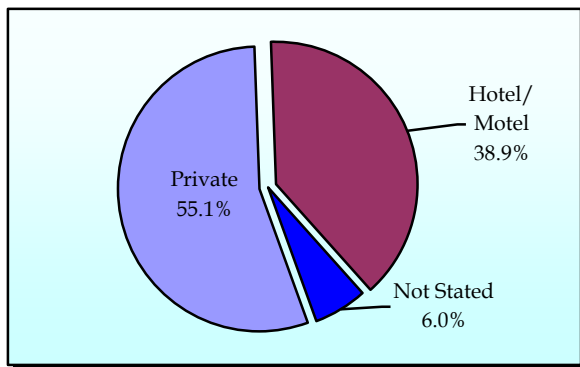
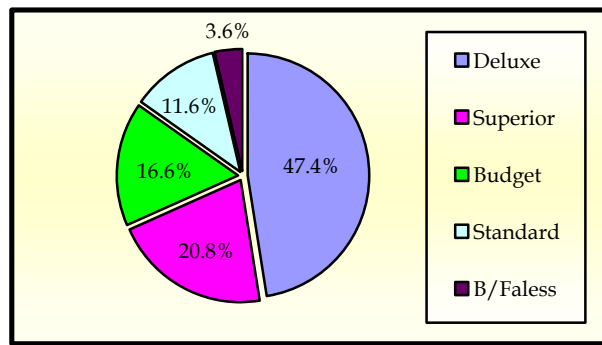


Fig. 10 portrays the number of visitors who stayed in hotels/motels (4,148) by type of accommodation (hotel/ motel), within the reference month.

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.

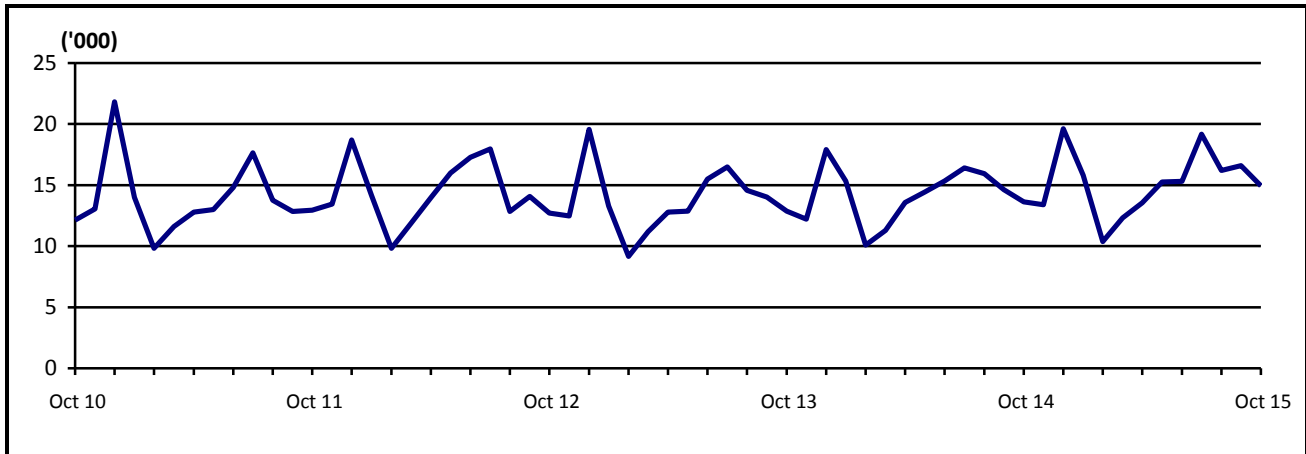
International arrival statistics are compiled on a monthly, quarterly and annual basis. These reports can also be extracted from our website: www.sbs.gov.ws

The migration report for the month of November 2015 will be released on 29th January 2016.

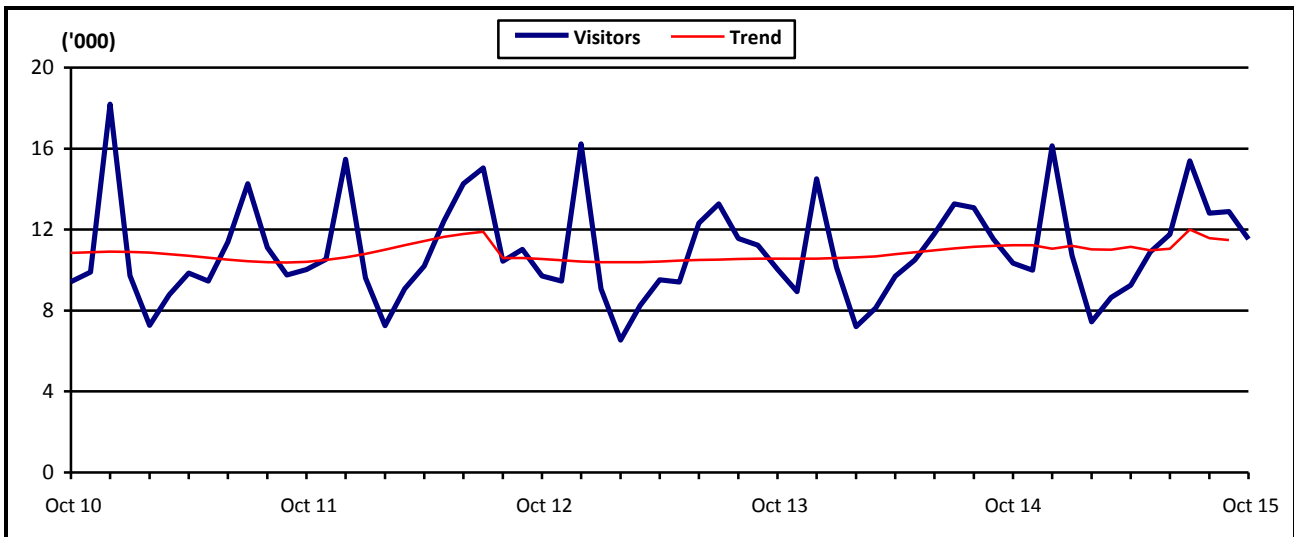
Muagututia S Reupena
GOVERNMENT STATISTICIAN

APPENDIX

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



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



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

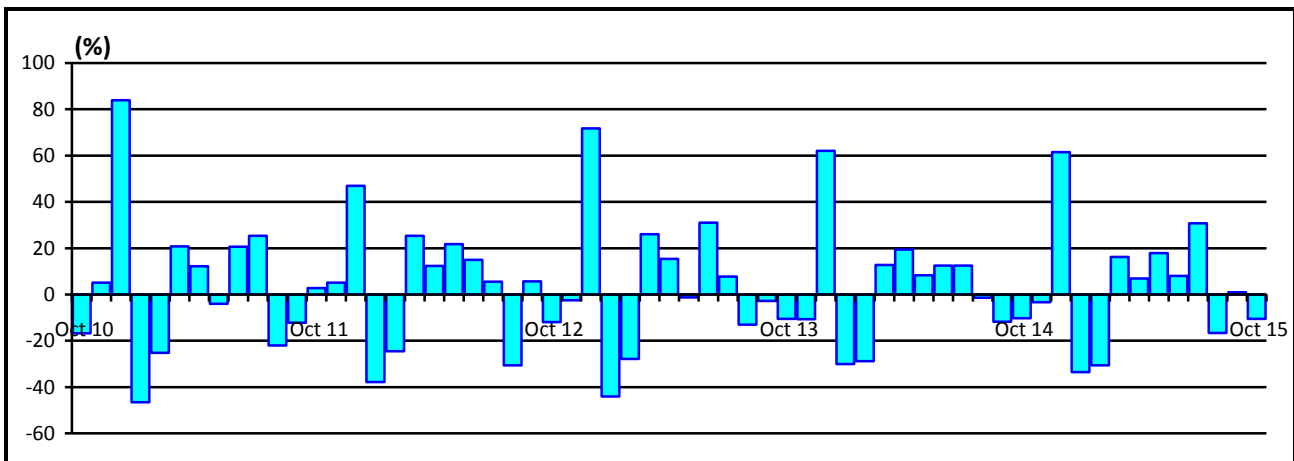


Table 1: Monthly Arrival and Departure by Mode of Tavel and Net Migration, 2004 - 2015.

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	84,975	1,937	86,912	113,303	4,676	117,979	102,357
2012										
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	-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	11,258	515	11,773	14,466	835	15,301	12,434	643	13,077	2,224
July	15,120	265	15,385	18,733	431	19,164	19,417	290	19,707	-543
August	12,601	209	12,810	15,908	283	16,191
September	12,704	190	12,894	16,225	383	16,608
October	10,979	547	11,526	13,969	979	14,948

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, October 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	14,948	7,803	7,145	10,664	5,366	5,298	3,422	1,885	1,537	857	549	308	1	1	0	4	2	2
0 - 4	674	343	331	536	268	268	121	67	54	16	7	9	1	1	0	0	0	0
5 - 9	514	256	258	420	200	220	80	47	33	14	9	5	0	0	0	0	0	0
10 - 14	496	229	267	426	203	223	57	23	34	12	3	9	0	0	0	1	0	1
15 - 19	572	266	306	381	163	218	170	95	75	21	8	13	0	0	0	0	0	0
20 - 24	1,035	511	524	732	323	409	248	154	94	55	34	21	0	0	0	0	0	0
25 - 29	1,353	674	679	956	435	521	311	178	133	86	61	25	0	0	0	0	0	0
30 - 34	1,367	729	638	966	488	478	305	171	134	94	69	25	0	0	0	2	1	1
35 - 39	1,155	666	489	786	442	344	294	165	129	74	58	16	0	0	0	1	1	0
40 - 44	1,234	644	590	831	414	417	312	176	136	91	54	37	0	0	0	0	0	0
45 - 49	1,379	742	637	932	471	461	350	199	151	97	72	25	0	0	0	0	0	0
50 - 54	1,368	721	647	931	500	431	347	171	176	90	50	40	0	0	0	0	0	0
55 - 59	1,261	670	591	908	477	431	286	153	133	67	40	27	0	0	0	0	0	0
60 - 64	957	500	457	690	356	334	218	116	102	49	28	21	0	0	0	0	0	0
65 - 69	810	453	357	597	336	261	158	85	73	55	32	23	0	0	0	0	0	0
70 - 74	427	222	205	324	161	163	85	48	37	18	13	5	0	0	0	0	0	0
75 +	346	177	169	248	129	119	80	37	43	18	11	7	0	0	0	0	0	0
% Distribution ²	100	52.2	47.8	71.3	35.9	35.4	22.9	12.6	10.3	5.7	3.7	2.1	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, October 2015 ¹

Country of Usual Residence	Mode of Travel			Percentage (%) ²
	Air	Sea	Total	
OCEANIA	8,893	234	9,127	79.2
American Samoa	693	44	737	6.4
Fiji	232	13	245	2.1
Cook Island	11	0	11	0.1
Other Pacific Is	185	113	298	2.6
New Zealand	5,546	39	5,585	48.5
Australia	2,226	25	2,251	19.5
EUROPE	367	4	371	3.2
United Kingdom	180	4	184	1.6
Scandinavia	12	0	12	0.1
Benelux	2	0	2	0.0
Germany	125	0	125	1.1
Other Europe	48	0	48	0.4
AMERICA	943	151	1,094	9.5
U.S.A	903	146	1,049	9.1
Canada	40	5	45	0.4
ASIA	386	35	421	3.7
Japan	65	0	65	0.6
China	190	33	223	1.9
Korea	25	2	27	0.2
Other Asia	106	0	77	0.7
OTHERS	390	123	513	4.5
TOTAL	10,979	547	11,526	100%
PERCENTAGE DISTRIBUTION	95.3	4.7%	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, October 2015 ¹

Usual Residence	Purpose of Visit								
	Total	Percentage ²	Holiday/ Vacation	Business/ Conference	Visit Friends/ Relatives	Sports	Transit	Others	Not Stated
OCEANIA	9,127	79.2	3,929	565	3,132	17	402	895	187
American Samoa	737	6.4	90	53	336	2	92	57	107
Fiji	245	2.1	22	95	36	1	47	31	13
Cook Island	11	0.1	1	8	0	0	0	0	2
Other Pacific Is	298	2.6	39	63	40	0	94	37	25
New Zealand	5,585	48.5	2,608	250	1,958	10	120	616	23
Australia	2,251	19.5	1,169	96	762	4	49	154	17
EUROPE	371	3.2	272	28	16	1	21	32	1
United Kingdom	184	1.6	116	22	8	1	16	21	0
Scandinavia	12	0.1	8	0	4	0	0	0	0
Benelux	2	0.0	2	0	0	0	0	0	0
Germany	125	1.1	108	3	2	0	3	9	0
Other Europe	48	0.4	38	3	2	0	2	2	1
AMERICA	1,094	9.5	376	76	245	1	146	231	19
U.S.A.	1,049	9.1	358	73	239	1	136	225	17
Canada	45	0.4	18	3	6	0	10	6	2
ASIA	421	3.7	111	69	20	4	162	33	22
Japan	65	0.6	17	31	2	1	4	9	1
China	223	1.9	47	19	16	1	104	18	18
Korea	27	0.2	17	2	0	1	4	2	1
Other Asia	106	0.9	30	17	2	1	50	4	2
OTHER COUNTRIES	513	4.5	266	22	14	0	126	32	53
TOTAL	11,526	100	4,954	760	3,427	23	857	1,223	282
Percentage Distribution ²	100		43.0	6.6	29.7	0.2	7.4	10.6	2.4

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, October 2015 ¹

Carrier	Total	Purpose of Entry				
		Returning Residents	Percentage ²	Visitors	Percentage ²	
Total	14,948	100%	3,422	22.9	11,526	77.1
AIR						
Virgin Samoa ³	5,712	38.2	1,080	7.2	4,632	31.0
Polynesian	2,322	15.5	815	5.5	1,507	10.1
Inter Island	5	0.0	0	0.0	5	0.0
Air New Zealand	4,169	27.9	749	5.0	3,420	22.9
Fiji Airways ⁴	1,569	10.5	335	2.2	1,234	8.3
Other Air Carrier	192	1.3	11	0.0	181	1.2
SEA						
Lady Naomi	522	3.5	342	2.3	180	1.2
Yacht	0	0.0	0	0.0	0	0.0
Other Sea Carrier	457	3.1	90	0.6	367	2.5

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, October 2015 ¹

Duration of Stay	Place of Stay			
	Total	Hotel/Motel	Private	Not Stated
Total	10,669	4,148	5,877	644
1day	93	53	38	2
2days	473	270	145	58
3days	347	186	150	11
4days	496	263	200	33
5days	789	439	302	48
6days	649	432	152	65
7days	1,457	824	534	99
8-14days	3,342	1,345	1,816	181
15-30days	1,256	185	1,031	40
31-60days	188	22	154	12
61-90days	53	10	41	2
91-180days	93	1	89	3
181-365days	38	2	35	1
Not Stated	1,395	116	1,190	89
Percentage Distribution ²	100	38.9	55.1	6.0

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