



# Samoa Bureau of Statistics

## International Arrival Statistics

April 2017

### Overview

#### MONTHLY HIGHLIGHTS:

In April 2017 compared with April 2016:

• Total arrivals (16,071) increased by 2.9%

• Total visitors (11,586) increased by 2.6%

• Visitors:

Am. S: 50.7% (up by 415)

NZ: 10.4% (up by 520)

Aust: 7.2% (up by 165)

USA: -11.2% (down by 90)

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April 2017	All Arrivals	All Visitors
Number	16,071	11,586
% change from previous month	17.9	23.2
% change from previous year	2.9	2.6

ISSUE #04

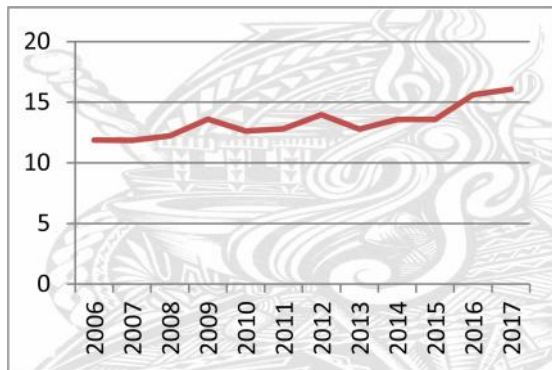
27<sup>TH</sup> SEP 2017

#### 1. TOTAL ARRIVALS

The total International Arrival Statistics recorded for the month of **April 2017** (table 1), revealed an increase of 17.9 percent over the previous month and an increase of 2.9 percent over the corresponding month of April 2016. (Refer Fig. 1)

Air was the preferred mode of travel to Samoa, representing 94.1 percent (15,152) of total arrivals, while the remaining 5.9 percent (919) arrived by sea in April 2017.

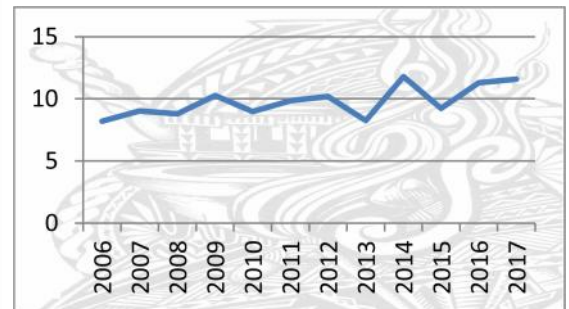
Fig. 1: April Total Arrivals, 2006 – 2017



#### 2. TOTAL VISITORS

Overall Visitors numbered 11,586 for the month under review revealed an increase of 23.2 percent over the previous month and an increase of 2.6 percent when compared to the corresponding month of April 2016. (Refer Fig. 2).

Fig. 2: April Total Visitors, 2006 – 2017



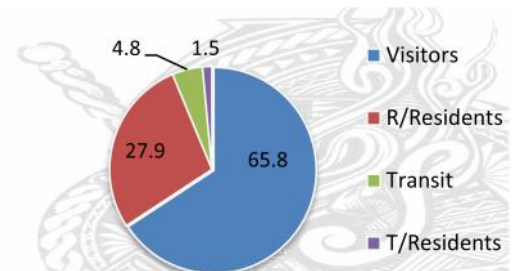
Visitor arrivals have a strong seasonal pattern with a regular peak of numbers during holiday seasons normally from December to January. The smoothed short-term trend for visitor arrivals adjusting for seasonal pattern is shown in Appendix Graph 2.

#### 3. TOTAL ARRIVALS BY PURPOSE OF ENTRY

Visitors, including transit, made up the largest component of all arrivals with 35.8 percent (5,768) being males and 34.7 percent (5,575) being females.

Male returning residents made up 15.4 percent (2,473) of total arrivals while their female counterpart made up 12.5 percent (2,012). (Refer Fig. 3)

Fig. 3: Total Arrivals, by Purpose of Visit



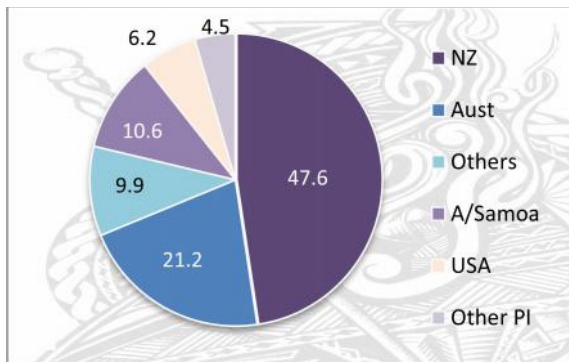
# Overview cont'd

## 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 47.6 percent or 5,513 of total visitors. Australia followed next with a distant 21.2 percent share (2,453).

American Samoa represented 10.6 percent (1,233) while the United States of America represented 6.2 percent (713) of total visitors. (Refer Fig. 4)

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

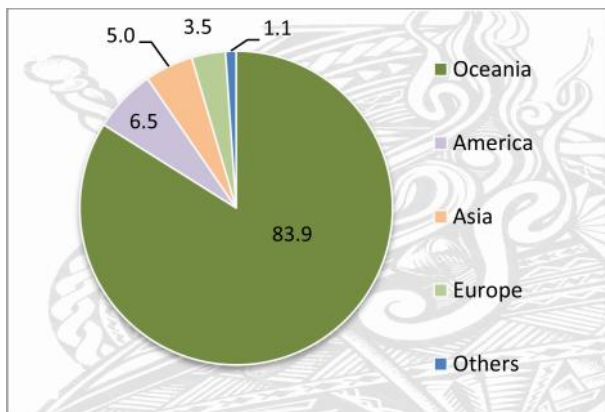


## 5. VISITORS BY REGION

The Oceanic Region had the highest share of total visitors with 83.9 percent, followed by America with 6.5 percent.

Asia reported a share of 5.0 percent while Europe reported the least share with 3.5 percent. (Refer Fig. 5).

**Fig. 5: Total Visitors, by Region**



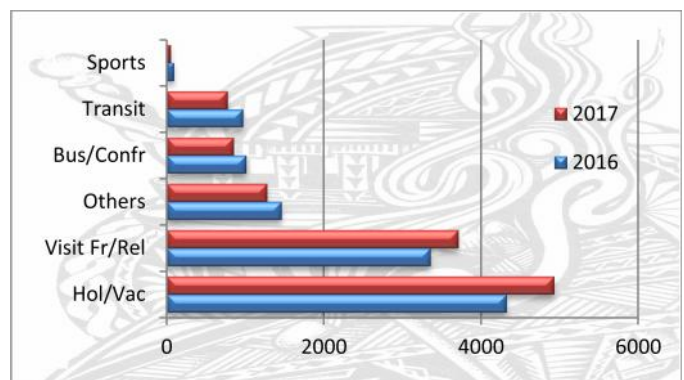
## 6. VISITORS BY PURPOSE OF VISIT

The principal source markets (table 4) namely New Zealand, American Samoa, Australia, and the United States of America constitute 85.6 percent of all visitors visiting Samoa in April 2017.

The majority of visitors (42.5 percent) entered our shores for holiday/ vacation while 32.0 percent entered our shores to visit friends/ relatives while.

Those who were here for Business/ Conference made up 7.3 percent while those who were here on Transit recorded a share of 6.7 percent. Fig.6 depicts total visitors by purpose of visit for April 2016 and April 2017.

**Fig. 6: Total Visitors, by Purpose of Visit**

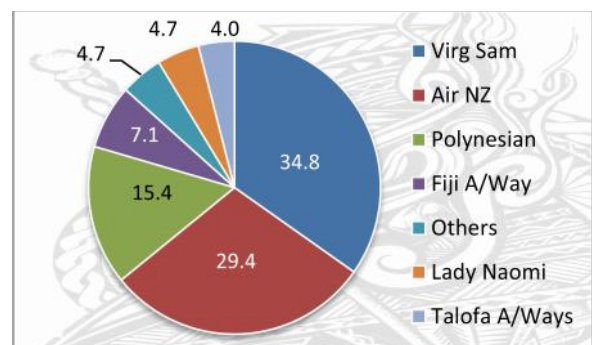


## 7. TOTAL ARRIVALS BY CARRIER

As depicted in table 5, Virgin Samoa leads the way of arrival by carriers' during the reference period with a 34.8 percent share (5,585 passengers) followed by Air New Zealand with a 29.4 percent share (4,729 passengers).

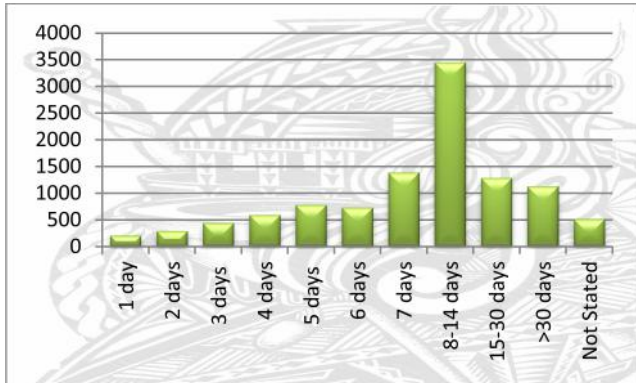
Polynesian Airlines brought in 15.4 percent (2,469) of total arrivals while Fiji Airways, formerly known as Air Pacific, recorded a share of 7.1 percent (1,137). Fig. 7 illustrates total arrivals by carrier during the reference period.

**Fig. 7: Total Arrivals by Carrier**



# Overview cont'd

**Fig. 8: Total Visitors by Duration of Stay**



As shown in Fig. 8 above, visitor's duration of stay in Samoa (Table 6) is between seven and thirty days.

The majority of visitors (53.4 percent or 5,772 visitors) reported staying in private accommodation or with families/ relatives while 43.1 percent (4,657) stayed in hotels/ motels. The remaining 3.6 percent or 384 visitors did not state their place of stay. (Refer Fig. 9).

**Fig. 9: Total Visitors by Place of Stay**

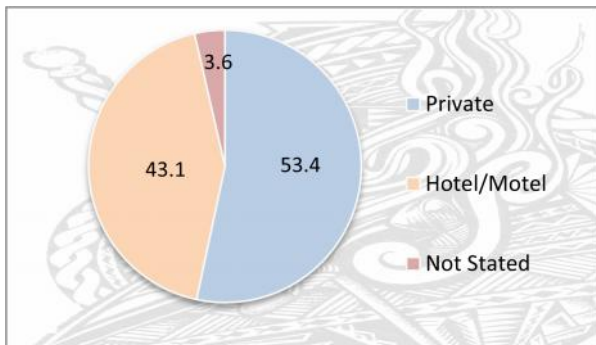
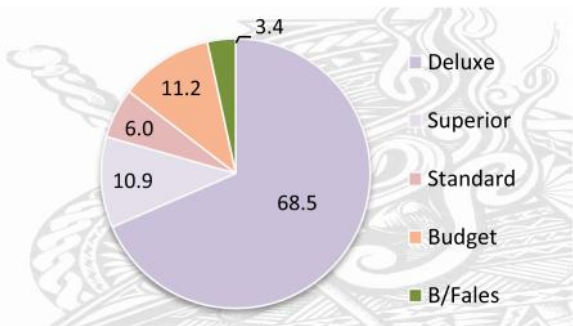


Fig. 10 portrays the number of visitors who stayed in hotels/ motels (3,001) by type of accommodation (hotel/ motel), within the reference month.

**Fig. 10: Visitors Staying in Hotels/ Motels by Type of Accommodation**



**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) Faleolo International Airport
- (2) Fagalii International Airport
- (3) Apia Wharf (Matautu Port)

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

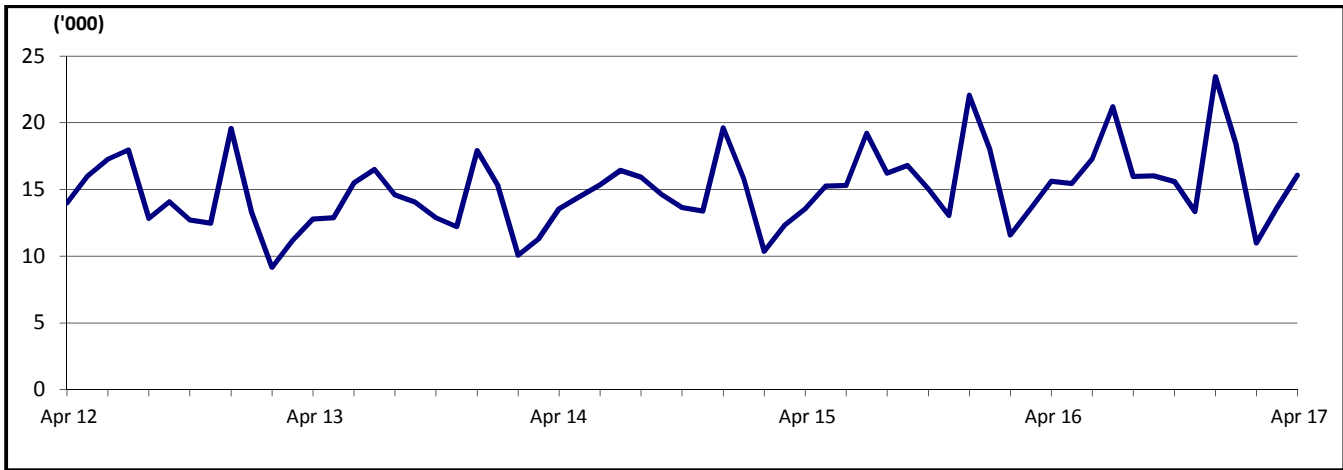
[www.sbs.gov.ws](http://www.sbs.gov.ws)

*The migration report for the month of May 2017 will be released indefinitely due to other official commitments by the relevant staff.*

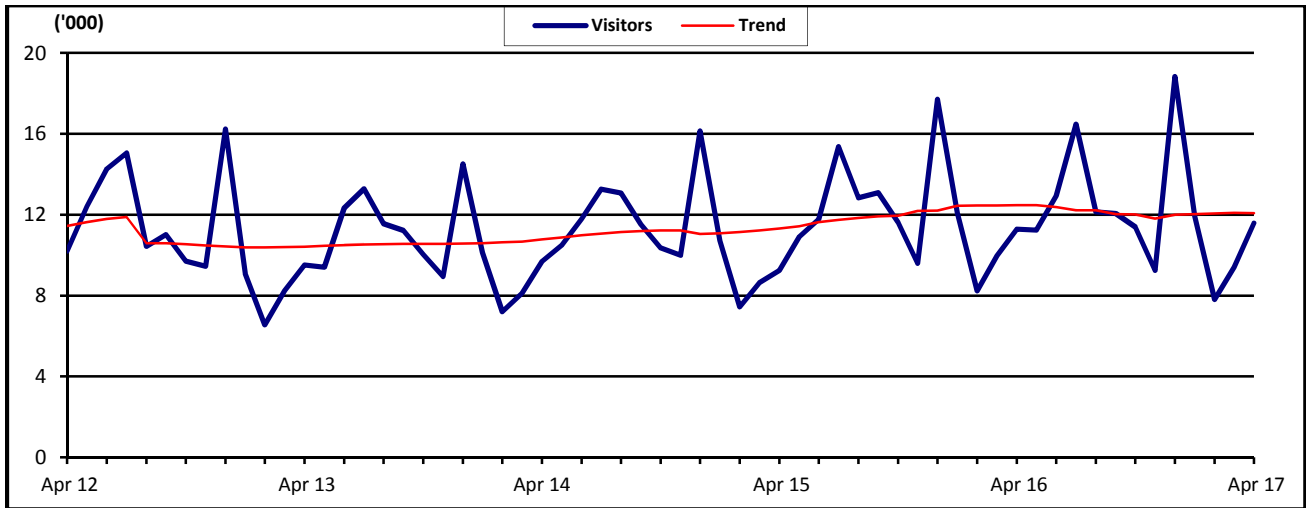
**Muagututi'a S Reupena**  
**GOVERNMENT STATISTICIAN**

**APPENDIX**

Graph 1: Monthly Total Arrivals, April 2012 – April 2017



Graph 2: Monthly Total Visitors, April 2012 – April 2017



Graph 3: Visitors Percentage Change over Previous month, April 2012 – April 2017

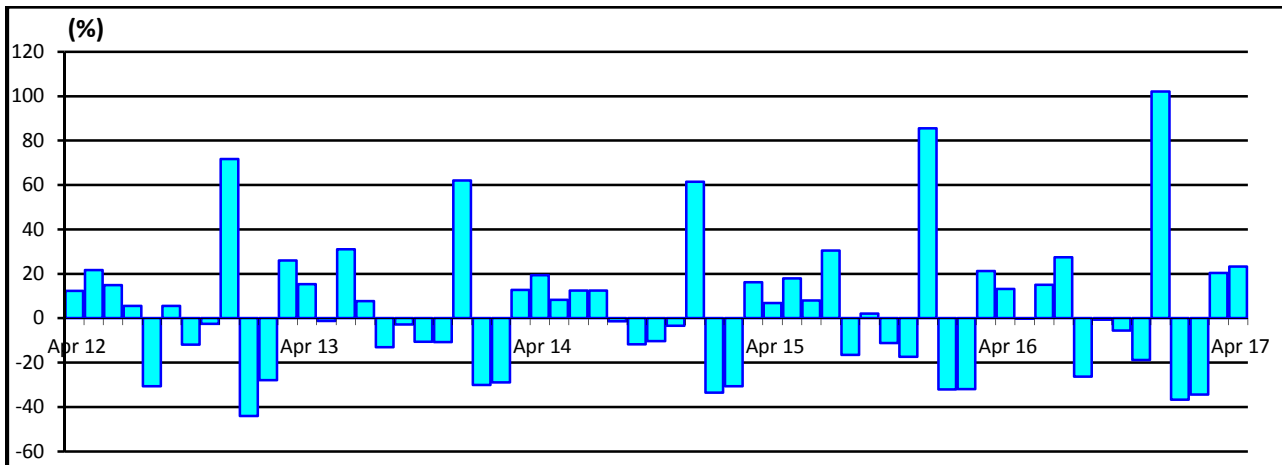


Table 1: Monthly Arrival and Departure by Mode of Travel and Net Migration, 2013 - 2017<sup>1</sup>

Period	Visitors Arrivals			Total Arrivals			Total Departures			Net Migration
	Air	Sea	Total	Air	Sea	Total	Air	Sea	Total	
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	2,749	134,694	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	128,601	3,118	131,719	166,045	7,564	173,609	170,742	8,275	179,017	-5,408
2015	135,012	4,031	139,043	176,782	8,248	185,030	181,343	8,867	190,210	-5,180
2016	140,280	5,785	146,065	186,798	10,565	197,363	.....	.....	.....	.....
<b>2014</b>										
March	8,002	118	8,120	10,853	447	11,300	11,091	598	11,689	-389
April	9,545	146	9,691	12,751	812	13,563	11,805	954	12,759	804
May	10,224	272	10,496	13,876	578	14,454	13,437	699	14,136	318
June	11,484	309	11,793	14,656	683	15,339	14,000	781	14,781	558
July	12,762	504	13,266	15,538	884	16,422	16,791	764	17,555	-1,133
August	12,742	326	13,068	15,318	603	15,921	15,041	632	15,673	248
September	11,242	287	11,529	14,099	525	14,624	15,502	655	16,157	-1,533
October	10,237	109	10,346	13,088	548	13,636	14,294	722	15,016	-1,380
November	9,801	183	9,984	12,857	524	13,381	12,879	479	13,358	23
December	15,654	431	16,085	18,561	992	19,553	15,851	961	16,812	2,741
<b>2015</b>										
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	13,221	881	14,102	1,146
June	11,260	515	11,775	14,466	835	15,301	12,756	819	13,575	1,726
July	15,137	232	15,369	18,756	457	19,213	19,418	474	19,892	-679
August	12,605	229	12,834	15,920	304	16,224	17,034	571	17,605	-1,381
September	12,709	384	13,093	16,230	566	16,796	16,280	612	16,892	-96
October	10,987	633	11,620	13,983	1,068	15,051	16,090	1023	17,113	-2,062
November	9,170	427	9,597	12,357	696	13,053	13,276	727	14,003	-950
December	17,148	663	17,811	20,874	1,195	22,069	15,941	894	16,835	5,234
<b>2016</b>										
January	11,701	394	12,095	17,306	741	18,047	22,646	746	23,392	-5,345
February	7,931	295	8,226	11,136	448	11,584	13,165	495	13,660	-2,076
March	9,590	392	9,982	12,864	704	13,568	13,536	1,082	14,618	-1,050
April	10,931	364	11,295	14,396	1,226	15,622	14,773	1,279	16,052	-430
May	10,685	561	11,246	14,525	932	15,457	13,712	952	14,664	793
June	12,454	482	12,936	16,760	542	17,302	14,595	543	15,138	2,164
July	15,600	882	16,482	19,892	1,321	21,213	...	...	...	...
August	11,797	473	12,270	15,218	919	16,137	...	...	...	...
September	11,648	418	12,066	15,167	874	16,041	...	...	...	...
October	10,930	463	11,393	14,639	952	15,591	...	...	...	...
November	8,791	452	9,243	12,539	806	13,345	...	...	...	...
December	18,222	609	18,831	22,356	1,100	23,456	...	...	...	...
<b>2017</b>										
January	11,459	457	11,916	17,769	653	18,422	...	...	...	...
February	7,578	232	7,810	10,736	251	10,987	...	...	...	...
March	9,071	336	9,407	13,147	487	13,634	...	...	...	...
April	11,381	205	11,586	15,152	919	16,071	...	...	...	...

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, April 2017<sup>1</sup>

Age	Purpose of Entry																	
	Total			Visitors			Returning Residence			Transit			Temporary Resident			Others		
	Total	Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female
<b>Total</b>	<b>16,071</b>	<b>8,376</b>	<b>7,695</b>	<b>10,570</b>	<b>5,263</b>	<b>5,307</b>	<b>4,485</b>	<b>2,473</b>	<b>2,012</b>	<b>773</b>	<b>505</b>	<b>268</b>	<b>239</b>	<b>131</b>	<b>108</b>	<b>4</b>	<b>4</b>	<b>0</b>
0 - 4	636	322	314	443	217	226	163	87	76	18	9	9	12	9	3	0	0	0
5 - 9	639	321	318	505	249	256	111	56	55	19	13	6	4	3	1	0	0	0
10 - 14	681	337	344	510	249	261	143	74	69	25	12	13	3	2	1	0	0	0
15 - 19	744	366	378	521	241	280	178	98	80	40	23	17	5	4	1	0	0	0
20 - 24	1,179	569	610	702	281	421	391	243	148	55	38	17	31	7	24	0	0	0
25 - 29	1,320	668	652	878	395	483	345	201	144	75	57	18	21	14	7	1	1	0
30 - 34	1,261	666	595	841	408	433	331	191	140	74	57	17	15	10	5	0	0	0
35 - 39	1,338	717	621	837	416	421	400	239	161	86	57	29	15	5	10	0	0	0
40 - 44	1,360	715	645	857	435	422	400	210	190	78	53	25	25	17	8	0	0	0
45 - 49	1,466	793	673	912	471	441	449	264	185	82	49	33	23	9	14	0	0	0
50 - 54	1,517	771	746	1,009	509	500	419	206	213	66	41	25	22	14	8	1	1	0
55 - 59	1,361	745	616	883	494	389	404	205	199	55	36	19	18	9	9	1	1	0
60 - 64	1,083	606	477	713	398	315	305	165	140	47	33	14	18	10	8	0	0	0
65 - 69	748	400	348	488	259	229	218	116	102	26	12	14	15	12	3	1	1	0
70 - 74	424	229	195	286	156	130	123	68	55	11	5	6	4	0	4	0	0	0
75 +	314	151	163	185	85	100	105	50	55	16	10	6	8	6	2	0	0	0
<b>% DISTRIBUTION<sup>2</sup></b>	<b>100</b>	<b>52.1</b>	<b>47.9</b>	<b>65.8</b>	<b>32.7</b>	<b>33.0</b>	<b>27.9</b>	<b>15.4</b>	<b>12.5</b>	<b>4.8</b>	<b>3.1</b>	<b>1.7</b>	<b>1.5</b>	<b>0.8</b>	<b>0.7</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>

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

Table 3: Total Visitors Arrivals by Country of Usual Residence and Mode of Travel, April 2017 <sup>1</sup>

Country of Usual Residence	Mode of Travel			Percentage %
	Air	Sea	Total	
<b>OCEANIA</b>	<b>9,582</b>	<b>133</b>	<b>9,715</b>	<b>83.9</b>
American Samoa	1,186	47	1,233	10.6
Fiji	232	8	240	2.1
Cook Island	1	0	1	0.0
Other Pacific Is	219	56	275	2.4
New Zealand	5,494	19	5,513	47.6
Australia	2,450	3	2,453	21.2
<b>EUROPE</b>	<b>401</b>	<b>0</b>	<b>401</b>	<b>3.5</b>
United Kingdom	115	0	115	1.0
Scandinavia	21	0	21	0.2
Benelux	17	0	17	0.1
Germany	106	0	106	0.9
Other Europe	142	0	142	1.2
<b>AMERICA</b>	<b>746</b>	<b>5</b>	<b>751</b>	<b>6.5</b>
U.S.A	708	5	713	6.2
Canada	38	0	38	0.3
<b>ASIA</b>	<b>515</b>	<b>66</b>	<b>581</b>	<b>5.0</b>
Japan	74	0	74	0.6
China	185	10	195	1.7
Korea	18	2	20	0.2
Other Asia	238	54	292	2.5
<b>OTHERS</b>	<b>120</b>	<b>1</b>	<b>121</b>	<b>1.0</b>
<b>NOT STATED</b>	<b>17</b>	<b>0</b>	<b>17</b>	<b>0.1</b>
<b>TOTAL</b>	<b>11,381</b>	<b>205</b>	<b>11,586</b>	
<b>PERCENTAGE DISTRIBUTION</b>	<b>98.2</b>	<b>1.8</b>	<b>100%</b>	<b>100%</b>

**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, April 2017 <sup>1</sup>

Country of Usual Residence	Purpose of Visit								
	Total	Percentage <sup>2</sup>	Holiday/ Vacation	Business/ Conference	Visit Friends/ Relatives	Sports	Transit	Others	Not Stated
<b>OCEANIA</b>	<b>9,715</b>	<b>83.9</b>	<b>4,063</b>	<b>714</b>	<b>3,388</b>	<b>42</b>	<b>440</b>	<b>823</b>	<b>245</b>
American Samoa	1,233	10.6	202	85	473	3	199	214	57
Fiji	240	2.1	29	89	56	1	24	34	7
Cook Island	1	0.0	0	0	1	0	0	0	0
Other Pacific Is	275	2.4	30	46	65	6	87	27	14
New Zealand	5,513	47.6	2,564	301	2,027	27	95	406	93
Australia	2,453	21.2	1,238	193	766	5	35	142	74
<b>EUROPE</b>	<b>401</b>	<b>3.5</b>	<b>319</b>	<b>21</b>	<b>27</b>	<b>0</b>	<b>8</b>	<b>18</b>	<b>8</b>
United Kingdom	115	1.0	83	14	12	0	1	4	1
Scandinavia	21	0.2	17	1	2	0	0	1	0
Benelux	17	0.1	13	3	0	0	0	1	0
Germany	106	0.9	89	1	10	0	3	3	0
Other Europe	142	1.2	117	2	3	0	4	9	7
<b>AMERICA</b>	<b>751</b>	<b>6.5</b>	<b>259</b>	<b>57</b>	<b>236</b>	<b>6</b>	<b>73</b>	<b>104</b>	<b>16</b>
U.S.A.	713	6.2	242	51	229	6	72	97	16
Canada	38	0.3	17	6	7	0	1	7	0
<b>ASIA</b>	<b>581</b>	<b>5.0</b>	<b>216</b>	<b>51</b>	<b>40</b>	<b>0</b>	<b>226</b>	<b>37</b>	<b>11</b>
Japan	74	0.6	40	21	4	0	3	3	3
China	195	1.7	63	23	13	0	69	23	4
Korea	20	0.2	19	0	0	0	1	0	0
Other Asia	292	2.5	94	7	23	0	153	11	4
<b>OTHER COUNTRIES</b>	<b>121</b>	<b>1.0</b>	<b>67</b>	<b>7</b>	<b>12</b>	<b>1</b>	<b>22</b>	<b>10</b>	<b>2</b>
<b>Not Stated</b>	<b>17</b>	<b>0.2</b>	<b>4</b>	<b>1</b>	<b>7</b>	<b>0</b>	<b>4</b>	<b>0</b>	<b>1</b>
<b>TOTAL</b>	<b>11,586</b>	<b>100.0</b>	<b>4,928</b>	<b>851</b>	<b>3,710</b>	<b>49</b>	<b>773</b>	<b>992</b>	<b>283</b>
<b>Percentage Distribution <sup>2</sup></b>	<b>100.0</b>		<b>42.5</b>	<b>7.3</b>	<b>32.0</b>	<b>0.4</b>	<b>6.7</b>	<b>8.6</b>	<b>2.4</b>

Source: Ministry of the Prime Minister and Cabinet; Immigration Division, Ministry for Revenue; Customs Division and Samoa Bureau of Statistics.

Note : Overall visitors include transit.

: 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, April 2017 <sup>1</sup>

Carrier	Purpose of Entry					
	Total	Returning Residence	Percentage <sup>2</sup>	Total Visitors	Percentage <sup>2</sup>	
<b>Total</b>	<b>16,071</b>	<b>100%</b>	<b>4,485</b>	<b>27.9</b>	<b>11,586</b>	<b>72.1</b>
<b><u>AIR</u></b>						
Virgin Samoa <sup>3</sup>	5,585	34.8	1,242	7.7	4,343	27.0
Polynesian	2,469	15.4	1,032	6.4	1,437	8.9
Talofa Airways	641	4.0	330	2.1	311	1.9
Air New Zealand	4,729	29.4	805	5.0	3,924	24.4
Fiji Airways <sup>4</sup>	1,137	7.1	242	1.5	895	5.6
Other Air Carrier	591	3.7	120	0.7	471	2.9
<b><u>SEA</u></b>						
Lady Naomi	757	4.7	693	4.3	64	0.4
Yacht	45	0.3	0	0.0	45	0.3
Other Sea Carrier	117	0.7	21	0.1	96	0.6

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 2017 <sup>1</sup>

Duration of Stay	Place of Stay			
	Total	Hotel/Motel	Private	Not Stated
<b>Total</b>	<b>10,813</b>	<b>4,657</b>	<b>5,772</b>	<b>384</b>
1day	205	94	96	15
2days	292	158	123	11
3days	440	269	164	7
4days	592	344	230	18
5days	780	493	273	14
6days	731	523	193	15
7days	1,391	803	564	24
8-14days	3,449	1,429	1,929	91
15-30days	1,284	192	1,042	50
31-60days	242	118	119	5
61-90days	104	27	76	1
91-180days	66	3	57	6
181-365days	20	5	11	4
> Year	700	134	533	33
Not Stated	517	65	362	90
<b>Percentage Distribution <sup>2</sup></b>	<b>100</b>	<b>43.1</b>	<b>53.4</b>	<b>3.6</b>

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