



# Samoa Bureau of Statistics

## International Arrival Statistics

February 2017

### Overview

#### MONTHLY HIGHLIGHTS:

In February 2017 compared with February 2016:

• Total arrivals (10,987) decreased by 5.2%

• Total visitors (7,810) decreased by 5.1%

• Visitors:

NZ: -12.5% (down by 468)

USA: -19.3% (down by 112)

AUS: 2.8% (up by 47)

Am. S: 31.6% (up by 195)

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February 2017	All Arrivals	All Visitors
Number	10,987	7,810
% change from previous month	-40.4	-34.4
% change from previous year	-5.2	-5.1

ISSUE #02

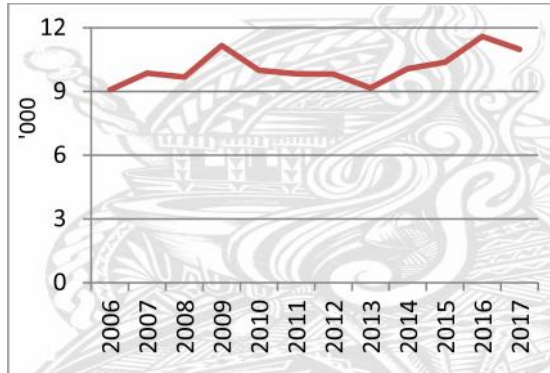
17<sup>TH</sup> AUGUST 2017

#### 1. TOTAL ARRIVALS

The total International Arrival Statistics recorded for the month of **February 2016** (table 1), revealed a decrease of 40.4 percent over the previous month and a decrease of 5.2 percent over the corresponding month of February 2016. (Refer Fig. 1)

Air was the preferred mode of travel to Samoa, representing 97.7 percent (10,736) of total arrivals, while the remaining 2.3 percent (251) arrived by sea in February 2017.

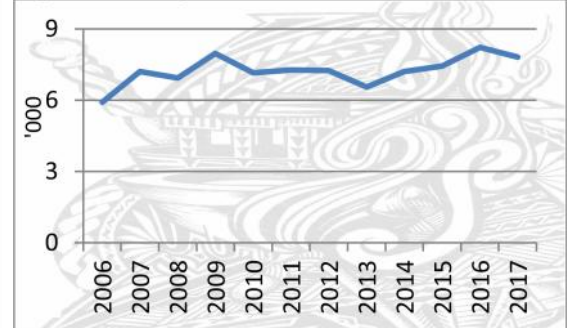
Fig. 1: February Total Arrivals, 2006 – 2017



#### 2. TOTAL VISITORS

Overall Visitors numbered 7,810 for the month under review revealed a decrease of 34.4 percent over the previous month and a decrease of 5.1 percent when compared to the corresponding month of February 2016. (Refer Fig. 2).

Fig. 2: February Total Visitors, 2006 – 2017



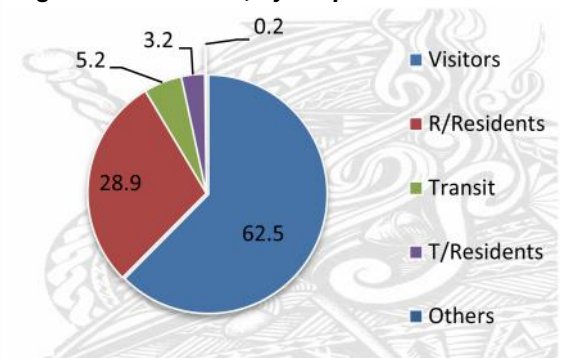
Visitor arrivals have a strong seasonal pattern with a regular peak of numbers during holiday seasons normally from December to January. The smoothed short-term trend for visitor arrivals adjusting for seasonal pattern is shown in Appendix Graph 2.

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

Visitors, including transit, made up the largest component of all arrivals with 36.2 percent (3,973) being males and 31.5 percent (3,461) being females.

Male returning residents made up 15.0 percent (1,649) of total arrivals while their female counterpart made up 13.9 percent (1,528). (Refer Fig. 3)

Fig. 3: Total Arrivals, by Purpose of Visit



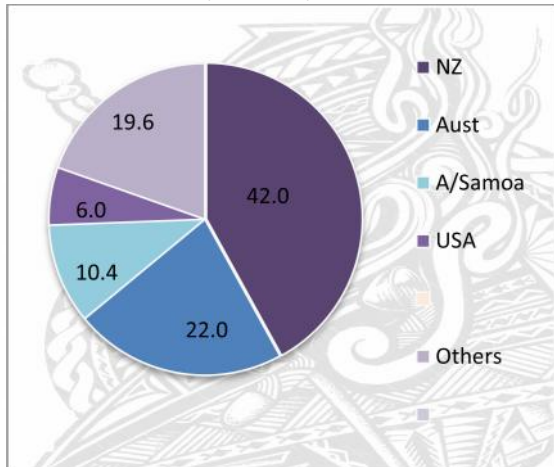
# Overview cont'd

## 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 42.0 percent or 3,279 of total visitors. Australia followed next with a distant 22.0 percent share (1,716).

American Samoa represented 10.4 percent (812) while the United States of America represented 6.0 percent (467) of total visitors. (Refer Fig. 4)

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

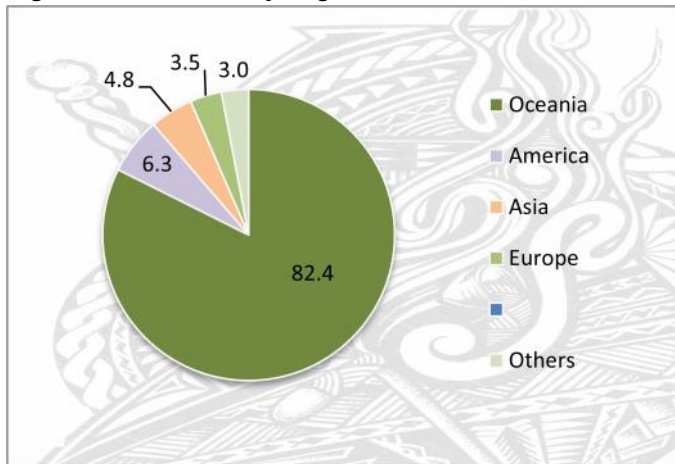


## 5. VISITORS BY REGION

The Oceanic Region had the highest share of total visitors with 82.4 percent, followed by America with 6.3 percent.

Asia reported a share of 4.8 percent while Europe reported the least share with 3.5 percent. (Refer Fig. 5).

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



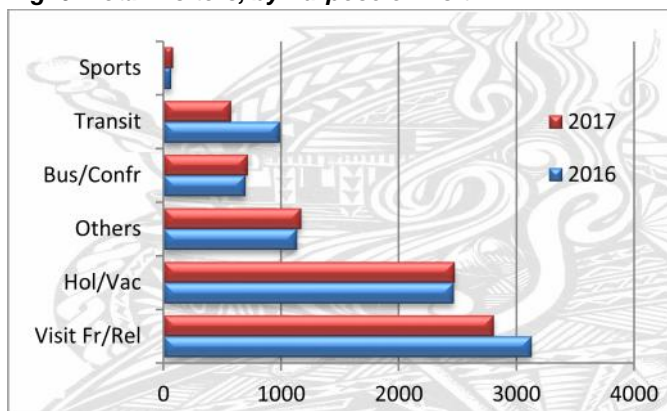
## 6. VISITORS BY PURPOSE OF VISIT

The principal source markets (table 4) namely New Zealand, American Samoa, Australia, and the United States of America constitute 80.4 percent of all visitors visiting Samoa in February 2017.

The majority of visitors (35.9 percent) entered our shores to visit friends and relatives while 31.7 percent were here on holiday/ vacation.

Those who were here on Business/ Conference recorded a share of 9.1 percent while those who were on Transit made up 7.3 percent. Fig.6 depicts total visitors by purpose of visit for February 2016 and February 2017.

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

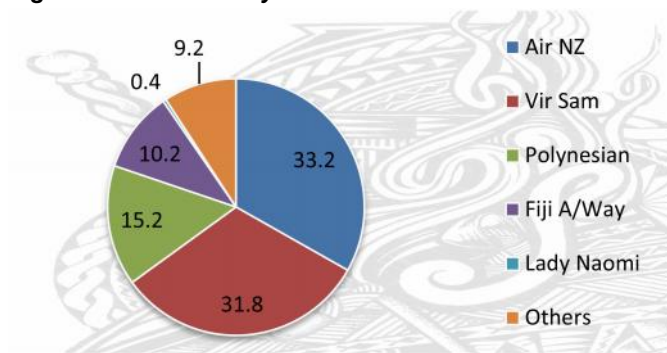


## 7. TOTAL ARRIVALS BY CARRIER

As depicted in table 5, Air New Zealand leads the way of arrival by carriers' during the reference period with a 33.2 percent share (3,650 passengers) followed by Virgin Samoa with a 31.8 percent share (3,494 passengers).

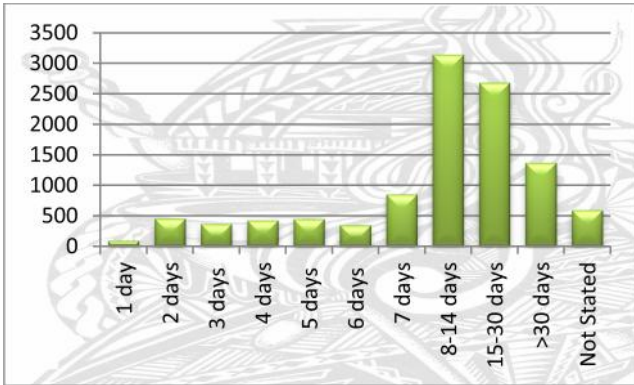
Polynesian Airlines brought in 15.2 percent (1,671) of total arrivals while Fiji Airways recorded a share of 10.2 percent (1,124). Fig. 7 illustrates total arrivals by carrier during the reference period.

**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 (60.0 percent or 4,342 visitors) reported staying in private accommodation or with families/relatives while 34.1 percent (2,469) stayed in hotels/ motels. The remaining 5.9 percent or 428 visitors did not state their place of stay. (Refer Fig. 9).

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

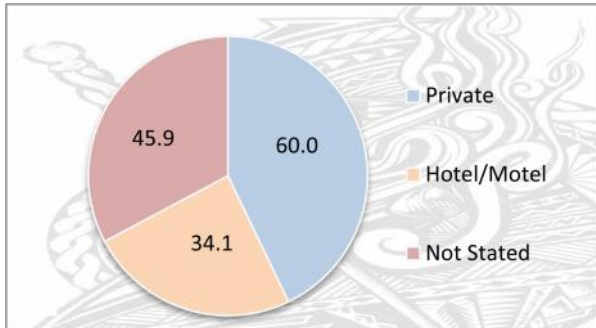
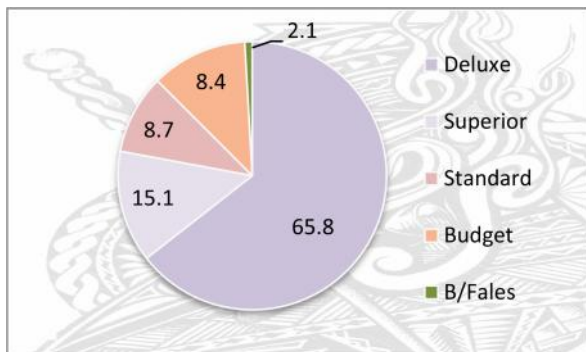


Fig. 10 portrays the number of visitors who stayed in hotels/ motels (3,206) by type of accommodation (hotel/ motel), within the reference month.

**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) 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:

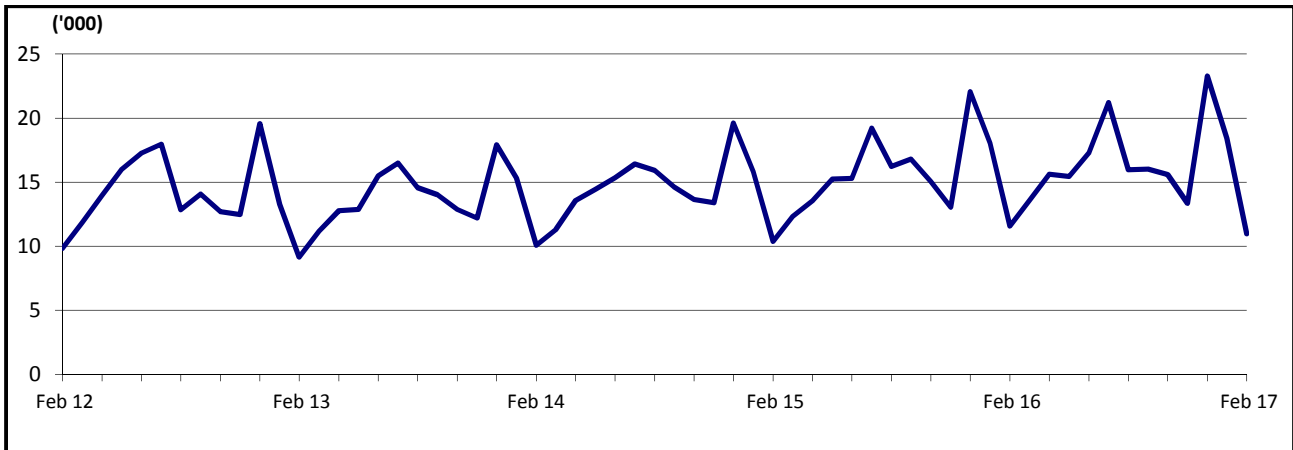
[www.sbs.gov.ws](http://www.sbs.gov.ws)

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

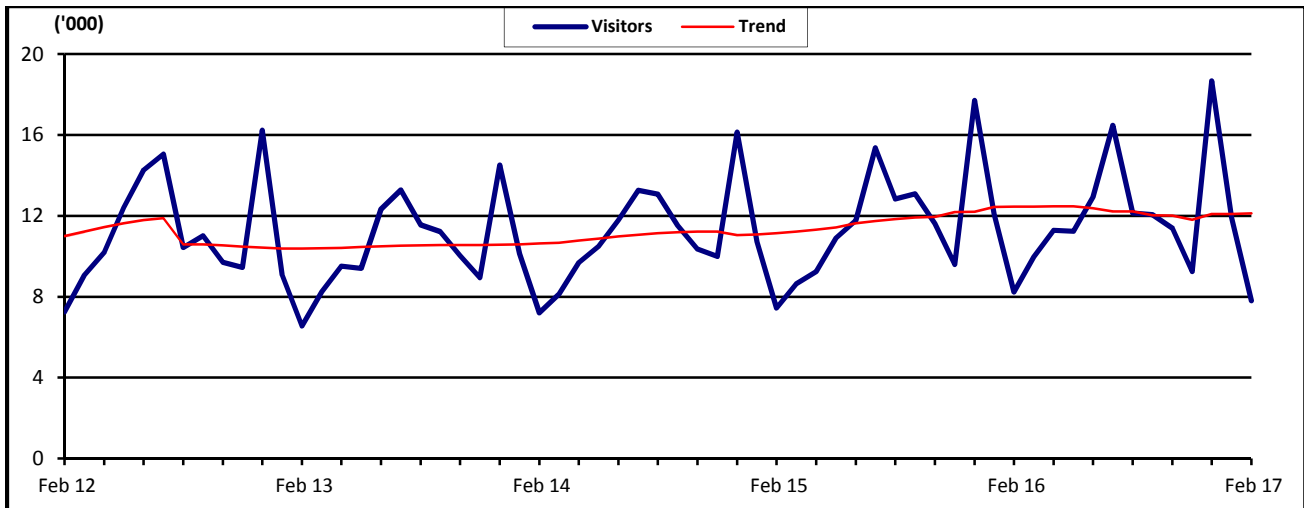
**Muagututi'a Sefuiva Reupena**  
**GOVERNMENT STATISTICIAN**

**APPENDIX**

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



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



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

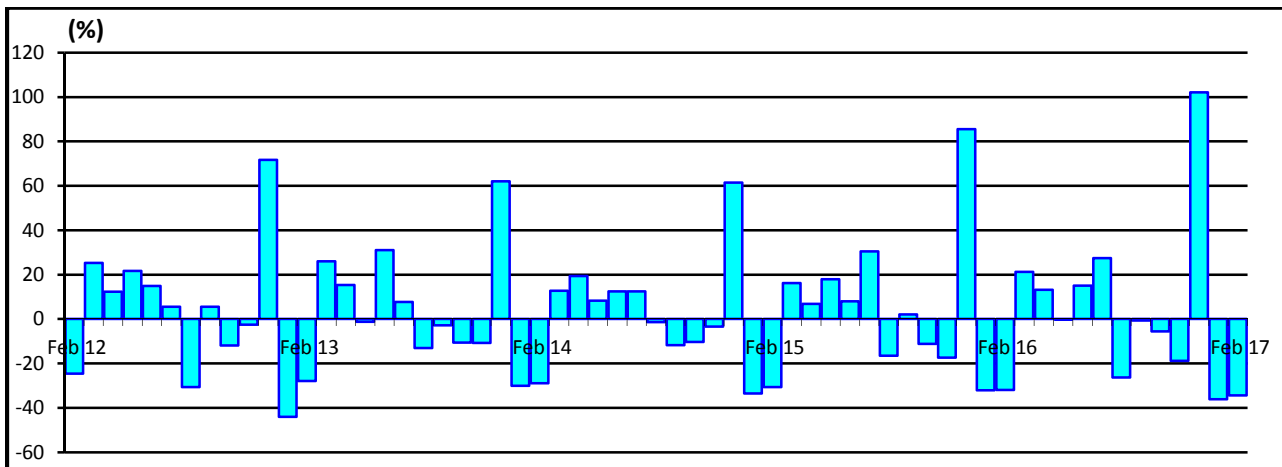


Table 1: Monthly Arrival and Departure by Mode of Travel and Net Migration, 2013 - 2017<sup>1</sup>

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	140,138	5,785	145,769	186,620	10,565	197,020	.....	.....	.....	.....
<b>2014</b>										
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	9,545	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	1,023	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	11,666	473	12,139	15,063	919	15,982	.....	.....	.....	.....
September	11,637	418	12,055	15,144	874	16,018	.....	.....	.....	.....
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	18,677	22,356	1,100	23,291	.....	.....	.....	.....
<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	.....	.....	.....	.....

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, February 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>10,987</b>	<b>5,885</b>	<b>5,102</b>	<b>6,863</b>	<b>3,613</b>	<b>3,250</b>	<b>3,177</b>	<b>1,649</b>	<b>1,528</b>	<b>571</b>	<b>360</b>	<b>211</b>	<b>353</b>	<b>250</b>	<b>103</b>	<b>23</b>	<b>13</b>	<b>10</b>
0 - 4	438	231	207	278	148	130	135	71	64	19	9	10	6	3	3	0	0	0
5 - 9	415	211	204	248	130	118	155	74	81	6	3	3	6	4	2	0	0	0
10 - 14	331	149	182	184	91	93	126	50	76	16	6	10	5	2	3	0	0	0
15 - 19	515	234	281	283	131	152	194	83	111	27	12	15	11	8	3	0	0	0
20 - 24	949	464	485	564	250	314	287	161	126	40	21	19	51	30	21	7	2	5
25 - 29	1,021	553	468	684	338	346	234	132	102	57	44	13	42	36	6	4	3	1
30 - 34	940	511	429	601	294	307	232	137	95	61	41	20	44	37	7	2	2	0
35 - 39	874	488	386	532	290	242	251	134	117	60	39	21	28	22	6	3	3	0
40 - 44	888	492	396	543	307	236	257	124	133	58	39	19	30	22	8	0	0	0
45 - 49	935	523	412	582	303	279	268	161	107	60	39	21	23	19	4	2	1	1
50 - 54	991	518	473	656	347	309	256	122	134	47	30	17	29	19	10	3	0	3
55 - 59	935	535	400	585	339	246	271	141	130	48	34	14	30	20	10	1	1	0
60 - 64	705	397	308	449	262	187	198	100	98	37	21	16	20	13	7	1	1	0
65 - 69	511	292	219	347	199	148	134	75	59	14	10	4	16	8	8	0	0	0
70 - 74	304	163	141	187	106	81	97	46	51	11	6	5	9	5	4	0	0	0
75 +	235	124	111	140	78	62	82	38	44	10	6	4	3	2	1	0	0	0
<b>% DISTRIBUTION <sup>2</sup></b>	<b>100</b>	<b>53.6</b>	<b>46.4</b>	<b>62.5</b>	<b>32.9</b>	<b>29.6</b>	<b>28.9</b>	<b>15.0</b>	<b>13.9</b>	<b>5.2</b>	<b>3.3</b>	<b>1.9</b>	<b>3.2</b>	<b>2.3</b>	<b>0.9</b>	<b>0.2</b>	<b>0.1</b>	<b>0.1</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, February 2017 <sup>1</sup>

Country of Usual Residence	Mode of Travel			Percentage %
	Air	Sea	Total	
<b>OCEANIA</b>	<b>6,314</b>	<b>123</b>	<b>6,437</b>	<b>82.4</b>
American Samoa	812	0	812	10.4
Fiji	275	5	280	3.6
Cook Island	3	0	3	0.0
Other Pacific Is	259	88	347	4.4
New Zealand	3,255	24	3,279	42.0
Australia	1,710	6	1,716	22.0
<b>EUROPE</b>	<b>268</b>	<b>7</b>	<b>275</b>	<b>3.5</b>
United Kingdom	98	4	102	1.3
Scandinavia	11	0	11	0.1
Benelux	10	0	10	0.1
Germany	97	0	97	1.2
Other Europe	52	3	55	0.7
<b>AMERICA</b>	<b>495</b>	<b>0</b>	<b>495</b>	<b>6.3</b>
U.S.A	467	0	467	6.0
Canada	28	0	28	0.4
<b>ASIA</b>	<b>354</b>	<b>24</b>	<b>378</b>	<b>4.8</b>
Japan	46	0	46	0.6
China	195	22	217	2.8
Korea	17	2	19	0.2
Other Asia	96	0	96	1.2
<b>OTHERS</b>	<b>147</b>	<b>78</b>	<b>225</b>	<b>2.9</b>
<b>NOT STATED</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0.0</b>
<b>TOTAL</b>	<b>7,578</b>	<b>232</b>	<b>7,810</b>	<b>100%</b>
<b>PERCENTAGE DISTRIBUTION</b>	<b>97.0</b>	<b>3.0</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, February 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>6,437</b>	<b>82.4</b>	<b>1,840</b>	<b>574</b>	<b>2,595</b>	<b>76</b>	<b>430</b>	<b>919</b>	<b>3</b>
American Samoa	812	10.4	125	47	300	17	137	186	0
Fiji	280	3.6	26	102	58	3	37	54	0
Cook Island	3	0.0	2	0	0	0	0	1	0
Other Pacific Is	347	4.4	30	40	35	5	101	136	0
New Zealand	3,279	42.0	1,026	222	1,554	39	93	343	2
Australia	1,716	22.0	631	163	648	12	62	199	1
<b>EUROPE</b>	<b>275</b>	<b>3.5</b>	<b>221</b>	<b>16</b>	<b>13</b>	<b>0</b>	<b>10</b>	<b>15</b>	<b>0</b>
United Kingdom	102	1.3	76	11	4	0	3	8	0
Scandinavia	11	0.1	11	0	0	0	0	0	0
Benelux	10	0.1	10	0	0	0	0	0	0
Germany	97	1.2	84	0	6	0	4	3	0
Other Europe	55	0.7	40	5	3	0	3	4	0
<b>AMERICA</b>	<b>495</b>	<b>6.3</b>	<b>196</b>	<b>46</b>	<b>139</b>	<b>4</b>	<b>36</b>	<b>74</b>	<b>0</b>
U.S.A.	467	6.0	174	45	136	4	36	72	0
Canada	28	0.4	22	1	3	0	0	2	0
<b>ASIA</b>	<b>378</b>	<b>4.8</b>	<b>137</b>	<b>59</b>	<b>52</b>	<b>0</b>	<b>69</b>	<b>61</b>	<b>0</b>
Japan	46	0.6	16	13	8	0	1	8	0
China	217	2.8	72	31	32	0	37	45	0
Korea	19	0.2	10	2	2	0	0	5	0
Other Asia	96	1.2	39	13	10	0	31	3	0
<b>OTHER COUNTRIES</b>	<b>225</b>	<b>2.9</b>	<b>78</b>	<b>18</b>	<b>7</b>	<b>0</b>	<b>26</b>	<b>96</b>	<b>0</b>
<b>TOTAL</b>	<b>7,810</b>	<b>100.0</b>	<b>2,472</b>	<b>713</b>	<b>2,806</b>	<b>80</b>	<b>571</b>	<b>1,165</b>	<b>3</b>
<b>Percentage Distribution <sup>2</sup></b>	<b>100.0</b>		<b>31.7</b>	<b>9.1</b>	<b>35.9</b>	<b>1.0</b>	<b>7.3</b>	<b>14.9</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.

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, February 2017 <sup>1</sup>

Carrier	Total		Purpose of Entry			
			Returning Residence	Percentage <sup>2</sup>	Total Visitors	Percentage <sup>2</sup>
<b>Total</b>	<b>10,987</b>	<b>100%</b>	<b>3,177</b>	<b>28.9</b>	<b>7,810</b>	<b>71.1</b>
<b><u>AIR</u></b>						
Virgin Samoa <sup>3</sup>	3,494	31.8	1,084	9.9	2,410	21.9
Polynesian	1,671	15.2	595	5.4	1,076	9.8
Talofa Airways	290	2.6	132	1.2	158	1.4
Air New Zealand	3,650	33.2	986	9.0	2,664	24.2
Fiji Airways <sup>4</sup>	1,124	10.2	246	2.2	878	8.0
Other Air Carrier	507	4.6	115	1.0	392	3.6
<b><u>SEA</u></b>						
Lady Naomi	41	0.4	6	0.1	35	0.3
Yacht	58	0.5	0	0.0	58	0.5
Other Sea Carrier	152	1.4	13	0.1	139	1.3

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, February 2017 <sup>1</sup>

Duration of Stay	Place of Stay			
	Total	Hotel/Motel	Private	Not Stated
<b>Total</b>	<b>7,239</b>	<b>2,469</b>	<b>4,342</b>	<b>428</b>
1day	118	65	47	6
2days	211	108	87	16
3days	352	181	151	20
4days	417	253	158	6
5days	468	255	192	21
6days	439	233	174	32
7days	859	389	445	25
8-14days	2,152	637	1,444	71
15-30days	871	140	699	32
31-60days	158	32	116	10
61-90days	76	5	66	5
91-180days	56	3	49	4
181-365days	81	11	68	2
> Year	385	91	267	27
Not Stated	596	66	379	151
<b>Percentage Distribution <sup>2</sup></b>	<b>100</b>	<b>34.1</b>	<b>60.0</b>	<b>5.9</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