



Samoa Bureau of Statistics

International Arrival Statistics

May 2017

Overview

MONTHLY HIGHLIGHTS:

In May 2017 compared with May 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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May 2017	All Arrivals	All Visitors
Number	16,198	11,025
% change from previous month	0.6	-5.0
% change from previous year	4.8	-2.0

ISSUE #05

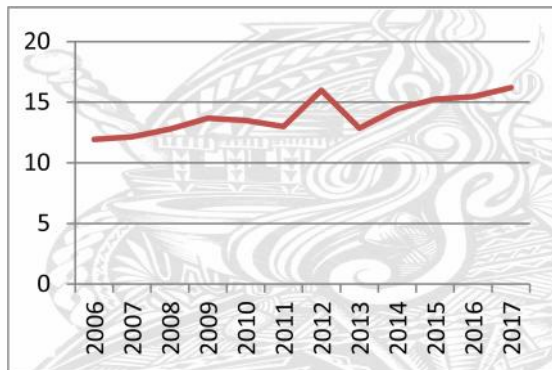
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1. TOTAL ARRIVALS

The total International Arrival Statistics recorded for the month of **May 2017** (table 1), revealed an increase of 0.6 percent over the previous month and an increase of 4.8 percent over the corresponding month of May 2016. (Refer Fig. 1)

Air was the preferred mode of travel to Samoa, representing 96.1 percent (15,152) of total arrivals, while the remaining 3.9 percent (919) arrived by sea in May 2017.

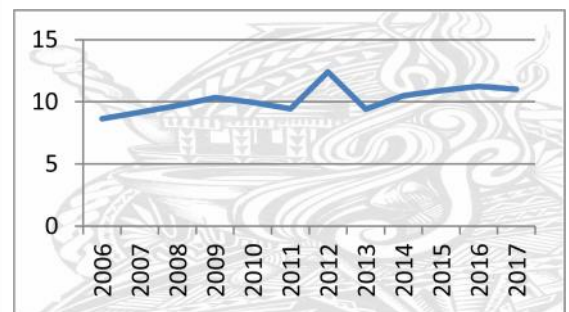
Fig. 1: May Total Arrivals, 2006 – 2017



2. TOTAL VISITORS

Overall Visitors numbered 11,025 for the month under review revealed a decrease of 5.0 percent over the previous month and a decrease of 2.0 percent when compared to the corresponding month of May 2016. (Refer Fig. 2).

Fig. 2: May Total Visitors, 2006 – 2017



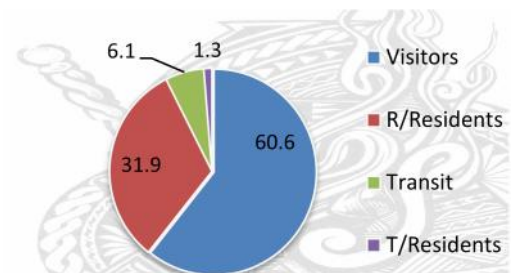
Visitor arrivals have a strong seasonal pattern with a regular peak of numbers during holiday seasons normally from December to January. The smoothed short-term trend for visitor arrivals adjusting for seasonal pattern is shown in Appendix Graph 2.

3. TOTAL ARRIVALS BY PURPOSE OF ENTRY

Visitors, including transit, made up the largest component of all arrivals with 34.8 percent (5,638) being males and 32.0 percent (5,176) being females.

Male returning residents made up 19.4 percent (3,146) of total arrivals while their female counterpart made up 12.5 percent (2,027). (Refer Fig. 3)

Fig. 3: Total Arrivals, by Purpose of Visit



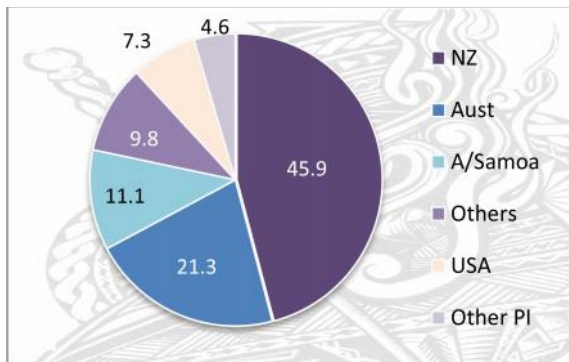
Overview cont'd

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 45.9 percent or 5,062 of total visitors. Australia followed next with a distant 21.3 percent share (2,350).

American Samoa represented 11.1 percent (1,219) while the United States of America represented 7.3 percent (802) of total visitors. (Refer Fig. 4)

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

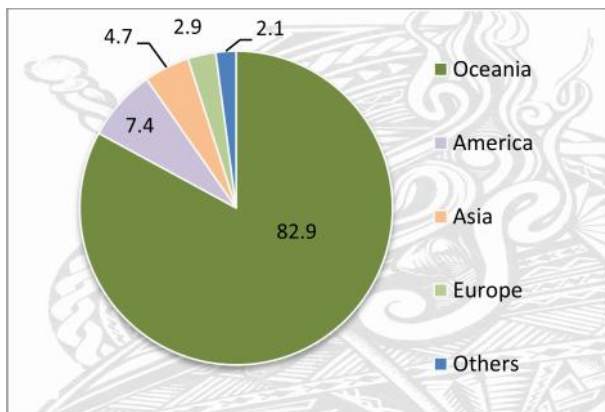


5. VISITORS BY REGION

The Oceanic Region had the highest share of total visitors with 82.9 percent, followed by America with 7.4 percent.

Asia reported a share of 4.7 percent while Europe reported the least share with 2.9 percent. (Refer Fig. 5).

Fig. 5: Total Visitors, by Region



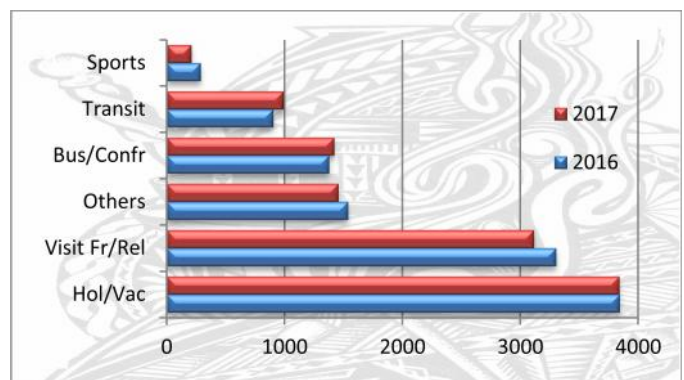
6. VISITORS BY PURPOSE OF VISIT

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 May 2017.

The majority of visitors (34.8 percent) entered our shores for holiday/ vacation while 28.3 percent entered our shores to visit friends/ relatives while.

Those who were here for Business/ Conference made up 12.9 percent while those who were here on Transit recorded a share of 9.0 percent. Fig.6 depicts total visitors by purpose of visit for May 2016 and May 2017.

Fig. 6: Total Visitors, by Purpose of Visit

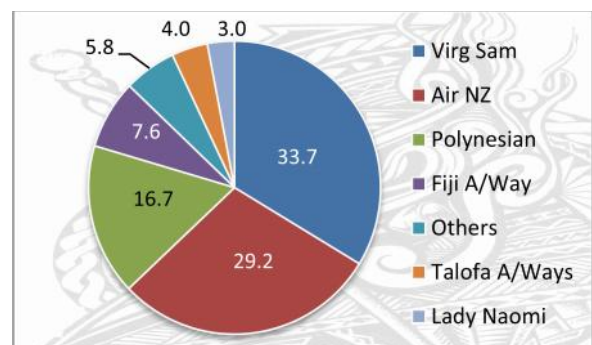


7. TOTAL ARRIVALS BY CARRIER

As depicted in table 5, Virgin Samoa leads the way of arrival by carriers' during the reference period with a 33.7 percent share (5,460 passengers) followed by Air New Zealand with a 29.2 percent share (4,725 passengers).

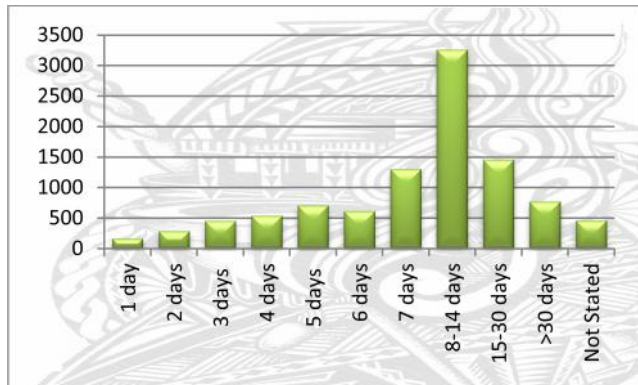
Polynesian Airlines brought in 16.7 percent (2,698) of total arrivals while Fiji Airways, formerly known as Air Pacific, recorded a share of 7.6 percent (1,239). Fig. 7 illustrates total arrivals by carrier during the reference period.

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 (55.4 percent or 5,562 visitors) reported staying in private accommodation or with families/ relatives while 41.2 percent (4,130) stayed in hotels/ motels. The remaining 3.4 percent or 343 visitors did not state their place of stay. (Refer Fig. 9).

Fig. 9: Total Visitors by Place of Stay

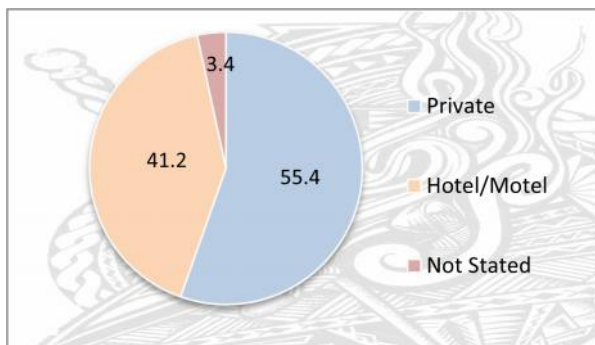
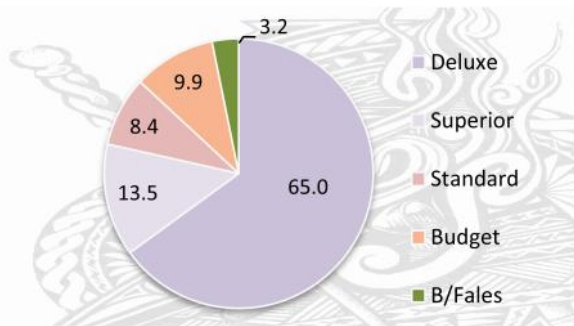


Fig. 10 portrays the number of visitors who stayed in hotels/ motels (3,001) by type of accommodation (hotel/ motel), within the reference month.

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

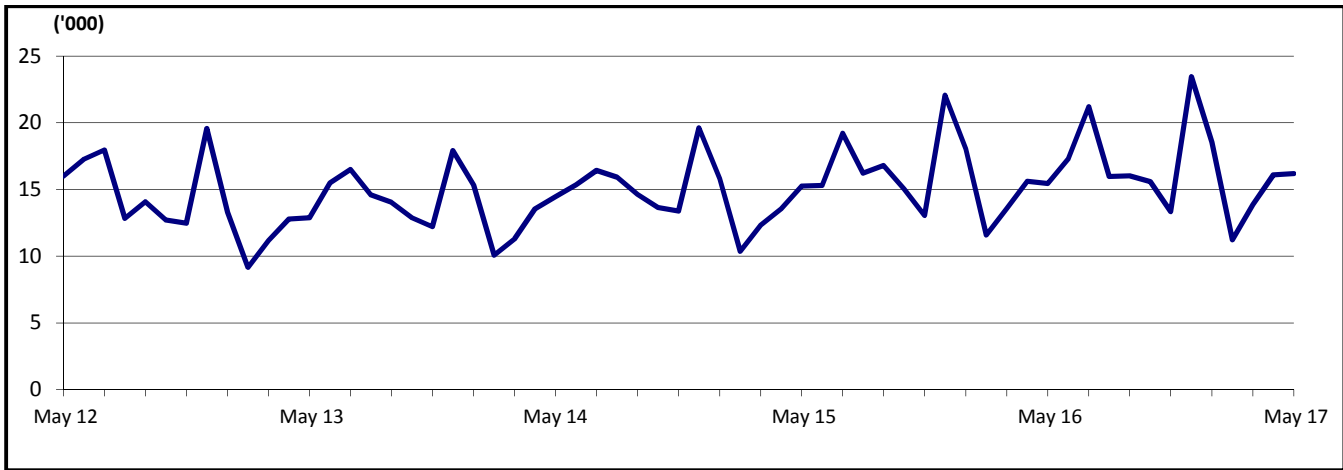
The migration report for the month of June 2017 will be released indefinitely due to other official commitments by the relevant staff.

Muagututi'a S Reupena

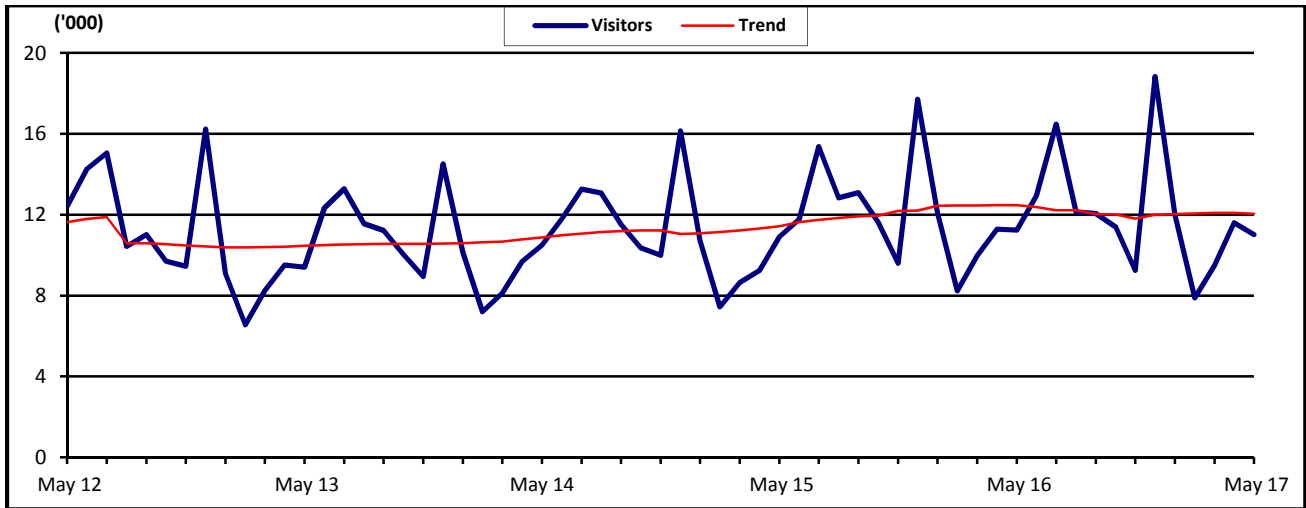
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APPENDIX

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



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



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

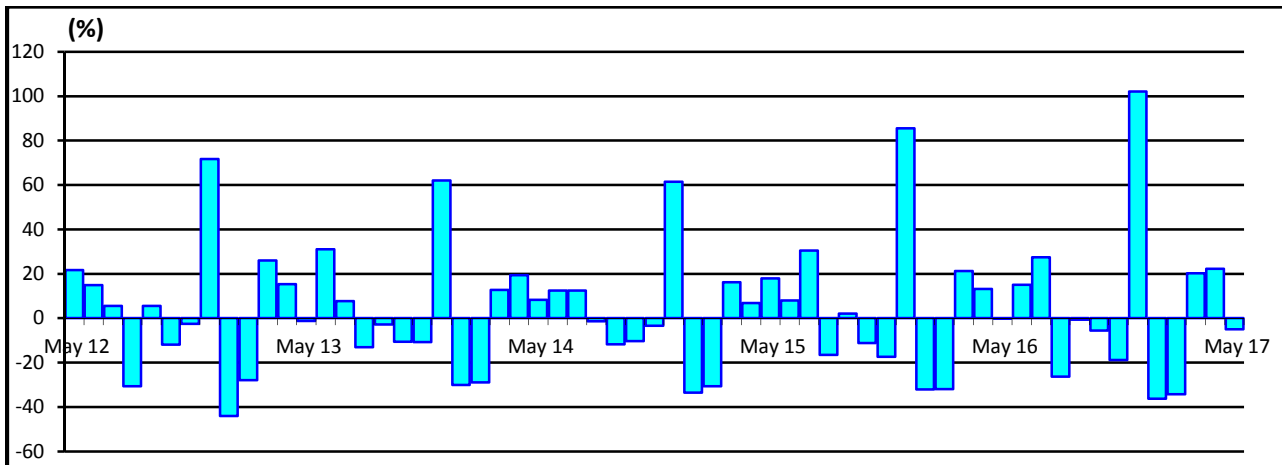


Table 1: Monthly Arrival and Departure by Mode of Travel and Net Migration, 2013 - 2017¹

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	128,623	3,172	131,795	166,075	7,638	173,713	170,742	8,275	179,017	-5,304
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
2014										
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	13,221	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
2016										
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	14,596	541	15,137	2,165
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
2017										
January	11,459	532	11,991	17,769	765	18,534
February	7,599	292	7,891	10,762	473	11,235
March	9,093	397	9,490	13,176	679	13,855
April	11,385	217	11,602	15,167	931	16,098
May	10,791	234	11,025	15,562	636	16,198

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, May 2017 ¹

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
Total	16,198	8,897	7,301	9,824	4,972	4,852	5,173	3,146	2,027	990	666	324	205	110	95	6	3	3
0 - 4	581	307	274	379	198	181	186	99	87	12	8	4	4	2	2	0	0	0
5 - 9	473	241	232	323	167	156	118	64	54	23	7	16	9	3	6	0	0	0
10 - 14	379	175	204	283	127	156	70	37	33	18	9	9	8	2	6	0	0	0
15 - 19	616	325	291	423	212	211	141	81	60	46	29	17	6	3	3	0	0	0
20 - 24	1,352	730	622	716	301	415	529	359	170	91	62	29	16	8	8	0	0	0
25 - 29	1,489	881	608	819	402	417	561	405	156	99	72	27	10	2	8	0	0	0
30 - 34	1,386	794	592	781	390	391	488	327	161	106	74	32	11	3	8	0	0	0
35 - 39	1,324	800	524	728	389	339	480	327	153	101	72	29	15	12	3	0	0	0
40 - 44	1,244	702	542	674	339	335	464	290	174	87	61	26	19	12	7	0	0	0
45 - 49	1,513	824	689	890	449	441	487	284	203	114	78	36	21	12	9	1	1	0
50 - 54	1,513	789	724	981	490	491	425	223	202	90	64	26	17	12	5	0	0	0
55 - 59	1,501	804	697	973	513	460	433	238	195	69	40	29	22	11	11	4	2	2
60 - 64	1,095	580	515	683	360	323	314	162	152	70	43	27	28	15	13	0	0	0
65 - 69	874	491	383	629	342	287	197	115	82	34	24	10	13	10	3	1	0	1
70 - 74	517	281	236	320	177	143	176	89	87	18	14	4	3	1	2	0	0	0
75 +	341	173	168	222	116	106	104	46	58	12	9	3	3	2	1	0	0	0
% DISTRIBUTION ²	100	54.9	45.1	60.6	30.7	30.0	31.9	19.4	12.5	6.1	4.1	2.0	1.3	0.7	0.6	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

Table 3: Total Visitors Arrivals by Country of Usual Residence and Mode of Travel, May 2017 ¹

Country of Usual Residence	Mode of Travel			Percentage %
	Air	Sea	Total	
OCEANIA	9,001	139	9,140	82.9
American Samoa	1,196	23	1,219	11.1
Fiji	240	10	250	2.3
Cook Island	0	0	0	0.0
Other Pacific Is	188	71	259	2.3
New Zealand	5,029	33	5,062	45.9
Australia	2,348	2	2,350	21.3
EUROPE	317	5	322	2.9
United Kingdom	108	0	108	1.0
Scandinavia	8	0	8	0.1
Benelux	4	0	4	0.0
Germany	121	0	121	1.1
Other Europe	76	5	81	0.7
AMERICA	814	7	821	7.4
U.S.A	795	7	802	7.3
Canada	19	0	19	0.2
ASIA	441	78	519	4.7
Japan	30	0	30	0.3
China	178	30	208	1.9
Korea	11	2	13	0.1
Other Asia	222	46	268	2.4
OTHERS	217	5	222	2.0
NOT STATED	1	0	1	0.0
TOTAL	10,791	234	11,025	100%
PERCENTAGE DISTRIBUTION	97.9	2.1	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, May 2017 ¹

Country of Usual Residence	Purpose of Visit								
	Total	Percentage ²	Holiday/ Vacation	Business/ Conference	Visit Friends/ Relatives	Sports	Transit	Others	Not Stated
OCEANIA	9,140	82.9	3,206	1,231	2,817	195	515	1,175	1
American Samoa	1,219	11.1	198	65	385	64	252	255	0
Fiji	250	2.3	50	77	34	1	53	35	0
Cook Island	0	0.0	0	0	0	0	0	0	0
Other Pacific Is	259	2.3	31	62	42	1	74	49	0
New Zealand	5,062	45.9	2,000	657	1,608	84	97	616	0
Australia	2,350	21.3	927	370	748	45	39	220	1
EUROPE	322	2.9	237	21	28	4	15	17	0
United Kingdom	108	1.0	69	12	13	2	4	8	0
Scandinavia	8	0.1	5	2	1	0	0	0	0
Benelux	4	0.0	2	0	0	1	0	1	0
Germany	121	1.1	110	0	3	0	3	5	0
Other Europe	81	0.7	51	7	11	1	8	3	0
AMERICA	821	7.4	203	102	217	7	110	182	0
U.S.A.	802	7.3	194	99	211	7	109	182	0
Canada	19	0.2	9	3	6	0	1	0	0
ASIA	519	4.7	89	50	33	0	288	58	1
Japan	30	0.3	13	12	2	0	0	3	0
China	208	1.9	44	20	19	0	95	29	1
Korea	13	0.1	4	0	0	0	8	1	0
Other Asia	268	2.4	28	18	12	0	185	25	0
OTHER COUNTRIES	222	2.0	104	15	20	2	61	20	0
Not Stated	1	0.0	0	0	0	0	1	0	0
TOTAL	11,025	100.0	3,839	1,419	3,115	208	990	1,452	2
Percentage Distribution ²	100.0		34.8	12.9	28.3	1.9	9.0	13.2	0.0

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, May 2017 ¹

Carrier	Purpose of Entry					
	Total	Returning Residence	Percentage ²	Total Visitors	Percentage ²	
Total	16,198	100%	5,173	31.9	11,025	68.1
<u>AIR</u>						
Virgin Samoa ³	5,460	33.7	1,315	8.1	4,145	25.6
Polynesian	2,698	16.7	1,124	6.9	1,574	9.7
Talofa Airways	651	4.0	310	1.9	341	2.1
Air New Zealand	4,725	29.2	1,607	9.9	3,118	19.2
Fiji Airways ⁴	1,239	7.6	237	1.5	1,002	6.2
Other Air Carrier	789	4.9	178	1.1	611	3.8
<u>SEA</u>						
Lady Naomi	484	3.0	380	2.3	104	0.6
Yacht	26	0.2	1	0.0	25	0.2
Other Sea Carrier	126	0.8	21	0.1	105	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, May 2017 ¹

Duration of Stay	Place of Stay			
	Total	Hotel/Motel	Private	Not Stated
Total	10,035	4,130	5,562	343
1day	168	76	84	8
2days	288	189	93	6
3days	456	281	153	22
4days	539	318	194	27
5days	708	477	214	17
6days	616	424	180	12
7days	1,303	741	533	29
8-14days	3,261	1,265	1,898	98
15-30days	1,460	177	1,234	49
31-60days	205	36	156	13
61-90days	71	5	59	7
91-180days	64	5	55	4
181-365days	54	3	42	9
> Year	379	70	296	13
Not Stated	463	63	371	29
Percentage Distribution ²	100	41.2	55.4	3.4

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