



# Samoa Bureau of Statistics

## International Arrival Statistics

June 2017

### Overview

#### MONTHLY HIGHLIGHTS:

In June 2017 compared with June 2016:

• Total arrivals (18,286) increased by 5.7%

• Total visitors (14,153) increased by 9.4%

• Visitors:

Am. S: 28.4% (up by 439)

NZ: 8.6% (up by 483)

AUS: 20.7% (up by 497)

USA: -15.7% (down by 190)

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June 2017	All Arrivals	All Visitors
Number	18,286	14,153
% change from previous month	12.9	28.4
% change from previous year	5.7	9.4

ISSUE #06

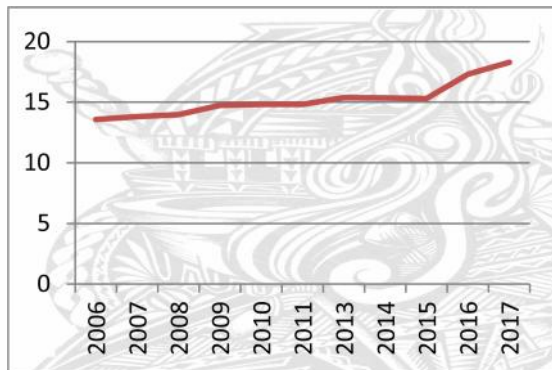
7<sup>TH</sup> NOV 2017

#### 1. TOTAL ARRIVALS

The total International Arrival Statistics recorded for the month of **June 2017** (table 1), revealed an increase of 12.9 percent over the previous month and an increase of 5.7 percent over the corresponding month of June 2016. (Refer Fig. 1)

Air was the preferred mode of travel to Samoa, representing 97.6 percent (17,849) of total arrivals, while the remaining 2.4 percent (437) arrived by sea in June 2017.

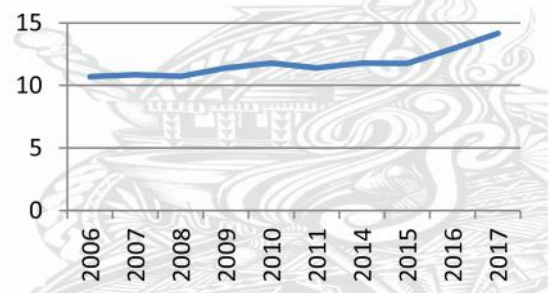
Fig. 1: June Total Arrivals, 2006 – 2017



#### 2. TOTAL VISITORS

Overall Visitors numbered 14,153 for the month under review revealed an increase of 28.4 percent over the previous month and an increase of 9.4 percent when compared to the corresponding month of June 2016. (Refer Fig. 2).

Fig. 2: June Total Visitors, 2006 – 2017



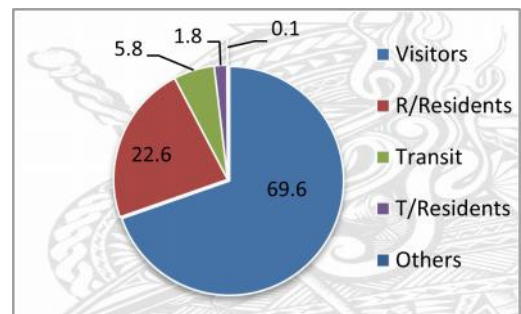
Visitor arrivals have a strong seasonal pattern with a regular peak of numbers during holiday seasons normally from December to January. The smoothed short-term trend for visitor arrivals adjusting for seasonal pattern is shown in Appendix Graph 2.

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

Visitors, including transit, made up the largest component of all arrivals with 37.7 percent (6,892) being males and 37.7 percent (6,902) being females.

Male returning residents made up 12.0 percent (2,196) of total arrivals while their female counterpart made up 10.6 percent (1,937). (Refer Fig. 3)

Fig. 3: Total Arrivals, by Purpose of Visit



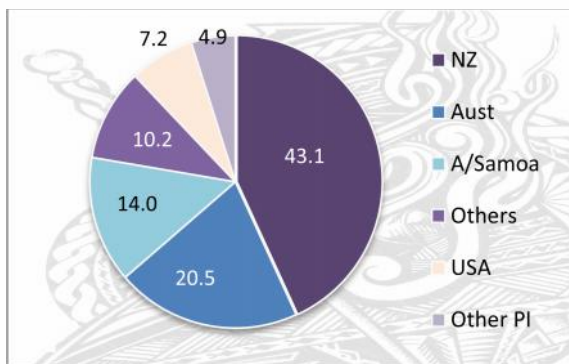
# Overview cont'd

## 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 43.1 percent or 6,106 of total visitors. Australia followed next with a distant 20.5 percent share (2,899).

American Samoa represented 14.0 percent (1,986) while the United States of America represented 7.2 percent (1,024) of total visitors. (Refer Fig. 4)

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

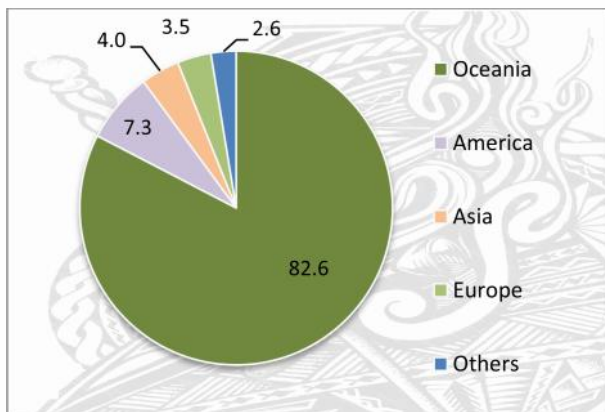


## 5. VISITORS BY REGION

The Oceanic Region had the highest share of total visitors with 82.6 percent, followed by America with 7.3 percent.

Asia reported a share of 4.0 percent while Europe reported the least share with 3.5 percent. (Refer Fig. 5).

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



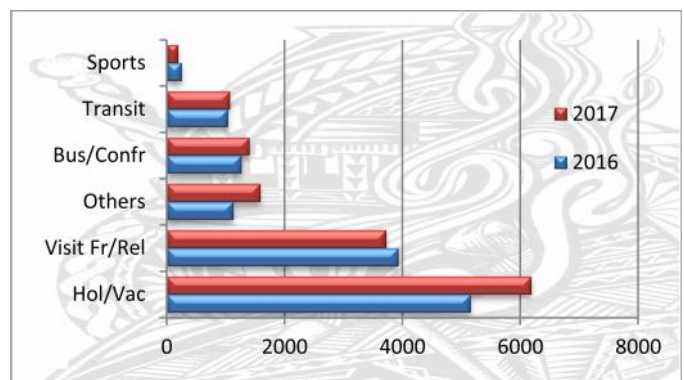
## 6. VISITORS BY PURPOSE OF VISIT

The principal source markets (table 4) namely New Zealand, American Samoa, Australia, and the United States of America constitute 84.9 percent of all visitors visiting Samoa in June 2017.

The majority of visitors (43.7 percent) entered our shores for holidays and vacations while 26.3 percent entered our shores to visit friends and relatives.

Those who were here for Business/ Conference made up 9.9 percent while those who were here on Transit recorded a share of 7.5 percent. Fig.6 depicts total visitors by purpose of visit for June 2016 and June 2017.

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

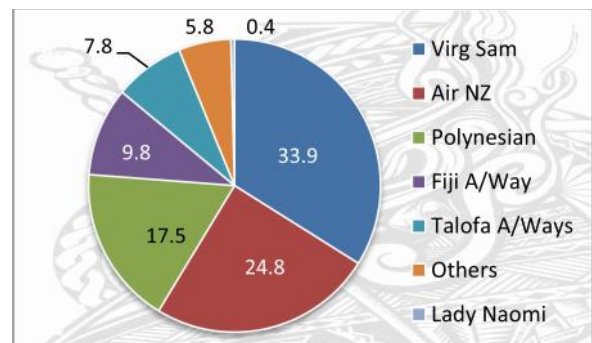


## 7. TOTAL ARRIVALS BY CARRIER

As depicted in table 5, Virgin Samoa leads the way of arrival by carriers' during the reference period with a 33.9 percent share (6,191 passengers) followed by Air New Zealand with a 24.8 percent share (4,533 passengers).

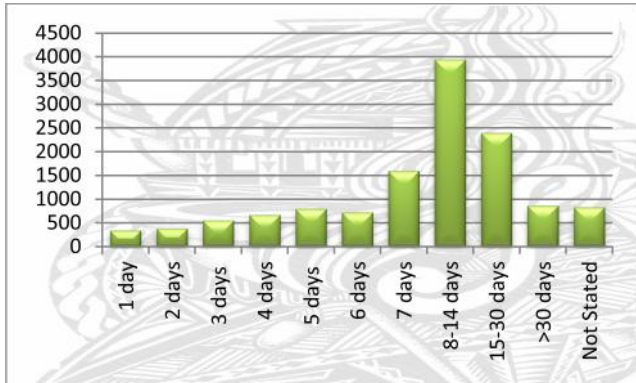
Polynesian Airlines brought in 17.5 percent (3,206) of total arrivals while Fiji Airways, formerly known as Air Pacific, recorded a share of 9.8 percent (1,785). Fig. 7 illustrates total arrivals by carrier during the reference period.

**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 (53.1 percent or 6,950 visitors) reported staying in private accommodation or with families/ relatives while 39.0 percent (5,109) stayed in hotels/ motels. The remaining 7.8 percent or 1,026 visitors did not state their place of stay. (Refer Fig. 9).

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

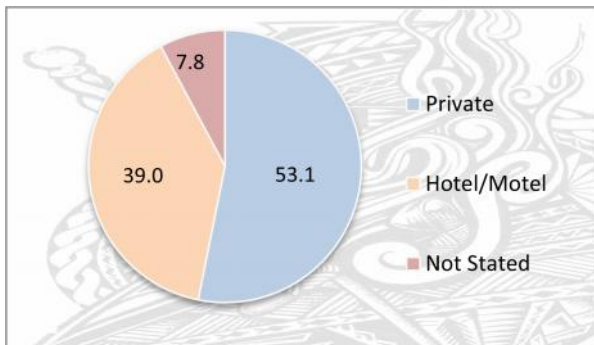
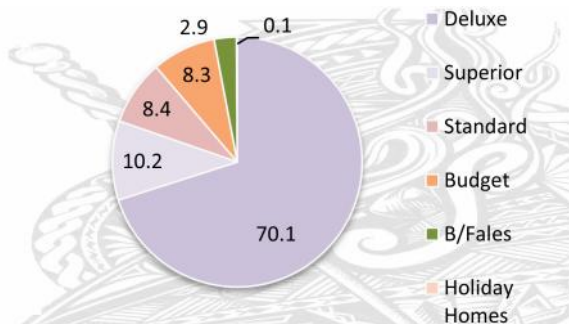


Fig. 10 portrays the number of visitors who stayed in hotels/ motels (5,109) by type of accommodation (hotel/ motel), within the reference month.

**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:*

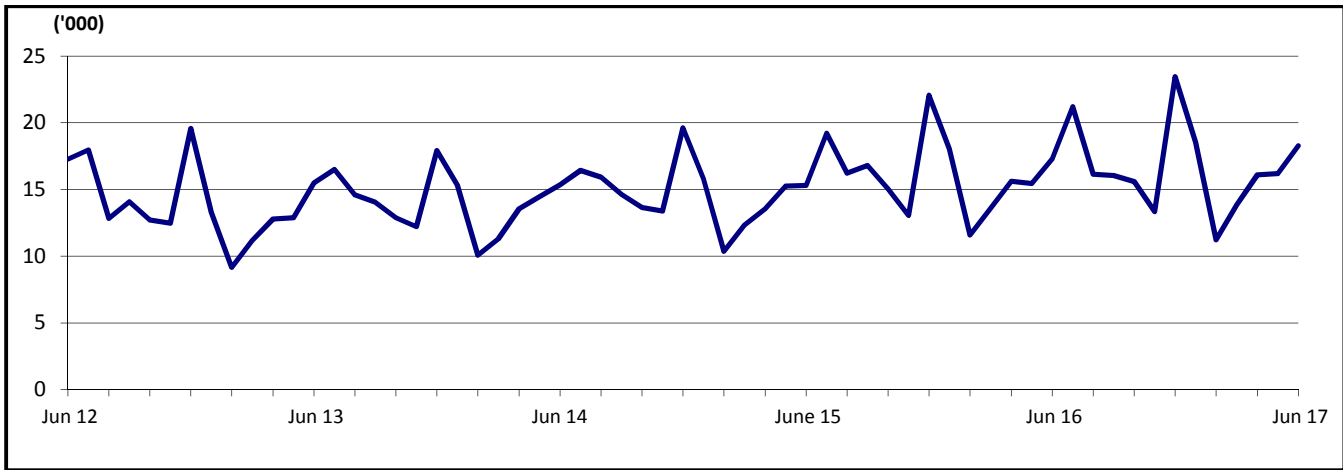
[www.sbs.gov.ws](http://www.sbs.gov.ws)

*The migration report for the month of July 2017 will be released indefinitely due to the back log of migration statistics for the other months.*

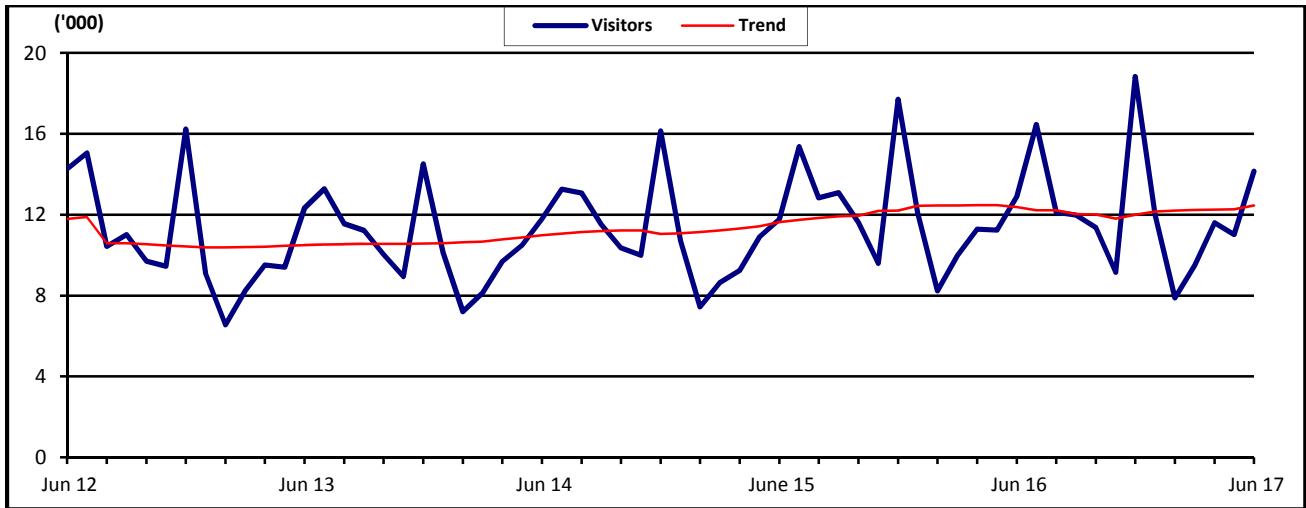
**Muagututi'a S Reupena**  
**GOVERNMENT STATISTICIAN**

**APPENDIX**

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



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



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

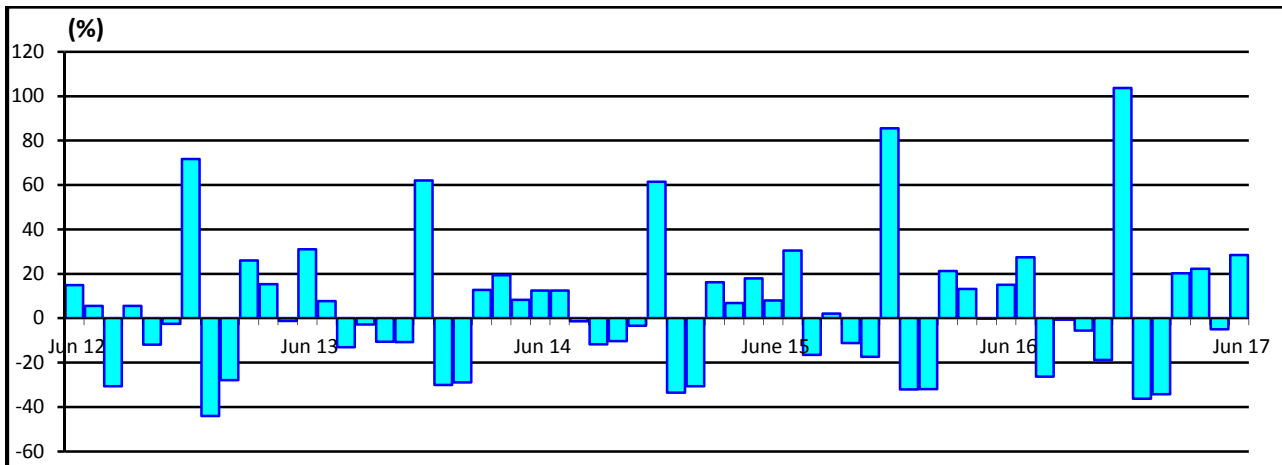




Table 1: Monthly Arrival and Departure by Mode of Travel and Net Migration, 2013 - 2017<sup>1</sup>

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	128,623	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	.....	.....	.....	.....
<b>2014</b>										
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
<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	14,596	541	15,137	2,165
July	15,600	882	16,482	19,892	1,321	21,213	20,070	628	20,698	515
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	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	...	...	...	...
June	13,839	314	14,153	17,849	437	18,286	...	...	...	...

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 Sex, June 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>18,286</b>	<b>9,300</b>	<b>8,986</b>	<b>12,726</b>	<b>6,269</b>	<b>6,457</b>	<b>4,133</b>	<b>2,196</b>	<b>1,937</b>	<b>1,068</b>	<b>623</b>	<b>445</b>	<b>334</b>	<b>195</b>	<b>139</b>	<b>25</b>	<b>17</b>	<b>8</b>
0 - 4	815	423	392	597	316	281	163	82	81	44	23	21	10	2	8	1	0	1
5 - 9	808	396	412	631	310	321	123	57	66	44	23	21	8	5	3	2	1	1
10 - 14	806	358	448	640	281	359	93	44	49	62	27	35	9	4	5	2	2	0
15 - 19	986	464	522	706	311	395	174	92	82	80	45	35	25	16	9	1	0	1
20 - 24	1,440	661	779	976	384	592	351	202	149	84	51	33	27	22	5	2	2	0
25 - 29	1,569	802	767	1117	524	593	339	199	140	88	60	28	25	19	6	0	0	0
30 - 34	1,354	710	644	911	449	462	331	193	138	87	52	35	25	16	9	0	0	0
35 - 39	1,429	764	665	944	477	467	354	199	155	97	62	35	31	24	7	3	2	1
40 - 44	1,413	736	677	946	468	478	332	179	153	105	74	31	29	15	14	1	0	1
45 - 49	1,613	841	772	1057	535	522	428	240	188	98	50	48	27	13	14	3	3	0
50 - 54	1,611	815	796	1130	567	563	364	188	176	80	39	41	33	17	16	4	4	0
55 - 59	1,471	754	717	1008	528	480	345	163	182	80	41	39	36	21	15	2	1	1
60 - 64	1,209	643	566	851	453	398	292	149	143	40	30	10	23	9	14	3	2	1
65 - 69	853	452	401	615	335	280	196	95	101	31	18	13	11	4	7	0	0	0
70 - 74	512	285	227	339	195	144	128	60	68	34	24	10	10	6	4	1	0	1
75 +	397	196	201	258	136	122	120	54	66	14	4	10	5	2	3	0	0	0
<b>% DISTRIBUTION <sup>2</sup></b>	<b>100</b>	<b>50.9</b>	<b>49.1</b>	<b>69.6</b>	<b>34.3</b>	<b>35.3</b>	<b>22.6</b>	<b>12.0</b>	<b>10.6</b>	<b>5.8</b>	<b>3.4</b>	<b>2.4</b>	<b>1.8</b>	<b>1.1</b>	<b>0.8</b>	<b>0.1</b>	<b>0.1</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, June 2017<sup>1</sup>

Country of Usual Residence	Mode of Travel			Percentage %
	Air	Sea	Total	
<b>OCEANIA</b>	<b>11,501</b>	<b>182</b>	<b>11,683</b>	<b>82.6</b>
American Samoa	1,963	23	1,986	14.0
Fiji	262	8	270	1.9
Cook Island	8	0	8	0.1
Other Pacific Is	284	130	414	2.9
New Zealand	6,090	16	6,106	43.1
Australia	2,894	5	2,899	20.5
<b>EUROPE</b>	<b>492</b>	<b>8</b>	<b>500</b>	<b>3.5</b>
United Kingdom	244	7	251	1.8
Scandinavia	18	0	18	0.1
Benelux	10	0	10	0.1
Germany	108	0	108	0.8
Other Europe	112	1	113	0.8
<b>AMERICA</b>	<b>1,030</b>	<b>0</b>	<b>1,030</b>	<b>7.3</b>
U.S.A	1024	0	1,024	7.2
Canada	6	0	6	0.0
<b>ASIA</b>	<b>511</b>	<b>53</b>	<b>564</b>	<b>4.0</b>
Japan	51	0	51	0.4
China	233	27	260	1.8
Korea	12	2	14	0.1
Other Asia	215	24	239	1.7
<b>OTHERS</b>	<b>143</b>	<b>70</b>	<b>213</b>	<b>1.5</b>
<b>NOT STATED</b>	<b>162</b>	<b>1</b>	<b>163</b>	<b>1.2</b>
<b>TOTAL</b>	<b>13,839</b>	<b>314</b>	<b>14,153</b>	<b>100%</b>
<b>PERCENTAGE DISTRIBUTION</b>	<b>97.8</b>	<b>2.2</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, June 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>11,683</b>	<b>82.5</b>	<b>5,215</b>	<b>1,186</b>	<b>3,281</b>	<b>123</b>	<b>696</b>	<b>1,129</b>	<b>53</b>
American Samoa	1,986	14.0	501	112	582	21	375	392	3
Fiji	270	1.9	47	97	42	4	46	30	4
Cook Island	8	0.1	0	8	0	0	0	0	0
Other Pacific Is	414	2.9	52	82	94	3	105	71	7
New Zealand	6,106	43.1	3,265	553	1,643	75	136	411	23
Australia	2,899	20.5	1,350	334	920	20	34	225	16
<b>EUROPE</b>	<b>500</b>	<b>3.5</b>	<b>369</b>	<b>24</b>	<b>22</b>	<b>39</b>	<b>17</b>	<b>27</b>	<b>2</b>
United Kingdom	251	1.8	180	13	13	23	1	21	0
Scandinavia	18	0.1	17	0	1	0	0	0	0
Benelux	10	0.1	8	0	0	0	0	2	0
Germany	108	0.8	93	5	4	1	2	3	0
Other Europe	113	0.8	71	6	4	15	14	1	2
<b>AMERICA</b>	<b>1,030</b>	<b>7.3</b>	<b>308</b>	<b>78</b>	<b>363</b>	<b>16</b>	<b>103</b>	<b>159</b>	<b>3</b>
U.S.A.	1,024	7.2	304	76	363	16	103	159	3
Canada	6	0.0	4	2	0	0	0	0	0
<b>ASIA</b>	<b>564</b>	<b>4.0</b>	<b>158</b>	<b>89</b>	<b>29</b>	<b>0</b>	<b>188</b>	<b>89</b>	<b>11</b>
Japan	51	0.4	23	17	4	0	0	7	0
China	260	1.8	81	54	15	0	67	34	9
Korea	14	0.1	6	3	2	0	2	0	1
Other Asia	239	1.7	48	15	8	0	119	48	1
<b>OTHER COUNTRIES</b>	<b>213</b>	<b>1.5</b>	<b>62</b>	<b>11</b>	<b>17</b>	<b>4</b>	<b>24</b>	<b>59</b>	<b>36</b>
<b>Not Stated</b>	<b>163</b>	<b>1.2</b>	<b>72</b>	<b>12</b>	<b>10</b>	<b>9</b>	<b>40</b>	<b>3</b>	<b>17</b>
<b>TOTAL</b>	<b>14,153</b>	<b>100.0</b>	<b>6,184</b>	<b>1,400</b>	<b>3,722</b>	<b>191</b>	<b>1,068</b>	<b>1,466</b>	<b>122</b>
<b>Percentage Distribution <sup>2</sup></b>	<b>100.0</b>		<b>43.7</b>	<b>9.9</b>	<b>26.3</b>	<b>1.3</b>	<b>7.5</b>	<b>10.4</b>	<b>0.9</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, June 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>18,286</b>	<b>100%</b>	<b>4,133</b>	<b>22.6</b>	<b>14,153</b>	<b>77.4</b>
<b><u>AIR</u></b>						
Virgin Samoa <sup>3</sup>	6,191	33.9	1,203	6.6	4,988	27.3
Polynesian	3,206	17.5	1,100	6.0	2,106	11.5
Talofa Airways	1,433	7.8	877	4.8	556	3.0
Air New Zealand	4,533	24.8	381	2.1	4,152	22.7
Fiji Airways <sup>4</sup>	1,785	9.8	325	1.8	1,460	8.0
Other Air Carrier	701	3.8	124	0.7	577	3.2
<b><u>SEA</u></b>						
Lady Naomi	81	0.4	71	0.4	10	0.1
Yacht	1	0.0	0	0.0	1	0.0
Other Sea Carrier	355	1.9	52	0.3	303	1.7

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, June 2017 <sup>1</sup>

Duration of Stay	Place of Stay			
	Total	Hotel/Motel	Private	Not Stated
<b>Total</b>	<b>13,085</b>	<b>5,109</b>	<b>6,950</b>	<b>1,026</b>
1day	343	83	220	40
2days	383	227	137	19
3days	549	317	192	40
4days	669	395	233	41
5days	794	483	273	38
6days	720	466	216	38
7days	1,594	917	563	114
8-14days	3,945	1659	2020	266
15-30days	2,396	369	1880	147
31-60days	245	33	195	17
61-90days	67	12	49	6
91-180days	39	10	27	2
181-365days	38	2	36	0
> Year	474	57	309	108
Not Stated	829	79	600	150
<b>Percentage Distribution <sup>2</sup></b>	<b>100</b>	<b>39.0</b>	<b>53.1</b>	<b>7.8</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