



Samoa Bureau of Statistics

International Arrival Statistics

July 2017

Overview

MONTHLY HIGHLIGHTS:

In July 2017 compared with July 2016:

• Total arrivals (22,808) increased by 7.5%

• Total visitors (18,269) increased by 10.8%

• Visitors:

Am. S: 38.7% (up by 768)

NZ: 36.7% (up by 2,239)

AUS: 17.6% (up by 509)

USA: 45.7% (up by 468)

INSIDE THIS ISSUE

July 2017	All Arrivals	All Visitors
Number	22,808	18,269
% change from previous month	23.7	28.1
% change from previous year	7.5	10.8

ISSUE #07

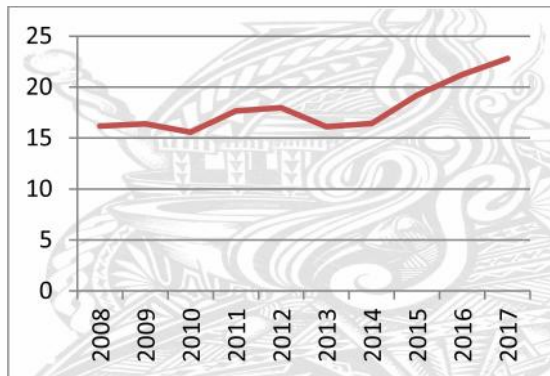
17TH NOV 2017

1. TOTAL ARRIVALS

The total International Arrival Statistics recorded for the month of **July 2017** (table 1), revealed an increase of 23.7 percent over the previous month and an increase of 7.5 percent over the corresponding month of July 2016. (Refer Fig. 1)

Air was the preferred mode of travel to Samoa, representing 98.5 percent (22,468) of total arrivals, while the remaining 1.5 percent (340) arrived by sea in July 2017.

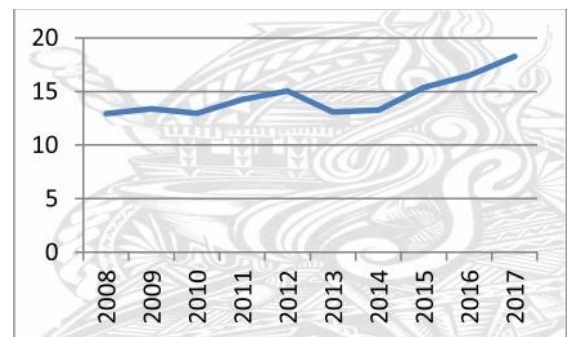
Fig. 1: July Total Arrivals, 2008 – 2017



2. TOTAL VISITORS

Overall Visitors numbered 18,269 for the month under review revealed an increase of 28.1 percent over the previous month and an increase of 10.8 percent when compared to the corresponding month of July 2016. (Refer Fig. 2).

Fig. 2: July Total Visitors, 2008 – 2017



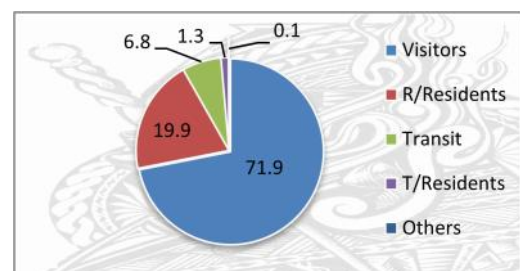
Visitor arrivals have a strong seasonal pattern with a regular peak of numbers during holiday seasons normally from December to January. The smoothed short-term trend for visitor arrivals adjusting for seasonal pattern is shown in Appendix Graph 2.

3. TOTAL ARRIVALS BY PURPOSE OF ENTRY

Visitors, including transit, made up the largest component of all arrivals with 39 percent (8,901) being males and 39.7 percent (9,045) being females.

Male returning residents made up 10.5 percent (2,393) of total arrivals while their female counterpart made up 9.4 percent (2,146). (Refer Fig. 3)

Fig. 3: Total Arrivals, by Purpose of Visit



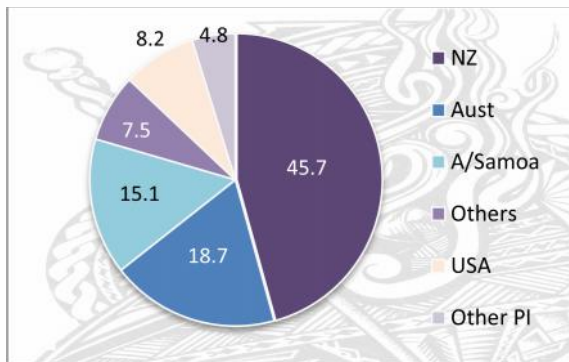
Overview cont'd

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 45.7 percent or 8,345 of total visitors. Australia followed next with a distant 18.7 percent share (3,408).

American Samoa represented 15.1 percent (2,754) while the United States of America represented 8.2 percent (1,492) of total visitors. (Refer Fig. 4)

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

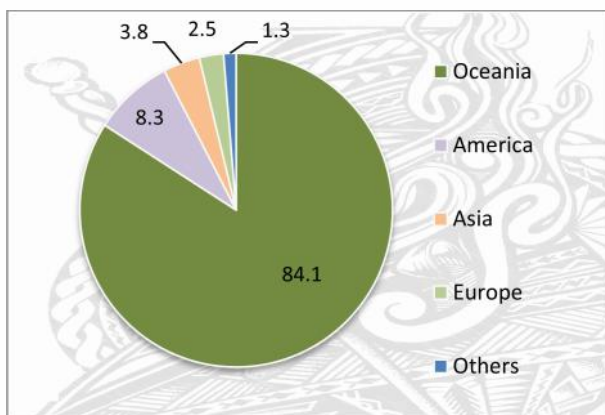


5. VISITORS BY REGION

The Oceanic Region had the highest share of total visitors with 84.1 percent, followed by America with 8.3 percent.

Asia reported a share of 3.8 percent while Europe reported the least share with 2.5 percent. (Refer Fig. 5).

Fig. 5: Total Visitors, by Region



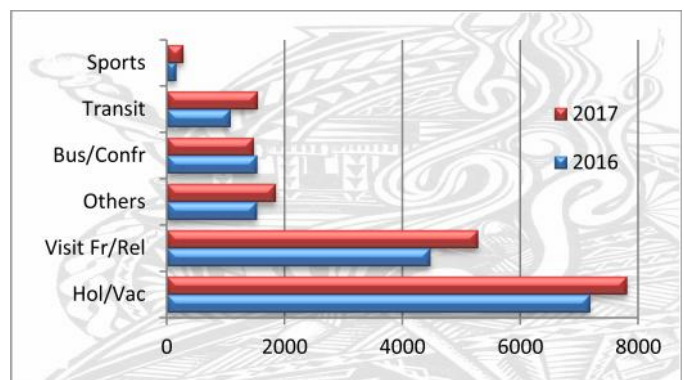
6. VISITORS BY PURPOSE OF VISIT

The principal source markets (table 4) namely New Zealand, American Samoa, Australia, and the United States of America constitute 87.8 percent of all visitors visiting Samoa in July 2017.

The majority of visitors (42.8 percent) entered our shores for holidays and vacations while 28.9 percent entered our shores to visit friends and relatives.

Those who were here for Business/ Conference made up 8.1 percent while those who were here on Transit recorded a share of 8.4 percent. Fig.6 depicts total visitors by purpose of visit for July 2016 and July 2017.

Fig. 6: Total Visitors, by Purpose of Visit

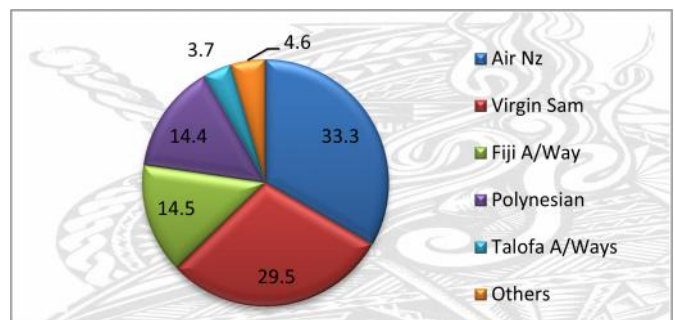


7. TOTAL ARRIVALS BY CARRIER

As depicted in table 5, Air New Zealand leads the way of arrival by carriers' during the reference period with a 33.3 percent share (7,595 passengers) followed by Virgin Samoa with a 29.5 percent share (6,734 passengers).

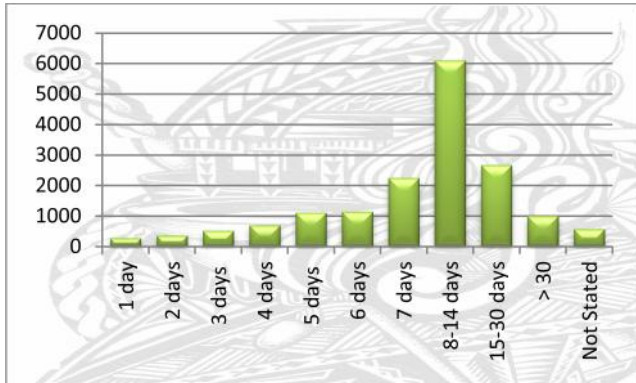
Fiji Airways, formerly known as Air Pacific brought in 14.5 percent (3,304) of total arrivals while Polynesian recorded a share of 14.4 percent (3,286) and Talofa Airways with a 3.7 percent share (845 passengers). Fig. 7 illustrates total arrivals by carrier during the reference period.

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 one and thirty days.

The majority of visitors (50.6 percent or 8,471 visitors) reported staying in private accommodation or with families/ relatives while 43.4 percent (7,263) stayed in hotels/ motels. The remaining 5.9 percent or 993 visitors did not state their place of stay. (Refer Fig. 9).

Fig. 9: Total Visitors by Place of Stay

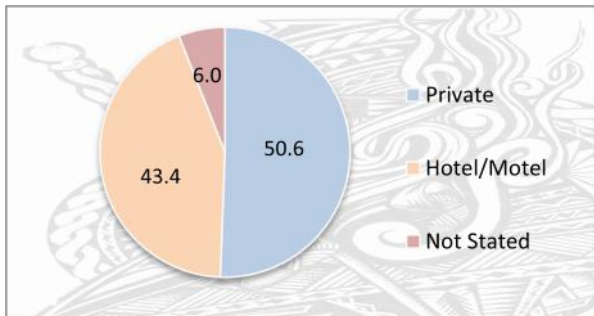
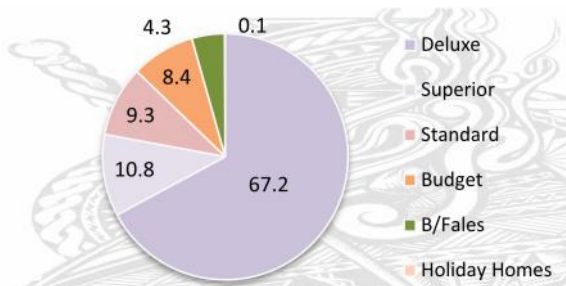


Fig. 10 portrays the number of visitors who stayed in hotels/ motels (7,263) by type of accommodation (hotel/ motel), within the reference month.

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:

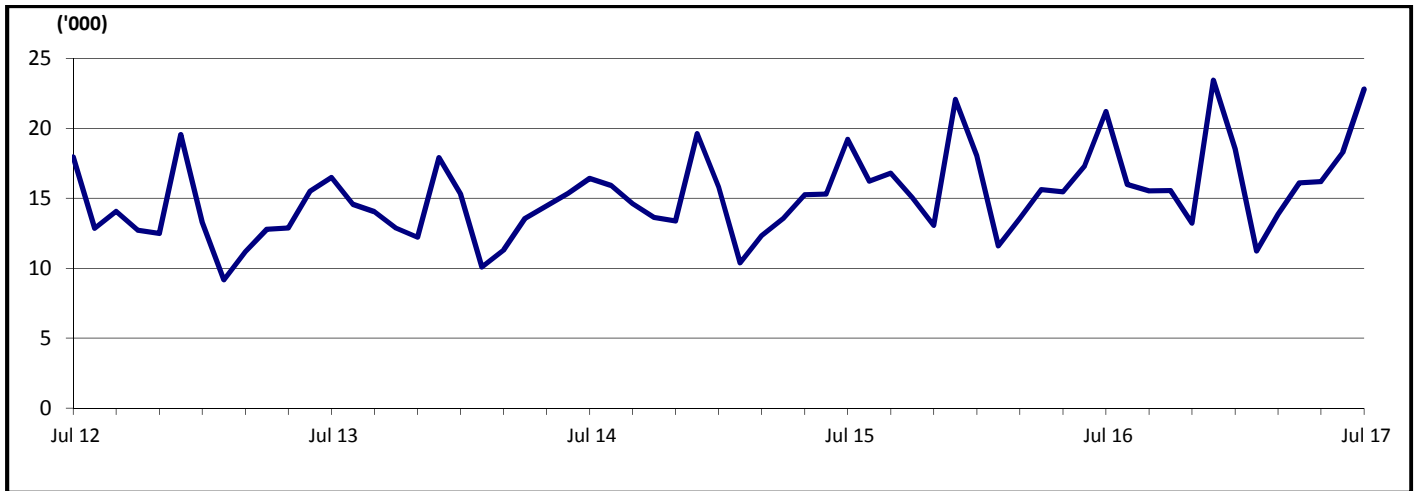
www.sbs.gov.ws

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

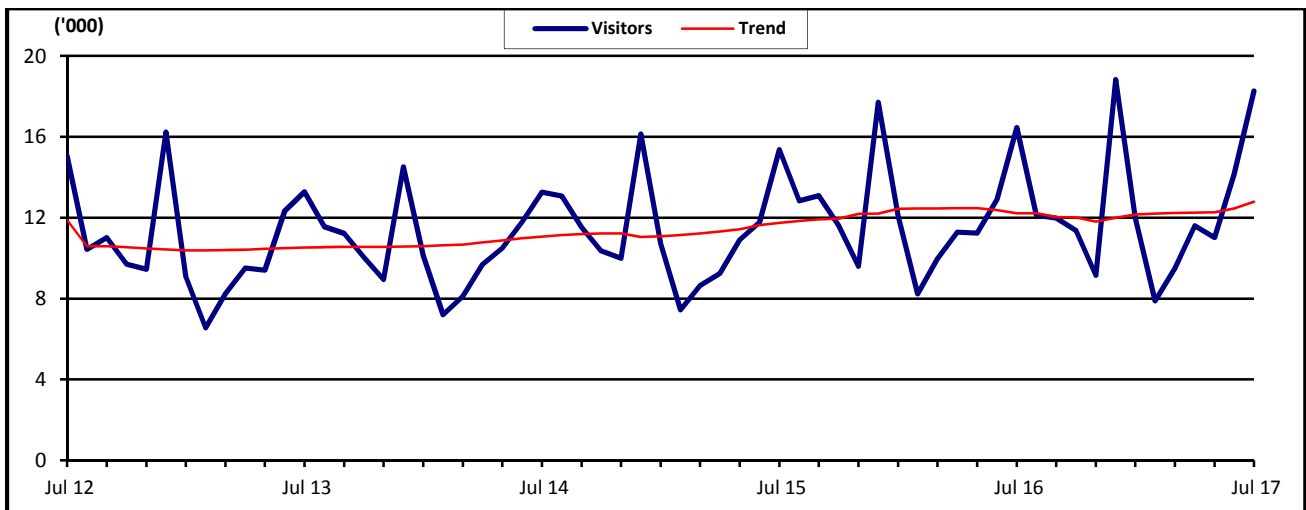
Papalii Fasavalu Benjamin Sila
ACTING GOVERNMENT STATISTICIAN

APPENDIX

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



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



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

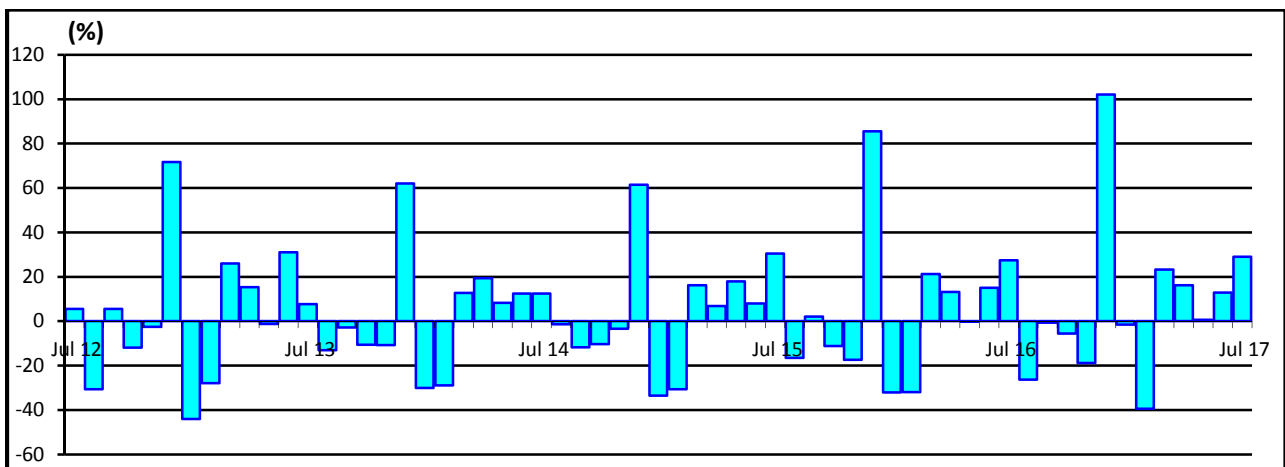


Table 1: Monthly Arrival and Departure by Mode of Travel and Net Migration, 2013 - 2017¹

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										
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	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
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
June	13,943	314	14,257	17,997	437	18,434
July	17,981	288	18,269	22,468	340	22,808

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, July 2017¹

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	22,808	11,473	11,335	16,404	7,996	8,408	4,539	2,393	2,146	1,542	905	637	315	176	139	8	3	5
0 - 4	995	502	493	748	367	381	180	106	74	58	26	32	9	3	6	0	0	0
5 - 9	1,178	576	602	941	472	469	161	69	92	66	31	35	10	4	6	0	0	0
10 - 14	1,461	712	749	1194	587	607	178	87	91	80	33	47	8	5	3	1	0	1
15 - 19	1,614	708	906	1221	515	706	245	124	121	120	55	65	27	14	13	1	0	1
20 - 24	1,597	714	883	1062	416	646	391	208	183	112	73	39	32	17	15	0	0	0
25 - 29	1,700	842	858	1178	527	651	368	204	164	136	103	33	18	8	10	0	0	0
30 - 34	1,595	831	764	1119	554	565	321	179	142	136	88	48	17	10	7	2	0	2
35 - 39	1,654	855	799	1114	544	570	367	201	166	147	94	53	26	16	10	0	0	0
40 - 44	1,822	889	933	1284	600	684	382	202	180	129	73	56	26	13	13	1	1	0
45 - 49	2,162	1122	1040	1519	762	757	454	253	201	165	92	73	23	14	9	1	1	0
50 - 54	1,950	1044	906	1386	725	661	401	211	190	133	85	48	30	23	7	0	0	0
55 - 59	1,787	974	813	1259	677	582	385	204	181	110	76	34	32	16	16	1	1	0
60 - 64	1,369	714	655	974	521	453	317	149	168	55	30	25	22	14	8	1	0	1
65 - 69	948	473	475	709	351	358	170	86	84	46	23	23	23	13	10	0	0	0
70 - 74	570	313	257	400	223	177	138	74	64	26	13	13	6	3	3	0	0	0
75 +	406	204	202	296	155	141	81	36	45	23	10	13	6	3	3	0	0	0
% DISTRIBUTION²	100	50.3	49.7	71.9	35.1	36.9	19.9	10.5	9.4	6.8	4.0	2.8	1.4	0.8	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, July 2017¹

Country of Usual Residence	Mode of Travel			Percentage %
	Air	Sea	Total	
OCEANIA	15,258	113	15,371	84.1
American Samoa	2,753	1	2,754	15.1
Fiji	396	18	414	2.3
Cook Island	10	0	10	0.1
Other Pacific Is	385	55	440	2.4
New Zealand	8,312	33	8,345	45.7
Australia	3,402	6	3,408	18.7
EUROPE	455	0	455	2.5
United Kingdom	209	0	209	1.1
Scandinavia	31	0	31	0.2
Benelux	9	0	9	0.0
Germany	88	0	88	0.5
Other Europe	118	0	118	0.6
AMERICA	1,517	0	1,517	8.3
U.S.A	1492	0	1,492	8.2
Canada	25	0	25	0.1
ASIA	528	175	703	3.8
Japan	68	0	68	0.4
China	245	58	303	1.7
Korea	22	1	23	0.1
Other Asia	193	116	309	1.7
OTHERS	99	0	99	0.5
NOT STATED	124	0	124	0.7
TOTAL	17,981	288	18,269	100%
PERCENTAGE DISTRIBUTION	98.4	1.6	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, July 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	15,371	84.1	6,776	1,183	4,555	234	1,091	1,507	25
American Samoa	2,754	15.1	485	139	827	36	787	478	2
Fiji	414	2.3	57	128	53	39	65	71	1
Cook Island	10	0.1	1	1	2	4	0	2	0
Other Pacific Is	440	2.4	70	99	54	32	95	89	1
New Zealand	8,345	45.7	4,511	520	2,489	107	101	601	16
Australia	3,408	18.7	1,652	296	1,130	16	43	266	5
EUROPE	455	2.5	285	41	63	30	6	26	4
United Kingdom	209	1.1	113	23	36	25	2	7	3
Scandinavia	31	0.2	22	2	1	0	0	6	0
Benelux	9	0.0	7	1	0	0	1	0	0
Germany	88	0.5	66	6	10	1	2	3	0
Other Europe	118	0.6	77	9	16	4	1	10	1
AMERICA	1,517	8.3	523	115	545	15	83	231	5
U.S.A.	1,492	8.2	516	112	538	15	78	228	5
Canada	25	0.1	7	3	7	0	5	3	0
ASIA	703	3.8	132	99	73	0	339	59	1
Japan	68	0.4	16	28	7	0	4	13	0
China	303	1.7	63	43	45	0	124	27	1
Korea	23	0.1	14	4	2	0	3	0	0
Other Asia	309	1.7	39	24	19	0	208	19	0
OTHER COUNTRIES	99	0.5	53	13	13	0	10	10	0
Not Stated	124	0.7	41	22	30	2	13	13	3
TOTAL	18,269	100.0	7,810	1,473	5,279	281	1,542	1,846	38
Percentage Distribution ²	100.0		42.8	8.1	28.9	1.5	8.4	10.1	0.2

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, July 2017 ¹

Carrier	Purpose of Entry					
	Total	Returning Residence	Percentage ²	Total Visitors	Percentage ²	
Total	22,808	100%	4,539	19.9	18,269	80.1
<u>AIR</u>						
Virgin Samoa ³	6,734	29.5	1,211	5.3	5,523	24.2
Polynesian	3,286	14.4	1,074	4.7	2,212	9.7
Talofa Airways	845	3.7	333	1.5	512	2.2
Air New Zealand	7,595	33.3	1,093	4.8	6,502	28.5
Fiji Airways ⁴	3,304	14.5	662	2.9	2,642	11.6
Other Air Carrier	704	3.1	114	0.5	590	2.6
<u>SEA</u>						
Lady Naomi	14	0.1	6	0.0	8	0.0
Yacht	151	0.7	0	0.0	151	0.7
Other Sea Carrier	175	0.8	46	0.2	129	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, July 2017 ¹

Duration of Stay	Place of Stay			
	Total	Hotel/Motel	Private	Not Stated
Total	16,727	7,263	8,471	993
1day	274	105	147	22
2days	359	186	150	23
3days	521	266	216	39
4days	704	403	262	39
5days	1,117	665	395	57
6days	1,147	761	309	77
7days	2,252	1386	763	103
8-14days	6,101	2782	2992	327
15-30days	2,677	484	2031	162
31-60days	214	41	157	16
61-90days	68	8	55	5
91-180days	54	7	44	3
181-365days	51	3	44	4
> Year	617	95	457	65
Not Stated	571	71	449	51
Percentage Distribution ²	100	43.4	50.6	5.9

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