



Samoa Bureau of Statistics

International Arrival Statistics

October 2018

Overview

MONTHLY HIGHLIGHTS:

In October 2018 compared with October 2017:

- Total arrivals (19,385) increased by 19.3%
- Total visitors (14,523) increased by 18.9%
- Visitors:
 - USA: 86.5% (up by 474)
 - AUST: 17.7% (up by 486)
 - NZ: 11.8% (up by 725)
 - AM. SAM: 4.0% (up by 46)

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October 2018	All Arrivals	All Visitors
Number	19,385	14,523
% change from previous month	-3.0	-2.2
% change from previous year	19.3	18.9

ISSUE #10

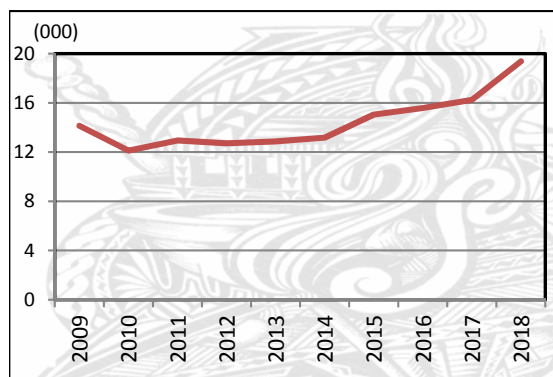
28TH NOVEMBER 2018

1. TOTAL ARRIVALS

The total International Arrival Statistics recorded for the month of **October 2018** (Table 1), revealed a decrease of 3.0 percent over the previous month and an increase of 19.3 percent over the corresponding month of October 2017. (Refer Fig. 1)

As usual, air was the preferred mode of travel to Samoa, representing 97.6 percent (18,928) of total arrivals, while the remaining 2.4 percent (457) arrived by sea in October 2018.

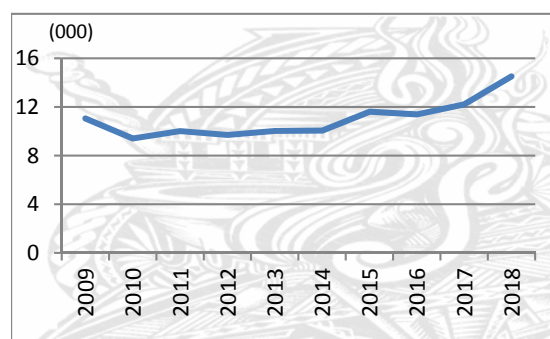
Fig. 1: Total Arrivals, October 2009 – 2018



2. TOTAL VISITORS

Overall Visitors numbered 14,523 for the month under review revealed a decrease of 2.2 percent over the previous month and an increase of 18.9 percent when compared to the corresponding month of October 2017. (Refer Fig. 2).

Fig. 2: Total Visitors, October 2009 – 2018



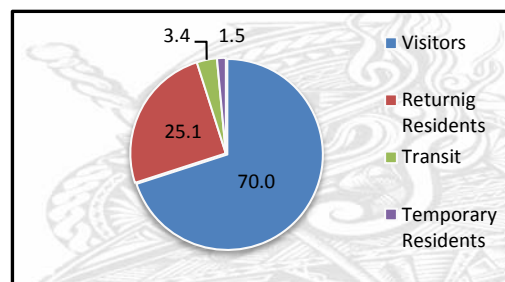
Visitor arrivals have a strong seasonal pattern with a regular peak of numbers during holiday seasons normally December and July. The smoothed short-term trend for visitor arrivals adjusting for seasonal pattern is shown in Appendix Graph 2.

3. TOTAL ARRIVALS BY PURPOSE OF ENTRY

Visitors, (table 2), made up the largest component of all arrivals with 35.7 percent (6,913) represented by females and 34.4 percent (6,659) by males.

Male returning residents made up 13.5 percent (2,613) of total arrivals while their female counterpart made up 11.6 percent (2,249). (Refer Fig. 3)

Fig. 3: Total Arrivals, by Purpose of Visit, October 2018



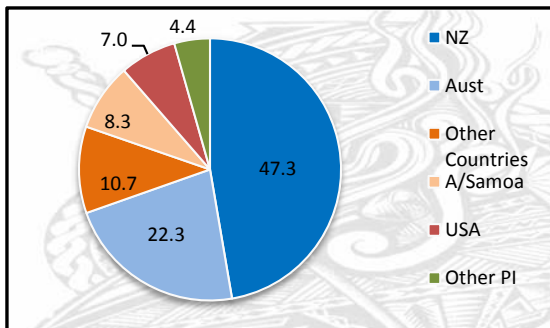
Overview cont'd

4. TOTAL 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 47.3 percent or 6,869 of total visitors. Australia followed next with a distant 22.3 percent share (3,238).

America Samoa represented 8.3 percent (1,207) while the United States of America represented 7.0 percent (1,022) of total visitors. (Refer Fig. 4)

Fig. 4: Total Visitors, by Country of Usual Residence, October 2018

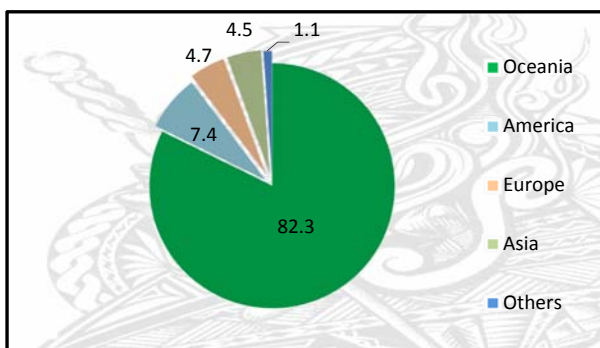


5. TOTAL VISITORS BY REGION

As usual, the Oceanic Region had the highest share of total visitors with 82.3 percent, followed by America with 7.4 percent.

Europe reported a share of 4.7 percent while Asia reported the least share with 4.5 percent. (Refer Fig. 5).

Fig. 5: Total Visitors by Region, October 2018



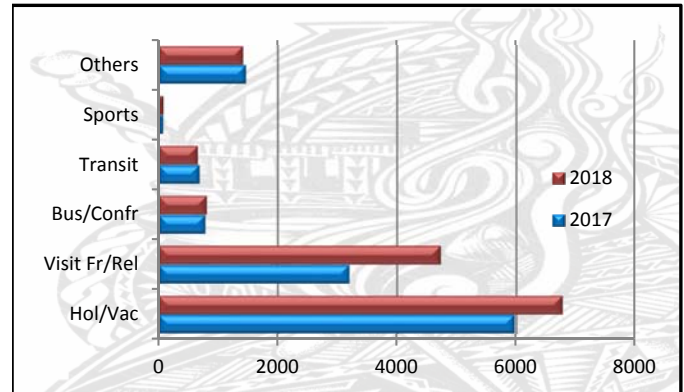
6. TOTAL VISITORS BY PURPOSE OF VISIT

The principal source markets (Table 4) namely New Zealand, American Samoa, Australia, and the United States of America constituted 84.9 percent of all visitors visiting Samoa in October 2018.

The majority of visitors (46.7 percent) entered our shores for holiday and vacation while 32.7 percent entered our shores to visit friends and relatives.

Those who were here for Business/ Conference recorded a share of 5.6 percent while those who were here on transit made up 4.6 percent. Fig.6 depicts total visitors by purpose of visit for October 2017 and October 2018.

Fig. 6: Total Visitors, by Purpose of Visit, October 2017 & October 2018

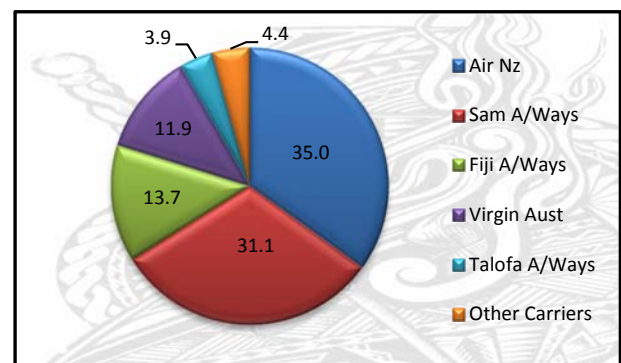


7. TOTAL ARRIVALS BY CARRIER

As depicted in table 5, Air New Zealand leads the way of arrival by carriers during the reference period with a 35.0 percent share (6,789 passengers) followed by Samoa Airways 31.1 percent share (6,022 passengers).

Fiji Airways brought in 13.7 percent (2,663 passengers) of total arrivals while Virgin Australia and Talofa Airways recorded shares of 11.9 percent (2,302) and 3.9 percent (761) respectively. Fig. 7 illustrates total arrivals by carrier during the reference period.

Fig. 7: Total Arrivals by Carrier, October 2018

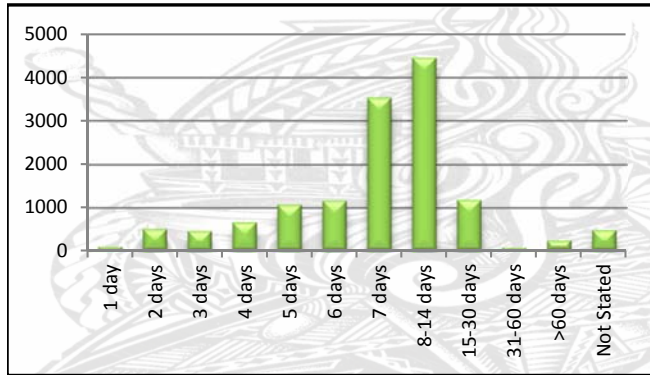


Overview cont'd

8. TOTAL VISITORS BY DURATION OF STAY AND PLACE OF STAY

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

Fig. 8: Total Visitors by Duration of Stay, October 2018



On the other hand, the majority of visitors (48.4 percent or 6,703 visitors) reported staying in hotel/ motel while 47.9 percent (6,639) stayed in private accommodations or with families/ relatives. (Refer Fig. 9).

Fig. 9: Total Visitors by Place of Stay, October 2018

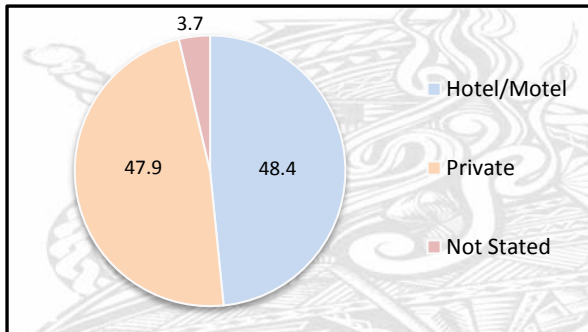
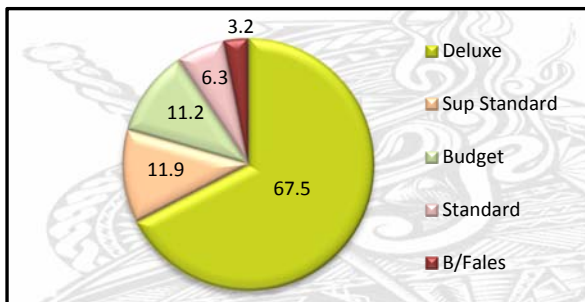


Fig. 10 portrays the number of visitors who stayed in hotels/ motels (6,703) by type of accommodation (hotel/ motel), within the reference month.

Fig. 10: Visitors Staying in Hotels/ Motels by Type of Accommodation, October 2018



Samoa Bureau of Statistics

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)

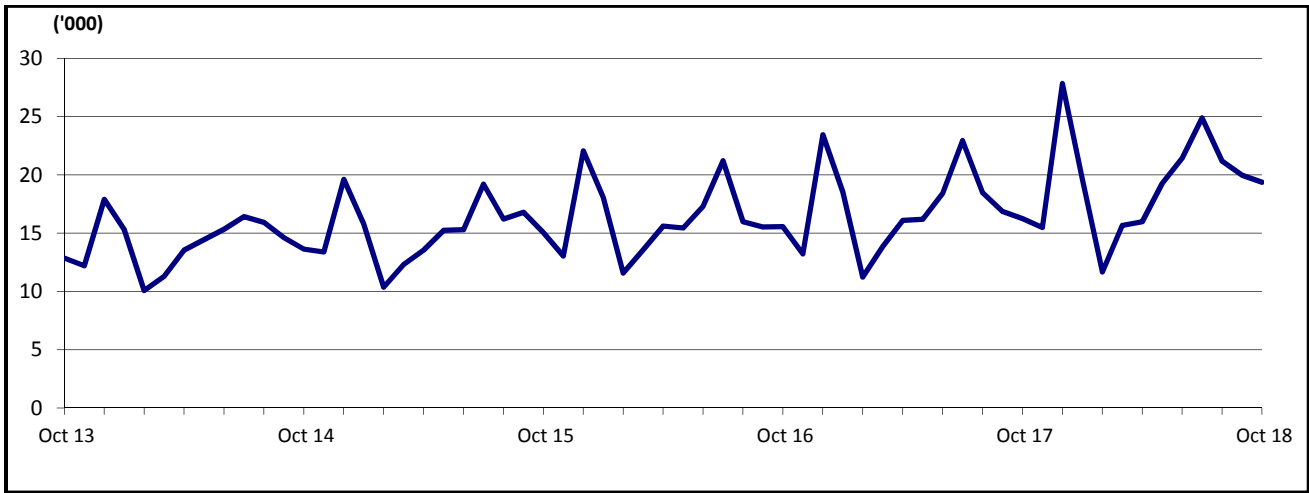
International arrival statistics are compiled on a monthly, quarterly and annual basis. These reports can also be extracted from our website: www.sbs.gov.ws

The migration report for the month of November 2018 will be released indefinitely due to the back log of the compilation of departure migration statistics for the third quarter of 2018.

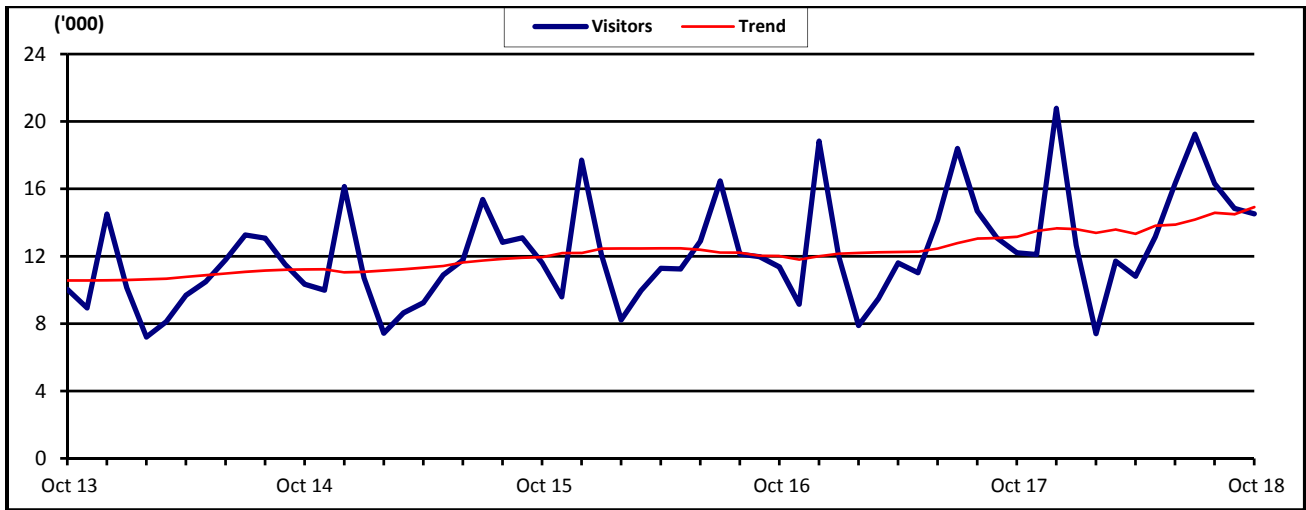
Aliimuamua Malaefono Tauā T Faasalaina
GOVERNMENT STATISTICIAN/ CEO

APPENDIX

Graph 1: Monthly Total Arrivals, October 2013 – October 2018



Graph 2: Monthly Total Visitors, October 2013 – October 2018



Graph 3: Visitors Percentage Change over Previous month, October 2013 – October 2018

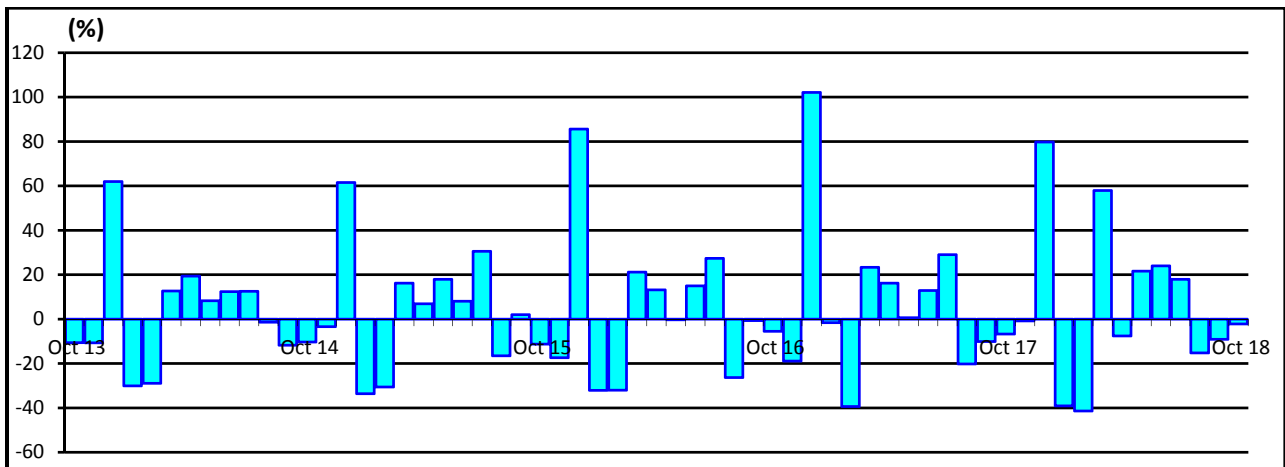


Table 1: Monthly Arrival and Departure by Mode of Travel and Net Migration, 2007 - 2018¹

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	140,288	5,801	146,089	186,810	10,586	197,396	193,759	9,955	203,714	-6,318
2017	153,468	4,047	157,515	204,105	8,135	212,240	210,827	9,228	220,055	-7,815
2015										
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	13276	727	14,003	-950
December	17,148	663	17,811	20,874	1,195	22,069	15941	894	16,835	5,234
2016										
January	11,701	394	12,095	17,306	741	18,047	22,657	746	23,403	-5,356
February	7,931	295	8,226	11,136	448	11,584	13,168	495	13,663	-2,079
March	9,590	392	9,982	12,864	704	13,568	13,550	1,082	14,632	-1,064
April	10,939	368	11,307	14,408	1,230	15,638	14,784	1,279	16,063	-425
May	10,685	561	11,246	14,525	932	15,457	14,186	995	15,181	276
June	12,454	482	12,936	16,760	542	17,302	15,084	554	15,638	1,664
July	15,600	882	16,482	19,892	1,321	21,213	20,325	754	21,079	134
August	11,797	473	12,270	15,218	919	16,137	16,255	704	16,959	-822
September	11,648	418	12,066	15,167	874	16,041	15,101	1,074	16,175	-134
October	10,930	463	11,393	14,639	952	15,591	16,561	781	17,342	-1,751
November	8,791	452	9,243	12,539	811	13,350	13,500	665	14,165	-815
December	18,222	621	18,843	22,356	1,112	23,468	18,588	826	19,414	4,054
2017										
January	11,459	532	11,991	17,769	765	18,534	23,639	919	24,558	-6,024
February	7,599	292	7,891	10,762	473	11,235	13,251	560	13,811	-2,576
March	9,093	397	9,490	13,176	679	13,855	13,726	922	14,648	-793
April	11,385	217	11,602	15,167	931	16,098	15,815	850	16,665	-567
May	10,791	234	11,025	15,562	636	16,198	14,844	921	15,765	433
June	13,943	314	14,257	17,997	437	18,434	16,789	618	17,407	1,027
July	18,104	288	18,392	22,609	340	22,949	23,066	571	23,637	-688
August	14,394	286	14,680	17,807	678	18,485	19,648	1,167	20,815	-2,330
September	12,676	409	13,085	16,073	792	16,865	16,858	865	17,723	-858
October	11,795	419	12,214	15,390	861	16,251	17,080	672	17,752	-1,501
November	11,834	277	12,111	14,976	513	15,489	16,308	470	16,778	-1,289
December	20,395	382	20,777	26,817	1,030	27,847	19,803	693	20,496	7,351
2018										
January	12,177	477	12,654	18,834	788	19,622	26,175	834	27,009	-7,387
February	7,127	286	7,413	11,155	528	11,683	13,822	616	14,438	-2,755
March	11,421	286	11,707	15,098	663	15,761	14,320	745	15,065	696
April	10,463	356	10,819	14,942	1,050	15,992	17,501	1,327	18,828	-2,836
May	12,748	408	13,156	18,215	1,069	19,284	16,960	769	17,729	1,555
June	15,895	420	16,315	20,473	985	21,458	18,599	1,075	19,674	1,784
July	18,838	403	19,241	24,014	879	24,893
August	15,832	489	16,321	20,475	719	21,194
September	14,434	409	14,843	19,494	486	19,980
October	14,153	370	14,523	18,928	457	19,385

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, October 2018 ¹

Age	Purpose of Entry														
	Total			Visitors			Returning Residents			Transit			Temporary Residents		
	Total	Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female
Total	19,385	9,825	9,560	13,572	6,659	6,913	4,862	2,613	2,249	664	403	261	287	150	137
0 - 4	739	372	367	559	289	270	163	75	88	14	7	7	3	1	2
5 - 9	774	392	382	624	319	305	119	57	62	19	9	10	12	7	5
10 - 14	781	361	420	647	293	354	109	56	53	19	9	10	6	3	3
15 - 19	756	383	373	525	227	298	206	137	69	9	6	3	16	13	3
20 - 24	1,319	617	702	835	337	498	425	247	178	39	26	13	20	7	13
25 - 29	1,737	854	883	1193	559	634	450	246	204	75	44	31	19	5	14
30 - 34	1,541	770	771	1132	527	605	324	198	126	67	38	29	18	7	11
35 - 39	1,552	872	680	1055	582	473	410	229	181	60	46	14	27	15	12
40 - 44	1,606	789	817	1090	517	573	403	208	195	73	40	33	40	24	16
45 - 49	1,779	941	838	1178	596	582	495	276	219	81	54	27	25	15	10
50 - 54	1,771	909	862	1222	611	611	449	247	202	71	37	34	29	14	15
55 - 59	1,632	812	820	1108	566	542	457	206	251	44	26	18	23	14	9
60 - 64	1,305	659	646	902	457	445	346	166	180	38	24	14	19	12	7
65 - 69	1,013	537	476	723	377	346	243	131	112	30	23	7	17	6	11
70 - 74	634	328	306	464	234	230	146	78	68	15	11	4	9	5	4
75 +	446	229	217	315	168	147	117	56	61	10	3	7	4	2	2
% DISTRIBUTION ²	100	50.7	49.3	70.0	34.4	35.7	25.1	13.5	11.6	3.4	2.1	1.3	1.5	0.8	0.7

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, October 2018 ¹

Country of Usual Residence	Mode of Travel			Percentage %
	Air	Sea	Total	
OCEANIA	11,809	145	11,954	82.3
American Samoa	1,206	1	1,207	8.3
Fiji	341	7	348	2.4
Cook Island	1	0	1	0
Other Pacific Is	277	14	291	2.0
New Zealand	6,756	113	6,869	47.3
Australia	3,228	10	3,238	22.3
EUROPE	658	18	676	4.7
United Kingdom	232	1	233	1.6
Scandinavia	34	2	36	0.2
Benelux	31	2	33	0.2
Germany	75	4	79	0.5
Other Europe	286	9	295	2.0
AMERICA	1,066	13	1,079	7.4
U.S.A	1,011	11	1,022	7.0
Canada	55	2	57	0.4
ASIA	468	183	651	4.5
Japan	92	0	92	0.6
China	179	42	221	1.5
Korea	45	0	45	0.3
Other Asia	152	141	293	2.0
OTHER COUNTRIES	152	11	163	1.1
TOTAL	14,153	370	14,523	100%
PERCENTAGE DISTRIBUTION	97.5	2.5	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, October 2018 ¹

Country of Usual Residence	Purpose of Visit							
	Total	Percentage ²	Holiday/ Vacation	Business/ Conference	Visit Friends/ Relatives	Sports	Transit	Others
OCEANIA	11,954	82.3	5,571	598	4,315	43	455	972
American Samoa	1,207	8.3	159	46	674	1	183	144
Fiji	348	2.4	68	116	62	16	27	59
Cook Island	1	0.0	0	0	1	0	0	0
Other Pacific Is	291	2.0	40	84	55	2	54	56
New Zealand	6,869	47.3	3,807	222	2,269	11	153	407
Australia	3,238	22.3	1,497	130	1,254	13	38	306
EUROPE	676	4.7	394	48	72	39	44	79
United Kingdom	233	1.6	117	15	55	1	33	12
Scandinavia	36	0.2	30	3	0	1	1	1
Benelux	33	0.2	28	4	0	0	0	1
Germany	79	0.5	67	5	3	0	0	4
Other Europe	295	2.0	152	21	14	37	10	61
AMERICA	1,079	7.4	532	92	278	3	65	109
U.S.A.	1,022	7.0	491	88	274	3	64	102
Canada	57	0.4	41	4	4	0	1	7
ASIA	651	4.5	187	54	77	0	92	241
Japan	92	0.6	52	20	12	0	0	8
China	221	1.5	68	15	39	0	30	69
Korea	45	0.3	28	2	10	0	3	2
Other Asia	293	2.0	39	17	16	0	59	162
OTHER COUNTRIES	163	1.1	104	23	5	0	8	23
TOTAL	14,523	100.0	6,788	815	4,747	85	664	1,424
Percentage Distribution ²	100.0		46.7	5.6	32.7	0.6	4.6	9.8

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, October 2018 ¹

Carrier	Total		Purpose of Entry			
			Returning Residence	Percentage ²	Total Visitors	Percentage ²
Total	19,385	100%	4,862	25.1	14,523	74.9
AIR	18,928	97.6	4,775	24.6	14,153	73.0
Virgin Australia ³	2,302	11.9	345	1.8	1,957	10.1
Samoa Airways ⁴	6,022	31.1	2,226	11.5	3,796	19.6
Talofa Airways	761	3.9	321	1.7	440	2.3
Air New Zealand	6,789	35.0	1,321	6.8	5,468	28.2
Fiji Airways ⁵	2,663	13.7	558	2.9	2,105	10.9
Other Air Carrier	391	2.0	4	0.0	387	2.0
SEA	457	2.4	87	0.4	370	1.9
Lady Naomi	0	0.0	0	0.0	0	0.0
Yacht	32	0	0	0	32	0
Other Sea Carrier	425	2.2	87	0.4	338	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: Virgin Samoa is now called Virgin Australia
- 4: Polynesian Airlines is now called Samoa Airways
- 5: Air Pacific is now called Fiji Airways

Table 6: Visitors by Duration of Stay and Place of Stay, October 2018 ¹

Duration of Stay	Place of Stay			
	Total	Hotel/Motel	Private	Not Stated
Total	13,859	6,703	6,639	517
1day	85	41	41	3
2days	498	380	117	1
3days	455	256	197	2
4days	656	373	277	6
5days	1,064	709	348	7
6days	1,161	883	275	3
7days	3,532	1766	1456	310
8-14days	4,460	1999	2421	40
15-30days	1,181	180	977	24
31-60days	64	18	43	3
61-90days	0	0	0	0
91-180days	14	0	7	7
181-365days	26	2	11	13
> Year	190	16	88	86
Not Stated	473	80	381	12
Percentage Distribution ²	100	48.4	47.9	3.7

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