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GOVERNMENT OF SAMOA SAMOA BUREAU OF STATISTICS

International Arrival Statistics December 2013

HIGHLIGHTS OF THE MONTH

In December 2013 compared with December 2012:

- ❖ Total arrivals (17,915) decreased by 8.4 percent
- ❖ Total visitors (14,507) also decreased by 10.6 percent
- ❖ Fewer visitors arrived from New Zealand (down by 720), Australia (down by 510), American Samoa (down by 390) and USA (down by 60).

December 2013	Number	Change from previous month	Change from previous year
All Arrivals	17,915	46.8%	-8.4%
All Visitors	14,507	61.9%	-10.6%

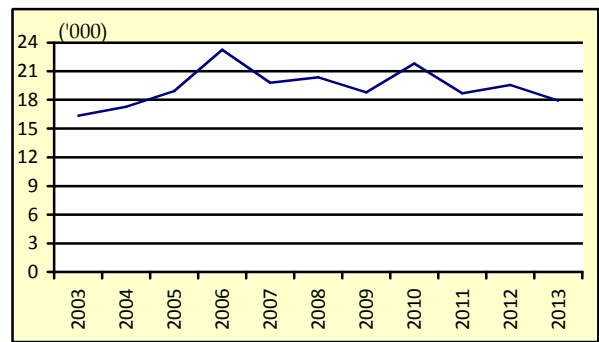
OVERVIEW

1. TOTAL ARRIVALS

The total International Arrival Statistics recorded for the month of **December 2013** (table 1), reveals an increase of 46.8 percent over the previous month of November but a decrease of 8.4 percent over the corresponding month of December 2012. (Refer Fig. 1)

Air was the preferred mode of travel to Samoa, representing 96.7 percent (17,320) of total arrivals, while the remaining 3.3 percent (595) arrived by sea in December 2013.

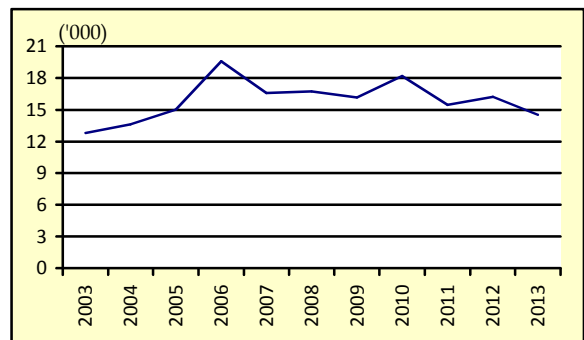
Fig. 1: December Total Arrivals, 2003 - 2013



2. TOTAL VISITORS

Overall Visitors numbered 14,507 for the month under review reveals an increase of 61.9 percent over the previous month but a decrease of -10.6 percent when compared to the corresponding month of December 2012. (Refer Fig. 2).

Fig. 2: December Total Visitors, 2003 - 2013



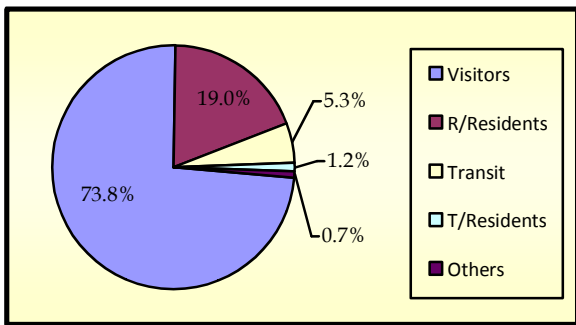
Visitor arrivals have a strong seasonal pattern with a regular peak of numbers in December. The smoothed short-term trend for visitor arrivals adjusting for seasonal pattern is shown in Appendix Graph 2.

3. TOTAL ARRIVALS BY PURPOSE OF ENTRY

Visitors, including transit, made up the largest component of all arrivals with 38.9 percent (6,958) being males and 40.3 percent (7,213) being females.

Male and Female returning residents made up 10.4 (1,855) and 8.7 percent (1,553) respectively of total arrivals. Additionally, temporary residents made up 1.2 percent (210) of total arrivals with 0.6 percent (110) being males and 0.6 percent (100) being females. Other purposes of entry made up the remainder of the total arrivals with 0.7 percent (126). (Refer Fig. 3)

Fig. 3: Total Arrivals, by Purpose of Visit

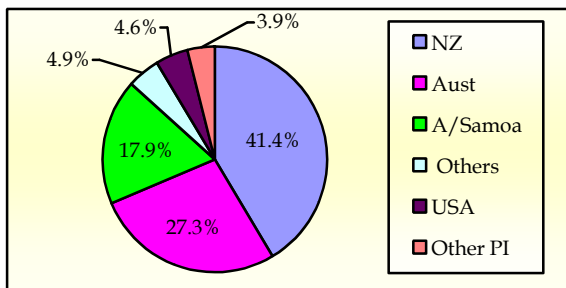


4. VISITORS BY COUNTRY OF USUAL RESIDENCE

New Zealand remains as the leading country in visitors' arrival by country of usual residence (Table 3) accounting for 41.4 percent or 6,005 of total visitors, compared to 37.5 percent or 3,355 visitors reported in the previous month. Australia followed next with a 27.3 percent share (3,958) compared to 24.3 percent or 2,169 visitors reported in the previous month.

American Samoa represented 17.9 percent (2,592) in December 2013 compared to 16.3 percent or 1,459 visitors in the previous month and the United States of America remains the smallest of the principal source markets with a share of 4.6 percent (673) compared to 6.4 percent or 568 visitors reported in the previous month. (Refer Fig. 4)

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

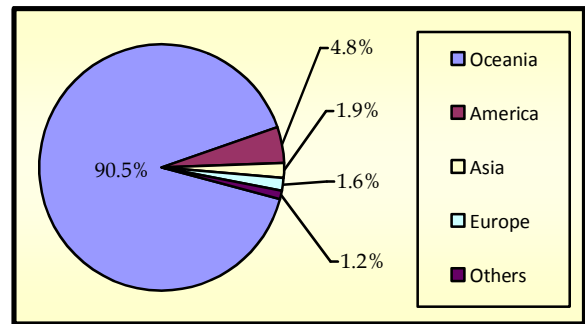


5. VISITORS BY REGION

The Oceanic Region had the highest share of total visitors with 90.5 percent compared to 83.7 percent reported in November 2013, followed by America with 4.8 percent (6.8 percent in November 2013).

Asia represented 1.9 percent of total visitors compared with 2.8 percent reported in the previous month, while Europe represented the lowest share with 1.6 percent compared with 2.8 reported in the previous month of November. (Refer Fig. 5).

Fig. 5: Total Visitors, by Region



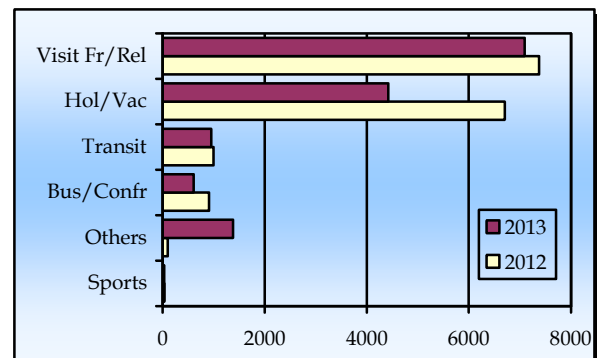
6. VISITORS BY PURPOSE OF VISIT

The principal source markets (table 4) namely New Zealand, American Samoa, Australia, and the United States of America constitute 91.2 percent of all visitors visiting Samoa in December 2013.

Majority of visitors (48.9 percent) were here to visit friends and relatives and 30.5 percent came on holiday and vacations.

Business and Conference visitors made up 4.2 percent and those who were here in transit to other destinations made up 6.6 percent of all visitors. Fig.6 depicts total visitors by purpose of visit for December 2012 and December 2013.

Fig. 6: Total Visitors, by Purpose of Visit

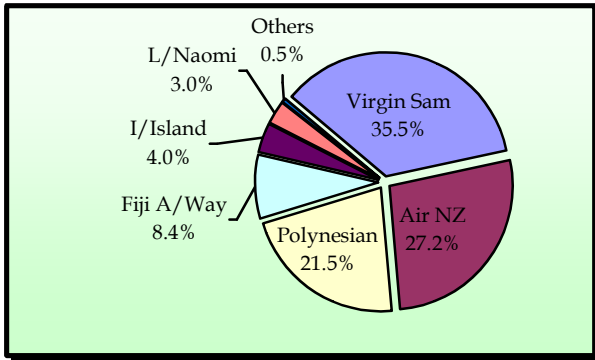


7. TOTAL ARRIVALS BY CARRIER

As depicted in table 5, Virgin Samoa, formerly known as Polynesian Blue, leads the way of arrival by carriers' during the reference period with a 35.5 percent share (6,366 passengers) followed by Air New Zealand with a 27.2 percent share (4,870 passengers).

Polynesian Airlines brought in 21.5 percent (3,849) of total arrivals while Fiji Airways, formerly known as Air Pacific, recorded a share of 8.4 percent (1,496). Fig. 7 illustrates total arrivals by carrier during the reference period.

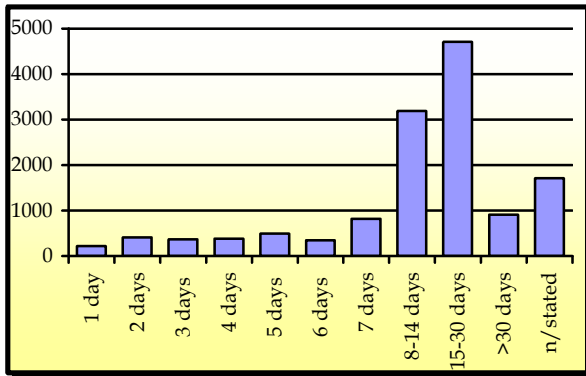
Fig. 7: Total Arrivals by Carrier



8. VISITORS DURATION AND PLACE OF STAY

The usual visitor's duration of stay in Samoa (Table 6) is between eight and thirty days, as shown in Fig. 8.

Fig. 8: Total Visitors by Duration of Stay



Most visitors (82.0 percent or 11,106 visitors) reported staying in private accommodation or with families/ relatives and 15.4 percent (2,089) stayed in hotels/ motels. The remaining 2.6 percent or 357 visitors did not state their place of stay. (Refer Fig. 9).

Fig. 9: Total Visitors by Place of Stay

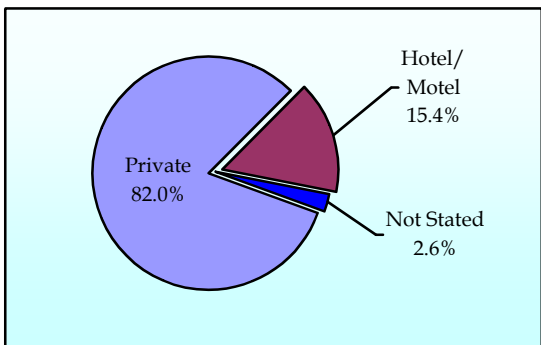
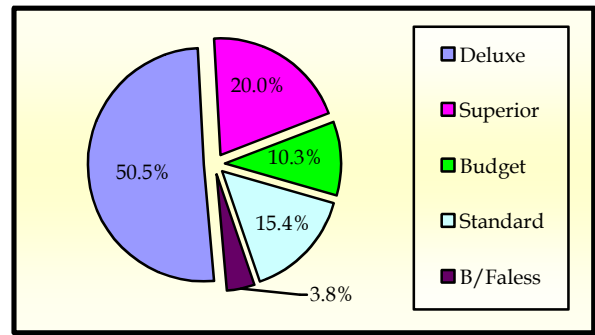


Fig. 10 portrays the number of visitors who stayed in hotels/ motels (2,088) by type of accommodation (hotel/ motel), within the reference month.

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) Apia wharf (2) Faleolo and (3) Fagalii international airports.

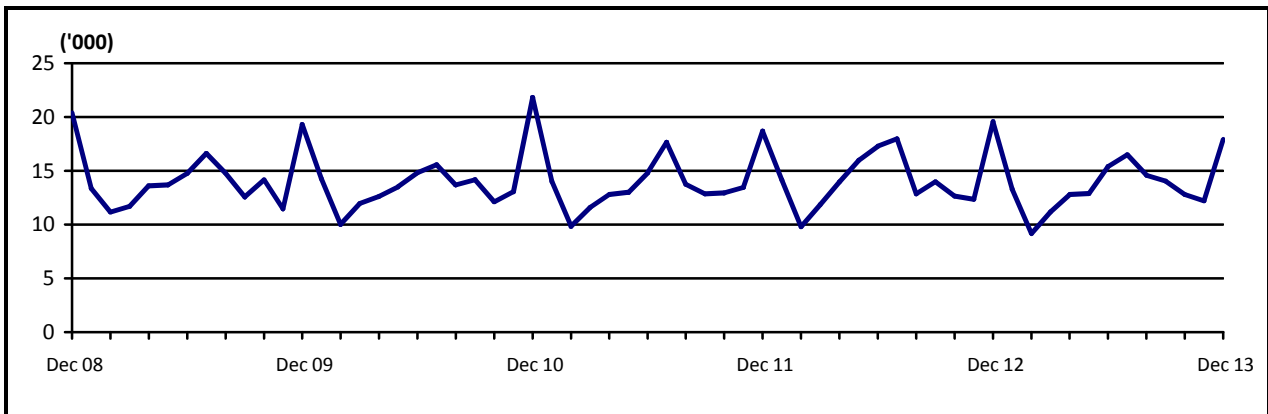
International arrival statistics are compiled on a monthly, quarterly and annual basis. These reports can also be extracted from our website: www.sbs.gov.ws

The migration report for the month of January 2014 will be released in the beginning of March.

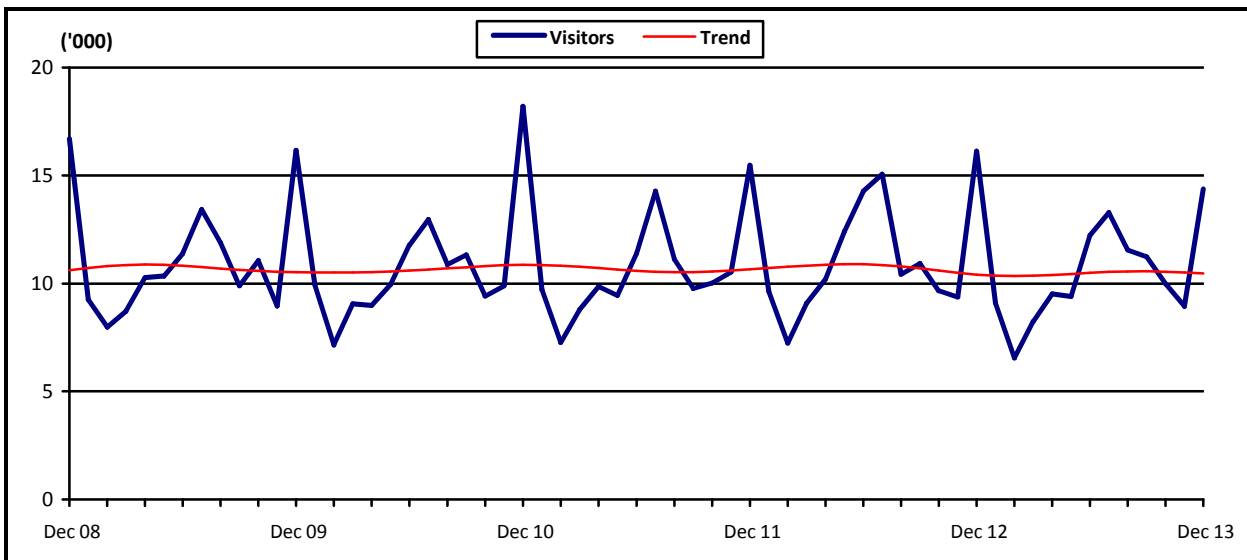

Muagututi'a S Reupena
GOVERNMENT STATISTICIAN

APPENDIX

Graph 1: Monthly Total Arrivals, December 2008 – December 2013



Graph 2: Monthly Total Visitors, December 2008 – December 2013



Graph 3: Visitors Percentage Change over Previous month, December 2007 – December 2013

