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GOVERNMENT OF SAMOA SAMOA BUREAU OF STATISTICS

International Arrival Statistics October 2013

HIGHLIGHTS OF THE MONTH

In October 2013 compared with October 2012

- ❖ Total arrivals (12,803) decreased by 0.7 percent
- ❖ Total visitors (9,981) also decreased by 2.9 percent
- ❖ More visitors arrived from American Samoa (up by 200), Australia (up by 100) and USA (up by 60) and few visitors arrived from New Zealand (down by 300).

October 2013	Number	Change from previous month	Change from previous year
All Arrivals	12,803	-8.8%	-0.7%
All Visitors	9,981	-11.1%	2.9%

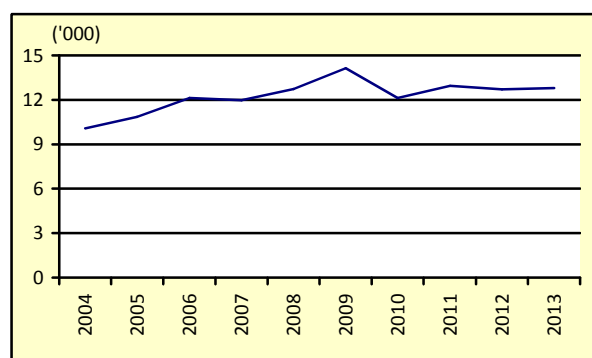
OVERVIEW

1. TOTAL ARRIVALS

The total International Arrival Statistics recorded for the month of **October 2013** (table 1), revealed a decrease of 8.8 percent over the previous month of September and a decrease of 0.7 percent over the corresponding month of October 2012. (Refer Fig. 1)

Air was the preferred mode of travel to Samoa, representing 97.7 percent (12,512) of total arrivals, while the remaining 2.3 percent (291) arrived by sea in October 2013.

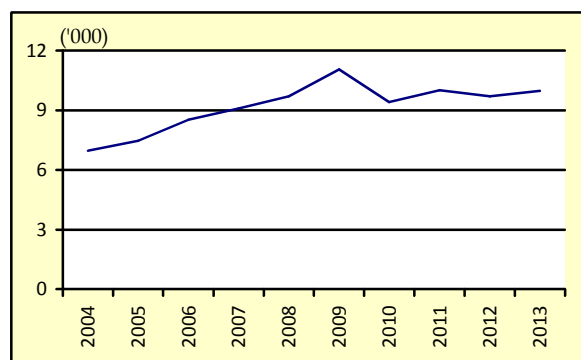
Fig. 1: October Total Arrivals, 2004 - 2013



2. TOTAL VISITORS

Overall Visitors numbered 9,981 for the month under review revealed a decrease of 11.1 percent over the previous month and an increase of 2.9 percent when compared to the corresponding month of October 2012. (Refer Fig. 2).

Fig. 2: October Total Visitors, 2004 - 2013

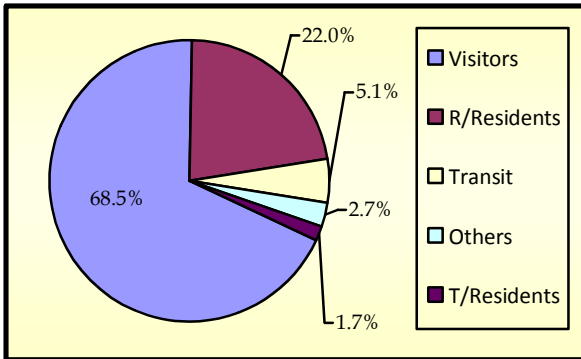


3. TOTAL ARRIVALS BY PURPOSE OF ENTRY

Visitors, including transit made up the largest component of all arrivals with 37.2 percent (4,764) being males and 36.3 percent (4,652) being females.

Male and female returning residents made up 12.1 and 10.0 percent respectively of total arrivals. Additionally, temporary residents make up 1.7 percent (223) of total arrival with 1.0 percent (122) being males and 0.8 percent (101) being females. Others make up the remainder of the total arrivals with 2.7 percent (342). (Refer Fig. 3).

Fig. 3: Total Arrivals, by Purpose of Entry

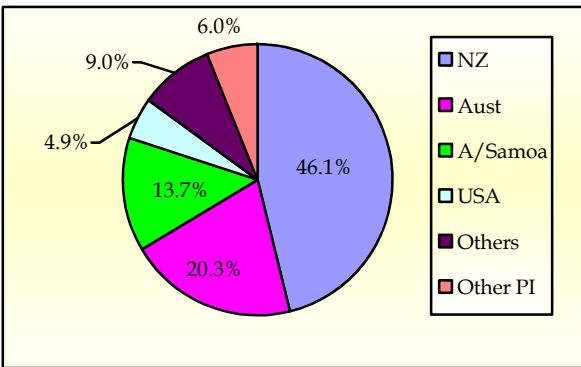


4. VISITORS BY COUNTRY OF USUAL RESIDENCE

New Zealand remains as the leading country in visitors' arrival by country of usual residence (Table 3) accounting for 46.1 percent or 4,598 of total visitors, compared to 47.1 percent or 5,283 visitors reported in the previous month. Australia followed next with a 20.3 percent share (2,025) compared to 26.9 percent or 3,021 visitors reported in the previous month.

American Samoa represented 13.7 percent (1,369) in October 2013 compared to 9.8 percent or 1,101 visitors in the previous month and the United States of America remains the smallest of the principal source markets with a share of 4.9 percent (491) compared to 3.6 percent or 399 visitors reported in the previous month. (Refer Fig. 4).

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

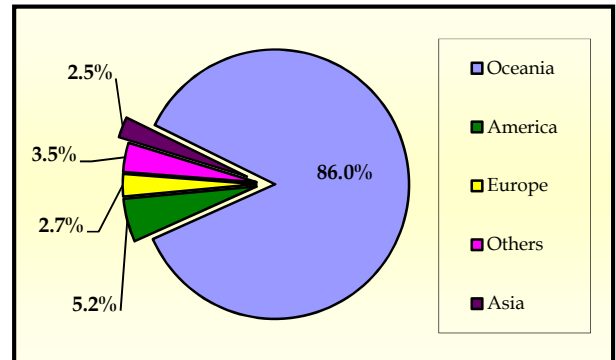


5. VISITORS BY REGION

The Oceanic Region had the highest share of total visitors with 86.0 percent compared to 88.9 percent reported in September 2013, followed by America with 5.2 percent (3.9 percent in September 2013).

Europe had a share of 2.7 percent compared to 2.5 percent reported in the previous month of September while Asia had the lowest share as represented by 2.5 percent, which was also the same percentage share reported in the previous month of September. (Refer Fig. 5).

Fig. 5: Total Visitors, by Region



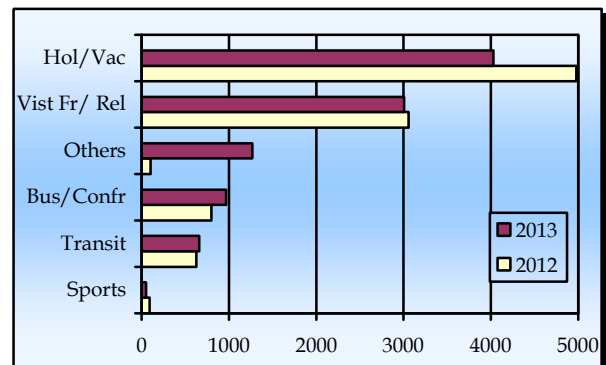
6. VISITORS BY PURPOSE OF VISIT

The principal source markets (table 4) namely New Zealand, American Samoa, Australia, and the United States of America constitute 85.0 percent of all visitors visiting Samoa in October 2013.

Visitors that were here on holiday/ vacation accounted for 40.4 percent of all visitors. 30.1 percent of all visitors entered to visit friends and relatives.

Business and Conference visitors made up 9.7 percent and those who were here in transit to other destinations made up 6.6 percent of all visitors. Fig.6 depicts a comparison of total visitors by purpose of visit for October 2012 and October 2013.

Fig. 6: Total Visitors, by Purpose of Visit



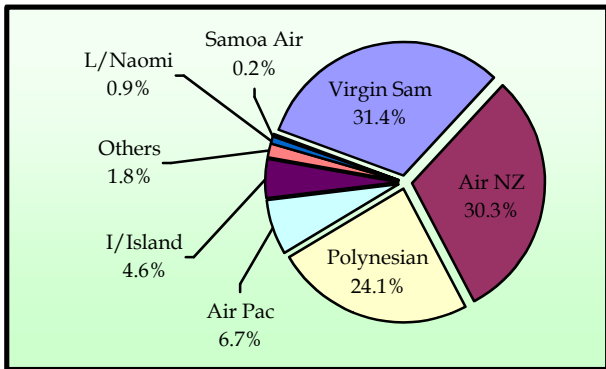
7. TOTAL ARRIVALS BY CARRIER

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 31.4 percent share (4,024 passengers) followed by Air New Zealand with a 30.3 percent share (3,875 passengers).

Polynesian Airlines brought in 24.1 percent (3,084) of total arrivals while Air Pacific recorded a share of 6.7 percent (855).

Fig. 7 illustrates total arrivals by carrier during the reference period.

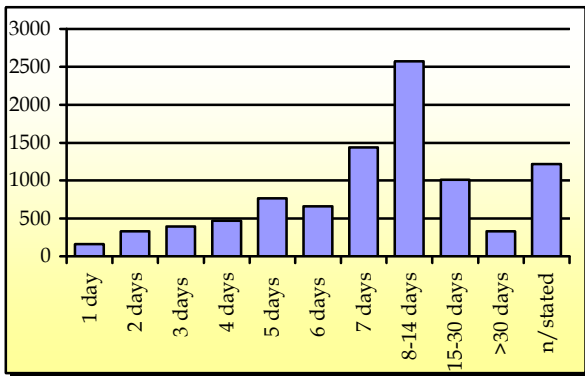
Fig. 7: Total Arrivals by Carrier



8. VISITORS DURATION AND PLACE OF STAY

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

Fig. 8: Total Visitors by Duration of Stay



Most visitors (57.2 percent or 5,331 visitors) reported staying in private accommodation or with families/ relatives and 39.3 percent (3,664) stayed in hotels/ motels. The remaining 3.5 percent or 327 visitors did not state their place of stay. (Refer Fig. 9).

Fig. 9: Total Visitors by Place of Stay

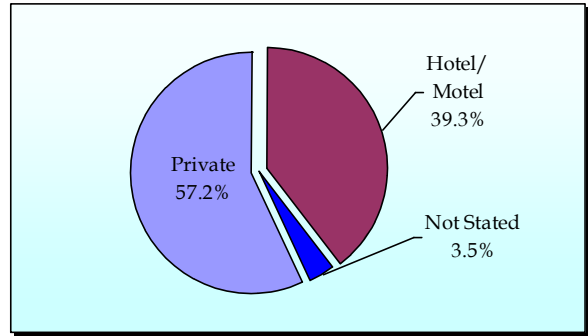
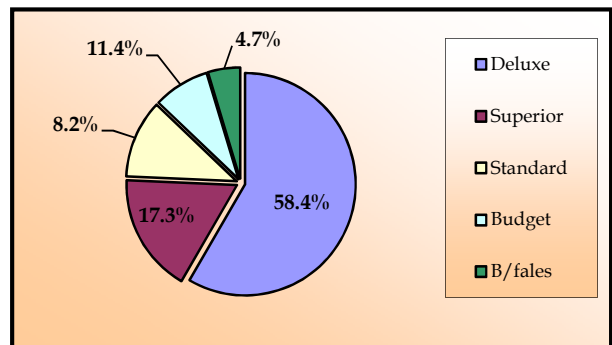


Fig. 10 portrays the number of visitors who stayed in hotels/ motels (4,281) by type of accommodation (hotel/ motel), within the reference month.

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 travellers at the three local points of entry namely (1) Apia wharf (2) Faleolo and (3) Fagalii international airports.

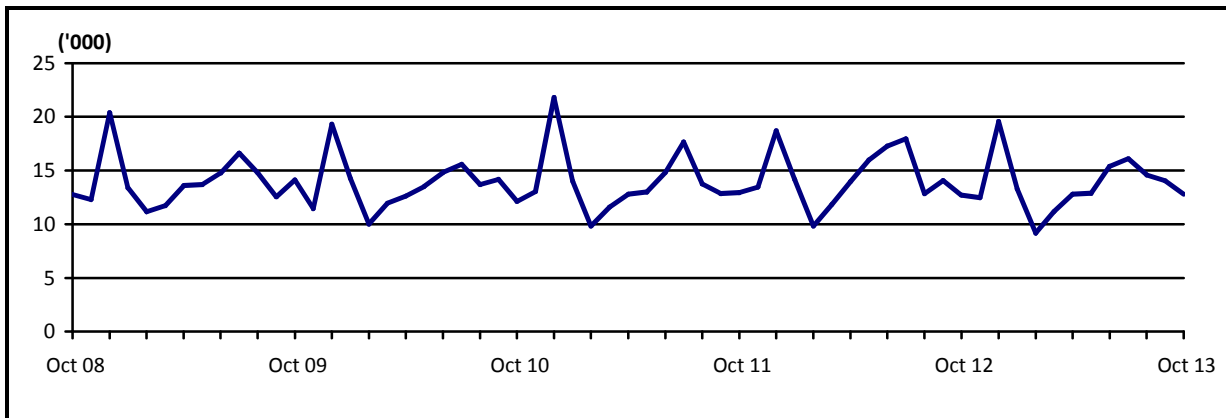
International arrival statistics are compiled on a monthly, quarterly and annual basis. These reports can also be extracted from our website: www1.sbs.gov.ws

The migration report for the month of November 2013 will be released in January 2014 due to other official commitments by the Social Statistics Division.

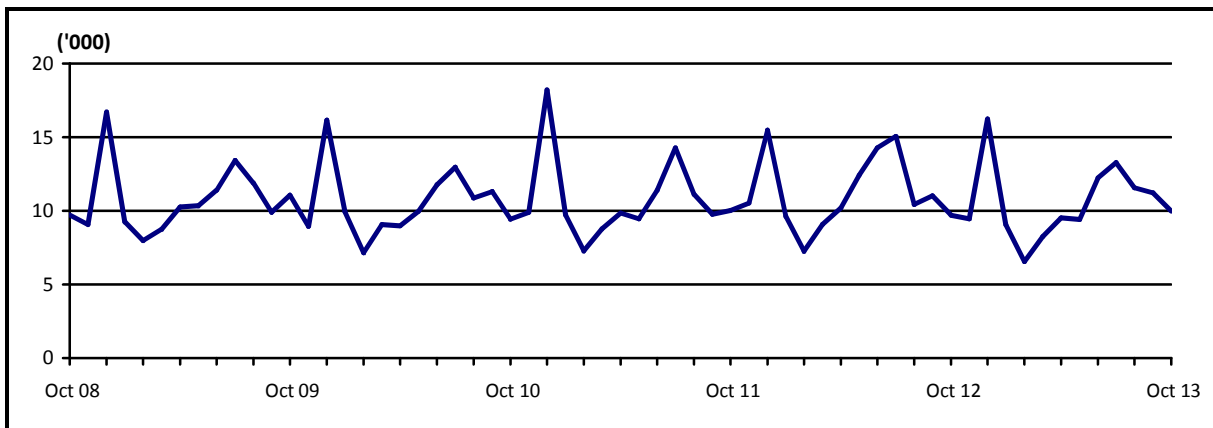
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ACTING GOVERNMENT STATISTICIAN

APPENDIX

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



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



Graph 3: Visitors Percentage Change over Previous month, October 2008 – October 2013

