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GOVERNMENT OF SAMOA SAMOA BUREAU OF STATISTICS

International Arrival Statistics September 2013

HIGHLIGHTS OF THE MONTH

In September 2013 compared with September 2012

- ❖ Total arrivals (14,034) decreased by 0.8 percent
- ❖ Total visitors (11,227) also decreased by 1.9 percent
- ❖ More visitors arrived from Australia (up by 300), and New Zealand (up by 50) and few visitors arrived from American Samoa (down by 130) and USA (down by 30).

September 2013	Number	Change from previous month	Change from previous year
All Arrivals	14,034	-3.8%	-0.3%
All Visitors	11,227	-2.8%	1.9%

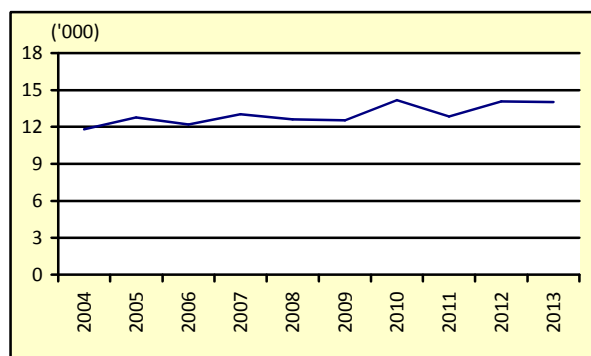
OVERVIEW

1. TOTAL ARRIVALS

The total International Arrival Statistics recorded for the month of **September 2013** (table 1), revealed a decrease of 3.8 percent over the previous month of August and a decrease of 0.3 percent over the corresponding month of September 2012. (Refer Fig. 1)

Air was the preferred mode of travel to Samoa, representing 97.9 percent (13,741) of total arrivals, while the remaining 2.1 percent (293) arrived by sea in September 2013.

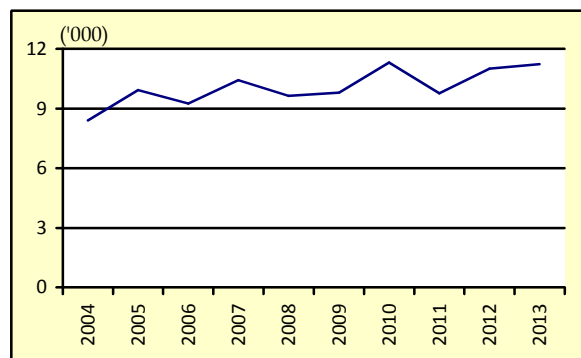
Fig. 1: August Total Arrivals, 2004 - 2013



2. TOTAL VISITORS

Overall Visitors numbered 11,227 for the month under review revealed a decrease of 2.8 percent over the previous month and an increase of 1.9 percent when compared to the corresponding month of September 2012. (Refer Fig. 2).

Fig. 2: August Total Visitors, 2004 - 2013

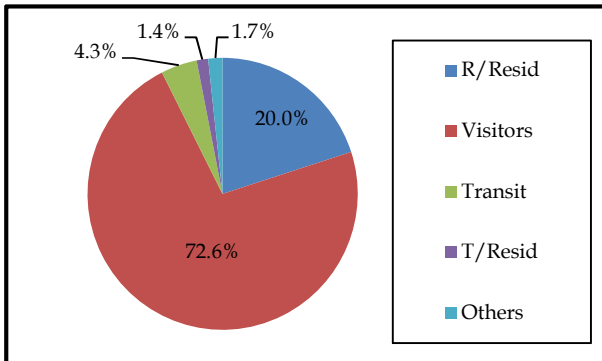


3. TOTAL ARRIVALS BY PURPOSE OF ENTRY

Visitors, including transit made up the largest component of all arrivals with 39.3 percent (5,515) being males and 37.7 percent (5,281) being females.

Male and female returning residents made up 11.5 and 8.5 percent respectively of total arrivals. In addition, temporary residents make up 1.4 percent (199) of total arrival with 0.8 percent (108) being males and 0.6 percent (91) being females. Others make up the remainder of the total arrivals with 1.7 percent (232). (Refer Fig. 3)

Fig. 3: Total Arrivals, by Purpose of Entry

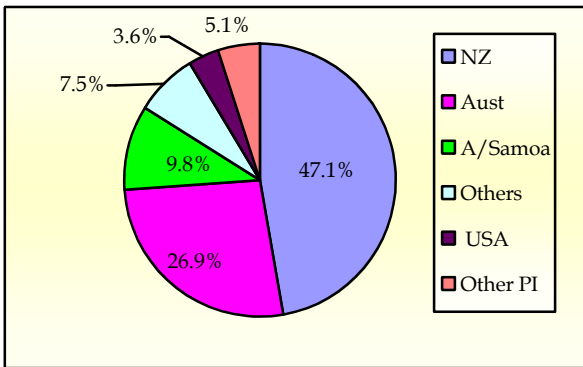


4. VISITORS BY COUNTRY OF USUAL RESIDENCE

New Zealand remains as the leading country in visitors' arrival by country of usual residence (Table 3) accounting for 47.1 percent or 5,283 of total visitors, compared to 46.3 percent or 5,353 visitors reported in the previous month. Australia followed next with a 26.9 percent share (3,021) compared to 21.7 percent or 2,503 visitors reported in the previous month.

American Samoa represented 9.8 percent (1,101) in September 2013 compared to 14.8 percent or 1,714 visitors in the previous month and the United States of America remains the smallest of the principal source markets with a share of 3.6 percent (399) compared to 5.3 percent or 613 visitors reported in the previous month. (Refer Fig. 4)

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

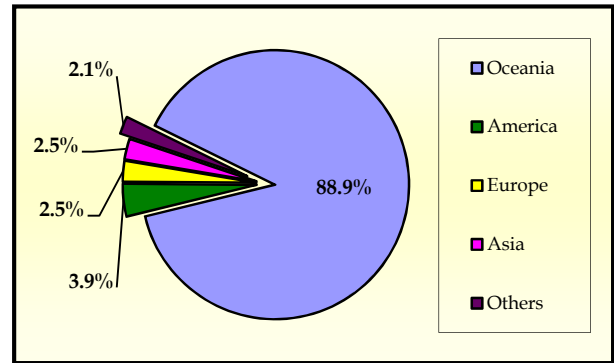


5. VISITORS BY REGION

The Oceanic Region had the highest share of total visitors with 88.9 percent compared to 86.3 percent reported in August 2013, followed by America with 3.9 percent (5.5 percent in August 2013).

Both Europe and Asia had the lowest share as represented by 2.5 percent of total visitors, compared with 3.2 percent and 5.5 percent reported in the previous month of August respectively. (Refer Fig. 5).

Fig. 5: Total Visitors, by Region



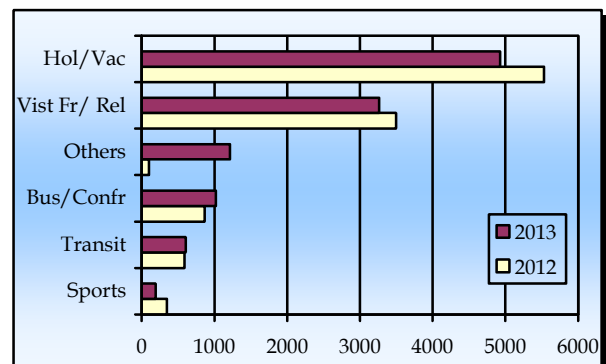
6. VISITORS BY PURPOSE OF VISIT

The principal source markets (table 4) namely New Zealand, American Samoa, Australia, and the United States of America constitute 87.4 percent of all visitors visiting Samoa in September 2013.

Visitors that were here on holiday/ vacation accounted for 43.9 percent of all visitors. 29.1 percent of all visitors entered to visit friends and relatives.

Business and Conference visitors made up 9.1 percent and those who were here in transit to other destinations made up 5.4 percent of all visitors. Fig.6 depicts a comparison of total visitors by purpose of visit for September 2012 and September 2013.

Fig. 6: Total Visitors, by Purpose of Visit



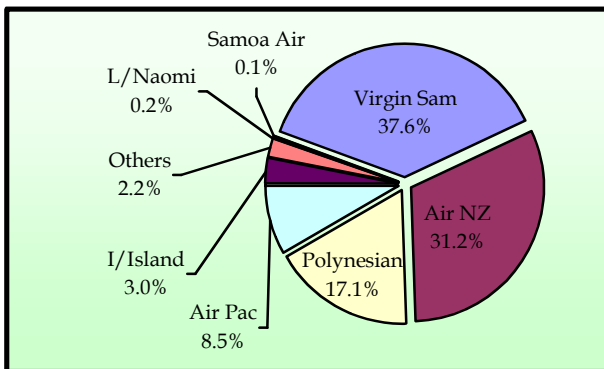
7. TOTAL ARRIVALS BY CARRIER

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 37.6 percent share (5,272 passengers) followed by Air New Zealand with a 31.2 percent share (4,381 passengers).

Polynesian Airlines brought in 17.1 percent (2,400) of total arrivals while Air Pacific recorded a share of 8.5 percent (1,192)

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

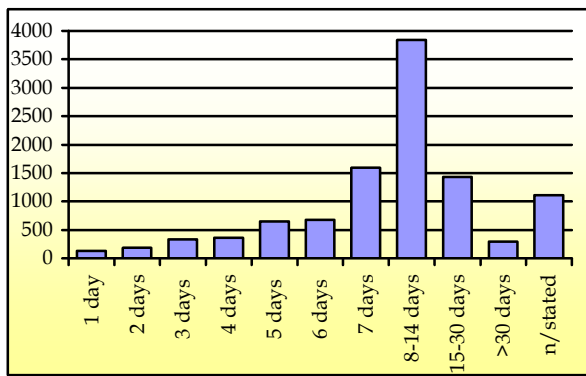
Fig. 7: Total Arrivals by Carrier



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 (56.5 percent or 5,999 visitors) reported staying in private accommodation or with families/ relatives and 40.2 percent (4,273) stayed in hotels/ motels. The remaining 3.3 percent or 349 visitors did not state their place of stay. (Refer Fig. 9).

Fig. 9: Total Visitors by Place of Stay

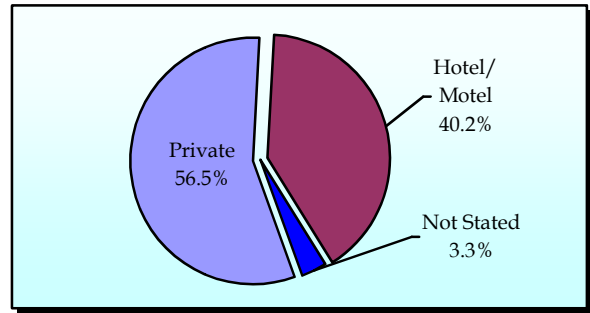
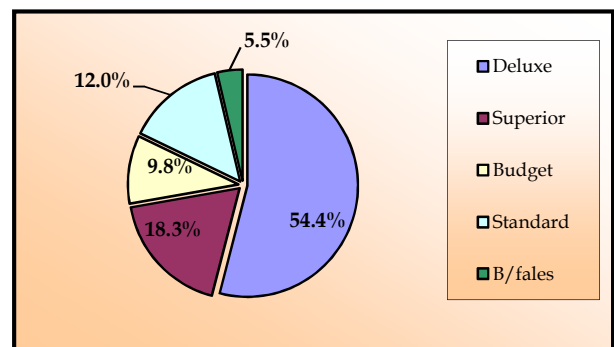


Fig. 10 portrays the number of visitors who stayed in hotels/ motels (4,281) by type of accommodation (hotel/ motel), within the reference month.

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.

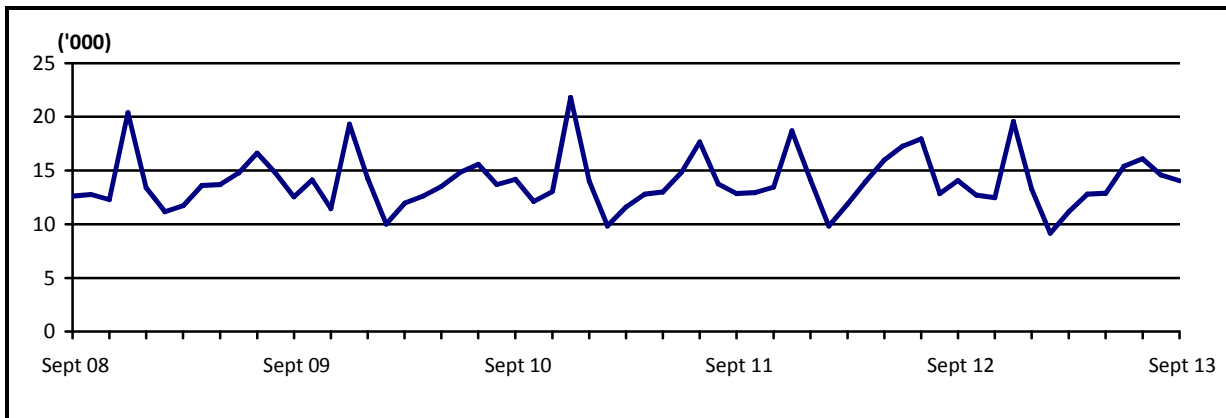
International arrival statistics are compiled on a monthly, quarterly and annual basis. These reports can also be extracted from our website: www1.sbs.gov.ws

The migration report for the month of November 2013 will be released towards the end of December due to other official commitments by the Social Statistics Division.

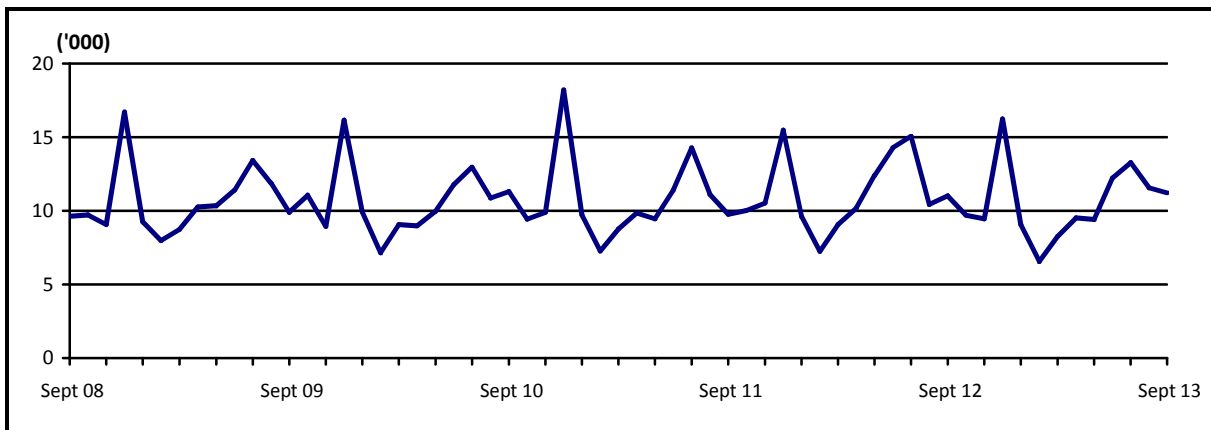
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GOVERNMENT STATISTICIAN

APPENDIX

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



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



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

