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GOVERNMENT OF SAMOA SAMOA BUREAU OF STATISTICS

International Arrival Statistics July 2014

HIGHLIGHTS OF THE MONTH

In July 2014 compared with July 2013

- ❖ Total arrivals (16,250) decreased by 1.5 percent
- ❖ Total visitors (13,180) decreased by 0.7 percent
- ❖ More visitors arrived from USA (up by 225), American Samoa (up by 103) and Australia (up by 32) but fewer arrived from New Zealand (down by 176)

July 2014	Number	Change from previous month	Change from previous year
All Arrivals	16,250	6.0%	-1.5%
All Visitors	13,180	11.8%	-0.7%

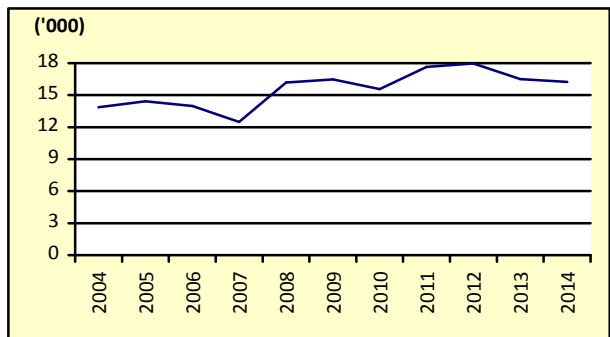
OVERVIEW

1. TOTAL ARRIVALS

The total International Arrival Statistics recorded for the month of **July 2014** (table 1), disclosed an increase of 6.0 percent over the previous month of June but a slight decrease of 1.5 percent over the corresponding month of July 2013. (Refer Fig. 1)

Air was the preferred mode of travel to Samoa, representing 95.4 percent (15,507) of total arrivals, while the remaining 4.6 percent (743) arrived by sea in July 2014.

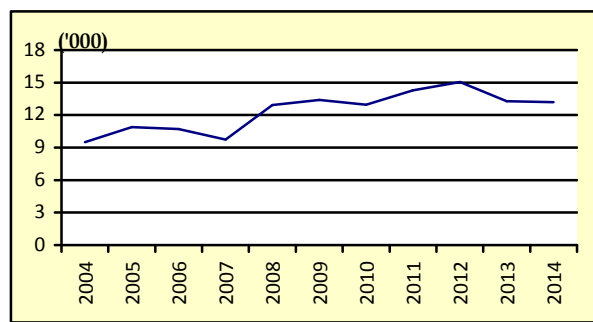
Fig. 1: July Total Arrivals, 2004 - 2014



2. TOTAL VISITORS

Overall Visitors numbered 13,180 for the month under review revealed an increase of 11.8 percent over the previous month but a decrease of 0.7 percent when compared to the corresponding month of July 2013. (Refer Fig. 2).

Fig. 2: July Total Visitors, 2004 - 2014



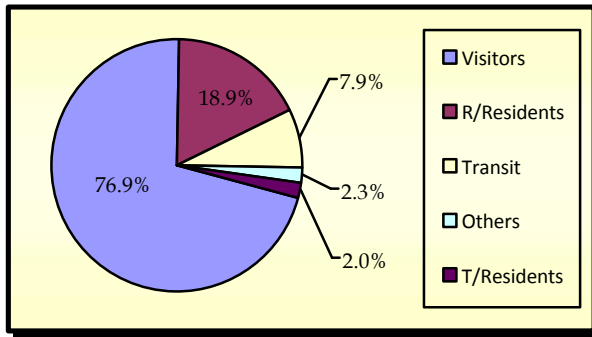
3. TOTAL ARRIVALS BY PURPOSE OF ENTRY

Visitors, including transit made up the largest component of all arrivals with 38.7 percent (6,282) being males and 38.1 percent (6,201) being females.

Returning residents made up 18.9 percent (3,070) of arrivals with 10.2 percent (1,654) being male and 8.7 percent (1,416) being female.

Additionally, temporary residents made up 2.0 percent (319) of total arrivals with 1.1 percent (180) being males and 0.9 percent (139) being females. Other purposes of entry made up the remainder of the total arrivals with 2.3 percent (378). (Refer Fig.3)

Fig. 3: Total Arrivals, by Purpose of Visit

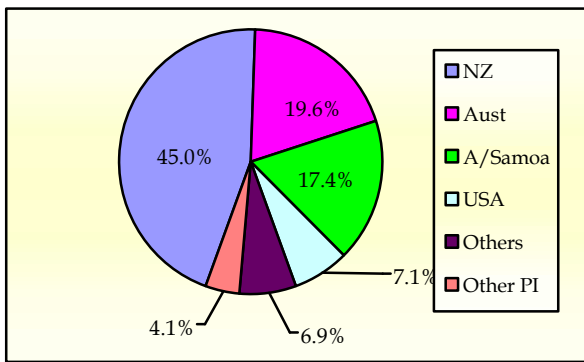


4. VISITORS BY COUNTRY OF USUAL RESIDENCE

New Zealand remains as the leading country in visitors' arrival by country of usual residence (Table 3) accounting for 45.0 percent or 5,928 of total visitors, compared to 42.1 percent or 4,961 visitors reported in the previous month. Australia followed next with a 19.6 percent share (2,587) compared to 25.0 percent or 2,949 visitors reported in the previous month.

American Samoa represented 17.4 percent (2,293) in July 2014 compared to 12.9 percent or 1,521 visitors in the previous month and the United States of America remains the smallest of the principal source markets with a share of 7.1 percent (933) which was the same share reported in the previous month but with 837 visitors. (Refer Fig. 4)

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

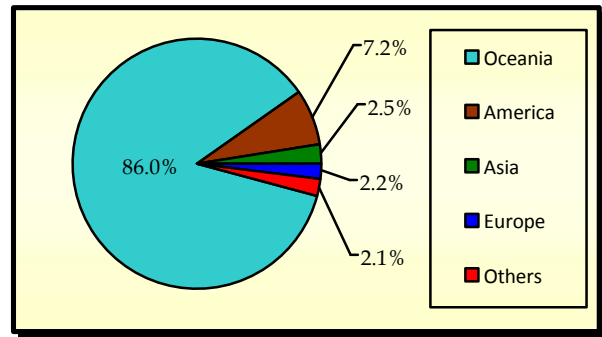


5. VISITORS BY REGION

The Oceanic Region had the highest share of total visitors with 86.0 percent compared to 87.8 percent reported in July 2013, followed by America with 7.2 percent (5.6 percent in July 2013).

Asia represented 2.5 percent of total visitors compared with 2.1 percent reported in the previous year, while Europe represented the lowest share with only 2.2 percent compared to 2.7 percent reported in July 2013. (Refer Fig. 5).

Fig. 5: Total Visitors, by Region



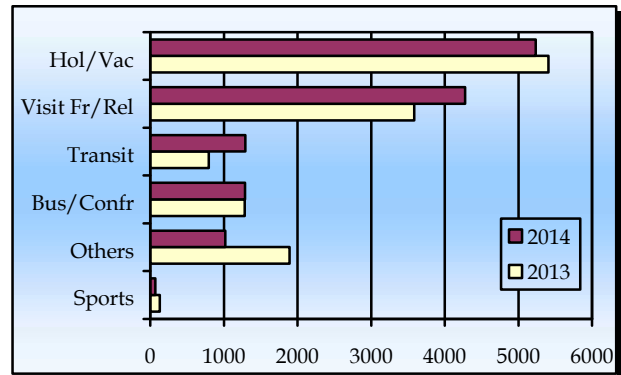
6. VISITORS BY PURPOSE OF VISIT

The principal source markets (table 4) namely New Zealand, American Samoa, Australia, and the United States of America constitute 89.1 percent of all visitors visiting Samoa in July 2014.

The majority of visitors (39.7 percent) were here on Holiday/ Vacation followed by those that came here to visit friends and relatives with 32.5 percent.

Visitors that entered our shores for Business/ Conference and those that were here on Transit both reported 9.8 percent. Fig.6 depicts total visitors by purpose of visit for July 2013 and July 2014.

Fig. 6: Total Visitors, by Purpose of Visit

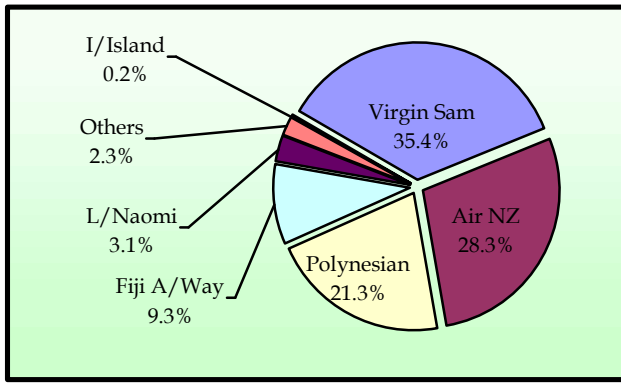


7. TOTAL ARRIVALS BY CARRIER

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 35.4 percent share (5,754 passengers) followed by Air New Zealand with a 28.3 percent share (4,594 passengers).

Polynesian Airlines brought in 21.3 percent (3,466) of total arrivals while Fiji Air Ways, formerly known as Air Pacific, recorded a share of 9.3 percent (1,512). Fig. 7 illustrates total arrivals by carrier during the reference period.

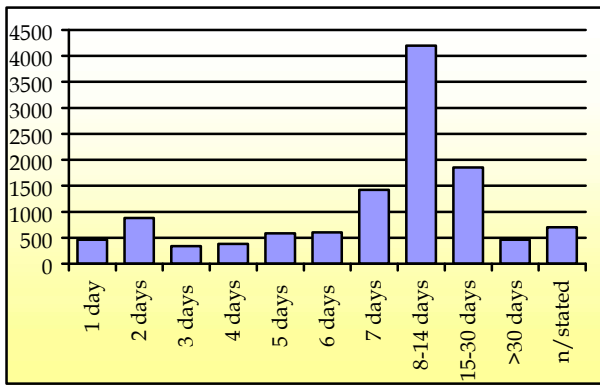
Fig. 7: Total Arrivals by Carrier



8. VISITORS DURATION AND PLACE OF STAY

The usual visitor's (excluding transit) 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 (61.0 percent or 7,253 visitors) reported staying in private accommodation or with families/ relatives while 36.9 percent (4,392) stayed in hotels/ motels. The remaining 2.1 percent or 245 visitors did not state their place of stay. (Refer Fig. 9).

Fig. 9: Total Visitors by Place of Stay

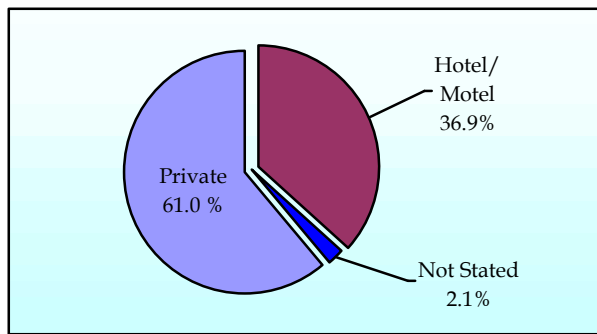
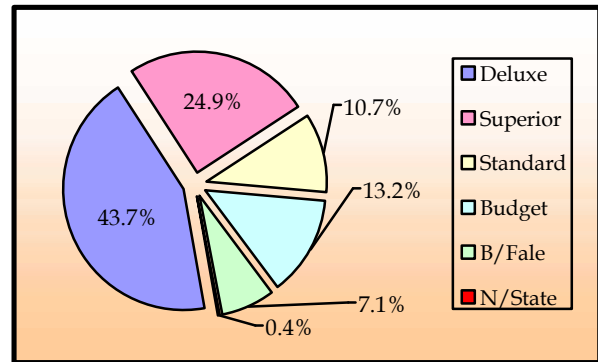


Fig. 10 portrays the number of visitors who stayed in hotels/ motels (4,392) by type of accommodation (hotel/ motel), within the reference month.

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.

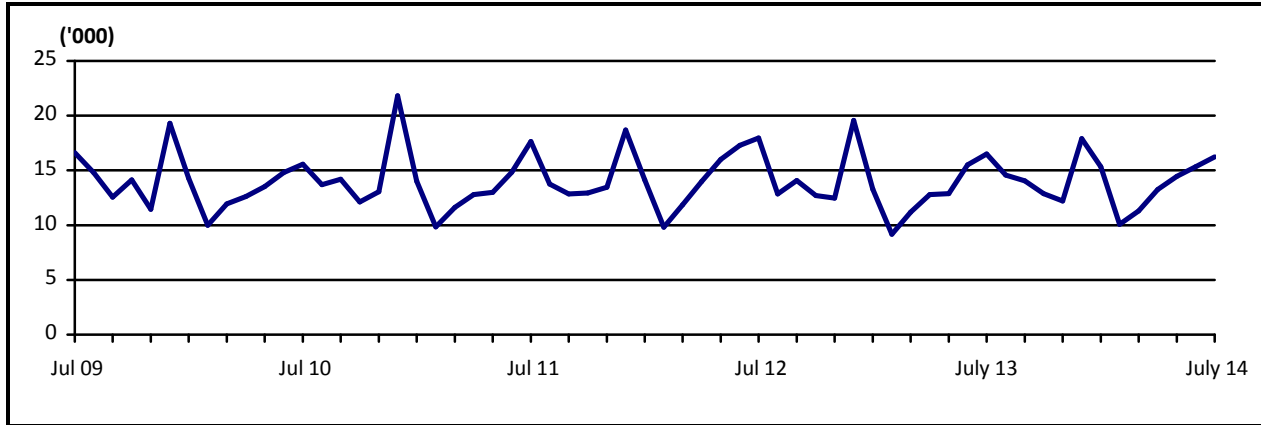
International arrival statistics are compiled on a monthly, quarterly and annual basis. These reports can also be extracted from our website: www.sbs.gov.ws

The migration report for the month of August 2014 will be released on the 26th of September 2014.

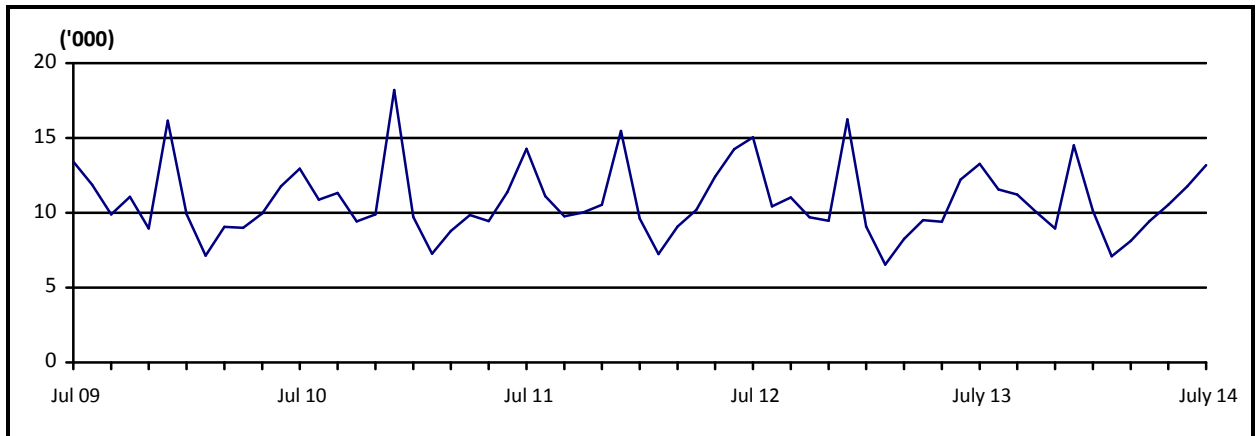
**Muagututi'a Sefuiva Reupena
GOVERNMENT STATISTICIAN**

APPENDIX

Graph 1: Monthly Total Arrivals, July 2009 – July 2014



Graph 2: Monthly Total Visitors, July 2009 – July 2014



Graph 3: Visitors Percentage Change over Previous month, July 2009 – July 2014

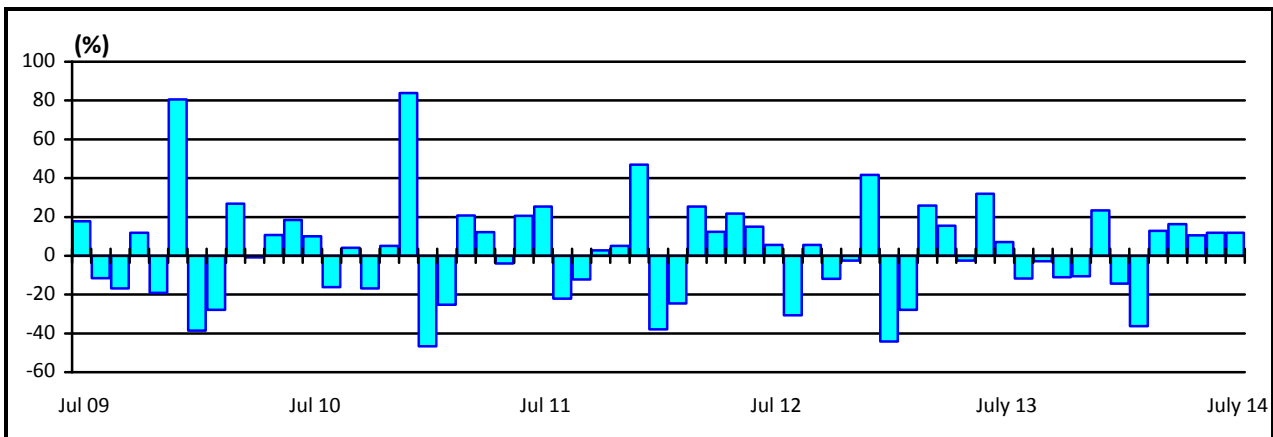


Table 1: Monthly Arrival and Departure by Mode of Travel and Net Migration, 2004 - 2014.

Period	Visitors Arrivals			Total Arrivals			Total Departures			Net Migration
	Air	Sea	Total	Air	Sea	Total	Air	Sea	Total	
2004	93,946	4,209	98,155	129,517	11,864	141,381	131,277	12,303	143,580	-2,199
2005	98,544	3,263	101,807	132,200	10,557	142,757	135,008	10,936	145,944	-3,187
2006	112,411	3,471	115,882	147,807	9,349	157,156	147,991	9,489	157,480	-324
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	161,816	5,095	166,911	156,319	6,069	162,388	4,523
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	68,685	11,714	70,399	91,783	4,230	96,013	52,947	2,582	55,529	...
2011										
June	11,125	267	11,392	14,192	632	14,824	12,437	752	13,189	1,635
July	14,009	260	14,269	17,124	525	17,649	17,000	374	17,374	275
August	10,899	219	11,118	13,383	372	13,755	14,332	638	14,970	-1,215
September	9,570	187	9,757	12,382	458	12,840	12,452	504	12,956	-116
October	9,868	150	10,018	12,646	298	12,944	13,028	353	13,381	-437
November	10,224	302	10,526	12,946	508	13,454	11,918	566	12,484	970
December	15,072	396	15,468	17,961	738	18,699	14,437	535	14,972	3,727
2012										
January	9,480	133	9,613	13,878	267	14,145	18,055	554	18,609	-4,464
February	7,033	212	7,245	9,453	369	9,822	12,300	449	12,749	-2,927
March	8,926	152	9,078	11,504	359	11,863	11,034	374	11,408	455
April	10,095	104	10,199	13,157	820	13,977	12,989	1,012	14,001	-24
May	11,908	502	12,410	15,264	730	15,994	11,514	485	11,999	3,995
June	13,883	379	14,262	16,747	535	17,282	16,316	849	17,165	117
July	14,913	135	15,048	17,705	261	17,966	18,995	319	19,314	-1,348
August	10,228	205	10,433	12,509	334	12,843	13,921	453	14,374	-1,531
September	10,749	267	11,016	13,653	422	14,075	13,743	329	14,072	3
October	9,604	97	9,701	12,378	330	12,708	13,764	460	14,224	-1,516
November	9,190	266	9,456	11,943	539	12,482	11,369	395	11,764	718
December	15,936	297	16,233	19,020	543	19,563	13,842	618	14,460	5,103
2013										
January	8,821	259	9,080	12,952	334	13,286	16,397	649	17,046	-3,760
February	6,386	161	6,547	8,756	407	9,163	12,210	515	12,725	-3,562
March	8,086	160	8,246	10,776	399	11,175	9,612	438	10,050	1,125
April	9,351	165	9,516	12,325	453	12,778	12,576	653	13,229	-451
May	9,216	190	9,406	12,496	375	12,871	11,492	606	12,098	773
June	12,027	296	12,323	14,964	537	15,501	13,660	460	14,120	1,381
July	13,067	207	13,274	15,901	593	16,494	16,442	464	16,906	-412
August	11,380	175	11,555	14,046	535	14,581	15,063	536	15,599	-1,018
September	11,016	211	11,227	13,741	293	14,034	13,844	349	14,193	-159
October	9,828	207	10,035	12,512	361	12,873	14,773	158	14,931	-2,058
November	8,768	189	8,957	11,753	453	12,206	12,082	553	12,635	-429
December	14,225	282	14,507	17,320	595	17,915	14,182	504	14,686	3,229
2014										
January	9,879	256	10,135	14,755	578	15,333	17,840	570	18,410	-3,077
February	7,030	177	7,207	9,693	390	10,083	12,211	460	12,671	-2,588
March	8,002	118	8,120	10,853	447	11,300	11,091	598	11,689	-369
April	9,301	146	9,447	12,454	812	13,266	11,805	954	12,759	507
May	10,255	271	10,526	13,876	578	14,454
June	11,475	309	11,784	14,645	682	15,327
July /1	12,743	437	13,180	15,507	743	16,250

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 Gender, July 2014 ¹

Age	Purpose of Entry																	
	Total			Visitors			Returning Residents			Transit			Temporary Residents			Others		
	Total	Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female
Total	16,250	8,300	7,950	11,193	5,471	5,722	3,070	1,654	1,416	1,290	811	479	319	180	139	378	184	194
0 - 4	720	369	351	498	256	242	151	70	81	29	14	15	20	13	7	22	16	6
5 - 9	748	364	384	568	278	290	106	53	53	51	25	26	12	4	8	11	4	7
10 - 14	845	402	443	621	297	324	133	52	81	53	28	25	16	12	4	22	13	9
15 - 19	1,178	503	675	885	364	521	158	70	88	82	42	40	23	13	10	30	14	16
20 - 24	1,262	590	672	832	324	508	256	153	103	105	75	30	32	24	8	37	14	23
25 - 29	1,218	635	583	782	372	410	264	156	108	122	85	37	29	15	14	21	7	14
30 - 34	1,141	606	535	759	381	378	229	132	97	112	75	37	15	7	8	26	11	15
35 - 39	1,155	625	530	757	382	375	248	148	100	106	68	38	25	15	10	19	12	7
40 - 44	1,351	740	611	900	467	433	298	177	121	108	75	33	23	13	10	22	8	14
45 - 49	1,443	747	696	974	485	489	262	144	118	132	83	49	33	18	15	42	17	25
50 - 54	1,471	753	718	1,036	525	511	267	134	133	109	63	46	20	12	8	39	19	20
55 - 59	1,337	719	618	922	482	440	246	134	112	117	76	41	23	9	14	29	18	11
60 - 64	957	517	440	673	359	314	170	98	72	67	36	31	19	10	9	28	14	14
65 - 69	703	376	327	495	259	236	127	66	61	48	34	14	13	6	7	20	11	9
70 - 74	384	191	193	273	135	138	79	34	45	21	14	7	6	4	2	5	4	1
75 +	337	163	174	218	105	113	76	33	43	28	18	10	10	5	5	5	2	3
% Distribution ²	100	51.1	48.9	68.9	33.7	35.2	18.9	10.2	8.7	7.9	5.0	2.9	2.0	1.1	0.9	2.3	1.1	1.2

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: The Purpose of Entry categories of Temporary Residents and Others were introduced as a result of the introduction of the new arrival card

Table 3: Total Visitors Arrivals by Country of Usual Residents and Mode of Travel, July 2014 ¹

Country of Usual Residence	Mode of Travel			Percentage (%) ²
	Air	Sea	Total	
OCEANIA	10,976	361	11,337	86.0
American Samoa	2141	152	2,293	17.4
Fiji	236	8	244	1.9
Cook Island	7	1	8	0.1
Other Pacific Is	198	79	277	2.1
New Zealand	5861	67	5,928	45.0
Australia	2533	54	2,587	19.6
EUROPE	255	35	290	2.2
United Kingdom	29	3	32	0.2
Scandinavia	7	9	16	0.1
Benelux	2	1	3	0.0
Germany	99	3	102	0.8
Other Europe	118	19	137	1.0
AMERICA	925	25	950	7.2
U.S.A	910	23	933	7.1
Canada	15	2	17	0.1
ASIA	323	9	332	2.5
Japan	48	0	48	0.4
China	171	0	171	1.3
Korea	16	1	17	0.1
Other Asia	88	8	96	0.7
OTHERS	264	7	271	2.1
TOTAL	12,743	437	13,180	100%
PERCENTAGE DISTRIBUTION	96.7	3.3%	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 2014 ¹

Usual Residence	Purpose of Visit								
	Total	Percentage ²	Holiday/ Vacation	Business/ Conference	Visit Friends/ Relatives	Sports	Transit	Others	Not Stated
OCEANIA	11,337	86.0	4,645	1,081	3,734	51	982	472	372
American Samoa	2,293	17.4	327	209	1,024	7	336	113	277
Fiji	244	1.9	29	66	47	0	56	34	12
Cook Island	8	0.1	0	3	2	0	2	0	1
Other Pacific Is	277	2.1	30	26	56	2	126	29	8
New Zealand	5,928	45.0	3,032	556	1,690	36	346	223	45
Australia	2,587	19.6	1,227	221	915	6	116	73	29
EUROPE	290	2.2	184	8	39	2	38	12	7
United Kingdom	32	0.2	22	1	2	0	2	4	1
Scandinavia	16	0.1	13	0	0	0	1	0	2
Benelux	3	0.0	1	0	1	0	1	0	0
Germany	102	0.8	70	2	16	0	8	5	1
Other Europe	137	1.0	78	5	20	2	26	3	3
AMERICA	950	7.2	222	123	387	15	95	62	46
U.S.A.	933	7.1	214	123	384	15	94	58	45
Canada	17	0.1	8	0	3	0	1	4	1
ASIA	332	2.5	44	58	69	0	134	8	19
Japan	48	0.4	13	19	8	0	2	3	3
China	171	1.3	17	24	43	0	73	2	12
Korea	17	0.1	5	6	2	0	1	3	0
Other Asia	96	0.7	9	9	16	0	58	0	4
OTHER COUNTRIES	271	2.1	139	19	48	2	41	19	3
TOTAL	13,180	100	5,234	1,289	4,277	70	1,290	573	447
Percentage Distribution ²	100		39.7	9.8	32.5	0.5	9.8	4.3	3.4

Source: Ministry of the Prime Minister and Cabinet- Immigration Division; Ministry for Revenue- Customs Division and Samoa Bureau of Statistics.

Note : 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 2014 ¹

Carrier	Total	Purpose of Entry				
		Returning Residents	Percentage ²	Visitors	Percentage ²	
Total	16,250	100%	3,070	18.9	13,180	81.1
AIR						
Virgin Samoa ³	5,754	35.4	1012	6.2	4,742	29.2
Polynesian	3,466	21.3	723	4.4	2,743	16.9
Inter Island	37	0.2	4	0.0	33	0.2
Air New Zealand	4,594	28.3	691	4.3	3,903	24.0
Fiji Airways ⁴	1,512	9.3	331	2.0	1,181	7.3
Other Air Carrier	144	0.9	3	0.0	141	0.9
SEA						
Lady Naomi	509	3.1	271	1.7	238	1.5
Yacht	3	0.0	0	0.0	3	0.0
Other Sea Carrier	231	1.4	35	0.2	196	1.2

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 2014 ¹

Duration of Stay	Place of Stay			
	Total	Hotel/Motel	Private	Not Stated
Total	11,890	4,392	7,253	245
1day	461	131	326	4
2days	882	255	592	35
3days	337	149	182	6
4days	384	167	203	14
5days	586	324	255	7
6days	602	360	233	9
7days	1423	772	638	13
8-14days	4199	1,769	2,360	70
15-30days	1856	300	1,528	28
31-60days	298	41	248	9
61-90days	81	7	71	3
91-180days	55	13	40	2
181-365days	26	9	16	1
Not Stated	700	95	561	44
Percentage Distribution ²	100	36.9	61.0	2.1

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