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GOVERNMENT OF SAMOA SAMOA BUREAU OF STATISTICS

International Arrival Statistics September 2014

HIGHLIGHTS OF THE MONTH

In September 2014 compared with September 2013

- ❖ Total arrivals (14,606) increased by 4.1 percent
- ❖ Total visitors (11,503) increased by 2.5 percent
- ❖ More visitors arrived from USA (up by 170), Australia and American Samoa (up by 10) but few arrived from New Zealand (down by 140).

August 2014	Number	Change from previous month	Change from previous year
All Arrivals	14,606	-8.1%	4.1%
All Visitors	11,216	-11.8%	2.5%

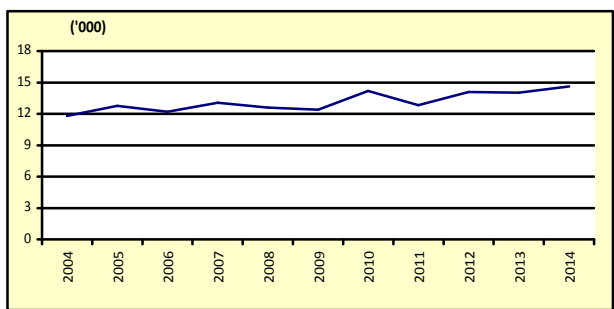
OVERVIEW

1. TOTAL ARRIVALS

The total International Arrival Statistics recorded for the month of **September 2014** (table 1), revealed a decrease of 8.1 percent over the previous month of August but an increase of 4.1 percent over the corresponding month of September 2013. (Refer Fig. 1)

Air was the preferred mode of travel to Samoa, representing 96.4 percent (14,083) of total arrivals, while the remaining 3.6 percent (523) arrived by sea in September 2014.

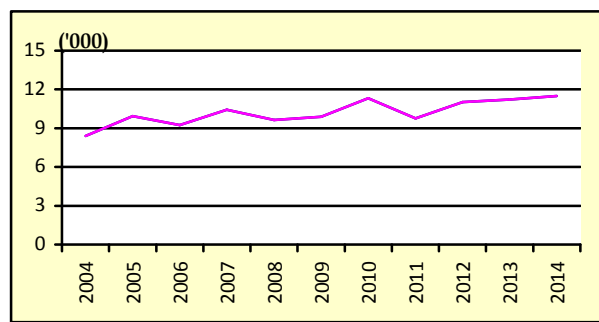
Fig. 1: September Total Arrivals, 2004 - 2014



2. TOTAL VISITORS

Overall Visitors numbered 11,503 for the month under review revealed a decrease of 11.8 percent over the previous month but an increase of 2.5 percent when compared to the corresponding month of September 2013. (Refer Fig. 2).

Fig. 2: September Total Visitors, 2004 - 2014



Visitors' arrivals have a strong seasonal pattern with a regular peak of numbers during holiday seasons normally from December to January. Graph 2 in the Appendix shows the smooth-term trend for visitors for arrivals adjusting for seasonal pattern except for the additive outliers for May and June 2012 during Samoa's 50th Anniversary as well as August and September this year (2014) during the SIDS (Small Island Development States) Conference.

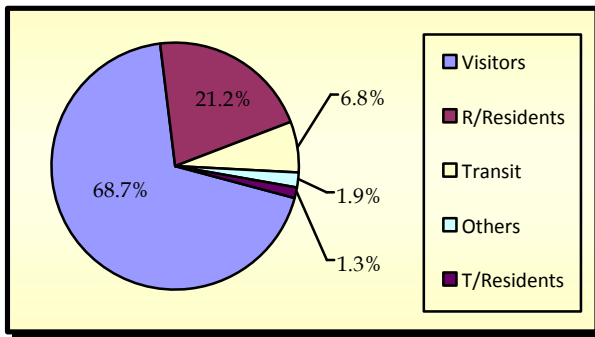
3. TOTAL ARRIVALS BY PURPOSE OF ENTRY

Visitors, including transit made up the largest component of all arrivals with 38.9 percent (5,677) being males and 36.6 percent (5,352) being females.

Returning residents made up 21.2 percent (3,103) of arrivals with 12.3 percent (1,797) being males and 8.9 percent (1,306) being females.

Additionally, temporary residents made up 1.3 percent (194) of total arrivals with 0.7 percent (105) being males and 0.6 percent (89) being females. Other purposes of entry made up the remainder of the total arrivals with 1.9 percent (280). (Refer Fig.3)

Fig. 3: Total Arrivals, by Purpose of Visit

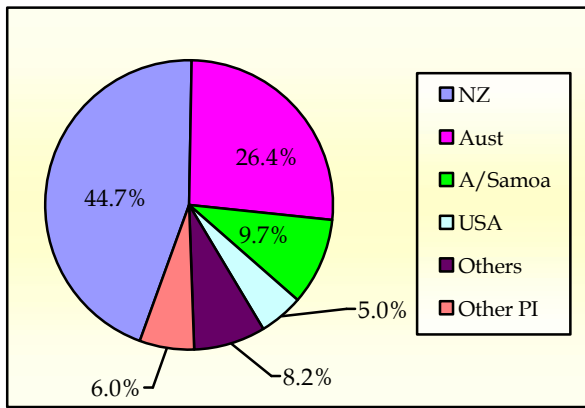


4. VISITORS BY COUNTRY OF USUAL RESIDENCE

New Zealand remains as the leading country in visitors' arrival by country of usual residence (Table 3) accounting for 44.7 percent or 5,142 of total visitors, compared to 40.4 percent or 5,272 visitors reported in the previous month. Australia followed next with a 26.4 percent share (3,035) compared to 20.1 percent or 2,626 visitors reported in the previous month.

American Samoa represented 9.7 percent (1,113) September 2014 compared to 10.6 percent or 1,388 visitors in the previous month and the United States of America remains the smallest of the principal source markets with a share of 5.0 percent (573) compared to 8.8 percent share or 1,153 visitors which was reported in the previous month. (Refer Fig. 4)

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

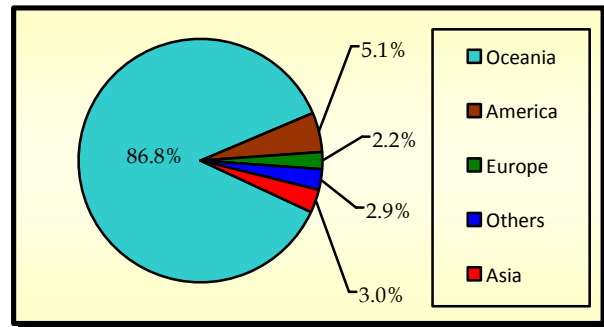


5. VISITORS BY REGION

The Oceanic Region had the highest share of total visitors with 89.2 percent compared to 88.9 percent reported in September 2013, followed by America with 5.0 percent (3.6 percent in September 2013).

Asia represented 3.0 percent of total visitors compared with 2.5 percent reported in the previous year, while Europe represented the lowest share with 2.2 percent compared to 2.5 percent reported in September 2013. (Refer Fig. 5).

Fig. 5: Total Visitors, by Region



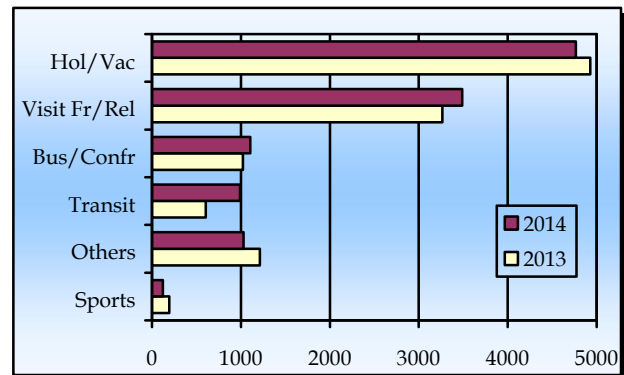
6. VISITORS BY PURPOSE OF VISIT

The principal source markets (table 4) namely New Zealand, American Samoa, Australia, and the United States of America constituted 85.8 percent of all visitors visiting Samoa in September 2014.

The majority of visitors (41.4 percent) were here on Holiday/ Vacation followed by those that came here to visit friends and relatives with 30.3 percent.

Visitors that entered our shores for Business/ Conference and those that were here on Transit reported 9.6 percent and 8.6 percent respectively. Fig.6 depicts total visitors by purpose of visit for September 2013 and September 2014.

Fig. 6: Total Visitors, by Purpose of Visit

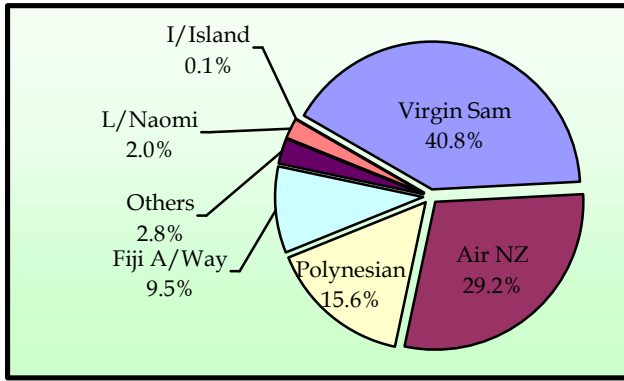


7. TOTAL ARRIVALS BY CARRIER

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 40.8 percent share (5,959 passengers) followed by Air New Zealand with a share of 29.2 percent (4,265 passengers).

Polynesian Airlines brought in 15.6 percent (2,284) of total arrivals while Fiji Air Ways, formerly known as Air Pacific, recorded a share of 9.5 percent (1,388). Fig. 7 illustrates total arrivals by carrier during the reference period.

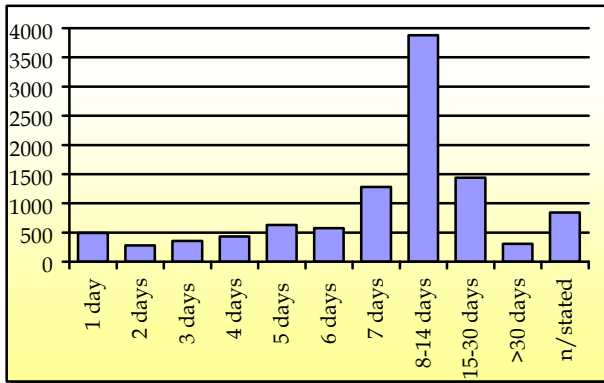
Fig. 7: Total Arrivals by Carrier



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 (55.1 percent or 5,788 visitors) reported staying in private accommodation or with families/ relatives while 41.2 percent (4,333) stayed in hotels/ motels. The remaining 3.7 percent or 392 visitors did not state their place of stay. (Refer Fig. 9).

Fig. 9: Total Visitors by Place of Stay

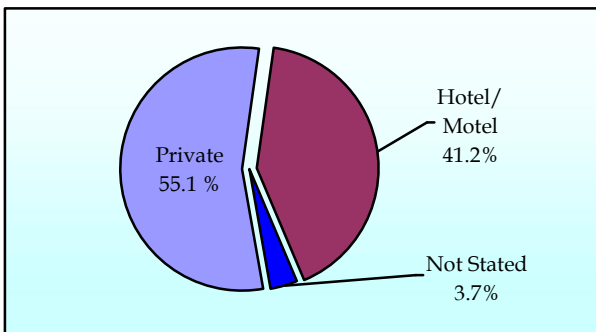
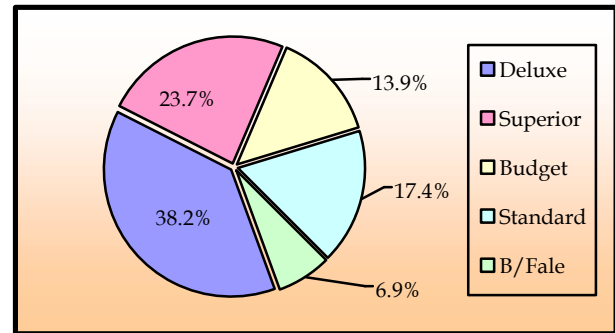


Fig. 10 portrays the number of visitors who stayed in hotels/ motels (4,333) by type of accommodation (hotel/ motel), within the reference month.

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.

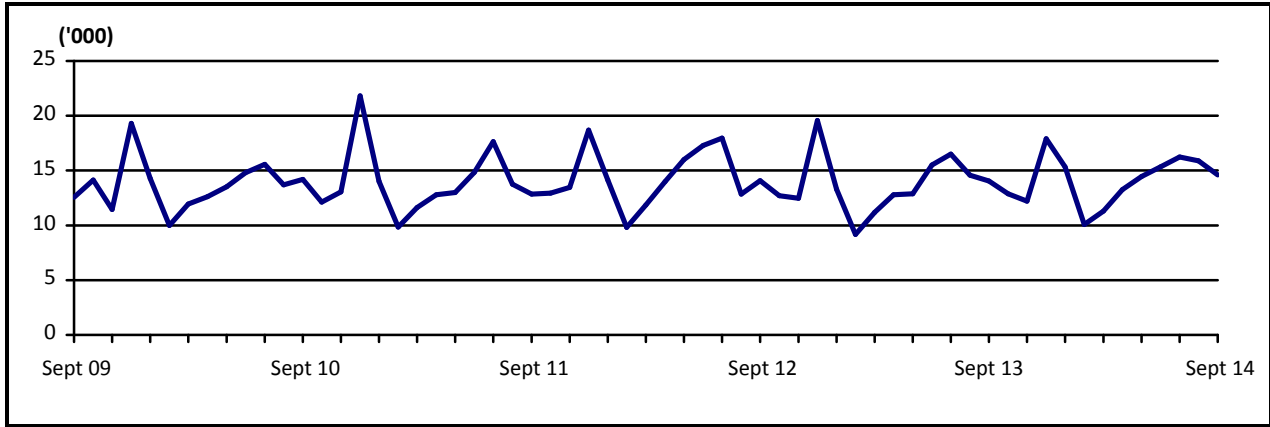
International arrival statistics are compiled on a monthly, quarterly and annual basis. These reports can also be extracted from our website: www.sbs.gov.ws

The migration report for the month of October 2014 will be released on 21st November 2014.

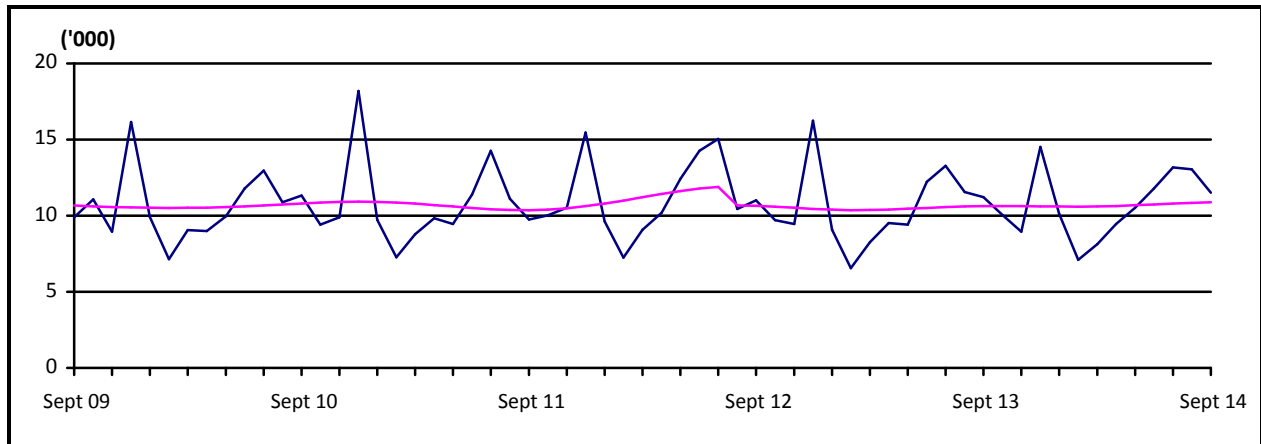
**Muagututi'a Sefuiva Reupena
GOVERNMENT STATISTICIAN**

APPENDIX

Graph 1: Monthly Total Arrivals September 2009 – September 2014



Graph 2: Monthly Total Visitors September 2009 – September 2014



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

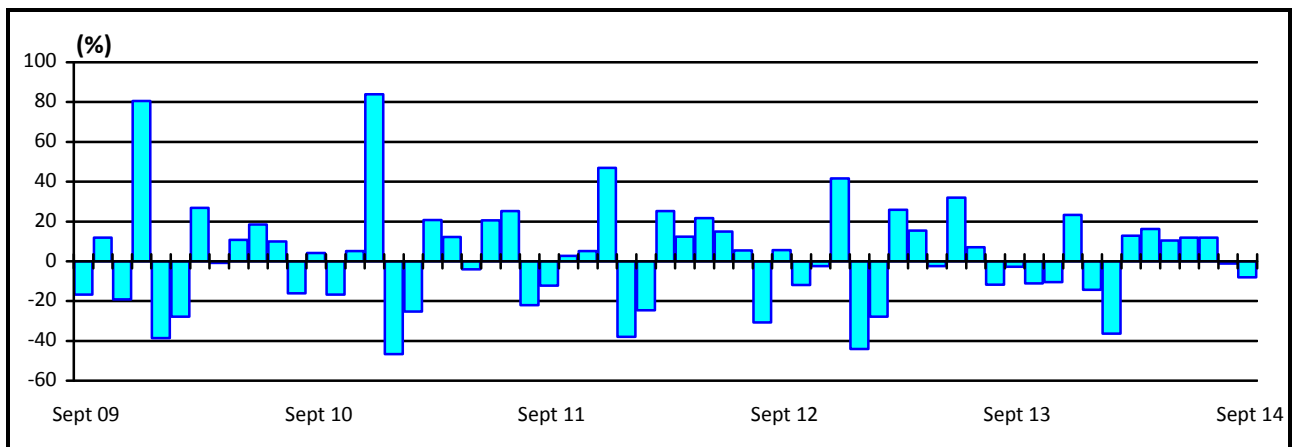


Table 1: Monthly Arrival and Departure by Mode of Travel and Net Migration, 2004 - 2014.

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	92,585	2,328	94,913	121,151	5,356	126,507	80,384	4,062	84,446	...
2011										
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	10,225	272	10,497	13,876	578	14,454	13,437	699	14,136	318
June	11,475	309	11,784	14,645	682	15,327	14,000	781	14,781	546
July	12,743	437	13,180	15,507	743	16,250
August	12,714	326	13,040	15,285	603	15,888
September /1	11,216	287	11,503	14,083	523	14,606

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, September 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	14,606	7,745	6,861	10,039	5,027	5,012	3,103	1,797	1,306	990	650	340	194	105	89	280	166	114
0 - 4	644	349	295	454	238	216	138	77	61	34	25	9	10	4	6	8	5	3
5 - 9	575	283	292	461	226	235	80	39	41	22	12	10	6	2	4	6	4	2
10 - 14	630	320	310	476	227	249	117	74	43	24	11	13	7	6	1	6	2	4
15 - 19	690	349	341	485	224	261	144	92	52	43	21	22	6	5	1	12	7	5
20 - 24	1,043	490	553	684	277	407	261	158	103	72	41	31	13	8	5	13	6	7
25 - 29	1,257	664	593	836	381	455	270	183	87	109	84	25	26	11	15	16	5	11
30 - 34	1,183	622	561	808	392	416	258	158	100	83	50	33	7	4	3	27	18	9
35 - 39	1,210	657	553	809	406	403	253	160	93	123	79	44	8	3	5	17	9	8
40 - 44	1,317	728	589	871	445	426	298	185	113	95	66	29	15	12	3	38	20	18
45 - 49	1,402	766	636	944	487	457	288	167	121	114	79	35	17	11	6	39	22	17
50 - 54	1,332	718	614	939	507	432	269	129	140	78	55	23	14	7	7	32	20	12
55 - 59	1,194	658	536	805	436	369	262	132	130	80	62	18	22	9	13	25	19	6
60 - 64	923	487	436	657	339	318	183	104	79	49	25	24	20	9	11	14	10	4
65 - 69	629	341	288	433	235	198	136	65	71	36	26	10	11	6	5	13	9	4
70 - 74	332	171	161	218	117	101	79	34	45	20	10	10	6	4	2	9	6	3
75 +	245	142	103	159	90	69	67	40	27	8	4	4	6	4	2	5	4	1
% Distribution ²	100	53.0	47.0	68.7	34.4	34.3	21.2	12.3	8.9	6.8	4.5	2.3	1.3	0.7	0.6	1.9	1.1	0.8

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, September 2014 ¹

Country of Usual Residence	Mode of Travel			Percentage (%) ²
	Air	Sea	Total	
OCEANIA	9,776	206	9,982	86.8
American Samoa	1063	50	1,113	9.7
Fiji	244	2	246	2.1
Cook Island	12	13	25	0.2
Other Pacific Is	328	93	421	3.7
New Zealand	5123	19	5,142	44.7
Australia	3006	29	3,035	26.4
EUROPE	223	27	250	2.2
United Kingdom	26	4	30	0.3
Scandinavia	11	2	13	0.1
Benelux	12	0	12	0.1
Germany	113	6	119	1.0
Other Europe	61	15	76	0.7
AMERICA	539	47	586	5.1
U.S.A	531	42	573	5.0
Canada	8	5	13	0.1
ASIA	345	1	346	3.0
Japan	77	0	77	0.7
China	169	0	169	1.5
Korea	5	0	5	0.0
Other Asia	94	1	95	0.8
OTHERS	333	6	339	2.9
TOTAL	11,216	287	11,503	
PERCENTAGE DISTRIBUTION	97.5	2.5	100%	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, September 2014¹

Usual Residence	Purpose of Visit								
	Total	Percentage ²	Holiday/ Vacation	Business/ Conference	Visit Friends/ Relatives	Sports	Transit	Others	Not Stated
OCEANIA	9,982	86.8	4,229	855	3,226	119	679	452	422
American Samoa	1,113	9.7	122	73	412	10	232	39	225
Fiji	246	2.1	24	81	57	0	57	19	8
Cook Island	25	0.2	6	4	6	0	2	5	2
Other Pacific Is	421	3.7	53	95	76	8	138	29	22
New Zealand	5,142	44.7	2,623	445	1,529	73	126	232	114
Australia	3,035	26.4	1,401	157	1,146	28	124	128	51
EUROPE	250	2.2	196	15	10	0	11	10	8
United Kingdom	30	0.3	19	0	4	0	2	2	3
Scandinavia	13	0.1	9	1	1	0	2	0	0
Benelux	12	0.1	12	0	0	0	0	0	0
Germany	119	1.0	104	5	3	0	2	2	3
Other Europe	76	0.7	52	9	2	0	5	6	2
AMERICA	586	5.1	160	86	195	2	71	32	40
U.S.A.	573	5.0	152	84	194	2	70	31	40
Canada	13	0.1	8	2	1	0	1	1	0
ASIA	346	3.0	54	79	34	0	145	7	27
Japan	77	0.7	14	34	10	0	16	2	1
China	169	1.5	23	23	16	0	90	1	16
Korea	5	0.0	3	0	1	0	1	0	0
Other Asia	95	0.8	14	22	7	0	38	4	10
OTHER COUNTRIES	339	2.9	128	71	23	1	84	23	9
TOTAL	11,503	100	4,767	1,106	3,488	122	990	524	506
Percentage Distribution²	100		41.4	9.6	30.3	1.1	8.6	4.6	4.4

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, September 2014 ¹

Carrier	Total	Purpose of Entry				
		Returning Residents	Percentage ²	Visitors	Percentage ²	
Total	14,606	100%	3,103	21.2	11,503	78.8
AIR						
Virgin Samoa ³	5,959	40.8	1029	7.0	4,930	33.8
Polynesian	2,284	15.6	704	4.8	1,580	10.8
Inter Island	17	0.1	3	0.0	14	0.1
Air New Zealand	4,265	29.2	842	5.8	3,423	23.4
Fiji Airways ⁴	1,388	9.5	264	1.8	1,124	7.7
Other Air Carrier	170	1.2	25	0.0	145	1.0
SEA						
Lady Naomi	292	2.0	222	1.5	70	0.5
Yacht	28	0.2	0	0.0	28	0.2
Other Sea Carrier	203	1.4	14	0.1	189	1.3

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, September 2014 ¹

Duration of Stay	Place of Stay			
	Total	Hotel/Motel	Private	Not Stated
Total	10,513	4,333	5,788	392
1day	491	144	342	5
2days	280	174	90	16
3days	358	158	175	25
4days	430	213	200	17
5days	631	366	225	40
6days	574	375	186	13
7days	1,281	708	519	54
8-14days	3,878	1,788	1,983	107
15-30days	1,440	261	1,142	37
31-60days	181	27	150	4
61-90days	45	4	41	0
91-180days	48	6	40	2
181-365days	31	2	25	4
Not Stated	845	107	670	68
Percentage Distribution ²	100	41.2	55.1	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