Please address all correspondence to the Government Statistician

In reply, please quote the file reference

File Ref: IAS 06/14

GOVERNMENT OF SAMOA

SAMOA BUREAU OF STATISTICS

International Arrival Statistics
June 2014

HIGHLIGHTS OF THE MONTH

In June 2014 compared with June 2013

- *Total arrivals (15,327) decreased by 1.1 percent*
- *Total visitors (11,784) decreased by 4.3 percent*
- *More visitors arrived from New Zealand (exactly the same, 4,961), Australia (up by 508), USA (up by 8); but fewer arrived from American Samoa (down by 973)*

June 2014	Number	Change from previous month	Change from previous year
All Arrivals	15,327	*6.0%*	*-1.1%*
All Visitors	11,784	*11.9%*	*-4.3%*

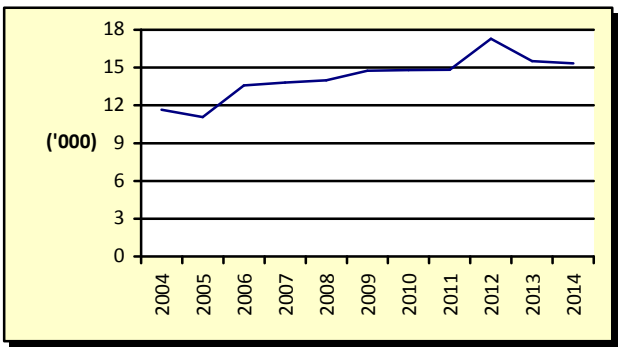
OVERVIEW

1. TOTAL ARRIVALS

The total International Arrival Statistics recorded for the month of ***June 2014*** (table 1), disclosures an increase of 6 percent over the previous month of May but a slightly decrease of 1.1 percent over the corresponding month of June 2013. (Refer Fig. 1)

Air was the preferred mode of travel to Samoa, representing 95.5 percent (14,645) of total arrivals, while the remaining 4.5 percent (682) arrived by sea in June 2014.

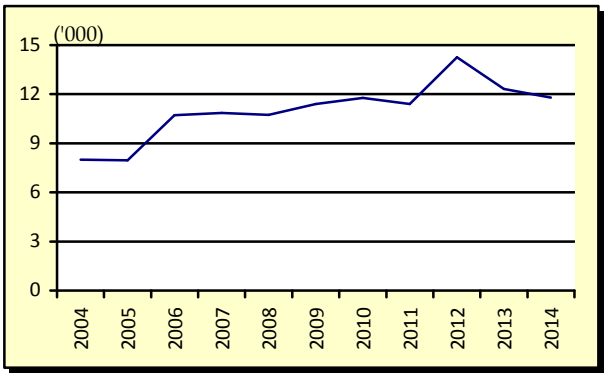
Fig. 1: June Total Arrivals, 2004 - 2014



2. TOTAL VISITORS

Overall Visitors numbered 11,784 for the month under review reveals an increase of 11.9 percent over the previous month but a decrease of 4.3 percent when compared to the corresponding month of June 2013. (Refer Fig. 2).

Fig. 2: June Total Visitors, 2004 - 2014



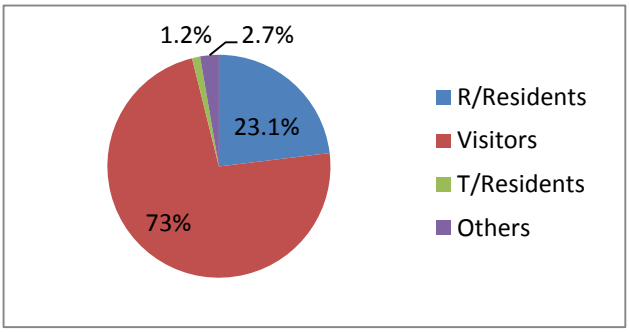
Visitors' arrivals have a strong seasonal pattern with a regular peak of numbers during holiday seasons normally from December to January. Graph 2 in the Appendix shows the smooth-term trend for visitors for arrivals adjusting for seasonal pattern except the additive outliers for May and June 2012 during Samoa's 50th Anniversary.

3. TOTAL ARRIVALS BY PURPOSE OF ENTRY

Visitors, including transit made up the largest component of all arrivals with 37.4 percent (5,732) being males and 35.6 percent (5,457) being females.

Returning residents made up the total of 23.1 percent of the arrivals (3,543) with 12.3 percent (1,884) being male and 10.8 percent (1,659) being female.
Additionally, temporary residents made up of 1.2 percent of total arrivals (187) with 0.6 percent (97) being males and 0.6 percent (90) being females. Other purposes of entry made up the remainder of the total arrivals with 2.7 percent (408). (Refer Fig.3)

Fig. 3: Total Arrivals, by Purpose of Visit

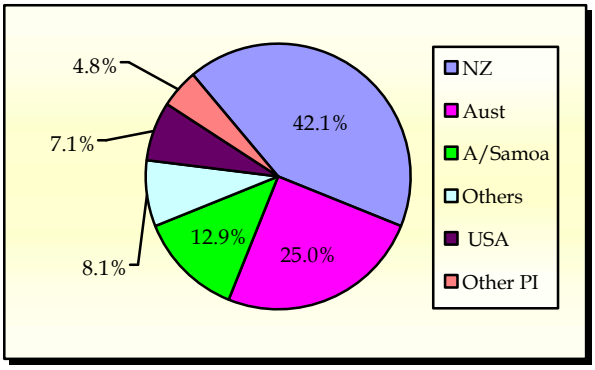


4. VISITORS BY COUNTRY OF USUAL RESIDENCE

New Zealand remains as the leading country in visitors' arrival by country of usual residence (Table 3) accounting for 42.1 percent or 4,961 of total visitors, compared to 42.5 percent or 4,442 visitors reported in the previous month. Australia followed next with a 25 percent share (2,949) compared to 22.6 percent or 2,360 visitors reported in the previous month.

American Samoa represented 12.9 percent (1,521) in June 2014 compared to 14.1 percent or 1,476 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 (837) compared to 6.2 percent or 649 visitors reported in the previous month. (Refer Fig. 4)

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

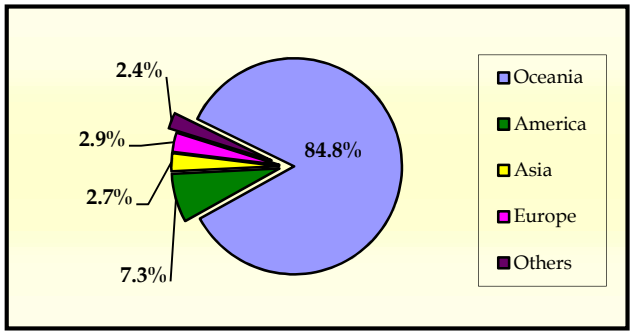


5. VISITORS BY REGION

The Oceanic Region had the highest share of total visitors with 84.8 percent compared to 85.5 percent reported in June 2013, followed by America with 7.3 percent (7.2 percent in June 2013).

Europe represented 2.9 percent of total visitors compared with 2.8 percent reported in the previous year, while Asia represented the lowest share with 2.7 percent compared to 2.4 percent reported in June 2013. (Refer Fig. 5).

Fig. 5: Total Visitors, by Region



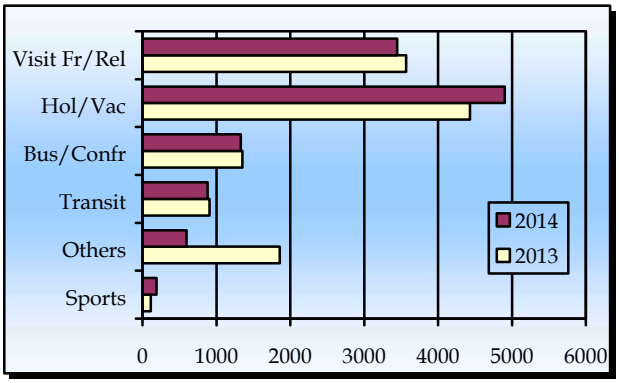
6. VISITORS BY PURPOSE OF VISIT

The principal source markets (table 4) namely New Zealand, American Samoa, Australia, and the United States of America constitute 87.1 percent of all visitors visiting Samoa in June 2014.

Visitors that were here to visit friends and relatives accounted for 29.3 percent of all visitors while all visitors entered on holiday/ vacation accounted 41.6 percent of.

Business and Conference visitors made up 11.3 percent and those who were here in transit to other destinations made up 7.5 percent of all visitors. Fig.6 depicts total visitors by purpose of visit for June 2013 and June 2014.

Fig. 6: Total Visitors, by Purpose of Visit



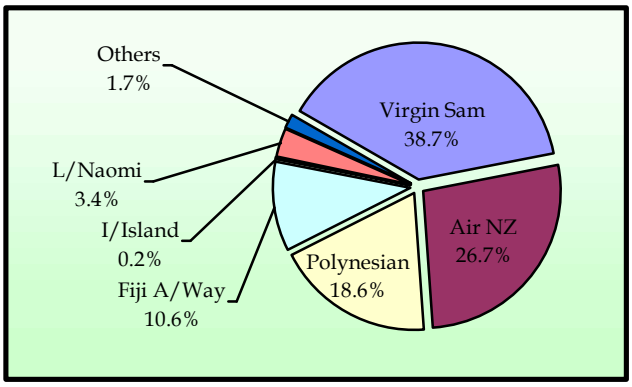
7. TOTAL ARRIVALS BY CARRIER

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 38.7 percent share (5,927 passengers) followed by Air New Zealand with a 26.7 percent share (4,095 passengers).

Polynesian Airlines brought in 18.6 percent (2,855) of total arrivals while Fiji Air Ways recorded a share of 10.6 percent (1,628).

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

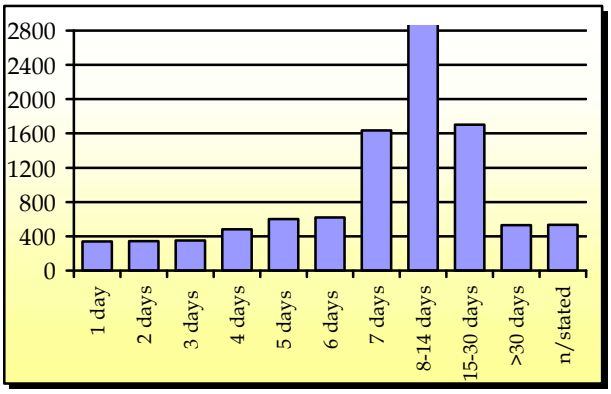
Fig. 7: Total Arrivals by Carrier



8. VISITORS DURATION AND PLACE OF STAY

The usual visitor's *(not including transit)* duration of stay in Samoa (Table 6) is between seven and thirty days, as shown in Fig. 8.

Fig. 8:Total Visitors (Transit not incl) by Duration of Stay



Most visitors (58.7 percent or 6,404 visitors) reported staying in private accommodation or with families/ relatives and 40.2 percent (4,384) stayed in hotels/ motels. The remaining 1.1 percent or 116 visitors did not state their place of stay. (Refer Fig. 9).

Fig. 9: Total Visitors by Place of Stay

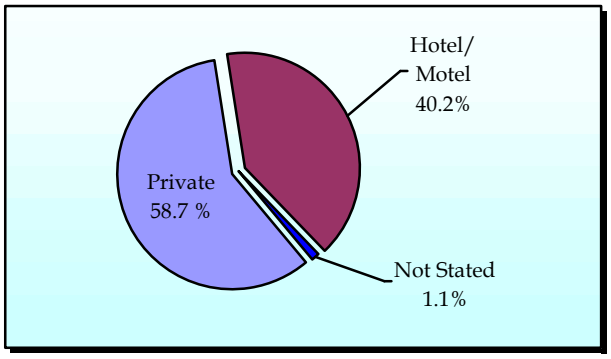
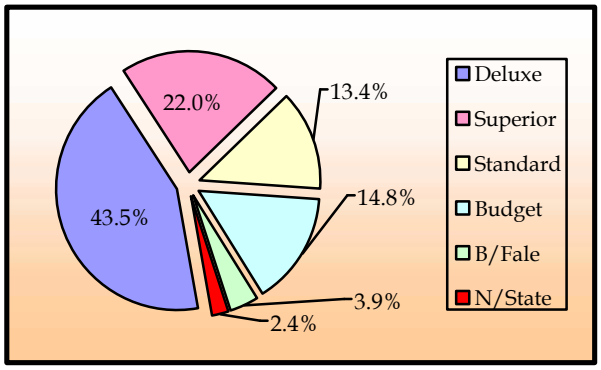


Fig. 10 portrays the number of visitors *(including transit)* who stayed in hotels/ motels (3,384) by type of accommodation (hotel/ motel), within the reference month.

Fig. 10: Visitors (transit included) 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.

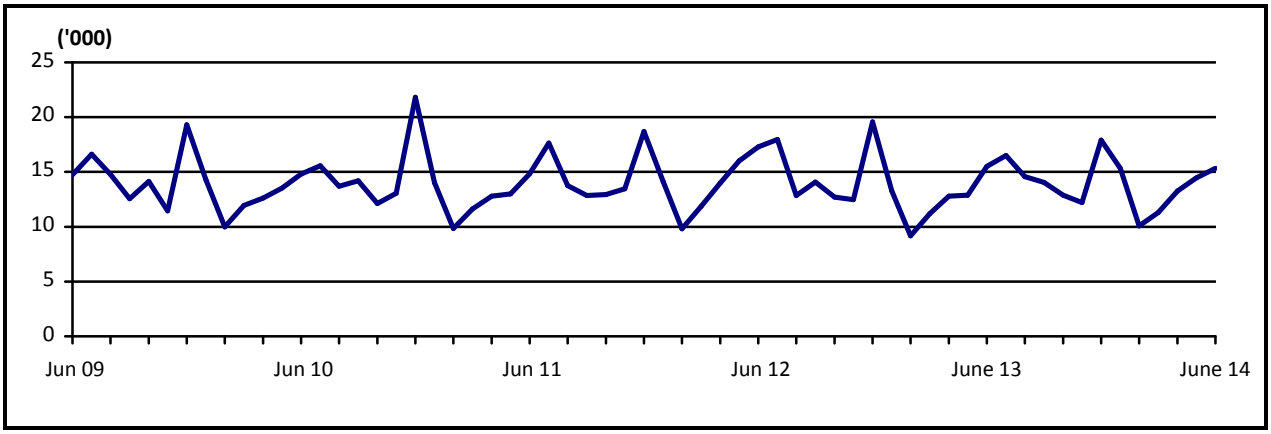
International arrival statistics are compiled on a monthly, quarterly and annual basis. These reports can also be extracted from our website: www.sbs.gov.ws

The migration report for the month of July 2014 will be released on the 28th of August 2014.

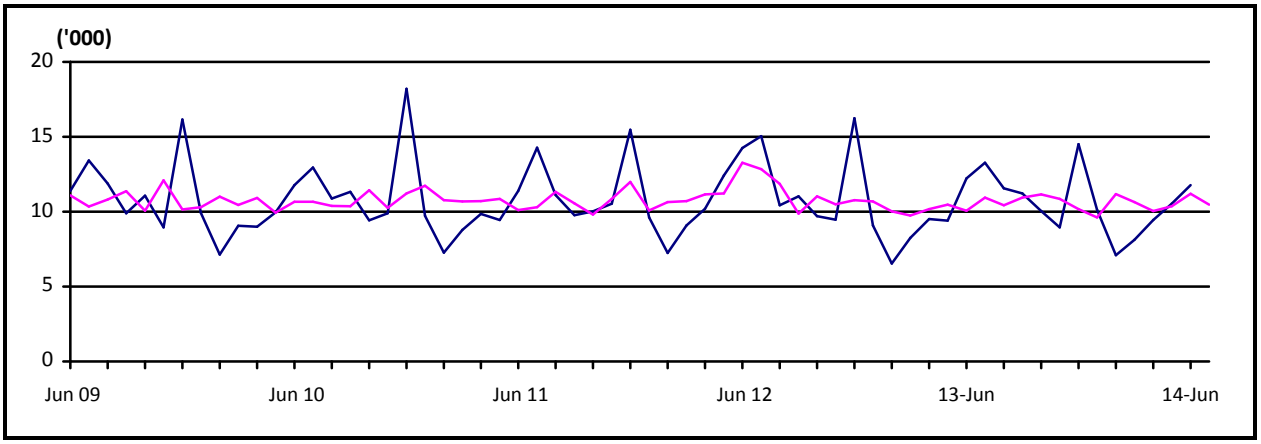
Muagututi'a Sefuiva Reupena
GOVERNMENT STATISTICIAN

APPENDIX

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



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



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

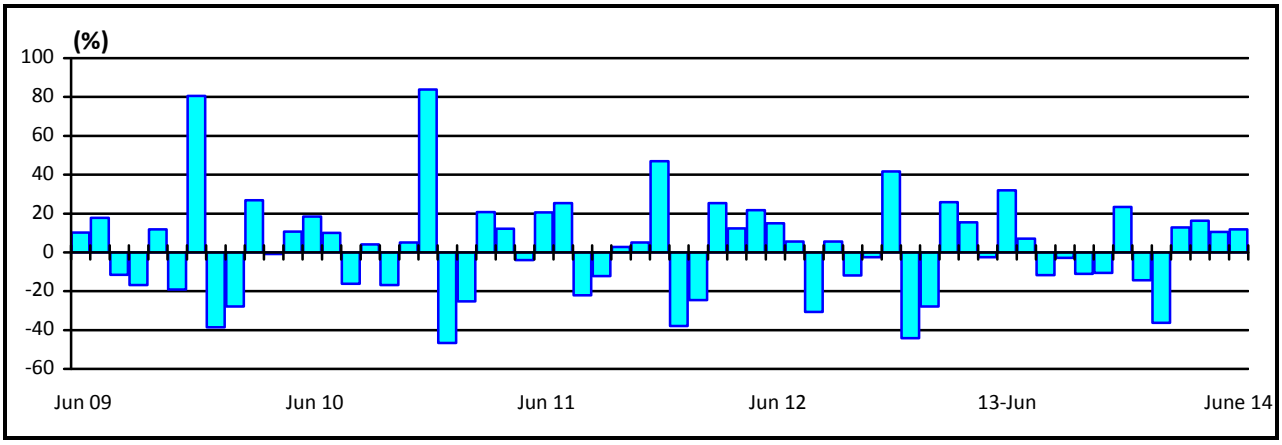


Table 1: Monthly Arrival and Departure by Mode of Tavel and Net Migration, 2004 - 2014.

	Visitors Arrivals			Total Arrivals			Total Departures			Net
Period	**Air**	**Sea**	**Total**	**Air**	**Sea**	**Total**	**Air**	**Sea**	**Total**	**Migration**
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	**55,942**	**1,277**	**57,219**	**76,276**	**3,487**	**79,763**	**52,947**	**2,582**	**55,529**	...
					2011					
May	9,234	214	9,448	12,543	444	12,987	12,718	394	13,112	***-125***
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***
Apri	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	**11091**	**598**	**11689**	**-369**
April	9,301	146	9,447	12,454	812	13,266	**11805**	**954**	**12759**	**507**
May	10,255	271	10,526	13,876	578	14,454	...	...	...	...
June /1	**11,475**	**309**	**11,784**	**14,645**	**682**	**15,327**	...	...	...	...

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

Revised Figures

Table 2: Total Arrivals by Age, Purpose of Entry and Gender, June 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	***15,327***	***7,930***	***7,397***	***10,309***	***5,181***	***5,128***	***3,543***	***1,884***	***1,659***	***880***	***551***	***329***	***187***	***97***	***90***	***408***	***217***	***191***
0 - 4	694	340	354	470	228	242	156	76	80	46	23	23	10	6	4	12	7	5
5 - 9	668	330	338	510	252	258	93	44	49	45	26	19	7	1	6	13	7	6
10 - 14	624	305	319	472	243	229	77	35	42	38	14	24	10	3	7	27	10	17
15 - 19	916	456	460	675	331	344	164	77	87	53	37	16	5	2	3	19	9	10
20 - 24	1,170	547	623	758	309	449	311	177	134	64	45	19	12	3	9	25	13	12
25 - 29	1,272	653	619	869	411	458	292	172	120	69	47	22	10	4	6	32	19	13
30 - 34	1,156	635	521	751	368	383	286	180	106	79	59	20	18	12	6	22	16	6
35 - 39	1,194	626	568	762	379	383	294	162	132	84	55	29	21	12	9	33	18	15
40 - 44	1,297	672	625	830	441	389	326	167	159	84	38	46	15	8	7	42	18	24
45 - 49	1,384	745	639	927	487	440	326	186	140	71	41	30	21	13	8	39	18	21
50 - 54	1,415	737	678	930	469	461	337	165	172	87	66	21	19	13	6	42	24	18
55 - 59	1,254	678	576	809	431	378	327	181	146	64	36	28	13	5	8	41	25	16
60 - 64	941	511	430	641	353	288	207	105	102	46	29	17	11	4	7	36	20	16
65 - 69	696	363	333	483	250	233	161	74	87	31	24	7	9	8	1	12	7	5
70 - 74	373	198	175	249	143	106	97	41	56	12	7	5	5	2	3	10	5	5
75 +	273	134	139	173	86	87	89	42	47	7	4	3	1	1	0	3	1	2
% Distribution [2]	***100***	***51.7***	***48.3***	***67.3***	***33.8***	***33.5***	***23.1***	***12.3***	***10.8***	***5.7***	***3.6***	***2.1***	***1.2***	***0.6***	***0.6***	***2.7***	***1.4***	***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, June 2014 [1]

Country of Usual Residence	Mode of Travel			Percentage (%) [2]
	Air	Sea	Total	
OCEANIA	***9,745***	***245***	***9,990***	***84.8***
American Samoa	1368	153	1,521	**12.9**
Fiji	195	1	196	**1.7**
Cook Island	15	0	15	**0.1**
Other Pacific Is	288	60	348	**3.0**
New Zealand	4945	16	4,961	**42.1**
Australia	2934	15	2,949	**25.0**
EUROPE	***318***	***20***	***338***	***2.9***
United Kingdom	63	1	64	**0.5**
Scandinavia	1	0	1	**0.0**
Benelux	3	0	3	**0.0**
Germany	100	4	104	**0.9**
Other Europe	151	15	166	**1.4**
AMERICA	***818***	***37***	***855***	***7.3***
U.S.A	803	34	837	**7.1**
Canada	15	3	18	**0.2**
ASIA	***321***	***3***	***324***	***2.7***
Japan	54	0	54	**0.5**
China	163	3	166	**1.4**
Korea	4	0	4	**0.0**
Other Asia	100	0	100	**0.8**
OTHERS	***273***	***4***	***277***	***2.4***
TOTAL	***11,475***	***309***	***11,784***	**100%**
PERCENTAGE DISTRIBUTION	**97.4**	**2.6%**	**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 Pupose of Visit, June 2014 [1]

Usual Residence	Purpose of Visit								
	Total	Percentage [2]	Holiday/ Vacation	Business/ Conference	Visit Friends/ Relatives	Sports	Transit	Others	Not Stated
OCEANIA	***9,990***	***84.8***	***4,207***	***1,092***	***3,082***	***131***	***640***	***474***	***364***
American Samoa	1,521	**12.9**	265	137	509	24	308	127	151
Fiji	196	**1.7**	32	71	44	4	33	8	4
Cook Island	15	**0.1**	1	4	4	2	1	3	0
Other Pacific Is	348	**3.0**	35	97	63	13	112	17	11
New Zealand	4,961	**42.1**	2,448	482	1,496	44	144	234	113
Australia	2,949	**25.0**	1,426	301	966	44	42	85	85
EUROPE	***338***	***2.9***	***224***	***15***	***14***	***46***	***11***	***15***	***13***
United Kingdom	64	**0.5**	42	5	3	8	0	4	2
Scandinavia	1	**0.0**	1	0	0	0	0	0	0
Benelux	3	**0.0**	1	0	0	0	2	0	0
Germany	104	**0.9**	95	1	3	0	1	2	2
Other Europe	166	**1.4**	85	9	8	38	8	9	9
AMERICA	***855***	***7.3***	***263***	***120***	***278***	***5***	***56***	***88***	***45***
U.S.A.	837	**7.1**	248	119	277	4	56	88	45
Canada	18	**0.2**	15	1	1	1	0	0	0
ASIA	***324***	***2.7***	***60***	***78***	***28***	***4***	***132***	***15***	***7***
Japan	54	**0.5**	14	25	9	3	2	1	0
China	166	**1.4**	25	44	10	1	72	11	3
Korea	4	**0.0**	1	2	0	0	1	0	0
Other Asia	100	**0.8**	20	7	9	0	57	3	4
OTHER COUNTRIES	***277***	***2.4***	***150***	***26***	***46***	***3***	***41***	***6***	***5***
TOTAL	**11,784**	**100**	**4,904**	**1,331**	**3,448**	**189**	**880**	**598**	**434**
Percentage Distribution [2]	**100**		**41.6**	**11.3**	**29.3**	**1.6**	**7.5**	**5.1**	**3.7**

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, June 2014 [1]

Carrier	Total		Purpose of Entry			
			Returning Residents	Percentage [2]	Visitors	Percentage [2]
Total	**15,327**	**100%**	**3,543**	**23.1**	**11,784**	**76.9**
AIR						
Virgin Samoa [3]	**5,927**	**38.7**	1016	6.6	4,911	32.0
Polynesian	**2,855**	**18.6**	1027	6.7	1,828	11.9
Inter Island	**35**	**0.2**	5	0.0	30	0.2
Air New Zealand	**4,095**	**26.7**	720	4.7	3,375	22.0
Fiji Airways [4]	**1,628**	**10.6**	382	2.5	1,246	8.1
Other Air Carrier	**105**	**0.7**	20	0.0	85	0.6
SEA						
Lady Naomi	**525**	**3.4**	320	2.1	205	1.3
Yacht	**6**	**0.0**	0	0.0	6	0.0
Other Sea Carrier	**151**	**1.0**	53	0.3	98	0.6

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, June 2014 [1]

Duration of Stay	Place of Stay			
	Total	Hotel/Motel	Private	Not Stated
Total	**10,904**	**4,384**	**6,404**	**116**
1day	340	111	221	8
2days	345	220	122	3
3days	351	203	144	4
4days	482	233	240	9
5days	602	287	307	8
6days	618	410	203	5
7days	1634	934	690	10
8-14days	3763	1,594	2,130	39
15-30days	1703	289	1,400	14
31-60days	386	31	354	1
61-90days	86	11	73	2
91-180days	51	6	45	0
181-365days	9	0	8	1
Not Stated	534	55	467	12
Percentage Distribution [2]	**100**	**40.2**	**58.7**	**1.1**

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