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GOVERNMENT OF SAMOA SAMOA BUREAU OF STATISTICS

International Arrival Statistics November 2013

HIGHLIGHTS OF THE MONTH

In November 2013 compared with November 2012

- ❖ Total arrivals (12,133) decreased by 5.2 percent
- ❖ Total visitors (8,937) also decreased by 10.5 percent
- ❖ More visitors arrived from Australia (up by 170), American Samoa (up by 110) and USA (up by 60) while fewer visitors arrived from New Zealand (down by 740).

November 2013	Number	Change from previous month	Change from previous year
All Arrivals	12,133	-5.2%	-2.8%
All Visitors	8,937	-10.5%	-5.5%

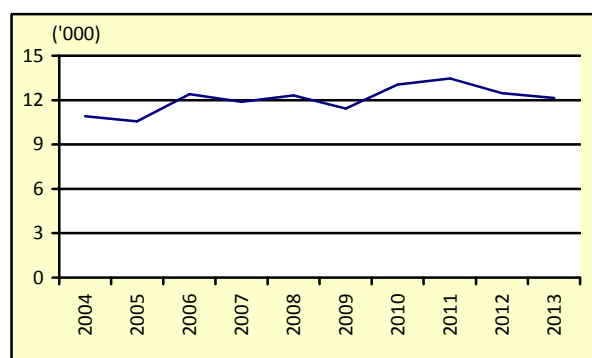
OVERVIEW

1. TOTAL ARRIVALS

The total International Arrival Statistics recorded for the month of **November 2013** (table 1), revealed a decrease of 5.2 percent over the previous month of October and a decrease of 2.8 percent over the corresponding month of November 2012. (Refer Fig. 1)

Air was the preferred mode of travel to Samoa, representing 96.9 percent (11,753) of total arrivals, while the remaining 3.1 percent (291) arrived by sea in November 2013.

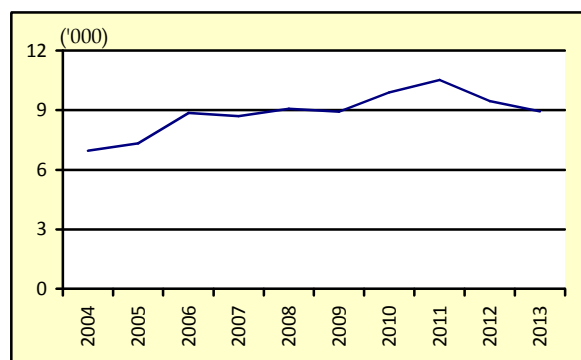
Fig. 1: November Total Arrivals, 2004 - 2013



2. TOTAL VISITORS

Overall Visitors numbered 8,937 for the month under review revealed a decrease of 10.5 percent over the previous month and a decrease of 5.5 percent when compared to the corresponding month of November 2012. (Refer Fig. 2).

Fig. 2: November Total Visitors, 2004 - 2013

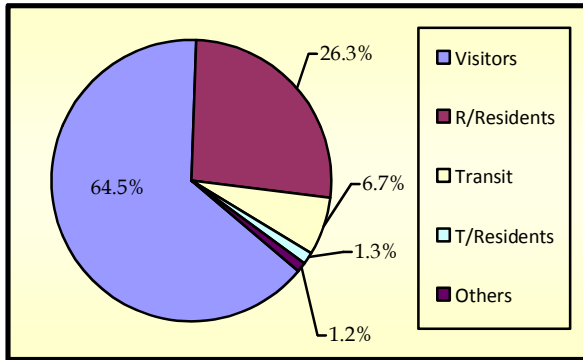


3. TOTAL ARRIVALS BY PURPOSE OF ENTRY

Visitors, including transit made up the largest component of all arrivals with 36.0 percent (4,376) being males and 35.1 percent (4,253) being females.

Male and female returning residents made up 14.1 (1,705) and 12.3 percent (1,491) respectively of total arrivals. Additionally, temporary residents make up 1.3 percent (159) of total arrival with 0.8 percent (94) being males and 0.5 percent (65) being females. Other purposes of entry make up the remainder of the total arrivals with 1.2 percent (149). (Refer Fig. 3).

Fig. 3: Total Arrivals, by Purpose of Entry

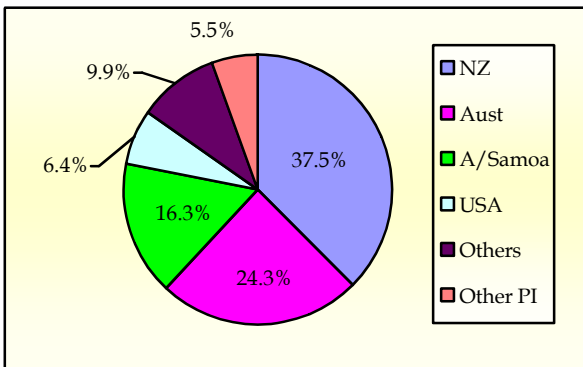


4. VISITORS BY COUNTRY OF USUAL RESIDENCE

New Zealand remains as the leading country in visitors' arrival by country of usual residence (Table 3) accounting for 37.5 percent or 3,355 of total visitors, compared to 46.1 percent or 4,598 visitors reported in the previous month. Australia followed next with a 24.3 percent share (2,169) compared to 20.3 percent or 2,025 visitors reported in the previous month.

American Samoa represented 16.3 percent (1,459) in November 2013 compared to 13.7 percent or 1,369 visitors in the previous month and the United States of America remains the smallest of the principal source markets with a share of 6.4 percent (568) compared to 4.9 percent or 491 visitors reported in the previous month. (Refer Fig. 4).

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

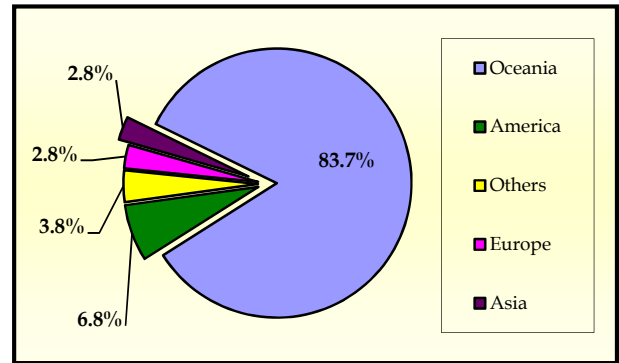


5. VISITORS BY REGION

The Oceanic Region had the highest share of total visitors with 83.7 percent compared to 86.0 percent reported in October 2013, followed by America with 6.8 percent (5.2 percent in October 2013).

Europe had a share of 2.8 percent compared to 2.7 percent reported in the previous month of October while Asia had the lowest share as represented by 2.8 percent, compared to 2.5 percent reported in October 2013. (Refer Fig. 5).

Fig. 5: Total Visitors, by Region



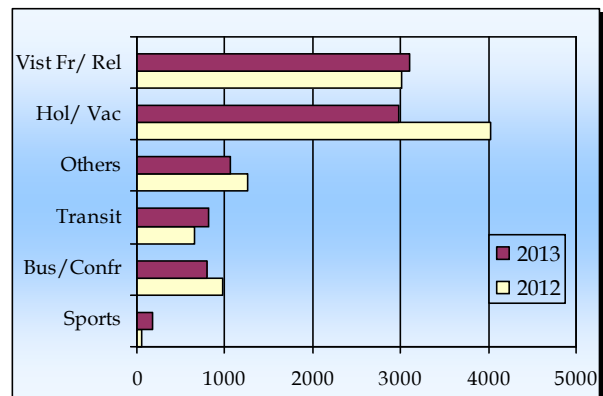
6. VISITORS BY PURPOSE OF VISIT

The principal source markets (table 4) namely New Zealand, American Samoa, Australia, and the United States of America constitute 84.5 percent of all visitors visiting Samoa in November 2013.

Visitors that were here to visit friends and relatives accounted for 34.8 percent of all visitors, while 33.3 percent were here on holiday/ vacation.

Transit made up 9.1 percent of total visitors and 9.0 percent were business/ conference visitors. Fig.6 depicts a comparison of total visitors by purpose of visit for November 2012 and November 2013.

Fig. 6: Total Visitors, by Purpose of Visit



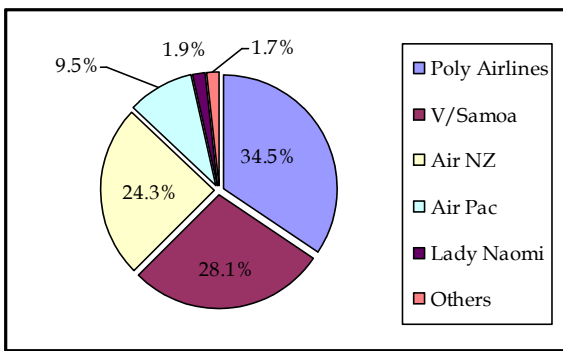
7. TOTAL ARRIVALS BY CARRIER

As depicted in table 5, Polynesian Airlines leads the way of arrival by carriers' during the reference period with a 34.4 percent share (4,175) followed by Virgin Samoa, formerly known as Polynesian Blue, with a 28.0 percent share (3,399 passengers) followed by Air New Zealand with 24.2 percent (2,939 passengers).

Air Pacific brought in 9.5 percent (1,150) of total arrivals while Lady Naomi recorded a share of 1.9 percent (227).

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

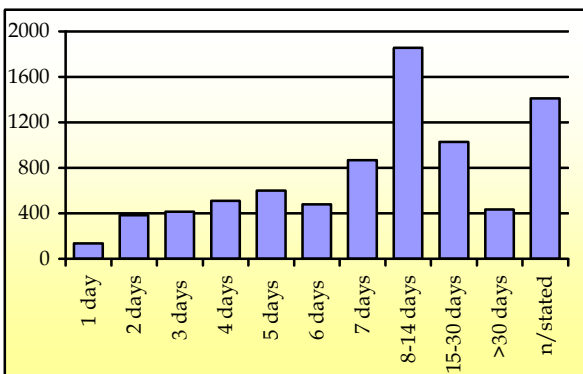
Fig. 7: Total Arrivals by Carrier



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 (67.8 percent or 5,511 visitors) reported staying in private accommodation or with families/ relatives and 29.3 percent (2,382) stayed in hotels/ motels. The remaining 2.9 percent or 234 visitors did not state their place of stay. (Refer Fig. 9).

Fig. 9: Total Visitors by Place of Stay

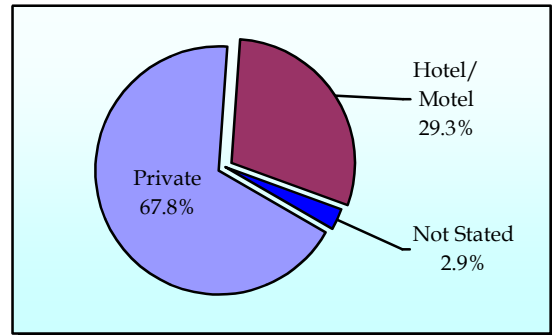
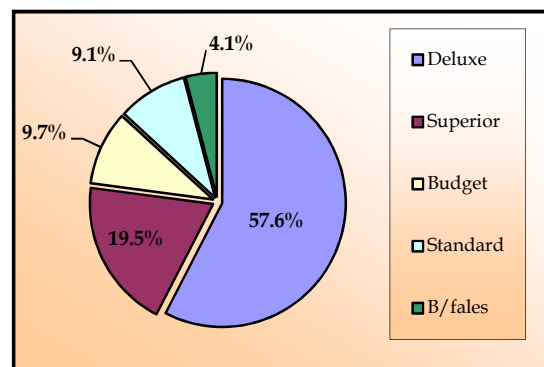


Fig. 10 portrays the number of visitors who stayed in hotels/ motels (2,382) by type of accommodation (hotel/ motel), within the reference month.

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.

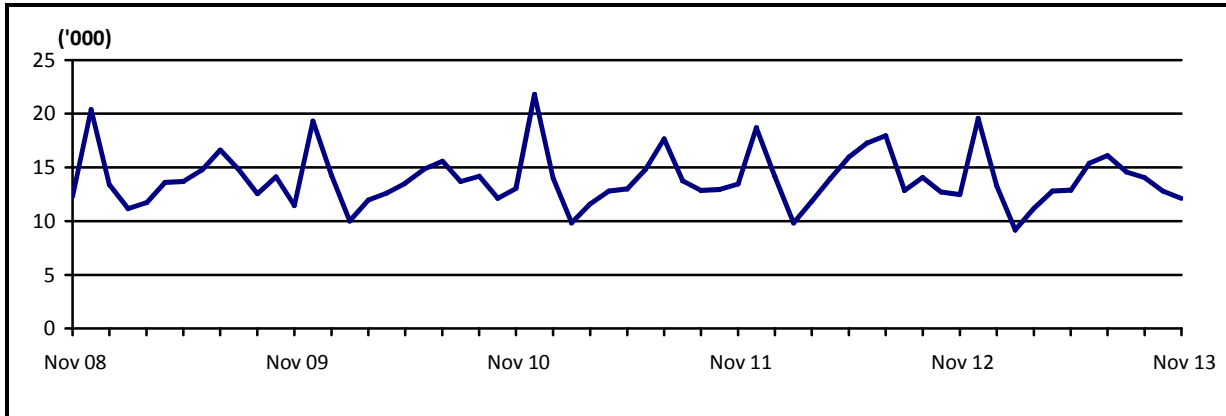
International arrival statistics are compiled on a monthly, quarterly and annual basis. These reports can also be extracted from our website: www1.sbs.gov.ws

The migration report for the month of December 2013 will be released in towards the end of January 2014 due to the Christmas holidays.

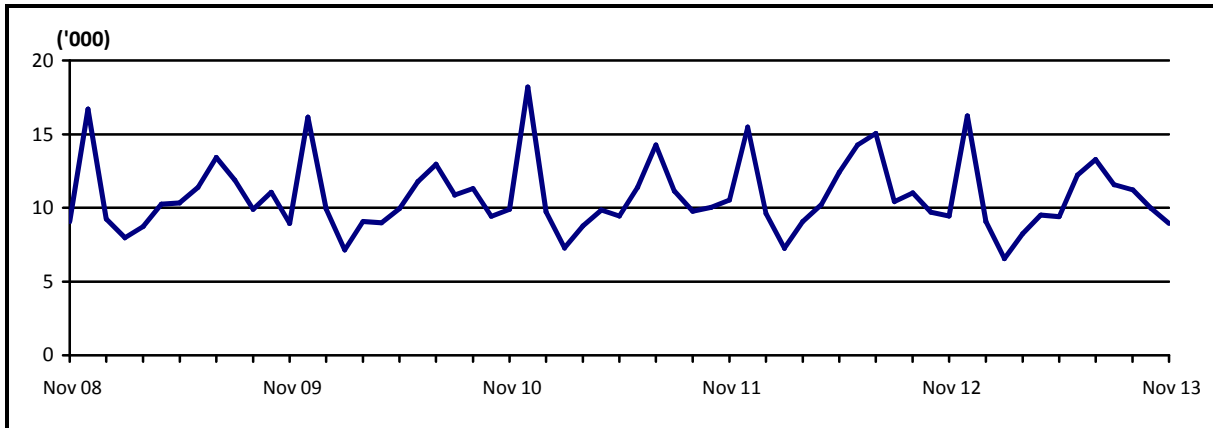
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GOVERNMENT STATISTICIAN**

APPENDIX

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



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



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

