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GOVERNMENT OF SAMOA SAMOA BUREAU OF STATISTICS

International Arrival Statistics November 2014

HIGHLIGHTS OF THE MONTH

In November 2014 compared with November 2013

- ❖ Total arrivals (13,381) increased by 9.6 percent
- ❖ Total visitors (9,984) increased by 11.5 percent
- ❖ More visitors arrived from New Zealand (up by 833), USA (up by 227) and Australia (up by 222) but few arrived from American Samoa (down by 457).

November 2014	Number	Change from previous month	Change from previous year
All Arrivals	13,381	1.5%	9.6%
All Visitors	9,984	-0.8%	11.5%

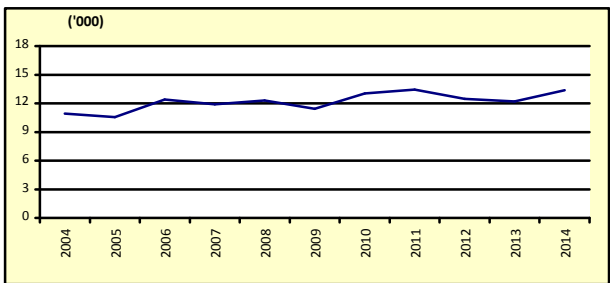
OVERVIEW

1. TOTAL ARRIVALS

The total International Arrival Statistics recorded for the month of **November 2014** (table 1), revealed an increase of 2 percent over the previous month of October as well as an increase of 10 percent over the corresponding month of November 2013. (Refer Fig. 1)

Air was the preferred mode of travel to Samoa, representing 96.2 percent (12,875) of total arrivals, while the remaining 3.8 percent (524) arrived by sea in October 2014.

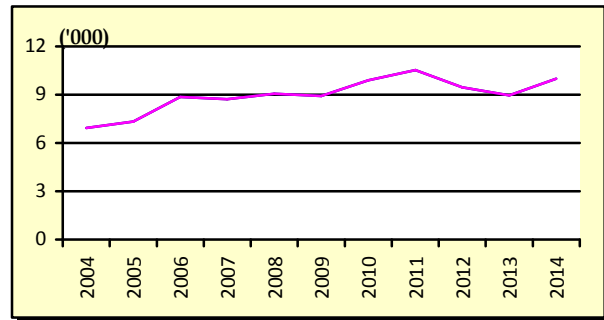
Fig. 1: November Total Arrivals, 2004 - 2014



2. TOTAL VISITORS

Overall Visitors numbered 9,984 for the month under review revealed a decrease of 1 percent over the previous month but an increase of 11.5 percent when compared to the corresponding month of November 2013. (Refer Fig. 2).

Fig. 2: November 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 a slight change for August and September this year (2014) during the SIDS (Small Island Development States) Conference.

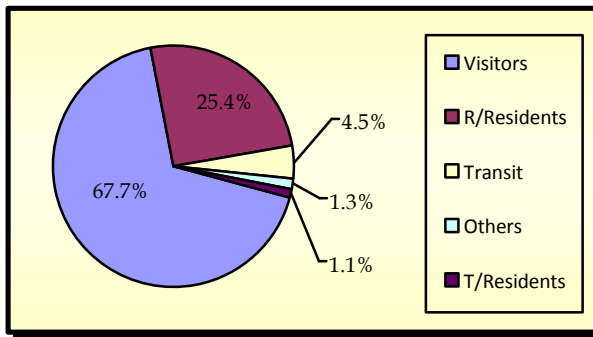
3. TOTAL ARRIVALS BY PURPOSE OF ENTRY

Visitors, including transit made up the largest component of all arrivals with 37.1 percent (4,961) being males and 35.2 percent (4,708) being females.

Returning residents made up 25.4 percent (3,397) of arrivals with 13.4 percent (1,791) being males and 12.0 percent (1,060) being females.

Additionally, temporary residents made up 1.0 percent (135) of total arrivals with 0.5 percent (73) being males and 0.5 percent (62) being females. Other purposes of entry made up the remainder of the total arrivals with 1.3 percent (180). (Refer Fig.3)

Fig. 3: Total Arrivals, by Purpose of Visit

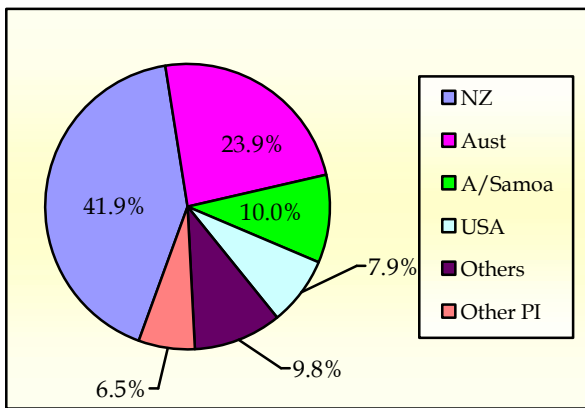


4. VISITORS BY COUNTRY OF USUAL RESIDENCE

New Zealand remains as the leading country in visitors' arrival by country of usual residence (Table 3) accounting for 41.9 percent or 4,188 of total visitors, compared to 44.7 percent or 4,619 visitors reported in the previous month. Australia followed next with a 23.9 percent share (2,391) compared to 23.9 percent or 2,327 visitors reported in the previous month.

American Samoa represented 10 percent (1,002) October 2014 compared to 12.2 or 1,227 visitors in the previous month and the United States of America remains the smallest of the principal source markets with a share of 7.9 percent (787) compared to 6.0 percent share or 606 visitors which was reported in the previous month. (Refer Fig. 4)

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

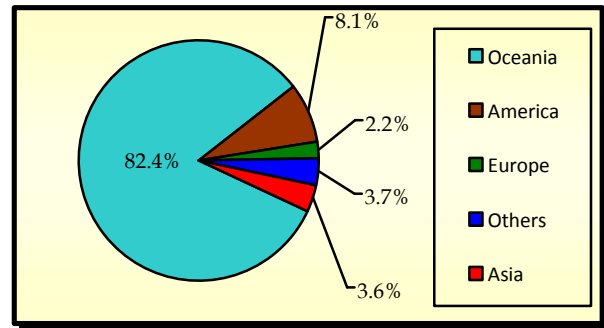


5. VISITORS BY REGION

The Oceanic Region had the highest share of total visitors with 82.4 percent compared to 85.9 percent reported in November 2013, followed by America with 8.1 percent (6.2 percent in November 2013).

Asia represented 3.6 percent of total visitors compared with 3.2 percent reported in the previous year, while Europe represented the lowest share with 2.2 percent compared to 1.9 percent reported in November 2013. (Refer Fig. 5).

Fig. 5: Total Visitors, by Region



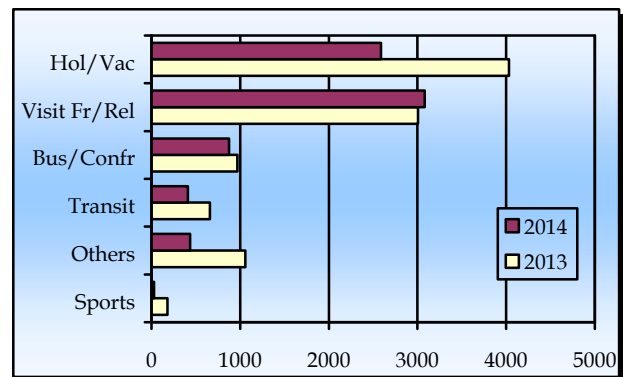
6. VISITORS BY PURPOSE OF VISIT

The principal source markets (table 4) namely New Zealand, American Samoa, Australia, and the United States of America constituted 83.7 percent of all visitors visiting Samoa in November 2014.

The majority of visitors (33.7 percent) were here to visit friends and relatives followed by those that were here on Holiday/ Vacation with 31.4 percent

Visitors that entered our shores for Business/ Conference and those that were here on Transit reported 12.2 percent and 6.1 percent respectively. Fig.6 depicts total visitors by purpose of visit for November 2013 and November 2014.

Fig. 6: Total Visitors, by Purpose of Visit

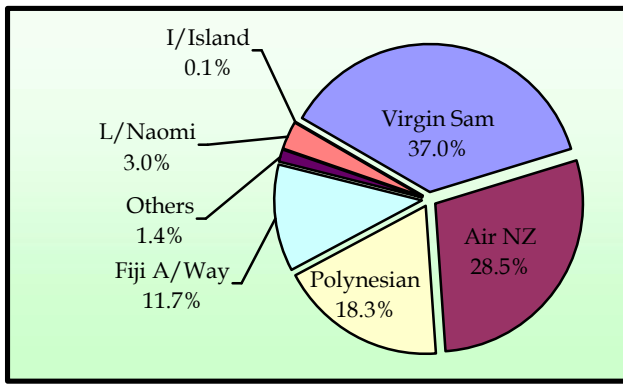


7. TOTAL ARRIVALS BY CARRIER

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 37 percent share (4,854 passengers) followed by Air New Zealand with a share of 28.5 percent (3,813 passengers).

Polynesian Airlines brought in 18.3 percent (2,449) of total arrivals while Fiji Air Ways, formerly known as Air Pacific, recorded a share of 11.7 percent (1,567). Fig. 7 illustrates total arrivals by carrier during the reference period.

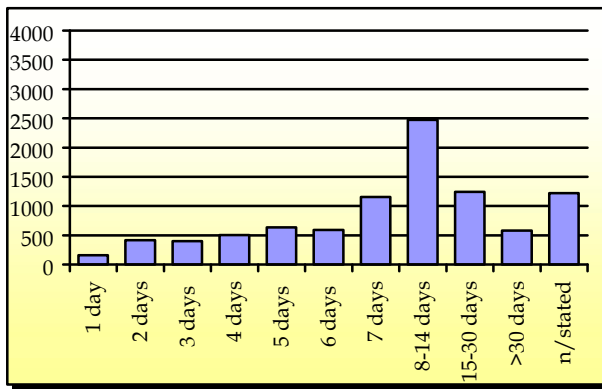
Fig. 7: Total Arrivals by Carrier



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 (60.6 percent or 5,681 visitors) reported staying in private accommodation or with families/ relatives while 33.7 percent (3,157) stayed in hotels/ motels. The remaining 5.8 percent or 540 visitors did not state their place of stay. (Refer Fig. 9).

Fig. 9: Total Visitors by Place of Stay

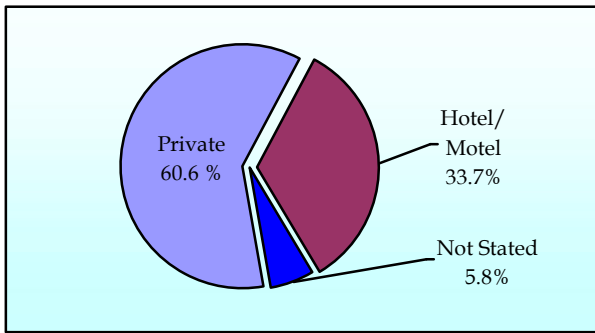
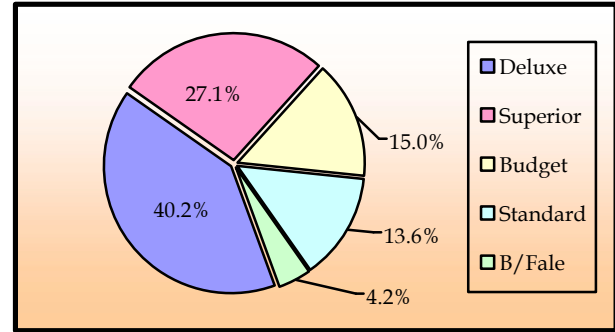


Fig. 10 portrays the number of visitors who stayed in hotels/ motels (3,157) by type of accommodation (hotel/ motel), within the reference month.

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.

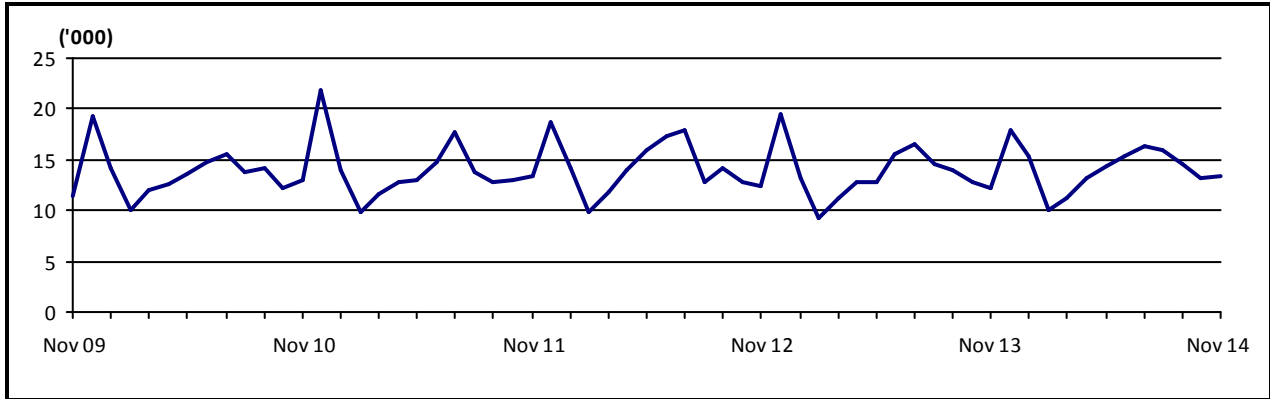
International arrival statistics are compiled on a monthly, quarterly and annual basis. These reports can also be extracted from our website: www.sbs.gov.ws

The migration report for the month of December 2014 will be released on 30th January 2015.

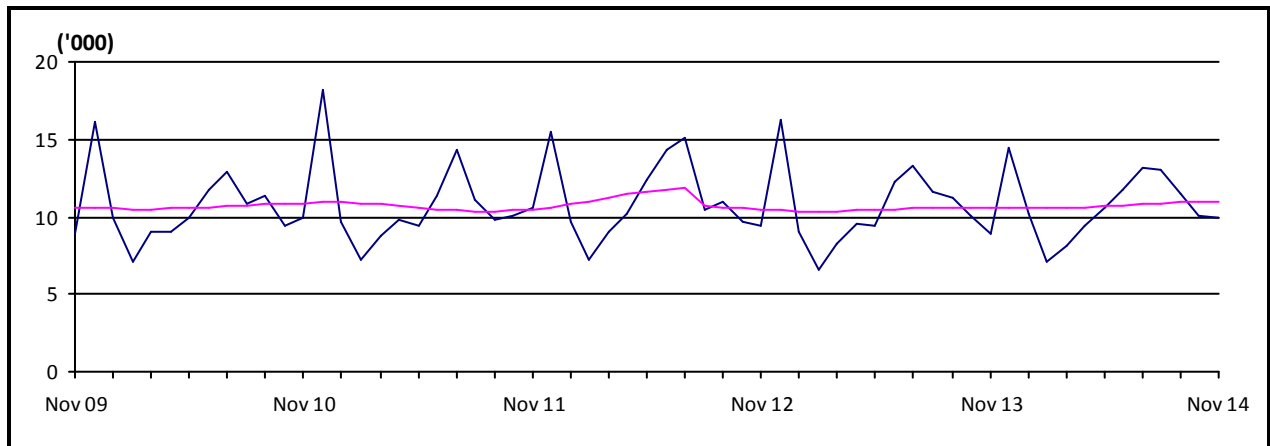
**Muagututi'a Sefuiva Reupena
GOVERNMENT STATISTICIAN**

APPENDIX

Graph 1: Monthly Total Arrivals November 2009 – November 2014



Graph 2: Monthly Total Visitors November 2009 – November 2014



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

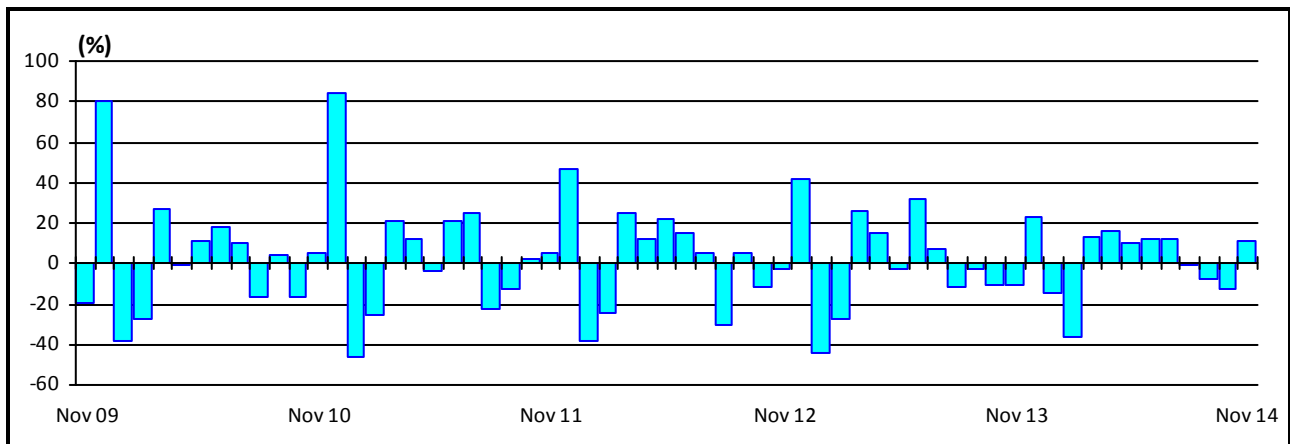


Table 1: Monthly Arrival and Departure by Mode of Travel and Net Migration, 2004 - 2014.

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	112,369	2,589	114,958	146,775	6,294	153,069	80,384	4,542	84,926	...
2011										
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	11,216	287	11,503	14,083	523	14,606
October	9,983	78	10,061	12,767	414	13,181
November /1	9,801	183	9,984	12,857	524	13,381

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, November 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	13,381	6,909	6,472	9,063	4,579	4,484	3,397	1,791	1,606	606	382	224	135	73	62	180	84	96
0 - 4	669	358	311	461	248	213	172	92	80	27	14	13	2	0	2	7	4	3
5 - 9	410	205	205	325	162	163	65	32	33	12	7	5	3	1	2	5	3	2
10 - 14	358	174	184	293	143	150	43	24	19	15	7	8	2	0	2	5	0	5
15 - 19	683	311	372	468	197	271	163	80	83	31	22	9	13	9	4	8	3	5
20 - 24	1,171	507	664	792	317	475	308	143	165	46	34	12	17	10	7	8	3	5
25 - 29	1,134	533	601	726	304	422	315	176	139	66	41	25	11	2	9	16	10	6
30 - 34	1,091	556	535	717	357	360	279	146	133	70	40	30	12	5	7	13	8	5
35 - 39	1,060	598	462	685	391	294	298	159	139	54	36	18	13	8	5	10	4	6
40 - 44	1,122	634	488	737	405	332	289	171	118	68	42	26	11	5	6	17	11	6
45 - 49	1,175	616	559	777	387	390	317	180	137	55	36	19	8	8	0	18	5	13
50 - 54	1,212	628	584	818	432	386	302	145	157	63	38	25	7	4	3	22	9	13
55 - 59	1,185	664	521	794	455	339	318	163	155	45	30	15	12	10	2	16	6	10
60 - 64	876	483	393	602	335	267	216	120	96	26	15	11	9	1	8	23	12	11
65 - 69	634	341	293	446	235	211	157	83	74	19	15	4	6	6	0	6	2	4
70 - 74	353	192	161	254	136	118	87	47	40	6	5	1	3	2	1	3	2	1
75 +	248	109	139	168	75	93	68	30	38	3	0	3	6	2	4	3	2	1
% Distribution ²	100	51.6	48.4	67.7	34.2	33.5	25.4	13.4	12.0	4.5	2.9	1.7	1.0	0.5	0.5	1.3	0.6	0.7

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, November 2014 ¹

Country of Usual Residence	Mode of Travel			Percentage (%) ²
	Air	Sea	Total	
OCEANIA	8,052	176	8,228	82.4
American Samoa	952	50	1,002	10.0
Fiji	250	0	250	2.5
Cook Island	12	0	12	0.1
Other Pacific Is	297	88	385	3.9
New Zealand	4169	19	4,188	41.9
Australia	2372	19	2,391	23.9
EUROPE	213	2	215	2.2
United Kingdom	60	0	60	0.6
Scandinavia	17	0	17	0.2
Benelux	3	0	3	0.0
Germany	80	0	80	0.8
Other Europe	53	2	55	0.6
AMERICA	801	5	806	8.1
U.S.A	782	5	787	7.9
Canada	19	0	19	0.2
ASIA	360	0	360	3.6
Japan	59	0	59	0.6
China	208	0	208	2.1
Korea	16	0	16	0.2
Other Asia	77	0	77	0.8
OTHERS	375	0	375	3.8
TOTAL	9,801	183	9,984	
PERCENTAGE DISTRIBUTION	98.2	1.5%	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, November 2014 ¹

Usual Residence	Purpose of Visit								
	Total	Percentage ²	Holiday/ Vacation	Business/ Conference	Visit Friends/ Relatives	Sports	Transit	Others	Not Stated
OCEANIA	8,228	82.4	2,589	874	3,082	29	409	437	808
American Samoa	1,002	10.0	123	61	315	13	160	78	252
Fiji	250	2.5	22	125	32	0	24	15	32
Cook Island	12	0.1	0	5	4	0	1	1	1
Other Pacific Is	385	3.9	29	130	69	0	89	19	49
New Zealand	4,188	41.9	1,508	358	1,672	5	79	237	329
Australia	2,391	23.9	907	195	990	11	56	87	145
EUROPE	215	2.2	155	17	22	0	1	16	4
United Kingdom	60	0.6	36	7	6	0	1	8	2
Scandinavia	17	0.2	13	0	2	0	0	2	0
Benelux	3	0.0	1	0	0	0	0	2	0
Germany	80	0.8	66	1	9	0	0	4	0
Other Europe	55	0.6	39	9	5	0	0	0	2
AMERICA	806	8.1	183	122	209	1	51	119	121
U.S.A.	787	7.9	170	118	208	1	50	119	121
Canada	19	0.2	13	4	1	0	1	0	0
ASIA	360	3.6	55	130	22	0	92	23	38
Japan	59	0.6	7	36	7	0	1	3	5
China	208	2.1	27	57	11	0	65	19	29
Korea	16	0.2	5	11	0	0	0	0	0
Other Asia	77	0.8	16	26	4	0	26	1	4
OTHER COUNTRIES	375	3.8	155	76	33	0	53	20	38
TOTAL	9,984	100	3,137	1,219	3,368	30	606	615	1,009
Percentage Distribution ²	100		31.4	12.2	33.7	0.3	6.1	6.2	10.1

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

Table 5: Total Arrivals by Carrier and Purpose of Entry, November 2014 ¹

Carrier	Total	Purpose of Entry				
		Returning Residents	Percentage ²	Visitors	Percentage ²	
Total	13,381	100%	3,397	25.4	9,984	74.6
AIR						
Virgin Samoa ³	4,954	37.0	948	7.1	4,006	29.9
Polynesian	2,449	18.3	798	6.0	1,651	12.3
Inter Island	9	0.1	4	0.0	5	0.0
Air New Zealand	3,813	28.5	769	5.7	3,044	22.7
Fiji Airways ⁴	1,567	11.7	535	4.0	1,032	7.7
Other Air Carrier	65	0.5	2	0.0	63	0.5
SEA						
Lady Naomi	406	3.0	328	2.5	78	0.6
Yacht	0	0.0	0	0.0	0	0.0
Other Sea Carrier	118	0.9	13	0.1	105	0.8

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, November 2014 ¹

Duration of Stay	Place of Stay			
	Total	Hotel/Motel	Private	Not Stated
Total	9,378	3,157	5,681	540
1day	160	57	89	14
2days	417	248	150	19
3days	402	195	182	25
4days	505	233	242	30
5days	633	343	248	42
6days	589	375	168	46
7days	1,155	513	585	57
8-14days	2,472	878	1,465	129
15-30days	1,241	189	1,007	45
31-60days	385	31	320	34
61-90days	145	5	131	9
91-180days	40	3	36	1
181-365days	12	2	9	1
Not Stated	1222	85	1,049	88
Percentage Distribution ²	100	33.7	60.6	5.8

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