

Please address all correspondence
to the Government Statistician
In reply, please quote the file reference



File Ref: IAS 12/14

GOVERNMENT OF SAMOA SAMOA BUREAU OF STATISTICS

International Arrival Statistics December 2014

HIGHLIGHTS OF THE MONTH

In December 2014 compared with December 2013

- ❖ Total arrivals (19,329) increased by 7.9 percent
- ❖ Total visitors (15,997) increased by 10.3 percent
- ❖ More visitors arrived from Australia (up by 951), New Zealand (up by 284), American Samoa (up by 254) as well as USA (up by (92)).

December 2014	Number	Change from previous month	Change from previous year
All Arrivals	19,329	44.5%	7.9%
All Visitors	15,997	60.2%	10.3%

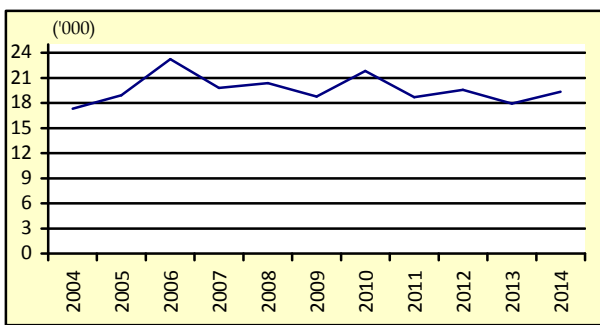
OVERVIEW

1. TOTAL ARRIVALS

The total International Arrival Statistics recorded for the month of **December 2014** (table 1), revealed an enormous increase of 44.5 percent over the previous month of November as well as an increase of 7.9 percent over the corresponding month of December 2013. (Refer Fig. 1)

Air was the preferred mode of travel to Samoa, representing 95.9 percent (18,543) of total arrivals, while the remaining 4.1 percent (786) arrived by sea in December 2014.

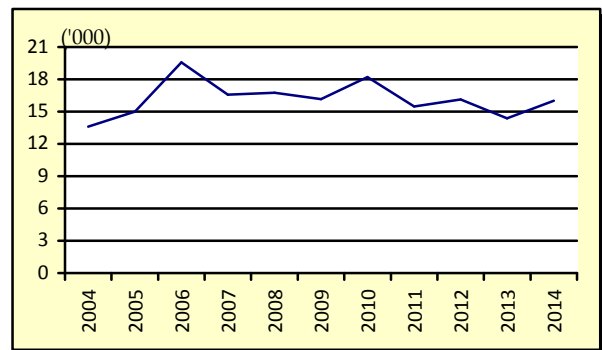
Fig. 1: December Total Arrivals, 2004 - 2014



2. TOTAL VISITORS

Overall Visitors numbered 15,997 for the month under review revealed a colossal increase of 60.2 percent over the previous month and 10.3 percent when compared to the corresponding month of December 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' arrivals, adjusting for seasonal pattern except for the additive outliers for May and June 2012 during Samoa's 50th Anniversary as well as a minimal change for August and September this year (2014) during the SIDS (Small Island Development States) Conference.

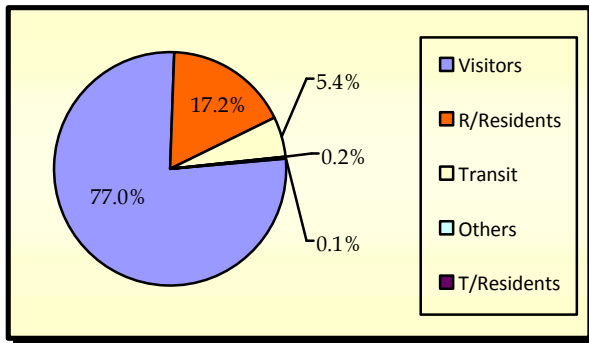
3. TOTAL ARRIVALS BY PURPOSE OF ENTRY

Visitors, including transit made up the largest component of all arrivals with 40.1 percent (7,746) being males and 42.4 percent (8,193) being females.

Returning residents made up 17.2 percent (3,332) of arrivals with 9.5 percent (1,829) being males and 7.8 percent (1,503) being females.

Additionally, temporary residents made up 0.2 percent (39) of total arrivals with 0.1 percent (17) being males and 0.1 percent (22) being females. Other purposes of entry made up the remainder of the total arrivals with 0.1 percent (19). (Refer Fig.3)

Fig. 3: Total Arrivals, by Purpose of Visit

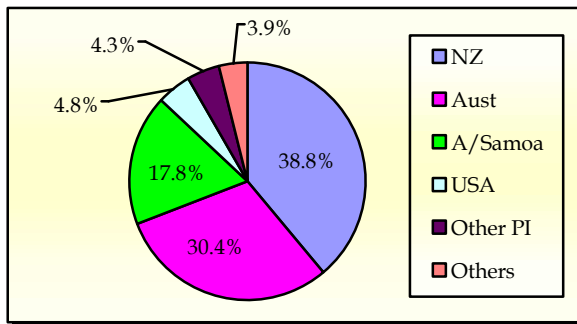


4. VISITORS BY COUNTRY OF USUAL RESIDENCE

New Zealand remains as the leading country in visitors' arrival by country of usual residence (Table 3) accounting for 38.8 percent or 6,206 of total visitors, compared to 41.9 percent or 4,188 visitors reported in the previous month. Australia followed next with a 30.4 percent share or 4,869 visitors compared to 23.9 percent or 2,391 visitors reported in the previous month.

American Samoa represented 17.8 percent or 2,844 visitors compared to 10.0 or 1,002 visitors in the previous month and the United States of America remains the smallest of the principal source markets with a share of 4.8 percent or 762 visitors compared to 7.9 percent share or 787 visitors which was reported in the previous month. (Refer Fig. 4)

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

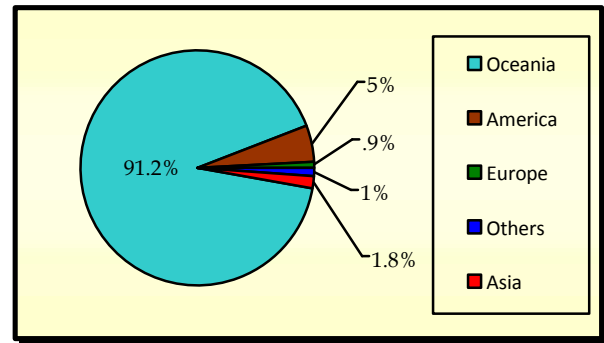


5. VISITORS BY REGION

The Oceanic Region had the highest share of total visitors with 91.2 percent compared to 82.4 percent reported in December 2013, followed by America with 5.0 percent compared to 8.1 percent in December 2013.

Asia represented 1.8 percent of total visitors compared with 3.6 percent reported in the previous year, while Europe represented the lowest share with 0.9 percent compared to 2.2 percent reported in December 2013. (Refer Fig. 5).

Fig. 5: Total Visitors, by Region



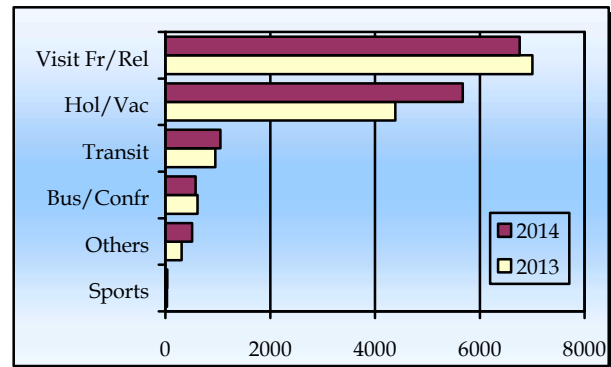
6. VISITORS BY PURPOSE OF VISIT

The principal source markets (table 4) namely New Zealand, American Samoa, Australia, and the United States of America constituted 91.8 percent of all visitors visiting Samoa in December 2014.

The majority of visitors (42.3 percent) were here to visit friends and relatives followed by those that were here on Holiday/ Vacation with 35.5 percent

Visitors that were here on transit and those that entered our shores for Business/ Conference 6.6 percent and 3.6 percent respectively. Fig.6 depicts total visitors by purpose of visit for December 2013 and November 2014.

Fig. 6: Total Visitors, by Purpose of Visit

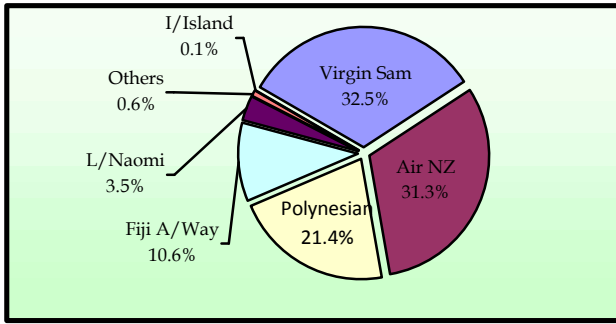


7. TOTAL ARRIVALS BY CARRIER

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 32.5 percent share (6,283 passengers) followed by Air New Zealand with a share of 31.3 percent (6,051 passengers).

Polynesian Airlines brought in 21.4 percent (4,132) of total arrivals while Fiji Air Ways, formerly known as Air Pacific, recorded a share of 10.6 percent (2,055). Fig. 7 illustrates total arrivals by carrier during the reference period.

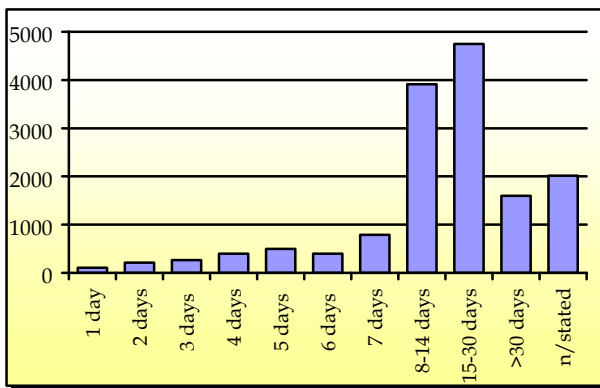
Fig. 7: Total Arrivals by Carrier



8. VISITORS DURATION AND PLACE OF STAY

The usual visitor's (excluding transit) duration of stay in Samoa (Table 6) is between eight and sixty days, as shown in Fig. 8.

Fig. 8: Total Visitors by Duration of Stay



Most visitors (80.1 percent or 11,981 visitors) reported staying in private accommodation or with families/ relatives while 14.1 percent (2,115) stayed in hotels/ motels. The remaining 5.7 percent or 853 visitors did not state their place of stay. (Refer Fig. 9).

Fig. 9: Total Visitors by Place of Stay

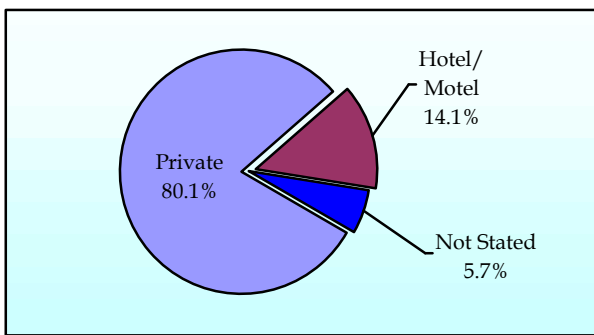
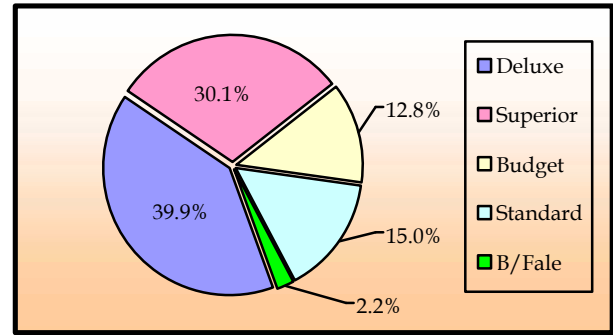


Fig. 10 portrays the number of visitors who stayed in hotels/ motels (2,115) by type of accommodation (hotel/ motel), within the reference month.

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.

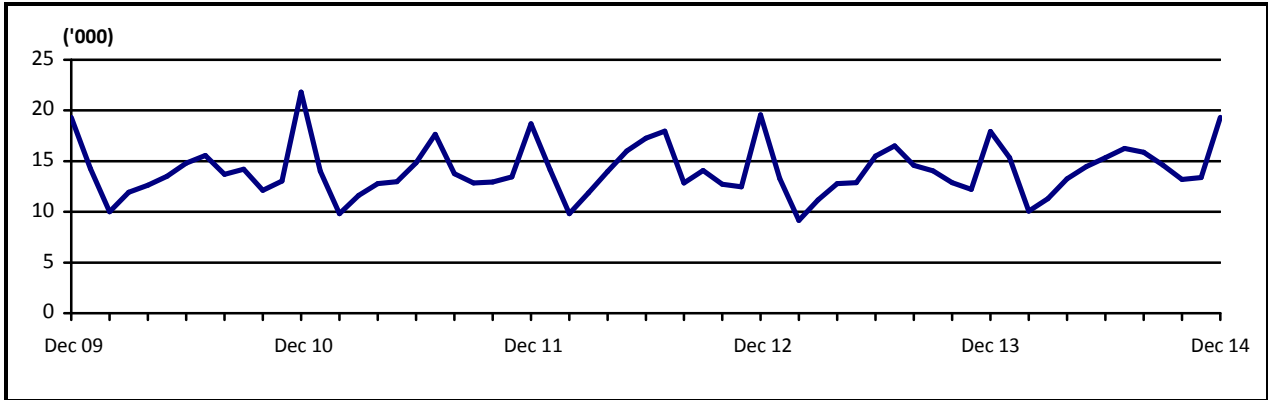
These forms are completed by all incoming and outgoing travelers at the three local points of entry namely (1) Apia wharf (2) Faleolo and (3) Fagalii international airports.

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

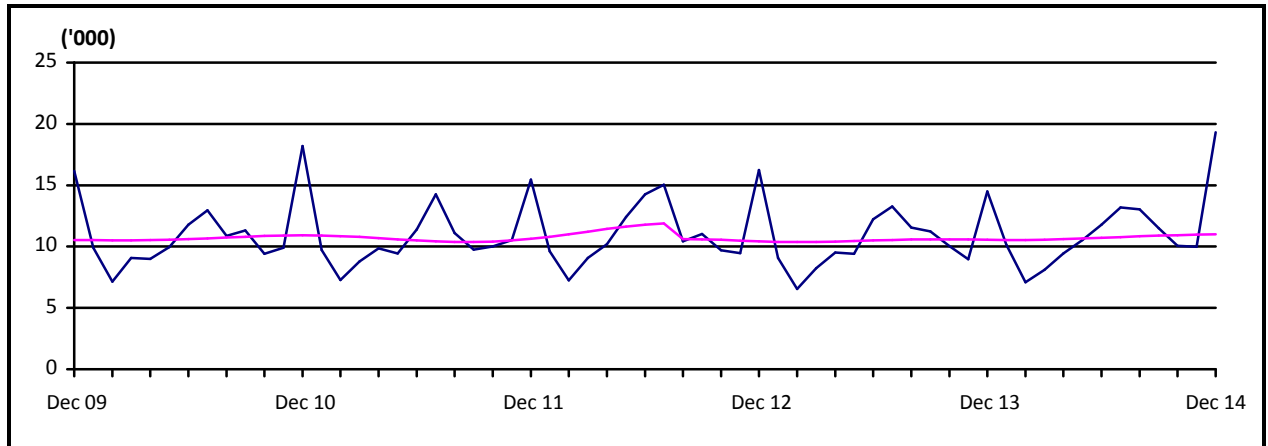
The migration report for the month of January 2014 will be released on 27th February 2015.

**Muagututi'a Sefuiva Reupena
GOVERNMENT STATISTICIAN**

Graph 1: Monthly Total Arrivals December 2009 – December 2014



Graph 2: Monthly Total Visitors December 2009 – December 2014



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

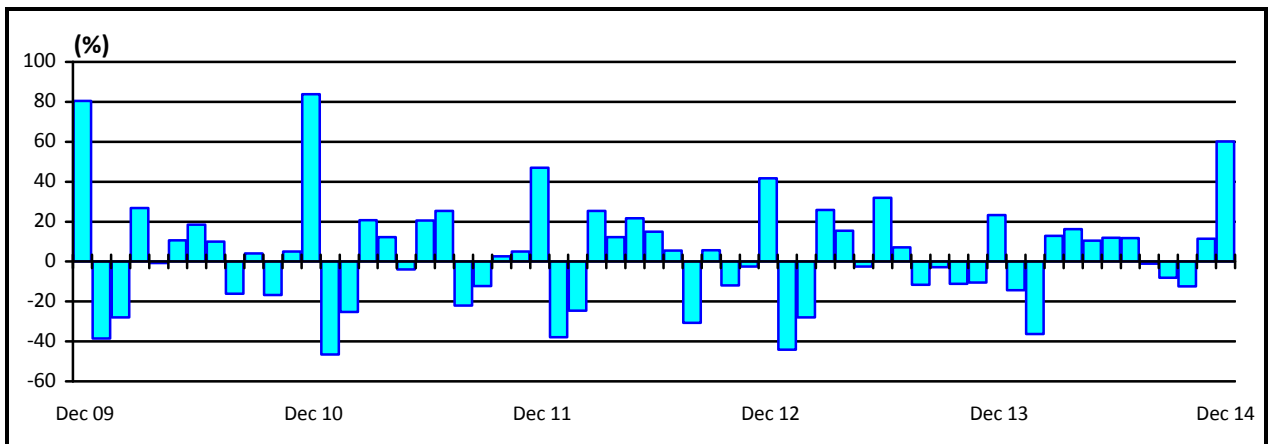


Table 1: Monthly Arrival and Departure by Mode of Tavel and Net Migration, 2004 - 2014.

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	128,011	2,944	130,955	165,318	7,080	172,398	80,384	4,062	84,446	...
2011										
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	12211.00	460	12671.00	-2588
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	9,801	183	9,984	12,857	524	13,381
December /1	15,642	355	15,997	18,543	786	19,329

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, December 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	19,329	9,600	9,729	14,891	7,172	7,719	3,332	1,829	1,503	1,048	574	474	39	17	22	19	8	11
0 - 4	1,228	628	600	986	497	489	180	97	83	61	33	28	0	0	0	1	1	0
5 - 9	1,178	579	599	1,036	503	533	104	53	51	37	22	15	1	1	0	0	0	0
10 - 14	1,186	545	641	1,022	475	547	85	43	42	74	27	47	3	0	3	2	0	2
15 - 19	1,755	778	977	1,406	611	795	260	119	141	87	46	41	2	2	0	0	0	0
20 - 24	1,715	788	927	1,266	528	738	383	231	152	58	26	32	4	2	2	4	1	3
25 - 29	1,412	684	728	1,069	476	593	260	159	101	79	47	32	1	0	1	3	2	1
30 - 34	1,405	741	664	1,085	554	531	236	137	99	72	44	28	10	5	5	2	1	1
35 - 39	1,277	639	638	923	442	481	257	147	110	96	50	46	1	0	1	0	0	0
40 - 44	1,440	727	713	1,081	532	549	262	141	121	95	54	41	0	0	0	2	0	2
45 - 49	1,662	834	828	1,268	624	644	284	151	133	105	57	48	4	1	3	1	1	0
50 - 54	1,588	852	736	1,194	638	556	306	162	144	82	49	33	4	3	1	2	0	2
55 - 59	1,305	688	617	979	502	477	231	127	104	91	57	34	3	1	2	1	1	0
60 - 64	887	474	413	643	333	310	192	110	82	51	30	21	1	1	0	0	0	0
65 - 69	678	365	313	504	267	237	135	74	61	36	23	13	3	1	2	0	0	0
70 - 74	355	156	199	261	114	147	80	36	44	12	5	7	1	0	1	1	1	0
75 +	258	122	136	168	76	92	77	42	35	12	4	8	1	0	1	0	0	0
% Distribution ²	100	49.7	50.3	77.0	37.1	39.9	17.2	9.5	7.8	5.4	3.0	2.5	0.2	0.1	0.1	0.1	0.0	0.1

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, December 2014 ¹

Country of Usual Residence	Mode of Travel			Percentage (%) ²
	Air	Sea	Total	
OCEANIA	14,253	343	14,596	91.2
American Samoa	2595	249	2,844	17.8
Fiji	279	1	280	1.8
Cook Island	28	0	28	0.2
Other Pacific Is	286	83	369	2.3
New Zealand	6201	5	6,206	38.8
Australia	4864	5	4,869	30.4
EUROPE	142	0	142	0.9
United Kingdom	45	0	45	0.3
Scandinavia	5	0	5	0.0
Benelux	5	0	5	0.0
Germany	67	0	67	0.4
Other Europe	20	0	20	0.1
AMERICA	788	12	800	5.0
U.S.A	750	12	762	4.8
Canada	38	0	38	0.2
ASIA	292	0	292	1.8
Japan	60	0	60	0.4
China	186	0	186	1.2
Korea	17	0	17	0.1
Other Asia	29	0	29	0.2
OTHERS	167	0	167	1.0
TOTAL	15,642	355	15,997	
PERCENTAGE DISTRIBUTION	97.8	2.2%	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, December 2014 ¹

Usual Residence	Purpose of Visit								
	Total	Percentage ²	Holiday/ Vacation	Business/ Conference	Visit Friends/ Relatives	Sports	Transit	Others	Not Stated
OCEANIA	14,596	91.2	5,185	427	6,381	33	844	440	1,286
American Samoa	2,844	17.8	789	62	724	17	519	160	573
Fiji	280	1.8	46	40	80	1	66	13	34
Cook Island	28	0.2	9	3	5	0	3	6	2
Other Pacific Is	369	2.3	76	35	92	0	75	36	55
New Zealand	6,206	38.8	2,210	179	3,141	8	119	158	391
Australia	4,869	30.4	2,055	108	2,339	7	62	67	231
EUROPE	142	0.9	102	5	25	0	6	1	3
United Kingdom	45	0.3	29	2	11	0	2	0	1
Scandinavia	5	0.0	3	0	2	0	0	0	0
Benelux	5	0.0	3	0	1	0	1	0	0
Germany	67	0.4	55	1	7	0	2	1	1
Other Europe	20	0.1	12	2	4	0	1	0	1
AMERICA	800	5.0	253	47	309	4	85	49	53
U.S.A.	762	4.8	233	46	295	4	83	48	53
Canada	38	0.2	20	1	14	0	2	1	0
ASIA	292	1.8	83	68	22	0	70	11	38
Japan	60	0.4	12	35	3	0	0	4	6
China	186	1.2	57	23	17	0	54	6	29
Korea	17	0.1	6	6	0	0	2	1	2
Other Asia	29	0.2	8	4	2	0	14	0	1
OTHER COUNTRIES	167	1.0	51	31	22	1	43	8	11
TOTAL	15,997	100	5,674	578	6,759	38	1,048	509	1,391
Percentage Distribution ²	100		35.5	3.6	42.3	0.2	6.6	3.2	8.7

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

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

Carrier	Total	Purpose of Entry				
		Returning Residents	Percentage ²	Visitors	Percentage ²	
Total	19,329	100%	3,332	17.2	15,997	82.8
AIR						
Virgin Samoa ³	6,283	32.5	662	3.4	5,621	29.1
Polynesian	4,132	21.4	963	5.0	3,169	16.4
Inter Island	16	0.1	0	0.0	16	0.1
Air New Zealand	6,051	31.3	876	4.5	5,175	26.8
Fiji Airways ⁴	2,055	10.6	399	2.1	1,656	8.6
Other Air Carrier	6	0.0	1	0.0	5	0.0
SEA						
Lady Naomi	676	3.5	414	2.1	262	1.4
Yacht	0	0.0	0	0.0	0	0.0
Other Sea Carrier	110	0.6	17	0.1	93	0.5

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, December 2014 ¹

Duration of Stay	Place of Stay			
	Total	Hotel/Motel	Private	Not Stated
Total	14,949	2,115	11,981	853
1day	103	39	60	4
2days	210	109	94	7
3days	268	120	133	15
4days	401	159	214	28
5days	500	242	228	30
6days	399	185	190	24
7days	788	265	483	40
8-14days	3,913	701	2,949	263
15-30days	4,749	185	4,360	204
31-60days	1234	29	1,140	65
61-90days	252	2	226	24
91-180days	78	2	68	8
181-365days	37	3	29	5
Not Stated	2017	74	1,807	136
Percentage Distribution ²	100	14.1	80.1	5.7

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