



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

File Ref: IAS 05/13

GOVERNMENT OF SAMOA SAMOA BUREAU OF STATISTICS

International Arrival Statistics May 2014

HIGHLIGHTS OF THE MONTH

In May 2014 compared with May 2013

- ❖ Total arrivals (14,369) increased by 11.6 percent
- ❖ Total visitors (10,443) increased by 11.0 percent
- ❖ More visitors arrived from Australia (up by 456) and New and Zealand (up by 444), but fewer arrived from American Samoa (down by 127) and USA (down by 25).

| May 2014 | Number | Change from previous month | Change from previous year |
|--------------|--------|----------------------------|---------------------------|
| All Arrivals | 14,369 | 8.3% | 11.6% |
| All Visitors | 10,443 | 10.5% | 11.0% |

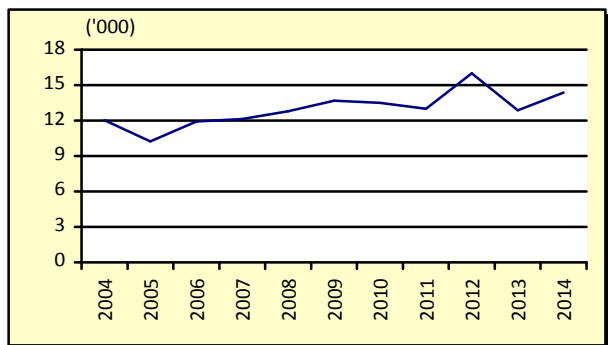
OVERVIEW

1. TOTAL ARRIVALS

The total International Arrival Statistics recorded for the month of **May 2014** (table 1), revealed an increase of 8.3 percent over the previous month of April as well as an increase of 11.6 percent over the corresponding month of May 2013. (Refer Fig. 1)

Air was the preferred mode of travel to Samoa, representing 96.0 percent (13,798) of total arrivals, while the remaining 4.0 percent (571) arrived by sea.

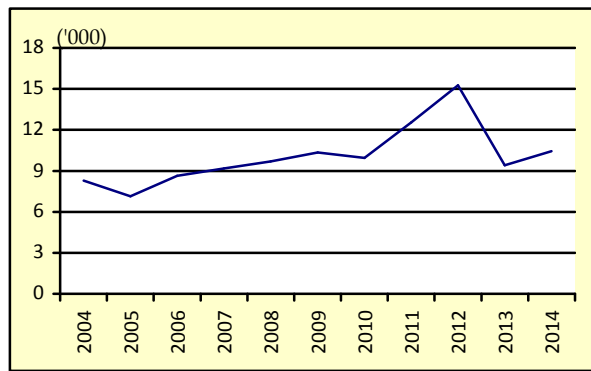
Fig. 1: May Total Arrivals, 2004 - 2013



2. TOTAL VISITORS

Overall Visitors numbered 10,443 for the month under review revealed an increase of 10.5 percent over the previous month of April and an increase of 11.0 percent when compared to the corresponding month of May 2013. (Refer Fig. 2).

Fig. 2: May 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 visitor for arrivals, adjusting for seasonal pattern and for the outliers (unusual pattern of arrivals) for May and June 2012 during Samoa's 50th Anniversary.

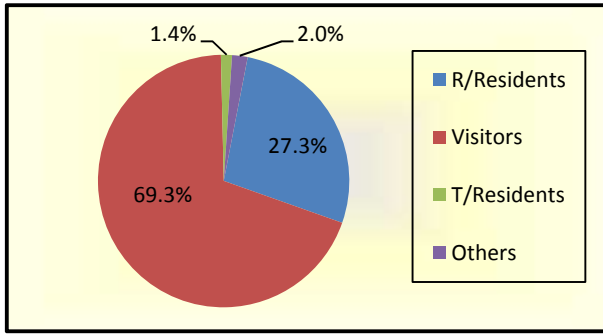
3. TOTAL ARRIVALS BY PURPOSE OF ENTRY

Visitors, including transit made up the largest component of all arrivals with 35.7 percent (5,135) being males and 33.6 percent (4,824) being females.

Returning residents made up 27.3 percent of total arrivals (3,926) with 16.4 percent (2,352) being male and 11.0 percent (1,574) being female.

Additionally, temporary residents made up 1.4 percent of total arrivals (184) with 0.8 percent (111) being males and 0.6 percent (83) being females. Other purposes of entry made up the remainder of the total arrivals with 2.0 percent (290). (Refer Fig.3)

Fig. 3: Total Arrivals, by Purpose of Visit

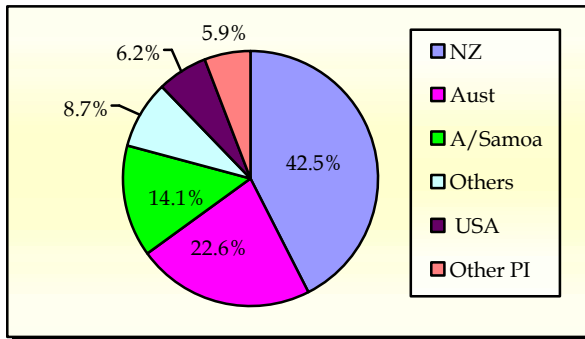


4. VISITORS BY COUNTRY OF USUAL RESIDENCE

New Zealand remains as the leading country in visitors' arrival by country of usual residence (Table 3) accounting for 42.5 percent or 4,442 of total visitors, compared to 42.7 percent or 4,031 visitors reported in the previous month. Australia followed next with a 22.6 percent share (2,360) compared to 23.8 percent or 2,246 visitors reported in the previous month.

American Samoa represented 14.1 percent (1,476) in May 2014 compared to 14.9 percent or 1,409 visitors in the previous month and the United States of America remains the smallest of the principal source markets with a share of 6.2 percent (649) compared to 5.3 percent or 504 visitors reported in the previous month. (Refer Fig. 4)

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

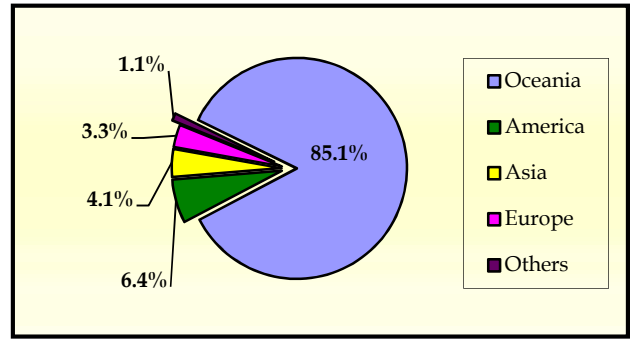


5. VISITORS BY REGION

The Oceanic Region had the highest share of total visitors with 85.1 percent compared to 85.6 percent reported in May 2013, followed by America with 6.4 percent (7.5 percent in May 2013).

Asia represented 4.0 percent of total visitors compared with 3.6 percent reported in May of the previous year, while Europe represented the lowest share with 3.3 percent compared to 2.9 percent reported in May 2013. (Refer Fig. 5).

Fig. 5: Total Visitors, by Region



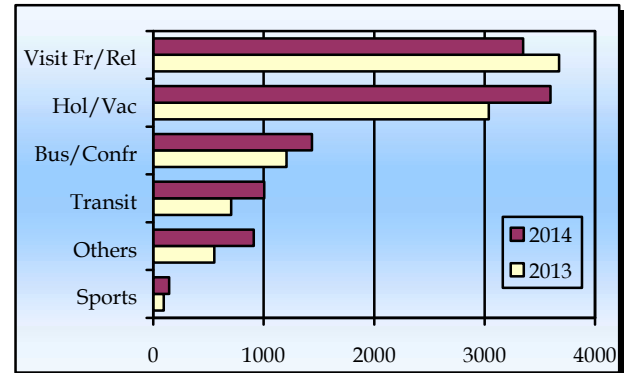
6. VISITORS BY PURPOSE OF VISIT

The principal source markets (table 4) namely New Zealand, American Samoa, Australia, and the United States of America constitute 85.4 percent of all visitors visiting Samoa in May 2014.

Visitors that were on holiday/ vacation accounted for 34.5 percent of all visitors while those that were here to visit friends and relatives accounted for 32.1 percent of total visitors.

Business and Conference visitors made up 13.8 percent and those who were here in transit to other destinations made up 9.6 percent of all visitors. Fig.6 depicts total visitors by purpose of visit for May 2013 and May 2014.

Fig. 6: Total Visitors, by Purpose of Visit



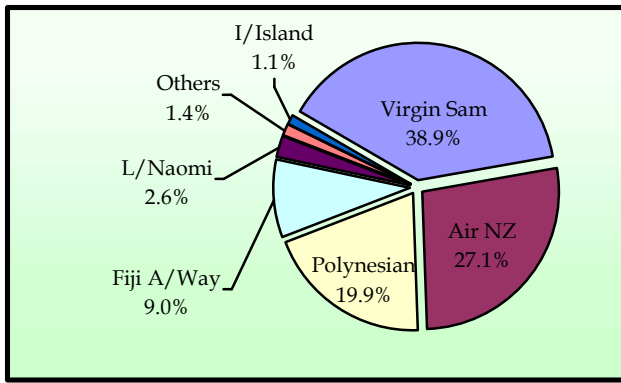
7. TOTAL ARRIVALS BY CARRIER

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 38.9 percent share (5,583 passengers) followed by Air New Zealand with a 27.1 percent share (3,892 passengers).

Polynesian Airlines brought in 19.9 percent (2,864) of total arrivals while Fiji Airways recorded a share of 9.0 percent (1,296).

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

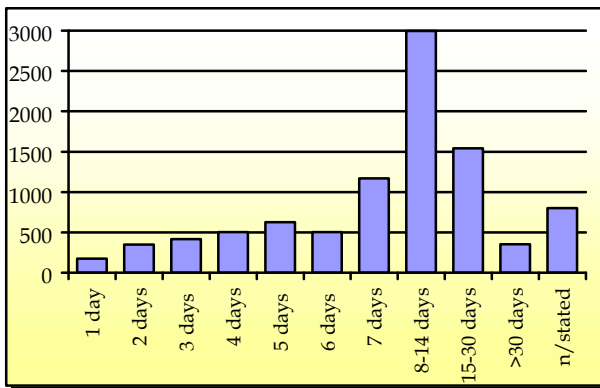
Fig. 7: Total Arrivals by Carrier



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 (not including Transit) by Duration of Stay



Most visitors (64.0 percent or 6,037 visitors) reported staying in private accommodation or with families/ relatives and 34.3 percent (3,236) stayed in hotels/ motels. The remaining 1.7 percent or 164 visitors did not state their place of stay. (Refer Fig. 9).

Fig. 9: Total Visitors by Place of Stay

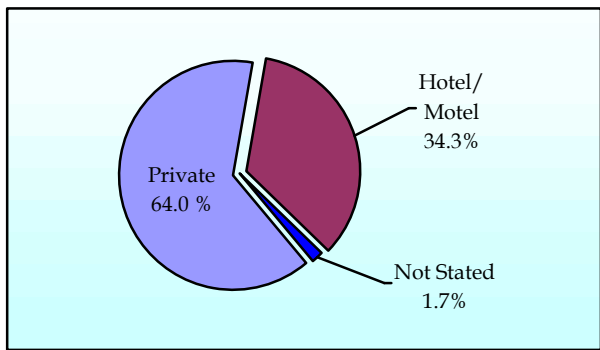
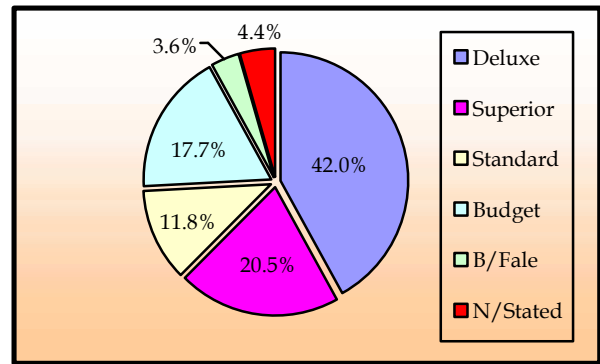


Fig. 10 portrays the number of visitors (including transit) who stayed in hotels/ motels (3,384) by type of accommodation (hotel/ motel), within the reference month.

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.

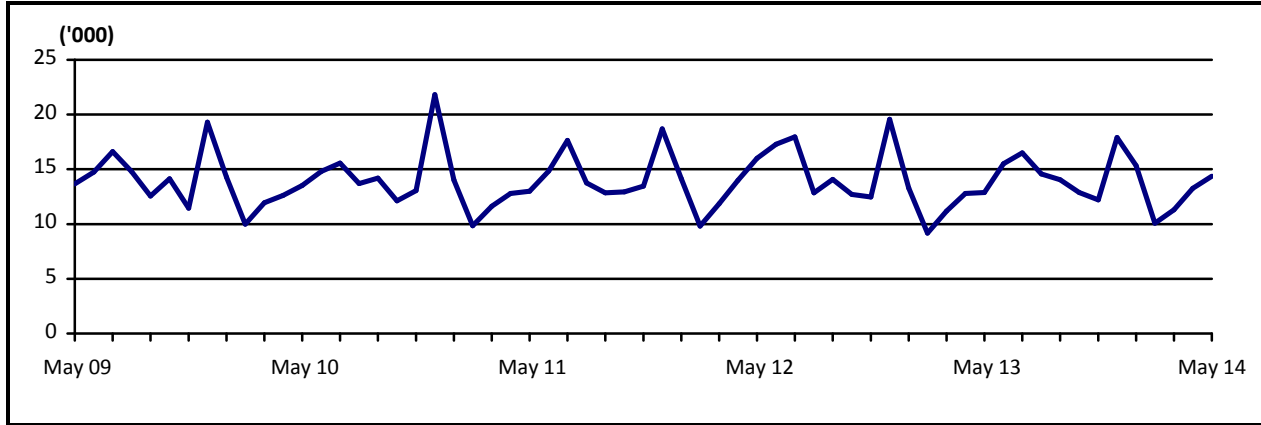
International arrival statistics are compiled on a monthly, quarterly and annual basis. These reports can also be extracted from our website: www.sbs.gov.ws

The migration report for the month of June 2014 will be released on the 21st of July 2014.

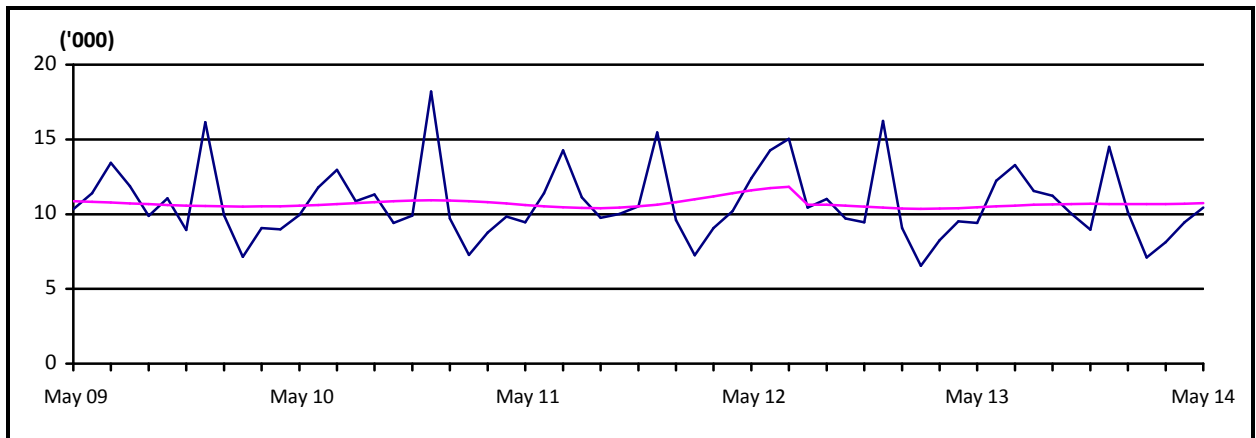
**Muagututi'a Sefuiva Reupena
GOVERNMENT STATISTICIAN**

APPENDIX

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



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



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

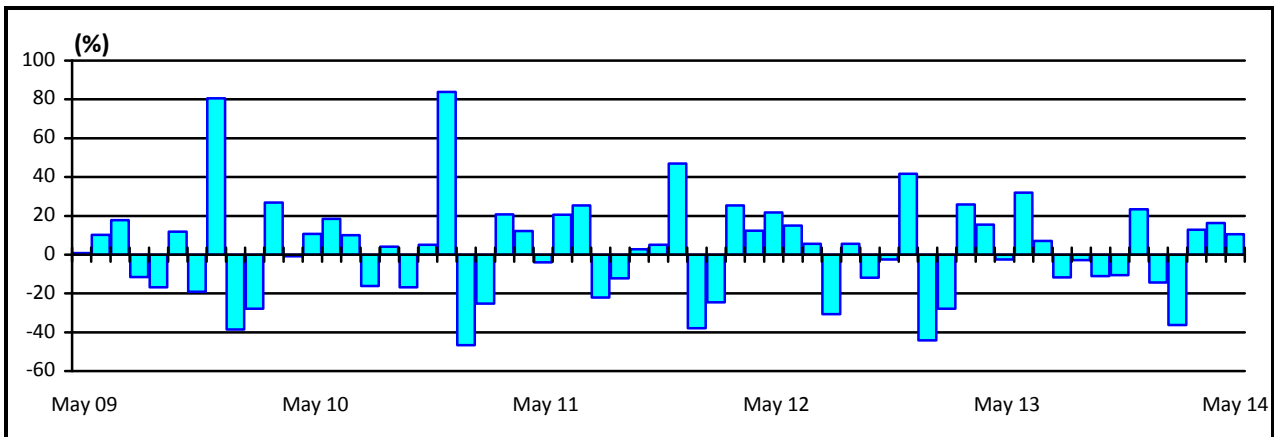


Table 1: Monthly Arrival and Departure by Mode of Tavel and Net Migration, 2004 - 2014.

| Period | Visitors Arrivals | | | Total Arrivals | | | Total Departures | | | Net |
|---------------|-------------------|------------|----------------|----------------|--------------|----------------|------------------|------------|----------------|----------------|
| | 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 | 44,389 | 963 | 45,352 | 61,553 | 2,798 | 64,351 | ... | ... | ... | ... |
| 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 |
| 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 | ... | ... | ... | ... |
| April | 9,301 | 146 | 9,447 | 12,454 | 812 | 13,266 | ... | ... | ... | ... |
| May /1 | 10,177 | 266 | 10,443 | 13,798 | 571 | 14,369 | ... | ... | ... | ... |

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, May 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 | 14,369 | 7,760 | 6,609 | 8,953 | 4,485 | 4,468 | 3,926 | 2,352 | 1,574 | 1,006 | 650 | 356 | 194 | 111 | 83 | 290 | 162 | 128 |
| 0 - 4 | 559 | 269 | 290 | 385 | 187 | 198 | 130 | 60 | 70 | 29 | 17 | 12 | 7 | 3 | 4 | 8 | 2 | 6 |
| 5 - 9 | 403 | 199 | 204 | 298 | 147 | 151 | 80 | 39 | 41 | 13 | 7 | 6 | 9 | 4 | 5 | 3 | 2 | 1 |
| 10 - 14 | 302 | 139 | 163 | 219 | 93 | 126 | 56 | 35 | 21 | 19 | 8 | 11 | 2 | 1 | 1 | 6 | 2 | 4 |
| 15 - 19 | 491 | 251 | 240 | 290 | 134 | 156 | 141 | 75 | 66 | 42 | 33 | 9 | 4 | 1 | 3 | 14 | 8 | 6 |
| 20 - 24 | 1,100 | 590 | 510 | 644 | 284 | 360 | 339 | 235 | 104 | 82 | 49 | 33 | 19 | 9 | 10 | 16 | 13 | 3 |
| 25 - 29 | 1,360 | 745 | 615 | 841 | 374 | 467 | 375 | 267 | 108 | 92 | 68 | 24 | 17 | 12 | 5 | 35 | 24 | 11 |
| 30 - 34 | 1,256 | 711 | 545 | 740 | 373 | 367 | 385 | 256 | 129 | 96 | 62 | 34 | 14 | 11 | 3 | 21 | 9 | 12 |
| 35 - 39 | 1,119 | 643 | 476 | 671 | 347 | 324 | 320 | 207 | 113 | 87 | 61 | 26 | 23 | 17 | 6 | 18 | 11 | 7 |
| 40 - 44 | 1,320 | 747 | 573 | 788 | 403 | 385 | 373 | 239 | 134 | 117 | 86 | 31 | 12 | 4 | 8 | 30 | 15 | 15 |
| 45 - 49 | 1,356 | 727 | 629 | 816 | 421 | 395 | 384 | 222 | 162 | 110 | 64 | 46 | 19 | 8 | 11 | 27 | 12 | 15 |
| 50 - 54 | 1,466 | 773 | 693 | 950 | 479 | 471 | 379 | 213 | 166 | 99 | 60 | 39 | 15 | 9 | 6 | 23 | 12 | 11 |
| 55 - 59 | 1,305 | 725 | 580 | 822 | 453 | 369 | 337 | 178 | 159 | 100 | 64 | 36 | 17 | 12 | 5 | 29 | 18 | 11 |
| 60 - 64 | 947 | 501 | 446 | 618 | 325 | 293 | 226 | 115 | 111 | 53 | 35 | 18 | 14 | 7 | 7 | 36 | 19 | 17 |
| 65 - 69 | 742 | 403 | 339 | 490 | 265 | 225 | 194 | 108 | 86 | 34 | 16 | 18 | 10 | 5 | 5 | 14 | 9 | 5 |
| 70 - 74 | 377 | 206 | 171 | 239 | 132 | 107 | 103 | 51 | 52 | 19 | 13 | 6 | 8 | 6 | 2 | 8 | 4 | 4 |
| 75 + | 266 | 131 | 135 | 142 | 68 | 74 | 104 | 52 | 52 | 14 | 7 | 7 | 4 | 2 | 2 | 2 | 2 | 0 |
| % Distribution ² | 100 | 54.0 | 46.0 | 62.3 | 31.2 | 31.1 | 27.3 | 16.4 | 11.0 | 7.0 | 4.5 | 2.5 | 1.4 | 0.8 | 0.6 | 2.0 | 1.1 | 0.9 |

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, May 2014 ¹

| Country of Usual Residence | Mode of Travel | | | Percentage (%) ² |
|--------------------------------|----------------|-------------|---------------|-----------------------------|
| | Air | Sea | Total | |
| OCEANIA | 8,690 | 201 | 8,891 | 85.1 |
| American Samoa | 1444 | 32 | 1,476 | 14.1 |
| Fiji | 243 | 5 | 248 | 2.4 |
| Cook Island | 13 | 0 | 13 | 0.1 |
| Other Pacific Is | 244 | 108 | 352 | 3.4 |
| New Zealand | 4396 | 46 | 4,442 | 42.5 |
| Australia | 2350 | 10 | 2,360 | 22.6 |
| EUROPE | 338 | 9 | 347 | 3.3 |
| United Kingdom | 81 | 4 | 85 | 0.8 |
| Scandinavia | 7 | 0 | 7 | 0.1 |
| Benelux | 3 | 0 | 3 | 0.0 |
| Germany | 154 | 0 | 154 | 1.5 |
| Other Europe | 93 | 5 | 98 | 0.9 |
| AMERICA | 641 | 32 | 673 | 6.4 |
| U.S.A | 617 | 32 | 649 | 6.2 |
| Canada | 24 | 0 | 24 | 0.2 |
| ASIA | 404 | 13 | 417 | 4.0 |
| Japan | 39 | 2 | 41 | 0.4 |
| China | 156 | 1 | 157 | 1.5 |
| Korea | 3 | 0 | 10 | 0.1 |
| Other Asia | 206 | 10 | 216 | 2.1 |
| OTHERS | 104 | 11 | 115 | 1.1 |
| TOTAL | 10,177 | 266 | 10,443 | |
| PERCENTAGE DISTRIBUTION | 97.5 | 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, May 2014 ¹

| Usual Residence | Purpose of Visit | | | | | | | | |
|---|------------------|-------------------------|----------------------|-------------------------|-----------------------------|------------|--------------|------------|------------|
| | Total | Percentage ² | Holiday/ Vacation | Business/ Conference | Visit Friends/ Relatives | Sports | Transit | Others | Not Stated |
| OCEANIA | 8,891 | 85.1 | 2,956 | 1,254 | 3,061 | 132 | 710 | 404 | 374 |
| American Samoa | 1,476 | 14.1 | 240 | 116 | 532 | 61 | 337 | 91 | 99 |
| Fiji | 248 | 2.4 | 16 | 91 | 31 | 35 | 44 | 21 | 10 |
| Cook Island | 13 | 0.1 | 0 | 3 | 6 | 0 | 3 | 0 | 1 |
| Other Pacific Is | 352 | 3.4 | 17 | 106 | 41 | 0 | 130 | 29 | 29 |
| New Zealand | 4,442 | 42.5 | 1,784 | 613 | 1,547 | 24 | 131 | 184 | 159 |
| Australia | 2,360 | 22.6 | 899 | 325 | 904 | 12 | 65 | 79 | 76 |
| EUROPE | 347 | 3.3 | 267 | 16 | 26 | 0 | 19 | 10 | 9 |
| United Kingdom | 85 | 0.8 | 52 | 6 | 13 | 0 | 3 | 6 | 5 |
| Scandinavia | 7 | 0.1 | 6 | 0 | 1 | 0 | 0 | 0 | 0 |
| Benelux | 3 | 0.0 | 2 | 0 | 1 | 0 | 0 | 0 | 0 |
| Germany | 154 | 1.5 | 140 | 3 | 6 | 0 | 5 | 0 | 0 |
| Other Europe | 98 | 0.9 | 67 | 7 | 5 | 0 | 11 | 4 | 4 |
| AMERICA | 673 | 6.4 | 221 | 95 | 211 | 10 | 74 | 31 | 31 |
| U.S.A. | 649 | 6.2 | 208 | 92 | 207 | 10 | 72 | 30 | 30 |
| Canada | 24 | 0.2 | 13 | 3 | 4 | 0 | 2 | 1 | 1 |
| ASIA | 417 | 4.0 | 121 | 69 | 32 | 0 | 162 | 16 | 17 |
| Japan | 41 | 0.4 | 30 | 6 | 1 | 0 | 3 | 1 | 0 |
| China | 157 | 1.5 | 20 | 36 | 6 | 0 | 88 | 4 | 3 |
| Korea | 3 | 0.0 | 2 | 0 | 0 | 0 | 0 | 1 | 0 |
| Other Asia | 216 | 2.1 | 69 | 27 | 25 | 0 | 71 | 10 | 14 |
| OTHER COUNTRIES | 115 | 1.1 | 33 | 3 | 19 | 1 | 41 | 9 | 9 |
| TOTAL | 10,443 | 100 | 3,598 | 1,437 | 3,349 | 143 | 1,006 | 470 | 440 |
| Percentage Distribution ² | 100 | | 34.5 | 13.8 | 32.1 | 1.4 | 9.6 | 4.5 | 4.2 |

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, May 2014 ¹

| Carrier | Total | Purpose of Entry | | | | |
|---------------------------|---------------|---------------------|-------------------------|-------------|-------------------------|-------------|
| | | Returning Residents | Percentage ² | Visitors | Percentage ² | |
| Total | 14,369 | 100% | 3,926 | 27.3 | 10,443 | 72.7 |
| AIR | | | | | | |
| Virgin Samoa ³ | 5,583 | 38.9 | 1171 | 8.1 | 4,412 | 30.7 |
| Polynesian | 2,864 | 19.9 | 1029 | 7.2 | 1,835 | 12.8 |
| Inter Island | 159 | 1.1 | 39 | 0.3 | 120 | 0.8 |
| Air New Zealand | 3,892 | 27.1 | 1117 | 7.8 | 2,775 | 19.3 |
| Fiji Airways ⁴ | 1,296 | 9.0 | 264 | 1.8 | 1,032 | 7.2 |
| Other Air Carrier | 4 | 0.0 | 1 | 0.0 | 3 | 0.0 |
| SEA | | | | | | |
| Lady Naomi | 371 | 2.6 | 245 | 1.7 | 126 | 0.9 |
| Yacht | 0 | 0.0 | 0 | 0.0 | 0 | 0.0 |
| Other Sea Carrier | 200 | 1.4 | 60 | 0.4 | 140 | 1.0 |

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, May 2014 ¹

| Duration of Stay | Place of Stay | | | |
|---|---------------|--------------|--------------|------------|
| | Total | Hotel/Motel | Private | Not Stated |
| Total | 9,437 | 3,236 | 6,037 | 164 |
| 1day | 174 | 83 | 80 | 11 |
| 2days | 348 | 212 | 131 | 5 |
| 3days | 416 | 204 | 202 | 10 |
| 4days | 503 | 191 | 294 | 18 |
| 5days | 628 | 315 | 301 | 12 |
| 6days | 505 | 305 | 196 | 4 |
| 7days | 1171 | 586 | 566 | 19 |
| 8-14days | 2995 | 1,027 | 1,939 | 29 |
| 15-30days | 1542 | 203 | 1,320 | 19 |
| 31-60days | 204 | 23 | 181 | 0 |
| 61-90days | 84 | 6 | 77 | 1 |
| 91-180days | 59 | 5 | 54 | 0 |
| 181-365days | 6 | 2 | 4 | 0 |
| Not Stated | 802 | 74 | 692 | 36 |
| Percentage Distribution ² | 100 | 34.3 | 64.0 | 1.7 |

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