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GOVERNMENT OF SAMOA SAMOA BUREAU OF STATISTICS

International Arrival Statistics April 2014

HIGHLIGHTS OF THE MONTH

In April 2014 compared with April 2013:

- ❖ Total arrivals (13,266) increased by 3.8 percent
- ❖ Total visitors (9,447) decreased by 0.7 percent
- ❖ More visitors arrived from New Zealand (up by 374), Australia (up by 183), but fewer from American Samoa (down by 96) and USA (down by 32).

April 2014	Number	Change from previous month	Change from previous year
All Arrivals	13,266	17.4%	3.8%
All Visitors	9,447	16.3%	-0.7%

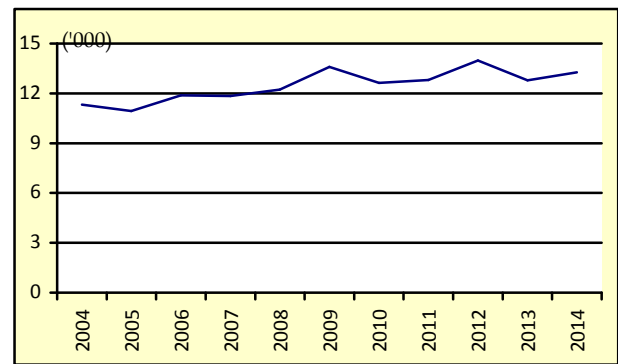
OVERVIEW

1. TOTAL ARRIVALS

The total International Arrival Statistics recorded for the month of **April 2014** (table 1), reveals an increase of 17.4 percent over the previous month of March as well as an increase of 3.8 percent over the corresponding month of April 2013. (Refer Fig. 1)

Air was the preferred mode of travel to Samoa, representing 93.9 percent (12,454) of total arrivals, while the remaining 6.1 percent (812) arrived by sea in April 2014.

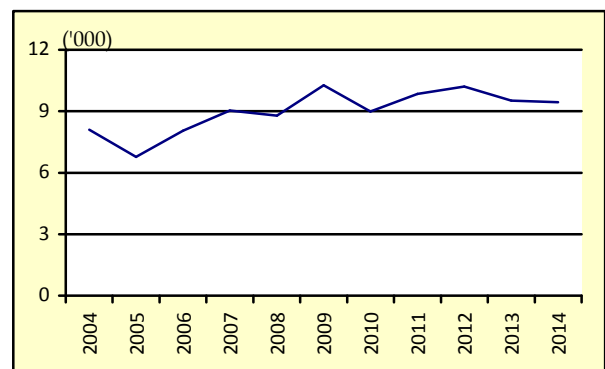
Fig. 1: April Total Arrivals, 2004 - 2014



2. TOTAL VISITORS

Overall Visitors numbered 9,477 for the month under review reveals an increase of 16.3 percent over the previous month and a decrease of 0.7 percent when compared to the corresponding month of April 2013. (Refer Fig. 2).

Fig. 2: April Total Visitors, 2004 - 2014



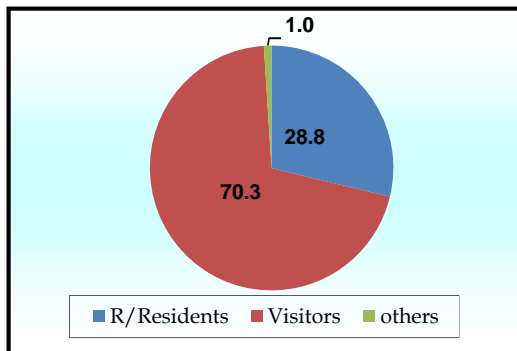
Visitor arrivals have a strong seasonal pattern with a regular peak of numbers during holiday seasons normally from December to January. The smoothed short-term trend for visitor arrivals adjusting for seasonal pattern is shown in Appendix Graph 2.

3. TOTAL ARRIVALS BY PURPOSE OF ENTRY

Visitors, including transit, made up the largest component of all arrivals with 35.6 percent (4,734) being males and 32.7 percent (4,346) being females.

Male and Female returning residents made up 17.5 (2,317) and 11.3 percent (1,502) of total arrivals respectively. Additionally, temporary residents made up 1.8 percent (239) of total arrivals with 1.0 percent (135) being males and 0.8 percent (104) being females. Other purposes of entry made up the remainder of the total arrivals with 1.0 percent (128). (Refer Fig. 3)

Fig. 3: Total Arrivals, by Purpose of Visit

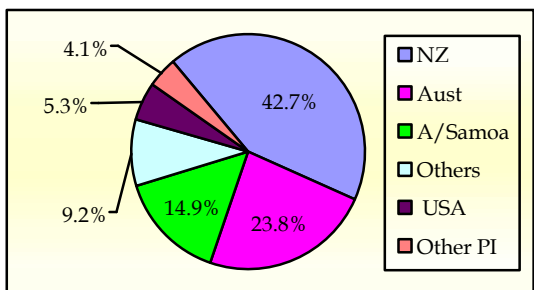


4. VISITORS BY COUNTRY OF USUAL RESIDENCE

New Zealand remains as the leading country in visitors' arrival by country of usual residence (Table 3) accounting for 42.7 percent or 4,031 of total visitors, compared to 35.9 percent or 2,919 visitors reported in the previous month. Australia followed next with a 23.8 percent share (2,246) compared to 21.8 percent or 1,767 visitors reported in the previous month.

American Samoa represented 14.9 percent (1,409) in April 2014 compared to 19.2 percent or 1,563 visitors in the previous month and the United States of America remains the smallest of the principal source markets with a share of 5.3 percent (504) compared to 6.5 percent or 531 visitors reported in the previous month. (Refer Fig. 4)

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

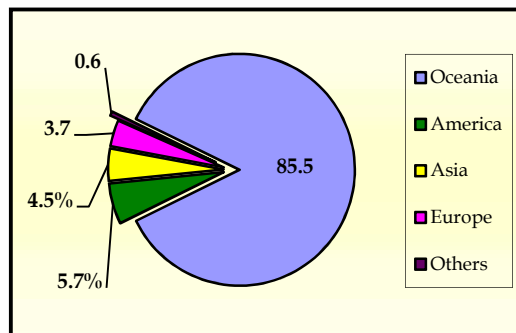


5. VISITORS BY REGION

The Oceanic Region had the highest share of total visitors with 85.5 percent compared to 82.7 percent reported in March 2014, followed by America with 5.7 percent (7.2 percent in March 2013).

Asia represented 4.5 percent of total visitors compared with 4.9 percent reported in the previous month, while Europe represented the lowest share with 3.7 percent compared to 3.8 percent reported in the previous month of March. (Refer Fig. 5).

Fig. 5: Total Visitors, by Region



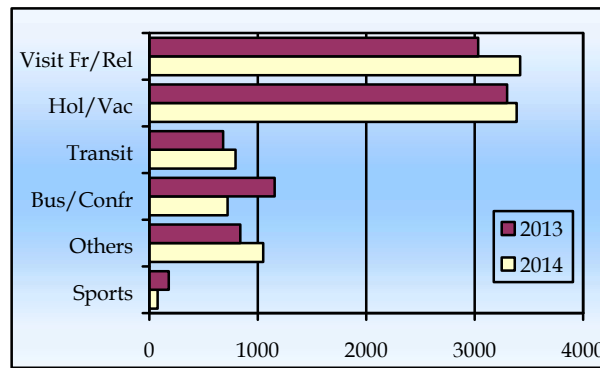
6. VISITORS BY PURPOSE OF VISIT

The principal source markets (table 4) namely New Zealand, Australia, American Samoa and the United States of America constitute 86.7 percent of all visitors visiting Samoa in April 2014.

Visitors that were here to visit friends and relatives accounted for 36.2 percent of all visitors. 35.8 percent of all visitors entered on holiday/ vacation.

Business and Conference visitors made up 7.6 percent and those who were here in transit to other destinations made up 8.4 percent of all visitors. Fig.6 depicts total visitors by purpose of visit for April 2013 and April 2014.

Fig. 6: Total Visitors, by Purpose of Visit

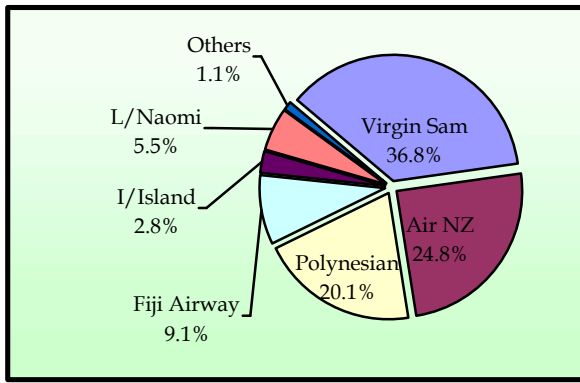


7. TOTAL ARRIVALS BY CARRIER

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 36.8 percent share (4,884 passengers) followed by Air New Zealand with a 24.8 percent share (3,285 passengers).

Polynesian Airlines brought in 20.1 percent (2,664) of total arrivals while Fiji Airways (formerly known as Air Pacific) recorded a share of 9.1 percent (1,203). Fig. 7 illustrates total arrivals by carrier during the reference period.

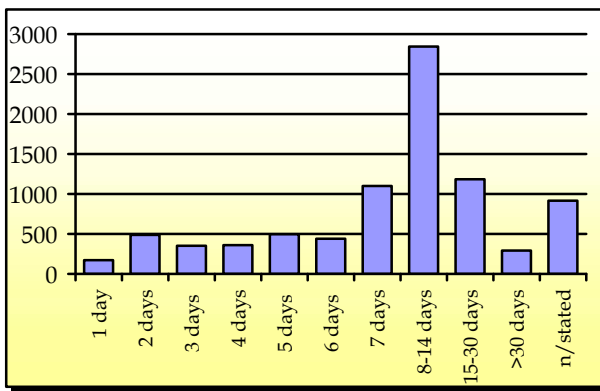
Fig. 7: Total Arrivals by Carrier



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 (61.2 percent or 5,292 visitors) reported staying in private accommodation or with families/ relatives and 36.6 percent (3,170) stayed in hotels/ motels. The remaining 2.2 percent or 191 visitors did not state their place of stay. (Refer Fig. 9).

Fig. 9: Total Visitors by Place of Stay

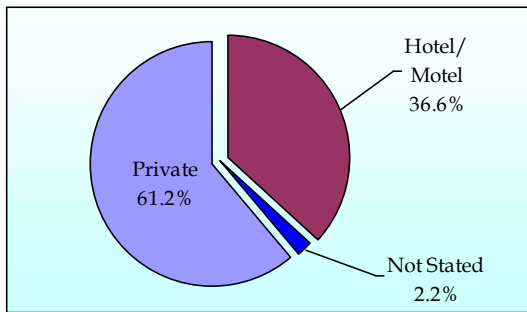
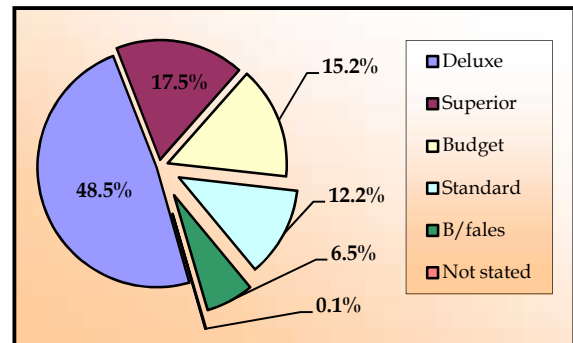


Fig. 10 portrays the number of visitors who stayed in hotels/ motels (2,276) by type of accommodation (hotel/ motel), within the reference month.

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 four local points of entry namely (1) Apia wharf (2) Faleolo and (3) Fagalii international airports.

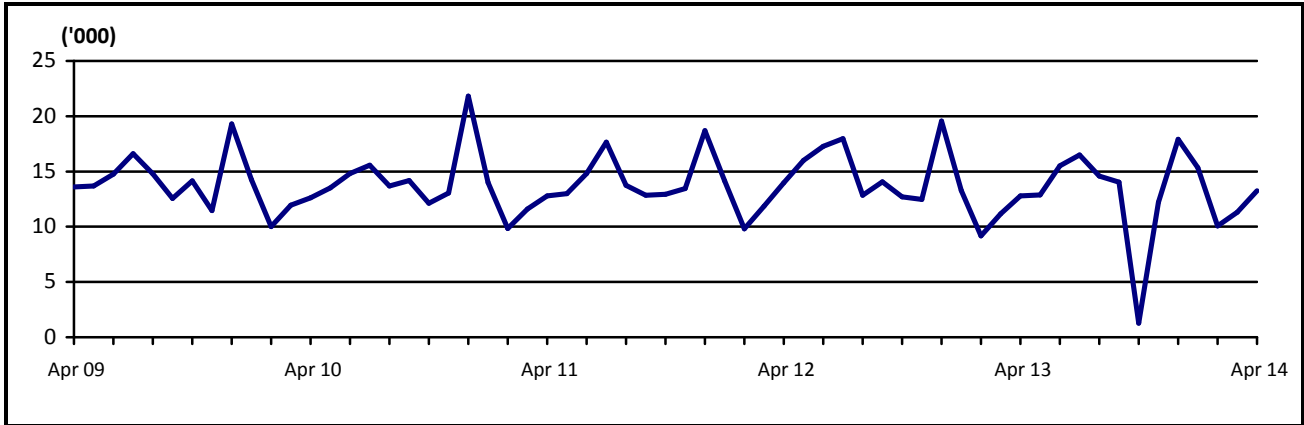
International arrival statistics are compiled on a monthly, quarterly and annual basis. These reports can also be extracted from our website: www1.sbs.gov.ws

The migration report for the month of May 2014 will be released on 27th June 2014.

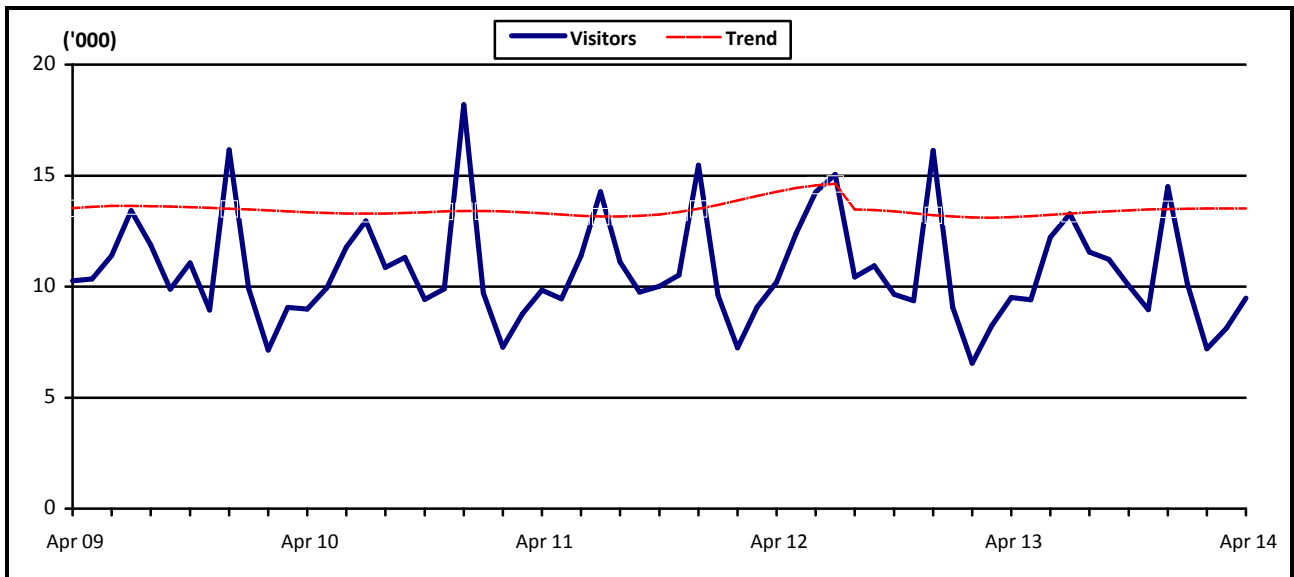
Muagututi'a Sefuiva Reupena
GOVERNMENT STATISTICIAN

APPENDIX

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



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



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

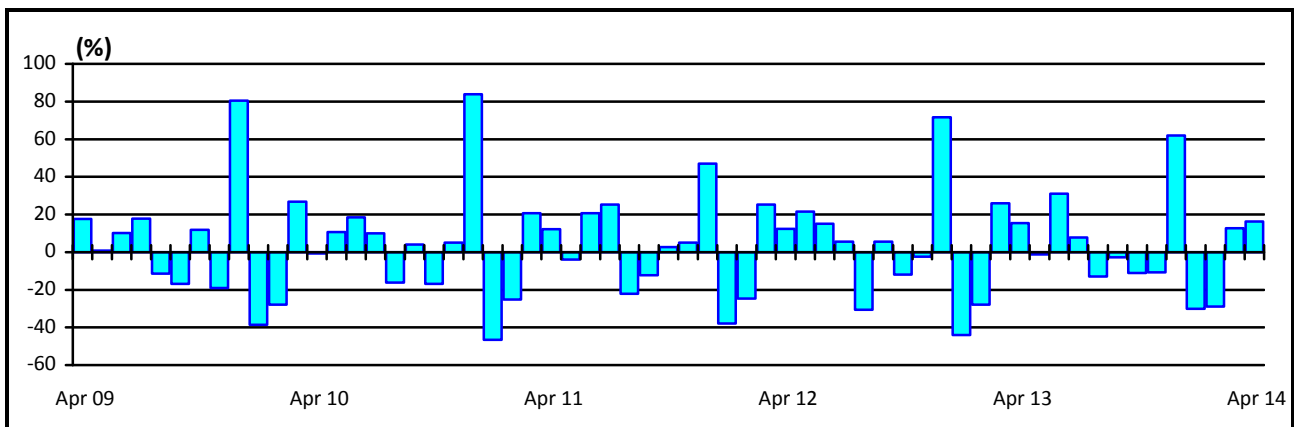


Table 1: Monthly Arrival and Departure by Mode of Travel and Net Migration, 2004 - 2014.

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	34,209	692	34,901	47,747	2,145	49,892
2011										
March	8,623	152	8,775	11,241	371	11,612	12,214	535	12,749	-1,137
April	9,733	109	9,842	12,473	323	12,796	11,993	363	12,356	440
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
February	7,030	177	7,207	9,693	390	10,083
March	8,002	118	8,120	10,853	447	11,300
April /1	9,301	146	9,447	12,454	812	13,266

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, April 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	13,266	7,249	6,017	8,286	4,225	4,061	3,819	2,317	1,502	794	509	285	239	135	104	128	63	65
0 - 4	581	288	293	388	190	198	149	79	70	33	15	18	33	15	18	2	1	1
5 - 9	492	230	262	347	163	184	114	53	61	21	9	12	21	9	12	6	2	4
10 - 14	525	276	249	380	198	182	114	59	55	22	15	7	22	15	7	2	0	2
15 - 19	668	351	317	416	199	217	201	124	77	35	20	15	35	20	15	9	3	6
20 - 24	1,002	555	447	524	224	300	376	274	102	61	42	19	61	42	19	14	4	10
25 - 29	1,168	622	546	697	302	395	361	251	110	78	49	29	78	49	29	7	2	5
30 - 34	1,210	660	550	738	358	380	353	220	133	93	65	28	93	65	28	11	7	4
35 - 39	1,100	608	492	680	354	326	305	183	122	88	58	30	88	58	30	7	4	3
40 - 44	1,175	702	473	736	417	319	322	199	123	90	68	22	90	68	22	6	5	1
45 - 49	1,223	663	560	767	394	373	358	214	144	70	40	30	70	40	30	11	6	5
50 - 54	1,207	699	508	768	432	336	343	201	142	66	45	21	66	45	21	13	8	5
55 - 59	1,032	573	459	630	351	279	309	169	140	48	28	20	48	28	20	17	8	9
60 - 64	804	423	381	551	285	266	186	102	84	37	23	14	37	23	14	13	7	6
65 - 69	547	303	244	337	179	158	160	93	67	31	20	11	31	20	11	8	6	2
70 - 74	303	175	128	192	109	83	87	53	34	14	9	5	14	9	5	1	0	1
75 +	229	121	108	135	70	65	81	43	38	7	3	4	7	3	4	1	0	1
% Distribution ²	100	54.6	45.4	62.5	31.8	30.6	28.8	17.5	11.3	6.0	3.8	2.1	1.8	1.0	0.8	1.0	0.5	0.5

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, April 2014 ¹

Country of Usual Residence	Mode of Travel			Percentage (%) ²
	Air	Sea	Total	
OCEANIA	7,944	130	8,074	85.5
American Samoa	1372	37	1,409	14.9
Fiji	174	0	174	1.8
Cook Island	10	0	10	0.1
Other Pacific Is	144	60	204	2.2
New Zealand	4009	22	4,031	42.7
Australia	2235	11	2,246	23.8
EUROPE	346	1	347	3.7
United Kingdom	66	1	67	0.7
Scandinavia	17	0	17	0.2
Benelux	10	0	10	0.1
Germany	117	0	117	1.2
Other Europe	136	0	136	1.4
AMERICA	526	8	534	5.7
U.S.A	497	7	504	5.3
Canada	29	1	30	0.3
ASIA	421	6	427	4.5
Japan	35	0	35	0.4
China	154	0	154	1.6
Korea	25	0	10	0.1
Other Asia	207	6	213	2.3
OTHERS	64	1	65	0.7
TOTAL	9,301	146	9,447	
PERCENTAGE DISTRIBUTION	98.5	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, April 2014 ¹

Usual Residence	Purpose of Visit								
	Total	Percentage ²	Holiday/ Vacation	Business/ Conference	Visit Friends/ Relatives	Sports	Transit	Others	Not Stated
OCEANIA	8,074	85.5	2,868	589	3,155	70	549	317	526
American Samoa	1,409	14.9	130	87	587	5	236	84	280
Fiji	174	1.8	14	57	30	0	41	10	22
Cook Island	10	0.1	0	5	0	0	1	1	3
Other Pacific Is	204	2.2	26	30	40	0	81	10	17
New Zealand	4,031	42.7	1,700	317	1,541	42	143	153	135
Australia	2,246	23.8	998	93	957	23	47	59	69
EUROPE	347	3.7	256	19	22	2	19	21	8
United Kingdom	67	0.7	40	7	5	0	1	13	1
Scandinavia	17	0.2	16	0	0	0	1	0	0
Benelux	10	0.1	4	1	1	1	2	1	0
Germany	117	1.2	100	1	9	0	4	3	0
Other Europe	136	1.4	96	10	7	1	11	4	7
AMERICA	534	5.7	115	39	212	1	43	44	80
U.S.A.	504	5.3	104	39	204	1	43	35	78
Canada	30	0.3	11	0	8	0	0	9	2
ASIA	427	4.5	122	72	22	3	166	16	26
Japan	35	0.4	13	14	4	0	2	2	0
China	154	1.6	21	39	10	3	61	7	13
Korea	25	0.3	23	0	1	0	0	0	1
Other Asia	213	2.3	65	19	7	0	103	7	12
OTHER COUNTRIES	65	0.7	25	3	8	0	17	2	10
TOTAL	9,447	100	3,386	722	3,419	76	794	400	650
Percentage Distribution ²	100		35.8	7.6	36.2	0.8	8.4	4.2	6.9

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, April 2014 ¹

Carrier	Total	Purpose of Entry				
		Returning Residents	Percentage ²	Visitors	Percentage ²	
Total	13,266	100%	3,819	28.8	9,447	71.2
AIR						
Virgin Samoa ³	4,884	36.8	987	7.4	3,897	29.4
Polynesian	2,664	20.1	1078	8.1	1,586	12.0
Inter Island	374	2.8	111	0.8	263	2.0
Air New Zealand	3,285	24.8	659	5.0	2,626	19.8
Fiji Airways ⁴	1,203	9.1	318	2.4	885	6.7
Other Air Carrier	44	0.3	0	0.0	44	0.3
SEA						
Lady Naomi	726	5.5	643	4.8	83	0.6
Yacht	0	0.0	0	0.0	0	0.0
Other Sea Carrier	86	0.6	23	0.2	63	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, April 2014 ¹

Duration of Stay	Place of Stay			
	Total	Hotel/Motel	Private	Not Stated
Total	8,653	3,170	5,292	191
1day	172	85	76	11
2days	489	224	253	12
3days	351	165	181	5
4days	360	182	172	6
5days	498	252	238	8
6days	442	266	170	6
7days	1100	587	500	13
8-14days	2846	1,108	1,690	48
15-30days	1183	156	1,005	22
31-60days	164	44	116	4
61-90days	62	3	57	2
91-180days	47	7	40	0
181-365days	21	3	17	1
Not Stated	918	88	777	53
Percentage Distribution ²	100	36.6	61.2	2.2

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