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GOVERNMENT OF SAMOA SAMOA BUREAU OF STATISTICS

International Arrival Statistics March 2014

HIGHLIGHTS OF THE MONTH

In March 2014 compared with March 2013:

- ❖ Total arrivals (11,294) increased by 1.1 percent
- ❖ Total visitors (8,120) decreased by 1.5 percent
- ❖ More visitors arrived from American Samoa (up by 40) but fewer arrived from New Zealand (down by 140), Australia (down by 130) and USA (down by 60).

March 2014	Number	Change from previous month	Change from previous year
All Arrivals	11,294	13.0%	1.1%
All Visitors	8,120	12.8%	-1.5%

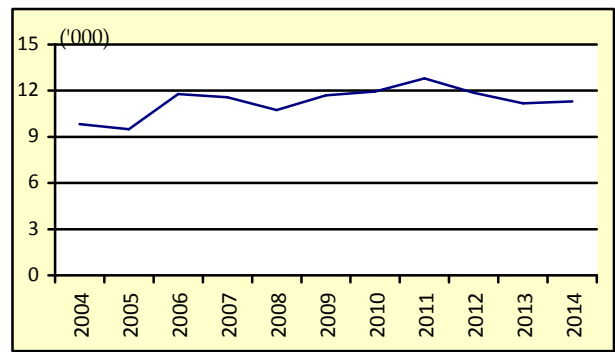
OVERVIEW

1. TOTAL ARRIVALS

The total International Arrival Statistics recorded for the month of **March 2014** (table 1), reveals an increase of 13.0 percent over the previous month of February and an increase of 1.1 percent over the corresponding month of March 2013. (Refer Fig. 1)

As usual, air was the preferred mode of travel to Samoa, representing 96.1 percent (10,853) of total arrivals, while the remaining 3.9 percent (441 arrived by sea in March 2014.

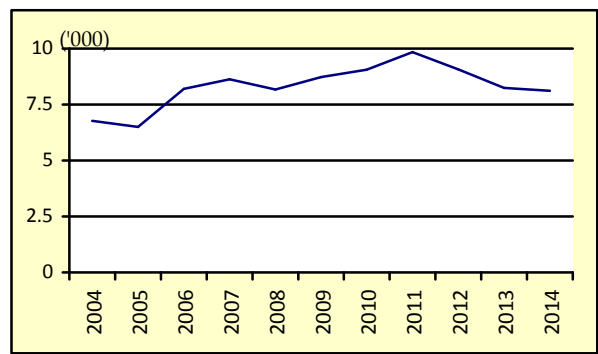
Fig. 1: March Total Arrivals, 2004 - 2014



2. TOTAL VISITORS

Overall Visitors numbered 8,120 for the month under review reveals an increase of 12.8 percent over the previous month and a decrease of 1.5 percent when compared to the corresponding month of March 2013. (Refer Fig. 2).

Fig. 2: March Total Visitors, 2004 - 2014



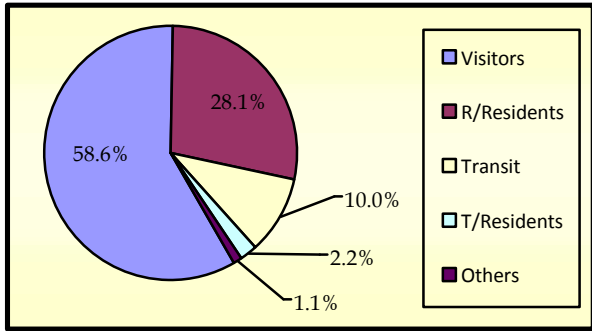
Visitor arrivals have a strong seasonal pattern with a regular peak of numbers during holiday seasons normally from December to January. The smoothed short-term trend for visitor arrivals adjusting for seasonal pattern is shown in Appendix Graph 2.

3. TOTAL ARRIVALS BY PURPOSE OF ENTRY

Visitors, including transit, made up the largest component of all arrivals with 37.2 percent (4,201) being males and 31.4 percent (3,553) being females.

Male and Female returning residents made up 14.9 (1,682) and 13.2 percent (1,492) respectively of total arrivals. Additionally, temporary residents made up 2.2 percent (244) of total arrivals with 1.2 percent (130) being males and 1.0 percent (114) being females. Other purposes of entry made up the remainder of the total arrivals with 1.1 percent (122). (Refer Fig. 3)

Fig. 3: Total Arrivals, by Purpose of Visit

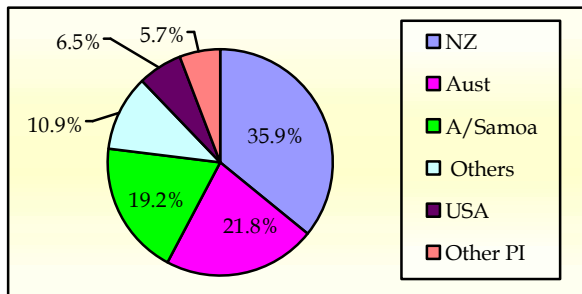


4. VISITORS BY COUNTRY OF USUAL RESIDENCE

New Zealand remains as the leading country in visitors' arrival by country of usual residence (Table 3) accounting for 35.9 percent or 2,919 of total visitors, compared to 36.9 percent or 2,615 visitors reported in the previous month. Australia followed next with a 21.8 percent share (1,767) compared to 21.6 percent or 1,533 visitors reported in the previous month.

American Samoa represented 19.2 percent (1,563) in March 2014 compared to 16.7 percent or 1,184 visitors in the previous month and the United States of America remains the smallest of the principal source markets with a share of 6.5 percent (531) compared to 7.0 percent or 499 visitors reported in the previous month. (Refer Fig. 4)

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

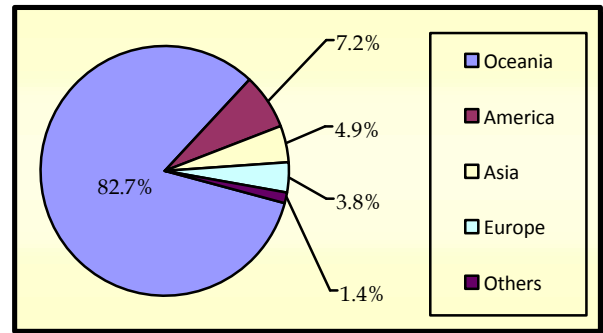


5. VISITORS BY REGION

The Oceanic Region had the highest share of total visitors with 82.7 percent compared to 82.1 percent reported in February 2014, followed by America with 7.2 percent (7.3 percent in February 2014).

Asia represented 4.9 percent of total visitors compared with 4.1 percent reported in the previous month, while Europe represented the lowest share with 3.8 percent compared with 5.2 percent reported in the previous month of February. (Refer Fig. 5).

Fig. 5: Total Visitors, by Region



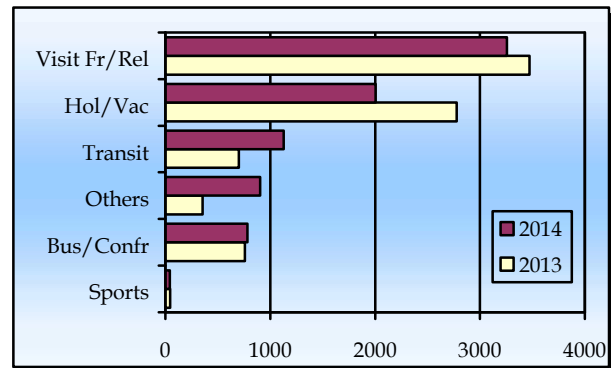
6. VISITORS BY PURPOSE OF VISIT

The principal source markets (table 4) namely New Zealand, American Samoa, Australia, and the United States of America constitute 83.4 percent of all visitors visiting Samoa in March 2014.

Majority of visitors (40.1 percent) were here to visit friends and relatives while 24.7 percent came on holiday and vacations.

Business and Conference visitors made up 9.6 percent and those who were here in transit to other destinations made up 13.9 percent of all visitors. Fig.6 depicts total visitors by purpose of visit for March 2013 and March 2014.

Fig. 6: Total Visitors, by Purpose of Visit

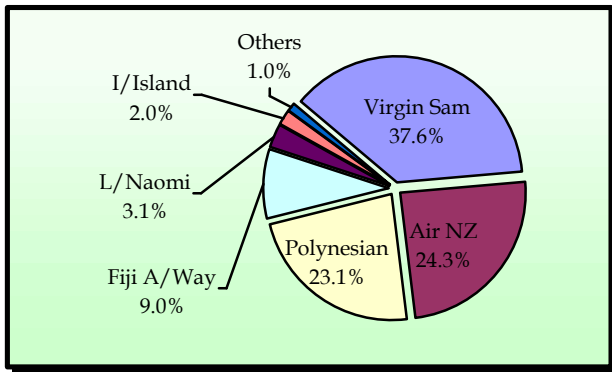


7. TOTAL ARRIVALS BY CARRIER

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 37.6 percent share (4,242 passengers) followed by Air New Zealand with a 24.3 percent share (2,743 passengers).

Polynesian Airlines brought in 23.1 percent (2,609) of total arrivals while Fiji Airways, formerly known as Air Pacific, recorded a share of 9.0 percent (1,015). Fig. 7 illustrates total arrivals by carrier during the reference period.

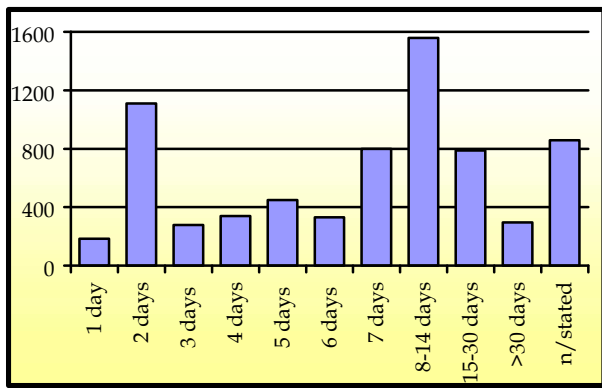
Fig. 7: Total Arrivals by Carrier



8. VISITORS DURATION AND PLACE OF STAY

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

Fig. 8: Total Visitors by Duration of Stay



Most visitors (62.5 percent or 4,369 visitors) reported staying in private accommodation or with families/ relatives while 34.8 percent (2,430) stayed in hotels/ motels. The remaining 2.7 percent or 192 visitors did not state their place of stay. (Refer Fig. 9).

Fig. 9: Total Visitors by Place of Stay

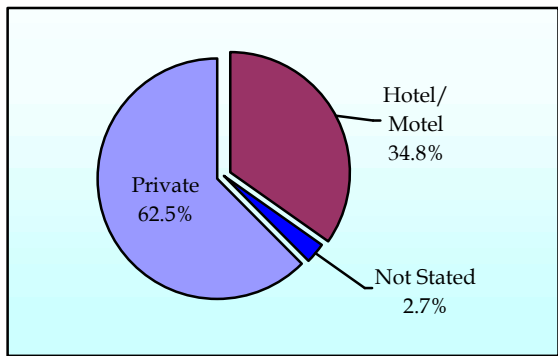
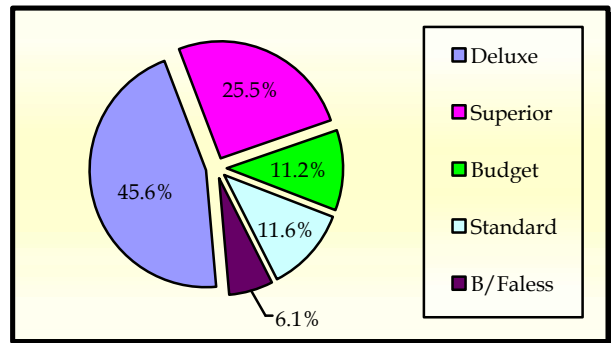


Fig. 10 portrays the number of visitors who stayed in hotels/ motels (2,430) by type of accommodation (hotel/ motel), within the reference month.

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.

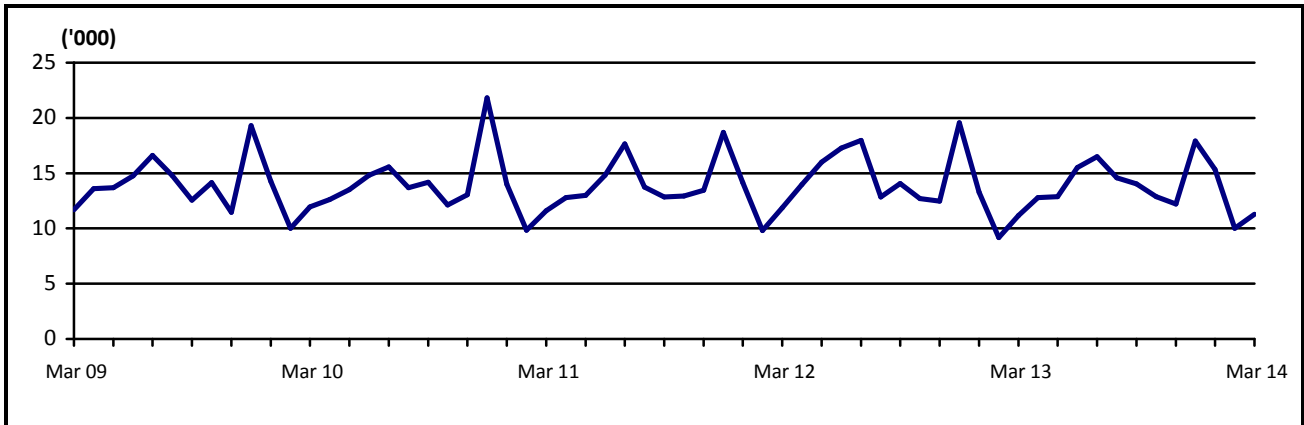
International arrival statistics are compiled on a monthly, quarterly and annual basis. These reports can also be extracted from our website: www.sbs.gov.ws

The migration report for the month of April 2014 will be released on 23rd May.

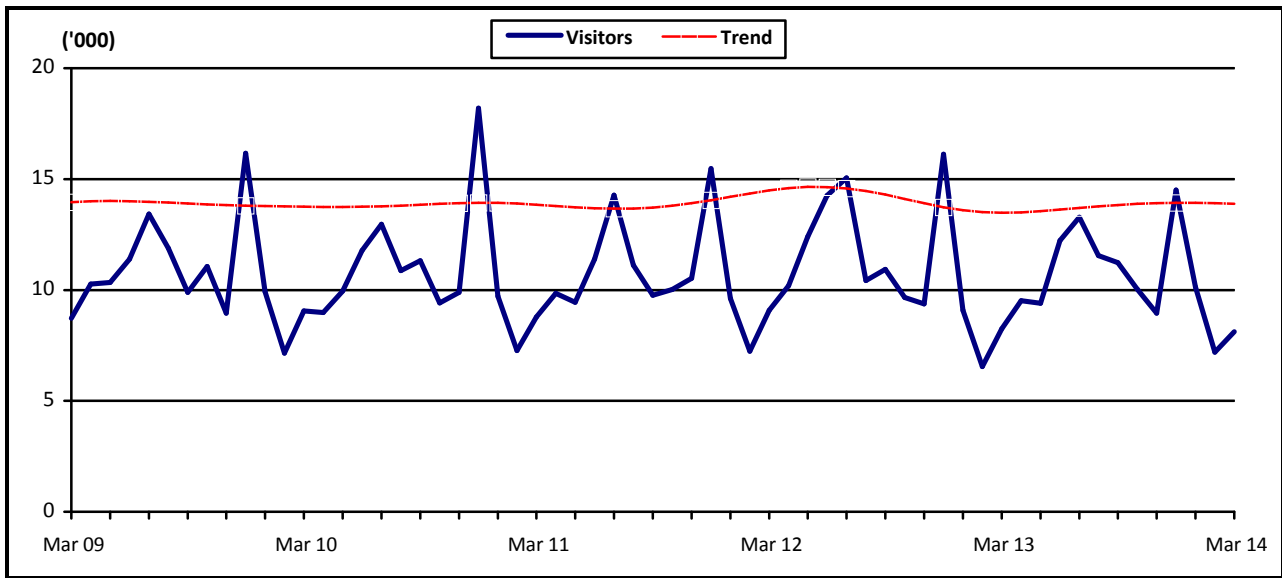
Muagututi'a S Reupena
GOVERNMENT STATISTICIAN

APPENDIX

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



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



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

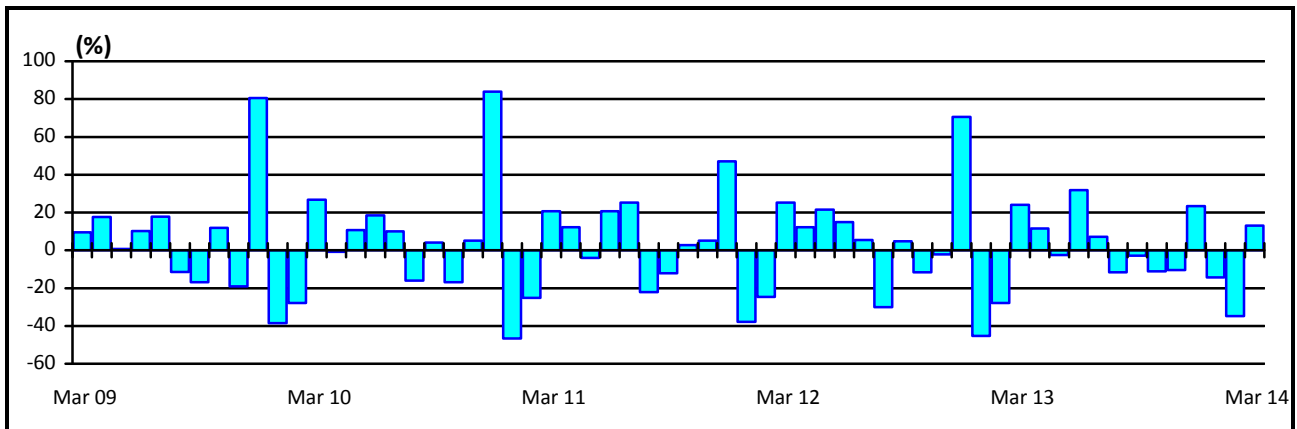


Table 1: Monthly Arrival and Departure by Mode of Travel and Net Migration, 2004 - 2014.

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	24,908	546	25,454	35,293	1,333	36,626
2011										
February	7,030	243	7,273	9,387	443	9,830	11,671	592	12,263	-2,433
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	7,027	172	7,199	9,685	314	9,999
March /1	8,002	118	8,120	10,853	441	11,294

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, March 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	11,294	6,079	5,215	6,625	3,460	3,165	3,174	1,682	1,492	1,129	741	388	244	130	114	122	66	56
0 - 4	519	249	270	331	146	185	141	80	61	36	19	17	8	3	5	3	1	2
5 - 9	318	164	154	189	101	88	102	46	56	23	13	10	3	3	0	1	1	0
10 - 14	252	139	113	154	86	68	62	30	32	27	17	10	3	3	0	6	3	3
15 - 19	489	254	235	306	145	161	96	53	43	73	50	23	7	4	3	7	2	5
20 - 24	900	443	457	502	215	287	229	120	109	129	91	38	31	14	17	9	3	6
25 - 29	1,046	539	507	620	289	331	261	146	115	121	85	36	30	15	15	14	4	10
30 - 34	933	476	457	541	253	288	270	139	131	92	64	28	25	16	9	5	4	1
35 - 39	901	509	392	548	300	248	251	147	104	82	51	31	10	4	6	10	7	3
40 - 44	1,014	579	435	557	301	256	306	174	132	114	79	35	19	12	7	18	13	5
45 - 49	1,047	568	479	617	337	280	304	159	145	91	49	42	22	13	9	13	10	3
50 - 54	1,108	585	523	659	352	307	298	145	153	121	77	44	20	7	13	10	4	6
55 - 59	986	541	445	570	320	250	303	155	148	82	52	30	22	12	10	9	2	7
60 - 64	725	437	288	423	258	165	201	114	87	66	42	24	26	15	11	9	8	1
65 - 69	525	311	214	301	180	121	177	101	76	34	24	10	10	5	5	3	1	2
70 - 74	298	165	133	181	111	70	90	37	53	20	15	5	6	2	4	1	0	1
75 +	233	120	113	126	66	60	83	36	47	18	13	5	2	2	0	4	3	1
% Distribution	100	53.8	46.2	58.7	30.6	28.0	28.1	14.9	13.2	10.0	6.6	3.4	2.2	1.2	1.0	1.1	0.6	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, March 2014 ¹

Country of Usual Residence	Mode of Travel			Percentage (%) ²
	Air	Sea	Total	
OCEANIA	6,605	109	6,714	82.7
American Samoa	1527	36	1,563	19.2
Fiji	164	0	164	2.0
Cook Island	12	0	12	0.1
Other Pacific Is	241	48	289	3.6
New Zealand	2902	17	2,919	35.9
Australia	1759	8	1,767	21.8
EUROPE	308	4	312	3.8
United Kingdom	71	0	71	0.9
Scandinavia	23	0	23	0.3
Benelux	4	0	4	0.0
Germany	123	3	126	1.6
Other Europe	87	1	88	1.1
AMERICA	580	3	583	7.2
U.S.A	528	3	531	6.5
Canada	52	0	52	0.6
ASIA	401	0	401	4.9
Japan	51	0	51	0.6
China	104	0	104	1.3
Korea	10	0	10	0.1
Other Asia	236	0	236	2.9
OTHERS	108	2	110	1.4
TOTAL	8,002	118	8,120	
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, March 2014 ¹

Usual Residence	Purpose of Visit								
	Total	Percentage ²	Holiday/ Vacation	Visit Friends/ Relatives	Business/ Conference	Sports	Transit	Others	Not Stated
OCEANIA	6,714	82.7	1,563	2,880	648	38	828	277	480
American Samoa	1,563	19.2	256	508	118	12	324	95	250
Fiji	164	2.0	15	24	65	1	23	19	17
Cook Island	12	0.1	1	3	4	1	1	0	2
Other Pacific Is	289	3.6	14	57	22	6	134	24	32
New Zealand	2,919	35.9	731	1,427	314	14	241	79	113
Australia	1,767	21.8	546	861	125	4	105	60	66
EUROPE	312	3.8	209	45	20	0	26	5	7
United Kingdom	71	0.9	35	11	13	0	10	1	1
Scandinavia	23	0.3	18	0	0	0	2	1	2
Benelux	4	0.0	3	0	0	0	0	0	1
Germany	126	1.6	90	20	3	0	8	3	2
Other Europe	88	1.1	63	14	4	0	6	0	1
AMERICA	583	7.2	131	255	59	1	57	37	43
U.S.A.	531	6.5	121	227	54	1	55	36	37
Canada	52	0.6	10	28	5	0	2	1	6
ASIA	401	4.9	59	50	50	2	197	8	35
Japan	51	0.6	13	9	14	0	9	1	5
China	104	1.3	14	6	16	0	49	2	17
Korea	10	0.1	0	2	5	0	2	0	1
Other Asia	236	2.9	32	33	15	2	137	5	12
OTHER COUNTRIES	110	1.4	43	28	5	1	21	4	8
TOTAL	8,120	100	2,005	3,258	782	42	1,129	331	573
Percentage Distribution ²	100		24.7	40.1	9.6	0.5	13.9	4.1	7.1

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

2: Figures are subject to rounding errors

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

Carrier	Total	Purpose of Entry				
		Returning Residents	Percentage ²	Visitors	Percentage ²	
Total	11,294	100%	3,174	28.1	8,120	71.9
AIR						
Virgin Samoa ³	4,242	37.6	1206	10.7	3,036	26.9
Polynesian	2,609	23.1	724	6.4	1,885	16.7
Inter Island	227	2.0	46	0.4	181	1.6
Air New Zealand	2,743	24.3	647	5.7	2,096	18.6
Fiji Airways ⁴	1,015	9.0	223	2.0	792	7.0
Other Air Carrier	17	0.2	5	0.0	12	0.1
SEA						
Lady Naomi	353	3.1	302	2.7	51	0.5
Yacht	0	0.0	0	0.0	0	0.0
Other Sea Carrier	88	0.8	21	0.2	67	0.6

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, March 2014 ¹

Duration of Stay	Place of Stay			
	Total	Hotel/Motel	Private	Not Stated
Total	6,991	2,430	4,369	192
1day	183	82	85	16
2days	1110	423	662	25
3days	277	136	137	4
4days	340	172	160	8
5days	449	243	198	8
6days	330	225	102	3
7days	800	338	445	17
8-14days	1558	512	1,020	26
15-30days	789	131	639	19
31-60days	140	32	102	6
61-90days	67	5	62	0
91-180days	51	5	46	0
181-365days	38	10	27	1
Not Stated	859	116	684	59
Percentage Distribution ²	100	34.8	62.5	2.7

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