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GOVERNMENT OF SAMOA SAMOA BUREAU OF STATISTICS

International Arrival Statistics January 2015

HIGHLIGHTS OF THE MONTH

In January 2015 compared with January 2014:

- ❖ Total arrivals (15,523) increased by 1.2 percent
- ❖ Total visitors (10,002) also increased by 4.9 percent
- ❖ More visitors arrived from Australia (up by 205), New Zealand (up by 126), USA (up by 31)

January 2014	Number	Change from previous month	Change from previous year
All Arrivals	15,523	-19.7%	1.2%
All Visitors	10,633	-33.5%	4.9%

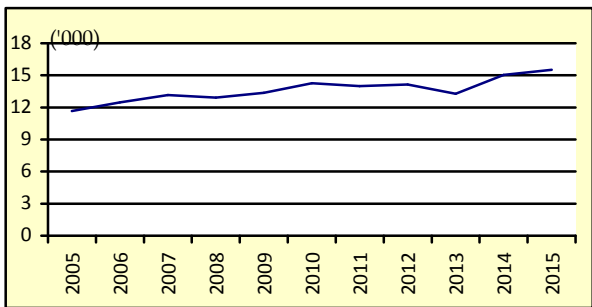
OVERVIEW

1. TOTAL ARRIVALS

The total International Arrival Statistics recorded for the month of **January 2015** (table 1), revealed a decrease of 19.7 percent over the previous month of December but an increase of 1.2 percent over the corresponding month of January 2014. (Refer Fig. 1)

Air was the preferred mode of travel to Samoa, representing 97.9 percent (15,193) of total arrivals, while the remaining 2.1 percent (330) arrived by sea in January 2015.

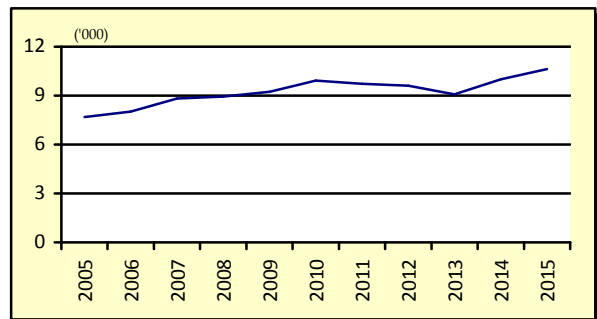
Fig. 1: January Total Arrivals, 2005 - 2015



2. TOTAL VISITORS

Overall Visitors numbered 10,633 for the month under review revealed a decrease of 33.5 percent over the previous month but an increase of 4.9 percent when compared to the corresponding month of January 2014. (Refer Fig. 2).

Fig. 2: January Total Visitors, 2005 - 2015



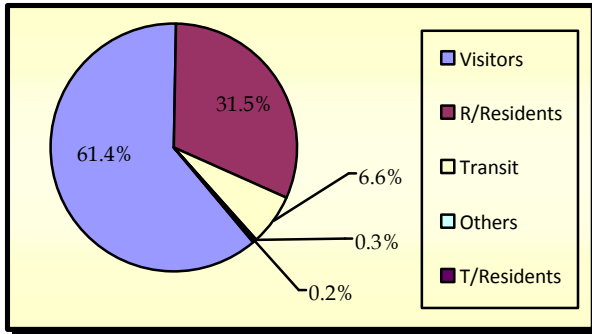
Visitor arrivals have a strong seasonal pattern with a regular peak of numbers during holiday seasons normally from December to January. The smoothed short-term trend for visitor arrivals adjusting for seasonal pattern is shown in Appendix Graph 2.

3. TOTAL ARRIVALS BY PURPOSE OF ENTRY

Visitors, including transit, made up the largest component of all arrivals with 35.7 percent (5,550) being males and 32.3 percent (5,006) being females.

Male and Female returning residents made up 16.0 (2,482) and 15.5 percent (2,408) respectively of total arrivals. Additionally, temporary residents made up 0.2 percent (32) of total arrivals while other purposes of entry made up the remainder of the total arrivals with 0.3 percent (45). (Refer Fig. 3)

Fig. 3: Total Arrivals, by Purpose of Visit

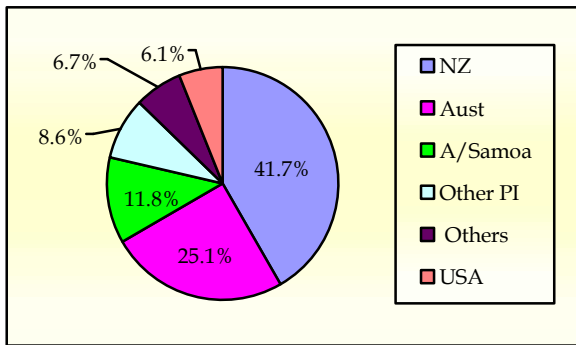


4. VISITORS BY COUNTRY OF USUAL RESIDENCE

New Zealand remains as the leading country in visitors' arrival by country of usual residence (Table 3) accounting for 41.7 percent or 4,433 of total visitors, compared to 38.8 percent or 6,206 visitors reported in the previous month. Australia followed next with a 25.1 percent share (2,670) compared to 30.4 percent or 4,869 visitors reported in the previous month.

American Samoa represented 11.8 percent (1,260) in January 2015 compared to 17.8 percent or 2,844 visitors in the previous month and the United States of America remains the smallest of the principal source markets with a share of 6.1 percent (647) compared to 4.8 percent or 762 visitors reported in the previous month. (Refer Fig. 4)

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

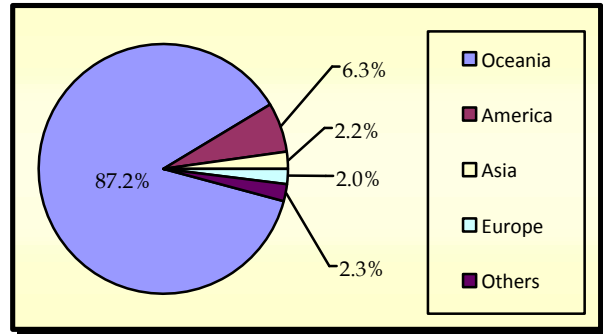


5. VISITORS BY REGION

The Oceanic Region had the highest share of total visitors with 87.2 percent compared to 91.2 percent reported in December 2014, followed by America with 6.3 percent (5.0 percent in December 2014).

Asia represented 2.2 percent of total visitors compared with 1.8 percent reported in the previous month, while Europe represented the lowest share with 2.0 percent compare with 0.9 percent reported in the previous month of December. (Refer Fig. 5).

Fig. 5: Total Visitors, by Region



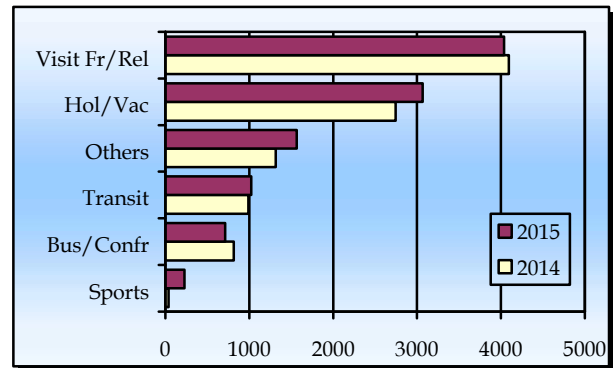
6. VISITORS BY PURPOSE OF VISIT

The principal source markets (table 4) namely New Zealand, American Samoa, Australia, and the United States of America constitute 84.7 percent of all visitors visiting Samoa in January 2014.

Majority of visitors (38.0 percent) were here to visit friends and relatives while 28.8 percent came on holiday and vacations.

Business and Conference visitors made up 6.7 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 January 2014 and January 2015.

Fig. 6: Total Visitors, by Purpose of Visit

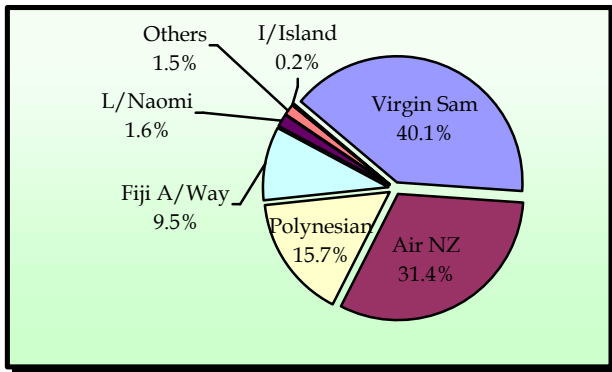


7. TOTAL ARRIVALS BY CARRIER

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 40.1 percent share (6,230 passengers) followed by Air New Zealand with a 31.4 percent share (4,873 passengers).

Polynesian Airlines brought in 15.7 percent (2,437) of total arrivals while Fiji Airways, formerly known as Air Pacific, recorded a share of 9.5 percent (1,480). Fig. 7 illustrates total arrivals by carrier during the reference period.

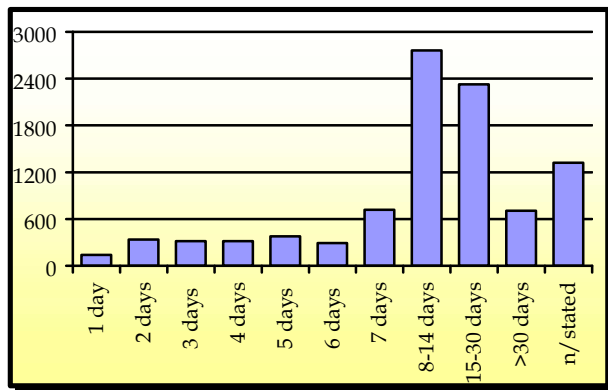
Fig. 7: Total Arrivals by Carrier



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 (72.7 percent or 6,983 visitors) reported staying in private accommodation or with families/ relatives while 21.1 percent (2,025) stayed in hotels/ motels. The remaining 6.3 percent or 602 visitors did not state their place of stay. (Refer Fig. 9).

Fig. 9: Total Visitors by Place of Stay

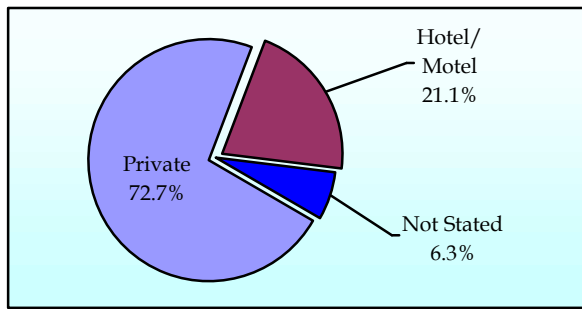
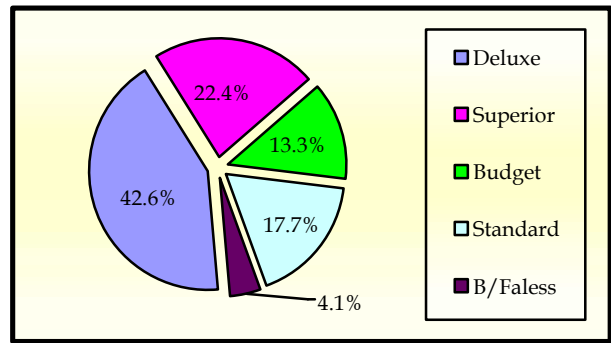


Fig. 10 portrays the number of visitors who stayed in hotels/ motels (2,025) by type of accommodation (hotel/ motel), within the reference month.

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.

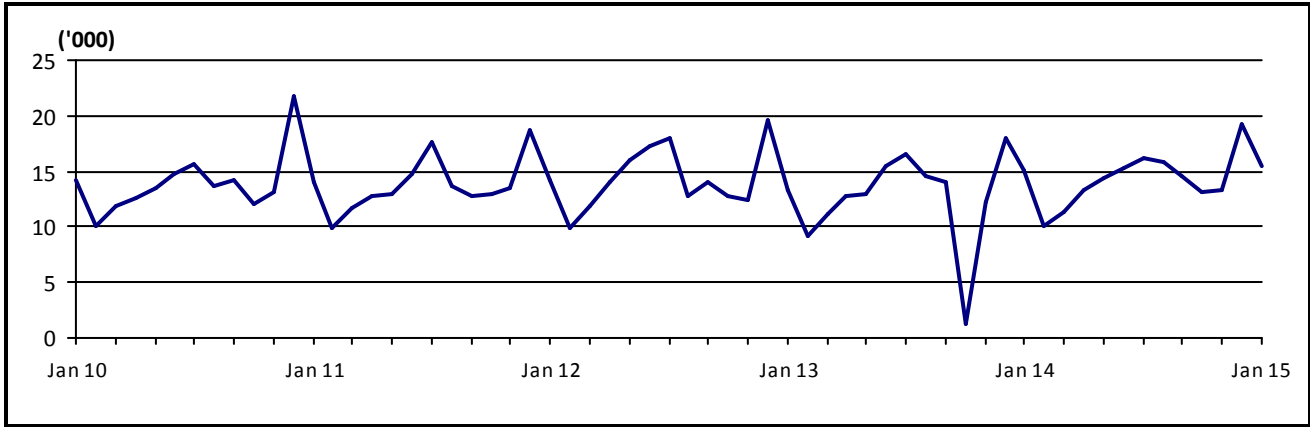
International arrival statistics are compiled on a monthly, quarterly and annual basis. These reports can also be extracted from our website: www.sbs.gov.ws

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

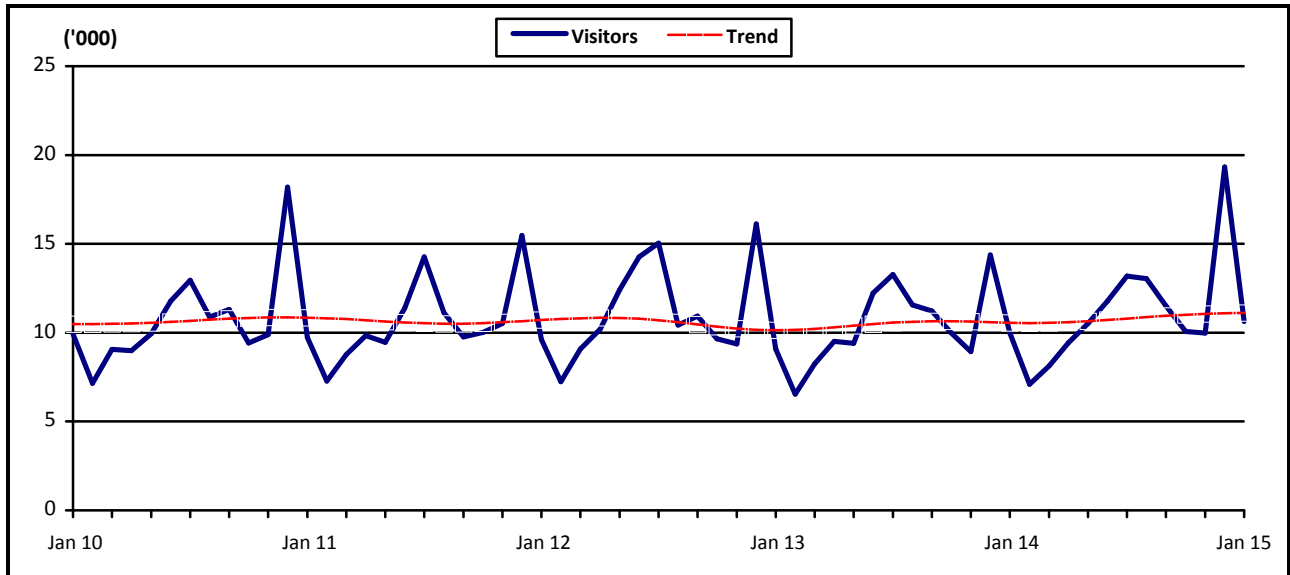
Leilua Taulealo
Acting GOVERNMENT STATISTICIAN

APPENDIX

Graph 1: Monthly Total Arrivals, January 2010 – January 2015



Graph 2: Monthly Total Visitors, January 2010 – January 2015



Graph 3: Visitors Percentage Change over Previous month, January 2010 – January 2015

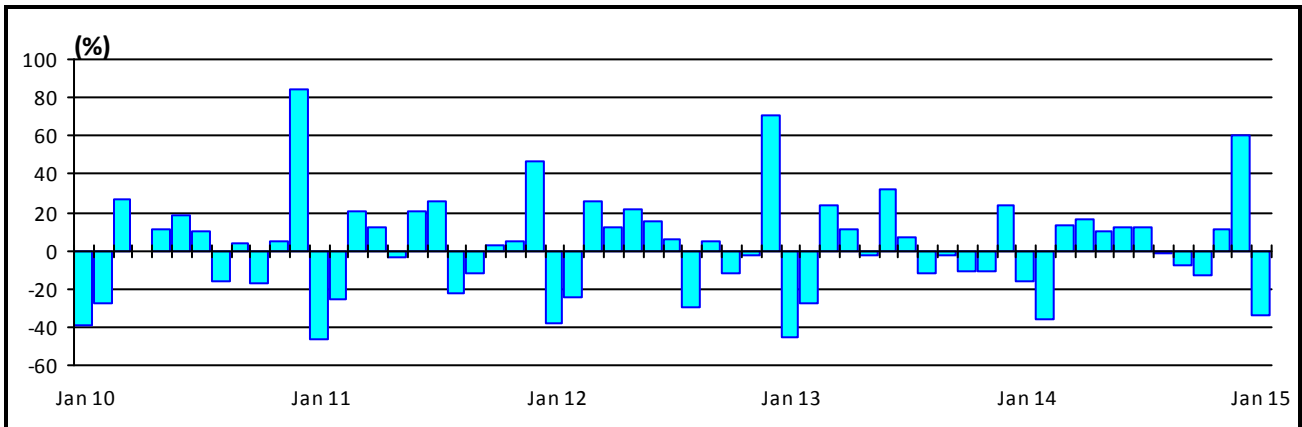


Table 1: Monthly Arrival and Departure by Mode of Travel and Net Migration, 2004 - 2014.

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	128,011	2,944	130,955	165,318	7,080	172,398	80,384	4,062	84,446	...
2015	10,489	144	10,633	15,193	330	15,523
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	-389
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	17,280	523	17,803	-1,553
August	12,714	326	13,040	15,285	603	15,888	13,060	600	13,660	2,228
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	15,642	355	15,997	18,543	786	19,329
2015										
January	10,489	144	10,633	15,193	330	15,523

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, January 2015 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	15,523	8,074	7,449	9,533	4,892	4,641	4,890	2,482	2,408	1,023	658	365	32	18	14	45	24	21
0 - 4	830	425	405	504	256	248	283	144	139	40	24	16	2	1	1	1	0	1
5 - 9	922	446	476	537	256	281	348	169	179	34	19	15	1	0	1	2	2	0
10 - 14	965	456	509	529	251	278	388	186	202	45	18	27	1	0	1	2	1	1
15 - 19	1,422	818	604	779	446	333	477	235	242	152	124	28	4	3	1	10	10	0
20 - 24	1,225	550	675	750	307	443	407	204	203	61	37	24	3	1	2	4	1	3
25 - 29	1,088	512	576	666	303	363	347	164	183	73	43	30	2	2	0	0	0	0
30 - 34	1,093	553	540	698	342	356	312	156	156	79	53	26	0	0	0	4	2	2
35 - 39	1,103	596	507	706	375	331	327	178	149	64	41	23	3	2	1	3	0	3
40 - 44	1,272	676	596	772	399	373	404	211	193	87	62	25	2	1	1	7	3	4
45 - 49	1,282	688	594	849	435	414	332	186	146	95	63	32	2	2	0	4	2	2
50 - 54	1,194	667	527	765	428	337	347	194	153	77	44	33	4	1	3	1	0	1
55 - 59	1,080	597	483	668	369	299	322	167	155	84	58	26	3	2	1	3	1	2
60 - 64	825	424	401	535	289	246	232	107	125	56	26	30	1	1	0	1	1	0
65 - 69	615	343	272	403	228	175	166	90	76	41	24	17	2	0	2	3	1	2
70 - 74	328	180	148	205	119	86	99	46	53	23	14	9	1	1	0	0	0	0
75 +	279	143	136	167	89	78	99	45	54	12	8	4	1	1	0	0	0	0
% Distribution ²	100	52.0	48.0	61.4	31.5	29.9	31.5	16.0	15.5	6.6	4.2	2.4	0.2	0.1	0.1	0.3	0.2	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, January 2015 ¹

Country of Usual Residence	Mode of Travel			Percentage (%) ²
	Air	Sea	Total	
OCEANIA	9,135	138	9,273	87.2
American Samoa	1239	21	1,260	11.8
Fiji	325	0	325	3.1
Cook Island	3	0	3	0.0
Other Pacific Is	523	59	582	5.5
New Zealand	4389	44	4,433	41.7
Australia	2656	14	2,670	25.1
EUROPE	208	2	210	2.0
United Kingdom	73	0	73	0.7
Scandinavia	25	0	25	0.2
Benelux	3	0	3	0.0
Germany	74	0	74	0.7
Other Europe	33	2	35	0.3
AMERICA	665	2	667	6.3
U.S.A	645	2	647	6.1
Canada	20	0	20	0.2
ASIA	234	2	236	2.2
Japan	38	0	38	0.4
China	146	0	146	1.4
Korea	7	0	7	0.1
Other Asia	43	2	45	0.4
OTHERS	247	0	247	2.3
TOTAL	10,489	144	10,633	
PERCENTAGE DISTRIBUTION	98.6	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, January 2015 ¹

Usual Residence	Purpose of Visit								
	Total	Percentage ²	Holiday/ Vacation	Business/ Conference	Visit Friends/ Relatives	Sports	Transit	Others	Not Stated
OCEANIA	9,273	87.2	2,622	586	3,831	207	757	916	354
American Samoa	1,260	11.8	156	64	388	3	294	230	125
Fiji	325	3.1	25	79	48	24	61	61	27
Cook Island	3	0.0	0	1	1	0	1	0	0
Other Pacific Is	582	5.5	36	37	47	108	219	108	27
New Zealand	4,433	41.7	1,422	229	2,121	70	125	334	132
Australia	2,670	25.1	983	176	1,226	2	57	183	43
EUROPE	210	2.0	134	19	15	1	27	9	5
United Kingdom	73	0.7	28	16	4	1	17	4	3
Scandinavia	25	0.2	21	0	0	0	4	0	0
Benelux	3	0.0	2	0	0	0	0	1	0
Germany	74	0.7	59	1	7	0	4	2	1
Other Europe	35	0.3	24	2	4	0	2	2	1
AMERICA	667	6.3	151	54	158	1	110	157	36
U.S.A.	647	6.1	144	52	148	1	110	157	35
Canada	20	0.2	7	2	10	0	0	0	1
ASIA	253	2.4	49	44	22	17	74	33	14
Japan	38	0.4	11	12	2	0	2	7	4
China	146	1.4	27	26	20	0	45	21	7
Korea	7	0.1	3	0	0	0	4	0	0
Other Asia	62	0.6	8	6	0	17	23	5	3
OTHER COUNTRIES	230	2.2	111	11	13	0	55	30	10
TOTAL	10,633	100	3,067	714	4,039	226	1,023	1,145	419
Percentage Distribution ²	100		28.8	6.7	38.0	2.1	9.6	10.8	3.9

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, January 2015 ¹

Carrier	Total	Purpose of Entry				
		Returning Residents	Percentage ²	Visitors	Percentage ²	
Total	15,523	100%	4,890	31.5	10,633	68.5
AIR						
Virgin Samoa ³	6,230	40.1	1988	12.8	4,242	27.3
Polynesian	2,437	15.7	740	4.8	1,697	10.9
Inter Island	25	0.2	12	0.1	13	0.1
Air New Zealand	4,873	31.4	1631	10.5	3,242	20.9
Fiji Airways ⁴	1,480	9.5	327	2.1	1,153	7.4
Other Air Carrier	148	1.0	6	0.0	142	0.9
SEA						
Lady Naomi	248	1.6	167	1.1	81	0.5
Yacht	0	0.0	0	0.0	0	0.0
Other Sea Carrier	82	0.5	19	0.1	63	0.4

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, January, 2015 ¹

Duration of Stay	Place of Stay			
	Total	Hotel/Motel	Private	Not Stated
Total	9,610	2,025	6,983	602
1day	139	65	68	6
2days	336	249	82	5
3days	314	134	162	18
4days	317	111	175	31
5days	378	148	200	30
6days	291	144	117	30
7days	718	226	454	38
8-14days	2,764	556	2,034	174
15-30days	2,329	231	1,989	109
31-60days	403	35	341	27
61-90days	119	5	103	11
91-180days	86	4	73	9
181-365days	96	5	84	7
Not Stated	1320	112	1,101	107
Percentage Distribution ²	100	21.1	72.7	6.3

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