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GOVERNMENT OF SAMOA SAMOA BUREAU OF STATISTICS

International Arrival Statistics February 2015

HIGHLIGHTS OF THE MONTH

In February 2015 compared with February 2014:

- ❖ Total arrivals (10,251) increased by 1.7 percent
- ❖ Total visitors (7,401) also increased by 2.7 percent
- ❖ More visitors arrived from New Zealand (up by 190), American Samoa (up by 130) while fewer arrived from USA (down by 30).

February 2015	Number	Change from previous month	Change from previous year
All Arrivals	10,251	-34.0%	1.7%
All Visitors	7,401	-30.4%	2.7%

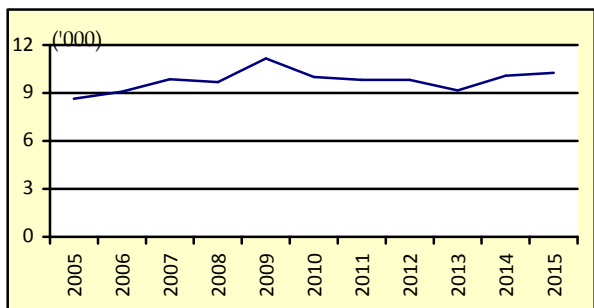
OVERVIEW

1. TOTAL ARRIVALS

The total International Arrival Statistics recorded for the month of **February 2015** (table 1), revealed a decrease of 34.0 percent over the previous month of January but an increase of 1.7 percent over the corresponding month of February 2014. (Refer Fig. 1)

Air was the preferred mode of travel to Samoa, representing 95.4 percent (9,775) of total arrivals, while the remaining 4.6 percent (476) arrived by sea in February 2015.

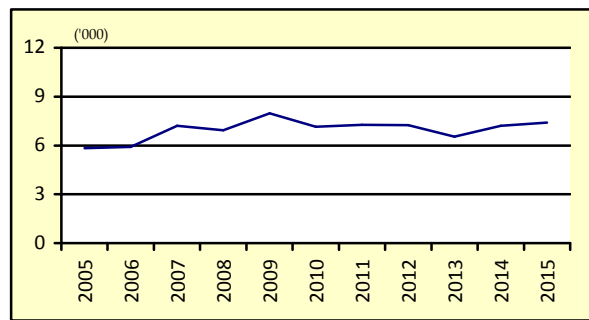
Fig. 1: February Total Arrivals, 2005 - 2015



2. TOTAL VISITORS

Overall Visitors numbered 7,401 for the month under review revealed a decrease of 30.4 percent over the previous month but an increase of 2.7 percent when compared to the corresponding month of February 2014. (Refer Fig. 2).

Fig. 2: February Total Visitors, 2005 - 2015



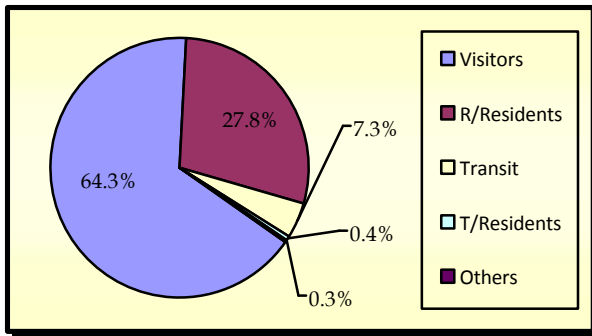
Visitor arrivals have a strong seasonal pattern with a regular peak of numbers during holiday seasons normally from December to January. The smoothed short-term trend for visitor arrivals adjusting for seasonal pattern is shown in Appendix Graph 2.

3. TOTAL ARRIVALS BY PURPOSE OF ENTRY

Visitors, including transit, made up the largest component of all arrivals with 37.8 percent (3,877) being males and 33.7 percent (3,454) being females.

Male and Female returning residents made up 15.0 (1,540) and 12.8 percent (1,310) respectively of total arrivals. Additionally, temporary residents made up 0.4 percent (36) of total arrivals while other purposes of entry made up the remainder of the total arrivals with 0.3 percent (34). (Refer Fig. 3)

Fig. 3: Total Arrivals, by Purpose of Visit

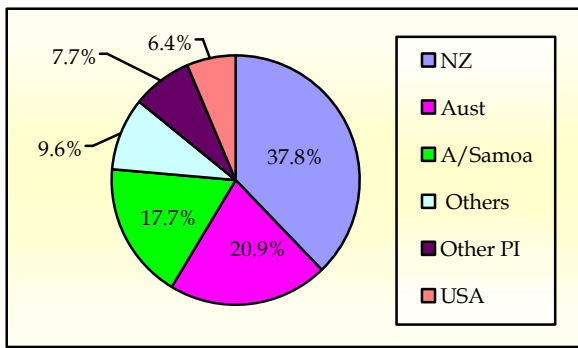


4. VISITORS BY COUNTRY OF USUAL RESIDENCE

New Zealand remains as the leading country in visitors' arrival by country of usual residence (Table 3) accounting for 37.8 percent or 2,801 of total visitors, compared to 41.7 percent or 4,433 visitors reported in the previous month. Australia followed next with a 20.9 percent share (1,547) compared to 25.1 percent or 2,670 visitors reported in the previous month.

American Samoa represented 17.7 percent (1,313) in February 2015 compared to 11.8 percent or 1,260 visitors reported in the previous month and the United States of America remains the smallest of the principal source markets with a share of 6.4 percent (474) compared to 6.1 percent or 647 visitors reported in the previous month. (Refer Fig. 4)

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

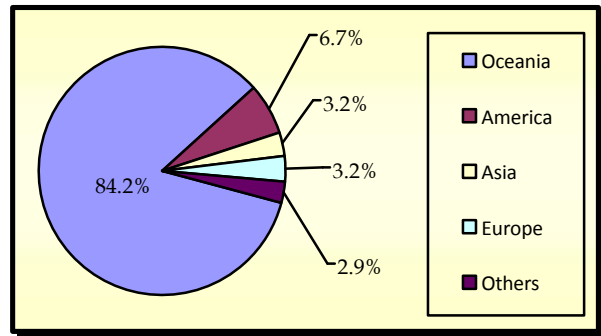


5. VISITORS BY REGION

The Oceanic Region had the highest share of total visitors with 84.2 percent compared to 87.2 percent reported in January 2015, followed by America with 6.7 percent (6.3 percent in January 2015).

Both Asia and Europe reported a share of 3.2 percent, but Asia had a 2.2 percent share in January 2015 while Europe had 2.0 percent. (Refer Fig. 5).

Fig. 5: Total Visitors, by Region



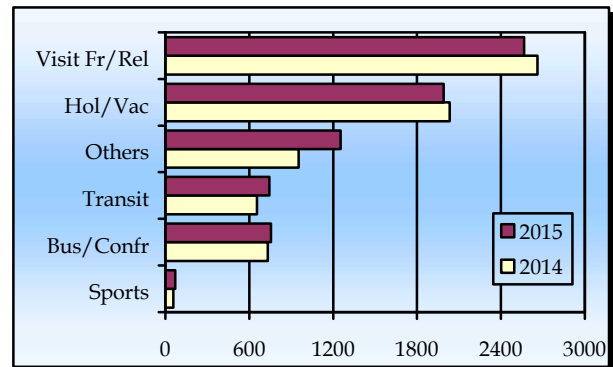
6. VISITORS BY PURPOSE OF VISIT

The principal source markets (table 4) namely New Zealand, American Samoa, Australia, and the United States of America constitute 82.8 percent of all visitors visiting Samoa in February 2014.

The majority of visitors (34.7 percent) were here to visit friends and relatives while 26.9 percent came on holiday and vacation.

Business and Conference visitors made up 10.5 percent and those who were here in transit to other destinations made up 10.1 percent of all visitors. Fig.6 depicts total visitors by purpose of visit for February 2014 and February 2015.

Fig. 6: Total Visitors, by Purpose of Visit

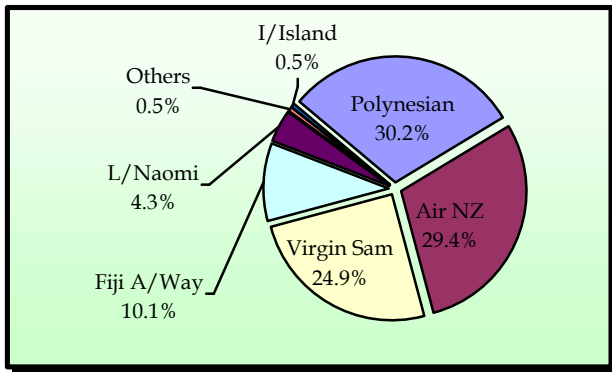


7. TOTAL ARRIVALS BY CARRIER

As depicted in table 5, Polynesian Airline, leads the way of arrival by carriers' during the reference period with a 30.2 percent share (3,094 passengers) followed by Air New Zealand with a 29.4 percent share (3,018 passengers).

Virgin Samoa brought in 24.9 percent (2,552) of total arrivals while Fiji Airways, formerly known as Air Pacific, recorded a share of 10.1 percent (1,033). Fig. 7 illustrates total arrivals by carrier during the reference period.

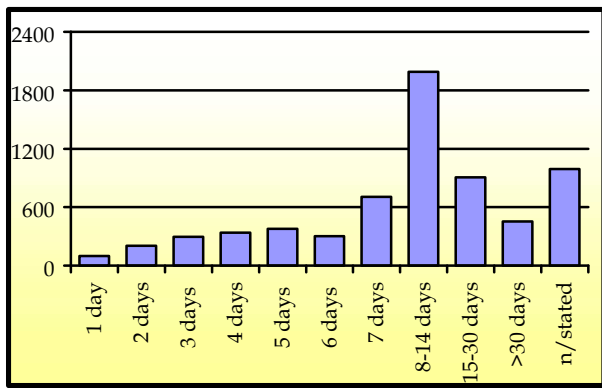
Fig. 7: Total Arrivals by Carrier



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 (66.4 percent or 4,419 visitors) reported staying in private accommodation or with families/ relatives while 27.4 percent (1,821) stayed in hotels/ motels. The remaining 6.3 percent or 447 visitors did not state their place of stay. (Refer Fig. 9).

Fig. 9: Total Visitors by Place of Stay

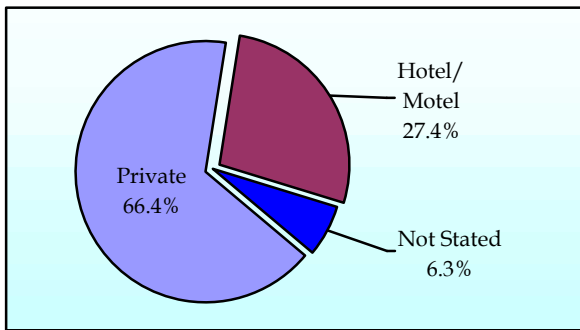
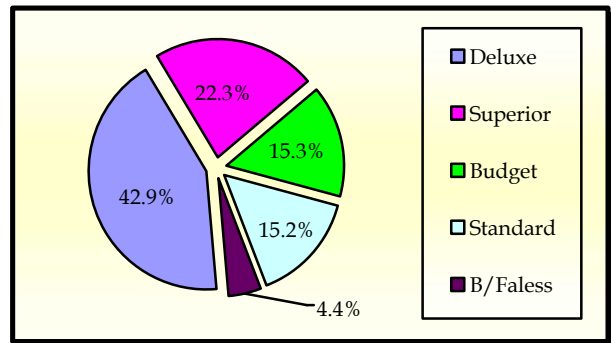


Fig. 10 portrays the number of visitors who stayed in hotels/ motels (1,821) by type of accommodation (hotel/ motel), within the reference month.

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.

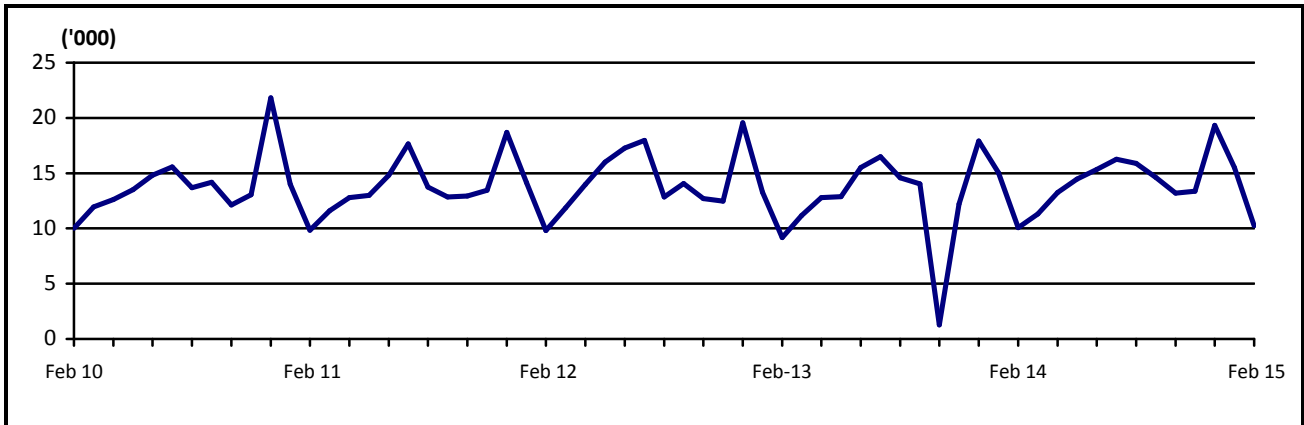
International arrival statistics are compiled on a monthly, quarterly and annual basis. These reports can also be extracted from our website: www.sbs.gov.ws

The migration report for the month of March 2015 will be released on 24th April.

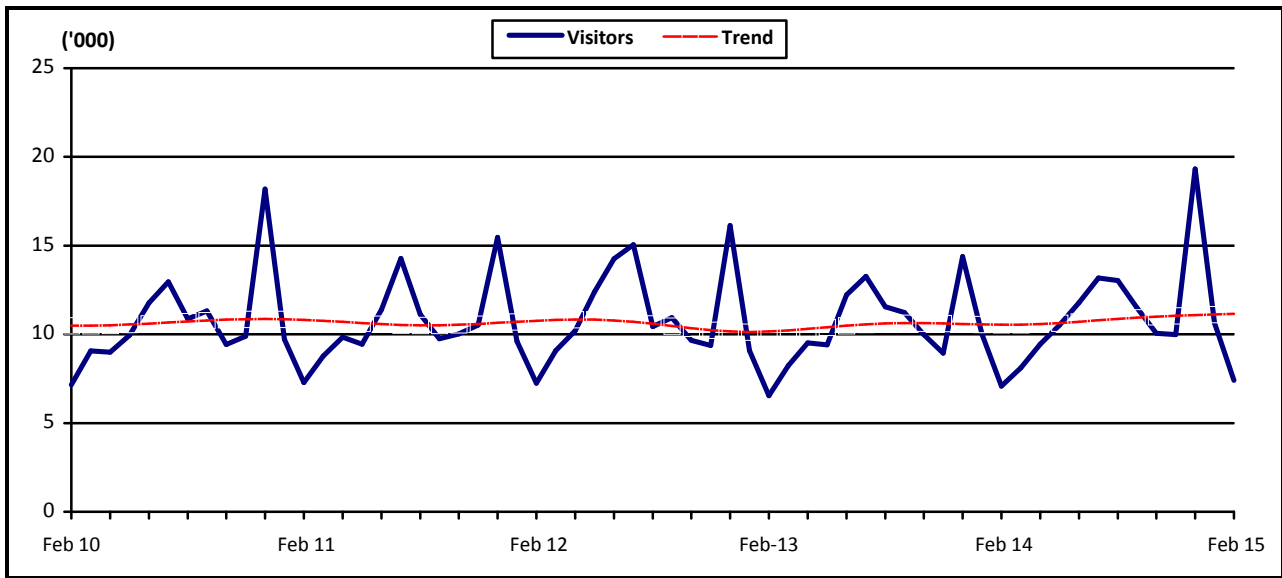
Muagututia S Reupena
GOVERNMENT STATISTICIAN

APPENDIX

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



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



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

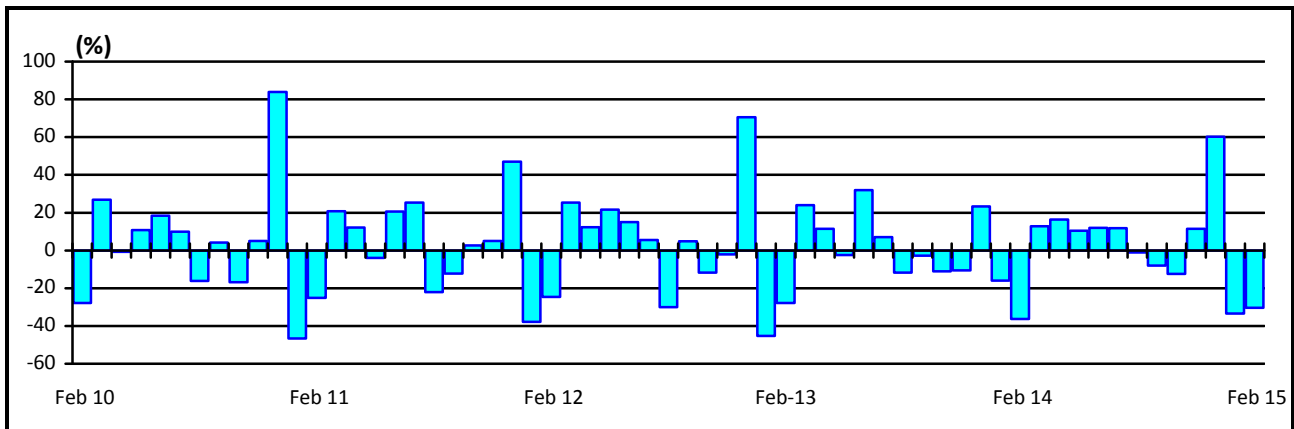


Table 1: Monthly Arrival and Departure by Mode of Tavel and Net Migration, 2004 - 2014.

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	128,239	3,042	131,281	165,593	7,358	172,951	110,724	5,185	115,909	...
2015	17,632	402	18,034	24,968	806	25,774
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	11,484	309	11,793	14,656	683	15,339	14,000	781	14,781	558
July	12,762	504	13,266	15,538	884	16,422	17,280	523	17,803	-1,381
August	12,742	326	13,068	15,318	603	15,921	13,060	600	13,660	2,261
September	11,243	287	11,530	14,099	525	14,624
October	10,128	109	10,237	12,951	548	13,499
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
February	7,143	258	7,401	9,775	476	10,251

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, February 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	10,251	5,454	4,797	6,587	3,415	3,172	2,850	1,540	1,310	744	462	282	36	23	13	34	14	20
0 - 4	453	245	208	309	168	141	124	66	58	19	11	8	1	0	1	0	0	0
5 - 9	358	202	156	245	141	104	90	46	44	20	12	8	1	1	0	2	2	0
10 - 14	266	125	141	149	73	76	99	44	55	16	8	8	1	0	1	1	0	1
15 - 19	475	201	274	285	115	170	165	71	94	22	14	8	2	1	1	1	0	1
20 - 24	928	446	482	609	282	327	257	131	126	54	31	23	2	1	1	6	1	5
25 - 29	867	452	415	575	281	294	210	123	87	71	44	27	6	3	3	5	1	4
30 - 34	837	440	397	554	268	286	214	128	86	66	41	25	3	3	0	0	0	0
35 - 39	752	426	326	449	245	204	224	133	91	74	45	29	3	2	1	2	1	1
40 - 44	903	498	405	551	286	265	258	146	112	87	61	26	4	4	0	3	1	2
45 - 49	912	484	428	576	287	289	252	149	103	78	46	32	4	2	2	2	0	2
50 - 54	995	549	446	640	357	283	278	149	129	70	37	33	4	3	1	3	3	0
55 - 59	891	493	398	578	313	265	244	131	113	65	46	19	2	2	0	2	1	1
60 - 64	635	360	275	426	243	183	158	82	76	47	33	14	0	0	0	4	2	2
65 - 69	467	252	215	308	165	143	126	68	58	31	17	14	1	1	0	1	1	0
70 - 74	299	162	137	208	118	90	77	37	40	11	7	4	2	0	2	1	0	1
75 +	213	119	94	125	73	52	74	36	38	13	9	4	0	0	0	1	1	0
% Distribution ²	100	53.2	46.8	64.3	33.3	30.9	27.8	15.0	12.8	7.3	4.5	2.8	0.4	0.2	0.1	0.3	0.1	0.2

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, February 2015 ¹

Country of Usual Residence	Mode of Travel			Percentage (%) ²
	Air	Sea	Total	
OCEANIA	5,973	257	6,230	84.2
American Samoa	1257	56	1,313	17.7
Fiji	239	4	243	3.3
Cook Island	7	0	7	0.1
Other Pacific Is	202	117	319	4.3
New Zealand	2759	42	2,801	37.8
Australia	1509	38	1,547	20.9
EUROPE	237	0	237	3.2
United Kingdom	80	0	80	1.1
Scandinavia	31	0	31	0.4
Benelux	8	0	8	0.1
Germany	67	0	67	0.9
Other Europe	51	0	51	0.7
AMERICA	495	0	495	6.7
U.S.A	474	-	474	6.4
Canada	21	0	21	0.3
ASIA	223	1	236	3.2
Japan	20	0	20	0.3
China	148	0	148	2.0
Korea	2	0	2	0.0
Other Asia	53	1	45	0.6
OTHERS	215	0	215	2.9
TOTAL	7,143	258	7,401	
PERCENTAGE DISTRIBUTION	96.5%	3.5%	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, February 2015 ¹

Usual Residence	Purpose of Visit								
	Total	Percentage ²	Holiday/ Vacation	Business/ Conference	Visit Friends/ Relatives	Sports	Transit	Others	Not Stated
OCEANIA	6,230	84.2	1,512	636	2,386	67	537	849	243
American Samoa	1,313	17.7	180	68	410	6	250	251	148
Fiji	243	3.3	13	80	31	4	27	79	9
Cook Island	7	0.1	1	1	2	0	0	2	1
Other Pacific Is	319	4.3	10	38	61	2	79	123	6
New Zealand	2,801	37.8	742	317	1,247	46	123	273	53
Australia	1,547	20.9	566	132	635	9	58	121	26
EUROPE	237	3.2	172	7	10	1	27	16	4
United Kingdom	80	1.1	38	5	3	1	21	10	2
Scandinavia	31	0.4	25	0	5	0	0	1	0
Benelux	8	0.1	8	0	0	0	0	0	0
Germany	67	0.9	63	0	0	0	1	3	0
Other Europe	51	0.7	38	2	2	0	5	2	2
AMERICA	495	6.7	147	61	141	2	48	76	20
U.S.A.	474	6.4	131	60	140	2	47	74	20
Canada	21	0.3	16	1	1	0	1	2	0
ASIA	223	3.0	39	45	21	0	90	18	10
Japan	20	0.3	9	9	0	0	0	2	0
China	148	2.0	24	26	15	0	61	13	9
Korea	2	0.0	0	1	1	0	0	0	0
Other Asia	53	0.7	6	9	5	0	29	3	1
OTHER COUNTRIES	216	2.9	121	26	8	1	42	16	2
TOTAL	7,401	100	1,991	775	2,566	71	744	975	279
Percentage Distribution ²	100		26.9	10.5	34.7	1.0	10.1	13.2	3.8

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, February 2015 ¹

Carrier	Total	Purpose of Entry				
		Returning Residents	Percentage ²	Visitors	Percentage ²	
Total	10,251	100%	2,850	27.8	7,401	72.2
AIR						
Virgin Samoa ³	2,552	24.9	721	7.0	1,831	17.9
Polynesian	3,094	30.2	914	8.9	2,180	21.3
Inter Island	53	0.5	17	0.2	36	0.4
Air New Zealand	3,018	29.4	748	7.3	2,270	22.1
Fiji Airways ⁴	1,033	10.1	228	2.2	805	7.9
Other Air Carrier	25	0.2	4	0.0	21	0.2
SEA						
Lady Naomi	444	4.3	203	2.0	241	2.4
Yacht	0	0.0	0	0.0	0	0.0
Other Sea Carrier	32	0.3	15	0.1	17	0.2

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, February, 2015 ¹

Duration of Stay	Place of Stay			
	Total	Hotel/Motel	Private	Not Stated
Total	6,657	1,821	4,419	417
1day	98	51	46	1
2days	204	108	86	10
3days	295	139	146	10
4days	337	167	134	36
5days	377	196	148	33
6days	303	154	131	18
7days	707	261	393	53
8-14days	1,989	514	1,372	103
15-30days	905	112	763	30
31-60days	232	16	189	27
61-90days	77	9	64	4
91-180days	79	6	65	8
181-365days	64	4	51	9
Not Stated	990	84	831	75
Percentage Distribution ²	100	27.4	66.4	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