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GOVERNMENT OF SAMOA SAMOA BUREAU OF STATISTICS

International Arrival Statistics March 2015

HIGHLIGHTS OF THE MONTH

In March 2015 compared with March 2014:

- ❖ Total arrivals (12,307) increased by 8.9 percent
- ❖ Total visitors (8,634) also increased by 6.3 percent
- ❖ More visitors arrived from New Zealand (up by 470) and Australia (up by 250) while fewer arrived from Am Samoa (down by 250) and USA (down by 10).

March 2015	Number	Change from previous month	Change from previous year
All Arrivals	12,307	18.8%	8.9%
All Visitors	8,634	16.2%	6.3%

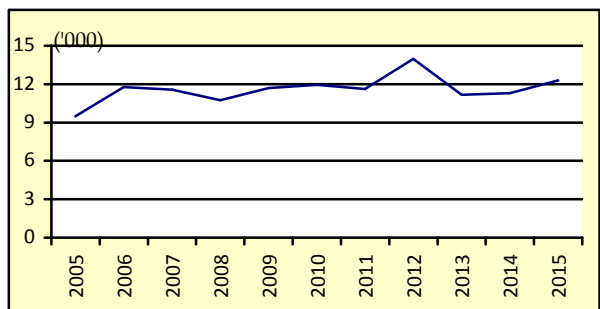
OVERVIEW

1. TOTAL ARRIVALS

The total International Arrival Statistics recorded for the month of **March 2015** (table 1), revealed an increase of 18.8 percent over the previous month of February and an increase of 8.9 percent over the corresponding month of March 2014. (Refer Fig. 1)

Air was the preferred mode of travel to Samoa, representing 96.3 percent (11,848) of total arrivals, while the remaining 3.7 percent (459) arrived by sea in March 2015.

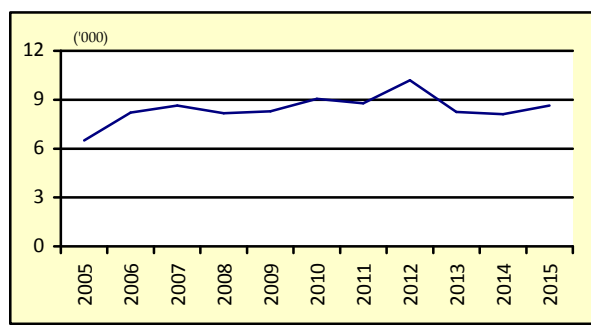
Fig. 1: March Total Arrivals, 2005 - 2015



2. TOTAL VISITORS

Overall Visitors numbered 8,634 for the month under review revealed an increase of 16.2 percent over the previous month and an increase of 6.3 percent when compared to the corresponding month of March 2014. (Refer Fig. 2).

Fig. 2: March Total Visitors, 2005 - 2015



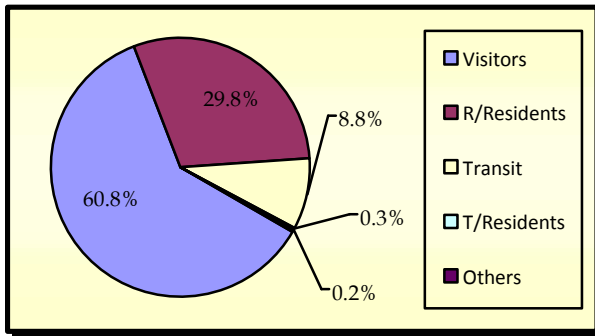
Visitor arrivals have a strong seasonal pattern with a regular peak of numbers during holiday seasons normally from December to January. The smoothed short-term trend for visitor arrivals adjusting for seasonal pattern is shown in Appendix Graph 2.

3. TOTAL ARRIVALS BY PURPOSE OF ENTRY

Visitors, including transit, made up the largest component of all arrivals with 36.3 percent (4,461) being males and 33.4 percent (4,105) being females.

Male and Female returning residents made up 16.6 (2,038) 13.3 percent (1,635) respectively of total arrivals. Additionally, temporary residents made up 0.3 percent (41) of total arrivals while other purposes of entry made up the remainder of the total arrivals with 0.2 percent (27). (Refer Fig. 3)

Fig. 3: Total Arrivals, by Purpose of Visit

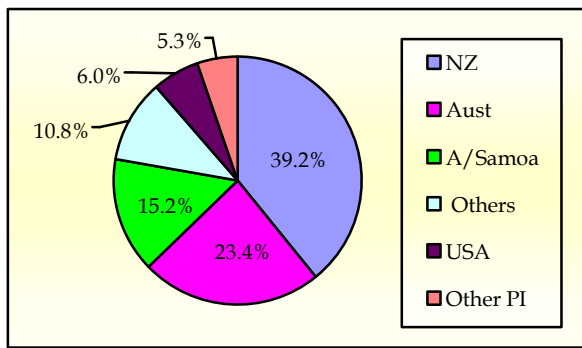


4. VISITORS BY COUNTRY OF USUAL RESIDENCE

New Zealand remains as the leading country in visitors' arrival by country of usual residence (Table 3) accounting for 39.2 percent or 3,386 of total visitors, compared to 37.8 percent or 2,801 visitors reported in the previous month. Australia followed next with a 23.4 percent share (2,019) compared to 20.9 percent or 1,547 visitors reported in the previous month.

American Samoa represented 15.2 percent (1,312) in March 2015 compared to 17.7 percent or 1,313 visitors reported in the previous month and the United States of America remains the smallest of the principal source markets with a share of 6.0 percent (519) compared to 6.4 percent or 474 visitors reported in the previous month. (Refer Fig. 4)

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

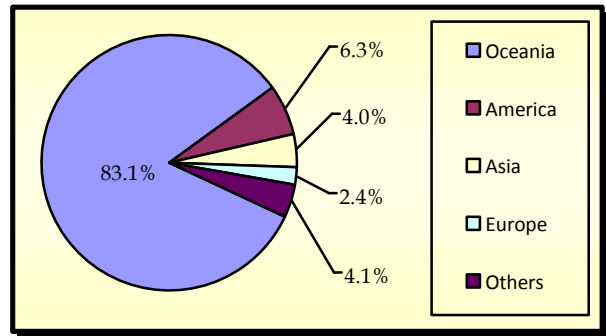


5. VISITORS BY REGION

The Oceanic Region had the highest share of total visitors with 83.1 percent compared to 84.2 percent reported in February 2015, followed by America with 6.3 percent (6.7 percent in February 2015).

Asia reported a share of 4.0 percent compared to 3.2 percent reported in the previous month while Europe reported the least share with only 2.4 percent compared to 3.2 percent reported in February 2015. (Refer Fig. 5).

Fig. 5: Total Visitors, by Region



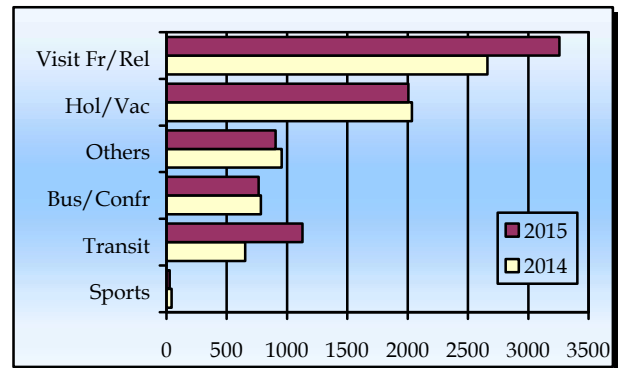
6. VISITORS BY PURPOSE OF VISIT

The principal source markets (table 4) namely New Zealand, American Samoa, Australia, and the United States of America constitute 83.8 percent of all visitors visiting Samoa in March 2015.

The majority of visitors (32.5 percent) were here to visit friends and relatives while 30.9 percent came on holiday and vacation.

Those who were here in transit to other destinations made up 12.6 percent of all visitors while Business and Conference visitors made up 8.7 percent. Fig.6 depicts total visitors by purpose of visit for March 2014 and March 2015.

Fig. 6: Total Visitors, by Purpose of Visit

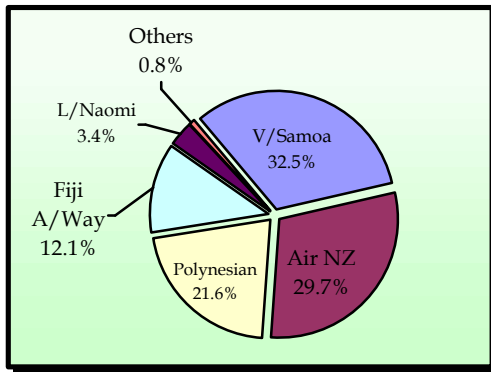


7. TOTAL ARRIVALS BY CARRIER

As depicted in table 5, Virgin Samoa leads the way of arrival by carriers' during the reference period with a 32.5 percent share (4,005 passengers) followed by Air New Zealand with a 29.7 percent share (3,653 passengers).

Polynesian Airlines brought in 21.6 percent (2,659) of total arrivals while Fiji Airways, formerly known as Air Pacific, recorded a share of 12.1 percent (1,483). Fig. 7 illustrates total arrivals by carrier during the reference period.

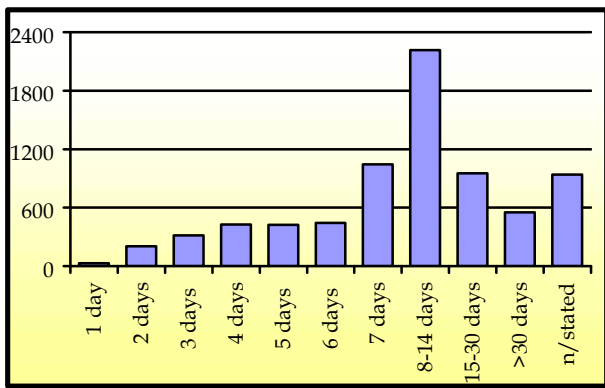
Fig. 7: Total Arrivals by Carrier



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 (63.5 percent or 4,795 visitors) reported staying in private accommodation or with families/ relatives while 28.5 percent (2,150) stayed in hotels/ motels. The remaining 8.0 percent or 601 visitors did not state their place of stay. (Refer Fig. 9).

Fig. 9: Total Visitors by Place of Stay

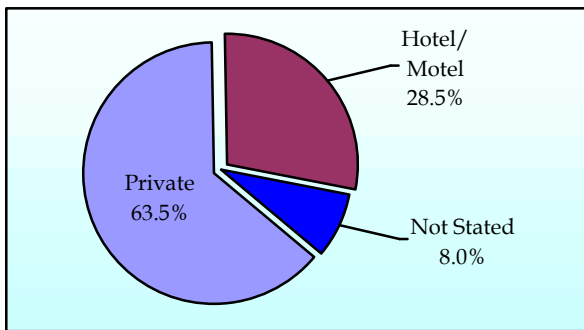
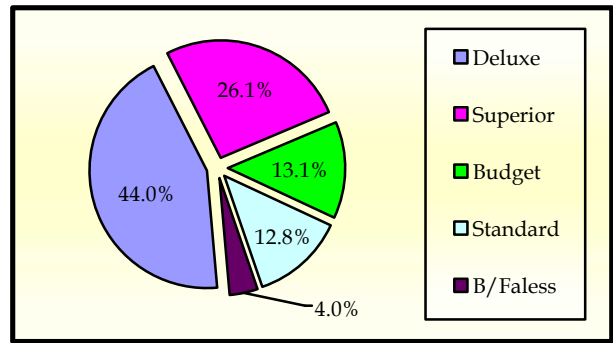


Fig. 10 portrays the number of visitors who stayed in hotels/ motels (2,150) by type of accommodation (hotel/ motel), within the reference month.

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.

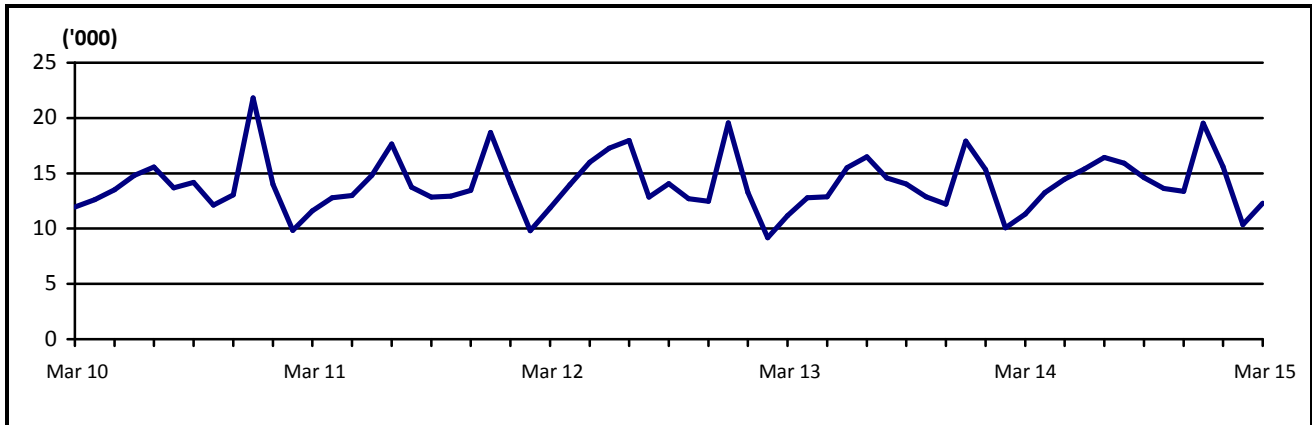
International arrival statistics are compiled on a monthly, quarterly and annual basis. These reports can also be extracted from our website: www.sbs.gov.ws

The migration report for the month of March 2015 will be released on 22nd May.

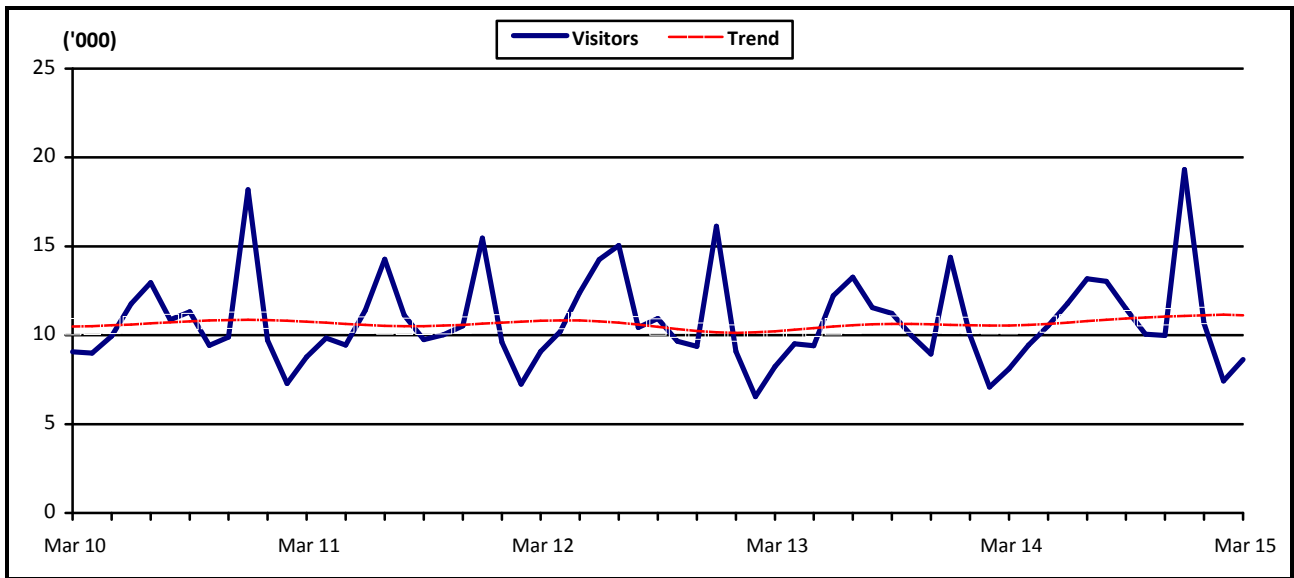
Muagututia S Reupena
GOVERNMENT STATISTICIAN

APPENDIX

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



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



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

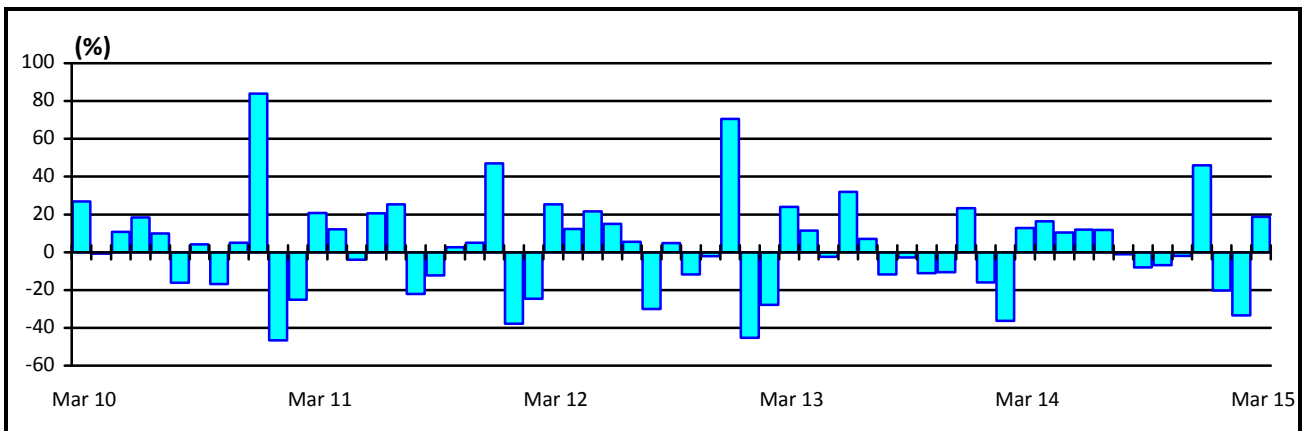


Table 1: Monthly Arrival and Departure by Mode of Tavel and Net Migration, 2004 - 2014.

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	131,272	165,730	7,564	173,294	111,534	5,426	116,960	...
2015	26,181	547	26,728	36,903	1,357	38,260
2012										
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	-369
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	11,784	14,656	683	15,339	14,000	781	14,781	546
July	12,762	504	13,266	15,538	884	16,422	16,791	764	17,555	-1553
August	12,742	326	13,068	15,318	603	15,921	14,359	600	14,959	2,228
September	11,243	287	11,530	14,099	525	14,624	15,493	655	16,148	-1,524
October	10,128	109	10,237	13,088	548	13,636
November	9,801	183	9,984	12,857	524	13,381
December	15,642	355	15,997	18,543	992	19,535
2015										
January	10,519	146	10,665	15,260	332	15,592
February	7,152	277	7,429	9,795	566	10,361
March 1/	8,510	124	8,634	11,848	459	12,307

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 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	12,307	6,540	5,767	7,478	3,738	3,740	3,673	2,038	1,635	1,088	723	365	41	25	16	27	16	11
0 - 4	576	289	287	395	195	200	143	77	66	35	17	18	3	0	3	0	0	0
5 - 9	418	200	218	292	131	161	108	57	51	18	12	6	0	0	0	0	0	0
10 - 14	333	167	166	240	115	125	69	34	35	23	17	6	0	0	0	1	1	0
15 - 19	464	231	233	298	136	162	131	74	57	32	20	12	0	0	0	3	1	2
20 - 24	900	443	457	506	202	304	304	179	125	81	57	24	5	3	2	4	2	2
25 - 29	1,054	551	503	640	302	338	296	175	121	111	72	39	4	1	3	3	1	2
30 - 34	1,050	571	479	650	321	329	276	166	110	117	77	40	4	4	0	3	3	0
35 - 39	1,013	585	428	597	324	273	288	163	125	125	95	30	3	3	0	0	0	0
40 - 44	1,145	663	482	664	372	292	371	220	151	105	67	38	2	2	0	3	2	1
45 - 49	1,174	607	567	704	334	370	346	187	159	117	82	35	5	3	2	2	1	1
50 - 54	1,194	624	570	706	357	349	383	196	187	101	70	31	3	1	2	1	0	1
55 - 59	1,066	565	501	616	310	306	347	186	161	96	66	30	3	1	2	4	2	2
60 - 64	737	407	330	451	242	209	227	133	94	54	29	25	3	1	2	2	2	0
65 - 69	611	343	268	394	224	170	170	85	85	42	29	13	4	4	0	1	1	0
70 - 74	307	165	142	182	104	78	107	51	56	18	10	8	0	0	0	0	0	0
75 +	265	129	136	143	69	74	107	55	52	13	3	10	2	2	0	0	0	0
% Distribution ²	100	53.1	46.9	60.8	30.4	30.4	29.8	16.6	13.3	8.8	5.9	3.0	0.3	0.2	0.1	0.2	0.1	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, March 2015 ¹

Country of Usual Residence	Mode of Travel			Percentage (%) ²
	Air	Sea	Total	
OCEANIA	7,054	120	7,174	83.1
American Samoa	1,226	86	1,312	15.2
Fiji	207	1	208	2.4
Cook Island	5	0	5	0.1
Other Pacific Is	220	24	244	2.8
New Zealand	3,377	9	3,386	39.2
Australia	2,019	0	2,019	23.4
EUROPE	209	0	209	2.4
United Kingdom	84	0	84	1.0
Scandinavia	10	0	10	0.1
Benelux	1	0	1	0.0
Germany	74	0	74	0.9
Other Europe	40	0	40	0.5
AMERICA	545	3	548	6.3
U.S.A	516	3	519	6.0
Canada	29	0	29	0.3
ASIA	349	0	349	4.0
Japan	35	0	35	0.4
China	224	0	224	2.6
Korea	30	0	30	0.3
Other Asia	60	0	60	0.7
OTHERS	353	1	354	4.1
TOTAL	8,510	124	8,634	
PERCENTAGE DISTRIBUTION	98.6	1.4	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 2015¹

Usual Residence	Purpose of Visit								
	Total	Percentage ²	Holiday/ Vacation	Business/ Conference	Visit Friends/ Relatives	Sports	Transit	Others	Not Stated
OCEANIA	7,174	83.1	2,197	621	2,564	23	684	927	158
American Samoa	1,312	15.2	191	69	338	3	342	305	64
Fiji	208	2.4	22	80	24	0	47	29	6
Cook Island	5	0.1	1	0	1	0	2	1	0
Other Pacific Is	244	2.8	7	45	31	1	88	61	11
New Zealand	3,386	39.2	1,178	279	1,366	7	165	339	52
Australia	2,019	23.4	798	148	804	12	40	192	25
EUROPE	209	2.4	139	10	26	1	24	9	0
United Kingdom	84	1.0	31	8	19	1	21	4	0
Scandinavia	10	0.1	7	0	3	0	0	0	0
Benelux	1	0.0	0	0	1	0	0	0	0
Germany	74	0.9	62	1	3	0	3	5	0
Other Europe	40	0.5	39	1	0	0	0	0	0
AMERICA	548	6.3	166	46	161	2	72	87	14
U.S.A.	519	6.0	151	42	158	2	69	83	14
Canada	29	0.3	15	4	3	0	3	4	0
ASIA	349	4.0	54	49	38	0	146	45	17
Japan	35	0.4	14	10	5	0	4	2	0
China	224	2.6	25	35	14	0	98	39	13
Korea	30	0.3	8	0	9	0	10	3	0
Other Asia	60	0.7	7	4	10	0	34	1	4
OTHER COUNTRIES	354	4.1	113	27	18	1	162	24	9
TOTAL	8,634	100	2,669	753	2,807	27	1,088	1,092	198
Percentage Distribution²	100		30.9	8.7	32.5	0.3	12.6	12.6	2.3

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, March 2015 ¹

Carrier	Total	Purpose of Entry				
		Returning Residents	Percentage ²	Visitors	Percentage ²	
Total	12,307	100%	3,673	29.8	8,634	70.2
AIR						
Virgin Samoa ³	4,005	32.5	1084	8.8	2,921	23.7
Polynesian	2,659	21.6	973	7.9	1,686	13.7
Inter Island	3	0.0	0	0.0	3	0.0
Air New Zealand	3,653	29.7	916	7.4	2,737	22.2
Fiji Airways ⁴	1,483	12.1	355	2.9	1,128	9.2
Other Air Carrier	45	0.4	10	0.0	35	0.3
SEA						
Lady Naomi	415	3.4	323	2.6	92	0.7
Yacht	0	0.0	0	0.0	0	0.0
Other Sea Carrier	44	0.4	12	0.1	32	0.3

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 2015 ¹

Duration of Stay	Place of Stay			
	Total	Hotel/Motel	Private	Not Stated
Total	7,546	2,150	4,795	601
1day	29	10	16	3
2days	202	112	74	16
3days	315	148	139	28
4days	428	200	197	31
5days	424	186	204	34
6days	442	248	148	46
7days	1,044	433	529	82
8-14days	2,217	599	1,465	153
15-30days	953	108	786	59
31-60days	277	26	227	24
61-90days	109	10	82	17
91-180days	92	5	75	12
181-365days	75	2	56	17
Not Stated	939	63	797	79
Percentage Distribution ²	100	28.5	63.5	8.0

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