



Samoa Bureau of Statistics

International Arrival Statistics

March 2018

Overview

MONTHLY HIGHLIGHTS:

In March 2018 compared with March 2017:

- Total arrivals (15,761) increased by 13.1%
- Total visitors (11,707) increased by 23.4%
- Visitors:

USA: 12.6% (up by 114)

NZ: 42.7% (up by 1,657)

AM. SAM: 0.1% (up by 1)

AUST: 35.9% (up by 592)

INSIDE THIS ISSUE

January 2017	All Arrivals	All Visitors
Number	15,671	11,707
% change from previous month	34.9	57.9
% change from previous year	13.1	23.4

ISSUE #3

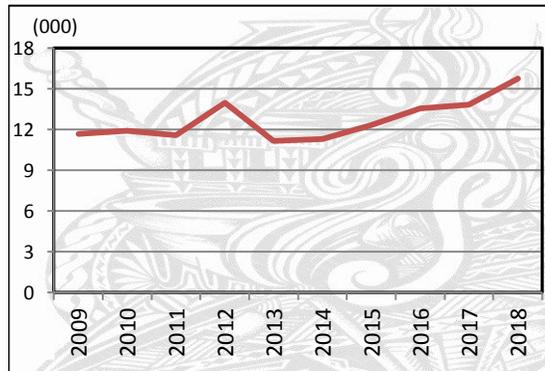
26TH JUNE 2018

1. TOTAL ARRIVALS

The total International Arrival Statistics recorded for the month of **March 2018** (Table 1), revealed an increase of 34.9 percent over the previous month and an increase of 13.1 percent over the corresponding month of March 2017. (Refer Fig. 1)

Air was the preferred mode of travel to Samoa, representing 95.8 percent (15,098) of total arrivals, while the remaining 4.2 percent (663) arrived by sea in March 2018.

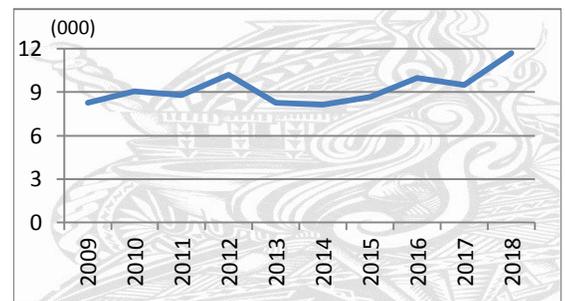
Fig. 1: March Total Arrivals, 2009 – 2018



2. TOTAL VISITORS

Overall Visitors numbered 11,707 for the month under review revealed an increase of 57.9 percent over the previous month and an increase of 23.4 percent when compared to the corresponding month of March 2017. (Refer Fig. 2).

Fig. 2: March Total Visitors, 2009 – 2018



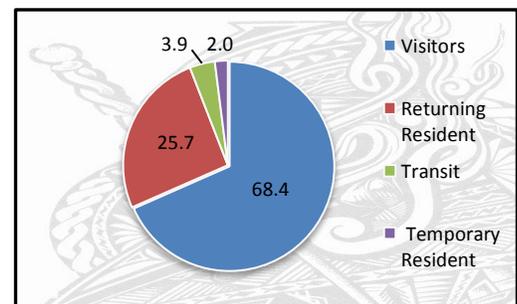
Visitor arrivals have a strong seasonal pattern with a regular peak of numbers during holiday seasons normally from December to January. The smoothed short-term trend for visitor arrivals adjusting for seasonal pattern is shown in Appendix Graph 2.

3. TOTAL ARRIVALS BY PURPOSE OF ENTRY

Visitors, (table 2), made up the largest component of all arrivals with 34.3 percent (5,401) being males and 34.1 percent (5,381) being females.

Male returning residents made up 14.6 percent (2,306) of total arrivals while their female counterpart made up 11.1 percent (1,748). (Refer Fig. 3)

Fig. 3: Total Arrivals, by Purpose of Visit, February 2018



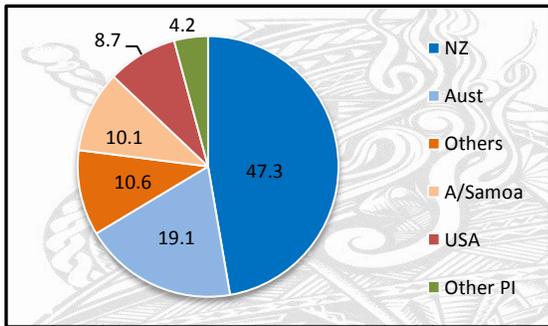
Overview cont'd

4. TOTAL 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 47.3 percent or 5,538 of total visitors. Australia followed next with a distant 19.1 percent share (2,239).

The United States of America represented 8.7 percent (1,021) while American Samoa represented 10.1 percent (1,186) of total visitors. (Refer Fig. 4)

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

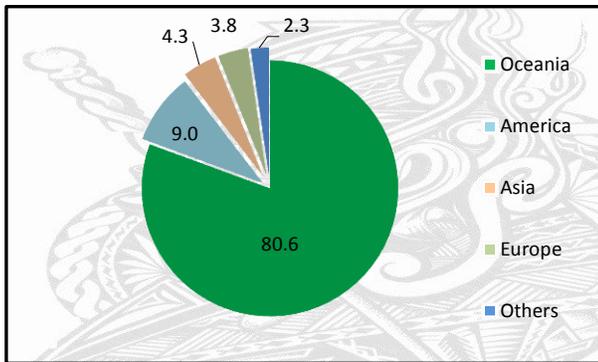


5. TOTAL VISITORS BY REGION

The Oceanic Region had the highest share of total visitors with 80.6 percent, followed by America with 9.0 percent.

Asia reported a share of 4.3 percent while Europe reported the least share with 3.8 percent. (Refer Fig. 5).

Fig. 5: Total Visitors, by Region



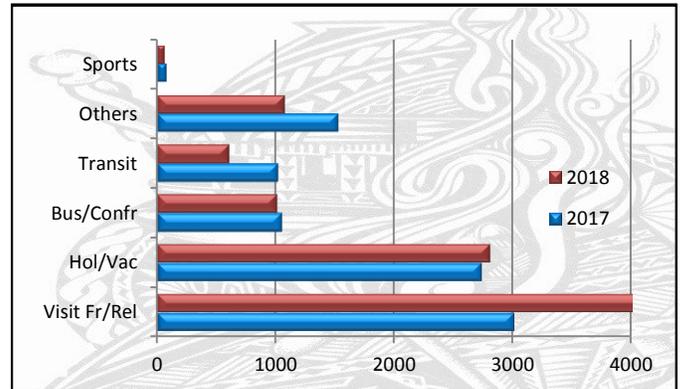
6. TOTAL VISITORS BY PURPOSE OF VISIT

The principal source markets (Table 4) namely New Zealand, American Samoa, Australia, and the United States of America constituted 85.2 percent of all visitors visiting Samoa in March 2018.

The majority of visitors (52.3 percent) entered our shores to visit friends and relatives while 24.0 percent entered our shores for holidays and vacations.

Those who were here on transit made up 5.2 percent while those who were here for Business/ Conference recorded a share of 8.7 percent. Fig.6 depicts total visitors by purpose of visit for March 2017 and March 2018.

Fig. 6: Total Visitors, by Purpose of Visit, March 2017 & March 2018

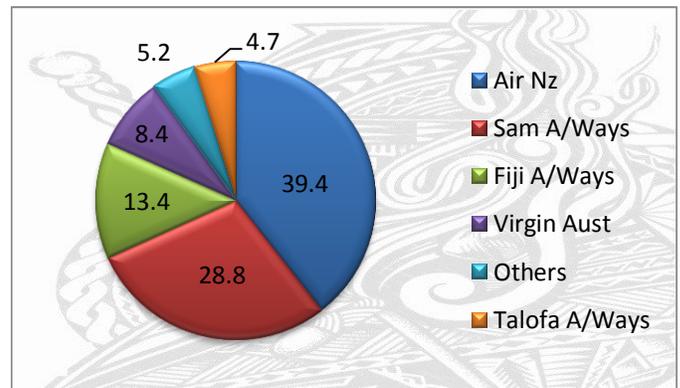


7. TOTAL ARRIVALS BY CARRIER

As depicted in table 5, Air New Zealand leads the way of arrival by carriers' during the reference period with a 39.4 percent share (6,212 passengers) followed by Samoa Airways with a 28.8 percent share (4,540 passengers).

Fiji Airways brought in 13.4 percent (2,111 passengers) of total arrivals while Virgin Australia and Talofa Airways recorded shares of 8.4 percent (1,327) and 4.7 percent (745) respectively. Fig. 7 illustrates total arrivals by carrier during the reference period.

Fig. 7: Total Arrivals by Carrier

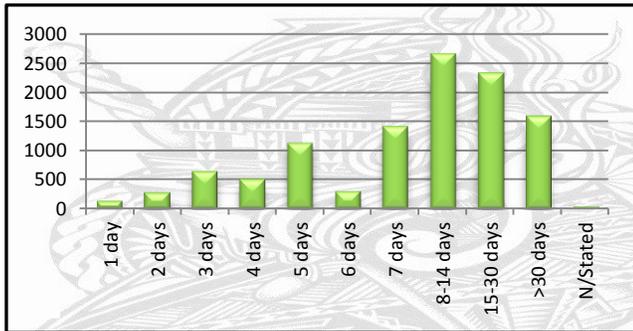


Overview cont'd

8. TOTAL VISITORS BY DURATION OF STAY AND PLACE OF STAY

As shown in Fig. 8 below, visitor's duration of stay in Samoa (Table 6) is between seven and thirty days.

Fig. 8: Total Visitors by Duration of Stay



On the other hand, the majority of visitors (63.2 percent or 7,016 visitors) reported staying in private accommodation or with families/ relatives while 36.8 percent (4,082) stayed in hotels/ motels. (Refer Fig. 9).

Fig. 9: Total Visitors by Place of Stay

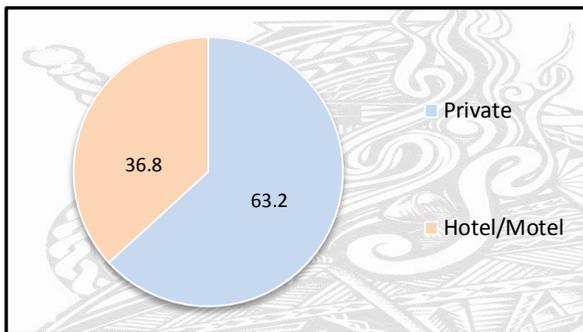
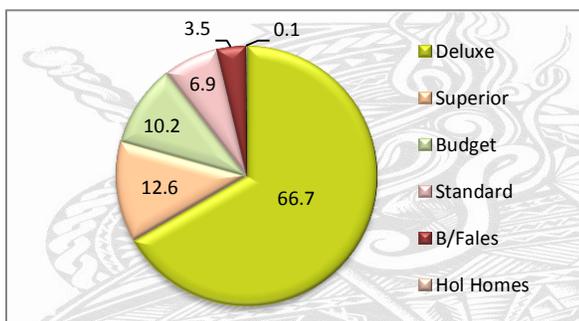


Fig. 10 portrays the number of visitors who stayed in hotels/ motels (2,801) by type of accommodation (hotel/ motel), within the reference month.

Fig. 10: Visitors Staying in Hotels/ Motels by Type of Accommodation



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) Faleolo International Airport
- (2) Fagalii International Airport
- (3) Apia Wharf (Matautu Port)

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

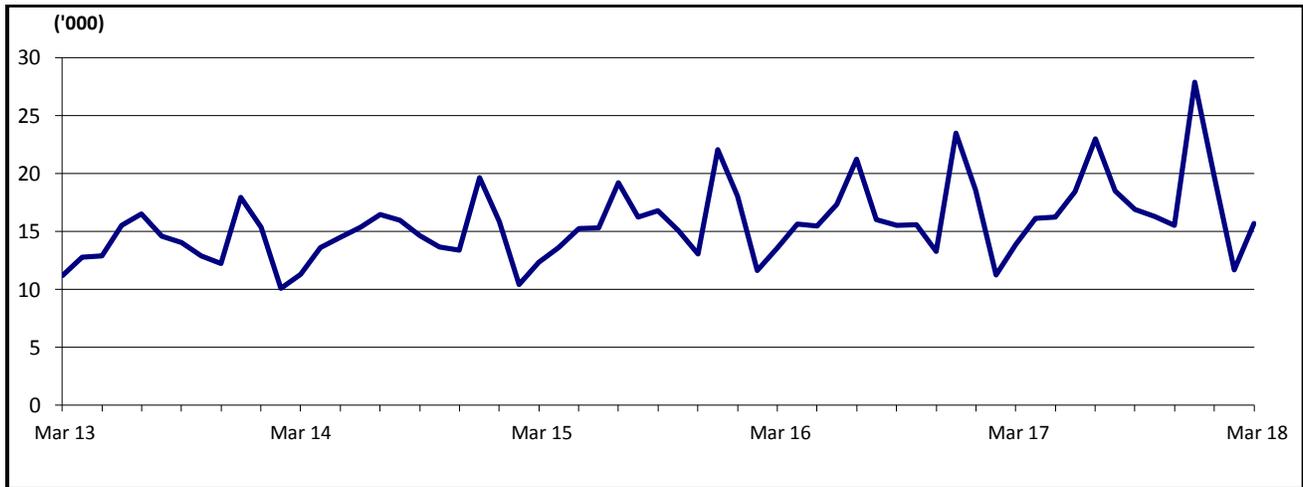
www.sbs.gov.ws

The migration report for the month of April 2018 will be released indefinitely due to the back log of migration statistics for the other months.

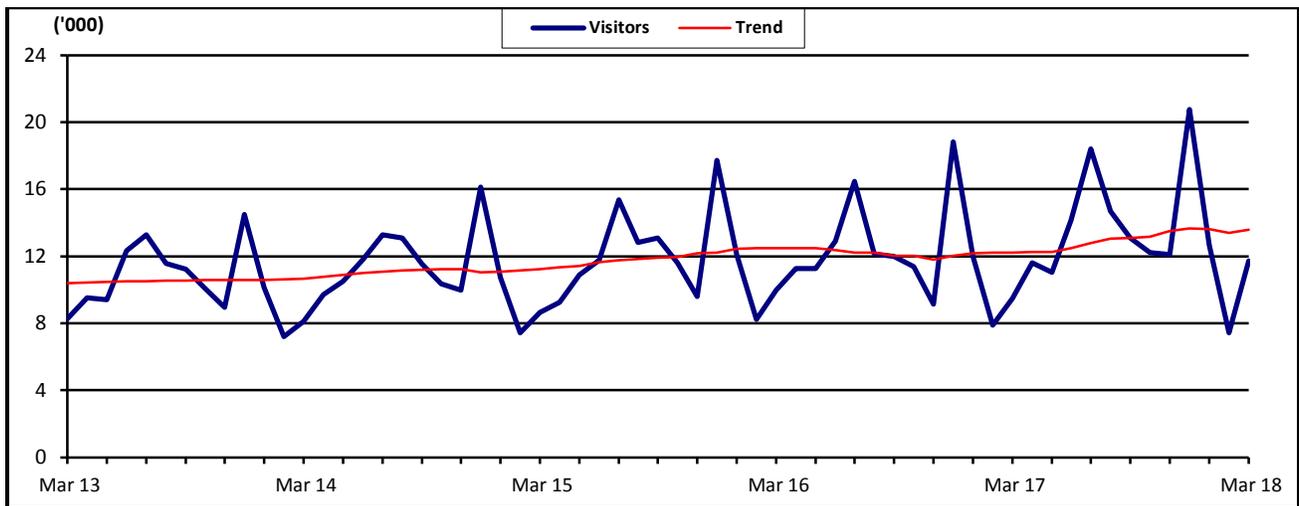
Aliimuaamua Malaefono Tauā T Faasalaina
GOVERNMENT STATISTICIAN/ CEO

APPENDIX

Graph 1: Monthly Total Arrivals, March 2013 – March 2018



Graph 2: Monthly Total Visitors, March 2013 – March 2018



Graph 3: Visitors Percentage Change over Previous month, March 2013 – March 2018

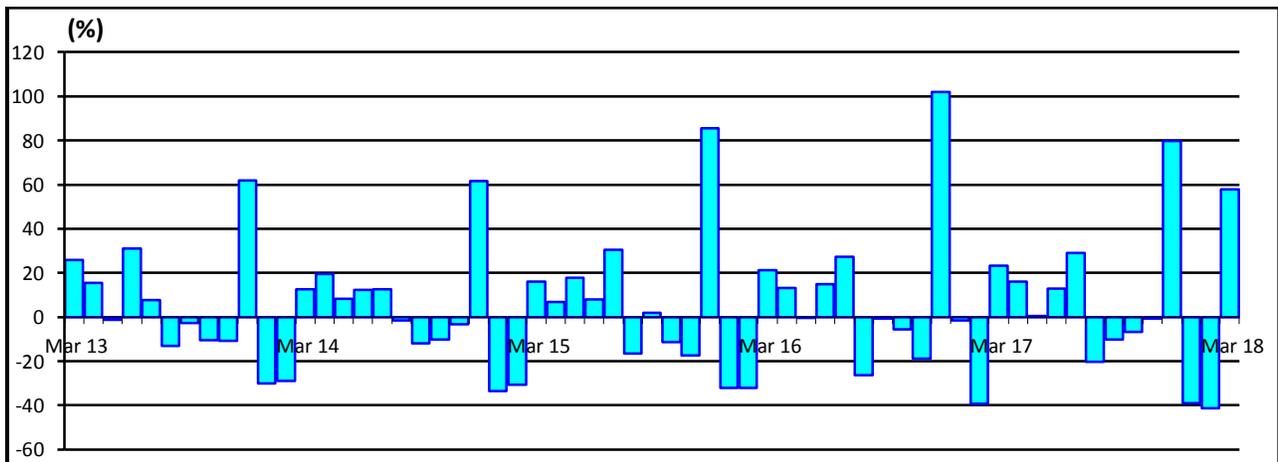


Table 1: Monthly Arrival and Departure by Mode of Travel and Net Migration, 2013 - 2018¹

Period	Visitors Arrivals			Total Arrivals			Total Departures			Net Migration
	Air	Sea	Total	Air	Sea	Total	Air	Sea	Total	
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	161,858	5,261	167,119	156,768	6,267	163,035	4,084
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	128,623	3,172	131,795	166,075	7,638	173,713	170,742	8,275	179,017	-5,304
2015	135,012	4,031	139,043	176,782	8,248	185,030	181,343	8,867	190,210	-5,180
2016	140,288	5,801	146,089	186,810	10,586	197,396	193,759	9,955	203,714	-6,318
2017	153,468	4,047	157,515	204,105	8,135	212,240
2015										
January	10,519	198	10,717	15,260	556	15,816	19,039	764	19,803	-3,987
February	7,163	277	7,440	9,808	566	10,374	12,126	633	12,759	-2,385
March	8,521	124	8,645	11,863	459	12,322	12,629	579	13,208	-886
April	9,112	131	9,243	12,747	816	13,563	13,533	890	14,423	-860
May	10,681	218	10,899	14,518	730	15,248	13,221	881	14,102	1,146
June	11,260	515	11,775	14,466	835	15,301	12,756	819	13,575	1,726
July	15,137	232	15,369	18,756	457	19,213	19,418	474	19,892	-679
August	12,605	229	12,834	15,920	304	16,224	17,034	571	17,605	-1,381
September	12,709	384	13,093	16,230	566	16,796	16,280	612	16,892	-96
October	10,987	633	11,620	13,983	1,068	15,051	16,090	1,023	17,113	-2,062
November	9,170	427	9,597	12,357	696	13,053	13,276	727	14,003	-950
December	17,148	663	17,811	20,874	1,195	22,069	15,941	894	16,835	5,234
2016										
January	11,701	394	12,095	17,306	741	18,047	22,657	746	23,403	-5,356
February	7,931	295	8,226	11,136	448	11,584	13,168	495	13,663	-2,079
March	9,590	392	9,982	12,864	704	13,568	13,550	1,082	14,632	-1,064
April	10,939	368	11,307	14,408	1,230	15,638	14,784	1,279	16,063	-425
May	10,685	561	11,246	14,525	932	15,457	14,186	995	15,181	276
June	12,454	482	12,936	16,760	542	17,302	15,084	554	15,638	1,664
July	15,600	882	16,482	19,892	1,321	21,213	20,325	754	21,079	134
August	11,797	473	12,270	15,218	919	16,137	16,255	704	16,959	-822
September	11,648	418	12,066	15,167	874	16,041	15,101	1,074	16,175	-134
October	10,930	463	11,393	14,639	952	15,591	16,561	781	17,342	-1,751
November	8,791	452	9,243	12,539	811	13,350	13,500	665	14,165	-815
December	18,222	621	18,843	22,356	1,112	23,468	18,588	826	19,414	4,054
2017										
January	11,459	532	11,991	17,769	765	18,534	23,639	919	24,558	-6,024
February	7,599	292	7,891	10,762	473	11,235	13,251	560	13,811	-2,576
March	9,093	397	9,490	13,176	679	13,855	13,726	922	14,648	-793
April	11,385	217	11,602	15,167	931	16,098	15,815	850	16,665	-567
May	10,791	234	11,025	15,562	636	16,198	14,844	921	15,765	433
June	13,943	314	14,257	17,997	437	18,434	16,789	618	17,407	1,027
July	18,104	288	18,392	22,609	340	22,949
August	14,394	286	14,680	17,807	678	18,485
September	12,676	409	13,085	16,073	792	16,865
October	11,795	419	12,214	15,390	861	16,251
November	11,834	277	12,111	14,976	513	15,489
December	20,395	382	20,777	26,817	1,030	27,847
2018										
January	12,177	477	12,654	18,834	788	19,622
February	7,127	286	7,413	11,155	528	11,683
March	11,421	286	11,707	15,098	663	15,761

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 Sex, March 2018 ¹

Age	Purpose of Entry														
	Total			Visitors			Returning Residence			Transit			Temporary Resident		
	Total	Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female
Total	15,761	8,267	7,494	10,782	5,401	5,381	4,054	2,306	1,748	609	401	208	316	159	157
0 - 4	517	263	254	387	192	195	113	64	49	14	6	8	3	1	2
5 - 9	563	289	274	420	202	218	124	76	48	14	8	6	5	3	2
10 - 14	471	219	252	378	174	204	81	43	38	9	1	8	3	1	2
15 - 19	516	244	272	386	178	208	114	58	56	11	7	4	5	1	4
20 - 24	1,074	502	572	701	290	411	337	189	148	25	21	4	11	2	9
25 - 29	1,483	754	729	1032	476	556	355	223	132	69	42	27	27	13	14
30 - 34	1,372	732	640	988	493	495	289	177	112	69	48	21	26	14	12
35 - 39	1,271	715	556	831	448	383	362	214	148	59	39	20	19	14	5
40 - 44	1,235	670	565	826	397	429	299	195	104	71	53	18	39	25	14
45 - 49	1,460	829	631	968	529	439	406	247	159	63	40	23	23	13	10
50 - 54	1,537	803	734	1039	520	519	379	218	161	75	44	31	44	21	23
55 - 59	1,385	727	658	942	496	446	357	182	175	53	35	18	33	14	19
60 - 64	1,125	580	545	744	386	358	324	160	164	31	22	9	26	12	14
65 - 69	848	473	375	570	319	251	234	123	111	24	21	3	20	10	10
70 - 74	522	278	244	330	177	153	158	82	76	12	9	3	22	10	12
75 +	382	189	193	240	124	116	122	55	67	10	5	5	10	5	5
% DISTRIBUTION ²	100	52.5	47.5	68.4	34.3	34.1	25.7	14.6	11.1	3.9	2.5	1.3	2.0	1.0	1.0

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

Table 3: Total Visitors Arrivals by Country of Usual Residence and Mode of Travel, March 2018 ¹

Country of Usual Residence	Mode of Travel			Percentage %
	Air	Sea	Total	
OCEANIA	9,246	194	9,440	80.6
American Samoa	1,163	23	1,186	10.1
Fiji	259	21	280	2.4
Cook Island	2	0	2	0
Other Pacific Is	160	35	195	1.7
New Zealand	5,429	109	5,538	47.3
Australia	2,233	6	2,239	19.1
EUROPE	448	1	449	3.8
United Kingdom	105	0	105	0.9
Scandinavia	34	0	34	0.3
Benelux	15	0	15	0.1
Germany	69	0	69	0.6
Other Europe	225	1	226	1.9
AMERICA	1,045	12	1,057	9.0
U.S.A	1009	12	1,021	8.7
Canada	36	0	36	0.3
ASIA	442	65	507	4.3
Japan	68	0	68	0.6
China	185	0	185	1.6
Korea	22	0	22	0.2
Other Asia	167	65	232	2.0
OTHERS	240	14	254	2.2
TOTAL	11,421	286	11,707	100%
PERCENTAGE DISTRIBUTION	97.6	2.4	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 2018 ¹

Country of Usual Residence	Purpose of Visit							
	Total	Percentage ²	Holiday/ Vacation	Business/ Conference	Visit Friends/ Relatives	Sports	Transit	Others
OCEANIA	9,440	80.6	2,089	830	5,207	52	357	905
American Samoa	1,186	10.1	7	75	704	8	161	231
Fiji	280	2.4	25	65	132	1	39	18
Cook Island	2	0.0	0	1	0	0	0	1
Other Pacific Is	195	1.7	13	41	84	0	38	19
New Zealand	5,538	47.3	1,534	494	2,946	34	104	426
Australia	2,239	19.1	510	154	1,341	9	15	210
EUROPE	449	3.8	190	24	212	2	9	12
United Kingdom	105	0.9	53	1	42	2	1	6
Scandinavia	34	0.3	22	1	10	0	1	0
Benelux	15	0.1	6	2	5	0	2	0
Germany	69	0.6	54	2	13	0	0	0
Other Europe	226	1.9	55	18	142	0	5	6
AMERICA	1,057	9.0	278	96	514	11	58	100
U.S.A.	1,021	8.7	257	95	502	11	57	99
Canada	36	0.3	21	1	12	0	1	1
ASIA	507	4.3	147	50	105	1	148	56
Japan	68	0.6	33	10	15	0	0	10
China	185	1.6	30	14	48	0	67	26
Korea	22	0.2	10	4	5	0	0	3
Other Asia	232	2.0	74	22	37	1	81	17
OTHER COUNTRIES	254	2.2	106	13	90	1	37	7
TOTAL	11,707	100	2,810	1,013	6,128	67	609	1,080
Percentage Distribution ²	100.0		24.0	8.7	52.3	0.6	5.2	9.2

Source: Ministry of the Prime Minister and Cabinet; Immigration Division, Ministry for Revenue; Customs Division and Samoa Bureau of Statistics.

Note : Overall visitors include transit.

: 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 2018 ¹

Carrier	Total		Purpose of Entry			
			Returning Residence	Percentage ²	Total Visitors	Percentage ²
Total	15,761	100%	4,431	28.1	23,414	148.6
AIR	15,098	95.8	3,677	23.3	11,421	72.5
Virgin Australia ³	1,327	8.4	205	1.3	1,122	7.1
Samoa Airways ⁴	4,540	28.8	1,601	10.2	2,939	18.6
Talofa Airways	745	4.7	268	1.7	477	3.0
Air New Zealand	6,212	39.4	1,168	7.4	5,044	32.0
Fiji Airways ⁵	2,111	13.4	423	2.7	1,688	10.7
Other Air Carrier	163	1.0	12	0.1	151	1.0
SEA	663	4.2	377	2.4	286	1.8
Lady Naomi	348	2.2	314	2.0	34	0.2
Yacht	0	0	0	0	0	0
Other Sea Carrier	315	2.0	63	0.4	252	1.6

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: Virgin Samoa is now called Virgin Australia
- 4: Polynesian Airlines is now called Samoa Airways
- 5: Air Pacific is now called Fiji Airways

Table 6: Visitors by Duration of Stay and Place of Stay, March 2018 ¹

Duration of Stay	Place of Stay			
	Total	Hotel/Motel	Private	Not Stated
Total	11,098	4,082	7,016	0
1day	148	14	134	0
2days	286	146	140	0
3days	654	385	269	0
4days	523	427	96	0
5days	1,134	792	342	0
6days	312	248	64	0
7days	1,419	326	1093	0
8-14days	2,661	1349	1312	0
15-30days	2,327	360	1967	0
31-60days	606	5	601	0
61-90days	575	17	558	0
91-180days	409	13	396	0
181-365days	0	0	0	0
> Year	0	0	0	0
Not Stated	44	0	44	0
Percentage Distribution ²	100	36.8	63.2	0.0

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