



Samoa Bureau of Statistics

International Arrival Statistics

August 2019

Overview

MONTHLY HIGHLIGHTS:

In August 2019 compared with August 2018:

- Total arrivals (23,525) increased by 11.0%
- Total visitors (17,489) increased by 7.2%
- Visitors:

USA: 28.8% (up by 311)

AUST: 7.3% (up by 240)

AM. SAM: 2.7% (up by 51)

NZ: 0.1% (up by 10)

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August 2019	All Arrivals	All Visitors
Number	23,525	17,489
% change from previous month	-22.2	-29.0
% change from previous year	11.0	7.2

ISSUE #8

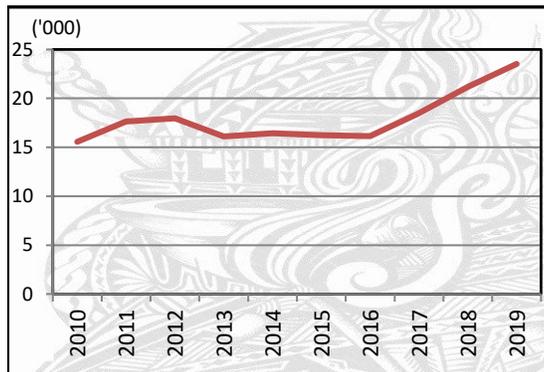
4TH OCTOBER 2019

1. TOTAL ARRIVALS

The total International Arrival Statistics recorded for the month of **August 2019** (Table 1), revealed a decrease of 22.2 percent over the previous month and an increase of 11.0 percent over the corresponding month of August 2018. (Refer Fig. 1)

As usual, air was the preferred mode of travel to Samoa, representing 95.2 percent (22,393) of total arrivals, while the remaining 4.8 percent (1,132) arrived by sea in August 2019.

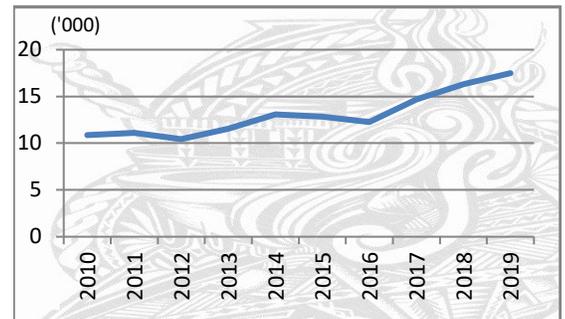
Fig. 1: August Total Arrivals, 2010 – 2019



2. TOTAL VISITORS

Overall Visitors numbered 17,489 for the month under review revealed a decrease of 29.0 over the previous month and an increase of 7.2 percent when compared to the corresponding month of August 2018. (Refer Fig. 2).

Fig. 2: August Total Visitors, 2010 – 2019



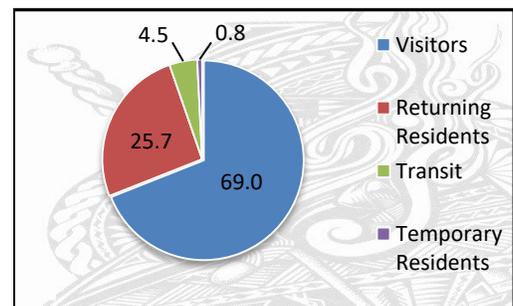
Visitor arrivals have a strong seasonal pattern with a regular peak of numbers during holiday seasons normally December and July. The smoothed short-term trend for visitor arrivals adjusting for seasonal pattern is shown in Appendix Graph 2.

3. TOTAL ARRIVALS BY PURPOSE OF ENTRY

Visitors, (table 2), made up the largest component of all arrivals with 35.7 percent (8,393) represented by females and 33.4 percent (7,850) by males.

Male returning residents made up 13.7 percent (3,213) of total arrivals while their female counterpart made up 12.0 percent (2,823). (Refer Fig. 3)

Fig. 3: Total Arrivals, by Purpose of Visit, August 2019



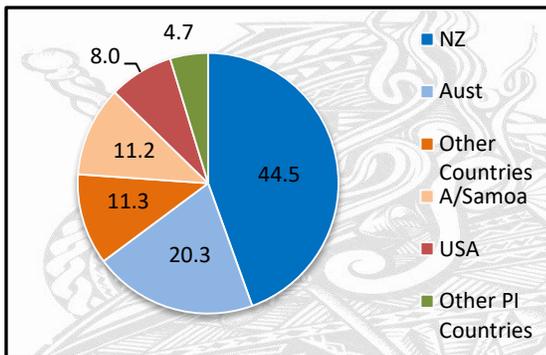
Overview cont'd

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 44.5 percent or 7,785 of total visitors. Australia followed next with a distant 20.3 percent share (3,548).

American Samoa represented 11.2 percent (1,958) while the United States of America represented 8.0 percent (1,391) of total visitors. (Refer Fig. 4)

Fig. 4: Total Visitors, by Country of Usual Residence, August 2019

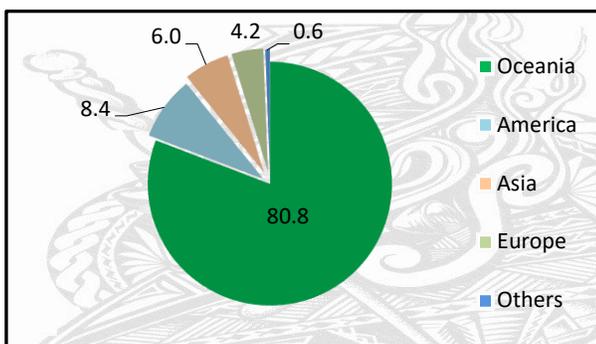


5. TOTAL VISITORS BY REGION

As usual, the Oceanic Region had the highest share of total visitors with 80.8 percent, followed by America with 8.4 percent.

Asia reported a share of 6.0 percent while Europe reported the least share with 4.2 percent. (Refer Fig. 5).

Fig. 5: Total Visitors by Region, August 2019



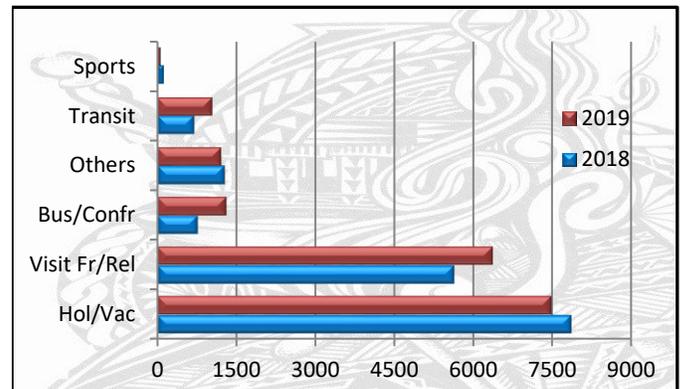
6. TOTAL VISITORS BY PURPOSE OF VISIT

The principal source markets (Table 4) namely New Zealand, Australia, American Samoa and the United States of America constituted 84.0 percent of all visitors visiting Samoa in August 2019.

The majority of visitors (42.8 percent) entered our shores for holiday and vacation while 36.4 percent entered our shores to visit friends and relatives.

Those who were here for Business/ Conference recorded a share of 7.5 percent while those who were here on transit made up 6.0 percent. Fig.6 depicts total visitors by purpose of visit for August 2018 and August 2019.

Fig. 6: Total Visitors, by Purpose of Visit, August 2018 & August 2019

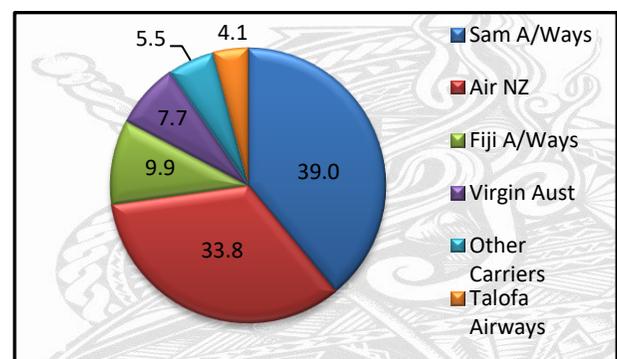


7. TOTAL ARRIVALS BY CARRIER

As depicted in table 5, Samoa Airways leads the way of arrival by carriers during the reference period with a 39.0 percent share (9,181 passengers) then followed by Air New Zealand with a 33.8 percent share (7,943 passengers).

Fiji Airways brought in 9.8 percent (2,316 passengers) of total arrivals while Virgin Australia and Talofa Airways recorded shares of 7.7 percent (1,817) and 4.1 percent (973) respectively. Fig. 7 illustrates total arrivals by carrier during the reference period.

Fig. 7: Total Arrivals by Carrier, August 2019

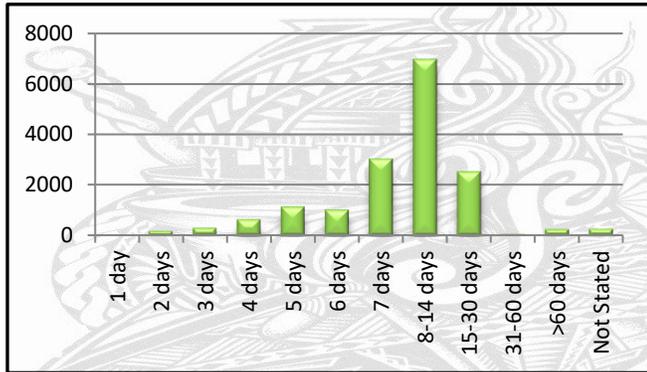


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8. TOTAL VISITORS BY DURATION OF STAY AND PLACE OF STAY

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, August 2019



On the other hand, the majority of visitors (50.2 percent or 8,250 visitors) reported staying in private accommodations or with families/ relatives while 43.9 percent (7,211) stayed in hotel/ motel. (Refer Fig. 9).

Fig. 9: Total Visitors by Place of Stay, August 2019

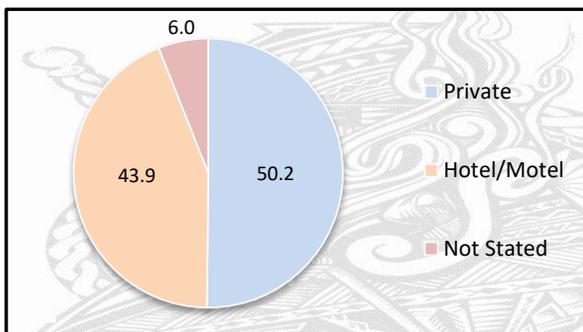
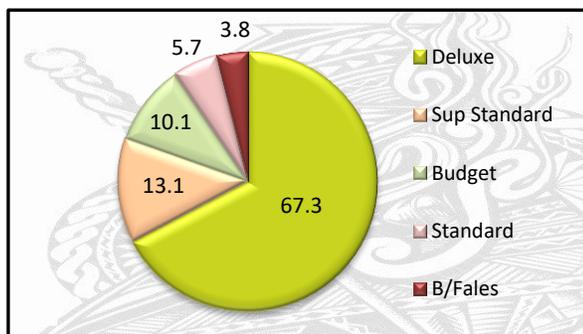


Fig. 10 portrays the number of visitors who stayed in hotels/ motels (7,211) by type of accommodation (hotel/ motel), within the reference month.

Fig. 10: Visitors Staying in Hotels/ Motels by Type of Accommodation, August 2019



Samoa Bureau of Statistics

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:

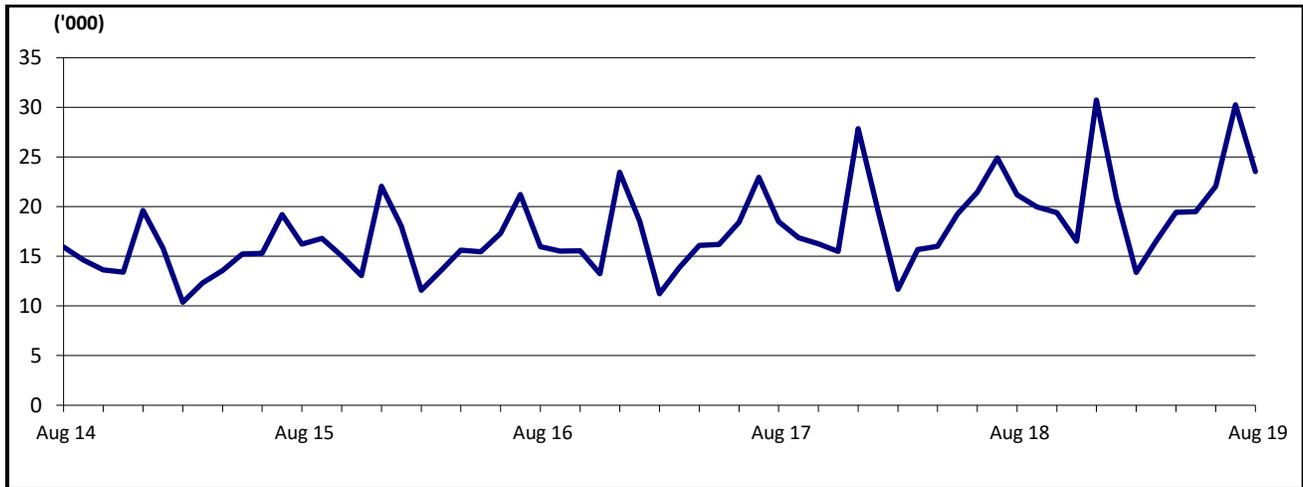
www.sbs.gov.ws

The migration report for the month of September 2019 will be released on October 25th 2019.

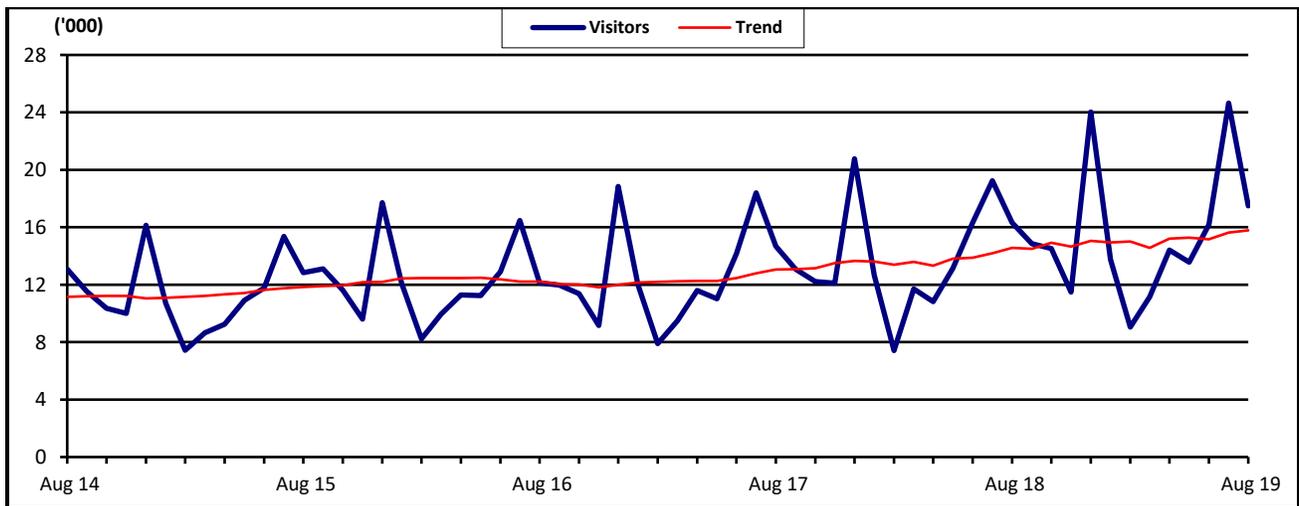
Aliimuamua Malaefono Tauā T Faasalaina
GOVERNMENT STATISTICIAN/ CEO

APPENDIX

Graph 1: Monthly Total Arrivals, August 2014 – August 2019



Graph 2: Monthly Total Visitors, August 2014 – August 2019



Graph 3: Visitors Percentage Change over Previous month, August 2014 – August 2019

