



# Samoa Bureau of Statistics

## International Arrival Statistics

December 2019

### Overview

#### MONTHLY HIGHLIGHTS:

In December 2019 compared with December 2018:

- Total arrivals (24,843) decreased by 19.2%
- Total visitors (17,927) decreased by 25.4%
- Visitors:

AM. SAM: -76.5% (down by 1,978)

AUST: -22.3% (down by 1,558)

NZ: -21.3% (down by 2,342)

USA: -16.3% (down by 232)

#### INSIDE THIS ISSUE

December 2019	All Arrivals	All Visitors
Number	24,843	17,927
% change from previous month	39.1	50.6
% change from previous year	-19.2	-25.4

ISSUE #12

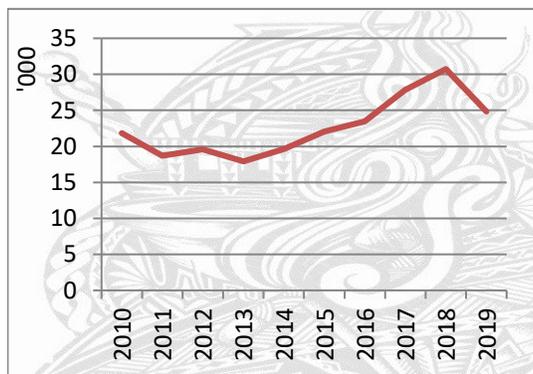
5<sup>TH</sup> FEBRUARY 2020

#### 1. TOTAL ARRIVALS

The total International Arrival Statistics recorded for the month of **December 2019** (Table 1), revealed an increase of 39.1 percent over the previous month and a decrease of 19.2 percent over the corresponding month of December 2018. (Refer Fig. 1)

As usual, air was the preferred mode of travel to Samoa, representing 96.6 percent (24,002) of total arrivals, while the remaining 3.4 percent (841) arrived by sea in December 2019.

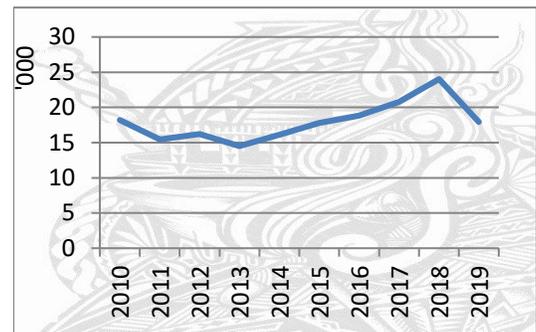
Fig. 1: December Total Arrivals, 2010 – 2019



#### 2. TOTAL VISITORS

Overall Visitors numbered 17,927 for the month under review revealed an increase of 50.6 over the previous month and a decrease of 25.4 percent when compared to the corresponding month of December 2018. (Refer Fig. 2).

Fig. 2: December Total Visitors, 2010 – 2019



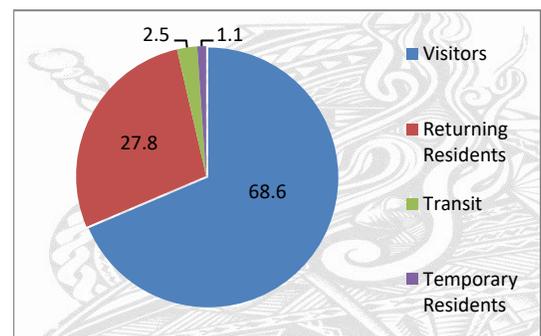
Visitor arrivals have a strong seasonal pattern with a regular peak of numbers during holiday seasons normally December and July. The smoothed short-term trend for visitor arrivals adjusting for seasonal pattern is shown in Appendix Graph 2.

#### 3. TOTAL ARRIVALS BY PURPOSE OF ENTRY

Visitors, (table 2), made up the largest component of all arrivals with 35.2 percent (8,734) represented by females and 33.5 percent (8,311) by males.

Male returning residents made up 15.2 percent (3,786) of total arrivals while their female counterpart made up 12.6 percent (3,130). (Refer Fig. 3)

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



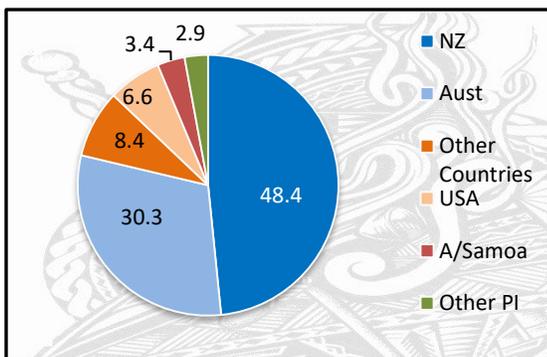
# Overview cont'd

## 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 48.4 percent or 8,674 of total visitors. Australia followed next with a distant 30.3 percent share (5,432)

The United States of America represented 6.6 percent (1,192) while American Samoa represented 3.4 percent (608) of total visitors. (Refer Fig. 4)

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

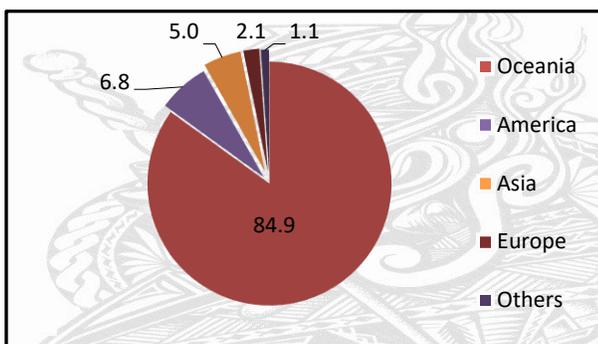


## 5. TOTAL VISITORS BY REGION

As usual, the Oceanic Region had the highest share of total visitors with 84.9 percent, followed by America with 6.8 percent.

Asia reported a share of 5.0 percent while Europe reported the least share with 2.1 percent. (Refer Fig. 5).

**Fig. 5: Total Visitors by Region, December 2019**



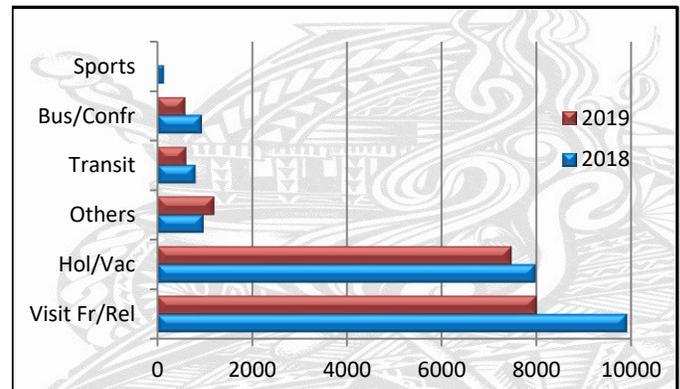
## 6. TOTAL VISITORS BY PURPOSE OF VISIT

The principal source markets (Table 4) namely New Zealand, Australia, American Samoa and the United States of America constituted 88.7 percent of all visitors visiting Samoa in December 2019.

The majority of visitors (44.6 percent) entered our shores for visit friends and relatives while 41.8 percent entered our shores for holiday and vacation.

Those who were here on Transit made up 3.4 percent while those who were here for Business/ Conference recorded a share of 3.3 percent. Fig.6 depicts total visitors by purpose of visit for December 2018 and December 2019.

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

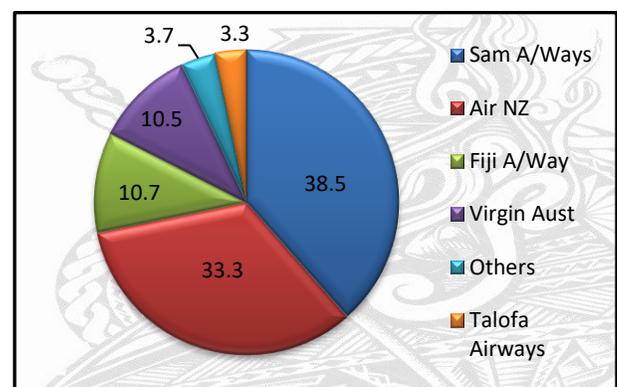


## 7. TOTAL ARRIVALS BY CARRIER

As depicted in table 5, Samoa Airways leads the way of arrival by carriers during the reference period with a 38.5 percent share (9,554 passengers) then followed by Air New Zealand with a 33.3 percent share (8,280 passengers).

Fiji Airways brought in 10.7 percent (2,652 passengers) of total arrivals while Virgin Australia and Talofa Airways recorded shares of 10.5 percent (2,615) and 3.3 percent (817) respectively. Fig. 7 illustrates total arrivals by carrier during the reference period.

**Fig. 7: Total Arrivals by Carrier, December 2019**

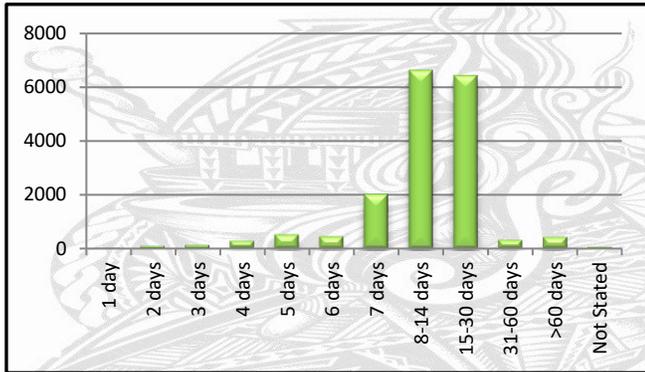


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## 8. TOTAL VISITORS BY DURATION OF STAY AND PLACE OF STAY

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, December 2019**



On the other hand, the majority of visitors (72.5 percent or 12,552 visitors) reported staying in private accommodations or with families/ relatives while 20.7 percent (3,588) stayed in hotel/ motel. (Refer Fig. 9).

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

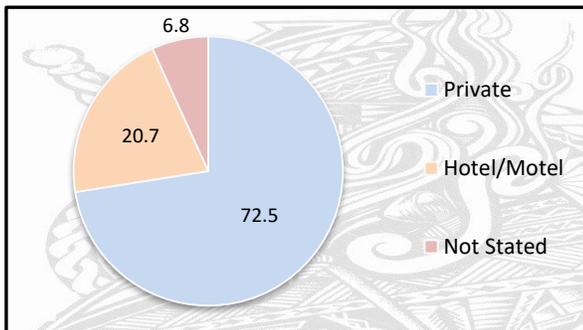
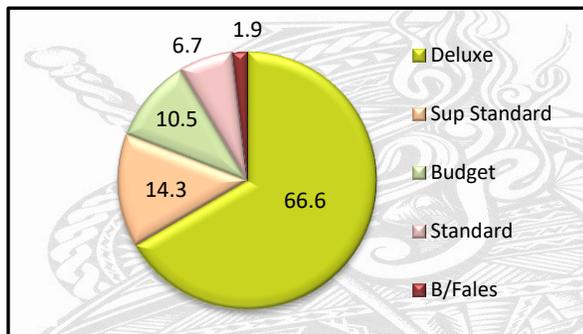


Fig. 10 portrays the number of visitors who stayed in hotels/ motels (3,588) by type of accommodation (hotel/ motel), within the reference month.

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

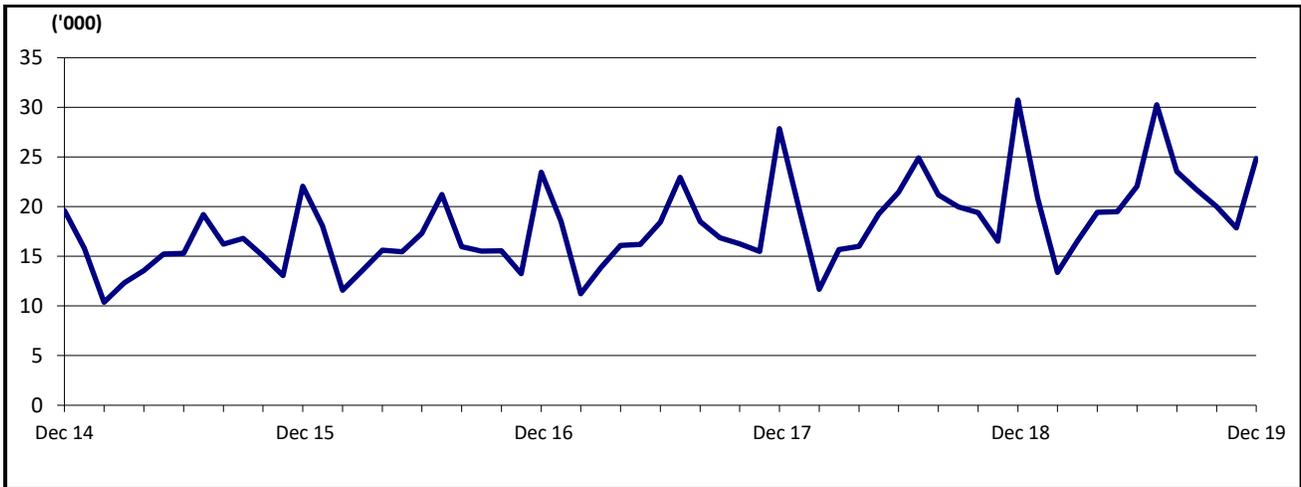
[www.sbs.gov.ws](http://www.sbs.gov.ws)

The migration report for the month of January 2019 will be released on 28<sup>th</sup> February 2020.

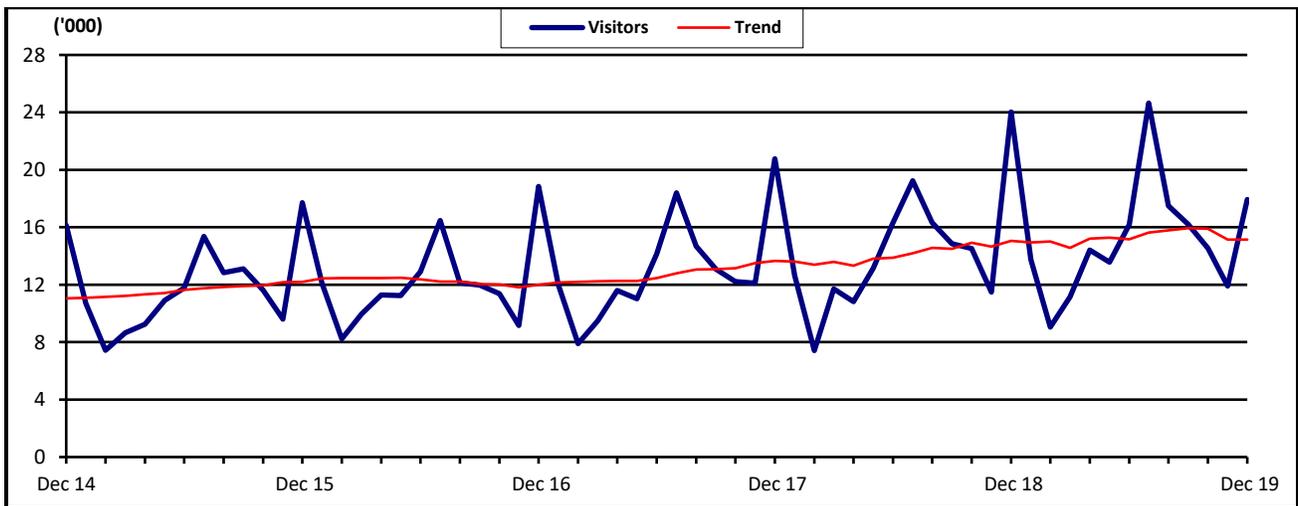
**Aliimuamua Malaefono Tauā T Faasalaina**  
**GOVERNMENT STATISTICIAN/ CEO**

**APPENDIX**

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



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



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

