



Samoa Bureau of Statistics

International Arrival Statistics

April 2019

Overview

MONTHLY HIGHLIGHTS:

In April 2019 compared with April 2018:

- Total arrivals (19,445) increased by 21.6%
- Total visitors (14,413) increased by 33.2%
- Visitors:

AUST: 67.2% (up by 1,255)

NZ: 37.6% (up by 1,138)

AM. SAM: 21.1% (up by 210)

USA: -0.4% (down by 3)

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April 2019	All Arrivals	All Visitors
Number	19,445	14,413
% change from previous month	17.5	29.1
% change from previous year	21.6	33.2

ISSUE #4

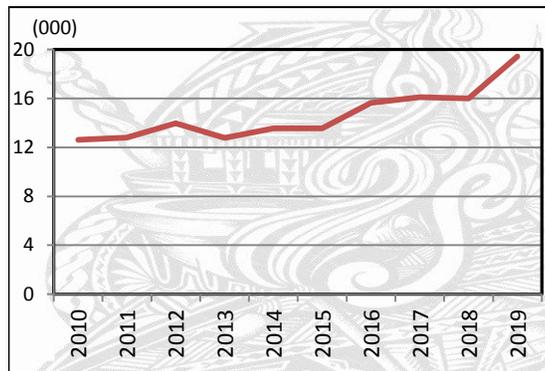
24TH MAY 2019

1. TOTAL ARRIVALS

The total International Arrival Statistics recorded for the month of **April 2019** (Table 1), revealed an increase of 17.5 percent over the previous month and an increase of 21.6 percent over the corresponding month of April 2018. (Refer Fig. 1)

As usual, air was the preferred mode of travel to Samoa, representing 95.4 percent (18,541) of total arrivals, while the remaining 4.6 percent (904) arrived by sea in April 2019.

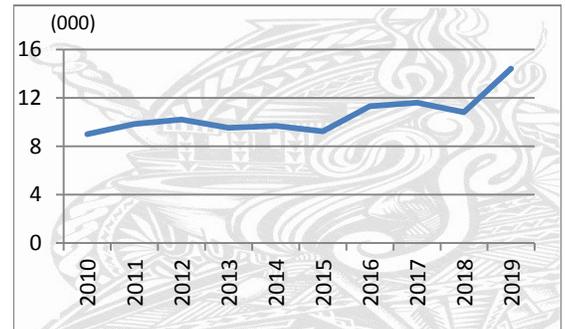
Fig. 1: Total Arrivals, April 2010 – 2019



2. TOTAL VISITORS

Overall Visitors numbered 14,413 for the month under review revealed an increase of 29.1 over the previous month and an increase of 33.2 percent when compared to the corresponding month of April 2018. (Refer Fig. 2).

Fig. 2: Total Visitors, April 2010 – 2019



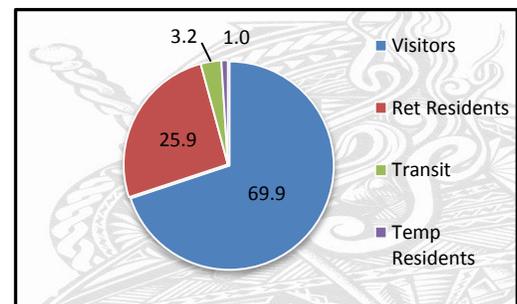
Visitor arrivals have a strong seasonal pattern with a regular peak of numbers during holiday seasons normally December and July. The smoothed short-term trend for visitor arrivals adjusting for seasonal pattern is shown in Appendix Graph 2.

3. TOTAL ARRIVALS BY PURPOSE OF ENTRY

Visitors, (table 2), made up the largest component of all arrivals with 35.3 percent (6,871) represented by males and 34.6 percent (6,727) by females.

Male returning residents made up 14.1 percent (2,734) of total arrivals while their female counterpart made up 11.8 percent (2,298). (Refer Fig. 3)

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



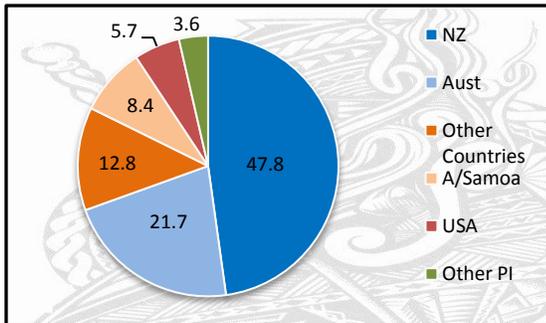
Overview cont'd

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 47.8 percent or 6,887 of total visitors. Australia followed next with a distant 21.7 percent share (3,122).

American Samoa represented 8.4 percent (1,204) while the United States of America represented 5.7 percent (827) of total visitors. (Refer Fig. 4)

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

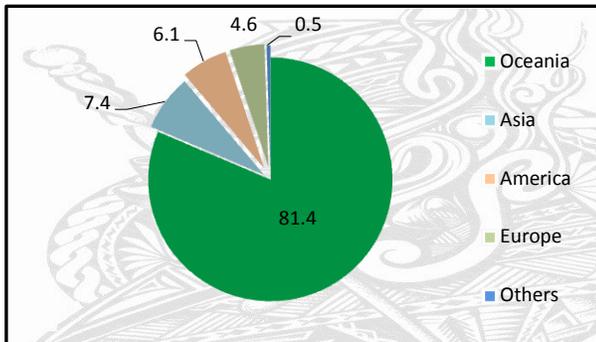


5. TOTAL VISITORS BY REGION

As usual, the Oceanic Region had the highest share of total visitors with 81.4 percent, followed by Asia with 7.4 percent.

America reported a share of 6.7 percent while Europe reported the least share with 4.6 percent. (Refer Fig. 5).

Fig. 5: Total Visitors by Region, April 2019



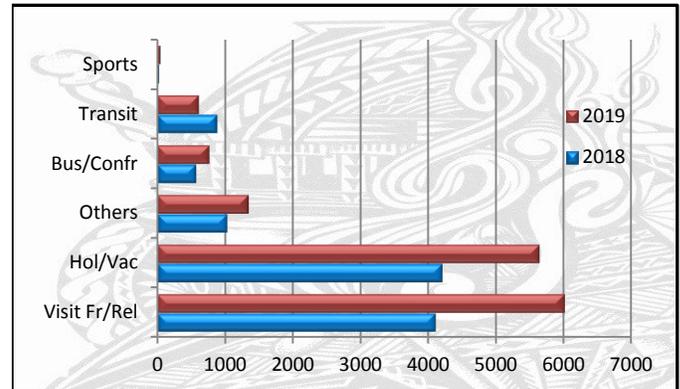
6. TOTAL VISITORS BY PURPOSE OF VISIT

The principal source markets (Table 4) namely New Zealand, Australia, American Samoa and the United States of America constituted 83.5 percent of all visitors visiting Samoa in April 2019.

The majority of visitors (41.7 percent) entered our shores to visit friends and relatives while 39.1 percent entered our shores for holiday and vacation.

Those who were here for Business/ Conference recorded a share of 5.3 percent while those who were here on transit made up 4.3 percent. Fig.6 depicts total visitors by purpose of visit for April 2018 and April 2019.

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

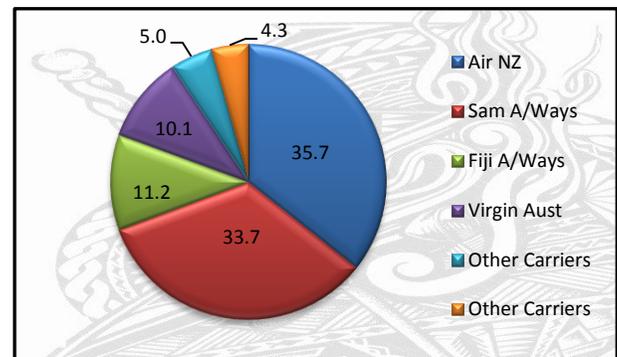


7. TOTAL ARRIVALS BY CARRIER

As depicted in table 5, Air New Zealand leads the way of arrival by carriers during the reference period with a 35.7 percent share (6,945 passengers) then closely trailed by Samoa Airways with 33.7 percent share (6,546 passengers).

Fiji Airways brought in 11.2 percent (2,178 passengers) of total arrivals while Virgin Australia and Talofa Airways recorded shares of 10.1 percent (1,955) and 4.3 percent (834) respectively. Fig. 7 illustrates total arrivals by carrier during the reference period.

Fig. 7: Total Arrivals by Carrier, April 2019

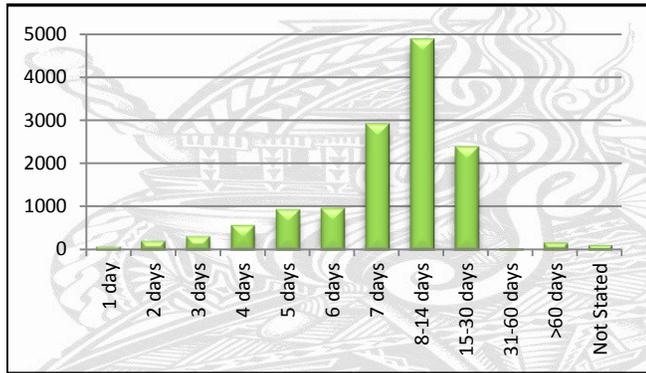


Overview cont'd

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, April 2019



On the other hand, the majority of visitors (49.1 percent or 6,782 visitors) reported staying in private accommodations or with families/ relatives while 44.0 percent (6,076) stayed in hotel/ motel. (Refer Fig. 9).

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

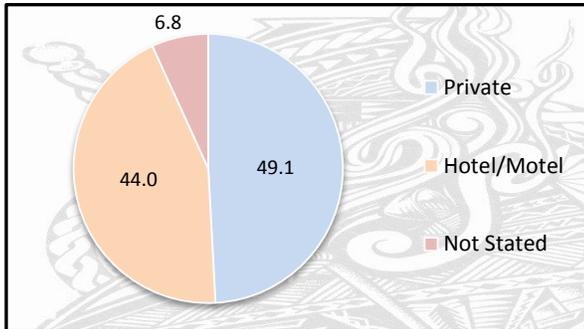
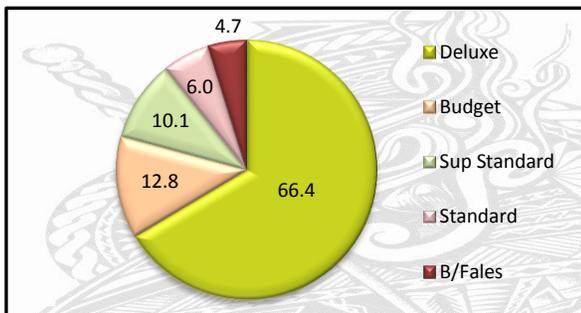


Fig. 10 portrays the number of visitors who stayed in hotels/ motels (6,076) by type of accommodation (hotel/ motel), within the reference month.

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



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:

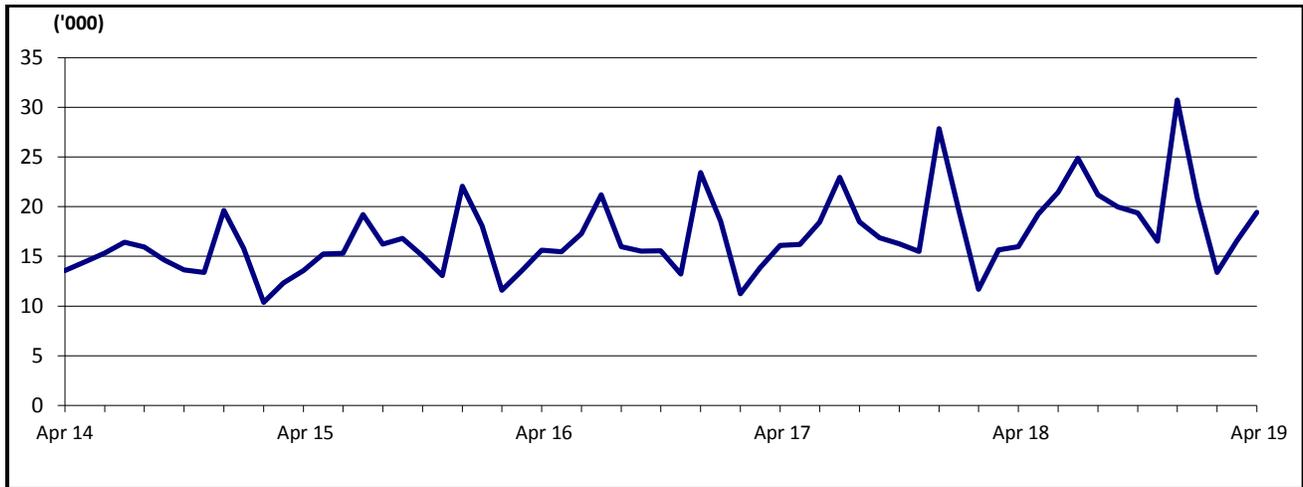
www.sbs.gov.ws

The migration report for the month of May 2019 will be released on 26th June 2019.

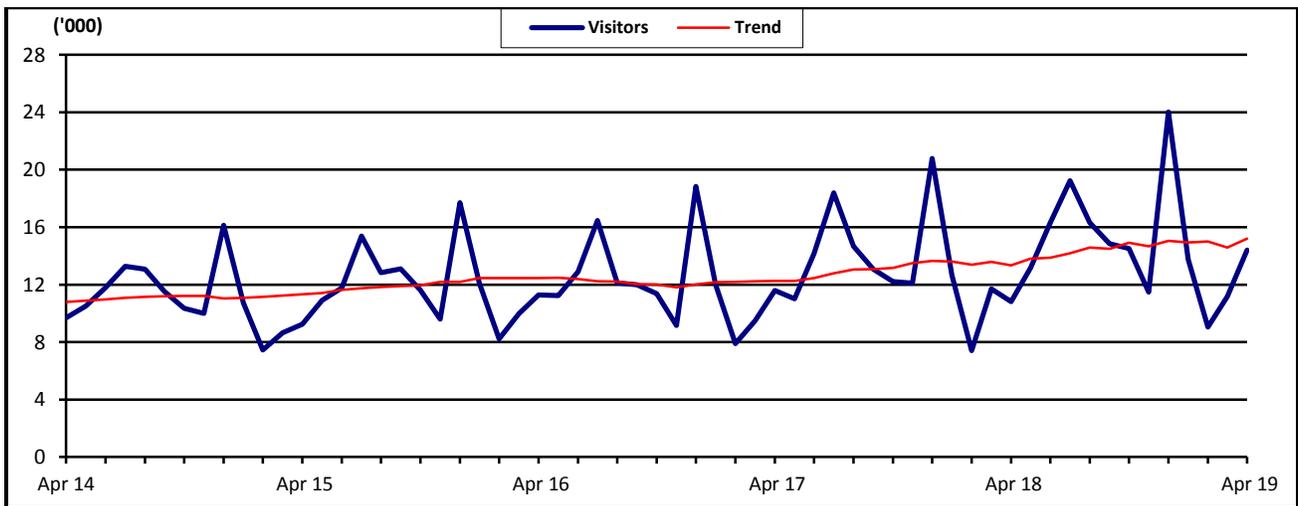
Aliimuamua Malaefono Tauā T Faasalaina
GOVERNMENT STATISTICIAN/ CEO

APPENDIX

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



Graph 2: Monthly Total April 2014 – April 2019



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

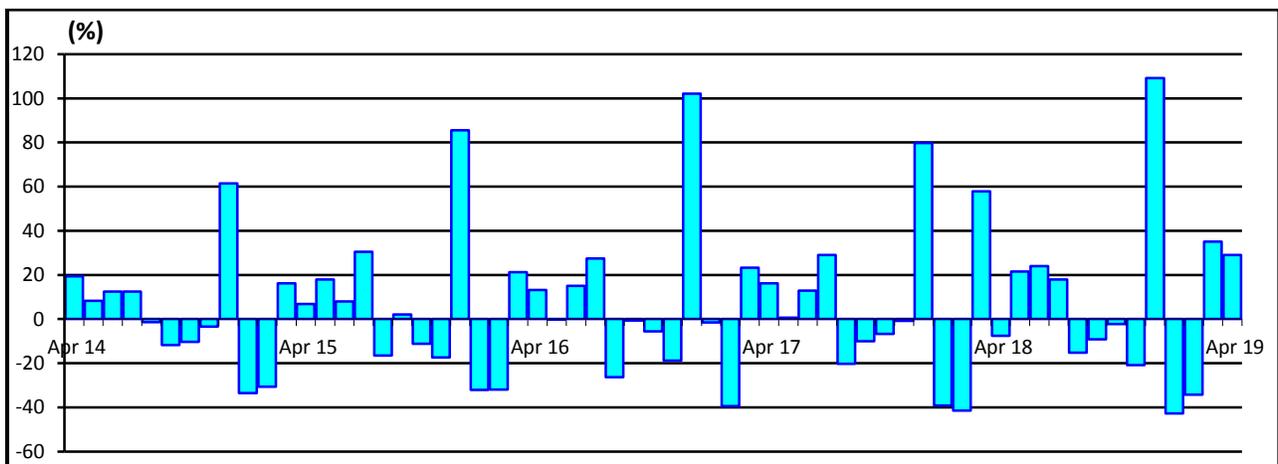


Table 1: Monthly Arrival and Departure by Mode of Travel and Net Migration, 2008 - 2019¹

Period	Visitors Arrivals			Total Arrivals			Total Departures			Net Migration
	Air	Sea	Total	Air	Sea	Total	Air	Sea	Total	
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	210,827	9,228	220,055	-7,815
2018	167,651	4,845	172,496	227,487	9,019	236,506	210,595	8,361	240,549	-4,043
2016										
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	23,066	571	23,637	-688
August	14,394	286	14,680	17,807	678	18,485	19,648	1,167	20,815	-2,330
September	12,676	409	13,085	16,073	792	16,865	16,858	865	17,723	-858
October	11,795	419	12,214	15,390	861	16,251	17,080	672	17,752	-1,501
November	11,834	277	12,111	14,976	513	15,489	16,308	470	16,778	-1,289
December	20,395	382	20,777	26,817	1,030	27,847	19,803	693	20,496	7,351
2018										
January	12,177	477	12,654	18,834	788	19,622	26,175	834	27,009	-7,387
February	7,127	286	7,413	11,155	528	11,683	13,822	616	14,438	-2,755
March	11,421	286	11,707	15,098	663	15,761	14,320	745	15,065	696
April	10,463	356	10,819	14,942	1,050	15,992	17,501	1,327	18,828	-2,836
May	12,748	408	13,156	18,215	1,069	19,284	16,960	769	17,729	1,555
June	15,895	420	16,315	20,473	985	21,458	18,599	1,075	19,674	1,784
July	18,838	403	19,241	24,014	879	24,893	24,494	859	25,353	-460
August	15,832	489	16,321	20,475	719	21,194	21,656	903	22,559	-1,365
September	14,434	409	14,843	19,494	486	19,980	19,850	431	20,281	-301
October	14,153	370	14,523	18,928	457	19,385	20,760	397	21,157	-1,772
November	11,032	451	11,483	15,993	528	16,521	16,458	405	16,863	-342
December	23,531	490	24,021	29,866	867	30,733	21,129	464	21,593	9,140
2019										
January	13,396	359	13,755	20,330	521	20,851	29,020	679	29,699	-8,848
February	8,712	332	9,044	12,975	412	13,387	15,817	304	16,121	-2,734
March	10,737	426	11,163	16,037	506	16,543
April	13,934	479	14,413	18,541	904	19,445

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, April 2019 ¹

Age	Purpose of Entry														
	Total			Visitors			Returning Residents			Transit			Temporary Residents		
	Total	Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female
Total	19,445	10,138	9,307	13,598	6,871	6,727	5,032	2,734	2,298	613	420	193	202	113	89
0 - 4	608	320	288	456	233	223	134	80	54	10	4	6	8	3	5
5 - 9	807	396	411	622	307	315	156	72	84	17	7	10	12	10	2
10 - 14	814	411	403	683	346	337	112	53	59	16	11	5	3	1	2
15 - 19	810	389	421	653	314	339	134	59	75	11	6	5	12	10	2
20 - 24	1,240	620	620	864	382	482	345	214	131	21	17	4	10	7	3
25 - 29	1,842	920	922	1327	606	721	446	269	177	57	42	15	12	3	9
30 - 34	1,827	1010	817	1347	713	634	387	232	155	77	55	22	16	10	6
35 - 39	1,544	859	685	1041	563	478	414	232	182	64	47	17	25	17	8
40 - 44	1,663	892	771	1100	554	546	449	256	193	87	65	22	27	17	10
45 - 49	1,748	888	860	1173	596	577	494	241	253	69	44	25	12	7	5
50 - 54	1,778	907	871	1206	590	616	499	271	228	61	41	20	12	5	7
55 - 59	1,585	845	740	1055	579	476	476	236	240	41	26	15	13	4	9
60 - 64	1,261	656	605	827	430	397	376	194	182	45	28	17	13	4	9
65 - 69	906	502	404	591	330	261	280	148	132	21	17	4	14	7	7
70 - 74	601	315	286	386	191	195	200	112	88	8	6	2	7	6	1
75 +	411	208	203	267	137	130	130	65	65	8	4	4	6	2	4
% DISTRIBUTION ²	100	52.1	47.9	69.9	35.3	34.6	25.9	14.1	11.8	3.2	2.2	1.0	1.0	0.6	0.5

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, April 2019 ¹

Country of Usual Residence	Mode of Travel			Percentage %
	Air	Sea	Total	
OCEANIA	11,568	164	11,732	81.4
American Samoa	1,172	32	1,204	8.4
Fiji	221	22	243	1.7
Cook Island	5	0	5	0
Other Pacific Is	213	58	271	1.9
New Zealand	6,846	41	6,887	47.8
Australia	3,111	11	3,122	21.7
EUROPE	640	18	658	4.6
United Kingdom	187	0	187	1.3
Scandinavia	69	0	69	0.5
Benelux	13	0	13	0.1
Germany	61	4	65	0.5
Other Europe	310	14	324	2.2
AMERICA	876	9	885	6.1
U.S.A	823	4	827	5.7
Canada	53	5	58	0.4
ASIA	788	274	1,062	7.4
Japan	47	0	47	0.3
China	197	50	247	1.7
Korea	24	1	25	0.2
Other Asia	520	223	743	5.2
OTHERS	62	14	76	0.5
TOTAL	13,934	479	14,413	100%
PERCENTAGE DISTRIBUTION	96.7	3.3	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, April 2019 ¹

Country of Usual Residence	Purpose of Visit							
	Total	Percentage ²	Holiday/ Vacation	Business/ Conference	Visit Friends/ Relatives	Sports	Transit	Others
OCEANIA	11,732	81.4	4,558	644	5,419	41	342	728
American Samoa	1,204	8.4	166	35	682	8	168	145
Fiji	243	1.7	37	84	61	1	32	28
Cook Island	5	0.0	1	0	3	0	0	1
Other Pacific Is	271	1.9	47	62	88	4	53	17
New Zealand	6,887	47.8	2,786	368	3,267	13	67	386
Australia	3,122	21.7	1,521	95	1,318	15	22	151
EUROPE	658	4.6	390	63	120	0	37	48
United Kingdom	187	1.3	128	20	17	0	9	13
Scandinavia	69	0.5	45	10	4	0	7	3
Benelux	13	0.1	8	4	0	0	0	1
Germany	65	0.5	50	0	11	0	1	3
Other Europe	324	2.2	159	29	88	0	20	28
AMERICA	885	6.1	315	47	363	4	70	86
U.S.A.	827	5.7	275	44	354	4	67	83
Canada	58	0.4	40	3	9	0	3	3
ASIA	1,062	7.4	324	14	103	0	157	464
Japan	47	0.3	31	0	13	0	0	3
China	247	1.7	83	2	44	0	43	75
Korea	25	0.2	15	0	2	0	0	8
Other Asia	743	5.2	195	12	44	0	114	378
OTHER COUNTRIES	76	0.5	46	0	5	0	7	18
TOTAL	14,413	100.0	5,633	768	6,010	45	613	1,344
Percentage Distribution ²	100.0		39.1	5.3	41.7	0.3	4.3	9.3

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, April 2019 ¹

Carrier	Total		Purpose of Entry			
			Returning Residence	Percentage ²	Total Visitors	Percentage ²
Total	19,445	100%	5,032	25.9	14,413	74.1
AIR	18,541	95.4	4,607	23.7	13,934	71.7
Virgin Australia ³	1,955	10.1	256	1.3	1,699	8.7
Samoa Airways ⁴	6,546	33.7	2,129	10.9	4,417	22.7
Talofa Airways	834	4.3	372	1.9	462	2.4
Air New Zealand	6,945	35.7	1,330	6.8	5,615	28.9
Fiji Airways ⁵	2,178	11.2	512	2.6	1,666	8.6
Other Air Carrier	83	0.4	8	0.0	75	0.4
SEA	904	4.6	425	2.2	479	2.5
Lady Naomi	402	2.1	364	1.9	38	0.2
Yacht	10	0	0	0	10	0
Other Sea Carrier	492	2.5	61	0.3	431	2.2

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: 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, April 2019 ¹

Duration of Stay	Place of Stay			
	Total	Hotel/Motel	Private	Not Stated
Total	13,800	6,076	6,782	942
1day	95	44	49	2
2days	224	111	106	7
3days	339	186	147	6
4days	599	322	266	11
5days	955	586	357	12
6days	989	689	295	5
7days	2,930	1,430	831	669
8-14days	4,884	2,035	2,765	84
15-30days	2,405	619	1,720	66
31-60days	61	16	34	11
61-90days	12	0	0	12
91-180days	10	0	8	2
181-365days	12	0	6	6
> Year	158	16	99	43
Not Stated	127	22	99	6
Percentage Distribution ²	100	44.0	49.1	6.8

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