



# Samoa Bureau of Statistics

## International Arrival Statistics

July 2019

### Overview

#### MONTHLY HIGHLIGHTS:

In July 2019 compared with July 2018:

- Total arrivals (30,250) increased by 21.5%
- Total visitors (24,647) increased by 28.1%
- Visitors:  
USA: 13.8% (up by 257)  
AUST: 5.0% (up by 197)  
AM. SAM: 35.1% (up by 606)  
NZ: -4.8% (down by 451)

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July 2019	All Arrivals	All Visitors
Number	30,250	24,647
% change from previous month	37.2	52.2
% change from previous year	21.5	28.1

ISSUE #7

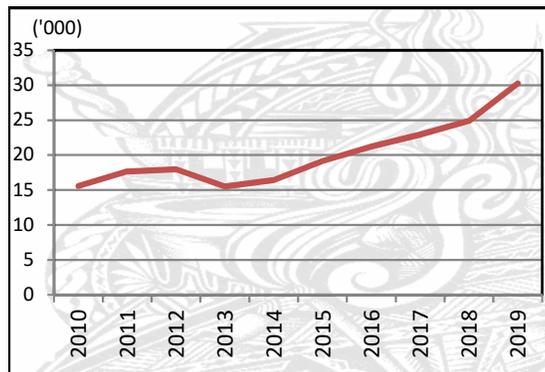
26<sup>TH</sup> AUGUST 2019

#### 1. TOTAL ARRIVALS

The total International Arrival Statistics recorded for the month of **July 2019** (Table 1), revealed an increase of 37.2 percent over the previous month and an increase of 21.5 percent over the corresponding month of July 2018. (Refer Fig. 1)

As usual, air was the preferred mode of travel to Samoa, representing 95.0 percent (28,733) of total arrivals, while the remaining 5.0 percent (1,517) arrived by sea in July 2019.

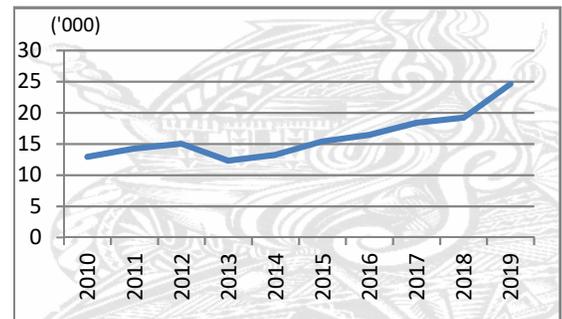
Fig. 1: July Total Arrivals, 2010 – 2019



#### 2. TOTAL VISITORS

Overall Visitors numbered 24,647 for the month under review revealed an increase of 52.2 over the previous month and an increase of 28.1 percent when compared to the corresponding month of July 2018. (Refer Fig. 2).

Fig. 2: July Total Visitors, 2010 – 2019



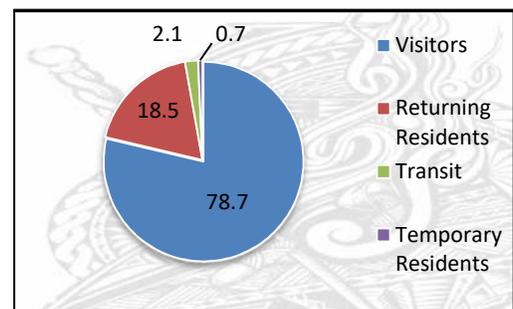
Visitor arrivals have a strong seasonal pattern with a regular peak of numbers during holiday seasons normally December and July. The smoothed short-term trend for visitor arrivals adjusting for seasonal pattern is shown in Appendix Graph 2.

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

Visitors, (table 2), made up the largest component of all arrivals with 40.8 percent (12,342) by males and 37.9 percent (11,459) represented by females.

Male returning residents made up 10.0 percent (3,027) of total arrivals while their female counterpart made up 8.5 percent (2,576). (Refer Fig. 3)

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



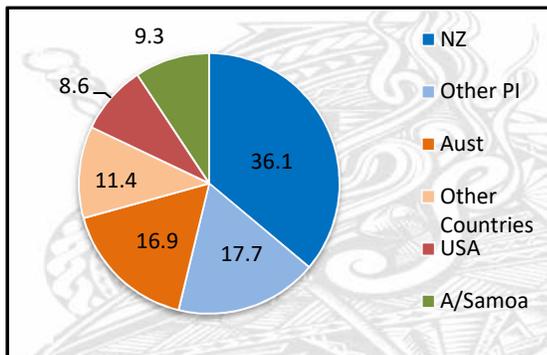
# Overview cont'd

## 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 36.1 percent or 8,898 of total visitors. Australia followed next with a distant 16.9 percent share (4,175).

American Samoa represented 9.3 percent (2,300) while the United States of America represented 8.6 percent (2,123) of total visitors. (Refer Fig. 4)

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

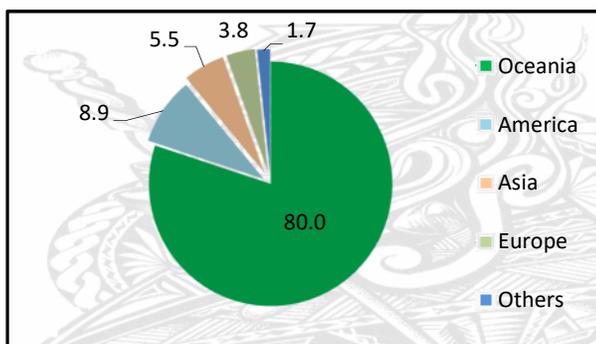


## 5. TOTAL VISITORS BY REGION

As usual, the Oceanic Region had the highest share of total visitors with 80.0 percent, followed by America with 8.9 percent.

Asia reported a share of 5.5 percent while Europe reported the least share with 3.8 percent. (Refer Fig. 5).

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



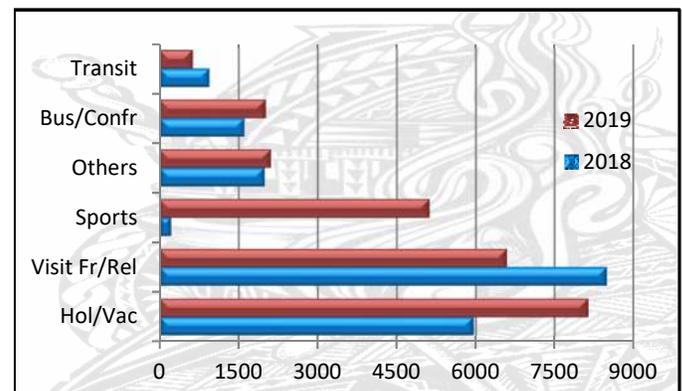
## 6. TOTAL VISITORS BY PURPOSE OF VISIT

The principal source markets (Table 4) namely New Zealand, Australia, American Samoa and the United States of America constituted 70.9 percent of all visitors visiting Samoa in July 2019.

The majority of visitors (33.1 percent) entered our shores for holiday and vacation while 26.8 percent entered our shores to visit friends and relatives.

This month witnessed a large number of people entering our shores for sporting activities (20.8 percent) mainly to participate in the 2019 XVI Pacific Games hosted by Samoa in July. Fig.6 depicts total visitors by purpose of visit for July 2018 and July 2019.

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

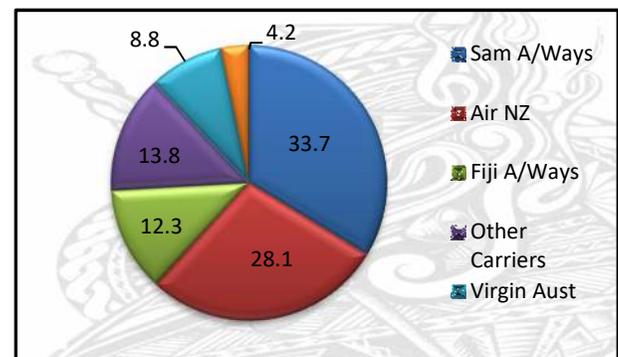


## 7. TOTAL ARRIVALS BY CARRIER

As depicted in table 5, Samoa Airways leads the way of arrival by carriers during the reference period with a 33.7 percent share (10,204 passengers) then followed by Air New Zealand with a 28.1 percent share (8,505 passengers).

Fiji Airways brought in 12.3 percent (3,710 passengers) of total arrivals while Virgin Australia and Talofa Airways recorded shares of 8.8 percent (2,668) and 3.3 percent (1,001) respectively. Fig. 7 illustrates total arrivals by carrier during the reference period.

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

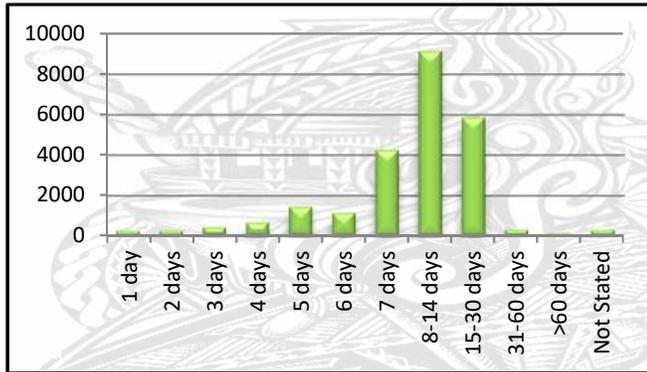


# Overview cont'd

## 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, July 2019**



On the other hand, the majority of visitors (60.4 percent or 14,495 visitors) reported staying in private accommodations or with families/ relatives while 34.9 percent (8,383) stayed in hotel/ motel. (Refer Fig. 9).

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

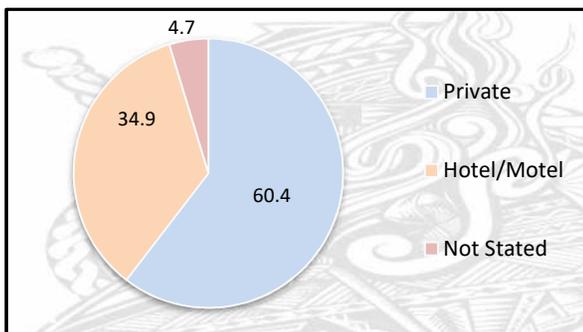
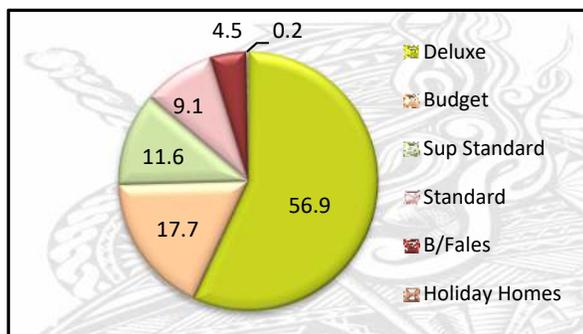


Fig. 10 portrays the number of visitors who stayed in hotels/ motels (8,383) by type of accommodation (hotel/ motel), within the reference month.

**Fig. 10: Visitors Staying in Hotels/ Motels by Type of Accommodation, July 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](http://www.sbs.gov.ws)

The migration report for the month of August 2019 will be released on September 23<sup>rd</sup> 2019.

**Leota Aliielua Salani**

**ACTING GOVERNMENT STATISTICIAN/**

**ACTING CEO**



Table 1: Monthly Arrival and Departure by Mode of Travel and Net Migration, 2008 - 2019<sup>1</sup>

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
<b>2016</b>										
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
<b>2017</b>										
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
<b>2018</b>										
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
<b>2019</b>										
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	16,988	422	17,410	-867
April	13,934	479	14,413	18,541	904	19,445	18,085	1,097	19,182	263
May	13,117	448	13,565	18,847	642	19,489	18,616	722	19,338	151
June	15,511	681	16,192	20,971	1,080	22,051	...	...	...	...
July	23,564	1,083	24,647	28,733	1,517	30,250	...	...	...	...

**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, July 2019 <sup>1</sup>

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
<b>Total</b>	<b>30,250</b>	<b>15,853</b>	<b>14,397</b>	<b>23,801</b>	<b>12,342</b>	<b>11,459</b>	<b>5,603</b>	<b>3,027</b>	<b>2,576</b>	<b>632</b>	<b>373</b>	<b>259</b>	<b>214</b>	<b>111</b>	<b>103</b>
0 - 4	834	431	403	685	353	332	134	71	63	13	6	7	2	1	1
5 - 9	1,170	577	593	952	477	475	181	83	98	30	12	18	7	5	2
10 - 14	1,432	732	700	1235	637	598	166	85	81	29	9	20	2	1	1
15 - 19	2,373	1044	1329	2077	909	1168	252	112	140	26	16	10	18	7	11
20 - 24	2,755	1374	1381	2280	1094	1186	428	253	175	33	21	12	14	6	8
25 - 29	2,962	1581	1381	2389	1238	1151	490	296	194	56	33	23	27	14	13
30 - 34	2,545	1469	1076	2012	1131	881	456	290	166	62	36	26	15	12	3
35 - 39	2,214	1249	965	1694	944	750	430	247	183	74	47	27	16	11	5
40 - 44	2,292	1253	1039	1736	944	792	467	258	209	69	42	27	20	9	11
45 - 49	2,465	1285	1180	1868	965	903	512	263	249	73	50	23	12	7	5
50 - 54	2,506	1326	1180	1916	1003	913	515	282	233	55	30	25	20	11	9
55 - 59	2,264	1194	1070	1672	884	788	523	275	248	43	29	14	26	6	20
60 - 64	1,788	954	834	1308	702	606	429	219	210	34	23	11	17	10	7
65 - 69	1,227	630	597	913	477	436	287	141	146	20	9	11	7	3	4
70 - 74	837	448	389	623	348	275	201	89	112	9	7	2	4	4	0
75 +	586	306	280	441	236	205	132	63	69	6	3	3	7	4	3
<b>% DISTRIBUTION <sup>2</sup></b>	<b>100</b>	<b>52.4</b>	<b>47.6</b>	<b>78.7</b>	<b>40.8</b>	<b>37.9</b>	<b>18.5</b>	<b>10.0</b>	<b>8.5</b>	<b>2.1</b>	<b>1.2</b>	<b>0.9</b>	<b>0.7</b>	<b>0.4</b>	<b>0.3</b>

**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, July 2019 <sup>1</sup>

Country of Usual Residence	Mode of Travel			Percentage %
	Air	Sea	Total	
<b>OCEANIA</b>	<b>19,168</b>	<b>557</b>	<b>19,725</b>	<b>80.0</b>
American Samoa	2,195	105	2,300	9.3
Fiji	801	27	828	3.4
Cook Island	10	0	10	0
Other Pacific Is	3,188	326	3,514	14.3
New Zealand	8,819	79	8,898	36.1
Australia	4,155	20	4,175	16.9
<b>EUROPE</b>	<b>875</b>	<b>67</b>	<b>942</b>	<b>3.8</b>
United Kingdom	244	8	252	1.0
Scandinavia	46	3	49	0.2
Benelux	20	0	20	0.1
Germany	67	5	72	0.3
Other Europe	498	51	549	2.2
<b>AMERICA</b>	<b>2,160</b>	<b>36</b>	<b>2,196</b>	<b>8.9</b>
U.S.A	2,089	34	2,123	8.6
Canada	71	2	73	0.3
<b>ASIA</b>	<b>957</b>	<b>410</b>	<b>1,367</b>	<b>5.5</b>
Japan	62	2	64	0.3
China	231	103	334	1.4
Korea	31	5	36	0.1
Other Asia	633	300	933	3.8
<b>OTHERS</b>	<b>404</b>	<b>13</b>	<b>417</b>	<b>1.7</b>
<b>TOTAL</b>	<b>23,564</b>	<b>1,083</b>	<b>24,647</b>	<b>100%</b>
<b>PERCENTAGE DISTRIBUTION</b>	<b>95.6</b>	<b>4.4</b>	<b>100%</b>	

**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, July 2019 <sup>1</sup>

Country of Usual Residence	Purpose of Visit							
	Total	Percentage <sup>2</sup>	Holiday/ Vacation	Business/ Conference	Visit Friends/ Relatives	Sports	Transit	Others
<b>OCEANIA</b>	<b>19,725</b>	<b>80.0</b>	<b>6,728</b>	<b>1,264</b>	<b>5,530</b>	<b>4,291</b>	<b>412</b>	<b>1,500</b>
American Samoa	2,300	9.3	436	102	1,059	139	222	342
Fiji	828	3.4	67	115	55	501	35	55
Cook Island	10	0.0	3	2	2	1	0	2
Other Pacific Is	3,514	14.3	200	214	301	2,534	60	205
New Zealand	8,898	36.1	4,337	552	2,696	616	75	622
Australia	4,175	16.9	1,685	279	1,417	500	20	274
<b>EUROPE</b>	<b>942</b>	<b>3.8</b>	<b>455</b>	<b>55</b>	<b>113</b>	<b>249</b>	<b>19</b>	<b>51</b>
United Kingdom	252	1.0	132	14	44	44	8	10
Scandinavia	49	0.2	37	3	2	3	0	4
Benelux	20	0.1	16	0	0	2	0	2
Germany	72	0.3	64	0	5	0	0	3
Other Europe	549	2.2	206	38	62	200	11	32
<b>AMERICA</b>	<b>2,196</b>	<b>8.9</b>	<b>706</b>	<b>105</b>	<b>850</b>	<b>237</b>	<b>99</b>	<b>199</b>
U.S.A.	2,123	8.6	671	99	829	228	98	198
Canada	73	0.3	35	6	21	9	1	1
<b>ASIA</b>	<b>1,367</b>	<b>5.5</b>	<b>180</b>	<b>582</b>	<b>91</b>	<b>83</b>	<b>95</b>	<b>336</b>
Japan	64	0.3	24	10	9	13	1	7
China	334	1.4	70	75	54	12	36	87
Korea	36	0.1	16	2	2	10	5	1
Other Asia	933	3.8	70	495	26	48	53	241
<b>OTHER COUNTRIES</b>	<b>417</b>	<b>1.7</b>	<b>80</b>	<b>14</b>	<b>18</b>	<b>269</b>	<b>7</b>	<b>29</b>
<b>TOTAL</b>	<b>24,647</b>	<b>100.0</b>	<b>8,149</b>	<b>2,020</b>	<b>6,602</b>	<b>5,129</b>	<b>632</b>	<b>2,115</b>
<b>Percentage Distribution <sup>2</sup></b>	<b>100.0</b>		<b>33.1</b>	<b>8.2</b>	<b>26.8</b>	<b>20.8</b>	<b>2.6</b>	<b>8.6</b>

**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, July 2019 <sup>1</sup>

Carrier	Total		Purpose of Entry			
			Returning Residence	Percentage <sup>2</sup>	Total Visitors	Percentage <sup>2</sup>
<b>Total</b>	<b>30,250</b>	<b>100%</b>	<b>5,603</b>	<b>18.5</b>	<b>24,647</b>	<b>81.5</b>
<b>AIR</b>	<b>28,733</b>	<b>95.0</b>	<b>5,169</b>	<b>17.1</b>	<b>23,564</b>	<b>77.9</b>
Virgin Australia <sup>3</sup>	2,668	8.8	264	0.9	2,404	7.9
Samoa Airways <sup>4</sup>	10,204	33.7	2,960	9.8	7,244	23.9
Talofa Airways	1,001	3.3	313	1.0	688	2.3
Air New Zealand	8,505	28.1	1,173	3.9	7,332	24.2
Fiji Airways <sup>5</sup>	3,710	12.3	439	1.5	3,271	10.8
Other Air Carrier	2,645	8.7	20	0.1	2,625	8.7
<b>SEA</b>	<b>1,517</b>	<b>5.0</b>	<b>434</b>	<b>1.4</b>	<b>1083</b>	<b>3.6</b>
Lady Naomi	456	1.5	339	1.1	117	0.4
Yacht	54	0	0	0	54	0
Other Sea Carrier	1,007	3.3	95	0.3	912	3.0

**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, July 2019 <sup>1</sup>

Duration of Stay	Place of Stay			
	Total	Hotel/Motel	Private	Not Stated
<b>Total</b>	<b>24,015</b>	<b>8,383</b>	<b>14,495</b>	<b>1,137</b>
1day	239	120	100	19
2days	233	124	106	3
3days	419	193	220	6
4days	660	303	352	5
5days	1,431	723	690	18
6days	1,130	727	403	0
7days	4,239	1,588	1,748	903
8-14days	9,122	3,254	5,838	30
15-30days	5,854	1,274	4,527	53
31-60days	298	30	176	92
61-90days	45	0	44	1
91-180days	0	0	0	0
181-365days	0	0	0	0
> Year	67	9	51	7
Not Stated	278	38	240	0
<b>Percentage Distribution <sup>2</sup></b>	<b>100</b>	<b>34.9</b>	<b>60.4</b>	<b>4.7</b>

**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