



Samoa Bureau of Statistics

International Arrival Statistics

November 2019

Overview

MONTHLY HIGHLIGHTS:

In November 2019 compared with November 2018:

□ Total arrivals (17,864) increased by -8.1%

□ Total visitors (11,907) increased by 3.7%

□ Visitors:

USA: 21.4% (up by 194)

AUST: 10.4% (up by 233)

AM. SAM: -21.7% (down by 187)

NZ: -6.3% (down by 331)

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November 2019	All Arrivals	All Visitors
Number	17,864	11,907
% change from previous month	-10.7	-18.1
% change from previous year	8.1	3.7

ISSUE #11

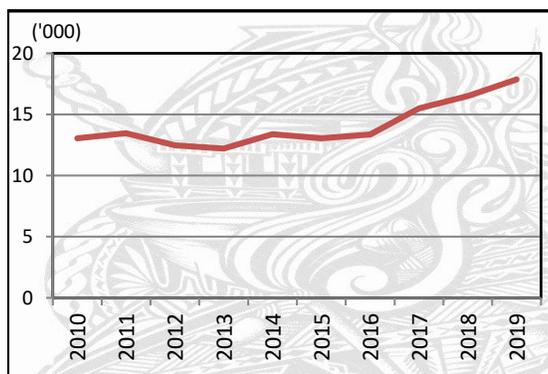
14TH JANUARY 2020

1. TOTAL ARRIVALS

The total International Arrival Statistics recorded for the month of **November 2019** (Table 1), revealed a decrease of 10.7 percent over the previous month and an increase of 8.1 percent over the corresponding month of November 2018. (Refer Fig. 1)

As usual, air was the preferred mode of travel to Samoa, representing 93.3 percent (16,666) of total arrivals, while the remaining 6.7 percent (1,198) arrived by sea in November 2019.

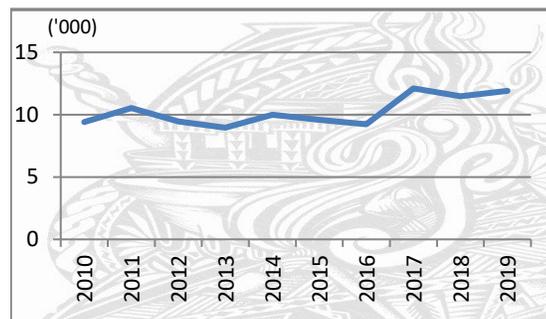
Fig. 1: November Total Arrivals, 2010 – 2019



2. TOTAL VISITORS

Overall Visitors numbered 11,907 for the month under review revealed a decrease of 18.1 over the previous month and an increase of 3.7 percent when compared to the corresponding month of November 2018. (Refer Fig. 2).

Fig. 2: November Total Visitors, 2010 – 2019



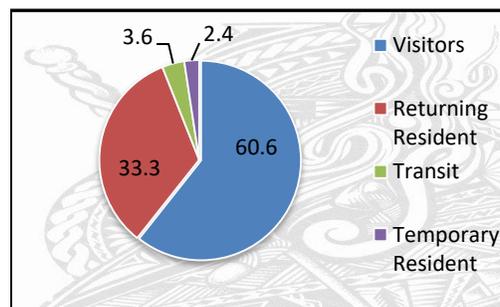
Visitor arrivals have a strong seasonal pattern with a regular peak of numbers during holiday seasons normally December and July. The smoothed short-term trend for visitor arrivals adjusting for seasonal pattern is shown in Appendix Graph 2.

3. TOTAL ARRIVALS BY PURPOSE OF ENTRY

Visitors, (table 2), made up the largest component of all arrivals with 31.4 percent (5,618) by males and 29.1 percent (5,203) represented by females.

Male returning residents made up 19.2 percent (3,438) of total arrivals while their female counterpart made up 14.1 percent (2,519). (Refer Fig. 3)

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



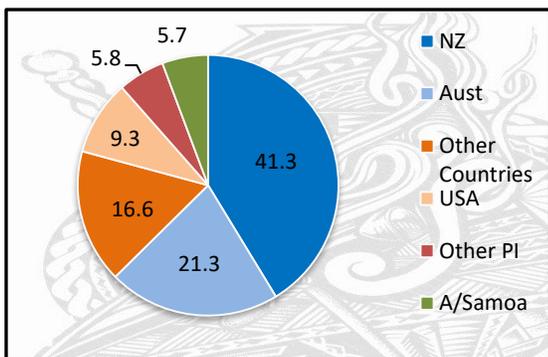
Overview cont'd

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 41.3 percent or 4,921 of total visitors. Australia followed next with a distant 21.3 percent share (2,539).

The United States of America represented 9.3 percent (1,102) while American Samoa represented 5.7 percent (673) of total visitors. (Refer Fig. 4)

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

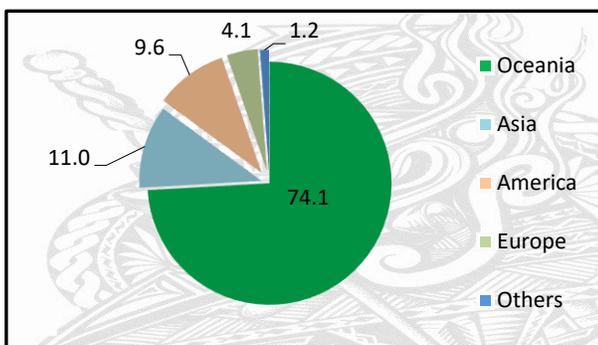


5. TOTAL VISITORS BY REGION

As usual, the Oceanic Region had the highest share of total visitors with 74.1 percent, followed by Asia with 11.0 percent.

America reported a share of 9.6 percent while Europe reported the least share with 4.1 percent. (Refer Fig. 5).

Fig. 5: Total Visitors by Region, November 2019



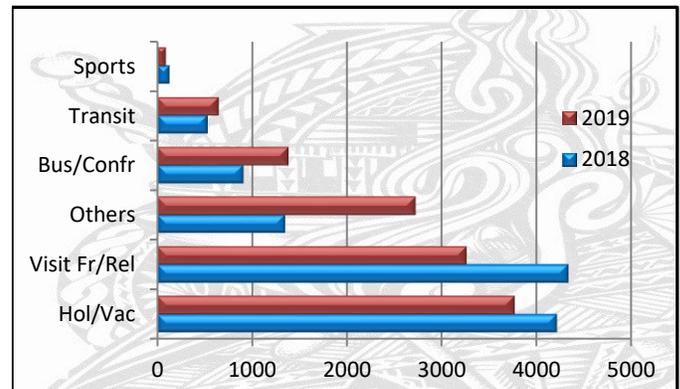
6. TOTAL VISITORS BY PURPOSE OF VISIT

The principal source markets (Table 4) namely New Zealand, Australia, American Samoa and the United States of America constituted 77.6 percent of all visitors visiting Samoa in November 2019.

The majority of visitors (31.7 percent) entered our shores for holiday and vacation while 27.4 percent entered our shores to visit friends and relatives.

Those who were here for Business/ Conference recorded a share of 11.7 percent while those who were here on transit made up 5.5 percent. Fig.6 depicts total visitors by purpose of visit for November 2018 and November 2019.

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

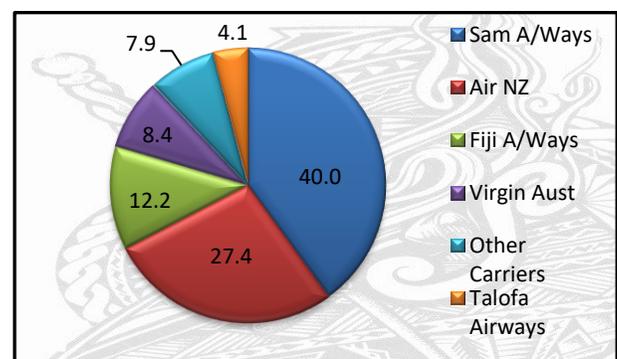


7. TOTAL ARRIVALS BY CARRIER

As depicted in table 5, Samoa Airways leads the way of arrival by carriers during the reference period with a 40.0 percent share (7,149 passengers) then followed by Air New Zealand with a 27.4 percent share (4,894 passengers).

Fiji Airways brought in 12.2 percent (2,173 passengers) of total arrivals while Virgin Australia and Talofa Airways recorded shares of 8.4 percent (1,509) and 4.1 percent (731) respectively. Fig. 7 illustrates total arrivals by carrier during the reference period.

Fig. 7: Total Arrivals by Carrier, November 2019

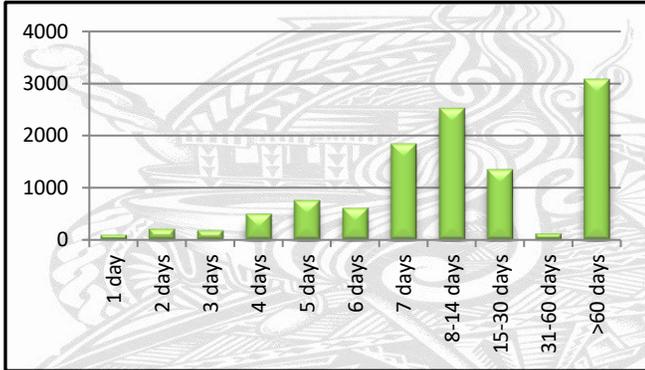


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8. TOTAL VISITORS BY DURATION OF STAY AND PLACE OF STAY

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, November 2019



On the other hand, the majority of visitors (56.9 percent or 6,406 visitors) reported staying in private accommodations or with families/ relatives while 43.1 percent (4,851) stayed in hotel/ motel. (Refer Fig. 9).

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

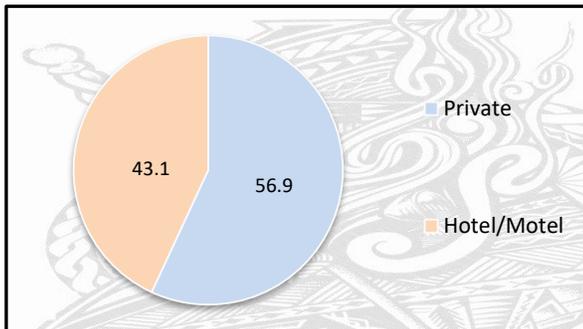
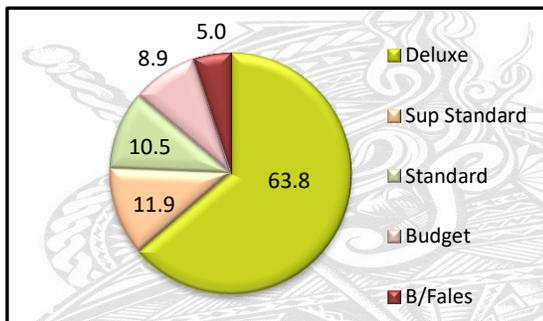


Fig. 10 portrays the number of visitors who stayed in hotels/ motels (4,851) by type of accommodation (hotel/ motel), within the reference month.

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

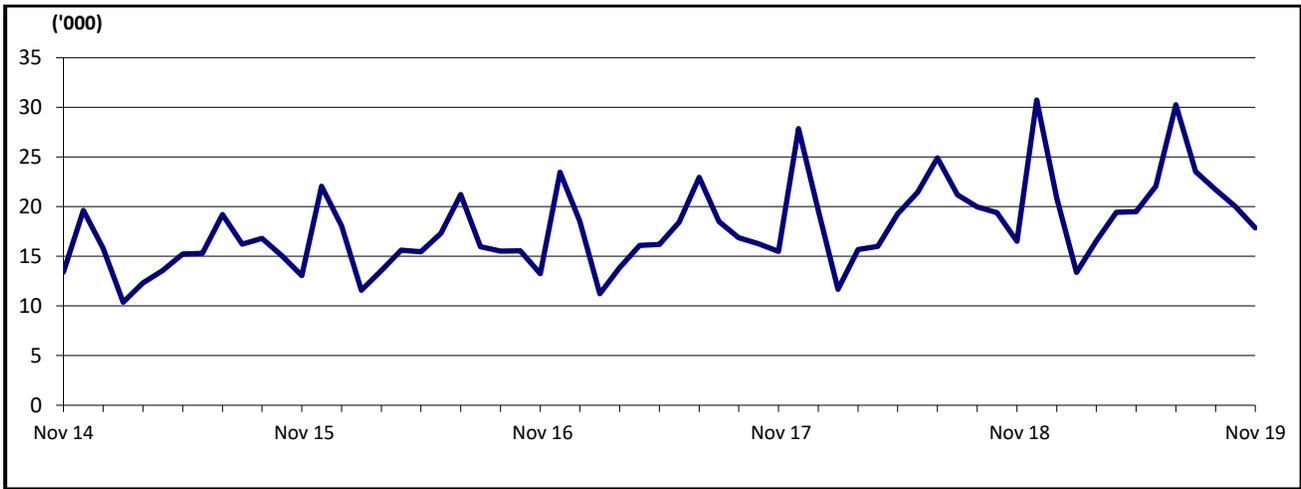
www.sbs.gov.ws

The migration report for the month of December 2019 will be released indefinitely due to the festive season holidays.

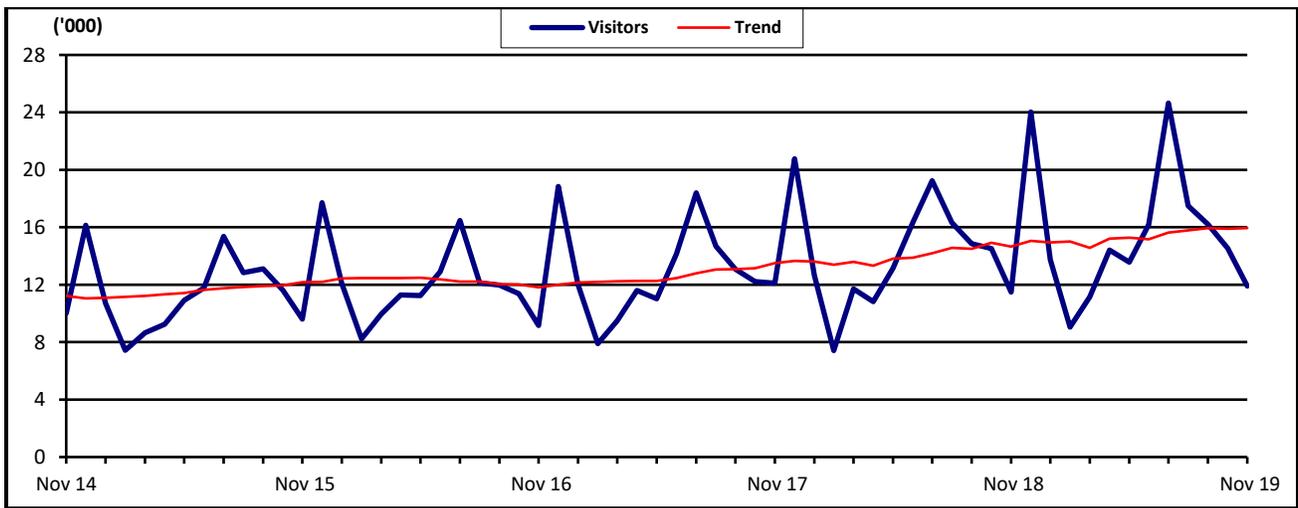
Aliimuamua Malaefono Tauā T Faasalaina
GOVERNMENT STATISTICIAN/ CEO

APPENDIX

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



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



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

