



# Samoa Bureau of Statistics

## International Arrival Statistics

December 2018

### Overview

#### MONTHLY HIGHLIGHTS:

In December 2018 compared with December 2017:

- Total arrivals (30,733) increased by 10.4%
- Total visitors (24,021) increased by 15.6%
- Visitors:

AUST: 28.0% (up by 1,527)

AM. SAM: 20.6% (up by 442)

NZ: 10.5% (up by 1,046)

USA: -6.9% (down by 106)

#### INSIDE THIS ISSUE

December 2018	All Arrivals	All Visitors
Number	30,733	24,021
% change from previous month	86.0	109.2
% change from previous year	10.4	15.6

#### ISSUE #12

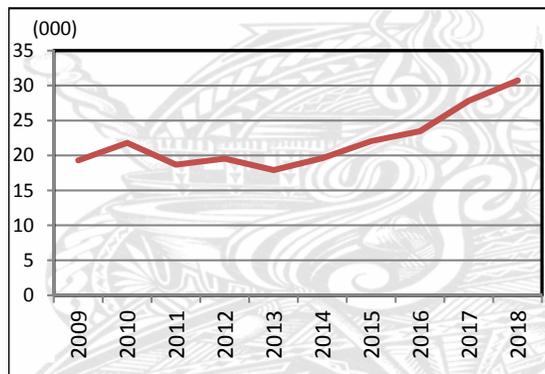
31<sup>ST</sup> JANUARY 2019

#### 1. TOTAL ARRIVALS

The total International Arrival Statistics recorded for the month of **December 2018** (Table 1), revealed an increase of 86.0 percent over the previous month and an increase of 10.4 percent over the corresponding month of December 2017. (Refer Fig. 1)

As usual, air was the preferred mode of travel to Samoa, representing 97.2 percent (29,866) of total arrivals, while the remaining 2.8 percent (867) arrived by sea in December 2018.

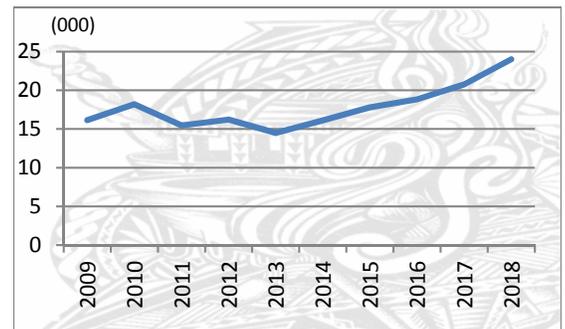
Fig. 1: Total Arrivals, December 2009 – 2018



#### 2. TOTAL VISITORS

Overall Visitors numbered 24,021 for the month under review revealed an increase of 109.2 percent over the previous month and an increase of 15.6 percent when compared to the corresponding month of December 2017. (Refer Fig. 2).

Fig. 2: Total Visitors, December 2009 – 2018



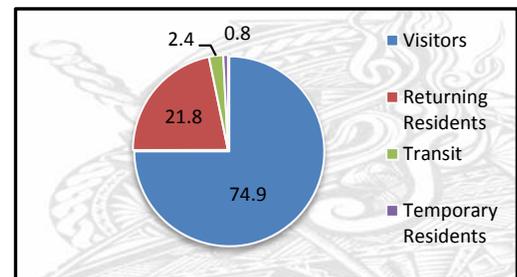
Visitor arrivals have a strong seasonal pattern with a regular peak of numbers during holiday seasons normally December and July. The smoothed short-term trend for visitor arrivals adjusting for seasonal pattern is shown in Appendix Graph 2.

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

Visitors, (table 2), made up the largest component of all arrivals with 38.7 percent (11,880) represented by females and 36.3 percent (11,151) by males.

Male returning residents made up 11.9 percent (3,657) of total arrivals while their female counterpart made up 9.9 percent (3,055). (Refer Fig. 3)

Fig. 3: Total Arrivals, by Purpose of Visit, December 2018



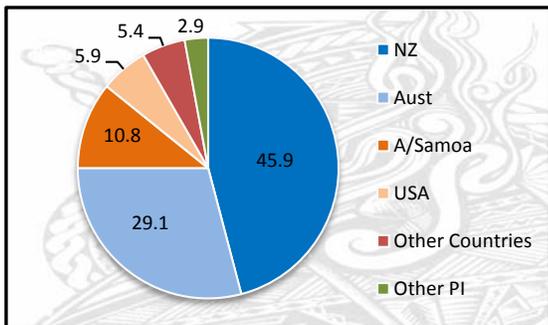
# Overview cont'd

## 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 45.9 percent or 11,016 of total visitors. Australia followed next with a distant 29.1 percent share (6,990).

America Samoa represented 10.8 percent (2,586) while the United States of America represented 5.9 percent (1,424) of total visitors. (Refer Fig. 4)

**Fig. 4: Total Visitors, by Country of Usual Residence, December 2018**

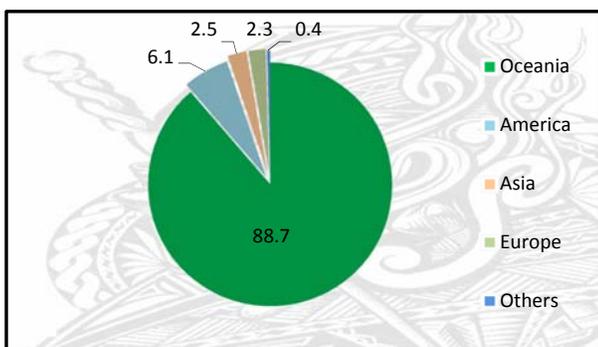


## 5. TOTAL VISITORS BY REGION

As usual, the Oceanic Region had the highest share of total visitors with 88.7 percent, followed by America with 6.1 percent.

Asia reported a share of 2.5 percent while Europe reported the least share with 2.3 percent. (Refer Fig. 5).

**Fig. 5: Total Visitors by Region, December 2018**



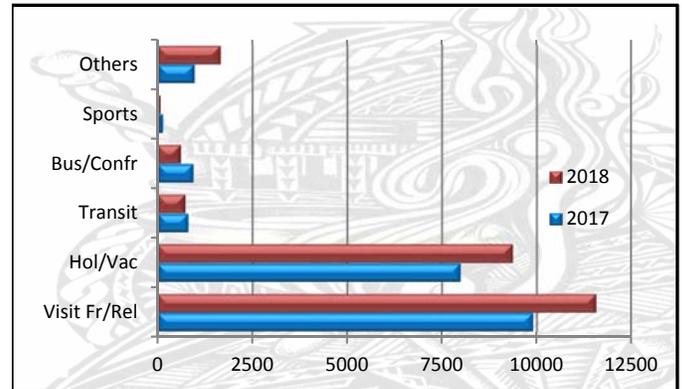
## 6. TOTAL VISITORS BY PURPOSE OF VISIT

The principal source markets (Table 4) namely New Zealand, American Samoa, Australia, and the United States of America constituted 91.7 percent of all visitors visiting Samoa in December 2018.

The majority of visitors (48.2 percent) entered our shores to visit friends and relatives while 38.9 percent entered our shores for holiday and vacation.

Those who were here on transit recorded a share of 3.1 percent while those who were here for Business/ Conference recorded a share of 2.6 percent. Fig.6 depicts total visitors by purpose of visit for December 2017 and December 2018.

**Fig. 6: Total Visitors, by Purpose of Visit, December 2017 & December 2018**

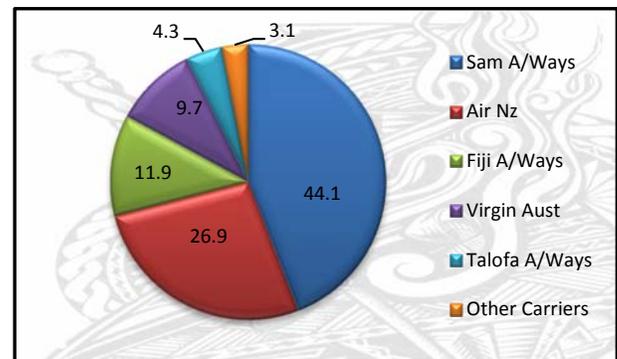


## 7. TOTAL ARRIVALS BY CARRIER

As depicted in table 5, Samoa Airways leads the way of arrival by carriers during the reference period with a 44.1 percent share (13,547 passengers) followed by Air New Zealand with 26.9 percent share (8,266 passengers).

Fiji Airways brought in 11.9 percent (3,671 passengers) of total arrivals while Virgin Australia and Talofa Airways recorded shares of 9.7 percent (2,976) and 4.3 percent (1,336) respectively. Fig. 7 illustrates total arrivals by carrier during the reference period.

**Fig. 7: Total Arrivals by Carrier, December 2018**

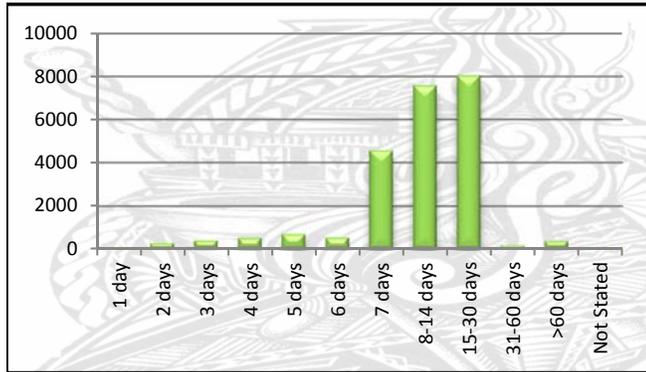


# Overview cont'd

## 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, December 2018**



On the other hand, the majority of visitors (80.0 percent or 18,620 visitors) reported staying in private accommodations or with families/ relatives while only 17.2 percent (4,001) stayed in hotel/ motel. (Refer Fig. 9).

**Fig. 9: Total Visitors by Place of Stay, December 2018**

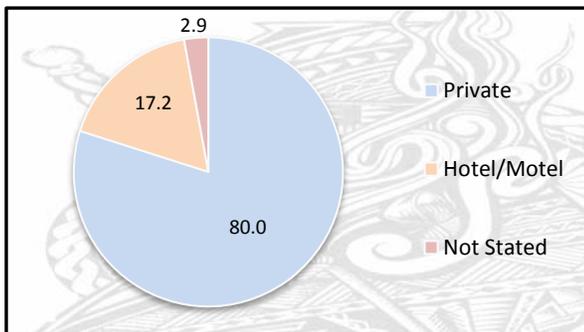
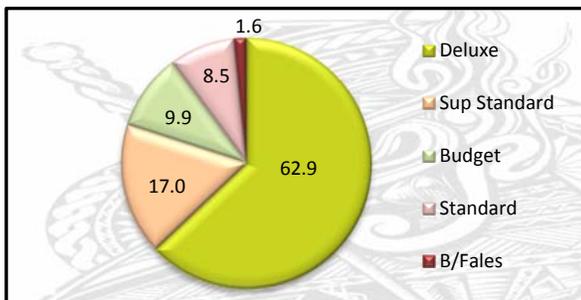


Fig. 10 portrays the number of visitors who stayed in hotels/ motels (4,001) by type of accommodation (hotel/ motel), within the reference month.

**Fig. 10: Visitors Staying in Hotels/ Motels by Type of Accommodation, December 2018**



## 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)

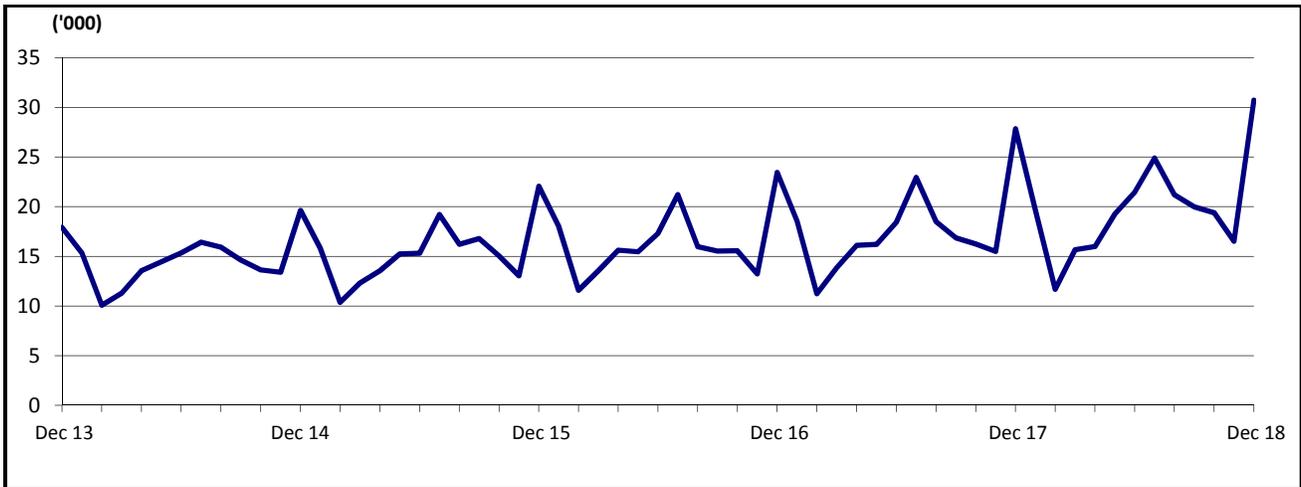
International arrival statistics are compiled on a monthly, quarterly and annual basis. These reports can also be extracted from our website: [www.sbs.gov.ws](http://www.sbs.gov.ws)

The migration report for the month of January 2019 will be released indefinitely due to the back log of the compilation of departure migration statistics for the third quarter of 2018.

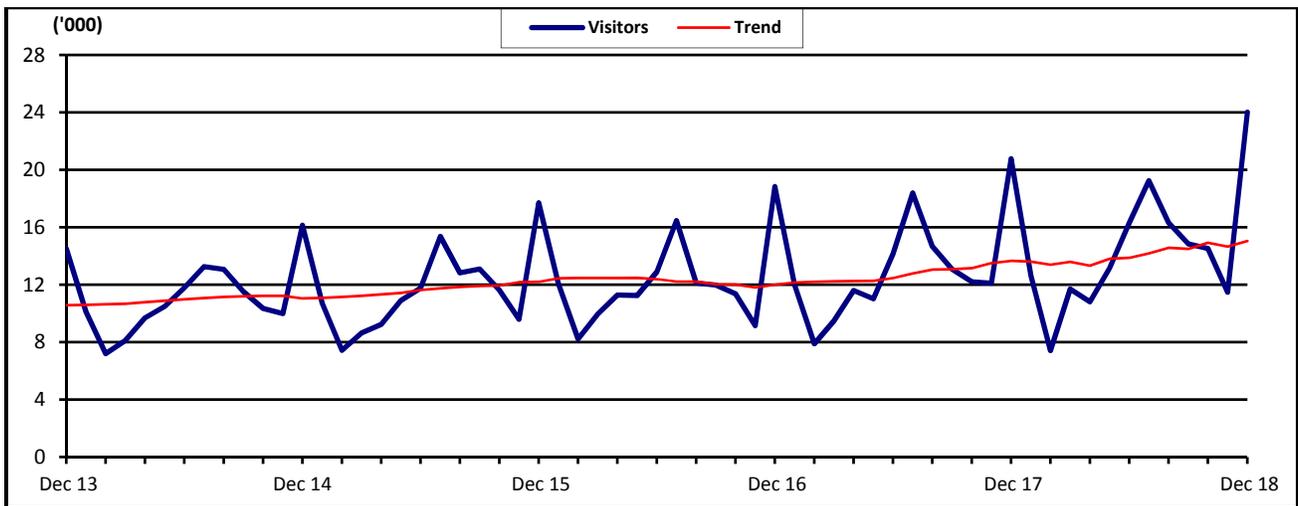
**Aliimuamua Malaefono Tauā T Faasalaina**  
GOVERNMENT STATISTICIAN/ CEO

**APPENDIX**

Graph 1: Monthly Total Arrivals, December 2013 – December 2018



Graph 2: Monthly Total December, 2013 – December 2018



Graph 3: Visitor Arrivals Percentage Change over Previous month, December 2013 – December 2018

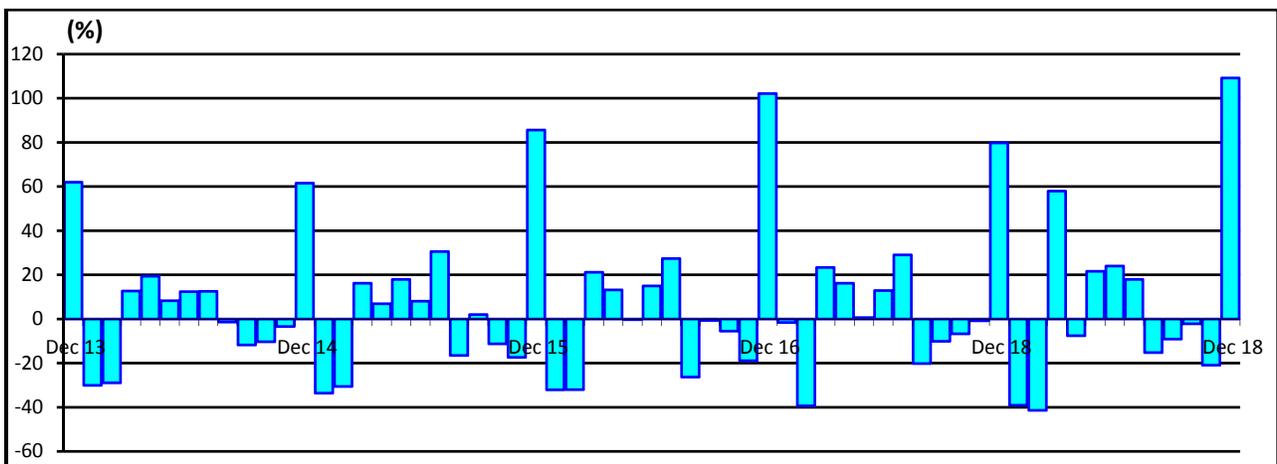


Table 1: Monthly Arrival and Departure by Mode of Travel and Net Migration, 2007 - 2018<sup>1</sup>

Period	Visitors Arrivals			Total Arrivals			Total Departures			Net Migration
	Air	Sea	Total	Air	Sea	Total	Air	Sea	Total	
2007	118,653	3,703	122,356	150,584	7,635	158,219	158,099	8,578	166,677	-8,458
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
<b>2015</b>										
November	9,170	427	9,597	12,357	696	13,053	13,276	727	14,003	-950
December	17,148	663	17,811	20,874	1,195	22,069	15,941	894	16,835	5,234
<b>2016</b>										
January	11,701	394	12,095	17,306	741	18,047	22,657	746	23,403	-5,356
February	7,931	295	8,226	11,136	448	11,584	13,168	495	13,663	-2,079
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
<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	...	...	...	...
December	23,531	490	24,021	29,866	867	30,733	...	...	...	...

**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, December 2018 <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>30,733</b>	<b>15,381</b>	<b>15,352</b>	<b>23,031</b>	<b>11,151</b>	<b>11,880</b>	<b>6,712</b>	<b>3,657</b>	<b>3,055</b>	<b>733</b>	<b>435</b>	<b>298</b>	<b>257</b>	<b>138</b>	<b>119</b>
0 - 4	1,628	838	790	1404	720	684	199	104	95	21	12	9	4	2	2
5 - 9	2,041	1048	993	1801	930	871	207	103	104	27	11	16	6	4	2
10 - 14	2,237	1077	1160	1966	953	1013	226	102	124	36	18	18	9	4	5
15 - 19	2,534	1131	1403	2156	957	1199	321	153	168	33	8	25	24	13	11
20 - 24	2,643	1232	1411	1948	855	1093	626	334	292	51	31	20	18	12	6
25 - 29	2,576	1259	1317	1838	836	1002	647	370	277	76	45	31	15	8	7
30 - 34	2,181	1108	1073	1572	747	825	523	309	214	74	50	24	12	2	10
35 - 39	2,030	1085	945	1403	703	700	543	322	221	66	49	17	18	11	7
40 - 44	2,021	1037	984	1348	625	723	561	338	223	85	56	29	27	18	9
45 - 49	2,355	1210	1145	1612	798	814	644	353	291	76	44	32	23	15	8
50 - 54	2,509	1265	1244	1813	882	931	604	334	270	59	39	20	33	10	23
55 - 59	2,212	1123	1089	1532	780	752	600	299	301	56	31	25	24	13	11
60 - 64	1,558	825	733	1064	551	513	437	238	199	42	27	15	15	9	6
65 - 69	1,121	612	509	800	436	364	290	161	129	17	6	11	14	9	5
70 - 74	625	323	302	438	224	214	168	86	82	12	8	4	7	5	2
75 +	462	208	254	336	154	182	116	51	65	2	0	2	8	3	5
<b>% DISTRIBUTION <sup>2</sup></b>	<b>100</b>	<b>50.0</b>	<b>50.0</b>	<b>74.9</b>	<b>36.3</b>	<b>38.7</b>	<b>21.8</b>	<b>11.9</b>	<b>9.9</b>	<b>2.4</b>	<b>1.4</b>	<b>1.0</b>	<b>0.8</b>	<b>0.4</b>	<b>0.4</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, December 2018 <sup>1</sup>

Country of Usual Residence	Mode of Travel			Percentage %
	Air	Sea	Total	
<b>OCEANIA</b>	<b>20,988</b>	<b>322</b>	<b>21,310</b>	<b>88.7</b>
American Samoa	2,522	64	2,586	10.8
Fiji	331	34	365	1.5
Cook Island	7	0	7	0
Other Pacific Is	289	57	346	1.4
New Zealand	10,866	150	11,016	45.9
Australia	6,973	17	6,990	29.1
<b>EUROPE</b>	<b>537</b>	<b>5</b>	<b>542</b>	<b>2.3</b>
United Kingdom	164	2	166	0.7
Scandinavia	14	0	14	0.1
Benelux	9	0	9	0.0
Germany	52	0	52	0.2
Other Europe	298	3	301	1.3
<b>AMERICA</b>	<b>1,450</b>	<b>11</b>	<b>1,461</b>	<b>6.1</b>
U.S.A	1,413	11	1,424	5.9
Canada	37	0	37	0.2
<b>ASIA</b>	<b>465</b>	<b>137</b>	<b>602</b>	<b>2.5</b>
Japan	45	0	45	0.2
China	179	39	218	0.9
Korea	84	0	84	0.3
Other Asia	157	98	255	1.1
<b>OTHERS</b>	<b>91</b>	<b>15</b>	<b>106</b>	<b>0.4</b>
<b>TOTAL</b>	<b>23,531</b>	<b>490</b>	<b>24,021</b>	<b>100%</b>
<b>PERCENTAGE DISTRIBUTION</b>	<b>98.0</b>	<b>2.0</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, December 2018 <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>21,310</b>	<b>88.7</b>	<b>8,363</b>	<b>520</b>	<b>10,723</b>	<b>83</b>	<b>476</b>	<b>1,145</b>
American Samoa	2,586	10.8	1,160	56	1,114	3	253	0
Fiji	365	1.5	151	67	81	2	64	0
Cook Island	7	0.0	2	0	5	0	0	0
Other Pacific Is	346	1.4	136	36	112	25	37	0
New Zealand	11,016	45.9	4,229	229	5,801	44	84	629
Australia	6,990	29.1	2,685	132	3,610	9	38	516
<b>EUROPE</b>	<b>542</b>	<b>2.3</b>	<b>235</b>	<b>25</b>	<b>107</b>	<b>1</b>	<b>34</b>	<b>140</b>
United Kingdom	166	0.7	76	9	54	1	24	2
Scandinavia	14	0.1	10	0	3	0	1	0
Benelux	9	0.0	6	1	0	0	0	2
Germany	52	0.2	45	3	3	0	0	1
Other Europe	301	1.3	98	12	47	0	9	135
<b>AMERICA</b>	<b>1,461</b>	<b>6.1</b>	<b>523</b>	<b>39</b>	<b>673</b>	<b>0</b>	<b>78</b>	<b>148</b>
U.S.A.	1,424	5.9	503	38	666	0	78	139
Canada	37	0.2	20	1	7	0	0	9
<b>ASIA</b>	<b>602</b>	<b>2.5</b>	<b>172</b>	<b>26</b>	<b>60</b>	<b>0</b>	<b>141</b>	<b>203</b>
Japan	45	0.2	22	5	9	0	1	8
China	218	0.9	71	11	17	0	30	89
Korea	84	0.3	36	5	26	0	6	11
Other Asia	255	1.1	43	5	8	0	104	95
<b>OTHER COUNTRIES</b>	<b>106</b>	<b>0.4</b>	<b>62</b>	<b>5</b>	<b>10</b>	<b>0</b>	<b>4</b>	<b>25</b>
<b>TOTAL</b>	<b>24,021</b>	<b>100.0</b>	<b>9,355</b>	<b>615</b>	<b>11,573</b>	<b>84</b>	<b>733</b>	<b>1,661</b>
<b>Percentage Distribution <sup>2</sup></b>	<b>100.0</b>		<b>38.9</b>	<b>2.6</b>	<b>48.2</b>	<b>0.3</b>	<b>3.1</b>	<b>6.9</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, December 2018 <sup>1</sup>

Carrier	Total		Purpose of Entry			
			Returning Residence	Percentage <sup>2</sup>	Total Visitors	Percentage <sup>2</sup>
<b>Total</b>	<b>30,733</b>	<b>100%</b>	<b>6,712</b>	<b>21.8</b>	<b>24,021</b>	<b>78.2</b>
<b>AIR</b>	<b>29,866</b>	<b>97.2</b>	<b>6,335</b>	<b>20.6</b>	<b>23,531</b>	<b>76.6</b>
Virgin Australia <sup>3</sup>	2,976	9.7	366	1.2	2,610	8.5
Samoa Airways <sup>4</sup>	13,547	44.1	3,425	11.1	10,122	32.9
Talofa Airways	1,336	4.3	506	1.6	830	2.7
Air New Zealand	8,266	26.9	1,458	4.7	6,808	22.2
Fiji Airways <sup>5</sup>	3,671	11.9	563	1.8	3,108	10.1
Other Air Carrier	70	0.2	17	0.1	53	0.2
<b>SEA</b>	<b>867</b>	<b>2.8</b>	<b>377</b>	<b>1.2</b>	<b>490</b>	<b>1.6</b>
Lady Naomi	315	1.0	235	0.8	80	0.3
Yacht	6	0	0	0	6	0
Other Sea Carrier	546	1.8	142	0.5	404	1.3

**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, December 2018 <sup>1</sup>

Duration of Stay	Place of Stay			
	Total	Hotel/Motel	Private	Not Stated
<b>Total</b>	<b>23,288</b>	<b>4,001</b>	<b>18,620</b>	<b>667</b>
1day	63	24	38	1
2days	269	111	157	1
3days	401	183	216	2
4days	518	223	292	3
5days	703	327	369	7
6days	542	258	281	3
7days	4,571	964	3164	443
8-14days	7,581	1411	6109	61
15-30days	8,038	387	7603	48
31-60days	169	84	83	2
61-90days	26	20	5	1
91-180days	28	2	23	3
181-365days	37	0	20	17
> Year	288	2	211	75
Not Stated	54	5	49	0
<b>Percentage Distribution <sup>2</sup></b>	<b>100</b>	<b>17.2</b>	<b>80.0</b>	<b>2.9</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