



# Samoa Bureau of Statistics

## International Arrival Statistics

February 2018

### Overview

#### MONTHLY HIGHLIGHTS:

In February 2018 compared with February 2017:

- Total arrivals (11,683) increased by 4.0%
- Total visitors (7,413) decreased by 6.1%
- Visitors:

USA: 76% (up by 355)

NZ: -7.4% (down by 243)

AM. SAM: -67.4% (down by 547)

AUST: -9.1% (down by 157)

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January 2017	All Arrivals	All Visitors
Number	11,683	7,413
% change from previous month	-40.5	-41.4
% change from previous year	4.0	-6.1

ISSUE #2

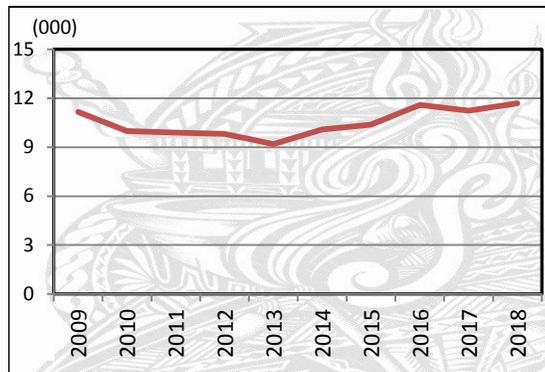
12<sup>TH</sup> JUNE 2018

#### 1. TOTAL ARRIVALS

The total International Arrival Statistics recorded for the month of **February 2018** (table 1), revealed a decrease of 40.5 percent over the previous month and an increase of 4.0 percent over the corresponding month of February 2017. (Refer Fig. 1)

Air was the preferred mode of travel to Samoa, representing 95.5 percent (11,155) of total arrivals, while the remaining 4.5 percent (528) arrived by sea in February 2018.

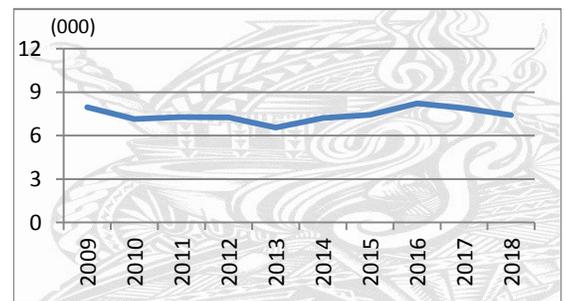
Fig. 1: February Total Arrivals, 2009 – 2018



#### 2. TOTAL VISITORS

Overall Visitors numbered 7,413 for the month under review revealed a decrease of 41.4 percent over the previous month and a decrease of 6.1 percent when compared to the corresponding month of February 2017. (Refer Fig. 2).

Fig. 2: February Total Visitors, 2009 – 2018



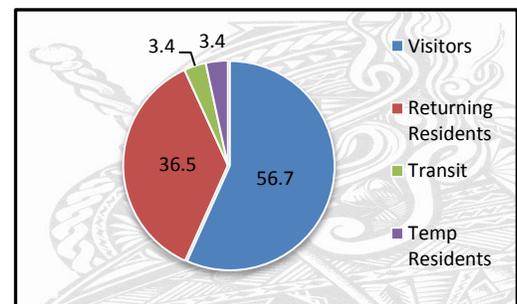
Visitor arrivals have a strong seasonal pattern with a regular peak of numbers during holiday seasons normally from December to January. The smoothed short-term trend for visitor arrivals adjusting for seasonal pattern is shown in Appendix Graph 2.

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

Visitors, (table 2), made up the largest component of all arrivals with 29.8 percent (3,485) being males and 26.9 percent (3,140) being females.

Male returning residents made up 18.8 percent (2,200) of total arrivals while their female counterpart made up 17.7 percent (2,070). (Refer Fig. 3)

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



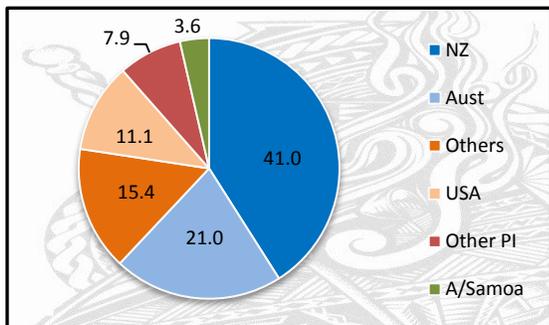
# Overview cont'd

## 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 41.0 percent or 3,036 of total visitors. Australia followed next with a distant 21.0 percent share (1,559).

The United States of America represented 11.1 percent (822) while American Samoa represented 3.6 percent (265) of total visitors. (Refer Fig. 4)

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

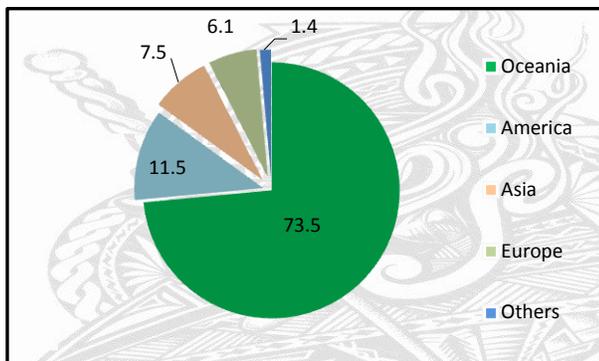


## 5. TOTAL VISITORS BY REGION

The Oceanic Region had the highest share of total visitors with 73.5 percent, followed by America with 11.5 percent.

Asia reported a share of 7.5 percent while Europe reported the least share with 6.1 percent. (Refer Fig. 5).

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



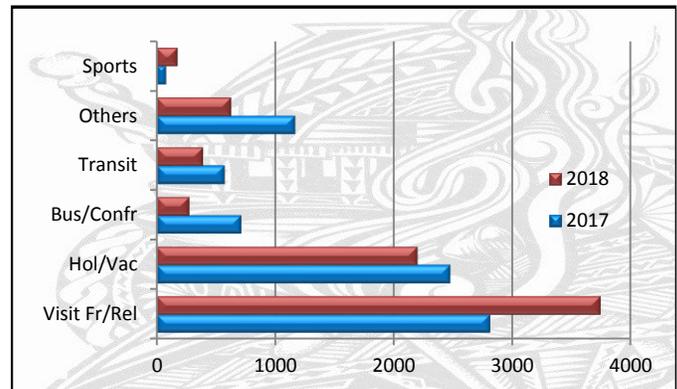
## 6. TOTAL VISITORS BY PURPOSE OF VISIT

The principal source markets (table 4) namely New Zealand, American Samoa, Australia, and the United States of America constituted 76.7 percent of all visitors visiting Samoa in February 2018.

The majority of visitors (50.4 percent) entered our shores to visit friends and relatives while 29.7 percent entered our shores for holidays and vacations.

Those who were here on transit made up 5.3 percent while those who were here for Business/ Conference recorded a share of 3.7 percent. Fig.6 depicts total visitors by purpose of visit for February 2017 and February 2018.

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

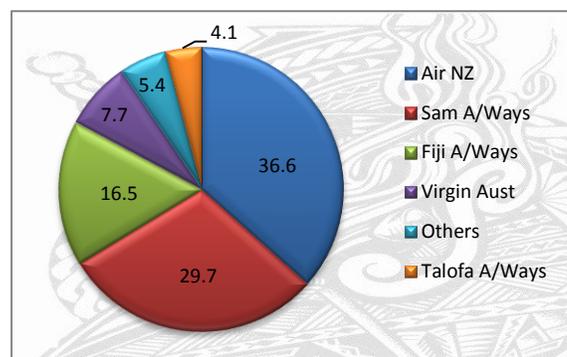


## 7. TOTAL ARRIVALS BY CARRIER

As depicted in table 5, Air New Zealand leads the way of arrival by carriers' during the reference period with a 36.6 percent share (4,274 passengers) followed by Samoa Airways with a 29.7 percent share (3,472 passengers).

Fiji Airways brought in 16.5 percent (1,929 passengers) of total arrivals while Virgin Australia and Talofa Airways recorded shares of 7.7 percent (900) and 4.1 percent (477) respectively. Fig. 7 illustrates total arrivals by carrier during the reference period.

**Fig. 7: Total Arrivals by Carrier**

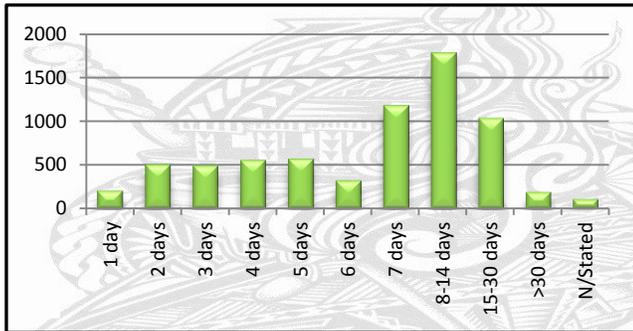


# Overview cont'd

## 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**



On the other hand, the majority of visitors (52.7 percent or 3,702 visitors) reported staying in private accommodation or with families/ relatives while 39.9 percent (2,801) stayed in hotels/ motels. The remaining 7.4 percent or 518 visitors did not state their place of stay. (Refer Fig. 9).

**Fig. 9: Total Visitors by Place of Stay**

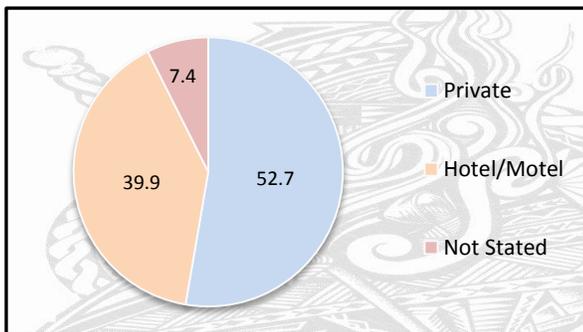
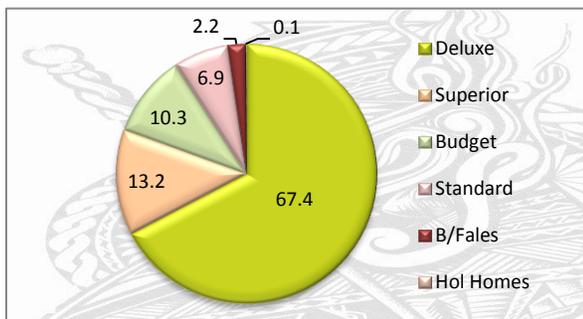


Fig. 10 portrays the number of visitors who stayed in hotels/ motels (2,801) by type of accommodation (hotel/ motel), within the reference month.

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



## 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:

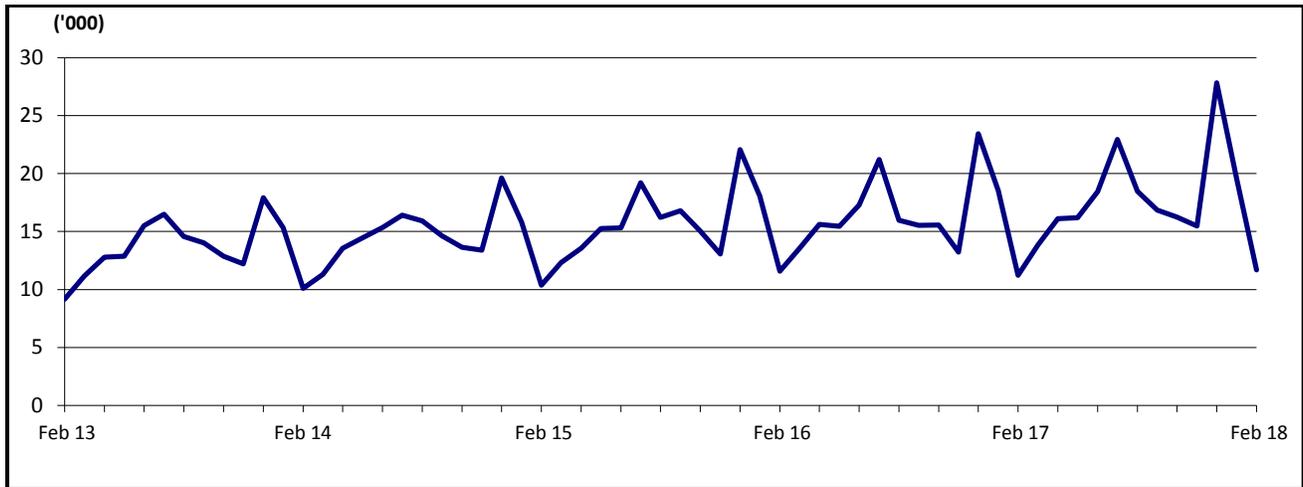
[www.sbs.gov.ws](http://www.sbs.gov.ws)

The migration report for the month of March 2018 will be released indefinitely due to the back log of migration statistics for the other months.

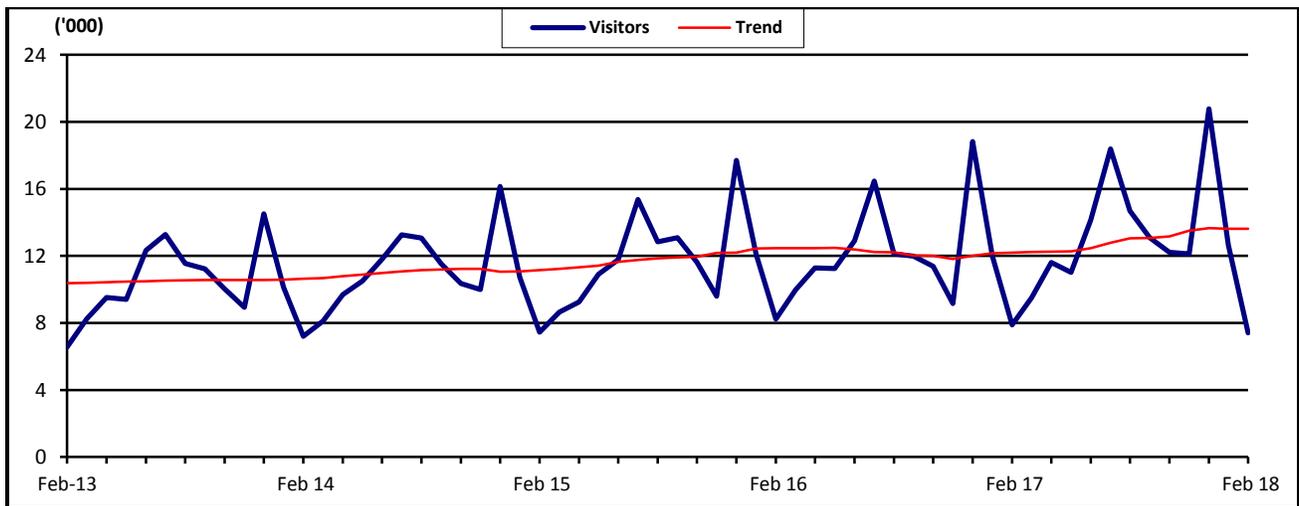
**Aliimuamua Malaefono Tauā T Faasalaina**  
**GOVERNMENT STATISTICIAN/ CEO**

**APPENDIX**

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



Graph 2: Monthly Total Visitors, February 2013 – February 2018



Graph 3: Visitors Percentage Change over Previous month, February 2013 – February 2018

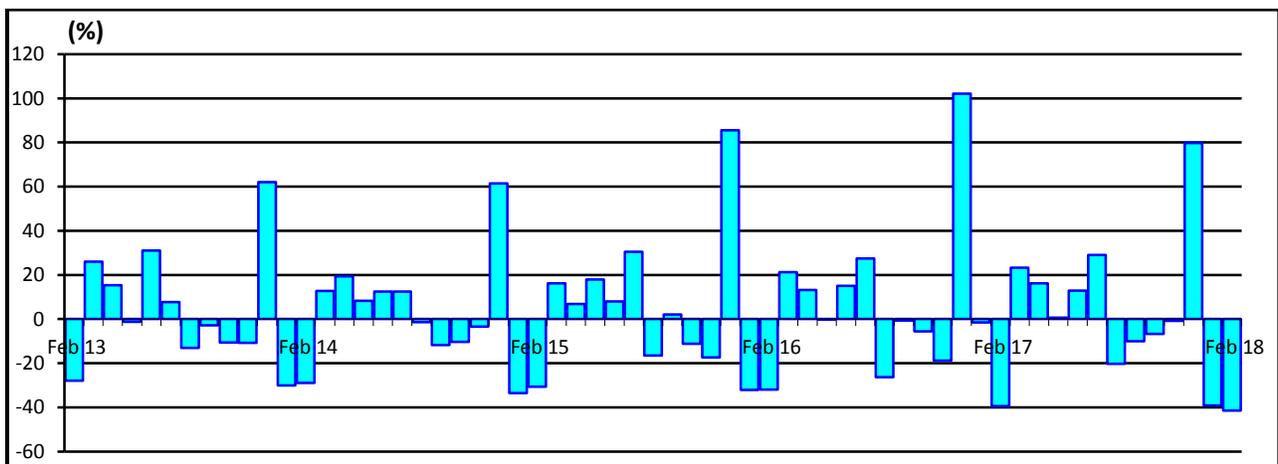


Table 1: Monthly Arrival and Departure by Mode of Travel and Net Migration, 2013 - 2018<sup>1</sup>

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	...	...	...	...
<b>2015</b>										
January	10,519	198	10,717	15,260	556	15,816	19,039	764	19,803	-3,987
February	7,163	277	7,440	9,808	566	10,374	12,126	633	12,759	-2,385
March	8,521	124	8,645	11,863	459	12,322	12,629	579	13,208	-886
April	9,112	131	9,243	12,747	816	13,563	13,533	890	14,423	-860
May	10,681	218	10,899	14,518	730	15,248	13,221	881	14,102	1,146
June	11,260	515	11,775	14,466	835	15,301	12,756	819	13,575	1,726
July	15,137	232	15,369	18,756	457	19,213	19,418	474	19,892	-679
August	12,605	229	12,834	15,920	304	16,224	17,034	571	17,605	-1,381
September	12,709	384	13,093	16,230	566	16,796	16,280	612	16,892	-96
October	10,987	633	11,620	13,983	1,068	15,051	16,090	1,023	17,113	-2,062
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	...	...	...	...
June	13,943	314	14,257	17,997	437	18,434	...	...	...	...
July	18,104	288	18,392	22,609	340	22,949	...	...	...	...
August	14,394	286	14,680	17,807	678	18,485	...	...	...	...
September	12,676	409	13,085	16,073	792	16,865	...	...	...	...
October	11,795	419	12,214	15,390	861	16,251	...	...	...	...
November	11,834	277	12,111	14,976	513	15,489	...	...	...	...
December	20,395	382	20,777	26,817	1,030	27,847	...	...	...	...
<b>2018</b>										
January	12,177	477	12,654	18,834	788	19,622	...	...	...	...
February	7,127	286	7,413	11,155	528	11,683	...	...	...	...

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, February 2018 <sup>1</sup>

Age	Purpose of Entry														
	Total			Visitors			Returning Residence			Transit			Temporary Resident		
	Total	Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female
<b>Total</b>	<b>11,683</b>	<b>6,127</b>	<b>5,556</b>	<b>6,625</b>	<b>3,485</b>	<b>3,140</b>	<b>4,270</b>	<b>2,200</b>	<b>2,070</b>	<b>392</b>	<b>252</b>	<b>140</b>	<b>396</b>	<b>190</b>	<b>206</b>
0 - 4	385	212	173	247	130	117	127	77	50	5	3	2	6	2	4
5 - 9	395	224	171	229	142	87	149	73	76	5	4	1	12	5	7
10 - 14	317	143	174	187	85	102	119	52	67	2	1	1	9	5	4
15 - 19	489	189	300	240	92	148	206	86	120	29	6	23	14	5	9
20 - 24	911	401	510	517	192	325	341	182	159	25	13	12	28	14	14
25 - 29	1,071	562	509	631	330	301	358	187	171	36	26	10	46	19	27
30 - 34	947	507	440	583	295	288	278	157	121	54	41	13	32	14	18
35 - 39	937	531	406	524	294	230	348	188	160	38	32	6	27	17	10
40 - 44	980	530	450	555	304	251	339	176	163	48	34	14	38	16	22
45 - 49	1,085	590	495	615	339	276	391	200	191	44	31	13	35	20	15
50 - 54	1,104	581	523	629	334	295	397	214	183	41	20	21	37	13	24
55 - 59	979	527	452	533	304	229	392	196	196	23	14	9	31	13	18
60 - 64	789	448	341	416	251	165	321	166	155	19	14	5	33	17	16
65 - 69	638	325	313	345	180	165	261	125	136	8	6	2	24	14	10
70 - 74	401	232	169	231	138	93	146	78	68	10	5	5	14	11	3
75 +	255	125	130	143	75	68	97	43	54	5	2	3	10	5	5
<b>% DISTRIBUTION <sup>2</sup></b>	<b>100</b>	<b>52.4</b>	<b>47.6</b>	<b>56.7</b>	<b>29.8</b>	<b>26.9</b>	<b>36.5</b>	<b>18.8</b>	<b>17.7</b>	<b>3.4</b>	<b>2.2</b>	<b>1.2</b>	<b>3.4</b>	<b>1.6</b>	<b>1.8</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, February 2018 <sup>1</sup>

Country of Usual Residence	Mode of Travel			Percentage %
	Air	Sea	Total	
<b>OCEANIA</b>	<b>5,269</b>	<b>176</b>	<b>5,445</b>	<b>73.5</b>
American Samoa	253	12	265	3.6
Fiji	249	7	256	3.5
Cook Island	1	0	1	0
Other Pacific Is	250	78	328	4.4
New Zealand	2,974	62	3,036	41.0
Australia	1,542	17	1,559	21.0
<b>EUROPE</b>	<b>453</b>	<b>0</b>	<b>453</b>	<b>6.1</b>
United Kingdom	102	0	102	1.4
Scandinavia	41	0	41	0.6
Benelux	23	0	23	0.3
Germany	58	0	58	0.8
Other Europe	229	0	229	3.1
<b>AMERICA</b>	<b>853</b>	<b>3</b>	<b>856</b>	<b>11.5</b>
U.S.A	819	3	822	11.1
Canada	34	0	34	0.5
<b>ASIA</b>	<b>448</b>	<b>107</b>	<b>555</b>	<b>7.5</b>
Japan	55	0	55	0.7
China	153	21	174	2.3
Korea	17	1	18	0.2
Other Asia	223	85	308	4.2
<b>OTHERS</b>	<b>104</b>	<b>0</b>	<b>104</b>	<b>1.4</b>
<b>TOTAL</b>	<b>7,127</b>	<b>286</b>	<b>7,413</b>	<b>100%</b>
<b>PERCENTAGE DISTRIBUTION</b>	<b>96.1</b>	<b>3.9</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, February 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>5,445</b>	<b>73.5</b>	<b>1,366</b>	<b>240</b>	<b>3,125</b>	<b>41</b>	<b>171</b>	<b>502</b>	
American Samoa	265	3.6	37	4	144	1	46	33	
Fiji	256	3.5	38	8	120	2	31	57	
Cook Island	1	0.0	1	0	0	0	0	0	
Other Pacific Is	328	4.4	93	6	104	0	44	81	
New Zealand	3,036	41.0	756	39	1,948	25	33	235	
Australia	1,559	21.0	441	183	809	13	17	96	
<b>EUROPE</b>	<b>453</b>	<b>6.1</b>	<b>130</b>	<b>24</b>	<b>135</b>	<b>136</b>	<b>13</b>	<b>15</b>	
United Kingdom	102	1.4	4	21	10	62	1	4	
Scandinavia	41	0.6	0	0	1	37	3	0	
Benelux	23	0.3	17	0	0	1	2	3	
Germany	58	0.8	27	0	6	23	1	1	
Other Europe	229	3.1	82	3	118	13	6	7	
<b>AMERICA</b>	<b>856</b>	<b>11.5</b>	<b>413</b>	<b>5</b>	<b>295</b>	<b>0</b>	<b>74</b>	<b>69</b>	
U.S.A.	822	11.1	390	5	286	0	72	69	
Canada	34	0.5	23	0	9	0	2	0	
<b>ASIA</b>	<b>555</b>	<b>7.5</b>	<b>221</b>	<b>8</b>	<b>163</b>	<b>0</b>	<b>125</b>	<b>38</b>	
Japan	55	0.7	42	1	7	0	0	5	
China	174	2.3	65	7	47	0	46	9	
Korea	18	0.2	10	0	6	0	2	0	
Other Asia	308	4.2	104	0	103	0	77	24	
<b>OTHER COUNTRIES</b>	<b>104</b>	<b>1.4</b>	<b>70</b>	<b>0</b>	<b>20</b>	<b>0</b>	<b>9</b>	<b>5</b>	
<b>TOTAL</b>	<b>7,413</b>	<b>100</b>	<b>2,200</b>	<b>277</b>	<b>3,738</b>	<b>177</b>	<b>392</b>	<b>629</b>	
<b>Percentage Distribution <sup>2</sup></b>	<b>100.0</b>		<b>29.7</b>	<b>3.7</b>	<b>50.4</b>	<b>2.4</b>	<b>5.3</b>	<b>8.5</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, February 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>11,683</b>	<b>100%</b>	<b>4,512</b>	<b>38.6</b>	<b>14,826</b>	<b>126.9</b>
<b>AIR</b>	<b>11,155</b>	<b>95.5</b>	<b>4,028</b>	<b>34.5</b>	<b>7,127</b>	<b>61.0</b>
Virgin Australia <sup>3</sup>	<b>900</b>	<b>7.7</b>	210	1.8	690	5.9
Samoa Airways <sup>4</sup>	<b>3,472</b>	<b>29.7</b>	1,774	15.2	1,698	14.5
Talofa Airways	<b>477</b>	<b>4.1</b>	240	2.1	237	2.0
Air New Zealand	<b>4,274</b>	<b>36.6</b>	1,338	11.5	2,936	25.1
Fiji Airways <sup>5</sup>	<b>1,929</b>	<b>16.5</b>	466	4.0	1,463	12.5
Other Air Carrier	<b>103</b>	<b>0.9</b>	0	0.0	103	0.9
<b>SEA</b>	<b>528</b>	<b>4.5</b>	<b>242</b>	<b>2.1</b>	<b>286</b>	<b>2.4</b>
Lady Naomi	<b>216</b>	<b>1.8</b>	196	1.7	20	0.2
Yacht	<b>0</b>	<b>0</b>	0	0	0	0
Other Sea Carrier	<b>312</b>	<b>2.7</b>	46	0.4	266	2.3

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, February 2018 <sup>1</sup>

Duration of Stay	Place of Stay			
	Total	Hotel/Motel	Private	Not Stated
<b>Total</b>	<b>7,021</b>	<b>2,801</b>	<b>3,702</b>	<b>518</b>
1day	212	93	113	6
2days	512	262	248	2
3days	500	322	174	4
4days	563	258	297	8
5days	577	258	303	16
6days	330	205	123	2
7days	1,189	265	696	228
8-14days	1,789	826	953	10
15-30days	1,041	304	683	54
31-60days	33	3	13	17
61-90days	98	1	5	92
91-180days	58	3	26	29
181-365days	7	1	6	0
> Year	0	0	0	0
Not Stated	112	0	62	50
<b>Percentage Distribution <sup>2</sup></b>	<b>100</b>	<b>39.9</b>	<b>52.7</b>	<b>7.4</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