



Samoa Bureau of Statistics

International Arrival Statistics

September 2018

Overview

MONTHLY HIGHLIGHTS:

In September 2018 compared with September 2017:

- Total arrivals (19,980) increased by 18.5%
- Total visitors (14,843) increased by 13.4%
- Visitors:
 - USA: 37.8% (up by 241)
 - NZ: 25.9% (up by 1,486)
 - AUST: 15.6% (up by 489)
 - AM. SAM: -26.1% (down by 371)

INSIDE THIS ISSUE

September 2018	All Arrivals	All Visitors
Number	19,980	14,843
% change from previous month	-5.7	-9.1
% change from previous year	18.5	13.4

ISSUE #9

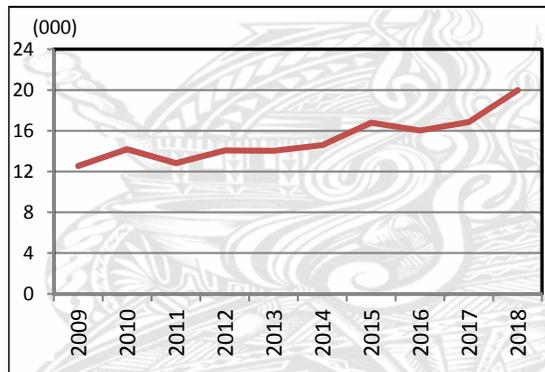
19TH OCTOBER 2018

1. TOTAL ARRIVALS

The total International Arrival Statistics recorded for the month of **September 2018** (Table 1), revealed a decrease of 5.7 percent over the previous month and an increase of 18.5 percent over the corresponding month of September 2017. (Refer Fig. 1)

As usual, air was the preferred mode of travel to Samoa, representing 97.6 percent (19,494) of total arrivals, while the remaining 2.4 percent (486) arrived by sea in September 2018.

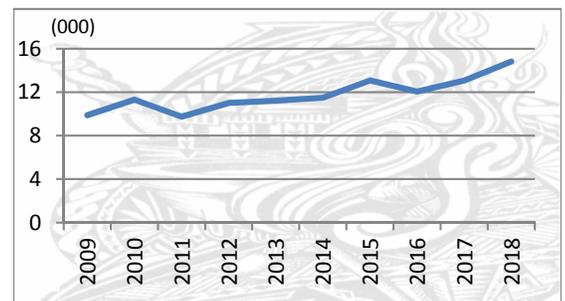
Fig. 1: Total Arrivals, September 2009 – 2018



2. TOTAL VISITORS

Overall Visitors numbered 14,843 for the month under review revealed a decrease of 9.1 percent over the previous month and an increase of 13.4 percent when compared to the corresponding month of September 2017. (Refer Fig. 2).

Fig. 2: Total Visitors, September 2009 – 2018



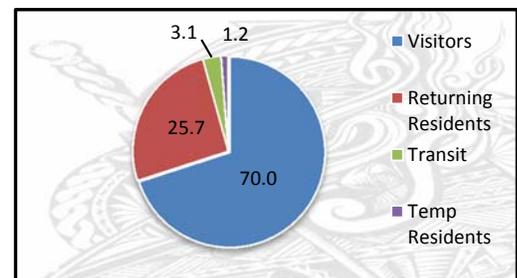
Visitor arrivals have a strong seasonal pattern with a regular peak of numbers during holiday seasons normally December and July. The smoothed short-term trend for visitor arrivals adjusting for seasonal pattern is shown in Appendix Graph 2.

3. TOTAL ARRIVALS BY PURPOSE OF ENTRY

Visitors, (table 2), made up the largest component of all arrivals with 35.5 percent (7,093) represented by females and 34.5 percent (6,887) represented by males.

Male returning residents made up 15.2 percent (3,046) of total arrivals while their female counterpart made up 10.5 percent (2,091). (Refer Fig. 3)

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



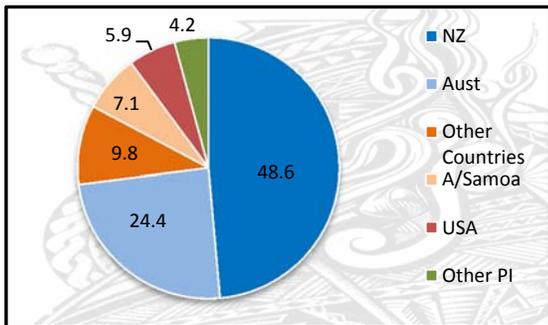
Overview cont'd

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 48.6 percent or 7,215 of total visitors. Australia followed next with a distant 24.4 percent share (3,616).

America Samoa represented 7.1 percent (1,049) while the United States of America represented 5.9 percent (878) of total visitors. (Refer Fig. 4)

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

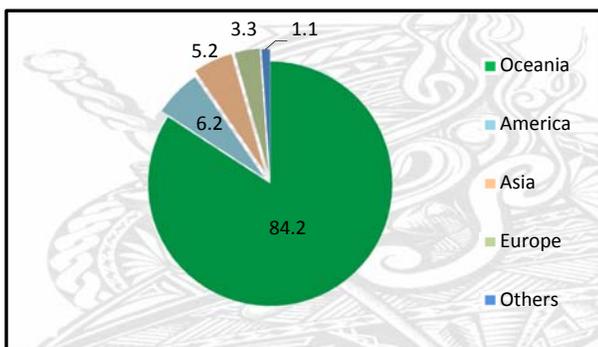


5. TOTAL VISITORS BY REGION

As usual, the Oceanic Region had the highest share of total visitors with 84.2 percent, followed by America with 6.2 percent.

Asia reported a share of 5.2 percent while Europe reported the least share with 3.3 percent. (Refer Fig. 5).

Fig. 5: Total Visitors by Region, September 2018



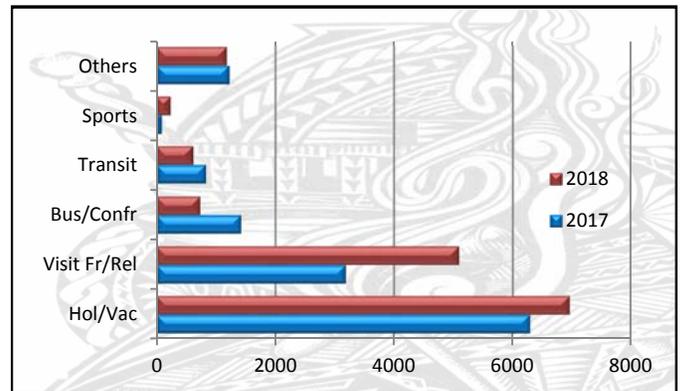
6. TOTAL VISITORS BY PURPOSE OF VISIT

The principal source markets (Table 4) namely New Zealand, American Samoa, Australia, and the United States of America constituted 86.0 percent of all visitors visiting Samoa in September 2018.

The majority of visitors (46.9 percent) entered our shores for holiday and vacation while 34.3 percent entered our shores to visit friends and relatives.

Those who were here for Business/ Conference recorded a share of 5.0 percent while those who were here on transit made up 4.2 percent. Fig.6 depicts total visitors by purpose of visit for September 2017 and September 2018.

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

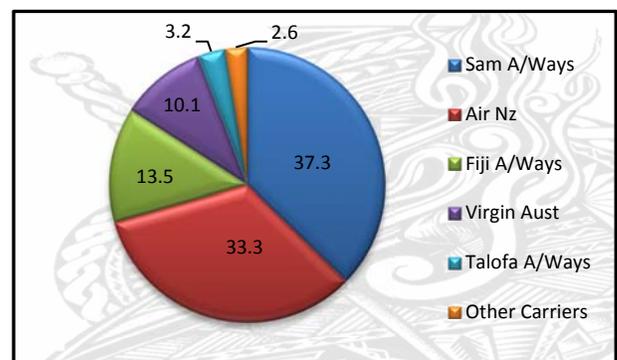


7. TOTAL ARRIVALS BY CARRIER

As depicted in table 5, Samoa Airways leads the way of arrival by carriers' during the reference period with a 37.3 percent share (7,452 passengers) followed by Air New Zealand with a 33.3 percent share (6,658 passengers).

Fiji Airways brought in 13.5 percent (2,705 passengers) of total arrivals while Virgin Australia and Talofa Airways recorded shares of 10.1 percent (2,010) and 3.2 percent (636) respectively. Fig. 7 illustrates total arrivals by carrier during the reference period.

Fig. 7: Total Arrivals by Carrier, September 2018

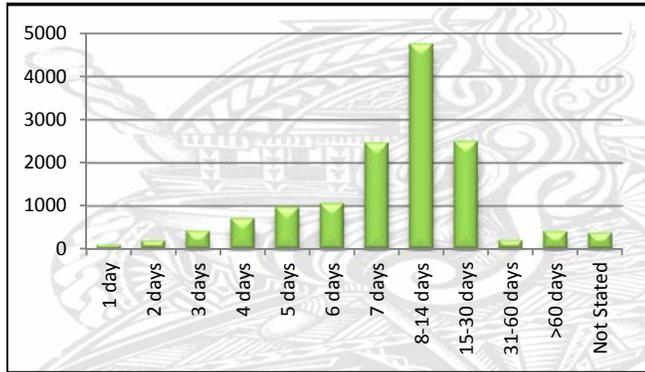


Overview cont'd

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, September 2018



On the other hand, the majority of visitors (46.3 percent or 6,578 visitors) reported staying in hotel/ motel accommodation while 42.1 percent (5,980) stayed in private accommodations or with families/ relatives. (Refer Fig. 9).

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

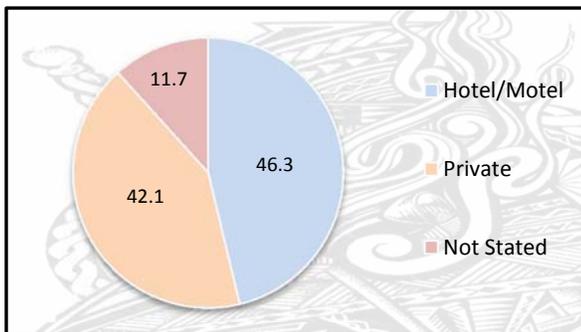
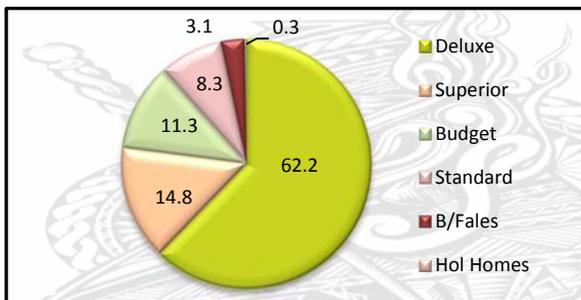


Fig. 10 portrays the number of visitors who stayed in hotels/ motels (6,578) by type of accommodation (hotel/ motel), within the reference month.

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

The migration report for the month of October 2018 will be released indefinitely due to the back log of the compilation of departure migration statistics for the beginning of 2018.

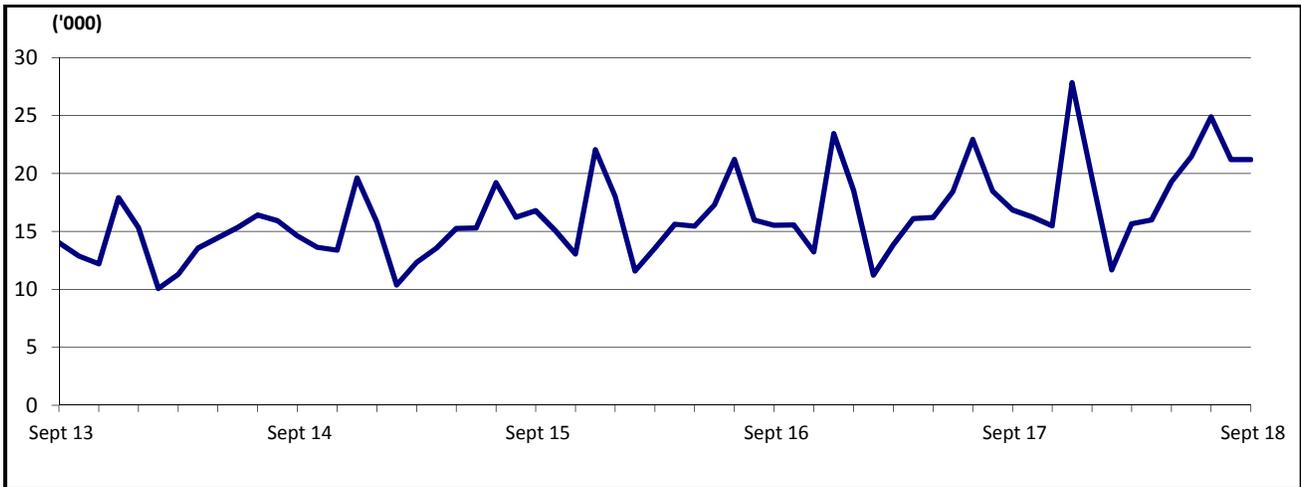
Taiaopo Faumuina

ACTING GOVERNMENT STATISTICIAN/

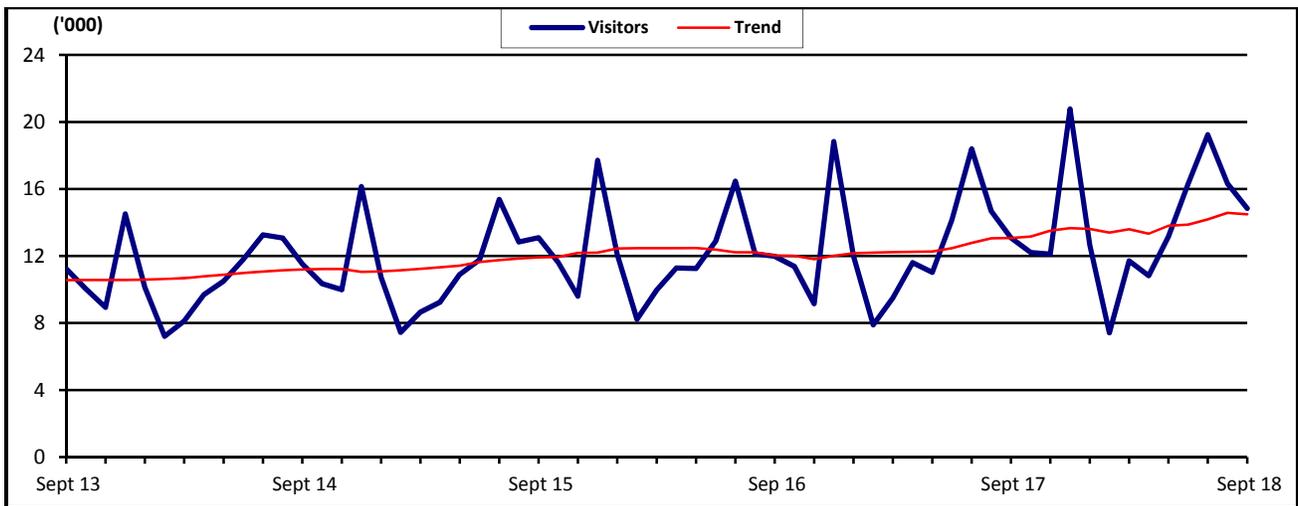
ACTING CEO

APPENDIX

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



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



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

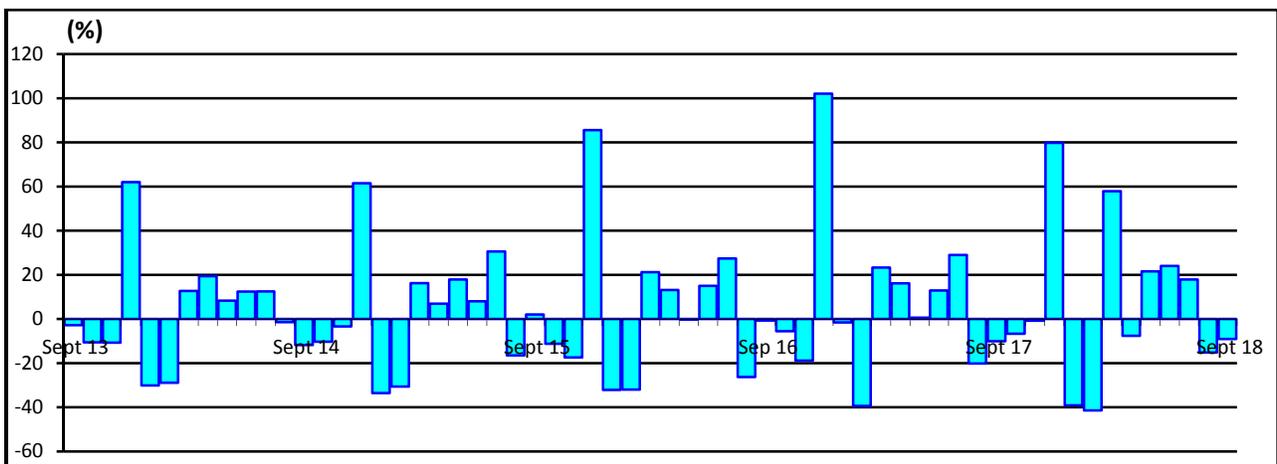


Table 1: Monthly Arrival and Departure by Mode of Travel and Net Migration, 2007 - 2018¹

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
2015										
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
2016										
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
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
June	15,895	420	16,315	20,473	985	21,458
July	18,838	403	19,241	24,014	879	24,893
August	15,832	489	16,321	20,475	719	21,194
September	14,434	409	14,843	19,494	486	19,980

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, September 2018 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	19,980	10,437	9,543	13,980	6,887	7,093	5,137	3,046	2,091	623	362	261	240	142	98
0 - 4	640	319	321	514	261	253	108	51	57	18	7	11	0	0	0
5 - 9	681	341	340	544	262	282	111	67	44	21	8	13	5	4	1
10 - 14	801	402	399	686	343	343	92	46	46	21	12	9	2	1	1
15 - 19	863	377	486	683	281	402	162	86	76	14	8	6	4	2	2
20 - 24	1,496	747	749	918	362	556	519	349	170	44	31	13	15	5	10
25 - 29	1,924	1034	890	1251	579	672	575	393	182	77	51	26	21	11	10
30 - 34	1,721	955	766	1173	583	590	462	327	135	68	37	31	18	8	10
35 - 39	1,677	951	726	1075	571	504	525	337	188	57	31	26	20	12	8
40 - 44	1,685	928	757	1142	593	549	439	269	170	70	40	30	34	26	8
45 - 49	1,757	904	853	1207	607	600	470	253	217	60	32	28	20	12	8
50 - 54	1,878	975	903	1345	676	669	457	262	195	45	21	24	31	16	15
55 - 59	1,646	838	808	1117	569	548	455	226	229	53	33	20	21	10	11
60 - 64	1,273	649	624	902	455	447	313	157	156	38	22	16	20	15	5
65 - 69	940	501	439	684	370	314	222	109	113	17	10	7	17	12	5
70 - 74	590	320	270	435	226	209	136	75	61	12	12	0	7	7	0
75 +	408	196	212	304	149	155	91	39	52	8	7	1	5	1	4
% DISTRIBUTION ²	100	52.2	47.8	70.0	34.5	35.5	25.7	15.2	10.5	3.1	1.8	1.3	1.2	0.7	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, September 2018 ¹

Country of Usual Residence	Mode of Travel			Percentage %
	Air	Sea	Total	
OCEANIA	12,376	122	12,498	84.2
American Samoa	1,048	1	1,049	7.1
Fiji	306	16	322	2.2
Cook Island	0	0	0	0
Other Pacific Is	274	22	296	2.0
New Zealand	7,145	70	7,215	48.6
Australia	3,603	13	3,616	24.4
EUROPE	477	16	493	3.3
United Kingdom	92	5	97	0.7
Scandinavia	21	6	27	0.2
Benelux	3	0	3	0.0
Germany	81	2	83	0.6
Other Europe	280	3	283	1.9
AMERICA	906	8	914	6.2
U.S.A	873	5	878	5.9
Canada	33	3	36	0.2
ASIA	522	257	779	5.2
Japan	60	0	60	0.4
China	238	74	312	2.1
Korea	50	4	54	0.4
Other Asia	174	179	353	2.4
OTHERS	153	6	159	1.1
TOTAL	14,434	409	14,843	100%
PERCENTAGE DISTRIBUTION	97.2	2.8	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, September 2018 ¹

Country of Usual Residence	Purpose of Visit							
	Total	Percentage ²	Holiday/ Vacation	Business/ Conference	Visit Friends/ Relatives	Sports	Transit	Others
OCEANIA	12,498	84.2	5,837	609	4,644	224	380	804
American Samoa	1,049	7.1	211	43	475	27	180	113
Fiji	322	2.2	104	72	57	8	20	61
Cook Island	0	0.0	0	0	0	0	0	0
Other Pacific Is	296	2.0	93	66	53	2	54	28
New Zealand	7,215	48.6	3,631	302	2,742	94	81	365
Australia	3,616	24.4	1,798	126	1,317	93	45	237
EUROPE	493	3.3	293	29	34	6	7	124
United Kingdom	97	0.7	75	8	5	1	4	4
Scandinavia	27	0.2	26	1	0	0	0	0
Benelux	3	0.0	1	1	0	0	0	1
Germany	83	0.6	72	2	2	0	0	7
Other Europe	283	1.9	119	17	27	5	3	112
AMERICA	914	6.2	353	42	326	8	71	114
U.S.A.	878	5.9	327	40	320	8	71	112
Canada	36	0.2	26	2	6	0	0	2
ASIA	779	5.2	387	48	64	3	147	130
Japan	60	0.4	29	9	6	0	1	15
China	312	2.1	122	25	45	1	58	61
Korea	54	0.4	44	2	1	1	4	2
Other Asia	353	2.4	192	12	12	1	84	52
OTHER COUNTRIES	159	1.1	96	12	18	0	18	15
TOTAL	14,843	100.0	6,966	740	5,086	241	623	1,187
Percentage Distribution ²	100.0		46.9	5.0	34.3	1.6	4.2	8.0

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, September 2018 ¹

Carrier	Total		Purpose of Entry			
			Returning Residence	Percentage ²	Total Visitors	Percentage ²
Total	19,980	100%	5,137	25.7	14,843	74.3
AIR	19,494	97.6	5,060	25.3	14,434	72.2
Virgin Australia ³	2,010	10.1	288	1.4	1,722	8.6
Samoa Airways ⁴	7,452	37.3	2,607	13.0	4,845	24.2
Talofa Airways	636	3.2	261	1.3	375	1.9
Air New Zealand	6,658	33.3	1,379	6.9	5,279	26.4
Fiji Airways ⁵	2,705	13.5	516	2.6	2,189	11.0
Other Air Carrier	33	0.2	9	0.0	24	0.1
SEA	486	2.4	77	0.4	409	2.0
Lady Naomi	15	0.1	15	0.1	0	0.0
Yacht	31	0	0	0	31	0
Other Sea Carrier	440	2.2	62	0.3	378	1.9

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, September 2018 ¹

Duration of Stay	Place of Stay			
	Total	Hotel/Motel	Private	Not Stated
Total	14,220	6,578	5,980	1,662
1day	100	60	26	14
2days	196	97	78	21
3days	426	277	134	15
4days	716	417	260	39
5days	977	591	344	42
6days	1,063	729	239	95
7days	2,469	1241	747	481
8-14days	4,769	2364	2105	300
15-30days	2,505	660	1657	188
31-60days	205	45	24	136
61-90days	75	0	17	58
91-180days	16	0	11	5
181-365days	43	0	18	25
> Year	279	0	101	178
Not Stated	381	97	219	65
Percentage Distribution ²	100	46.3	42.1	11.7

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