



Samoa Bureau of Statistics

International Arrival Statistics

January 2020

Overview

MONTHLY HIGHLIGHTS:

In January 2020 compared with January 2019:

- Total arrivals (17,557) decreased by 15.8%
- Total visitors (10,456) decreased by 24.0%
- Visitors:

AM. SAM: -42.2% (down by 471)

NZ: -26.9% (down by 1,690)

USA: -23.2% (down by 200)

AUST: -16.7% (down by 573)

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January 2020	All Arrivals	All Visitors
Number	17,557	10,456
% change from previous month	-29.3	-41.7
% change from previous year	-15.8	-24.0

ISSUE #1

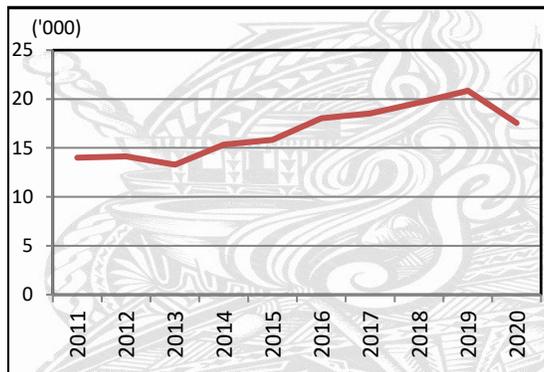
28TH FEBRUARY 2020

1. TOTAL ARRIVALS

The total International Arrival Statistics recorded for the month of **January 2020** (Table 1), revealed a decrease of 29.3 percent over the previous month and a decrease of 15.8 percent over the corresponding month of January 2019. (Refer Fig. 1)

As usual, air was the preferred mode of travel to Samoa, representing 97.2 percent (17,074) of total arrivals, while the remaining 2.8 percent (483) arrived by sea in January 2020.

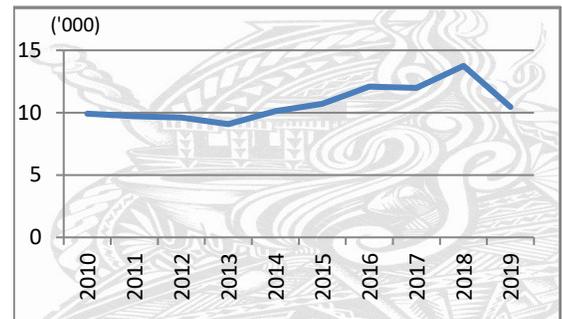
Fig. 1: January Total Arrivals, 2011 – 2020



2. TOTAL VISITORS

Overall Visitors numbered 10,456 for the month under review revealed a decrease of 41.7 over the previous month and a decrease of 24.0 percent when compared to the corresponding month of January 2019. (Refer Fig. 2).

Fig. 2: January Total Visitors, 2011 – 2020



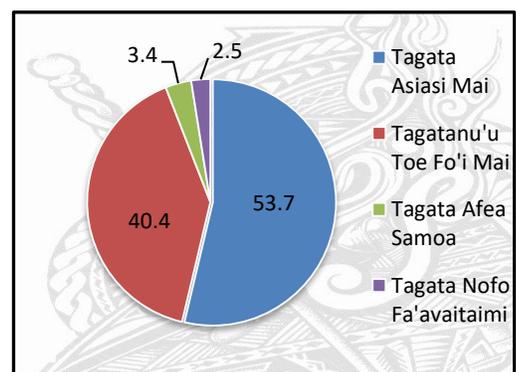
Visitor arrivals have a strong seasonal pattern with a regular peak of numbers during holiday seasons normally December and July. The smoothed short-term trend for visitor arrivals adjusting for seasonal pattern is shown in Appendix Graph 2.

3. TOTAL ARRIVALS BY PURPOSE OF ENTRY

Visitors, (table 2), made up the largest component of all arrivals with 26.9 percent (4,719) represented by males and 26.8 percent (4,703) by females.

Male returning residents made up 20.7 percent (3,641) of total arrivals while their female counterpart made up 19.7 percent (3,460). (Refer Fig. 3)

Fig. 3: Total Arrivals, by Purpose of Visit, January 2020



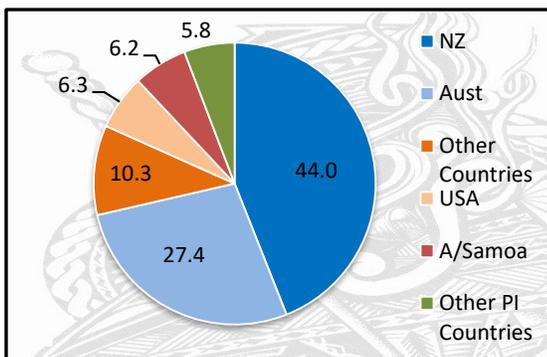
Overview cont'd

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 44.0 percent or 4,600 of total visitors. Australia followed next with a distant 27.4 percent share (2,861).

The United States of America represented 6.3 percent (662) while American Samoa represented 6.2 percent (645) of total visitors. (Refer Fig. 4)

Fig. 4: Total Visitors, by Country of Usual Residence, January 2020

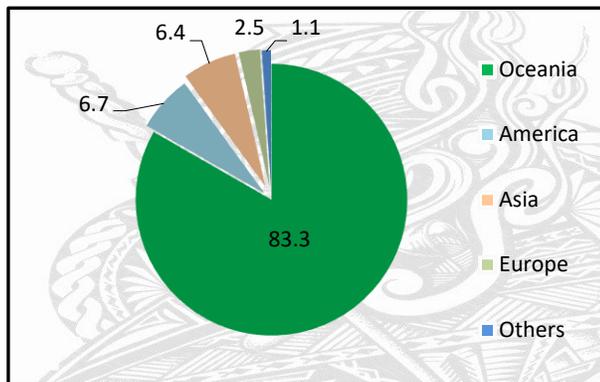


5. TOTAL VISITORS BY REGION

As usual, the Oceanic Region had the highest share of total visitors with 83.3 percent, followed by America with 6.7 percent.

Asia reported a share of 6.4 percent while Europe reported the least share with 2.5 percent. (Refer Fig. 5).

Fig. 5: Total Visitors by Region, January 2020



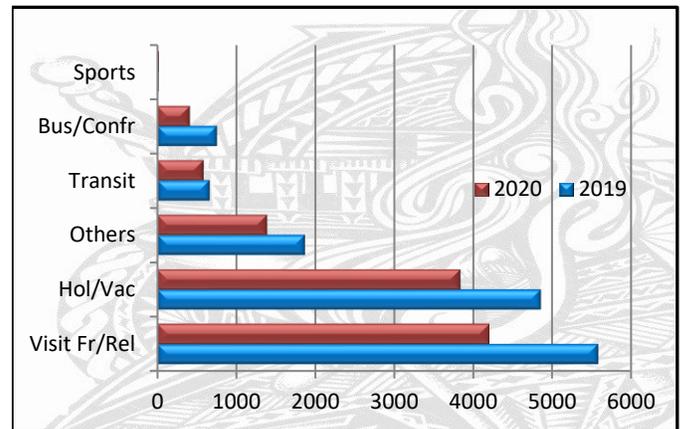
6. TOTAL VISITORS BY PURPOSE OF VISIT

The principal source markets (Table 4) namely New Zealand, Australia, American Samoa and the United States of America constituted 83.9 percent of all visitors visiting Samoa in January 2020.

The majority of visitors (40.2 percent) entered our shores to visit friends and relatives while 36.7 percent entered our shores for holiday and vacation.

Those who were here on transit made up 5.6 percent while those who were here for Business/ Conference recorded a share of 4.0 percent. Fig.6 depicts total visitors by purpose of visit for January 2019 and January 2020.

Fig. 6: Total Visitors, by Purpose of Visit, January 2019 & January 2020

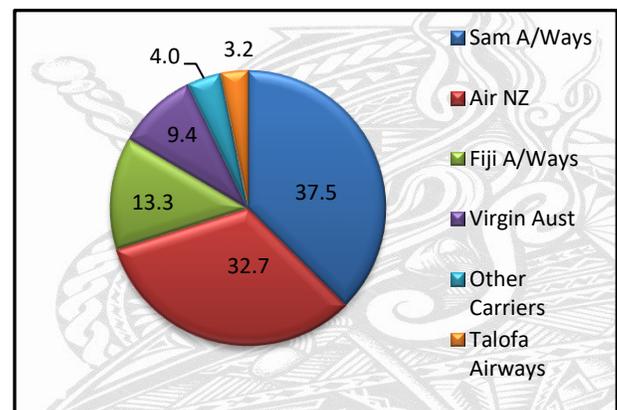


7. TOTAL ARRIVALS BY CARRIER

As depicted in table 5, Samoa Airways leads the way of arrival by carriers during the reference period with a 37.5 percent share (6,581 passengers) then followed by Air New Zealand with a 32.7 percent share (5,742 passengers).

Fiji Airways brought in 13.3 percent (2,338 passengers) of total arrivals while Virgin Australia and Talofa Airways recorded shares of 9.4 percent (1,647) and 3.2 percent (558) respectively. Fig. 7 illustrates total arrivals by carrier during the reference period.

Fig. 7: Total Arrivals by Carrier, January 2020

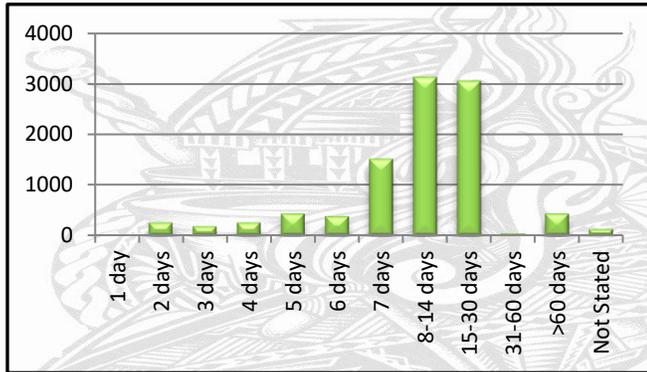


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8. TOTAL VISITORS BY DURATION OF STAY AND PLACE OF STAY

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, January 2020



On the other hand, the majority of visitors (61.7 percent or 6,086 visitors) reported staying in private accommodations or with families/ relatives while 27.4 percent (2,707) stayed in hotel/ motel. (Refer Fig. 9).

Fig. 9: Total Visitors by Place of Stay, January 2020

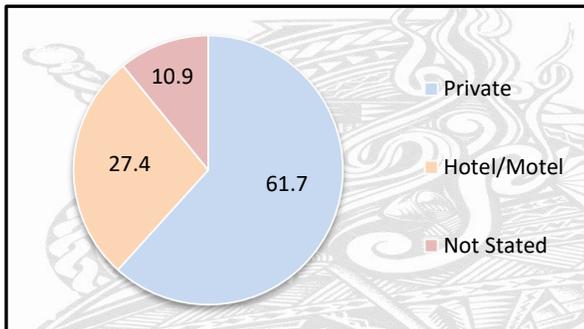
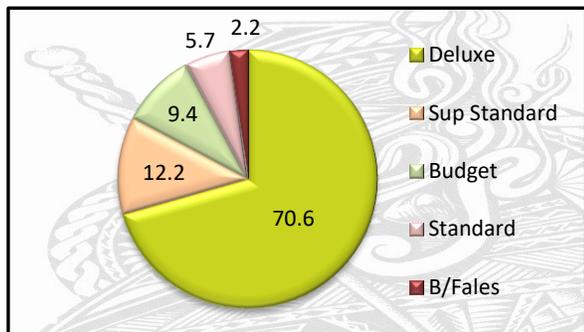


Fig. 10 portrays the number of visitors who stayed in hotels/ motels (2,707) by type of accommodation (hotel/ motel), within the reference month.

Fig. 10: Visitors Staying in Hotels/ Motels by Type of Accommodation, January 2020



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:

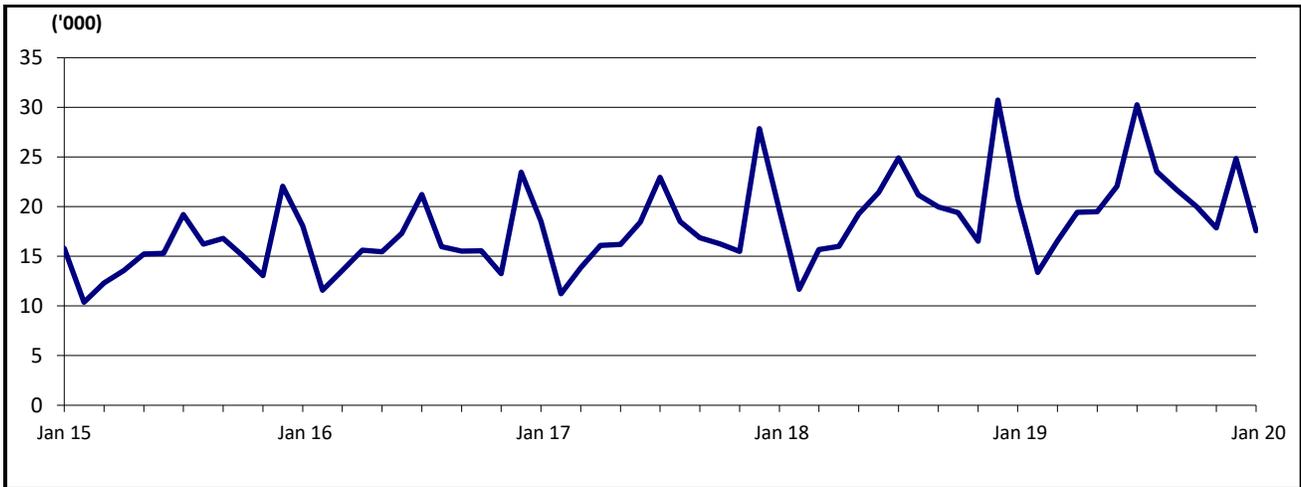
www.sbs.gov.ws

The migration report for the month of February 2020 will be released on 20th March 2020.

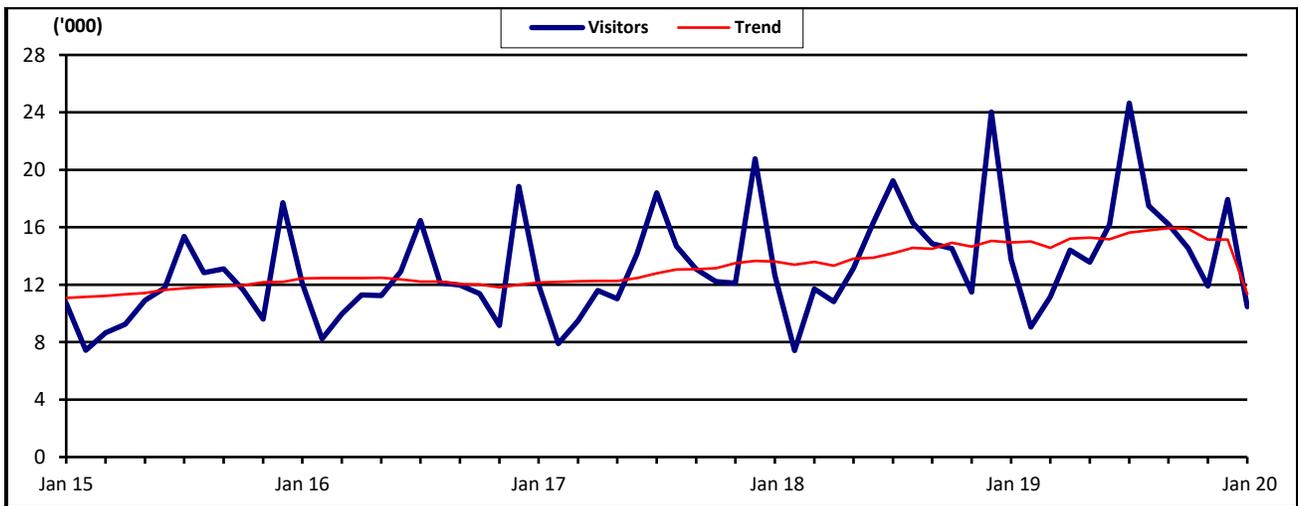
Aliimuamua Malaefono Tauā T Faasalaina
GOVERNMENT STATISTICIAN/ CEO

APPENDIX

Graph 1: Monthly Total Arrivals, January 2015 – January 2020



Graph 2: Monthly Total Visitors, January 2015 – January 2020



Graph 3: Visitors Percentage Change over Previous month, January 2015 – January 2020

