



Samoa Bureau of Statistics

International Arrival Statistics

ANNUAL 2017

Overview

2017 HIGHLIGHTS:

2017 compared with 2016:

□ Total arrivals (212,240) increased by 7.5%

□ Total visitors (157,515) increased by 7.8%

□ Visitors:

AM. SAM: 20.0% (up by 3,154)

AUST: 15.6% (up by 4,524)

NZ: 6.8% (up by 4,592)

USA: 2.1% (up by 227)

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2017	All Arrivals	All Visitors
Number	212,240	157,515
% change from previous year	7.5	7.8

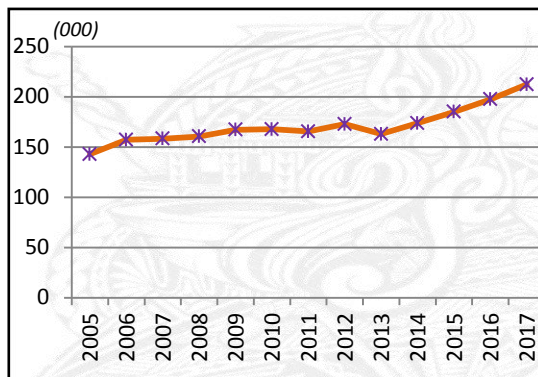
1. ARRIVALS

1.1 TOTAL ARRIVALS

During the reference period, a total of 212,240 travelers arrived in Samoa (Table 1). This indicates an increase of 7.5 percent compared to the same period of 2016 (197,363) as well as an increase of 14.7 percent when compared to the same period of 2015 (185,030). This is illustrated in Fig. 1.1.

Moreover, Air was the preferred mode of travel to Samoa constituting 96.2 percent (204,105) while the remaining 3.8 (8,135) percent arrived by sea.

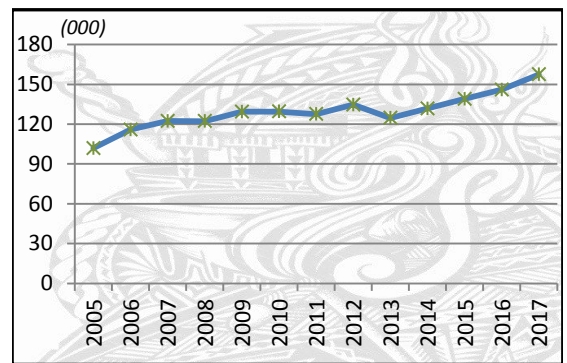
Fig. 1.1: Total Arrivals, 2005 - 2017



1.2. TOTAL VISITORS

Total visitors of 157,515 during the reference period revealed an increase of 7.8 percent compared with 2016 and an increase of 13.3 percent over 2015. This is illustrated in Fig. 1.2.

Fig. 1.2: Total Visitors, 2005 - 2017



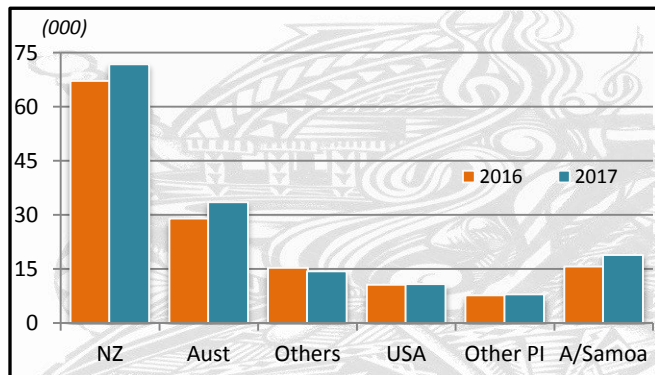
1.3. TOTAL VISITORS BY COUNTRY OF USUAL RESIDENCE

New Zealand was the leading country in visitors' arrival (Tables 3) during the reference period totaling 71,837 inbound travelers, illustrating an increase of 6.8 percent over 2016. This was followed by Australia with a distant total of 33,523 inbound travelers, an increase of 15.6 percent over 2016.

American Samoa reported 18,885 inbound travelers, representing an increase of 20.0 percent over 2016 while USA reported 10,884 inbound travelers, an increase of 2.1 percent when comparing with 2016. This is graphically portrayed in Fig. 1.3.

Overview cont'd

Fig. 1.3: Total Visitors by Country of Usual Residence, 2017

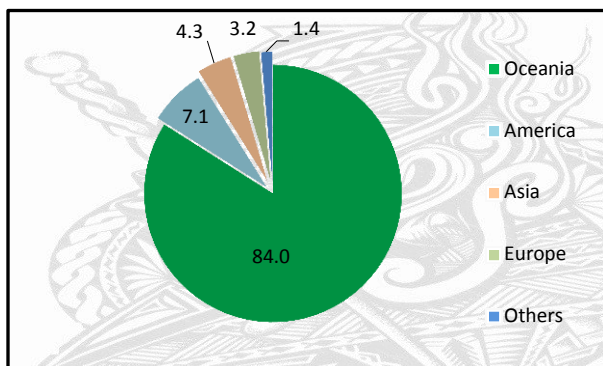


1.4. TOTAL VISITORS BY REGION

Of Total Visitors by region, Oceania had the highest share with 84.0 percent (132,227 visitors) followed by the American region with 7.1 percent (11,212 visitors).

Asia and Europe represented the lowest share with 4.3 percent (6,825 visitors) and 3.2 percent (5,026 visitors) respectively. This is graphically presented in Fig. 1.4 below.

Fig. 1.4: Total Visitors by Region, 2017

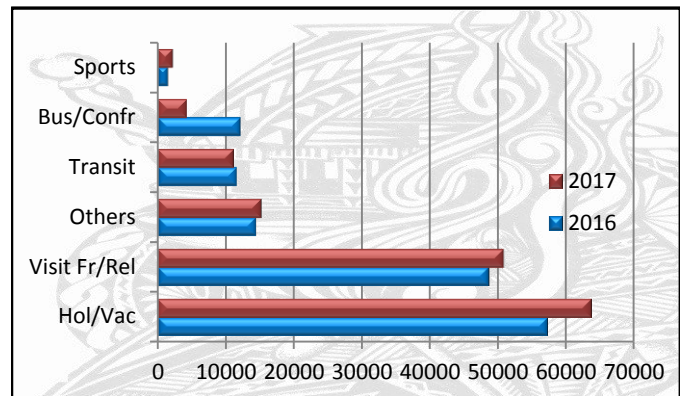


1.5. TOTAL VISITORS BY PURPOSE OF VISIT

Visitors that were here on holiday/ vacation made up the largest component of all visitors with 40.4 percent (63,694 visitors) while 32.2 percent (50,775) of all visitors entered our shores to visit friends and relatives.

Business/ Conference visitors made up 9.1 percent (14,340) and those who were here on transit to other destinations made up 7.1 percent (11,194) of all visitors. Fig. 1.5 depicts total visitors by purpose of visit for 2016 and 2017.

Fig. 1.5: Total Visitors by Purpose of Visit, 2016 & 2017

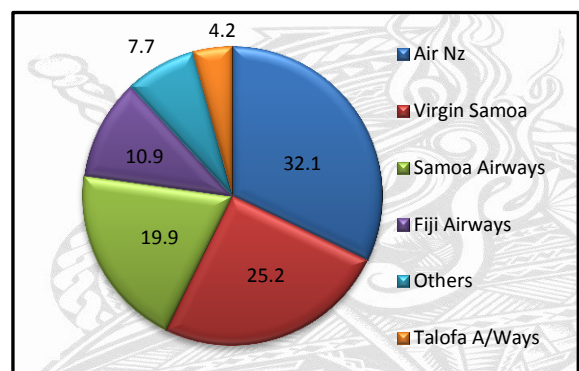


1.6. TOTAL ARRIVALS BY CARRIER

Table 5 revealed Air New Zealand as the main carrier for all those visiting Samoa for the calendar year 2017 with 68,032 passengers (32.1percent) followed by Virgin Samoa with 53,496 passengers (25.2 percent).

Next is Samoa Airways (formerly known as Polynesian Airlines) with 42,259 (19.9 percent) then by Fiji Airways (formerly known as Air Pacific) with 23,149 (10.9 percent). Fig. 1.6 portrays a more graphical presentation of all carriers during the reference period.

Fig. 1.6: Total Arrivals by Carrier, 2017

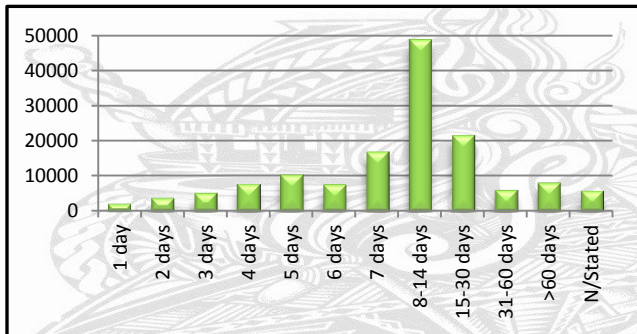


Overview cont'd

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

Visitor's duration of stay in Samoa, as tabulated in Table 6, is between seven and thirty days, as graphically presented in Fig. 1.7.

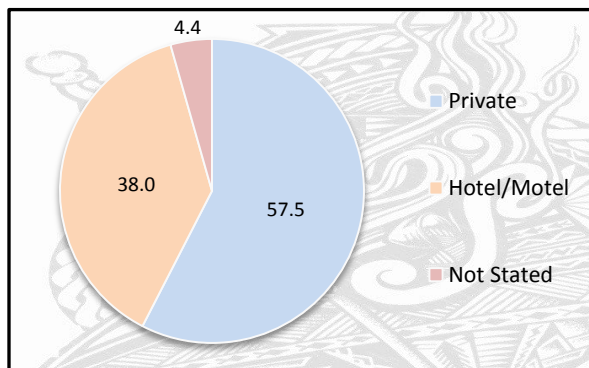
Fig. 1.7: Total Visitors by Duration of Stay, 2017



1.8. TOTAL VISITORS BY PLACE OF STAY

As revealed in Table 6, 57.5 percent of visitors (84,206) preferred to stay with private accommodations or families/relatives compared to those that have a preference for hotels/ motels, yielding a distant 38.0 percent or 55,658 visitors. This is illustrated in Fig. 1.8.

Fig. 1.8: Total Visitors by Place of Stay, 2017



2. DEPARTURES

Regret to advice that the departure analysis for the reference period cannot be carried out as we are in the process of entering the departure cards for the first few months of 2017.



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)

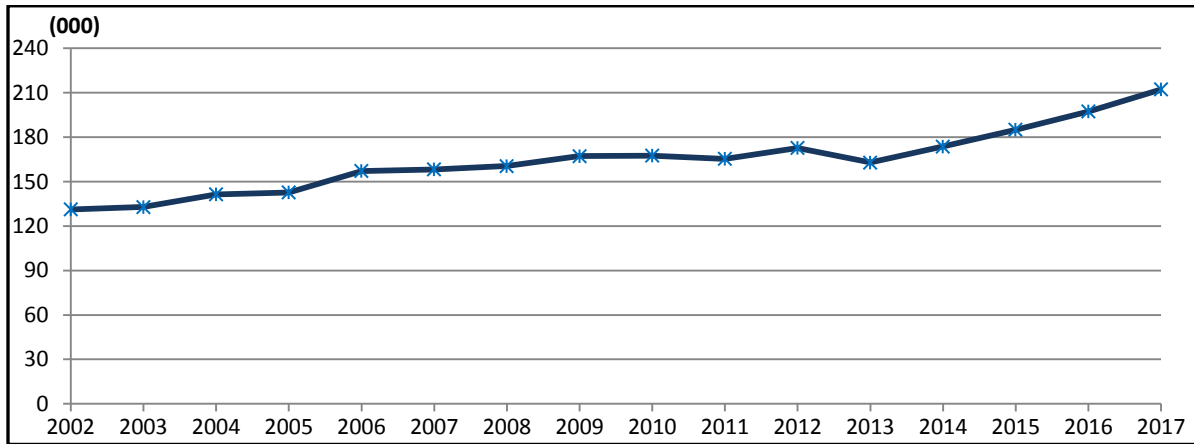
International arrival statistics are compiled on a monthly, quarterly and annual basis. These reports can also be extracted from our website:

www.sbs.gov.ws

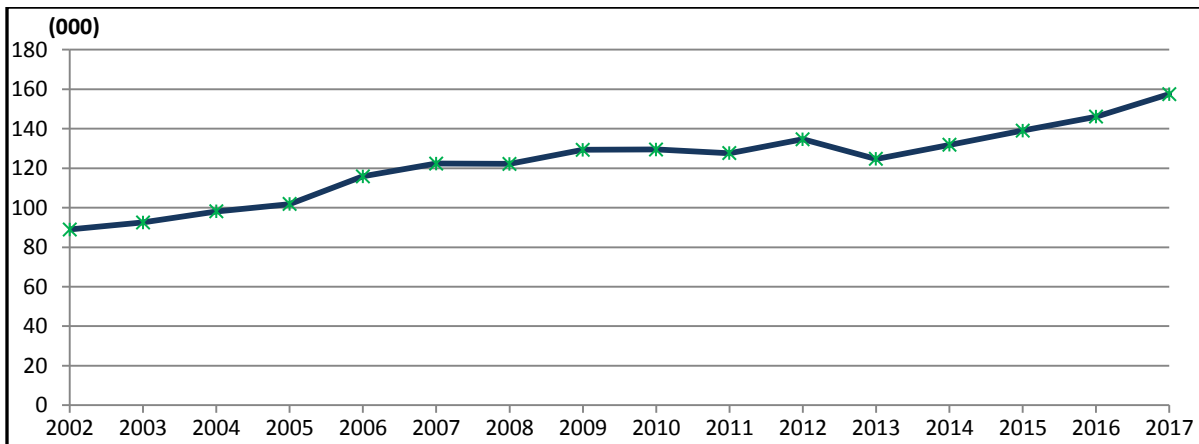
Aliimuamua Malaefono Tauā T Faasalaina
GOVERNMENT STATISTICIAN/ CEO

APPENDIX

Graph 1: Annual Total Arrivals, 2002 – 2017



Graph 2: Annual Total Visitors, 2002 – 2017



Graph 3: Visitors Percentage Change over Previous year, 2002 – 2017

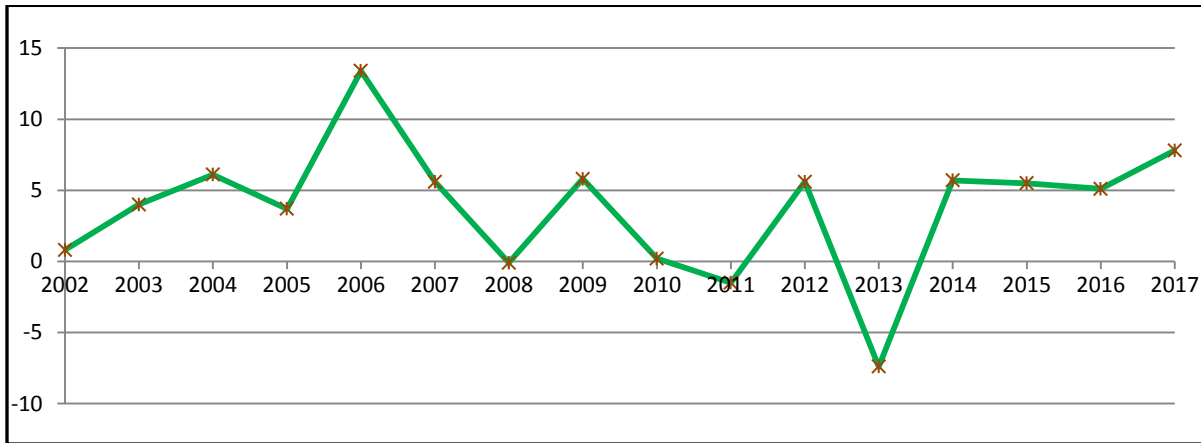


Table 1: Monthly Arrival and Departure by Mode of Travel and Net Migration, 2007- 2017¹

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	5,342	167,200	156,768	6,267	163,035	4,165
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
2015										
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	1023	17,113	-2,062
November	9,170	427	9,597	12,357	696	13,053	13276	727	14,003	-950
December	17,148	663	17,811	20,874	1,195	22,069	15941	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
February	7,599	292	7,891	10,762	473	11,235
March	9,093	397	9,490	13,176	679	13,855
April	11,385	217	11,602	15,167	931	16,098
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

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, Annual 2017 ¹

Age	Purpose of Entry																	
	Total			Visitors			Returning Residence			Transit			Temporary Resident			Others		
	Total	Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female
Total	212,240	110,239	102,001	142,846	71,203	71,643	54,725	29,982	24,743	11,194	7,062	4,132	3,351	1,912	1,439	124	80	44
0 - 4	9,114	4,687	4,427	6,553	3,353	3,200	2,049	1,068	981	396	205	191	114	61	53	2	0	2
5 - 9	9,571	4,801	4,770	7,198	3,625	3,573	1,855	938	917	388	166	222	128	71	57	2	1	1
10 - 14	9,456	4,546	4,910	7,220	3,459	3,761	1,747	852	895	391	184	207	94	48	46	4	3	1
15 - 19	11,546	5,514	6,032	8,161	3,696	4,465	2,627	1,380	1,247	580	328	252	171	106	65	7	4	3
20 - 24	16,458	7,857	8,601	10,329	4,265	6,064	4,912	2,850	2,062	895	584	311	307	150	157	15	8	7
25 - 29	17,937	9,310	8,627	11,941	5,494	6,447	4,618	2,830	1,788	1,120	831	289	246	147	99	12	8	4
30 - 34	16,833	9,048	7,785	11,036	5,490	5,546	4,363	2,592	1,771	1,181	807	374	237	149	88	16	10	6
35 - 39	16,444	8,886	7,558	10,434	5,288	5,146	4,656	2,702	1,954	1,083	728	355	262	161	101	9	7	2
40 - 44	16,866	8,884	7,982	10,819	5,447	5,372	4,681	2,565	2,116	1,050	683	367	309	184	125	7	5	2
45 - 49	18,926	10,012	8,914	12,357	6,254	6,103	5,152	2,903	2,249	1,124	689	435	281	156	125	12	10	2
50 - 54	18,787	9,778	9,009	12,781	6,560	6,221	4,801	2,471	2,330	886	560	326	307	178	129	12	9	3
55 - 59	17,275	9,247	8,028	11,580	6,168	5,412	4,599	2,395	2,204	775	504	271	307	172	135	14	8	6
60 - 64	13,571	7,307	6,264	9,073	4,887	4,186	3,602	1,888	1,714	617	384	233	273	144	129	6	4	2
65 - 69	9,703	5,293	4,410	6,858	3,737	3,121	2,322	1,240	1,082	353	215	138	166	99	67	4	2	2
70 - 74	5,756	3,094	2,662	3,852	2,132	1,720	1,592	784	808	215	121	94	95	56	39	2	1	1
75 +	3,997	1,975	2,022	2,654	1,348	1,306	1,149	524	625	140	73	67	54	30	24	0	0	0
% DISTRIBUTION ²	100	51.9	48.1	67.3	33.5	33.8	25.8	14.1	11.7	5.3	3.3	1.9	1.6	0.9	0.7	0.1	0.0	0.0

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, Annual 2017¹

Country of Usual Residence	Mode of Travel			Percentage %
	Air	Sea	Total	
OCEANIA	129,911	2,316	132,227	84.0
American Samoa	18,354	531	18,885	12.0
Fiji	3,603	136	3,739	2.4
Cook Island	38	0	38	0.0
Other Pacific Is	3,261	944	4,205	2.7
New Zealand	71,230	607	71,837	45.6
Australia	33,425	98	33,523	21.3
EUROPE	4,937	89	5,026	3.2
United Kingdom	1,472	33	1,505	1.0
Scandinavia	301	2	303	0.2
Benelux	151	2	153	0.1
Germany	1,172	16	1,188	0.8
Other Europe	1,841	36	1,877	1.2
AMERICA	10,958	254	11,212	7.1
U.S.A	10,632	252	10,884	6.9
Canada	326	2	328	0.2
ASIA	5,639	1,186	6,825	4.3
Japan	722	11	733	0.5
China	2,334	326	2,660	1.7
Korea	208	26	234	0.1
Other Asia	2,375	823	3,198	2.0
OTHERS	1,659	200	1,859	1.2
NOT STATED	364	2	366	0.2
TOTAL	153,468	4,047	157,515	100%
PERCENTAGE DISTRIBUTION	97.4	2.6	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, Annual 2017 ¹

Country of Usual Residence	Purpose of Visit								
	Total	Percentage ²	Holiday/ Vacation	Business/ Conference	Visit Friends/ Relatives	Sports	Transit	Others	Not Stated
OCEANIA	132,227	83.9	52,863	11,781	46,215	2,049	7,120	11,050	1,149
American Samoa	18,885	12.0	4,597	964	6,687	256	3,518	2,566	297
Fiji	3,739	2.4	744	1,143	632	94	604	466	56
Cook Island	38	0.0	7	17	7	4	0	3	0
Other Pacific Is	4,205	2.7	599	922	699	151	1,089	652	93
New Zealand	71,837	45.6	32,266	5,841	25,470	1,127	1,391	5,275	467
Australia	33,523	21.3	14,650	2,894	12,720	417	518	2,088	236
EUROPE	5,026	3.2	3,563	537	402	83	166	213	62
United Kingdom	1,505	1.0	1,015	169	160	53	25	64	19
Scandinavia	303	0.2	225	25	27	2	7	16	1
Benelux	153	0.1	102	19	10	1	8	12	1
Germany	1,188	0.8	984	29	87	3	28	48	9
Other Europe	1,877	1.2	1,237	295	118	24	98	73	32
AMERICA	11,212	7.1	4,406	869	3,434	84	1,004	1,298	117
U.S.A.	10,884	6.9	4,207	834	3,388	83	988	1,267	117
Canada	328	0.2	199	35	46	1	16	31	0
ASIA	6,825	4.3	1,847	929	524	12	2,514	557	442
Japan	733	0.5	299	233	80	1	38	73	9
China	2,660	1.7	790	382	243	3	852	257	133
Korea	234	0.1	126	37	17	1	24	18	11
Other Asia	3,198	2.0	632	277	184	7	1,600	209	289
OTHER COUNTRIES	1,859	1.2	888	186	147	21	302	250	65
Not Stated	366	0.3	127	38	53	11	88	16	33
TOTAL	157,515	100.0	63,694	14,340	50,775	2,260	11,194	13,384	1,868
Percentage Distribution ²	100.0		40.4	9.1	32.2	1.4	7.1	8.5	1.2

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, Annual 2017¹

Carrier	Total		Purpose of Entry			
			Returning Residence	Percentage ²	Total Visitors	Percentage ²
Total	212,240	100%	54,725	25.8	157,515	74.2
<u>AIR</u>						
Virgin Samoa ³	53,496	25.2	12,132	5.7	41,364	19.5
Talofa Airways	8,835	4.2	3,619	1.7	5,216	2.5
Samoa Airways	42,259	19.9	13,576	6.4	28,683	13.5
Air New Zealand	68,032	32.1	14,794	7.0	53,238	25.1
Fiji Airways ⁴	23,149	10.9	4,728	2.2	18,421	8.7
Other Air Carrier	8,334	3.9	1,788	0.8	6,546	3.1
<u>SEA</u>						
Lady Naomi	4,872	2.3	3,738	1.8	1134	0.5
Yacht	484	0.2	4	0.0	480	0.2
Other Sea Carrier	2,779	1.3	346	0.2	2433	1.1

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: Polynesian Blue is now called Virgin Samoa
- 4: Air Pacific is now called Fiji Airways

Table 6: Visitors by Duration of Stay and Place of Stay, Annual 2017 ¹

Duration of Stay	Place of Stay			
	Total	Hotel/Motel	Private	Not Stated
Total	146,321	55,658	84,206	6,457
1day	2,261	1,030	1,077	154
2days	3,889	2,310	1,441	138
3days	5,356	2,858	2,270	228
4days	7,949	4,061	3,646	242
5days	10,550	5,810	4,445	295
6days	7,850	5,138	2,434	278
7days	17,162	9,043	6,852	1,267
8-14days	49,023	18,517	29,004	1,502
15-30days	21,841	3,549	17,250	1,042
31-60days	6,168	1,294	4,748	126
61-90days	870	131	704	35
91-180days	889	117	739	33
181-365days	595	65	488	42
> Year	5,933	976	4,515	442
Not Stated	5,985	759	4,593	633
Percentage Distribution ²	100	38.0	57.5	4.4

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