



Samoa Bureau of Statistics

International Arrival Statistics

October 2019

Overview

MONTHLY HIGHLIGHTS:

In October 2019 compared with October 2018:

- Total arrivals (20,006) increased by -3.2%
- Total visitors (14,544) increased by 0.1%
- Visitors:

AUST: -9.8% (down by 318)

NZ: -4.8% (down by 330)

AM. SAM: -4.2% (down by 51)

USA: -2.4% (down by 25)

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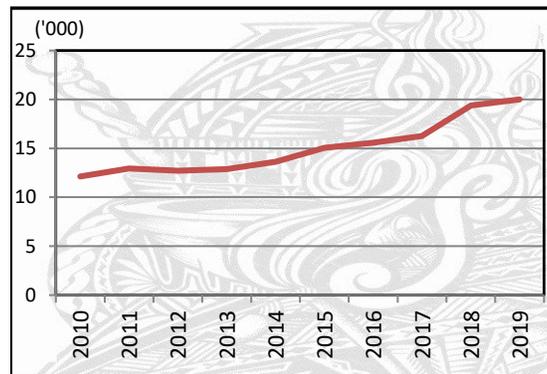
October 2019	All Arrivals	All Visitors
Number	20,006	14,544
% change from previous month	-7.9	-10.3
% change from previous year	3.2	0.1

1. TOTAL ARRIVALS

The total International Arrival Statistics recorded for the month of **October 2019** (Table 1), revealed a decrease of 7.9 percent over the previous month and an increase of 3.2 percent over the corresponding month of October 2018. (Refer Fig. 1)

As usual, air was the preferred mode of travel to Samoa, representing 95.5 percent (19,108) of total arrivals, while the remaining 4.5 percent (898) arrived by sea in October 2019.

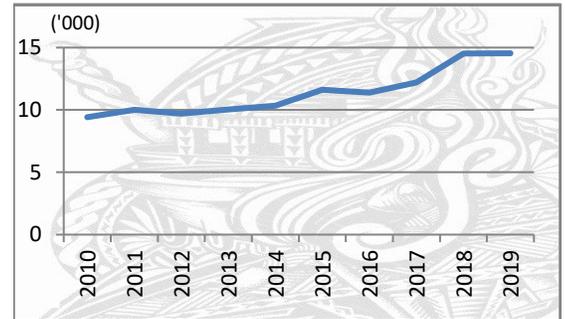
Fig. 1: October Total Arrivals, 2010 – 2019



2. TOTAL VISITORS

Overall Visitors numbered 14,544 for the month under review revealed a decrease of 10.3 over the previous month and an increase of 0.1 percent when compared to the corresponding month of October 2018. (Refer Fig. 2).

Fig. 2: October Total Visitors, 2010 – 2019



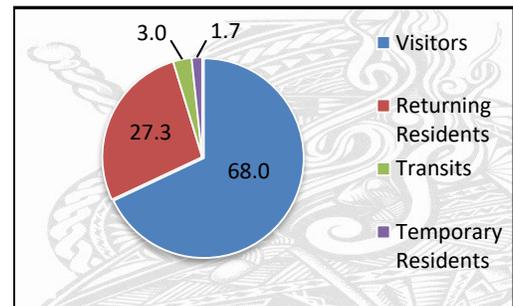
Visitor arrivals have a strong seasonal pattern with a regular peak of numbers during holiday seasons normally December and July. The smoothed short-term trend for visitor arrivals adjusting for seasonal pattern is shown in Appendix Graph 2.

3. TOTAL ARRIVALS BY PURPOSE OF ENTRY

Visitors, (table 2), made up the largest component of all arrivals with 34.8 percent (6,972) by males and 33.1 percent (6,626) represented by females.

Male returning residents made up 15.0 percent (3,006) of total arrivals while their female counterpart made up 12.3 percent (2,456). (Refer Fig. 3)

Fig. 3: Total Arrivals, by Purpose of Visit, October 2019



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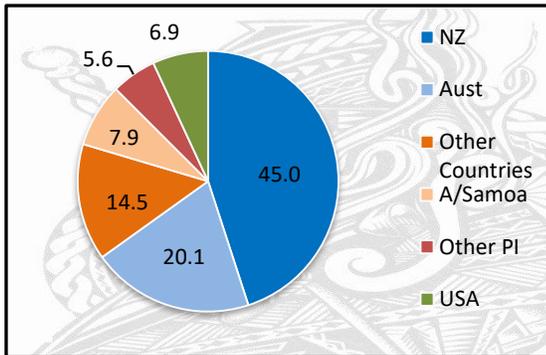
Overview cont'd

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 45.0 percent or 6,539 of total visitors. Australia followed next with a distant 20.1 percent share (2,920).

American Samoa represented 7.9 percent (1,156) while the United States of America represented 6.9 percent (997) of total visitors. (Refer Fig. 4)

Fig. 4: Total Visitors, by Country of Usual Residence, October 2019

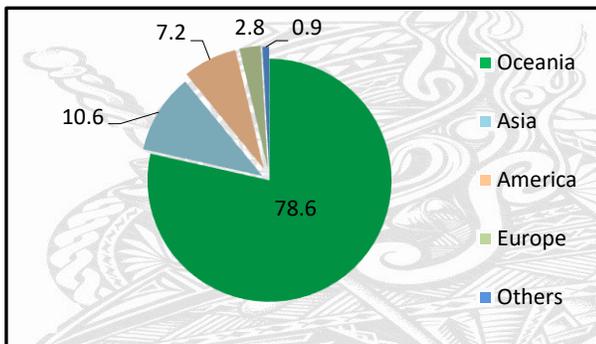


5. TOTAL VISITORS BY REGION

As usual, the Oceanic Region had the highest share of total visitors with 78.6 percent, followed by Asia with 10.6 percent.

America reported a share of 7.2 percent while Europe reported the least share with 2.8 percent. (Refer Fig. 5).

Fig. 5: Total Visitors by Region, October 2019



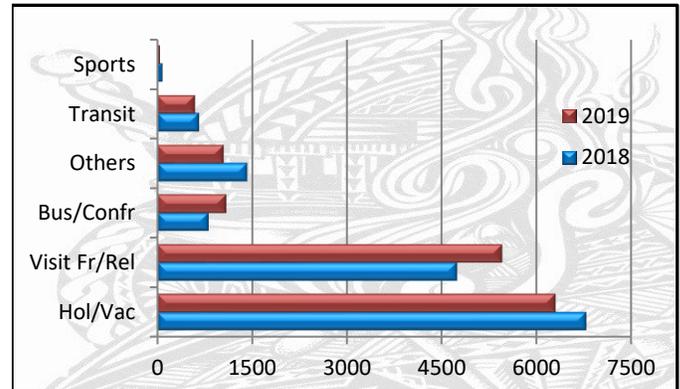
6. TOTAL VISITORS BY PURPOSE OF VISIT

The principal source markets (Table 4) namely New Zealand, Australia, American Samoa and the United States of America constituted 82.5 percent of all visitors visiting Samoa in October 2019.

The majority of visitors (43.3 percent) entered our shores for holiday and vacation while 37.5 percent entered our shores to visit friends and relatives.

Those who were here for Business/ Conference recorded a share of 7.5 percent while those who were here on transit made up 4.1 percent. Fig.6 depicts total visitors by purpose of visit for October 2018 and October 2019.

Fig. 6: Total Visitors, by Purpose of Visit, October 2018 & October 2019

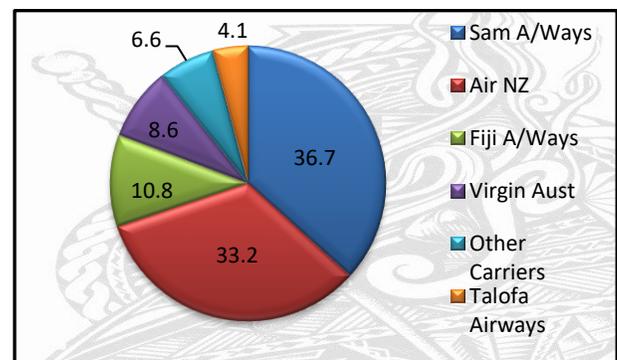


7. TOTAL ARRIVALS BY CARRIER

As depicted in table 5, Samoa Airways leads the way of arrival by carriers during the reference period with a 36.7 percent share (7,338 passengers) then followed by Air New Zealand with a 33.2 percent share (6,642 passengers).

Fiji Airways brought in 10.8 percent (2,166 passengers) of total arrivals while Virgin Australia and Talofa Airways recorded shares of 8.6 percent (1,712) and 4.1 percent (821) respectively. Fig. 7 illustrates total arrivals by carrier during the reference period.

Fig. 7: Total Arrivals by Carrier, October 2019

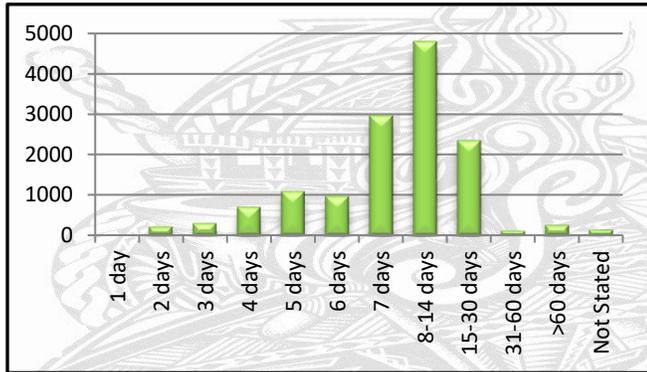


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8. TOTAL VISITORS BY DURATION OF STAY AND PLACE OF STAY

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, October 2019



On the other hand, the majority of visitors (46.2 percent or 6,444 visitors) reported staying in hotel/ motel while 45.5 percent (6,350) stayed in private accommodations or with families/ relatives. (Refer Fig. 9).

Fig. 9: Total Visitors by Place of Stay, October 2019

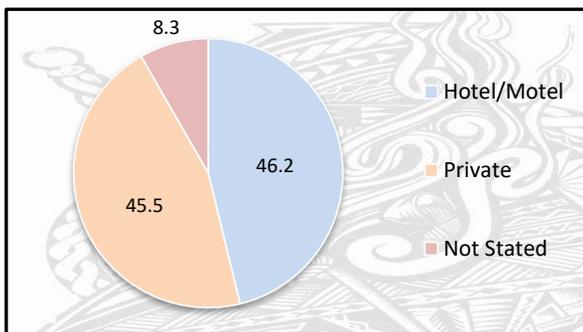
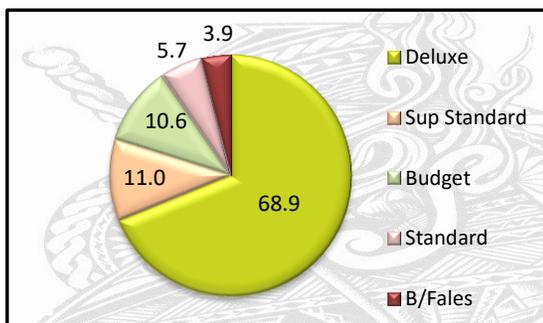


Fig. 10 portrays the number of visitors who stayed in hotels/ motels (6,444) by type of accommodation (hotel/ motel), within the reference month.

Fig. 10: Visitors Staying in Hotels/ Motels by Type of Accommodation, October 2019



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 November 2019 will be released on 23rd December 2019

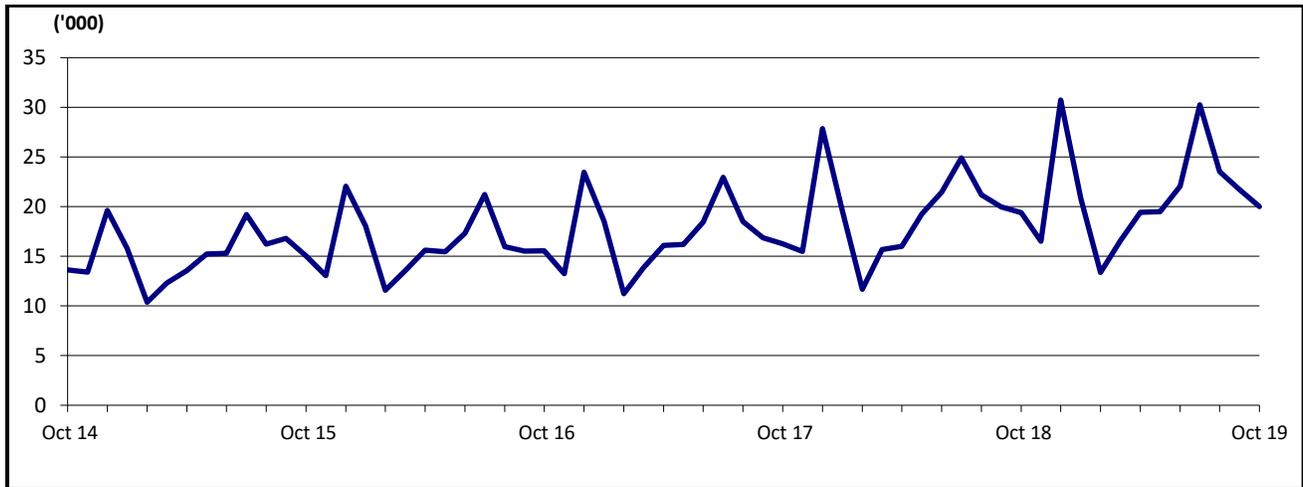
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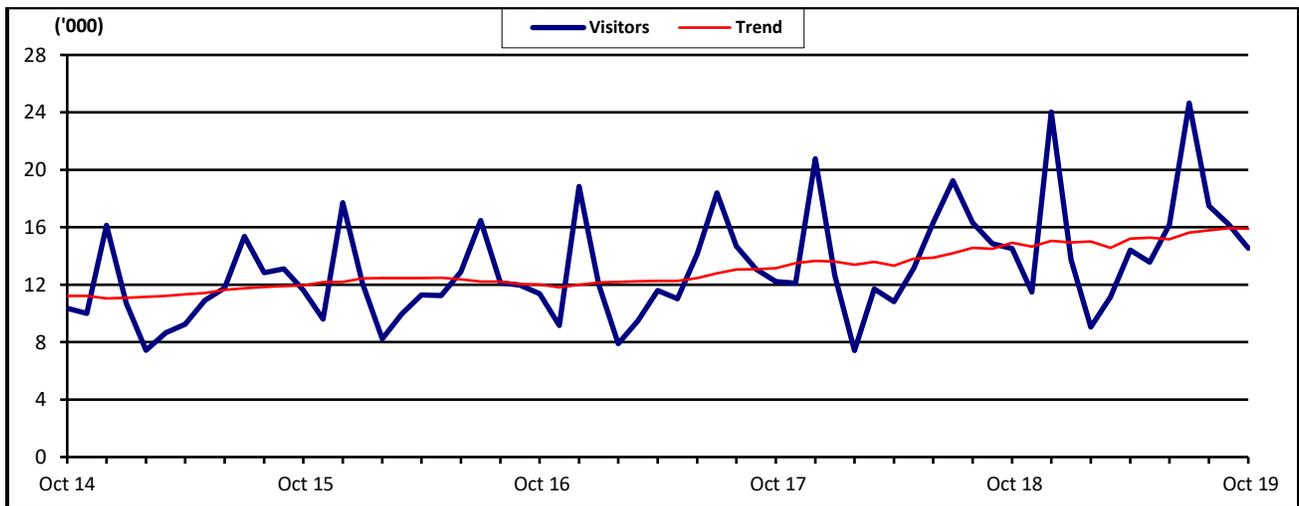
ACTING CEO

APPENDIX

Graph 1: Monthly Total Arrivals, October 2014 – October 2019



Graph 2: Monthly Total Visitors, October 2014 – October 2019



Graph 3: Visitors Percentage Change over Previous month, October 2014 – October 2019

