



Samoa Bureau of Statistics

International Arrival Statistics

ANNUAL 2019

Overview

2019

HIGHLIGHTS:

2019 compared with 2018:

☐ **TOTAL ARRIVALS** (249,971) increased by 5.7%

☐ **TOTAL VISITORS** (180,858) increased by 4.9%

• *Visitors:*

AUST: 9.6% (up by 3,517)

AM. SAM: -4.6% (down by 726)

NZ: -3.9% (down by 3,182)

USA: -3.8% (down by 521)

☐ **TOTAL DEPARTURES** (258,334) increased by 7.4%

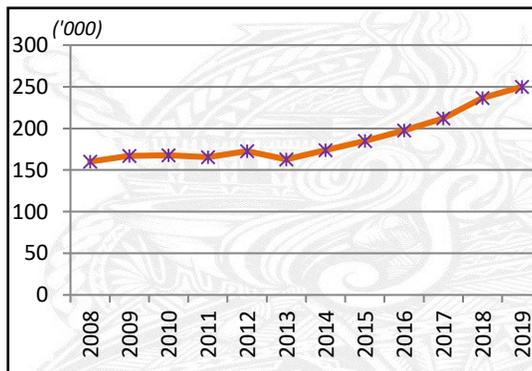
1. ARRIVALS

1.1 TOTAL ARRIVALS

During the reference period, a total of 249,971 travelers arrived in Samoa (Table 1). This indicates an increase of 5.7 percent compared to the same period of 2018 (236,506) as well as an increase of 17.8 percent when compared to the same period of 2017 (212,240). This is illustrated in Fig. 1.1.

Moreover, Air was the preferred mode of travel to Samoa constituting 95.8 percent (239,437) while the remaining 4.2 (10,534) percent arrived by sea.

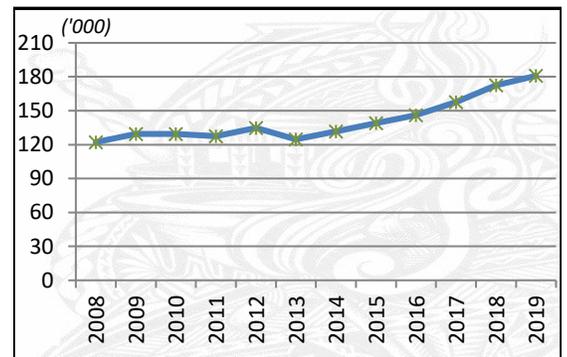
Fig. 1.1: Total Arrivals, 2008 - 2019



1.2. TOTAL VISITORS

Total visitors of 180,858 during the reference period revealed an increase of 4.9 percent compared with 2018 and an increase of 14.8 percent over 2017. This is illustrated in Fig. 1.2.

Fig. 1.2: Total Visitors, 2008 - 2019



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 78,055 inbound travelers, illustrating a decrease of 3.9 percent over 2018. This was followed by Australia with a distant total of 40,170 inbound travelers, an increase of 9.6 percent over 2018.

American Samoa reported 14,960 inbound travelers, representing a decrease of 4.6 percent over 2018 while USA reported 13,351 inbound travelers, a decrease of 3.8 percent when comparing with 2018. This is graphically portrayed in Fig. 1.3.

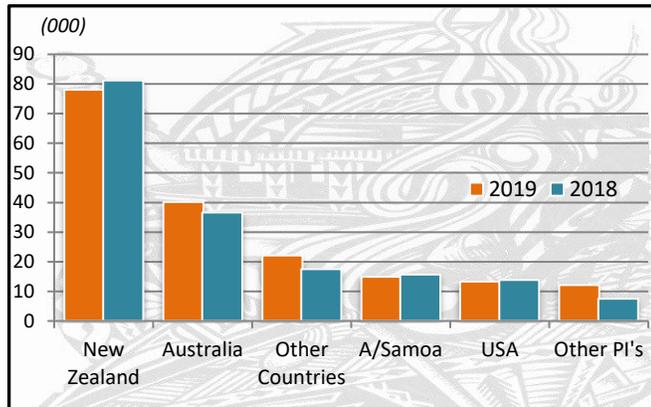
INSIDE THIS ISSUE

2019	All Arrivals	All Visitors
Number	249,971	180,858
% change from previous year	5.7	4.9
NET MIGRATION	-8,363	

16TH MARCH 2020

Overview cont'd

Fig. 1.3: Total Visitors by Country of Usual Residence, 2019

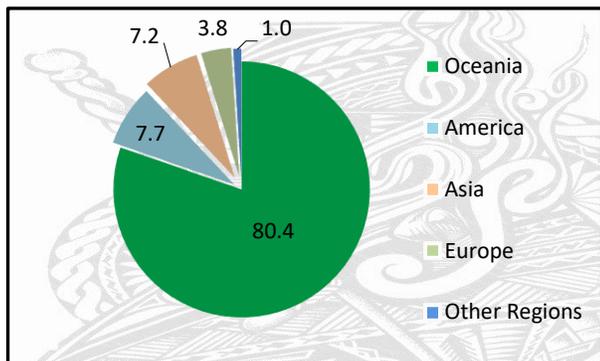


1.4. TOTAL VISITORS BY REGION

Of Total Visitors by region, Oceania had the highest share with 80.4 percent (145,348 visitors) followed by the American region with 7.7 percent (14,004 visitors).

Asia had a share of 7.2 percent (12,938 visitors) while Europe reported the lowest share with 3.8 percent (6,783 visitors). This is graphically presented in Fig. 1.4 below.

Fig. 1.4: Total Visitors by Region, 2019

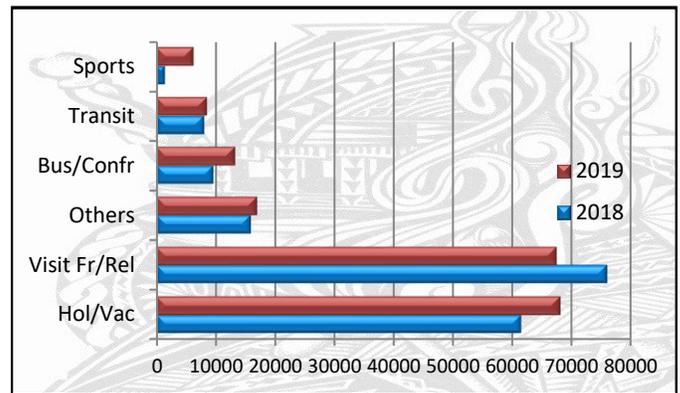


1.5. TOTAL VISITORS BY PURPOSE OF VISIT

Visitors that entered our shores on holiday/vacation made up the largest component of all visitors with 37.7 percent (68,103 visitors) while 37.3 percent (67,506) of all visitors visit friends and relatives.

Business/ Conference visitors made up 7.3 percent (13,289) and those who were here on transit to other destinations made up 4.7 percent (8,574) of all visitors. Fig. 1.5 depicts total visitors by purpose of visit for 2018 and 2019.

Fig. 1.5: Total Visitors by Purpose of Visit, 2018 & 2019

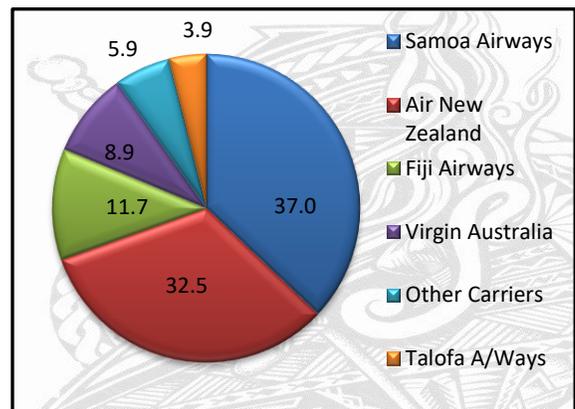


1.6. TOTAL ARRIVALS BY CARRIER

Table 5 revealed Samoa Airways as the main carrier for all those visiting Samoa for the calendar year 2019 with 92,395 passengers (37.0 percent) followed by Air New Zealand with 81,338 passengers (32.5 percent).

Next is Fiji Airways with 29,194 (11.7 percent) then by Virgin Australia with 22,327 (8.9 percent). Fig. 1.6 portrays a graphical presentation of all carriers during the reference period.

Fig. 1.6: Total Arrivals by Carrier, 2019

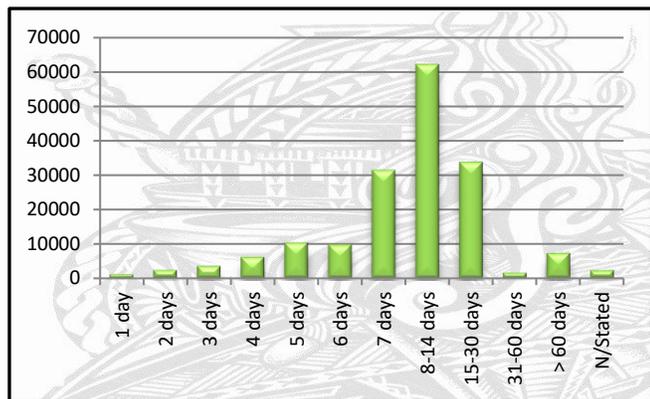


Overview cont'd

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

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

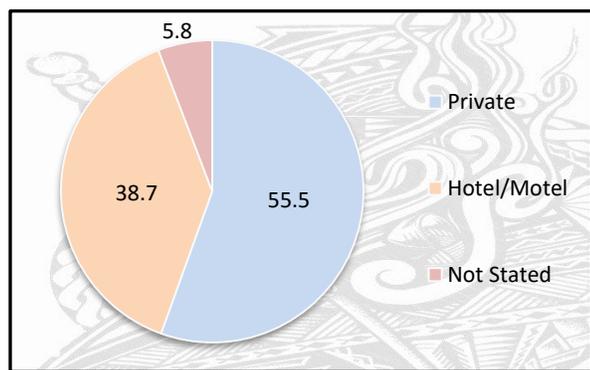
Fig. 1.7: Total Visitors by Duration of Stay, 2019



1.8. TOTAL VISITORS BY PLACE OF STAY

As revealed in Table 6, 55.5 percent of visitors (95,686) stayed with private accommodations or families/ relatives compared to those that stayed in hotels/ motels, yielding a distant 38.7 percent or 66,671 visitors. This is illustrated in Fig. 1.8.

Fig. 1.8: Total Visitors by Place of Stay, 2019

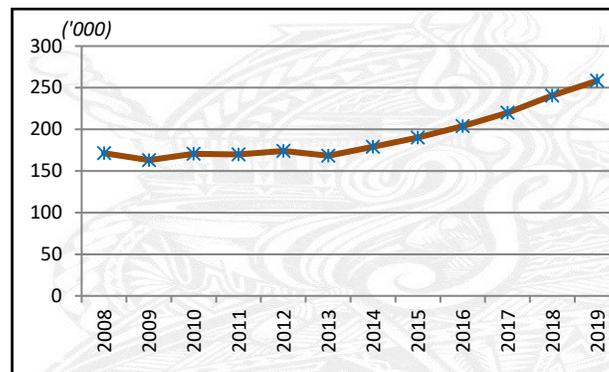


2. DEPARTURES

2.1 TOTAL DEPARTURES

In the calendar year of 2019, a total of 258,334 people departed Samoa (Table 1) and this indicates an increase of 7.4 percent compared to the same period of 2018 (240,549) as well as an increase of 17.4 percent when compared to the same period of 2017 (220,055). This is illustrated in Fig. 2.1.

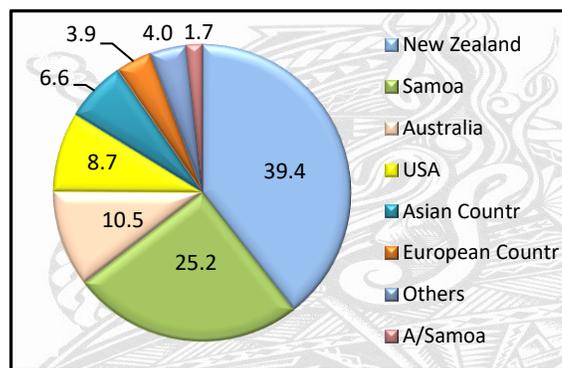
Fig. 2.1: Total Departures, 2008 - 2019



2.2 TOTAL DEPARTURES BY NATIONALITY

As evident in Table 7, New Zealand and Samoa made up the largest component of departures by nationality yielding 39.4 (101,906) and 25.2 (65,203) percent respectively. Australia is next with a distant 10.5 percent (27,114). Portrayed in Fig 2.2 is the overall departure by nationality during the reference period.

Fig. 2.2: Total Departures by Nationality, 2019



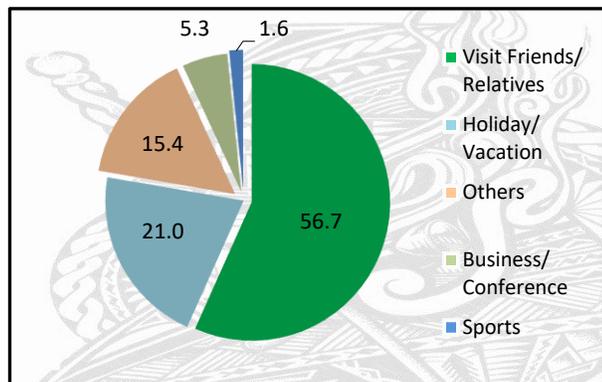
2.3 PURPOSE OF TRAVEL ABROAD (Samoa Citizens)

In 2019, a total of 65,203 Samoa citizens travelled abroad, representing a quarter of total departures. Of this total, 55.6 percent were females and 44.4 were males (Table 8).

By purpose of travel abroad, the majority left our shores to visit friends and relatives (56.7 percent) while 21.0 percent travelled overseas for holiday/ vacation. This is graphically illustrated in Fig 2.3

Overview cont'd

Fig. 2.3: Purpose of Travel Abroad (Samoa Citizens), 2019



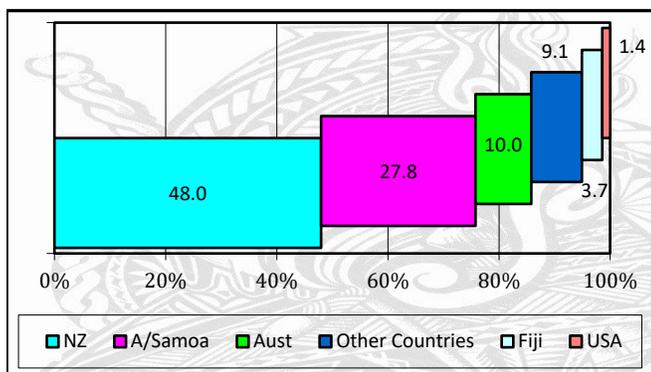
2.4 COUNTRY OF STAY ABROAD (Samoa Citizens)

The majority of Samoan citizens leaving our shores in 2019 travelled to New Zealand as indicated by 48.0 percent (31,304) in Table 9, which is then followed by American Samoa with 27.8 percent (18,102).

Australia comes in as the third main country of stay abroad with a distant 10.0 percent (6,498) followed by Fiji and the United States of America with 3.7 percent (2,409) and 1.4 percent (912) respectively.

Fig. 2.4 illustrates a graphical impression of the main country of stay abroad by Samoa Citizens in 2019.

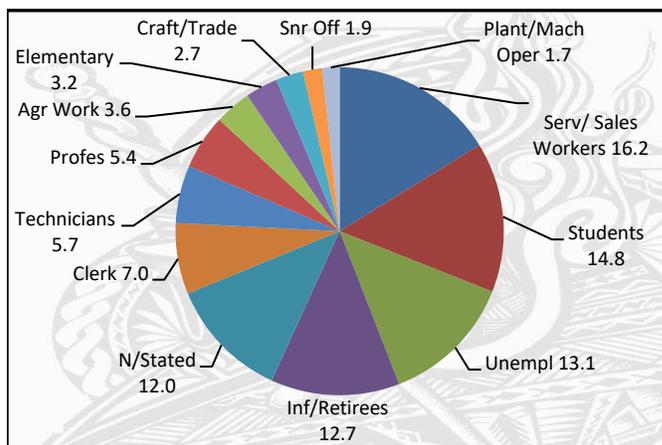
Fig. 2.4: Country of Stay Abroad, 2019 (Samoa Citizens)



2.5 DEPARTURES BY OCCUPATION, 2019 (Samoa Citizens)

As tabulated in Table 10, the majority of departed Samoa citizens were those working as Services and Sales workers, represented by 16.2 percent (10,567) followed by Students (9,644) with 14.8 percent and those Unemployed (8,553) with 13.1 percent. A detailed graphical presentation of departures by occupation is presented in Fig 2.5.

Fig. 2.5: Total Departures by Occupation, 2019 (Samoa Citizens)

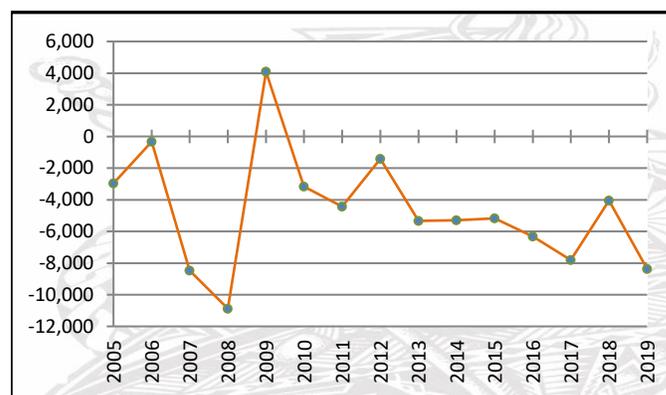


3. NET MIGRATION

During the reference period, net migration stood at -8,363 (Table 1) implying that incoming travelers (arrival) was far less than outgoing travelers (departure).

Fig. 3.1 gives the natural changes in net migration from 2004 – 2019.

Fig. 3.1: Net Migration, 2005 – 2019



Detailed and tabulated information for the reference period is attached in Tables 1 – 10 of this report.



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

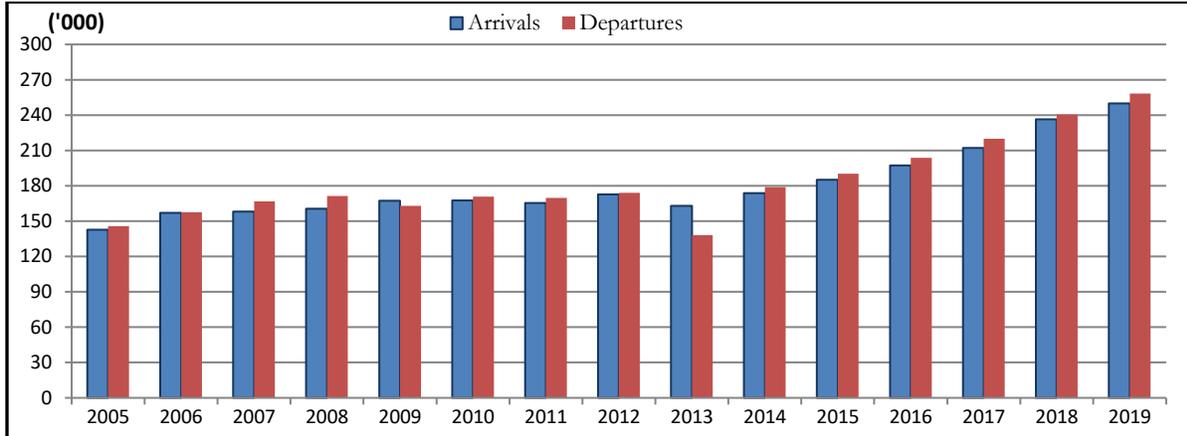
A handwritten signature in blue ink, appearing to read 'Faumuina', is positioned above the printed name.

Taiaopo Faumuina

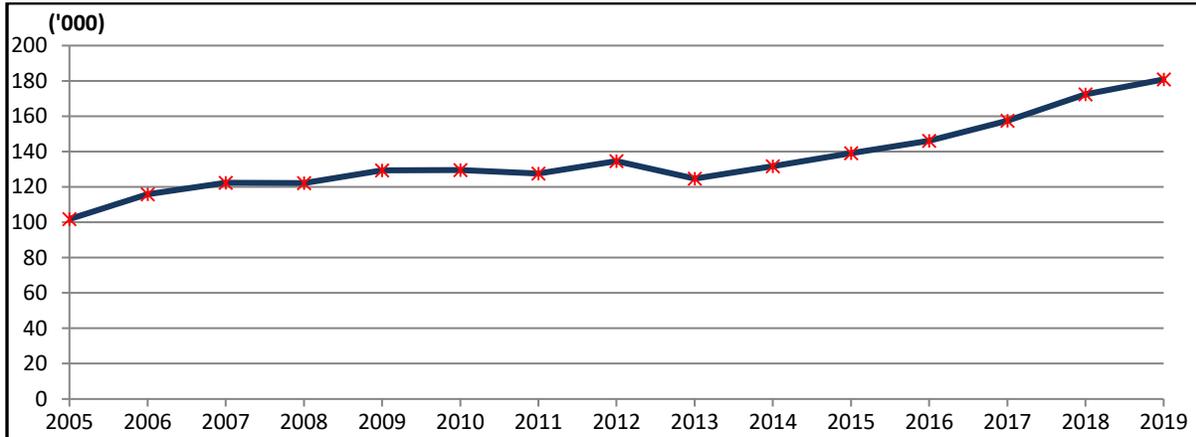
**ACTING GOVERNMENT STATISTICIAN/
ACTING CEO**

APPENDIX

Graph 1: Annual Total Arrivals and Departures, 2005 – 2019



Graph 2: Annual Total Visitors, 2005 – 2019



Graph 3: Visitors Percentage Change over Previous year, 2005 – 2019

