



Samoa Bureau of Statistics

International Arrival Statistics

January 2019

Overview

MONTHLY HIGHLIGHTS:

In January 2019 compared with January 2018:

- Total arrivals (20,851) increased by 6.3%
- Total visitors (13,755) increased by 8.7%
- Visitors:

AUST: 49.4% (up by 1,135)

AM. SAM: 42.2% (up by 331)

NZ: 1.7% (up by 106)

USA: -33.4% (down by 433)

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January 2019	All Arrivals	All Visitors
Number	20,851	13,755
% change from previous month	-32.2	-42.7
% change from previous year	6.3	8.7

ISSUE #1

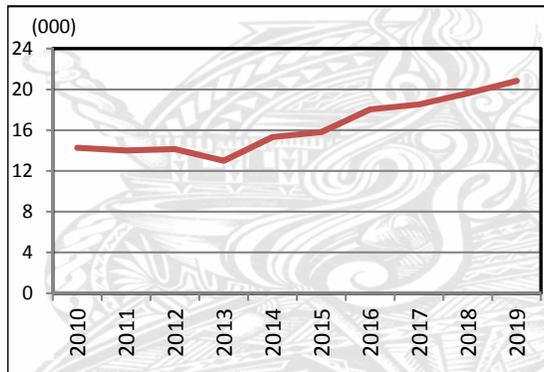
28TH FEBRUARY 2019

1. TOTAL ARRIVALS

The total International Arrival Statistics recorded for the month of **January 2019** (Table 1), revealed a decrease of 32.2 percent over the previous month and an increase of 6.3 percent over the corresponding month of January 2018. (Refer Fig. 1)

As usual, air was the preferred mode of travel to Samoa, representing 97.5 percent (20,330) of total arrivals, while the remaining 2.5 percent (521) arrived by sea in January 2019.

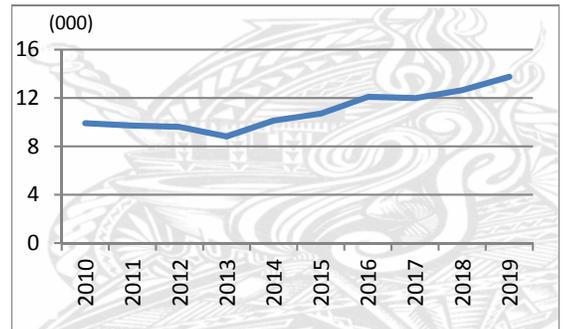
Fig. 1: Total Arrivals, January 2010 – 2019



2. TOTAL VISITORS

Overall Visitors numbered 13,755 for the month under review revealed a decrease of 42.7 percent over the previous month and an increase of 8.7 percent when compared to the corresponding month of January 2018. (Refer Fig. 2).

Fig. 2: Total Visitors, January 2010 – 2019



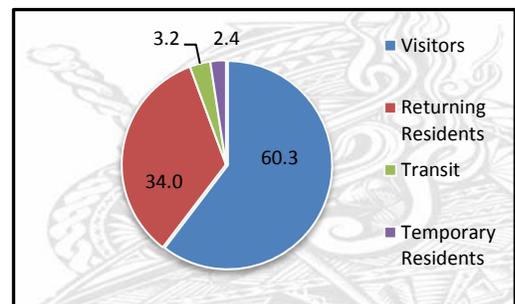
Visitor arrivals have a strong seasonal pattern with a regular peak of numbers during holiday seasons normally December and July. The smoothed short-term trend for visitor arrivals adjusting for seasonal pattern is shown in Appendix Graph 2.

3. TOTAL ARRIVALS BY PURPOSE OF ENTRY

Visitors, (table 2), made up the largest component of all arrivals with 30.9 percent (6,434) represented by females and 29.5 percent (6,147) by males.

Female returning residents made up 17.3 percent (3,613) of total arrivals while their female counterpart made up 16.7 percent (3,483). (Refer Fig. 3)

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



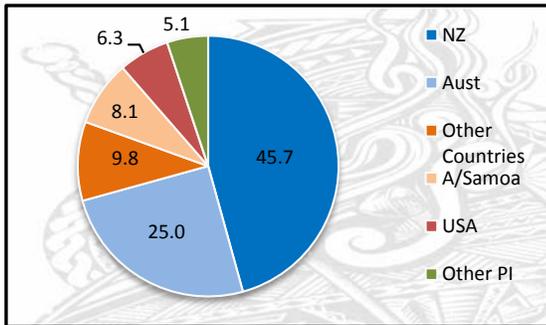
Overview cont'd

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 45.7 percent or 6,290 of total visitors. Australia followed next with a distant 25.0 percent share (3,434).

American Samoa represented 8.1 percent (1,116) while the United States of America represented 6.3 percent (862) of total visitors. (Refer Fig. 4)

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

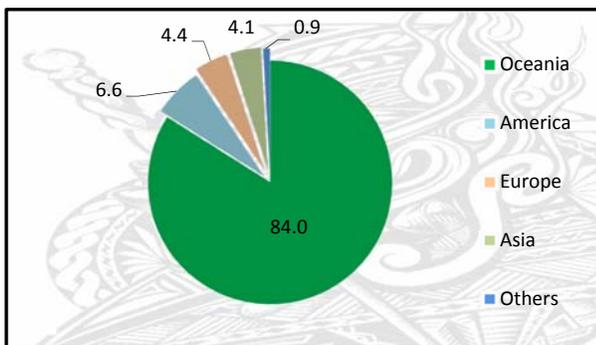


5. TOTAL VISITORS BY REGION

As usual, the Oceanic Region had the highest share of total visitors with 84.0 percent, followed by America with 6.6 percent.

Europe reported a share of 4.4 percent while Asia reported the least share with 4.1 percent. (Refer Fig. 5).

Fig. 5: Total Visitors by Region, January 2019



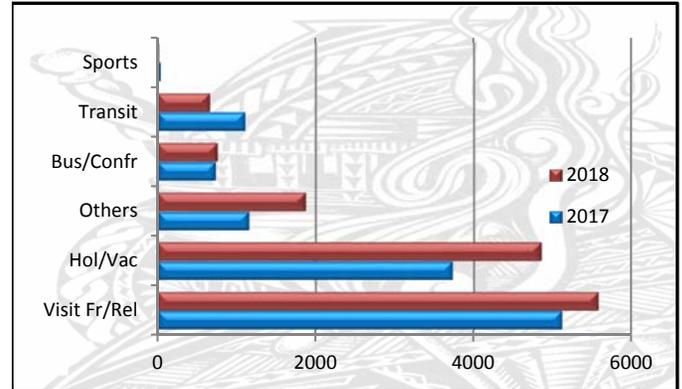
6. TOTAL VISITORS BY PURPOSE OF VISIT

The principal source markets (Table 4) namely New Zealand, American Samoa, Australia, and the United States of America constituted 85.1 percent of all visitors visiting Samoa in January 2019.

The majority of visitors (40.6 percent) entered our shores to visit friends and relatives while 35.3 percent entered our shores for holiday and vacation.

Those who were here for Business/ Conference recorded a share of 5.5 percent while those who were here on transit made up 4.8 percent. Fig.6 depicts total visitors by purpose of visit for January 2018 and January 2019.

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

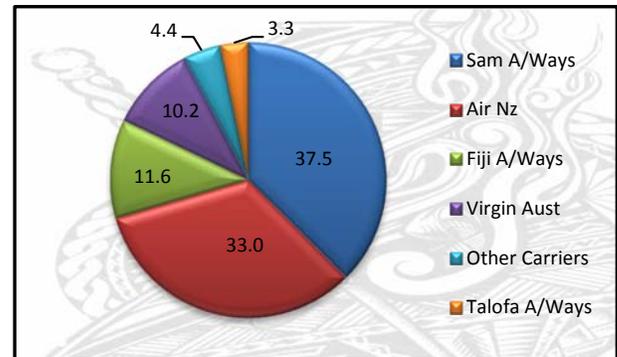


7. TOTAL ARRIVALS BY CARRIER

As depicted in table 5, Samoa Airways leads the way of arrival by carriers during the reference period with a 37.5 percent share (7,822 passengers) followed by Air New Zealand with 33.0 percent share (6,877 passengers).

Fiji Airways brought in 11.6 percent (2,421 passengers) of total arrivals while Virgin Australia and Talofa Airways recorded shares of 10.2 percent (2,119) and 3.3 percent (690) respectively. Fig. 7 illustrates total arrivals by carrier during the reference period.

Fig. 7: Total Arrivals by Carrier, January 2019

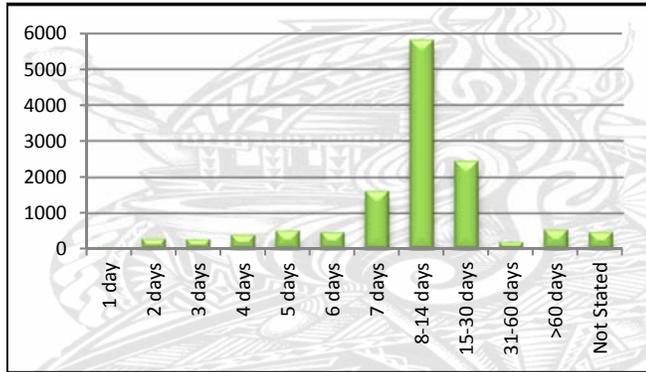


Overview cont'd

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, January 2019



On the other hand, the majority of visitors (68.9 percent or 9,023 visitors) reported staying in private accommodations or with families/ relatives while 26.0 percent (3,408) stayed in hotel/ motel. (Refer Fig. 9).

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

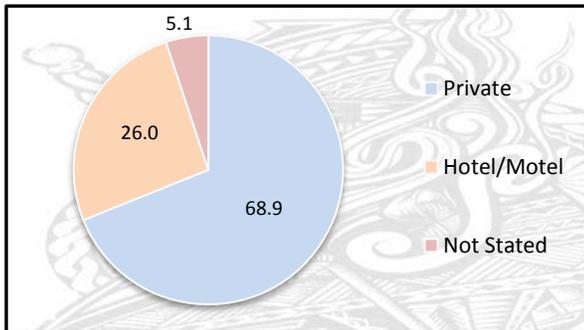
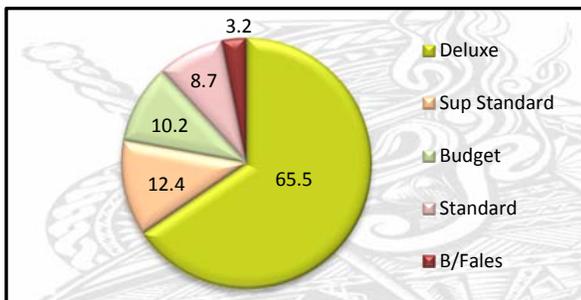


Fig. 10 portrays the number of visitors who stayed in hotels/ motels (3,408) by type of accommodation (hotel/ motel), within the reference month.

Fig. 10: Visitors Staying in Hotels/ Motels by Type of Accommodation, January 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 February 2019 will be released before the end of March 2019.

Aliimuamua Malaefono Tauā T Faasalaina
GOVERNMENT STATISTICIAN/ CEO

Table 1: Monthly Arrival and Departure by Mode of Travel and Net Migration, 2008 - 2019¹

Period	Visitors Arrivals			Total Arrivals			Total Departures			Net Migration
	Air	Sea	Total	Air	Sea	Total	Air	Sea	Total	
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
2018	167,651	4,845	172,496	227,487	9,019	236,506
2015										
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	16,960	769	17,729	1,555
June	15,895	420	16,315	20,473	985	21,458	18,599	1,075	19,674	1,784
July	18,838	403	19,241	24,014	879	24,893	24,494	859	25,353	-460
August	15,832	489	16,321	20,475	719	21,194	21,656	903	22,559	-1,365
September	14,434	409	14,843	19,494	486	19,980	19,850	431	20,281	-301
October	14,153	370	14,523	18,928	457	19,385	20,760	397	21,157	-1,772
November	11,032	451	11,483	15,993	528	16,521	16,458	405	16,863	-342
December	23,531	490	24,021	29,866	867	30,733
2019										
January	13,396	359	13,755	20,330	521	20,851

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, January 2019 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	20,851	10,293	10,558	12,581	6,147	6,434	7,096	3,483	3,613	665	395	270	509	268	241
0 - 4	811	434	377	510	279	231	279	144	135	10	4	6	12	7	5
5 - 9	1,170	591	579	675	340	335	449	231	218	27	12	15	19	8	11
10 - 14	1,272	636	636	754	382	372	466	229	237	34	18	16	18	7	11
15 - 19	1,512	667	845	863	366	497	585	260	325	34	25	9	30	16	14
20 - 24	1,589	708	881	922	390	532	586	276	310	44	24	20	37	18	19
25 - 29	1,823	838	985	1119	506	613	588	263	325	61	41	20	55	28	27
30 - 34	1,512	739	773	899	407	492	487	256	231	79	46	33	47	30	17
35 - 39	1,550	776	774	959	460	499	462	240	222	71	43	28	58	33	25
40 - 44	1,399	731	668	834	419	415	463	247	216	53	37	16	49	28	21
45 - 49	1,638	862	776	1010	526	484	541	286	255	60	37	23	27	13	14
50 - 54	1,675	842	833	1056	536	520	520	251	269	59	35	24	40	20	20
55 - 59	1,621	800	821	977	490	487	551	262	289	48	26	22	45	22	23
60 - 64	1,312	681	631	794	423	371	444	218	226	46	25	21	28	15	13
65 - 69	959	488	471	599	306	293	319	157	162	21	13	8	20	12	8
70 - 74	582	302	280	362	192	170	195	100	95	12	7	5	13	3	10
75 +	426	198	228	248	125	123	161	63	98	6	2	4	11	8	3
% DISTRIBUTION ²	100	49.4	50.6	60.3	29.5	30.9	34.0	16.7	17.3	3.2	1.9	1.3	2.4	1.3	1.2

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, January 2019 ¹

Country of Usual Residence	Mode of Travel			Percentage %
	Air	Sea	Total	
OCEANIA	11,323	237	11,560	84.0
American Samoa	1,093	23	1,116	8.1
Fiji	330	18	348	2.5
Cook Island	15	0	15	0
Other Pacific Is	278	79	357	2.6
New Zealand	6,181	109	6,290	45.7
Australia	3,426	8	3,434	25.0
EUROPE	597	15	612	4.4
United Kingdom	213	1	214	1.6
Scandinavia	21	0	21	0.2
Benelux	27	0	27	0.2
Germany	65	6	71	0.5
Other Europe	271	8	279	2.0
AMERICA	905	2	907	6.6
U.S.A	860	2	862	6.3
Canada	45	0	45	0.3
ASIA	469	98	567	4.1
Japan	64	0	64	0.5
China	189	18	207	1.5
Korea	93	0	93	0.7
Other Asia	123	80	203	1.5
OTHERS	102	7	109	0.8
TOTAL	13,396	359	13,755	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, January 2019 ¹

Country of Usual Residence	Purpose of Visit							
	Total	Percentage ²	Holiday/ Vacation	Business/ Conference	Visit Friends/ Relatives	Sports	Transit	Others
OCEANIA	11,560	84.0	3,998	629	5,036	20	450	1,427
American Samoa	1,116	8.1	148	24	611	0	213	120
Fiji	348	2.5	48	87	61	0	57	95
Cook Island	15	0.1	0	1	7	0	6	1
Other Pacific Is	357	2.6	42	43	62	0	75	135
New Zealand	6,290	45.7	2,482	298	2,795	4	76	635
Australia	3,434	25.0	1,278	176	1,500	16	23	441
EUROPE	612	4.4	257	29	89	0	60	177
United Kingdom	214	1.6	66	7	68	0	42	31
Scandinavia	21	0.2	18	1	0	0	0	2
Benelux	27	0.2	25	2	0	0	0	0
Germany	71	0.5	56	2	3	0	1	9
Other Europe	279	2.0	92	17	18	0	17	135
AMERICA	907	6.6	297	50	402	0	47	111
U.S.A.	862	6.3	257	50	400	0	47	108
Canada	45	0.3	40	0	2	0	0	3
ASIA	567	4.1	246	48	35	0	95	143
Japan	64	0.5	29	10	5	0	0	20
China	207	1.5	96	15	17	0	37	42
Korea	93	0.7	45	12	10	0	1	25
Other Asia	203	1.5	76	11	3	0	57	56
OTHER COUNTRIES	109	0.8	57	3	21	0	13	15
TOTAL	13,755	100.0	4,855	759	5,583	20	665	1,873
Percentage Distribution ²	100.0		35.3	5.5	40.6	0.1	4.8	13.6

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, January 2019 ¹

Carrier	Total		Purpose of Entry			
			Returning Residence	Percentage ²	Total Visitors	Percentage ²
Total	20,851	100%	7,096	34.0	13,755	66.0
AIR	20,330	97.5	6,934	33.3	13,396	64.2
Virgin Australia ³	2,119	10.2	409	2.0	1,710	8.2
Samoa Airways ⁴	7,822	37.5	3,499	16.8	4,323	20.7
Talofa Airways	690	3.3	272	1.3	418	2.0
Air New Zealand	6,877	33.0	2,200	10.6	4,677	22.4
Fiji Airways ⁵	2,421	11.6	535	2.6	1,886	9.0
Other Air Carrier	401	1.9	19	0.1	382	1.8
SEA	521	2.5	162	0.8	359	1.7
Lady Naomi	161	0.8	132	0.6	29	0.1
Yacht	4	0	0	0	4	0
Other Sea Carrier	356	1.7	30	0.1	326	1.6

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, January 2019 ¹

Duration of Stay	Place of Stay			
	Total	Hotel/Motel	Private	Not Stated
Total	13,090	3,408	9,023	659
1day	40	16	23	1
2days	283	193	85	5
3days	268	118	146	4
4days	394	172	213	9
5days	514	253	255	6
6days	472	261	207	4
7days	1,624	565	702	357
8-14days	5,824	1426	4279	119
15-30days	2,464	266	2172	26
31-60days	193	56	125	12
61-90days	98	30	64	4
91-180days	57	2	39	16
181-365days	76	0	55	21
> Year	310	12	223	75
Not Stated	473	38	435	0
Percentage Distribution ²	100	26.0	68.9	5.0

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