



# Samoa Bureau of Statistics

## International Arrival Statistics

Fourth Quarter 2018

25<sup>th</sup> February 2019

### Overview

#### QUARTERLY HIGHLIGHTS:

This Quarter compared with 4<sup>th</sup> Quarter 2017:

- Total arrivals (66,639) increased by 11.8%
- Total visitors (50,027) increased by 10.9%
- Visitors:

Australia (up by 2,267)

New Zealand (up by 1,238)

USA (up by 170)

Am Samoa (up by 355)

#### INSIDE THIS ISSUE

Q4 2018	All Arrivals	All Visitors
Total	66,639	50,027
% change from previous quarter	0.9	-0.7
% change from previous year	11.8	10.9

ISSUE #4

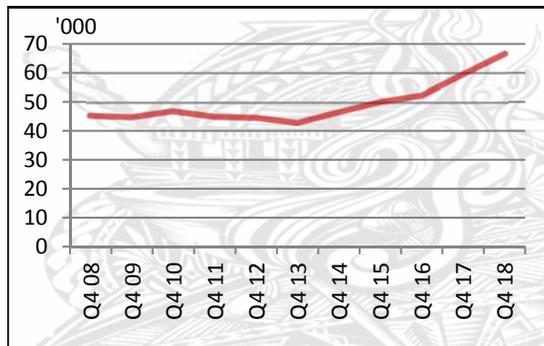
### 1. ARRIVALS

#### 1.1. TOTAL ARRIVALS

The total International Arrival Statistics documented for the reference period (table 1), revealed an increase of 0.9 percent over the previous quarter (Jul-Sept 2018) and an increase of 11.8 percent over the corresponding quarter of last year (Oct-Dec 2017). (Refer Fig. 1.1).

As usual, air being the most preferred mode of travel to Samoa, representing 97.2 percent (64,787) of total arrivals, while those that arrived by sea accounted for the remaining 2.8 percent (1,852).

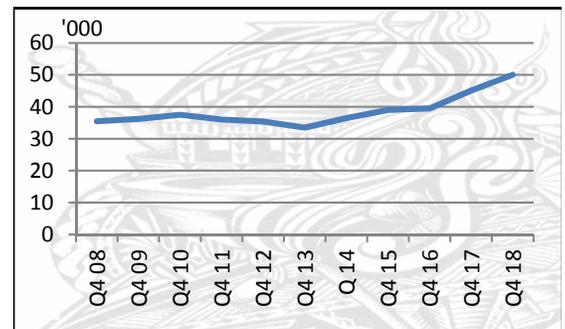
Fig. 1.1: 4<sup>th</sup> Quarter Total Arrivals, 2008 – 2018



#### 1.2. TOTAL VISITORS

Total Visitors of 50,027 for the quarter under review revealed a decrease of 0.7 percent over the previous quarter and an increase of 10.9 percent when compared to the corresponding quarter of Oct-Dec 2017. (Refer Fig. 1.2).

Fig. 1.2: 4<sup>th</sup> Quarter Total Visitors, 2008 – 2018



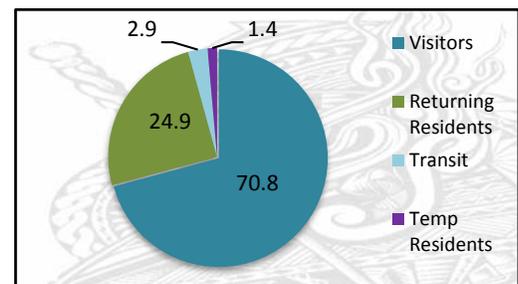
#### 1.3 TOTAL ARRIVALS BY PURPOSE OF ENTRY

Visitors, including transit, made up the largest component of all arrivals with 37.1 percent recorded for females (24,760) and 36.6 percent for males (24,362).

Male and female returning residents made up 13.4 percent (8,925) and 11.5 percent (7,687) respectively of total arrivals. Temporary residents was made up of 0.7 percent (474) males and 0.6 percent (431) females. (Refer Fig. 1.3).

The majority of inbound travelers to Samoa during the reference period were aged between 25-29 years old.

Fig. 1.3: Total Arrivals by Purpose of Visit, Q4 2018

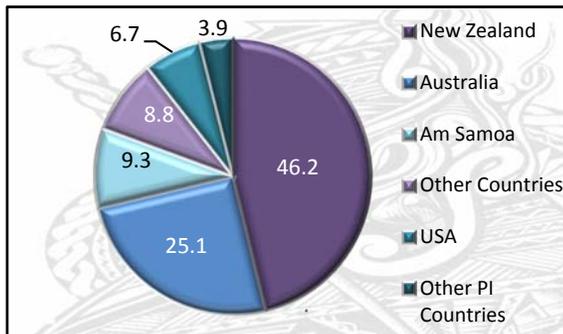


# Overview cont'd

## 1.4 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 46.2 percent or 23,137 of total visitors. Australia followed next with a distant 25.1 percent share (12,534). American Samoa came in third with a share of 9.3 percent (4,653) followed by the United States of America recording a share of 6.7 percent (3,354). (Refer Fig. 1.4)

**Fig. 1.4: Total Visitors by Country of Usual Residence, Q4 2018**

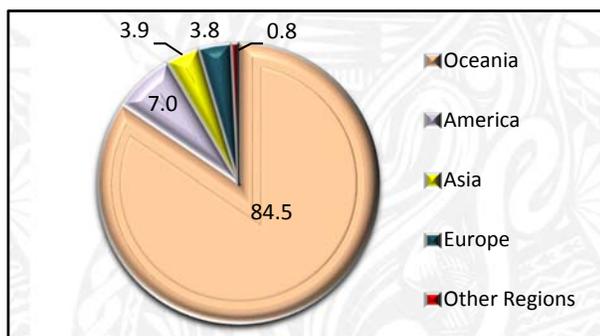


## 1.5 VISITORS BY REGION

The Oceanic Region had the highest share of total visitors with 84.5 percent, followed by America with 7.0 percent.

Asia reported a share of 3.9 percent while Europe reported the least share with 3.8 percent. (Refer Fig. 1.5).

**Fig. 1.5: Total Visitors by Region, Q4 2018**



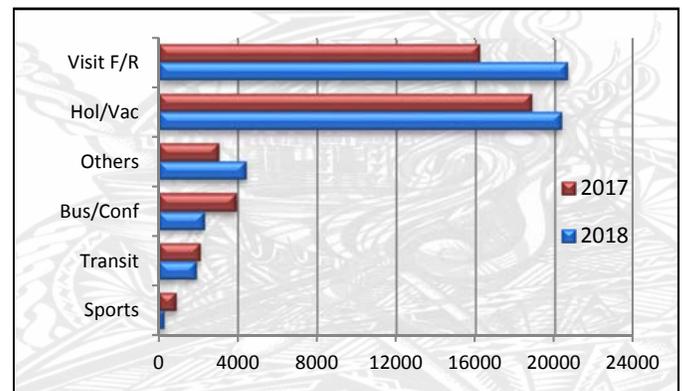
## 1.6 VISITORS BY PURPOSE OF VISIT

As illustrated in Table 4, New Zealand, Australia, American Samoa, and the United States of America constituted 87.3 percent of all visitors visiting Samoa while other countries round up the remaining 12.7 percent during the reference period.

Visitors that entered our shores to visit friends and relatives accounted for 41.3 percent of all visitors. Those who were here on holiday and vacation accounted for 40.7 percent while those that travelled for other purposes made up 8.8 percent of total visitors.

Business and conference visitors accounted for 4.7 percent while transients bound for other destinations and those who were for sports registered 3.9 and 0.6 percent respectively. Fig. 1.6 depicts total visitors by purpose of visit during the reference period compared to the corresponding quarter of 2017.

**Fig. 1.6: Total Visitors by Purpose of Visit, Q4 2017 & Q4 2018**

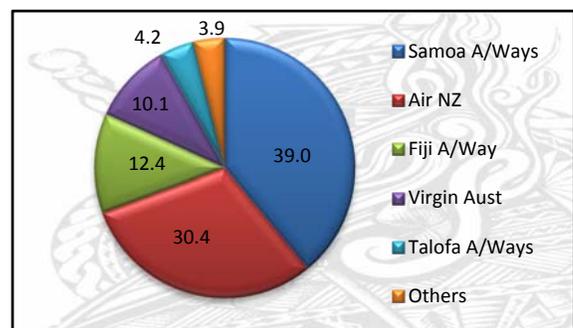


## 1.7 TOTAL ARRIVALS BY CARRIER

As tabulated in Table 5, Samoa Airways leads the way for arrivals by carriers' during the reference period with a 39.0 percent share (26,020 passengers) followed by Air New Zealand with a share of 30.4 percent (20,283 passengers).

Fiji Airways (formerly known as Air Pacific) recorded a 12.4 percent share (8,277), Virgin Australia brought in 10.1 percent (6,730), while Talofa Airways brought in 4.2 percent (2,779 passengers). Fig. 1.7 illustrates total arrivals by carrier during the reference period.

**Fig. 1.7: Total Arrivals by Carrier, Q4 2018**

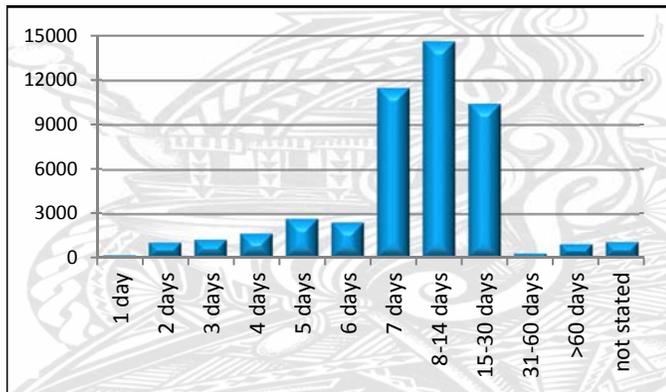


# Overview cont'd

## 1.8 VISITORS DURATION AND PLACE OF STAY

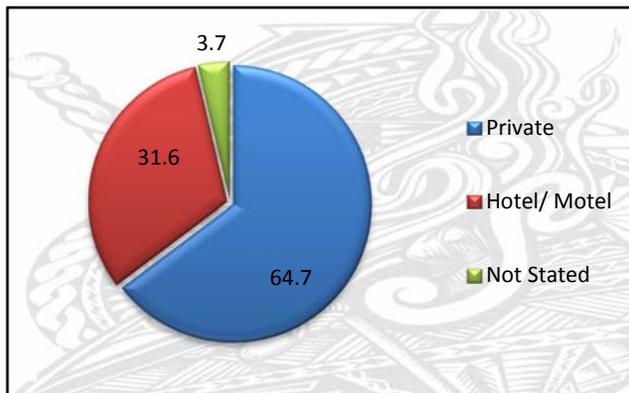
The usual trend of visitor's duration of stay in Samoa (Table 6) is between 7 days and 30 days, as revealed in Fig 1.8 below.

**Fig. 1.8: Visitors Duration of Stay, Q4 2018**



On the other hand, 64.7 percent (31,139) stayed in private accommodations or with families/ relatives while 31.6 percent (15,151) of total visitors reported staying in hotel/ motels. (Refer Fig. 1.9).

**Fig. 1.9: Total Visitors by Place of Stay, Q4 2018**



## 2. DEPARTURES

Regret to advice that the departure analysis for the reference period cannot be carried out as we are currently in the process of entering the departure cards for the fourth quarter of 2018.



### 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)

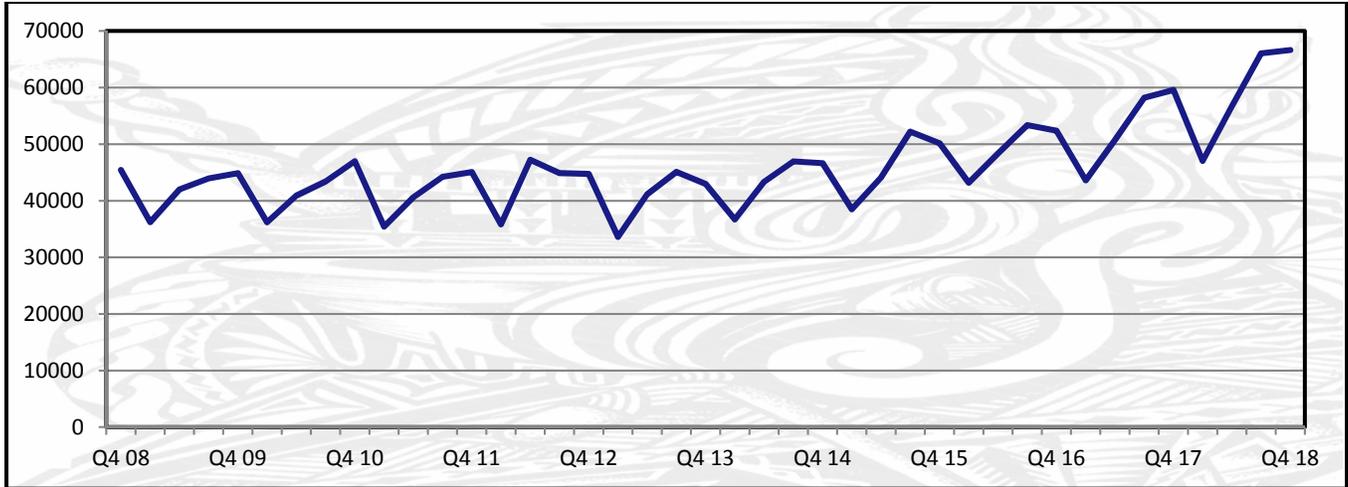
International arrival statistics are compiled on a monthly, quarterly and annual basis. These reports can also be extracted from our website: [www.sbs.gov.ws](http://www.sbs.gov.ws)

The migration report for the first quarter of 2019 will be released in May 2019.

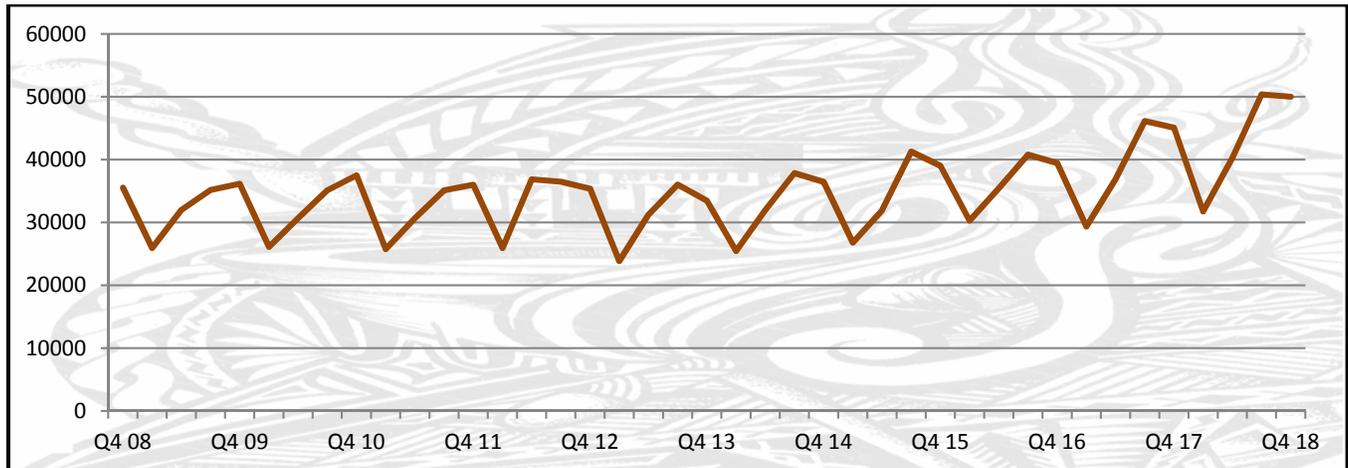
**Aliimuamua Malaefono Taua T Taaloga**  
**GOVERNMENT STATISTICIAN/ CEO**

**APPENDIX**

Graph 1: Quarterly Total Arrivals, 4<sup>th</sup> Quarter 2008 – 4<sup>th</sup> Quarter 2018



Graph 2: Quarterly Total Visitors, 4<sup>th</sup> Quarter 2008 – 4<sup>th</sup> Quarter 2018



Graph 3: Quarterly Total Departures, 3<sup>rd</sup> Quarter 2008 – 3<sup>rd</sup> Quarter 2018

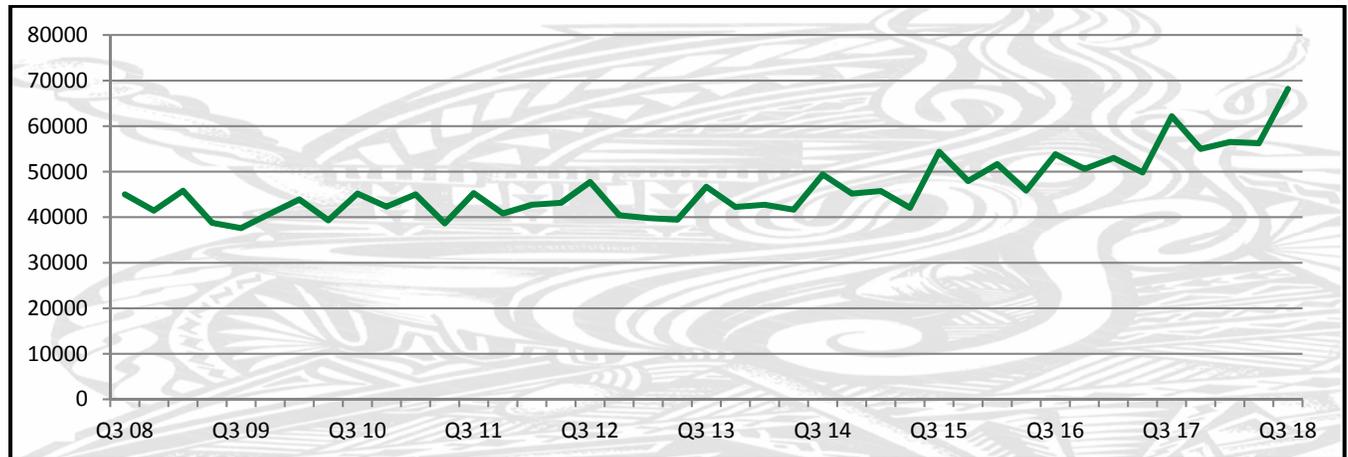


Table 1: Quarterly Arrival and Departure by Mode of Travel and Net Migration, 2012- 2018.

Period	Visitors Arrivals			Total Arrivals			Total Departures			Net Migration
	Air	Sea	Total	Air	Sea	Total	Air	Sea	Total	
2006	112,411	3,471	115,882	147,807	9,349	157,156	147,991	9,489	157,480	-324
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	5,261	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	2,752	134,697	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	166,045	7,638	173,713	170,848	8,272	179,017	-5,304
2015	135,012	4,031	139,043	176,782	8,248	185,030	181,687	8,523	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
<b>2012</b>										
3rd Quarter	35,890	607	36,497	43,867	1,017	44,884	46,659	1,101	47,760	-2,876
4th Quarter	34,730	660	35,390	43,341	1,412	44,753	38,975	1,473	40,448	4,305
<b>2013</b>										
1st Quarter	23,293	580	23,873	32,484	1,140	33,624	38,219	1,602	39,821	-6,197
2nd Quarter	30,594	651	31,245	39,785	1,365	41,150	37,728	1,719	39,447	1,703
3rd Quarter	35,463	593	36,056	43,688	1,421	45,109	45,349	1,349	46,698	-1,589
4th Quarter	32,821	678	33,499	41,585	1,409	42,994	41,037	1,215	42,252	742
<b>2014</b>										
1st Quarter	24,910	551	25,461	35,301	1,415	36,716	41,142	1,628	42,770	-6,054
2nd Quarter	31,255	728	31,983	41,286	2,077	43,363	39,242	2,434	41,676	1,687
3rd Quarter	36,754	1,119	37,873	44,966	2,014	46,980	47,334	2,051	49,385	-2,405
4th Quarter	35,704	774	36,478	44,522	2,132	46,654	43,024	2,162	45,186	1,468
<b>2015</b>										
1st Quarter	26,203	599	26,802	36,931	1,581	38,512	43,794	1,976	45,770	-7,258
2nd Quarter	31,053	864	31,917	41,731	2,381	44,112	39,510	2,590	42,100	2,012
3rd Quarter	40,451	845	41,296	50,906	1,327	52,233	53,076	1,313	54,389	-2,156
4th Quarter	37,305	1,723	39,028	47,214	2,959	50,173	45,307	2,644	47,951	2,222
<b>2016</b>										
1st Quarter	29,222	1,081	30,303	41,306	1,893	43,199	49,375	2,323	51,698	-8,499
2nd Quarter	34,078	1,411	35,489	45,693	2,704	48,397	44,054	2,828	46,882	1,515
3rd Quarter	39,045	1,773	40,818	50,277	3,114	53,391	51,681	2,532	54,213	-822
4th Quarter	37,943	1,536	39,479	49,534	2,875	52,409	48,649	2,272	50,921	1,488
<b>2017</b>										
1st Quarter	28,151	1,221	29,372	41,707	1,917	43,624	50,616	2,401	53,017	-9,393
2nd Quarter	36,119	765	36,884	48,726	2,004	50,730	47,448	2,389	49,837	893
3rd Quarter	45,174	983	46,157	56,489	1,810	58,299	59,572	2,603	62,175	-3,876
4th Quarter	44,024	1,078	45,102	57,183	2,404	59,587	53,191	1,835	55,026	4,561
<b>2018<sup>1</sup></b>										
1st Quarter	30,725	1,049	31,774	45,087	1,979	47,066	54,317	2,195	56,512	-9,446
2nd Quarter	39,106	1,184	40,290	53,630	3,104	56,734	53,060	3,171	56,231	503
3rd Quarter	49,104	1,301	50,405	63,983	2,084	66,067	66,000	2,193	68,193	-2,126
4th Quarter	48,716	1,311	50,027	64,787	1,852	66,639	...	...	...	...

**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: Arrivals by Age, Purpose of Entry and Gender, Fourth Quarter 2018 <sup>1</sup>

AGE	Purpose of Visit														
	TOTAL			Visitors			Returning Residents			Transit			Temporary Resident		
	TOTAL	Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female
<b>TOTAL</b>	<b>66,639</b>	<b>33,761</b>	<b>32,878</b>	<b>47,191</b>	<b>23,187</b>	<b>24,004</b>	<b>16,612</b>	<b>8,925</b>	<b>7,687</b>	<b>1,931</b>	<b>1,175</b>	<b>756</b>	<b>905</b>	<b>474</b>	<b>431</b>
<b>0 - 4</b>	2,975	1,498	1,477	2,426	1,231	1,195	492	240	252	46	23	23	11	4	7
<b>5 - 9</b>	3,366	1,710	1,656	2,837	1,448	1,389	447	225	222	56	22	34	26	15	11
<b>10 - 14</b>	3,418	1,614	1,804	2,924	1,384	1,540	409	189	220	66	33	33	19	8	11
<b>15 - 19</b>	4,038	1,819	2,219	3,204	1,386	1,818	726	380	346	50	19	31	58	34	24
<b>20 - 24</b>	5,371	2,523	2,848	3,627	1,567	2,060	1,565	847	718	124	79	45	55	30	25
<b>25 - 29</b>	5,831	2,886	2,945	4,028	1,859	2,169	1,549	888	661	193	115	78	61	24	37
<b>30 - 34</b>	5,102	2,628	2,474	3,627	1,762	1,865	1,214	716	498	209	134	75	52	16	36
<b>35 - 39</b>	4,862	2,677	2,185	3,283	1,756	1,527	1,323	749	574	182	129	53	74	43	31
<b>40 - 44</b>	4,983	2,572	2,411	3,267	1,580	1,687	1,387	783	604	213	133	80	116	76	40
<b>45 - 49</b>	5,543	2,909	2,634	3,656	1,865	1,791	1,602	868	734	208	133	75	77	43	34
<b>50 - 54</b>	5,791	2,959	2,832	3,968	1,966	2,002	1,536	843	693	178	105	73	109	45	64
<b>55 - 59</b>	5,295	2,717	2,578	3,515	1,825	1,690	1,541	752	789	160	97	63	79	43	36
<b>60 - 64</b>	4,016	2,092	1,924	2,643	1,364	1,279	1,193	617	576	117	73	44	63	38	25
<b>65 - 69</b>	2,988	1,587	1,401	2,053	1,090	963	809	422	387	72	46	26	54	29	25
<b>70 - 74</b>	1,796	956	840	1,247	665	582	478	246	232	41	28	13	30	17	13
<b>75 +</b>	1,264	614	650	886	439	447	341	160	181	16	6	10	21	9	12
<b>% Distribution <sup>2</sup></b>	<b>100.0</b>	<b>50.7</b>	<b>49.3</b>	<b>70.8</b>	<b>34.8</b>	<b>36.0</b>	<b>24.9</b>	<b>13.4</b>	<b>11.5</b>	<b>2.9</b>	<b>1.8</b>	<b>1.1</b>	<b>1.4</b>	<b>0.7</b>	<b>0.6</b>

**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.

: 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 3: Visitors Arrivals by Country of Usual Residence and Mode of Travel, Fourth Quarter 2018 <sup>1</sup>

Country of Usual Residence	Mode of Travel		TOTAL	Percentage <sup>2</sup>
	Air	Sea		
<b>OCEANIA</b>	<b>41,668</b>	<b>623</b>	<b>42,291</b>	<b>84.5</b>
American Samoa	4,586	67	4,653	9.3
Fiji	987	63	1,050	2.1
Cook Island	16	0	16	0.0
Other Pacific Is	803	98	901	1.8
New Zealand	22,778	359	23,137	46.2
Australia	12,498	36	12,534	25.1
<b>EUROPE</b>	<b>1,862</b>	<b>34</b>	<b>1,896</b>	<b>3.8</b>
United Kingdom	544	3	547	1.1
Scandinavia	72	3	75	0.1
Benelux	55	2	57	0.1
Germany	220	5	225	0.4
Other Europe	971	21	992	2.0
<b>AMERICA</b>	<b>3,458</b>	<b>33</b>	<b>3,491</b>	<b>7.0</b>
U.S.A	3,323	31	3,354	6.7
Canada	135	2	137	0.3
<b>ASIA</b>	<b>1,350</b>	<b>587</b>	<b>1,937</b>	<b>3.9</b>
Japan	172	0	172	0.3
China	550	121	671	1.3
Korea	163	4	167	0.3
Other Asia	465	462	927	1.9
<b>OTHERS</b>	<b>378</b>	<b>34</b>	<b>412</b>	<b>0.8</b>
<b>TOTAL</b>	<b>48,716</b>	<b>1,311</b>	<b>50,027</b>	
<b>PERCENTAGE DISTRIBUTION</b>	<b>97.4</b>	<b>2.6</b>	<b>100.0%</b>	<b>100%</b>

**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, Fourth Quarter 2018 <sup>1</sup>

Usual Residence	Purpose of Visit							
	TOTAL	% <sup>2</sup>	Holiday/ Vacation	Business/ Conference	Visit Friends/ Relatives	Sports	Transit	Others
<b>TOTAL</b>	<b>50,027</b>		<b>20,360</b>	<b>2,342</b>	<b>20,658</b>	<b>301</b>	<b>1,931</b>	<b>4,435</b>
American Samoa	<b>4,653</b>	<b>9.3</b>	1,319	132	2,299	26	592	285
Fiji	<b>1,050</b>	<b>2.1</b>	269	309	199	26	109	138
Cook Island	<b>16</b>	<b>0.0</b>	3	1	9	0	2	1
Other Pacific Is	<b>901</b>	<b>1.8</b>	245	204	174	42	134	102
New Zealand	<b>23,137</b>	<b>46.2</b>	10,085	797	10,393	91	331	1,440
Australia	<b>12,534</b>	<b>25.1</b>	5,158	395	5,884	33	106	958
United Kingdom	<b>547</b>	<b>1.1</b>	271	40	131	6	66	33
Scandinavia	<b>75</b>	<b>0.1</b>	60	3	7	1	2	2
Benelux	<b>57</b>	<b>0.1</b>	46	6	1	0	0	4
Germany	<b>225</b>	<b>0.4</b>	193	8	9	1	1	13
Other Europe	<b>992</b>	<b>2.0</b>	445	59	76	60	26	326
U.S.A.	<b>3,354</b>	<b>6.7</b>	1,393	195	1,217	14	209	326
Canada	<b>137</b>	<b>0.3</b>	89	7	19	0	1	21
Japan	<b>172</b>	<b>0.3</b>	95	28	27	0	1	21
China	<b>671</b>	<b>1.3</b>	250	50	104	0	87	180
Korea	<b>167</b>	<b>0.3</b>	76	10	45	0	14	22
Other Asia	<b>927</b>	<b>1.9</b>	125	47	39	0	227	489
<b>OTHER COUNTRIES</b>	<b>412</b>	<b>0.8</b>	238	51	25	1	23	74
<b>Percentage Distribution <sup>2</sup></b>	<b>100.0</b>		<b>40.7</b>	<b>4.7</b>	<b>41.3</b>	<b>0.6</b>	<b>3.9</b>	<b>8.9</b>

**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.

: 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, Fourth Quarter 2018 <sup>1</sup>

Carrier	TOTAL	Purpose of Entry				
		Returning Residents	% <sup>2</sup>	Total Visitors	% <sup>2</sup>	
<b>TOTAL</b>	<b>66,639</b>	<b>100%</b>	<b>16,612</b>	<b>24.9</b>	<b>50,027</b>	<b>75.1</b>
<b>AIR</b>	<b>64,787</b>	<b>97.2</b>	<b>16,071</b>	<b>24.1</b>	<b>48,716</b>	<b>73.1</b>
Virgin Australia <sup>3</sup>	<b>6,730</b>	<b>10.1</b>	933	1.4	5,797	8.7
Samoa Airways <sup>4</sup>	<b>26,020</b>	<b>39.0</b>	8,356	12.5	17,664	26.5
Talofa Airways	<b>2,779</b>	<b>4.2</b>	1,125	1.7	1,654	2.5
Air New Zealand	<b>20,283</b>	<b>30.4</b>	3,929	5.9	16,354	24.5
Fiji Airways <sup>5</sup>	<b>8,277</b>	<b>12.4</b>	1,682	2.5	6,595	9.9
Other Air Carrier	<b>698</b>	<b>1.0</b>	46	0.1	652	1.0
<b>SEA</b>	<b>1,852</b>	<b>2.8</b>	<b>541</b>	<b>0.8</b>	<b>1,311</b>	<b>2.0</b>
Lady Naomi	<b>315</b>	<b>0.5</b>	235	0.4	80	0.1
Yacht	<b>48</b>	<b>0.1</b>	0	0.0	48	0.1
Other Sea Carrier	<b>1,489</b>	<b>2.2</b>	<b>306</b>	<b>0.5</b>	<b>1,183</b>	<b>1.8</b>

**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, Fourth Quarter 2018 <sup>1</sup>

Duration of Stay	Place of Stay			
	TOTAL	Hotel/Motel	Private	Not Stated
<b>TOTAL</b>	<b>48,096</b>	<b>15,191</b>	<b>31,139</b>	<b>1,766</b>
1day	198	97	96	5
2days	1,055	707	343	5
3days	1,243	679	559	5
4days	1,661	882	765	14
5days	2,667	1,616	1,029	22
6days	2,414	1,657	749	8
7days	11,473	4,041	6,348	1,084
8-14days	14,628	4,382	10,119	127
15-30days	10,407	773	9,480	154
31-60days	322	105	161	56
61-90days	74	28	27	19
91-180days	62	4	47	11
181-365days	111	6	59	46
> Year	693	35	488	170
Not Stated	1,088	179	869	40
<b>Percentage Distribution</b>	<b>100.0</b>	<b>31.6</b>	<b>64.7</b>	<b>3.7</b>

**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