



Samoa Bureau of Statistics

International Arrival Statistics

January 2018

Overview

MONTHLY HIGHLIGHTS:

In January 2018 compared with January 2017:

□ Total arrivals (19,622) increased by 5.9%

□ Total visitors (12,654) increased by 5.5%

□ Visitors:

USA: 61.37% (up by 492)

NZ: 12.3% (up by 677)

AM. SAM: -39.4% (down by 510)

AUST: -11.1% (down by 287)

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January 2017	All Arrivals	All Visitors
Number	19,622	12,654
% change from previous month	-29.5	-39.1
% change from previous year	5.9	5.5

ISSUE #1

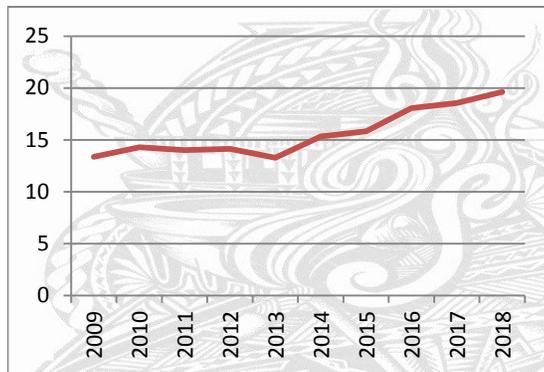
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1. TOTAL ARRIVALS

The total International Arrival Statistics recorded for the month of **January 2018** (table 1), revealed a decrease of 29.5 percent over the previous month and an increase of 5.9 percent over the corresponding month of January 2017. (Refer Fig. 1)

Air was the preferred mode of travel to Samoa, representing 96.0 percent (18,834) of total arrivals, while the remaining 4.0 percent (788) arrived by sea in January 2018.

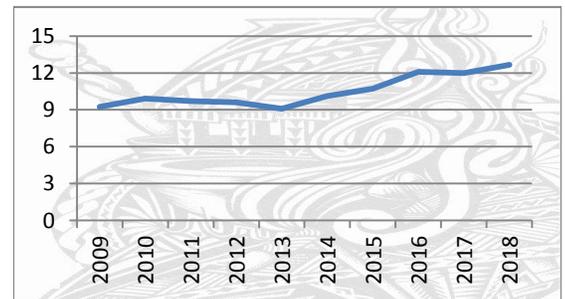
Fig. 1: January Total Arrivals, 2009 – 2018



2. TOTAL VISITORS

Overall Visitors numbered 12,654 for the month under review revealed a decrease of 39.1 percent over the previous month and an increase of 5.5 percent when compared to the corresponding month of January 2017. (Refer Fig. 2).

Fig. 2: January Total Visitors, 2009 – 2018



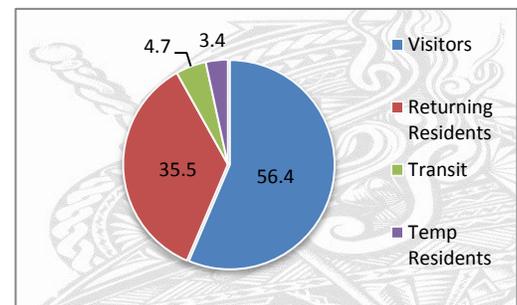
Visitor arrivals have a strong seasonal pattern with a regular peak of numbers during holiday seasons normally from December to January. The smoothed short-term trend for visitor arrivals adjusting for seasonal pattern is shown in Appendix Graph 2.

3. TOTAL ARRIVALS BY PURPOSE OF ENTRY

Visitors, including transit (table 2), made up the largest component of all arrivals with 31.0 percent (6,092) being females and 29.9 percent (5,904) being males.

Female returning residents made up 18.1 percent (3,547) of total arrivals while their male counterpart made up 17.4 percent (3,421). (Refer Fig. 3)

Fig. 3: Total Arrivals, by Purpose of Visit



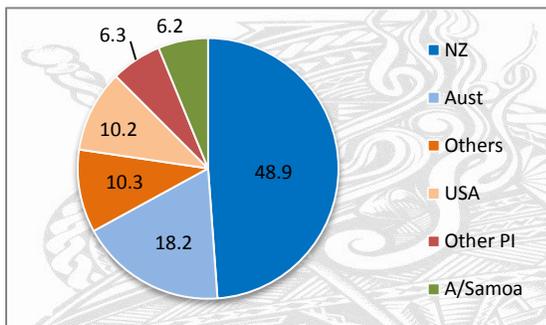
Overview cont'd

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 48.9 percent or 6,184 of total visitors. Australia followed next with a distant 18.2 percent share (2,299).

The United States of America represented 10.2 percent (1,295) while American Samoa represented 6.2 percent (785) of total visitors. (Refer Fig. 4)

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

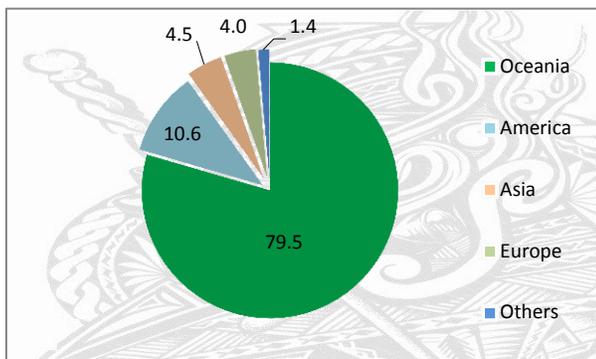


5. TOTAL VISITORS BY REGION

The Oceanic Region had the highest share of total visitors with 79.5 percent, followed by America with 10.6 percent.

Asia reported a share of 4.5 percent while Europe reported the least share with 4.0 percent. (Refer Fig. 5).

Fig. 5: Total Visitors, by Region



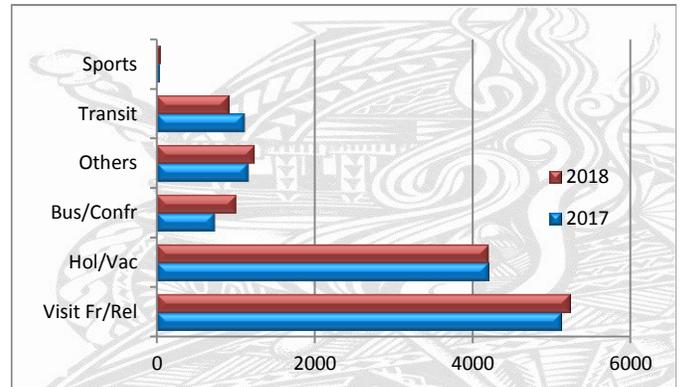
6. TOTAL VISITORS BY PURPOSE OF VISIT

The principal source markets (table 4) namely New Zealand, American Samoa, Australia, and the United States of America constitute 83.5 percent of all visitors visiting Samoa in January 2018.

The majority of visitors (41.3 percent) entered our shores to visit friends and relatives while 33.2 percent entered our shores for holidays and vacations.

Those who were here for Business/ Conference made up 8.0 percent while those who were here for Sports recorded a share of 0.4 percent. Fig.6 depicts total visitors by purpose of visit for January 2017 and January 2018.

Fig. 6: Total Visitors, by Purpose of Visit, January 2017 & January 2018

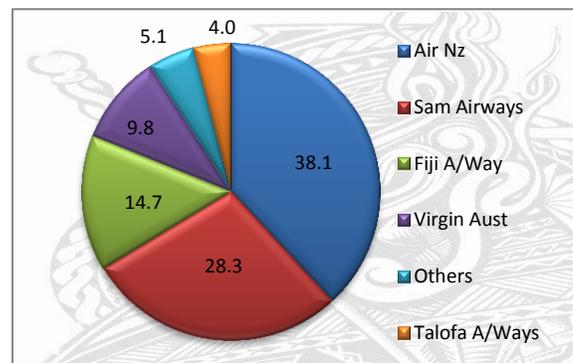


7. TOTAL ARRIVALS BY CARRIER

As depicted in table 5, Air New Zealand leads the way of arrival by carriers' during the reference period with a 38.1 percent share (7,467 passengers) followed by Samoa Airways with a 28.3 percent share (5,553 passengers).

Fiji Airways brought in 14.7 percent (2,887 passengers) of total arrivals while Virgin Australia and Talofa Airways recorded shares of 9.8 percent (1,918) and 4.0 percent (794) respectively. Fig. 7 illustrates total arrivals by carrier during the reference period.

Fig. 7: Total Arrivals by Carrier

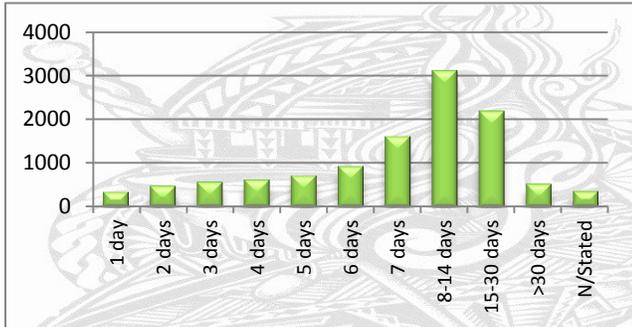


Overview cont'd

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



On the other hand, the majority of visitors (61.1 percent or 7,164 visitors) reported staying in private accommodation or with families/ relatives while 26.4 percent (3,098) stayed in hotels/ motels. The remaining 12.5 percent or 1,472 visitors did not state their place of stay. (Refer Fig. 9).

Fig. 9: Total Visitors by Place of Stay

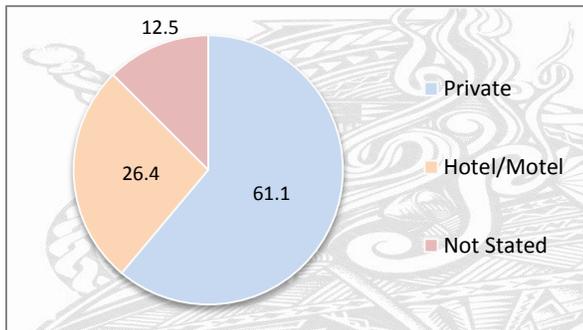
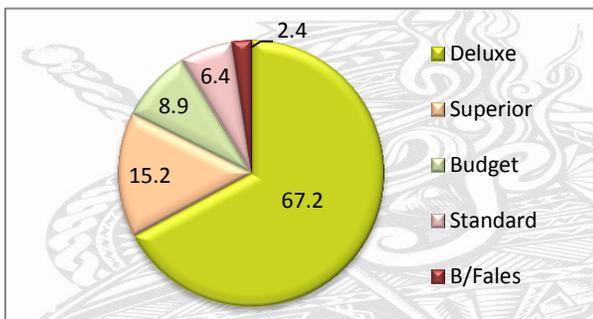


Fig. 10 portrays the number of visitors who stayed in hotels/ motels (3,098) by type of accommodation (hotel/ motel), within the reference month.

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



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:

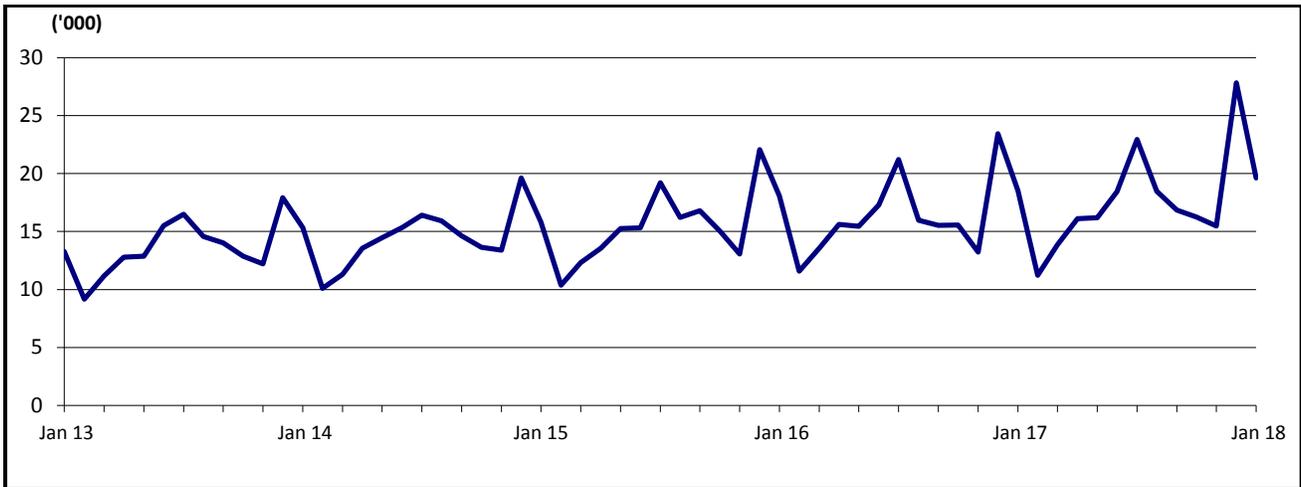
www.sbs.gov.ws

The migration report for the month of February 2018 will be released indefinitely due to the backlog of migration statistics for the other months.

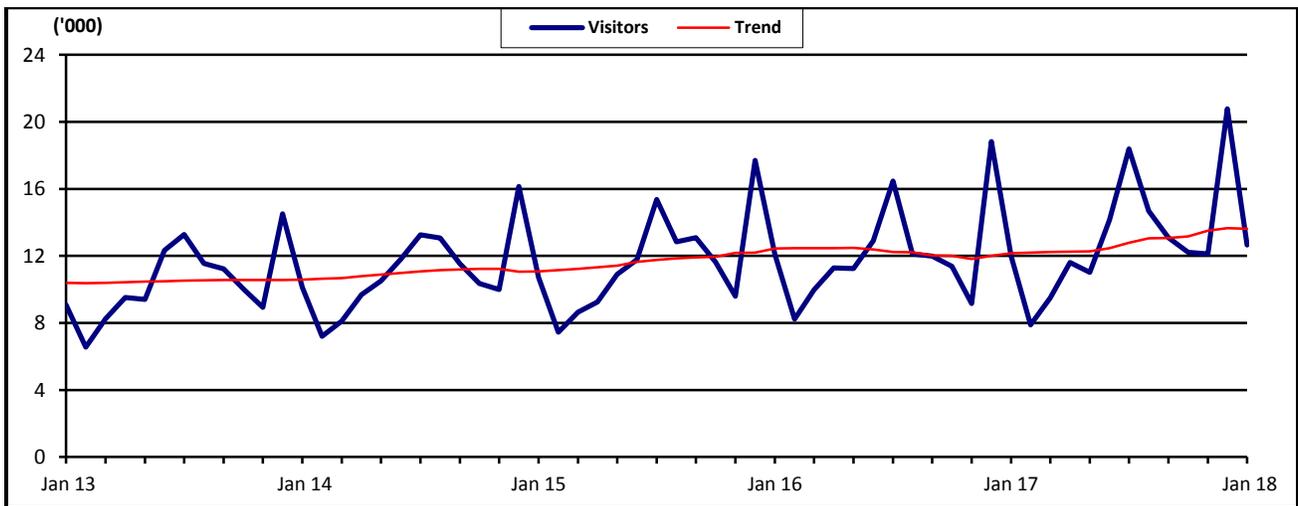
Aliimuamua Malaefono Tauā T Faasalaina
GOVERNMENT STATISTICIAN/ CEO

APPENDIX

Graph 1: Monthly Total Arrivals, January 2013 – January 2018



Graph 2: Monthly Total Visitors, January 2013 – January 2018



Graph 3: Visitors Percentage Change over Previous month, January 2013 – January 2018

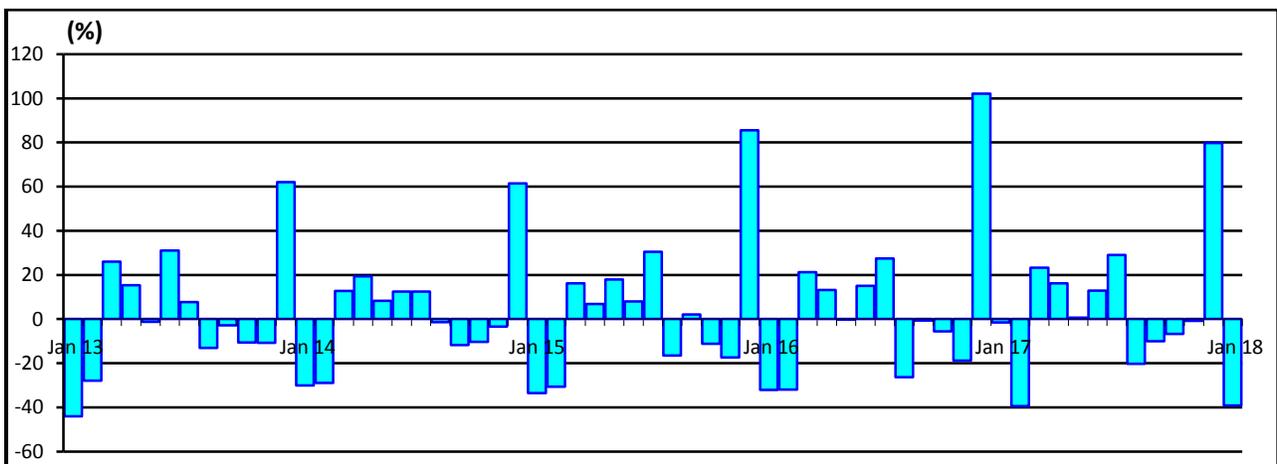


Table 1: Monthly Arrival and Departure by Mode of Travel and Net Migration, 2013 - 2018¹

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	5,261	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	140,280	5,785	146,065	186,798	10,565	197,363	193,759	9,955	203,714	-6,351
2017	153,468	4,047	157,515	204,105	8,135	212,240
2014										
December	15,660	479	16,139	18,567	1,057	19,624	15,851	961	16,812	2,812
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	1,023	17,113	-2,062
November	9,170	427	9,597	12,357	696	13,053	13,276	727	14,003	-950
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	10,931	364	11,295	14,396	1,226	15,622	14,784	1,279	16,063	-441
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	806	13,345	13,500	665	14,165	-820
December	18,222	609	18,831	22,356	1,100	23,456	18,588	826	19,414	4,042
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
2018										
January	12,177	477	12,654	18,834	788	19,622

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

■ : Revised Figures

Table 2: Total Arrivals by Age, Purpose of Entry and Sex, January 2018 ¹

Age	Purpose of Entry														
	Total			Visitors			Returning Residence			Transit			Temporary Resident		
	Total	Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female
Total	19,622	9,845	9,777	11,076	5,553	5,523	6,968	3,421	3,547	920	539	381	658	332	326
0 - 4	708	366	342	377	198	179	282	141	141	31	15	16	18	12	6
5 - 9	1,065	518	547	611	295	316	389	192	197	30	13	17	35	18	17
10 - 14	1,204	554	650	670	327	343	455	193	262	39	19	20	40	15	25
15 - 19	1,456	714	742	737	352	385	629	313	316	55	31	24	35	18	17
20 - 24	1,530	732	798	806	336	470	591	320	271	67	38	29	66	38	28
25 - 29	1,642	774	868	917	425	492	568	268	300	87	57	30	70	24	46
30 - 34	1,365	710	655	822	426	396	403	207	196	84	50	34	56	27	29
35 - 39	1,439	732	707	817	402	415	483	234	249	71	51	20	68	45	23
40 - 44	1,375	702	673	779	390	389	463	239	224	82	49	33	51	24	27
45 - 49	1,622	822	800	931	461	470	563	277	286	84	60	24	44	24	20
50 - 54	1,650	830	820	951	476	475	568	286	282	64	40	24	67	28	39
55 - 59	1,477	778	699	839	466	373	535	260	275	63	31	32	40	21	19
60 - 64	1,197	640	557	701	392	309	416	204	212	54	28	26	26	16	10
65 - 69	909	482	427	548	303	245	280	135	145	54	28	26	27	16	11
70 - 74	579	290	289	334	180	154	201	91	110	30	14	16	14	5	9
75 +	404	201	203	236	124	112	142	61	81	25	15	10	1	1	0
% DISTRIBUTION ²	100	50.2	49.8	56.4	28.3	28.1	35.5	17.4	18.1	4.7	2.7	1.9	3.4	1.7	1.7

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 2018¹

Country of Usual Residence	Mode of Travel			Percentage %
	Air	Sea	Total	
OCEANIA	9,736	324	10,060	79.5
American Samoa	756	29	785	6.2
Fiji	362	27	389	3.1
Cook Island	4	0	4	0
Other Pacific Is	340	59	399	3.2
New Zealand	5,993	191	6,184	48.9
Australia	2,281	18	2,299	18.2
EUROPE	505	2	507	4.0
United Kingdom	99	1	100	0.8
Scandinavia	28	0	28	0.2
Benelux	21	1	22	0.2
Germany	63	0	63	0.5
Other Europe	294	0	294	2.3
AMERICA	1,330	10	1,340	10.6
U.S.A	1286	9	1,295	10.2
Canada	44	1	45	0.4
ASIA	434	139	573	4.5
Japan	69	1	70	0.6
China	168	18	186	1.5
Korea	14	4	18	0.1
Other Asia	183	116	299	2.4
OTHERS	172	2	174	1.4
TOTAL	12,177	477	12,654	100%
PERCENTAGE DISTRIBUTION	96.2	3.8	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 2018 ¹

Country of Usual Residence	Purpose of Visit							
	Total	Percentage ²	Holiday/ Vacation	Business/ Conference	Visit Friends/ Relatives	Sports	Transit	Others
OCEANIA	10,060	79.5	3,197	688	4,717	39	498	921
American Samoa	785	6.2	154	24	402	1	141	63
Fiji	389	3.1	35	98	84	7	69	96
Cook Island	4	0.0	0	0	0	0	4	0
Other Pacific Is	399	3.2	23	35	135	0	108	98
New Zealand	6,184	48.9	1,978	354	3,206	25	145	476
Australia	2,299	18.2	1,007	177	890	6	31	188
EUROPE	507	4.0	233	145	79	1	25	24
United Kingdom	100	0.8	24	21	20	1	18	16
Scandinavia	28	0.2	26	0	2	0	0	0
Benelux	22	0.2	14	1	5	0	1	1
Germany	63	0.5	39	3	15	0	2	4
Other Europe	294	2.3	130	120	37	0	4	3
AMERICA	1,340	10.6	531	76	368	0	226	139
U.S.A.	1,295	10.2	498	74	361	0	225	137
Canada	45	0.4	33	2	7	0	1	2
ASIA	573	4.5	159	65	39	10	154	146
Japan	70	0.6	16	21	3	2	0	28
China	186	1.5	67	12	21	4	53	29
Korea	18	0.1	8	2	0	1	2	5
Other Asia	299	2.4	68	30	15	3	99	84
OTHER COUNTRIES	174	1.4	79	38	28	1	17	11
TOTAL	12,654	100.0	4,199	1,012	5,231	51	920	1,241
Percentage Distribution ²	100.0		33.2	8.0	41.3	0.4	7.3	9.8

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 2018¹

Carrier	Purpose of Entry					
	Total	Returning Residence	Percentage ²	Total Visitors	Percentage ²	
Total	19,622	100%	6,968	35.5	12,654	64.5
<u>AIR</u>						
Virgin Australia ³	1,918	9.8	427	2.2	1,491	7.6
Samoa Airways ⁴	5,553	28.3	2,886	14.7	2,667	13.6
Talofa Airways	794	4.0	285	1.5	509	2.6
Air New Zealand	7,467	38.1	2,530	12.9	4,937	25.2
Fiji Airways ⁵	2,887	14.7	528	2.7	2,359	12.0
Other Air Carrier	215	1.1	1	0.0	214	1.1
<u>SEA</u>						
Lady Naomi	419	2.1	274	1.4	145	0.7
Yacht	7	0	2	0	5	0
Other Sea Carrier	362	1.8	35	0.2	327	1.7

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 2018 ¹

Duration of Stay	Place of Stay			
	Total	Hotel/Motel	Private	Not Stated
Total	11,734	3,098	7,164	1,472
1day	349	74	225	50
2days	492	110	255	127
3days	575	164	228	183
4days	629	154	373	102
5days	726	258	293	175
6days	937	297	516	124
7days	1,614	453	965	196
8-14days	3,114	871	1968	275
15-30days	2,191	599	1428	164
31-60days	211	53	130	28
61-90days	92	1	49	42
91-180days	0	0	0	0
181-365days	0	0	0	0
> Year	443	60	380	3
Not Stated	361	4	354	3
Percentage Distribution ²	100	26.4	61.1	12.5

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