



Samoa Bureau of Statistics

International Arrival Statistics

February 2019

Overview

MONTHLY HIGHLIGHTS:

In February 2019 compared with February 2018:

- Total arrivals (13,387) increased by 14.6%
- Total visitors (9,044) increased by 22.0%
- Visitors:

AM. SAM: 265.7% (up by 703)

NZ: 20.1% (up by 609)

AUST: 16.7% (up by 261)

USA: -27.7% (down by 228)

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February 2019	All Arrivals	All Visitors
Number	13,387	9,044
% change from previous month	-35.8	-34.2
% change from previous year	14.6	22.0

ISSUE #2

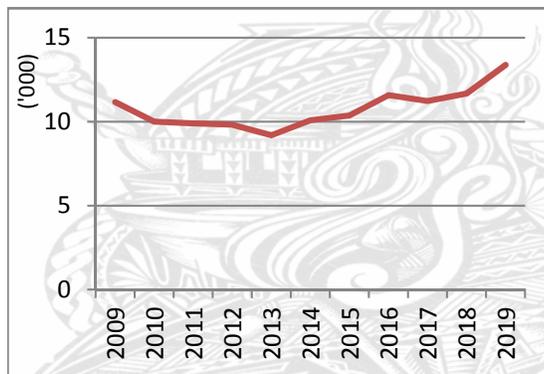
19TH MARCH 2019

1. TOTAL ARRIVALS

The total International Arrival Statistics recorded for the month of **February 2019** (Table 1), revealed a decrease of 35.8 percent over the previous month and an increase of 14.6 percent over the corresponding month of February 2018. (Refer Fig. 1).

As usual, air was the preferred mode of travel to Samoa, representing 96.9 percent (12,975) of total arrivals, while the remaining 3.1 percent (412) arrived by sea in February 2019.

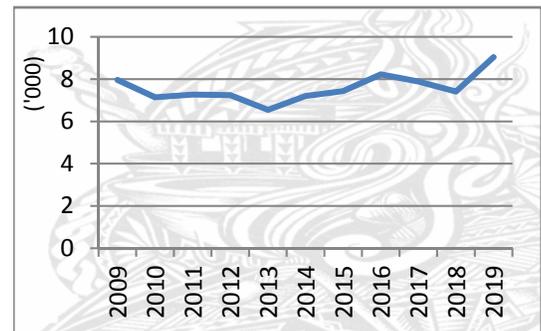
Fig. 1: Total Arrivals, February 2009 – 2019



2. TOTAL VISITORS

Overall Visitors numbered 9,044 for the month under review revealed a decrease of 34.2 percent over the previous month and an increase of 22.0 percent when compared to the corresponding month of February 2018. (Refer Fig. 2).

Fig. 2: Total Visitors, February 2009 – 2019



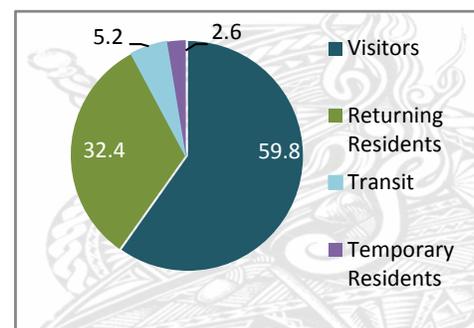
Visitor arrivals have a strong seasonal pattern with a regular peak of numbers during holiday seasons normally December and July. The smoothed short-term trend for visitor arrivals adjusting for seasonal pattern is shown in Appendix Graph 2.

3. TOTAL ARRIVALS BY PURPOSE OF ENTRY

Visitors, (table 2), made up the largest component of all arrivals with 29 percent (3,882) represented by females and 30.8 percent (4,127) by males.

Female returning residents made up 15.8 percent (2,113) of total arrivals while their male counterpart made up 16.7 percent (2,230). (Refer Fig. 3).

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



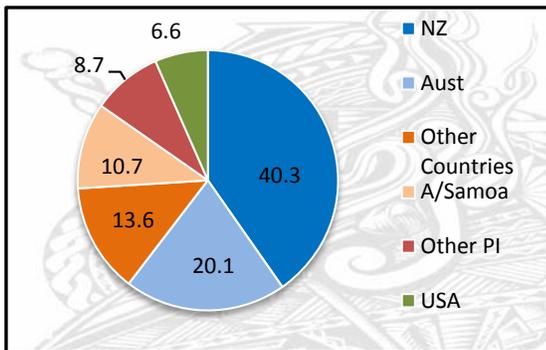
Overview cont'd

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 40.3 percent or 3,645 of total visitors. Australia followed next with a distant 20.7 percent share (1,820).

American Samoa represented 10.7 percent (968) while the United States of America represented 6.6 percent (894) of total visitors. (Refer Fig. 4).

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

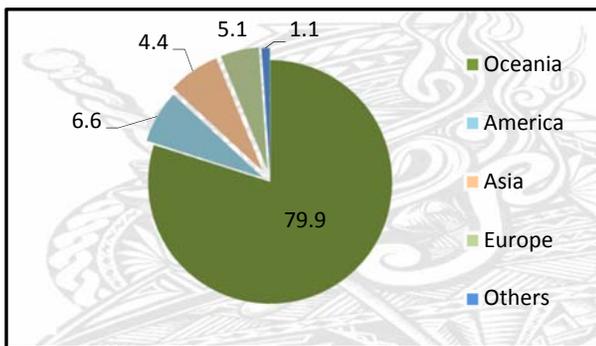


5. TOTAL VISITORS BY REGION

As usual, the Oceanic Region had the highest share of total visitors with 79.9 percent, followed by America with 7.0 percent.

Asia reported a share of 6.9 percent while Europe reported the least share with 5.1 percent. (Refer Fig. 5).

Fig. 5: Total Visitors by Region, February 2019



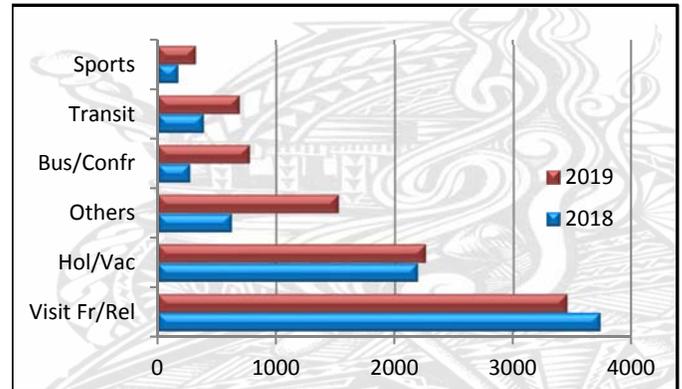
6. TOTAL VISITORS BY PURPOSE OF VISIT

The principal source markets (Table 4) namely New Zealand, American Samoa, Australia, and the United States of America constituted 77.7 percent of all visitors visiting Samoa in February 2019.

The majority of visitors (38.2 percent) entered our shores to visit friends and relatives while 25 percent entered our shores for holiday and vacation.

Those who were here for Business/ Conference recorded a share of 8.6 percent while those who were here on transit made up 7.7 percent. Fig.6 depicts total visitors by purpose of visit for February 2018 and February 2019.

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

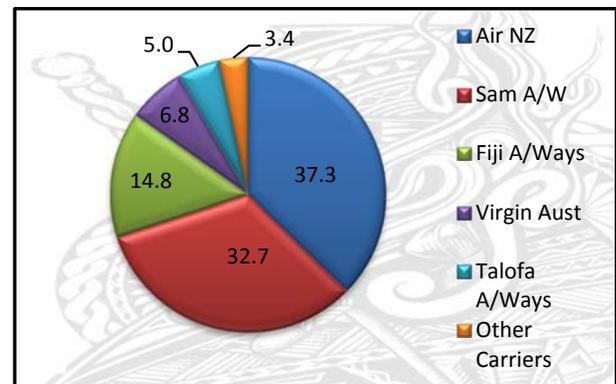


7. TOTAL ARRIVALS BY CARRIER

As depicted in table 5, Air New Zealand leads the way of arrival by carriers during the reference period with a 37.3 percent share (4,994 passengers) followed by Samoa Airways with 32.7 percent share (4,376 passengers).

Fiji Airways brought in 14.8 percent (1,987 passengers) of total arrivals while Virgin Australia and Talofa Airways recorded shares of 6.8 percent (915) and 5.0 percent (665) respectively. Fig. 7 illustrates total arrivals by carrier during the reference period.

Fig. 7: Total Arrivals by Carrier, February 2019

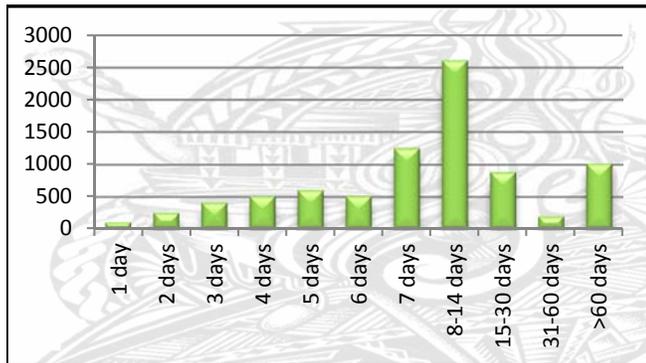


Overview cont'd

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 fourteen days and more than sixty days.

Fig. 8: Total Visitors by Duration of Stay, February 2019



On the other hand, the majority of visitors (61.8 percent or 5,161 visitors) reported staying in private accommodations or with families/ relatives while 33.0 percent (2,753) stayed in hotel/ motel. (Refer Fig. 9).

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

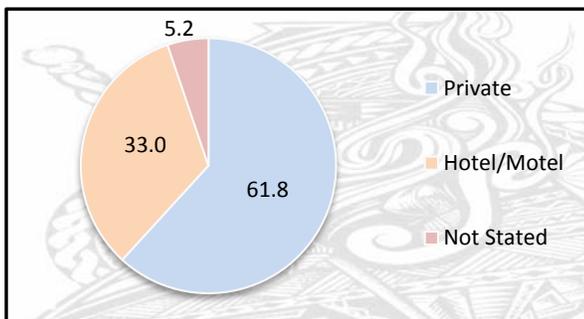
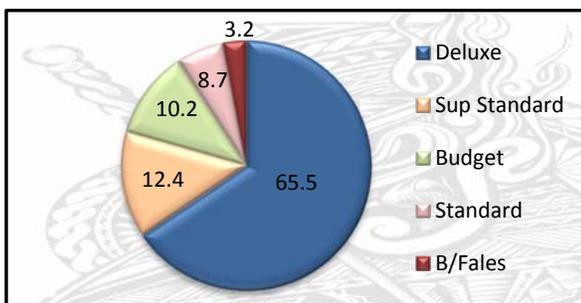


Fig. 10 portrays the number of visitors who stayed in hotels/ motels (2,753) by type of accommodation (hotel/ motel), within the reference month.

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

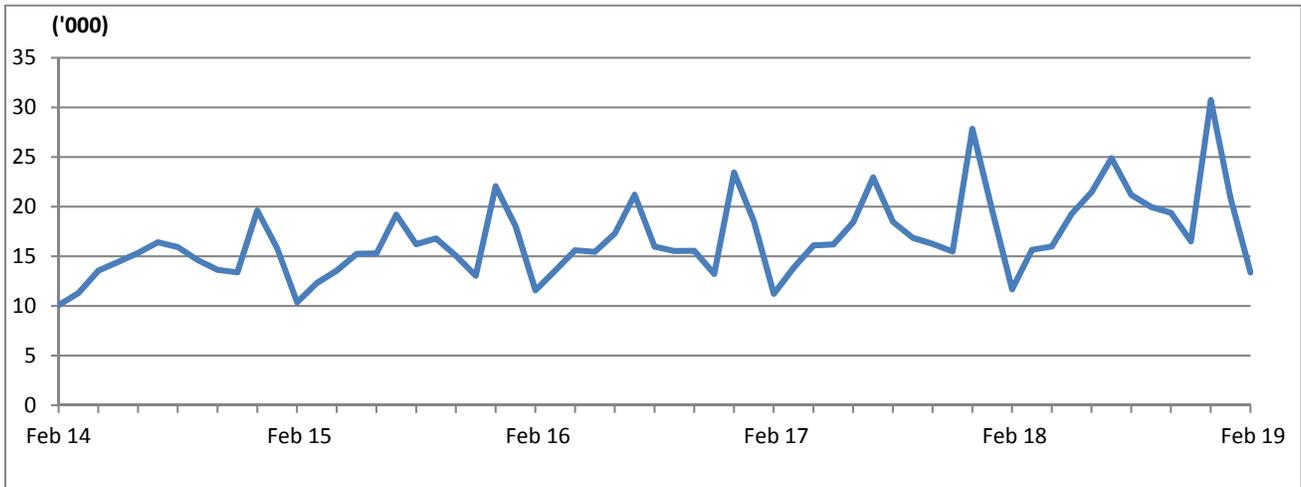
www.sbs.gov.ws

The migration report for the month of March 2019 will be released before the end of April 2019.

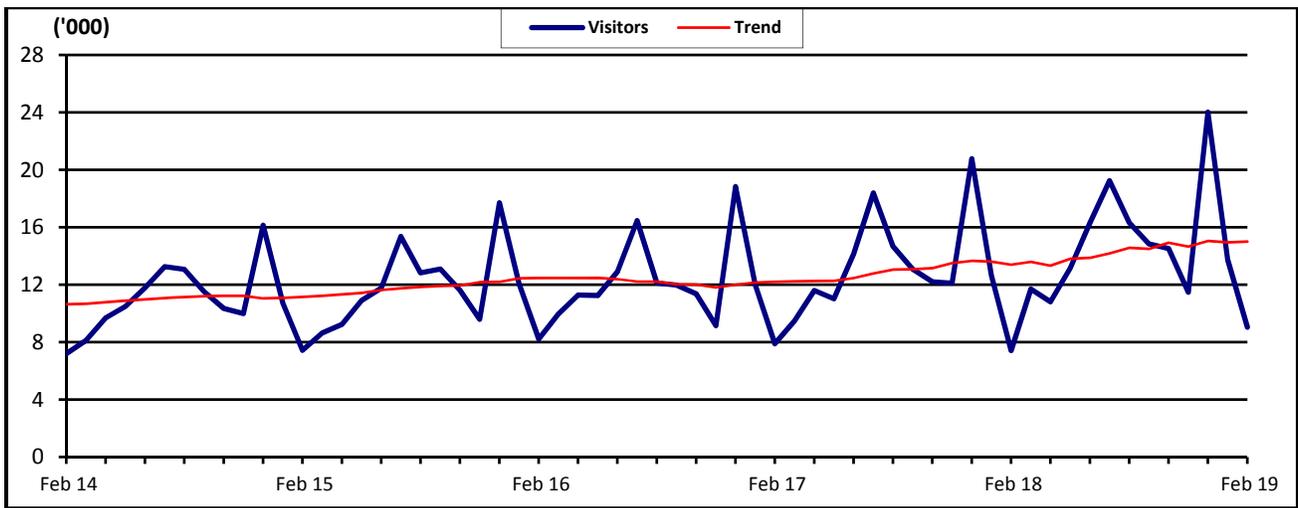
Aliimuamua Malaefono Tauā T Faasalaina
GOVERNMENT STATISTICIAN/ CEO

APPENDIX

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



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



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

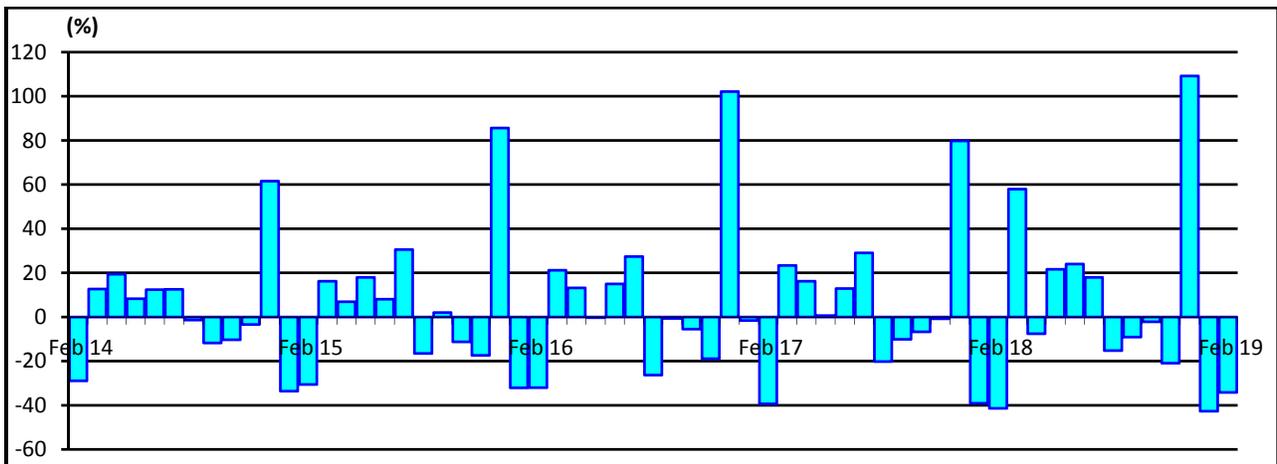


Table 1: Monthly Arrival and Departure by Mode of Travel and Net Migration, 2008 - 2019¹

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	231,724	8,825	240,549	-4,043
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	21,129	464	21,593	9,140
2019										
January	13,396	359	13,755	20,330	521	20,851
February	8,712	332	9,044	12,975	412	13,387

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, February 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	13,387	7,026	6,361	8,009	4,127	3,882	4,343	2,230	2,113	693	479	214	342	190	152
0 - 4	429	208	221	271	131	140	141	66	75	10	5	5	7	6	1
5 - 9	426	213	213	240	122	118	163	80	83	11	3	8	12	8	4
10 - 14	401	197	204	224	115	109	146	65	81	22	14	8	9	3	6
15 - 19	500	227	273	273	122	151	189	84	105	35	19	16	3	2	1
20 - 24	1,009	471	538	629	268	361	298	148	150	54	38	16	28	17	11
25 - 29	1,183	608	575	716	328	388	345	196	149	76	60	16	46	24	22
30 - 34	1,080	581	499	667	342	325	309	169	140	81	61	20	23	9	14
35 - 39	1,075	598	477	629	339	290	340	194	146	69	46	23	37	19	18
40 - 44	1,124	645	479	692	384	308	335	184	151	64	52	12	33	25	8
45 - 49	1,191	637	554	713	372	341	384	207	177	65	42	23	29	16	13
50 - 54	1,256	683	573	761	414	347	414	220	194	51	34	17	30	15	15
55 - 59	1,148	609	539	708	386	322	364	179	185	41	27	14	35	17	18
60 - 64	1,019	545	474	579	325	254	369	180	189	57	35	22	14	5	9
65 - 69	740	383	357	453	236	217	237	115	122	33	23	10	17	9	8
70 - 74	475	261	214	283	155	128	162	80	82	17	14	3	13	12	1
75 +	331	160	171	171	88	83	147	63	84	7	6	1	6	3	3
% DISTRIBUTION ²	100	52.5	47.5	59.8	30.8	29.0	32.4	16.7	15.8	5.2	3.6	1.6	2.6	1.4	1.1

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, February 2019 ¹

Country of Usual Residence	Mode of Travel			Percentage %
	Air	Sea	Total	
OCEANIA	7,013	210	7,223	79.9
American Samoa	961	7	968	10.7
Fiji	312	7	319	3.5
Cook Island	7	0	7	0
Other Pacific Is	375	89	464	5.1
New Zealand	3,560	85	3,645	40.3
Australia	1,798	22	1,820	20.1
EUROPE	452	6	458	5.1
United Kingdom	143	4	147	1.6
Scandinavia	13	0	13	0.1
Benelux	20	0	20	0.2
Germany	69	2	71	0.8
Other Europe	207	0	207	2.3
AMERICA	633	4	637	7.0
U.S.A	590	4	594	6.6
Canada	43	0	43	0.5
ASIA	515	109	624	6.9
Japan	51	0	51	0.6
China	175	24	199	2.2
Korea	55	5	60	0.7
Other Asia	234	80	314	3.5
OTHERS	99	3	102	1.1
TOTAL	8,712	332	9,044	100%
PERCENTAGE DISTRIBUTION	96.3	3.7	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, February 2019 ¹

Country of Usual Residence	Purpose of Visit							
	Total	Percentage ²	Holiday/ Vacation	Business/ Conference	Visit Friends/ Relatives	Sports	Transit	Others
OCEANIA	7,223	79.9	1,732	584	3,079	295	463	1,070
American Samoa	968	10.7	110	36	514	19	153	136
Fiji	319	3.5	19	107	39	18	43	93
Cook Island	7	0.1	0	2	3	0	2	0
Other Pacific Is	464	5.1	38	76	118	15	125	92
New Zealand	3,645	40.3	1,019	228	1,619	187	83	509
Australia	1,820	20.1	546	135	786	56	57	240
EUROPE	458	5.1	206	40	76	10	12	114
United Kingdom	147	1.6	78	8	43	2	8	8
Scandinavia	13	0.1	6	0	1	0	0	6
Benelux	20	0.2	7	5	4	0	0	4
Germany	71	0.8	43	5	10	3	1	9
Other Europe	207	2.3	72	22	18	5	3	87
AMERICA	637	7.0	187	75	202	12	55	106
U.S.A.	594	6.6	157	73	196	12	54	102
Canada	43	0.5	30	2	6	0	1	4
ASIA	624	6.9	106	67	87	7	155	202
Japan	51	0.6	17	6	14	1	1	12
China	199	2.2	43	32	24	0	32	68
Korea	60	0.7	20	6	17	3	2	12
Other Asia	314	3.5	26	23	32	3	120	110
OTHER COUNTRIES	102	1.1	32	14	11	1	8	36
TOTAL	9,044	100.0	2,263	780	3,455	325	693	1,528
Percentage Distribution ²	100.0		25.0	8.6	38.2	3.6	7.7	16.9

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, February 2019 ¹

Carrier	Total		Purpose of Entry			
			Returning Residence	Percentage ²	Total Visitors	Percentage ²
Total	13,387	100%	4,343	32.4	9,044	67.6
AIR	12,975	96.9	4,263	31.8	8,712	65.1
Virgin Australia ³	915	6.8	194	1.4	721	5.4
Samoa Airways ⁴	4,376	32.7	2,004	15.0	2,372	17.7
Talofa Airways	665	5.0	295	2.2	370	2.8
Air New Zealand	4,994	37.3	1,342	10.0	3,652	27.3
Fiji Airways ⁵	1,987	14.8	426	3.2	1,561	11.7
Other Air Carrier	38	0.3	2	0.0	36	0.3
SEA	412	3.1	80	0.6	332	2.5
Lady Naomi	33	0.2	28	0.2	5	0.0
Yacht	29	0	2	0	27	0
Other Sea Carrier	350	2.6	50	0.4	300	2.2

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, February 2019 ¹

Duration of Stay	Place of Stay			
	Total	Hotel/Motel	Private	Not Stated
Total	8,351	2,753	5,161	437
1day	101	74	26	1
2days	253	112	138	3
3days	410	232	173	5
4days	509	277	224	8
5days	606	302	299	5
6days	512	295	214	3
7days	1,255	464	562	229
8-14days	2,609	736	1861	12
15-30days	885	129	705	51
31-60days	194	23	121	50
61-90days	994	109	816	69
91-180days	22	0	22	0
181-365days	1	0	0	1
> Year	0	0	0	0
Percentage Distribution ²	100	33.0	61.8	5.2

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