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# GOVERNMENT OF SAMOA SAMOA BUREAU OF STATISTICS

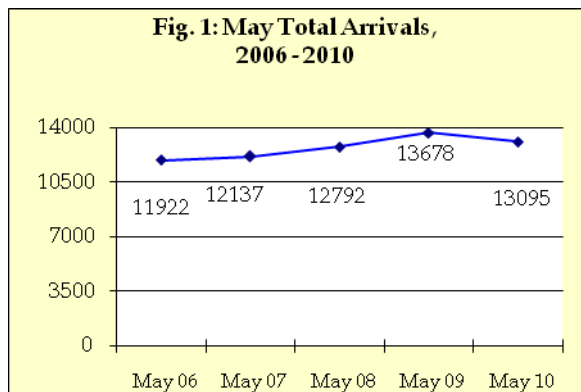
## International Arrival Statistics May 2010

### Summary:

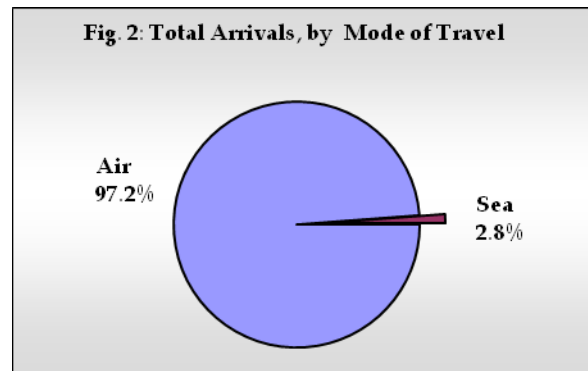
This is the **Fifth** statistical release of a series of monthly International Arrival Statistics Releases for 2010.

The source documents used for the compilation of statistics on international migration are the Immigration Arrival and Departure forms completed by all incoming and outgoing travelers at ports of arrival and departure. The three ports of entry for international travel to Samoa are: (i) Apia Wharf, (ii) Faleolo and (iii) Fagalii International Airports <sup>(1)</sup>.

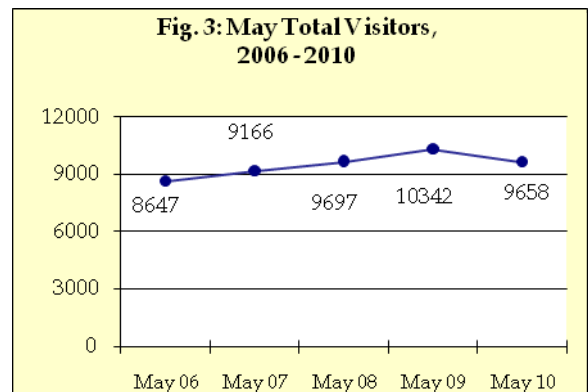
The total International Arrival Statistics recorded for the month of **May 2010** (table 1), reveals an increase of 10.4 percent over the previous month of April and 4.3 percent decrease over the corresponding month of May 2009. (Refer Fig. 1).



Air being the most preferred mode of travel to Samoa, accounted to 97.2 percent (13,095) of the total arrivals, while the remaining 2.8 percent (361) traveled by sea. (Refer Fig. 2).



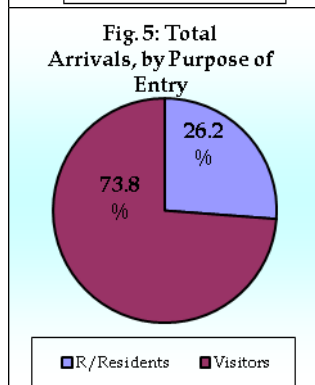
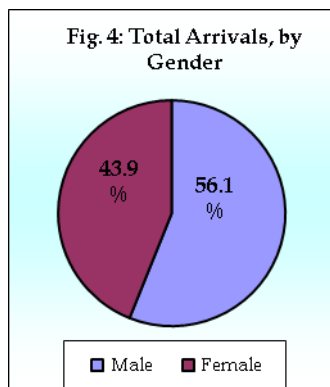
Of total arrivals, Overall Visitors numbering 9658 for the month under review reveals an increase of 8.6 percent over the previous month and a decrease of 6.6 percent over the corresponding month of May 2009. (Refer Fig. 3). Considering 98.3 percent of total visitors arrived by air carrier, those traveled by sea carrier round up the remaining 1.7 percent. Visitors' share of 73.8 percent or 9,658 travelers of total arrivals is slightly lower than the 75.6 percent or 10,342 travelers reported in the same period of 2009.



Total Arrivals by age and gender (Table 2) discloses that males recorded just over half of the traveling public at 56.1 percent (compared to 54.7 percent in May 2009) while their female counterparts constitute the remaining 43.1 percent (compared to 45.3 percent in May 2009). (Refer Fig. 4). Of all arrival travelers, overall visitors (including transients) registered 39.9

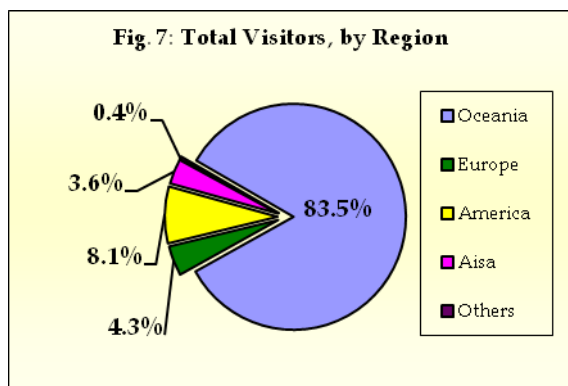
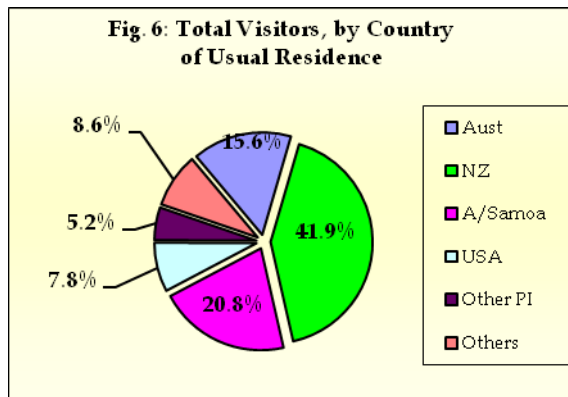
(1): Fagalii Airport re-opened on July 1st 2009.

percent (5,224) for males while females had 33.9 percent (4,434). Returning residents recorded 16.2 percent (2,122) for males while females had 10.0 percent (1,315). (Refer Fig. 5). The majority age for inbound travelers to Samoa in May 2010 ranges from 20 years to 60 years.

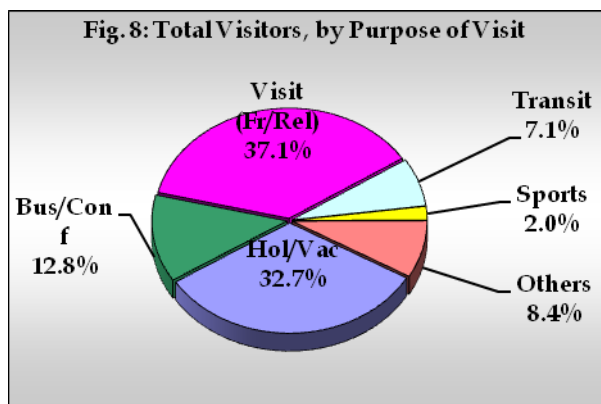


New Zealand remains as the leading country in visitors' arrival by country of usual residence (Table 3) with 41.9 percent share (4,043) compared to a share of 42.7 percent or 3,799 visitors reported in the previous month. American Samoa followed in with 20.8 percent share (2,007) compared to a share of 20.0 percent or 1,783 visitors reported in the previous month, which is then pursued by Australia with 15.6 percent (1,511) compared to 14.1 percent or 1,250 visitors reported in April 2010 while the United States of America anchored the principal source markets with a share of 7.8 percent (756) which was also the same percentage share exhibited in the previous month but with visitors numbering 697. (Refer Fig. 6).

By region, the Oceanic Region portrays the highest share of total visitors with 83.5 percent as opposed to a share of 82.1 percent reported in April 2010, followed by America and Europe with 8.1 percent (8.6 percent in April 2010) and 4.3 percent (4.6 percent in April 2010) respectively. The Asian region exhibits the lowest share with only 3.6 percent compared to a 4.3 percent share reported in the previous month of April. (Refer Fig. 7).

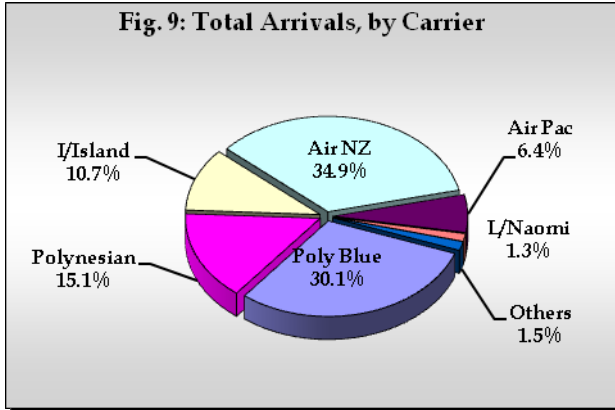


Immense gains from principal source markets (table 4) namely New Zealand, American Samoa, Australia, and the United States of America constitute 86.1 percent of all visitors visiting Samoa in May 2010. Furthermore, 32.7 percent (3,155) of all visitors entered our shores on holiday/ vacation. Visitors that were here to visit friends/ relatives accounted for 37.1 percent (3,582) of all visitors. Business and Conference had 12.8 percent (1,238) whereas those who were here on transit bound for other destinations had 7.1 percent (682). Sports registered 2.0 percent (193) and those who were here on other matters reported 8.4 percent (808). (Refer Fig. 8).

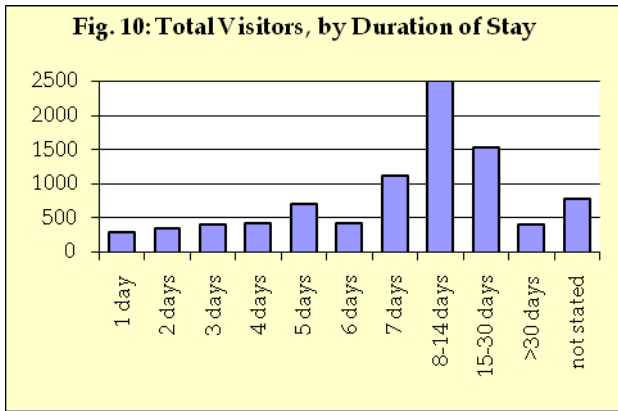
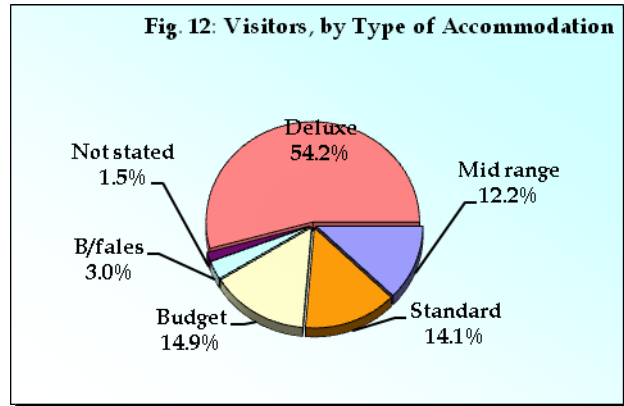
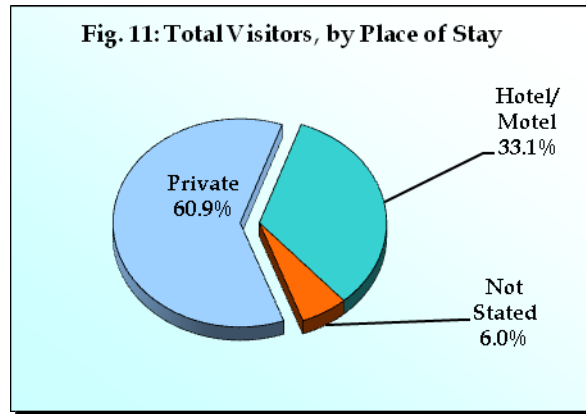


Air New Zealand (table 5) leads the way of arrival by carriers' during the reference period with a 34.9 percent share (4,571 passengers) followed by Poly Blue with a 30.1 percent share (3,940 passengers). Polynesian Airlines brought in 15.1 percent (1,974) of total arrivals while Inter Island had a share of 10.7 percent (1,398). Air Pacific recorded a 6.4 percent

share (832) and Lady Naomi had 1.3 percent share (166) while other sea carriers round up the remaining of 1.5 percent (195). This is graphically presented in Fig. 9 below.



The usual trend of visitor's duration of stay in Samoa (Table 6) is a week up to a month. (Refer Fig. 10). In addition to this, 60.9 percent (5,468) of visitors reported staying with private accommodations or families/ relatives while 33.1 percent (2,970) stayed in hotels/ motels. The remaining 6.0 percent or 538 visitors did not state their place of stay (Refer Fig. 11). Moreover, Fig. 12 depicts a graphical presentation of the number of visitors arrived (2,970) by type of accommodation (hotel/ motel), within the reference month.



Detailed information is attached in Tables 1 – 6 for a more detailed analysis of International Arrival Statistics within the reference period.

**Papalii Faasavalu Benjamin Sila**  
**ACTING GOVERNMENT STATISTICIAN**

Table 1: Monthly Arrival and Departure by Mode of Travel and Net Migration, 2007 - 2010.

Period	Visitors Arrivals			Total Arrivals			Total Departures			Net Migration
	Air	Sea	Total	Air	Sea	Total	Air	Sea	Total	
2003	<b>89,211</b>	<b>3,275</b>	<b>92,486</b>	<b>123,522</b>	<b>9,376</b>	<b>132,898</b>	<b>126,503</b>	<b>8,830</b>	<b>135,333</b>	<b>-2,435</b>
2004	<b>93,946</b>	<b>4,209</b>	<b>98,155</b>	<b>129,517</b>	<b>11,864</b>	<b>141,381</b>	<b>131,277</b>	<b>12,303</b>	<b>143,580</b>	<b>-2,199</b>
2005	<b>98,544</b>	<b>3,263</b>	<b>101,807</b>	<b>132,200</b>	<b>10,557</b>	<b>142,757</b>	<b>134,775</b>	<b>10,936</b>	<b>145,711</b>	<b>-2,954</b>
2006	<b>112,411</b>	<b>3,471</b>	<b>115,882</b>	<b>147,807</b>	<b>9,349</b>	<b>157,156</b>	<b>147,991</b>	<b>9,489</b>	<b>157,480</b>	<b>-324</b>
2007	<b>118,653</b>	<b>3,699</b>	<b>122,352</b>	<b>150,584</b>	<b>7,631</b>	<b>158,215</b>	<b>158,099</b>	<b>8,578</b>	<b>166,677</b>	<b>-8,462</b>
2008	<b>118,420</b>	<b>3,743</b>	<b>122,163</b>	<b>151,883</b>	<b>8,628</b>	<b>160,511</b>	<b>161,482</b>	<b>9,908</b>	<b>171,390</b>	<b>-10,879</b>
2009	<b>127,298</b>	<b>1,940</b>	<b>129,238</b>	<b>161,816</b>	<b>5,095</b>	<b>166,911</b>	<b>156,319</b>	<b>6,069</b>	<b>162,388</b>	<b>4,523</b>
2010	<b>43,514</b>	<b>717</b>	<b>44,231</b>	<b>59,172</b>	<b>1,380</b>	<b>60,552</b>	<b>25,192</b>	<b>371</b>	<b>25,826</b>	<b>...</b>
<b>2007</b>										
May	8,912	254	9,166	11,442	695	12,137	10,495	868	11,363	<b>774</b>
June	10,488	366	10,854	13,070	733	13,803	12,397	783	13,180	<b>623</b>
July	9,425	313	9,738	11,709	766	12,475	14,280	890	15,170	<b>-2695</b>
August	13,524	572	14,096	15,821	812	16,633	12,723	831	13,554	<b>3079</b>
September	10,189	249	10,438	12,632	425	13,057	17,457	822	18,279	<b>-5,222</b>
October	8,890	190	9,080	11,387	593	11,980	12,923	743	13,666	<b>-1,686</b>
November	8,493	219	8,712	11,374	521	11,895	11677	591	12,268	<b>-373</b>
December	16,034	542	16,576	18,728	1,062	19,790	11,772	530	12,302	<b>7,488</b>
<b>2008</b>										
January	8,563	377	8,940	12,254	663	12,917	19,868	1,002	20,870	<b>-7,953</b>
February	6,640	292	6,932	9,150	538	9,688	12,868	631	13,499	<b>-3,811</b>
March	7,969	196	8,165	10,286	445	10,731	11,052	556	11,608	<b>-877</b>
April	8,529	263	8,792	11,070	1,152	12,222	11,605	1,411	13,016	<b>-794</b>
May	9,409	288	9,697	12,095	697	12,792	12,058	805	12,863	<b>-71</b>
June	10,299	434	10,733	13,069	913	13,982	12,298	744	13,042	<b>940</b>
July	12,511	424	12,935	15,436	750	16,186	16,449	1,230	17,679	<b>-1493</b>
August	10,539	313	10,852	13,233	720	13,953	13,770	921	14,691	<b>-738</b>
September	9,433	197	9,630	12,132	472	12,604	12,047	614	12,661	<b>-57</b>
October	9,503	213	9,716	12,106	649	12,755	13,938	849	14,787	<b>-2032</b>
November	8,837	229	9,066	11,712	589	12,301	11,804	663	12,467	<b>-166</b>
December	16,188	517	16,705	19,340	1,040	20,380	13,725	482	14,207	<b>6,173</b>
<b>2009</b>										
January	9,060	184	9,244	13,047	319	13,366	19,264	651	19,915	<b>-6,549</b>
February	7,758	210	7,968	10,662	504	11,166	12,674	510	13,184	<b>-2,018</b>
March	8,588	140	8,728	11,383	320	11,703	12,328	409	12,737	<b>-1,034</b>
April	10,088	175	10,263	12,727	874	13,601	11,895	974	12,869	<b>732</b>
May	10,199	143	10,342	13,278	400	13,678	12,724	579	13,303	<b>375</b>
June	11,288	109	11,397	14,376	376	14,752	11,980	622	12,602	<b>2,150</b>
July	13,208	199	13,407	15,996	470	16,466	15,017	515	15,532	<b>934</b>
August	11,699	160	11,859	14,386	381	14,767	13,132	357	13,489	<b>1,278</b>
September	9,713	167	9,880	12,144	402	12,546	8,287	318	8,605	<b>3,941</b>
October	10,897	167	11,064	13,617	519	14,136	12,459	332	12,791	<b>1,345</b>
November	8,746	181	8,927	11,088	332	11,420	12727	284	13,011	<b>-1,591</b>
December	16,054	105	16,159	19,112	198	19,310	13832	518	14,350	<b>4,960</b>
<b>2010</b>										
January	9,697	219	9,916	13,926	345	14,271	12,345	263	12,608	1,663
February	6,874	28	6,902	9,503	140	9,643	12,847	371	13,218	-3,575
March	8,650	210	8,860	11,289	389	11,678	...	...	...	...
April	8,803	92	8,895	11,720	145	11,865	...	...	...	...

May 1/	9,490	168	9,658	12,734	361	13,095	...	...	...	...
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**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 Gender, May 2010 1/.

Age	Purpose of Entry											
	Total			Visitors			Returning Residence			Transit		
	Total	Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female
<b>Total</b>	<b>13,095</b>	<b>7,346</b>	<b>5,749</b>	<b>8,976</b>	<b>4,789</b>	<b>4,187</b>	<b>3,437</b>	<b>2,122</b>	<b>1,315</b>	<b>682</b>	<b>435</b>	<b>247</b>
0 - 4	527	286	241	400	215	185	103	56	47	24	15	9
5 - 9	417	207	210	324	165	159	69	34	35	24	8	16
10 - 14	294	139	155	211	91	120	63	39	24	20	9	11
15 - 19	438	197	241	294	120	174	119	63	56	25	14	11
20 - 24	1,018	561	457	624	288	336	335	228	107	59	45	14
25 - 29	1,163	671	492	733	367	366	367	260	107	63	44	19
30 - 34	1,121	635	486	705	359	346	360	249	111	56	27	29
35 - 39	1,208	762	446	778	474	304	362	242	120	68	46	22
40 - 44	1,208	722	486	831	477	354	314	203	111	63	42	21
45 - 49	1,245	677	568	882	454	428	288	174	114	75	49	26
50 - 54	1,292	737	555	938	533	405	297	164	133	57	40	17
55 - 59	1,162	632	530	840	448	392	260	143	117	62	41	21
60 - 64	892	510	382	643	361	282	209	119	90	40	30	10
65 - 69	544	310	234	411	236	175	113	62	51	20	12	8
70 - 74	325	183	142	221	129	92	86	44	42	18	10	8
75 +	224	107	117	133	67	66	85	37	48	6	3	3
Not Stated	17	10	7	8	5	3	7	5	2	2	0	2
<b>% Distribution 2/</b>	<b>100</b>	<b>56.1</b>	<b>43.9</b>	<b>68.5</b>	<b>36.6</b>	<b>32.0</b>	<b>26.2</b>	<b>16.2</b>	<b>10.0</b>	<b>5.2</b>	<b>3.3</b>	<b>1.9</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

Table 3: Total Visitors Arrivals by Country of Usual Residence and Mode of Travel May, 2010 1/.

Country of Usual Residence	Mode of Travel			Percentage (%) 2/
	Air	Sea	Total	
<b>OCEANIA</b>	<b>7,959</b>	<b>107</b>	<b>8,066</b>	<b>83.5</b>
American Samoa	1,977	30	2,007	<b>20.8</b>
Fiji	208	1	209	<b>2.2</b>
Cook Island	14	0	14	<b>0.1</b>
Other Pacific Is	246	36	282	<b>2.9</b>
New Zealand	4,016	27	4,043	<b>41.9</b>
Australia	1,498	13	1,511	<b>15.6</b>
<b>EUROPE</b>	<b>391</b>	<b>28</b>	<b>419</b>	<b>4.3</b>
United Kingdom	94	7	101	<b>1.0</b>
Scandinavia	74	4	78	<b>0.8</b>
Benelux	14	0	14	<b>0.1</b>
Germany	101	0	101	<b>1.0</b>
Other Europe	108	17	125	<b>1.3</b>
<b>AMERICA</b>	<b>770</b>	<b>11</b>	<b>781</b>	<b>8.1</b>
U.S.A	745	11	756	<b>7.8</b>
Canada	25	0	25	<b>0.3</b>
<b>ASIA</b>	<b>329</b>	<b>22</b>	<b>351</b>	<b>3.6</b>
Japan	27	0	27	<b>0.3</b>
China	117	1	118	<b>1.2</b>
Other Asia	185	21	206	<b>2.1</b>
<b>OTHERS</b>	<b>39</b>	<b>0</b>	<b>39</b>	<b>0.4</b>
<b>NOT STATED</b>	<b>2</b>	<b>0</b>	<b>2</b>	<b>0.0</b>
<b>TOTAL</b>	<b>9,490</b>	<b>168</b>	<b>9,658</b>	<b>100%</b>
<b>PERCENTAGE DISTRIBUTION</b>	<b>98.3</b>	<b>1.7</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 countries 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 May, 2010 1/.

Usual Residence	Purpose of Visit								
	Total		Holiday/ Vacation	Business/ Conference	Visit Friends/ Relatives	Sports	Transit	Others	Not Stated
<b>Total</b>	<b>9,658</b>	<b>% 2/</b>	<b>3,155</b>	<b>1,238</b>	<b>3,582</b>	<b>193</b>	<b>682</b>	<b>306</b>	<b>502</b>
American Samoa	2,007	<b>20.8</b>	466	76	1,005	77	179	60	144
Fiji	209	<b>2.2</b>	28	64	46	19	29	11	12
Cook Island	14	<b>0.1</b>	1	8	0	0	4	1	0
Other Pacific Is	282	<b>2.9</b>	36	80	81	5	46	14	20
New Zealand	4,043	<b>41.9</b>	1,507	555	1,491	46	140	146	158
Australia	1,511	<b>15.6</b>	494	251	544	20	45	45	112
United Kingdom	101	<b>1.0</b>	62	20	17	1	1	0	0
Scandinavia	78	<b>0.8</b>	64	4	7	0	3	0	0
Benelux	14	<b>0.1</b>	9	0	1	2	0	1	1
Germany	101	<b>1.0</b>	90	2	6	0	1	0	2
Other Europe	125	<b>1.3</b>	83	9	6	3	20	2	2
U.S.A.	756	<b>7.8</b>	215	108	285	20	88	11	29
Canada	25	<b>0.3</b>	14	1	7	0	2	1	0
Japan	27	<b>0.3</b>	12	8	3	0	0	1	3
China	118	<b>1.2</b>	24	29	25	0	26	7	7
Other Asia	206	<b>2.1</b>	36	17	44	0	94	4	11
Other Countries	39	<b>0.4</b>	14	6	12	0	4	2	1
Not Stated	2	<b>0.0</b>	0	0	2	0	0	0	0
<b>Percentage Distribution</b>	<b>100</b>		<b>32.7</b>	<b>12.8</b>	<b>37.1</b>	<b>2.0</b>	<b>7.1</b>	<b>3.2</b>	<b>5.2</b>

**Source:** Ministry of the Prime Minister and Cabinet- Immigration Division; Ministry for Revenue- Customs Division and Samoa Bureau of Statistics.

**Note :** 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 May, 2010 1/.

Carrier	Total		Purpose of Entry			
			Returning Residence	% 2/	Total Visitors	% 2/
<b>Total</b>	<b>13,095</b>	<b>100%</b>	<b>3,437</b>	<b>26.2</b>	<b>9,658</b>	<b>73.8</b>
<b><u>AIR</u></b>						
Poly Blue	3,940	30.1	975	7.4	2,965	22.6
Polynesian	1,974	15.1	569	4.3	1,405	10.7
Inter Island	1,398	10.7	325	2.5	1,073	8.2
Air New Zealand	4,571	34.9	1121	8.6	3,450	26.3
Air Pacific	832	6.4	254	1.9	578	4.4
Other Air Carrier	3	0.0	0	0.0	19	0.1
<b><u>SEA</u></b>						
Lady Naomi	166	1.3	130	1.0	36	0.3
Yacht	14	0.1	4	0.0	10	0.1
Other Sea Carrier	181	1.4	59	0.5	122	0.9

**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

**Source:** Ministry of the Prime Minister and Cabinet- Immigration Division; Ministry for Revenue- Customs Division and Samoa Bureau of Statistics

Table 6: Visitors by Duration of Stay and Place of Stay May, 2010 1/.

Duration of Stay	Place of Stay			
	Total	Hotel/Motel	Private	Not Stated
<b>Total</b>	<b>8,976</b>	<b>2,970</b>	<b>5,468</b>	<b>538</b>
1day	302	137	127	38
2days	360	186	154	20
3days	415	170	227	18
4days	421	201	199	21
5days	713	401	287	25
6days	420	258	147	15
7days	1,121	494	580	47
8-14days	2,514	819	1,603	92
15-30days	1,529	208	1,240	81
31-60days	191	31	151	9
61-90days	94	6	80	8
91-180days	66	9	49	8
181-365days	46	4	39	3
>1year	4	1	1	2
Not Stated	780	45	584	151
<b>Percentage Distribution % 2/</b>	<b>100</b>	<b>33.1</b>	<b>60.9</b>	<b>6.0</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