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GOVERNMENT OF SAMOA SAMOA BUREAU OF STATISTICS

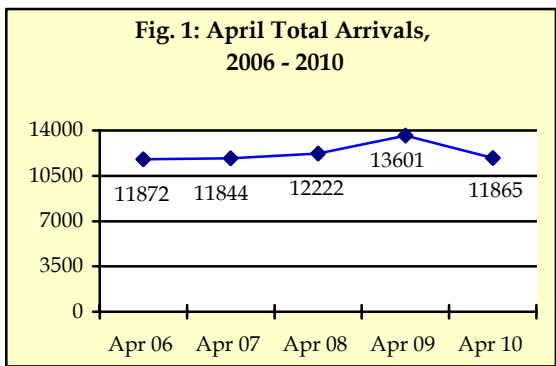
International Arrival Statistics April 2010

Summary:

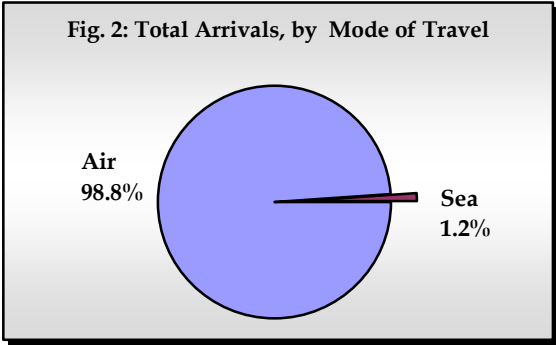
This is the **Fourth** statistical release of a series of monthly International Arrival Statistics Releases for 2010.

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 ⁽¹⁾.

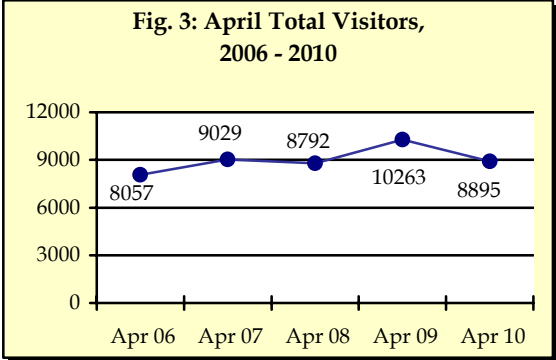
The total International Arrival Statistics recorded for the month of **April 2010** (table 1), reveals an increase of 1.6 percent over the previous month of March and 12.8 percent decrease over the corresponding month of April 2009. (Refer Fig. 1).



Air being the most preferred mode of travel to Samoa, accounted to 98.8 percent (11,720) of the total arrivals, while the remaining 1.2 percent (145) traveled by sea. (Refer Fig. 2).



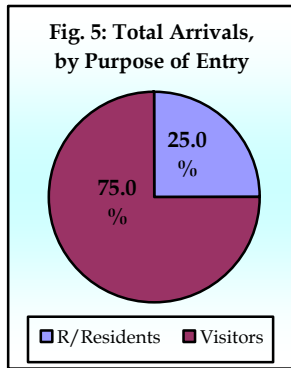
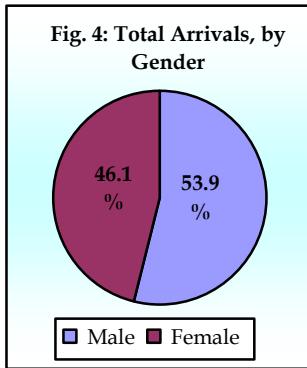
Of total arrivals, Overall Visitors numbering 8,895 for the month under review reveals an increase of 0.4 percent over the previous month and a decrease of 13.3 percent over the corresponding month of April 2009. (Refer Fig. 3). Considering 99.0 percent of total arrivals arrived by air carrier, those traveled by sea carrier round up the remaining 1.0 percent. Visitors' share of 75.0 percent or 8,895 travelers of total arrivals is slightly lower than the 75.5 percent or 10,263 travelers reported in the same period of 2009.



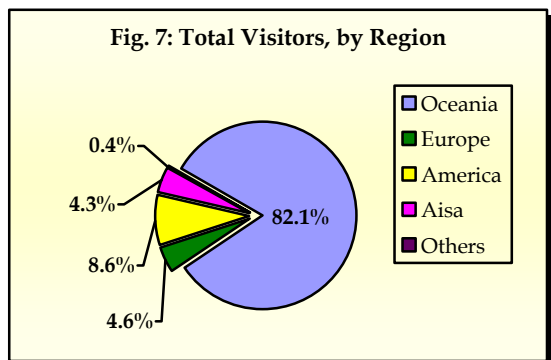
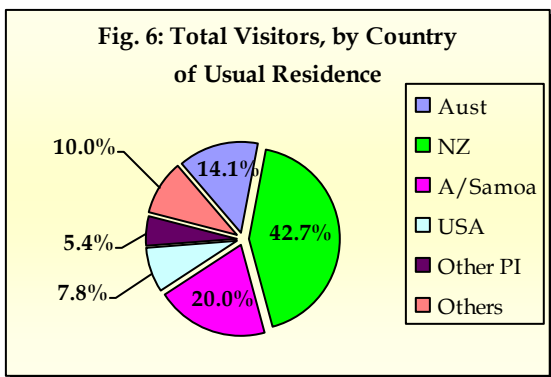
Total Arrivals by age and gender (Table 2) discloses that males recorded just over half of the traveling public at 53.9 percent (compared to 56.3 percent in April 2009) while their female counterparts constitute the remaining 46.1 percent (compared to 43.7 percent in April 2009). (Refer Fig. 4). Of all arrival travelers, overall visitors (including transients) registered 39.7

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

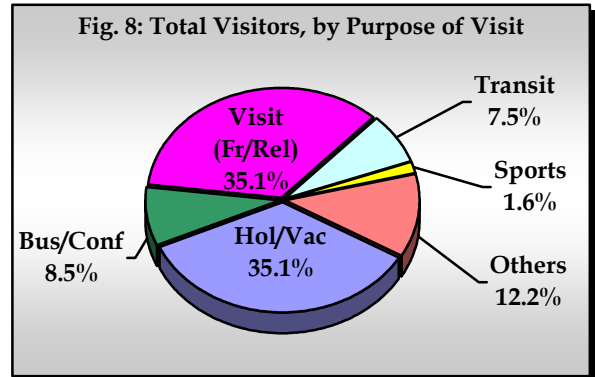
percent (4,715) for males while females had 35.2 percent (4,180). Returning residents recorded 14.2 percent (1,682) for males while females had 10.9 percent (1,288). (Refer Fig. 5). The majority age for inbound travelers to Samoa in April 2010 ranges from 20 years to 60 years.



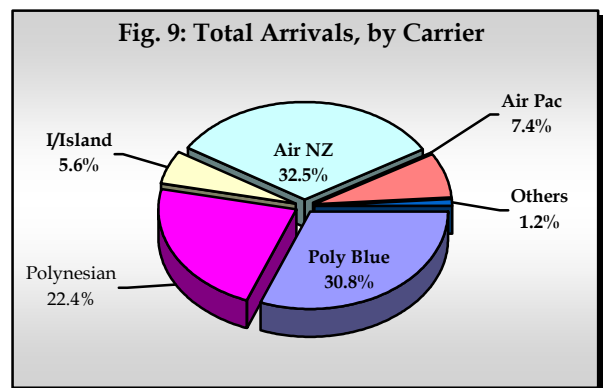
New Zealand remains as the leading country in visitors' arrival by country of usual residence (Table 3) with 42.7 percent share (3,799). American Samoa followed in with 20.0 percent share (1,783) which is then pursued by Australia with 14.1 percent (1,250) while the United States of America anchored the principal source markets with a share of 7.8 percent (697). (Refer Fig. 6) By region, the Oceanic Region portrays the highest share of total visitors with 82.1 percent followed by America and Europe with 8.6 percent and 4.6 percent respectively. The Asian region exhibits the lowest share with only 4.3 percent. (Refer Fig. 7)



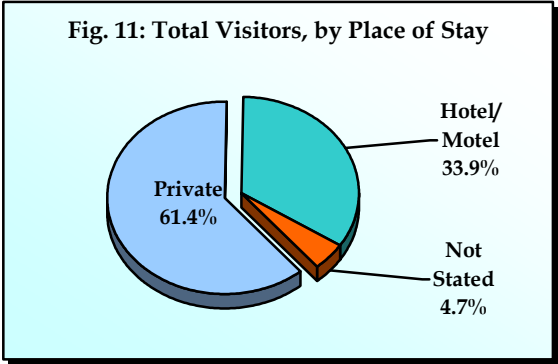
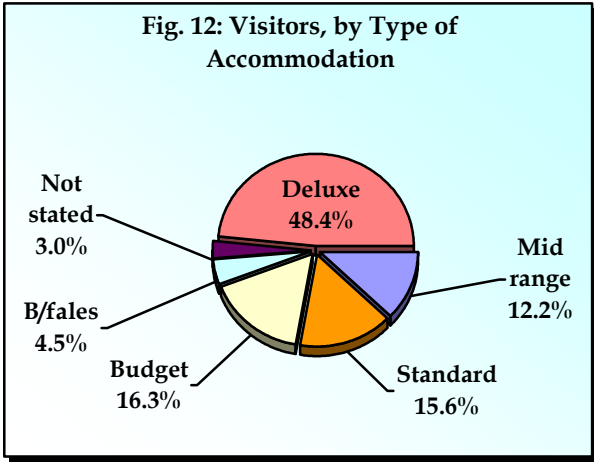
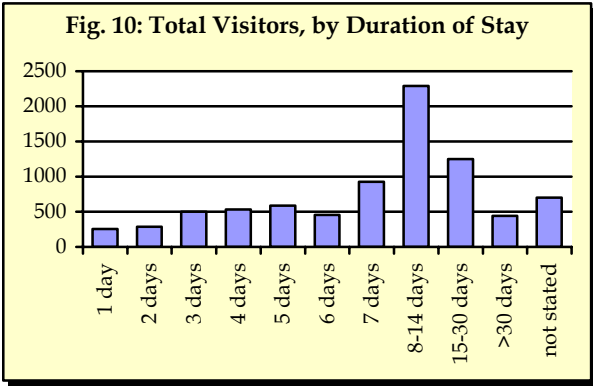
Immense gains from principal source markets (table 4) namely New Zealand, American Samoa, Australia, and the United States of America constitute 84.6 percent of all visitors visiting Samoa in April 2010. Furthermore, 35.1 percent (3,119) of all visitors entered our shores on holiday/ vacation. Visitors that were here to visit friends/ relatives accounted for 35.1 percent (3,124) of all visitors. Business and Conference had 8.5 percent (758) whereas those who were here on transit bound for other destinations had 7.5 percent (671). Sports registered 1.6 percent (140) and those who were here on other matters reported 12.2 percent (1083). (Refer Fig. 8).



Air New Zealand (table 5) leads the way of arrival by carriers' during the reference period with a 32.5 percent share (3,856 passengers) followed by Poly Blue with a 30.8 percent share (3,658 passengers). Polynesian Airlines brought in 22.4 percent (2,662) of total arrivals while Inter Island had a share of 5.6 percent (665). Air Pacific recorded a 7.4 percent share (876) and Lady Naomi had 0 percent share (4) while other sea carriers round up the remaining of 1.2 percent (137). 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, 61.4 percent (5,052) of visitors reported staying with private accommodations or families/ relatives while 33.9 percent (2,789) stayed in hotels/ motels. The remaining 4.7 percent or 383 visitors did not state their place of stay (Refer Fig. 11). Moreover, Fig. 12 depicts a graphical presentation of the number of visitors arrived (2,789) 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.

Muagututi'a Sefuiva Reupena
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 | 89,211 | 3,275 | 92,486 | 123,522 | 9,376 | 132,898 | 126,503 | 8,830 | 135,333 | -2,435 |
| 2004 | 93,946 | 4,209 | 98,155 | 129,517 | 11,864 | 141,381 | 131,277 | 12,303 | 143,580 | -2,199 |
| 2005 | 98,544 | 3,263 | 101,807 | 132,200 | 10,557 | 142,757 | 134,775 | 10,936 | 145,711 | -2,954 |
| 2006 | 112,411 | 3,471 | 115,882 | 147,807 | 9,349 | 157,156 | 147,991 | 9,489 | 157,480 | -324 |
| 2007 | 118,653 | 3,699 | 122,352 | 150,584 | 7,631 | 158,215 | 158,099 | 8,578 | 166,677 | -8,462 |
| 2008 | 118,420 | 3,743 | 122,163 | 151,883 | 8,628 | 160,511 | 161,482 | 9,908 | 171,390 | -10,879 |
| 2009 | 127,298 | 1,940 | 129,238 | 161,816 | 5,095 | 166,911 | 156,319 | 6,069 | 162,388 | 4,523 |
| 2010 | 34,024 | 549 | 34,573 | 46,438 | 1,019 | 47,457 | 12,345 | 263 | 12,608 | ... |
| 2007 | | | | | | | | | | |
| April | 8,842 | 187 | 9,029 | 11,389 | 455 | 11,844 | 11,623 | 582 | 12,205 | -361 |
| May | 8,912 | 254 | 9,166 | 11,442 | 695 | 12,137 | 10,495 | 868 | 11,363 | 774 |
| June | 10,488 | 366 | 10,854 | 13,070 | 733 | 13,803 | 12,397 | 783 | 13,180 | 623 |
| July | 9,425 | 313 | 9,738 | 11,709 | 766 | 12,475 | 14,280 | 890 | 15,170 | -2695 |
| August | 13,524 | 572 | 14,096 | 15,821 | 812 | 16,633 | 12,723 | 831 | 13,554 | 3079 |
| September | 10,189 | 249 | 10,438 | 12,632 | 425 | 13,057 | 17,457 | 822 | 18,279 | -5,222 |
| October | 8,890 | 190 | 9,080 | 11,387 | 593 | 11,980 | 12,923 | 743 | 13,666 | -1,686 |
| November | 8,493 | 219 | 8,712 | 11,374 | 521 | 11,895 | 11,677 | 591 | 12,268 | -373 |
| December | 16,034 | 542 | 16,576 | 18,728 | 1,062 | 19,790 | 11,772 | 530 | 12,302 | 7,488 |
| 2008 | | | | | | | | | | |
| January | 8,563 | 377 | 8,940 | 12,254 | 663 | 12,917 | 19,868 | 1,002 | 20,870 | -7,953 |
| February | 6,640 | 292 | 6,932 | 9,150 | 538 | 9,688 | 12,868 | 631 | 13,499 | -3,811 |
| March | 7,969 | 196 | 8,165 | 10,286 | 445 | 10,731 | 11,052 | 556 | 11,608 | -877 |
| April | 8,529 | 263 | 8,792 | 11,070 | 1,152 | 12,222 | 11,605 | 1,411 | 13,016 | -794 |
| May | 9,409 | 288 | 9,697 | 12,095 | 697 | 12,792 | 12,058 | 805 | 12,863 | -71 |
| June | 10,299 | 434 | 10,733 | 13,069 | 913 | 13,982 | 12,298 | 744 | 13,042 | 940 |
| July | 12,511 | 424 | 12,935 | 15,436 | 750 | 16,186 | 16,449 | 1,230 | 17,679 | -1493 |
| August | 10,539 | 313 | 10,852 | 13,233 | 720 | 13,953 | 13,770 | 921 | 14,691 | -738 |
| September | 9,433 | 197 | 9,630 | 12,132 | 472 | 12,604 | 12,047 | 614 | 12,661 | -57 |
| October | 9,503 | 213 | 9,716 | 12,106 | 649 | 12,755 | 13,938 | 849 | 14,787 | -2032 |
| November | 8,837 | 229 | 9,066 | 11,712 | 589 | 12,301 | 11,804 | 663 | 12,467 | -166 |
| December | 16,188 | 517 | 16,705 | 19,340 | 1,040 | 20,380 | 13,725 | 482 | 14,207 | 6,173 |
| 2009 | | | | | | | | | | |
| January | 9,060 | 184 | 9,244 | 13,047 | 319 | 13,366 | 19,264 | 651 | 19,915 | -6,549 |
| February | 7,758 | 210 | 7,968 | 10,662 | 504 | 11,166 | 12,674 | 510 | 13,184 | -2,018 |
| March | 8,588 | 140 | 8,728 | 11,383 | 320 | 11,703 | 12,328 | 409 | 12,737 | -1,034 |
| April | 10,088 | 175 | 10,263 | 12,727 | 874 | 13,601 | 11,895 | 974 | 12,869 | 732 |
| May | 10,199 | 143 | 10,342 | 13,278 | 400 | 13,678 | 12,724 | 579 | 13,303 | 375 |
| June | 11,288 | 109 | 11,397 | 14,376 | 376 | 14,752 | 11,980 | 622 | 12,602 | 2,150 |
| July | 13,208 | 199 | 13,407 | 15,996 | 470 | 16,466 | 15,017 | 515 | 15,532 | 934 |
| August | 11,699 | 160 | 11,859 | 14,386 | 381 | 14,767 | 13,132 | 357 | 13,489 | 1,278 |
| September | 9,713 | 167 | 9,880 | 12,144 | 402 | 12,546 | 8,287 | 318 | 8,605 | 3,941 |
| October | 10,897 | 167 | 11,064 | 13,617 | 519 | 14,136 | 12,459 | 332 | 12,791 | 1,345 |
| November | 8,746 | 181 | 8,927 | 11,088 | 332 | 11,420 | 12,727 | 284 | 13,011 | -1,591 |
| December | 16,054 | 105 | 16,159 | 19,112 | 198 | 19,310 | 13,832 | 518 | 14,350 | 4,960 |
| 2010 | | | | | | | | | | |
| 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 | ... | ... | ... | ... |
| March | 8,650 | 210 | 8,860 | 11,289 | 389 | 11,678 | ... | ... | ... | ... |

| | | | | | | | | | | |
|-----------------|--------------|-----------|--------------|---------------|------------|---------------|-----|-----|-----|-----|
| April /1 | 8,803 | 92 | 8,895 | 11,720 | 145 | 11,865 | ... | ... | ... | ... |
|-----------------|--------------|-----------|--------------|---------------|------------|---------------|-----|-----|-----|-----|

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, April 2010 1/.

| Age | Purpose of Entry | | | | | | | | | | | |
|--------------------------|------------------|--------------|--------------|--------------|--------------|--------------|---------------------|--------------|--------------|------------|------------|------------|
| | Total | | | Visitors | | | Returning Residence | | | Transit | | |
| | Total | Male | Female | Total | Male | Female | Total | Male | Female | Total | Male | Female |
| Total | 11,865 | 6,397 | 5,468 | 8,224 | 4,274 | 3,950 | 2,970 | 1,682 | 1,288 | 671 | 441 | 230 |
| 0 - 4 | 500 | 266 | 234 | 361 | 188 | 173 | 121 | 68 | 53 | 18 | 10 | 8 |
| 5 - 9 | 432 | 211 | 221 | 315 | 154 | 161 | 104 | 50 | 54 | 13 | 7 | 6 |
| 10 - 14 | 443 | 206 | 237 | 338 | 157 | 181 | 88 | 41 | 47 | 17 | 8 | 9 |
| 15 - 19 | 575 | 309 | 266 | 462 | 239 | 223 | 87 | 51 | 36 | 26 | 19 | 7 |
| 20 - 24 | 927 | 461 | 466 | 609 | 260 | 349 | 252 | 153 | 99 | 66 | 48 | 18 |
| 25 - 29 | 990 | 476 | 514 | 658 | 284 | 374 | 267 | 150 | 117 | 65 | 42 | 23 |
| 30 - 34 | 1,025 | 534 | 491 | 691 | 327 | 364 | 260 | 153 | 107 | 74 | 54 | 20 |
| 35 - 39 | 971 | 567 | 404 | 656 | 368 | 288 | 252 | 156 | 96 | 63 | 43 | 20 |
| 40 - 44 | 1,131 | 605 | 526 | 781 | 403 | 378 | 272 | 158 | 114 | 78 | 44 | 34 |
| 45 - 49 | 1,129 | 651 | 478 | 761 | 428 | 333 | 277 | 161 | 116 | 91 | 62 | 29 |
| 50 - 54 | 1,136 | 638 | 498 | 765 | 419 | 346 | 321 | 189 | 132 | 50 | 30 | 20 |
| 55 - 59 | 976 | 556 | 420 | 710 | 411 | 299 | 222 | 115 | 107 | 44 | 30 | 14 |
| 60 - 64 | 712 | 406 | 306 | 490 | 282 | 208 | 186 | 99 | 87 | 36 | 25 | 11 |
| 65 - 69 | 457 | 263 | 194 | 334 | 197 | 137 | 105 | 55 | 50 | 18 | 11 | 7 |
| 70 - 74 | 252 | 139 | 113 | 164 | 88 | 76 | 80 | 44 | 36 | 8 | 7 | 1 |
| 75 + | 198 | 103 | 95 | 122 | 64 | 58 | 73 | 38 | 35 | 3 | 1 | 2 |
| Not Stated | 11 | 6 | 5 | 7 | 5 | 2 | 3 | 1 | 2 | 1 | 0 | 1 |
| % Distribution 2/ | 100 | 53.9 | 46.1 | 69.3 | 36.0 | 33.3 | 25.0 | 14.2 | 10.9 | 5.7 | 3.7 | 1.9 |

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 April, 2010 1/.

| Country of Usual Residence | Mode of Travel | | | Percentage (%) 2/ |
|--------------------------------|----------------|------------|--------------|-------------------|
| | Air | Sea | Total | |
| OCEANIA | 7,232 | 72 | 7,304 | 82.1 |
| American Samoa | 1,783 | 0 | 1,783 | 20.0 |
| Fiji | 192 | 0 | 192 | 2.2 |
| Cook Island | 8 | 0 | 8 | 0.1 |
| Other Pacific Is | 224 | 48 | 272 | 3.1 |
| New Zealand | 3,793 | 6 | 3,799 | 42.7 |
| Australia | 1,232 | 18 | 1,250 | 14.1 |
| EUROPE | 407 | 5 | 412 | 4.6 |
| United Kingdom | 107 | 2 | 109 | 1.2 |
| Scandinavia | 98 | 0 | 98 | 1.1 |
| Benelux | 14 | 3 | 17 | 0.2 |
| Germany | 101 | 0 | 101 | 1.1 |
| Other Europe | 87 | 0 | 87 | 1.0 |
| AMERICA | 751 | 10 | 761 | 8.6 |
| U.S.A | 687 | 10 | 697 | 7.8 |
| Canada | 64 | 0 | 64 | 0.7 |
| ASIA | 374 | 5 | 379 | 4.3 |
| Japan | 26 | 0 | 26 | 0.3 |
| China | 149 | 0 | 149 | 1.7 |
| Other Asia | 199 | 5 | 204 | 2.3 |
| OTHERS | 38 | 0 | 38 | 0.4 |
| NOT STATED | 1 | 0 | 1 | 0.0 |
| TOTAL | 8,803 | 92 | 8,895 | 100% |
| PERCENTAGE DISTRIBUTION | 99.0 | 1.0 | 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 is 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 April, 2010 1/.

| Usual Residence | Purpose of Visit | | | | | | | | |
|--------------------------------|------------------|-----------------|----------------------|-------------------------|-----------------------------|------------|------------|------------|------------|
| | Total | | Holiday/ Vacation | Business/ Conference | Visit Friends/ Relatives | Sports | Transit | Others | Not Stated |
| Total | 8,895 | % 2/ | 3,119 | 758 | 3,124 | 140 | 671 | 336 | 747 |
| American Samoa | 1,783 | 20.0 | 395 | 98 | 696 | 21 | 172 | 68 | 333 |
| Fiji | 192 | 2.2 | 25 | 57 | 43 | 1 | 24 | 20 | 22 |
| Cook Island | 8 | 0.1 | 1 | 1 | 3 | 0 | 0 | 0 | 3 |
| Other Pacific Is | 272 | 3.1 | 30 | 58 | 79 | 5 | 61 | 8 | 31 |
| New Zealand | 3,799 | 42.7 | 1,519 | 283 | 1,473 | 60 | 111 | 153 | 200 |
| Australia | 1,250 | 14.1 | 476 | 103 | 513 | 38 | 16 | 30 | 74 |
| United Kingdom | 107 | 1.2 | 77 | 13 | 4 | 0 | 7 | 4 | 2 |
| Scandinavia | 98 | 1.1 | 86 | 4 | 2 | 0 | 6 | 0 | 0 |
| Benelux | 14 | 0.2 | 8 | 0 | 0 | 0 | 2 | 1 | 3 |
| Germany | 103 | 1.2 | 85 | 6 | 5 | 1 | 5 | 1 | 0 |
| Other Europe | 90 | 1.0 | 65 | 4 | 9 | 3 | 4 | 5 | 0 |
| U.S.A. | 697 | 7.8 | 220 | 65 | 246 | 7 | 86 | 20 | 53 |
| Canada | 64 | 0.7 | 34 | 4 | 8 | 1 | 2 | 14 | 1 |
| Japan | 26 | 0.3 | 6 | 8 | 6 | 0 | 0 | 2 | 4 |
| China | 149 | 1.7 | 30 | 36 | 15 | 0 | 57 | 4 | 7 |
| Other Asia | 204 | 2.3 | 46 | 16 | 20 | 3 | 101 | 5 | 13 |
| Other Countries | 38 | 0.4 | 15 | 2 | 2 | 0 | 17 | 1 | 1 |
| Not Stated | 1 | 0.0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 |
| Percentage Distribution | 100 | | 35.1 | 8.5 | 35.1 | 1.6 | 7.5 | 3.8 | 8.4 |

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 April, 2010 1/.

| Carrier | Total | | Purpose of Entry | | | |
|-------------------|---------------|-------------|---------------------|-------------|----------------|-------------|
| | | | Returning Residence | % 2/ | Total Visitors | % 2/ |
| Total | 11,865 | 100% | 2,970 | 25.0 | 8,895 | 75.0 |
| <u>AIR</u> | | | | | | |
| Poly Blue | 3,658 | 30.8 | 907 | 7.6 | 2,751 | 23.2 |
| Polynesian | 2,662 | 22.4 | 838 | 7.1 | 1,824 | 15.4 |
| Inter Island | 665 | 5.6 | 181 | 1.5 | 484 | 4.1 |
| Air New Zealand | 3,856 | 32.5 | 745 | 6.3 | 3,111 | 26.2 |
| Air Pacific | 876 | 7.4 | 246 | 2.1 | 630 | 5.3 |
| Other Air Carrier | 3 | 0.0 | 0 | 0.0 | 3 | 0.0 |
| <u>SEA</u> | | | | | | |
| Lady Naomi | 4 | 0.0 | 4 | 0.0 | 0 | 0.0 |
| Yacht | 4 | 0.0 | 0 | 0.0 | 4 | 0.0 |
| Other Sea Carrier | 137 | 1.2 | 49 | 0.4 | 88 | 0.7 |

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

Note: 1/: Provisional figures

2/: Figures are subject to rounding errors

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

| Duration of Stay | Place of Stay | | | |
|-------------------------------------|---------------|--------------|--------------|------------|
| | Total | Hotel/Motel | Private | Not Stated |
| Total | 8,224 | 2,789 | 5,052 | 383 |
| 1day | 254 | 110 | 107 | 37 |
| 2days | 287 | 103 | 172 | 12 |
| 3days | 500 | 182 | 294 | 24 |
| 4days | 533 | 238 | 274 | 21 |
| 5days | 588 | 301 | 265 | 22 |
| 6days | 454 | 306 | 137 | 11 |
| 7days | 926 | 498 | 408 | 20 |
| 8-14days | 2,292 | 797 | 1,431 | 64 |
| 15-30days | 1,248 | 171 | 1,027 | 50 |
| 31-60days | 195 | 26 | 165 | 4 |
| 61-90days | 104 | 6 | 94 | 4 |
| 91-180days | 84 | 12 | 67 | 5 |
| 181-365days | 56 | 8 | 41 | 7 |
| >1year | 4 | 0 | 4 | 0 |
| Not Stated | 699 | 31 | 566 | 102 |
| Percentage Distribution % 2/ | 100 | 33.9 | 61.4 | 4.7 |

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