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GOVERNMENT OF SAMOA
MINISTRY OF FINANCE
STATISTICAL DEPARTMENT

International Arrival Statistics
March 2007.

Summary:

This is the **Thirty-ninth** statistical release of a series of monthly International Arrival Statistics Releases for the year 2007.

The source documents used for the compilation of statistics on international migration are the Arrival and Departure forms completed by all incoming and outgoing travelers at ports of arrival and departure. The two ports of entry for international travel to Samoa are: (i) Apia Wharf, and (ii) Faleolo International Airport.

The total International Arrival Statistics recorded for the month of **March 2007** (table 1), shows a **17.4 percent growth** over the previous month (February 2007) and a slight **1.7 percent fall** over the corresponding month of March 2006 in-contrast to a **24 percent rise** of 2006 over the preceding year 2005. Air being the most preferred mode of travel to Samoa accounted to **97.2 percent** (11,256) of the total arrivals while **2.7 percent** or **320** travels by sea. Additionally, arrivals for the period January – March 2007 of **34,601** shows a **3.9 percent increased** when compared to the same period of 2006, which registered **33,317 travelers**.

Of the total arrivals, **Overall Visitor's** totaling **8,633** for the month under review, also shows a **19.9 percent growth** over the previous month (February 2007) and a **5.2 percent growth** over the corresponding month of 2006 (March) in-contrast to a rise of **26.3 percent** 2006 to 2005 of the same month. Considering **98.2 percent** of the arrivals arrived by air carrier, those traveled by sea carrier managed only **1.8 percent**. **Visitors' share** of **74.6 percent** or **8,633** travelers' claims almost **5 percent growth** when compared to the same period of 2006, which recorded **69.7 percent share** of all visitor's arrivals.

Arrival by age and gender (Table 2) disclosed that males recorded over half of the traveling public at **54.9 percent** (6,360) while their female counterpart registered **45.1 percent** (5,216). Of all arrival travelers, **overall visitors** registered almost **41 percent** at 40.8% for males while female had **33.8 percent**. **Returning residency** accounted to **14.1 percent** (1,638) for males while female had **11.3 percent** (1,305). The majority age for inbound travelers to Samoa in March 2007 shows ages ranging from 20 years up to 64 years.

New Zealand's thriving dominance in visitors' arrival (Table 3) by country of usual residence surged ahead with almost **34 percent share** (2,929), followed by American Samoa catapulting a **24.1 percent share** (1,737). Australia comes in third with an **18.5 percent share** (1,600) while United States of America anchored the principle source markets at **9.8 percent share** (842). The European region raked in a **5.1 percent share** (442) while the Asian region had **3.4 percent share** (297).

Sturdy gains from principle source markets (table 4) New Zealand, American Samoa, Australia and United States of America constitute over **85.5 percent** or **7,380** of all visitors visiting Samoa in March 2007. Nearly **forty-three percent** of the visitors were here **visiting friends/relatives** whereby New Zealand managed over **41%** while American Samoa and Australia had **32.1%** and **13.7%** respectfully. Those **vacationing/holiday** followed at nearly **thirty-four percent** of which New Zealand also leads with **29.2%** while Australia and United States of America at **28.1%** and **14.7%** respectively. **Business/conferences** visitors recorded **10.6 percent** (917) while Visitors who were here on **other matters** had **7 percent** (604). **Transients** bound for other destination claimed **5.1 percent** (443) and visitors here on **sporting activities** at just less than **1 percent** (65).

Air New Zealand (table 5) continues to lead the way for arrival by carriers' for the month of March 2007 with just over **31 percent share** (3,623) followed by **Polynesian Blue** at **29.1 percent** (3,366) with Polynesian Airline at nearly **19 percent share** (2,179) as being the major carriers' inbound traffic flow. **South Pacific Express** managed to climb up the 10 percent ladder registering **11 percent** (1,277) with **Air Pacific** raking in **4.6 percent shares** (529). **Inter Island Air Way** continued being grounded for not regulating with the FAA regulation as of January 2007. **Sea carrier** Lady Naomi registered a low of nearly **2 percent** (216) while **Other Sea Carriers** had a high of **2.6 percent share** (104). **"Overall visitors"** contributed to **74.6 percent** (8,633) of all carriers by purpose of entry than those arriving as **"Returning Residency"** at **25.4 percent** (2,943).

The usual trend of visitor's duration of stay in Samoa (Table 6) is a week up to a month, which shows **59 percent** or **4,828 visitors** stay with **private accommodations** or families/relatives while **41 percent** or **3,362** stays in **Hotels/Motels accommodation**.

Detailed information are attach in Tables 1 - 6.



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DEPUTY CHIEF EXECUTIVE OFFICER
Statistical Department

cc: The Chief Executive Officer M.O.F.

Table 1: Monthly Arrival and Departure by Mode of Tavel and Net Migration.

Period	Visitors Arrivals			Total Arrivals			Total Departures			Net Migration
	Air	Sea	Total	Air	Sea	Total	Air	Sea	Total	
2000	84,543	3,145	87,688	123,295	12,652	135,947	130,160	13,950	144,110	-8,163
2001	85,073	3,190	88,263	125,669	10,513	136,182	126,136	10,687	136,823	-641
2002	85,698	3,273	88,971	121,265	9,946	131,211	123,000	10,628	133,628	-2,417
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
2007	23,856	807	24,663	33,032	1,569	34,601
2005										
January	7,638	47	7,685	11,500	172	11,672	16,544	1,089	17,633	-5,961
February	5,613	215	5,828	8,073	571	8,644	9,609	525	10,134	-1,490
March	6,224	273	6,497	8,641	855	9,496	9,094	693	9,787	-291
April	6,639	138	6,777	9,446	1,490	10,936	10,101	1,645	11,746	-810
May	6,838	296	7,134	9,404	826	10,230	8,816	706	9,522	708
June	7,653	300	7,953	10,354	704	11,058	10,227	853	11,080	-22
July	10,572	307	10,879	13,521	900	14,421	12,811	1,562	14,373	48
August	8,931	400	9,331	11,475	1,741	13,216	11,976	1,068	13,044	172
September	9,577	348	9,925	11,947	814	12,761	12,264	700	12,964	-203
October	7,208	254	7,462	10,043	815	10,858	11,137	686	11,823	-965
November	7,112	210	7,322	10,004	557	10,561	9,692	710	10,402	159
December	14,539	475	15,014	17,792	1,112	18,904	12,504	699	13,203	5,701
2006										
January	7,652	373	8,025	11,760	697	12,457	17,037	855	17,892	-5,435
February	5,699	217	5,916	8,559	524	9,083	10,463	635	11,098	-2,015
March	7,996	208	8,204	11,140	637	11,777	10,309	647	10,956	821
April	7,887	170	8,057	10,628	1,244	11,872	11,652	1,578	13,230	-1,358
May	8,375	272	8,647	11,247	675	11,922	10,581	692	11,273	649
June	10,400	313	10,713	12,900	688	13,588	12,052	704	12,756	832
July	10,408	289	10,697	13,268	710	13,978	14,330	722	15,052	-1074
August	9,131	291	9,422	11,688	813	12,501	11,950	877	12,827	-326
September	8,939	308	9,247	11,526	673	12,199	12,038	759	12,797	-598
October	8,320	195	8,515	11,393	723	12,116	11,824	700	12,524	-408
November	8,674	183	8,857	11,726	689	12,415	10,826	652	11,478	937
December	18,930	652	19,582	21,972	1,276	23,248
2007										
January	8,466	363	8,829	12,511	657	13,168
February	6,913	288	7,201	9,265	592	9,857
March 1/	8,477	156	8,633	11,256	320	11,576

Source: Ministry of the Prime Minister, Immigration Division and Ministry of Finance, Statistical Department.

Note: Departure figures for May - Nov 2006 are subject to change.

1/: Provisional figures

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Table 2: Arrivals by Age, Purpose of Entry and Gender, March 2007 1/.

Age	Purpose of Visit											
	Total			Returning Residence			Visitors			Transit		
	Total	Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female
Total	11,576	6,360	5,216	2,943	1,638	1,305	8,190	4,428	3,762	443	294	149
0 - 4	497	284	213	144	73	71	346	205	141	7	6	1
5 - 9	392	202	190	98	52	46	284	146	138	10	4	6
10 - 14	299	126	173	57	25	32	238	101	137	4	0	4
15 - 19	351	168	183	79	33	46	259	127	132	13	8	5
20 - 24	708	330	378	202	95	107	476	215	261	30	20	10
25 - 29	931	488	443	247	131	100	660	327	333	40	30	10
30 - 34	999	539	460	245	129	116	713	384	329	41	26	15
35 - 39	1,059	606	453	276	165	111	736	412	324	47	29	18
40 - 44	1,032	591	441	246	155	91	748	414	334	38	22	16
45 - 49	1,203	690	513	306	184	122	851	471	380	46	35	11
50 - 54	1,099	606	493	257	140	117	794	438	356	48	28	20
55 - 59	995	570	425	215	126	89	725	404	321	55	40	15
60 - 64	778	448	330	201	113	88	540	310	230	37	25	12
65 - 69	496	310	186	131	86	45	352	213	139	13	11	2
70 - 74	262	139	123	82	47	35	169	85	84	11	7	4
75 +	227	118	109	88	41	47	138	76	62	1	1	0
Not Stated	248	145	103	85	43	42	161	100	61	2	2	0
% Distribution	100	54.9	45.1	25.4	14.1	11.3	70.7	38.3	32.5	3.8	2.5	1.3

Source: Ministry of the Prime Minister, Immigration Division and Ministry of Finance, Statistical Department.

1/: Provisional figures

Table 3: Visitors Arrivals by Country of Usual Residence and Mode of Travel, March 2007 1/.

Country of Usual Residence	Mode of Travel			Percentage (%)
	Air	Sea	Total	
OCEANIA	6,839	148	6,987	80.9
American Samoa	1,970	39	2,009	23.3
Fiji	171	0	171	2.0
Cook Island	14	0	14	0.2
Other Pacific Is	176	88	264	3.1
New Zealand	2,910	19	2,929	33.9
Australia	1,598	2	1,600	18.5
EUROPE	439	3	442	5.1
United Kingdom	162	0	162	1.9
Scandinavia	45	2	47	0.5
Benelux	24	0	24	0.3
Germany	115	0	115	1.3
Other Europe	93	1	94	1.1
AMERICA	869	4	873	10.1
U.S.A	838	4	842	9.8
Canada	31	0	31	0.4
ASIA	297	0	297	3.4
Japan	56	0	56	0.6
China	103	0	103	1.2
Other Asia	138	0	138	1.6
OTHERS	33	1	34	0.4
NOT STATED	0	0	0	0.00
TOTAL	8,477	156	8,633	100%
PERCENTAGE DISTRIBUTION	98.2	1.8	100%	

Source: Ministry of the Prime Minister, Immigration Division and Ministry of Finance, Statistical Department.

1/: Provisional figures.

- 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: Visitors by Usual Residence and Purpose of Visit, March 2007 1/.

Usual Residence	Purpose of Visit								
	Total		Holiday/ Vacation	Visit Friends/ Relatives	Business/ Conference	Sporting Activities	Transit	Others	Not Stated
Total	8,633	%	2,910	3,683	917	65	443	604	11
American Samoa	2,009	23.3	315	1,183	121	7	170	209	4
Fiji	171	2.0	10	39	76	3	29	14	0
Cook Island	14	0.2	1	0	5	3	2	3	0
Other Pacific Is	264	3.1	32	97	74	15	11	35	0
New Zealand	2,929	33.9	851	1,518	319	20	56	162	3
Australia	1,600	18.5	818	503	155	9	54	61	0
United Kingdom	162	1.9	125	14	15	0	1	6	1
Scandinavia	47	0.5	36	6	3	0	1	1	0
Benelux	24	0.3	22	0	1	0	0	1	0
Germany	115	1.3	103	4	5	0	1	2	0
Other Europe	94	1.1	72	10	6	0	5	1	0
U.S.A.	842	9.8	428	265	60	7	22	58	2
Canada	31	0.4	24	6	1	0	0	0	0
Japan	56	0.6	20	11	17	0	0	8	0
China	103	1.2	7	12	29	0	32	22	1
Other Asia	138	1.6	24	12	25	0	59	18	0
Other Countries	34	0.4	22	3	5	1	0	3	0
Not Stated	0	0.00	0	0	0	0	0	0	0
Percentage Distribution (%)	100		33.7	42.7	10.6	0.8	5.1	7.0	0.1

Source: Ministry of the Prime Minister, Immigration Division and Ministry of Finance, Statistical Department.

Note : Overall visitors include transit.

1/: Provisional figures

Table 5: Arrivals by Carrier and Purpose of Entry, March 2007 1/.

Carrier	Total	%	Purpose of Entry			
			Returning Residence	%	Visitors	%
Total	11,576	100	2,943	25.4	8,633	74.6
Poly Blue	3,366	29.1	874	7.6	2,492	21.5
Polynesian	2,179	18.8	635	5.5	1,544	13.3
Inter Island	0	0.0	0	0.0	0	0.0
Air New Zealand	3,623	31.3	883	7.6	2,740	23.7
Air Pacific	529	4.6	105	0.9	424	3.7
South Pacific Express	1,277	11.0	277	2.39	1,000	8.64
Other Air Carrier	282	2.4	5	0.04	277	2.39
Lady Naomi	216	1.9	140	1.2	76	0.7
Yacht	0	0.0	0	0.00	0	0.00
Other Sea Carrier	104	2.6	24	0.21	80	2.38

Source: Ministry of the Prime Minister, Immigration Division and Ministry of Finance, Statistical Department.

Note: Overall visitors include transit.

1/: Provisional figures

Table 6: Visitors by Duration of Stay and Place of Stay, March 2007 1/.

Duration of Stay	Place of Stay		
	Total	Private	Hotel/Motel
Total	8,190	4,828	3,362
Less Than 24Hrs	4	4	0
1day	449	175	274
2days	235	104	131
3days	401	174	227
4days	353	155	198
5days	558	179	379
6days	275	81	194
7days	1,018	376	642
8-14days	1,781	944	837
15-30days	1,085	939	146
31-60days	138	113	25
61-90days	75	68	7
91-180days	37	32	5
181-365days	17	15	2
>1year	0	0	0
Not Stated	1,764	1,469	295
Percentage Distribution %	100	59	41

Source: Ministry of the Prime Minister, Immigration Division and Ministry of Finance, Statistical Department.

Note: Visitors here, exclude transit.

1/: Provisional figures