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GOVERNMENT OF SAMOA

SAMOA BUREAU OF STATISTICS

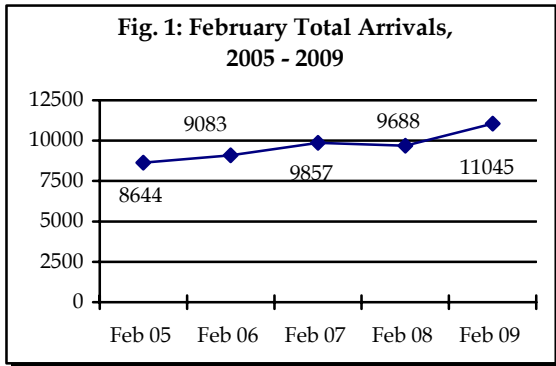
International Arrival Statistics FEBRUARY 2009

Summary:

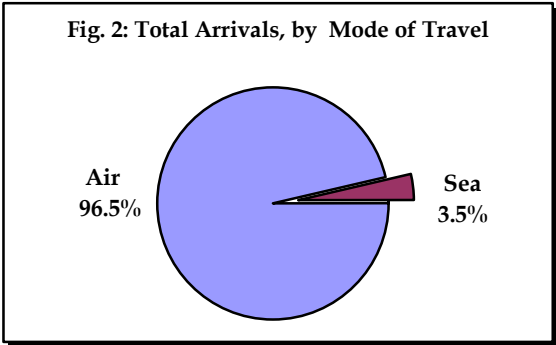
This is the **Sixty Second** statistical release of a series of monthly International Arrival Statistics Releases for 2009.

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 two ports of entry for international travel to Samoa are: (i) Apia Wharf, and (ii) Faleolo International Airport.

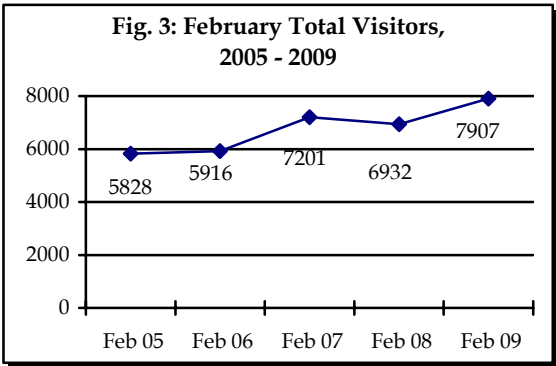
The total International Arrival Statistics recorded for the month of **February 2009** (table 1), reveals a decrease of 17.4 percent over the previous month (January 2009) and a 14.0 percent increase over the corresponding month of February 2008. (Refer Fig. 1).



Air being the most preferred mode of travel to Samoa, accounted to 96.5 percent (10,662) of the total arrivals, while the remaining 3.5 percent (383) traveled by sea (Refer Fig. 2).

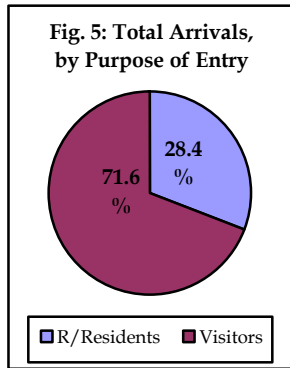
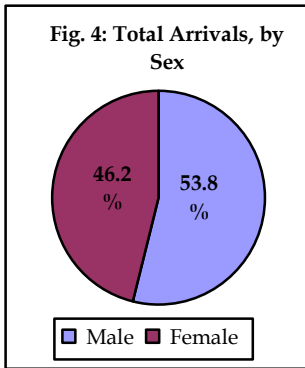


Of the total arrivals, Overall Visitors numbering 7,907 for the month under review shows a decline of 14.5 percent over the previous month and an increase of 14.1 percent over the corresponding month of February 2008. (Refer Fig. 3). Considering 98 percent of total tourists arrived by air carrier, those traveled by sea carrier round up the remaining 2 percent. Visitors share of 71.6 percent or 7,907 travelers of all arrivals is similar to the same period of 2008, which also recorded a 71.6 percent share of all arrivals.

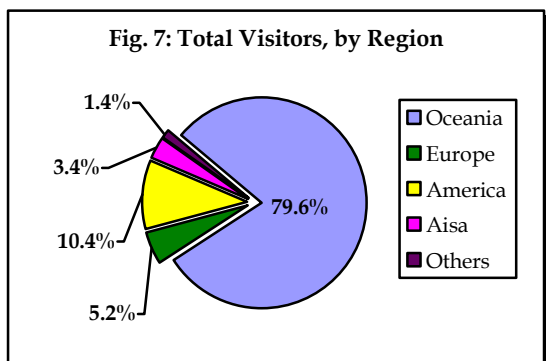
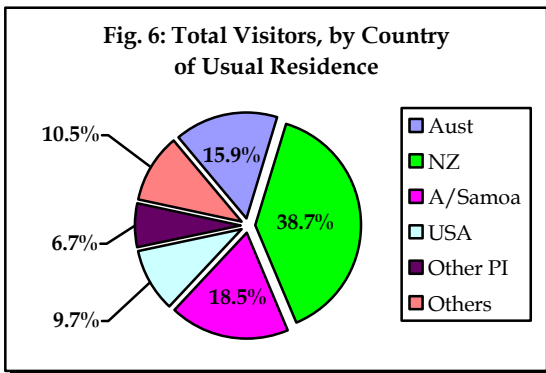


Arrival by age and gender (Table 2) discloses that males recorded just over half of the traveling public at 53.8 percent (compared to 53.9 percent in February 2008) while their female counterparts constitute the remaining 46.2 percent (compared to 46.1 percent in February 2008) (Refer Fig. 4). Of all arrival travelers, overall visitors (including transients) registered 39.1

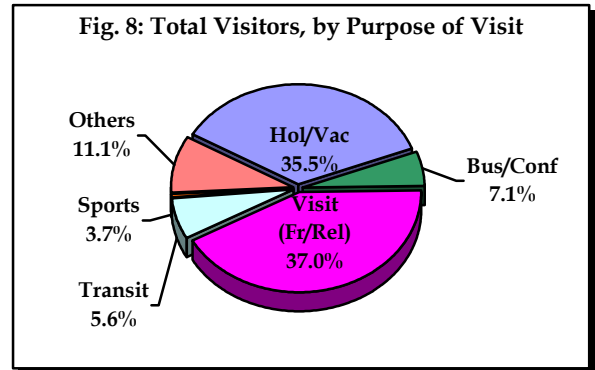
percent (4,318) for males while females had 32.5 percent (3589). Returning residents recorded 14.7 percent (1,624) for males while females had 13.7 percent (1,514) (Refer Fig. 5). The majority age for inbound travelers to Samoa in January 2009 exhibits ages ranging from 15 years up to 64 years.



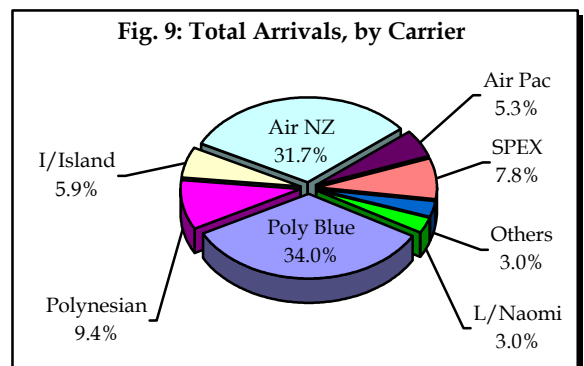
New Zealand's is still the predominant country in visitors' arrival (Table 3) by country of usual residence with a 38.7 percent share (3,058). American Samoa followed in with a 18.5 percent share (1,459) which is then closely pursued by Australia with 15.9 percent (1,257) while the United States of America anchored the principal source markets with a share of 9.7 percent (766) (Refer Fig. 6). By region, the Oceanic Region portrays the highest share of total visitors with 79.6 percent followed by America and Europe with 10.4 percent 5.2 percent respectively. The Asian region exhibits the lowest share with only 3.4 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 82.8 percent of all visitors visiting Samoa in February 2009. Furthermore, 37.0 percent (2,928) of all visitors entered our shores to visit friends/ relatives. Visitors that were here on holiday/ vacation accounted for 35.5 percent (2,808) of all visitors. Business and Conference had 7.1 % (560) whereas those who were here on other matters had 2.4 percent (193). Transients bound for other destination registered 5.6 percent (444). Sports and those who did not state their purpose of visit had 3.7 percent and 8.7 percent respectively (Refer Fig. 8).



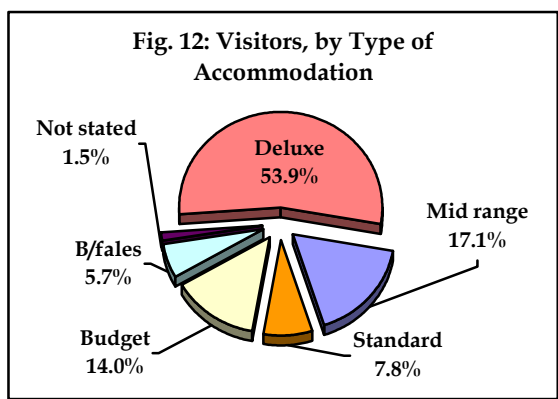
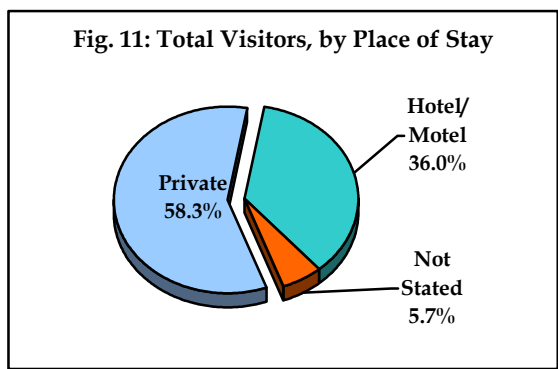
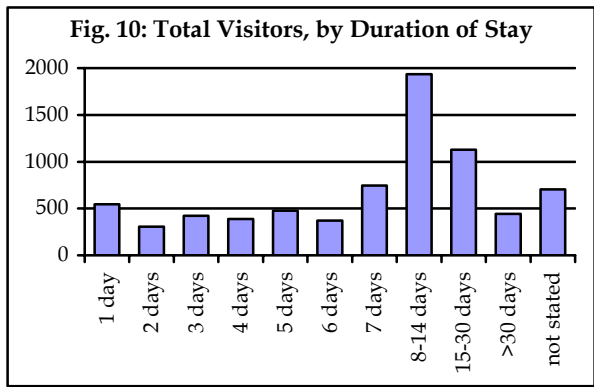
Polynesian Blue (table 5) leads the way of arrival by carriers' during the reference period with a 34.0 percent share (3,750) followed by Air New Zealand with a 31.7 percent share (3,503). Polynesian Airlines brought in 9.4 percent (1,035) while South Pacific Express had a share of 7.8 percent (857). Inter Island recorded a 5.9 percent share (654) which is closely followed by Air Pacific with 5.3 percent (587) with other air carriers accounting for 2.5 percent (276). Lady Naomi had a 3.0 percent share (327) while other sea carriers round up the remaining 0.5 percent. This is graphically presented in Fig. 9 below.



Overall Visitors contributed 71.6 percent (similar to that of February 2008) of all carriers by purpose of entry while Returning Residence had 28.4 percent (also similar to that of February 2008).

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, 58.3 percent (4,350) of visitors reported staying with private accommodations or families/ relatives while 36.0 percent (2,688) stayed in hotels/ motels. The remaining 5.7 percent or 425 visitors did not state their place of stay (Refer Fig. 11). Moreover, Fig. 12 depicts a graphical presentation of the number of visitors arrived (2,688) by type of accommodation (hotel/ motel), within the reference month.

Muagututi'a Sefuiva Reupena
GOVERNMENT STATISTICIAN



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

Table 1: Monthly Arrival and Departure by Mode of Travel and Net Migration, 2006 - 2009.

Period	Visitors Arrivals			Total Arrivals			Total Departures			Net Migration
	Air	Sea	Total	Air	Sea	Total	Air	Sea	Total	
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	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	151,827	8,637	160,464	147,901	9,426	157,327	3,137
2009	16,818	333	17,151	23,709	702	24,411
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	10,593	692	11,285	637
June	10,400	313	10,713	12,900	688	13,588	12,068	705	12,773	815
July	10,408	289	10,697	13,268	710	13,978	14,337	721	15,058	-1080
August	9,131	291	9,422	11,688	813	12,501	11,962	881	12,843	-342
September	8,939	308	9,247	11,526	673	12,199	12,046	759	12,805	-606
October	8,320	195	8,515	11,393	723	12,116	11,835	700	12,535	-419
November	8,674	183	8,857	11,726	689	12,415	10,837	652	11,489	926
December	18,930	652	19,582	21,972	1,276	23,248	14,852	664	15,516	7,732
2007										
January	8,466	363	8,829	12,511	657	13,168	19,779	986	20,765	-7,597
February	6,913	288	7,201	9,265	592	9,857	11,344	520	11,864	-2,007
March	8,477	156	8,633	11,256	320	11,576	11,629	432	12,061	-485
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	9,147	541	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	13,068	914	13,982	12,298	744	13,042	940
July	12,511	424	12,935	15,431	755	16,186	16,649	1,230	17,879	-1693
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	11,748	663	12,411	-110
December	16,188	517	16,705	19,293	1,040	20,333
2009										
January	9,060	184	9,244	13,047	319	13,366

February/1	7,758	149	7,907	10,662	383	11,045
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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, February 2009 1/.

Age	Purpose of Visit											
	Total			Visitors			Returning Residence			Transit		
	Total	Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female
Total	11,045	5,942	5,103	7,463	4,019	3,444	3,138	1,624	1,514	444	299	145
0 - 4	466	247	219	311	167	144	146	78	68	9	2	7
5 - 9	403	222	181	213	114	99	180	99	81	10	9	1
10 - 14	353	162	191	201	104	97	143	55	88	9	3	6
15 - 19	552	265	287	326	169	157	205	87	118	21	9	12
20 - 24	950	448	502	696	316	380	216	109	107	38	23	15
25 - 29	999	506	493	694	340	354	268	139	129	37	27	10
30 - 34	942	507	435	648	337	311	245	131	114	49	39	10
35 - 39	919	523	396	627	358	269	249	135	114	43	30	13
40 - 44	965	545	420	661	364	297	256	150	106	48	31	17
45 - 49	999	569	430	695	405	290	250	126	124	54	38	16
50 - 54	914	535	379	619	372	247	258	136	122	37	27	10
55 - 59	866	479	387	602	331	271	232	126	106	32	22	10
60 - 64	694	390	304	464	263	201	197	103	94	33	24	9
65 - 69	440	248	192	326	184	142	106	59	47	8	5	3
70 - 74	266	135	131	187	97	90	72	33	39	7	5	2
75 +	234	119	115	140	74	66	89	42	47	5	3	2
Not Stated	83	42	41	53	24	29	26	16	10	4	2	2
% Distribution	100	53.8	46.2	67.6	36.4	31.2	28.4	14.7	13.7	4.0	2.7	1.3

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

1/: Provisional figures

Table 3: Total Visitors Arrivals by Country of Usual Residence and Mode of Travel February, 2009 1/.

Country of Usual Residence	Mode of Travel			Percentage (%) 2/
	Air	Sea	Total	
OCEANIA	6,163	134	6,297	79.6
American Samoa	1,426	33	1,459	18.5
Fiji	240	2	242	3.1
Cook Island	7	0	7	0.1
Other Pacific Is	210	64	274	3.5
New Zealand	3,036	22	3,058	38.7
Australia	1,244	13	1,257	15.9
EUROPE	405	7	412	5.2
United Kingdom	156	1	157	2.0
Scandinavia	43	0	43	0.5
Benelux	12	0	12	0.2
Germany	99	0	99	1.3
Other Europe	95	6	101	1.3
AMERICA	816	5	821	10.4
U.S.A	761	5	766	9.7
Canada	55	0	55	0.7
ASIA	271	1	272	3.4
Japan	67	1	68	0.9
China	61	0	61	0.8
Other Asia	143	0	143	1.8
OTHERS	50	2	52	0.7
NOT STATED	53	0	53	0.7
TOTAL	7,758	149	7,907	100%
PERCENTAGE DISTRIBUTION	98.1	1.9	100%	

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

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.**

2/: Figures are subject to rounding errors

Table 4: Total Visitors by Usual Residence and Purpose of Visit February, 2009 1/.

Usual Residence	Purpose of Visit								
	Total		Holiday/ Vacation	Business/ Conference	Visit Friends/ Relatives	Sports	Transit	Others	Not Stated
Total	7,907	%	2,808	560	2,928	288	444	193	686
American Samoa	1,459	18.5	307	55	623	26	134	20	294
Fiji	242	3.1	19	47	59	11	29	67	10
Cook Island	7	0.1	0	3	2	0	2	0	0
Other Pacific Is	274	3.5	43	30	115	10	27	32	17
New Zealand	3,058	38.7	1,062	215	1,323	160	73	34	191
Australia	1,257	15.9	530	88	467	64	8	15	85
United Kingdom	157	2.0	97	34	12	2	2	2	8
Scandinavia	43	0.5	38	1	0	1	2	1	0
Benelux	12	0.2	10	0	1	0	0	0	1
Germany	99	1.3	90	2	5	0	0	1	1
Other Europe	101	1.3	83	5	8	0	2	2	1
U.S.A.	766	9.7	369	31	248	8	58	7	45
Canada	55	0.7	43	2	7	1	2	0	0
Japan	68	0.9	47	13	4	0	0	1	3
China	61	0.8	6	12	14	0	24	2	3
Other Asia	143	1.8	27	14	17	2	70	6	7
Other Countries	52	0.7	30	5	1	0	10	2	4
Not Stated	53	0.7	7	3	22	3	1	1	16
Percentage Distribution 2/	100		35.5	7.1	37.0	3.7	5.6	2.4	8.7

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, 2009 1/.

Carrier	Total	% 2/	Purpose of Entry 2/			
			Returning Residence	%	Total Visitors	%
Total	11,045	100	3,138	28.4	7,907	71.6
<u>AIR</u>						
Poly Blue	3,750	34.0	1,118	10.1	2,632	23.8
Polynesian	1,035	9.4	260	2.4	775	7.0
Inter Island	654	5.9	172	1.6	482	4.4
Air New Zealand	3,503	31.7	1,036	9.4	2,467	22.3
Air Pacific	587	5.3	104	0.9	483	4.4
Other Air Carrier	276	2.5	2	0.0	274	2.5
South Pacific Express	857	7.8	212	1.9	645	5.8
<u>SEA</u>						
Lady Naomi	327	3.0	230	2.1	97	0.9
Yacht	5	0.0	0	0.0	5	0.0
Other Sea Carrier	51	0.5	4	0.0	47	0.4

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

Table 6: Visitors by Duration of Stay and Place of Stay February, 2009 1/.

Duration of Stay	Place of Stay			
	Total	Hotel/Motel	Private	Not Stated
Total	7,463	2,688	4,350	425
1day	545	365	129	51
2days	304	141	144	19
3days	423	172	229	22
4days	386	175	190	21
5days	478	264	202	12
6days	370	249	103	18
7days	746	355	367	24
8-14days	1,936	732	1,120	84
15-30days	1,127	151	929	47
31-60days	198	24	161	13
61-90days	99	6	87	6
91-180days	60	7	49	4
181-365days	86	3	80	3
>1year	1	0	1	0
Not Stated	704	44	559	101
Percentage Distribution %	100	36.0	58.3	5.7

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