

Table 4: Total Visitors by Usual Residence and Purpose of Visit Annual, 2010 1/.

Usual Residence	Purpose of Visit								
	Total		Holiday/ Vacation	Business/ Conference	Visit Friends/ Relatives	Sports	Transit	Others	Not Stated
Total	129,500	%	48,730	11,738	50,405	1,804	7,724	4,026	5,073
American Samoa	23,737	18.3	5,604	1,423	11,293	234	2,627	909	1,647
Fiji	2,636	2.0	367	777	649	113	364	216	150
Cook Island	110	0.1	14	49	19	7	10	4	7
Other Pacific Is	3,635	2.8	469	688	1,011	189	738	300	240
New Zealand	57,837	44.7	25,439	4,893	22,368	618	1,228	1,514	1,777
Australia	23,415	18.1	9,013	2,088	10,329	429	466	436	654
United Kingdom	1,313	1.0	891	135	199	11	29	35	13
Scandinavia	849	0.7	727	24	61	0	18	9	10
Benelux	139	0.1	101	12	10	2	6	3	5
Germany	1,089	0.8	923	36	85	3	19	13	10
Other Europe	1,257	1.0	804	117	139	17	95	59	26
U.S.A.	8,658	6.7	2,841	815	3,474	92	828	317	291
Canada	580	0.4	386	39	84	12	24	27	8
Japan	510	0.4	191	121	110	31	7	27	23
China	1,356	1.0	264	261	224	6	411	93	97
Other Asia	1,936	1.5	481	226	265	16	791	52	105
Other Countries	427	0.3	210	34	77	24	61	12	9
Not Stated	16	0.0	5	0	8	0	2	0	1
Percentage Distribution 2/	100		37.6	9.1	38.9	1.4	6.0	3.1	3.9

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