

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

| Country of Usual Residence | Mode of Travel | | | Percentage 2/ |
|--------------------------------|----------------|--------------|----------------|---------------|
| | Air | Sea | Total | |
| OCEANIA | 109,300 | 2,070 | 111,370 | 86.0 |
| American Samoa | 23,120 | 617 | 23,737 | 18.3 |
| Fiji | 2,585 | 51 | 2,636 | 2.0 |
| Cook Island | 109 | 1 | 110 | 0.1 |
| Other Pacific Is | 2,850 | 785 | 3,635 | 2.8 |
| New Zealand | 57,413 | 424 | 57,837 | 44.7 |
| Australia | 23,223 | 192 | 23,415 | 18.1 |
| EUROPE | 4,436 | 211 | 4,647 | 3.6 |
| United Kingdom | 1,253 | 60 | 1,313 | 1.0 |
| Scandinavia | 826 | 23 | 849 | 0.7 |
| Benelux | 139 | 0 | 139 | 0.1 |
| Germany | 1,062 | 27 | 1,089 | 0.8 |
| Other Europe | 1,156 | 101 | 1,257 | 1.0 |
| AMERICA | 9,059 | 179 | 9,238 | 7.1 |
| U.S.A | 8,498 | 160 | 8,658 | 6.7 |
| Canada | 561 | 19 | 580 | 0.4 |
| ASIA | 3,750 | 52 | 3,802 | 2.9 |
| Japan | 507 | 3 | 510 | 0.4 |
| China | 1,354 | 2 | 1,356 | 1.0 |
| Other Asia | 1,889 | 47 | 1,936 | 1.5 |
| OTHERS | 411 | 16 | 427 | 0.3 |
| NOT STATED | 14 | 2 | 16 | 0.0 |
| TOTAL | 126,970 | 2,530 | 129,500 | 100% |
| PERCENTAGE DISTRIBUTION | 98.0 | 2.0 | 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 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.**