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# GOVERNMENT OF SAMOA SAMOA BUREAU OF STATISTICS

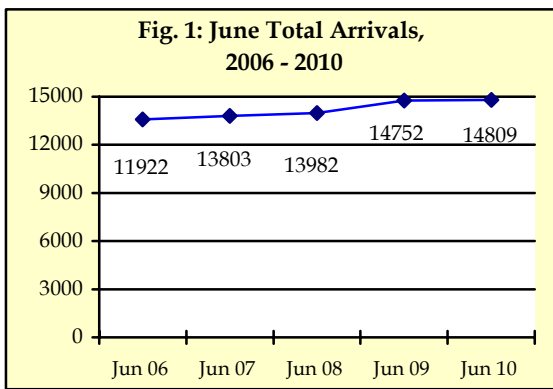
## International Arrival Statistics June 2010

### Summary:

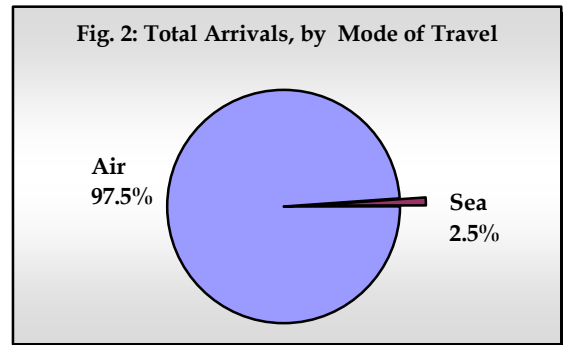
This is the **Sixth** statistical release of a series of monthly International Arrival Statistics Releases for 2010.

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 <sup>(1)</sup>.

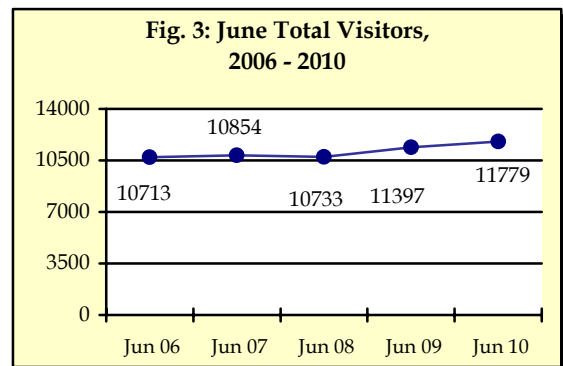
The total International Arrival Statistics recorded for the month of **June 2010** (table 1), reveals an increase of 9.6 percent over the previous month of May and an insignificant increase of 0.4 percent over the corresponding month of June 2009. (Refer Fig. 1).



Air being the most preferred mode of travel to Samoa, accounted to 97.5 percent (14,437) of the total arrivals, while the remaining 2.5 percent (372) traveled by sea. (Refer Fig. 2).



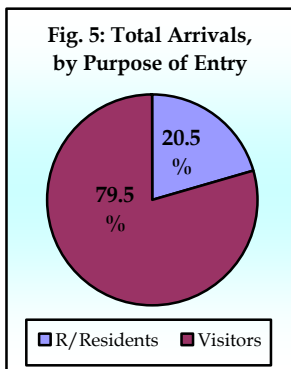
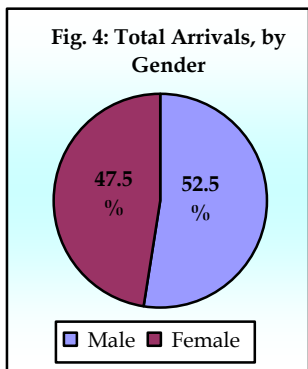
Of total arrivals, Overall Visitors numbering 11,779 for the month under review reveals an increase of 18.4 percent over the previous month and a trivial increase of 3.4 over the corresponding month of June 2009. (Refer Fig. 3). Considering 97.6 percent of total visitors arrived by air carrier, those traveled by sea carrier round up the remaining 2.4 percent. Visitors' share of 79.5 percent or 11,779 travelers of total arrivals is slightly higher than the 77.3 percent or 11,397 travelers reported in the same period of 2009.



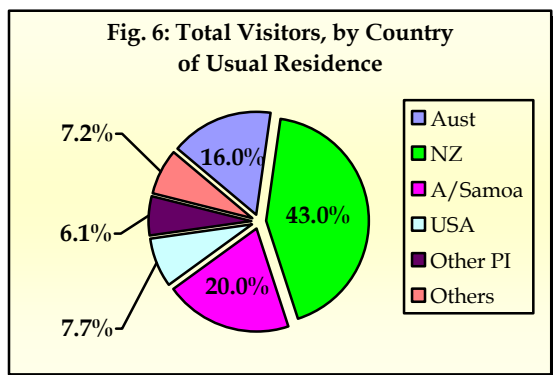
Total Arrivals by age and gender (Table 2) discloses that males recorded just over half of the traveling public at 52.5 percent (similar to that reported in June 2009) while their female counterparts constitute the remaining 47.5 percent (similar to that reported in June 2009). (Refer Fig. 4). Of all arrival travelers, overall visitors (including transients) registered 41.1

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

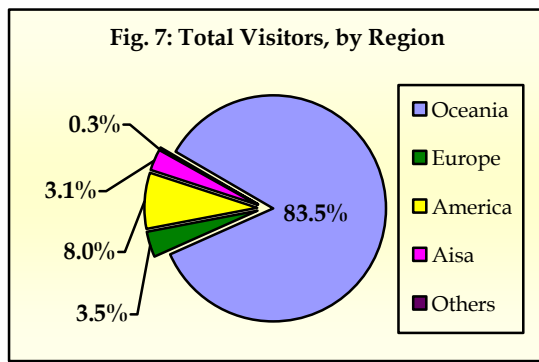
percent (6,086) for males while females had 38.5 percent (5,693). Returning residents recorded 11.4 percent (1,688) for males while females had 9.1 percent (1,342). (Refer Fig. 5). The majority age for inbound travelers to Samoa in June 2010 ranges from 20 years to 59 years.



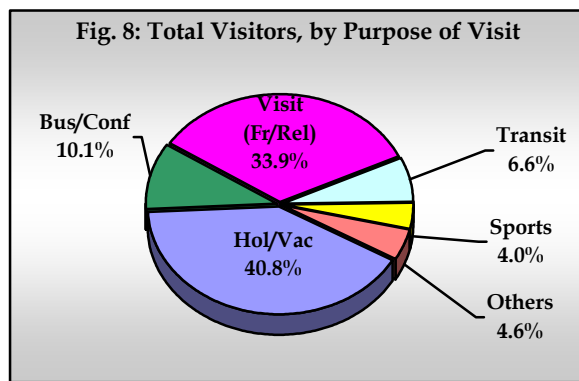
New Zealand remains as the leading country in visitors' arrival by country of usual residence (Table 3) with 43.0 percent share (5,066) compared to a share of 41.9 percent or 4,043 visitors reported in the previous month. American Samoa followed in with a 20.0 percent share (2,358) compared to a share of 20.8 percent or 2,007 visitors reported in the previous month, which is then pursued by Australia with 16.0 percent (1,880) compared to 15.6 percent or 1,511 visitors reported in May 2010 while the United States of America anchored the principal source markets with a share of 7.7 percent (912) compared to 7.8 percent or 756 visitors. (Refer Fig. 6).



By region, the Oceanic Region portrays the highest share of total visitors with 85.0 percent as opposed to a share of 83.5 percent reported in May 2010, followed by America and Europe with 8.0 percent (8.1 percent in May 2010) and 3.5 percent (4.3 percent in May 2010) respectively. The Asian region exhibits the lowest share with only 3.1 percent compared to a 3.6 percent share reported in the previous month of May. (Refer Fig. 7).

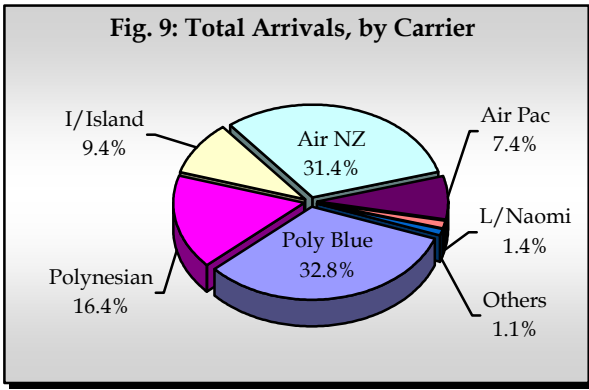


Immense gains from principal source markets (table 4) namely New Zealand, American Samoa, Australia, and the United States of America constitute 86.7 percent of all visitors visiting Samoa in June 2010. Furthermore, 40.8 percent (4,807) of all visitors entered our shores on holiday/ vacation. Visitors that were here to visit friends/ relatives accounted for 33.9 percent (3,989) of all visitors. Business and Conference had 10.1 percent (1,191) whereas those who were here on transit bound for other destinations had 6.6 percent (778). Sports registered 4.0 percent (474) and those who were here on other matters reported 4.6 percent (540). (Refer Fig. 8).

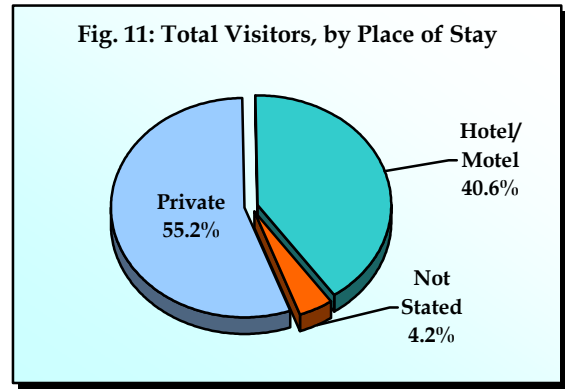


Poly Blue (table 5) leads the way of arrival by carriers' during the reference period with a 32.8 percent share (4,860 passengers) followed by Air New Zealand with a 31.4 percent share (4,643 passengers). Polynesian Airlines brought in 16.4 percent (2,424) of total arrivals while Inter Island had a share of 9.4 percent (1,394). Air Pacific recorded a 7.4 percent share (1,090) and Lady Naomi had a 1.4 percent share (204) while other carriers round up the remaining 1.1 percent (171). This is graphically presented in Fig. 9 below.

**Fig. 9: Total Arrivals, by Carrier**

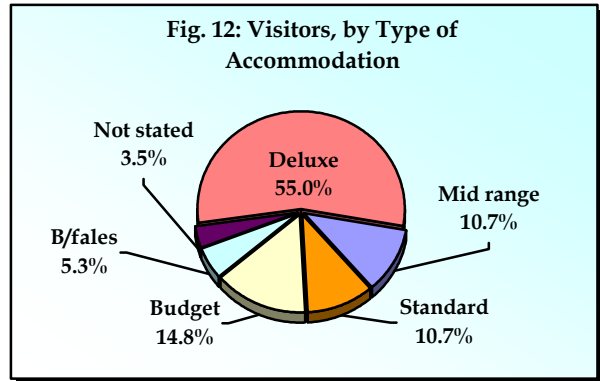


**Fig. 11: Total Visitors, by Place of Stay**

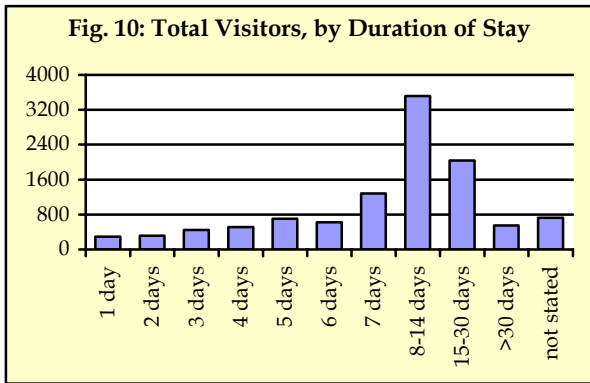


The usual trend of visitor's duration of stay in Samoa (Table 6) is a week up to a month. (Refer Fig. 10). In addition to this, 55.3 percent (6,079) of visitors reported staying with private accommodations or families/ relatives while 40.6 percent (4,463) stayed in hotels/ motels. The remaining 4.2 percent or 459 visitors did not state their place of stay (Refer Fig. 11). Moreover, Fig. 12 depicts a graphical presentation of the number of visitors arrived (4,463) by type of accommodation (hotel/ motel), within the reference month.

**Fig. 12: Visitors, by Type of Accommodation**



**Fig. 10: Total Visitors, by Duration of Stay**



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

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**GOVERNMENT STATISTICIAN**

Table 1: Monthly Arrival and Departure by Mode of Travel and Net Migration, 2003 - 2010.

Period	Visitors Arrivals			Total Arrivals			Total Departures			Net Migration
	Air	Sea	Total	Air	Sea	Total	Air	Sea	Total	
2003	<b>89,211</b>	<b>3,275</b>	<b>92,486</b>	<b>123,522</b>	<b>9,376</b>	<b>132,898</b>	<b>126,503</b>	<b>8,830</b>	<b>135,333</b>	<b>-2,435</b>
2004	<b>93,946</b>	<b>4,209</b>	<b>98,155</b>	<b>129,517</b>	<b>11,864</b>	<b>141,381</b>	<b>131,277</b>	<b>12,303</b>	<b>143,580</b>	<b>-2,199</b>
2005	<b>98,544</b>	<b>3,263</b>	<b>101,807</b>	<b>132,200</b>	<b>10,557</b>	<b>142,757</b>	<b>134,775</b>	<b>10,936</b>	<b>145,711</b>	<b>-2,954</b>
2006	<b>112,411</b>	<b>3,471</b>	<b>115,882</b>	<b>147,807</b>	<b>9,349</b>	<b>157,156</b>	<b>147,991</b>	<b>9,489</b>	<b>157,480</b>	<b>-324</b>
2007	<b>118,653</b>	<b>3,699</b>	<b>122,352</b>	<b>150,584</b>	<b>7,631</b>	<b>158,215</b>	<b>158,099</b>	<b>8,578</b>	<b>166,677</b>	<b>-8,462</b>
2008	<b>118,420</b>	<b>3,743</b>	<b>122,163</b>	<b>151,883</b>	<b>8,628</b>	<b>160,511</b>	<b>161,482</b>	<b>9,908</b>	<b>171,390</b>	<b>-10,879</b>
2009	<b>127,298</b>	<b>1,940</b>	<b>129,238</b>	<b>161,816</b>	<b>5,095</b>	<b>166,911</b>	<b>156,319</b>	<b>6,069</b>	<b>162,388</b>	<b>4,523</b>
2010	<b>55,701</b>	<b>1,140</b>	<b>56,841</b>	<b>74,549</b>	<b>2,604</b>	<b>77,153</b>	<b>25,192</b>	<b>371</b>	<b>25,826</b>	<b>...</b>
<b>2007</b>										
June	10,488	366	10,854	13,070	733	13,803	12,397	783	13,180	<b>623</b>
July	9,425	313	9,738	11,709	766	12,475	14,280	890	15,170	<b>-2695</b>
August	13,524	572	14,096	15,821	812	16,633	12,723	831	13,554	<b>3079</b>
September	10,189	249	10,438	12,632	425	13,057	17,457	822	18,279	<b>-5,222</b>
October	8,890	190	9,080	11,387	593	11,980	12,923	743	13,666	<b>-1,686</b>
November	8,493	219	8,712	11,374	521	11,895	11677	591	12,268	<b>-373</b>
December	16,034	542	16,576	18,728	1,062	19,790	11,772	530	12,302	<b>7,488</b>
<b>2008</b>										
January	8,563	377	8,940	12,254	663	12,917	19,868	1,002	20,870	<b>-7,953</b>
February	6,640	292	6,932	9,150	538	9,688	12,868	631	13,499	<b>-3,811</b>
March	7,969	196	8,165	10,286	445	10,731	11,052	556	11,608	<b>-877</b>
April	8,529	263	8,792	11,070	1,152	12,222	11,605	1,411	13,016	<b>-794</b>
May	9,409	288	9,697	12,095	697	12,792	12,058	805	12,863	<b>-71</b>
June	10,299	434	10,733	13,069	913	13,982	12,298	744	13,042	<b>940</b>
July	12,511	424	12,935	15,436	750	16,186	16,449	1,230	17,679	<b>-1493</b>
August	10,539	313	10,852	13,233	720	13,953	13,770	921	14,691	<b>-738</b>
September	9,433	197	9,630	12,132	472	12,604	12,047	614	12,661	<b>-57</b>
October	9,503	213	9,716	12,106	649	12,755	13,938	849	14,787	<b>-2032</b>
November	8,837	229	9,066	11,712	589	12,301	11,804	663	12,467	<b>-166</b>
December	16,188	517	16,705	19,340	1,040	20,380	13,725	482	14,207	<b>6,173</b>
<b>2009</b>										
January	9,060	184	9,244	13,047	319	13,366	19,264	651	19,915	<b>-6,549</b>
February	7,758	210	7,968	10,662	504	11,166	12,674	510	13,184	<b>-2,018</b>
March	8,588	140	8,728	11,383	320	11,703	12,328	409	12,737	<b>-1,034</b>
April	10,088	175	10,263	12,727	874	13,601	11,895	974	12,869	<b>732</b>
May	10,199	143	10,342	13,278	400	13,678	12,724	579	13,303	<b>375</b>
June	11,288	109	11,397	14,376	376	14,752	11,980	622	12,602	<b>2,150</b>
July	13,208	199	13,407	15,996	470	16,466	15,017	515	15,532	<b>934</b>
August	11,699	160	11,859	14,386	381	14,767	13,132	357	13,489	<b>1,278</b>
September	9,713	167	9,880	12,144	402	12,546	8,287	318	8,605	<b>3,941</b>
October	10,897	167	11,064	13,617	519	14,136	12,459	332	12,791	<b>1,345</b>
November	8,746	181	8,927	11,088	332	11,420	12727	284	13,011	<b>-1,591</b>
December	16,054	105	16,159	19,112	198	19,310	13832	518	14,350	<b>4,960</b>
<b>2010</b>										
January	9,697	219	9,916	13,926	345	14,271	12,345	263	12,608	1,663
February	7,113	34	7,147	9,814	185	9,999	12,847	371	13,218	-3,219
March	8,852	210	9,062	11,553	389	11,942	10,686	500	11,186	756
April	8,811	178	8,989	11,731	893	12,624	...	...	...	...
May	9,733	215	9,948	13,088	420	13,508	...	...	...	...

June /1	11,495	284	11,779	14,437	372	14,809	...	...	...	...
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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

**:** Revised Figures

Table 2: Total Arrivals by Age, Purpose of Entry and Gender, June 2010 1/.

Age	Purpose of Entry											
	Total			Visitors			Returning Residence			Transit		
	Total	Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female
<b>Total</b>	<b>14,809</b>	<b>7,774</b>	<b>7,035</b>	<b>11,001</b>	<b>5,603</b>	<b>5,398</b>	<b>3,030</b>	<b>1,688</b>	<b>1,342</b>	<b>778</b>	<b>483</b>	<b>295</b>
0 - 4	682	350	332	534	265	269	111	65	46	37	20	17
5 - 9	586	293	293	467	239	228	77	31	46	42	23	19
10 - 14	612	294	318	502	235	267	76	40	36	34	19	15
15 - 19	975	438	537	762	332	430	166	87	79	47	19	28
20 - 24	1,239	588	651	886	392	494	292	159	133	61	37	24
25 - 29	1,254	650	604	930	448	482	260	163	97	64	39	25
30 - 34	1,252	691	561	884	459	425	275	176	99	93	56	37
35 - 39	1,158	655	503	799	418	381	285	185	100	74	52	22
40 - 44	1,256	695	561	907	488	419	264	152	112	85	55	30
45 - 49	1,275	674	601	983	508	475	230	121	109	62	45	17
50 - 54	1,327	719	608	984	527	457	299	156	143	44	36	8
55 - 59	1,159	651	508	864	488	376	232	122	110	63	41	22
60 - 64	893	497	396	685	385	300	173	91	82	35	21	14
65 - 69	560	281	279	413	206	207	128	64	64	19	11	8
70 - 74	308	170	138	220	132	88	79	33	46	9	5	4
75 +	266	126	140	179	81	98	79	41	38	8	4	4
Not Stated	7	2	5	2	0	2	4	2	2	1	0	1
<b>% Distribution 2/</b>	<b>100</b>	<b>52.5</b>	<b>47.5</b>	<b>74.3</b>	<b>37.8</b>	<b>36.5</b>	<b>20.5</b>	<b>11.4</b>	<b>9.1</b>	<b>5.3</b>	<b>3.3</b>	<b>2.0</b>

**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 June, 2010 1/.

Country of Usual Residence	Mode of Travel			Percentage (%) 2/
	Air	Sea	Total	
<b>OCEANIA</b>	<b>9,800</b>	<b>215</b>	<b>10,015</b>	<b>85.0</b>
American Samoa	2,354	4	2,358	<b>20.0</b>
Fiji	326	27	353	<b>3.0</b>
Cook Island	7	0	7	<b>0.1</b>
Other Pacific Is	281	70	351	<b>3.0</b>
New Zealand	4,963	103	5,066	<b>43.0</b>
Australia	1,869	11	1,880	<b>16.0</b>
<b>EUROPE</b>	<b>392</b>	<b>26</b>	<b>418</b>	<b>3.5</b>
United Kingdom	131	7	138	<b>1.2</b>
Scandinavia	54	6	60	<b>0.5</b>
Benelux	19	0	19	<b>0.2</b>
Germany	90	3	93	<b>0.8</b>
Other Europe	98	10	108	<b>0.9</b>
<b>AMERICA</b>	<b>915</b>	<b>32</b>	<b>947</b>	<b>8.0</b>
U.S.A	880	32	912	<b>7.7</b>
Canada	35	0	35	<b>0.3</b>
<b>ASIA</b>	<b>352</b>	<b>9</b>	<b>361</b>	<b>3.1</b>
Japan	69	2	71	<b>0.6</b>
China	115	1	116	<b>1.0</b>
Other Asia	168	6	174	<b>1.5</b>
<b>OTHERS</b>	<b>36</b>	<b>2</b>	<b>38</b>	<b>0.3</b>
<b>NOT STATED</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0.0</b>
<b>TOTAL</b>	<b>11,495</b>	<b>284</b>	<b>11,779</b>	<b>100%</b>
<b>PERCENTAGE DISTRIBUTION</b>	<b>97.6</b>	<b>2.4</b>	<b>100%</b>	

**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.**

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

Usual Residence	Purpose of Visit								
	Total		Holiday/ Vacation	Business/ Conference	Visit Friends/ Relatives	Sports	Transit	Others	Not Stated
<b>Total</b>	<b>11,779</b>	<b>% 2/</b>	<b>4,807</b>	<b>1,191</b>	<b>3,989</b>	<b>474</b>	<b>778</b>	<b>361</b>	<b>179</b>
American Samoa	2,358	<b>20.0</b>	648	112	1,143	10	319	96	30
Fiji	353	<b>3.0</b>	47	95	74	59	45	22	11
Cook Island	7	<b>0.1</b>	2	4	0	0	0	1	0
Other Pacific Is	351	<b>3.0</b>	50	83	78	51	72	14	3
New Zealand	5,066	<b>43.0</b>	2,522	516	1,531	148	118	141	90
Australia	1,880	<b>16.0</b>	785	217	676	120	43	21	18
United Kingdom	138	<b>1.2</b>	83	16	21	6	2	8	2
Scandinavia	60	<b>0.5</b>	45	0	14	0	0	1	0
Benelux	19	<b>0.2</b>	11	3	3	0	1	1	0
Germany	93	<b>0.8</b>	83	2	5	0	1	1	1
Other Europe	108	<b>0.9</b>	78	6	14	2	8	0	0
U.S.A.	912	<b>7.7</b>	307	79	374	25	77	33	17
Canada	35	<b>0.3</b>	21	3	10	0	0	1	0
Japan	71	<b>0.6</b>	19	10	10	27	1	4	0
China	116	<b>1.0</b>	34	29	8	2	28	12	3
Other Asia	174	<b>1.5</b>	61	15	26	5	62	3	2
Other Countries	38	<b>0.3</b>	11	1	2	19	1	2	2
Not Stated	0	<b>0.0</b>	0	0	0	0	0	0	0
<b>Percentage Distribution</b>	<b>100</b>		<b>40.8</b>	<b>10.1</b>	<b>33.9</b>	<b>4.0</b>	<b>6.6</b>	<b>3.1</b>	<b>1.5</b>

**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 June, 2010 1/.

Carrier	Total		Purpose of Entry			
			Returning Residence	% 2/	Total Visitors	% 2/
<b>Total</b>	<b>14,809</b>	<b>100%</b>	<b>3,030</b>	<b>20.5</b>	<b>11,779</b>	<b>79.5</b>
<b><u>AIR</u></b>						
Poly Blue	4,860	32.8	928	6.3	3,932	26.6
Polynesian	2,424	16.4	653	4.4	1,771	12.0
Inter Island	1,394	9.4	307	2.1	1,087	7.3
Air New Zealand	4,643	31.4	758	5.1	3,885	26.2
Air Pacific	1,090	7.4	293	2.0	797	5.4
Other Air Carrier	3	0.0	3	0.0	23	0.2
<b><u>SEA</u></b>						
Lady Naomi	204	1.4	55	0.4	149	1.0
Yacht	31	0.2	7	0.0	24	0.2
Other Sea Carrier	137	0.9	26	0.2	111	0.7

**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 June, 2010 1/.

Duration of Stay	Place of Stay			
	Total	Hotel/Motel	Private	Not Stated
<b>Total</b>	<b>11,001</b>	<b>4,463</b>	<b>6,079</b>	<b>459</b>
1day	292	98	154	40
2days	314	139	153	22
3days	446	212	215	19
4days	514	252	242	20
5days	703	381	298	24
6days	622	442	168	12
7days	1,282	775	482	25
8-14days	3,513	1,751	1,677	85
15-30days	2,036	295	1,669	72
31-60days	291	46	230	15
61-90days	107	10	91	6
91-180days	78	10	65	3
181-365days	69	11	48	10
>1year	7	1	6	0
Not Stated	727	40	581	106
<b>Percentage Distribution % 2/</b>	<b>100</b>	<b>40.6</b>	<b>55.3</b>	<b>4.2</b>

**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