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GOVERNMENT OF SAMOA  
**SAMOA BUREAU OF STATISTICS**

**International Arrival Statistics  
 FIRST QUARTER 2010**

**Summary:**

This release summarizes Samoa's International Arrival Statistics for the first quarter (Jan – March) of 2010.

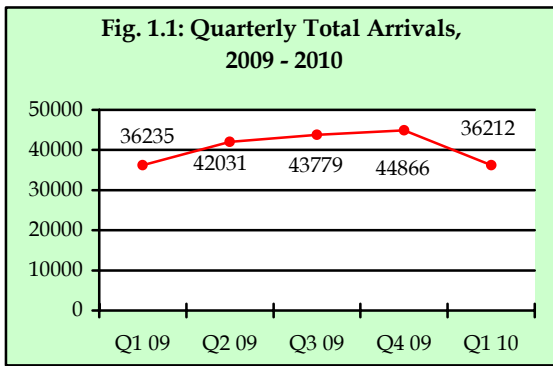
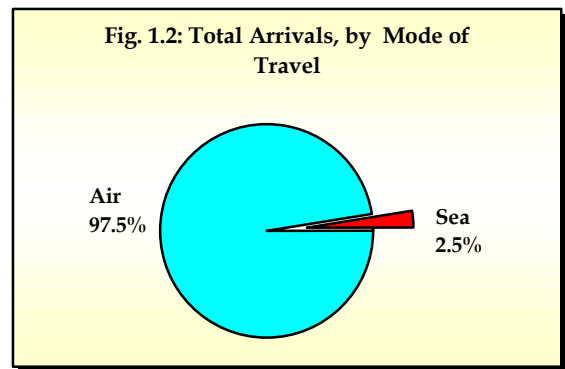
The source documents used for the compilation of statistics on international migration are the Immigration Arrival and Departure forms completed by all incoming and outgoing travelers at ports of arrival and departure. The three ports of entry for international travel to Samoa are: (i) Apia Wharf (ii) Faleolo and (iii) Fagalii International Airports <sup>(1)</sup>.

Additionally, Air being the most preferred mode of travel to Samoa, accounting for 97.5 percent (35,293) of total arrivals, while those that traveled by sea accounted for the remaining 2.5 percent (919). (Refer Fig. 1.2).

**1. ARRIVALS**

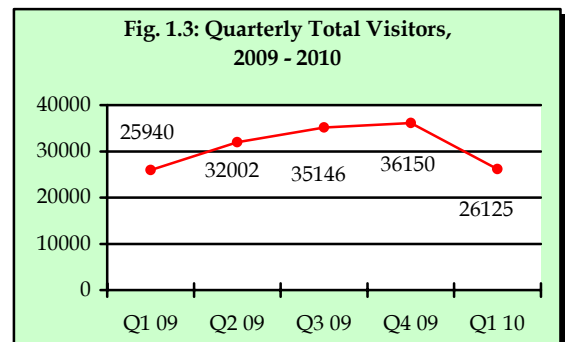
**1.1 TOTAL ARRIVALS**

The total International Arrival Statistics recorded during the reference period (table 1) reveals a decrease of 19.3 percent when compared to the previous quarter (Oct - Dec 2009) and a marginal decrease of 0.1 percent over the corresponding quarter of Jan - March 2009. (Refer Fig. 1.1).



**1.2 TOTAL VISITORS**

Of total arrivals, Overall Visitors numbering 26,125 for the quarter under review illustrates a significant decrease of 27.7 percent over the previous quarter and a mere increase of 0.7 percent over the corresponding quarter of Jan – March 2009. (Refer Fig. 1.3).



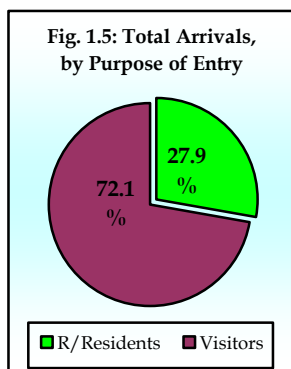
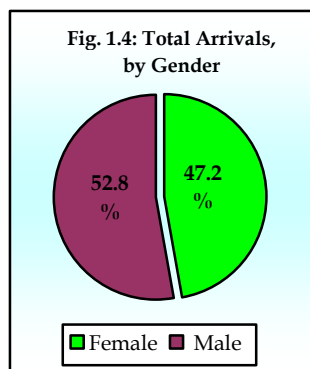
(1): Fagalii Airport re-opened on July 1st 2009.

Considering 98.2 percent of total visitors arrived by air carrier, those traveled by sea carrier round up the remaining 1.8 percent. Visitors' share of 72.1 percent or 26,125 travelers of total arrivals is marginally higher than the 71.6 percent or 25,940 travelers reported in the same period of 2009.

### I.3 TOTAL ARRIVALS BY GENDER

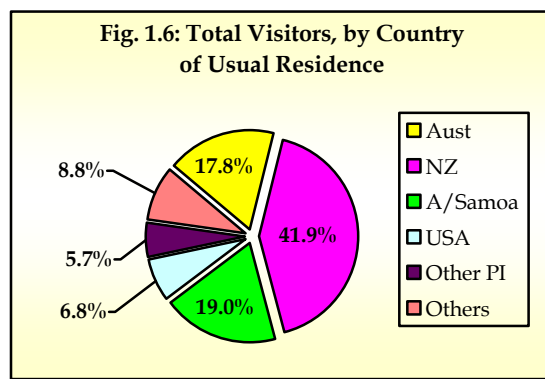
During the quarter under review, total arrivals by age and gender (Table 2) discloses that males recorded just over half of the traveling public at 52.8 percent (same as that reported in Jan – March 2009) while their female counterparts constitute the remaining 47.2 percent (same as that reported in Jan - March 2009). (Refer Fig. 1.4).

Of all arrival travelers, overall visitors (including transients) registered 38.1 percent (13,794) for males while females had 34.0 percent (12,331). Returning residents recorded 14.7 percent (5,318) for males while females had 13.2 percent (4,769). (Refer Fig. 1.5). The majority age for inbound travelers to Samoa from Jan – March 2010 ranges from 15 years to 64 years.

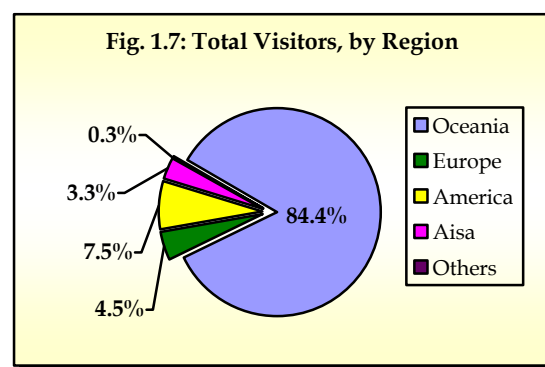


### I.4 VISITORS ARRIVALS BY COUNTRY OF USUAL RESIDENCE

New Zealand remains as the leading country in visitors' arrival by country of usual residence (Table 3) with a 41.9 percent share (10,954). American Samoa followed in with a 19.0 percent share (4,974) which is then slightly trailed by Australia with 17.8 percent (4,638) while the United States of America anchored the principal source markets with a distant share of 6.8 percent (1,785). (Refer Fig. 1.6).



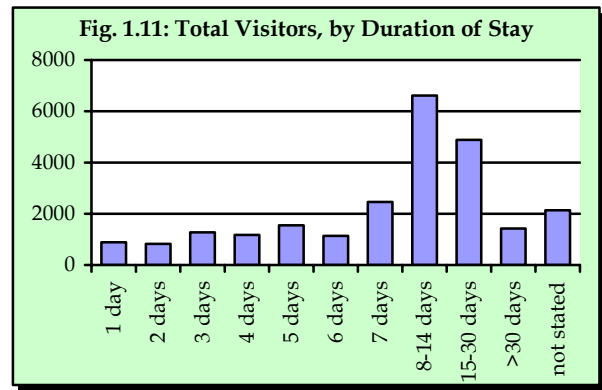
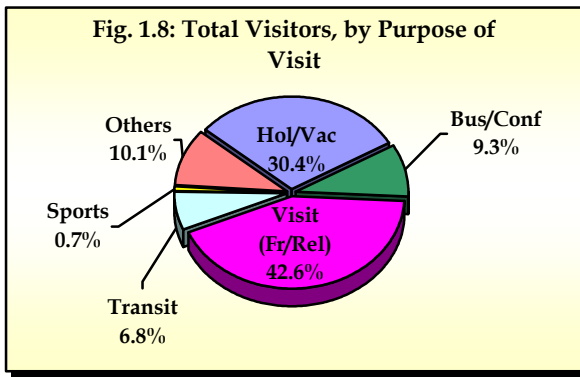
By region, the Oceanic Region portrays the highest share of total visitors with 84.4 percent followed by America and Europe with 7.5 percent and 4.5 percent respectively. The Asian region exhibits the lowest share with only 0.3 percent (Refer Fig. 1.7).



### I.5 VISITORS BY PURPOSE OF VISIT

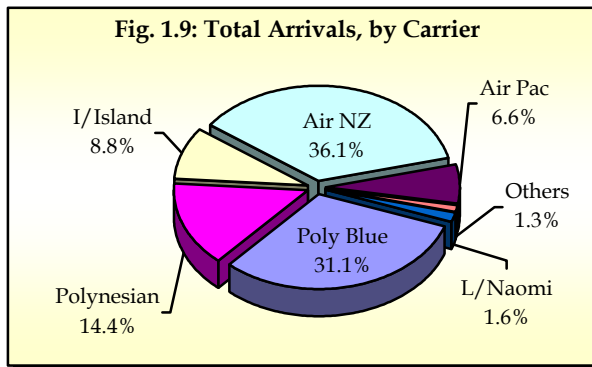
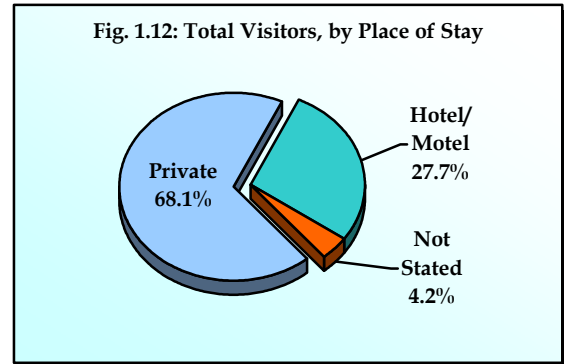
New Zealand, American Samoa, Australia, and the United States of America constitute 85.5 percent of all visitors visiting Samoa while other countries round up the remaining 14.5 percent during the reference period. (Table 4).

Furthermore, 42.6 percent (11,131) of all visitors entered our shores to visit friends/ relatives while those that were here on holiday/ vacation accounted for 30.4 percent (7,949) of all visitors. Business and Conference registered 9.3 percent (2,440) while those who were here for sports recorded 0.7 percent (191). Transients bound for other destination and those who were here for other purposes registered 6.8 percent (1,772) and 10.1 percent (2,642) respectively. (Refer Fig. 1.8).



## 1.6 CARRIER

As tabulated in Table 5, Air New Zealand leads the way for arrival by carriers' during the reference period with a 36.1 percent share (13,064 passengers) then followed by Poly Blue with a share of 31.1 percent (11,257 passengers). Polynesian Airlines brought in 14.4 percent (5,224) of total arrivals. Inter Island recorded an 8.8 percent share (3,190) followed by Air Pacific with 6.6 percent (2,403). Lady Naomi registered a 1.6 percent share (578) while other carriers round up the remaining 1.3 percent (484). (Refer Fig 1.9).



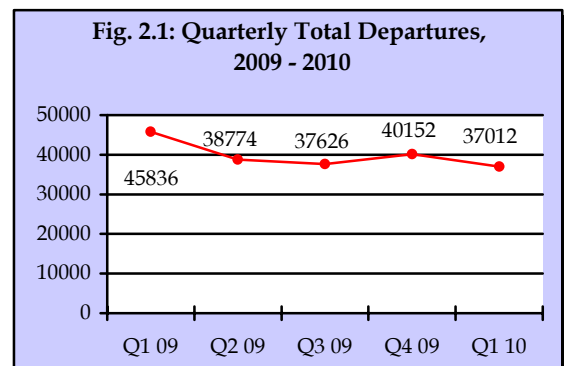
## 2. DEPARTURES

### 2.1 TOTAL DEPARTURES

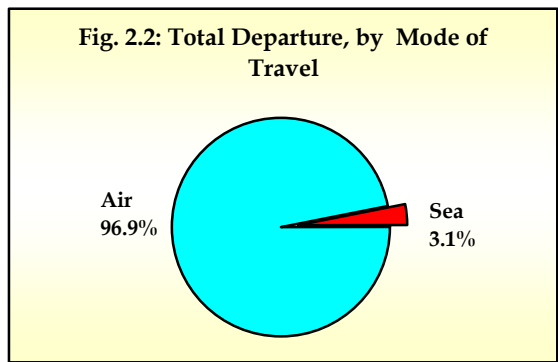
The total International Departure Statistics recorded during the reference period (table 1) reveals a decrease of 7.8 percent compared to the previous quarter (Oct - Dec 2009) and a 19.3 percent decrease over the corresponding quarter of Jan - Mar 2009. (Refer Fig. 2.1).

## 1.7 VISITORS DURATION/ 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. 1.11). In addition to this, 68.1 percent (16,588) of visitors reported staying with private accommodations or families/ relatives while 27.7 percent (6,741) stayed in hotels/ motels. (Refer Fig. 1.12).

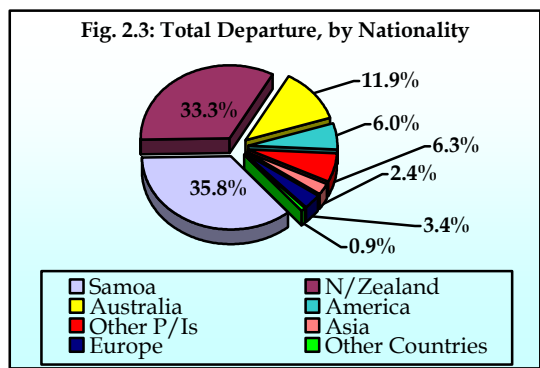


Furthermore, Air being the most preferred mode of travel away from Samoa, accounting for 96.9 percent (35,878) of total departures, while those that traveled by sea accounted for the remaining 3.1 percent (1,134). (Refer Fig. 2.2).



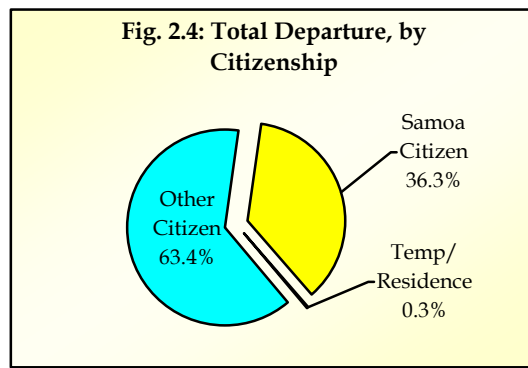
## 2.2 TOTAL DEPARTURE BY NATIONALITY

The majority of emigrants (Table 7) specifically from Samoa, New Zealand, Australia, and the United States of America accounted for 87.0 percent (32,199) of total departures during the reference period. Fig. 2.3 below provides a more detailed graphical analysis of total departure by nationality.



## 2.3 TOTAL DEPARTURE BY CITIZENSHIP

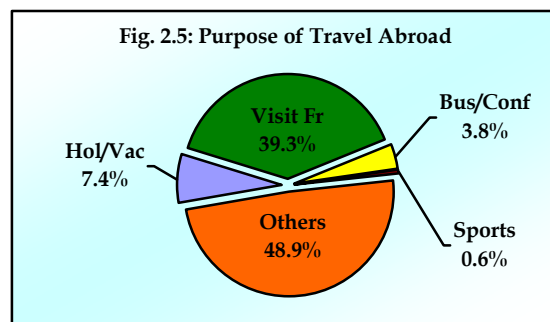
As portrayed in Table 7, Other Citizen constitutes 63.4 percent (23,477) of total departures during the reference period while Samoa citizens constitute 36.3 percent (13,424). Temporary residence makes up the remaining 0.3 percent (111) of total departures. (Refer Fig. 2.4).



## 2.4 PURPOSE OF TRAVEL ABROAD

During the reference period, a total of 13,424 (Table 8) Samoa citizens left our shores for overseas countries. Of this total, 54.6 percent (7,325) were males and the remaining 45.4 percent (6,099) were females.

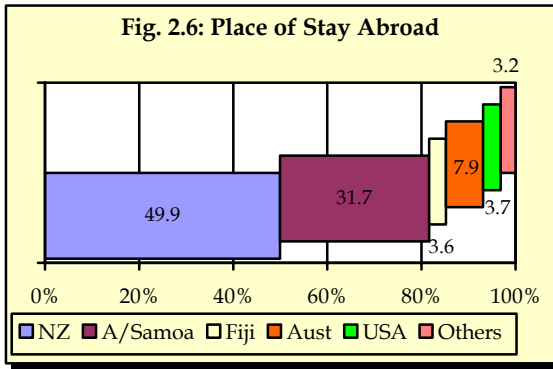
By purpose of travel abroad, 39.3 percent (5,283) of Samoan migrants traveled overseas to visit friends/relatives while 7.4 percent (988) left for holiday/vacation. Furthermore, those that traveled for business/ conference and sporting activities constitute 3.8 percent (509) and 0.6 percent (74) respectively. The remaining 48.9 percent (6,570) is represented by those Samoan citizens who traveled overseas for other purposes. This is graphically depicted in Fig. 2.5.



## 2.5 PLACE OF STAY ABROAD

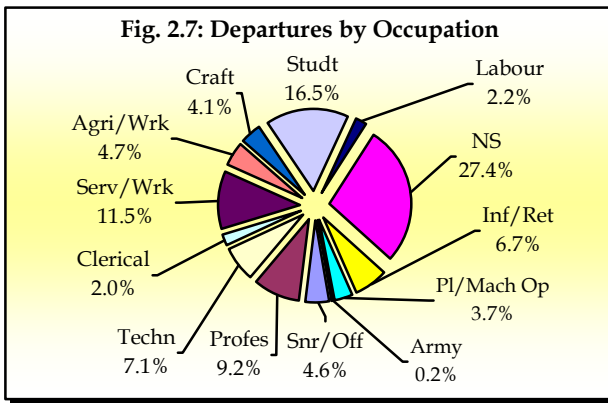
The majority of Samoans leaving our shores traveled to New Zealand as indicated by 49.9 percent (6,692) in Table 9, which is then followed by American Samoa with 31.7 percent (4,262). Australia comes in as the third main place of stay abroad yielding 7.9 percent (1,058), followed by The United States and Fiji with 3.7 percent (501) and 3.6 percent (489) respectively.

Fig. 2.6 portrays a graphical impression of the main place of stay abroad by Samoa Citizens.



### 2.6 DEPARTURE BY OCCUPATION

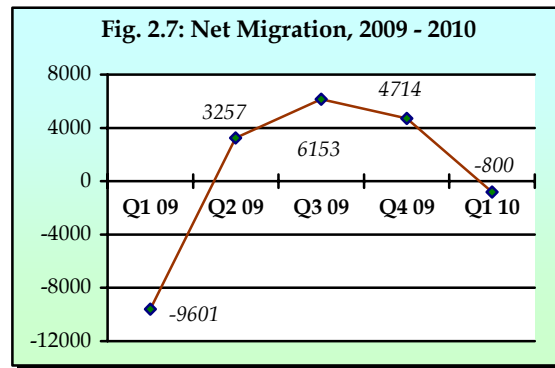
As depicted in Table 10, the majority of Samoans leaving our shores were students, yielding 16.5 percent (2,213) followed by service workers with 11.5 percent (1,539) then by professionals with 9.2 percent (1,236). Followed next are technicians with 7.1 percent (950) and infants/ retirees with 6.7 percent (903). A more comprehensive graphical analysis of departures by occupation for Samoa citizens is exhibited in Fig. 2.7.



### 3. NET MIGRATION

During the reference period, net migration stood at -800 (Table 1) implying that out-going travelers (departures) were far greater than in-coming travelers (arrivals). This shows a gargantuan increase of 91.7 percent when compared to the same period of 2009 where net migration stood at -9601.

As presented in Fig. 2.7, the most significant change in net migration occurred during the first quarter of 2009 with -9601 travelers. On the contrary, the less significant change occurred during the first quarter of 2010 with a net migration of -800 travelers.



The attached tables, Tables 1-10, will provide readers with a more tabulated analysis of international migration for the first quarter of 2010.

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