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GOVERNMENT OF SAMOA
SAMOA BUREAU OF STATISTICS

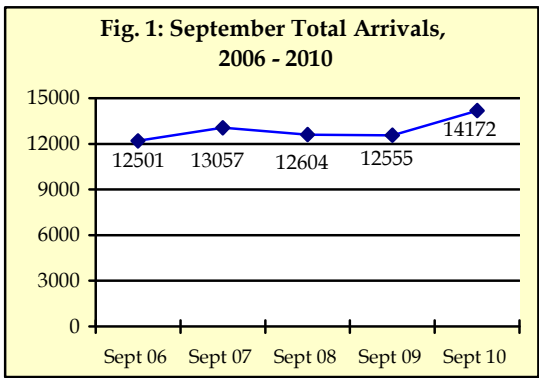
**International Arrival Statistics
 September 2010**

Summary:

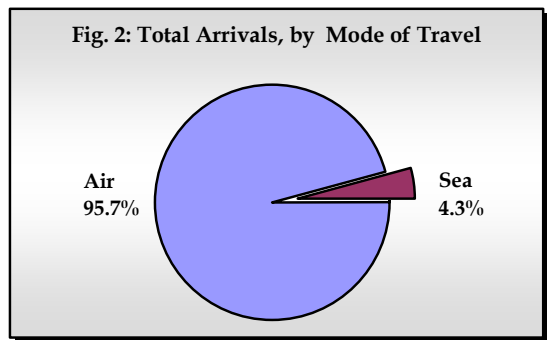
This is the **Ninth** statistical release of a series of monthly International Arrival Statistics Releases for 2010.

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 ⁽¹⁾.

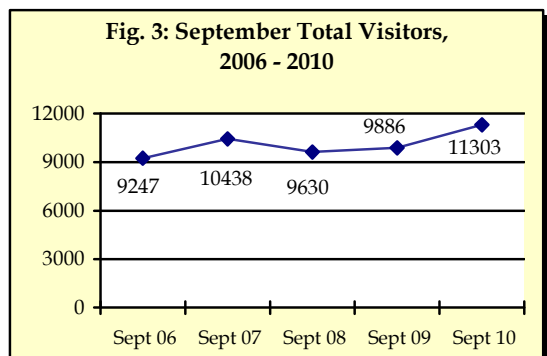
The total International Arrival Statistics recorded for the month of **September 2010** (table 1), reveals an increase of 3.6 percent over the previous month of August and an increase of 12.9 percent over the corresponding month of September 2009. (Refer Fig. 1).



Air being the most preferred mode of travel to Samoa, representing 95.7 percent (13,566) of total arrivals, while the remaining 4.3 percent (606) traveled by sea. (Refer Fig. 2).

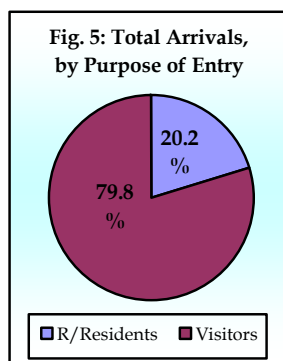
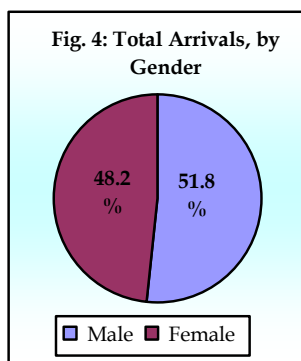


Of total arrivals, Overall Visitors numbering 11,303 for the month under review reveals an increase of 4.0 percent over the previous month and an increase of 14.3 over the corresponding month of September 2009. (Refer Fig. 3). Considering 98.0 percent of total visitors arrived by air carrier, those traveled by sea carrier round up the remaining 2.0 percent. Visitors' share of 79.8 percent or 11,303 travelers of total arrivals is slightly higher than the 78.7 percent or 9,886 travelers reported in the same period of 2009.

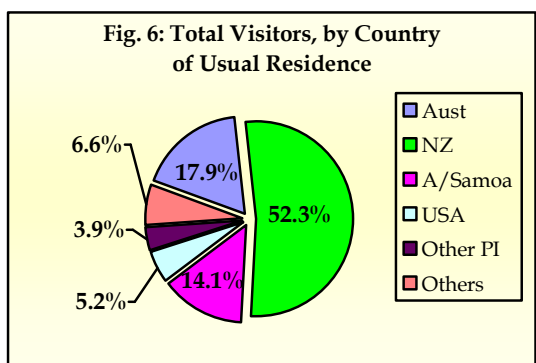


(1): Fagalii Airport re-opened on July 1st 2009.

Total Arrivals by age and gender (Table 2) discloses that males recorded just over half of the traveling public at 51.8 percent (as opposed to 54.4 percent reported in September 2009) while their female counterpart constitute the remaining 48.2 percent (compared to 45.6 percent reported in August 2009). (Refer Fig. 4). Of all arrival travelers, overall visitors (including transients) registered 40.6 percent (5,760) for males while females had 39.1 percent (5,543). Returning residents recorded 11.2 percent (1,584) for males while females had 9.1 percent (1,285). (Refer Fig. 5). The majority age for inbound travelers to Samoa in September 2010 ranges from 20 years to 64 years.

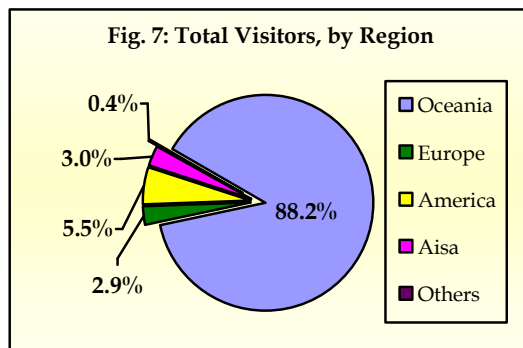


New Zealand remains as the leading country in visitors' arrival by country of usual residence (Table 3) with a 52.3 percent share (5,909) compared to a share of 49.1 percent or 5,330 visitors reported in the previous month. Australia followed in with a 17.9 percent share (2,026) compared to a share of 16.8 percent or 1,826 visitors reported in the previous month, which is then pursued by American Samoa with 14.1 percent (1,593) compared to 14.9 percent or 1,620 visitors reported in August 2010 while the United States of America anchored the principal source markets with a share of 5.2 percent (586) compared to 6.4 percent or 695 visitors reported in the previous month. (Refer Fig. 6).

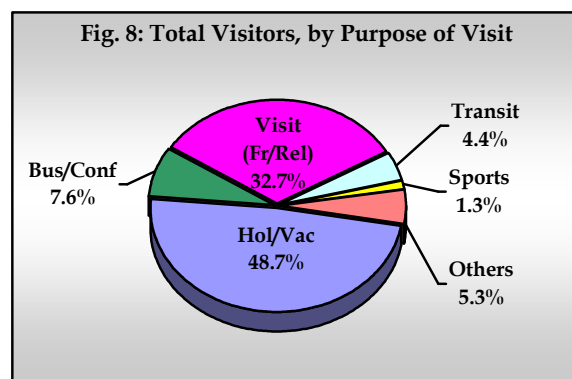


By region, the Oceanic Region portrays the highest share of total visitors with 88.2 percent as opposed to a share of 85.8 percent reported in August 2010,

followed by America and Europe with 5.5 percent (6.9 percent in August 2010) and 2.9 percent (3.5 percent in August 2010) respectively. The Asian region exhibits the lowest share with only 3.0 percent compared to a 3.4 percent share reported in the previous month of August. (Refer Fig. 7).



Immense gains from principal source markets (table 4) namely New Zealand, American Samoa, Australia, and the United States of America constitute 89.5 percent of all visitors visiting Samoa in September 2010. Furthermore, 48.7 percent (5,502) of all visitors entered our shores on holiday/ vacation. Visitors that were here to visit friends/ relatives accounted for 32.7 percent (3,699) of all visitors. Business and Conference had 7.6 percent (856) whereas those who were here on transit bound for other destinations had 4.4 percent (494). Sports registered 1.3 percent (151) and those who were here on other matters reported 5.3 percent (1,137). (Refer Fig. 8).



Poly Blue (table 5) leads the way of arrival by carriers' during the reference period with a 37.7 percent share (5,348 passengers) followed by Air New Zealand with a 33.1 percent share (4,694 passengers). Polynesian Airlines brought in 11.6 percent (1,650) of total arrivals while Inter Island had a share of 7.3 percent (1,034). Air Pacific recorded a 5.6 percent share (788) and Lady Naomi had a 3.5 percent share (495) while other carriers round up the remaining 0.8 percent (114). This is graphically presented in Fig. 9 below.

Fig. 9: Total Arrivals, by Carrier

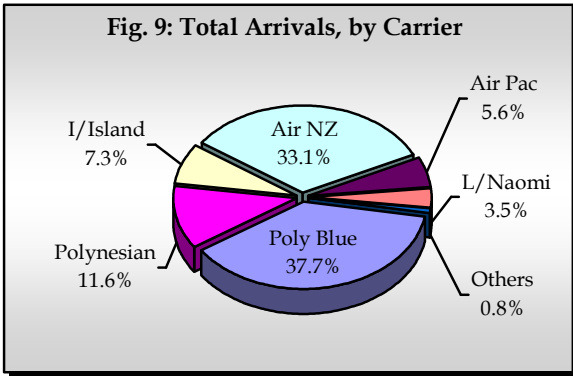
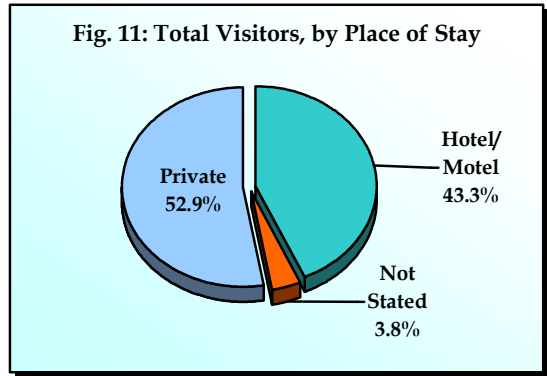


Fig. 11: Total Visitors, by Place of Stay



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, 52.8 percent (5,712) of visitors reported staying with private accommodations or families/ relatives while 43.3 percent (4,684) stayed in hotels/ motels. The remaining 3.8 percent or 413 visitors did not state their place of stay (Refer Fig. 11). Moreover, Fig. 12 depicts a graphical presentation of the number of visitors arrived (4,484) by type of accommodation (hotel/ motel), within the reference month.

Fig. 12: Visitors, by Type of Accommodation

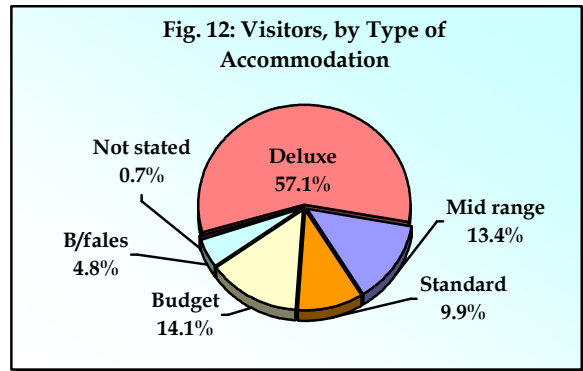
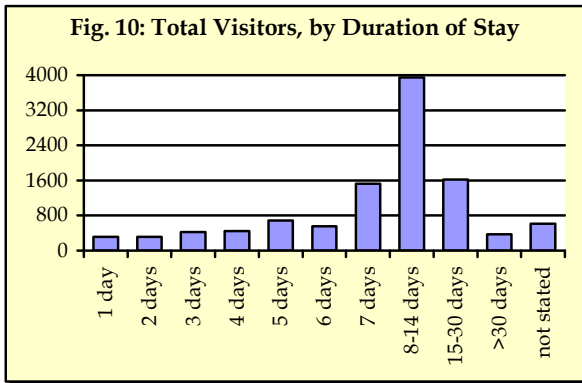


Fig. 10: Total Visitors, by Duration of Stay



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 Tavel and Net Migration, 2007 - 2010.

Period	Visitors Arrivals			Total Arrivals			Total Departures			Net Migration
	Air	Sea	Total	Air	Sea	Total	Air	Sea	Total	
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	151,883	8,628	160,511	161,482	9,908	171,390	-10,879
2009	127,327	1,940	129,267	161,858	5,095	166,953	156,319	6,069	162,388	4,565
2010	90,247	1,728	91,975	116,614	3,961	120,575	78,806	3,216	82,022	...
2007										
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	9,150	538	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	13,069	913	13,982	12,298	744	13,042	940
July	12,511	424	12,935	15,436	750	16,186	16,449	1,230	17,679	-1493
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	11,804	663	12,467	-166
December	16,188	517	16,705	19,340	1,040	20,380	13,725	482	14,207	6,173
2009										
January	9,060	184	9,244	13,047	319	13,366	19,264	651	19,915	-6,549
February	7,758	210	7,968	10,662	504	11,166	12,674	510	13,184	-2,018
March	8,588	140	8,728	11,383	320	11,703	12,328	409	12,737	-1,034
April	10,088	175	10,263	12,727	874	13,601	11,895	974	12,869	732
May	10,199	143	10,342	13,278	400	13,678	12,724	579	13,303	375
June	11,288	109	11,397	14,376	376	14,752	11,980	622	12,602	2,150
July	13,208	199	13,407	15,996	470	16,466	15,017	515	15,532	934
August	11,699	160	11,859	14,386	381	14,767	13,132	357	13,489	1,278
September	9,719	167	9,886	12,153	402	12,555	8,287	318	8,605	3,950
October	10,897	167	11,064	13,617	519	14,136	12,459	332	12,791	1,345
November	8,769	181	8,950	11,121	332	11,453	12,727	284	13,011	-1,558
December	16,054	105	16,159	19,112	198	19,310	13,832	518	14,350	4,960
2010 1/										
January	9,697	219	9,916	13,926	345	14,271	18,019	412	18,431	-4,160
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	12,075	890	12,965	-341
May	9,733	215	9,948	13,088	420	13,508	12,110	680	12,790	718
June	11,495	284	11,779	14,437	372	14,809	13,069	363	13,432	1,377
July	12,750	208	12,958	15,121	443	15,564
August	10,724	149	10,873	13,378	308	13,686
September	11,072	231	11,303	13,566	606	14,172

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, September 2010 1/.

Age	Purpose of Entry											
	Total			Visitors			Returning Residence			Transit		
	Total	Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female
Total	14,172	7,344	6,828	10,809	5,417	5,392	2,869	1,584	1,285	494	343	151
0 - 4	589	296	293	471	239	232	108	51	57	10	6	4
5 - 9	554	296	258	461	251	210	85	44	41	8	1	7
10 - 14	622	301	321	537	254	283	73	40	33	12	7	5
15 - 19	784	392	392	655	310	345	112	67	45	17	15	2
20 - 24	965	456	509	683	285	398	227	129	98	55	42	13
25 - 29	1,120	534	586	802	337	465	265	151	114	53	46	7
30 - 34	1,083	571	512	771	391	380	255	135	120	57	45	12
35 - 39	1,153	608	545	837	428	409	269	156	113	47	24	23
40 - 44	1,256	619	637	955	454	501	251	137	114	50	28	22
45 - 49	1,354	701	653	1,066	536	530	245	138	107	43	27	16
50 - 54	1,418	777	641	1,064	575	489	299	164	135	55	38	17
55 - 59	1,192	638	554	911	483	428	252	134	118	29	21	8
60 - 64	955	527	428	739	405	334	193	110	83	23	12	11
65 - 69	569	335	234	439	258	181	108	59	49	22	18	4
70 - 74	320	175	145	255	137	118	63	36	27	2	2	0
75 +	238	118	120	163	74	89	64	33	31	11	11	0
Not Stated	0	0	0	0	0	0	0	0	0	0	0	0
% Distribution 2/	100	51.8	48.2	76.3	38.2	38.0	20.2	11.2	9.1	3.5	2.4	1.1

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 September, 2010
1/.

Country of Usual Residence	Mode of Travel			Percentage (%) 2/
	Air	Sea	Total	
OCEANIA	9,808	158	9,966	88.2
American Samoa	1,552	41	1,593	14.1
Fiji	200	0	200	1.8
Cook Island	4	1	5	0.0
Other Pacific Is	156	77	233	2.1
New Zealand	5,886	23	5,909	52.3
Australia	2,010	16	2,026	17.9
EUROPE	294	39	333	2.9
United Kingdom	86	13	99	0.9
Scandinavia	55	9	64	0.6
Benelux	8	0	8	0.1
Germany	63	3	66	0.6
Other Europe	82	14	96	0.8
AMERICA	592	29	621	5.5
U.S.A	564	22	586	5.2
Canada	28	7	35	0.3
ASIA	337	4	341	3.0
Japan	40	1	41	0.4
China	115	0	115	1.0
Other Asia	182	3	185	1.6
OTHERS	40	1	41	0.4
NOT STATED	1	0	1	0.0
TOTAL	11,072	231	11,303	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.**

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

Usual Residence	Purpose of Visit								
	Total		Holiday/ Vacation	Business/ Conference	Visit Friends/ Relatives	Sports	Transit	Others	Not Stated
Total	11,303	% 2/	5,502	856	3,699	151	494	249	352
American Samoa	1,593	14.1	438	71	762	24	132	55	111
Fiji	200	1.8	34	77	46	1	25	11	6
Cook Island	5	0.0	0	3	0	0	1	0	1
Other Pacific Is	233	2.1	42	33	77	3	49	17	12
New Zealand	5,909	52.3	3,419	434	1,675	69	82	82	148
Australia	2,026	17.9	939	113	861	47	14	25	27
United Kingdom	99	0.9	75	7	9	0	3	3	2
Scandinavia	64	0.6	55	1	5	0	0	0	3
Benelux	8	0.1	8	0	0	0	0	0	0
Germany	66	0.6	63	0	2	0	1	0	0
Other Europe	96	0.8	49	9	9	0	8	17	4
U.S.A.	586	5.2	221	59	213	5	44	22	22
Canada	35	0.3	27	2	3	0	1	1	1
Japan	41	0.4	22	13	5	0	0	0	1
China	115	1.0	23	17	9	0	45	12	9
Other Asia	185	1.6	52	17	20	2	87	3	4
Other Countries	41	0.4	35	0	2	0	2	1	1
Not Stated	1	0.0	0	0	1	0	0	0	0
Percentage Distribution	100		48.7	7.6	32.7	1.3	4.4	2.2	3.1

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 September, 2010 1/.

Carrier	Total		Purpose of Entry			
			Returning Residence	% 2/	Total Visitors	% 2/
Total	14,172	100%	2,869	20.2	11,303	79.8
<u>AIR</u>						
Poly Blue	5,348	37.7	945	6.7	4,403	31.1
Polynesian	1,650	11.6	487	3.4	1,163	8.2
Inter Island	1,034	7.3	207	1.5	827	5.8
Air New Zealand	4,694	33.1	640	4.5	4,054	28.6
Air Pacific	788	5.6	212	1.5	576	4.1
Other Air Carrier	3	0.0	3	0.0	49	0.3
<u>SEA</u>						
Lady Naomi	495	3.5	361	2.5	134	0.9
Yacht	61	0.4	0	0.0	61	0.4
Other Sea Carrier	50	0.4	14	0.1	36	0.3

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 September, 2010 1/.

Duration of Stay	Place of Stay			
	Total	Hotel/Motel	Private	Not Stated
Total	10,809	4,684	5,712	413
1day	312	148	133	31
2days	314	154	139	21
3days	418	170	219	29
4days	448	206	225	17
5days	684	399	268	17
6days	555	395	144	16
7days	1,525	943	545	37
8-14days	3,953	1,986	1,874	93
15-30days	1,618	215	1,350	53
31-60days	176	19	152	5
61-90days	84	3	77	4
91-180days	57	2	52	3
181-365days	52	10	42	0
>1year	0	0	0	0
Not Stated	613	34	492	87
Percentage Distribution % 2/	100	43.3	52.8	3.8

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