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GOVERNMENT OF SAMOA

# SAMOA BUREAU OF STATISTICS

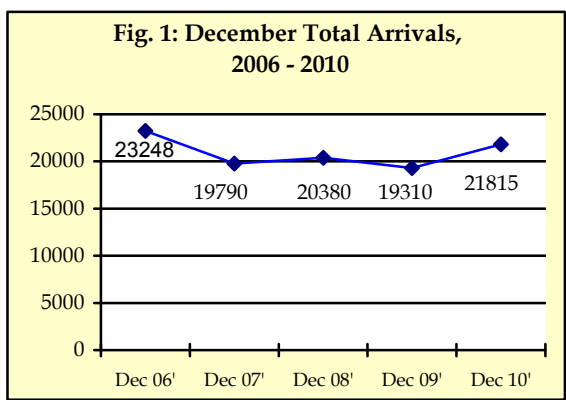
## International Arrival Statistics December 2010

### Summary:

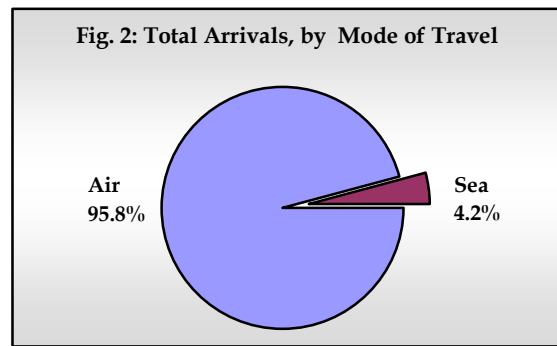
This is the **Twelfth** statistical release of a series of monthly International Arrival Statistics Releases for 2010.

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) Satitua Wharf <sup>(1)</sup> (iii) Faleolo and (iii) Fagaliu International Airports <sup>(2)</sup>.

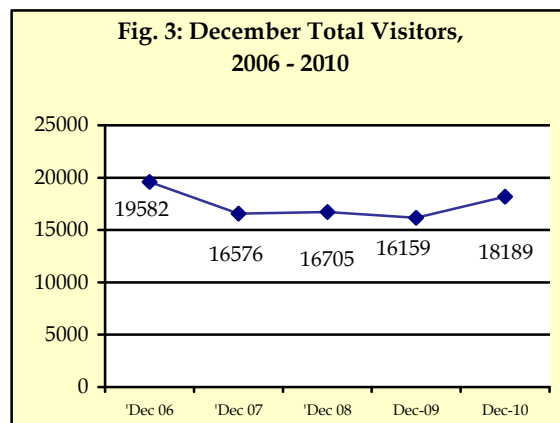
The total International Arrival Statistics recorded for the month of **December 2010** (table 1), reveals an increase of 67.3 percent over the previous month of November and also an increase of 13.0 percent over the corresponding month of December 2009. (Refer Fig. 1).



Air being the most preferred mode of travel to Samoa, representing 95.8 percent (20902) of total arrivals, while the remaining 4.2 percent (913) traveled by sea. (Refer Fig. 2).

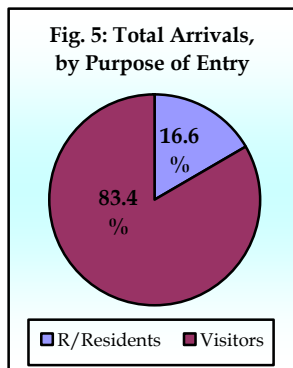
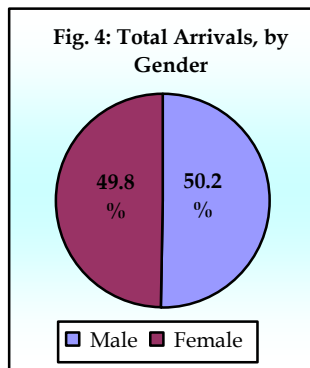


Of total arrivals, Overall Visitors numbering 18,189 for the month under review reveals a substantial increase of 83.9 percent over the previous month and an increase of 12.6 over the corresponding month of December 2009. (Refer Fig. 3). Considering 97.1 percent of total visitors arrived by air carrier, those traveled by sea carrier round up the remaining 2.9 percent. Visitors' share of 83.4 percent or 18,189 travelers of total arrivals is slightly less than the 83.7 percent or 16,159 travelers reported in the same period of 2009.

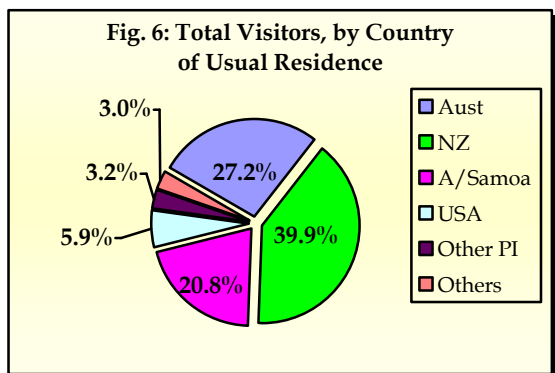


(1): Satitua wharf started operating on November 11<sup>th</sup> 2010.  
(2): Fagaliu Airport re-opened on July 1<sup>st</sup> 2009.

Total Arrivals by age and gender (Table 2) discloses that males recorded just over half of the traveling public at 50.2 percent (as oppose to 50.0 percent reported in December 2009) while their female counterpart constitute the remaining 49.8 percent (compared to 50.0 percent reported in December 2009). (Refer Fig. 4). Of all arrival travelers, overall visitors (including transients) registered 40.8 percent (8,910) for males while females had 42.6 percent (9,279). Returning residents recorded 9.4 percent (2,048) for males while females had 7.2 percent (1,578). (Refer Fig. 5). The majority age for inbound travelers to Samoa in December 2010 ranges from 10 years to 64 years.

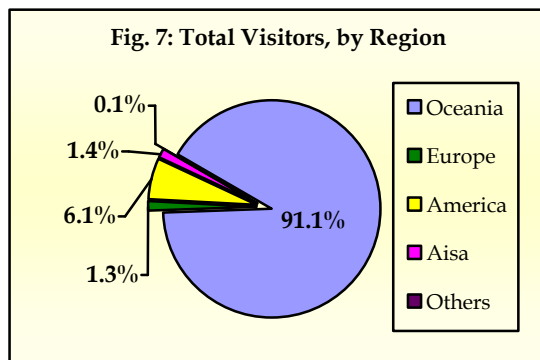


New Zealand still remains as the leading country in visitors' arrival by country of usual residence (Table 3) with a 39.9 percent share (7,258) compared to a share of 46.1 percent or 4,558 visitors reported in the previous month. Australia followed in with a distant 27.2 percent share (4,945) compared to a share of 17.0 percent or 1,682 visitors reported in the previous month, which is then pursued by American Samoa with 20.8 percent (3,787) compared to 16.9 percent or 1,668 visitors reported in November 2010 while the United States of America anchored the principal source markets with a share of 5.9 percent (1,068) compared to 5.9 percent or 587 visitors reported in the previous month. (Refer Fig. 6).

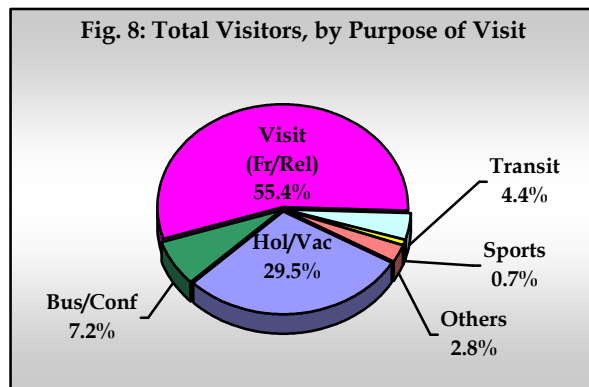


By region, the Oceanic Region portrays the highest share of total visitors with 91.1 percent as oppose to

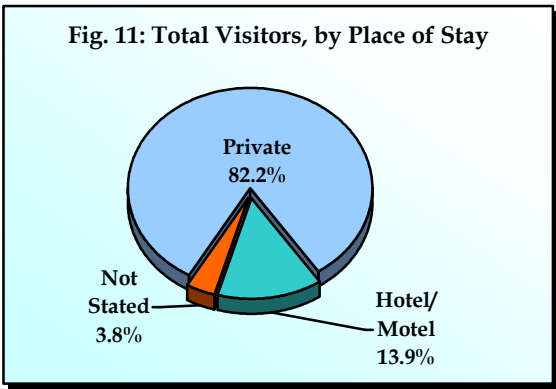
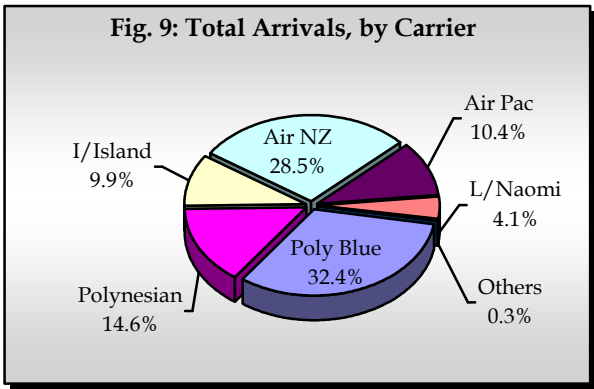
a share of 85.5 percent reported in November 2010, followed by America and Europe with 6.1 percent (6.6 percent in November 2010) and 1.3 percent (4.3 percent in November 2010) respectively. The Asian region exhibits the lowest share with only 1.4 percent compared to a 2.8 percent share reported in the previous month of November. (Refer Fig. 7).



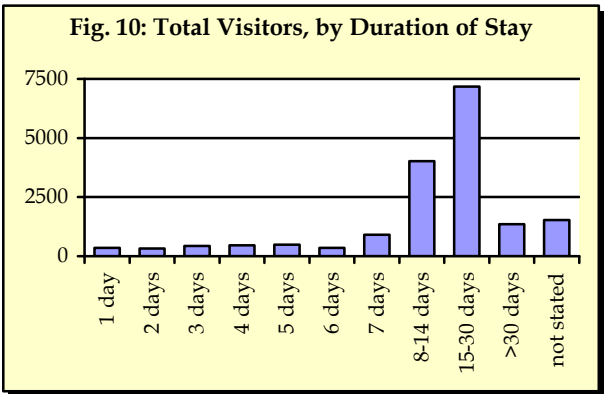
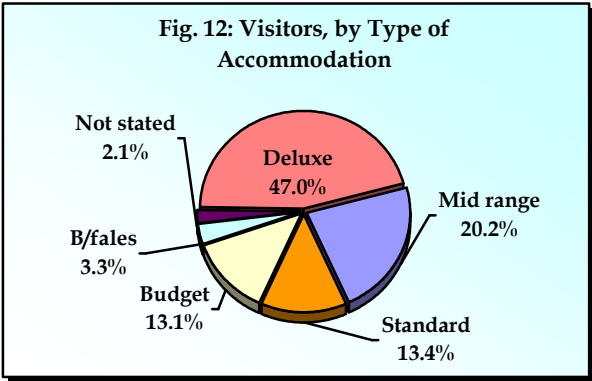
Immense gains from principal source markets (table 4) namely New Zealand, American Samoa, Australia, and the United States of America constitute 93.9 percent of all visitors visiting Samoa in December 2010. Furthermore, 29.5 percent (5,360) of all visitors entered our shores on holiday/ vacation. Visitors that were here to visit friends/ relatives accounted for 55.4 percent (10,082) of all visitors. Business and Conference had 7.2 percent (1,306) whereas those who were here on transit bound for other destinations had 4.4 percent (802). Sports registered a 0.7 percent (126) and those who were here on other matters reported 2.8 percent (513). (Refer Fig. 8).



Poly Blue (table 5) leads the way of arrival by carriers' during the reference period with a 32.4 percent share (7,065 passengers) followed by Air New Zealand with a 28.5 percent share (6,215 passengers). Polynesian Airlines brought in 14.6 percent (3,185) of total arrivals while Air Pacific had a share of 10.4 percent (2,266). Inter Island recorded a 9.9 percent share (2,154) and Lady Naomi had a 4.1 percent share (884) while other carriers round up the remaining 0.3 percent (46). This is graphically presented in Fig. 9 below.



The usual trend of visitor's duration of stay in Samoa (Table 6) is a week up to two months. (Refer Fig. 10). In addition to this, 82.2 percent (14,299) of visitors reported staying with private accommodations or families/ relatives while 13.9 percent (2,420) stayed in hotels/ motels. The remaining 3.8 percent or 668 visitors did not state their place of stay (Refer Fig. 11). Moreover, Fig. 12 depicts a graphical presentation of the number of visitors arrived (2,420) by type of accommodation (hotel/ motel), within the reference month.



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

*Muagututi'a Sefuiva Reupena*  
**Muagututi'a Sefuiva Reupena**  
**GOVERNMENT STATISTICIAN**

**Table 1: Monthly Arrival and Departure by Mode of Travel and Net Migration, 2007 - 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>127,327</b>	<b>1,940</b>	<b>129,267</b>	<b>161,858</b>	<b>5,095</b>	<b>166,953</b>	<b>156,768</b>	<b>6,267</b>	<b>163,035</b>	<b>3,918</b>
2010	<b>126,957</b>	<b>2,530</b>	<b>129,487</b>	<b>162,035</b>	<b>5,539</b>	<b>167,574</b>	<b>117,201</b>	<b>4,447</b>	<b>121,648</b>	<b>...</b>
<b>2008</b>										
December	16,034	542	16,576	18,728	1,062	19,790	11,772	530	12,302	<b>7,488</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	9,719	167	9,886	12,153	402	12,555	8,287	318	8,605	<b>3,950</b>
October	10,897	167	11,064	13,617	519	14,136	12,459	332	12,791	<b>1,345</b>
November	8,769	181	8,950	11,121	332	11,453	12,785	291	13,076	<b>-1,623</b>
December	16,054	105	16,159	19,112	198	19,310	14,223	709	14,932	<b>4,378</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	11,342	500	11,842	100
April	8,811	178	8,989	11,731	893	12,624	12,203	890	13,093	-469
May	9,733	215	9,948	13,088	420	13,508	12,097	680	12,777	731
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	16,693	304	16,997	-1,433
August	10,724	149	10,873	13,378	308	13,686	13,536	530	14,066	-380
September	11,072	245	11,317	13,566	623	14,189	13,069	546	13,615	574
October	9,305	114	9,419	11,845	283	12,128	...	...	...	...
November	9,748	142	9,890	12,674	365	13,039	...	...	...	...
<b>December 1/</b>	<b>17,657</b>	<b>532</b>	<b>18,189</b>	<b>20,902</b>	<b>913</b>	<b>21,815</b>	<b>...</b>	<b>...</b>	<b>...</b>	<b>...</b>

**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, December 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>21,815</b>	<b>10,958</b>	<b>10,857</b>	<b>17,387</b>	<b>8,449</b>	<b>8,938</b>	<b>3,626</b>	<b>2,048</b>	<b>1,578</b>	<b>802</b>	<b>461</b>	<b>341</b>
0 - 4	1,449	713	736	1,263	606	657	147	84	63	39	23	16
5 - 9	1,450	713	737	1,294	618	676	109	62	47	47	33	14
10 - 14	1,595	755	840	1,438	690	748	113	48	65	44	17	27
15 - 19	2,106	990	1,116	1,761	791	970	270	148	122	75	51	24
20 - 24	1,896	880	1,016	1,433	633	800	402	216	186	61	31	30
25 - 29	1,593	773	820	1,159	505	654	383	239	144	51	29	22
30 - 34	1,526	788	738	1,122	555	567	330	193	137	74	40	34
35 - 39	1,565	809	756	1,168	570	598	324	197	127	73	42	31
40 - 44	1,715	898	817	1,313	657	656	312	197	115	90	44	46
45 - 49	1,787	922	865	1,445	730	715	287	157	130	55	35	20
50 - 54	1,668	900	768	1,285	695	590	304	161	143	79	44	35
55 - 59	1,222	652	570	956	504	452	224	121	103	42	27	15
60 - 64	1,017	539	478	806	424	382	175	94	81	36	21	15
65 - 69	606	321	285	482	253	229	101	52	49	23	16	7
70 - 74	367	195	172	281	146	135	79	45	34	7	4	3
75 +	253	110	143	181	72	109	66	34	32	6	4	2
Not Stated	0	0	0	0	0	0	0	0	0	0	0	0
<b>% Distribution 2/</b>	<b>100</b>	<b>50.2</b>	<b>49.8</b>	<b>79.7</b>	<b>38.7</b>	<b>41.0</b>	<b>16.6</b>	<b>9.4</b>	<b>7.2</b>	<b>3.7</b>	<b>2.1</b>	<b>1.6</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 December, 2010 1/.

Country of Usual Residence	Mode of Travel			Percentage (%) 2/
	Air	Sea	Total	
<b>OCEANIA</b>	<b>15,926</b>	<b>648</b>	<b>16,574</b>	<b>91.1</b>
American Samoa	3,507	280	3,787	<b>20.8</b>
Fiji	209	48	257	<b>1.4</b>
Cook Island	2	0	2	<b>0.0</b>
Other Pacific Is	237	88	325	<b>1.8</b>
New Zealand	7,101	157	7,258	<b>39.9</b>
Australia	4,870	75	4,945	<b>27.2</b>
<b>EUROPE</b>	<b>225</b>	<b>7</b>	<b>232</b>	<b>1.3</b>
United Kingdom	71	1	72	<b>0.4</b>
Scandinavia	27	1	28	<b>0.2</b>
Benelux	9	1	10	<b>0.1</b>
Germany	75	0	75	<b>0.4</b>
Other Europe	43	4	47	<b>0.3</b>
<b>AMERICA</b>	<b>1,033</b>	<b>77</b>	<b>1,110</b>	<b>6.1</b>
U.S.A	994	74	1,068	<b>5.9</b>
Canada	39	3	42	<b>0.2</b>
<b>ASIA</b>	<b>186</b>	<b>64</b>	<b>250</b>	<b>1.4</b>
Japan	38	0	38	<b>0.2</b>
China	79	30	109	<b>0.6</b>
Other Asia	69	34	103	<b>0.6</b>
<b>OTHERS</b>	<b>15</b>	<b>6</b>	<b>21</b>	<b>0.1</b>
<b>NOT STATED</b>	<b>2</b>	<b>0</b>	<b>2</b>	<b>0.0</b>
<b>TOTAL</b>	<b>17,387</b>	<b>802</b>	<b>18,189</b>	<b>100%</b>
<b>PERCENTAGE DISTRIBUTION</b>	<b>95.6</b>	<b>4.4</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 December, 2010 1/.

Usual Residence	Purpose of Visit								
	Total		Holiday/ Vacation	Business/ Conference	Visit Friends/ Relatives	Sports	Transit	Others	Not Stated
<b>Total</b>	<b>18,189</b>	<b>% 2/</b>	<b>5,360</b>	<b>1,306</b>	<b>10,082</b>	<b>126</b>	<b>802</b>	<b>281</b>	<b>232</b>
American Samoa	3,787	<b>20.8</b>	842	297	2,184	6	280	88	90
Fiji	257	<b>1.4</b>	34	35	111	9	48	10	10
Cook Island	2	<b>0.0</b>	1	0	1	0	0	0	0
Other Pacific Is	325	<b>1.8</b>	47	16	141	16	88	13	4
New Zealand	7,258	<b>39.9</b>	2,141	447	4,306	46	157	100	61
Australia	4,945	<b>27.2</b>	1,723	357	2,656	47	75	43	44
United Kingdom	72	<b>0.4</b>	39	3	28	0	1	1	0
Scandinavia	28	<b>0.2</b>	22	0	5	0	1	0	0
Benelux	10	<b>0.1</b>	5	1	2	0	1	0	1
Germany	75	<b>0.4</b>	64	1	8	0	0	2	0
Other Europe	47	<b>0.3</b>	29	3	11	0	4	0	0
U.S.A.	1,068	<b>5.9</b>	309	119	533	1	74	19	13
Canada	42	<b>0.2</b>	28	1	10	0	3	0	0
Japan	38	<b>0.2</b>	14	4	18	0	0	2	0
China	109	<b>0.6</b>	19	9	40	1	30	2	8
Other Asia	103	<b>0.6</b>	31	13	23	0	34	1	1
Other Countries	21	<b>0.1</b>	11	0	4	0	6	0	0
Not Stated	2	<b>0.0</b>	1	0	1	0	0	0	0
<b>Percentage Distribution</b>	<b>100</b>		<b>29.5</b>	<b>7.2</b>	<b>55.4</b>	<b>0.7</b>	<b>4.4</b>	<b>1.5</b>	<b>1.3</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 December, 2010 1/.

Carrier	Total		Purpose of Entry			
			Returning Residence	% 2/	Total Visitors	% 2/
<b>Total</b>	<b>21,815</b>	<b>100%</b>	<b>3,626</b>	<b>16.6</b>	<b>18,189</b>	<b>83.4</b>
<b><u>AIR</u></b>						
Poly Blue	7,065	32.4	1025	4.7	6,040	27.7
Polynesian	3,185	14.6	709	3.3	2,476	11.3
Inter Island	2,154	9.9	336	1.5	1,818	8.3
Air New Zealand	6,215	28.5	749	3.4	5,466	25.1
Air Pacific	2,266	10.4	423	1.9	1,843	8.4
Other Air Carrier	14	0.1	3	0.0	11	0.1
<b><u>SEA</u></b>						
Lady Naomi	884	4.1	370	1.7	514	2.4
Yacht	12	0.1	5	0.0	7	0.0
Other Sea Carrier	20	0.1	6	0.0	14	0.1

**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 December, 2010 1/.

Duration of Stay	Place of Stay			
	Total	Hotel/Motel	Private	Not Stated
<b>Total</b>	<b>17,387</b>	<b>2,420</b>	<b>14,299</b>	<b>668</b>
1day	347	128	184	35
2days	329	138	181	10
3days	437	152	267	18
4days	466	187	263	16
5days	484	215	257	12
6days	350	139	194	17
7days	908	337	547	24
8-14days	4017	715	3,158	144
15-30days	7173	340	6,636	197
31-60days	1072	22	1,034	16
61-90days	147	4	140	3
91-180days	65	4	59	2
181-365days	60	6	54	0
>1year	8	1	7	0
Not Stated	1524	32	1,318	174
<b>Percentage Distribution % 2/</b>	<b>100</b>	<b>13.9</b>	<b>82.2</b>	<b>3.8</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