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GOVERNMENT OF SAMOA SAMOA BUREAU OF STATISTICS

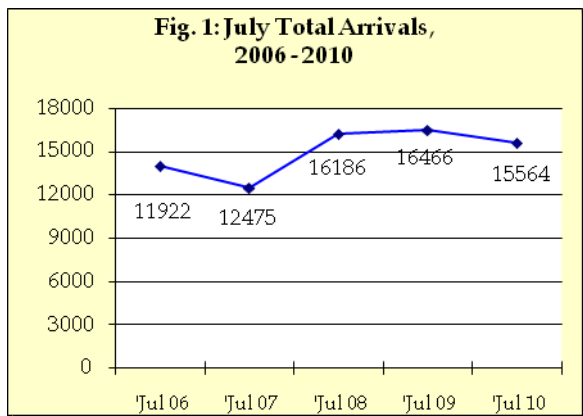
International Arrival Statistics July 2010

Summary:

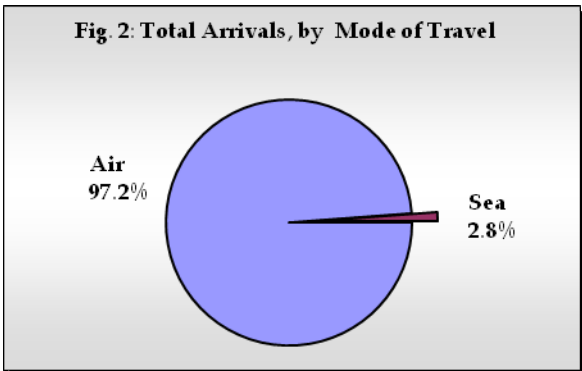
This is the **Seventh** statistical release of a series of monthly International Arrival Statistics Releases for 2010.

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⁾.

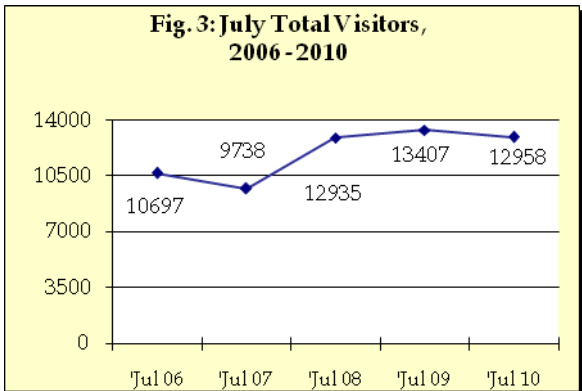
The total International Arrival Statistics recorded for the month of **July 2010** (table 1), reveals an increase of 5.1 percent over the previous month of June and a decrease of 5.5 percent over the corresponding month of July 2009. (Refer Fig. 1).



Air being the most preferred mode of travel to Samoa, accounted to 97.2 percent (15,121) of the total arrivals, while the remaining 2.8 percent (443) traveled by sea. (Refer Fig. 2).



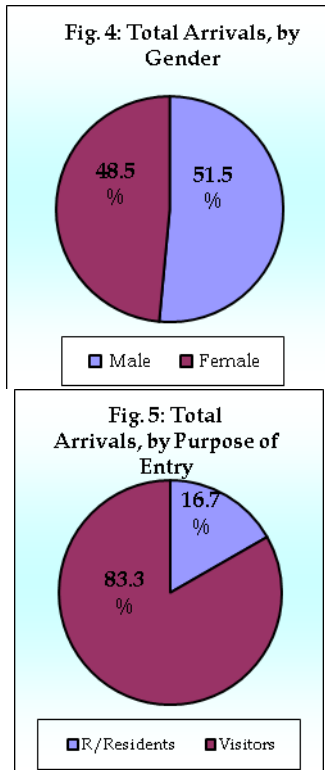
Of total arrivals, Overall Visitors numbering 12,958 for the month under review reveals an increase of 10.0 percent over the previous month and a slight decrease of 3.4 over the corresponding month of July 2009. (Refer Fig. 3). Considering 98.4 percent of total visitors arrived by air carrier, those traveled by sea carrier round up the remaining 1.6 percent. Visitors' share of 83.3 percent or 12,958 travelers of total arrivals is slightly higher than the 81.4 percent or 13,407 travelers reported in the same period of 2009.



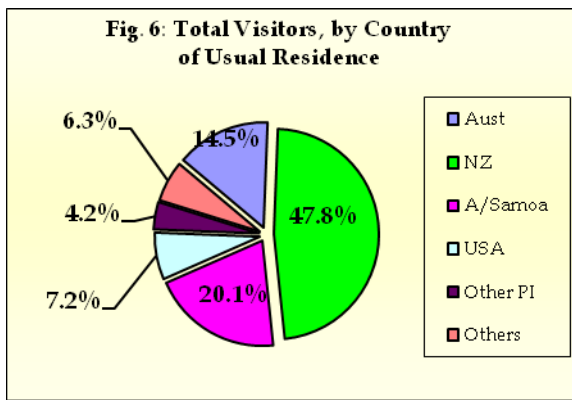
Total Arrivals by age and gender (Table 2) discloses that males recorded just over half of the traveling public at 51.5 percent (similar to that reported in July 2009) while their female counterparts constitute the remaining 48.5 percent (similar to that reported in July 2009). (Refer Fig. 4). Of all arrival travelers, overall visitors (including transients) registered 42.2

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

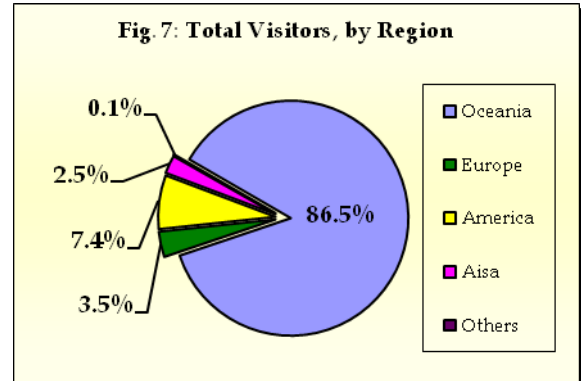
percent (6,560) for males while females had 41.1 percent (6,398). Returning residents recorded 9.3 percent (1,453) for males while females had 7.4 percent (1,153). (Refer Fig. 5). The majority age for inbound travelers to Samoa in July 2010 ranges from 15 years to 60 years.



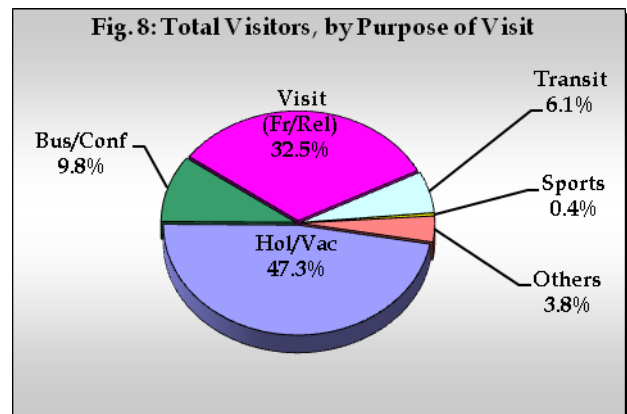
New Zealand remains as the leading country in visitors' arrival by country of usual residence (Table 3) with 47.8 percent share (6,200) compared to a share of 43.0 percent or 5,066 visitors reported in the previous month. American Samoa followed in with a 20.1 percent share (2,600) compared to a share of 20.0 percent or 2,358 visitors reported in the previous month, which is then pursued by Australia with 14.5 percent (1,879) compared to 16.0 percent or 1,880 visitors reported in June 2010 while the United States of America anchored the principal source markets with a share of 7.2 percent (932) compared to 7.7 percent or 912 visitors. (Refer Fig. 6).



By region, the Oceanic Region portrays the highest share of total visitors with 86.5 percent as opposed to a share of 85.0 percent reported in June 2010, followed by America and Europe with 7.4 percent (8.0 percent in June 2010) and 3.5 percent (similar to that of June 2010) respectively. The Asian region exhibits the lowest share with only 2.5 percent compared to a 3.1 percent share reported in the previous month of June. (Refer Fig. 7).

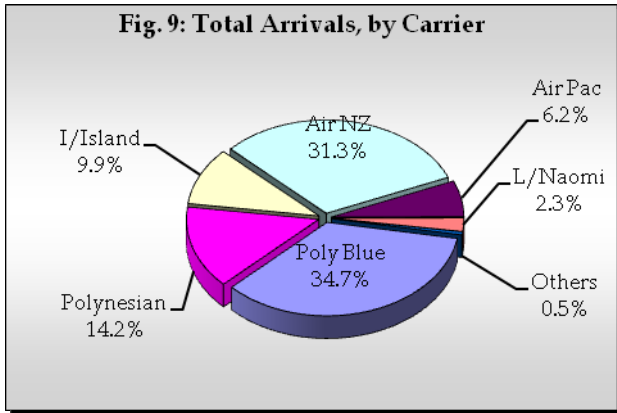


Immense gains from principal source markets (table 4) namely New Zealand, American Samoa, Australia, and the United States of America constitute 89.6 percent of all visitors visiting Samoa in July 2010. Furthermore, 47.3 percent (6,124) of all visitors entered our shores on holiday/ vacation. Visitors that were here to visit friends/ relatives accounted for 32.5 percent (4,217) of all visitors. Business and Conference had 9.8 percent (1,276) whereas those who were here on transit bound for other destinations had 6.1 percent (787). Sports registered 0.4 percent (57) and those who were here on other matters reported 3.8 percent (497). (Refer Fig. 8).

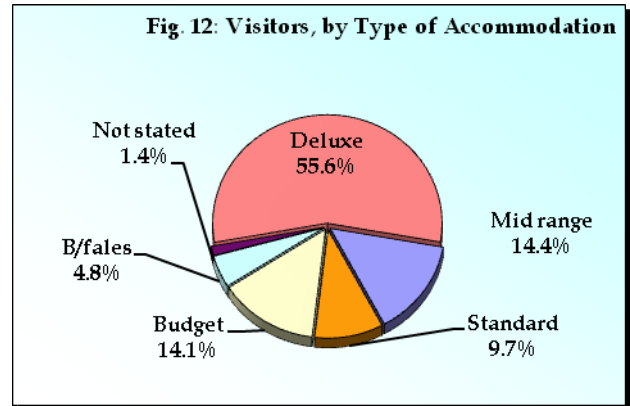
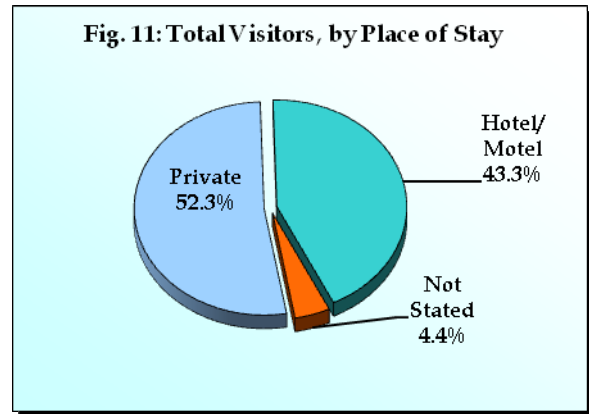
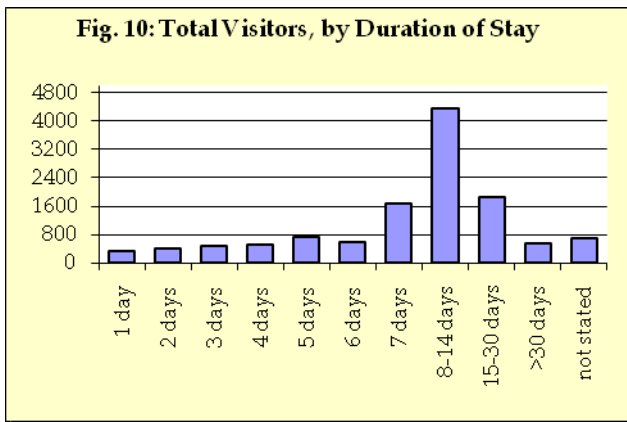


Poly Blue (table 5) leads the way of arrival by carriers' during the reference period with a 34.7 percent share (5,404 passengers) followed by Air New Zealand with a 31.3 percent share (4,872 passengers). Polynesian Airlines brought in 14.2 percent (2,203) of total arrivals while Inter Island had a share of 9.9 percent (1,534). Air Pacific recorded a 6.2 percent share (965)

and Lady Naomi had a 2.3 percent share (217) while other carriers round up the remaining 0.5 percent (85). 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 a month. (Refer Fig. 10). In addition to this, 52.3 percent (6,362) of visitors reported staying with private accommodations or families/ relatives while 43.3 percent (5,276) stayed in hotels/ motels. The remaining 4.4 percent or 533 visitors did not state their place of stay (Refer Fig. 11). Moreover, Fig. 12 depicts a graphical presentation of the number of visitors arrived (5,276) 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.

Muagututia Sefuiva Reupena
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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	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	55,009	1,001	56,010	73,609	1,752	75,361	25,192	371	25,826	...
2007										
June	10,488	366	10,854	13,070	733	13,803	12,397	783	13,180	623
July	9,425	313	9,738	11,709	766	12,475	14,280	890	15,170	-2695
August	13,524	572	14,096	15,821	812	16,633	12,723	831	13,554	3079
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	11677	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	12727	284	13,011	-1,558
December	16,054	105	16,159	19,112	198	19,310	13832	518	14,350	4,960
2010										
January	9,697	219	9,916	13,926	345	14,271	12,345	263	12,608	1,663
February	6,874	28	6,902	9,503	140	9,643	12,847	371	13,218	-3,575
March	8,650	210	8,860	11,289	389	11,678	10,686	500	11,186	492
April	8,803	92	8,895	11,720	145	11,865	12,075	890	12,965	-1,100
May	9,490	168	9,658	12,734	361	13,095
June	11,495	284	11,779	14,437	372	14,809

July /1	12,750	208	12,958	15,121	443	15,564
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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, July 2010 1/.

Age	Purpose of Entry											
	Total			Visitors			Returning Residence			Transit		
	Total	Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female
Total	15,564	8,013	7,551	12,171	6,063	6,108	2,606	1,453	1,153	787	497	290
0 - 4	701	371	330	558	288	270	111	65	46	32	18	14
5 - 9	699	374	325	577	300	277	83	53	30	39	21	18
10 - 14	860	397	463	670	307	363	124	55	69	66	35	31
15 - 19	1,035	455	580	869	381	488	119	54	65	47	20	27
20 - 24	1,182	541	641	875	362	513	242	139	103	65	40	25
25 - 29	1,226	599	627	925	426	499	233	129	104	68	44	24
30 - 34	1,205	618	587	930	455	475	216	127	89	59	36	23
35 - 39	1,223	693	530	933	513	420	213	127	86	77	53	24
40 - 44	1,363	737	626	1,055	551	504	233	134	99	75	52	23
45 - 49	1,462	754	708	1,147	558	589	242	144	98	73	52	21
50 - 54	1,316	694	622	1,017	518	499	239	140	99	60	36	24
55 - 59	1,132	623	509	911	497	414	180	95	85	41	31	10
60 - 64	907	493	414	734	390	344	130	71	59	43	32	11
65 - 69	576	297	279	458	237	221	94	43	51	24	17	7
70 - 74	368	213	155	286	165	121	73	44	29	9	4	5
75 +	292	142	150	211	105	106	73	32	41	8	5	3
Not Stated	17	12	5	15	10	5	1	1	0	1	1	0
% Distribution 2/	100	51.5	48.5	78.2	39.0	39.2	16.7	9.3	7.4	5.1	3.2	1.9

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 July, 2010 1/.

Country of Usual Residence	Mode of Travel			Percentage (%) 2/
	Air	Sea	Total	
OCEANIA	11,026	187	11,213	86.5
American Samoa	2,541	59	2,600	20.1
Fiji	189	7	196	1.5
Cook Island	7	0	7	0.1
Other Pacific Is	248	83	331	2.6
New Zealand	6,177	23	6,200	47.8
Australia	1,864	15	1,879	14.5
EUROPE	433	15	448	3.5
United Kingdom	144	7	151	1.2
Scandinavia	74	0	74	0.6
Benelux	23	0	23	0.2
Germany	82	4	86	0.7
Other Europe	110	4	114	0.9
AMERICA	953	6	959	7.4
U.S.A	929	3	932	7.2
Canada	24	3	27	0.2
ASIA	323	0	323	2.5
Japan	25	0	25	0.2
China	114	0	114	0.9
Other Asia	184	0	184	1.4
OTHERS	15	0	15	0.1
TOTAL	12,750	208	12,958	100%
PERCENTAGE DISTRIBUTION	98.4	1.6	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 July, 2010 1/.

Usual Residence	Purpose of Visit								
	Total		Holiday/ Vacation	Business/ Conference	Visit Friends/ Relatives	Sports	Transit	Others	Not Stated
Total	12,958	% 2/	6,124	1,276	4,217	57	787	363	134
American Samoa	2,600	20.1	793	298	1,026	3	301	125	54
Fiji	196	1.5	31	58	39	4	37	26	1
Cook Island	7	0.1	0	5	0	0	2	0	0
Other Pacific Is	331	2.6	51	60	89	1	88	37	5
New Zealand	6,200	47.8	3,608	539	1,797	14	120	71	51
Australia	1,879	14.5	882	162	721	27	51	33	3
United Kingdom	151	1.2	110	9	24	0	1	6	1
Scandinavia	74	0.6	72	0	0	0	1	1	0
Benelux	23	0.2	17	5	1	0	0	0	0
Germany	86	0.7	70	2	11	0	3	0	0
Other Europe	114	0.9	66	13	20	0	15	0	0
U.S.A.	932	7.2	324	81	414	4	54	50	5
Canada	27	0.2	22	1	4	0	0	0	0
Japan	25	0.2	16	6	1	0	1	0	1
China	114	0.9	19	18	41	2	24	8	2
Other Asia	184	1.4	38	17	26	2	85	5	11
Other Countries	15	0.1	5	2	3	0	4	1	0
Percentage Distribution	100		47.3	9.8	32.5	0.4	6.1	2.8	1.0

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 July, 2010 1/.

Carrier	Total		Purpose of Entry			
			Returning Residence	% 2/	Total Visitors	% 2/
Total	15,564	100%	2,606	16.7	12,958	83.3
<u>AIR</u>						
Poly Blue	5,404	34.7	893	5.7	4,511	29.0
Polynesian	2,203	14.2	372	2.4	1,831	11.8
Inter Island	1,534	9.9	243	1.6	1,291	8.3
Air New Zealand	4,872	31.3	618	4.0	4,254	27.3
Air Pacific	965	6.2	249	1.6	716	4.6
Other Air Carrier	3	0.0	1	0.0	148	1.0
<u>SEA</u>						
Lady Naomi	355	2.3	217	1.4	138	0.9
Yacht	17	0.1	0	0.0	17	0.1
Other Sea Carrier	65	0.4	13	0.1	52	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 July, 2010 1/.

Duration of Stay	Place of Stay			
	Total	Hotel/Motel	Private	Not Stated
Total	12,171	5,276	6,362	533
1day	336	175	126	35
2days	388	166	182	40
3days	464	219	228	17
4days	518	246	252	20
5days	746	453	267	26
6days	588	335	236	17
7days	1,688	1,030	610	48
8-14days	4,368	2,265	2,004	99
15-30days	1,838	260	1,515	63
31-60days	215	38	167	10
61-90days	103	11	87	5
91-180days	143	19	115	9
181-365days	69	17	44	8
>1year	20	7	11	2
Not Stated	687	35	518	134
Percentage Distribution % 2/	100	43.3	52.3	4.4

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