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GOVERNMENT OF SAMOA  
**SAMOA BUREAU OF STATISTICS**

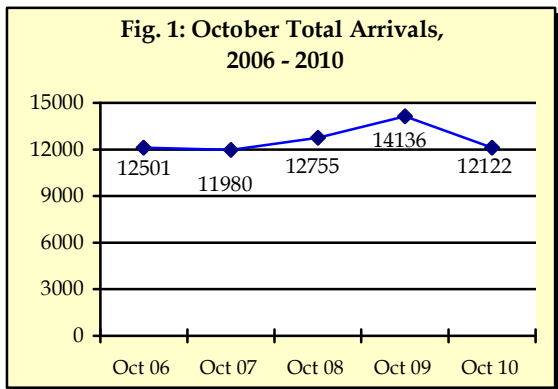
**International Arrival Statistics  
October 2010**

**Summary:**

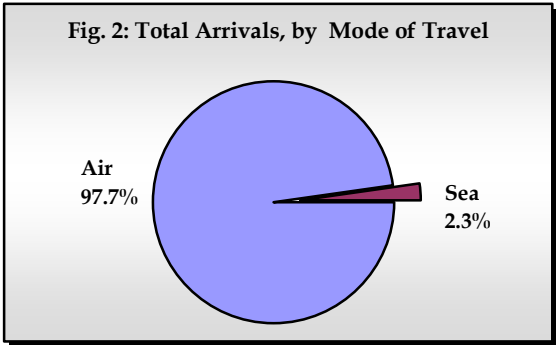
This is the **Tenth** statistical release of a series of monthly International Arrival Statistics Releases for 2010.

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>.

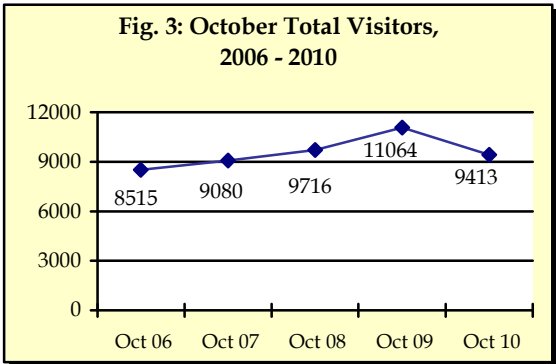
The total International Arrival Statistics recorded for the month of **October 2010** (table 1), reveals a decrease of 14.5 percent over the previous month of September and also a decrease of 14.2 percent over the corresponding month of October 2009. (Refer Fig. 1).



Air being the most preferred mode of travel to Samoa, representing 97.7 percent (11,839) of total arrivals, while the remaining 2.3 percent (283) traveled by sea. (Refer Fig. 2).

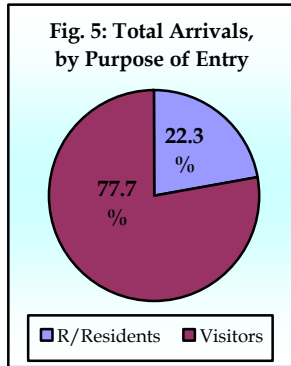
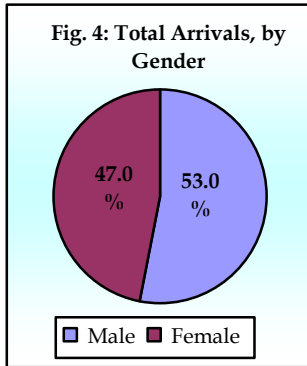


Of total arrivals, Overall Visitors numbering 9,413 for the month under review reveals a decrease of 16.7 percent over the previous month and a decrease of 14.9 over the corresponding month of October 2009. (Refer Fig. 3). Considering 98.8 percent of total visitors arrived by air carrier, those traveled by sea carrier round up the remaining 1.2 percent. Visitors' share of 77.7 percent or 9,413 travelers of total arrivals is slightly less than the 78.3 percent or 11,064 travelers reported in the same period of 2009.

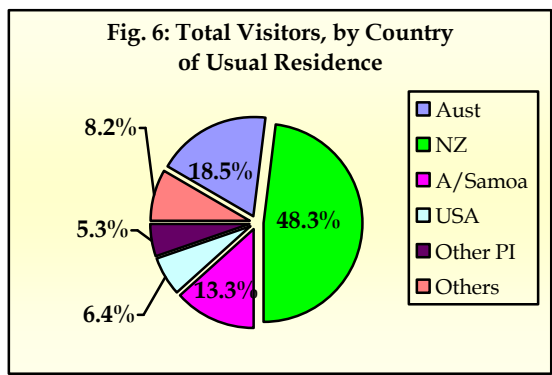


(1): Fagalii Airport re-opened on July 1st 2009.

Total Arrivals by age and gender (Table 2) discloses that males recorded just over half of the traveling public at 53.0 percent (as opposed to 54.6 percent reported in October 2009) while their female counterpart constitute the remaining 47.0 percent (compared to 45.4 percent reported in October 2009). (Refer Fig. 4). Of all arrival travelers, overall visitors (including transients) registered 40.6 percent (4,928) for males while females had 45.4 percent (4,485). Returning residents recorded 12.3 percent (1,494) for males while females had 10.0 percent (1,215). (Refer Fig. 5). The majority age for inbound travelers to Samoa in October 2010 ranges from 25 years to 59 years.

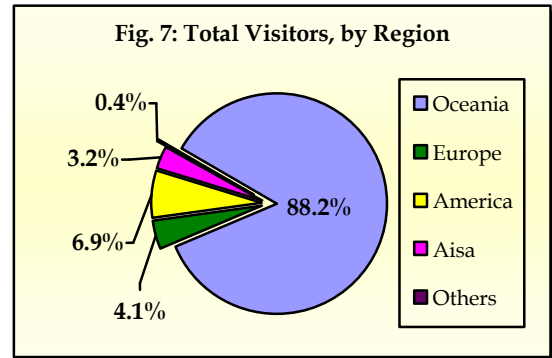


New Zealand still remains as the leading country in visitors' arrival by country of usual residence (Table 3) with a 48.3 percent share (4,550) compared to a share of 52.3 percent or 5,909 visitors reported in the previous month. Australia followed in with a 18.5 percent share (1,738) compared to a share of 17.9 percent or 2,026 visitors reported in the previous month, which is then pursued by American Samoa with 13.3 percent (1,254) compared to 14.1 percent or 1,593 visitors reported in September 2010 while the United States of America anchored the principal source markets with a share of 6.4 percent (602) compared to 5.2 percent or 586 visitors reported in the previous month. (Refer Fig. 6).

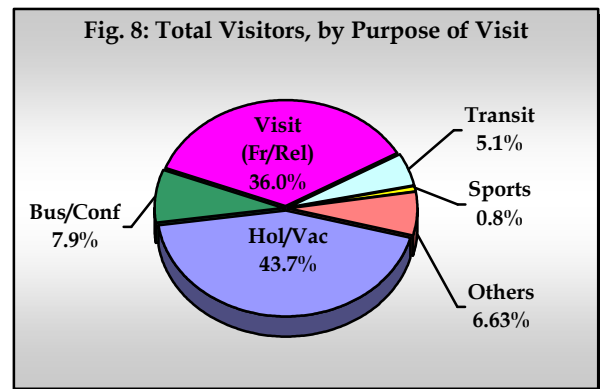


By region, the Oceanic Region portrays the highest share of total visitors with 85.4 percent as opposed to

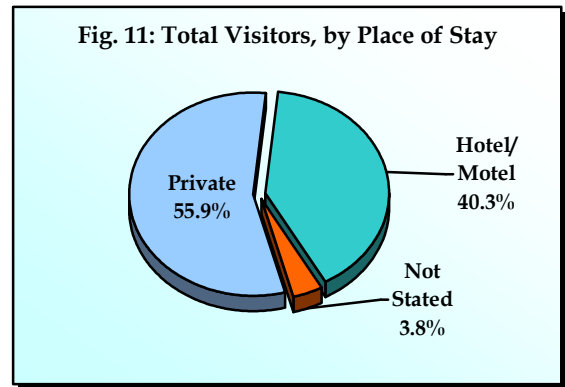
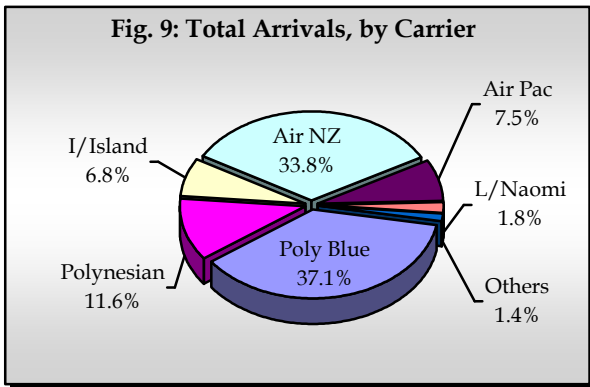
a share of 88.2 percent reported in September 2010, followed by America and Europe with 6.9 percent (5.5 percent in September 2010) and 4.1 percent (2.9 percent in September 2010) respectively. The Asian region exhibits the lowest share with only 3.2 percent compared to a 3.0 percent share reported in the previous month of September. (Refer Fig. 7).



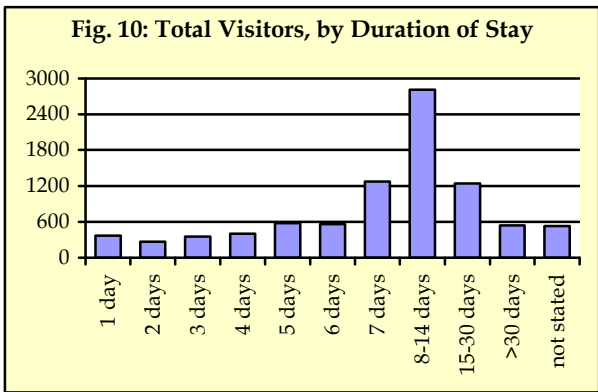
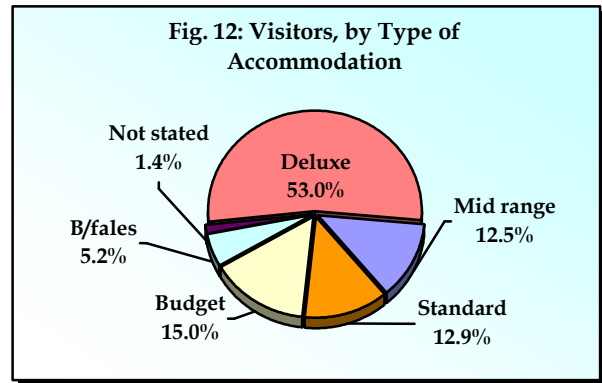
Immense gains from principal source markets (table 4) namely New Zealand, American Samoa, Australia, and the United States of America constitute 86.5 percent of all visitors visiting Samoa in October 2010. Furthermore, 43.7 percent (4,112) of all visitors entered our shores on holiday/ vacation. Visitors that were here to visit friends/ relatives accounted for 36.0 percent (3,386) of all visitors. Business and Conference had 7.9 percent (745) whereas those who were here on transit bound for other destinations had 5.1 percent (480). Sports registered a mere 0.8 percent (74) and those who were here on other matters reported 6.6 percent (616). (Refer Fig. 8).



Poly Blue (table 5) leads the way of arrival by carriers' during the reference period with a 37.1 percent share (4,503 passengers) followed by Air New Zealand with a 33.8 percent share (4,094 passengers). Polynesian Airlines brought in 11.6 percent (1,409) of total arrivals while Air Pacific had a share of 7.5 percent (907). Inter Island recorded a 6.8 percent share (822) and Lady Naomi had a 1.8 percent share (224) while other carriers round up the remaining 1.4 percent (163). 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, 55.9 percent (4,991) of visitors reported staying with private accommodations or families/ relatives while 40.3 percent (3,601) stayed in hotels/ motels. The remaining 3.8 percent or 341 visitors did not state their place of stay (Refer Fig. 11). Moreover, Fig. 12 depicts a graphical presentation of the number of visitors arrived (3,601) 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.

**Malaefono Faafenu-Taaloga**  
**ACTING 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>156,319</b>	<b>6,069</b>	<b>162,388</b>	<b>4,565</b>
2010	<b>99,546</b>	<b>1,842</b>	<b>101,388</b>	<b>128,453</b>	<b>4,244</b>	<b>132,697</b>	<b>73,119</b>	<b>2,804</b>	<b>76,186</b>	<b>...</b>
<b>2007</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	11,677	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	9,719	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	12,727	284	13,011	<b>-1,558</b>
December	16,054	105	16,159	19,112	198	19,310	13,832	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	12,075	890	12,965	-341
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	...	...	...	...
August	10,724	149	10,873	13,378	308	13,686	...	...	...	...
September	11,072	231	11,303	13,566	606	14,172	...	...	...	...
October /1	<b>9,299</b>	<b>114</b>	<b>9,413</b>	<b>11,839</b>	<b>283</b>	<b>12,122</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, October 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>12,122</b>	<b>6,422</b>	<b>5,700</b>	<b>8,933</b>	<b>4,638</b>	<b>4,295</b>	<b>2,709</b>	<b>1,494</b>	<b>1,215</b>	<b>480</b>	<b>290</b>	<b>190</b>
0 - 4	499	269	230	391	211	180	93	50	43	15	8	7
5 - 9	427	240	187	321	184	137	99	52	47	7	4	3
10 - 14	364	166	198	298	142	156	65	23	42	1	1	0
15 - 19	510	255	255	395	204	191	86	37	49	29	14	15
20 - 24	865	428	437	623	280	343	178	100	78	64	48	16
25 - 29	1,078	518	560	782	363	419	245	125	120	51	30	21
30 - 34	1,057	570	487	764	399	365	250	142	108	43	29	14
35 - 39	1,036	570	466	720	375	345	268	168	100	48	27	21
40 - 44	1,082	578	504	781	413	368	251	135	116	50	30	20
45 - 49	1,208	648	560	912	474	438	252	145	107	44	29	15
50 - 54	1,171	620	551	878	459	419	259	146	113	34	15	19
55 - 59	1,004	516	488	725	364	361	242	132	110	37	20	17
60 - 64	777	459	318	593	347	246	162	96	66	22	16	6
65 - 69	511	281	230	372	203	169	122	70	52	17	8	9
70 - 74	312	186	126	224	135	89	80	46	34	8	5	3
75 +	220	118	102	153	85	68	57	27	30	10	6	4
Not Stated	1	0	1	1	0	1	0	0	0	0	0	0
<b>% Distribution 2/</b>	<b>100</b>	<b>53.0</b>	<b>47.0</b>	<b>73.7</b>	<b>38.3</b>	<b>35.4</b>	<b>22.3</b>	<b>12.3</b>	<b>10.0</b>	<b>4.0</b>	<b>2.4</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 October, 2010 1/.

Country of Usual Residence	Mode of Travel			Percentage (%) 2/
	Air	Sea	Total	
<b>OCEANIA</b>	<b>7,939</b>	<b>96</b>	<b>8,035</b>	<b>85.4</b>
American Samoa	1,214	40	1,254	<b>13.3</b>
Fiji	234	1	235	<b>2.5</b>
Cook Island	8	0	8	<b>0.1</b>
Other Pacific Is	214	36	250	<b>2.7</b>
New Zealand	4,539	11	4,550	<b>48.3</b>
Australia	1,730	8	1,738	<b>18.5</b>
<b>EUROPE</b>	<b>373</b>	<b>16</b>	<b>389</b>	<b>4.1</b>
United Kingdom	115	1	116	<b>1.2</b>
Scandinavia	70	0	70	<b>0.7</b>
Benelux	15	0	15	<b>0.2</b>
Germany	99	1	100	<b>1.1</b>
Other Europe	74	14	88	<b>0.9</b>
<b>AMERICA</b>	<b>645</b>	<b>2</b>	<b>647</b>	<b>6.9</b>
U.S.A	600	2	602	<b>6.4</b>
Canada	45	0	45	<b>0.5</b>
<b>ASIA</b>	<b>299</b>	<b>0</b>	<b>299</b>	<b>3.2</b>
Japan	42	0	42	<b>0.4</b>
China	127	0	127	<b>1.3</b>
Other Asia	130	0	130	<b>1.4</b>
<b>OTHERS</b>	<b>41</b>	<b>0</b>	<b>41</b>	<b>0.4</b>
<b>NOT STATED</b>	<b>2</b>	<b>0</b>	<b>2</b>	<b>0.0</b>
<b>TOTAL</b>	<b>9,299</b>	<b>114</b>	<b>9,413</b>	<b>100%</b>
<b>PERCENTAGE DISTRIBUTION</b>	<b>98.8</b>	<b>1.2</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 countries 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 October, 2010 1/.

Usual Residence	Purpose of Visit								
	Total		Holiday/ Vacation	Business/ Conference	Visit Friends/ Relatives	Sports	Transit	Others	Not Stated
<b>Total</b>	<b>9,413</b>	<b>% 2/</b>	<b>4,112</b>	<b>745</b>	<b>3,386</b>	<b>74</b>	<b>480</b>	<b>365</b>	<b>251</b>
American Samoa	1,254	<b>13.3</b>	288	51	621	7	140	44	103
Fiji	235	<b>2.5</b>	48	61	45	0	41	31	9
Cook Island	8	<b>0.1</b>	0	5	3	0	0	0	0
Other Pacific Is	250	<b>2.7</b>	40	75	51	1	43	25	15
New Zealand	4,550	<b>48.3</b>	2,343	300	1,602	24	70	145	66
Australia	1,738	<b>18.5</b>	724	120	744	41	31	48	30
United Kingdom	116	<b>1.2</b>	76	10	27	0	2	1	0
Scandinavia	70	<b>0.7</b>	62	1	4	0	1	0	2
Benelux	15	<b>0.2</b>	13	1	0	0	1	0	0
Germany	100	<b>1.1</b>	85	3	6	1	1	2	2
Other Europe	88	<b>0.9</b>	51	10	5	0	3	18	1
U.S.A.	602	<b>6.4</b>	258	56	212	0	35	29	12
Canada	45	<b>0.5</b>	36	1	6	0	2	0	0
Japan	42	<b>0.4</b>	20	4	14	0	0	3	1
China	127	<b>1.3</b>	23	21	16	0	53	8	6
Other Asia	130	<b>1.4</b>	26	26	15	0	51	8	4
Other Countries	41	<b>0.4</b>	18	0	14	0	6	3	0
Not Stated	2	<b>0.0</b>	1	0	1	0	0	0	0
<b>Percentage Distribution</b>	<b>100</b>		<b>43.7</b>	<b>7.9</b>	<b>36.0</b>	<b>0.8</b>	<b>5.1</b>	<b>3.9</b>	<b>2.7</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 October, 2010 1/.

Carrier	Total		Purpose of Entry			
			Returning Residence	% 2/	Total Visitors	% 2/
<b>Total</b>	<b>12,122</b>	<b>100%</b>	<b>2,709</b>	<b>22.3</b>	<b>9,413</b>	<b>77.7</b>
<b><u>AIR</u></b>						
Poly Blue	4,503	37.1	893	7.4	3,610	29.8
Polynesian	1,409	11.6	494	4.1	915	7.5
Inter Island	822	6.8	199	1.6	623	5.1
Air New Zealand	4,094	33.8	724	6.0	3,370	27.8
Air Pacific	907	7.5	230	1.9	677	5.6
Other Air Carrier	104	0.9	0	0.0	104	0.9
<b><u>SEA</u></b>						
Lady Naomi	224	1.8	159	1.3	65	0.5
Yacht	0	0.0	0	0.0	0	0.0
Other Sea Carrier	59	0.5	10	0.1	49	0.4

**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 October, 2010 1/.

Duration of Stay	Place of Stay			
	Total	Hotel/Motel	Private	Not Stated
<b>Total</b>	<b>8,933</b>	<b>3,601</b>	<b>4,991</b>	<b>341</b>
1day	371	229	117	25
2days	270	130	122	18
3days	352	134	191	27
4days	401	173	211	17
5days	578	330	236	12
6days	562	423	129	10
7days	1,274	726	513	35
8-14days	2,813	1,185	1,565	63
15-30days	1,241	191	1,010	40
31-60days	279	49	217	13
61-90days	137	2	132	3
91-180days	79	8	69	2
181-365days	46	9	34	3
>1year	0	0	0	0
Not Stated	530	12	445	73
<b>Percentage Distribution % 2/</b>	<b>100</b>	<b>40.3</b>	<b>55.9</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