

Please address all correspondence
to the Government Statistician
In reply, please quote the file reference



File Ref: IAS 12/11

GOVERNMENT OF SAMOA

SAMOA BUREAU OF STATISTICS

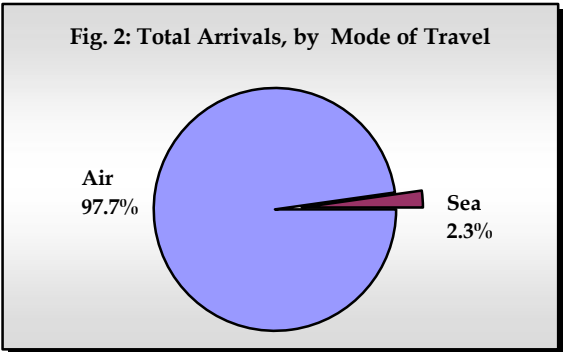
International Arrival Statistics December 2011

Summary:

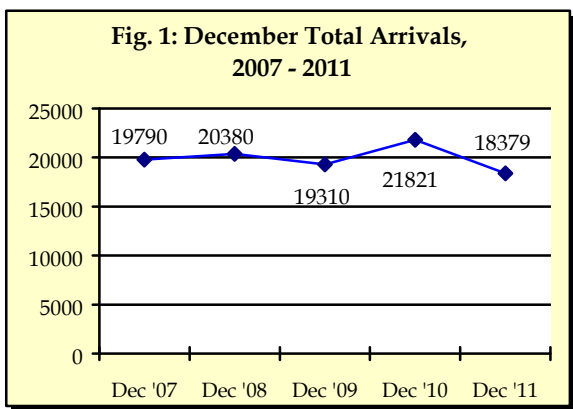
This is the **Twelfth** statistical release of a series of monthly International Arrival Statistics Releases for 2011.

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 four ports of entry for international travel to Samoa are: (i) Apia Wharf, (ii) Satitua Wharf ⁽¹⁾ (iii) Faleolo and (iv) Fagalii International Airports ⁽²⁾.

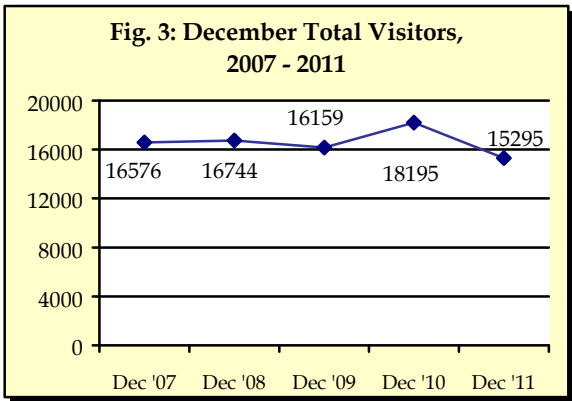
The total International Arrival Statistics recorded for the month of **December 2011** (table 1), reveals a colossal increase of 36.7 percent over the previous month of November but a decrease of 15.8 percent over the corresponding month of December 2010. (Refer Fig. 1).



Overall Visitors numbering 15,295 for the month of December 2011 reveals a mammoth increase of 45.3 percent over the previous month. Conversely, this reveals a decrease of 15.9 percent when compared to the corresponding month of December 2010. (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.

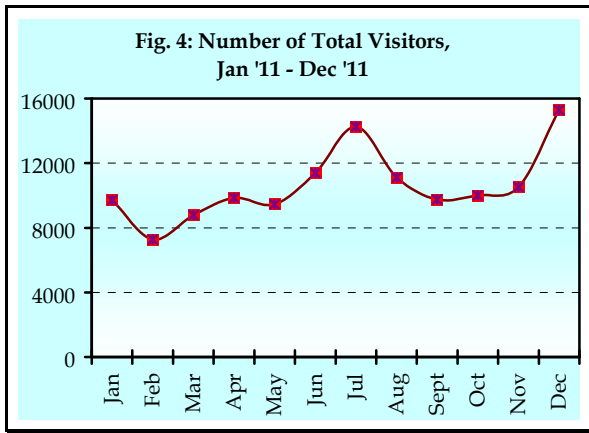


Air is the preferred mode of travel to Samoa, representing 97.7 percent (17,958) of total arrivals, while the remaining 2.3 percent (421) traveled by sea in November 2011. (Refer Fig. 2).



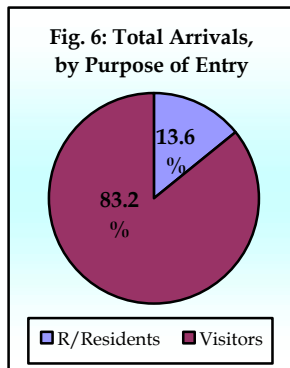
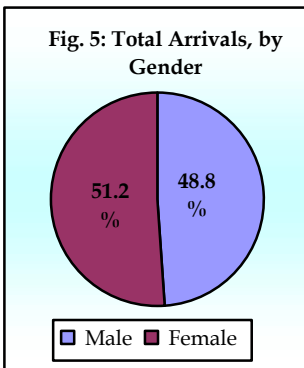
Graphically illustrated in Fig.4 is the month to month number of total visitors from January 2010 to December 2011.

(1): Satitua wharf started operating on November 11th 2010.
(2): Fagalii Airport re-opened on July 1st 2009.

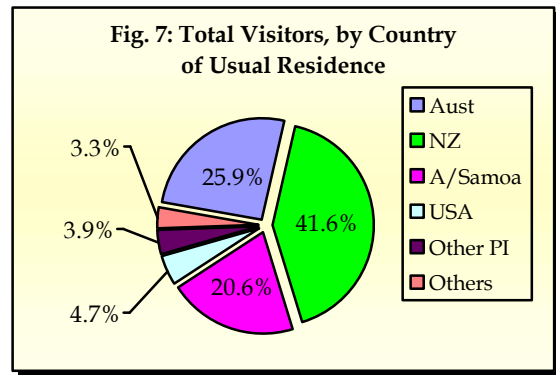


Total Arrivals by age and gender (Table 2) discloses that females recorded just over half of the traveling public at 51.2 percent (as opposed to 49.8 percent reported in December 2010) while their male counterpart constitute the remaining 48.8 percent (compared to 50.2 percent reported in December 2010). (Refer Fig. 5).

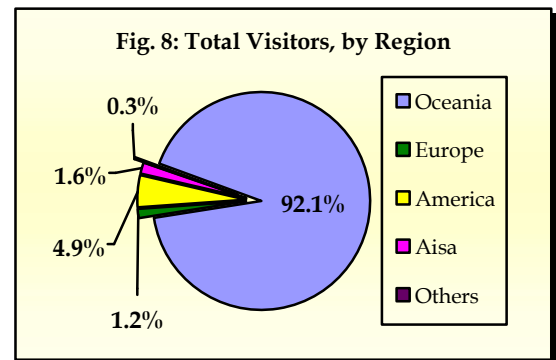
Of all arrivals, including transit, 39.8 percent (7,318) were males visitors, 43.4 percent (7,977) were female visitors, 7.5 percent (1,386) were males returning residents and 6.1 percent (1,117) were females returning residents. (Refer Fig. 6). The majority of inbound travelers to Samoa in November 2011 aged between 15 years and 54 years.



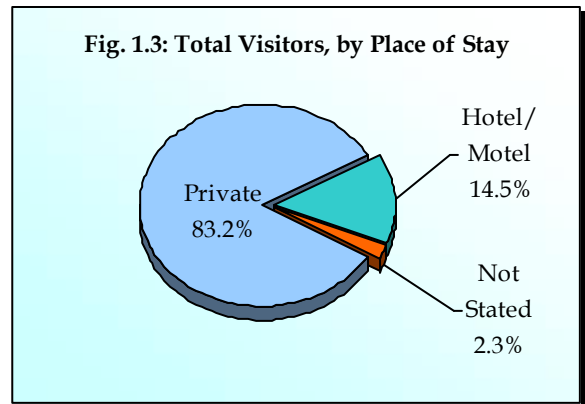
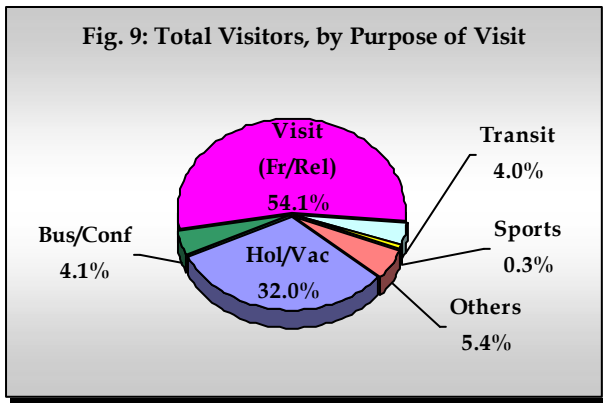
New Zealand remains as the leading country in visitors' arrival by country of usual residence (Table 3) accounting for 41.6 percent or 6,357 of total visitors, compared to a share of 44.0 percent or 4,550 visitors reported in the previous month. Australia followed next with a 25.9 percent share (3,963) compared to a share of 19.8 percent or 2,048 visitors reported in the previous month. American Samoa represented 20.6 percent (3,156) in December 2011 compared to 16.9 percent or 1,749 visitors in the previous month and the United States of America anchored the principal source markets with a share of 4.7 percent (715) compared to 5.8 percent or 598 visitors reported in the previous month. (Refer Fig. 7).



By region, the Oceanic Region has the highest share of total visitors with 92.1 percent compared to 85.9 percent reported in November 2011, followed by America with 4.9 percent (6.1 percent in November 2011). Asia is next representing 1.6 percent, compared with 2.5 percent reported in the previous month, while Europe represents the lowest share with 1.2 percent, as opposed to 4.4 percent reported in the previous month of November. (Refer Fig. 8).

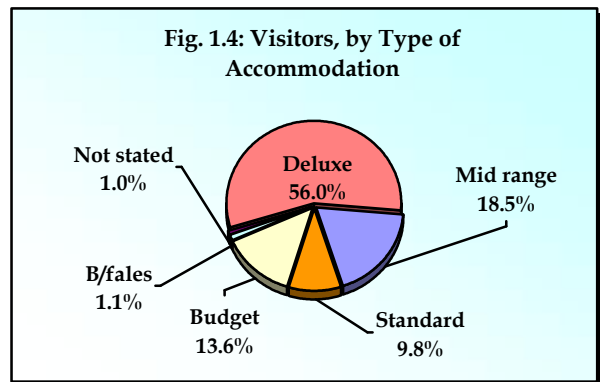
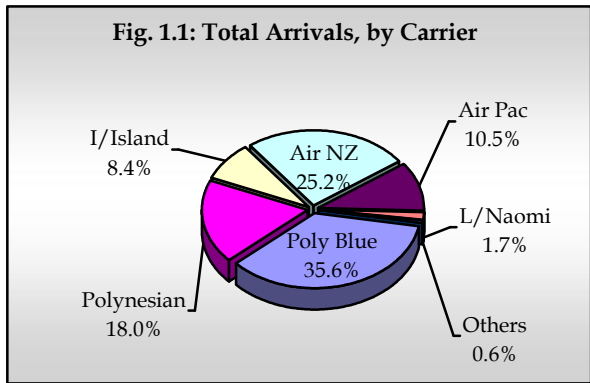


The principal source markets (table 4) namely New Zealand, American Samoa, Australia, and the United States of America constitute 92.8 percent of all visitors visiting Samoa in December 2011. Furthermore, 32.0 percent (4,890) of all visitors entered our shores on holiday/ vacation. Visitors that were here to visit friends/ relatives accounted for more than half or 54.1 percent (8,280) of all visitors. Business and Conference had 4.1 percent (629) and those who were here on transit bound for other destinations reported 4.0 percent (614). Sports registered 0.3 percent (50) and those who were here on other matters reported 5.4 percent (832). (Refer Fig. 9).



Poly Blue (table 5) leads the way of arrival by carriers' during the reference period with a 35.6 percent share (6,544 passengers) followed by Air New Zealand with a 25.2 percent share (4,635 passengers). Polynesian Airlines brought in 18.0 percent (3,307) of total arrivals while Air Pacific recorded a share of 10.5 percent (1,931). Fig. 1.1 depicts a graphical presentation of total arrivals by carrier in December 2011.

Fig. 1.4 depicts a graphical presentation of the number of visitors staying in hotels / motels (2,124) 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.

The usual visitor's duration of stay in Samoa (Table 6) is seven days up to 2 months. (Refer Fig. 1.2). More than three quarters of visitors (12,214 or 83.2 percent) reported staying in private accommodations or with families/ relatives while only 14.5 percent (2,124) stayed in hotels/ motels. The remaining 2.3 percent or 343 visitors did not state their place of stay (Refer Fig. 1.3).

Muagututi'a Sefuiva Reupena
GOVERNMENT STATISTICIAN

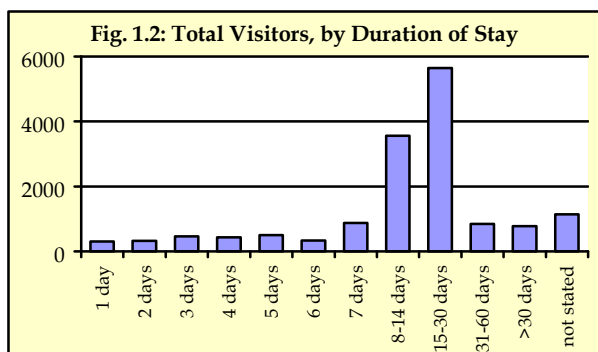


Table 1: Monthly Arrival and Departure by Mode of Tavel and Net Migration, 2008 - 2011.

Period	Visitors Arrivals			Total Arrivals			Total Departures			Net Migration
	Air	Sea	Total	Air	Sea	Total	Air	Sea	Total	
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	3,703	122,356	150,584	7,635	158,219	158,099	8,578	166,677	-8,458
2008	118,420	3,743	122,163	151,883	8,628	160,511	161,482	9,908	171,390	-10,879
2009	127,327	1,978	129,305	161,858	5,261	167,119	156,768	6,267	163,035	4,084
2010	126,970	2,530	129,500	162,052	5,539	167,591	164,426	6,293	170,719	-3,128
2011	124,692	2,718	127,410	159,657	5,392	165,049	149,155	5,607	154,762	10,287
2008										
November	8,837	229	9,066	11,712	589	12,301	11,804	663	12,467	-166
December	16,227	517	16,744	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	217	13,425	15,996	616	16,612	15,017	515	15,532	1,080
August	11,699	180	11,879	14,386	401	14,787	13,132	357	13,489	1,298
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	12,785	291	13,076	-1,623
December	16,054	105	16,159	19,112	198	19,310	14,223	709	14,932	4,378
2010										
January	9,697	219	9,916	13,926	345	14,271	18,368	464	18,832	-4,561
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	11,348	500	11,848	94
April	8,811	178	8,989	11,731	893	12,624	12,203	890	13,093	-469
May	9,734	215	9,949	13,089	420	13,509	12,111	680	12,791	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	16,699	305	17,004	-1,440
August	10,724	149	10,873	13,378	308	13,686	14,036	530	14,566	-880
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	14,011	367	14,378	-2,250
November	9,754	142	9,896	12,681	365	13,046	12,209	456	12,665	381
December	17,663	532	18,195	20,911	913	21,824	14,456	821	15,277	6,547
2011										
January	9,319	399	9,718	13,382	626	14,008	19,405	610	20,015	-6,007
February	7,030	243	7,273	9,387	443	9,830	11,671	592	12,263	-2,433
March	8,623	152	8,775	11,241	371	11,612	12,214	535	12,749	-1,137
April	9,733	109	9,842	12,473	323	12,796	11,993	363	12,356	440
May	9,234	214	9,448	12,543	444	12,987	12,718	394	13,112	-125
June	11,125	267	11,392	14,192	632	14,824	12,437	752	13,189	1,635
July	14,009	260	14,269	17,124	525	17,649	17,000	374	17,374	275
August	10,899	219	11,118	13,383	372	13,755	14,332	638	14,970	-1,215
September	9,570	187	9,757	12,382	458	12,840	12,452	504	12,956	-116
October	9,868	130	9,998	12,646	275	12,921	13,015	332	13,347	-426
November	10,224	301	10,525	12,946	502	13,448	11,918	513	12,431	1,017
December / 1	15,058	237	15,295	17,958	421	18,379

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 December, 2011 1/.

Age	Purpose of Entry											
	Total			Visitors			Returning Residence			Transit		
	Total	Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female
Total	18,379	8,973	9,406	14,691	6,967	7,724	3,074	1,651	1,423	614	355	259
0 - 4	1,165	606	559	1,017	517	500	131	77	54	17	12	5
5 - 9	1,128	557	571	1,011	496	515	89	48	41	28	13	15
10 - 14	1,263	573	690	1,121	513	608	113	47	66	29	13	16
15 - 19	1,571	697	874	1,352	593	759	187	85	102	32	19	13
20 - 24	1,584	656	928	1,243	497	746	299	135	164	42	24	18
25 - 29	1,371	623	748	1,041	457	584	285	142	143	45	24	21
30 - 34	1,329	641	688	1,002	455	547	259	146	113	68	40	28
35 - 39	1,309	675	634	990	497	493	257	145	112	62	33	29
40 - 44	1,513	811	702	1,147	591	556	294	178	116	72	42	30
45 - 49	1,511	764	747	1,186	584	602	262	149	113	63	31	32
50 - 54	1,507	759	748	1,166	561	605	279	159	120	62	39	23
55 - 59	1,171	597	574	885	441	444	241	127	114	45	29	16
60 - 64	849	441	408	673	342	331	152	82	70	24	17	7
65 - 69	537	290	247	433	226	207	90	52	38	14	12	2
70 - 74	322	165	157	243	119	124	74	43	31	5	3	2
75 +	249	118	131	181	78	103	62	36	26	6	4	2
% Distribution 2/	100	48.8	51.2	79.9	37.9	42.0	16.7	9.0	7.7	3.3	1.9	1.4

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, 2011 1/.

Country of Usual Residence	Mode of Travel			Percentage (%) 2/
	Air	Sea	Total	
OCEANIA	13,875	208	14,083	92.1
American Samoa	3,115	41	3,156	20.6
Fiji	258	1	259	1.7
Cook Island	20	0	20	0.1
Other Pacific Is	205	123	328	2.1
New Zealand	6,333	24	6,357	41.6
Australia	3,944	19	3,963	25.9
EUROPE	170	8	178	1.2
United Kingdom	56	1	57	0.4
Scandinavia	10	0	10	0.1
Benelux	2	0	2	0.0
Germany	47	6	53	0.3
Other Europe	55	1	56	0.4
AMERICA	726	16	742	4.9
U.S.A	699	16	715	4.7
Canada	27	0	27	0.2
ASIA	237	4	241	1.6
Japan	48	0	48	0.3
China	110	0	110	0.7
Other Asia	79	4	83	0.5
OTHERS	50	1	51	0.3
TOTAL	15,058	237	15,295	100%
PERCENTAGE DISTRIBUTION	98.5	1.5	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 December, 2011 1/.

Usual Residence	Purpose of Visit								
	Total		Holiday/ Vacation	Business/ Conference	Visit Friends/ Relatives	Sports	Transit	Others	Not Stated
Total	15,295	% 2/	4,890	629	8,280	50	614	306	526
American Samoa	3,156	20.6	907	110	1,430	4	232	93	380
Fiji	259	1.7	29	64	99	0	48	14	5
Cook Island	20	0.1	3	1	15	0	0	1	0
Other Pacific Is	328	2.1	40	27	183	2	50	19	7
New Zealand	6,357	41.6	2,038	242	3,801	9	109	90	68
Australia	3,963	25.9	1,378	111	2,289	31	64	47	43
United Kingdom	57	0.4	41	2	13	0	1	0	0
Scandinavia	10	0.1	10	0	0	0	0	0	0
Benelux	2	0.0	2	0	0	0	0	0	0
Germany	53	0.3	44	3	5	0	0	0	1
Other Europe	56	0.4	40	2	10	0	2	0	2
U.S.A.	715	4.7	231	31	372	3	36	24	18
Canada	27	0.2	18	1	7	0	0	1	0
Japan	48	0.3	33	8	7	0	0	0	0
China	110	0.7	23	13	15	1	47	10	1
Other Asia	83	0.5	23	12	18	0	24	5	1
Other Countries	51	0.3	30	2	16	0	1	2	0
Percentage Distribution 2/	100		32.0	4.1	54.1	0.3	4.0	2.0	3.4

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, 2011

1/.

Carrier	Total		Purpose of Entry			
			Returning Residence	% 2/	Total Visitors	% 2/
Total	18,379	100%	3,074	16.7	15,305	83.3
<u>AIR</u>						
Poly Blue	6,544	35.6	773	4.2	5,771	31.4
Polynesian	3,307	18.0	758	4.1	2,549	13.9
Inter Island	1,540	8.4	281	1.5	1,259	6.9
Air New Zealand	4,635	25.2	709	3.9	3,926	21.4
Air Pacific	1,931	10.5	369	2.0	1,562	8.5
Other Air Carrier	1	0.0	0	0.0	1	0.0
<u>SEA</u>						
Lady Naomi	315	1.7	155	0.8	160	0.9
Yacht	0	0.0	0	0.0	0	0.0
Other Sea Carrier	106	0.6	29	0.2	77	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 December, 2011 1/

Duration of Stay	Place of Stay			
	Total	Hotel/Motel	Private	Not Stated
Total	14,691	2,124	12,214	353
1day	317	95	169	53
2days	326	127	189	10
3days	463	183	268	12
4days	433	167	256	10
5days	506	217	285	4
6days	333	153	175	5
7days	874	310	549	15
8-14days	3,562	617	2,880	65
15-30days	5,643	207	5,367	69
31-60days	850	12	824	14
61-90days	145	2	141	2
91-180days	53	0	52	1
181-365days	44	3	39	2
Not Stated	1,142	31	1,020	91
Percentage Distribution 2/	100	14.5	83.1	2.4

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