

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



File Ref: IAS 11/11

GOVERNMENT OF SAMOA

# SAMOA BUREAU OF STATISTICS

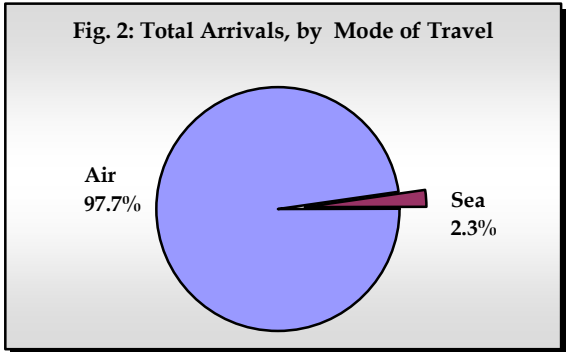
## International Arrival Statistics November 2011

### Summary:

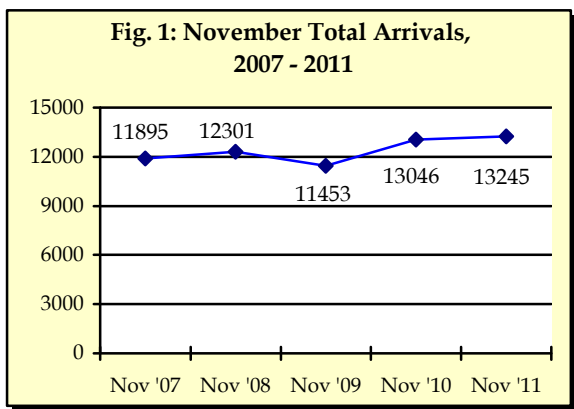
This is the **Eleventh** statistical release of a series of monthly International Arrival Statistics Releases for 2011.

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 <sup>(1)</sup> (iii) Faleolo and (iv) Fagalii International Airports <sup>(2)</sup>.

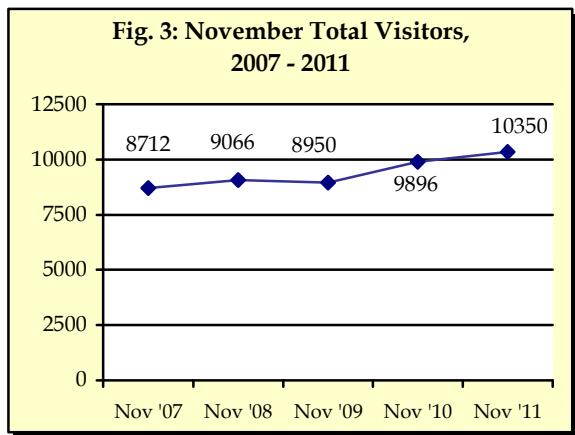
The total International Arrival Statistics recorded for the month of **November 2011** (table 1), reveals an increase of 2.5 percent over the previous month of October and also an increase of 1.5 percent over the corresponding month of November 2010. (Refer Fig. 1).



Overall Visitors numbering 10,350 for the month of November 2011 reveals an increase of 3.5 percent over the previous month and also an increase of 4.6 percent over the corresponding month of November 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.

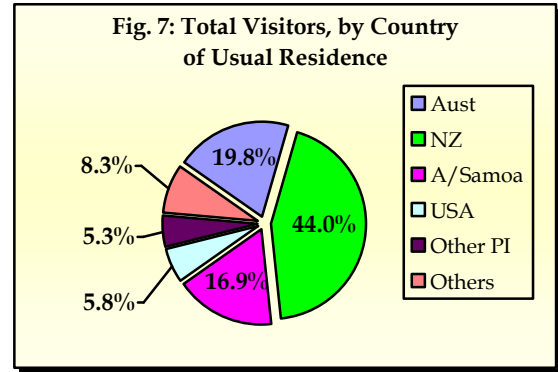
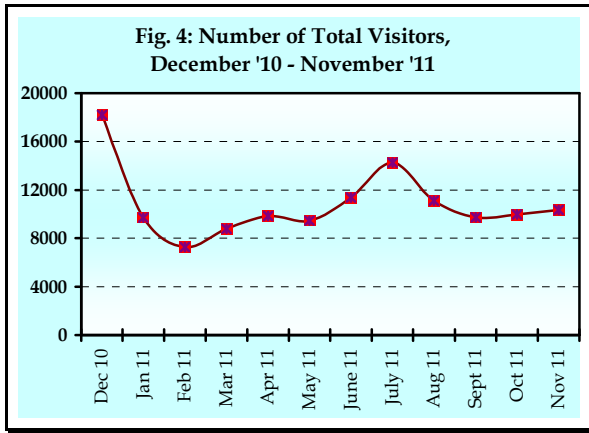


Air is the preferred mode of travel to Samoa, representing 97.7 percent (12,946) of total arrivals, while the remaining 2.3 percent (299) traveled by sea in November 2011. (Refer Fig. 2).



Graphically illustrated in Fig.4 is the month to month number of total visitors from December 2010 to November 2011, depicting July and December seasonal peaks.

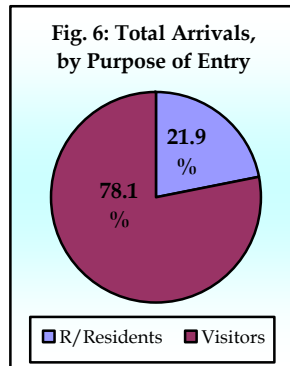
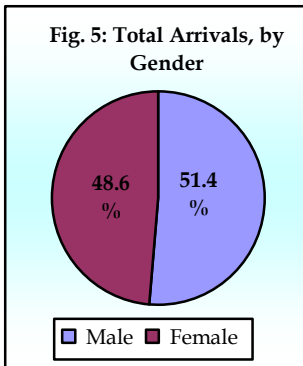
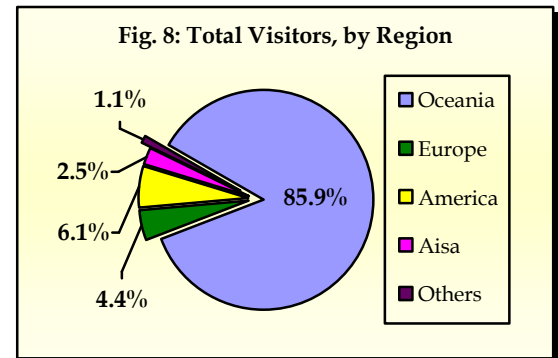
(1): Satitua wharf started operating on November 11<sup>th</sup> 2010.  
(2): Fagalii Airport re-opened on July 1<sup>st</sup> 2009.



Total Arrivals by age and gender (Table 2) discloses that males recorded just over half of the traveling public at 51.4 percent (as opposed to 51.7 percent reported in November 2010) while their female counterpart constitute the remaining 48.6 percent (compared to 48.3 percent reported in November 2010). (Refer Fig. 5).

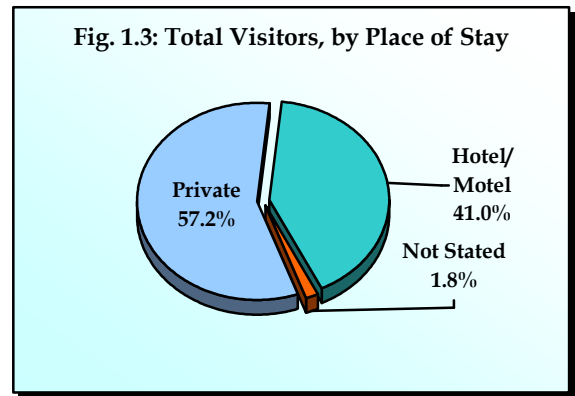
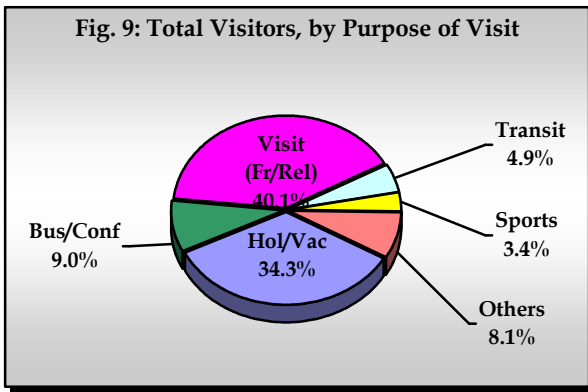
By region, the Oceanic Region has the highest share of total visitors with 85.9 percent compared to 86.6 percent reported in October 2011, followed by America with 6.1 percent (5.8 percent in October 2011). Europe is next representing 4.4 percent, compared with 3.5 percent reported in the previous month, while Asia represents the lowest share with 2.5 percent, as opposed to 3.3 percent reported in the previous month of October. (Refer Fig. 8).

Of all arrivals, including transit, 39.7 percent (5,265) were males visitors, 38.4 percent (5,085) were female visitors, 11.6 percent (1,543) were males returning residents and 10.2 percent (1,352) were females returning residents. (Refer Fig. 6). The majority of inbound travelers to Samoa in November 2011 were aged from 20 years to 59 years.



The 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 November 2011. Furthermore, 34.3 percent (3,551) of all visitors entered our shores on holiday/ vacation. Visitors that were here to visit friends/ relatives accounted for 40.1 percent (4,155) of all visitors. Business and Conference had 9.0 percent (936) and those who were here on transit bound for other destinations reported 4.9 percent (507). Sports registered 3.4 percent (356) and those who were here on other matters reported 8.1 percent (845). (Refer Fig. 9).

New Zealand remains the leading country in visitors' arrival by country of usual residence (Table 3) accounting for 44.0 percent or 4,550 of total visitors, compared to a share of 48.6 percent or 4,862 visitors reported in the previous month. Australia followed next with a 19.8 percent share (2,048) compared to a share of 17.9 percent or 1,787 visitors reported in the previous month. American Samoa represented 16.9 percent (1,749) in November 2011 compared to 15.0 percent or 1,495 visitors in the previous month and the United States of America anchored the principal source markets with a share of 5.8 percent (598) compared to 5.5 percent or 545 visitors reported in the previous month. (Refer Fig. 7).



Poly Blue (table 5) was the largest carriers of arrivals during the reference period with a 36.7 percent share (4,866 passengers) followed by Air New Zealand with a 29.6 percent share (3,916 passengers). Polynesian Airlines brought in 14.8 percent (1,964) of total arrivals while Air Pacific recorded a share of 8.6 percent (1,137). Fig. 1.1 depicts a graphical presentation of total arrivals by carrier in November 2011.

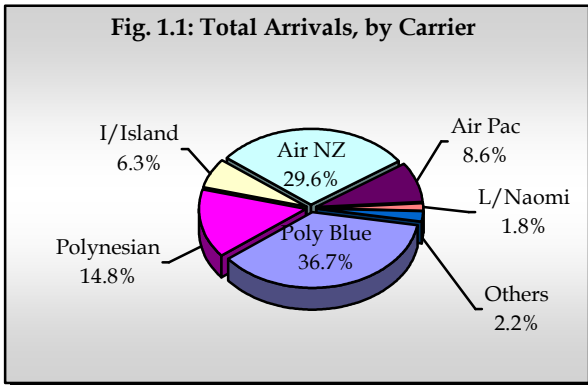
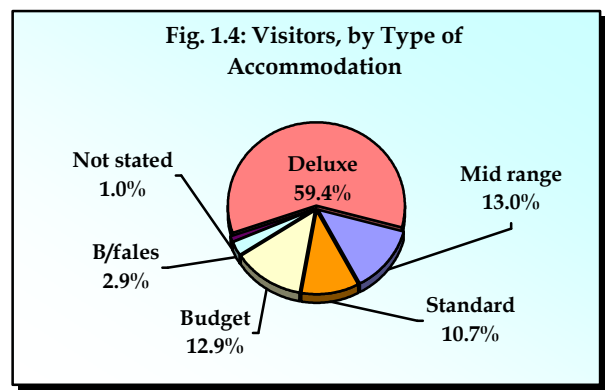


Fig. 1.4 depicts a graphical presentation of the number of visitors staying in hotels / motels (4,034) by type of accommodation (hotel/ motel), within the reference month.



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 a month. (Refer Fig. 1.2). More than half of visitors (5,635 or 57.2 percent) reported staying in private accommodations or with families/relatives while 41.0 percent (4,034) stayed in hotels/motels. The remaining 1.8 percent or 174 visitors did not state their place of stay (Refer Fig. 1.3).

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

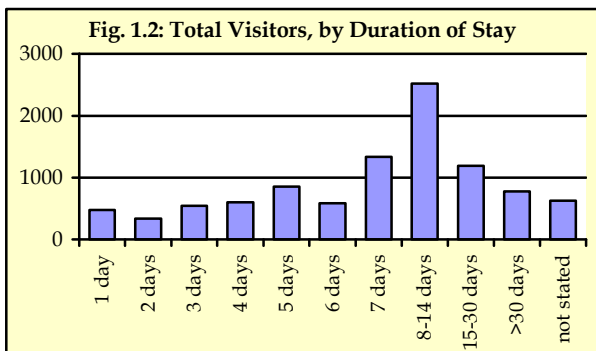


Table 1: Monthly Arrival and Departure by Mode of Travel and Net Migration, 2008 - 2011.

Period	Visitors Arrivals			Total Arrivals			Total Departures			Net Migration
	Air	Sea	Total	Air	Sea	Total	Air	Sea	Total	
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>3,703</b>	<b>122,356</b>	<b>150,584</b>	<b>7,635</b>	<b>158,219</b>	<b>158,099</b>	<b>8,578</b>	<b>166,677</b>	<b>-8,458</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>1,978</b>	<b>129,305</b>	<b>161,858</b>	<b>5,261</b>	<b>167,119</b>	<b>156,768</b>	<b>6,267</b>	<b>163,035</b>	<b>4,084</b>
2010	<b>126,970</b>	<b>2,530</b>	<b>129,500</b>	<b>162,052</b>	<b>5,539</b>	<b>167,591</b>	<b>164,426</b>	<b>6,293</b>	<b>170,719</b>	<b>-3,128</b>
2011	<b>109,634</b>	<b>2,306</b>	<b>111,940</b>	<b>141,699</b>	<b>4,768</b>	<b>146,467</b>	<b>149,155</b>	<b>5,607</b>	<b>154,762</b>	<b>-8,295</b>
<b>2008</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	16,227	517	16,744	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	217	13,425	15,996	616	16,612	15,017	515	15,532	<b>1,080</b>
August	11,699	180	11,879	14,386	401	14,787	13,132	357	13,489	<b>1,298</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	18,368	464	18,832	<b>-4,561</b>
February	7,113	34	7,147	9,814	185	9,999	12,847	371	13,218	<b>-3,219</b>
March	8,852	210	9,062	11,553	389	11,942	11,348	500	11,848	<b>94</b>
April	8,811	178	8,989	11,731	893	12,624	12,203	890	13,093	<b>-469</b>
May	9,734	215	9,949	13,089	420	13,509	12,111	680	12,791	<b>718</b>
June	11,495	284	11,779	14,437	372	14,809	13,069	363	13,432	<b>1,377</b>
July	12,750	208	12,958	15,121	443	15,564	16,699	305	17,004	<b>-1,440</b>
August	10,724	149	10,873	13,378	308	13,686	14,036	530	14,566	<b>-880</b>
September	11,072	245	11,317	13,566	623	14,189	13,069	546	13,615	<b>574</b>
October	9,305	114	9,419	11,845	283	12,128	14,011	367	14,378	<b>-2,250</b>
November	9,754	142	9,896	12,681	365	13,046	12,209	456	12,665	<b>381</b>
December	17,663	532	18,195	20,911	913	21,824	14,456	821	15,277	<b>6,547</b>
<b>2011</b>										
January	9,319	399	9,718	13,382	626	14,008	19,405	610	20,015	<b>-6,007</b>
February	7,030	243	7,273	9,387	443	9,830	11,671	592	12,263	<b>-2,433</b>
March	8,623	152	8,775	11,241	371	11,612	12,214	535	12,749	<b>-1,137</b>
April	9,733	109	9,842	12,473	323	12,796	11,993	363	12,356	<b>440</b>
May	9,234	214	9,448	12,543	444	12,987	12,718	394	13,112	<b>-125</b>
June	11,125	267	11,392	14,192	632	14,824	12,437	752	13,189	<b>1,635</b>
July	14,009	260	14,269	17,124	525	17,649	17,000	374	17,374	<b>275</b>
August	10,899	219	11,118	13,383	372	13,755	14,332	638	14,970	<b>-1,215</b>
September	9,570	187	9,757	12,382	458	12,840	12,452	504	12,956	<b>-116</b>
October 1/	9,868	130	9,998	12,646	275	12,921	13,015	332	13,347	<b>-426</b>
<b>November</b>	<b>10,224</b>	<b>126</b>	<b>10,350</b>	<b>12,946</b>	<b>299</b>	<b>13,245</b>	<b>11,918</b>	<b>513</b>	12,431	<b>814</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 November, 2011 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>13,245</b>	<b>6,808</b>	<b>6,437</b>	<b>9,843</b>	<b>4,930</b>	<b>4,913</b>	<b>2,895</b>	<b>1,543</b>	<b>1,352</b>	<b>507</b>	<b>335</b>	<b>172</b>
0 - 4	633	335	298	484	250	234	136	76	60	13	9	4
5 - 9	422	191	231	359	161	198	60	29	31	3	1	2
10 - 14	425	189	236	361	162	199	50	19	31	14	8	6
15 - 19	644	295	349	495	222	273	137	67	70	12	6	6
20 - 24	1,187	533	654	867	371	496	280	136	144	40	26	14
25 - 29	1,209	554	655	901	378	523	254	141	113	54	35	19
30 - 34	1,069	549	520	790	399	391	227	121	106	52	29	23
35 - 39	1,051	544	507	742	370	372	259	139	120	50	35	15
40 - 44	1,180	665	515	854	453	401	271	176	95	55	36	19
45 - 49	1,125	638	487	837	468	369	233	126	107	55	44	11
50 - 54	1,227	628	599	875	457	418	289	134	155	63	37	26
55 - 59	1,050	580	470	778	419	359	232	129	103	40	32	8
60 - 64	865	466	399	663	362	301	171	84	87	31	20	11
65 - 69	584	325	259	427	235	192	144	82	62	13	8	5
70 - 74	329	198	131	235	143	92	87	51	36	7	4	3
75 +	245	118	127	175	80	95	65	33	32	5	5	0
<b>% Distribution 2/</b>	<b>100</b>	<b>51.4</b>	<b>48.6</b>	<b>74.3</b>	<b>37.2</b>	<b>37.1</b>	<b>21.9</b>	<b>11.6</b>	<b>10.2</b>	<b>3.8</b>	<b>2.5</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.

**1/:** Provisional figures

**2/:** Figures are subject to rounding errors

Table 3: Total Visitors Arrivals by Country of Usual Residence and Mode of Travel November, 2011 1/.

Country of Usual Residence	Mode of Travel			Percentage (%) 2/
	Air	Sea	Total	
<b>OCEANIA</b>	<b>8,776</b>	<b>116</b>	<b>8,892</b>	<b>85.9</b>
American Samoa	1,720	29	1,749	<b>16.9</b>
Fiji	211	3	214	<b>2.1</b>
Cook Island	23	11	34	<b>0.3</b>
Other Pacific Is	253	44	297	<b>2.9</b>
New Zealand	4,526	24	4,550	<b>44.0</b>
Australia	2,043	5	2,048	<b>19.8</b>
<b>EUROPE</b>	<b>460</b>	<b>0</b>	<b>460</b>	<b>4.4</b>
United Kingdom	143	0	143	<b>1.4</b>
Scandinavia	22	0	22	<b>0.2</b>
Benelux	4	0	4	<b>0.0</b>
Germany	119	0	119	<b>1.1</b>
Other Europe	172	0	172	<b>1.7</b>
<b>AMERICA</b>	<b>618</b>	<b>10</b>	<b>628</b>	<b>6.1</b>
U.S.A	588	10	598	<b>5.8</b>
Canada	30	0	30	<b>0.3</b>
<b>ASIA</b>	<b>261</b>	<b>0</b>	<b>261</b>	<b>2.5</b>
Japan	59	0	59	<b>0.6</b>
China	99	0	99	<b>1.0</b>
Other Asia	103	0	103	<b>1.0</b>
<b>OTHERS</b>	<b>109</b>	<b>0</b>	<b>109</b>	<b>1.1</b>
<b>TOTAL</b>	<b>10,224</b>	<b>126</b>	<b>10,350</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 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 November, 2011 1/.

Usual Residence	Total		Purpose of Visit							
	%	2/	Holiday/ Vacation	Business/ Conference	Visit Friends/ Relatives	Sports	Transit	Others	Not Stated	
<b>Total</b>	<b>10,350</b>	<b>16.9</b>	<b>3,551</b>	<b>936</b>	<b>4,155</b>	<b>356</b>	<b>507</b>	<b>791</b>	<b>54</b>	
American Samoa	1,749	16.9	245	107	833	33	182	340	9	
Fiji	214	2.1	13	80	53	21	32	12	3	
Cook Island	34	0.3	1	7	1	9	13	3	0	
Other Pacific Is	297	2.9	16	80	65	50	33	52	1	
New Zealand	4,550	44.0	1,914	347	1,955	42	79	197	16	
Australia	2,048	19.8	707	148	981	67	30	95	20	
United Kingdom	143	1.4	67	40	14	18	1	3	0	
Scandinavia	22	0.2	20	1	1	0	0	0	0	
Benelux	4	0.0	2	0	0	0	0	2	0	
Germany	119	1.1	100	7	5	6	1	0	0	
Other Europe	172	1.7	98	20	15	13	25	1	0	
U.S.A.	598	5.8	255	41	184	23	32	60	3	
Canada	30	0.3	14	2	4	8	1	1	0	
Japan	59	0.6	16	24	6	2	1	9	1	
China	99	1.0	18	11	20	9	33	8	0	
Other Asia	103	1.0	21	15	10	13	37	7	0	
Other Countries	109	1.1	44	6	8	42	7	1	1	
<b>Percentage Distribution 2/</b>	<b>100</b>		<b>34.3</b>	<b>9.0</b>	<b>40.1</b>	<b>3.4</b>	<b>4.9</b>	<b>7.6</b>	<b>0.5</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 November, 2011 1/.

Carrier	Total		Purpose of Entry			
			Returning Residence	% 2/	Total Visitors	% 2/
<b>Total</b>	<b>13,245</b>	<b>100%</b>	<b>2,895</b>	<b>21.9</b>	<b>10,350</b>	<b>78.1</b>
<b><u>AIR</u></b>						
Poly Blue	4,866	36.7	934	7.1	3,932	29.7
Polynesian	1,964	14.8	511	3.9	1,453	11.0
Inter Island	832	6.3	193	1.5	639	4.8
Air New Zealand	3,916	29.6	730	5.5	3,186	24.1
Air Pacific	1,137	8.6	354	2.7	783	5.9
Other Air Carrier	231	1.7	0	0.0	231	1.7
<b><u>SEA</u></b>						
Lady Naomi	238	1.8	167	1.3	71	0.5
Yacht	0	0.0	0	0.0	0	0.0
Other Sea Carrier	61	0.5	6	0.0	55	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 November, 2011 1/

Duration of Stay	Place of Stay			
	Total	Hotel/Motel	Private	Not Stated
<b>Total</b>	<b>9,843</b>	<b>4,034</b>	<b>5,635</b>	<b>174</b>
1day	476	316	132	28
2days	338	183	147	8
3days	541	247	281	13
4days	598	282	308	8
5days	852	505	342	5
6days	581	380	197	4
7days	1,339	778	549	12
8-14days	2,522	1,092	1,402	28
15-30days	1,193	163	1,007	23
31-60days	441	29	405	7
61-90days	237	5	229	3
91-180days	58	9	48	1
181-365days	41	5	36	0
Not Stated	626	40	552	34
<b>Percentage Distribution 2/</b>	<b>100</b>	<b>41.0</b>	<b>57.2</b>	<b>1.8</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