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GOVERNMENT OF SAMOA

SAMOA BUREAU OF STATISTICS

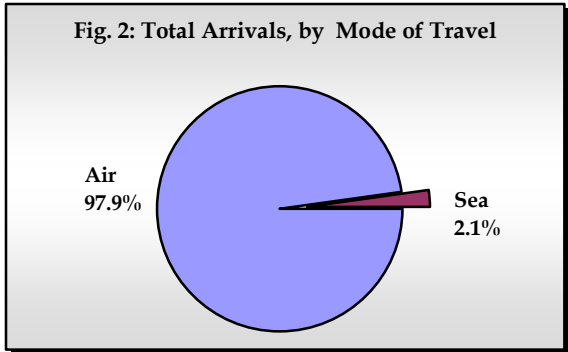
International Arrival Statistics October 2011

Summary:

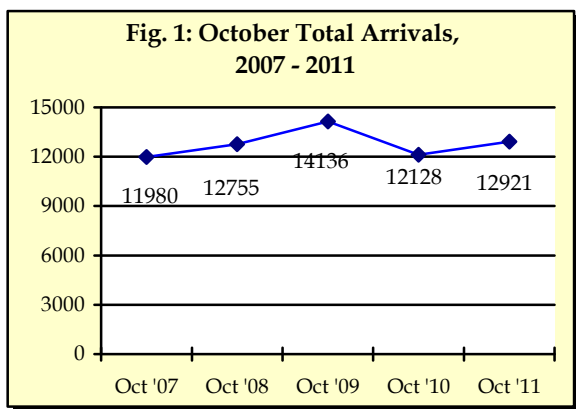
This is the **Tenth** statistical release of a series of monthly International Arrival Statistics Releases for 2011.

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⁾.

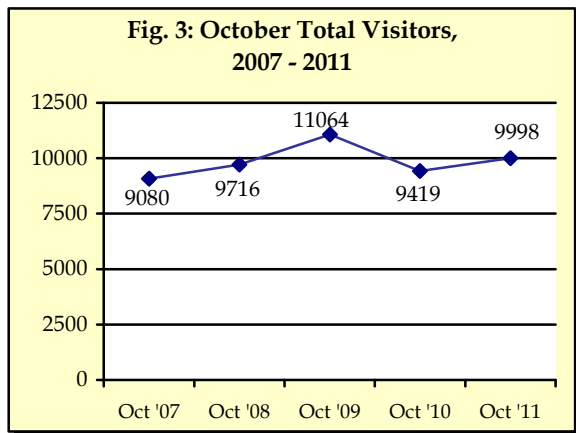
The total International Arrival Statistics recorded for the month of **October 2011** (table 1), reveals an increase of 0.6 percent over the previous month of September and also an increase of 6.5 percent over the corresponding month of October 2010. (Refer Fig. 1).



Overall Visitors numbered 9,998 for October 2011 an increase of 2.5 percent over the previous month and also an increase of 6.1 percent over the corresponding month of October 2010. (Refer Fig. 3). Nearly all (98.7 percent) of total visitors arrived by air carrier, those traveled by sea carrier round up the remaining of 1.3 percent. The visitors' share of 77.4 percent or 9,998 travelers of total arrivals is considerably lower than the 77.7 percent or 9,419 travelers reported in the same period of 2010.

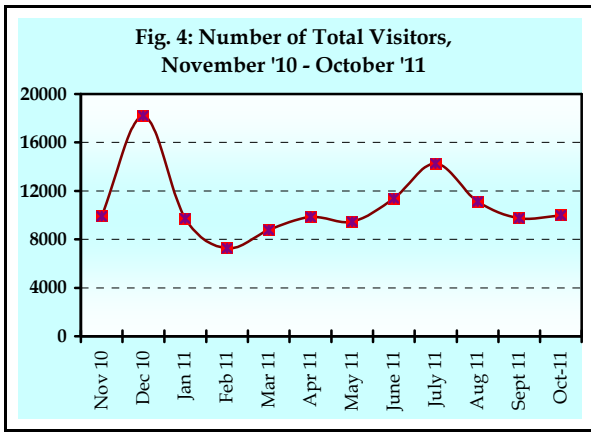


Air is the preferred mode of travel to Samoa, representing 97.9 percent (12,646) of total arrivals, while the remaining 2.1 percent (275) traveled by sea in October 2011. (Refer Fig. 2).



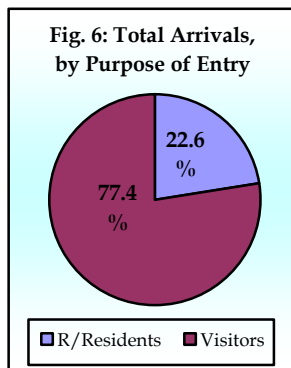
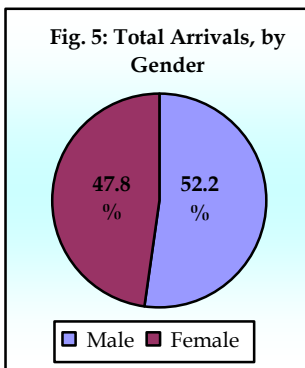
(1): Satitua wharf started operating on November 11th 2010.
(2): Fagalii Airport re-opened on July 1st 2009.

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



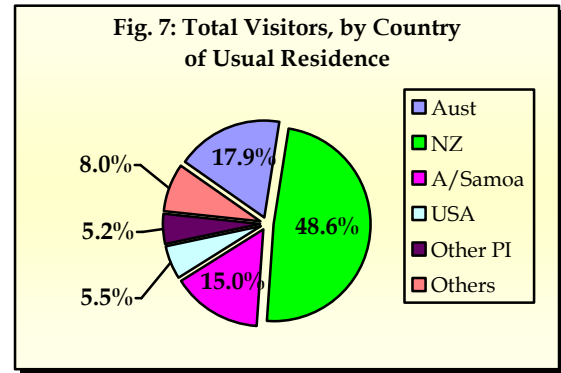
Total Arrivals by age and gender (Table 2) discloses that males recorded just over half of the traveling public at 52.2 percent (as opposed to 53.0 percent reported in October 2010) while their female counterpart constitute the remaining 47.8 percent (compared to 47.0 percent reported in October 2010). (Refer Fig. 5).

Of all arrivals, including transit, 39.4 percent (5,100) were males visitors, 37.9 percent (4,898) were female visitors, 12.7 percent (1,639) were males returning residents and 9.9 percent (1,284) were females returning residents. (Refer Fig. 6). The majority of inbound travelers to Samoa in October 2011 were aged from 25 years to 59 years.

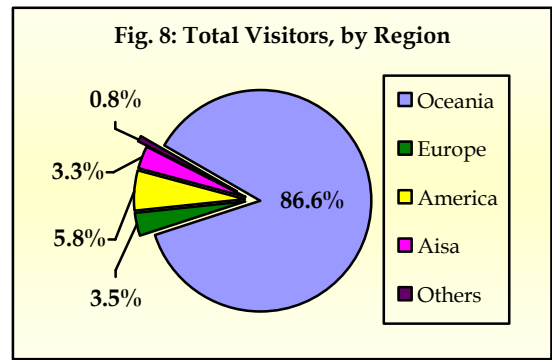


New Zealand remains the leading country in visitors' arrival by country of usual residence (Table 3) accounting for 48.6 percent or 4,862 of total visitors, compared to a share of 44.8 percent or 4,369 visitors reported in the previous month. Australia followed next with a 17.9 percent share (1,787) compared to a share of 23.3 percent or 2,274 visitors reported in the previous month. American Samoa represented 15.0 percent (1,495) in October 2011 compared to 14.5 percent or 1,412 visitors in the previous month and the United States of America anchored the principal source markets with a share of 5.5 percent (545)

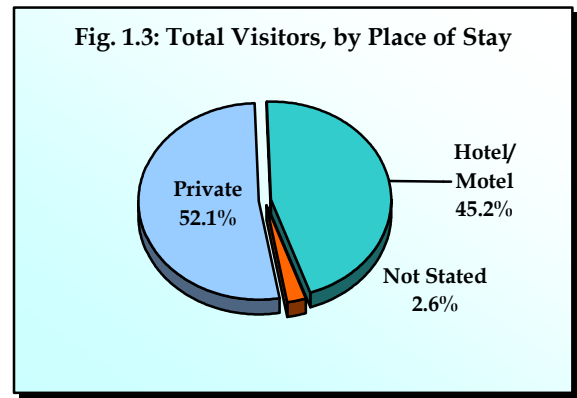
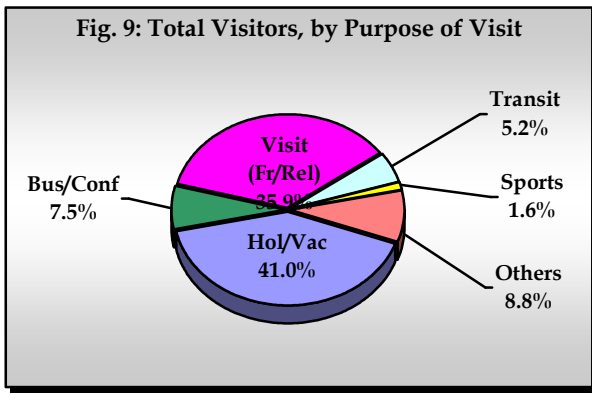
compared to 5.0 percent or 487 visitors reported in the previous month. (Refer Fig. 7).



By region, the Oceanic Region has the highest share of total visitors with 86.6 percent compared to 88.0 percent reported in September 2011, followed by America with 5.8 percent (5.2 percent in September 2011). Europe is next representing 3.5 percent, compared with 3.3 percent reported in the previous month, while Asia represents the lowest share with 3.3 percent, as opposed to 2.9 percent reported in the previous month of September. (Refer Fig. 8).

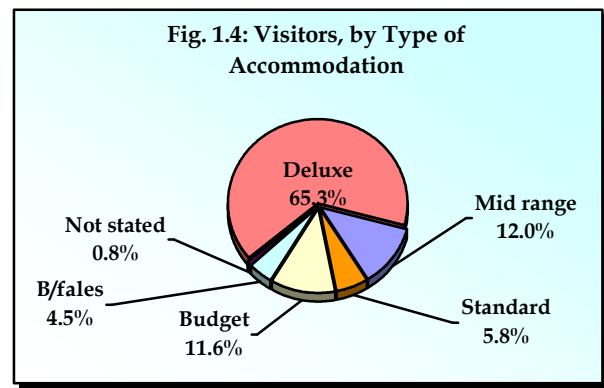
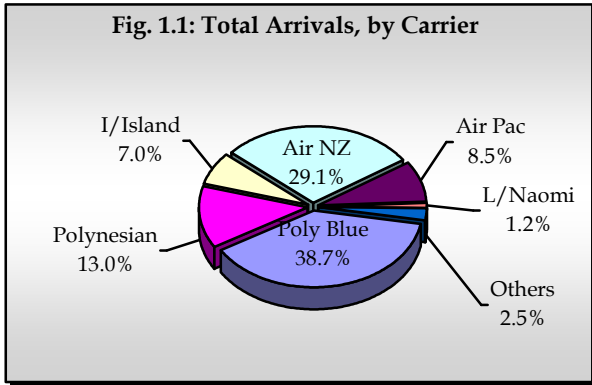


The principal source markets (table 4) namely New Zealand, American Samoa, Australia, and the United States of America constitute 87.0 percent of all visitors visiting Samoa in October 2011. Furthermore, 41.0 percent (4,095) of all visitors entered our shores on holiday/ vacation. Visitors that were here to visit friends/ relatives accounted for 35.9 percent (3,592) of all visitors. Business and Conference had 7.5 percent (752) and those who were here on transit bound for other destinations reported 5.2 percent (519). Sports registered 1.6 percent (163) and those who were here on other matters reported 8.8 percent (567). (Refer Fig. 9).



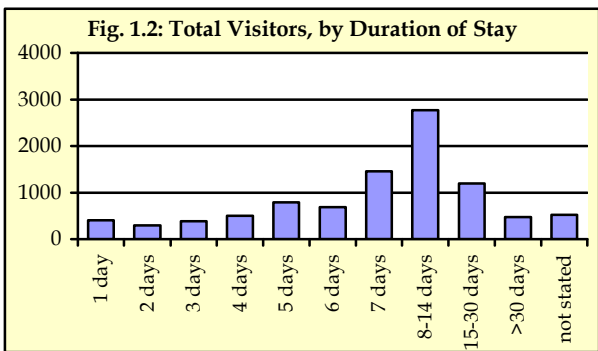
Poly Blue (table 5) was the largest carriers of arrivals during the reference period with a 38.7 percent share (5,004 passengers) followed by Air New Zealand with a 29.1 percent share (3,762 passengers). Polynesian Airlines brought in 13.0 percent (1,676) of total arrivals while Inter Island recorded a share of 7.0 percent (910). Fig. 1.1 depicts a graphical presentation of total arrivals by carrier in October 2011.

Fig. 1.4 depicts a graphical presentation of the number of visitors staying in hotels / motels (4,285) 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). Most visitors, (52.1 percent, 4,943) reported staying in private accommodations or with families/ relatives while 45.2 percent (4,285) stayed in hotels/ motels. The remaining 2.6 percent or 251 visitors did not state their place of stay (Refer Fig. 1.3).



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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	99,410	2,180	101,590	128,753	4,469	133,222	124,176	4,730	128,906	...
2008										
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	16,227	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	-6007
February	7,030	243	7,273	9,387	443	9,830	11,671	592	12,263	-2433
March	8,623	152	8,775	11,241	371	11,612	12,214	518	12,732	-1184
April	9,733	109	9,842	12,473	323	12,796	11,985	351	12,336	460
May	9,234	214	9,448	12,543	444	12,987	12,681	392	13,073	-86
June	11,125	267	11,392	14,192	632	14,824	12,436	751	13,187	1,637
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 1/	9,868	130	9,998	12,646	275	12,921

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 October, 2011 1/.

Age	Purpose of Entry											
	Total			Visitors			Returning Residence			Transit		
	Total	Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female
Total	12,921	6,739	6,182	9,479	4,772	4,707	2,923	1,639	1,284	519	328	191
0 - 4	548	281	267	416	212	204	118	64	54	14	5	9
5 - 9	504	234	270	398	189	209	92	37	55	14	8	6
10 - 14	520	250	270	439	205	234	69	38	31	12	7	5
15 - 19	499	228	271	398	176	222	89	45	44	12	7	5
20 - 24	841	390	451	609	267	342	192	99	93	40	24	16
25 - 29	1,087	537	550	785	372	413	246	128	118	56	37	19
30 - 34	1,105	584	521	814	399	415	241	150	91	50	35	15
35 - 39	1,102	629	473	788	437	351	239	145	94	75	47	28
40 - 44	1,271	682	589	922	456	466	303	194	109	46	32	14
45 - 49	1,237	666	571	910	474	436	278	164	114	49	28	21
50 - 54	1,242	683	559	870	476	394	325	174	151	47	33	14
55 - 59	1,129	586	543	811	405	406	285	157	128	33	24	9
60 - 64	779	430	349	580	320	260	167	89	78	32	21	11
65 - 69	545	305	240	392	218	174	130	76	54	23	11	12
70 - 74	293	147	146	201	100	101	86	45	41	6	2	4
75 +	219	107	112	146	66	80	63	34	29	10	7	3
% Distribution 2/	100	52.2	47.8	73.4	36.9	36.4	22.6	12.7	9.9	4.0	2.5	1.5

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, 2011 1/.

Country of Usual Residence	Mode of Travel			Percentage (%) 2/
	Air	Sea	Total	
OCEANIA	8,564	89	8,653	86.6
American Samoa	1,470	25	1,495	15.0
Fiji	214	1	215	2.2
Cook Island	6	0	6	0.1
Other Pacific Is	255	33	288	2.9
New Zealand	4,841	21	4,862	48.6
Australia	1,778	9	1,787	17.9
EUROPE	326	25	351	3.5
United Kingdom	108	0	108	1.1
Scandinavia	30	2	32	0.3
Benelux	12	0	12	0.1
Germany	70	2	72	0.7
Other Europe	106	21	127	1.3
AMERICA	572	10	582	5.8
U.S.A	535	10	545	5.5
Canada	37	0	37	0.4
ASIA	324	6	330	3.3
Japan	40	2	42	0.4
China	159	1	160	1.6
Other Asia	125	3	128	1.3
OTHERS	82	0	82	0.8
TOTAL	9,868	130	9,998	100%
PERCENTAGE DISTRIBUTION	98.7	1.3	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 October, 2011 1/.

Usual Residence	Purpose of Visit								
	Total		Holiday/ Vacation	Business/ Conference	Visit Friends/ Relatives	Sports	Transit	Others	Not Stated
Total	9,998	% 2/	4,095	752	3,592	163	519	829	48
American Samoa	1,495	15.0	155	67	766	17	123	354	13
Fiji	215	2.2	12	77	45	16	29	36	0
Cook Island	6	0.1	0	2	2	0	1	0	1
Other Pacific Is	288	2.9	13	73	54	60	38	48	2
New Zealand	4,862	48.6	2,637	259	1,622	44	111	168	21
Australia	1,787	17.9	704	136	801	23	46	70	7
United Kingdom	108	1.1	61	8	13	1	4	21	0
Scandinavia	32	0.3	26	2	3	0	1	0	0
Benelux	12	0.1	10	1	0	0	1	0	0
Germany	72	0.7	65	4	2	0	0	1	0
Other Europe	127	1.3	88	9	12	0	2	16	0
U.S.A.	545	5.5	193	40	208	1	33	66	4
Canada	37	0.4	30	2	2	0	2	1	0
Japan	42	0.4	10	17	13	0	0	2	0
China	160	1.6	25	28	16	1	60	30	0
Other Asia	128	1.3	18	20	16	0	60	14	0
Other Countries	82	0.8	48	7	17	0	8	2	0
Percentage Distribution 2/	100		41.0	7.5	35.9	1.6	5.2	8.3	0.5

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, 2011 1/.

Carrier	Total		Purpose of Entry			
			Returning Residence	% 2/	Total Visitors	% 2/
Total	12,921	100%	2,923	22.6	9,998	77.4
<u>AIR</u>						
Poly Blue	5,004	38.7	1094	8.5	3,910	30.3
Polynesian	1,676	13.0	503	3.9	1,173	9.1
Inter Island	910	7.0	204	1.6	706	5.5
Air New Zealand	3,762	29.1	688	5.3	3,074	23.8
Air Pacific	1,093	8.5	262	2.0	831	6.4
Other Air Carrier	201	1.6	27	0.0	174	1.3
<u>SEA</u>						
Lady Naomi	159	1.2	127	1.0	32	0.2
Yacht	21	0.2	0	0.0	21	0.2
Other Sea Carrier	95	0.7	18	0.1	77	0.6

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, 2011 1/

Duration of Stay	Place of Stay			
	Total	Hotel/Motel	Private	Not Stated
Total	9,479	4,285	4,943	251
1day	404	226	156	22
2days	295	152	133	10
3days	382	156	215	11
4days	500	203	281	16
5days	790	502	261	27
6days	686	489	187	10
7days	1,460	977	461	22
8-14days	2,768	1,324	1,406	38
15-30days	1,199	168	1,002	29
31-60days	244	38	201	5
61-90days	117	3	110	4
91-180days	70	5	65	0
181-365days	41	6	34	1
Not Stated	523	36	431	56
Percentage Distribution 2/	100	45.2	52.1	2.6

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