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GOVERNMENT OF SAMOA

# SAMOA BUREAU OF STATISTICS

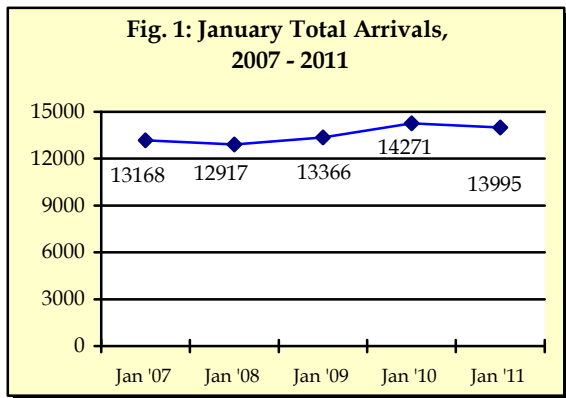
## International Arrival Statistics January 2011

### Summary:

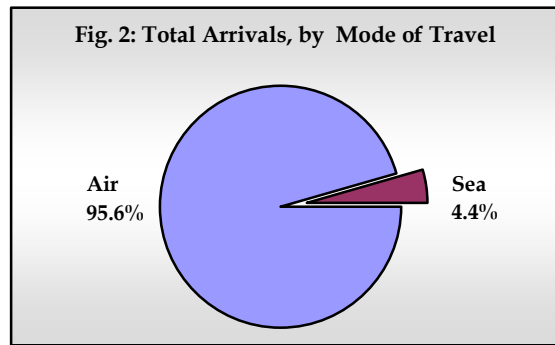
This is the **First** statistical release of a series of monthly International Arrival Statistics Releases for 2011.

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

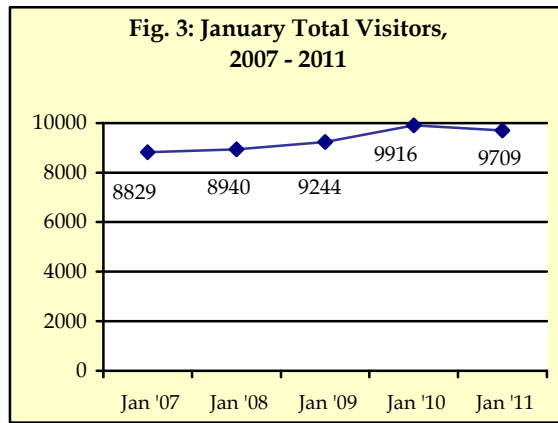
The total International Arrival Statistics recorded for the month of **January 2011** (table 1), reveals a decrease of 35.9 percent over the previous month of December and also a decrease of 1.9 percent over the corresponding month of January 2010. (Refer Fig. 1).



Air being the most preferred mode of travel to Samoa, representing 95.6 percent (13,378) of total arrivals, while the remaining 4.4 percent (617) traveled by sea. (Refer Fig. 2).

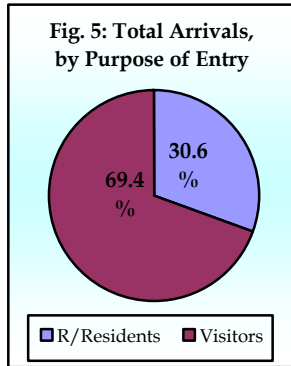
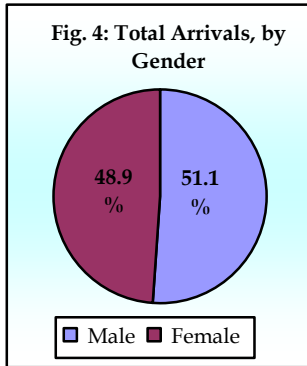


Of total arrivals, Overall Visitors numbering 9,709 for the month under review reveals a significant decrease of 46.6 percent over the previous month and a marginal decrease of 2.1 over the corresponding month of January 2010. (Refer Fig. 3). Considering 96.0 percent of total visitors arrived by air carrier, those traveled by sea carrier round up the remaining 4.0 percent. Visitors' share of 69.4 percent or 9,709 travelers of total arrivals is approximately the same as the 69.5 percent or 9,916 travelers reported in the same period of 2010.

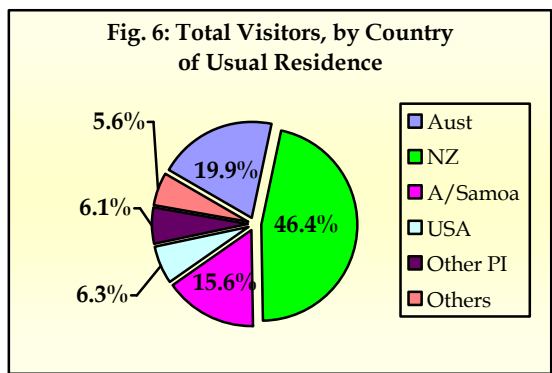


(1): Satittoa wharf started operating on November 11<sup>th</sup> 2010.  
(2): Fagalii Airport re-opened on July 1<sup>st</sup> 2009.

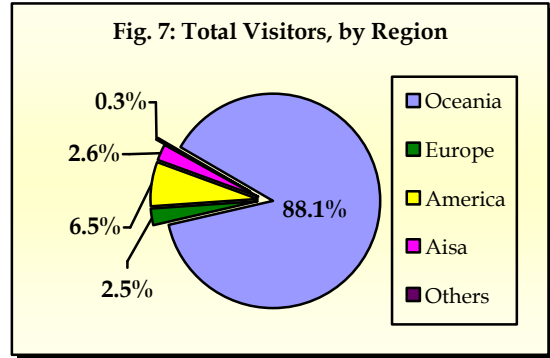
Total Arrivals by age and gender (Table 2) discloses that males recorded just over half of the traveling public at 51.1 percent (as opposed to 51.3 percent reported in January 2010) while their female counterpart constitute the remaining 48.9 percent (compared to 48.7 percent reported in January 2010). (Refer Fig. 4). Of all arrival travelers, overall visitors (including transients) registered 35.2 percent (4,936) for males while females had 34.1 percent (4,773). Returning residents recorded 15.8 percent (2,211) for males while females had 14.8 percent (2,075). (Refer Fig. 5). The majority age for inbound travelers to Samoa in January 2011 ranges from 15 years to 54 years.



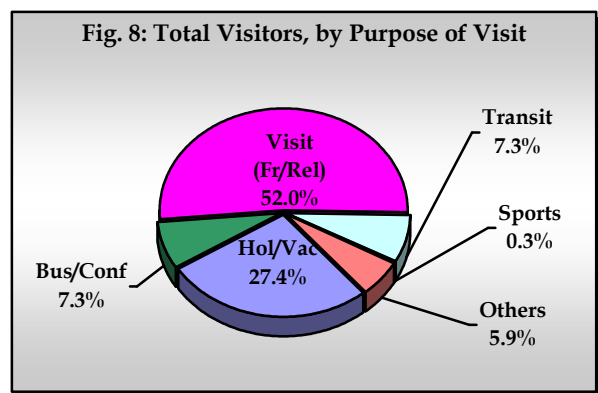
New Zealand still remains as the leading country in visitors' arrival by country of usual residence (Table 3) accounting for almost half (46.4 percent) or 4,502 of total visitors, compared to a share of 39.9 percent or 7,258 visitors reported in the previous month. Australia followed in with a distant 19.9 percent share (1,933) compared to a share of 27.2 percent or 4,945 visitors reported in the previous month, which is then pursued by American Samoa with 15.6 percent (1,519) compared to 20.8 percent or 3,787 visitors reported in December 2010 while the United States of America anchored the principal source markets with a share of 6.3 percent (609) compared to 5.9 percent or 1,068 visitors reported in the previous month. (Refer Fig. 6).



By region, the Oceanic Region portrays the highest share of total visitors with 88.1 percent as oppose to a share of 91.1 percent reported in December 2010, followed by America and Europe with 6.5 percent (6.1 percent in December 2010) and 2.5 percent (1.3 percent in December 2010) respectively. The Asian region exhibits the lowest share with only 2.6 percent compared to a 1.4 percent share reported in the previous month of December. (Refer Fig. 7).

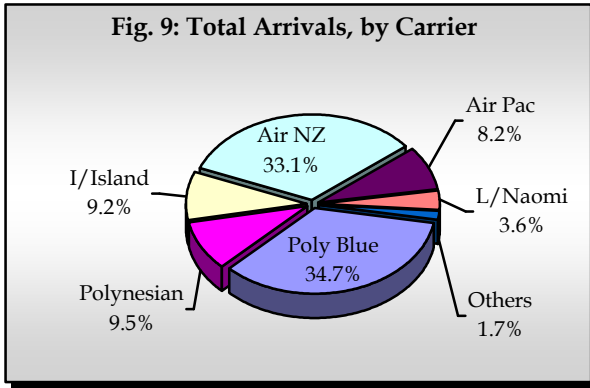


Immense gains from principal source markets (table 4) namely New Zealand, American Samoa, Australia, and the United States of America constitute 88.2 percent of all visitors visiting Samoa in January 2011. Furthermore, 27.4 percent (2,656) of all visitors entered our shores on holiday/ vacation. Visitors that were here to visit friends/ relatives accounted for over half or 52.0 percent (5,044) of all visitors. Business and Conference had 7.3 percent (704) and those who were here on transit bound for other destinations also reported 7.3 percent (709). Sports registered a 0.3 percent (30) and those who were here on other matters reported 5.9 percent (566). (Refer Fig. 8).

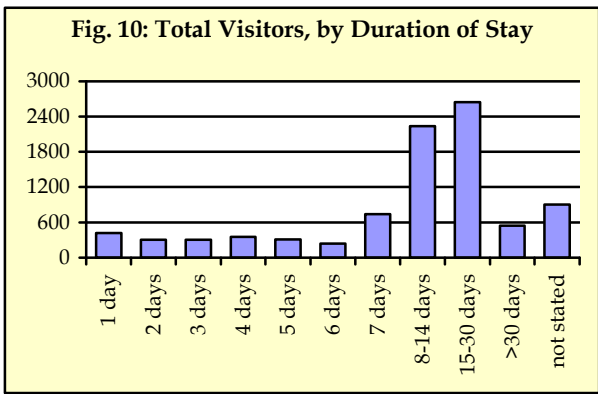
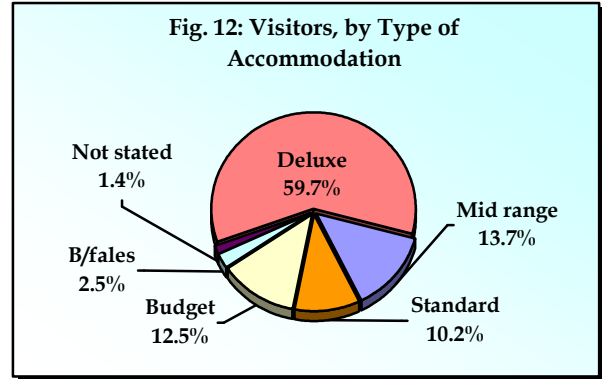
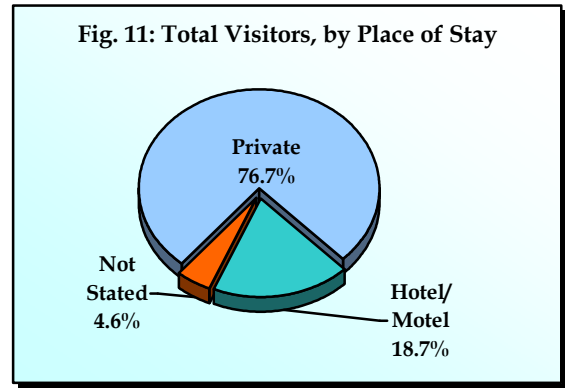


Poly Blue (table 5) leads the way of arrival by carriers' during the reference period with a 34.7 percent share (4,862 passengers) followed by Air New Zealand with a 33.1 percent share (4,631 passengers). Polynesian Airlines brought in 9.5 percent (1,326) of total arrivals while Inter Island recorded a share of 9.2 percent (1,286). Air Pacific recorded an 8.2 percent share (1,146) and Lady Naomi had a 3.6 percent share (505) while other carriers round up the remaining 1.7

percent (46). This is graphically presented in Fig. 9 below.



The usual trend of visitor's duration of stay in Samoa (Table 6) is eight days up to a month. (Refer Fig. 10). In addition to this, 76.7 percent (6,902) of visitors reported staying with private accommodations or families/ relatives while 18.7 percent (1,683) stayed in hotels/ motels. The remaining 4.6 percent or 415 visitors did not state their place of stay (Refer Fig. 11). Moreover, Fig. 12 depicts a graphical presentation of the number of visitors arrived (1,683) 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.

**Leota Ali'ielua Salani**  
**ACTING 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>3,699</b>	<b>122,352</b>	<b>150,584</b>	<b>7,631</b>	<b>158,215</b>	<b>158,231</b>	<b>8,578</b>	<b>166,809</b>	<b>-8,594</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>126,957</b>	<b>2,530</b>	<b>129,487</b>	<b>162,044</b>	<b>5,539</b>	<b>167,583</b>	<b>137,399</b>	<b>4,963</b>	<b>142,362</b>	<b>25,221</b>
2011	<b>9,317</b>	<b>392</b>	<b>9,709</b>	<b>13,378</b>	<b>617</b>	<b>13,995</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	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	18,019	412	18,431	<b>-4,160</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	11,342	500	11,842	<b>100</b>
April	8,811	178	8,989	11,731	893	12,624	12,203	890	13,093	<b>-469</b>
May	9,733	215	9,948	13,088	420	13,508	12,110	680	12,790	<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	16,693	304	16,997	<b>-1,433</b>
August	10,724	149	10,873	13,378	308	13,686	<b>14,036</b>	530	<b>14,566</b>	<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	9,748	142	9,890	12,674	365	13,039	...	...	...	...
December	17,657	532	18,189	<b>20,911</b>	913	<b>21,824</b>	...	...	...	...
<b>2011</b>										
<b>January 1/</b>	<b>9,317</b>	<b>392</b>	<b>9,709</b>	<b>13,378</b>	<b>617</b>	<b>13,995</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
- : Revised Figures

Table 2: Total Arrivals by Age, Purpose of Entry and Gender, January 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>13,995</b>	<b>7,147</b>	<b>6,848</b>	<b>9,000</b>	<b>4,498</b>	<b>4,502</b>	<b>4,286</b>	<b>2,211</b>	<b>2,075</b>	<b>709</b>	<b>438</b>	<b>271</b>
0 - 4	743	373	370	478	246	232	243	116	127	22	11	11
5 - 9	813	398	415	523	249	274	255	133	122	35	16	19
10 - 14	914	470	444	533	266	267	355	193	162	26	11	15
15 - 19	1,229	617	612	679	318	361	446	221	225	104	78	26
20 - 24	1,132	509	623	710	295	415	374	187	187	48	27	21
25 - 29	1,066	477	589	684	283	401	333	167	166	49	27	22
30 - 34	997	507	490	635	309	326	302	156	146	60	42	18
35 - 39	1,036	569	467	680	364	316	288	164	124	68	41	27
40 - 44	1,154	592	562	752	380	372	334	173	161	68	39	29
45 - 49	1,093	590	503	757	401	356	276	149	127	60	40	20
50 - 54	1,050	552	498	692	366	326	305	153	152	53	33	20
55 - 59	916	470	446	619	325	294	261	120	141	36	25	11
60 - 64	768	427	341	539	301	238	199	109	90	30	17	13
65 - 69	571	326	245	396	226	170	152	84	68	23	16	7
70 - 74	268	151	117	178	98	80	75	44	31	15	9	6
75 +	245	119	126	145	71	74	88	42	46	12	6	6
Not Stated	0	0	0	0	0	0	0	0	0	0	0	0
<b>% Distribution 2/</b>	<b>100</b>	<b>51.1</b>	<b>48.9</b>	<b>64.3</b>	<b>32.1</b>	<b>32.2</b>	<b>30.6</b>	<b>15.8</b>	<b>14.8</b>	<b>5.1</b>	<b>3.1</b>	<b>1.9</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 January, 2011 1/.

Country of Usual Residence	Mode of Travel			Percentage (%) 2/
	Air	Sea	Total	
<b>OCEANIA</b>	<b>8,169</b>	<b>385</b>	<b>8,554</b>	<b>88.1</b>
American Samoa	1,469	50	1,519	<b>15.6</b>
Fiji	256	1	257	<b>2.6</b>
Cook Island	20	0	20	<b>0.2</b>
Other Pacific Is	262	61	323	<b>3.3</b>
New Zealand	4,353	149	4,502	<b>46.4</b>
Australia	1,809	124	1,933	<b>19.9</b>
<b>EUROPE</b>	<b>243</b>	<b>1</b>	<b>244</b>	<b>2.5</b>
United Kingdom	87	0	87	<b>0.9</b>
Scandinavia	35	0	35	<b>0.4</b>
Benelux	4	0	4	<b>0.0</b>
Germany	48	1	49	<b>0.5</b>
Other Europe	69	0	69	<b>0.7</b>
<b>AMERICA</b>	<b>627</b>	<b>5</b>	<b>632</b>	<b>6.5</b>
U.S.A	604	5	609	<b>6.3</b>
Canada	23	0	23	<b>0.2</b>
<b>ASIA</b>	<b>252</b>	<b>1</b>	<b>253</b>	<b>2.6</b>
Japan	39	0	39	<b>0.4</b>
China	104	1	105	<b>1.1</b>
Other Asia	109	0	109	<b>1.1</b>
<b>OTHERS</b>	<b>26</b>	<b>0</b>	<b>26</b>	<b>0.3</b>
<b>NOT STATED</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0.0</b>
<b>TOTAL</b>	<b>9,317</b>	<b>392</b>	<b>9,709</b>	<b>100%</b>
<b>PERCENTAGE DISTRIBUTION</b>	<b>96.0</b>	<b>4.0</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 is 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 January, 2011 1/.

Usual Residence	Purpose of Visit								
	Total		Holiday/ Vacation	Business/ Conference	Visit Friends/ Relatives	Sports	Transit	Others	Not Stated
<b>Total</b>	<b>9,709</b>	<b>% 2/</b>	<b>2,656</b>	<b>704</b>	<b>5,044</b>	<b>30</b>	<b>709</b>	<b>357</b>	<b>209</b>
American Samoa	1,519	<b>15.6</b>	152	68	923	6	304	35	31
Fiji	257	<b>2.6</b>	21	63	71	1	52	22	27
Cook Island	20	<b>0.2</b>	7	6	5	0	2	0	0
Other Pacific Is	323	<b>3.3</b>	21	54	103	0	62	76	7
New Zealand	4,502	<b>46.4</b>	1,377	275	2,543	11	83	137	76
Australia	1,933	<b>19.9</b>	628	133	1,010	12	56	59	35
United Kingdom	87	<b>0.9</b>	44	17	22	0	2	0	2
Scandinavia	35	<b>0.4</b>	31	1	2	0	0	1	0
Benelux	4	<b>0.0</b>	2	0	1	0	0	1	0
Germany	49	<b>0.5</b>	43	2	1	0	1	2	0
Other Europe	69	<b>0.7</b>	55	5	7	0	1	1	0
U.S.A.	609	<b>6.3</b>	198	38	276	0	66	14	17
Canada	23	<b>0.2</b>	15	1	4	0	3	0	0
Japan	39	<b>0.4</b>	9	13	14	0	0	1	2
China	105	<b>1.1</b>	17	9	33	0	39	4	3
Other Asia	109	<b>1.1</b>	22	16	26	0	33	3	9
Other Countries	26	<b>0.3</b>	14	3	3	0	5	1	0
Not Stated	0	<b>0.0</b>	0	0	0	0	0	0	0
<b>Percentage Distribution</b>	<b>100</b>		<b>27.4</b>	<b>7.3</b>	<b>52.0</b>	<b>0.3</b>	<b>7.3</b>	<b>3.7</b>	<b>2.2</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 January, 2011 1/.

Carrier	Total		Purpose of Entry			
			Returning Residence	% 2/	Total Visitors	% 2/
<b>Total</b>	<b>13,995</b>	<b>100%</b>	<b>4,286</b>	<b>30.6</b>	<b>9,709</b>	<b>69.4</b>
<b><u>AIR</u></b>						
Poly Blue	4,862	34.7	1647	11.8	3,215	23.0
Polynesian	1,326	9.5	412	2.9	914	6.5
Inter Island	1,286	9.2	319	2.3	967	6.9
Air New Zealand	4,631	33.1	1419	10.1	3,212	23.0
Air Pacific	1,146	8.2	262	1.9	884	6.3
Other Air Carrier	127	0.9	2	0.0	125	0.9
<b><u>SEA</u></b>						
Lady Naomi	505	3.6	213	1.5	292	2.1
Yacht	0	0.0	0	0.0	0	0.0
Other Sea Carrier	112	0.8	12	0.1	100	0.7

Table 6: Visitors by Duration of Stay and Place of Stay January, 2011 1/.

Duration of Stay	Place of Stay			
	Total	Hotel/Motel	Private	Not Stated
<b>Total</b>	<b>9,000</b>	<b>1,683</b>	<b>6,902</b>	<b>415</b>
1day	420	228	144	48
2days	303	78	206	19
3days	305	99	195	11
4days	352	104	237	11
5days	310	119	180	11
6days	239	84	152	3
7days	738	256	466	16
8-14days	2,238	484	1,684	70
15-30days	2,649	158	2,418	73
31-60days	229	27	194	8
61-90days	114	9	102	3
91-180days	113	7	101	5
181-365days	80	2	77	1
>1year	6	0	6	0
Not Stated	904	28	740	136
<b>Percentage Distribution % 2/</b>	<b>100</b>	<b>18.7</b>	<b>76.7</b>	<b>4.6</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