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GOVERNMENT OF SAMOA
SAMOA BUREAU OF STATISTICS

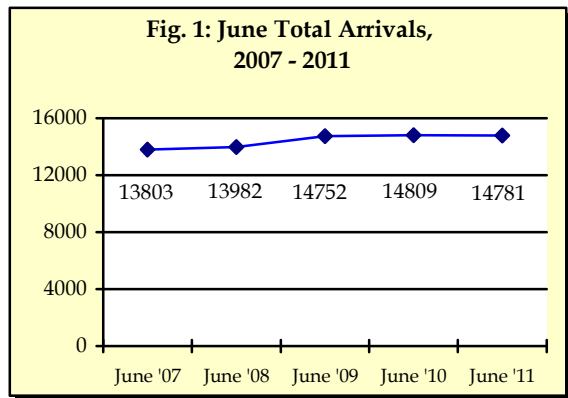
**International Arrival Statistics
June 2011**

Summary:

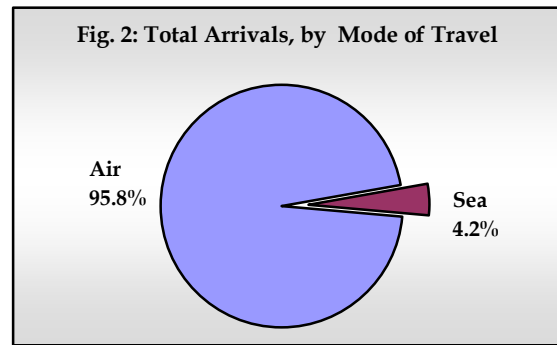
This is the **Sixth** statistical release of a series of monthly International Arrival Statistics Releases for 2011.

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 ⁽¹⁾ (iii) Faleolo and (iv) Fagalii International Airports ⁽²⁾.

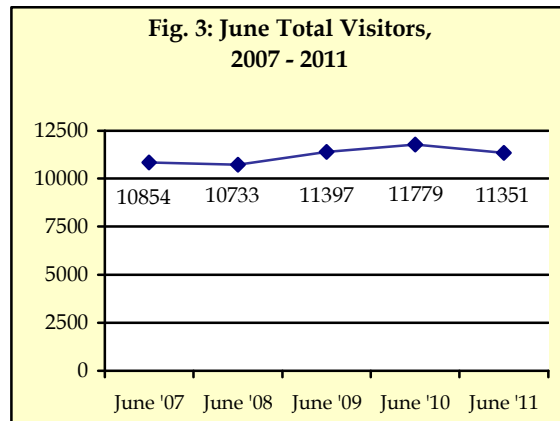
The total International Arrival Statistics recorded for the month of **June 2011** (table 1), reveals an increase of 14.1 percent over the previous month of May and an inconsequential decrease of 0.2 percent over the corresponding month of June 2010. (Refer Fig. 1).



Air being the most preferred mode of travel to Samoa, representing 95.8 percent (14,164) of total arrivals, while the remaining 4.2 percent (617) traveled by sea. (Refer Fig. 2).

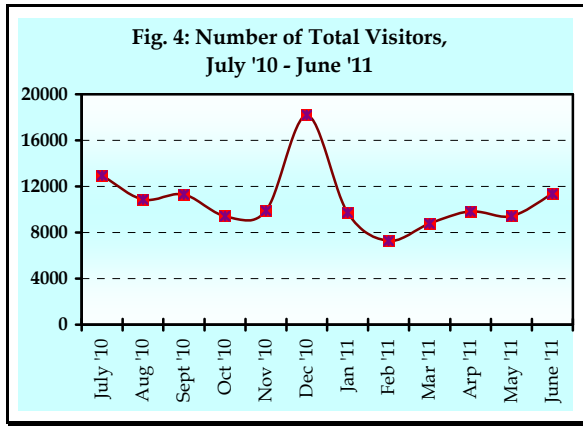


Of total arrivals, Overall Visitors numbering 11,351 for the month under review reveals a colossal increase of 20.6 percent over the previous month but a decrease of 3.6 percent over the corresponding month of June 2010. (Refer Fig. 3). Considering 97.8 percent of total visitors arrived by air carrier, those traveled by sea carrier round up the remaining 2.2 percent. Visitors' share of 76.8 percent or 11,351 travelers of total arrivals is slightly lower than the 79.5 percent or 11,779 travelers reported in the same period of 2010.



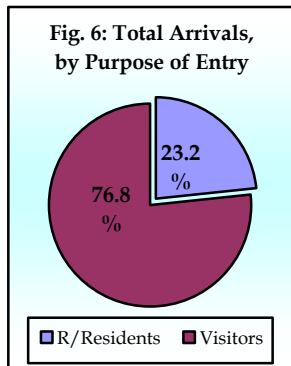
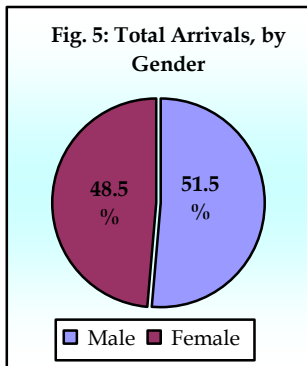
(1): Satittoa wharf started operating on November 11th 2010.
(2): Fagalii Airport re-opened on July 1st 2009.

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

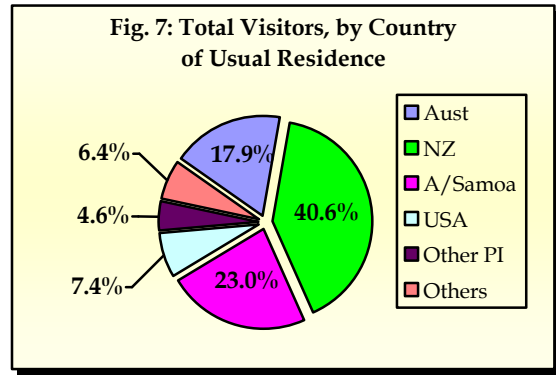


Total Arrivals by age and gender (Table 2) discloses that males recorded just over half of the traveling public at 51.5 percent (as opposed to 52.5 percent reported in June 2010) while their female counterpart constitute the remaining 48.5 percent (compared with 47.5 percent reported in June 2010). (Refer Fig. 5).

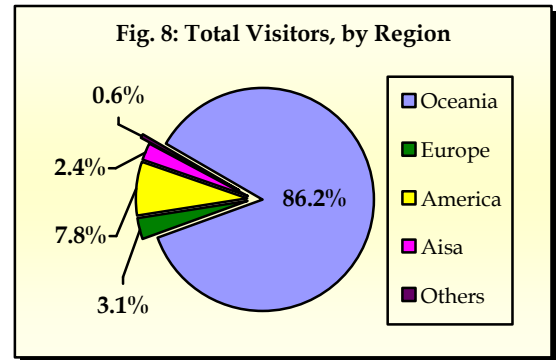
Of all arrival travelers, overall visitors (including transients) registered 39.1 percent (5,779) for males while females had 37.7 percent (5,572). Returning residents recorded 12.4 percent (1,826) for males while females had 10.9 percent (1,604). (Refer Fig. 6). The majority age for inbound travelers to Samoa in June 2011 ranges from 20 years to 59 years.



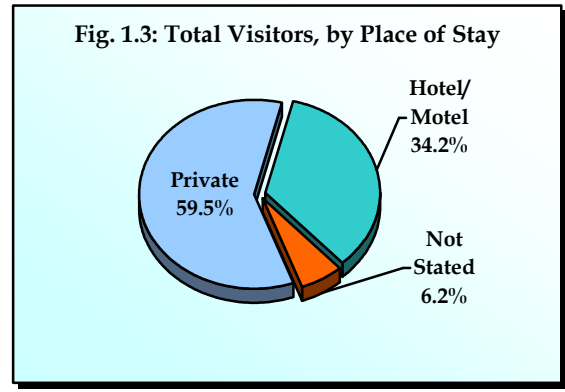
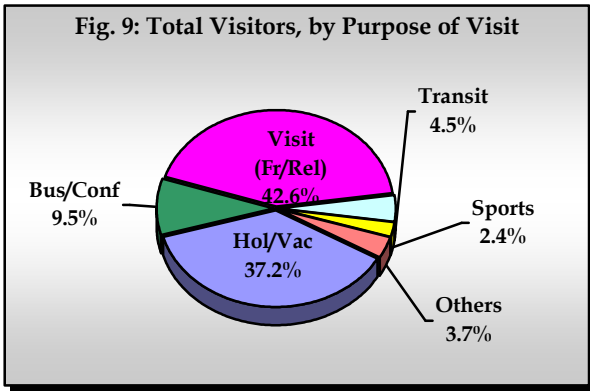
New Zealand still remains as the leading country in visitors' arrival by country of usual residence (Table 3) accounting for 40.6 percent or 4,614 of total visitors, compared to a share of 43.1 percent or 4,062 visitors reported in the previous month. American Samoa followed next with a distant 23.0 percent share (2,615) compared to a share of 18.7 percent or 1,763 visitors reported in the previous month, which is then pursued by Australia with 17.9 percent (2,029) compared to 18.0 percent or 1,695 visitors reported in May 2011 while the United States of America anchored the principal source markets with a distant share of 7.4 percent (844) compared to 7.1 percent or 664 visitors reported in the previous month. (Refer Fig. 7).



By region, the Oceanic Region portrays the highest share of total visitors with 86.2 percent which is slightly higher than the 85.7 percent reported in May 2011, then followed by America with 7.8 percent (7.6 percent in May 2011). Europe is next representing 3.1 percent, compared with 3.3 percent reported in the previous month, while Asia represents the lowest share with 2.4, as opposed to 2.5 percent reported in the previous month of May. (Refer Fig. 8).

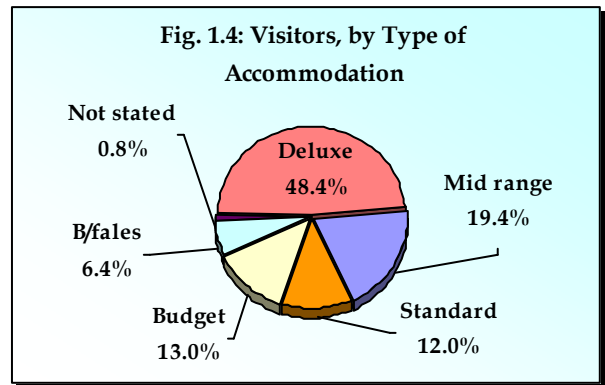
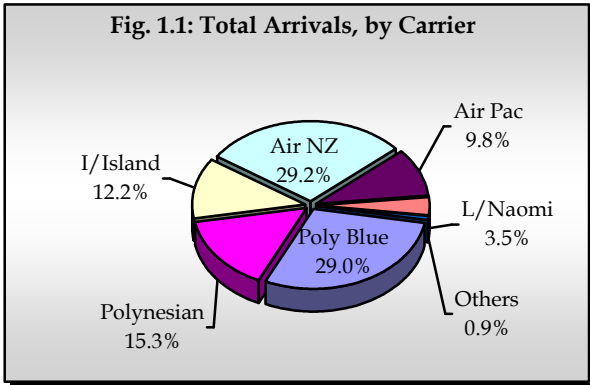


Immense gains from principal source markets (table 4) namely New Zealand, American Samoa, Australia, and the United States of America accounts for 88.9 percent of all visitors visiting Samoa in June 2011. Furthermore, 42.6 percent (4,838) of all visitors entered our shores to Visit Friends/ Relatives. Visitors that were here on Holiday/ Vacation accounted for 37.2 percent (4,226) of all visitors. Business and Conference had 9.5 percent (1,081) and those who were here on transit bound for other destinations reported 4.5 percent (513). Sports registered 2.4 percent (269) and those who were here on other matters reported 3.7 percent (424). (Refer Fig. 9).



Air New Zealand (table 5) leads the way of arrival by carriers' during the reference period with a 29.2 percent share (4,323 passengers) which is then closely trailed by Poly Blue with a 29.0 percent share (4,286 passengers). Polynesian Airlines brought in 15.3 percent (2,268) of total arrivals while Inter Island recorded a share of 12.2 percent (1,806). Fig. 1.1 depicts a graphical presentation of total arrivals by carrier in June 2011.

Fig. 1.4 depicts a graphical presentation of the number of visitors arrived (3,712) by type of accommodation (hotel/ motel), within the reference month.



The usual trend of visitor's duration of stay in Samoa (Table 6) is seven days up to a month. (Refer Fig. 1.2). In addition to this, 59.5 percent (6,453) of visitors reported staying with private accommodations or families/ relatives while 34.2 percent (3,712) stayed in hotels/ motels. The remaining 6.2 percent or 673 visitors did not state their place of stay (Refer Fig. 1.3).

Detailed information is attached in Tables 1 – 6 for a more detailed analysis of International Arrival Statistics within the reference period.

Muagututi'a Sefuiva Reupena
GOVERNMENT STATISTICIAN

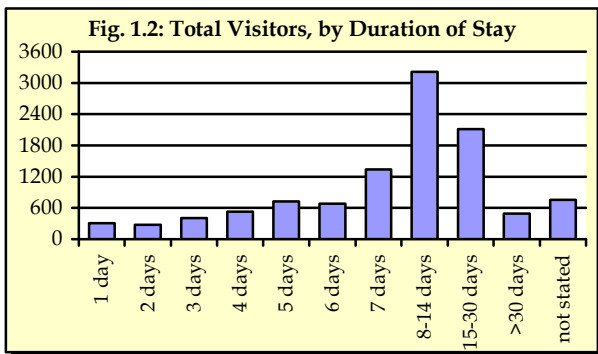


Table 1: Monthly Arrival and Departure by Mode of Travel and Net Migration, 2008 - 2011.

Period	Visitors Arrivals			Total Arrivals			Total Departures			Net Migration
	Air	Sea	Total	Air	Sea	Total	Air	Sea	Total	
2004	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	55,038	1,335	56,373	73,190	2,787	75,977	43,290	1,720	45,010	...
2008										
June	10,299	434	10,733	13,069	913	13,982	12,298	744	13,042	940
July	12,511	424	12,935	15,436	750	16,186	16,449	1,230	17,679	-1493
August	10,539	313	10,852	13,233	720	13,953	13,770	921	14,691	-738
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	19405	610	20015	-6007
February	7,030	243	7,273	9,387	443	9,830	11671	592	12263	-2433
March	8,623	152	8,775	11,241	371	11,612	12214	518	12732	-1184
April	9,733	109	9,842	12,473	323	12,796
May	9,234	180	9,414	12,543	407	12,950
June 1/	11,099	252	11,351	14,164	617	14,781

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 June, 2011 1/.

Age	Purpose of Entry											
	Total			Visitors			Returning Residence			Transit		
	Total	Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female
Total	14,781	7,605	7,176	10,838	5,479	5,359	3,430	1,826	1,604	513	300	213
0 - 4	667	334	333	513	261	252	128	63	65	26	10	16
5 - 9	609	311	298	489	255	234	99	47	52	21	9	12
10 - 14	662	310	352	521	243	278	110	56	54	31	11	20
15 - 19	961	445	516	739	347	392	179	76	103	43	22	21
20 - 24	1,309	632	677	917	422	495	357	186	171	35	24	11
25 - 29	1,256	623	633	912	415	497	297	177	120	47	31	16
30 - 34	1,140	610	530	807	409	398	297	176	121	36	25	11
35 - 39	1,200	650	550	838	435	403	311	183	128	51	32	19
40 - 44	1,197	624	573	828	432	396	315	163	152	54	29	25
45 - 49	1,342	685	657	995	505	490	295	150	145	52	30	22
50 - 54	1,338	711	627	987	512	475	316	177	139	35	22	13
55 - 59	1,113	582	531	829	430	399	250	130	120	34	22	12
60 - 64	859	469	390	645	355	290	190	96	94	24	18	6
65 - 69	557	319	238	423	246	177	124	68	56	10	5	5
70 - 74	309	167	142	219	122	97	83	40	43	7	5	2
75 +	262	133	129	176	90	86	79	38	41	7	5	2
% Distribution 2/	100	51.5	48.5	73.3	37.1	36.3	23.2	12.4	10.9	3.5	2.0	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 June, 2011 1/.

Country of Usual Residence	Mode of Travel			Percentage (%) 2/
	Air	Sea	Total	
OCEANIA	9,572	211	9,783	86.2
American Samoa	2,509	106	2,615	23.0
Fiji	218	0	218	1.9
Cook Island	11	0	11	0.1
Other Pacific Is	242	54	296	2.6
New Zealand	4,569	45	4,614	40.6
Australia	2,023	6	2,029	17.9
EUROPE	336	15	351	3.1
United Kingdom	85	2	87	0.8
Scandinavia	36	5	41	0.4
Benelux	15	1	16	0.1
Germany	114	4	118	1.0
Other Europe	86	3	89	0.8
AMERICA	860	20	880	7.8
U.S.A	828	16	844	7.4
Canada	32	4	36	0.3
ASIA	267	3	270	2.4
Japan	35	2	37	0.3
China	111	0	111	1.0
Other Asia	121	1	122	1.1
OTHERS	64	3	67	0.6
TOTAL	11,099	252	11,351	100%
PERCENTAGE DISTRIBUTION	97.8	2.2	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 June, 2011 1/.

Usual Residence	Purpose of Visit								
	Total		Holiday/ Vacation	Business/ Conference	Visit Friends/ Relatives	Sports	Transit	Others	Not Stated
Total	11,351	% 2/	4,226	1,081	4,838	269	513	274	150
American Samoa	2,615	23.0	611	113	1,409	42	235	141	64
Fiji	218	1.9	22	72	79	15	21	4	5
Cook Island	11	0.1	2	1	3	4	0	1	0
Other Pacific Is	296	2.6	39	45	96	71	32	10	3
New Zealand	4,614	40.6	2,111	385	1,877	48	88	61	44
Australia	2,029	17.9	826	295	774	57	30	26	21
United Kingdom	87	0.8	49	11	20	4	0	2	1
Scandinavia	41	0.4	32	4	4	1	0	0	0
Benelux	16	0.1	11	3	2	0	0	0	0
Germany	118	1.0	99	7	8	0	2	2	0
Other Europe	89	0.8	57	4	18	8	1	0	1
U.S.A.	844	7.4	261	78	445	16	19	20	5
Canada	36	0.3	15	6	12	0	1	1	1
Japan	37	0.3	20	7	5	1	1	1	2
China	111	1.0	24	18	28	0	36	3	2
Other Asia	122	1.1	14	31	36	2	37	1	1
Other Countries	67	0.6	33	1	22	0	10	1	0
Percentage Distribution 2/	100		37.2	9.5	42.6	2.4	4.5	2.4	1.3

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 June, 2011 1/.

Carrier	Total		Purpose of Entry			
			Returning Residence	% 2/	Total Visitors	% 2/
Total	14,781	100%	3,430	23.2	11,351	76.8
<u>AIR</u>						
Poly Blue	4,286	29.0	931	6.3	3,355	22.7
Polynesian	2,268	15.3	636	4.3	1,632	11.0
Inter Island	1,806	12.2	397	2.7	1,409	9.5
Air New Zealand	4,323	29.2	697	4.7	3,626	24.5
Air Pacific	1,452	9.8	404	2.7	1,048	7.1
Other Air Carrier	29	0.2	0	0.0	29	0.2
<u>SEA</u>						
Lady Naomi	518	3.5	354	2.4	164	1.1
Yacht	23	0.2	2	0.0	21	0.1
Other Sea Carrier	76	0.5	9	0.1	67	0.5

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 June, 2011 1/.

Duration of Stay	Place of Stay			
	Total	Hotel/Motel	Private	Not Stated
Total	10,838	3,712	6,453	673
1day	308	95	150	63
2days	276	118	136	22
3days	403	173	206	24
4days	531	234	267	30
5days	723	382	296	45
6days	684	436	219	29
7days	1,338	725	546	67
8-14days	3,213	1224	1,852	137
15-30days	2,114	237	1,780	97
31-60days	217	26	182	9
61-90days	137	4	126	7
91-180days	99	12	85	2
181-365days	37	10	23	4
Not Stated	758	36	585	137
Percentage Distribution 2/	100	34.2	59.5	6.2

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