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GOVERNMENT OF SAMOA

SAMOA BUREAU OF STATISTICS

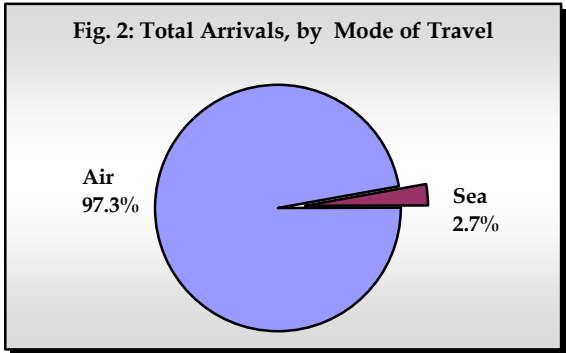
International Arrival Statistics August 2011

Summary:

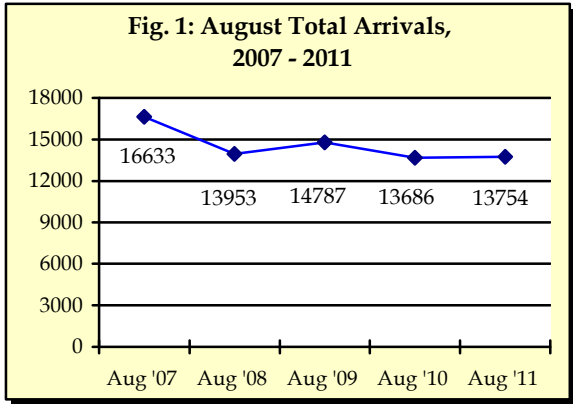
This is the **Eighth** statistical release of a series of monthly International Arrival Statistics Releases for 2011.

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⁾.

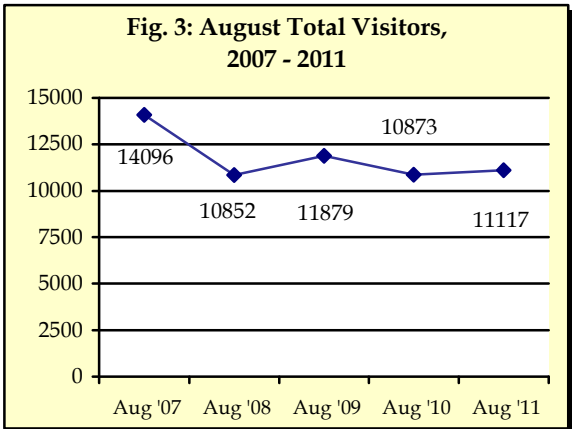
The total International Arrival Statistics recorded for the month of **August 2011** (table 1), reveals a decrease of 22.0 percent over the previous month of July but a marginal increase of 0.5 percent over the corresponding month of August 2010. (Refer Fig. 1).



Of total arrivals, Overall Visitors numbering 11,117 for the month under review reveals a vast decrease of 22.0 percent over the previous month but an increase of 2.2 percent over the corresponding month of August 2010. (Refer Fig. 3). Considering 98.0 percent of total visitors arrived by air carrier, those traveled by sea carrier round up the remaining of 2.0 percent. Visitors' share of 80.8 percent or 11,117 travelers of total arrivals is slightly higher than the 79.4 percent or 10,873 travelers reported in the same period of 2010.

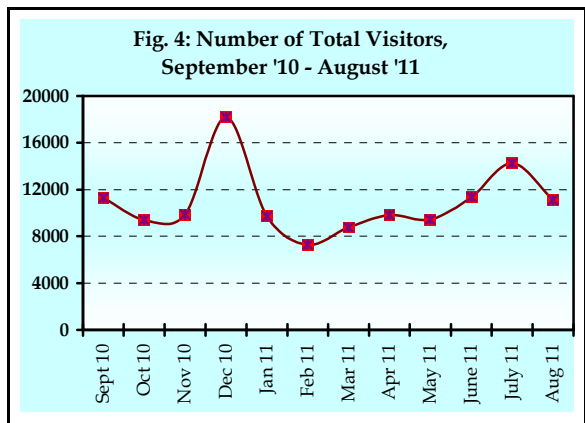


Air being the most preferred mode of travel to Samoa, representing 97.3 percent (13,382) of total arrivals, while the remaining 2.7 percent (372) traveled by sea. (Refer Fig. 2).



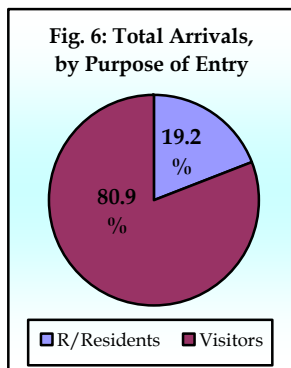
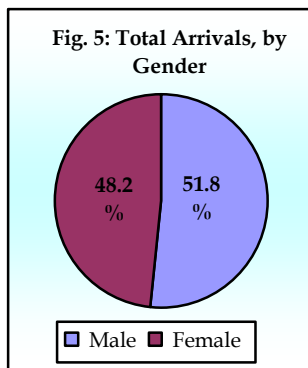
(1): Satittoa wharf started operating on November 11th 2010.
(2): Fagalii Airports re-opened on July 1st 2009.

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



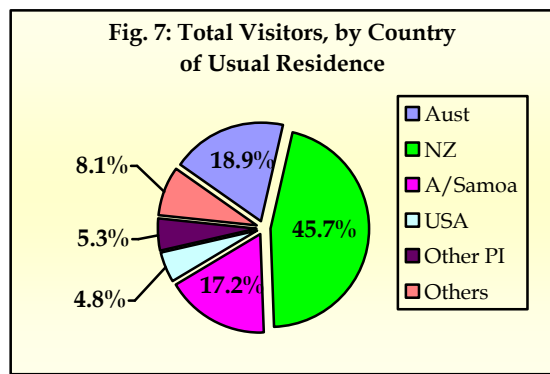
Total Arrivals by age and gender (Table 2) discloses that males recorded just over half of the traveling public at 51.8 percent (as opposed to 54.0 percent reported in August 2010) while their female counterpart constitute the remaining 48.2 percent (compared to 46.0 percent reported in August 2010). (Refer Fig. 5).

Of all arrival travelers, overall visitors (including transients) registered 40.8 percent (5,600) for males while females had 40.1 percent (5,517). Returning residents recorded 11.1 percent (1,526) for males while females had 8.1 percent (1,111). (Refer Fig. 6). The majority age for inbound travelers to Samoa in August 2011 ranges from 20 years to 59 years.

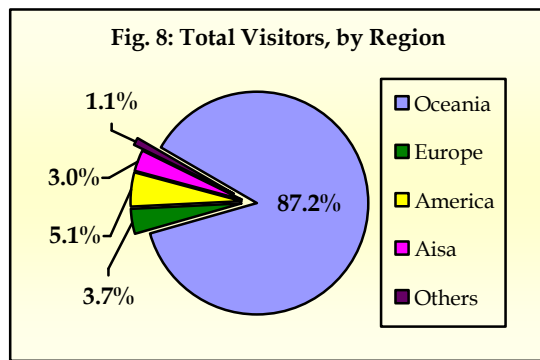


New Zealand still remains as the leading country in visitors' arrival by country of usual residence (Table 3) accounting for 45.7 percent or 5,077 of total visitors, compared to a share of 42.4 percent or 6,052 visitors reported in the previous month. Australia followed next with a distant 18.9 percent share (2,150) compared to a share of 17.2 percent or 2,450 visitors reported in the previous month, which is then closely pursued by American Samoa with 17.2 percent (1,914) compared to 22.7 percent or 3,241 visitors reported in July 2011 while the United States of America anchored the principal source markets with a distant share of 4.8 percent (535) compared to

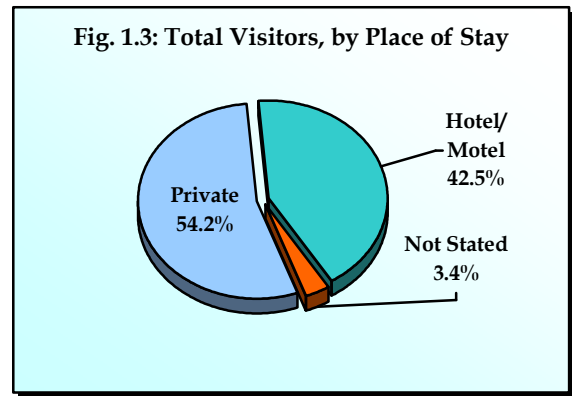
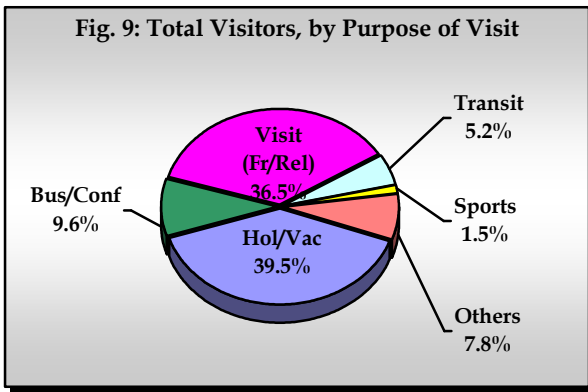
6.9 percent or 981 visitors reported in the previous month. (Refer Fig. 7).



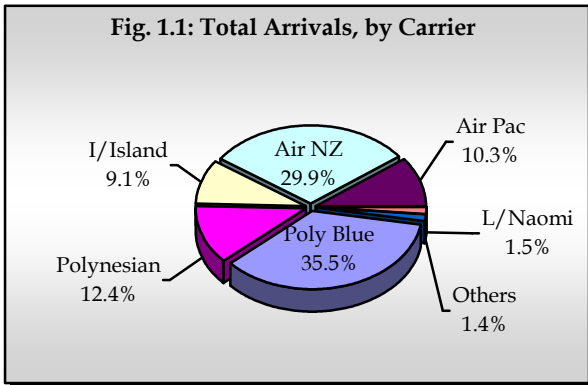
By region, the Oceanic Region portrays the highest share of total visitors with 87.2 percent which is the same as the one reported in July 2011, then followed by America with 5.1 percent (7.0 percent in July 2011). Europe is next representing 3.7 percent, compared with 2.9 percent reported in the previous month, while Asia represents the lowest share with 3.0, as opposed to 2.2 percent reported in the previous month of July. (Refer Fig. 8).



Immense gains from principal source markets (table 4) namely New Zealand, American Samoa, Australia, and the United States of America constitute 86.6 percent of all visitors visiting Samoa in August 2011. Furthermore, 39.5 percent (4,393) of all visitors entered our shores on holiday/ vacation. Visitors that were here to visit friends/ relatives accounted for 36.5 percent (4,054) of all visitors. Business and Conference had 9.6 percent (1,066) and those who were here on transit bound for other destinations reported 5.2 percent (573). Sports registered 1.5 percent (166) and those who were here on other matters reported 7.8 percent (865). (Refer Fig. 9).



Poly Blue (table 5) leads the way of arrival by carriers' during the reference period with a 35.5 percent share (4,878 passengers) which is then trailed by Air New Zealand with a 29.9 percent share (4,116 passengers). Polynesian Airlines brought in 12.4 percent (1,714) of total arrivals while Air Pacific recorded a share of 10.3 percent (1,416). Fig. 1.1 depicts a graphical presentation of total arrivals by carrier in August 2011.



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, 54.2 percent (5,710) of visitors reported staying with private accommodations or families/ relatives while 42.5 percent (4,480) stayed in hotels/ motels. The remaining 3.4 percent or 354 visitors did not state their place of stay (Refer Fig. 1.3).

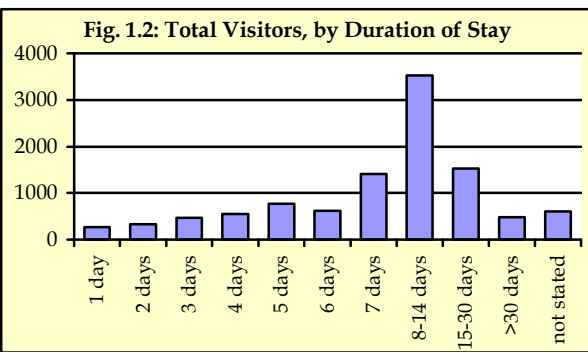
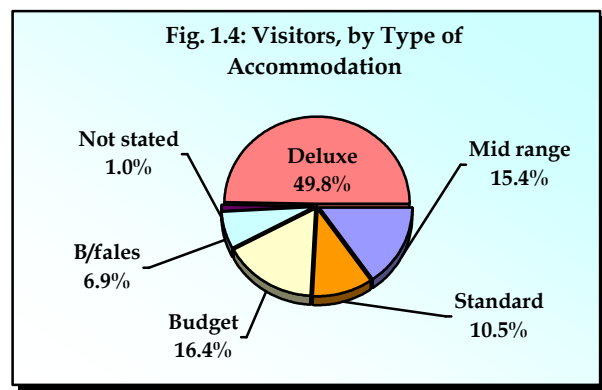


Fig. 1.4 depicts a graphical presentation of the number of visitors arrived (4,480) by type of accommodation (hotel/ motel), within the reference month.



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

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	79,946	1,855	81,801	103,697	3,728	107,425	80,392	3,214	83,606	...
2008										
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	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	11985	351	12336	460
May	9,234	214	9,448	12,543	444	12,987	12681	392	13,073	-86
June	11,100	267	11,367	14,165	632	14,797	12436	751	13187	1,610
July	14,009	252	14,261	17,124	517	17,641

August	10,898	219	11,117	13,382	372	13,754
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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 August, 2011 1/.

Age	Purpose of Entry											
	Total			Visitors			Returning Residence			Transit		
	Total	Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female
Total	13,754	7,126	6,628	10,544	5,262	5,282	2,637	1,526	1,111	573	338	235
0 - 4	594	321	273	467	248	219	104	58	46	23	15	8
5 - 9	433	220	213	344	177	167	58	30	28	31	13	18
10 - 14	405	192	213	315	139	176	63	36	27	27	17	10
15 - 19	482	198	284	366	147	219	85	38	47	31	13	18
20 - 24	1,053	453	600	779	300	479	232	132	100	42	21	21
25 - 29	1,233	610	623	915	407	508	265	173	92	53	30	23
30 - 34	1,201	606	595	869	410	459	280	171	109	52	25	27
35 - 39	1,166	605	561	868	415	453	228	148	80	70	42	28
40 - 44	1,224	656	568	929	484	445	240	141	99	55	31	24
45 - 49	1,198	655	543	917	490	427	229	127	102	52	38	14
50 - 54	1,327	717	610	1,025	537	488	252	147	105	50	33	17
55 - 59	1,179	636	543	933	500	433	211	115	96	35	21	14
60 - 64	916	496	420	766	415	351	125	61	64	25	20	5
65 - 69	720	398	322	571	313	258	135	75	60	14	10	4
70 - 74	373	222	151	303	178	125	66	41	25	4	3	1
75 +	250	141	109	177	102	75	64	33	31	9	6	3
% Distribution 2/	100	51.8	48.2	76.7	38.3	38.4	19.2	11.1	8.1	4.2	2.5	1.7

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 August, 2011 1/.

Country of Usual Residence	Mode of Travel			Percentage (%) 2/
	Air	Sea	Total	
OCEANIA	9,533	160	9,693	87.2
American Samoa	1,867	47	1,914	17.2
Fiji	272	0	272	2.4
Cook Island	21	5	26	0.2
Other Pacific Is	226	73	299	2.7
New Zealand	5,067	10	5,077	45.7
Australia	2,080	25	2,105	18.9
EUROPE	388	18	406	3.7
United Kingdom	105	1	106	1.0
Scandinavia	33	4	37	0.3
Benelux	10	0	10	0.1
Germany	105	5	110	1.0
Other Europe	135	8	143	1.3
AMERICA	538	26	564	5.1
U.S.A	513	22	535	4.8
Canada	25	4	29	0.3
ASIA	329	3	332	3.0
Japan	55	0	55	0.5
China	146	2	148	1.3
Other Asia	128	1	129	1.2
OTHERS	110	12	122	1.1
TOTAL	10,898	219	11,117	100%
PERCENTAGE DISTRIBUTION	98.0	2.0	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 countries 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 August, 2011 1/.

Usual Residence	Purpose of Visit								
	Total		Holiday/ Vacation	Business/ Conference	Visit Friends/ Relatives	Sports	Transit	Others	Not Stated
Total	11,117	% 2/	4,393	1,066	4,054	166	573	824	41
American Samoa	1,914	17.2	247	227	873	11	245	301	10
Fiji	272	2.4	23	114	67	1	44	20	3
Cook Island	26	0.2	3	9	9	0	2	3	0
Other Pacific Is	299	2.7	39	102	65	1	17	73	2
New Zealand	5,077	45.7	2,544	316	1,824	79	64	235	15
Australia	2,105	18.9	795	162	933	68	24	118	5
United Kingdom	106	1.0	84	3	8	2	4	4	1
Scandinavia	37	0.3	35	1	1	0	0	0	0
Benelux	10	0.1	8	0	1	0	1	0	0
Germany	110	1.0	102	3	3	0	0	2	0
Other Europe	143	1.3	107	7	14	1	10	4	0
U.S.A.	535	4.8	205	61	193	2	33	38	3
Canada	29	0.3	20	4	2	0	1	1	1
Japan	55	0.5	27	7	17	0	1	2	1
China	148	1.3	28	30	17	0	59	14	0
Other Asia	129	1.2	30	16	13	1	63	6	0
Other Countries	122	1.1	96	4	14	0	5	3	0
Percentage Distribution 2/	100		39.5	9.6	36.5	1.5	5.2	7.4	0.4

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 August, 2011 1/.

Carrier	Total		Purpose of Entry			
			Returning Residence	% 2/	Total Visitors	% 2/
Total	13,754	100%	2,637	19.2	11,117	80.8
<u>AIR</u>						
Poly Blue	4,878	35.5	842	6.1	4,036	29.3
Polynesian	1,712	12.4	477	3.5	1,235	9.0
Inter Island	1,251	9.1	276	2.0	975	7.1
Air New Zealand	4,116	29.9	552	4.0	3,564	25.9
Air Pacific	1,416	10.3	337	2.5	1,079	7.8
Other Air Carrier	9	0.1	0	0.0	9	0.1
<u>SEA</u>						
Lady Naomi	202	1.5	144	1.0	58	0.4
Yacht	36	0.3	0	0.0	36	0.3
Other Sea Carrier	134	1.0	9	0.1	125	0.9

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 August, 2011 1/.

Duration of Stay	Place of Stay			
	Total	Hotel/Motel	Private	Not Stated
Total	10,544	4,480	5,710	354
1day	266	113	128	25
2days	327	141	179	7
3days	468	199	257	12
4days	548	268	258	22
5days	766	446	301	19
6days	620	401	201	18
7days	1,415	783	602	30
8-14days	3,524	1,753	1,680	91
15-30days	1,530	284	1,187	59
31-60days	179	38	138	3
61-90days	113	5	104	4
91-180days	122	3	116	3
181-365days	65	9	52	4
Not Stated	601	37	507	57
Percentage Distribution 2/	100	42.5	54.2	3.4

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