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GOVERNMENT OF SAMOA

SAMOA BUREAU OF STATISTICS

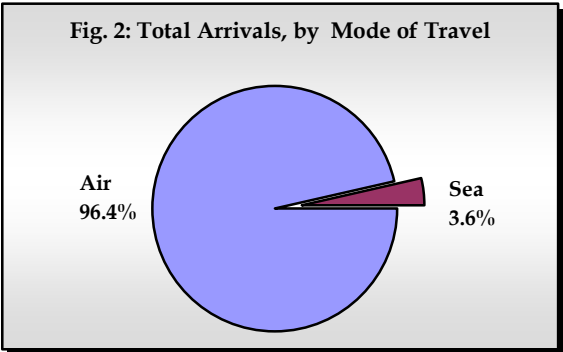
International Arrival Statistics September 2011

Summary:

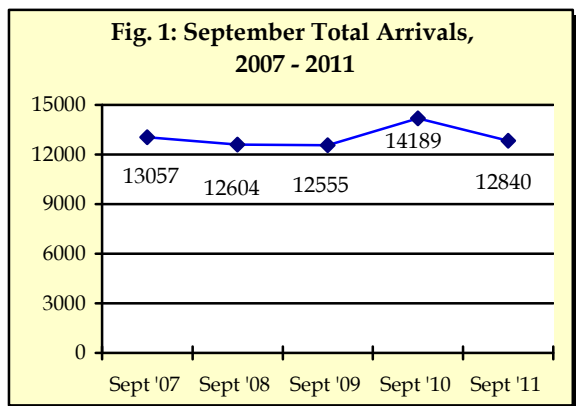
This is the **Ninth** statistical release of a series of monthly International Arrival Statistics Releases for 2011.

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⁾.

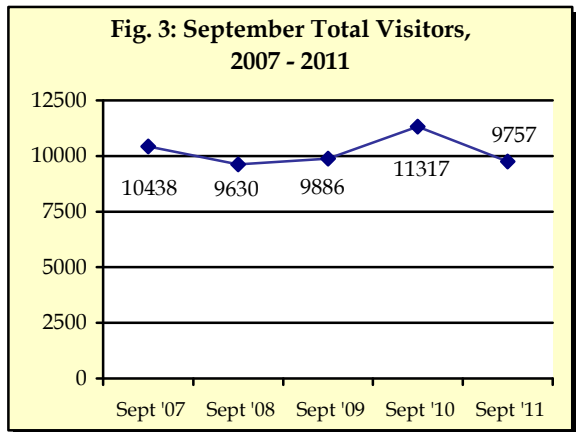
The total International Arrival Statistics recorded for the month of **September 2011** (table 1), reveals a decrease of 6.7 percent over the previous month of August and also a decrease of 9.5 percent over the corresponding month of September 2010. (Refer Fig. 1).



Of total arrivals, Overall Visitors numbering 9,757 for the month under review reveals a decrease of 12.2 percent over the previous month and also a decrease of 13.8 percent over the corresponding month of September 2010. (Refer Fig. 3). Considering 98.1 percent of total visitors arrived by air carrier, those traveled by sea carrier round up the remaining of 1.9 percent. Visitors' share of 76.0 percent or 9,757 travelers of total arrivals is considerably lower than the 79.8 percent or 11,317 travelers reported in the same period of 2010.

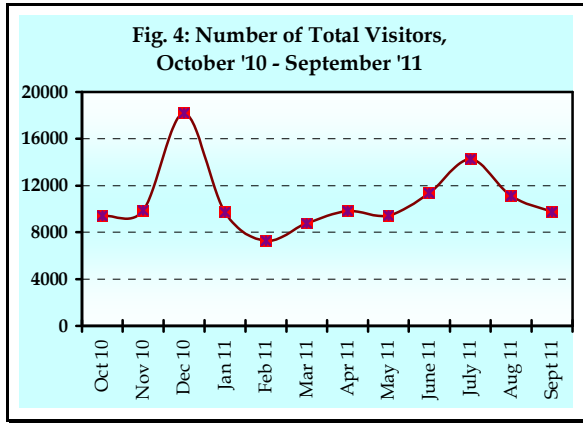


Air being the most preferred mode of travel to Samoa, representing 96.4 percent (12,382) of total arrivals, while the remaining 3.6 percent (458) traveled by sea. (Refer Fig. 2).



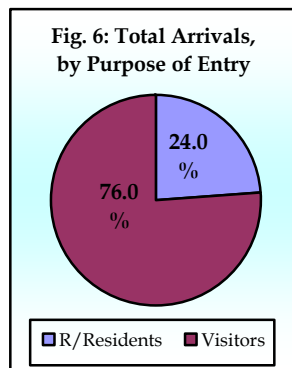
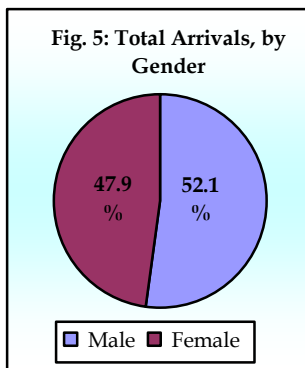
(1): Satittoa wharf started operating on November 11th 2010.
(2): Fagalii Airport re-opened on July 1st 2009.

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



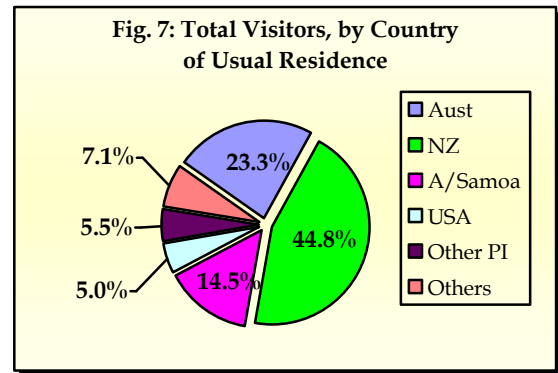
Total Arrivals by age and gender (Table 2) discloses that males recorded just over half of the traveling public at 52.1 percent (as opposed to 51.8 percent reported in September 2010) while their female counterpart constitute the remaining 47.9 percent (compared to 48.2 percent reported in September 2010). (Refer Fig. 5).

Of all arrival travelers, overall visitors (including transients) registered 38.6 percent (4,955) for males while females had 37.4 percent (4,802). Returning residents recorded 13.5 percent (1,732) for males while females had 10.5 percent (1,351). (Refer Fig. 6). The majority age for inbound travelers to Samoa in September 2011 ranges from 25 years to 59 years.

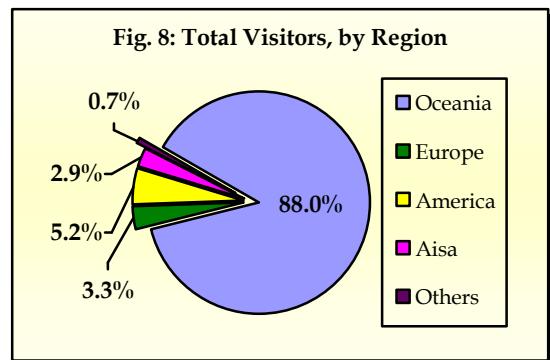


New Zealand still remains as the leading country in visitors' arrival by country of usual residence (Table 3) accounting for 44.8 percent or 4,369 of total visitors, compared to a share of 45.7 percent or 5,077 visitors reported in the previous month. Australia followed next with a distant 23.3 percent share (2,274) compared to a share of 18.9 percent or 2,105 visitors reported in the previous month, which is then pursued by American Samoa with 14.5 percent (1,412) compared to 17.2 percent or 1,914 visitors reported in September 2011 while the United States of America anchored the principal source markets with a distant share of 5.0 percent (487) compared to

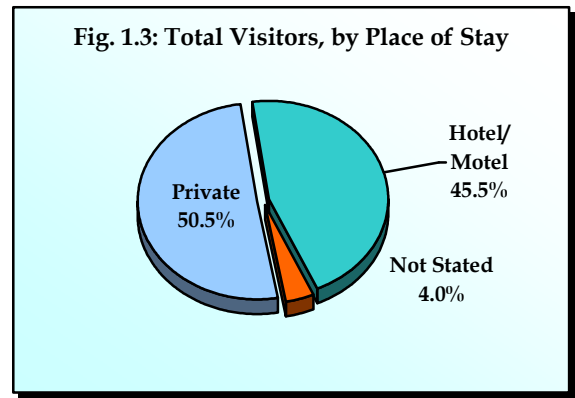
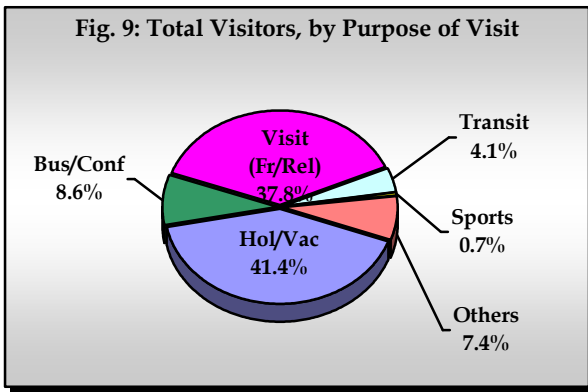
4.8 percent or 535 visitors reported in the previous month. (Refer Fig. 7).



By region, the Oceanic Region portrays the highest share of total visitors with 88.0 percent compared to 87.2 percent reported in August 2011, followed by America with 5.2 percent (5.1 percent in August 2011). Europe is next representing 3.3 percent, compared with 3.7 percent reported in the previous month, while Asia represents the lowest share with 2.9 percent, as opposed to 3.0 percent reported in the previous month of August. (Refer Fig. 8).

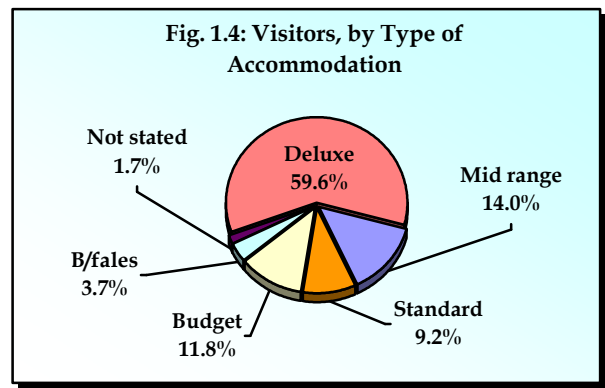
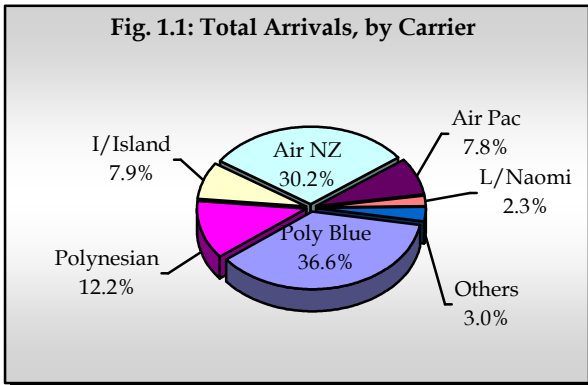


Immense gains from principal source markets (table 4) namely New Zealand, American Samoa, Australia, and the United States of America constitute 87.6 percent of all visitors visiting Samoa in September 2011. Furthermore, 41.4 percent (4,042) of all visitors entered our shores on holiday/ vacation. Visitors that were here to visit friends/ relatives accounted for 37.8 percent (3,692) of all visitors. Business and Conference had 8.6 percent (840) and those who were here on transit bound for other destinations reported 4.1 percent (398). Sports registered 0.7 percent (65) and those who were here on other matters reported 7.4 percent (720). (Refer Fig. 9).



Poly Blue (table 5) leads the way of arrival by carriers' during the reference period with a 36.6 percent share (4,696 passengers) which is then trailed by Air New Zealand with a 30.2 percent share (3,873 passengers). Polynesian Airlines brought in 12.2 percent (1,561) of total arrivals while Inter Island recorded a share of 7.9 percent (1,017). Fig. 1.1 depicts a graphical presentation of total arrivals by carrier in September 2011.

Fig. 1.4 depicts a graphical presentation of the number of visitors arrived (4,255) 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 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, 50.5 percent (4,729) of visitors reported staying with private accommodations or families/ relatives while 45.5 percent (4,255) stayed in hotels/ motels. The remaining 4.0 percent or 375 visitors did not state their place of stay (Refer Fig. 1.3).

Muagututi'a Sefuiva Reupena
GOVERNMENT STATISTICIAN

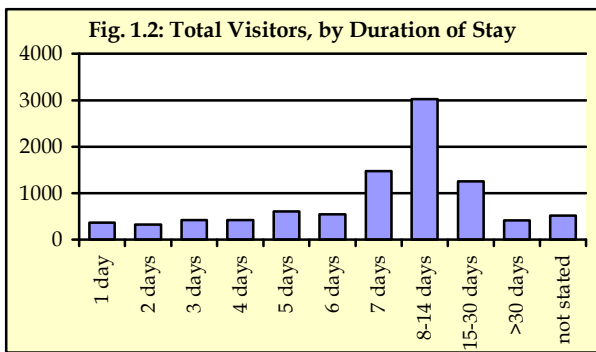


Table 1: Monthly Arrival and Departure by Mode of Travel and Net Migration, 2008 - 2011.

Period	Visitors Arrivals			Total Arrivals			Total Departures			Net Migration
	Air	Sea	Total	Air	Sea	Total	Air	Sea	Total	
2004	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	89,517	2,050	91,567	116,080	4,194	120,274	80,392	3,214	83,606	...
2008										
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	11,985	351	12,336	460
May	9,234	214	9,448	12,543	444	12,987	12,681	392	13,073	-86
June	11,100	267	11,367	14,165	632	14,797	12,436	751	13,187	1,610
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 / 1	9,570	187	9,757	12,382	458	12,840

Source : Ministry of the Prime Minister and Cabinet- Immigration Division; Ministry for Revenue- Customs Division and Samoa Bureau of Statistics.

Table 2: Total Arrivals by Age, Purpose of Entry and Gender September, 2011 1/.

Age	Purpose of Entry											
	Total			Visitors			Returning Residence			Transit		
	Total	Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female
Total	12,840	6,687	6,153	9,359	4,690	4,669	3,083	1,732	1,351	398	265	133
0 - 4	613	303	310	462	236	226	141	63	78	10	4	6
5 - 9	424	220	204	337	175	162	79	41	38	8	4	4
10 - 14	396	198	198	318	154	164	64	36	28	14	8	6
15 - 19	554	253	301	398	177	221	149	71	78	7	5	2
20 - 24	878	439	439	584	267	317	265	148	117	29	24	5
25 - 29	1,083	525	558	751	332	419	290	165	125	42	28	14
30 - 34	1,104	571	533	785	371	414	280	166	114	39	34	5
35 - 39	1,093	609	484	791	414	377	262	169	93	40	26	14
40 - 44	1,221	634	587	864	432	432	300	175	125	57	27	30
45 - 49	1,193	639	555	874	441	433	272	161	111	47	37	10
50 - 54	1,238	652	586	873	449	424	315	176	139	50	27	23
55 - 59	1,062	549	513	789	401	388	252	134	118	21	14	7
60 - 64	832	454	378	645	349	296	165	88	77	22	17	5
65 - 69	583	330	253	464	259	205	117	69	48	2	2	0
70 - 74	323	190	133	251	150	101	68	36	32	4	4	0
75 +	243	121	121	173	83	90	64	34	30	6	4	2
% Distribution 2/	100	52.1	47.9	72.9	36.5	36.4	24.0	13.5	10.5	3.1	2.1	1.0

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 September, 2011
1/.

Country of Usual Residence	Mode of Travel			Percentage (%) 2/
	Air	Sea	Total	
OCEANIA	8,477	106	8,583	88.0
American Samoa	1,364	48	1,412	14.5
Fiji	182	0	182	1.9
Cook Island	7	0	7	0.1
Other Pacific Is	292	47	339	3.5
New Zealand	4,366	3	4,369	44.8
Australia	2,266	8	2,274	23.3
EUROPE	273	45	318	3.3
United Kingdom	68	9	77	0.8
Scandinavia	33	4	37	0.4
Benelux	7	3	10	0.1
Germany	78	15	93	1.0
Other Europe	87	14	101	1.0
AMERICA	480	26	506	5.2
U.S.A	461	26	487	5.0
Canada	19	0	19	0.2
ASIA	280	5	285	2.9
Japan	40	5	45	0.5
China	124	0	124	1.3
Other Asia	116	0	116	1.2
OTHERS	60	5	65	0.7
TOTAL	9,570	187	9,757	100%
PERCENTAGE DISTRIBUTION	98.1	1.9	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 September, 2011 1/.

Usual Residence	Purpose of Visit								
	Total		Holiday/ Vacation	Business/ Conference	Visit Friends/ Relatives	Sports	Transit	Others	Not Stated
Total	9,757	% 2/	4,042	840	3,692	65	398	671	49
American Samoa	1,412	14.5	215	101	768	2	121	197	8
Fiji	182	1.9	13	71	49	1	24	24	0
Cook Island	7	0.1	0	1	0	0	1	3	2
Other Pacific Is	339	3.5	30	76	83	12	41	94	3
New Zealand	4,369	44.8	2,205	285	1,583	22	80	176	18
Australia	2,274	23.3	1,064	149	904	23	23	101	10
United Kingdom	77	0.8	46	3	18	0	0	10	0
Scandinavia	37	0.4	28	4	2	0	0	3	0
Benelux	10	0.1	9	0	1	0	0	0	0
Germany	93	1.0	82	2	3	1	1	4	0
Other Europe	101	1.0	74	10	8	2	3	4	0
U.S.A.	487	5.0	154	59	203	0	37	28	6
Canada	19	0.2	12	1	2	0	3	1	0
Japan	45	0.5	21	9	10	0	0	5	0
China	124	1.3	11	42	23	2	28	16	2
Other Asia	116	1.2	23	23	32	0	35	3	0
Other Countries	65	0.7	55	4	3	0	1	2	0
Percentage Distribution 2/	100		41.4	8.6	37.8	0.7	4.1	6.9	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 September, 2011
1/.

Carrier	Total		Purpose of Entry			
			Returning Residence	% 2/	Total Visitors	% 2/
Total	12,840	100%	3,083	24.0	9,757	76.0
<u>AIR</u>						
Poly Blue	4,696	36.6	909	7.1	3,787	29.5
Polynesian	1,561	12.2	504	3.9	1,057	8.2
Inter Island	1,017	7.9	239	1.9	778	6.1
Air New Zealand	3,873	30.2	718	5.6	3,155	24.6
Air Pacific	1,004	7.8	281	2.2	723	5.6
Other Air Carrier	231	1.8	161	0.0	70	0.5
<u>SEA</u>						
Lady Naomi	299	2.3	250	1.9	49	0.4
Yacht	68	0.5	0	0.0	68	0.5
Other Sea Carrier	91	0.7	21	0.2	70	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 September, 2011 1/

Duration of Stay	Place of Stay			
	Total	Hotel/Motel	Private	Not Stated
Total	9,359	4,255	4,729	375
1day	365	194	111	60
2days	321	159	152	10
3days	420	196	205	19
4days	419	199	205	15
5days	602	364	226	12
6days	545	410	124	11
7days	1,475	888	548	39
8-14days	3,026	1,530	1,418	78
15-30days	1,258	221	985	52
31-60days	173	32	133	8
61-90days	111	3	103	5
91-180days	71	8	62	1
181-365days	58	15	41	2
Not Stated	515	36	416	63
Percentage Distribution 2/	100	45.5	50.5	4.0

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