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GOVERNMENT OF SAMOA

SAMOA BUREAU OF STATISTICS

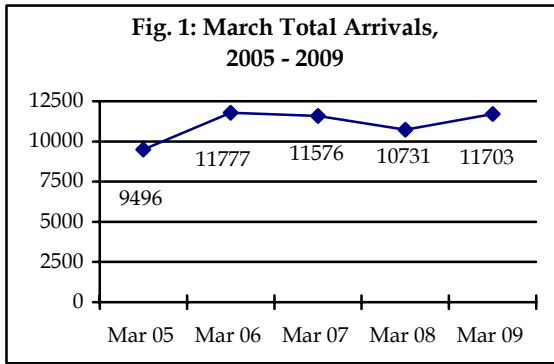
International Arrival Statistics MARCH 2009

Summary:

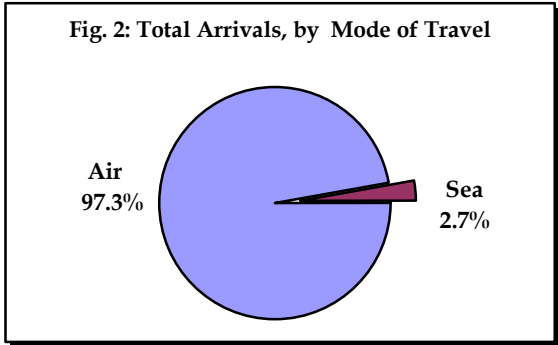
This is the **Sixty Third** statistical release of a series of monthly International Arrival Statistics Releases for 2009.

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 two ports of entry for international travel to Samoa are: (i) Apia Wharf, and (ii) Faleolo International Airport.

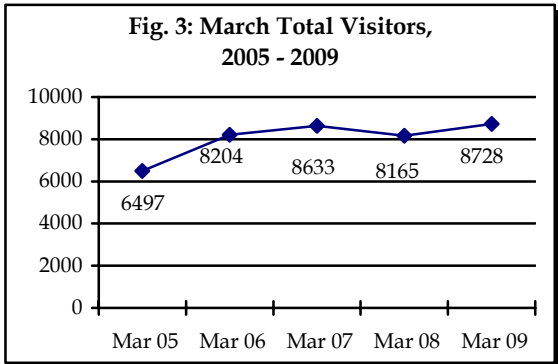
The total International Arrival Statistics recorded for the month of **March 2009** (table 1), reveals an increase of 6.0 percent over the previous month (February 2009) and a 1.1 percent increase over the corresponding month of February 2008. (Refer Fig. 1).



Air being the most preferred mode of travel to Samoa, accounted to 97.3 percent (11,383) of the total arrivals, while the remaining 2.7 percent (320) traveled by sea (Refer Fig. 2).

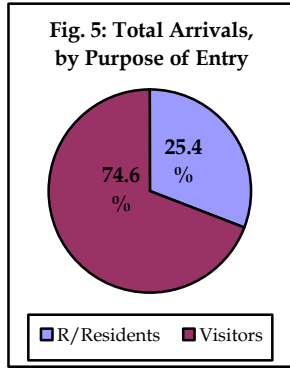
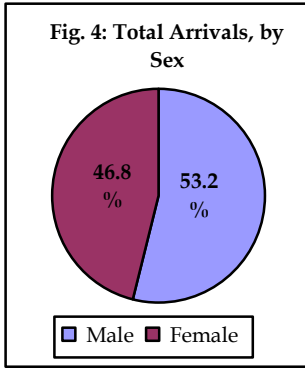


Of the total arrivals, Overall Visitors numbering 8,728 for the month under review shows an increase of 10.4 percent over the previous month and an increase of 6.9 percent over the corresponding month of March 2008. (Refer Fig. 3). Considering 98.4 percent of total tourists arrived by air carrier, those traveled by sea carrier round up the remaining 1.6 percent. Visitors share of 74.6 percent or 8,728 travelers is slightly less than the 76.1 percent reported in the same period of 2008.



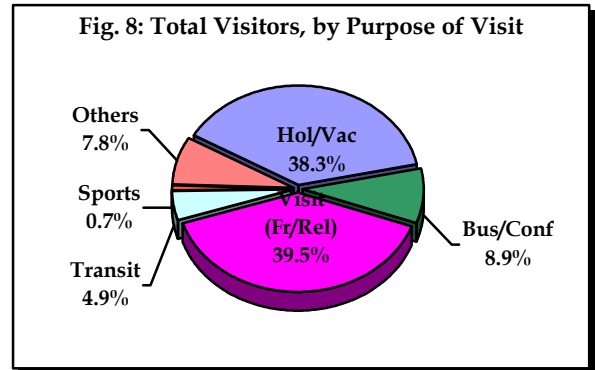
Arrival by age and gender (Table 2) discloses that males recorded just over half of the traveling public at 53.2 percent (compared to 53.4 percent in March 2008) while their female counterparts constitute the remaining 46.8 percent (compared to 46.6 percent in March 2008) (Refer Fig. 4). Of all arrival travelers, overall visitors (including transients) registered 39.6

percent (4,641) for males while females had 34.9 percent (4087). Returning residents recorded 13.6 percent (1,587) for males while females had 11.9 percent (1,388) (Refer Fig. 5). The majority age for inbound travelers to Samoa in March 2009 exhibits ages ranging from 25 years up to 54 years.

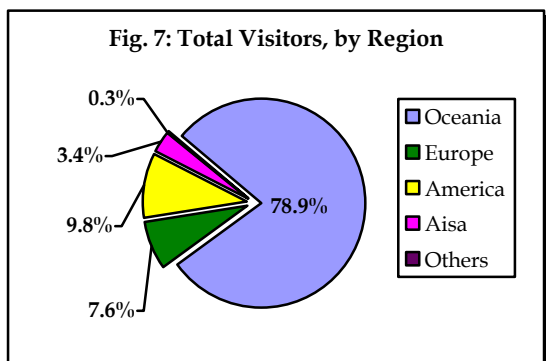
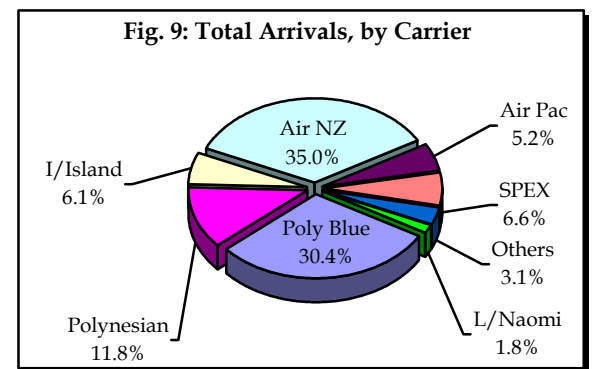
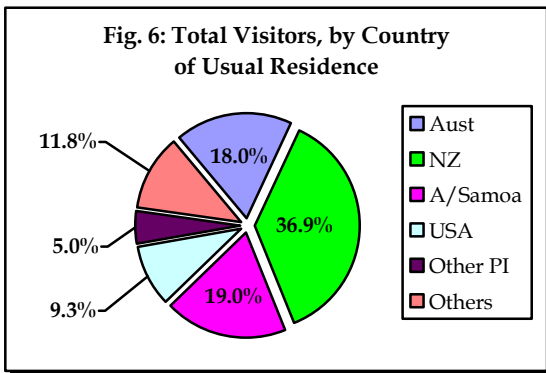


Immense gains from principal source markets (table 4) namely New Zealand, American Samoa, Australia, and the United States of America constitute 83.2 percent of all visitors visiting Samoa in March 2009. Furthermore, 39.5 percent (3,446) of all visitors entered our shores to visit friends/ relatives. Visitors that were here on holiday/ vacation accounted for 38.3 percent (3,343) of all visitors. Business and Conference had 8.9 percent (776) whereas those who were here on other matters had 1.8 percent (156). Transients bound for other destination registered 4.9 percent (426). Sports and those who did not state their purpose of visit had 0.7 percent and 6.0 percent respectively (Refer Fig. 8).

New Zealand's is still the predominant country in visitors' arrival) by country of usual residence (Table 3) with a 36.9 percent share (3,223). American Samoa followed in with a 19.0 percent share (1,658) which is then closely pursued by Australia with 18.0 percent (1,571) while the United States of America anchored the principal source markets with a share of 9.3 percent (811) (Refer Fig. 6). By region, the Oceanic Region portrays the highest share of total visitors with 78.9 percent followed by America and Europe with 9.8 percent and 7.6 percent respectively. The Asian region exhibits the lowest share with only 3.4 percent (Refer Fig. 7).

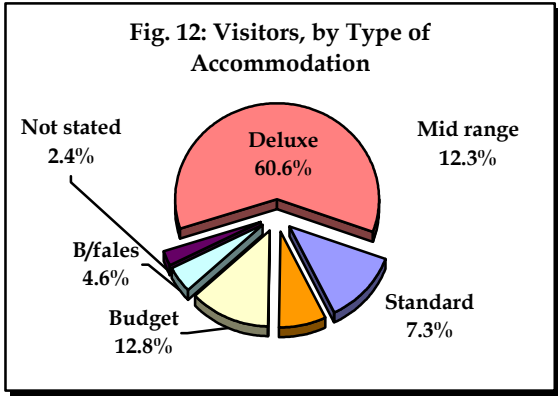
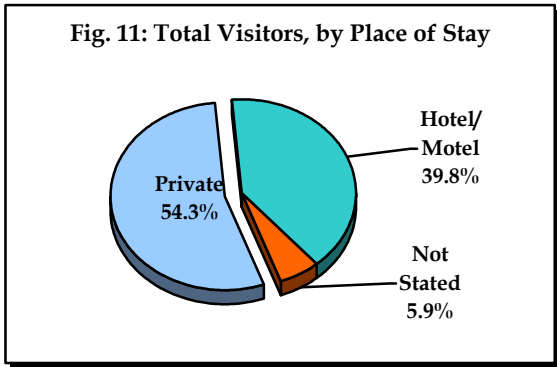
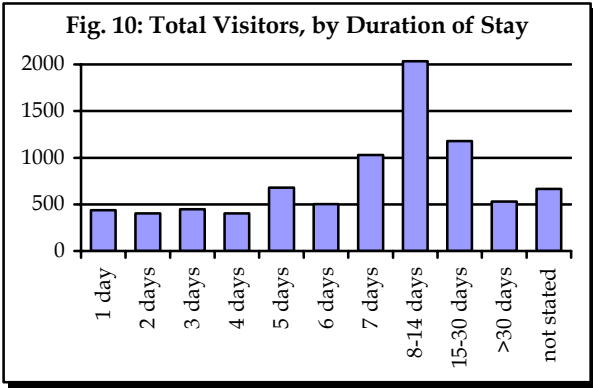


Air New Zealand (table 5) leads the way of arrival by carriers' during the reference period with a 35.0 percent share (4,091) followed by Polynesian Blue with a 30.4 percent share (3,563). Polynesian Airlines brought in 11.8 percent (1,381) while South Pacific Express had a share of 6.6 percent (772). Inter Island recorded a 6.1 percent share (718) which is closely followed by Air Pacific with 5.2 percent (610) with other air carriers accounting for 2.1 percent (248). Lady Naomi had a 1.8 percent share (209) while other sea carriers round up the remaining 1.0 percent. This is graphically presented in Fig. 9 below.



Overall Visitors contributed 74.6 percent (compared to 76.0 percent in March 2008) of all carriers by purpose of entry while Returning Residence had 25.4 percent (compared to 24.0 percent in March 2008).

The usual trend of visitor's duration of stay in Samoa (Table 6) is a week up to a month. (Refer Fig. 10). In addition to this, 54.3 percent (4,505) of visitors reported staying with private accommodations or families/ relatives while 39.8 percent (3,307) stayed in hotels/ motels. The remaining 5.9 percent or 490 visitors did not state their place of stay (Refer Fig. 11). Moreover, Fig. 12 depicts a graphical presentation of the number of visitors arrived (3,307) 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.

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GOVERNMENT STATISTICIAN

Table 1: Monthly Arrival and Departure by Mode of Travel and Net Migration, 2006 - 2009.

Period	Visitors Arrivals			Total Arrivals			Total Departures			Net Migration
	Air	Sea	Total	Air	Sea	Total	Air	Sea	Total	
2001	85,073	3,190	88,263	125,669	10,513	136,182	126,136	10,687	136,823	-641
2002	85,698	3,273	88,971	121,265	9,946	131,211	123,000	10,628	133,628	-2,417
2003	89,211	3,275	92,486	123,522	9,376	132,898	126,503	8,830	135,333	-2,435
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	3,699	122,352	150,584	7,631	158,215	158,099	8,578	166,677	-8,462
2008	118,420	3,743	122,163	151,827	8,637	160,464	161,682	9,908	171,590	-11,126
2009	25,406	473	25,879	35,092	1,022	36,114	31,254	1,161	32,415	3,699
2006										
March	7,996	208	8,204	11,140	637	11,777	10,309	647	10,956	821
April	7,887	170	8,057	10,628	1,244	11,872	11,652	1,578	13,230	-1,358
May	8,375	272	8,647	11,247	675	11,922	10,593	692	11,285	637
June	10,400	313	10,713	12,900	688	13,588	12,068	705	12,773	815
July	10,408	289	10,697	13,268	710	13,978	14,337	721	15,058	-1080
August	9,131	291	9,422	11,688	813	12,501	11,962	881	12,843	-342
September	8,939	308	9,247	11,526	673	12,199	12,046	759	12,805	-606
October	8,320	195	8,515	11,393	723	12,116	11,835	700	12,535	-419
November	8,674	183	8,857	11,726	689	12,415	10,837	652	11,489	926
December	18,930	652	19,582	21,972	1,276	23,248	14,852	664	15,516	7,732
2007										
January	8,466	363	8,829	12,511	657	13,168	19,779	986	20,765	-7,597
February	6,913	288	7,201	9,265	592	9,857	11,344	520	11,864	-2,007
March	8,477	156	8,633	11,256	320	11,576	11,629	432	12,061	-485
April	8,842	187	9,029	11,389	455	11,844	11,623	582	12,205	-361
May	8,912	254	9,166	11,442	695	12,137	10,495	868	11,363	774
June	10,488	366	10,854	13,070	733	13,803	12,397	783	13,180	623
July	9,425	313	9,738	11,709	766	12,475	14,280	890	15,170	-2695
August	13,524	572	14,096	15,821	812	16,633	12,723	831	13,554	3079
September	10,189	249	10,438	12,632	425	13,057	17,457	822	18,279	-5,222
October	8,890	190	9,080	11,387	593	11,980	12,923	743	13,666	-1,686
November	8,493	219	8,712	11,374	521	11,895	11,677	591	12,268	-373
December	16,034	542	16,576	18,728	1,062	19,790	11,772	530	12,302	7,488
2008										
January	8,563	377	8,940	12,254	663	12,917	19,868	1,002	20,870	-7,953
February	6,640	292	6,932	9,147	541	9,688	12,868	631	13,499	-3,811
March	7,969	196	8,165	10,286	445	10,731	11,052	556	11,608	-877
April	8,529	263	8,792	11,070	1,152	12,222	11,605	1,411	13,016	-794
May	9,409	288	9,697	12,095	697	12,792	12,058	805	12,863	-71
June	10,299	434	10,733	13,068	914	13,982	12,298	744	13,042	940
July	12,511	424	12,935	15,431	755	16,186	16,649	1,230	17,879	-1693
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	16,188	517	16,705	19,293	1,040	20,333	13,725	482	14,207	6,126
2009										
January	9,060	184	9,244	13,047	319	13,366	18,830	651	19,481	-6,115
February	7,758	149	7,907	10,662	383	11,045	12,424	510	12,934	-1,889
March / 1	8,588	140	8,728	11,383	320	11,703

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 Figure

Table 2: Total Arrivals by Age, Purpose of Entry and Gender, March 2009 1/.

Age	Purpose of Visit											
	Total			Visitors			Returning Residence			Transit		
	Total	Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female
Total	11,703	6,228	5,475	8,302	4,358	3,944	2,975	1,587	1,388	426	283	143
0 - 4	491	250	241	353	194	159	129	51	78	9	5	4
5 - 9	322	156	166	237	112	125	79	42	37	6	2	4
10 - 14	265	109	156	184	78	106	71	26	45	10	5	5
15 - 19	379	160	219	278	113	165	88	42	46	13	5	8
20 - 24	751	337	414	531	220	311	200	102	98	20	15	5
25 - 29	1,073	516	557	772	357	415	259	133	126	42	26	16
30 - 34	971	525	446	680	355	325	259	144	115	32	26	6
35 - 39	1,046	587	459	720	394	326	276	160	116	50	33	17
40 - 44	1,095	627	468	778	427	351	258	159	99	59	41	18
45 - 49	1,198	680	518	830	470	360	298	163	135	70	47	23
50 - 54	1,077	566	511	736	386	350	302	153	149	39	27	12
55 - 59	996	562	434	720	401	319	250	144	106	26	17	9
60 - 64	838	481	357	619	358	261	186	98	88	33	25	8
65 - 69	554	319	235	425	251	174	117	60	57	12	8	4
70 - 74	324	186	138	223	127	96	98	59	39	3	0	3
75 +	298	156	142	205	111	94	91	44	47	2	1	1
Not Stated	25	11	14	11	4	7	14	7	7	0	0	0
% Distribution 2/	100	53.2	46.8	70.9	37.2	33.7	25.4	13.6	11.9	3.6	2.4	1.2

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 March, 2009 1/.

Country of Usual Residence	Mode of Travel			Percentage (%)
	Air	Sea	Total	
OCEANIA	6,749	135	6,884	78.9
American Samoa	1,629	29	1,658	19.0
Fiji	154	1	155	1.8
Cook Island	13	1	14	0.2
Other Pacific Is	183	80	263	3.0
New Zealand	3,208	15	3,223	36.9
Australia	1,562	9	1,571	18.0
EUROPE	662	2	664	7.6
United Kingdom	245	1	246	2.8
Scandinavia	65	0	65	0.7
Benelux	30	0	30	0.3
Germany	168	0	168	1.9
Other Europe	154	1	155	1.8
AMERICA	855	3	858	9.8
U.S.A	808	3	811	9.3
Canada	47	0	47	0.5
ASIA	296	0	296	3.4
Japan	67	0	67	0.8
China	88	0	88	1.0
Other Asia	141	0	141	1.6
OTHERS	22	0	22	0.3
NOT STATED	4	0	4	0.0
TOTAL	8,588	140	8,728	100%
PERCENTAGE DISTRIBUTION	98.4	1.6	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 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 March, 2009 1/.

Usual Residence	Purpose of Visit								
	Total		Holiday/ Vacation	Business/ Conference	Visit Friends/ Relatives	Sports	Transit	Others	Not Stated
Total	8,728	%	3,343	776	3,446	61	426	156	520
American Samoa	1,658	19.0	338	78	718	2	140	38	344
Fiji	155	1.8	17	61	40	2	24	6	5
Cook Island	14	0.2	3	3	4	0	3	1	0
Other Pacific Is	263	3.0	36	26	120	15	49	7	10
New Zealand	3,223	36.9	1,284	292	1,445	21	58	38	85
Australia	1,571	18.0	681	160	631	14	37	21	27
United Kingdom	246	2.8	194	25	11	1	3	11	1
Scandinavia	65	0.7	57	1	1	0	1	4	1
Benelux	30	0.3	27	2	1	0	0	0	0
Germany	168	1.9	165	0	3	0	0	0	0
Other Europe	155	1.8	117	11	19	2	4	0	2
U.S.A.	811	9.3	283	65	376	4	25	24	34
Canada	47	0.5	40	2	5	0	0	0	0
Japan	67	0.8	45	10	11	0	0	1	0
China	88	1.0	18	21	30	0	16	1	2
Other Asia	141	1.6	19	19	28	0	64	4	7
Other Countries	22	0.3	18	0	2	0	2	0	0
Not Stated	4	0.0	1	0	1	0	0	0	2
Percentage Distribution	100		38.3	8.9	39.5	0.7	4.9	1.8	6.0

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

Note: Overall visitors include transit.

: Sports were 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 March, 2009 1/.

Carrier	Total		Purpose of Entry			
			Returning Residence	%	Total Visitors	%
Total	11,703	100%	2,975	25.4	8,728	74.6
<u>AIR</u>						
Poly Blue	3,563	30.4	898	7.7	2,665	22.8
Polynesian	1,381	11.8	331	2.8	1,050	9.0
Inter Island	718	6.1	188	1.6	530	4.5
Air New Zealand	4,091	35.0	997	8.5	3,094	26.4
Air Pacific	610	5.2	133	1.1	477	4.1
Other Air Carrier	248	2.1	2	0.0	246	2.1
South Pacific Express	772	6.6	246	2.1	526	4.5
<u>SEA</u>						
Lady Naomi	209	1.8	170	1.5	39	0.3
Yacht	6	0.1	0	0.0	6	0.1
Other Sea Carrier	105	0.9	10	0.1	95	0.8

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 March, 2009 1/.

Duration of Stay	Place of Stay			
	Total	Hotel/Motel	Private	Not Stated
Total	8,302	3,307	4,505	490
1day	436	226	171	39
2days	402	210	173	19
3days	447	168	258	21
4days	402	170	215	17
5days	678	415	247	16
6days	502	345	140	17
7days	1,029	563	409	57
8-14days	2,036	808	1,159	69
15-30days	1,176	216	902	58
31-60days	277	123	135	19
61-90days	146	19	117	10
91-180days	68	9	52	7
181-365days	31	6	23	2
>1year	8	0	7	1
Not Stated	664	29	497	138
Percentage Distribution %	100	39.8	54.3	5.9

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