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GOVERNMENT OF SAMOA

SAMOA BUREAU OF STATISTICS

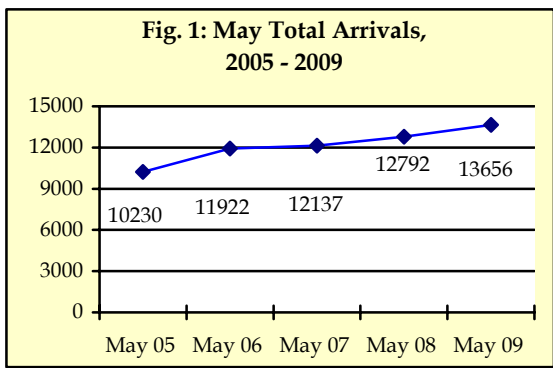
International Arrival Statistics MAY 2009

Summary:

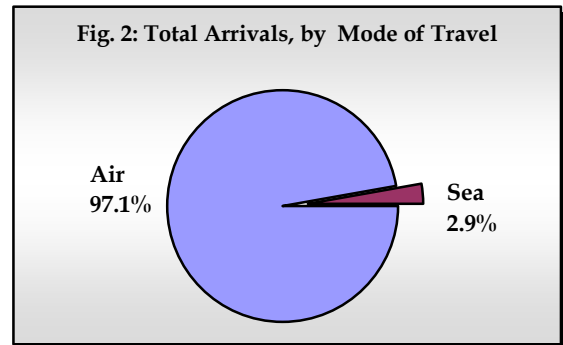
This is the **Sixty Fifth** statistical release of a series of monthly International Arrival Statistics Releases for 2009.

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.

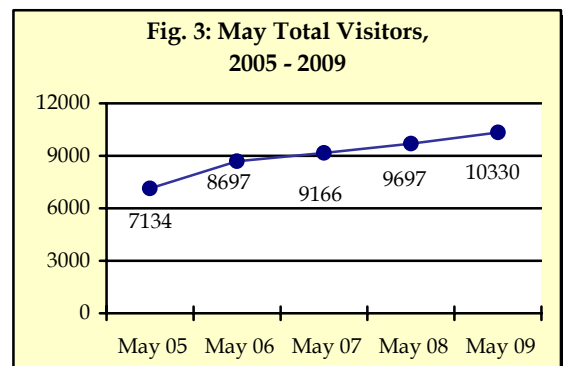
The total International Arrival Statistics recorded for the month of **May 2009** (table 1), reveals a trivial increase of 0.4 percent over the previous month (April 2009) and a 6.8 percent increase over the corresponding month of May 2008. (Refer Fig. 1).



Air being the most preferred mode of travel to Samoa, accounted to 97.1 percent (13,256) of the total arrivals, while the remaining 2.9 percent (400) traveled by sea (Refer Fig. 2).

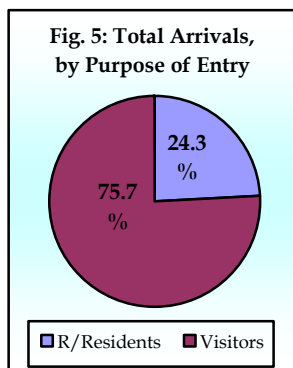
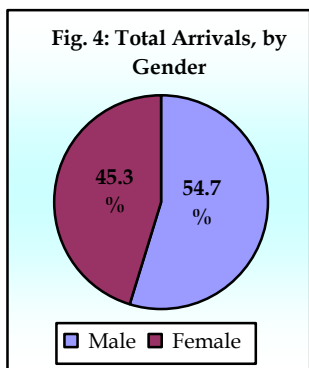


Of total arrivals, Overall Visitors numbering 10,330 for the month under review reveals a marginal increase of 0.7 percent over the previous month and an increase of 6.5 percent over the corresponding month of May 2008. (Refer Fig. 3). Considering 98.6 percent of total tourists arrived by air carrier, those traveled by sea carrier round up the remaining 1.4 percent. Visitors' share of 75.6 percent or 10,330 travelers of total arrivals is similar to the 75.8 percent or 9,697 travelers reported in the same period of 2008.

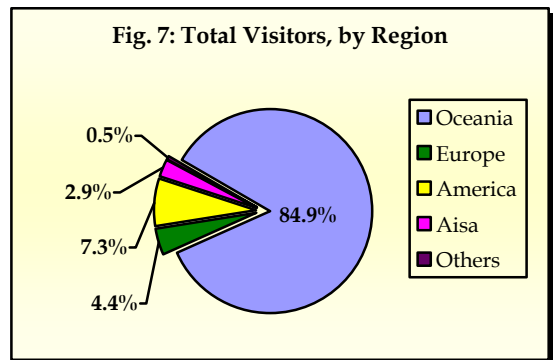
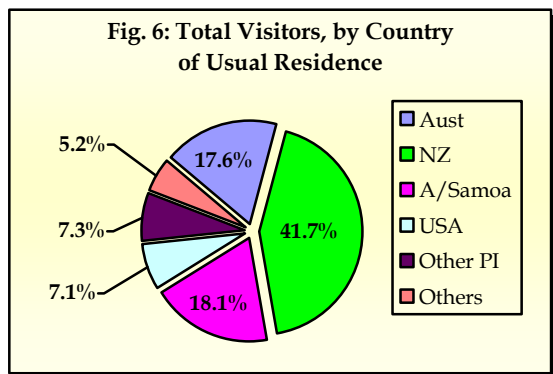


Total Arrivals by age and gender (Table 2) discloses that males recorded just over half of the traveling public at 54.7 percent (compared to 54.8 percent in May 2008) while their female counterparts constitute the remaining 45.3 percent (compared to 45.2 percent

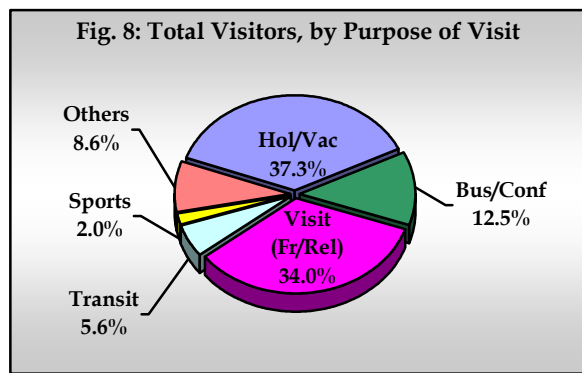
in May 2008). (Refer Fig. 4). Of all arrival travelers, overall visitors (including transients) registered 39.8 percent (5,437) for males while females had 35.8 percent (4,893). Returning residents recorded 14.9 percent (2,039) for males while females had 9.4 percent (1,287). (Refer Fig. 5). The majority age for inbound travelers to Samoa in May 2009 ranges from 20 years to 59 years.



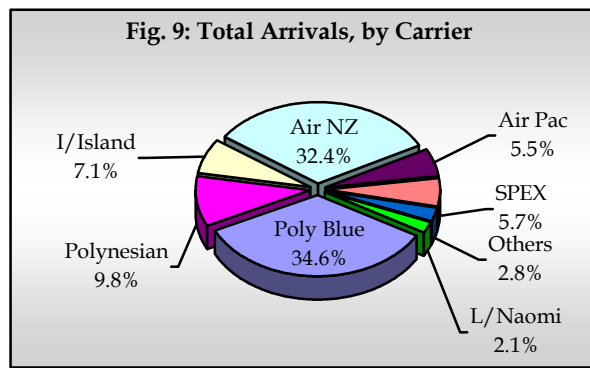
New Zealand remains as the leading country in visitors' arrival by country of usual residence (Table 3) with a 41.7 percent share (4,312). American Samoa followed in with a 18.1 percent share (1,873) which is then pursued by Australia with 17.6 percent (1,822) while the United States of America anchored the principal source markets with a share of 7.1 percent (731) (Refer Fig. 6). By region, the Oceanic Region portrays the highest share of total visitors with 84.8 percent followed by America and Europe with 7.3 percent and 4.4 percent respectively. The Asian region exhibits the lowest share with only 2.9 percent (Refer Fig. 7).



Immense gains from principal source markets (table 4) namely New Zealand, American Samoa, Australia, and the United States of America constitute 84.5 percent of all visitors visiting Samoa in May 2009. Furthermore, 37.3 percent (3,851) of all visitors entered our shores on holiday/ vacation. Visitors that were here to visit friends/ relatives accounted for 34.1 percent (3,518) of all visitors. Business and Conference had 12.5 percent (1,292) whereas those who were here on transit bound for other destinations had 5.6 percent (582). Sports registered 2.0 percent (206) and those who were here on other matters reported 8.6 percent. (Refer Fig. 8).

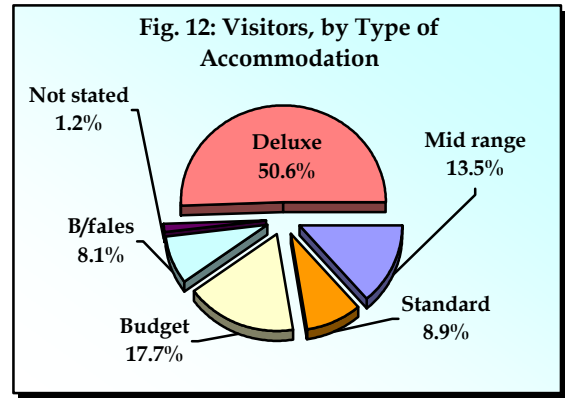
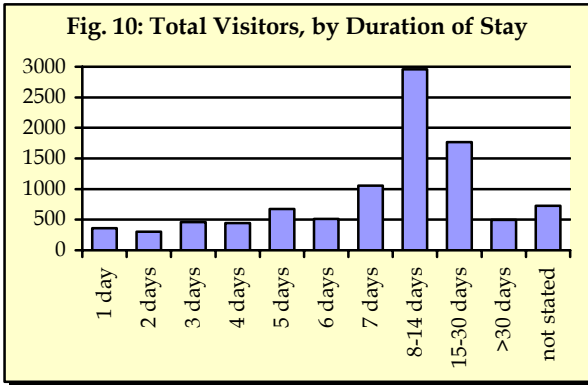


Poly Blue (table 5) leads the way of arrival by carriers' during the reference period with a 34.6 percent share (4,730 passengers) followed by Air New Zealand with a 32.4 percent share (4,429 passengers). Polynesian Airlines brought in 9.8 percent (1,334) of total arrivals while Inter Island had a share of 7.1 percent (965). South Pacific Express recorded a 5.7 percent share (776) followed by Air Pacific with 5.5 percent (745) with other air carriers accounting for 2.0 percent (277). Lady Naomi had a 2.1 percent share (286) while other sea carriers round up the remaining 0.9 percent. This is graphically presented in Fig. 9 below.

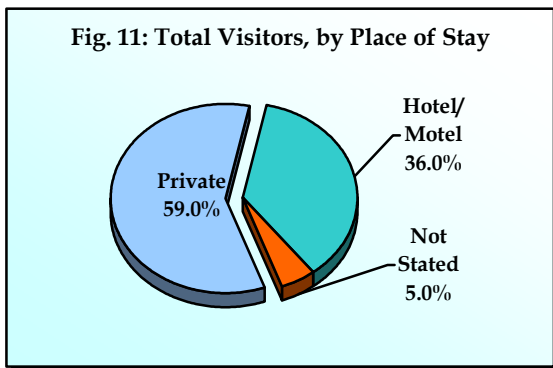


The usual trend of visitor's duration of stay in Samoa (Table 6) is a week up to a month. (Refer Fig. 10). In addition to this, 59.0 percent (5,754) of visitors reported staying with private accommodations or families/ relatives while 36.0 percent (3,508) stayed in hotels/ motels. The remaining 5.0 percent or 486 visitors did not state their place of stay (Refer Fig. 11).

Moreover, Fig. 12 depicts a graphical presentation of the number of visitors arrived (3,508) 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, 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 | 151,836 | 8,628 | 160,464 | 161,482 | 9,908 | 171,390 | -10,926 |
| 2009 | 45,681 | 852 | 46,533 | 61,075 | 2,417 | 63,492 | 55,457 | 2,544 | 58,001 | 5,491 |
| 2006 | | | | | | | | | | |
| 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 | 9,150 | 538 | 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 | 13,069 | 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 | 16,188 | 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 | 210 | 7,968 | 10,662 | 504 | 11,166 | 12,424 | 510 | 12,934 | -1,768 |
| March | 8,588 | 140 | 8,728 | 11,383 | 320 | 11,703 | 12,308 | 409 | 12,717 | -1,014 |
| April | 10,088 | 175 | 10,263 | 12,727 | 874 | 13,601 | 11,895 | 974 | 12,869 | 732 |
| May/1 | 10,187 | 143 | 10,330 | 13,256 | 400 | 13,656 | ... | ... | ... | ... |

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, May 2009 1/.

| Age | Purpose of Entry | | | | | | | | | | | |
|--------------------------|------------------|--------------|--------------|--------------|--------------|--------------|---------------------|--------------|--------------|------------|------------|------------|
| | Total | | | Visitors | | | Returning Residence | | | Transit | | |
| | Total | Male | Female | Total | Male | Female | Total | Male | Female | Total | Male | Female |
| Total | 13,656 | 7,476 | 6,180 | 9,748 | 5,035 | 4,713 | 3,326 | 2,039 | 1,287 | 582 | 402 | 180 |
| 0 - 4 | 628 | 319 | 309 | 486 | 245 | 241 | 124 | 61 | 63 | 18 | 13 | 5 |
| 5 - 9 | 428 | 199 | 229 | 335 | 151 | 184 | 83 | 43 | 40 | 10 | 5 | 5 |
| 10 - 14 | 315 | 150 | 165 | 252 | 120 | 132 | 50 | 26 | 24 | 13 | 4 | 9 |
| 15 - 19 | 474 | 248 | 226 | 344 | 173 | 171 | 103 | 60 | 43 | 27 | 15 | 12 |
| 20 - 24 | 1,129 | 621 | 508 | 715 | 348 | 367 | 327 | 208 | 119 | 87 | 65 | 22 |
| 25 - 29 | 1,368 | 746 | 622 | 930 | 441 | 489 | 381 | 261 | 120 | 57 | 44 | 13 |
| 30 - 34 | 1,279 | 748 | 531 | 900 | 474 | 426 | 322 | 230 | 92 | 57 | 44 | 13 |
| 35 - 39 | 1,227 | 691 | 536 | 841 | 446 | 395 | 326 | 207 | 119 | 60 | 38 | 22 |
| 40 - 44 | 1,229 | 695 | 534 | 868 | 447 | 421 | 312 | 216 | 96 | 49 | 32 | 17 |
| 45 - 49 | 1,311 | 719 | 592 | 939 | 491 | 448 | 295 | 177 | 118 | 77 | 51 | 26 |
| 50 - 54 | 1,266 | 700 | 566 | 922 | 504 | 418 | 299 | 160 | 139 | 45 | 36 | 9 |
| 55 - 59 | 1,075 | 600 | 475 | 827 | 453 | 374 | 214 | 125 | 89 | 34 | 22 | 12 |
| 60 - 64 | 873 | 495 | 378 | 651 | 365 | 286 | 194 | 110 | 84 | 28 | 20 | 8 |
| 65 - 69 | 517 | 286 | 231 | 385 | 209 | 176 | 123 | 72 | 51 | 9 | 5 | 4 |
| 70 - 74 | 283 | 140 | 143 | 196 | 94 | 102 | 84 | 44 | 40 | 3 | 2 | 1 |
| 75 + | 226 | 103 | 123 | 142 | 67 | 75 | 77 | 31 | 46 | 7 | 5 | 2 |
| Not Stated | 28 | 16 | 12 | 15 | 7 | 8 | 12 | 8 | 4 | 1 | 1 | 0 |
| % Distribution 2/ | 100 | 54.7 | 45.3 | 71.4 | 36.9 | 34.5 | 24.4 | 14.9 | 9.4 | 4.3 | 2.9 | 1.3 |

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 May, 2009 1/.

| Country of Usual Residence | Mode of Travel | | | Percentage (%) |
|--------------------------------|----------------|------------|---------------|----------------|
| | Air | Sea | Total | |
| OCEANIA | 8,635 | 124 | 8,759 | 84.8 |
| American Samoa | 1837 | 36 | 1,873 | 18.1 |
| Fiji | 235 | 0 | 235 | 2.3 |
| Cook Island | 17 | 0 | 17 | 0.2 |
| Other Pacific Is | 468 | 32 | 500 | 4.8 |
| New Zealand | 4270 | 42 | 4,312 | 41.7 |
| Australia | 1808 | 14 | 1,822 | 17.6 |
| EUROPE | 452 | 2 | 454 | 4.4 |
| United Kingdom | 107 | 0 | 107 | 1.0 |
| Scandinavia | 47 | 0 | 47 | 0.5 |
| Benelux | 18 | 0 | 18 | 0.2 |
| Germany | 156 | 0 | 156 | 1.5 |
| Other Europe | 124 | 2 | 126 | 1.2 |
| AMERICA | 740 | 16 | 756 | 7.3 |
| U.S.A | 716 | 15 | 731 | 7.1 |
| Canada | 24 | 1 | 25 | 0.2 |
| ASIA | 303 | 1 | 304 | 2.9 |
| Japan | 27 | 0 | 27 | 0.3 |
| China | 97 | 0 | 97 | 0.9 |
| Other Asia | 179 | 1 | 180 | 1.7 |
| OTHERS | 54 | 0 | 54 | 0.5 |
| NOT STATED | 3 | 0 | 3 | 0.0 |
| TOTAL | 10,187 | 143 | 10,330 | 100% |
| PERCENTAGE DISTRIBUTION | 98.6 | 1.4 | 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 May, 2009 1/.

| Usual Residence | Purpose of Visit | | | | | | | | |
|--------------------------------|------------------|----------|----------------------|-------------------------|-----------------------------|------------|------------|------------|------------|
| | Total | | Holiday/ Vacation | Business/ Conference | Visit Friends/ Relatives | Sports | Transit | Others | Not Stated |
| Total | 10,330 | % | 3,851 | 1,292 | 3,518 | 206 | 582 | 181 | 700 |
| American Samoa | 1,873 | 18.1 | 372 | 80 | 845 | 37 | 193 | 27 | 319 |
| Fiji | 235 | 2.3 | 23 | 72 | 36 | 49 | 22 | 17 | 16 |
| Cook Island | 17 | 0.2 | 3 | 7 | 3 | 3 | 0 | 1 | 0 |
| Other Pacific Is | 500 | 4.8 | 46 | 209 | 98 | 37 | 60 | 25 | 25 |
| New Zealand | 4,312 | 41.7 | 1,889 | 558 | 1,496 | 51 | 66 | 53 | 199 |
| Australia | 1,822 | 17.6 | 759 | 217 | 711 | 18 | 30 | 20 | 67 |
| United Kingdom | 107 | 1.0 | 72 | 10 | 11 | 3 | 1 | 4 | 6 |
| Scandinavia | 47 | 0.5 | 38 | 1 | 6 | 0 | 1 | 0 | 1 |
| Benelux | 18 | 0.2 | 16 | 1 | 1 | 0 | 0 | 0 | 0 |
| Germany | 156 | 1.5 | 150 | 1 | 4 | 0 | 0 | 0 | 1 |
| Other Europe | 126 | 1.2 | 111 | 7 | 4 | 1 | 1 | 0 | 2 |
| U.S.A. | 731 | 7.1 | 248 | 96 | 262 | 7 | 53 | 17 | 48 |
| Canada | 25 | 0.2 | 22 | 2 | 0 | 0 | 0 | 1 | 0 |
| Japan | 27 | 0.3 | 11 | 6 | 8 | 0 | 0 | 2 | 0 |
| China | 97 | 0.9 | 25 | 2 | 10 | 0 | 44 | 8 | 8 |
| Other Asia | 180 | 1.7 | 32 | 18 | 11 | 0 | 109 | 4 | 6 |
| Other Countries | 54 | 0.5 | 33 | 5 | 11 | 0 | 2 | 1 | 2 |
| Not Stated | 3 | 0.0 | 1 | 0 | 1 | 0 | 0 | 1 | 0 |
| Percentage Distribution | 100 | | 37.3 | 12.5 | 34.1 | 2.0 | 5.6 | 1.8 | 6.8 |

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 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 May, 2009 1/.

| Carrier | Total | | Purpose of Entry | | | |
|-----------------------|---------------|-------------|---------------------|-------------|----------------|-------------|
| | | | Returning Residence | % | Total Visitors | % |
| Total | 13,656 | 100% | 3,326 | 24.4 | 10,330 | 75.6 |
| <u>AIR</u> | | | | | | |
| Poly Blue | 4,730 | 34.6 | 1,379 | 10.1 | 3,351 | 24.5 |
| Polynesian | 1,334 | 9.8 | 343 | 2.5 | 991 | 7.3 |
| Inter Island | 965 | 7.1 | 221 | 1.6 | 744 | 5.4 |
| Air New Zealand | 4,429 | 32.4 | 786 | 5.8 | 3,643 | 26.7 |
| Air Pacific | 745 | 5.5 | 167 | 1.2 | 578 | 4.2 |
| Other Air Carrier | 277 | 2.0 | 0 | 0.0 | 277 | 2.0 |
| South Pacific Express | 776 | 5.7 | 173 | 1.3 | 603 | 4.4 |
| <u>SEA</u> | | | | | | |
| Lady Naomi | 286 | 2.1 | 235 | 1.7 | 51 | 0.4 |
| Yacht | 7 | 0.0 | 1 | 0.0 | 6 | 0.0 |
| Other Sea Carrier | 107 | 0.8 | 21 | 0.2 | 86 | 0.6 |

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 May, 2009 1/.

| Duration of Stay | Place of Stay | | | |
|-------------------------------------|---------------|--------------|--------------|------------|
| | Total | Hotel/Motel | Private | Not Stated |
| Total | 9,748 | 3,508 | 5,754 | 486 |
| 1day | 361 | 172 | 146 | 43 |
| 2days | 301 | 132 | 125 | 44 |
| 3days | 461 | 145 | 280 | 36 |
| 4days | 442 | 174 | 253 | 15 |
| 5days | 673 | 367 | 279 | 27 |
| 6days | 511 | 343 | 154 | 14 |
| 7days | 1,055 | 536 | 488 | 31 |
| 8-14days | 2,958 | 1,185 | 1,687 | 86 |
| 15-30days | 1,764 | 290 | 1,407 | 67 |
| 31-60days | 252 | 71 | 173 | 8 |
| 61-90days | 106 | 11 | 89 | 6 |
| 91-180days | 102 | 15 | 82 | 5 |
| 181-365days | 35 | 12 | 21 | 2 |
| >1year | 3 | 0 | 3 | 0 |
| Not Stated | 724 | 55 | 567 | 102 |
| Percentage Distribution % 2/ | 100 | 36.0 | 59.0 | 5.0 |

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