

Please address all correspondence to the Government Statistician
 In reply, please quote the file reference



File Ref: IAS Q1/09

GOVERNMENT OF SAMOA
SAMOA BUREAU OF STATISTICS

**International Arrival Statistics
 FIRST QUARTER 2009**

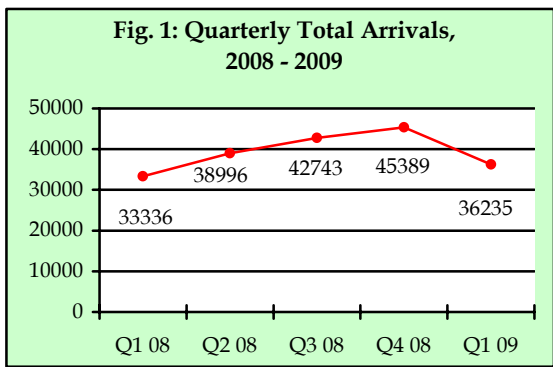
Summary:

This release summarizes Samoa's International Arrival Statistics for the first quarter (January – March) of 2009.

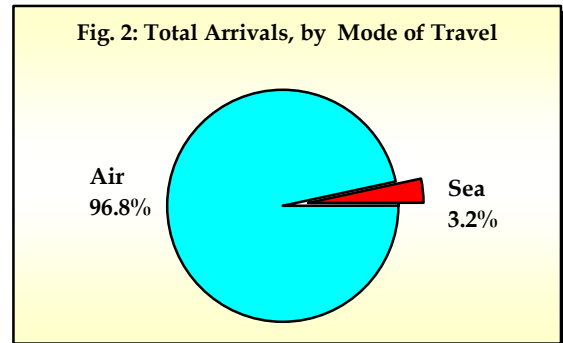
The source documents used for the compilation of statistics on international migration are the Immigration Arrival and Departure forms completed by all incoming and outgoing travelers at ports of arrival and departure. The two ports of entry for international travel to Samoa are: (i) Apia Wharf, and (ii) Faleolo International Airport.

I. TOTAL ARRIVALS

The total International Arrival Statistics recorded during the reference period (table 1) reveals a decrease of 20.2 percent compared to the previous quarter (Oct - Dec 2008) and an 8.7 percent increase over the corresponding quarter of Jan – March 2008. (Refer Fig. 1).

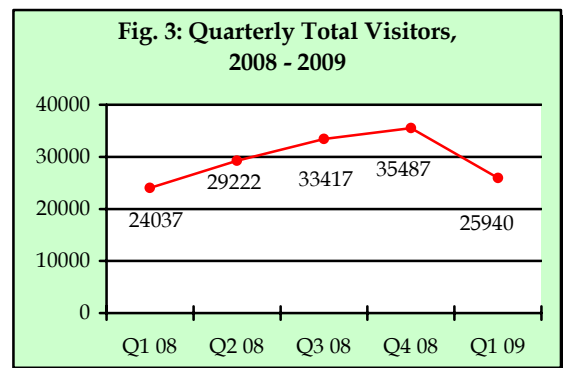


Additionally, Air being the most preferred mode of travel to Samoa, accounting for 96.8 percent (35,092) of total arrivals, while those that traveled by sea accounted for the remaining 3.2 percent (1,143). (Refer Fig. 2).



2. TOTAL VISITORS

Of the total arrivals, Overall Visitors numbering 25,940 for the quarter under review illustrates a colossal decrease of 26.9 percent over the previous quarter and an increase of 7.9 percent over the corresponding quarter of Jan – March 2008. (Refer Fig. 3).

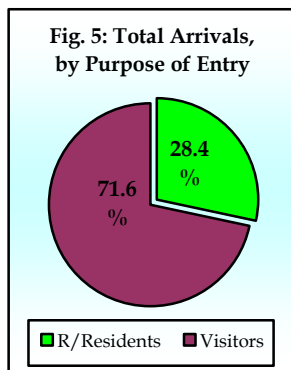
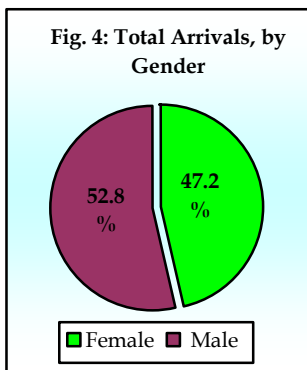


Considering 97.9 percent of total tourists arrived by air carrier, those traveled by sea carrier round up the remaining 2.1 percent. Visitors' share of 71.6 percent or 25,940 travelers of total arrivals is marginally higher than the 72.1 percent or 24,037 travelers reported in the same period of 2008.

3. TOTAL ARRIVALS BY GENDER

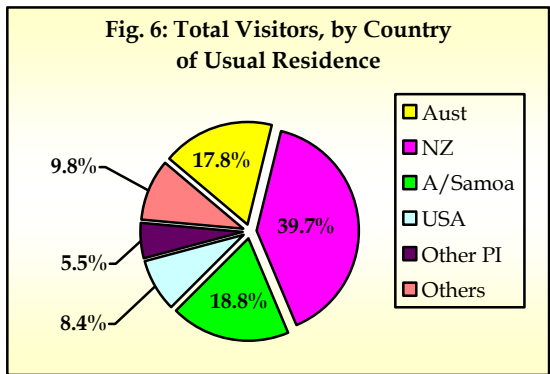
During the quarter under review, total arrivals by age and gender (Table 2) discloses that males recorded just over half of the traveling public at 52.8 percent (same with Jan – March 2008) while their female counterparts constitute the remaining 47.2 percent (same with Jan – March 2008). (Refer Fig. 4).

Of all arrival travelers, overall visitors (including transients) registered 38.1 percent (13,787) for males while females had 33.5 percent (12,156). Returning residents recorded 14.7 percent (5,342) for males while females had 13.7 percent (4,953). (Refer Fig. 5). The majority age for inbound travelers to Samoa from Jan – March 2009 ranges from 15 years to 64 years.

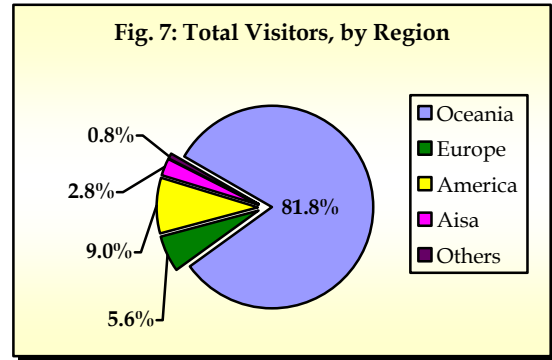


4. VISITORS ARRIVALS BY COUNTRY OF USUAL RESIDENCE

New Zealand was the leading country in visitors' arrival by country of usual residence (Table 3) with a 39.7 percent share (10,289). American Samoa followed in with an 18.8 percent share (4,880) which is then closely pursued by Australia with 17.8 percent (4,627) while the United States of America anchored the principal source markets with a share of 8.4 percent (2,174). (Refer Fig. 6).



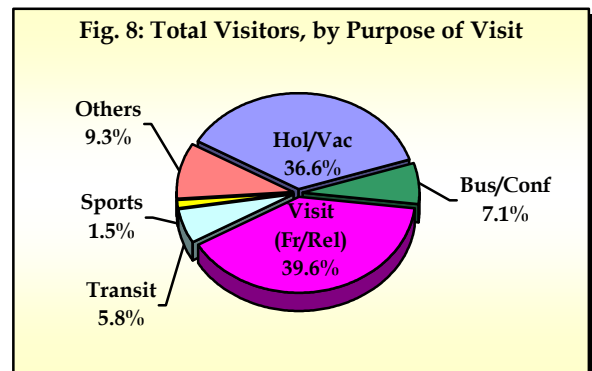
By region, the Oceanic Region portrays the highest share of total visitors with 81.8 percent followed by America and Europe with 9.0 percent and 5.6 percent respectively. The Asian region exhibits the lowest share with only 2.8 percent (Refer Fig. 7).



5. VISITORS BY PURPOSE OF VISIT

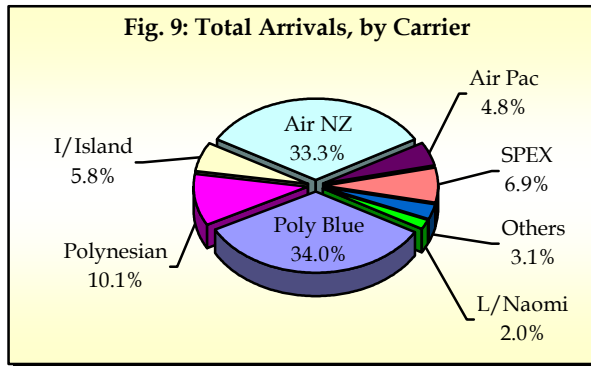
New Zealand, American Samoa, Australia, and the United States of America constitute 84.7 percent of all visitors visiting Samoa (Table 4) during the reference period.

Furthermore, 39.6 percent (10,284) of all visitors entered our shores to visit friends/ relatives while those that were here on holiday/ vacation accounted for 36.6 percent (9,504) of all visitors. Business and Conference registered 7.1 percent (1,839) while those who were here on other matters recorded 2.2 percent (576). Transients bound for other destination registered 5.8 percent (1,501). Sports and those who did not state their purpose of visit had 1.5 percent and 7.1 percent respectively (Refer Fig. 8).



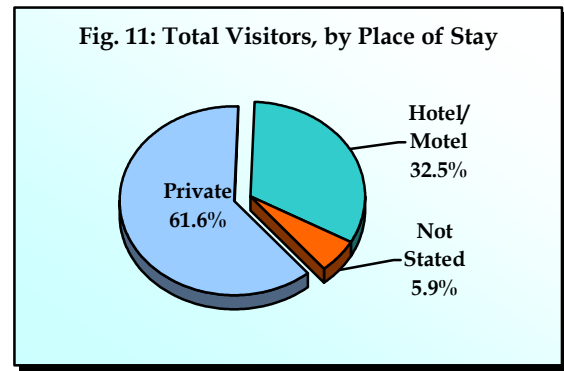
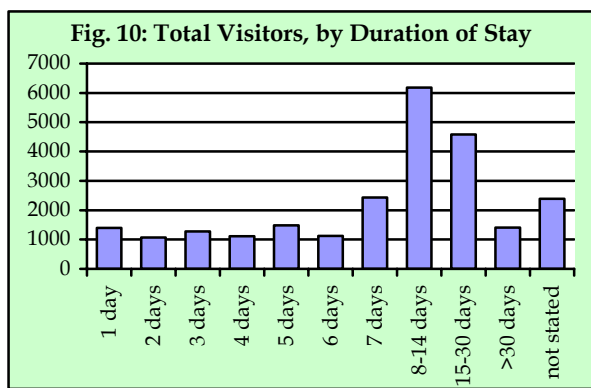
6. CARRIER

As tabulated in Table 5, Poly Blue leads the way for arrival by carriers' during the reference period with a 34.0 percent share (12,318 passengers) then marginally followed by Air New Zealand with a 33.3 percent share (12,082 passengers). Polynesian Airlines brought in 10.1 percent (3,653) of total arrivals while South Pacific Express had a share of 6.9 percent (2,517). Inter Island recorded a 5.8 percent share (2,094) followed by Air Pacific with 4.8 percent (1,740) with other air carriers accounting for 1.9 percent (688). Lady Naomi registered a 2.0 percent share (712) while other sea carriers round up the remaining 1.2 percent. (Refer Fig 9).

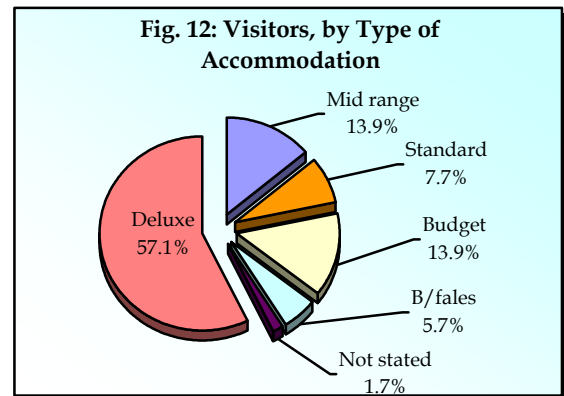


7. VISITORS DURATION/ PLACE OF STAY

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, 61.6 percent (15,061) of visitors reported staying with private accommodations or families/ relatives while 32.5 percent (7,931) stayed in hotels/ motels. The remaining 5.9 percent or 1,447 visitors did not state their place of stay. (Refer Fig. 11).



Moreover, Fig. 12 portrays a graphical impression of the number of visitors arrived (7,931) by type of accommodation (hotel/ motel), within the reference period.



Detailed information is attached in Tables 1 – 6 for a more detailed analysis of International Arrival Statistics for the first quarter of 2009.

Muagututi'a Sefuiva Reupena
GOVERNMENT STATISTICIAN