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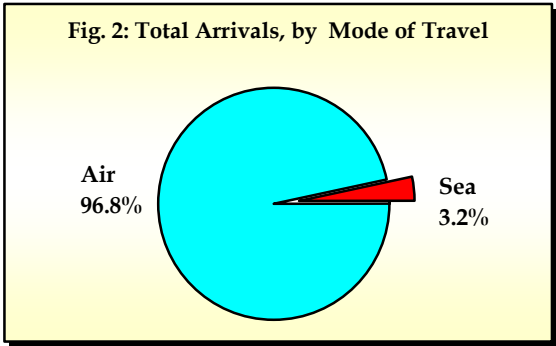
GOVERNMENT OF SAMOA SAMOA BUREAU OF STATISTICS

International Arrival Statistics FIRST QUARTER 2009

Summary:

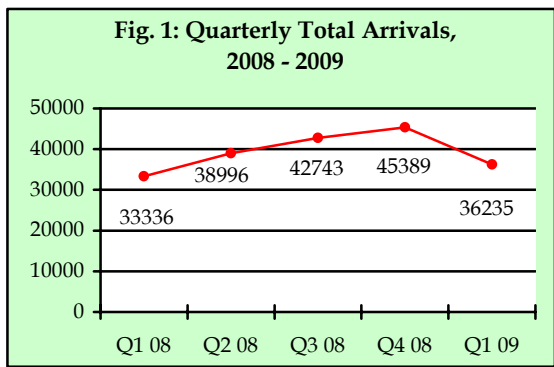
This release summarizes Samoa's International Arrival Statistics for the first quarter (January – March) of 2009.

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

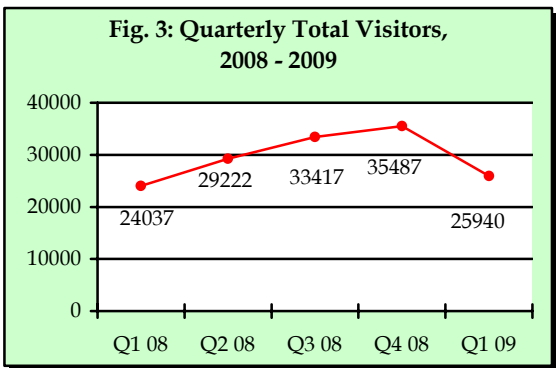
The total International Arrival Statistics recorded during the reference period (table 1) reveals a decrease of 20.2 percent compared to the previous quarter (Oct - Dec 2008) and an 8.7 percent increase over the corresponding quarter of Jan – March 2008. (Refer Fig. 1).



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).

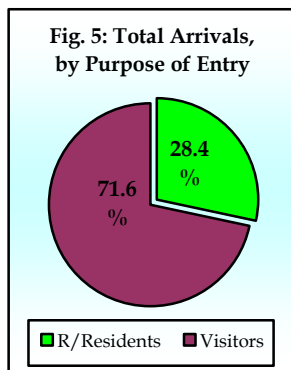
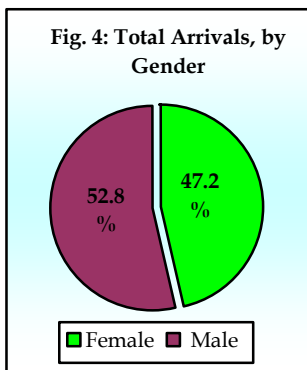


Considering 97.9 percent of total tourists arrived by air carrier, those traveled by sea carrier round up the remaining 2.1 percent. Visitors' share of 71.6 percent or 25,940 travelers of total arrivals is marginally higher than the 72.1 percent or 24,037 travelers reported in the same period of 2008.

3. TOTAL ARRIVALS BY GENDER

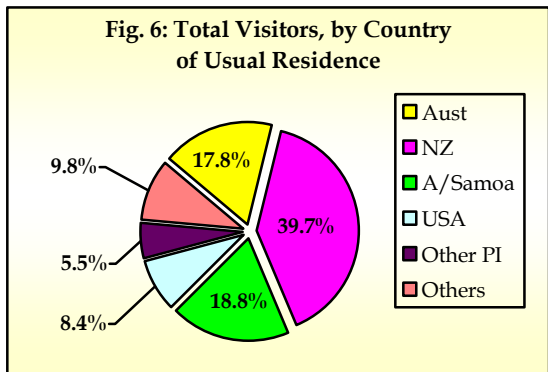
During the quarter under review, total arrivals by age and gender (Table 2) discloses that males recorded just over half of the traveling public at 52.8 percent (same with Jan – March 2008) while their female counterparts constitute the remaining 47.2 percent (same with Jan – March 2008). (Refer Fig.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

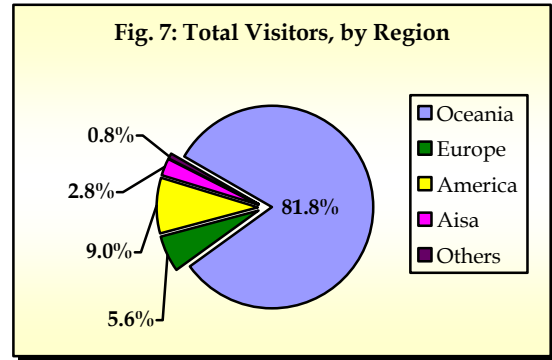


4. VISITORS ARRIVALS BY COUNTRY OF USUAL RESIDENCE

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).



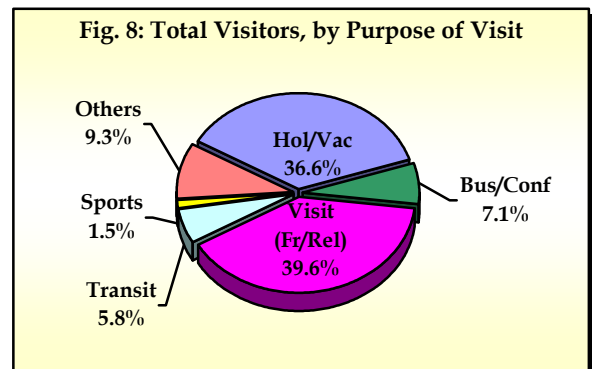
By region, the Oceanic Region portrays the highest share of total visitors with 81.8 percent followed by America and Europe with 9.0 percent and 5.6 percent respectively. The Asian region exhibits the lowest share with only 2.8 percent (Refer Fig. 7).



5. VISITORS BY PURPOSE OF VISIT

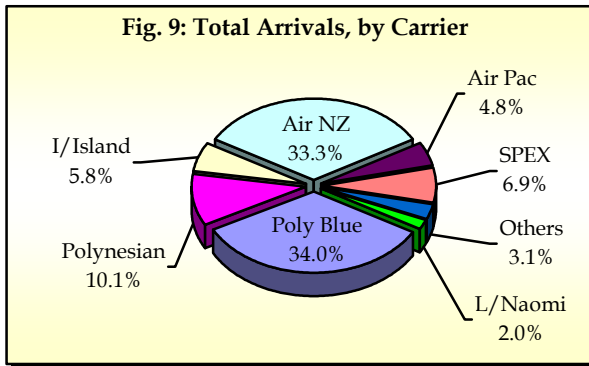
New Zealand, American Samoa, Australia, and the United States of America constitute 84.7 percent of all visitors visiting Samoa (Table 4) during the reference period.

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).



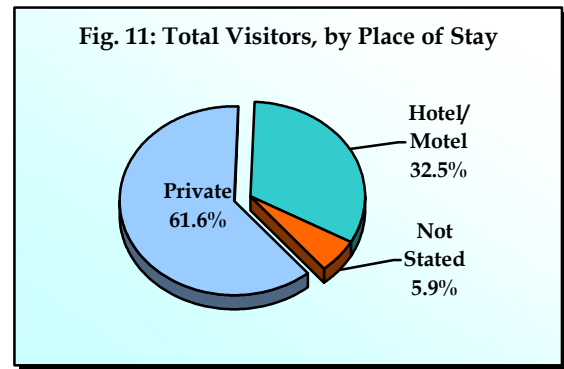
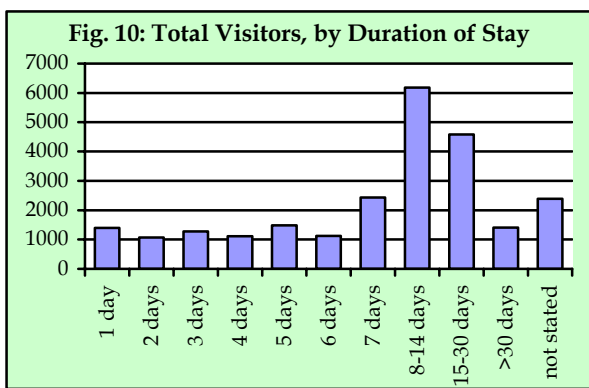
6. CARRIER

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).

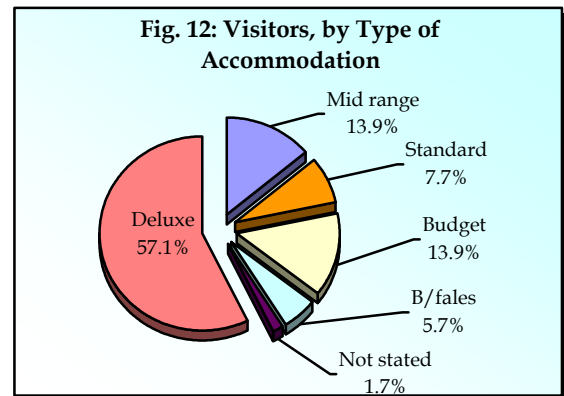


7. VISITORS DURATION/ PLACE OF STAY

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

Table 1: Quarterly Arrivals and Departures by Mode of Travel and Net Migration, 2006 - 2009. 1/

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	25,406	534	25,940	35,092	1,143	36,235	43,562	1,570	45,132	-8,897
2006										
Jan - March	21,347	798	22,145	31,459	1,858	33,317	37,809	2,137	39,946	-6,629
Apr - June	26,662	755	27,417	34,775	2,607	37,382	34,313	2,975	37,288	94
July - Sept	28,478	888	29,366	36,482	2,196	38,678	38,345	2,361	40,706	-2,028
Oct - Dec	35,924	1,030	36,954	45,091	2,688	47,779	37,524	2,016	39,540	8,239
2007										
Jan - March	23,856	807	24,663	33,032	1,569	34,601	42,752	1,938	44,690	-10,089
Apr - June	28,242	807	29,049	35,901	1,883	37,784	34,515	2,233	36,748	1,036
July - Sept	33,138	1,134	34,272	40,162	2,003	42,165	44,460	2,543	47,003	-4,838
Oct - Dec	33,417	951	34,368	41,489	2,176	43,665	36,372	1,864	38,236	5,429
2008										
Jan - March	23,172	865	24,037	31,690	1,646	33,336	43,788	2,189	45,977	-12,641
Apr - June	28,237	985	29,222	36,234	2,762	38,996	35,961	2,960	38,921	75
July - Sept	32,483	934	33,417	40,801	1,942	42,743	42,266	2,765	45,031	-2,288
Oct - Dec	34,528	959	35,487	43,111	2,278	45,389	39,467	1,994	41,461	3,928
2,009										
Jan - March	25,406	534	25,940	35,092	1,143	36,235	43,562	1,570	45,132	-8,897

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

1/: Provisional figures

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

Age	Purpose of Visit											
	Total			Visitors			Returning Residence			Transit		
	Total	Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female
Total	36,235	19,128	17,107	24,439	12,853	11,589	10,295	5,342	4,953	1,501	934	567
0 - 4	1,631	841	790	664	361	303	278	130	148	20	8	12
5 - 9	1,533	782	751	453	228	225	263	143	120	16	11	5
10 - 14	1,471	688	783	388	184	204	214	81	133	20	8	12
15 - 19	1,979	888	1,091	607	284	323	296	131	165	36	15	21
20 - 24	2,700	1,271	1,429	1,230	539	691	426	219	207	62	38	24
25 - 29	3,077	1,513	1,564	1,469	700	769	533	277	256	80	53	27
30 - 34	2,857	1,523	1,334	1,331	693	638	508	278	230	81	65	16
35 - 39	3,016	1,671	1,345	1,349	754	595	532	301	231	93	63	30
40 - 44	3,190	1,765	1,425	1,448	798	650	520	313	207	107	72	35
45 - 49	3,344	1,868	1,476	1,530	877	653	550	291	259	124	85	39
50 - 54	3,019	1,658	1,361	1,360	761	599	564	292	272	78	55	23
55 - 59	2,816	1,575	1,241	1,322	732	590	488	274	214	58	39	19
60 - 64	2,231	1,243	988	1,087	624	463	384	201	183	66	49	17
65 - 69	1,488	840	648	754	436	318	227	121	106	20	13	7
70 - 74	851	467	384	411	224	187	170	92	78	10	5	5
75 +	761	383	378	347	187	160	180	86	94	7	4	3
Not Stated	271	152	119	8,689	4,470	4,219	4,162	2,112	2,050	623	351	272
% Distribution 2/	100	52.8	47.2	67.5	35.5	32.0	28.4	14.7	13.7	4.1	2.6	1.6

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: Visitors Arrivals by Country of Usual Residence and Mode of Travel, Quarter 1 2009. 1/

Country of Usual Residence	Mode of Travel			Percentage (%)
	Air	Sea	Total	
OCEANIA	20,724	503	21,227	81.8
American Samoa	4,794	86	4,880	18.8
Fiji	593	7	600	2.3
Cook Island	28	5	33	0.1
Other Pacific Is	550	248	798	3.1
New Zealand	10,167	122	10,289	39.7
Australia	4,592	35	4,627	17.8
EUROPE	1,424	16	1,440	5.6
United Kingdom	544	6	550	2.1
Scandinavia	160	0	160	0.6
Benelux	48	0	48	0.2
Germany	341	2	343	1.3
Other Europe	331	8	339	1.3
AMERICA	2,321	11	2,332	9.0
U.S.A	2,166	8	2,174	8.4
Canada	155	3	158	0.6
ASIA	734	2	736	2.8
Japan	183	1	184	0.7
China	183	1	184	0.7
Other Asia	368	0	368	1.4
OTHERS	115	2	117	0.5
NOT STATED	88	0	88	0.3
TOTAL	25,406	534	25,940	100%
PERCENTAGE DISTRIBUTION	97.9	2.1	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, Quarter 1 2009. 1/

Usual Residence	Purpose of Visit								
	Total		Holiday/ Vacation	Business/ Conference	Visit Friends/ Relatives	Sports	Transit	Others	Not Stated
Total	25,940	%	9,504	1,839	10,284	391	1,501	576	1,845
American Samoa	4,880	18.8	1,039	200	2,012	31	579	94	925
Fiji	600	2.3	61	152	145	13	100	103	26
Cook Island	33	0.1	5	6	11	0	7	3	1
Other Pacific Is	798	3.1	125	65	354	27	102	65	60
New Zealand	10,289	39.7	3,796	707	4,727	201	238	157	463
Australia	4,627	17.8	1,965	330	1,924	88	81	63	176
United Kingdom	550	2.1	395	80	38	3	9	16	9
Scandinavia	160	0.6	142	3	4	1	4	5	1
Benelux	48	0.2	43	2	2	0	0	0	1
Germany	343	1.3	324	4	10	0	1	1	3
Other Europe	339	1.3	268	20	35	3	6	4	3
U.S.A.	2,174	8.4	926	132	833	16	117	41	109
Canada	158	0.6	124	7	18	1	7	1	0
Japan	184	0.7	115	36	24	0	1	3	5
China	184	0.7	60	38	63	2	175	10	20
Other Asia	368	1.4	72	13	6	2	15	3	6
Other Countries	117	0.5	29	41	49	0	55	4	6
Not Stated	88	0.3	15	3	29	3	4	3	31
Percentage Distribution	100		36.6	7.1	39.6	1.5	5.8	2.2	7.1

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.

: 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, Quarter 1 2009. 1/

Carrier	Total		Purpose of Entry			
			Returning Residence	%	Total Visitors	%
Total	36,235	100%	10,295	28.4	25,940	71.6
<u>AIR</u>	35,092	96.8	9,686	26.7	25,406	70.1
Poly Blue	12,318	34.0	3,670	10.1	8,648	23.9
Polynesian	3,653	10.1	895	2.5	2,758	7.6
Inter Island	2,094	5.8	601	1.7	1,493	4.1
Air New Zealand	12,082	33.3	3,457	9.5	8,625	23.8
Air Pacific	1,740	4.8	379	1.0	1,361	3.8
Other Air Carrier	688	1.9	4	0.0	684	1.9
South Pacific Express	2,517	6.9	680	1.9	1,837	5.1
<u>SEA</u>	1,143	3.2	609	1.7	534	1.5
Lady Naomi	712	2.0	542	1.5	170	0.5
Yacht	13	0.0	1	0.0	12	0.0
Other Sea Carrier	418	1.2	66	0.2	352	1.0

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, Quarter 1 2009. 1/

Duration of Stay	Place of Stay			
	Total	Hotel/Motel	Private	Not Stated
Total	24,439	7,931	15,061	1,447
1day	1,391	806	445	140
2days	1,065	520	492	53
3days	1,272	458	743	71
4days	1,114	428	629	57
5days	1,488	818	631	39
6days	1,127	732	348	47
7days	2,434	1169	1,169	96
8-14days	6,177	2126	3,812	239
15-30days	4,576	534	3,859	183
31-60days	706	179	488	39
61-90days	346	28	296	22
91-180days	181	20	147	14
181-365days	160	10	143	7
>1year	11	0	10	1
Not Stated	2,391	103	1,849	439
Percentage Distribution % 2/	100	32.5	61.6	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

2/: Figures are subject to rounding errors