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# GOVERNMENT OF SAMOA SAMOA BUREAU OF STATISTICS

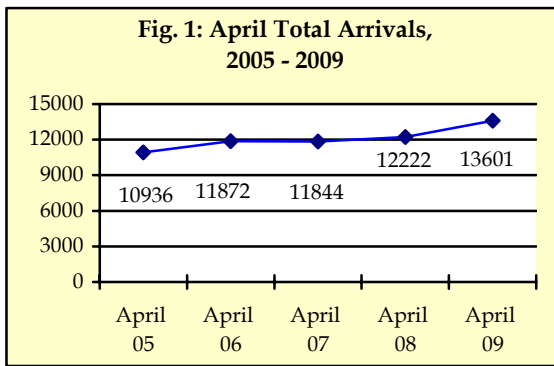
## International Arrival Statistics APRIL 2009

### Summary:

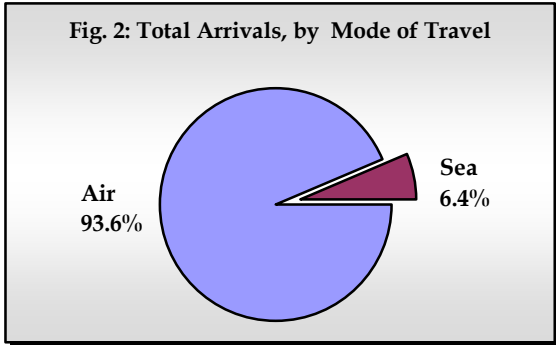
This is the **Sixty Fourth** statistical release of a series of monthly International Arrival Statistics Releases for 2009.

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.

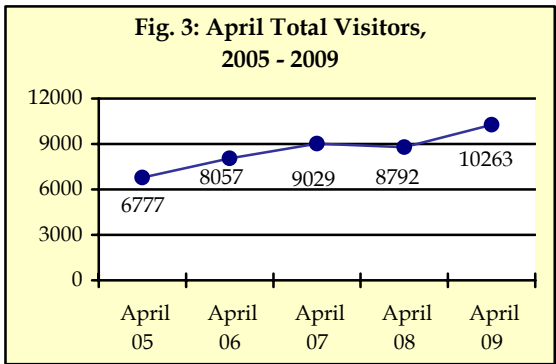
The total International Arrival Statistics recorded for the month of **April 2009** (table 1), reveals a moderate increase of 16.2 percent over the previous month (March 2009) and a 11.3 percent increase over the corresponding month of April 2008. (Refer Fig. 1).



Air being the most preferred mode of travel to Samoa, accounted to 93.6 percent (12,727) of the total arrivals, while the remaining 6.4 percent (874) traveled by sea (Refer Fig. 2).

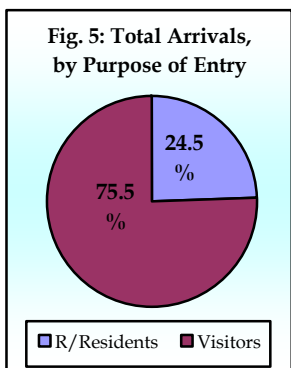
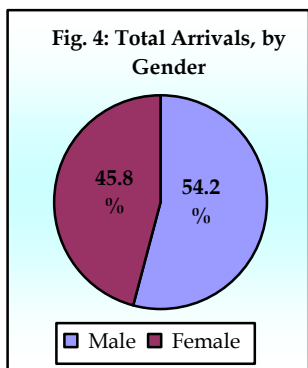


Of the total arrivals, Overall Visitors numbering 10,263 for the month under review shows an increase of 17.6 percent over the previous month and an increase of 16.7 percent over the corresponding month of April 2008. (Refer Fig. 3). Considering 98.3 percent of total tourists arrived by air carrier, those traveled by sea carrier round up the remaining 1.7 percent. Visitors' share of 75.5 percent or 10,263 travelers of total arrivals is noticeably higher than the 71.9 percent or 8,792 travelers reported in the same period of 2008.

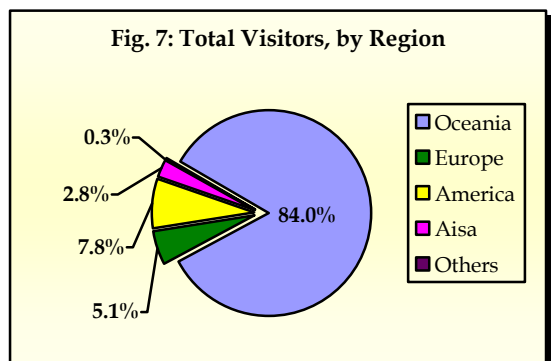
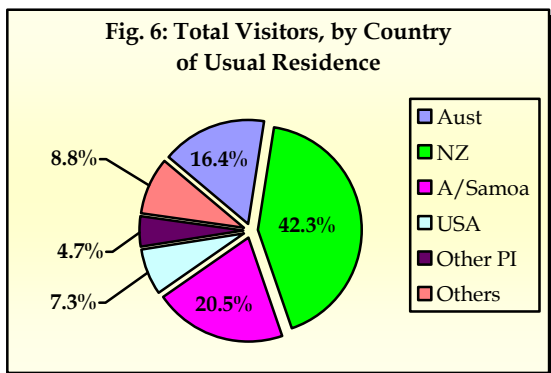


Total Arrivals by age and gender (Table 2) discloses that males recorded just over half of the traveling public at 54.2 percent (compared to 56.6 percent in April 2008) while their female counterparts constitute the remaining 45.8 percent (compared to 43.4 percent

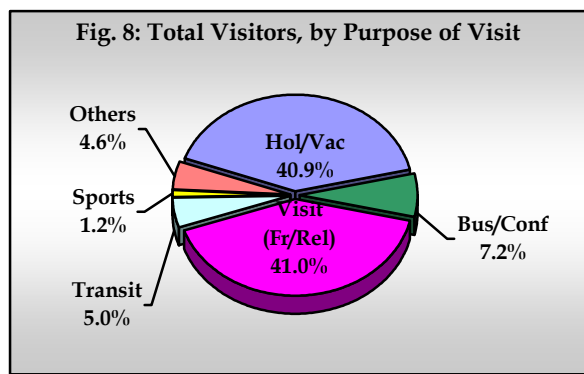
in April 2008). (Refer Fig. 4). Of all arrival travelers, overall visitors (including transients) registered 39.2 percent (5,339) for males while females had 36.2 percent (4,924). Returning residents recorded 14.9 percent (2,032) for males while females had 9.6 percent (1,306). (Refer Fig. 5). The majority age for inbound travelers to Samoa in April 2009 ranges from 20 years to 59 years.



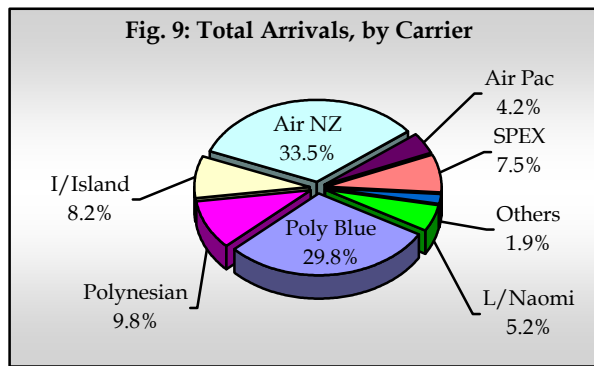
New Zealand is still the leading country in visitors' arrival by country of usual residence (Table 3) with a 42.3 percent share (4,344). American Samoa followed in with a 20.5 percent share (2,105) which is then pursued by Australia with 16.4 percent (1,687) while the United States of America anchored the principal source markets with a share of 7.3 percent (745) (Refer Fig. 6). By region, the Oceanic Region portrays the highest share of total visitors with 84.0 percent followed by America and Europe with 7.8 percent and 5.1 percent respectively. The Asian region exhibits the lowest share with only 2.8 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 86.5 percent of all visitors visiting Samoa in April 2009. Furthermore, 41.0 percent (4,211) of all visitors entered our shores to visit friends/ relatives. Visitors that were here on holiday/ vacation accounted for 40.9 percent (4,199) of all visitors. Business and Conference had 7.2 percent (742) whereas those who were here on other matters had 1.8 percent (185). Transients bound for other destination registered 5.0 percent (516). Sports and those who did not state their purpose of visit had 1.2 percent and 2.8 percent respectively (Refer Fig. 8).

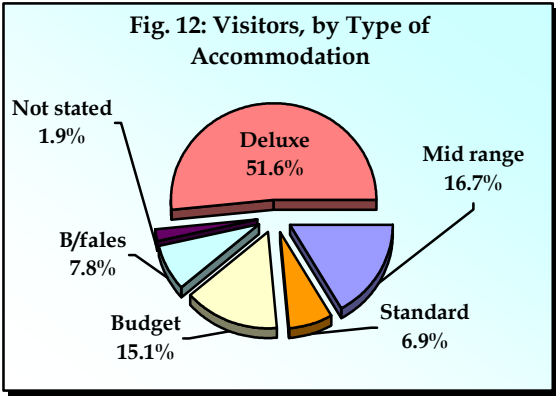
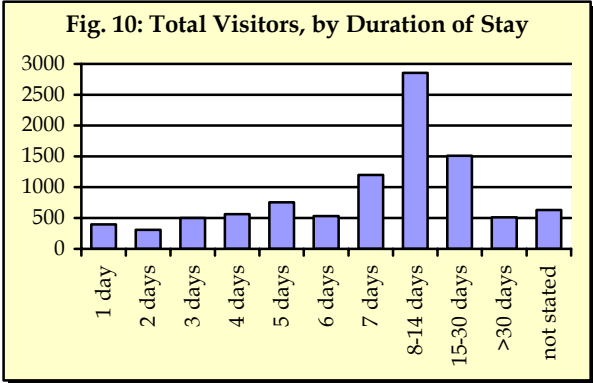


Air New Zealand (table 5) leads the way of arrival by carriers' during the reference period with a 33.5 percent share (4,554 passengers) followed by Polynesian Blue with a 29.8 percent share (4,057 passengers). Polynesian Airlines brought in 9.8 percent (1,333) of total arrivals while South Pacific Express had a share of 7.5 percent (1,014). Inter Island recorded an 8.2 percent share (1,109) followed by Air Pacific with 4.2 percent (571) with other air carriers accounting for 0.7 percent (89). Lady Naomi had a 5.2 percent share (713) while other sea carriers round up the remaining 1.2 percent. This is graphically presented in Fig. 9 below.

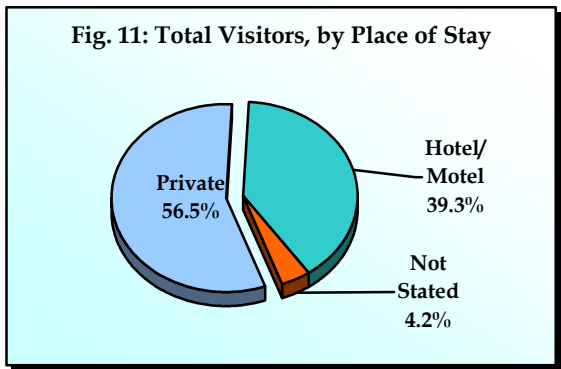


The usual trend of visitor's duration of stay in Samoa (Table 6) is a week up to a month. (Refer Fig. 10). In addition to this, 56.4 percent (5,500) of visitors reported staying with private accommodations or families/ relatives while 39.3 percent (3,835) stayed

in hotels/ motels. The remaining 4.2 percent or 412 visitors did not state their place of stay (Refer Fig. 11). Moreover, Fig. 12 depicts a graphical presentation of the number of visitors arrived (3,835) 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 Tavel 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	25,406	473	25,879	35,092	1,022	36,114	31,254	1,161	32,415	3,699
<b>2006</b>										
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
<b>2007</b>										
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
<b>2008</b>										
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
<b>2009</b>										

January	9,060	184	9,244	13,047	319	13,366	18,830	651	19,481	<b>-6,115</b>
February	7,758	149	7,907	10,662	383	11,045	12,424	510	12,934	<b>-1,889</b>
March	8,588	140	8,728	11,383	320	11,703	12,308	409	12,717	<b>-1,014</b>
<b>April/1</b>	<b>10,088</b>	<b>175</b>	<b>10,263</b>	<b>12,727</b>	<b>874</b>	<b>13,601</b>	...	...	...	...

**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, April 2009 1/.

Age	Purpose of Visit											
	Total			Visitors			Returning Residence			Transit		
	Total	Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female
<b>Total</b>	<b>13,601</b>	<b>7,371</b>	<b>6,230</b>	<b>9,747</b>	<b>5,009</b>	<b>4,738</b>	<b>3,338</b>	<b>2,032</b>	<b>1,306</b>	<b>516</b>	<b>330</b>	<b>186</b>
0 - 4	572	304	268	445	231	214	114	65	49	13	8	5
5 - 9	516	271	245	426	224	202	83	45	38	7	2	5
10 - 14	523	286	237	430	240	190	83	41	42	10	5	5
15 - 19	664	315	349	533	246	287	114	61	53	17	8	9
20 - 24	1,152	573	579	740	295	445	370	253	117	42	25	17
25 - 29	1,174	612	562	808	377	431	315	204	111	51	31	20
30 - 34	1,202	682	520	818	404	414	330	239	91	54	39	15
35 - 39	1,245	709	536	860	472	388	330	204	126	55	33	22
40 - 44	1,175	620	555	856	437	419	266	154	112	53	29	24
45 - 49	1,320	706	614	952	471	481	314	194	120	54	41	13
50 - 54	1,182	669	513	830	463	367	299	170	129	53	36	17
55 - 59	1,040	561	479	761	403	358	233	129	104	46	29	17
60 - 64	854	489	365	614	344	270	203	117	86	37	28	9
65 - 69	480	285	195	341	212	129	128	65	63	11	8	3
70 - 74	247	145	102	158	94	64	83	47	36	6	4	2
75 +	239	133	106	165	89	76	68	40	28	6	4	2
Not Stated	16	11	5	10	7	3	5	4	1	1	0	1
<b>% Distribution 2/</b>	<b>100</b>	<b>54.2</b>	<b>45.8</b>	<b>71.7</b>	<b>36.8</b>	<b>34.8</b>	<b>24.5</b>	<b>14.9</b>	<b>9.6</b>	<b>3.8</b>	<b>2.4</b>	<b>1.4</b>

**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 April, 2009 1/.

Country of Usual Residence	Mode of Travel			Percentage (%)
	Air	Sea	Total	
<b>OCEANIA</b>	<b>8,462</b>	<b>155</b>	<b>8,617</b>	<b>84.0</b>
American Samoa	2,048	57	2,105	20.5
Fiji	174	3	177	1.7
Cook Island	9	0	9	0.1
Other Pacific Is	229	66	295	2.9
New Zealand	4,329	15	4,344	42.3
Australia	1,673	14	1,687	16.4
<b>EUROPE</b>	<b>513</b>	<b>14</b>	<b>527</b>	<b>5.1</b>
United Kingdom	144	5	149	1.5
Scandinavia	64	8	72	0.7
Benelux	15	0	15	0.1
Germany	173	0	173	1.7
Other Europe	117	1	118	1.1
<b>AMERICA</b>	<b>801</b>	<b>2</b>	<b>803</b>	<b>7.8</b>
U.S.A	743	2	745	7.3
Canada	58	0	58	0.6
<b>ASIA</b>	<b>281</b>	<b>4</b>	<b>285</b>	<b>2.8</b>
Japan	68	4	72	0.7
China	101	0	101	1.0
Other Asia	112	0	112	1.1
<b>OTHERS</b>	<b>29</b>	<b>0</b>	<b>29</b>	<b>0.3</b>
<b>NOT STATED</b>	<b>2</b>	<b>0</b>	<b>2</b>	<b>0.0</b>
<b>TOTAL</b>	<b>10,088</b>	<b>175</b>	<b>10,263</b>	<b>100%</b>
<b>PERCENTAGE DISTRIBUTION</b>	<b>98.3</b>	<b>1.7</b>	<b>100%</b>	

**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 April, 2009 1/.

Usual Residence	Purpose of Visit								
	Total		Holiday/ Vacation	Business/ Conference	Visit Friends/ Relatives	Sports	Transit	Others	Not Stated
<b>Total</b>	<b>10,263</b>	<b>%</b>	<b>4,199</b>	<b>742</b>	<b>4,211</b>	<b>120</b>	<b>516</b>	<b>185</b>	<b>290</b>
American Samoa	2,105	20.5	548	78	1,188	2	192	33	64
Fiji	177	1.7	25	46	49	3	24	21	9
Cook Island	9	0.1	3	4	2	0	0	0	0
Other Pacific Is	295	2.9	38	27	109	33	54	19	15
New Zealand	4,344	42.3	1,979	312	1,797	47	52	64	93
Australia	1,687	16.4	728	130	696	21	25	14	73
United Kingdom	149	1.5	98	24	18	0	1	6	2
Scandinavia	72	0.7	63	3	6	0	0	0	0
Benelux	15	0.1	14	0	0	0	0	0	1
Germany	173	1.7	160	4	8	0	0	0	1
Other Europe	118	1.1	93	7	13	0	3	1	1
U.S.A.	745	7.3	316	39	262	6	80	18	24
Canada	58	0.6	36	3	7	8	0	4	0
Japan	72	0.7	44	14	11	0	0	1	2
China	101	1.0	10	36	19	0	36	0	0
Other Asia	112	1.1	21	14	23	0	46	3	5
Other Countries	29	0.3	23	1	3	0	1	1	0
Not Stated	2	0.0	0	0	0	0	2	0	0
<b>Percentage Distribution</b>	<b>100</b>		<b>40.9</b>	<b>7.2</b>	<b>41.0</b>	<b>1.2</b>	<b>5.0</b>	<b>1.8</b>	<b>2.8</b>

**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 April, 2009 1/.

Carrier	Total		Purpose of Entry			
			Returning Residence	%	Total Visitors	%
<b>Total</b>	<b>13,601</b>	<b>100%</b>	<b>3,338</b>	<b>24.5</b>	<b>10,263</b>	<b>75.5</b>
<b><u>AIR</u></b>						
Poly Blue	4,057	29.8	864	6.4	3,193	23.5
Polynesian	1,333	9.8	347	2.6	986	7.2
Inter Island	1,109	8.2	272	2.0	837	6.2
Air New Zealand	4,554	33.5	724	5.3	3,830	28.2
Air Pacific	571	4.2	134	1.0	437	3.2
Other Air Carrier	89	0.7	0	0.0	89	0.7
South Pacific Express	1,014	7.5	298	2.2	716	5.3
<b><u>SEA</u></b>						
Lady Naomi	713	5.2	647	4.8	66	0.5
Yacht	0	0.0	0	0.0	0	0.0
Other Sea Carrier	161	1.2	52	0.4	109	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 April, 2009 1/.

Duration of Stay	Place of Stay			
	Total	Hotel/Motel	Private	Not Stated
<b>Total</b>	<b>9,747</b>	<b>3,835</b>	<b>5,500</b>	<b>412</b>
1day	395	209	145	41
2days	307	143	161	3
3days	498	213	263	22
4days	562	298	251	13
5days	755	445	280	30
6days	531	325	187	19
7days	1,199	668	507	24
8-14days	2,852	1,211	1,554	87
15-30days	1,511	213	1,233	65
31-60days	198	33	153	12
61-90days	124	4	117	3
91-180days	120	29	68	23
181-365days	45	8	35	2
>1year	21	0	20	1
Not Stated	629	36	526	67
<b>Percentage Distribution % 2/</b>	<b>100</b>	<b>39.3</b>	<b>56.4</b>	<b>4.2</b>

**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