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GOVERNMENT OF SAMOA

SAMOA BUREAU OF STATISTICS

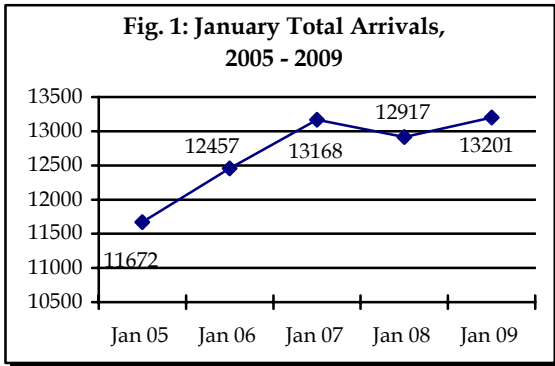
International Arrival Statistics JANUARY 2009

Summary:

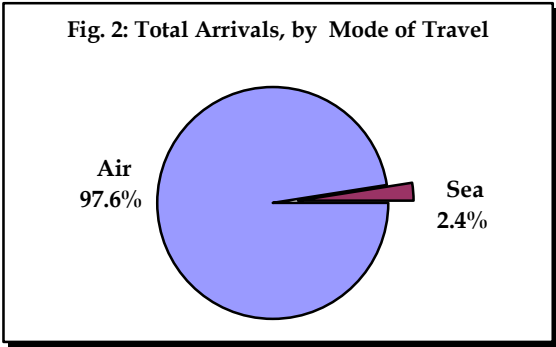
This is the **Sixty First** statistical release of a series of monthly International Arrival Statistics Releases for 2009.

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.

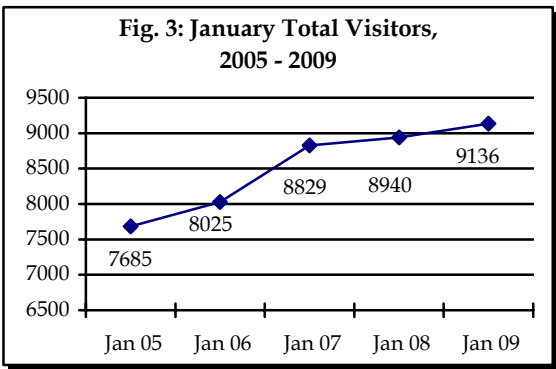
The total International Arrival Statistics recorded for the month of **January 2009** (table 1), reveals a decrease of **34.9 percent** over the previous month (December 2008) and a sheer **2.2 percent increase** over the corresponding month of January 2008 in contrast to a **slight increase** of **5.7 percent** of 2007 over the preceding year 2006 month of January (Refer Fig. 1).



Air being the most preferred mode of travel to Samoa, accounted to **97.6 percent** (12,882) of the total arrivals, while the remaining **2.4 percent** (**319**) traveled by sea (Refer Fig. 2).

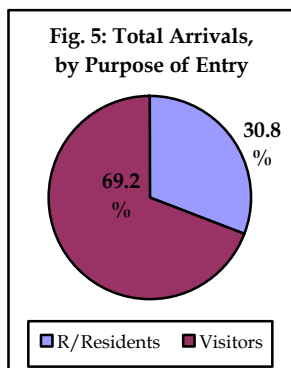
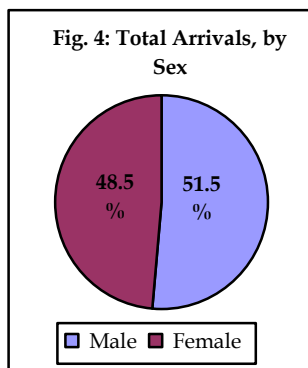


Of the total arrivals, **Overall Visitors** numbering **9,136** for the month under review, shows a decline of **45.2 percent** over the previous month and an incremental increase of **2.2 percent** over the corresponding month of 2008 (January) in addition to an **increase of 10.0 percent** of 2007 over 2006 (Refer Fig. 3). Considering **98 percent** of total tourists arrived by air carrier, those traveled by sea carrier round up the remaining **2 percent**. Visitors share of **69.2 percent** or 9,136 travelers of all arrivals is similar to the same period of 2008, which also recorded a **69.2 percent share** of all arrivals.

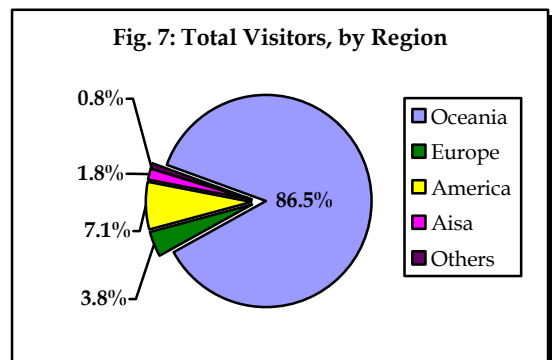
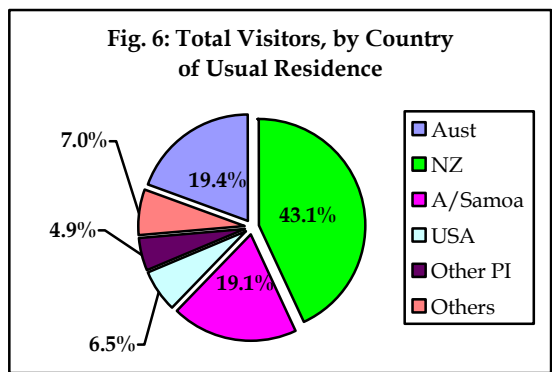


Arrival by age and gender (Table 2) discloses that males recorded just over half of the traveling public at **51.5 percent** (compared to 51.3 percent in January 2008) while their female counterparts constitute the remaining **48.5 percent** (compared to 48.7 percent in

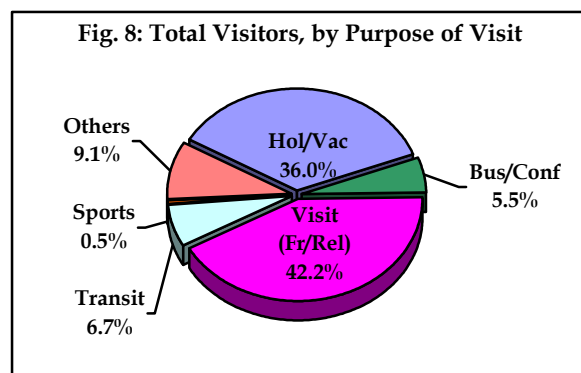
January 2008) (Refer Fig. 4). Of all arrival travelers, **overall visitors** (including transients) registered **35.9 percent (4,734)** for males while females had **33.3 percent (4,402)**. **Returning residency** recorded **15.6 percent (2,060)** for males while females had **15.2 percent (2,005)** (Refer Fig. 5). The majority age for inbound travelers to Samoa in January 2009 exhibits ages ranging from 10 years up to 64 years.



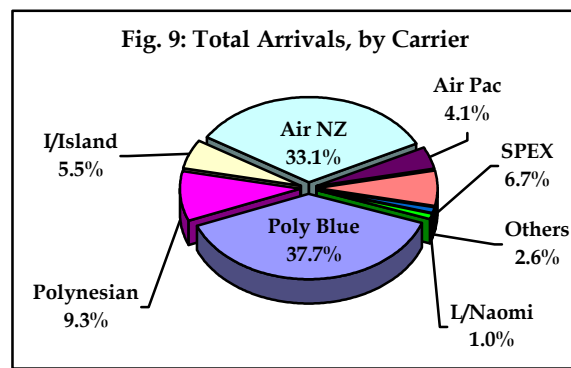
New Zealand's is still the predominant country in visitors' arrival (Table 3) by country of usual residence surged with a **43.1 percent share (3,937)**. Australia followed in with a **19.4 percent share (1,771)** which is then closely pursued by American Samoa with **19.1 percent (1,745)** while the United States of America anchored the principal source markets with a **share of 6.5 percent (594)** (Refer Fig. 6). By region, the Oceanic Region portrays the highest share of total visitors with 86.5 percent followed by America and Europe with 7.1 percent 3.8 percent respectively. The Asian region exhibits the lowest share with only 1.8 percent (Refer Fig. 7).



Immense gains from principal source markets (table 4) namely New Zealand, Australia, American Samoa and the United States of America constitute **88.1 percent** of all visitors visiting Samoa in January 2009. Furthermore, 42.2 percent (3,862) of all visitors entered our shores to visit friends/ relatives. Visitors that were here on holiday/ vacation accounted for **36.0 percent (3,290)** of all visitors. Business and Conference had **5.5 % (499)** whereas those who were here on other matters had 2.5 percent (226). Transients bound for other destination registered 6.7 percent (611). **Sports** and those who did **not state** their purpose of visit had **0.5 percent** and 6.6 percent respectively (Refer Fig. 8).



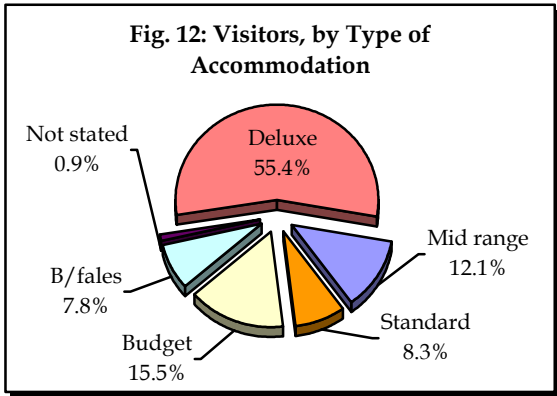
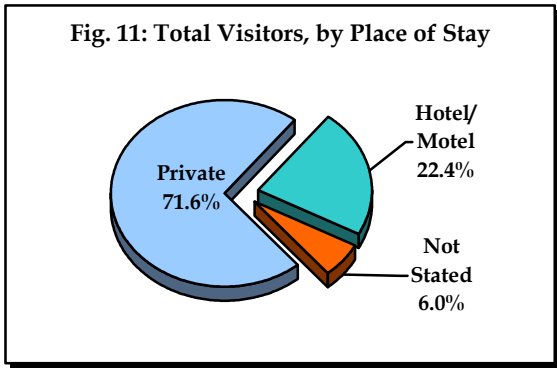
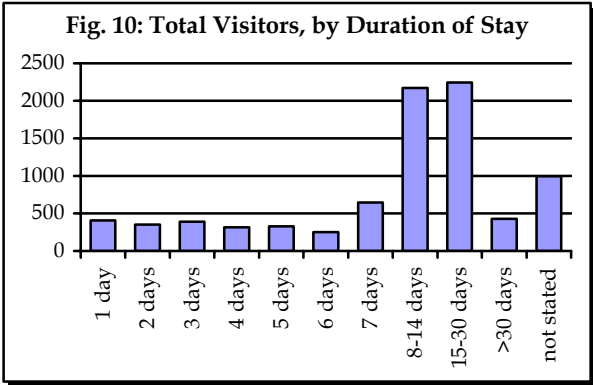
Polynesian Blue (table 5) leads the way of arrival by carriers' during the reference period with a **37.7 percent share (4,970)** followed by Air New Zealand with a **33.1 percent share (4,363)**. Polynesian Airlines brought in **9.3 percent (1,234)** while South Pacific Express had a share of **6.7 percent (886)**. Inter Island recorded a **4.1 percent share (543)** with other air carriers accounting for **1.2 percent (164)** (Refer Fig. 9). Lady Naomi had a **1.0 percent share (135)** while other sea carriers round up the remaining **1.4 percent**.



"Overall visitors" contributed **69.2 percent** (a marginal decrease of 0.4 percent when compared to January 2008) of all carriers by purpose of entry while "Returning Residence" had **30.8 percent** (a marginal increase of 0.4 percent when compared to January 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, **71.6 percent (6,100)** of visitors reported staying with private accommodations or

families/ relatives while 22.4 percent (1,915) stayed in hotels/ motels. The remaining 6.0 percent or 510 visitors did not state their place of stay (Refer Fig. 11). Moreover, Fig. 12 depicts a graphical presentation of the number of visitors arrived (1,915) 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.

Tapuai Laupu'a Fiti
ACTING 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	118,284	3,743	122,027	151,640	8,637	160,277
2009	8,952	184	9,136	12,882	319	13,201
2006										
January	7,652	373	8,025	11,760	697	12,457	17,037	855	17,892	-5,435
February	5,699	217	5,916	8,559	524	9,083	10,463	635	11,098	-2,015
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
October	9,480	213	9,693	12,074	649	12,723
November	8,768	229	8,997	11,620	589	12,209
December	16,144	517	16,661	19,230	1,040	20,270
2,009										
January /1	8,952	184	9,136	12,882	319	13,201

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

1/: Provisional figures

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 Revised Figures

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

Age	Purpose of Visit											
	Total			Visitors			Returning Residence			Transit		
	Total	Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female
Total	13,201	6,794	6,407	8,525	4,390	4,135	4,065	2,060	2,005	611	344	267
0 - 4	665	340	325	400	205	195	230	117	113	35	18	17
5 - 9	794	397	397	485	246	239	274	129	145	35	22	13
10 - 14	839	412	427	500	242	258	292	148	144	47	22	25
15 - 19	1,033	454	579	621	277	344	367	158	209	45	19	26
20 - 24	969	470	499	628	291	337	305	160	145	36	19	17
25 - 29	990	482	508	640	303	337	303	154	149	47	25	22
30 - 34	928	484	444	590	299	291	293	161	132	45	24	21
35 - 39	1,033	548	485	667	354	313	321	166	155	45	28	17
40 - 44	1,099	572	527	742	375	367	303	165	138	54	32	22
45 - 49	1,114	597	517	766	417	349	298	148	150	50	32	18
50 - 54	1,001	538	463	691	375	316	253	129	124	57	34	23
55 - 59	934	525	409	617	355	262	273	145	128	44	25	19
60 - 64	686	366	320	465	251	214	190	95	95	31	20	11
65 - 69	474	263	211	337	197	140	122	56	66	15	10	5
70 - 74	257	144	113	151	86	65	99	54	45	7	4	3
75 +	222	103	119	134	62	72	82	38	44	6	3	3
Not Stated	163	99	64	91	55	36	60	37	23	12	7	5
% Distribution	100	51.5	48.5	64.6	33.3	31.3	30.8	15.6	15.2	4.6	2.6	2.0

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

1/: Provisional figures

Table 3: Total Visitors Arrivals by Country of Usual Residence and Mode of Travel, January 2009 1/.

Country of Usual Residence	Mode of Travel			Percentage (%)
	Air	Sea	Total	
OCEANIA	7,723	180	7,903	86.5
American Samoa	1,731	14	1,745	19.1
Fiji	199	4	203	2.2
Cook Island	8	4	12	0.1
Other Pacific Is	157	78	235	2.6
New Zealand	3,864	73	3,937	43.1
Australia	1,764	7	1,771	19.4
EUROPE	342	3	345	3.8
United Kingdom	142	1	143	1.6
Scandinavia	49	0	49	0.5
Benelux	6	0	6	0.1
Germany	63	2	65	0.7
Other Europe	82	0	82	0.9
AMERICA	647	1	648	7.1
U.S.A	594	0	594	6.5
Canada	53	1	54	0.6
ASIA	166	0	166	1.8
Japan	49	0	49	0.5
China	34	0	34	0.4
Other Asia	83	0	83	0.9
OTHERS	43	0	43	0.5
NOT STATED	31	0	31	0.3
TOTAL	8,952	184	9,136	100%
PERCENTAGE DISTRIBUTION	98.0	2.0	100%	

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

and Samoa Bureau of Statistics.

1/: Provisional figures.

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 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 January, 2009 1/.

Usual Residence	Purpose of Visit								
	Total		Holiday/ Vacation	Business/ Conference	Visit Friends/ Relatives	Sports	Transit	Others	Not Stated
Total	9,136	%	3,290	499	3,862	42	611	226	606
American Samoa	1,745	19.1	390	67	662	3	305	36	282
Fiji	203	2.2	25	44	46	0	47	30	11
Cook Island	12	0.1	2	0	5	0	2	2	1
Other Pacific Is	235	2.6	44	8	117	2	21	26	17
New Zealand	3,937	43.1	1,423	198	1,934	20	98	84	180
Australia	1,771	19.4	742	82	815	10	35	27	60
United Kingdom	143	1.6	101	21	15	0	3	3	0
Scandinavia	49	0.5	46	0	3	0	0	0	0
Benelux	6	0.1	6	0	0	0	0	0	0
Germany	65	0.7	58	2	2	0	1	0	2
Other Europe	82	0.9	68	4	7	1	0	2	0
U.S.A.	594	6.5	273	36	209	4	33	10	29
Canada	54	0.6	39	3	6	0	5	1	0
Japan	49	0.5	23	13	9	0	1	1	2
China	34	0.4	5	8	5	0	14	1	1
Other Asia	83	0.9	14	5	18	0	40	0	6
Other Countries	43	0.5	24	8	3	2	3	1	2
Not Stated	31	0.3	7	0	6	0	3	2	13
Percentage Distribution	100		36.0	5.5	42.2	0.5	6.7	2.5	6.6

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

Table 5: Total Arrivals by Carrier and Purpose of Entry January, 2009 1/.

Carrier	Total	%	Purpose of Entry			
			Returning Residence	%	Total Visitors	%
Total	13,201	100	4,065	30.9	9,136	69.1
<u>AIR</u>						
Poly Blue	4,970	37.7	1,645	12.5	3,325	25.2
Polynesian	1,234	9.3	302	2.3	932	7.1
Inter Island	722	5.5	241	1.8	481	3.6
Air New Zealand	4,363	33.1	1,378	10.4	2,985	22.6
Air Pacific	543	4.1	142	1.1	401	3.0
Other Air Carrier	164	1.2	0	0.0	164	1.2
South Pacific Express	886	6.7	222	1.7	664	5.0
<u>SEA</u>						
Lady Naomi	135	1.0	113	0.9	22	0.2
Yacht	2	0.0	1	0.0	1	0.0
Other Sea Carrier	182	1.4	21	0.2	161	1.2

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

Table 6: Visitors by Duration of Stay and Place of Stay January, 2009 1/.

Duration of Stay	Place of Stay			
	Total	Hotel/Motel	Private	Not Stated
Total	8,525	1,915	6,100	510
Less Than 24Hrs	3	0	3	0
1day	407	215	150	42
2days	349	167	168	14
3days	389	115	248	26
4days	316	74	223	19
5days	328	139	178	11
6days	251	138	103	10
7days	644	246	383	15
8-14days	2,173	585	1,503	85
15-30days	2,245	166	2,001	78
31-60days	231	32	193	6
61-90days	99	3	90	6
91-180days	52	4	45	3
181-365days	42	1	39	2
>1year	2	0	2	0
Not Stated	994	30	771	193
Percentage Distribution %	100	22.4	71.6	6.0

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