



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

File Ref: IAS 8/09

# GOVERNMENT OF SAMOA SAMOA BUREAU OF STATISTICS

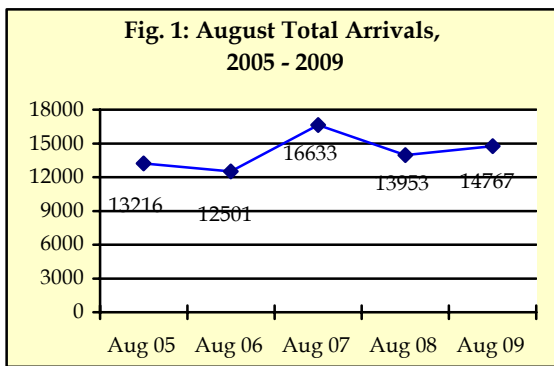
## International Arrival Statistics August 2009

### Summary:

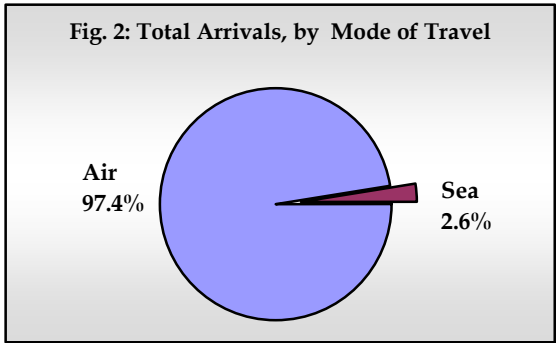
This is the **Sixty Eighth** statistical release of a series of monthly International Arrival Statistics Releases for 2009.

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.

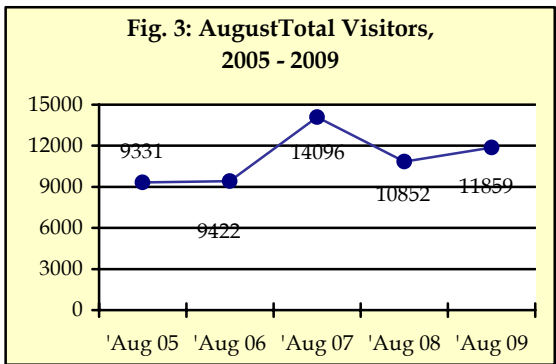
The total International Arrival Statistics recorded for the month of **August 2009** (table 1), reveals a decrease of 10.0 percent over the previous month of July and a 5.8 percent increase over the corresponding month of August 2008. (Refer Fig. 1).



Air being the most preferred mode of travel to Samoa, accounted to 97.4 percent (14,386) of the total arrivals, while the remaining 2.6 percent (381) traveled by sea (Refer Fig. 2).

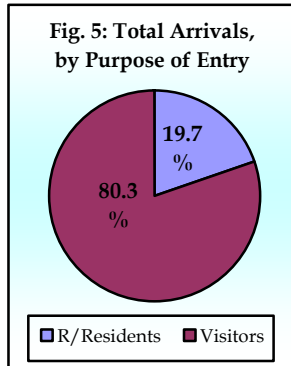
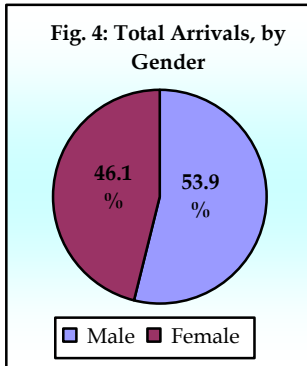


Of total arrivals, Overall Visitors numbering 11,859 for the month under review reveals a decrease of 11.6 percent over the previous month and a slight increase of 9.3 percent over the corresponding month of August 2008. (Refer Fig. 3). Considering 98.6 percent of total tourists arrived by air carrier, those traveled by sea carrier round up the remaining 1.4 percent. Visitors' share of 80.3 percent or 11,859 travelers of total arrivals is marginally higher than the 77.8 percent or 10,852 travelers reported in the same period of 2008.

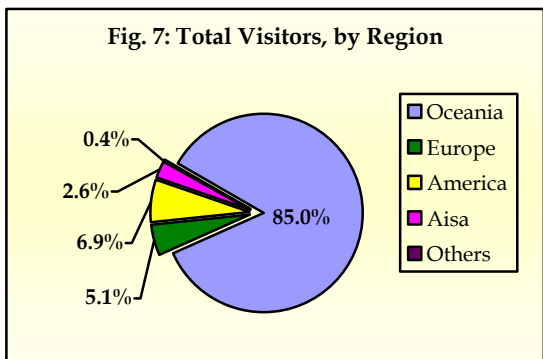
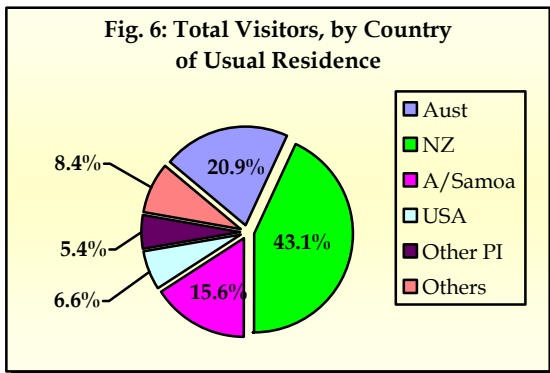


Total Arrivals by age and gender (Table 2) discloses that males recorded just over half of the traveling public at 53.9 percent (compared to 52.9 percent in August 2008) while their female counterparts constitute the remaining 46.1 percent (compared to 47.1 percent in August 2008). (Refer Fig. 4). Of all

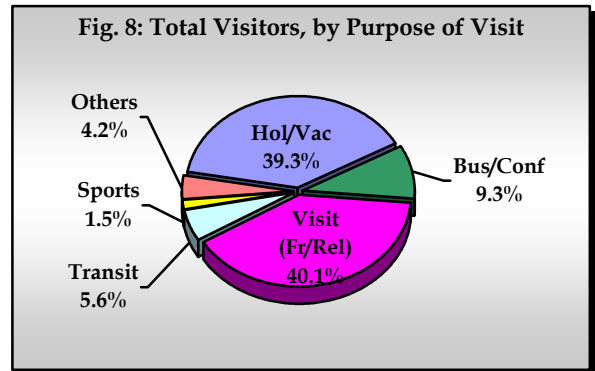
arrival travelers, overall visitors (including transients) registered 42.3 percent (6,254) for males while females had 37.9 percent (5,605). Returning residents recorded 11.5 percent (1,704) for males while females had 8.2 percent (1,204). (Refer Fig. 5). The majority age for inbound travelers to Samoa in August 2009 ranges from 15 years to 60 years.



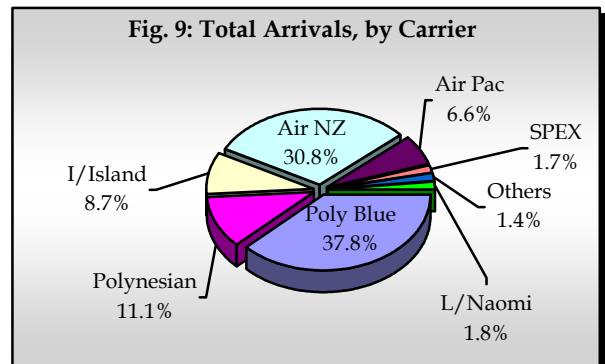
New Zealand remains as the leading country in visitors' arrival by country of usual residence (Table 3) with a 43.1 percent share (5,106). Australia followed in with a 20.9 percent share (2,483) which is then pursued by American Samoa with 15.6 percent (1,851) while the United States of America anchored the principal source markets with a share of 6.6 percent (787) (Refer Fig. 6). By region, the Oceanic Region portrays the highest share of total visitors with 85.0 percent followed by America and Europe with 6.9 percent and 5.1 percent respectively. The Asian region exhibits the lowest share with only 2.6 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 86.2 percent of all visitors visiting Samoa in August 2009. Furthermore, 39.3 percent (4,662) of all visitors entered our shores on holiday/ vacation. Visitors that were here to visit friends/ relatives accounted for 40.1 percent (4,756) of all visitors. Business and Conference had 9.3 percent (1,108) whereas those who were here on transit bound for other destinations had 5.6 percent (659). Sports registered 1.5 percent (181) and those who were here on other matters reported 4.2 percent. (493) (Refer Fig. 8).

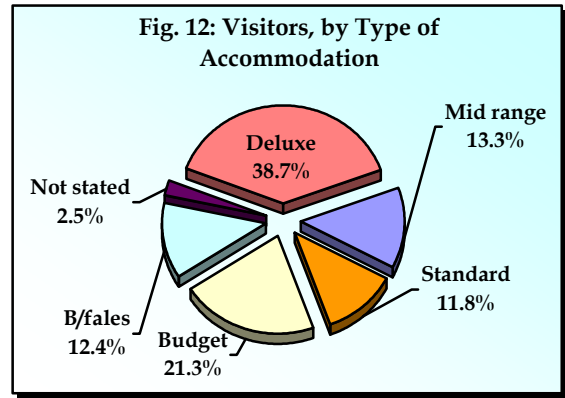
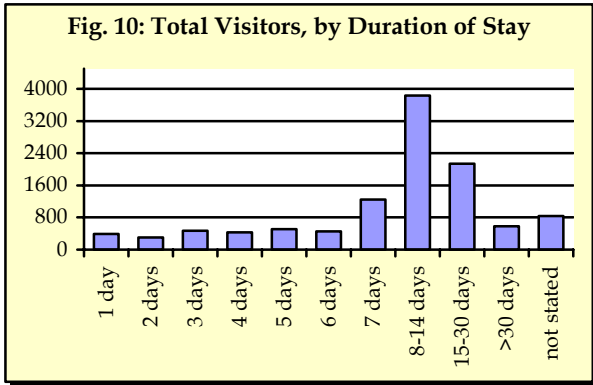


Poly Blue (table 5) leads the way of arrival by carriers' during the reference period with a 37.8 percent share (5,585 passengers) followed by Air New Zealand with a 30.8 percent share (4,550 passengers). Polynesian Airlines brought in 11.1 percent (1,644) of total arrivals while Inter Island had a share of 8.7 percent (1,292). Air Pacific recorded a 6.6 percent share (970) followed by South Pacific Express with 1.7 percent (249) with other air carriers accounting for 0.7 percent (96). Lady Naomi had a 1.8 percent share (263) while other sea carriers round up the remaining 0.7 percent. This is graphically presented in Fig. 9 below.

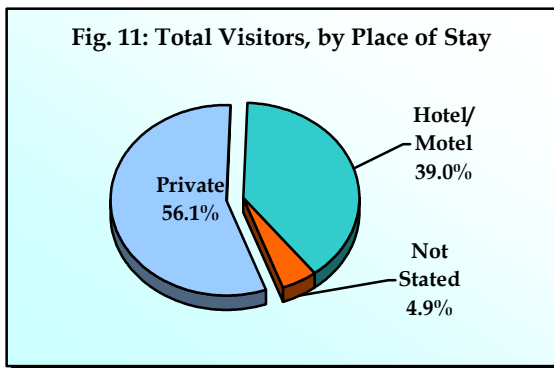


The usual trend of visitor's duration of stay in Samoa (Table 6) is a week up to a month. (Refer Fig. 10). In addition to this, 56.1 percent (6,286) of visitors reported staying with private accommodations or families/ relatives while 39.0 percent (4,367) stayed in hotels/ motels. The remaining 4.9 percent or 547 visitors did not state their place of stay (Refer Fig. 11).

Moreover, Fig. 12 depicts a graphical presentation of the number of visitors arrived (4,367) 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 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	<b>85,073</b>	<b>3,190</b>	<b>88,263</b>	<b>125,669</b>	<b>10,513</b>	<b>136,182</b>	<b>126,136</b>	<b>10,687</b>	<b>136,823</b>	<b>-641</b>
2002	<b>85,698</b>	<b>3,273</b>	<b>88,971</b>	<b>121,265</b>	<b>9,946</b>	<b>131,211</b>	<b>123,000</b>	<b>10,628</b>	<b>133,628</b>	<b>-2,417</b>
2003	<b>89,211</b>	<b>3,275</b>	<b>92,486</b>	<b>123,522</b>	<b>9,376</b>	<b>132,898</b>	<b>126,503</b>	<b>8,830</b>	<b>135,333</b>	<b>-2,435</b>
2004	<b>93,946</b>	<b>4,209</b>	<b>98,155</b>	<b>129,517</b>	<b>11,864</b>	<b>141,381</b>	<b>131,277</b>	<b>12,303</b>	<b>143,580</b>	<b>-2,199</b>
2005	<b>98,544</b>	<b>3,263</b>	<b>101,807</b>	<b>132,200</b>	<b>10,557</b>	<b>142,757</b>	<b>134,775</b>	<b>10,936</b>	<b>145,711</b>	<b>-2,954</b>
2006	<b>112,411</b>	<b>3,471</b>	<b>115,882</b>	<b>147,807</b>	<b>9,349</b>	<b>157,156</b>	<b>147,991</b>	<b>9,489</b>	<b>157,480</b>	<b>-324</b>
2007	<b>118,653</b>	<b>3,699</b>	<b>122,352</b>	<b>150,584</b>	<b>7,631</b>	<b>158,215</b>	<b>158,099</b>	<b>8,578</b>	<b>166,677</b>	<b>-8,462</b>
2008	<b>118,420</b>	<b>3,743</b>	<b>122,163</b>	<b>151,883</b>	<b>8,628</b>	<b>160,511</b>	<b>161,482</b>	<b>9,908</b>	<b>171,390</b>	<b>-10,879</b>
2009	<b>70,189</b>	<b>1,132</b>	<b>71,321</b>	<b>91,469</b>	<b>3,099</b>	<b>94,568</b>	<b>95,178</b>	<b>4,260</b>	<b>99,438</b>	<b>-4,870</b>
<b>2006</b>										
July	10,408	289	10,697	13,268	710	13,978	14,337	721	15,058	<b>-1080</b>
August	9,131	291	9,422	11,688	813	12,501	11,962	881	12,843	<b>-342</b>
September	8,939	308	9,247	11,526	673	12,199	12,046	759	12,805	<b>-606</b>
October	8,320	195	8,515	11,393	723	12,116	11,835	700	12,535	<b>-419</b>
November	8,674	183	8,857	11,726	689	12,415	10,837	652	11,489	<b>926</b>
December	18,930	652	19,582	21,972	1,276	23,248	14,852	664	15,516	<b>7,732</b>
<b>2007</b>										
January	8,466	363	8,829	12,511	657	13,168	19,779	986	20,765	<b>-7,597</b>
February	6,913	288	7,201	9,265	592	9,857	11,344	520	11,864	<b>-2,007</b>
March	8,477	156	8,633	11,256	320	11,576	11,629	432	12,061	<b>-485</b>
April	8,842	187	9,029	11,389	455	11,844	11,623	582	12,205	<b>-361</b>
May	8,912	254	9,166	11,442	695	12,137	10,495	868	11,363	<b>774</b>
June	10,488	366	10,854	13,070	733	13,803	12,397	783	13,180	<b>623</b>
July	9,425	313	9,738	11,709	766	12,475	14,280	890	15,170	<b>-2695</b>
August	13,524	572	14,096	15,821	812	16,633	12,723	831	13,554	<b>3079</b>
September	10,189	249	10,438	12,632	425	13,057	17,457	822	18,279	<b>-5,222</b>
October	8,890	190	9,080	11,387	593	11,980	12,923	743	13,666	<b>-1,686</b>
November	8,493	219	8,712	11,374	521	11,895	11,677	591	12,268	<b>-373</b>
December	16,034	542	16,576	18,728	1,062	19,790	11,772	530	12,302	<b>7,488</b>
<b>2008</b>										
January	8,563	377	8,940	12,254	663	12,917	19,868	1,002	20,870	<b>-7,953</b>
February	6,640	292	6,932	9,150	538	9,688	12,868	631	13,499	<b>-3,811</b>
March	7,969	196	8,165	10,286	445	10,731	11,052	556	11,608	<b>-877</b>
April	8,529	263	8,792	11,070	1,152	12,222	11,605	1,411	13,016	<b>-794</b>
May	9,409	288	9,697	12,095	697	12,792	12,058	805	12,863	<b>-71</b>
June	10,299	434	10,733	13,069	913	13,982	12,298	744	13,042	<b>940</b>
July	12,511	424	12,935	15,436	750	16,186	16,449	1,230	17,679	<b>-1493</b>
August	10,539	313	10,852	13,233	720	13,953	13,770	921	14,691	<b>-738</b>
September	9,433	197	9,630	12,132	472	12,604	12,047	614	12,661	<b>-57</b>
October	9,503	213	9,716	12,106	649	12,755	13,938	849	14,787	<b>-2032</b>
November	8,837	229	9,066	11,712	589	12,301	11,804	663	12,467	<b>-166</b>
December	16,188	517	16,705	19,340	1,040	20,380	13,725	482	14,207	<b>6,173</b>
<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	210	7,968	10,662	504	11,166	12,424	510	12,934	<b>-1,768</b>
March	8,588	140	8,728	11,383	320	11,703	12,308	409	12,717	<b>-1,014</b>
April	10,088	175	10,263	12,727	874	13,601	11,895	974	12,869	<b>732</b>

May	10,199	143	10,342	13,278	400	13,678	12,724	579	13,303	<b>375</b>
June	11,288	97	11,385	14,376	274	14,650	11980	622	12602	<b>2,048</b>
July	13,208	183	13,391	15,996	408	16,404	15017	515	15532	<b>872</b>
<b>August/1</b>	<b>11,699</b>	<b>160</b>	<b>11,859</b>	<b>14,386</b>	<b>381</b>	<b>14,767</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

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

Age	Purpose of Entry											
	Total			Visitors			Returning Residence			Transit		
	Total	Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female
<b>Total</b>	<b>14,767</b>	<b>7,958</b>	<b>6,809</b>	<b>11,200</b>	<b>5,819</b>	<b>5,381</b>	<b>2,908</b>	<b>1,704</b>	<b>1,204</b>	<b>659</b>	<b>435</b>	<b>224</b>
0 - 4	598	306	292	457	231	226	119	66	53	22	9	13
5 - 9	458	234	224	360	178	182	68	42	26	30	14	16
10 - 14	447	223	224	349	174	175	70	39	31	28	10	18
15 - 19	693	346	347	549	265	284	111	70	41	33	11	22
20 - 24	1,244	605	639	942	421	521	267	157	110	35	27	8
25 - 29	1,319	682	637	991	471	520	275	174	101	53	37	16
30 - 34	1,247	679	568	925	480	445	267	161	106	55	38	17
35 - 39	1,340	766	574	956	521	435	303	185	118	81	60	21
40 - 44	1,353	746	607	1,010	525	485	271	171	100	72	50	22
45 - 49	1,416	790	626	1,098	597	501	257	152	105	61	41	20
50 - 54	1,424	794	630	1,077	589	488	281	156	125	66	49	17
55 - 59	1,258	688	570	989	533	456	220	121	99	49	34	15
60 - 64	836	463	373	648	356	292	161	86	75	27	21	6
65 - 69	550	318	232	436	257	179	96	48	48	18	13	5
70 - 74	318	177	141	231	128	103	76	40	36	11	9	2
75 +	246	128	118	168	86	82	61	31	30	17	11	6
Not Stated	20	13	7	14	7	7	5	5	0	1	1	0
<b>% Distribution 2/</b>	<b>100</b>	<b>53.9</b>	<b>46.1</b>	<b>75.8</b>	<b>39.4</b>	<b>36.4</b>	<b>19.7</b>	<b>11.5</b>	<b>8.2</b>	<b>4.5</b>	<b>2.9</b>	<b>1.5</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 August, 2009 1/.

Country of Usual Residence	Mode of Travel			Percentage (%)
	Air	Sea	Total	
<b>OCEANIA</b>	<b>9,965</b>	<b>111</b>	<b>10,076</b>	<b>85.0</b>
American Samoa	1,815	36	1,851	<b>15.6</b>
Fiji	267	1	268	<b>2.3</b>
Cook Island	39	0	39	<b>0.3</b>
Other Pacific Is	298	31	329	<b>2.8</b>
New Zealand	5,071	35	5,106	<b>43.1</b>
Australia	2,475	8	2,483	<b>20.9</b>
<b>EUROPE</b>	<b>575</b>	<b>30</b>	<b>605</b>	<b>5.1</b>
United Kingdom	147	3	150	<b>1.3</b>
Scandinavia	46	6	52	<b>0.4</b>
Benelux	17	1	18	<b>0.2</b>
Germany	141	1	142	<b>1.2</b>
Other Europe	224	19	243	<b>2.0</b>
<b>AMERICA</b>	<b>806</b>	<b>16</b>	<b>822</b>	<b>6.9</b>
U.S.A	771	16	787	<b>6.6</b>
Canada	35	0	35	<b>0.3</b>
<b>ASIA</b>	<b>306</b>	<b>3</b>	<b>309</b>	<b>2.6</b>
Japan	57	2	59	<b>0.5</b>
China	90	0	90	<b>0.8</b>
Other Asia	159	1	160	<b>1.3</b>
<b>OTHERS</b>	<b>46</b>	<b>0</b>	<b>46</b>	<b>0.4</b>
<b>NOT STATED</b>	<b>1</b>	<b>0</b>	<b>1</b>	<b>0.0</b>
<b>TOTAL</b>	<b>11,699</b>	<b>160</b>	<b>11,859</b>	<b>100%</b>
<b>PERCENTAGE DISTRIBUTION</b>	<b>98.7</b>	<b>1.3</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 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 August, 2009 1/.

Usual Residence	Purpose of Visit								
	Total		Holiday/ Vacation	Business/ Conference	Visit Friends/ Relatives	Sports	Transit	Others	Not Stated
<b>Total</b>	<b>11,859</b>	<b>%</b>	<b>4,662</b>	<b>1,108</b>	<b>4,756</b>	<b>181</b>	<b>659</b>	<b>155</b>	<b>338</b>
American Samoa	1,851	<b>15.6</b>	258	94	1,074	5	209	15	196
Fiji	268	<b>2.3</b>	38	78	69	19	44	14	6
Cook Island	39	<b>0.3</b>	14	8	6	0	9	2	0
Other Pacific Is	329	<b>2.8</b>	35	51	104	59	60	14	6
New Zealand	5,106	<b>43.1</b>	2,424	524	1,939	23	86	51	59
Australia	2,483	<b>20.9</b>	1,013	173	1,091	71	60	32	43
United Kingdom	150	<b>1.3</b>	91	13	30	1	3	9	3
Scandinavia	52	<b>0.4</b>	43	0	9	0	0	0	0
Benelux	18	<b>0.2</b>	13	1	0	0	3	1	0
Germany	142	<b>1.2</b>	122	6	9	0	4	0	1
Other Europe	243	<b>2.0</b>	207	13	16	0	4	3	0
U.S.A.	787	<b>6.6</b>	298	85	322	3	47	10	22
Canada	35	<b>0.3</b>	27	3	5	0	0	0	0
Japan	59	<b>0.5</b>	33	17	9	0	0	0	0
China	91	<b>0.8</b>	15	24	17	0	33	2	0
Other Asia	159	<b>1.3</b>	11	13	48	0	85	1	1
Other Countries	46	<b>0.4</b>	19	5	8	0	12	1	1
Not Stated	1	<b>0.0</b>	1	0	0	0	0	0	0
<b>Percentage Distribution</b>	<b>100</b>		<b>39.3</b>	<b>9.3</b>	<b>40.1</b>	<b>1.5</b>	<b>5.6</b>	<b>1.3</b>	<b>2.9</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 August, 2009 1/.

Carrier	Total		Purpose of Entry			
			Returning Residence	%	Total Visitors	%
<b>Total</b>	<b>14,767</b>	<b>100%</b>	<b>2,908</b>	<b>19.7</b>	<b>11,859</b>	<b>80.3</b>
<b><u>AIR</u></b>						
Poly Blue	<b>5,585</b>	<b>37.8</b>	988	6.7	4,597	31.1
Polynesian	<b>1,644</b>	<b>11.1</b>	475	3.2	1,169	7.9
Inter Island	<b>1,292</b>	<b>8.7</b>	317	2.1	975	6.6
Air New Zealand	<b>4,550</b>	<b>30.8</b>	672	4.6	3,878	26.3
Air Pacific	<b>970</b>	<b>6.6</b>	175	1.2	795	5.4
Other Air Carrier	<b>96</b>	<b>0.7</b>	0	0.0	96	0.7
South Pacific Express	<b>249</b>	<b>1.7</b>	60	0.4	189	1.3
<b><u>SEA</u></b>						
Lady Naomi	<b>263</b>	<b>1.8</b>	210	1.4	53	0.4
Yacht	<b>53</b>	<b>0.3</b>	0	0.0	53	0.4
Other Sea Carrier	<b>65</b>	<b>0.4</b>	11	0.1	54	0.4

**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 August, 2009 1/.

Duration of Stay	Place of Stay			
	Total	Hotel/Motel	Private	Not Stated
<b>Total</b>	<b>11,200</b>	<b>4,367</b>	<b>6,286</b>	<b>547</b>
1day	390	205	147	38
2days	306	135	158	13
3days	473	184	261	28
4days	429	213	194	22
5days	510	267	216	27
6days	455	322	124	9
7days	1,247	703	499	45
8-14days	3,830	1,786	1,923	121
15-30days	2,139	388	1,681	70
31-60days	293	90	185	18
61-90days	144	5	136	3
91-180days	108	9	91	8
181-365days	35	5	27	3
>1year	3	1	2	0
Not Stated	838	54	642	142
<b>Percentage Distribution % 2/</b>	<b>100</b>	<b>39.0</b>	<b>56.1</b>	<b>4.9</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