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GOVERNMENT OF SAMOA SAMOA BUREAU OF STATISTICS

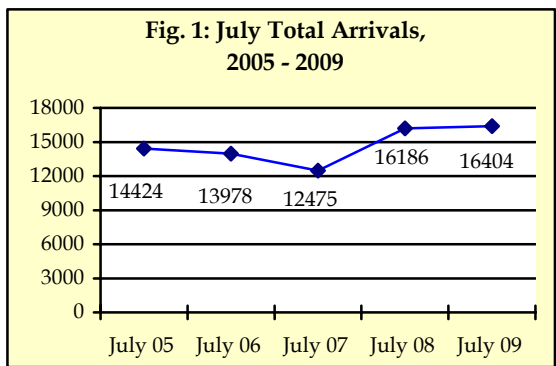
International Arrival Statistics JULY 2009

Summary:

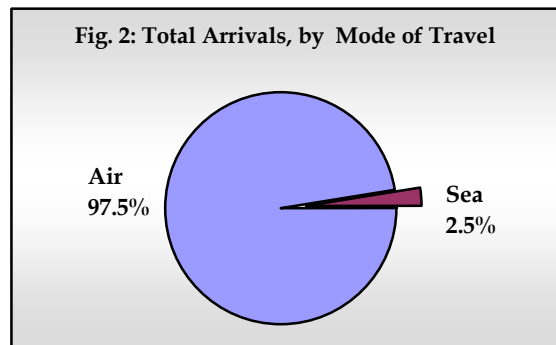
This is the **Sixty Seventh** statistical release of a series of monthly International Arrival Statistics Releases for 2009.

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.

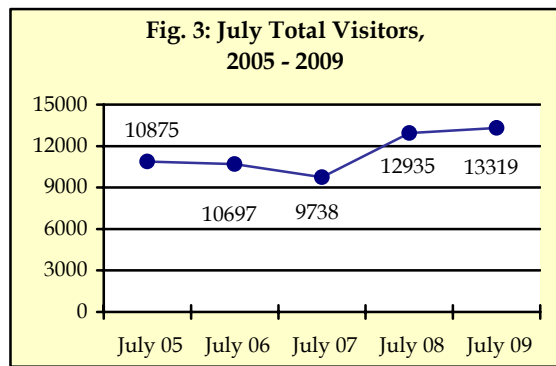
The total International Arrival Statistics recorded for the month of **July 2009** (table 1), reveals an increase of 12.0 percent over the previous month of June and a 1.3 percent increase over the corresponding month of July 2008. (Refer Fig. 1).



Air being the most preferred mode of travel to Samoa, accounted to 97.5 percent (15,996) of the total arrivals, while the remaining 2.5 percent (408) traveled by sea (Refer Fig. 2).

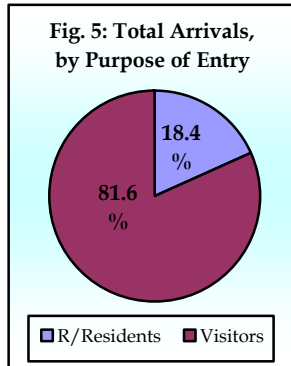
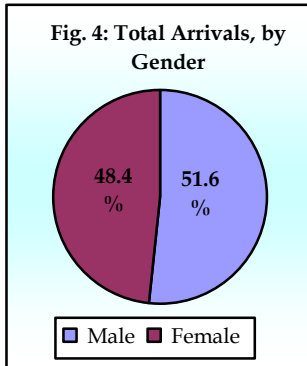


Of total arrivals, Overall Visitors numbering 13,391 for the month under review reveals an increase of 17.6 over the previous month and a slight increase of 3.5 percent over the corresponding month of July 2008. (Refer Fig. 3). Considering 98.6 percent of total tourists arrived by air carrier, those traveled by sea carrier round up the remaining 1.4 percent. Visitors' share of 81.6 percent or 13,391 travelers of total arrivals is marginally higher than the 79.9 percent or 12,935 travelers reported in the same period of 2008.

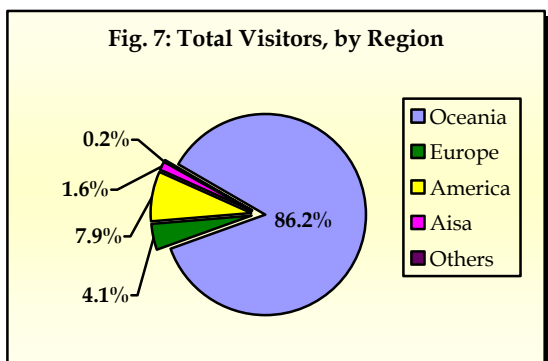
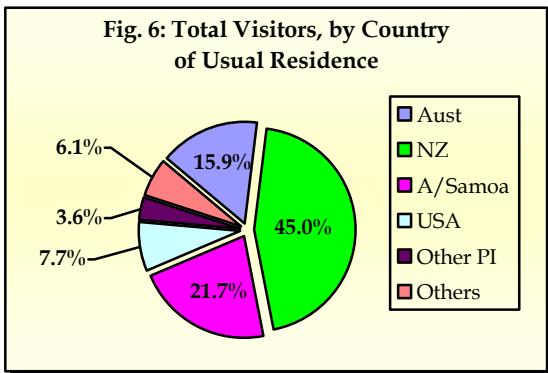


Total Arrivals by age and gender (Table 2) discloses that males recorded just over half of the traveling public at 51.6 percent (compared to 53.4 percent in July 2008) while their female counterparts constitute the remaining 48.4 percent (compared to 46.6 percent in July 2008). (Refer Fig. 4). Of all arrival travelers,

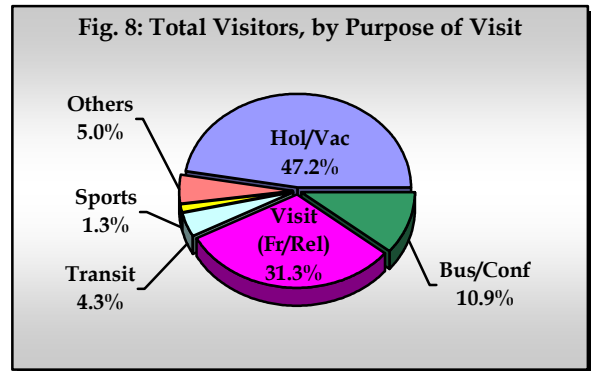
overall visitors (including transients) registered 41.2 percent (6,745) for males while females had 40.5 percent (6,646). Returning residents recorded 10.5 percent (1,717) for males while females had 7.9 percent (1,296). (Refer Fig. 5). The majority age for inbound travelers to Samoa in July 2009 ranges from 15 years to 59 years.



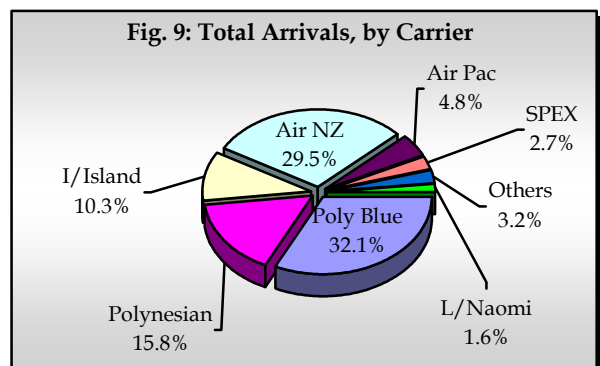
New Zealand remains as the leading country in visitors' arrival by country of usual residence (Table 3) with a 45.0 percent share (5,765). American Samoa followed in with a 21.7 percent share (2,787) which is then pursued by Australia with 15.9 percent (2,036) while the United States of America anchored the principal source markets with a share of 7.7 percent (984) (Refer Fig. 6). By region, the Oceanic Region portrays the highest share of total visitors with 86.2 percent followed by America and Europe with 7.9 percent and 4.1 percent respectively. The Asian region exhibits the lowest share with only 1.6 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 89.1 percent of all visitors visiting Samoa in July 2009. Furthermore, 47.2 percent (6,321) of all visitors entered our shores on holiday/ vacation. Visitors that were here to visit friends/ relatives accounted for 31.3 percent (4,192) of all visitors. Business and Conference had 10.9 percent (1,459) whereas those who were here on transit bound for other destinations had 4.3 percent (572). Sports registered 1.3 percent (178) and those who were here on other matters reported 5.0 percent. (669) (Refer Fig. 8).

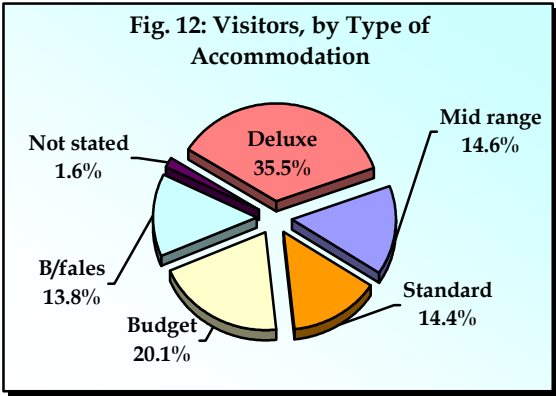
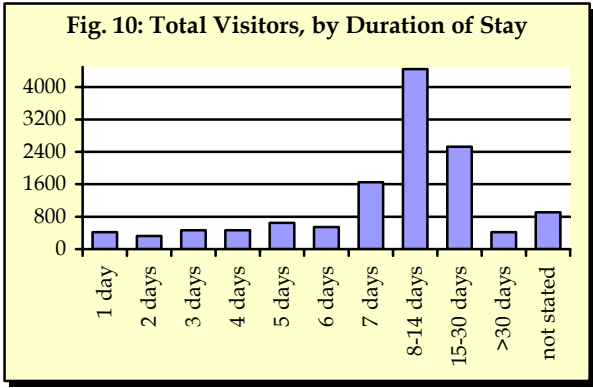


Poly Blue (table 5) leads the way of arrival by carriers' during the reference period with a 32.1 percent share (5,262 passengers) followed by Air New Zealand with a 29.5 percent share (4,840 passengers). Polynesian Airlines brought in 15.8 percent (2,584) of total arrivals while Inter Island had a share of 10.3 percent (1,694). Air Pacific recorded a 4.8 percent share (788) followed by South Pacific Express with 2.7 percent (442) with other air carriers accounting for 2.4 percent (386). Lady Naomi had a 1.6 percent share (269) while other sea carriers round up the remaining 0.8 percent. This is graphically presented in Fig. 9 below.

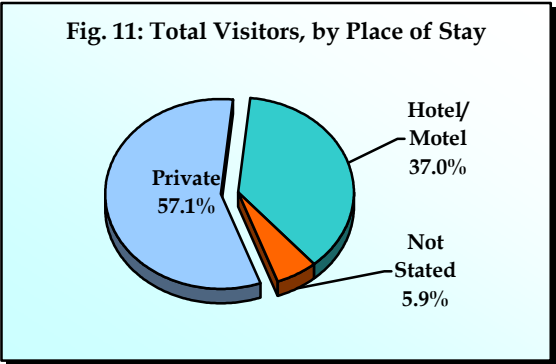


The usual trend of visitor's duration of stay in Samoa (Table 6) is a week up to a month. (Refer Fig. 10). In addition to this, 57.1 percent (7,323) of visitors reported staying with private accommodations or families/ relatives while 37.0 percent (4,735) stayed in hotels/ motels. The remaining 5.9 percent or 761

visitors did not state their place of stay (Refer Fig. 11). Moreover, Fig. 12 depicts a graphical presentation of the number of visitors arrived (4,735) 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
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GOVERNMENT STATISTICIAN

Table 1: Monthly Arrival and Departure by Mode of Travel 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	151,883	8,628	160,511	161,482	9,908	171,390	-10,879
2009	70,189	1,132	71,321	91,469	3,099	94,568	68,181	3,123	71,304	23,264
2006										
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	9,150	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	19,340	1,040	20,380	13,725	482	14,207	6,173
2009										
January	9,060	184	9,244	13,047	319	13,366	18,830	651	19,481	-6,115
February	7,758	210	7,968	10,662	504	11,166	12,424	510	12,934	-1,768
March	8,588	140	8,728	11,383	320	11,703	12,308	409	12,717	-1,014
April	10,088	175	10,263	12,727	874	13,601	11,895	974	12,869	732

May	10,199	143	10,342	13,278	400	13,678	12,724	579	13,303	375
June	11,288	97	11,385	14,376	274	14,650
July/1	13,208	183	13,391	15,996	408	16,404

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 Figures

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

Age	Purpose of Entry											
	Total			Visitors			Returning Residence			Transit		
	Total	Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female
Total	16,404	8,462	7,942	12,819	6,391	6,428	3,013	1,717	1,296	572	354	218
0 - 4	689	369	320	551	293	258	120	68	52	18	8	10
5 - 9	731	332	399	612	279	333	96	42	54	23	11	12
10 - 14	899	440	459	771	386	385	104	44	60	24	10	14
15 - 19	1,302	605	697	1,110	513	597	154	69	85	38	23	15
20 - 24	1,190	598	592	876	406	470	285	171	114	29	21	8
25 - 29	1,255	650	605	945	452	493	256	165	91	54	33	21
30 - 34	1,254	669	585	931	465	466	265	170	95	58	34	24
35 - 39	1,363	757	606	997	527	470	289	174	115	77	56	21
40 - 44	1,447	767	680	1,126	571	555	271	165	106	50	31	19
45 - 49	1,514	803	711	1,179	591	588	275	175	100	60	37	23
50 - 54	1,466	766	700	1,155	593	562	262	136	126	49	37	12
55 - 59	1,225	649	576	975	506	469	216	124	92	34	19	15
60 - 64	938	494	444	738	386	352	167	88	79	33	20	13
65 - 69	549	283	266	430	228	202	109	49	60	10	6	4
70 - 74	307	154	153	224	106	118	76	45	31	7	3	4
75 +	258	118	140	189	84	105	62	29	33	7	5	2
Not Stated	17	8	9	10	5	5	6	3	3	1	0	1
% Distribution 2/	100	51.6	48.4	78.1	39.0	39.2	18.4	10.5	7.9	3.5	2.2	1.3

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 July, 2009 1/.

Country of Usual Residence	Mode of Travel			Percentage (%)
	Air	Sea	Total	
OCEANIA	10,908	143	11,051	86.2
American Samoa	2,761	26	2,787	21.7
Fiji	155	1	156	1.2
Cook Island	13	2	15	0.1
Other Pacific Is	224	68	292	2.3
New Zealand	5,743	22	5,765	45.0
Australia	2,012	24	2,036	15.9
EUROPE	513	11	524	4.1
United Kingdom	170	3	173	1.3
Scandinavia	76	0	76	0.6
Benelux	15	1	16	0.1
Germany	118	1	119	0.9
Other Europe	134	6	140	1.1
AMERICA	991	22	1,013	7.9
U.S.A	964	20	984	7.7
Canada	27	2	29	0.2
ASIA	196	3	199	1.6
Japan	48	0	48	0.4
China	54	0	54	0.4
Other Asia	94	3	97	0.8
OTHERS	29	2	31	0.2
NOT STATED	1	0	1	0.0
TOTAL	12,638	181	12,819	100%
PERCENTAGE DISTRIBUTION	98.6	1.4	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 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 July, 2009 1/.

Usual Residence	Purpose of Visit								
	Total		Holiday/ Vacation	Business/ Conference	Visit Friends/ Relatives	Sports	Transit	Others	Not Stated
Total	13,391	%	6,321	1,459	4,192	178	572	176	493
American Samoa	2,995	22.4	1,064	239	1,088	45	208	48	303
Fiji	183	1.4	68	46	40	1	27	1	0
Cook Island	18	0.1	2	3	6	4	3	0	0
Other Pacific Is	338	2.5	65	69	87	36	46	21	14
New Zealand	5,845	43.6	3,141	655	1,793	32	80	43	101
Australia	2,060	15.4	1,008	252	706	12	24	14	44
United Kingdom	174	1.3	109	13	19	27	1	4	1
Scandinavia	80	0.6	66	1	8	1	4	0	0
Benelux	16	0.1	9	3	4	0	0	0	0
Germany	119	0.9	102	3	12	0	0	0	2
Other Europe	140	1.0	113	11	12	2	0	2	0
U.S.A.	1,034	7.7	434	113	362	13	50	38	24
Canada	31	0.2	24	0	5	0	2	0	0
Japan	48	0.4	27	5	15	0	0	1	0
China	168	1.3	43	23	23	5	71	0	3
Other Asia	33	0.2	15	5	10	0	2	0	1
Other Countries	108	0.8	31	18	2	0	54	3	0
Not Stated	1	0.0	0	0	0	0	0	1	0
Percentage Distribution	100		47.2	10.9	31.3	1.3	4.3	1.3	3.7

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 July, 2009 1/.

Carrier	Total		Purpose of Entry			
			Returning Residence	%	Total Visitors	%
Total	16,404	100%	3,013	18.4	13,391	81.6
<u>AIR</u>						
Poly Blue	5,262	32.1	921	5.6	4,341	26.5
Polynesian	2,584	15.8	511	3.1	2,073	12.6
Inter Island	1,694	10.3	338	2.1	1,356	8.3
Air New Zealand	4,840	29.5	721	4.4	4,119	25.1
Air Pacific	788	4.8	183	1.1	605	3.7
Other Air Carrier	386	2.4	0	0.0	386	2.4
South Pacific Express	442	2.7	114	0.7	328	2.0
<u>SEA</u>						
Lady Naomi	269	1.6	216	1.3	53	0.3
Yacht	50	0.3	2	0.0	48	0.3
Other Sea Carrier	89	0.5	7	0.0	82	0.5

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 July, 2009 1/.

Duration of Stay	Place of Stay			
	Total	Hotel/Motel	Private	Not Stated
Total	12,819	4,735	7,323	761
1day	421	211	137	73
2days	326	141	162	23
3days	464	179	244	41
4days	468	218	222	28
5days	649	257	363	29
6days	544	346	182	16
7days	1,647	816	759	72
8-14days	4,445	2,045	2,242	158
15-30days	2,523	405	1,956	162
31-60days	214	40	151	23
61-90days	114	8	103	3
91-180days	78	9	58	11
181-365days	13	4	9	0
>1year	2	0	2	0
Not Stated	911	56	733	122
Percentage Distribution % 2/	100	36.9	57.1	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