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GOVERNMENT OF SAMOA  
**SAMOA BUREAU OF STATISTICS**

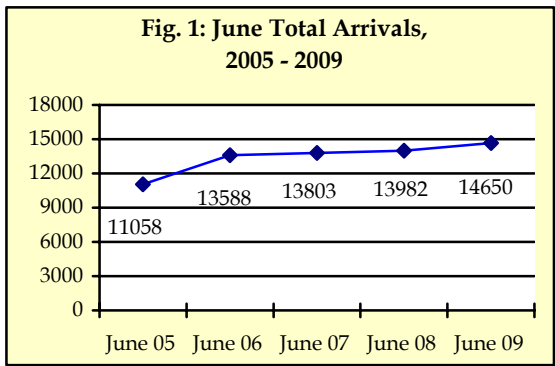
**International Arrival Statistics  
 JUNE 2009**

**Summary:**

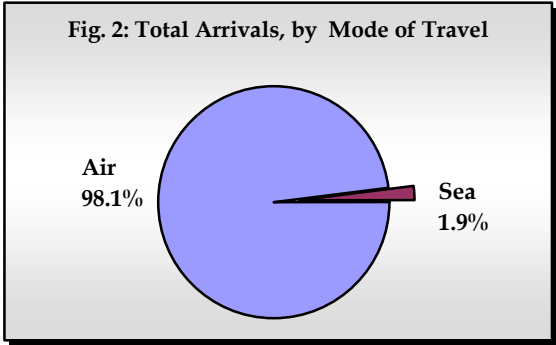
This is the **Sixty Sixth** statistical release of a series of monthly International Arrival Statistics Releases for 2009.

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.

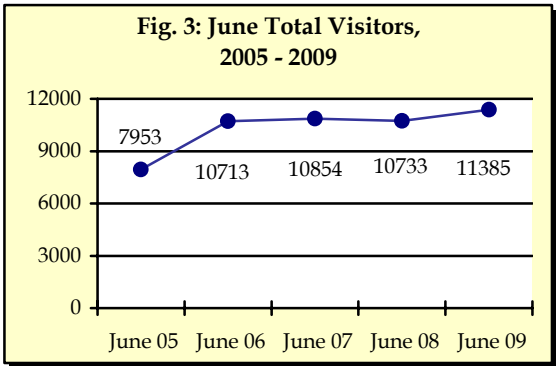
The total International Arrival Statistics recorded for the month of **June 2009** (table 1), reveals an increase of 7.1 percent over the previous month of June and a 4.8 percent increase over the corresponding month of June 2008. (Refer Fig. 1).



Air being the most preferred mode of travel to Samoa, accounted to 98.1 percent (14,376) of the total arrivals, while the remaining 1.9 percent (274) traveled by sea (Refer Fig. 2).

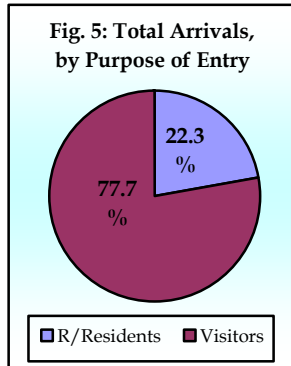
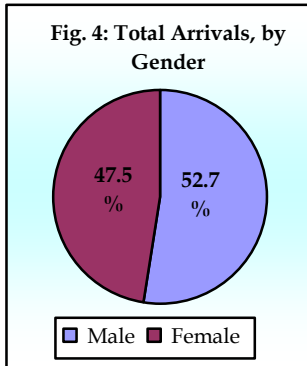


Of total arrivals, Overall Visitors numbering 11,385 for the month under review reveals an increase of 10.1 over the previous month and an increase of 6.1 percent over the corresponding month of June 2008. (Refer Fig. 3). Considering 99.1 percent of total tourists arrived by air carrier, those traveled by sea carrier round up the remaining 0.9 percent. Visitors' share of 77.7 percent or 11,385 travelers of total arrivals is similar to the 76.8 percent or 10,733 travelers reported in the same period of 2008.

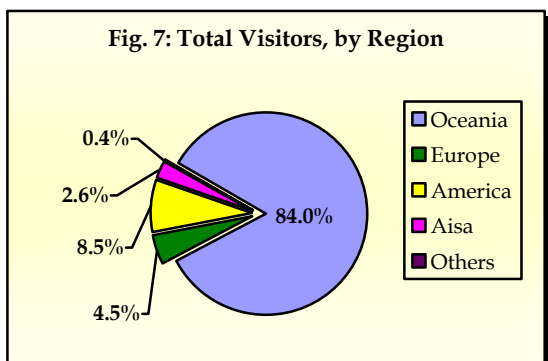
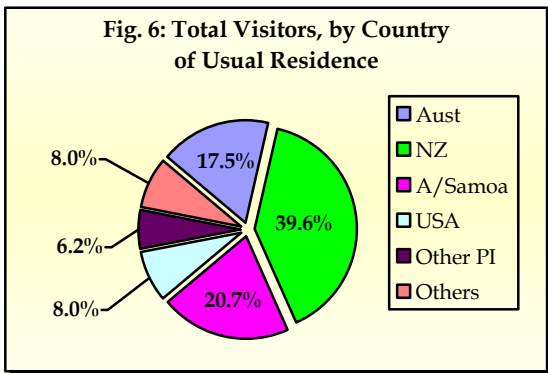


Total Arrivals by age and gender (Table 2) discloses that males recorded just over half of the traveling public at 52.5 percent (compared to 53.2 percent in June 2008) while their female counterparts constitute the remaining 47.5 percent (compared to 46.8 percent in June 2008). (Refer Fig. 4). Of all arrival travelers,

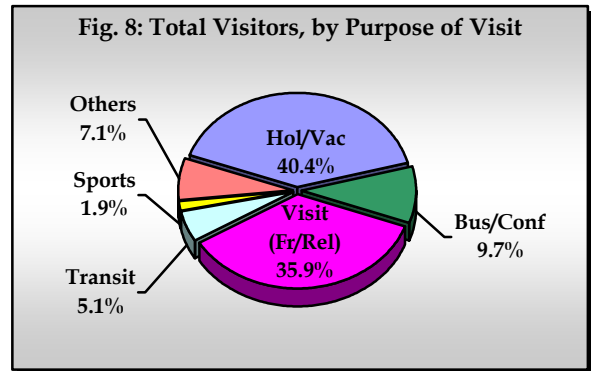
overall visitors (including transients) registered 40.0 percent (5,863) for males while females had 37.7 percent (5,522). Returning residents recorded 12.5 percent (1,828) for males while females had 9.8 percent (1,437). (Refer Fig. 5). The majority age for inbound travelers to Samoa in June 2009 ranges from 20 years to 59 years.



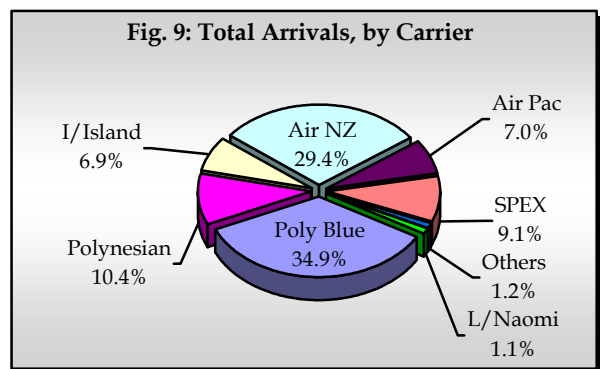
New Zealand remains as the leading country in visitors' arrival by country of usual residence (Table 3) with a 39.6 percent share (4,506). American Samoa followed in with a 20.7 percent share (2,357) which is then pursued by Australia with 17.5 percent (1,992) while the United States of America anchored the principal source markets with a share of 8.0 percent (909) (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 8.5 percent and 4.5 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 85.8 percent of all visitors visiting Samoa in June 2009. Furthermore, 40.4 percent (4,599) of all visitors entered our shores on holiday/ vacation. Visitors that were here to visit friends/ relatives accounted for 35.9 percent (4,083) of all visitors. Business and Conference had 9.7 percent (1,102) whereas those who were here on transit bound for other destinations had 5.1 percent (582). Sports registered 1.9 percent (211) and those who were here on other matters reported 7.1 percent. (Refer Fig. 8).

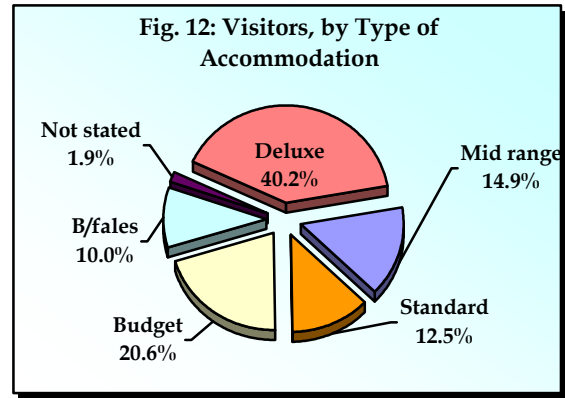
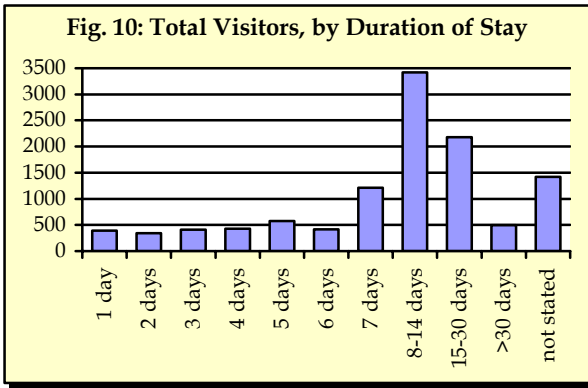


Poly Blue (table 5) leads the way of arrival by carriers' during the reference period with a 34.9 percent share (5,111 passengers) followed by Air New Zealand with a 29.4 percent share (4,306 passengers). Polynesian Airlines brought in 10.4 percent (1,525) of total arrivals while South Pacific Express had a share of 9.1 percent (1,338). Air Pacific recorded a 7.0 percent share (1,025) followed by Inter Island with 6.9 percent (1,007) with other air carriers accounting for 0.4 percent (64). Lady Naomi had a 1.1 percent share (160) while other sea carriers round up the remaining 0.8 percent. This is graphically presented in Fig. 9 below.

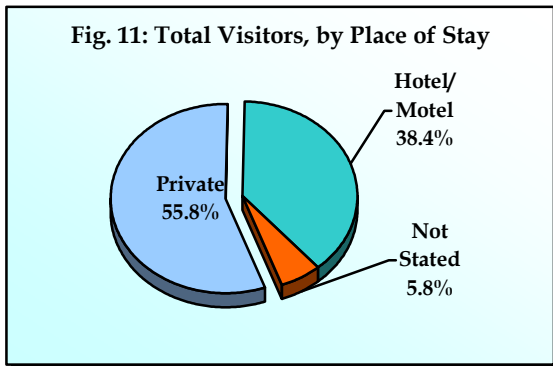


The usual trend of visitor's duration of stay in Samoa (Table 6) is a week up to a month. (Refer Fig. 10). In addition to this, 55.8 percent (6,025) of visitors reported staying with private accommodations or families/ relatives while 38.4 percent (4,154) stayed in hotels/ motels. The remaining 5.8 percent or 624

visitors did not state their place of stay (Refer Fig. 11). Moreover, Fig. 12 depicts a graphical presentation of the number of visitors arrived (4,154) 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 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	151,836	8,628	160,464	161,482	9,908	171,390	-10,926
2009	56,981	949	57,930	75,473	2,691	78,164	68,181	3,123	71,304	6,860
<b>2006</b>										
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	-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	<b>732</b>
May	10,199	143	10,342	13,278	400	13,678	12,724	579	13,303	<b>375</b>
<b>June /1</b>	<b>11,288</b>	<b>97</b>	<b>11,385</b>	<b>14,376</b>	<b>274</b>	<b>14,650</b>	...	...	...	...

**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, June 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>14,650</b>	<b>7,691</b>	<b>6,959</b>	<b>10,803</b>	<b>5,494</b>	<b>5,309</b>	<b>3,265</b>	<b>1,828</b>	<b>1,437</b>	<b>582</b>	<b>369</b>	<b>213</b>
0 - 4	696	356	340	539	268	271	135	73	62	22	15	7
5 - 9	567	279	288	442	206	236	103	63	40	22	10	12
10 - 14	652	295	357	545	236	309	87	47	40	20	12	8
15 - 19	828	363	465	638	271	367	165	77	88	25	15	10
20 - 24	1,307	632	675	933	424	509	335	187	148	39	21	18
25 - 29	1,380	714	666	1,029	513	516	292	166	126	59	35	24
30 - 34	1,310	724	586	939	501	438	291	169	122	80	54	26
35 - 39	1,228	712	516	876	490	386	282	171	111	70	51	19
40 - 44	1,215	689	526	880	478	402	274	173	101	61	38	23
45 - 49	1,268	694	574	918	499	419	290	160	130	60	35	25
50 - 54	1,218	644	574	923	468	455	260	154	106	35	22	13
55 - 59	1,135	609	526	846	440	406	245	140	105	44	29	15
60 - 64	817	452	365	581	325	256	211	108	103	25	19	6
65 - 69	499	264	235	365	197	168	125	62	63	9	5	4
70 - 74	271	147	124	178	96	82	89	48	41	4	3	1
75 +	253	113	140	167	79	88	79	29	50	7	5	2
Not Stated	6	4	2	4	3	1	2	1	1	0	0	0
<b>% Distribution 2/</b>	<b>100</b>	<b>52.5</b>	<b>47.5</b>	<b>73.7</b>	<b>37.5</b>	<b>36.2</b>	<b>22.3</b>	<b>12.5</b>	<b>9.8</b>	<b>4.0</b>	<b>2.5</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 June, 2009 1/.

Country of Usual Residence	Mode of Travel			Percentage (%)
	Air	Sea	Total	
<b>OCEANIA</b>	<b>9,476</b>	<b>92</b>	<b>9,568</b>	<b>84.0</b>
American Samoa	2,339	18	2,357	20.7
Fiji	320	0	320	2.8
Cook Island	14	0	14	0.1
Other Pacific Is	346	33	379	3.3
New Zealand	4,478	28	4,506	39.6
Australia	1,979	13	1,992	17.5
<b>EUROPE</b>	<b>510</b>	<b>5</b>	<b>515</b>	<b>4.5</b>
United Kingdom	182	0	182	1.6
Scandinavia	35	4	39	0.3
Benelux	18	0	18	0.2
Germany	114	1	115	1.0
Other Europe	161	0	161	1.4
<b>AMERICA</b>	<b>964</b>	<b>0</b>	<b>964</b>	<b>8.5</b>
U.S.A	909	0	909	8.0
Canada	55	0	55	0.5
<b>ASIA</b>	<b>296</b>	<b>0</b>	<b>296</b>	<b>2.6</b>
Japan	26	0	26	0.2
China	128	0	128	1.1
Other Asia	142	0	142	1.2
<b>OTHERS</b>	<b>42</b>	<b>0</b>	<b>42</b>	<b>0.4</b>
<b>NOT STATED</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0.0</b>
<b>TOTAL</b>	<b>11,288</b>	<b>97</b>	<b>11,385</b>	<b>100%</b>
<b>PERCENTAGE DISTRIBUTION</b>	<b>99.1</b>	<b>0.9</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 June, 2009 1/.

Usual Residence	Purpose of Visit								
	Total		Holiday/ Vacation	Business/ Conference	Visit Friends/ Relatives	Sports	Transit	Others	Not Stated
<b>Total</b>	<b>11,385</b>	<b>%</b>	<b>4,599</b>	<b>1,102</b>	<b>4,083</b>	<b>211</b>	<b>582</b>	<b>241</b>	<b>567</b>
American Samoa	2,357	20.7	673	120	1,063	4	212	49	236
Fiji	320	2.8	23	145	63	11	33	34	11
Cook Island	14	0.1	0	4	6	1	2	1	0
Other Pacific Is	379	3.3	40	118	98	12	68	19	24
New Zealand	4,506	39.6	2,144	361	1,602	71	68	63	197
Australia	1,992	17.5	860	222	745	70	19	31	45
United Kingdom	182	1.6	85	19	26	36	2	8	6
Scandinavia	39	0.3	33	1	2	0	0	0	3
Benelux	18	0.2	15	2	0	0	1	0	0
Germany	115	1.0	104	1	8	0	1	0	1
Other Europe	161	1.4	128	8	20	2	2	0	1
U.S.A.	909	8.0	365	67	371	2	46	26	32
Canada	55	0.5	45	3	4	0	0	1	2
Japan	26	0.2	14	4	6	1	0	1	0
China	128	1.1	12	9	34	0	64	5	4
Other Asia	142	1.2	33	11	33	1	58	2	4
Other Countries	42	0.4	25	7	2	0	6	1	1
Not Stated	0	0.0	0	0	0	0	0	0	0
<b>Percentage Distribution</b>	<b>100</b>		<b>40.4</b>	<b>9.7</b>	<b>35.9</b>	<b>1.9</b>	<b>5.1</b>	<b>2.1</b>	<b>5.0</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 June, 2009 1/.

Carrier	Total		Purpose of Entry			
			Returning Residence	%	Total Visitors	%
<b>Total</b>	<b>14,650</b>	<b>100%</b>	<b>3,265</b>	<b>22.3</b>	<b>11,385</b>	<b>77.7</b>
<b><u>AIR</u></b>						
Poly Blue	5,111	34.9	1,195	8.2	3,916	26.7
Polynesian	1,525	10.4	353	2.4	1,172	8.0
Inter Island	1,007	6.9	279	1.9	728	5.0
Air New Zealand	4,306	29.4	678	4.6	3,628	24.8
Air Pacific	1,025	7.0	308	2.1	717	4.9
Other Air Carrier	64	0.4	0	0.0	64	0.4
South Pacific Express	1,338	9.1	275	1.9	1,063	7.3
<b><u>SEA</u></b>						
Lady Naomi	160	1.1	140	1.0	20	0.1
Yacht	4	0.0	0	0.0	4	0.0
Other Sea Carrier	110	0.8	37	0.3	73	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 June, 2009  
 1/.

Duration of Stay	Place of Stay			
	Total	Hotel/Motel	Private	Not Stated
<b>Total</b>	<b>10,803</b>	<b>4,154</b>	<b>6,025</b>	<b>624</b>
1day	392	185	167	40
2days	345	143	186	16
3days	410	149	240	21
4days	430	186	221	23
5days	578	314	245	19
6days	418	270	131	17
7days	1,212	647	514	51
8-14days	3,418	1,647	1,624	147
15-30days	2,178	422	1,650	106
31-60days	305	99	190	16
61-90days	108	8	90	10
91-180days	72	15	49	8
181-365days	32	12	20	0
>1year	3	0	2	1
Not Stated	902	57	696	149
<b>Percentage Distribution % 2/</b>	<b>100</b>	<b>38.5</b>	<b>55.8</b>	<b>5.8</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