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GOVERNMENT OF SAMOA SAMOA BUREAU OF STATISTICS

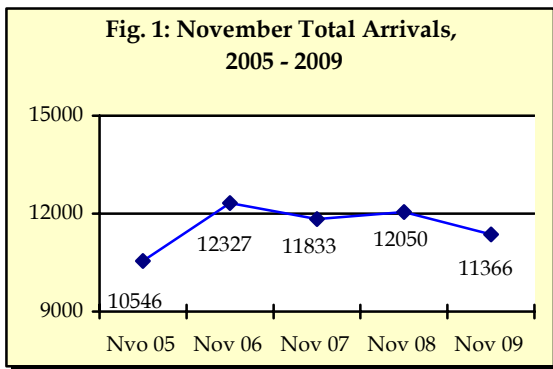
International Arrival Statistics November 2009

Summary:

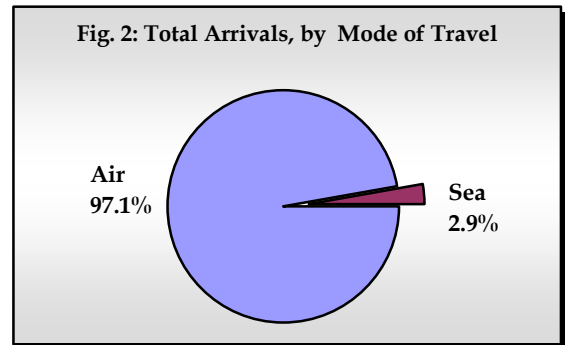
This is the **Seventy one** statistical release of a series of monthly International Arrival Statistics Releases for 2009.

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.

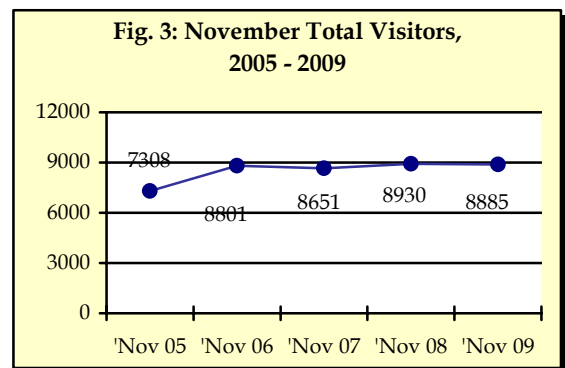
The total International Arrival Statistics recorded for the month of **November 2009** (table 1), reveals a decrease of 19.3 percent over the previous month of October and 7.6 percent decrease over the corresponding month of November 2008. (Refer Fig. 1).



Air being the most preferred mode of travel to Samoa, accounted to 97.1 percent (11,366) of the total arrivals, while the remaining 2.9 percent (330) traveled by sea (Refer Fig. 2).

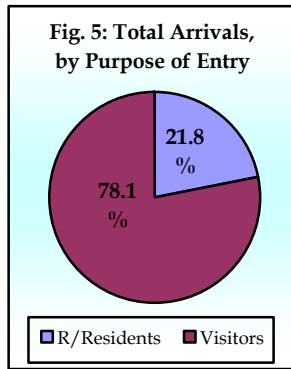
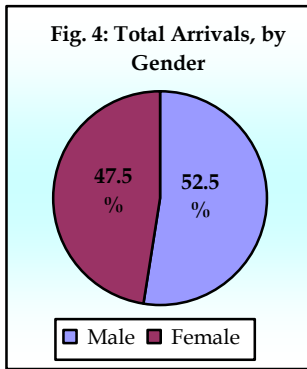


Of total arrivals, Overall Visitors numbering 8,885 for the month under review reveals a decrease of 19.4 percent over the previous month and a decrease of 2.0 percent over the corresponding month of November 2008. (Refer Fig. 3). Considering 98.0 percent of total tourists arrived by air carrier, those traveled by sea carrier round up the remaining 2.0 percent. Visitors' share of 78.2 percent or 8,885 travelers of total arrivals is marginally higher than the 73.7 percent or 9,066 travelers reported in the same period of 2008.

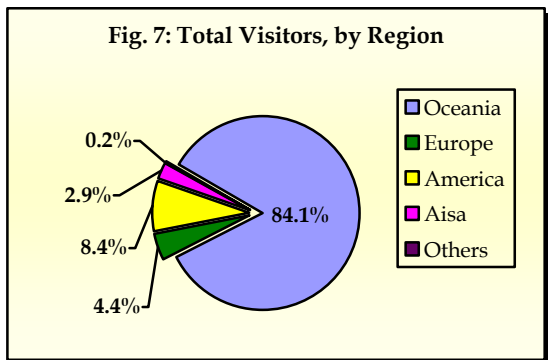
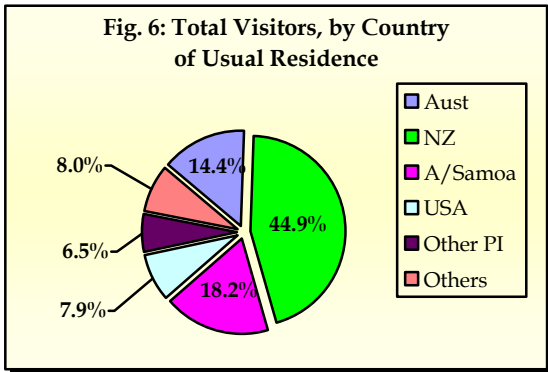


Total Arrivals by age and gender (Table 2) discloses that males recorded just over half of the traveling public at 52.5 percent (compared to 52.8 percent in November 2008) while their female counterparts constitute the remaining 47.5 percent (compared to

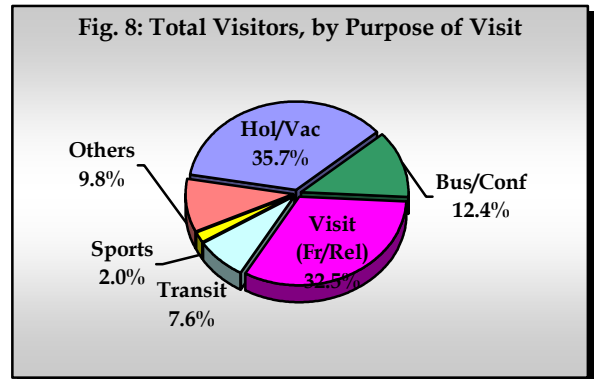
47.2 percent in November 2008). (Refer Fig. 4). Of all arrival travelers, overall visitors (including transients) registered 40.7 percent (4,628) for males while females had 37.4 percent (4,257). Returning residents recorded 11.8 percent (1,341) for males while females had 10.0 percent (1,140). (Refer Fig. 5). The majority age for inbound travelers to Samoa in November 2009 ranges from 15 years to 60 years.



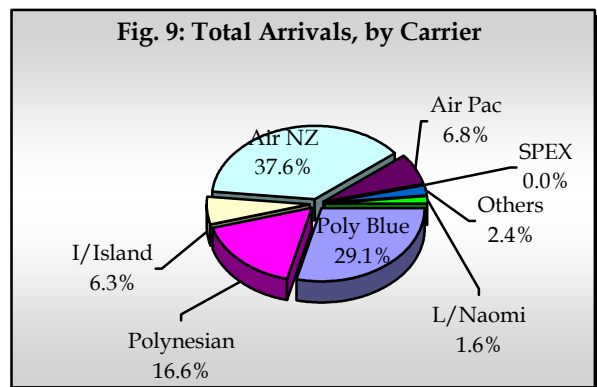
New Zealand remains as the leading country in visitors' arrival by country of usual residence (Table 3) with 44.9 percent share (3,993). American Samoa followed in with 18.2 percent share (1,1617) which is then pursued by Australia with 14.4 percent (1,280) while the United States of America anchored the principal source markets with a share of 7.9 percent (701) (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 8.4 percent and 4.4 percent respectively. The Asian region exhibits the lowest share with only 2.9 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 85.4 percent of all visitors visiting Samoa in November 2009. Furthermore, 35.7 percent (3,170) of all visitors entered our shores on holiday/ vacation. Visitors that were here to visit friends/ relatives accounted for 32.5 percent (2,889) of all visitors. Business and Conference had 12.4 percent (1,102) whereas those who were here on transit bound for other destinations had 7.6 percent (674). Sports registered 2.0 percent (177) and those who were here on other matters reported 9.8percent. (873) (Refer Fig. 8).

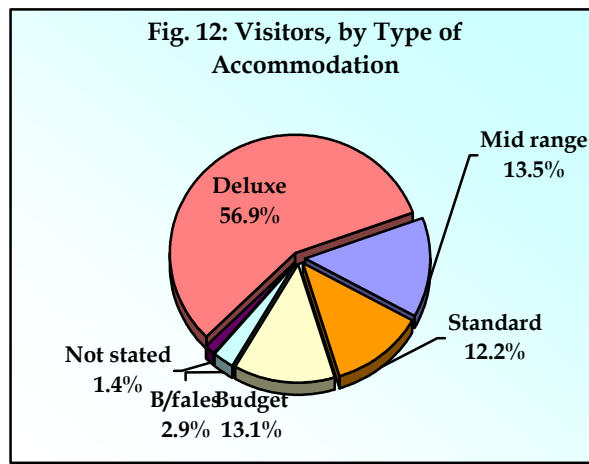
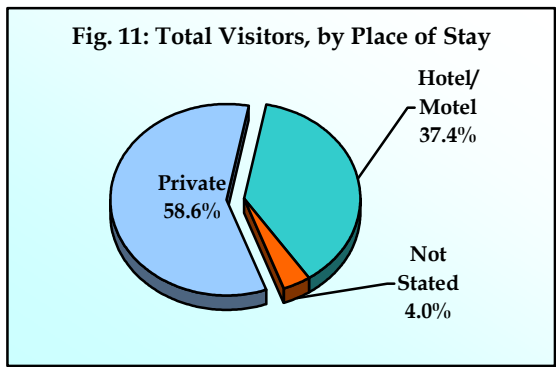
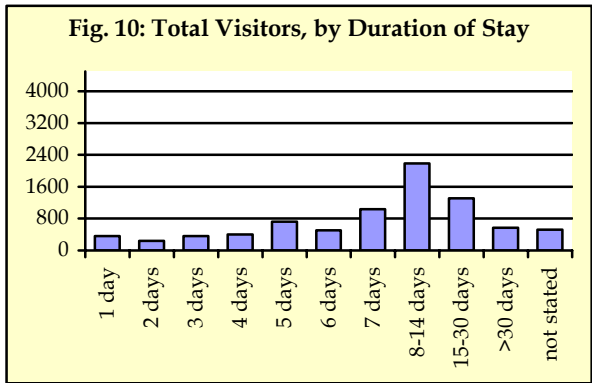


Air New Zealand (table 5) leads the way of arrival by carriers' during the reference period with a 37.6 percent share (4,268) passengers) followed by Poly Blue with a 29.1 percent share (3,304 passengers). Polynesian Airlines brought in 16.6 percent (1,884) of total arrivals while Inter Island had a share of 6.3 percent (717). Air Pacific recorded a 6.8 percent share (768) followed by South Pacific Express with a nil percent (0) with other air carriers accounting for 0.8 percent (95). Lady Naomi had a 1.6 percent share (179) while other sea carriers round up the remaining of 1.6 percent (151). 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, 58.6 percent (4,811) of visitors reported staying with private accommodations or families/ relatives while 37.4 percent (3,071) stayed

in hotels/ motels. The remaining 4.0 percent or 329 visitors did not state their place of stay (Refer Fig. 11). Moreover, Fig. 12 depicts a graphical presentation of the number of visitors arrived (3,071) 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 Travel and Net Migration, 2006 - 2009.

Period	Visitors Arrivals			Total Arrivals			Total Departures			Net Migration
	Air	Sea	Total	Air	Sea	Total	Air	Sea	Total	
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	111,128	1,785	112,913	142,557	4,805	147,362	108,310	4,617	112,927	34,435
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	109	11,397	14,376	376	14,752	11,980	622	12,602	2,150

July	13,208	199	13,407	15,996	470	16,466	15,017	515	15,532	934
August	11,699	160	11,859	14,386	381	14,767	13,132	357	13,489	1,278
September	9,668	128	9,796	12,085	326	12,411
October	10,867	157	11,024	13,581	505	14,086
November /1	8,705	180	8,885	11,036	330	11,366

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, November 2009 1/.

Age	Purpose of Entry											
	Total			Visitors			Returning Residence			Transit		
	Total	Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female
Total	11,366	5,969	5,397	8,211	4,220	3,991	2,481	1,341	1,140	674	408	266
0 - 4	596	304	292	452	232	220	109	51	58	35	21	14
5 - 9	371	186	185	289	143	146	51	22	29	31	21	10
10 - 14	337	157	180	269	127	142	46	19	27	22	11	11
15 - 19	609	256	353	477	202	275	108	46	62	24	8	16
20 - 24	990	449	541	669	275	394	272	148	124	49	26	23
25 - 29	931	446	485	664	303	361	219	115	104	48	28	20
30 - 34	870	442	428	594	286	308	206	115	91	70	41	29
35 - 39	980	541	439	683	364	319	225	127	98	72	50	22
40 - 44	1,022	605	417	752	432	320	209	132	77	61	41	20
45 - 49	1,051	574	477	768	422	346	217	116	101	66	36	30
50 - 54	1,062	561	501	763	384	379	235	139	96	64	38	26
55 - 59	924	518	406	686	386	300	194	107	87	44	25	19
60 - 64	711	412	299	502	292	210	159	83	76	50	37	13
65 - 69	450	264	186	328	195	133	99	52	47	23	17	6
70 - 74	230	128	102	167	95	72	57	30	27	6	3	3
75 +	203	111	92	129	72	57	66	34	32	8	5	3
Not Stated	29	15	14	19	10	9	9	5	4	1	0	1
% Distribution 2/	100	52.5	47.5	72.2	37.1	35.1	21.8	11.8	10.0	5.9	3.6	2.3

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 November, 2009 1/.

Country of Usual Residence	Mode of Travel			Percentage (%)
	Air	Sea	Total	
OCEANIA	7,293	172	7,465	84.0
American Samoa	1,596	21	1,617	18.2
Fiji	186	6	192	2.2
Cook Island	21	0	21	0.2
Other Pacific Is	246	116	362	4.1
New Zealand	3,967	26	3,993	44.9
Australia	1,277	3	1,280	14.4
EUROPE	389	2	391	4.4
United Kingdom	92	1	93	1.0
Scandinavia	74	1	75	0.8
Benelux	3	0	3	0.0
Germany	114	0	114	1.3
Other Europe	106	0	106	1.2
AMERICA	742	6	748	8.4
U.S.A	696	5	701	7.9
Canada	46	1	47	0.5
ASIA	262	0	262	2.9
Japan	28	0	28	0.3
China	106	0	106	1.2
Other Asia	128	0	128	1.4
OTHERS	19	0	19	0.2
NOT STATED	0	0	0	0.0
TOTAL	8,705	180	8,885	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.

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 November, 2009 1/.

Usual Residence	Purpose of Visit								
	Total		Holiday/ Vacation	Business/ Conference	Visit Friends/ Relatives	Sports	Transit	Others	Not Stated
Total	8,885	%	3,170	1,102	2,889	177	674	348	525
American Samoa	1,617	18.2	386	256	570	2	201	77	125
Fiji	192	2.2	20	64	39	5	38	7	19
Cook Island	21	0.2	2	8	8	0	0	2	1
Other Pacific Is	362	4.1	35	75	96	5	99	14	38
New Zealand	3,993	44.9	1,736	390	1,357	44	124	140	202
Australia	1,280	14.4	379	140	581	64	27	43	46
United Kingdom	93	1.0	60	9	10	8	1	1	4
Scandinavia	75	0.8	58	5	5	1	2	2	2
Benelux	3	0.0	1	1	1	0	0	0	0
Germany	114	1.3	99	7	1	4	1	0	2
Other Europe	106	1.2	54	20	5	13	2	2	10
U.S.A.	701	7.9	253	61	196	5	85	44	57
Canada	47	0.5	29	5	0	5	5	1	2
Japan	28	0.3	10	6	5	1	2	2	2
China	106	1.2	15	22	7	13	42	4	3
Other Asia	128	1.4	22	29	7	7	44	9	10
Other Countries	19	0.2	11	4	1	0	1	0	2
Not Stated	0	0.0	0	0	0	0	0	0	0
Percentage Distribution	100		35.7	12.4	32.5	2.0	7.6	3.9	5.9

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 November, 2009 1/.

Carrier	Total		Purpose of Entry			
			Returning Residence	%	Total Visitors	%
Total	11,366	100%	2,481	21.8	8,885	78.2
<u>AIR</u>						
Poly Blue	3,304	29.1	720	6.3	2,584	22.7
Polynesian	1,884	16.6	440	3.9	1,444	12.7
Inter Island	717	6.3	167	1.5	550	4.8
Air New Zealand	4,268	37.6	727	6.4	3,541	31.2
Air Pacific	768	6.8	276	2.4	492	4.3
Other Air Carrier	95	0.8	1	0.0	94	0.8
South Pacific Express	0	0.0	0	0.0	0	0.0
<u>SEA</u>						
Lady Naomi	179	1.6	128	1.1	51	0.4
Yacht	2	0.3	0	0.0	2	0.0
Other Sea Carrier	149	1.3	22	0.2	127	1.1

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 November, 2009 1/.

Duration of Stay	Place of Stay			
	Total	Hotel/Motel	Private	Not Stated
Total	8,211	3,071	4,811	329
1day	358	222	112	24
2days	244	116	121	7
3days	359	151	191	17
4days	404	184	205	15
5days	722	399	301	22
6days	505	336	161	8
7days	1,033	573	421	39
8-14days	2,185	837	1,287	61
15-30days	1,307	174	1,062	71
31-60days	328	23	298	7
61-90days	171	2	164	5
91-180days	40	2	38	0
181-365days	32	10	21	1
>1year	1	0	1	0
Not Stated	522	42	428	52
Percentage Distribution % 2/	100	37.4	58.6	4.0

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

2/: Figures are subject to rounding errors