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# GOVERNMENT OF SAMOA SAMOA BUREAU OF STATISTICS

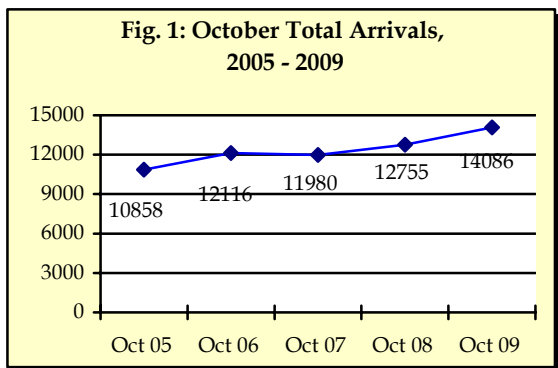
## International Arrival Statistics October 2009

### Summary:

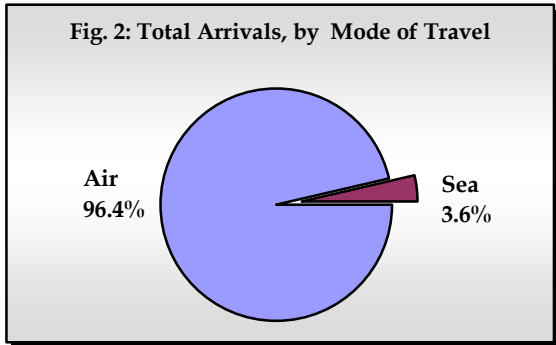
This is the **Seventieth** statistical release of a series of monthly International Arrival Statistics Releases for 2009.

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.

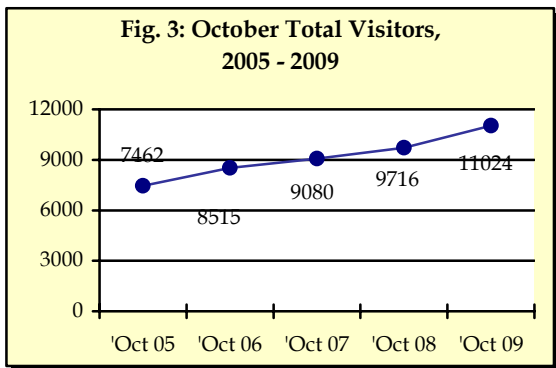
The total International Arrival Statistics recorded for the month of **October 2009** (table 1), reveals an increase of 13.5 percent over the previous month of September and 10.4 percent increase over the corresponding month of October 2008. (Refer Fig. 1).



Air being the most preferred mode of travel to Samoa, accounted to 96.4 percent (13,581) of the total arrivals, while the remaining 3.6 percent (505) traveled by sea (Refer Fig. 2).

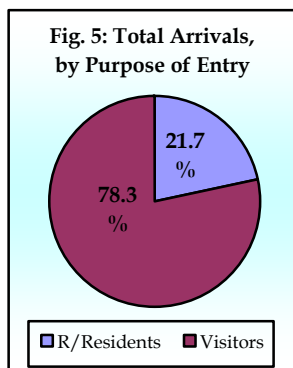
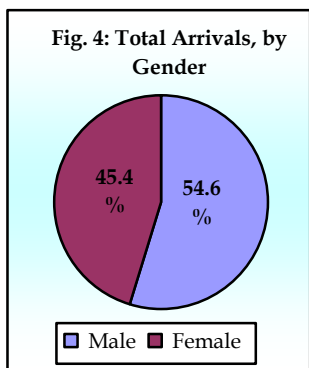


Of total arrivals, Overall Visitors numbering 11,024 for the month under review reveals an increase of 12.5 percent over the previous month and an increase of 13.5 percent over the corresponding month of October 2008. (Refer Fig. 3). Considering 98.6 percent of total tourists arrived by air carrier, those traveled by sea carrier round up the remaining 1.4 percent. Visitors' share of 78.3 percent or 11,024 travelers of total arrivals is marginally higher than the 76.2 percent or 9,716 travelers reported in the same period of 2008.

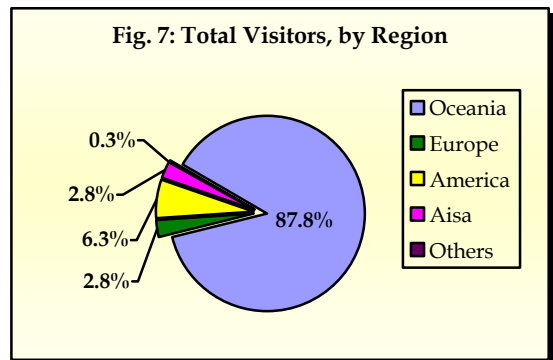
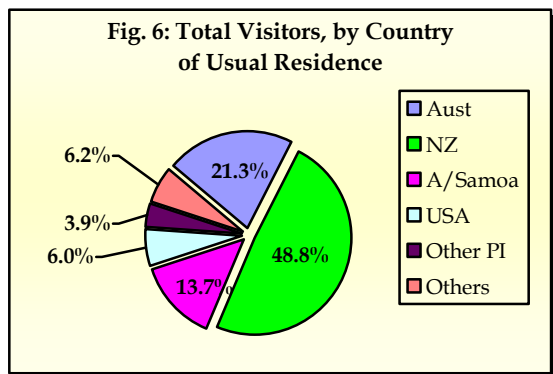


Total Arrivals by age and gender (Table 2) discloses that males recorded just over half of the traveling public at 54.6 percent (compared to 52.2 percent in October 2008) while their female counterparts constitute the remaining 45.4 percent (compared to

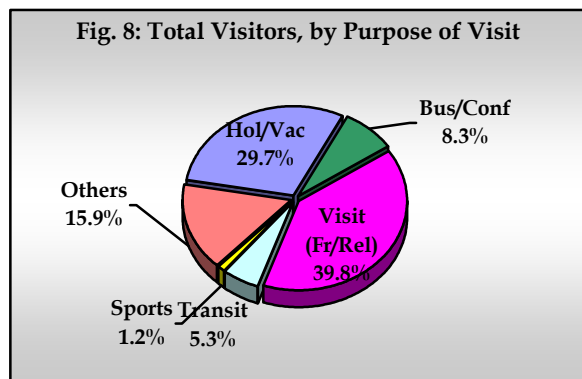
47.8 percent in October 2008). (Refer Fig. 4). Of all arrival travelers, overall visitors (including transients) registered 42.3 percent (5,951) for males while females had 36.0 percent (5,073). Returning residents recorded 12.4 percent (1,744) for males while females had 9.4 percent (1,318). (Refer Fig. 5). The majority age for inbound travelers to Samoa in October 2009 ranges from 20 years to 60 years.



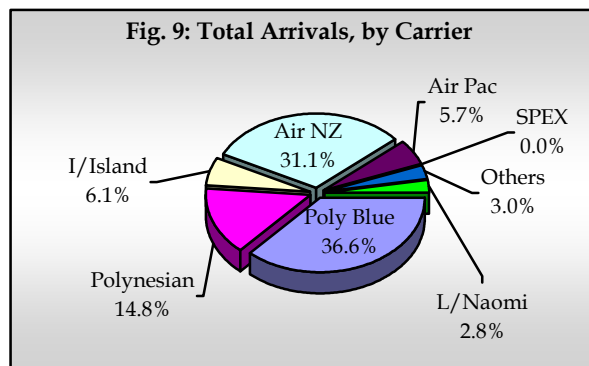
New Zealand remains as the leading country in visitors' arrival by country of usual residence (Table 3) with 48.8 percent share (5,380). Australia followed in with 21.3 percent share (2,349) which is then pursued by American Samoa with 13.7 percent (1,514) while the United States of America anchored the principal source markets with a share of 6.0 percent (658) (Refer Fig. 6). By region, the Oceanic Region portrays the highest share of total visitors with 87.7 percent followed by America and Europe with 6.3 percent and 2.8 percent respectively. The Asian region exhibits the lowest share with only 2.8 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 89.8 percent of all visitors visiting Samoa in October 2009. Furthermore, 29.7 percent (3,270) of all visitors entered our shores on holiday/ vacation. Visitors that were here to visit friends/ relatives accounted for 39.8 percent (4,386) of all visitors. Business and Conference had 8.2 percent (906) whereas those who were here on transit bound for other destinations had 5.3 percent (585). Sports registered 1.2 percent (134) and those who were here on other matters reported 6.0 percent. (657) (Refer Fig. 8).

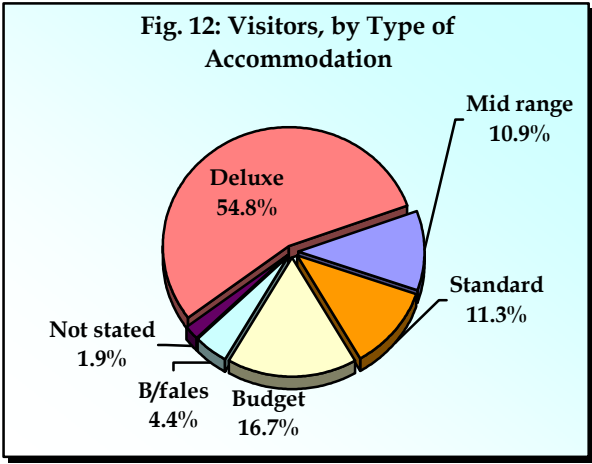
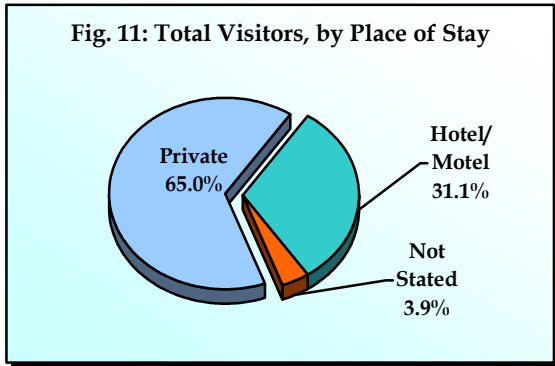
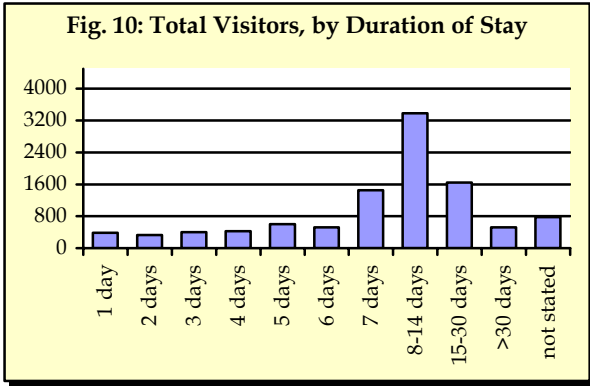


Poly Blue (table 5) leads the way of arrival by carriers' during the reference period with a 36.6 percent share (5,149) passengers) followed by Air New Zealand with a 31.1 percent share (4,374 passengers). Polynesian Airlines brought in 14.8 percent (2,081) of total arrivals while Inter Island had a share of 6.1 percent (853). Air Pacific recorded a 5.7 percent share (807) followed by South Pacific Express with a nil percent (4) with other air carriers accounting for 2.2 percent (313). Lady Naomi had a 2.8 percent share (390) while other sea carriers round up the remaining of 0.8 percent (115). 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, 65.0 percent (6,789) of visitors reported staying with private accommodations or families/ relatives while 31.1 percent (3,242) stayed in hotels/ motels. The remaining 3.9 percent or 408

visitors did not state their place of stay (Refer Fig. 11). Moreover, Fig. 12 depicts a graphical presentation of the number of visitors arrived (3,242) 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	
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>102,423</b>	<b>1,605</b>	<b>104,028</b>	<b>131,521</b>	<b>4,475</b>	<b>135,996</b>	<b>108,310</b>	<b>4,617</b>	<b>112,927</b>	<b>23,069</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>

<b>June /2</b>	11,288	109	11,397	14,376	376	14,752	11,980	622	12,602	<b>2,150</b>
<b>July /2</b>	13,208	199	13,407	15,996	470	16,466	15,017	515	15,532	<b>934</b>
August	11,699	160	11,859	14,386	381	14,767	13,132	357	13,489	<b>1,278</b>
September	9,668	128	9,796	12,085	326	12,411	...	...	...	...
<b>October /1</b>	<b>10,867</b>	<b>157</b>	<b>11,024</b>	<b>13,581</b>	<b>505</b>	<b>14,086</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

**2/ Revised figures**

Table 2: Total Arrivals by Age, Purpose of Entry and Gender, October 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>14,086</b>	<b>7,695</b>	<b>6,391</b>	<b>10,439</b>	<b>5,589</b>	<b>4,850</b>	<b>3,062</b>	<b>1,744</b>	<b>1,318</b>	<b>585</b>	<b>362</b>	<b>223</b>
0 - 4	602	328	274	445	241	204	139	77	62	18	10	8
5 - 9	445	222	223	333	166	167	93	48	45	19	8	11
10 - 14	428	201	227	353	169	184	59	22	37	16	10	6
15 - 19	516	270	246	416	215	201	83	45	38	17	10	7
20 - 24	1,070	533	537	714	316	398	315	189	126	41	28	13
25 - 29	1,283	682	601	877	447	430	354	201	153	52	34	18
30 - 34	1,252	700	552	935	500	435	266	166	100	51	34	17
35 - 39	1,363	794	569	1,028	590	438	273	163	110	62	41	21
40 - 44	1,319	750	569	979	551	428	286	165	121	54	34	20
45 - 49	1,439	815	624	1,075	585	490	293	179	114	71	51	20
50 - 54	1,328	717	611	1,033	561	472	243	125	118	52	31	21
55 - 59	1,159	639	520	900	496	404	205	109	96	54	34	20
60 - 64	874	486	388	637	353	284	201	114	87	36	19	17
65 - 69	526	300	226	386	221	165	119	71	48	21	8	13
70 - 74	262	144	118	179	98	81	74	42	32	9	4	5
75 +	177	92	85	118	64	54	49	23	26	10	5	5
Not Stated	43	22	21	31	16	15	10	5	5	2	1	1
<b>% Distribution 2/</b>	<b>100</b>	<b>54.6</b>	<b>45.4</b>	<b>74.1</b>	<b>39.7</b>	<b>34.4</b>	<b>21.7</b>	<b>12.4</b>	<b>9.4</b>	<b>4.2</b>	<b>2.6</b>	<b>1.6</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 October, 2009 1/.

Country of Usual Residence	Mode of Travel			Percentage (%)
	Air	Sea	Total	
<b>OCEANIA</b>	<b>9,538</b>	<b>134</b>	<b>9,672</b>	<b>87.7</b>
American Samoa	1,466	48	1,514	<b>13.7</b>
Fiji	190	1	191	<b>1.7</b>
Cook Island	8	0	8	<b>0.1</b>
Other Pacific Is	186	44	230	<b>2.1</b>
New Zealand	5,349	31	5,380	<b>48.8</b>
Australia	2,339	10	2,349	<b>21.3</b>
<b>EUROPE</b>	<b>300</b>	<b>12</b>	<b>312</b>	<b>2.8</b>
United Kingdom	74	8	82	<b>0.7</b>
Scandinavia	35	0	35	<b>0.3</b>
Benelux	17	1	18	<b>0.2</b>
Germany	89	0	89	<b>0.8</b>
Other Europe	85	3	88	<b>0.8</b>
<b>AMERICA</b>	<b>685</b>	<b>11</b>	<b>696</b>	<b>6.3</b>
U.S.A	647	11	658	<b>6.0</b>
Canada	38	0	38	<b>0.3</b>
<b>ASIA</b>	<b>309</b>	<b>0</b>	<b>309</b>	<b>2.8</b>
Japan	54	0	54	<b>0.5</b>
China	123	0	123	<b>1.1</b>
Other Asia	132	0	132	<b>1.2</b>
<b>OTHERS</b>	<b>32</b>	<b>0</b>	<b>32</b>	<b>0.3</b>
<b>NOT STATED</b>	<b>3</b>	<b>0</b>	<b>3</b>	<b>0.0</b>
<b>TOTAL</b>	<b>10,867</b>	<b>157</b>	<b>11,024</b>	<b>100%</b>
<b>PERCENTAGE DISTRIBUTION</b>	<b>98.6</b>	<b>1.4</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 October, 2009 1/.

Usual Residence	Purpose of Visit								
	Total		Holiday/ Vacation	Business/ Conference	Visit Friends/ Relatives	Sports	Transit	Others	Not Stated
<b>Total</b>	<b>11,024</b>	<b>%</b>	<b>3,270</b>	<b>906</b>	<b>4,386</b>	<b>134</b>	<b>585</b>	<b>657</b>	<b>1,086</b>
American Samoa	1,514	<b>13.7</b>	286	53	669	8	137	67	294
Fiji	191	<b>1.7</b>	24	60	36	1	29	30	11
Cook Island	8	<b>0.1</b>	0	3	3	0	1	1	0
Other Pacific Is	230	<b>2.1</b>	31	42	54	4	32	30	37
New Zealand	5,380	<b>48.8</b>	1,853	438	2,224	69	117	301	378
Australia	2,349	<b>21.3</b>	608	178	1,107	43	45	151	217
United Kingdom	82	<b>0.7</b>	44	7	5	2	1	4	19
Scandinavia	35	<b>0.3</b>	24	2	4	0	2	1	2
Benelux	18	<b>0.2</b>	10	3	1	0	2	1	1
Germany	89	<b>0.8</b>	69	5	4	0	6	2	3
Other Europe	88	<b>0.8</b>	61	6	6	1	7	5	2
U.S.A.	658	<b>6.0</b>	159	48	226	4	105	42	74
Canada	38	<b>0.3</b>	21	3	10	0	1	0	3
Japan	54	<b>0.5</b>	20	14	4	0	7	4	5
China	123	<b>1.1</b>	18	19	9	0	47	7	23
Other Asia	132	<b>1.2</b>	25	21	17	2	43	9	15
Other Countries	32	<b>0.3</b>	17	4	4	0	3	2	2
Not Stated	3	<b>0.0</b>	0	0	3	0	0	0	0
<b>Percentage Distribution</b>	<b>100</b>		<b>29.7</b>	<b>8.2</b>	<b>39.8</b>	<b>1.2</b>	<b>5.3</b>	<b>6.0</b>	<b>9.9</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 October, 2009 1/.

Carrier	Total		Purpose of Entry			
			Returning Residence	%	Total Visitors	%
<b>Total</b>	<b>14,086</b>	<b>100%</b>	<b>3,062</b>	<b>21.7</b>	<b>11,024</b>	<b>78.3</b>
<b><u>AIR</u></b>						
Poly Blue	<b>5,149</b>	<b>36.6</b>	901	6.4	4,248	30.2
Polynesian	<b>2,081</b>	<b>14.8</b>	655	4.7	1,426	10.1
Inter Island	<b>853</b>	<b>6.1</b>	278	2.0	575	4.1
Air New Zealand	<b>4,374</b>	<b>31.1</b>	665	4.7	3,709	26.3
Air Pacific	<b>807</b>	<b>5.7</b>	212	1.5	595	4.2
Other Air Carrier	<b>313</b>	<b>2.2</b>	3	0.0	310	2.2
South Pacific Express	<b>4</b>	<b>0.0</b>	0	0.0	4	0.0
<b><u>SEA</u></b>						
Lady Naomi	<b>390</b>	<b>2.8</b>	321	2.3	69	0.5
Yacht	<b>38</b>	<b>0.3</b>	0	0.0	38	0.3
Other Sea Carrier	<b>77</b>	<b>0.5</b>	27	0.2	50	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 October, 2009 1/.

Duration of Stay	Place of Stay			
	Total	Hotel/Motel	Private	Not Stated
<b>Total</b>	<b>10,439</b>	<b>3,242</b>	<b>6,789</b>	<b>408</b>
1day	385	192	152	41
2days	328	152	163	13
3days	402	144	242	16
4days	426	170	250	6
5days	600	272	295	33
6days	521	310	200	11
7days	1,449	634	773	42
8-14days	3,385	1,059	2,250	76
15-30days	1,644	201	1,395	48
31-60days	282	29	229	24
61-90days	145	10	134	1
91-180days	54	7	46	1
181-365days	42	6	36	0
>1year	1	1	0	0
Not Stated	775	55	624	96
<b>Percentage Distribution % 2/</b>	<b>100</b>	<b>31.1</b>	<b>65.0</b>	<b>3.9</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