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GOVERNMENT OF SAMOA SAMOA BUREAU OF STATISTICS

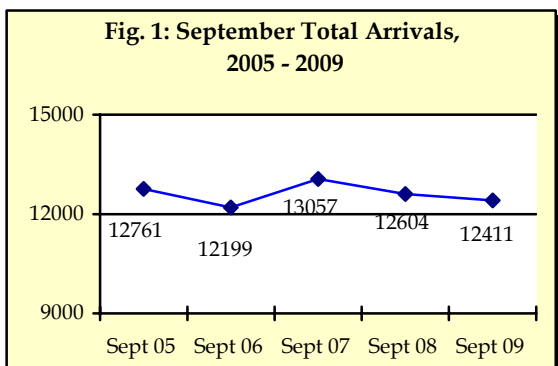
International Arrival Statistics September 2009

Summary:

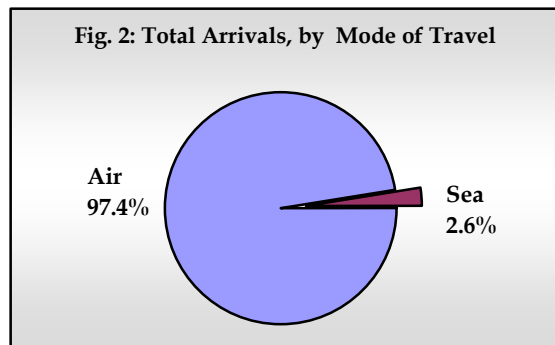
This is the **Sixty Ninth** statistical release of a series of monthly International Arrival Statistics Releases for 2009.

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.

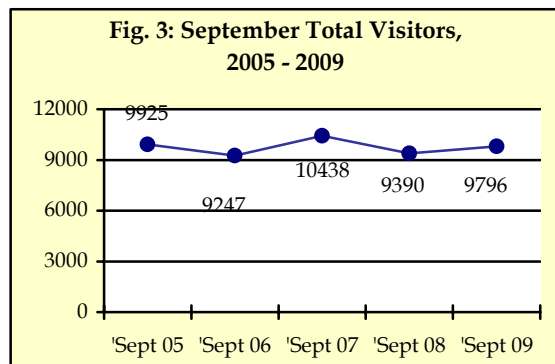
The total International Arrival Statistics recorded for the month of **September 2009** (table 1), reveals a decrease of 16.0 percent over the previous month of August and a 1.5 percent decrease over the corresponding month of September 2008. (Refer Fig. 1).



Air being the most preferred mode of travel to Samoa, accounted to 97.4 percent (12,411) of the total arrivals, while the remaining 2.6 percent (326) traveled by sea (Refer Fig. 2).

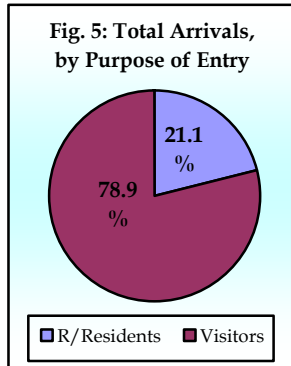
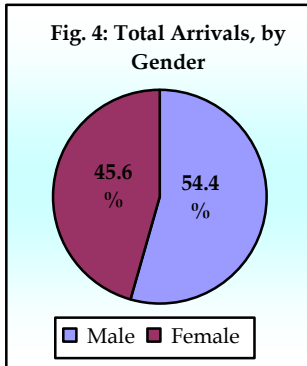


Of total arrivals, Overall Visitors numbering 9,796 for the month under review reveals a decrease of 17.4 over the previous month and a slight increase of 1.7 percent over the corresponding month of September 2008. (Refer Fig. 3). Considering 98.7 percent of total tourists arrived by air carrier, those traveled by sea carrier round up the remaining 1.3 percent. Visitors' share of 78.9 percent or 9,796 travelers of total arrivals is marginally higher than the 76.4 percent or 9,630 travelers reported in the same period of 2008.

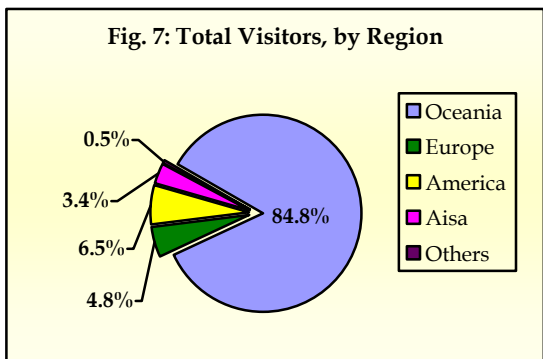
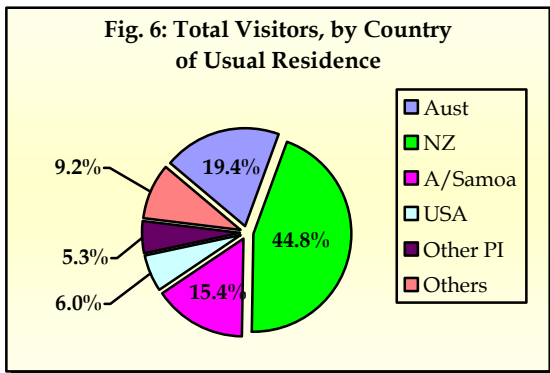


Total Arrivals by age and gender (Table 2) discloses that males recorded just over half of the traveling public at 54.4 percent (compared to 52.9 percent in September 2008) while their female counterparts constitute the remaining 45.6 percent (compared to 47.1 percent in September 2008). (Refer Fig. 4). Of all

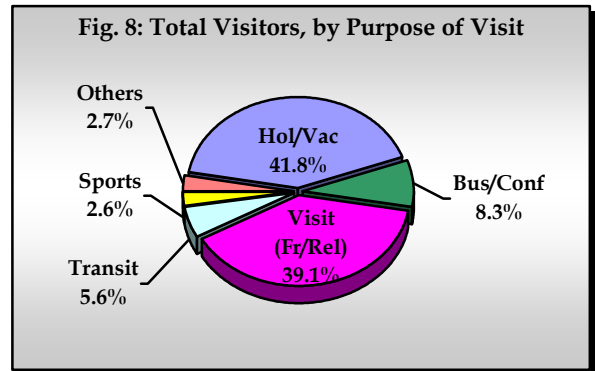
arrival travelers, overall visitors (including transients) registered 42.2 percent (5,242) for males while females had 36.7 percent (4,554). Returning residents recorded 12.2 percent (1,513) for males while females had 8.9 percent (1,102). (Refer Fig. 5). The majority age for inbound travelers to Samoa in September 2009 ranges from 20 years to 60 years.



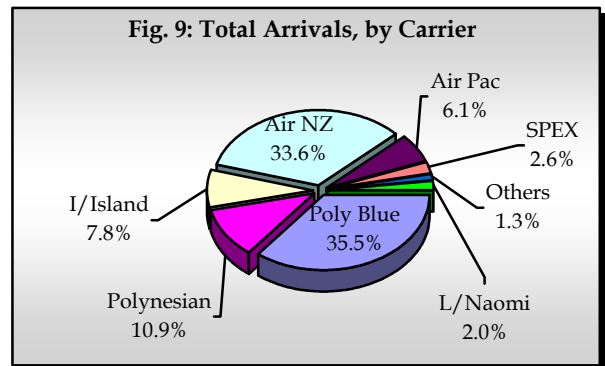
New Zealand remains as the leading country in visitors' arrival by country of usual residence (Table 3) with a 44.8 percent share (4,387). Australia followed in with a 19.4 percent share (1,896) which is then pursued by American Samoa with 15.4 percent (1,505) while the United States of America anchored the principal source markets with a share of 6.5 percent (632) (Refer Fig. 6). By region, the Oceanic Region portrays the highest share of total visitors with 84.8 percent followed by America and Europe with 6.5 percent and 4.8 percent respectively. The Asian region exhibits the lowest share with only 3.4 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 85.6 percent of all visitors visiting Samoa in September 2009. Furthermore, 41.8 percent (4,094) of all visitors entered our shores on holiday/ vacation. Visitors that were here to visit friends/ relatives accounted for 39.1 percent (3,826) of all visitors. Business and Conference had 8.3 percent (810) whereas those who were here on transit bound for other destinations had 5.6 percent (552). Sports registered 2.6 percent (257) and those who were here on other matters reported 1.9 percent. (182) (Refer Fig. 8).

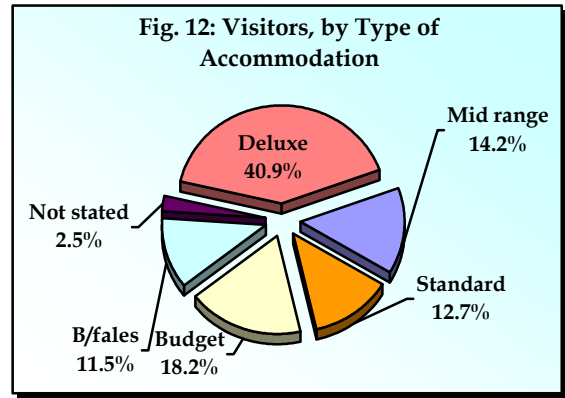
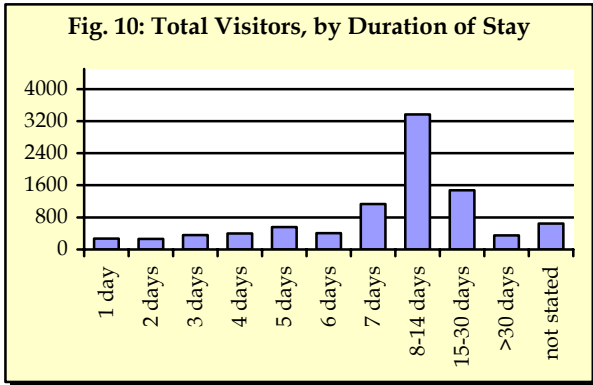


Poly Blue (table 5) leads the way of arrival by carriers' during the reference period with a 35.5 percent share (4,408 passengers) followed by Air New Zealand with a 33.6 percent share (4,167 passengers). Polynesian Airlines brought in 10.9 percent (1,351) of total arrivals while Inter Island had a share of 7.8 percent (971). Air Pacific recorded a 6.1 percent share (762) followed by South Pacific Express with 2.6 percent (321) with other air carriers accounting for 0.8 percent (105). Lady Naomi had a 2.0 percent share (245) while other sea carriers round up the remaining 0.5 percent. This is graphically presented in Fig. 9 below.

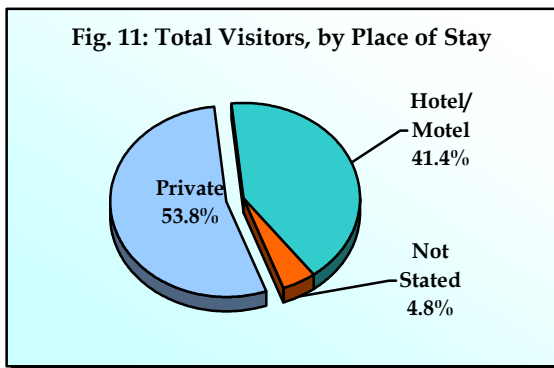


The usual trend of visitor's duration of stay in Samoa (Table 6) is a week up to a month. (Refer Fig. 10). In addition to this, 53.8 percent (4,970) of visitors reported staying with private accommodations or families/ relatives while 41.4 percent (3,830) stayed in hotels/ motels. The remaining 4.8 percent or 444 visitors did not state their place of stay (Refer Fig. 11).

Moreover, Fig. 12 depicts a graphical presentation of the number of visitors arrived (3,830) 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	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	95,178	4,260	99,438	-4,870
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	11,980	622	12,602	2,048
July	13,208	183	13,391	15,996	408	16,404	15,017	515	15,532	872
August	11,699	160	11,859	14,386	381	14,767	13,132	357	13,489	1,278
September/1	9,668	128	9,796	12,085	326	12,411

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, September 2009 1/.

Age	Purpose of Entry											
	Total			Visitors			Returning Residence			Transit		
	Total	Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female
Total	12,411	6,755	5,656	9,244	4,878	4,366	2,615	1,513	1,102	552	364	188
0 - 4	577	283	294	424	199	225	127	68	59	26	16	10
5 - 9	390	205	185	310	165	145	65	33	32	15	7	8
10 - 14	453	228	225	384	189	195	57	32	25	12	7	5
15 - 19	592	315	277	507	267	240	73	37	36	12	11	1
20 - 24	879	431	448	590	265	325	250	140	110	39	26	13
25 - 29	1,177	601	576	829	384	445	305	188	117	43	29	14
30 - 34	1,163	644	519	842	450	392	260	154	106	61	40	21
35 - 39	1,128	662	466	798	443	355	250	169	81	80	50	30
40 - 44	1,121	615	506	818	429	389	243	144	99	60	42	18
45 - 49	1,190	669	521	917	496	421	228	141	87	45	32	13
50 - 54	1,110	613	497	830	455	375	230	125	105	50	33	17
55 - 59	987	548	439	766	430	336	181	93	88	40	25	15
60 - 64	794	459	335	602	351	251	147	76	71	45	32	13
65 - 69	426	255	171	329	199	130	88	50	38	9	6	3
70 - 74	228	122	106	165	87	78	57	32	25	6	3	3
75 +	165	85	80	116	57	59	40	23	17	9	5	4
Not Stated	31	20	11	17	12	5	14	8	6	0	0	0
% Distribution 2/	100	54.4	45.6	74.5	39.3	35.2	21.1	12.2	8.9	4.4	2.9	1.5

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 September, 2009 1/.

Country of Usual Residence	Mode of Travel			Percentage (%)
	Air	Sea	Total	
OCEANIA	8,241	70	8,311	84.8
American Samoa	1,494	11	1,505	15.4
Fiji	190	0	190	1.9
Cook Island	16	0	16	0.2
Other Pacific Is	281	36	317	3.2
New Zealand	4,371	16	4,387	44.8
Australia	1,889	7	1,896	19.4
EUROPE	442	29	471	4.8
United Kingdom	134	16	150	1.5
Scandinavia	48	4	52	0.5
Benelux	13	2	15	0.2
Germany	126	4	130	1.3
Other Europe	121	3	124	1.3
AMERICA	605	27	632	6.5
U.S.A	560	26	586	6.0
Canada	45	1	46	0.5
ASIA	331	1	332	3.4
Japan	69	0	69	0.7
China	107	1	108	1.1
Other Asia	155	0	155	1.6
OTHERS	49	1	50	0.5
NOT STATED	0	0	0	0.0
TOTAL	9,668	128	9,796	100%
PERCENTAGE DISTRIBUTION	98.7	1.3	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 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 September, 2009 1/.

Usual Residence	Purpose of Visit								
	Total		Holiday/ Vacation	Business/ Conference	Visit Friends/ Relatives	Sports	Transit	Others	Not Stated
Total	9,796	%	4,094	810	3,826	257	552	182	75
American Samoa	1,505	15.4	255	83	901	56	168	19	23
Fiji	190	1.9	17	65	53	14	31	9	1
Cook Island	16	0.2	1	1	1	10	2	1	0
Other Pacific Is	317	3.2	20	53	97	80	51	9	7
New Zealand	4,387	44.8	2,228	305	1,643	51	65	69	26
Australia	1,896	19.4	883	162	735	10	43	54	9
United Kingdom	150	1.5	112	17	17	1	0	3	0
Scandinavia	52	0.5	41	3	8	0	0	0	0
Benelux	15	0.2	13	0	1	0	1	0	0
Germany	130	1.3	121	4	4	0	1	0	0
Other Europe	124	1.3	100	9	6	1	7	0	1
U.S.A.	586	6.0	190	51	270	2	59	8	6
Canada	46	0.5	32	0	12	1	1	0	0
Japan	69	0.7	34	9	9	16	1	0	0
China	108	1.1	9	18	25	0	53	1	2
Other Asia	155	1.6	13	23	32	14	67	6	0
Other Countries	50	0.5	25	7	12	1	2	3	0
Not Stated	0	0.0	0	0	0	0	0	0	0
Percentage Distribution	100		41.8	8.3	39.1	2.6	5.6	1.9	0.8

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 September, 2009 1/.

Carrier	Total		Purpose of Entry			
			Returning Residence	%	Total Visitors	%
Total	12,411	100%	2,615	21.1	9,796	78.9
<u>AIR</u>						
Poly Blue	4,408	35.5	911	7.3	3,497	28.2
Polynesian	1,351	10.9	378	3.0	973	7.8
Inter Island	971	7.8	266	2.1	705	5.7
Air New Zealand	4,167	33.6	644	5.2	3,523	28.4
Air Pacific	762	6.1	157	1.3	605	4.9
Other Air Carrier	105	0.8	0	0.0	105	0.8
South Pacific Express	321	2.6	61	0.5	260	2.1
<u>SEA</u>						
Lady Naomi	245	2.0	186	1.5	59	0.5
Yacht	59	0.3	2	0.0	57	0.5
Other Sea Carrier	22	0.2	10	0.1	12	0.1

Table 6: Visitors by Duration of Stay and Place of Stay September, 2009 1/.

Duration of Stay	Place of Stay			
	Total	Hotel/Motel	Private	Not Stated
Total	9,244	3,830	4,970	444
1day	270	131	98	41
2days	265	108	144	13
3days	360	159	189	12
4days	398	165	212	21
5days	562	284	260	18
6days	403	279	107	17
7days	1,136	611	495	30
8-14days	3,367	1,750	1,510	107
15-30days	1,480	264	1,159	57
31-60days	186	29	150	7
61-90days	76	5	64	7
91-180days	48	1	42	5
181-365days	38	2	32	4
>1year	7	0	7	0
Not Stated	648	42	501	105
Percentage Distribution % 2/	100	41.4	53.8	4.8

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