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GOVERNMENT OF SAMOA

## SAMOA BUREAU OF STATISTICS

# ANNUAL INTERNATIONAL MIGRATION STATISTICS

# 2016

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This release discloses Samoa’s International Arrival Statistics for the calendar year 2016, with the provision of crucial statistical information on international migration statistics.

International Migration Statistics are collected solely to satisfy three core requirements: (a) provision of data to the government of Samoa on the characteristics of migrants (both immigrants and emigrants) for planners and policy makers; (b) to allow the Bureau to compile inter censal population estimates and (c) to refine statistics on visitors arrival.

**HIGHLIGHTS OF THE YEAR**

2016 compared with 2015:

- ❖ *Total Arrivals (197,020) increased by 6.5 percent*
- ❖ *Total Visitors (145,769) increased by 4.8 percent*
- ❖ *More visitors arrived from New Zealand (up by 5,509), American Samoa (up by 272), and from USA (up by 66) while few visitors from Australia (down by 1,303)*

2016	Number	Change from previous year
<b>All Arrivals</b>	197,020	6.5%
<b>All Visitors</b>	145,769	4.8%

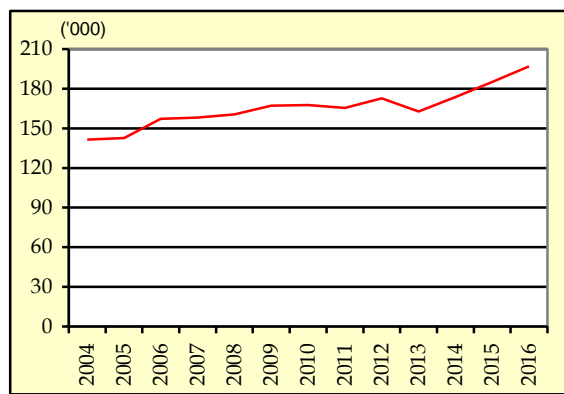
**“A. ARRIVALS”**

**A1. TOTAL ARRIVALS**

During the reference period, a total of 197,020 travelers arrived in Samoa (Table 1). This indicates an increase of 6.5 percent compared to the same period of 2015 (185,030) as well as an increase of 13.5 percent when compared to the same period of 2014 (173,609). This is illustrated in Fig. 1.

Moreover, Air was the preferred mode of travel to Samoa constituting 94.6 percent while the remaining 5.4 percent arrived by sea.

Fig. 1: Total Arrivals, 2004 - 2016

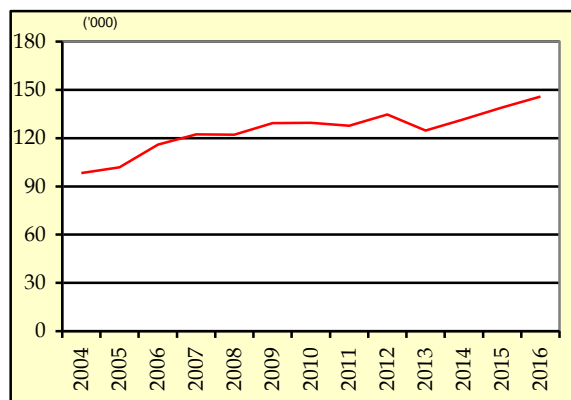


**A2. TOTAL VISITORS**

Total visitors of 145,769 during the reference period reveals an increase of 4.8 percent compared with 2015 and an increase of 10.7 percent over 2014. Refer Fig. 2.

Similarly with total arrivals, air was the preferred mode of travel to Samoa yielding 96.0 percent of total visitors, while those that arrived by sea represented the remaining 4.0 percent.

Fig. 2: Total Visitors, 2004 - 2016



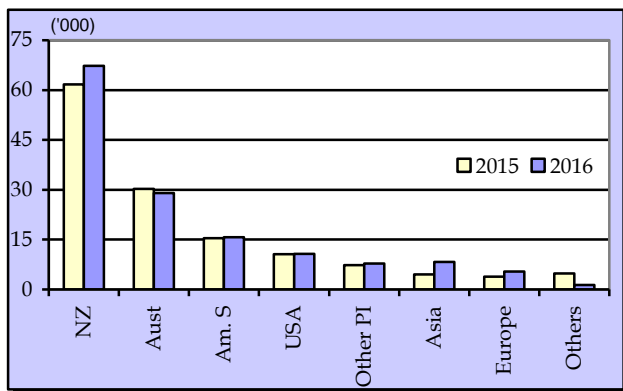
**A3. VISITOR COMPOSITION**

**A3.1 Country of Usual Residence**

New Zealand was the leading country in visitors' arrival (Tables 3 & 4) during the reference period totaling 67,245 inbound travelers; illustrating an increase of 8.9 percent over 2015. This was followed by American Samoa with a total of 15,731 inbound travelers, an increase of 1.8 percent over 2015.

USA reported 10,657 inbound travelers, representing an increase of 0.6 percent over 2015. On the other hand, Australia reported 28,999 inbound travelers, a decrease of 4.3 percent when comparing with 2015. This is graphically portrayed in Fig. 3.

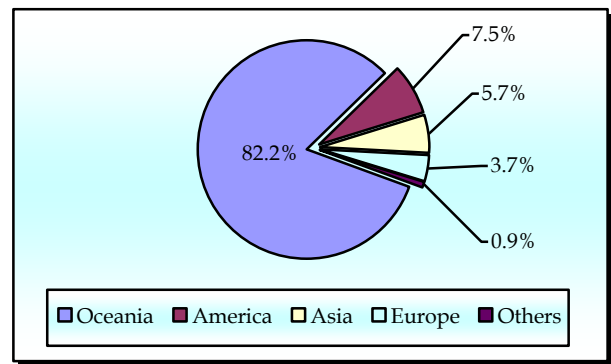
Fig. 3: Total Visitors by Country, 2015-2016



Of Total Visitors by region, Oceania had the highest share with 82.2 percent (119,751 visitors) followed by the American region with 7.5 percent (10,973 visitors).

Asia and Europe represented the lowest share with 8,299 (5.7 percent) and 5,412 (3.7 percent) visitors respectively. Total visitors by region are graphically presented in Fig. 4 below.

Fig. 4: Total Visitors, by Region

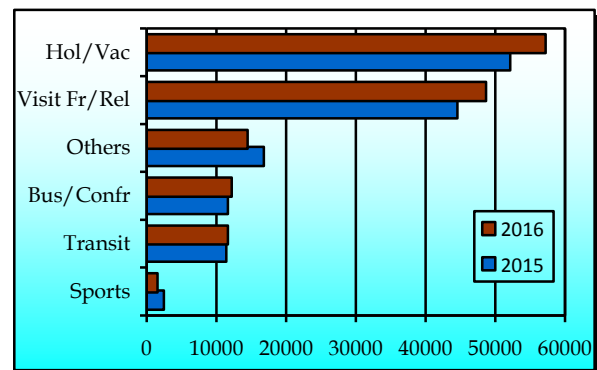


**A3.2 Purpose of Visit**

Visitors that were here on holiday/ vacation made up the largest component of all visitors with 39.2 percent (57,213 visitors) while 33.4 percent (48,673) of all visitors entered our shores to visit friends and relatives.

Business/ Conference visitors made up 8.4 percent (12,195) and those who were here on transit to other destinations made up 8 percent (11,664) of all visitors. Fig. 5 depicts total visitors by purpose of visit for 2015 and 2016.

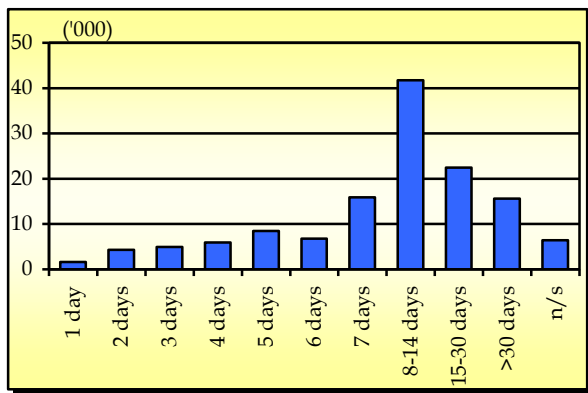
Fig. 5: Total Visitors by purpose of visit, 2015-2016



**A3.3 Duration and Place of Stay**

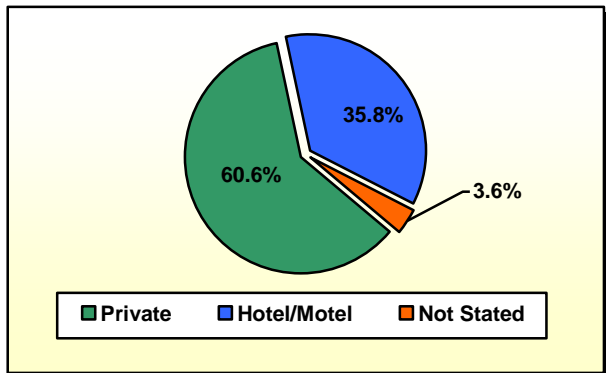
Visitor's duration of stay in Samoa, as tabulated in Table 6, is between seven and thirty days, as portrayed in Fig. 6.

Fig. 6: Visitors, by Duration of Stay



Furthermore, 60.6 percent of visitors (81,234) preferred to stay with private accommodations or families/ relatives compared to those that have a preference for hotels/ motels, yielding a distant 35.8 percent or 48,033 visitors. This is illustrated in Fig. 7.

Fig. 7: Visitors, by Place of Stay



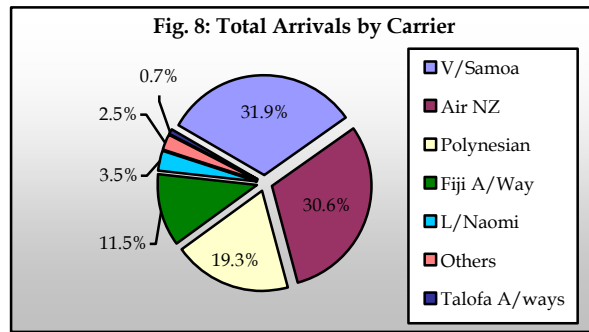
**A4. CARRIER**

Table 5 reveals Virgin Samoa (formerly known as Polynesian Blue) as the main carrier for all those visiting Samoa for the calendar year 2016 with 62,851 passengers (31.9 percent) followed by Air New Zealand with 60,238 passengers (30.6 percent).

Next is Polynesian Airlines with 38,030 (19.3 percent) then by Fiji Airways (formerly known as Air Pacific) with 22,706 (11.5 percent).

Fig. 8 portrays a more graphical presentation of all carriers during the reference period.

Fig. 8: Total Arrivals, by Carrier



**“B. DEPARTURES”**

The departure statistical data for 2016 is not yet available due to short staff and other official commitments by the responsible staff members.

**BACKGROUND**

*The sourced documents for the compilation of International Arrival Statistics are the immigration arrival and departure card.*

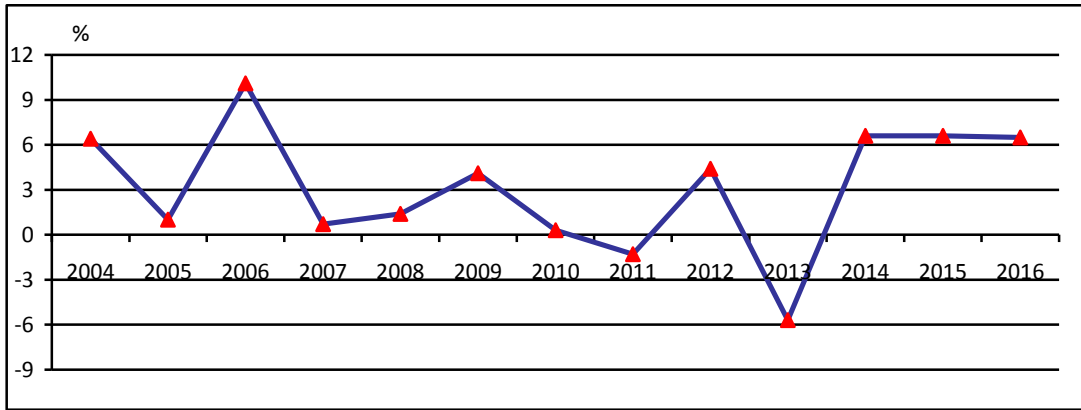
*These forms are completed by all incoming and outgoing travellers at the three local points of entry namely (1) Apia wharf (2) Faleolo and (3) Fagalii international airports.*

*International arrival statistics are compiled on a monthly, quarterly and annual basis. These reports can also be extracted from our website: [www.sbs.gov.ws](http://www.sbs.gov.ws)*

**Muagututi'a S Reupena**  
**GOVERNMENT STATISTICIAN**

APPENDIX

Graph 1: Total Arrivals Percentage Change over Previous Year, 2004 - 2016



Graph 2: Total Visitors Percentage Change over Previous Year, 2004 - 2016

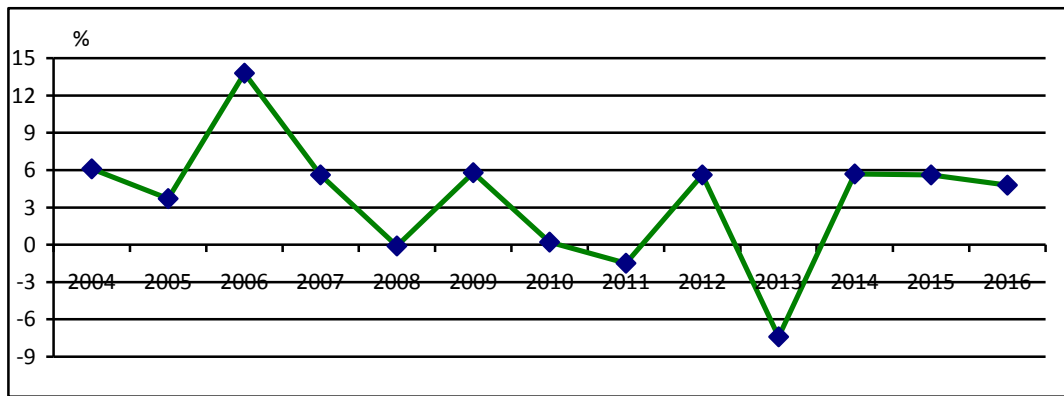


Table 1: Monthly Arrival and Departure by Mode of Travel and Net Migration, 2013 - 2016<sup>1</sup>

Period	Visitors Arrivals			Total Arrivals			Total Departures			Net Migration
	Air	Sea	Total	Air	Sea	Total	Air	Sea	Total	
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	135,008	10,936	145,944	-3,187
2006	112,411	3,471	115,882	147,807	9,349	157,156	147,991	9,489	157,480	-324
2007	118,653	3,703	122,356	150,584	7,635	158,219	158,099	8,578	166,677	-8,458
2008	118,459	3,743	122,202	151,883	8,628	160,511	161,482	9,908	171,390	-10,879
2009	127,327	1,978	129,305	161,858	5,261	167,119	156,768	6,267	163,035	4,084
2010	126,970	2,530	129,500	162,052	5,539	167,591	164,426	6,326	170,752	-3,161
2011	124,706	2,898	127,604	159,660	5,738	165,398	163,605	6,216	169,821	-4,423
2012	131,945	2,749	134,694	167,211	5,509	172,720	167,842	6,297	174,139	-1,419
2013	122,171	#REF!	124,673	157,542	5,335	162,877	162,333	5,885	168,218	-5,341
2014	128,601	3,118	131,719	166,045	7,564	173,609	170,742	8,275	179,017	-5,408
2015	135,012	4,031	139,043	176,782	8,248	185,030	181,343	8,867	190,210	-5,180
2016	139,984	5,785	145,769	186,455	10,565	197,020	...	...	...	...
<b>2014</b>										
January	9,878	256	10,134	14,755	578	15,333	17,840	570	18,410	-3,077
February	7,030	177	7,207	9,693	390	10,083	12,211	460	12,671	-2,588
March	8,002	118	8,120	10,853	447	11,300	11,091	598	11,689	-389
April	9,545	146	9,691	12,751	812	13,563	11,805	954	12,759	804
May	10,224	272	10,496	13,876	578	14,454	13,437	699	14,136	318
June	11,484	309	11,793	14,656	683	15,339	14,000	781	14,781	558
July	12,762	504	13,266	15,538	884	16,422	16,791	764	17,555	-1,133
August	12,742	326	13,068	15,318	603	15,921	15,041	632	15,673	248
September	11,242	287	11,529	14,099	525	14,624	15,502	655	16,157	-1,533
October	10,237	109	10,346	13,088	548	13,636	14,294	722	15,016	-1,380
November	9,801	183	9,984	12,857	524	13,381	12,879	479	13,358	23
December	15,654	431	16,085	18,561	992	19,553	15,851	961	16,812	2,741
<b>2015</b>										
January	10,519	198	10,717	15,260	556	15,816	19,039	764	19,803	-3,987
February	7,163	277	7,440	9,808	566	10,374	12,126	633	12,759	-2,385
March	8,521	124	8,645	11,863	459	12,322	12,629	579	13,208	-886
April	9,112	131	9,243	12,747	816	13,563	13,533	890	14,423	-860
May	10,681	218	10,899	14,518	730	15,248	13,221	881	14,102	1,146
June	11,260	515	11,775	14,466	835	15,301	12,756	819	13,575	1,726
July	15,137	232	15,369	18,756	457	19,213	19,418	474	19,892	-679
August	12,605	229	12,834	15,920	304	16,224	17,034	571	17,605	-1,381
September	12,709	384	13,093	16,230	566	16,796	16,280	612	16,892	-96
October	10,987	633	11,620	13,983	1,068	15,051	16,090	1,023	17,113	-2,062
November	9,170	427	9,597	12,357	696	13,053	13,276	727	14,003	-950
December	17,148	663	17,811	20,874	1,195	22,069	15,941	894	16,835	5,234
<b>2016</b>										
January	11,701	394	12,095	17,306	741	18,047	22,646	746	23,392	-5,345
February	7,931	295	8,226	11,136	448	11,584	13,165	495	13,660	-2,076
March	9,590	392	9,982	12,864	704	13,568	13,536	1,082	14,618	-1,050
April	10,931	364	11,295	14,396	1,226	15,622	14,773	1,279	16,052	-430
May	10,685	561	11,246	14,525	932	15,457	13,712	952	14,664	793
June	12,454	482	12,936	16,760	542	17,302	...	...	...	...
July	15,600	882	16,482	19,892	1,321	21,213	...	...	...	...
August	11,666	473	12,139	15,063	919	15,982	...	...	...	...
September	11,637	418	12,055	15,144	874	16,018	...	...	...	...
October	10,930	463	11,393	14,639	952	15,591	...	...	...	...
November	8,791	452	9,243	12,539	806	13,345	...	...	...	...
December	18,068	609	18,677	22,191	1,100	23,291	...	...	...	...

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