



Samoa Bureau of Statistics

International Arrival Statistics

January 2017

Overview

MONTHLY HIGHLIGHTS:

In January 2017 compared with January 2016:

• Total arrivals (18,401) increased by 2.0%

• Total visitors (11,907) decreased by 1.6%

• Visitors:

NZ: -3.0% (down by 172)

USA: -13.1% (down by 121)

AUS: -1.9% (down by 49)

Am. S: 28.5% (up by 287)

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January 2017	All Arrivals	All Visitors
Number	18,401	11,907
% change from previous month	-21.0	-36.2
% change from previous year	2.0	-1.6

ISSUE #01

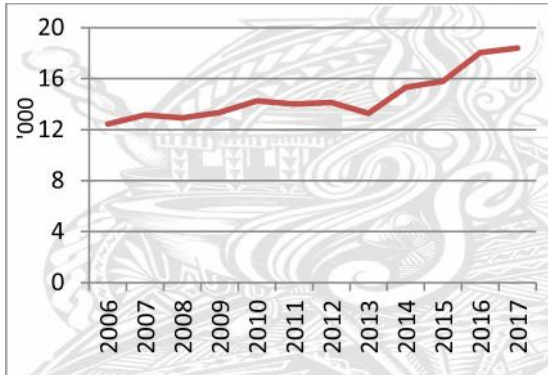
25TH JULY 2017

1. TOTAL ARRIVALS

The total International Arrival Statistics recorded for the month of **January 2016** (table 1), revealed a decrease of 21.0 percent over the previous month and an increase of 2.0 percent over the corresponding month of January 2016. (Refer Fig. 1)

Air was the preferred mode of travel to Samoa, representing 96.5 percent (17,748) of total arrivals, while the remaining 3.5 percent (653) arrived by sea in January 2017.

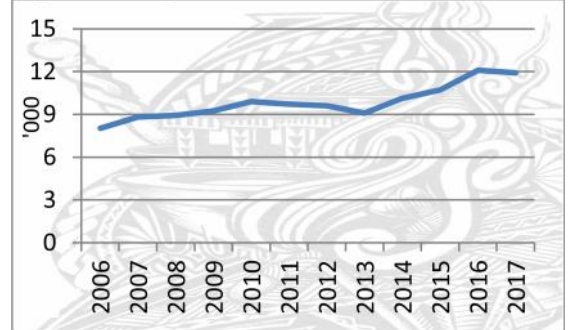
Fig. 1: January Total Arrivals, 2006 – 2017



2. TOTAL VISITORS

Overall Visitors numbered 11,907 for the month under review revealed a decrease of 36.2 percent over the previous month and a decrease of 1.6 percent when compared to the corresponding month of January 2016. (Refer Fig. 2).

Fig. 2: January Total Visitors, 2006 – 2017



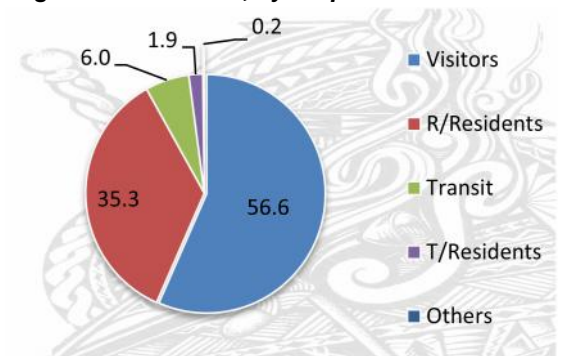
Visitor arrivals have a strong seasonal pattern with a regular peak of numbers during holiday seasons normally from December to January. The smoothed short-term trend for visitor arrivals adjusting for seasonal pattern is shown in Appendix Graph 2.

3. TOTAL ARRIVALS BY PURPOSE OF ENTRY

Visitors, including transit, made up the largest component of all arrivals with 31.8 percent (5,854) being males and 30.8 percent (5,666) being females.

Male returning residents made up 17.6 percent (3,245) of total arrivals while their female counterpart made up 17.7 percent (3,249). (Refer Fig. 3)

Fig. 3: Total Arrivals, by Purpose of Visit



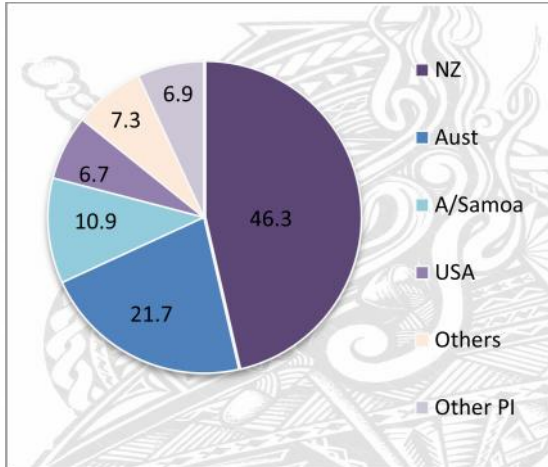
Overview cont'd

4. VISITORS BY COUNTRY OF USUAL RESIDENCE

New Zealand remains as the leading country in visitors' arrival by country of usual residence (Table 3) accounting for 46.3 percent or 5,507 of total visitors. Australia followed next with a distant 21.7 percent share (2,586).

American Samoa represented 10.9 percent (1,295) while the United States of America represented 6.7 percent (803) of total visitors. (Refer Fig. 4)

Fig. 4: Total Visitors, by Country of Usual Residence

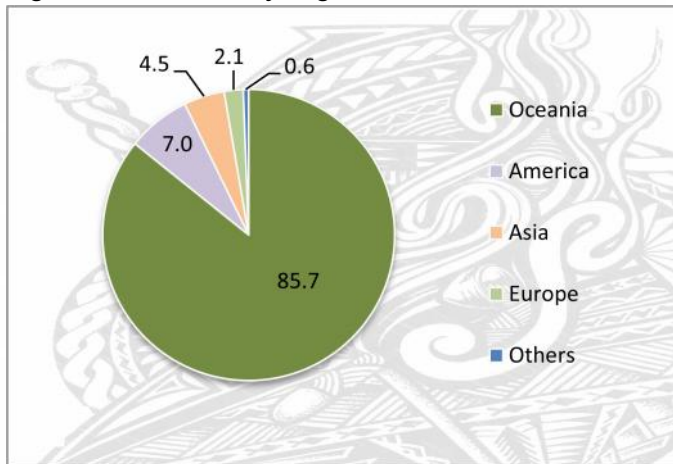


5. VISITORS BY REGION

The Oceanic Region had the highest share of total visitors with 85.7 percent, followed by America with 7.0 percent.

Asia reported a share of 4.5 percent while Europe reported the least share with 2.1 percent. (Refer Fig. 5).

Fig. 5: Total Visitors, by Region



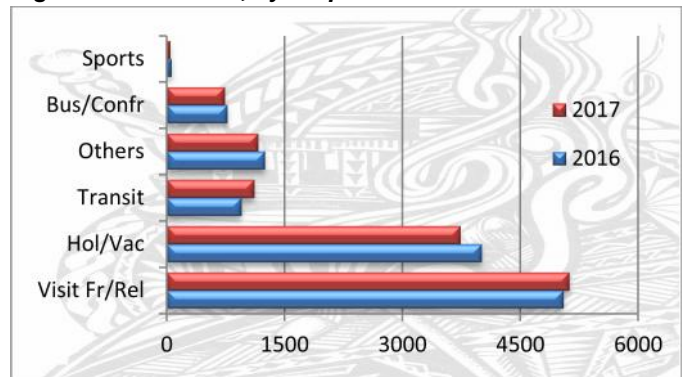
6. VISITORS BY PURPOSE OF VISIT

The 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 January 2017.

The majority of visitors (43.0 percent) entered our shores to visit friends and relatives while 31.4 percent were here on holiday/ vacation.

Those who were here on Transit made up 9.3 percent while those who were on Business/ Conference recorded a share of 6.2 percent. Fig.6 depicts total visitors by purpose of visit for January 2016 and January 2017.

Fig. 6: Total Visitors, by Purpose of Visit

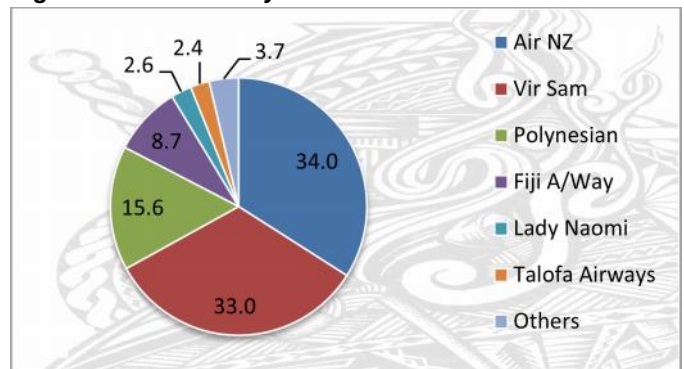


7. TOTAL ARRIVALS BY CARRIER

As depicted in table 5, Air New Zealand leads the way of arrival by carriers' during the reference period with a 34.0 percent share (6,255 passengers) followed by Virgin Samoa with a 33.0 percent share (6,067 passengers).

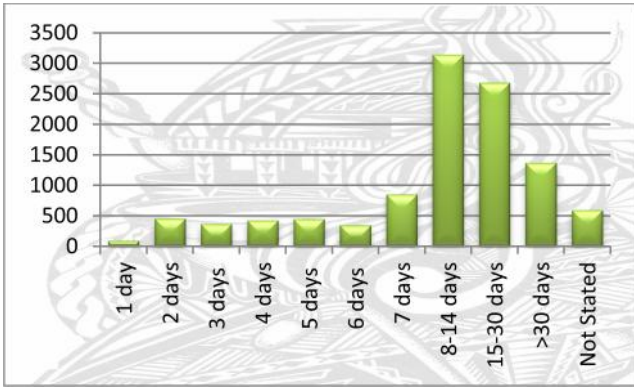
Polynesian Airlines brought in 15.6 percent (2,876) of total arrivals while Fiji Airways, formerly known as Air Pacific, recorded a share of 8.7 percent (1,597). Fig. 7 illustrates total arrivals by carrier during the reference period.

Fig. 7: Total Arrivals by Carrier



Overview cont'd

Fig. 8: Total Visitors by Duration of Stay



As shown in Fig. 8 above, visitor's duration of stay in Samoa (Table 6) is between eight and thirty days.

The majority of visitors (73.4 percent or 7,928 visitors) reported staying in private accommodation or with families/relatives while 23.3 percent (2,512) stayed in hotels/ motels. The remaining 3.3 percent or 356 visitors did not state their place of stay. (Refer Fig. 9).

Fig. 9: Total Visitors by Place of Stay

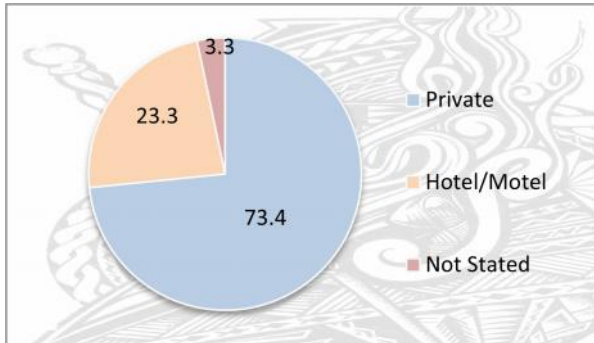
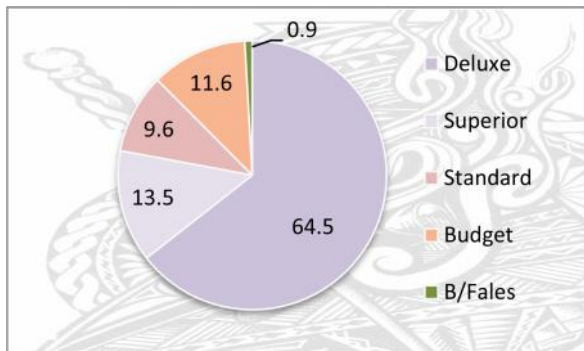


Fig. 10 portrays the number of visitors who stayed in hotels/ motels (3,206) by type of accommodation (hotel/ motel), within the reference month.

Fig. 10: Visitors Staying in Hotels/ Motels by Type of Accommodation



Detailed information for the reference period is attached in Tables 1 – 6 and the appendix shows longer time series.



BACKGROUND

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

These forms are completed by all incoming and outgoing travelers at the three local points of entry namely:

- (1) Faleolo International Airport
- (2) Fagalii International Airport
- (3) Apia Wharf (Matautu Port)

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

The migration report for the month of February 2017 will be released indefinitely due to short staff and other official commitments by the relevant staff.

Muagututi'a Sefuiva Reupena
GOVERNMENT STATISTICIAN

Table 1: Monthly Arrival and Departure by Mode of Travel and Net Migration, 2013 - 2017¹

Period	Visitors Arrivals			Total Arrivals			Total Departures			Net Migration
	Air	Sea	Total	Air	Sea	Total	Air	Sea	Total	
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	140,138	5,785	145,769	186,620	10,565	197,020
2014										
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
2015										
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
2016										
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	18,222	609	18,677	22,356	1,100	23,291
2017										
January	11,450	457	11,907	17,748	653	18,401

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 Sex, January 2017 ¹

Age	Purpose of Entry																	
	Total			Visitors			Returning Residence			Transit			Temporary Resident			Others		
	Total	Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female
Total	18,401	9,325	9,076	10,409	5,091	5,318	6,494	3,245	3,249	1,111	763	348	341	194	147	46	32	14
0 - 4	920	436	484	532	243	289	334	166	168	37	18	19	16	9	7	1	0	1
5 - 9	1,161	576	585	650	318	332	447	233	214	44	17	27	20	8	12	0	0	0
10 - 14	1,161	562	599	632	307	325	476	223	253	40	26	14	13	6	7	0	0	0
15 - 19	1,365	651	714	709	308	401	577	293	284	62	38	24	14	9	5	3	3	0
20 - 24	1,501	743	758	809	346	463	520	277	243	137	103	34	29	13	16	6	4	2
25 - 29	1,399	699	700	774	334	440	455	238	217	134	109	25	29	14	15	7	4	3
30 - 34	1,305	703	602	674	347	327	478	241	237	116	92	24	27	16	11	10	7	3
35 - 39	1,258	651	607	690	330	360	439	237	202	99	66	33	27	16	11	3	2	1
40 - 44	1,387	714	673	790	395	395	463	222	241	101	76	25	29	17	12	4	4	0
45 - 49	1,495	784	711	860	455	405	499	244	255	101	65	36	32	18	14	3	2	1
50 - 54	1,477	717	760	875	437	438	483	208	275	79	46	33	37	23	14	3	3	0
55 - 59	1,338	731	607	795	423	372	462	248	214	50	38	12	27	20	7	4	2	2
60 - 64	1,097	564	533	674	349	325	349	167	182	54	35	19	20	13	7	0	0	0
65 - 69	750	398	352	480	266	214	227	106	121	32	21	11	10	5	5	1	0	1
70 - 74	468	240	228	277	141	136	171	87	84	12	6	6	7	5	2	1	1	0
75 +	319	156	163	188	92	96	114	55	59	13	7	6	4	2	2	0	0	0
% DISTRIBUTION ²	100	50.7	49.3	56.6	27.7	28.9	35.3	17.6	17.7	6.0	4.1	1.9	1.9	1.1	0.8	0.2	0.2	0.1

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, January 2017 ¹

Country of Usual Residence	Mode of Travel			Percentage %
	Air	Sea	Total	
OCEANIA	9,930	279	10,209	85.7
American Samoa	1,278	17	1,295	10.9
Fiji	360	17	377	3.2
Cook Island	1	0	1	0.0
Other Pacific Is	288	155	443	3.7
New Zealand	5,427	80	5,507	46.3
Australia	2,576	10	2,586	21.7
EUROPE	252	1	253	2.1
United Kingdom	69	1	70	0.6
Scandinavia	11	0	11	0.1
Benelux	12	0	12	0.1
Germany	87	0	87	0.7
Other Europe	73	0	73	0.6
AMERICA	826	4	830	7.0
U.S.A	799	4	803	6.7
Canada	27	0	27	0.2
ASIA	366	173	539	4.5
Japan	65	0	65	0.5
China	139	31	170	1.4
Korea	9	4	13	0.1
Other Asia	153	138	291	2.4
OTHERS	76	0	76	0.6
NOT STATED	0	0	0	0.0
TOTAL	11,450	457	11,907	100%
PERCENTAGE DISTRIBUTION	96.2	3.8	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, January 2017 ¹

Country of Usual Residence	Purpose of Visit								
	Total	Percentage ²	Holiday/ Vacation	Business/ Conference	Visit Friends/ Relatives	Sports	Transit	Others	Not Stated
OCEANIA	10,209	85.7	3,051	615	4,816	39	723	963	2
American Samoa	1,295	10.9	206	62	599	5	248	175	0
Fiji	377	3.2	27	90	81	3	92	84	0
Cook Island	1	0.0	0	0	1	0	0	0	0
Other Pacific Is	443	3.7	33	14	78	0	236	81	1
New Zealand	5,507	46.3	1,819	315	2,770	15	112	475	1
Australia	2,586	21.7	966	134	1,287	16	35	148	0
EUROPE	253	2.1	172	16	20	0	13	32	0
United Kingdom	70	0.6	39	13	12	0	3	3	0
Scandinavia	11	0.1	8	0	0	0	1	2	0
Benelux	12	0.1	8	0	0	0	2	2	0
Germany	87	0.7	65	0	5	0	3	14	0
Other Europe	73	0.6	52	3	3	0	4	11	0
AMERICA	830	7.0	392	57	242	2	57	80	0
U.S.A.	803	6.7	377	53	241	2	53	77	0
Canada	27	0.2	15	4	1	0	4	3	0
ASIA	539	4.5	93	42	32	0	303	69	0
Japan	65	0.5	21	20	8	0	5	11	0
China	170	1.4	40	7	10	0	86	27	0
Korea	13	0.1	4	4	1	0	4	0	0
Other Asia	291	2.4	28	11	13	0	208	31	0
OTHER COUNTRIES	76	0.6	28	8	9	1	15	15	0
TOTAL	11,907	100.0	3,736	738	5,119	42	1,111	1,159	2
Percentage Distribution ²	100.0		31.4	6.2	43.0	0.4	9.3	9.7	0.0

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, January 2017 ¹

Carrier	Total	Purpose of Entry				
		Returning Residence	Percentage ²	Total Visitors	Percentage ²	
Total	18,401	100%	6,494	35.3	11,907	64.7
<u>AIR</u>						
Virgin Samoa ³	6,076	33.0	2,295	12.5	3,781	20.5
Polynesian	2,876	15.6	1,140	6.2	1,736	9.4
Talofa Airways	435	2.4	174	0.9	261	1.4
Air New Zealand	6,255	34.0	2,257	12.3	3,998	21.7
Fiji Airways ⁴	1,597	8.7	319	1.7	1,278	6.9
Other Air Carrier	509	2.8	113	0.6	396	2.2
<u>SEA</u>						
Lady Naomi	480	2.6	195	1.1	285	1.5
Yacht	134	0.7	0	0.0	134	0.7
Other Sea Carrier	39	0.2	1	0.0	38	0.2

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
- 3: Polynesian Blue is now called Virgin Samoa
- 4: Air Pacific is now called Fiji Airways

Table 6: Visitors by Duration of Stay and Place of Stay, January 2017 ¹

Duration of Stay	Place of Stay			
	Total	Hotel/Motel	Private	Not Stated
Total	10,796	2,512	7,928	356
1day	93	43	44	6
2days	459	322	131	6
3days	370	176	182	12
4days	426	191	219	16
5days	450	183	257	10
6days	347	181	153	13
7days	853	325	502	26
8-14days	3,142	642	2,391	109
15-30days	2,687	200	2,404	83
31-60days	293	37	246	10
61-90days	107	9	94	4
91-180days	76	15	58	3
181-365days	167	13	141	13
> Year	728	116	588	24
Not Stated	598	59	518	21
Percentage Distribution ²	100	23.3	73.4	3.3

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