



# Samoa Bureau of Statistics

## International Arrival Statistics

August 2018

### Overview

#### MONTHLY HIGHLIGHTS:

In August 2018 compared with August 2017:

- Total arrivals (21,194) increased by 14.7%
- Total visitors (16,321) increased by 11.2%
- Visitors:

USA: 30.0% (up by 250)

NZ: 22.7% (up by 1,439)

AUST: 14.4% (up by 415)

AM. SAM: -26.0% (down by 671)

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August 2018	All Arrivals	All Visitors
Number	21,194	16,321
% change from previous month	-14.9	-15.2
% change from previous year	14.7	11.2

ISSUE #8

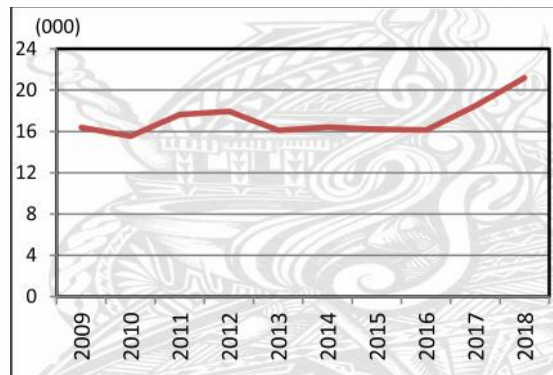
27<sup>ST</sup> SEPTEMBER 2018

#### 1. TOTAL ARRIVALS

The total International Arrival Statistics recorded for the month of **August 2018** (Table 1), revealed a decrease of 14.9 percent over the previous month and an increase of 14.7 percent over the corresponding month of August 2017. (Refer Fig. 1)

As usual, air was the preferred mode of travel to Samoa, representing 96.6 percent (20,475) of total arrivals, while the remaining 3.4 percent (719) arrived by sea in August 2018.

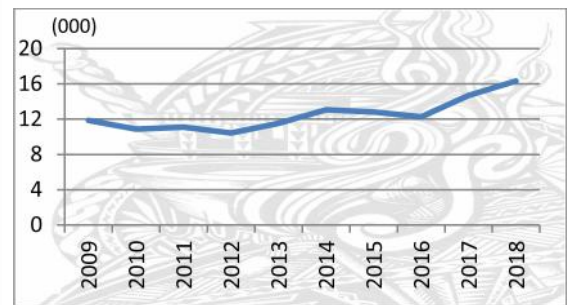
**Fig. 1: August Total Arrivals, August 2009 – 2018**



#### 2. TOTAL VISITORS

Overall Visitors numbered 16,321 for the month under review revealed a decrease of 15.2 percent over the previous month and an increase of 11.2 percent when compared to the corresponding month of August 2017. (Refer Fig. 2).

**Fig. 2: August Total Visitors, August 2009 – 2018**



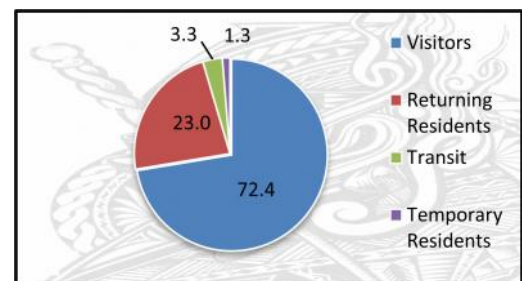
Visitor arrivals have a strong seasonal pattern with a regular peak of numbers during holiday seasons normally December and July. The smoothed short-term trend for visitor arrivals adjusting for seasonal pattern is shown in Appendix Graph 2.

#### 3. TOTAL ARRIVALS BY PURPOSE OF ENTRY

Visitors, (table 2), made up the largest component of all arrivals with 36.9 percent (7,818) represented by females and 35.5 percent (7,528) represented by males.

Male returning residents made up 12.4 percent (2,628) of total arrivals while their female counterpart made up 10.6 percent (2,245). (Refer Fig. 3)

**Fig. 3: Total Arrivals, by Purpose of Visit, August 2018**



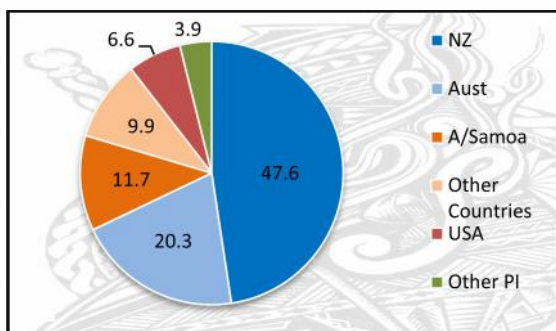
# Overview cont'd

## 4. TOTAL 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 47.6 percent or 7,775 of total visitors. Australia followed next with a distant 20.3 percent share (3,308).

America Samoa represented 11.7 percent (1,907) while the United States of America represented 6.6 percent (1,080) of total visitors. (Refer Fig. 4)

**Fig. 4: Total Visitors, by Country of Usual Residence, August 2018**

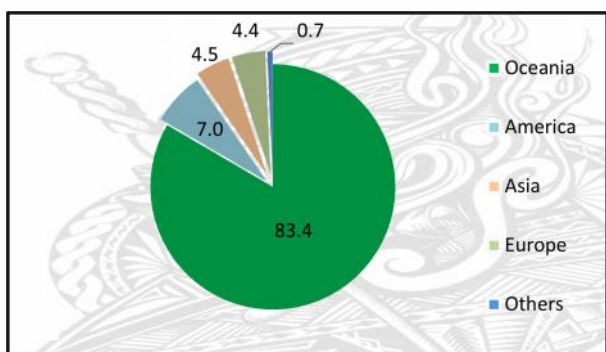


## 5. TOTAL VISITORS BY REGION

As usual, the Oceanic Region had the highest share of total visitors with 83.4 percent, followed by America with 7.0 percent.

Asia reported a share of 4.5 percent while Europe reported the least share with 4.4 percent. (Refer Fig. 5).

**Fig. 5: Total Visitors by Region, August 2018**



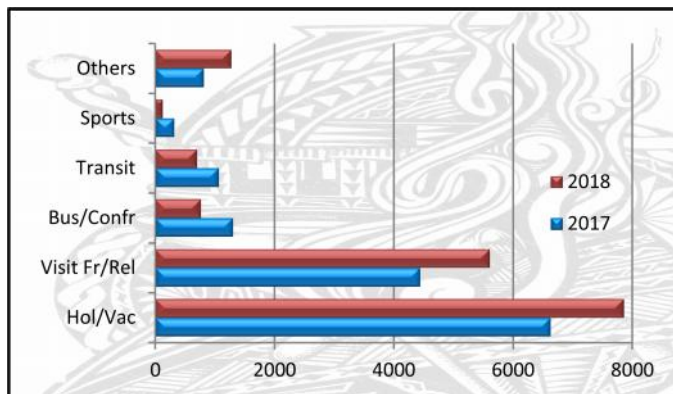
## 6. TOTAL VISITORS BY PURPOSE OF VISIT

The principal source markets (Table 4) namely New Zealand, American Samoa, Australia, and the United States of America constituted 86.2 percent of all visitors visiting Samoa in August 2018.

The majority of visitors (48.1 percent) entered our shores for holiday and vacation while 34.3 percent entered our shores to visit friends and relatives.

Those who were here for Business/ Conference recorded a share of 4.7 percent while those who were here on transit made up 4.3 percent. Fig.6 depicts total visitors by purpose of visit for August 2017 and August 2018.

**Fig. 6: Total Visitors, by Purpose of Visit, August 2017 & August 2018**

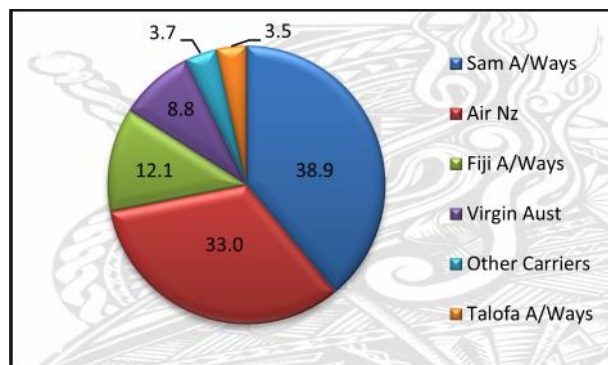


## 7. TOTAL ARRIVALS BY CARRIER

As depicted in table 5, Samoa Airways leads the way of arrival by carriers' during the reference period with a 38.9 percent share (8,239 passengers) followed by Air New Zealand with a 33.0 percent share (6,993 passengers).

Fiji Airways brought in 12.1 percent (2,558 passengers) of total arrivals while Virgin Australia and Talofa Airways recorded shares of 8.8 percent (1,861) and 3.5 percent (742) respectively. Fig. 7 illustrates total arrivals by carrier during the reference period.

**Fig. 7: Total Arrivals by Carrier, August 2018**

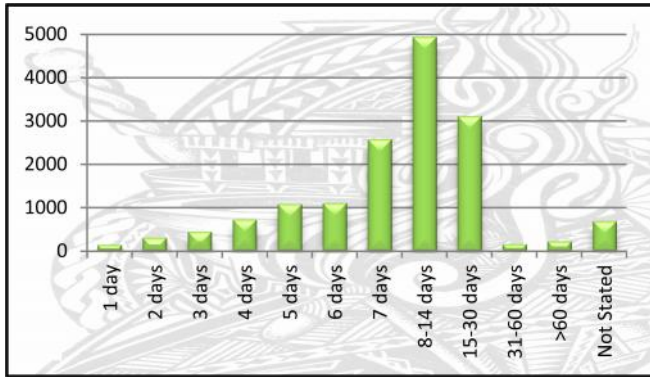


# Overview cont'd

## 8. TOTAL VISITORS BY DURATION OF STAY AND PLACE OF STAY

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

**Fig. 8: Total Visitors by Duration of Stay, August 2018**



On the other hand, the majority of visitors (55.0 percent or 8,585 visitors) reported staying in private accommodation or with families/ relatives while 45.0 percent (7,036) stayed in hotels/ motels. (Refer Fig. 9).

**Fig. 9: Total Visitors by Place of Stay, August 2018**

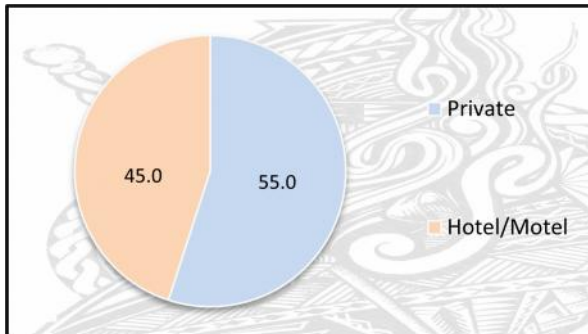
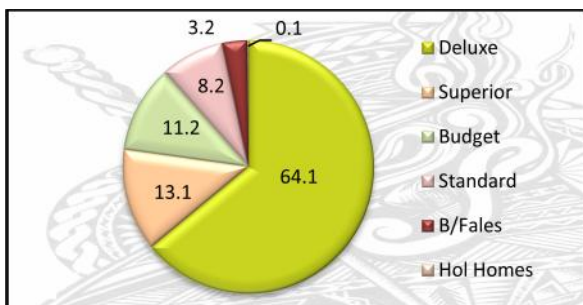


Fig. 10 portrays the number of visitors who stayed in hotels/ motels (7,036) by type of accommodation (hotel/ motel), within the reference month.

**Fig. 10: Visitors Staying in Hotels/ Motels by Type of Accommodation, August 2018**



### 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)

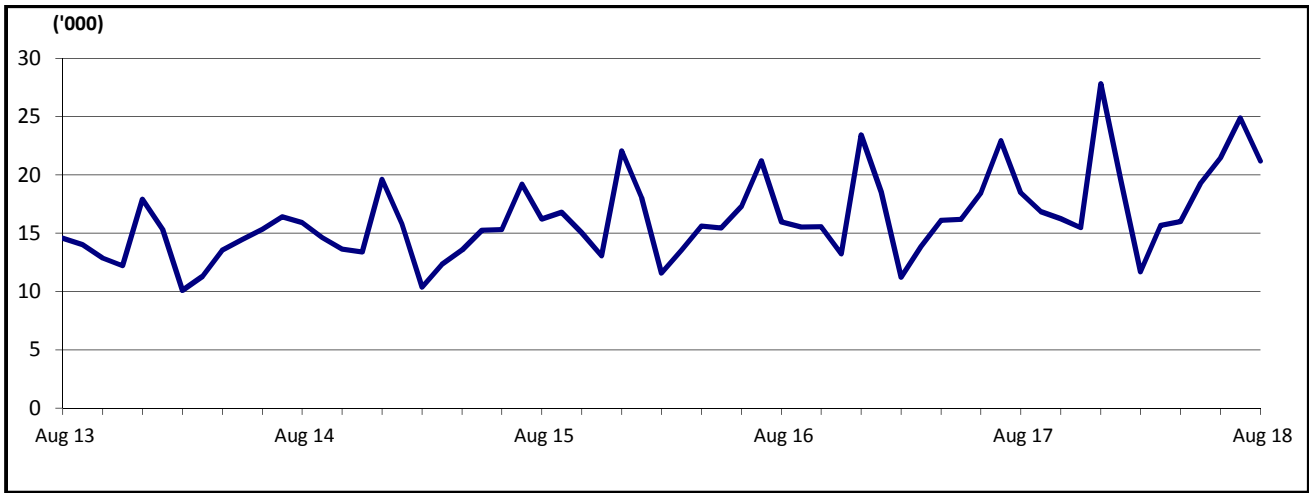
International arrival statistics are compiled on a monthly, quarterly and annual basis. These reports can also be extracted from our website: [www.sbs.gov.ws](http://www.sbs.gov.ws)

The migration report for the month of September 2018 will be released indefinitely due to the backlog of the compilation of departure migration statistics for the beginning of 2018.

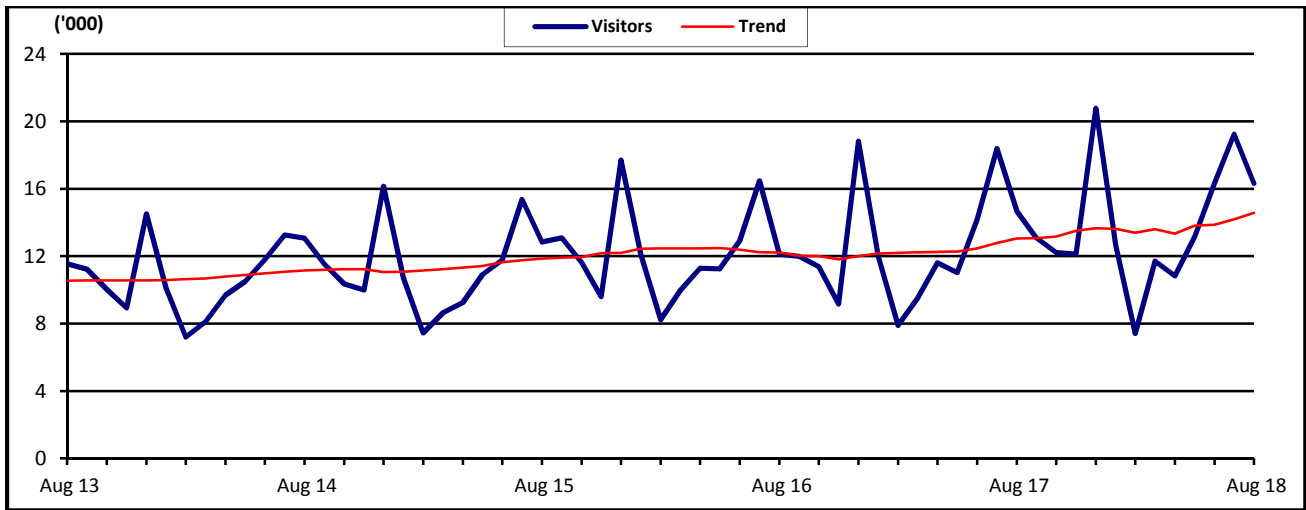
**Papalii Fasavalu Benjamin Sila**  
ACTING GOVERNMENT STATISTICIAN/  
ACTING CEO

**APPENDIX**

Graph 1: Monthly Total Arrivals, August 2013 – August 2018



Graph 2: Monthly Total Visitors, August 2013 – August 2018



Graph 3: Visitors Percentage Change over Previous month, August 2013 – August 2018

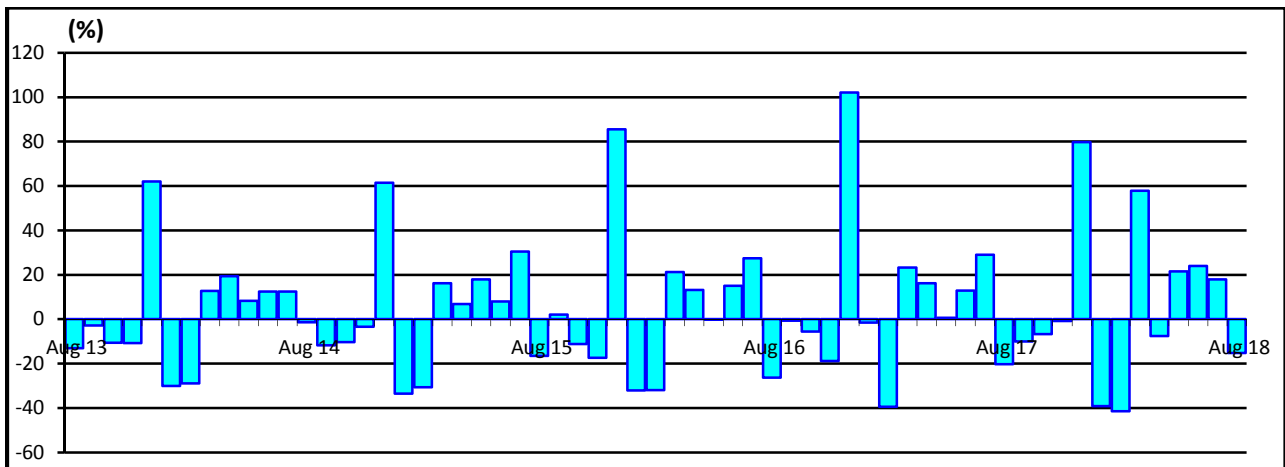




Table 1: Monthly Arrival and Departure by Mode of Travel and Net Migration, 2007 - 2018<sup>1</sup>

Period	Visitors Arrivals			Total Arrivals			Total Departures			Net Migration
	Air	Sea	Total	Air	Sea	Total	Air	Sea	Total	
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	2,502	124,673	157,542	5,335	162,877	162,333	5,885	168,218	-5,341
2014	128,623	3,172	131,795	166,075	7,638	173,713	170,742	8,275	179,017	-5,304
2015	135,012	4,031	139,043	176,782	8,248	185,030	181,343	8,867	190,210	-5,180
2016	140,288	5,801	146,089	186,810	10,586	197,396	193,759	9,955	203,714	-6,318
2017	153,468	4,047	157,515	204,105	8,135	212,240	210,827	9,228	220,055	-7,815
<b>2015</b>										
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	22,657	746	23,403	-5,356
February	7,931	295	8,226	11,136	448	11,584	13,168	495	13,663	-2,079
March	9,590	392	9,982	12,864	704	13,568	13,550	1,082	14,632	-1,064
April	10,939	368	11,307	14,408	1,230	15,638	14,784	1,279	16,063	-425
May	10,685	561	11,246	14,525	932	15,457	14,186	995	15,181	276
June	12,454	482	12,936	16,760	542	17,302	15,084	554	15,638	1,664
July	15,600	882	16,482	19,892	1,321	21,213	20,325	754	21,079	134
August	11,797	473	12,270	15,218	919	16,137	16,255	704	16,959	-822
September	11,648	418	12,066	15,167	874	16,041	15,101	1,074	16,175	-134
October	10,930	463	11,393	14,639	952	15,591	16,561	781	17,342	-1,751
November	8,791	452	9,243	12,539	811	13,350	13,500	665	14,165	-815
December	18,222	621	18,843	22,356	1,112	23,468	18,588	826	19,414	4,054
<b>2017</b>										
January	11,459	532	11,991	17,769	765	18,534	23,639	919	24,558	-6,024
February	7,599	292	7,891	10,762	473	11,235	13,251	560	13,811	-2,576
March	9,093	397	9,490	13,176	679	13,855	13,726	922	14,648	-793
April	11,385	217	11,602	15,167	931	16,098	15,815	850	16,665	-567
May	10,791	234	11,025	15,562	636	16,198	14,844	921	15,765	433
June	13,943	314	14,257	17,997	437	18,434	16,789	618	17,407	1,027
July	18,104	288	18,392	22,609	340	22,949	23,066	571	23,637	-688
August	14,394	286	14,680	17,807	678	18,485	19,648	1,167	20,815	-2,330
September	12,676	409	13,085	16,073	792	16,865	16,858	865	17,723	-858
October	11,795	419	12,214	15,390	861	16,251	17,080	672	17,752	-1,501
November	11,834	277	12,111	14,976	513	15,489	16,308	470	16,778	-1,289
December	20,395	382	20,777	26,817	1,030	27,847	19,803	693	20,496	7,351
<b>2018</b>										
January	12,177	477	12,654	18,834	788	19,622	26,175	834	27,009	-7,387
February	7,127	286	7,413	11,155	528	11,683	13,822	616	14,438	-2,755
March	11,421	286	11,707	15,098	663	15,761	...	...	...	...
April	10,463	356	10,819	14,942	1,050	15,992	...	...	...	...
May	12,748	408	13,156	18,215	1,069	19,284	...	...	...	...
June	15,895	420	16,315	20,473	985	21,458	...	...	...	...
July	18,838	403	19,241	24,014	879	24,893	...	...	...	...
August	15,832	489	16,321	20,475	719	21,194	...	...	...	...

**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, August 2018 <sup>1</sup>

Age	Purpose of Entry														
	Total			Visitors			Returning Residents			Transit			Temporary Residents		
	Total	Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female
<b>Total</b>	<b>21,194</b>	<b>10,688</b>	<b>10,506</b>	<b>15,346</b>	<b>7,528</b>	<b>7,818</b>	<b>4,873</b>	<b>2,628</b>	<b>2,245</b>	<b>700</b>	<b>395</b>	<b>305</b>	<b>275</b>	<b>137</b>	<b>138</b>
0 - 4	826	406	420	658	328	330	141	66	75	20	9	11	7	3	4
5 - 9	808	396	412	664	321	343	108	56	52	31	14	17	5	5	0
10 - 14	835	379	456	678	310	368	99	40	59	48	25	23	10	4	6
15 - 19	851	382	469	636	270	366	157	86	71	49	23	26	9	3	6
20 - 24	1,384	655	729	928	381	547	402	245	157	45	23	22	9	6	3
25 - 29	1,745	817	928	1223	532	691	451	251	200	49	29	20	22	5	17
30 - 34	1,637	830	807	1210	596	614	363	208	155	48	23	25	16	3	13
35 - 39	1,688	935	753	1206	643	563	394	235	159	67	44	23	21	13	8
40 - 44	1,718	915	803	1177	616	561	431	227	204	70	42	28	40	30	10
45 - 49	1,874	957	917	1288	639	649	489	265	224	74	42	32	23	11	12
50 - 54	2,049	1010	1039	1450	696	754	499	265	234	68	37	31	32	12	20
55 - 59	1,885	938	947	1334	661	673	479	235	244	44	28	16	28	14	14
60 - 64	1,588	850	738	1136	602	534	378	201	177	52	37	15	22	10	12
65 - 69	1,150	605	545	875	455	420	237	129	108	18	10	8	20	11	9
70 - 74	671	362	309	515	283	232	141	70	71	10	6	4	5	3	2
75 +	485	251	234	368	195	173	104	49	55	7	3	4	6	4	2
<b>% DISTRIBUTION <sup>2</sup></b>	<b>100</b>	<b>50.4</b>	<b>49.6</b>	<b>72.4</b>	<b>35.5</b>	<b>36.9</b>	<b>23.0</b>	<b>12.4</b>	<b>10.6</b>	<b>3.3</b>	<b>1.9</b>	<b>1.4</b>	<b>1.3</b>	<b>0.6</b>	<b>0.7</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, August 2018 <sup>1</sup>

Country of Usual Residence	Mode of Travel			Percentage %
	Air	Sea	Total	
<b>OCEANIA</b>	<b>13,438</b>	<b>176</b>	<b>13,614</b>	<b>83.4</b>
American Samoa	1,858	49	1,907	11.7
Fiji	309	17	326	2.0
Cook Island	0	0	0	0
Other Pacific Is	267	31	298	1.8
New Zealand	7,706	69	7,775	47.6
Australia	3,298	10	3,308	20.3
<b>EUROPE</b>	<b>679</b>	<b>33</b>	<b>712</b>	<b>4.4</b>
United Kingdom	103	2	105	0.6
Scandinavia	25	0	25	0.2
Benelux	26	4	30	0.2
Germany	98	13	111	0.7
Other Europe	427	14	441	2.7
<b>AMERICA</b>	<b>1,103</b>	<b>34</b>	<b>1,137</b>	<b>7.0</b>
U.S.A	1058	22	1,080	6.6
Canada	45	12	57	0.3
<b>ASIA</b>	<b>498</b>	<b>238</b>	<b>736</b>	<b>4.5</b>
Japan	106	1	107	0.7
China	224	61	285	1.7
Korea	35	4	39	0.2
Other Asia	133	172	305	1.9
<b>OTHERS</b>	<b>114</b>	<b>8</b>	<b>122</b>	<b>0.7</b>
<b>TOTAL</b>	<b>15,832</b>	<b>489</b>	<b>16,321</b>	<b>100%</b>
<b>PERCENTAGE DISTRIBUTION</b>	<b>97.0</b>	<b>3.0</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 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, August 2018 <sup>1</sup>

Country of Usual Residence	Purpose of Visit							
	Total	Percentage <sup>2</sup>	Holiday/ Vacation	Business/ Conference	Visit Friends/ Relatives	Sports	Transit	Others
<b>OCEANIA</b>	<b>13,614</b>	<b>83.4</b>	<b>6,314</b>	<b>654</b>	<b>4,995</b>	<b>106</b>	<b>454</b>	<b>1,091</b>
American Samoa	1,907	11.7	465	56	826	15	249	296
Fiji	326	2.0	92	76	86	9	32	31
Cook Island	0	0.0	0	0	0	0	0	0
Other Pacific Is	298	1.8	85	46	85	9	40	33
New Zealand	7,775	47.6	4,201	332	2,608	55	103	476
Australia	3,308	20.3	1,471	144	1,390	18	30	255
<b>EUROPE</b>	<b>712</b>	<b>4.4</b>	<b>600</b>	<b>28</b>	<b>44</b>	<b>0</b>	<b>19</b>	<b>21</b>
United Kingdom	105	0.6	79	8	10	0	4	4
Scandinavia	25	0.2	20	0	4	0	1	0
Benelux	30	0.2	27	1	0	0	2	0
Germany	111	0.7	100	0	5	0	0	6
Other Europe	441	2.7	374	19	25	0	12	11
<b>AMERICA</b>	<b>1,137</b>	<b>7.0</b>	<b>397</b>	<b>29</b>	<b>497</b>	<b>17</b>	<b>90</b>	<b>107</b>
U.S.A.	1,080	6.6	355	29	482	17	90	107
Canada	57	0.3	42	0	15	0	0	0
<b>ASIA</b>	<b>736</b>	<b>4.5</b>	<b>453</b>	<b>45</b>	<b>63</b>	<b>0</b>	<b>130</b>	<b>45</b>
Japan	107	0.7	72	5	16	0	6	8
China	285	1.7	146	24	36	0	56	23
Korea	39	0.2	23	4	3	0	9	0
Other Asia	305	1.9	212	12	8	0	59	14
<b>OTHER COUNTRIES</b>	<b>122</b>	<b>0.7</b>	<b>87</b>	<b>9</b>	<b>7</b>	<b>0</b>	<b>7</b>	<b>12</b>
<b>TOTAL</b>	<b>16,321</b>	<b>100.0</b>	<b>7,851</b>	<b>765</b>	<b>5,606</b>	<b>123</b>	<b>700</b>	<b>1,276</b>
<b>Percentage Distribution <sup>2</sup></b>	<b>100.0</b>		<b>48.1</b>	<b>4.7</b>	<b>34.3</b>	<b>0.8</b>	<b>4.3</b>	<b>7.8</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, August 2018 <sup>1</sup>

Carrier	Total		Purpose of Entry			
			Returning Residence	Percentage <sup>2</sup>	Total Visitors	Percentage <sup>2</sup>
<b>Total</b>	<b>21,194</b>	<b>100%</b>	<b>5,103</b>	<b>24.1</b>	<b>32,642</b>	<b>154.0</b>
<b>AIR</b>	<b>20,475</b>	<b>96.6</b>	<b>4,643</b>	<b>21.9</b>	<b>15,832</b>	<b>74.7</b>
Virgin Australia <sup>3</sup>	1,861	8.8	189	0.9	1,672	7.9
Samoa Airways <sup>4</sup>	8,239	38.9	2,785	13.1	5,454	25.7
Talofa Airways	742	3.5	294	1.4	448	2.1
Air New Zealand	6,993	33.0	859	4.1	6,134	28.9
Fiji Airways <sup>5</sup>	2,558	12.1	506	2.4	2,052	9.7
Other Air Carrier	82	0.4	10	0.0	72	0.3
<b>SEA</b>	<b>719</b>	<b>3.4</b>	<b>230</b>	<b>1.1</b>	<b>489</b>	<b>2.3</b>
Lady Naomi	258	1.2	205	1.0	53	0.3
Yacht	74	0	0	0	74	0
Other Sea Carrier	387	1.8	25	0.1	362	1.7

**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: Virgin Samoa is now called Virgin Australia
- 4: Polynesian Airlines is now called Samoa Airways
- 5: Air Pacific is now called Fiji Airways

Table 6: Visitors by Duration of Stay and Place of Stay, August 2018 <sup>1</sup>

Duration of Stay	Place of Stay		
	Total	Hotel/Motel	Private
<b>Total</b>	<b>15,621</b>	<b>7,036</b>	<b>8,585</b>
1day	154	61	93
2days	315	163	152
3days	453	245	208
4days	738	431	307
5days	1,093	670	423
6days	1,112	821	291
7days	2,588	1346	1242
8-14days	4,949	2197	2752
15-30days	3,121	956	2165
31-60days	164	34	130
61-90days	6	0	6
91-180days	17	0	17
181-365days	32	0	32
> Year	181	0	181
Not Stated	698	112	586
<b>Percentage Distribution <sup>2</sup></b>	<b>100.0</b>	<b>45.0</b>	<b>55.0</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