



# Samoa Bureau of Statistics

## International Arrival Statistics

March 2020

### Overview

#### MONTHLY HIGHLIGHTS:

In March 2020 compared with March 2019:

- Total arrivals (7,057) decreased by 57.3%
- Total visitors (4,164) decreased by 62.7%
- Visitors:

AM. SAM: -78.5% (down by 855)

USA: -74.2% (down by 728)

NZ: -61.9% (down by 2,725)

AUST: -47.9% (down by 1,189)

#### INSIDE THIS ISSUE

March 2020	All Arrivals	All Visitors
Number	7,057	4,164
% change from previous month	-37.8	-41.0
% change from previous year	-57.3	-62.7

ISSUE #3

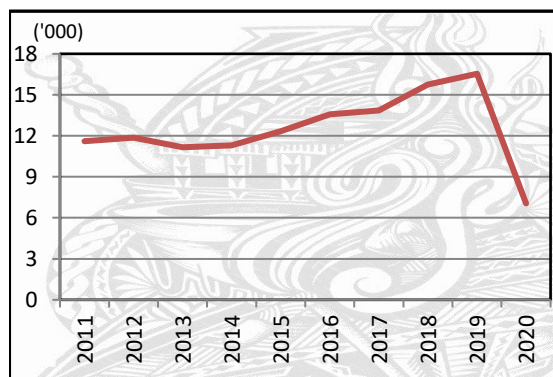
28<sup>TH</sup> APRIL 2020

#### 1. TOTAL ARRIVALS

The total International Arrival Statistics recorded for the month of **March 2020** (Table 1), revealed a decrease of 37.8 percent over the previous month and a decrease of 57.3 percent over the corresponding month of March 2019. (Refer Fig. 1).

As usual, air was the preferred mode of travel to Samoa, representing 92.7 percent (6,543) of total arrivals, while the remaining 7.3 percent (514) arrived by sea in March 2020.

Fig. 1: March Total Arrivals, 2011 – 2020

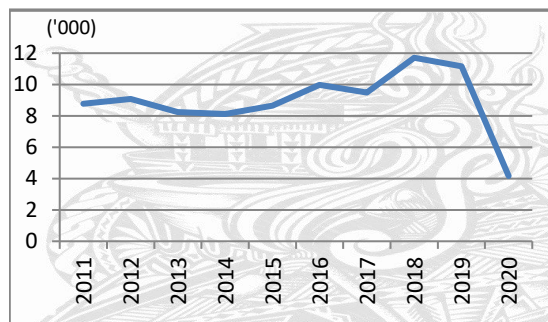


#### 2. TOTAL VISITORS

Overall Visitors numbered 4,164 for the month under review revealed a decrease of 41.0 percent over the previous month and a decrease of 62.7 percent when compared to the corresponding month of March 2019. (Refer Fig. 2).

The huge decreases mentioned above were caused by the Government's SOE (State of Emergency) actions due to Covid-19/ Korona Virus, leading to the closure of its international borders for passenger arrivals and departures since the end of March 2020.

Fig. 2: March Total Visitors, 2011 – 2020



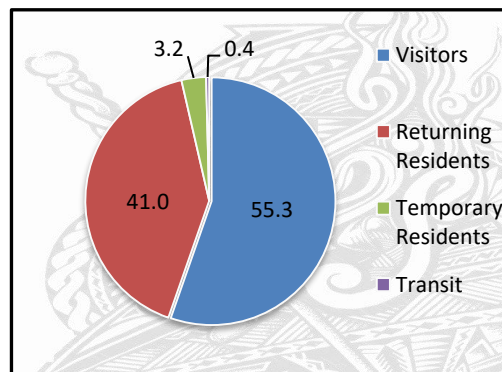
Visitor arrivals have a strong seasonal pattern with a regular peak of numbers during holiday seasons normally December and July. The smoothed short-term trend for visitor arrivals adjusting for seasonal pattern is shown in Appendix Graph 2.

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

Visitors, (table 2), made up the largest component of all arrivals with 31.0 percent (2,185) represented by males and 24.4 percent (1,721) by females.

Male returning residents made up 21.9 percent (1,547) of total arrivals while their female counterpart made up 19.1 percent (1,346). (Refer Fig. 3)

Fig. 3: Total Arrivals, by Purpose of Visit, March 2020



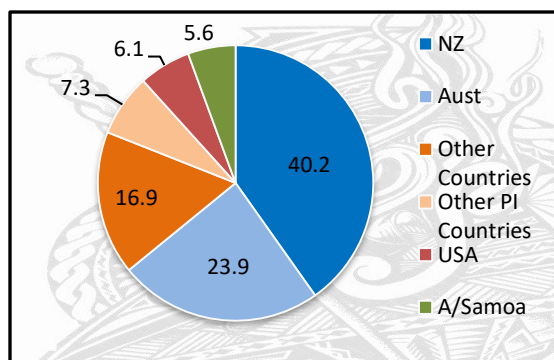
## Overview cont'd

### 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 40.2 percent of total visitors or 1,675 visitors. Australia followed next with a distant 23.9 percent share (995).

The United States of America represented 6.1 percent (253) while American Samoa represented 5.6 percent (234) of total visitors. (Refer Fig. 4)

**Fig. 4: Total Visitors, by Country of Usual Residence, March 2020**

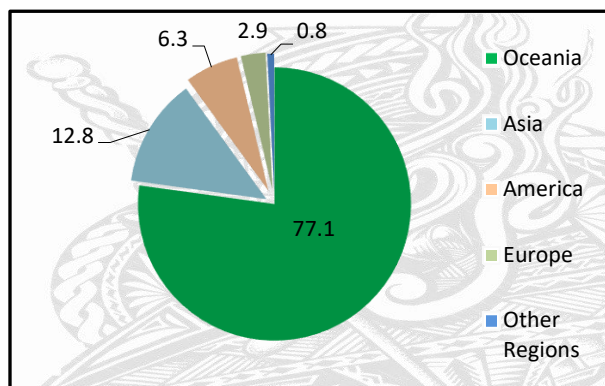


### 5. TOTAL VISITORS BY REGION

As usual, the Oceanic Region had the highest share of total visitors with 77.1 percent, followed by Asia with 12.8 percent.

America reported a share of 6.3 percent while Europe reported the least share with 2.9 percent. (Refer Fig. 5).

**Fig. 5: Total Visitors by Region, March 2020**



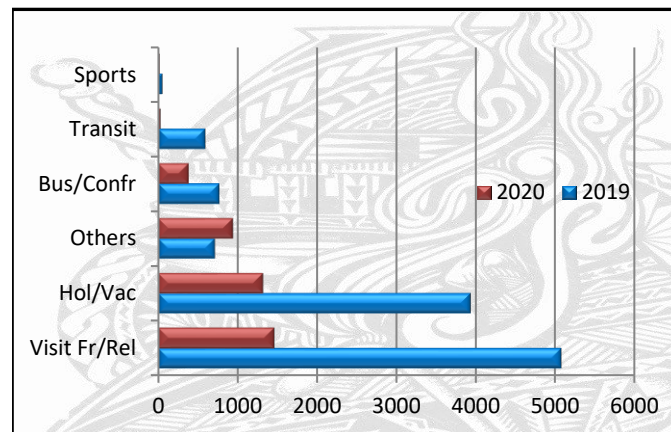
### 6. TOTAL VISITORS BY PURPOSE OF VISIT

The principal source markets (Table 4) namely New Zealand, Australia, American Samoa and the United States of America constituted 75.9 percent of all visitors visiting Samoa in March 2020.

The majority of visitors (35.2 percent) entered our shores to visit friends and relatives while 31.8 percent entered our shores for holiday and vacation.

Those who were here for Business/ Conference recorded a share of 9.3 percent while those on transit made up 0.7 percent. Fig.6 depicts total visitors by purpose of visit for March 2019 and March 2020.

**Fig. 6: Total Visitors, by Purpose of Visit, March 2019 & March 2020**

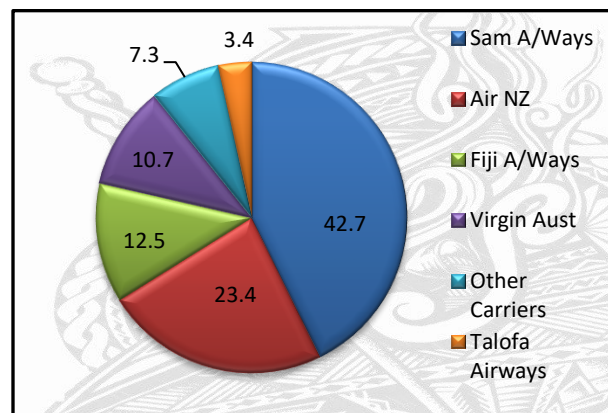


### 7. TOTAL ARRIVALS BY CARRIER

As depicted in table 5, Samoa Airways the way of arrival by carriers during the reference period with a 42.7 percent share (3,010 passengers) then followed by Air New Zealand with a 23.4 percent share (1,652 passengers).

Fiji Airways brought in 12.5 percent (880 passengers) of total arrivals while Virgin Australia and Talofa Airways recorded shares of 10.7 percent (753) and 3.4 percent (240) respectively. Fig. 7 illustrates total arrivals by carrier during the reference period.

**Fig. 7: Total Arrivals by Carrier, March 2020**

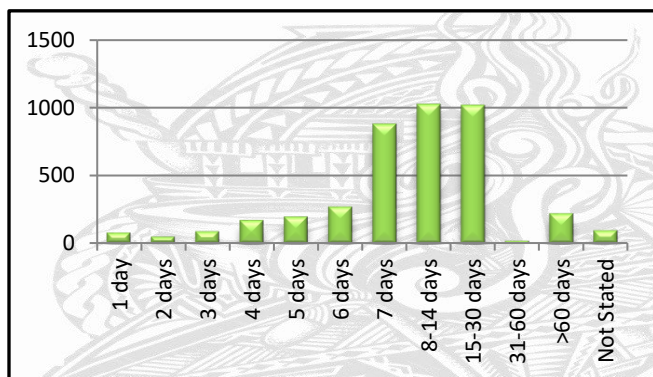


## Overview cont'd

### 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 eight and thirty days.

**Fig. 8: Total Visitors by Duration of Stay, March 2020**



On the other hand, the majority of visitors (57.2 percent or 2,366 visitors) reported staying in private accommodations or with families/ relatives while 30.1 percent (1,244) stayed in hotel/ motel. (Refer Fig. 9).

**Fig. 9: Total Visitors by Place of Stay, March 2020**

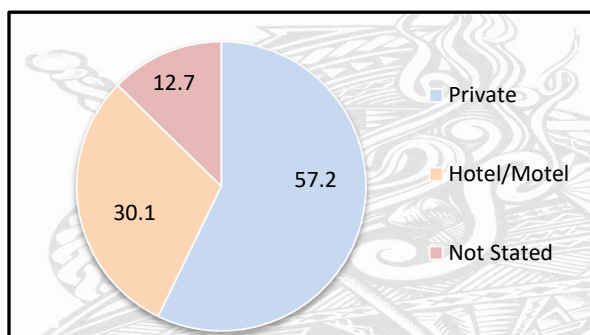
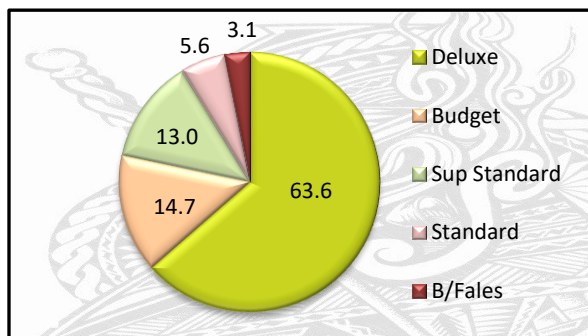


Fig. 10 portrays the number of visitors who stayed in hotels/ motels (1,244) by type of accommodation (hotel/ motel), within the reference month.

**Fig. 10: Visitors Staying in Hotels/ Motels by Type of Accommodation, March 2020**



### Samoa Bureau of Statistics

#### 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 two local points of entry namely:

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

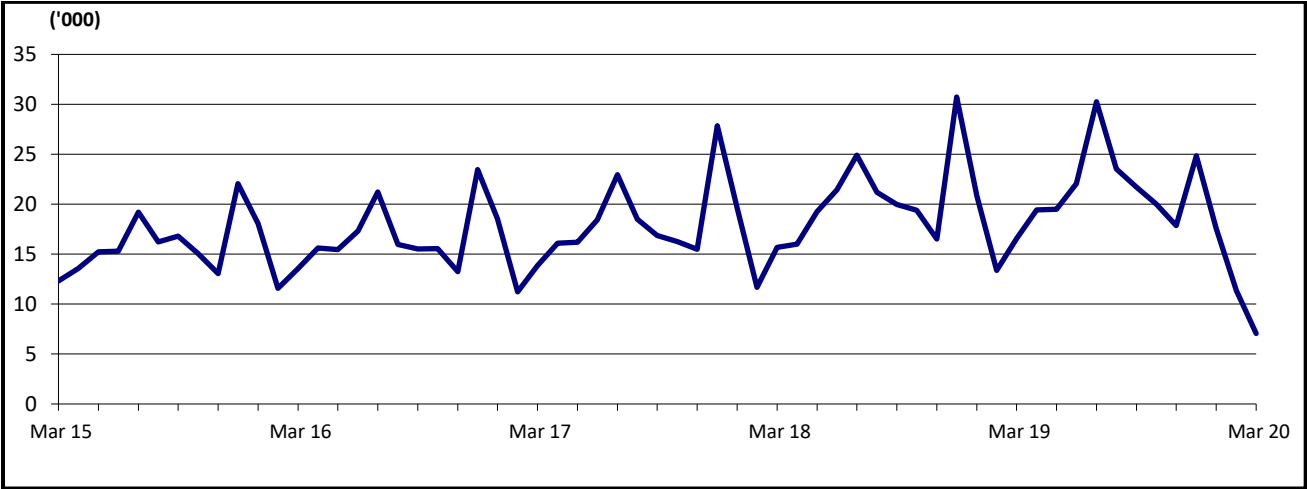
International Arrival Statistics are compiled on a monthly, quarterly and annual basis. These reports can also be extracted from our website: [www.sbs.gov.ws](http://www.sbs.gov.ws)

We wish to inform all our valuable users and stakeholders that there will be no International Arrival Statistics report for the month of April 2020 due to the Governments SOE to avoid the spread of Covid-19/ Korona Virus to Samoa, resulting in the closure of all points of entry for arrival and departing passengers. The availability of reports for the other subsequent months will depend on when the existing SOE will be lifted.

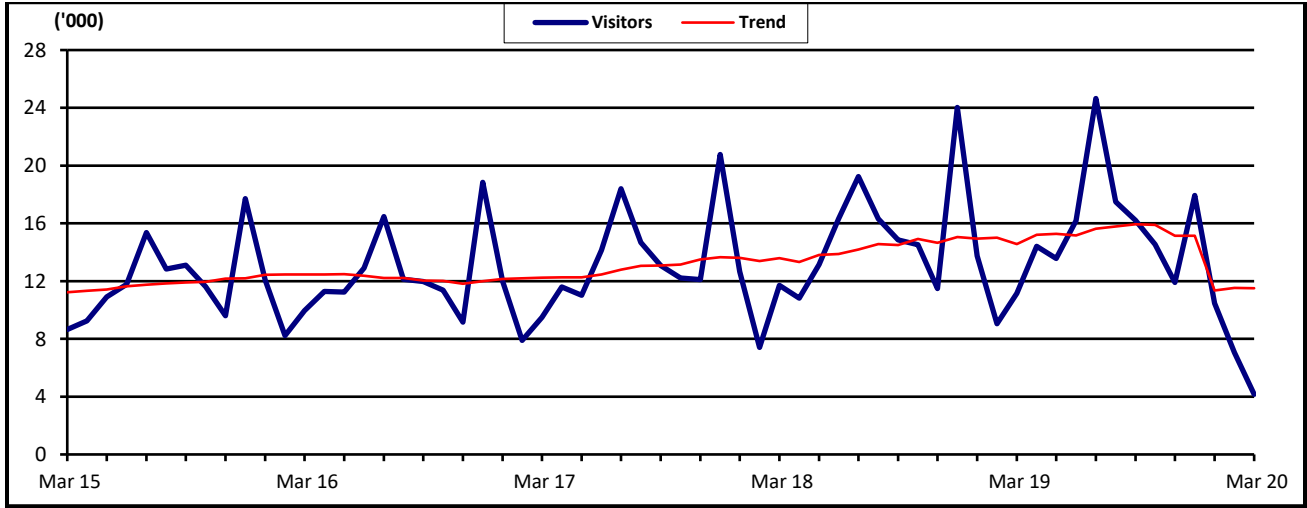
**Aliimuamua Malaefono Tauā T Faasalaina**  
**GOVERNMENT STATISTICIAN/ CEO**

**APPENDIX**

Graph 1: Monthly Total Arrivals, March 2015 – March 2020



Graph 2: Monthly Total Visitors, March 2015 – March 2020



Graph 3: Visitors Percentage Change over Previous month, March 2015 – March 2020

