



Samoa Bureau of Statistics

International Arrival Statistics

November 2018

Overview

MONTHLY HIGHLIGHTS:

In November 2018 compared with November 2017:

- Total arrivals (16,521) increased by 6.7%
- Total visitors (11,483) decreased by 5.2%
- Visitors:

USA: -17.9% (down by 198)

AUST: -12.4% (down by 254)

NZ: -9.2% (down by 533)

AM. SAM: -13.4% (down by 133)

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November 2018	All Arrivals	All Visitors
Number	16,521	11,483
% change from previous month	-14.8	-20.9
% change from previous year	6.7	-5.2

ISSUE #11

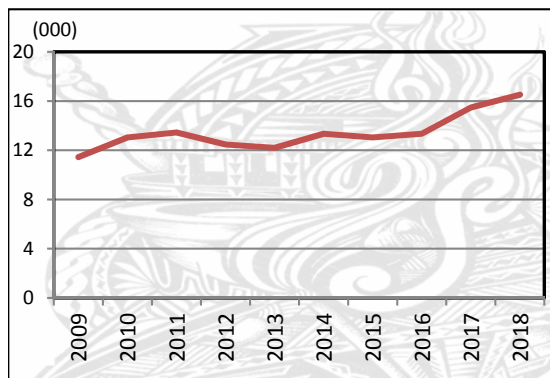
19TH DECEMBER 2018

1. TOTAL ARRIVALS

The total International Arrival Statistics recorded for the month of **November 2018** (Table 1), revealed a decrease of 14.8 percent over the previous month and an increase of 6.7 percent over the corresponding month of November 2017. (Refer Fig. 1)

As usual, air was the preferred mode of travel to Samoa, representing 96.8 percent (15,993) of total arrivals, while the remaining 3.2 percent (528) arrived by sea in November 2018.

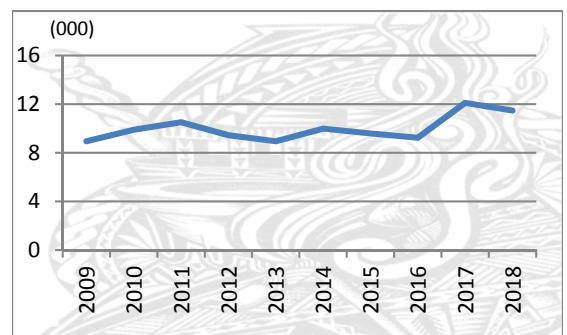
Fig. 1: Total Arrivals, November 2009 – 2018



2. TOTAL VISITORS

Overall Visitors numbered 11,483 for the month under review revealed a decrease of 20.9 percent over the previous month and a decrease of 5.2 percent when compared to the corresponding month of November 2017. (Refer Fig. 2).

Fig. 2: Total Visitors, November 2009 – 2018



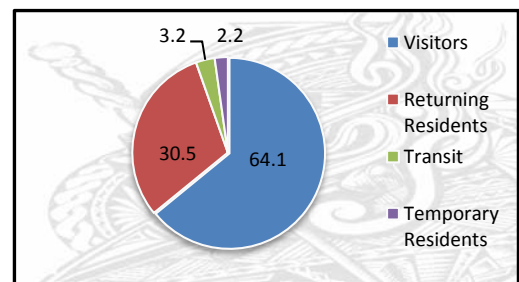
Visitor arrivals have a strong seasonal pattern with a regular peak of numbers during holiday seasons normally December and July. The smoothed short-term trend for visitor arrivals adjusting for seasonal pattern is shown in Appendix Graph 2.

3. TOTAL ARRIVALS BY PURPOSE OF ENTRY

Visitors, (table 2), made up the largest component of all arrivals with 32.5 percent (5,377) represented by males and 31.5 percent (5,211) by females.

Male returning residents made up 16.1 percent (2,655) of total arrivals while their female counterpart made up 14.4 percent (2,383). (Refer Fig. 3)

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



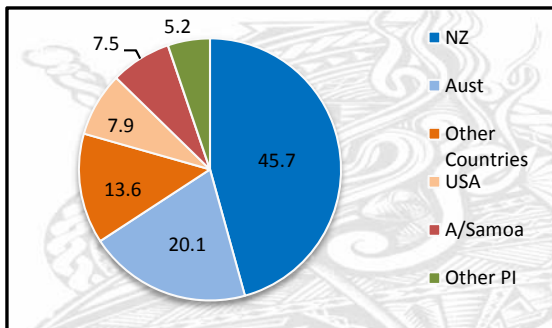
Overview cont'd

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 45.7 percent or 5,252 of total visitors. Australia followed next with a distant 20.1 percent share (2,306).

The United States of America represented 7.9 percent (908) while American Samoa represented 7.5 percent (860) of total visitors. (Refer Fig. 4)

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

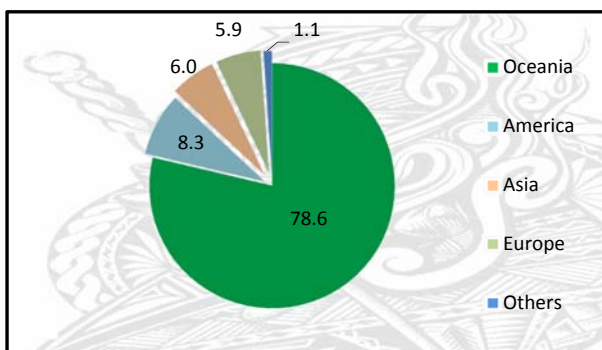


5. TOTAL VISITORS BY REGION

As usual, the Oceanic Region had the highest share of total visitors with 78.6 percent, followed by America with 8.3 percent.

Asia reported a share of 6.0 percent while Europe reported the least share with 5.9 percent. (Refer Fig. 5).

Fig. 5: Total Visitors by Region, November 2018



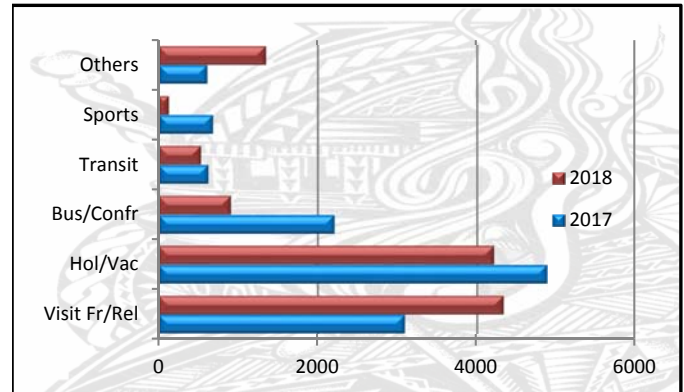
6. TOTAL VISITORS BY PURPOSE OF VISIT

The principal source markets (Table 4) namely New Zealand, American Samoa, Australia, and the United States of America constituted 81.2 percent of all visitors visiting Samoa in November 2018.

The majority of visitors (37.8 percent) entered our shores to visit friends and relatives while 36.7 percent entered our shores for holiday and vacation.

Those who were here for Business/ Conference recorded a share of 7.9 percent while those who were here on transit made up 4.7 percent. Fig.6 depicts total visitors by purpose of visit for November 2017 and November 2018.

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

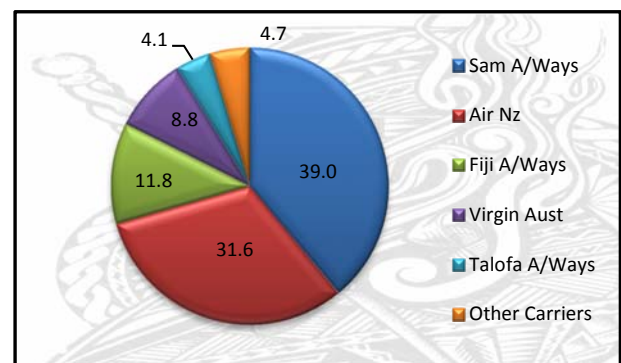


7. TOTAL ARRIVALS BY CARRIER

As depicted in table 5, Samoa Airways leads the way of arrival by carriers during the reference period with a 39.0 percent share (6,451 passengers) followed by Air New Zealand with 31.6 percent share (5,228 passengers).

Fiji Airways brought in 11.8 percent (1,943 passengers) of total arrivals while Virgin Australia and Talofa Airways recorded shares of 8.8 percent (1,452) and 4.1 percent (682) respectively. Fig. 7 illustrates total arrivals by carrier during the reference period.

Fig. 7: Total Arrivals by Carrier, November 2018

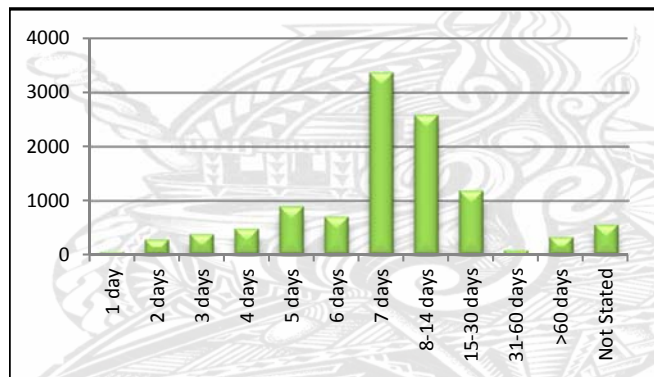


Overview cont'd

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, November 2018



On the other hand, the majority of visitors (53.7 percent or 5,880 visitors) reported staying in private accommodations or with families/ relatives while 41.0 percent (4,487) stayed in hotel/ motel. (Refer Fig. 9).

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

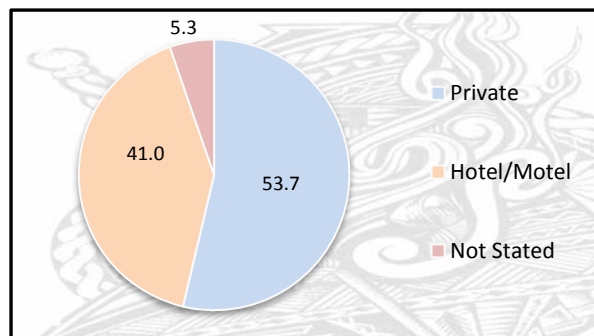
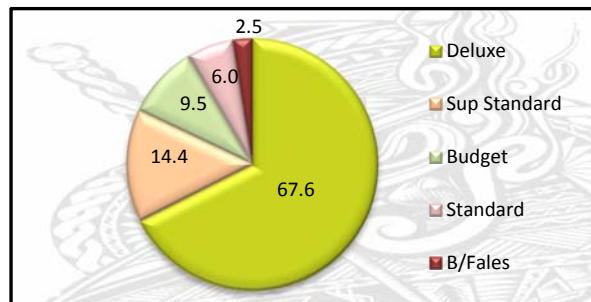


Fig. 10 portrays the number of visitors who stayed in hotels/ motels (4,487) by type of accommodation (hotel/ motel), within the reference month.

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



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 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:

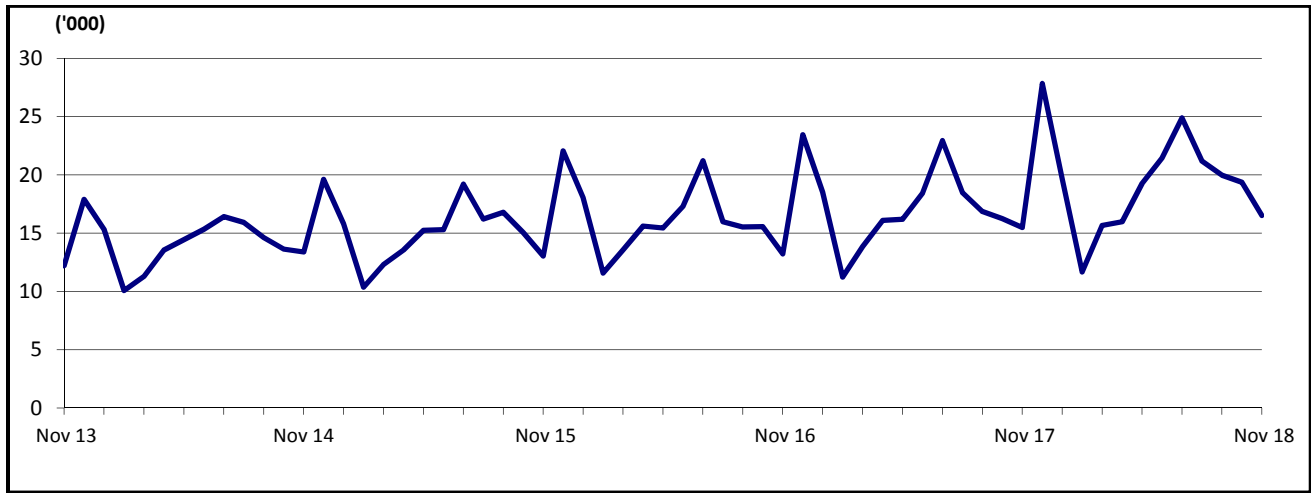
www.sbs.gov.ws

The migration report for the month of December 2018 will be released indefinitely due to the back log of the compilation of departure migration statistics for the third quarter of 2018.

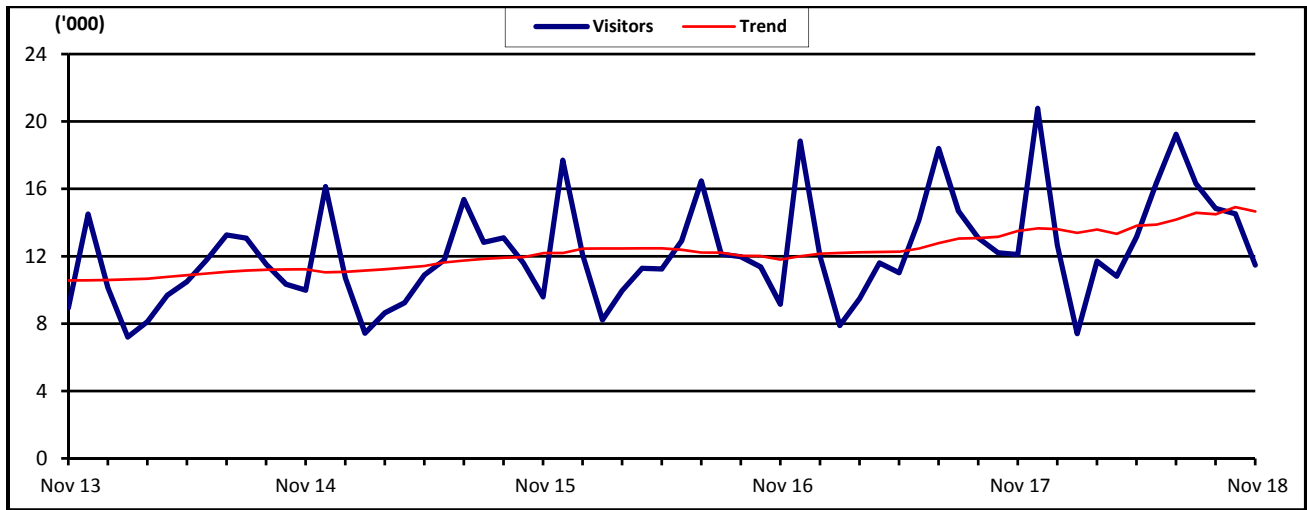
Aliimuamua Malaefono Tauā T Faasalaina
GOVERNMENT STATISTICIAN/ CEO

APPENDIX

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



Graph 2: Monthly Total November, October 2013 – November 2018



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

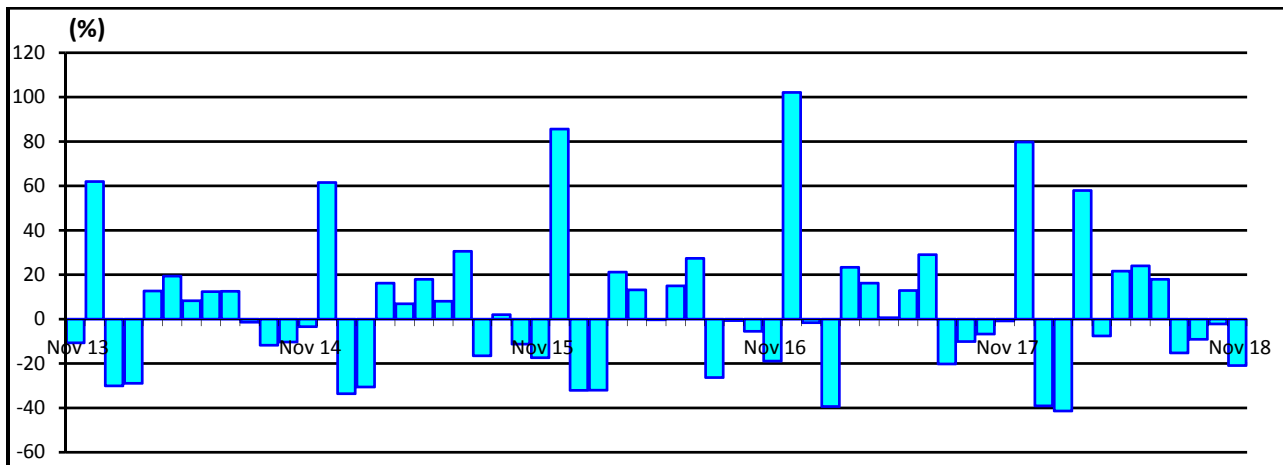


Table 1: Monthly Arrival and Departure by Mode of Travel and Net Migration, 2007 - 2018¹

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
2015										
October	10,987	633	11,620	13,983	1,068	15,051	16,090	1023	17,113	-2,062
November	9,170	427	9,597	12,357	696	13,053	13276	727	14,003	-950
December	17,148	663	17,811	20,874	1,195	22,069	15941	894	16,835	5,234
2016										
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
2017										
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
2018										
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	14,320	745	15,065	696
April	10,463	356	10,819	14,942	1,050	15,992	17,501	1,327	18,828	-2,836
May	12,748	408	13,156	18,215	1,069	19,284	16,960	769	17,729	1,555
June	15,895	420	16,315	20,473	985	21,458	18,599	1,075	19,674	1,784
July	18,838	403	19,241	24,014	879	24,893	24,494	859	25,353	-460
August	15,832	489	16,321	20,475	719	21,194	21,656	903	22,559	-1,365
September	14,434	409	14,843	19,494	486	19,980
October	14,153	370	14,523	18,928	457	19,385
November	11,032	451	11,483	15,993	528	16,521

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, November 2018 ¹

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
Total	16,521	8,555	7,966	10,588	5,377	5,211	5,038	2,655	2,383	534	337	197	361	186	175
0 - 4	608	288	320	463	222	241	130	61	69	11	4	7	4	1	3
5 - 9	551	270	281	412	199	213	121	65	56	10	2	8	8	4	4
10 - 14	400	176	224	311	138	173	74	31	43	11	6	5	4	1	3
15 - 19	748	305	443	523	202	321	199	90	109	8	5	3	18	8	10
20 - 24	1,409	674	735	844	375	469	514	266	248	34	22	12	17	11	6
25 - 29	1,518	773	745	997	464	533	452	272	180	42	26	16	27	11	16
30 - 34	1,380	750	630	923	488	435	367	209	158	68	46	22	22	7	15
35 - 39	1,280	720	560	825	471	354	370	198	172	56	34	22	29	17	12
40 - 44	1,356	746	610	829	438	391	423	237	186	55	37	18	49	34	15
45 - 49	1,409	758	651	866	471	395	463	239	224	51	35	16	29	13	16
50 - 54	1,511	785	726	933	473	460	483	262	221	48	29	19	47	21	26
55 - 59	1,451	782	669	875	479	396	484	247	237	60	40	20	32	16	16
60 - 64	1,153	608	545	677	356	321	410	213	197	37	22	15	29	17	12
65 - 69	854	438	416	530	277	253	276	130	146	25	17	8	23	14	9
70 - 74	537	305	232	345	207	138	164	82	82	14	9	5	14	7	7
75 +	356	177	179	235	117	118	108	53	55	4	3	1	9	4	5
% DISTRIBUTION ²	100	51.8	48.2	64.1	32.5	31.5	30.5	16.1	14.4	3.2	2.0	1.2	2.2	1.1	1.1

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, November 2018 ¹

Country of Usual Residence	Mode of Travel			Percentage %
	Air	Sea	Total	
OCEANIA	8,871	156	9,027	78.6
American Samoa	858	2	860	7.5
Fiji	315	22	337	2.9
Cook Island	8	0	8	0
Other Pacific Is	237	27	264	2.3
New Zealand	5,156	96	5,252	45.7
Australia	2,297	9	2,306	20.1
EUROPE	667	11	678	5.9
United Kingdom	148	0	148	1.3
Scandinavia	24	1	25	0.2
Benelux	15	0	15	0.1
Germany	93	1	94	0.8
Other Europe	387	9	396	3.4
AMERICA	942	9	951	8.3
U.S.A	899	9	908	7.9
Canada	43	0	43	0.4
ASIA	417	267	684	6.0
Japan	35	0	35	0.3
China	192	40	232	2.0
Korea	34	4	38	0.3
Other Asia	156	223	379	3.3
OTHERS	135	8	143	1.2
TOTAL	11,032	451	11,483	100%
PERCENTAGE DISTRIBUTION	96.1	3.9	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, November 2018 ¹

Country of Usual Residence	Purpose of Visit							
	Total	Percentage ²	Holiday/ Vacation	Business/ Conference	Visit Friends/ Relatives	Sports	Transit	Others
OCEANIA	9,027	78.6	3,145	720	3,920	92	343	807
American Samoa	860	7.5	0	30	511	22	156	141
Fiji	337	2.9	50	126	56	8	18	79
Cook Island	8	0.1	1	1	3	0	2	1
Other Pacific Is	264	2.3	69	84	7	15	43	46
New Zealand	5,252	45.7	2,049	346	2,323	36	94	404
Australia	2,306	20.1	976	133	1,020	11	30	136
EUROPE	678	5.9	386	43	45	28	17	159
United Kingdom	148	1.3	78	16	22	4	9	19
Scandinavia	25	0.2	20	0	4	0	0	1
Benelux	15	0.1	12	1	1	0	0	1
Germany	94	0.8	81	0	3	1	1	8
Other Europe	396	3.4	195	26	15	23	7	130
AMERICA	951	8.3	427	71	285	11	67	90
U.S.A.	908	7.9	399	69	277	11	67	85
Canada	43	0.4	28	2	8	0	0	5
ASIA	684	6.0	187	55	78	0	96	268
Japan	35	0.3	21	3	6	0	0	5
China	232	2.0	111	24	48	0	27	22
Korea	38	0.3	12	3	9	0	5	9
Other Asia	379	3.3	43	25	15	0	64	232
OTHER COUNTRIES	143	1.2	72	23	10	1	11	26
TOTAL	11,483	100.0	4,217	912	4,338	132	534	1,350
Percentage Distribution ²	100.0		36.7	7.9	37.8	1.1	4.7	11.8

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, November 2018 ¹

Carrier	Total		Purpose of Entry			
			Returning Residence	Percentage ²	Total Visitors	Percentage ²
Total	16,521	100%	5,038	30.5	11,483	69.5
AIR	15,993	96.8	4,961	30.0	11,032	66.8
Virgin Australia ³	1,452	8.8	222	1.3	1,230	7.4
Samoa Airways ⁴	6,451	39.0	2,705	16.4	3,746	22.7
Talofa Airways	682	4.1	298	1.8	384	2.3
Air New Zealand	5,228	31.6	1,150	7.0	4,078	24.7
Fiji Airways ⁵	1,943	11.8	561	3.4	1,382	8.4
Other Air Carrier	237	1.4	25	0.2	212	1.3
SEA	528	3.2	77	0.5	451	2.7
Lady Naomi	0	0.0	0	0.0	0	0.0
Yacht	10	0.1	0	0.0	10	0.1
Other Sea Carrier	518	3.1	77	0.5	441	2.7

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, November 2018 ¹

Duration of Stay	Place of Stay			
	Total	Hotel/Motel	Private	Not Stated
Total	10,949	4,487	5,880	582
1day	50	32	17	1
2days	288	216	69	3
3days	387	240	146	1
4days	487	286	196	5
5days	900	580	312	8
6days	711	516	193	2
7days	3,370	1311	1728	331
8-14days	2,587	972	1589	26
15-30days	1,188	206	900	82
31-60days	89	3	35	51
61-90days	48	8	22	18
91-180days	20	2	17	1
181-365days	48	4	28	16
> Year	215	17	189	9
Not Stated	561	94	439	28
Percentage Distribution ²	100	41.0	53.7	5.3

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