

Samoa Tourism Authority
Ground Floor, FMFMII Building
P.O. Box 2272 Apia, Samoa

TEL +685 63500
FAX +685 20886
EMAIL info@samoa.travel
WEB www.samoa.travel



TOURISM STATISTICS - 2015 Overview

2015 looks to be another solid year in terms of tourism overall arrivals following on from the success of 2014. Official figures received up to October shows overall growth rate of 4% when compared to the same period in 2014, driven mainly by the two main events for the year which were the Rugby Test Match in July and the Commonwealth Youth Games held in September. It is forecasted that November and December figures would maintain the current growth rate which is significant given that it's traditionally been very difficult to achieve back to back good growth rates over the past 8 years.

Holiday as purpose of visit contributed the most to the increase in numbers achieving a solid growth of 9.6% and now represents 37% of overall visitor numbers. This is pleasing given the priority given to this specific sector of travellers in our marketing strategy over the past year especially the Road Shows that were conducted in our key markets.

For our primary markets, New Zealand continues to be our biggest market and now contributes 46% of our visitor arrivals achieving net growth of 15% when compared to 2014. The Australian market experienced a slight drop after record numbers last year while the USA market continues to grow achieving excellent growth of 29.7% and now contributes 8% of total visitor arrivals.

Tourism Earnings usually mirrors the trend in overall arrival numbers and earnings for the year is reflected in the increase in numbers which resulted in growth of 2.7% or an increase of \$8.58 million in overall tourism earnings when compared to 2014.

As previously mentioned, the 2015 figures are based on official figures from the Bureau of Statistics and Central Bank for the year up to October while projected figures are used for November and December respectively to complete the report. These forecasted figures have been derived from trends experienced for the respective months over the past few years as well as figures obtained through our connection to the Immigration Department's Border Management System. A more detailed 2015 Annual Statistics Report for the Sector will be presented once the official figures have been received for the full year.