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# TOURISM STATISTICS UPDATE
# JANUARY-MARCH 2016

Official figures received for the first quarter for 2016 sets the tone for what looks like another great year for the industry in terms of overall visitor arrivals with all respective months achieving record numbers. The result is an increase by 3247 visitors or overall growth of 12.1% for the period when compared to the same quarter last year.

Our Holiday and VFR markets which make up 71% of our visitors continue to perform strongly recording growths of 27% and 22% respectively. This is especially pleasing for the Holiday Market given that this particular sector was forecasted to be the most affected by the Zika virus outbreak earlier in the year.

New Zealand continues to be our biggest market and now contributes 46% of our visitor arrivals achieving net growth of 31% for the quarter when compared to 2015. Our USA market continues its excellent growth and achieved a 50% growth or a net increase of 824 visitors and now replaces American Samoa as our 3rd primary market for the first time. The Australian market held steady while our American Samoa continues to disappoint recording a 40% reduction in its numbers when compared to the same quarter in 2015.

Quarterly Earnings recorded an overall increase of 14.73% which is slightly higher than the increase in overall arrivals and the difference is mainly attributed to the increase in arrivals from the US market and the strengthening of the $USD against the $SAT.

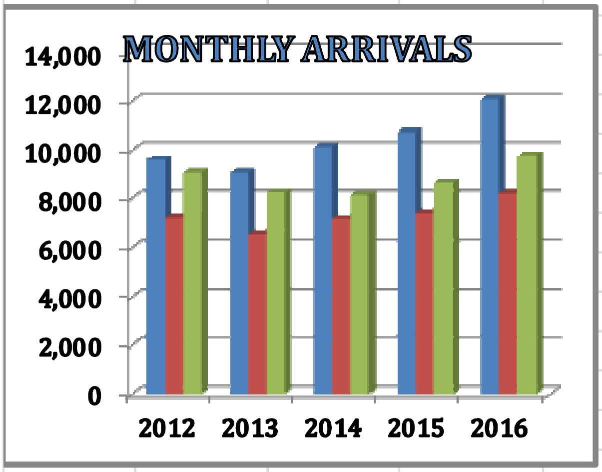
The increase in overall numbers has also resulted in a 25% increase from 6000 to 7502 visitors opting to utilise our Accommodation Products. Our Deluxe products continue to lead the overall market share at 42% recording an increase of 21% when compared to 2015. However, the biggest net increase was achieved under our Budget Category where it achieved a net growth of 121% and now represents 24% of total market share, an increase from 10% recorded in 2015.

The increase in visitors choosing to utilise our Accommodation products has also had a positive effect in our overall Occupancy Rates for the quarter under review with all of our categories recording increases in occupancy except our Standard Category which recorded a minor decrease compared to the same quarter in 2015. Overall, our average occupancy rates for our 4 categories have increased by 7% which our Budget Category achieving the biggest growth of 11%.

In term of cruise ships passenger numbers, 4 ships came into port for the quarter which was 2 less than last year which resulted in a decrease in overall numbers by approximately 100%.

## TOTAL VISITOR ARRIVALS

| ARRIVALS FOR JAN - MARCH QUARTER | | | | |
|---|---|---|---|---|
| 2012 | 2013 | 2014 | 2015 | 2016 |
| 9,613 | 9,080 | 10,134 | 10,717 | 12,078 |
| 7,245 | 6,547 | 7,207 | 7,440 | 8,179 |
| 9,078 | 8,239 | 8,120 | 8,645 | 9,792 |
| **25,936** | **23,866** | **25,461** | **26,802** | **30,049** |
| **5.5** | **-8.0** | **6.7** | **5.3** | **12.1** |





## ARRIVALS BY MARKET

| ARRIVALS BY MARKET FOR JAN - MARCH QUARTER | | | | | | | | | | | % Change 2016/15 |
|---|---|---|---|---|---|---|---|---|---|---|---|
| **Market** | **2012** | | **2013** | | **2014** | | **2015** | | **2016** | | |
| NZ | 10,493 | 40% | 9,686 | 43% | 9,927 | 39% | 10,649 | 40% | 13,908 | 46% | 31 |
| Australia | 5,258 | 20% | 5,483 | 20% | 5,810 | 23% | 6,255 | 23% | 6,189 | 21% | - 1 |
| Am Samoa | 4,717 | 18% | 3,963 | 19% | 4,049 | 16% | 3,951 | 15% | 2,342 | 8% | - 41 |
| USA | 1,748 | 7% | 1,603 | 6% | 1,654 | 6% | 1,651 | 6% | 2,475 | 8% | 50 |
| Others | 3,720 | 14% | 3,131 | 13% | 4,021 | 16% | 4,300 | 16% | 5,135 | 17% | 19 |
| Totals | **25,936** | **100%** | **23,866** | **100%** | **25,461** | **100%** | **26,806** | **100%** | **30,049** | **100%** | |

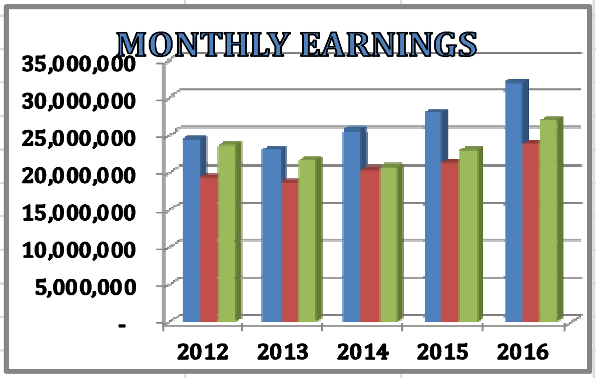
## ARRIVALS BY PURPOSE

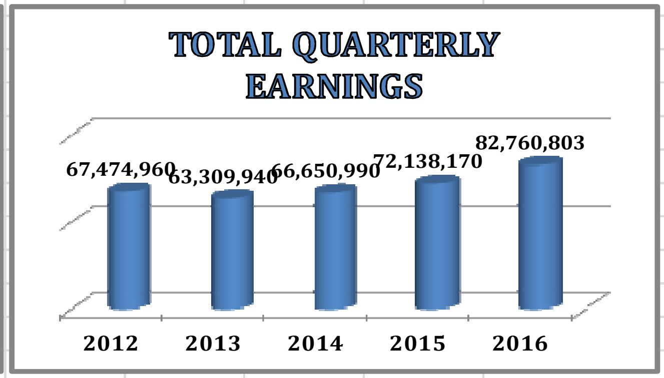
| ARRIVALS BY PURPOSE FOR JAN - MARCH QUARTER | | | | | | | | | | | Change 2016/15 |
|---|---|---|---|---|---|---|---|---|---|---|---|
| **Purpose** | **2012** | | **2013** | | **2014** | | **2015** | | **2016** | | |
| Holiday | 7,426 | 29% | 7,951 | 33% | 6,838 | 27% | 7,757 | 29% | 9,847 | 33% | 27 |
| VFR's | 12,302 | 47% | 10,672 | 45% | 10,085 | 40% | 9,453 | 35% | 11,563 | 38% | 22 |
| Business | 2,270 | 9% | 2,247 | 9% | 2,345 | 9% | 2,245 | 8% | 2,195 | 7% | - 2 |
| Sport | 137 | 1% | 253 | 1% | 138 | 1% | 325 | 1% | 178 | 1% | - 45 |
| Others | 3,801 | 15% | 2,743 | 11% | 6,055 | 24% | 7,022 | 26% | 6,266 | 21% | - 11 |
| Totals | **25,936** | **100%** | **23,866** | **100%** | **25,461** | **100%** | **26,802** | **100%** | **30,049** | **100%** | |

*Produced by STA Research and Statistics*

# EARNINGS

| TOURISM EARNINGS FOR JAN - MARCH QUARTER | | | | | |
|---|---|---|---|---|---|
| | 2012 | 2013 | 2014 | 2015 | 2016 |
| January | 24,481,220 | 23,081,490 | 25,603,720 | 28,019,380 | 31,971,351 |
| February | 19,346,230 | 18,648,160 | 20,362,800 | 21,176,950 | 23,859,467 |
| March | 23,647,510 | 21,580,290 | 20,684,470 | 22,941,840 | 26,929,985 |
| **Totals** | **67,474,960** | **63,309,940** | **66,650,990** | ***72,138,170*** | ***82,760,803*** |
| **% Growth** | **9** | **- 6.17** | **5.28** | **8.23** | **14.73** |




# CRUISE SHIPS

| 2014 1ST QUARTER | | | |
|---|---|---|---|
| Date | Ship | Pax | Crew |
| Feb-03 | Amadea | 446 | 320 |
| Feb-12 | Marina | 1170 | 763 |
| Feb-15 | Europa | 362 | 284 |
| Mar-21 | Marina | 1226 | 763 |
| | | | |
| | | | |
| Total | 4 | 3204 | 2130 |

| 2015 1ST QUARTER | | | |
|---|---|---|---|
| Date | Ship | Pax | Crew |
| Feb-05 | Pacific Princess | 585 | 381 |
| Feb-14 | Arcadia | 1933 | 839 |
| Feb-22 | Queen Elizabeth | 1811 | 983 |
| Mar-02 | Queen Victoria | 1807 | 965 |
| Mar-09 | Marina | 1127 | 773 |
| Mar-12 | Silver Spirit | 430 | 371 |
| Total | 6 | 7693 | 4312 |

| 2016 1ST QUARTER | | | |
|---|---|---|---|
| Date | Ship | Pax | Crew |
| Feb-04 | Artania | 813 | 512 |
| Feb-10 | Moorea | 1160 | 761 |
| Mar-10 | Albatross | 642 | 356 |
| Mar-19 | Marina | 1227 | 761 |
| | | | |
| | | | |
| Total | 4 | 3842 | 2390 |

# OCCUPANCY RATES

| Occupancy AVG (Jan - Mar) 2013 -2016 | | | | | Change 2016/15 |
|---|---|---|---|---|---|
| **Type Property** | **2013** | **2014** | **2015** | **2016** | |
| **Deluxe** | 35.1 | 41.5 | 40.01 | 49.5 | 9.5 |
| **Superior** | 44 | 46.3 | 43.5 | 52.8 | 9.3 |
| **Standard** | 23 | 22.4 | 25 | 23.4 | - 1.6 |
| **Budget** | 17.4 | 15 | 18.3 | 29.3 | 11.0 |
| **Avg** | **30** | **31** | **32** | **39** | **7.0** |
| **Beach Fales** | 8 | 9.4 | 10.9 | 13.2 | 2.3 |

*Produced by STA Research and Statistics*

## ACCOMMODATION CHOICE

| Compilation of Visitor Arrivals by Choices of Accommodations (Jan-Mar 2015) | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| **Accom Type** | **Holiday** | **VFR** | **Business** | **Sports** | **Others** | **Stopover** | **Total** | **Share** |
| Hotels | 3454 | 788 | 1019 | 196 | 543 | 0 | 6,000 | 22% |
| Private | 3662 | 6241 | 3051 | 87 | 3257 | 0 | 16,298 | 61% |
| Not Stated | 641 | 369 | 230 | 42 | 349 | 2873 | 4,504 | 17% |
| **Total** | **7,757** | **7,398** | **4,300** | **325** | **4,149** | **2,873** | **26,802** | **100%** |

| Compilation of Visitor Arrivals by Choices of Accommodations (Jan-Mar 2016) | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| **Accom Type** | **Holiday** | **VFR** | **Business** | **Sports** | **Others** | **Stopover** | **Total** | **Share** |
| **Hotels** | 5086 | 660 | 1330 | 60 | 366 | 0 | 7,502 | 25% |
| **Private** | 4605 | 10281 | 798 | 106 | 3139 | 0 | 18,929 | 63% |
| **Not Stated** | 156 | 622 | 67 | 12 | 111 | 2650 | 3,618 | 12% |
| **Total** | **9,847** | **11,563** | **2,195** | **178** | **3,616** | **2,650** | **30,049** | **100%** |

| Compilation of Visitor Arrivals by Hotel Types (Jan-Mar 2015) | | | | | | | |
|---|---|---|---|---|---|---|---|
| **Accom Type** | **Holiday** | **VFR** | **Business** | **Sports** | **Others** | **Total** | **Share** |
| **Deluxe** | 1,420 | 720 | 153 | 35 | 264 | 2,592 | 43% |
| **Superior** | 682 | 393 | 176 | 67 | 104 | 1,422 | 24% |
| **Holiday Homes** | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| **Standards** | 547 | 113 | 93 | 83 | 79 | 915 | 15% |
| **Budget** | 595 | 91 | 43 | 10 | 88 | 827 | 14% |
| **B/Fales** | 210 | 12 | 13 | 1 | 8 | 244 | 4% |
| **Not stated** | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| **Total** | **3,454** | **1,329** | **478** | **196** | **543** | **6,000** | **100%** |

| Compilation of Visitor Arrivals by Hotel Types (Jan-Mar 2016) | | | | | | | |
|---|---|---|---|---|---|---|---|
| **Accom Type** | **Holiday** | **VFR** | **Business** | **Sports** | **Others** | **Total** | **Share** |
| **Deluxe** | 2202 | 187 | 636 | 15 | 107 | 3147 | 42% |
| **Superior** | 805 | 166 | 371 | 18 | 85 | 1445 | 19% |
| **Holiday Homes** | 0 | 1 | 0 | 0 | 0 | 1 | 0% |
| **Standards** | 503 | 133 | 132 | 7 | 62 | 837 | 11% |
| **Budget** | 1357 | 164 | 187 | 16 | 105 | 1829 | 24% |
| **B/Fales** | 219 | 9 | 4 | 4 | 7 | 243 | 3% |
| **Not stated** | 0 | 0 | 0 | 0 | 0 | 0 | 0% |
| **Total** | **5086** | **660** | **1330** | **60** | **366** | **7502** | **100%** |