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## TOURISM STATISTICS UPDATE APRIL – JUNE 2016

Figures released for the Quarter show 35,225 visitors clearing customs, an increase of 11% from 2015. Total arrivals for the year-to-date stand at 65,274 (compared to 58,559 in 2015).

In June alone, 12,773 visitor arrivals were recorded, representing growth of 10% versus the same period last year.

For the (Apr–Jun) Quarter, 38% of total visitors were Leisure travellers, while 30% and 10% were Visiting Friends and Relatives and Business travellers respectively. All purpose of travel recorded solid double digit increases from 2015 with Leisure up 11%, VFR at 15% and Business at 14% higher.

Sonja Hunter, CEO of Samoa Tourism Authority says that the figures indicate growing confidence amongst travellers.

“Our promotional efforts are paying off, especially in source markets such as the USA where we are getting healthy arrival figures from. Our activities out in the market as well as on social media are capturing the attention of a new breed of traveller that is looking for a tropical getaway with a difference. The increase of visitors to our islands shows that Samoa is a place that has something to offer all kinds of travellers,” says Sonja.

Top source markets recorded healthy arrival figures with New Zealand leading the pack with numbers, and American Samoa and the USA recording the highest growth percentages (during the quarter).

- New Zealand: 15,095 visitors (3% growth)
- Australia: 7,152 visitors (10% growth)
- American Samoa: 3,646 visitors (19% growth)
- USA: 3,038 visitors (14% increase)

“We are confident that these numbers will hold, if not increase in the coming months as we continue to work closely with our partners to ensure that we are able to exceed the expectations of visitors and provide them the paradise experience they have come for,” says Sonja.