

Table 7.

**TOURISM EARNINGS, AVERAGE EXPENDITURE AND TOURISM PRICE INDEX**

	Oct-07	#####	Dec-07	Jan-08	Feb-08	Mar-08	Apr-08	May-08	Jun-08	Jul-08	Aug-08	Sep-08	Oct-08
<b>Total arrivals (1)</b>	9,080	8,712	16,576	8,888	6,928	8,132	8,751	9,666	10,562	12,877	10,682	9,390	9,598
<b>Total arrivals incl. cruise ships (1)</b>	9,080	8,712	16,576	10,820	10,787	8,285	9,116	9,666	12,960	15,697	10,682	9,390	11,580
<b>Arrivals, by market (1)</b>													
American Samoa	1,885	1,512	3,199	1,298	1,317	1,941	1,814	1,852	2,625	2,549	1,856	1,171	1,658
Australia	1,536	1,649	4,100	1,863	1,269	1,278	1,468	1,812	1,710	1,954	1,925	1,742	1,648
Europe	298	451	255	348	387	402	413	339	379	536	509	409	468
New Zealand	4,153	3,631	7,612	3,905	2,273	3,002	3,518	4,256	4,476	5,332	4,571	4,708	4,268
USA	587	530	784	645	850	773	545	619	673	960	712	498	610
Other Countries	621	939	626	829	832	736	993	788	699	1,546	1,109	862	946
Cruise ships	0	0	0	1,932	3,859	153	365	0	2,398	2,820	0	0	1,982
<b>Arrivals, by purpose (1)</b>													
Holiday	3,559	3,105	5,811	3,082	2,676	3,492	3,583	3,573	4,679	5,666	6,169	4,514	4,091
VFR (5)	3,250	3,905	9,695	4,655	3,003	3,184	3,224	4,256	4,326	3,455	2,931	3,620	3,572
Business (5)	1,148	890	417	578	598	724	780	1,122	886	1,831	861	743	794
Sport (5)	0	0	0	0	0	0	0	0	0	0	163	112	101
Other	1,123	812	653	573	651	732	1,164	715	671	19,025	558	401	1,040
Cruise ships	0	0	0	1,932	3,859	153	365	0	2,398	2,820	0	0	1,982
<b>Total earnings (2) ®</b>	21.74	20.87	35.52	21.48	17.72	20.15	16.40	23.57	27.04	22.92	24.54	26.14	26.56
<b>Total earnings incl. cruise ships (2)</b>	21.74	20.72	35.52	21.67	18.10	20.17	16.44	23.57	27.28	23.20	24.54	26.14	26.78
<b>Earnings, by market (2)</b>													
American Samoa	4.13	2.15	5.23	2.32	2.00	3.20	3.62	2.50	4.21	5.20	3.42	2.46	4.24
Australia	3.50	4.64	11.62	4.84	4.28	2.59	3.97	6.94	7.52	2.98	4.68	4.71	4.32
Europe	0.80	1.29	0.76	0.89	0.86	0.88	0.95	0.96	0.57	0.75	1.37	0.93	1.43
New Zealand	10.40	9.58	14.62	9.32	6.96	9.42	3.25	9.98	9.76	9.94	10.59	13.68	12.41
USA	1.68	1.57	2.16	2.26	2.13	1.70	1.26	0.98	2.74	2.60	2.08	1.71	2.01
Other Countries	1.23	1.64	1.13	1.85	1.49	2.36	3.35	2.21	2.24	1.45	2.40	2.65	2.15
Cruise ships	0.00	0.00	0.00	0.19	0.38	0.02	0.04	0.00	0.24	0.28	0.00	0.00	0.22
<b>Earnings, by purpose (2)</b>													
Holiday	7.52	7.16	10.78	5.91	6.60	8.01	6.85	9.11	10.01	10.76	11.69	10.98	10.09
VFR	9.65	9.72	22.95	13.09	7.90	8.79	5.56	10.44	13.15	7.09	9.45	12.18	11.86
Business	2.56	2.48	0.87	1.14	1.37	1.54	1.41	2.65	2.17	2.44	1.88	1.94	2.05
Sport	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.69	0.26	0.34
Other	2.01	1.51	0.92	1.53	2.23	1.83	2.62	1.37	1.95	2.91	0.83	0.78	2.44
Cruise ships	0.00	0.00	0.00	0.19	0.38	0.02	0.04	0.00	0.24	0.28	0.00	0.00	0.22
<b>Average expenditure (3)</b>	2,394	2,396	2,143	2,416	2,559	2,476	1,874	2,439	2,560	1,779	2,297	2,784	2,767
<b>Tourism Price Index (4)</b>													
Accommodation	108	108	108	108	107	107	112	112	112	112	115	116	121
Meals & Drinks	134	135	136	145	142	142	142	144	150	154	155	162	167
Car Rentals	127	120	112	105	105	105	105	105	111	111	118	118	118
Other Transportation	113	114	115	116	116	120	122	123	126	130	133	136	135
Family Obligations	127	127	129	133	132	132	133	133	138	141	143	147	149
Miscellaneous	127	127	129	133	132	132	133	133	138	141	143	147	149
<b>Overall</b>	119	119	119	122	121	121	123	124	126	128	131	134	137

® - Revised

(1) Persons

(2) Tala million

(3) Tala, per person

(4) July 2003 = 100

(5) Starting from July 2007, figures for 'VFR' and 'Businesses' were revised following changes in the format of Samoa Immigration "Arrival Cards", which have also seen those that arrive for 'sports' purposes reclassified into the 'other purposes' category.

(6) As of August 2008, figures for 'sports' category was reclassified separately from the 'other purposes' category following changes in the format of Samoa Immigration "Arrival Cards"