

Table 7.

TOURISM EARNINGS, AVERAGE EXPENDITURE AND TOURISM PRICE INDEX

	Nov 08	Jan 09	Feb 09	Mar-09	Apr-09	May 09	Jun 09	Jul 09	Aug-09	Sep 09	Oct 09	Nov 09
	Ⓜ	Ⓜ	Ⓜ	Ⓜ	Ⓜ	Ⓜ	Ⓜ	Ⓜ	Ⓜ	Ⓜ	Ⓜ	Ⓜ
Total arrivals (1)	9,066	9,244	7,968	8,728	10,263	10,342	11,397	13,407	11,859	9,796	11,024	8,885
Total arrivals incl. cruise ships (1)	9,066	9,244	7,968	8,728	10,263	10,342	11,397	13,407	11,859	9,796	11,024	8,885
Arrivals, by market (1)												
American Samoa	1,479	1,753	1,469	1,658	2,105	1,873	2,369	3,008	1,851	1,505	1,514	1,617
Australia	1,678	1,793	1,263	1,571	1,687	1,824	1,992	2,060	2,483	1,896	2,349	1,280
Europe	537	360	416	664	527	454	515	529	605	471	312	391
New Zealand	3,831	3,996	3,070	3,223	4,344	4,319	4,506	5,845	5,106	4,387	5,380	3,993
USA	791	597	766	811	745	731	909	1,037	787	586	658	701
Other Countries	750	745	984	801	855	1,141	1,106	928	1,027	951	811	903
Cruise ships	0	0	0	0	0	0	0	0	0	0	0	0
Arrivals, by purpose (1)												
Holiday	3,516	3,346	2,815	3,343	4,199	3,854	4,602	6,324	4,662	4,094	3,270	3,170
VFR (5)	3,764	3,903	2,938	3,446	4,211	3,522	4,092	4,205	4,756	3,826	4,386	2,889
Business (5)	886	502	561	776	742	1,295	1,102	1,459	1,108	810	906	1,102
Sport (6)	55	42	288	61	120	207	211	178	181	257	134	177
Other	845	1,451	1,366	1,102	991	1,464	1,390	1,241	1,152	809	2,328 (7)	1,547
Cruise ships	0	0	0	0	0	0	0	0	0	0	0	0
Total earnings (2) Ⓜ	25.24	23.81	22.89	24.17	19.82	25.70	30.20	24.41	26.02	24.73	25.55	21.32
Total earnings incl. cruise ships (2)	25.24	23.81	22.89	24.17	19.82	25.70	30.20	24.41	26.02	24.73	25.55	21.32
Earnings, by market (2)												
American Samoa	2.35	3.03	2.36	2.89	4.38	2.58	3.78	6.06	3.17	2.83	3.44	2.29
Australia	5.37	5.22	4.95	3.62	5.09	7.20	8.89	3.14	5.79	4.76	5.10	3.69
Europe	1.76	1.03	1.07	1.69	1.37	1.28	0.75	0.71	1.51	0.97	0.79	1.09
New Zealand	11.70	10.67	10.66	11.48	4.49	10.79	10.17	11.06	11.67	12.18	13.28	11.03
USA	2.67	2.27	2.09	2.01	1.77	1.15	3.66	2.74	2.16	1.76	1.57	1.96
Other Countries	1.39	1.59	1.76	2.48	2.72	2.70	2.95	0.70	1.72	2.23	1.37	1.26
Cruise ships	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Earnings, by purpose (2)												
Holiday	9.63	7.40	8.27	9.03	8.79	10.22	10.49	11.79	7.42	8.99	6.57	7.69
VFR	11.34	12.68	8.97	10.92	7.93	9.79	13.87	9.29	15.06	12.72	14.26	8.41
Business	2.93	1.15	1.54	1.95	1.48	3.18	2.84	1.91	2.06	1.90	1.92	3.19
Sport	0.11	0.12	0.88	0.19	0.29	0.60	0.65	0.38	0.70	0.55	0.40	0.32
Other	1.24	2.47	3.23	2.07	1.33	1.90	2.34	1.04	0.76	0.58	2.41	1.72
Cruise ships	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Average expenditure (3)	2,786	2,576	2,873	2,768	1,932	2,485	2,649	1,821	2,194	2,526	2,317	2,400
Tourism Price Index (4)												
Accommodation	122	122	129	129	126	100	101	101	99	97	96	95
Meals & Drinks	170	174	171	169	172	175	175	172	169	167	163	161
Car Rentals	118	111	111	111	111	118	118	125	140	140	140	140
Other Transportation	133	126	126	129	128	129	128	129	128	129	129	128
Family Obligations	150	152	150	149	150	152	151	150	149	148	146	145
Miscellaneous	150	152	150	149	150	152	151	150	149	148	146	145
Overall	138	139	141	140	140	130	130	130	129	127	126	125

(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"

(7) Includes volunteers for the 29 September 2009 Tsunami disaster