

Table 7.

TOURISM EARNINGS, AVERAGE EXPENDITURE AND TOURISM PRICE INDEX

	May 09	Jul 09	Aug-09	Sep 09	Oct 09	Nov 09	Dec 09	Jan 10	Feb 10	Mar 10	Apr 10 (8)	May 10
Total arrivals (1)	10,342	13,407	11,859	9,880	11,064	8,927	16,159	9,916	6,902	8,860	8,895	9,658
Total arrivals incl. cruise ships (1)	10,342	13,407	11,859	9,880	11,064	8,927	16,159	9,916	6,902	8,860	8,895	9,658
Arrivals, by market (1)												
American Samoa	1,873	3,008	1,851	1,512	1,519	1,637	3,531	1,879	1,264	1,804	1,783	2,007
Australia	1,824	2,060	2,483	1,899	2,358	1,280	4,287	2,181	1,058	1,335	1,250	1,511
Europe	454	529	605	475	320	391	281	268	350	519	412	419
New Zealand	4,319	5,845	5,106	4,410	5,385	4,002	6,368	4,220	2,918	3,616	3,799	4,043
USA	731	1,037	787	587	668	705	904	519	542	675	697	756
Other Countries	1,141	928	1,027	997	814	912	788	849	770	911	954	922
Cruise ships	0	0	0	0	0	0	0	0	0	0	0	0
Arrivals, by purpose (1)												
Holiday	3,854	6,324	4,662	4,120	3,280	3,181	5,056	2,589	2,162	3,017	3,119	3,155
VFR (5)	3,522	4,205	4,756	3,846	4,396	2,906	8,453	4,844	2,638	3,524	3,124	3,582
Business (5)	1,295	1,459	1,108	810	908	1,110	620	773	691	908	758	1,238
Sport (6)	207	178	181	259	134	177	83	77	45	51	140	193
Other	1,464	1,241	1,152	845	2,346 (7)	1,553	1,947	1,633	1,366	1,360	1,754	1,490
Cruise ships	0	0	0	0	0	0	0	0	0	0	0	0
Total earnings (2) @	25.68	25.71	25.99	24.93	25.60	21.38	36.36	23.45	18.34	22.73	22.70	23.01
Total earnings incl. cruise ships (2)	25.68	25.71	25.99	24.93	25.60	21.38	36.36	23.45	18.34	22.73	22.70	23.01
Earnings, by market (2)												
American Samoa	2.58	6.07	3.18	2.86	3.45	2.33	6.12	3.24	1.94	3.02	3.62	2.81
Australia	7.19	3.13	5.78	4.76	5.10	3.68	12.63	5.69	3.72	2.80	3.44	5.88
Europe	1.28	0.71	1.51	0.97	0.81	1.09	0.80	0.66	0.78	1.09	0.88	1.12
New Zealand (8)	10.79	11.05	11.67	12.24	13.28	11.05	13.15	10.47	9.45	11.96	10.78	9.92
USA	1.14	2.73	2.16	1.76	1.58	1.97	2.49	1.70	1.24	1.46	1.50	1.13
Other Countries	2.70	2.00	1.71	2.34	1.37	1.26	1.16	1.69	1.22	2.40	2.48	2.15
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	10.21	12.43	7.42	9.05	6.58	7.70	9.62	4.73	5.70	7.36	8.36	8.13
VFR	9.79	9.72	15.05	12.79	14.28	8.45	23.31	14.55	8.01	11.12	8.49	9.68
Business	3.18	2.05	2.06	1.91	1.92	3.21	1.32	1.45	1.69	2.05	1.95	2.94
Sport	0.60	0.40	0.70	0.55	0.39	0.32	0.10	0.18	0.13	0.14	0.43	0.55
Other	1.90	1.11	0.76	0.63	2.42	1.72	2.01	2.53	2.82	2.06	3.48	1.70
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)	2,483	1,918	2,192	2,524	2,313	2,395	2,250	2,365	2,657	2,565	2,552	2,382
Av Exp, by purpose (2)												
Holiday	2,649	1,966	1,592	2,197	2,006	2,420	1,903	1,828	2,636	2,439	2,681	2,577
VFR	2,780	2,312	3,164	3,326	3,248	2,906	2,757	3,004	3,035	3,155	2,718	2,704
Business	2,456	1,405	1,859	2,358	2,115	2,889	2,127	1,874	2,449	2,253	2,567	2,379
Sport	2,899	2,247	3,867	2,124	2,910	1,792	1,239	2,383	2,781	2,841	3,045	2,826
Other	1,298	894	660	746	1,032	1,964	1,626	2,448	3,248	2,858	3,214	2,106
Cruise ships												
Tourism Price Index (4)												
Accommodation	100	101	99	97	96	95	96	96	97	96	96	98
Meals & Drinks	175	172	169	167	163	161	167	165	169	169	167	167
Car Rentals	118	125	140	140	140	140	140	140	140	140	140	140
Other Transportation	129	129	128	129	129	128	130	129	131	132	133	133
Family Obligations	152	150	149	148	146	145	148	147	150	150	150	150
Miscellaneous	152	150	149	148	146	145	148	147	150	150	150	150
Overall	130	130	129	127	126	125	127	126	128	128	128	129

(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

(8) Average tourist expenditure for New Zealand in April 2003 was revised upwards to be more in line with the movements of other countries in April.