

## QUARTERLY REVIEW OF TOURIST ARRIVALS IN PACIFIC ISLAND COUNTRIES QUARTER 1, 2016



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## PREFACE

The *Quarterly Review of Tourist Arrivals in Pacific Island Countries-First Quarter 2016* is published by the South Pacific Tourism Organization (SPTO). This report presents a review of tourist arrivals in Pacific Island countries in the first quarter of 2016 and the year ending March 2016 with comparative data for the same periods of the previous year.

Out of the seventeen Pacific Island countries, twelve responded with the required data in time for the preparation of this publication, but it was not possible to get data from Marshall Islands, Nauru, Niue, Tonga and Tuvalu. SPTO will continue its efforts to collect data from all member countries for inclusion in the next report.

In addition to this regular publication, SPTO also produces:

- the pocket-sized *SPTO Facts & Figures*
- Air and Cruise Tourist Survey reports that have been implemented in some selected member countries

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## DEFINITION AND CONCEPTS

The 2014 Regional Conference on Measuring Tourism held in Nadi in March under the auspices of the South Pacific Tourism Organization (SPTO) agreed to adopt the following definitions and terms recommended by the UNWTO and United Nations Statistical Office in the compilation of tourism statistics:

The term ‘tourist’ describes a person visiting a country other than that in which he/she has his/her usual place of residence for any reason other than following an occupation remunerated from within the country visited.

The definition covers two categories of tourists, namely,

**Tourist:** Tourist staying in the country visited for at least one night and not more than one year. However, the term ‘tourist’ is also used in the text of this report interchangeably for better reading but with the same meaning.

**Excursionist:** Tourist who does not stay overnight in the country visited – this report does not include this.

## SOURCES OF INFORMATION

All sources of statistical information contained in this publication are acknowledged at the foot of each table – mainly the national statistical offices and national tourism offices.

The source of information for tourist arrival statistics in all member countries is the E/D(Embarkation/Disembarkation) immigration arrival card. All 17 PIC member countries of SPTO have different E/D arrival card containing the required categories of information, which help distinguish tourists from other passengers and compile statistics according to the internationally accepted definitions and concepts to facilitate inter-country comparisons. The Regional Conference on Measuring Tourism held in Nadi in 2014 proposed the introduction of standard E/D Cards for Pacific ACPs and SPTO Member Countries, however, these introductions have yet to be made.

## **World Overview**

The UNWTO has forecasted an overall growth of 4% in international tourist arrivals for 2016. Growth is projected to be stronger in Asia and the Pacific (4-5%) and the Americas (4-5%). Europe is expected to have 3.5-4.5% growth while Africa is likely to have a surge of 2-5%. With regards to the Middle East, although there is a larger degree of volatility and uncertainty, it is projected that this region will have a growth of 2-5%. Table W1 below shows the forecasted growth for each region.

**Table W1: 2016 International Tourist Arrivals Forecast**

Region	2016 Forecasted % Growth
Africa	2-5%
Americas	4-5%
Asia & the Pacific	4-5%
Europe	3.5-4.5%
Middle East	2-5%

Source: UNWTO

## **Tourist Arrivals into Pacific ACP & SPTO Member Countries<sup>1</sup>**

In Quarter 1, 2016, the Pacific ACP and SPTO member countries<sup>2</sup> received a total of 395,959 tourists. When compared to the same period in 2015, this showed a 3.3% increase. Most countries recorded positive growths while American Samoa, Federated States of Micronesia, Palau, Papua New Guinea and Vanuatu recorded declines in their tourist arrivals. The summary is presented in Table R1 and Figure R1 below. In addition, Table R2 and Figure R2 show tourists arrivals in the region by source market.

**Table R1: Tourist Arrivals to Pacific ACP and SPTO Member Countries, Quarter 1, 2016**

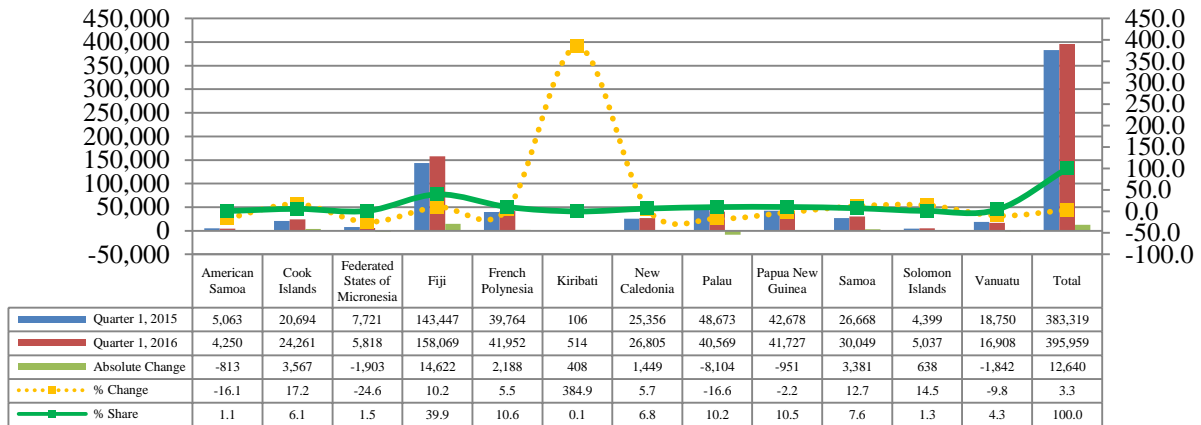
Destination	Quarter 1, 2015	Quarter 1, 2016	Absolute Change	% Change	% Share
American Samoa	5,063	4,250	-813	-16.1	1.1
Cook Islands	20,694	24,261	3,567	17.2	6.1
Federated States of Micronesia	7,721	5,818	-1,903	-24.6	1.5
Fiji	143,447	158,069	14,622	10.2	39.9
French Polynesia	39,764	41,952	2,188	5.5	10.6
Kiribati	106	514	408	384.9	0.1
New Caledonia	25,356	26,805	1,449	5.7	6.8
Palau	48,673	40,569	-8,104	-16.6	10.2
Papua New Guinea	42,678	41,727	-951	-2.2	10.5
Samoa	26,668	30,049	3,381	12.7	7.6
Solomon Islands	4,399	5,037	638	14.5	1.3
Vanuatu	18,750	16,908	-1,842	-9.8	4.3
<b>Total</b>	<b>383,319</b>	<b>395,959</b>	<b>12,640</b>	<b>3.3</b>	<b>100.0</b>

Source: NTOs, NSOs and SPTO

<sup>1</sup>American Samoa, Peoples' Republic of China, Cook Islands, Fiji, Federated States of Micronesia, French Polynesia, Kiribati, Marshall Islands, Nauru, New Caledonia, Niue, Palau, Papua New Guinea, Samoa, Solomon Islands, Timor Leste Tonga, Tuvalu and Vanuatu

<sup>2</sup> Quarter 1, 2016 data from Marshall Islands, Nauru, Niue, Timor Leste, Tonga and Tuvalu are not available.

**Figure R1: Tourist Arrivals in Pacific ACP and SPTO Member Countries in Quarter 1, 2016**



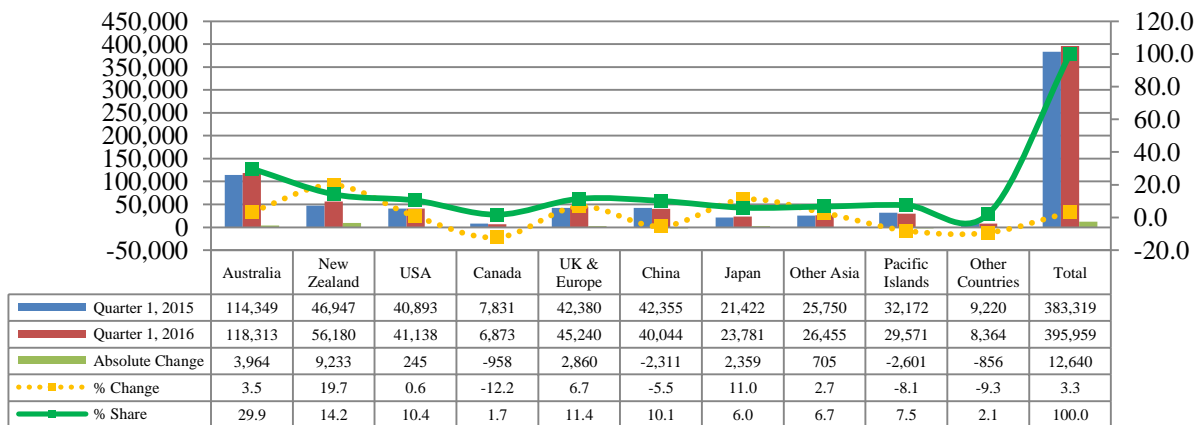
Source: NTOs, NSOs and SPTO

**Table R2: Tourist Arrivals by Source Market, Quarter 1, 2016**

Market	Quarter 1, 2015	Quarter 1, 2016	Absolute Change	% Change	% Share
Australia	114,349	118,313	3,964	3.5	29.9
New Zealand	46,947	56,180	9,233	19.7	14.2
USA	40,893	41,138	245	0.6	10.4
Canada	7,831	6,873	-958	-12.2	1.7
UK & Europe	42,380	45,240	2,860	6.7	11.4
China	42,355	40,044	-2,311	-5.5	10.1
Japan	21,422	23,781	2,359	11.0	6.0
Other Asia	25,750	26,455	705	2.7	6.7
Pacific Islands	32,172	29,571	-2,601	-8.1	7.5
Other Countries	9,220	8,364	-856	-9.3	2.1
<b>Total</b>	<b>383,319</b>	<b>395,959</b>	<b>12,640</b>	<b>3.3</b>	<b>100.0</b>

Source: NTOs, NSOs and SPTO

**Figure R2: Tourist Arrivals by Source Market, Quarter 1, 2016**



Source: NTOs, NSOs and SPTO

## Market Performance

### Australian Market

In Quarter 1, 2016, the region received a total number of 118,313 Australian tourists signifying a 3.5% increase in comparison to the same period in 2015. As usual, majority of the Australian tourists visited Fiji representing 60.5% of the total market share followed by PNG with a share of 15.9%. Most destinations recorded positive growths in tourist arrivals from this market except for the Federated States of Micronesia, Papua New Guinea, Samoa and Vanuatu. Details are shown in Table R3 and Figure R3 below.

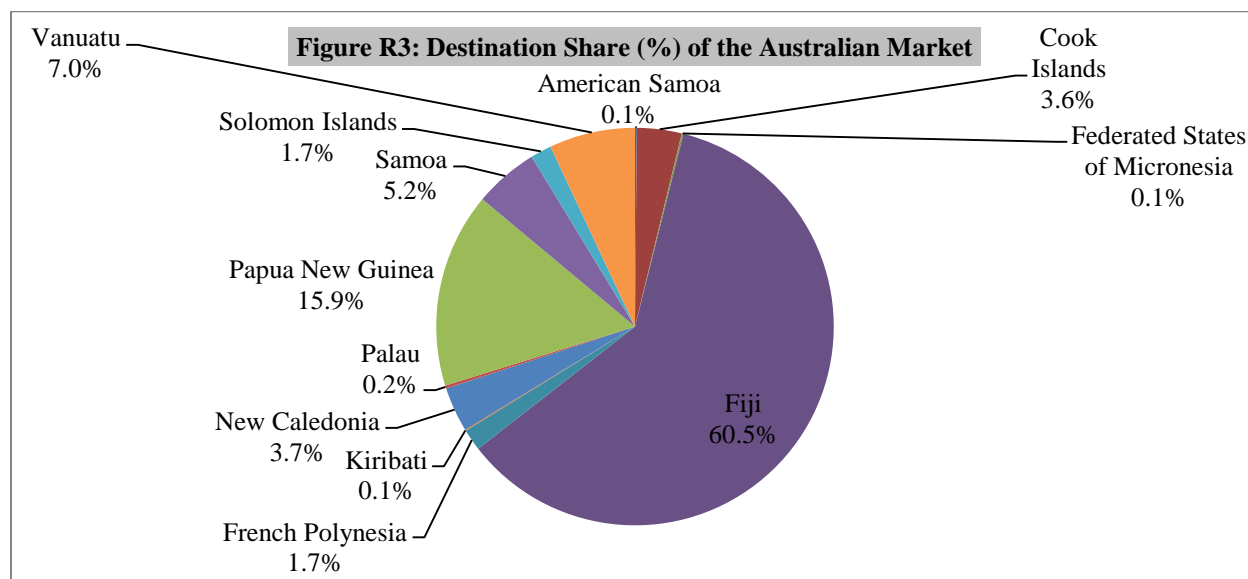
**Table R3: Australian Tourists by Destination and Destination Share, Quarter 1, 2016**

Destination	Quarter 1, 2015	Quarter 1, 2016	Absolute Change	% Change	% Share
American Samoa	118	176	58	49.2	0.1
Cook Islands	3,286	4,299	1,013	30.8	3.6
Federated States of Micronesia	285	164	-121	-42.5	0.1
Fiji	67,552	71,636	4,084	6.0	60.5
French Polynesia	1,740	2,065	325	18.7	1.7
Kiribati	17	101	84	494.1	0.1
New Caledonia	3,514	4,329	815	23.2	3.7
Palau	263	291	28	10.6	0.2
Papua New Guinea	20,110	18,770	-1,340	-6.7	15.9
Samoa	6,236	6,189	-47	-0.8	5.2
Solomon Islands	1,750	2,024	274	15.7	1.7
Vanuatu	9,478	8,269	-1,209	-12.8	7.0
<b>Total</b>	<b>114,349</b>	<b>118,313</b>	<b>3,964</b>	<b>3.5</b>	<b>100.0</b>

Note: Data not available for Marshall Islands, Nauru, Niue, Timor Leste, Tonga and Tuvalu.

\* Palau figures include Australia/New Zealand together.

Source: NTOs, NSOs and SPTO





## New Zealand Market

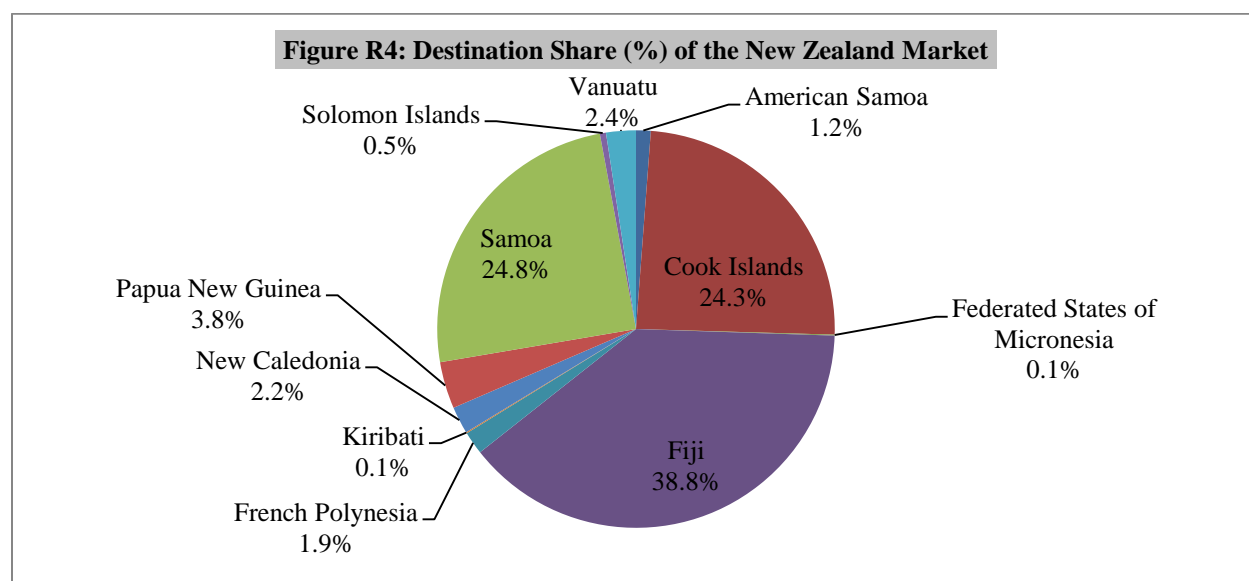
In Quarter 1, 2016, the region received 56,180 New Zealand tourists out of which 87.9% visited Cook Islands, Fiji and Samoa. The remaining 12.1% were shared among the other countries. In terms of market performance, there is a marked 19.7% increase in tourist arrivals from this market. Table R4 and Figure R4 below illustrate more details.

**Table R4:– New Zealand Tourists by Destination and Destination Share, Quarter 1, 2016**

Destination	Quarter 1, 2015	Quarter 1, 2016	Absolute Change	% Change	% Share
American Samoa	698	670	-28	-4.0	1.2
Cook Islands	12,061	13,627	1,566	13.0	24.3
Federated States of Micronesia	64	44	-20	-31.3	0.1
Fiji	16,858	21,814	4,956	29.4	38.8
French Polynesia	1,119	1,046	-73	-6.5	1.9
Kiribati	12	53	41	341.7	0.1
New Caledonia	1,127	1,238	111	9.8	2.2
Papua New Guinea	2,533	2,142	-391	-15.4	3.8
Samoa	10,620	13,908	3,288	31.0	24.8
Solomon Islands	281	279	-2	-0.7	0.5
Vanuatu	1,574	1,359	-215	-13.7	2.4
<b>Total</b>	<b>46,947</b>	<b>56,180</b>	<b>9,233</b>	<b>19.7</b>	<b>100.0</b>

Note: Data not available for Marshall Islands, Nauru, Niue, Timor Leste, Tonga and Tuvalu. Palau figures included with Australia.

Source: NTOs, NSOs and SPTO



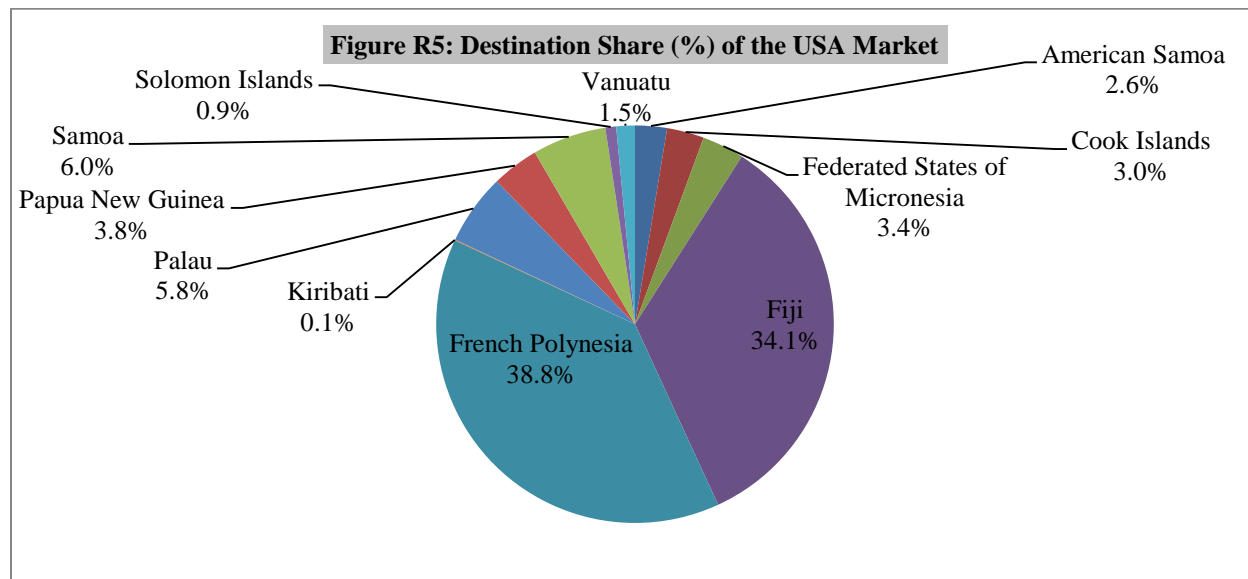
## USA Market

During the period under review, this market registered an increase of 0.6% in tourist arrivals in contrast to Quarter 1, 2015. This was attributed to positive growths in destinations such as Cook Islands, Fiji, French Polynesia, Kiribati, Samoa, Solomon Islands and Vanuatu. Other countries registered declines and details are shown in Table R5 and Figure R5 below.

**Table R5: USA Tourists by Destination and Destination Share, Quarter 1, 2016**

Destination	Quarter 1, 2015	Quarter 1, 2016	Absolute Change	% Change	% Share
American Samoa	1,182	1,065	-117	-9.9	2.6
Cook Islands	1,126	1,245	119	10.6	3.0
Federated States of Micronesia	1,892	1,402	-490	-25.9	3.4
Fiji	13,941	14,031	90	0.6	34.1
French Polynesia	15,840	15,961	121	0.8	38.8
Kiribati	3	30	27	900.0	0.1
Palau	2,612	2,372	-240	-9.2	5.8
Papua New Guinea	1,729	1,574	-155	-9.0	3.8
Samoa	1,640	2,475	835	50.9	6.0
Solomon Islands	329	359	30	9.1	0.9
Vanuatu	599	624	25	4.2	1.5
<b>Total</b>	<b>40,893</b>	<b>41,138</b>	<b>245</b>	<b>0.6</b>	<b>100.0</b>

Note: Data not available for Marshall Islands, Nauru, Niue, Timor Leste, Tonga and Tuvalu.  
Source: NTOs, NSOs and SPTO



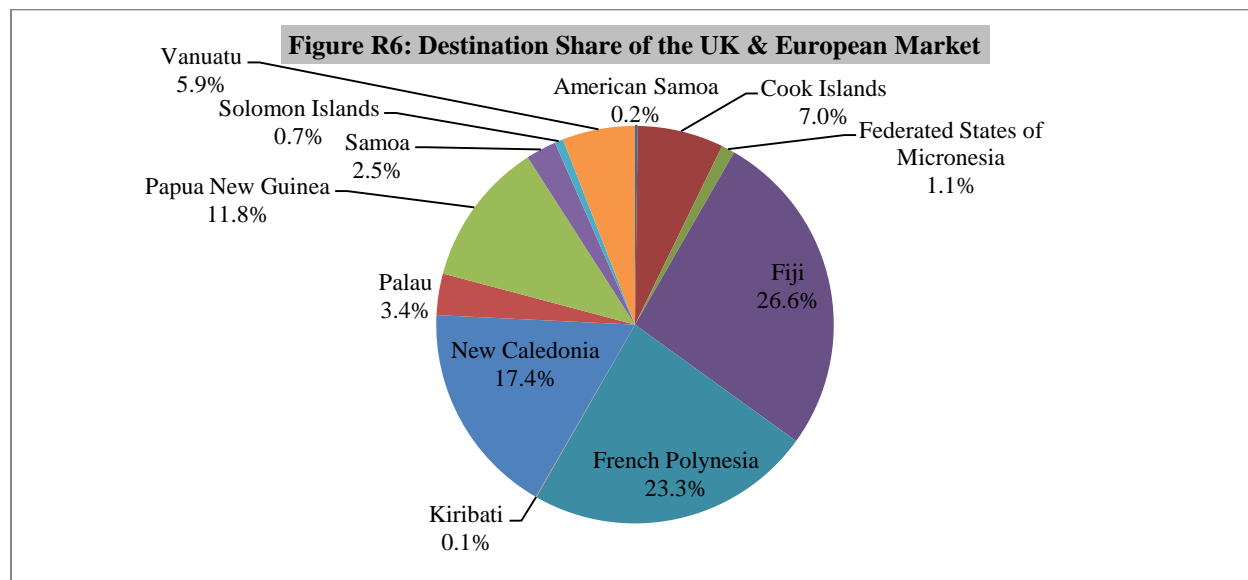
## UK & European Market

In Quarter 1, 2016, 45,240 tourists visited the region from the UK and Europe. Overall, this market grew by 6.7% compared to the same period last year. Fiji received the highest number of tourists from this market and registered a market share of 26.6% while French Polynesia had a share of 23.3%. Details are illustrated in Table R6 and Figure R6 below.

**Table R6: European Tourists by Destination and Destination Share, Quarter 1, 2016**

Destination	Quarter 1, 2015	Quarter 1, 2016	Absolute Change	% Change	% Share
American Samoa	160	100	-60	-37.5	0.2
Cook Islands	2,797	3,169	372	13.3	7.0
Federated States of Micronesia	644	490	-154	-23.9	1.1
Fiji	12,337	12,056	-281	-2.3	26.6
French Polynesia	10,289	10,545	256	2.5	23.3
Kiribati	1	23	22	2,200.0	0.1
New Caledonia	8,002	7,893		0.0	17.4
Palau	1,695	1,527	-168	-9.9	3.4
Papua New Guinea	4,355	5,331	976	22.4	11.8
Samoa	656	1,121	465	70.9	2.5
Solomon Islands	237	315	78	32.9	0.7
Vanuatu	1,207	2,670	1,463	121.2	5.9
<b>Total</b>	<b>42,380</b>	<b>45,240</b>	<b>2,860</b>	<b>6.7</b>	<b>100.0</b>

Note: Data not available for Marshall Islands, Nauru, Niue, Timor Leste, Tonga and Tuvalu.  
Source: NTOs, NSOs and SPTO



## Japanese Market

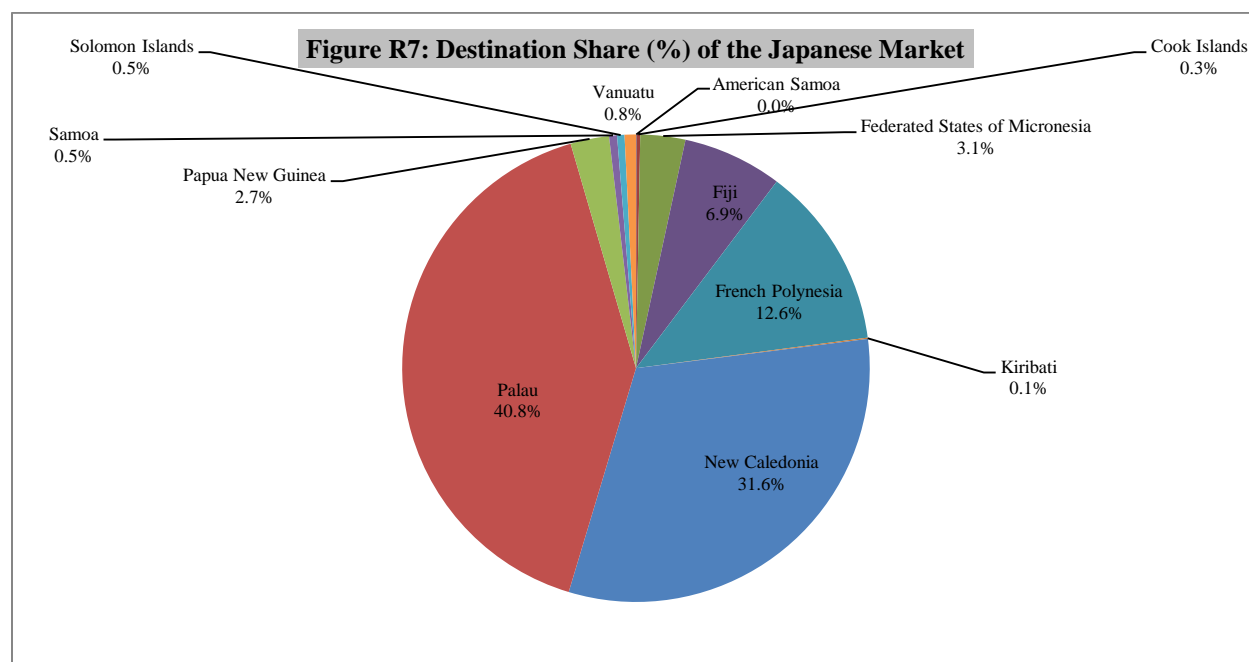
In Quarter 1, 2016, a total of 23,781 Japanese tourists visited the region representing an 11% increase compared to the same period in the previous year. Majority of tourists (40.8%) from this market visited Palau due to its proximity while an additional 31.6% visited New Caledonia. Details are shown in Table R7 and Figure R7 below.

**Table R7: Japanese Tourists by Destination and Destination Share, Quarter 1, 2016**

Destination	Quarter 1, 2015	Quarter 1, 2016	Absolute Change	% Change	% Share
American Samoa	25	8	-17	-68.0	0.0
Cook Islands	60	61	1	1.7	0.3
Federated States of Micronesia	862	740	-122	-14.2	3.1
Fiji	1,462	1,636	174	11.9	6.9
French Polynesia	2,213	3,004	791	35.7	12.6
Kiribati	14	21	7	50.0	0.1
New Caledonia	6,378	7,526		0.0	31.6
Palau	9,364	9,712	348	3.7	40.8
Papua New Guinea	641	635	-6	-0.9	2.7
Samoa	93	130	37	39.8	0.5
Solomon Islands	124	122	-2	-1.6	0.5
Vanuatu	186	186	0	0.0	0.8
<b>Total</b>	<b>21,422</b>	<b>23,781</b>	<b>2,359</b>	<b>11.0</b>	<b>100.0</b>

Note: Data not available for Marshall Islands, Nauru, Niue, Timor Leste, Tonga and Tuvalu.

Source: NTOs, NSOs and SPTO



## Chinese Market

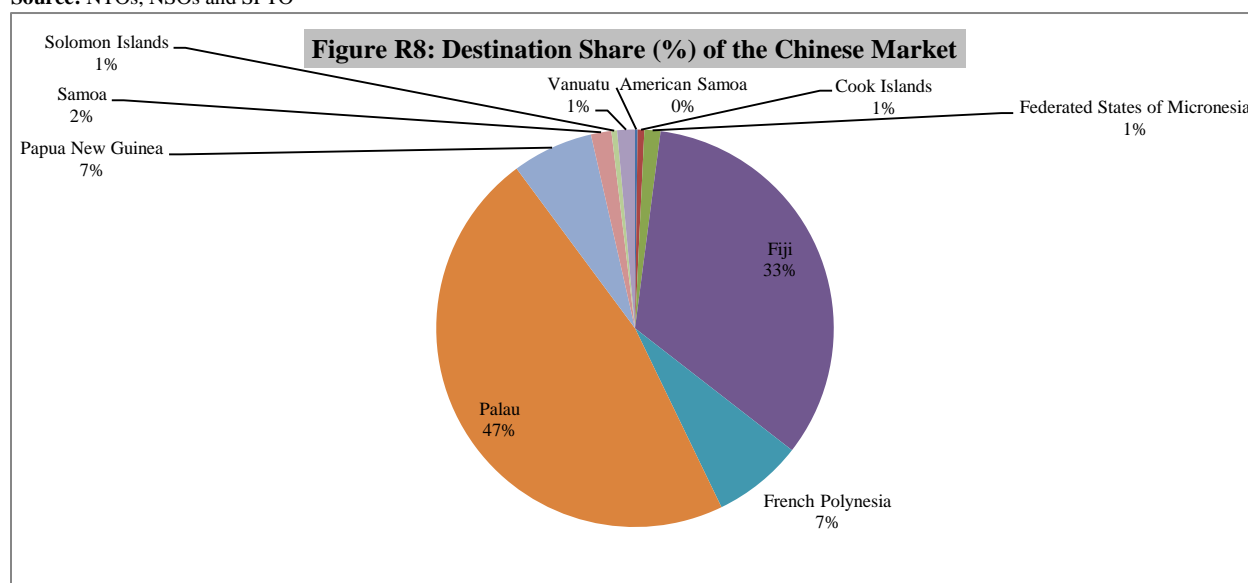
During the period under review, 40,044 Chinese tourists visited the region and this showed a 5.5% decline from Quarter 1, 2015. Of this, 47% visited Palau while 33.4% visited Fiji. The remaining share was distributed among the other regional countries. Details are shown in Table R8 and Figure R8 below.

**Table R8: Chinese Tourists by Destination and Destination Share, Quarter 1, 2016**

Destination	Quarter 1, 2015	Quarter 1, 2016	Absolute Change	% Change	% Share
American Samoa	81	84	3	3.7	0.2
Cook Islands	129	218	89	69.0	0.5
Federated States of Micronesia	688	524	-164	-23.8	1.3
Fiji	9,516	13,394	3,878	40.8	33.4
French Polynesia	1,928	2,932	1,004	52.1	7.3
Palau	26,206	18,825	-7,381	-28.2	47.0
Papua New Guinea	2,568	2,640	72	2.8	6.6
Samoa	518	665	147	28.4	1.7
Solomon Islands	189	187	-2	-1.1	0.5
Vanuatu	532	575	43	8.1	1.4
<b>Total</b>	<b>42,355</b>	<b>40,044</b>	<b>-2,311</b>	<b>-5.5</b>	<b>100.0</b>

**Note:** Data not available for Marshall Islands, Nauru, Niue, Timor Leste, Tonga and Tuvalu.

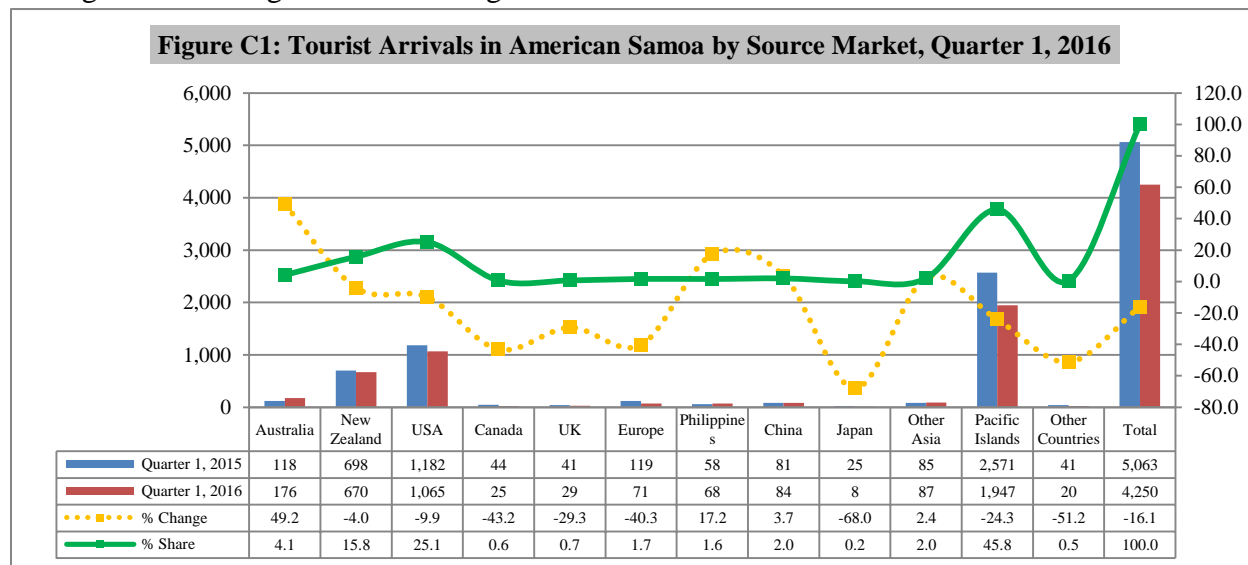
**Source:** NTOs, NSOs and SPTO



## Destination Analysis

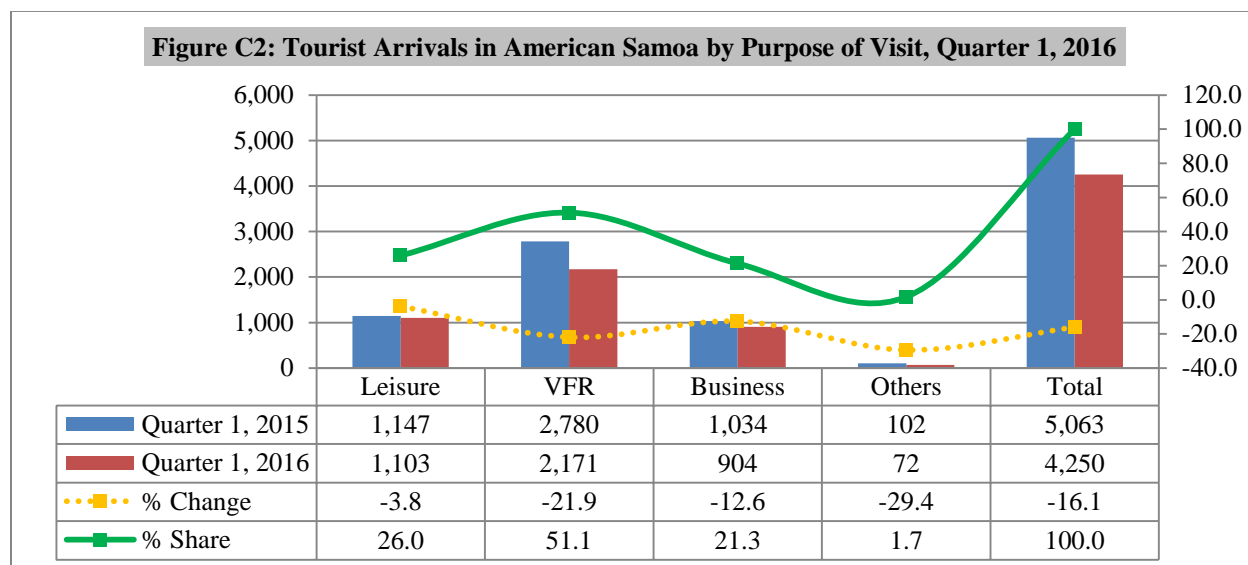
### American Samoa

In Quarter 1, 2016, a total of 4,250 tourists visited American Samoa and this marked a decline of 16.1% in comparison to the same period in 2015. Positive growths were recorded for Australia (49.2%), Philippines (17.2%), China (3.7%) and Other Asia (2.4%). Arrivals from the other source markets slumped. The Pacific Islands again dominated arrivals into this destination recording a share of 45.8% followed by the USA at 25.1%. The remaining 29.1% was shared among the remaining destinations. Figure C1 below illustrates more details.



Source: American Samoa Department of Commerce

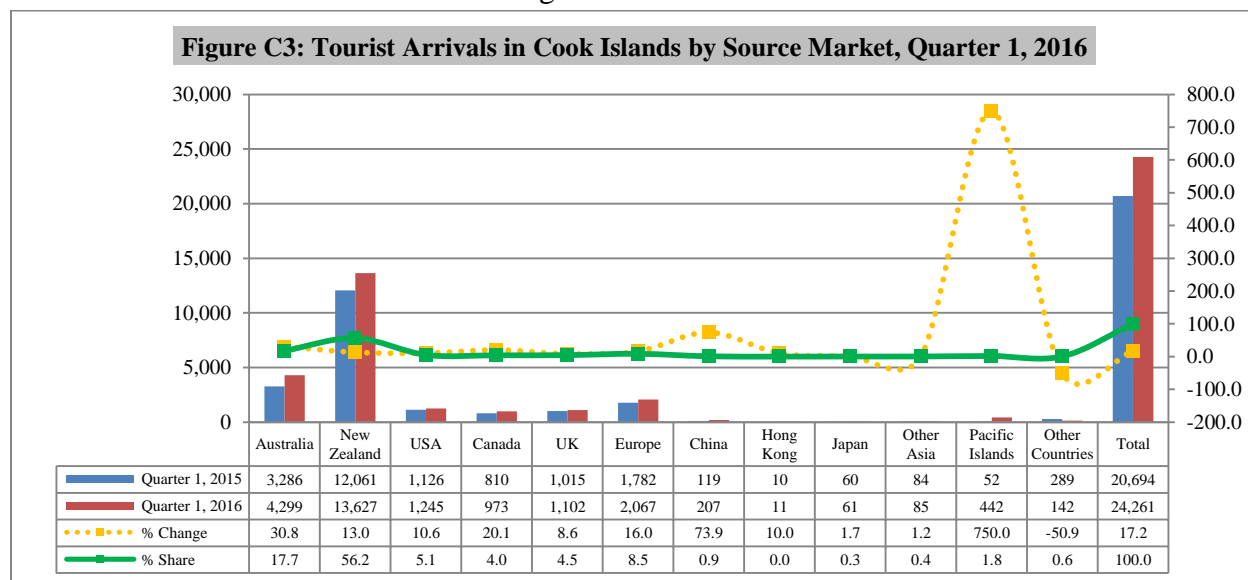
Analysis by purpose of visit reveals the majority of tourists were visiting friends and relatives (51.1%). Holidaying tourists accounted for 26% while Business and the classification 'other purposes' represented 21.3% and 1.7% respectively. When compared to the same period of the previous year, an overall decline of 16.1% was registered. Details are shown in Figure C2 below.



Source: American Samoa Department of Commerce

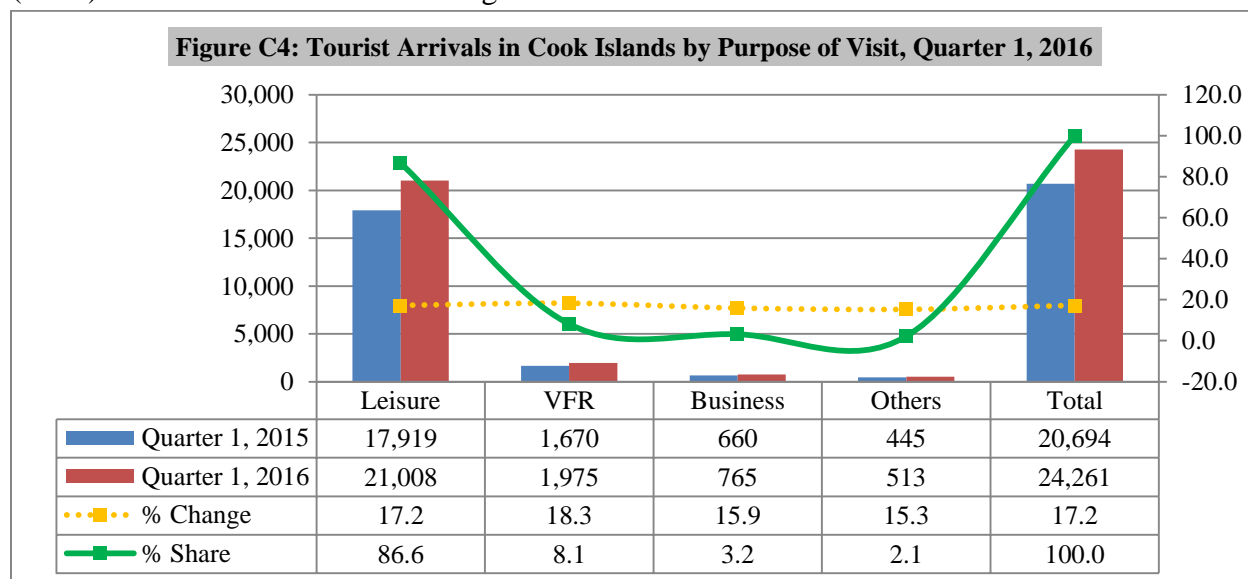
## Cook Islands

During the period under review, Cook Islands received 24,261 tourists which was an increase by 17.2% when compared to Quarter 1, 2015. In terms of growth, the Pacific Islands registered the highest growth of 750% or 390 in absolute terms. Arrivals from China grew by 73.9% with Australian arrivals marking a 30.8% increase while New Zealand had a growth of 13%. New Zealand continued to dominate as the major source market having 56.2% share followed by Australia having 17.7% share. The remaining 26.1% was shared amongst the other source markets. More details are illustrated in Figure C3 below.



Source: Cook Islands Ministry of Finance and Economic Management

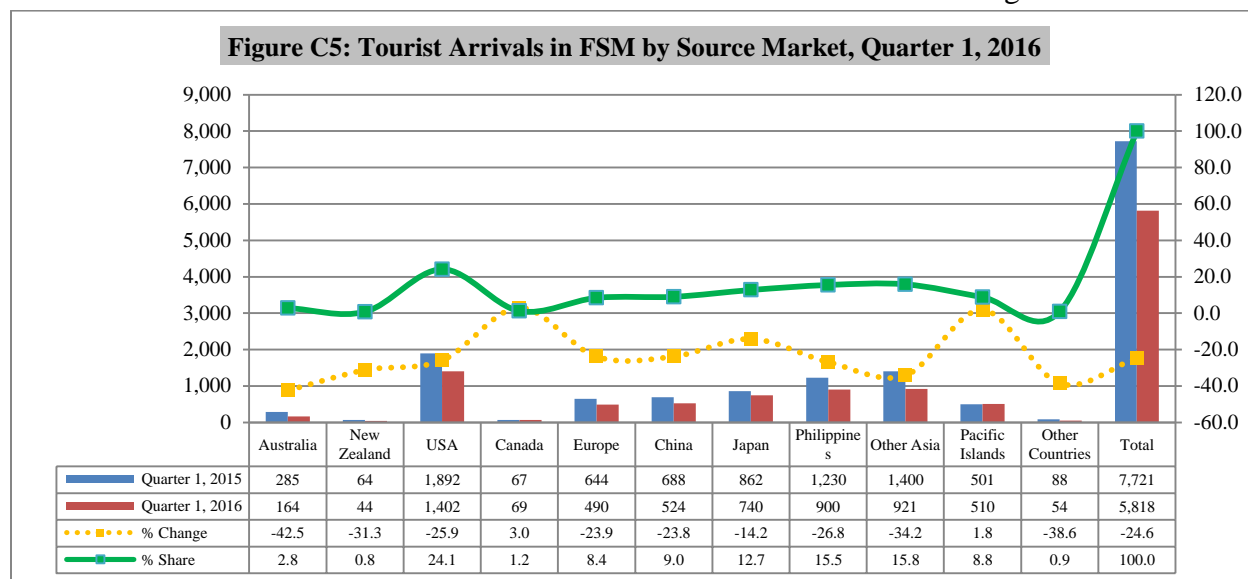
Analysis by purpose of visit reveals that all segments registered positive growths. VFR had the highest growth of 18.3%. In terms of shares, leisure tourists dominated tourist arrival into Cook Islands with an 86.6% share followed by VFR (8.1%), Business (3.2%) and Other purposes (2.1%). More details are shown in Figure C4 below.



Source: Cook Islands Ministry of Finance and Economic Management

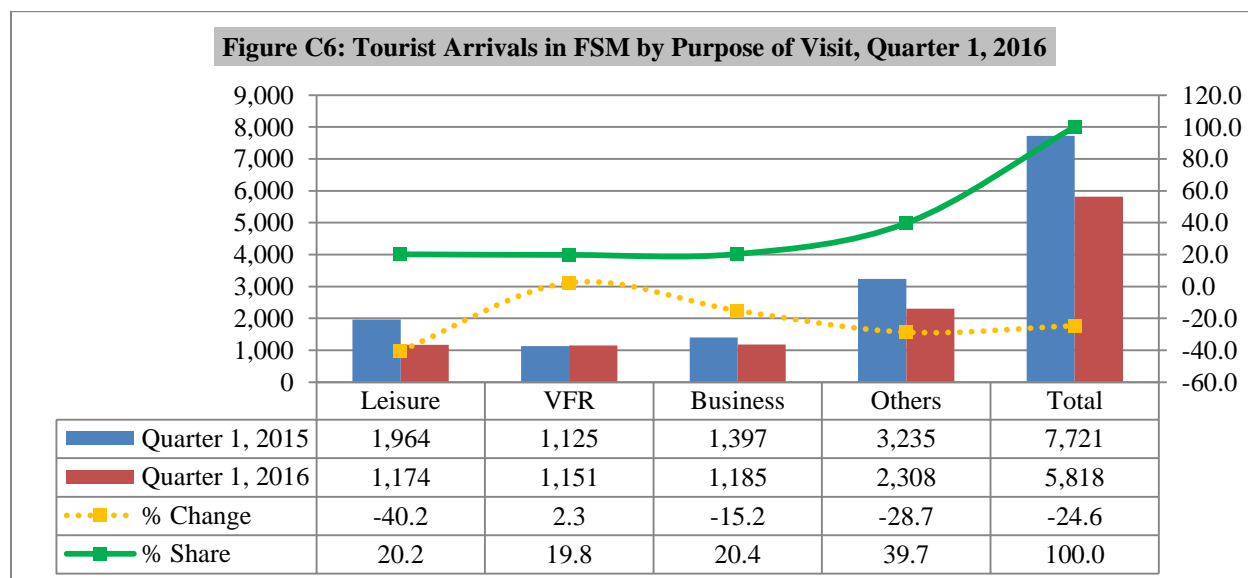
## Federated States of Micronesia

In Quarter 1, 2016, the Federated States of Micronesia received 5,818 tourists marking a drastic decline by 24.6%. Canada and the Pacific Islands were the only source markets that registered positive growths of 3% and 1.8% respectively while the other markets slumped. USA continued to be the dominant source market with a 24.1% share. Details are shown in Figure C5 below.



**Source:** Office of Statistics, Budget and Economic Management, Overseas Development Assistance and Compact Agreement (SBOC)

During the period under review, VFR was the only segment that registered a positive growth while there were declines in the other three classifications. Majority of tourists (39.7%) visited FSM for other purposes apart from leisure, VFR and business. Business tourists accounted for 20.4% shares, leisure tourists had 20.2% shares while those visiting friends and relatives had a share of 19.8%. More details are shown in Figure C6 below.

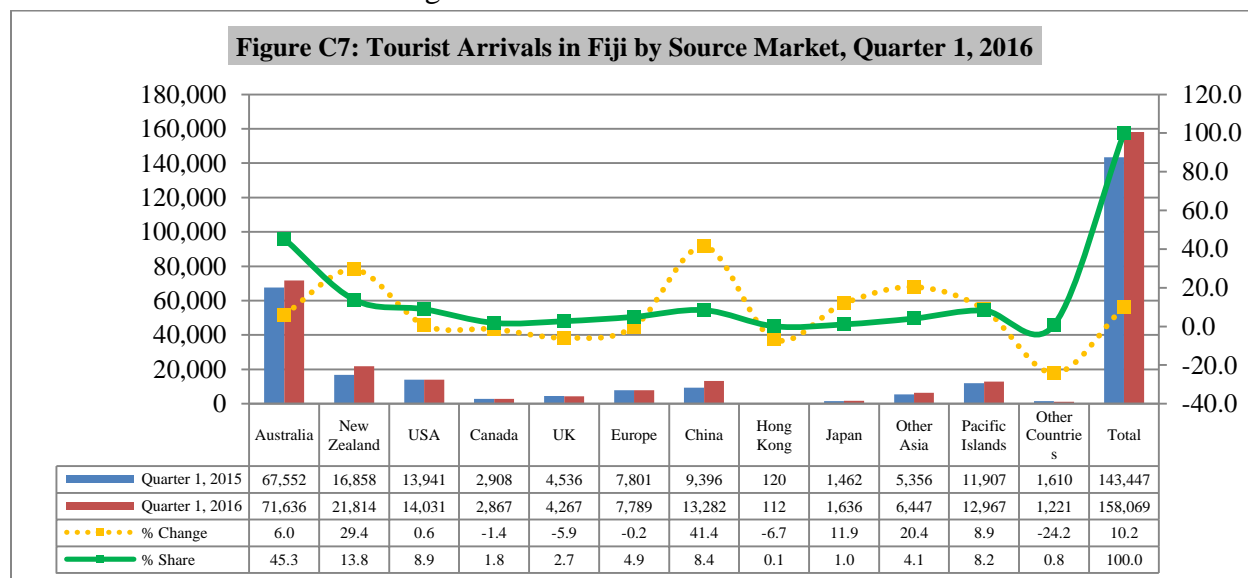


**Source:** Office of Statistics, Budget and Economic Management, Overseas Development Assistance and Compact Agreement (SBOC)



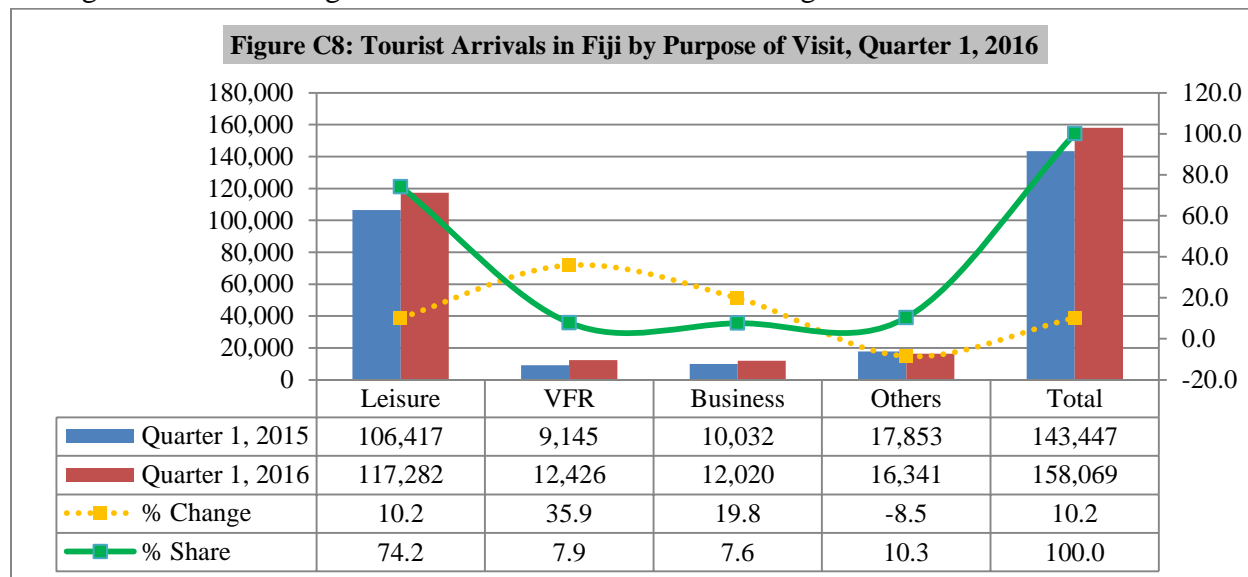
## Fiji

Fiji recorded a 10.2% growth in tourist arrivals in comparison to Quarter 1, 2015. The highest growth in this period was recorded by China which had a 41.4% growth followed by New Zealand (29.4%), Other Asia (20.4%), Japan (11.9%), Pacific Islands (8.9%), Australia (6%) and USA (0.6%). The other destinations registered decline in tourist arrivals to Fiji. In terms of shares, Australia continued to be the dominant source market having a 45.3% share while New Zealand had a share of 13.8%. The remaining 40.9% was shared amongst the other source markets. Details are shown in Figure C7 below.



Source: Fiji Bureau of Statistics

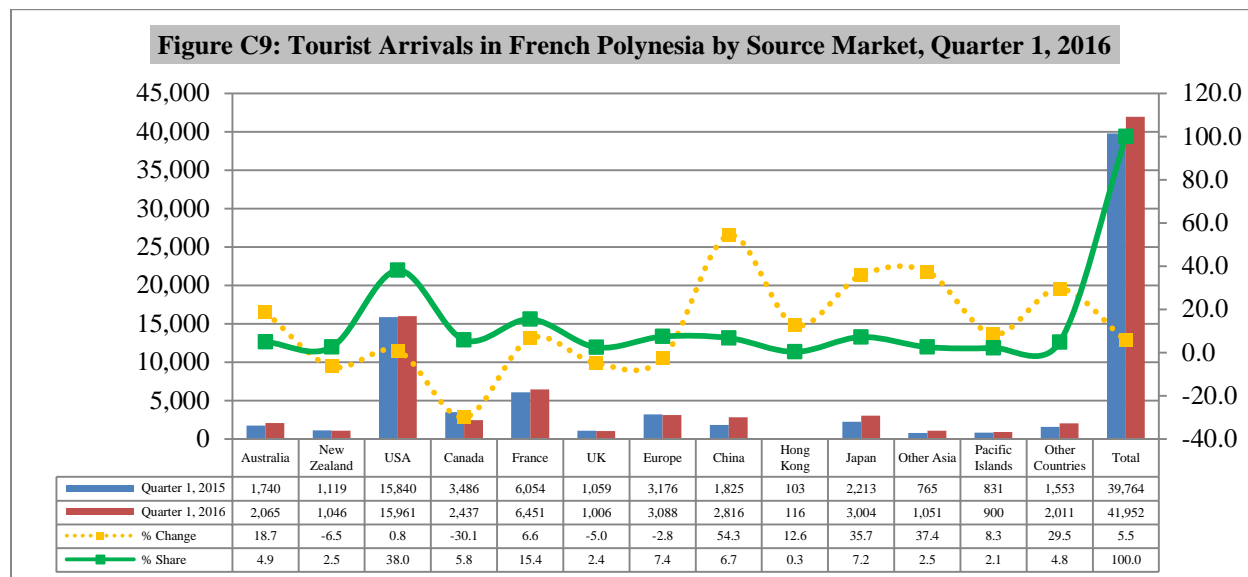
In analyzing tourist arrivals by purpose of visit, VFR had the highest growth of 35.9% while the business segment had an increase of 19.8%. Leisure had a growth of 10.2% while the classification 'Other purposes' declined by 8.5%. Leisure tourists continue to dominate tourist arrivals to this destination recording a 74.2% share while the remaining 25.8% was shared among the other three segments. More details are shown in Figure C8 below.



Source: Fiji Bureau of Statistics

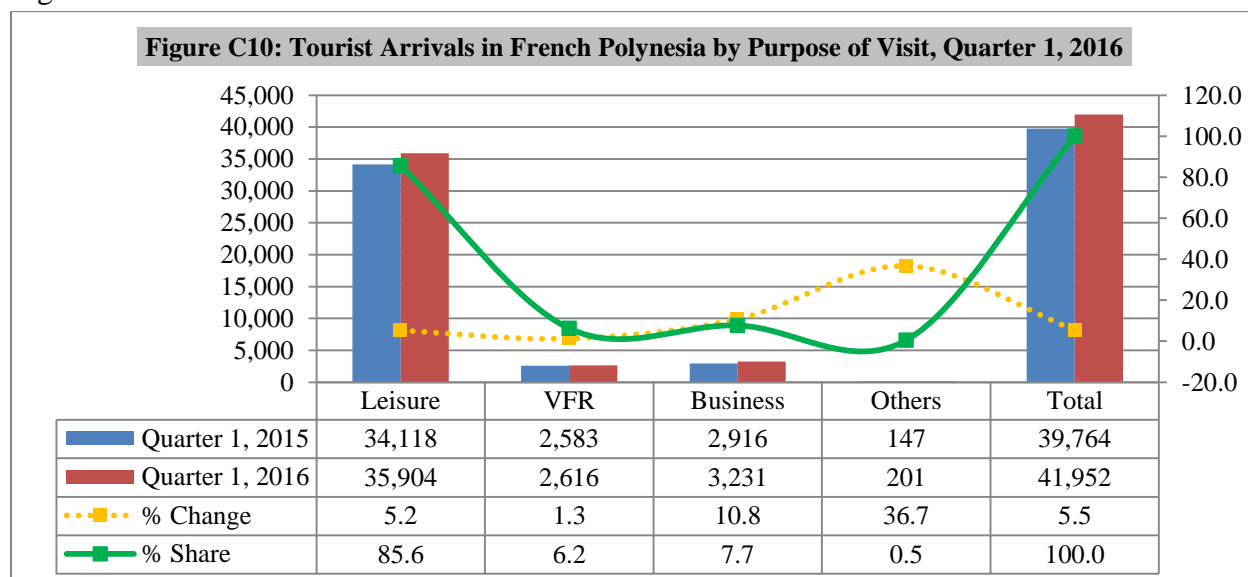
## French Polynesia

In Quarter 1, 2016, a total of 41,952 tourists visited French Polynesia. This represents a 5.5% growth from the same quarter in 2015. China recorded the highest percentage growth at 54.3% followed by Other Asia (37.4) and Japan (35.7). Tourist arrivals from Canada slumped by 30.1% (1,049 in absolute terms) signifying the highest decline for French Polynesia during this period. The USA continued to dominate as the major source market for this destination and registered a 38% share while France had a share of 15.4%. The remaining 46.6% was shared by the other source markets. Details are clearly shown in Figure C9 below.



Source: Institut de la Statistique de la PolynesieFrancaise

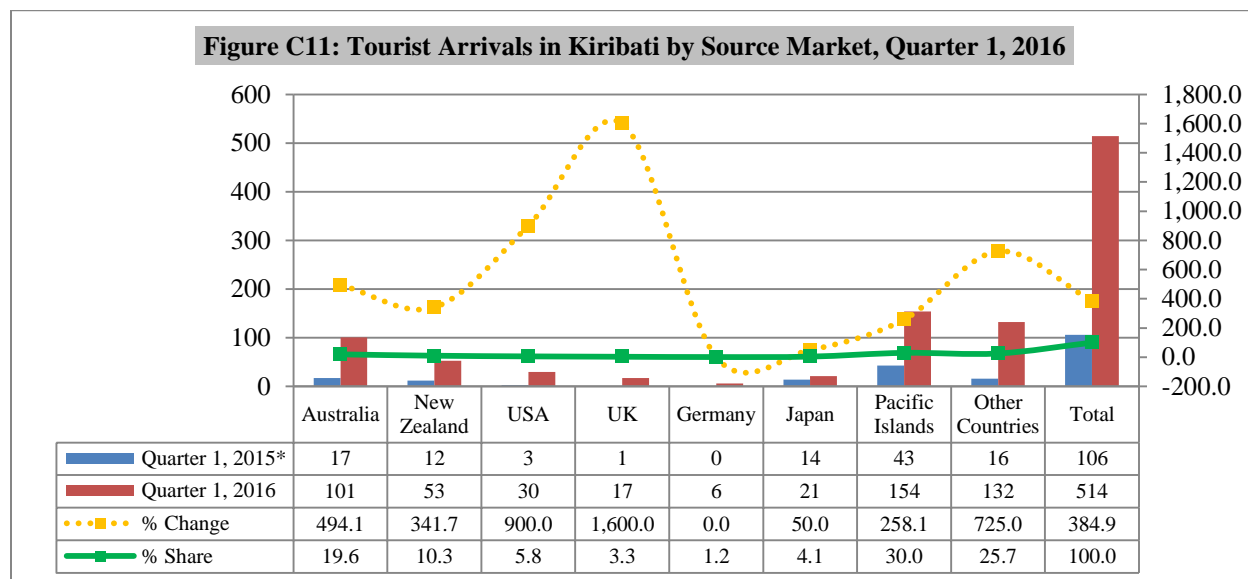
Analysis by purpose of visit reveals that majority of the tourists visited French Polynesia for leisure purposes, representing 85.6% of the total tourist traffic. The remaining 14.4% were shared between VFR, business and others. All segment registered positive growths and the classification 'Other Purposes' had the highest increase of 36.7%. Details are clearly shown in Figure C10 below.



Source: Institut de la Statistique de la PolynesieFrancaise

## Kiribati

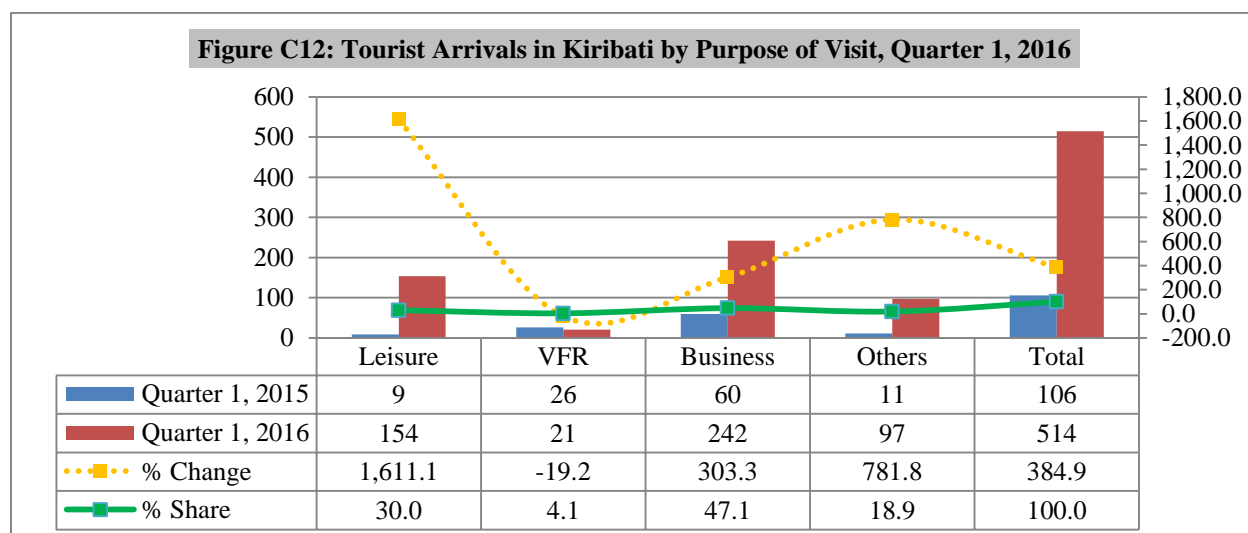
In Quarter 1, 2016, Kiribati welcomed 514 tourists to its shores marking a 384.9% increase in comparison to the same period in 2015. Tourist arrival figures for Quarter 1, 2015 only includes two months data due to loss of February arrival cards. Thus, the high growth rate recorded. Furthermore, figures quoted in Figure C11 below only represents tourist arrivals to Tarawa and does not include Kiritimati Island.



**Source:** Kiribati National Tourism Office

**Note:** Figures quoted does not include VA statistics for Kiritimati Island. \*Does not incl. Feb statistics due to loss of arrival cards

During the period under review, business tourists dominated tourist arrivals with a 47.1% share while 30% were leisure tourists. An additional 18.9% visited Kiribati for other purposes while 41% visited friends and relatives. The figures quoted only represent tourist arrivals to Tarawa and not Kiritimati Island. Figure C12 below shows more details.



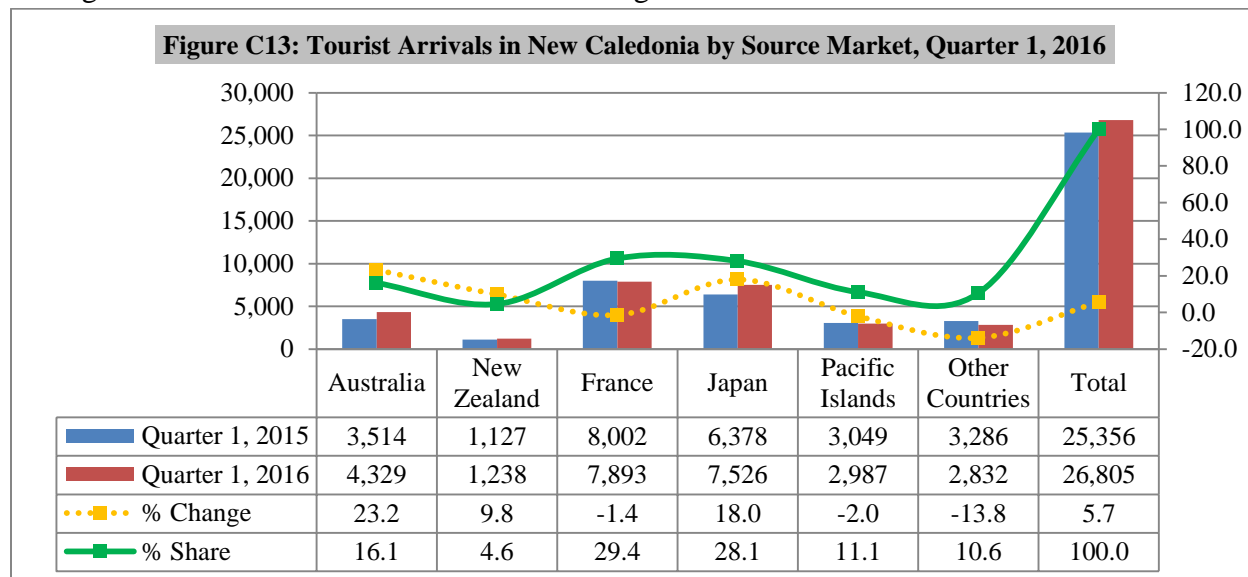
**Source:** Kiribati National Tourism Office

**Note:** Figures quoted does not include VA statistics for Kiritimati Island

\*Does not incl. Feb statistics due to loss of arrival cards

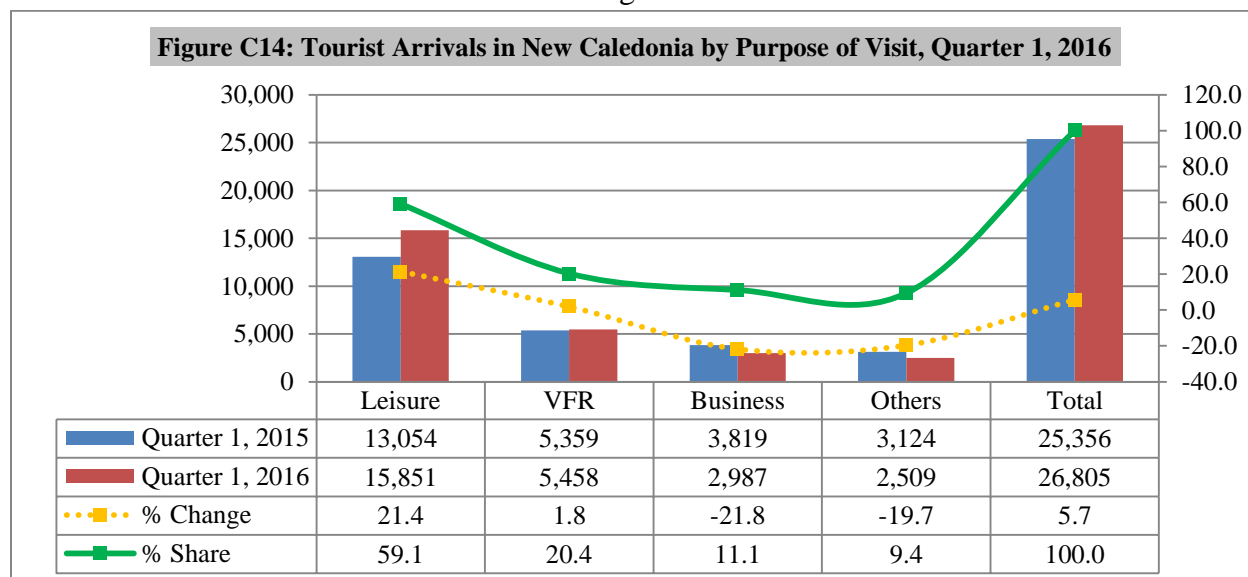
## New Caledonia

Tourist arrivals into New Caledonia stood at 26,805 in Quarter 1, 2016 and this represented a 5.7% increase in comparison to the same quarter in 2015. The highest growth during this period was recorded by Australia with a 23.2% increase. Tourist arrivals from France, Pacific Islands and Other countries declined. Source markets under ‘other countries’ include China, USA, Canada, UK and Europe. In terms of shares, France continued to be the dominant source market having a share of 29.4%. Details are shown in Figure C13 below.



Source: Service de la coopération régionale et des relations extérieures

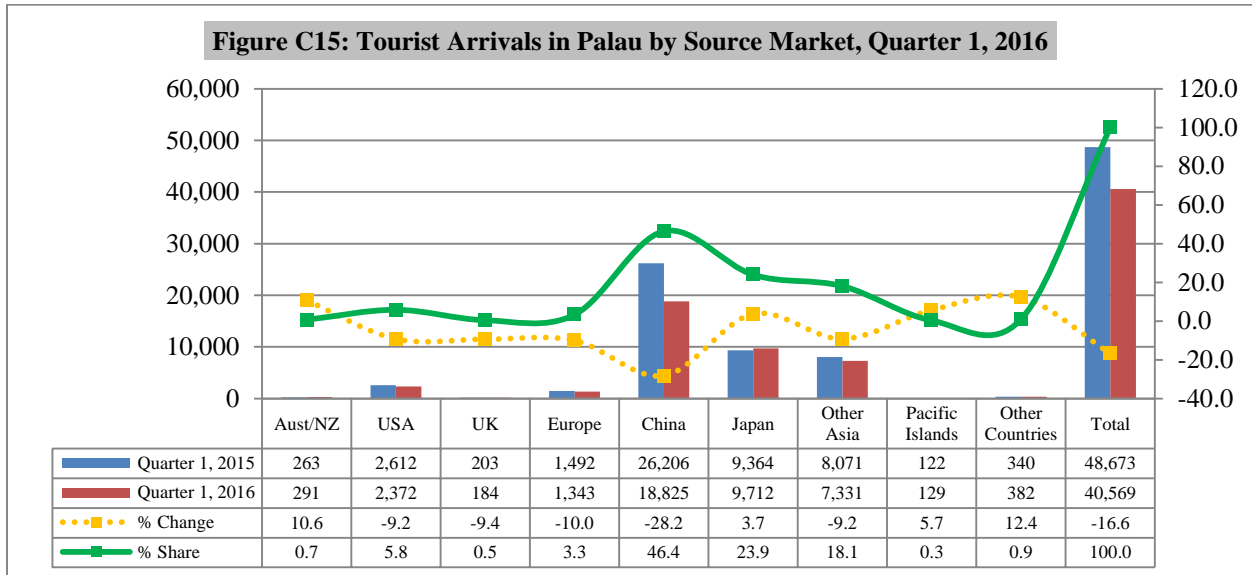
In Quarter 1, 2016, Leisure and VFR segments registered positive growths of 21.4% and 1.8% respectively. In contrast, there was a decline in arrivals for business tourists (-21.8%) and those visiting for other purposes (-19.7%). Leisure tourists dominated arrivals to New Caledonia recording a share of 59.1% while the remaining 40.9% was shared among the other three classifications. More details are illustrated in Figure C14 below.



Source: Service de la coopération régionale et des relations extérieures

**Palau**

In Quarter 1, 2016, Palau recorded a decline of 16.6% in tourist arrivals. The most notable decline was registered for China having a 28.2% dip. The only source markets that recorded positive growths were Australia/New Zealand (10.6%), Other Countries (12.4%), Pacific Islands (5.7%) and Japan (3.7%). Despite the decline in tourist traffic from China, this source market continued to be the dominant source market for Palau having 46.4% share while Japan had 23.9% share. More details are shown in Figure C15 below.

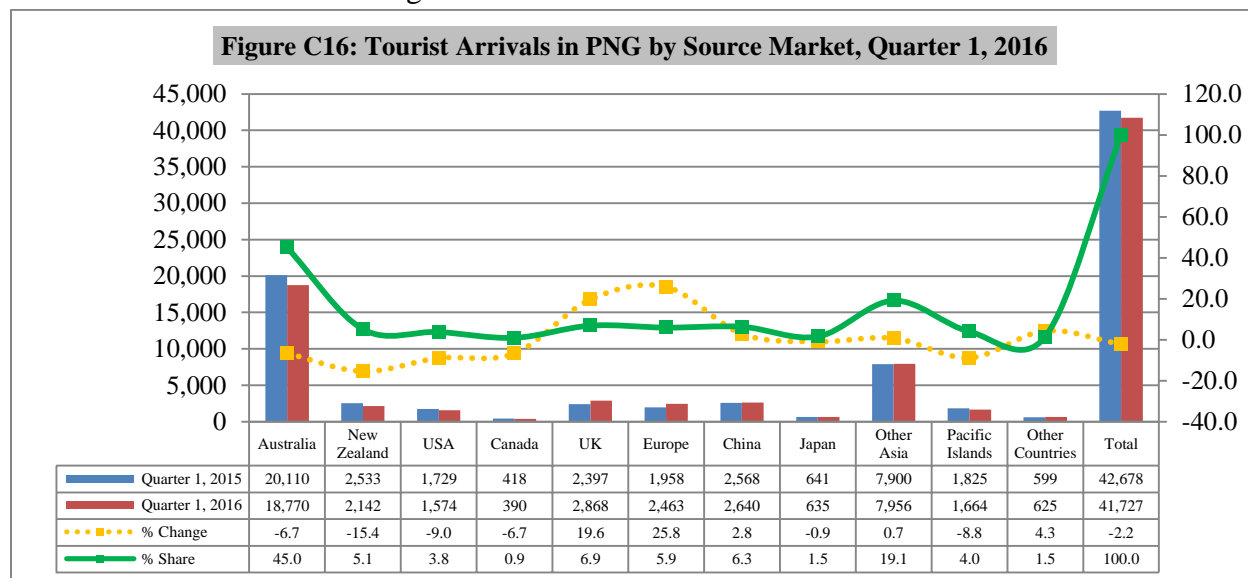


**Source:** Palau Tourists Authority

**Note:** Palau’s data on Purpose of Visit not available.

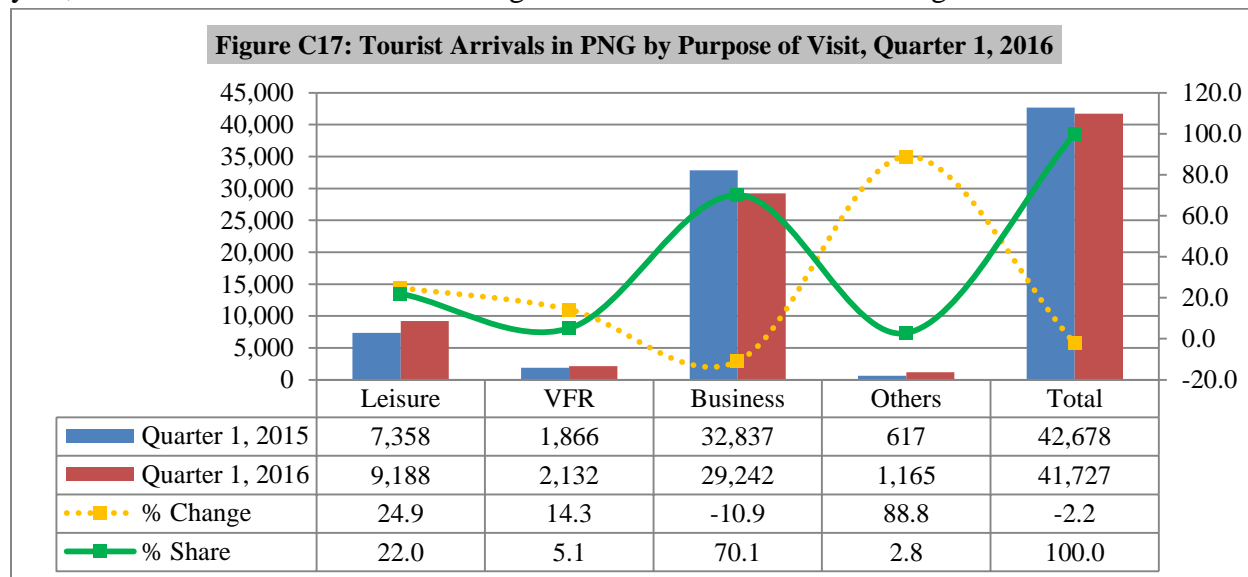
## Papua New Guinea

During this quarter, PNG recorded a decline of 2.2% in tourist arrivals. Contributing to this decline were all countries except for UK, Europe, China, Other Asia and Other Countries that performed well during this quarter. Australia is still the single major source market for this destination and accounted for 45% of the total destination share while Other Asia had a share of 19.1%. Details are shown in Figure C16 below.



Source: PNG Tourism Promotion Authority

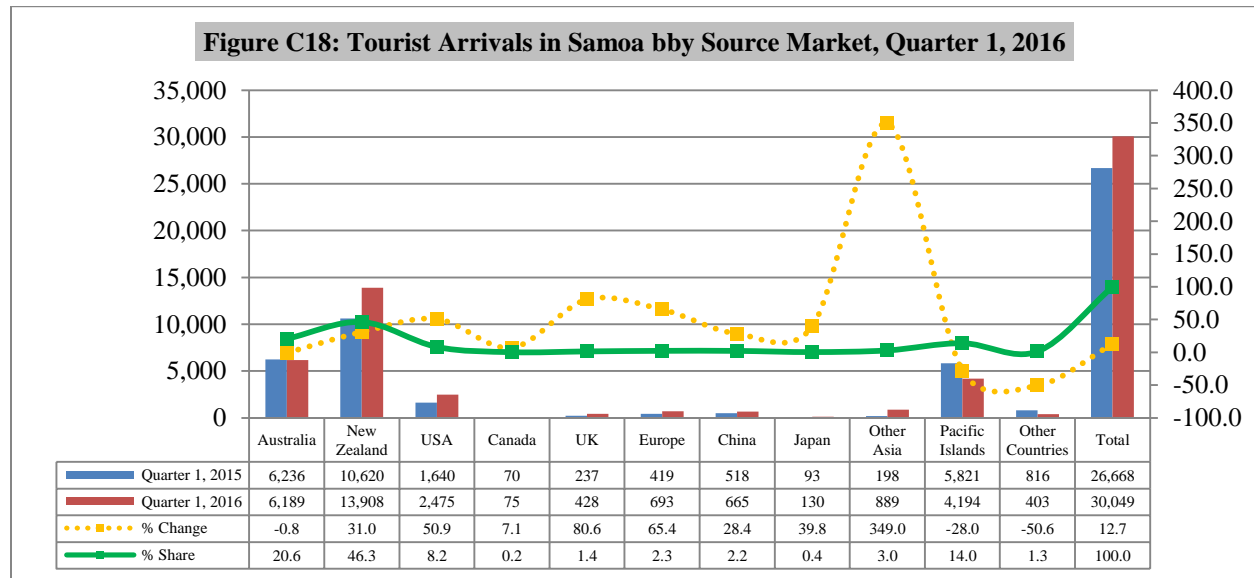
Analysis by purpose of visit reveals the majority of tourists were business travelers (70.1%). Holidaying tourists accounted for 22% while VFR and the classification 'other purposes' represented 5.1% and 2.8% respectively. When compared to the same period of the previous year, an overall decline of 2.2% was registered. Details are shown in Figure C17 below.



Source: PNG Tourism Promotion Authority

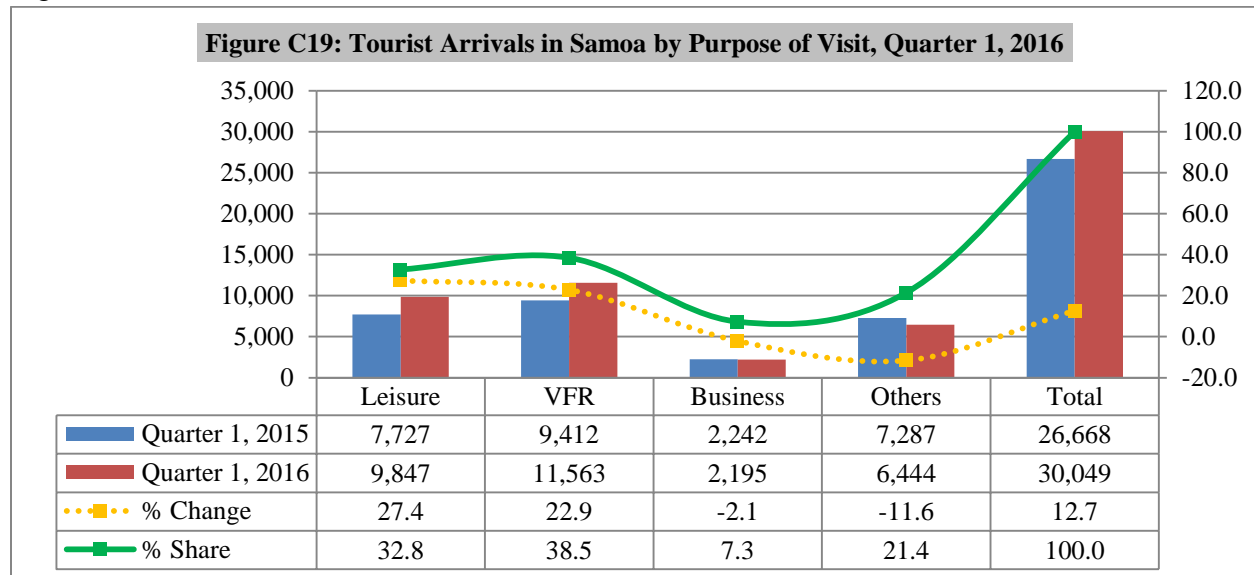
## Samoa

In Quarter 1, 2016, Samoa recorded an increase of 12.7% in tourist arrivals. New Zealand continued its dominance as the major source market with a market share of 46.3% followed by Australia at 20.6%. In terms of growth, there were increases in arrivals from most source markets while declines were registered for Australia, Pacific Islands and Other Countries. Details are shown in Figure C18 below.



Source: Samoa Bureau of Statistics

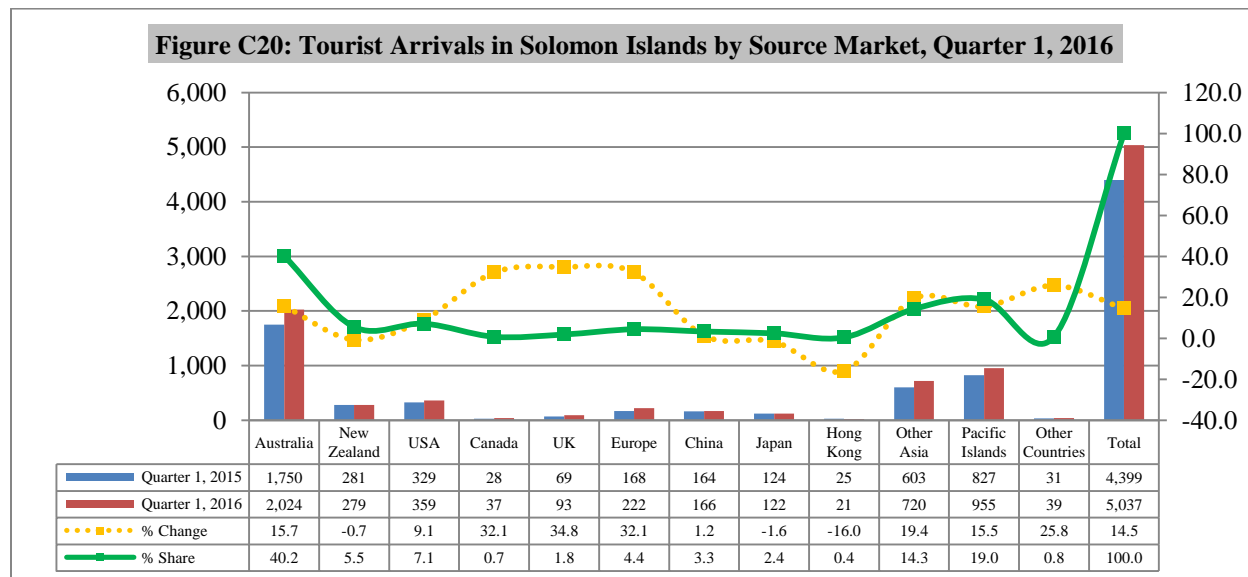
Majority of tourists to Samoa in Quarter 1, 2016 were visiting friends and relatives (38.5%) with 32.8% leisure and holidaying tourists. In comparison to the same period in the previous year, a decline was recorded in business and 'others' segments by 2.1% and 11.6% respectively. Leisure continued to increase marking a 27.4% growth while VFR grew by 22.9%. Details are shown in Figure C19 below.



Source: Samoa Bureau of Statistics

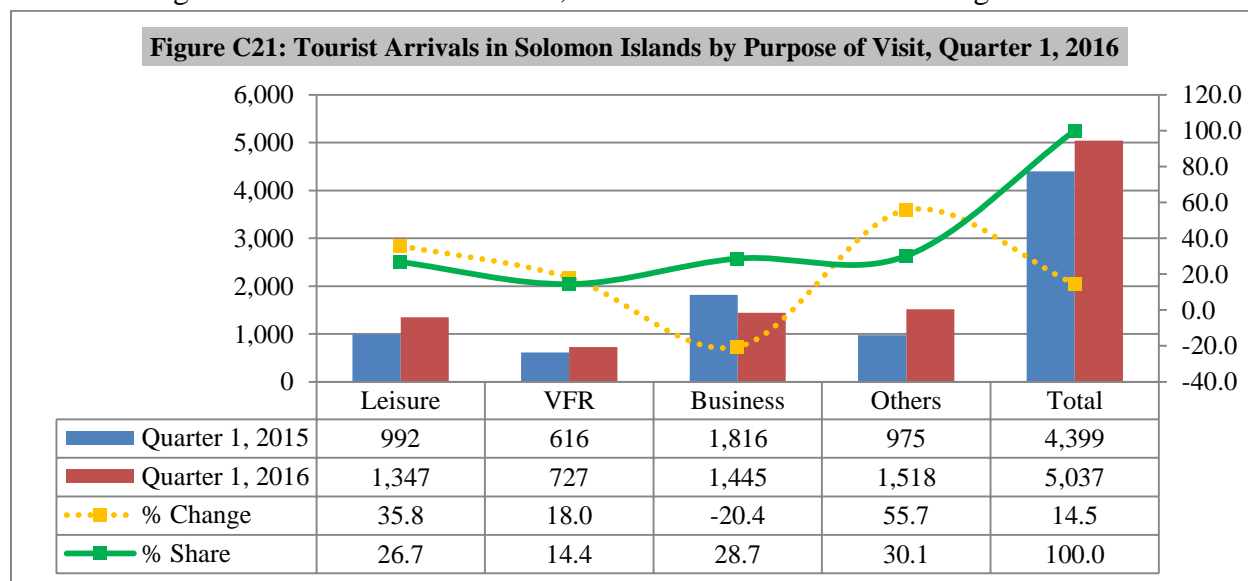
## Solomon Islands

In Quarter 1, 2016, a total of 5,037 tourists visited the Solomon Islands, representing a 14.5% increase when compared to the same period in the previous year. The highest growth was recorded by the UK (34.8%) while Europe and Canada registered 32.1% growth respectively. Australia continued to be the major source market having a share of 40.2% followed by Pacific Islands (19%) and Other Asia (14.3%). Details are shown in Figure C20 below.



Source: Solomon Islands Visitors Bureau

Analysis by purpose of visit reveals an increase in three segments; Leisure (35.8%), VFR (18%) and Others (55.7%) while the Business segment declined by 20.4%. Business tourists dominated the market with 28.7% share and Leisure had a share of 26.7% while the remaining 44.6% was shared amongst VFR and the classification, Others. Details are shown in Figure C21 below.

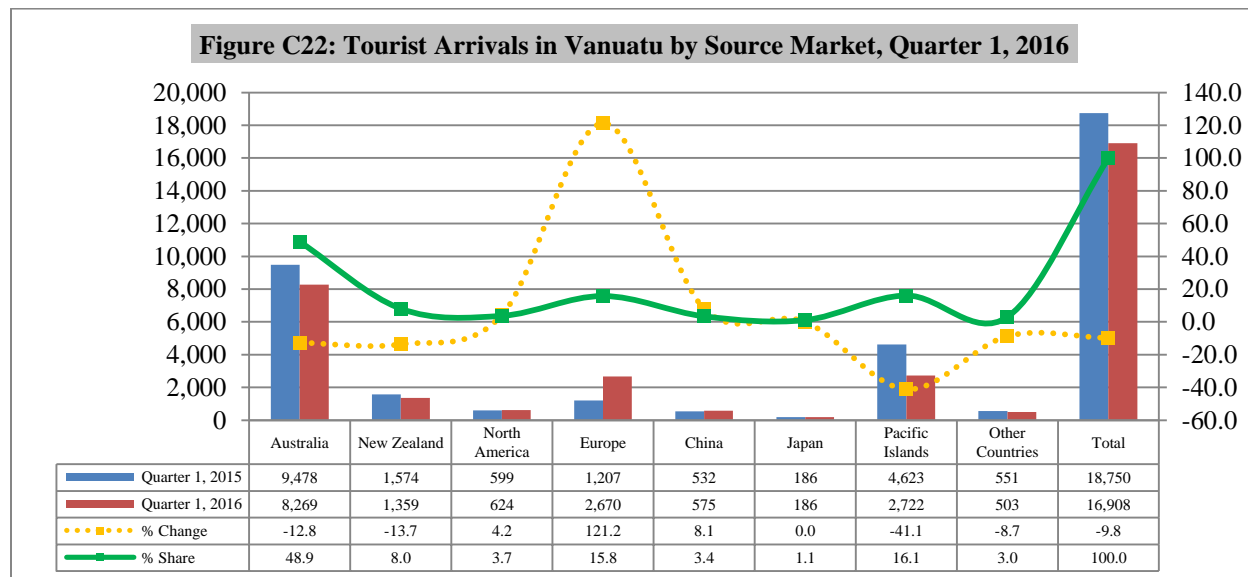


Source: Solomon Islands Visitors Bureau



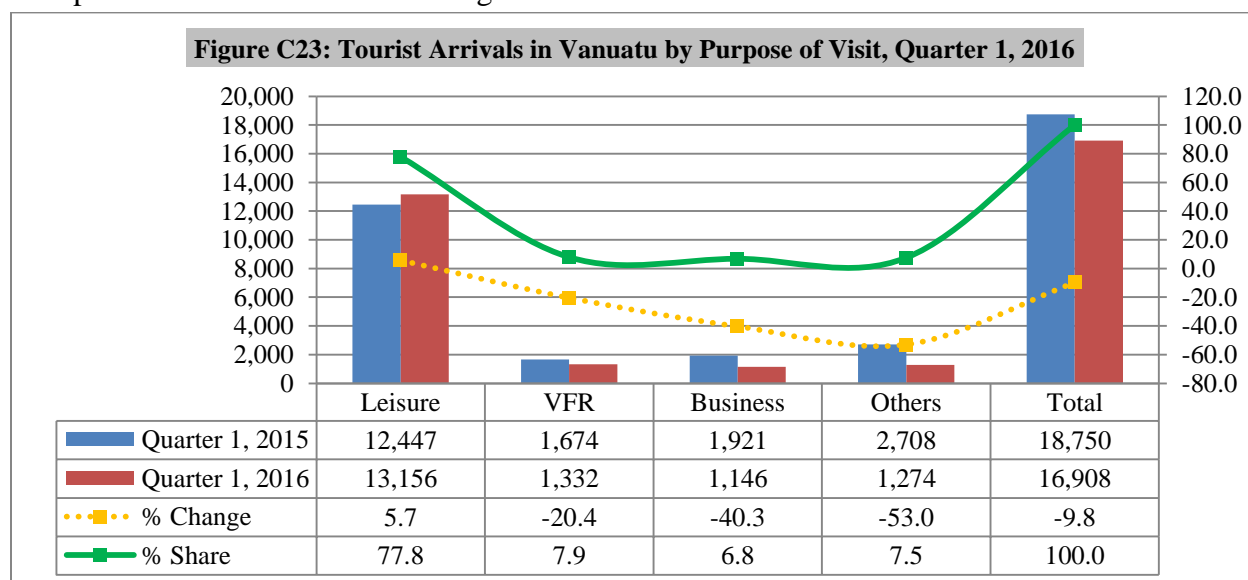
## Vanuatu

During the period under review, 16,908 tourists visited Vanuatu and this marked a decline of 9.8% compared to the same period last year. Arrivals from Vanuatu's major source markets of Australia and New Zealand slumped by 12.8% and 13.7%. The only source markets that registered positive growths were Europe, China and North America. Further details are shown in Figure C22 below.



Source: Vanuatu National Statistics Office

Analysis by purpose of visit reveals that 77.8% of tourists visited Vanuatu for leisure purposes. The remaining 22.2% was shared amongst the other three segments. In terms of growth, leisure was the only segment that registered a positive growth of 5.7% while the other classifications slumped. Details are illustrated in Figure C23 below.



Source: Vanuatu National Statistics Office

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