

QUARTERLY REVIEW OF TOURIST ARRIVALS IN PACIFIC ISLAND COUNTRIES QUARTER 2, 2016



Report prepared by : Research & Statistics Division
Contacts : Elizabeth Ragimana (eragimana@spto.org)
Jennifer Butukoro (cbutukoro@spto.org)

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South Pacific Tourism Organization (SPTO)
GPO Box 13119
Suva, FIJI

Telephone : (679) 3304177
Facsimile : (679) 3301995
Telex : 2306 FJ
Email : research@spto.org

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PREFACE

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

Of the seventeen Pacific Island countries, eleven responded with the required data, while data from Marshall Islands, Nauru, Papua New Guinea, Timor Leste, Tonga and Tuvalu were not available in time for the preparation of this publication. SPTO will continue its efforts to collect data from all member countries for inclusion in the next quarterly review.

In addition to this regular publication, SPTO also produces:

- the pocket-sized *SPTO Facts & Figures*
- Air and Cruise Visitor Survey reports that have been implemented in some selected Pacific Island countries
- Monthly Market Intelligence Newsletter

South Pacific Tourism Organization (SPTO)

GPO Box 13119

Suva, FIJI

Telephone : (679) 3304177

Facsimile : (679) 3301995

Telex : 2306 FJ

Email : research@spto.org

DEFINITION AND CONCEPTS

The Regional Conference on Measuring Tourism held in Nadi in March 2014 under the auspices of the South Pacific Tourism Organization (SPTO) agreed to adopt the following definitions and terms recommended by the United Nations World Tourism Organization (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 reported an overall growth of 4% in international tourist arrivals across the first six months, from January to June 2016. In absolute terms, worldwide destinations received 561 million international tourists, an increase of 21 million tourists against the same quarter of 2015. The favourable outturn was mainly driven by strong arrivals from Asia and the Pacific and Europe regions rising by 9% and 5%, respectively. The 5% growth in the African region and 4% increase in the American region further ascribe to the positive performance in international tourist arrivals during the June quarter. Meanwhile tourist arrivals for the Middle East fell by 6% over the period. See Table W1 for further details.

Table W1: Percentage Growth in World Tourist Arrivals by Regions, Quarter 2, 2016

Region/Sub-Region	% Growth
Asia & the Pacific	+9
Oceania	+10
North East Asia	+9
South East Asia	+9
South Asia	+7
Africa	+5
Sub-Saharan Africa	+12
North Africa	-9
Americas	+4
South America	+9
Central America	+9
North America	+4
Caribbean	+4
Europe	+3
Northern Europe	+5
Central Europe	+5
Eastern Europe	+5
Southern Mediterranean Europe	+2
Western Europe	+1
Middle East	-6

Source: UNWTO

In the Asia & the Pacific region, all sub-regions showed strong performances with Oceania showing the highest growth of 10%. The North and South East Asia regions each posted 9% while the South Asia registered 7% increase during the second quarter.

Tourist Arrivals in the Pacific ACP & SPTO Member Countries¹

In the second quarter of 2016, a total of 405,253 tourists visited the Pacific ACP and SPTO member countries². This marked a 2.7% increase or 10,497 arrivals compared to the same quarter in 2015. The positive outcome mainly reflected growth in all SPTO member countries tourist arrivals except Fiji, Kiribati, New Caledonia and Palau which fell during the quarter. On market shares, Fiji maintained its supremacy as the lead tourism destination in the region with 47.3% share. The second highest French Polynesia accounted for 12.2% followed by Cook Islands at 9.4% share. The remaining 31.1% was shared among the other destinations in the region. The summary is presented in Table R1 and Figure R1.

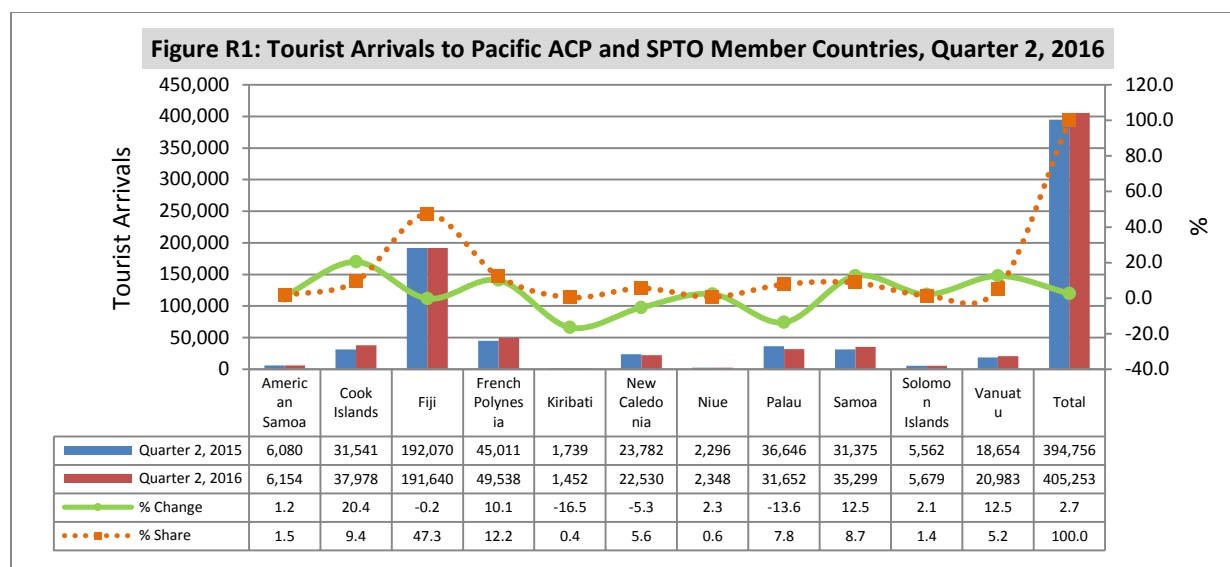
Table R1: Tourist Arrivals to Pacific ACP and SPTO Member Countries, Quarter 2, 2016

Destination	Quarter 2, 2015	Quarter 2, 2016	Absolute Change	% Change	% Share
American Samoa	6,080	6,154	74	1.2	1.5
Cook Islands	31,541	37,978	6,437	20.4	9.4
Fiji	192,070	191,640	-430	-0.2	47.3
French Polynesia	45,011	49,538	4,527	10.1	12.2
Kiribati	1,739	1,452	-287	-16.5	0.4
New Caledonia	23,782	22,530	-1,252	-5.3	5.6
Niue	2,296	2,348	52	2.3	0.6
Palau	36,646	31,652	-4,994	-13.6	7.8
Samoa	31,375	35,299	3,924	12.5	8.7
Solomon Islands	5,562	5,679	117	2.1	1.4
Vanuatu	18,654	20,983	2,329	12.5	5.2
Total	394,756	405,253	10,497	2.7	100.0

Source: SPTO, NTOs and NSOs

¹American Samoa, Peoples' Republic of China, Cook Islands, Fiji, FSM, French Polynesia, Kiribati, Marshall islands, Nauru, New Caledonia, Niue, Palau, Papua New Guinea, Samoa, Solomon Islands, Timor Leste, Tuvalu and Vanuatu

²Data unavailable for FSM, Marshall Islands, Nauru, PNG, Timor Leste, Tonga and Tuvalu.



In June quarter, Australia and New Zealand remained firm as the leading markets for the region recording shares of 30.1% and 22.5%, respectively. However, the Australian market share was lower compared to the 32.2% share recorded in the same quarter in 2015. On growth comparisons, tourist arrivals from Other Asia registered the highest increase by 35.6%, New Zealand at 11.1% and UK and Europe rising by 9.7%. In contrast, the Australian market fell by 4.4% against the same quarter in 2015. Tourist arrivals from China also slumped by 7.6% and this was mainly attributed to the decline in Chinese arrivals to Palau. Other source markets including Canada, Japan, Pacific Islands and Other Countries also registered declined during the quarter.

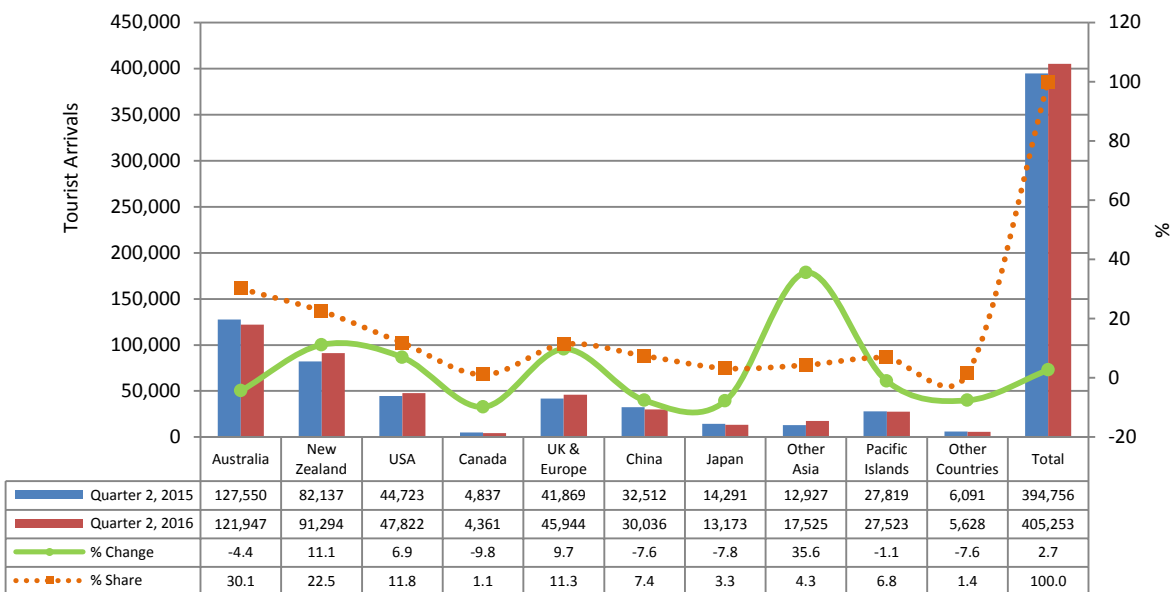
Details are clearly shown in Table R2 and Figure R2 below.

Table R2: Tourist Arrivals to Pacific ACP and SPTO member countries by Source Market, Quarter 2, 2016

Source Market	Quarter 2, 2015	Quarter 2, 2016	Absolute Change	% Change	% Share
Australia	127,550	121,947	-5,603	-4.4	30.1
New Zealand	82,137	91,294	9,157	11.1	22.5
USA	44,723	47,822	3,099	6.9	11.8
Canada	4,837	4,361	-476	-9.8	1.1
UK & Europe	41,869	45,944	4,075	9.7	11.3
China	32,512	30,036	-2,476	-7.6	7.4
Japan	14,291	13,173	-1,118	-7.8	3.3
Other Asia	12,927	17,525	4,598	35.6	4.3
Pacific Islands	27,819	27,523	-296	-1.1	6.8
Other Countries	6,091	5,628	-463	-7.6	1.4
Total	394,756	405,253	10,497	2.7	100.0

Source: NTOs, NSOs and SPTO

Figure R2: Tourist Arrivals to Pacific ACP and SPTO Member Countries by Source Market, Quarter 2, 2016



Source: NTOs, NSOs and SPTO

Market Performance

Australian Market

The second quarter of 2016, witnessed a total of 121,947 Australian tourists visited the region marking a 4.4% fall when compared to the same quarter of 2015. The downturn was driven by fall in most of the Australian market destinations except for Cook Islands, French Polynesia, Samoa and Vanuatu which rose significantly during the quarter. On market shares, Fiji alone scooped the highest number of Australian arrivals with 72.1% share, followed by Vanuatu at 8.7% and Samoa at 5.9% share. The other destinations accounted for the remaining 13.3% share. Details are shown in Table R3 and Figure R3 below.

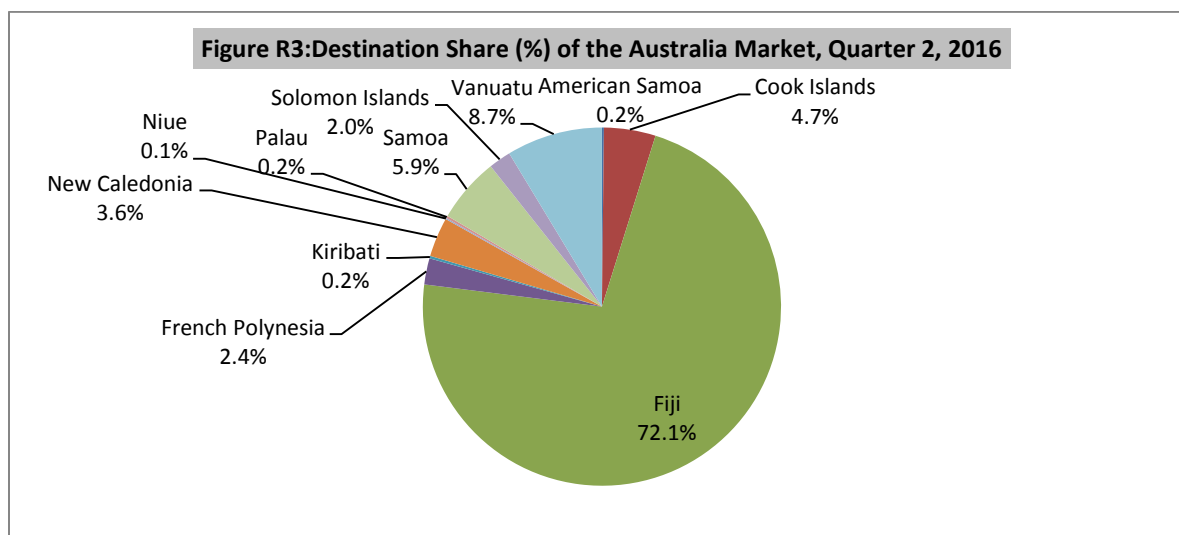
Table R3: Australian Tourists by Destination and Destination Share, Quarter 2, 2016

Destination	Quarter 2, 2015	Quarter 2, 2016	Absolute Change	% Change	% Share
American Samoa	217	215	-2	-0.9	0.2
Cook Islands	4,866	5,684	818	16.8	4.7
Fiji	96,075	87,977	-8,098	-8.4	72.1
French Polynesia	2,334	2,883	549	23.5	2.4
Kiribati	384	280	-104	-27.1	0.2
New Caledonia	4,986	4,338	-648	-13.0	3.6
Niue	176	132	-44	-25.0	0.1
Palau	351	257	-94	-26.8	0.2
Samoa	6,443	7,173	730	11.3	5.9
Solomon Islands	2,519	2,445	-74	-2.9	2.0
Vanuatu	9,199	10,563	1,364	14.8	8.7
Total	127,550	121,947	-5,603	-4.4	100.0

Note: Data unavailable for FSM, Marshall Islands, Nauru, PNG, Timor Leste, Tonga and Tuvalu.

* Palau figures include Australia/New Zealand together.

Source: NTOs, NSOs and SPTO



New Zealand Market

The region received 91,294 New Zealand tourists in June quarter of 2016 recording an 11.1% growth against the same quarter a year prior. The positive outcome came from increased in New Zealand tourists to Fiji, Samoa, Solomon Islands and Cook Islands, with the latter recorded the highest growth of 19.2%. In contrast, New Caledonia recorded the highest fall by 13.3% during the quarter. On market shares, Fiji, Cook Islands and Samoa received the highest shares from this market at 43.6%, 29.7% and 16.5% respectively while the remaining 10.2% was shared among the other countries. Table R4 and Figure R4 below illustrates more details.

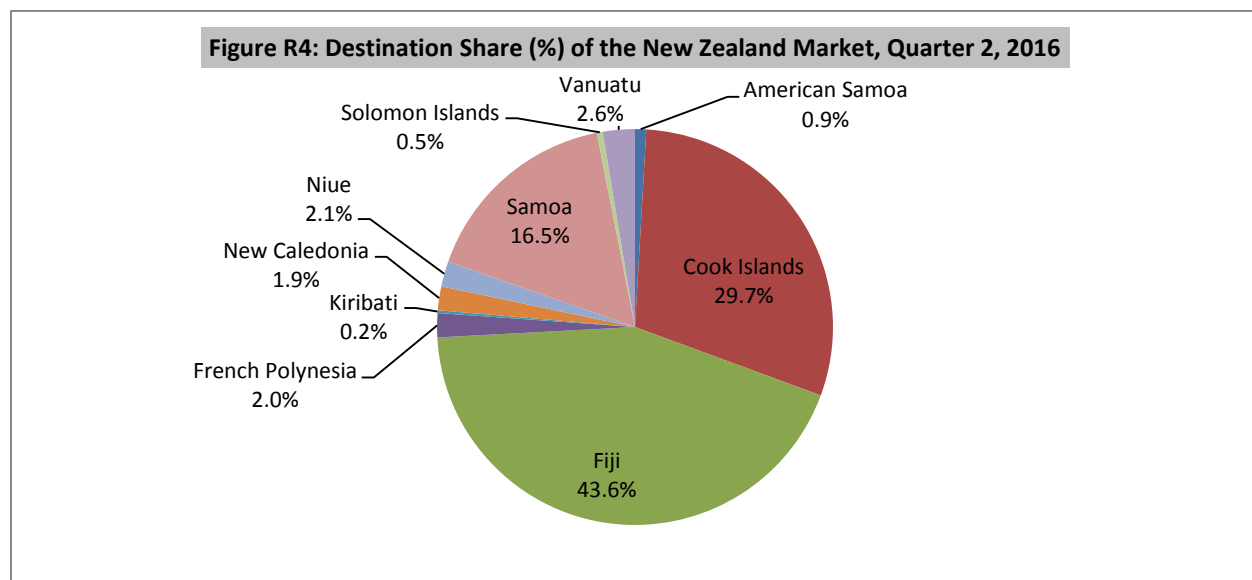
Table R4:- New Zealand Tourists by Destination and Share, Quarter 2, 2016

Destination	Quarter 2, 2015	Quarter 2, 2016	Absolute Change	% change	% Share
American Samoa	835	833	-2	-0.2	0.9
Cook Islands	22,743	27,112	4,369	19.2	29.7
Fiji	34,907	39,761	4,854	13.9	43.6
French Polynesia	2,053	1,796	-257	-12.5	2.0
Kiribati	213	203	-10	-4.7	0.2
New Caledonia	2,049	1,777	-272	-13.3	1.9
Niue	1,890	1,888	-2	-0.1	2.1
Samoa	14,409	15,100	691	4.8	16.5
Solomon Islands	376	439	63	16.8	0.5
Vanuatu	2,662	2,385	-277	-10.4	2.6
Total	82,137	91,294	9,157	11.1	100.0

Note: Data unavailable for FSM, Marshall Islands, Nauru, PNG, Timor Leste, Tonga and Tuvalu.

* Palau figures include Australia/New Zealand together.

Source: NTOs, NSOs and SPTO



USA Market

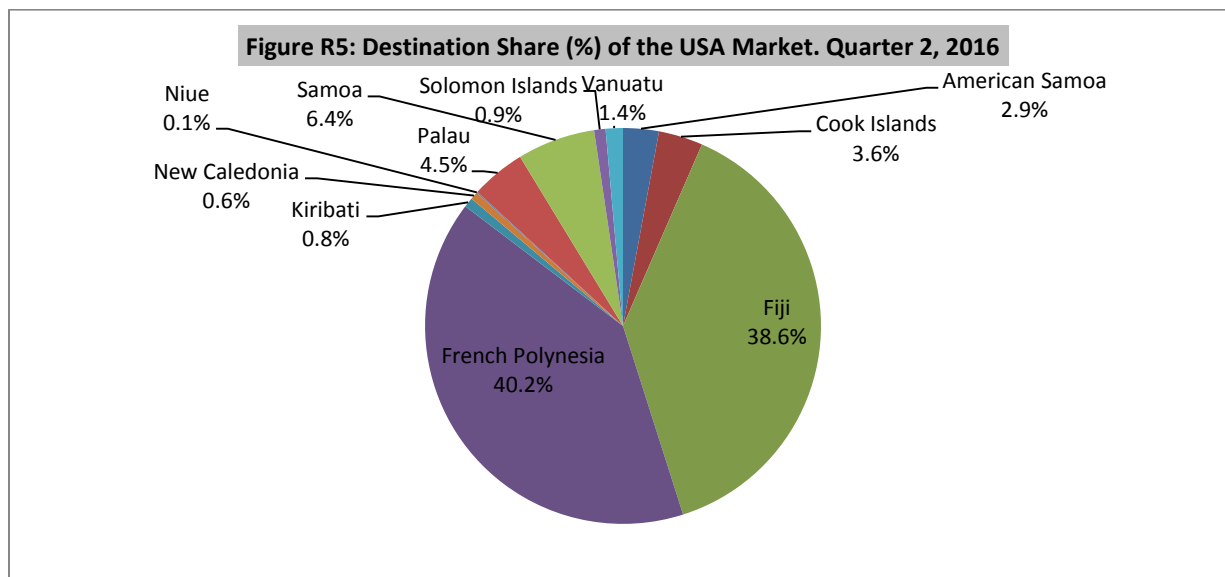
Tourist arrivals from the USA market to the Pacific region increased by 6.9% to 47,822 arrivals during the period. Growth was driven mainly by a significant 40.7% increase in USA tourists destined to Kiribati, Niue at 39.4%, Solomon Islands 37.9%, Cook Islands 29.1% and Samoa and French Polynesia growing by 14.7% and 14.3%, respectively. The other remaining four destinations for the USA market declined during the June quarter. In terms of share, majority of the USA tourists at 40.2% visited French Polynesia while 38.6% visited Fiji. Details are clearly shown in Table R5 and Figure R5 below.

Table R5: USA Tourists by Destination and Share, Quarter 2, 2016

Destination	Quarter 2, 2015	Quarter 2, 2016	Absolute Change	% Change	% Share
American Samoa	1,246	1,395	149	12.0	2.9
Cook Islands	1,339	1,729	390	29.1	3.6
Fiji	18,765	18,439	-326	-1.7	38.6
French Polynesia	16,830	19,244	2,414	14.3	40.2
Kiribati	268	377	109	40.7	0.8
New Caledonia	343	299	-44	-12.8	0.6
Niue	33	46	13	39.4	0.1
Palau	2,249	2,131	-118	-5.2	4.5
Samoa	2,653	3,044	391	14.7	6.4
Solomon Islands	322	444	122	37.9	0.9
Vanuatu	675	674	-1	-0.1	1.4
Total	44,723	47,822	3,099	6.9	100.0

Note: Data unavailable for FSM, Marshall Islands, Nauru, PNG, Timor Leste, Tonga and Tuvalu.

Source: NTOs, NSOs and SPTO



UK & European Market

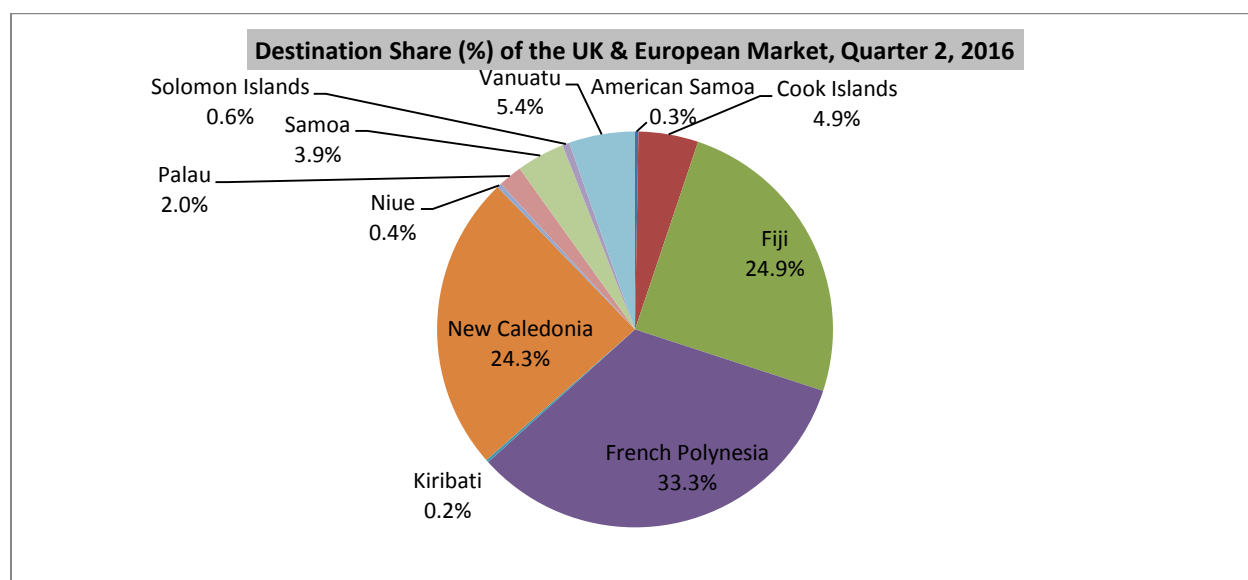
In second quarter of 2016, 45,944 European tourists visited the region marking a 9.7% increase in comparison to the same quarter a year ago. Of the total UK and European tourists, 33.3% visited French Polynesia, 24.9% visited Fiji and a further 24.3% went to New Caledonia. The remaining 17.5% was shared among other destinations in the region. On growth comparisons, most of the countries registered strong arrivals from UK and Europe while Solomon Islands and Fiji registered declines of 8.3% and 1% respectively. The American Samoa, Kiribati, Niue and Vanuatu showed strong performance of more than 50% increase during the June quarter. Details are illustrated in Table R6 and Figure R6.

Table R6: UK & European Tourists by Destination and Share, Quarter 2, 2016

Destination	Quarter 2, 2016	Quarter 2, 2015	Absolute Change	% Change	% Share
American Samoa	73	129	56	76.7	0.3
Cook Islands	1,748	2,243	495	28.3	4.9
Fiji	11,532	11,422	-110	-1.0	24.9
French Polynesia	14,547	15,293	746	5.1	33.3
Kiribati	63	100	37	58.7	0.2
New Caledonia	10,221	11,143	922	9.0	24.3
Niue	120	168	48	40.0	0.4
Palau	818	897	79	9.7	2.0
Samoa	1,006	1,807	801	79.6	3.9
Solomon Islands	288	264	-24	-8.3	0.6
Vanuatu	1,453	2,478	1,025	70.5	5.4
Total	41,869	45,944	4,075	9.7	100.0

Note: Data unavailable for FSM, Nauru, PNG, Timor Leste, Tonga and Tuvalu.

Source: NTOs, NSOs and SPTO



Japanese Market

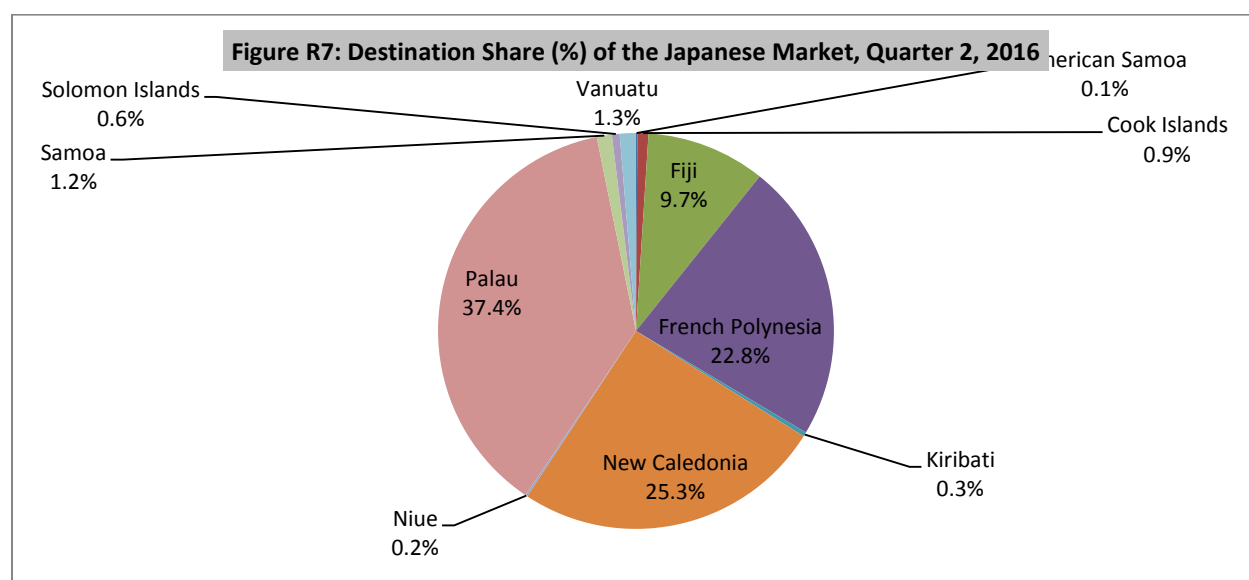
In June quarter, 2016, a total of 13,173 Japanese tourists visited the region, representing a 7.8% decline against the same period in 2015. Majority of the tourists from this market at 37.4% share visited Palau due to its proximity to the source market. The other main destinations for this source market, New Caledonia and French Polynesia recorded shares of 25.3% and 22.8%, respectively. On growth comparisons, Niue registered the highest increase of 133.3% (12 in absolute terms) while Palau recorded the highest decline of 20.8% (1,290 in absolute terms). Details are shown in Table R7 and Figure R7.

Table R7: Japanese Tourists by Destination and Destination Share, Quarter 2, 2016

Destination	Quarter 2, 2015	Quarter 2, 2016	Absolute Change	% Change	% Share
American Samoa	18	15	-3	-16.7	0.1
Cook Islands	68	118	50	73.5	0.9
Fiji	1,392	1,282	-110	-7.9	9.7
French Polynesia	2,954	3,008	54	1.8	22.8
Kiribati	66	46	-20	-30.3	0.3
New Caledonia	3,204	3,338	134	4.2	25.3
Niue	9	21	12	133.3	0.2
Palau	6,216	4,926	-1,290	-20.8	37.4
Samoa	151	162	11	7.3	1.2
Solomon Islands	91	83	-8	-8.8	0.6
Vanuatu	122	174	52	42.6	1.3
Total	14,291	13,173	-1,118	-7.8	100.0

Note: Data unavailable for FSM, Marshall Islands, Nauru, PNG, Timor Leste, Tonga and Tuvalu.

Source: NTOs, NSOs and SPTO



Chinese Market

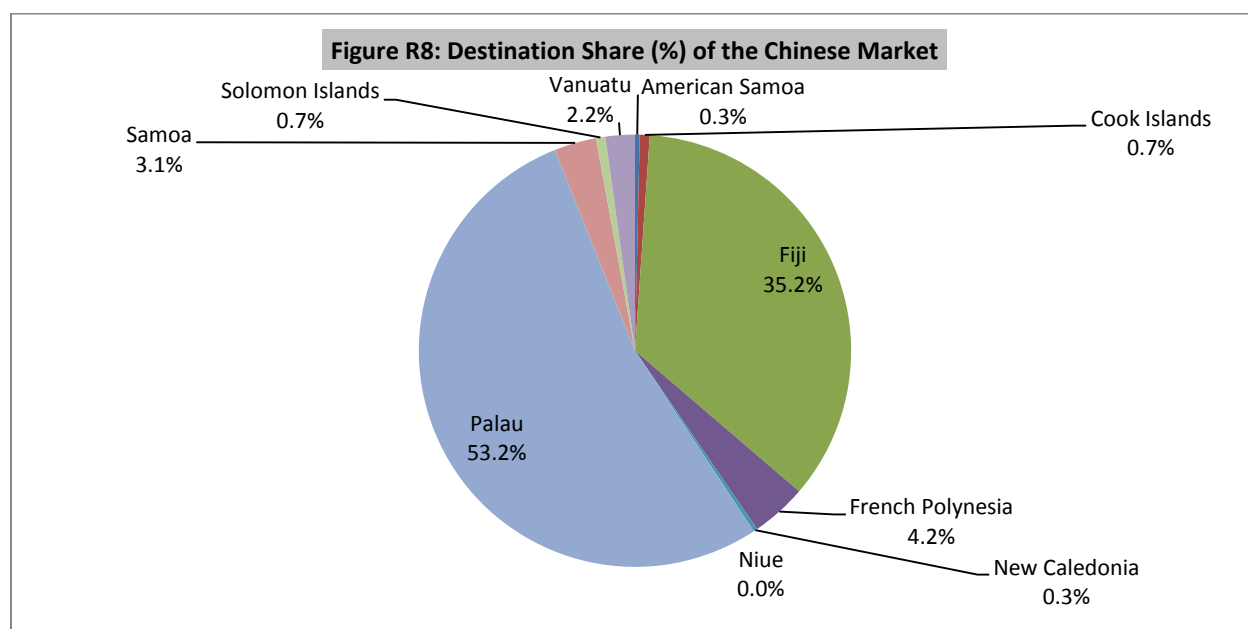
During the quarter, 30,036 Chinese tourists visited the region and this marked a 7.6% decline from the second quarter of 2015. Of this, 53.2% visited Palau while 35.2% visited Fiji. The remaining 12.6% share was distributed among the other regional countries. In terms of growth, all source markets registered positive growth except for Niue and Palau which fell by 100% and 22.5% respectively. Details are shown in Table R8 and Figure R8 below.

Table R8: Chinese Tourists by Destination and Destination Share, Quarter 2, 2016

Destination	Quarter 2, 2016	Quarter 2, 2016	Absolute Change	% Change	% Share
American Samoa	65	105	40	61.5	0.3
Cook Islands	102	223	121	118.6	0.7
Fiji	9,354	10,567	1,213	13.0	35.2
French Polynesia	1,064	1,254	190	17.9	4.2
New Caledonia	80	87	7	8.8	0.3
Niue	1	0	-1	-100.0	0.0
Palau	20,616	15,987	-4,629	-22.5	53.2
Samoa	592	943	351	59.3	3.1
Solomon Islands	209	210	1	0.5	0.7
Vanuatu	429	660	231	53.8	2.2
Total	32,512	30,036	-2,476	-7.6	100.0

Note: Data unavailable for FSM, Marshall Islands, Nauru, PNG, Timor Leste, Tonga and Tuvalu.

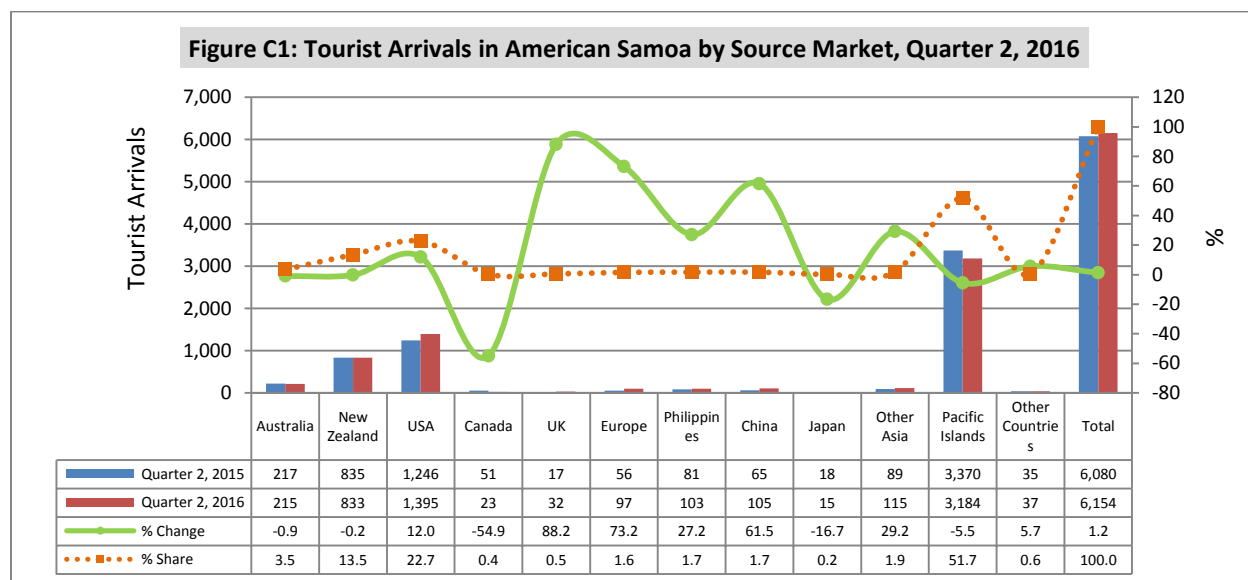
Source: NTOs, NSOs and SPTO



Destination Analysis

American Samoa

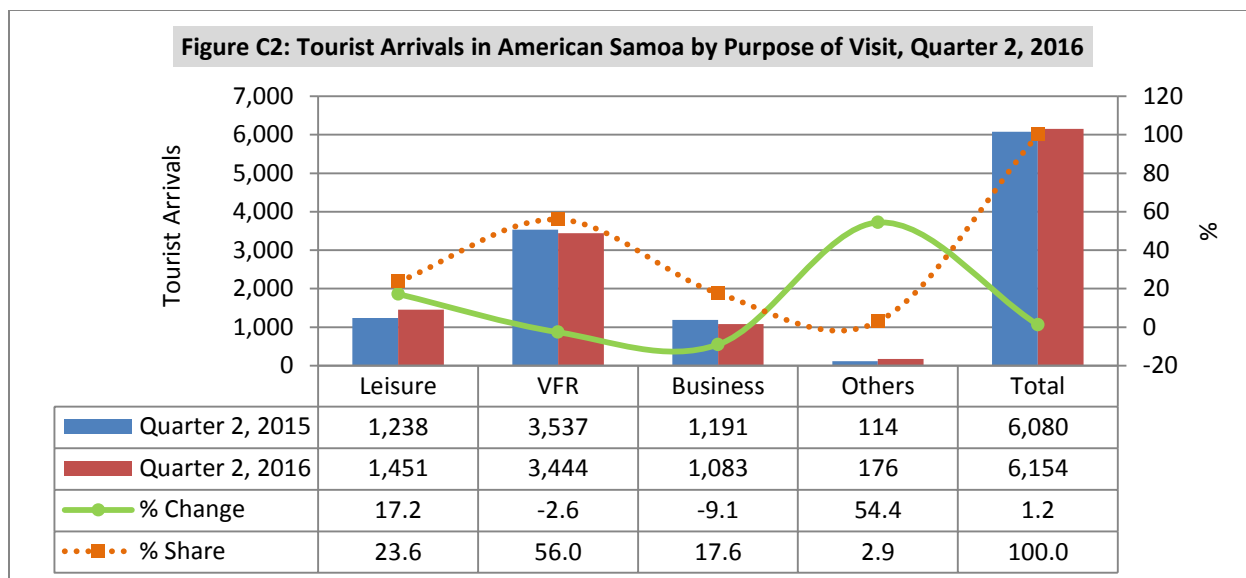
In the second quarter of 2016, American Samoa received 6,080 tourists, a slight decline of 1.2% compared to the same quarter in 2015. Driving the fall was the decline in tourists from Canada, Japan, other Pacific Islands, Australia and New Zealand. Other market sources including the USA, UK, Europe, Philippines, China and Other Asia registered positive growths. The 12% increase from the USA market mainly reflected the direct air services from Honolulu to Pago Pago during the quarter. Meanwhile, majority of these tourists were from other Pacific Islands and accounted for nearly 52% of the total tourist arrivals. The second highest, of 1,395 tourists came from the USA and this made up 22.7% of the market share, while New Zealand tourists the third highest represented 13.5% of the share.. Details are shown in Figure C1 below.



Source: American Samoa Statistics Division, Dept. of Commerce

Analysis by purpose of visit showed that a large proportion of tourists to American Samoa were Visiting Friends and Relatives (VFR) standing at 56% to 3444 visitors. Leisure and business tourists accounted for 23.6% and 17.6% respectively. In terms of growths, the leisure segment registered an increase of 17.2% while growth of 54.4% was recorded by tourists that came for other purposes. However, there was a decline in the business segment by 9.1% and VFR down by 2.6%. Details are illustrated in Figure C2 below.

Figure C2: Tourist Arrivals in American Samoa by Purpose of Visit, Quarter 2, 2016

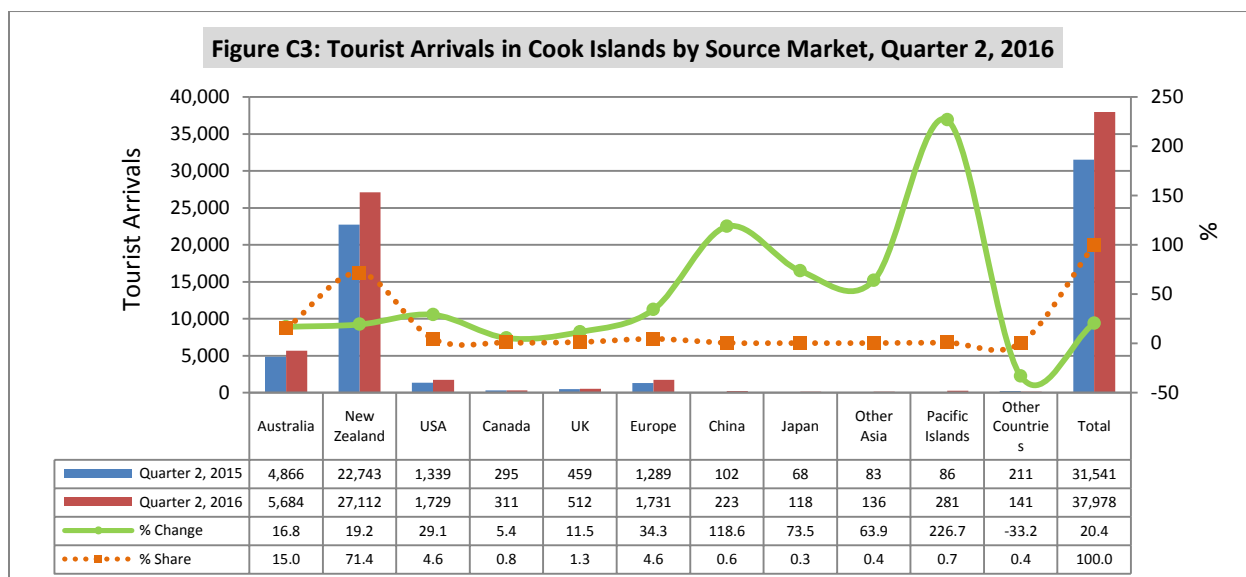


Source: American Samoa Statistics Division, Dept. of Commerce

Cook Islands

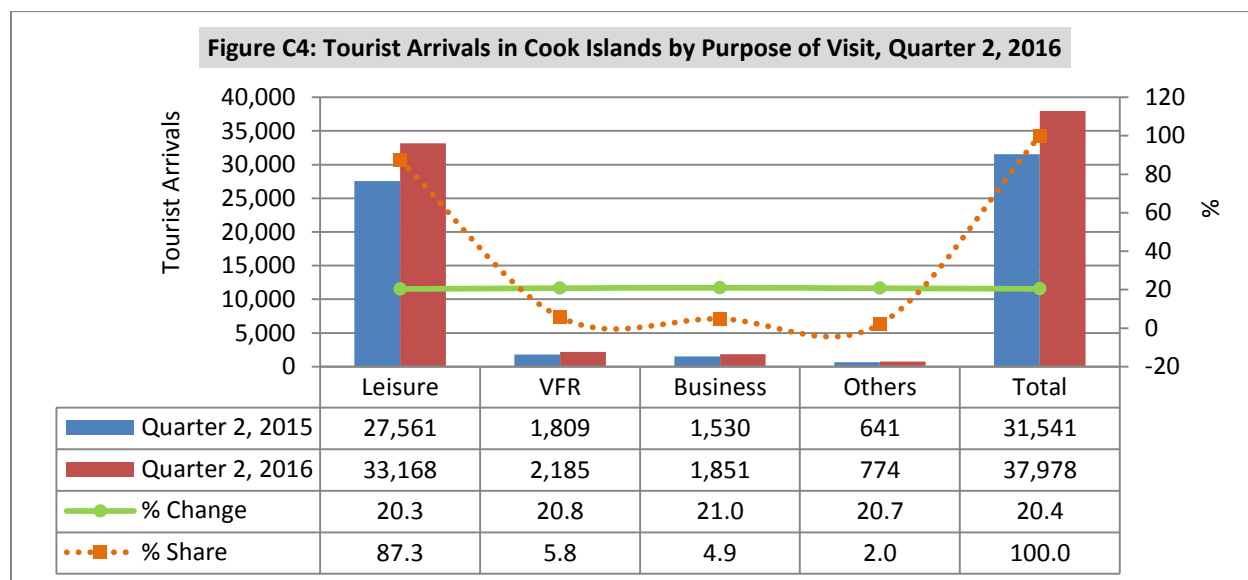
During the June quarter, Cook Islands received 37,978 tourists to its shores marking a significant growth of 20.4% in contrast to the same quarter of 2015. Increase in arrivals from all source markets except for a 33.2% slump in arrivals from ‘other countries’ attributed to the strong arrival performance in the Cook Islands. Meanwhile, majority of the Cook Islands tourists were from New Zealand made up 71.4% and this has continued to be the major source market for this destination. This was followed by Australia with a 15% market share while the remaining 13.6% was shared amongst other source markets. Details are illustrated in Figure C3 below.

Figure C3: Tourist Arrivals in Cook Islands by Source Market, Quarter 2, 2016



Source: Cook Islands Statistics Office

In the second quarter, leisure tourists made up the bulk of the tourist arrivals to Cook Islands and accounted for 87.3% followed by VFR at 5.8%, business 4.9% and the 'Others' category standing at 2.0%. On growth comparisons, all four segments registered double digit increase with business recording the highest growth of 21%, VFR at 20.8%, Other purposes up 20.7% while leisure registered an increase of 20.3%. Details are illustrated in Figure C4 below.

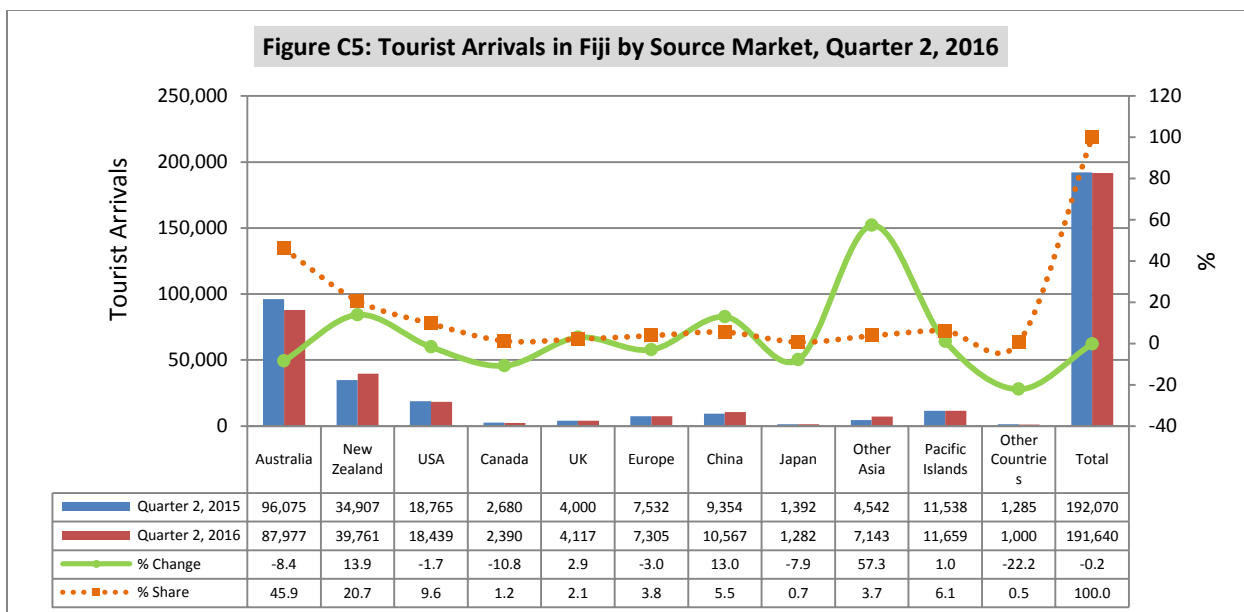


Source: Cook Islands Statistics Office

Fiji

The second quarter of 2016 saw Fiji welcomed 191,640 tourists into the country. This marked a 0.2% decline in contrast to the same period in the previous year, reflecting the devastated lag effects of the Winston Cyclone earlier this year. Nevertheless, Australia maintained its market dominance accounting for 45.9% share of the Fiji tourist arrivals although this is lower than the 50% share in the same quarter of 2015. New Zealand the second largest market, recorded a share of 20.7%. The remaining 33.4% share was shared among the other source markets. On growth comparison, the highest increase in this period was recorded by Other Asia, at 57.3% (or 2,601 in absolute terms) while Other Countries had the highest decline of 22.2%. Details shown in Figure C5.

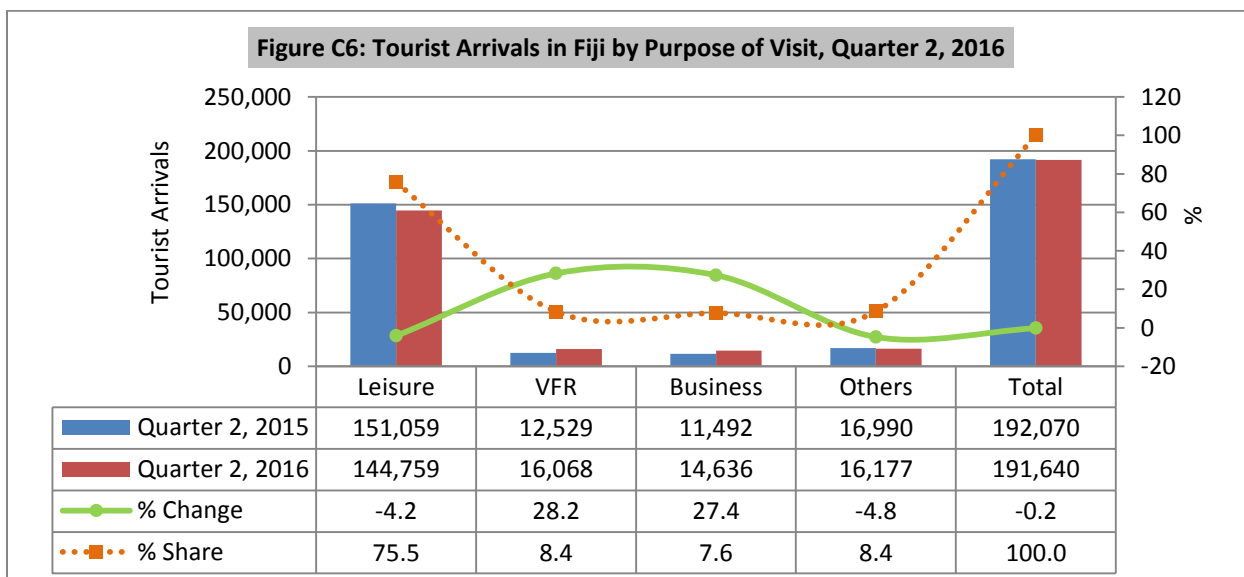
Figure C5: Tourist Arrivals in Fiji by Source Market, Quarter 2, 2016



Source: Fiji Bureau of Statistics

During the review quarter, leisure tourists continued to dominate the Fiji destination with a 75.5% market share while 8.4% was made up of tourists visiting friends and relatives. A further 7.6% were for business whilst the 'others' segment recorded 8.4%. Compared to the same period in 2015, leisure and other purposes registered declines of 4.2% and 4.8% respectively. On the other hand, VFR and business registered double digit growths of 28.2% and 27.4% each. Details are shown in figure C6 below.

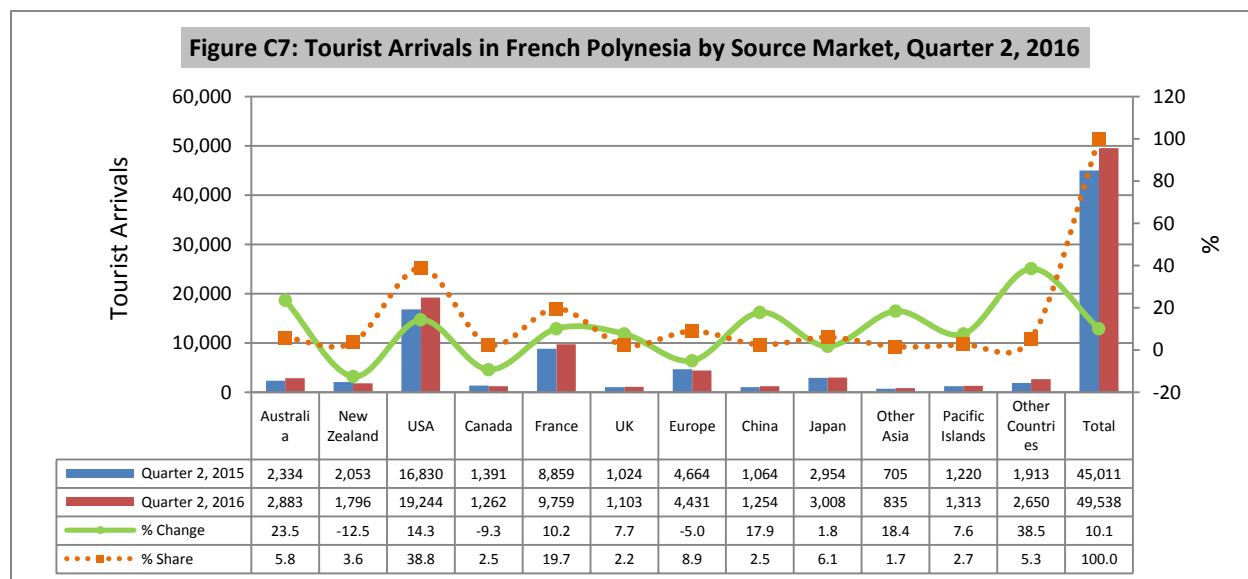
Figure C6: Tourist Arrivals in Fiji by Purpose of Visit, Quarter 2, 2016



Source: Fiji Bureau of Statistics

French Polynesia

In second quarter of 2016, 49,538 tourists visited French Polynesia, a marked growth of 10.1% compared to the same quarter a year ago. Similar to the same period a year ago, USA dominated tourist arrivals to the French Polynesia with a market share of 38.8% followed by France at 19.7% and Europe at 8.9%. The remaining 32.6% was shared among other source markets. On growth comparisons, most of the major source markets registered positive growths with Other Countries recorded the highest increase of 38.5% while arrivals from New Zealand, Canada and Europe declined. Details are better illustrated in Figure C7 below.



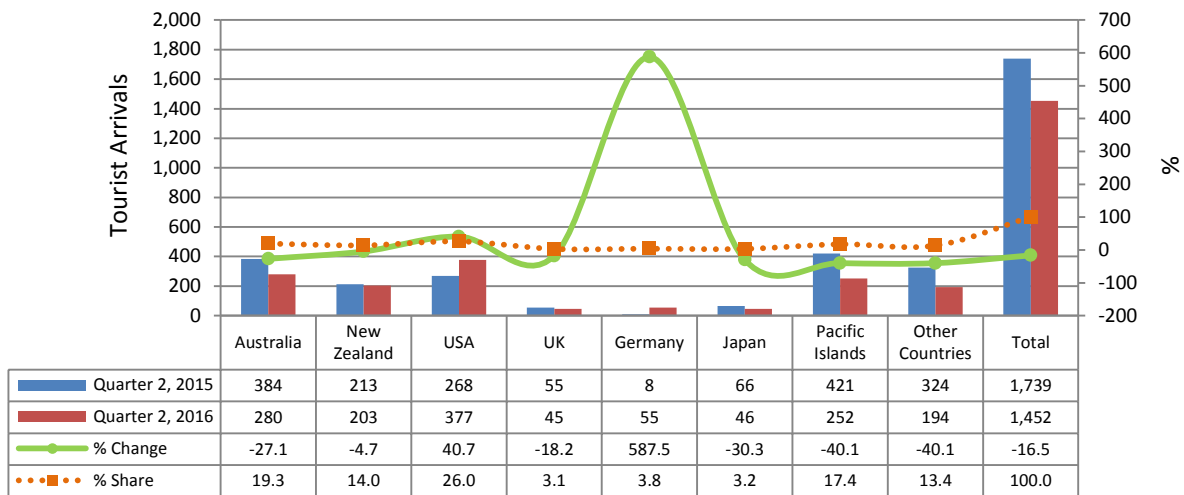
Source: Institut de la Statistique de la PolynesieFrancaise

Note : French Polynesia's data on tourist arrivals by purpose of visit not available.

Kiribati

In June quarter, Kiribati received 1,452 tourists, a marked decline of 16.5% against the same quarter of 2015. The sharp fall reflected drop in all the source markets except for Germany and the USA markets which rose significantly during the period. Despite the drastic fall, the majority of the tourists came from USA and accounted for 26% shares followed by Australia with a share of 19.3%, Pacific Islands at 17.4% and New Zealand with 14% share. The other source markets accounted for the remaining 23.4% during the quarter. Figure C8 below clearly illustrates details.

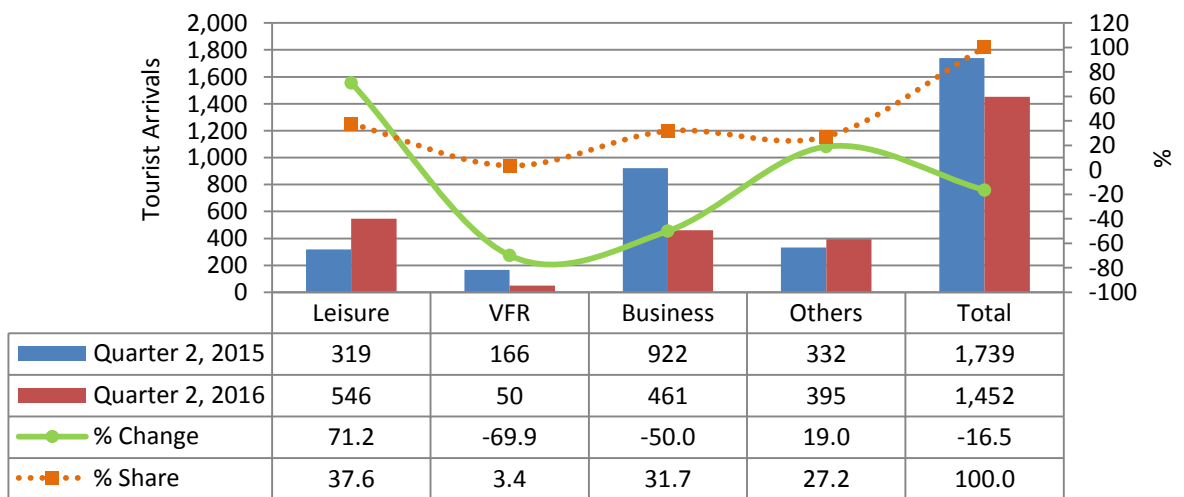
Figure C8: Tourist Arrivals in Kiribati by source market, Quarter 2, 2016



Source: Kiribati National Tourism Office

Analysis by purpose of visit reveals that the leisure segment continues to have majority of the shares at 37.6%. The business segment recorded 31.7% shares while VFR and the classification 'other purposes' recorded 3.4% and 27.2% respectively. In terms of growth, leisure and 'other purposes' had positive growths while there were declines for VFR and business. Details are shown in Figure C9 below.

Figure C9: Tourist Arrivals in Kiribati by Purpose of Visit, Quarter 2, 2016

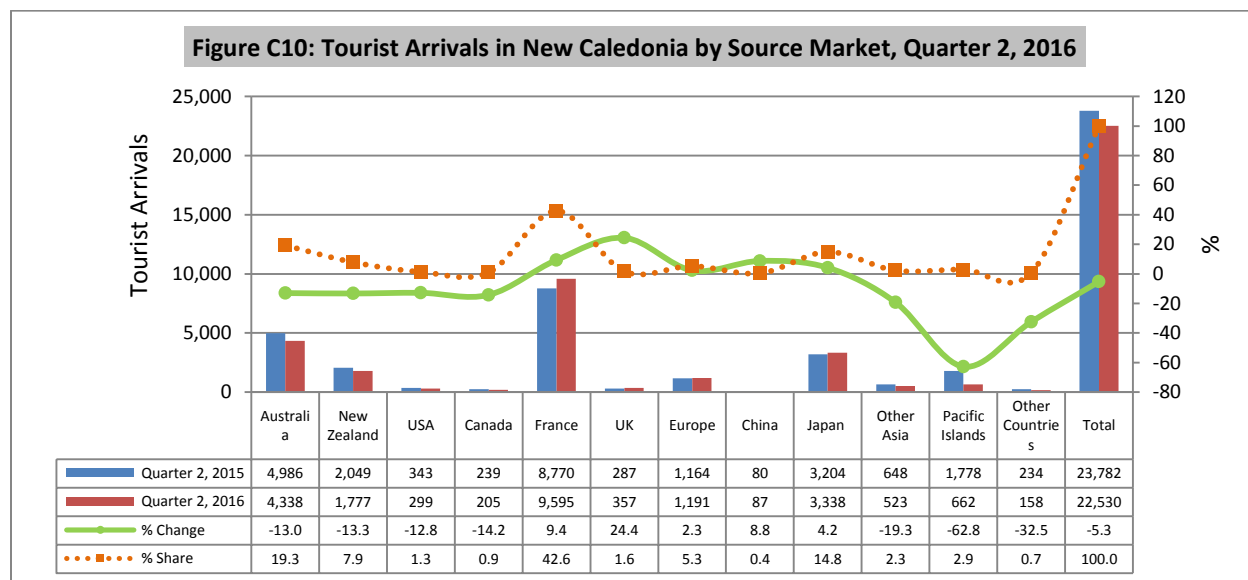


Source: Kiribati National Tourism Office

New Caledonia

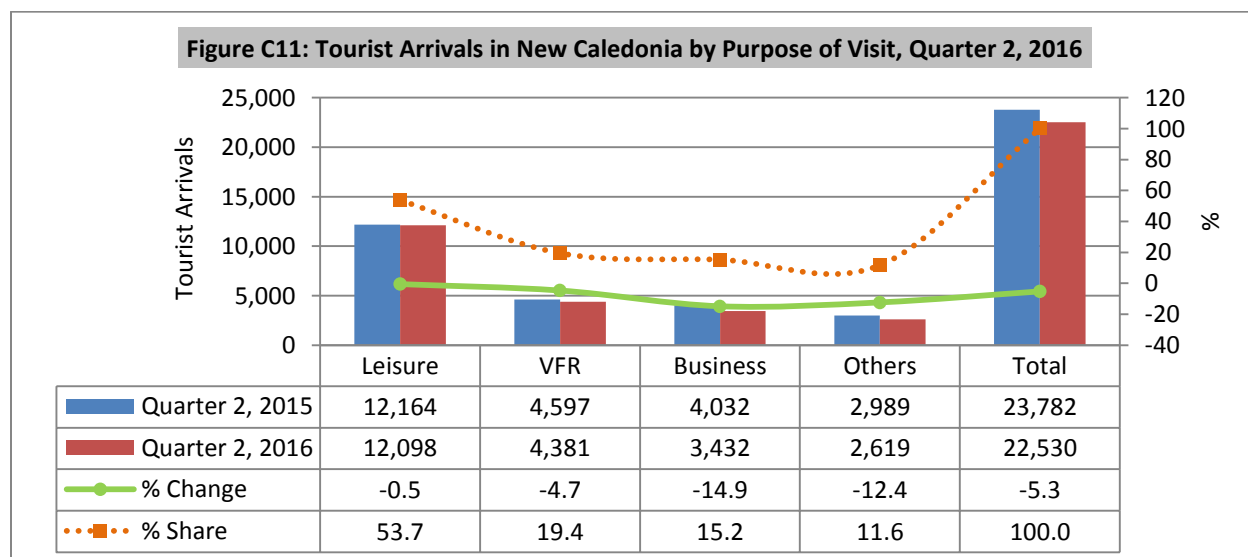
In the second quarter of 2016, New Caledonia received 22,530 tourists a decline of 5.3% compared to the same period in 2015. The drastic fall of 62.8% from the other Pacific Islands source market including Australia, New Zealand, Canada, Other Asia and Other Countries attributed to the negative outcome. This offsets the strong growth in

arrivals from UK, and to a lesser extent growth from France, China, Japan and Europe. Meanwhile, France continued its dominance as the major source market and accounted for 42.6% shares followed by Australia with 19.3% shares. The remaining 38.1% was shared amongst the other source markets. Details are illustrated in Figure C10 below.



Source: Institut de la statistique et des etudes economiques Nouvelle-Caledonie

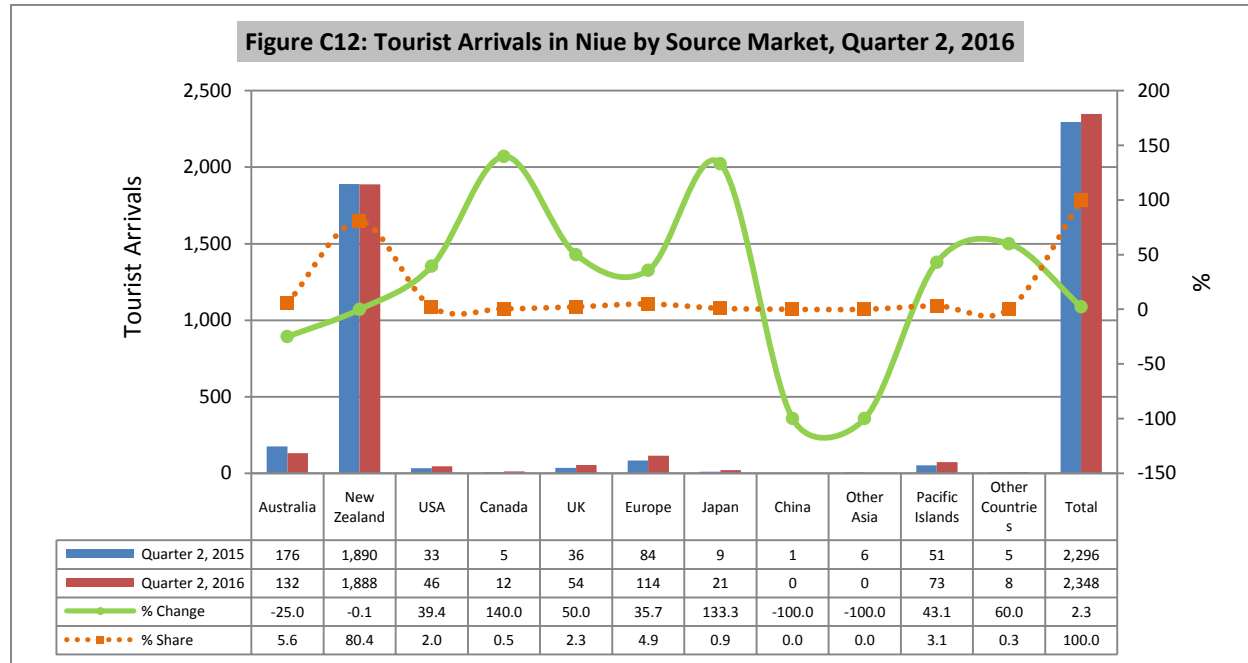
During the quarter under review, the leisure segment continued to have the largest share of 53.7%, for tourist arrivals in New Caledonia followed by VFR with 19.4% share. Business and 'other purposes segments accounted for 15.2% and 11.6% share respectively. On growth comparisons, all segments declined with business having the highest dip of 14.9%. Details shown in Figure C11 below.



Source: Institut de la statistique et des etudes economiques Nouvelle-Caledonie

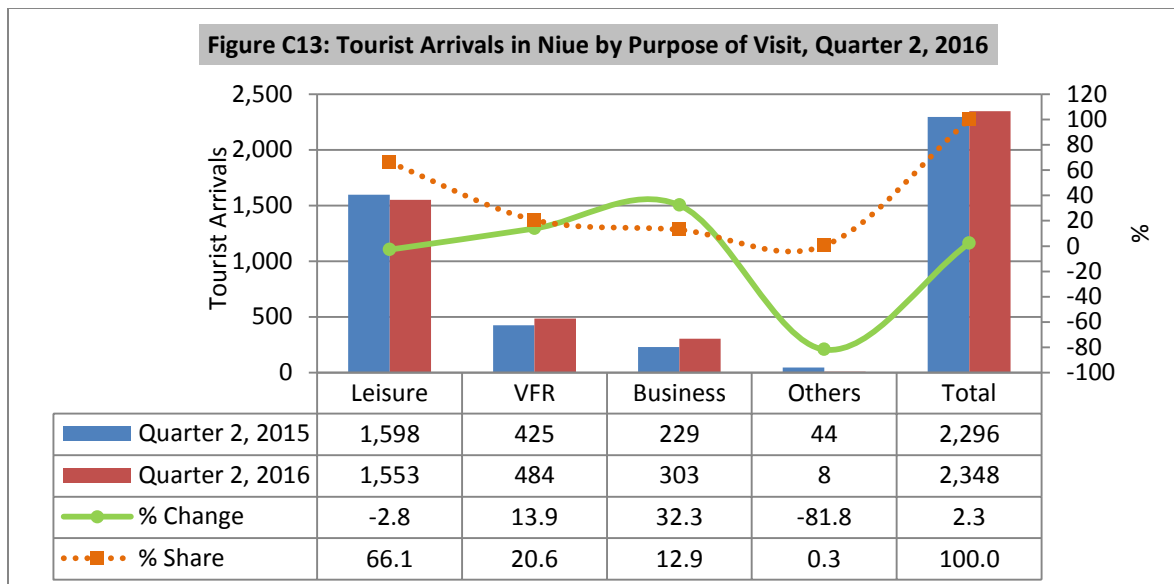
Niue

In June quarter, 2016, a total of 2,348 tourists visited Niue, a slight increase of 2.3% compared to the same quarter a year ago. The increase mainly came from growth in arrivals from most source markets which more than outweighed the declines in arrivals from Australia, New Zealand, China and Other Asia. Meanwhile, New Zealand continued its dominance as the major source market and accounted for 80.4% of the market share while the remaining 19.6% was shared among the other source markets. Details are shown in Figure C12.



Source: Statistics Niue

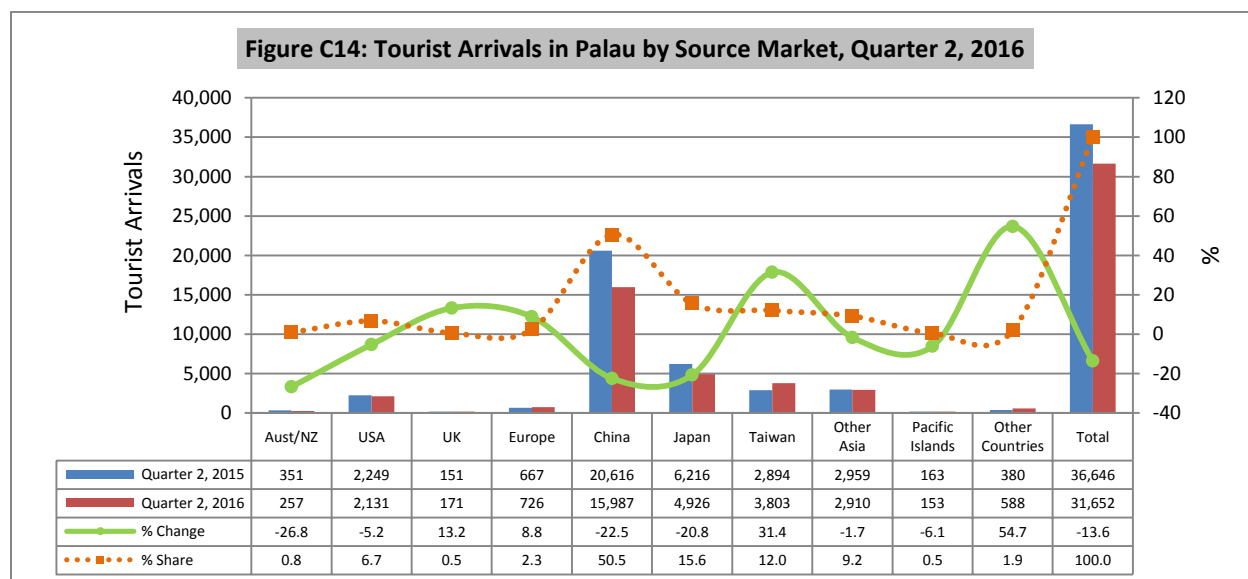
Analysis by purpose of visit shows that the leisure segment continues to have the highest share of 66.1% while VFR had a share of 20.6%. Business and 'other purposes' recorded 12.9% and 0.3% shares respectively. In terms of growth, VFR and business registered positive movements while leisure and 'other purposes' slumped during the quarter. More details are shown in Figure C13.



Source: Statistics Niue

Palau

Compared to the second quarter of 2015, Palau recorded a 13.6% fall in tourist arrivals in this second quarter of 2016. The deceleration reflected significant fall from the major sources, China and Japan, falling by 22.5% and 20.8% respectively. The drop in arrivals from Australia/New Zealand, Pacific Islands and Other Asia also attributed to the negative outcome. On market shares, of the total 31,652 tourists visited Palau, China alone accounted for more than half of the market shares at 50.5%. This followed by Japan at 15.6% and Taiwan at 12% while the remaining portion of 21.9% share came from other source markets. Details are clearly shown in Figure C14 below.

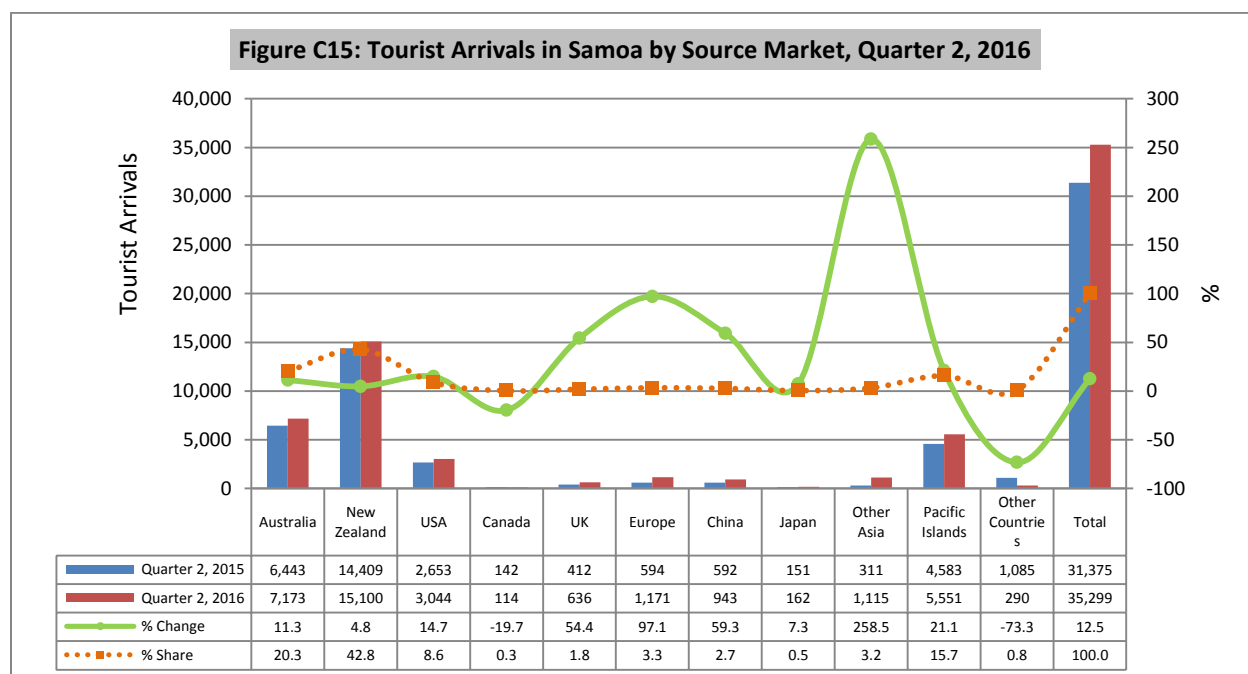


Source: Palau Visitors Authority

Note: Palau's data on purpose of visit not available.

Samoa

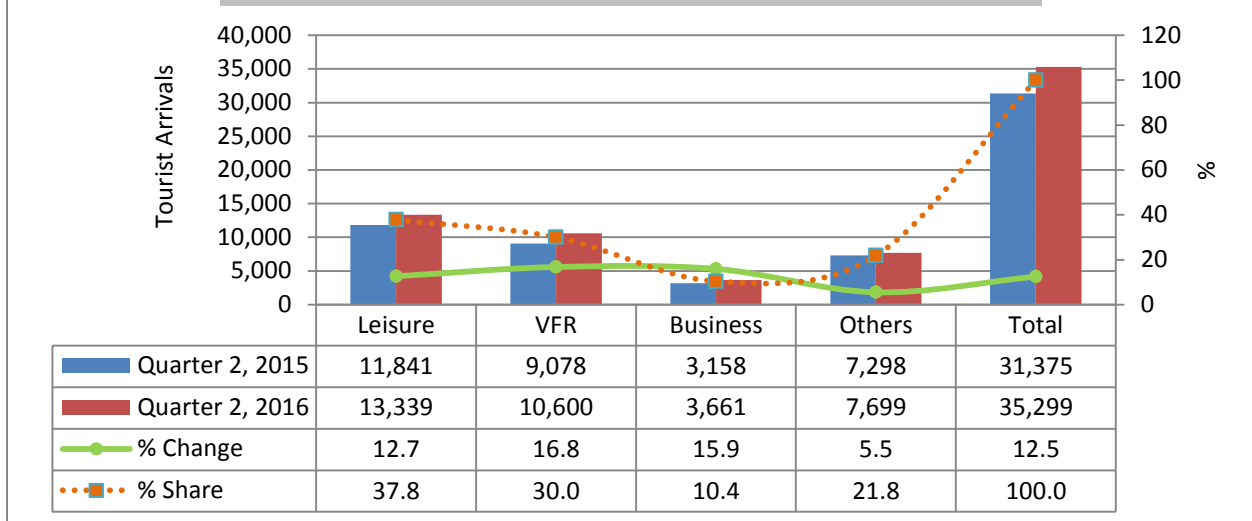
In June quarter, 2016, a total of 35,299 tourists visited Samoa showing a 12.5% increase in comparison to the same period in 2015. The acceleration stemmed mainly from significant rise in arrivals from Other Asia by 258.5%, Europe at 97.1%, China 59.3%, UK 54.4%, and Pacific Islands increasing at 21.1%. Positive growths from USA, Australia, Japan and New Zealand markets also contributed to the favourable outturn. Meanwhile, arrivals from Canada and Other Countries source markets dipped during this period. Nevertheless, New Zealand again dominated tourist arrivals for Samoa with a 42.8% market share followed by Australia at 20.3% and other Pacific Islands accounting for 15.7% share. The remaining 21.2% was distributed among the other source markets. Details are illustrated in Figure C15 below.



Source: Samoa Bureau of Statistics

Leisure tourists accounted for some 37.8% of tourists arrivals in Samoa, while VFR, business and 'Others' each had 30%, 10.4% and 21.8% respectively. All segments registered positive growths during the second quarter. Details shown in Figure C16.

Figure C16: Tourist Arrivals in Samoa by Purpose of Visit, Quarter 2, 2016

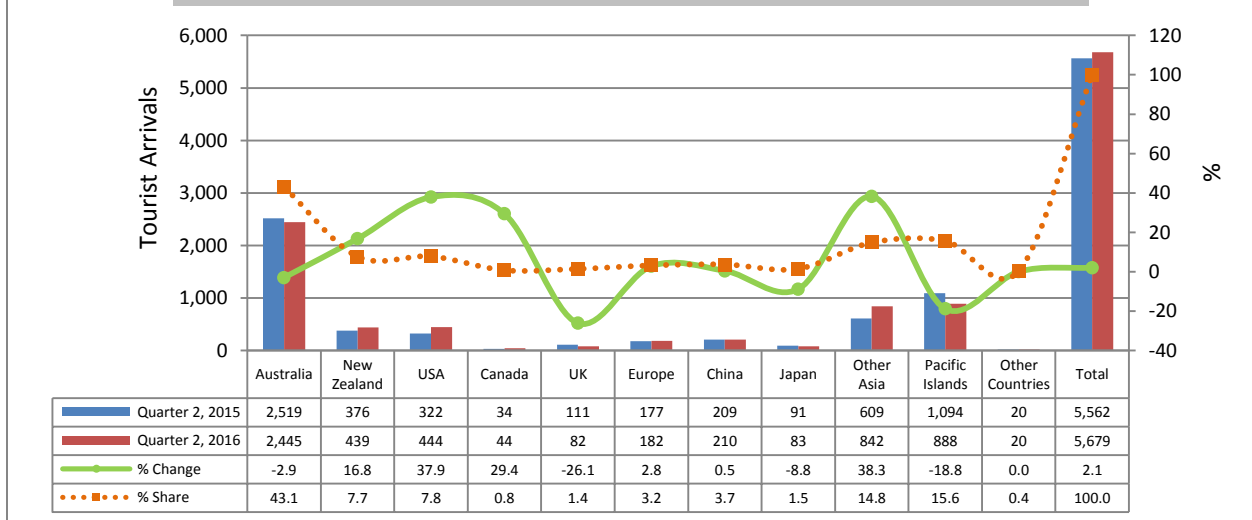


Source: Samoa Bureau of Statistics

Solomon Islands

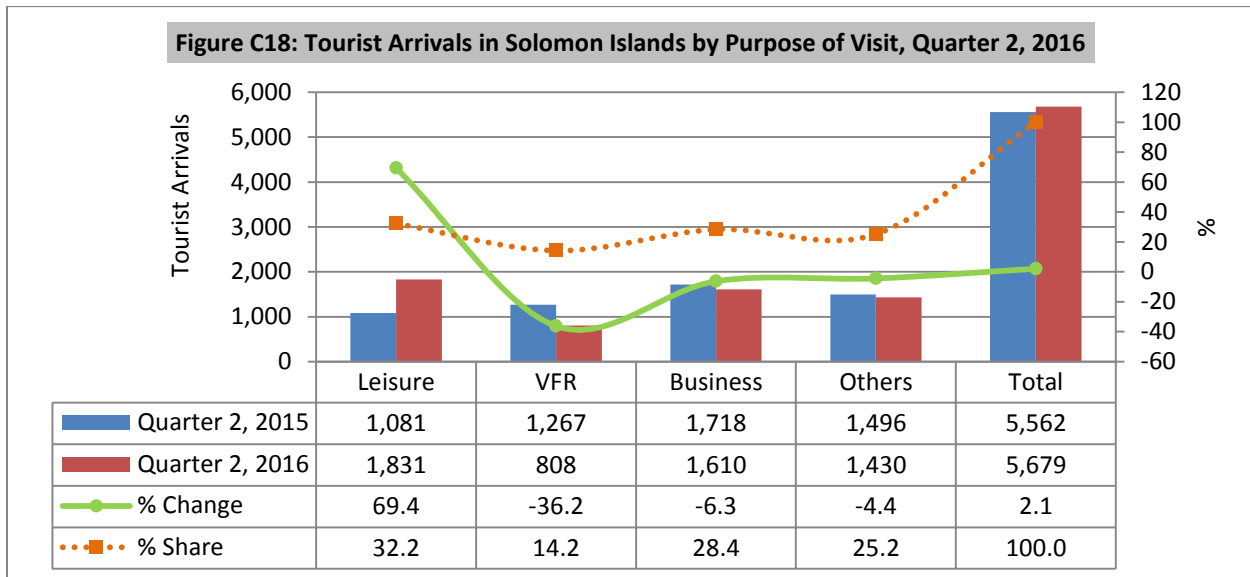
In June quarter, 2016, a total of 5,679 tourists visited Solomon Islands and this registered a 2.1% growth when compared to the same period in 2015. All source markets recorded positive growths except for declines in arrivals from Australia, the UK, Japan and the Pacific Islands. Despite a slump in arrivals from Australia, this market continued to dominate tourist arrivals representing a share of 43.1%, followed by Pacific Islands with a share of 15.6% and Other Asia at 14.8%. The other market sources accounted for the remaining 26.5% share during the quarter. Details are shown in Figure C17.

Figure C17: Tourist Arrivals in Solomon Islands by Source Market, Quarter 2, 2016



Source: Solomon Islands National Statistics Office & Solomon Islands Visitors Bureau

During the period under review, only leisure segment registered a significant growth of 69.4% while visiting friends and relatives, business and other purpose of visits showed a fall during the second quarter. The leisure segment continued to dominate tourist arrivals with a share of 32.2% while business had a share of 28.4%. VFR accounted for 14.2% while 'other purposes' represented the remaining share of 25.2%. Details are illustrated in Figure C18 below.

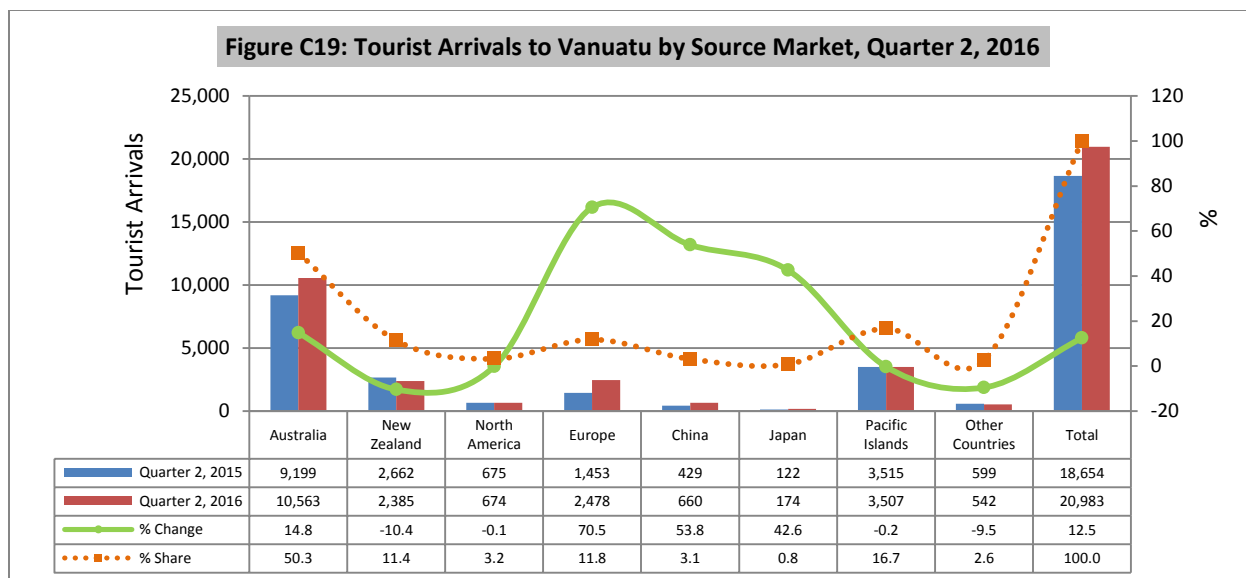


Source: Solomon Islands National Statistics Office

Vanuatu

In June quarter, 2016, Vanuatu received 20,983 tourists, a marked increase of 12.5% against the same period in 2015. The positive outcome reflected a strong recovery in Vanuatu's tourism industry since Cyclone Pam in 2015. Driving the upturn was growth in arrivals from Europe with the highest record of 70.5%, China rising at 53.8%, Japan at 42.6%, and Australia growing at 14.8%. With reference to market dominance, Australia alone accounted for 50.3% of the total market share followed by Pacific Islands recording 16.7%, and Europe and New Zealand at 11.8% and 11.4% share, respectively. The remaining 9.7% was shared among the other source markets during the quarter. Further details are shown in Figure C19 below.

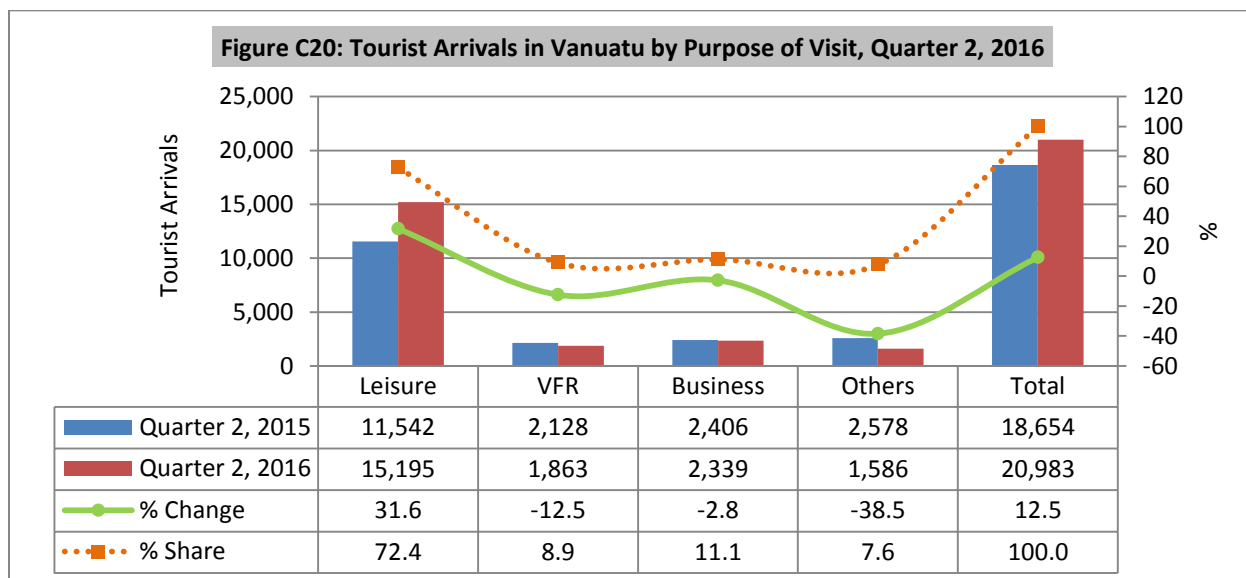
Figure C19: Tourist Arrivals to Vanuatu by Source Market, Quarter 2, 2016



Source: Vanuatu National Statistics Office

Analysis by purpose of visit reveals that majority of the tourists to Vanuatu during the period were for leisure purposes recording 72.4% of the total arrivals. Business tourists accounted for 11.1% market share while VFR made up 8.9%. On growth comparisons against the same quarter of 2015, only the leisure segment recorded positive growth in this period while the other three sectors dipped. Details are illustrated in Figure C20 below.

Figure C20: Tourist Arrivals in Vanuatu by Purpose of Visit, Quarter 2, 2016



Source: Vanuatu National Statistics Office

Report obtainable from:

South Pacific Tourism Organisation
P.O.Box 13119
Suva
Fiji

Telephone: (679) 3304177

Fax: (679) 3301995

Email: research@spto.org

Website: www.spto.org

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South Pacific Tourism Organisation
Level 3, FNPF Place, 343-359 Victoria Parade
P.O. Box 13119, Suva, Fiji Islands.
Phone: +679 3304177 | Fax: +679 3301995
Email: tourism@spto.org
Website: www.spto.org

'Marketing and Developing Tourism in the South Pacific'