

PACIFIC REGIONAL TOURISM CAPACITY BUILDING PROGRAMME (PRTCBP)

QUARTERLY REVIEW OF TOURIST ARRIVALS IN PACIFIC ISLAND COUNTRIES

QUARTER 4, 2015



March 2016

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CONTENTS

PAGE

Preface.....	I
Definitions and Concepts.....	II
World Overview.....	1
Tourist Arrivals into Pacific ACP & SPTO Member Countries.....	1
Market Performance.....	4
Destination Analysis.....	10
Tables & Figures	
Table W1: 2015 World Tourist Arrivals by % Growth.....	1
Table W1: 2016 World Tourist Arrivals Forecast by % Growth.....	1
Table R1: Tourist Arrivals into Pacific ACP and SPTO Member Countries in Quarter 4, 2015...	2
Figure R1: Tourist Arrivals into Pacific ACP and SPTO Member Countries in Quarter 4, 2015....	2
Table R2: Tourist Arrivals by Source Market, Quarter 4, 2015.....	3
Figure R2: Tourist Arrivals by Source Market, Quarter 4, 2015.....	3
Table R3: Quarter 4, 2015-Australian Tourists by Destination and Destination Share.....	4
Figure R3: Destination Share (%) of the Australian Market.....	4
Table R4: Quarter 4, 2015-New Zealand Tourists by Destination and Destination Share.....	5
Figure R4: Destination Share (%) of the New Zealand Market.....	5
Table R5: Quarter 4, 2015-USA Tourists by Destination and Destination Share.....	6
Figure R5: Destination Share (%) of the USA Market.....	6
Table R6: Quarter 4, 2015-European Tourists by Destination and Destination Share.....	7
Figure R6: Destination Share (%) of the European Market.....	7
Table R7: Quarter 4, 2015-Japanese Tourists by Destination and Destination Share.....	8
Figure R7: Destination Share (%) of the Japanese Market.....	8
Table R8: Quarter 4, 2015-Chinese Tourists by Destination and Destination Share.....	9
Figure R8: Destination Share (%) of the Chinese Market.....	9
Figure C1: Quarter 4, 2015 Tourist Arrivals in American Samoa by Source Market	10
Figure C2: Quarter 4, 2015 Tourist Arrivals in American Samoa by Purpose of Visit.....	10
Figure C3: Quarter 4, 2015 Tourist Arrivals in Cook Islands by Source Market.....	11
Figure C4: Quarter 4, 2015 Tourist Arrivals in Cook Islands by Purpose of Visit.....	11
Figure C5: Quarter 4, 2015 Tourist Arrivals in Fiji by Source Market.....	12
Figure C6: Quarter 4, 2015 Tourist Arrivals in Fiji by Purpose of Visit.....	12
Figure C7: Quarter 4, 2015 Tourist Arrivals in French Polynesia by Source Market.....	13
Figure C8: Quarter 4, 2015 Tourist Arrivals in French Polynesia by Purpose of Visit.....	13
Figure C9: Quarter 4, 2015 Tourist Arrivals in New Caledonia by Source Market.....	14
Figure C10: Quarter 4, 2015 Tourist Arrivals in Niue by Source Market.....	15
Figure C11: Quarter 4, 2015 Tourist Arrivals in Niue by Purpose of Visit.....	15
Figure C12: Quarter 4, 2015 Tourist Arrivals in Palau by Source Market.....	16
Figure C13: Quarter 4, 2015 Tourist Arrivals in Samoa by Source Market.....	16
Figure C14: Quarter 4, 2015 Tourist Arrivals in Samoa by Purpose of Visit.....	17
Figure C15: Quarter 4, 2015 Tourist Arrivals in Solomon Islands by Source Market.....	18
Figure C16: Quarter 4, 2015 Tourist Arrivals in Solomon Islands by Purpose of Visit.....	18
Figure C17: Quarter 4, 2015 Tourist Arrivals in Tuvalu by Source Market.....	19
Figure C18: Quarter 4, 2015 Tourist Arrivals in Tuvalu by Purpose of Visit.....	19
Figure C19: Quarter 4, 2015 Tourist Arrivals in Vanuatu by Source Market.....	20
Figure C20: Quarter 4, 2015 Tourist Arrivals in Vanuatu by Purpose of Visit.....	21

PREFACE

The *Quarterly Review of Tourist Arrival in Pacific Island Countries- Fourth Quarter 2015* is published by the South Pacific Tourism Organization (SPTO) within the framework of its Pacific Regional Tourism Capacity Building Programme (PRTCBP) funded by the European Union through the 10th EDF. This report presents a review of tourist arrivals in Pacific Island countries in the fourth quarter of 2015 and the year ending December 2015 with comparative data for the same periods of the previous year.

Out of the seventeen Pacific Island countries, eleven responded with the required data in time for the preparation of this publication, but it was not possible to get data from FSM, Kiribati, Marshall Islands Nauru, PNG and Tonga in time. 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 on an annual basis the pocket-sized *SPTO Facts & Figures*. Ad hoc Air and Cruise Visitor Survey reports 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 'visitor' 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 visitors, namely,

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

Excursionist: Visitor 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 18 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 that in 2015, international tourist arrivals grew by 4.4% to a total of 1,184 million. The year 2015 was the sixth consecutive year of above-average growth, meaning international visitor arrivals increased by 4% or more since the post-crisis year of 2010. Although demand was strong overall, there were mixed results in each destination due to fluctuation of exchange rates, drop in oil prices and other commodities and natural or man-made crises. Growth in international visitor arrivals by region is tabulated in Table W1 below.

Table W1: 2015 World Tourist Arrivals by % Growth

Region	% Growth
Africa	-3%
Americas	+5%
Asia & the Pacific	+5%
Europe	+5%
Middle East	+3%

Source: UNWTO

For 2016 international visitor arrivals, the UNWTO has forecasted that there will be strong growths in Asia and the Pacific (+4% to +5%) and the Americas (+4% to +5%) while Europe is projected to grow by +3.5% to +4.5%. International visitor arrivals to Africa is expected to increase by +2% to 5% and the Middle East by +2% to +5%. Details are tabulated in Table W2 below.

Table W2: 2016 World Tourist Arrivals Forecast by % Growth

Region	% 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 Countries¹

In Quarter 4, 2015, the Pacific ACP and SPTO member countries² received an estimated total of 503,060 tourists. When compared to the same period in 2014, this showed a 3.5% increase. Most destinations recorded positive growths while American Samoa, Federated States of Micronesia, Niue, Palau and Vanuatu had experienced dismal

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

² Quarter 4, 2015 data for FSM, Kiribati, Marshall Islands, PNG and Tonga are SPTO estimates

performances in their tourist arrivals. The summary is presented in Table R1 and Figure R1 below.

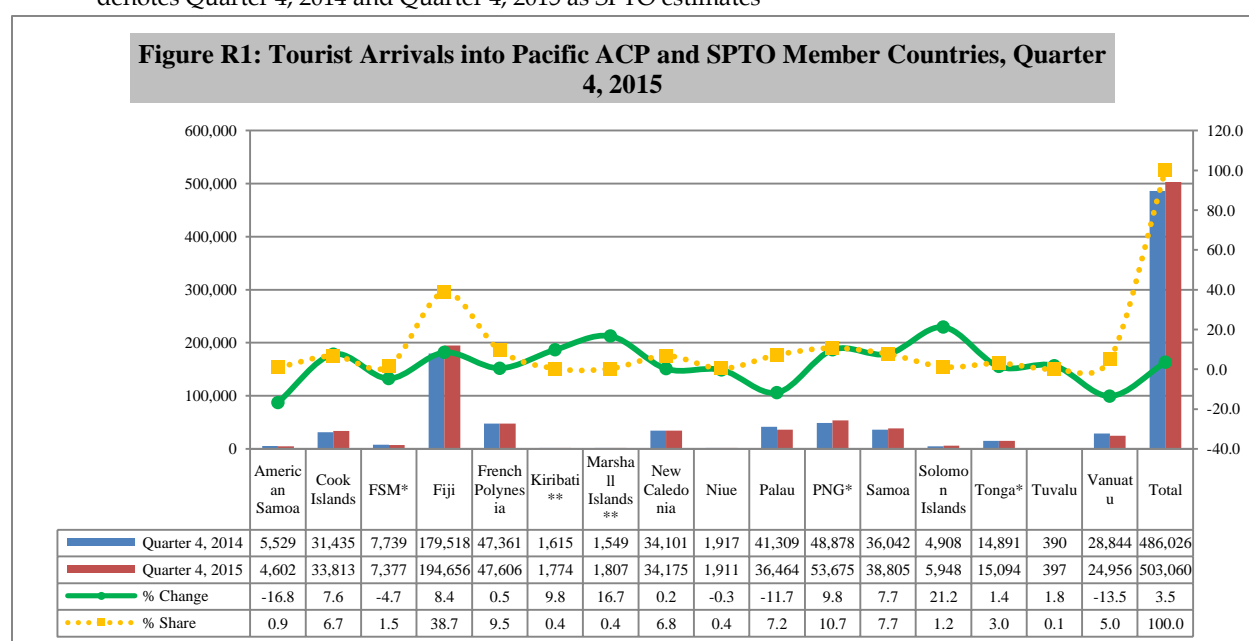
Table R1: Tourist Arrivals to Pacific ACP and SPTO Member Countries, Quarter 4, 2015

Pacific Countries	Quarter 4, 2014	Quarter 4, 2015	Absolute Change	% Change	% Share
American Samoa	5,529	4,602	-927	-16.8	0.9
Cook Islands	31,435	33,813	2,378	7.6	6.7
FSM*	7,739	7,377	-362	-4.7	1.5
Fiji	179,518	194,656	15,138	8.4	38.7
French Polynesia	47,361	47,606	245	0.5	9.5
Kiribati**	1,615	1,774	159	9.8	0.4
Marshall Islands**	1,549	1,807	258	16.7	0.4
New Caledonia	34,101	34,175	74	0.2	6.8
Niue	1,917	1,911	-6	-0.3	0.4
Palau	41,309	36,464	-4,845	-11.7	7.2
PNG*	48,878	53,675	4,797	9.8	10.7
Samoa	36,042	38,805	2,763	7.7	7.7
Solomon Islands	4,908	5,948	1,040	21.2	1.2
Tonga*	14,891	15,094	203	1.4	3.0
Tuvalu	390	397	7	1.8	0.1
Vanuatu	28,844	24,956	-3,888	-13.5	5.0
Total	486,026	503,060	17,034	3.5	100.0

Source: NTOs, NSOs and SPTO

Note: * denotes Quarter 4, 2015 figures as SPTO estimates

** denotes Quarter 4, 2014 and Quarter 4, 2015 as SPTO estimates

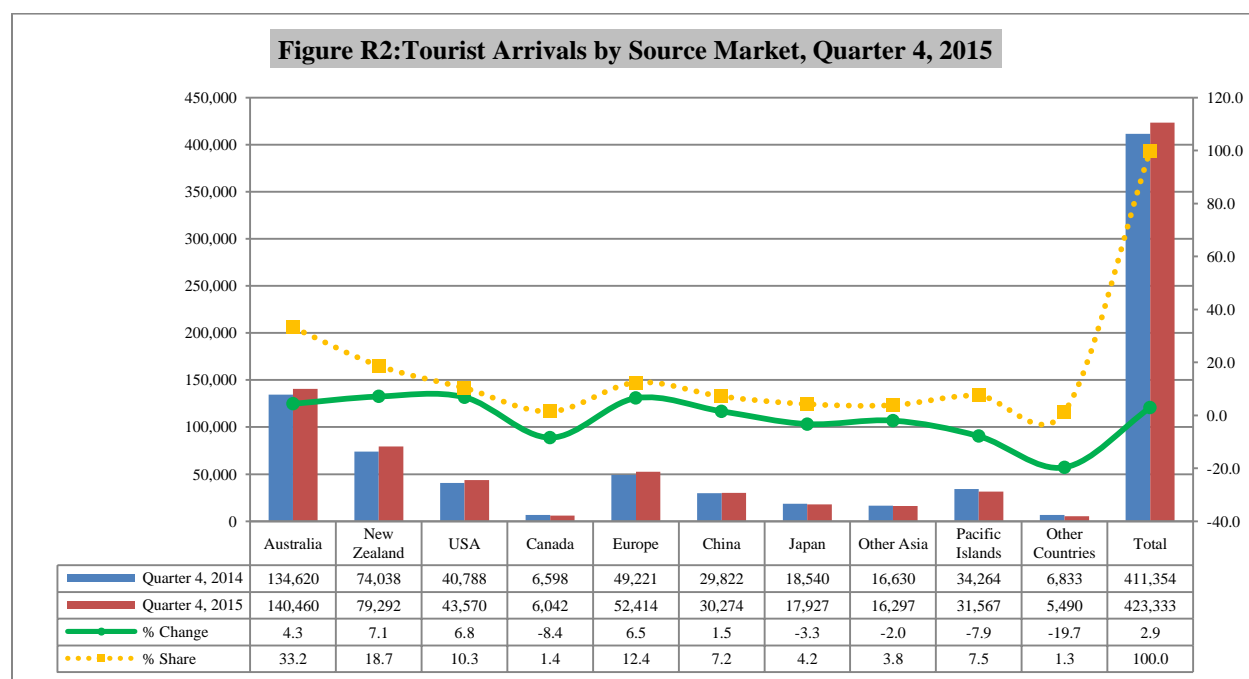


Source: NTOs, NSOs and SPTO

Table R2: Tourist Arrivals by Source Market, Quarter 4, 2015

Market	Quarter 4, 2014	Quarter 4, 2015	Absolute Change	% Change	% Share
Australia	134,620	140,460	5,840	4.3	33.2
New Zealand	74,038	79,292	5,254	7.1	18.7
USA	40,788	43,570	2,782	6.8	10.3
Canada	6,598	6,042	-556	-8.4	1.4
Europe	49,221	52,414	3,193	6.5	12.4
China	29,822	30,274	452	1.5	7.2
Japan	18,540	17,927	-613	-3.3	4.2
Other Asia	16,630	16,297	-333	-2.0	3.8
Pacific Islands	34,264	31,567	-2,697	-7.9	7.5
Other Countries	6,833	5,490	-1,343	-19.7	1.3
Total	411,354	423,333	11,979	2.9	100.0

Source: NTOs, NSOs and SPTO



Source: NTOs, NSOs and SPTO

Market Performance

Australian Market

In Quarter 4, 2015, a total of 140,460 Australian tourists visited the region representing a positive growth of 4.3% as compared to the same period in 2014. By destination, the highest growth in this period was marked by Solomon Islands with a 14.8% increase while the highest decline of -25.6% was registered by Palau. In terms of destination share, the majority of Australian tourists to the region during this period visited Fiji (70.6%) as usual. The remaining 29.4% was shared among the other destinations. This market continued to be the major source market for Fiji, Solomon Islands and Vanuatu. More details are illustrated in Table R3 and Figure R3 below.

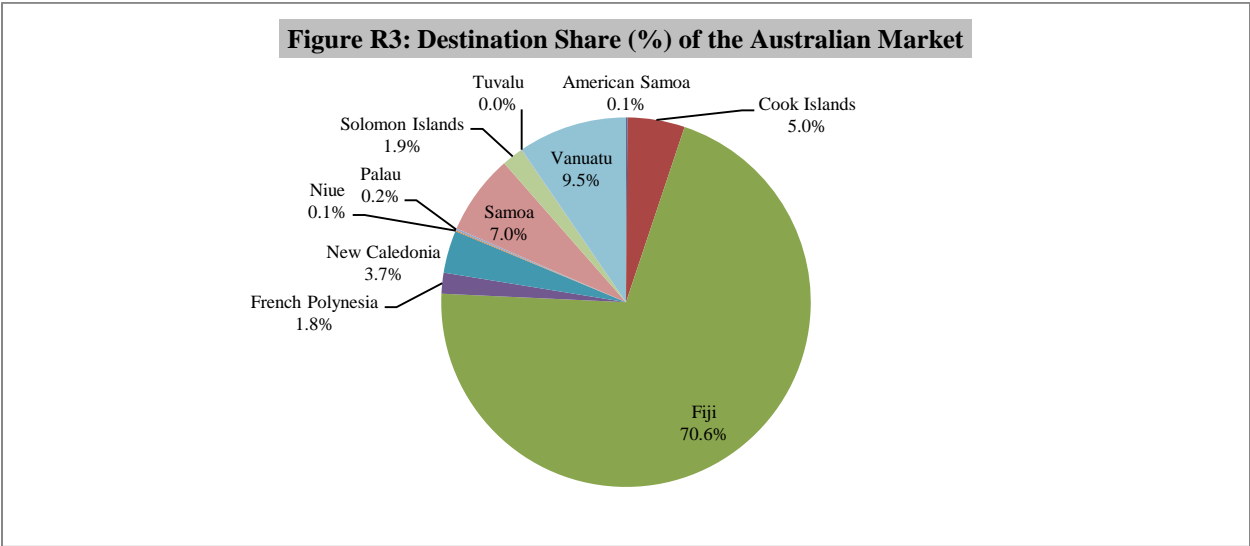
Table R3: Australian Tourists by Destination and Destination Share, Quarter 4, 2015

Destination	Quarter 4, 2014	Quarter 4, 2015	Absolute Change	% Change	% Share
American Samoa	215	175	-40	-18.6	0.1
Cook Islands	6,548	7,043	495	7.6	5.0
Fiji	91,537	99,155	7,618	8.3	70.6
French Polynesia	2,310	2,565	255	11.0	1.8
New Caledonia	5,700	5,218	-482	-8.5	3.7
Niue	176	135	-41	-23.3	0.1
Palau*	305	227	-78	-25.6	0.2
Samoa	9,587	9,851	264	2.8	7.0
Solomon Islands	2,300	2,641	341	14.8	1.9
Tuvalu	51	41	-10	-19.6	0.0
Vanuatu	15,891	13,409	-2,482	-15.6	9.5
Total	134,620	140,460	5,840	4.3	100.0

Note: Data not available for FSM, Kiribati, Marshall Islands, Nauru, PNG, Timor Leste, and Tonga.

* Palau figures include Australia/New Zealand together.

Source: NTOs, NSOs and SPTO



New Zealand Market

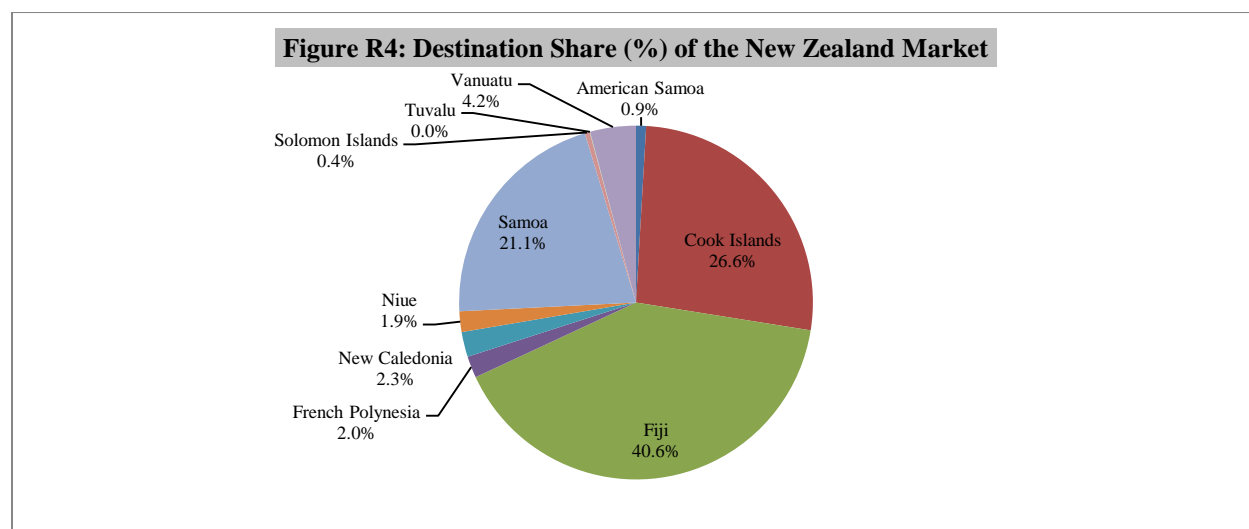
During the period under review, the region received 79,292 New Zealand tourists, an increase of 7.1% when compared to Quarter 4, 2014. The highest growth in this period was recorded by Samoa (11.5%) and the highest decline was registered by Tuvalu (-36.5%). New Zealand continued to be the major source market for Cook Islands, Niue and Samoa. In terms of shares, 40.6% of New Zealand tourists visited Fiji while Cook Islands and Samoa received 26.6% and 21.1% respectively. The remaining 11.7% was shared among other destinations. More details are shown in Table R4 and Figure R4 below.

Table R4:- New Zealand Tourists by Destination and Destination Share, Quarter 4, 2015

Destination	Quarter 4, 2014	Quarter 4, 2015	Absolute Change	% Change	% Share
American Samoa	750	729	-21	-2.8	0.9
Cook Islands	19,625	21,088	1,463	7.5	26.6
Fiji	30,058	32,156	2,098	7.0	40.6
French Polynesia	1,597	1,565	-32	-2.0	2.0
New Caledonia	1,769	1,810	41	2.3	2.3
Niue	1,509	1,493	-16	-1.1	1.9
Samoa	15,013	16,745	1,732	11.5	21.1
Solomon Islands	382	355	-27	-7.1	0.4
Tuvalu	52	33	-19	-36.5	0.0
Vanuatu	3,283	3,318	35	1.1	4.2
Total	74,038	79,292	5,254	7.1	100.0

Note: Data not available for FSM, Kiribati, Marshall Islands, Nauru, PNG, Timor Leste, and Tonga.

Source: NTOs, NSOs and SPTO



USA Market

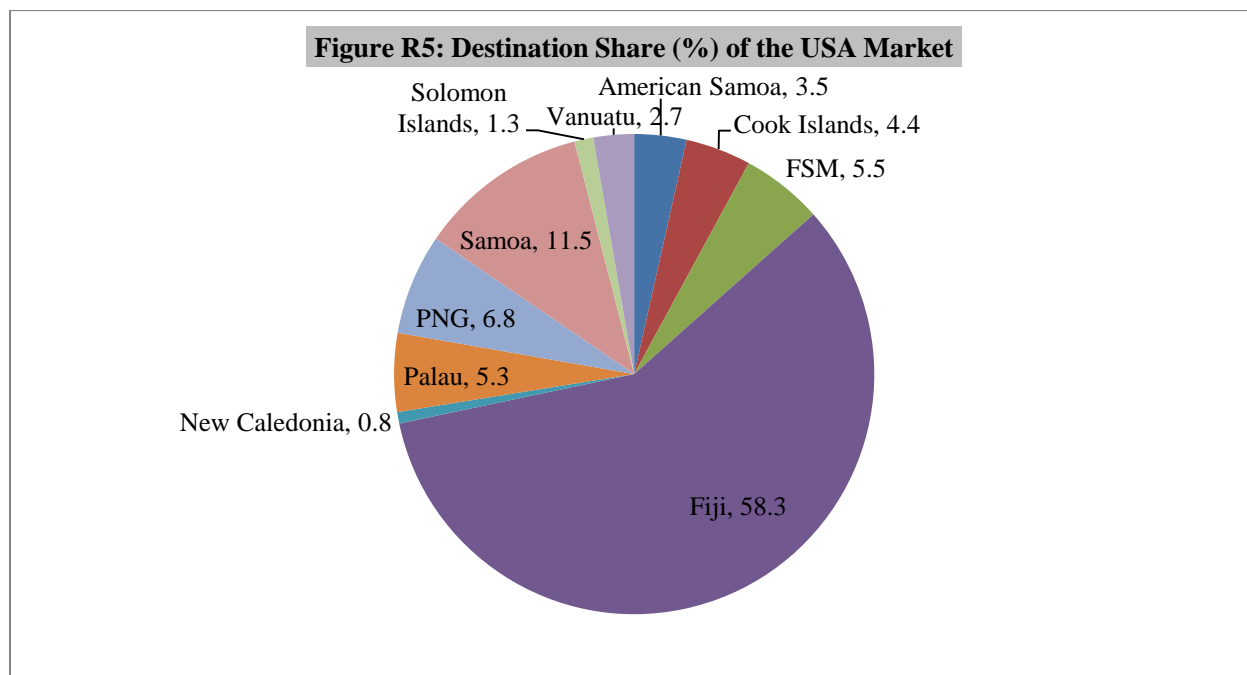
In Quarter 4, 2015, this market recorded an increase of 6.8% in comparison to the same period in the previous year. The highest growth was marked by Solomon Islands (70% or 154 in absolute terms) while Niue had the highest decline of -68% (34 in absolute terms). Fiji had a share of 39.8% while French Polynesia accounted for 39.5%. The remaining 20.7% was shared among the other destinations. Details are shown in Table R5 and Figure R5 below.

Table R5: USA Tourists by Destination and Destination Share, Quarter 4, 2015

Destination	Quarter 4, 2014	Quarter 4, 2015	Absolute Change	% Change	% Share
American Samoa	1,205	987	-218	-18.1	2.3
Cook Islands	1,377	1,555	178	12.9	3.6
Fiji	15,640	17,326	1,686	10.8	39.8
French Polynesia	17,036	17,224	188	1.1	39.5
New Caledonia	287	307	20	7.0	0.7
Niue	50	16	-34	-68.0	0.0
Palau	2,249	2,276	27	1.2	5.2
Samoa	2,155	2,622	467	21.7	6.0
Solomon Islands	220	374	154	70.0	0.9
Tuvalu	18	29	11	61.1	0.1
Vanuatu	551	854	303	55.0	2.0
Total	40,788	43,570	2,782	6.8	100.0

Note: Data not available for FSM, Kiribati, Marshall Islands, Nauru, PNG, Timor Leste, and Tonga.

Source: NTOs, NSOs and SPTO



European Market

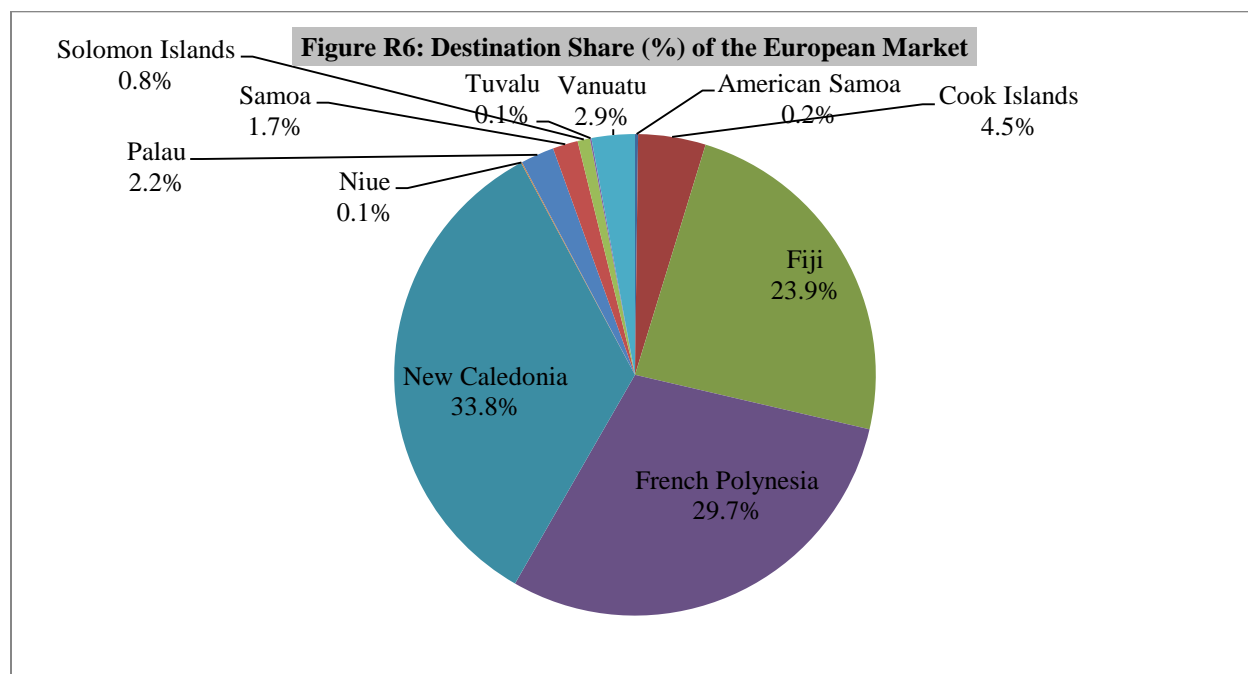
In Quarter 4, 2015, 52,414 European tourists visited the region, of which, 33.8% visited New Caledonia followed by French Polynesia (29.7%) and Fiji (23.9%) Understandably, the European market remains the single major source market for New Caledonia. The highest percentage growth was reported by Tuvalu of 217.6% or 37 in absolute terms, while Niue had the highest decline of -46.4%. Overall, this European market grew by 6.5% compared to the same period last year. Details are illustrated in Table R6 and Figure R6 below.

Table R6: European Tourists by Destination and Destination Share, Quarter 4, 2015

Destination	Quarter 4, 2014	Quarter 4, 2015	Absolute Change	% Change	% Share
American Samoa	108	108	0	0.0	0.2
Cook Islands	2,644	2,376	-268	-10.1	4.5
Fiji	11,713	12,525	812	6.9	23.9
French Polynesia	15,951	15,550	-401	-2.5	29.7
New Caledonia	14,698	17,742	3,044	20.7	33.8
Niue	69	37	-32	-46.4	0.1
Palau	1,537	1,179	-358	-23.3	2.2
Samoa	552	887	335	60.7	1.7
Solomon Islands	275	435	160	58.2	0.8
Tuvalu	17	54	37	217.6	0.1
Vanuatu	1,657	1,521	-136	-8.2	2.9
Total	49,221	52,414	3,193	6.5	100.0

Note: Data not available for FSM, Kiribati, Marshall Islands, Nauru, PNG, Timor Leste, and Tonga.

Source: NTOs, NSOs and SPTO



Japanese Market

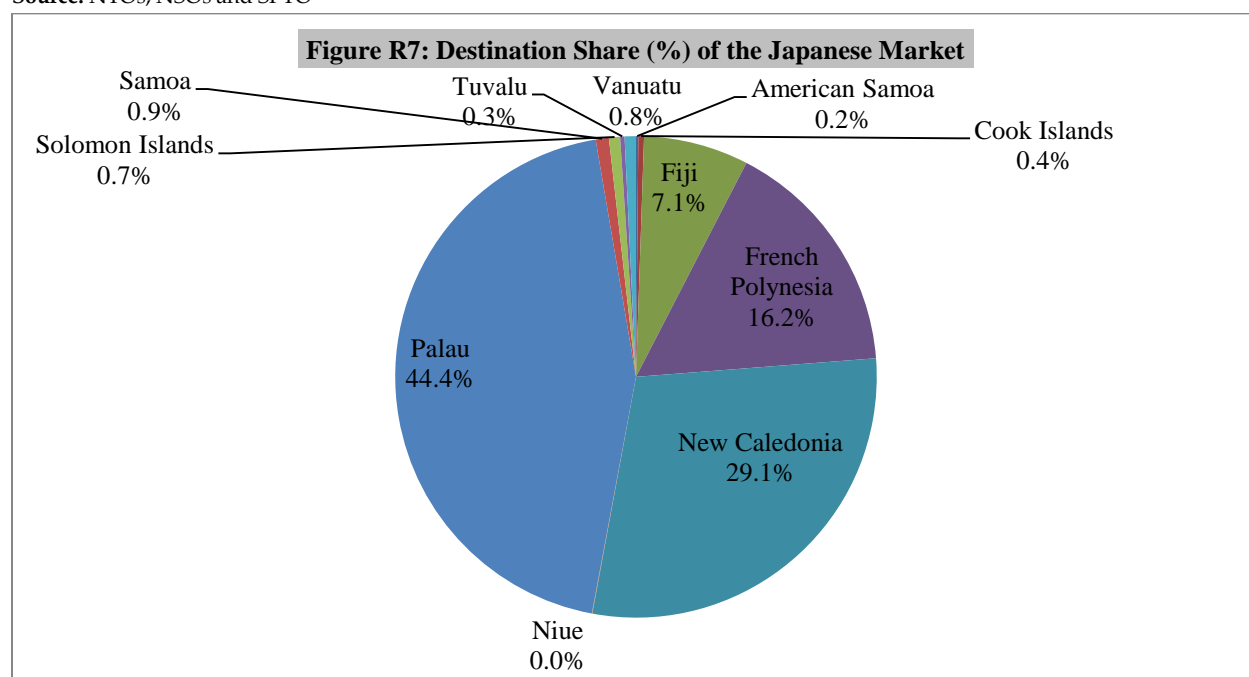
In Quarter 4, 2015, a total of 17,927 Japanese tourists visited the region representing a 3.3% decline compared to the same period the previous year. American Samoa, Fiji, Samoa and Tuvalu registered positive growths during this period while the others recorded declines. Majority of the tourists from this market visited Palau due to its proximity to this market. Details are shown in Table R7 and Figure R7 below below.

Table R7: Japanese Tourists by Destination and Destination Share, Quarter 4, 2015

Destination	Quarter 4, 2014	Quarter 4, 2015	Absolute Change	% Change	% Share
American Samoa	19	28	9	47.4	0.2
Cook Islands	83	68	-15	-18.1	0.4
Fiji	1,153	1,264	111	9.6	7.1
French Polynesia	2,979	2,901	-78	-2.6	16.2
New Caledonia	5,280	5,223	-57	-1.1	29.1
Niue	21	6	-15	-71.4	0.0
Palau	8,503	7,956	-547	-6.4	44.4
Samoa	156	158	2	1.3	0.9
Solomon Islands	112	134	22	19.6	0.7
Tuvalu	27	53	26	96.3	0.3
Vanuatu	207	136	-71	-34.3	0.8
Total	18,540	17,927	-613	-3.3	100.0

Note: Data not available for FSM, Kiribati, Marshall Islands, Nauru, PNG, Timor Leste, and Tonga.

Source: NTOs, NSOs and SPTO



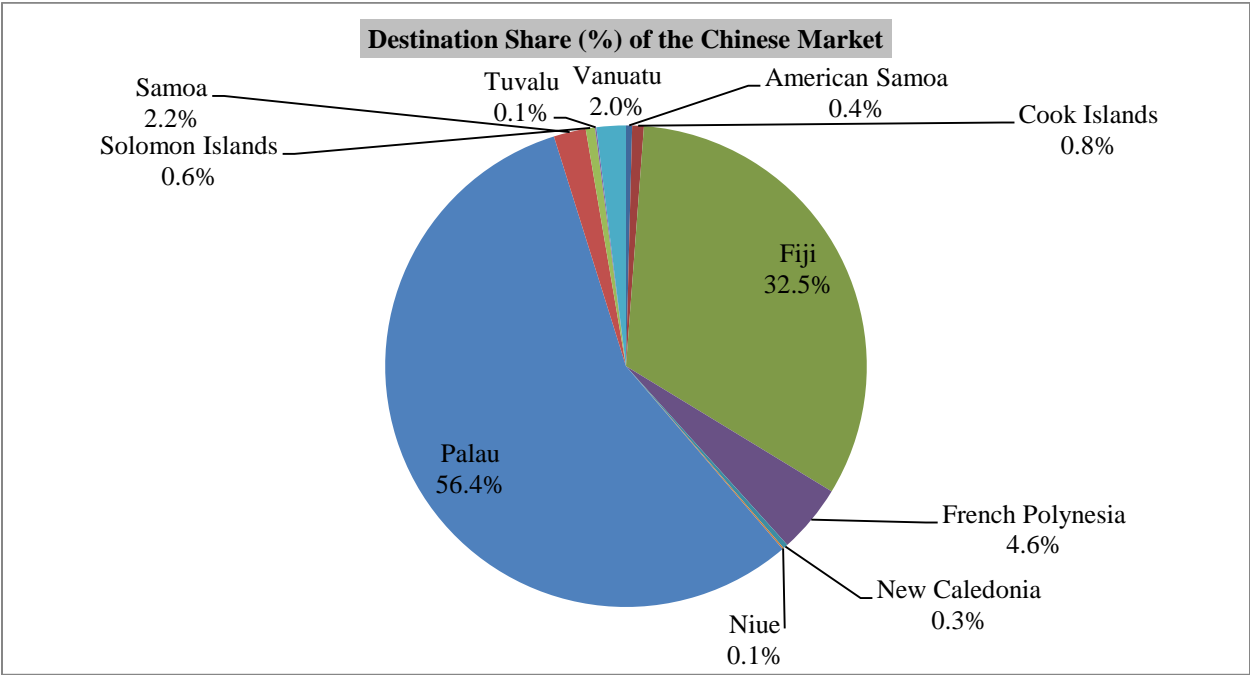
Chinese Market

During the period under review, 30,274 Chinese tourists visited the region and this showed a mere 1.5% growth from Quarter 4, 2014. Of this, 56.4% visited Palau while 32.5% visited Fiji. The remaining shares were distributed among the other regional countries. All countries registered increases except for Palau and Tuvalu. Details are shown in Table R8 and Figure R8 below.

Table R8: Chinese Tourists by Destination and Destination Share, Quarter 4, 2015

Destination	Quarter 4, 2014	Quarter 4, 2015	Absolute Change	% Change	% Share
American Samoa	95	124	29	30.5	0.4
Cook Islands	57	236	179	314.0	0.8
Fiji	7,824	9,844	2,020	25.8	32.5
French Polynesia	763	1,395	632	82.8	4.6
New Caledonia	82	97	15	18.3	0.3
Niue	0	30	30	0	0.1
Palau	19,780	17,083	-2,697	-13.6	56.4
Samoa	612	653	41	6.7	2.2
Solomon Islands	176	189	13	7.4	0.6
Tuvalu	32	28	-4	-12.5	0.1
Vanuatu	401	595	194	48.4	2.0
Total	29,822	30,274	452	1.5	100.0

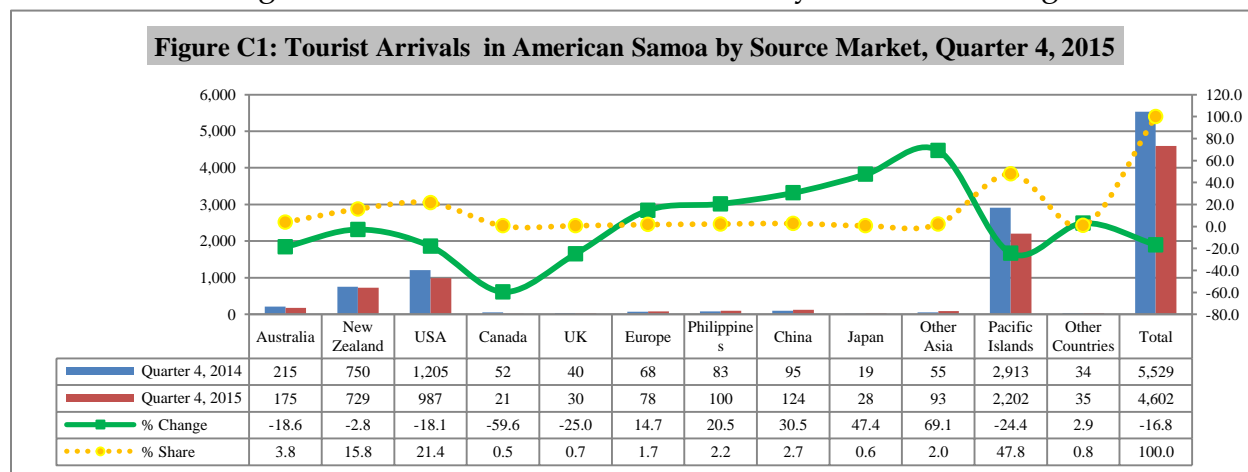
Note: Data not available for FSM, Kiribati, Marshall Islands, Nauru, PNG, Timor Leste, and Tonga.
 Source: NTOs, NSOs and SPTO



Destination Analysis

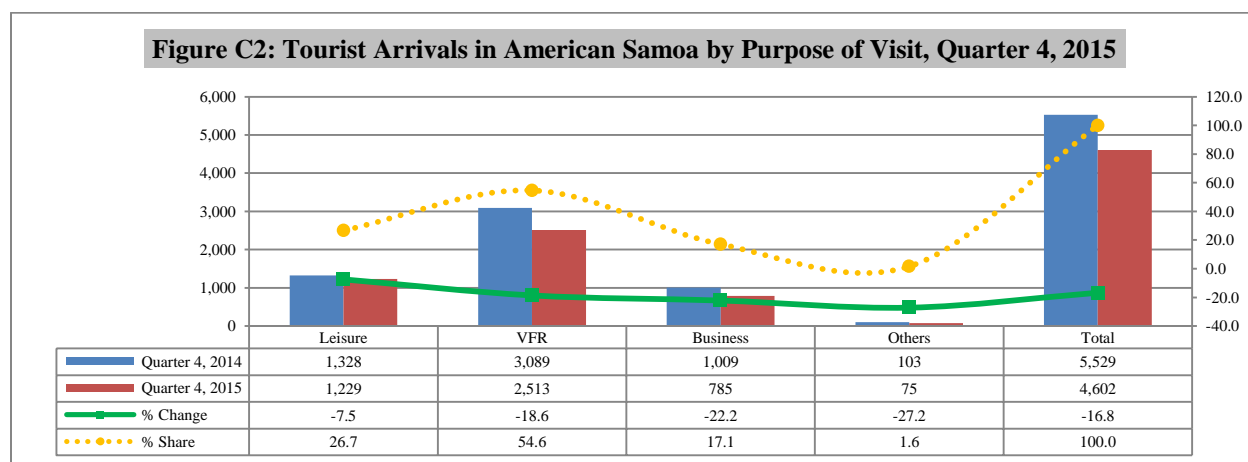
American Samoa

In Quarter 4, 2015, a total of 4,602 tourists visited American Samoa marking a decline of 16.8% in comparison to the same period in 2014. Positive growths were registered for Other Asia (69.1%), Japan (47.4%), China (30.5%), Philippines (20.5%) and Europe (14.7%) while there were declines in the other markets. As usual, arrivals from other Pacific Islands were the highest and accounted for 47.8% of the total market share. This was followed by USA (21.4%) and New Zealand (15.8%). The remaining 15% were distributed among the other markets. Details are clearly illustrated in Figure C1 below.



Source: Research & Statistics Division, Department of Commerce, American Samoa

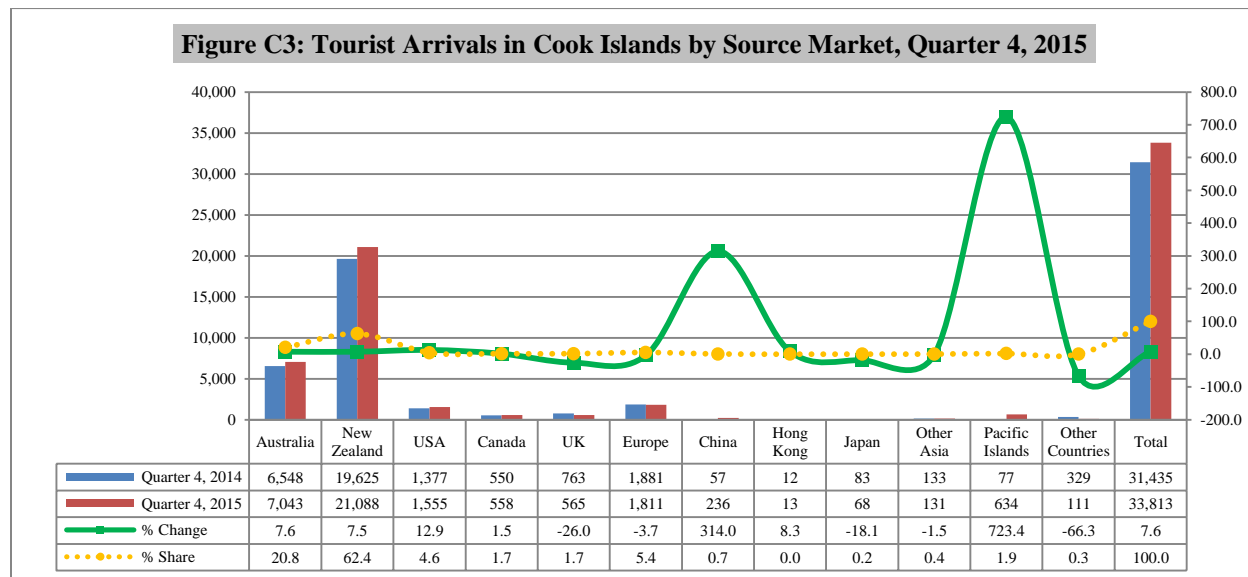
Analysis by purpose of visit reveals that in terms of growth, all segments declined. The classification 'Others' registered the highest decline of 27.2% followed by Business (-22.2%), VFR (-18.6%) and Leisure (-7.5%). More than half (54.6%) of the tourists that visited American Samoa during the period under review were reported to be visiting friends and relatives while a further 27% were holidaying tourists. The remaining 18.4% were shared among business and other purposes. Details are shown in Figure C2 below.



Source: Research & Statistics Division, Department of Commerce, American Samoa

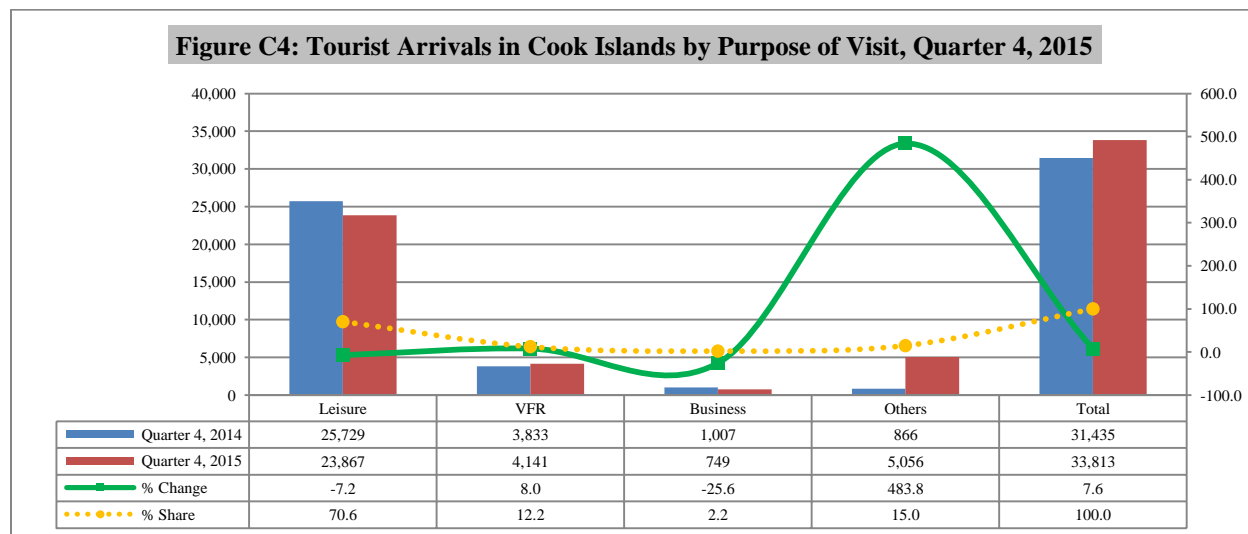
Cook Islands

In Quarter 4, 2015, Cook Islands received 33,813 tourists, representing an increase of 7.6% compared to the same period in 2014. The highest growth was recorded by the Pacific Islands (723%) while the highest decline was registered by Other Countries (-66%). In terms of market dominance, New Zealand remained the major single source market for this destination making up 62% of the total visitor arrivals followed by Australia at 21%. Details are shown in Figure C3 below.



Source: Statistics Office, Ministry of Finance and Economic Management, Cook Islands

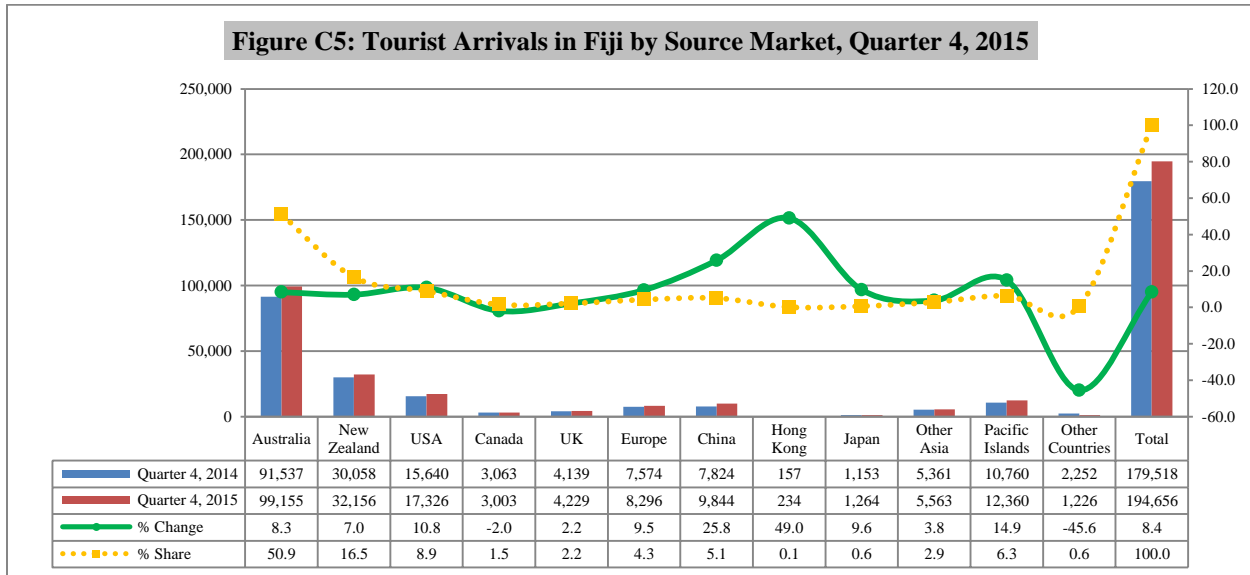
Analysis by purpose of visit showed that VFR and Other purposes increased while Business and Leisure declined. In terms of market share, 71% of tourists were holidaymakers while the remaining 29% were distributed among the other segments. Details are clearly illustrated in Figure C4 below.



Source: Statistics Office, Ministry of Finance and Economic Management, Cook Islands

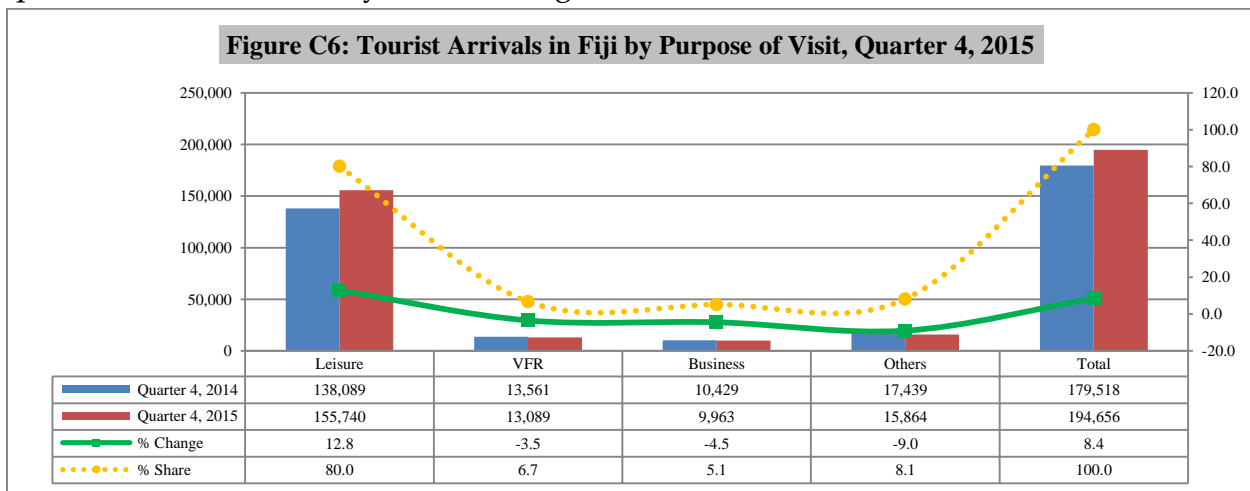
Fiji

In Quarter 4, 2015, tourist arrivals to Fiji recorded an 8.4% increase in comparison to the same period in 2014. In terms of growth, Hong Kong registered the highest increase of 49% or 77 in absolute terms while the highest decline was recorded by Other countries (-45.6%). In terms of shares, Australia continued to be the dominant source market with nearly 47% followed by New Zealand with a share of 24.3%. Figure C5 below shows details.



Source: Fiji Bureau of Statistics

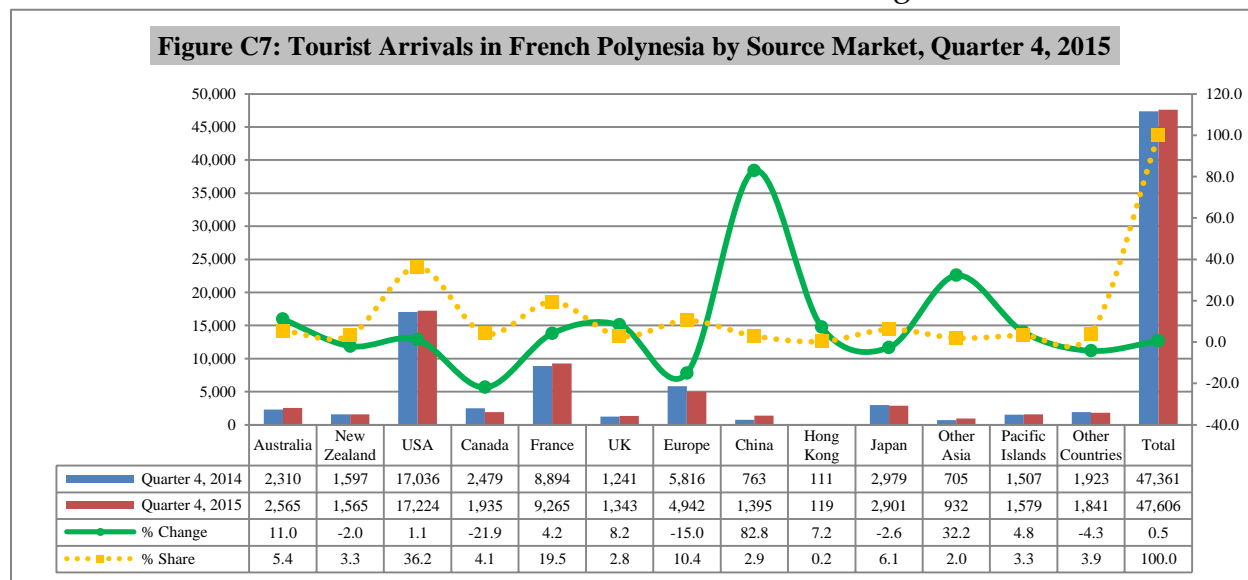
Leisure recorded a positive growth of 12.8% while the other segments reportedly declined. The majority (80%) of the tourists visited Fiji for leisure purposes during the period under review. The two segments of VFR and Business represents 6.7% and 5.1% respectively, of the total tourist arrivals to Fiji during the quarter under review. The classification 'Others' accounted for 8.1% of the total tourist traffic to Fiji during this quarter. Details are clearly shown in Figure C6 below.



Source: Fiji Bureau of Statistics

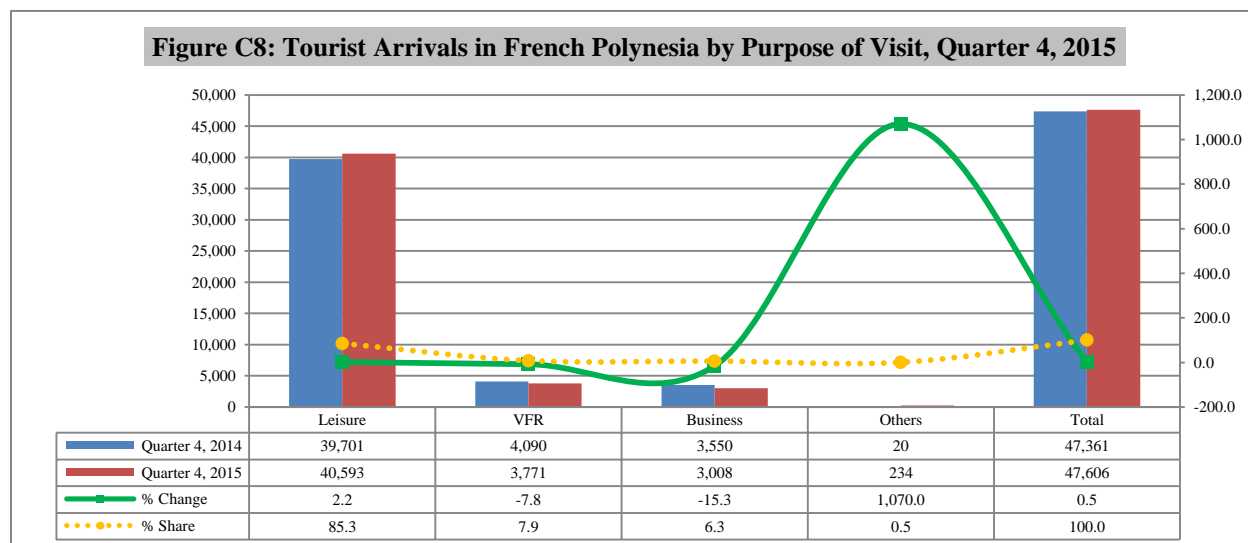
French Polynesia

During the period under review, 47,606 tourists visited French Polynesia marking a mere 0.5% increase overall when compared to Quarter 4, 2014. By source market, China recorded the highest growth of 82.8% while Canada registered the highest decline of 21.9%. Majority of tourists visiting this destination were from USA (36.2%) followed by France (19.5%) and Europe (10.4). The remaining 33.9% were shared among the other markets. Details are illustrated in Figure C7 below.



Source: Institut de la Statistique de la Polynesie Francaise

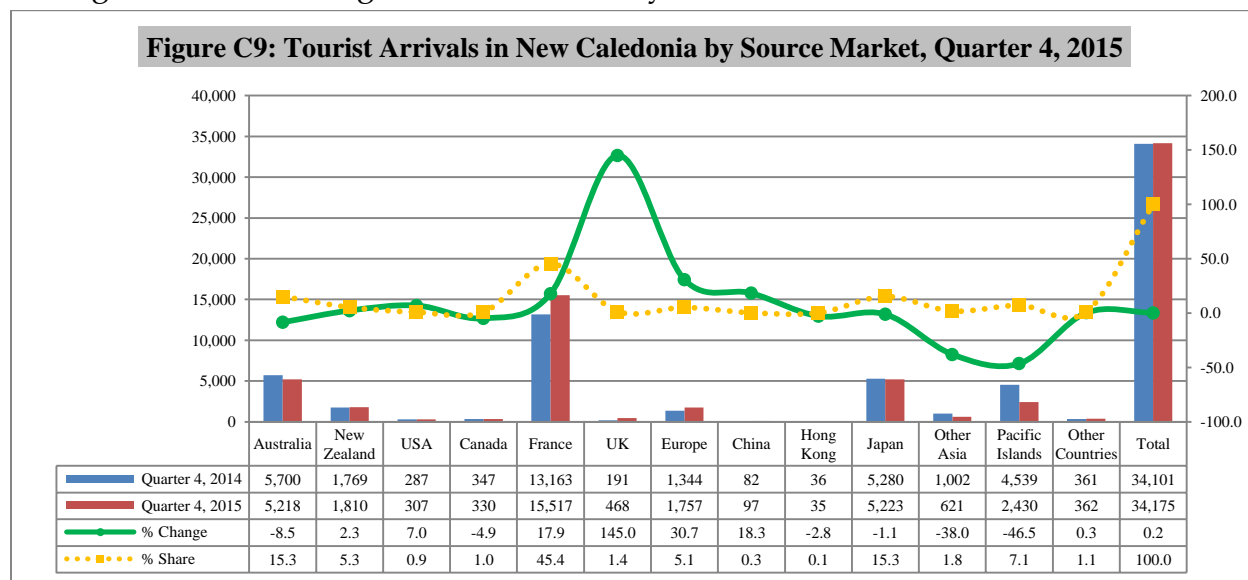
By purpose of visit, Leisure increased by 2.2%, the classification 'Others' by 1,070% or 214 in absolute terms, while declines were registered for VFR (-7.8%) and Business (-15.3%). As usual, the majority of tourists to this destination were holidaymakers making up 85.3% of the total tourist arrivals. VFR, Business and Other purposes accounted for 7.9%, 6.3% and 0.5% respectively of the total tourist traffic to this destination.



Source: Institut de la Statistique de la Polynesie Francaise

New Caledonia

During the period under review, a total of 34,175 tourists visited New Caledonia signifying only just a 0.2% increase in comparison to the same period in 2014. In terms of growth by source market, the highest increases were recorded for the UK (145%), Europe (30.7%), China (18.3%) and France (17.9%). Other markets registered modest growths while there were decline in tourist arrivals from the Pacific Islands, Other Asia, Canada and Hong Kong. With reference to market shares, France dominated with 45.4% followed by Australia and Japan (15.3% each). The remaining 24% were shared among other markets. Figure C9 below clearly illustrates details.



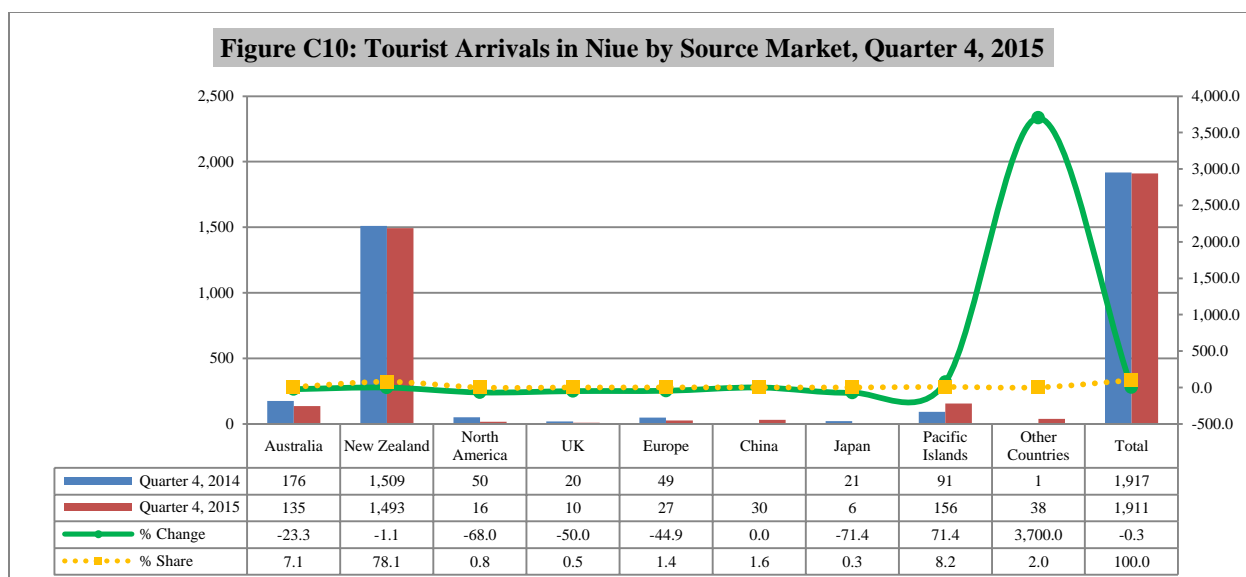
Source: Institut de la statistique et des etudes economiques Nouvelle-Calédonie

Note: Data on Tourist Arrivals by purpose of visit is unavailable

Niue

In Quarter 4, 2015, a total of 1,911 tourists visited Niue marking a decline of just 0.3%. Other countries (and China were the only markets that registered increases during this period. Arrivals from the remaining markets slumped with Japan recording the highest decline of -71.4%. In terms of market shares, New Zealand continued to be the single major market for this destination, accounting for 78.1% of total tourist traffic to Niue, followed by Australia with 7.1%. Details are clearly illustrated in Figure C10 below.

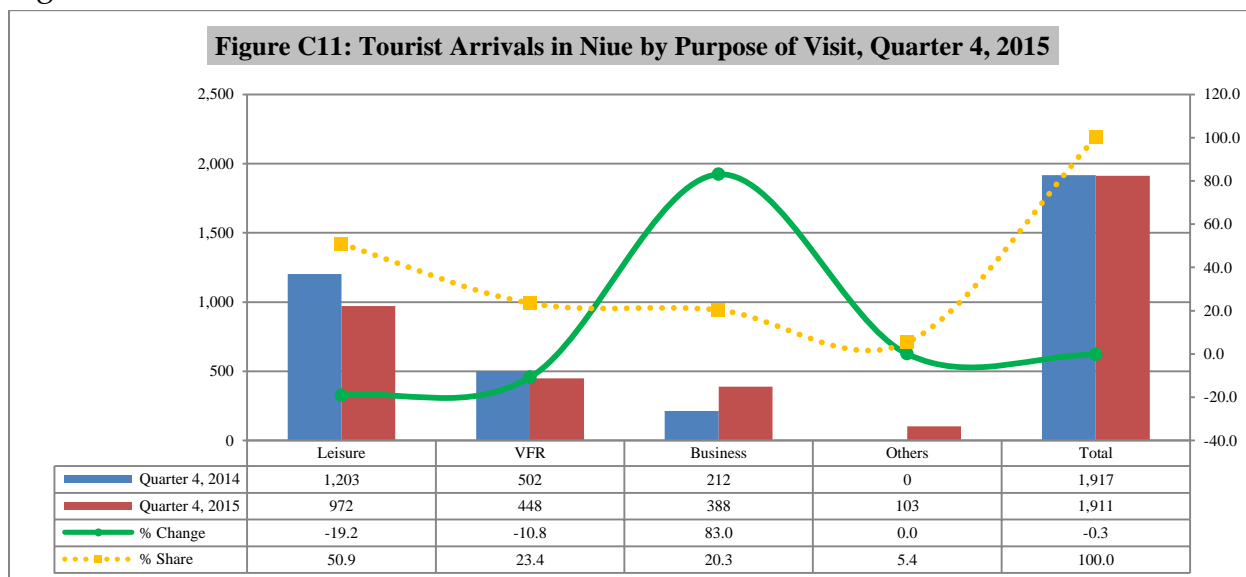
Figure C10: Tourist Arrivals in Niue by Source Market, Quarter 4, 2015



Source: Statistics Niue

Analysis by purpose of visit shows that the Business segment and the market classification “Others” registered positive growths while Leisure and VFR declined. The majority of tourists who visited Niue during the period under review were holidaymakers (50.9%) followed by VFR (23.4%), Business (20.3%) and Others (5.4%). Figure C11 below shows more details.

Figure C11: Tourist Arrivals in Niue by Purpose of Visit, Quarter 4, 2015

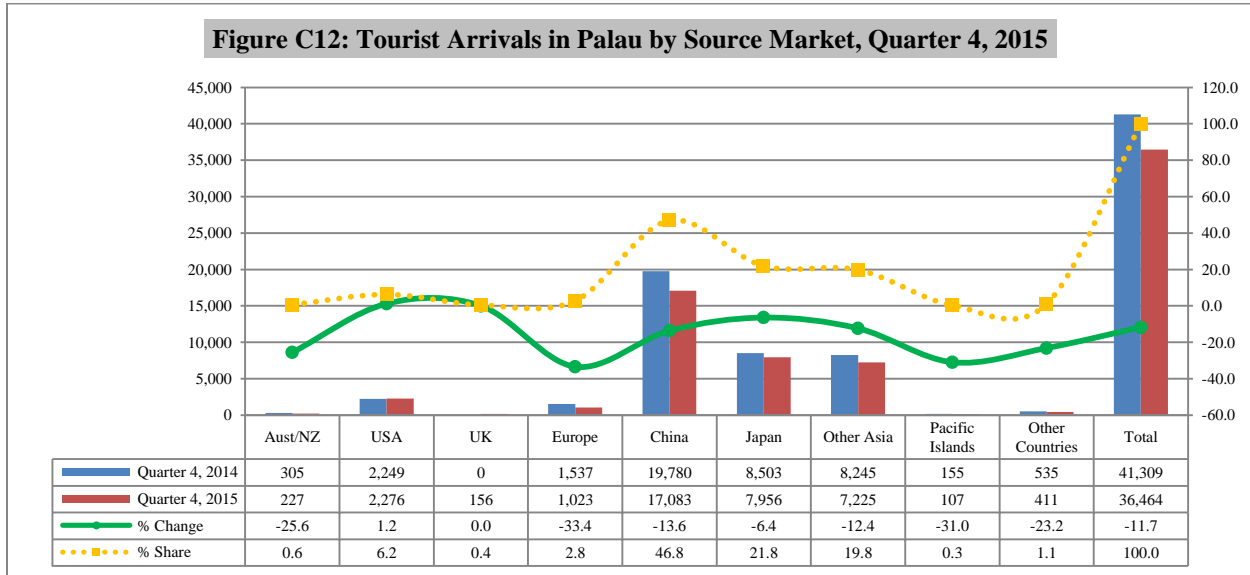


Source: Statistics Niue

Palau

In Quarter 4, 2015, Palau received 36,464 tourists. This represents an 11.7% decline in comparison to Quarter 4, 2014. USA and the UK were the only source markets that registered positive growths while arrivals from the other markets slumped. The highest decline of 33% was recorded by Europe. With reference to destination shares, China continued to dominate tourist arrivals to Palau with 46.8% followed by Japan at 21.8%.

The remaining 31.4% were shared among the other classified markets. Details are illustrated in Figure C12 below.

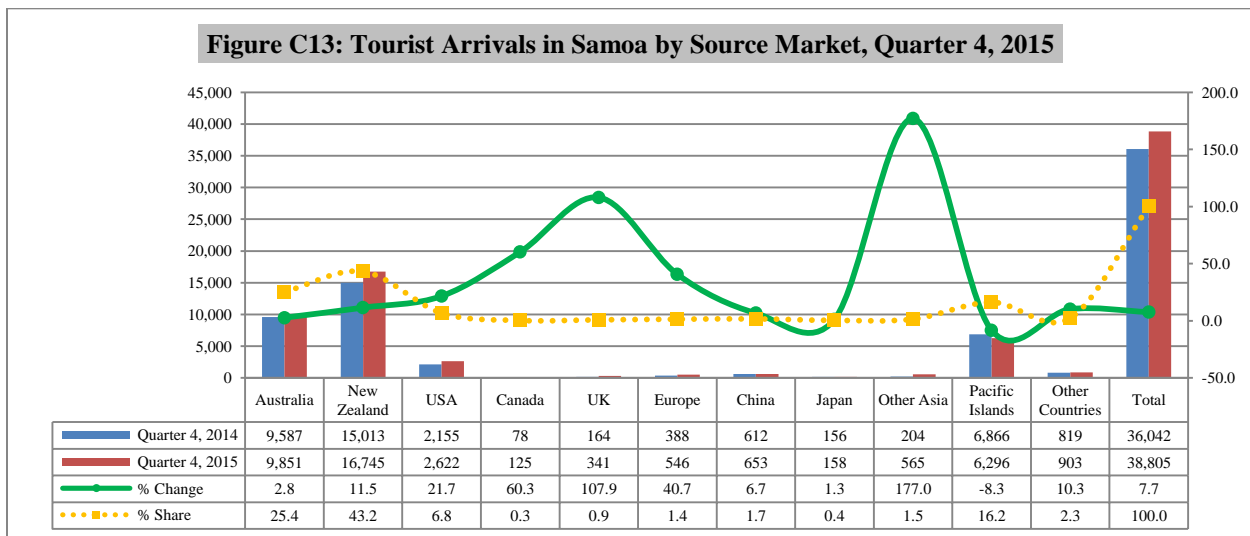


Source: Palau Visitors Authority

Note: Data on Tourist Arrivals by purpose of visit is unavailable

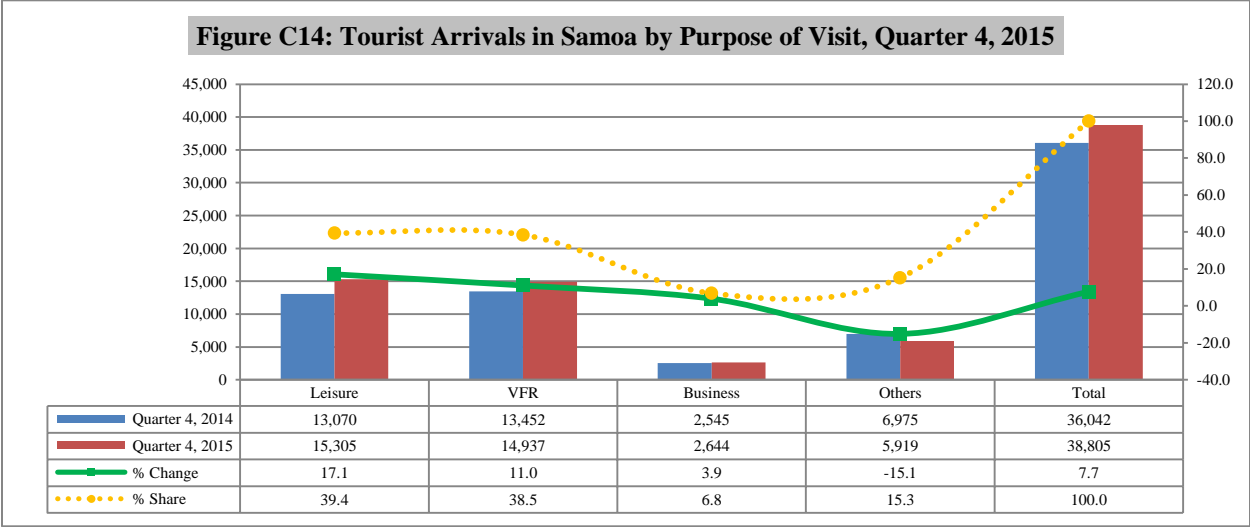
Samoa

In Quarter 4, 2015, Samoa welcomed 38,805 tourists to its shores marking a 7.7% increase in comparison to Quarter 4, 2014. All markets registered positive growths, as shown in the table below, except for a decline in arrivals from other Pacific Islands by 8.3%. Of the recorded increases, tourist traffic from the UK rose by 107.9%. New Zealand continued its dominance as the major source market contributing 43% of the total tourist arrivals in this period. Australia accounted for 25%, while the Pacific Islands represented 16% of the tourist traffic to Samoa during this quarter. The remaining 16% were shared among the other markets. Figure C13 below illustrates the details.



Source: Samoa Bureau of Statistics

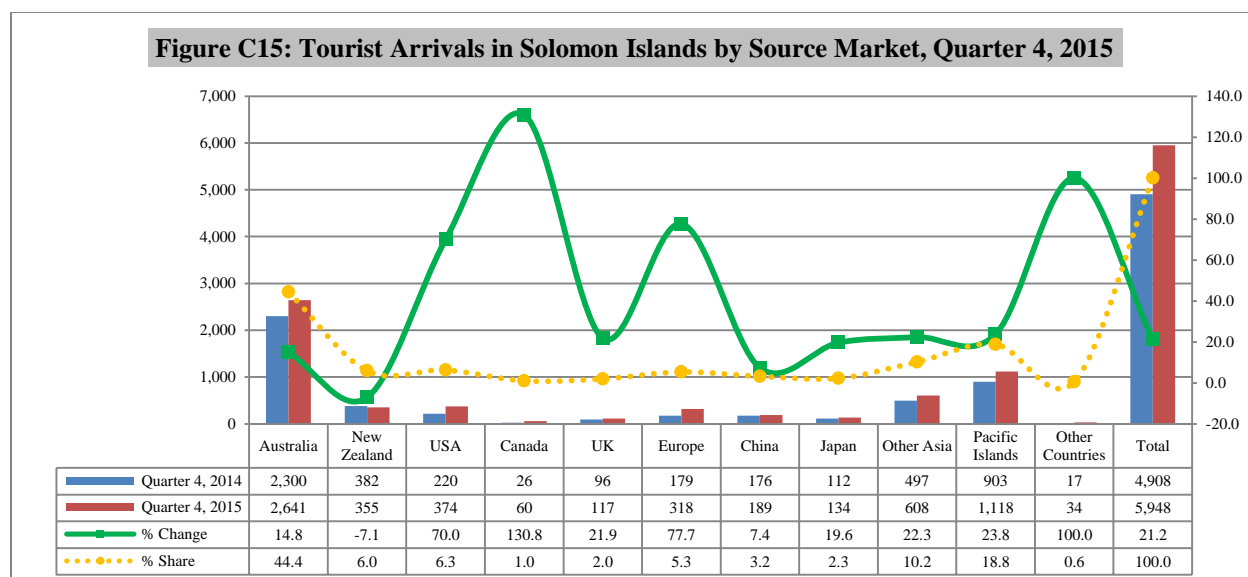
Analysis by purpose of visit shows that all segments registered positive growths except for a decline in the classification ‘Others’. The majority of visitors to Samoa during this period were visiting for purposes of holidaying/pleasure (39.4%) while a relatively large component (38.5%) were visiting friends and relatives. The remaining 22.1% were visiting Samoa for Business and/or Others. Details are illustrated in Figure C14 below.



Source: Samoa Bureau of Statistics

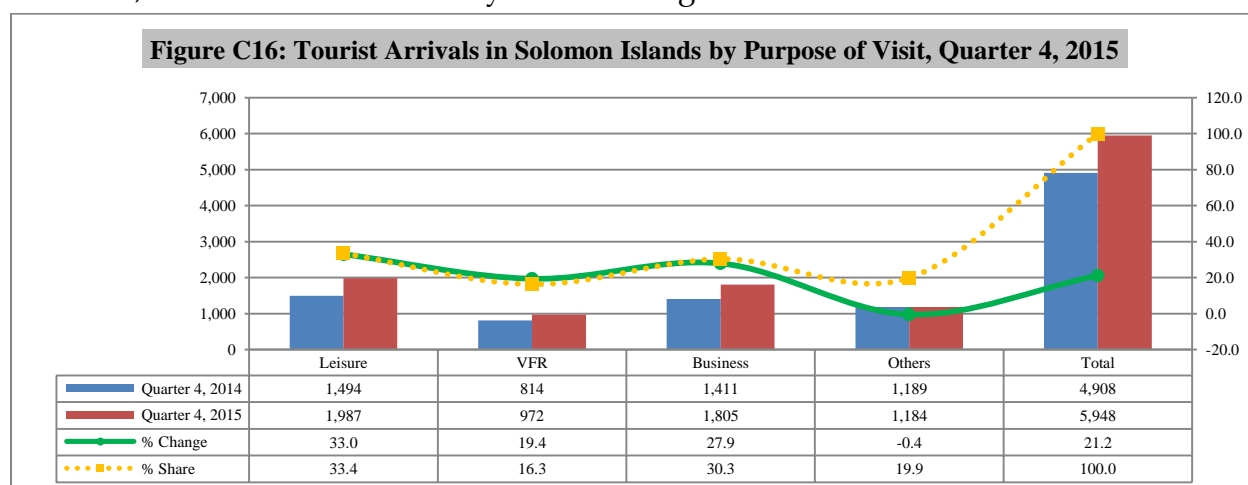
Solomon Islands

In Quarter 4, 2015, a total of 5,948 tourists visited Solomon Islands and this marked an impressive 21.2% increase in comparison to the same period in 2014. The highest growth in this period was recorded by Canada (130.8%) or 34 in absolute terms. All markets recorded positive growths except for New Zealand which suffered a decline of 7.1%. Australian tourists continued to dominate tourist arrivals to Solomon Islands, accounting for 44.4% of the total tourist traffic during this quarter under review; followed by Pacific Islands by 23.8%. A relatively large component of the remaining 31.8% represents those classified under ‘Others’. Details are shown in Figure C15 below.



Source: Solomon Islands Visitors Bureau

All segments registered positive growths except for the classification 'Others' which declined by a mere 0.4%. The majority of tourists that visited Solomon Islands during the period under review were holidaymakers (33.4%); whilst business visitors accounted for 30.3%; and those visiting for other purposes registered a share of 19.9% and VFR, 16.3%. Details are clearly shown in Figure C16 below.

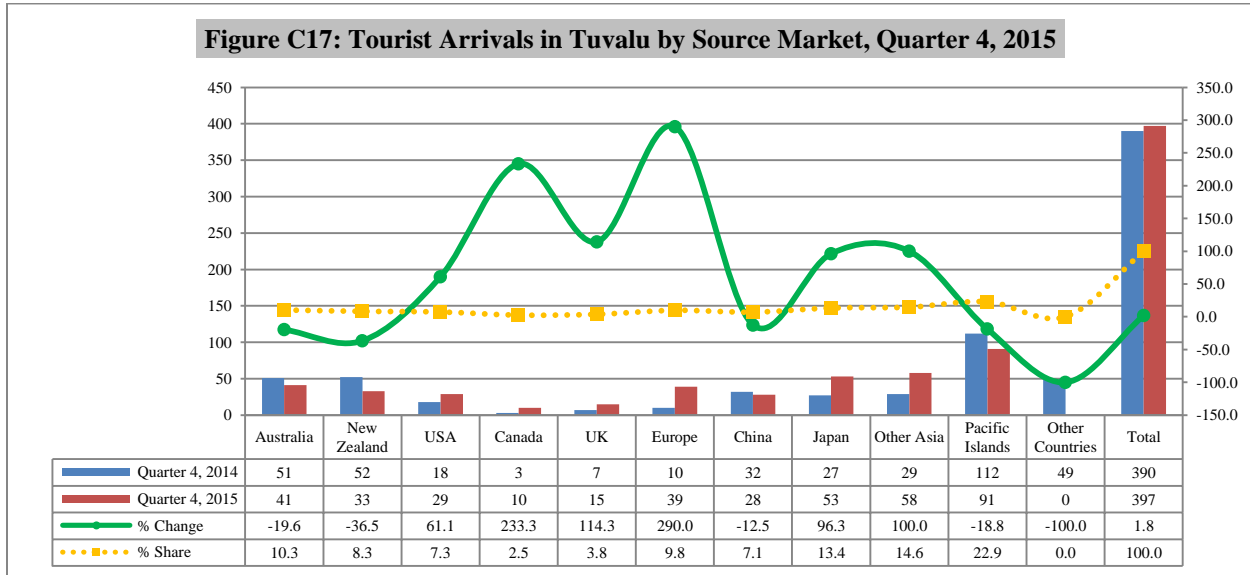


Source: Solomon Islands Visitors Bureau

Tuvalu

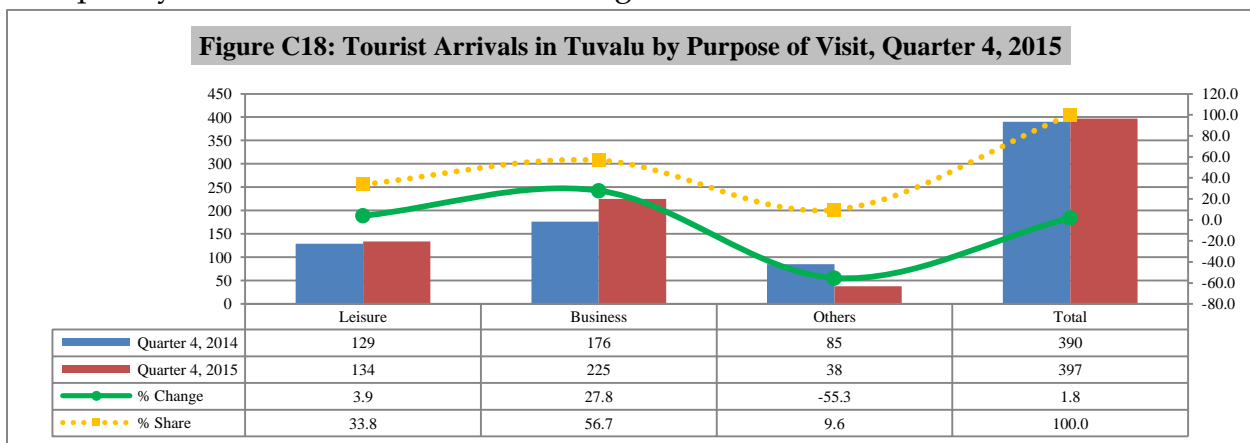
During the period under review Tuvalu received 397 tourists, representing 1.8% growth as compared to the same period in the previous year. The highest growth was recorded by Europe (290% or 29 in absolute terms). Canada, UK, Other Asia, Japan and USA also registered increases while the other countries marked declines. The Pacific Islands (22.9%) particularly Fiji continued to dominate tourist arrivals in this destination

followed by Other Asia with a share of 14.6%, Japan (13.4%) and Australia (10.3%). The classification “others” accounted for 38.8%. Details are illustrated in Figure C17 below.



Source: Tuvalu Department of Tourism

Analysis by purpose of visit shows that business accounts for 56.7%; leisure 33.8% and “others” including VFRs accounted for 9.6%. Tuvalu does not capture VFR figures. In terms of growth, Leisure rose by 3.9%, Business by 27.8% and “others” classification slumped by 55.3%. Details are shown in Figure C18 below.

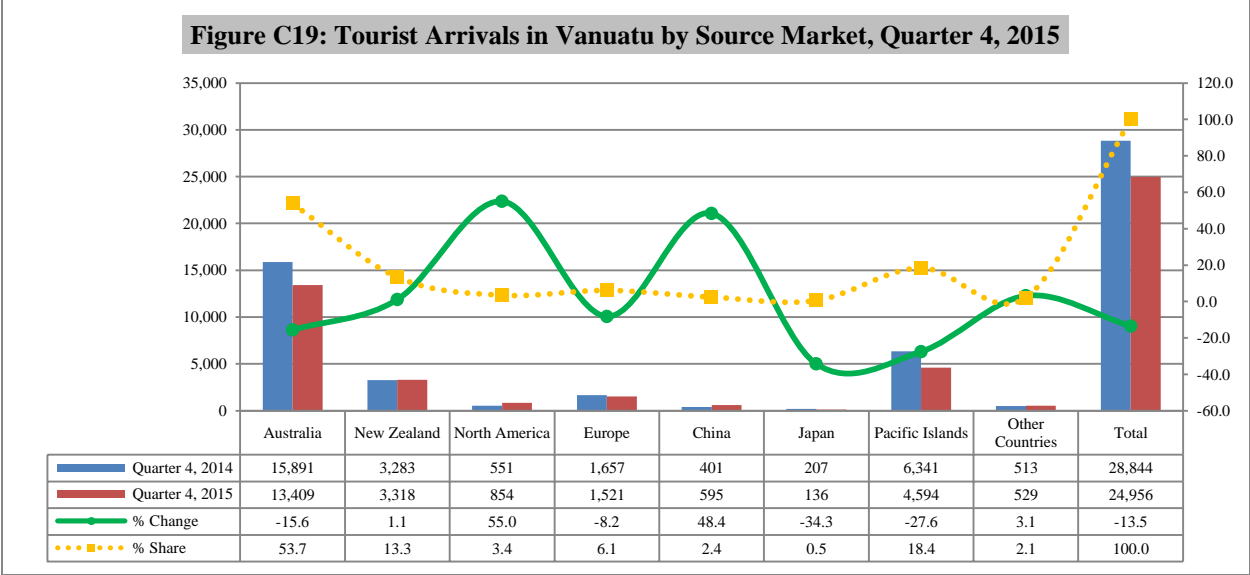


Source: Tuvalu Department of Tourism

Vanuatu

In Quarter 4, 2015, Vanuatu received 24,956 tourists – this represents a significant decline of 13.5% (or 3,888 in absolute terms) as compared to the same period of the previous year. This decline was attributable to damages sustained to Vanuatu’s tourism infrastructure during Severe Cyclone Pam Category 5 that hit the country in March 2014 compounded by travel advisory issued by Vanuatu’s major markets. The Bauerfield International Airport compliance issues that warranted permanent cancellations of

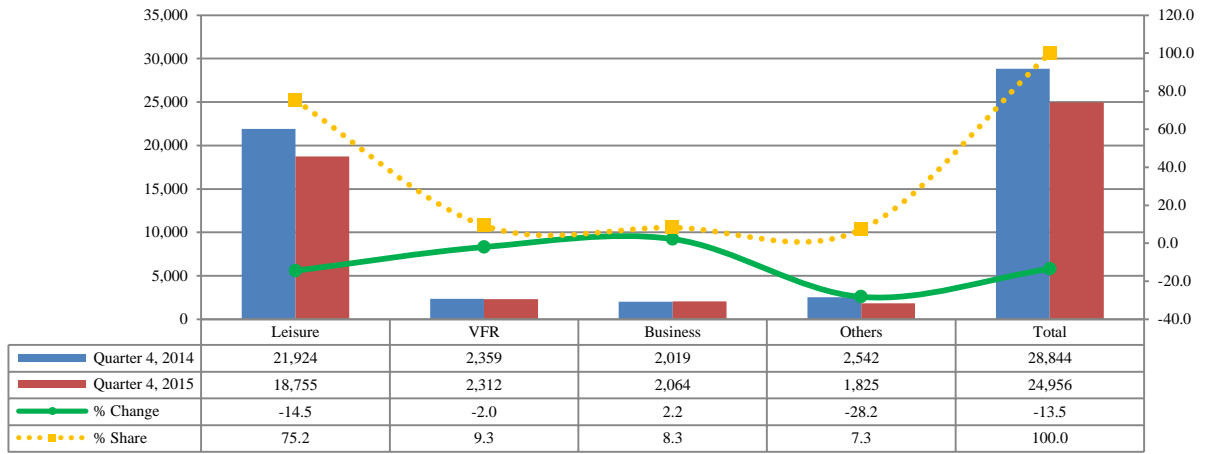
flights by Air New Zealand, Virgin Blue and other Australian airlines devastated the country’s tourism, resulting in downfall trend of tourist arrival numbers in second, third and fourth quarters of 2015. During this quarter, North America registered the highest growth of 55% while arrivals from Japan slumped by 34.3%. Vanuatu’s long-time dominant market, Australia, took a drastic dip by 15.6%. Despite the depressing figures and the continuous cancellation of Australian airlines as well as the remaining in force of the travel advisory, Australia continued to dominate tourist arrivals in Vanuatu during the quarter under review by 53.7%; followed by Pacific Islands (18.4%). Other markets, including New Zealand and New Caledonia, accounted for 27.9% of the total tourist traffic to this destination. Figure C19 below shows more details.



Source: Vanuatu National Statistics Office

Analysis by purpose of visit reveals that only the business segment recorded an increase by a mere 2.2% while the remaining three classifications declined. By characteristic, Vanuatu’s tourism is dominated by Leisure tourists, representing 75.2% of the total tourist traffic, followed by VFR (9.3%), Business (8.3%) and Other purposes (7.3%). Details are clearly illustrated in Figure C20 below.

Figure C20: Tourist Arrivals in Vanuatu by Purpose of Visit, Quarter 4, 2015



Source: Vanuatu National Statistics Office

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Photography

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