

QUARTERLY REVIEW OF TOURISM

3RD QUARTER 2014



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PREFACE

The *Quarterly Review of Tourism, Third Quarter 2014* is the sixth issue in a series initiated 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 the performance of the tourism industry in the third quarter of 2014 and the year ending September 2014 with comparative data for the same periods of the previous year, in the SPTO region as a whole, as well as in individual member countries.

Out of the seventeen Pacific countries, twelve responded to requests to providing the required data in time for the preparation of this publication. Due to problems beyond SPTO's control, it was not possible to get data from Nauru, Kiribati, Timor Leste, Tonga and Tuvalu in time. SPTO will continue its efforts to collect data from all member countries for inclusion in the next report.

This report is a quarterly statistical publication produced by the Division of Research and Planning of SPTO. Besides this regular publication, the Division also produces on an annual basis the pocket-sized *SPTO Facts & Figures*. *The detailed South Pacific Regional Tourism Statistics* is being planned to be prepared for the first-time in 2015. Ad hoc Air and Cruise Visitor Survey reports have been implemented in some individual member countries. Economic Impact studies are also being planned for this year, 2015.

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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 for compilation of tourism statistics according to these definitions:

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 statistical information contained in this publication have been acknowledged at the foot of each table – mainly the national statistical offices and national tourism offices. In a few instances, the statistics required have been obtained directly from research and statistics divisions of national tourism offices.

The source of information for tourist arrival statistics in all member countries is the E/D immigration arrival card. All 17 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. Pursuant to the Regional Conference on Measuring Tourism held in Nadi 2014 proposed introductions of standard E/D Cards for Pacific ACPs and SPTO Member Countries – these introductions have yet to be made.

World Overview

According to the October 2014 UNWTO World Tourism Barometer, international tourist arrivals grew by 5% during the first eight months of 2014. Table W1 below shows a comparative growth analysis of the five regions of the world during the period January to August of 2014. During this same period, the region of Africa has been the fastest growing region (with 7.4%) of the world followed closely by Asia & the Pacific, with 7.2%, (that covers the Pacific ACPs and SPTO member countries). Understandably, the Middle East region nose-dived by some 21%.

Table W1: World Tourist Arrivals by Percentage Growth

Region	2013 % Growth	2014 % Growth
Africa	7.4	3
Americas	4.6	8
Asia & the Pacific	7.2	5
Europe	5.8	4
Middle East	-20.6	3

Source: UNWTO

Tourist Arrivals into Pacific ACP & SPTO Member Countries¹

In Quarter 3, 2014, the Pacific region comprising, the Pacific ACP and SPTO member countries² recorded an increase by 4.5% when compared to the same period in 2013. Positive growths in the number of tourist arrivals were recorded for Fiji, French Polynesia, Niue, Palau, Papua New Guinea, Samoa and Vanuatu. However, some countries recorded modest declines and these include the Cook Islands and New Caledonia. Considerable losses were felt by American Samoa with a decline of 22%, FSM, down by almost 14% and the Solomon Islands took a dip by 20.4% believed to be attributable to the adverse reporting in market places of the recent flooding in Honiara, capital of the Solomon Islands. The summary is presented in Table R1 and Figure R1 below.

Table R1: Quarter 3 2014 Tourist Arrivals to Pacific ACP and SPTO Member Countries

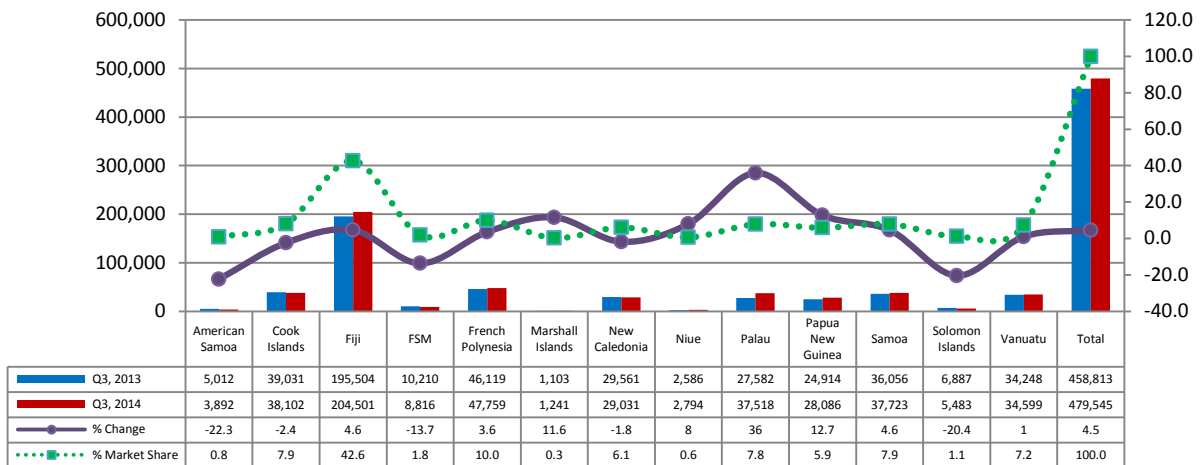
Pacific Countries	Q3, 2013	Q3, 2014	Absolute Change	% Change	% Market Share
American Samoa	5,012	3,892	-1,123	-22.3	0.8
Cook Islands	39,031	38,102	-929	-2.4	7.9
Fiji	195,504	204,501	8,997	4.6	42.6
FSM	10,210	8,816	-1,394	-13.7	1.8
French Polynesia	46,119	47,759	1,640	3.6	10.0
Marshall Islands	1,103	1,241	138	11.6	0.3
New Caledonia	29,561	29,031	-530	-1.8	6.1
Niue	2,586	2,794	208	8.0	0.6
Palau	27,582	37,518	9,936	36.0	7.8
Papua New Guinea	24,914	28,086	3,172	12.7	5.9
Samoa	36,056	37,723	1,667	4.6	7.9
Solomon Islands	6,887	5,483	-1,404	-20.4	1.1
Vanuatu	34,248	34,599	351	1.0	7.2
Total	458,813	479,545	20,732	4.5	100

Source: NTOs, NSOs and SPTO

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

² Quarter 3, 2014 data from Tuvalu, Tonga, Timor Leste, Nauru, and Kiribati are not available.

Figure R1: Tourist Arrivals into Pacific ACP and SPTO Member Countries in Quarter 3, 2014



Source: NTOs, NSOs and SPTO

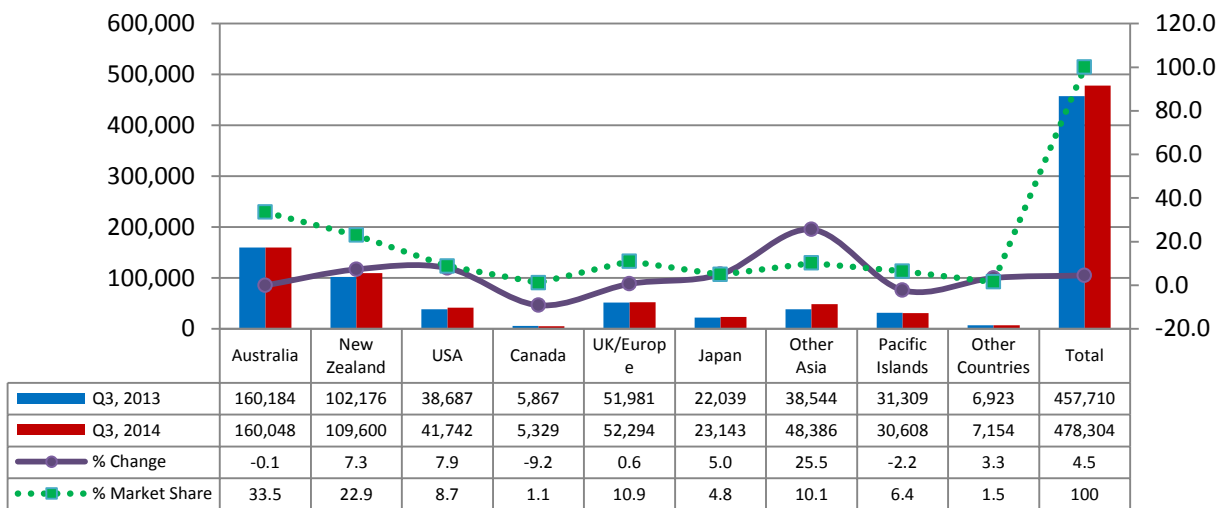
Table R2: Quarter 3, 2014 Tourist Arrivals by Source Market

Market	Q3, 2013	Q3, 2014	Absolute Change	% Change	% Market Share
Australia	160,184	160,048	-136	-0.1	33.5
New Zealand	102,176	109,600	7,424	7.3	22.9
USA	38,687	41,742	3,055	7.9	8.7
Canada	5,867	5,329	-538	-9.2	1.1
UK/Europe	51,981	52,294	313	0.6	10.9
Japan	22,039	23,143	1,104	5.0	4.8
Other Asia	38,544	48,386	9,842	25.5	10.1
Pacific Islands	31,309	30,608	-709	-2.3	6.4
Other Countries	6,923	7,154	231	3.3	1.5
Total	457,710	478,304	20,594	4.5	100

Source: NTOs, NSOs and SPTO

Note: Data by market from Marshall Islands not available, therefore not included.

Figure R2: Quarter 3, 2014 Tourist Arrivals by Source Market



Source: NTOs, NSOs and SPTO

Market Performance

Australian Market

The Australian Bureau of Statistics recorded a total of 2,112,000 Australian outbound travelers. Of this, the region only received 7.6%. A total of 160,048 Australian tourists visited the region in quarter 3, 2014 and Fiji was the main beneficiary with nearly 63% and Vanuatu (12%). Understandably Australian tourists dominated quarter 3 tourist traffic to the region with a share of 33.5%. Notably, some countries of the region registered declines in tourists' arrivals from this source market. These countries include Cook Islands, FSM, Niue, Palau, Solomon Islands and Vanuatu. Significant losses (down by 7% or 1,438 in absolute terms) were reported by Vanuatu from this source market which were probably due to continual changes in Air Vanuatu flight times causing disruptions and eventual cancellations in travel.

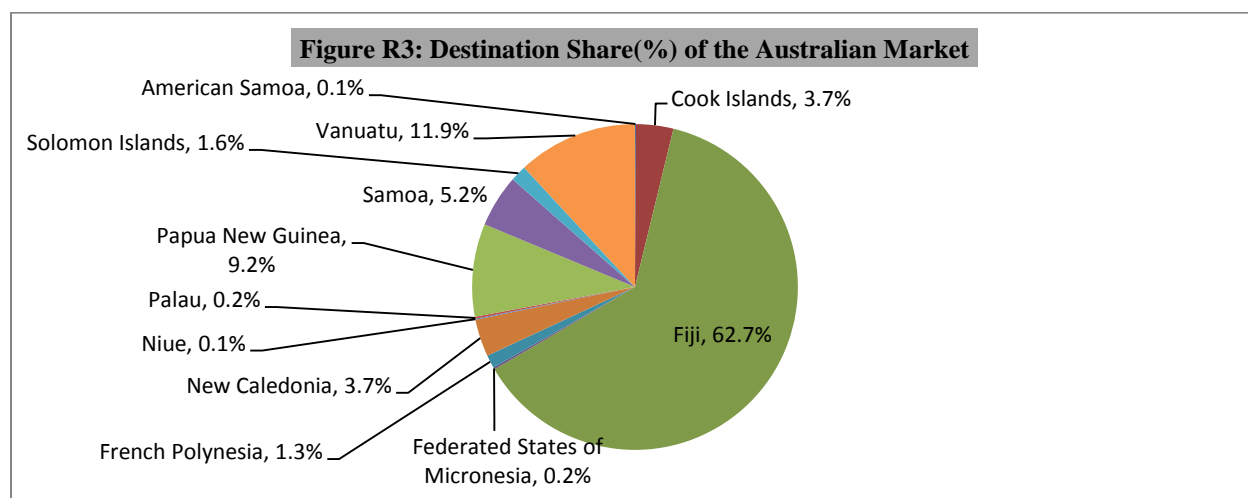
Table R3 below clearly shows the changes and percentage shares by destination.

Table R3: Quarter 3, 2014 – Australian Tourists by Destination and Destination Share

Pacific Countries	Q3, 2013	Q3, 2014	Absolute Change	% Change	% Share
American Samoa	240	228	-12	-5	0.1
Cook Islands	6,064	5,927	-137	-2	3.7
Fiji	100,097	100,424	327	0.3	62.7
FSM	398	358	-40	-10.1	0.2
French Polynesia	2,144	2,144	0	0.0	1.3
New Caledonia	4,493	5,886	1,393	31.0	3.7
Niue	265	193	-72	-27.2	0.1
Palau	350	314	-36	-10.3	0.2
Papua New Guinea	14,511	14,711	200	1.4	9.2
Samoa	8,089	8,248	159	2.0	5.2
Solomon Islands	3,001	2,521	-480	-16.0	1.6
Vanuatu	20,532	19,094	-1,438	-7.0	11.9
Total	160,184	160,048	-136	-0.1	100

Note: Data not available for Kiribati, Marshall islands, Nauru, Timor Leste, Tonga and Tuvalu. Palau figures include Australia/New Zealand together.

Source: NTOs, NSOs and SPTO



New Zealand Market

A total of 109,600 New Zealand tourists visited the region during the period under review. The main beneficiaries were Fiji (43.7%), Cook Islands (25.4%) and Samoa (14.9%). These three countries accounted for 84% of the total New Zealand tourists' traffic to the region. The remaining 16% were distributed amongst the other Pacific countries.

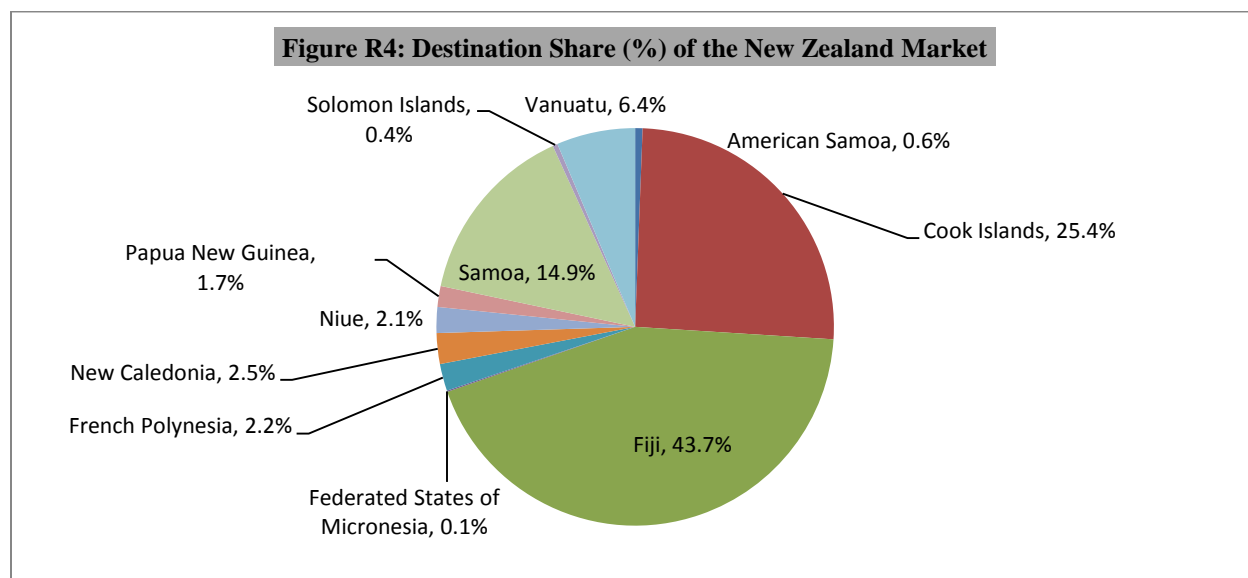
Table R4: Quarter 3, 2014 – New Zealand Tourists by Destination and Destination Share

Pacific Countries	Q3, 2013	Q3, 2014	Absolute Change	% Change	% Share
American Samoa	753	651	-102	-13.5	0.6
Cook Islands	28,382	27,788	-594	-2	25.4
Fiji	41,615	47,949	6,334	15.2	43.7
FSM	113	104	-9	-8.0	0.1
French Polynesia	2,182	2,392	210	9.6	2.2
New Caledonia	2,551	2,731	180	7.1	2.5
Niue	1,883	2,317	434	23.0	2.1
Papua New Guinea	1,232	1,878	646	52.4	1.7
Samoa	16,754	16,342	-412	-2.5	14.9
Solomon Islands	607	404	-203	-33.4	0.4
Vanuatu	6,104	7,044	940	15.4	6.4
Total	102,176	109,600	7,424	7.3	100

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

Palau figures are not shown as it is included with Australia.

Source: NTOs, NSOs and SPTO



USA Market

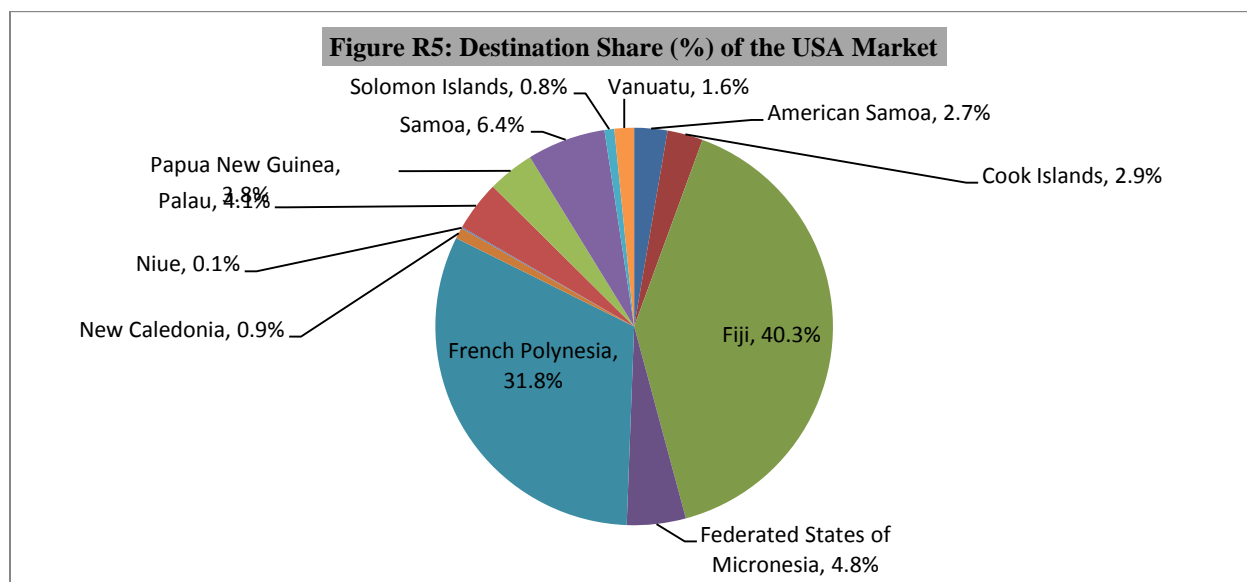
Of the 41,742 visitors from the USA, 40.3% visited Fiji followed by French Polynesia (31.8%). Together, both Fiji and French Polynesia accounted for 72% of the tourist traffic from the USA. Other Pacific destinations had relatively lower visitor arrival figures from the USA. This market performed well recording a 7.6% growth in comparison to the same quarter in 2013. Despite dismal performance in the arrivals to American Samoa, Cook Islands, Niue, Solomon Islands and Vanuatu, other Pacific destinations recorded positive growths. This market continues to be the single biggest source market for French Polynesia and the Federated States of Micronesia.

Table R5: Quarter 3, 2014 – USA Tourists by Destination and Destination Share

Pacific Countries	Q3, 2013	Q3, 2014	Absolute Change	% Change	% Share
American Samoa	1,670	1,108	-562	-33.7	2.7
Cook Islands	1,289	1,222	-67	-5	2.9
Fiji	15,389	16,810	1,421	9.2	40.3
FSM	1,934	2,008	74	3.8	4.8
French Polynesia	12,588	13,256	668	5.3	31.8
New Caledonia	231	363	132	57.1	0.9
Niue	73	51	-22	-30.1	0.1
Palau	1,315	1,720	405	30.8	4.1
Papua New Guinea	1,384	1,569	185	13.4	3.8
Samoa	1,726	2,659	933	54.1	6.4
Solomon Islands	357	324	-33	-9.2	0.8
Vanuatu	731	652	-79	-10.8	1.6
Total	38,687	41,742	3,055	7.6	100

Note: Data not available for Kiribati, Marshall Islands, Nauru, Timor Leste, Tonga and Tuvalu. Vanuatu figure includes Canada.

Source: NTOs, NSOs and SPTO



European Market

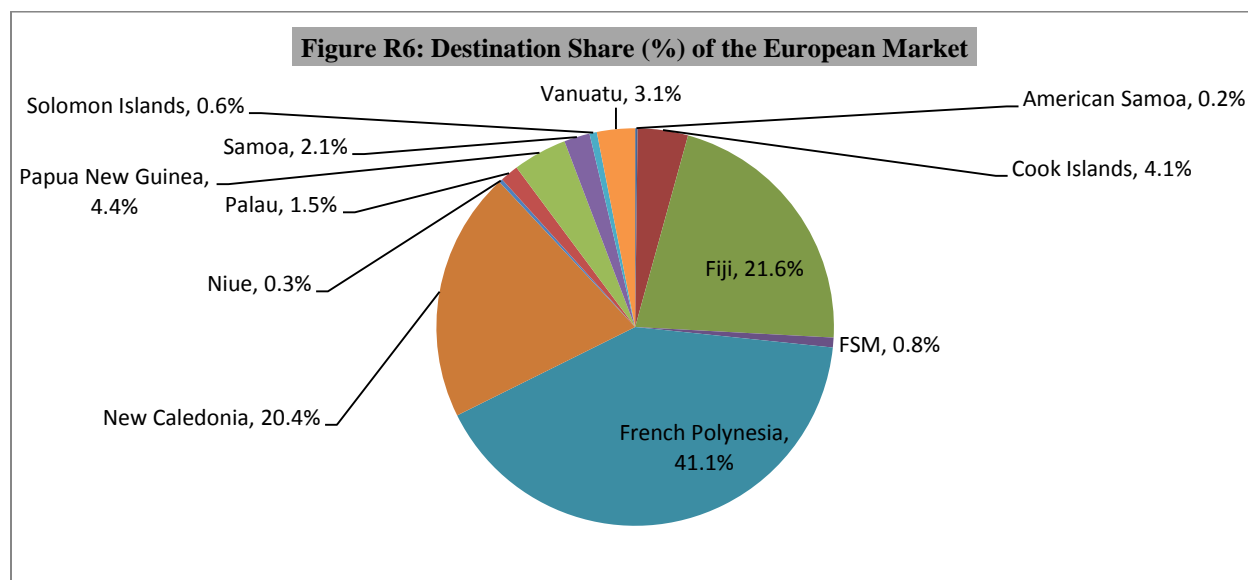
During the period under review, 52,284 tourists visited the region, of which, French Polynesia benefitted from the highest number with 41% of the total percentage share. Understandably, the European market remains the single major source market for two of Pacific's only OCTs - New Caledonia and French Polynesia, during this period. Niue registered a major decline of 37% in European arrivals. Details are shown in Table R6 below.

Table R6: Quarter 3, 2014 – European Tourists by Destination and Destination Share

Pacific Countries	Q3, 2013	Q3, 2014	Absolute Change	% Change	% Share
American Samoa	107	103	-4	-3.7	0.2
Cook Islands	2,257	2,124	-133	-6	4.1
Fiji	11,845	11,296	-549	-4.6	21.6
FSM	415	406	-9	-2.2	0.8
French Polynesia	20,197	21,475	1,278	6.3	41.1
New Caledonia	11,755	10,645	-1,110	-9.4	20.4
Niue	210	132	-78	-37.1	0.3
Palau	622	781	159	25.6	1.5
Papua New Guinea	1,608	2,285	677	42.1	4.4
Samoa	917	1,107	190	20.7	2.1
Solomon Islands	323	309	-14	-4.3	0.6
Vanuatu	1,725	1,631	-94	-5.4	3.1
Total	51,981	52,284	313	0.6	100

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

Source: NTOs, NSOs and SPTO



Japanese Market

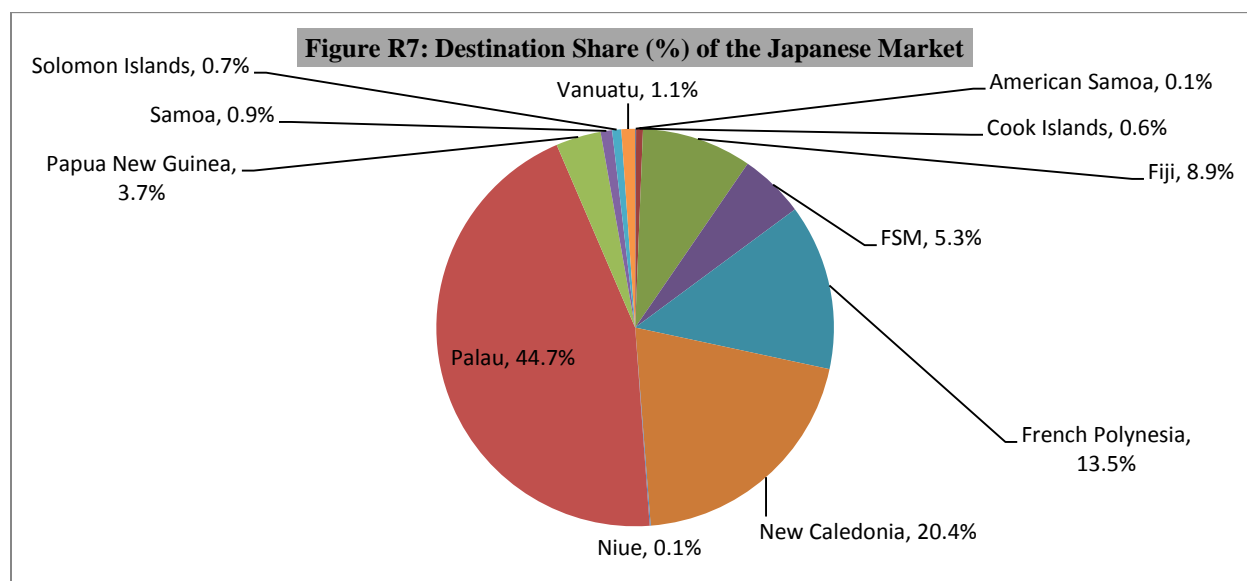
Statistics released by Japan National Tourism Organization revealed that there were more than 4.7 million Japanese outbound travelers in Quarter 3, 2014. The region received a mere 0.5% of this outbound traffic from the Japanese market which equates to 23,143. This represented a slight improvement of 5% growth when compared to the same quarter the previous year. A notable 44.7% of these tourists visited Palau and Japan continues to be its single major source market. Details are tabulated in Table R7 below.

Table R7: Quarter 3, 2014 – Japanese Tourists by Destination and Destination Share

Member Countries	Q3, 2013	Q3, 2014	Absolute Change	% Change	% Share
American Samoa	9	18	9	100	0.1
Cook Islands	139	128	-11	-7.9	0.6
Fiji	2,395	2,071	-324	-13.5	8.9
FSM	1,126	1,224	98	8.7	5.3
French Polynesia	3,814	3,122	-692	-18.1	13.5
New Caledonia	4,096	4,719	623	15.2	20.4
Niue	6	20	14	233.3	0.1
Palau	9,313	10,346	1,033	11.1	44.7
Papua New Guinea	604	849	245	40.6	3.7
Samoa	156	216	60	38.5	0.9
Solomon Islands	179	172	-7	-3.9	0.7
Vanuatu	202	258	56	27.7	1.1
Total	22,039	23,143	1,104	5.0	100

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

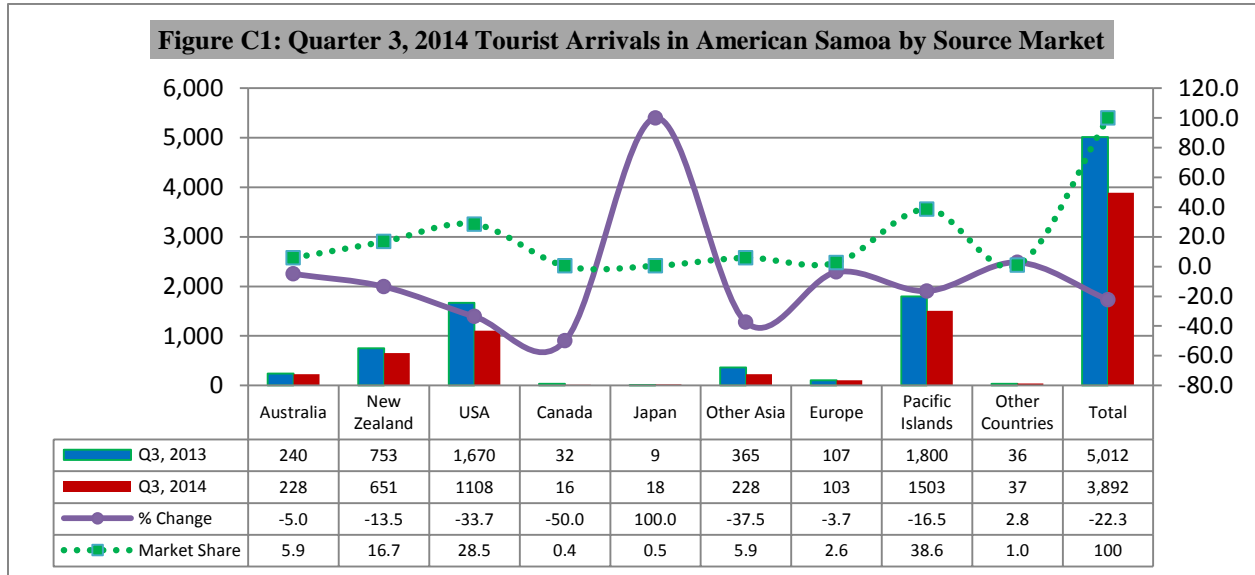
Source: NTOs, NSOs and SPTO



Destination Analysis

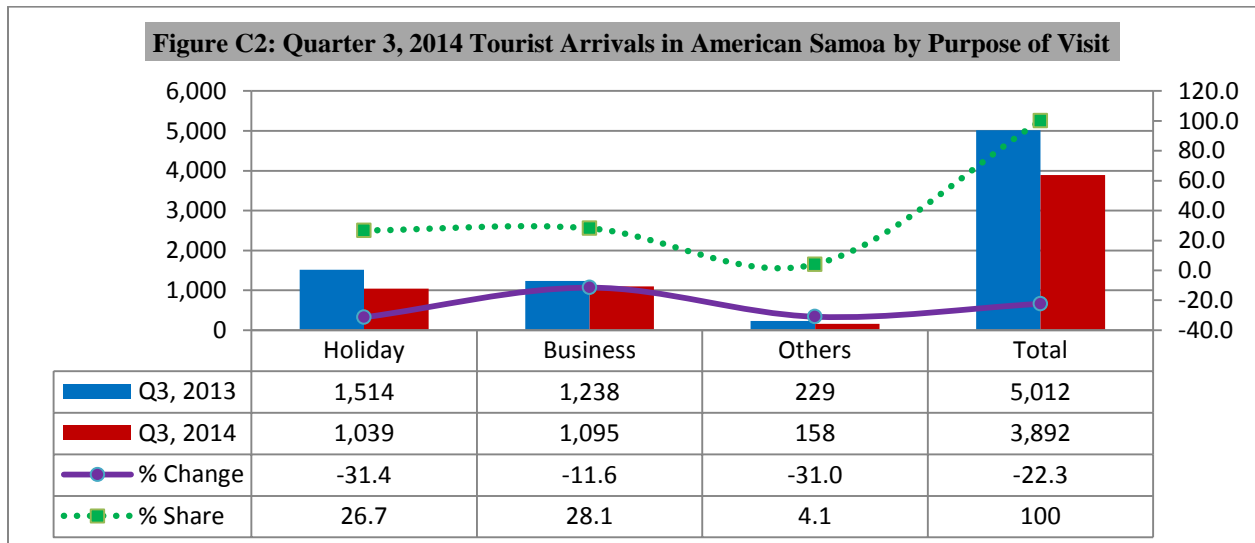
American Samoa

During the period under review, American Samoa received 3,892 tourists. Apart from the Pacific Islands, USA continues to be the single major source market. The only markets that registered positive growth during this period were Japan (100% or 9 in absolute terms) and the classification Other Countries (2.8%). Figure C1 below clearly illustrates the details.



Source: American Samoa, Department of Commerce

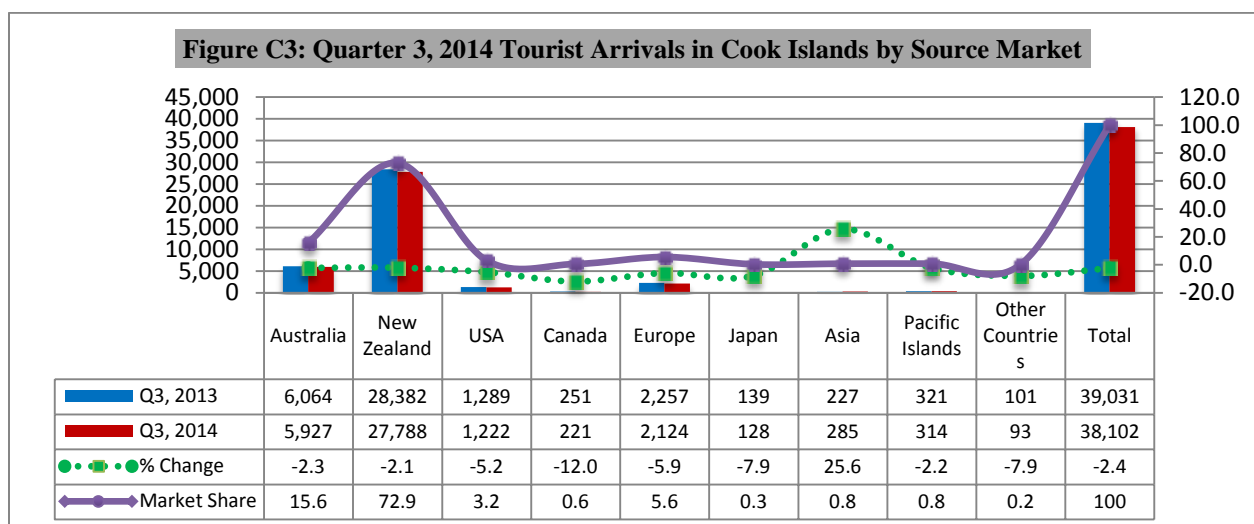
During this period, the bulk of the tourists to American Samoa were there for business purposes (28.1%) and for holiday reasons (26.7%). The remaining 45.2% were shared between VFR and Other Purposes. Details are shown in Figure C2 below.



Source: American Samoa Department of Commerce

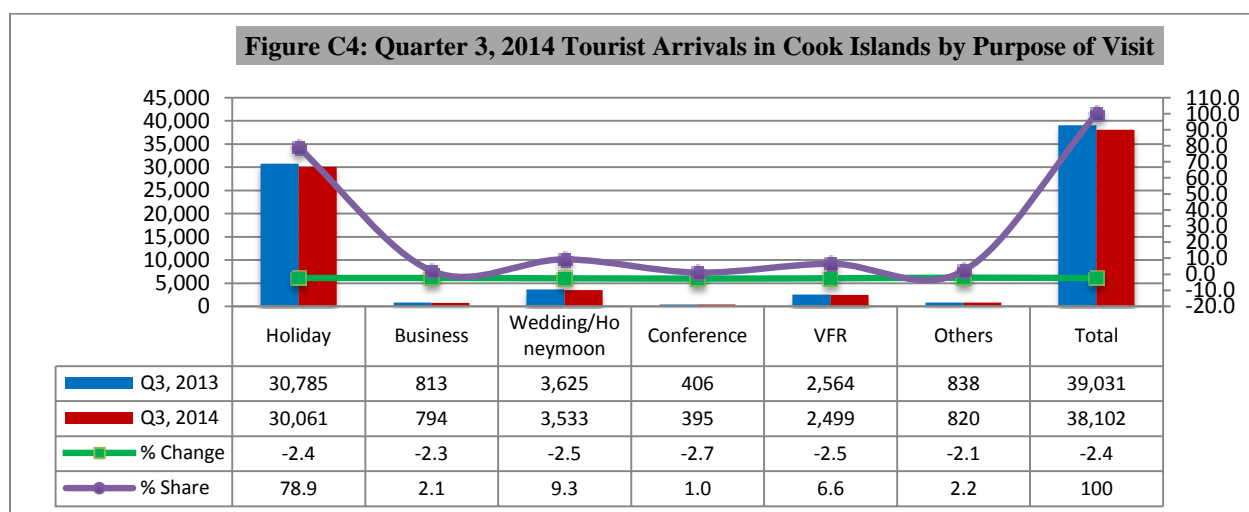
Cook Islands

During the period under review, tourist arrivals from all source markets declined except for Asia which grew by 26% when compared to the same period in 2013. All source markets, including the country's single major source market of New Zealand, recorded declines. This may be attributable to the adverse reporting of the general elections held during the quarter under review; and understandably tourists choose to stay away from destinations holding political elections. Only Asia, excluding Japan, showed encouraging performance by a strong growth of 26% (but only 58 in absolute terms). However, it is important to note that New Zealand continues its dominance as Cook Island's single major market making up 73% of the tourist traffic to Cook Islands. This is followed by Australia with a market share of 16%. The remaining percentage shares are detailed in the Figure C3 below.



Source: Cook Islands Tourism Corporation

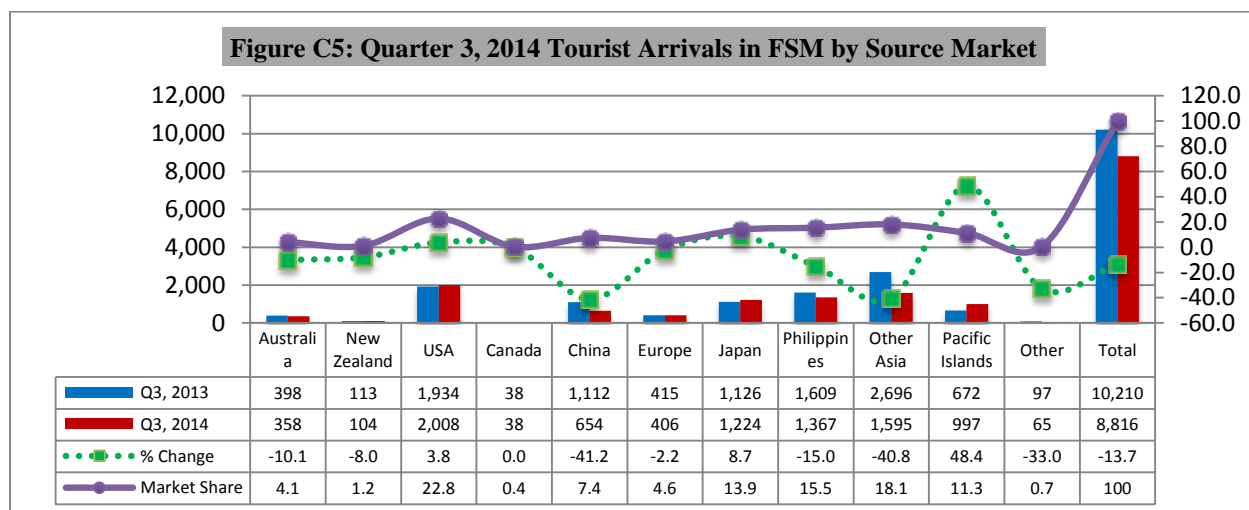
Of all the tourist traffic to this island country in Quarter 3, the holiday and wedding/honeymoon segments represented 88%, while the remaining 12% were shared by the remaining components of Business, Conference, Visiting Friends and Relatives (VFR) and other purposes.



Source: Cook Islands Tourism Corporation

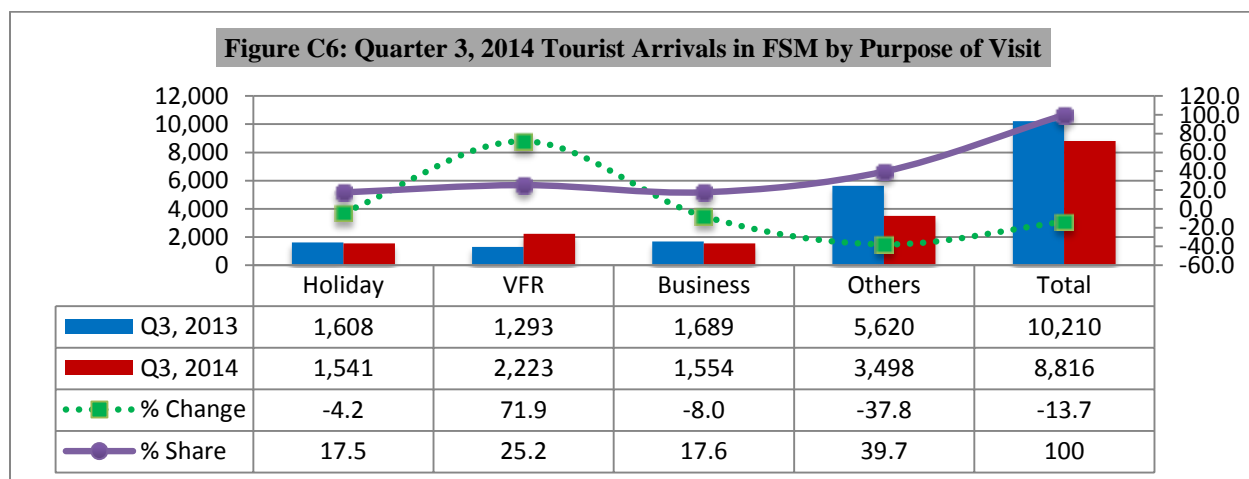
Federated States of Micronesia

During Quarter 3 2014, the majority of the tourist arrivals originated from the USA; accounting for nearly 23% of the total tourist traffic to FSM. There was also a traffic influx from Asia with Philippines and Japan representing a further 16% and 14% respectively. Other Asian countries amounted to 25.5% of the total market share. The remaining 22% comprised tourist arrivals from Australia, New Zealand, Canada, Europe, Pacific Islands and the classification Other Countries. When compared to the same period in 2013, positive growth was recorded for the USA market of 3.8% and Japan (8.7%). Losses were registered by the remaining markets.



Source: FSM Visitors Board

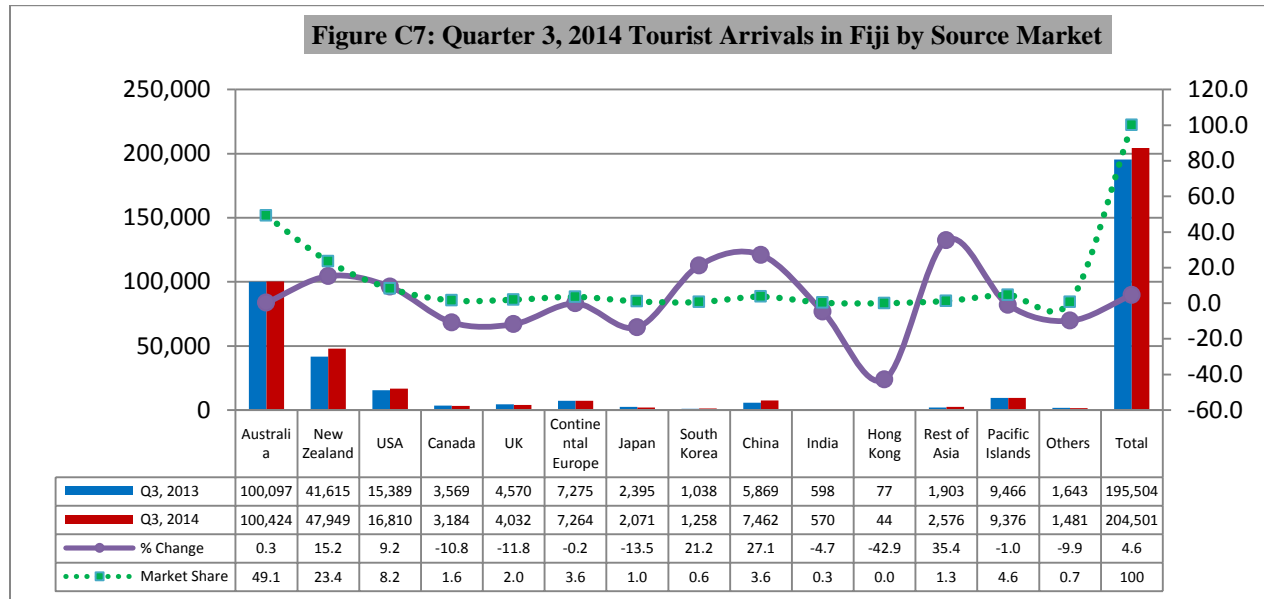
Analysis by purpose of visit reveals that VFR grew strongly by 72% during the quarter under review. The other purposes of visit slumped while there were registered declines in holiday tourists, down by 4.2%, for business tourists, down by 8% and those visiting FSM for Other Purposes (down by 37.8%). As regards to percentage share the holidaying tourists accounted for only 17.5%; business, 18%; VFR, 25%; and Other Purposes, 39.7%. FSM has an unusually high proportion of visitors classified as 'other purposes'.



Source: FSM Visitors Board

Fiji

Australia continues to dominate tourist traffic to Fiji commanding a percentage share of 49% whilst New Zealand accounted for 23.4%. USA represented 8.2% while other markets accounted for less than five percent each. In terms of growth, Australia's performance merely increased by only 0.3% when compared to the same quarter of the previous year. New Zealand, USA, South Korea, China and Rest of Asia all recorded positive growths at 15%, 9%, 21%, 27% and 35% respectively. The remaining countries declined with the details shown in Figure C7 below.



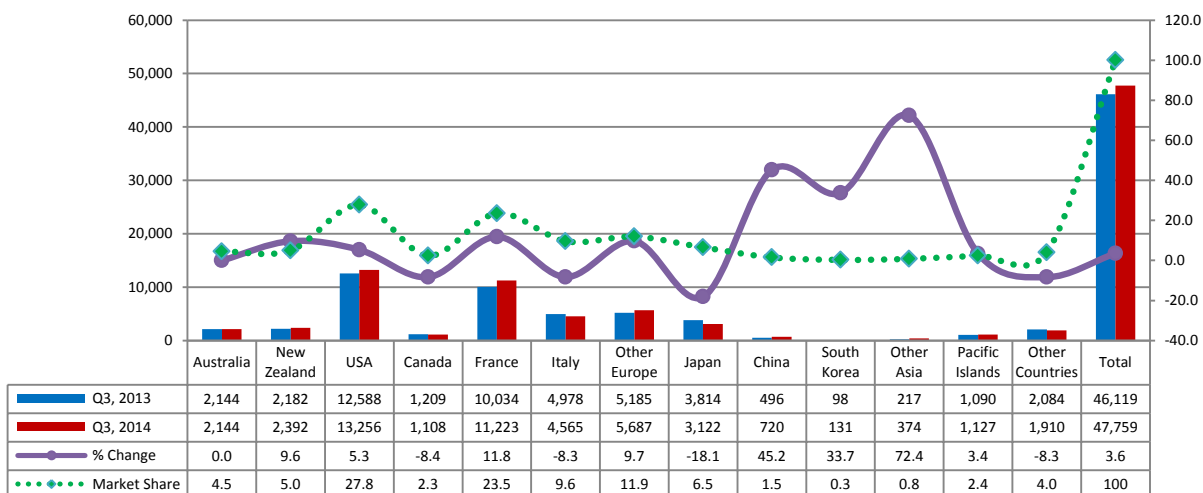
Source: Fiji Bureau of Statistics

NB: Fiji's statistics by purpose of visit are unavailable.

French Polynesia

During this period, a total of 47,759 tourists visited French Polynesia, representing a 3.6% increase from the same quarter in the previous year. The Asian markets particularly China, South Korea and the classification Other Asian countries recorded double-digit growths at 45.2%, 33.7% and 72.4% respectively. France, New Zealand, USA and the Pacific Islands showed equal positive growths as well at 11.8%, 9.6%, 5.3% and 3.4% respectively. The Australian market remained constant when compared to the same period in 2013 while declines were evident for Japan, Canada, Italy and Other Countries as shown in Figure C8 below.

Figure C8: Quarter 3, 2014 Tourist Arrivals in French Polynesia by Source Market



Source: Institut de la Statistique de la Polynesie Francaise

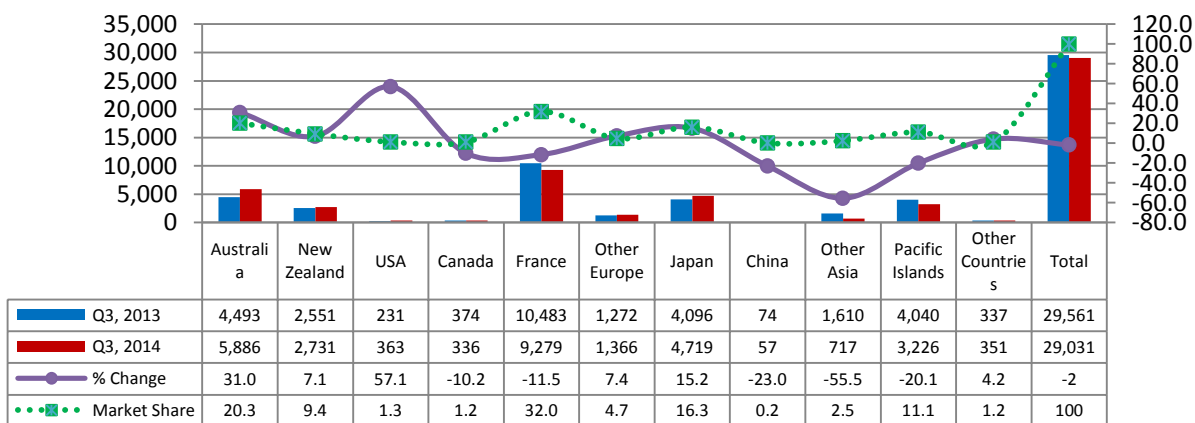
NB: Wide disparities exist between Quarter 3, 2013 and Quarter 3, 2014. No analysis has been attempted.

New Caledonia

During the quarter under review, 29,031 tourists visited New Caledonia, representing a 2% decline in the same period in 2013. Attributable to this drop were France (down by 11.5%), Canada (down by 10.2%), China (down by 23.0%), Other Asia (down by 55.5%) and Pacific Islands (down by 20.1%). However, the increases in numbers from Australia, New Zealand, USA, Other Europe, Japan and Other Countries somewhat balanced the losses with an overall decline of only 2%. Understandably, France continued its dominance in this quarter as the single major source market with a market share of 32% followed by Australia (20%), Japan (16%) and the Pacific Islands (11%).

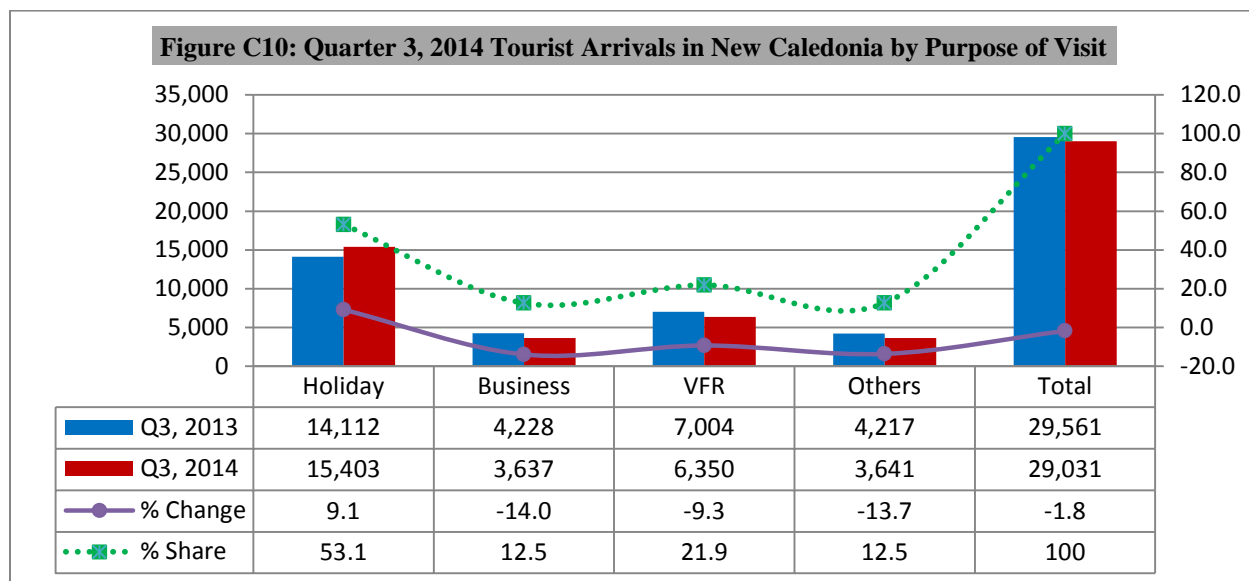
Overall, most of New Caledonia's source markets registered declines during this period. The highest declines were for the following markets; Other Asia (-56%), China (-23%) and Pacific Islands (-20%).

Figure C9: Quarter 3, 2014 Tourist Arrivals in New Caledonia by Source Market



Source: Institut de la Statistique et des Etudes Economiques, Nouvelle-Caledonie

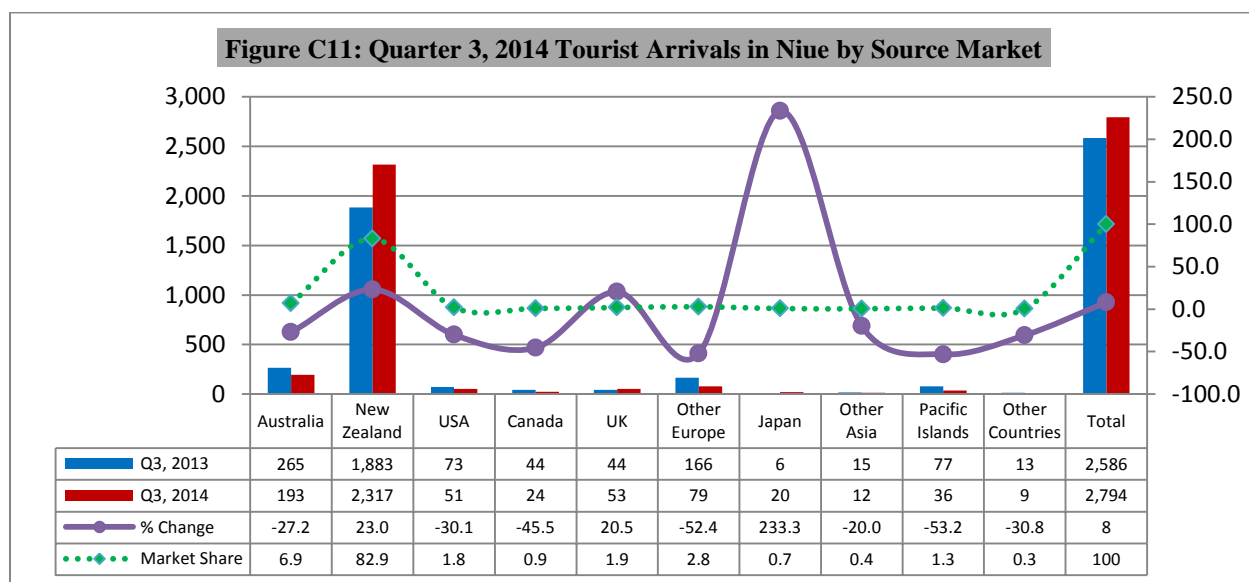
Analysis by purpose of visit reveals that the holiday component accounted for more than half (53%) of the tourists traffic during the quarter under review. Only this segment performed well with an increase of 9.1%. All other purposes of visit classifications declined as shown in C10 below.



Source: Institut de la Statistique et des Etudes Economiques, Nouvelle-Caledonie

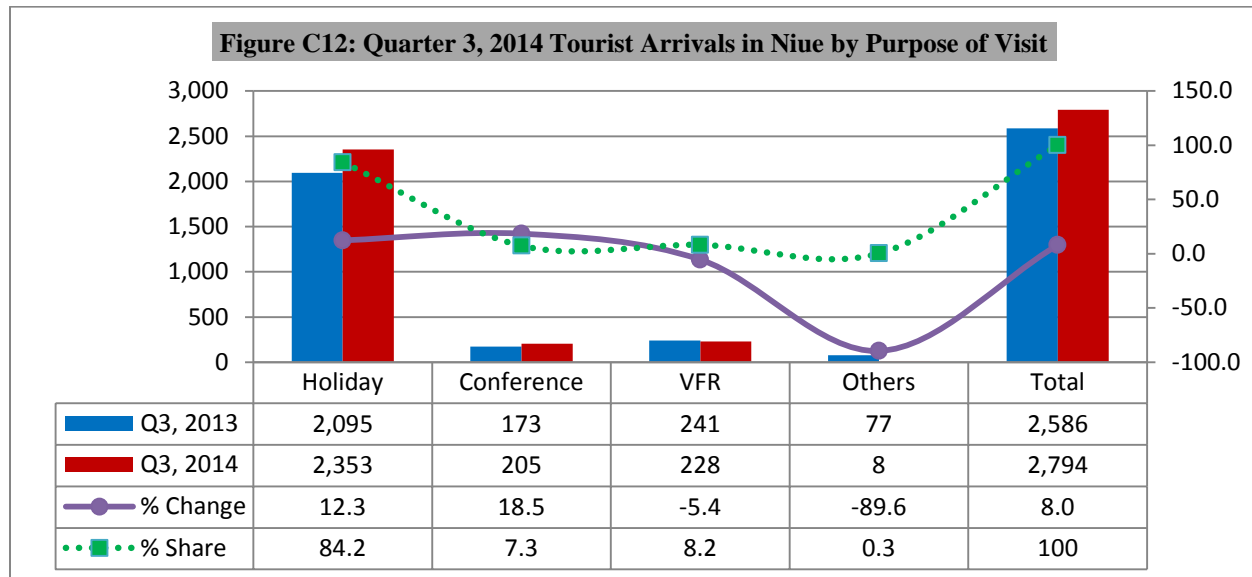
Niue

The 2,794 tourist arrivals to Niue in this quarter mark an 8% growth in comparison to the same period in 2013. New Zealand tourists continued to dominate tourist traffic into Niue accounting for 82.9%, followed by Australia of 7%. The New Zealand markets performed strongly with a double digit increase of 23% over the same period in the previous year. Details are shown in Figure C11 below.



Source: Statistics Niue

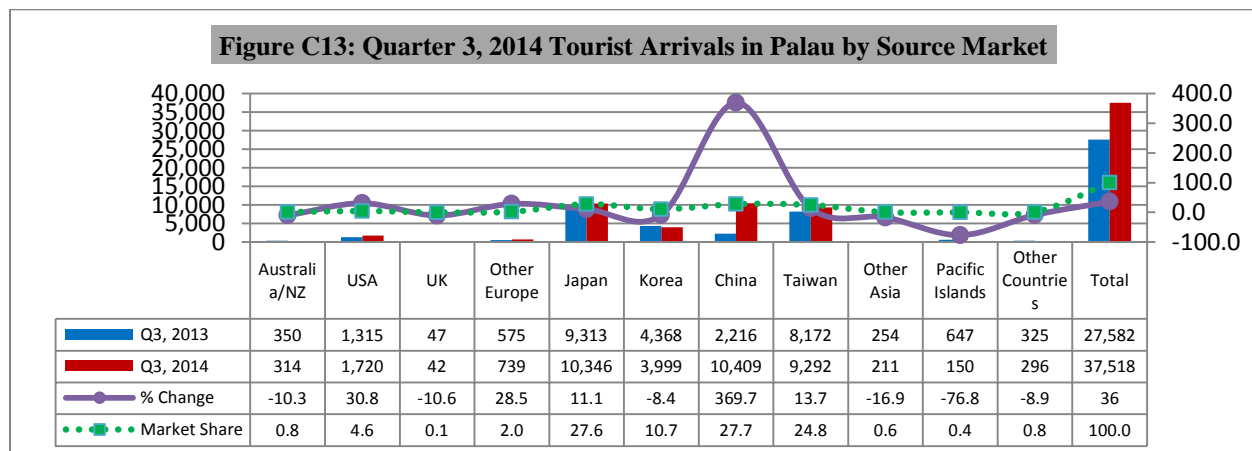
Analysis by purpose of visit indicates that leisure tourists dominated visitor arrivals to Niue in this quarter, commanding a percentage share of 84.2%. Other purpose of visit classifications took up the remaining 15.8%. Further this leisure component also grew by 12%.



Source: Statistics Niue

Palau

During the quarter under review, Palau performed extremely well with a 36% increase in tourist arrivals. This remarkable performance was attributable to increases recorded by mainly markets of China, Japan, USA and Other Europe. Characteristically Palau's visitor arrivals are dominated by Asian markets, representing 91.4% of the tourist traffic during quarter 3 of 2014. China recorded the highest growth with a triple-digit growth of 370% (or 8,193 in absolute terms); followed by double-digit growths by USA at 30.8%, Other Europe at 28.5%, Taiwan at 13.7% and Japan at 11.1%. The remaining markets declined and the details are shown in Figure C13 below.

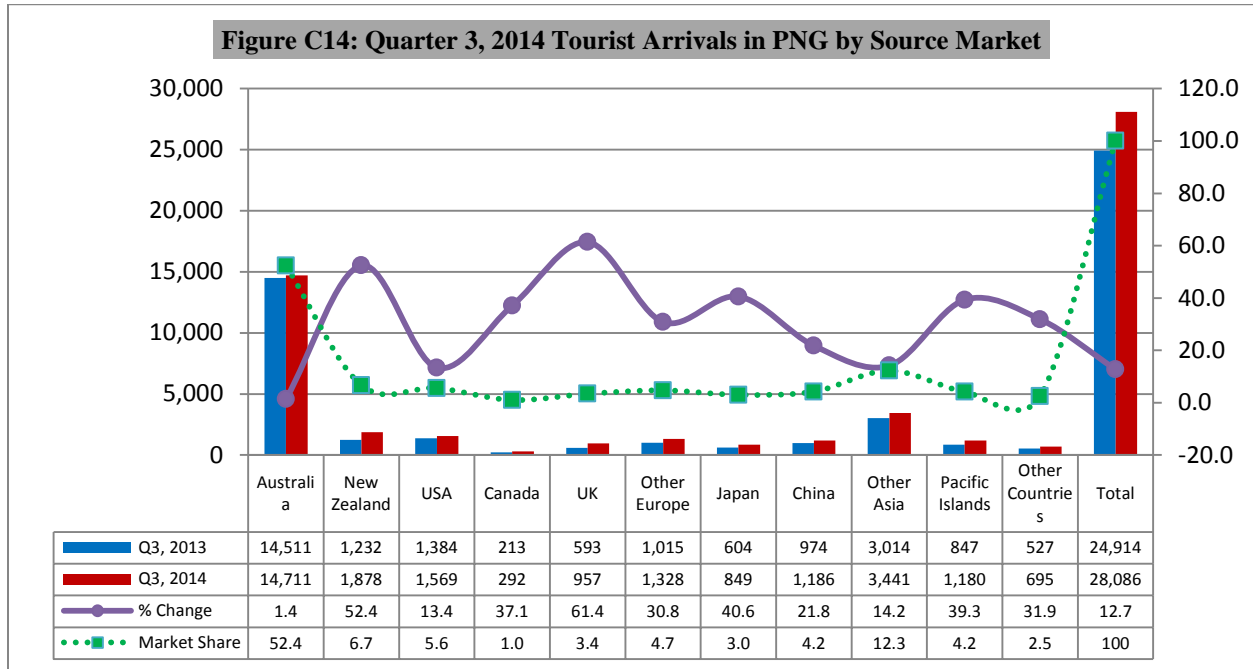


Source: Palau Visitors Authority

NB: Palau's data on Purpose of Visit not available.

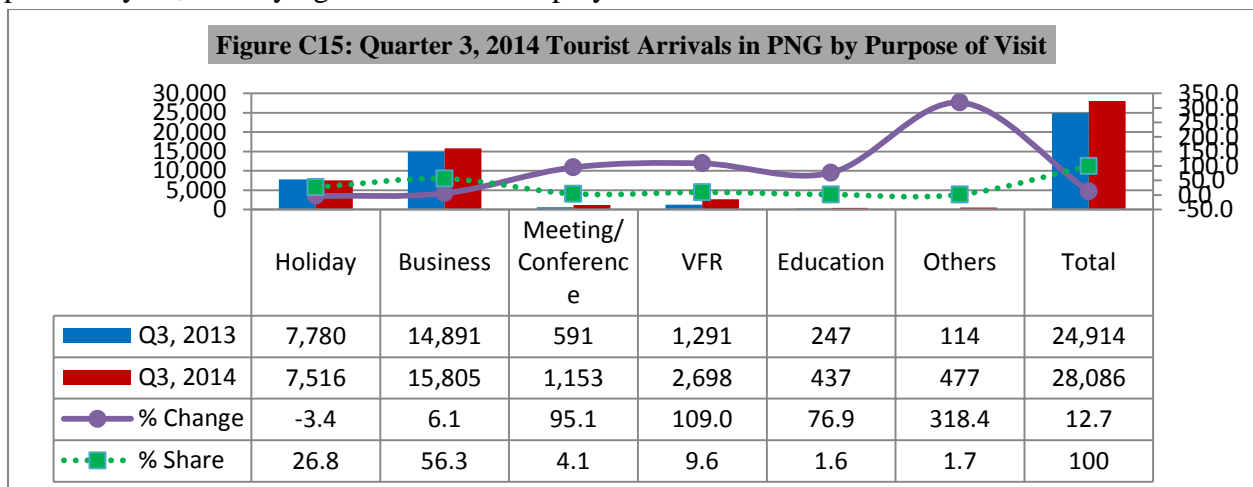
Papua New Guinea

Of all markets, Australia accounts for 52.4% market share. This is followed by Asian countries accounting for a further almost, 20% share of the tourist traffic to PNG. During the quarter under review, this source market grew at 1.4% when compared to the same period last year. Visitor arrivals from other markets also grew during this period with details as shown below in Figure C14.



Source: PNG Tourism Promotion Authority

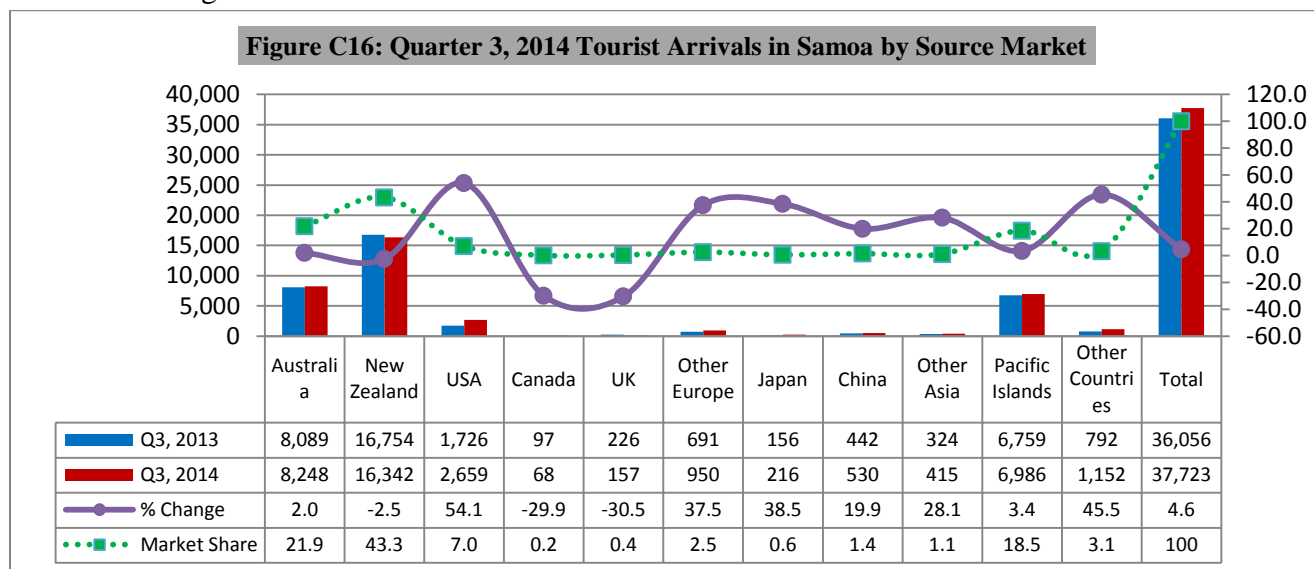
Analysis by purpose of visit reveals that the majority of visitors to PNG during this quarter were visiting PNG for business and conference purposes (60%). Holidaying tourists only accounted for nearly 27% while VFR represented nearly 10%. When compared to the same quarter of the previous year, holidaying tourists took a dip by 3.4%.



Source: PNG Tourism Promotion Authority

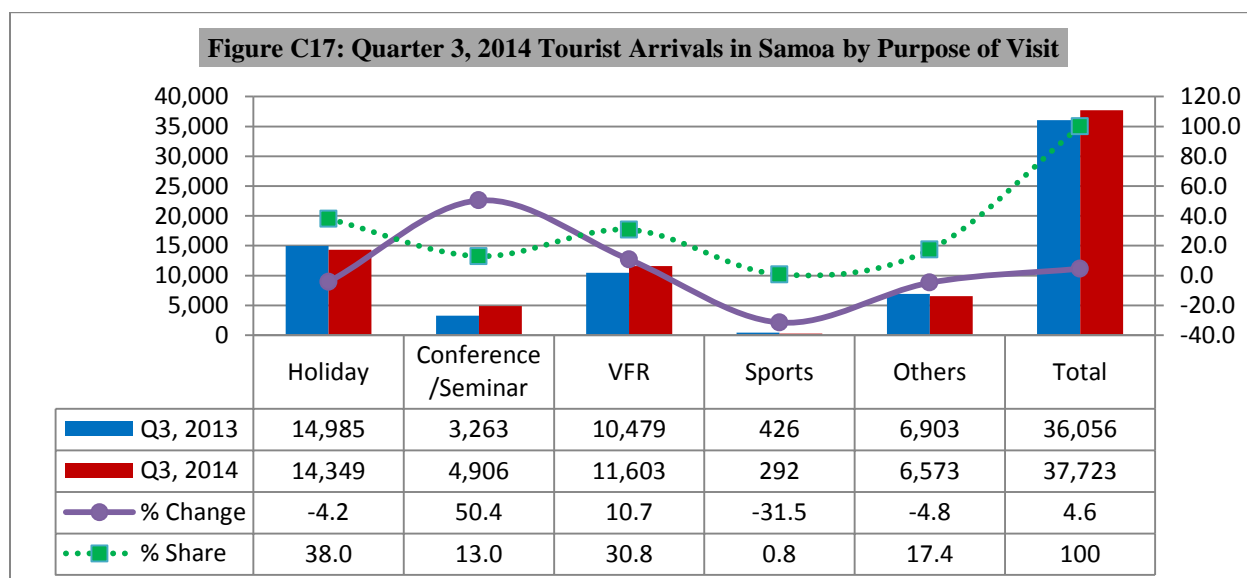
Samoa

Samoa maintained its upward growth path in the third quarter, this time by 4.6%. New Zealand continued its position as the dominant market representing 43% of the tourist traffic in this quarter. However, this market experienced a slight decline of 3% in this quarter. The highest growth in this period was recorded by the USA (by 54.1%). Some markets registered declines and the highest double-digit decline was recorded by the UK (down by 30.5%). Details are better illustrated in Figure C16 below.



Source: Samoa Bureau of Statistics

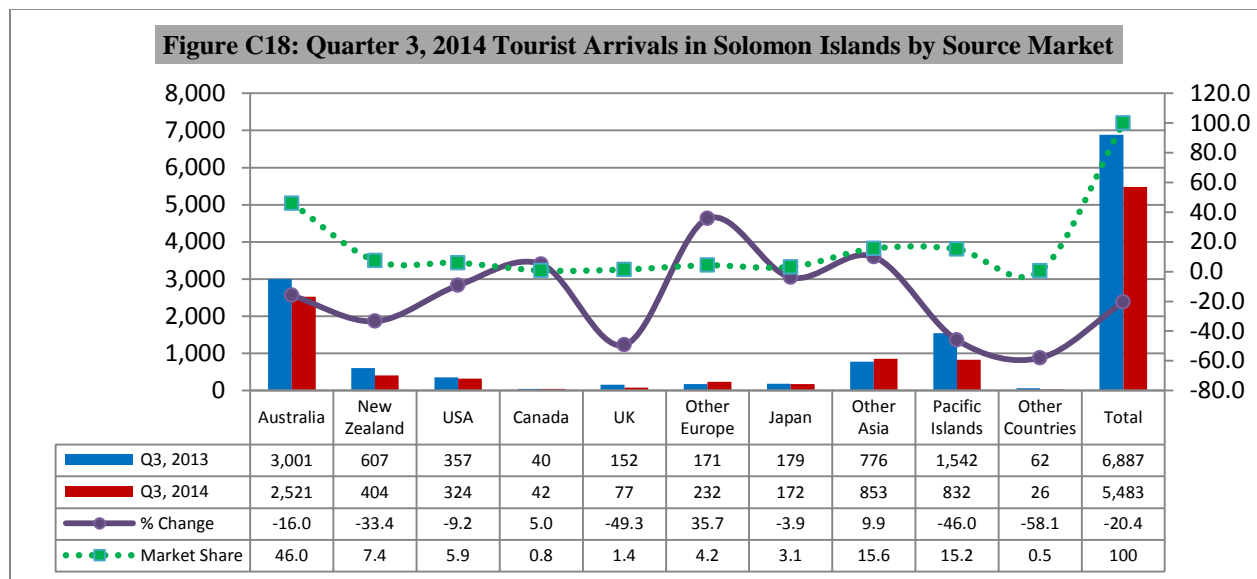
Of all purpose of visit classifications, the holiday segment represented 38% followed closely by VFR (31%). Samoa's tourism is characterized by a higher component of VFRs. Only VFR and Conference/Seminar registered positive growths. The other segments nose-dived with sports having the highest decline at nearly 32%.



Source: Samoa Bureau of Statistics

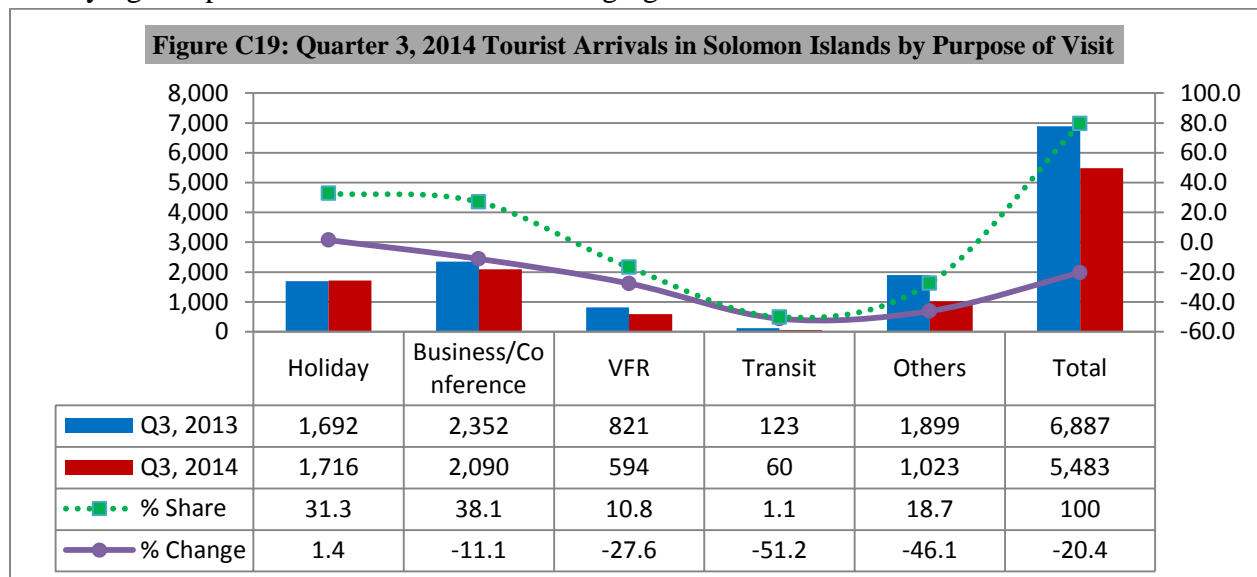
Solomon Islands

During this quarter a total of 5,483 tourists visited the Solomon Islands, representing a further decline of 20% as the country continues to suffer from negative publicity and effects of the fatal flood that devastated Solomon Islands capital, Honiara, where the majority of tourist's infrastructure are based. Many markets registered declines in tourist traffic, except for Other Europe (increase by 36%), Other Asia (increase by 10%), Canada (increase by 5%), with the UK market recording the highest double-digit decline of 49%.



Source: Solomon Islands National Statistics Office

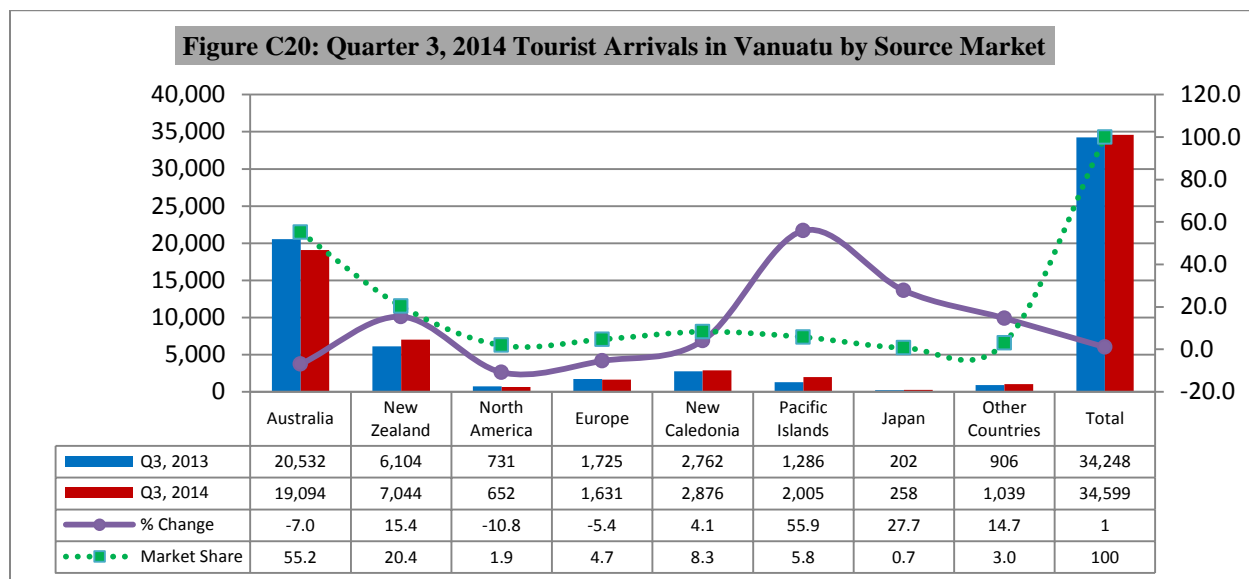
Analysis by purpose of visit reveals that the majority of tourists to Solomon Islands were visiting for business/conference purposes (38%). The holiday component represents 31.3%, while VFR, 10.8%, and others (19%). In terms of growth, all purposes of visit registered declines except the holidaying component that showed an encouraging increase of 1.4%.



Source: Solomon Islands National Statistical Office

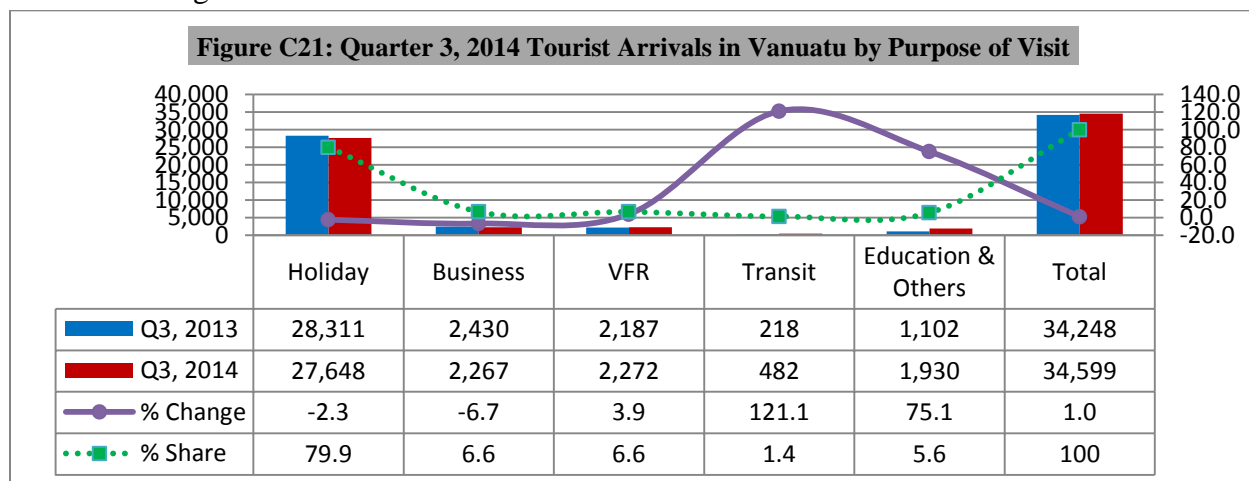
Vanuatu

During the period under review, Vanuatu received 34,599 tourists to its shores. This represents 7% of the total tourist traffic into the region. Vanuatu recorded a 1% growth in tourist arrivals in comparison to the same period in 2013. Dismal performances were recorded by Vanuatu's major market of Australia (down by 7%) as well as North America (down by 11%). All other markets registered positive growths as shown in Figure C20 below.



Source: Vanuatu National Statistics Office

Characteristic of Vanuatu's tourism, a large number of tourists to the country were holidaying tourists, representing nearly 80% of the total tourists traffic. The remaining 20% is shared between business, VFR and others. A notable recorded increase in transit visitors was a direct consequence of the Fiji-Solomon airlines dispute that enabled Air Vanuatu to provide the Nadi-Vila business and allowing them to spend a night in Port Vila before boarding Solomon Airlines the next day. The holiday and business segments both registered declines in this period while there were growths in the other segment. Figure C21 below clearly illustrates % change and % share for all segments.



Source: Vanuatu National Statistics Office