

PACIFIC REGIONAL TOURISM CAPACITY BUILDING PROGRAMME (PRTCBP)

QUARTERLY REVIEW OF TOURIST ARRIVALS IN PACIFIC ISLAND COUNTRIES

QUARTER 3, 2015



December 2015

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PREFACE

The *Quarterly Review of Tourist Arrival in Pacific Island Countries- Third 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 tourism arrivals in Pacific Island countries in the first quarter of 2015 and the year ending March 2015 with comparative data for the same periods of the previous year.

Out of the seventeen Pacific Island countries, ten responded with the required data in time for the preparation of this publication, but it was not possible to get data from French Polynesia, Nauru, Kiribati, Marshall Islands, Niue, Tonga, Tuvalu and Timor Leste 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

In the first eight months of 2015, the UNWTO reported a 4.3% increase in international tourist arrivals. Europe recorded a 5% growth which was the highest across all the regions of the world. Asia and the Pacific, the Americas and the Middle East registered 4% growth each. With limited data available for Africa, there was an estimated 5% decline in international arrivals. In terms of regional results, Oceania led growth in the Asia & the Pacific region with 7%. Table W1 below shows the growth for all regions from January to August, 2015.

Table W1: World Tourist Arrivals by % Growth (January – August 2015)

Region	% Growth
Africa	-5%
Americas	+4%
Asia & the Pacific	+4%
Europe	+5%
Middle East	+4%

Source: UNWTO

With reference to source markets, China continued to record double-digit growth in outbound travel with majority of Chinese travellers visiting Japan, Thailand, the United States and many European destinations. Other emerging markets – India, South Africa and Egypt reported double-digit growth in tourism expenditure. On the other hand, expenditure from the Russian Federation and Brazil significantly declined and this reflected the economic constraints in both markets and the depreciation of the rouble and real against almost all other currencies.

Tourist Arrivals into Pacific ACP & SPTO Member Countries¹

In Quarter 3, 2015, the Pacific ACP and SPTO member countries² received a total of 534,729 tourists. When compared to the same period in 2014, this showed a 3.8% increase. Most destinations recorded positive growths while American Samoa, Federated States of Micronesia, Marshall Islands, PNG and Vanuatu had experienced dismal performance in their tourist arrivals. The summary is presented in Table R1 and Figure R1 below.

¹Peoples' 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

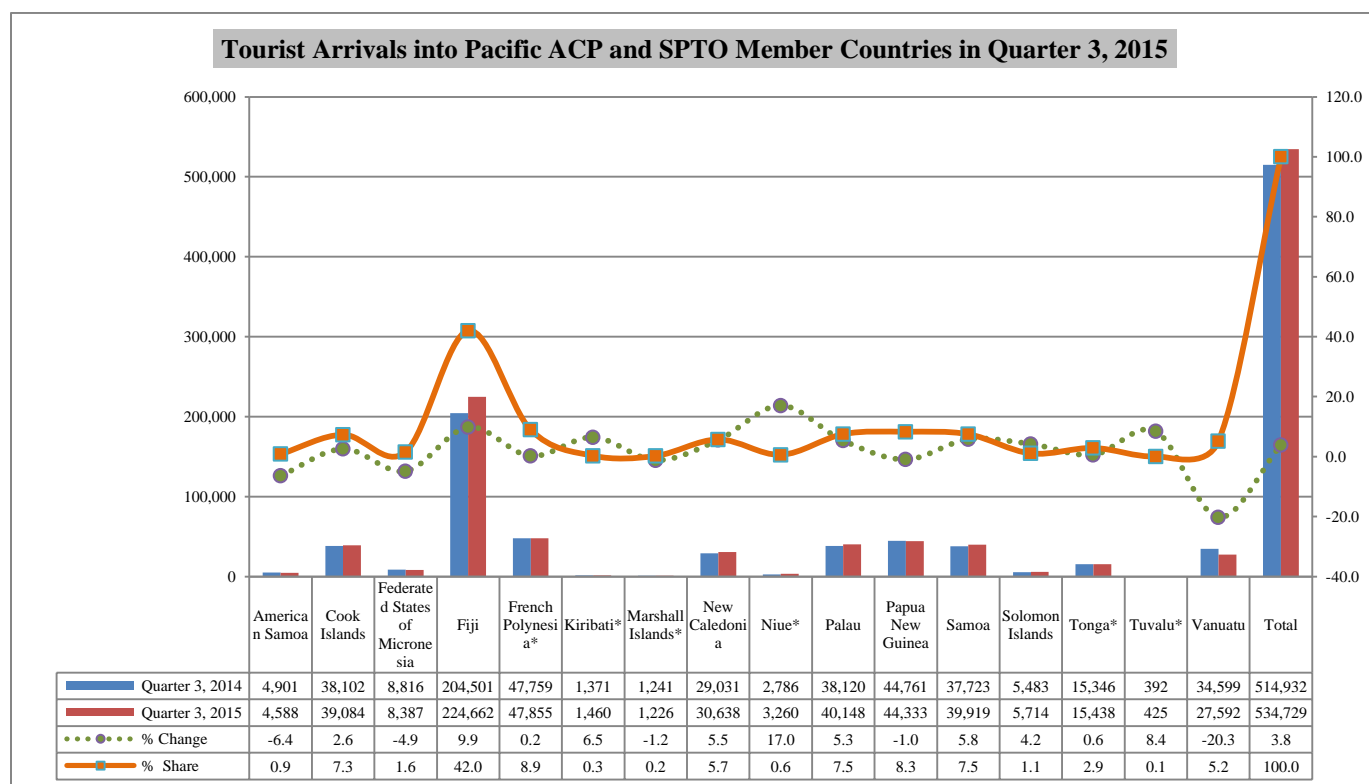
² Quarter 3, 2015 data for French Polynesia, Kiribati, Marshall Islands, Niue, Tonga and Tuvalu are SPTO estimates

Table R1: Tourist Arrivals to Pacific ACP and SPTO Member Countries, Quarter 3, 2015

Pacific Countries	Quarter 3, 2014	Quarter 3, 2015	Absolute Change	% Change	% Share
American Samoa	4,901	4,588	-313	-6.4	0.9
Cook Islands	38,102	39,084	982	2.6	7.3
Federated States of Micronesia	8,816	8,387	-429	-4.9	1.6
Fiji	204,501	224,662	20,161	9.9	42.0
French Polynesia*	47,759	47,855	96	0.2	8.9
Kiribati*	1,371	1,460	89	6.5	0.3
Marshall Islands*	1,241	1,226	-15	-1.2	0.2
New Caledonia	29,031	30,638	1,607	5.5	5.7
Niue*	2,786	3,260	474	17.0	0.6
Palau	38,120	40,148	2,028	5.3	7.5
Papua New Guinea	44,761	44,333	-428	-1.0	8.3
Samoa	37,723	39,919	2,196	5.8	7.5
Solomon Islands	5,483	5,714	231	4.2	1.1
Tonga*	15,346	15,438	92	0.6	2.9
Tuvalu*	392	425	33	8.4	0.1
Vanuatu	34,599	27,592	-7,007	-20.3	5.2
Total	514,932	534,729	19,797	3.8	100.0

Source: NTOs, NSOs and SPTO

Note: * denotes Quarter 3, 2015 figures as SPTO estimates

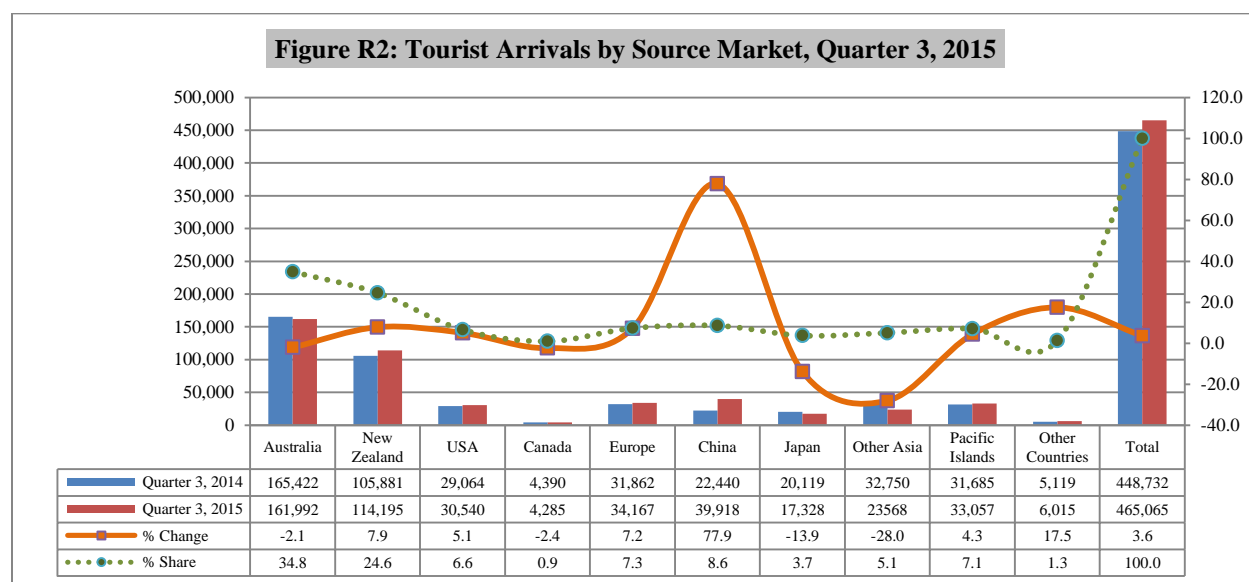


Source: NTOs, NSOs and SPTO

Table R2: Tourist Arrivals by Source Market, Quarter 3, 2015

Market	Quarter 3, 2014	Quarter 3, 2015	Absolute Change	% Change	% Share
Australia	165,422	161,992	-3,430	-2.1	34.8
New Zealand	105,881	114,195	8,314	7.9	24.6
USA	29,064	30,540	1,476	5.1	6.6
Canada	4,390	4,285	-105	-2.4	0.9
Europe	31,862	34,167	2,305	7.2	7.3
China	22,440	39,918	17,478	77.9	8.6
Japan	20,119	17,328	-2,791	-13.9	3.7
Other Asia	32,750	23,568	-9,182	-28.0	5.1
Pacific Islands	31,685	33,057	1,372	4.3	7.1
Other Countries	5,119	6,015	896	17.5	1.3
Total	448,732	465,065	16,333	3.6	100.0

Source: NTOs, NSOs and SPTO



Source: NTOs, NSOs and SPTO

Market Performance

Australian Market

In Quarter 3, 2015, the region received a total number of 161,992 Australian tourists representing a 2.1% decline in comparison to the same period in the previous year. As usual, majority of the Australian tourists visited Fiji representing 64.5% of the total market share followed by PNG with a share of 12.7%. Very few destinations recorded positive growths in tourist arrivals from this market while declines were registered for American Samoa, FSM, New Caledonia, Palau, PNG, Samoa and Vanuatu. Vanuatu suffered the worst decline (down by 27%) as the effects of Category 5 Cyclone Pam deepened. Details are shown in Table R3 and Figure R3 below.

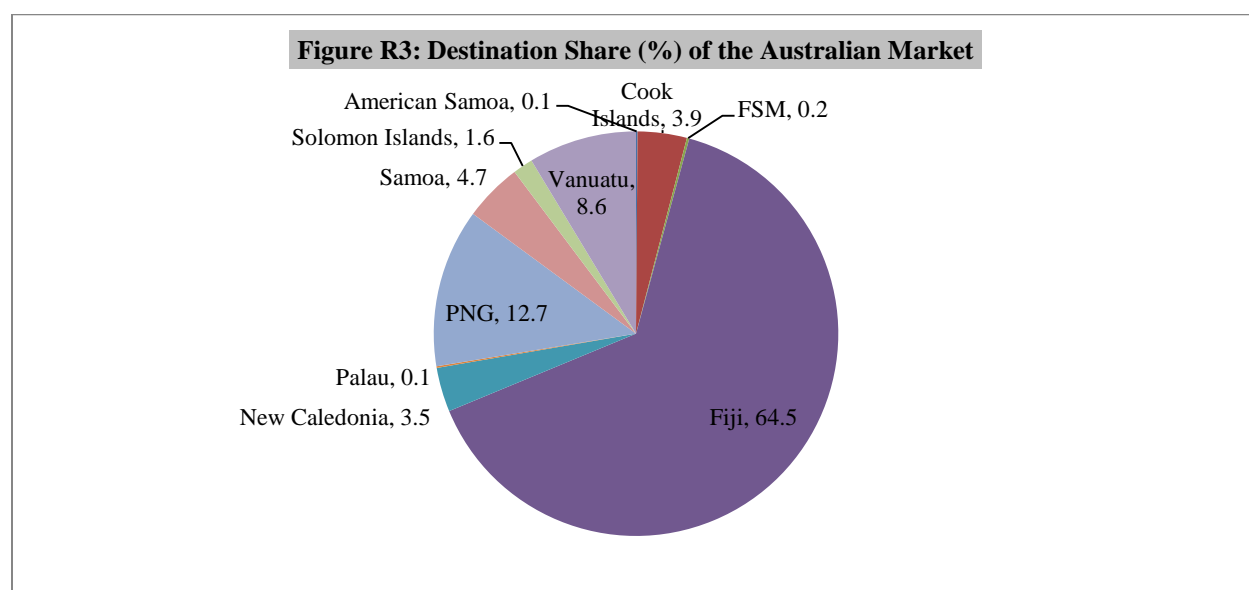
Table R3: Australian Tourists by Destination and Destination Share, Quarter 3, 2015

Destination	Quarter 3 2014	Quarter 3 2015	Absolute change	% change	% share
American Samoa	229	201	-28	-12.2	0.1
Cook Islands	5,927	6,363	436	7.4	3.9
FSM	358	313	-45	-12.6	0.2
Fiji	100,424	104,491	4067	4.0	64.5
New Caledonia	5,886	5,730	-156	-2.7	3.5
Palau	396	214	-182	-46.0	0.1
PNG	22,339	20,525	-1814	-8.1	12.7
Samoa	8,248	7,544	-704	-8.5	4.7
Solomon Islands	2,521	2,599	78	3.1	1.6
Vanuatu	19,094	14,012	-5082	-26.6	8.6
Total	165,422	161,992	-3430	-2.1	100.0

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

* Palau figures include Australia/New Zealand together.

Source: NTOs, NSOs and SPTO



New Zealand Market

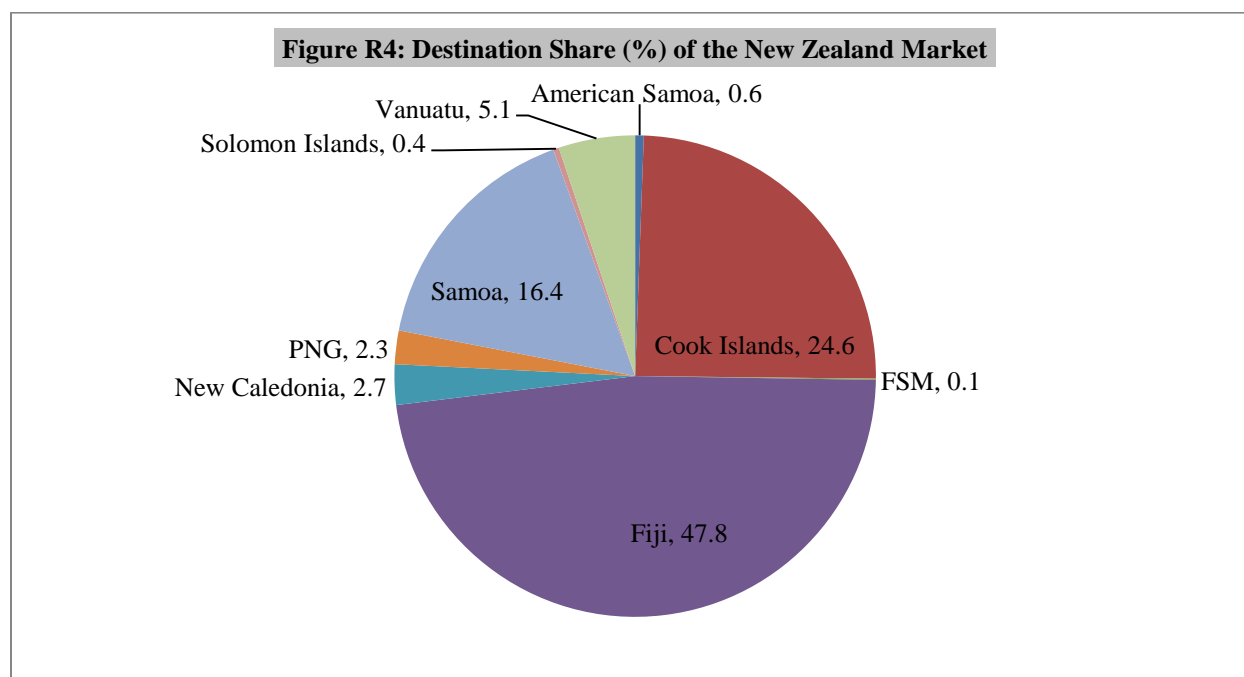
In Quarter 3, 2015, the region received 114,195 New Zealand tourists out of which 88.8% visited Cook Islands, Fiji and Samoa. The remaining 11.2% were shared among the other countries. In terms of market performance, there is a marked 7.9% increase in tourist arrivals from this market. Samoa recorded the highest positive growth of 14.9%, while the rest of the other countries indicated modest growths except for declines in American Samoa, FSM, PNG and Vanuatu. Table R4 and Figure R4 below illustrates more details.

Table R4:– New Zealand Tourists by Destination and Destination Share, Quarter 3, 2015

Destination	Quarter 3 2014	Quarter 3 2015	Absolute change	% change	% share
American Samoa	678	656	-22	-3.2	0.6
Cook Islands	27,788	28,084	296	1.1	24.6
FSM	104	94	-10	-9.6	0.1
Fiji	47,949	54,616	6,667	13.9	47.8
New Caledonia	2,731	3,096	365	13.4	2.7
PNG	2,841	2,572	-269	-9.5	2.3
Samoa	16,342	18,770	2,428	14.9	16.4
Solomon Islands	404	439	35	8.7	0.4
Vanuatu	7,044	5,868	-1,176	-16.7	5.1
Total	105,881	114,195	8,314	7.9	100.0

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

Source: NTOs, NSOs and SPTO



USA Market

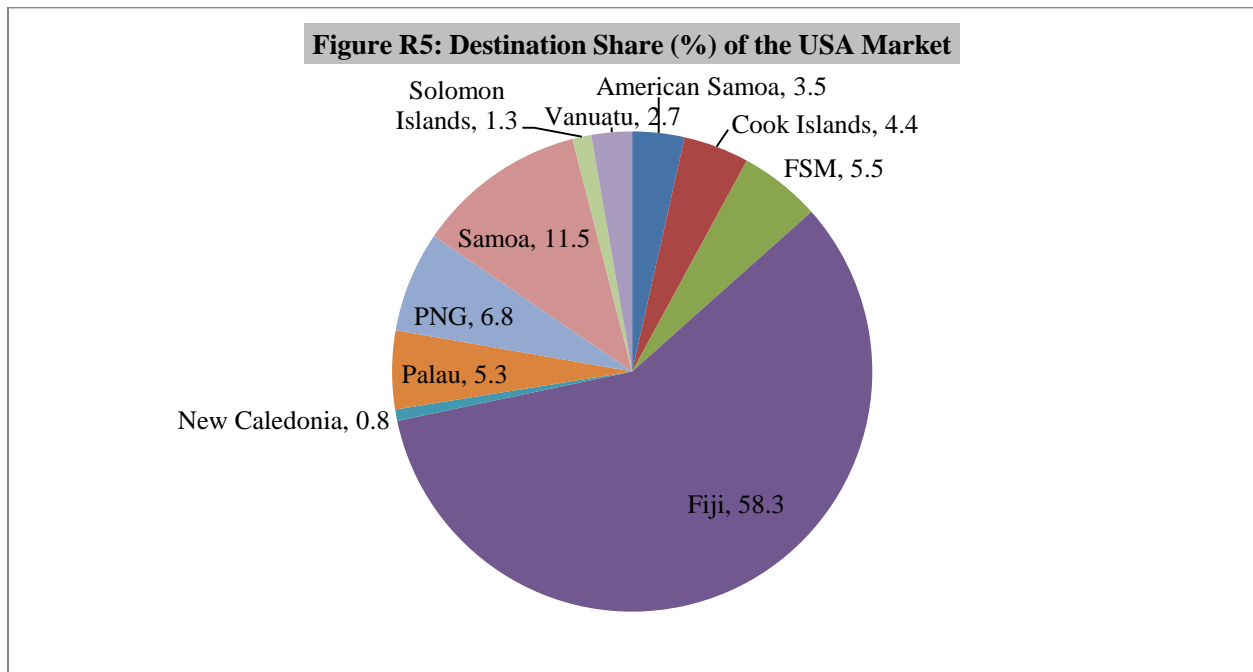
During the period under review, this market registered an increase of 5.1% tourist arrivals in contrast to Quarter 3, 2014. This was attributed to positive growths in the following destinations; Cook Islands, Fiji, Samoa, Solomon Islands and Vanuatu. Other countries registered declines and details are shown in Table R5 and Figure R5 below.

Table R5: USA Tourists by Destination and Destination Share, Quarter 3, 2015

Destination	Quarter 3 2014	Quarter 3 2015	Absolute change	% change	% share
American Samoa	1,124	1,072	-52	-4.6	3.5
Cook Islands	1,222	1,348	126	10.3	4.4
FSM	2,008	1,677	-331	-16.5	5.5
Fiji	16,810	17,799	989	5.9	58.3
New Caledonia	363	235	-128	-35.3	0.8
Palau	1,813	1,615	-198	-10.9	5.3
PNG	2,089	2,072	-17	-0.8	6.8
Samoa	2,659	3,500	841	31.6	11.5
Solomon Islands	324	388	64	19.8	1.3
Vanuatu	652	834	182	27.9	2.7
Total	29,064	30,540	1,476	5.1	100.0

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

Source: NTOs, NSOs and SPTO



European Market

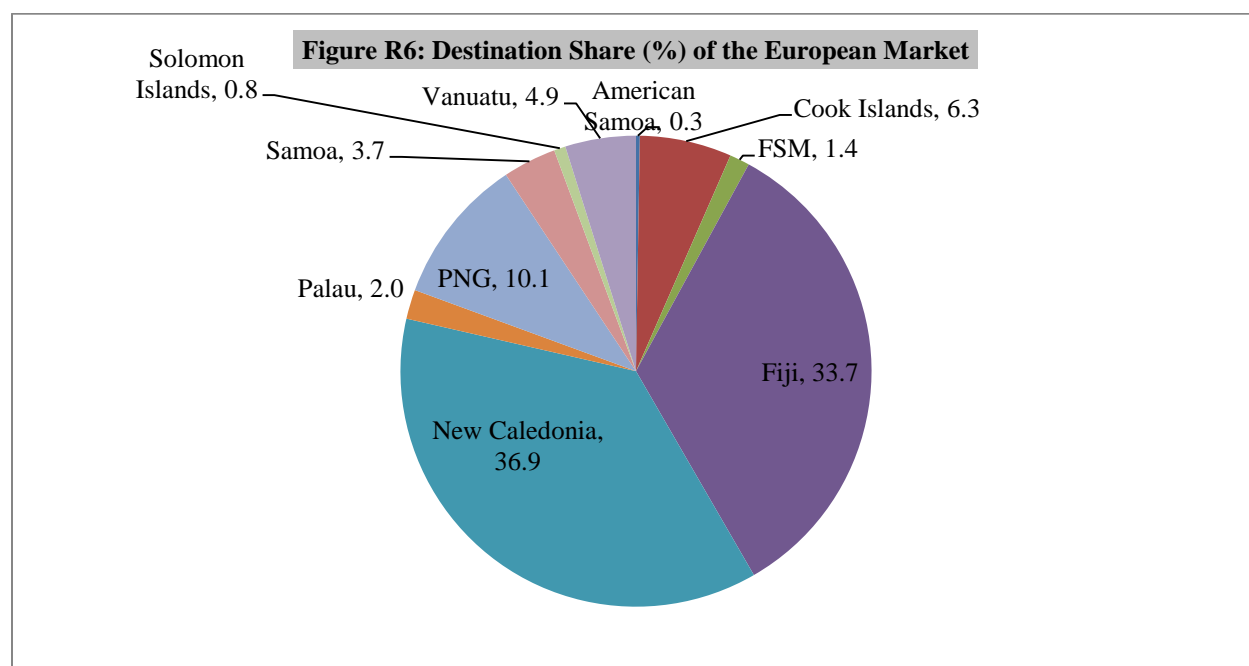
In Quarter 3, 2015, 34,167 European tourists visited the region, of which, 36.9% visited New Caledonia followed by Fiji (33.7%) and PNG (10.1%) Understandably, the European market remains the single major source market New Caledonia. The highest percentage growth was reported by New Caledonia of 18.5% or 16 in absolute terms, while FSM had a 15.8% growth Overall, this market grew by 7.2% 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 3, 2015

Destination	Quarter 3 2014	Quarter 3 2015	Absolute change	% change	% share
American Samoa	108	89	-19	-17.6	0.3
Cook Islands	2,124	2,156	32	1.5	6.3
FSM	406	470	64	15.8	1.4
Fiji	11,296	11,517	221	2.0	33.7
New Caledonia	10,645	12,617	1,972	18.5	36.9
Palau	840	688	-152	-18.1	2.0
PNG	3,396	3,448	52	1.5	10.1
Samoa	1,107	1,253	146	13.2	3.7
Solomon Islands	309	271	-38	-12.3	0.8
Vanuatu	1,631	1,658	27	1.7	4.9
Total	31,862	34,167	2,305	7.2	100.0

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

Source: NTOs, NSOs and SPTO



Japanese Market

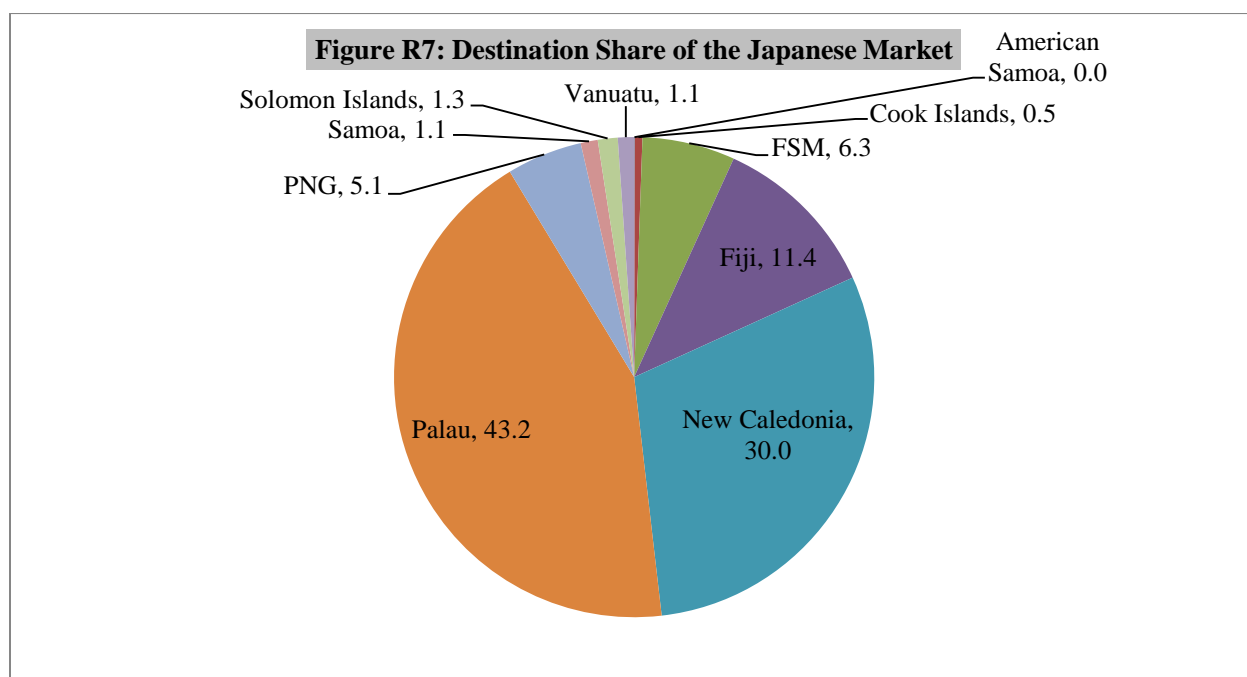
In Quarter 3, 2015, a total of 17,328 Japanese tourists visited the region representing a 13.9% decline compared to the same period the previous year. Only New Caledonia and Solomon Islands registered positive growths during this period while the others recorded declines. Majority of the tourists from this market visited Palau due to its proximity to the source market. Details are tabulated in Table R7 below.

Table R7: Japanese Tourists by Destination and Destination Share, Quarter 3, 2015

Destination	Quarter 3 2014	Quarter 3 2015	Absolute change	% change	% share
American Samoa	18	6	-12	-66.7	0.03
Cook Islands	128	90	-38	-29.7	0.5
FSM	1,224	1,083	-141	-11.5	6.3
Fiji	2,071	1,974	-97	-4.7	11.4
New Caledonia	4,719	5,194	475	10.1	30.0
Palau	10,400	7,480	-2,920	-28.1	43.2
PNG	913	881	-32	-3.5	5.0
Samoa	216	199	-17	-7.9	1.1
Solomon Islands	172	232	60	34.9	1.3
Vanuatu	258	189	-69	-26.7	1.1
Total	20,119	17,328	-2,791	-13.9	100.0

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

Source: NTOs, NSOs and SPTO



Chinese Market

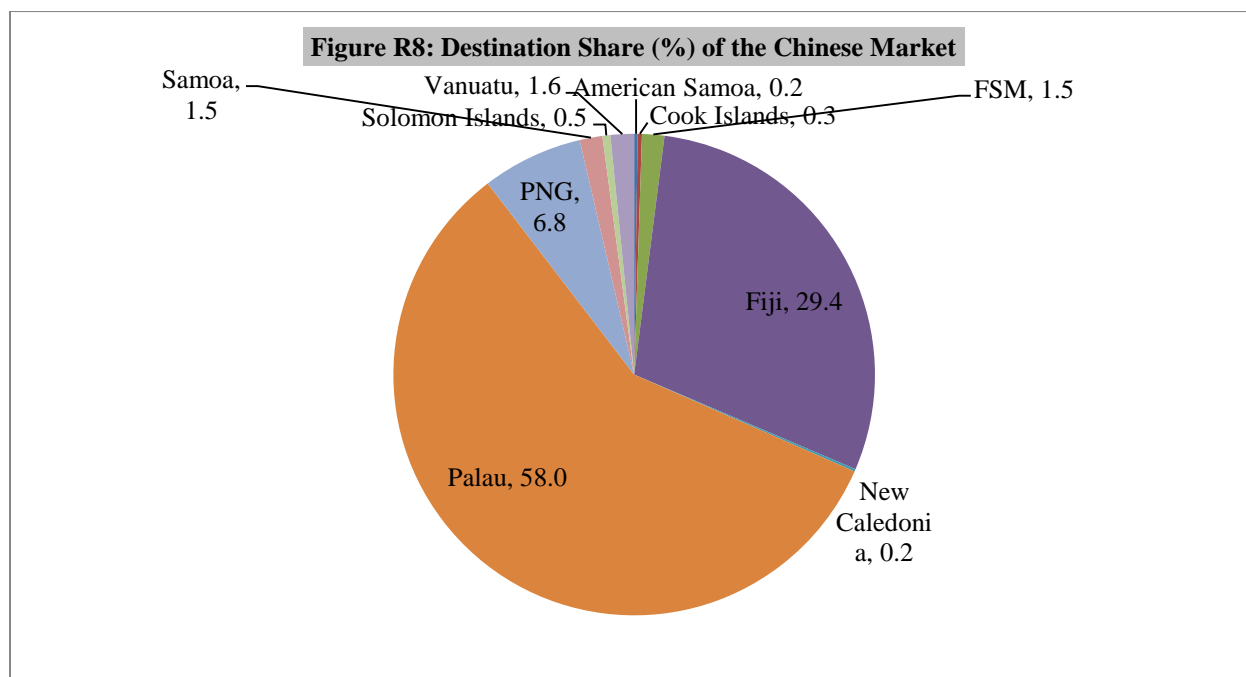
During the period under review, 39,918 Chinese tourists visited the region and this showed a 77.9% positive growth from Quarter 3, 2014. Of this, 58% visited Palau while 29.4% visited Fiji. Chinese visitor arrivals to Palau have been increasing significantly from December 2014 due to the direct flights from Hong Kong and Macau. The remaining share was distributed among the other regional countries. All countries registered increases except for Cook Islands and FSM. Details are shown in Table R8 and Figure R8 below.

Table R8: Chinese Tourists by Destination and Destination Share, Quarter 3, 2015

Destination	Quarter 3 2014	Quarter 3 2015	Absolute change	% change	% share
American Samoa	92	93	1	1.1	0.2
Cook Islands	170	114	-56	-32.9	0.3
FSM	654	598	-56	-8.6	1.5
Fiji	7,462	11,741	4,279	57.3	29.4
New Caledonia	57	65	8	14.0	0.2
Palau	10,444	23,153	12,709	121.7	58.0
PNG	2,454	2,702	248	10.1	6.8
Samoa	530	610	80	15.1	1.5
Solomon Islands	195	212	17	8.7	0.5
Vanuatu	382	630	248	64.9	1.6
Total	22,440	39,918	17,478	77.9	100.0

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

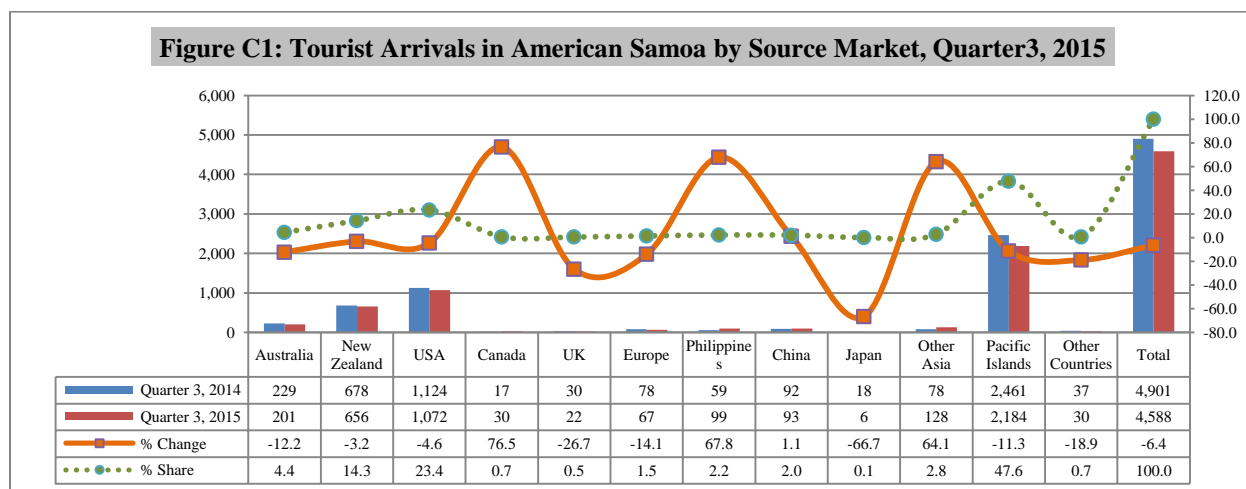
Source: NTOs, NSOs and SPTO



Destination Analysis

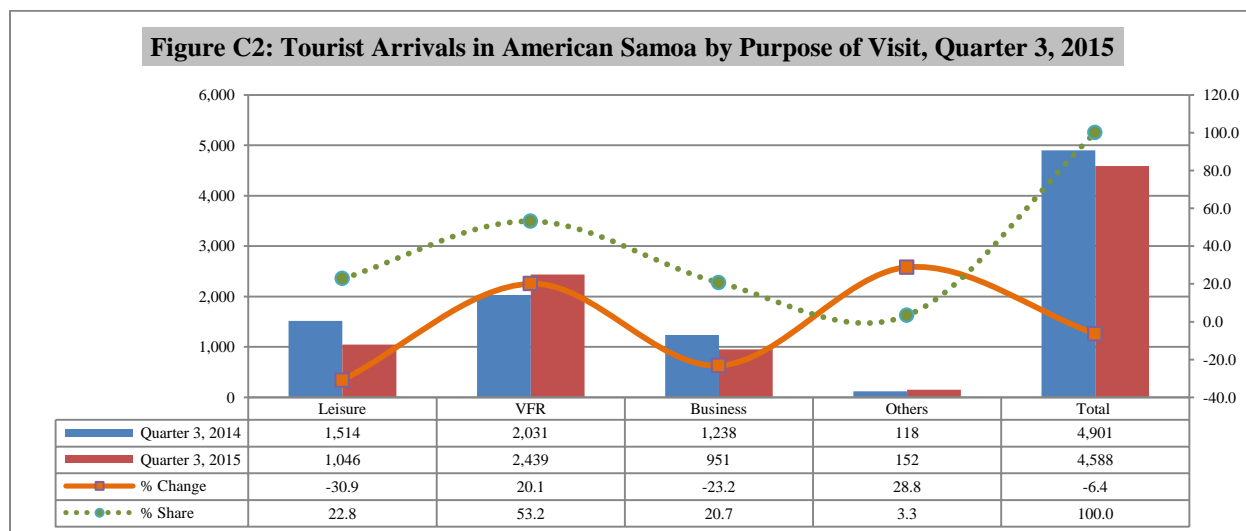
American Samoa

In Quarter 3, 2015, American Samoa received 4,588 tourists representing a 6.4% decline in comparison to the same period in 2014. The source markets that registered positive growths were Philippines, China, Canada and Other Asia while tourist arrivals from the remaining markets declined. In absolute terms, Pacific Islands recorded the highest decline of 277 followed by USA (52), Australia (28), New Zealand (22) and other markets. Figure C1 below clearly illustrates details.



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

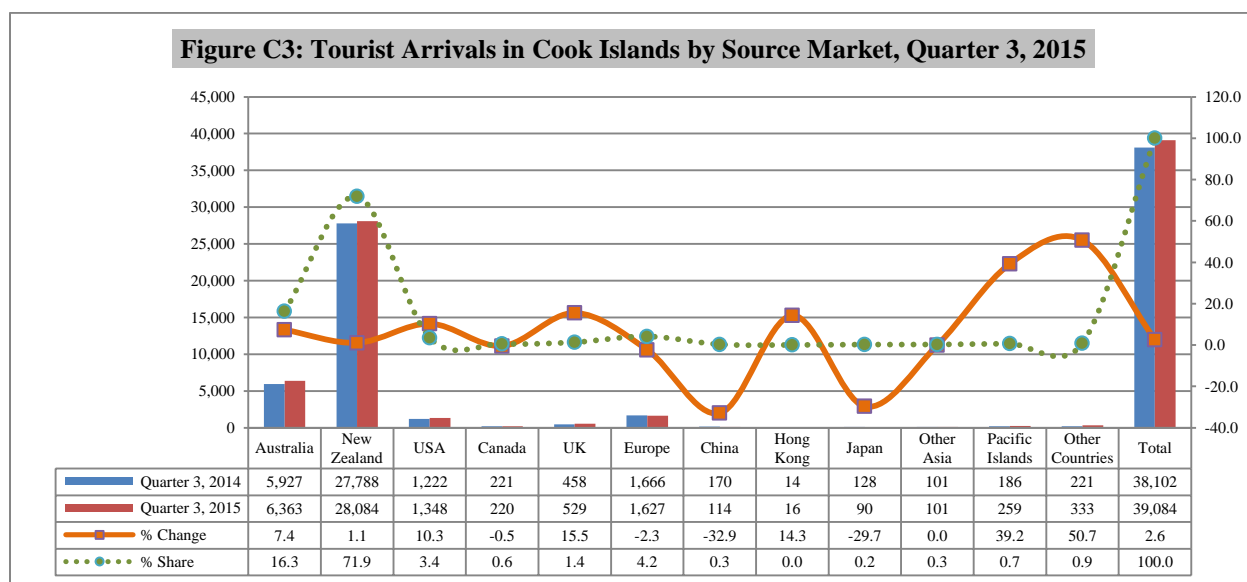
Analysis by purpose of visit reveals that in terms of growth, VFR (20.1%) and Others (28.8%) registered positive growths while Leisure and Business slumped. More than half (53.2%) of the tourists that visited American Samoa during the period under review were visiting friends and relatives. A further 23% were holidaying tourists while 21% were on business trips. The remaining 3% were in American Samoa for other purposes. Details are shown in Figure C2 below.



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

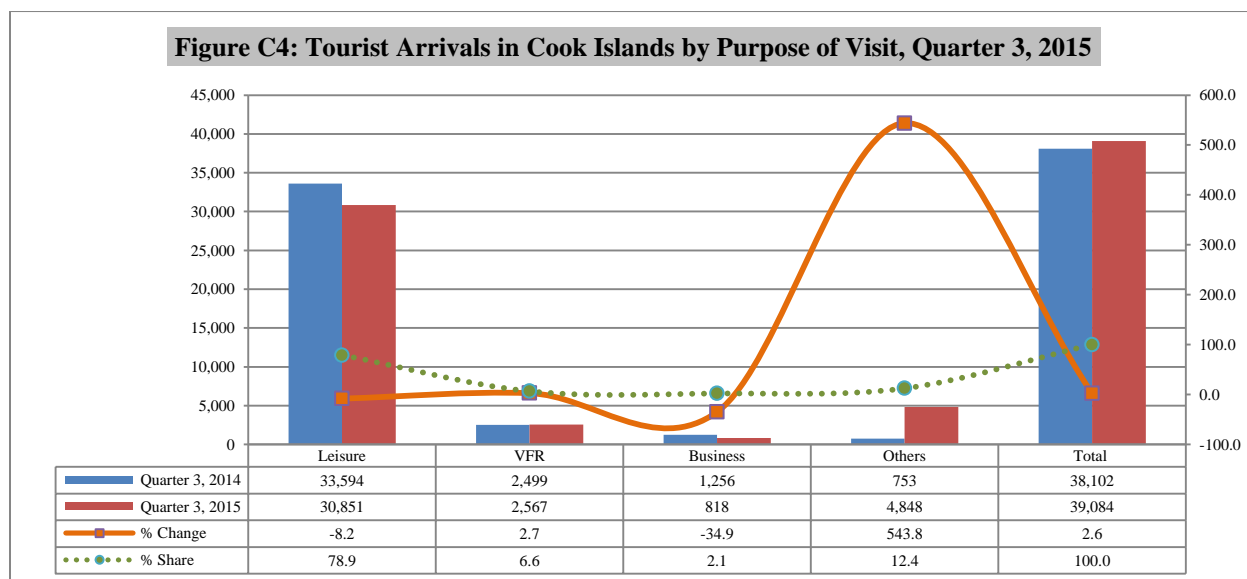
Cook Islands

In Quarter 3, 2015, Cook Islands received 39,084 tourists, representing an increase by 2.6% compared to the same period in 2014. The highest growth was recorded by Other Countries (50.7%) while the highest decline was registered by China (-32.9%). Majority of the source markets registered positive growths except for China, Japan, Europe and Canada. In terms of market dominance, New Zealand remained the major source market for this destination making up 72% of the total visitor arrivals followed by Australia at 16%. Details are shown in Figure C3 below.



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

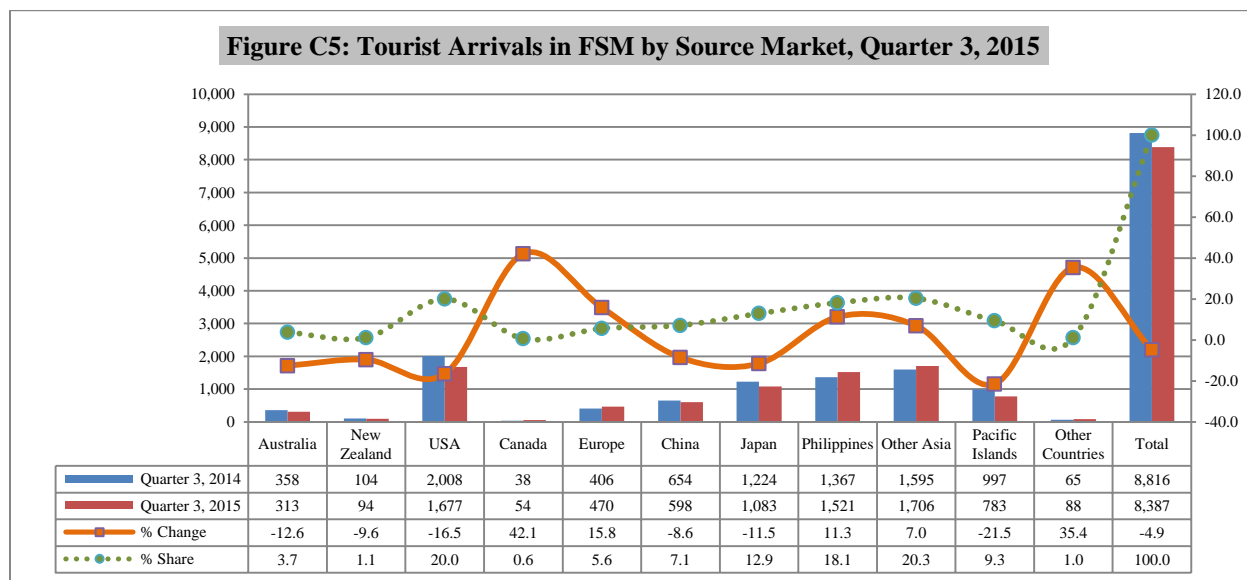
Analysis by purpose of visit showed that VFR, Business and Other purposes increased except for Leisure which declined by 8.2%. However, nearly 80% of tourists to Cook Islands during this period were holidaymakers. Details are clearly illustrated in Figure C4 below.



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

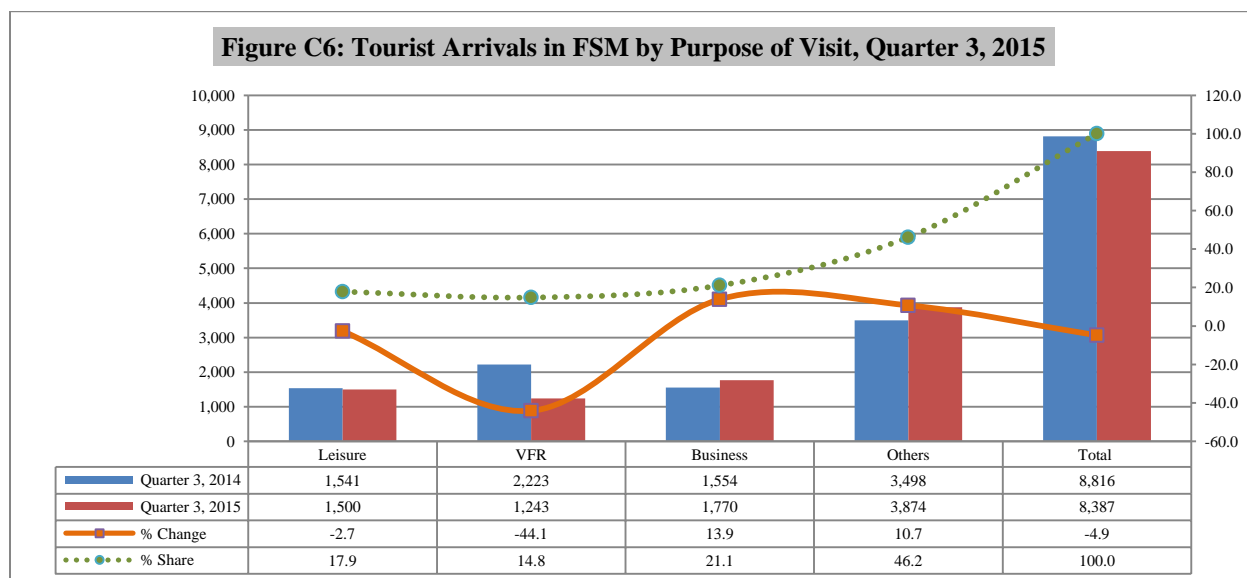
Federated States of Micronesia

During the period under review, FSM welcomed 8,387 tourists which was a decline by nearly 5% in contrast to Quarter 3, 2014. Only four source markets registered positive growths (Canada, Europe, Philippines and Other Asia) while the rest slumped. USA and Other Asia dominated arrivals to FSM in this period with 20.3% and 20% share each. Details are shown in Figure C5 below.



Source: Statistics Division, SBOC, FSM

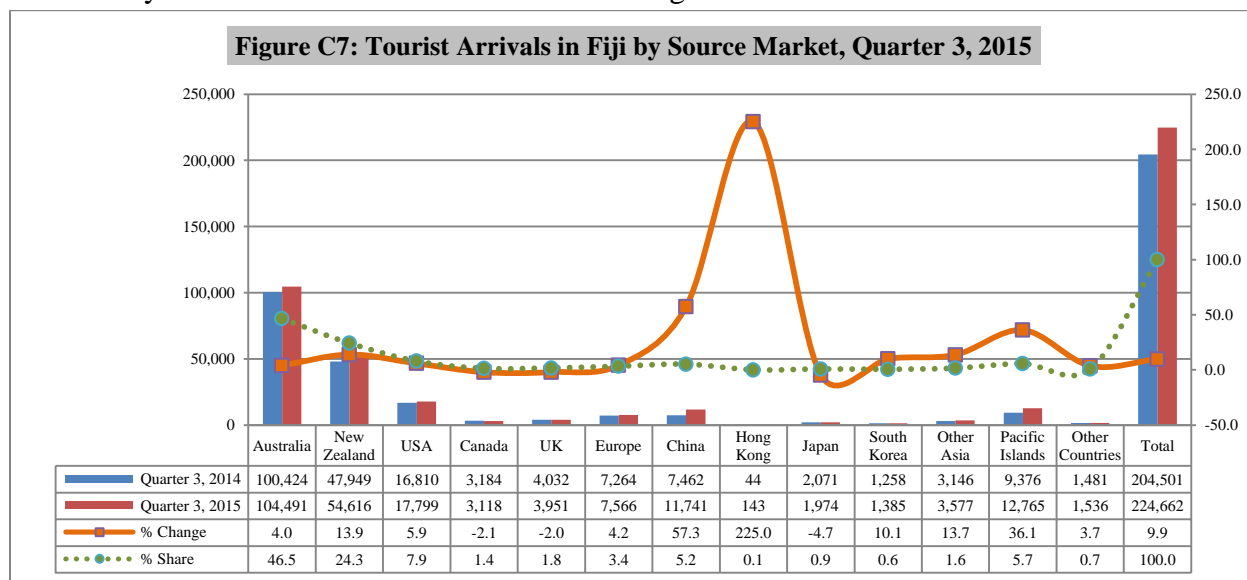
In Quarter 3, 2015, the classification ‘Others’ had 46.2% share followed by Business (21.1%), Leisure (17.9%) and VFR (14.8%). The Business and Others segments increased by 13.9% and 10.7% respectively while the other two classifications declined. Figure C6 below shows more details.



Source: Statistics Division, SBOC, FSM

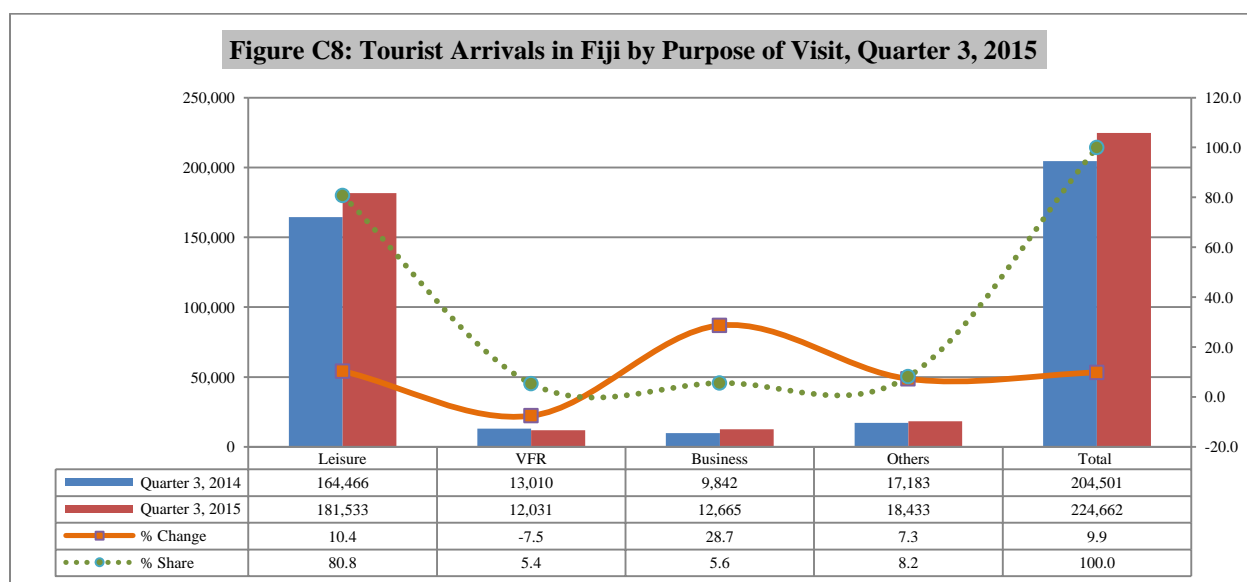
Fiji

In Quarter 3, 2015, tourist arrivals to Fiji recorded a 9.9% increase in comparison to the same period in 2014. Hong Kong registered an increase of 225% or 99 in absolute terms while China recorded a growth of 57% in comparison to the same period in 2014. While most of the source markets registered positive growths, arrivals from Canada, the UK and Japan slightly declined. 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 C7 below shows details.



Source: Fiji Bureau of Statistics

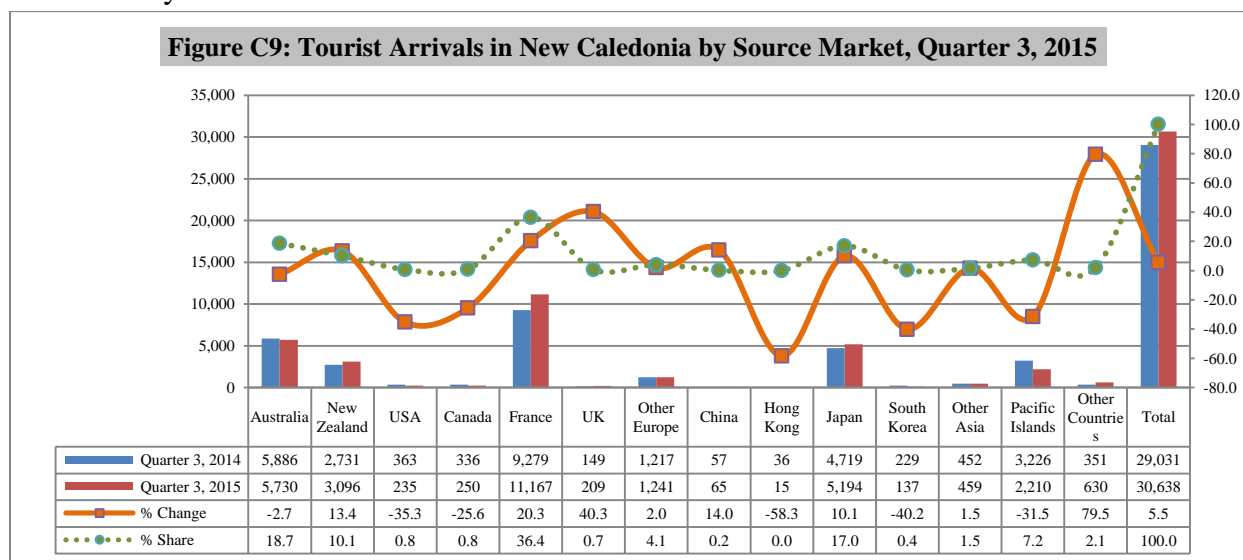
Analysis by purpose of visit reveals a 9.9% increase in comparison to Quarter 4, 2014. Leisure, Business and Other purposes recorded positive growths while VFR declined. Majority (81%) of the tourists visited Fiji for leisure purposes during the period under review. The two segments of VFR and Business had shares of 5.4% and 5.6% respectively. The classification 'Others' had a share of 7.3%. Details are clearly shown in Figure C8 below.



Source: Fiji Bureau of Statistics

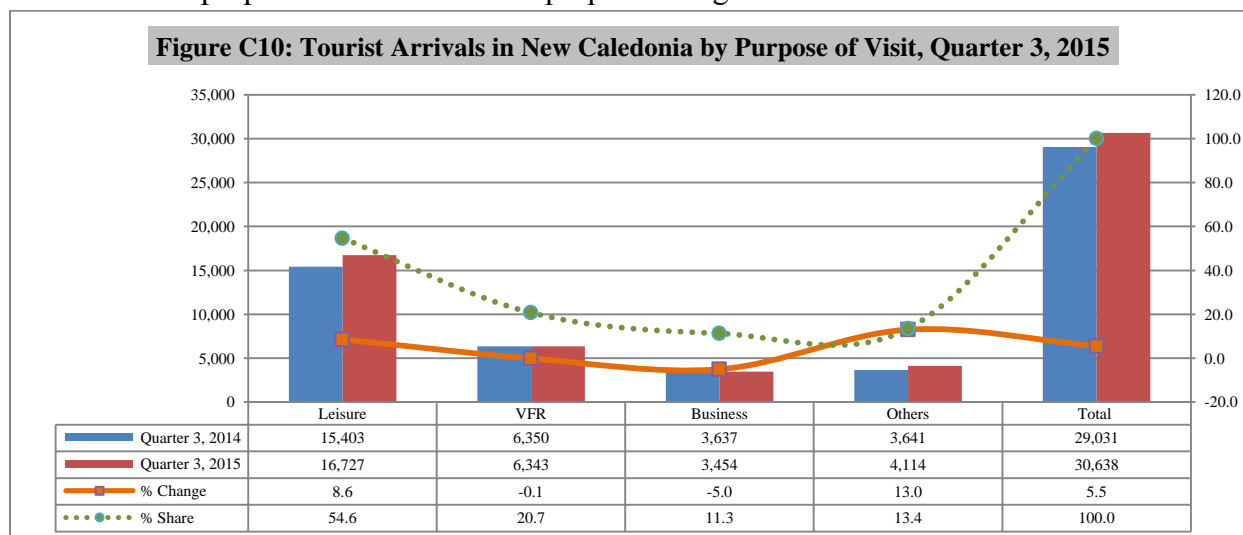
New Caledonia

In Quarter 3, 2015, a total of 30,638 tourists visited New Caledonia signifying a 5.5% increase in comparison to the same period in 2014. In terms of growth by source market, the highest increases were recorded for Other Countries (79.5%), the UK (40.3%) and France (20.3%). Other source markets registered modest positive growths while there were decline in tourist arrivals from Hong Kong, South Korea, USA, Canada and Australia. With reference to market shares, France dominated with 36.4% followed by Australia (18.7%), Japan (17%) and New Zealand (10.1%). The remaining 17.8% was shared among other source markets. Figure C9 below clearly illustrates details.



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

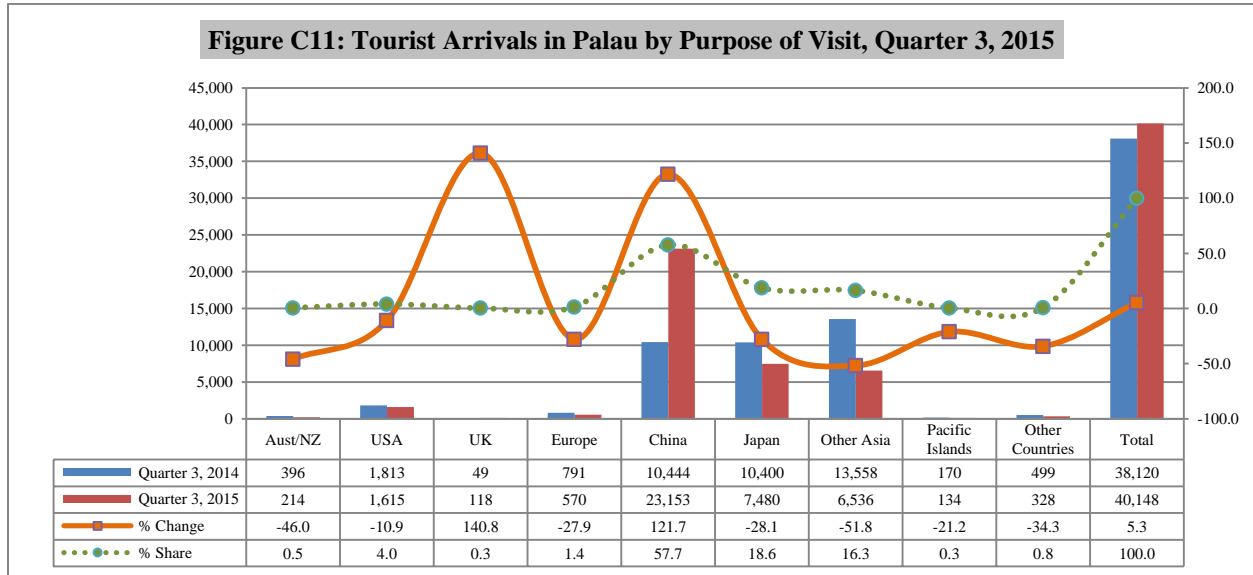
Analysis by purpose of visit reveals that Leisure and 'Others' registered positive growths of 8.6% and 13% respectively while Business and VFR declined by 5% and 0.3% each. More than 50% of tourists to New Caledonia were holidaymakers while 20.7% were visiting friends and relatives. A further 11.3% were visiting for business purposes and the remaining 13.4% classified their purpose of travel as 'other purposes'. Figure C10 below shows more details.



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

Palau

During the period under review, Palau received 40,148 tourists marking 5.3% increase in comparison to quarter 3, 2014. The UK recorded the highest growth of 141% followed by China at 122%. Surprisingly, tourist arrivals from the other markets slumped with Other Asia having the highest decline of nearly 52%. With reference to shares, China continued to dominate tourist arrivals to Palau with 57.7% followed by Japan at 18.6%. The remaining 23.7% was shared among the other source markets. Details are illustrated in Figure C11 below.

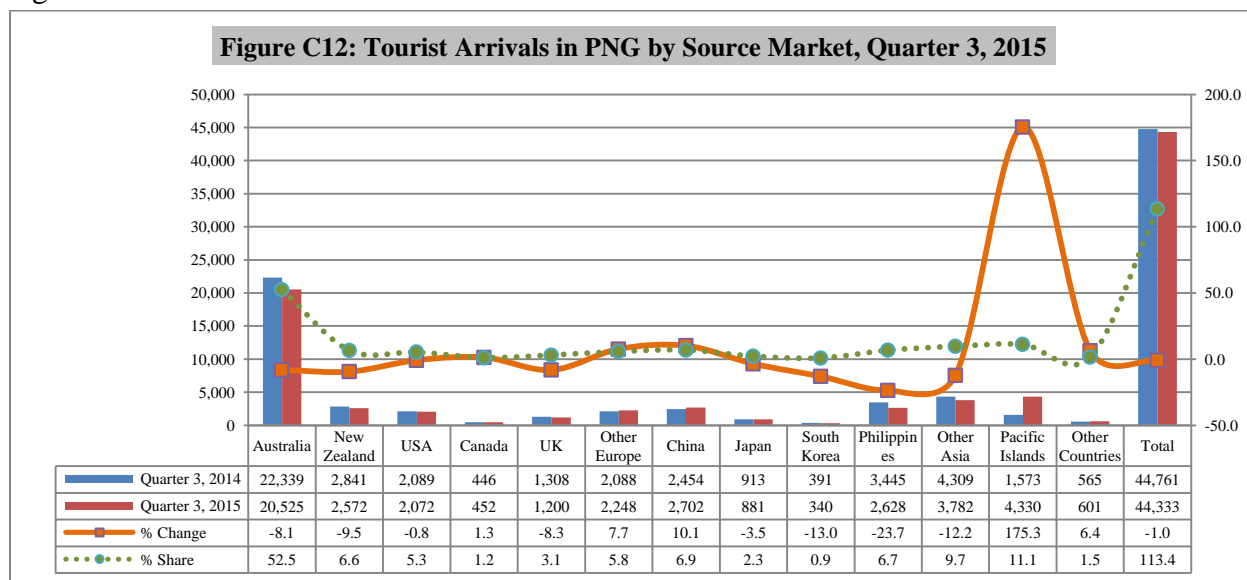


Source: Palau Visitors Authority

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

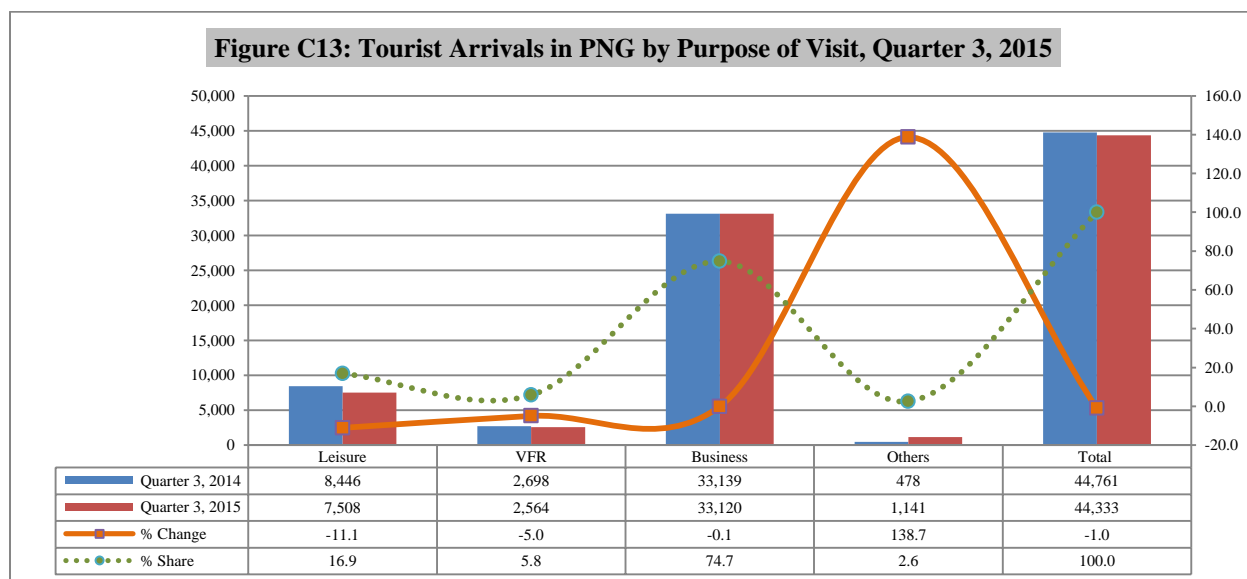
Papua New Guinea

Papua New Guinea received 44,333 tourists in Quarter 3, 2015 marking a decline of 0.1% in comparison to the same period in the previous year. This was attributable to decline in tourist arrivals from the following source markets; Philippines (-23.7%), South Korea (-13%), New Zealand (-9.5%), UK (-8.3%), Australia (-8.1%) and Japan (-3.5%). The remaining markets registered positive growths during this period. In terms of market shares, Australia continued to dominate with 52.5% while the remaining markets recorded modest shares. Details are shown in Figure C12 below.



Source: PNG Tourism Promotion Authority

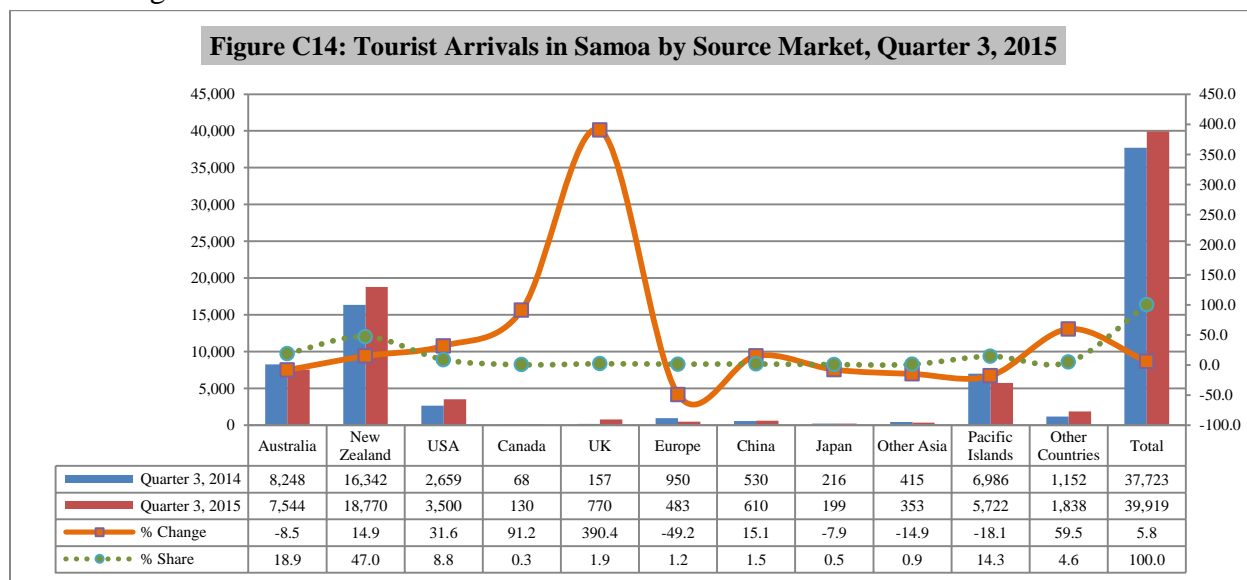
In analyzing tourist arrivals to PNG by purpose of visit, it is obvious that the ‘Others’ category was the only segment that registered a positive growth while there were declines in Leisure, VFR and Business. In terms of shares, business tourists make up a bulk (74.7%) of tourist arrivals into the country. The remaining 25.3% were shared amongst Leisure, VFR and the classification ‘Others’. Details are shown in Figure C13 below.



Source: PNG Tourism Promotion Authority

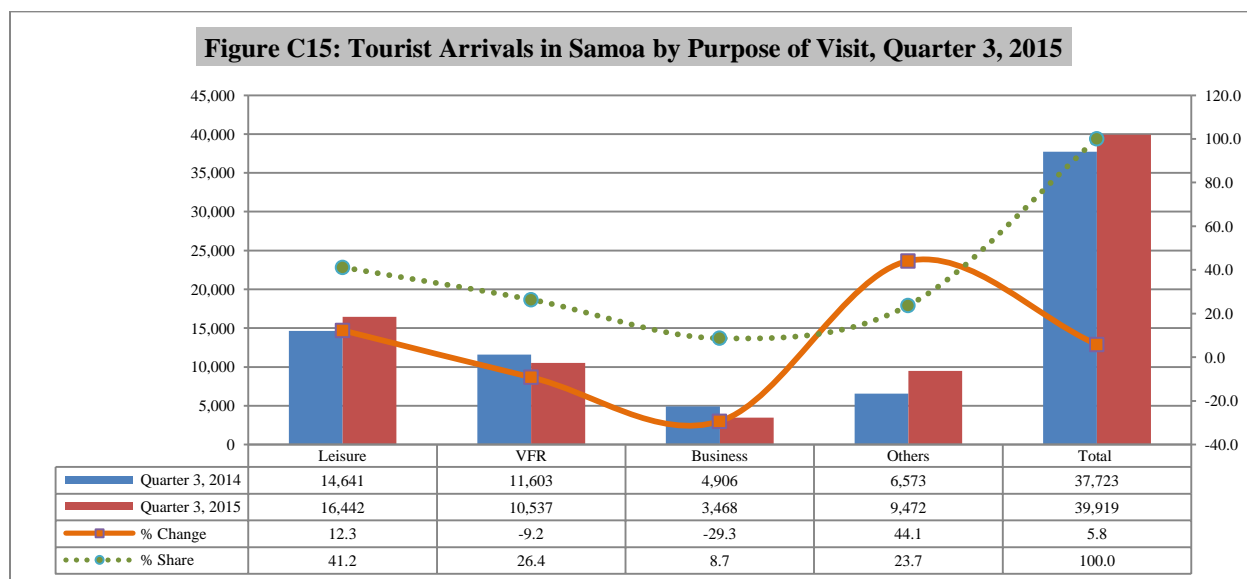
Samoa

In Quarter 3, 2015, Samoa welcomed 39,919 tourists to its shores marking a 5.8% increase in comparison to Quarter 3, 2014. The UK recorded the highest increase of 390.4% while Europe had the highest decline of -49.2%. New Zealand continued its dominance as the major source market contributing 47% of the total tourists in this period. Australia had a share of 18.9% while the Pacific Islands had 14.3% share. The remaining 19.8% was shared among the other source markets. Figure C14 below illustrates the details.



Source: Samoa Bureau of Statistics

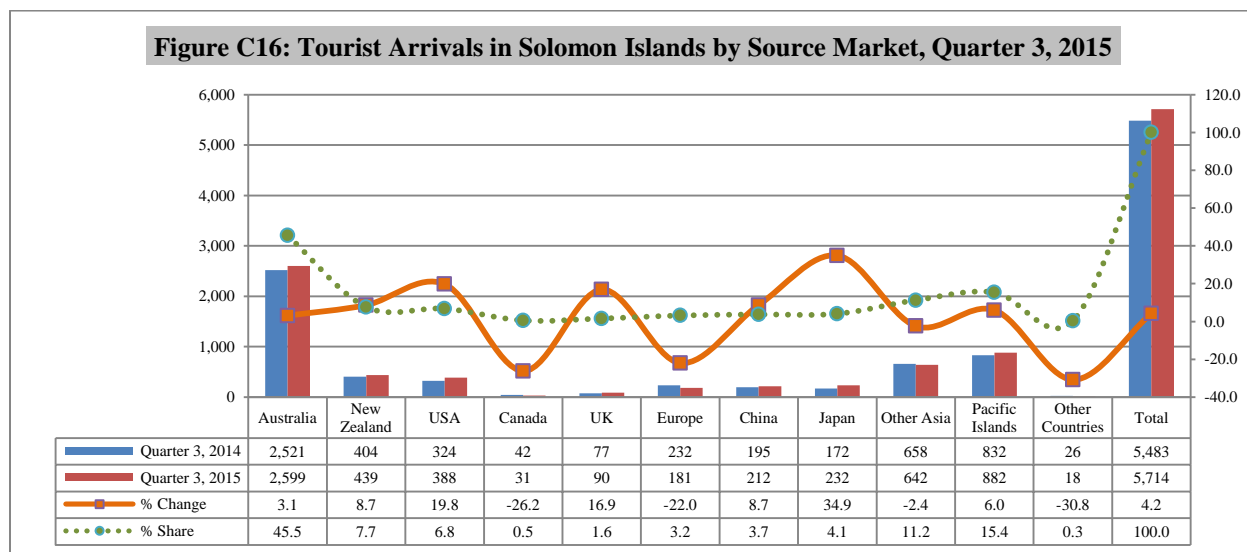
Analysis by purpose of visit shows that the highest growth in this period was recorded by the classification 'Other Purposes' (44.1%) and Leisure recorded 12.3%. VFR and Business both declined at 9.2% and 29.3% respectively. Leisure tourists made up 41.2% of the total tourist arrivals while a further 26.4% were visiting friends and relatives. The remaining 32.4% was shared among Business and 'Other Purposes'. Details are shown in Figure C15 below.



Source: Samoa Bureau of Statistics

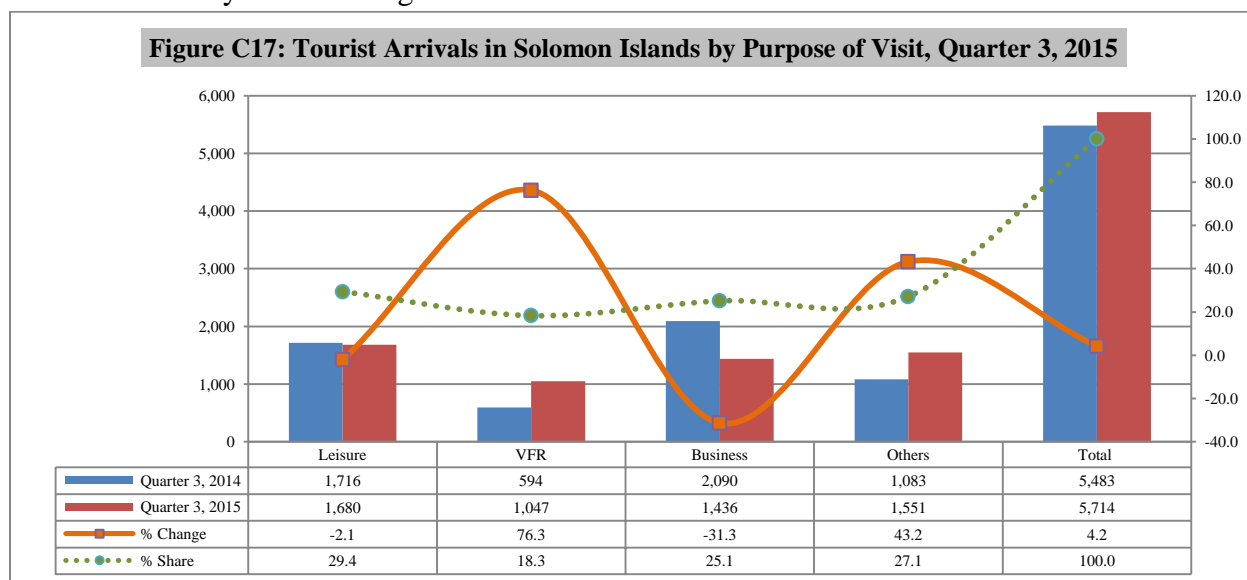
Solomon Islands

In Quarter 3, 2015, a total of 5,714 tourists visited Solomon Islands and this marked a 4.2% increase in comparison to the same period in 2014. The highest growth in this period was recorded by Japan (34.9%) or 60 in absolute terms. In terms of decline, the highest was recorded by Canada at -26.2% or 11 in absolute terms. Australian tourists dominated tourist arrivals with a share of 45.5%. The remaining 54.5% was shared among the other source markets. Details are shown in Figure C16 below.



Source: Solomon Islands Visitors Bureau

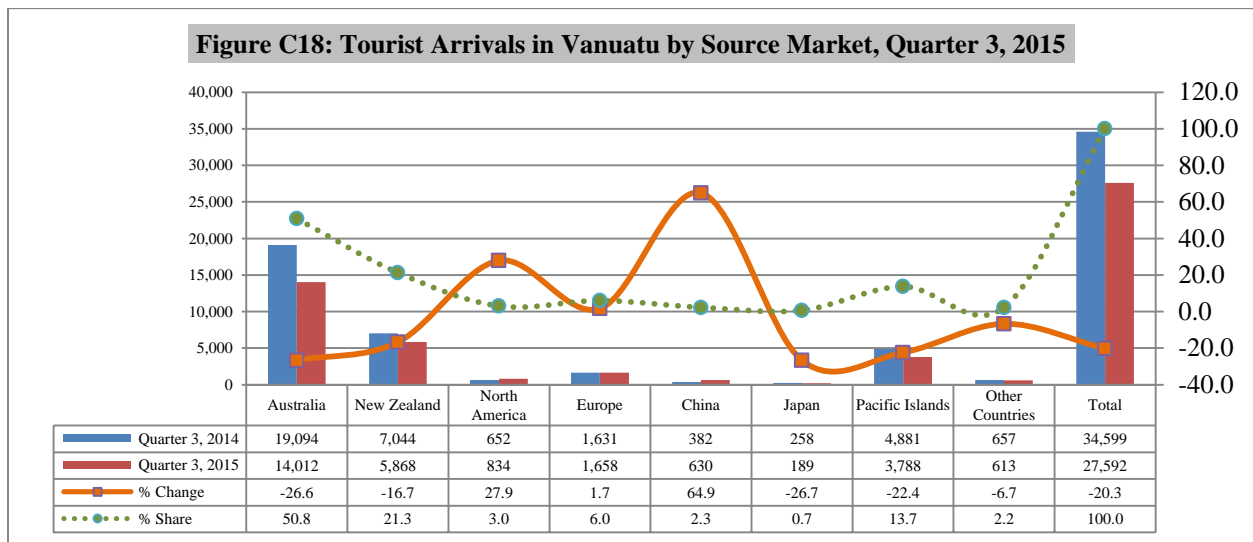
VFR and the classification 'Others' registered positive growths of 76.3% and 43.2% respectively while Leisure and Business declined. Majority of tourists that visited Solomon Islands during the period under review, were holidaymakers (29.4%). A further 27.1% were visiting for other purposes while business tourists registered a share of 25.1% with VFR having 18.3% share. Details are clearly shown in Figure C17 below.



Source: Solomon Islands Visitors Bureau

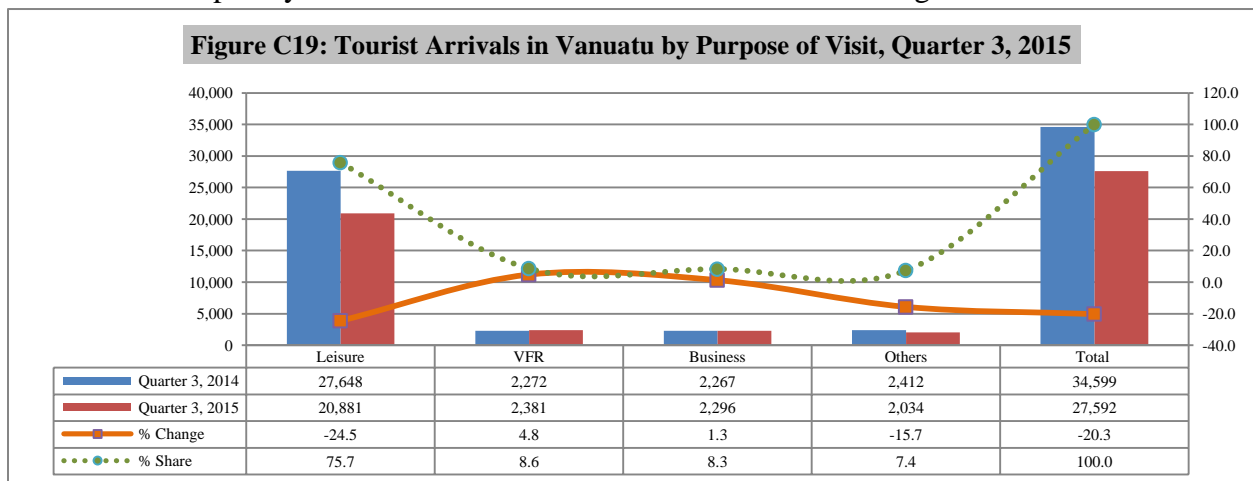
Vanuatu

During the period under review, Vanuatu received 27,592 tourists and this marked a decline of 20.3% in comparison to the same period in the previous year. Again, this downturn was attributable to the devastation caused by Tropical Cyclone Pam earlier in 2015. Australia continued to be the major source market having a 50.8% share but in terms of growth, arrivals from this market dipped by 26.6%. Other markets that registered declines were Japan (-26.7%), Pacific Islands (-22.4%), New Zealand (-16.7%) and Other Countries (-6.7%). Interestingly, China and North America recorded positive growths of 64.9% and 27.9% respectively. Details are illustrated in Figure C18 below.



Source: Vanuatu National Statistics Office

Classification by purpose of visit shows that the Leisure segment continues to be dominant with 75.7% share while the remaining 24.3% was shared among VFR, Business and Others. In terms of growth, VFR and Business registered positive growths of 4.8% and 1.3% respectively. Leisure and Others slumped by 24.5% and 15.7% each. Details are shown in Figure C19 below.



Source: Vanuatu National Statistics Office

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