



**2018 ANNUAL
VISITOR ARRIVALS
REPORT**



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2018 Annual Tourism Performance Overview

2018 marked another year of strong performance for the global tourism sector with a solid growth of 5.6% to 1.4 billion in international visitor arrivals. The remarkable outcome was boosted by favourable growth in all the regions, led by Africa at 8.0%, Europe 4.9%, and Asia and the Pacific at 4.4%¹.

Global tourism economic impacts accounted for US\$8.8 trillion or 10.4% of the world gross domestic product (GDP) with 319 million jobs in 2018². Meanwhile, Pacific tourism receipts³ contributed US\$3.8 billion or 11.1% to the region's GDP and generated 131,010 jobs. This reinforced the tourism sector its role as a driver of economic growth and employment creation.

Air arrivals (overnight visitors) to the Pacific ACP and SPTO member countries reached 2.14 million in 2018, 1.6% above 2017. This was boosted by positive growth in more than 56% of the Pacific destinations. Sea arrivals, mainly cruise (day visitors) posted 1.02 million. This brings the total visitor arrivals to the Pacific region to 3.16 million during the year.

By shares, on air arrivals, Fiji led destination, accounted for 40.7%, French Polynesia 10.1%, Cook Islands 7.9%, Samoa 7.8%, Papua New Guinea (PNG) 5.7%, New Caledonia 5.6%, Vanuatu 5.4% and Palau at 5.0%. On total visitor arrivals (both air and cruise), Fiji led share at 33.1%, New Caledonia followed at 18.1% whilst Vanuatu the third highest at 11.1%.

Air arrivals by key source markets, aside from other countries 13.5% surge, Europe, USA and New Zealand led growth at 11.7%, 8.9% and 4.4%, respectively in 2018.

On shares, tourist arrivals from Australia and New Zealand continued to dominate at 50.7%. USA followed at 10.5%, Europe 9.7%, Other Asia 7.7% and Pacific Islands at 7.1% share.

Leisure tourists maintained supremacy at 64.9% share whilst visiting friends and relatives (VFR) represented 13.9% and business 12.1%.

Except other, all Pacific sub-regions recorded positive growth in tourist arrivals, led by Micronesians at 3.5%, Polynesians 3.3% and Melanesians at 1.2%. On shares, Melanesians dominated at 58.7% whilst Polynesians at 29.5%.

Approximately 313.4 million residents in eight international outbound markets departed for a short term travel in 2018. This was 3.8% below the 325.9 million departures in 2017, led by China at 14.1% decline. Subsequently, international outbound residents departed to eleven (11) PICs dropped by 12.5%.

National tourism budgets in PICs in 2018 reached US\$105.75 million. Of this, National Tourism Offices budgets mainly for marketing and promotion purposes accounted for 56.7%.

On the supply side, about 3,029 tourism related accommodations with 45,121 rooms and 74,590 beds were recorded in 2018.

¹ United Nations World Tourism Organisation Barometer, January 2019

² World Travel Tourism Council Report, 2019.

³ Visitor direct spending in destinations

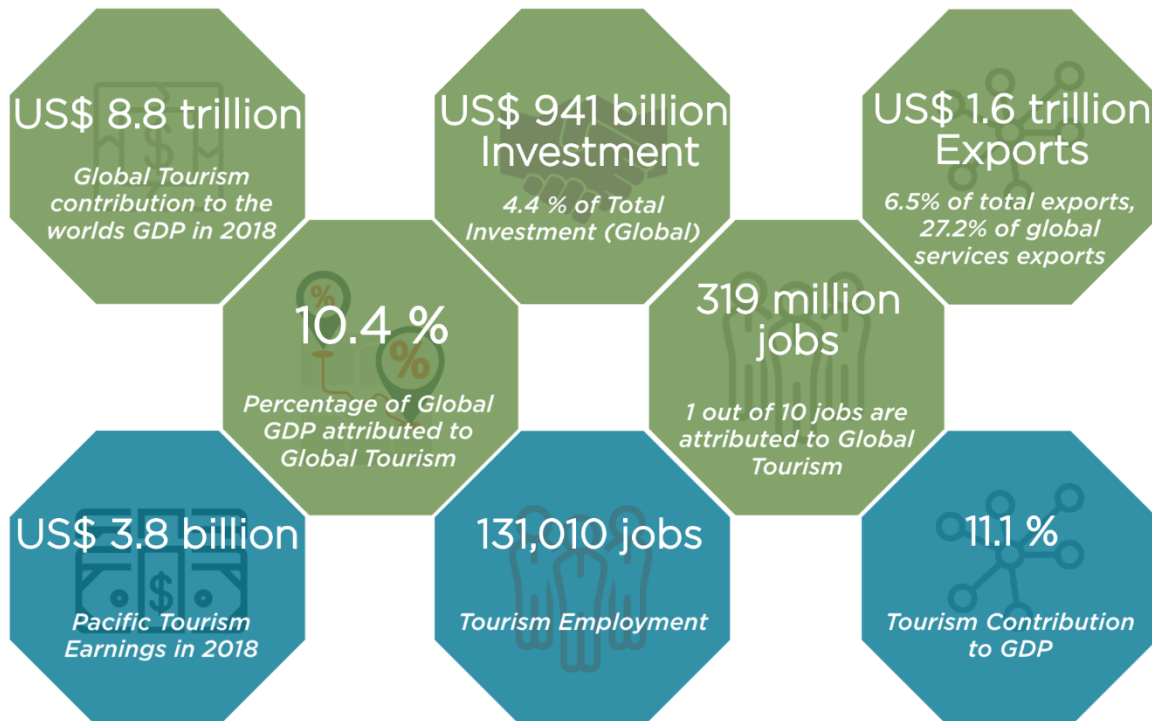
Annual Tourism Highlights, 2018



Source: UNWTO Barometer January 2019, NTOs, NSOs and SPTO

Note: The Annual Review of Visitor Arrivals in PICs in the Annual Report 2018 presents a comparative analysis against 2017. Of the eighteen Pacific Island countries, fifteen responded with the required data. The remaining countries either submitted partial or no data at all.

Global Tourism Economic Impact

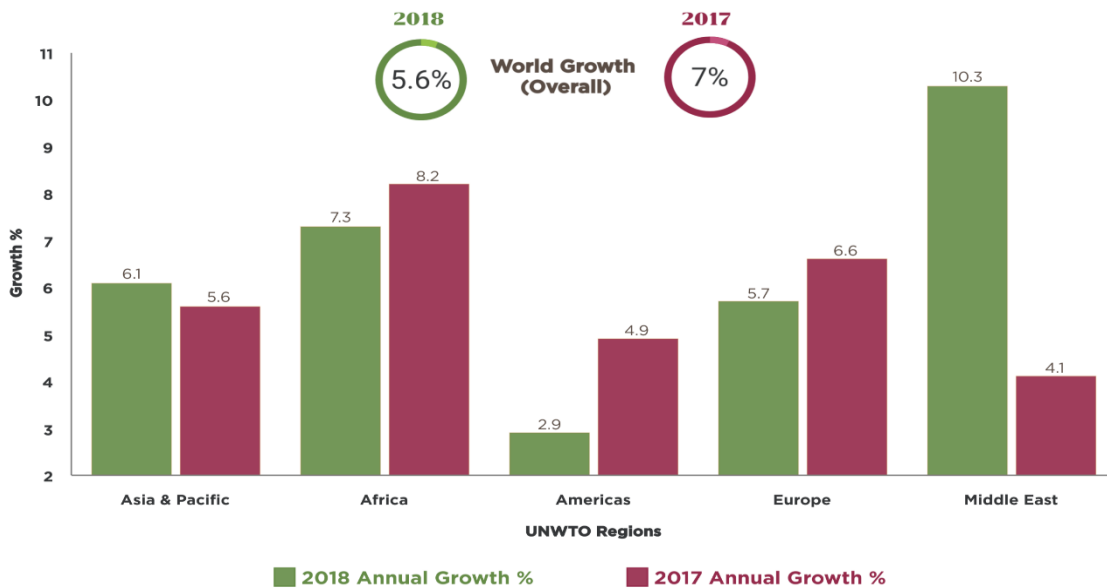
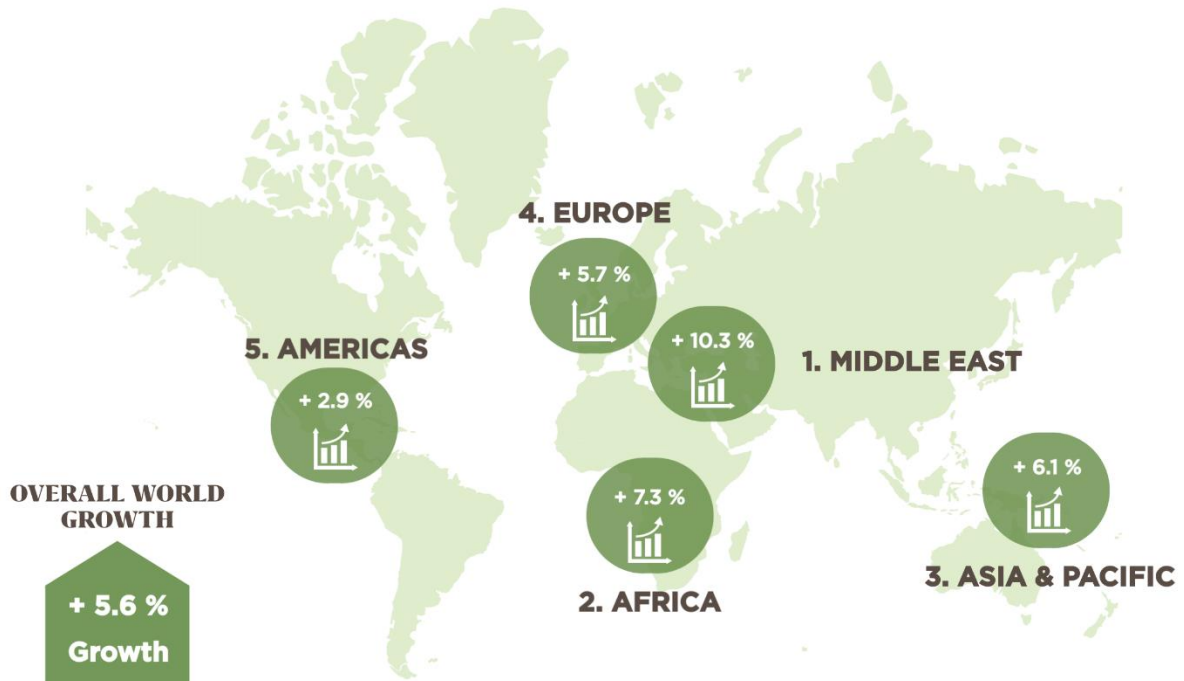


Pacific Tourism Economic Impact

Source: World Travel Tourism Council Report (2019), NTOs, NSOs and SPTO.

Global Tourism Performance, 2018

UNWTO International Tourist Arrivals Growth %, 2018



Source: UNWTO Barometer January 2019.

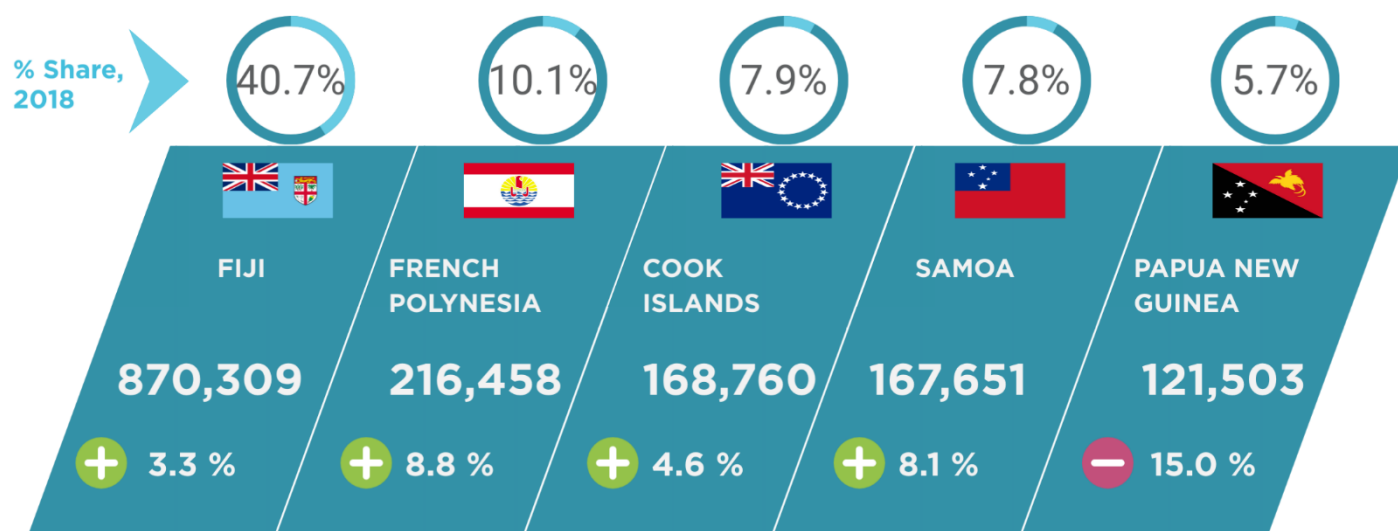
By regions, the Middle East led the way with 10.3% growth in international tourist arrivals in 2018, followed by Africa at 7.3%. The Asia and Pacific saw 6.1% growth, while Africa posted 5.7% and the Americas at 2.9%.

Strong growth in international travel from many source markets in these regions fuelled revenue to reach a total of US\$1.6 trillion in 2018, a 4.4% increase from 2017.







Consequently, global tourism contributed US\$8.8 trillion or 10.4% of the global GDP with 319 million jobs.

Tourist Arrivals by Pacific Destinations, 2018

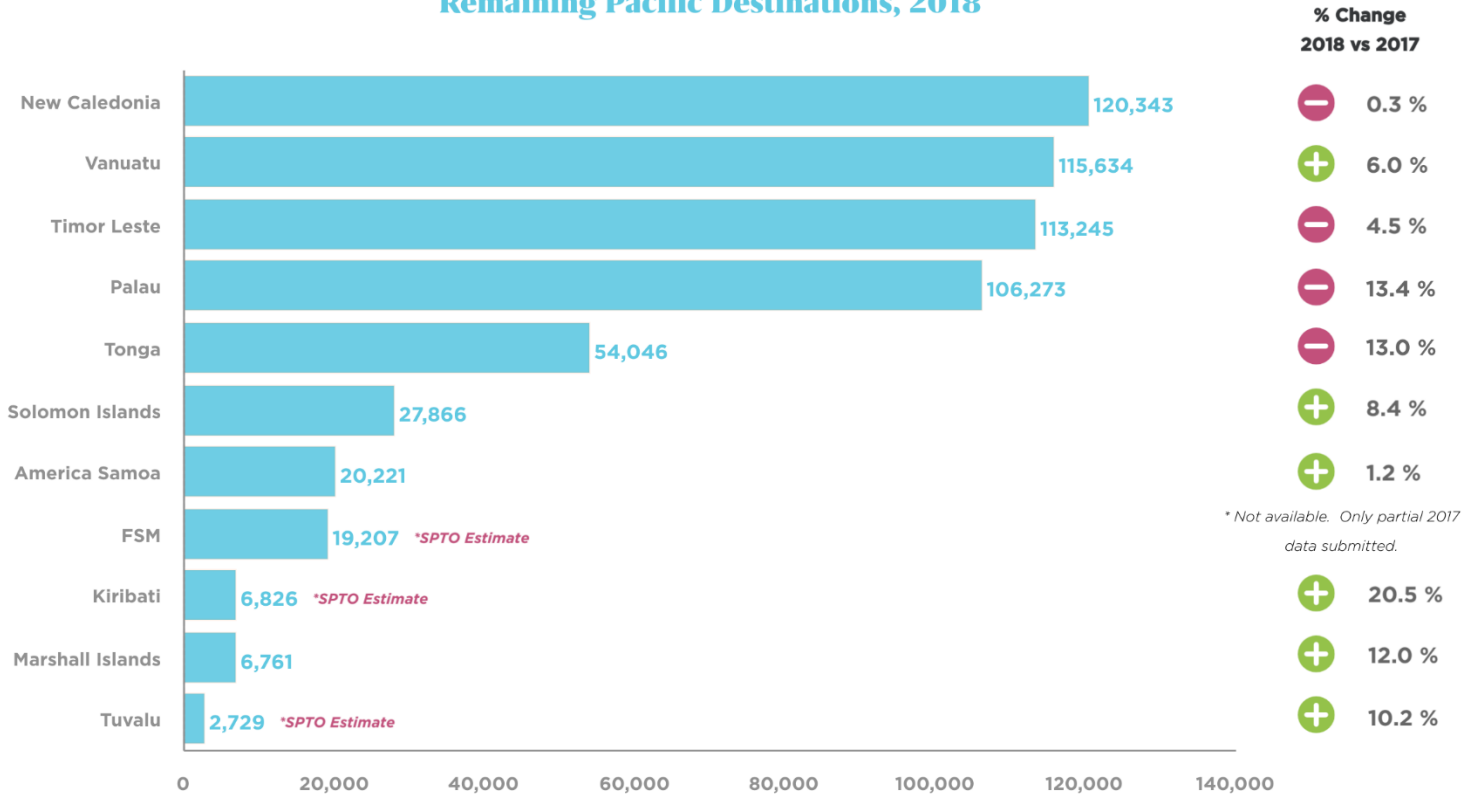
Top 5 Pacific Destinations for 2018 over 2017



  *Note: Annual Percentage Change vs 2017*

-  Tourist arrivals into the sixteen (16) Pacific ACP and SPTO member countries collectively hit a new record high of 2.14 million, an increase of 1.6% or 33,542 additional arrivals over 2017.
-  Among the Pacific top five (5) destinations, French Polynesia and Samoa posted strong growth in tourist arrivals at 8.8% and 8.1% each in 2018, Cook Islands at 4.6%, Fiji 3.3% while PNG slumped by 15%
-  French Polynesia led growth was boosted by the double digit growth in arrivals from its top three source markets USA (+10.1%), France (+18.1%) and Europe (+19.1%).
-  Growth in Samoa's tourist arrivals was driven by the destination's top two source markets, New Zealand (+13.4%) and Australia (12.6%). Arrivals from Europe (+83.3%), Canada (+82%) and USA (+34.8%) further attributed to Samoa's gain.
-  Increase in tourist arrivals to Fiji, the Pacific largest destination at 40.7% share was aided by the maximum surge in Japanese arrivals (+87.4%). This was triggered by the direct flights to Japan in 2018. Growth was also supported by increasing arrivals from France (+24.2%), India (+13.9%), New Zealand (+7.7%) and USA (+6.0%) markets.
-  The solid gain in outbound travel demand by residents from New Zealand and Australia attributed to Cook Islands positive growth in 2018.

Remaining Pacific Destinations, 2018



Source: NTOs, NSOs and SPTO

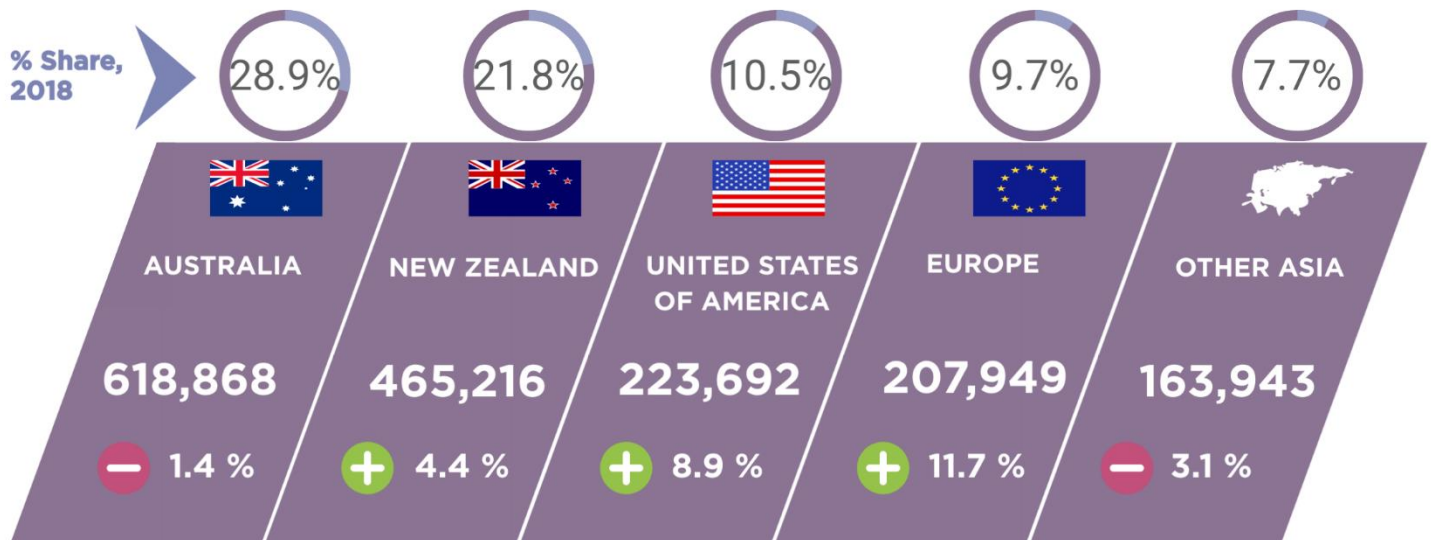
Note: Only PICs with available 2018 data (i.e. actual & provisional) listed.

SPTO and ACP Member Countries include American Samoa, Cook Islands, Fiji, FSM, French Polynesia, Kiribati, Marshall Islands, Nauru, New Caledonia, Niue, Palau, Papua New Guinea, Samoa, Solomon Islands, Timor Leste, Tuvalu and Vanuatu.

- ✚ Further down the ranking, Pacific destinations enjoying positive growth in 2018 include Vanuatu (+6.0%), Solomon Islands (+8.4%), Kiribati (+20.5%), Marshall Islands (+12%), and Tuvalu (+10.2%).
- ✚ Contrary, declining arrivals were recorded for New Caledonia (-0.3%), Timor Leste (-4.5%), Palau (-13.4%), and Tonga (-13.0%).
- ✚ Palau’s contraction was triggered by the significant reduction in arrivals from this destination’s top two source markets China (-28.6%) and Japan (-13.9%). This resulted from the reduction in flights from these source markets.
- ✚ Except for India and Canada, the reduction in arrivals from all Tonga’s source markets dragged down the visitor arrivals to this destination. This was largely due to the effects of cyclone Gita that impacted on Tonga’s tourism industry during the year.

Tourist Arrivals by Pacific Source Markets, 2018

Top 5 Pacific Source Markets for 2018 over 2017



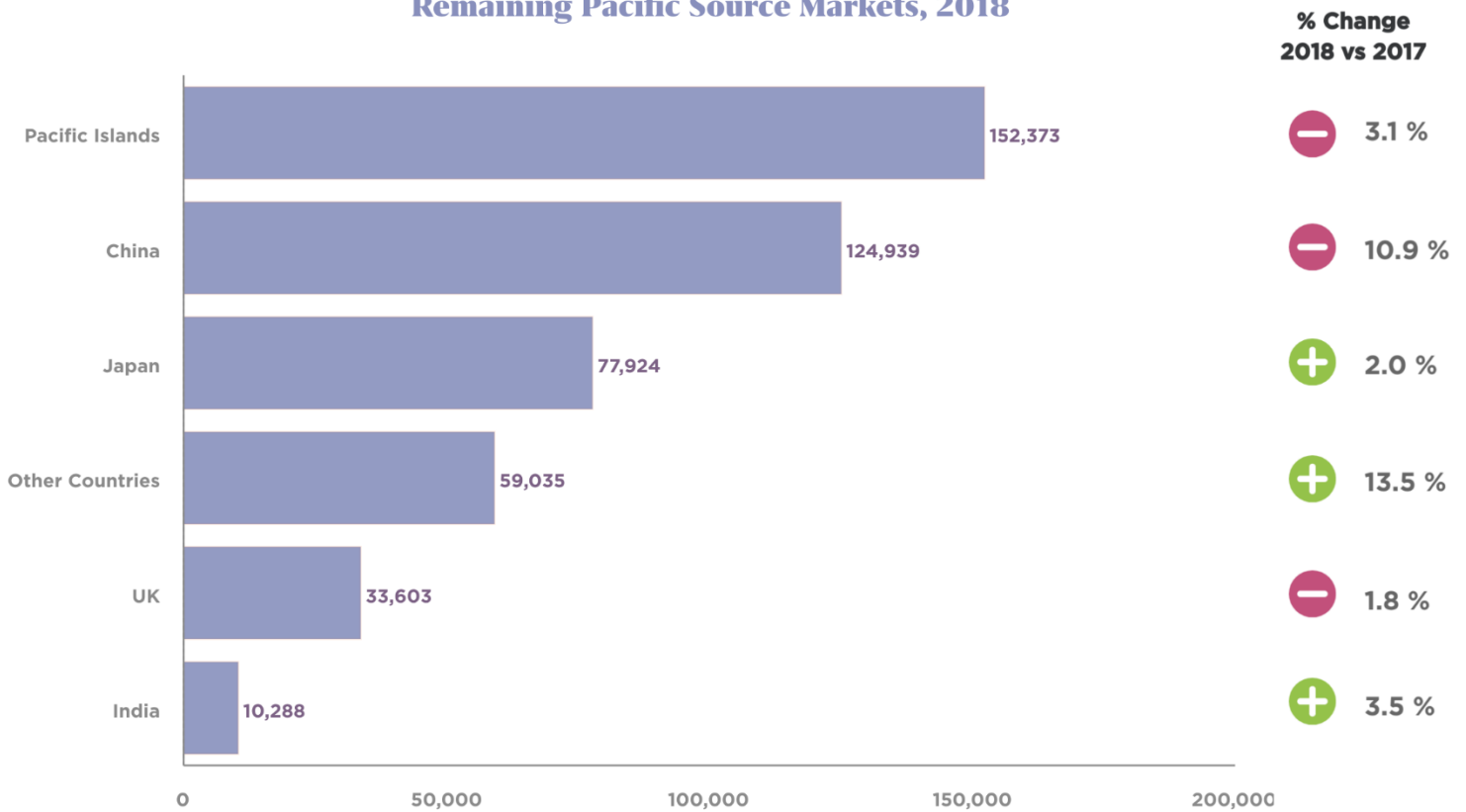
Note: Annual Percentage Change vs 2017

In terms of origin markets share, the top five Pacific source markets, Australia (28.9%), New Zealand (21.8%), United States of America (USA) (10.5%), Europe (9.7%) and Other Asia (7.7%) generated close to 1.8 million or 79% of the total visitor arrivals to PICs in 2018.




Australia and New Zealand at 50.7% share were the main generators of arrivals contributing more than 1 million foreign arrivals into the Pacific region in 2018. Fiji the leading destination for Australian and New Zealand source markets accounted for shares of 59.1% and 42.7% each.

Europe, the only top five source market with a double digit growth (+11.7%) was boosted by increasing visitor arrivals to the Pacific's leading destinations, French Polynesia (+18.7%), Fiji (+7.9%), Timor Leste (+21%), Cook Islands (10.1%), Vanuatu (+38.8%), Samoa (83.3%) and Solomon Islands (+33.2%). The solid growth reflected the continued marketing promotions by PICs in Europe over the years.

Remaining Pacific Source Markets, 2018

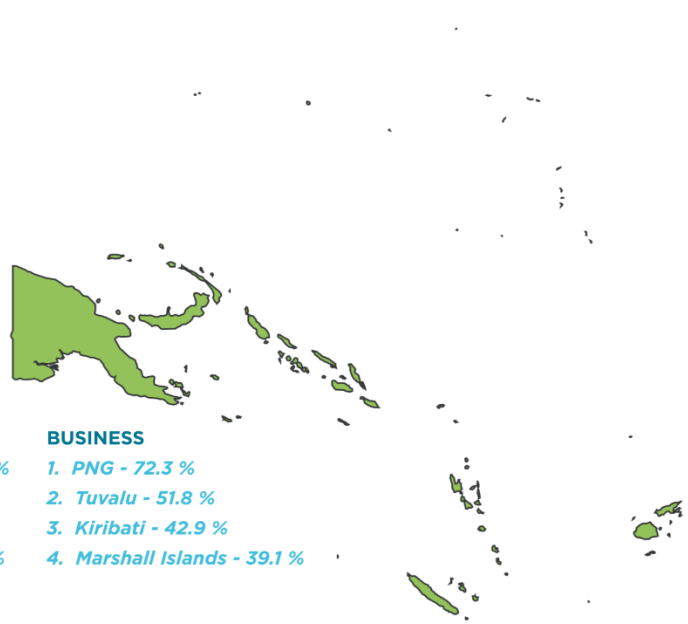
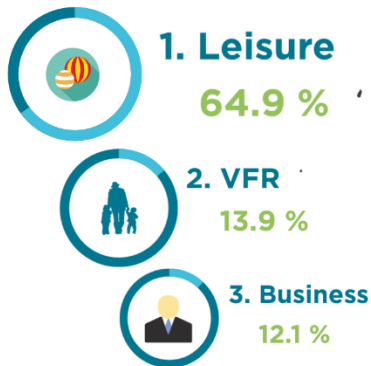


Source: NTOs, NSOs and SPTO

-  Tourist arrivals to PICs from the remaining source markets of Japan, India and other countries posted positive growth in 2018. The latter recorded the highest gain at 13.5%.
-  By contrast, tourist arrivals from China, the Pacific Islands and UK dropped by 10.9%, 3.1%, and 1.8%, respectively.
-  The double digit slump in tourist arrivals from China was triggered by the drastic fall in Chinese arrivals to Palau (-28.6%), as a result of reduction in flights to this destination in 2018.

Tourist Arrivals by Purpose of Visit, 2018

Top 3 Purposes of Visit to the Pacific by Percentage Share in 2018



Pacific Destinations % Share by Purpose

LEISURE

1. Cook Islands - 86.0 %
2. Vanuatu - 79.3 %
3. Fiji - 75.7 %
4. New Caledonia - 56.0 %

VFR

1. American Samoa - 51.6 %
2. Samoa - 44.0 %
3. New Caledonia - 21.6 %
4. Marshall Islands - 16.3 %

BUSINESS

1. PNG - 72.3 %
2. Tuvalu - 51.8 %
3. Kiribati - 42.9 %
4. Marshall Islands - 39.1 %

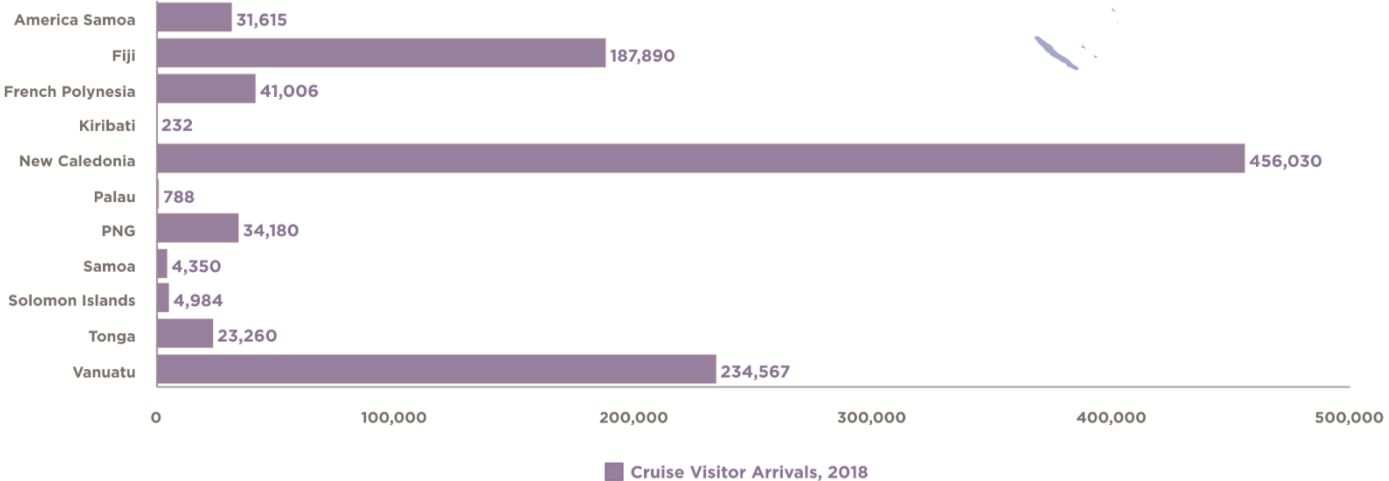
Source: NTOs, NSOs and SPTO

- 64.9% of the tourists who visited the PICs in 2018 were for leisure, 13.9% visiting friends and relatives (VFR) and 12.1% were for business purposes.
- Majority shares of visitor arrivals to individual destinations of Cook Islands (86%), Vanuatu (79.3%), Fiji (75.7%) and New Caledonia (56%) were for leisure purposes.
- Largest proportion of VFR visitors to American Samoa (51.6%). Samoa (44%), New Caledonia (21.6%) and Marshalls (16.3%).
- PNG ranked the highest in terms of business visitor arrivals at 72.3% share of its total arrivals in 2018.


Cruise Visitor Arrivals by Destinations, 2018



Total Cruise Visitor Arrivals, 2018
1,018,902
Against 2017
Down by -1.5 % from 1,034,330



Source: NTOs, NSOs and SPTO

-  In 2018, cruise arrivals to eleven PICs of American Samoa, Fiji, French Polynesia, Kiribati, New Caledonia, PNG, Palau, Samoa, Solomon Islands, Tonga and Vanuatu reached 1.02 million.
-  Of the total cruise arrivals, New Caledonia received the highest share at 44.8% to 456,030. Vanuatu followed at 23% to 234,567, Fiji 18.4% to 187,890, French Polynesia at 4.0%, PNG 3.4% to 34,180 and American Samoa at 3.1% to 31,615.

Total Visitor Arrivals (Air and Cruise), 2018

Total Air Visitor Arrivals, 2018
2,137,830

Total Cruise Visitor Arrivals, 2018
1,018,902

3,156,732
Total Visitor Arrivals, 2018

+ 18,114
Absolute Change

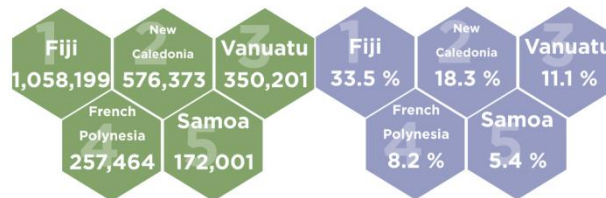
2018
against
2017

+ 0.6 %
Percentage Change

3,138,618
Total Visitor Arrivals, 2017

Top 5 Destinations, 2018

**Total Air & Cruise
Visitor Arrivals**

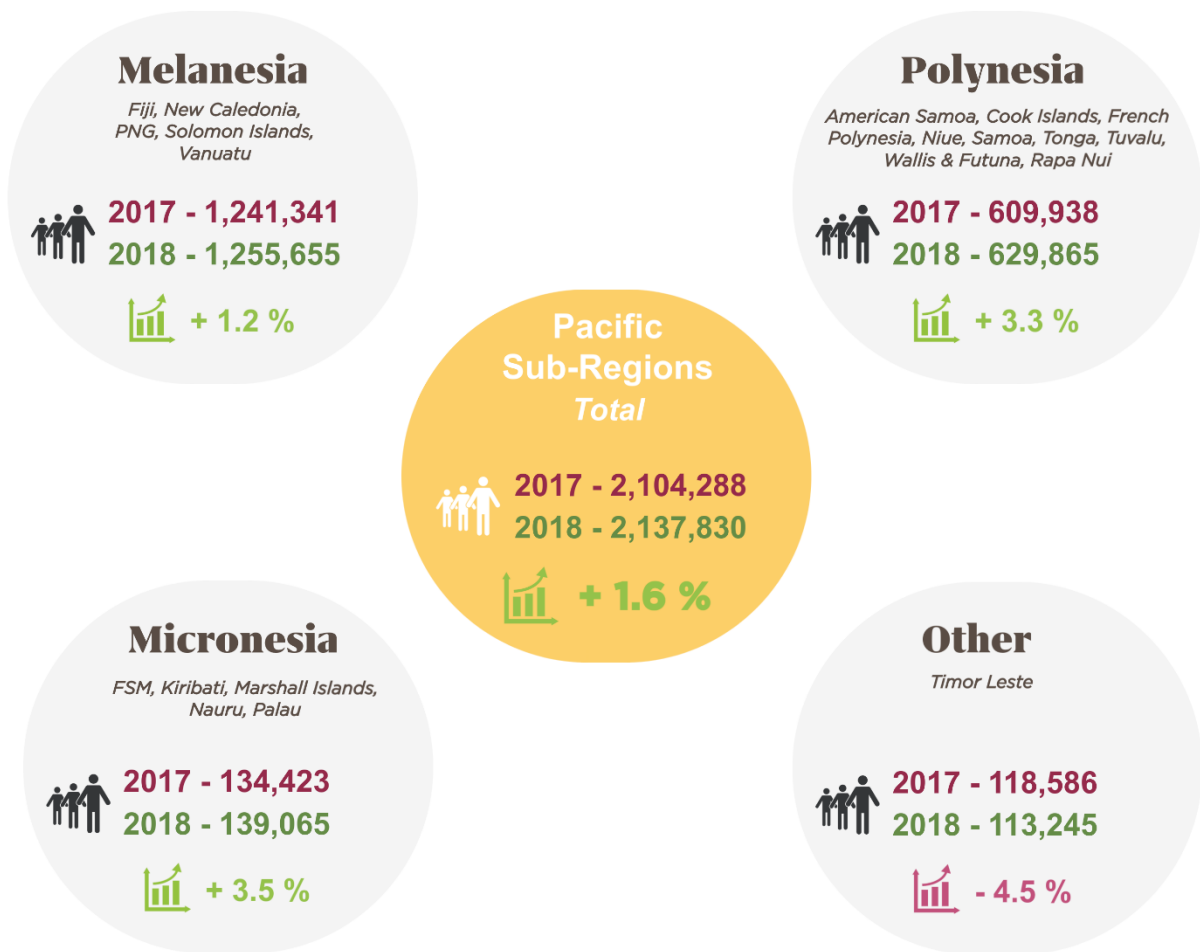


**% Share of Total
Visitors to the Pacific**

Source: NTOs, NSOs and SPTO

- Total visitor Arrivals (air and cruise) to PICs in 2018 reached 3.16 million. This marked a 0.6% increase or 18,114 more visitor arrivals from 2017.
- In 2018, Fiji accounted for majority of the international visitor arrivals at 33.5% to 1.06 million. New Caledonia, the second highest destination at 18.3% to 576,373 visitor arrivals, Vanuatu 11.1% to 350,201, French Polynesia 8.2% to 257,464, and Samoa at 5.4% to 172,001.
- The other countries accounted for the remaining 23.5% share of which Cook Islands and PNG accounted for 5.3% and 4.9%, respectively.

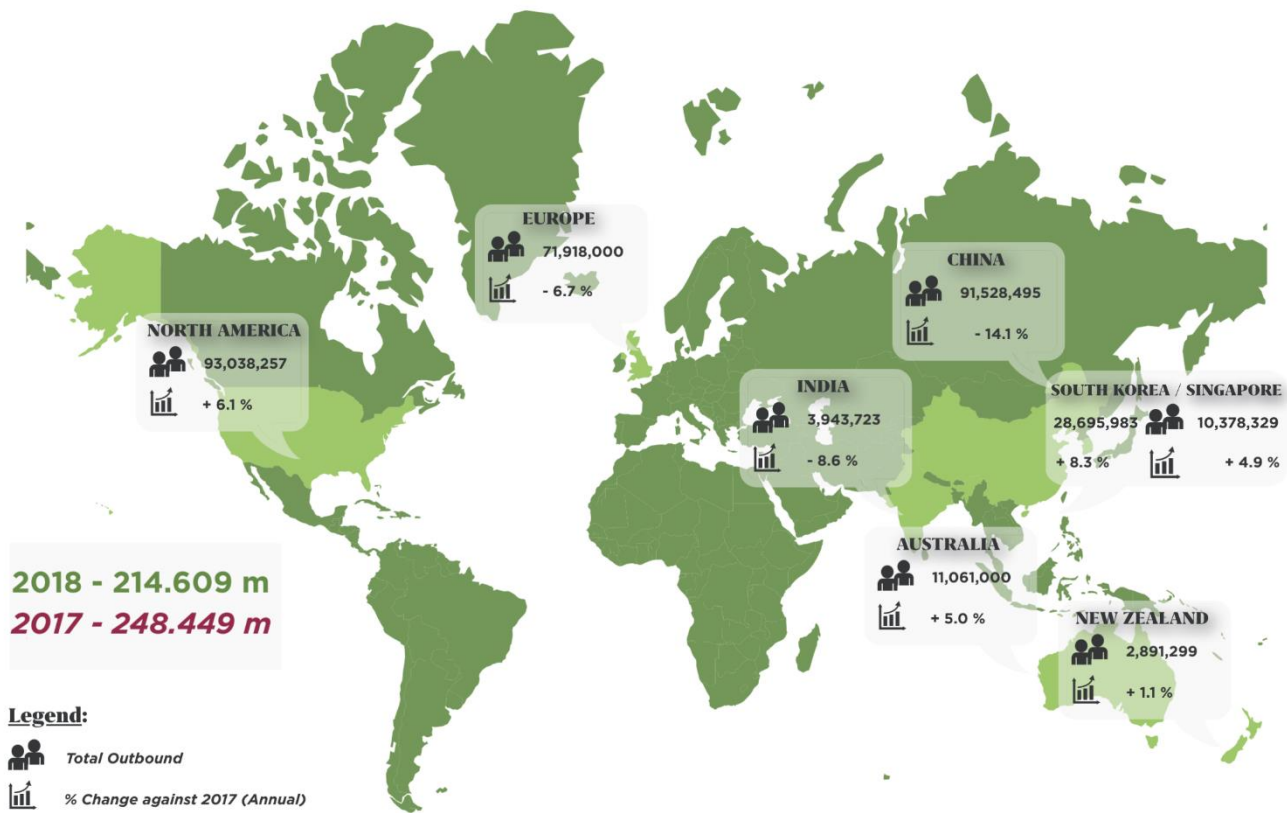
Tourist Arrivals by Pacific Groupings, 2018



Source: NTOs, NSOs and SPTO

- In 2018, except for other, all Pacific sub-regions posted positive growth in visitor arrivals with Micronesians increasing at 3.5%, Polynesians 3.3% and Melanesians at 1.2% over 2017.
- Melanesians accounted for majority of the visitor arrivals in 2018 at share of 58.7%, Polynesians 29.5% and Micronesias at 6.5%
- Of the total Melanesian arrivals, Fiji represented the highest share of 69.3% in 2018, while French Polynesia dominated arrivals for the Polynesians at 34.3% share, and Palau for Micronesia at 74.4% share.

Tourism Outbound Markets, 2018



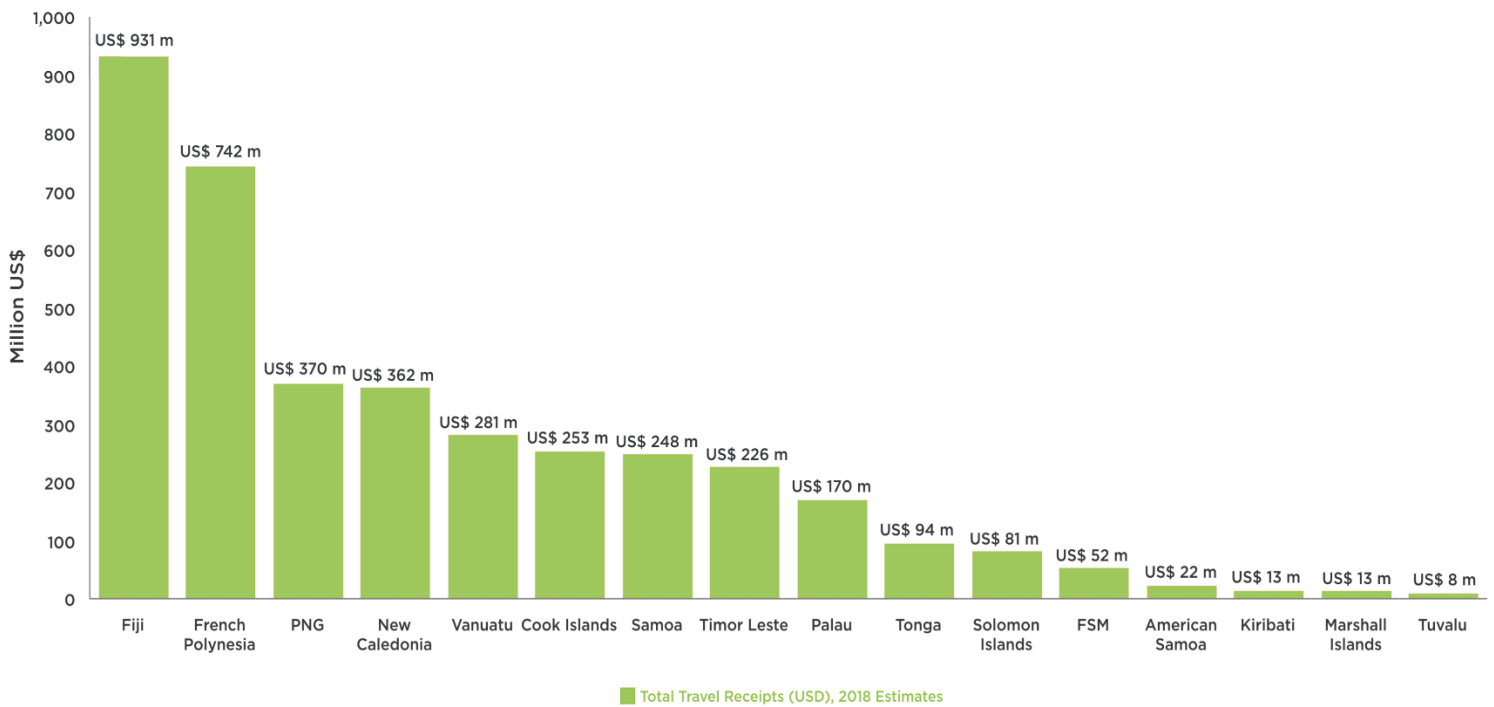
Source: Australia Bureau of Statistics; Statistics New Zealand; Office of Travel and Tourism Industries, U.S. Department of Commerce; UK Bureau of Statistics; Korea Tourism Organisation; Department of Statistics, Singapore and Pacific Asia Travel Association - mPower.

Note: * denotes SPTO Estimates

- International departures for a short term travel from eight outbound markets of Australia, New Zealand, North America, Europe, China, South Korea, Singapore and India reached 214.609 million in 2018 compared to 248.449 million residents in 2017.
- The marked 3.8% decline in 2018 was owed to the reduction in international outbound travel by residents of China (-14.1%), India (-8.6%) and United Kingdom (-6.7%).
- Total international departures for a short term travel from outbound markets of Australian, New Zealand, China, and India to eleven PICs in 2018 reached 1.132 million, 12.5% below 1.293 outbound residents in 2017.
- The deceleration was pushed down by the reduction in outbound travellers from Australia, New Zealand and China over the period.

Tourism Economic Impact, 2018

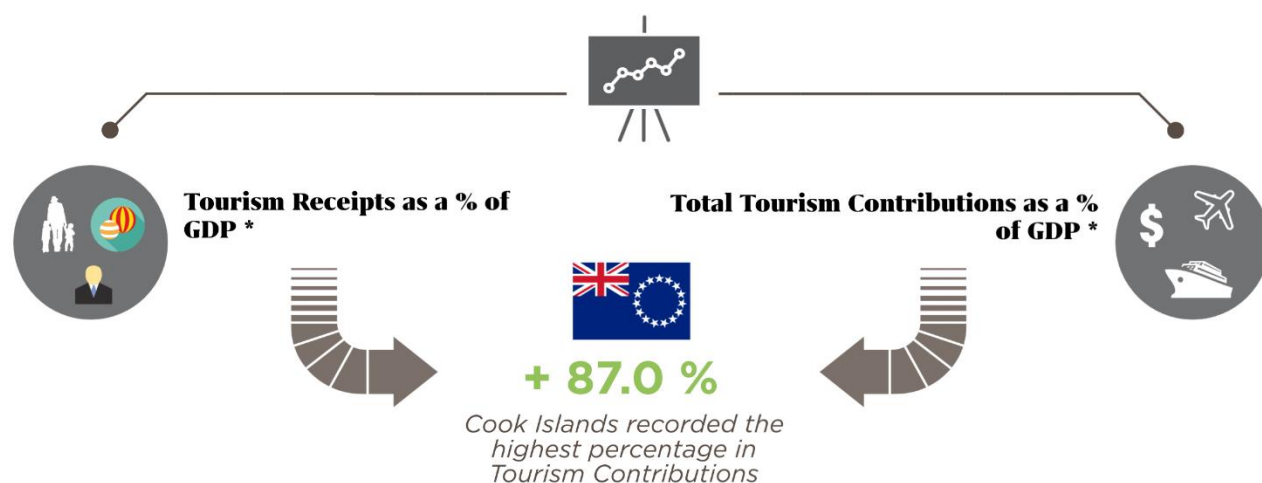
Tourism Receipts by Pacific Destinations



- Source:
1. Estimates based on SPTOs Travel Model
 2. Tourism Receipts derived from SPTO Travel Model (i.e. Total Visitor Arrivals multiplied by Average Length of Stay, multiplied by Average Daily Spend)
 3. Local / National currencies are converted to USD for consistency

- Spending by air visitors to the Pacific destinations reached an estimated US\$3.8 billion in 2018.
- Depending on the visitors average nightly/daily spend, average length of stay, and the exchange rate movements, tourism receipts by countries varies with Fiji ranking at the top at US\$932 million in 2018.
- French Polynesia, the second highest at US\$742.2 million, PNG US\$370 million, Vanuatu US\$281.5 million, Cook Islands US\$253.1 million, Samoa US\$248.2 million and Timor Leste US\$226.5 million.
- The remaining destinations each received less than US\$200 million in tourism earnings in 2018.
- Earnings contributions to national GDP varies with Cook Islands accounting for 87% of its GDP. Samoa, Tonga and Vanuatu earnings at 30.4%, 25.4% and 22% each of their GDP.
- By overall tourism contributions to GDP, Cook Islands posted 87%, French Polynesia 85%, Palau 64%, Vanuatu 45.1%, Fiji 38.5%, Samoa 30.4% and Tonga 25.5%.

Tourism GDP Contributions, 2018



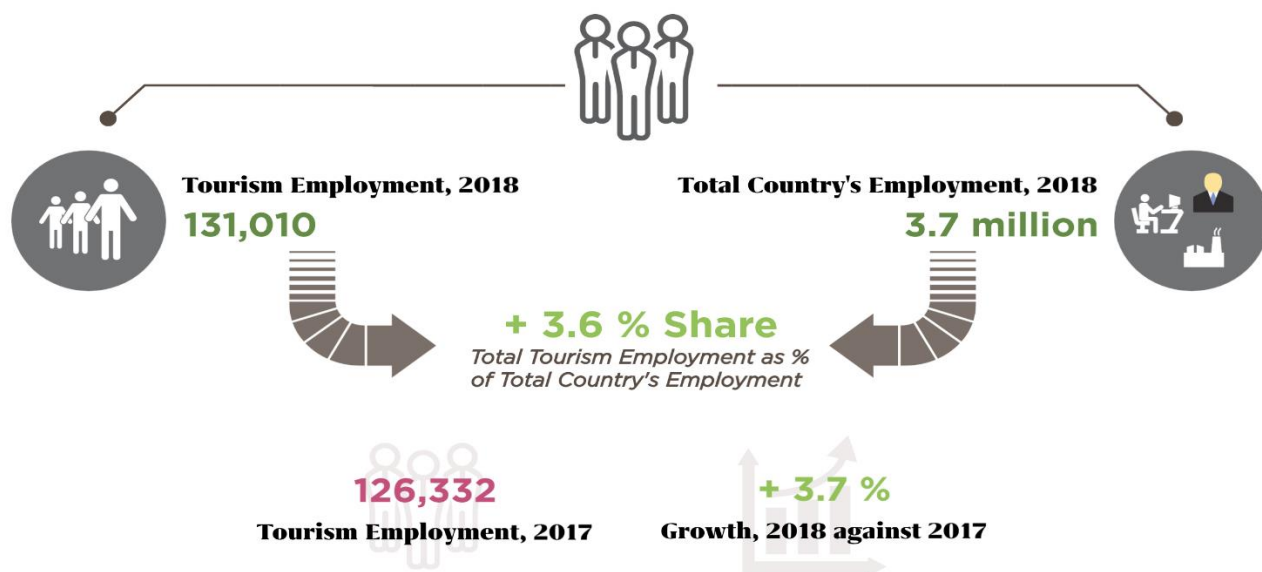
Breakdown by Pacific Destinations

Country	Year (Latest Update)	Tourism receipts (USD, 2018 Estimates)	Tourism receipts as % of GDP (2018 Estimates)	Total Tourism Contributions as % of GDP (2018 estimates)
American Samoa	2011	22.28 m	3.51	3.51
Cook Islands	2016	253.14 m	86.99	86.99
FSM	2014	52.26 m	15.80	15.80
Fiji	2018	931.98 m	18.41	38.90
French Polynesia	2016	742.24 m	13.21	85.00
Kiribati	2017	13.84 m	7.86	18.80
Marshall Islands	2015	13.2 m	6.76	6.76
Nauru	2014	n/a	-	-
New Caledonia	2018	362.14 m	3.62	3.62
Niue	2014	n/a	-	-
Palau	2018	170.04 m	21.00	50.00
PNG	2018	370 m	16.09	16.09
Samoa	2015	248.19 m	30.42	30.42
Solomon Islands	2017	81.51 m	7.59	12.50
Timor Leste	2014	226.49 m	3.05	3.05
Tonga	2018	94.95 m	25.35	25.35
Tuvalu	2016	8.21 m	19.55	19.55
Vanuatu	2018	281.51 m	22.10	45.90

Source: NTOs, NSOs and SPTO

Note: * denotes data based on 2018 estimates. Also, 'm' in the table above denotes 'million'.




Tourism Employment, 2018



Breakdown of Tourism Employment

Country	Year (Latest Update)	Tourism employment	Total country's employment	Total Tourism Employment as % of total Employment
American Samoa	2011	1,709	18,028	9.48
Cook Islands	2016	2,386	6,938	34.39
FSM	2014	1,802	31,789	5.67
Fiji	2018	41,338	327,065	35.50
French Polynesia	2016	10,500	119,935	0.17
Kiribati	2017	2,100	28,000	15.50
Marshall Islands	2015	605	11,000	5.50
Nauru	2014	77	3,046	2.53
New Caledonia	2017	5,246	93,170	5.63
Niue	2014	226	700	32.29
Palau	2018	2,690	6,000	44.83
PNG	2018	26,000	2,344,733	1.60
Samoa	2015	5,158	41,142	12.54
Solomon Islands	2017	6,400	208,016	11.00
Timor Leste	2014	2,586	263,000	0.98
Tonga	2018	7,100	33,422	21.20
Tuvalu	2016	87	3,869	2.25
Vanuatu	2018	15,000	115,900	34.51

Source: NTOs, NSOs and SPTO

-  The total tourism based direct employment reached an estimated 131,010 in 2018. This marked a 3.7% gain from revised 126,332 tourism employees in 2017.
-  Pacific tourism employment contributed 3.6% to the regions total employment in 2018.
-  Employment share to GDP varies by destinations ranging from 44.8% for Palau to 1% for Timor Leste.

Sustainable Tourism Employment Performances, 2018

Sustainable Tourism Employment in Source Markets, 2018 *

23.9 million

10.7 million

Total Male Employees

13.2 million

Total Female Employees

Breakdown of Sustainable Tourism Employment

Source Market	Year (Latest Update)	Male Employees	Female Employees	Total Employment
Australia	2016	388,000	456,000	844,000
Canada	2016	513,000	700,000	1,213,000
France	2017	529,000	502,000	1,031,000
Japan	2016	1,490,000	2,400,000	3,890,000
New Zealand	2015	52,000	79,000	131,000
Phillipines	2017	813,000	926,000	1,739,000
South Korea	2016	868,000	1,410,000	2,278,000
Taiwan	2017	378,000	454,000	832,000
United Kingdom	2017	805,000	941,000	1,746,000
USA	2017	4,890,000	5,336,000	10,226,000

Source: Griffith University, ILOSTAT

Note: Figures based on available data. Tourism has a relatively high share of female employment, compared with other industries. Data here are from ILOSTAT.

-  Sustainable tourism employment across ten international markets of Australia, Canada, France, Japan, New Zealand, Phillipines, South Korea, Taiwan, United Kingdom and the USA have a relatively high share of female employees at 51% or 13.2 million compared to male employees of 49% or 10.7 million.
-  USA represented the highest number of sustainable tourism employees at 42.8% or 10.2 million, of which 52% or 5.3 million were female.
-  Japan, the second highest recorded 3.9 million employees, of which female accounted for 61% of the Japanese sustainable tourism employment.

Pacific National Tourism Budget, 2018

US\$ 59.99 m
National Tourism Office
Budgets

56.7 % Share

US\$ 105.75 m

Total Tourism Funding for
16 Pacific Destinations

US\$ 31.86 m
Tourism Donor Funding for
Pacific Destinations

30.1 % Share

US\$ 13.90 m

National Tourism Development Budget

13.1 % Share

Breakdown of Tourism Funding by Pacific Destination

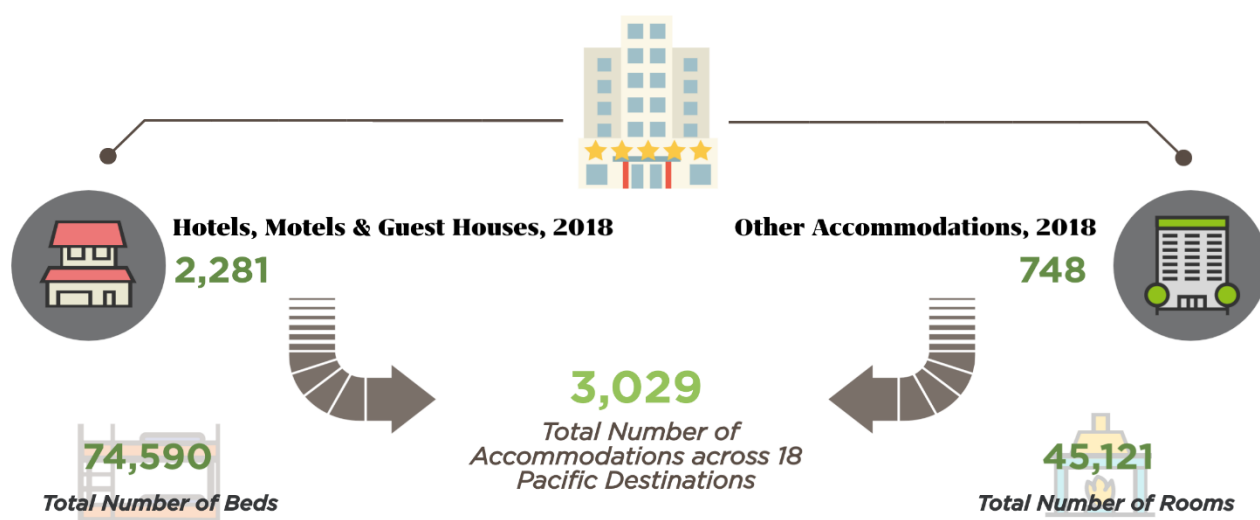
Country	Year (Latest update)	National Tourism Office Budget (USD Millions)	Tourism Donor Funding (USD Millions)	National Tourism Development Budget (USD Millions)	Total National Tourism Funding (USD Millions)
America Samoa	2017	0.75	0.3	0.00	1.02
Cook Islands	2018	6.16	7.4	0.00	13.56
Fiji	2018	21.28	0.0	0.00	21.28
French Polynesia	2016	12.50	0.0	0.00	12.50
Kiribati	2016	0.15	0.0	0.00	0.15
Marshall Islands	2012	0.28	0.0	0.00	0.28
New Caledonia	2018	-	0.0	2.27	2.27
Niue	2018	-	0.6	0.00	0.59
Palau	2018	1.90	0.0	0.00	1.90
PNG	2018	4.33	0.0	0.00	4.33
Samoa	2018	4.55	14.7	0.00	19.25
Solomon Islands	2018	3.75	0.0	0.40	4.15
Timor Leste	2018	0.20	8.3	10.30	18.83
Tonga	2018	2.19	0.1	0.00	2.28
Tuvalu	2018	0.15	0.0	0.00	0.15
Vanuatu	2018	1.80	0.5	0.93	3.21

Source: NTOs, NSOs and SPTO

Note: Table based on data submitted.

- In 2018, national tourism budgets reached US\$105.75 million. Of this, National Tourism Offices accounted for 56.7% mainly for tourism marketing and promotion activities.
- Donor funding at 30.1% whilst government tourism development budget related represented the remaining 13.1%, share.
- Fiji (US\$21.28 million), Samoa (US\$19.25 million), Timor Leste (US\$18.8 million), Cook Islands (US\$13.56 million) and French Polynesia (US\$12.50 million) were the Pacific's top five destinations in national tourism funding budget.

Tourism Accommodations, 2018



Breakdown of Tourism Accommodations

Country	Year (Latest Update)	Number of hotels, motels and guest houses	Other Accommodations	Total Accommodations	No. of rooms	No. of beds
America Samoa	2017	4	16	20	263	395
Cook Islands	2016	377	-	377	2,251	6,277
FSM	2015	29	-	29	-	-
Fiji	2018	409	-	409	12,354	25,066
French Polynesia	2017	337	-	337	3,285	4,176
Kiribati	2017	28	5	33	386	674
Marshall Islands	2016	12	-	12	281	140
Nauru	2015	8	-	8	-	-
New Caledonia	2017	191	-	191	3,285	-
Niue	2017	23	-	23	71	134
Palau	2018	68	50	118	2,409	-
PNG	2018	87	40	127	13,184	17,482
Samoa	2017	102	42	144	2,583	5,043
Solomon Islands	2016	188	-	188	1,854	3,685
Timor Leste	2015	64	-	64	-	-
Tonga	2016	72	-	72	1,193	-
Tuvalu	2016	10	-	10	-	-
Vanuatu	2018	272	595	867	1,722	11,518

Source: NTOs, NSOs and SPTO

- The establishments which provided accommodation for international visitors to the Pacific region can be divided into two broad categories, hotels, motels and guest houses and other establishments.
- In 2018, a total of 3,029 accommodations in tourism related businesses were recorded with 45,121 rooms and 74,590 beds.
- The total capacity consisted of 2,281 hotels, motels, and guest houses and 748 beach fale and private home accommodations.

Visitors Average Length of Stay, 2018

Visitors Average Length of Stay, 2018

11.4 nights

Longest Average Length of Stay, 2018

18.5 nights

Republic of the Marshall Islands

Least Average Length of Stay, 2018

4.9 nights

Palau

Breakdown by Pacific Destination

Country	Year (Latest Update)	Average Length of Stay: Air Visitor Arrivals
America Samoa	2017	8.1
Cook Islands	2016	10.0
FSM	2015	9.1
Fiji	2018	11.2
French Polynesia	2018	13.8
Kiribati	2014	13.4
Marshall Islands	2016	18.5
New Caledonia	2018	17.8
Niue	2016	8.5
Palau	2018	4.9
PNG	2018	13.8
Solomon Islands	2016	15.0
Timor Leste	2017	10.0
Tonga	2016	7.0
Vanuatu	2018	9.7

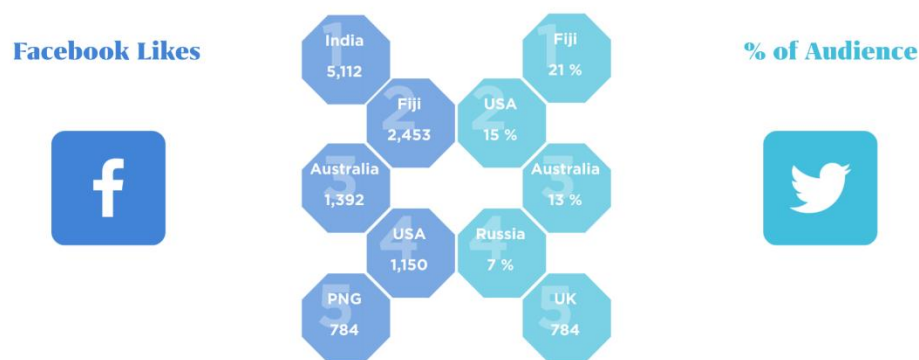
Source: NTOs, NSOs and SPTO

- The average duration of stay for visitors in the PICS is 11.4 nights.
- Visitors from the Marshall Islands recorded the highest average stay of 18.5 nights, followed by New Caledonia at 17.8 nights and Solomon Islands 15 nights.
- The lowest duration of stay of 4.9 nights and 7.9 nights have been recorded from visitors to Palau and Tonga, respectively.

Tourism Social Media Reach, 2018



Top 5 Countries 2018



Source: NTOs, NSOs and SPTO

- Facebook daily active visitors posted a total of 14,141 likes to SPTO tourism social media campaigns in 2018. This marked a 2.5% growth from 14,094 SPTO Facebook visitor likes in 2017.
- The increase reflected the current level of social networking within the SPTO's social media and tourism marketing spectrum.
- Facebook visitors from top five countries posted the highest likes in 2018 include India, Fiji, Australia, USA and PNG.
- In terms of twitter, about 2224 visitors were following SPTO social media campaigns in 2017.
- The high twitter visitors in 2017 were mainly boosted by SPTO strong campaigns for the year of sustainable tourism development.
- In 2018, another 294 twitter visitors were added to the SPTO 2017 level of twitter followers.

APPENDIX TABLES – 1, 2, 3, 4 and 5

Appendix Table 1

Table 1: Tourist Arrivals to Pacific ACP and SPTO Member Countries

	Annual				Quarterly							
	2015	2016	2017	2018	2017				2018			
					Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
America Samoa	20335	20050	19987	20221	4622	5845	5231	4289	4379	6307	4986	4549
Cook Islands	125132	146473	161362	168760	28661	42335	47977	42389	29949	44485	51608	42718
FSM	30240	29485	-	19207	-	-	-	-	4628	4516	5791	4272
Fiji	754835	792320	842884	870309	163226	209460	249453	220745	171504	212478	265191	221136
French Polynesia	183831	192495	198956	216458	41755	49901	58550	48750	45110	51622	64087	55639
Kiribati	5426	5118	5663	6824	1360	1109	1811	1383	1917	1751	1533	1623
Marshall Islands	6311	5332	6034	6761	1335	1557	1951	1192	1721	1195	1958	1887
Nauru	-	3038	-	-	-	-	-	-	-	-	-	-
New Caledonia	114072	115676	120697	120343	25950	24384	33345	37017	27325	24201	33429	35388
Niue	7707	8918	9922	-	1230	2931	3423	2339	-	-	-	-
Palau	161931	138416	122726	106273	30565	29163	34238	28760	33906	26143	27129	19095
PNG	190581	147833	142943	121503	36385	39979	35477	31102	33709	23479	32091	32224
Samoa	136104	145176	155098	167651	29133	36764	45905	43296	30614	39117	49110	48810
Solomon Islands	21623	23192	25709	27866	4881	6425	7281	7122	6296	7021	7838	6711
Timor Leste	61037	92502	118586	113245	28530	25724	35810	28522	27637	26380	32564	26664
Tonga	53731	59130	62136	54046	8847	15641	19106	18542	9465	12232	17928	14422
Tuvalu	2344	2465	2477	2729	529	556	585	807	706	749	627	647
Vanuatu	79279	95117	109108	115634	20923	25614	31233	31338	23512	28619	33582	29921
Total	1,954,519	2,022,736	2,104,288	2,137,830	427,932	517,388	611,377	547,593	452,378	510,295	629,452	545,706

Source: NTOs, NSOs & SPTO.

Note: Figures in red are SPTO estimates.

Appendix Table 2

Table 2: Tourist Arrivals to Pacific ACP and SPTO member countries by Source Market

	Annual			
	2015	2016	2017	2018
Australia	610881	614282	627649	618868
New Zealand	359102	406631	445808	465216
United States of America	195740	199336	205370	223692
United Kingdom	36494	34997	34228	33603
Europe	172787	189831	186211	207949
China	153119	150292	140198	124939
Japan	78704	80202	76364	77924
India	7415	6570	9942	10288
Other Asia	98712	155566	169242	163943
Pacific Islands	125909	135909	157262	152373
Other Countries	54619	49121	52014	59035
Total	1,893,482	2,022,736	2,104,288	2,137,830

	Quarterly							
	2017				2018			
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
Australia	120289	158685	178814	169860	121036	145365	181228	171380
New Zealand	65521	114935	150350	115002	70897	118062	161893	115627
United States of America	45594	54885	53816	51075	51441	57585	57031	57826
United Kingdom	8206	8183	9440	8399	8621	7615	8744	8651
Europe	37534	40601	56087	51989	40563	45150	66602	55750
China	36185	32754	39340	31919	39380	29646	33213	23108
Japan	22700	15059	19933	18672	23853	13653	21563	18862
India	2726	2741	2064	2411	2958	2528	2239	2563
Other Asia	40360	40454	47149	41278	40391	40330	44617	39866
Pacific Islands	36001	36293	41367	43600	36688	39193	39185	38708
Other Countries	12815	12797	13015	13387	17710	12340	14430	14582
Total	427,932	517,388	611,377	547,593	453,538	511,468	630,747	546,923

Source: NTOs, NSOs and SPTO.

Appendix 3

TABLE 3: Purpose of Visit Breakdown, 2018

	2018				
	Leisure	VFR	Business	Others	TOTAL
American Samoa	4840	10431	3548	1402	20221
Cook Islands	145168	13633	6193	3766	167199
FSM	5568	1485	6961	5193	19207
Fiji	658585	80441	52305	78978	870309
French Polynesia	0	0	0	0	0
Kiribati	2044	152	2191	815	5202
Marshall Islands	588	476	1138	711	2913
Nauru	0	0	0	0	0
New Caledonia	67439	25954	13859	13090	120343
Niue	0	0	0	0	0
Palau	0	0	0	0	0
PNG	20004	7645	87853	6001	121503
Samoa	61452	75912	9632	25500	172496
Solomon Islands	8955	4163	7093	7655	27866
Timor Leste	0	0	0	0	0
Tonga	0	0	0	0	0
Tuvalu	768	0	1079	235	2082
Vanuatu	91726	8616	7552	7740	115634
TOTAL BY PURPOSE	1,067,137	228,908	199,404	151,086	1,644,975

	2018 (% Share of Purposes per Destination)				
	Leisure	VFR	Business	Others	TOTAL
American Samoa	23.9%	51.6%	17.5%	6.9%	100.0%
Cook Islands	86.8%	8.2%	3.7%	2.3%	100.9%
FSM	-	-	-	-	-
Fiji	75.7%	9.2%	6.0%	9.1%	100.0%
French Polynesia	-	-	-	-	-
Kiribati	-	-	-	-	-
Marshall Islands	-	-	-	-	-
Nauru	-	-	-	-	-
New Caledonia	56.0%	21.6%	11.5%	10.9%	100.0%
Niue	-	-	-	-	-
Palau	-	-	-	-	-
PNG	16.5%	6.3%	72.3%	4.9%	100.0%
Samoa	35.6%	44.0%	5.6%	14.8%	100.0%
Solomon Islands	32.1%	14.9%	25.5%	27.5%	100.0%
Timor Leste	-	-	-	-	-
Tonga	-	-	-	-	-
Tuvalu	-	-	-	-	-
Vanuatu	79.3%	7.5%	6.5%	6.7%	100.0%
TOTAL	64.9%	13.9%	12.1%	9.2%	100.1%

Source: NTOs, NSOs and SPTO.

Note: Percentage share for individual destinations are calculated against individual destinations total arrivals for the quarter.

Appendix 4

TABLE 4: Cruise Visitor Arrivals, 2018

SUMMARY OF DESTINATIONS - CRUISE ARRIVALS	Annual				
	2014	2015	2016	2017	2018
America Samoa	30,011	23,717	18,235	22,329	31,615
Cook Islands	6,478	-	-	-	-
FSM	-	-	-	-	-
Fiji	87,641	113,761	170,632	184,425	187,890
French Polynesia	-	43,187	48,854	33,650	41,006
Kiribati	4,478	4,175	1,870	1,561	232
Marshall Islands	-	1,388	1,100	1,908	-
Nauru	-	-	-	-	-
New Caledonia	421,636	444,124	509,463	504,870	456,030
Niue	-	-	-	2,331	-
Palau	-	-	-	1,200	788
PNG	8,500	13,724	19,123	41,572	34,180
Samoa	-	18,871	-	4,872	4,350
Solomon Islands	3,701	4,348	13,523	12,061	4,984
Timor Leste	-	-	-	-	-
Tonga	-	17,375	20,047	-	23,260
Tuvalu	-	-	-	-	-
Vanuatu	220,205	197,471	256,482	223,551	234,567
TOTAL	782,650	882,141	1,059,329	1,034,330	1,018,902

SUMMARY OF DESTINATIONS - CRUISE ARRIVALS	Quarterly							
	2017				2018			
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
America Samoa	3,726	7,561	-	11,042	9,289	10,256	-	12,070
Cook Islands	-	-	-	-	-	-	-	-
FSM	-	-	-	-	-	-	-	-
Fiji	55,794	33,817	42,166	52,648	54,674	63,551	18,826	50,839
French Polynesia	8,296	6,257	9,977	9,120	12,798	9,576	10,102	8,530
Kiribati	-	1,126	-	435	-	99	-	133
Marshall Islands	-	-	-	-	-	-	-	-
Nauru	-	-	-	-	-	-	-	-
New Caledonia	177,017	93,433	79,087	155,333	170,425	78,850	72,501	134,254
Niue	-	-	-	-	-	-	-	-
Palau	-	-	-	-	-	-	-	-
PNG	6,342	-	-	-	9,729	8,396	363	15,692
Samoa	-	-	-	-	-	-	-	-
Solomon Islands	-	-	-	-	-	-	-	-
Timor Leste	-	-	-	-	-	-	-	-
Tonga	-	-	-	-	7,942	6,794	2,543	5,981
Tuvalu	-	-	-	-	-	-	-	-
Vanuatu	69,418	42,198	45,603	66,332	87,174	53,847	42,045	51,501
TOTAL	320,593	184,392	176,833	294,910	352,031	231,369	146,380	279,000

Source: NTOs, NSOs and SPTO.

2017 Cruise Arrival Numbers for Marshall Islands, Niue, Palau (2018 as well), PNG and Solomon Islands are Annual Totals ONLY

Appendix 5

TABLE 5: Total Outbound Short Term Departures, Q4 2018

SUMMARY OF TOTAL OUTBOUND RESIDENT SHORT TERM DEPARTURES	Annual				
	2014	2015	2016	2017	2018
Australia	8,404,000	9,459,200	9,928,100	10,530,900	11,061,000
New Zealand	2,068,740	2,408,968	2,671,282	2,859,554	2,891,299
USA	68,176,356	73,453,116	79,100,009	87,703,442	93,038,257
UK	60,082,000	65,720,000	70,332,000	77,075,000	71,918,000
South Korea	16,080,684	19,310,430	22,383,190	26,946,447	28,695,983
Singapore	8,902,705	9,125,331	9,474,205	9,888,852	10,378,329
China	97,375,830	102,376,903	105,113,353	106,576,620	91,527,324
India	-	-	4,022,178	4,316,135	3,943,702
TOTAL	261,090,315	281,853,948	303,024,317	325,896,950	313,453,894

SUMMARY OF TOTAL OUTBOUND RESIDENT SHORT TERM DEPARTURES	Quarterly							
	2017				2018			
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
Australia	2,689,500	2,433,100	2,879,400	2,528,900	2,786,400	2,559,900	3,023,800	2,690,900
New Zealand	505,284	739,109	828,098	787,063	536,122	781,748	897,443	675,986
USA	18,234,146	23,679,376	24,834,877	20,955,043	20,047,994	24,557,309	26,275,222	22,157,731
UK	14,081,000	19,845,000	23,989,000	19,159,000	13,318,000	19,867,000	24,182,000	14,550,000
South Korea	6,514,859	6,105,903	7,011,248	6,864,437	7,430,354	6,885,751	7,240,913	7,138,965
Singapore	2,168,563	2,520,901	2,191,540	3,007,848	2,306,121	2,602,611	2,310,319	3,159,278
China	27,499,280	25,009,614	28,396,737	25,670,989	22,434,615	20,733,185	23,913,302	24,446,222
India	837,587	1,384,444	1,068,752	1,025,352	960,918	1,362,502	767,421	852,861
TOTAL	72,530,219	81,717,447	91,199,652	79,998,632	69,820,524	79,350,006	88,610,420	75,671,943

TOTAL SOURCE MARKETS OUTBOUND TO 11 PACIFIC ISLAND COUNTRIES (PICs)
Australia (8 PICs) Cook Islands, Fiji, French Polynesia, New Caledonia, PNG, Samoa, Tonga and Vanuatu
New Zealand (9 PICs) Cook Islands, Fiji, French Polynesia, New Caledonia, Niue, PNG, Samoa, Tonga and Vanuatu.
China (4 PICs) Fiji, New Caledonia, Palau and Samoa
India (3 PICs) Fiji, French Polynesia and Solomon Islands

TOTAL SOURCE MARKETS OUTBOUND TO 11 PACIFIC ISLAND COUNTRIES (PICs)	2017				2018			
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
	Australia (8 PICs)	129,000	141,100	172,600	156,000	122,900	139,400	172,100
New Zealand (9 PICs)	58,320	101,700	138,280	282,600	63,320	120,500	158,020	97,554
China (4 PICs)	26,302	24,784	31,105	24,751	29,367	23,193	26,145	15,996
India (3 PICs)	1,802	1,764	1,706	2,160	2,148	2,175	1,824	2,007
TOTAL	215,424	269,348	343,691	465,511	217,735	285,268	358,089	271,057

Source: Australia Bureau of Statistics; Statistics New Zealand; Office of Travel and Tourism Industries, U.S. Department of Commerce; UK Bureau of Statistics; Korea Tourism Organisation; Department of Statistics, Singapore and Pacific Asia Travel Association - mPower.
 Note: Table based on available data.

DEFINITION AND CONCEPTS

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

The definition covers two categories of tourists, namely,

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

Excursionist: Tourist who does not stay overnight in the country visited.

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 Pacific Island Countries 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.



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