

SPTO ANNUAL SUMMARY REGIONAL TOURISM STATISTICS

1998 STATISTICAL SUMMARY

TOURIST ARRIVALS BY COUNTRY				
By country	1997	1998	Market Share 1998	Percent Growth 1997/98
Cook Islands	49,964	48,629	5.0	-2.7
Fiji	359,441	371,342	38.4	3.3
French Polynesia	180,440	188,933	19.5	4.7
Kiribati	8,200	14,211	1.5	73.3
New Caledonia	105,137	103,835	10.7	-1.2
Niue	2,041	1,736	0.2	-14.9
Papua New Guinea	66,143	67,465	7.0	2.0
Solomon Islands[e]	15,894	13,229	1.4	-16.8
Tonga	26,162	27,132	2.8	3.7
Tuvalu[e]	1,029	1,077	0.1	4.7
Vanuatu	49,605	52,085	5.4	5.0
Samoa	67,960	77,926	8.1	14.7
TOTAL	932,016	967,600	100.0	3.8

SEASONALITY BY COUNTRY -1998				
By country	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter
Cook Islands	10,407	10,892	13,181	14,149
Fiji	77,562	94,461	106,771	92,548
French Polynesia	40,052	46,282	54,609	47,990
Kiribati	2,100	3,683	1,684	6,744
New Caledonia	22,773	21,672	29,341	30,049
Niue	303	359	501	573
Papua New Guinea	17,389	14,942	18,129	17,005
Solomon Islands[e]	2,772	2,935	3,361	4,161
Tonga	4,584	6,663	7,879	8,006
Tuvalu[e]	187	201	260	429
Vanuatu[e]	9,071	13,574	16,212	13,228
Samoa	15,463	18,035	22,311	22,117
TOTAL	202,663	233,699	274,239	256,999

TOURIST ARRIVALS BY MARKET AREA				
By Market	1997	1998	Market Share 1998	Percent Growth 1997/98
Australia	193,531	215,724	22.3	10.3
New Zealand	142,307	143,510	14.8	0.8
Pacific Islands	82,852	93,007	9.6	10.9
USA	114,677	131,288	13.6	12.7
Canada	21,138	20,956	2.2	-0.9
United Kingdom	45,611	50,667	5.2	10.0
Germany	24,161	21,199	2.2	-14.0
France	86,799	87,547	9.0	0.9
Other Europe	67,181	67,737	7.0	0.8
Japan	100,373	90,832	9.4	-10.5
Other Asia	33,942	24,484	2.5	-38.6
Other Countries	19,444	20,649	2.1	5.8
TOTAL	932,016	967,600	100.00	3.7

SEASONALITY BY MARKET AREA - 1998				
By Market	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter
Australia	41,564	57,530	58,787	57,843
New Zealand	19,163	39,837	48,952	35,558
Pacific Islands	19,818	21,058	26,420	25,711
USA	26,706	32,877	34,597	37,108
Canada	6,512	4,110	4,418	5,916
United Kingdom	14,937	11,001	11,663	13,066
Germany	5,745	4,858	4,524	6,072
France	18,215	19,815	26,021	23,496
Other Europe	16,021	14,076	19,310	18,330
Japan	22,450	18,866	27,596	21,920
Other Asia	6,155	5,492	6,828	6,009
Other Countries	5,377	4,179	5,123	5,970
TOTAL	202,663	233,699	274,239	234,118

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PURPOSE OF VISIT BY COUNTRY OF RESIDENCE				
By country	Holiday	Business	VFR	Other
Cook Islands	43,387	1,842	1,939	1,461
Fiji	352,589	18,753	70,867	0
French Polynesia	120,350	9,447	8,880	50,256
Kiribati	4,224	1,942	1,215	6,830
New Caledonia	74,821	9,063	11,219	13,300
Niue	974	347	350	65
Papua New Guinea	23,470	36,872	5,350	1,773
Solomon Islands[e]	5,073	3,838	1,744	2,574
Tonga	11,790	4,579	9,053	1,710
Tuvalu[e]	234	475	199	169
Vanuatu[e]	39,441	6,081	3,076	3,487
Samoa	24,924	9,037	32,094	11,871
TOTAL	701,277	102,276	145,986	93,496

1998 ACCOMMODATION STATISTICS			
By country	No. of hotels	No. of rooms	Percent Share
Cook Islands	48	840	5.1
Fiji	242	6118	37.1
French Polynesia	52	3021	18.3
Kiribati	10	119	0.7
New Caledonia	79	2061	12.5
Niue	80	112	0.7
Papua New Guinea	140	1200	7.3
Solomon Islands	60	860	5.2
Tonga	50	720	4.4
Tuvalu	15	59	0.4
Vanuatu	48	663	4.0
Samoa	36	710	4.3
TOTAL	860	16483	100

TOURIST RECEIPTS (US\$) MILLION BY COUNTRY			
By country	1997	US\$ 1998 Million	Percent Share 1998
Cook Islands	34.5	33.5	3.07
Fiji	294.0	266.2	24.40
French Polynesia	330.0	354	32.45
Kiribati[e]	1.5	1.4	0.15
New Caledonia	111.0	111	10.17
Niue	1.5	1.1	0.10
Papua New Guinea	71.0	74.5	6.83
Solomon Islands[e]	15.5	12.5	1.15
Tonga [e]	15.8	12.3	1.13
Tuvalu [e]	0.3	0.2	0.02
Vanuatu	46.0	45.4	4.16
Samoa	40.0	38.3	3.51
TOTAL	961.1	950.4	100.00