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VISITOR EARNINGS & REMITTANCES REPORT JANUARY 2017

This report is a monthly release of the latest available indicators on the tourism sector and private remittances, with information sourced from the Central Bank, Samoa Bureau of Statistics and the Ministry for Revenue.

Report No.7: 2016/17

January 2017

Post festive season, the total **visitor arrivals** returned to normal levels, down by 36.2 percent to a seasonal level of 11,907. This was also 1.6 percent lower when compared to the same month last year. At this level, it was below its average increases of 7.6 percent and 4.7 percent in the past 3 years and 5 years respectively.

Total arrivals in the first seven months of 2016/17 were 0.8 percent lower than the same period in 2015/16 reflecting the recent slowdown in holiday tourists and those visiting friends and relatives.

By country, visitors from American Samoa, Australia, New Zealand, USA and Europe all recorded seasonal decreases of 55.7 percent, 43.2 percent, 34.3 percent, 24.5 percent and 8.0 percent respectively. For arrivals by purpose, genuine holidaymakers, 'visiting friends and relatives' and 'business & conference' all recorded reductions of 48.4 percent, 38.6 percent and 11.6 percent respectively.

Despite a 7.6 percent expansion in the **overall average expenditure per visitor**, **total visitor receipts** fell moderately by 31.4 percent (\$14.6 million) from the previous month and was 5.2 percent (\$1.8 million) lower compared to January 2016.

Total visitor receipts in the first seven months of 2016/17 were 1.2 percent lower compared to the same period in 2015/16. This current level was in contrast with its average gains of 9.6 percent and 7.6 percent for the past 3 and 5 years respectively.

After the seasonal high in the previous month, **total private remittances** shrank by 29.6 percent (\$12.9

million) to \$30.7 million. Nevertheless, it was 14.5 percent higher than January 2016.

Consequently, **total inflow of private remittances in the first seven months of 2016/17** was 4.1 percent higher compared to the same period 2016. This was higher than its average decrease of 2.0 percent in the past 3 years and its 1.8 percent average increase in the past 5 years.

Primarily underpinning the overall decline in private remittances were reductions in remittances inflows from American Samoa, Australia, New Zealand and the United States of America, which fell by 24.5 percent, 32.6 percent, 32.8 percent and 26.5 percent in that order. Moreover, analysis by recipients showed that the overall drop was due to decreases in transfers for 'households and individuals' and 'hand-carried cash'.

The share of private remittances received through money transfer operators (MTOs) fell to 86.2 percent from 91.8 percent in the previous month, whilst remittances coming through the banking system improved to 13.8 percent.

The **cost of sending** NZD \$200.00 to Samoa averaged around 12.8 percent, down from 13.6 percent in December 2016. In terms of cheapest transfer service from New Zealand, it was again KlickEx – Low priority. The **cost of sending** AUD \$200.00 to Samoa averaged at 12.2 percent and the cheapest money transfer operator was Compass Global Markets.

CENTRAL BANK OF SAMOA
26th July 2017

VISITOR EARNINGS & REMITTANCES REPORT

January 2017

Tourism Arrivals, Earnings & Remittances

	®	®	®	®	®	®	®	®	®	®	®	®	®	®	®
	Nov-15	Dec-15	Jan-16	Feb-16	Mar-16	Apr-16	May-16	Jun-16	Jul-16	Aug-16	Sep-16	Oct-16	Nov-16	Dec-16	Jan-17
Total arrivals (1)	9,597	17,811	12,095	8,226	9,968	11,280	11,246	12,773	16,034	11,881	11,981	11,370	9,243	18,677	11,907
First Seven months 2016/17	61,939	79,750	91,845	100,071	110,039	121,319	132,565	145,338	16,034	27,915	39,896	51,266	60,509	79,186	91,093
5 year average	9,765	16,087	9,852	7,142	8,571	9,697	10,505	12,258	14,123	11,793	11,323	10,322	9,705	16,010	10,328
Total arrivals incl. cruise ships (1)	9,597	17,811	12,095	8,226	9,968	11,280	11,246	12,773	16,034	11,881	11,981	11,370	9,243	18,677	11,907
Arrivals, by market (1)															
American Samoa	1,172	2,510	1,010	653	765	843	1,281	1,547	2,105	1,437	850	949	1,227	2,926	1,295
Australia	2,296	5,331	2,635	1,673	1,887	2,309	2,462	2,402	2,563	2,103	2,531	2,214	1,649	4,551	2,586
Europe	332	185	320	395	421	769	554	484	549	545	387	399	295	275	253
New Zealand	3,796	7,455	5,679	3,749	4,518	4,998	4,479	5,623	7,853	5,729	6,299	5,696	4,117	8,378	5,507
USA	587	987	925	584	974	809	1,021	1,214	1,461	732	499	761	589	1,064	803
Other Countries	1,414	1,343	1,526	1,172	1,403	1,552	1,449	1,503	1,503	1,335	1,415	1,351	1,366	1,483	1,463
Cruise ships	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Arrivals, by purpose (1)															
Holiday	3,774	6,627	4,006	2,475	3,386	4,342	3,842	5,155	7,182	5,400	5,634	4,784	3,531	7,238	3,736
VFR	3,195	8,385	5,049	3,145	3,508	3,367	3,303	3,930	4,470	3,333	3,442	3,569	2,916	8,334	5,119
Business & Conference	909	976	770	695	741	1,019	1,377	1,265	1,530	1,012	1,012	966	946	835	738
Sport (5)	62	29	60	64	55	91	286	253	158	137	183	168	33	32	42
Other	1,657	1,794	2,210	1,847	2,278	2,461	2,438	2,170	2,694	1,999	1,710	1,883	1,817	2,238	2,272
Cruise ships	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Total earnings (2) (7)	26.6	45.3	33.6	25.1	28.6	32.3	31.3	38.1	33.7	28.4	34.5	30.9	25.3	46.4	31.8
First Seven months 2016/17	155.0	200.3	233.9	259.0	287.6	319.9	351.2	389.3	33.7	62.2	96.6	127.5	152.9	199.3	231.1
5 year average	26.0	38.5	25.3	20.1	22.6	27.1	27.5	34.4	28.1	27.2	31.0	27.6	26.4	39.3	27.2
Total earnings incl. cruise ships (2)	26.6	45.3	33.6	25.1	28.6	32.3	31.3	38.1	33.7	28.4	34.5	30.9	25.4	46.4	31.9
Earnings, by market (2)															
American Samoa	1.8	4.5	1.9	1.0	1.3	1.7	1.8	2.5	4.4	2.6	1.7	2.3	1.9	5.3	2.4
Australia	7.5	17.7	8.0	6.5	4.3	7.0	10.6	11.7	4.3	5.5	7.2	5.9	5.4	15.2	7.8
Europe	1.0	0.6	0.9	1.0	1.0	1.9	1.7	0.8	0.8	1.5	0.9	1.2	0.9	0.9	0.7
New Zealand	11.9	17.2	16.3	13.3	16.2	15.5	12.0	13.9	16.6	14.5	19.6	17.0	13.0	19.4	15.5
USA	1.9	3.1	3.6	1.5	2.2	1.9	1.7	5.2	4.3	2.1	1.7	2.5	1.9	3.4	3.1
Other Countries	2.4	2.2	3.0	1.9	3.6	4.3	3.4	4.0	3.3	2.2	3.4	2.1	2.2	2.2	2.3
Cruise ships	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Earnings, by purpose (2)															
Holiday	10.6	14.8	9.2	7.7	9.7	13.3	11.9	14.0	16.1	11.0	15.2	11.8	10.0	16.1	8.3
VFR	10.5	26.2	18.5	10.9	12.6	10.2	10.5	15.4	11.8	12.6	13.5	13.7	9.7	26.0	18.1
Business & Conference	3.1	2.5	1.8	2.0	2.0	3.0	4.0	3.9	2.5	2.4	2.9	2.5	3.2	2.1	1.7
Sport	0.1	0.0	0.2	0.2	0.2	0.3	1.0	0.9	0.4	0.6	0.5	0.6	0.1	0.0	0.1
Other	2.3	1.8	3.9	4.3	4.1	5.5	3.9	3.9	3.0	1.9	2.3	2.3	2.4	2.2	3.6
Cruise ships	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Average expenditure (3)	2,772	2,546	2,779	3,053	2,871	2,860	2,781	2,982	2,103	2,393	2,876	2,719	2,743	2,485	2,675
Overall TPI (4)	141.0	141.9	145.9	141.2	141.2	140.9	142.0	143.6	145.1	143.7	143.0	142.3	142.2	142.9	143.4
Total Remittances (2)	29.3	43.9	26.8	29.6	29.7	31.6	35.5	31.1	33.8	36.4	33.0	32.2	33.8	43.6	30.7
First Seven months 2016/17	163.1	207.0	233.8	263.4	293.1	324.7	360.1	391.3	33.8	70.1	103.2	135.4	169.2	212.8	243.5
5 year average	33.6	46.0	31.1	30.7	30.1	31.4	35.6	32.7	34.7	34.6	29.5	31.8	33.8	45.2	31.3
By Recipient (2)															
Handcarried Cash	2.5	3.8	3.7	2.5	2.4	3.1	4.5	4.0	4.2	3.8	4.0	3.9	3.8	6.9	5.2
Non Profit Institutions (Churches, NGOs & Charities)	0.9	1.8	0.7	1.9	0.8	0.4	1.5	0.6	1.6	3.2	1.1	0.6	0.8	0.5	0.5
Individual/Family	25.0	34.6	21.5	23.6	25.2	26.4	28.2	25.4	26.2	28.0	26.4	26.4	26.9	34.4	22.8
Others	0.4	3.1	0.5	1.0	0.8	1.3	0.6	0.7	1.3	0.9	1.0	0.8	1.9	1.3	1.7
In Kind	0.6	0.6	0.5	0.5	0.5	0.4	0.7	0.5	0.5	0.5	0.6	0.5	0.5	0.6	0.5
By Country (2)															
USA	3.9	5.4	3.7	5.2	5.0	5.1	5.4	5.3	6.0	5.0	4.4	5.4	5.2	6.4	4.7
New Zealand	12.5	18.6	12.1	11.8	12.8	14.2	16.4	14.5	14.6	12.8	14.4	11.8	13.9	19.8	13.3
Australia	10.4	14.9	8.8	9.6	9.2	9.9	10.1	8.9	10.2	13.4	11.5	12.3	12.0	14.3	9.7
American Samoa	1.6	3.8	1.4	1.5	1.7	1.7	1.7	1.6	1.6	1.7	1.4	1.5	1.5	1.6	1.2
Others Total	1.0	1.2	0.8	1.5	0.9	0.7	1.7	0.9	1.3	3.5	1.3	1.2	1.3	1.4	1.8
Hawaii	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
United Kingdom	0.2	0.1	0.1	0.3	0.2	0.0	0.3	0.0	0.2	0.1	0.2	0.0	0.0	0.1	0.0
Germany	0.1	0.0	0.1	0.0	0.0	0.0	0.1	0.0	0.1	0.0	0.0	0.0	0.1	0.0	0.0
Japan	0.0	0.0	0.0	0.1	0.0	0.0	0.1	0.0	0.1	0.1	0.1	0.0	0.1	0.0	0.0
Fiji	0.1	0.3	0.1	0.2	0.2	0.1	0.2	0.2	0.3	0.4	0.5	0.3	0.3	0.3	0.8
Others	0.6	0.7	0.6	0.9	0.6	0.5	1.1	0.6	0.7	3.0	0.5	0.7	0.8	1.0	0.9
Shares of banks/non banks															
Banks	10.0%	14.3%	7.7%	16.5%	9.1%	11.5%	8.7%	8.0%	11.5%	14.8%	8.3%	12.4%	12.4%	8.2%	13.8%
Non Banks (6)	90.0%	85.7%	92.3%	83.5%	90.9%	88.5%	91.3%	92.0%	88.5%	85.2%	91.7%	87.6%	87.6%	91.8%	86.2%
Average (%) cost of sending \$200 from															
New Zealand	10.83%	10.67%	10.58%	14.21%	12.17%	12.61%	12.75%	11.58%	11.74%	16.00%	12.65%	11.41%	11.75%	13.64%	12.81%
Australia	13.29%	14.99%	11.11%	12.84%	12.50%	16.60%	14.11%	18.41%	18.60%	16.72%	12.07%	11.54%	11.45%	10.13%	12.15%

(R) - Revised due to adjustments made from Samoa Bureau of Statistics (SBS)
 (p) - Provisional
 (1) Persons
 (2) Tala million
 (3) Tala, per person
 (4) July 2003 = 100
 (5) As of August 2008, figures for 'sports' category was reclassified separately from the 'other purposes' category following changes in the format of Samoa Immigration "Arrival Cards"
 (6) Includes Money Transfer Operators and Foreign Exchange Dealers
 (7) Revision in Total Earnings from Jan-12 to Mar-16