

PO Box Private Bag, Apia, Samoa Ph: 685-34100 | Fax: 685-20293/24058 E-mail: centralbank@cbs.gov.ws Web: www.cbs.gov.ws

PLEASE ADDRESS CORRESPONDENCE TO THE GOVERNOR

VISITOR EARNINGS & REMITTANCES REPORT FEBRUARY 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.8: 2016/17

February 2017

Total **visitor arrivals** fell by a seasonal 34.4 percent to 7,810 visitors in February 2017. However, total arrivals were 5.1 percent lower when compared to February 2016, which was below its average increases of 6.0 percent in the past 3 years and 2.8 percent in the past 5 years.

Furthermore, **total arrivals in the first eight months of 2016/17** were 1.2 percent below the same period in 2015/16 (which includes the Commonwealth Youth Games in September 2015).

Accounting mainly for the lower arrivals in February 2017 were contractions in travellers from the USA (down 41.8 percent), New Zealand (down 40.5 percent), American Samoa (down 37.3 percent), Australia (down 33.6 percent) and 'Other countries' (down 13.8 percent). By purpose, the lower visitor numbers reflected mainly the reductions in number of those who were here 'visiting friends and relatives' (down 45.2 percent), 'holiday' (down 33.8 percent), 'others' (down 23.5 percent) and 'business and conference' (down 3.4 percent).

In the event, **total visitor receipts** narrowed by 24.5 percent (\$7.8 million) to \$24.0 million and was 4.2 percent lower when compared to February 2016.

In addition, total visitor receipts in the first eight months of 2016/17 were 1.5 percent lower compared to the same period of 2015/16. At this rate, it was also lower than its average gains of 7.5 percent and 5.2 percent for the past 3 and 5 years respectively.

Total private remittances, likewise fell further by a seasonal 12.7 percent to \$26.8 million in February 2017 and was also 9.6 percent lower when compared to February 2016.

For the **first eight months of 2016/17**, **total inflow of private remittances** were however, 2.6 percent higher compared to the same period 2016. Likewise, it was also higher than its average decrease of 2.2 percent in the past 3 years and its average gain of 1.7 percent in the past 5 years.

The current drop was driven mainly by decreases in funds from the USA (down by 11.6 percent following the appreciation of Samoan tala against US dollar), New Zealand (down 12.8 percent), Australia (down 8.9 percent) and others (down by 46.1 percent particularly for Fiji and Germany). In terms of by recipient, lower transfers were recorded for 'non-profit institutions serving households'¹, 'hand-carried cash' and 'others'.

The share of total gross inflow of private remittances received through money transfer operators (MTOs) edged up to 89.1 percent from 86.2 percent in January 2017, whereas remittances coming through the banking system shrank to 10.9 percent from 13.8 percent in the previous month.

The average **cost of sending** NZD \$200.00 to Samoa increased to 13.5 percent from 12.8 percent in the previous month, while that for sending AUD \$200.00 to Samoa also went up to 12.8 percent from 12.2 percent a month ago. The cheapest money transfer operator from both countries was still KlickEx – Low priority.

CENTRAL BANK OF SAMOA 22 August 2017

¹ NPISH – includes churches, NGOs, private schools, charities etc...

VISITOR EARNINGS & REMITTANCES REPORT

February 2017

Ì

	Tourism Arrivals, Earnings & Remittances													
	R	R	R											
	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	Feb-17
Total arrivals (1)	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	7,810
First Eight months 2016/17	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	98,903
5 year average	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	7,333
Total arrivals incl. cruise ships (1)	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	7,810
Arrivals, by market (1) American Samoa	1,010	653	765	843	1,281	1,547	2,105	1,437	850	949	1,227	2,926	1,295	812
Australia	2,635	1,673	1,887	2,309	2,462	2,402	2,103	2,103	2,531	949 2,214	1,227	2,920 4,551	2,586	1,716
Europe	320	395	421	769	554	484	549	545	387	399	295	275	253	275
New Zealand	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	3,279
USA	925	584	974	809	1,021	1,214	1,461	732	499	761	589	1,064	803	467
Other Countries	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	1,261
Cruise ships	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Arrivals, by purpose (1) Holiday	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	2,472
VFR	1 ,000 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	2,806
Business & Conference	770	695	741	1,019	1,377	1,265	1,530	1,012	1,012	966	946	835	738	713
Sport (5)	60	64	55	91	286	253	158	137	183	168	33	32	42	80
Other	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	1,739
Cruise ships	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Total earnings (2) (7)	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	24.0
First Eight months 2016/17 5 year average	233.9 25.3	259.0 20.1	287.6 22.6	319.9 27.1	351.2 27.5	389.3 34.4	33.7 28.1	62.2 27.2	96.6 31.0	127.5 27.6	152.9 26.4	199.3 39.3	231.1 27.2	255.2 21.2
5 year average Total earnings incl. cruise ships (2)	25.3 33.6	20.1	22.0 28.6	32.3	27.5 31.3	34.4 38.1	28.7 33.7	27.2	31.0 34.5	27.6	26.4 25.4	39.3 46.4	27.2 31.9	21.2 24.1
Earnings, by market (2)	00.0	20.1	20.0	02.0	00	00.1	00.7	20.4	00	00.0	20.4		00	
American Samoa	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	1.3
Australia	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	6.6
Europe	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	0.7
New Zealand	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	11.9
USA Other Countries	3.6 3.0	1.5 1.9	2.2 3.6	1.9 4.3	1.7 3.4	5.2 4.0	4.3 3.3	2.1 2.2	1.7 3.4	2.5 2.1	1.9 2.2	3.4 2.2	3.1 2.3	1.3 2.2
Cruise ships	0.0	0.0	0.0	4.3 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)	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
Holiday	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	7.6
VFR	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	9.7
Business & Conference	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	2.1
Sport	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	0.3
Other Cruise ships	3.9 0.0	4.3 0.0	4.1 0.0	5.5 0.0	3.9 0.0	3.9 0.0	3.0 0.0	1.9 0.0	2.3 0.0	2.3 0.0	2.4 0.0	2.2 0.0	3.6 0.0	4.4 0.0
Average expenditure (3)	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	3,079
Overall TPI (4)	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	143.4
Total Remittances (2)	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	26.8
First Eight months 2016/17	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	270.3
5 year average	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	30.7
By Recipient (2)	27	0.5	2.4	24	4.5	4.0	40	2.0	10	2.0	2.0	6.0	5.0	0.7
Handcarried Cash Non Profit Institutions (Churches,	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	2.7
NGOs & Charities)	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	0.2
Individual/Family	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	22.8
Others	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	0.7
In Kind	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	0.4
By Country (2)	0.7	5.0	5.0	<i></i>		5.0		5.0		<i></i>	5.0		47	4.0
USA New Zealand	3.7 12.1	5.2 11.8	5.0 12.8	5.1 14.2	5.4 16.4	5.3 14.5	6.0 14.6	5.0 12.8	4.4 14.4	5.4 11.8	5.2 13.9	6.4 19.8	4.7 13.3	4.2 11.6
Australia	8.8	9.6	9.2	9.9	10.4	8.9	14.0	13.4	14.4	12.3	12.0	19.8	9.7	8.8
American Samoa	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	1.2
Others Total	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	1.0
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
United Kingdom	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	0.0
Germany	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	0.0
Japan Fiji	0.0 0.1	0.1 0.2	0.0 0.2	0.0 0.1	0.1 0.2	0.0 0.2	0.1 0.3	0.1 0.4	0.1 0.5	0.0 0.3	0.1 0.3	0.0 0.3	0.0 0.8	0.0 0.3
Others	0.6	0.2	0.2	0.5	1.1	0.2	0.3	3.0	0.5	0.3	0.3	1.0	0.9	0.5
Shares of banks/non banks	-	-	-	-		-		-	-		-	-	-	
Banks	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%	10.9%
Non Banks (6)	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%	89.1%
Average (%) cost of sending \$200 from	10 500/	14 0 40/	10 170/	10 040/	10 750/	11 500/	11 7401	16 000/	10 050/	11 4401	11 750/	10 0 40/	10 040/	10 E40/
New Zealand Australia	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%	13.51%
(R) - Revised due to adjustments made from Samoa Bureau	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%	12.82%
(p) - P ro vis io na l	or statistics (S	10)												
 Persons Tala million 														
(3) Tala, perperson														
 (4) July 2003 = 100 (5) As of August 2008, figures for 'sports' category was recla 	s sified s e parate	ely from the 'oth	ter purposes' c	ategory followi	ng changes in th	e format								
of Samoa Immigration " <i>A rival C ards</i> " (6) Includes Money Transfer Operators and Foreign Exchang	e Dealers													
(7) Revision in Total Earnings from Jan-12 to Mar-16														
														-