

VISITOR EARNINGS & REMITTANCES REPORT MARCH 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.9: 2016/17

March 2017

After a seasonal 34.4 percent drop in February 2017, total **visitor arrivals** rebounded 20.4 percent to 9,407 visitors in line with its usual trend. However, it was 5.6 percent lower than March 2016 and was way below its average increases of 5.1 percent and 2.9 percent in the past 3 years and 5 years respectively.

Despite this month's increase, **total arrivals in the first nine months of 2016/17** were down by 1.1 percent over the same period in 2015/16.

Contributing to the higher arrivals in the current month were attributed to increase in visitors from; the USA (up 94.2 percent), American Samoa (up 45.9 percent), Europe (up 44.0 percent), New Zealand (up 18.4 percent), and 'Other countries' (up 10.3 percent). These were partially offset by a drop in the number of people travelling from Australia (down 4.0 percent). For arrivals by purpose, improvements were recorded for 'business and conference', 'other purposes', 'holiday', 'visiting friends and relatives' and 'sports', up by 47.3 percent, 46.2 percent, 10.3 percent, 7.1 percent and 3.8 percent in that order.

Consequently, **total visitor receipts** also recovered by 11.0 percent (\$2.6 million) to \$26.7 million but was down 6.6 percent compared to March 2016.

Total visitor receipts in the first nine months of 2016/17 were 1.7 percent lower compared to the same period of 2015/16. At this level, it was also lower than its average gains of 7.4 percent and 5.6 percent for the past 3 and 5 years respectively.

On the other hand, **total private remittances** rebounded by 20.7 percent to \$32.3 million in the month under

review. At this level, it was also 8.8 percent higher when compared to the same month in 2016.

For the **first nine months of 2016/17, total inflow of private remittances** were 3.2 percent higher compared to the same period 2016. It was also higher than its average decline of 2.2 percent in the past three years and 1.5 percent increase in the past five years.

The hike in private remittances inflows was mainly due to increases in funds sent from American Samoa and USA; increasing by 42.7 percent and 37.4 percent respectively. In addition, New Zealand, Australia and 'other countries' also recorded improvements of 21.7 percent, 9.2 percent and 12.8 percent in that order. In terms of recipients, the higher total gross inflow of remittances in the current month reflected an expansion in funds for 'households and individuals', 'hand-carried cash', non-profit institutions' and 'in-kind'.

The share of total gross inflow of private remittances received through money transfer operators (MTOs) widened to 90.6 percent from 89.1 percent in February 2017, whereas remittances coming through the banking system was reduced to 9.4 percent from 10.9 percent in the previous month.

The average **cost of sending** NZD\$200.00 to Samoa fell to 12.8 percent from 13.5 percent while that for sending AUD\$200.00 to Samoa also contracted to 11.3 percent from 12.8 percent a month ago. The cheapest money transfer operator from both countries was KlickEx – Low priority.

CENTRAL BANK OF SAMOA
22nd September 2017

VISITOR EARNINGS & REMITTANCES REPORT

March 2017

Tourism Arrivals, Earnings & Remittances

	(R)	(R)												
	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	Mar-17
Total arrivals (1)	8,226	9,968	11,280	11,246	12,773	16,034	12,270	12,066	11,370	9,243	18,677	11,907	7,810	9,407
<i>First Nine months 2016/17</i>	100,071	110,039	121,319	132,565	145,338	16,034	28,304	40,370	51,740	60,983	79,660	91,567	99,377	108,784
<i>5 year average</i>	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	8,810
Total arrivals incl. cruise ships (1)	8,226	9,968	11,280	11,246	12,773	16,034	12,270	12,066	11,370	9,243	18,677	11,907	7,810	9,407
Arrivals, by market (1)														
<i>American Samoa</i>	653	765	843	1,281	1,547	2,105	1,447	913	949	1,227	2,926	1,295	812	1,185
<i>Australia</i>	1,673	1,887	2,309	2,462	2,402	2,563	2,213	2,533	2,214	1,649	4,551	2,586	1,716	1,647
<i>Europe</i>	395	421	769	554	484	549	551	388	399	295	275	253	275	396
<i>New Zealand</i>	3,749	4,518	4,998	4,479	5,623	7,853	5,769	6,310	5,696	4,117	8,378	5,507	3,279	3,881
<i>USA</i>	584	974	809	1,021	1,214	1,461	735	505	761	589	1,064	803	467	907
<i>Other Countries</i>	1,172	1,403	1,552	1,449	1,503	1,503	1,555	1,417	1,351	1,366	1,483	1,463	1,261	1,391
<i>Cruise ships</i>	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Arrivals, by purpose (1)														
<i>Holiday</i>	2,475	3,386	4,342	3,842	5,155	7,182	5,599	5,652	4,784	3,531	7,238	3,736	2,472	2,727
<i>VFR</i>	3,145	3,508	3,367	3,303	3,930	4,470	3,413	3,466	3,569	2,916	8,334	5,119	2,806	3,004
<i>Business & Conference</i>	695	741	1,019	1,377	1,265	1,530	1,026	1,019	966	946	835	738	713	1,050
<i>Sport (5)</i>	64	55	91	286	253	158	141	192	168	33	32	42	80	83
<i>Other</i>	1,847	2,278	2,461	2,438	2,170	2,694	2,091	1,737	1,883	1,817	2,238	2,272	1,739	2,543
<i>Cruise ships</i>	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Total earnings (2) (7)	25.1	28.6	32.3	31.3	38.1	33.7	29.2	34.7	30.9	25.3	46.4	31.8	24.0	26.7
<i>First Nine months 2016/17</i>	259.0	287.6	319.9	351.2	389.3	33.7	63.0	97.6	128.5	153.9	200.3	232.1	256.2	282.9
<i>5 year average</i>	20.1	22.6	27.1	27.5	34.4	28.1	27.2	31.0	27.6	26.4	39.3	27.2	21.2	23.8
Total earnings incl. cruise ships (2)	25.1	28.6	32.3	31.3	38.1	33.7	29.2	34.7	30.9	25.4	46.4	31.9	24.1	26.7
Earnings, by market (2)														
<i>American Samoa</i>	1.0	1.3	1.7	1.8	2.5	4.4	2.6	1.8	2.3	1.9	5.3	2.4	1.3	2.0
<i>Australia</i>	6.5	4.3	7.0	10.6	11.7	4.3	5.8	7.2	5.9	5.4	15.2	7.8	6.6	3.8
<i>Europe</i>	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	0.9
<i>New Zealand</i>	13.3	16.2	15.5	12.0	13.9	16.6	14.6	19.7	17.0	13.0	19.4	15.5	11.9	14.2
<i>USA</i>	1.5	2.2	1.9	1.7	5.2	4.3	2.1	1.7	2.5	1.9	3.4	3.1	1.3	2.1
<i>Other Countries</i>	1.9	3.6	4.3	3.4	4.0	3.3	2.6	3.4	2.1	2.2	2.2	2.3	2.2	3.6
<i>Cruise ships</i>	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)														
<i>Holiday</i>	7.7	9.7	13.3	11.9	14.0	16.1	11.4	15.3	11.8	10.0	16.1	8.3	7.6	7.8
<i>VFR</i>	10.9	12.6	10.2	10.5	15.4	11.8	12.9	13.6	13.7	9.7	26.0	18.1	9.7	10.8
<i>Business & Conference</i>	2.0	2.0	3.0	4.0	3.9	2.5	2.4	3.0	2.5	3.2	2.1	1.7	2.1	2.8
<i>Sport</i>	0.2	0.2	0.3	1.0	0.9	0.4	0.7	0.5	0.6	0.1	0.0	0.1	0.3	0.3
<i>Other</i>	4.3	4.1	5.5	3.9	3.9	3.0	2.0	2.3	2.3	2.4	2.2	3.6	4.4	5.0
<i>Cruise ships</i>	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)	3,053	2,871	2,860	2,781	2,982	2,103	2,382	2,873	2,719	2,743	2,485	2,675	3,079	2,837
Overall TPI (4)	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	142.6
Total Remittances (2)	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	32.3
<i>First Nine months 2016/17</i>	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	302.6
<i>5 year average</i>	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	29.9
By Recipient (2)														
<i>Handcarried Cash</i>	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	3.2
<i>Non Profit Institutions (Churches, NGOs & Charities)</i>	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	0.3
<i>Individual/Family</i>	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	28.0
<i>Others</i>	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	0.3
<i>In Kind</i>	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	0.6
By Country (2)														
<i>USA</i>	5.2	5.0	5.1	5.4	5.3	6.0	5.0	4.4	5.4	5.2	6.4	4.7	4.2	5.7
<i>New Zealand</i>	11.8	12.8	14.2	16.4	14.5	14.6	12.8	14.4	11.8	13.9	19.8	13.3	11.6	14.1
<i>Australia</i>	9.6	9.2	9.9	10.1	8.9	10.2	13.4	11.5	12.3	12.0	14.3	9.7	8.8	9.6
<i>American Samoa</i>	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	1.7
<i>Others Total</i>	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	1.1
<i>Hawaii</i>	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
<i>United Kingdom</i>	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	0.0
<i>Germany</i>	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	0.0
<i>Japan</i>	0.1	0.0	0.0	0.1	0.0	0.1	0.1	0.1	0.0	0.1	0.0	0.0	0.0	0.0
<i>Fiji</i>	0.2	0.2	0.1	0.2	0.2	0.3	0.4	0.5	0.3	0.3	0.3	0.8	0.3	0.2
<i>Others</i>	0.9	0.6	0.5	1.1	0.6	0.7	3.0	0.5	0.7	0.8	1.0	0.9	0.5	0.8
Shares of banks/non banks														
<i>Banks</i>	16.5%	9.1%	11.5%	8.7%	8.0%	11.5%	14.8%	8.3%	12.4%	12.4%	8.2%	13.9%	10.9%	9.4%
<i>Non Banks (6)</i>	83.5%	90.9%	88.5%	91.3%	92.0%	88.5%	85.2%	91.7%	87.6%	87.6%	91.8%	86.1%	89.1%	90.6%
Average (%) cost of sending \$200 from														
<i>New Zealand</i>	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%	12.76%
<i>Australia</i>	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%	11.31%

(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