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## VISITOR EARNINGS & REMITTANCES REPORT APRIL 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.10: 2016/17*

*April 2017*

For the second month in a row, **total visitor arrivals** rose by 23.2 percent to 11,586. The current level was also 2.6 percent higher than the same month last year.

The increase in April 2017 reflects several annual local events and meetings like the Easter holidays, the Samoa International Game Fishing Association (SIGFA) Tournament, the Samoa Tourism Exchange and the ANZAC Day celebrations.

Underpinning the higher visitor arrivals in the current month were increases in visitors from:

- Australia (up 48.9 percent)
- New Zealand (up 42.1 percent)
- American Samoa (up 4.1 percent) and;
- Europe (up 1.3 percent).

For arrivals by purpose, the bulk of this increase came from those who were here on '**Holiday**' (up 80.7 percent) coupled with a 23.5 percent increase in '**Visiting Friends and Relatives (VFR)**'.

However, **total visitor arrivals in the first ten months of 2016/17** were slightly lower by 0.9 percent over the same period in 2015/16.

Analysing the overall trend by purpose of visit, visitors that were here for **Sports** were down by 52.3 from last year's total due to a return to normal levels after hosting the Commonwealth Youth Games in September 2015. Also, visitors here for '**Other**' purposes were down by 7.6 percent. On the other hand, visitors here for **Holiday, Business and Conferences** and **Visiting Friends and Relatives (VFR)** rose by 2.8 percent, 2.5 percent and 0.5 percent and in that order.

As a result of a 4.3 percent hike in the average visitor expenditure, **total visitor receipts** increased by 27.5 percent (\$7.3 million) to \$34.0 million in April 2017. This is 5.3 percent higher than in April 2016.

**Total visitor receipts in the first ten months of 2016/17** were 1.0 percent lower compared to the same period of 2015/16. The overall decline in the first ten months reflected a decline in earnings from sports visitors and 'other' purposes visitors by 46.2 percent and 11.9 percent respectively. On the bright side, earnings from Holiday, VFR and Business and conferences visitors were up by 2.3 percent, 0.2 percent and 3.0 percent in that order. By country, visitors from Australia, USA, Other countries and Europe fell by 6.7 percent, 11.9 percent, 11.1 percent and 6.8 percent in that order. Proceeds from American Samoa and New Zealand visitors grew by 22.6 percent and 2.8 percent respectively.

On the **tourism price index**, the overall index fell by 0.3 percent over the month due to a 0.5 percent drop in 'Meals and drinks' coupled by a 0.6 percent decline for both 'Family obligations' and 'Miscellaneous' subgroups.

**Total private remittances** fell by 7.6 percent to \$29.8 million in the month under review. At this level, it was also 5.5 percent lower when compared to the same month in 2016.

The contraction in private remittances was due entirely to reductions in funds sent from its main source countries such as American Samoa (**down 27.4 percent**), 'Other countries' (**down 17.9 percent**), Australia (**down 14.5 percent**), USA (**down 4.9 percent**) and New Zealand (**down slightly by 0.9 percent**). In terms of recipients, there were declines in funds directed to 'households and individuals', 'hand-carried cash' and non-profit institutions' during the reviewed month.

## VISITOR EARNINGS & REMITTANCES REPORT

April 2017

Despite the drop in April 2017, the **total inflow of private remittances** for the **first ten months of 2016/17** rose by 2.4 percent to \$332.41 million compared to the same period last year. The overall increase of 2.4 percent in the first 10 months reflected a 5.2 percent hike in remittances from New Zealand and a 4.6 percent gain in funds from the US given an overall strengthening of the US dollar by 3.4 percent in the first 10 months of the year. On the other hand, lower remittances were recorded from American Samoa (down 20.9 percent) and Australia (down 1.2 percent). By recipient, individual and family remittances were up by 1.4 percent while hand carried cash rose by 29.5 percent in the first 10 months of the year. On the downside, remittances were lower for Churches and charitable organisations down by 40.0 percent in the period under review.

The share of remittance inflows received through money transfer operators (MTOs) registered at 87.9 percent; although dropping from 90.6 percent share in the previous month, while those that came through the banking system increased to 12.1 percent from 9.4 percent a month ago.

The average **cost of sending** NZD\$200.00 to Samoa fell slightly to 12.71 percent of total cost from 12.76 percent in the previous month while the cost of sending AUD\$200.00 to Samoa also dropped to 11.04 percent of total funds, from 11.31 percent a month ago.

**CENTRAL BANK OF SAMOA**  
**10<sup>th</sup> OCTOBER 2017**

# VISITOR EARNINGS & REMITTANCES REPORT

April 2017

**Table 1. TOURISM EARNINGS, AVERAGE EXPENDITURE AND TOURISM PRICE INDEX**

	Apr-16	May-16	Jun-16	Jul-16	Aug-16	Sep-16	Oct-16	Nov-16	Dec-16	Jan-17	Feb-17	Mar-17	Apr-17
<b>Total arrivals (1)</b>	<b>11,295</b>	<b>11,246</b>	<b>12,936</b>	<b>16,482</b>	<b>12,270</b>	<b>12,066</b>	<b>11,393</b>	<b>9,243</b>	<b>18,677</b>	<b>11,916</b>	<b>7,810</b>	<b>9,407</b>	<b>11,586</b>
<b>Arrivals, by market (1)</b>													
American Samoa	846	1,281	1,575	2,136	1,447	913	949	1,227	2,926	1,299	812	1,185	1,233
Australia	2,311	2,462	2,411	2,568	2,213	2,533	2,214	1,649	4,551	2,586	1,716	1,647	2,453
Europe	769	554	491	556	551	388	401	295	275	253	275	396	401
New Zealand	5,008	4,479	5,667	7,880	5,769	6,310	5,698	4,117	8,378	5,510	3,279	3,881	5,513
USA	809	1,021	1,217	1,479	735	505	762	589	1,064	804	467	907	713
Other Countries	1,552	1,449	1,575	1,863	1,555	1,417	1,369	1,366	1,483	1,464	1,261	1,391	1,273
Cruise ships	0	0	0	0	0	0	0	0	0	0	0	0	0
<b>Arrivals, by purpose (1)</b>													
Holiday	4,349	3,842	5,176	7,237	5,599	5,652	4,786	3,531	7,238	3,737	2,472	2,727	4,928
VFR	3,371	3,303	3,942	4,719	3,413	3,466	3,569	2,916	8,334	5,125	2,806	3,004	3,710
Business & Conference	1,019	1,377	1,272	1,534	1,026	1,019	968	946	835	738	713	1,050	851
Sport	91	286	253	158	141	192	168	33	32	42	80	83	49
Other	2,465	2,438	2,293	2,834	2,091	1,737	1,902	1,817	2,238	2,274	1,739	2,543	2,048
Cruise ships	0	0	0	0	0	0	0	0	0	0	0	0	0
<b>Total earnings (2) **</b>	<b>32.31</b>	<b>31.28</b>	<b>38.45</b>	<b>34.66</b>	<b>29.23</b>	<b>34.66</b>	<b>30.96</b>	<b>25.35</b>	<b>46.42</b>	<b>31.87</b>	<b>24.05</b>	<b>26.68</b>	<b>34.02</b>
<b>Earnings, by market (2)</b>													
American Samoa	1.71	1.83	2.52	4.52	2.57	1.81	2.31	1.93	5.32	2.39	1.31	2.03	2.57
Australia	6.99	10.64	11.77	4.32	5.80	7.22	5.90	5.42	15.18	7.80	6.64	3.84	7.51
Europe	1.90	1.69	0.78	0.82	1.52	0.89	1.16	0.91	0.93	0.70	0.68	0.93	1.01
New Zealand (8)	15.55	11.98	13.90	16.63	14.60	19.65	16.98	12.99	19.44	15.54	11.88	14.18	17.55
USA	1.90	1.71	5.24	4.32	2.11	1.70	2.50	1.93	3.36	3.15	1.30	2.06	1.74
Other Countries	4.25	3.43	4.24	4.04	2.64	3.38	2.12	2.17	2.18	2.30	2.23	3.65	3.64
Cruise ships	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
<b>Earnings, by purpose (2)</b>													
Holiday	13.31	11.89	14.04	16.23	11.36	15.28	11.86	9.95	16.10	8.35	7.60	7.80	15.22
VFR	10.21	10.54	15.46	12.46	12.86	13.58	13.66	9.68	26.01	18.09	9.74	10.80	11.38
Business & Conference	3.01	3.98	3.89	2.50	2.41	2.96	2.54	3.21	2.09	1.70	2.05	2.79	2.53
Sport	0.31	0.97	0.91	0.40	0.65	0.51	0.60	0.07	0.05	0.12	0.26	0.27	0.17
Other	5.47	3.90	4.15	3.07	1.96	2.33	2.31	2.44	2.17	3.61	4.39	5.02	4.71
Cruise ships	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
<b>Average expenditure (3)</b>	<b>2,860</b>	<b>2,781</b>	<b>2,972</b>	<b>2,103</b>	<b>2,382</b>	<b>2,873</b>	<b>2,717</b>	<b>2,743</b>	<b>2,485</b>	<b>2,674</b>	<b>3,079</b>	<b>2,837</b>	<b>2,936</b>
<b>Tourism Price Index</b>	<b>140.9</b>	<b>142.0</b>	<b>143.6</b>	<b>145.1</b>	<b>143.7</b>	<b>143.0</b>	<b>142.3</b>	<b>142.2</b>	<b>142.9</b>	<b>143.4</b>	<b>143.4</b>	<b>142.6</b>	<b>142.1</b>
<b>First Number of Months up to</b>	<b>10</b>	<b>11</b>	<b>12</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>	<b>8</b>	<b>9</b>	<b>10</b>
<b>months</b>	<b>months</b>	<b>months</b>	<b>months</b>	<b>months</b>	<b>months</b>	<b>months</b>	<b>months</b>	<b>months</b>	<b>months</b>	<b>months</b>	<b>months</b>	<b>months</b>	<b>months</b>
<b>Total Visitor Arrivals</b>	121,922	133,168	146,104	16,482	28,752	40,818	52,211	61,454	80,131	92,047	99,857	109,264	120,850
<i>Percentage Change</i>	10.4%	9.8%	9.8%	7.2%	1.9%	-1.2%	-1.3%	-1.7%	-0.2%	-0.4%	-0.8%	-1.2%	-0.9%
Past 3 year average	0.8%	0.4%	-0.1%	1.0%	2.7%	3.2%	3.5%	3.0%	3.0%	3.5%	3.7%	3.8%	3.9%
Past 5 year average	0.8%	0.9%	0.8%	4.0%	3.5%	3.3%	3.6%	2.9%	2.1%	2.4%	2.4%	2.5%	2.5%
<b>Arrivals, by market (1)</b>													
American Samoa	11,809	13,090	14,665	2,136	3,583	4,496	5,445	6,672	9,598	10,897	11,709	12,894	14,127
Australia	26,038	28,500	30,911	2,568	4,781	7,314	9,528	11,177	15,728	18,314	20,030	21,677	24,130
Europe	4,059	4,613	5,104	556	1,107	1,495	1,896	2,191	2,466	2,719	2,994	3,390	3,791
New Zealand	55,283	59,762	65,429	7,880	13,649	19,959	25,657	29,774	38,152	43,662	46,941	50,822	56,335
USA	9,481	10,502	11,719	1,479	2,214	2,719	3,481	4,070	5,134	5,938	6,405	7,312	8,025
Other Countries	15,252	16,701	18,276	1,863	3,418	4,835	6,204	7,570	9,053	10,517	11,778	13,169	14,442
<b>Arrivals, by purpose (1)</b>													
Holiday	46,593	50,435	55,611	7,237	12,836	18,488	23,274	26,805	34,043	37,780	40,252	42,979	47,907
VFR	40,868	44,171	48,113	4,719	8,132	11,598	15,167	18,083	26,417	31,542	34,348	37,352	41,062
Business & Conference	9,444	10,821	12,093	1,534	2,560	3,579	4,547	5,493	6,328	7,066	7,779	8,829	9,680
Sport	2,049	2,335	2,588	158	299	491	659	692	724	766	846	929	978
Other	22,968	25,406	27,699	2,834	4,925	6,662	8,564	10,381	12,619	14,893	16,632	19,175	21,223
Cruise ships	0	0	0	0	0	0	0	0	0	0	0	0	0

(1) Persons

(2) Tala million

(3) Tala, per person

# VISITOR EARNINGS & REMITTANCES REPORT

April 2017

Table 2.

## INFLOW OF PRIVATE REMITTANCES

AMOUNTS IN TALA MILLION

	Apr-16	May-16	Jun-16	Jul-16	Aug-16	Sep-16	Oct-16	Nov-16	Dec-16	Jan-17	Feb-17	Mar-17	Apr-17
<b>By Recipient</b>	<b>31.58</b>	<b>35.45</b>	<b>31.11</b>	<b>33.75</b>	<b>36.39</b>	<b>33.04</b>	<b>32.21</b>	<b>33.85</b>	<b>43.56</b>	<b>30.70</b>	<b>26.77</b>	<b>32.30</b>	<b>29.83</b>
Banknotes	3.06	4.47	3.98	4.17	3.82	3.98	3.87	3.77	6.88	5.20	2.65	3.16	2.83
Churches, school, Charities	0.41	1.52	0.61	1.57	3.24	1.05	0.61	0.76	0.45	0.53	0.18	0.30	0.08
Individual/Family/Households	26.37	28.15	25.35	26.17	27.97	26.42	26.44	26.85	34.37	22.76	22.81	27.97	25.09
In Kind	0.44	0.68	0.51	0.52	0.48	0.60	0.48	0.54	0.60	0.50	0.45	0.57	0.48
Others	1.30	0.62	0.65	1.33	0.87	0.99	0.81	1.93	1.26	1.71	0.67	0.30	1.35
<b>By Country</b>	<b>31.58</b>	<b>35.45</b>	<b>31.11</b>	<b>33.75</b>	<b>36.39</b>	<b>33.04</b>	<b>32.21</b>	<b>33.85</b>	<b>43.56</b>	<b>30.70</b>	<b>26.77</b>	<b>32.30</b>	<b>29.83</b>
USA	5.07	5.44	5.31	6.04	4.98	4.44	5.43	5.16	6.43	4.73	4.18	5.74	5.46
New Zealand	14.20	16.44	14.48	14.57	12.80	14.42	11.80	13.87	19.82	13.32	11.61	14.14	14.01
Australia	9.94	10.09	8.87	10.22	13.40	11.50	12.32	12.04	14.32	9.65	8.79	9.59	8.21
American Samoa	1.68	1.74	1.58	1.58	1.69	1.38	1.46	1.50	1.57	1.18	1.22	1.74	1.26
Others	0.70	1.74	0.86	1.34	3.53	1.30	1.20	1.29	1.42	1.81	0.96	1.09	0.89
<b>By Channel (%)</b>													
Banks	11.5%	8.7%	8.0%	11.5%	14.8%	8.3%	12.4%	12.4%	8.2%	13.9%	10.9%	9.4%	12.1%
Non Banks (1)	88.5%	91.3%	92.0%	88.5%	85.2%	91.7%	87.6%	87.6%	91.8%	86.1%	89.1%	90.6%	87.9%
<b>TOTAL</b>	<b>31.58</b>	<b>35.45</b>	<b>31.11</b>	<b>33.75</b>	<b>36.39</b>	<b>33.04</b>	<b>32.21</b>	<b>33.85</b>	<b>43.56</b>	<b>30.70</b>	<b>26.77</b>	<b>32.30</b>	<b>29.83</b>
<b>First Number of Months up to</b>	<b>10</b>	<b>11</b>	<b>12</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>	<b>8</b>	<b>9</b>	<b>10</b>
	<b>months</b>	<b>months</b>	<b>months</b>	<b>month</b>	<b>months</b>	<b>months</b>	<b>months</b>	<b>months</b>	<b>months</b>	<b>months</b>	<b>months</b>	<b>months</b>	<b>months</b>
<b>Total Remittances</b>	<b>324.69</b>	<b>360.14</b>	<b>391.25</b>	<b>33.75</b>	<b>70.15</b>	<b>103.19</b>	<b>135.40</b>	<b>169.25</b>	<b>212.81</b>	<b>243.51</b>	<b>270.28</b>	<b>302.58</b>	<b>332.41</b>
<i>Percentage Change</i>	-7.0%	-6.6%	-6.5%	0.1%	3.5%	3.8%	1.2%	3.8%	2.8%	4.2%	2.6%	3.2%	2.4%
3 year average	0.0%	-0.1%	-0.2%	-1.7%	-0.9%	0.0%	1.4%	-0.5%	-0.7%	-2.0%	-2.2%	-2.2%	-1.9%
5 year average	3.7%	4.0%	4.1%	12.2%	6.0%	4.0%	4.1%	3.5%	2.0%	1.8%	1.7%	1.5%	1.4%
<b>By Recipient</b>													
Banknotes	31.14	35.61	39.60	4.17	7.99	11.97	15.84	19.61	26.49	31.69	34.34	37.50	40.33
Churches, school, Charities	14.73	16.25	16.87	1.57	4.82	5.87	6.48	7.24	7.69	8.22	8.40	8.70	8.78
Individual/Family/Households	263.29	291.44	316.79	26.17	54.14	80.56	107.00	133.85	168.22	190.98	213.80	241.77	266.86
In Kind	5.24	5.92	6.42	0.52	1.00	1.59	2.08	2.62	3.22	3.72	4.17	4.73	5.21
Others	10.29	10.92	11.57	1.33	2.20	3.19	4.00	5.93	7.19	8.90	9.57	9.88	11.23
<b>By Country</b>													
USA	48.01	53.45	58.76	6.04	11.02	15.46	20.89	26.05	32.48	37.21	41.39	47.13	52.59
New Zealand	133.40	149.83	164.32	14.57	27.37	41.79	53.59	67.46	87.28	100.60	112.22	126.35	140.36
Australia	111.34	121.43	130.30	10.22	23.62	35.11	47.43	59.47	73.79	83.44	92.23	101.82	110.03
American Samoa	18.43	20.17	21.75	1.58	3.27	4.64	6.11	7.60	9.17	10.36	11.58	13.32	14.58
Others	13.52	15.26	16.12	1.34	4.87	6.17	7.38	8.67	10.09	11.90	12.87	13.96	14.85

(1) Includes Money Transfer Operators (MTOs) and Foreign Exchange Dealers (FEDs)