

VISITOR EARNINGS & REMITTANCES REPORT JUNE 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.

Note.

Starting May 2017, visitor earnings calculation have now been revised to reflect average visitor spending and length of stay data collected in the 2012/2013 International Visitor Survey (IVS). Before that, the average visitor expenditure numbers were based on 2002/2003 IVS. The revision starts from August 2012 right up to the latest month. Please note, visitor arrivals are not affected by these revisions just visitor earnings

Report No.12: 2016/17

June 2017

For the last month of 2016/17, **total visitor arrivals** shot up by 28.4 percent to 14,153. The current level was also 9.4 percent higher than the same month last year.

The sharp boost in arrivals reflected several regular and one-off events that occurred in June 2017 such as Samoa's Independence Day celebrations, the Worship Centre Christian Church Worldwide 2017 Conference, the Super Rugby match between the Auckland Blues and Queensland Reds at Apia Park, Magik FM's Roots Concert and the Manu Samoa vs Wales game.

By Country, the higher visitor arrivals in the current month were due to increases in visitors from:

- American Samoa (up 62.9 percent)
- Europe (up 55.3 percent)
- Other Countries (up 29.0 percent)
- USA (up 27.7 percent)
- Australia (up 23.4 percent) and;
- New Zealand (up 20.6 percent)

For arrivals by purpose, the bulk of this increase came from

- Those who were on '**Holiday**' (up 61.1 percent)
- '**Visiting Friends and Relatives (VFR)**' (up 19.5 percent).

Despite the increase in June 2017, **total visitor arrivals in the twelve months of 2016/17** fell slightly by 0.1 percent over the same period in 2015/16. Analysing the overall trend by purpose of visit, visitors that were here for the purpose of **Holiday** and **Business and Conference** were up by 4.2 percent and 3.4 percent respectively.

However, after hosting the Commonwealth Youth Games in September 2015, **Sports visitors** fell by 46.8 percent while visitors for '**Other**' purposes and **Visiting Friends and Relatives (VFR)** dropped by 5.0 percent and 0.4 percent in that order.

Although the average visitor expenditure dropped by a seasonal 19.2 percent, **total visitor receipts** edged up by 3.7 percent (\$1.3 million) to \$35.4 million in June 2017, which was 11.6 percent higher than in the same month last year.

Total visitor earnings in the first twelve months of 2016/17 went up slightly by 0.5 percent when compared to the same period of 2015/16. The overall increase in the twelve months reflected increases in earnings from visitors that were for 'Holiday', 'Business and Conference' and 'VFR' by 5.5 percent, 4.5 percent and 0.2 percent respectively. On the downside, earnings from 'Sport' and 'Other' purposes visitors were lower by 51.3 percent and 9.4 percent in that order. By country, earnings from American Samoa and New Zealand visitors grew by 18.6 percent and 5.2 percent in that order, offsetting lower proceeds from USA, Europe, 'Other' and Australian visitors.

On the **tourism price index**, the overall index went up further by 0.8 percent over the month due to a 1.6 percent increase in 'Meals and drinks' coupled with a 1.2 percent boosts for Family obligations, Miscellaneous and 'Other Transportation' subgroups.

VISITOR EARNINGS & REMITTANCES REPORT

June 2017

Total private remittances went up for the second consecutive month by 3.8 percent to \$37.1 million in the month under review. At this level, it was also 19.1 percent higher when compared to the same month in 2016.

The improvement in private remittances was due entirely to increases in funds received from its main source countries such as New Zealand (**up 14.8 percent**) and Australia (**up 2.8 percent**). In terms of recipients, the increase came from funds directed to 'Other' recipients (up \$4.5 million) coupled with a 0.8 percent hike in 'In-kind' remittances, outweighing reductions in funds for non-profit institutions serving households (NPISH)¹, hand-carried cash and individuals.

As a result, **total inflow of private remittances** for the **twelve months to June 2016/17** rose by 3.6 percent to \$405.2 million compared to the same period last year. The overall increase in the twelve months reflected a 6.6 percent increase in transfers from both New Zealand and USA (partly explained by a 3.0 percent appreciation in the US dollar against the Samoan tala). Furthermore, gains of 15.9 percent and 0.9 percent were recorded for 'Others' and Australia respectively, whilst remittances from American Samoa fell by 20.3 percent. By recipient, 'other', 'hand-carried cash', and 'individual and family' transfers increased by 78.6 percent, 18.0 percent and 1.8 percent respectively while NPISH contracted by 46.4 percent at the end of 2016/17 .

The share of remittance inflows received through money transfer operators (MTOs) was registered at 75.2 percent; dropping from 85.8 percent share in the previous month, while those that came through the banking system jumped to 24.8 percent from 14.2 percent a month ago.

The average **cost of sending** NZD\$200.00 to Samoa rose further to 13.56 percent of total cost from 13.31 percent in the previous month whereas the cost of sending AUD\$200.00 to Samoa dropped to 10.86 percent of total funds, from 10.89 percent a month ago.

CENTRAL BANK OF SAMOA
18th JANUARY 2018

¹ NPISH refers to Churches, NGOs, Charities etc...

VISITOR EARNINGS & REMITTANCES REPORT

June 2017

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

	Jun-16	Jul-16	Aug-16	Sep-16	Oct-16	Nov-16	Dec-16	Jan-17	Feb-17	Mar-17	Apr-17	May-17	Jun-17
Total arrivals (1)	12,936	16,482	12,270	12,066	11,393	9,243	18,677	11,916	7,810	9,407	11,586	11,025	14,153
Arrivals, by market (1)													
American Samoa	1,575	2,136	1,447	913	949	1,227	2,926	1,299	812	1,185	1,233	1,219	1,986
Australia	2,411	2,568	2,213	2,533	2,214	1,649	4,551	2,586	1,716	1,647	2,453	2,350	2,899
Europe	491	556	551	388	401	295	275	253	275	396	401	322	500
New Zealand	5,667	7,880	5,769	6,310	5,698	4,117	8,378	5,510	3,279	3,881	5,513	5,062	6,106
USA	1,217	1,479	735	505	762	589	1,064	804	467	907	713	802	1,024
Other Countries	1,575	1,863	1,555	1,417	1,369	1,366	1,483	1,464	1,261	1,391	1,273	1,270	1,638
Cruise ships	0	0	0	0	0	0	0	0	0	0	0	0	0
Arrivals, by purpose (1)													
Holiday	5,176	7,237	5,599	5,652	4,786	3,531	7,238	3,737	2,472	2,727	4,928	3,839	6,184
VFR	3,942	4,719	3,413	3,466	3,569	2,916	8,334	5,125	2,806	3,004	3,710	3,115	3,722
Business & Conference	1,272	1,534	1,026	1,019	968	946	835	738	713	1,050	851	1,419	1,400
Sport	253	158	141	192	168	33	32	42	80	83	49	208	191
Other	2,293	2,834	2,091	1,737	1,902	1,817	2,238	2,274	1,739	2,543	2,048	2,444	2,656
Cruise ships	0	0	0	0	0	0	0	0	0	0	0	0	0
Total earnings (2) **	31.74	38.54	31.24	31.97	30.24	26.95	50.87	29.01	20.46	25.09	32.85	34.17	35.43
Earnings, by market (2)													
American Samoa	3.29	4.49	2.38	1.45	1.24	2.18	6.69	2.73	0.85	2.35	3.26	3.73	4.17
Australia	7.19	6.22	7.16	7.63	8.03	7.11	15.20	7.60	6.19	5.65	8.31	7.31	8.81
Europe	0.39	0.40	0.61	0.36	0.33	0.37	0.42	0.25	0.24	0.52	0.46	0.30	0.40
New Zealand (8)	13.05	18.71	16.36	17.70	16.36	12.63	21.34	13.78	8.07	10.34	16.13	17.45	14.34
USA	3.31	4.14	1.48	1.83	1.60	1.44	3.06	1.88	1.58	3.16	1.28	1.93	2.75
Other Countries	4.52	4.59	3.24	3.00	2.69	3.22	4.16	2.77	3.52	3.07	3.40	3.45	4.97
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
Earnings, by purpose (2)													
Holiday	13.66	17.36	15.23	16.25	10.87	8.64	19.70	9.98	6.76	6.89	13.26	13.28	16.76
VFR	12.01	14.01	10.04	9.74	11.57	13.40	24.70	14.42	7.21	7.26	10.78	12.30	11.58
Business & Conference	3.79	3.54	3.39	3.04	2.47	3.33	2.75	2.59	2.50	3.29	2.94	4.36	4.27
Sport	0.42	0.50	0.29	0.61	0.33	0.06	0.07	0.12	0.17	0.26	0.13	0.74	0.32
Other	1.87	3.12	2.30	2.33	4.99	1.52	3.66	1.89	3.82	7.39	5.74	3.49	2.50
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
Average expenditure (3)	2,454	2,338	2,546	2,650	2,655	2,916	2,724	2,435	2,620	2,667	2,835	3,099	2,504
Tourism Price Index	143.6	145.1	143.7	143.0	142.3	142.2	142.9	143.4	143.4	142.6	142.1	143.9	145.1
First Number of Months up to	12	1	2	3	4	5	6	7	8	9	10	11	12
Total Visitor Arrivals	146,104	16,482	28,752	40,818	52,211	61,454	80,131	92,047	99,857	109,264	120,850	131,875	146,028
<i>Percentage Change</i>	9.8%	7.2%	1.9%	-1.2%	-1.3%	-1.7%	-0.2%	-0.4%	-0.8%	-1.2%	-0.9%	-1.0%	-0.1%
Past 3 year average	-0.1%	1.0%	2.7%	3.2%	3.5%	3.0%	3.0%	3.5%	3.7%	3.8%	3.9%	3.9%	3.7%
Past 5 year average	0.8%	4.0%	3.5%	3.3%	3.6%	2.9%	2.1%	2.4%	2.4%	2.5%	2.5%	2.6%	2.6%
Total Visitor Earnings	385.1	38.5	69.8	101.7	132.0	158.9	209.8	238.8	259.3	284.4	317.2	351.4	386.8
<i>Percentage Change</i>	10.8%	9.5%	3.2%	0.4%	-0.2%	-1.4%	-0.5%	-1.0%	-1.1%	-1.5%	-0.6%	-0.6%	0.5%
Past 3 year average	-5.9%	7.2%	5.7%	5.4%	5.9%	2.3%	5.1%	9.1%	7.4%	5.9%	4.5%	5.6%	2.8%
Past 5 year average	-1.3%	7.3%	5.5%	2.8%	4.1%	2.1%	3.7%	4.4%	0.7%	2.9%	2.4%	7.1%	5.3%
Earnings, by market (2)													
American Samoa	30.0	4.5	6.9	8.3	9.6	11.7	18.4	21.2	22.0	24.4	27.6	31.4	35.5
Australia	99.7	6.2	13.4	21.0	29.0	36.1	51.4	59.0	65.1	70.8	79.1	86.4	95.2
Europe	5.1	0.4	1.0	1.4	1.7	2.1	2.5	2.7	3.0	3.5	4.0	4.3	4.7
New Zealand (8)	174.2	18.7	35.1	52.8	69.1	81.8	103.1	116.9	124.9	135.3	151.4	168.9	183.2
USA	30.1	4.1	5.6	7.4	9.0	10.5	13.5	15.4	17.0	20.2	21.4	23.4	26.1
Other Countries	45.9	4.6	7.8	10.8	13.5	16.7	20.9	23.7	27.2	30.3	33.7	37.1	42.1
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
Earnings, by purpose (2)													
Holiday	146.9	17.4	32.6	48.8	59.7	68.3	88.0	98.0	104.8	111.7	124.9	138.2	155.0
VFR	146.8	14.0	24.1	33.8	45.4	58.8	83.5	97.9	105.1	112.4	123.1	135.4	147.0
Business & Conference	36.8	3.5	6.9	10.0	12.4	15.8	18.5	21.1	23.6	26.9	29.9	34.2	38.5
Sport	7.4	0.5	0.8	1.4	1.7	1.8	1.9	2.0	2.2	2.4	2.5	3.3	3.6
Other	47.2	3.1	5.4	7.8	12.7	14.3	17.9	19.8	23.6	31.0	36.8	40.3	42.7
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

(1) Persons
 (2) Tala million
 (3) Tala, per person

VISITOR EARNINGS & REMITTANCES REPORT

June 2017

Table 2.

INFLOW OF PRIVATE REMITTANCES

AMOUNTS IN TALA MILLION

	Jun-16	Jul-16	Aug-16	Sep-16	Oct-16	Nov-16	Dec-16	Jan-17	Feb-17	Mar-17	Apr-17	May-17	Jun-17
By Recipient	31.11	33.75	36.39	33.04	32.21	33.85	43.56	30.70	26.77	32.30	29.83	35.70	37.06
Banknotes	3.98	4.17	3.82	3.98	3.87	3.77	6.88	5.20	2.65	3.16	2.83	3.54	2.85
Churches, school, Charities	0.61	1.57	3.24	1.05	0.61	0.76	0.45	0.53	0.18	0.30	0.08	0.19	0.07
Individual/Family/Households	25.35	26.17	27.97	26.42	26.44	26.85	34.37	22.76	22.81	27.97	25.09	28.97	26.66
In Kind	0.51	0.52	0.48	0.60	0.48	0.54	0.60	0.50	0.45	0.57	0.48	0.52	0.52
Others	0.65	1.33	0.87	0.99	0.81	1.93	1.26	1.71	0.67	0.30	1.35	2.47	6.96
By Country	31.11	33.75	36.39	33.04	32.21	33.85	43.56	30.70	26.77	32.30	29.83	35.70	37.06
USA	5.31	6.04	4.98	4.44	5.43	5.16	6.43	4.73	4.18	5.74	5.46	5.22	4.80
New Zealand	14.48	14.57	12.80	14.42	11.80	13.87	19.82	13.32	11.61	14.14	14.01	16.18	18.57
Australia	8.87	10.22	13.40	11.50	12.32	12.04	14.32	9.65	8.79	9.59	8.21	10.56	10.86
American Samoa	1.58	1.58	1.69	1.38	1.46	1.50	1.57	1.18	1.22	1.74	1.26	1.47	1.28
Others	0.86	1.34	3.53	1.30	1.20	1.29	1.42	1.81	0.96	1.09	0.89	2.26	1.55
By Channel (%)													
Banks	8.0%	11.5%	14.8%	8.3%	12.4%	12.4%	8.2%	13.9%	10.9%	9.4%	12.1%	14.2%	24.8%
Non Banks (1)	92.0%	88.5%	85.2%	91.7%	87.6%	87.6%	91.8%	86.1%	89.1%	90.6%	87.9%	85.8%	75.2%
TOTAL	31.11	33.75	36.39	33.04	32.21	33.85	43.56	30.70	26.77	32.30	29.83	35.70	37.06
First Number of Months up to	12	1	2	3	4	5	6	7	8	9	10	11	12
	months	month	months	months	months	months	months	months	months	months	months	months	months
Total Remittances	391.25	33.75	70.15	103.19	135.40	169.25	212.81	243.51	270.28	302.58	332.41	368.11	405.17
<i>Percentage Change</i>	-6.5%	0.1%	3.5%	3.8%	1.2%	3.8%	2.8%	4.2%	2.6%	3.2%	2.4%	2.2%	3.6%
3 year average	-0.2%	-1.7%	-0.9%	0.0%	1.4%	-0.5%	-0.7%	-2.0%	-2.2%	-2.2%	-1.9%	-2.2%	-2.1%
5 year average	4.1%	12.2%	6.0%	4.0%	4.1%	3.5%	2.0%	1.8%	1.7%	1.5%	1.4%	1.7%	1.5%
By Recipient													
Banknotes	39.60	4.17	7.99	11.97	15.84	19.61	26.49	31.69	34.34	37.50	40.33	43.86	46.72
Churches, school, Charities	16.87	1.57	4.82	5.87	6.48	7.24	7.69	8.22	8.40	8.70	8.78	8.98	9.04
Individual/Family/Households	316.79	26.17	54.14	80.56	107.00	133.85	168.22	190.98	213.80	241.77	266.86	295.83	322.49
In Kind	6.42	0.52	1.00	1.59	2.08	2.62	3.22	3.72	4.17	4.73	5.21	5.73	6.26
Others	11.57	1.33	2.20	3.19	4.00	5.93	7.19	8.90	9.57	9.88	11.23	13.70	20.66
By Country													
USA	58.76	6.04	11.02	15.46	20.89	26.05	32.48	37.21	41.39	47.13	52.59	57.81	62.61
New Zealand	164.32	14.57	27.37	41.79	53.59	67.46	87.28	100.60	112.22	126.35	140.36	156.55	175.12
Australia	130.30	10.22	23.62	35.11	47.43	59.47	73.79	83.44	92.23	101.82	110.03	120.59	131.44
American Samoa	21.75	1.58	3.27	4.64	6.11	7.60	9.17	10.36	11.58	13.32	14.58	16.06	17.34
Others	16.12	1.34	4.87	6.17	7.38	8.67	10.09	11.90	12.87	13.96	14.85	17.10	18.65

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