

## VISITOR EARNINGS & REMITTANCES REPORT JULY 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 started from August 2012 to the latest month for visitor earnings only not affecting visitor arrivals.

### *Report No.1: 2017/18*

*July 2017*

**Total visitor arrivals** increased by 29.1 percent to 18,269 in the first month of 2017/18. The current level was also 10.8 percent higher than July 2016.

The sharp boost in arrivals was due to various activities held during the month, such as Pacific Power Association Annual Conference, Samoa Golf Open, Manu Samoa vs Fiji game, 50th anniversary of Peace Corps in Samoa as well as the Methodist Church Annual Conference.

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

- USA (up 45.7 percent)
- American Samoa (up 38.7 percent)
- New Zealand (up 36.7 percent)
- Australia (up 17.6 percent) and;
- Other Countries (up 10.8 percent)

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

- Those who were on 'Sport' (up 47.1 percent)
- 'Visiting Friends and Relatives (VFR) (up 41.8 percent).
- 'Other' (up 29.0 percent)
- 'Holiday' (up 26.3 percent) and;
- 'Business and Conference' (up 5.2 percent)

Despite a 6.9 percent drop in the average visitor expenditure, **total visitor receipts** leapt by 20.2 percent

(\$7.1 million) to \$42.6 million in July 2017 and was 10.5 percent higher than in the same month of 2016.

On the **tourism price index**, the overall index edged up by 0.5 percent for the third consecutive month following an increase of 2.6 percent for 'Meals and drinks as well as gains of 0.6 percent each for 'Family obligations' and 'Miscellaneous' sub-groups respectively.

**Total private remittances** again expanded by 1.7 percent to \$37.7 million for the third consecutive month and was also 11.6 percent higher when compared to July 2016.

Largely underpinning the overall increase in private remittances were increases in funds received from the main source countries such as USA (**up 21.8 percent**), American Samoa (**up 15.6 percent**), Australia (**up 0.8 percent**) and '**Others**' (up more than two-fold). In terms of recipients, the increase came from 'Hand-carried cash' (up 41.5 percent) coupled with increases of 27.9 percent and 1.9 percent for funds directed to 'non-profit institutions serving households' (NPISH)<sup>1</sup> and for 'individuals and families' respectively. This managed to offset contractions for 'In kind' transfers and funds for 'Other' types of recipients.

<sup>1</sup> NPISH refers to Churches, NGOs, Charities etc...

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After dropping from the previous month, the share of remittance inflows received through money transfer operators (MTOs) rebounded to 76.6 percent from 75.2 percent, while those that came through the banking system fell to 23.4 percent from 24.8 percent a month ago.

The average **cost of sending** NZD\$200.00 to Samoa rose further to 14.70 percent of total cost, up from 13.56 percent in the previous month whereas the cost of sending AUD\$200.00 to Samoa fell further to 10.51 percent of total funds, from 10.86 percent in June 2017.

**CENTRAL BANK OF SAMOA**  
**23 JANUARY 2018**

# VISITOR EARNINGS & REMITTANCES REPORT

July 2017

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

	Jul-16	Aug-16	Sep-16	Oct-16	Nov-16	Dec-16	Jan-17	Feb-17	Mar-17	Apr-17	May-17	Jun-17	Jul-17
<b>Total arrivals (1)</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>11,025</b>	<b>14,153</b>	<b>18,269</b>
<b>Arrivals, by market (1)</b>													
American Samoa	2,136	1,447	913	949	1,227	2,926	1,299	812	1,185	1,233	1,219	1,986	2,754
Australia	2,568	2,213	2,533	2,214	1,649	4,551	2,586	1,716	1,647	2,453	2,350	2,899	3,408
Europe	556	551	388	401	295	275	253	275	396	401	322	500	455
New Zealand	7,880	5,769	6,310	5,698	4,117	8,378	5,510	3,279	3,881	5,513	5,062	6,106	8,345
USA	1,479	735	505	762	589	1,064	804	467	907	713	802	1,024	1,492
Other Countries	1,863	1,555	1,417	1,369	1,366	1,483	1,464	1,261	1,391	1,273	1,270	1,638	1,815
Cruise ships	0	0	0	0	0	0	0	0	0	0	0	0	0
<b>Arrivals, by purpose (1)</b>													
Holiday	7,237	5,599	5,652	4,786	3,531	7,238	3,737	2,472	2,727	4,928	3,839	6,184	7,810
VFR	4,719	3,413	3,466	3,569	2,916	8,334	5,125	2,806	3,004	3,710	3,115	3,722	5,279
Business & Conference	1,534	1,026	1,019	968	946	835	738	713	1,050	851	1,419	1,400	1,473
Sport	158	141	192	168	33	32	42	80	83	49	208	191	281
Other	2,834	2,091	1,737	1,902	1,817	2,238	2,274	1,739	2,543	2,048	2,444	2,656	3,426
Cruise ships	0	0	0	0	0	0	0	0	0	0	0	0	0
<b>Total earnings (2) **</b>	<b>38.54</b>	<b>31.24</b>	<b>31.97</b>	<b>30.24</b>	<b>26.95</b>	<b>50.87</b>	<b>29.01</b>	<b>20.46</b>	<b>25.09</b>	<b>32.85</b>	<b>34.17</b>	<b>35.43</b>	<b>42.57</b>
<b>Earnings, by market (2)</b>													
American Samoa	4.49	2.38	1.45	1.24	2.18	6.69	2.73	0.85	2.35	3.26	3.73	4.17	4.97
Australia	6.22	7.16	7.63	8.03	7.11	15.20	7.60	6.19	5.65	8.31	7.31	8.81	8.39
Europe	0.40	0.61	0.36	0.33	0.37	0.42	0.25	0.24	0.52	0.46	0.30	0.40	0.34
New Zealand (8)	18.71	16.36	17.70	16.36	12.63	21.34	13.78	8.07	10.34	16.13	17.45	14.34	20.06
USA	4.14	1.48	1.83	1.60	1.44	3.06	1.88	1.58	3.16	1.28	1.93	2.75	4.21
Other Countries	4.59	3.24	3.00	2.69	3.22	4.16	2.77	3.52	3.07	3.40	3.45	4.97	4.62
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	17.36	15.23	16.25	10.87	8.64	19.70	9.98	6.76	6.89	13.26	13.28	16.76	18.89
VFR	14.01	10.04	9.74	11.57	13.40	24.70	14.42	7.21	7.26	10.78	12.30	11.58	15.66
Business & Conference	3.54	3.39	3.04	2.47	3.33	2.75	2.59	2.50	3.29	2.94	4.36	4.27	3.43
Sport	0.50	0.29	0.61	0.33	0.06	0.07	0.12	0.17	0.26	0.13	0.74	0.32	0.90
Other	3.12	2.30	2.33	4.99	1.52	3.66	1.89	3.82	7.39	5.74	3.49	2.50	3.69
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>2,338</b>	<b>2,546</b>	<b>2,650</b>	<b>2,655</b>	<b>2,916</b>	<b>2,724</b>	<b>2,435</b>	<b>2,620</b>	<b>2,667</b>	<b>2,835</b>	<b>3,099</b>	<b>2,504</b>	<b>2,330</b>
<b>Tourism Price Index</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>143.9</b>	<b>145.1</b>	<b>145.8</b>
<b>First Number of Months up to</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>11</b>	<b>12</b>	<b>1</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>	16,482	28,752	40,818	52,211	61,454	80,131	92,047	99,857	109,264	120,850	131,875	146,028	18,269
<i>Percentage Change</i>	7.2%	1.9%	-1.2%	-1.3%	-1.7%	-0.2%	-0.4%	-0.8%	-1.2%	-0.9%	-1.0%	-0.1%	10.8%
Past 3 year average	1.0%	2.7%	3.2%	3.5%	3.0%	3.0%	3.5%	3.7%	3.8%	3.9%	3.7%	6.1%	
Past 5 year average	4.0%	3.5%	3.3%	3.6%	2.9%	2.1%	2.4%	2.4%	2.5%	2.5%	2.6%	2.6%	3.4%
<b>Arrivals, by market (1)</b>													
American Samoa	2,136	3,583	4,496	5,445	6,672	9,598	10,897	11,709	12,894	14,127	15,346	17,332	2,754
Australia	2,568	4,781	7,314	9,528	11,177	15,728	18,314	20,030	21,677	24,130	26,480	29,379	3,408
Europe	556	1,107	1,495	1,896	2,191	2,466	2,719	2,994	3,390	3,791	4,113	4,613	455
New Zealand	7,880	13,649	19,959	25,657	29,774	38,152	43,662	46,941	50,822	56,335	61,397	67,503	8,345
USA	1,479	2,214	2,719	3,481	4,070	5,134	5,938	6,405	7,312	8,025	8,827	9,851	1,492
Other Countries	1,863	3,418	4,835	6,204	7,570	9,053	10,517	11,778	13,169	14,442	15,712	17,350	1,815
Cruise ships	0	0	0	0	0	0	0	0	0	0	0	0	0
<b>Arrivals, by purpose (1)</b>													
Holiday	7,237	12,836	18,488	23,274	26,805	34,043	37,780	40,252	42,979	47,907	51,746	57,930	7,810
VFR	4,719	8,132	11,598	15,167	18,083	26,417	31,542	34,348	37,352	41,062	44,177	47,899	5,279
Business & Conference	1,534	2,560	3,579	4,547	5,493	6,328	7,066	7,779	8,829	9,680	11,099	12,499	1,473
Sport	158	299	491	659	692	724	766	846	929	978	1,186	1,377	281
Other	2,834	4,925	6,662	8,564	10,381	12,619	14,893	16,632	19,175	21,223	23,667	26,323	3,426
Cruise ships	0	0	0	0	0	0	0	0	0	0	0	0	0
<b>Total Visitor Earnings</b>	38.5	69.8	101.7	132.0	158.9	209.8	238.8	259.3	284.4	317.2	351.4	386.8	42.6
<i>Percentage Change</i>	9.5%	3.2%	0.4%	-0.2%	-1.4%	-0.5%	-1.0%	-1.1%	-1.5%	-0.6%	-0.6%	0.5%	10.5%
Past 3 year average	7.2%	5.7%	5.4%	5.9%	2.3%	5.1%	9.1%	7.4%	5.9%	4.5%	5.6%	2.8%	7.1%
Past 5 year average	7.3%	5.5%	2.8%	4.1%	2.1%	3.7%	4.4%	0.7%	2.9%	2.4%	7.1%	5.3%	9.4%

(1) Persons

(2) Tala million

(3) Tala, per person

# VISITOR EARNINGS & REMITTANCES REPORT

July 2017

Table 2.

## INFLOW OF PRIVATE REMITTANCES

AMOUNTS IN TALA MILLION

	Jul-16	Aug-16	Sep-16	Oct-16	Nov-16	Dec-16	Jan-17	Feb-17	Mar-17	Apr-17	May-17	Jun-17	Jul-17
<b>By Recipient</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>35.70</b>	<b>37.06</b>	<b>37.68</b>
Banknotes	4.17	3.82	3.98	3.87	3.77	6.88	5.20	2.65	3.16	2.83	3.54	2.85	4.04
Churches, school, Charities	1.57	3.24	1.05	0.61	0.76	0.45	0.53	0.18	0.30	0.08	0.19	0.07	0.08
Individual/Family/Households	26.17	27.97	26.42	26.44	26.85	34.37	22.76	22.81	27.97	25.09	28.97	26.66	27.16
In Kind	0.52	0.48	0.60	0.48	0.54	0.60	0.50	0.45	0.57	0.48	0.52	0.52	0.51
Others	1.33	0.87	0.99	0.81	1.93	1.26	1.71	0.67	0.30	1.35	2.47	6.96	5.89
<b>By Country</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>35.70</b>	<b>37.06</b>	<b>37.68</b>
USA	6.04	4.98	4.44	5.43	5.16	6.43	4.73	4.18	5.74	5.46	5.22	4.80	5.85
New Zealand	14.57	12.80	14.42	11.80	13.87	19.82	13.32	11.61	14.14	14.01	16.18	18.57	13.30
Australia	10.22	13.40	11.50	12.32	12.04	14.32	9.65	8.79	9.59	8.21	10.56	10.86	11.73
American Samoa	1.58	1.69	1.38	1.46	1.50	1.57	1.18	1.22	1.74	1.26	1.47	1.28	1.48
Others	1.34	3.53	1.30	1.20	1.29	1.42	1.81	0.96	1.09	0.89	2.26	1.55	5.31
<b>By Channel (%)</b>													
Banks	11.5%	14.8%	8.3%	12.4%	12.4%	8.2%	13.9%	10.9%	9.4%	12.1%	14.2%	24.8%	23.4%
Non Banks (1)	88.5%	85.2%	91.7%	87.6%	87.6%	91.8%	86.1%	89.1%	90.6%	87.9%	85.8%	75.2%	76.6%
<b>TOTAL</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>35.70</b>	<b>37.06</b>	<b>37.68</b>
<b>First Number of Months up to</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>11</b>	<b>12</b>	<b>1</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>months</b>	<b>months</b>	<b>months</b>
<b>Total Remittances</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>	<b>368.11</b>	<b>405.17</b>	<b>37.68</b>
<i>Percentage Change</i>	0.1%	3.5%	3.8%	1.2%	3.8%	2.8%	4.2%	2.6%	3.2%	2.4%	2.2%	3.6%	11.6%
3 year average	-1.7%	-0.9%	0.0%	1.4%	-0.5%	-0.7%	-2.0%	-2.2%	-2.2%	-1.9%	-2.2%	-2.1%	-5.1%
5 year average	12.2%	6.0%	4.0%	4.1%	3.5%	2.0%	1.8%	1.7%	1.5%	1.4%	1.7%	1.5%	-9.3%
<b>By Recipient</b>													
Banknotes	4.17	7.99	11.97	15.84	19.61	26.49	31.69	34.34	37.50	40.33	43.86	46.72	4.04
Churches, school, Charities	1.57	4.82	5.87	6.48	7.24	7.69	8.22	8.40	8.70	8.78	8.98	9.04	0.08
Individual/Family/Households	26.17	54.14	80.56	107.00	133.85	168.22	190.98	213.80	241.77	266.86	295.83	322.49	27.16
In Kind	0.52	1.00	1.59	2.08	2.62	3.22	3.72	4.17	4.73	5.21	5.73	6.26	0.51
Others	1.33	2.20	3.19	4.00	5.93	7.19	8.90	9.57	9.88	11.23	13.70	20.66	5.89
<b>By Country</b>													
USA	6.04	11.02	15.46	20.89	26.05	32.48	37.21	41.39	47.13	52.59	57.81	62.61	5.85
New Zealand	14.57	27.37	41.79	53.59	67.46	87.28	100.60	112.22	126.35	140.36	156.55	175.12	13.30
Australia	10.22	23.62	35.11	47.43	59.47	73.79	83.44	92.23	101.82	110.03	120.59	131.44	11.73
American Samoa	1.58	3.27	4.64	6.11	7.60	9.17	10.36	11.58	13.32	14.58	16.06	17.34	1.48
Others	1.34	4.87	6.17	7.38	8.67	10.09	11.90	12.87	13.96	14.85	17.10	18.65	5.31

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