



## VISITOR EARNINGS & REMITTANCES REPORT SEPTEMBER 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.*

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### *Report No.3: 2017/18*

*September 2017*

**Total visitor arrivals** went up by 8.4 percent in September 2017 when compared to the same month last year but was 10.1 percent lower than the previous month given the record high levels in July and August 2017.

There were various annual events that occurred in September 2017 such as the usual Teuila Festival as well as one off events like the 48<sup>th</sup> Pacific Islands Forum (PIF) Leaders Meeting, the 28<sup>th</sup> South Pacific Regional Environment Programme (SPREP) Meeting and the Ford Tour of Samoa.

The increase in visitor arrivals over the same period last year was due entirely to expansions from all its source markets except for New Zealand:

- American Samoa (up 55.5 percent)
- USA (up 26.1 percent)
- Australia (up 23.5 percent)
- Other Countries (up 21.5 percent) and;
- Europe (up 16.2 percent)

The bulk of this expansion came from:

- Business and Conference (up 40.3 percent)
- Other purposes (up 19.2 percent)
- Holiday (up 11.4 percent)

Furthermore, **total visitor arrivals in the first three months of 2017/18 was 12.5 percent higher** compared to the same period in 2016/17. This increase was mainly due to improvements of 40.3 percent, 17.4 percent, 12.1 percent, 11.3 percent and 10.7 percent in **'Sport', 'Business and Conference', 'Holiday', 'VFR' and 'Other'**

purpose of visit in that order. By country, visitors from American Samoa, Australia, USA, 'Other countries' and New Zealand all recorded increases of 50.2 percent, 28.9 percent, 8.8 percent, 4.6 percent and 2.3 percent respectively.

As a result of a 1.7 percent increase in the average visitor expenditure in September 2016, **total visitor receipts<sup>1</sup>** rose by 10.3 percent (or \$3.3 million) to \$35.3 million over the same month last year, but was 7.5 percent lower than that of August 2017.

**Total visitor receipts in the first three months of 2017/18** went up by 14.1 percent compared to the same period of 2016/17. Primarily underpinning this increase were expansions in earnings from 'Sports', 'Business and Conference', 'Holiday', 'VFR' and 'Other' visitors by 31.8 percent, 21.5 percent, 13.5 percent, 12.3 percent and 11.4 percent in that order. By country, earnings from American Samoa, Australia, 'Other' and New Zealand grew by 41.2 percent, 31.1 percent, 13.8 percent, 11.5 percent and 4.0 percent respectively.

The **tourism price index** improved by 2.0 percent over the same month of 2016 due to 4.5 percent increase in 'Other Transportation' index coupled with a 2.6 percent hike in 'Accommodation' index. In addition, there were also gains in the 'Meals & Drinks', 'Miscellaneous' and 'Family Obligations' sub-indices.

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<sup>1</sup> Tourism earning has been revised starting 2002 to reflect new average expenditure from 2012.

## VISITOR EARNINGS & REMITTANCES REPORT

September 2017

**Total private remittances** in September 2017 recorded a 2.8 percent increase to \$34.0 million over the same month year ago, but was 8.3 percent lower when compared to the previous month.

The boost in private remittances from last year reflected increases in funds from the main source country such as the USA (up 24.6 percent) coupled with hikes of 8.9 percent and 7.8 percent in 'Other' countries and Australia in that order. On the other hand, funds from both American Samoa and New Zealand recorded declines of 15.1 percent and 6.7 percent respectively. In terms of recipients, there were improvements in transfers for 'Non-profit institution serving households' (NPISH), 'Households' and 'In kind' transfers during the month.

The **total inflow of private remittances** in the **first three months of 2017/18** edged up by 5.3 percent to \$108.7 million compared to the same period last year. Underpinning the overall increase in the first 3 months were gains in transfers from 'Other' countries (up 56.8 percent), Australia (up 7.2 percent) and the USA (up 6.9 percent) partially assisted by a 1.3 percent appreciation in the US dollar against the Samoan Tala). In contrast, transfers from American Samoa fell by 13.5 percent while those from New Zealand slipped by 2.4 percent in the month under review. By recipient, funds for 'Others'

more than doubled while transfers for 'in-kind' and 'family and households' rose by 7.9 percent and 3.5 percent respectively. On the other hand, both 'Non-profit institution serving household' (NPISH) and 'hand carried cash' were down by 13.2 percent and 7.2 percent respectively.

The share of remittance inflows received through money transfer operators (MTOs) fell to 84.5 percent from 91.7 percent in September 2016. Those received through commercial banks edged up to 15.5 percent from 8.3 percent in the same month a year ago.

The average **cost of sending** NZD\$200.00 to Samoa increased to 13.15 percent of total cost from 12.65 percent in September 2016 while the average cost of sending AUD\$200.00 to Samoa narrowed to 10.02 percent of total funds, from 12.07 percent in the same month last year.

**CENTRAL BANK OF SAMOA**  
**28<sup>th</sup> February 2018**

# VISITOR EARNINGS & REMITTANCES REPORT

September 2017

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

	Sep-16	Oct-16	Nov-16	Dec-16	Jan-17	Feb-17	Mar-17	Apr-17	May-17	Jun-17	Jul-17	Aug-17	Sep-17
<b>Total arrivals (1)</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>14,551</b>	<b>13,085</b>
<b>Arrivals, by market (1)</b>													
American Samoa	913	949	1,227	2,926	1,299	812	1,185	1,233	1,219	1,986	2,754	2,578	1,420
Australia	2,533	2,214	1,649	4,551	2,586	1,716	1,647	2,453	2,350	2,899	3,408	2,893	3,127
Europe	388	401	295	275	253	275	396	401	322	500	455	391	451
New Zealand	6,310	5,698	4,117	8,378	5,510	3,279	3,881	5,513	5,062	6,106	8,345	6,336	5,729
USA	505	762	589	1,064	804	467	907	713	802	1,024	1,492	830	637
Other Countries	1,417	1,369	1,366	1,483	1,464	1,261	1,391	1,273	1,270	1,638	1,815	1,523	1,721
Cruise ships	0	0	0	0	0	0	0	0	0	0	0	0	0
<b>Arrivals, by purpose (1)</b>													
Holiday	5,652	4,786	3,531	7,238	3,737	2,472	2,727	4,928	3,839	6,184	7,810	6,621	6,298
VFR	3,466	3,569	2,916	8,334	5,125	2,806	3,004	3,710	3,115	3,722	5,279	4,437	3,192
Business & Conference	1,019	968	946	835	738	713	1,050	851	1,419	1,400	1,473	1,300	1,430
Sport	192	168	33	32	42	80	83	49	208	191	281	314	94
Other	1,737	1,902	1,817	2,238	2,274	1,739	2,543	2,048	2,444	2,656	3,426	1,879	2,071
Cruise ships	0	0	0	0	0	0	0	0	0	0	0	0	0
<b>Total earnings (2) **</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>38.15</b>	<b>35.27</b>
<b>Earnings, by market (2)</b>													
American Samoa	1.45	1.24	2.18	6.69	2.73	0.85	2.35	3.26	3.73	4.17	4.97	4.54	2.25
Australia	7.63	8.03	7.11	15.20	7.60	6.19	5.65	8.31	7.31	8.81	8.39	9.57	9.59
Europe	0.36	0.33	0.37	0.42	0.25	0.24	0.52	0.46	0.30	0.40	0.34	0.45	0.42
New Zealand	17.70	16.36	12.63	21.34	13.78	8.07	10.34	16.13	17.45	14.34	20.06	18.50	16.32
USA	1.83	1.60	1.44	3.06	1.88	1.58	3.16	1.28	1.93	2.75	4.21	1.72	2.38
Other Countries	3.00	2.69	3.22	4.16	2.77	3.52	3.07	3.40	3.45	4.97	4.62	3.38	4.33
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	16.25	10.87	8.64	19.70	9.98	6.76	6.89	13.26	13.28	16.76	18.89	18.12	18.43
VFR	9.74	11.57	13.40	24.70	14.42	7.21	7.26	10.78	12.30	11.58	15.66	13.16	9.15
Business & Conference	3.04	2.47	3.33	2.75	2.59	2.50	3.29	2.94	4.36	4.27	3.43	4.33	4.35
Sport	0.61	0.33	0.06	0.07	0.12	0.17	0.26	0.13	0.74	0.32	0.90	0.64	0.30
Other	2.33	4.99	1.52	3.66	1.89	3.82	7.39	5.74	3.49	2.50	3.69	1.90	3.05
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>2,650</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>2,622</b>	<b>2,696</b>
<b>Tourism Price Index</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>146.6</b>	<b>145.9</b>
<b>First Number of Months up to</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>2</b>	<b>3</b>
<b>Total Visitor Arrivals</b>	40,818	52,211	61,454	80,131	92,047	99,857	109,264	120,850	131,875	146,028	18,269	32,820	45,905
<i>Percentage Change</i>	-1.2%	-1.3%	-1.7%	-0.2%	-0.4%	-0.8%	-1.2%	-0.9%	-1.0%	-0.1%	10.8%	14.1%	12.5%
Past 3 year average	3.2%	3.5%	3.0%	3.0%	3.5%	3.7%	3.8%	3.9%	3.9%	3.7%	6.1%	4.0%	3.4%
Past 5 year average	3.3%	3.6%	2.9%	2.1%	2.4%	2.4%	2.5%	2.5%	2.6%	2.6%	3.4%	2.6%	3.1%
<b>Arrivals, by market (1)</b>													
American Samoa	4,496	5,445	6,672	9,598	10,897	11,709	12,894	14,127	15,346	17,332	2,754	5,332	6,752
Australia	7,314	9,528	11,177	15,728	18,314	20,030	21,677	24,130	26,480	29,379	3,408	6,301	9,428
Europe	1,495	1,896	2,191	2,466	2,719	2,994	3,390	3,791	4,113	4,613	455	846	1,297
New Zealand	19,959	25,657	29,774	38,152	43,662	46,941	50,822	56,335	61,397	67,503	8,345	14,681	20,410
USA	2,719	3,481	4,070	5,134	5,938	6,405	7,312	8,025	8,827	9,851	1,492	2,322	2,959
Other Countries	4,835	6,204	7,570	9,053	10,517	11,778	13,169	14,442	15,712	17,350	1,815	3,338	5,059
Cruise ships	0	0	0	0	0	0	0	0	0	0	0	0	0
<b>Arrivals, by purpose (1)</b>													
Holiday	18,488	23,274	26,805	34,043	37,780	40,252	42,979	47,907	51,746	57,930	7,810	14,431	20,729
VFR	11,598	15,167	18,083	26,417	31,542	34,348	37,352	41,062	44,177	47,899	5,279	9,716	12,908
Business & Conference	3,579	4,547	5,493	6,328	7,066	7,779	8,829	9,680	11,099	12,499	1,473	2,773	4,203
Sport	491	659	692	724	766	846	929	978	1,186	1,377	281	595	689
Other	6,662	8,564	10,381	12,619	14,893	16,632	19,175	21,223	23,667	26,323	3,426	5,305	7,376
Cruise ships	0	0	0	0	0	0	0	0	0	0	0	0	0
<b>Total Visitor Earnings</b>	101.7	132.0	158.9	209.8	238.8	259.3	284.4	317.2	351.4	386.8	42.6	80.7	116.0
<i>Percentage Change</i>	0.4%	-0.2%	-1.4%	-0.5%	-1.0%	-1.1%	-1.5%	-0.6%	-0.6%	0.5%	10.5%	15.7%	14.0%
Past 3 year average	5.4%	5.9%	2.3%	5.1%	9.1%	7.4%	5.9%	4.5%	5.6%	2.8%	7.1%	1.9%	2.4%
Past 5 year average	2.8%	4.1%	2.1%	3.7%	4.4%	0.7%	2.9%	2.4%	7.1%	5.3%	9.4%	7.2%	7.0%
<b>Earnings, by market (2)</b>													
American Samoa	8.3	9.6	11.7	18.4	21.2	22.0	24.4	27.6	31.4	35.5	5.0	9.5	11.8
Australia	21.0	29.0	36.1	51.4	59.0	65.1	70.8	79.1	86.4	95.2	8.4	18.0	27.5
Europe	1.4	1.7	2.1	2.5	2.7	3.0	3.5	4.0	4.3	4.7	0.3	0.8	1.2
New Zealand	52.8	69.1	81.8	103.1	116.9	124.9	135.3	151.4	168.9	183.2	20.1	38.6	54.9
USA	7.4	9.0	10.5	13.5	15.4	17.0	20.2	21.4	23.4	26.1	4.2	5.9	8.3
Other Countries	10.8	13.5	16.7	20.9	23.7	27.2	30.3	33.7	37.1	42.1	4.6	8.0	12.3
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
<b>Earnings, by purpose (2)</b>													
Holiday	48.8	59.7	68.3	88.0	98.0	104.8	111.7	124.9	138.2	155.0	18.9	37.0	55.4
VFR	33.8	45.4	58.8	83.5	97.9	105.1	112.4	123.1	135.4	147.0	15.7	28.8	38.0
Business & Conference	10.0	12.4	15.8	18.5	21.1	23.6	26.9	29.9	34.2	38.5	3.4	7.8	12.1
Sport	1.4	1.7	1.8	1.9	2.0	2.2	2.4	2.5	3.3	3.6	0.9	1.5	1.8
Other	7.8	12.7	14.3	17.9	19.8	23.6	31.0	36.8	40.3	42.7	3.7	5.6	8.6
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

September 2017

Table 2.

## INFLOW OF PRIVATE REMITTANCES

AMOUNTS IN TALA MILLION

	Sep-16	Oct-16	Nov-16	Dec-16	Jan-17	Feb-17	Mar-17	Apr-17	May-17	Jun-17	Jul-17	Aug-17	Sep-17
<b>By Recipient</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>37.03</b>	<b>33.97</b>
Banknotes	3.98	3.87	3.77	6.88	5.20	2.65	3.16	2.83	3.54	2.85	4.04	3.75	3.32
Churches, school, Charities	1.05	0.61	0.76	0.45	0.53	0.18	0.30	0.08	0.19	0.07	0.08	2.78	2.23
Individual/Family/Households	26.42	26.44	26.85	34.37	22.76	22.81	27.97	25.09	28.97	26.66	27.16	29.24	26.98
In Kind	0.60	0.48	0.54	0.60	0.50	0.45	0.57	0.48	0.52	0.52	0.51	0.59	0.62
Others	0.99	0.81	1.93	1.26	1.71	0.67	0.30	1.35	2.47	6.96	5.89	0.67	0.81
<b>By Country</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>37.03</b>	<b>33.97</b>
USA	4.44	5.43	5.16	6.43	4.73	4.18	5.74	5.46	5.22	4.80	5.85	5.14	5.53
New Zealand	14.42	11.80	13.87	19.82	13.32	11.61	14.14	14.01	16.18	18.57	13.30	14.05	13.45
Australia	11.50	12.32	12.04	14.32	9.65	8.79	9.59	8.21	10.56	10.86	11.73	13.52	12.39
American Samoa	1.38	1.46	1.50	1.57	1.18	1.22	1.74	1.26	1.47	1.28	1.48	1.36	1.17
Others	1.30	1.20	1.29	1.42	1.81	0.96	1.09	0.89	2.26	1.55	5.31	2.95	1.42
<b>By Channel (%)</b>													
Banks	8.3%	12.4%	12.4%	8.2%	13.9%	10.9%	9.4%	12.1%	14.2%	24.8%	23.4%	15.4%	15.5%
Non Banks (1)	91.7%	87.6%	87.6%	91.8%	86.1%	89.1%	90.6%	87.9%	85.8%	75.2%	76.6%	84.6%	84.5%
<b>TOTAL</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>37.03</b>	<b>33.97</b>
<b>First Number of Months up to</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>2</b>	<b>3</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 Remittances</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>	<b>74.71</b>	<b>108.68</b>
<i>Percentage Change</i>	3.8%	1.2%	3.8%	2.8%	4.2%	2.6%	3.2%	2.4%	2.2%	3.6%	11.6%	6.5%	5.3%
3 year average	0.0%	1.4%	-0.5%	-0.7%	-2.0%	-2.2%	-2.2%	-1.9%	-2.2%	-2.1%	-5.1%	-3.0%	-1.2%
5 year average	4.0%	4.1%	3.5%	2.0%	1.8%	1.7%	1.5%	1.4%	1.7%	1.5%	-9.3%	-4.9%	-2.6%
<b>By Recipient</b>													
Banknotes	11.97	15.84	19.61	26.49	31.69	34.34	37.50	40.33	43.86	46.72	4.04	7.78	11.11
Churches, school, Charities	5.87	6.48	7.24	7.69	8.22	8.40	8.78	8.98	9.04	0.08	0.08	2.86	5.10
Individual/Family/Households	80.56	107.00	133.85	168.22	190.98	213.80	241.77	266.86	295.83	322.49	27.16	56.40	83.39
In Kind	1.59	2.08	2.62	3.22	3.72	4.17	4.73	5.21	5.73	6.26	0.51	1.10	1.72
Others	3.19	4.00	5.93	7.19	8.90	9.57	9.88	11.23	13.70	20.66	5.89	6.56	7.37
<b>By Country</b>													
USA	15.46	20.89	26.05	32.48	37.21	41.39	47.13	52.59	57.81	62.61	5.85	10.99	16.53
New Zealand	41.79	53.59	67.46	87.28	100.60	112.22	126.35	140.36	156.55	175.12	13.30	27.35	40.80
Australia	35.11	47.43	59.47	73.79	83.44	92.23	101.82	110.03	120.59	131.44	11.73	25.25	37.65
American Samoa	4.64	6.11	7.60	9.17	10.36	11.58	13.32	14.58	16.06	17.34	1.48	2.84	4.02
Others	6.17	7.38	8.67	10.09	11.90	12.87	13.96	14.85	17.10	18.65	5.31	8.27	9.68

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