



## **VISITOR EARNINGS & REMITTANCES REPORT** **OCTOBER 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.4: 2017/18**

**October 2017**

In October 2017, **total visitor arrivals** went up by 7.2 percent to 12,214 when compared to October 2016 despite a drop of 6.7 percent when compared to the previous month.

Some notable events that occurred during the month under review included the White Sunday with one off events such as the Pacific and Global Breadfruit Summit, the Election Professional Initiative Pacific Workshop as well as the Toa Samoa Pre-World Cup Visit.

By country, the improvement in visitor arrivals over October 2016 was due to increases in visitors from:

- Australia (up by 24.3 percent)
- American Samoa (up by 22.3 percent)
- New Zealand (up by 7.8 percent)

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

- Holiday (up by 25.0 percent)
- Other purposes (up by 13.7 percent)

Moreover, **total visitor arrivals in the first four months of 2017/18 was 11.3 percent higher** than the same period in 2016/17. Underpinning this expansion were increases in earnings from **'Sport', 'Holiday', 'Other', 'Business and Conference' and 'VFR'** by 16.8 percent, 14.8 percent, 11.4 percent, 9.7 percent and 6.2 percent respectively. By country, total arrivals from American Samoa, Australia, New Zealand, 'Other countries' and USA all edged up by 45.3 percent, 27.8 percent, 3.5 percent, 1.8 percent and 0.7 percent in that order. This sharp increase in total arrivals reflected the various

international conferences and meetings and sporting events that were hosted in Samoa.

**Total visitor receipts<sup>1</sup>** leapt by 15.6 percent (or \$5 million) to \$35.0 million compared to October 2016 due to a 7.8 percent increase in the average visitor expenditure. Compared to the previous month, visitor earnings were 0.9 percent lower.

**Total visitor receipts in the first four months of 2017/18** was 14.4 percent higher than the same period in 2016/17. This was due to gains in earnings from visitors for 'Other' purposes (up 27.7 percent), 'Holiday' (up 16.6 percent), 'Sports' (up 16.1 percent), 'Business and Conference' (up 14.2 percent) and 'VFR' (up 7.6 percent). By country, huge increases of 38.6 percent, 30.5 percent and 14.5 percent were recorded for visitors from American Samoa, Australia, 'Other countries' respectively. Similarly, New Zealand and USA visitors contributed to an expansion; increasing 6.1 percent and 4.5 percent in that order.

The **tourism price index** increased by 3.1 percent over the same month a year ago following hikes in 'Other Transportation', 'Meals and Drinks', 'Family Obligations', 'Miscellaneous' and 'Accommodation' sub-groups.

In the month under review, **total private remittances** expanded by a seasonal 21.2 percent to \$39.03 million over the same month in 2016 and 14.9 percent higher than the previous month.

---

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

Contributing to the hike in private remittances were significant increases of 61.9 percent and 37.1 percent in funds from 'Other countries' and New Zealand respectively. Likewise, funds from the USA and Australia went up by 14.8 percent and 7.3 percent in that order, despite a 1.2 percent decline in funds from American Samoa. In terms of recipients, transfers for 'Non-profit institution serving households (NPISH)', 'Others', 'In-kind' and 'family and households' contributed to the overall improvement in the month under review.

Total inflow of private remittances in the **first four months of 2017/18** expanded further by 9.1 percent to \$148.0 million to the same period in 2016/17. This was due to an increase in transfers from 'Other' countries by 57.7 percent followed by USA, Australia and New Zealand with gains of 8.9 percent, 7.2 percent and 6.3 percent respectively. In addition, a 1.0 percent appreciation in the US dollar against the Samoan Tala assisted in the increase in funds from the US. By recipients, 'Others', 'NPISH', 'family and households' and

'in-kind' funds all rose by \$7.0 million, \$3.3 million, \$3.2 million and \$0.2 million in that order.

The share of remittances inflows received through money transfer operators (MTOs) narrowed to 72.7 compared to 87.6 percent in October 2016 while those that came through the banking system recorded an expansion of 27.3 percent from 12.4 percent in the same month last year.

The **average cost of sending** NZD\$200.00 to Samoa edged up to 12.07 percent of total cost, from 11.41 percent in October 2016 while the average cost of sending AUD\$200.00 to Samoa fell to 9.12 percent from 11.54 percent in October last year.

**CENTRAL BANK OF SAMOA**  
**14<sup>th</sup> March 2018**

# VISITOR EARNINGS & REMITTANCES REPORT

October 2017

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

	Oct-16	Nov-16	Dec-16	Jan-17	Feb-17	Mar-17	Apr-17	May-17	Jun-17	Jul-17	Aug-17	Sep-17	Oct-17
<b>Total arrivals (1)</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>12,214</b>
<b>Arrivals, by market (1)</b>													
American Samoa	949	1,227	2,926	1,299	812	1,185	1,233	1,219	1,986	2,754	2,578	1,420	1,161
Australia	2,214	1,649	4,551	2,586	1,716	1,647	2,453	2,350	2,899	3,408	2,893	3,127	2,752
Europe	401	295	275	253	275	396	401	322	500	455	391	451	355
New Zealand	5,698	4,117	8,378	5,510	3,279	3,881	5,513	5,062	6,106	8,345	6,336	5,729	6,144
USA	762	589	1,064	804	467	907	713	802	1,024	1,492	830	637	548
Other Countries	1,369	1,366	1,483	1,464	1,261	1,391	1,273	1,270	1,638	1,815	1,523	1,721	1,254
Cruise ships	0	0	0	0	0	0	0	0	0	0	0	0	0
<b>Arrivals, by purpose (1)</b>													
Holiday	4,786	3,531	7,238	3,737	2,472	2,727	4,928	3,839	6,184	7,810	6,621	6,298	5,981
VFR	3,569	2,916	8,334	5,125	2,806	3,004	3,710	3,115	3,722	5,279	4,437	3,192	3,203
Business & Conference	968	946	835	738	713	1,050	851	1,419	1,400	1,473	1,300	1,430	787
Sport	168	33	32	42	80	83	49	208	191	281	314	94	81
Other	1,902	1,817	2,238	2,274	1,739	2,543	2,048	2,444	2,656	3,426	1,879	2,071	2,162
Cruise ships	0	0	0	0	0	0	0	0	0	0	0	0	0
<b>Total earnings (2) **</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>34.96</b>
<b>Earnings, by market (2)</b>													
American Samoa	1.24	2.18	6.69	2.73	0.85	2.35	3.26	3.73	4.17	4.97	4.54	2.25	1.50
Australia	8.03	7.11	15.20	7.60	6.19	5.65	8.31	7.31	8.81	8.39	9.57	9.59	10.35
Europe	0.33	0.37	0.42	0.25	0.24	0.52	0.46	0.30	0.40	0.34	0.45	0.42	0.31
New Zealand	16.36	12.63	21.34	13.78	8.07	10.34	16.13	17.45	14.34	20.06	18.50	16.32	18.49
USA	1.60	1.44	3.06	1.88	1.58	3.16	1.28	1.93	2.75	4.21	1.72	2.38	1.15
Other Countries	2.69	3.22	4.16	2.77	3.52	3.07	3.40	3.45	4.97	4.62	3.38	4.33	3.16
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	10.87	8.64	19.70	9.98	6.76	6.89	13.26	13.28	16.76	18.89	18.12	18.43	14.18
VFR	11.57	13.40	24.70	14.42	7.21	7.26	10.78	12.30	11.58	15.66	13.16	9.15	10.86
Business & Conference	2.47	3.33	2.75	2.59	2.50	3.29	2.94	4.36	4.27	3.43	4.33	4.35	2.10
Sport	0.33	0.06	0.07	0.12	0.17	0.26	0.13	0.74	0.32	0.90	0.64	0.30	0.17
Other	4.99	1.52	3.66	1.89	3.82	7.39	5.74	3.49	2.50	3.69	1.90	3.05	7.64
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>Average expenditure (3)</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>2,862</b>
<b>Tourism Price Index</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>146.7</b>
<b>First Number of Months up to</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>4</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>	52,211	61,454	80,131	92,047	99,857	109,264	120,850	131,875	146,028	18,269	32,820	45,905	58,119
<i>Percentage Change</i>	-1.3%	-1.7%	-0.2%	-0.4%	-0.8%	-1.2%	-0.9%	-1.0%	-0.1%	10.8%	14.1%	12.5%	11.3%
Past 3 year average	3.5%	3.0%	3.0%	3.5%	3.7%	3.8%	3.9%	3.7%	6.1%	4.0%	3.4%	3.4%	3.4%
Past 5 year average	3.6%	2.9%	2.1%	2.4%	2.4%	2.5%	2.5%	2.6%	2.6%	3.4%	2.6%	3.1%	3.0%
<b>Arrivals, by market (1)</b>													
American Samoa	5,445	6,672	9,598	10,897	11,709	12,894	14,127	15,346	17,332	2,754	5,332	6,752	7,913
Australia	9,528	11,177	15,728	18,314	20,030	21,677	24,130	26,480	29,379	3,408	6,301	9,428	12,180
Europe	1,896	2,191	2,466	2,719	2,994	3,390	3,791	4,113	4,613	455	846	1,297	1,652
New Zealand	25,657	29,774	38,152	43,662	46,941	50,822	56,335	61,397	67,503	8,345	14,681	20,410	26,554
USA	3,481	4,070	5,134	5,938	6,405	7,312	8,025	8,827	9,851	1,492	2,322	2,959	3,507
Other Countries	6,204	7,570	9,053	10,517	11,778	13,169	14,442	15,712	17,350	1,815	3,338	5,059	6,313
Cruise ships	0	0	0	0	0	0	0	0	0	0	0	0	0
<b>Arrivals, by purpose (1)</b>													
Holiday	23,274	26,805	34,043	37,780	40,252	42,979	47,907	51,746	57,930	7,810	14,431	20,729	26,710
VFR	15,167	18,083	26,417	31,542	34,348	37,352	41,062	44,177	47,899	5,279	9,716	12,908	16,111
Business & Conference	4,547	5,493	6,328	7,066	7,779	8,829	9,680	11,099	12,499	1,473	2,773	4,203	4,990
Sport	659	692	724	766	846	929	978	1,186	1,377	281	595	689	770
Other	8,564	10,381	12,619	14,893	16,632	19,175	21,223	23,667	26,323	3,426	5,305	7,376	9,538
Cruise ships	0	0	0	0	0	0	0	0	0	0	0	0	0
<b>Total Visitor Earnings</b>	132.0	158.9	209.8	238.8	259.3	284.4	317.2	351.4	386.8	42.6	80.7	116.0	151.0
<i>Percentage Change</i>	-0.2%	-1.4%	-0.5%	-1.0%	-1.1%	-1.5%	-0.6%	-0.6%	0.5%	10.5%	15.7%	14.0%	14.4%
Past 3 year average	5.9%	2.3%	5.1%	9.1%	7.4%	5.9%	4.5%	5.6%	2.8%	7.1%	1.9%	2.4%	4.0%
Past 5 year average	4.1%	2.1%	3.7%	4.4%	0.7%	2.9%	2.4%	7.1%	5.3%	9.4%	7.2%	7.0%	4.9%
<b>Earnings, by market (2)</b>													
American Samoa	9.6	11.7	18.4	21.2	22.0	24.4	27.6	31.4	35.5	5.0	9.5	11.8	13.3
Australia	29.0	36.1	51.4	59.0	65.1	70.8	79.1	86.4	95.2	8.4	18.0	27.5	37.9
Europe	1.7	2.1	2.5	2.7	3.0	3.5	4.0	4.3	4.7	0.3	0.8	1.2	1.5
New Zealand	69.1	81.8	103.1	116.9	124.9	135.3	151.4	168.9	183.2	20.1	38.6	54.9	73.4
USA	9.0	10.5	13.5	15.4	17.0	20.2	21.4	23.4	26.1	4.2	5.9	8.3	9.5
Other Countries	13.5	16.7	20.9	23.7	27.2	30.3	33.7	37.1	42.1	4.6	8.0	12.3	15.5
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	59.7	68.3	88.0	98.0	104.8	111.7	124.9	138.2	155.0	18.9	37.0	55.4	69.6
VFR	45.4	58.8	83.5	97.9	105.1	112.4	123.1	135.4	147.0	15.7	28.8	38.0	48.8
Business & Conference	12.4	15.8	18.5	21.1	23.6	26.9	29.9	34.2	38.5	3.4	7.8	12.1	14.2
Sport	1.7	1.8	1.9	2.0	2.2	2.4	2.5	3.3	3.6	0.9	1.5	1.8	2.0
Other	12.7	14.3	17.9	19.8	23.6	31.0	36.8	40.3	42.7	3.7	5.6	8.6	16.3
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

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

# VISITOR EARNINGS & REMITTANCES REPORT

October 2017

## AMOUNTS IN TALA MILLION

	Oct-16	Nov-16	Dec-16	Jan-17	Feb-17	Mar-17	Apr-17	May-17	Jun-17	Jul-17	Aug-17	Sep-17	Oct-17
<b>By Recipient</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>39.03</b>
Banknotes	3.87	3.77	6.88	5.20	2.65	3.16	2.83	3.54	2.85	4.04	3.75	3.32	3.32
Churches, school, Charities	0.61	0.76	0.45	0.53	0.18	0.30	0.08	0.19	0.07	0.08	2.78	2.23	4.71
Individual/Family/Households	26.44	26.85	34.37	22.76	22.81	27.97	25.09	28.97	26.66	27.16	29.24	26.98	26.77
In Kind	0.48	0.54	0.60	0.50	0.45	0.57	0.48	0.52	0.52	0.51	0.59	0.62	0.59
Others	0.81	1.93	1.26	1.71	0.67	0.30	1.35	2.47	6.96	5.89	0.67	0.81	3.64
<b>By Country</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>39.03</b>
USA	5.43	5.16	6.43	4.73	4.18	5.74	5.46	5.22	4.80	5.85	5.14	5.53	6.23
New Zealand	11.80	13.87	19.82	13.32	11.61	14.14	14.01	16.18	18.57	13.30	14.05	13.45	16.18
Australia	12.32	12.04	14.32	9.65	8.79	9.59	8.21	10.56	10.86	11.73	13.52	12.39	13.22
American Samoa	1.46	1.50	1.57	1.18	1.22	1.74	1.26	1.47	1.28	1.48	1.36	1.17	1.45
Others	1.20	1.29	1.42	1.81	0.96	1.09	0.89	2.26	1.55	5.31	2.95	1.42	1.95
<b>By Channel (%)</b>													
Banks	12.4%	12.4%	8.2%	13.9%	10.9%	9.4%	12.1%	14.2%	24.8%	23.4%	15.4%	15.5%	27.3%
Non Banks (1)	87.6%	87.6%	91.8%	86.1%	89.1%	90.6%	87.9%	85.8%	75.2%	76.6%	84.6%	84.5%	72.7%
<b>TOTAL</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>39.03</b>
<b>First Number of Months up to</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>4</b>
	months	months	months	months	months	months	months	months	months	months	months	months	months
<b>Total Remittances</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>	<b>147.70</b>
<i>Percentage Change</i>	1.2%	3.8%	2.8%	4.2%	2.6%	3.2%	2.4%	2.2%	3.6%	11.6%	6.5%	5.3%	9.1%
3 year average	1.4%	-0.5%	-0.7%	-2.0%	-2.2%	-2.2%	-1.9%	-2.2%	-2.1%	-5.1%	-3.0%	-1.2%	-0.9%
5 year average	4.1%	3.5%	2.0%	1.8%	1.7%	1.5%	1.4%	1.7%	1.5%	-9.3%	-4.9%	-2.6%	-1.8%
<b>By Recipient</b>													
Banknotes	15.84	19.61	26.49	31.69	34.34	37.50	40.33	43.86	46.72	4.04	7.78	11.11	14.42
Churches, school, Charities	6.48	7.24	7.69	8.22	8.40	8.70	8.78	8.98	9.04	0.08	2.86	5.10	9.81
Individual/Family/Households	107.00	133.85	168.22	190.98	213.80	241.77	266.86	295.83	322.49	27.16	56.40	83.39	110.16
In Kind	2.08	2.62	3.22	3.72	4.17	4.73	5.21	5.73	6.26	0.51	1.10	1.72	2.31
Others	4.00	5.93	7.19	8.90	9.57	9.88	11.23	13.70	20.66	5.89	6.56	7.37	11.01
<b>By Country</b>													
USA	20.89	26.05	32.48	37.21	41.39	47.13	52.59	57.81	62.61	5.85	10.99	16.53	22.76
New Zealand	53.59	67.46	87.28	100.60	112.22	126.35	140.36	156.55	175.12	13.30	27.35	40.80	56.99
Australia	47.43	59.47	73.79	83.44	92.23	101.82	110.03	120.59	131.44	11.73	25.25	37.65	50.87
American Samoa	6.11	7.60	9.17	10.36	11.58	13.32	14.58	16.06	17.34	1.48	2.84	4.02	5.46
Others	7.38	8.67	10.09	11.90	12.87	13.96	14.85	17.10	18.65	5.31	8.27	9.68	11.63

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