



## VISITOR EARNINGS & REMITTANCES REPORT NOVEMBER 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.5: 2017/18*

*November 2017*

Total **visitor arrivals** increased significantly by 31.0 percent to 12,111 over the same month last year but was 0.8 percent lower when compared to the previous month.

During November 2017, there were several events that contributed to the expansion in the number of arrivals, such as the annual Samoana Jazz and the Arts Festival as well as the launch of the Samoa Airways operations.

By country, the hike in visitor arrivals over last year was fuelled by higher number of visitors from all its source markets except for American Samoa:

- Europe (up by 157.6 percent)
- USA (up by 87.8 percent)
- New Zealand (up by 40.5 percent)
- Australia (up by 24.4 percent)
- Other countries (up by 3.6 percent)

By purpose of travel, the increase came solely from the expansion in 'Holidays' tourists (up 171.3 percent). All other categories (visiting friends and relatives, business and conference, sports and other) were down during the month.

Furthermore, **total visitor arrivals in the first five months of 2017/18** jumped 14.3 percent above the same period in 2016/17. This was underpinned by increases in visitors from all source markets, American Samoa (up 33.5 percent), Australia (up 27.3 percent) USA (up 13.3 percent), Europe (up 10.1 percent), New Zealand (8.6 percent) and 'Other countries' (up 2.1 percent). By purpose of travel, the

hike came from visitors that were on '**Holiday**' (up 35.4 percent) and '**Sports**' (up 14.5 percent) in the period under review.

**Total visitor receipts**<sup>1</sup> was 38.5 percent (or \$10.4 million) higher at \$37.33 million over November last year due to a 5.7 percent gain in the average expenditure per visitor as well as the hike in visitor arrivals. When compared to the previous month, total visitor receipts was 6.8 percent higher.

In comparison to 2016/17 period, **total visitor receipts in the first five months of 2017/18** edged up by 18.5 percent. This was accounted for by the expansions in earnings from all its source markets; Australia, American Samoa, Europe, USA, 'Other countries and New Zealand by 30.4 percent, 28.7 percent, 22.3 percent, 17.4 percent, 14.4 percent and 12.6 percent respectively. The visiting tourists on 'Holiday' (up 43.4 percent), 'Other' (up 17.1 percent) and 'Sports' (up by 15.0 percent) in that order.

According to the **tourism price index**, it was 3.5 percent higher compared to November 2016 from gains in 'Other Transportation', 'Meals and Drinks', 'Family Obligations', 'Miscellaneous' and 'Accommodation' sub-indexes.

**Total private remittances** in November 2017 recorded a 20.8 percent increase to \$40.9 million

---

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

compared to same month last year and also 4.8 percent higher than October.

The expansion in the private remittances was accounted for by increases in funds from source countries such as 'Other countries' (up by 114.6 percent), 'USA' (up by 40.3 percent), 'New Zealand' (up by 23.5 percent) and 'Australia' (up by 3.7 percent). In terms of recipients, higher transfers were recorded for 'Non-profit institution serving households' (NPISH), 'In-kind', 'hand carried cash', 'family and households' and 'Others'.

The total inflow of private remittances in the **first five months of 2017/18** jumped 11.4 percent to \$188.6 million over the same period of 2016/17. Underpinning this expansion were gains in transfers from 'Other' countries, USA, New Zealand and Australia by 66.1 percent, 15.1 percent, 9.9 percent and 6.5 percent in that order (partially assisted by a 0.6 percent appreciation in the US dollar against the Samoan Tala). By recipients, total funds from 'Others',

'family and households', 'Non-profit institution serving households' and 'in-kind' all expanded by \$7.2 million, \$6.7 million, \$5.9 million and \$0.38 million respectively.

The share of remittances inflows coming through money transfer operators (MTOs) fell to 78.9 percent from 87.6 percent in the same period last year. Conversely, the ratio of private transfer that came through the banking system jumped to 21.1 percent from 12.4 percent share in November 2016.

The **average cost of sending** NZD\$200.00 to Samoa rose by 13.24 percent of total cost, from 11.75 percent in November 2016 whereas the average cost of sending AUD\$200.00 to Samoa contracted to 10.09 percent from 11.45 percent in November 2016.

**CENTRAL BANK OF SAMOA**  
**22<sup>nd</sup> March 2018**

# VISITOR EARNINGS & REMITTANCES REPORT

November 2017

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

	Nov-15	Nov-16	Dec-16	Jan-17	Feb-17	Mar-17	Apr-17	May-17	Jun-17	Jul-17	Aug-17	Sep-17	Oct-17	Nov-17
<b>Total arrivals (1)</b>	<b>9,597</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>12,111</b>
<b>Arrivals, by market (1)</b>														
American Samoa	1,172	1,227	2,926	1,299	812	1,185	1,233	1,219	1,986	2,754	2,578	1,420	1,161	993
Australia	2,296	1,649	4,551	2,586	1,716	1,647	2,453	2,350	2,899	3,408	2,893	3,127	2,752	2,052
Europe	332	295	275	253	275	396	401	322	500	455	391	451	355	760
New Zealand	3,796	4,117	8,378	5,510	3,279	3,881	5,513	5,062	6,106	8,345	6,336	5,729	6,144	5,785
USA	587	589	1,064	804	467	907	713	802	1,024	1,492	830	637	548	1,106
Other Countries	1,414	1,366	1,483	1,464	1,261	1,391	1,273	1,270	1,638	1,815	1,523	1,721	1,254	1,415
Cruise ships	0	0	0	0	0	0	0	0	0	0	0	0	0	0
<b>Arrivals, by purpose (1)</b>														
Holiday	3,774	3,531	7,238	3,737	2,472	2,727	4,928	3,839	6,184	7,810	6,621	6,298	5,981	9,581
VFR	3,195	2,916	8,334	5,125	2,806	3,004	3,710	3,115	3,722	5,279	4,437	3,192	3,203	1,318
Business & Conference	909	946	835	738	713	1,050	851	1,419	1,400	1,473	1,300	1,430	787	388
Sport	62	33	32	42	80	83	49	208	191	281	314	94	81	22
Other	1,657	1,817	2,238	2,274	1,739	2,543	2,048	2,444	2,656	3,426	1,879	2,071	2,162	802
Cruise ships	0	0	0	0	0	0	0	0	0	0	0	0	0	0
<b>Total earnings (2) **</b>	<b>28.91</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>37.33</b>
<b>Earnings, by market (2)</b>														
American Samoa	2.04	2.18	6.69	2.73	0.85	2.35	3.26	3.73	4.17	4.97	4.54	2.25	1.50	1.86
Australia	9.86	7.11	15.20	7.60	6.19	5.65	8.31	7.31	8.81	8.39	9.57	9.59	10.35	9.26
Europe	0.42	0.37	0.42	0.25	0.24	0.52	0.46	0.30	0.40	0.34	0.45	0.42	0.31	1.02
New Zealand	11.60	12.63	21.34	13.78	8.07	10.34	16.13	17.45	14.34	20.06	18.50	16.32	18.49	18.67
USA	1.43	1.44	3.06	1.88	1.58	3.16	1.28	1.93	2.75	4.21	1.72	2.38	1.15	2.86
Other Countries	3.56	3.22	4.16	2.77	3.52	3.07	3.40	3.45	4.97	4.62	3.38	4.33	3.16	3.66
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	0.00
<b>Earnings, by purpose (2)</b>														
Holiday	9.37	8.64	19.70	9.98	6.76	6.89	13.26	13.28	16.76	18.89	18.12	18.43	14.18	28.39
VFR	14.73	13.40	24.70	14.42	7.21	7.26	10.78	12.30	11.58	15.66	13.16	9.15	10.86	6.88
Business & Conference	3.22	3.33	2.75	2.59	2.50	3.29	2.94	4.36	4.27	3.43	4.33	4.35	2.10	1.58
Sport	0.12	0.06	0.07	0.12	0.17	0.26	0.13	0.74	0.32	0.90	0.64	0.30	0.17	0.05
Other	1.47	1.52	3.66	1.89	3.82	7.39	5.74	3.49	2.50	3.69	1.90	3.05	7.64	0.43
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	0.00
<b>Average expenditure (3)</b>	<b>3,013</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>3,082</b>
<b>Tourism Price Index</b>	<b>141</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>147.2</b>
<b>First Number of Months up to</b>	<b>5</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>5</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>months</b>
<b>Total Visitor Arrivals</b>	62,513	61,454	80,131	92,047	99,857	109,264	120,850	131,875	146,028	18,269	32,820	45,905	58,119	70,230
<i>Percentage Change</i>	7.4%	-1.7%	-0.2%	-0.4%	-0.8%	-1.2%	-0.9%	-1.0%	-0.1%	10.8%	14.1%	12.5%	11.3%	14.3%
Past 3 year average	1.2%	3.0%	3.0%	3.5%	3.7%	3.8%	3.9%	3.9%	3.7%	6.1%	4.0%	3.4%	3.4%	2.9%
Past 5 year average	1.1%	2.9%	2.1%	2.4%	2.4%	2.5%	2.5%	2.6%	2.6%	3.4%	2.6%	3.1%	3.0%	2.1%
<b>Arrivals, by market (1)</b>														
American Samoa	5,851	6,672	9,598	10,897	11,709	12,894	14,127	15,346	17,332	2,754	5,332	6,752	7,913	8,906
Australia	12,229	11,177	15,728	18,314	20,030	21,677	24,130	26,480	29,379	3,408	6,301	9,428	12,180	14,232
Europe	1,977	2,191	2,466	2,719	2,994	3,390	3,791	4,113	4,613	455	846	1,297	1,652	2,412
New Zealand	28,925	29,774	38,152	43,662	46,941	50,822	56,335	61,397	67,503	8,345	14,681	20,410	26,554	32,339
USA	5,230	4,070	5,134	5,938	6,405	7,312	8,025	8,827	9,851	1,492	2,322	2,959	3,507	4,613
Other Countries	8,301	7,570	9,053	10,517	11,778	13,169	14,442	15,712	17,350	1,815	3,338	5,059	6,313	7,728
Cruise ships	0	0	0	0	0	0	0	0	0	0	0	0	0	0
<b>Arrivals, by purpose (1)</b>														
Holiday	25,750	26,805	34,043	37,780	40,252	42,979	47,907	51,746	57,930	7,810	14,431	20,729	26,710	36,291
VFR	17,409	18,083	26,417	31,542	34,348	37,352	41,062	44,177	47,899	5,279	9,716	12,908	16,111	17,429
Business & Conference	5,243	5,493	6,328	7,066	7,779	8,829	9,680	11,099	12,499	1,473	2,773	4,203	4,990	5,378
Sport	1,750	692	724	766	846	929	978	1,186	1,377	281	595	689	770	792
Other	12,361	10,381	12,619	14,893	16,632	19,175	21,223	23,667	26,323	3,426	5,305	7,376	9,538	10,340
Cruise ships	0	0	0	0	0	0	0	0	0	0	0	0	0	0
<b>Total Visitor Earnings</b>	161.2	158.9	209.8	238.8	259.3	284.4	317.2	351.4	386.8	42.6	80.7	116.0	151.0	188.3
<i>Percentage Change</i>	8.0%	-1.4%	-0.5%	-1.0%	-1.1%	-1.5%	-0.6%	-0.6%	0.5%	10.5%	15.7%	14.0%	14.4%	18.5%
Past 3 year average	5.0%	2.3%	5.1%	9.1%	7.4%	5.9%	4.5%	5.6%	2.8%	7.1%	1.9%	2.4%	4.0%	1.8%
Past 5 year average	6.4%	2.1%	3.7%	4.4%	0.7%	2.9%	2.4%	7.1%	5.3%	9.4%	7.2%	7.0%	4.9%	1.5%
<b>Earnings, by market (2)</b>														
American Samoa	10.3	11.7	18.4	21.2	22.0	24.4	27.6	31.4	35.5	5.0	9.5	11.8	13.3	15.1
Australia	39.3	36.1	51.4	59.0	65.1	70.8	79.1	86.4	95.2	8.4	18.0	27.5	37.9	47.1
Europe	1.9	2.1	2.5	2.7	3.0	3.5	4.0	4.3	4.7	0.3	0.8	1.2	1.5	2.5
New Zealand	77.6	81.8	103.1	116.9	124.9	135.3	151.4	168.9	183.2	20.1	38.6	54.9	73.4	92.0
USA	12.7	10.5	13.5	15.4	17.0	20.2	21.4	23.4	26.1	4.2	5.9	8.3	9.5	12.3
Other Countries	19.3	16.7	20.9	23.7	27.2	30.3	33.7	37.1	42.1	4.6	8.0	12.3	15.5	19.1
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	0.0
<b>Earnings, by purpose (2)</b>														
Holiday	64.6	68.3	88.0	98.0	104.8	111.7	124.9	138.2	155.0	18.9	37.0	55.4	69.6	98.0
VFR	56.4	58.8	83.5	97.9	105.1	112.4	123.1	135.4	147.0	15.7	28.8	38.0	48.8	55.7
Business & Conference	14.8	15.8	18.5	21.1	23.6	26.9	29.9	34.2	38.5	3.4	7.8	12.1	14.2	15.8
Sport	5.2	1.8	1.9	2.0	2.2	2.4	2.5	3.3	3.6	0.9	1.5	1.8	2.0	2.1
Other	20.3	14.3	17.9	19.8	23.6	31.0	36.8	40.3	42.7	3.7	5.6	8.6	16.3	16.7
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	0.0

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

# VISITOR EARNINGS & REMITTANCES REPORT

November 2017

Table 2.

## INFLOW OF PRIVATE REMITTANCES

AMOUNTS IN TALA MILLION

	Nov-15	Nov-16	Dec-16	Jan-17	Feb-17	Mar-17	Apr-17	May-17	Jun-17	Jul-17	Aug-17	Sep-17	Oct-17	Nov-17
<b>By Recipient</b>	<b>29.31</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>40.90</b>
Banknotes	2.52	3.77	6.88	5.20	2.65	3.16	2.83	3.54	2.85	4.04	3.75	3.32	3.32	4.39
Churches, school, Charities	0.89	0.76	0.45	0.53	0.18	0.30	0.08	0.19	0.07	0.08	2.78	2.23	4.71	3.30
Individual/Family/Households	24.96	26.85	34.37	22.76	22.81	27.97	25.09	28.97	26.66	27.16	29.24	26.98	26.77	30.39
In Kind	0.57	0.54	0.60	0.50	0.45	0.57	0.48	0.52	0.52	0.51	0.59	0.62	0.59	0.69
Others	0.37	1.93	1.26	1.71	0.67	0.30	1.35	2.47	6.96	5.89	0.67	0.81	3.64	2.13
<b>By Country</b>	<b>29.31</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>40.90</b>
USA	3.93	5.16	6.43	4.73	4.18	5.74	5.46	5.22	4.80	5.85	5.14	5.53	6.23	7.24
New Zealand	12.45	13.87	19.82	13.32	11.61	14.14	14.01	16.18	18.57	13.30	14.05	13.45	16.18	17.12
Australia	10.38	12.04	14.32	9.65	8.79	9.59	8.21	10.56	10.86	11.73	13.52	12.39	13.22	12.48
American Samoa	1.56	1.50	1.57	1.18	1.22	1.74	1.26	1.47	1.28	1.48	1.36	1.17	1.45	1.29
Others	0.98	1.29	1.42	1.81	0.96	1.09	0.89	2.26	1.55	5.31	2.95	1.42	1.95	2.78
<b>By Channel (%)</b>														
Banks	10.0%	12.4%	8.2%	13.9%	10.9%	9.4%	12.1%	14.2%	24.8%	23.4%	15.4%	15.5%	27.3%	21.1%
Non Banks (1)	90.0%	87.6%	91.8%	86.1%	89.1%	90.6%	87.9%	85.8%	75.2%	76.6%	84.6%	84.5%	72.7%	78.9%
<b>TOTAL</b>	<b>29.31</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>40.90</b>
<b>First Number of Months up to</b>	<b>5</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>5</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 Remittances</b>	<b>163.07</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>	<b>188.61</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%	11.4%
3 year average	-3.8%	-0.5%	-0.7%	-2.0%	-2.2%	-2.2%	-1.9%	-2.2%	-2.1%	-5.1%	-3.0%	-1.2%	-0.9%	-0.8%
5 year average	2.7%	3.5%	2.0%	1.8%	1.7%	1.5%	1.4%	1.7%	1.5%	-9.3%	-4.9%	-2.6%	-1.8%	-1.8%
<b>By Recipient</b>														
Banknotes	15.60	19.61	26.49	31.69	34.34	37.50	40.33	43.86	46.72	4.04	7.78	11.11	14.42	18.82
Churches, school, Charities	9.13	7.24	7.69	8.22	8.40	8.70	8.78	8.98	9.04	0.08	2.86	5.10	9.81	13.11
Individual/Family/Households	132.10	133.85	168.22	190.98	213.80	241.77	266.86	295.83	322.49	27.16	56.40	83.39	110.16	140.55
In Kind	2.68	2.62	3.22	3.72	4.17	4.73	5.21	5.73	6.26	0.51	1.10	1.72	2.31	3.00
Others	3.56	5.93	7.19	8.90	9.57	9.88	11.23	13.70	20.66	5.89	6.56	7.37	11.01	13.13
<b>By Country</b>														
USA	23.66	26.05	32.48	37.21	41.39	47.13	52.59	57.81	62.61	5.85	10.99	16.53	22.76	29.99
New Zealand	63.83	67.46	87.28	100.60	112.22	126.35	140.36	156.55	175.12	13.30	27.35	40.80	56.99	74.11
Australia	58.92	59.47	73.79	83.44	92.23	101.82	110.03	120.59	131.44	11.73	25.25	37.65	50.87	63.35
American Samoa	8.32	7.60	9.17	10.36	11.58	13.32	14.58	16.06	17.34	1.48	2.84	4.02	5.46	6.76
Others	8.34	8.67	10.09	11.90	12.87	13.96	14.85	17.10	18.65	5.31	8.27	9.68	11.63	14.41

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