



## VISITOR EARNINGS & REMITTANCES REPORT DECEMBER 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.6: 2017/18*

*December 2017*

The total number of **visitor arrivals** during the end of year festive season increased by 11.2 percent to 20,777 over December 2016 or 71.6 percent higher than the preceding month.

Apart from the usual peak during the festive season, were also some notable one off events during the month like the Samoa Shooting Federation National tournament and the opening of the Fero Samoa and Sleepwell operations in Samoa.

Largely responsible for the higher visitor arrivals in December 2017 over last year were visitors from:

- New Zealand (up by 19.0 percent)
- Australia (up by 20.0 percent)
- Europe (up by 66.5 percent)
- USA (up by 43.8 percent)

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

- Sports visitors (up by 356.3 percent)
- Visiting Friends and Relatives (VFR) (up by 18.9 percent)
- Business and Conference (up by 13.4 percent)
- Holiday (up by 10.3 percent)

In addition, **total visitor arrivals in the first six months of 2017/18** rose further by 13.6 percent compared to the same period in 2016/17. This expansion was mainly due to gains in the number of visitors from Australia (up 25.2 percent), USA (up 19.7 percent), Europe (up 16.4 percent), American Samoa (up 15.1 percent) and New Zealand (up 10.9 percent).

Furthermore, visitors on **'Holiday'**, **'Sports'** and **'Visiting Friends and Relatives' (VFR)** all rose by 30.1 percent, 29.6 percent and 3.5 percent respectively.

As a result of a 4.4 percent hike in the average visitor expenditure over December 2016, **total visitor receipts**<sup>1</sup> rose further by 16.1 percent (or \$8.2 million) to a record high of \$59.07 million or 58.2 percent higher than the previous month.

**Total visitor receipts in the first six months of 2017/18** increased by 17.9 percent compared to the same period last year. Underpinning this expansion were gains in earnings from those who were here for 'Holiday' (up by 36.5 percent, 'Sports' (up by 27.9 percent), 'Other' (up by 12.1 percent), 'VFR' (2.7 percent) and 'Business and Conference' (2.4 percent). In addition, earnings from all tourist markets recorded increases with Europe (up 30.1 percent), Australia (up 28.1 percent), USA (up 22.7 percent), New Zealand (up 14.6 percent), 'Other countries' (up 12.2 percent) and American Samoa (up 9.1 percent.)

The **tourism price index** improved by 2.0 percent over the same month of 2016 due to increases in 'Other Transportation', 'Accommodation', 'Family Obligations', 'Miscellaneous' & 'Meals and Drinks' sub-indexes.

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

Similarly, **total private remittances** rose further by 21.7 percent to \$53.02 million over same month in 2016 and was 29.6 percent higher than the previous month in light of end of year festive season.

The boost in private remittances over the same month last year were due to hikes in receipts from 'Other countries' by 62.5 percent, 'USA' by 54.8 percent, 'Australia' by 15.8 percent, 'New Zealand' by 14.0 percent and 'American Samoa' by 0.5 percent.

For the **first six months of 2017/18, total inflow of private remittances** edged up by 13.5 percent to \$241.63 million compared to same period in 2016/17. This was accounted for by increases in transfers from 'Other countries' by 65.6 percent, 'USA' by 23.0 percent, 'New Zealand' by 10.8 percent and 'Australia' by 8.3 percent. In addition, total funds directed to 'Non-profit institution serving households (NPISH), 'Other countries' and 'in-kind' all rose by 127.0 percent, 100.8 percent and 9.2 percent in that

order. 'Hand carried cash' and 'family and household' both recorded gains of 5.9 percent.

The share of remittances inflows through money transfer operators (MTOs) dropped down to 84.5 percent from 91.8 percent in December 2016. Those received through commercial banks edged up to 15.5 percent from 8.2 percent share in December last year.

The **average cost of sending** NZD\$200.00 to Samoa contracted to 12.90 percent of total cost from 13.64 percent in December 2016 while the average cost of sending AUD\$200.00 to Samoa also fell to 9.85 percent from 10.13 percent in the same period.

**CENTRAL BANK OF SAMOA**  
**30<sup>th</sup> April 2018**



# VISITOR EARNINGS & REMITTANCES REPORT

December 2017

**Table 2.**

## INFLOW OF PRIVATE REMITTANCES

### AMOUNTS IN TALA MILLION

	Dec-16	Jan-17	Feb-17	Mar-17	Apr-17	May-17	Jun-17	Jul-17	Aug-17	Sep-17	Oct-17	Nov-17	Dec-17
<b>By Recipient</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>53.02</b>
Banknotes	6.88	5.20	2.65	3.16	2.83	3.54	2.85	4.04	3.75	3.32	3.32	4.39	9.23
Churches, school, Charities	0.45	0.53	0.18	0.30	0.08	0.19	0.07	0.08	2.78	2.23	4.71	3.30	4.34
Individual/Family/Households	34.37	22.76	22.81	27.97	25.09	28.97	26.66	27.16	29.24	26.98	26.77	30.39	37.63
In Kind	0.60	0.50	0.45	0.57	0.48	0.52	0.52	0.51	0.59	0.62	0.59	0.69	0.52
Others	1.26	1.71	0.67	0.30	1.35	2.47	6.96	5.89	0.67	0.81	3.64	2.13	1.31
<b>By Country</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>53.02</b>
USA	6.43	4.73	4.18	5.74	5.46	5.22	4.80	5.85	5.14	5.53	6.23	7.24	9.96
New Zealand	19.82	13.32	11.61	14.14	14.01	16.18	18.57	13.30	14.05	13.45	16.18	17.12	22.60
Australia	14.32	9.65	8.79	9.59	8.21	10.56	10.86	11.73	13.52	12.39	13.22	12.48	16.58
American Samoa	1.57	1.18	1.22	1.74	1.26	1.47	1.28	1.48	1.36	1.17	1.45	1.29	1.58
Others	1.42	1.81	0.96	1.09	0.89	2.26	1.55	5.31	2.95	1.42	1.95	2.78	2.31
<b>By Channel (%)</b>													
Banks	8.2%	13.9%	10.9%	9.4%	12.1%	14.2%	24.8%	23.4%	15.4%	15.5%	27.3%	21.1%	15.5%
Non Banks (1)	91.8%	86.1%	89.1%	90.6%	87.9%	85.8%	75.2%	76.6%	84.6%	84.5%	72.7%	78.9%	84.5%
<b>TOTAL</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>53.02</b>
<b>First Number of Months up to</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>6</b>
	months	months	months	months	months	months	months	months	months	months	months	months	months
<b>Total Remittances</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>	<b>241.63</b>
Over the past year (%)	2.8%	4.2%	2.6%	3.2%	2.4%	2.2%	3.6%	11.6%	6.5%	5.3%	9.1%	11.4%	13.5%
3 year average	-0.7%	-2.0%	-2.2%	-2.2%	-1.9%	-2.2%	-2.1%	-5.1%	-3.0%	-1.2%	-0.9%	-0.8%	-0.4%
5 year average	2.0%	1.8%	1.7%	1.5%	1.4%	1.7%	1.5%	-9.3%	-4.9%	-2.6%	-1.8%	-1.8%	-1.4%
<b>By Recipient</b>													
Banknotes	26.49	31.69	34.34	37.50	40.33	43.86	46.72	4.04	7.78	11.11	14.42	18.82	28.05
Churches, school, Charities	7.69	8.22	8.40	8.70	8.78	8.98	9.04	0.08	2.86	5.10	9.81	13.11	17.45
Individual/Family/Households	168.22	190.98	213.80	241.77	266.86	295.83	322.49	27.16	56.40	83.39	110.16	140.55	178.18
In Kind	3.22	3.72	4.17	4.73	5.21	5.73	6.26	0.51	1.10	1.72	2.31	3.00	3.51
Others	7.19	8.90	9.57	9.88	11.23	13.70	20.66	5.89	6.56	7.37	11.01	13.13	14.44
<b>By Country</b>													
USA	32.48	37.21	41.39	47.13	52.59	57.81	62.61	5.85	10.99	16.53	22.76	29.99	39.95
New Zealand	87.28	100.60	112.22	126.35	140.36	156.55	175.12	13.30	27.35	40.80	56.99	74.11	96.71
Australia	73.79	83.44	92.23	101.82	110.03	120.59	131.44	11.73	25.25	37.65	50.87	63.35	79.92
American Samoa	9.17	10.36	11.58	13.32	14.58	16.06	17.34	1.48	2.84	4.02	5.46	6.76	8.33
Others	10.09	11.90	12.87	13.96	14.85	17.10	18.65	5.31	8.27	9.68	11.63	14.41	16.71

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