

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.

Report No.6: 2017/18

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.

December 2017

As a result of a 4.4 percent hike in the average visitor expenditure over December 2016, **total visitor receipts**¹ 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.

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

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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 30th April 2018

VISITOR EARNINGS & REMITTANCES REPORT

December 2017

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Table 1.								TOURISM					
	Dec-15	Nov-16	Dec-16	Mar-17	Apr-17	May-17	lun-17	Jul-17	Aug-17	Sep-17	Oct-17	Nov-17	Dec-17
Total arrivals (1)	17,811	9,243	18,677	9,407	11,586	11,025	14,153	18,269	14,551	13,085	12,214	12,111	20,777
Arrivals, by market (1)	,-								•				
American Samoa	2,510	1,227	2,926	1,185	1,233	1,219	1,986	2,754	2,578	1,420	1,161	993	2,144
Australia	5,331	1,649	4,551	1,647	2,453	2,350	2,899	3,408	2,893	3,127	2,752	2,052	5,463
Europe	185	295	275	396	401	322	500	455	391	451	355	760	458
New Zealand	7,455	4,117	8,378	3,881	5,513	5,062	6,106	8,345	6,336	5,729	6,144	5,785	9,970
USA	987	589	1,064	907	713	802	1,024	1,492	830	637	548	1,106	1,530
Other Countries	1,343	1,366	1,483	1,391	1,273	1,270	1,638	1,815	1,523	1,721	1,254	1,415	1,212
Cruise ships	0	0	0	0	0	0	0	0	0	0	0	0	0
Arrivals, by purpose (1)													
Holiday	6,627	3,531	7,238	2,727	4,928	3,839	6,184	7,810	6,621	6,298	5,981	9,581	7,983
VFR	8,385	2,916	8,334	3,004	3,710	3,115	3,722	5,279	4,437	3,192	3,203	1,318	9,907
Business & Conference	976	946	835	1,050	851	1,419	1,400	1,473	1,300	1,430	787	388	947
Sport	29	33	32	83	49	208	191	281	314	94	81	22	146
Other	1,794	1,817	2,238	2,543	2,048	2,444	2,656	3,426	1,879	2,071	2,162	802	1,794
Cruise ships	0	0	0	0	0	0	0	0	0	0	0	0	0
Total earnings (2) **	49.57	26.95	50.87	25.09	32.85	34.17	35.43	42.57	38.15	35.27	34.96	37.33	59.07
Earnings, by market (2)	5.62	2.40	6.60	2.25	2.20	2 72	4 4 7	4.07		2.25	4 50	1.00	F 00
American Samoa Australia	5.62	2.18 7.11	6.69	2.35 5.65	3.26 8.31	3.73 7.31	4.17 8.81	4.97 8.39	4.54 9.57	2.25 9.59	1.50 10.35	1.86 9.26	5.00
Europe	17.77 0.27	7.11 0.37	15.20 0.42	5.65 0.52	8.31 0.46	7.31 0.30	8.81 0.40	8.39 0.34	9.57 0.45	9.59 0.42	0.35	9.26 1.02	18.62 0.70
Europe New Zealand	18.92	12.63	0.42 21.34	0.52 10.34	0.46 16.13	0.30 17.45	0.40 14.34	0.34 20.06	0.45 18.50	0.42 16.32	0.31 18.49	1.02	26.14
USA	2.82	1.44	3.06	3.16	1.28	17.45	2.75	4.21	18.50	2.38	18.49	2.86	4.31
OSA Other Countries	4.18	3.22	4.16	3.16	3.40	3.45	2.75 4.97	4.21	3.38	4.33	3.16	3.66	4.31
Cruise ships	0.00	0.00	0.00	0.00	0.00	0.00	0.00	4.62 0.00	0.00	4.33 0.00	0.00	0.00	4.30 0.00
Earnings, by purpose (2)	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
Holiday	18.23	8.64	19.70	6.89	13.26	13.28	16.76	18.89	18.12	18.43	14.18	28.39	22.18
VFR	25.03	13.40	24.70	7.26	10.78	12.30	11.58	15.66	13.16	9.15	10.86	6.88	30.00
Business & Conference	3.24	3.33	2.75	3.29	2.94	4.36	4.27	3.43	4.33	4.35	2.10	1.58	3.18
Sport	0.06	0.06	0.07	0.26	0.13	0.74	0.32	0.90	0.64	0.30	0.17	0.05	0.32
Other	3.01	1.52	3.66	7.39	5.74	3.49	2.50	3.69	1.90	3.05	7.64	0.43	3.39
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
Average expenditure (3)	2,783	2,916	2,724	2,667	2,835	3,099	2,504	2,330	2,622	2,696	2,862	3,082	2,843
Tourism Price Index	142	142.2	142.9	142.6	142.1	143.9	145.1	145.8	146.6	145.9	146.7	147.2	145.8
First Number of Months up	6	5	6	9	10	11	12	1	2	3	4	5	6
to	months	months		months	months	months	months	months	months	months	months	months	months
Total Visitor Arrivals	80,324	61,454	80,131	109,264				18,269	32,820	45,905	58,119	70,230	91,007
Over the past year (%)	8.0%	-1.7%	-0.2%	-1.2%	-0.9%	-1.0%	-0.1%	10.8%	14.1%	12.5%	11.3%	14.3%	13.6%
Past 3 year average	1.2%	3.0%	3.0%	3.8%	3.9%	3.9%	3.7%	6.1%	4.0%	3.4%	3.4%	2.9%	3.7%
Past 5 year average	0.9%	2.9%	2.1%	2.5%	2.5%	2.6%	2.6%	3.4%	2.6%	3.1%	3.0%	2.1%	2.5%
Arrivals, by market (1)													
American Samoa	8,361	6,672	9,598	12,894	14,127	15,346	17,332	2,754	5,332	6,752	7,913	8,906	11,050
Australia	17,560	11,177	15,728	21,677	24,130	26,480	29,379	3,408	6,301	9,428	12,180	14,232	19,695
Europe	2,162	2,191	2,466	3,390	3,791	4,113	4,613	455	846	1,297	1,652	2,412	2,870
New Zealand	36,380	29,774	38,152	50,822	56,335	61,397	67,503	8,345	14,681	20,410	26,554	32,339	42,309
USA	6,217	4,070	5,134	7,312	8,025	8,827	9,851	1,492	2,322	2,959	3,507	4,613	6,143
Other Countries	9,644	7,570	9,053	13,169	14,442	15,712	17,350	1,815	3,338	5,059	6,313	7,728	8,940
Cruise ships	0	0	0	0	0	0	0	0	0	0	0	0	0
Arrivals, by purpose (1)	22 277	26.005	24.042	42.070	47.007	F4 740	57.020	7.040		20 720	26 740	26.201	44 274
Holiday	32,377	26,805		42,979	47,907	51,746	57,930	7,810	14,431	20,729	26,710 16,111		44,274
VFR	6,219	18,083 5,493	6,328	37,352 8,829	41,062 9,680			5,279	9,716	,			
Business & Conference Sport	6,219 1,779	5,493 692	6,328 724	8,829 929	9,680 978	11,099 1,186	12,499 1,377	1,473 281	2,773 595	4,203 689	4,990 770	5,378 792	6,325 938
Other	1,779		724 12,619	929 19,175	21,223	23,667	26,323	3,426	5,305	7,376	9,538	10,340	938 12,134
Cruise ships	0	0	0	0	0	23,007	0	0	0	0	0	0	0
Total Visitor Earnings	210.8	158.9	209.8	284.4	317.2	351.4	386.8	42.6	80.7	116.0	151.0	188.3	247.4
Over the past year (%)	8.4%	-1.4%	-0.5%	-1.5%	-0.6%	-0.6%	0.5%	10.5%	15.7%	14.0%	14.4%	18.5%	17.9%
Past 3 year average	7.9%	2.3%	5.1%	5.9%	4.5%	5.6%	2.8%	7.1%	1.9%	2.4%	4.0%	1.8%	7.5%
Past 5 year average	5.6%	2.1%	3.7%	2.9%	2.4%	7.1%	5.3%	9.4%	7.2%	7.0%	4.9%	1.5%	8.8%
Earnings, by market (2)													
American Samoa	15.9	11.7	18.4	24.4	27.6	31.4	35.5	5.0	9.5	11.8	13.3	15.1	20.1
Australia	57.1	36.1	51.4	70.8	79.1	86.4	95.2	8.4	18.0	27.5	37.9	47.1	65.8
Europe	2.2	2.1	2.5	3.5	4.0	4.3	4.7	0.3	0.8	1.2	1.5	2.5	3.2
New Zealand	96.6	81.8	103.1	135.3	151.4	168.9	183.2	20.1	38.6	54.9	73.4	92.0	118.2
USA	15.5	10.5	13.5	20.2	21.4	23.4	26.1	4.2	5.9	8.3	9.5	12.3	16.6
Other Countries	23.5	16.7	20.9	30.3	33.7	37.1	42.1	4.6	8.0	12.3	15.5	19.1	23.4
	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
Cruise ships													
Cruise ships Earnings, by purpose (2)									-	_			
Cruise ships Earnings, by purpose (2) Holiday	82.8	68.3	88.0	111.7	124.9	138.2	155.0	18.9	37.0	55.4	69.6	98.0	120.2
Cruise ships Earnings, by purpose (2) Holiday VFR	81.4	58.8	83.5	112.4	123.1	135.4	147.0	15.7	28.8	38.0	48.8	55.7	85.7
Cruise ships Earnings, by purpose (2) Holiday VFR Business & Conference	81.4 18.0	58.8 15.8	83.5 18.5	112.4 26.9	123.1 29.9	135.4 34.2	147.0 38.5	15.7 3.4	28.8 7.8	38.0 12.1	48.8 14.2	55.7 15.8	85.7 19.0
Cruise ships Earnings, by purpose (2) Holiday VFR Business & Conference Sport	81.4 18.0 5.3	58.8 15.8 1.8	83.5 18.5 1.9	112.4 26.9 2.4	123.1 29.9 2.5	135.4 34.2 3.3	147.0 38.5 3.6	15.7 3.4 0.9	28.8 7.8 1.5	38.0 12.1 1.8	48.8 14.2 2.0	55.7 15.8 2.1	85.7 19.0 2.4
Cruise ships Earnings, by purpose (2) Holiday VFR Business & Conference	81.4 18.0	58.8 15.8	83.5 18.5	112.4 26.9	123.1 29.9	135.4 34.2	147.0 38.5	15.7 3.4	28.8 7.8	38.0 12.1	48.8 14.2	55.7 15.8	85.7 19.0

Persons
Tala million
Tala, per person

VISITOR EARNINGS & REMITTANCES REPORT

December 2017

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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
By Recipient	43.56	30.70	26.77	32.30	29.83	35.70	37.06	37.68	37.03	33.97	39.03	40.90	53.02
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
By Country	43.56	30.70	26.77	32.30	29.83	35.70	37.06	37.68	37.03	33.97	39.03	40.90	53.02
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
By Channel (%)													
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%
TOTAL	43.56	30.70	26.77	32.30	29.83	35.70	37.06	37.68	37.03	33.97	39.03	40.90	53.02
First Number of Months up to	6	7	8	9	10	11	12	1	2	3	4	5	6
	months												
Total Remittances	212.81	243.51	270.28	302.58	332.41	368.11	405.17	37.68	74.71	108.68	147.70	188.61	241.63
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%
By Recipient													
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
By Country													
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)