



VISITOR EARNINGS & REMITTANCES REPORT

JANUARY 2018

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.

1. Starting May 2017, visitor earnings calculation have now been revised to reflect average visitor spending and length of stay data collected in the 2012/13 International Visitor Survey (IVS). Before that, the average visitor expenditure numbers were based on 2002/03 IVS. The revision started from August 2012 to the latest month for visitor earnings. The revision is only for visitor earnings and does not affect visitor arrivals.

Report No.7: 2017/18

January 2018

Total **visitor arrivals** increased by 5.5 percent to 12,654 compared to the same month last year despite a seasonal drop of 39.1 percent over the previous month.

Some notable one off events that occurred in the first month of 2018 included Richard Parker's concert and the Oka Festival.

By country, the increase in visitor arrivals over January 2017 was due to gains in visitors from:

- Europe (up 100.4 percent)
- USA (up 61.1 percent)
- New Zealand (up 12.0 percent)
- Other countries (up 6.2 percent)

Except for 'Others', all other purpose of visit recorded hikes such as:

- Business and Conference (up 37.1 percent)
- Sports (up 21.4 percent)
- Holiday (up 12.4 percent)
- Visiting Friends and Relatives (VFR) (up 2.1 percent)

As a result, **total visitor arrivals¹ in the first seven months of 2017/18** was 12.8 percent higher compared to the same period last year.

Increases were recorded for those who were here for '**Sports**' (up 29.1 percent), '**Holiday**' (up 28.3 percent), '**Business and Conference**' (up 3.8 percent) and '**Visiting Friends and Relatives (VFR)**' (up 3.2 percent). By country, total visitors from USA, Europe, Australia, New Zealand and American Samoa all grew by 25.4 percent, 24.4 percent, 20.8 percent, 11.2 percent and 8.4 percent respectively.

As a result, **total visitor receipts** expanded by 6.3 percent (or \$1.80 million) to \$31.04 million in January 2018 over last year, partly due to a 0.7 percent increase in the average visitor expenditure. However, compared to the previous month, visitor earnings were 47.5 percent lower.

Total visitor receipts in the first seven months of 2017/18 expanded by 16.7 percent to \$279.06 million, over the first seven months of 2016/17. Largely responsible for this increase were higher visitor earnings from Europe (up 36.7 percent), USA (up 25.5 percent), Australia (up 23.6 percent), 'Other countries' (up 15.5 percent), New Zealand (up 14.5 percent) and American Samoa (up 2.6 percent). Proceeds from visitors that were here for 'Holiday', 'Sport', 'Other', 'Business and Conference' and 'VFR' all rose by 33.8 percent, 27.3 percent, 11.1 percent, 6.5 percent and 2.3 percent in that order.

¹ Figures have been revised from January to August 2017, by Sāmoa Bureau Statistics.

The **tourism price index** increased by 3.4 percent over January 2017, due to increase in sub-categories like 'Other Transportation', 'Family Obligations', 'Miscellaneous', 'Meals and Drinks', and 'Accommodations' sub-indexes.

Total private remittances in January 2018 recorded a 32.8 percent hike up to \$40.76 million (mainly due to a jump in banknotes receipts) over January 2017, but was 24.2 percent lower compared to the previous month.

Largely underpinning the overall increase in private remittances were increases in funds received from 'USA', 'Other Countries', 'Australia', and 'New Zealand' by 55.4 percent, 34.9 percent, 31.1 percent and 29.9 percent in that order, while those from American Samoa declined by 14.6 percent. In terms of recipients, the expansion came from 'non-profit institutions serving household' (NPISH) (up by 469.4 percent or \$2.50 million), 'Other' (up by 67.5 percent or \$1.16 million), 'hand-carried cash', (up by 38.7 percent or \$2.01 million) and 'family and households' (up by 19.1 percent or \$4.35 million).

The **total inflow of private remittances in the first seven months of 2017/18** increased further by 16.0 percent to \$282.39 million over the same period last year. Underpinning the overall increase in the first seven months, were gains in

transfers from 'Other countries' (61.0 percent), 'USA' (up 27.1 percent), 'New Zealand' (up 13.3 percent), and 'Australia' (up 11.0 percent) which was partially assisted by a 0.8 percent appreciation in the US dollar against the Samoan Tala during the month. By recipient, total funds for 'non-profit institutions serving households (NPISH), 'Other', 'hand carried cash' and 'family and household' and all edged up by 149.1 percent, 94.4 percent, 11.3 percent and 7.5 percent respectively.

The share of remittances inflows through money transfer operators (MTOs) fell further to 80.2 percent from 86.1 percent in January 2017. Funds that were sent through the commercial banks increased to 19.8 percent share from 13.9 percent in the same month last year.

The **average cost of sending** NZD\$200.00 to Samoa edged up to 13.11 percent of total cost from 12.81 percent in January 2017 whereas the average cost of sending AUD\$200.00 to Samoa contracted to 9.29 percent from 12.15 percent in January 2017.

CENTRAL BANK OF SAMOA
23 May 2018

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Table 2.

INFLOW OF PRIVATE REMITTANCES

AMOUNTS IN TALA MILLION

	Jan-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	Jan-18
By Recipient	26.79	30.70	26.77	32.30	29.83	35.70	37.06	37.68	37.03	33.97	39.03	40.90	53.02	40.76
Banknotes	3.67	5.20	2.65	3.16	2.83	3.54	2.85	4.04	3.75	3.32	3.32	4.39	9.23	7.21
Churches, school, Charities	0.66	0.53	0.18	0.30	0.08	0.19	0.07	0.08	2.78	2.23	4.71	3.30	4.34	3.03
Individual/Family/Households	21.46	22.76	22.81	27.97	25.09	28.97	26.66	27.16	29.24	26.98	26.77	30.39	37.63	27.11
In Kind	0.53	0.50	0.45	0.57	0.48	0.52	0.52	0.51	0.59	0.62	0.59	0.69	0.52	0.55
Others	0.47	1.71	0.67	0.30	1.35	2.47	6.96	5.89	0.67	0.81	3.64	2.13	1.31	2.87
By Country	26.79	30.70	26.77	32.30	29.83	35.70	37.06	37.68	37.03	33.97	39.03	40.90	53.02	40.76
USA	3.68	4.73	4.18	5.74	5.46	5.22	4.80	5.85	5.14	5.53	6.23	7.24	9.96	7.35
New Zealand	12.09	13.32	11.61	14.14	14.01	16.18	18.57	13.30	14.05	13.45	16.18	17.12	22.60	17.30
Australia	8.75	9.65	8.79	9.59	8.21	10.56	10.86	11.73	13.52	12.39	13.22	12.48	16.58	12.65
American Samoa	1.42	1.18	1.22	1.74	1.26	1.47	1.28	1.48	1.36	1.17	1.45	1.29	1.58	1.01
Others	0.85	1.81	0.96	1.09	0.89	2.26	1.55	5.31	2.95	1.42	1.95	2.78	2.31	2.45
By Channel (%)														
Banks	7.7%	13.9%	10.9%	9.4%	12.1%	14.2%	24.8%	23.4%	15.4%	15.5%	27.3%	21.1%	15.5%	19.8%
Non Banks (1)	92.3%	86.1%	89.1%	90.6%	87.9%	85.8%	75.2%	76.6%	84.6%	84.5%	72.7%	78.9%	84.5%	80.2%
TOTAL	26.79	30.70	26.77	32.30	29.83	35.70	37.06	37.68	37.03	33.97	39.03	40.90	53.02	40.76
First Number of Months up to	7	7	8	9	10	11	12	1	2	3	4	5	6	7
	months	months	months	months	months	months	months	months	months	months	months	months	months	months
Total Remittances	233.79	243.51	270.28	302.58	332.41	368.11	405.17	37.68	74.71	108.68	147.70	188.61	241.63	282.39
Over the past year (%)	-6.1%	4.2%	2.6%	3.2%	2.4%	2.2%	3.6%	11.6%	6.5%	5.3%	9.1%	11.4%	13.5%	16.0%
3 year average	-1.3%	-2.0%	-2.2%	-2.2%	-1.9%	-2.2%	-2.1%	-5.1%	-3.0%	-1.2%	-0.9%	-0.8%	-0.4%	-0.2%
5 year average	3.5%	1.8%	1.7%	1.5%	1.4%	1.7%	1.5%	-9.3%	-4.9%	-2.6%	-1.8%	-1.8%	-1.4%	-1.2%
By Recipient														
Banknotes	23.10	31.69	34.34	37.50	40.33	43.86	46.72	4.04	7.78	11.11	14.42	18.82	28.05	35.25
Churches, school, Charities	11.62	8.22	8.40	8.70	8.78	8.98	9.04	0.08	2.86	5.10	9.81	13.11	17.45	20.48
Individual/Family/Households	188.14	190.98	213.80	241.77	266.86	295.83	322.49	27.16	56.40	83.39	110.16	140.55	178.18	205.29
In Kind	3.76	3.72	4.17	4.73	5.21	5.73	6.26	0.51	1.10	1.72	2.31	3.00	3.51	4.06
Others	7.17	8.90	9.57	9.88	11.23	13.70	20.66	5.89	6.56	7.37	11.01	13.13	14.44	17.31
By Country														
USA	32.75	37.21	41.39	47.13	52.59	57.81	62.61	5.85	10.99	16.53	22.76	29.99	39.95	47.30
New Zealand	94.54	100.60	112.22	126.35	140.36	156.55	175.12	13.30	27.35	40.80	56.99	74.11	96.71	114.01
Australia	82.54	83.44	92.23	101.82	110.03	120.59	131.44	11.73	25.25	37.65	50.87	63.35	79.92	92.58
American Samoa	13.55	10.36	11.58	13.32	14.58	16.06	17.34	1.48	2.84	4.02	5.46	6.76	8.33	9.34
Others	10.40	11.90	12.87	13.96	14.85	17.10	18.65	5.31	8.27	9.68	11.63	14.41	16.71	19.16

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