



VISITOR EARNINGS & REMITTANCES REPORT **FEBRUARY 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.8: 2017/18

February 2018

Total **visitor arrivals** fell by 6.1 percent to 7,413 compared to the same month last year and was down by a seasonal 41.4 percent over the previous month.

By country, the decrease in visitor arrivals over February 2017 was due to contractions in visitors from:

- American Samoa (down 67.9 percent)
- Australia (down 9.4 percent)
- New Zealand (down 7.9 percent)
- Other countries (down 1.7 percent)

By purpose of visit reductions recorded for:

- Business and Conference (down 61.2 percent)
- Other (down 42.6 percent)
- Holiday (down 11.5 percent)

These outweighed increases in those came to Samoa for 'Sports' (including players that were here for the Annual Marist Sevens Tournament) and those 'Visiting Friends and Relatives'.

However, **total visitor arrivals**¹ in the first eight months of 2017/18 were 11.3 percent higher compared to the same period last year. Increases were recorded for those who were here for '**Sports**' (up 37.9 percent), '**Holiday**' (up 26.2 percent) and '**Visiting Friends and Relatives**' (**VFR**) (up 5.7 percent). By country, total visitors from USA, Europe, Australia, New Zealand and American Samoa all grew by 29.0 percent, 28.0 percent, 18.2 percent, 9.9 percent and 3.0 percent respectively.

As a result, **total visitor receipts** narrowed by 0.9 percent (or \$0.2 million) to \$20.4 million over the same month last year, despite a 5.5 percent increase in the average visitor expenditure. Furthermore, compared to the previous month, visitor earnings were 34.2 percent lower.

Total visitor receipts in the first eight months of 2017/18 expanded by 15.3 percent to \$299.5 million, over the first eight months of 2016/17. Largely responsible for this increase were higher visitor earnings from Europe (up 39.0 percent), USA (up 29.8 percent), Australia (up 20.7 percent), 'Other countries' (up 13.7 percent) and New Zealand (up 13.1 percent). Proceeds from visitors that were here for 'Sports', 'Holiday', 'Other', 'VFR' and 'Other' all rose by 36.2 percent, 31.6 percent, 5.2 percent and 2.0 percent in that order.

The **tourism price index** increased by 3.0 percent over February 2017, due to increases in sub-categories like 'Accommodation', 'Other Transportation', 'Family Obligations', 'Miscellaneous' and 'Meals and Drinks' sub-indexes.

Total private remittances in February 2018 recorded a 40.9 percent hike to \$37.7 million over February 2017, but was 7.5 percent lower compared to the previous month.

The increase in private remittances was mainly from all of its source countries such as 'USA', 'Other Countries', 'Australia', 'New Zealand' and 'American Samoa' by 105.4 percent, 101.6 percent, 34.5 percent, 21.5 percent and 2.3 percent in that order.

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

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In terms of recipients, the expansion came from 'non-profit institutions serving household' (NPISH)² (up \$5.8 million), 'family and household' (up by \$2.5 million), 'banknote' (up by \$1.5 million), 'Other', (up by \$1.1 million) and 'In kind' (up by \$0.1 million).

As a result, the **total inflow of private remittances in the first eight months of 2017/18** increased further by 18.4 percent to \$320.1 million over the same period last year. Responsible for the overall increase in the first eight months, were gains in transfers from 'Other countries' (64.0 percent), 'USA' (up 35.0 percent), 'New Zealand' (up 14.2 percent), and 'Australia' (up 13.2 percent), which was partially assisted by increases of 0.8 percent and 0.9 percent in the US and New Zealand dollars respectively. By recipient, total funds for 'non-profit institutions serving households (NPISH), 'family and household', 'Other', 'hand carried cash' and 'In kind' all edged up by \$18.1 million, \$16.8 million, \$9.5 million, \$5.1 million and \$0.4 million respectively.

The share of remittances inflows through money transfer operators (MTOs) fell further to 72.8 percent from 89.1 percent in February 2017. Funds that were sent through the commercial banks increased to 27.2 percent share from 10.9 percent in the same month last year.

CENTRAL BANK OF SAMOA
26th June 2018

² NPISH refers to Churches and Non-profit organizations

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Table 2.

INFLOW OF PRIVATE REMITTANCES

AMOUNTS IN TALA MILLION

	Feb-16	Feb-17	Mar-17	Apr-17	May-17	Jun-17	Jul-17	Aug-17	Sep-17	Oct-17	Nov-17	Dec-17	Jan-18	Feb-18
By Recipient	29.62	26.77	32.30	29.83	35.70	37.06	37.68	37.03	33.97	39.03	40.90	53.02	40.76	37.72
Banknotes	2.55	2.65	3.16	2.83	3.54	2.85	4.04	3.75	3.32	3.32	4.39	9.23	7.21	4.15
Churches, school, Charities	1.95	0.18	0.30	0.08	0.19	0.07	0.08	2.78	2.23	4.71	3.30	4.34	3.03	6.00
Individual/Family/Households	23.59	22.81	27.97	25.09	28.97	26.66	27.16	29.24	26.98	26.77	30.39	37.63	27.11	25.31
In Kind	0.55	0.45	0.57	0.48	0.52	0.52	0.51	0.59	0.62	0.59	0.69	0.52	0.55	0.50
Others	0.99	0.67	0.30	1.35	2.47	6.96	5.89	0.67	0.81	3.64	2.13	1.31	2.87	1.76
By Country	29.62	26.77	32.30	29.83	35.70	37.06	37.68	37.03	33.97	39.03	40.90	53.02	40.76	37.72
USA	5.21	4.18	5.74	5.46	5.22	4.80	5.85	5.14	5.53	6.23	7.24	9.96	7.35	8.58
New Zealand	11.84	11.61	14.14	14.01	16.18	18.57	13.30	14.05	13.45	16.18	17.12	22.60	17.30	14.12
Australia	9.64	8.79	9.59	8.21	10.56	10.86	11.73	13.52	12.39	13.22	12.48	16.58	12.65	11.83
American Samoa	1.46	1.22	1.74	1.26	1.47	1.28	1.48	1.36	1.17	1.45	1.29	1.58	1.01	1.25
Others	1.48	0.96	1.09	0.89	2.26	1.55	5.31	2.95	1.42	1.95	2.78	2.31	2.45	1.94
By Channel (%)														
Banks	16.5%	10.9%	9.4%	12.1%	14.2%	24.8%	23.4%	15.4%	15.5%	27.3%	21.1%	15.5%	19.8%	27.2%
Non Banks (1)	83.5%	89.1%	90.6%	87.9%	85.8%	75.2%	76.6%	84.6%	84.5%	72.7%	78.9%	84.5%	80.2%	72.8%
TOTAL	29.62	26.77	32.30	29.83	35.70	37.06	37.68	37.03	33.97	39.03	40.90	53.02	40.76	37.72
First Number of Months up to	8	8	9	10	11	12	1	2	3	4	5	6	7	8
	months	months	months	months	months	months	months	months	months	months	months	months	months	months
Total Remittances	263.41	270.28	302.58	332.41	368.11	405.17	37.68	74.71	108.68	147.70	188.61	241.63	282.39	320.11
Over the past year (%)	-6.7%	2.6%	3.2%	2.4%	2.2%	3.6%	11.6%	6.5%	5.3%	9.1%	11.4%	13.5%	16.0%	18.4%
3 year average	-0.9%	-2.2%	-2.2%	-1.9%	-2.2%	-2.1%	-5.1%	-3.0%	-1.2%	-0.9%	-0.8%	-0.4%	-0.2%	0.0%
5 year average	3.4%	1.7%	1.5%	1.4%	1.7%	1.5%	-9.3%	-4.9%	-2.6%	-1.8%	-1.8%	-1.4%	-1.2%	-1.4%
By Recipient														
Banknotes	25.65	34.34	37.50	40.33	43.86	46.72	4.04	7.78	11.11	14.42	18.82	28.05	35.25	39.41
Churches, school, Charities	13.57	8.40	8.70	8.78	8.98	9.04	0.08	2.86	5.10	9.81	13.11	17.45	20.48	26.48
Individual/Family/Households	211.73	213.80	241.77	266.86	295.83	322.49	27.16	56.40	83.39	110.16	140.55	178.18	205.29	230.60
In Kind	4.30	4.17	4.73	5.21	5.73	6.26	0.51	1.10	1.72	2.31	3.00	3.51	4.06	4.56
Others	8.16	9.57	9.88	11.23	13.70	20.66	5.89	6.56	7.37	11.01	13.13	14.44	17.31	19.06
By Country														
USA	37.96	41.39	47.13	52.59	57.81	62.61	5.85	10.99	16.53	22.76	29.99	39.95	47.30	55.88
New Zealand	106.38	112.22	126.35	140.36	156.55	175.12	13.30	27.35	40.80	56.99	74.11	96.71	114.01	128.12
Australia	92.18	92.23	101.82	110.03	120.59	131.44	11.73	25.25	37.65	50.87	63.35	79.92	92.58	104.40
American Samoa	15.01	11.58	13.32	14.58	16.06	17.34	1.48	2.84	4.02	5.46	6.76	8.33	9.34	10.59
Others	11.89	12.87	13.96	14.85	17.10	18.65	5.31	8.27	9.68	11.63	14.41	16.71	19.16	21.11

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