



## VISITOR EARNINGS & REMITTANCES REPORT MARCH 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.9: 2017/18**

**March 2018**

The total number of **visitor arrivals** recorded strong growth of 23.4 percent to 11,707 over March 2017 or 57.9 percent higher than the preceding month.

The monthly increase in arrivals reflected those that came for 'Business and Conference', such as the various regional/international meetings that took place, this included the first Pacific Ministerial Shark Symposium and the Pacific Immigration Directors Conference (PIDC) as well as the official visit of the New Zealand PM and her officials in early March 2018. Not only that, increased flights and flight capacity as well as lower airfares saw a spike in both visiting friends and relatives and holiday tourists.

Largely responsible for the higher visitor arrivals were increases in visitors from:

- New Zealand (up by 42.4 percent)
- Australia (up by 35.6 percent)
- Europe (up by 13.4 percent)
- USA (up by 11.3 percent)

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

- Visiting Friends and Relatives (VFR) (up by 3,096 visitors or 102.1 percent)
- Holiday (up by 2.5 percent)

In addition, **total visitor arrivals in the first nine months of 2017/18** rose further by 12.4 percent compared to the same period in 2016/17. This expansion was mainly due to gains in the number of visitors from USA (up 26.8 percent), Europe (up 26.3 percent), Australia (up 19.5 percent), New Zealand (up

12.4 percent) and American Samoa (up 2.4 percent). Furthermore, visitors on 'Sports', 'Holiday' and 'Visiting Friends and Relatives' (VFR) all rose by 32.8 percent, 24.7 percent and 13.5 percent respectively.

As a result of a 5.9 percent hike in the average visitor expenditure over March 2017, **total visitor receipts<sup>1</sup>** rose by 30.7 percent (or \$7.8 million) to \$33.0 million or 61.6 percent higher than the previous month.

**Total visitor receipts in the first nine months of 2017/18** increased by 16.7 percent compared to the same period last year. Underpinning this expansion were gains in earnings from those who came for 'Sports' (up by 30.9 percent), 'Holiday' (up by 30.4 percent), 'VFR' (up by 12.8 percent) and 'Business and Conference' (0.1 percent). In addition, earnings from all tourist markets recorded increases with Europe (up 35.8 percent), USA (up 28.5 percent), Australia (up 22.1 percent), New Zealand (up 15.6 percent) and 'Other countries' (up 12.8 percent).

The **tourism price index** improved by 3.0 percent over the same month of 2017 due to increases in 'Other Transportation', 'Accommodation', 'Family Obligations', 'Miscellaneous' and 'Meals and Drinks' sub-indexes.

Similarly, **total private remittances** rose further by 39.9 percent to \$45.2 million over the same period last year and was also 19.8 percent higher than the previous month.

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

## VISITOR EARNINGS & REMITTANCES REPORT

March 2018

The boost in private remittances over the same month last year were due to hikes in receipts from New Zealand by \$6.6 million, Australia by \$4.9 million and 'Other countries' by \$3.9 million.

For the **first nine months of 2017/18, total inflow of private remittances** edged up by 20.7 percent to \$365.3 million compared to same period in 2016/17. This was mainly due to increases in transfers from 'Other countries' by 87.0 percent, 'USA' by 25.8 percent, 'New Zealand' by 17.8 percent and 'Australia' by 16.8 percent. This upward trend was supported by the appreciation of both the USD and NZD against the Samoan Tala respectively, whilst the AUD weakened by 2.4 percent. In addition, total funds received by

'Non-profit institution serving households (NPISH), 'Family and households', 'Others, 'Hand-carried cash' and 'In-kind' all rose by \$24.3 million, \$20.9 million, \$9.8 million, \$7.5 million and \$0.2 million in that order.

The share of remittances inflows coming through money transfer operators (MTOs) dropped down to 79.0 percent from 90.6 percent in March 2017 while those received through commercial banks edged up to 21.0 percent from 9.4 percent

**CENTRAL BANK OF SAMOA**  
**25<sup>nd</sup> June 2018**

# VISITOR EARNINGS & REMITTANCES REPORT

March 2018

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

	Mar-16	Mar-17	Apr-17	May-17	Jun-17	Jul-17	Aug-17	Sep-17	Oct-17	Nov-17	Dec-17	Jan-18	Feb-18	Mar-18
<b>Total arrivals (1)</b>	<b>9,982</b>	<b>9,490</b>	<b>11,602</b>	<b>11,025</b>	<b>14,257</b>	<b>18,392</b>	<b>14,680</b>	<b>13,085</b>	<b>12,214</b>	<b>12,111</b>	<b>20,777</b>	<b>12,654</b>	<b>7,413</b>	<b>11,707</b>
<b>Arrivals, by market (1)</b>														
American Samoa	939	1,226	1,235	1,219	1,996	2,757	2,582	1,420	1,161	993	2,144	785	265	1,186
Australia	1,859	1,651	2,453	2,350	2,917	3,507	2,935	3,127	2,752	2,052	5,463	2,299	1,559	2,239
Europe	413	396	401	322	502	458	393	451	355	760	458	507	453	449
New Zealand	4,467	3,890	5,513	5,062	6,168	8,346	6,413	5,729	6,144	5,785	9,970	6,184	3,036	5,538
USA	946	917	713	802	1,026	1,498	831	637	548	1,106	1,530	1,295	822	1,021
Other Countries	1,358	1,410	1,287	1,270	1,648	1,826	1,526	1,721	1,254	1,415	1,212	1,584	1,278	1,274
Cruise ships	0	0	0	0	0	0	0	0	0	0	0	0	0	0
<b>Arrivals, by purpose (1)</b>														
Holiday	3,386	2,741	4,929	3,839	6,228	7,875	6,705	6,298	5,981	9,581	7,983	4,199	2,200	2,810
VFR	3,509	3,032	3,710	3,115	3,766	5,313	4,465	3,192	3,203	1,318	9,907	5,231	3,738	6,128
Business & Conference	741	1,058	851	1,419	1,403	1,479	1,306	1,430	787	388	947	1,012	277	1,013
Sport	55	83	49	208	195	281	315	94	81	22	146	51	177	67
Other	2,291	2,576	2,063	2,444	2,665	3,444	1,889	2,071	2,162	802	1,794	2,161	1,021	1,689
Cruise ships	0	0	0	0	0	0	0	0	0	0	0	0	0	0
<b>Total earnings (2) **</b>	<b>26.68</b>	<b>25.27</b>	<b>32.86</b>	<b>34.17</b>	<b>35.69</b>	<b>42.87</b>	<b>38.52</b>	<b>35.27</b>	<b>34.96</b>	<b>37.33</b>	<b>59.07</b>	<b>31.04</b>	<b>20.43</b>	<b>33.02</b>
<b>Earnings, by market (2)</b>														
American Samoa	1.60	2.44	3.27	3.73	4.19	4.97	4.54	2.25	1.50	1.86	5.00	1.67	0.28	2.47
Australia	6.30	5.66	8.31	7.31	8.86	8.63	9.70	9.59	10.35	9.26	18.62	6.76	5.76	7.80
Europe	0.55	0.52	0.46	0.30	0.40	0.34	0.46	0.42	0.31	1.02	0.70	0.51	0.40	0.61
New Zealand	11.80	10.35	16.13	17.45	14.49	20.06	18.72	16.32	18.49	18.67	26.14	15.42	7.60	15.00
USA	3.39	3.20	1.28	1.93	2.76	4.22	1.72	2.38	1.15	2.86	4.31	2.71	2.75	3.88
Other Countries	3.03	3.10	3.41	3.45	4.99	4.64	3.38	4.33	3.16	3.66	4.30	3.97	3.65	3.28
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	8.95	6.92	13.26	13.28	16.87	19.05	18.37	18.43	14.18	28.39	22.18	10.97	6.43	7.75
VFR	8.85	7.32	10.78	12.30	11.71	15.76	13.25	9.15	10.86	6.88	30.00	14.52	10.34	16.23
Business & Conference	2.41	3.31	2.94	4.36	4.28	3.45	4.35	4.35	2.10	1.58	3.18	3.52	1.03	3.41
Sport	0.18	0.26	0.13	0.74	0.33	0.90	0.64	0.30	0.17	0.05	0.32	0.15	0.40	0.23
Other	6.29	7.46	5.75	3.49	2.50	3.71	1.91	3.05	7.64	0.43	3.39	1.88	2.23	5.41
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>2,672</b>	<b>2,663</b>	<b>2,832</b>	<b>3,099</b>	<b>2,503</b>	<b>2,331</b>	<b>2,624</b>	<b>2,696</b>	<b>2,862</b>	<b>3,082</b>	<b>2,843</b>	<b>2,453</b>	<b>2,755</b>	<b>2,821</b>
<b>Tourism Price Index</b>	<b>141</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>145.8</b>	<b>148.2</b>	<b>147.6</b>	<b>146.9</b>
<b>First Number of Months up to</b>	<b>9</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>	<b>7</b>	<b>8</b>	<b>9</b>
<b>Total Visitor Arrivals</b>	<b>110,627</b>	<b>109,503</b>	<b>121,105</b>	<b>132,130</b>	<b>146,387</b>	<b>18,392</b>	<b>33,072</b>	<b>46,157</b>	<b>58,371</b>	<b>70,482</b>	<b>91,259</b>	<b>103,913</b>	<b>111,326</b>	<b>123,033</b>
Over the past year (%)	9.4%	-1.0%	-0.7%	-0.8%	0.2%	11.6%	15.0%	13.1%	11.8%	14.7%	13.9%	12.8%	11.3%	12.4%
Past 3 year average	1.1%	3.8%	3.9%	3.9%	3.7%	6.1%	4.0%	3.4%	3.4%	2.9%	3.7%	3.8%	3.7%	3.8%
Past 5 year average	0.8%	2.5%	2.5%	2.6%	2.6%	3.4%	2.6%	3.1%	3.0%	2.1%	2.5%	2.8%	2.7%	2.5%
<b>Arrivals, by market (1)</b>														
American Samoa	10,963	12,976	14,211	15,430	17,426	2,757	5,339	6,759	7,920	8,913	11,057	11,842	12,107	13,293
Australia	23,727	21,695	24,148	26,498	29,415	3,507	6,442	9,569	12,321	14,373	19,836	22,135	23,694	25,933
Europe	3,290	3,392	3,793	4,115	4,617	458	851	1,302	1,657	2,417	2,875	3,382	3,835	4,284
New Zealand	50,275	50,859	56,372	61,434	67,602	8,346	14,759	20,488	26,632	32,417	42,387	48,571	51,607	57,145
USA	8,672	7,327	8,040	8,842	9,868	1,498	2,329	2,966	3,514	4,620	6,150	7,445	8,267	9,288
Other Countries	13,700	13,254	14,541	15,811	17,459	1,826	3,352	5,073	6,327	7,742	8,954	10,538	11,816	13,090
Cruise ships	0	0	0	0	0	0	0	0	0	0	0	0	0	0
<b>Arrivals, by purpose (1)</b>														
Holiday	42,244	43,014	47,943	51,782	58,010	7,875	14,580	20,878	26,859	36,440	44,423	48,622	50,822	53,632
VFR	37,497	37,430	41,140	44,255	48,021	5,313	9,778	12,970	16,173	17,491	27,398	32,629	36,367	42,495
Business & Conference	8,425	8,838	9,689	11,108	12,511	1,479	2,785	4,215	5,002	5,390	6,337	7,349	7,626	8,639
Sport	1,958	929	978	1,186	1,381	281	596	690	771	793	939	990	1,167	1,234
Other	20,503	19,292	21,355	23,799	26,464	3,444	5,333	7,404	9,566	10,368	12,162	14,323	15,344	17,033
Cruise ships	0	0	0	0	0	0	0	0	0	0	0	0	0	0
<b>Total Visitor Earnings</b>	<b>288.8</b>	<b>284.9</b>	<b>317.8</b>	<b>351.9</b>	<b>387.6</b>	<b>42.9</b>	<b>81.4</b>	<b>116.7</b>	<b>151.6</b>	<b>188.9</b>	<b>248.0</b>	<b>279.1</b>	<b>299.5</b>	<b>332.5</b>
Over the past year (%)	10.4%	-1.3%	-0.5%	-0.4%	0.7%	11.2%	16.6%	14.7%	14.9%	18.9%	18.2%	16.7%	15.3%	16.7%
Past 3 year average	1.5%	5.9%	4.5%	5.6%	2.8%	7.1%	1.9%	2.4%	4.0%	1.8%	7.5%	5.6%	4.8%	5.7%
Past 5 year average	-1.4%	2.9%	2.4%	7.1%	5.3%	9.4%	7.2%	7.0%	4.9%	1.5%	8.8%	6.0%	3.7%	3.8%
<b>Earnings, by market (2)</b>														
American Samoa	20.4	24.5	27.8	31.5	35.7	5.0	9.5	11.8	13.3	15.1	20.1	21.8	22.1	24.5
Australia	77.2	70.8	79.2	86.5	95.3	8.6	18.3	27.9	38.3	47.5	66.2	72.9	78.7	86.5
Europe	3.4	3.5	4.0	4.3	4.7	0.3	0.8	1.2	1.5	2.5	3.2	3.7	4.1	4.8
New Zealand	131.8	135.4	151.5	168.9	183.4	20.1	38.8	55.1	73.6	92.3	118.4	133.8	141.4	156.4
USA	22.9	20.2	21.5	23.4	26.2	4.2	5.9	8.3	9.5	12.3	16.6	19.3	22.1	26.0
Other Countries	33.1	30.5	33.9	37.3	42.3	4.6	8.0	12.3	15.5	19.2	23.5	27.4	31.1	34.4
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	109.3	111.8	125.0	138.3	155.2	19.0	37.4	55.8	70.0	98.4	120.6	131.6	138.0	145.7
VFR	112.8	112.6	123.3	135.7	147.4	15.8	29.0	38.2	49.0	55.9	85.9	100.4	110.8	127.0
Business & Conference	25.6	26.9	29.9	34.2	38.5	3.4	7.8	12.2	14.3	15.8	19.0	22.5	23.6	27.0
Sport	5.8	2.4	2.5	3.3	3.6	0.9	1.5	1.8	2.0	2.1	2.4	2.5	2.9	3.2
Other	35.3	31.2	37.0	40.4	42.9	3.7	5.6	8.7	16.3	16.7	20.1	22.0	24.2	29.6
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

March 2018

Table 2.

## INFLOW OF PRIVATE REMITTANCES

AMOUNTS IN TALA MILLION

	Mar-16	Mar-17	Apr-17	May-17	Jun-17	Jul-17	Aug-17	Sep-17	Oct-17	Nov-17	Dec-17	Jan-18	Feb-18	Mar-18
<b>By Recipient</b>	<b>29.70</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>40.76</b>	<b>37.72</b>	<b>45.18</b>
Banknotes	2.43	3.16	2.83	3.54	2.85	4.04	3.75	3.32	3.32	4.39	9.23	7.21	4.15	5.62
Churches, school, Charities	0.75	0.30	0.08	0.19	0.07	0.08	2.78	2.23	4.71	3.30	4.34	3.03	6.00	6.50
Individual/Family/Households	25.19	27.97	25.09	28.97	26.66	27.16	29.24	26.98	26.77	30.39	37.63	27.11	25.31	32.04
In Kind	0.50	0.57	0.48	0.52	0.52	0.51	0.59	0.62	0.59	0.69	0.52	0.55	0.50	0.40
Others	0.83	0.30	1.35	2.47	6.96	5.89	0.67	0.81	3.64	2.13	1.31	2.87	1.76	0.62
<b>By Country</b>	<b>29.70</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>40.76</b>	<b>37.72</b>	<b>45.18</b>
USA	4.98	5.74	5.46	5.22	4.80	5.85	5.14	5.53	6.23	7.24	9.96	7.35	8.58	3.43
New Zealand	12.82	14.14	14.01	16.18	18.57	13.30	14.05	13.45	16.18	17.12	22.60	17.30	14.12	20.72
Australia	9.22	9.59	8.21	10.56	10.86	11.73	13.52	12.39	13.22	12.48	16.58	12.65	11.83	14.50
American Samoa	1.74	1.74	1.26	1.47	1.28	1.48	1.36	1.17	1.45	1.29	1.58	1.01	1.25	1.55
Others	0.94	1.09	0.89	2.26	1.55	5.31	2.95	1.42	1.95	2.78	2.31	2.45	1.94	4.98
<b>By Channel (%)</b>														
Banks	9.1%	9.4%	12.1%	14.2%	24.8%	23.4%	15.4%	15.5%	27.3%	21.1%	15.5%	19.8%	27.2%	21.0%
Non Banks (1)	90.9%	90.6%	87.9%	85.8%	75.2%	76.6%	84.6%	84.5%	72.7%	78.9%	84.5%	80.2%	72.8%	79.0%
<b>TOTAL</b>	<b>29.70</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>40.76</b>	<b>37.72</b>	<b>45.18</b>
<b>First Number of Months up to</b>	<b>9</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>	<b>7</b>	<b>8</b>	<b>9</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>293.11</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>	<b>282.39</b>	<b>320.11</b>	<b>365.29</b>
Over the past year (%)	-6.5%	3.2%	2.4%	2.2%	3.6%	11.6%	6.5%	5.3%	9.1%	11.4%	13.5%	16.0%	18.4%	20.7%
3 year average	-0.8%	-2.2%	-1.9%	-2.2%	-2.1%	-5.1%	-3.0%	-1.2%	-0.9%	-0.8%	-0.4%	-0.2%	0.0%	0.8%
5 year average	3.3%	1.5%	1.4%	1.7%	1.5%	-9.3%	-4.9%	-2.6%	-1.8%	-1.8%	-1.4%	-1.2%	-1.4%	-1.1%
<b>By Recipient</b>														
Banknotes	28.08	37.50	40.33	43.86	46.72	4.04	7.78	11.11	14.42	18.82	28.05	35.25	39.41	45.02
Churches, school, Charities	14.32	8.70	8.78	8.98	9.04	0.08	2.86	5.10	9.81	13.11	17.45	20.48	26.48	32.97
Individual/Family/Households	236.92	241.77	266.86	295.83	322.49	27.16	56.40	83.39	110.16	140.55	178.18	205.29	230.60	262.64
In Kind	4.80	4.73	5.21	5.73	6.26	0.51	1.10	1.72	2.31	3.00	3.51	4.06	4.56	4.96
Others	8.99	9.88	11.23	13.70	20.66	5.89	6.56	7.37	11.01	13.13	14.44	17.31	19.06	19.68
<b>By Country</b>														
USA	42.94	47.13	52.59	57.81	62.61	5.85	10.99	16.53	22.76	29.99	39.95	47.30	55.88	59.31
New Zealand	119.20	126.35	140.36	156.55	175.12	13.30	27.35	40.80	56.99	74.11	96.71	114.01	128.12	148.85
Australia	101.40	101.82	110.03	120.59	131.44	11.73	25.25	37.65	50.87	63.35	79.92	92.58	104.40	118.90
American Samoa	16.75	13.32	14.58	16.06	17.34	1.48	2.84	4.02	5.46	6.76	8.33	9.34	10.59	12.14
Others	12.82	13.96	14.85	17.10	18.65	5.31	8.27	9.68	11.63	14.41	16.71	19.16	21.11	26.09

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

VISITOR EARNINGS & REMITTANCES REPORT

March 2018