

## VISITOR EARNINGS & REMITTANCES REPORT

### APRIL 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.**

*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.10: 2017/18*

*April 2018*

Total **visitor arrivals** fell by 6.7 percent to 10,819 compared to the same month last year and was also down by a seasonal 7.6 percent over the previous month.

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

- Australia (down 23.9 percent)
- American Samoa (down 19.5 percent)
- New Zealand (down 9.2 percent)

By purpose of visit, reductions recorded for:

- Sports (down 49.0 percent)
- Business and Conference (down 32.4 percent)
- Holiday (down 14.7 percent)
- Others (down 7.3 percent)

These outweighed an increase in those 'Visiting Friends and Relatives'.

Nevertheless, **total visitor arrivals<sup>1</sup> in the first ten months of 2017/18** were 10.5 percent higher compared to the same period last year. Increases were recorded for those who were here for '**Sports**' (up 28.7 percent), '**Holiday**' (up 20.6 percent) and '**Visiting Friends and Relatives**' (**VFR**) (up 13.3 percent). By country, total visitors from Europe, USA, Australia, New Zealand and American Samoa all grew by 30.8 percent, 25.8 percent, 15.1 percent, 10.2 percent and 0.5 percent respectively.

As a result of the drop in arrivals, **total visitor receipts** narrowed by 10.2 percent (or \$3.4 million) to \$29.5

million over the same month last year. Furthermore, compared to the previous month, visitor earnings were 10.7 percent lower.

**Total visitor receipts in the first ten months of 2017/18** however, expanded by 13.9 percent to \$362.0 million compared to the same period of 2016/17. Largely responsible for this increase were higher visitor earnings from Europe (up 39.6 percent), USA (up 27.6 percent), Australia (up 17.2 percent), 'Other countries' (up 13.4 percent) and New Zealand (up 12.7 percent). Proceeds from visitors that were here for 'Sports', 'Holiday' and 'VFR' all rose by 26.6 percent, 25.2 percent and 12.5 percent in that order.

The **tourism price index** increased by 3.9 percent over April 2017, due to increases in sub-categories like 'Accommodation', 'Other Transportation' 'Family Obligations', 'Miscellaneous' and 'Meals and Drinks' sub-indexes.

**Total private remittances** in April 2018 on the other hand, recorded a 50.7 percent hike to \$45.0 million over the same month last year, but was 0.5 percent lower compared to the previous month.

The sharp improvement in private remittances was mainly due to increases in all of its source countries such as 'Australia', 'USA', 'Other Countries', 'American Samoa' and 'New Zealand' by 89.0 percent, 78.5 percent, 74.1 percent, 23.2 percent and 18.3 percent in that order. In terms of recipients, the expansion came from 'Non-profit institutions serving households'

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

(NPISH)<sup>2</sup> (up \$7.2 million), 'banknotes'<sup>3</sup> (up by \$3.5 million), 'family and household' (up by \$2.6 million), 'Other', (up by \$1.7 million) and 'In kind' (up by \$0.1 million).

As a result, the **total inflow of private remittances in the first ten months of 2017/18** increased further by 23.4 percent to \$410.2 million over the same period last year. Responsible for the overall increase in the first ten months, were gains in transfers from 'Other countries' (86.2 percent), 'USA' (up 31.3 percent), 'Australia' (up 22.2 percent) and 'New Zealand' (up 17.9 percent). This was partially assisted by increases of 1.0 percent and 0.3 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 \$31.5 million, \$23.5 million, \$11.5 million, \$11.0 million and \$0.4 million respectively.

The share of remittances inflows through money transfer operators (MTOs) fell further to 72.2 percent from 87.9 percent in April 2017. Funds that were sent through the commercial banks increased to 27.8 percent share from 12.1 percent in the same month last year.

**CENTRAL BANK OF SAMOA**  
**3<sup>rd</sup> August 2018**

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<sup>2</sup> NPISH refers to Churches and Non-profit organizations

<sup>3</sup> Proxy for hand carried cash

# VISITOR EARNINGS & REMITTANCES REPORT

October 2017

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

	Apr-16	Apr-17	May-17	Jun-17	Jul-17	Aug-17	Sep-17	Oct-17	Nov-17	Dec-17	Jan-18	Feb-18	Mar-18	Apr-18
<b>Total arrivals (1)</b>	<b>11,295</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>10,819</b>
<b>Arrivals, by market (1)</b>														
American Samoa	846	1,235	1,219	1,996	2,757	2,582	1,420	1,161	993	2,144	785	265	1,186	994
Australia	2,311	2,453	2,350	2,917	3,507	2,935	3,127	2,752	2,052	5,463	2,299	1,559	2,239	1,867
Europe	769	401	322	502	458	393	451	355	760	458	507	453	449	678
New Zealand	5,008	5,513	5,062	6,168	8,346	6,413	5,729	6,144	5,785	9,970	6,184	3,036	5,538	5,004
USA	809	713	802	1,026	1,498	831	637	548	1,106	1,530	1,295	822	1,021	830
Other Countries	1,552	1,287	1,270	1,648	1,826	1,526	1,721	1,254	1,415	1,212	1,584	1,278	1,274	1,446
Cruise ships	0	0	0	0	0	0	0	0	0	0	0	0	0	0
<b>Arrivals, by purpose (1)</b>														
Holiday	4,349	4,929	3,839	6,228	7,875	6,705	6,298	5,981	9,581	7,983	4,199	2,200	2,810	4,202
VFR	3,371	3,710	3,115	3,766	5,313	4,465	3,192	3,203	1,318	9,907	5,231	3,738	6,128	4,104
Business & Conference	1,019	851	1,419	1,403	1,479	1,306	1,430	787	388	947	1,012	277	1,013	575
Sport	91	49	208	195	281	315	94	81	22	146	51	177	67	25
Other	2,465	2,063	2,444	2,665	3,444	1,889	2,071	2,162	802	1,794	2,161	1,021	1,689	1,913
Cruise ships	0	0	0	0	0	0	0	0	0	0	0	0	0	0
<b>Total earnings (2) **</b>	<b>30.44</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>29.50</b>
<b>Earnings, by market (2)</b>														
American Samoa	2.17	3.27	3.73	4.19	4.97	4.54	2.25	1.50	1.86	5.00	1.67	0.28	2.47	2.55
Australia	7.73	8.31	7.31	8.86	8.63	9.70	9.59	10.35	9.26	18.62	6.76	5.76	7.80	6.30
Europe	0.87	0.46	0.30	0.40	0.34	0.46	0.42	0.31	1.02	0.70	0.51	0.40	0.61	0.78
New Zealand	14.30	16.13	17.45	14.49	20.06	18.72	16.32	18.49	18.67	26.14	15.42	7.60	15.00	14.36
USA	1.40	1.28	1.93	2.76	4.22	1.72	2.38	1.15	2.86	4.31	2.71	2.75	3.88	1.47
Other Countries	3.96	3.41	3.45	4.99	4.64	3.38	4.33	3.16	3.66	4.30	3.97	3.65	3.28	4.03
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	11.07	13.26	13.28	16.87	19.05	18.37	18.43	14.18	28.39	22.18	10.97	6.43	7.66	10.89
VFR	9.26	10.78	12.30	11.71	15.76	13.25	9.15	10.86	6.88	30.00	14.52	10.34	16.23	11.82
Business & Conference	3.38	2.94	4.36	4.28	3.45	4.35	4.35	2.10	1.58	3.18	3.52	1.03	3.40	1.95
Sport	0.23	0.13	0.74	0.33	0.90	0.64	0.30	0.17	0.05	0.32	0.15	0.40	0.23	0.07
Other	6.50	5.75	3.49	2.50	3.71	1.91	3.05	7.64	0.43	3.39	1.88	2.23	5.51	4.77
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>2,695</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>2,726</b>
<b>Tourism Price Index</b>	<b>140.9</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>147.7</b>
<b>First Number of Months up to</b>	<b>10</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>10</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>months</b>
<b>Total Visitor Arrivals</b>	121,922	121,105	132,130	146,387	18,392	33,072	46,157	58,371	70,482	91,259	103,913	111,326	123,033	133,852
Over the past year (%)	10.4%	-0.7%	-0.8%	0.2%	11.6%	15.0%	13.1%	11.8%	14.7%	13.9%	12.8%	11.3%	12.4%	10.5%
Past 3 year average	0.8%	3.9%	3.9%	3.7%	6.1%	4.0%	3.4%	3.4%	2.9%	3.7%	3.8%	3.7%	3.8%	3.8%
Past 5 year average	0.8%	2.5%	2.6%	2.6%	3.4%	2.6%	3.1%	3.0%	2.1%	2.5%	2.8%	2.7%	2.5%	2.6%
<b>Arrivals, by market (1)</b>														
American Samoa	11,809	14,211	15,430	17,426	2,757	5,339	6,759	7,920	8,913	11,057	11,842	12,107	13,293	14,287
Australia	26,038	24,148	26,498	29,415	3,507	6,442	9,569	12,321	14,373	19,836	22,135	23,694	25,933	27,800
Europe	4,059	3,793	4,115	4,617	458	851	1,302	1,657	2,417	2,875	3,382	3,835	4,284	4,962
New Zealand	55,283	56,372	61,434	67,602	8,346	14,759	20,488	26,632	32,417	42,387	48,571	51,607	57,145	62,149
USA	9,481	8,040	8,842	9,868	1,498	2,329	2,966	3,514	4,620	6,150	7,445	8,267	9,288	10,118
Other Countries	15,252	14,541	15,811	17,459	1,826	3,352	5,073	6,327	7,742	8,954	10,538	11,816	13,090	14,536
Cruise ships	0	0	0	0	0	0	0	0	0	0	0	0	0	0
<b>Arrivals, by purpose (1)</b>														
Holiday	46,593	47,943	51,782	58,010	7,875	14,580	20,878	26,859	36,440	44,423	48,622	50,822	53,632	57,834
VFR	40,868	41,140	44,255	48,021	5,313	9,778	12,970	16,173	17,491	27,398	32,629	36,367	42,495	46,599
Business & Conference	9,444	9,689	11,108	12,511	1,479	2,785	4,215	5,002	5,390	6,337	7,349	7,626	8,639	9,214
Sport	2,049	978	1,186	1,381	281	596	690	771	793	939	990	1,167	1,234	1,259
Other	22,968	21,355	23,799	26,464	3,444	5,333	7,404	9,566	10,368	12,162	14,323	15,344	17,033	18,946
Cruise ships	0	0	0	0	0	0	0	0	0	0	0	0	0	0
<b>Total Visitor Earnings</b>	319.2	317.8	351.9	387.6	42.9	81.4	116.7	151.6	188.9	248.0	279.1	299.5	332.5	362.0
Over the past year (%)	11.0%	-0.5%	-0.4%	0.7%	11.2%	16.6%	14.7%	14.9%	18.9%	18.2%	16.7%	15.3%	16.7%	13.9%
Past 3 year average	-0.2%	4.5%	5.6%	2.8%	7.1%	1.9%	2.4%	4.0%	1.8%	7.5%	5.6%	4.8%	5.7%	5.7%
Past 5 year average	1.8%	2.4%	7.1%	5.3%	9.4%	7.2%	7.0%	4.9%	1.5%	8.8%	6.0%	3.7%	3.8%	4.9%
<b>Earnings, by market (2)</b>														
American Samoa	22.5	27.8	31.5	35.7	5.0	9.5	11.8	13.3	15.1	20.1	21.8	22.1	24.5	27.1
Australia	85.0	79.2	86.5	95.3	8.6	18.3	27.9	38.3	47.5	66.2	72.9	78.7	86.5	92.8
Europe	4.2	4.0	4.3	4.7	0.3	0.8	1.2	1.5	2.5	3.2	3.7	4.1	4.8	5.5
New Zealand	146.1	151.5	168.9	183.4	20.1	38.8	55.1	73.6	92.3	118.4	133.8	141.4	156.4	170.8
USA	24.3	21.5	23.4	26.2	4.2	5.9	8.3	9.5	12.3	16.6	19.3	22.1	26.0	27.4
Other Countries	37.1	33.9	37.3	42.3	4.6	8.0	12.3	15.5	19.2	23.5	27.4	31.1	34.4	38.4
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	120.4	125.0	138.3	155.2	19.0	37.4	55.8	70.0	98.4	120.6	131.6	138.0	145.6	156.5
VFR	122.1	123.3	135.7	147.4	15.8	29.0	38.2	49.0	55.9	85.9	100.4	110.8	127.0	138.8
Business & Conference	28.9	29.9	34.2	38.5	3.4	7.8	12.2	14.3	15.8	19.0	22.5	23.6	27.0	28.9
Sport	6.0	2.5	3.3	3.6	0.9	1.5	1.8	2.0	2.1	2.4	2.5	2.9	3.2	3.2
Other	41.8	37.0	40.4	42.9	3.7	5.6	8.7	16.3	16.7	20.1	22.0	24.2	29.7	34.5
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

April 2018

Table 2.

## INFLOW OF PRIVATE REMITTANCES

### AMOUNTS IN TALA MILLION

	Apr-16	Apr-17	May-17	Jun-17	Jul-17	Aug-17	Sep-17	Oct-17	Nov-17	Dec-17	Jan-18	Feb-18	Mar-18	Apr-18
<b>By Recipient</b>	<b>31.58</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>40.77</b>	<b>37.72</b>	<b>45.18</b>	<b>44.95</b>
Banknotes	3.06	2.83	3.54	2.85	4.04	3.75	3.32	3.32	4.39	9.23	7.21	4.15	5.62	6.28
Churches, school, Charities	0.41	0.08	0.19	0.07	0.08	2.78	2.23	4.71	3.30	4.34	3.04	6.00	6.50	7.25
Individual/Family/Households	26.37	25.09	28.97	26.66	27.16	29.24	26.98	26.77	30.39	37.63	27.11	25.31	32.04	27.73
In Kind	0.44	0.48	0.52	0.52	0.51	0.59	0.62	0.59	0.69	0.52	0.55	0.50	0.40	0.62
Others	1.30	1.35	2.47	6.96	5.89	0.67	0.81	3.64	2.13	1.31	2.87	1.76	0.62	3.07
<b>By Country</b>	<b>31.58</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>40.77</b>	<b>37.72</b>	<b>45.18</b>	<b>44.95</b>
USA	5.07	5.46	5.22	4.80	5.85	5.14	5.53	6.23	7.24	9.96	7.35	8.58	3.43	9.75
New Zealand	14.20	14.01	16.18	18.57	13.30	14.05	13.45	16.18	17.12	22.60	17.30	14.12	20.72	16.59
Australia	9.94	8.21	10.56	10.86	11.73	13.52	12.39	13.22	12.48	16.58	12.65	11.83	14.50	15.51
American Samoa	1.68	1.26	1.47	1.28	1.48	1.36	1.17	1.45	1.29	1.58	1.01	1.25	1.55	1.56
Others	0.70	0.89	2.26	1.55	5.31	2.95	1.42	1.95	2.78	2.31	2.45	1.94	4.98	1.55
<b>By Channel (%)</b>														
Banks	11.5%	12.1%	14.2%	24.8%	23.4%	15.4%	15.5%	27.3%	21.1%	15.5%	19.8%	27.2%	21.0%	27.8%
Non Banks (1)	88.5%	87.9%	85.8%	75.2%	76.6%	84.6%	84.5%	72.7%	78.9%	84.5%	80.2%	72.8%	79.0%	72.2%
<b>TOTAL</b>	<b>31.58</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>40.77</b>	<b>37.72</b>	<b>45.18</b>	<b>44.95</b>
<b>First Number of Months up to</b>	<b>10</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>10</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>324.69</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>	<b>410.24</b>
Over the past year (%)	-7.0%	2.4%	2.2%	3.6%	11.6%	6.5%	5.3%	9.1%	11.4%	13.5%	16.0%	18.4%	20.7%	23.4%
3 year average	0.0%	-1.9%	-2.2%	-2.1%	-5.1%	-3.0%	-1.2%	-0.9%	-0.8%	-0.4%	-0.2%	0.0%	0.8%	0.6%
5 year average	3.7%	1.4%	1.7%	1.5%	-9.3%	-4.9%	-2.6%	-1.8%	-1.8%	-1.4%	-1.2%	-1.4%	-1.1%	-0.9%
<b>By Recipient</b>														
Banknotes	31.14	40.33	43.86	46.72	4.04	7.78	11.11	14.42	18.82	28.05	35.25	39.41	45.02	51.30
Churches, school, Charities	14.73	8.78	8.98	9.04	0.08	2.86	5.10	9.81	13.11	17.45	20.48	26.48	32.98	40.23
Individual/Family/Households	263.29	266.86	295.83	322.49	27.16	56.40	83.39	110.16	140.55	178.18	205.29	230.60	262.64	290.37
In Kind	5.24	5.21	5.73	6.26	0.51	1.10	1.72	2.31	3.00	3.51	4.06	4.56	4.96	5.58
Others	10.29	11.23	13.70	20.66	5.89	6.56	7.37	11.01	13.13	14.44	17.31	19.06	19.68	22.75
<b>By Country</b>														
USA	48.01	52.59	57.81	62.61	5.85	10.99	16.53	22.76	29.99	39.95	47.30	55.88	59.31	69.06
New Zealand	133.40	140.36	156.55	175.12	13.30	27.35	40.80	56.99	74.11	96.71	114.01	128.12	148.85	165.43
Australia	111.34	110.03	120.59	131.44	11.73	25.25	37.65	50.87	63.35	79.92	92.58	104.40	118.90	134.41
American Samoa	18.43	14.58	16.06	17.34	1.48	2.84	4.02	5.46	6.76	8.33	9.34	10.59	12.14	13.69
Others	13.52	14.85	17.10	18.65	5.31	8.27	9.68	11.63	14.41	16.71	19.17	21.11	26.09	27.65

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

VISITOR EARNINGS & REMITTANCES REPORT

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