



CENTRAL BANK OF SAMOA

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PLEASE ADDRESS CORRESPONDENCE
TO THE GOVERNOR

VISITOR EARNINGS & REMITTANCES REPORT MAY 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 starts from August 2012 right up to the latest month. Please note, visitor arrivals are not affected by these revisions just visitor earnings.

Report No.11: 2017/18

May 2018

Total **visitor arrivals** rebounded 19.3 percent to 13,156 over the same month last year and was 21.6 percent higher when compared to the previous month.

During May 2018, there were several events that contributed to the expansion in the number of arrivals, such as Mother's Day, Samoa's International Airport Opening Ceremony and preparations in the lead up to Independence Day celebrations in June.

By country, the increase in visitor arrivals over the same month last year 2017 was due to expansions in visitors from:

- Europe (up 96.0 percent)
- USA (up 34.0 percent)
- New Zealand (up 23.9 percent)
- Others (up 9.6 percent)
- American Samoa (up 7.3 percent)
- Australia (up 5.4 percent)

By purpose of visit, substantial improvements were recorded for:

- Visiting Friends and Relatives (up by 4,969 visitors)

These outweighed decreases in those who were here for 'Holiday', 'Business & Conference', 'Sports' and 'Other' purposes.

Furthermore, **total visitor arrivals in the first eleven months of 2017/18** jumped 11.3 percent above the same period in 2016/17. This was underpinned by increases in visitors from all its source markets such as

Europe (up 35.9 percent), USA (up 26.6 percent), Australia (up 14.3 percent), New Zealand (up 11.4 percent), American Samoa (1.1 percent) and 'Other countries' (up 0.7 percent). By purpose of travel, the hike came from '**VFR**' (up 23.6 percent), '**Holiday**' (up 16.2 percent) and '**Sports**' (up 13.7 percent) visitors in the period under review.

Total visitor receipts in May 2018 was 24.1 percent (or \$8.2 million) higher at \$42.4 million over May last year due to a 4.0 percent gain in the average expenditure per visitor as well as the hike in visitor arrivals. When compared to the previous month, total visitor receipts was 43.7 percent higher.

In comparison to 2016/17 period, **total visitor receipts in the first eleven months of 2017/18** edged up by 14.9 percent. This was accounted for by the expansions in earnings from all its source markets; Europe, USA, Australia, 'Other countries and New Zealand by 44.1 percent, 29.1 percent, 16.3 percent, 16.3 percent and 14.0 percent respectively. These were mainly 'VFR' (up by 24.2 percent), 'Other' (up by 18.6 percent) and 'Sports' (up by 7.1 percent) in that order.

The **tourism price index** was 4.0 percent higher compared to May 2017 due to gains in 'Other Transportation', 'Meals and Drinks', 'Family Obligations', 'Miscellaneous' and 'Accommodation' sub-indexes.

Total private remittances in May 2018 recorded a significant 50.2 percent increase to \$53.6 million

compared to same month last year and was also 26.3 percent higher than April 2018.

The expansion in the private remittances was accounted for by increases in funds from source countries such as 'USA' (up by 93.4 percent), 'Australia' (up by 65.7 percent), 'American Samoa' (up by 50.2 percent), 'New Zealand' (up by 30.6 percent) and 'Other' (up by 18.0 percent). In terms of recipients, higher transfers were recorded for 'Non-profit institution serving households' (NPISH), 'In-kind', 'hand carried cash', 'family and households' and 'Others'.

The total inflow of private remittances in the **first eleven months of 2017/18** jumped 25.3 percent to \$461.3 million over the same period of 2016/17. Underpinning this expansion were gains in transfers from 'Other' countries, USA, Australia and New Zealand by 62.4 percent, 36.9 percent, 26.0 percent and 19.2 percent in that order (partially assisted by 0.9 percent and 0.3

percent appreciations in the US and New Zealand dollars respectively, against the Samoan Tala). By recipients, total funds from 'Non-Profit Institution Serving Households', 'Family and Households', 'Banknotes' and 'Others' all expanded by \$38.0 million, \$28.8 million, \$15.6 million and \$11.1 million respectively.

The share of remittances inflows coming through money transfer operators (MTOs) fell to 75.0 percent from 85.8 percent in the same period last year. Conversely, the ratio of private transfer that came through the banking system jumped to 25.0 percent from 14.2 percent share in May 2017.

CENTRAL BANK OF SAMOA
8th August 2018

VISITOR EARNINGS & REMITTANCES REPORT

May 2018

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

	May-16	May-17	Jun-17	Jul-17	Aug-17	Sep-17	Oct-17	Nov-17	Dec-17	Jan-18	Feb-18	Mar-18	Apr-18	May-18
Total arrivals (1)	11,246	11,025	14,257	18,392	14,680	13,085	12,214	12,111	20,777	12,654	7,413	11,707	10,819	13,156
Arrivals, by market (1)														
American Samoa	1,281	1,219	1,996	2,757	2,582	1,420	1,161	993	2,144	785	265	1,186	994	1,308
Australia	2,462	2,350	2,917	3,507	2,935	3,127	2,752	2,052	5,463	2,299	1,559	2,239	1,867	2,476
Europe	554	322	502	458	393	451	355	760	458	507	453	449	678	631
New Zealand	4,479	5,062	6,168	8,346	6,413	5,729	6,144	5,785	9,970	6,184	3,036	5,538	5,004	6,274
USA	1,021	802	1,026	1,498	831	637	548	1,106	1,530	1,295	822	1,021	830	1,075
Other Countries	1,449	1,270	1,648	1,826	1,526	1,721	1,254	1,415	1,212	1,584	1,278	1,274	1,446	1,392
Cruise ships	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Arrivals, by purpose (1)														
Holiday	3,842	3,839	6,228	7,875	6,705	6,298	5,981	9,581	7,983	4,199	2,200	2,810	4,202	2,360
VFR	3,303	3,115	3,766	5,313	4,465	3,192	3,203	1,318	9,907	5,231	3,738	6,128	4,104	8,084
Business & Conference	1,377	1,419	1,403	1,479	1,306	1,430	787	388	947	1,012	277	1,013	575	649
Sport	286	208	195	281	315	94	81	22	146	51	177	67	25	90
Other	2,438	2,444	2,665	3,444	1,889	2,071	2,162	802	1,794	2,161	1,021	1,689	1,913	1,973
Cruise ships	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Total earnings (2) **	34.11	34.17	35.69	42.87	38.52	35.27	34.96	37.33	59.07	31.04	20.43	33.02	29.50	42.40
Earnings, by market (2)														
American Samoa	4.11	3.73	4.19	4.97	4.54	2.25	1.50	1.86	5.00	1.67	0.28	2.47	2.55	4.44
Australia	7.57	7.31	8.86	8.63	9.70	9.59	10.35	9.26	18.62	6.76	5.76	7.80	6.30	7.77
Europe	0.52	0.30	0.40	0.34	0.46	0.42	0.31	1.02	0.70	0.51	0.40	0.61	0.78	0.61
New Zealand	15.03	17.45	14.49	20.06	18.72	16.32	18.49	18.67	26.14	15.42	7.60	15.00	14.36	21.77
USA	2.53	1.93	2.76	4.22	1.72	2.38	1.15	2.86	4.31	2.71	2.75	3.88	1.47	2.81
Other Countries	4.35	3.45	4.99	4.64	3.38	4.33	3.16	3.66	4.30	3.97	3.65	3.28	4.03	5.00
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
Earnings, by purpose (2)														
Holiday	12.85	13.28	16.87	19.05	18.37	18.43	14.18	28.39	22.18	10.97	6.43	7.66	10.89	7.52
VFR	12.70	12.30	11.71	15.76	13.25	9.15	10.86	6.88	30.00	14.52	10.34	16.23	11.82	29.72
Business & Conference	4.08	4.36	4.28	3.45	4.35	4.35	2.10	1.58	3.18	3.52	1.03	3.40	1.95	1.82
Sport	0.99	0.74	0.33	0.90	0.64	0.30	0.17	0.05	0.32	0.15	0.40	0.23	0.07	0.30
Other	3.50	3.49	2.50	3.71	1.91	3.05	7.64	0.43	3.39	1.88	2.23	5.51	4.77	3.05
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
Average expenditure (3)	3,033	3,099	2,503	2,331	2,624	2,696	2,862	3,082	2,843	2,453	2,755	2,821	2,726	3,223
Tourism Price Index	142.0	143.9	145.1	145.8	146.6	145.9	146.7	147.2	145.8	148.2	147.6	146.9	147.7	149.7
First Number of Months up to	11	11	12	1	2	3	4	5	6	7	8	9	10	11
Total Visitor Arrivals	133,168	132,130	146,387	18,392	33,072	46,157	58,371	70,482	91,259	103,913	111,326	123,033	133,852	147,008
Over the past year (%)	9.8%	-0.8%	0.2%	11.6%	15.0%	13.1%	11.8%	14.7%	13.9%	12.8%	11.3%	12.4%	10.5%	11.3%
Past 3 year average	0.4%	3.9%	3.7%	6.1%	4.0%	3.4%	3.4%	2.9%	3.7%	3.8%	3.7%	3.8%	3.8%	3.6%
Past 5 year average	0.9%	2.6%	2.6%	3.4%	2.6%	3.1%	3.0%	2.1%	2.5%	2.8%	2.7%	2.5%	2.6%	2.1%
Arrivals, by market (1)														
American Samoa	13,090	15,430	17,426	2,757	5,339	6,759	7,920	8,913	11,057	11,842	12,107	13,293	14,287	15,595
Australia	28,500	26,498	29,415	3,507	6,442	9,569	12,321	14,373	19,836	22,135	23,694	25,933	27,800	30,276
Europe	4,613	4,115	4,617	458	851	1,302	1,657	2,417	2,875	3,382	3,835	4,284	4,962	5,593
New Zealand	59,762	61,434	67,602	8,346	14,759	20,488	26,632	32,417	42,387	48,571	51,607	57,145	62,149	68,423
USA	10,502	8,842	9,868	1,498	2,329	2,966	3,514	4,620	6,150	7,445	8,267	9,288	10,118	11,193
Other Countries	16,701	15,811	17,459	1,826	3,352	5,073	6,327	7,742	8,954	10,538	11,816	13,090	14,536	15,928
Cruise ships	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Arrivals, by purpose (1)														
Holiday	50,435	51,782	58,010	7,875	14,580	20,878	26,859	36,440	44,423	48,622	50,822	53,632	57,834	60,194
VFR	44,171	44,255	48,021	5,313	9,778	12,970	16,173	17,491	27,398	32,629	36,367	42,495	46,599	54,683
Business & Conference	10,821	11,108	12,511	1,479	2,785	4,215	5,002	5,390	6,337	7,349	7,626	8,639	9,214	9,863
Sport	2,335	1,186	1,381	281	596	690	771	793	939	990	1,167	1,234	1,259	1,349
Other	25,406	23,799	26,464	3,444	5,333	7,404	9,566	10,368	12,162	14,323	15,344	17,033	18,946	20,919
Cruise ships	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Total Visitor Earnings	353.4	351.9	387.6	42.9	81.4	116.7	151.6	188.9	248.0	279.1	299.5	332.5	362.0	404.4
Over the past year (%)	10.3%	-0.4%	0.7%	11.2%	16.6%	14.7%	14.9%	18.9%	18.2%	16.7%	15.3%	16.7%	13.9%	14.9%
Past 3 year average	3.5%	5.6%	2.8%	7.1%	1.9%	2.4%	4.0%	1.8%	7.5%	5.6%	4.8%	5.7%	5.7%	2.2%
Past 5 year average	6.5%	7.1%	5.3%	9.4%	7.2%	7.0%	4.9%	1.5%	8.8%	6.0%	3.7%	3.8%	4.9%	3.6%
Earnings, by market (2)														
American Samoa	26.7	31.5	35.7	5.0	9.5	11.8	13.3	15.1	20.1	21.8	22.1	24.5	27.1	31.5
Australia	92.5	86.5	95.3	8.6	18.3	27.9	38.3	47.5	66.2	72.9	78.7	86.5	92.8	100.5
Europe	4.8	4.3	4.7	0.3	0.8	1.2	1.5	2.5	3.2	3.7	4.1	4.8	5.5	6.1
New Zealand	161.2	168.9	183.4	20.1	38.8	55.1	73.6	92.3	118.4	133.8	141.4	156.4	170.8	192.6
USA	26.8	23.4	26.2	4.2	5.9	8.3	9.5	12.3	16.6	19.3	22.1	26.0	27.4	30.3
Other Countries	41.4	37.3	42.3	4.6	8.0	12.3	15.5	19.2	23.5	27.4	31.1	34.4	38.4	43.4
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
Earnings, by purpose (2)														
Holiday	133.2	138.3	155.2	19.0	37.4	55.8	70.0	98.4	120.6	131.6	138.0	145.6	156.5	164.1
VFR	134.8	135.7	147.4	15.8	29.0	38.2	49.0	55.9	85.9	100.4	110.8	127.0	138.8	168.5
Business & Conference	33.0	34.2	38.5	3.4	7.8	12.2	14.3	15.8	19.0	22.5	23.6	27.0	28.9	30.7
Sport	7.0	3.3	3.6	0.9	1.5	1.8	2.0	2.1	2.4	2.5	2.9	3.2	3.2	3.5
Other	45.3	40.4	42.9	3.7	5.6	8.7	16.3	16.7	20.1	22.0	24.2	29.7	34.5	37.6
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

May 2018

Table 2.

INFLOW OF PRIVATE REMITTANCES

AMOUNTS IN TALA MILLION

	May-16	May-17	Jun-17	Jul-17	Aug-17	Sep-17	Oct-17	Nov-17	Dec-17	Jan-18	Feb-18	Mar-18	Apr-18	May-18
By Recipient	35.45	35.70	37.06	37.68	37.03	33.97	39.03	40.90	53.02	40.77	37.72	45.18	42.45	53.60
Banknotes	4.47	3.54	2.85	4.04	3.75	3.32	3.32	4.39	9.23	7.21	4.15	5.62	6.28	8.16
Churches, school, Charities	1.52	0.19	0.07	0.08	2.78	2.23	4.71	3.30	4.34	3.04	6.00	6.50	7.13	6.84
Individual/Family/Households	28.15	28.97	26.66	27.16	29.24	26.98	26.77	30.39	37.63	27.11	25.31	32.04	27.73	34.23
In Kind	0.68	0.52	0.52	0.51	0.59	0.62	0.59	0.69	0.52	0.55	0.50	0.40	0.62	0.00
Others	0.62	2.47	6.96	5.89	0.67	0.81	3.64	2.13	1.31	2.87	1.76	0.62	0.69	4.38
By Country	35.45	35.70	37.06	37.68	37.03	33.97	39.03	40.90	53.02	40.77	37.72	45.18	42.45	53.60
USA	5.44	5.22	4.80	5.85	5.14	5.53	6.23	7.24	9.96	7.35	8.58	3.43	9.75	10.09
New Zealand	16.44	16.18	18.57	13.30	14.05	13.45	16.18	17.12	22.60	17.30	14.12	20.72	16.60	21.14
Australia	10.09	10.56	10.86	11.73	13.52	12.39	13.22	12.48	16.58	12.65	11.83	14.50	15.52	17.50
American Samoa	1.74	1.47	1.28	1.48	1.36	1.17	1.45	1.29	1.58	1.01	1.25	1.55	1.56	2.22
Others	1.74	2.26	1.55	5.31	2.95	1.42	1.95	2.78	2.31	2.45	1.94	4.98	-0.98	2.66
By Channel (%)														
Banks	8.7%	14.2%	24.8%	23.4%	15.4%	15.5%	27.3%	21.1%	15.5%	19.8%	27.2%	21.0%	23.6%	25.0%
Non Banks (1)	91.3%	85.8%	75.2%	76.6%	84.6%	84.5%	72.7%	78.9%	84.5%	80.2%	72.8%	79.0%	76.4%	75.0%
TOTAL	35.45	35.70	37.06	37.68	37.03	33.97	39.03	40.90	53.02	40.77	37.72	45.18	42.45	53.60
First Number of Months up to	11	11	12	1	2	3	4	5	6	7	8	9	10	11
	months	months	months	months	months	months	months	months	months	months	months	months	months	months
Total Remittances	360.14	368.11	405.17	37.68	74.71	108.68	147.70	188.61	241.63	282.39	320.11	365.29	407.74	461.34
Over the past year (%)	-6.6%	2.2%	3.6%	11.6%	6.5%	5.3%	9.1%	11.4%	13.5%	16.0%	18.4%	20.7%	22.7%	25.3%
3 year average	-0.1%	-2.2%	-2.1%	-5.1%	-3.0%	-1.2%	-0.9%	-0.8%	-0.4%	-0.2%	0.0%	0.8%	0.6%	0.9%
5 year average	4.0%	1.7%	1.5%	-9.3%	-4.9%	-2.6%	-1.8%	-1.8%	-1.4%	-1.2%	-1.4%	-1.1%	-0.9%	-0.9%
By Recipient														
Banknotes	35.61	43.86	46.72	4.04	7.78	11.11	14.42	18.82	28.05	35.25	39.41	45.02	51.30	59.47
Churches, school, Charities	16.25	8.98	9.04	0.08	2.86	5.10	9.81	13.11	17.45	20.48	26.48	32.98	40.11	46.95
Individual/Family/Households	291.44	295.83	322.49	27.16	56.40	83.39	110.16	140.55	178.18	205.29	230.60	262.64	290.37	324.60
In Kind	5.92	5.73	6.26	0.51	1.10	1.72	2.31	3.00	3.51	4.06	4.56	4.96	5.58	5.58
Others	10.92	13.70	20.66	5.89	6.56	7.37	11.01	13.13	14.44	17.31	19.06	19.68	20.38	24.75
By Country														
USA	53.45	57.81	62.61	5.85	10.99	16.53	22.76	29.99	39.95	47.30	55.88	59.31	69.07	79.16
New Zealand	149.83	156.55	175.12	13.30	27.35	40.80	56.99	74.11	96.71	114.01	128.12	148.85	165.45	186.58
Australia	121.43	120.59	131.44	11.73	25.25	37.65	50.87	63.35	79.92	92.58	104.40	118.90	134.42	151.92
American Samoa	20.17	16.06	17.34	1.48	2.84	4.02	5.46	6.76	8.33	9.34	10.59	12.14	13.70	15.91
Others	15.26	17.10	18.65	5.31	8.27	9.68	11.63	14.41	16.71	19.17	21.11	26.09	25.12	27.78

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