

# VISITOR EARNINGS & REMITTANCES REPORT JUNE 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.

Report No.12: 2017/18 June 2018

Total **visitor arrivals** expanded by 14.4 percent to 16,315 people when compared to the same month last year and was also up by 24.0 percent over the previous month.

The hike in visitor arrivals over June 2017 was due to increases in visitors from:

- USA (up 60.9 percent)
- Europe (up 27.5 percent)
- New Zealand (up 25.2 percent)
- Others (up 1.8 percent)

There were several events that contributed to the expansion in the number of arrivals during June 2018 such as the annual 56<sup>th</sup> Independence Day celebrations and various conferences such as the Pacific Island Regional Initiative (PIRI), the Oceanic National Olympic Committee (ONOC) meeting as well as the hosting of the first Digital Pacific Conference.

By purpose of visit, the expansion in arrivals was due solely to an increase in Visiting Friends and Relatives (VFR) (up by more than twofold), offsetting contractions in those for 'Sports', 'Holiday', 'Business & Conference' and 'Others'.

Furthermore, total visitor arrivals in the whole year 2017/18 were 11.6 percent higher compared to the same period last year. Increases were recorded for those who were 'VFR's' (up 32.2 percent), 'Holiday' (up 11.6 percent) and 'Sports' (up 10.2 percent). By country, total visitors from Europe, USA, New Zealand, Australia, Other countries and American Samoa all grew by 35.0 percent, 30.2 percent, 12.6 percent, 12.4 percent, 0.8 percent and 0.1 percent respectively.

Consequently, **total visitor receipts** rose by 23.2 percent (or \$8.3 million) to \$44.0 million over the same month last year. However, when compared to the previous month, visitor earnings were 0.7 percent lower given the seasonal reduction in the average visitor spending for the month of June compared to May.

Nevertheless, total visitor receipts in the twelve months of 2017/18, expanded by 17.2 percent to \$454.2 million compared to the same period of 2016/17. Largely responsible for this increase were higher visitor earnings from Europe (up 44.9 percent), USA (up 36.0 percent), 'Other countries' (up 18.7 percent), New Zealand (up 17.1 percent), Australia (up 16.0 percent) and American Samoa (up 1.8 percent). Proceeds from visitors that were 'VFR's', 'Holiday' and 'Sports' all rose by 35.3 percent, 14.5 percent and 6.2 percent in that order.

The **tourism price index** increased by 4.3 percent over June 2017, due to increases in sub-categories like, 'Other Transportation' 'Family Obligations', 'Miscellaneous' and 'Meals and Drinks' sub-groups.

In addition, **total private remittances** in June 2018 grew by 11.4 percent to \$41.3 million over the same month last year, but was 23.0 percent lower compared to the previous month in line with seasonal trends.

The improvement in private remittances compared to June last year was mainly due to increases in funds from most of its source countries such as the 'USA', 'Other Countries', 'American Samoa' and 'Australia' by

#### VISITOR EARNINGS & REMITTANCES REPORT

84.5 percent, 35.6 percent, 30.4 percent, and 7.7 percent in that order. In terms of recipients, the expansion came from 'Non-profit institutions serving households' (NPISH)<sup>1</sup> (up by \$5.9 million) and 'banknotes'<sup>2</sup> (up by \$4.2 million).

As a result, the total inflow of private remittances in the twelve months of 2017/18 increased further by 24.1 percent to \$502.6 million over the same period last year. Responsible for the sharp growth were higher transfers from 'Other countries' (up 71.4 percent), 'USA' (up 40.0 percent), 'Australia' (up 23.2 percent), 'New Zealand' (up 16.2 percent) and American Samoa (up 1.4 percent). This was partially assisted by appreciation of US dollar (up 0.7 percent) and New Zealand dollar (up 0.4 percent). By recipient, total funds for 'non-profit institutions serving households (NPISH), 'family and household', 'Hand carried cash' and 'Others' all increased by \$43.9 million, \$28.5 million, \$19.8 million and \$6.0 million respectively.

The share of remittances inflows through money transfer operators (MTOs) went up further to 77.0 percent from 75.2 percent in June 2017. Funds that were sent through the commercial banks dropped to 23.0 percent from 24.8 percent in the same month last year.

CENTRAL BANK OF SAMOA 3<sup>rd</sup> September 2018

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<sup>&</sup>lt;sup>1</sup> NPISH refers to Churches and Non-profit organizations

<sup>&</sup>lt;sup>2</sup> Proxy for hand carried cash

#### VISITOR EARNINGS & REMITTANCES REPORT

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

Table 1.		TOURISIVI	EARIVING	3, AVERA	JE EXPENT	JII OKE AN	ID TOURIS	IVI PRICE I	INDEX					
	Jun-16	Jun-17	Jul-17	Aug-17	Sep-17	Oct-17	Nov-17	Dec-17	Jan-18	Feb-18	Mar-18	Apr-18	May-18	Jun-18
Total arrivals (1)	12,936	14,257	18,392	14,680	13,085	12,214	12,111	20,777	12,654	7,413	11,707	10,819	13,156	16,315
Arrivals, by market (1)														
American Samoa	1,575	1,996	2,757	2,582	1,420	1,161	993	2,144	785	265	1,186	994	1,308	1,845
Australia	2,411	2,917	3,507	2,935	3,127	2,752	2,052	5,463	2,299	1,559	2,239	1,867	2,476	2,777
Europe	491	502	458	393	451	355	760	458	507	453	449	678	631	640
New Zealand	5,667	6,168	8,346	6,413	5,729	6,144	5,785	9,970	6,184	3,036	5,538	5,004	6,274	7,725
USA	1,217	1,026	1,498	831	637	548	1,106	1,530	1,295	822	1,021	830	1,075	1,651
Other Countries	1,575	1,648	1,826	1,526	1,721	1,254	1,415	1,212	1,584	1,278	1,274	1,446	1,392	1,677
Cruise ships	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Arrivals, by purpose (1)														
Holiday	5,176	6,228	7,875	6,705	6,298	5,981	9,581	7,983	4,199	2,200	2,810	4,202	2,360	4,540
VFR	3,942	3,766	5,313	4,465	3,192	3,203	1,318	9,907	5,231	3,738	6,128	4,104	8,084	8,782
Business & Conference	1,272	1,403	1,479	1,306	1,430	787	388	947	1,012	277	1,013	575	649	645
Sport	253	195	281	315	94	81	22	146	51	177	67	25	90	173
Other	2,293	2,665	3,444	1,889	2,071	2,162	802	1,794	2,161	1,021	1,689	1,913	1,973	2,175
Cruise ships	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Total earnings (2) **	31.74	35.69	42.87	38.52	35.27	34.96	37.33	59.07	31.04	20.43	33.02	29.50	42.40	42.04
Earnings, by market (2)														
American Samoa	3.29	4.19	4.97	4.54	2.25	1.50	1.86	5.00	1.67	0.28	2.47	2.55	4.44	4.11
Australia	7.19	8.86	8.63	9.70	9.59	10.35	9.26	18.62	6.76	5.76	7.80	6.30	7.77	8.47
Europe	0.39	0.40	0.34	0.46	0.42	0.31	1.02	0.70	0.51	0.40	0.61	0.78	0.61	0.51
New Zealand	13.05	14.49	20.06	18.72	16.32	18.49	18.67	26.14	15.42	7.60	15.00	14.36	21.77	18.34
USA	3.31	2.76	4.22	1.72	2.38	1.15	2.86	4.31	2.71	2.75	3.88	1.47	2.81	4.68
Other Countries	4.52	4.99	4.64	3.38	4.33	3.16	3.66	4.30	3.97	3.65	3.28	4.03	5.00	5.93
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	13.66	16.87	19.05	18.37	18.43	14.18	28.39	22.18	10.97	6.43	7.66	10.89	7.38	11.65
VFR	12.01	11.71	15.76	13.25	9.15	10.86	6.88	30.00	14.52	10.34	16.23	11.82	30.02	26.07
Business & Conference	3.79	4.28	3.45	4.35	4.35	2.10	1.58	3.18	3.52	1.03	3.40	1.95	1.77	1.88
Sport	0.42	0.33	0.90	0.64	0.30	0.17	0.05	0.32	0.15	0.40	0.23	0.07	0.29	0.27
Other	1.87	2.50	3.71	1.91	3.05	7.64	0.43	3.39	1.88	2.23	5.51	4.77	2.94	2.17
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)	2,454	2,503	2,331	2,624	2,696	2,862	3,082	2,843	2,453	2,755	2,821	2,726	3,223	2,576
Tourism Price Index	143.6	145.1	145.8	146.6	145.9	146.7	147.2	145.8	148.2	147.6	146.9	147.7	149.7	151.3
First Number of Months up	12	12	1	2	3	4	5	6	7	8	9	10	11	12
to	months	months	months	months	months	months	months	months	months	months	months	months	months	months
Total Visitor Arrivals	146,104	146,387	18,392	33,072	46,157	58,371	70,482	91,259	103,913	111,326	123,033	133,852	147,008	163,323
Over the past year (%)	9.8%	0.2%	11.6%	15.0%	13.1%	11.8%	14.7%	13.9%	12.8%	11.3%	12.4%	10.5%	11.3%	11.6%
Past 3 year average	-0.1%	3.7%	6.1%	4.0%	3.4%	3.4%	2.9%	3.7%	3.8%	3.7%	3.8%	3.8%	3.6%	3.7%
Past 5 year average	0.8%	2.6%	3.4%	2.6%	3.1%	3.0%	2.1%	2.5%	2.8%	2.7%	2.5%	2.6%	2.1%	1.9%
Arrivals, by market (1)														
American Samoa	14,665	17,426	2,757	5,339	6,759	7,920	8,913	11,057	11,842	12,107	13,293	14,287	15,595	17,440
Australia	30,911	29,415	3,507	6,442	9,569	12,321	14,373	19,836	22,135	23,694	25,933	27,800	30,276	33,053
Europe	5,104	4,617	458	851	1,302	1,657	2,417	2,875	3,382	3,835	4,284	4,962	5,593	6,233
New Zealand	65,429	67,602	8,346	14,759	20,488	26,632	32,417	42,387	48,571	51,607	57,145	62,149	68,423	76,148
USA	11,719	9,868	1,498	2,329	2,966	3,514	4,620	6,150	7,445	8,267	9,288	10,118	11,193	12,844
Other Countries	18,276	17,459	1,826	3,352	5,073	6,327	7,742	8,954	10,538	11,816	13,090	14,536	15,928	17,605
Cruise ships	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Arrivals, by purpose (1)	1													
Holiday	55,611	58,010	7,875	14,580	20,878	26,859	36,440	44,423	48,622	50,822	53,632	57,834	60,194	64,734
VFR	48,113	48,021	5,313	9,778	12,970	16,173	17,491	27,398	32,629	36,367	42,495	46,599	54,683	63,465
Business & Conference	12,093	12,511	1,479	2,785	4,215	5,002	5,390	6,337	7,349	7,626	8,639	9,214	9,863	10,508
Sport	2,588	1,381	281	596	690	771	793	939	990	1,167	1,234	1,259	1,349	1,522
Other	27,699	26,464	3,444	5,333	7,404	9,566	10,368	12,162	14,323	15,344	17,033	18,946	20,919	23,094
Cruise ships	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Total Visitor Earnings	385.1	387.6	42.9	81.4	116.7	151.6	188.9	248.0	279.1	299.5	332.5	362.0	404.4	446.4
Over the past year (%)	10.8%	0.7%	11.2%	16.6%	14.7%	14.9%	18.9%	18.2%	16.7%	15.3%	16.7%	13.9%	14.9%	15.2%
Past 3 year average	-5.9%	2.8%	7.1%	1.9%	2.4%	4.0%	1.8%	7.5%	5.6%	4.8%	5.7%	5.7%	2.2%	5.9%
Past 5 year average	-1.3%	5.3%	9.4%	7.2%	7.0%	4.9%	1.5%	8.8%	6.0%	3.7%	3.8%	4.9%	3.6%	1.1%
Earnings, by market (2)	1		•											
	20.0	25.7	5.0	0 5	11 0	12.2	15 1	20.1	21 0	22.1	24 5	27 1	21 5	25 6
American Samoa	30.0	35.7	5.0	9.5	11.8	13.3	15.1	20.1	21.8	22.1	24.5	27.1	31.5	35.6
Australia	99.7	95.3	8.6	18.3	27.9	38.3	47.5	66.2	72.9	78.7	86.5	92.8	100.5	109.0
Europe Now Zooland	5.1	4.7	0.3	8.0	1.2	1.5	2.5	3.2	3.7	4.1	4.8	5.5	6.1	6.7
New Zealand	174.2	183.4	20.1	38.8	55.1	73.6	92.3	118.4	133.8	141.4	156.4	170.8	192.6	210.9
USA	30.1	26.2	4.2	5.9	8.3	9.5	12.3	16.6	19.3	22.1	26.0	27.4	30.3	34.9
Other Countries	45.9	42.3	4.6	8.0	12.3	15.5	19.2	23.5	27.4	31.1	34.4	38.4	43.4	49.3
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)	445.5	455.0	46.5	2= -		70.0	00.	422.5	421.5	422.2	44	4555	462.2	475.0
Holiday	146.9	155.2	19.0	37.4	55.8	70.0	98.4	120.6	131.6	138.0	145.6	156.5	163.9	175.6
VFR	146.8	147.4	15.8	29.0	38.2	49.0	55.9	85.9	100.4	110.8	127.0	138.8	168.8	194.9
Business & Conference	36.8	38.5	3.4	7.8	12.2	14.3	15.8	19.0	22.5	23.6	27.0	28.9	30.7	32.6
Sport	7.4	3.6	0.9	1.5	1.8	2.0	2.1	2.4	2.5	2.9	3.2	3.2	3.5	3.8
Other	47.2	42.9	3.7	5.6	8.7	16.3	16.7	20.1	22.0	24.2	29.7	34.5	37.4	39.6
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
(D Persons														

<sup>(1)</sup> Persons
(2) Tala million
(3) Tala, per person

### VISITOR EARNINGS & REMITTANCES REPORT

Table 2.

## INFLOW OF PRIVATE REMITTANCES AMOUNTS IN TALA MILLION

	Jun-16	Jun-17	Jul-17	Aug-17	Sep-17	Oct-17	Nov-17	Dec-17	Jan-18	Feb-18	Mar-18	Apr-18	May-18	Jun-18
By Recipient	31.11	37.06	37.68	37.03	33.97	39.03	40.90	53.02	40.77	37.72	45.18	42.45	53.60	41.29
Banknotes	3.98	2.85	4.04	3.75	3.32	3.32	4.39	9.23	7.21	4.15	5.62	6.28	8.16	7.04
Churches, school, Charities	0.61	0.07	0.08	2.78	2.23	4.71	3.30	4.34	3.04	6.00	6.50	7.13	6.84	5.96
Individual/Family/Households	25.35	26.66	27.16	29.24	26.98	26.77	30.39	37.63	27.11	25.31	32.04	27.73	34.23	26.39
In Kind	0.51	0.52	0.51	0.59	0.62	0.59	0.69	0.52	0.55	0.50	0.40	0.62	0.00	0.00
Others	0.65	6.96	5.89	0.67	0.81	3.64	2.13	1.31	2.87	1.76	0.62	0.69	4.38	1.90
By Country	31.11	37.06	37.68	37.03	33.97	39.03	40.90	53.02	40.77	37.72	45.18	42.45	53.60	41.29
USA	5.31	4.80	5.85	5.14	5.53	6.23	7.24	9.96	7.35	8.58	3.43	9.40	10.09	8.87
New Zealand	14.48	18.57	13.30	14.05	13.45	16.18	17.12	22.60	17.30	14.12	20.72	16.51	21.14	16.96
Australia	8.87	10.86	11.73	13.52	12.39	13.22	12.48	16.58	12.65	11.83	14.50	13.87	17.50	11.69
American Samoa	1.58	1.28	1.48	1.36	1.17	1.45	1.29	1.58	1.01	1.25	1.55	1.56	2.22	1.67
Others	0.86	1.55	5.31	2.95	1.42	1.95	2.78	2.31	2.45	1.94	4.98	1.12	2.66	2.10
By Channel (%)														
Banks	8.0%	24.8%	23.4%	15.4%	15.5%	27.3%	21.1%	15.5%	19.8%	27.2%	21.0%	23.6%	25.0%	23.0%
Non Banks (1)	92.0%	75.2%	76.6%	84.6%	84.5%	72.7%	78.9%	84.5%	80.2%	72.8%	79.0%	76.4%	75.0%	77.0%
TOTAL	31.11	37.06	37.68	37.03	33.97	39.03	40.90	53.02	40.77	37.72	45.18	42.45	53.60	41.29
First Number of Months up to	12	12	1	2	3	4	5	6	7	8	9	10	11	12
	months	months	months	months	months	months	months	months	months	months	months	months	months	months
Total Remittances	391.25	405.17	37.68	74.71	108.68	147.70	188.61	241.63	282.39	320.11	365.29	407.74	461.34	502.63
Over the past year (%)	-6.5%	3.6%	11.6%	6.5%	5.3%	9.1%	11.4%	13.5%	16.0%	18.4%	20.7%	22.7%	25.3%	24.1%
3 year average	-0.2%	-2.1%	-5.1%	-3.0%	-1.2%	-0.9%	-0.8%	-0.4%	-0.2%	0.0%	0.8%	0.6%	0.9%	1.3%
5 year average	4.1%	1.5%	-9.3%	-4.9%	-2.6%	-1.8%	-1.8%	-1.4%	-1.2%	-1.4%	-1.1%	-0.9%	-0.9%	-0.7%
By Recipient														
n														
Banknotes	39.60	46.72	4.04	7.78	11.11	14.42	18.82	28.05	35.25	39.41	45.02	51.30	59.47	66.50
Banknotes Churches, school, Charities	39.60 16.87	46.72 9.04	4.04 0.08	7.78 2.86	11.11 5.10	14.42 9.81	18.82 13.11	28.05 17.45	35.25 20.48	39.41 26.48	45.02 32.98	51.30 40.11	59.47 46.95	66.50 52.91
Churches, school, Charities	16.87	9.04	0.08	2.86	5.10	9.81	13.11	17.45	20.48	26.48	32.98	40.11	46.95	52.91
Churches, school, Charities Individual/Family/Households	16.87 316.79	9.04 322.49	0.08 27.16	2.86 56.40	5.10 83.39	9.81 110.16	13.11 140.55	17.45 178.18	20.48 205.29	26.48 230.60	32.98 262.64	40.11 290.37	46.95 324.60	52.91 350.99
Churches, school, Charities Individual/Family/Households In Kind Others	16.87 316.79 6.42	9.04 322.49 6.26	0.08 27.16 0.51	2.86 56.40 1.10	5.10 83.39 1.72	9.81 110.16 2.31	13.11 140.55 3.00	17.45 178.18 3.51	20.48 205.29 4.06	26.48 230.60 4.56	32.98 262.64 4.96	40.11 290.37 5.58	46.95 324.60 5.58	52.91 350.99 5.58
Churches, school, Charities Individual/Family/Households In Kind	16.87 316.79 6.42	9.04 322.49 6.26	0.08 27.16 0.51	2.86 56.40 1.10	5.10 83.39 1.72	9.81 110.16 2.31	13.11 140.55 3.00	17.45 178.18 3.51	20.48 205.29 4.06	26.48 230.60 4.56	32.98 262.64 4.96	40.11 290.37 5.58	46.95 324.60 5.58	52.91 350.99 5.58
Churches, school, Charities Individual/Family/Households In Kind Others By Country	16.87 316.79 6.42 11.57	9.04 322.49 6.26 20.66	0.08 27.16 0.51 5.89	2.86 56.40 1.10 6.56	5.10 83.39 1.72 7.37	9.81 110.16 2.31 11.01	13.11 140.55 3.00 13.13	17.45 178.18 3.51 14.44	20.48 205.29 4.06 17.31	26.48 230.60 4.56 19.06	32.98 262.64 4.96 19.68	40.11 290.37 5.58 20.38	46.95 324.60 5.58 24.75	52.91 350.99 5.58 26.65
Churches, school, Charities Individual/Family/Households In Kind Others <b>By Country</b> USA	16.87 316.79 6.42 11.57 58.76	9.04 322.49 6.26 20.66	0.08 27.16 0.51 5.89	2.86 56.40 1.10 6.56	5.10 83.39 1.72 7.37	9.81 110.16 2.31 11.01 22.76	13.11 140.55 3.00 13.13 29.99	17.45 178.18 3.51 14.44 39.95	20.48 205.29 4.06 17.31 47.30	26.48 230.60 4.56 19.06 55.88	32.98 262.64 4.96 19.68 59.31	40.11 290.37 5.58 20.38 68.71	46.95 324.60 5.58 24.75 78.80	52.91 350.99 5.58 26.65 87.67
Churches, school, Charities Individual/Family/Households In Kind Others <b>By Country</b> USA New Zealand	16.87 316.79 6.42 11.57 58.76 164.32	9.04 322.49 6.26 20.66 62.61 175.12	0.08 27.16 0.51 5.89 5.85 13.30	2.86 56.40 1.10 6.56 10.99 27.35	5.10 83.39 1.72 7.37 16.53 40.80	9.81 110.16 2.31 11.01 22.76 56.99	13.11 140.55 3.00 13.13 29.99 74.11	17.45 178.18 3.51 14.44 39.95 96.71	20.48 205.29 4.06 17.31 47.30 114.01	26.48 230.60 4.56 19.06 55.88 128.12	32.98 262.64 4.96 19.68 59.31 148.85	40.11 290.37 5.58 20.38 68.71 165.35	46.95 324.60 5.58 24.75 78.80 186.49	52.91 350.99 5.58 26.65 87.67 203.45

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