

VISITOR EARNINGS & REMITTANCES REPORT

JULY 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.

Report No.1: 2018/19

July 2018

Total **visitor arrivals** expanded 4.6 percent over the same month last year to 19,241, and was 17.9 percent higher when compared to June 2018.

The boost in arrivals partly reflected several activities that occurred during the month, such as the Kings College (NZ) visit, the Methodist Church Annual Conference and the Peace Chapel 'Daughters of the King' conference.

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

- Europe (up 45.4 percent);
- USA (up 24.6 percent);
- Australia (up 13.4 percent);
- New Zealand (up 12.0 percent).

By purpose of visit, substantial improvements were recorded for:

- Visiting Friends and Relatives (up by 59.9 percent)
- Business and Conference (up by 9.1 percent)

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

Total visitor receipts in July 2018 was 12.7 percent (or \$5.4 million) higher at \$48.3 million over last year due to a 7.7 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 were 9.9 percent higher.

The overall increase was accounted for by expansions in earnings from most of its source markets; Europe, USA, Australia and New Zealand by 45.4 percent, 24.6 percent, 13.4 percent and 12.0 percent respectively.

These were mainly 'VFR' (up by 59.9 percent) and 'Business and Conference' (up by 9.1 percent) visitors.

The **tourism price index** was 4.6 percent higher compared to July 2017 due to gains in 'Other Transportation', 'Meals and Drinks', 'Family Obligations' and 'Miscellaneous' sub-indexes.

Total private remittances in July 2018 rose by 9.7 percent to \$41.3 million compared to same month last year and was slightly higher by 0.02 percent than June 2018.

The expansion in the private remittances over July last year was accounted for by increases in funds from source countries such as 'New Zealand' (up by 33.3 percent), 'Australia' (up by 18.0 percent), 'USA' (up by 16.8 percent) and 'American Samoa' (up by 9.7 percent). Furthermore, the increase in receipts from New Zealand and Australia were partially assisted by gains of 4.4 percent and 1.4 percent in their respective currencies against the Samoan Tala.

In terms of recipients, higher transfers were recorded for 'Non-profit institution serving households' (NPISH), 'Hand carried cash' and 'Family and households' categories.

The share of remittances inflows coming through money transfer operators (MTOs) rebounded to 83.0 percent from 76.6 percent in the same period last year. Conversely, the ratio of private transfer that came through the banking system narrowed to 17.0 percent from 23.4 percent share in July 2017.

CENTRAL BANK OF SAMOA
12 September 2018

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Table 2.

INFLOW OF PRIVATE REMITTANCES

AMOUNTS IN TALA MILLION

	Jul-16	Jul-17	Aug-17	Sep-17	Oct-17	Nov-17	Dec-17	Jan-18	Feb-18	Mar-18	Apr-18	May-18	Jun-18	Jul-18
By Recipient	33.75	37.68	37.03	33.97	39.03	40.90	53.02	40.77	37.72	45.18	42.45	53.60	41.31	41.32
Banknotes	4.17	4.04	3.75	3.32	3.32	4.39	9.23	7.21	4.15	5.62	6.28	8.16	7.04	7.63
Churches, school, Charities	1.57	0.08	2.78	2.23	4.71	3.30	4.34	3.04	6.00	6.50	7.13	6.84	5.96	1.97
Individual/Family/Households	26.17	27.16	29.24	26.98	26.77	30.39	37.63	27.11	25.31	32.04	27.73	34.23	26.41	29.29
In Kind	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	0.00
Others	1.33	5.89	0.67	0.81	3.64	2.13	1.31	2.87	1.76	0.62	0.69	4.38	1.90	2.42
By Country	33.75	37.68	37.03	33.97	39.03	40.90	53.02	40.77	37.72	45.18	42.45	53.60	41.31	41.32
USA	6.04	5.85	5.14	5.53	6.23	7.24	9.96	7.35	8.58	3.43	9.40	10.09	8.87	6.83
New Zealand	14.57	13.30	14.05	13.45	16.18	17.12	22.60	17.30	14.12	20.72	16.51	21.14	16.96	17.74
Australia	10.22	11.73	13.52	12.39	13.22	12.48	16.58	12.65	11.83	14.50	13.87	17.50	11.69	13.84
American Samoa	1.58	1.48	1.36	1.17	1.45	1.29	1.58	1.01	1.25	1.55	1.56	2.22	1.67	1.63
Others	1.34	5.31	2.95	1.42	1.95	2.78	2.31	2.45	1.94	4.98	1.12	2.66	2.12	1.28
By Channel (%)														
Banks	11.5%	23.4%	15.4%	15.5%	27.3%	21.1%	15.5%	19.8%	27.2%	21.0%	23.6%	25.0%	23.0%	17.0%
Non Banks (1)	88.5%	76.6%	84.6%	84.5%	72.7%	78.9%	84.5%	80.2%	72.8%	79.0%	76.4%	75.0%	77.0%	83.0%
TOTAL	33.75	37.68	37.03	33.97	39.03	40.90	53.02	40.77	37.72	45.18	42.45	53.60	41.31	41.32
First Number of Months up to	1	1	2	3	4	5	6	7	8	9	10	11	12	1
	month	months	months	months	months	months	months	months	months	months	months	months	months	months
Total Remittances	33.75	37.68	74.71	108.68	147.70	188.61	241.63	282.40	320.11	365.29	407.74	461.35	502.66	41.32
Over the past year (%)	0.1%	11.6%	6.5%	5.3%	9.1%	11.4%	13.5%	16.0%	18.4%	20.7%	22.7%	25.3%	24.1%	9.7%
3 year average	-1.7%	-5.1%	-3.0%	-1.2%	-0.9%	-0.8%	-0.4%	-0.2%	0.0%	0.8%	0.6%	0.9%	1.3%	6.0%
5 year average	12.2%	-9.3%	-4.9%	-2.6%	-1.8%	-1.8%	-1.4%	-1.2%	-1.4%	-1.1%	-0.9%	-0.9%	-0.7%	1.3%
By Recipient														
Banknotes	4.17	4.04	7.78	11.11	14.42	18.82	28.05	35.25	39.41	45.02	51.30	59.47	66.50	1.97
Churches, school, Charities	1.57	0.08	2.86	5.10	9.81	13.11	17.45	20.48	26.48	32.98	40.11	46.95	52.91	0.00
Individual/Family/Households	26.17	27.16	56.40	83.39	110.16	140.55	178.18	205.29	230.60	262.64	290.37	324.60	351.01	0.00
In Kind	0.52	0.51	1.10	1.72	2.31	3.00	3.51	4.06	4.56	4.96	5.58	5.58	5.58	0.00
Others	1.33	5.89	6.56	7.37	11.01	13.13	14.44	17.31	19.06	19.68	20.38	24.75	26.65	39.35
By Country														
USA	6.04	5.85	10.99	16.53	22.76	29.99	39.95	47.30	55.88	59.31	68.71	78.80	87.67	6.83
New Zealand	14.57	13.30	27.35	40.80	56.99	74.11	96.71	114.01	128.12	148.85	165.35	186.49	203.45	17.74
Australia	10.22	11.73	25.25	37.65	50.87	63.35	79.92	92.58	104.40	118.90	132.77	150.27	161.96	13.84
American Samoa	1.58	1.48	2.84	4.02	5.46	6.76	8.33	9.34	10.59	12.14	13.70	15.91	17.58	1.63
Others	1.34	5.31	8.27	9.68	11.63	14.41	16.71	19.17	21.11	26.09	27.22	29.88	32.00	1.28

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