

## VISITOR EARNINGS & REMITTANCES REPORT

### AUGUST 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.2: 2018/19*

*August 2018*

The total **visitor arrivals** expanded by 11.2 percent to 16,321 persons over August 2017, but was 15.2 percent lower when compared to the previous month in line with seasonal trends.

The boost in arrivals over the year partly reflected several activities that occurred during the month, such as the Forum Foreign Ministers' Meeting, the Magik Circus, the Samoa Business Network Workshop and the Father's Day holiday.

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

- Europe (up 81.2 percent);
- USA (up 30.0 percent);
- New Zealand (up 21.2 percent);
- Australia (up 12.7 percent)

By purpose of visit, substantial improvements were recorded for:

- Visiting Friends and Relatives (up by 25.6 percent)
- Holiday (up 17.1 percent)
- Other (up by 4.6 percent)

These outweighed the decreases in both of those who were here for 'Business and Conference' and 'Sports' purposes.

Furthermore, **total visitor arrivals in the first two months of 2018/19** were 7.5 percent (to 35,562 visitors) higher compared to the same period last year. By purpose, the only increase the '**Visiting Friends and Relatives' (VFR)**, which rose by 44.2 percent. By country, total visitors from Europe, USA, New Zealand and Australia all grew by 61.9 percent, 26.5 percent, 16.0 percent and 13.1 percent respectively.

This was coupled with a 7.8 percent increase in the average visitor expenditure, **total visitor receipts** grew by 19.8 percent (or \$7.6 million) to \$46.2 million over the same month last year. In contrast, the current visitor earnings was 4.5 percent lower than July 2018.

**Total visitor receipts in the first two months of 2018/19** expanded by 16.1 percent to \$94.5 million, over the same period of 2017/18. Largely responsible for this increase were higher visitor earnings from Europe (up 69.6 percent), USA (up 29.2 percent), New Zealand (up 22.3 percent), Australia (up 17.8 percent) and 'Other countries' (up 12.9 percent). Proceeds from visitors that were 'VFR', and 'Other' both rose by 49.3 percent and 19.3 percent in that order.

The **tourism price index** was 3.7 percent higher compared to August 2017 due to gains in 'Other Transportation', 'Meals and Drinks', 'Family Obligations' and 'Miscellaneous' sub-indexes.

**Total private remittances** in August 2018 rose by 30.2 percent to \$48.2 million, compared to same month last year. This was also 15.1 percent higher than July 2018.

The expansion in the private remittances over August last year was accounted for by increases in funds from source countries such as the 'USA' (up by 77.9 percent), 'American Samoa' (up by 25.8 percent), 'New Zealand' (up by 20.5 percent) and 'Australia' (up by 20.4 percent).

As a result, the **total inflow of remittances in the first two months of 2018/19** increased by 20.6 percent to \$90.1 million over the same period last year. Responsible for the overall increase in the first two months, were gains in transfers from 'USA' (46.3 percent) (partially assisted by the 4.1 percent appreciation of US dollar against Samoan tala), 'New

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Zealand' (up 27.6 percent), 'Australia' (up 20.1 percent), and 'American Samoa' (up 18.2 percent). By recipient, total funds for 'hand-carried cash', 'non-profit institutions serving households (NPISH), 'family and households' all edged up by \$7.3 million, \$5.6 million and \$4.5 million respectively.

The share of remittances inflows coming through money transfer operators (MTOs) contracted to 77.3 percent from 84.6 percent in the same period last year. Conversely, the ratio of private transfers that came

through the banking system edged up to 22.4 percent from 15.4 percent share in August 2017.

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**CENTRAL BANK OF SAMOA**  
**2 October 2018**



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Table 2.

## INFLOW OF PRIVATE REMITTANCES

AMOUNTS IN TALA MILLION

	Aug-16	Aug-17	Sep-17	Oct-17	Nov-17	Dec-17	Jan-18	Feb-18	Mar-18	Apr-18	May-18	Jun-18	Jul-18	Aug-18
<b>By Recipient</b>	<b>36.39</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>42.45</b>	<b>54.19</b>	<b>41.78</b>	<b>41.90</b>	<b>48.21</b>
Banknotes	3.82	3.75	3.32	3.32	4.39	9.23	7.21	4.15	5.62	6.28	8.16	7.04	7.63	7.46
Churches, school, Charities	3.24	2.78	2.23	4.71	3.30	4.34	3.04	6.00	6.50	7.13	6.84	5.96	1.97	6.46
Individual/Family/Households	27.97	29.24	26.98	26.77	30.39	37.63	27.11	25.31	32.04	27.73	34.23	26.41	29.29	31.58
In Kind	0.48	0.59	0.62	0.59	0.69	0.52	0.55	0.50	0.40	0.62	0.58	0.47	0.59	0.00
Others	0.87	0.67	0.81	3.64	2.13	1.31	2.87	1.76	0.62	0.69	4.38	1.90	2.42	2.71
<b>By Country</b>	<b>36.39</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>42.45</b>	<b>54.19</b>	<b>41.78</b>	<b>41.90</b>	<b>48.21</b>
USA	4.98	5.14	5.53	6.23	7.24	9.96	7.35	8.58	3.43	9.40	10.20	8.97	6.93	9.15
New Zealand	12.80	14.05	13.45	16.18	17.12	22.60	17.30	14.12	20.72	16.51	21.37	17.16	17.99	16.92
Australia	13.40	13.52	12.39	13.22	12.48	16.58	12.65	11.83	14.50	13.87	17.69	11.82	14.04	16.28
American Samoa	1.69	1.36	1.17	1.45	1.29	1.58	1.01	1.25	1.55	1.56	2.24	1.69	1.65	1.71
Others	3.53	2.95	1.42	1.95	2.78	2.31	2.45	1.94	4.98	1.12	2.69	2.14	1.30	4.15
<b>By Channel (%)</b>														
Banks	14.8%	15.4%	15.5%	27.3%	21.1%	15.5%	19.8%	27.2%	21.0%	23.6%	24.7%	22.8%	16.8%	22.4%
Non Banks (1)	85.2%	84.6%	84.5%	72.7%	78.9%	84.5%	80.2%	72.8%	79.0%	76.4%	75.3%	77.2%	83.2%	77.6%
<b>TOTAL</b>	<b>36.39</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>42.45</b>	<b>54.19</b>	<b>41.78</b>	<b>41.90</b>	<b>48.21</b>
<b>First Number of Months up to</b>	<b>2</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>11</b>	<b>12</b>	<b>1</b>	<b>2</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>70.15</b>	<b>74.71</b>	<b>108.68</b>	<b>147.70</b>	<b>188.61</b>	<b>241.63</b>	<b>282.40</b>	<b>320.11</b>	<b>365.29</b>	<b>407.74</b>	<b>461.93</b>	<b>503.71</b>	<b>41.90</b>	<b>90.12</b>
Over the past year (%)	3.5%	6.5%	5.3%	9.1%	11.4%	13.5%	16.0%	18.4%	20.7%	22.7%	25.5%	24.3%	11.2%	20.6%
3 year average	-0.9%	-3.0%	-1.2%	-0.9%	-0.8%	-0.4%	-0.2%	0.0%	0.8%	0.6%	0.9%	1.3%	6.0%	3.1%
5 year average	6.0%	-4.9%	-2.6%	-1.8%	-1.8%	-1.4%	-1.2%	-1.4%	-1.1%	-0.9%	-0.9%	-0.7%	1.3%	1.4%
<b>By Recipient</b>														
Banknotes	7.99	7.78	11.11	14.42	18.82	28.05	35.25	39.41	45.02	51.30	59.47	66.50	7.63	15.09
Churches, school, Charities	4.82	2.86	5.10	9.81	13.11	17.45	20.48	26.48	32.98	40.11	46.95	52.91	1.97	8.44
Individual/Family/Households	54.14	56.40	83.39	110.16	140.55	178.18	205.29	230.60	262.64	290.37	324.60	351.01	29.29	60.87
In Kind	1.00	1.10	1.72	2.31	3.00	3.51	4.06	4.56	4.96	5.58	6.16	6.63	0.59	0.59
Others	2.20	6.56	7.37	11.01	13.13	14.44	17.31	19.06	19.68	20.38	24.75	26.65	2.42	5.13
<b>By Country</b>														
USA	11.02	10.99	16.53	22.76	29.99	39.95	47.30	55.88	59.31	68.71	78.91	87.88	6.93	16.08
New Zealand	27.37	27.35	40.80	56.99	74.11	96.71	114.01	128.12	148.85	165.35	186.72	203.87	17.99	34.91
Australia	23.62	25.25	37.65	50.87	63.35	79.92	92.58	104.40	118.90	132.77	150.46	162.28	14.04	30.32
American Samoa	3.27	2.84	4.02	5.46	6.76	8.33	9.34	10.59	12.14	13.70	15.94	17.63	1.65	3.36
Others	4.87	8.27	9.68	11.63	14.41	16.71	19.17	21.11	26.09	27.22	29.91	32.05	1.30	5.44

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