

## VISITOR EARNINGS & REMITTANCES REPORT

### SEPTEMBER 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.3: 2018/19*

*September 2018*

The total **visitor arrivals** expanded by 13.4 percent to 14,843 persons over September 2017, but was 9.1 percent lower when compared to the previous month, in line with seasonal trends in the past two years.

Underpinning the overall increase in arrivals over the year partly reflected several sporting activities that occurred during the month, such as the Fifth Oceania Tennis Championship, 10<sup>th</sup> Perimeter Relay, Ford Tour Title for bikers, Rugby Touch Tournament as well as the annual Teuila Festival celebrations.

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

- USA (up 37.8 percent);
- New Zealand (up 25.9 percent);
- Australia (up 15.6 percent);
- Europe (up 9.3 percent)

By purpose of visit, substantial improvements were recorded for:

- Sports (up by 156.4 percent)
- Visiting Friends and Relatives (up 59.3 percent)
- Holiday (up by 10.6 percent)

These managed to outweigh decreases in those for 'Business and Conference' and 'Other' purposes.

Moreover, **total visitor arrivals in the first three months of 2018/19** were 9.2 percent (to 50,405 visitors) higher compared to the same period last year. By purpose, the only increase was recorded for the '**Visiting Friends and Relatives' (VFR)**, which rose by 47.9 percent. By country, total visitors from Europe, USA, New Zealand and Australia all grew by 43.7 percent, 28.9 percent, 18.8 percent and 13.9 percent respectively.

As a result of a 7.7 percent increase in the average visitor expenditure, **total visitor receipts** expanded by 22.1 percent (or \$7.8 million) to \$43.1 million over the same month last year. In contrast, the current visitor earnings was 6.7 percent lower than its earnings in August 2018.

**Total visitor receipts in the first three months of 2018/19** expanded by 17.9 percent to \$137.5 million, over the same period of 2017/18. Largely responsible for this increase were higher visitor earnings from Europe (up 51.2 percent), USA (up 33.3 percent), New Zealand (up 25.4 percent), Australia (up 18.6 percent) and 'Other countries' (up 7.4 percent). Proceeds from visitors such as 'VFR', 'Other' and 'Holiday' all rose by 54.4 percent, 12.3 percent and 4.5 percent in that order.

The **tourism price index** was 3.6 percent higher compared to September 2017 due to gains in 'Other Transportation', 'Meals and Drinks', 'Family Obligations' and 'Miscellaneous' sub-indexes.

**Total private remittances** in the reviewed month rose by 8.7 percent to \$36.9 million, compared to same month last year. However, this was 24.5 percent lower than August 2018.

The expansion in the private remittances over the same month last year was accounted for by increases in funds from source countries such as 'American Samoa' (up by 25.3 percent), 'Others' (up by 16.7 percent), 'New Zealand' (up by 14.1 percent) and 'Australia' (up by 9.6 percent).

As a result, the **total inflow of remittances in the first three months of 2018/19** increased by 17.5 percent to \$127.7 million over the same period last year. Responsible for the overall increase in the first three

months, were gains in transfers from 'USA' (27.5 percent) (partially assisted by the 4.4 percent appreciation of US dollar against Samoan Tala), 'New Zealand' (up 23.8 percent), 'American Samoa' (up 20.9 percent), and 'Australia' (up 17.2 percent). By recipient, total funds for 'hand-carried cash', 'non-profit institutions serving households (NPISH), 'family and households' all rose by \$11.9 million, \$5.3 million and \$3.5 million respectively.

The share of remittances inflows coming through money transfer operators (MTOs) improved to 87.8 percent from 84.5 percent in the same period last year. In contrast, the ratio of transfers that came through the

banking system contracted to 12.2 percent from 15.5 percent in September 2017.

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**CENTRAL BANK OF SAMOA**  
**29<sup>th</sup> October 2018**

# VISITOR EARNINGS & REMITTANCES REPORT

September 2018

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

	Sep-16	Sep-17	Oct-17	Nov-17	Dec-17	Jan-18	Feb-18	Mar-18	Apr-18	May-18	Jun-18	Jul-18	Aug-18	Sep-18
<b>Total arrivals (1)</b>	<b>12,066</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>13,156</b>	<b>16,315</b>	<b>19,241</b>	<b>16,321</b>	<b>14,843</b>
<b>Arrivals, by market (1)</b>														
American Samoa	913	1,420	1,161	993	2,144	785	265	1,186	994	1,308	1,845	1,694	1,907	1,049
Australia	2,533	3,127	2,752	2,052	5,463	2,299	1,559	2,239	1,867	2,476	2,777	3,978	3,308	3,616
Europe	388	451	355	760	458	507	453	449	678	631	640	666	712	493
New Zealand	6,310	5,729	6,144	5,785	9,970	6,184	3,036	5,538	5,004	6,274	7,725	9,349	7,775	7,215
USA	505	637	548	1,106	1,530	1,295	822	1,021	830	1,075	1,651	1,866	1,080	878
Other Countries	1,417	1,721	1,254	1,415	1,212	1,584	1,278	1,274	1,446	1,392	1,677	1,688	1,539	1,592
Cruise ships	0	0	0	0	0	0	0	0	0	0	0	0	0	0
<b>Arrivals, by purpose (1)</b>														
Holiday	5,652	6,298	5,981	9,581	7,983	4,199	2,200	2,810	4,202	2,360	4,540	5,964	7,851	6,966
VFR	3,466	3,192	3,203	1,318	9,907	5,231	3,738	6,128	4,104	8,084	8,782	8,495	5,606	5,086
Business & Conference	1,019	1,430	787	388	947	1,012	277	1,013	575	649	645	1,614	765	740
Sport	192	94	81	22	146	51	177	67	25	90	173	223	123	241
Other	1,737	2,071	2,162	802	1,794	2,161	1,021	1,689	1,913	1,973	2,175	2,945	1,976	1,810
Cruise ships	0	0	0	0	0	0	0	0	0	0	0	0	0	0
<b>Total earnings (2) **</b>	<b>31.97</b>	<b>35.27</b>	<b>34.96</b>	<b>37.33</b>	<b>59.07</b>	<b>32.14</b>	<b>21.05</b>	<b>34.08</b>	<b>30.71</b>	<b>44.25</b>	<b>43.96</b>	<b>48.31</b>	<b>46.15</b>	<b>43.07</b>
<b>Earnings, by market (2)</b>														
American Samoa	1.45	2.25	1.50	1.86	5.00	1.74	0.29	2.55	2.67	4.67	4.34	3.82	3.54	1.77
Australia	7.63	9.59	10.35	9.26	18.62	6.99	5.93	8.04	6.54	8.07	8.83	10.20	11.40	11.51
Europe	0.36	0.42	0.31	1.02	0.70	0.52	0.41	0.63	0.81	0.63	0.52	0.50	0.84	0.48
New Zealand	17.70	16.32	18.49	18.67	26.14	16.00	7.85	15.50	14.99	22.77	19.23	23.56	23.86	21.69
USA	1.83	2.38	1.15	2.86	4.31	2.80	2.83	3.99	1.52	2.93	4.89	5.29	2.39	3.41
Other Countries	3.00	4.33	3.16	3.66	4.30	4.10	3.75	3.37	4.18	5.18	6.16	4.94	4.12	4.20
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	16.25	18.43	14.18	28.39	22.18	11.36	6.62	7.93	11.41	7.72	12.00	14.34	22.53	21.46
VFR	9.74	9.15	10.86	6.88	30.00	15.02	10.67	16.81	12.32	31.20	27.51	25.78	17.77	15.36
Business & Conference	3.04	4.35	2.10	1.58	3.18	3.62	1.06	3.50	2.02	1.87	1.93	3.73	2.66	2.37
Sport	0.61	0.30	0.17	0.05	0.32	0.15	0.42	0.23	0.07	0.31	0.28	0.72	0.26	0.81
Other	2.33	3.05	7.64	0.43	3.39	1.99	2.28	5.61	4.90	3.16	2.24	3.74	2.93	3.07
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>2,650</b>	<b>2,696</b>	<b>2,862</b>	<b>3,082</b>	<b>2,843</b>	<b>2,540</b>	<b>2,839</b>	<b>2,911</b>	<b>2,839</b>	<b>3,364</b>	<b>2,695</b>	<b>2,511</b>	<b>2,828</b>	<b>2,902</b>
<b>Tourism Price Index</b>	<b>143.0</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>149.7</b>	<b>151.3</b>	<b>152.5</b>	<b>152.1</b>	<b>151.2</b>
<b>First Number of Months up to</b>	<b>3</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>3</b>
<b>Total Visitor Arrivals</b>	<b>40,818</b>	<b>46,157</b>	<b>58,371</b>	<b>70,482</b>	<b>91,259</b>	<b>103,913</b>	<b>111,326</b>	<b>123,033</b>	<b>133,852</b>	<b>147,008</b>	<b>163,323</b>	<b>19,241</b>	<b>35,562</b>	<b>50,405</b>
Over the past year (%)	-1.2%	13.1%	11.8%	14.7%	13.9%	12.8%	11.3%	12.4%	10.5%	11.3%	11.6%	4.6%	7.5%	9.2%
Past 3 year average	3.2%	3.4%	3.4%	2.9%	3.7%	3.8%	3.7%	3.8%	3.8%	3.6%	3.7%	8.7%	6.0%	5.2%
Past 5 year average	3.3%	3.1%	3.0%	2.1%	2.5%	2.8%	2.7%	2.5%	2.6%	2.1%	1.9%	4.6%	5.5%	5.0%
<b>Arrivals, by market (1)</b>														
American Samoa	4,496	6,759	7,920	8,913	11,057	11,842	12,107	13,293	14,287	15,595	17,440	1,694	3,601	4,650
Australia	7,314	9,569	12,321	14,373	19,836	22,135	23,694	25,933	27,800	30,276	33,053	3,978	7,286	10,902
Europe	1,495	1,302	1,657	2,417	2,875	3,382	3,835	4,284	4,962	5,593	6,233	666	1,378	1,871
New Zealand	19,959	20,488	26,632	32,417	42,387	48,571	51,607	57,145	62,149	68,423	76,148	9,349	17,124	24,339
USA	2,719	2,966	3,514	4,620	6,150	7,445	8,267	9,288	10,118	11,193	12,844	1,866	2,946	3,824
Other Countries	4,835	5,073	6,327	7,742	8,954	10,538	11,816	13,090	14,536	15,928	17,605	1,688	3,227	4,819
Cruise ships	0	0	0	0	0	0	0	0	0	0	0	0	0	0
<b>Arrivals, by purpose (1)</b>														
Holiday	18,488	20,878	26,859	36,440	44,423	48,622	50,822	53,632	57,834	60,194	64,734	5,964	13,815	20,781
VFR	11,598	12,970	16,173	17,491	27,398	32,629	36,367	42,495	46,599	54,683	63,465	8,495	14,101	19,187
Business & Conference	3,579	4,215	5,002	5,390	6,337	7,349	7,626	8,639	9,214	9,863	10,508	1,614	2,379	3,119
Sport	491	690	771	793	939	990	1,167	1,234	1,259	1,349	1,522	223	346	587
Other	6,662	7,404	9,566	10,368	12,162	14,323	15,344	17,033	18,946	20,919	23,094	2,945	4,921	6,731
Cruise ships	0	0	0	0	0	0	0	0	0	0	0	0	0	0
<b>Total Visitor Earnings</b>	<b>101.7</b>	<b>116.7</b>	<b>151.6</b>	<b>188.9</b>	<b>248.0</b>	<b>280.2</b>	<b>301.2</b>	<b>335.3</b>	<b>366.0</b>	<b>410.3</b>	<b>454.2</b>	<b>48.3</b>	<b>94.5</b>	<b>137.5</b>
Over the past year (%)	0.4%	14.7%	14.9%	18.9%	18.2%	17.2%	16.0%	17.7%	15.2%	16.6%	17.2%	12.7%	16.1%	17.9%
Past 3 year average	5.4%	2.4%	4.0%	1.8%	7.5%	5.6%	4.8%	5.7%	5.7%	2.2%	5.9%	10.4%	5.1%	5.0%
Past 5 year average	2.8%	7.0%	4.9%	1.5%	8.8%	6.0%	3.7%	3.8%	4.9%	3.6%	1.1%	9.9%	8.5%	5.4%
<b>Earnings, by market (2)</b>														
American Samoa	8.3	11.8	13.3	15.1	20.1	21.9	22.1	24.7	27.4	32.0	36.4	3.8	7.4	9.1
Australia	21.0	27.9	38.3	47.5	66.2	73.1	79.1	87.1	93.7	101.7	110.5	10.2	21.6	33.1
Europe	1.4	1.2	1.5	2.5	3.2	3.8	4.2	4.8	5.6	6.2	6.8	0.5	1.3	1.8
New Zealand	52.8	55.1	73.6	92.3	118.4	134.4	142.2	157.7	172.7	195.5	214.7	23.6	47.4	69.1
USA	7.4	8.3	9.5	12.3	16.6	19.4	22.3	26.3	27.8	30.7	35.6	5.3	7.7	11.1
Other Countries	10.8	12.3	15.5	19.2	23.5	27.6	31.3	34.7	38.9	44.0	50.2	4.9	9.1	13.3
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
<b>Earnings, by purpose (2)</b>														
Holiday	48.8	55.8	70.0	98.4	120.6	132.0	138.6	146.5	157.9	165.6	177.6	14.3	36.9	58.3
VFR	33.8	38.2	49.0	55.9	85.9	100.9	111.6	128.4	140.7	171.9	199.4	25.8	43.6	58.9
Business & Conference	10.0	12.2	14.3	15.8	19.0	22.6	23.7	27.2	29.2	31.1	33.0	3.7	6.4	8.8
Sport	1.4	1.8	2.0	2.1	2.4	2.5	3.0	3.2	3.3	3.6	3.8	0.7	1.0	1.8
Other	7.8	8.7	16.3	16.7	20.1	22.1	24.4	30.0	34.9	38.1	40.3	3.7	6.7	9.7
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

September 2018

Table 2.

## INFLOW OF PRIVATE REMITTANCES

AMOUNTS IN TALA MILLION

	Sep-16	Sep-17	Oct-17	Nov-17	Dec-17	Jan-18	Feb-18	Mar-18	Apr-18	May-18	Jun-18	Jul-18	Aug-18	Sep-18
<b>By Recipient</b>	<b>33.04</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>48.90</b>	<b>36.92</b>
Banknotes	3.98	3.32	3.32	4.39	9.23	7.21	4.15	5.62	6.28	8.16	7.04	7.63	7.46	7.88
Churches, school, Charities	1.05	2.23	4.71	3.30	4.34	3.04	6.00	6.50	7.13	6.84	5.96	1.97	6.46	1.92
Individual/Family/Households	26.42	26.98	26.77	30.39	37.63	27.11	25.31	32.04	27.73	34.23	26.41	29.29	31.58	25.98
In Kind	0.60	0.62	0.59	0.69	0.52	0.55	0.50	0.40	0.62	0.58	0.47	0.59	0.68	0.00
Others	0.99	0.81	3.64	2.13	1.31	2.87	1.76	0.62	0.69	4.38	1.90	2.42	2.71	1.14
<b>By Country</b>	<b>33.04</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>48.90</b>	<b>36.92</b>
USA	4.44	5.53	6.23	7.24	9.96	7.35	8.58	3.43	9.40	10.20	8.97	6.93	9.28	4.85
New Zealand	14.42	13.45	16.18	17.12	22.60	17.30	14.12	20.72	16.51	21.37	17.16	17.99	17.16	15.36
Australia	11.50	12.39	13.22	12.48	16.58	12.65	11.83	14.50	13.87	17.69	11.82	14.04	16.51	13.59
American Samoa	1.38	1.17	1.45	1.29	1.58	1.01	1.25	1.55	1.56	2.24	1.69	1.65	1.74	1.47
Others	1.30	1.42	1.95	2.78	2.31	2.45	1.94	4.98	1.12	2.69	2.14	1.30	4.20	1.65
<b>By Channel (%)</b>														
Banks	8.3%	15.5%	27.3%	21.1%	15.5%	19.8%	27.2%	21.0%	23.6%	24.7%	22.8%	16.8%	22.1%	12.2%
Non Banks (1)	91.7%	84.5%	72.7%	78.9%	84.5%	80.2%	72.8%	79.0%	76.4%	75.3%	77.2%	83.2%	77.9%	87.8%
<b>TOTAL</b>	<b>33.04</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>48.90</b>	<b>36.92</b>
<b>First Number of Months up to</b>	<b>3</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>3</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>103.19</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>90.80</b>	<b>127.72</b>
Over the past year (%)	3.8%	5.3%	9.1%	11.4%	13.5%	16.0%	18.4%	20.7%	22.7%	25.5%	24.3%	11.2%	21.5%	17.5%
3 year average	0.0%	-1.2%	-0.9%	-0.8%	-0.4%	-0.2%	0.0%	0.8%	0.6%	0.9%	1.3%	6.0%	3.1%	3.4%
5 year average	4.0%	-2.6%	-1.8%	-1.8%	-1.4%	-1.2%	-1.4%	-1.1%	-0.9%	-0.9%	-0.7%	1.3%	1.4%	1.8%
<b>By Recipient</b>														
Banknotes	11.97	11.11	14.42	18.82	28.05	35.25	39.41	45.02	51.30	59.47	66.50	7.63	15.09	22.97
Churches, school, Charities	5.87	5.10	9.81	13.11	17.45	20.48	26.48	32.98	40.11	46.95	52.91	1.97	8.44	10.36
Individual/Family/Households	80.56	83.39	110.16	140.55	178.18	205.29	230.60	262.64	290.37	324.60	351.01	29.29	60.87	86.85
In Kind	1.59	1.72	2.31	3.00	3.51	4.06	4.56	4.96	5.58	6.16	6.63	0.59	1.27	1.27
Others	3.19	7.37	11.01	13.13	14.44	17.31	19.06	19.68	20.38	24.75	26.65	2.42	5.13	6.27
<b>By Country</b>														
USA	15.46	16.53	22.76	29.99	39.95	47.30	55.88	59.31	68.71	78.91	87.88	6.93	16.21	21.06
New Zealand	41.79	40.80	56.99	74.11	96.71	114.01	128.12	148.85	165.35	186.72	203.87	17.99	35.15	50.51
Australia	35.11	37.65	50.87	63.35	79.92	92.58	104.40	118.90	132.77	150.46	162.28	14.04	30.55	44.14
American Samoa	4.64	4.02	5.46	6.76	8.33	9.34	10.59	12.14	13.70	15.94	17.63	1.65	3.39	4.85
Others	6.17	9.68	11.63	14.41	16.71	19.17	21.11	26.09	27.22	29.91	32.05	1.30	5.50	7.16

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