

## VISITOR EARNINGS & REMITTANCES REPORT

### OCTOBER 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.4: 2018/19*

*October 2018*

The total **visitor arrivals** expanded by 18.9 percent to 14,523 persons over October 2017, but was 2.2 percent lower when compared to the previous month.

The overall increase in arrivals over the year was partly due to one-off events that occurred during the month, such as the Pacific Tourism Ministers meeting, Pacific Trade Invest Forum, as well as the usual White Sunday holiday.

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

- Europe (up 90.4 percent);
- USA (up 86.5 percent);
- Other countries (up 20.5 percent);
- Australia (up 17.7 percent);
- New Zealand (up 11.8 percent)
- American Samoa (up 4.0 percent)

By purpose of visit, modest improvements were recorded for:

- Visiting Friends and Relatives (up by 48.2 percent)
- Holiday (up 13.5 percent)
- Sport (up by 4.9 percent)
- Business & Conference (up 3.6 percent)

These outweighed a 3.4 percent drop in those for 'Other' purposes.

Furthermore, **total visitor arrivals in the first four months of 2018/19** was 11.2 percent higher (to 64,928 visitors) compared to the same period last year. By purpose, the only expansions were recorded for both the '**Visiting Friends and Relatives**' (VFR) and '**Holiday**', which rose by 48.0 percent and 2.6 percent respectively. By country, total visitors from Europe, USA, New Zealand

and Australia all grew by 53.7 percent, 37.9 percent, 17.2 percent and 14.8 percent in that order.

Due to a 2.8 percent increase in the average visitor expenditure together with the hike in arrivals, **total visitor receipts** rose by 22.2 percent (or \$7.8 million) to \$42.7 million over the same month last year. In contrast, the current level of visitor earnings was 0.8 percent lower compared to September 2018.

**Total visitor receipts in the first four months of 2018/19** expanded by 18.9 percent to \$180.3 million, over the same period of 2017/18. Primarily underpinning this overall increase was higher visitor earnings from Europe (up 59.2 percent), USA (up 40.9 percent), New Zealand (up 23.0 percent), Australia (up 19.4 percent) and 'Other countries' (up 12.7 percent). Proceeds from visitors such as 'VFR', 'Holiday' and 'Other' purposes all rose by 54.0 percent, 6.6 percent and 5.4 percent in that order.

The **tourism price index** was 3.1 percent higher compared to the same month last year due to gains in 'Other Transportation', 'Meals and Drinks', 'Family Obligations' and 'Miscellaneous' sub-indexes.

**Total private remittances** in the reviewed month grew by 7.9 percent to \$42.1 million, compared to October 2017 but was 12.3 percent lower than September 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 'USA' (up by 11.0 percent), 'American Samoa' (up by 11.0 percent), 'Other countries' (up by 97.6 percent), 'Australia' (up by 1.3 percent) and 'New Zealand' (up by 0.9 percent).

As a result, the **total inflow of remittances in the first four months of 2018/19** increased by 15.4 percent to

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\$170.4 million over the same period last year. Responsible for the overall increase in the first four months, were gains in transfers from 'USA' (23.3 percent) and 'American Samoa' (up 18.7 percent) (partially assisted by a 4.4 percent appreciation of US dollar against the Samoan Tala), 'New Zealand' (up 17.7 percent), and 'Australia' (up 13.5 percent). By recipient, total funds for 'hand-carried cash', 'non-profit institutions serving households (NPISH) and 'family & households' all rose by \$15.3 million, \$3.6 million and \$6.7 million respectively.

The share of remittances inflows coming through money transfer operators (MTOs) improved to 82.5 percent from 72.7 percent in the same period last year. On the

other hand, the ratio of transfers that came through the banking system dropped to 17.5 percent from 27.3 percent in October 2017.

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**CENTRAL BANK OF SAMOA**  
**6<sup>th</sup> December 2018**

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

	Oct-16	Oct-17	Nov-17	Dec-17	Jan-18	Feb-18	Mar-18	Apr-18	May-18	Jun-18	Jul-18	Aug-18	Sep-18	Oct-18
<b>Total arrivals (1)</b>	<b>11,393</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>14,523</b>
<b>Arrivals, by market (1)</b>														
American Samoa	949	1,161	993	2,144	785	265	1,186	994	1,308	1,845	1,694	1,907	1,049	1,207
Australia	2,214	2,752	2,052	5,463	2,299	1,559	2,239	1,867	2,476	2,777	3,978	3,308	3,616	3,238
Europe	401	355	760	458	507	453	449	678	631	640	666	712	493	676
New Zealand	5,698	6,144	5,785	9,970	6,184	3,036	5,538	5,004	6,274	7,725	9,349	7,775	7,215	6,869
USA	762	548	1,106	1,530	1,295	822	1,021	830	1,075	1,651	1,866	1,080	878	1,022
Other Countries	1,369	1,254	1,415	1,212	1,584	1,278	1,274	1,446	1,392	1,677	1,688	1,539	1,592	1,511
Cruise ships	4,344	0	585	0	0	0	627	0	106	1,905	0	0	264	1,877
<b>Arrivals, by purpose (1)</b>														
Holiday	4,786	5,981	9,581	7,983	4,199	2,200	2,810	4,202	2,360	4,540	5,964	7,851	6,966	6,788
VFR	3,569	3,203	1,318	9,907	5,231	3,738	6,128	4,104	8,084	8,782	8,495	5,606	5,086	4,747
Business & Conference	968	787	388	947	1,012	277	1,013	575	649	645	1,614	765	740	815
Sport	168	81	22	146	51	177	67	25	90	173	223	123	241	85
Other	1,902	2,162	802	1,794	2,161	1,021	1,689	1,913	1,973	2,175	2,945	1,976	1,810	2,088
Cruise ships	4,344	0	585	0	0	0	627	0	106	1,905	0	0	264	1,877
<b>Total earnings (2) **</b>	<b>30.24</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>42.72</b>
<b>Earnings, by market (2)</b>														
American Samoa	1.24	1.50	1.86	5.00	1.74	0.29	2.55	2.67	4.67	4.34	3.82	3.54	1.77	1.67
Australia	8.03	10.35	9.26	18.62	6.99	5.93	8.04	6.54	8.07	8.83	10.20	11.40	11.51	12.57
Europe	0.33	0.31	1.02	0.70	0.52	0.41	0.63	0.81	0.63	0.52	0.50	0.84	0.48	0.58
New Zealand	16.36	18.49	18.67	26.14	16.00	7.85	15.50	14.99	22.77	19.23	23.56	23.86	21.69	21.41
USA	1.60	1.15	2.86	4.31	2.80	2.83	3.99	1.52	2.93	4.89	5.29	2.39	3.41	2.26
Other Countries	2.69	3.16	3.66	4.30	4.10	3.75	3.37	4.18	5.18	6.16	4.94	4.12	4.20	4.22
Cruise ships	0.59	0.00	0.08	0.00	0.00	0.00	0.09	0.00	0.01	0.27	0.00	0.00	0.04	0.28
<b>Earnings, by purpose (2)</b>														
Holiday	10.87	14.18	28.39	22.18	11.36	6.62	7.93	11.41	7.72	12.00	14.34	22.53	21.32	16.48
VFR	11.57	10.86	6.88	30.00	15.02	10.67	16.81	12.32	31.20	27.51	25.78	17.77	15.55	16.36
Business & Conference	2.47	2.10	1.58	3.18	3.62	1.06	3.50	2.02	1.87	1.93	3.73	2.66	2.35	2.22
Sport	0.33	0.17	0.05	0.32	0.15	0.42	0.23	0.07	0.31	0.28	0.72	0.26	0.81	0.18
Other	4.99	7.64	0.43	3.39	1.99	2.28	5.61	4.90	3.16	2.24	3.74	2.93	3.04	7.47
Cruise ships	0.59	0.00	0.08	0.00	0.00	0.00	0.09	0.00	0.01	0.27	0.00	0.00	0.04	0.28
<b>Average expenditure (3)</b>	<b>2,655</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>2,941</b>
<b>Tourism Price Index</b>	<b>142.3</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>151.3</b>
<b>First Number of Months up to</b>	<b>4</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>4</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>months</b>
<b>Total Visitor Arrivals</b>	52,211	58,371	70,482	91,259	103,913	111,326	123,033	133,852	147,008	163,323	19,241	35,562	50,405	64,928
Over the past year (%)	-1.3%	11.8%	14.7%	13.9%	12.8%	11.3%	12.4%	10.5%	11.3%	11.6%	4.6%	7.5%	9.2%	11.2%
Past 3 year average	3.5%	3.4%	2.9%	3.7%	3.8%	3.7%	3.8%	3.8%	3.6%	3.7%	8.7%	6.0%	5.2%	5.1%
Past 5 year average	3.6%	3.0%	2.1%	2.5%	2.8%	2.7%	2.5%	2.6%	2.1%	1.9%	4.6%	5.5%	5.0%	4.9%
<b>Arrivals, by market (1)</b>														
American Samoa	5,445	7,920	8,913	11,057	11,842	12,107	13,293	14,287	15,595	17,440	1,694	3,601	4,650	5,857
Australia	9,528	12,321	14,373	19,836	22,135	23,694	25,933	27,800	30,276	33,053	3,978	7,286	10,902	14,140
Europe	1,896	1,657	2,417	2,875	3,382	3,835	4,284	4,962	5,593	6,233	666	1,378	1,871	2,547
New Zealand	25,657	26,632	32,417	42,387	48,571	51,607	57,145	62,149	68,423	76,148	9,349	17,124	24,339	31,208
USA	3,481	3,514	4,620	6,150	7,445	8,267	9,288	10,118	11,193	12,844	1,866	2,946	3,824	4,846
Other Countries	6,204	6,327	7,742	8,954	10,538	11,816	13,090	14,536	15,928	17,605	1,688	3,227	4,819	6,330
Cruise ships	5,757	0	585	585	585	585	1,212	1,212	1,318	3,223	0	0	264	2,141
<b>Arrivals, by purpose (1)</b>														
Holiday	23,274	26,859	36,440	44,423	48,622	50,822	53,632	57,834	60,194	64,734	5,964	13,815	20,781	27,569
VFR	15,167	16,173	17,491	27,398	32,629	36,367	42,495	46,599	54,683	63,465	8,495	14,101	19,187	23,934
Business & Conference	4,547	5,002	5,390	6,337	7,349	7,626	8,639	9,214	9,863	10,508	1,614	2,379	3,119	3,934
Sport	659	771	793	939	990	1,167	1,234	1,259	1,349	1,522	223	346	587	672
Other	8,564	9,566	10,368	12,162	14,323	15,344	17,033	18,946	20,919	23,094	2,945	4,921	6,731	8,819
Cruise ships	5,757	0	0	0	0	0	0	0	0	0	0	0	0	0
<b>Total Visitor Earnings</b>	132.0	151.6	188.9	248.0	280.2	301.2	335.3	366.0	410.3	454.2	48.3	94.5	137.5	180.3
Over the past year (%)	-0.2%	14.9%	18.9%	18.2%	17.2%	16.0%	17.7%	15.2%	16.6%	17.2%	12.7%	16.1%	17.9%	18.9%
Past 3 year average	5.9%	4.0%	1.8%	7.5%	5.6%	4.8%	5.7%	5.7%	2.2%	5.9%	10.4%	5.1%	5.0%	6.0%
Past 5 year average	4.1%	4.9%	1.5%	8.8%	6.0%	3.7%	3.8%	4.9%	3.6%	1.1%	9.9%	8.5%	5.4%	7.4%
<b>Earnings, by market (2)</b>														
American Samoa	9.6	13.3	15.1	20.1	21.9	22.1	24.7	27.4	32.0	36.4	3.8	7.4	9.1	10.8
Australia	29.0	38.3	47.5	66.2	73.1	79.1	87.1	93.7	101.7	110.5	10.2	21.6	33.1	45.7
Europe	1.7	1.5	2.5	3.2	3.8	4.2	4.8	5.6	6.2	6.8	0.5	1.3	1.8	2.4
New Zealand	69.1	73.6	92.3	118.4	134.4	142.2	157.7	172.7	195.5	214.7	23.6	47.4	69.1	90.5
USA	9.0	9.5	12.3	16.6	19.4	22.3	26.3	27.8	30.7	35.6	5.3	7.7	11.1	13.4
Other Countries	13.5	15.5	19.2	23.5	27.6	31.3	34.7	38.9	44.0	50.2	4.9	9.1	13.3	17.5
Cruise ships	0.8	0.0	0.1	0.1	0.1	0.1	0.2	0.2	0.2	0.5	0.0	0.0	0.0	0.3
<b>Earnings, by purpose (2)</b>														
Holiday	59.7	70.0	98.4	120.6	132.0	138.6	146.5	157.9	165.6	177.6	14.3	36.9	58.2	74.7
VFR	45.4	49.0	55.9	85.9	100.9	111.6	128.4	140.7	171.9	199.4	25.8	43.6	59.1	75.5
Business & Conference	12.4	14.3	15.8	19.0	22.6	23.7	27.2	29.2	31.1	33.0	3.7	6.4	8.7	11.0
Sport	1.7	2.0	2.1	2.4	2.5	3.0	3.2	3.3	3.6	3.8	0.7	1.0	1.8	2.0
Other	12.7	16.3	16.7	20.1	22.1	24.4	30.0	34.9	38.1	40.3	3.7	6.7	9.7	17.2
Cruise ships	0.8	0.0	0.1	0.1	0.1	0.1	0.2	0.2	0.2	0.5	0.0	0.0	0.0	0.3

(1) Persons  
 (2) Tala million  
 (3) Tala, per person

# VISITOR EARNINGS & REMITTANCES REPORT

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Table 2.

## INFLOW OF PRIVATE REMITTANCES

### AMOUNTS IN TALA MILLION

	Oct-16	Oct-17	Nov-17	Dec-17	Jan-18	Feb-18	Mar-18	Apr-18	May-18	Jun-18	Jul-18	Aug-18	Sep-18	Oct-18
<b>By Recipient</b>	<b>32.21</b>	<b>39.03</b>	<b>40.90</b>	<b>53.02</b>	<b>40.78</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>37.49</b>	<b>42.10</b>
Banknotes	3.87	3.32	4.39	9.23	7.21	4.15	5.62	6.28	8.16	7.04	7.63	7.46	7.88	6.70
Churches, school, Charities	0.61	4.71	3.30	4.34	3.05	6.00	6.50	7.13	6.84	5.96	1.97	6.46	1.92	3.07
Individual/Family/Households	26.44	26.77	30.39	37.63	27.11	25.31	32.04	27.73	34.23	26.41	29.29	31.58	25.98	30.00
In Kind	0.48	0.59	0.69	0.52	0.55	0.50	0.40	0.62	0.58	0.47	0.59	0.68	0.57	0.00
Others	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	2.32
<b>By Country</b>	<b>32.21</b>	<b>39.03</b>	<b>40.90</b>	<b>53.02</b>	<b>40.78</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>37.49</b>	<b>42.10</b>
USA	5.43	6.23	7.24	9.96	7.35	8.58	3.43	9.40	10.20	8.97	6.93	9.28	4.93	6.91
New Zealand	11.80	16.18	17.12	22.60	17.30	14.12	20.72	16.51	21.37	17.16	17.99	17.16	15.59	16.33
Australia	12.32	13.22	12.48	16.58	12.65	11.83	14.50	13.87	17.69	11.82	14.04	16.51	13.80	13.40
American Samoa	1.46	1.45	1.29	1.58	1.01	1.25	1.55	1.56	2.24	1.69	1.65	1.74	1.49	1.61
Others	1.20	1.95	2.78	2.31	2.47	1.94	4.98	1.12	2.69	2.14	1.30	4.20	1.68	3.85
<b>By Channel (%)</b>														
Banks	12.4%	27.3%	21.1%	15.5%	19.7%	27.2%	21.0%	23.6%	24.7%	22.8%	16.8%	22.1%	12.0%	17.5%
Non Banks (1)	87.6%	72.7%	78.9%	84.5%	80.3%	72.8%	79.0%	76.4%	75.3%	77.2%	83.2%	77.9%	88.0%	82.5%
<b>TOTAL</b>	<b>32.21</b>	<b>39.03</b>	<b>40.90</b>	<b>53.02</b>	<b>40.78</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>37.49</b>	<b>42.10</b>
<b>First Number of Months up to</b>	<b>4</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>4</b>
	months	months	months	months	months	months	months	months	months	months	months	months	months	months
<b>Total Remittances</b>	<b>135.40</b>	<b>147.70</b>	<b>188.61</b>	<b>241.63</b>	<b>282.41</b>	<b>320.13</b>	<b>365.31</b>	<b>407.76</b>	<b>461.95</b>	<b>503.73</b>	<b>41.90</b>	<b>90.80</b>	<b>128.29</b>	<b>170.38</b>
Over the past year (%)	1.2%	9.1%	11.4%	13.5%	16.0%	18.4%	20.7%	22.7%	25.5%	24.3%	11.2%	21.5%	18.0%	15.4%
3 year average	1.4%	-0.9%	-0.8%	-0.4%	-0.2%	0.0%	0.8%	0.6%	0.9%	1.3%	6.0%	3.1%	3.4%	3.8%
5 year average	4.1%	-1.8%	-1.8%	-1.4%	-1.2%	-1.4%	-1.1%	-0.9%	-0.9%	-0.7%	1.3%	1.4%	1.8%	2.9%
<b>By Recipient</b>														
Banknotes	15.84	14.42	18.82	28.05	35.25	39.41	45.02	51.30	59.47	66.50	7.63	15.09	22.97	29.68
Churches, school, Charities	6.48	9.81	13.11	17.45	20.50	26.50	33.00	40.13	46.97	52.93	1.97	8.44	10.36	13.43
Individual/Family/Households	107.00	110.16	140.55	178.18	205.29	230.60	262.64	290.37	324.60	351.01	29.29	60.87	86.85	116.85
In Kind	2.08	2.31	3.00	3.51	4.06	4.56	4.96	5.58	6.16	6.63	0.59	1.27	1.84	1.84
Others	4.00	11.01	13.13	14.44	17.31	19.06	19.68	20.38	24.75	26.65	2.42	5.13	6.27	8.59
<b>By Country</b>														
USA	20.89	22.76	29.99	39.95	47.30	55.88	59.31	68.71	78.91	87.88	6.93	16.21	21.14	28.05
New Zealand	53.59	56.99	74.11	96.71	114.01	128.12	148.85	165.35	186.72	203.87	17.99	35.15	50.74	67.07
Australia	47.43	50.87	63.35	79.92	92.58	104.40	118.90	132.77	150.46	162.28	14.04	30.55	44.35	57.75
American Samoa	6.11	5.46	6.76	8.33	9.34	10.59	12.14	13.70	15.94	17.63	1.65	3.39	4.88	6.48
Others	7.38	11.63	14.41	16.71	19.18	21.13	26.11	27.23	29.92	32.07	1.30	5.50	7.18	11.03

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