



## CENTRAL BANK OF SAMOA

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# VISITOR EARNINGS & REMITTANCES REPORT NOVEMBER 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.5: 2018/19*

*November 2018*

In November 2018, total **visitor arrivals** fell by 5.2 percent to 11,483 persons over the same month in 2017, and was 20.9 percent lower when compared to the previous month.

The overall drop in arrivals over the year was partly due to one-off events that occurred in November last year such as the annual Samoana Jazz and the Arts Festival as well as the launch of the Samoa Airways. These managed to offset visitors who were here for events in November 2018 such as the 33<sup>rd</sup> Central Bank Governors' and FINTECH meetings as well as the 11<sup>th</sup> Asia Pacific Telecommunity Policy and Regulation Forum.

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

- USA (down 17.9 percent);
- American Samoa (down 13.4 percent);
- Europe (down 10.8 percent);
- New Zealand (down 9.2 percent)

By purpose of visit, a significant reduction was recorded for Holiday (down by 5,364 visitors) offsetting increases for:

- Visiting Friends and Relatives (up by 3,020 visitors)
- Other (up by 1,082 visitors)
- Business & Conference (up by 524 visitors)
- Sport (up by 110 visitors)

Nevertheless, **total visitor arrivals in the first five months of 2018/19** was 8.4 percent higher (to 76,411 visitors) compared to the same period last year. By purpose, expansions were recorded for both the **'Visiting Friends and Relatives' (VFR)** and **'Sports'**, which rose by 61.6 percent and 1.4 percent respectively. By country, total visitors from Europe, USA, New Zealand

and Australia all grew by 33.4 percent, 24.5 percent, 12.5 percent and 14.4 percent in that order.

Despite a 2.5 percent increase in the average visitor expenditure, **total visitor receipts** contracted by 2.9 percent (or \$1.1 million) to \$36.3 million over the same month last year. Moreover, the current level of visitor earnings was 15.0 percent lower compared to October 2018.

**Total visitor receipts in the first five months of 2018/19** expanded by 14.6 percent to \$216.5 million, over the same period of 2017/18. Primarily underpinning this overall increase was higher visitor earnings from Europe (up 31.0 percent), USA (up 27.2 percent), New Zealand (up 16.5 percent), Australia (up 17.9 percent) and 'Other countries' (up 13.0 percent). Proceeds from visitors such as 'VFR', 'Sport' and 'Other' purposes all rose by 71.7 percent, 8.4 percent and 13.8 percent respectively.

The **tourism price index** was 1.0 percent higher compared to the same month last year due to gains in 'Other Transportation', 'Family Obligations' and 'Miscellaneous' sub-indexes.

**Total private remittances** also fell by 1.7 percent to \$40.2 million when compared to November 2017 and was 6.1 percent lower when compared to the previous month.

The reduction in the private remittances over the same month last year was accounted for by decreases in funds from source countries such as 'Other countries' (down by 61.2 percent, 'Australia' (down by 1.7 percent) and 'New Zealand' (down by 0.9 percent).

Overall, the **total inflow of remittances in the first five months of 2018/19** expanded by 12.0 percent to \$211.3

million over the same period of 2017/18. Largely responsible for the overall expansion in the first five months, were gains in transfers from 'USA' (21.6 percent) and 'American Samoa' (up 20.3 percent) (both partially assisted by a 3.9 percent appreciation of US dollar against the Samoan Tala), 'New Zealand' (up 13.8 percent), and 'Australia' (up 10.9 percent). By recipient, total funds for 'hand-carried cash', 'family & households', and 'non-profit institutions serving households (NPISH)' categories all rose by \$16.6 million, \$6.4 million and \$3.5 million respectively.

The share of remittances inflows coming through money transfer operators (MTOs) improved to 85.6 percent from 78.9 percent in the same period last year while

those that came through the banking system dropped to 14.4 percent from 21.1 percent in November 2017.

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**CENTRAL BANK OF SAMOA**  
**24<sup>th</sup> January 2018**

# VISITOR EARNINGS & REMITTANCES REPORT

November 2018

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

	Nov-16	Nov-17	Dec-17	Jan-18	Feb-18	Mar-18	Apr-18	May-18	Jun-18	Jul-18	Aug-18	Sep-18	Oct-18	Nov-18
<b>Total arrivals (1)</b>	<b>9,243</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>11,483</b>
<b>Arrivals, by market (1)</b>														
American Samoa	1,227	993	2,144	785	265	1,186	994	1,308	1,845	1,694	1,907	1,049	1,207	860
Australia	1,649	2,052	5,463	2,299	1,559	2,239	1,867	2,476	2,777	3,978	3,308	3,616	3,238	2,306
Europe	295	760	458	507	453	449	678	631	640	666	712	493	676	678
New Zealand	4,117	5,785	9,970	6,184	3,036	5,538	5,004	6,274	7,725	9,349	7,775	7,215	6,869	5,252
USA	589	1,106	1,530	1,295	822	1,021	830	1,075	1,651	1,866	1,080	878	1,022	908
Other Countries	1,366	1,415	1,212	1,584	1,278	1,274	1,446	1,392	1,677	1,688	1,539	1,592	1,511	1,479
Cruise ships	3,272	585	0	0	0	627	0	106	1,905	0	0	264	1,877	1,878
<b>Arrivals, by purpose (1)</b>														
Holiday	3,531	9,581	7,983	4,199	2,200	2,810	4,202	2,360	4,540	5,964	7,851	6,966	6,788	4,217
VFR	2,916	1,318	9,907	5,231	3,738	6,128	4,104	8,084	8,782	8,495	5,606	5,086	4,747	4,338
Business & Conference	946	388	947	1,012	277	1,013	575	649	645	1,614	765	740	815	912
Sport	33	22	146	51	177	67	25	90	173	223	123	241	85	132
Other	1,817	802	1,794	2,161	1,021	1,689	1,913	1,973	2,175	2,945	1,976	1,810	2,088	1,884
Cruise ships	3,272	585	0	0	0	627	0	106	1,905	0	0	264	1,877	1,878
<b>Total earnings (2) **</b>	<b>26.95</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>42.68</b>	<b>36.27</b>
<b>Earnings, by market (2)</b>														
American Samoa	2.18	1.86	5.00	1.74	0.29	2.55	2.67	4.67	4.34	3.82	3.54	1.77	1.67	1.52
Australia	7.11	9.26	18.62	6.99	5.93	8.04	6.54	8.07	8.83	10.20	11.40	11.51	12.55	10.38
Europe	0.37	1.02	0.70	0.52	0.41	0.63	0.81	0.63	0.52	0.50	0.84	0.48	0.58	0.91
New Zealand	12.63	18.67	26.14	16.00	7.85	15.50	14.99	22.77	19.23	23.56	23.86	21.69	21.39	16.94
USA	1.44	2.86	4.31	2.80	2.83	3.99	1.52	2.93	4.89	5.29	2.39	3.41	2.26	2.33
Other Countries	3.22	3.66	4.30	4.10	3.75	3.37	4.18	5.18	6.16	4.94	4.12	4.20	4.21	4.18
Cruise ships	0.45	0.08	0.00	0.00	0.00	0.09	0.00	0.01	0.27	0.00	0.00	0.04	0.28	0.27
<b>Earnings, by purpose (2)</b>														
Holiday	8.64	28.39	22.18	11.36	6.62	7.93	11.41	7.72	12.00	14.34	22.53	21.32	16.46	10.40
VFR	13.40	6.88	30.00	15.02	10.67	16.81	12.32	31.20	27.51	25.78	17.77	15.55	16.35	20.49
Business & Conference	3.33	1.58	3.18	3.62	1.06	3.50	2.02	1.87	1.93	3.73	2.66	2.35	2.22	3.26
Sport	0.06	0.05	0.32	0.15	0.42	0.23	0.07	0.31	0.28	0.72	0.26	0.81	0.18	0.26
Other	1.52	0.43	3.39	1.99	2.28	5.61	4.90	3.16	2.24	3.74	2.93	3.04	7.47	1.86
Cruise ships	0.45	0.08	0.00	0.00	0.00	0.09	0.00	0.01	0.27	0.00	0.00	0.04	0.28	0.27
<b>Average expenditure (3)</b>	<b>2,916</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>2,939</b>	<b>3,158</b>
<b>Tourism Price Index</b>	<b>142.2</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>151.1</b>	<b>148.7</b>
<b>First Number of Months up to</b>	<b>5</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>5</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>	61,454	70,482	91,259	103,913	111,326	123,033	133,852	147,008	163,323	19,241	35,562	50,405	64,928	76,411
Over the past year (%)	-1.7%	14.7%	13.9%	12.8%	11.3%	12.4%	10.5%	11.3%	11.6%	4.6%	7.5%	9.2%	11.2%	8.4%
Past 3 year average	3.0%	2.9%	3.7%	3.8%	3.7%	3.8%	3.8%	3.6%	3.7%	8.7%	6.0%	5.2%	5.1%	5.1%
Past 5 year average	2.9%	2.1%	2.5%	2.8%	2.7%	2.5%	2.6%	2.1%	1.9%	4.6%	5.5%	5.0%	4.9%	5.0%
<b>Arrivals, by market (1)</b>														
American Samoa	6,672	8,913	11,057	11,842	12,107	13,293	14,287	15,595	17,440	1,694	3,601	4,650	5,857	6,717
Australia	11,177	14,373	19,836	22,135	23,694	25,933	27,800	30,276	33,053	3,978	7,286	10,902	14,140	16,446
Europe	2,191	2,417	2,875	3,382	3,835	4,284	4,962	5,593	6,233	666	1,378	1,871	2,547	3,225
New Zealand	29,774	32,417	42,387	48,571	51,607	57,145	62,149	68,423	76,148	9,349	17,124	24,339	31,208	36,460
USA	4,070	4,620	6,150	7,445	8,267	9,288	10,118	11,193	12,844	1,866	2,946	3,824	4,846	5,754
Other Countries	7,570	7,742	8,954	10,538	11,816	13,090	14,536	15,928	17,605	1,688	3,227	4,819	6,330	7,809
Cruise ships	9,029	585	585	585	585	1,212	1,212	1,318	3,223	0	0	264	2,141	4,019
<b>Arrivals, by purpose (1)</b>														
Holiday	26,805	36,440	44,423	48,622	50,822	53,632	57,834	60,194	64,734	5,964	13,815	20,781	27,569	31,786
VFR	18,083	17,491	27,398	32,629	36,367	42,495	46,599	54,683	63,465	8,495	14,101	19,187	23,934	28,272
Business & Conference	5,493	5,390	6,337	7,349	7,626	8,639	9,214	9,863	10,508	1,614	2,379	3,119	3,934	4,846
Sport	692	793	939	990	1,167	1,234	1,259	1,349	1,522	223	346	587	672	804
Other	10,381	10,368	12,162	14,323	15,344	17,033	18,946	20,919	23,094	2,945	4,921	6,731	8,819	10,703
Cruise ships	9,029	0	0	0	0	0	0	0	0	0	0	0	0	0
<b>Total Visitor Earnings</b>	158.9	188.9	248.0	280.2	301.2	335.3	366.0	410.3	454.2	48.3	94.5	137.5	180.2	216.5
Over the past year (%)	-1.4%	18.9%	18.2%	17.2%	16.0%	17.7%	15.2%	16.6%	17.2%	12.7%	16.1%	17.9%	18.9%	14.6%
Past 3 year average	2.3%	1.8%	7.5%	5.6%	4.8%	5.7%	5.7%	2.2%	5.9%	10.4%	5.1%	5.0%	6.0%	6.5%
Past 5 year average	2.1%	1.5%	8.8%	6.0%	3.7%	3.8%	4.9%	3.6%	1.1%	9.9%	8.5%	5.4%	7.4%	8.2%
<b>Earnings, by market (2)</b>														
American Samoa	11.7	15.1	20.1	21.9	22.1	24.7	27.4	32.0	36.4	3.8	7.4	9.1	10.8	12.3
Australia	36.1	47.5	66.2	73.1	79.1	87.1	93.7	101.7	110.5	10.2	21.6	33.1	45.7	56.1
Europe	2.1	2.5	3.2	3.8	4.2	4.8	5.6	6.2	6.8	0.5	1.3	1.8	2.4	3.3
New Zealand	81.8	92.3	118.4	134.4	142.2	157.7	172.7	195.5	214.7	23.6	47.4	69.1	90.5	107.4
USA	10.5	12.3	16.6	19.4	22.3	26.3	27.8	30.7	35.6	5.3	7.7	11.1	13.4	15.7
Other Countries	16.7	19.2	23.5	27.6	31.3	34.7	38.9	44.0	50.2	4.9	9.1	13.3	17.5	21.7
Cruise ships	1.2	0.1	0.1	0.1	0.1	0.2	0.2	0.2	0.5	0.0	0.0	0.0	0.3	0.6
<b>Earnings, by purpose (2)</b>														
Holiday	68.3	98.4	120.6	132.0	138.6	146.5	157.9	165.6	177.6	14.3	36.9	58.2	74.6	85.0
VFR	58.8	55.9	85.9	100.9	111.6	128.4	140.7	171.9	199.4	25.8	43.6	59.1	75.5	95.9
Business & Conference	15.8	15.8	19.0	22.6	23.7	27.2	29.2	31.1	33.0	3.7	6.4	8.7	11.0	14.2
Sport	1.8	2.1	2.4	2.5	3.0	3.2	3.3	3.6	3.8	0.7	1.0	1.8	2.0	2.2
Other	14.3	16.7	20.1	22.1	24.4	30.0	34.9	38.1	40.3	3.7	6.7	9.7	17.2	19.0
Cruise ships	1.2	0.1	0.1	0.1	0.1	0.2	0.2	0.2	0.5	0.0	0.0	0.0	0.3	0.6

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

# VISITOR EARNINGS & REMITTANCES REPORT

November 2018

Table 2.

## INFLOW OF PRIVATE REMITTANCES

### AMOUNTS IN TALA MILLION

	Nov-16	Nov-17	Dec-17	Jan-18	Feb-18	Mar-18	Apr-18	May-18	Jun-18	Jul-18	Aug-18	Sep-18	Oct-18	Nov-18
<b>By Recipient</b>	<b>33.85</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>42.84</b>	<b>40.20</b>
Banknotes	3.77	4.39	9.23	7.21	4.15	5.62	6.28	8.16	7.04	7.63	7.46	7.88	6.70	5.70
Churches, school, Charities	0.76	3.30	4.34	3.05	6.00	6.50	7.13	6.84	5.96	1.97	6.46	1.92	3.07	3.20
Individual/Family/Households	26.85	30.39	37.63	27.11	25.31	32.04	27.73	34.23	26.41	29.29	31.58	25.98	30.00	30.12
In Kind	0.54	0.69	0.52	0.55	0.50	0.40	0.62	0.58	0.47	0.59	0.68	0.57	0.74	0.00
Others	1.93	2.13	1.31	2.87	1.76	0.62	0.69	4.38	1.90	2.42	2.71	1.14	2.32	1.18
<b>By Country</b>	<b>33.85</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>42.84</b>	<b>40.20</b>
USA	5.16	7.24	9.96	7.35	8.58	3.43	9.40	10.20	8.97	6.93	9.28	4.93	7.04	8.29
New Zealand	13.87	17.12	22.60	17.30	14.12	20.72	16.51	21.37	17.16	17.99	17.16	15.59	16.62	16.96
Australia	12.04	12.48	16.58	12.65	11.83	14.50	13.87	17.69	11.82	14.04	16.51	13.80	13.63	12.27
American Samoa	1.50	1.29	1.58	1.01	1.25	1.55	1.56	2.24	1.69	1.65	1.74	1.49	1.64	1.61
Others	1.29	2.78	2.31	2.47	1.94	4.98	1.12	2.69	2.14	1.30	4.20	1.68	3.92	1.08
<b>By Channel (%)</b>														
Banks	12.4%	21.1%	15.5%	19.7%	27.2%	21.0%	23.6%	24.7%	22.8%	16.8%	22.1%	12.0%	17.2%	14.4%
Non Banks (1)	87.6%	78.9%	84.5%	80.3%	72.8%	79.0%	76.4%	75.3%	77.2%	83.2%	77.9%	88.0%	82.8%	85.6%
<b>TOTAL</b>	<b>33.85</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>42.84</b>	<b>40.20</b>
<b>First Number of Months up to</b>	<b>5</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>5</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>169.25</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>171.12</b>	<b>211.33</b>
Over the past year (%)	3.8%	11.4%	13.5%	16.0%	18.4%	20.7%	22.7%	25.5%	24.3%	11.2%	21.5%	18.0%	15.9%	12.0%
3 year average	-0.5%	-0.8%	-0.4%	-0.2%	0.0%	0.8%	0.6%	0.9%	1.3%	6.0%	3.1%	3.4%	3.8%	4.7%
5 year average	3.5%	-1.8%	-1.4%	-1.2%	-1.4%	-1.1%	-0.9%	-0.9%	-0.7%	1.3%	1.4%	1.8%	2.9%	2.7%
<b>By Recipient</b>														
Banknotes	19.61	18.82	28.05	35.25	39.41	45.02	51.30	59.47	66.50	7.63	15.09	22.97	29.68	35.38
Churches, school, Charities	7.24	13.11	17.45	20.50	26.50	33.00	40.13	46.97	52.93	1.97	8.44	10.36	13.43	16.63
Individual/Family/Households	133.85	140.55	178.18	205.29	230.60	262.64	290.37	324.60	351.01	29.29	60.87	86.85	116.85	146.98
In Kind	2.62	3.00	3.51	4.06	4.56	4.96	5.58	6.16	6.63	0.59	1.27	1.84	2.58	2.58
Others	5.93	13.13	14.44	17.31	19.06	19.68	20.38	24.75	26.65	2.42	5.13	6.27	8.59	9.77
<b>By Country</b>														
USA	26.05	29.99	39.95	47.30	55.88	59.31	68.71	78.91	87.88	6.93	16.21	21.14	28.18	36.46
New Zealand	67.46	74.11	96.71	114.01	128.12	148.85	165.35	186.72	203.87	17.99	35.15	50.74	67.36	84.32
Australia	59.47	63.35	79.92	92.58	104.40	118.90	132.77	150.46	162.28	14.04	30.55	44.35	57.98	70.25
American Samoa	7.60	6.76	8.33	9.34	10.59	12.14	13.70	15.94	17.63	1.65	3.39	4.88	6.51	8.12
Others	8.67	14.41	16.71	19.18	21.13	26.11	27.23	29.92	32.07	1.30	5.50	7.18	11.10	12.18

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