



VISITOR EARNINGS & REMITTANCES REPORT DECEMBER 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.6: 2018/19

December 2018

The total number of **visitor arrivals** at the end of year increased by 15.6 percent to 24,021 over December 2017 or more than doubled when compared to the preceding month.

Apart from the usual events associated with the festive season, there was another notable event such as the start of Brisbane-Samoa flight route by Samoa Airways to mark its first year of operation.

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

- Australia (up 28.0 percent);
- American Samoa (up 20.6 percent);
- Europe (up 18.3 percent);
- New Zealand (up 10.5 percent)
- Other Countries (up 20.7 percent)

For arrivals by purpose, the bulk of this expansion came from:

- Holiday (up by 17.2 percent)
- Visiting Friends and Relatives (VFR) (up by 16.8 percent)
- Other visitors (up by 33.4 percent)

In addition, **total visitor arrivals in the first six months of 2018/19** improved further by 10.1 percent compared to the same period in 2017/18. This expansion was mainly due to gains in the number of visitors from Europe (up 31.0 percent), Australia (up 18.1 percent), USA (up 16.7 percent), New Zealand (up 12.0 percent) and 'Other countries' (up 3.6 percent). Furthermore, visitors on **Visiting Friends and Relatives' (VFR)**, and **'Other'** rose by 45.4 percent, and 7.7 percent respectively.

As a result of a 3.6 percent hike in the average visitor expenditure over December 2017, **total visitor receipts** expanded by 19.8 percent (or \$11.2 million) to a record high of \$70.8 million or 92.9 percent higher than the previous month.

Total visitor receipts in the first six months of 2018/19 expanded by 16.0 percent to \$287.6 million, over the same period of 2017/18. Primarily underpinning this overall increase was higher earnings from Europe (up 28.0 percent), Australia (up 21.9 percent), USA (up 19.8 percent), New Zealand (up 15.9 percent) and 'Other countries' (up 14.8 percent). Proceeds from visitors such as 'VFR', 'Sports' and 'Other' purposes all rose by 54.6 percent, 1.7 percent and 23.0 percent respectively.

The **tourism price index** was 1.9 percent higher than the same month last year due to gains in 'Meals & Drinks', 'Other Transportation', 'Family Obligations' and 'Miscellaneous' sub-indexes.

Similarly, **total private remittances** bounced back up by 24.2 percent to \$65.9 million over same month in 2017 and was 63.8 percent (seasonal trend) higher than the previous month in light of end of year festivities.

The boost in private remittances over the same month last year were due to hikes in receipts from 'American Samoa' by 72.4 percent, 'USA' by 34.5 percent, 'Australia' by 24.5 percent and 'New Zealand' by 18.5 percent.

Overall, the **total inflow of private remittances in the first six months of 2018/19** expanded by 14.7 percent to \$277.2 million over the same period of 2017/18. Largely responsible for the overall expansion in the first six months, were gains in transfers from all its main source countries, 'American Samoa' (up 30.1 percent), 'USA' (up

24.8 percent) (both partially assisted by a 3.6 percent depreciation of Samoan Tala against the US dollar), 'New Zealand' (up 14.9 percent), and 'Australia' (up 13.7 percent). By recipient, total funds for 'hand-carried cash', 'non-profit institutions serving households (NPISH)' and 'family & households' categories all rose by \$19.8 million, \$14.4 million and \$4.8 million respectively.

The share of remittances inflows coming through money transfer operators (MTOs) improved to 84.6 percent from 84.5 percent in the same period last year while those that came through the banking system edged

down to 15.4 percent from 15.5 percent in December 2018.

CENTRAL BANK OF SAMOA
12 February 2019

VISITOR EARNINGS & REMITTANCES REPORT

December 2018

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

	Dec-16	Dec-17	Jan-18	Feb-18	Mar-18	Apr-18	May-18	Jun-18	Jul-18	Aug-18	Sep-18	Oct-18	Nov-18	Dec-18
Total arrivals (1)	18,677	20,777	12,654	7,413	11,707	10,819	13,156	16,315	19,241	16,321	14,843	14,523	11,483	24,021
Arrivals, by market (1)														
American Samoa	2,926	2,144	785	265	1,186	994	1,308	1,845	1,694	1,907	1,049	1,207	860	2,586
Australia	4,551	5,463	2,299	1,559	2,239	1,867	2,476	2,777	3,978	3,308	3,616	3,238	2,306	6,990
Europe	275	458	507	453	449	678	631	640	666	712	493	676	678	542
New Zealand	8,378	9,970	6,184	3,036	5,538	5,004	6,274	7,725	9,349	7,775	7,215	6,869	5,252	11,016
USA	1,064	1,530	1,295	822	1,021	830	1,075	1,651	1,866	1,080	878	1,022	908	1,424
Other Countries	1,483	1,212	1,584	1,278	1,274	1,446	1,392	1,677	1,688	1,539	1,592	1,511	1,479	1,463
Cruise ships	0	0	0	0	627	0	106	1,905	0	0	264	265	266	267
Arrivals, by purpose (1)														
Holiday	7,238	7,983	4,199	2,200	2,810	4,202	2,360	4,540	5,964	7,851	6,966	6,788	4,217	9,355
VFR	8,334	9,907	5,231	3,738	6,128	4,104	8,084	8,782	8,495	5,606	5,086	4,747	4,338	11,573
Business & Conference	835	947	1,012	277	1,013	575	649	645	1,614	765	740	815	912	615
Sport	32	146	51	177	67	25	90	173	223	123	241	85	132	84
Other	2,238	1,794	2,161	1,021	1,689	1,913	1,973	2,175	2,945	1,976	1,810	2,088	1,884	2,394
Cruise ships	0	0	0	0	627	0	106	1,905	0	0	264	265	266	267
Total earnings (2) **	50.87	59.07	32.14	21.05	34.08	30.71	44.25	43.96	48.31	46.15	43.07	42.68	36.67	70.75
Earnings, by market (2)														
American Samoa	6.69	5.00	1.74	0.29	2.55	2.67	4.67	4.34	3.82	3.54	1.77	1.67	1.55	6.42
Australia	15.20	18.62	6.99	5.93	8.04	6.54	8.07	8.83	10.20	11.40	11.51	12.55	10.49	24.46
Europe	0.42	0.70	0.52	0.41	0.63	0.81	0.63	0.52	0.50	0.84	0.48	0.58	0.92	0.82
New Zealand	21.34	26.14	16.00	7.85	15.50	14.99	22.77	19.23	23.56	23.86	21.69	21.39	17.15	29.58
USA	3.06	4.31	2.80	2.83	3.99	1.52	2.93	4.89	5.29	2.39	3.41	2.26	2.35	4.24
Other Countries	4.16	4.30	4.10	3.75	3.37	4.18	5.18	6.16	4.94	4.12	4.20	4.21	4.22	5.24
Cruise ships	0.00	0.00	0.00	0.00	0.09	0.00	0.01	0.27	0.00	0.00	0.04	0.04	0.04	0.04
Earnings, by purpose (2)														
Holiday	19.70	22.18	11.35	6.62	7.96	11.46	7.71	12.02	14.33	22.53	21.31	16.16	10.46	26.56
VFR	24.70	30.00	15.04	10.67	16.77	12.25	31.22	27.47	25.80	17.77	15.56	16.62	20.80	36.27
Business & Conference	2.75	3.18	3.61	1.06	3.51	2.03	1.86	1.94	3.73	2.66	2.35	2.18	3.28	2.10
Sport	0.07	0.32	0.15	0.42	0.23	0.07	0.31	0.28	0.72	0.26	0.81	0.18	0.26	0.19
Other	3.66	3.39	1.98	2.28	5.60	4.91	3.16	2.26	3.73	2.93	3.04	7.54	1.87	5.63
Cruise ships	0.00	0.00	0.00	0.00	0.09	0.00	0.01	0.27	0.00	0.00	0.04	0.04	0.04	0.04
Average expenditure (3)	2,724	2,843	2,540	2,839	2,911	2,839	3,364	2,695	2,511	2,828	2,902	2,939	3,194	2,945
Tourism Price Index	142.9	145.8	148.2	147.6	146.9	147.7	149.7	151.3	152.5	152.1	151.2	151.1	148.7	148.5
First Number of Months up to	6	6	7	8	9	10	11	12	1	2	3	4	5	6
	months	months	months	months	months	months	months	months	months	months	months	months	months	months
Total Visitor Arrivals	80,131	91,259	103,913	111,326	123,033	133,852	147,008	163,323	19,241	35,562	50,405	64,928	76,411	100,432
Over the past year (%)	-0.2%	13.9%	12.8%	11.3%	12.4%	10.5%	11.3%	11.6%	4.6%	7.5%	9.2%	11.2%	8.4%	10.1%
Past 3 year average	3.0%	3.7%	3.8%	3.7%	3.8%	3.8%	3.6%	3.7%	8.7%	6.0%	5.2%	5.1%	5.1%	5.4%
Past 5 year average	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%	5.1%
Arrivals, by market (1)														
American Samoa	9,598	11,057	11,842	12,107	13,293	14,287	15,595	17,440	1,694	3,601	4,650	5,857	6,717	9,303
Australia	15,728	19,836	22,135	23,694	25,933	27,800	30,276	33,053	3,978	7,286	10,902	14,140	16,446	23,436
Europe	2,466	2,875	3,382	3,835	4,284	4,962	5,593	6,233	666	1,378	1,871	2,547	3,225	3,767
New Zealand	38,152	42,387	48,571	51,607	57,145	62,149	68,423	76,148	9,349	17,124	24,339	31,208	36,460	47,476
USA	5,134	6,150	7,445	8,267	9,288	10,118	11,193	12,844	1,866	2,946	3,824	4,846	5,754	7,178
Other Countries	9,053	8,954	10,538	11,816	13,090	14,536	15,928	17,605	1,688	3,227	4,819	6,330	7,809	9,272
Cruise ships	9,029	585	585	585	1,212	1,212	1,318	3,223	0	0	264	529	795	1,062
Arrivals, by purpose (1)														
Holiday	34,043	44,423	48,622	50,822	53,632	57,834	60,194	64,734	5,964	13,815	20,781	27,569	31,786	41,141
VFR	26,417	27,398	32,629	36,367	42,495	46,599	54,683	63,465	8,495	14,101	19,187	23,934	28,272	39,845
Business & Conference	6,328	6,337	7,349	7,626	8,639	9,214	9,863	10,508	1,614	2,379	3,119	3,934	4,846	5,461
Sport	724	939	990	1,167	1,234	1,259	1,349	1,522	223	346	587	672	804	888
Other	12,619	12,162	14,323	15,344	17,033	18,946	20,919	23,094	2,945	4,921	6,731	8,819	10,703	13,097
Cruise ships	9,029	0	0	0	0	0	0	0	0	0	0	0	0	0
Total Visitor Earnings	209.8	248.0	280.2	301.2	335.3	366.0	410.3	454.2	48.3	94.5	137.5	180.2	216.9	287.6
Over the past year (%)	-0.5%	18.2%	17.2%	16.0%	17.7%	15.2%	16.6%	17.2%	12.7%	16.1%	17.9%	18.9%	14.8%	16.0%
Past 3 year average	5.1%	7.5%	5.6%	4.8%	5.7%	5.7%	2.2%	5.9%	10.4%	5.1%	5.0%	6.0%	6.5%	7.1%
Past 5 year average	3.7%	8.8%	6.0%	3.7%	3.8%	4.9%	3.6%	1.1%	9.9%	8.5%	5.4%	7.4%	8.2%	7.8%
Earnings, by market (2)														
American Samoa	18.4	20.1	21.9	22.1	24.7	27.4	32.0	36.4	3.8	7.4	9.1	10.8	12.4	18.8
Australia	51.4	66.2	73.1	79.1	87.1	93.7	101.7	110.5	10.2	21.6	33.1	45.7	56.2	80.6
Europe	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	4.1
New Zealand	103.1	118.4	134.4	142.2	157.7	172.7	195.5	214.7	23.6	47.4	69.1	90.5	107.7	137.2
USA	13.5	16.6	19.4	22.3	26.3	27.8	30.7	35.6	5.3	7.7	11.1	13.4	15.7	19.9
Other Countries	20.9	23.5	27.6	31.3	34.7	38.9	44.0	50.2	4.9	9.1	13.3	17.5	21.7	26.9
Cruise ships	1.2	0.1	0.1	0.1	0.2	0.2	0.2	0.5	0.0	0.0	0.0	0.1	0.1	0.2
Earnings, by purpose (2)														
Holiday	88.0	120.6	131.9	138.6	146.5	158.0	165.7	177.7	14.3	36.9	58.2	74.3	84.8	111.3
VFR	83.5	85.9	100.9	111.6	128.4	140.6	171.9	199.3	25.8	43.6	59.1	75.8	96.6	132.8
Business & Conference	18.5	19.0	22.6	23.7	27.2	29.2	31.1	33.0	3.7	6.4	8.7	10.9	14.2	16.3
Sport	1.9	2.4	2.5	3.0	3.2	3.3	3.6	3.8	0.7	1.0	1.8	2.0	2.2	2.4
Other	17.9	20.1	22.1	24.4	30.0	34.9	38.1	40.3	3.7	6.7	9.7	17.3	19.1	24.8
Cruise ships	1.2	0.1	0.1	0.1	0.2	0.2	0.2	0.5	0.0	0.0	0.0	0.1	0.1	0.2

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

VISITOR EARNINGS & REMITTANCES REPORT

December 2018

Table 2. INFLOW OF PRIVATE REMITTANCES
AMOUNTS IN TALA MILLION

	Dec-16	Dec-17	Jan-18	Feb-18	Mar-18	Apr-18	May-18	Jun-18	Jul-18	Aug-18	Sep-18	Oct-18	Nov-18	Dec-18
By Recipient	43.56	53.02	40.78	37.72	45.18	42.45	54.19	41.78	41.90	48.90	37.49	42.84	40.20	65.86
Banknotes	6.88	9.23	7.21	4.15	5.62	6.28	8.16	7.04	7.63	7.46	7.88	6.70	5.70	12.44
Churches, school, Charities	0.45	4.34	3.05	6.00	6.50	7.13	6.84	5.96	1.97	6.46	1.92	3.07	3.20	5.61
Individual/Family/Households	34.37	37.63	27.11	25.31	32.04	27.73	34.23	26.41	29.29	31.58	25.98	30.00	30.12	45.60
In Kind	0.60	0.52	0.55	0.50	0.40	0.62	0.58	0.47	0.59	0.68	0.57	0.74	0.00	0.00
Others	1.26	1.31	2.87	1.76	0.62	0.69	4.38	1.90	2.42	2.71	1.14	2.32	1.18	2.21
By Country	43.56	53.02	40.78	37.72	45.18	42.45	54.19	41.78	41.90	48.90	37.49	42.84	40.20	65.86
USA	6.43	9.96	7.35	8.58	3.43	9.40	10.20	8.97	6.93	9.28	4.93	7.04	8.29	13.40
New Zealand	19.82	22.60	17.30	14.12	20.72	16.51	21.37	17.16	17.99	17.16	15.59	16.62	16.96	26.79
Australia	14.32	16.58	12.65	11.83	14.50	13.87	17.69	11.82	14.04	16.51	13.80	13.63	12.27	20.63
American Samoa	1.57	1.58	1.01	1.25	1.55	1.56	2.24	1.69	1.65	1.74	1.49	1.64	1.61	2.72
Others	1.42	2.31	2.47	1.94	4.98	1.12	2.69	2.14	1.30	4.20	1.68	3.92	1.08	2.33
By Channel (%)														
Banks	8.2%	15.5%	19.7%	27.2%	21.0%	23.6%	24.7%	22.8%	16.8%	22.1%	12.0%	17.2%	14.4%	15.4%
Non Banks (1)	91.8%	84.5%	80.3%	72.8%	79.0%	76.4%	75.3%	77.2%	83.2%	77.9%	88.0%	82.8%	85.6%	84.6%
TOTAL	43.56	53.02	40.78	37.72	45.18	42.45	54.19	41.78	41.90	48.90	37.49	42.84	40.20	65.86
First Number of Months up to	6	6	7	8	9	10	11	12	1	2	3	4	5	6
	months	months	months	months	months	months	months	months	months	months	months	months	months	months
Total Remittances	212.81	241.63	282.41	320.13	365.31	407.76	461.95	503.73	41.90	90.80	128.29	171.12	211.33	277.19
Over the past year (%)	2.8%	13.5%	16.0%	18.4%	20.7%	22.7%	25.5%	24.3%	11.2%	21.5%	18.0%	15.9%	12.0%	14.7%
3 year average	-0.7%	-0.4%	-0.2%	0.0%	0.8%	0.6%	0.9%	1.3%	6.0%	3.1%	3.4%	3.8%	4.7%	3.9%
5 year average	2.0%	-1.4%	-1.2%	-1.4%	-1.1%	-0.9%	-0.9%	-0.7%	1.3%	1.4%	1.8%	2.9%	2.7%	2.9%
By Recipient														
Banknotes	26.49	28.05	35.25	39.41	45.02	51.30	59.47	66.50	7.63	15.09	22.97	29.68	35.38	47.82
Churches, school, Charities	7.69	17.45	20.50	26.50	33.00	40.13	46.97	52.93	1.97	8.44	10.36	13.43	16.63	22.24
Individual/Family/Households	168.22	178.18	205.29	230.60	262.64	290.37	324.60	351.01	29.29	60.87	86.85	116.85	146.98	192.58
In Kind	3.22	3.51	4.06	4.56	4.96	5.58	6.16	6.63	0.59	1.27	1.84	2.58	2.58	2.58
Others	7.19	14.44	17.31	19.06	19.68	20.38	24.75	26.65	2.42	5.13	6.27	8.59	9.77	11.99
By Country														
USA	32.48	39.95	47.30	55.88	59.31	68.71	78.91	87.88	6.93	16.21	21.14	28.18	36.46	49.86
New Zealand	87.28	96.71	114.01	128.12	148.85	165.35	186.72	203.87	17.99	35.15	50.74	67.36	84.32	111.11
Australia	73.79	79.92	92.58	104.40	118.90	132.77	150.46	162.28	14.04	30.55	44.35	57.98	70.25	90.88
American Samoa	9.17	8.33	9.34	10.59	12.14	13.70	15.94	17.63	1.65	3.39	4.88	6.51	8.12	10.84
Others	10.09	16.71	19.18	21.13	26.11	27.23	29.92	32.07	1.30	5.50	7.18	11.10	12.18	14.50

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