



CENTRAL BANK OF SAMOA

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PLEASE ADDRESS CORRESPONDENCE
TO THE GOVERNOR

VISITOR EARNINGS & REMITTANCES REPORT JANUARY 2019

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.7: 2018/19

January 2019

Total **visitor arrivals** increased by 8.7 percent to 13,755 visitors compared to the same month last year despite a seasonal drop of 42.7 percent over the previous month.

By country, the increase in visitor arrivals over January 2018 was due to gains in visitors from:

- Australia (up 49.4 percent)
- American Samoa (up 42.2 percent)
- Europe (up 20.7 percent)
- New Zealand (up 1.7 percent)

Except for 'Business and Conference' and 'Sports', all other purpose of visit recorded hikes such as:

- Holiday (up 15.6 percent)
- Others (up 17.4 percent)
- Visiting Friends and Relatives (VFR) (up 6.7 percent)

As a result, **total visitor arrivals in the first seven months of 2018/19** was 9.9 percent higher compared to the same period last year. Increases were recorded for those who were here for '**VFR**' (up 39.2 percent) and '**Others**' (up 9.2 percent). By country, total visitors from New Zealand, Australia, Europe, USA and 'Other countries' all grew by 10.7 percent, 21.4 percent, 29.5 percent, 8.0 percent and 1.7 percent in that order.

As a result, **total visitor receipts** expanded by 10.8 percent (or \$3.5 million) to \$35.6 million in January 2019 over last year, partly due to a 1.9 percent increase in the average visitor expenditure. Nevertheless, compared to the previous month, visitor earnings were 49.7 percent lower in line with normal trends.

Total visitor receipts in the first seven months of 2018/19 expanded by 15.4 percent to \$323.3 million, over the same period of 2017/18. Largely responsible for this increase were higher visitor earnings from New

Zealand (up 14.2 percent), Australia (up 24.4 percent), Europe (up 26.1 percent), USA (up 13.3 percent) and 'Others' (up 11.9 percent). By purpose, proceeds from 'VFR' and 'Other' purpose of visit rose by 47.8 percent and 25.6 percent in that order.

The **tourism price index** fell by 1.1 percent over January 2018, due to reductions in sub-categories like 'Other Transportation', 'Family Obligations', 'Miscellaneous', 'Meals and Drinks', and 'Car Rentals'.

Total private remittances in January 2019 recorded a 1.1 percent increase to \$40.2 million over January 2018 but was 38.9 percent lower compared to the previous month.

Largely underpinning the overall increase over the year were hikes in funds received from the 'USA' and 'American Samoa' by 39.4 percent and 26.4 percent in that order, while those from 'Other' countries, 'New Zealand' and 'Australia' contracted by 23.1 percent, 10.8 percent and 2.5 percent respectively.

Total inflow of private remittances in the first seven months of 2018/19 increased further by 15.5 percent to \$317.4 million over the same period last year. Underpinning the overall increase in the first seven months were increases in transfers from 'American Samoa' (up 30.3 percent), 'Other' (up 25.0 percent), 'USA' (up 23.9 percent), New Zealand (up 12.5 percent) and Australia (up 11.9 percent). Partially underpinning the increase in remittances from the USA and American Samoa was a 3.7 percent depreciation of Samoan tala against US dollar. By recipient, total funds for 'families and households' 'hand carried cash', 'non-profit institutions serving households (NPISH)', 'Others' and all edged up by 8.6 percent, 47.5 percent, 34.7 percent, 23.3 percent and respectively.

The share of remittances inflows through money transfer operators (MTOs) fell further to 78.2 percent from 82.3 percent in January 2018. Funds that were sent through the commercial banks increased to 21.8 percent share from 17.7 percent in the same month last year.

The **average cost of sending** NZD\$200.00 to Samoa edged up to 13.77 percent of total cost from 13.11 percent in January 2018 whereas the average cost of sending AUD\$200.00 to Samoa contracted to 8.89 percent from 9.29 percent in January 2018.

CENTRAL BANK OF SAMOA
18th March 2019

VISITOR EARNINGS & REMITTANCES REPORT

January 2019

Table 2.

INFLOW OF PRIVATE REMITTANCES

AMOUNTS IN TALA MILLION

| | Jan-17 | Jan-18 | Mar-18 | Apr-18 | May-18 | Jun-18 | Jul-18 | Aug-18 | Sep-18 | Oct-18 | Nov-18 | Dec-18 | Jan-19 |
|-------------------------------------|---------------|---------------|---------------|---------------|---------------|---------------|--------------|--------------|---------------|---------------|---------------|---------------|---------------|
| By Recipient | 30.70 | 39.77 | 44.49 | 41.96 | 54.19 | 41.78 | 41.90 | 48.90 | 37.49 | 42.84 | 40.20 | 65.86 | 40.22 |
| Banknotes | 5.20 | 7.21 | 5.62 | 6.28 | 8.16 | 7.04 | 7.63 | 7.46 | 7.88 | 6.70 | 5.70 | 12.44 | 4.19 |
| Churches, school, Charities | 0.53 | 3.01 | 6.15 | 7.10 | 6.84 | 5.96 | 1.97 | 6.46 | 1.92 | 3.07 | 3.20 | 5.61 | 6.50 |
| Individual/Family/Households | 22.76 | 26.80 | 31.70 | 27.33 | 34.23 | 26.41 | 29.29 | 31.58 | 25.98 | 30.00 | 30.12 | 45.60 | 28.34 |
| In Kind | 0.50 | 0.55 | 0.40 | 0.62 | 0.58 | 0.47 | 0.59 | 0.68 | 0.57 | 0.74 | 0.00 | 0.00 | 0.00 |
| Others | 1.71 | 2.21 | 0.62 | 0.63 | 4.38 | 1.90 | 2.42 | 2.71 | 1.14 | 2.32 | 1.18 | 2.21 | 1.20 |
| By Country | 30.70 | 39.77 | 44.49 | 41.96 | 54.19 | 41.78 | 41.90 | 48.90 | 37.49 | 42.84 | 40.20 | 65.86 | 40.22 |
| USA | 4.73 | 7.16 | 3.38 | 9.35 | 10.20 | 8.97 | 6.93 | 9.28 | 4.93 | 7.04 | 8.29 | 13.40 | 9.97 |
| New Zealand | 13.32 | 17.24 | 20.26 | 16.28 | 21.37 | 17.16 | 17.99 | 17.16 | 15.59 | 16.62 | 16.96 | 26.79 | 15.37 |
| Australia | 9.65 | 12.41 | 14.20 | 13.87 | 17.69 | 11.82 | 14.04 | 16.51 | 13.80 | 13.63 | 12.27 | 20.63 | 12.10 |
| American Samoa | 1.18 | 1.01 | 1.55 | 1.56 | 2.24 | 1.69 | 1.65 | 1.74 | 1.49 | 1.64 | 1.61 | 2.72 | 1.28 |
| Others | 1.82 | 1.95 | 5.11 | 0.89 | 2.69 | 2.14 | 1.30 | 4.20 | 1.68 | 3.92 | 1.08 | 2.33 | 1.50 |
| By Channel (%) | | | | | | | | | | | | | |
| Banks | 13.9% | 17.7% | 19.8% | 22.7% | 24.7% | 22.8% | 16.8% | 22.1% | 12.0% | 17.2% | 14.4% | 15.4% | 21.8% |
| Non Banks (1) | 86.1% | 82.3% | 80.2% | 77.3% | 75.3% | 77.2% | 83.2% | 77.9% | 88.0% | 82.8% | 85.6% | 84.6% | 78.2% |
| TOTAL | 30.70 | 39.77 | 44.49 | 41.96 | 54.19 | 41.78 | 41.90 | 48.90 | 37.49 | 42.84 | 40.20 | 65.86 | 40.22 |
| First Number of Months up to | 7 | 7 | 9 | 10 | 11 | 12 | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| | months | months | months | months | months | months | months | months | months | months | months | months | months |
| Total Remittances | 243.51 | 274.79 | 356.86 | 398.82 | 453.01 | 494.79 | 41.90 | 90.80 | 128.29 | 171.12 | 211.33 | 277.19 | 317.42 |
| Over the past year (%) | 4.2% | 12.8% | 17.9% | 20.0% | 23.5% | 22.6% | 23.8% | 28.8% | 23.0% | 19.6% | 15.8% | 17.9% | 15.5% |
| 3 year average | -2.0% | -0.2% | 0.8% | 0.6% | 0.7% | 1.1% | 2.2% | 1.1% | 2.0% | 2.7% | 3.5% | 2.8% | 3.6% |
| 5 year average | 1.8% | -1.1% | -1.1% | -0.9% | -1.0% | -0.8% | -1.0% | 0.2% | 1.0% | 2.2% | 2.0% | 2.2% | 2.2% |
| By Recipient | | | | | | | | | | | | | |
| Banknotes | 31.69 | 35.25 | 45.02 | 51.30 | 59.47 | 66.50 | 7.63 | 15.09 | 22.97 | 29.68 | 35.38 | 47.82 | 52.00 |
| Churches, school, Charities | 8.22 | 21.33 | 33.47 | 40.57 | 47.41 | 53.37 | 1.97 | 8.44 | 10.36 | 13.43 | 16.63 | 22.24 | 28.73 |
| Individual/Family/Households | 190.98 | 203.45 | 260.41 | 287.74 | 321.97 | 348.38 | 29.29 | 60.87 | 86.85 | 116.85 | 146.98 | 192.58 | 220.92 |
| In Kind | 3.72 | 4.06 | 4.96 | 5.58 | 6.16 | 6.63 | 0.59 | 1.27 | 1.84 | 2.58 | 2.58 | 2.58 | 2.58 |
| Others | 8.91 | 10.70 | 13.00 | 13.63 | 18.00 | 19.91 | 2.42 | 5.13 | 6.27 | 8.59 | 9.77 | 11.99 | 13.18 |
| By Country | | | | | | | | | | | | | |
| USA | 37.21 | 48.29 | 60.23 | 69.58 | 79.78 | 88.74 | 6.93 | 16.21 | 21.14 | 28.18 | 36.46 | 49.86 | 59.83 |
| New Zealand | 100.60 | 112.40 | 146.75 | 163.03 | 184.40 | 201.55 | 17.99 | 35.15 | 50.74 | 67.36 | 84.32 | 111.11 | 126.48 |
| Australia | 83.44 | 92.00 | 118.02 | 131.89 | 149.58 | 161.41 | 14.04 | 30.55 | 44.35 | 57.98 | 70.25 | 90.88 | 102.98 |
| American Samoa | 10.36 | 9.30 | 12.10 | 13.66 | 15.90 | 17.59 | 1.65 | 3.39 | 4.88 | 6.51 | 8.12 | 10.84 | 12.12 |
| Others | 11.91 | 12.80 | 19.77 | 20.66 | 23.35 | 25.49 | 1.30 | 5.50 | 7.18 | 11.10 | 12.18 | 14.50 | 16.00 |

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