

PO Box Private Bag, Apia, Samoa Ph: 685-34100 | Fax: 685-20293/24058 | E-mail: centralbank@cbs.gov.ws Web: www.cbs.gov.w

PLEASE ADDRESS CORRESPONDENCE TO THE GOVERNOR

VISITOR EARNINGS & REMITTANCES REPORT FEBRUARY 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 of Revenue.

Report No.8: 2018/19

Visitor Earnings and Arrivals

In February 2019, total **visitor arrivals** grew by 22.0 percent to 9,044 visitors compared to the same month last year but was 34.2 percent lower when compared to the previous month.

Underpinning the overall increase in arrivals over February 2018 were several events such as the Annual Marist Sevens tournament and various conferences that were held in Apia like the Pacific ACP-European Union High Level Political Dialogue amongst others.

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

- American Samoa (up 703 visitors)
- New Zealand (up 609 visitors)
- Other Countries (up 281 visitors)
- Australia (up 261 visitors)
- Europe (up 5 visitors)

Except for 'Visiting Families and Relatives (VFR)', all other types of tourists had improved as follows:

- Others (up 1,200 visitors)
- Business and Conference (up 503 visitors)
- Sports (up 148 visitors)
- Holiday (up 63 visitors)

As a result, total arrivals in the first eight months of 2018/19 were 10.7 percent higher than the same period last year. By country, total visitors from all of Samoa's main markets increased except for American Samoa. Arrivals from New Zealand, Australia, Europe, 'Other countries' and the 'United States of America' (USA) all increased by 5,804

visitors, 4,996 visitors, 1,002 visitors, 456 visitors and 367 visitors in that order. By purpose, increases were also recorded for 'VFR' (up 12,516 visitors), 'Others' (up 2,512 visitors) and 'Sports' (up 66 visitors).

February 2019

Despite an 8.3 percent trend decrease in the average visitor expenditure, **total visitor receipts** increased by 13.7 percent (or \$2.9 million) to \$23.9 million over the same month last year but was 32.8 percent lower than January 2019.

Total visitor receipts in the first eight months of 2018/19 also went up by 15.3 percent to \$347.2 million over the same period of 2017/18. This improvement reflected higher earnings from New Zealand (up by \$20.8 million), Australia (up by \$18.7 million), 'Other Countries (up by \$3.9 million), the USA (up by \$1.8 million), Europe (up by \$1.0 million) and American Samoa (up slightly by \$0.1 million).

The **tourism price index** recorded a decline of 0.2 percent over the same month of 2018 due to reductions in 'Other Transportation' (down 3.4 percent) and 'Car Rentals' (down 0.3 percent) indices.

Private Remittances

Total private remittances improved by 6.8 percent to \$40.1 million in February 2019 when compared to the same month last year or 1.1 percent higher than its level in the previous month.

The boost in private remittances over the year was accounted for by increases in receipts from New

VISITOR EARNINGS & REMITTANCES REPORT

Zealand (up \$1.9 million), Others (up \$1.5 million), American Samoa (up \$0.2 million) and USA (up 0.1 million). By recipient, funds for Families and Households rose by \$1.0 million, Banknotes (up \$0.5 million), 'Others' (up \$0.2 million) and remittances 'In Kind' (up \$0.9 million).

Total inflow of private remittances in the first eight months of 2018/19 grew by 12.8 percent to \$352.2 million when compared to the same period last year. Underpinning this expansion were higher transfers from New Zealand (up \$13.8 million), Australia (up \$9.3 million) and Others (up \$2.3 million). In addition, transfers from American Samoa rose by \$3.0 million while those from the USA went up by \$11.5 million partially due to a 3.8 percent appreciation of US dollar against Samoan tala. By recipients, gains were recorded for 'Family and Households', 'Hand carried cash' and 'Nonprofit institution serving households' (NPISH) by \$17.3 million, \$17.2 million and \$6.7 million respectively while both 'Others' and 'In Kind' receipts declined by \$0.8 million and \$0.5 million in that order.

The monthly share of remittances inflows received through Money Transfer Operators (MTOS) increased to 79.0 percent from 73.0 percent in February 2018 while those received through commercial banks dropped to 21.0 percent from 27.0 percent in the same month last year.

The average cost of sending NZD\$200.00 to Samoa increased to 13.21 percent of total cost from 12.89 percent in February 2018. Simultaneously, the average cost of sending AUD\$200.00 to Samoa fell to 8.59 percent of total funds from 10.52 percent in February last year.

CENTRAL BANK OF SAMOA 29th March 2019

VISITOR EARNINGS & REMITTANCES REPORT

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

Table 1.	ble 1. TOURISM EARNINGS, AVERAGE EXPENDITURE AND TOURISM PRICE INDEX														
T-1-1 (Jan-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	Jan-19	Feb-19
Total arrivals (persons) Arrivals, by market (persons)	11,991	12,654	7,413	11,707	10,819	13,156	16,315	19,241	16,321	14,843	14,523	11,483	24,021	13,755	9,044
American Samoa	1,326	785	265	1,186	994	1,308	1,845	1,694	1,907	1,049	1,207	860	2,586	1,116	968
Australia	2,595	2,299	1,559	2,239	1,867	2,476	2,777	3,978	3,308	3,616	3,238	2,306	6,990	3,434	1,820
Europe	253	507	453	449	678	631	640	666	712	493	676	678	542	612	458
New Zealand	5,522	6,184	3,036	5,538	5,004	6,274	7,725	9,349	7,775	7,215	6,869	5,252	11,016	6,290	3,645
USA	804	1,295	822	1,021	830	1,075	1,651	1,866	1,080	878	1,022	908	1,424	862	594
Other Countries	1,491	1,584	1,278	1,274	1,446	1,392	1,677	1,688	1,539	1,592	1,511	1,479	1,463	1,441	1,559
Cruise ships	850	0	0	627	0	106	1,905	0	0	264	265	266	267	268	269
Arrivals, by purpose (persons)															
Holiday	3,745	4,199	2,200	2,810	4,202	2,360	4,540	5,964	7,851	6,966	6,788	4,217	9,355	4,855	2,263
VFR	5,147	5,231	3,738	6,128	4,104	8,084	8,782	8,495	5,606	5,086	4,747	4,338	11,573	5,583	3,455
Business & Conference	738	1,012	277	1,013	575	649	645	1,614	765	740	815	912	615	759	780
Sport	42	51	177	67	25	90	173	223	123	241	85	132	84	20	325
Other	2,319	2,161	1,021	1,689	1,913	1,973	2,175	2,945	1,976	1,810	2,088	1,884	2,394	2,538	2,221
Cruise ships	850	0	0	627	0	106	1,905	0	0	264	265	266	267	268	269
Total earnings (tala million)	29.21	32.14	21.05	34.08	30.71	44.25	43.96	48.31	46.15	43.07	42.68	36.67	70.75	35.62	23.92
Earnings, by market (tala million)															
American Samoa	2.80	1.74	0.29	2.55	2.67	4.67	4.34	3.82	3.54	1.77	1.67	1.55	6.42	2.39	1.05
Australia	7.62	6.99	5.93	8.04	6.54	8.07	8.83	10.20	11.40	11.51	12.55	10.49	24.46	10.40	6.78
Europe	0.25	0.52	0.41	0.63	0.81	0.63	0.52	0.50	0.84	0.48	0.58	0.92	0.82	0.60	0.41
New Zealand	13.81	16.00	7.85	15.50	14.99	22.77	19.23	23.56	23.86	21.69	21.39	17.15	29.58	16.26	9.31
USA Other Countries	1.88	2.80	2.83	3.99	1.52	2.93	4.89	5.29	2.39	3.41	2.26	2.35	4.24	2.08	2.03
Other Countries	2.85	4.10	3.75	3.37	4.18	5.18	6.16	4.94	4.12	4.20	4.21	4.22	5.24	3.90	4.33
Cruise ships	0.12	0.00	0.00	0.09	0.00	0.01	0.27	0.00	0.00	0.04	0.04	0.04	0.04	0.04	0.04
Earnings, by purpose (tala million)	10.02	11.35	6.62	7.96	11 40	7.71	12.02	14.22	22.53	21 21	16.16	10.40	26.50	12.45	6 30
Holiday VFR					11.46		12.02 27.47	14.33 25.80		21.31	16.16	10.46	26.56	13.45	6.28
Business & Conference	14.51 2.60	15.04 3.61	10.67 1.06	16.77 3.51	12.25 2.03	31.22 1.86		3.73	17.77	15.56 2.35	16.62	20.80 3.28	36.27 2.10	16.35 2.75	9.07 2.79
Sport	0.12	0.15	0.42	0.23	0.07	0.31	1.94 0.28	0.72	2.66 0.26	0.81	2.18 0.18	0.26	0.19	0.06	0.69
Other	1.95	1.98	2.28	5.60	4.91	3.16	2.26	3.73	2.93	3.04	7.54	1.87	5.63	3.01	5.09
Cruise ships	0.12	0.00	0.00	0.09	0.00	0.01	0.27	0.00	0.00	0.04	0.04	0.04	0.04	0.04	0.04
Graise simps	7	7	8	9	10	11	12	1	2	3	4	5	6	7	8
First Number of Months up to	months	months	months	months	months	months	months	months	months	months	months	months	months	months	months
Total Visitor Arrivals (persons)	92,122	103,913	111,326	123,033	133,852	147,008	163,323	19,241	35,562	50,405	64,928	76,411	100,432	114,187	123,231
Over the past year (%)	-0.3%	12.8%	11.3%	12.4%	10.5%	11.3%	11.6%	4.6%	7.5%	9.2%	11.2%	8.4%	10.1%	9.9%	10.7%
Past 3 year average	3.5%	3.8%	3.7%	3.8%	3.8%	3.6%	3.7%	8.7%	6.0%	5.2%	5.1%	5.1%	5.4%	5.3%	4.9%
Past 5 year average	2.4%	2.8%	2.7%	2.5%	2.6%	2.1%	1.9%	4.6%	5.5%	5.0%	4.9%	5.0%	5.1%	5.3%	5.1%
Arrivals, by market (persons)															
American Samoa	10,924	11,842	12,107	13,293	14,287	15,595	17,440	1,694	3,601	4,650	5,857	6,717	9,303	10,419	11,387
Australia	18,323	22,135	23,694	25,933	27,800	30,276	33,053	3,978	7,286	10,902	14,140	16,446	23,436	26,870	28,690
Europe	2,719	3,382	3,835	4,284	4,962	5,593	6,233	666	1,378	1,871	2,547	3,225	3,767	4,379	4,837
New Zealand	43,674	48,571	51,607	57,145	62,149	68,423	76,148	9,349	17,124	24,339	31,208	36,460	47,476	53,766	57,411
USA	5,938	7,445	8,267	9,288	10,118	11,193	12,844	1,866	2,946	3,824	4,846	5,754	7,178	8,040	8,634
Other Countries	10,544	10,538	11,816	13,090	14,536	15,928	17,605	1,688	3,227	4,819	6,330	7,809	9,272	10,713	12,272
Cruise ships	9,879	585	585	1,212	1,212	1,318	3,223	0	0	264	529	795	1,062	1,330	1,599
Arrivals, by purpose (persons)															
Holiday	37,788	48,622	50,822	53,632	57,834	60,194	64,734	5,964	13,815	20,781	27,569	31,786	41,141	45,996	48,259
VFR	31,564	32,629	36,367	42,495	46,599	54,683	63,465	8,495	14,101	19,187	23,934	28,272	39,845	45,428	48,883
Business & Conference	7,066	7,349	7,626	8,639	9,214	9,863	10,508	1,614	2,379	3,119	3,934	4,846	5,461	6,220	7,000
Sport	766	990	1,167	1,234	1,259	1,349	1,522	223	346	587	672	804	888	908	1,233
Other	14,938	14,323	15,344	17,033	18,946	20,919	23,094	2,945	4,921	6,731	8,819	10,703	13,097	15,635	17,856
Cruise ships	9,879	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Total Visitor Earnings (tala million)	239.0	280.2	301.2	335.3	366.0	410.3	454.2	48.3	94.5	137.5	180.2	216.9	287.6	323.3	347.2
Over the past year (%)	-0.9%	17.2%	16.0%	17.7%	15.2%	16.6%	17.2%	12.7%	16.1%	17.9%	18.9%	14.8%	16.0%	15.4%	15.3%
Past 3 year average	9.1%	5.6%	4.8%	5.7%	5.7%	2.2%	5.9%	10.4%	5.1%	5.0%	6.0%	6.5%	7.1%	5.3%	4.0%
Past 5 year average	4.4%	6.0%	3.7%	3.8%	4.9%	3.6%	1.1%	9.9%	8.5%	5.4%	7.4%	8.2%	7.8%	8.4%	6.1%
Earnings, by market (tala million)		1	1												
American Samoa	21.2	21.9	22.1	24.7	27.4	32.0	36.4	3.8	7.4	9.1	10.8	12.4	18.8	21.2	22.2
Australia	59.0	73.1	79.1	87.1	93.7	101.7	110.5	10.2	21.6	33.1	45.7	56.2	80.6	91.0	97.8
Europe	2.7	3.8	4.2	4.8	5.6	6.2	6.8	0.5	1.3	1.8	2.4	3.3	4.1	4.7	5.2
New Zealand	116.9	134.4	142.2	157.7	172.7	195.5	214.7	23.6	47.4	69.1	90.5	107.7	137.2	153.5	162.8
USA	15.4	19.4	22.3	26.3	27.8	30.7	35.6	5.3	7.7	11.1	13.4	15.7	19.9	22.0	24.1
Other Countries	23.7	27.6	31.3	34.7	38.9	44.0	50.2	4.9	9.1	13.3	17.5	21.7	26.9	30.8	35.2
Cruise ships	1.3	0.1	0.1	0.2	0.2	0.2	0.5	0.0	0.0	0.0	0.1	0.1	0.2	0.2	0.2
Earnings, by purpose (tala million)															
Holiday	98.1	131.9	138.6	146.5	158.0	165.7	177.7	14.3	36.9	58.2	74.3	84.8	111.3	124.8	131.1
VFR		100.9	111.6	128.4	140.6	171.9	199.3	25.8	43.6	59.1	75.8	96.6	132.8	149.2	158.2
	98.0	100.9	111.0	120.4	140.0	1/1.5	199.5	23.0	.5.0						
Business & Conference	98.0 21.1	22.6	23.7	27.2	29.2	31.1	33.0	3.7	6.4	8.7	10.9	14.2	16.3	19.1	21.8
												14.2 2.2	16.3 2.4	19.1 2.5	21.8 3.2
Business & Conference Sport Other	21.1	22.6	23.7	27.2	29.2	31.1	33.0	3.7	6.4	8.7	10.9				
Business & Conference Sport	21.1 2.0	22.6 2.5	23.7 3.0	27.2 3.2	29.2 3.3	31.1 3.6	33.0 3.8	3.7 0.7	6.4 1.0	8.7 1.8	10.9 2.0	2.2	2.4	2.5	3.2

February 2019

VISITOR EARNINGS & REMITTANCES REPORT

Table 2.

INFLOW OF PRIVATE REMITTANCES

AMOUNTS IN TALA MILLION

Amount in Tala Millions	Jan-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	Jan-19	Feb-19
		(rev)													
By Recipient (Tala Miilions)	30.70	39.77	37.58	44.49	41.88	49.34	40.18	40.55	48.12	37.30	40.85	40.02	65.61	39.67	40.12
Banknotes	5.20	7.21	4.15	5.62	6.28	8.16	7.04	7.63	7.46	7.88	6.70	5.70	12.44	4.19	4.62
Churches, school, Charities	0.53	3.01	5.99	6.15	7.06	6.44	5.65	1.82	6.40	1.85	2.86	3.22	5.52	6.40	5.94
Individual/Family/Households	22.76	26.80	25.25	31.70	27.29	33.57	26.27	28.97	31.37	25.88	29.80	29.96	45.47	28.28	26.27
In Kind	0.50	0.55	0.50	0.40	0.62	0.58	0.47	0.59	0.68	0.57	0.74	0.00	0.00	0.00	1.45
Others	1.71	2.21	1.68	0.62	0.63	0.59	0.75	1.54	2.20	1.13	0.75	1.14	2.18	0.81	1.84
By Country (Tala Millions)	30.70	39.77	37.58	44.49	41.88	49.34	40.18	40.55	48.12	37.30	40.85	40.02	65.61	39.67	40.12
USA	4.73	7.16	8.56	3.38	9.35	9.72	8.96	6.81	9.25	4.93	7.01	8.29	13.39	9.97	8.67
New Zealand	13.32	17.24	14.09	20.26	16.27	20.90	15.98	17.00	16.59	15.48	16.37	16.82	26.73	15.33	15.98
Australia	9.65	12.41	11.82	14.20	13.86	14.08	11.81	14.00	16.46	13.77	13.39	12.24	20.61	11.99	10.62
American Samoa	1.18	1.01	1.25	1.55	1.56	2.24	1.69	1.65	1.73	1.49	1.62	1.61	2.72	1.28	1.47
Others	1.82	1.95	1.86	5.11	0.84	2.39	1.74	1.09	4.08	1.64	2.46	1.06	2.16	1.10	3.38
By Channel (%)															
Banks	13.9%	17.7%	27.0%	19.8%	22.5%	17.3%	19.7%	14.0%	20.9%	11.5%	13.2%	14.0%	15.1%	20.7%	21.0%
Non Banks (1)	86.1%	82.3%	73.0%	80.2%	77.5%	82.7%	80.3%	86.0%	79.1%	88.5%	86.8%	86.0%	84.9%	79.3%	79.0%
Total Remittances (Tala Millions)	30.70	39.77	37.58	44.49	41.88	49.34	40.18	40.55	48.12	37.30	40.85	40.02	65.61	39.67	40.12
First Number of Months up to	7	7	8	9	10	11	12	1	2	3	4	5	6	7	8
	months														
Total Remittances (Tala Millions)	243.51	274.79	312.37	356.86	398.74	448.08	488.26	40.55	88.67	125.97	166.82	206.84	272.45	312.12	352.24
Percentage Change (over same period last	4.2%	12.8%	15.6%	17.9%	20.0%	22.2%	21.0%	19.8%	25.8%	20.7%	16.6%	13.3%	15.9%	13.6%	12.8%
3 year average (%)	-2.0%	-0.2%	0.0%	0.8%	0.6%	0.7%	1.1%	2.2%	1.1%	2.0%	2.7%	3.5%	2.8%	3.6%	3.8%
5 year average (%)	1.8%	-1.1%	-1.4%	-1.1%	-0.9%	-1.0%	-0.8%	-1.0%	0.2%	1.0%	2.2%	2.0%	2.2%	2.2%	2.3%
By Recipient (Tala Miilions)															
Banknotes	31.69	35.25	39.41	45.02	51.30	59.47	66.50	7.63	15.09	22.97	29.68	35.38	47.82	52.00	56.62
Churches, school, Charities	8.22	21.33	27.32	33.47	40.53	46.97	52.62	1.82	8.22	10.07	12.93	16.15	21.67	28.07	34.01
Individual/Family/Households	190.98	203.45	228.70	260.41	287.69	321.27	347.53	28.97	60.34	86.22	116.02	145.98	191.45	219.73	246.00
In Kind	3.72	4.06	4.56	4.96	5.58	6.16	6.63	0.59	1.27	1.84	2.58	2.58	2.58	2.58	4.02
Others	8.91	10.70	12.38	13.00	13.63	14.21	14.97	1.54	3.74	4.88	5.62	6.76	8.94	9.75	11.59
By Country (Tala Millions)															
USA	37.21	48.29	56.85	60.23	69.58	79.30	88.26	6.81	16.06	20.99	28.00	36.29	49.68	59.65	68.32
New Zealand	100.60	112.40	126.49	146.75	163.02	183.92	199.90	17.00	33.59	49.06	65.43	82.25	108.97	124.30	140.28
Australia	83.44	92.00	103.82	118.02	131.88	145.96	157.77	14.00	30.46	44.22	57.62	69.86	90.47	102.46	113.08
American Samoa	10.36	9.30	10.55	12.10	13.66	15.90	17.59	1.65	3.39	4.87	6.50	8.11	10.83	12.11	13.58
Others	11.91	12.80	14.66	19.77	20.60	23.00	24.73	1.09	5.18	6.82	9.28	10.34	12.50	13.60	16.98

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

⁽rev) - Remittances data starting from May 2017 up to December 2018 have been revised to reflect updates and amendments to the international transactions reported by commercial banks and money transfer operators.