

## VISITOR EARNINGS & REMITTANCES REPORT

April 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.10: 2018/19*

*April 2019*

### Visitor Arrivals

**Total visitor arrivals** rebounded by 33.2 percent to 14,413 visitors over the same month last year and was 29.1 percent higher when compared to the previous month.

Some of the highlights for the month under review included the launching of the Chinese-Pacific Tourism Year 2019 in Samoa as well as the Easter and ANZAC holidays.

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

- New Zealand (up 1,883 visitors)
- Australia (up 1,255 visitors)
- Other Countries (up 269 visitors)
- American Samoa (up 210 visitors)

For arrivals by purpose of visit, the bulk of this expansion came from those who were here for:

- Visiting Families and Relatives (VFR) (up 1,906 visitors)
- Holiday (up 1,431 visitors)
- Business and Conference (up 193 visitors)
- Sport (up 20 visitors)

Furthermore, **total arrivals in the first ten months of 2018/19** rose 11.2 percent (to 148,807 visitors) above the same period in 2017/18. This expansion was mainly due to gains in the number of visitors from Samoa's main source markets such as New Zealand (up 6,549 visitors), Australia (up 6,493 visitors), Europe (up 1,249 visitors), Other Countries (up 947 visitors) and USA (up 324 visitors). In

addition, visitors such as VFR, Others and Sports increased by 13,372 visitors, 1,570 visitors and 75 visitors respectively during the review period.

As a result of a 7.1 percent hike in the average visitor expenditure over April 2018, **total visitor receipts** improved by \$13.1 million (or 42.7 percent) to \$43.8 million and was also \$10.8 million (or 32.8 percent) higher than in the month ago.

**Total visitor receipts in the first ten months** of 2018/19 expanded by 15.8 percent to \$424.0 million over the same period of last year. Underpinning this overall increase were higher visitor earnings from Australia (up \$24.3 million), New Zealand (up \$24.0 million), Other Countries (up \$6.2 million), the USA (up \$1.7 million), Europe (up \$1.3 million) and American Samoa (up slightly by \$0.6 million). Proceeds from visitors that were here for 'VFR', 'Others', 'Holiday' and 'Sport' all rose by \$51 million, \$7.9 million, \$0.7 million and \$0.3 million in that order.

The **tourism price index** was 1.0 percent higher than its level in April 2018 due to increases in 'Accommodation', 'Meals and Drinks', 'Car Rentals', 'Family Obligations' and 'Miscellaneous' sub-indices.

### Private Remittances

Total private remittances edged down by 0.8 percent to \$41.55 million over April 2018 and was 25.3 percent lower than the previous month.

The reduction in private remittances was accounted for by both decreases in funds from USA (down by

\$4.69 million) and Australia (down by \$2.78 million). By recipients, decreases were recorded for 'Hand carried cash' (down by \$2.24 million) and 'Non-profit institutions serving households' (NPISH) (down by \$2.15 million).

However, **total inflow of private remittances in the first ten months of 2018/19** grew by 13.4 percent to \$452.06 million over same period of 2017/18. By country, increases were noted from New Zealand (up \$14.73 million), Australia (up \$8.79 million) and 'Other' countries (up \$6.85 million). In addition, transfers from USA and American Samoa both rose by \$19.23 million and \$3.73 million respectively. This was also aided by a 3.8 percent depreciation of Samoan Tala against the US dollar. In terms of recipients, total funds for 'Family and Households', 'Hand carried cash', 'NPISH', 'Others' and 'In Kind' all rose by \$20.4 million, \$15.0 million, \$10.7 million, \$4.0 million and \$3.2 million respectively.

The monthly share of remittances inflows received through Money Transfer Operators (MTO's) improved to 83.2 percent from 77.5 percent in April 2018 while those received through commercial banks fell to 16.8 percent from 22.5 percent in the same month last year.

The **average cost of sending** NZD\$200.00 to Samoa contracted to 13.28 percent from 13.71 percent in April 2018 while the average cost of sending AUD\$200.00 to Samoa also decreased to 7.94 percent from 9.30 percent in April of the previous year.

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**CENTRAL BANK OF SAMOA**  
**31<sup>th</sup> May 2019**

# VISITOR EARNINGS & REMITTANCES REPORT

April 2019

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

	Apr-17	Apr-18	May-18	Jun-18	Jul-18	Aug-18	Sep-18	Oct-18	Nov-18	Dec-18	Jan-19	Feb-19	Mar-19	Apr-19
<b>Total arrivals (persons)</b>	<b>11,602</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>24,021</b>	<b>13,755</b>	<b>9,044</b>	<b>11,163</b>	<b>14,413</b>
<b>Arrivals, by market (persons)</b>														
American Samoa	1,235	994	1,308	1,845	1,694	1,907	1,049	1,207	860	2,586	1,116	968	1,089	1,204
Australia	2,453	1,867	2,476	2,777	3,978	3,308	3,616	3,238	2,306	6,990	3,434	1,820	2,481	3,122
Europe	401	678	631	640	666	712	493	676	678	542	612	458	716	658
New Zealand	5,513	5,004	6,274	7,725	9,349	7,775	7,215	6,869	5,252	11,016	6,290	3,645	4,400	6,887
USA	713	830	1,075	1,651	1,866	1,080	878	1,022	908	1,424	862	594	981	827
Other Countries	1,287	1,446	1,392	1,677	1,688	1,539	1,592	1,511	1,479	1,463	1,441	1,559	1,496	1,715
Cruise ships	0	0	106	1,905	0	0	264	265	266	267	268	269	270	271
<b>Arrivals, by purpose (persons)</b>														
Holiday	4,929	4,202	2,360	4,540	5,964	7,851	6,966	6,788	4,217	9,355	4,855	2,263	3,938	5,633
VFR	3,710	4,104	8,084	8,782	8,495	5,606	5,086	4,747	4,338	11,573	5,583	3,455	5,078	6,010
Business & Conference	851	575	649	645	1,614	765	740	815	912	615	759	780	775	768
Sport	49	25	90	173	223	123	241	85	132	84	20	325	56	45
Other	2,063	1,913	1,973	2,175	2,945	1,976	1,810	2,088	1,884	2,394	2,538	2,221	1,316	1,344
Cruise ships	0	0	106	1,905	0	0	264	265	266	267	268	269	270	271
<b>Total earnings (tala million)</b>	<b>32.86</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>36.67</b>	<b>70.75</b>	<b>35.62</b>	<b>23.92</b>	<b>32.98</b>	<b>43.81</b>
<b>Earnings, by market (tala million)</b>														
American Samoa	3.27	2.67	4.67	4.34	3.82	3.54	1.77	1.67	1.55	6.42	2.39	1.05	2.32	3.41
Australia	8.31	6.54	8.07	8.83	10.20	11.40	11.51	12.55	10.49	24.46	10.40	6.78	8.98	11.13
Europe	0.46	0.81	0.63	0.52	0.50	0.84	0.48	0.58	0.92	0.82	0.60	0.41	0.98	0.76
New Zealand	16.13	14.99	22.77	19.23	23.56	23.86	21.69	21.39	17.15	29.58	16.26	9.31	12.58	21.36
USA	1.28	1.52	2.93	4.89	5.29	2.39	3.41	2.26	2.35	4.24	2.08	2.03	3.82	1.59
Other Countries	3.41	4.18	5.18	6.16	4.94	4.12	4.20	4.21	4.22	5.24	3.90	4.33	4.30	5.56
Cruise ships	0.00	0.00	0.01	0.27	0.00	0.00	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04
<b>Earnings, by purpose (tala million)</b>														
Holiday	13.26	11.46	7.71	12.02	14.33	22.53	21.31	16.16	10.46	26.56	13.45	6.28	11.53	16.06
VFR	10.78	12.25	31.22	27.47	25.80	17.77	15.56	16.62	20.80	36.27	16.35	9.07	14.54	18.82
Business & Conference	2.94	2.03	1.86	1.94	3.73	2.66	2.35	2.18	3.28	2.10	2.75	2.79	2.77	2.81
Sport	0.13	0.07	0.31	0.28	0.72	0.26	0.81	0.18	0.26	0.19	0.06	0.69	0.20	0.13
Other	5.75	4.91	3.16	2.26	3.73	2.93	3.04	7.54	1.87	5.63	3.01	5.09	3.94	5.99
Cruise ships	0.00	0.00	0.01	0.27	0.00	0.00	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04
<b>Average expenditure (tala, per person)</b>	<b>2,832</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>3,194</b>	<b>2,945</b>	<b>2,590</b>	<b>2,645</b>	<b>2,955</b>	<b>3,040</b>
<b>Tourism Price Index</b>	<b>142.1</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>148.5</b>	<b>146.7</b>	<b>147.4</b>	<b>149.2</b>	<b>148.6</b>
	<b>10 months</b>	<b>10 months</b>	<b>11 months</b>	<b>12 months</b>	<b>1 months</b>	<b>2 months</b>	<b>3 months</b>	<b>4 months</b>	<b>5 months</b>	<b>6 months</b>	<b>7 months</b>	<b>8 months</b>	<b>9 months</b>	<b>10 months</b>
<b>First Number of Months up to</b>	<b>10 months</b>	<b>10 months</b>	<b>11 months</b>	<b>12 months</b>	<b>1 months</b>	<b>2 months</b>	<b>3 months</b>	<b>4 months</b>	<b>5 months</b>	<b>6 months</b>	<b>7 months</b>	<b>8 months</b>	<b>9 months</b>	<b>10 months</b>
<b>Total Visitor Arrivals (persons)</b>	121,105	133,852	147,008	163,323	19,241	35,562	50,405	64,928	76,411	100,432	114,187	123,231	134,394	148,807
Over the past year (%)	-0.7%	10.5%	11.3%	11.6%	4.6%	7.5%	9.2%	11.2%	8.4%	10.1%	9.9%	10.7%	9.2%	11.2%
Past 3 year average	3.9%	3.8%	3.6%	3.7%	8.7%	6.0%	5.2%	5.1%	5.1%	5.4%	5.3%	4.9%	5.2%	5.1%
Past 5 year average	2.5%	2.6%	2.1%	1.9%	4.6%	5.5%	5.0%	4.9%	5.0%	5.1%	5.3%	5.1%	5.3%	5.1%
<b>Arrivals, by market (persons)</b>														
American Samoa	14,211	14,287	15,595	17,440	1,694	3,601	4,650	5,857	6,717	9,303	10,419	11,387	12,476	13,680
Australia	24,148	27,800	30,276	33,053	3,978	7,286	10,902	14,140	16,446	23,436	26,870	28,690	31,171	34,293
Europe	3,793	4,962	5,593	6,233	666	1,378	1,871	2,547	3,225	3,767	4,379	4,837	5,553	6,211
New Zealand	56,372	62,149	68,423	76,148	9,349	17,124	24,339	31,208	36,460	47,476	53,766	57,411	61,811	68,698
USA	8,040	10,118	11,193	12,844	1,866	2,946	3,824	4,846	5,754	7,178	8,040	8,634	9,615	10,442
Other Countries	14,541	14,536	15,928	17,605	1,688	3,227	4,819	6,330	7,809	9,272	10,713	12,272	13,768	15,483
Cruise ships	17,260	1,212	1,318	3,223	0	0	264	529	795	1,062	1,330	1,599	1,869	2,140
<b>Arrivals, by purpose (persons)</b>														
Holiday	47,943	57,834	60,194	64,734	5,964	13,815	20,781	27,569	31,786	41,141	45,996	48,259	52,197	57,830
VFR	41,140	46,599	54,683	63,465	8,495	14,101	19,187	23,934	28,272	39,845	45,428	48,883	53,961	59,971
Business & Conference	9,689	9,214	9,863	10,508	1,614	2,379	3,119	3,934	4,846	5,461	6,220	7,000	7,775	8,543
Sport	978	1,259	1,349	1,522	223	346	587	672	804	888	908	1,233	1,289	1,334
Other	21,355	18,946	20,919	23,094	2,945	4,921	6,731	8,819	10,703	13,097	15,635	17,856	19,172	20,516
Cruise ships	17,260	0	0	0	0	0	0	0	0	0	0	0	0	0
<b>Total Visitor Earnings (tala million)</b>	<b>317.8</b>	<b>366.0</b>	<b>410.3</b>	<b>454.2</b>	<b>48.3</b>	<b>94.5</b>	<b>137.5</b>	<b>180.2</b>	<b>216.9</b>	<b>287.6</b>	<b>323.3</b>	<b>347.2</b>	<b>380.2</b>	<b>424.0</b>
Over the past year (%)	-0.5%	15.2%	16.6%	17.2%	12.7%	16.1%	17.9%	18.9%	14.8%	16.0%	15.4%	15.3%	13.4%	15.8%
Past 3 year average	4.5%	5.7%	2.2%	5.9%	10.4%	5.1%	5.0%	6.0%	6.5%	7.1%	5.3%	4.0%	12.0%	4.7%
Past 5 year average	2.4%	4.9%	3.6%	1.1%	9.9%	8.5%	5.4%	7.4%	8.2%	7.8%	8.4%	6.1%	10.6%	3.9%
<b>Earnings, by market (tala million)</b>														
American Samoa	27.8	27.4	32.0	36.4	3.8	7.4	9.1	10.8	12.4	18.8	21.2	22.2	24.5	27.9
Australia	79.2	93.7	101.7	110.5	10.2	21.6	33.1	45.7	56.2	80.6	91.0	97.8	106.8	117.9
Europe	4.0	5.6	6.2	6.8	0.5	1.3	1.8	2.4	3.3	4.1	4.7	5.2	6.1	6.9
New Zealand	151.5	172.7	195.5	214.7	23.6	47.4	69.1	90.5	107.7	137.2	153.5	162.8	175.4	196.7
USA	21.5	27.8	30.7	35.6	5.3	7.7	11.1	13.4	15.7	19.9	22.0	24.1	27.9	29.5
Other Countries	33.9	38.9	44.0	50.2	4.9	9.1	13.3	17.5	21.7	26.9	30.8	35.2	39.5	45.0
Cruise ships	2.4	0.2	0.2	0.5	0.0	0.0	0.0	0.1	0.1	0.2	0.2	0.2	0.3	0.3
<b>Earnings, by purpose (tala million)</b>														
Holiday	125.0	158.0	165.7	177.7	14.3	36.9	58.2	74.3	84.8	111.3	124.8	131.1	142.6	158.7
VFR	123.3	140.6	171.9	199.3	25.8	43.6	59.1	75.8	96.6	132.8	149.2	158.2	172.8	191.6
Business & Conference	29.9	29.2	31.1	33.0	3.7	6.4	8.7	10.9	14.2	16.3	19.1	21.8	24.6	27.4
Sport	2.5	3.3	3.6	3.8	0.7	1.0	1.8	2.0	2.2	2.4	2.5	3.2	3.4	3.5
Other	37.0	34.9	38.1	40.3	3.7	6.7	9.7	17.3	19.1	24.8	27.8	32.9	36.8	42.8
Cruise ships	2.4	0.2	0.2	0.5	0.0	0.0	0.0	0.1	0.1	0.2	0.2	0.2	0.3	0.3

# VISITOR EARNINGS & REMITTANCES REPORT

April 2019

Table 2.

## INFLOW OF PRIVATE REMITTANCES

### AMOUNTS IN TALA MILLION

Amount in Tala Millions	Apr-17	Apr-18	May-18	Jun-18	Jul-18	Aug-18	Sep-18	Oct-18	Nov-18	Dec-18	Jan-19	Feb-19	Mar-19	Apr-19
		(rev)	(rev)	(rev)	(rev)	(rev)	(rev)	(rev)	(rev)	(rev)	(rev)	(rev)	(rev)	(rev)
<b>By Recipient (Tala Millions)</b>	<b>29.83</b>	<b>41.88</b>	<b>49.34</b>	<b>40.18</b>	<b>40.55</b>	<b>48.12</b>	<b>37.37</b>	<b>40.94</b>	<b>41.81</b>	<b>66.29</b>	<b>39.67</b>	<b>40.12</b>	<b>55.63</b>	<b>41.55</b>
Banknotes	2.83	6.28	8.16	7.04	7.63	7.46	7.88	6.70	5.70	12.44	4.19	4.62	5.66	4.04
Churches, school, Charities	0.08	7.06	6.44	5.65	1.82	6.40	1.85	2.87	4.12	5.52	6.40	5.94	11.44	4.91
Individual/Family/Households	25.09	27.29	33.57	26.27	28.97	31.37	25.88	29.80	30.02	45.47	28.28	26.27	31.92	30.09
In Kind	0.48	0.62	0.58	0.47	0.59	0.68	0.57	0.74	0.52	0.68	0.00	1.45	1.67	1.84
Others	1.35	0.63	0.59	0.75	1.54	2.20	1.20	0.83	1.45	2.18	0.81	1.84	4.94	0.68
<b>By Country (Tala Millions)</b>	<b>29.83</b>	<b>41.88</b>	<b>49.34</b>	<b>40.18</b>	<b>40.55</b>	<b>48.12</b>	<b>37.37</b>	<b>40.94</b>	<b>41.81</b>	<b>66.29</b>	<b>39.67</b>	<b>40.12</b>	<b>55.63</b>	<b>41.55</b>
USA	5.46	9.35	9.72	8.96	6.81	9.25	4.93	7.01	8.39	13.53	9.97	8.67	15.59	4.66
New Zealand	14.01	16.27	20.90	15.98	17.00	16.59	15.48	16.36	17.03	27.00	15.33	15.98	19.20	17.78
Australia	8.21	13.86	14.08	11.81	14.00	16.46	13.77	13.39	12.40	20.83	11.99	10.62	16.14	11.09
American Samoa	1.26	1.56	2.24	1.69	1.65	1.73	1.49	1.62	1.63	2.75	1.28	1.47	1.96	1.79
Others	0.89	0.84	2.39	1.74	1.09	4.08	1.71	2.55	2.36	2.18	1.10	3.38	2.75	6.24
<b>By Channel (%)</b>														
Banks	12.1%	22.5%	17.3%	19.7%	14.0%	20.9%	11.7%	13.4%	16.4%	14.9%	20.7%	21.0%	32.5%	16.8%
Non Banks (1)	87.9%	77.5%	82.7%	80.3%	86.0%	79.1%	88.3%	86.6%	83.6%	85.1%	79.3%	79.0%	67.5%	83.2%
<b>Total Remittances (Tala Millions)</b>	<b>29.83</b>	<b>41.88</b>	<b>49.34</b>	<b>40.18</b>	<b>40.55</b>	<b>48.12</b>	<b>37.37</b>	<b>40.94</b>	<b>41.81</b>	<b>66.29</b>	<b>39.67</b>	<b>40.12</b>	<b>55.63</b>	<b>41.55</b>
<b>First Number of Months up to</b>	<b>10</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>6</b>	<b>7</b>	<b>8</b>	<b>9</b>	<b>10</b>
	months	months	months	months	months	months	months	months	months	months	months	months	months	months
<b>Total Remittances (Tala Millions)</b>	<b>332.41</b>	<b>398.74</b>	<b>448.08</b>	<b>488.26</b>	<b>40.55</b>	<b>88.67</b>	<b>126.04</b>	<b>166.98</b>	<b>208.79</b>	<b>275.09</b>	<b>314.76</b>	<b>354.88</b>	<b>410.51</b>	<b>452.06</b>
Percentage Change (over same period last 3 year average (%))	2.4%	20.0%	22.2%	21.0%	19.8%	25.8%	20.8%	16.7%	14.4%	17.0%	14.5%	13.6%	15.0%	13.4%
5 year average (%)	-1.9%	0.6%	0.7%	1.1%	2.2%	1.1%	2.0%	2.7%	3.5%	2.8%	3.6%	3.8%	4.9%	5.1%
	1.4%	-0.9%	-1.0%	-0.8%	-1.0%	0.2%	1.0%	2.2%	2.0%	2.2%	2.2%	2.3%	2.9%	3.3%
<b>By Recipient (Tala Millions)</b>														
Banknotes	40.33	51.30	59.47	66.50	7.63	15.09	22.97	29.68	35.38	47.82	52.00	56.62	62.28	66.32
Churches, school, Charities	8.78	40.53	46.97	52.62	1.82	8.22	10.07	12.94	17.06	22.58	28.97	34.91	46.36	51.27
Individual/Family/Households	266.86	287.69	321.27	347.53	28.97	60.34	86.22	116.02	146.04	191.51	219.79	246.07	277.99	308.08
In Kind	5.21	5.58	6.16	6.63	0.59	1.27	1.84	2.58	3.09	3.78	3.78	5.22	6.89	8.73
Others	11.23	13.63	14.21	14.97	1.54	3.74	4.94	5.77	7.22	9.40	10.21	12.05	16.99	17.67
<b>By Country (Tala Millions)</b>														
USA	52.59	69.58	79.30	88.26	6.81	16.06	20.99	28.00	36.39	49.92	59.89	68.57	84.15	88.81
New Zealand	140.36	163.02	183.92	199.90	17.00	33.59	49.06	65.43	82.46	109.46	124.79	140.77	159.97	177.75
Australia	110.03	131.88	145.96	157.77	14.00	30.46	44.22	57.62	70.01	90.84	102.83	113.45	129.59	140.67
American Samoa	14.58	13.66	15.90	17.59	1.65	3.39	4.87	6.50	8.13	10.88	12.16	13.63	15.59	17.38
Others	14.85	20.60	23.00	24.73	1.09	5.18	6.89	9.44	11.80	13.99	15.09	18.46	21.21	27.45

(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.