



CENTRAL BANK OF SAMOA

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PLEASE ADDRESS CORRESPONDENCE
TO THE GOVERNOR

VISITOR EARNINGS & REMITTANCES REPORT

June 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.12: 2018/19

June 2019

Visitor Arrivals

Total Visitor Arrivals decreased by 0.8 percent (or 123 visitors) to 16,192 visitors compared to the same month last year despite an increase of 19.4 percent (or 2,627 visitors) over the previous month.

Highlights of June 2019 that could have contributed to the current level of tourist arrivals included the 57th Independence Day Celebrations, Marist Sevens Rugby Tournament and the 44th Pacific Maritime Transport Alliance (PMTA) annual conference.

By country, the overall reduction over the year ago was underpinned by decreases in visitors from:

- New Zealand (down 1030 visitors)
- Europe (down 234 visitors)
- American Samoa (down 162 visitors)
- The USA (down 33 visitors)

By purpose of the visit, the drop in the number of visitors was recorded for those who were here for:

- Visiting Families and Relatives (VFR) (down 2402 visitors)
- Others (down 412 visitors)

Nevertheless, total arrivals for the twelve months to end June 2019 was 9.3 percent higher to 178,564 visitors over the same period last year. This increase was underpinned by higher arrivals from Australia (up 7,827 visitors), New Zealand (up 4,987 visitors), Other Countries (up 2,235 visitors), Europe (up 876 visitors) and USA (up 178 visitors). By purpose, a notable expansion was recorded for 'VFR' (up 8,515 visitors), 'Holiday' (up 4,152 visitors), 'Others' (up

2,048 visitors), 'Business and Conference' (up 426 visitors) and 'Sports' (up 100 visitors).

Total visitor receipts recorded a slight increase of 1.2 percent (or \$0.5 million) to \$44.5 million over June 2018, partially due to a 2.0 percent increase in the average expenditure. However, when compared to the previous month, the current level of visitor receipts was lower by 2.4 percent.

Total visitor receipts in the twelve months to June 2019 increased by 13.2 percent (or \$59.8 million) to \$514.1 million over the twelve months last year. Largely responsible for this improvement were higher visitor earnings from Australia (up \$28.5 million), New Zealand (up \$19.2 million), Other Countries (up \$10.7 million), USA (up \$1.1 million) and Europe (up \$1.0 million). Proceeds from visitors that were here as 'VFR' (up \$35.8 million), 'Holiday' (up \$14.1 million), 'Others' (up 7.9 million), 'Business and Conference' (up \$1.7 million) and 'Sport' (up \$0.3 million).

The tourism price index fell by 0.5 percent over June 2018 due to decreases in 'Meals & Drinks' (down 3.3 percent) and 'Car Rentals' (down 0.3 percent) subgroups.

Private Remittances

Total Private Remittances recorded a 7.4 percent (or \$3.0 million) increase to \$43.2 million over the year but was 11.4 percent less than the previous month.

The rise in private remittances over the year was accounted for by increases in receipts from 'Other countries' (up 24.6 percent), USA (up 14.7 percent), New Zealand (up 12.8 percent) and Australia (up 5.2 percent). By recipient, funds for 'Others' rose by \$3.3 million, 'In Kind' (up \$2.7 million) and 'Family and Household' (up \$2.1 million).

Total inflow of private remittances in the twelve months of 2018/19 grew by 11.4 percent (or \$55.6 million) to \$543.9 million when compared to the same period last year. Underpinning this expansion were higher transfers from New Zealand (up \$18.4 million), USA (\$16.1 million), Others (up \$8.8 million), Australia (up \$8.7 million) and American Samoa (up \$3.7 million). Also partially responsible for the expansion in private remittances was the 3.8 percent depreciation of the Samoan tala against the US dollar. In terms of recipients Family and Households increased by 24.1 percent, Others (up 10.0 percent), Non-profit institutions serving households (NPISH) (up 7.5 percent), 'In Kind' (up

7.2 percent), and 'Hand carried cash' (up 6.9 percent) transfers.

The monthly share of remittances inflows received through Money Transfer Operators (MTO's) fell to 77.6 percent from 80.3 percent in June 2018 while those received directly through commercial banks edged up to 22.4 percent from 19.7 percent in the same month last year.

The average cost of sending NZD\$200.00 to Samoa increased to 12.35 percent from 11.15 percent in June 2018 while the average cost of sending AUD\$200.00 to Samoa also rose to 6.28 percent from 5.77 percent in June 2018.

CENTRAL BANK OF SAMOA
31th June 2019

VISITOR EARNINGS & REMITTANCES REPORT

June 2019

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

	Jun-17	Jun-18	Jul-18	Aug-18	Sep-18	Oct-18	Nov-18	Dec-18	Jan-19	Feb-19	Mar-19	Apr-19	May-19	Jun-19
Total arrivals (persons)	14,257	16,315	19,241	16,321	14,843	14,523	11,483	24,021	13,755	9,044	11,163	14,413	13,565	16,192
Arrivals, by market (persons)														
American Samoa	1,996	1,845	1,694	1,907	1,049	1,207	860	2,586	1,116	968	1,089	1,204	1,215	1,683
Australia	2,917	2,777	3,978	3,308	3,616	3,238	2,306	6,990	3,434	1,820	2,481	3,122	3,143	3,444
Europe	502	640	666	712	493	676	678	542	612	458	716	658	492	406
New Zealand	6,168	7,725	9,349	7,775	7,215	6,869	5,252	11,016	6,290	3,645	4,400	6,887	5,742	6,695
USA	1,026	1,651	1,866	1,080	878	1,022	908	1,424	862	594	981	827	962	1,618
Other Countries	1,648	1,677	1,688	1,539	1,592	1,511	1,479	1,463	1,441	1,559	1,496	1,715	2,011	2,346
Cruise ships	0	1,905	0	0	264	265	266	267	268	269	270	271	272	273
Arrivals, by purpose (persons)														
Holiday	6,228	4,540	5,964	7,851	6,966	6,788	4,217	9,355	4,855	2,263	3,938	5,633	4,012	7,044
VFR	3,766	8,782	8,495	5,606	5,086	4,747	4,338	11,573	5,583	3,455	5,078	6,010	5,629	6,380
Business & Conference	1,403	645	1,614	765	740	815	912	615	759	780	775	768	1,611	780
Sport	195	173	223	123	241	85	132	84	20	325	56	45	63	225
Other	2,665	2,175	2,945	1,976	1,810	2,088	1,884	2,394	2,538	2,221	1,316	1,957	2,250	1,763
Cruise ships	0	1,905	0	0	264	265	266	267	268	269	270	271	272	273
Total earnings (tala million)	35.69	43.96	48.31	46.15	43.07	42.68	36.67	70.75	35.62	23.92	32.98	43.81	45.58	44.50
Earnings, by market (tala million)														
American Samoa	4.19	4.34	3.82	3.54	1.77	1.67	1.55	6.42	2.39	1.05	2.32	3.41	4.06	3.72
Australia	8.86	8.83	10.20	11.40	11.51	12.55	10.49	24.46	10.40	6.78	8.98	11.13	10.23	10.88
Europe	0.40	0.52	0.50	0.84	0.48	0.58	0.92	0.82	0.60	0.41	0.98	0.76	0.48	0.33
New Zealand	14.49	19.23	23.56	23.86	21.69	21.39	17.15	29.58	16.26	9.31	12.58	21.36	20.80	16.45
USA	2.76	4.89	5.29	2.39	3.41	2.26	2.35	4.24	2.08	2.03	3.82	1.59	2.61	4.62
Other Countries	4.99	6.16	4.94	4.12	4.20	4.21	4.22	5.24	3.90	4.33	4.30	5.56	7.40	8.50
Cruise ships	0.00	0.27	0.00	0.00	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04
Earnings, by purpose (tala million)														
Holiday	16.87	12.02	14.33	22.53	21.31	16.16	10.46	26.56	13.45	6.28	11.53	15.93	13.89	19.44
VFR	11.71	27.47	25.80	17.77	15.56	16.62	20.80	36.27	16.35	9.07	14.54	18.67	22.91	20.73
Business & Conference	4.28	1.94	3.73	2.66	2.35	2.18	3.28	2.10	2.75	2.79	2.77	2.79	4.94	2.43
Sport	0.33	0.28	0.72	0.26	0.81	0.18	0.26	0.19	0.06	0.69	0.20	0.13	0.23	0.39
Other	2.50	2.26	3.73	2.93	3.04	7.54	1.87	5.63	3.01	5.09	3.94	6.29	3.62	1.51
Cruise ships	0.00	0.27	0.00	0.00	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04
Average expenditure (tala, per person)	2,503	2,695	2,511	2,828	2,902	2,939	3,194	2,945	2,590	2,645	2,955	3,040	3,360	2,748
Tourism Price Index	145.1	151.3	152.5	152.1	151.2	151.1	148.7	148.5	146.7	147.4	149.2	148.6	149.9	150.5
First Number of Months up to	12	12	1	2	3	4	5	6	7	8	9	10	11	12
months	months	months	months	months	months	months	months	months	months	months	months	months	months	months
Total Visitor Arrivals (persons)	146,387	163,323	19,241	35,562	50,405	64,928	76,411	100,432	114,187	123,231	134,394	148,807	162,372	178,564
Over the past year (%)	0.2%	11.6%	4.6%	7.5%	9.2%	11.2%	8.4%	10.1%	9.9%	10.7%	9.2%	11.2%	10.5%	9.3%
Past 3 year average	3.7%	3.7%	8.7%	6.0%	5.2%	5.1%	5.1%	5.4%	5.3%	4.9%	5.2%	5.1%	5.1%	5.4%
Past 5 year average	2.6%	1.9%	4.6%	5.5%	5.0%	4.9%	5.0%	5.1%	5.3%	5.1%	5.3%	5.1%	5.3%	5.3%
Arrivals, by market (persons)														
American Samoa	17,426	17,440	1,694	3,601	4,650	5,857	6,717	9,303	10,419	11,387	12,476	13,680	14,895	16,578
Australia	29,415	33,053	3,978	7,286	10,902	14,140	16,446	23,436	26,870	28,690	31,171	34,293	37,436	40,880
Europe	4,617	6,233	666	1,378	1,871	2,547	3,225	3,767	4,379	4,837	5,553	6,211	6,703	7,109
New Zealand	67,602	76,148	9,349	17,124	24,339	31,208	36,460	47,476	53,766	57,411	61,811	68,698	74,440	81,135
USA	9,868	12,844	1,866	2,946	3,824	4,846	5,754	7,178	8,040	8,634	9,615	10,442	11,404	13,022
Other Countries	17,459	17,605	1,688	3,227	4,819	6,330	7,809	9,272	10,713	12,272	13,768	15,483	17,494	19,840
Cruise ships	17,855	3,223	0	0	264	529	795	1,062	1,330	1,599	1,869	2,140	2,412	2,685
Arrivals, by purpose (persons)														
Holiday	58,010	64,734	5,964	13,815	20,781	27,569	31,786	41,141	45,996	48,259	52,197	57,830	61,842	68,886
VFR	48,021	63,465	8,495	14,101	19,187	23,934	28,272	39,845	45,428	48,883	53,961	59,971	65,600	71,980
Business & Conference	12,511	10,508	1,614	2,379	3,119	3,934	4,846	5,461	6,220	7,000	7,775	8,543	10,154	10,934
Sport	1,381	1,522	223	346	587	672	804	888	908	1,233	1,289	1,334	1,397	1,622
Other	26,464	23,094	2,945	4,921	6,731	8,819	10,703	13,097	15,635	17,856	19,172	21,129	23,379	25,142
Cruise ships	17,855	0	0	0	0	0	0	0	0	0	0	0	0	0
Total Visitor Earnings (tala million)	387.6	454.2	48.3	94.5	137.5	180.2	216.9	287.6	323.3	347.2	380.2	423.99	469.57	514.07
Over the past year (%)	0.7%	17.2%	12.7%	16.1%	17.9%	18.9%	14.8%	16.0%	15.4%	15.3%	13.4%	15.8%	14.5%	13.2%
Past 3 year average	2.8%	5.9%	10.4%	5.1%	5.0%	6.0%	6.5%	7.1%	5.3%	4.0%	12.0%	4.7%	8.4%	13.1%
Past 5 year average	5.3%	1.1%	9.9%	8.5%	5.4%	7.4%	8.2%	7.8%	8.4%	6.1%	10.6%	3.9%	10.4%	9.4%
Earnings, by market (tala million)														
American Samoa	35.7	36.4	3.8	7.4	9.1	10.8	12.4	18.8	21.2	22.2	24.5	27.9	32.0	35.7
Australia	95.3	110.5	10.2	21.6	33.1	45.7	56.2	80.6	91.0	97.8	106.8	117.9	128.2	139.0
Europe	4.7	6.8	0.5	1.3	1.8	2.4	3.3	4.1	4.7	5.2	6.1	6.9	7.4	7.7
New Zealand	183.4	214.7	23.6	47.4	69.1	90.5	107.7	137.2	153.5	162.8	175.4	196.7	217.5	234.0
USA	26.2	35.6	5.3	7.7	11.1	13.4	15.7	19.9	22.0	24.1	27.9	29.5	32.1	36.7
Other Countries	42.3	50.2	4.9	9.1	13.3	17.5	21.7	26.9	30.8	35.2	39.5	45.0	52.4	60.9
Cruise ships	2.5	0.5	0.0	0.0	0.0	0.1	0.1	0.2	0.2	0.2	0.3	0.3	0.3	0.4
Earnings, by purpose (tala million)														
Holiday	155.2	177.7	14.3	36.9	58.2	74.3	84.8	111.3	124.8	131.1	142.6	158.5	172.4	191.9
VFR	147.4	199.3	25.8	43.6	59.1	75.8	96.6	132.8	149.2	158.2	172.8	191.5	214.4	235.1
Business & Conference	38.5	33.0	3.7	6.4	8.7	10.9	14.2	16.3	19.1	21.8	24.6	27.4	32.3	34.8
Sport	3.6	3.8	0.7	1.0	1.8	2.0	2.2	2.4	2.5	3.2	3.4	3.5	3.7	4.1
Other	42.9	40.3	3.7	6.7	9.7	17.3	19.1	24.8	27.8	32.9	36.8	43.1	46.7	48.2
Cruise ships	2.5	0.5	0.0	0.0	0.0	0.1	0.1	0.2	0.2	0.2	0.3	0.3	0.3	0.4

VISITOR EARNINGS & REMITTANCES REPORT

June 2019

Table 2.

INFLOW OF PRIVATE REMITTANCES

AMOUNTS IN TALA MILLION

Amount in Tala Millions	Jun-17	Jun-18	Jul-18	Aug-18	Sep-18	Oct-18	Nov-18	Dec-18	Jan-19	Feb-19	Mar-19	Apr-19	May-19	Jun-19
By Recipient (Tala Millions)	36.68	40.18	40.55	48.12	37.37	40.94	41.81	66.29	39.67	40.12	55.63	41.55	48.67	43.15
Banknotes	2.85	7.04	7.63	7.46	7.88	6.70	5.70	12.44	4.19	4.62	5.66	4.04	4.09	2.94
Churches, school, Charities	0.22	5.65	1.82	6.40	1.85	2.87	4.12	5.52	6.40	5.94	11.44	4.91	4.14	4.74
Individual/Family/Households	26.26	26.27	28.97	31.37	25.88	29.80	30.02	45.47	28.28	26.27	31.92	30.09	35.22	28.31
In Kind	0.52	0.47	0.59	0.68	0.57	0.74	0.52	0.68	0.00	1.45	1.67	1.84	1.94	3.12
Others	6.82	0.75	1.54	2.20	1.20	0.83	1.45	2.18	0.81	1.84	4.94	0.68	3.29	4.03
By Country (Tala Millions)	36.68	40.18	40.55	48.12	37.37	40.94	41.81	66.29	39.67	40.12	55.63	41.55	48.67	43.15
USA	4.69	8.96	6.81	9.25	4.93	7.01	8.39	13.53	9.97	8.67	15.59	4.66	6.92	8.60
New Zealand	18.43	15.98	17.00	16.59	15.48	16.36	17.03	27.00	15.33	15.98	19.20	17.78	22.51	18.02
Australia	10.80	11.81	14.00	16.46	13.77	13.39	12.40	20.83	11.99	10.62	16.14	11.09	13.36	12.42
American Samoa	1.28	1.69	1.65	1.73	1.49	1.62	1.63	2.75	1.28	1.47	1.96	1.79	1.97	1.94
Others	1.47	1.74	1.09	4.08	1.71	2.55	2.36	2.18	1.10	3.38	2.75	6.24	3.91	2.16
By Channel (%)														
Banks	24.0%	19.7%	14.0%	20.9%	11.7%	13.4%	16.4%	14.9%	20.7%	21.0%	32.5%	16.8%	18.0%	22.4%
Non Banks (1)	76.0%	80.3%	86.0%	79.1%	88.3%	86.6%	83.6%	85.1%	79.3%	79.0%	67.5%	83.2%	82.0%	77.6%
Total Remittances (Tala Millions)	36.68	40.18	40.55	48.12	37.37	40.94	41.81	66.29	39.67	40.12	55.63	41.55	48.67	43.15
First Number of Months up to	12	12	1	2	3	4	5	6	7	8	9	10	11	12
months	months	months	months	months	months	months	months	months	months	months	months	months	months	months
Total Remittances (Tala Millions)	403.45	488.26	40.55	88.67	126.04	166.98	208.79	275.09	314.76	354.88	410.51	452.06	500.74	543.88
Percentage Change (over same period last 3 year average (%))	3.1%	21.0%	19.8%	25.8%	20.8%	16.7%	14.4%	17.0%	14.5%	13.6%	15.0%	13.4%	11.8%	11.4%
5 year average (%)	-2.1%	1.1%	2.2%	1.1%	2.0%	2.7%	3.5%	2.8%	3.6%	3.8%	4.9%	5.1%	5.8%	5.9%
	1.5%	-0.8%	-1.0%	0.2%	1.0%	2.2%	2.0%	2.2%	2.2%	2.3%	2.9%	3.3%	3.5%	3.6%
By Recipient (Tala Millions)														
Banknotes	46.72	66.50	7.63	15.09	22.97	29.68	35.38	47.82	52.00	56.62	62.28	66.32	70.41	73.35
Churches, school, Charities	9.20	52.62	1.82	8.22	10.07	12.94	17.06	22.58	28.97	34.91	46.36	51.27	55.40	60.14
Individual/Family/Households	321.75	347.53	28.97	60.34	86.22	116.02	146.04	191.51	219.79	246.07	277.99	308.08	343.30	371.61
In Kind	6.26	6.63	0.59	1.27	1.84	2.58	3.09	3.78	3.78	5.22	6.89	8.73	10.67	13.78
Others	19.53	14.97	1.54	3.74	4.94	5.77	7.22	9.40	10.21	12.05	16.99	17.67	20.96	24.99
By Country (Tala Millions)														
USA	62.48	88.26	6.81	16.06	20.99	28.00	36.39	49.92	59.89	68.57	84.15	88.81	95.73	104.33
New Zealand	174.96	199.90	17.00	33.59	49.06	65.43	82.46	109.46	124.79	140.77	159.97	177.75	200.26	218.28
Australia	131.16	157.77	14.00	30.46	44.22	57.62	70.01	90.84	102.83	113.45	129.59	140.67	154.03	166.46
American Samoa	17.31	17.59	1.65	3.39	4.87	6.50	8.13	10.88	12.16	13.63	15.59	17.38	19.36	21.30
Others	17.54	24.73	1.09	5.18	6.89	9.44	11.80	13.99	15.09	18.46	21.21	27.45	31.36	33.52

(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.