



CENTRAL BANK OF SAMOA

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PLEASE ADDRESS CORRESPONDENCE
TO THE GOVERNOR

VISITOR EARNINGS & REMITTANCES REPORT

August 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.2: 2019/20

August 2019

Visitor Arrivals

Total **visitor arrivals** recorded an increase of 7.2 percent (or 1,168 visitors) to 17,489 visitors over the year but fell by 29.0 percent (or 7,158 visitors) compared to July 2019. The drop over the month was a return to normal level from a significant increase in the previous month pertaining to the Pacific Games.

Contributing to the increase over the year, were various regional meetings and annual events that took place during the month including the Journalists' Meeting, the Fifth Pacific Meteorology Meeting, Twenty-Ninth SPREP meeting as well as Father's Day Commemorations.

Increases were recorded for all of Samoa's main markets for tourists over the same month last year:

- Other Countries (up 529 visitors)
- The USA (up 311 visitors)
- Australia (up 240 visitors)
- American Samoa (up 51 visitors)
- Europe (up 27 visitors)
- New Zealand (up 10 visitors)

By purpose of visit, considerable increases were recorded for those who were here for:

- Visiting Families and Relatives (VFR) (up 761 visitors)
- Business and Conference (up 548 visitors)
- Others (up 284 visitors)

Furthermore, **total visitor arrivals in the first two months of 2019/20** were 18.5 percent higher (to 42,136 people) compared to the same period last

year. By country, total visitors from Other Countries, American Samoa, USA, Australia and Europe all grew by 5,050 visitors, 657 visitors, 568 visitors, 437 visitors and 303 visitors respectively. By purpose, visitors who came for 'Sports', 'Holiday', 'Business and Conference' and 'Others' all expanded by 4,848 visitors, 1,818 visitors, 954 visitors and 86 visitors respectively.

As a result, **total visitor receipts** rose by 5.6 percent (or \$2.6 million) to \$48.8 million over August 2018 but when compared to the previous month, visitor receipts decreased by 27.3 percent (or \$18.3 million).

Underpinning the overall increase in earnings by country were increases in: 'Other Countries' (up \$1.3 million), 'USA' and 'Australia' (both up by \$0.8 million) and 'Europe' (up \$0.02 million). By purpose, increases were also recorded for 'VFR' (up \$2.3 million) and 'Business and Conference' (up \$1.9 million) where these outweighed the reductions in visitors that were here for 'Holiday' (down \$1.3 million) while 'Sports' and 'Others' categories both went down slightly by \$0.1 million each.

Total visitor receipts for the first two months of 2019/2020 edged up by 22.6 percent (or \$21.4 million) over the same period of 2018/19. Largely responsible for this increase were higher visitor earnings from Other Countries (up \$17.8 million), The USA (up \$1.8 million), American Samoa and Australia (both up by \$1.3 million each) and Europe (up \$0.2 million). Proceeds from visitors that were here for 'Sports' (up \$16.2 million), 'Holiday' (up

\$4.7 million, 'Business and Conference' (both up 3.0 million) and 'Others' (up \$0.1 million).

The **tourism price index** was 0.1 percent higher compared to August 2018 due to gains in 'Meals and Drinks', 'Family Obligations' and 'Miscellaneous' sub-indexes.

Private Remittances

Total private remittances improved by 10.7 percent (or \$5.2 million) to \$53.3 million over the year but recorded a 5.8 percent decrease (or \$3.3 million) when compared to the previous month.

Largely underpinning the overall increase in private remittances were transfers from New Zealand (up \$5.2 million), Australia (\$1.1 million) and American Samoa (\$0.5 million) where in terms of recipients, 'In kind' and 'Family & Households' transfers increased by \$6.2 million and \$4.3 million respectively. Partially responsible for the expansion

in private remittances was the strengthening of the USD against the Samoan Tala during the month.

The monthly share of remittances inflows received through Money Transfer Operators (MTO's) increased to 86.5 percent from 79.1 percent over August 2018 while those received through commercial banks fell to 13.5 percent down from 20.9 percent over the year.

The average cost of sending NZD\$200.00 to Samoa decreased to 11.29 percent from 11.84 percent in August 2018 while the average cost of sending AUD\$200.00 to Samoa also fell to 6.97 percent from 7.15 percent last year.

CENTRAL BANK OF SAMOA
03 October 2019

VISITOR EARNINGS & REMITTANCES REPORT

August 2019

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

	Aug-17	Aug-18	Sep-18	Oct-18	Nov-18	Dec-18	Jan-19	Feb-19	Mar-19	Apr-19	May-19	Jun-19	Jul-19	Aug-19
Total arrivals (persons)	14,680	16,321	14,843	14,523	11,483	24,021	13,755	9,044	11,163	14,413	13,565	16,192	24,647	17,489
Total arrivals incl. cruise ships (1)	14,680	16,321	14,843	16,400	15,638	26,380	14,255	11,224	17,893	16,932	13,837	16,465	24,921	17,764
Arrivals, by market (persons)														
American Samoa	2,582	1,907	1,049	1,207	860	2,586	1,116	968	1,089	1,204	1,215	1,683	2,300	1,958
Australia	2,935	3,308	3,616	3,238	2,306	6,990	3,434	1,820	2,481	3,122	3,143	3,444	4,175	3,548
Europe	393	712	493	676	678	542	612	458	716	658	492	406	942	739
New Zealand	6,413	7,775	7,215	6,869	5,252	11,016	6,290	3,645	4,400	6,887	5,742	6,695	8,898	7,785
USA	831	1,080	878	1,022	908	1,424	862	594	981	827	962	1,618	2,123	1,391
Other Countries	1,526	1,539	1,592	1,511	1,479	1,463	1,441	1,559	1,496	1,715	2,011	2,346	6,209	2,068
Cruise ships	0	0	0	1,877	4,155	2,359	500	2,180	6,730	2,519	272	273	274	275
Arrivals, by purpose (persons)														
Holiday	6,705	7,851	6,966	6,788	4,217	9,355	4,855	2,263	3,938	5,633	4,012	7,044	8,149	7,484
VFR	4,465	5,606	5,086	4,747	4,338	11,573	5,583	3,455	5,078	6,010	5,629	6,380	6,602	6,367
Business & Conference	1,306	765	740	815	912	615	759	780	775	768	1,611	780	2,020	1,313
Sport	315	123	241	85	132	84	20	325	56	45	63	225	5,129	65
Other	1,889	1,976	1,810	2,088	1,884	2,394	2,538	2,221	1,316	1,957	2,250	1,763	2,747	2,260
Cruise ships	0	0	0	1,877	4,155	2,359	500	2,180	6,730	2,519	272	273	274	275
Total earnings (tala million)	38.52	46.15	43.07	42.68	36.67	70.75	35.62	23.92	32.98	43.81	45.58	44.50	67.10	48.76
Earnings, by market (tala million)														
American Samoa	4.54	3.54	1.77	1.67	1.55	6.42	2.39	1.05	2.32	3.41	4.06	3.72	5.32	3.36
Australia	9.70	11.40	11.51	12.55	10.49	24.46	10.40	6.78	8.98	11.13	10.23	10.88	10.78	12.15
Europe	0.46	0.84	0.48	0.58	0.92	0.82	0.60	0.41	0.98	0.76	0.48	0.33	0.71	0.86
New Zealand	18.72	23.86	21.69	21.39	17.15	29.58	16.26	9.31	12.58	21.36	20.80	16.45	22.54	23.79
USA	1.72	2.39	3.41	2.26	2.35	4.24	2.08	3.82	1.59	2.61	4.62	6.29	3.18	3.18
Other Countries	3.38	4.12	4.20	4.21	4.22	5.24	3.90	4.33	4.30	5.56	7.40	8.50	21.46	5.41
Cruise ships	0.00	0.00	0.00	0.28	0.61	0.33	0.07	0.32	1.01	0.36	0.04	0.04	0.04	0.04
Earnings, by purpose (tala million)														
Holiday	18.37	22.53	21.31	16.16	10.46	26.56	13.45	6.28	11.53	15.93	13.89	19.44	20.32	21.21
VFR	13.25	17.77	15.56	16.62	20.80	36.27	16.35	9.07	14.54	18.67	22.91	20.73	20.78	20.05
Business & Conference	4.35	2.66	2.35	2.18	3.28	2.10	2.75	2.79	2.77	2.79	4.94	2.43	4.86	4.52
Sport	0.64	0.26	0.81	0.18	0.26	0.19	0.06	0.69	0.20	0.13	0.23	0.39	17.07	0.14
Other	1.91	2.93	3.04	7.54	1.87	5.63	3.01	5.09	3.94	6.29	3.62	1.51	4.07	2.84
Cruise ships	0.00	0.00	0.00	0.28	0.61	0.33	0.07	0.32	1.01	0.36	0.04	0.04	0.04	0.04
Average expenditure (tala, per person)	2,624	2,828	2,902	2,939	3,194	2,945	2,590	2,645	2,955	3,040	3,360	2,748	2,722	2,788
Tourism Price Index	146.6	152.1	151.2	151.1	148.7	148.5	146.7	147.4	149.2	148.6	149.9	150.5	152.1	152.2
First Number of Months up to	2 months	2 months	3 months	4 months	5 months	6 months	7 months	8 months	9 months	10 months	11 months	12 months	1 months	2 months
Total Visitor Arrivals (persons)	33,072	35,562	50,405	64,928	76,411	100,432	114,187	123,231	134,394	148,807	162,372	178,564	24,647	42,136
Over the past year (%)	15.0%	7.5%	9.2%	11.2%	8.4%	10.1%	9.9%	10.7%	9.2%	11.2%	10.5%	9.3%	28.1%	18.5%
Past 3 year average	4.0%	6.0%	5.2%	5.1%	5.1%	5.4%	5.3%	4.9%	5.2%	5.1%	5.1%	5.4%	5.9%	6.1%
Past 5 year average	2.6%	5.5%	5.0%	4.9%	5.0%	5.1%	5.3%	5.1%	5.3%	5.1%	5.3%	5.3%	8.1%	7.7%
Arrivals, by market (persons)														
American Samoa	5,339	3,601	4,650	5,857	6,717	9,303	10,419	11,387	12,476	13,680	14,895	16,578	2,300	4,258
Australia	6,442	7,286	10,902	14,140	16,446	23,436	26,870	28,690	31,171	34,293	37,436	40,880	4,175	7,723
Europe	851	1,378	1,871	2,547	3,225	3,767	4,379	4,637	5,553	6,211	6,703	7,109	942	1,681
New Zealand	14,759	17,124	24,339	31,208	36,460	47,476	53,766	57,411	61,811	68,698	74,440	81,135	8,898	16,683
USA	2,329	2,946	3,824	4,846	5,754	7,178	8,040	8,634	9,615	10,442	11,404	13,022	2,123	3,514
Other Countries	3,352	3,227	4,819	6,330	7,809	9,272	10,713	12,272	13,768	15,483	17,494	19,840	6,209	8,277
Cruise ships	0	0	0	1,877	6,032	8,391	8,891	11,071	17,801	20,320	20,592	20,865	274	549
Arrivals, by purpose (persons)														
Holiday	14,580	13,815	20,781	27,569	31,786	41,141	45,996	48,259	52,197	57,830	61,842	68,886	8,149	15,633
VFR	9,778	14,101	19,187	23,934	28,272	39,845	45,428	48,883	53,961	59,971	65,600	71,980	6,602	12,969
Business & Conference	2,785	2,379	3,119	3,934	4,846	5,461	6,220	7,000	7,775	8,543	10,154	10,934	2,020	3,333
Sport	596	346	587	672	804	888	908	1,233	1,289	1,334	1,397	1,622	5,129	5,194
Other	5,333	4,921	6,731	8,819	10,703	13,097	15,635	17,856	19,172	21,129	23,379	25,142	2,747	5,007
Cruise ships	17,855	0	0	0	0	0	0	0	0	0	0	0	0	0
Total Visitor Earnings (tala million)	81.4	94.5	137.5	180.2	216.9	287.6	323.3	347.2	380.2	423.99	469.57	514.07	67.10	115.86
Over the past year (%)	16.6%	16.1%	17.9%	18.9%	14.8%	16.0%	15.4%	15.3%	13.4%	15.8%	14.5%	13.2%	38.9%	22.6%
Past 3 year average	1.9%	5.1%	5.0%	6.0%	6.5%	7.1%	5.3%	4.0%	12.0%	4.7%	8.4%	13.1%	8.4%	9.9%
Past 5 year average	7.2%	8.5%	5.4%	7.4%	8.2%	7.8%	8.4%	6.1%	10.6%	3.9%	10.4%	9.4%	10.5%	10.1%
Earnings, by market (tala million)														
American Samoa	9.5	7.4	9.1	10.8	12.4	18.8	21.2	22.2	24.5	27.9	32.0	35.7	5.3	8.7
Australia	18.3	21.6	33.1	45.7	56.2	80.6	91.0	97.8	106.8	117.9	128.2	139.0	10.8	22.9
Europe	0.8	1.3	1.8	2.4	3.3	4.1	4.7	5.2	6.1	6.9	7.4	7.7	0.7	1.6
New Zealand	38.8	47.4	69.1	90.5	107.7	137.2	153.5	162.8	175.4	196.7	217.5	234.0	22.5	46.3
USA	5.9	7.7	11.1	13.4	15.7	19.9	22.0	24.1	27.9	29.5	32.1	36.7	6.3	9.5
Other Countries	8.0	9.1	13.3	17.5	21.7	26.9	30.8	35.2	39.5	45.0	52.4	60.9	21.5	26.9
Cruise ships	0.0	0.0	0.0	0.3	0.9	1.2	1.3	1.6	2.6	3.0	3.0	3.1	0.0	0.1
Earnings, by purpose (tala million)														
Holiday	37.4	36.9	58.2	74.3	84.8	111.3	124.8	131.1	142.6	158.5	172.4	191.9	20.3	41.5
VFR	29.0	43.6	59.1	75.8	96.6	132.8	149.2	158.2	172.8	191.5	214.4	235.1	20.8	40.8
Business & Conference	7.8	6.4	8.7	10.9	14.2	16.3	19.1	21.8	24.6	27.4	32.3	34.8	4.9	9.4
Sport	1.5	1.0	1.8	2.0	2.2	2.4	2.5	3.2	3.4	3.5	3.7	4.1	17.1	17.2
Other	5.6	6.7	9.7	17.3	19.1	24.8	27.8	32.9	36.8	43.1	46.7	48.2	4.1	6.9
Cruise ships	0.0	0.0	0.0	0.3	0.9	1.2	1.3	1.6	2.6	3.0	3.0	3.1	0.0	0.1

VISITOR EARNINGS & REMITTANCES REPORT

August 2019

Table 2.

INFLOW OF PRIVATE REMITTANCES

AMOUNTS IN TALA MILLION

Amount in Tala Millions	Aug-17	Aug-18	Sep-18	Oct-18	Nov-18	Dec-18	Jan-19	Feb-19	Mar-19	Apr-19	May-19	Jun-19	Jul-19	Aug-19
By Recipient (Tala Millions)	36.64	48.12	37.37	40.94	41.81	66.29	39.67	40.12	55.63	41.55	48.67	43.15	56.54	53.28
Banknotes	3.75	7.46	7.88	6.70	5.70	12.44	4.19	4.62	5.66	4.04	4.09	2.94	9.47	4.85
Churches, school, Charities	2.78	6.40	1.85	2.87	4.12	5.52	6.40	5.94	11.44	4.91	4.14	4.74	8.18	4.73
Individual/Family/Households	29.14	31.37	25.88	29.80	30.02	45.47	28.28	26.27	31.92	30.09	35.22	28.31	33.00	35.66
In Kind	0.59	0.68	0.57	0.74	0.52	0.68	0.00	1.45	1.67	1.84	1.94	3.12	4.95	6.89
Others	0.38	2.20	1.20	0.83	1.45	2.18	0.81	1.84	4.94	0.68	3.29	4.03	0.93	1.14
By Country (Tala Millions)	36.64	48.12	37.37	40.94	41.81	66.29	39.67	40.12	55.63	41.55	48.67	43.15	56.54	53.28
USA	6.49	9.25	4.93	7.01	8.39	13.53	9.97	8.67	15.59	4.66	6.92	8.60	12.37	9.10
New Zealand	13.75	16.59	15.48	16.36	17.03	27.00	15.33	15.98	19.20	17.78	22.51	18.02	21.64	21.74
Australia	13.58	16.46	13.77	13.39	12.40	20.83	11.99	10.62	16.14	11.09	13.36	12.42	17.67	17.57
American Samoa	1.36	1.73	1.49	1.62	1.63	2.75	1.28	1.47	1.96	1.79	1.97	1.94	2.17	2.20
Others	1.46	4.08	1.71	2.55	2.36	2.18	1.10	3.38	2.75	6.24	3.91	2.16	2.69	2.68
By Channel (%)														
Banks	14.5%	20.9%	11.7%	13.4%	16.4%	14.9%	20.7%	21.0%	32.5%	16.8%	18.0%	22.4%	17.9%	13.5%
Non Banks (1)	85.5%	79.1%	88.3%	86.6%	83.6%	85.1%	79.3%	79.0%	67.5%	83.2%	82.0%	77.6%	82.1%	86.5%
Total Remittances (Tala Millions)	36.64	48.12	37.37	40.94	41.81	66.29	39.67	40.12	55.63	41.55	48.67	43.15	56.54	53.28
First Number of Months up to	2	2	3	4	5	6	7	8	9	10	11	12	1	2
	months	months	months	months	months	months	months	months	months	months	months	months	months	months
Total Remittances (Tala Millions)	70.49	88.67	126.04	166.98	208.79	275.09	314.76	354.88	410.51	452.06	500.74	543.88	56.54	109.82
Percentage Change (over same period last 3 year average (%))	0.5%	25.8%	20.8%	16.7%	14.4%	17.0%	14.5%	13.6%	15.0%	13.4%	11.8%	11.4%	39.4%	23.9%
5 year average (%)	-3.0%	1.1%	2.0%	2.7%	3.5%	2.8%	3.6%	3.8%	4.9%	5.1%	5.8%	5.9%	6.7%	9.9%
	-4.9%	0.2%	1.0%	2.2%	2.0%	2.2%	2.2%	2.3%	2.9%	3.3%	3.5%	3.6%	1.0%	3.5%
By Recipient (Tala Millions)														
Banknotes	7.78	15.09	22.97	29.68	35.38	47.82	52.00	56.62	62.28	66.32	70.41	73.35	9.47	14.33
Churches, school, Charities	3.49	8.22	10.07	12.94	17.06	22.58	28.97	34.91	46.36	51.27	55.40	60.14	8.18	12.91
Individual/Family/Households	56.12	60.34	86.22	116.02	146.04	191.51	219.79	246.07	277.99	308.08	343.30	371.61	33.00	68.66
In Kind	1.10	1.27	1.84	2.58	3.09	3.78	3.78	5.22	6.89	8.73	10.67	13.78	4.95	11.84
Others	2.00	3.74	4.94	5.77	7.22	9.40	10.21	12.05	16.99	17.67	20.96	24.99	0.93	2.07
By Country (Tala Millions)														
USA	12.30	16.06	20.99	28.00	36.39	49.92	59.89	68.57	84.15	88.81	95.73	104.33	12.37	21.47
New Zealand	26.77	33.59	49.06	65.43	82.46	109.46	124.79	140.77	159.97	177.75	200.26	218.28	21.64	43.37
Australia	25.17	30.46	44.22	57.62	70.01	90.84	102.83	113.45	129.59	140.67	154.03	166.46	17.67	35.23
American Samoa	2.81	3.39	4.87	6.50	8.13	10.88	12.16	13.63	15.59	17.38	19.36	21.30	2.17	4.37
Others	3.43	5.18	6.89	9.44	11.80	13.99	15.09	18.46	21.21	27.45	31.36	33.52	2.69	5.37

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



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Furthermore, **total visitor arrivals in the first two months of 2019/20** were 18.5 percent higher (to 42,136 people) compared to the same period last

year. By country, total visitors from Other Countries, American Samoa, USA, Australia and Europe all grew by 5,050 visitors, 657 visitors, 568 visitors, 437 visitors and 303 visitors respectively. By purpose, visitors who came for 'Sports', 'Holiday', 'Business and Conference' and 'Others' all expanded by 4,848 visitors, 1,818 visitors, 954 visitors and 86 visitors respectively.

As a result, **total visitor receipts** rose by 5.6 percent (or \$2.6 million) to \$48.8 million over August 2018 but when compared to the previous month, visitor receipts decreased by 27.3 percent (or \$18.3 million).

Underpinning the overall increase in earnings by country were increases in: 'Other Countries' (up \$1.3 million), 'USA' and 'Australia' (both up by \$0.8 million) and 'Europe' (up \$0.02 million). By purpose, increases were also recorded for 'VFR' (up \$2.3 million) and 'Business and Conference' (up \$1.9 million) where these outweighed the reductions in visitors that were here for 'Holiday' (down \$1.3 million) while 'Sports' and 'Others' categories both went down slightly by \$0.1 million each.

Total visitor receipts for the first two months of 2019/2020 edged up by 22.6 percent (or \$21.4 million) over the same period of 2018/19. Largely responsible for this increase were higher visitor earnings from Other Countries (up \$17.8 million), The USA (up \$1.8 million), American Samoa and Australia (both up by \$1.3 million each) and Europe (up \$0.2 million). Proceeds from visitors that were here for 'Sports' (up \$16.2 million), 'Holiday' (up

\$4.7 million, 'Business and Conference' (both up 3.0 million) and 'Others' (up \$0.1 million).

The **tourism price index** was 0.1 percent higher compared to August 2018 due to gains in 'Meals and Drinks', 'Family Obligations' and 'Miscellaneous' sub-indexes.

Private Remittances

Total private remittances improved by 10.7 percent (or \$5.2 million) to \$53.3 million over the year but recorded a 5.8 percent decrease (or \$3.3 million) when compared to the previous month.

Largely underpinning the overall increase in private remittances were transfers from New Zealand (up \$5.2 million), Australia (\$1.1 million) and American Samoa (\$0.5 million) where in terms of recipients, 'In kind' and 'Family & Households' transfers increased by \$6.2 million and \$4.3 million respectively. Partially responsible for the expansion

in private remittances was the strengthening of the USD against the Samoan Tala during the month.

The monthly share of remittances inflows received through Money Transfer Operators (MTO's) increased to 86.5 percent from 79.1 percent over August 2018 while those received through commercial banks fell to 13.5 percent down from 20.9 percent over the year.

The average cost of sending NZD\$200.00 to Samoa decreased to 11.29 percent from 11.84 percent in August 2018 while the average cost of sending AUD\$200.00 to Samoa also fell to 6.97 percent from 7.15 percent last year.

CENTRAL BANK OF SAMOA
03 October 2019

VISITOR EARNINGS & REMITTANCES REPORT

August 2019

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

	Aug-17	Aug-18	Sep-18	Oct-18	Nov-18	Dec-18	Jan-19	Feb-19	Mar-19	Apr-19	May-19	Jun-19	Jul-19	Aug-19
Total arrivals (persons)	14,680	16,321	14,843	14,523	11,483	24,021	13,755	9,044	11,163	14,413	13,565	16,192	24,647	17,489
Total arrivals incl. cruise ships (1)	14,680	16,321	14,843	16,400	15,638	26,380	14,255	11,224	17,893	16,932	13,837	16,465	24,921	17,764
Arrivals, by market (persons)														
American Samoa	2,582	1,907	1,049	1,207	860	2,586	1,116	968	1,089	1,204	1,215	1,683	2,300	1,958
Australia	2,935	3,308	3,616	3,238	2,306	6,990	3,434	1,820	2,481	3,122	3,143	3,444	4,175	3,548
Europe	393	712	493	676	678	542	612	458	716	658	492	406	942	739
New Zealand	6,413	7,775	7,215	6,869	5,252	11,016	6,290	3,645	4,400	6,887	5,742	6,695	8,898	7,785
USA	831	1,080	878	1,022	908	1,424	862	594	981	827	962	1,618	2,123	1,391
Other Countries	1,526	1,539	1,592	1,511	1,479	1,463	1,441	1,559	1,496	1,715	2,011	2,346	6,209	2,068
Cruise ships	0	0	0	1,877	4,155	2,359	500	2,180	6,730	2,519	272	273	274	275
Arrivals, by purpose (persons)														
Holiday	6,705	7,851	6,966	6,788	4,217	9,355	4,855	2,263	3,938	5,633	4,012	7,044	8,149	7,484
VFR	4,465	5,606	5,086	4,747	4,338	11,573	5,583	3,455	5,078	6,010	5,629	6,380	6,602	6,367
Business & Conference	1,306	765	740	815	912	615	759	780	775	768	1,611	780	2,020	1,313
Sport	315	123	241	85	132	84	20	325	56	45	63	225	5,129	65
Other	1,889	1,976	1,810	2,088	1,884	2,394	2,538	2,221	1,316	1,957	2,250	1,763	2,747	2,260
Cruise ships	0	0	0	1,877	4,155	2,359	500	2,180	6,730	2,519	272	273	274	275
Total earnings (tala million)	38.52	46.15	43.07	42.68	36.67	70.75	35.62	23.92	32.98	43.81	45.58	44.50	67.10	48.76
Earnings, by market (tala million)														
American Samoa	4.54	3.54	1.77	1.67	1.55	6.42	2.39	1.05	2.32	3.41	4.06	3.72	5.32	3.36
Australia	9.70	11.40	11.51	12.55	10.49	24.46	10.40	6.78	8.98	11.13	10.23	10.88	10.78	12.15
Europe	0.46	0.84	0.48	0.58	0.92	0.82	0.60	0.41	0.98	0.76	0.48	0.33	0.71	0.86
New Zealand	18.72	23.86	21.69	21.39	17.15	29.58	16.26	9.31	12.58	21.36	20.80	16.45	22.54	23.79
USA	1.72	2.39	3.41	2.26	2.35	4.24	2.08	3.82	1.59	2.61	4.62	6.29	3.18	3.18
Other Countries	3.38	4.12	4.20	4.21	4.22	5.24	3.90	4.33	4.30	5.56	7.40	8.50	21.46	5.41
Cruise ships	0.00	0.00	0.00	0.28	0.61	0.33	0.07	0.32	1.01	0.36	0.04	0.04	0.04	0.04
Earnings, by purpose (tala million)														
Holiday	18.37	22.53	21.31	16.16	10.46	26.56	13.45	6.28	11.53	15.93	13.89	19.44	20.32	21.21
VFR	13.25	17.77	15.56	16.62	20.80	36.27	16.35	9.07	14.54	18.67	22.91	20.73	20.78	20.05
Business & Conference	4.35	2.66	2.35	2.18	3.28	2.10	2.75	2.79	2.77	2.79	4.94	2.43	4.86	4.52
Sport	0.64	0.26	0.81	0.18	0.26	0.19	0.06	0.69	0.20	0.13	0.23	0.39	17.07	0.14
Other	1.91	2.93	3.04	7.54	1.87	5.63	3.01	5.09	3.94	6.29	3.62	1.51	4.07	2.84
Cruise ships	0.00	0.00	0.00	0.28	0.61	0.33	0.07	0.32	1.01	0.36	0.04	0.04	0.04	0.04
Average expenditure (tala, per person)	2,624	2,828	2,902	2,939	3,194	2,945	2,590	2,645	2,955	3,040	3,360	2,748	2,722	2,788
Tourism Price Index	146.6	152.1	151.2	151.1	148.7	148.5	146.7	147.4	149.2	148.6	149.9	150.5	152.1	152.2
First Number of Months up to	2 months	2 months	3 months	4 months	5 months	6 months	7 months	8 months	9 months	10 months	11 months	12 months	1 months	2 months
Total Visitor Arrivals (persons)	33,072	35,562	50,405	64,928	76,411	100,432	114,187	123,231	134,394	148,807	162,372	178,564	24,647	42,136
Over the past year (%)	15.0%	7.5%	9.2%	11.2%	8.4%	10.1%	9.9%	10.7%	9.2%	11.2%	10.5%	9.3%	28.1%	18.5%
Past 3 year average	4.0%	6.0%	5.2%	5.1%	5.1%	5.4%	5.3%	4.9%	5.2%	5.1%	5.1%	5.4%	5.9%	6.1%
Past 5 year average	2.6%	5.5%	5.0%	4.9%	5.0%	5.1%	5.3%	5.1%	5.3%	5.1%	5.3%	5.3%	8.1%	7.7%
Arrivals, by market (persons)														
American Samoa	5,339	3,601	4,650	5,857	6,717	9,303	10,419	11,387	12,476	13,680	14,895	16,578	2,300	4,258
Australia	6,442	7,286	10,902	14,140	16,446	23,436	26,870	28,690	31,171	34,293	37,436	40,880	4,175	7,723
Europe	851	1,378	1,871	2,547	3,225	3,767	4,379	4,637	5,553	6,211	6,703	7,109	942	1,681
New Zealand	14,759	17,124	24,339	31,208	36,460	47,476	53,766	57,411	61,811	68,698	74,440	81,135	8,898	16,683
USA	2,329	2,946	3,824	4,846	5,754	7,178	8,040	8,634	9,615	10,442	11,404	13,022	2,123	3,514
Other Countries	3,352	3,227	4,819	6,330	7,809	9,272	10,713	12,272	13,768	15,483	17,494	19,840	6,209	8,277
Cruise ships	0	0	0	1,877	6,032	8,391	8,891	11,071	17,801	20,320	20,592	20,865	274	549
Arrivals, by purpose (persons)														
Holiday	14,580	13,815	20,781	27,569	31,786	41,141	45,996	48,259	52,197	57,830	61,842	68,886	8,149	15,633
VFR	9,778	14,101	19,187	23,934	28,272	39,845	45,428	48,883	53,961	59,971	65,600	71,980	6,602	12,969
Business & Conference	2,785	2,379	3,119	3,934	4,846	5,461	6,220	7,000	7,775	8,543	10,154	10,934	2,020	3,333
Sport	596	346	587	672	804	888	908	1,233	1,289	1,334	1,397	1,622	5,129	5,194
Other	5,333	4,921	6,731	8,819	10,703	13,097	15,635	17,856	19,172	21,129	23,379	25,142	2,747	5,007
Cruise ships	17,855	0	0	0	0	0	0	0	0	0	0	0	0	0
Total Visitor Earnings (tala million)	81.4	94.5	137.5	180.2	216.9	287.6	323.3	347.2	380.2	423.99	469.57	514.07	67.10	115.86
Over the past year (%)	16.6%	16.1%	17.9%	18.9%	14.8%	16.0%	15.4%	15.3%	13.4%	15.8%	14.5%	13.2%	38.9%	22.6%
Past 3 year average	1.9%	5.1%	5.0%	6.0%	6.5%	7.1%	5.3%	4.0%	12.0%	4.7%	8.4%	13.1%	8.4%	9.9%
Past 5 year average	7.2%	8.5%	5.4%	7.4%	8.2%	7.8%	8.4%	6.1%	10.6%	3.9%	10.4%	9.4%	10.5%	10.1%
Earnings, by market (tala million)														
American Samoa	9.5	7.4	9.1	10.8	12.4	18.8	21.2	22.2	24.5	27.9	32.0	35.7	5.3	8.7
Australia	18.3	21.6	33.1	45.7	56.2	80.6	91.0	97.8	106.8	117.9	128.2	139.0	10.8	22.9
Europe	0.8	1.3	1.8	2.4	3.3	4.1	4.7	5.2	6.1	6.9	7.4	7.7	0.7	1.6
New Zealand	38.8	47.4	69.1	90.5	107.7	137.2	153.5	162.8	175.4	196.7	217.5	234.0	22.5	46.3
USA	5.9	7.7	11.1	13.4	15.7	19.9	22.0	24.1	27.9	29.5	32.1	36.7	6.3	9.5
Other Countries	8.0	9.1	13.3	17.5	21.7	26.9	30.8	35.2	39.5	45.0	52.4	60.9	21.5	26.9
Cruise ships	0.0	0.0	0.0	0.3	0.9	1.2	1.3	1.6	2.6	3.0	3.0	3.1	0.0	0.1
Earnings, by purpose (tala million)														
Holiday	37.4	36.9	58.2	74.3	84.8	111.3	124.8	131.1	142.6	158.5	172.4	191.9	20.3	41.5
VFR	29.0	43.6	59.1	75.8	96.6	132.8	149.2	158.2	172.8	191.5	214.4	235.1	20.8	40.8
Business & Conference	7.8	6.4	8.7	10.9	14.2	16.3	19.1	21.8	24.6	27.4	32.3	34.8	4.9	9.4
Sport	1.5	1.0	1.8	2.0	2.2	2.4	2.5	3.2	3.4	3.5	3.7	4.1	17.1	17.2
Other	5.6	6.7	9.7	17.3	19.1	24.8	27.8	32.9	36.8	43.1	46.7	48.2	4.1	6.9
Cruise ships	0.0	0.0	0.0	0.3	0.9	1.2	1.3	1.6	2.6	3.0	3.0	3.1	0.0	0.1

VISITOR EARNINGS & REMITTANCES REPORT

August 2019

Table 2.

INFLOW OF PRIVATE REMITTANCES

AMOUNTS IN TALA MILLION

Amount in Tala Millions	Aug-17	Aug-18	Sep-18	Oct-18	Nov-18	Dec-18	Jan-19	Feb-19	Mar-19	Apr-19	May-19	Jun-19	Jul-19	Aug-19
By Recipient (Tala Millions)	36.64	48.12	37.37	40.94	41.81	66.29	39.67	40.12	55.63	41.55	48.67	43.15	56.54	53.28
Banknotes	3.75	7.46	7.88	6.70	5.70	12.44	4.19	4.62	5.66	4.04	4.09	2.94	9.47	4.85
Churches, school, Charities	2.78	6.40	1.85	2.87	4.12	5.52	6.40	5.94	11.44	4.91	4.14	4.74	8.18	4.73
Individual/Family/Households	29.14	31.37	25.88	29.80	30.02	45.47	28.28	26.27	31.92	30.09	35.22	28.31	33.00	35.66
In Kind	0.59	0.68	0.57	0.74	0.52	0.68	0.00	1.45	1.67	1.84	1.94	3.12	4.95	6.89
Others	0.38	2.20	1.20	0.83	1.45	2.18	0.81	1.84	4.94	0.68	3.29	4.03	0.93	1.14
By Country (Tala Millions)	36.64	48.12	37.37	40.94	41.81	66.29	39.67	40.12	55.63	41.55	48.67	43.15	56.54	53.28
USA	6.49	9.25	4.93	7.01	8.39	13.53	9.97	8.67	15.59	4.66	6.92	8.60	12.37	9.10
New Zealand	13.75	16.59	15.48	16.36	17.03	27.00	15.33	15.98	19.20	17.78	22.51	18.02	21.64	21.74
Australia	13.58	16.46	13.77	13.39	12.40	20.83	11.99	10.62	16.14	11.09	13.36	12.42	17.67	17.57
American Samoa	1.36	1.73	1.49	1.62	1.63	2.75	1.28	1.47	1.96	1.79	1.97	1.94	2.17	2.20
Others	1.46	4.08	1.71	2.55	2.36	2.18	1.10	3.38	2.75	6.24	3.91	2.16	2.69	2.68
By Channel (%)														
Banks	14.5%	20.9%	11.7%	13.4%	16.4%	14.9%	20.7%	21.0%	32.5%	16.8%	18.0%	22.4%	17.9%	13.5%
Non Banks (1)	85.5%	79.1%	88.3%	86.6%	83.6%	85.1%	79.3%	79.0%	67.5%	83.2%	82.0%	77.6%	82.1%	86.5%
Total Remittances (Tala Millions)	36.64	48.12	37.37	40.94	41.81	66.29	39.67	40.12	55.63	41.55	48.67	43.15	56.54	53.28
First Number of Months up to	2	2	3	4	5	6	7	8	9	10	11	12	1	2
	months	months	months	months	months	months	months	months	months	months	months	months	months	months
Total Remittances (Tala Millions)	70.49	88.67	126.04	166.98	208.79	275.09	314.76	354.88	410.51	452.06	500.74	543.88	56.54	109.82
Percentage Change (over same period last 3 year average (%))	0.5%	25.8%	20.8%	16.7%	14.4%	17.0%	14.5%	13.6%	15.0%	13.4%	11.8%	11.4%	39.4%	23.9%
5 year average (%)	-3.0%	1.1%	2.0%	2.7%	3.5%	2.8%	3.6%	3.8%	4.9%	5.1%	5.8%	5.9%	6.7%	9.9%
	-4.9%	0.2%	1.0%	2.2%	2.0%	2.2%	2.2%	2.3%	2.9%	3.3%	3.5%	3.6%	1.0%	3.5%
By Recipient (Tala Millions)														
Banknotes	7.78	15.09	22.97	29.68	35.38	47.82	52.00	56.62	62.28	66.32	70.41	73.35	9.47	14.33
Churches, school, Charities	3.49	8.22	10.07	12.94	17.06	22.58	28.97	34.91	46.36	51.27	55.40	60.14	8.18	12.91
Individual/Family/Households	56.12	60.34	86.22	116.02	146.04	191.51	219.79	246.07	277.99	308.08	343.30	371.61	33.00	68.66
In Kind	1.10	1.27	1.84	2.58	3.09	3.78	3.78	5.22	6.89	8.73	10.67	13.78	4.95	11.84
Others	2.00	3.74	4.94	5.77	7.22	9.40	10.21	12.05	16.99	17.67	20.96	24.99	0.93	2.07
By Country (Tala Millions)														
USA	12.30	16.06	20.99	28.00	36.39	49.92	59.89	68.57	84.15	88.81	95.73	104.33	12.37	21.47
New Zealand	26.77	33.59	49.06	65.43	82.46	109.46	124.79	140.77	159.97	177.75	200.26	218.28	21.64	43.37
Australia	25.17	30.46	44.22	57.62	70.01	90.84	102.83	113.45	129.59	140.67	154.03	166.46	17.67	35.23
American Samoa	2.81	3.39	4.87	6.50	8.13	10.88	12.16	13.63	15.59	17.38	19.36	21.30	2.17	4.37
Others	3.43	5.18	6.89	9.44	11.80	13.99	15.09	18.46	21.21	27.45	31.36	33.52	2.69	5.37

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



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VISITOR EARNINGS & REMITTANCES REPORT

August 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.2: 2019/20

August 2019

Visitor Arrivals

Total **visitor arrivals** recorded an increase of 7.2 percent (or 1,168 visitors) to 17,489 visitors over the year but fell by 29.0 percent (or 7,158 visitors) compared to July 2019. The drop over the month was a return to normal level from a significant increase in the previous month pertaining to the Pacific Games.

Contributing to the increase over the year, were various regional meetings and annual events that took place during the month including the Journalists' Meeting, the Fifth Pacific Meteorology Meeting, Twenty-Ninth SPREP meeting as well as Father's Day Commemorations.

Increases were recorded for all of Samoa's main markets for tourists over the same month last year:

- Other Countries (up 529 visitors)
- The USA (up 311 visitors)
- Australia (up 240 visitors)
- American Samoa (up 51 visitors)
- Europe (up 27 visitors)
- New Zealand (up 10 visitors)

By purpose of visit, considerable increases were recorded for those who were here for:

- Visiting Families and Relatives (VFR) (up 761 visitors)
- Business and Conference (up 548 visitors)
- Others (up 284 visitors)

Furthermore, **total visitor arrivals in the first two months of 2019/20** were 18.5 percent higher (to 42,136 people) compared to the same period last

year. By country, total visitors from Other Countries, American Samoa, USA, Australia and Europe all grew by 5,050 visitors, 657 visitors, 568 visitors, 437 visitors and 303 visitors respectively. By purpose, visitors who came for 'Sports', 'Holiday', 'Business and Conference' and 'Others' all expanded by 4,848 visitors, 1,818 visitors, 954 visitors and 86 visitors respectively.

As a result, **total visitor receipts** rose by 5.6 percent (or \$2.6 million) to \$48.8 million over August 2018 but when compared to the previous month, visitor receipts decreased by 27.3 percent (or \$18.3 million).

Underpinning the overall increase in earnings by country were increases in: 'Other Countries' (up \$1.3 million), 'USA' and 'Australia' (both up by \$0.8 million) and 'Europe' (up \$0.02 million). By purpose, increases were also recorded for 'VFR' (up \$2.3 million) and 'Business and Conference' (up \$1.9 million) where these outweighed the reductions in visitors that were here for 'Holiday' (down \$1.3 million) while 'Sports' and 'Others' categories both went down slightly by \$0.1 million each.

Total visitor receipts for the first two months of 2019/2020 edged up by 22.6 percent (or \$21.4 million) over the same period of 2018/19. Largely responsible for this increase were higher visitor earnings from Other Countries (up \$17.8 million), The USA (up \$1.8 million), American Samoa and Australia (both up by \$1.3 million each) and Europe (up \$0.2 million). Proceeds from visitors that were here for 'Sports' (up \$16.2 million), 'Holiday' (up

\$4.7 million, 'Business and Conference' (both up 3.0 million) and 'Others' (up \$0.1 million).

The **tourism price index** was 0.1 percent higher compared to August 2018 due to gains in 'Meals and Drinks', 'Family Obligations' and 'Miscellaneous' sub-indexes.

Private Remittances

Total private remittances improved by 10.7 percent (or \$5.2 million) to \$53.3 million over the year but recorded a 5.8 percent decrease (or \$3.3 million) when compared to the previous month.

Largely underpinning the overall increase in private remittances were transfers from New Zealand (up \$5.2 million), Australia (\$1.1 million) and American Samoa (\$0.5 million) where in terms of recipients, 'In kind' and 'Family & Households' transfers increased by \$6.2 million and \$4.3 million respectively. Partially responsible for the expansion

in private remittances was the strengthening of the USD against the Samoan Tala during the month.

The monthly share of remittances inflows received through Money Transfer Operators (MTO's) increased to 86.5 percent from 79.1 percent over August 2018 while those received through commercial banks fell to 13.5 percent down from 20.9 percent over the year.

The average cost of sending NZD\$200.00 to Samoa decreased to 11.29 percent from 11.84 percent in August 2018 while the average cost of sending AUD\$200.00 to Samoa also fell to 6.97 percent from 7.15 percent last year.

CENTRAL BANK OF SAMOA
03 October 2019

VISITOR EARNINGS & REMITTANCES REPORT

August 2019

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

	Aug-17	Aug-18	Sep-18	Oct-18	Nov-18	Dec-18	Jan-19	Feb-19	Mar-19	Apr-19	May-19	Jun-19	Jul-19	Aug-19
Total arrivals (persons)	14,680	16,321	14,843	14,523	11,483	24,021	13,755	9,044	11,163	14,413	13,565	16,192	24,647	17,489
Total arrivals incl. cruise ships (1)	14,680	16,321	14,843	16,400	15,638	26,380	14,255	11,224	17,893	16,932	13,837	16,465	24,921	17,764
Arrivals, by market (persons)														
American Samoa	2,582	1,907	1,049	1,207	860	2,586	1,116	968	1,089	1,204	1,215	1,683	2,300	1,958
Australia	2,935	3,308	3,616	3,238	2,306	6,990	3,434	1,820	2,481	3,122	3,143	3,444	4,175	3,548
Europe	393	712	493	676	678	542	612	458	716	658	492	406	942	739
New Zealand	6,413	7,775	7,215	6,869	5,252	11,016	6,290	3,645	4,400	6,887	5,742	6,695	8,898	7,785
USA	831	1,080	878	1,022	908	1,424	862	594	981	827	962	1,618	2,123	1,391
Other Countries	1,526	1,539	1,592	1,511	1,479	1,463	1,441	1,559	1,496	1,715	2,011	2,346	6,209	2,068
Cruise ships	0	0	0	1,877	4,155	2,359	500	2,180	6,730	2,519	272	273	274	275
Arrivals, by purpose (persons)														
Holiday	6,705	7,851	6,966	6,788	4,217	9,355	4,855	2,263	3,938	5,633	4,012	7,044	8,149	7,484
VFR	4,465	5,606	5,086	4,747	4,338	11,573	5,583	3,455	5,078	6,010	5,629	6,380	6,602	6,367
Business & Conference	1,306	765	740	815	912	615	759	780	775	768	1,611	780	2,020	1,313
Sport	315	123	241	85	132	84	20	325	56	45	63	225	5,129	65
Other	1,889	1,976	1,810	2,088	1,884	2,394	2,538	2,221	1,316	1,957	2,250	1,763	2,747	2,260
Cruise ships	0	0	0	1,877	4,155	2,359	500	2,180	6,730	2,519	272	273	274	275
Total earnings (tala million)	38.52	46.15	43.07	42.68	36.67	70.75	35.62	23.92	32.98	43.81	45.58	44.50	67.10	48.76
Earnings, by market (tala million)														
American Samoa	4.54	3.54	1.77	1.67	1.55	6.42	2.39	1.05	2.32	3.41	4.06	3.72	5.32	3.36
Australia	9.70	11.40	11.51	12.55	10.49	24.46	10.40	6.78	8.98	11.13	10.23	10.88	10.78	12.15
Europe	0.46	0.84	0.48	0.58	0.92	0.82	0.60	0.41	0.98	0.76	0.48	0.33	0.71	0.86
New Zealand	18.72	23.86	21.69	21.39	17.15	29.58	16.26	9.31	12.58	21.36	20.80	16.45	22.54	23.79
USA	1.72	2.39	3.41	2.26	2.35	4.24	2.08	3.82	1.59	2.61	4.62	6.29	3.18	3.18
Other Countries	3.38	4.12	4.20	4.21	4.22	5.24	3.90	4.33	4.30	5.56	7.40	8.50	21.46	5.41
Cruise ships	0.00	0.00	0.00	0.28	0.61	0.33	0.07	0.32	1.01	0.36	0.04	0.04	0.04	0.04
Earnings, by purpose (tala million)														
Holiday	18.37	22.53	21.31	16.16	10.46	26.56	13.45	6.28	11.53	15.93	13.89	19.44	20.32	21.21
VFR	13.25	17.77	15.56	16.62	20.80	36.27	16.35	9.07	14.54	18.67	22.91	20.73	20.78	20.05
Business & Conference	4.35	2.66	2.35	2.18	3.28	2.10	2.75	2.79	2.77	2.79	4.94	2.43	4.86	4.52
Sport	0.64	0.26	0.81	0.18	0.26	0.19	0.06	0.69	0.20	0.13	0.23	0.39	17.07	0.14
Other	1.91	2.93	3.04	7.54	1.87	5.63	3.01	5.09	3.94	6.29	3.62	1.51	4.07	2.84
Cruise ships	0.00	0.00	0.00	0.28	0.61	0.33	0.07	0.32	1.01	0.36	0.04	0.04	0.04	0.04
Average expenditure (tala, per person)	2,624	2,828	2,902	2,939	3,194	2,945	2,590	2,645	2,955	3,040	3,360	2,748	2,722	2,788
Tourism Price Index	146.6	152.1	151.2	151.1	148.7	148.5	146.7	147.4	149.2	148.6	149.9	150.5	152.1	152.2
First Number of Months up to	2 months	2 months	3 months	4 months	5 months	6 months	7 months	8 months	9 months	10 months	11 months	12 months	1 months	2 months
Total Visitor Arrivals (persons)	33,072	35,562	50,405	64,928	76,411	100,432	114,187	123,231	134,394	148,807	162,372	178,564	24,647	42,136
Over the past year (%)	15.0%	7.5%	9.2%	11.2%	8.4%	10.1%	9.9%	10.7%	9.2%	11.2%	10.5%	9.3%	28.1%	18.5%
Past 3 year average	4.0%	6.0%	5.2%	5.1%	5.1%	5.4%	5.3%	4.9%	5.2%	5.1%	5.1%	5.4%	5.9%	6.1%
Past 5 year average	2.6%	5.5%	5.0%	4.9%	5.0%	5.1%	5.3%	5.1%	5.3%	5.1%	5.3%	5.3%	8.1%	7.7%
Arrivals, by market (persons)														
American Samoa	5,339	3,601	4,650	5,857	6,717	9,303	10,419	11,387	12,476	13,680	14,895	16,578	2,300	4,258
Australia	6,442	7,286	10,902	14,140	16,446	23,436	26,870	28,690	31,171	34,293	37,436	40,880	4,175	7,723
Europe	851	1,378	1,871	2,547	3,225	3,767	4,379	4,637	5,553	6,211	6,703	7,109	942	1,681
New Zealand	14,759	17,124	24,339	31,208	36,460	47,476	53,766	57,411	61,811	68,698	74,440	81,135	8,898	16,683
USA	2,329	2,946	3,824	4,846	5,754	7,178	8,040	8,634	9,615	10,442	11,404	13,022	2,123	3,514
Other Countries	3,352	3,227	4,819	6,330	7,809	9,272	10,713	12,272	13,768	15,483	17,494	19,840	6,209	8,277
Cruise ships	0	0	0	1,877	6,032	8,391	8,891	11,071	17,801	20,320	20,592	20,865	274	549
Arrivals, by purpose (persons)														
Holiday	14,580	13,815	20,781	27,569	31,786	41,141	45,996	48,259	52,197	57,830	61,842	68,886	8,149	15,633
VFR	9,778	14,101	19,187	23,934	28,272	39,845	45,428	48,883	53,961	59,971	65,600	71,980	6,602	12,969
Business & Conference	2,785	2,379	3,119	3,934	4,846	5,461	6,220	7,000	7,775	8,543	10,154	10,934	2,020	3,333
Sport	596	346	587	672	804	888	908	1,233	1,289	1,334	1,397	1,622	5,129	5,194
Other	5,333	4,921	6,731	8,819	10,703	13,097	15,635	17,856	19,172	21,129	23,379	25,142	2,747	5,007
Cruise ships	17,855	0	0	0	0	0	0	0	0	0	0	0	0	0
Total Visitor Earnings (tala million)	81.4	94.5	137.5	180.2	216.9	287.6	323.3	347.2	380.2	423.99	469.57	514.07	67.10	115.86
Over the past year (%)	16.6%	16.1%	17.9%	18.9%	14.8%	16.0%	15.4%	15.3%	13.4%	15.8%	14.5%	13.2%	38.9%	22.6%
Past 3 year average	1.9%	5.1%	5.0%	6.0%	6.5%	7.1%	5.3%	4.0%	12.0%	4.7%	8.4%	13.1%	8.4%	9.9%
Past 5 year average	7.2%	8.5%	5.4%	7.4%	8.2%	7.8%	8.4%	6.1%	10.6%	3.9%	10.4%	9.4%	10.5%	10.1%
Earnings, by market (tala million)														
American Samoa	9.5	7.4	9.1	10.8	12.4	18.8	21.2	22.2	24.5	27.9	32.0	35.7	5.3	8.7
Australia	18.3	21.6	33.1	45.7	56.2	80.6	91.0	97.8	106.8	117.9	128.2	139.0	10.8	22.9
Europe	0.8	1.3	1.8	2.4	3.3	4.1	4.7	5.2	6.1	6.9	7.4	7.7	0.7	1.6
New Zealand	38.8	47.4	69.1	90.5	107.7	137.2	153.5	162.8	175.4	196.7	217.5	234.0	22.5	46.3
USA	5.9	7.7	11.1	13.4	15.7	19.9	22.0	24.1	27.9	29.5	32.1	36.7	6.3	9.5
Other Countries	8.0	9.1	13.3	17.5	21.7	26.9	30.8	35.2	39.5	45.0	52.4	60.9	21.5	26.9
Cruise ships	0.0	0.0	0.0	0.3	0.9	1.2	1.3	1.6	2.6	3.0	3.0	3.1	0.0	0.1
Earnings, by purpose (tala million)														
Holiday	37.4	36.9	58.2	74.3	84.8	111.3	124.8	131.1	142.6	158.5	172.4	191.9	20.3	41.5
VFR	29.0	43.6	59.1	75.8	96.6	132.8	149.2	158.2	172.8	191.5	214.4	235.1	20.8	40.8
Business & Conference	7.8	6.4	8.7	10.9	14.2	16.3	19.1	21.8	24.6	27.4	32.3	34.8	4.9	9.4
Sport	1.5	1.0	1.8	2.0	2.2	2.4	2.5	3.2	3.4	3.5	3.7	4.1	17.1	17.2
Other	5.6	6.7	9.7	17.3	19.1	24.8	27.8	32.9	36.8	43.1	46.7	48.2	4.1	6.9
Cruise ships	0.0	0.0	0.0	0.3	0.9	1.2	1.3	1.6	2.6	3.0	3.0	3.1	0.0	0.1

VISITOR EARNINGS & REMITTANCES REPORT

August 2019

Table 2.

INFLOW OF PRIVATE REMITTANCES

AMOUNTS IN TALA MILLION

Amount in Tala Millions	Aug-17	Aug-18	Sep-18	Oct-18	Nov-18	Dec-18	Jan-19	Feb-19	Mar-19	Apr-19	May-19	Jun-19	Jul-19	Aug-19
By Recipient (Tala Millions)	36.64	48.12	37.37	40.94	41.81	66.29	39.67	40.12	55.63	41.55	48.67	43.15	56.54	53.28
Banknotes	3.75	7.46	7.88	6.70	5.70	12.44	4.19	4.62	5.66	4.04	4.09	2.94	9.47	4.85
Churches, school, Charities	2.78	6.40	1.85	2.87	4.12	5.52	6.40	5.94	11.44	4.91	4.14	4.74	8.18	4.73
Individual/Family/Households	29.14	31.37	25.88	29.80	30.02	45.47	28.28	26.27	31.92	30.09	35.22	28.31	33.00	35.66
In Kind	0.59	0.68	0.57	0.74	0.52	0.68	0.00	1.45	1.67	1.84	1.94	3.12	4.95	6.89
Others	0.38	2.20	1.20	0.83	1.45	2.18	0.81	1.84	4.94	0.68	3.29	4.03	0.93	1.14
By Country (Tala Millions)	36.64	48.12	37.37	40.94	41.81	66.29	39.67	40.12	55.63	41.55	48.67	43.15	56.54	53.28
USA	6.49	9.25	4.93	7.01	8.39	13.53	9.97	8.67	15.59	4.66	6.92	8.60	12.37	9.10
New Zealand	13.75	16.59	15.48	16.36	17.03	27.00	15.33	15.98	19.20	17.78	22.51	18.02	21.64	21.74
Australia	13.58	16.46	13.77	13.39	12.40	20.83	11.99	10.62	16.14	11.09	13.36	12.42	17.67	17.57
American Samoa	1.36	1.73	1.49	1.62	1.63	2.75	1.28	1.47	1.96	1.79	1.97	1.94	2.17	2.20
Others	1.46	4.08	1.71	2.55	2.36	2.18	1.10	3.38	2.75	6.24	3.91	2.16	2.69	2.68
By Channel (%)														
Banks	14.5%	20.9%	11.7%	13.4%	16.4%	14.9%	20.7%	21.0%	32.5%	16.8%	18.0%	22.4%	17.9%	13.5%
Non Banks (1)	85.5%	79.1%	88.3%	86.6%	83.6%	85.1%	79.3%	79.0%	67.5%	83.2%	82.0%	77.6%	82.1%	86.5%
Total Remittances (Tala Millions)	36.64	48.12	37.37	40.94	41.81	66.29	39.67	40.12	55.63	41.55	48.67	43.15	56.54	53.28
First Number of Months up to	2	2	3	4	5	6	7	8	9	10	11	12	1	2
	months	months	months	months	months	months	months	months	months	months	months	months	months	months
Total Remittances (Tala Millions)	70.49	88.67	126.04	166.98	208.79	275.09	314.76	354.88	410.51	452.06	500.74	543.88	56.54	109.82
Percentage Change (over same period last 3 year average (%))	0.5%	25.8%	20.8%	16.7%	14.4%	17.0%	14.5%	13.6%	15.0%	13.4%	11.8%	11.4%	39.4%	23.9%
5 year average (%)	-4.9%	0.2%	1.0%	2.2%	2.0%	2.2%	2.2%	2.3%	2.9%	3.3%	3.5%	3.6%	1.0%	3.5%
By Recipient (Tala Millions)														
Banknotes	7.78	15.09	22.97	29.68	35.38	47.82	52.00	56.62	62.28	66.32	70.41	73.35	9.47	14.33
Churches, school, Charities	3.49	8.22	10.07	12.94	17.06	22.58	28.97	34.91	46.36	51.27	55.40	60.14	8.18	12.91
Individual/Family/Households	56.12	60.34	86.22	116.02	146.04	191.51	219.79	246.07	277.99	308.08	343.30	371.61	33.00	68.66
In Kind	1.10	1.27	1.84	2.58	3.09	3.78	3.78	5.22	6.89	8.73	10.67	13.78	4.95	11.84
Others	2.00	3.74	4.94	5.77	7.22	9.40	10.21	12.05	16.99	17.67	20.96	24.99	0.93	2.07
By Country (Tala Millions)														
USA	12.30	16.06	20.99	28.00	36.39	49.92	59.89	68.57	84.15	88.81	95.73	104.33	12.37	21.47
New Zealand	26.77	33.59	49.06	65.43	82.46	109.46	124.79	140.77	159.97	177.75	200.26	218.28	21.64	43.37
Australia	25.17	30.46	44.22	57.62	70.01	90.84	102.83	113.45	129.59	140.67	154.03	166.46	17.67	35.23
American Samoa	2.81	3.39	4.87	6.50	8.13	10.88	12.16	13.63	15.59	17.38	19.36	21.30	2.17	4.37
Others	3.43	5.18	6.89	9.44	11.80	13.99	15.09	18.46	21.21	27.45	31.36	33.52	2.69	5.37

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



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VISITOR EARNINGS & REMITTANCES REPORT

August 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.2: 2019/20

August 2019

Visitor Arrivals

Total **visitor arrivals** recorded an increase of 7.2 percent (or 1,168 visitors) to 17,489 visitors over the year but fell by 29.0 percent (or 7,158 visitors) compared to July 2019. The drop over the month was a return to normal level from a significant increase in the previous month pertaining to the Pacific Games.

Contributing to the increase over the year, were various regional meetings and annual events that took place during the month including the Journalists' Meeting, the Fifth Pacific Meteorology Meeting, Twenty-Ninth SPREP meeting as well as Father's Day Commemorations.

Increases were recorded for all of Samoa's main markets for tourists over the same month last year:

- Other Countries (up 529 visitors)
- The USA (up 311 visitors)
- Australia (up 240 visitors)
- American Samoa (up 51 visitors)
- Europe (up 27 visitors)
- New Zealand (up 10 visitors)

By purpose of visit, considerable increases were recorded for those who were here for:

- Visiting Families and Relatives (VFR) (up 761 visitors)
- Business and Conference (up 548 visitors)
- Others (up 284 visitors)

Furthermore, **total visitor arrivals in the first two months of 2019/20** were 18.5 percent higher (to 42,136 people) compared to the same period last

year. By country, total visitors from Other Countries, American Samoa, USA, Australia and Europe all grew by 5,050 visitors, 657 visitors, 568 visitors, 437 visitors and 303 visitors respectively. By purpose, visitors who came for 'Sports', 'Holiday', 'Business and Conference' and 'Others' all expanded by 4,848 visitors, 1,818 visitors, 954 visitors and 86 visitors respectively.

As a result, **total visitor receipts** rose by 5.6 percent (or \$2.6 million) to \$48.8 million over August 2018 but when compared to the previous month, visitor receipts decreased by 27.3 percent (or \$18.3 million).

Underpinning the overall increase in earnings by country were increases in: 'Other Countries' (up \$1.3 million), 'USA' and 'Australia' (both up by \$0.8 million) and 'Europe' (up \$0.02 million). By purpose, increases were also recorded for 'VFR' (up \$2.3 million) and 'Business and Conference' (up \$1.9 million) where these outweighed the reductions in visitors that were here for 'Holiday' (down \$1.3 million) while 'Sports' and 'Others' categories both went down slightly by \$0.1 million each.

Total visitor receipts for the first two months of 2019/2020 edged up by 22.6 percent (or \$21.4 million) over the same period of 2018/19. Largely responsible for this increase were higher visitor earnings from Other Countries (up \$17.8 million), The USA (up \$1.8 million), American Samoa and Australia (both up by \$1.3 million each) and Europe (up \$0.2 million). Proceeds from visitors that were here for 'Sports' (up \$16.2 million), 'Holiday' (up

\$4.7 million, 'Business and Conference' (both up 3.0 million) and 'Others' (up \$0.1 million).

The **tourism price index** was 0.1 percent higher compared to August 2018 due to gains in 'Meals and Drinks', 'Family Obligations' and 'Miscellaneous' sub-indexes.

Private Remittances

Total private remittances improved by 10.7 percent (or \$5.2 million) to \$53.3 million over the year but recorded a 5.8 percent decrease (or \$3.3 million) when compared to the previous month.

Largely underpinning the overall increase in private remittances were transfers from New Zealand (up \$5.2 million), Australia (\$1.1 million) and American Samoa (\$0.5 million) where in terms of recipients, 'In kind' and 'Family & Households' transfers increased by \$6.2 million and \$4.3 million respectively. Partially responsible for the expansion

in private remittances was the strengthening of the USD against the Samoan Tala during the month.

The monthly share of remittances inflows received through Money Transfer Operators (MTO's) increased to 86.5 percent from 79.1 percent over August 2018 while those received through commercial banks fell to 13.5 percent down from 20.9 percent over the year.

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CENTRAL BANK OF SAMOA
03 October 2019

VISITOR EARNINGS & REMITTANCES REPORT

August 2019

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

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Arrivals, by market (persons)														
American Samoa	2,582	1,907	1,049	1,207	860	2,586	1,116	968	1,089	1,204	1,215	1,683	2,300	1,958
Australia	2,935	3,308	3,616	3,238	2,306	6,990	3,434	1,820	2,481	3,122	3,143	3,444	4,175	3,548
Europe	393	712	493	676	678	542	612	458	716	658	492	406	942	739
New Zealand	6,413	7,775	7,215	6,869	5,252	11,016	6,290	3,645	4,400	6,887	5,742	6,695	8,898	7,785
USA	831	1,080	878	1,022	908	1,424	862	594	981	827	962	1,618	2,123	1,391
Other Countries	1,526	1,539	1,592	1,511	1,479	1,463	1,441	1,559	1,496	1,715	2,011	2,346	6,209	2,068
Cruise ships	0	0	0	1,877	4,155	2,359	500	2,180	6,730	2,519	272	273	274	275
Arrivals, by purpose (persons)														
Holiday	6,705	7,851	6,966	6,788	4,217	9,355	4,855	2,263	3,938	5,633	4,012	7,044	8,149	7,484
VFR	4,465	5,606	5,086	4,747	4,338	11,573	5,583	3,455	5,078	6,010	5,629	6,380	6,602	6,367
Business & Conference	1,306	765	740	815	912	615	759	780	775	768	1,611	780	2,020	1,313
Sport	315	123	241	85	132	84	20	325	56	45	63	225	5,129	65
Other	1,889	1,976	1,810	2,088	1,884	2,394	2,538	2,221	1,316	1,957	2,250	1,763	2,747	2,260
Cruise ships	0	0	0	1,877	4,155	2,359	500	2,180	6,730	2,519	272	273	274	275
Total earnings (tala million)	38.52	46.15	43.07	42.68	36.67	70.75	35.62	23.92	32.98	43.81	45.58	44.50	67.10	48.76
Earnings, by market (tala million)														
American Samoa	4.54	3.54	1.77	1.67	1.55	6.42	2.39	1.05	2.32	3.41	4.06	3.72	5.32	3.36
Australia	9.70	11.40	11.51	12.55	10.49	24.46	10.40	6.78	8.98	11.13	10.23	10.88	10.78	12.15
Europe	0.46	0.84	0.48	0.58	0.92	0.82	0.60	0.41	0.98	0.76	0.48	0.33	0.71	0.86
New Zealand	18.72	23.86	21.69	21.39	17.15	29.58	16.26	9.31	12.58	21.36	20.80	16.45	22.54	23.79
USA	1.72	2.39	3.41	2.26	2.35	4.24	2.08	3.82	1.59	2.61	4.62	6.29	3.18	3.18
Other Countries	3.38	4.12	4.20	4.21	4.22	5.24	3.90	4.33	4.30	5.56	7.40	8.50	21.46	5.41
Cruise ships	0.00	0.00	0.00	0.28	0.61	0.33	0.07	0.32	1.01	0.36	0.04	0.04	0.04	0.04
Earnings, by purpose (tala million)														
Holiday	18.37	22.53	21.31	16.16	10.46	26.56	13.45	6.28	11.53	15.93	13.89	19.44	20.32	21.21
VFR	13.25	17.77	15.56	16.62	20.80	36.27	16.35	9.07	14.54	18.67	22.91	20.73	20.78	20.05
Business & Conference	4.35	2.66	2.35	2.18	3.28	2.10	2.75	2.79	2.77	2.79	4.94	2.43	4.86	4.52
Sport	0.64	0.26	0.81	0.18	0.26	0.19	0.06	0.69	0.20	0.13	0.23	0.39	17.07	0.14
Other	1.91	2.93	3.04	7.54	1.87	5.63	3.01	5.09	3.94	6.29	3.62	1.51	4.07	2.84
Cruise ships	0.00	0.00	0.00	0.28	0.61	0.33	0.07	0.32	1.01	0.36	0.04	0.04	0.04	0.04
Average expenditure (tala, per person)	2,624	2,828	2,902	2,939	3,194	2,945	2,590	2,645	2,955	3,040	3,360	2,748	2,722	2,788
Tourism Price Index	146.6	152.1	151.2	151.1	148.7	148.5	146.7	147.4	149.2	148.6	149.9	150.5	152.1	152.2
First Number of Months up to	2 months	2 months	3 months	4 months	5 months	6 months	7 months	8 months	9 months	10 months	11 months	12 months	1 months	2 months
Total Visitor Arrivals (persons)	33,072	35,562	50,405	64,928	76,411	100,432	114,187	123,231	134,394	148,807	162,372	178,564	24,647	42,136
Over the past year (%)	15.0%	7.5%	9.2%	11.2%	8.4%	10.1%	9.9%	10.7%	9.2%	11.2%	10.5%	9.3%	28.1%	18.5%
Past 3 year average	4.0%	6.0%	5.2%	5.1%	5.1%	5.4%	5.3%	4.9%	5.2%	5.1%	5.1%	5.4%	5.9%	6.1%
Past 5 year average	2.6%	5.5%	5.0%	4.9%	5.0%	5.1%	5.3%	5.1%	5.3%	5.1%	5.3%	5.3%	8.1%	7.7%
Arrivals, by market (persons)														
American Samoa	5,339	3,601	4,650	5,857	6,717	9,303	10,419	11,387	12,476	13,680	14,895	16,578	2,300	4,258
Australia	6,442	7,286	10,902	14,140	16,446	23,436	26,870	28,690	31,171	34,293	37,436	40,880	4,175	7,723
Europe	851	1,378	1,871	2,547	3,225	3,767	4,379	4,637	5,553	6,211	6,703	7,109	942	1,681
New Zealand	14,759	17,124	24,339	31,208	36,460	47,476	53,766	57,411	61,811	68,698	74,440	81,135	8,898	16,683
USA	2,329	2,946	3,824	4,846	5,754	7,178	8,040	8,634	9,615	10,442	11,404	13,022	2,123	3,514
Other Countries	3,352	3,227	4,819	6,330	7,809	9,272	10,713	12,272	13,768	15,483	17,494	19,840	6,209	8,277
Cruise ships	0	0	0	1,877	6,032	8,391	8,891	11,071	17,801	20,320	20,592	20,865	274	549
Arrivals, by purpose (persons)														
Holiday	14,580	13,815	20,781	27,569	31,786	41,141	45,996	48,259	52,197	57,830	61,842	68,886	8,149	15,633
VFR	9,778	14,101	19,187	23,934	28,272	39,845	45,428	48,883	53,961	59,971	65,600	71,980	6,602	12,969
Business & Conference	2,785	2,379	3,119	3,934	4,846	5,461	6,220	7,000	7,775	8,543	10,154	10,934	2,020	3,333
Sport	596	346	587	672	804	888	908	1,233	1,289	1,334	1,397	1,622	5,129	5,194
Other	5,333	4,921	6,731	8,819	10,703	13,097	15,635	17,856	19,172	21,129	23,379	25,142	2,747	5,007
Cruise ships	17,855	0	0	0	0	0	0	0	0	0	0	0	0	0
Total Visitor Earnings (tala million)	81.4	94.5	137.5	180.2	216.9	287.6	323.3	347.2	380.2	423.99	469.57	514.07	67.10	115.86
Over the past year (%)	16.6%	16.1%	17.9%	18.9%	14.8%	16.0%	15.4%	15.3%	13.4%	15.8%	14.5%	13.2%	38.9%	22.6%
Past 3 year average	1.9%	5.1%	5.0%	6.0%	6.5%	7.1%	5.3%	4.0%	12.0%	4.7%	8.4%	13.1%	8.4%	9.9%
Past 5 year average	7.2%	8.5%	5.4%	7.4%	8.2%	7.8%	8.4%	6.1%	10.6%	3.9%	10.4%	9.4%	10.5%	10.1%
Earnings, by market (tala million)														
American Samoa	9.5	7.4	9.1	10.8	12.4	18.8	21.2	22.2	24.5	27.9	32.0	35.7	5.3	8.7
Australia	18.3	21.6	33.1	45.7	56.2	80.6	91.0	97.8	106.8	117.9	128.2	139.0	10.8	22.9
Europe	0.8	1.3	1.8	2.4	3.3	4.1	4.7	5.2	6.1	6.9	7.4	7.7	0.7	1.6
New Zealand	38.8	47.4	69.1	90.5	107.7	137.2	153.5	162.8	175.4	196.7	217.5	234.0	22.5	46.3
USA	5.9	7.7	11.1	13.4	15.7	19.9	22.0	24.1	27.9	29.5	32.1	36.7	6.3	9.5
Other Countries	8.0	9.1	13.3	17.5	21.7	26.9	30.8	35.2	39.5	45.0	52.4	60.9	21.5	26.9
Cruise ships	0.0	0.0	0.0	0.3	0.9	1.2	1.3	1.6	2.6	3.0	3.0	3.1	0.0	0.1
Earnings, by purpose (tala million)														
Holiday	37.4	36.9	58.2	74.3	84.8	111.3	124.8	131.1	142.6	158.5	172.4	191.9	20.3	41.5
VFR	29.0	43.6	59.1	75.8	96.6	132.8	149.2	158.2	172.8	191.5	214.4	235.1	20.8	40.8
Business & Conference	7.8	6.4	8.7	10.9	14.2	16.3	19.1	21.8	24.6	27.4	32.3	34.8	4.9	9.4
Sport	1.5	1.0	1.8	2.0	2.2	2.4	2.5	3.2	3.4	3.5	3.7	4.1	17.1	17.2
Other	5.6	6.7	9.7	17.3	19.1	24.8	27.8	32.9	36.8	43.1	46.7	48.2	4.1	6.9
Cruise ships	0.0	0.0	0.0	0.3	0.9	1.2	1.3	1.6	2.6	3.0	3.0	3.1	0.0	0.1

VISITOR EARNINGS & REMITTANCES REPORT

August 2019

Table 2.

INFLOW OF PRIVATE REMITTANCES

AMOUNTS IN TALA MILLION

Amount in Tala Millions	Aug-17	Aug-18	Sep-18	Oct-18	Nov-18	Dec-18	Jan-19	Feb-19	Mar-19	Apr-19	May-19	Jun-19	Jul-19	Aug-19
By Recipient (Tala Millions)	36.64	48.12	37.37	40.94	41.81	66.29	39.67	40.12	55.63	41.55	48.67	43.15	56.54	53.28
Banknotes	3.75	7.46	7.88	6.70	5.70	12.44	4.19	4.62	5.66	4.04	4.09	2.94	9.47	4.85
Churches, school, Charities	2.78	6.40	1.85	2.87	4.12	5.52	6.40	5.94	11.44	4.91	4.14	4.74	8.18	4.73
Individual/Family/Households	29.14	31.37	25.88	29.80	30.02	45.47	28.28	26.27	31.92	30.09	35.22	28.31	33.00	35.66
In Kind	0.59	0.68	0.57	0.74	0.52	0.68	0.00	1.45	1.67	1.84	1.94	3.12	4.95	6.89
Others	0.38	2.20	1.20	0.83	1.45	2.18	0.81	1.84	4.94	0.68	3.29	4.03	0.93	1.14
By Country (Tala Millions)	36.64	48.12	37.37	40.94	41.81	66.29	39.67	40.12	55.63	41.55	48.67	43.15	56.54	53.28
USA	6.49	9.25	4.93	7.01	8.39	13.53	9.97	8.67	15.59	4.66	6.92	8.60	12.37	9.10
New Zealand	13.75	16.59	15.48	16.36	17.03	27.00	15.33	15.98	19.20	17.78	22.51	18.02	21.64	21.74
Australia	13.58	16.46	13.77	13.39	12.40	20.83	11.99	10.62	16.14	11.09	13.36	12.42	17.67	17.57
American Samoa	1.36	1.73	1.49	1.62	1.63	2.75	1.28	1.47	1.96	1.79	1.97	1.94	2.17	2.20
Others	1.46	4.08	1.71	2.55	2.36	2.18	1.10	3.38	2.75	6.24	3.91	2.16	2.69	2.68
By Channel (%)														
Banks	14.5%	20.9%	11.7%	13.4%	16.4%	14.9%	20.7%	21.0%	32.5%	16.8%	18.0%	22.4%	17.9%	13.5%
Non Banks (1)	85.5%	79.1%	88.3%	86.6%	83.6%	85.1%	79.3%	79.0%	67.5%	83.2%	82.0%	77.6%	82.1%	86.5%
Total Remittances (Tala Millions)	36.64	48.12	37.37	40.94	41.81	66.29	39.67	40.12	55.63	41.55	48.67	43.15	56.54	53.28
First Number of Months up to	2	2	3	4	5	6	7	8	9	10	11	12	1	2
	months	months	months	months	months	months	months	months	months	months	months	months	months	months
Total Remittances (Tala Millions)	70.49	88.67	126.04	166.98	208.79	275.09	314.76	354.88	410.51	452.06	500.74	543.88	56.54	109.82
Percentage Change (over same period last 3 year average (%))	0.5%	25.8%	20.8%	16.7%	14.4%	17.0%	14.5%	13.6%	15.0%	13.4%	11.8%	11.4%	39.4%	23.9%
5 year average (%)	-3.0%	1.1%	2.0%	2.7%	3.5%	2.8%	3.6%	3.8%	4.9%	5.1%	5.8%	5.9%	6.7%	9.9%
	-4.9%	0.2%	1.0%	2.2%	2.0%	2.2%	2.2%	2.3%	2.9%	3.3%	3.5%	3.6%	1.0%	3.5%
By Recipient (Tala Millions)														
Banknotes	7.78	15.09	22.97	29.68	35.38	47.82	52.00	56.62	62.28	66.32	70.41	73.35	9.47	14.33
Churches, school, Charities	3.49	8.22	10.07	12.94	17.06	22.58	28.97	34.91	46.36	51.27	55.40	60.14	8.18	12.91
Individual/Family/Households	56.12	60.34	86.22	116.02	146.04	191.51	219.79	246.07	277.99	308.08	343.30	371.61	33.00	68.66
In Kind	1.10	1.27	1.84	2.58	3.09	3.78	3.78	5.22	6.89	8.73	10.67	13.78	4.95	11.84
Others	2.00	3.74	4.94	5.77	7.22	9.40	10.21	12.05	16.99	17.67	20.96	24.99	0.93	2.07
By Country (Tala Millions)														
USA	12.30	16.06	20.99	28.00	36.39	49.92	59.89	68.57	84.15	88.81	95.73	104.33	12.37	21.47
New Zealand	26.77	33.59	49.06	65.43	82.46	109.46	124.79	140.77	159.97	177.75	200.26	218.28	21.64	43.37
Australia	25.17	30.46	44.22	57.62	70.01	90.84	102.83	113.45	129.59	140.67	154.03	166.46	17.67	35.23
American Samoa	2.81	3.39	4.87	6.50	8.13	10.88	12.16	13.63	15.59	17.38	19.36	21.30	2.17	4.37
Others	3.43	5.18	6.89	9.44	11.80	13.99	15.09	18.46	21.21	27.45	31.36	33.52	2.69	5.37

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



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VISITOR EARNINGS & REMITTANCES REPORT August 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.2: 2019/20

August 2019

Visitor Arrivals

Total **visitor arrivals** recorded an increase of 7.2 percent (or 1,168 visitors) to 17,489 visitors over the year but fell by 29.0 percent (or 7,158 visitors) compared to July 2019. The drop over the month was a return to normal level from a significant increase in the previous month pertaining to the Pacific Games.

Contributing to the increase over the year, were various regional meetings and annual events that took place during the month including the Journalists' Meeting, the Fifth Pacific Meteorology Meeting, Twenty-Ninth SPREP meeting as well as Father's Day Commemorations.

Increases were recorded for all of Samoa's main markets for tourists over the same month last year:

- Other Countries (up 529 visitors)
- The USA (up 311 visitors)
- Australia (up 240 visitors)
- American Samoa (up 51 visitors)
- Europe (up 27 visitors)
- New Zealand (up 10 visitors)

By purpose of visit, considerable increases were recorded for those who were here for:

- Visiting Families and Relatives (VFR) (up 761 visitors)
- Business and Conference (up 548 visitors)
- Others (up 284 visitors)

Furthermore, **total visitor arrivals in the first two months of 2019/20** were 18.5 percent higher (to 42,136 people) compared to the same period last

year. By country, total visitors from Other Countries, American Samoa, USA, Australia and Europe all grew by 5,050 visitors, 657 visitors, 568 visitors, 437 visitors and 303 visitors respectively. By purpose, visitors who came for 'Sports', 'Holiday', 'Business and Conference' and 'Others' all expanded by 4,848 visitors, 1,818 visitors, 954 visitors and 86 visitors respectively.

As a result, **total visitor receipts** rose by 5.6 percent (or \$2.6 million) to \$48.8 million over August 2018 but when compared to the previous month, visitor receipts decreased by 27.3 percent (or \$18.3 million).

Underpinning the overall increase in earnings by country were increases in: 'Other Countries' (up \$1.3 million), 'USA' and 'Australia' (both up by \$0.8 million) and 'Europe' (up \$0.02 million). By purpose, increases were also recorded for 'VFR' (up \$2.3 million) and 'Business and Conference' (up \$1.9 million) where these outweighed the reductions in visitors that were here for 'Holiday' (down \$1.3 million) while 'Sports' and 'Others' categories both went down slightly by \$0.1 million each.

Total visitor receipts for the first two months of 2019/2020 edged up by 22.6 percent (or \$21.4 million) over the same period of 2018/19. Largely responsible for this increase were higher visitor earnings from Other Countries (up \$17.8 million), The USA (up \$1.8 million), American Samoa and Australia (both up by \$1.3 million each) and Europe (up \$0.2 million). Proceeds from visitors that were here for 'Sports' (up \$16.2 million), 'Holiday' (up

\$4.7 million, 'Business and Conference' (both up 3.0 million) and 'Others' (up \$0.1 million).

The **tourism price index** was 0.1 percent higher compared to August 2018 due to gains in 'Meals and Drinks', 'Family Obligations' and 'Miscellaneous' sub-indexes.

Private Remittances

Total private remittances improved by 10.7 percent (or \$5.2 million) to \$53.3 million over the year but recorded a 5.8 percent decrease (or \$3.3 million) when compared to the previous month.

Largely underpinning the overall increase in private remittances were transfers from New Zealand (up \$5.2 million), Australia (\$1.1 million) and American Samoa (\$0.5 million) where in terms of recipients, 'In kind' and 'Family & Households' transfers increased by \$6.2 million and \$4.3 million respectively. Partially responsible for the expansion

in private remittances was the strengthening of the USD against the Samoan Tala during the month.

The monthly share of remittances inflows received through Money Transfer Operators (MTO's) increased to 86.5 percent from 79.1 percent over August 2018 while those received through commercial banks fell to 13.5 percent down from 20.9 percent over the year.

The average cost of sending NZD\$200.00 to Samoa decreased to 11.29 percent from 11.84 percent in August 2018 while the average cost of sending AUD\$200.00 to Samoa also fell to 6.97 percent from 7.15 percent last year.

CENTRAL BANK OF SAMOA
03 October 2019

VISITOR EARNINGS & REMITTANCES REPORT

August 2019

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

	Aug-17	Aug-18	Sep-18	Oct-18	Nov-18	Dec-18	Jan-19	Feb-19	Mar-19	Apr-19	May-19	Jun-19	Jul-19	Aug-19
Total arrivals (persons)	14,680	16,321	14,843	14,523	11,483	24,021	13,755	9,044	11,163	14,413	13,565	16,192	24,647	17,489
Total arrivals incl. cruise ships (1)	14,680	16,321	14,843	16,400	15,638	26,380	14,255	11,224	17,893	16,932	13,837	16,465	24,921	17,764
Arrivals, by market (persons)														
American Samoa	2,582	1,907	1,049	1,207	860	2,586	1,116	968	1,089	1,204	1,215	1,683	2,300	1,958
Australia	2,935	3,308	3,616	3,238	2,306	6,990	3,434	1,820	2,481	3,122	3,143	3,444	4,175	3,548
Europe	393	712	493	676	678	542	612	458	716	658	492	406	942	739
New Zealand	6,413	7,775	7,215	6,869	5,252	11,016	6,290	3,645	4,400	6,887	5,742	6,695	8,898	7,785
USA	831	1,080	878	1,022	908	1,424	862	594	981	827	962	1,618	2,123	1,391
Other Countries	1,526	1,539	1,592	1,511	1,479	1,463	1,441	1,559	1,496	1,715	2,011	2,346	6,209	2,068
Cruise ships	0	0	0	1,877	4,155	2,359	500	2,180	6,730	2,519	272	273	274	275
Arrivals, by purpose (persons)														
Holiday	6,705	7,851	6,966	6,788	4,217	9,355	4,855	2,263	3,938	5,633	4,012	7,044	8,149	7,484
VFR	4,465	5,606	5,086	4,747	4,338	11,573	5,583	3,455	5,078	6,010	5,629	6,380	6,602	6,367
Business & Conference	1,306	765	740	815	912	615	759	780	775	768	1,611	780	2,020	1,313
Sport	315	123	241	85	132	84	20	325	56	45	63	225	5,129	65
Other	1,889	1,976	1,810	2,088	1,884	2,394	2,538	2,221	1,316	1,957	2,250	1,763	2,747	2,260
Cruise ships	0	0	0	1,877	4,155	2,359	500	2,180	6,730	2,519	272	273	274	275
Total earnings (tala million)	38.52	46.15	43.07	42.68	36.67	70.75	35.62	23.92	32.98	43.81	45.58	44.50	67.10	48.76
Earnings, by market (tala million)														
American Samoa	4.54	3.54	1.77	1.67	1.55	6.42	2.39	1.05	2.32	3.41	4.06	3.72	5.32	3.36
Australia	9.70	11.40	11.51	12.55	10.49	24.46	10.40	6.78	8.98	11.13	10.23	10.88	10.78	12.15
Europe	0.46	0.84	0.48	0.58	0.92	0.82	0.60	0.41	0.98	0.76	0.48	0.33	0.71	0.86
New Zealand	18.72	23.86	21.69	21.39	17.15	29.58	16.26	9.31	12.58	21.36	20.80	16.45	22.54	23.79
USA	1.72	2.39	3.41	2.26	2.35	4.24	2.08	3.82	1.59	2.61	4.62	6.29	3.18	3.18
Other Countries	3.38	4.12	4.20	4.21	4.22	5.24	3.90	4.33	4.30	5.56	7.40	8.50	21.46	5.41
Cruise ships	0.00	0.00	0.00	0.28	0.61	0.33	0.07	0.32	1.01	0.36	0.04	0.04	0.04	0.04
Earnings, by purpose (tala million)														
Holiday	18.37	22.53	21.31	16.16	10.46	26.56	13.45	6.28	11.53	15.93	13.89	19.44	20.32	21.21
VFR	13.25	17.77	15.56	16.62	20.80	36.27	16.35	9.07	14.54	18.67	22.91	20.73	20.78	20.05
Business & Conference	4.35	2.66	2.35	2.18	3.28	2.10	2.75	2.79	2.77	2.79	4.94	2.43	4.86	4.52
Sport	0.64	0.26	0.81	0.18	0.26	0.19	0.06	0.69	0.20	0.13	0.23	0.39	17.07	0.14
Other	1.91	2.93	3.04	7.54	1.87	5.63	3.01	5.09	3.94	6.29	3.62	1.51	4.07	2.84
Cruise ships	0.00	0.00	0.00	0.28	0.61	0.33	0.07	0.32	1.01	0.36	0.04	0.04	0.04	0.04
Average expenditure (tala, per person)	2,624	2,828	2,902	2,939	3,194	2,945	2,590	2,645	2,955	3,040	3,360	2,748	2,722	2,788
Tourism Price Index	146.6	152.1	151.2	151.1	148.7	148.5	146.7	147.4	149.2	148.6	149.9	150.5	152.1	152.2
First Number of Months up to	2 months	2 months	3 months	4 months	5 months	6 months	7 months	8 months	9 months	10 months	11 months	12 months	1 months	2 months
Total Visitor Arrivals (persons)	33,072	35,562	50,405	64,928	76,411	100,432	114,187	123,231	134,394	148,807	162,372	178,564	24,647	42,136
Over the past year (%)	15.0%	7.5%	9.2%	11.2%	8.4%	10.1%	9.9%	10.7%	9.2%	11.2%	10.5%	9.3%	28.1%	18.5%
Past 3 year average	4.0%	6.0%	5.2%	5.1%	5.1%	5.4%	5.3%	4.9%	5.2%	5.1%	5.1%	5.4%	5.9%	6.1%
Past 5 year average	2.6%	5.5%	5.0%	4.9%	5.0%	5.1%	5.3%	5.1%	5.3%	5.1%	5.3%	5.3%	8.1%	7.7%
Arrivals, by market (persons)														
American Samoa	5,339	3,601	4,650	5,857	6,717	9,303	10,419	11,387	12,476	13,680	14,895	16,578	2,300	4,258
Australia	6,442	7,286	10,902	14,140	16,446	23,436	26,870	28,690	31,171	34,293	37,436	40,880	4,175	7,723
Europe	851	1,378	1,871	2,547	3,225	3,767	4,379	4,637	5,553	6,211	6,703	7,109	942	1,681
New Zealand	14,759	17,124	24,339	31,208	36,460	47,476	53,766	57,411	61,811	68,698	74,440	81,135	8,898	16,683
USA	2,329	2,946	3,824	4,846	5,754	7,178	8,040	8,634	9,615	10,442	11,404	13,022	2,123	3,514
Other Countries	3,352	3,227	4,819	6,330	7,809	9,272	10,713	12,272	13,768	15,483	17,494	19,840	6,209	8,277
Cruise ships	0	0	0	1,877	6,032	8,391	8,891	11,071	17,801	20,320	20,592	20,865	274	549
Arrivals, by purpose (persons)														
Holiday	14,580	13,815	20,781	27,569	31,786	41,141	45,996	48,259	52,197	57,830	61,842	68,886	8,149	15,633
VFR	9,778	14,101	19,187	23,934	28,272	39,845	45,428	48,883	53,961	59,971	65,600	71,980	6,602	12,969
Business & Conference	2,785	2,379	3,119	3,934	4,846	5,461	6,220	7,000	7,775	8,543	10,154	10,934	2,020	3,333
Sport	596	346	587	672	804	888	908	1,233	1,289	1,334	1,397	1,622	5,129	5,194
Other	5,333	4,921	6,731	8,819	10,703	13,097	15,635	17,856	19,172	21,129	23,379	25,142	2,747	5,007
Cruise ships	17,855	0	0	0	0	0	0	0	0	0	0	0	0	0
Total Visitor Earnings (tala million)	81.4	94.5	137.5	180.2	216.9	287.6	323.3	347.2	380.2	423.99	469.57	514.07	67.10	115.86
Over the past year (%)	16.6%	16.1%	17.9%	18.9%	14.8%	16.0%	15.4%	15.3%	13.4%	15.8%	14.5%	13.2%	38.9%	22.6%
Past 3 year average	1.9%	5.1%	5.0%	6.0%	6.5%	7.1%	5.3%	4.0%	12.0%	4.7%	8.4%	13.1%	8.4%	9.9%
Past 5 year average	7.2%	8.5%	5.4%	7.4%	8.2%	7.8%	8.4%	6.1%	10.6%	3.9%	10.4%	9.4%	10.5%	10.1%
Earnings, by market (tala million)														
American Samoa	9.5	7.4	9.1	10.8	12.4	18.8	21.2	22.2	24.5	27.9	32.0	35.7	5.3	8.7
Australia	18.3	21.6	33.1	45.7	56.2	80.6	91.0	97.8	106.8	117.9	128.2	139.0	10.8	22.9
Europe	0.8	1.3	1.8	2.4	3.3	4.1	4.7	5.2	6.1	6.9	7.4	7.7	0.7	1.6
New Zealand	38.8	47.4	69.1	90.5	107.7	137.2	153.5	162.8	175.4	196.7	217.5	234.0	22.5	46.3
USA	5.9	7.7	11.1	13.4	15.7	19.9	22.0	24.1	27.9	29.5	32.1	36.7	6.3	9.5
Other Countries	8.0	9.1	13.3	17.5	21.7	26.9	30.8	35.2	39.5	45.0	52.4	60.9	21.5	26.9
Cruise ships	0.0	0.0	0.0	0.3	0.9	1.2	1.3	1.6	2.6	3.0	3.0	3.1	0.0	0.1
Earnings, by purpose (tala million)														
Holiday	37.4	36.9	58.2	74.3	84.8	111.3	124.8	131.1	142.6	158.5	172.4	191.9	20.3	41.5
VFR	29.0	43.6	59.1	75.8	96.6	132.8	149.2	158.2	172.8	191.5	214.4	235.1	20.8	40.8
Business & Conference	7.8	6.4	8.7	10.9	14.2	16.3	19.1	21.8	24.6	27.4	32.3	34.8	4.9	9.4
Sport	1.5	1.0	1.8	2.0	2.2	2.4	2.5	3.2	3.4	3.5	3.7	4.1	17.1	17.2
Other	5.6	6.7	9.7	17.3	19.1	24.8	27.8	32.9	36.8	43.1	46.7	48.2	4.1	6.9
Cruise ships	0.0	0.0	0.0	0.3	0.9	1.2	1.3	1.6	2.6	3.0	3.0	3.1	0.0	0.1

VISITOR EARNINGS & REMITTANCES REPORT

August 2019

Table 2.

INFLOW OF PRIVATE REMITTANCES

AMOUNTS IN TALA MILLION

Amount in Tala Millions	Aug-17	Aug-18	Sep-18	Oct-18	Nov-18	Dec-18	Jan-19	Feb-19	Mar-19	Apr-19	May-19	Jun-19	Jul-19	Aug-19
By Recipient (Tala Millions)	36.64	48.12	37.37	40.94	41.81	66.29	39.67	40.12	55.63	41.55	48.67	43.15	56.54	53.28
Banknotes	3.75	7.46	7.88	6.70	5.70	12.44	4.19	4.62	5.66	4.04	4.09	2.94	9.47	4.85
Churches, school, Charities	2.78	6.40	1.85	2.87	4.12	5.52	6.40	5.94	11.44	4.91	4.14	4.74	8.18	4.73
Individual/Family/Households	29.14	31.37	25.88	29.80	30.02	45.47	28.28	26.27	31.92	30.09	35.22	28.31	33.00	35.66
In Kind	0.59	0.68	0.57	0.74	0.52	0.68	0.00	1.45	1.67	1.84	1.94	3.12	4.95	6.89
Others	0.38	2.20	1.20	0.83	1.45	2.18	0.81	1.84	4.94	0.68	3.29	4.03	0.93	1.14
By Country (Tala Millions)	36.64	48.12	37.37	40.94	41.81	66.29	39.67	40.12	55.63	41.55	48.67	43.15	56.54	53.28
USA	6.49	9.25	4.93	7.01	8.39	13.53	9.97	8.67	15.59	4.66	6.92	8.60	12.37	9.10
New Zealand	13.75	16.59	15.48	16.36	17.03	27.00	15.33	15.98	19.20	17.78	22.51	18.02	21.64	21.74
Australia	13.58	16.46	13.77	13.39	12.40	20.83	11.99	10.62	16.14	11.09	13.36	12.42	17.67	17.57
American Samoa	1.36	1.73	1.49	1.62	1.63	2.75	1.28	1.47	1.96	1.79	1.97	1.94	2.17	2.20
Others	1.46	4.08	1.71	2.55	2.36	2.18	1.10	3.38	2.75	6.24	3.91	2.16	2.69	2.68
By Channel (%)														
Banks	14.5%	20.9%	11.7%	13.4%	16.4%	14.9%	20.7%	21.0%	32.5%	16.8%	18.0%	22.4%	17.9%	13.5%
Non Banks (1)	85.5%	79.1%	88.3%	86.6%	83.6%	85.1%	79.3%	79.0%	67.5%	83.2%	82.0%	77.6%	82.1%	86.5%
Total Remittances (Tala Millions)	36.64	48.12	37.37	40.94	41.81	66.29	39.67	40.12	55.63	41.55	48.67	43.15	56.54	53.28
First Number of Months up to	2	2	3	4	5	6	7	8	9	10	11	12	1	2
	months	months	months	months	months	months	months	months	months	months	months	months	months	months
Total Remittances (Tala Millions)	70.49	88.67	126.04	166.98	208.79	275.09	314.76	354.88	410.51	452.06	500.74	543.88	56.54	109.82
Percentage Change (over same period last 3 year average (%))	0.5%	25.8%	20.8%	16.7%	14.4%	17.0%	14.5%	13.6%	15.0%	13.4%	11.8%	11.4%	39.4%	23.9%
5 year average (%)	-3.0%	1.1%	2.0%	2.7%	3.5%	2.8%	3.6%	3.8%	4.9%	5.1%	5.8%	5.9%	6.7%	9.9%
	-4.9%	0.2%	1.0%	2.2%	2.0%	2.2%	2.2%	2.3%	2.9%	3.3%	3.5%	3.6%	1.0%	3.5%
By Recipient (Tala Millions)														
Banknotes	7.78	15.09	22.97	29.68	35.38	47.82	52.00	56.62	62.28	66.32	70.41	73.35	9.47	14.33
Churches, school, Charities	3.49	8.22	10.07	12.94	17.06	22.58	28.97	34.91	46.36	51.27	55.40	60.14	8.18	12.91
Individual/Family/Households	56.12	60.34	86.22	116.02	146.04	191.51	219.79	246.07	277.99	308.08	343.30	371.61	33.00	68.66
In Kind	1.10	1.27	1.84	2.58	3.09	3.78	3.78	5.22	6.89	8.73	10.67	13.78	4.95	11.84
Others	2.00	3.74	4.94	5.77	7.22	9.40	10.21	12.05	16.99	17.67	20.96	24.99	0.93	2.07
By Country (Tala Millions)														
USA	12.30	16.06	20.99	28.00	36.39	49.92	59.89	68.57	84.15	88.81	95.73	104.33	12.37	21.47
New Zealand	26.77	33.59	49.06	65.43	82.46	109.46	124.79	140.77	159.97	177.75	200.26	218.28	21.64	43.37
Australia	25.17	30.46	44.22	57.62	70.01	90.84	102.83	113.45	129.59	140.67	154.03	166.46	17.67	35.23
American Samoa	2.81	3.39	4.87	6.50	8.13	10.88	12.16	13.63	15.59	17.38	19.36	21.30	2.17	4.37
Others	3.43	5.18	6.89	9.44	11.80	13.99	15.09	18.46	21.21	27.45	31.36	33.52	2.69	5.37

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



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VISITOR EARNINGS & REMITTANCES REPORT

August 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.2: 2019/20

August 2019

Visitor Arrivals

Total **visitor arrivals** recorded an increase of 7.2 percent (or 1,168 visitors) to 17,489 visitors over the year but fell by 29.0 percent (or 7,158 visitors) compared to July 2019. The drop over the month was a return to normal level from a significant increase in the previous month pertaining to the Pacific Games.

Contributing to the increase over the year, were various regional meetings and annual events that took place during the month including the Journalists' Meeting, the Fifth Pacific Meteorology Meeting, Twenty-Ninth SPREP meeting as well as Father's Day Commemorations.

Increases were recorded for all of Samoa's main markets for tourists over the same month last year:

- Other Countries (up 529 visitors)
- The USA (up 311 visitors)
- Australia (up 240 visitors)
- American Samoa (up 51 visitors)
- Europe (up 27 visitors)
- New Zealand (up 10 visitors)

By purpose of visit, considerable increases were recorded for those who were here for:

- Visiting Families and Relatives (VFR) (up 761 visitors)
- Business and Conference (up 548 visitors)
- Others (up 284 visitors)

Furthermore, **total visitor arrivals in the first two months of 2019/20** were 18.5 percent higher (to 42,136 people) compared to the same period last

year. By country, total visitors from Other Countries, American Samoa, USA, Australia and Europe all grew by 5,050 visitors, 657 visitors, 568 visitors, 437 visitors and 303 visitors respectively. By purpose, visitors who came for 'Sports', 'Holiday', 'Business and Conference' and 'Others' all expanded by 4,848 visitors, 1,818 visitors, 954 visitors and 86 visitors respectively.

As a result, **total visitor receipts** rose by 5.6 percent (or \$2.6 million) to \$48.8 million over August 2018 but when compared to the previous month, visitor receipts decreased by 27.3 percent (or \$18.3 million).

Underpinning the overall increase in earnings by country were increases in: 'Other Countries' (up \$1.3 million), 'USA' and 'Australia' (both up by \$0.8 million) and 'Europe' (up \$0.02 million). By purpose, increases were also recorded for 'VFR' (up \$2.3 million) and 'Business and Conference' (up \$1.9 million) where these outweighed the reductions in visitors that were here for 'Holiday' (down \$1.3 million) while 'Sports' and 'Others' categories both went down slightly by \$0.1 million each.

Total visitor receipts for the first two months of 2019/2020 edged up by 22.6 percent (or \$21.4 million) over the same period of 2018/19. Largely responsible for this increase were higher visitor earnings from Other Countries (up \$17.8 million), The USA (up \$1.8 million), American Samoa and Australia (both up by \$1.3 million each) and Europe (up \$0.2 million). Proceeds from visitors that were here for 'Sports' (up \$16.2 million), 'Holiday' (up

\$4.7 million, 'Business and Conference' (both up 3.0 million) and 'Others' (up \$0.1 million).

The **tourism price index** was 0.1 percent higher compared to August 2018 due to gains in 'Meals and Drinks', 'Family Obligations' and 'Miscellaneous' sub-indexes.

Private Remittances

Total private remittances improved by 10.7 percent (or \$5.2 million) to \$53.3 million over the year but recorded a 5.8 percent decrease (or \$3.3 million) when compared to the previous month.

Largely underpinning the overall increase in private remittances were transfers from New Zealand (up \$5.2 million), Australia (\$1.1 million) and American Samoa (\$0.5 million) where in terms of recipients, 'In kind' and 'Family & Households' transfers increased by \$6.2 million and \$4.3 million respectively. Partially responsible for the expansion

in private remittances was the strengthening of the USD against the Samoan Tala during the month.

The monthly share of remittances inflows received through Money Transfer Operators (MTO's) increased to 86.5 percent from 79.1 percent over August 2018 while those received through commercial banks fell to 13.5 percent down from 20.9 percent over the year.

The average cost of sending NZD\$200.00 to Samoa decreased to 11.29 percent from 11.84 percent in August 2018 while the average cost of sending AUD\$200.00 to Samoa also fell to 6.97 percent from 7.15 percent last year.

CENTRAL BANK OF SAMOA
03 October 2019

VISITOR EARNINGS & REMITTANCES REPORT

August 2019

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

	Aug-17	Aug-18	Sep-18	Oct-18	Nov-18	Dec-18	Jan-19	Feb-19	Mar-19	Apr-19	May-19	Jun-19	Jul-19	Aug-19
Total arrivals (persons)	14,680	16,321	14,843	14,523	11,483	24,021	13,755	9,044	11,163	14,413	13,565	16,192	24,647	17,489
Total arrivals incl. cruise ships (1)	14,680	16,321	14,843	16,400	15,638	26,380	14,255	11,224	17,893	16,932	13,837	16,465	24,921	17,764
Arrivals, by market (persons)														
American Samoa	2,582	1,907	1,049	1,207	860	2,586	1,116	968	1,089	1,204	1,215	1,683	2,300	1,958
Australia	2,935	3,308	3,616	3,238	2,306	6,990	3,434	1,820	2,481	3,122	3,143	3,444	4,175	3,548
Europe	393	712	493	676	678	542	612	458	716	658	492	406	942	739
New Zealand	6,413	7,775	7,215	6,869	5,252	11,016	6,290	3,645	4,400	6,887	5,742	6,695	8,898	7,785
USA	831	1,080	878	1,022	908	1,424	862	594	981	827	962	1,618	2,123	1,391
Other Countries	1,526	1,539	1,592	1,511	1,479	1,463	1,441	1,559	1,496	1,715	2,011	2,346	6,209	2,068
Cruise ships	0	0	0	1,877	4,155	2,359	500	2,180	6,730	2,519	272	273	274	275
Arrivals, by purpose (persons)														
Holiday	6,705	7,851	6,966	6,788	4,217	9,355	4,855	2,263	3,938	5,633	4,012	7,044	8,149	7,484
VFR	4,465	5,606	5,086	4,747	4,338	11,573	5,583	3,455	5,078	6,010	5,629	6,380	6,602	6,367
Business & Conference	1,306	765	740	815	912	615	759	780	775	768	1,611	780	2,020	1,313
Sport	315	123	241	85	132	84	20	325	56	45	63	225	5,129	65
Other	1,889	1,976	1,810	2,088	1,884	2,394	2,538	2,221	1,316	1,957	2,250	1,763	2,747	2,260
Cruise ships	0	0	0	1,877	4,155	2,359	500	2,180	6,730	2,519	272	273	274	275
Total earnings (tala million)	38.52	46.15	43.07	42.68	36.67	70.75	35.62	23.92	32.98	43.81	45.58	44.50	67.10	48.76
Earnings, by market (tala million)														
American Samoa	4.54	3.54	1.77	1.67	1.55	6.42	2.39	1.05	2.32	3.41	4.06	3.72	5.32	3.36
Australia	9.70	11.40	11.51	12.55	10.49	24.46	10.40	6.78	8.98	11.13	10.23	10.88	10.78	12.15
Europe	0.46	0.84	0.48	0.58	0.92	0.82	0.60	0.41	0.98	0.76	0.48	0.33	0.71	0.86
New Zealand	18.72	23.86	21.69	21.39	17.15	29.58	16.26	9.31	12.58	21.36	20.80	16.45	22.54	23.79
USA	1.72	2.39	3.41	2.26	2.35	4.24	2.08	3.82	1.59	2.61	4.62	6.29	3.18	3.18
Other Countries	3.38	4.12	4.20	4.21	4.22	5.24	3.90	4.33	4.30	5.56	7.40	8.50	21.46	5.41
Cruise ships	0.00	0.00	0.00	0.28	0.61	0.33	0.07	0.32	1.01	0.36	0.04	0.04	0.04	0.04
Earnings, by purpose (tala million)														
Holiday	18.37	22.53	21.31	16.16	10.46	26.56	13.45	6.28	11.53	15.93	13.89	19.44	20.32	21.21
VFR	13.25	17.77	15.56	16.62	20.80	36.27	16.35	9.07	14.54	18.67	22.91	20.73	20.78	20.05
Business & Conference	4.35	2.66	2.35	2.18	3.28	2.10	2.75	2.79	2.77	2.79	4.94	2.43	4.86	4.52
Sport	0.64	0.26	0.81	0.18	0.26	0.19	0.06	0.69	0.20	0.13	0.23	0.39	17.07	0.14
Other	1.91	2.93	3.04	7.54	1.87	5.63	3.01	5.09	3.94	6.29	3.62	1.51	4.07	2.84
Cruise ships	0.00	0.00	0.00	0.28	0.61	0.33	0.07	0.32	1.01	0.36	0.04	0.04	0.04	0.04
Average expenditure (tala, per person)	2,624	2,828	2,902	2,939	3,194	2,945	2,590	2,645	2,955	3,040	3,360	2,748	2,722	2,788
Tourism Price Index	146.6	152.1	151.2	151.1	148.7	148.5	146.7	147.4	149.2	148.6	149.9	150.5	152.1	152.2
First Number of Months up to	2 months	2 months	3 months	4 months	5 months	6 months	7 months	8 months	9 months	10 months	11 months	12 months	1 months	2 months
Total Visitor Arrivals (persons)	33,072	35,562	50,405	64,928	76,411	100,432	114,187	123,231	134,394	148,807	162,372	178,564	24,647	42,136
Over the past year (%)	15.0%	7.5%	9.2%	11.2%	8.4%	10.1%	9.9%	10.7%	9.2%	11.2%	10.5%	9.3%	28.1%	18.5%
Past 3 year average	4.0%	6.0%	5.2%	5.1%	5.1%	5.4%	5.3%	4.9%	5.2%	5.1%	5.1%	5.4%	5.9%	6.1%
Past 5 year average	2.6%	5.5%	5.0%	4.9%	5.0%	5.1%	5.3%	5.1%	5.3%	5.1%	5.3%	5.3%	8.1%	7.7%
Arrivals, by market (persons)														
American Samoa	5,339	3,601	4,650	5,857	6,717	9,303	10,419	11,387	12,476	13,680	14,895	16,578	2,300	4,258
Australia	6,442	7,286	10,902	14,140	16,446	23,436	26,870	28,690	31,171	34,293	37,436	40,880	4,175	7,723
Europe	851	1,378	1,871	2,547	3,225	3,767	4,379	4,637	5,553	6,211	6,703	7,109	942	1,681
New Zealand	14,759	17,124	24,339	31,208	36,460	47,476	53,766	57,411	61,811	68,698	74,440	81,135	8,898	16,683
USA	2,329	2,946	3,824	4,846	5,754	7,178	8,040	8,634	9,615	10,442	11,404	13,022	2,123	3,514
Other Countries	3,352	3,227	4,819	6,330	7,809	9,272	10,713	12,272	13,768	15,483	17,494	19,840	6,209	8,277
Cruise ships	0	0	0	1,877	6,032	8,391	8,891	11,071	17,801	20,320	20,592	20,865	274	549
Arrivals, by purpose (persons)														
Holiday	14,580	13,815	20,781	27,569	31,786	41,141	45,996	48,259	52,197	57,830	61,842	68,886	8,149	15,633
VFR	9,778	14,101	19,187	23,934	28,272	39,845	45,428	48,883	53,961	59,971	65,600	71,980	6,602	12,969
Business & Conference	2,785	2,379	3,119	3,934	4,846	5,461	6,220	7,000	7,775	8,543	10,154	10,934	2,020	3,333
Sport	596	346	587	672	804	888	908	1,233	1,289	1,334	1,397	1,622	5,129	5,194
Other	5,333	4,921	6,731	8,819	10,703	13,097	15,635	17,856	19,172	21,129	23,379	25,142	2,747	5,007
Cruise ships	17,855	0	0	0	0	0	0	0	0	0	0	0	0	0
Total Visitor Earnings (tala million)	81.4	94.5	137.5	180.2	216.9	287.6	323.3	347.2	380.2	423.99	469.57	514.07	67.10	115.86
Over the past year (%)	16.6%	16.1%	17.9%	18.9%	14.8%	16.0%	15.4%	15.3%	13.4%	15.8%	14.5%	13.2%	38.9%	22.6%
Past 3 year average	1.9%	5.1%	5.0%	6.0%	6.5%	7.1%	5.3%	4.0%	12.0%	4.7%	8.4%	13.1%	8.4%	9.9%
Past 5 year average	7.2%	8.5%	5.4%	7.4%	8.2%	7.8%	8.4%	6.1%	10.6%	3.9%	10.4%	9.4%	10.5%	10.1%
Earnings, by market (tala million)														
American Samoa	9.5	7.4	9.1	10.8	12.4	18.8	21.2	22.2	24.5	27.9	32.0	35.7	5.3	8.7
Australia	18.3	21.6	33.1	45.7	56.2	80.6	91.0	97.8	106.8	117.9	128.2	139.0	10.8	22.9
Europe	0.8	1.3	1.8	2.4	3.3	4.1	4.7	5.2	6.1	6.9	7.4	7.7	0.7	1.6
New Zealand	38.8	47.4	69.1	90.5	107.7	137.2	153.5	162.8	175.4	196.7	217.5	234.0	22.5	46.3
USA	5.9	7.7	11.1	13.4	15.7	19.9	22.0	24.1	27.9	29.5	32.1	36.7	6.3	9.5
Other Countries	8.0	9.1	13.3	17.5	21.7	26.9	30.8	35.2	39.5	45.0	52.4	60.9	21.5	26.9
Cruise ships	0.0	0.0	0.0	0.3	0.9	1.2	1.3	1.6	2.6	3.0	3.0	3.1	0.0	0.1
Earnings, by purpose (tala million)														
Holiday	37.4	36.9	58.2	74.3	84.8	111.3	124.8	131.1	142.6	158.5	172.4	191.9	20.3	41.5
VFR	29.0	43.6	59.1	75.8	96.6	132.8	149.2	158.2	172.8	191.5	214.4	235.1	20.8	40.8
Business & Conference	7.8	6.4	8.7	10.9	14.2	16.3	19.1	21.8	24.6	27.4	32.3	34.8	4.9	9.4
Sport	1.5	1.0	1.8	2.0	2.2	2.4	2.5	3.2	3.4	3.5	3.7	4.1	17.1	17.2
Other	5.6	6.7	9.7	17.3	19.1	24.8	27.8	32.9	36.8	43.1	46.7	48.2	4.1	6.9
Cruise ships	0.0	0.0	0.0	0.3	0.9	1.2	1.3	1.6	2.6	3.0	3.0	3.1	0.0	0.1

VISITOR EARNINGS & REMITTANCES REPORT

August 2019

Table 2.

INFLOW OF PRIVATE REMITTANCES

AMOUNTS IN TALA MILLION

Amount in Tala Millions	Aug-17	Aug-18	Sep-18	Oct-18	Nov-18	Dec-18	Jan-19	Feb-19	Mar-19	Apr-19	May-19	Jun-19	Jul-19	Aug-19
By Recipient (Tala Millions)	36.64	48.12	37.37	40.94	41.81	66.29	39.67	40.12	55.63	41.55	48.67	43.15	56.54	53.28
Banknotes	3.75	7.46	7.88	6.70	5.70	12.44	4.19	4.62	5.66	4.04	4.09	2.94	9.47	4.85
Churches, school, Charities	2.78	6.40	1.85	2.87	4.12	5.52	6.40	5.94	11.44	4.91	4.14	4.74	8.18	4.73
Individual/Family/Households	29.14	31.37	25.88	29.80	30.02	45.47	28.28	26.27	31.92	30.09	35.22	28.31	33.00	35.66
In Kind	0.59	0.68	0.57	0.74	0.52	0.68	0.00	1.45	1.67	1.84	1.94	3.12	4.95	6.89
Others	0.38	2.20	1.20	0.83	1.45	2.18	0.81	1.84	4.94	0.68	3.29	4.03	0.93	1.14
By Country (Tala Millions)	36.64	48.12	37.37	40.94	41.81	66.29	39.67	40.12	55.63	41.55	48.67	43.15	56.54	53.28
USA	6.49	9.25	4.93	7.01	8.39	13.53	9.97	8.67	15.59	4.66	6.92	8.60	12.37	9.10
New Zealand	13.75	16.59	15.48	16.36	17.03	27.00	15.33	15.98	19.20	17.78	22.51	18.02	21.64	21.74
Australia	13.58	16.46	13.77	13.39	12.40	20.83	11.99	10.62	16.14	11.09	13.36	12.42	17.67	17.57
American Samoa	1.36	1.73	1.49	1.62	1.63	2.75	1.28	1.47	1.96	1.79	1.97	1.94	2.17	2.20
Others	1.46	4.08	1.71	2.55	2.36	2.18	1.10	3.38	2.75	6.24	3.91	2.16	2.69	2.68
By Channel (%)														
Banks	14.5%	20.9%	11.7%	13.4%	16.4%	14.9%	20.7%	21.0%	32.5%	16.8%	18.0%	22.4%	17.9%	13.5%
Non Banks (1)	85.5%	79.1%	88.3%	86.6%	83.6%	85.1%	79.3%	79.0%	67.5%	83.2%	82.0%	77.6%	82.1%	86.5%
Total Remittances (Tala Millions)	36.64	48.12	37.37	40.94	41.81	66.29	39.67	40.12	55.63	41.55	48.67	43.15	56.54	53.28
First Number of Months up to	2	2	3	4	5	6	7	8	9	10	11	12	1	2
	months	months	months	months	months	months	months	months	months	months	months	months	months	months
Total Remittances (Tala Millions)	70.49	88.67	126.04	166.98	208.79	275.09	314.76	354.88	410.51	452.06	500.74	543.88	56.54	109.82
Percentage Change (over same period last 3 year average (%))	0.5%	25.8%	20.8%	16.7%	14.4%	17.0%	14.5%	13.6%	15.0%	13.4%	11.8%	11.4%	39.4%	23.9%
5 year average (%)	-3.0%	1.1%	2.0%	2.7%	3.5%	2.8%	3.6%	3.8%	4.9%	5.1%	5.8%	5.9%	6.7%	9.9%
	-4.9%	0.2%	1.0%	2.2%	2.0%	2.2%	2.2%	2.3%	2.9%	3.3%	3.5%	3.6%	1.0%	3.5%
By Recipient (Tala Millions)														
Banknotes	7.78	15.09	22.97	29.68	35.38	47.82	52.00	56.62	62.28	66.32	70.41	73.35	9.47	14.33
Churches, school, Charities	3.49	8.22	10.07	12.94	17.06	22.58	28.97	34.91	46.36	51.27	55.40	60.14	8.18	12.91
Individual/Family/Households	56.12	60.34	86.22	116.02	146.04	191.51	219.79	246.07	277.99	308.08	343.30	371.61	33.00	68.66
In Kind	1.10	1.27	1.84	2.58	3.09	3.78	3.78	5.22	6.89	8.73	10.67	13.78	4.95	11.84
Others	2.00	3.74	4.94	5.77	7.22	9.40	10.21	12.05	16.99	17.67	20.96	24.99	0.93	2.07
By Country (Tala Millions)														
USA	12.30	16.06	20.99	28.00	36.39	49.92	59.89	68.57	84.15	88.81	95.73	104.33	12.37	21.47
New Zealand	26.77	33.59	49.06	65.43	82.46	109.46	124.79	140.77	159.97	177.75	200.26	218.28	21.64	43.37
Australia	25.17	30.46	44.22	57.62	70.01	90.84	102.83	113.45	129.59	140.67	154.03	166.46	17.67	35.23
American Samoa	2.81	3.39	4.87	6.50	8.13	10.88	12.16	13.63	15.59	17.38	19.36	21.30	2.17	4.37
Others	3.43	5.18	6.89	9.44	11.80	13.99	15.09	18.46	21.21	27.45	31.36	33.52	2.69	5.37

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



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VISITOR EARNINGS & REMITTANCES REPORT

August 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.2: 2019/20

August 2019

Visitor Arrivals

Total **visitor arrivals** recorded an increase of 7.2 percent (or 1,168 visitors) to 17,489 visitors over the year but fell by 29.0 percent (or 7,158 visitors) compared to July 2019. The drop over the month was a return to normal level from a significant increase in the previous month pertaining to the Pacific Games.

Contributing to the increase over the year, were various regional meetings and annual events that took place during the month including the Journalists' Meeting, the Fifth Pacific Meteorology Meeting, Twenty-Ninth SPREP meeting as well as Father's Day Commemorations.

Increases were recorded for all of Samoa's main markets for tourists over the same month last year:

- Other Countries (up 529 visitors)
- The USA (up 311 visitors)
- Australia (up 240 visitors)
- American Samoa (up 51 visitors)
- Europe (up 27 visitors)
- New Zealand (up 10 visitors)

By purpose of visit, considerable increases were recorded for those who were here for:

- Visiting Families and Relatives (VFR) (up 761 visitors)
- Business and Conference (up 548 visitors)
- Others (up 284 visitors)

Furthermore, **total visitor arrivals in the first two months of 2019/20** were 18.5 percent higher (to 42,136 people) compared to the same period last

year. By country, total visitors from Other Countries, American Samoa, USA, Australia and Europe all grew by 5,050 visitors, 657 visitors, 568 visitors, 437 visitors and 303 visitors respectively. By purpose, visitors who came for 'Sports', 'Holiday', 'Business and Conference' and 'Others' all expanded by 4,848 visitors, 1,818 visitors, 954 visitors and 86 visitors respectively.

As a result, **total visitor receipts** rose by 5.6 percent (or \$2.6 million) to \$48.8 million over August 2018 but when compared to the previous month, visitor receipts decreased by 27.3 percent (or \$18.3 million).

Underpinning the overall increase in earnings by country were increases in: 'Other Countries' (up \$1.3 million), 'USA' and 'Australia' (both up by \$0.8 million) and 'Europe' (up \$0.02 million). By purpose, increases were also recorded for 'VFR' (up \$2.3 million) and 'Business and Conference' (up \$1.9 million) where these outweighed the reductions in visitors that were here for 'Holiday' (down \$1.3 million) while 'Sports' and 'Others' categories both went down slightly by \$0.1 million each.

Total visitor receipts for the first two months of 2019/2020 edged up by 22.6 percent (or \$21.4 million) over the same period of 2018/19. Largely responsible for this increase were higher visitor earnings from Other Countries (up \$17.8 million), The USA (up \$1.8 million), American Samoa and Australia (both up by \$1.3 million each) and Europe (up \$0.2 million). Proceeds from visitors that were here for 'Sports' (up \$16.2 million), 'Holiday' (up

\$4.7 million, 'Business and Conference' (both up 3.0 million) and 'Others' (up \$0.1 million).

The **tourism price index** was 0.1 percent higher compared to August 2018 due to gains in 'Meals and Drinks', 'Family Obligations' and 'Miscellaneous' sub-indexes.

Private Remittances

Total private remittances improved by 10.7 percent (or \$5.2 million) to \$53.3 million over the year but recorded a 5.8 percent decrease (or \$3.3 million) when compared to the previous month.

Largely underpinning the overall increase in private remittances were transfers from New Zealand (up \$5.2 million), Australia (\$1.1 million) and American Samoa (\$0.5 million) where in terms of recipients, 'In kind' and 'Family & Households' transfers increased by \$6.2 million and \$4.3 million respectively. Partially responsible for the expansion

in private remittances was the strengthening of the USD against the Samoan Tala during the month.

The monthly share of remittances inflows received through Money Transfer Operators (MTO's) increased to 86.5 percent from 79.1 percent over August 2018 while those received through commercial banks fell to 13.5 percent down from 20.9 percent over the year.

The average cost of sending NZD\$200.00 to Samoa decreased to 11.29 percent from 11.84 percent in August 2018 while the average cost of sending AUD\$200.00 to Samoa also fell to 6.97 percent from 7.15 percent last year.

CENTRAL BANK OF SAMOA
03 October 2019

VISITOR EARNINGS & REMITTANCES REPORT

August 2019

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

	Aug-17	Aug-18	Sep-18	Oct-18	Nov-18	Dec-18	Jan-19	Feb-19	Mar-19	Apr-19	May-19	Jun-19	Jul-19	Aug-19
Total arrivals (persons)	14,680	16,321	14,843	14,523	11,483	24,021	13,755	9,044	11,163	14,413	13,565	16,192	24,647	17,489
Total arrivals incl. cruise ships (1)	14,680	16,321	14,843	16,400	15,638	26,380	14,255	11,224	17,893	16,932	13,837	16,465	24,921	17,764
Arrivals, by market (persons)														
American Samoa	2,582	1,907	1,049	1,207	860	2,586	1,116	968	1,089	1,204	1,215	1,683	2,300	1,958
Australia	2,935	3,308	3,616	3,238	2,306	6,990	3,434	1,820	2,481	3,122	3,143	3,444	4,175	3,548
Europe	393	712	493	676	678	542	612	458	716	658	492	406	942	739
New Zealand	6,413	7,775	7,215	6,869	5,252	11,016	6,290	3,645	4,400	6,887	5,742	6,695	8,898	7,785
USA	831	1,080	878	1,022	908	1,424	862	594	981	827	962	1,618	2,123	1,391
Other Countries	1,526	1,539	1,592	1,511	1,479	1,463	1,441	1,559	1,496	1,715	2,011	2,346	6,209	2,068
Cruise ships	0	0	0	1,877	4,155	2,359	500	2,180	6,730	2,519	272	273	274	275
Arrivals, by purpose (persons)														
Holiday	6,705	7,851	6,966	6,788	4,217	9,355	4,855	2,263	3,938	5,633	4,012	7,044	8,149	7,484
VFR	4,465	5,606	5,086	4,747	4,338	11,573	5,583	3,455	5,078	6,010	5,629	6,380	6,602	6,367
Business & Conference	1,306	765	740	815	912	615	759	780	775	768	1,611	780	2,020	1,313
Sport	315	123	241	85	132	84	20	325	56	45	63	225	5,129	65
Other	1,889	1,976	1,810	2,088	1,884	2,394	2,538	2,221	1,316	1,957	2,250	1,763	2,747	2,260
Cruise ships	0	0	0	1,877	4,155	2,359	500	2,180	6,730	2,519	272	273	274	275
Total earnings (tala million)	38.52	46.15	43.07	42.68	36.67	70.75	35.62	23.92	32.98	43.81	45.58	44.50	67.10	48.76
Earnings, by market (tala million)														
American Samoa	4.54	3.54	1.77	1.67	1.55	6.42	2.39	1.05	2.32	3.41	4.06	3.72	5.32	3.36
Australia	9.70	11.40	11.51	12.55	10.49	24.46	10.40	6.78	8.98	11.13	10.23	10.88	10.78	12.15
Europe	0.46	0.84	0.48	0.58	0.92	0.82	0.60	0.41	0.98	0.76	0.48	0.33	0.71	0.86
New Zealand	18.72	23.86	21.69	21.39	17.15	29.58	16.26	9.31	12.58	21.36	20.80	16.45	22.54	23.79
USA	1.72	2.39	3.41	2.26	2.35	4.24	2.08	3.82	1.59	2.61	4.62	6.29	3.18	3.18
Other Countries	3.38	4.12	4.20	4.21	4.22	5.24	3.90	4.33	4.30	5.56	7.40	8.50	21.46	5.41
Cruise ships	0.00	0.00	0.00	0.28	0.61	0.33	0.07	0.32	1.01	0.36	0.04	0.04	0.04	0.04
Earnings, by purpose (tala million)														
Holiday	18.37	22.53	21.31	16.16	10.46	26.56	13.45	6.28	11.53	15.93	13.89	19.44	20.32	21.21
VFR	13.25	17.77	15.56	16.62	20.80	36.27	16.35	9.07	14.54	18.67	22.91	20.73	20.78	20.05
Business & Conference	4.35	2.66	2.35	2.18	3.28	2.10	2.75	2.79	2.77	2.79	4.94	2.43	4.86	4.52
Sport	0.64	0.26	0.81	0.18	0.26	0.19	0.06	0.69	0.20	0.13	0.23	0.39	17.07	0.14
Other	1.91	2.93	3.04	7.54	1.87	5.63	3.01	5.09	3.94	6.29	3.62	1.51	4.07	2.84
Cruise ships	0.00	0.00	0.00	0.28	0.61	0.33	0.07	0.32	1.01	0.36	0.04	0.04	0.04	0.04
Average expenditure (tala, per person)	2,624	2,828	2,902	2,939	3,194	2,945	2,590	2,645	2,955	3,040	3,360	2,748	2,722	2,788
Tourism Price Index	146.6	152.1	151.2	151.1	148.7	148.5	146.7	147.4	149.2	148.6	149.9	150.5	152.1	152.2
First Number of Months up to	2 months	2 months	3 months	4 months	5 months	6 months	7 months	8 months	9 months	10 months	11 months	12 months	1 months	2 months
Total Visitor Arrivals (persons)	33,072	35,562	50,405	64,928	76,411	100,432	114,187	123,231	134,394	148,807	162,372	178,564	24,647	42,136
Over the past year (%)	15.0%	7.5%	9.2%	11.2%	8.4%	10.1%	9.9%	10.7%	9.2%	11.2%	10.5%	9.3%	28.1%	18.5%
Past 3 year average	4.0%	6.0%	5.2%	5.1%	5.1%	5.4%	5.3%	4.9%	5.2%	5.1%	5.1%	5.4%	5.9%	6.1%
Past 5 year average	2.6%	5.5%	5.0%	4.9%	5.0%	5.1%	5.3%	5.1%	5.3%	5.1%	5.3%	5.3%	8.1%	7.7%
Arrivals, by market (persons)														
American Samoa	5,339	3,601	4,650	5,857	6,717	9,303	10,419	11,387	12,476	13,680	14,895	16,578	2,300	4,258
Australia	6,442	7,286	10,902	14,140	16,446	23,436	26,870	28,690	31,171	34,293	37,436	40,880	4,175	7,723
Europe	851	1,378	1,871	2,547	3,225	3,767	4,379	4,637	5,553	6,211	6,703	7,109	942	1,681
New Zealand	14,759	17,124	24,339	31,208	36,460	47,476	53,766	57,411	61,811	68,698	74,440	81,135	8,898	16,683
USA	2,329	2,946	3,824	4,846	5,754	7,178	8,040	8,634	9,615	10,442	11,404	13,022	2,123	3,514
Other Countries	3,352	3,227	4,819	6,330	7,809	9,272	10,713	12,272	13,768	15,483	17,494	19,840	6,209	8,277
Cruise ships	0	0	0	1,877	6,032	8,391	8,891	11,071	17,801	20,320	20,592	20,865	274	549
Arrivals, by purpose (persons)														
Holiday	14,580	13,815	20,781	27,569	31,786	41,141	45,996	48,259	52,197	57,830	61,842	68,886	8,149	15,633
VFR	9,778	14,101	19,187	23,934	28,272	39,845	45,428	48,883	53,961	59,971	65,600	71,980	6,602	12,969
Business & Conference	2,785	2,379	3,119	3,934	4,846	5,461	6,220	7,000	7,775	8,543	10,154	10,934	2,020	3,333
Sport	596	346	587	672	804	888	908	1,233	1,289	1,334	1,397	1,622	5,129	5,194
Other	5,333	4,921	6,731	8,819	10,703	13,097	15,635	17,856	19,172	21,129	23,379	25,142	2,747	5,007
Cruise ships	17,855	0	0	0	0	0	0	0	0	0	0	0	0	0
Total Visitor Earnings (tala million)	81.4	94.5	137.5	180.2	216.9	287.6	323.3	347.2	380.2	423.99	469.57	514.07	67.10	115.86
Over the past year (%)	16.6%	16.1%	17.9%	18.9%	14.8%	16.0%	15.4%	15.3%	13.4%	15.8%	14.5%	13.2%	38.9%	22.6%
Past 3 year average	1.9%	5.1%	5.0%	6.0%	6.5%	7.1%	5.3%	4.0%	12.0%	4.7%	8.4%	13.1%	8.4%	9.9%
Past 5 year average	7.2%	8.5%	5.4%	7.4%	8.2%	7.8%	8.4%	6.1%	10.6%	3.9%	10.4%	9.4%	10.5%	10.1%
Earnings, by market (tala million)														
American Samoa	9.5	7.4	9.1	10.8	12.4	18.8	21.2	22.2	24.5	27.9	32.0	35.7	5.3	8.7
Australia	18.3	21.6	33.1	45.7	56.2	80.6	91.0	97.8	106.8	117.9	128.2	139.0	10.8	22.9
Europe	0.8	1.3	1.8	2.4	3.3	4.1	4.7	5.2	6.1	6.9	7.4	7.7	0.7	1.6
New Zealand	38.8	47.4	69.1	90.5	107.7	137.2	153.5	162.8	175.4	196.7	217.5	234.0	22.5	46.3
USA	5.9	7.7	11.1	13.4	15.7	19.9	22.0	24.1	27.9	29.5	32.1	36.7	6.3	9.5
Other Countries	8.0	9.1	13.3	17.5	21.7	26.9	30.8	35.2	39.5	45.0	52.4	60.9	21.5	26.9
Cruise ships	0.0	0.0	0.0	0.3	0.9	1.2	1.3	1.6	2.6	3.0	3.0	3.1	0.0	0.1
Earnings, by purpose (tala million)														
Holiday	37.4	36.9	58.2	74.3	84.8	111.3	124.8	131.1	142.6	158.5	172.4	191.9	20.3	41.5
VFR	29.0	43.6	59.1	75.8	96.6	132.8	149.2	158.2	172.8	191.5	214.4	235.1	20.8	40.8
Business & Conference	7.8	6.4	8.7	10.9	14.2	16.3	19.1	21.8	24.6	27.4	32.3	34.8	4.9	9.4
Sport	1.5	1.0	1.8	2.0	2.2	2.4	2.5	3.2	3.4	3.5	3.7	4.1	17.1	17.2
Other	5.6	6.7	9.7	17.3	19.1	24.8	27.8	32.9	36.8	43.1	46.7	48.2	4.1	6.9
Cruise ships	0.0	0.0	0.0	0.3	0.9	1.2	1.3	1.6	2.6	3.0	3.0	3.1	0.0	0.1

VISITOR EARNINGS & REMITTANCES REPORT

August 2019

Table 2.

INFLOW OF PRIVATE REMITTANCES

AMOUNTS IN TALA MILLION

Amount in Tala Millions	Aug-17	Aug-18	Sep-18	Oct-18	Nov-18	Dec-18	Jan-19	Feb-19	Mar-19	Apr-19	May-19	Jun-19	Jul-19	Aug-19
By Recipient (Tala Millions)	36.64	48.12	37.37	40.94	41.81	66.29	39.67	40.12	55.63	41.55	48.67	43.15	56.54	53.28
Banknotes	3.75	7.46	7.88	6.70	5.70	12.44	4.19	4.62	5.66	4.04	4.09	2.94	9.47	4.85
Churches, school, Charities	2.78	6.40	1.85	2.87	4.12	5.52	6.40	5.94	11.44	4.91	4.14	4.74	8.18	4.73
Individual/Family/Households	29.14	31.37	25.88	29.80	30.02	45.47	28.28	26.27	31.92	30.09	35.22	28.31	33.00	35.66
In Kind	0.59	0.68	0.57	0.74	0.52	0.68	0.00	1.45	1.67	1.84	1.94	3.12	4.95	6.89
Others	0.38	2.20	1.20	0.83	1.45	2.18	0.81	1.84	4.94	0.68	3.29	4.03	0.93	1.14
By Country (Tala Millions)	36.64	48.12	37.37	40.94	41.81	66.29	39.67	40.12	55.63	41.55	48.67	43.15	56.54	53.28
USA	6.49	9.25	4.93	7.01	8.39	13.53	9.97	8.67	15.59	4.66	6.92	8.60	12.37	9.10
New Zealand	13.75	16.59	15.48	16.36	17.03	27.00	15.33	15.98	19.20	17.78	22.51	18.02	21.64	21.74
Australia	13.58	16.46	13.77	13.39	12.40	20.83	11.99	10.62	16.14	11.09	13.36	12.42	17.67	17.57
American Samoa	1.36	1.73	1.49	1.62	1.63	2.75	1.28	1.47	1.96	1.79	1.97	1.94	2.17	2.20
Others	1.46	4.08	1.71	2.55	2.36	2.18	1.10	3.38	2.75	6.24	3.91	2.16	2.69	2.68
By Channel (%)														
Banks	14.5%	20.9%	11.7%	13.4%	16.4%	14.9%	20.7%	21.0%	32.5%	16.8%	18.0%	22.4%	17.9%	13.5%
Non Banks (1)	85.5%	79.1%	88.3%	86.6%	83.6%	85.1%	79.3%	79.0%	67.5%	83.2%	82.0%	77.6%	82.1%	86.5%
Total Remittances (Tala Millions)	36.64	48.12	37.37	40.94	41.81	66.29	39.67	40.12	55.63	41.55	48.67	43.15	56.54	53.28
First Number of Months up to	2	2	3	4	5	6	7	8	9	10	11	12	1	2
	months	months	months	months	months	months	months	months	months	months	months	months	months	months
Total Remittances (Tala Millions)	70.49	88.67	126.04	166.98	208.79	275.09	314.76	354.88	410.51	452.06	500.74	543.88	56.54	109.82
Percentage Change (over same period last 3 year average (%))	0.5%	25.8%	20.8%	16.7%	14.4%	17.0%	14.5%	13.6%	15.0%	13.4%	11.8%	11.4%	39.4%	23.9%
5 year average (%)	-3.0%	1.1%	2.0%	2.7%	3.5%	2.8%	3.6%	3.8%	4.9%	5.1%	5.8%	5.9%	6.7%	9.9%
	-4.9%	0.2%	1.0%	2.2%	2.0%	2.2%	2.2%	2.3%	2.9%	3.3%	3.5%	3.6%	1.0%	3.5%
By Recipient (Tala Millions)														
Banknotes	7.78	15.09	22.97	29.68	35.38	47.82	52.00	56.62	62.28	66.32	70.41	73.35	9.47	14.33
Churches, school, Charities	3.49	8.22	10.07	12.94	17.06	22.58	28.97	34.91	46.36	51.27	55.40	60.14	8.18	12.91
Individual/Family/Households	56.12	60.34	86.22	116.02	146.04	191.51	219.79	246.07	277.99	308.08	343.30	371.61	33.00	68.66
In Kind	1.10	1.27	1.84	2.58	3.09	3.78	3.78	5.22	6.89	8.73	10.67	13.78	4.95	11.84
Others	2.00	3.74	4.94	5.77	7.22	9.40	10.21	12.05	16.99	17.67	20.96	24.99	0.93	2.07
By Country (Tala Millions)														
USA	12.30	16.06	20.99	28.00	36.39	49.92	59.89	68.57	84.15	88.81	95.73	104.33	12.37	21.47
New Zealand	26.77	33.59	49.06	65.43	82.46	109.46	124.79	140.77	159.97	177.75	200.26	218.28	21.64	43.37
Australia	25.17	30.46	44.22	57.62	70.01	90.84	102.83	113.45	129.59	140.67	154.03	166.46	17.67	35.23
American Samoa	2.81	3.39	4.87	6.50	8.13	10.88	12.16	13.63	15.59	17.38	19.36	21.30	2.17	4.37
Others	3.43	5.18	6.89	9.44	11.80	13.99	15.09	18.46	21.21	27.45	31.36	33.52	2.69	5.37

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



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PLEASE ADDRESS CORRESPONDENCE
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VISITOR EARNINGS & REMITTANCES REPORT

August 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.2: 2019/20

August 2019

Visitor Arrivals

Total **visitor arrivals** recorded an increase of 7.2 percent (or 1,168 visitors) to 17,489 visitors over the year but fell by 29.0 percent (or 7,158 visitors) compared to July 2019. The drop over the month was a return to normal level from a significant increase in the previous month pertaining to the Pacific Games.

Contributing to the increase over the year, were various regional meetings and annual events that took place during the month including the Journalists' Meeting, the Fifth Pacific Meteorology Meeting, Twenty-Ninth SPREP meeting as well as Father's Day Commemorations.

Increases were recorded for all of Samoa's main markets for tourists over the same month last year:

- Other Countries (up 529 visitors)
- The USA (up 311 visitors)
- Australia (up 240 visitors)
- American Samoa (up 51 visitors)
- Europe (up 27 visitors)
- New Zealand (up 10 visitors)

By purpose of visit, considerable increases were recorded for those who were here for:

- Visiting Families and Relatives (VFR) (up 761 visitors)
- Business and Conference (up 548 visitors)
- Others (up 284 visitors)

Furthermore, **total visitor arrivals in the first two months of 2019/20** were 18.5 percent higher (to 42,136 people) compared to the same period last

year. By country, total visitors from Other Countries, American Samoa, USA, Australia and Europe all grew by 5,050 visitors, 657 visitors, 568 visitors, 437 visitors and 303 visitors respectively. By purpose, visitors who came for 'Sports', 'Holiday', 'Business and Conference' and 'Others' all expanded by 4,848 visitors, 1,818 visitors, 954 visitors and 86 visitors respectively.

As a result, **total visitor receipts** rose by 5.6 percent (or \$2.6 million) to \$48.8 million over August 2018 but when compared to the previous month, visitor receipts decreased by 27.3 percent (or \$18.3 million).

Underpinning the overall increase in earnings by country were increases in: 'Other Countries' (up \$1.3 million), 'USA' and 'Australia' (both up by \$0.8 million) and 'Europe' (up \$0.02 million). By purpose, increases were also recorded for 'VFR' (up \$2.3 million) and 'Business and Conference' (up \$1.9 million) where these outweighed the reductions in visitors that were here for 'Holiday' (down \$1.3 million) while 'Sports' and 'Others' categories both went down slightly by \$0.1 million each.

Total visitor receipts for the first two months of 2019/2020 edged up by 22.6 percent (or \$21.4 million) over the same period of 2018/19. Largely responsible for this increase were higher visitor earnings from Other Countries (up \$17.8 million), The USA (up \$1.8 million), American Samoa and Australia (both up by \$1.3 million each) and Europe (up \$0.2 million). Proceeds from visitors that were here for 'Sports' (up \$16.2 million), 'Holiday' (up

\$4.7 million, 'Business and Conference' (both up 3.0 million) and 'Others' (up \$0.1 million).

The **tourism price index** was 0.1 percent higher compared to August 2018 due to gains in 'Meals and Drinks', 'Family Obligations' and 'Miscellaneous' sub-indexes.

Private Remittances

Total private remittances improved by 10.7 percent (or \$5.2 million) to \$53.3 million over the year but recorded a 5.8 percent decrease (or \$3.3 million) when compared to the previous month.

Largely underpinning the overall increase in private remittances were transfers from New Zealand (up \$5.2 million), Australia (\$1.1 million) and American Samoa (\$0.5 million) where in terms of recipients, 'In kind' and 'Family & Households' transfers increased by \$6.2 million and \$4.3 million respectively. Partially responsible for the expansion

in private remittances was the strengthening of the USD against the Samoan Tala during the month.

The monthly share of remittances inflows received through Money Transfer Operators (MTO's) increased to 86.5 percent from 79.1 percent over August 2018 while those received through commercial banks fell to 13.5 percent down from 20.9 percent over the year.

The average cost of sending NZD\$200.00 to Samoa decreased to 11.29 percent from 11.84 percent in August 2018 while the average cost of sending AUD\$200.00 to Samoa also fell to 6.97 percent from 7.15 percent last year.

CENTRAL BANK OF SAMOA
03 October 2019

VISITOR EARNINGS & REMITTANCES REPORT

August 2019

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

	Aug-17	Aug-18	Sep-18	Oct-18	Nov-18	Dec-18	Jan-19	Feb-19	Mar-19	Apr-19	May-19	Jun-19	Jul-19	Aug-19
Total arrivals (persons)	14,680	16,321	14,843	14,523	11,483	24,021	13,755	9,044	11,163	14,413	13,565	16,192	24,647	17,489
Total arrivals incl. cruise ships (1)	14,680	16,321	14,843	16,400	15,638	26,380	14,255	11,224	17,893	16,932	13,837	16,465	24,921	17,764
Arrivals, by market (persons)														
American Samoa	2,582	1,907	1,049	1,207	860	2,586	1,116	968	1,089	1,204	1,215	1,683	2,300	1,958
Australia	2,935	3,308	3,616	3,238	2,306	6,990	3,434	1,820	2,481	3,122	3,143	3,444	4,175	3,548
Europe	393	712	493	676	678	542	612	458	716	658	492	406	942	739
New Zealand	6,413	7,775	7,215	6,869	5,252	11,016	6,290	3,645	4,400	6,887	5,742	6,695	8,898	7,785
USA	831	1,080	878	1,022	908	1,424	862	594	981	827	962	1,618	2,123	1,391
Other Countries	1,526	1,539	1,592	1,511	1,479	1,463	1,441	1,559	1,496	1,715	2,011	2,346	6,209	2,068
Cruise ships	0	0	0	1,877	4,155	2,359	500	2,180	6,730	2,519	272	273	274	275
Arrivals, by purpose (persons)														
Holiday	6,705	7,851	6,966	6,788	4,217	9,355	4,855	2,263	3,938	5,633	4,012	7,044	8,149	7,484
VFR	4,465	5,606	5,086	4,747	4,338	11,573	5,583	3,455	5,078	6,010	5,629	6,380	6,602	6,367
Business & Conference	1,306	765	740	815	912	615	759	780	775	768	1,611	780	2,020	1,313
Sport	315	123	241	85	132	84	20	325	56	45	63	225	5,129	65
Other	1,889	1,976	1,810	2,088	1,884	2,394	2,538	2,221	1,316	1,957	2,250	1,763	2,747	2,260
Cruise ships	0	0	0	1,877	4,155	2,359	500	2,180	6,730	2,519	272	273	274	275
Total earnings (tala million)	38.52	46.15	43.07	42.68	36.67	70.75	35.62	23.92	32.98	43.81	45.58	44.50	67.10	48.76
Earnings, by market (tala million)														
American Samoa	4.54	3.54	1.77	1.67	1.55	6.42	2.39	1.05	2.32	3.41	4.06	3.72	5.32	3.36
Australia	9.70	11.40	11.51	12.55	10.49	24.46	10.40	6.78	8.98	11.13	10.23	10.88	10.78	12.15
Europe	0.46	0.84	0.48	0.58	0.92	0.82	0.60	0.41	0.98	0.76	0.48	0.33	0.71	0.86
New Zealand	18.72	23.86	21.69	21.39	17.15	29.58	16.26	9.31	12.58	21.36	20.80	16.45	22.54	23.79
USA	1.72	2.39	3.41	2.26	2.35	4.24	2.08	3.82	1.59	2.61	4.62	6.29	3.18	3.18
Other Countries	3.38	4.12	4.20	4.21	4.22	5.24	3.90	4.33	4.30	5.56	7.40	8.50	21.46	5.41
Cruise ships	0.00	0.00	0.00	0.28	0.61	0.33	0.07	0.32	1.01	0.36	0.04	0.04	0.04	0.04
Earnings, by purpose (tala million)														
Holiday	18.37	22.53	21.31	16.16	10.46	26.56	13.45	6.28	11.53	15.93	13.89	19.44	20.32	21.21
VFR	13.25	17.77	15.56	16.62	20.80	36.27	16.35	9.07	14.54	18.67	22.91	20.73	20.78	20.05
Business & Conference	4.35	2.66	2.35	2.18	3.28	2.10	2.75	2.79	2.77	2.79	4.94	2.43	4.86	4.52
Sport	0.64	0.26	0.81	0.18	0.26	0.19	0.06	0.69	0.20	0.13	0.23	0.39	17.07	0.14
Other	1.91	2.93	3.04	7.54	1.87	5.63	3.01	5.09	3.94	6.29	3.62	1.51	4.07	2.84
Cruise ships	0.00	0.00	0.00	0.28	0.61	0.33	0.07	0.32	1.01	0.36	0.04	0.04	0.04	0.04
Average expenditure (tala, per person)	2,624	2,828	2,902	2,939	3,194	2,945	2,590	2,645	2,955	3,040	3,360	2,748	2,722	2,788
Tourism Price Index	146.6	152.1	151.2	151.1	148.7	148.5	146.7	147.4	149.2	148.6	149.9	150.5	152.1	152.2
First Number of Months up to	2 months	2 months	3 months	4 months	5 months	6 months	7 months	8 months	9 months	10 months	11 months	12 months	1 months	2 months
Total Visitor Arrivals (persons)	33,072	35,562	50,405	64,928	76,411	100,432	114,187	123,231	134,394	148,807	162,372	178,564	24,647	42,136
Over the past year (%)	15.0%	7.5%	9.2%	11.2%	8.4%	10.1%	9.9%	10.7%	9.2%	11.2%	10.5%	9.3%	28.1%	18.5%
Past 3 year average	4.0%	6.0%	5.2%	5.1%	5.1%	5.4%	5.3%	4.9%	5.2%	5.1%	5.1%	5.4%	5.9%	6.1%
Past 5 year average	2.6%	5.5%	5.0%	4.9%	5.0%	5.1%	5.3%	5.1%	5.3%	5.1%	5.3%	5.3%	8.1%	7.7%
Arrivals, by market (persons)														
American Samoa	5,339	3,601	4,650	5,857	6,717	9,303	10,419	11,387	12,476	13,680	14,895	16,578	2,300	4,258
Australia	6,442	7,286	10,902	14,140	16,446	23,436	26,870	28,690	31,171	34,293	37,436	40,880	4,175	7,723
Europe	851	1,378	1,871	2,547	3,225	3,767	4,379	4,637	5,553	6,211	6,703	7,109	942	1,681
New Zealand	14,759	17,124	24,339	31,208	36,460	47,476	53,766	57,411	61,811	68,698	74,440	81,135	8,898	16,683
USA	2,329	2,946	3,824	4,846	5,754	7,178	8,040	8,634	9,615	10,442	11,404	13,022	2,123	3,514
Other Countries	3,352	3,227	4,819	6,330	7,809	9,272	10,713	12,272	13,768	15,483	17,494	19,840	6,209	8,277
Cruise ships	0	0	0	1,877	6,032	8,391	8,891	11,071	17,801	20,320	20,592	20,865	274	549
Arrivals, by purpose (persons)														
Holiday	14,580	13,815	20,781	27,569	31,786	41,141	45,996	48,259	52,197	57,830	61,842	68,886	8,149	15,633
VFR	9,778	14,101	19,187	23,934	28,272	39,845	45,428	48,883	53,961	59,971	65,600	71,980	6,602	12,969
Business & Conference	2,785	2,379	3,119	3,934	4,846	5,461	6,220	7,000	7,775	8,543	10,154	10,934	2,020	3,333
Sport	596	346	587	672	804	888	908	1,233	1,289	1,334	1,397	1,622	5,129	5,194
Other	5,333	4,921	6,731	8,819	10,703	13,097	15,635	17,856	19,172	21,129	23,379	25,142	2,747	5,007
Cruise ships	17,855	0	0	0	0	0	0	0	0	0	0	0	0	0
Total Visitor Earnings (tala million)	81.4	94.5	137.5	180.2	216.9	287.6	323.3	347.2	380.2	423.99	469.57	514.07	67.10	115.86
Over the past year (%)	16.6%	16.1%	17.9%	18.9%	14.8%	16.0%	15.4%	15.3%	13.4%	15.8%	14.5%	13.2%	38.9%	22.6%
Past 3 year average	1.9%	5.1%	5.0%	6.0%	6.5%	7.1%	5.3%	4.0%	12.0%	4.7%	8.4%	13.1%	8.4%	9.9%
Past 5 year average	7.2%	8.5%	5.4%	7.4%	8.2%	7.8%	8.4%	6.1%	10.6%	3.9%	10.4%	9.4%	10.5%	10.1%
Earnings, by market (tala million)														
American Samoa	9.5	7.4	9.1	10.8	12.4	18.8	21.2	22.2	24.5	27.9	32.0	35.7	5.3	8.7
Australia	18.3	21.6	33.1	45.7	56.2	80.6	91.0	97.8	106.8	117.9	128.2	139.0	10.8	22.9
Europe	0.8	1.3	1.8	2.4	3.3	4.1	4.7	5.2	6.1	6.9	7.4	7.7	0.7	1.6
New Zealand	38.8	47.4	69.1	90.5	107.7	137.2	153.5	162.8	175.4	196.7	217.5	234.0	22.5	46.3
USA	5.9	7.7	11.1	13.4	15.7	19.9	22.0	24.1	27.9	29.5	32.1	36.7	6.3	9.5
Other Countries	8.0	9.1	13.3	17.5	21.7	26.9	30.8	35.2	39.5	45.0	52.4	60.9	21.5	26.9
Cruise ships	0.0	0.0	0.0	0.3	0.9	1.2	1.3	1.6	2.6	3.0	3.0	3.1	0.0	0.1
Earnings, by purpose (tala million)														
Holiday	37.4	36.9	58.2	74.3	84.8	111.3	124.8	131.1	142.6	158.5	172.4	191.9	20.3	41.5
VFR	29.0	43.6	59.1	75.8	96.6	132.8	149.2	158.2	172.8	191.5	214.4	235.1	20.8	40.8
Business & Conference	7.8	6.4	8.7	10.9	14.2	16.3	19.1	21.8	24.6	27.4	32.3	34.8	4.9	9.4
Sport	1.5	1.0	1.8	2.0	2.2	2.4	2.5	3.2	3.4	3.5	3.7	4.1	17.1	17.2
Other	5.6	6.7	9.7	17.3	19.1	24.8	27.8	32.9	36.8	43.1	46.7	48.2	4.1	6.9
Cruise ships	0.0	0.0	0.0	0.3	0.9	1.2	1.3	1.6	2.6	3.0	3.0	3.1	0.0	0.1

VISITOR EARNINGS & REMITTANCES REPORT

August 2019

Table 2.

INFLOW OF PRIVATE REMITTANCES

AMOUNTS IN TALA MILLION

Amount in Tala Millions	Aug-17	Aug-18	Sep-18	Oct-18	Nov-18	Dec-18	Jan-19	Feb-19	Mar-19	Apr-19	May-19	Jun-19	Jul-19	Aug-19
By Recipient (Tala Millions)	36.64	48.12	37.37	40.94	41.81	66.29	39.67	40.12	55.63	41.55	48.67	43.15	56.54	53.28
Banknotes	3.75	7.46	7.88	6.70	5.70	12.44	4.19	4.62	5.66	4.04	4.09	2.94	9.47	4.85
Churches, school, Charities	2.78	6.40	1.85	2.87	4.12	5.52	6.40	5.94	11.44	4.91	4.14	4.74	8.18	4.73
Individual/Family/Households	29.14	31.37	25.88	29.80	30.02	45.47	28.28	26.27	31.92	30.09	35.22	28.31	33.00	35.66
In Kind	0.59	0.68	0.57	0.74	0.52	0.68	0.00	1.45	1.67	1.84	1.94	3.12	4.95	6.89
Others	0.38	2.20	1.20	0.83	1.45	2.18	0.81	1.84	4.94	0.68	3.29	4.03	0.93	1.14
By Country (Tala Millions)	36.64	48.12	37.37	40.94	41.81	66.29	39.67	40.12	55.63	41.55	48.67	43.15	56.54	53.28
USA	6.49	9.25	4.93	7.01	8.39	13.53	9.97	8.67	15.59	4.66	6.92	8.60	12.37	9.10
New Zealand	13.75	16.59	15.48	16.36	17.03	27.00	15.33	15.98	19.20	17.78	22.51	18.02	21.64	21.74
Australia	13.58	16.46	13.77	13.39	12.40	20.83	11.99	10.62	16.14	11.09	13.36	12.42	17.67	17.57
American Samoa	1.36	1.73	1.49	1.62	1.63	2.75	1.28	1.47	1.96	1.79	1.97	1.94	2.17	2.20
Others	1.46	4.08	1.71	2.55	2.36	2.18	1.10	3.38	2.75	6.24	3.91	2.16	2.69	2.68
By Channel (%)														
Banks	14.5%	20.9%	11.7%	13.4%	16.4%	14.9%	20.7%	21.0%	32.5%	16.8%	18.0%	22.4%	17.9%	13.5%
Non Banks (1)	85.5%	79.1%	88.3%	86.6%	83.6%	85.1%	79.3%	79.0%	67.5%	83.2%	82.0%	77.6%	82.1%	86.5%
Total Remittances (Tala Millions)	36.64	48.12	37.37	40.94	41.81	66.29	39.67	40.12	55.63	41.55	48.67	43.15	56.54	53.28
First Number of Months up to	2	2	3	4	5	6	7	8	9	10	11	12	1	2
	months	months	months	months	months	months	months	months	months	months	months	months	months	months
Total Remittances (Tala Millions)	70.49	88.67	126.04	166.98	208.79	275.09	314.76	354.88	410.51	452.06	500.74	543.88	56.54	109.82
Percentage Change (over same period last 3 year average (%))	0.5%	25.8%	20.8%	16.7%	14.4%	17.0%	14.5%	13.6%	15.0%	13.4%	11.8%	11.4%	39.4%	23.9%
5 year average (%)	-3.0%	1.1%	2.0%	2.7%	3.5%	2.8%	3.6%	3.8%	4.9%	5.1%	5.8%	5.9%	6.7%	9.9%
	-4.9%	0.2%	1.0%	2.2%	2.0%	2.2%	2.2%	2.3%	2.9%	3.3%	3.5%	3.6%	1.0%	3.5%
By Recipient (Tala Millions)														
Banknotes	7.78	15.09	22.97	29.68	35.38	47.82	52.00	56.62	62.28	66.32	70.41	73.35	9.47	14.33
Churches, school, Charities	3.49	8.22	10.07	12.94	17.06	22.58	28.97	34.91	46.36	51.27	55.40	60.14	8.18	12.91
Individual/Family/Households	56.12	60.34	86.22	116.02	146.04	191.51	219.79	246.07	277.99	308.08	343.30	371.61	33.00	68.66
In Kind	1.10	1.27	1.84	2.58	3.09	3.78	3.78	5.22	6.89	8.73	10.67	13.78	4.95	11.84
Others	2.00	3.74	4.94	5.77	7.22	9.40	10.21	12.05	16.99	17.67	20.96	24.99	0.93	2.07
By Country (Tala Millions)														
USA	12.30	16.06	20.99	28.00	36.39	49.92	59.89	68.57	84.15	88.81	95.73	104.33	12.37	21.47
New Zealand	26.77	33.59	49.06	65.43	82.46	109.46	124.79	140.77	159.97	177.75	200.26	218.28	21.64	43.37
Australia	25.17	30.46	44.22	57.62	70.01	90.84	102.83	113.45	129.59	140.67	154.03	166.46	17.67	35.23
American Samoa	2.81	3.39	4.87	6.50	8.13	10.88	12.16	13.63	15.59	17.38	19.36	21.30	2.17	4.37
Others	3.43	5.18	6.89	9.44	11.80	13.99	15.09	18.46	21.21	27.45	31.36	33.52	2.69	5.37

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



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PLEASE ADDRESS CORRESPONDENCE
TO THE GOVERNOR

VISITOR EARNINGS & REMITTANCES REPORT

August 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.2: 2019/20

August 2019

Visitor Arrivals

Total **visitor arrivals** recorded an increase of 7.2 percent (or 1,168 visitors) to 17,489 visitors over the year but fell by 29.0 percent (or 7,158 visitors) compared to July 2019. The drop over the month was a return to normal level from a significant increase in the previous month pertaining to the Pacific Games.

Contributing to the increase over the year, were various regional meetings and annual events that took place during the month including the Journalists' Meeting, the Fifth Pacific Meteorology Meeting, Twenty-Ninth SPREP meeting as well as Father's Day Commemorations.

Increases were recorded for all of Samoa's main markets for tourists over the same month last year:

- Other Countries (up 529 visitors)
- The USA (up 311 visitors)
- Australia (up 240 visitors)
- American Samoa (up 51 visitors)
- Europe (up 27 visitors)
- New Zealand (up 10 visitors)

By purpose of visit, considerable increases were recorded for those who were here for:

- Visiting Families and Relatives (VFR) (up 761 visitors)
- Business and Conference (up 548 visitors)
- Others (up 284 visitors)

Furthermore, **total visitor arrivals in the first two months of 2019/20** were 18.5 percent higher (to 42,136 people) compared to the same period last

year. By country, total visitors from Other Countries, American Samoa, USA, Australia and Europe all grew by 5,050 visitors, 657 visitors, 568 visitors, 437 visitors and 303 visitors respectively. By purpose, visitors who came for 'Sports', 'Holiday', 'Business and Conference' and 'Others' all expanded by 4,848 visitors, 1,818 visitors, 954 visitors and 86 visitors respectively.

As a result, **total visitor receipts** rose by 5.6 percent (or \$2.6 million) to \$48.8 million over August 2018 but when compared to the previous month, visitor receipts decreased by 27.3 percent (or \$18.3 million).

Underpinning the overall increase in earnings by country were increases in: 'Other Countries' (up \$1.3 million), 'USA' and 'Australia' (both up by \$0.8 million) and 'Europe' (up \$0.02 million). By purpose, increases were also recorded for 'VFR' (up \$2.3 million) and 'Business and Conference' (up \$1.9 million) where these outweighed the reductions in visitors that were here for 'Holiday' (down \$1.3 million) while 'Sports' and 'Others' categories both went down slightly by \$0.1 million each.

Total visitor receipts for the first two months of 2019/2020 edged up by 22.6 percent (or \$21.4 million) over the same period of 2018/19. Largely responsible for this increase were higher visitor earnings from Other Countries (up \$17.8 million), The USA (up \$1.8 million), American Samoa and Australia (both up by \$1.3 million each) and Europe (up \$0.2 million). Proceeds from visitors that were here for 'Sports' (up \$16.2 million), 'Holiday' (up

\$4.7 million, 'Business and Conference' (both up 3.0 million) and 'Others' (up \$0.1 million).

The **tourism price index** was 0.1 percent higher compared to August 2018 due to gains in 'Meals and Drinks', 'Family Obligations' and 'Miscellaneous' sub-indexes.

Private Remittances

Total private remittances improved by 10.7 percent (or \$5.2 million) to \$53.3 million over the year but recorded a 5.8 percent decrease (or \$3.3 million) when compared to the previous month.

Largely underpinning the overall increase in private remittances were transfers from New Zealand (up \$5.2 million), Australia (\$1.1 million) and American Samoa (\$0.5 million) where in terms of recipients, 'In kind' and 'Family & Households' transfers increased by \$6.2 million and \$4.3 million respectively. Partially responsible for the expansion

in private remittances was the strengthening of the USD against the Samoan Tala during the month.

The monthly share of remittances inflows received through Money Transfer Operators (MTO's) increased to 86.5 percent from 79.1 percent over August 2018 while those received through commercial banks fell to 13.5 percent down from 20.9 percent over the year.

The average cost of sending NZD\$200.00 to Samoa decreased to 11.29 percent from 11.84 percent in August 2018 while the average cost of sending AUD\$200.00 to Samoa also fell to 6.97 percent from 7.15 percent last year.

CENTRAL BANK OF SAMOA
03 October 2019

VISITOR EARNINGS & REMITTANCES REPORT

August 2019

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

	Aug-17	Aug-18	Sep-18	Oct-18	Nov-18	Dec-18	Jan-19	Feb-19	Mar-19	Apr-19	May-19	Jun-19	Jul-19	Aug-19
Total arrivals (persons)	14,680	16,321	14,843	14,523	11,483	24,021	13,755	9,044	11,163	14,413	13,565	16,192	24,647	17,489
Total arrivals incl. cruise ships (1)	14,680	16,321	14,843	16,400	15,638	26,380	14,255	11,224	17,893	16,932	13,837	16,465	24,921	17,764
Arrivals, by market (persons)														
American Samoa	2,582	1,907	1,049	1,207	860	2,586	1,116	968	1,089	1,204	1,215	1,683	2,300	1,958
Australia	2,935	3,308	3,616	3,238	2,306	6,990	3,434	1,820	2,481	3,122	3,143	3,444	4,175	3,548
Europe	393	712	493	676	678	542	612	458	716	658	492	406	942	739
New Zealand	6,413	7,775	7,215	6,869	5,252	11,016	6,290	3,645	4,400	6,887	5,742	6,695	8,898	7,785
USA	831	1,080	878	1,022	908	1,424	862	594	981	827	962	1,618	2,123	1,391
Other Countries	1,526	1,539	1,592	1,511	1,479	1,463	1,441	1,559	1,496	1,715	2,011	2,346	6,209	2,068
Cruise ships	0	0	0	1,877	4,155	2,359	500	2,180	6,730	2,519	272	273	274	275
Arrivals, by purpose (persons)														
Holiday	6,705	7,851	6,966	6,788	4,217	9,355	4,855	2,263	3,938	5,633	4,012	7,044	8,149	7,484
VFR	4,465	5,606	5,086	4,747	4,338	11,573	5,583	3,455	5,078	6,010	5,629	6,380	6,602	6,367
Business & Conference	1,306	765	740	815	912	615	759	780	775	768	1,611	780	2,020	1,313
Sport	315	123	241	85	132	84	20	325	56	45	63	225	5,129	65
Other	1,889	1,976	1,810	2,088	1,884	2,394	2,538	2,221	1,316	1,957	2,250	1,763	2,747	2,260
Cruise ships	0	0	0	1,877	4,155	2,359	500	2,180	6,730	2,519	272	273	274	275
Total earnings (tala million)	38.52	46.15	43.07	42.68	36.67	70.75	35.62	23.92	32.98	43.81	45.58	44.50	67.10	48.76
Earnings, by market (tala million)														
American Samoa	4.54	3.54	1.77	1.67	1.55	6.42	2.39	1.05	2.32	3.41	4.06	3.72	5.32	3.36
Australia	9.70	11.40	11.51	12.55	10.49	24.46	10.40	6.78	8.98	11.13	10.23	10.88	10.78	12.15
Europe	0.46	0.84	0.48	0.58	0.92	0.82	0.60	0.41	0.98	0.76	0.48	0.33	0.71	0.86
New Zealand	18.72	23.86	21.69	21.39	17.15	29.58	16.26	9.31	12.58	21.36	20.80	16.45	22.54	23.79
USA	1.72	2.39	3.41	2.26	2.35	4.24	2.08	3.82	1.59	2.61	4.62	6.29	3.18	3.18
Other Countries	3.38	4.12	4.20	4.21	4.22	5.24	3.90	4.33	4.30	5.56	7.40	8.50	21.46	5.41
Cruise ships	0.00	0.00	0.00	0.28	0.61	0.33	0.07	0.32	1.01	0.36	0.04	0.04	0.04	0.04
Earnings, by purpose (tala million)														
Holiday	18.37	22.53	21.31	16.16	10.46	26.56	13.45	6.28	11.53	15.93	13.89	19.44	20.32	21.21
VFR	13.25	17.77	15.56	16.62	20.80	36.27	16.35	9.07	14.54	18.67	22.91	20.73	20.78	20.05
Business & Conference	4.35	2.66	2.35	2.18	3.28	2.10	2.75	2.79	2.77	2.79	4.94	2.43	4.86	4.52
Sport	0.64	0.26	0.81	0.18	0.26	0.19	0.06	0.69	0.20	0.13	0.23	0.39	17.07	0.14
Other	1.91	2.93	3.04	7.54	1.87	5.63	3.01	5.09	3.94	6.29	3.62	1.51	4.07	2.84
Cruise ships	0.00	0.00	0.00	0.28	0.61	0.33	0.07	0.32	1.01	0.36	0.04	0.04	0.04	0.04
Average expenditure (tala, per person)	2,624	2,828	2,902	2,939	3,194	2,945	2,590	2,645	2,955	3,040	3,360	2,748	2,722	2,788
Tourism Price Index	146.6	152.1	151.2	151.1	148.7	148.5	146.7	147.4	149.2	148.6	149.9	150.5	152.1	152.2
First Number of Months up to	2 months	2 months	3 months	4 months	5 months	6 months	7 months	8 months	9 months	10 months	11 months	12 months	1 months	2 months
Total Visitor Arrivals (persons)	33,072	35,562	50,405	64,928	76,411	100,432	114,187	123,231	134,394	148,807	162,372	178,564	24,647	42,136
Over the past year (%)	15.0%	7.5%	9.2%	11.2%	8.4%	10.1%	9.9%	10.7%	9.2%	11.2%	10.5%	9.3%	28.1%	18.5%
Past 3 year average	4.0%	6.0%	5.2%	5.1%	5.1%	5.4%	5.3%	4.9%	5.2%	5.1%	5.1%	5.4%	5.9%	6.1%
Past 5 year average	2.6%	5.5%	5.0%	4.9%	5.0%	5.1%	5.3%	5.1%	5.3%	5.1%	5.3%	5.3%	8.1%	7.7%
Arrivals, by market (persons)														
American Samoa	5,339	3,601	4,650	5,857	6,717	9,303	10,419	11,387	12,476	13,680	14,895	16,578	2,300	4,258
Australia	6,442	7,286	10,902	14,140	16,446	23,436	26,870	28,690	31,171	34,293	37,436	40,880	4,175	7,723
Europe	851	1,378	1,871	2,547	3,225	3,767	4,379	4,637	5,553	6,211	6,703	7,109	942	1,681
New Zealand	14,759	17,124	24,339	31,208	36,460	47,476	53,766	57,411	61,811	68,698	74,440	81,135	8,898	16,683
USA	2,329	2,946	3,824	4,846	5,754	7,178	8,040	8,634	9,615	10,442	11,404	13,022	2,123	3,514
Other Countries	3,352	3,227	4,819	6,330	7,809	9,272	10,713	12,272	13,768	15,483	17,494	19,840	6,209	8,277
Cruise ships	0	0	0	1,877	6,032	8,391	8,891	11,071	17,801	20,320	20,592	20,865	274	549
Arrivals, by purpose (persons)														
Holiday	14,580	13,815	20,781	27,569	31,786	41,141	45,996	48,259	52,197	57,830	61,842	68,886	8,149	15,633
VFR	9,778	14,101	19,187	23,934	28,272	39,845	45,428	48,883	53,961	59,971	65,600	71,980	6,602	12,969
Business & Conference	2,785	2,379	3,119	3,934	4,846	5,461	6,220	7,000	7,775	8,543	10,154	10,934	2,020	3,333
Sport	596	346	587	672	804	888	908	1,233	1,289	1,334	1,397	1,622	5,129	5,194
Other	5,333	4,921	6,731	8,819	10,703	13,097	15,635	17,856	19,172	21,129	23,379	25,142	2,747	5,007
Cruise ships	17,855	0	0	0	0	0	0	0	0	0	0	0	0	0
Total Visitor Earnings (tala million)	81.4	94.5	137.5	180.2	216.9	287.6	323.3	347.2	380.2	423.99	469.57	514.07	67.10	115.86
Over the past year (%)	16.6%	16.1%	17.9%	18.9%	14.8%	16.0%	15.4%	15.3%	13.4%	15.8%	14.5%	13.2%	38.9%	22.6%
Past 3 year average	1.9%	5.1%	5.0%	6.0%	6.5%	7.1%	5.3%	4.0%	12.0%	4.7%	8.4%	13.1%	8.4%	9.9%
Past 5 year average	7.2%	8.5%	5.4%	7.4%	8.2%	7.8%	8.4%	6.1%	10.6%	3.9%	10.4%	9.4%	10.5%	10.1%
Earnings, by market (tala million)														
American Samoa	9.5	7.4	9.1	10.8	12.4	18.8	21.2	22.2	24.5	27.9	32.0	35.7	5.3	8.7
Australia	18.3	21.6	33.1	45.7	56.2	80.6	91.0	97.8	106.8	117.9	128.2	139.0	10.8	22.9
Europe	0.8	1.3	1.8	2.4	3.3	4.1	4.7	5.2	6.1	6.9	7.4	7.7	0.7	1.6
New Zealand	38.8	47.4	69.1	90.5	107.7	137.2	153.5	162.8	175.4	196.7	217.5	234.0	22.5	46.3
USA	5.9	7.7	11.1	13.4	15.7	19.9	22.0	24.1	27.9	29.5	32.1	36.7	6.3	9.5
Other Countries	8.0	9.1	13.3	17.5	21.7	26.9	30.8	35.2	39.5	45.0	52.4	60.9	21.5	26.9
Cruise ships	0.0	0.0	0.0	0.3	0.9	1.2	1.3	1.6	2.6	3.0	3.0	3.1	0.0	0.1
Earnings, by purpose (tala million)														
Holiday	37.4	36.9	58.2	74.3	84.8	111.3	124.8	131.1	142.6	158.5	172.4	191.9	20.3	41.5
VFR	29.0	43.6	59.1	75.8	96.6	132.8	149.2	158.2	172.8	191.5	214.4	235.1	20.8	40.8
Business & Conference	7.8	6.4	8.7	10.9	14.2	16.3	19.1	21.8	24.6	27.4	32.3	34.8	4.9	9.4
Sport	1.5	1.0	1.8	2.0	2.2	2.4	2.5	3.2	3.4	3.5	3.7	4.1	17.1	17.2
Other	5.6	6.7	9.7	17.3	19.1	24.8	27.8	32.9	36.8	43.1	46.7	48.2	4.1	6.9
Cruise ships	0.0	0.0	0.0	0.3	0.9	1.2	1.3	1.6	2.6	3.0	3.0	3.1	0.0	0.1

VISITOR EARNINGS & REMITTANCES REPORT

August 2019

Table 2.

INFLOW OF PRIVATE REMITTANCES

AMOUNTS IN TALA MILLION

Amount in Tala Millions	Aug-17	Aug-18	Sep-18	Oct-18	Nov-18	Dec-18	Jan-19	Feb-19	Mar-19	Apr-19	May-19	Jun-19	Jul-19	Aug-19
By Recipient (Tala Millions)	36.64	48.12	37.37	40.94	41.81	66.29	39.67	40.12	55.63	41.55	48.67	43.15	56.54	53.28
Banknotes	3.75	7.46	7.88	6.70	5.70	12.44	4.19	4.62	5.66	4.04	4.09	2.94	9.47	4.85
Churches, school, Charities	2.78	6.40	1.85	2.87	4.12	5.52	6.40	5.94	11.44	4.91	4.14	4.74	8.18	4.73
Individual/Family/Households	29.14	31.37	25.88	29.80	30.02	45.47	28.28	26.27	31.92	30.09	35.22	28.31	33.00	35.66
In Kind	0.59	0.68	0.57	0.74	0.52	0.68	0.00	1.45	1.67	1.84	1.94	3.12	4.95	6.89
Others	0.38	2.20	1.20	0.83	1.45	2.18	0.81	1.84	4.94	0.68	3.29	4.03	0.93	1.14
By Country (Tala Millions)	36.64	48.12	37.37	40.94	41.81	66.29	39.67	40.12	55.63	41.55	48.67	43.15	56.54	53.28
USA	6.49	9.25	4.93	7.01	8.39	13.53	9.97	8.67	15.59	4.66	6.92	8.60	12.37	9.10
New Zealand	13.75	16.59	15.48	16.36	17.03	27.00	15.33	15.98	19.20	17.78	22.51	18.02	21.64	21.74
Australia	13.58	16.46	13.77	13.39	12.40	20.83	11.99	10.62	16.14	11.09	13.36	12.42	17.67	17.57
American Samoa	1.36	1.73	1.49	1.62	1.63	2.75	1.28	1.47	1.96	1.79	1.97	1.94	2.17	2.20
Others	1.46	4.08	1.71	2.55	2.36	2.18	1.10	3.38	2.75	6.24	3.91	2.16	2.69	2.68
By Channel (%)														
Banks	14.5%	20.9%	11.7%	13.4%	16.4%	14.9%	20.7%	21.0%	32.5%	16.8%	18.0%	22.4%	17.9%	13.5%
Non Banks (1)	85.5%	79.1%	88.3%	86.6%	83.6%	85.1%	79.3%	79.0%	67.5%	83.2%	82.0%	77.6%	82.1%	86.5%
Total Remittances (Tala Millions)	36.64	48.12	37.37	40.94	41.81	66.29	39.67	40.12	55.63	41.55	48.67	43.15	56.54	53.28
First Number of Months up to	2	2	3	4	5	6	7	8	9	10	11	12	1	2
	months	months	months	months	months	months	months	months	months	months	months	months	months	months
Total Remittances (Tala Millions)	70.49	88.67	126.04	166.98	208.79	275.09	314.76	354.88	410.51	452.06	500.74	543.88	56.54	109.82
Percentage Change (over same period last 3 year average (%))	0.5%	25.8%	20.8%	16.7%	14.4%	17.0%	14.5%	13.6%	15.0%	13.4%	11.8%	11.4%	39.4%	23.9%
5 year average (%)	-3.0%	1.1%	2.0%	2.7%	3.5%	2.8%	3.6%	3.8%	4.9%	5.1%	5.8%	5.9%	6.7%	9.9%
	-4.9%	0.2%	1.0%	2.2%	2.0%	2.2%	2.2%	2.3%	2.9%	3.3%	3.5%	3.6%	1.0%	3.5%
By Recipient (Tala Millions)														
Banknotes	7.78	15.09	22.97	29.68	35.38	47.82	52.00	56.62	62.28	66.32	70.41	73.35	9.47	14.33
Churches, school, Charities	3.49	8.22	10.07	12.94	17.06	22.58	28.97	34.91	46.36	51.27	55.40	60.14	8.18	12.91
Individual/Family/Households	56.12	60.34	86.22	116.02	146.04	191.51	219.79	246.07	277.99	308.08	343.30	371.61	33.00	68.66
In Kind	1.10	1.27	1.84	2.58	3.09	3.78	3.78	5.22	6.89	8.73	10.67	13.78	4.95	11.84
Others	2.00	3.74	4.94	5.77	7.22	9.40	10.21	12.05	16.99	17.67	20.96	24.99	0.93	2.07
By Country (Tala Millions)														
USA	12.30	16.06	20.99	28.00	36.39	49.92	59.89	68.57	84.15	88.81	95.73	104.33	12.37	21.47
New Zealand	26.77	33.59	49.06	65.43	82.46	109.46	124.79	140.77	159.97	177.75	200.26	218.28	21.64	43.37
Australia	25.17	30.46	44.22	57.62	70.01	90.84	102.83	113.45	129.59	140.67	154.03	166.46	17.67	35.23
American Samoa	2.81	3.39	4.87	6.50	8.13	10.88	12.16	13.63	15.59	17.38	19.36	21.30	2.17	4.37
Others	3.43	5.18	6.89	9.44	11.80	13.99	15.09	18.46	21.21	27.45	31.36	33.52	2.69	5.37

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



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PLEASE ADDRESS CORRESPONDENCE
TO THE GOVERNOR

VISITOR EARNINGS & REMITTANCES REPORT

August 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.2: 2019/20

August 2019

Visitor Arrivals

Total **visitor arrivals** recorded an increase of 7.2 percent (or 1,168 visitors) to 17,489 visitors over the year but fell by 29.0 percent (or 7,158 visitors) compared to July 2019. The drop over the month was a return to normal level from a significant increase in the previous month pertaining to the Pacific Games.

Contributing to the increase over the year, were various regional meetings and annual events that took place during the month including the Journalists' Meeting, the Fifth Pacific Meteorology Meeting, Twenty-Ninth SPREP meeting as well as Father's Day Commemorations.

Increases were recorded for all of Samoa's main markets for tourists over the same month last year:

- Other Countries (up 529 visitors)
- The USA (up 311 visitors)
- Australia (up 240 visitors)
- American Samoa (up 51 visitors)
- Europe (up 27 visitors)
- New Zealand (up 10 visitors)

By purpose of visit, considerable increases were recorded for those who were here for:

- Visiting Families and Relatives (VFR) (up 761 visitors)
- Business and Conference (up 548 visitors)
- Others (up 284 visitors)

Furthermore, **total visitor arrivals in the first two months of 2019/20** were 18.5 percent higher (to 42,136 people) compared to the same period last

year. By country, total visitors from Other Countries, American Samoa, USA, Australia and Europe all grew by 5,050 visitors, 657 visitors, 568 visitors, 437 visitors and 303 visitors respectively. By purpose, visitors who came for 'Sports', 'Holiday', 'Business and Conference' and 'Others' all expanded by 4,848 visitors, 1,818 visitors, 954 visitors and 86 visitors respectively.

As a result, **total visitor receipts** rose by 5.6 percent (or \$2.6 million) to \$48.8 million over August 2018 but when compared to the previous month, visitor receipts decreased by 27.3 percent (or \$18.3 million).

Underpinning the overall increase in earnings by country were increases in: 'Other Countries' (up \$1.3 million), 'USA' and 'Australia' (both up by \$0.8 million) and 'Europe' (up \$0.02 million). By purpose, increases were also recorded for 'VFR' (up \$2.3 million) and 'Business and Conference' (up \$1.9 million) where these outweighed the reductions in visitors that were here for 'Holiday' (down \$1.3 million) while 'Sports' and 'Others' categories both went down slightly by \$0.1 million each.

Total visitor receipts for the first two months of 2019/2020 edged up by 22.6 percent (or \$21.4 million) over the same period of 2018/19. Largely responsible for this increase were higher visitor earnings from Other Countries (up \$17.8 million), The USA (up \$1.8 million), American Samoa and Australia (both up by \$1.3 million each) and Europe (up \$0.2 million). Proceeds from visitors that were here for 'Sports' (up \$16.2 million), 'Holiday' (up

\$4.7 million, 'Business and Conference' (both up 3.0 million) and 'Others' (up \$0.1 million).

The **tourism price index** was 0.1 percent higher compared to August 2018 due to gains in 'Meals and Drinks', 'Family Obligations' and 'Miscellaneous' sub-indexes.

Private Remittances

Total private remittances improved by 10.7 percent (or \$5.2 million) to \$53.3 million over the year but recorded a 5.8 percent decrease (or \$3.3 million) when compared to the previous month.

Largely underpinning the overall increase in private remittances were transfers from New Zealand (up \$5.2 million), Australia (\$1.1 million) and American Samoa (\$0.5 million) where in terms of recipients, 'In kind' and 'Family & Households' transfers increased by \$6.2 million and \$4.3 million respectively. Partially responsible for the expansion

in private remittances was the strengthening of the USD against the Samoan Tala during the month.

The monthly share of remittances inflows received through Money Transfer Operators (MTO's) increased to 86.5 percent from 79.1 percent over August 2018 while those received through commercial banks fell to 13.5 percent down from 20.9 percent over the year.

The average cost of sending NZD\$200.00 to Samoa decreased to 11.29 percent from 11.84 percent in August 2018 while the average cost of sending AUD\$200.00 to Samoa also fell to 6.97 percent from 7.15 percent last year.

CENTRAL BANK OF SAMOA
03 October 2019

VISITOR EARNINGS & REMITTANCES REPORT

August 2019

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

	Aug-17	Aug-18	Sep-18	Oct-18	Nov-18	Dec-18	Jan-19	Feb-19	Mar-19	Apr-19	May-19	Jun-19	Jul-19	Aug-19
Total arrivals (persons)	14,680	16,321	14,843	14,523	11,483	24,021	13,755	9,044	11,163	14,413	13,565	16,192	24,647	17,489
Total arrivals incl. cruise ships (1)	14,680	16,321	14,843	16,400	15,638	26,380	14,255	11,224	17,893	16,932	13,837	16,465	24,921	17,764
Arrivals, by market (persons)														
American Samoa	2,582	1,907	1,049	1,207	860	2,586	1,116	968	1,089	1,204	1,215	1,683	2,300	1,958
Australia	2,935	3,308	3,616	3,238	2,306	6,990	3,434	1,820	2,481	3,122	3,143	3,444	4,175	3,548
Europe	393	712	493	676	678	542	612	458	716	658	492	406	942	739
New Zealand	6,413	7,775	7,215	6,869	5,252	11,016	6,290	3,645	4,400	6,887	5,742	6,695	8,898	7,785
USA	831	1,080	878	1,022	908	1,424	862	594	981	827	962	1,618	2,123	1,391
Other Countries	1,526	1,539	1,592	1,511	1,479	1,463	1,441	1,559	1,496	1,715	2,011	2,346	6,209	2,068
Cruise ships	0	0	0	1,877	4,155	2,359	500	2,180	6,730	2,519	272	273	274	275
Arrivals, by purpose (persons)														
Holiday	6,705	7,851	6,966	6,788	4,217	9,355	4,855	2,263	3,938	5,633	4,012	7,044	8,149	7,484
VFR	4,465	5,606	5,086	4,747	4,338	11,573	5,583	3,455	5,078	6,010	5,629	6,380	6,602	6,367
Business & Conference	1,306	765	740	815	912	615	759	780	775	768	1,611	780	2,020	1,313
Sport	315	123	241	85	132	84	20	325	56	45	63	225	5,129	65
Other	1,889	1,976	1,810	2,088	1,884	2,394	2,538	2,221	1,316	1,957	2,250	1,763	2,747	2,260
Cruise ships	0	0	0	1,877	4,155	2,359	500	2,180	6,730	2,519	272	273	274	275
Total earnings (tala million)	38.52	46.15	43.07	42.68	36.67	70.75	35.62	23.92	32.98	43.81	45.58	44.50	67.10	48.76
Earnings, by market (tala million)														
American Samoa	4.54	3.54	1.77	1.67	1.55	6.42	2.39	1.05	2.32	3.41	4.06	3.72	5.32	3.36
Australia	9.70	11.40	11.51	12.55	10.49	24.46	10.40	6.78	8.98	11.13	10.23	10.88	10.78	12.15
Europe	0.46	0.84	0.48	0.58	0.92	0.82	0.60	0.41	0.98	0.76	0.48	0.33	0.71	0.86
New Zealand	18.72	23.86	21.69	21.39	17.15	29.58	16.26	9.31	12.58	21.36	20.80	16.45	22.54	23.79
USA	1.72	2.39	3.41	2.26	2.35	4.24	2.08	3.82	1.59	2.61	4.62	6.29	3.18	3.18
Other Countries	3.38	4.12	4.20	4.21	4.22	5.24	3.90	4.33	4.30	5.56	7.40	8.50	21.46	5.41
Cruise ships	0.00	0.00	0.00	0.28	0.61	0.33	0.07	0.32	1.01	0.36	0.04	0.04	0.04	0.04
Earnings, by purpose (tala million)														
Holiday	18.37	22.53	21.31	16.16	10.46	26.56	13.45	6.28	11.53	15.93	13.89	19.44	20.32	21.21
VFR	13.25	17.77	15.56	16.62	20.80	36.27	16.35	9.07	14.54	18.67	22.91	20.73	20.78	20.05
Business & Conference	4.35	2.66	2.35	2.18	3.28	2.10	2.75	2.79	2.77	2.79	4.94	2.43	4.86	4.52
Sport	0.64	0.26	0.81	0.18	0.26	0.19	0.06	0.69	0.20	0.13	0.23	0.39	17.07	0.14
Other	1.91	2.93	3.04	7.54	1.87	5.63	3.01	5.09	3.94	6.29	3.62	1.51	4.07	2.84
Cruise ships	0.00	0.00	0.00	0.28	0.61	0.33	0.07	0.32	1.01	0.36	0.04	0.04	0.04	0.04
Average expenditure (tala, per person)	2,624	2,828	2,902	2,939	3,194	2,945	2,590	2,645	2,955	3,040	3,360	2,748	2,722	2,788
Tourism Price Index	146.6	152.1	151.2	151.1	148.7	148.5	146.7	147.4	149.2	148.6	149.9	150.5	152.1	152.2
First Number of Months up to	2 months	2 months	3 months	4 months	5 months	6 months	7 months	8 months	9 months	10 months	11 months	12 months	1 months	2 months
Total Visitor Arrivals (persons)	33,072	35,562	50,405	64,928	76,411	100,432	114,187	123,231	134,394	148,807	162,372	178,564	24,647	42,136
Over the past year (%)	15.0%	7.5%	9.2%	11.2%	8.4%	10.1%	9.9%	10.7%	9.2%	11.2%	10.5%	9.3%	28.1%	18.5%
Past 3 year average	4.0%	6.0%	5.2%	5.1%	5.1%	5.4%	5.3%	4.9%	5.2%	5.1%	5.1%	5.4%	5.9%	6.1%
Past 5 year average	2.6%	5.5%	5.0%	4.9%	5.0%	5.1%	5.3%	5.1%	5.3%	5.1%	5.3%	5.3%	8.1%	7.7%
Arrivals, by market (persons)														
American Samoa	5,339	3,601	4,650	5,857	6,717	9,303	10,419	11,387	12,476	13,680	14,895	16,578	2,300	4,258
Australia	6,442	7,286	10,902	14,140	16,446	23,436	26,870	28,690	31,171	34,293	37,436	40,880	4,175	7,723
Europe	851	1,378	1,871	2,547	3,225	3,767	4,379	4,637	5,553	6,211	6,703	7,109	942	1,681
New Zealand	14,759	17,124	24,339	31,208	36,460	47,476	53,766	57,411	61,811	68,698	74,440	81,135	8,898	16,683
USA	2,329	2,946	3,824	4,846	5,754	7,178	8,040	8,634	9,615	10,442	11,404	13,022	2,123	3,514
Other Countries	3,352	3,227	4,819	6,330	7,809	9,272	10,713	12,272	13,768	15,483	17,494	19,840	6,209	8,277
Cruise ships	0	0	0	1,877	6,032	8,391	8,891	11,071	17,801	20,320	20,592	20,865	274	549
Arrivals, by purpose (persons)														
Holiday	14,580	13,815	20,781	27,569	31,786	41,141	45,996	48,259	52,197	57,830	61,842	68,886	8,149	15,633
VFR	9,778	14,101	19,187	23,934	28,272	39,845	45,428	48,883	53,961	59,971	65,600	71,980	6,602	12,969
Business & Conference	2,785	2,379	3,119	3,934	4,846	5,461	6,220	7,000	7,775	8,543	10,154	10,934	2,020	3,333
Sport	596	346	587	672	804	888	908	1,233	1,289	1,334	1,397	1,622	5,129	5,194
Other	5,333	4,921	6,731	8,819	10,703	13,097	15,635	17,856	19,172	21,129	23,379	25,142	2,747	5,007
Cruise ships	17,855	0	0	0	0	0	0	0	0	0	0	0	0	0
Total Visitor Earnings (tala million)	81.4	94.5	137.5	180.2	216.9	287.6	323.3	347.2	380.2	423.99	469.57	514.07	67.10	115.86
Over the past year (%)	16.6%	16.1%	17.9%	18.9%	14.8%	16.0%	15.4%	15.3%	13.4%	15.8%	14.5%	13.2%	38.9%	22.6%
Past 3 year average	1.9%	5.1%	5.0%	6.0%	6.5%	7.1%	5.3%	4.0%	12.0%	4.7%	8.4%	13.1%	8.4%	9.9%
Past 5 year average	7.2%	8.5%	5.4%	7.4%	8.2%	7.8%	8.4%	6.1%	10.6%	3.9%	10.4%	9.4%	10.5%	10.1%
Earnings, by market (tala million)														
American Samoa	9.5	7.4	9.1	10.8	12.4	18.8	21.2	22.2	24.5	27.9	32.0	35.7	5.3	8.7
Australia	18.3	21.6	33.1	45.7	56.2	80.6	91.0	97.8	106.8	117.9	128.2	139.0	10.8	22.9
Europe	0.8	1.3	1.8	2.4	3.3	4.1	4.7	5.2	6.1	6.9	7.4	7.7	0.7	1.6
New Zealand	38.8	47.4	69.1	90.5	107.7	137.2	153.5	162.8	175.4	196.7	217.5	234.0	22.5	46.3
USA	5.9	7.7	11.1	13.4	15.7	19.9	22.0	24.1	27.9	29.5	32.1	36.7	6.3	9.5
Other Countries	8.0	9.1	13.3	17.5	21.7	26.9	30.8	35.2	39.5	45.0	52.4	60.9	21.5	26.9
Cruise ships	0.0	0.0	0.0	0.3	0.9	1.2	1.3	1.6	2.6	3.0	3.0	3.1	0.0	0.1
Earnings, by purpose (tala million)														
Holiday	37.4	36.9	58.2	74.3	84.8	111.3	124.8	131.1	142.6	158.5	172.4	191.9	20.3	41.5
VFR	29.0	43.6	59.1	75.8	96.6	132.8	149.2	158.2	172.8	191.5	214.4	235.1	20.8	40.8
Business & Conference	7.8	6.4	8.7	10.9	14.2	16.3	19.1	21.8	24.6	27.4	32.3	34.8	4.9	9.4
Sport	1.5	1.0	1.8	2.0	2.2	2.4	2.5	3.2	3.4	3.5	3.7	4.1	17.1	17.2
Other	5.6	6.7	9.7	17.3	19.1	24.8	27.8	32.9	36.8	43.1	46.7	48.2	4.1	6.9
Cruise ships	0.0	0.0	0.0	0.3	0.9	1.2	1.3	1.6	2.6	3.0	3.0	3.1	0.0	0.1

VISITOR EARNINGS & REMITTANCES REPORT

August 2019

Table 2.

INFLOW OF PRIVATE REMITTANCES

AMOUNTS IN TALA MILLION

Amount in Tala Millions	Aug-17	Aug-18	Sep-18	Oct-18	Nov-18	Dec-18	Jan-19	Feb-19	Mar-19	Apr-19	May-19	Jun-19	Jul-19	Aug-19
By Recipient (Tala Millions)	36.64	48.12	37.37	40.94	41.81	66.29	39.67	40.12	55.63	41.55	48.67	43.15	56.54	53.28
Banknotes	3.75	7.46	7.88	6.70	5.70	12.44	4.19	4.62	5.66	4.04	4.09	2.94	9.47	4.85
Churches, school, Charities	2.78	6.40	1.85	2.87	4.12	5.52	6.40	5.94	11.44	4.91	4.14	4.74	8.18	4.73
Individual/Family/Households	29.14	31.37	25.88	29.80	30.02	45.47	28.28	26.27	31.92	30.09	35.22	28.31	33.00	35.66
In Kind	0.59	0.68	0.57	0.74	0.52	0.68	0.00	1.45	1.67	1.84	1.94	3.12	4.95	6.89
Others	0.38	2.20	1.20	0.83	1.45	2.18	0.81	1.84	4.94	0.68	3.29	4.03	0.93	1.14
By Country (Tala Millions)	36.64	48.12	37.37	40.94	41.81	66.29	39.67	40.12	55.63	41.55	48.67	43.15	56.54	53.28
USA	6.49	9.25	4.93	7.01	8.39	13.53	9.97	8.67	15.59	4.66	6.92	8.60	12.37	9.10
New Zealand	13.75	16.59	15.48	16.36	17.03	27.00	15.33	15.98	19.20	17.78	22.51	18.02	21.64	21.74
Australia	13.58	16.46	13.77	13.39	12.40	20.83	11.99	10.62	16.14	11.09	13.36	12.42	17.67	17.57
American Samoa	1.36	1.73	1.49	1.62	1.63	2.75	1.28	1.47	1.96	1.79	1.97	1.94	2.17	2.20
Others	1.46	4.08	1.71	2.55	2.36	2.18	1.10	3.38	2.75	6.24	3.91	2.16	2.69	2.68
By Channel (%)														
Banks	14.5%	20.9%	11.7%	13.4%	16.4%	14.9%	20.7%	21.0%	32.5%	16.8%	18.0%	22.4%	17.9%	13.5%
Non Banks (1)	85.5%	79.1%	88.3%	86.6%	83.6%	85.1%	79.3%	79.0%	67.5%	83.2%	82.0%	77.6%	82.1%	86.5%
Total Remittances (Tala Millions)	36.64	48.12	37.37	40.94	41.81	66.29	39.67	40.12	55.63	41.55	48.67	43.15	56.54	53.28
First Number of Months up to	2	2	3	4	5	6	7	8	9	10	11	12	1	2
	months	months	months	months	months	months	months	months	months	months	months	months	months	months
Total Remittances (Tala Millions)	70.49	88.67	126.04	166.98	208.79	275.09	314.76	354.88	410.51	452.06	500.74	543.88	56.54	109.82
Percentage Change (over same period last 3 year average (%))	0.5%	25.8%	20.8%	16.7%	14.4%	17.0%	14.5%	13.6%	15.0%	13.4%	11.8%	11.4%	39.4%	23.9%
5 year average (%)	-3.0%	1.1%	2.0%	2.7%	3.5%	2.8%	3.6%	3.8%	4.9%	5.1%	5.8%	5.9%	6.7%	9.9%
	-4.9%	0.2%	1.0%	2.2%	2.0%	2.2%	2.2%	2.3%	2.9%	3.3%	3.5%	3.6%	1.0%	3.5%
By Recipient (Tala Millions)														
Banknotes	7.78	15.09	22.97	29.68	35.38	47.82	52.00	56.62	62.28	66.32	70.41	73.35	9.47	14.33
Churches, school, Charities	3.49	8.22	10.07	12.94	17.06	22.58	28.97	34.91	46.36	51.27	55.40	60.14	8.18	12.91
Individual/Family/Households	56.12	60.34	86.22	116.02	146.04	191.51	219.79	246.07	277.99	308.08	343.30	371.61	33.00	68.66
In Kind	1.10	1.27	1.84	2.58	3.09	3.78	3.78	5.22	6.89	8.73	10.67	13.78	4.95	11.84
Others	2.00	3.74	4.94	5.77	7.22	9.40	10.21	12.05	16.99	17.67	20.96	24.99	0.93	2.07
By Country (Tala Millions)														
USA	12.30	16.06	20.99	28.00	36.39	49.92	59.89	68.57	84.15	88.81	95.73	104.33	12.37	21.47
New Zealand	26.77	33.59	49.06	65.43	82.46	109.46	124.79	140.77	159.97	177.75	200.26	218.28	21.64	43.37
Australia	25.17	30.46	44.22	57.62	70.01	90.84	102.83	113.45	129.59	140.67	154.03	166.46	17.67	35.23
American Samoa	2.81	3.39	4.87	6.50	8.13	10.88	12.16	13.63	15.59	17.38	19.36	21.30	2.17	4.37
Others	3.43	5.18	6.89	9.44	11.80	13.99	15.09	18.46	21.21	27.45	31.36	33.52	2.69	5.37

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



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PLEASE ADDRESS CORRESPONDENCE
TO THE GOVERNOR

VISITOR EARNINGS & REMITTANCES REPORT

August 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.2: 2019/20

August 2019

Visitor Arrivals

Total **visitor arrivals** recorded an increase of 7.2 percent (or 1,168 visitors) to 17,489 visitors over the year but fell by 29.0 percent (or 7,158 visitors) compared to July 2019. The drop over the month was a return to normal level from a significant increase in the previous month pertaining to the Pacific Games.

Contributing to the increase over the year, were various regional meetings and annual events that took place during the month including the Journalists' Meeting, the Fifth Pacific Meteorology Meeting, Twenty-Ninth SPREP meeting as well as Father's Day Commemorations.

Increases were recorded for all of Samoa's main markets for tourists over the same month last year:

- Other Countries (up 529 visitors)
- The USA (up 311 visitors)
- Australia (up 240 visitors)
- American Samoa (up 51 visitors)
- Europe (up 27 visitors)
- New Zealand (up 10 visitors)

By purpose of visit, considerable increases were recorded for those who were here for:

- Visiting Families and Relatives (VFR) (up 761 visitors)
- Business and Conference (up 548 visitors)
- Others (up 284 visitors)

Furthermore, **total visitor arrivals in the first two months of 2019/20** were 18.5 percent higher (to 42,136 people) compared to the same period last

year. By country, total visitors from Other Countries, American Samoa, USA, Australia and Europe all grew by 5,050 visitors, 657 visitors, 568 visitors, 437 visitors and 303 visitors respectively. By purpose, visitors who came for 'Sports', 'Holiday', 'Business and Conference' and 'Others' all expanded by 4,848 visitors, 1,818 visitors, 954 visitors and 86 visitors respectively.

As a result, **total visitor receipts** rose by 5.6 percent (or \$2.6 million) to \$48.8 million over August 2018 but when compared to the previous month, visitor receipts decreased by 27.3 percent (or \$18.3 million).

Underpinning the overall increase in earnings by country were increases in: 'Other Countries' (up \$1.3 million), 'USA' and 'Australia' (both up by \$0.8 million) and 'Europe' (up \$0.02 million). By purpose, increases were also recorded for 'VFR' (up \$2.3 million) and 'Business and Conference' (up \$1.9 million) where these outweighed the reductions in visitors that were here for 'Holiday' (down \$1.3 million) while 'Sports' and 'Others' categories both went down slightly by \$0.1 million each.

Total visitor receipts for the first two months of 2019/2020 edged up by 22.6 percent (or \$21.4 million) over the same period of 2018/19. Largely responsible for this increase were higher visitor earnings from Other Countries (up \$17.8 million), The USA (up \$1.8 million), American Samoa and Australia (both up by \$1.3 million each) and Europe (up \$0.2 million). Proceeds from visitors that were here for 'Sports' (up \$16.2 million), 'Holiday' (up

\$4.7 million, 'Business and Conference' (both up 3.0 million) and 'Others' (up \$0.1 million).

The **tourism price index** was 0.1 percent higher compared to August 2018 due to gains in 'Meals and Drinks', 'Family Obligations' and 'Miscellaneous' sub-indexes.

Private Remittances

Total private remittances improved by 10.7 percent (or \$5.2 million) to \$53.3 million over the year but recorded a 5.8 percent decrease (or \$3.3 million) when compared to the previous month.

Largely underpinning the overall increase in private remittances were transfers from New Zealand (up \$5.2 million), Australia (\$1.1 million) and American Samoa (\$0.5 million) where in terms of recipients, 'In kind' and 'Family & Households' transfers increased by \$6.2 million and \$4.3 million respectively. Partially responsible for the expansion

in private remittances was the strengthening of the USD against the Samoan Tala during the month.

The monthly share of remittances inflows received through Money Transfer Operators (MTO's) increased to 86.5 percent from 79.1 percent over August 2018 while those received through commercial banks fell to 13.5 percent down from 20.9 percent over the year.

The average cost of sending NZD\$200.00 to Samoa decreased to 11.29 percent from 11.84 percent in August 2018 while the average cost of sending AUD\$200.00 to Samoa also fell to 6.97 percent from 7.15 percent last year.

CENTRAL BANK OF SAMOA
03 October 2019

VISITOR EARNINGS & REMITTANCES REPORT

August 2019

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

	Aug-17	Aug-18	Sep-18	Oct-18	Nov-18	Dec-18	Jan-19	Feb-19	Mar-19	Apr-19	May-19	Jun-19	Jul-19	Aug-19
Total arrivals (persons)	14,680	16,321	14,843	14,523	11,483	24,021	13,755	9,044	11,163	14,413	13,565	16,192	24,647	17,489
Total arrivals incl. cruise ships (1)	14,680	16,321	14,843	16,400	15,638	26,380	14,255	11,224	17,893	16,932	13,837	16,465	24,921	17,764
Arrivals, by market (persons)														
American Samoa	2,582	1,907	1,049	1,207	860	2,586	1,116	968	1,089	1,204	1,215	1,683	2,300	1,958
Australia	2,935	3,308	3,616	3,238	2,306	6,990	3,434	1,820	2,481	3,122	3,143	3,444	4,175	3,548
Europe	393	712	493	676	678	542	612	458	716	658	492	406	942	739
New Zealand	6,413	7,775	7,215	6,869	5,252	11,016	6,290	3,645	4,400	6,887	5,742	6,695	8,898	7,785
USA	831	1,080	878	1,022	908	1,424	862	594	981	827	962	1,618	2,123	1,391
Other Countries	1,526	1,539	1,592	1,511	1,479	1,463	1,441	1,559	1,496	1,715	2,011	2,346	6,209	2,068
Cruise ships	0	0	0	1,877	4,155	2,359	500	2,180	6,730	2,519	272	273	274	275
Arrivals, by purpose (persons)														
Holiday	6,705	7,851	6,966	6,788	4,217	9,355	4,855	2,263	3,938	5,633	4,012	7,044	8,149	7,484
VFR	4,465	5,606	5,086	4,747	4,338	11,573	5,583	3,455	5,078	6,010	5,629	6,380	6,602	6,367
Business & Conference	1,306	765	740	815	912	615	759	780	775	768	1,611	780	2,020	1,313
Sport	315	123	241	85	132	84	20	325	56	45	63	225	5,129	65
Other	1,889	1,976	1,810	2,088	1,884	2,394	2,538	2,221	1,316	1,957	2,250	1,763	2,747	2,260
Cruise ships	0	0	0	1,877	4,155	2,359	500	2,180	6,730	2,519	272	273	274	275
Total earnings (tala million)	38.52	46.15	43.07	42.68	36.67	70.75	35.62	23.92	32.98	43.81	45.58	44.50	67.10	48.76
Earnings, by market (tala million)														
American Samoa	4.54	3.54	1.77	1.67	1.55	6.42	2.39	1.05	2.32	3.41	4.06	3.72	5.32	3.36
Australia	9.70	11.40	11.51	12.55	10.49	24.46	10.40	6.78	8.98	11.13	10.23	10.88	10.78	12.15
Europe	0.46	0.84	0.48	0.58	0.92	0.82	0.60	0.41	0.98	0.76	0.48	0.33	0.71	0.86
New Zealand	18.72	23.86	21.69	21.39	17.15	29.58	16.26	9.31	12.58	21.36	20.80	16.45	22.54	23.79
USA	1.72	2.39	3.41	2.26	2.35	4.24	2.08	3.82	1.59	2.61	4.62	6.29	3.18	3.18
Other Countries	3.38	4.12	4.20	4.21	4.22	5.24	3.90	4.33	4.30	5.56	7.40	8.50	21.46	5.41
Cruise ships	0.00	0.00	0.00	0.28	0.61	0.33	0.07	0.32	1.01	0.36	0.04	0.04	0.04	0.04
Earnings, by purpose (tala million)														
Holiday	18.37	22.53	21.31	16.16	10.46	26.56	13.45	6.28	11.53	15.93	13.89	19.44	20.32	21.21
VFR	13.25	17.77	15.56	16.62	20.80	36.27	16.35	9.07	14.54	18.67	22.91	20.73	20.78	20.05
Business & Conference	4.35	2.66	2.35	2.18	3.28	2.10	2.75	2.79	2.77	2.79	4.94	2.43	4.86	4.52
Sport	0.64	0.26	0.81	0.18	0.26	0.19	0.06	0.69	0.20	0.13	0.23	0.39	17.07	0.14
Other	1.91	2.93	3.04	7.54	1.87	5.63	3.01	5.09	3.94	6.29	3.62	1.51	4.07	2.84
Cruise ships	0.00	0.00	0.00	0.28	0.61	0.33	0.07	0.32	1.01	0.36	0.04	0.04	0.04	0.04
Average expenditure (tala, per person)	2,624	2,828	2,902	2,939	3,194	2,945	2,590	2,645	2,955	3,040	3,360	2,748	2,722	2,788
Tourism Price Index	146.6	152.1	151.2	151.1	148.7	148.5	146.7	147.4	149.2	148.6	149.9	150.5	152.1	152.2
First Number of Months up to	2 months	2 months	3 months	4 months	5 months	6 months	7 months	8 months	9 months	10 months	11 months	12 months	1 months	2 months
Total Visitor Arrivals (persons)	33,072	35,562	50,405	64,928	76,411	100,432	114,187	123,231	134,394	148,807	162,372	178,564	24,647	42,136
Over the past year (%)	15.0%	7.5%	9.2%	11.2%	8.4%	10.1%	9.9%	10.7%	9.2%	11.2%	10.5%	9.3%	28.1%	18.5%
Past 3 year average	4.0%	6.0%	5.2%	5.1%	5.1%	5.4%	5.3%	4.9%	5.2%	5.1%	5.1%	5.4%	5.9%	6.1%
Past 5 year average	2.6%	5.5%	5.0%	4.9%	5.0%	5.1%	5.3%	5.1%	5.3%	5.1%	5.3%	5.3%	8.1%	7.7%
Arrivals, by market (persons)														
American Samoa	5,339	3,601	4,650	5,857	6,717	9,303	10,419	11,387	12,476	13,680	14,895	16,578	2,300	4,258
Australia	6,442	7,286	10,902	14,140	16,446	23,436	26,870	28,690	31,171	34,293	37,436	40,880	4,175	7,723
Europe	851	1,378	1,871	2,547	3,225	3,767	4,379	4,637	5,553	6,211	6,703	7,109	942	1,681
New Zealand	14,759	17,124	24,339	31,208	36,460	47,476	53,766	57,411	61,811	68,698	74,440	81,135	8,898	16,683
USA	2,329	2,946	3,824	4,846	5,754	7,178	8,040	8,634	9,615	10,442	11,404	13,022	2,123	3,514
Other Countries	3,352	3,227	4,819	6,330	7,809	9,272	10,713	12,272	13,768	15,483	17,494	19,840	6,209	8,277
Cruise ships	0	0	0	1,877	6,032	8,391	8,891	11,071	17,801	20,320	20,592	20,865	274	549
Arrivals, by purpose (persons)														
Holiday	14,580	13,815	20,781	27,569	31,786	41,141	45,996	48,259	52,197	57,830	61,842	68,886	8,149	15,633
VFR	9,778	14,101	19,187	23,934	28,272	39,845	45,428	48,883	53,961	59,971	65,600	71,980	6,602	12,969
Business & Conference	2,785	2,379	3,119	3,934	4,846	5,461	6,220	7,000	7,775	8,543	10,154	10,934	2,020	3,333
Sport	596	346	587	672	804	888	908	1,233	1,289	1,334	1,397	1,622	5,129	5,194
Other	5,333	4,921	6,731	8,819	10,703	13,097	15,635	17,856	19,172	21,129	23,379	25,142	2,747	5,007
Cruise ships	17,855	0	0	0	0	0	0	0	0	0	0	0	0	0
Total Visitor Earnings (tala million)	81.4	94.5	137.5	180.2	216.9	287.6	323.3	347.2	380.2	423.99	469.57	514.07	67.10	115.86
Over the past year (%)	16.6%	16.1%	17.9%	18.9%	14.8%	16.0%	15.4%	15.3%	13.4%	15.8%	14.5%	13.2%	38.9%	22.6%
Past 3 year average	1.9%	5.1%	5.0%	6.0%	6.5%	7.1%	5.3%	4.0%	12.0%	4.7%	8.4%	13.1%	8.4%	9.9%
Past 5 year average	7.2%	8.5%	5.4%	7.4%	8.2%	7.8%	8.4%	6.1%	10.6%	3.9%	10.4%	9.4%	10.5%	10.1%
Earnings, by market (tala million)														
American Samoa	9.5	7.4	9.1	10.8	12.4	18.8	21.2	22.2	24.5	27.9	32.0	35.7	5.3	8.7
Australia	18.3	21.6	33.1	45.7	56.2	80.6	91.0	97.8	106.8	117.9	128.2	139.0	10.8	22.9
Europe	0.8	1.3	1.8	2.4	3.3	4.1	4.7	5.2	6.1	6.9	7.4	7.7	0.7	1.6
New Zealand	38.8	47.4	69.1	90.5	107.7	137.2	153.5	162.8	175.4	196.7	217.5	234.0	22.5	46.3
USA	5.9	7.7	11.1	13.4	15.7	19.9	22.0	24.1	27.9	29.5	32.1	36.7	6.3	9.5
Other Countries	8.0	9.1	13.3	17.5	21.7	26.9	30.8	35.2	39.5	45.0	52.4	60.9	21.5	26.9
Cruise ships	0.0	0.0	0.0	0.3	0.9	1.2	1.3	1.6	2.6	3.0	3.0	3.1	0.0	0.1
Earnings, by purpose (tala million)														
Holiday	37.4	36.9	58.2	74.3	84.8	111.3	124.8	131.1	142.6	158.5	172.4	191.9	20.3	41.5
VFR	29.0	43.6	59.1	75.8	96.6	132.8	149.2	158.2	172.8	191.5	214.4	235.1	20.8	40.8
Business & Conference	7.8	6.4	8.7	10.9	14.2	16.3	19.1	21.8	24.6	27.4	32.3	34.8	4.9	9.4
Sport	1.5	1.0	1.8	2.0	2.2	2.4	2.5	3.2	3.4	3.5	3.7	4.1	17.1	17.2
Other	5.6	6.7	9.7	17.3	19.1	24.8	27.8	32.9	36.8	43.1	46.7	48.2	4.1	6.9
Cruise ships	0.0	0.0	0.0	0.3	0.9	1.2	1.3	1.6	2.6	3.0	3.0	3.1	0.0	0.1

VISITOR EARNINGS & REMITTANCES REPORT

August 2019

Table 2.

INFLOW OF PRIVATE REMITTANCES

AMOUNTS IN TALA MILLION

Amount in Tala Millions	Aug-17	Aug-18	Sep-18	Oct-18	Nov-18	Dec-18	Jan-19	Feb-19	Mar-19	Apr-19	May-19	Jun-19	Jul-19	Aug-19
By Recipient (Tala Millions)	36.64	48.12	37.37	40.94	41.81	66.29	39.67	40.12	55.63	41.55	48.67	43.15	56.54	53.28
Banknotes	3.75	7.46	7.88	6.70	5.70	12.44	4.19	4.62	5.66	4.04	4.09	2.94	9.47	4.85
Churches, school, Charities	2.78	6.40	1.85	2.87	4.12	5.52	6.40	5.94	11.44	4.91	4.14	4.74	8.18	4.73
Individual/Family/Households	29.14	31.37	25.88	29.80	30.02	45.47	28.28	26.27	31.92	30.09	35.22	28.31	33.00	35.66
In Kind	0.59	0.68	0.57	0.74	0.52	0.68	0.00	1.45	1.67	1.84	1.94	3.12	4.95	6.89
Others	0.38	2.20	1.20	0.83	1.45	2.18	0.81	1.84	4.94	0.68	3.29	4.03	0.93	1.14
By Country (Tala Millions)	36.64	48.12	37.37	40.94	41.81	66.29	39.67	40.12	55.63	41.55	48.67	43.15	56.54	53.28
USA	6.49	9.25	4.93	7.01	8.39	13.53	9.97	8.67	15.59	4.66	6.92	8.60	12.37	9.10
New Zealand	13.75	16.59	15.48	16.36	17.03	27.00	15.33	15.98	19.20	17.78	22.51	18.02	21.64	21.74
Australia	13.58	16.46	13.77	13.39	12.40	20.83	11.99	10.62	16.14	11.09	13.36	12.42	17.67	17.57
American Samoa	1.36	1.73	1.49	1.62	1.63	2.75	1.28	1.47	1.96	1.79	1.97	1.94	2.17	2.20
Others	1.46	4.08	1.71	2.55	2.36	2.18	1.10	3.38	2.75	6.24	3.91	2.16	2.69	2.68
By Channel (%)														
Banks	14.5%	20.9%	11.7%	13.4%	16.4%	14.9%	20.7%	21.0%	32.5%	16.8%	18.0%	22.4%	17.9%	13.5%
Non Banks (1)	85.5%	79.1%	88.3%	86.6%	83.6%	85.1%	79.3%	79.0%	67.5%	83.2%	82.0%	77.6%	82.1%	86.5%
Total Remittances (Tala Millions)	36.64	48.12	37.37	40.94	41.81	66.29	39.67	40.12	55.63	41.55	48.67	43.15	56.54	53.28
First Number of Months up to	2	2	3	4	5	6	7	8	9	10	11	12	1	2
	months	months	months	months	months	months	months	months	months	months	months	months	months	months
Total Remittances (Tala Millions)	70.49	88.67	126.04	166.98	208.79	275.09	314.76	354.88	410.51	452.06	500.74	543.88	56.54	109.82
Percentage Change (over same period last 3 year average (%))	0.5%	25.8%	20.8%	16.7%	14.4%	17.0%	14.5%	13.6%	15.0%	13.4%	11.8%	11.4%	39.4%	23.9%
5 year average (%)	-3.0%	1.1%	2.0%	2.7%	3.5%	2.8%	3.6%	3.8%	4.9%	5.1%	5.8%	5.9%	6.7%	9.9%
	-4.9%	0.2%	1.0%	2.2%	2.0%	2.2%	2.2%	2.3%	2.9%	3.3%	3.5%	3.6%	1.0%	3.5%
By Recipient (Tala Millions)														
Banknotes	7.78	15.09	22.97	29.68	35.38	47.82	52.00	56.62	62.28	66.32	70.41	73.35	9.47	14.33
Churches, school, Charities	3.49	8.22	10.07	12.94	17.06	22.58	28.97	34.91	46.36	51.27	55.40	60.14	8.18	12.91
Individual/Family/Households	56.12	60.34	86.22	116.02	146.04	191.51	219.79	246.07	277.99	308.08	343.30	371.61	33.00	68.66
In Kind	1.10	1.27	1.84	2.58	3.09	3.78	3.78	5.22	6.89	8.73	10.67	13.78	4.95	11.84
Others	2.00	3.74	4.94	5.77	7.22	9.40	10.21	12.05	16.99	17.67	20.96	24.99	0.93	2.07
By Country (Tala Millions)														
USA	12.30	16.06	20.99	28.00	36.39	49.92	59.89	68.57	84.15	88.81	95.73	104.33	12.37	21.47
New Zealand	26.77	33.59	49.06	65.43	82.46	109.46	124.79	140.77	159.97	177.75	200.26	218.28	21.64	43.37
Australia	25.17	30.46	44.22	57.62	70.01	90.84	102.83	113.45	129.59	140.67	154.03	166.46	17.67	35.23
American Samoa	2.81	3.39	4.87	6.50	8.13	10.88	12.16	13.63	15.59	17.38	19.36	21.30	2.17	4.37
Others	3.43	5.18	6.89	9.44	11.80	13.99	15.09	18.46	21.21	27.45	31.36	33.52	2.69	5.37

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



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PLEASE ADDRESS CORRESPONDENCE
TO THE GOVERNOR

VISITOR EARNINGS & REMITTANCES REPORT

August 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.2: 2019/20

August 2019

Visitor Arrivals

Total **visitor arrivals** recorded an increase of 7.2 percent (or 1,168 visitors) to 17,489 visitors over the year but fell by 29.0 percent (or 7,158 visitors) compared to July 2019. The drop over the month was a return to normal level from a significant increase in the previous month pertaining to the Pacific Games.

Contributing to the increase over the year, were various regional meetings and annual events that took place during the month including the Journalists' Meeting, the Fifth Pacific Meteorology Meeting, Twenty-Ninth SPREP meeting as well as Father's Day Commemorations.

Increases were recorded for all of Samoa's main markets for tourists over the same month last year:

- Other Countries (up 529 visitors)
- The USA (up 311 visitors)
- Australia (up 240 visitors)
- American Samoa (up 51 visitors)
- Europe (up 27 visitors)
- New Zealand (up 10 visitors)

By purpose of visit, considerable increases were recorded for those who were here for:

- Visiting Families and Relatives (VFR) (up 761 visitors)
- Business and Conference (up 548 visitors)
- Others (up 284 visitors)

Furthermore, **total visitor arrivals in the first two months of 2019/20** were 18.5 percent higher (to 42,136 people) compared to the same period last

year. By country, total visitors from Other Countries, American Samoa, USA, Australia and Europe all grew by 5,050 visitors, 657 visitors, 568 visitors, 437 visitors and 303 visitors respectively. By purpose, visitors who came for 'Sports', 'Holiday', 'Business and Conference' and 'Others' all expanded by 4,848 visitors, 1,818 visitors, 954 visitors and 86 visitors respectively.

As a result, **total visitor receipts** rose by 5.6 percent (or \$2.6 million) to \$48.8 million over August 2018 but when compared to the previous month, visitor receipts decreased by 27.3 percent (or \$18.3 million).

Underpinning the overall increase in earnings by country were increases in: 'Other Countries' (up \$1.3 million), 'USA' and 'Australia' (both up by \$0.8 million) and 'Europe' (up \$0.02 million). By purpose, increases were also recorded for 'VFR' (up \$2.3 million) and 'Business and Conference' (up \$1.9 million) where these outweighed the reductions in visitors that were here for 'Holiday' (down \$1.3 million) while 'Sports' and 'Others' categories both went down slightly by \$0.1 million each.

Total visitor receipts for the first two months of 2019/2020 edged up by 22.6 percent (or \$21.4 million) over the same period of 2018/19. Largely responsible for this increase were higher visitor earnings from Other Countries (up \$17.8 million), The USA (up \$1.8 million), American Samoa and Australia (both up by \$1.3 million each) and Europe (up \$0.2 million). Proceeds from visitors that were here for 'Sports' (up \$16.2 million), 'Holiday' (up

\$4.7 million, 'Business and Conference' (both up 3.0 million) and 'Others' (up \$0.1 million).

The **tourism price index** was 0.1 percent higher compared to August 2018 due to gains in 'Meals and Drinks', 'Family Obligations' and 'Miscellaneous' sub-indexes.

Private Remittances

Total private remittances improved by 10.7 percent (or \$5.2 million) to \$53.3 million over the year but recorded a 5.8 percent decrease (or \$3.3 million) when compared to the previous month.

Largely underpinning the overall increase in private remittances were transfers from New Zealand (up \$5.2 million), Australia (\$1.1 million) and American Samoa (\$0.5 million) where in terms of recipients, 'In kind' and 'Family & Households' transfers increased by \$6.2 million and \$4.3 million respectively. Partially responsible for the expansion

in private remittances was the strengthening of the USD against the Samoan Tala during the month.

The monthly share of remittances inflows received through Money Transfer Operators (MTO's) increased to 86.5 percent from 79.1 percent over August 2018 while those received through commercial banks fell to 13.5 percent down from 20.9 percent over the year.

The average cost of sending NZD\$200.00 to Samoa decreased to 11.29 percent from 11.84 percent in August 2018 while the average cost of sending AUD\$200.00 to Samoa also fell to 6.97 percent from 7.15 percent last year.

CENTRAL BANK OF SAMOA
03 October 2019

VISITOR EARNINGS & REMITTANCES REPORT

August 2019

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

	Aug-17	Aug-18	Sep-18	Oct-18	Nov-18	Dec-18	Jan-19	Feb-19	Mar-19	Apr-19	May-19	Jun-19	Jul-19	Aug-19
Total arrivals (persons)	14,680	16,321	14,843	14,523	11,483	24,021	13,755	9,044	11,163	14,413	13,565	16,192	24,647	17,489
Total arrivals incl. cruise ships (1)	14,680	16,321	14,843	16,400	15,638	26,380	14,255	11,224	17,893	16,932	13,837	16,465	24,921	17,764
Arrivals, by market (persons)														
American Samoa	2,582	1,907	1,049	1,207	860	2,586	1,116	968	1,089	1,204	1,215	1,683	2,300	1,958
Australia	2,935	3,308	3,616	3,238	2,306	6,990	3,434	1,820	2,481	3,122	3,143	3,444	4,175	3,548
Europe	393	712	493	676	678	542	612	458	716	658	492	406	942	739
New Zealand	6,413	7,775	7,215	6,869	5,252	11,016	6,290	3,645	4,400	6,887	5,742	6,695	8,898	7,785
USA	831	1,080	878	1,022	908	1,424	862	594	981	827	962	1,618	2,123	1,391
Other Countries	1,526	1,539	1,592	1,511	1,479	1,463	1,441	1,559	1,496	1,715	2,011	2,346	6,209	2,068
Cruise ships	0	0	0	1,877	4,155	2,359	500	2,180	6,730	2,519	272	273	274	275
Arrivals, by purpose (persons)														
Holiday	6,705	7,851	6,966	6,788	4,217	9,355	4,855	2,263	3,938	5,633	4,012	7,044	8,149	7,484
VFR	4,465	5,606	5,086	4,747	4,338	11,573	5,583	3,455	5,078	6,010	5,629	6,380	6,602	6,367
Business & Conference	1,306	765	740	815	912	615	759	780	775	768	1,611	780	2,020	1,313
Sport	315	123	241	85	132	84	20	325	56	45	63	225	5,129	65
Other	1,889	1,976	1,810	2,088	1,884	2,394	2,538	2,221	1,316	1,957	2,250	1,763	2,747	2,260
Cruise ships	0	0	0	1,877	4,155	2,359	500	2,180	6,730	2,519	272	273	274	275
Total earnings (tala million)	38.52	46.15	43.07	42.68	36.67	70.75	35.62	23.92	32.98	43.81	45.58	44.50	67.10	48.76
Earnings, by market (tala million)														
American Samoa	4.54	3.54	1.77	1.67	1.55	6.42	2.39	1.05	2.32	3.41	4.06	3.72	5.32	3.36
Australia	9.70	11.40	11.51	12.55	10.49	24.46	10.40	6.78	8.98	11.13	10.23	10.88	10.78	12.15
Europe	0.46	0.84	0.48	0.58	0.92	0.82	0.60	0.41	0.98	0.76	0.48	0.33	0.71	0.86
New Zealand	18.72	23.86	21.69	21.39	17.15	29.58	16.26	9.31	12.58	21.36	20.80	16.45	22.54	23.79
USA	1.72	2.39	3.41	2.26	2.35	4.24	2.08	3.82	1.59	2.61	4.62	6.29	3.18	3.18
Other Countries	3.38	4.12	4.20	4.21	4.22	5.24	3.90	4.33	4.30	5.56	7.40	8.50	21.46	5.41
Cruise ships	0.00	0.00	0.00	0.28	0.61	0.33	0.07	0.32	1.01	0.36	0.04	0.04	0.04	0.04
Earnings, by purpose (tala million)														
Holiday	18.37	22.53	21.31	16.16	10.46	26.56	13.45	6.28	11.53	15.93	13.89	19.44	20.32	21.21
VFR	13.25	17.77	15.56	16.62	20.80	36.27	16.35	9.07	14.54	18.67	22.91	20.73	20.78	20.05
Business & Conference	4.35	2.66	2.35	2.18	3.28	2.10	2.75	2.79	2.77	2.79	4.94	2.43	4.86	4.52
Sport	0.64	0.26	0.81	0.18	0.26	0.19	0.06	0.69	0.20	0.13	0.23	0.39	17.07	0.14
Other	1.91	2.93	3.04	7.54	1.87	5.63	3.01	5.09	3.94	6.29	3.62	1.51	4.07	2.84
Cruise ships	0.00	0.00	0.00	0.28	0.61	0.33	0.07	0.32	1.01	0.36	0.04	0.04	0.04	0.04
Average expenditure (tala, per person)	2,624	2,828	2,902	2,939	3,194	2,945	2,590	2,645	2,955	3,040	3,360	2,748	2,722	2,788
Tourism Price Index	146.6	152.1	151.2	151.1	148.7	148.5	146.7	147.4	149.2	148.6	149.9	150.5	152.1	152.2
First Number of Months up to	2 months	2 months	3 months	4 months	5 months	6 months	7 months	8 months	9 months	10 months	11 months	12 months	1 months	2 months
Total Visitor Arrivals (persons)	33,072	35,562	50,405	64,928	76,411	100,432	114,187	123,231	134,394	148,807	162,372	178,564	24,647	42,136
Over the past year (%)	15.0%	7.5%	9.2%	11.2%	8.4%	10.1%	9.9%	10.7%	9.2%	11.2%	10.5%	9.3%	28.1%	18.5%
Past 3 year average	4.0%	6.0%	5.2%	5.1%	5.1%	5.4%	5.3%	4.9%	5.2%	5.1%	5.1%	5.4%	5.9%	6.1%
Past 5 year average	2.6%	5.5%	5.0%	4.9%	5.0%	5.1%	5.3%	5.1%	5.3%	5.1%	5.3%	5.3%	8.1%	7.7%
Arrivals, by market (persons)														
American Samoa	5,339	3,601	4,650	5,857	6,717	9,303	10,419	11,387	12,476	13,680	14,895	16,578	2,300	4,258
Australia	6,442	7,286	10,902	14,140	16,446	23,436	26,870	28,690	31,171	34,293	37,436	40,880	4,175	7,723
Europe	851	1,378	1,871	2,547	3,225	3,767	4,379	4,637	5,553	6,211	6,703	7,109	942	1,681
New Zealand	14,759	17,124	24,339	31,208	36,460	47,476	53,766	57,411	61,811	68,698	74,440	81,135	8,898	16,683
USA	2,329	2,946	3,824	4,846	5,754	7,178	8,040	8,634	9,615	10,442	11,404	13,022	2,123	3,514
Other Countries	3,352	3,227	4,819	6,330	7,809	9,272	10,713	12,272	13,768	15,483	17,494	19,840	6,209	8,277
Cruise ships	0	0	0	1,877	6,032	8,391	8,891	11,071	17,801	20,320	20,592	20,865	274	549
Arrivals, by purpose (persons)														
Holiday	14,580	13,815	20,781	27,569	31,786	41,141	45,996	48,259	52,197	57,830	61,842	68,886	8,149	15,633
VFR	9,778	14,101	19,187	23,934	28,272	39,845	45,428	48,883	53,961	59,971	65,600	71,980	6,602	12,969
Business & Conference	2,785	2,379	3,119	3,934	4,846	5,461	6,220	7,000	7,775	8,543	10,154	10,934	2,020	3,333
Sport	596	346	587	672	804	888	908	1,233	1,289	1,334	1,397	1,622	5,129	5,194
Other	5,333	4,921	6,731	8,819	10,703	13,097	15,635	17,856	19,172	21,129	23,379	25,142	2,747	5,007
Cruise ships	17,855	0	0	0	0	0	0	0	0	0	0	0	0	0
Total Visitor Earnings (tala million)	81.4	94.5	137.5	180.2	216.9	287.6	323.3	347.2	380.2	423.99	469.57	514.07	67.10	115.86
Over the past year (%)	16.6%	16.1%	17.9%	18.9%	14.8%	16.0%	15.4%	15.3%	13.4%	15.8%	14.5%	13.2%	38.9%	22.6%
Past 3 year average	1.9%	5.1%	5.0%	6.0%	6.5%	7.1%	5.3%	4.0%	12.0%	4.7%	8.4%	13.1%	8.4%	9.9%
Past 5 year average	7.2%	8.5%	5.4%	7.4%	8.2%	7.8%	8.4%	6.1%	10.6%	3.9%	10.4%	9.4%	10.5%	10.1%
Earnings, by market (tala million)														
American Samoa	9.5	7.4	9.1	10.8	12.4	18.8	21.2	22.2	24.5	27.9	32.0	35.7	5.3	8.7
Australia	18.3	21.6	33.1	45.7	56.2	80.6	91.0	97.8	106.8	117.9	128.2	139.0	10.8	22.9
Europe	0.8	1.3	1.8	2.4	3.3	4.1	4.7	5.2	6.1	6.9	7.4	7.7	0.7	1.6
New Zealand	38.8	47.4	69.1	90.5	107.7	137.2	153.5	162.8	175.4	196.7	217.5	234.0	22.5	46.3
USA	5.9	7.7	11.1	13.4	15.7	19.9	22.0	24.1	27.9	29.5	32.1	36.7	6.3	9.5
Other Countries	8.0	9.1	13.3	17.5	21.7	26.9	30.8	35.2	39.5	45.0	52.4	60.9	21.5	26.9
Cruise ships	0.0	0.0	0.0	0.3	0.9	1.2	1.3	1.6	2.6	3.0	3.0	3.1	0.0	0.1
Earnings, by purpose (tala million)														
Holiday	37.4	36.9	58.2	74.3	84.8	111.3	124.8	131.1	142.6	158.5	172.4	191.9	20.3	41.5
VFR	29.0	43.6	59.1	75.8	96.6	132.8	149.2	158.2	172.8	191.5	214.4	235.1	20.8	40.8
Business & Conference	7.8	6.4	8.7	10.9	14.2	16.3	19.1	21.8	24.6	27.4	32.3	34.8	4.9	9.4
Sport	1.5	1.0	1.8	2.0	2.2	2.4	2.5	3.2	3.4	3.5	3.7	4.1	17.1	17.2
Other	5.6	6.7	9.7	17.3	19.1	24.8	27.8	32.9	36.8	43.1	46.7	48.2	4.1	6.9
Cruise ships	0.0	0.0	0.0	0.3	0.9	1.2	1.3	1.6	2.6	3.0	3.0	3.1	0.0	0.1

VISITOR EARNINGS & REMITTANCES REPORT

August 2019

Table 2.

INFLOW OF PRIVATE REMITTANCES

AMOUNTS IN TALA MILLION

Amount in Tala Millions	Aug-17	Aug-18	Sep-18	Oct-18	Nov-18	Dec-18	Jan-19	Feb-19	Mar-19	Apr-19	May-19	Jun-19	Jul-19	Aug-19
By Recipient (Tala Millions)	36.64	48.12	37.37	40.94	41.81	66.29	39.67	40.12	55.63	41.55	48.67	43.15	56.54	53.28
Banknotes	3.75	7.46	7.88	6.70	5.70	12.44	4.19	4.62	5.66	4.04	4.09	2.94	9.47	4.85
Churches, school, Charities	2.78	6.40	1.85	2.87	4.12	5.52	6.40	5.94	11.44	4.91	4.14	4.74	8.18	4.73
Individual/Family/Households	29.14	31.37	25.88	29.80	30.02	45.47	28.28	26.27	31.92	30.09	35.22	28.31	33.00	35.66
In Kind	0.59	0.68	0.57	0.74	0.52	0.68	0.00	1.45	1.67	1.84	1.94	3.12	4.95	6.89
Others	0.38	2.20	1.20	0.83	1.45	2.18	0.81	1.84	4.94	0.68	3.29	4.03	0.93	1.14
By Country (Tala Millions)	36.64	48.12	37.37	40.94	41.81	66.29	39.67	40.12	55.63	41.55	48.67	43.15	56.54	53.28
USA	6.49	9.25	4.93	7.01	8.39	13.53	9.97	8.67	15.59	4.66	6.92	8.60	12.37	9.10
New Zealand	13.75	16.59	15.48	16.36	17.03	27.00	15.33	15.98	19.20	17.78	22.51	18.02	21.64	21.74
Australia	13.58	16.46	13.77	13.39	12.40	20.83	11.99	10.62	16.14	11.09	13.36	12.42	17.67	17.57
American Samoa	1.36	1.73	1.49	1.62	1.63	2.75	1.28	1.47	1.96	1.79	1.97	1.94	2.17	2.20
Others	1.46	4.08	1.71	2.55	2.36	2.18	1.10	3.38	2.75	6.24	3.91	2.16	2.69	2.68
By Channel (%)														
Banks	14.5%	20.9%	11.7%	13.4%	16.4%	14.9%	20.7%	21.0%	32.5%	16.8%	18.0%	22.4%	17.9%	13.5%
Non Banks (1)	85.5%	79.1%	88.3%	86.6%	83.6%	85.1%	79.3%	79.0%	67.5%	83.2%	82.0%	77.6%	82.1%	86.5%
Total Remittances (Tala Millions)	36.64	48.12	37.37	40.94	41.81	66.29	39.67	40.12	55.63	41.55	48.67	43.15	56.54	53.28
First Number of Months up to	2	2	3	4	5	6	7	8	9	10	11	12	1	2
	months	months	months	months	months	months	months	months	months	months	months	months	months	months
Total Remittances (Tala Millions)	70.49	88.67	126.04	166.98	208.79	275.09	314.76	354.88	410.51	452.06	500.74	543.88	56.54	109.82
Percentage Change (over same period last 3 year average (%))	0.5%	25.8%	20.8%	16.7%	14.4%	17.0%	14.5%	13.6%	15.0%	13.4%	11.8%	11.4%	39.4%	23.9%
5 year average (%)	-3.0%	1.1%	2.0%	2.7%	3.5%	2.8%	3.6%	3.8%	4.9%	5.1%	5.8%	5.9%	6.7%	9.9%
	-4.9%	0.2%	1.0%	2.2%	2.0%	2.2%	2.2%	2.3%	2.9%	3.3%	3.5%	3.6%	1.0%	3.5%
By Recipient (Tala Millions)														
Banknotes	7.78	15.09	22.97	29.68	35.38	47.82	52.00	56.62	62.28	66.32	70.41	73.35	9.47	14.33
Churches, school, Charities	3.49	8.22	10.07	12.94	17.06	22.58	28.97	34.91	46.36	51.27	55.40	60.14	8.18	12.91
Individual/Family/Households	56.12	60.34	86.22	116.02	146.04	191.51	219.79	246.07	277.99	308.08	343.30	371.61	33.00	68.66
In Kind	1.10	1.27	1.84	2.58	3.09	3.78	3.78	5.22	6.89	8.73	10.67	13.78	4.95	11.84
Others	2.00	3.74	4.94	5.77	7.22	9.40	10.21	12.05	16.99	17.67	20.96	24.99	0.93	2.07
By Country (Tala Millions)														
USA	12.30	16.06	20.99	28.00	36.39	49.92	59.89	68.57	84.15	88.81	95.73	104.33	12.37	21.47
New Zealand	26.77	33.59	49.06	65.43	82.46	109.46	124.79	140.77	159.97	177.75	200.26	218.28	21.64	43.37
Australia	25.17	30.46	44.22	57.62	70.01	90.84	102.83	113.45	129.59	140.67	154.03	166.46	17.67	35.23
American Samoa	2.81	3.39	4.87	6.50	8.13	10.88	12.16	13.63	15.59	17.38	19.36	21.30	2.17	4.37
Others	3.43	5.18	6.89	9.44	11.80	13.99	15.09	18.46	21.21	27.45	31.36	33.52	2.69	5.37

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



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PLEASE ADDRESS CORRESPONDENCE
TO THE GOVERNOR

VISITOR EARNINGS & REMITTANCES REPORT

August 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.2: 2019/20

August 2019

Visitor Arrivals

Total **visitor arrivals** recorded an increase of 7.2 percent (or 1,168 visitors) to 17,489 visitors over the year but fell by 29.0 percent (or 7,158 visitors) compared to July 2019. The drop over the month was a return to normal level from a significant increase in the previous month pertaining to the Pacific Games.

Contributing to the increase over the year, were various regional meetings and annual events that took place during the month including the Journalists' Meeting, the Fifth Pacific Meteorology Meeting, Twenty-Ninth SPREP meeting as well as Father's Day Commemorations.

Increases were recorded for all of Samoa's main markets for tourists over the same month last year:

- Other Countries (up 529 visitors)
- The USA (up 311 visitors)
- Australia (up 240 visitors)
- American Samoa (up 51 visitors)
- Europe (up 27 visitors)
- New Zealand (up 10 visitors)

By purpose of visit, considerable increases were recorded for those who were here for:

- Visiting Families and Relatives (VFR) (up 761 visitors)
- Business and Conference (up 548 visitors)
- Others (up 284 visitors)

Furthermore, **total visitor arrivals in the first two months of 2019/20** were 18.5 percent higher (to 42,136 people) compared to the same period last

year. By country, total visitors from Other Countries, American Samoa, USA, Australia and Europe all grew by 5,050 visitors, 657 visitors, 568 visitors, 437 visitors and 303 visitors respectively. By purpose, visitors who came for 'Sports', 'Holiday', 'Business and Conference' and 'Others' all expanded by 4,848 visitors, 1,818 visitors, 954 visitors and 86 visitors respectively.

As a result, **total visitor receipts** rose by 5.6 percent (or \$2.6 million) to \$48.8 million over August 2018 but when compared to the previous month, visitor receipts decreased by 27.3 percent (or \$18.3 million).

Underpinning the overall increase in earnings by country were increases in: 'Other Countries' (up \$1.3 million), 'USA' and 'Australia' (both up by \$0.8 million) and 'Europe' (up \$0.02 million). By purpose, increases were also recorded for 'VFR' (up \$2.3 million) and 'Business and Conference' (up \$1.9 million) where these outweighed the reductions in visitors that were here for 'Holiday' (down \$1.3 million) while 'Sports' and 'Others' categories both went down slightly by \$0.1 million each.

Total visitor receipts for the first two months of 2019/2020 edged up by 22.6 percent (or \$21.4 million) over the same period of 2018/19. Largely responsible for this increase were higher visitor earnings from Other Countries (up \$17.8 million), The USA (up \$1.8 million), American Samoa and Australia (both up by \$1.3 million each) and Europe (up \$0.2 million). Proceeds from visitors that were here for 'Sports' (up \$16.2 million), 'Holiday' (up

\$4.7 million, 'Business and Conference' (both up 3.0 million) and 'Others' (up \$0.1 million).

The **tourism price index** was 0.1 percent higher compared to August 2018 due to gains in 'Meals and Drinks', 'Family Obligations' and 'Miscellaneous' sub-indexes.

Private Remittances

Total private remittances improved by 10.7 percent (or \$5.2 million) to \$53.3 million over the year but recorded a 5.8 percent decrease (or \$3.3 million) when compared to the previous month.

Largely underpinning the overall increase in private remittances were transfers from New Zealand (up \$5.2 million), Australia (\$1.1 million) and American Samoa (\$0.5 million) where in terms of recipients, 'In kind' and 'Family & Households' transfers increased by \$6.2 million and \$4.3 million respectively. Partially responsible for the expansion

in private remittances was the strengthening of the USD against the Samoan Tala during the month.

The monthly share of remittances inflows received through Money Transfer Operators (MTO's) increased to 86.5 percent from 79.1 percent over August 2018 while those received through commercial banks fell to 13.5 percent down from 20.9 percent over the year.

The average cost of sending NZD\$200.00 to Samoa decreased to 11.29 percent from 11.84 percent in August 2018 while the average cost of sending AUD\$200.00 to Samoa also fell to 6.97 percent from 7.15 percent last year.

CENTRAL BANK OF SAMOA
03 October 2019

VISITOR EARNINGS & REMITTANCES REPORT

August 2019

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

	Aug-17	Aug-18	Sep-18	Oct-18	Nov-18	Dec-18	Jan-19	Feb-19	Mar-19	Apr-19	May-19	Jun-19	Jul-19	Aug-19
Total arrivals (persons)	14,680	16,321	14,843	14,523	11,483	24,021	13,755	9,044	11,163	14,413	13,565	16,192	24,647	17,489
Total arrivals incl. cruise ships (1)	14,680	16,321	14,843	16,400	15,638	26,380	14,255	11,224	17,893	16,932	13,837	16,465	24,921	17,764
Arrivals, by market (persons)														
American Samoa	2,582	1,907	1,049	1,207	860	2,586	1,116	968	1,089	1,204	1,215	1,683	2,300	1,958
Australia	2,935	3,308	3,616	3,238	2,306	6,990	3,434	1,820	2,481	3,122	3,143	3,444	4,175	3,548
Europe	393	712	493	676	678	542	612	458	716	658	492	406	942	739
New Zealand	6,413	7,775	7,215	6,869	5,252	11,016	6,290	3,645	4,400	6,887	5,742	6,695	8,898	7,785
USA	831	1,080	878	1,022	908	1,424	862	594	981	827	962	1,618	2,123	1,391
Other Countries	1,526	1,539	1,592	1,511	1,479	1,463	1,441	1,559	1,496	1,715	2,011	2,346	6,209	2,068
Cruise ships	0	0	0	1,877	4,155	2,359	500	2,180	6,730	2,519	272	273	274	275
Arrivals, by purpose (persons)														
Holiday	6,705	7,851	6,966	6,788	4,217	9,355	4,855	2,263	3,938	5,633	4,012	7,044	8,149	7,484
VFR	4,465	5,606	5,086	4,747	4,338	11,573	5,583	3,455	5,078	6,010	5,629	6,380	6,602	6,367
Business & Conference	1,306	765	740	815	912	615	759	780	775	768	1,611	780	2,020	1,313
Sport	315	123	241	85	132	84	20	325	56	45	63	225	5,129	65
Other	1,889	1,976	1,810	2,088	1,884	2,394	2,538	2,221	1,316	1,957	2,250	1,763	2,747	2,260
Cruise ships	0	0	0	1,877	4,155	2,359	500	2,180	6,730	2,519	272	273	274	275
Total earnings (tala million)	38.52	46.15	43.07	42.68	36.67	70.75	35.62	23.92	32.98	43.81	45.58	44.50	67.10	48.76
Earnings, by market (tala million)														
American Samoa	4.54	3.54	1.77	1.67	1.55	6.42	2.39	1.05	2.32	3.41	4.06	3.72	5.32	3.36
Australia	9.70	11.40	11.51	12.55	10.49	24.46	10.40	6.78	8.98	11.13	10.23	10.88	10.78	12.15
Europe	0.46	0.84	0.48	0.58	0.92	0.82	0.60	0.41	0.98	0.76	0.48	0.33	0.71	0.86
New Zealand	18.72	23.86	21.69	21.39	17.15	29.58	16.26	9.31	12.58	21.36	20.80	16.45	22.54	23.79
USA	1.72	2.39	3.41	2.26	2.35	4.24	2.08	3.82	1.59	2.61	4.62	6.29	3.18	3.18
Other Countries	3.38	4.12	4.20	4.21	4.22	5.24	3.90	4.33	4.30	5.56	7.40	8.50	21.46	5.41
Cruise ships	0.00	0.00	0.00	0.28	0.61	0.33	0.07	0.32	1.01	0.36	0.04	0.04	0.04	0.04
Earnings, by purpose (tala million)														
Holiday	18.37	22.53	21.31	16.16	10.46	26.56	13.45	6.28	11.53	15.93	13.89	19.44	20.32	21.21
VFR	13.25	17.77	15.56	16.62	20.80	36.27	16.35	9.07	14.54	18.67	22.91	20.73	20.78	20.05
Business & Conference	4.35	2.66	2.35	2.18	3.28	2.10	2.75	2.79	2.77	2.79	4.94	2.43	4.86	4.52
Sport	0.64	0.26	0.81	0.18	0.26	0.19	0.06	0.69	0.20	0.13	0.23	0.39	17.07	0.14
Other	1.91	2.93	3.04	7.54	1.87	5.63	3.01	5.09	3.94	6.29	3.62	1.51	4.07	2.84
Cruise ships	0.00	0.00	0.00	0.28	0.61	0.33	0.07	0.32	1.01	0.36	0.04	0.04	0.04	0.04
Average expenditure (tala, per person)	2,624	2,828	2,902	2,939	3,194	2,945	2,590	2,645	2,955	3,040	3,360	2,748	2,722	2,788
Tourism Price Index	146.6	152.1	151.2	151.1	148.7	148.5	146.7	147.4	149.2	148.6	149.9	150.5	152.1	152.2
	2	2	3	4	5	6	7	8	9	10	11	12	1	2
First Number of Months up to	months	months	months	months	months	months	months	months	months	months	months	months	months	months
Total Visitor Arrivals (persons)	33,072	35,562	50,405	64,928	76,411	100,432	114,187	123,231	134,394	148,807	162,372	178,564	24,647	42,136
Over the past year (%)	15.0%	7.5%	9.2%	11.2%	8.4%	10.1%	9.9%	10.7%	9.2%	11.2%	10.5%	9.3%	28.1%	18.5%
Past 3 year average	4.0%	6.0%	5.2%	5.1%	5.1%	5.4%	5.3%	4.9%	5.2%	5.1%	5.1%	5.4%	5.9%	6.1%
Past 5 year average	2.6%	5.5%	5.0%	4.9%	5.0%	5.1%	5.3%	5.1%	5.3%	5.1%	5.3%	5.3%	8.1%	7.7%
Arrivals, by market (persons)														
American Samoa	5,339	3,601	4,650	5,857	6,717	9,303	10,419	11,387	12,476	13,680	14,895	16,578	2,300	4,258
Australia	6,442	7,286	10,902	14,140	16,446	23,436	26,870	28,690	31,171	34,293	37,436	40,880	4,175	7,723
Europe	851	1,378	1,871	2,547	3,225	3,767	4,379	4,637	5,553	6,211	6,703	7,109	942	1,681
New Zealand	14,759	17,124	24,339	31,208	36,460	47,476	53,766	57,411	61,811	68,698	74,440	81,135	8,898	16,683
USA	2,329	2,946	3,824	4,846	5,754	7,178	8,040	8,634	9,615	10,442	11,404	13,022	2,123	3,514
Other Countries	3,352	3,227	4,819	6,330	7,809	9,272	10,713	12,272	13,768	15,483	17,494	19,840	6,209	8,277
Cruise ships	0	0	0	1,877	6,032	8,391	8,891	11,071	17,801	20,320	20,592	20,865	274	549
Arrivals, by purpose (persons)														
Holiday	14,580	13,815	20,781	27,569	31,786	41,141	45,996	48,259	52,197	57,830	61,842	68,886	8,149	15,633
VFR	9,778	14,101	19,187	23,934	28,272	39,845	45,428	48,883	53,961	59,971	65,600	71,980	6,602	12,969
Business & Conference	2,785	2,379	3,119	3,934	4,846	5,461	6,220	7,000	7,775	8,543	10,154	10,934	2,020	3,333
Sport	596	346	587	672	804	888	908	1,233	1,289	1,334	1,397	1,622	5,129	5,194
Other	5,333	4,921	6,731	8,819	10,703	13,097	15,635	17,856	19,172	21,129	23,379	25,142	2,747	5,007
Cruise ships	17,855	0	0	0	0	0	0	0	0	0	0	0	0	0
Total Visitor Earnings (tala million)	81.4	94.5	137.5	180.2	216.9	287.6	323.3	347.2	380.2	423.99	469.57	514.07	67.10	115.86
Over the past year (%)	16.6%	16.1%	17.9%	18.9%	14.8%	16.0%	15.4%	15.3%	13.4%	15.8%	14.5%	13.2%	38.9%	22.6%
Past 3 year average	1.9%	5.1%	5.0%	6.0%	6.5%	7.1%	5.3%	4.0%	12.0%	4.7%	8.4%	13.1%	8.4%	9.9%
Past 5 year average	7.2%	8.5%	5.4%	7.4%	8.2%	7.8%	8.4%	6.1%	10.6%	3.9%	10.4%	9.4%	10.5%	10.1%
Earnings, by market (tala million)														
American Samoa	9.5	7.4	9.1	10.8	12.4	18.8	21.2	22.2	24.5	27.9	32.0	35.7	5.3	8.7
Australia	18.3	21.6	33.1	45.7	56.2	80.6	91.0	97.8	106.8	117.9	128.2	139.0	10.8	22.9
Europe	0.8	1.3	1.8	2.4	3.3	4.1	4.7	5.2	6.1	6.9	7.4	7.7	0.7	1.6
New Zealand	38.8	47.4	69.1	90.5	107.7	137.2	153.5	162.8	175.4	196.7	217.5	234.0	22.5	46.3
USA	5.9	7.7	11.1	13.4	15.7	19.9	22.0	24.1	27.9	29.5	32.1	36.7	6.3	9.5
Other Countries	8.0	9.1	13.3	17.5	21.7	26.9	30.8	35.2	39.5	45.0	52.4	60.9	21.5	26.9
Cruise ships	0.0	0.0	0.0	0.3	0.9	1.2	1.3	1.6	2.6	3.0	3.0	3.1	0.0	0.1
Earnings, by purpose (tala million)														
Holiday	37.4	36.9	58.2	74.3	84.8	111.3	124.8	131.1	142.6	158.5	172.4	191.9	20.3	41.5
VFR	29.0	43.6	59.1	75.8	96.6	132.8	149.2	158.2	172.8	191.5	214.4	235.1	20.8	40.8
Business & Conference	7.8	6.4	8.7	10.9	14.2	16.3	19.1	21.8	24.6	27.4	32.3	34.8	4.9	9.4
Sport	1.5	1.0	1.8	2.0	2.2	2.4	2.5	3.2	3.4	3.5	3.7	4.1	17.1	17.2
Other	5.6	6.7	9.7	17.3	19.1	24.8	27.8	32.9	36.8	43.1	46.7	48.2	4.1	6.9
Cruise ships	0.0	0.0	0.0	0.3	0.9	1.2	1.3	1.6	2.6	3.0	3.0	3.1	0.0	0.1

VISITOR EARNINGS & REMITTANCES REPORT

August 2019

Table 2.

INFLOW OF PRIVATE REMITTANCES

AMOUNTS IN TALA MILLION

Amount in Tala Millions	Aug-17	Aug-18	Sep-18	Oct-18	Nov-18	Dec-18	Jan-19	Feb-19	Mar-19	Apr-19	May-19	Jun-19	Jul-19	Aug-19
By Recipient (Tala Millions)	36.64	48.12	37.37	40.94	41.81	66.29	39.67	40.12	55.63	41.55	48.67	43.15	56.54	53.28
Banknotes	3.75	7.46	7.88	6.70	5.70	12.44	4.19	4.62	5.66	4.04	4.09	2.94	9.47	4.85
Churches, school, Charities	2.78	6.40	1.85	2.87	4.12	5.52	6.40	5.94	11.44	4.91	4.14	4.74	8.18	4.73
Individual/Family/Households	29.14	31.37	25.88	29.80	30.02	45.47	28.28	26.27	31.92	30.09	35.22	28.31	33.00	35.66
In Kind	0.59	0.68	0.57	0.74	0.52	0.68	0.00	1.45	1.67	1.84	1.94	3.12	4.95	6.89
Others	0.38	2.20	1.20	0.83	1.45	2.18	0.81	1.84	4.94	0.68	3.29	4.03	0.93	1.14
By Country (Tala Millions)	36.64	48.12	37.37	40.94	41.81	66.29	39.67	40.12	55.63	41.55	48.67	43.15	56.54	53.28
USA	6.49	9.25	4.93	7.01	8.39	13.53	9.97	8.67	15.59	4.66	6.92	8.60	12.37	9.10
New Zealand	13.75	16.59	15.48	16.36	17.03	27.00	15.33	15.98	19.20	17.78	22.51	18.02	21.64	21.74
Australia	13.58	16.46	13.77	13.39	12.40	20.83	11.99	10.62	16.14	11.09	13.36	12.42	17.67	17.57
American Samoa	1.36	1.73	1.49	1.62	1.63	2.75	1.28	1.47	1.96	1.79	1.97	1.94	2.17	2.20
Others	1.46	4.08	1.71	2.55	2.36	2.18	1.10	3.38	2.75	6.24	3.91	2.16	2.69	2.68
By Channel (%)														
Banks	14.5%	20.9%	11.7%	13.4%	16.4%	14.9%	20.7%	21.0%	32.5%	16.8%	18.0%	22.4%	17.9%	13.5%
Non Banks (1)	85.5%	79.1%	88.3%	86.6%	83.6%	85.1%	79.3%	79.0%	67.5%	83.2%	82.0%	77.6%	82.1%	86.5%
Total Remittances (Tala Millions)	36.64	48.12	37.37	40.94	41.81	66.29	39.67	40.12	55.63	41.55	48.67	43.15	56.54	53.28
First Number of Months up to	2	2	3	4	5	6	7	8	9	10	11	12	1	2
	months	months	months	months	months	months	months	months	months	months	months	months	months	months
Total Remittances (Tala Millions)	70.49	88.67	126.04	166.98	208.79	275.09	314.76	354.88	410.51	452.06	500.74	543.88	56.54	109.82
Percentage Change (over same period last 3 year average (%))	0.5%	25.8%	20.8%	16.7%	14.4%	17.0%	14.5%	13.6%	15.0%	13.4%	11.8%	11.4%	39.4%	23.9%
5 year average (%)	-3.0%	1.1%	2.0%	2.7%	3.5%	2.8%	3.6%	3.8%	4.9%	5.1%	5.8%	5.9%	6.7%	9.9%
	-4.9%	0.2%	1.0%	2.2%	2.0%	2.2%	2.2%	2.3%	2.9%	3.3%	3.5%	3.6%	1.0%	3.5%
By Recipient (Tala Millions)														
Banknotes	7.78	15.09	22.97	29.68	35.38	47.82	52.00	56.62	62.28	66.32	70.41	73.35	9.47	14.33
Churches, school, Charities	3.49	8.22	10.07	12.94	17.06	22.58	28.97	34.91	46.36	51.27	55.40	60.14	8.18	12.91
Individual/Family/Households	56.12	60.34	86.22	116.02	146.04	191.51	219.79	246.07	277.99	308.08	343.30	371.61	33.00	68.66
In Kind	1.10	1.27	1.84	2.58	3.09	3.78	3.78	5.22	6.89	8.73	10.67	13.78	4.95	11.84
Others	2.00	3.74	4.94	5.77	7.22	9.40	10.21	12.05	16.99	17.67	20.96	24.99	0.93	2.07
By Country (Tala Millions)														
USA	12.30	16.06	20.99	28.00	36.39	49.92	59.89	68.57	84.15	88.81	95.73	104.33	12.37	21.47
New Zealand	26.77	33.59	49.06	65.43	82.46	109.46	124.79	140.77	159.97	177.75	200.26	218.28	21.64	43.37
Australia	25.17	30.46	44.22	57.62	70.01	90.84	102.83	113.45	129.59	140.67	154.03	166.46	17.67	35.23
American Samoa	2.81	3.39	4.87	6.50	8.13	10.88	12.16	13.63	15.59	17.38	19.36	21.30	2.17	4.37
Others	3.43	5.18	6.89	9.44	11.80	13.99	15.09	18.46	21.21	27.45	31.36	33.52	2.69	5.37

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



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PLEASE ADDRESS CORRESPONDENCE
TO THE GOVERNOR

VISITOR EARNINGS & REMITTANCES REPORT

August 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.2: 2019/20

August 2019

Visitor Arrivals

Total **visitor arrivals** recorded an increase of 7.2 percent (or 1,168 visitors) to 17,489 visitors over the year but fell by 29.0 percent (or 7,158 visitors) compared to July 2019. The drop over the month was a return to normal level from a significant increase in the previous month pertaining to the Pacific Games.

Contributing to the increase over the year, were various regional meetings and annual events that took place during the month including the Journalists' Meeting, the Fifth Pacific Meteorology Meeting, Twenty-Ninth SPREP meeting as well as Father's Day Commemorations.

Increases were recorded for all of Samoa's main markets for tourists over the same month last year:

- Other Countries (up 529 visitors)
- The USA (up 311 visitors)
- Australia (up 240 visitors)
- American Samoa (up 51 visitors)
- Europe (up 27 visitors)
- New Zealand (up 10 visitors)

By purpose of visit, considerable increases were recorded for those who were here for:

- Visiting Families and Relatives (VFR) (up 761 visitors)
- Business and Conference (up 548 visitors)
- Others (up 284 visitors)

Furthermore, **total visitor arrivals in the first two months of 2019/20** were 18.5 percent higher (to 42,136 people) compared to the same period last

year. By country, total visitors from Other Countries, American Samoa, USA, Australia and Europe all grew by 5,050 visitors, 657 visitors, 568 visitors, 437 visitors and 303 visitors respectively. By purpose, visitors who came for 'Sports', 'Holiday', 'Business and Conference' and 'Others' all expanded by 4,848 visitors, 1,818 visitors, 954 visitors and 86 visitors respectively.

As a result, **total visitor receipts** rose by 5.6 percent (or \$2.6 million) to \$48.8 million over August 2018 but when compared to the previous month, visitor receipts decreased by 27.3 percent (or \$18.3 million).

Underpinning the overall increase in earnings by country were increases in: 'Other Countries' (up \$1.3 million), 'USA' and 'Australia' (both up by \$0.8 million) and 'Europe' (up \$0.02 million). By purpose, increases were also recorded for 'VFR' (up \$2.3 million) and 'Business and Conference' (up \$1.9 million) where these outweighed the reductions in visitors that were here for 'Holiday' (down \$1.3 million) while 'Sports' and 'Others' categories both went down slightly by \$0.1 million each.

Total visitor receipts for the first two months of 2019/2020 edged up by 22.6 percent (or \$21.4 million) over the same period of 2018/19. Largely responsible for this increase were higher visitor earnings from Other Countries (up \$17.8 million), The USA (up \$1.8 million), American Samoa and Australia (both up by \$1.3 million each) and Europe (up \$0.2 million). Proceeds from visitors that were here for 'Sports' (up \$16.2 million), 'Holiday' (up

\$4.7 million, 'Business and Conference' (both up 3.0 million) and 'Others' (up \$0.1 million).

The **tourism price index** was 0.1 percent higher compared to August 2018 due to gains in 'Meals and Drinks', 'Family Obligations' and 'Miscellaneous' sub-indexes.

Private Remittances

Total private remittances improved by 10.7 percent (or \$5.2 million) to \$53.3 million over the year but recorded a 5.8 percent decrease (or \$3.3 million) when compared to the previous month.

Largely underpinning the overall increase in private remittances were transfers from New Zealand (up \$5.2 million), Australia (\$1.1 million) and American Samoa (\$0.5 million) where in terms of recipients, 'In kind' and 'Family & Households' transfers increased by \$6.2 million and \$4.3 million respectively. Partially responsible for the expansion

in private remittances was the strengthening of the USD against the Samoan Tala during the month.

The monthly share of remittances inflows received through Money Transfer Operators (MTO's) increased to 86.5 percent from 79.1 percent over August 2018 while those received through commercial banks fell to 13.5 percent down from 20.9 percent over the year.

The average cost of sending NZD\$200.00 to Samoa decreased to 11.29 percent from 11.84 percent in August 2018 while the average cost of sending AUD\$200.00 to Samoa also fell to 6.97 percent from 7.15 percent last year.

CENTRAL BANK OF SAMOA
03 October 2019

VISITOR EARNINGS & REMITTANCES REPORT

August 2019

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

	Aug-17	Aug-18	Sep-18	Oct-18	Nov-18	Dec-18	Jan-19	Feb-19	Mar-19	Apr-19	May-19	Jun-19	Jul-19	Aug-19
Total arrivals (persons)	14,680	16,321	14,843	14,523	11,483	24,021	13,755	9,044	11,163	14,413	13,565	16,192	24,647	17,489
Total arrivals incl. cruise ships (1)	14,680	16,321	14,843	16,400	15,638	26,380	14,255	11,224	17,893	16,932	13,837	16,465	24,921	17,764
Arrivals, by market (persons)														
American Samoa	2,582	1,907	1,049	1,207	860	2,586	1,116	968	1,089	1,204	1,215	1,683	2,300	1,958
Australia	2,935	3,308	3,616	3,238	2,306	6,990	3,434	1,820	2,481	3,122	3,143	3,444	4,175	3,548
Europe	393	712	493	676	678	542	612	458	716	658	492	406	942	739
New Zealand	6,413	7,775	7,215	6,869	5,252	11,016	6,290	3,645	4,400	6,887	5,742	6,695	8,898	7,785
USA	831	1,080	878	1,022	908	1,424	862	594	981	827	962	1,618	2,123	1,391
Other Countries	1,526	1,539	1,592	1,511	1,479	1,463	1,441	1,559	1,496	1,715	2,011	2,346	6,209	2,068
Cruise ships	0	0	0	1,877	4,155	2,359	500	2,180	6,730	2,519	272	273	274	275
Arrivals, by purpose (persons)														
Holiday	6,705	7,851	6,966	6,788	4,217	9,355	4,855	2,263	3,938	5,633	4,012	7,044	8,149	7,484
VFR	4,465	5,606	5,086	4,747	4,338	11,573	5,583	3,455	5,078	6,010	5,629	6,380	6,602	6,367
Business & Conference	1,306	765	740	815	912	615	759	780	775	768	1,611	780	2,020	1,313
Sport	315	123	241	85	132	84	20	325	56	45	63	225	5,129	65
Other	1,889	1,976	1,810	2,088	1,884	2,394	2,538	2,221	1,316	1,957	2,250	1,763	2,747	2,260
Cruise ships	0	0	0	1,877	4,155	2,359	500	2,180	6,730	2,519	272	273	274	275
Total earnings (tala million)	38.52	46.15	43.07	42.68	36.67	70.75	35.62	23.92	32.98	43.81	45.58	44.50	67.10	48.76
Earnings, by market (tala million)														
American Samoa	4.54	3.54	1.77	1.67	1.55	6.42	2.39	1.05	2.32	3.41	4.06	3.72	5.32	3.36
Australia	9.70	11.40	11.51	12.55	10.49	24.46	10.40	6.78	8.98	11.13	10.23	10.88	10.78	12.15
Europe	0.46	0.84	0.48	0.58	0.92	0.82	0.60	0.41	0.98	0.76	0.48	0.33	0.71	0.86
New Zealand	18.72	23.86	21.69	21.39	17.15	29.58	16.26	9.31	12.58	21.36	20.80	16.45	22.54	23.79
USA	1.72	2.39	3.41	2.26	2.35	4.24	2.08	3.82	1.59	2.61	4.62	6.29	3.18	3.18
Other Countries	3.38	4.12	4.20	4.21	4.22	5.24	3.90	4.33	4.30	5.56	7.40	8.50	21.46	5.41
Cruise ships	0.00	0.00	0.00	0.28	0.61	0.33	0.07	0.32	1.01	0.36	0.04	0.04	0.04	0.04
Earnings, by purpose (tala million)														
Holiday	18.37	22.53	21.31	16.16	10.46	26.56	13.45	6.28	11.53	15.93	13.89	19.44	20.32	21.21
VFR	13.25	17.77	15.56	16.62	20.80	36.27	16.35	9.07	14.54	18.67	22.91	20.73	20.78	20.05
Business & Conference	4.35	2.66	2.35	2.18	3.28	2.10	2.75	2.79	2.77	2.79	4.94	2.43	4.86	4.52
Sport	0.64	0.26	0.81	0.18	0.26	0.19	0.06	0.69	0.20	0.13	0.23	0.39	17.07	0.14
Other	1.91	2.93	3.04	7.54	1.87	5.63	3.01	5.09	3.94	6.29	3.62	1.51	4.07	2.84
Cruise ships	0.00	0.00	0.00	0.28	0.61	0.33	0.07	0.32	1.01	0.36	0.04	0.04	0.04	0.04
Average expenditure (tala, per person)	2,624	2,828	2,902	2,939	3,194	2,945	2,590	2,645	2,955	3,040	3,360	2,748	2,722	2,788
Tourism Price Index	146.6	152.1	151.2	151.1	148.7	148.5	146.7	147.4	149.2	148.6	149.9	150.5	152.1	152.2
First Number of Months up to	2	2	3	4	5	6	7	8	9	10	11	12	1	2
months	months	months	months	months	months	months	months	months	months	months	months	months	months	months
Total Visitor Arrivals (persons)	33,072	35,562	50,405	64,928	76,411	100,432	114,187	123,231	134,394	148,807	162,372	178,564	24,647	42,136
Over the past year (%)	15.0%	7.5%	9.2%	11.2%	8.4%	10.1%	9.9%	10.7%	9.2%	11.2%	10.5%	9.3%	28.1%	18.5%
Past 3 year average	4.0%	6.0%	5.2%	5.1%	5.1%	5.4%	5.3%	4.9%	5.2%	5.1%	5.1%	5.4%	5.9%	6.1%
Past 5 year average	2.6%	5.5%	5.0%	4.9%	5.0%	5.1%	5.3%	5.1%	5.3%	5.1%	5.3%	5.3%	8.1%	7.7%
Arrivals, by market (persons)														
American Samoa	5,339	3,601	4,650	5,857	6,717	9,303	10,419	11,387	12,476	13,680	14,895	16,578	2,300	4,258
Australia	6,442	7,286	10,902	14,140	16,446	23,436	26,870	28,690	31,171	34,293	37,436	40,880	4,175	7,723
Europe	851	1,378	1,871	2,547	3,225	3,767	4,379	4,637	5,553	6,211	6,703	7,109	942	1,681
New Zealand	14,759	17,124	24,339	31,208	36,460	47,476	53,766	57,411	61,811	68,698	74,440	81,135	8,898	16,683
USA	2,329	2,946	3,824	4,846	5,754	7,178	8,040	8,634	9,615	10,442	11,404	13,022	2,123	3,514
Other Countries	3,352	3,227	4,819	6,330	7,809	9,272	10,713	12,272	13,768	15,483	17,494	19,840	6,209	8,277
Cruise ships	0	0	0	1,877	6,032	8,391	8,891	11,071	17,801	20,320	20,592	20,865	274	549
Arrivals, by purpose (persons)														
Holiday	14,580	13,815	20,781	27,569	31,786	41,141	45,996	48,259	52,197	57,830	61,842	68,886	8,149	15,633
VFR	9,778	14,101	19,187	23,934	28,272	39,845	45,428	48,883	53,961	59,971	65,600	71,980	6,602	12,969
Business & Conference	2,785	2,379	3,119	3,934	4,846	5,461	6,220	7,000	7,775	8,543	10,154	10,934	2,020	3,333
Sport	596	346	587	672	804	888	908	1,233	1,289	1,334	1,397	1,622	5,129	5,194
Other	5,333	4,921	6,731	8,819	10,703	13,097	15,635	17,856	19,172	21,129	23,379	25,142	2,747	5,007
Cruise ships	17,855	0	0	0	0	0	0	0	0	0	0	0	0	0
Total Visitor Earnings (tala million)	81.4	94.5	137.5	180.2	216.9	287.6	323.3	347.2	380.2	423.99	469.57	514.07	67.10	115.86
Over the past year (%)	16.6%	16.1%	17.9%	18.9%	14.8%	16.0%	15.4%	15.3%	13.4%	15.8%	14.5%	13.2%	38.9%	22.6%
Past 3 year average	1.9%	5.1%	5.0%	6.0%	6.5%	7.1%	5.3%	4.0%	12.0%	4.7%	8.4%	13.1%	8.4%	9.9%
Past 5 year average	7.2%	8.5%	5.4%	7.4%	8.2%	7.8%	8.4%	6.1%	10.6%	3.9%	10.4%	9.4%	10.5%	10.1%
Earnings, by market (tala million)														
American Samoa	9.5	7.4	9.1	10.8	12.4	18.8	21.2	22.2	24.5	27.9	32.0	35.7	5.3	8.7
Australia	18.3	21.6	33.1	45.7	56.2	80.6	91.0	97.8	106.8	117.9	128.2	139.0	10.8	22.9
Europe	0.8	1.3	1.8	2.4	3.3	4.1	4.7	5.2	6.1	6.9	7.4	7.7	0.7	1.6
New Zealand	38.8	47.4	69.1	90.5	107.7	137.2	153.5	162.8	175.4	196.7	217.5	234.0	22.5	46.3
USA	5.9	7.7	11.1	13.4	15.7	19.9	22.0	24.1	27.9	29.5	32.1	36.7	6.3	9.5
Other Countries	8.0	9.1	13.3	17.5	21.7	26.9	30.8	35.2	39.5	45.0	52.4	60.9	21.5	26.9
Cruise ships	0.0	0.0	0.0	0.3	0.9	1.2	1.3	1.6	2.6	3.0	3.0	3.1	0.0	0.1
Earnings, by purpose (tala million)														
Holiday	37.4	36.9	58.2	74.3	84.8	111.3	124.8	131.1	142.6	158.5	172.4	191.9	20.3	41.5
VFR	29.0	43.6	59.1	75.8	96.6	132.8	149.2	158.2	172.8	191.5	214.4	235.1	20.8	40.8
Business & Conference	7.8	6.4	8.7	10.9	14.2	16.3	19.1	21.8	24.6	27.4	32.3	34.8	4.9	9.4
Sport	1.5	1.0	1.8	2.0	2.2	2.4	2.5	3.2	3.4	3.5	3.7	4.1	17.1	17.2
Other	5.6	6.7	9.7	17.3	19.1	24.8	27.8	32.9	36.8	43.1	46.7	48.2	4.1	6.9
Cruise ships	0.0	0.0	0.0	0.3	0.9	1.2	1.3	1.6	2.6	3.0	3.0	3.1	0.0	0.1

VISITOR EARNINGS & REMITTANCES REPORT

August 2019

Table 2.

INFLOW OF PRIVATE REMITTANCES

AMOUNTS IN TALA MILLION

Amount in Tala Millions	Aug-17	Aug-18	Sep-18	Oct-18	Nov-18	Dec-18	Jan-19	Feb-19	Mar-19	Apr-19	May-19	Jun-19	Jul-19	Aug-19
By Recipient (Tala Millions)	36.64	48.12	37.37	40.94	41.81	66.29	39.67	40.12	55.63	41.55	48.67	43.15	56.54	53.28
Banknotes	3.75	7.46	7.88	6.70	5.70	12.44	4.19	4.62	5.66	4.04	4.09	2.94	9.47	4.85
Churches, school, Charities	2.78	6.40	1.85	2.87	4.12	5.52	6.40	5.94	11.44	4.91	4.14	4.74	8.18	4.73
Individual/Family/Households	29.14	31.37	25.88	29.80	30.02	45.47	28.28	26.27	31.92	30.09	35.22	28.31	33.00	35.66
In Kind	0.59	0.68	0.57	0.74	0.52	0.68	0.00	1.45	1.67	1.84	1.94	3.12	4.95	6.89
Others	0.38	2.20	1.20	0.83	1.45	2.18	0.81	1.84	4.94	0.68	3.29	4.03	0.93	1.14
By Country (Tala Millions)	36.64	48.12	37.37	40.94	41.81	66.29	39.67	40.12	55.63	41.55	48.67	43.15	56.54	53.28
USA	6.49	9.25	4.93	7.01	8.39	13.53	9.97	8.67	15.59	4.66	6.92	8.60	12.37	9.10
New Zealand	13.75	16.59	15.48	16.36	17.03	27.00	15.33	15.98	19.20	17.78	22.51	18.02	21.64	21.74
Australia	13.58	16.46	13.77	13.39	12.40	20.83	11.99	10.62	16.14	11.09	13.36	12.42	17.67	17.57
American Samoa	1.36	1.73	1.49	1.62	1.63	2.75	1.28	1.47	1.96	1.79	1.97	1.94	2.17	2.20
Others	1.46	4.08	1.71	2.55	2.36	2.18	1.10	3.38	2.75	6.24	3.91	2.16	2.69	2.68
By Channel (%)														
Banks	14.5%	20.9%	11.7%	13.4%	16.4%	14.9%	20.7%	21.0%	32.5%	16.8%	18.0%	22.4%	17.9%	13.5%
Non Banks (1)	85.5%	79.1%	88.3%	86.6%	83.6%	85.1%	79.3%	79.0%	67.5%	83.2%	82.0%	77.6%	82.1%	86.5%
Total Remittances (Tala Millions)	36.64	48.12	37.37	40.94	41.81	66.29	39.67	40.12	55.63	41.55	48.67	43.15	56.54	53.28
First Number of Months up to	2	2	3	4	5	6	7	8	9	10	11	12	1	2
	months	months	months	months	months	months	months	months	months	months	months	months	months	months
Total Remittances (Tala Millions)	70.49	88.67	126.04	166.98	208.79	275.09	314.76	354.88	410.51	452.06	500.74	543.88	56.54	109.82
Percentage Change (over same period last 3 year average (%))	0.5%	25.8%	20.8%	16.7%	14.4%	17.0%	14.5%	13.6%	15.0%	13.4%	11.8%	11.4%	39.4%	23.9%
5 year average (%)	-3.0%	1.1%	2.0%	2.7%	3.5%	2.8%	3.6%	3.8%	4.9%	5.1%	5.8%	5.9%	6.7%	9.9%
	-4.9%	0.2%	1.0%	2.2%	2.0%	2.2%	2.2%	2.3%	2.9%	3.3%	3.5%	3.6%	1.0%	3.5%
By Recipient (Tala Millions)														
Banknotes	7.78	15.09	22.97	29.68	35.38	47.82	52.00	56.62	62.28	66.32	70.41	73.35	9.47	14.33
Churches, school, Charities	3.49	8.22	10.07	12.94	17.06	22.58	28.97	34.91	46.36	51.27	55.40	60.14	8.18	12.91
Individual/Family/Households	56.12	60.34	86.22	116.02	146.04	191.51	219.79	246.07	277.99	308.08	343.30	371.61	33.00	68.66
In Kind	1.10	1.27	1.84	2.58	3.09	3.78	3.78	5.22	6.89	8.73	10.67	13.78	4.95	11.84
Others	2.00	3.74	4.94	5.77	7.22	9.40	10.21	12.05	16.99	17.67	20.96	24.99	0.93	2.07
By Country (Tala Millions)														
USA	12.30	16.06	20.99	28.00	36.39	49.92	59.89	68.57	84.15	88.81	95.73	104.33	12.37	21.47
New Zealand	26.77	33.59	49.06	65.43	82.46	109.46	124.79	140.77	159.97	177.75	200.26	218.28	21.64	43.37
Australia	25.17	30.46	44.22	57.62	70.01	90.84	102.83	113.45	129.59	140.67	154.03	166.46	17.67	35.23
American Samoa	2.81	3.39	4.87	6.50	8.13	10.88	12.16	13.63	15.59	17.38	19.36	21.30	2.17	4.37
Others	3.43	5.18	6.89	9.44	11.80	13.99	15.09	18.46	21.21	27.45	31.36	33.52	2.69	5.37

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



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PLEASE ADDRESS CORRESPONDENCE
TO THE GOVERNOR

VISITOR EARNINGS & REMITTANCES REPORT

August 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.2: 2019/20

August 2019

Visitor Arrivals

Total **visitor arrivals** recorded an increase of 7.2 percent (or 1,168 visitors) to 17,489 visitors over the year but fell by 29.0 percent (or 7,158 visitors) compared to July 2019. The drop over the month was a return to normal level from a significant increase in the previous month pertaining to the Pacific Games.

Contributing to the increase over the year, were various regional meetings and annual events that took place during the month including the Journalists' Meeting, the Fifth Pacific Meteorology Meeting, Twenty-Ninth SPREP meeting as well as Father's Day Commemorations.

Increases were recorded for all of Samoa's main markets for tourists over the same month last year:

- Other Countries (up 529 visitors)
- The USA (up 311 visitors)
- Australia (up 240 visitors)
- American Samoa (up 51 visitors)
- Europe (up 27 visitors)
- New Zealand (up 10 visitors)

By purpose of visit, considerable increases were recorded for those who were here for:

- Visiting Families and Relatives (VFR) (up 761 visitors)
- Business and Conference (up 548 visitors)
- Others (up 284 visitors)

Furthermore, **total visitor arrivals in the first two months of 2019/20** were 18.5 percent higher (to 42,136 people) compared to the same period last

year. By country, total visitors from Other Countries, American Samoa, USA, Australia and Europe all grew by 5,050 visitors, 657 visitors, 568 visitors, 437 visitors and 303 visitors respectively. By purpose, visitors who came for 'Sports', 'Holiday', 'Business and Conference' and 'Others' all expanded by 4,848 visitors, 1,818 visitors, 954 visitors and 86 visitors respectively.

As a result, **total visitor receipts** rose by 5.6 percent (or \$2.6 million) to \$48.8 million over August 2018 but when compared to the previous month, visitor receipts decreased by 27.3 percent (or \$18.3 million).

Underpinning the overall increase in earnings by country were increases in: 'Other Countries' (up \$1.3 million), 'USA' and 'Australia' (both up by \$0.8 million) and 'Europe' (up \$0.02 million). By purpose, increases were also recorded for 'VFR' (up \$2.3 million) and 'Business and Conference' (up \$1.9 million) where these outweighed the reductions in visitors that were here for 'Holiday' (down \$1.3 million) while 'Sports' and 'Others' categories both went down slightly by \$0.1 million each.

Total visitor receipts for the first two months of 2019/2020 edged up by 22.6 percent (or \$21.4 million) over the same period of 2018/19. Largely responsible for this increase were higher visitor earnings from Other Countries (up \$17.8 million), The USA (up \$1.8 million), American Samoa and Australia (both up by \$1.3 million each) and Europe (up \$0.2 million). Proceeds from visitors that were here for 'Sports' (up \$16.2 million), 'Holiday' (up

\$4.7 million, 'Business and Conference' (both up 3.0 million) and 'Others' (up \$0.1 million).

The **tourism price index** was 0.1 percent higher compared to August 2018 due to gains in 'Meals and Drinks', 'Family Obligations' and 'Miscellaneous' sub-indexes.

Private Remittances

Total private remittances improved by 10.7 percent (or \$5.2 million) to \$53.3 million over the year but recorded a 5.8 percent decrease (or \$3.3 million) when compared to the previous month.

Largely underpinning the overall increase in private remittances were transfers from New Zealand (up \$5.2 million), Australia (\$1.1 million) and American Samoa (\$0.5 million) where in terms of recipients, 'In kind' and 'Family & Households' transfers increased by \$6.2 million and \$4.3 million respectively. Partially responsible for the expansion

in private remittances was the strengthening of the USD against the Samoan Tala during the month.

The monthly share of remittances inflows received through Money Transfer Operators (MTO's) increased to 86.5 percent from 79.1 percent over August 2018 while those received through commercial banks fell to 13.5 percent down from 20.9 percent over the year.

The average cost of sending NZD\$200.00 to Samoa decreased to 11.29 percent from 11.84 percent in August 2018 while the average cost of sending AUD\$200.00 to Samoa also fell to 6.97 percent from 7.15 percent last year.

CENTRAL BANK OF SAMOA
03 October 2019

VISITOR EARNINGS & REMITTANCES REPORT

August 2019

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

	Aug-17	Aug-18	Sep-18	Oct-18	Nov-18	Dec-18	Jan-19	Feb-19	Mar-19	Apr-19	May-19	Jun-19	Jul-19	Aug-19
Total arrivals (persons)	14,680	16,321	14,843	14,523	11,483	24,021	13,755	9,044	11,163	14,413	13,565	16,192	24,647	17,489
Total arrivals incl. cruise ships (1)	14,680	16,321	14,843	16,400	15,638	26,380	14,255	11,224	17,893	16,932	13,837	16,465	24,921	17,764
Arrivals, by market (persons)														
American Samoa	2,582	1,907	1,049	1,207	860	2,586	1,116	968	1,089	1,204	1,215	1,683	2,300	1,958
Australia	2,935	3,308	3,616	3,238	2,306	6,990	3,434	1,820	2,481	3,122	3,143	3,444	4,175	3,548
Europe	393	712	493	676	678	542	612	458	716	658	492	406	942	739
New Zealand	6,413	7,775	7,215	6,869	5,252	11,016	6,290	3,645	4,400	6,887	5,742	6,695	8,898	7,785
USA	831	1,080	878	1,022	908	1,424	862	594	981	827	962	1,618	2,123	1,391
Other Countries	1,526	1,539	1,592	1,511	1,479	1,463	1,441	1,559	1,496	1,715	2,011	2,346	6,209	2,068
Cruise ships	0	0	0	1,877	4,155	2,359	500	2,180	6,730	2,519	272	273	274	275
Arrivals, by purpose (persons)														
Holiday	6,705	7,851	6,966	6,788	4,217	9,355	4,855	2,263	3,938	5,633	4,012	7,044	8,149	7,484
VFR	4,465	5,606	5,086	4,747	4,338	11,573	5,583	3,455	5,078	6,010	5,629	6,380	6,602	6,367
Business & Conference	1,306	765	740	815	912	615	759	780	775	768	1,611	780	2,020	1,313
Sport	315	123	241	85	132	84	20	325	56	45	63	225	5,129	65
Other	1,889	1,976	1,810	2,088	1,884	2,394	2,538	2,221	1,316	1,957	2,250	1,763	2,747	2,260
Cruise ships	0	0	0	1,877	4,155	2,359	500	2,180	6,730	2,519	272	273	274	275
Total earnings (tala million)	38.52	46.15	43.07	42.68	36.67	70.75	35.62	23.92	32.98	43.81	45.58	44.50	67.10	48.76
Earnings, by market (tala million)														
American Samoa	4.54	3.54	1.77	1.67	1.55	6.42	2.39	1.05	2.32	3.41	4.06	3.72	5.32	3.36
Australia	9.70	11.40	11.51	12.55	10.49	24.46	10.40	6.78	8.98	11.13	10.23	10.88	10.78	12.15
Europe	0.46	0.84	0.48	0.58	0.92	0.82	0.60	0.41	0.98	0.76	0.48	0.33	0.71	0.86
New Zealand	18.72	23.86	21.69	21.39	17.15	29.58	16.26	9.31	12.58	21.36	20.80	16.45	22.54	23.79
USA	1.72	2.39	3.41	2.26	2.35	4.24	2.08	3.82	1.59	2.61	4.62	6.29	3.18	3.18
Other Countries	3.38	4.12	4.20	4.21	4.22	5.24	3.90	4.33	4.30	5.56	7.40	8.50	21.46	5.41
Cruise ships	0.00	0.00	0.00	0.28	0.61	0.33	0.07	0.32	1.01	0.36	0.04	0.04	0.04	0.04
Earnings, by purpose (tala million)														
Holiday	18.37	22.53	21.31	16.16	10.46	26.56	13.45	6.28	11.53	15.93	13.89	19.44	20.32	21.21
VFR	13.25	17.77	15.56	16.62	20.80	36.27	16.35	9.07	14.54	18.67	22.91	20.73	20.78	20.05
Business & Conference	4.35	2.66	2.35	2.18	3.28	2.10	2.75	2.79	2.77	2.79	4.94	2.43	4.86	4.52
Sport	0.64	0.26	0.81	0.18	0.26	0.19	0.06	0.69	0.20	0.13	0.23	0.39	17.07	0.14
Other	1.91	2.93	3.04	7.54	1.87	5.63	3.01	5.09	3.94	6.29	3.62	1.51	4.07	2.84
Cruise ships	0.00	0.00	0.00	0.28	0.61	0.33	0.07	0.32	1.01	0.36	0.04	0.04	0.04	0.04
Average expenditure (tala, per person)	2,624	2,828	2,902	2,939	3,194	2,945	2,590	2,645	2,955	3,040	3,360	2,748	2,722	2,788
Tourism Price Index	146.6	152.1	151.2	151.1	148.7	148.5	146.7	147.4	149.2	148.6	149.9	150.5	152.1	152.2
First Number of Months up to	2	2	3	4	5	6	7	8	9	10	11	12	1	2
months	months	months	months	months	months	months	months	months	months	months	months	months	months	months
Total Visitor Arrivals (persons)	33,072	35,562	50,405	64,928	76,411	100,432	114,187	123,231	134,394	148,807	162,372	178,564	24,647	42,136
Over the past year (%)	15.0%	7.5%	9.2%	11.2%	8.4%	10.1%	9.9%	10.7%	9.2%	11.2%	10.5%	9.3%	28.1%	18.5%
Past 3 year average	4.0%	6.0%	5.2%	5.1%	5.1%	5.4%	5.3%	4.9%	5.2%	5.1%	5.1%	5.4%	5.9%	6.1%
Past 5 year average	2.6%	5.5%	5.0%	4.9%	5.0%	5.1%	5.3%	5.1%	5.3%	5.1%	5.3%	5.3%	8.1%	7.7%
Arrivals, by market (persons)														
American Samoa	5,339	3,601	4,650	5,857	6,717	9,303	10,419	11,387	12,476	13,680	14,895	16,578	2,300	4,258
Australia	6,442	7,286	10,902	14,140	16,446	23,436	26,870	28,690	31,171	34,293	37,436	40,880	4,175	7,723
Europe	851	1,378	1,871	2,547	3,225	3,767	4,379	4,637	5,553	6,211	6,703	7,109	942	1,681
New Zealand	14,759	17,124	24,339	31,208	36,460	47,476	53,766	57,411	61,811	68,698	74,440	81,135	8,898	16,683
USA	2,329	2,946	3,824	4,846	5,754	7,178	8,040	8,634	9,615	10,442	11,404	13,022	2,123	3,514
Other Countries	3,352	3,227	4,819	6,330	7,809	9,272	10,713	12,272	13,768	15,483	17,494	19,840	6,209	8,277
Cruise ships	0	0	0	1,877	6,032	8,391	8,891	11,071	17,801	20,320	20,592	20,865	274	549
Arrivals, by purpose (persons)														
Holiday	14,580	13,815	20,781	27,569	31,786	41,141	45,996	48,259	52,197	57,830	61,842	68,886	8,149	15,633
VFR	9,778	14,101	19,187	23,934	28,272	39,845	45,428	48,883	53,961	59,971	65,600	71,980	6,602	12,969
Business & Conference	2,785	2,379	3,119	3,934	4,846	5,461	6,220	7,000	7,775	8,543	10,154	10,934	2,020	3,333
Sport	596	346	587	672	804	888	908	1,233	1,289	1,334	1,397	1,622	5,129	5,194
Other	5,333	4,921	6,731	8,819	10,703	13,097	15,635	17,856	19,172	21,129	23,379	25,142	2,747	5,007
Cruise ships	17,855	0	0	0	0	0	0	0	0	0	0	0	0	0
Total Visitor Earnings (tala million)	81.4	94.5	137.5	180.2	216.9	287.6	323.3	347.2	380.2	423.99	469.57	514.07	67.10	115.86
Over the past year (%)	16.6%	16.1%	17.9%	18.9%	14.8%	16.0%	15.4%	15.3%	13.4%	15.8%	14.5%	13.2%	38.9%	22.6%
Past 3 year average	1.9%	5.1%	5.0%	6.0%	6.5%	7.1%	5.3%	4.0%	12.0%	4.7%	8.4%	13.1%	8.4%	9.9%
Past 5 year average	7.2%	8.5%	5.4%	7.4%	8.2%	7.8%	8.4%	6.1%	10.6%	3.9%	10.4%	9.4%	10.5%	10.1%
Earnings, by market (tala million)														
American Samoa	9.5	7.4	9.1	10.8	12.4	18.8	21.2	22.2	24.5	27.9	32.0	35.7	5.3	8.7
Australia	18.3	21.6	33.1	45.7	56.2	80.6	91.0	97.8	106.8	117.9	128.2	139.0	10.8	22.9
Europe	0.8	1.3	1.8	2.4	3.3	4.1	4.7	5.2	6.1	6.9	7.4	7.7	0.7	1.6
New Zealand	38.8	47.4	69.1	90.5	107.7	137.2	153.5	162.8	175.4	196.7	217.5	234.0	22.5	46.3
USA	5.9	7.7	11.1	13.4	15.7	19.9	22.0	24.1	27.9	29.5	32.1	36.7	6.3	9.5
Other Countries	8.0	9.1	13.3	17.5	21.7	26.9	30.8	35.2	39.5	45.0	52.4	60.9	21.5	26.9
Cruise ships	0.0	0.0	0.0	0.3	0.9	1.2	1.3	1.6	2.6	3.0	3.0	3.1	0.0	0.1
Earnings, by purpose (tala million)														
Holiday	37.4	36.9	58.2	74.3	84.8	111.3	124.8	131.1	142.6	158.5	172.4	191.9	20.3	41.5
VFR	29.0	43.6	59.1	75.8	96.6	132.8	149.2	158.2	172.8	191.5	214.4	235.1	20.8	40.8
Business & Conference	7.8	6.4	8.7	10.9	14.2	16.3	19.1	21.8	24.6	27.4	32.3	34.8	4.9	9.4
Sport	1.5	1.0	1.8	2.0	2.2	2.4	2.5	3.2	3.4	3.5	3.7	4.1	17.1	17.2
Other	5.6	6.7	9.7	17.3	19.1	24.8	27.8	32.9	36.8	43.1	46.7	48.2	4.1	6.9
Cruise ships	0.0	0.0	0.0	0.3	0.9	1.2	1.3	1.6	2.6	3.0	3.0	3.1	0.0	0.1

VISITOR EARNINGS & REMITTANCES REPORT

August 2019

Table 2.

INFLOW OF PRIVATE REMITTANCES

AMOUNTS IN TALA MILLION

Amount in Tala Millions	Aug-17	Aug-18	Sep-18	Oct-18	Nov-18	Dec-18	Jan-19	Feb-19	Mar-19	Apr-19	May-19	Jun-19	Jul-19	Aug-19
By Recipient (Tala Millions)	36.64	48.12	37.37	40.94	41.81	66.29	39.67	40.12	55.63	41.55	48.67	43.15	56.54	53.28
Banknotes	3.75	7.46	7.88	6.70	5.70	12.44	4.19	4.62	5.66	4.04	4.09	2.94	9.47	4.85
Churches, school, Charities	2.78	6.40	1.85	2.87	4.12	5.52	6.40	5.94	11.44	4.91	4.14	4.74	8.18	4.73
Individual/Family/Households	29.14	31.37	25.88	29.80	30.02	45.47	28.28	26.27	31.92	30.09	35.22	28.31	33.00	35.66
In Kind	0.59	0.68	0.57	0.74	0.52	0.68	0.00	1.45	1.67	1.84	1.94	3.12	4.95	6.89
Others	0.38	2.20	1.20	0.83	1.45	2.18	0.81	1.84	4.94	0.68	3.29	4.03	0.93	1.14
By Country (Tala Millions)	36.64	48.12	37.37	40.94	41.81	66.29	39.67	40.12	55.63	41.55	48.67	43.15	56.54	53.28
USA	6.49	9.25	4.93	7.01	8.39	13.53	9.97	8.67	15.59	4.66	6.92	8.60	12.37	9.10
New Zealand	13.75	16.59	15.48	16.36	17.03	27.00	15.33	15.98	19.20	17.78	22.51	18.02	21.64	21.74
Australia	13.58	16.46	13.77	13.39	12.40	20.83	11.99	10.62	16.14	11.09	13.36	12.42	17.67	17.57
American Samoa	1.36	1.73	1.49	1.62	1.63	2.75	1.28	1.47	1.96	1.79	1.97	1.94	2.17	2.20
Others	1.46	4.08	1.71	2.55	2.36	2.18	1.10	3.38	2.75	6.24	3.91	2.16	2.69	2.68
By Channel (%)														
Banks	14.5%	20.9%	11.7%	13.4%	16.4%	14.9%	20.7%	21.0%	32.5%	16.8%	18.0%	22.4%	17.9%	13.5%
Non Banks (1)	85.5%	79.1%	88.3%	86.6%	83.6%	85.1%	79.3%	79.0%	67.5%	83.2%	82.0%	77.6%	82.1%	86.5%
Total Remittances (Tala Millions)	36.64	48.12	37.37	40.94	41.81	66.29	39.67	40.12	55.63	41.55	48.67	43.15	56.54	53.28
First Number of Months up to	2	2	3	4	5	6	7	8	9	10	11	12	1	2
	months	months	months	months	months	months	months	months	months	months	months	months	months	months
Total Remittances (Tala Millions)	70.49	88.67	126.04	166.98	208.79	275.09	314.76	354.88	410.51	452.06	500.74	543.88	56.54	109.82
Percentage Change (over same period last 3 year average (%))	0.5%	25.8%	20.8%	16.7%	14.4%	17.0%	14.5%	13.6%	15.0%	13.4%	11.8%	11.4%	39.4%	23.9%
5 year average (%)	-3.0%	1.1%	2.0%	2.7%	3.5%	2.8%	3.6%	3.8%	4.9%	5.1%	5.8%	5.9%	6.7%	9.9%
	-4.9%	0.2%	1.0%	2.2%	2.0%	2.2%	2.2%	2.3%	2.9%	3.3%	3.5%	3.6%	1.0%	3.5%
By Recipient (Tala Millions)														
Banknotes	7.78	15.09	22.97	29.68	35.38	47.82	52.00	56.62	62.28	66.32	70.41	73.35	9.47	14.33
Churches, school, Charities	3.49	8.22	10.07	12.94	17.06	22.58	28.97	34.91	46.36	51.27	55.40	60.14	8.18	12.91
Individual/Family/Households	56.12	60.34	86.22	116.02	146.04	191.51	219.79	246.07	277.99	308.08	343.30	371.61	33.00	68.66
In Kind	1.10	1.27	1.84	2.58	3.09	3.78	3.78	5.22	6.89	8.73	10.67	13.78	4.95	11.84
Others	2.00	3.74	4.94	5.77	7.22	9.40	10.21	12.05	16.99	17.67	20.96	24.99	0.93	2.07
By Country (Tala Millions)														
USA	12.30	16.06	20.99	28.00	36.39	49.92	59.89	68.57	84.15	88.81	95.73	104.33	12.37	21.47
New Zealand	26.77	33.59	49.06	65.43	82.46	109.46	124.79	140.77	159.97	177.75	200.26	218.28	21.64	43.37
Australia	25.17	30.46	44.22	57.62	70.01	90.84	102.83	113.45	129.59	140.67	154.03	166.46	17.67	35.23
American Samoa	2.81	3.39	4.87	6.50	8.13	10.88	12.16	13.63	15.59	17.38	19.36	21.30	2.17	4.37
Others	3.43	5.18	6.89	9.44	11.80	13.99	15.09	18.46	21.21	27.45	31.36	33.52	2.69	5.37

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



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PLEASE ADDRESS CORRESPONDENCE
TO THE GOVERNOR

VISITOR EARNINGS & REMITTANCES REPORT

August 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.2: 2019/20

August 2019

Visitor Arrivals

Total **visitor arrivals** recorded an increase of 7.2 percent (or 1,168 visitors) to 17,489 visitors over the year but fell by 29.0 percent (or 7,158 visitors) compared to July 2019. The drop over the month was a return to normal level from a significant increase in the previous month pertaining to the Pacific Games.

Contributing to the increase over the year, were various regional meetings and annual events that took place during the month including the Journalists' Meeting, the Fifth Pacific Meteorology Meeting, Twenty-Ninth SPREP meeting as well as Father's Day Commemorations.

Increases were recorded for all of Samoa's main markets for tourists over the same month last year:

- Other Countries (up 529 visitors)
- The USA (up 311 visitors)
- Australia (up 240 visitors)
- American Samoa (up 51 visitors)
- Europe (up 27 visitors)
- New Zealand (up 10 visitors)

By purpose of visit, considerable increases were recorded for those who were here for:

- Visiting Families and Relatives (VFR) (up 761 visitors)
- Business and Conference (up 548 visitors)
- Others (up 284 visitors)

Furthermore, **total visitor arrivals in the first two months of 2019/20** were 18.5 percent higher (to 42,136 people) compared to the same period last

year. By country, total visitors from Other Countries, American Samoa, USA, Australia and Europe all grew by 5,050 visitors, 657 visitors, 568 visitors, 437 visitors and 303 visitors respectively. By purpose, visitors who came for 'Sports', 'Holiday', 'Business and Conference' and 'Others' all expanded by 4,848 visitors, 1,818 visitors, 954 visitors and 86 visitors respectively.

As a result, **total visitor receipts** rose by 5.6 percent (or \$2.6 million) to \$48.8 million over August 2018 but when compared to the previous month, visitor receipts decreased by 27.3 percent (or \$18.3 million).

Underpinning the overall increase in earnings by country were increases in: 'Other Countries' (up \$1.3 million), 'USA' and 'Australia' (both up by \$0.8 million) and 'Europe' (up \$0.02 million). By purpose, increases were also recorded for 'VFR' (up \$2.3 million) and 'Business and Conference' (up \$1.9 million) where these outweighed the reductions in visitors that were here for 'Holiday' (down \$1.3 million) while 'Sports' and 'Others' categories both went down slightly by \$0.1 million each.

Total visitor receipts for the first two months of 2019/2020 edged up by 22.6 percent (or \$21.4 million) over the same period of 2018/19. Largely responsible for this increase were higher visitor earnings from Other Countries (up \$17.8 million), The USA (up \$1.8 million), American Samoa and Australia (both up by \$1.3 million each) and Europe (up \$0.2 million). Proceeds from visitors that were here for 'Sports' (up \$16.2 million), 'Holiday' (up

\$4.7 million, 'Business and Conference' (both up 3.0 million) and 'Others' (up \$0.1 million).

The **tourism price index** was 0.1 percent higher compared to August 2018 due to gains in 'Meals and Drinks', 'Family Obligations' and 'Miscellaneous' sub-indexes.

Private Remittances

Total private remittances improved by 10.7 percent (or \$5.2 million) to \$53.3 million over the year but recorded a 5.8 percent decrease (or \$3.3 million) when compared to the previous month.

Largely underpinning the overall increase in private remittances were transfers from New Zealand (up \$5.2 million), Australia (\$1.1 million) and American Samoa (\$0.5 million) where in terms of recipients, 'In kind' and 'Family & Households' transfers increased by \$6.2 million and \$4.3 million respectively. Partially responsible for the expansion

in private remittances was the strengthening of the USD against the Samoan Tala during the month.

The monthly share of remittances inflows received through Money Transfer Operators (MTO's) increased to 86.5 percent from 79.1 percent over August 2018 while those received through commercial banks fell to 13.5 percent down from 20.9 percent over the year.

The average cost of sending NZD\$200.00 to Samoa decreased to 11.29 percent from 11.84 percent in August 2018 while the average cost of sending AUD\$200.00 to Samoa also fell to 6.97 percent from 7.15 percent last year.

CENTRAL BANK OF SAMOA
03 October 2019

VISITOR EARNINGS & REMITTANCES REPORT

August 2019

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

	Aug-17	Aug-18	Sep-18	Oct-18	Nov-18	Dec-18	Jan-19	Feb-19	Mar-19	Apr-19	May-19	Jun-19	Jul-19	Aug-19
Total arrivals (persons)	14,680	16,321	14,843	14,523	11,483	24,021	13,755	9,044	11,163	14,413	13,565	16,192	24,647	17,489
Total arrivals incl. cruise ships (1)	14,680	16,321	14,843	16,400	15,638	26,380	14,255	11,224	17,893	16,932	13,837	16,465	24,921	17,764
Arrivals, by market (persons)														
American Samoa	2,582	1,907	1,049	1,207	860	2,586	1,116	968	1,089	1,204	1,215	1,683	2,300	1,958
Australia	2,935	3,308	3,616	3,238	2,306	6,990	3,434	1,820	2,481	3,122	3,143	3,444	4,175	3,548
Europe	393	712	493	676	678	542	612	458	716	658	492	406	942	739
New Zealand	6,413	7,775	7,215	6,869	5,252	11,016	6,290	3,645	4,400	6,887	5,742	6,695	8,898	7,785
USA	831	1,080	878	1,022	908	1,424	862	594	981	827	962	1,618	2,123	1,391
Other Countries	1,526	1,539	1,592	1,511	1,479	1,463	1,441	1,559	1,496	1,715	2,011	2,346	6,209	2,068
Cruise ships	0	0	0	1,877	4,155	2,359	500	2,180	6,730	2,519	272	273	274	275
Arrivals, by purpose (persons)														
Holiday	6,705	7,851	6,966	6,788	4,217	9,355	4,855	2,263	3,938	5,633	4,012	7,044	8,149	7,484
VFR	4,465	5,606	5,086	4,747	4,338	11,573	5,583	3,455	5,078	6,010	5,629	6,380	6,602	6,367
Business & Conference	1,306	765	740	815	912	615	759	780	775	768	1,611	780	2,020	1,313
Sport	315	123	241	85	132	84	20	325	56	45	63	225	5,129	65
Other	1,889	1,976	1,810	2,088	1,884	2,394	2,538	2,221	1,316	1,957	2,250	1,763	2,747	2,260
Cruise ships	0	0	0	1,877	4,155	2,359	500	2,180	6,730	2,519	272	273	274	275
Total earnings (tala million)	38.52	46.15	43.07	42.68	36.67	70.75	35.62	23.92	32.98	43.81	45.58	44.50	67.10	48.76
Earnings, by market (tala million)														
American Samoa	4.54	3.54	1.77	1.67	1.55	6.42	2.39	1.05	2.32	3.41	4.06	3.72	5.32	3.36
Australia	9.70	11.40	11.51	12.55	10.49	24.46	10.40	6.78	8.98	11.13	10.23	10.88	10.78	12.15
Europe	0.46	0.84	0.48	0.58	0.92	0.82	0.60	0.41	0.98	0.76	0.48	0.33	0.71	0.86
New Zealand	18.72	23.86	21.69	21.39	17.15	29.58	16.26	9.31	12.58	21.36	20.80	16.45	22.54	23.79
USA	1.72	2.39	3.41	2.26	2.35	4.24	2.08	3.82	1.59	2.61	4.62	6.29	3.18	3.18
Other Countries	3.38	4.12	4.20	4.21	4.22	5.24	3.90	4.33	4.30	5.56	7.40	8.50	21.46	5.41
Cruise ships	0.00	0.00	0.00	0.28	0.61	0.33	0.07	0.32	1.01	0.36	0.04	0.04	0.04	0.04
Earnings, by purpose (tala million)														
Holiday	18.37	22.53	21.31	16.16	10.46	26.56	13.45	6.28	11.53	15.93	13.89	19.44	20.32	21.21
VFR	13.25	17.77	15.56	16.62	20.80	36.27	16.35	9.07	14.54	18.67	22.91	20.73	20.78	20.05
Business & Conference	4.35	2.66	2.35	2.18	3.28	2.10	2.75	2.79	2.77	2.79	4.94	2.43	4.86	4.52
Sport	0.64	0.26	0.81	0.18	0.26	0.19	0.06	0.69	0.20	0.13	0.23	0.39	17.07	0.14
Other	1.91	2.93	3.04	7.54	1.87	5.63	3.01	5.09	3.94	6.29	3.62	1.51	4.07	2.84
Cruise ships	0.00	0.00	0.00	0.28	0.61	0.33	0.07	0.32	1.01	0.36	0.04	0.04	0.04	0.04
Average expenditure (tala, per person)	2,624	2,828	2,902	2,939	3,194	2,945	2,590	2,645	2,955	3,040	3,360	2,748	2,722	2,788
Tourism Price Index	146.6	152.1	151.2	151.1	148.7	148.5	146.7	147.4	149.2	148.6	149.9	150.5	152.1	152.2
First Number of Months up to	2 months	2 months	3 months	4 months	5 months	6 months	7 months	8 months	9 months	10 months	11 months	12 months	1 months	2 months
Total Visitor Arrivals (persons)	33,072	35,562	50,405	64,928	76,411	100,432	114,187	123,231	134,394	148,807	162,372	178,564	24,647	42,136
Over the past year (%)	15.0%	7.5%	9.2%	11.2%	8.4%	10.1%	9.9%	10.7%	9.2%	11.2%	10.5%	9.3%	28.1%	18.5%
Past 3 year average	4.0%	6.0%	5.2%	5.1%	5.1%	5.4%	5.3%	4.9%	5.2%	5.1%	5.1%	5.4%	5.9%	6.1%
Past 5 year average	2.6%	5.5%	5.0%	4.9%	5.0%	5.1%	5.3%	5.1%	5.3%	5.1%	5.3%	5.3%	8.1%	7.7%
Arrivals, by market (persons)														
American Samoa	5,339	3,601	4,650	5,857	6,717	9,303	10,419	11,387	12,476	13,680	14,895	16,578	2,300	4,258
Australia	6,442	7,286	10,902	14,140	16,446	23,436	26,870	28,690	31,171	34,293	37,436	40,880	4,175	7,723
Europe	851	1,378	1,871	2,547	3,225	3,767	4,379	4,637	5,553	6,211	6,703	7,109	942	1,681
New Zealand	14,759	17,124	24,339	31,208	36,460	47,476	53,766	57,411	61,811	68,698	74,440	81,135	8,898	16,683
USA	2,329	2,946	3,824	4,846	5,754	7,178	8,040	8,634	9,615	10,442	11,404	13,022	2,123	3,514
Other Countries	3,352	3,227	4,819	6,330	7,809	9,272	10,713	12,272	13,768	15,483	17,494	19,840	6,209	8,277
Cruise ships	0	0	0	1,877	6,032	8,391	8,891	11,071	17,801	20,320	20,592	20,865	274	549
Arrivals, by purpose (persons)														
Holiday	14,580	13,815	20,781	27,569	31,786	41,141	45,996	48,259	52,197	57,830	61,842	68,886	8,149	15,633
VFR	9,778	14,101	19,187	23,934	28,272	39,845	45,428	48,883	53,961	59,971	65,600	71,980	6,602	12,969
Business & Conference	2,785	2,379	3,119	3,934	4,846	5,461	6,220	7,000	7,775	8,543	10,154	10,934	2,020	3,333
Sport	596	346	587	672	804	888	908	1,233	1,289	1,334	1,397	1,622	5,129	5,194
Other	5,333	4,921	6,731	8,819	10,703	13,097	15,635	17,856	19,172	21,129	23,379	25,142	2,747	5,007
Cruise ships	17,855	0	0	0	0	0	0	0	0	0	0	0	0	0
Total Visitor Earnings (tala million)	81.4	94.5	137.5	180.2	216.9	287.6	323.3	347.2	380.2	423.99	469.57	514.07	67.10	115.86
Over the past year (%)	16.6%	16.1%	17.9%	18.9%	14.8%	16.0%	15.4%	15.3%	13.4%	15.8%	14.5%	13.2%	38.9%	22.6%
Past 3 year average	1.9%	5.1%	5.0%	6.0%	6.5%	7.1%	5.3%	4.0%	12.0%	4.7%	8.4%	13.1%	8.4%	9.9%
Past 5 year average	7.2%	8.5%	5.4%	7.4%	8.2%	7.8%	8.4%	6.1%	10.6%	3.9%	10.4%	9.4%	10.5%	10.1%
Earnings, by market (tala million)														
American Samoa	9.5	7.4	9.1	10.8	12.4	18.8	21.2	22.2	24.5	27.9	32.0	35.7	5.3	8.7
Australia	18.3	21.6	33.1	45.7	56.2	80.6	91.0	97.8	106.8	117.9	128.2	139.0	10.8	22.9
Europe	0.8	1.3	1.8	2.4	3.3	4.1	4.7	5.2	6.1	6.9	7.4	7.7	0.7	1.6
New Zealand	38.8	47.4	69.1	90.5	107.7	137.2	153.5	162.8	175.4	196.7	217.5	234.0	22.5	46.3
USA	5.9	7.7	11.1	13.4	15.7	19.9	22.0	24.1	27.9	29.5	32.1	36.7	6.3	9.5
Other Countries	8.0	9.1	13.3	17.5	21.7	26.9	30.8	35.2	39.5	45.0	52.4	60.9	21.5	26.9
Cruise ships	0.0	0.0	0.0	0.3	0.9	1.2	1.3	1.6	2.6	3.0	3.0	3.1	0.0	0.1
Earnings, by purpose (tala million)														
Holiday	37.4	36.9	58.2	74.3	84.8	111.3	124.8	131.1	142.6	158.5	172.4	191.9	20.3	41.5
VFR	29.0	43.6	59.1	75.8	96.6	132.8	149.2	158.2	172.8	191.5	214.4	235.1	20.8	40.8
Business & Conference	7.8	6.4	8.7	10.9	14.2	16.3	19.1	21.8	24.6	27.4	32.3	34.8	4.9	9.4
Sport	1.5	1.0	1.8	2.0	2.2	2.4	2.5	3.2	3.4	3.5	3.7	4.1	17.1	17.2
Other	5.6	6.7	9.7	17.3	19.1	24.8	27.8	32.9	36.8	43.1	46.7	48.2	4.1	6.9
Cruise ships	0.0	0.0	0.0	0.3	0.9	1.2	1.3	1.6	2.6	3.0	3.0	3.1	0.0	0.1

VISITOR EARNINGS & REMITTANCES REPORT

August 2019

Table 2.

INFLOW OF PRIVATE REMITTANCES

AMOUNTS IN TALA MILLION

Amount in Tala Millions	Aug-17	Aug-18	Sep-18	Oct-18	Nov-18	Dec-18	Jan-19	Feb-19	Mar-19	Apr-19	May-19	Jun-19	Jul-19	Aug-19
By Recipient (Tala Millions)	36.64	48.12	37.37	40.94	41.81	66.29	39.67	40.12	55.63	41.55	48.67	43.15	56.54	53.28
Banknotes	3.75	7.46	7.88	6.70	5.70	12.44	4.19	4.62	5.66	4.04	4.09	2.94	9.47	4.85
Churches, school, Charities	2.78	6.40	1.85	2.87	4.12	5.52	6.40	5.94	11.44	4.91	4.14	4.74	8.18	4.73
Individual/Family/Households	29.14	31.37	25.88	29.80	30.02	45.47	28.28	26.27	31.92	30.09	35.22	28.31	33.00	35.66
In Kind	0.59	0.68	0.57	0.74	0.52	0.68	0.00	1.45	1.67	1.84	1.94	3.12	4.95	6.89
Others	0.38	2.20	1.20	0.83	1.45	2.18	0.81	1.84	4.94	0.68	3.29	4.03	0.93	1.14
By Country (Tala Millions)	36.64	48.12	37.37	40.94	41.81	66.29	39.67	40.12	55.63	41.55	48.67	43.15	56.54	53.28
USA	6.49	9.25	4.93	7.01	8.39	13.53	9.97	8.67	15.59	4.66	6.92	8.60	12.37	9.10
New Zealand	13.75	16.59	15.48	16.36	17.03	27.00	15.33	15.98	19.20	17.78	22.51	18.02	21.64	21.74
Australia	13.58	16.46	13.77	13.39	12.40	20.83	11.99	10.62	16.14	11.09	13.36	12.42	17.67	17.57
American Samoa	1.36	1.73	1.49	1.62	1.63	2.75	1.28	1.47	1.96	1.79	1.97	1.94	2.17	2.20
Others	1.46	4.08	1.71	2.55	2.36	2.18	1.10	3.38	2.75	6.24	3.91	2.16	2.69	2.68
By Channel (%)														
Banks	14.5%	20.9%	11.7%	13.4%	16.4%	14.9%	20.7%	21.0%	32.5%	16.8%	18.0%	22.4%	17.9%	13.5%
Non Banks (1)	85.5%	79.1%	88.3%	86.6%	83.6%	85.1%	79.3%	79.0%	67.5%	83.2%	82.0%	77.6%	82.1%	86.5%
Total Remittances (Tala Millions)	36.64	48.12	37.37	40.94	41.81	66.29	39.67	40.12	55.63	41.55	48.67	43.15	56.54	53.28
First Number of Months up to	2	2	3	4	5	6	7	8	9	10	11	12	1	2
	months	months	months	months	months	months	months	months	months	months	months	months	months	months
Total Remittances (Tala Millions)	70.49	88.67	126.04	166.98	208.79	275.09	314.76	354.88	410.51	452.06	500.74	543.88	56.54	109.82
Percentage Change (over same period last 3 year average (%))	0.5%	25.8%	20.8%	16.7%	14.4%	17.0%	14.5%	13.6%	15.0%	13.4%	11.8%	11.4%	39.4%	23.9%
5 year average (%)	-3.0%	1.1%	2.0%	2.7%	3.5%	2.8%	3.6%	3.8%	4.9%	5.1%	5.8%	5.9%	6.7%	9.9%
	-4.9%	0.2%	1.0%	2.2%	2.0%	2.2%	2.2%	2.3%	2.9%	3.3%	3.5%	3.6%	1.0%	3.5%
By Recipient (Tala Millions)														
Banknotes	7.78	15.09	22.97	29.68	35.38	47.82	52.00	56.62	62.28	66.32	70.41	73.35	9.47	14.33
Churches, school, Charities	3.49	8.22	10.07	12.94	17.06	22.58	28.97	34.91	46.36	51.27	55.40	60.14	8.18	12.91
Individual/Family/Households	56.12	60.34	86.22	116.02	146.04	191.51	219.79	246.07	277.99	308.08	343.30	371.61	33.00	68.66
In Kind	1.10	1.27	1.84	2.58	3.09	3.78	3.78	5.22	6.89	8.73	10.67	13.78	4.95	11.84
Others	2.00	3.74	4.94	5.77	7.22	9.40	10.21	12.05	16.99	17.67	20.96	24.99	0.93	2.07
By Country (Tala Millions)														
USA	12.30	16.06	20.99	28.00	36.39	49.92	59.89	68.57	84.15	88.81	95.73	104.33	12.37	21.47
New Zealand	26.77	33.59	49.06	65.43	82.46	109.46	124.79	140.77	159.97	177.75	200.26	218.28	21.64	43.37
Australia	25.17	30.46	44.22	57.62	70.01	90.84	102.83	113.45	129.59	140.67	154.03	166.46	17.67	35.23
American Samoa	2.81	3.39	4.87	6.50	8.13	10.88	12.16	13.63	15.59	17.38	19.36	21.30	2.17	4.37
Others	3.43	5.18	6.89	9.44	11.80	13.99	15.09	18.46	21.21	27.45	31.36	33.52	2.69	5.37

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



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VISITOR EARNINGS & REMITTANCES REPORT

August 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.2: 2019/20

August 2019

Visitor Arrivals

Total **visitor arrivals** recorded an increase of 7.2 percent (or 1,168 visitors) to 17,489 visitors over the year but fell by 29.0 percent (or 7,158 visitors) compared to July 2019. The drop over the month was a return to normal level from a significant increase in the previous month pertaining to the Pacific Games.

Contributing to the increase over the year, were various regional meetings and annual events that took place during the month including the Journalists' Meeting, the Fifth Pacific Meteorology Meeting, Twenty-Ninth SPREP meeting as well as Father's Day Commemorations.

Increases were recorded for all of Samoa's main markets for tourists over the same month last year:

- Other Countries (up 529 visitors)
- The USA (up 311 visitors)
- Australia (up 240 visitors)
- American Samoa (up 51 visitors)
- Europe (up 27 visitors)
- New Zealand (up 10 visitors)

By purpose of visit, considerable increases were recorded for those who were here for:

- Visiting Families and Relatives (VFR) (up 761 visitors)
- Business and Conference (up 548 visitors)
- Others (up 284 visitors)

Furthermore, **total visitor arrivals in the first two months of 2019/20** were 18.5 percent higher (to 42,136 people) compared to the same period last

year. By country, total visitors from Other Countries, American Samoa, USA, Australia and Europe all grew by 5,050 visitors, 657 visitors, 568 visitors, 437 visitors and 303 visitors respectively. By purpose, visitors who came for 'Sports', 'Holiday', 'Business and Conference' and 'Others' all expanded by 4,848 visitors, 1,818 visitors, 954 visitors and 86 visitors respectively.

As a result, **total visitor receipts** rose by 5.6 percent (or \$2.6 million) to \$48.8 million over August 2018 but when compared to the previous month, visitor receipts decreased by 27.3 percent (or \$18.3 million).

Underpinning the overall increase in earnings by country were increases in: 'Other Countries' (up \$1.3 million), 'USA' and 'Australia' (both up by \$0.8 million) and 'Europe' (up \$0.02 million). By purpose, increases were also recorded for 'VFR' (up \$2.3 million) and 'Business and Conference' (up \$1.9 million) where these outweighed the reductions in visitors that were here for 'Holiday' (down \$1.3 million) while 'Sports' and 'Others' categories both went down slightly by \$0.1 million each.

Total visitor receipts for the first two months of 2019/2020 edged up by 22.6 percent (or \$21.4 million) over the same period of 2018/19. Largely responsible for this increase were higher visitor earnings from Other Countries (up \$17.8 million), The USA (up \$1.8 million), American Samoa and Australia (both up by \$1.3 million each) and Europe (up \$0.2 million). Proceeds from visitors that were here for 'Sports' (up \$16.2 million), 'Holiday' (up

\$4.7 million, 'Business and Conference' (both up 3.0 million) and 'Others' (up \$0.1 million).

The **tourism price index** was 0.1 percent higher compared to August 2018 due to gains in 'Meals and Drinks', 'Family Obligations' and 'Miscellaneous' sub-indexes.

Private Remittances

Total private remittances improved by 10.7 percent (or \$5.2 million) to \$53.3 million over the year but recorded a 5.8 percent decrease (or \$3.3 million) when compared to the previous month.

Largely underpinning the overall increase in private remittances were transfers from New Zealand (up \$5.2 million), Australia (\$1.1 million) and American Samoa (\$0.5 million) where in terms of recipients, 'In kind' and 'Family & Households' transfers increased by \$6.2 million and \$4.3 million respectively. Partially responsible for the expansion

in private remittances was the strengthening of the USD against the Samoan Tala during the month.

The monthly share of remittances inflows received through Money Transfer Operators (MTO's) increased to 86.5 percent from 79.1 percent over August 2018 while those received through commercial banks fell to 13.5 percent down from 20.9 percent over the year.

The average cost of sending NZD\$200.00 to Samoa decreased to 11.29 percent from 11.84 percent in August 2018 while the average cost of sending AUD\$200.00 to Samoa also fell to 6.97 percent from 7.15 percent last year.

CENTRAL BANK OF SAMOA
03 October 2019

VISITOR EARNINGS & REMITTANCES REPORT

August 2019

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

	Aug-17	Aug-18	Sep-18	Oct-18	Nov-18	Dec-18	Jan-19	Feb-19	Mar-19	Apr-19	May-19	Jun-19	Jul-19	Aug-19
Total arrivals (persons)	14,680	16,321	14,843	14,523	11,483	24,021	13,755	9,044	11,163	14,413	13,565	16,192	24,647	17,489
Total arrivals incl. cruise ships (1)	14,680	16,321	14,843	16,400	15,638	26,380	14,255	11,224	17,893	16,932	13,837	16,465	24,921	17,764
Arrivals, by market (persons)														
American Samoa	2,582	1,907	1,049	1,207	860	2,586	1,116	968	1,089	1,204	1,215	1,683	2,300	1,958
Australia	2,935	3,308	3,616	3,238	2,306	6,990	3,434	1,820	2,481	3,122	3,143	3,444	4,175	3,548
Europe	393	712	493	676	678	542	612	458	716	658	492	406	942	739
New Zealand	6,413	7,775	7,215	6,869	5,252	11,016	6,290	3,645	4,400	6,887	5,742	6,695	8,898	7,785
USA	831	1,080	878	1,022	908	1,424	862	594	981	827	962	1,618	2,123	1,391
Other Countries	1,526	1,539	1,592	1,511	1,479	1,463	1,441	1,559	1,496	1,715	2,011	2,346	6,209	2,068
Cruise ships	0	0	0	1,877	4,155	2,359	500	2,180	6,730	2,519	272	273	274	275
Arrivals, by purpose (persons)														
Holiday	6,705	7,851	6,966	6,788	4,217	9,355	4,855	2,263	3,938	5,633	4,012	7,044	8,149	7,484
VFR	4,465	5,606	5,086	4,747	4,338	11,573	5,583	3,455	5,078	6,010	5,629	6,380	6,602	6,367
Business & Conference	1,306	765	740	815	912	615	759	780	775	768	1,611	780	2,020	1,313
Sport	315	123	241	85	132	84	20	325	56	45	63	225	5,129	65
Other	1,889	1,976	1,810	2,088	1,884	2,394	2,538	2,221	1,316	1,957	2,250	1,763	2,747	2,260
Cruise ships	0	0	0	1,877	4,155	2,359	500	2,180	6,730	2,519	272	273	274	275
Total earnings (tala million)	38.52	46.15	43.07	42.68	36.67	70.75	35.62	23.92	32.98	43.81	45.58	44.50	67.10	48.76
Earnings, by market (tala million)														
American Samoa	4.54	3.54	1.77	1.67	1.55	6.42	2.39	1.05	2.32	3.41	4.06	3.72	5.32	3.36
Australia	9.70	11.40	11.51	12.55	10.49	24.46	10.40	6.78	8.98	11.13	10.23	10.88	10.78	12.15
Europe	0.46	0.84	0.48	0.58	0.92	0.82	0.60	0.41	0.98	0.76	0.48	0.33	0.71	0.86
New Zealand	18.72	23.86	21.69	21.39	17.15	29.58	16.26	9.31	12.58	21.36	20.80	16.45	22.54	23.79
USA	1.72	2.39	3.41	2.26	2.35	4.24	2.08	3.82	1.59	2.61	4.62	6.29	3.18	3.18
Other Countries	3.38	4.12	4.20	4.21	4.22	5.24	3.90	4.33	4.30	5.56	7.40	8.50	21.46	5.41
Cruise ships	0.00	0.00	0.00	0.28	0.61	0.33	0.07	0.32	1.01	0.36	0.04	0.04	0.04	0.04
Earnings, by purpose (tala million)														
Holiday	18.37	22.53	21.31	16.16	10.46	26.56	13.45	6.28	11.53	15.93	13.89	19.44	20.32	21.21
VFR	13.25	17.77	15.56	16.62	20.80	36.27	16.35	9.07	14.54	18.67	22.91	20.73	20.78	20.05
Business & Conference	4.35	2.66	2.35	2.18	3.28	2.10	2.75	2.79	2.77	2.79	4.94	2.43	4.86	4.52
Sport	0.64	0.26	0.81	0.18	0.26	0.19	0.06	0.69	0.20	0.13	0.23	0.39	17.07	0.14
Other	1.91	2.93	3.04	7.54	1.87	5.63	3.01	5.09	3.94	6.29	3.62	1.51	4.07	2.84
Cruise ships	0.00	0.00	0.00	0.28	0.61	0.33	0.07	0.32	1.01	0.36	0.04	0.04	0.04	0.04
Average expenditure (tala, per person)	2,624	2,828	2,902	2,939	3,194	2,945	2,590	2,645	2,955	3,040	3,360	2,748	2,722	2,788
Tourism Price Index	146.6	152.1	151.2	151.1	148.7	148.5	146.7	147.4	149.2	148.6	149.9	150.5	152.1	152.2

	2	3	4	5	6	7	8	9	10	11	12	1	2	
First Number of Months up to	months	months	months	months	months	months	months	months	months	months	months	months	months	
Total Visitor Arrivals (persons)	33,072	35,562	50,405	64,928	76,411	100,432	114,187	123,231	134,394	148,807	162,372	178,564	24,647	42,136
Over the past year (%)	15.0%	7.5%	9.2%	11.2%	8.4%	10.1%	9.9%	10.7%	9.2%	11.2%	10.5%	9.3%	28.1%	18.5%
Past 3 year average	4.0%	6.0%	5.2%	5.1%	5.1%	5.4%	5.3%	4.9%	5.2%	5.1%	5.1%	5.4%	5.9%	6.1%
Past 5 year average	2.6%	5.5%	5.0%	4.9%	5.0%	5.1%	5.3%	5.1%	5.3%	5.1%	5.3%	5.3%	8.1%	7.7%
Arrivals, by market (persons)														
American Samoa	5,339	3,601	4,650	5,857	6,717	9,303	10,419	11,387	12,476	13,680	14,895	16,578	2,300	4,258
Australia	6,442	7,286	10,902	14,140	16,446	23,436	26,870	28,690	31,171	34,293	37,436	40,880	4,175	7,723
Europe	851	1,378	1,871	2,547	3,225	3,767	4,379	4,637	5,553	6,211	6,703	7,109	942	1,681
New Zealand	14,759	17,124	24,339	31,208	36,460	47,476	53,766	57,411	61,811	68,698	74,440	81,135	8,898	16,683
USA	2,329	2,946	3,824	4,846	5,754	7,178	8,040	8,634	9,615	10,442	11,404	13,022	2,123	3,514
Other Countries	3,352	3,227	4,819	6,330	7,809	9,272	10,713	12,272	13,768	15,483	17,494	19,840	6,209	8,277
Cruise ships	0	0	0	1,877	6,032	8,391	8,891	11,071	17,801	20,320	20,592	20,865	274	549
Arrivals, by purpose (persons)														
Holiday	14,580	13,815	20,781	27,569	31,786	41,141	45,996	48,259	52,197	57,830	61,842	68,886	8,149	15,633
VFR	9,778	14,101	19,187	23,934	28,272	39,845	45,428	48,883	53,961	59,971	65,600	71,980	6,602	12,969
Business & Conference	2,785	2,379	3,119	3,934	4,846	5,461	6,220	7,000	7,775	8,543	10,154	10,934	2,020	3,333
Sport	596	346	587	672	804	888	908	1,233	1,289	1,334	1,397	1,622	5,129	5,194
Other	5,333	4,921	6,731	8,819	10,703	13,097	15,635	17,856	19,172	21,129	23,379	25,142	2,747	5,007
Cruise ships	17,855	0	0	0	0	0	0	0	0	0	0	0	0	0
Total Visitor Earnings (tala million)	81.4	94.5	137.5	180.2	216.9	287.6	323.3	347.2	380.2	423.99	469.57	514.07	67.10	115.86
Over the past year (%)	16.6%	16.1%	17.9%	18.9%	14.8%	16.0%	15.4%	15.3%	13.4%	15.8%	14.5%	13.2%	38.9%	22.6%
Past 3 year average	1.9%	5.1%	5.0%	6.0%	6.5%	7.1%	5.3%	4.0%	12.0%	4.7%	8.4%	13.1%	8.4%	9.9%
Past 5 year average	7.2%	8.5%	5.4%	7.4%	8.2%	7.8%	8.4%	6.1%	10.6%	3.9%	10.4%	9.4%	10.5%	10.1%
Earnings, by market (tala million)														
American Samoa	9.5	7.4	9.1	10.8	12.4	18.8	21.2	22.2	24.5	27.9	32.0	35.7	5.3	8.7
Australia	18.3	21.6	33.1	45.7	56.2	80.6	91.0	97.8	106.8	117.9	128.2	139.0	10.8	22.9
Europe	0.8	1.3	1.8	2.4	3.3	4.1	4.7	5.2	6.1	6.9	7.4	7.7	0.7	1.6
New Zealand	38.8	47.4	69.1	90.5	107.7	137.2	153.5	162.8	175.4	196.7	217.5	234.0	22.5	46.3
USA	5.9	7.7	11.1	13.4	15.7	19.9	22.0	24.1	27.9	29.5	32.1	36.7	6.3	9.5
Other Countries	8.0	9.1	13.3	17.5	21.7	26.9	30.8	35.2	39.5	45.0	52.4	60.9	21.5	26.9
Cruise ships	0.0	0.0	0.0	0.3	0.9	1.2	1.3	1.6	2.6	3.0	3.0	3.1	0.0	0.1
Earnings, by purpose (tala million)														
Holiday	37.4	36.9	58.2	74.3	84.8	111.3	124.8	131.1	142.6	158.5	172.4	191.9	20.3	41.5
VFR	29.0	43.6	59.1	75.8	96.6	132.8	149.2	158.2	172.8	191.5	214.4	235.1	20.8	40.8
Business & Conference	7.8	6.4	8.7	10.9	14.2	16.3	19.1	21.8	24.6	27.4	32.3	34.8	4.9	9.4
Sport	1.5	1.0	1.8	2.0	2.2	2.4	2.5	3.2	3.4	3.5	3.7	4.1	17.1	17.2
Other	5.6	6.7	9.7	17.3	19.1	24.8	27.8	32.9	36.8	43.1	46.7	48.2	4.1	6.9
Cruise ships	0.0	0.0	0.0	0.3	0.9	1.2	1.3	1.6	2.6	3.0	3.0	3.1	0.0	0.1

VISITOR EARNINGS & REMITTANCES REPORT

August 2019

Table 2.

INFLOW OF PRIVATE REMITTANCES

AMOUNTS IN TALA MILLION

Amount in Tala Millions	Aug-17	Aug-18	Sep-18	Oct-18	Nov-18	Dec-18	Jan-19	Feb-19	Mar-19	Apr-19	May-19	Jun-19	Jul-19	Aug-19
By Recipient (Tala Millions)	36.64	48.12	37.37	40.94	41.81	66.29	39.67	40.12	55.63	41.55	48.67	43.15	56.54	53.28
Banknotes	3.75	7.46	7.88	6.70	5.70	12.44	4.19	4.62	5.66	4.04	4.09	2.94	9.47	4.85
Churches, school, Charities	2.78	6.40	1.85	2.87	4.12	5.52	6.40	5.94	11.44	4.91	4.14	4.74	8.18	4.73
Individual/Family/Households	29.14	31.37	25.88	29.80	30.02	45.47	28.28	26.27	31.92	30.09	35.22	28.31	33.00	35.66
In Kind	0.59	0.68	0.57	0.74	0.52	0.68	0.00	1.45	1.67	1.84	1.94	3.12	4.95	6.89
Others	0.38	2.20	1.20	0.83	1.45	2.18	0.81	1.84	4.94	0.68	3.29	4.03	0.93	1.14
By Country (Tala Millions)	36.64	48.12	37.37	40.94	41.81	66.29	39.67	40.12	55.63	41.55	48.67	43.15	56.54	53.28
USA	6.49	9.25	4.93	7.01	8.39	13.53	9.97	8.67	15.59	4.66	6.92	8.60	12.37	9.10
New Zealand	13.75	16.59	15.48	16.36	17.03	27.00	15.33	15.98	19.20	17.78	22.51	18.02	21.64	21.74
Australia	13.58	16.46	13.77	13.39	12.40	20.83	11.99	10.62	16.14	11.09	13.36	12.42	17.67	17.57
American Samoa	1.36	1.73	1.49	1.62	1.63	2.75	1.28	1.47	1.96	1.79	1.97	1.94	2.17	2.20
Others	1.46	4.08	1.71	2.55	2.36	2.18	1.10	3.38	2.75	6.24	3.91	2.16	2.69	2.68
By Channel (%)														
Banks	14.5%	20.9%	11.7%	13.4%	16.4%	14.9%	20.7%	21.0%	32.5%	16.8%	18.0%	22.4%	17.9%	13.5%
Non Banks (1)	85.5%	79.1%	88.3%	86.6%	83.6%	85.1%	79.3%	79.0%	67.5%	83.2%	82.0%	77.6%	82.1%	86.5%
Total Remittances (Tala Millions)	36.64	48.12	37.37	40.94	41.81	66.29	39.67	40.12	55.63	41.55	48.67	43.15	56.54	53.28
First Number of Months up to	2	2	3	4	5	6	7	8	9	10	11	12	1	2
	months	months	months	months	months	months	months	months	months	months	months	months	months	months
Total Remittances (Tala Millions)	70.49	88.67	126.04	166.98	208.79	275.09	314.76	354.88	410.51	452.06	500.74	543.88	56.54	109.82
Percentage Change (over same period last 3 year average (%))	0.5%	25.8%	20.8%	16.7%	14.4%	17.0%	14.5%	13.6%	15.0%	13.4%	11.8%	11.4%	39.4%	23.9%
5 year average (%)	-3.0%	1.1%	2.0%	2.7%	3.5%	2.8%	3.6%	3.8%	4.9%	5.1%	5.8%	5.9%	6.7%	9.9%
	-4.9%	0.2%	1.0%	2.2%	2.0%	2.2%	2.2%	2.3%	2.9%	3.3%	3.5%	3.6%	1.0%	3.5%
By Recipient (Tala Millions)														
Banknotes	7.78	15.09	22.97	29.68	35.38	47.82	52.00	56.62	62.28	66.32	70.41	73.35	9.47	14.33
Churches, school, Charities	3.49	8.22	10.07	12.94	17.06	22.58	28.97	34.91	46.36	51.27	55.40	60.14	8.18	12.91
Individual/Family/Households	56.12	60.34	86.22	116.02	146.04	191.51	219.79	246.07	277.99	308.08	343.30	371.61	33.00	68.66
In Kind	1.10	1.27	1.84	2.58	3.09	3.78	3.78	5.22	6.89	8.73	10.67	13.78	4.95	11.84
Others	2.00	3.74	4.94	5.77	7.22	9.40	10.21	12.05	16.99	17.67	20.96	24.99	0.93	2.07
By Country (Tala Millions)														
USA	12.30	16.06	20.99	28.00	36.39	49.92	59.89	68.57	84.15	88.81	95.73	104.33	12.37	21.47
New Zealand	26.77	33.59	49.06	65.43	82.46	109.46	124.79	140.77	159.97	177.75	200.26	218.28	21.64	43.37
Australia	25.17	30.46	44.22	57.62	70.01	90.84	102.83	113.45	129.59	140.67	154.03	166.46	17.67	35.23
American Samoa	2.81	3.39	4.87	6.50	8.13	10.88	12.16	13.63	15.59	17.38	19.36	21.30	2.17	4.37
Others	3.43	5.18	6.89	9.44	11.80	13.99	15.09	18.46	21.21	27.45	31.36	33.52	2.69	5.37

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



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VISITOR EARNINGS & REMITTANCES REPORT

August 2019

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Report No.2: 2019/20

August 2019

Visitor Arrivals

Total **visitor arrivals** recorded an increase of 7.2 percent (or 1,168 visitors) to 17,489 visitors over the year but fell by 29.0 percent (or 7,158 visitors) compared to July 2019. The drop over the month was a return to normal level from a significant increase in the previous month pertaining to the Pacific Games.

Contributing to the increase over the year, were various regional meetings and annual events that took place during the month including the Journalists' Meeting, the Fifth Pacific Meteorology Meeting, Twenty-Ninth SPREP meeting as well as Father's Day Commemorations.

Increases were recorded for all of Samoa's main markets for tourists over the same month last year:

- Other Countries (up 529 visitors)
- The USA (up 311 visitors)
- Australia (up 240 visitors)
- American Samoa (up 51 visitors)
- Europe (up 27 visitors)
- New Zealand (up 10 visitors)

By purpose of visit, considerable increases were recorded for those who were here for:

- Visiting Families and Relatives (VFR) (up 761 visitors)
- Business and Conference (up 548 visitors)
- Others (up 284 visitors)

Furthermore, **total visitor arrivals in the first two months of 2019/20** were 18.5 percent higher (to 42,136 people) compared to the same period last

year. By country, total visitors from Other Countries, American Samoa, USA, Australia and Europe all grew by 5,050 visitors, 657 visitors, 568 visitors, 437 visitors and 303 visitors respectively. By purpose, visitors who came for 'Sports', 'Holiday', 'Business and Conference' and 'Others' all expanded by 4,848 visitors, 1,818 visitors, 954 visitors and 86 visitors respectively.

As a result, **total visitor receipts** rose by 5.6 percent (or \$2.6 million) to \$48.8 million over August 2018 but when compared to the previous month, visitor receipts decreased by 27.3 percent (or \$18.3 million).

Underpinning the overall increase in earnings by country were increases in: 'Other Countries' (up \$1.3 million), 'USA' and 'Australia' (both up by \$0.8 million) and 'Europe' (up \$0.02 million). By purpose, increases were also recorded for 'VFR' (up \$2.3 million) and 'Business and Conference' (up \$1.9 million) where these outweighed the reductions in visitors that were here for 'Holiday' (down \$1.3 million) while 'Sports' and 'Others' categories both went down slightly by \$0.1 million each.

Total visitor receipts for the first two months of 2019/2020 edged up by 22.6 percent (or \$21.4 million) over the same period of 2018/19. Largely responsible for this increase were higher visitor earnings from Other Countries (up \$17.8 million), The USA (up \$1.8 million), American Samoa and Australia (both up by \$1.3 million each) and Europe (up \$0.2 million). Proceeds from visitors that were here for 'Sports' (up \$16.2 million), 'Holiday' (up

\$4.7 million, 'Business and Conference' (both up 3.0 million) and 'Others' (up \$0.1 million).

The **tourism price index** was 0.1 percent higher compared to August 2018 due to gains in 'Meals and Drinks', 'Family Obligations' and 'Miscellaneous' sub-indexes.

Private Remittances

Total private remittances improved by 10.7 percent (or \$5.2 million) to \$53.3 million over the year but recorded a 5.8 percent decrease (or \$3.3 million) when compared to the previous month.

Largely underpinning the overall increase in private remittances were transfers from New Zealand (up \$5.2 million), Australia (\$1.1 million) and American Samoa (\$0.5 million) where in terms of recipients, 'In kind' and 'Family & Households' transfers increased by \$6.2 million and \$4.3 million respectively. Partially responsible for the expansion

in private remittances was the strengthening of the USD against the Samoan Tala during the month.

The monthly share of remittances inflows received through Money Transfer Operators (MTO's) increased to 86.5 percent from 79.1 percent over August 2018 while those received through commercial banks fell to 13.5 percent down from 20.9 percent over the year.

The average cost of sending NZD\$200.00 to Samoa decreased to 11.29 percent from 11.84 percent in August 2018 while the average cost of sending AUD\$200.00 to Samoa also fell to 6.97 percent from 7.15 percent last year.

CENTRAL BANK OF SAMOA
03 October 2019

VISITOR EARNINGS & REMITTANCES REPORT

August 2019

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

	Aug-17	Aug-18	Sep-18	Oct-18	Nov-18	Dec-18	Jan-19	Feb-19	Mar-19	Apr-19	May-19	Jun-19	Jul-19	Aug-19
Total arrivals (persons)	14,680	16,321	14,843	14,523	11,483	24,021	13,755	9,044	11,163	14,413	13,565	16,192	24,647	17,489
Total arrivals incl. cruise ships (1)	14,680	16,321	14,843	16,400	15,638	26,380	14,255	11,224	17,893	16,932	13,837	16,465	24,921	17,764
Arrivals, by market (persons)														
American Samoa	2,582	1,907	1,049	1,207	860	2,586	1,116	968	1,089	1,204	1,215	1,683	2,300	1,958
Australia	2,935	3,308	3,616	3,238	2,306	6,990	3,434	1,820	2,481	3,122	3,143	3,444	4,175	3,548
Europe	393	712	493	676	678	542	612	458	716	658	492	406	942	739
New Zealand	6,413	7,775	7,215	6,869	5,252	11,016	6,290	3,645	4,400	6,887	5,742	6,695	8,898	7,785
USA	831	1,080	878	1,022	908	1,424	862	594	981	827	962	1,618	2,123	1,391
Other Countries	1,526	1,539	1,592	1,511	1,479	1,463	1,441	1,559	1,496	1,715	2,011	2,346	6,209	2,068
Cruise ships	0	0	0	1,877	4,155	2,359	500	2,180	6,730	2,519	272	273	274	275
Arrivals, by purpose (persons)														
Holiday	6,705	7,851	6,966	6,788	4,217	9,355	4,855	2,263	3,938	5,633	4,012	7,044	8,149	7,484
VFR	4,465	5,606	5,086	4,747	4,338	11,573	5,583	3,455	5,078	6,010	5,629	6,380	6,602	6,367
Business & Conference	1,306	765	740	815	912	615	759	780	775	768	1,611	780	2,020	1,313
Sport	315	123	241	85	132	84	20	325	56	45	63	225	5,129	65
Other	1,889	1,976	1,810	2,088	1,884	2,394	2,538	2,221	1,316	1,957	2,250	1,763	2,747	2,260
Cruise ships	0	0	0	1,877	4,155	2,359	500	2,180	6,730	2,519	272	273	274	275
Total earnings (tala million)	38.52	46.15	43.07	42.68	36.67	70.75	35.62	23.92	32.98	43.81	45.58	44.50	67.10	48.76
Earnings, by market (tala million)														
American Samoa	4.54	3.54	1.77	1.67	1.55	6.42	2.39	1.05	2.32	3.41	4.06	3.72	5.32	3.36
Australia	9.70	11.40	11.51	12.55	10.49	24.46	10.40	6.78	8.98	11.13	10.23	10.88	10.78	12.15
Europe	0.46	0.84	0.48	0.58	0.92	0.82	0.60	0.41	0.98	0.76	0.48	0.33	0.71	0.86
New Zealand	18.72	23.86	21.69	21.39	17.15	29.58	16.26	9.31	12.58	21.36	20.80	16.45	22.54	23.79
USA	1.72	2.39	3.41	2.26	2.35	4.24	2.08	3.82	1.59	2.61	4.62	6.29	3.18	3.18
Other Countries	3.38	4.12	4.20	4.21	4.22	5.24	3.90	4.33	4.30	5.56	7.40	8.50	21.46	5.41
Cruise ships	0.00	0.00	0.00	0.28	0.61	0.33	0.07	0.32	1.01	0.36	0.04	0.04	0.04	0.04
Earnings, by purpose (tala million)														
Holiday	18.37	22.53	21.31	16.16	10.46	26.56	13.45	6.28	11.53	15.93	13.89	19.44	20.32	21.21
VFR	13.25	17.77	15.56	16.62	20.80	36.27	16.35	9.07	14.54	18.67	22.91	20.73	20.78	20.05
Business & Conference	4.35	2.66	2.35	2.18	3.28	2.10	2.75	2.79	2.77	2.79	4.94	2.43	4.86	4.52
Sport	0.64	0.26	0.81	0.18	0.26	0.19	0.06	0.69	0.20	0.13	0.23	0.39	17.07	0.14
Other	1.91	2.93	3.04	7.54	1.87	5.63	3.01	5.09	3.94	6.29	3.62	1.51	4.07	2.84
Cruise ships	0.00	0.00	0.00	0.28	0.61	0.33	0.07	0.32	1.01	0.36	0.04	0.04	0.04	0.04
Average expenditure (tala, per person)	2,624	2,828	2,902	2,939	3,194	2,945	2,590	2,645	2,955	3,040	3,360	2,748	2,722	2,788
Tourism Price Index	146.6	152.1	151.2	151.1	148.7	148.5	146.7	147.4	149.2	148.6	149.9	150.5	152.1	152.2
	2	2	3	4	5	6	7	8	9	10	11	12	1	2
First Number of Months up to	months	months	months	months	months	months	months	months	months	months	months	months	months	months
Total Visitor Arrivals (persons)	33,072	35,562	50,405	64,928	76,411	100,432	114,187	123,231	134,394	148,807	162,372	178,564	24,647	42,136
Over the past year (%)	15.0%	7.5%	9.2%	11.2%	8.4%	10.1%	9.9%	10.7%	9.2%	11.2%	10.5%	9.3%	28.1%	18.5%
Past 3 year average	4.0%	6.0%	5.2%	5.1%	5.1%	5.4%	5.3%	4.9%	5.2%	5.1%	5.1%	5.4%	5.9%	6.1%
Past 5 year average	2.6%	5.5%	5.0%	4.9%	5.0%	5.1%	5.3%	5.1%	5.3%	5.1%	5.3%	5.3%	8.1%	7.7%
Arrivals, by market (persons)														
American Samoa	5,339	3,601	4,650	5,857	6,717	9,303	10,419	11,387	12,476	13,680	14,895	16,578	2,300	4,258
Australia	6,442	7,286	10,902	14,140	16,446	23,436	26,870	28,690	31,171	34,293	37,436	40,880	4,175	7,723
Europe	851	1,378	1,871	2,547	3,225	3,767	4,379	4,637	5,553	6,211	6,703	7,109	942	1,681
New Zealand	14,759	17,124	24,339	31,208	36,460	47,476	53,766	57,411	61,811	68,698	74,440	81,135	8,898	16,683
USA	2,329	2,946	3,824	4,846	5,754	7,178	8,040	8,634	9,615	10,442	11,404	13,022	2,123	3,514
Other Countries	3,352	3,227	4,819	6,330	7,809	9,272	10,713	12,272	13,768	15,483	17,494	19,840	6,209	8,277
Cruise ships	0	0	0	1,877	6,032	8,391	8,891	11,071	17,801	20,320	20,592	20,865	274	549
Arrivals, by purpose (persons)														
Holiday	14,580	13,815	20,781	27,569	31,786	41,141	45,996	48,259	52,197	57,830	61,842	68,886	8,149	15,633
VFR	9,778	14,101	19,187	23,934	28,272	39,845	45,428	48,883	53,961	59,971	65,600	71,980	6,602	12,969
Business & Conference	2,785	2,379	3,119	3,934	4,846	5,461	6,220	7,000	7,775	8,543	10,154	10,934	2,020	3,333
Sport	596	346	587	672	804	888	908	1,233	1,289	1,334	1,397	1,622	5,129	5,194
Other	5,333	4,921	6,731	8,819	10,703	13,097	15,635	17,856	19,172	21,129	23,379	25,142	2,747	5,007
Cruise ships	17,855	0	0	0	0	0	0	0	0	0	0	0	0	0
Total Visitor Earnings (tala million)	81.4	94.5	137.5	180.2	216.9	287.6	323.3	347.2	380.2	423.99	469.57	514.07	67.10	115.86
Over the past year (%)	16.6%	16.1%	17.9%	18.9%	14.8%	16.0%	15.4%	15.3%	13.4%	15.8%	14.5%	13.2%	38.9%	22.6%
Past 3 year average	1.9%	5.1%	5.0%	6.0%	6.5%	7.1%	5.3%	4.0%	12.0%	4.7%	8.4%	13.1%	8.4%	9.9%
Past 5 year average	7.2%	8.5%	5.4%	7.4%	8.2%	7.8%	8.4%	6.1%	10.6%	3.9%	10.4%	9.4%	10.5%	10.1%
Earnings, by market (tala million)														
American Samoa	9.5	7.4	9.1	10.8	12.4	18.8	21.2	22.2	24.5	27.9	32.0	35.7	5.3	8.7
Australia	18.3	21.6	33.1	45.7	56.2	80.6	91.0	97.8	106.8	117.9	128.2	139.0	10.8	22.9
Europe	0.8	1.3	1.8	2.4	3.3	4.1	4.7	5.2	6.1	6.9	7.4	7.7	0.7	1.6
New Zealand	38.8	47.4	69.1	90.5	107.7	137.2	153.5	162.8	175.4	196.7	217.5	234.0	22.5	46.3
USA	5.9	7.7	11.1	13.4	15.7	19.9	22.0	24.1	27.9	29.5	32.1	36.7	6.3	9.5
Other Countries	8.0	9.1	13.3	17.5	21.7	26.9	30.8	35.2	39.5	45.0	52.4	60.9	21.5	26.9
Cruise ships	0.0	0.0	0.0	0.3	0.9	1.2	1.3	1.6	2.6	3.0	3.0	3.1	0.0	0.1
Earnings, by purpose (tala million)														
Holiday	37.4	36.9	58.2	74.3	84.8	111.3	124.8	131.1	142.6	158.5	172.4	191.9	20.3	41.5
VFR	29.0	43.6	59.1	75.8	96.6	132.8	149.2	158.2	172.8	191.5	214.4	235.1	20.8	40.8
Business & Conference	7.8	6.4	8.7	10.9	14.2	16.3	19.1	21.8	24.6	27.4	32.3	34.8	4.9	9.4
Sport	1.5	1.0	1.8	2.0	2.2	2.4	2.5	3.2	3.4	3.5	3.7	4.1	17.1	17.2
Other	5.6	6.7	9.7	17.3	19.1	24.8	27.8	32.9	36.8	43.1	46.7	48.2	4.1	6.9
Cruise ships	0.0	0.0	0.0	0.3	0.9	1.2	1.3	1.6	2.6	3.0	3.0	3.1	0.0	0.1

VISITOR EARNINGS & REMITTANCES REPORT

August 2019

Table 2.

INFLOW OF PRIVATE REMITTANCES

AMOUNTS IN TALA MILLION

Amount in Tala Millions	Aug-17	Aug-18	Sep-18	Oct-18	Nov-18	Dec-18	Jan-19	Feb-19	Mar-19	Apr-19	May-19	Jun-19	Jul-19	Aug-19
By Recipient (Tala Millions)	36.64	48.12	37.37	40.94	41.81	66.29	39.67	40.12	55.63	41.55	48.67	43.15	56.54	53.28
Banknotes	3.75	7.46	7.88	6.70	5.70	12.44	4.19	4.62	5.66	4.04	4.09	2.94	9.47	4.85
Churches, school, Charities	2.78	6.40	1.85	2.87	4.12	5.52	6.40	5.94	11.44	4.91	4.14	4.74	8.18	4.73
Individual/Family/Households	29.14	31.37	25.88	29.80	30.02	45.47	28.28	26.27	31.92	30.09	35.22	28.31	33.00	35.66
In Kind	0.59	0.68	0.57	0.74	0.52	0.68	0.00	1.45	1.67	1.84	1.94	3.12	4.95	6.89
Others	0.38	2.20	1.20	0.83	1.45	2.18	0.81	1.84	4.94	0.68	3.29	4.03	0.93	1.14
By Country (Tala Millions)	36.64	48.12	37.37	40.94	41.81	66.29	39.67	40.12	55.63	41.55	48.67	43.15	56.54	53.28
USA	6.49	9.25	4.93	7.01	8.39	13.53	9.97	8.67	15.59	4.66	6.92	8.60	12.37	9.10
New Zealand	13.75	16.59	15.48	16.36	17.03	27.00	15.33	15.98	19.20	17.78	22.51	18.02	21.64	21.74
Australia	13.58	16.46	13.77	13.39	12.40	20.83	11.99	10.62	16.14	11.09	13.36	12.42	17.67	17.57
American Samoa	1.36	1.73	1.49	1.62	1.63	2.75	1.28	1.47	1.96	1.79	1.97	1.94	2.17	2.20
Others	1.46	4.08	1.71	2.55	2.36	2.18	1.10	3.38	2.75	6.24	3.91	2.16	2.69	2.68
By Channel (%)														
Banks	14.5%	20.9%	11.7%	13.4%	16.4%	14.9%	20.7%	21.0%	32.5%	16.8%	18.0%	22.4%	17.9%	13.5%
Non Banks (1)	85.5%	79.1%	88.3%	86.6%	83.6%	85.1%	79.3%	79.0%	67.5%	83.2%	82.0%	77.6%	82.1%	86.5%
Total Remittances (Tala Millions)	36.64	48.12	37.37	40.94	41.81	66.29	39.67	40.12	55.63	41.55	48.67	43.15	56.54	53.28
First Number of Months up to	2	2	3	4	5	6	7	8	9	10	11	12	1	2
	months	months	months	months	months	months	months	months	months	months	months	months	months	months
Total Remittances (Tala Millions)	70.49	88.67	126.04	166.98	208.79	275.09	314.76	354.88	410.51	452.06	500.74	543.88	56.54	109.82
Percentage Change (over same period last 3 year average (%))	0.5%	25.8%	20.8%	16.7%	14.4%	17.0%	14.5%	13.6%	15.0%	13.4%	11.8%	11.4%	39.4%	23.9%
5 year average (%)	-3.0%	1.1%	2.0%	2.7%	3.5%	2.8%	3.6%	3.8%	4.9%	5.1%	5.8%	5.9%	6.7%	9.9%
	-4.9%	0.2%	1.0%	2.2%	2.0%	2.2%	2.2%	2.3%	2.9%	3.3%	3.5%	3.6%	1.0%	3.5%
By Recipient (Tala Millions)														
Banknotes	7.78	15.09	22.97	29.68	35.38	47.82	52.00	56.62	62.28	66.32	70.41	73.35	9.47	14.33
Churches, school, Charities	3.49	8.22	10.07	12.94	17.06	22.58	28.97	34.91	46.36	51.27	55.40	60.14	8.18	12.91
Individual/Family/Households	56.12	60.34	86.22	116.02	146.04	191.51	219.79	246.07	277.99	308.08	343.30	371.61	33.00	68.66
In Kind	1.10	1.27	1.84	2.58	3.09	3.78	3.78	5.22	6.89	8.73	10.67	13.78	4.95	11.84
Others	2.00	3.74	4.94	5.77	7.22	9.40	10.21	12.05	16.99	17.67	20.96	24.99	0.93	2.07
By Country (Tala Millions)														
USA	12.30	16.06	20.99	28.00	36.39	49.92	59.89	68.57	84.15	88.81	95.73	104.33	12.37	21.47
New Zealand	26.77	33.59	49.06	65.43	82.46	109.46	124.79	140.77	159.97	177.75	200.26	218.28	21.64	43.37
Australia	25.17	30.46	44.22	57.62	70.01	90.84	102.83	113.45	129.59	140.67	154.03	166.46	17.67	35.23
American Samoa	2.81	3.39	4.87	6.50	8.13	10.88	12.16	13.63	15.59	17.38	19.36	21.30	2.17	4.37
Others	3.43	5.18	6.89	9.44	11.80	13.99	15.09	18.46	21.21	27.45	31.36	33.52	2.69	5.37

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