



CENTRAL BANK OF SAMOA

PO Box Private Bag, Apia, Samoa

Ph: 685-34100 | Fax: 685-20293/24058

E-mail: centralbank@cbs.gov.ws

Web: www.cbs.gov.ws

PLEASE ADDRESS CORRESPONDENCE
TO THE GOVERNOR

VISITOR EARNINGS & REMITTANCES REPORT September 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.3: 2019/20

September 2019

Visitor Arrivals

Total Visitor Arrivals increased by 9.2 percent (or 1,369 visitors) to 16,212 visitors over the year but was lower than the previous month by 7.3 percent (or 1,277 visitors).

The increase over the year was attributed to one-off regional events and conferences such as 'Fourth Regional Energy and Transport Minister's Conference' and the 'African Caribbean & Pacific Fisheries and Aquaculture Ministers Meeting' as well as well as the annual Teuila Festival activities.

When compared to the same month last year, increases were recorded for visitors arriving from:

- Other Countries (up 746 visitors)
- Australia (up 496 visitors)
- New Zealand (up 364 visitors)

These increases outweighed the reductions in visitor arrivals from USA, American Samoa and Europe.

The bulk of this expansion came from visitors that were here for:

- Business and Conference (up 660 visitors)
- Visiting Families and Relatives (VFR) (up 588 visitors)
- Holiday (up 201 visitors)
- Sport (up 19 visitors)

As a result, **total visitor arrivals in the first three months of 2019/20** recorded substantial improvement of 15.8 percent (or 7,943 visitors) over the year. By country, increases were recorded for visitors from Other Countries (up 5,796 visitors),

Australia (up 933 visitors), American Samoa (up 598 visitors), USA (up 392 visitors) and Europe (up 301 visitors). Visitors who were here for 'Sport', 'Holiday' and 'Business and Conference' all increased by 4,867 visitors, 2,019 visitors and 1,614 visitors respectively.

Despite the slight decrease of 0.2 percent in **total average expenditure**, total **visitor receipts** rose by 9.0 percent (or \$3.89 million) to \$46.9 million compared to September 2018 but was 3.7 percent (or \$1.8 million) lower than the previous month.

Furthermore, source markets that recorded increases in tourism earnings were 'Other Countries' (up \$2.2 million), Australia (up \$1.7 million) and New Zealand (up \$1.3 million). By purpose, increases were also recorded for 'Business and Conference' (up \$2.1 million), 'VFR' (up \$1.9 million), 'Holiday' (up \$0.7 million) and 'Sport' (up \$70.0 thousand).

Total visitor receipts for the first three months of 2019/20 increased further by 18.4 percent (or \$25.3 million) to \$162.8 million over the same period last year. Accountable for this increase were higher visitor earnings from Other Countries (up \$20.0 million), Australia (up \$3.0 million), USA (up \$1.0 million), American Samoa (up \$0.8 million) and a \$0.2 million increase from both Europe and New Zealand. Proceeds improved from visitors that were here for 'Sports' (up \$16.3 million), 'Holiday' (up \$5.3 million) and 'Business and Conference' (up \$5.2 million).

The tourism price index was 0.6 percent higher than September 2018 due to gains in 'Meals and Drinks', 'Family Obligations' and 'Miscellaneous' sub-indices.

Private Remittances

Total private remittances recorded a slight increase of 1.1 percent (or \$0.4 million) to \$37.8 million when compared to September 2018 but fell by 19.8 percent (or \$9.3 million) over the previous month.

By country, increases were noted for New Zealand (up \$1.2 million), USA (up \$0.9 million), American Samoa (up \$0.1 million) and Others (up \$0.05 million). By recipients, funds for 'Family & Households' rose by \$2.7 million, 'Others' (up \$1.4 million) and 'Non-profit institutions serving households (NPISH)' (up \$0.4 million).

Total inflow of private remittances in the first three months of 2019/20 grew by 8.7 percent (or \$11.0 million) to \$137.0 million when compared to the same period last year. Underpinning this expansion were higher transfers from New Zealand (up \$6.7 million), USA (up \$4.4 million) and American Samoa (up \$0.7 million). Also partially

responsible for the increase in private remittances was the 2.3 percent depreciation of the Samoan tala against the US dollar. In terms of recipients 'Family and Households' and 'NPISH' increased by \$11.0 million and \$5.1 million in that order.

The monthly share of remittance inflows received through Money Transfer Operators (MTO's) fell to 84.6 percent from 88.3 percent over September 2018 while those received through commercial banks rose to 15.4 percent from 11.7 percent over the year.

The average cost of sending NZD\$200.00 to Samoa decreased to 8.50 percent from 9.68 percent in September 2018 while the average cost of sending AUD\$200.00 to Samoa also fell to 7.00 percent from 7.90 percent last year.

CENTRAL BANK OF SAMOA
29 October 2019

VISITOR EARNINGS & REMITTANCES REPORT

September 2019

VISITOR EARNINGS & REMITTANCES REPORT

September 2019

Table 2.

INFLOW OF PRIVATE REMITTANCES

AMOUNTS IN TALA MILLION

Amount in Tala Millions	Sep-17	Sep-18	Oct-18	Nov-18	Dec-18	Jan-19	Feb-19	Mar-19	Apr-19	May-19	Jun-19	Jul-19	Aug-19	Sep-19
By Recipient (Tala Millions)	33.84	37.37	40.94	41.81	66.29	40.22	39.13	54.62	40.25	47.45	40.66	52.18	47.06	37.76
Banknotes	3.32	7.88	6.70	5.70	12.44	4.19	4.62	5.66	4.04	4.09	2.94	9.47	4.85	4.40
Churches, school, Charities	2.33	1.85	2.87	4.12	5.52	6.40	5.94	11.44	4.91	4.14	4.74	8.18	4.73	2.22
Individual/Family/Households	26.89	25.88	29.80	30.02	45.47	28.28	26.27	31.92	30.09	35.22	28.31	33.00	35.66	28.57
In Kind	0.62	0.57	0.74	0.52	0.68	0.55	0.45	0.66	0.53	0.71	0.63	0.59	0.68	0.00
Others	0.68	1.20	0.83	1.45	2.18	0.81	1.84	4.94	0.68	3.29	4.03	0.93	1.14	2.58
By Country (Tala Millions)	33.84	37.37	40.94	41.81	66.29	40.22	39.13	54.62	40.25	47.45	40.66	52.18	47.06	37.76
USA	5.49	4.93	7.01	8.39	13.53	10.11	8.46	15.30	4.51	6.75	8.10	11.42	8.03	5.91
New Zealand	13.43	15.48	16.36	17.03	27.00	15.54	15.58	18.85	17.22	21.95	16.98	19.97	19.20	16.64
Australia	12.37	13.77	13.39	12.40	20.83	12.15	10.36	15.84	10.74	13.02	11.71	16.30	15.52	11.86
American Samoa	1.17	1.49	1.62	1.63	2.75	1.30	1.44	1.93	1.73	1.92	1.83	2.00	1.94	1.59
Others	1.38	1.71	2.55	2.36	2.18	1.12	3.29	2.70	6.04	3.81	2.04	2.49	2.37	1.76
By Channel (%)														
Banks	15.2%	11.7%	13.4%	16.4%	14.9%	20.4%	21.6%	33.1%	17.4%	18.5%	23.7%	19.4%	15.3%	15.4%
Non Banks (1)	84.8%	88.3%	86.6%	83.6%	85.1%	79.6%	78.4%	66.9%	82.6%	81.5%	76.3%	80.6%	84.7%	84.6%
Total Remittances (Tala Millions)	33.84	37.37	40.94	41.81	66.29	40.22	39.13	54.62	40.25	47.45	40.66	52.18	47.06	37.76
First Number of Months up to	3	3	4	5	6	7	8	9	10	11	12	1	2	3
	months	months	months	months	months	months	months	months	months	months	months	months	months	months
Total Remittances (Tala Millions)	104.33	126.04	166.98	208.79	275.09	315.30	354.43	409.06	449.31	496.76	537.42	52.18	99.24	137.01
Percentage Change (over same period last 3 year average (%))	1.1%	20.8%	16.7%	14.4%	17.0%	14.7%	13.5%	14.6%	12.7%	10.9%	10.1%	28.7%	11.9%	8.7%
5 year average (%)	-1.2%	2.0%	2.7%	3.5%	2.8%	3.6%	3.8%	4.9%	5.1%	5.8%	5.9%	6.7%	9.9%	8.6%
	-2.6%	1.0%	2.2%	2.0%	2.2%	2.2%	2.3%	2.9%	3.3%	3.5%	3.6%	1.0%	3.5%	3.7%
By Recipient (Tala Millions)														
Banknotes	11.11	22.97	29.68	35.38	47.82	52.00	56.62	62.28	66.32	70.41	73.35	9.47	14.33	18.73
Churches, school, Charities	5.82	10.07	12.94	17.06	22.58	28.97	34.91	46.36	51.27	55.40	60.14	8.18	12.91	15.13
Individual/Family/Households	83.01	86.22	116.02	146.04	191.51	219.79	246.07	277.99	308.08	343.30	371.61	33.00	68.66	97.22
In Kind	1.72	1.84	2.58	3.09	3.78	4.33	4.78	5.44	5.97	6.69	7.32	0.59	1.27	1.27
Others	2.68	4.94	5.77	7.22	9.40	10.21	12.05	16.99	17.67	20.96	24.99	0.93	2.07	4.65
By Country (Tala Millions)														
USA	17.79	20.99	28.00	36.39	49.92	60.03	68.49	83.79	88.31	95.05	103.15	11.42	19.45	25.37
New Zealand	40.20	49.06	65.43	82.46	109.46	125.00	140.58	159.43	176.66	198.60	215.59	19.97	39.17	55.81
Australia	37.54	44.22	57.62	70.01	90.84	103.00	113.35	129.20	139.94	152.96	164.67	16.30	31.82	43.69
American Samoa	3.98	4.87	6.50	8.13	10.88	12.17	13.61	15.54	17.27	19.20	21.02	2.00	3.95	5.54
Others	4.82	6.89	9.44	11.80	13.99	15.10	18.40	21.09	27.14	30.94	32.98	2.49	4.85	6.61

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

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