



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 October 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.4: 2019/20

October 2019

Visitor Arrivals

Total visitor arrivals increased slightly by 0.1 percent to 14,544 visitors over October last year, but was 10.3 percent (or 1,668 visitors) lower than the previous month.

Some of the one-off events that occurred during the month included the 3rd China-Pacific Island Countries Economic Development & Cooperation Forum, SPREP's Technical Working Group Meeting on Information and Knowledge Management for Resilient Development and the 2nd Biennial Pacific Week of Agriculture (PWA).

Given these multiple regional conferences and meetings held in Samoa during the month, the 'Other Countries' category jumped by 67.4 percent (or 1,019 visitors). These were partially offset by reductions in visitors arriving from:

- New Zealand (down 330 visitors);
- Australia (down 318 visitors);
- Europe (down 274 visitors);
- American Samoa (down 51 visitors) and;
- USA (down 25 visitors).

By purpose of visit, increases were recorded for those visitors that were here for:

- Visiting Families and Relatives (VFR) (up 709 visitors)
- Business and Conference (up 280 visitors)

These improvements were partially outweighed by decreases in visitors that were here for 'Holiday', 'Other' purposes and 'Sports'.

Furthermore, total visitor arrivals in the first four months of 2019/20 was 12.3 percent higher (or 7,964 visitors) to 72,892 visitors compared to the same period last year. It mainly reflected the influx of the Pacific Games in July 2019. The number of visitors that were here for 'Sports', 'Business and Conference', 'Holiday' and 'VFR' all grew by 4,827 visitors, 1,894 visitors, 1,529 visitors and 165 visitors respectively. By country, increases were recorded for visitors from Other Countries (up 6,815 visitors), Australia (up 615 visitors), American Samoa (up 547 visitors), USA (up 367 visitors) and Europe (up 27 visitors).

Due to a 1.8 percent increase in the average visitor expenditure, **total visitor receipts** in October 2019 rose by 1.9 percent (or \$0.8 million) to \$43.5 million compared to October 2018 but was 7.4 percent (or \$3.5 million) lower compared to the previous month.

By country, proceeds from 'Other Countries' shot up by 73.4 percent (or \$3.1 million), outweighing reductions in all other source markets. By purpose, 'VFR' and 'Business and Conference' categories both increased by \$2.8 million and \$0.1 million respectively.

Total visitor receipts for the first four months of 2019/20 continued to expand by 14.5 percent (or \$26.1 million) to \$206.3 million compared to the same period last year. Accounting for this increase were higher visitor earnings from Other Countries (up \$23.1 million), Australia (up \$1.9 million), USA (up \$1.0 million) and American Samoa (up \$0.8

million). Proceeds from visitors that were here for 'Sports' rose by \$16.2 million, 'Business and Conference' grew by \$5.9 million, 'Holiday' was up by \$4.5 million and 'VFR' rose by \$2.0 million.

The tourism price index recorded a slight improvement of 0.4 percent over the same month last year due to gains in 'Meals and Drinks', 'Family Obligations' and 'Miscellaneous' sub-indices.

Private Remittances

Total private remittances expanded by 1.5 percent (or \$0.6 million) to \$41.5 million over the year or up by 8.3 percent (or \$3.2 million) when compared to the previous month.

By country, funds received from the USA, New Zealand and American Samoa all increased by \$1.7 million, \$0.4 million and \$0.2 million in that order. By recipients, gains were recorded for funds received by 'Family and Households' (up \$2.5 million), 'Non-Profit Institutions Serving Households¹' (NPISH) (up \$2.2 million) and 'Others' (up \$0.5 million) respectively over the year.

As a result, total inflow of private remittances in the first four months of 2019/20 improved by 7.3 percent (or \$12.1 million) to \$179.1 million when compared to the same period last year. Responsible for the overall increase in the first four months were gains in transfers from New Zealand (up \$7.5 million), USA (up \$6.2 million) and American Samoa (up \$0.9 million). A 2.2 percent depreciation of the Samoan tala against the US dollar was partially responsible for the increase in funds from the USA and American Samoa. By recipient, higher transfers were recorded for 'Family and Households' (up \$13.5 million), 'NPISH' (up \$7.2 million) and 'Others' (up \$0.3 million).

The monthly share of remittances inflows received through Money Transfer Operators (MTO's) shrank to 81.8 percent from 86.6 percent in October 2018 while those received through the commercial banks

increased to 18.2 percent from 13.4 percent in October last year.

The average cost of sending NZD\$200.00 to Samoa fell to 8.38 percent of the total funds from 10.46 percent in October 2018 while the average cost of sending AUD\$200.00 to Samoa increased to 7.20 percent from 3.36 percent last year.

CENTRAL BANK OF SAMOA
3 December 2019

¹ This category includes churches, charities and non-government organizations.

VISITOR EARNINGS & REMITTANCES REPORT

July 2019

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

	Oct-17	Oct-18	Nov-18	Dec-18	Jan-19	Feb-19	Mar-19	Apr-19	May-19	Jun-19	Jul-19	Aug-19	Sep-19	Oct-19
Total arrivals (persons)	12,214	14,523	11,483	24,021	13,755	9,044	11,163	14,413	13,565	16,192	24,647	17,489	16,212	14,544
Arrivals, by market (persons)														
American Samoa	1,161	1,207	860	2,586	1,116	968	1,089	1,204	1,215	1,683	2,300	1,958	990	1,156
Australia	2,752	3,238	2,306	6,990	3,434	1,820	2,481	3,122	3,143	3,444	4,175	3,548	4,112	2,920
Europe	355	676	678	542	612	458	716	658	492	406	942	739	491	402
New Zealand	6,144	6,869	5,252	11,016	6,290	3,645	4,400	6,887	5,742	6,695	8,898	7,785	7,579	6,539
USA	548	1,022	908	1,424	862	594	981	827	962	1,618	2,123	1,391	702	997
Other Countries	1,254	1,511	1,479	1,463	1,441	1,559	1,496	1,715	2,011	2,346	6,209	2,068	2,338	2,530
Cruise ships	0	1,877	4,155	2,359	500	2,180	6,730	2,519	272	273	274	275	276	277
Arrivals, by purpose (persons)														
Holiday	5,981	6,788	4,217	9,355	4,855	2,263	3,938	5,633	4,012	7,044	8,149	7,484	7,167	6,298
VFR	3,203	4,747	4,338	11,573	5,583	3,455	5,078	6,010	5,629	6,380	6,602	6,367	5,674	5,456
Business & Conference	787	815	912	615	759	780	775	768	1,611	780	2,020	1,313	1,400	1,095
Sport	81	85	132	84	20	325	56	45	63	225	5,129	65	260	45
Other	2,162	2,088	1,884	2,394	2,538	2,221	1,316	1,957	2,250	1,763	2,747	2,260	1,711	1,650
Cruise ships	0	1,877	4,155	2,359	500	2,180	6,730	2,519	272	273	274	275	276	277
Total earnings (tala million)	34.96	42.68	36.67	70.75	35.62	23.92	32.98	43.81	45.58	44.50	67.10	48.76	46.96	43.51
Earnings, by market (tala million)														
American Samoa	1.50	1.67	1.55	6.42	2.39	1.05	2.32	3.41	4.06	3.72	5.32	3.36	1.27	1.63
Australia	10.35	12.55	10.49	24.46	10.40	6.78	8.98	11.13	10.23	10.88	10.78	12.15	13.19	11.45
Europe	0.31	0.58	0.92	0.82	0.60	0.41	0.98	0.76	0.48	0.33	0.71	0.86	0.47	0.34
New Zealand	18.49	21.39	17.15	29.58	16.26	9.31	12.58	21.36	20.80	16.45	22.54	23.79	22.99	20.57
USA	1.15	2.26	2.35	4.24	2.08	2.03	3.82	1.59	2.61	4.62	6.29	3.18	2.65	2.21
Other Countries	3.16	4.21	4.22	5.24	3.90	4.33	4.30	5.56	7.40	8.50	21.46	5.41	6.39	7.30
Cruise ships	0.00	0.28	0.61	0.33	0.07	0.32	1.01	0.36	0.04	0.04	0.04	0.04	0.04	0.04
Earnings, by purpose (tala million)														
Holiday	14.18	16.16	10.46	26.56	13.45	6.28	11.53	15.93	13.89	19.44	20.32	21.21	21.95	15.29
VFR	10.86	16.62	20.80	36.27	16.35	9.07	14.54	18.67	22.91	20.73	20.78	20.05	17.48	19.43
Business & Conference	2.10	2.18	3.28	2.10	2.75	2.79	2.77	2.79	4.94	2.43	4.86	4.52	4.45	2.99
Sport	0.17	0.18	0.26	0.19	0.06	0.69	0.20	0.13	0.23	0.39	17.07	0.14	0.88	0.10
Other	7.64	7.54	1.87	5.63	3.01	5.09	3.94	6.29	3.62	1.51	4.07	2.84	2.20	5.70
Cruise ships	0.00	0.28	0.61	0.33	0.07	0.32	1.01	0.36	0.04	0.04	0.04	0.04	0.04	0.04
Average expenditure (tala, per person)	2,862	2,939	3,194	2,945	2,590	2,645	2,955	3,040	3,360	2,748	2,722	2,788	2,897	2,991
Tourism Price Index	146.7	151.1	148.7	148.5	146.7	147.4	149.2	148.6	149.9	150.5	152.1	152.2	152.1	151.7
First Number of Months up to	4	4	5	6	7	8	9	10	11	12	1	2	3	4
months	months	months	months	months	months	months	months	months	months	months	months	months	months	months
Total Visitor Arrivals (persons)	58,371	64,928	76,411	100,432	114,187	123,231	134,394	148,807	162,372	178,564	24,647	42,136	58,348	72,892
Over the past year (%)	11.8%	11.2%	8.4%	10.1%	9.9%	10.7%	9.2%	11.2%	10.5%	9.3%	28.1%	18.5%	15.8%	12.3%
Past 3 year average	3.4%	5.1%	5.1%	5.4%	5.3%	4.9%	5.2%	5.1%	5.1%	5.4%	5.9%	6.1%	5.3%	5.4%
Past 5 year average	3.0%	4.9%	5.0%	5.1%	5.3%	5.1%	5.3%	5.1%	5.3%	5.3%	8.1%	7.7%	7.1%	7.3%
Arrivals, by market (persons)														
American Samoa	7,920	5,857	6,717	9,303	10,419	11,387	12,476	13,680	14,895	16,578	2,300	4,258	5,248	6,404
Australia	12,321	14,140	16,446	23,436	26,870	28,690	31,171	34,293	37,436	40,880	4,175	7,723	11,835	14,755
Europe	1,657	2,547	3,225	3,767	4,379	4,837	5,553	6,211	6,703	7,109	942	1,681	2,172	2,574
New Zealand	26,632	31,208	36,460	47,476	53,766	57,411	61,811	68,698	74,440	81,135	8,898	16,683	24,262	30,801
USA	3,514	4,846	5,754	7,178	8,040	8,634	9,615	10,442	11,404	13,022	2,123	3,514	4,216	5,213
Other Countries	6,327	6,330	7,809	9,272	10,713	12,272	13,768	15,483	17,494	19,840	6,209	8,277	10,615	13,145
Cruise ships	0	1,877	6,032	8,391	8,891	11,071	17,801	20,320	20,592	20,865	274	549	825	1,102
Arrivals, by purpose (persons)														
Holiday	26,859	27,569	31,786	41,141	45,996	48,259	52,197	57,830	61,842	68,886	8,149	15,633	22,800	29,098
VFR	16,173	23,934	28,272	39,845	45,428	48,883	53,961	59,971	65,600	71,980	6,602	12,969	18,643	24,099
Business & Conference	5,002	3,934	4,846	5,461	6,220	7,000	7,775	8,543	10,154	10,934	2,020	3,333	4,733	5,828
Sport	771	672	804	888	908	1,233	1,289	1,334	1,397	1,622	5,129	5,194	5,454	5,499
Other	9,566	8,819	10,703	13,097	15,635	17,856	19,172	21,129	23,379	25,142	2,747	5,007	6,718	8,368
Cruise ships	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Total Visitor Earnings (tala million)	151.6	180.2	216.9	287.6	323.3	347.2	380.2	423.99	469.57	514.07	67.10	115.86	162.82	206.33
Over the past year (%)	14.9%	18.9%	14.8%	16.0%	15.4%	15.3%	13.4%	15.8%	14.5%	13.2%	38.9%	22.6%	18.4%	14.5%
Past 3 year average	4.0%	6.0%	6.5%	7.1%	5.3%	4.0%	12.0%	4.7%	8.4%	13.1%	8.4%	9.9%	6.8%	8.9%
Past 5 year average	4.9%	7.4%	8.2%	7.8%	8.4%	6.1%	10.6%	3.9%	10.4%	9.4%	10.5%	10.1%	8.4%	10.7%
Earnings, by market (tala million)														
American Samoa	13.3	10.8	12.4	18.8	21.2	22.2	24.5	27.9	32.0	35.7	5.3	8.7	10.0	11.6
Australia	38.3	45.7	56.2	80.6	91.0	97.8	106.8	117.9	128.2	139.0	10.8	22.9	36.1	47.6
Europe	1.5	2.4	3.3	4.1	4.7	5.2	6.1	6.9	7.4	7.7	0.7	1.6	2.0	2.4
New Zealand	73.6	90.5	107.7	137.2	153.5	162.8	175.4	196.7	217.5	234.0	22.5	46.3	69.3	89.9
USA	9.5	13.4	15.7	19.9	22.0	24.1	27.9	29.5	32.1	36.7	6.3	9.5	12.1	14.3
Other Countries	15.5	17.5	21.7	26.9	30.8	35.2	39.5	45.0	52.4	60.9	21.5	26.9	33.3	40.6
Cruise ships	0.0	0.3	0.9	1.2	1.3	1.6	2.6	3.0	3.0	3.1	0.0	0.1	0.1	0.2
Earnings, by purpose (tala million)														
Holiday	70.0	74.3	84.8	111.3	124.8	131.1	142.6	158.5	172.4	191.9	20.3	41.5	63.5	78.8
VFR	49.0	75.8	96.6	132.8	149.2	158.2	172.8	191.5	214.4	235.1	20.8	40.8	58.3	77.7
Business & Conference	14.3	10.9	14.2	16.3	19.1	21.8	24.6	27.4	32.3	34.8	4.9	9.4	13.8	16.8
Sport	2.0	2.0	2.2	2.4	2.5	3.2	3.4	3.5	3.7	4.1	17.1	17.2	18.1	18.2
Other	16.3	17.3	19.1	24.8	27.8	32.9	36.8	43.1	46.7	48.2	4.1	6.9	9.1	14.8
Cruise ships	0.0	0.3	0.9	1.2	1.3	1.6	2.6	3.0	3.0	3.1	0.0	0.1	0.1	0.2

VISITOR EARNINGS & REMITTANCES REPORT

October 2019

Table 2. INFLOW OF PRIVATE REMITTANCES
AMOUNTS IN TALA MILLION

Amount in Tala Millions	Oct-17	Oct-18	Nov-18	Dec-18	Jan-19	Feb-19	Mar-19	Apr-19	May-19	Jun-19	Jul-19	Aug-19	Sep-19	Oct-19
By Recipient (Tala Millions)	38.76	40.94	41.81	66.29	40.22	39.13	54.62	40.25	47.45	40.66	52.18	47.06	38.34	41.54
Banknotes	3.32	6.70	5.70	12.44	4.19	4.62	5.66	4.04	4.09	2.94	9.47	4.85	4.40	2.85
Churches, school, Charities	4.85	2.87	4.12	5.52	6.40	5.94	11.44	4.91	4.14	4.74	8.18	4.73	2.22	5.03
Individual/Family/Households	26.52	29.80	30.02	45.47	28.28	26.27	31.92	30.09	35.22	28.31	33.00	35.66	28.57	32.28
In Kind	0.59	0.74	0.52	0.68	0.55	0.45	0.66	0.53	0.71	0.63	0.59	0.68	0.58	0.00
Others	3.49	0.83	1.45	2.18	0.81	1.84	4.94	0.68	3.29	4.03	0.93	1.14	2.58	1.37
By Country (Tala Millions)	38.76	40.94	41.81	66.29	40.22	39.13	54.62	40.25	47.45	40.66	52.18	47.06	38.34	41.54
USA	6.23	7.01	8.39	13.53	10.11	8.46	15.30	4.51	6.75	8.10	11.42	8.03	6.00	8.71
New Zealand	15.99	16.36	17.03	27.00	15.54	15.58	18.85	17.22	21.95	16.98	19.97	19.20	16.89	16.83
Australia	13.18	13.39	12.40	20.83	12.15	10.36	15.84	10.74	13.02	11.71	16.30	15.52	12.04	13.00
American Samoa	1.45	1.62	1.63	2.75	1.30	1.44	1.93	1.73	1.92	1.83	2.00	1.94	1.62	1.83
Others	1.92	2.55	2.36	2.18	1.12	3.29	2.70	6.04	3.81	2.04	2.49	2.37	1.78	1.17
By Channel (%)														
Banks	26.8%	13.4%	16.4%	14.9%	20.4%	21.6%	33.1%	17.4%	18.5%	23.7%	19.4%	15.3%	15.1%	18.2%
Non Banks (1)	73.2%	86.6%	83.6%	85.1%	79.6%	78.4%	66.9%	82.6%	81.5%	76.3%	80.6%	84.7%	84.9%	81.8%
Total Remittances (Tala Millions)	38.76	40.94	41.81	66.29	40.22	39.13	54.62	40.25	47.45	40.66	52.18	47.06	38.34	41.54
First Number of Months up to	4	4	5	6	7	8	9	10	11	12	1	2	3	4
	months	months	months	months	months	months	months	months	months	months	months	months	months	months
Total Remittances (Tala Millions)	143.09	166.98	208.79	275.09	315.30	354.43	409.06	449.31	496.76	537.42	52.18	99.24	137.58	179.12
Percentage Change (over same period last 3 year average (%))	5.7%	16.7%	14.4%	17.0%	14.7%	13.5%	14.6%	12.7%	10.9%	10.1%	28.7%	11.9%	9.2%	7.3%
5 year average (%)	-0.9%	2.7%	3.5%	2.8%	3.6%	3.8%	4.9%	5.1%	5.8%	5.9%	6.7%	9.9%	8.6%	7.9%
	-1.8%	2.2%	2.0%	2.2%	2.2%	2.3%	2.9%	3.3%	3.5%	3.6%	1.0%	3.5%	3.7%	4.0%
By Recipient (Tala Millions)														
Banknotes	14.42	29.68	35.38	47.82	52.00	56.62	62.28	66.32	70.41	73.35	9.47	14.33	18.73	21.58
Churches, school, Charities	10.67	12.94	17.06	22.58	28.97	34.91	46.36	51.27	55.40	60.14	8.18	12.91	15.13	20.16
Individual/Family/Households	109.52	116.02	146.04	191.51	219.79	246.07	277.99	308.08	343.30	371.61	33.00	68.66	97.22	129.51
In Kind	2.31	2.58	3.09	3.78	4.33	4.78	5.44	5.97	6.69	7.32	0.59	1.27	1.85	1.85
Others	6.16	5.77	7.22	9.40	10.21	12.05	16.99	17.67	20.96	24.99	0.93	2.07	4.65	6.02
By Country (Tala Millions)														
USA	24.02	28.00	36.39	49.92	60.03	68.49	83.79	88.31	95.05	103.15	11.42	19.45	25.46	34.17
New Zealand	56.19	65.43	82.46	109.46	125.00	140.58	159.43	176.66	198.60	215.59	19.97	39.17	56.06	72.89
Australia	50.72	57.62	70.01	90.84	103.00	113.35	129.20	139.94	152.96	164.67	16.30	31.82	43.87	56.86
American Samoa	5.43	6.50	8.13	10.88	12.17	13.61	15.54	17.27	19.20	21.02	2.00	3.95	5.56	7.39
Others	6.73	9.44	11.80	13.99	15.10	18.40	21.09	27.14	30.94	32.98	2.49	4.85	6.64	7.81

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