

VISITOR EARNINGS & REMITTANCES REPORT

NOVEMBER 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 for Revenue.

Report No.5: 2019/20

November 2019

Visitor Arrivals

Total visitor arrivals rebounded by 3.7 percent to 11,907 persons over the same month in 2018 despite the outbreak of measles. However, total arrivals were 18.1 percent lower when compared to the previous month due to normal seasonal patterns.

The overall increase in arrivals over the year was partly due to the arrivals of foreign medical volunteers to assist with the measles outbreak, coupled with visitors for the Arts Festival and the Oceania Surf Competition.

By country, the expansion in visitor arrivals over the same month last year was due to increases in visitors from;

- Other countries (up 47.9 percent);
- USA (up 21.4 percent);
- Australia (up 10.1 percent);

By purpose of visit, gains in visitor arrivals were recorded for;

- Other (up by 1,497 visitors)
- Business & Conference (up by 477 visitors)

Furthermore, total visitor arrivals in the first five months of 2019/20 was 11.0 percent higher (to 84,799 visitors) compared to the same period last year. By purpose, expansions were recorded for 'Sports' (up 4,790 visitors), 'Business and Conference' (up 2,371 visitors), 'Holiday' (up 1,086 visitors) and 'Other' (up 1,046 visitors). By country, total visitors from 'Other countries', American

Samoa and Australia all grew by 9.7 percent, 5.4 percent and 5.2 percent respectively.

Total visitor receipts edged up by 7.6 percent (or \$2.8 million) to \$39.5 million over the same month last year due to a 3.8 percent gain in the average visitor expenditure. However, the current level of visitor earnings was 9.3 percent lower than October 2019.

Total visitor receipts in the first five months of 2019/20 expanded by 13.3 percent to \$245.8 million, over the same period of 2018/19. Primarily underpinning this overall increase were higher visitor earnings from 'Other Countries' (up 116.3 percent), USA (up 9.9 percent), Australia (up 5.8 percent) and American Samoa (up 2.6 percent). Proceeds from visitors such as 'Sport', 'Business and Conferences', 'Holiday' and 'Other' purposes all rose by \$16.2 million, \$8.3 million, \$5.1 million and \$0.6 million respectively.

The tourism price index was 2.3 percent higher compared to November of last year due to gains in 'Meals and Drinks', 'Family Obligations' and 'Miscellaneous' sub-indexes.

Private Remittances

Total private remittances fell by 0.6 percent to \$41.6 million when compared to November 2018 but was slightly higher by 0.02 percent when compared to the previous month.

The reduction in the private remittances over the same month last year was accounted for by

decreases in funds from source countries such as 'USA' (down by 33.7 percent and 'Other Countries' (down by 13.1 percent). By recipients, losses were recorded for funds received by 'Hand-carried cash' (down \$2.9 million), 'In kind' (down \$0.5 million) and 'Others' (down \$0.3 million) respectively over the year.

Overall, the total inflow of remittances in the first five months of 2019/20 expanded by 5.7 percent to \$220.7 million over the same period of 2018/19. Largely responsible for the overall expansion in the first five months, were gains in transfers from 'American Samoa' (18.3 percent), 'New Zealand' (up 11.8 percent) and 'USA' (up 39.2 percent) (partially assisted by a 2.4 percent appreciation of the US dollar against the Samoan Tala). By recipient, total funds for 'family & households', and 'non-profit institutions serving households (NPISH) rose by 47.9 percent and 10.9 percent respectively.

The share of remittances inflows coming through money transfer operators (MTOs) contracted slightly to 82.9 percent from 83.6 percent in the same period last year while those that came through the banking system went up to 17.1 percent from 16.4 percent in November 2018.

The average cost of sending NZD\$200.00 to Samoa fell to 8.26 percent of the total funds from 9.82 percent in November 2018. Moreover, the average cost of sending AUD\$200.00 to Samoa dropped to 6.85 percent from 8.43 percent last year.

CENTRAL BANK OF SAMOA
14th January 2019

VISITOR EARNINGS & REMITTANCES REPORT

November 2019

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

	Nov-17	Nov-18	Dec-18	Jan-19	Feb-19	Mar-19	Apr-19	May-19	Jun-19	Jul-19	Aug-19	Sep-19	Oct-19	Nov-19
Total arrivals (persons)	12,111	11,483	24,021	13,755	9,044	11,163	14,413	13,565	16,192	24,647	17,489	16,212	14,544	11,907
Total arrivals incl. cruise ships (1)	12,696	15,638	26,380	14,255	11,224	17,893	16,932	13,837	16,465	24,921	17,764	16,488	14,821	12,185
Arrivals, by market (persons)														
American Samoa	993	860	2,586	1,116	968	1,089	1,204	1,215	1,683	2,300	1,958	990	1,156	673
Australia	2,052	2,306	6,990	3,434	1,820	2,481	3,122	3,143	3,444	4,175	3,548	4,112	2,920	2,539
Europe	760	678	542	612	458	716	658	492	406	942	739	491	402	484
New Zealand	5,785	5,252	11,016	6,290	3,645	4,400	6,887	5,742	6,695	8,898	7,785	7,579	6,539	4,921
USA	1,106	908	1,424	862	594	981	827	962	1,618	2,123	1,391	702	997	1,102
Other Countries	1,415	1,479	1,463	1,441	1,559	1,496	1,715	2,011	2,346	6,209	2,068	2,338	2,530	2,188
Cruise ships	585	4,155	2,359	500	2,180	6,730	2,519	272	273	274	275	276	277	278
Arrivals, by purpose (persons)														
Holiday	9,581	4,217	9,355	4,855	2,263	3,938	5,633	4,012	7,044	8,149	7,484	7,167	6,298	3,774
VFR	1,318	4,338	11,573	5,583	3,455	5,078	6,010	5,629	6,380	6,602	6,367	5,674	5,456	3,268
Business & Conference	388	912	615	759	780	775	768	1,611	780	2,020	1,313	1,400	1,095	1,389
Sport	22	132	84	20	325	56	45	63	225	5,129	65	260	45	95
Other	802	1,884	2,394	2,538	2,221	1,316	1,957	2,250	1,763	2,747	2,260	1,711	1,650	3,381
Cruise ships	585	4,155	2,359	500	2,180	6,730	2,519	272	273	274	275	276	277	278
Total earnings (tala million)	37.33	36.67	70.75	35.62	23.92	32.98	43.81	45.58	44.50	67.10	48.76	46.96	43.51	39.46
Earnings, by market (tala million)														
American Samoa	1.86	1.55	6.42	2.39	1.05	2.32	3.41	4.06	3.72	5.32	3.36	1.27	1.63	1.09
Australia	9.26	10.49	24.46	10.40	6.78	8.98	11.13	10.23	10.88	10.78	12.15	13.19	11.45	11.85
Europe	1.02	0.92	0.82	0.60	0.41	0.98	0.76	0.48	0.33	0.71	0.86	0.47	0.34	0.66
New Zealand	18.67	17.15	29.58	16.26	9.31	12.58	21.36	20.80	16.45	22.54	23.79	22.99	20.57	16.60
USA	2.86	2.35	4.24	2.08	2.03	3.82	1.59	2.61	4.62	6.29	3.18	2.65	2.21	2.93
Other Countries	3.66	4.22	5.24	3.90	4.33	4.30	5.56	7.40	8.50	21.46	5.41	6.39	7.30	6.34
Cruise ships	0.08	0.61	0.33	0.07	0.32	1.01	0.36	0.04	0.04	0.04	0.04	0.04	0.04	0.04
Earnings, by purpose (tala million)														
Holiday	28.39	10.46	26.56	13.45	6.28	11.53	15.93	13.89	19.44	20.32	21.21	21.95	15.29	11.07
VFR	6.88	20.80	36.27	16.35	9.07	14.54	18.67	22.91	20.73	20.78	20.05	17.48	19.43	17.61
Business & Conference	1.58	3.28	2.10	2.75	2.79	2.77	2.79	4.94	2.43	4.86	4.52	4.45	2.99	5.64
Sport	0.05	0.26	0.19	0.06	0.69	0.20	0.13	0.23	0.39	17.07	0.14	0.88	0.10	0.23
Other	0.43	1.87	5.63	3.01	5.09	3.94	6.29	3.62	1.51	4.07	2.84	2.20	5.70	4.91
Cruise ships	0.08	0.61	0.33	0.07	0.32	1.01	0.36	0.04	0.04	0.04	0.04	0.04	0.04	0.04
Average expenditure (tala, per person)	3,082	3,194	2,945	2,590	2,645	2,955	3,040	3,360	2,748	2,722	2,788	2,897	2,991	3,314
Tourism Price Index	147.2	148.7	148.5	146.7	147.4	149.2	148.6	149.9	150.5	152.1	152.2	152.1	151.7	152.2
First Number of Months up to	5 months	5 months	6 months	7 months	8 months	9 months	10 months	11 months	12 months	1 months	2 months	3 months	4 months	5 months
Total Visitor Arrivals (persons)	70,482	76,411	100,432	114,187	123,231	134,394	148,807	162,372	178,564	24,647	42,136	58,348	72,892	84,799
Over the past year (%)	14.7%	8.4%	10.1%	9.9%	10.7%	9.2%	11.2%	10.5%	9.3%	28.1%	18.5%	15.8%	12.3%	11.0%
Past 3 year average	2.9%	5.1%	5.4%	5.3%	4.9%	5.2%	5.1%	5.1%	5.4%	5.9%	6.1%	5.3%	5.4%	5.4%
Past 5 year average	2.1%	5.0%	5.1%	5.3%	5.1%	5.3%	5.1%	5.3%	5.3%	8.1%	7.7%	7.1%	7.3%	7.0%
Arrivals, by market (persons)														
American Samoa	8,913	6,717	9,303	10,419	11,387	12,476	13,680	14,895	16,578	2,300	4,258	5,248	6,404	7,077
Australia	14,373	16,446	23,436	26,870	28,690	31,171	34,293	37,436	40,880	4,175	7,723	11,835	14,755	17,294
Europe	2,417	3,225	3,767	4,379	4,837	5,553	6,211	6,703	7,109	942	1,681	2,172	2,574	3,058
New Zealand	32,417	36,460	47,476	53,766	57,411	61,811	68,698	74,440	81,135	8,898	16,683	24,262	30,801	35,722
USA	4,620	5,754	7,178	8,040	8,634	9,615	10,442	11,404	13,022	2,123	3,514	4,216	5,213	6,315
Other Countries	7,742	7,809	9,272	10,713	12,272	13,768	15,483	17,494	19,840	6,209	8,277	10,615	13,145	15,333
Cruise ships	585	6,032	8,391	8,891	11,071	17,801	20,320	20,592	20,865	274	549	825	1,102	1,380
Arrivals, by purpose (persons)														
Holiday	36,440	31,786	41,141	45,996	48,259	52,197	57,830	61,842	68,886	8,149	15,633	22,800	29,098	32,872
VFR	17,491	28,272	39,845	45,428	48,883	53,961	59,971	65,600	71,980	6,602	12,969	18,643	24,099	27,367
Business & Conference	5,390	4,846	5,461	6,220	7,000	7,775	8,543	10,154	10,934	2,020	3,333	4,733	5,828	7,217
Sport	793	804	888	908	1,233	1,289	1,334	1,397	1,622	5,129	5,194	5,454	5,499	5,594
Other	10,368	10,703	13,097	15,635	17,856	19,172	21,129	23,379	25,142	2,747	5,007	6,718	8,368	11,749
Cruise ships	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Total Visitor Earnings (tala million)	188.9	216.9	287.6	323.3	347.2	380.2	423.99	469.57	514.07	67.10	115.86	162.82	206.33	245.79
Over the past year (%)	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%	13.3%
Past 3 year average	1.8%	6.5%	7.1%	5.3%	4.0%	12.0%	4.7%	8.4%	13.1%	8.4%	9.9%	6.8%	8.9%	7.5%
Past 5 year average	1.5%	8.2%	7.8%	8.4%	6.1%	10.6%	3.9%	10.4%	9.4%	10.5%	10.1%	8.4%	10.7%	8.8%
Earnings, by market (tala million)														
American Samoa	15.1	12.4	18.8	21.2	22.2	24.5	27.9	32.0	35.7	5.3	8.7	10.0	11.6	12.7
Australia	47.5	56.2	80.6	91.0	97.8	106.8	117.9	128.2	139.0	10.8	22.9	36.1	47.6	59.4
Europe	2.5	3.3	4.1	4.7	5.2	6.1	6.9	7.4	7.7	0.7	1.6	2.0	2.4	3.0
New Zealand	92.3	107.7	137.2	153.5	162.8	175.4	196.7	217.5	234.0	22.5	46.3	69.3	89.9	106.5
USA	12.3	15.7	19.9	22.0	24.1	27.9	29.5	32.1	36.7	6.3	9.5	12.1	14.3	17.3
Other Countries	19.2	21.7	26.9	30.8	35.2	39.5	45.0	52.4	60.9	21.5	26.9	33.3	40.6	46.9
Cruise ships	0.1	0.9	1.2	1.3	1.6	2.6	3.0	3.0	3.1	0.0	0.1	0.1	0.2	0.2
Earnings, by purpose (tala million)														
Holiday	98.4	84.8	111.3	124.8	131.1	142.6	158.5	172.4	191.9	20.3	41.5	63.5	78.8	89.8
VFR	55.9	96.6	132.8	149.2	158.2	172.8	191.5	214.4	235.1	20.8	40.8	58.3	77.7	95.4
Business & Conference	15.8	14.2	16.3	19.1	21.8	24.6	27.4	32.3	34.8	4.9	9.4	13.8	16.8	22.5
Sport	2.1	2.2	2.4	2.5	3.2	3.4	3.5	3.7	4.1	17.1	17.2	18.1	18.2	18.4
Other	16.7	19.1	24.8	27.8	32.9	36.8	43.1	46.7	48.2	4.1	6.9	9.1	14.8	19.7
Cruise ships	0.1	0.9	1.2	1.3	1.6	2.6	3.0	3.0	3.1	0.0	0.1	0.1	0.2	0.2

VISITOR EARNINGS & REMITTANCES REPORT

November 2019

Table 2.

INFLOW OF PRIVATE REMITTANCES

AMOUNTS IN TALA MILLION

Amount in Tala Millions	Nov-17	Nov-18	Dec-18	Jan-19	Feb-19	Mar-19	Apr-19	May-19	Jun-19	Jul-19	Aug-19	Sep-19	Oct-19	Nov-19
By Recipient (Tala Millions)	39.47	41.81	66.29	40.22	39.13	54.62	40.25	47.45	40.66	52.18	47.06	38.34	41.54	41.55
Banknotes	4.39	5.70	12.44	4.19	4.62	5.66	4.04	4.09	2.94	9.47	4.85	4.40	2.85	2.79
Churches, school, Charities	3.32	4.12	5.52	6.40	5.94	11.44	4.91	4.14	4.74	8.18	4.73	2.22	5.03	5.07
Individual/Family/Households	29.83	30.02	45.47	28.28	26.27	31.92	30.09	35.22	28.31	33.00	35.66	28.57	32.28	32.50
In Kind	0.69	0.52	0.68	0.55	0.45	0.66	0.53	0.71	0.63	0.59	0.68	0.58	0.00	0.00
Others	1.23	1.45	2.18	0.81	1.84	4.94	0.68	3.29	4.03	0.93	1.14	2.58	1.37	1.19
By Country (Tala Millions)	39.47	41.81	66.29	40.22	39.13	54.62	40.25	47.45	40.66	52.18	47.06	38.34	41.54	41.55
USA	7.18	8.39	13.53	10.11	8.46	15.30	4.51	6.75	8.10	11.42	8.03	6.00	8.71	5.56
New Zealand	16.50	17.03	27.00	15.54	15.58	18.85	17.22	21.95	16.98	19.97	19.20	16.89	16.83	19.31
Australia	12.37	12.40	20.83	12.15	10.36	15.84	10.74	13.02	11.71	16.30	15.52	12.04	13.00	12.40
American Samoa	1.29	1.63	2.75	1.30	1.44	1.93	1.73	1.92	1.83	2.00	1.94	1.62	1.83	2.23
Others	2.12	2.36	2.18	1.12	3.29	2.70	6.04	3.81	2.04	2.49	2.37	1.78	1.17	2.05
By Channel (%)														
Banks	18.2%	16.4%	14.9%	20.4%	21.6%	33.1%	17.4%	18.5%	23.7%	19.4%	15.3%	15.1%	18.2%	17.1%
Non Banks (1)	81.8%	83.6%	85.1%	79.6%	78.4%	66.9%	82.6%	81.5%	76.3%	80.6%	84.7%	84.9%	81.8%	82.9%
Total Remittances (Tala Millions)	39.47	41.81	66.29	40.22	39.13	54.62	40.25	47.45	40.66	52.18	47.06	38.34	41.54	41.55
First Number of Months up to	5	5	6	7	8	9	10	11	12	1	2	3	4	5
	months	months	months	months	months	months	months	months	months	months	months	months	months	months
Total Remittances (Tala Millions)	182.56	208.79	275.09	315.30	354.43	409.06	449.31	496.76	537.42	52.18	99.24	137.58	179.12	220.67
Percentage Change (over same period last 3 year average (%))	7.9%	14.4%	17.0%	14.7%	13.5%	14.6%	12.7%	10.9%	10.1%	28.7%	11.9%	9.2%	7.3%	5.7%
5 year average (%)	-0.8%	3.5%	2.8%	3.6%	3.8%	4.9%	5.1%	5.8%	5.9%	6.7%	9.9%	8.6%	7.9%	8.7%
	-1.8%	2.0%	2.2%	2.2%	2.3%	2.9%	3.3%	3.5%	3.6%	1.0%	3.5%	3.7%	4.0%	4.0%
By Recipient (Tala Millions)														
Banknotes	18.82	35.38	47.82	52.00	56.62	62.28	66.32	70.41	73.35	9.47	14.33	18.73	21.58	24.36
Churches, school, Charities	13.99	17.06	22.58	28.97	34.91	46.36	51.27	55.40	60.14	8.18	12.91	15.13	20.16	25.23
Individual/Family/Households	139.36	146.04	191.51	219.79	246.07	277.99	308.08	343.30	371.61	33.00	68.66	97.22	129.51	162.01
In Kind	3.00	3.09	3.78	4.33	4.78	5.44	5.97	6.69	7.32	0.59	1.27	1.85	1.85	1.85
Others	7.40	7.22	9.40	10.21	12.05	16.99	17.67	20.96	24.99	0.93	2.07	4.65	6.02	7.21
By Country (Tala Millions)														
USA	31.20	36.39	49.92	60.03	68.49	83.79	88.31	95.05	103.15	11.42	19.45	25.46	34.17	39.73
New Zealand	72.69	82.46	109.46	125.00	140.58	159.43	176.66	198.60	215.59	19.97	39.17	56.06	72.89	92.19
Australia	63.09	70.01	90.84	103.00	113.35	129.20	139.94	152.96	164.67	16.30	31.82	43.87	56.86	69.26
American Samoa	6.72	8.13	10.88	12.17	13.61	15.54	17.27	19.20	21.02	2.00	3.95	5.56	7.39	9.62
Others	8.86	11.80	13.99	15.10	18.40	21.09	27.14	30.94	32.98	2.49	4.85	6.64	7.81	9.86

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