

VISITOR EARNINGS & REMITTANCES REPORT DECEMBER 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.6: 2019/20

December 2019

Visitor Arrivals

Total Visitor Arrivals recorded a decline of 24.1 percent (or 5,791 visitors) to 18,230 visitors over December 2018 but substantially increased by 53.1 percent (or 6,323 visitors) to reflect the seasonal monthly increase over the previous month.

The decrease in the monthly number of visitors over the previous year was due mainly to the declaration of the state of emergency by Samoa on the measles outbreak.

By Country, the monthly decline in arrivals over the year was due to a fall in the number of visitors from:

- New Zealand (down 2,342 visitors)
- American Samoa (down 1,978 visitors)
- Australia (down 1,558 visitors)
- USA (down 232 visitors)
- Europe (down 159 visitors)

For arrivals by purpose of visit, the bulk of this reduction came from:

- Visiting Families and Friends (VFR) (down 3,569 visitors)
- Holiday (down 1,869 visitors)
- Other (down 566 visitors)
- Sport (down 74 visitors)
- Business and Conference (down 16 visitors)

However, total visitor arrivals in the first six months of 2019/20 improved by 2.6 percent (or 2,597 visitors) to 103,029 visitors compared to the same period in 2018/19. This increase was mainly due to gains in the number of visitors from Other Countries

(up 8,002 visitors) and USA (up 329 visitors). Furthermore, visitors that were here for 'Sport', 'Business and Conference' and 'Other' rose by 4,716 visitors, 2,355 visitors and 480 visitors respectively.

Despite the slight increase in the average visitor expenditure over December 2018, total visitor receipts declined by 21.1 percent (or \$15.0 million) to \$55.8 million but was 14.4 percent (or \$16.3 million) higher than the previous month.

Total Visitor Receipts in the first six months of 2019/20 recorded an increase of 4.8 percent or \$13.9 million to \$301.6 million over the same period of 2018/19. Primarily underpinning this increase was higher earnings from Other Countries (up \$27.6 million) and USA (up \$0.8 million). Proceeds from visitors such as 'Sport', 'Business and Conference' and 'Holiday' all rose by \$16.0 million, \$8.3 million and \$1.0 million respectively.

The tourism price index was 1.5 percent higher than the same month last year due to gains in 'Meals and Drinks', 'Family Obligations' and 'Miscellaneous' sub-indexes.

Private Remittances

Total private remittances fell further by 13.7 percent to \$57.2 million over December 2018 but higher by 35.3 percent or \$15.0 million when compared to the previous month.

By Country, reductions in private remittances were recorded for the USA (down by \$4.5 million), Australia (down by \$3.4 million), New Zealand

(down by \$2.0 million) and American Samoa (down by \$0.06 million) in which they all contributed to the overall decrease in the total private remittances over the year. By recipient, 'Family and Households', 'Hand Carried Cash' and 'Others' all decreased by \$7.5 million, \$1.4 million and \$0.7 million in that order.

Overall, the total inflow of private remittance in the first six months of 2019/20 increased by 2.0 percent (or \$5.5 million) to \$280.6 million over the year. Largely responsible for this increase in the first six months were gains in transfers from American Samoa (up 13.8 percent) (partially assisted by a 2.3 percent appreciation of US dollar against the Samoan Tala), New Zealand (up 7.7 percent) and Others (up 2.0 percent). By recipient, total funds for 'Non- Profit Institutions Serving Households (NPISH)', 'In kind' and 'Family and Households' all rose by 40.9 percent, 6.6 percent and 4.4 percent respectively.

The share of remittances inflows coming through money transfer operator (MTO's) fell to 84.5 percent from 85.1 percent in the same period last year while those that came through the banking system edged up to 15.5 percent from 14.9 percent in December 2018.

The average cost of sending NZD\$200.00 to Samoa fell to 8.21 percent from 9.34 percent in December 2018 while the average cost of sending AUD\$200.00 to Samoa for the same month also fell to 7.12 percent from 8.81 percent last year.

CENTRAL BANK OF SAMOA
19th February 2020

VISITOR EARNINGS & REMITTANCES REPORT

December 2019

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

	Dec-17	Dec-18	Jan-19	Feb-19	Mar-19	Apr-19	May-19	Jun-19	Jul-19	Aug-19	Sep-19	Oct-19	Nov-19	Dec-19
Total arrivals (persons)	20,777	24,021	13,755	9,044	11,163	14,413	13,565	16,192	24,647	17,489	16,212	14,544	11,907	18,230
Total arrivals incl. cruise ships	20,777	26,380	14,255	11,224	17,893	16,932	13,837	16,465	24,921	17,764	16,488	14,821	12,185	18,509
Arrivals, by market (persons)														
American Samoa	2,144	2,586	1,116	968	1,089	1,204	1,215	1,683	2,300	1,958	990	1,156	673	608
Australia	5,463	6,990	3,434	1,820	2,481	3,122	3,143	3,444	4,175	3,548	4,112	2,920	2,539	5,432
Europe	458	542	612	458	716	658	492	406	942	739	491	402	484	383
New Zealand	9,970	11,016	6,290	3,645	4,400	6,887	5,742	6,695	8,898	7,785	7,579	6,539	4,921	8,674
USA	1,530	1,424	862	594	981	827	962	1,618	2,123	1,391	702	997	1,102	1,192
Other Countries	1,212	1,463	1,441	1,559	1,496	1,715	2,011	2,346	6,209	2,068	2,338	2,530	2,188	1,941
Cruise ships	0	2,359	500	2,180	6,730	2,519	272	273	274	275	276	277	278	279
Arrivals, by purpose (persons)														
Holiday	7,983	9,355	4,855	2,263	3,938	5,633	4,012	7,044	8,149	7,484	7,167	6,298	3,774	7,486
VFR	9,907	11,573	5,583	3,455	5,078	6,010	5,629	6,380	6,602	6,367	5,674	5,456	3,268	8,004
Business & Conference	947	615	759	780	775	768	1,611	780	2,020	1,313	1,400	1,095	1,389	599
Sport	146	84	20	325	56	45	63	225	5,129	65	260	45	95	10
Other	1,794	2,394	2,538	2,221	1,316	1,957	2,250	1,763	2,747	2,260	1,711	1,650	3,381	1,828
Cruise ships	0	2,359	500	2,180	6,730	2,519	272	273	274	275	276	277	278	279
Total earnings (tala million)	59.07	70.75	35.62	23.92	32.98	43.81	45.58	44.50	67.10	48.76	46.96	43.51	39.46	55.80
Earnings, by market (tala million)														
American Samoa	5.00	6.42	2.39	1.05	2.32	3.41	4.06	3.72	5.32	3.36	1.27	1.63	1.09	1.17
Australia	18.62	24.46	10.40	6.78	8.98	11.13	10.23	10.88	10.78	12.15	13.19	11.45	11.85	19.26
Europe	0.70	0.82	0.60	0.41	0.98	0.76	0.48	0.33	0.71	0.86	0.47	0.34	0.66	0.61
New Zealand	26.14	29.58	16.26	9.31	12.58	21.36	20.80	16.45	22.54	23.79	22.99	20.57	16.60	23.66
USA	4.31	4.24	2.08	2.03	3.82	1.59	2.61	4.62	6.29	3.18	2.65	2.21	2.93	3.46
Other Countries	4.30	5.24	3.90	4.33	4.30	5.56	7.40	8.50	21.46	5.41	6.39	7.30	6.34	7.64
Cruise ships	0.00	0.33	0.07	0.32	1.01	0.36	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04
Earnings, by purpose (tala million)														
Holiday	22.18	26.56	13.45	6.28	11.53	15.93	13.89	19.44	20.32	21.21	21.95	15.29	11.07	22.50
VFR	30.00	36.27	16.35	9.07	14.54	18.67	22.91	20.73	20.78	20.05	17.48	19.43	17.61	26.75
Business & Conference	3.18	2.10	2.75	2.79	2.77	2.79	4.94	2.43	4.86	4.52	4.45	2.99	5.64	2.16
Sport	0.32	0.19	0.06	0.69	0.20	0.13	0.23	0.39	17.07	0.14	0.88	0.10	0.23	0.02
Other	3.39	5.63	3.01	5.09	3.94	6.29	3.62	1.51	4.07	2.84	2.20	5.70	4.91	4.37
Cruise ships	0.00	0.33	0.07	0.32	1.01	0.36	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04
Average expenditure (tala, per person)	2,843	2,945	2,590	2,645	2,955	3,040	3,360	2,748	2,722	2,788	2,897	2,991	3,314	3,061
Tourism Price Index	145.8	148.5	146.7	147.4	149.2	148.6	149.9	150.5	152.1	152.2	152.1	151.7	152.2	150.7
First Number of Months up to	6 months to Dec 17	6 months to Dec 18	7 months to Jan 19	8 months to Feb 19	9 months to Mar 19	10 months to Apr 19	11 months to May 19	12 months to Jun 19	1st month to Jul 19	2 months to Aug 19	3 months to Sep 19	4 months to Oct 19	5 months to Nov 19	6 months to Dec 19
Total Visitor Arrivals (persons)	91,259	100,432	114,187	123,231	134,394	148,807	162,372	178,564	24,647	42,136	58,348	72,892	84,799	103,029
Over the past year (%)	13.9%	10.1%	9.9%	10.7%	9.2%	11.2%	10.5%	9.3%	28.1%	18.5%	15.8%	12.3%	11.0%	2.6%
Past 3 year average	3.7%	5.4%	5.3%	4.9%	5.2%	5.1%	5.1%	5.4%	5.9%	6.1%	5.3%	5.4%	5.4%	5.9%
Past 5 year average	2.5%	5.1%	5.3%	5.1%	5.3%	5.1%	5.3%	5.3%	8.1%	7.7%	7.1%	7.3%	7.0%	7.8%
Arrivals, by market (persons)														
American Samoa	11,057	9,303	10,419	11,387	12,476	13,680	14,895	16,578	2,300	4,258	5,248	6,404	7,077	7,685
Australia	19,836	23,436	26,870	28,690	31,171	34,293	37,436	40,880	4,175	7,723	11,835	14,755	17,294	22,726
Europe	2,875	3,767	4,379	4,837	5,553	6,211	6,703	7,109	942	1,681	2,172	2,574	3,058	3,441
New Zealand	42,387	47,476	53,766	57,411	61,811	68,698	74,440	81,135	8,898	16,683	24,262	30,801	35,722	44,396
USA	6,150	7,178	8,040	8,634	9,615	10,442	11,404	13,022	2,123	3,514	4,216	5,213	6,315	7,507
Other Countries	8,954	9,272	10,713	12,272	13,768	15,483	17,494	19,840	6,209	8,277	10,615	13,145	15,333	17,274
Cruise ships	585	8,391	8,891	11,071	17,801	20,320	20,592	20,865	274	549	825	1,102	1,380	1,659
Arrivals, by purpose (persons)														
Holiday	44,423	41,141	45,996	48,259	52,197	57,830	61,842	68,886	8,149	15,633	22,800	29,098	32,872	40,358
VFR	27,398	39,845	45,428	48,883	53,961	59,971	65,600	71,980	6,602	12,969	18,643	24,099	27,367	35,371
Business & Conference	6,337	5,461	6,220	7,000	7,775	8,543	10,154	10,934	2,020	3,333	4,733	5,828	7,217	7,816
Sport	939	888	908	1,233	1,289	1,334	1,397	1,622	5,129	5,194	5,454	5,499	5,594	5,604
Other	12,162	13,097	15,635	17,856	19,172	21,129	23,379	25,142	2,747	5,007	6,718	8,368	11,749	13,577
Cruise ships	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Total Visitor Earnings (tala million)	248.0	287.6	323.3	347.2	380.2	423.99	469.57	514.07	67.10	115.86	162.82	206.33	245.79	301.59
Over the past year (%)	18.2%	16.0%	15.4%	15.3%	13.4%	15.8%	14.5%	13.2%	38.9%	22.6%	18.4%	14.5%	13.3%	4.8%
Past 3 year average	7.5%	7.1%	5.3%	4.0%	12.0%	4.7%	8.4%	13.1%	8.4%	9.9%	6.8%	8.9%	7.5%	9.6%
Past 5 year average	8.8%	7.8%	8.4%	6.1%	10.6%	3.9%	10.4%	9.4%	10.5%	10.1%	8.4%	10.7%	8.8%	13.2%
Earnings, by market (tala million)														
American Samoa	20.1	18.8	21.2	22.2	24.5	27.9	32.0	35.7	5.3	8.7	10.0	11.6	12.7	13.8
Australia	66.2	80.6	91.0	97.8	106.8	117.9	128.2	139.0	10.8	22.9	36.1	47.6	59.4	78.7
Europe	3.2	4.1	4.7	5.2	6.1	6.9	7.4	7.7	0.7	1.6	2.0	2.4	3.0	3.7
New Zealand	118.4	137.2	153.5	162.8	175.4	196.7	217.5	234.0	22.5	46.3	69.3	89.9	106.5	130.2
USA	16.6	19.9	22.0	24.1	27.9	29.5	32.1	36.7	6.3	9.5	12.1	14.3	17.3	20.7
Other Countries	23.5	26.9	30.8	35.2	39.5	45.0	52.4	60.9	21.5	26.9	33.3	40.6	46.9	54.5
Cruise ships	0.1	1.2	1.3	1.6	2.6	3.0	3.0	3.1	0.0	0.1	0.1	0.2	0.2	0.2
Earnings, by purpose (tala million)														
Holiday	120.6	111.3	124.8	131.1	142.6	158.5	172.4	191.9	20.3	41.5	63.5	78.8	89.8	112.3
VFR	85.9	132.8	149.2	158.2	172.8	191.5	214.4	235.1	20.8	40.8	58.3	77.7	95.4	122.1
Business & Conference	19.0	16.3	19.1	21.8	24.6	27.4	32.3	34.8	4.9	9.4	13.8	16.8	22.5	24.6
Sport	2.4	2.4	2.5	3.2	3.4	3.5	3.7	4.1	17.1	17.2	18.1	18.2	18.4	18.4
Other	20.1	24.8	27.8	32.9	36.8	43.1	46.7	48.2	4.1	6.9	9.1	14.8	19.7	24.1
Cruise ships	0.1	1.2	1.3	1.6	2.6	3.0	3.0	3.1	0.0	0.1	0.1	0.2	0.2	0.2

VISITOR EARNINGS & REMITTANCES REPORT

December 2019

Table 2.

INFLOW OF PRIVATE REMITTANCES

AMOUNTS IN TALA MILLION

Amount in Tala Millions	Dec-17	Dec-18	Jan-19	Feb-19	Mar-19	Apr-19	May-19	Jun-19	Jul-19	Aug-19	Sep-19	Oct-19	Nov-19	Dec-19
By Recipient (Tala Millions)	52.47	66.29	40.22	39.13	54.62	40.25	47.45	40.66	53.45	47.06	38.34	42.24	42.30	57.24
Banknotes	9.23	12.44	4.19	4.62	5.66	4.04	4.09	2.94	9.47	4.85	4.40	2.85	2.79	11.03
Churches, school, Charities	4.34	5.52	6.40	5.94	11.44	4.91	4.14	4.74	8.78	4.73	2.22	5.03	5.07	5.98
Individual/Family/Households	37.29	45.47	28.28	26.27	31.92	30.09	35.22	28.31	33.00	35.66	28.57	32.28	32.50	37.99
In Kind	0.52	0.68	0.55	0.45	0.66	0.53	0.71	0.63	0.59	0.68	0.58	0.70	0.74	0.74
Others	1.09	2.18	0.81	1.84	4.94	0.68	3.29	4.03	1.60	1.14	2.58	1.37	1.19	1.51
By Country (Tala Millions)	52.47	66.29	40.22	39.13	54.62	40.25	47.45	40.66	53.45	47.06	38.34	42.24	42.30	57.24
USA	9.93	13.53	10.11	8.46	15.30	4.51	6.75	8.10	11.41	8.03	6.00	8.86	5.66	9.03
New Zealand	22.47	27.00	15.54	15.58	18.85	17.22	21.95	16.98	19.96	19.20	16.89	17.11	19.65	25.02
Australia	16.50	20.83	12.15	10.36	15.84	10.74	13.02	11.71	16.30	15.52	12.04	13.21	12.62	17.44
American Samoa	1.57	2.75	1.30	1.44	1.93	1.73	1.92	1.83	2.00	1.94	1.62	1.86	2.27	2.69
Others	1.99	2.18	1.12	3.29	2.70	6.04	3.81	2.04	3.77	2.37	1.78	1.19	2.09	3.06
By Channel (%)														
Banks	14.6%	14.9%	20.4%	21.6%	33.1%	17.4%	18.5%	23.7%	21.3%	15.3%	15.1%	17.9%	16.8%	15.5%
Non Banks (1)	85.4%	85.1%	79.6%	78.4%	66.9%	82.6%	81.5%	76.3%	78.7%	84.7%	84.9%	82.1%	83.2%	84.5%
Total Remittances (Tala Millions)	52.47	66.29	40.22	39.13	54.62	40.25	47.45	40.66	53.45	47.06	38.34	42.24	42.30	57.24
First Number of Months up to	6 months to Dec 17	6 months to Dec 18	7 months to Jan 19	8 months to Feb 19	9 months to Mar 19	10 months to Apr 19	11 months to May 19	12 months to Jun 19	1st month to Aug 19	2 months to Aug 19	3 months to Sep 19	4 months to Oct 19	5 months to Nov 19	6 months to Dec 19
Total Remittances (Tala Millions)	235.03	275.09	315.30	354.43	409.06	449.31	496.76	537.42	53.45	100.51	138.85	181.09	223.39	280.63
Percentage Change (over same period last)	10.4%	17.0%	14.7%	13.5%	14.6%	12.7%	10.9%	10.1%	31.8%	13.4%	10.2%	8.5%	7.0%	2.0%
3 year average (%)	-0.4%	2.8%	3.6%	3.8%	4.9%	5.1%	5.8%	5.9%	6.7%	9.9%	8.6%	7.9%	8.7%	10.1%
5 year average (%)	-1.4%	2.2%	2.2%	2.3%	2.9%	3.3%	3.5%	3.6%	1.0%	3.5%	3.7%	4.0%	4.0%	5.3%
By Recipient (Tala Millions)														
Banknotes	28.05	47.82	52.00	56.62	62.28	66.32	70.41	73.35	9.47	14.33	18.73	21.58	24.36	35.39
Churches, school, Charities	18.33	22.58	28.97	34.91	46.36	51.27	55.40	60.14	8.78	13.52	15.73	20.77	25.84	31.81
Individual/Family/Households	176.65	191.51	219.79	246.07	277.99	308.08	343.30	371.61	33.00	68.66	97.22	129.51	162.01	200.00
In Kind	3.51	3.78	4.33	4.78	5.44	5.97	6.69	7.32	0.59	1.27	1.85	2.55	3.29	4.03
Others	8.49	9.40	10.21	12.05	16.99	17.67	20.96	24.99	1.60	2.74	5.32	6.69	7.88	9.40
By Country (Tala Millions)														
USA	41.13	49.92	60.03	68.49	83.79	88.31	95.05	103.15	11.41	19.45	25.45	34.31	39.97	49.00
New Zealand	95.16	109.46	125.00	140.58	159.43	176.66	198.60	215.59	19.96	39.16	56.05	73.16	92.82	117.84
Australia	79.59	90.84	103.00	113.35	129.20	139.94	152.96	164.67	16.30	31.82	43.86	57.08	69.70	87.14
American Samoa	8.29	10.88	12.17	13.61	15.54	17.27	19.20	21.02	2.00	3.95	5.56	7.42	9.69	12.38
Others	10.85	13.99	15.10	18.40	21.09	27.14	30.94	32.98	3.77	6.14	7.92	9.11	11.20	14.27

(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.