



CENTRAL BANK OF SAMOA

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PLEASE ADDRESS CORRESPONDENCE TO THE GOVERNOR

VISITOR EARNINGS & REMITTANCES REPORT
June 2020

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.12: 2019/20

June 2020

Visitor Arrivals

While the coronavirus (Covid-19) pandemic is now the defining global health crisis of our time, Samoa continues to remain COVID free with repatriation flights still continuing. Tourist Arrivals for the month of June continued to record no tourist arrivals and visitors' earnings.

Total tourist arrivals and earnings in the first twelve months of 2019/20 remained unchanged at 124,399 people and \$375.26 million respectively over the same period last year. The Tourism price index fell further by 21.6 percent over the same month last year due to the significant decrease in the 'Accommodation' sub index.

Private Remittances

Total Private Remittances recorded a 28.1 percent increase (or \$11.4 million) to \$52.1 million compared to the same month last year but fell by 10.8 percent (or \$6.3 million) over the previous month.

This improvement was accounted for by increases in funds received from Australia (up \$4.9 million), New Zealand (up \$4.7 million) and American Samoa (up \$3.6 million) respectively. By recipient, an increase was recorded for 'Family and Households' (up \$18.9 million) offsetting the decreases in 'Hand carried cash', 'Others', 'NPISH' (Non-profit institutions serving households) and 'In Kind'.

In the first twelve months of 2019/20, total private remittances edged up by \$26.4 million (or 4.9 percent) to \$563.8 million over the same period of 2018/19. By country, New Zealand, American Samoa and Australia increased by \$22.1 million, \$11.3 million and \$3.2 million in that order. Partially responsible for this increase was the 3.0 percent depreciation of the Samoan Tala against the US dollar. By recipient, total funds for 'Family and Households' and 'In Kind' improved by \$54.0 million and \$2.1 million respectively.

The share of total remittances inflows received through Money Transfer Operators (MTO's) increased from 76.3 percent in June 2019 to 90.9 percent while those received directly through commercial banks fell to 9.1 percent from 23.7 percent in the same month last year.

The average monthly cost for sending NZD\$200.00 to Samoa fell to 10.56 percent from 12.35 percent while the average cost of sending AUD\$200.00 rose to 9.31 percent from 7.99 percent.

CENTRAL BANK OF SAMOA
05 August 2020

VISITOR EARNINGS & REMITTANCES REPORT

June 2020

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

	Jun-18	Jun-19	Jul-19	Aug-19	Sep-19	Oct-19	Nov-19	Dec-19	Jan-20	Feb-20	Mar-20	Apr-20	May-20	Jun-20
Total arrivals (persons)	16,315	16,192	24,647	17,489	16,212	14,544	11,907	17,927	10,456	7,053	4,164	0	0	0
Total arrivals incl. cruise ships (1)	18,220	16,192	24,647	17,489	16,212	14,544	13,190	17,927	10,456	7,053	4,164	0	0	0
Arrivals, by market (persons)														
American Samoa	1,845	1,683	2,300	1,958	990	1,156	673	608	645	414	234	0	0	0
Australia	2,777	3,444	4,175	3,548	4,112	2,920	2,539	5,432	2,861	1,757	995	0	0	0
Europe	640	406	942	739	491	402	484	383	264	307	122	0	0	0
New Zealand	7,725	6,695	8,898	7,785	7,579	6,539	4,921	8,674	4,600	2,919	1,675	0	0	0
USA	1,651	1,618	2,123	1,391	702	997	1,102	1,192	662	479	253	0	0	0
Other Countries	1,677	2,346	6,209	2,068	2,338	2,530	2,188	1,638	1,424	1,177	885	0	0	0
Cruise ships	1,905	0	0	0	0	0	1,283	0	0	0	0	0	0	0
Arrivals, by purpose (persons)														
Holiday	4,540	7,044	8,149	7,484	7,167	6,298	3,774	7,486	3,833	2,071	1,323	0	0	0
VFR	8,782	6,380	6,602	6,367	5,674	5,456	3,268	8,004	4,203	2,993	1,464	0	0	0
Business & Conference	645	780	2,020	1,313	1,400	1,095	1,389	599	414	551	386	0	0	0
Sport	173	225	5,129	65	260	45	95	10	24	95	18	0	0	0
Other	2,175	1,763	2,747	2,260	1,711	1,650	3,381	1,828	1,982	1,343	973	0	0	0
Cruise ships	1,905	0	0	0	0	0	1,283	0	0	0	0	0	0	0
Total earnings (tala million)	46.44	46.26	69.85	50.60	48.81	45.22	41.07	56.72	29.50	20.86	12.63	0.00	0.00	0.00
Earnings, by market (tala million)														
American Samoa	4.42	3.76	5.38	3.41	1.29	1.65	1.10	1.18	1.20	0.47	0.57	0.00	0.00	0.00
Australia	9.46	11.40	11.29	12.73	13.82	11.99	12.42	20.19	9.32	6.80	3.46	0.00	0.00	0.00
Europe	0.58	0.36	0.76	0.93	0.51	0.37	0.71	0.65	0.29	0.28	0.16	0.00	0.00	0.00
New Zealand	20.12	16.96	23.24	24.53	23.69	21.21	17.11	24.40	12.66	7.76	4.75	0.00	0.00	0.00
USA	5.19	4.81	6.54	3.31	2.76	2.30	3.05	3.61	1.70	1.73	1.02	0.00	0.00	0.00
Other Countries	6.66	8.97	22.63	5.70	6.74	7.70	6.69	6.69	4.34	3.83	2.68	0.00	0.00	0.00
Cruise ships	0.27	0.00	0.00	0.00	0.00	0.00	0.19	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Earnings, by purpose (tala million)														
Holiday	13.45	20.81	21.60	22.52	23.30	16.39	11.83	23.49	11.89	6.03	3.23	0.00	0.00	0.00
VFR	28.01	20.85	20.85	20.14	17.54	19.50	17.76	26.42	13.30	8.63	3.98	0.00	0.00	0.00
Business & Conference	2.17	2.60	5.17	4.83	4.74	3.21	6.05	2.27	1.68	2.04	1.16	0.00	0.00	0.00
Sport	0.31	0.41	17.96	0.14	0.92	0.10	0.24	0.02	0.08	0.22	0.06	0.00	0.00	0.00
Other	2.50	1.58	4.26	2.97	2.30	6.02	5.18	4.52	2.55	3.94	4.21	0.00	0.00	0.00
Cruise ships	0.27	0.00	0.00	0.00	0.00	0.00	0.19	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Average expenditure (tala, per person)	2,846	2,857	2,834	2,893	3,011	3,110	3,449	3,164	2,822	2,958	3,033	0	0	0
Tourism Price Index	161.5	157.3	158.9	159.0	159.0	158.5	159.0	157.5	158.1	149.2	142.3	132.6	128.3	123.4
First Number of Months up to	12 months to Jun 18	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	7 months to Jan 20	8 months to Feb 20	9 months to Mar 20	10 months to Apr 20	11 months to May 20	12 months to Jun 20
Total Visitor Arrivals (persons)	163,323	178,564	24,647	42,136	58,348	72,892	84,799	102,726	113,182	120,235	124,399	124,399	124,399	124,399
Over the past year (%)	11.6%	9.3%	28.1%	18.5%	15.8%	12.3%	11.0%	2.3%	-0.9%	-2.4%	-7.4%	-16.4%	-23.4%	-30.3%
Past 3 year average	3.7%	5.4%	5.9%	6.1%	5.3%	5.4%	5.4%	5.9%	5.6%	5.3%	5.1%	5.3%	5.2%	5.3%
Past 5 year average	1.9%	5.3%	8.1%	7.7%	7.1%	7.3%	7.0%	7.8%	7.6%	7.4%	7.3%	7.4%	7.2%	7.2%
Arrivals, by market (persons)														
American Samoa	17,440	16,578	2,300	4,258	5,248	6,404	7,077	7,685	8,330	8,744	8,978	8,978	8,978	8,978
Australia	33,053	40,880	4,175	7,723	11,835	14,755	17,294	22,726	25,587	27,344	28,339	28,339	28,339	28,339
Europe	6,233	7,109	942	1,681	2,172	2,574	3,058	3,441	3,705	4,012	4,134	4,134	4,134	4,134
New Zealand	76,148	81,135	8,898	16,683	24,262	30,801	35,722	44,396	48,996	51,915	53,590	53,590	53,590	53,590
USA	12,844	13,022	2,123	3,514	4,216	5,213	6,315	7,507	8,169	8,648	8,901	8,901	8,901	8,901
Other Countries	17,605	19,840	6,209	8,277	10,615	13,145	15,333	16,971	18,395	19,572	20,457	20,457	20,457	20,457
Cruise ships	3,223	20,320	0	0	0	0	1,283	1,283	1,283	1,283	1,283	1,283	1,283	1,283
Arrivals, by purpose (persons)														
Holiday	64,734	68,886	8,149	15,633	22,800	29,098	32,872	40,358	44,191	46,262	47,585	47,585	47,585	47,585
VFR	63,465	71,980	6,602	12,969	18,643	24,099	27,367	35,371	39,574	42,567	44,031	44,031	44,031	44,031
Business & Conference	10,508	10,934	2,020	3,333	4,733	5,828	7,217	7,816	8,230	8,781	9,167	9,167	9,167	9,167
Sport	1,522	1,622	5,129	5,194	5,454	5,499	5,594	5,604	5,628	5,723	5,741	5,741	5,741	5,741
Other	23,094	25,142	2,747	5,007	6,718	8,368	11,749	13,577	15,559	16,902	17,875	17,875	17,875	17,875
Cruise ships	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Total Visitor Earnings (tala million)	480.6	539.53	69.85	120.44	169.25	214.48	255.54	312.26	341.76	362.63	375.26	375.26	375.26	375.26
Over the past year (%)	23.3%	12.3%	37.0%	20.8%	16.5%	12.6%	11.4%	2.7%	0.2%	-1.0%	-6.3%	-15.9%	-23.9%	-30.4%
Past 3 year average	7.6%	14.6%	9.9%	11.6%	8.4%	10.5%	9.6%	11.3%	5.3%	4.7%	8.1%	11.7%	9.5%	10.4%
Past 5 year average	2.5%	10.6%	11.7%	11.5%	9.6%	12.1%	10.4%	14.5%	9.6%	7.8%	12.2%	12.3%	9.4%	10.5%
Earnings, by market (tala million)														
American Samoa	37.1	36.3	5.4	8.8	10.1	11.7	12.8	14.0	15.2	15.7	16.2	16.2	16.2	16.2
Australia	118.7	147.7	11.3	24.0	37.8	49.8	62.3	82.4	91.8	98.6	102.0	102.0	102.0	102.0
Europe	7.5	8.4	0.8	1.7	2.2	2.6	3.3	3.9	4.2	4.5	4.7	4.7	4.7	4.7
New Zealand	225.0	243.4	23.2	47.8	71.5	92.7	109.8	134.2	146.8	154.6	159.3	159.3	159.3	159.3
USA	37.8	38.6	6.5	9.8	12.6	14.9	18.0	21.6	23.3	25.0	26.0	26.0	26.0	26.0
Other Countries	54.4	65.0	22.6	28.3	35.1	42.8	49.5	56.1	60.5	64.3	67.0	67.0	67.0	67.0
Cruise ships	0.5	3.0	0.0	0.0	0.0	0.0	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2
Earnings, by purpose (tala million)														
Holiday	194.7	208.6	21.6	44.1	67.4	83.8	95.6	119.1	131.0	137.0	140.3	140.3	140.3	140.3
VFR	201.6	237.1	20.9	41.0	58.5	78.0	95.8	122.2	135.5	144.2	148.1	148.1	148.1	148.1
Business & Conference	36.5	37.9	5.2	10.0	14.7	18.0	24.0	26.3	27.9	30.0	31.2	31.2	31.2	31.2
Sport	4.2	4.4	18.0	18.1	19.0	19.1	19.4	19.5	19.7	19.8	19.8	19.8	19.8	19.8
Other	43.6	51.5	4.3	7.2	9.5	15.6	20.7	25.2	27.8	31.7	36.0	36.0	36.0	36.0
Cruise ships	0.5	3.0	0.0	0.0	0.0	0.0	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2

VISITOR EARNINGS & REMITTANCES REPORT

June 2020

Table 2.

INFLOW OF PRIVATE REMITTANCES

AMOUNTS IN TALA MILLION

Amount in Tala Millions	Jun-18	Jun-19	Jul-19	Aug-19	Sep-19	Oct-19	Nov-19	Dec-19	Jan-20	Feb-20	Mar-20	Apr-20	May-20	Jun-20
By Recipient (Tala Millions)	40.18	40.66	53.45	47.06	38.34	42.24	42.56	57.24	46.89	41.97	46.87	36.75	58.37	52.09
Banknotes	7.04	2.94	9.47	4.85	4.40	2.85	2.79	11.03	12.36	4.30	3.21	0.13	0.09	0.35
Churches, school, Charities	5.65	4.74	8.78	4.73	2.22	5.03	5.07	5.98	3.13	5.85	2.70	2.94	2.46	2.97
Individual/Family/Households	26.27	28.31	33.00	35.66	28.57	32.28	32.76	37.99	28.95	29.12	35.12	30.75	54.28	47.17
In Kind	0.47	0.63	0.59	0.68	0.58	0.70	0.74	0.74	0.50	1.50	2.50	0.46	0.39	0.43
Others	0.75	4.03	1.60	1.14	2.58	1.37	1.19	1.51	1.95	1.21	3.34	2.48	1.15	1.17
By Country (Tala Millions)	40.18	40.66	53.45	47.06	38.34	42.24	42.56	57.24	46.89	41.97	46.87	36.75	58.37	52.10
USA	8.96	8.10	11.41	8.03	6.00	8.86	5.66	9.03	6.67	8.60	9.84	7.74	8.38	7.27
New Zealand	15.98	16.98	19.96	19.20	16.89	17.11	19.66	25.02	21.30	16.49	21.44	15.60	23.30	21.66
Australia	11.81	11.71	16.30	15.52	12.04	13.21	12.87	17.44	13.35	10.52	10.46	9.34	20.19	16.60
American Samoa	1.69	1.83	2.00	1.94	1.62	1.86	2.27	2.69	1.56	1.76	2.70	3.00	5.50	5.46
Others	1.74	2.04	3.77	2.37	1.78	1.19	2.10	3.06	4.01	4.60	2.44	1.07	1.00	1.11
By Channel (%)														
Banks	19.7%	23.7%	21.3%	15.3%	15.1%	17.9%	16.7%	15.5%	14.2%	23.5%	20.5%	17.2%	7.5%	9.1%
Non Banks (1)	80.3%	76.3%	78.7%	84.7%	84.9%	82.1%	83.3%	84.5%	85.8%	76.5%	79.5%	82.8%	92.5%	90.9%
Total Remittances (Tala Millions)	40.18	40.66	53.45	47.06	38.34	42.24	42.56	57.24	46.89	41.97	46.87	36.75	58.37	52.09
First Number of Months up to	12 months to Jun 18	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	7 months to Jan 20	8 months to Feb 20	9 months to Mar 20	10 months to Apr 20	11 months to May 20	12 months to Jun 20
Total Remittances (Tala Millions)	488.26	537.42	53.45	100.51	138.85	181.09	223.65	280.89	327.78	369.75	416.62	453.37	511.74	563.83
Percentage Change (over same period last year)	21.0%	10.1%	31.8%	13.4%	10.2%	8.5%	7.1%	2.1%	4.0%	4.3%	1.8%	0.9%	3.0%	4.9%
3 year average (%)	1.1%	5.9%	6.7%	9.9%	8.6%	7.9%	8.7%	10.1%	10.6%	10.5%	11.9%	11.7%	11.6%	11.4%
5 year average (%)	-0.8%	3.6%	1.0%	3.5%	3.7%	4.0%	4.0%	5.3%	5.4%	5.8%	7.0%	6.9%	7.0%	6.9%
By Recipient (Tala Millions)														
Banknotes	66.50	73.35	9.47	14.33	18.73	21.58	24.36	35.39	47.75	52.05	55.25	55.38	55.47	55.83
Churches, school, Charities	52.62	60.14	8.78	13.52	15.73	20.77	25.84	31.82	34.94	40.79	43.49	46.43	48.88	51.86
Individual/Family/Households	347.53	371.61	33.00	68.66	97.22	129.51	162.27	200.26	229.21	258.33	293.45	324.20	378.48	425.65
In Kind	6.63	7.32	0.59	1.27	1.85	2.55	3.29	4.03	4.53	6.03	8.53	8.99	9.38	9.81
Others	14.97	24.99	1.60	2.74	5.32	6.69	7.88	9.40	11.34	12.56	15.90	18.37	19.52	20.70
By Country (Tala Millions)														
USA	88.26	103.15	11.41	19.45	25.45	34.31	39.97	49.00	55.67	64.27	74.11	81.85	90.23	97.49
New Zealand	199.90	215.59	19.96	39.16	56.05	73.16	92.83	117.85	139.15	155.64	177.08	192.69	215.98	237.64
Australia	157.77	164.67	16.30	31.82	43.86	57.08	69.94	87.38	100.74	111.26	121.72	131.05	151.24	167.84
American Samoa	17.59	21.02	2.00	3.95	5.56	7.42	9.69	12.38	13.94	15.70	18.40	21.39	26.90	32.36
Others	24.73	32.98	3.77	6.14	7.92	9.11	11.21	14.27	18.29	22.88	25.32	26.39	27.39	28.49

(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.