



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 July 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.1: 2020/21

July 2020

Visitor Arrivals

As Samoa continues to have no case of COVID-19, this unprecedented global crisis will definitely be a part of the history books due to its deadly effect on the world as a whole. The prolonged closure of our international borders for the safeguarding and protection of our people with repatriation flights still in operation has continued to severely affect our tourism sector recording no tourist arrivals and earnings for the month of July.

Given the current situation, the tourism price index fell further by 29.0 percent over the year due to decreases in 'accommodation' (down by 46.6 percent), 'other transportation' (down by 13.8 percent), 'family obligations & miscellaneous' (both down by 3.3 percent) and 'meals and drinks' (down by 1.4 percent) sub-indices.

Private Remittances

Total inflows of private remittances increased by 2.6 percent (or \$1.4 million) to \$54.9 million over the year and was 5.3 percent (or \$2.8 million) higher when compared to the previous month.

Responsible for this increase were higher transfers from Australia (up by \$5.9 million), New Zealand (up by \$2.4 million) and American Samoa (up by \$1.6

million). Partially responsible for this increase was the depreciation of the Samoan Tala against both the Australian dollar by 1.0 percent and the US dollar by 0.5 percent. By recipient, 'Family and Households' category recorded an increase of \$17.2 million, outweighing decreases in 'Hand carried cash', 'NPISH (Non-profit institutions serving households)', 'Others' and 'In Kind' transfers.

The monthly share of remittances inflows received through Money Transfer Operators (MTO's) expanded to 92.9 percent from 78.7 percent in July 2019 while those received through commercial banks fell to 7.1 percent in July 2020 from 21.3 percent in July 2019.

The average monthly cost of sending NZD\$200.00 to Samoa fell from 12.30 percent to 10.33 percent while the average cost of sending AUD\$200.00 also fell to 8.90 percent from 9.09 percent over the year.

CENTRAL BANK OF SAMOA 04 September 2020

# VISITOR EARNINGS & REMITTANCES REPORT

July 2020

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

	Jul-18	Jul-19	Aug-19	Sep-19	Oct-19	Nov-19	Dec-19	Jan-20	Feb-20	Mar-20	Apr-20	May-20	Jun-20	Jul-20
<b>Total arrivals (persons)</b>	<b>19,241</b>	<b>24,647</b>	<b>17,489</b>	<b>16,212</b>	<b>14,544</b>	<b>11,907</b>	<b>17,927</b>	<b>10,456</b>	<b>7,053</b>	<b>4,164</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>
<b>Total arrivals incl. cruise ships (1)</b>	19,241	24,647	17,489	16,212	14,544	13,190	17,927	10,456	7,053	4,164	0	0	0	0
<b>Arrivals, by market (persons)</b>														
American Samoa	1,694	2,300	1,958	990	1,156	673	608	645	414	234	0	0	0	0
Australia	3,978	4,175	3,548	4,112	2,920	2,539	5,432	2,861	1,757	995	0	0	0	0
Europe	666	942	739	491	402	484	383	264	307	122	0	0	0	0
New Zealand	9,349	8,898	7,785	7,579	6,539	4,921	8,674	4,600	2,919	1,675	0	0	0	0
USA	1,866	2,123	1,391	702	997	1,102	1,192	662	479	253	0	0	0	0
Other Countries	1,688	6,209	2,068	2,338	2,530	2,188	1,638	1,424	1,177	885	0	0	0	0
Cruise ships	0	0	0	0	0	1,283	0	0	0	0	0	0	0	0
<b>Arrivals, by purpose (persons)</b>														
Holiday	5,964	8,149	7,484	7,167	6,298	3,774	7,486	3,833	2,071	1,323	0	0	0	0
VFR	8,495	6,602	6,367	5,674	5,456	3,268	8,004	4,203	2,993	1,464	0	0	0	0
Business & Conference	1,614	2,020	1,313	1,400	1,095	1,389	599	414	551	386	0	0	0	0
Sport	223	5,129	65	260	45	95	10	24	95	18	0	0	0	0
Other	2,945	2,747	2,260	1,711	1,650	3,381	1,828	1,982	1,343	973	0	0	0	0
Cruise ships	0	0	0	0	0	1,283	0	0	0	0	0	0	0	0
<b>Total earnings (tala million)</b>	<b>50.98</b>	<b>69.85</b>	<b>50.60</b>	<b>48.81</b>	<b>45.22</b>	<b>41.07</b>	<b>56.72</b>	<b>29.50</b>	<b>20.86</b>	<b>12.63</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>
<b>Earnings, by market (tala million)</b>														
American Samoa	3.89	5.38	3.41	1.29	1.65	1.10	1.18	1.20	0.47	0.57	0.00	0.00	0.00	0.00
Australia	10.93	11.29	12.73	13.82	11.99	12.42	20.19	9.32	6.80	3.46	0.00	0.00	0.00	0.00
Europe	0.56	0.76	0.93	0.51	0.37	0.71	0.65	0.29	0.28	0.15	0.00	0.00	0.00	0.00
New Zealand	24.64	23.24	24.53	23.69	21.21	17.11	24.40	12.66	7.76	4.75	0.00	0.00	0.00	0.00
USA	5.61	6.54	3.31	2.76	2.30	3.05	3.61	1.70	1.73	1.02	0.00	0.00	0.00	0.00
Other Countries	5.34	22.63	5.70	6.74	7.70	6.69	6.69	4.34	3.83	2.68	0.00	0.00	0.00	0.00
Cruise ships	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	0.00
<b>Earnings, by purpose (tala million)</b>														
Holiday	15.86	21.60	22.52	23.30	16.39	11.83	23.49	11.89	6.03	3.23	0.00	0.00	0.00	0.00
VFR	26.13	20.85	20.14	17.54	19.50	17.76	26.42	13.30	8.63	3.98	0.00	0.00	0.00	0.00
Business & Conference	4.15	5.17	4.83	4.74	3.21	6.05	2.27	1.68	2.04	1.16	0.00	0.00	0.00	0.00
Sport	0.79	17.96	0.14	0.92	0.10	0.24	0.02	0.08	0.22	0.06	0.00	0.00	0.00	0.00
Other	4.05	4.26	2.97	2.30	6.02	5.18	4.52	2.55	3.94	4.21	0.00	0.00	0.00	0.00
Cruise ships	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	0.00
<b>Average expenditure (tala, per person)</b>	<b>2,649</b>	<b>2,834</b>	<b>2,893</b>	<b>3,011</b>	<b>3,110</b>	<b>3,449</b>	<b>3,164</b>	<b>2,822</b>	<b>2,958</b>	<b>3,033</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>
<b>Tourism Price Index</b>	<b>162.7</b>	<b>158.9</b>	<b>159.0</b>	<b>159.0</b>	<b>158.5</b>	<b>159.0</b>	<b>157.5</b>	<b>158.1</b>	<b>149.2</b>	<b>142.3</b>	<b>132.6</b>	<b>128.3</b>	<b>127.4</b>	<b>129.0</b>
<b>First Number of Months up to</b>	<b>1st month</b>	<b>1st month</b>	<b>2 months to Aug 19</b>	<b>3 months to Sep 19</b>	<b>4 months to Oct 19</b>	<b>5 months to Nov 19</b>	<b>6 months to Dec 19</b>	<b>7 months to Jan 20</b>	<b>8 months to Feb 20</b>	<b>9 months to Mar 20</b>	<b>10 months to Apr 20</b>	<b>11 months to May 20</b>	<b>12 months to June 20</b>	<b>1st month</b>
<b>Total Visitor Arrivals (persons)</b>	<b>19,241</b>	<b>24,647</b>	<b>42,136</b>	<b>58,348</b>	<b>72,892</b>	<b>84,799</b>	<b>102,726</b>	<b>113,182</b>	<b>120,235</b>	<b>124,399</b>	<b>124,399</b>	<b>124,399</b>	<b>124,399</b>	<b>0</b>
Over the past year (%)	4.6%	28.1%	18.5%	15.8%	12.3%	11.0%	2.3%	-0.9%	-2.4%	-7.4%	-16.4%	-23.4%	-30.3%	-100.0%
Past 3 year average	8.7%	5.9%	6.1%	5.3%	5.4%	5.4%	5.9%	5.6%	5.3%	5.1%	5.3%	5.2%	5.3%	11.1%
Past 5 year average	4.6%	8.1%	7.7%	7.1%	7.3%	7.0%	7.8%	7.6%	7.4%	7.3%	7.4%	7.2%	7.2%	13.5%
<b>Arrivals, by market (persons)</b>														
American Samoa	1,694	2,300	4,258	5,248	6,404	7,077	7,685	8,330	8,744	8,978	8,978	8,978	8,978	0
Australia	3,978	4,175	7,723	11,835	14,755	17,294	22,726	25,587	27,344	28,339	28,339	28,339	28,339	0
Europe	666	942	1,681	2,172	2,574	3,058	3,441	3,705	4,012	4,134	4,134	4,134	4,134	0
New Zealand	9,349	8,898	16,683	24,262	30,801	35,722	44,396	48,996	51,915	53,590	53,590	53,590	53,590	0
USA	1,866	2,123	3,514	4,216	5,213	6,315	7,507	8,169	8,648	8,901	8,901	8,901	8,901	0
Other Countries	1,688	6,209	8,277	10,615	13,145	15,333	16,971	18,395	19,572	20,457	20,457	20,457	20,457	0
Cruise ships	0	0	0	0	0	1,283	1,283	1,283	1,283	1,283	1,283	1,283	1,283	0
<b>Arrivals, by purpose (persons)</b>														
Holiday	5,964	8,149	15,633	22,800	29,098	32,872	40,358	44,191	46,262	47,585	47,585	47,585	47,585	0
VFR	8,495	6,602	12,969	18,643	24,099	27,367	35,371	39,574	42,567	44,031	44,031	44,031	44,031	0
Business & Conference	1,614	2,020	3,333	4,733	5,828	7,217	7,816	8,230	8,781	9,167	9,167	9,167	9,167	0
Sport	223	5,129	5,194	5,454	5,499	5,594	5,604	5,628	5,723	5,741	5,741	5,741	5,741	0
Other	2,945	2,747	5,007	6,718	8,368	11,749	13,577	15,559	16,902	17,875	17,875	17,875	17,875	0
Cruise ships	0	0	0	0	0	0	0	0	0	0	0	0	0	0
<b>Total Visitor Earnings (tala million)</b>	<b>51.0</b>	<b>69.85</b>	<b>120.44</b>	<b>169.25</b>	<b>214.48</b>	<b>255.54</b>	<b>312.26</b>	<b>341.76</b>	<b>362.63</b>	<b>375.26</b>	<b>375.26</b>	<b>375.26</b>	<b>375.26</b>	<b>0.00</b>
Over the past year (%)	12.6%	37.0%	20.8%	16.5%	12.6%	11.4%	2.7%	0.2%	-1.0%	-6.3%	-15.9%	-23.9%	-30.4%	-100.0%
Past 3 year average	12.0%	9.9%	11.6%	8.4%	10.5%	9.6%	11.3%	5.3%	4.7%	8.1%	11.7%	9.5%	10.4%	16.8%
Past 5 year average	11.2%	11.7%	11.5%	9.6%	12.1%	10.4%	14.5%	9.6%	7.8%	12.2%	12.3%	9.4%	10.5%	19.5%
<b>Earnings, by market (tala million)</b>														
American Samoa	3.9	5.4	8.8	10.1	11.7	12.8	14.0	15.2	15.7	16.2	16.2	16.2	16.2	0.0
Australia	10.9	11.3	24.0	37.8	49.8	62.3	82.4	91.8	98.6	102.0	102.0	102.0	102.0	0.0
Europe	0.6	0.8	1.7	2.2	2.6	3.3	3.9	4.2	4.5	4.7	4.7	4.7	4.7	0.0
New Zealand	24.6	23.2	47.8	71.5	92.7	109.8	134.2	146.8	154.6	159.3	159.3	159.3	159.3	0.0
USA	5.6	6.5	9.8	12.6	14.9	18.0	21.6	23.3	25.0	26.0	26.0	26.0	26.0	0.0
Other Countries	5.3	22.6	28.3	35.1	42.8	49.5	56.1	60.5	64.3	67.0	67.0	67.0	67.0	0.0
Cruise ships	0.0	0.0	0.0	0.0	0.0	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.0
<b>Earnings, by purpose (tala million)</b>														
Holiday	15.9	21.6	44.1	67.4	83.8	95.6	119.1	131.0	137.0	140.3	140.3	140.3	140.3	0.0
VFR	26.1	20.9	41.0	58.5	78.0	95.8	122.2	135.5	144.2	148.1	148.1	148.1	148.1	0.0
Business & Conference	4.1	5.2	10.0	14.7	18.0	24.0	26.3	27.9	30.0	31.2	31.2	31.2	31.2	0.0
Sport	0.8	18.0	18.1	19.0	19.1	19.4	19.4	19.5	19.7	19.8	19.8	19.8	19.8	0.0
Other	4.1	4.3	7.2	9.5	15.6	20.7	25.2	27.8	31.7	36.0	36.0	36.0	36.0	0.0
Cruise ships	0.0	0.0	0.0	0.0	0.0	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.0

# VISITOR EARNINGS & REMITTANCES REPORT

July 2020

Table 2.

## INFLOW OF PRIVATE REMITTANCES

### AMOUNTS IN TALA MILLION

Amount in Tala Millions	Jul-18	Jul-19	Aug-19	Sep-19	Oct-19	Nov-19	Dec-19	Jan-20	Feb-20	Mar-20	Apr-20	May-20	Jun-20	Jul-20
<b>By Recipient (Tala Millions)</b>	<b>40.55</b>	<b>53.45</b>	<b>47.06</b>	<b>38.34</b>	<b>42.24</b>	<b>42.56</b>	<b>57.24</b>	<b>46.89</b>	<b>41.97</b>	<b>46.87</b>	<b>36.75</b>	<b>58.37</b>	<b>52.09</b>	<b>54.86</b>
Banknotes	7.63	9.47	4.85	4.40	2.85	2.79	11.03	12.36	4.30	3.21	0.13	0.09	0.35	1.58
Churches, school, Charities	1.82	8.78	4.73	2.22	5.03	5.07	5.98	3.13	5.85	2.70	2.94	2.46	2.97	1.26
Individual/Family/Households	28.97	33.00	35.66	28.57	32.28	32.76	37.99	28.95	29.12	35.12	30.75	54.28	47.17	50.17
In Kind	0.59	0.59	0.68	0.58	0.70	0.74	0.74	0.50	1.50	2.50	0.46	0.39	0.43	0.51
Others	1.54	1.60	1.14	2.58	1.37	1.19	1.51	1.95	1.21	3.34	2.48	1.15	1.17	1.34
<b>By Country (Tala Millions)</b>	<b>40.55</b>	<b>53.45</b>	<b>47.06</b>	<b>38.34</b>	<b>42.24</b>	<b>42.56</b>	<b>57.24</b>	<b>46.89</b>	<b>41.97</b>	<b>46.87</b>	<b>36.75</b>	<b>58.37</b>	<b>52.10</b>	<b>54.87</b>
USA	6.81	11.41	8.03	6.00	8.86	5.66	9.03	6.67	8.60	9.84	7.74	8.38	7.27	5.45
New Zealand	17.00	19.96	19.20	16.89	17.11	19.66	25.02	21.30	16.49	21.44	15.60	23.30	21.66	22.40
Australia	14.00	16.30	15.52	12.04	13.21	12.87	17.44	13.35	10.52	10.46	9.34	20.19	16.60	22.17
American Samoa	1.65	2.00	1.94	1.62	1.86	2.27	2.69	1.56	1.76	2.70	3.00	5.50	5.46	3.60
Others	1.09	3.77	2.37	1.78	1.19	2.10	3.06	4.01	4.60	2.44	1.07	1.00	1.11	1.25
<b>By Channel (%)</b>														
Banks	14.0%	21.3%	15.3%	15.1%	17.9%	16.7%	15.5%	14.2%	23.5%	20.5%	17.2%	7.5%	9.1%	7.1%
Non Banks (1)	86.0%	78.7%	84.7%	84.9%	82.1%	83.3%	84.5%	85.8%	76.5%	79.5%	82.8%	92.5%	90.9%	92.9%
<b>Total Remittances (Tala Millions)</b>	<b>40.55</b>	<b>53.45</b>	<b>47.06</b>	<b>38.34</b>	<b>42.24</b>	<b>42.56</b>	<b>57.24</b>	<b>46.89</b>	<b>41.97</b>	<b>46.87</b>	<b>36.75</b>	<b>58.37</b>	<b>52.09</b>	<b>54.86</b>
<b>First Number of Months up to</b>	<b>1st</b>	<b>1st</b>	<b>2 months</b>	<b>3 months</b>	<b>4 months</b>	<b>5 months</b>	<b>6 months</b>	<b>7 months</b>	<b>8 months</b>	<b>9 months</b>	<b>10 months</b>	<b>11 months</b>	<b>12 months</b>	<b>1st</b>
	<b>month</b>	<b>month</b>	<b>to Aug 19</b>	<b>to Sep 19</b>	<b>to Oct 19</b>	<b>to Nov 19</b>	<b>to Dec 19</b>	<b>to Jan 20</b>	<b>to Feb 20</b>	<b>to Mar 20</b>	<b>to Apr 20</b>	<b>to May 20</b>	<b>to Jun 20</b>	<b>month</b>
<b>Total Remittances (Tala Millions)</b>	<b>40.55</b>	<b>53.45</b>	<b>100.51</b>	<b>138.85</b>	<b>181.09</b>	<b>223.65</b>	<b>280.89</b>	<b>327.78</b>	<b>369.75</b>	<b>416.62</b>	<b>453.37</b>	<b>511.74</b>	<b>563.83</b>	<b>54.86</b>
Percentage Change (over same period last 3 year average (%))	19.8%	31.8%	13.4%	10.2%	8.5%	7.1%	2.1%	4.0%	4.3%	1.8%	0.9%	3.0%	4.9%	2.6%
5 year average (%)	-1.0%	1.0%	3.5%	3.7%	4.0%	4.0%	5.3%	5.4%	5.8%	7.0%	6.9%	7.0%	6.9%	11.6%
<b>By Recipient (Tala Millions)</b>														
Banknotes	7.63	9.47	14.33	18.73	21.58	24.36	35.39	47.75	52.05	55.25	55.38	55.47	55.83	1.58
Churches, school, Charities	1.82	8.78	13.52	15.73	20.77	25.84	31.82	34.94	40.79	43.49	46.43	48.88	51.86	1.26
Individual/Family/Households	28.97	33.00	68.66	97.22	129.51	162.27	200.26	229.21	258.33	293.45	324.20	378.48	425.65	50.17
In Kind	0.59	0.59	1.27	1.85	2.55	3.29	4.03	4.53	6.03	8.53	8.99	9.38	9.81	0.51
Others	1.54	1.60	2.74	5.32	6.69	7.88	9.40	11.34	12.56	15.90	18.37	19.52	20.70	1.34
<b>By Country (Tala Millions)</b>														
USA	6.81	11.41	19.45	25.45	34.31	39.97	49.00	55.67	64.27	74.11	81.85	90.23	97.49	5.45
New Zealand	17.00	19.96	39.16	56.05	73.16	92.83	117.85	139.15	155.64	177.08	192.69	215.98	237.64	22.40
Australia	14.00	16.30	31.82	43.86	57.08	69.94	87.38	100.74	111.26	121.72	131.05	151.24	167.84	22.17
American Samoa	1.65	2.00	3.95	5.56	7.42	9.69	12.38	13.94	15.70	18.40	21.39	26.90	32.36	3.60
Others	1.09	3.77	6.14	7.92	9.11	11.21	14.27	18.29	22.88	25.32	26.39	27.39	28.49	1.25

(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.