



CENTRAL BANK OF SAMOA

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PLEASE ADDRESS CORRESPONDENCE TO THE GOVERNOR

VISITOR EARNINGS & REMITTANCES REPORT August 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.2: 2020/21

August 2020

Visitor Arrivals

As the Covid-19 pandemic continues to afflict people and economies all over the world, Samoa's international borders have remained closed for over five months, only allowing only intermittent repatriation flights for returning residents. In this regard, tourist arrivals and earnings remained at zero for the month of August.

On the other hand, tourism price index fell sharply by 18.7 percent over the year as a result of the significant reduction in the 'Accommodation' sub index as most hotel accommodations have temporarily closed or have significantly reduced their standard room prices.

Private Remittances

Total private remittances improved by 15.9 percent (or \$7.5 million) to \$54.5 million when compared to the same month last year but recorded a decrease of 0.6 percent (or \$0.9 million) over the previous month.

Largely underpinning this overall increase over the year was higher transfers from Australia (up \$5.1 million), American Samoa and New Zealand (both up by \$1.9 million) and Others (up \$0.2 million) respectively. In terms of recipients, 'Family and Households' expanded by \$12.8 million.

Total inflow of private remittances in the first two months of 2020/21 recorded an increase of 8.8 percent (or \$8.9 million) to \$109.4 million over the same month last year. Accounting for this increase were gains in transfers from Australia (up \$11.0 million), New Zealand (up \$4.3 million) and American Samoa (up \$3.5 million). Partially contributing to the increase of private remittances were depreciations of 0.7 percent and 0.3 percent of the Samoan tala against both the US dollar and NZ dollar in that order.

The monthly share of remittances inflows received through Money Transfer Operators (MTO's) increased to 90.0 percent from 84.7 percent in August 2019 while those received directly through commercial banks fell to 10.0 percent from 15.3 percent.

The average monthly cost of sending NZD\$200.00 to Samoa shrank to 10.72 percent from 11.29 percent in August 2019 while the average cost of sending AUD\$200.00 increased to 8.70 percent from 8.49 percent over the year.

CENTRAL BANK OF SAMOA 06 October 2020

VISITOR EARNINGS & REMITTANCES REPORT

August 2020

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

	Aug-18	Aug-19	Sep-19	Oct-19	Nov-19	Dec-19	Jan-20	Feb-20	Mar-20	Apr-20	May-20	Jun-20	Jul-20	Aug-20
Total arrivals (persons)	16,321	17,489	16,212	14,544	11,907	17,927	10,456	7,053	4,164	0	0	0	0	0
Total arrivals incl. cruise ships (1)	16,321	17,489	16,212	14,544	13,190	17,927	10,456	7,053	4,164	0	0	0	0	0
Arrivals, by market (persons)														
American Samoa	1,907	1,958	990	1,156	673	608	645	414	234	0	0	0	0	0
Australia	3,308	3,548	4,112	2,920	2,539	5,432	2,861	1,757	995	0	0	0	0	0
Europe	712	739	491	402	484	383	264	307	122	0	0	0	0	0
New Zealand	7,775	7,785	7,579	6,539	4,921	8,674	4,600	2,919	1,675	0	0	0	0	0
USA	1,080	1,391	702	997	1,102	1,192	662	479	253	0	0	0	0	0
Other Countries	1,539	2,068	2,338	2,530	2,188	1,638	1,424	1,177	885	0	0	0	0	0
Cruise ships	0	0	0	0	1,283	0	0	0	0	0	0	0	0	0
Arrivals, by purpose (persons)														
Holiday	7,851	7,484	7,167	6,298	3,774	7,486	3,833	2,071	1,323	0	0	0	0	0
VFR	5,606	6,367	5,674	5,456	3,268	8,004	4,203	2,993	1,464	0	0	0	0	0
Business & Conference	765	1,313	1,400	1,095	1,389	599	414	551	386	0	0	0	0	0
Sport	123	65	260	45	95	10	24	95	18	0	0	0	0	0
Other	1,976	2,260	1,711	1,650	3,381	1,828	1,982	1,343	973	0	0	0	0	0
Cruise ships	0	0	0	0	1,283	0	0	0	0	0	0	0	0	0
Total earnings (tala million)	48.71	50.60	48.81	45.22	41.07	56.72	29.50	20.86	12.63	0.00	0.00	0.00	0.00	0.00
Earnings, by market (tala million)														
American Samoa	3.60	3.41	1.29	1.65	1.10	1.18	1.20	0.47	0.57	0.00	0.00	0.00	0.00	0.00
Australia	12.22	12.73	13.82	11.99	12.42	20.19	9.32	6.80	3.46	0.00	0.00	0.00	0.00	0.00
Europe	0.93	0.93	0.51	0.37	0.71	0.65	0.29	0.28	0.16	0.00	0.00	0.00	0.00	0.00
New Zealand	24.97	24.53	23.69	21.21	17.11	24.40	12.66	7.76	4.75	0.00	0.00	0.00	0.00	0.00
USA	2.53	3.31	2.76	2.30	3.05	3.61	1.70	1.73	1.02	0.00	0.00	0.00	0.00	0.00
Other Countries	4.45	5.70	6.74	7.70	6.69	6.69	4.34	3.83	2.68	0.00	0.00	0.00	0.00	0.00
Cruise ships	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	0.00
Earnings, by purpose (tala million)														
Holiday	24.53	22.52	23.30	16.39	11.83	23.49	11.89	6.03	3.23	0.00	0.00	0.00	0.00	0.00
VFR	17.86	20.14	17.54	19.50	17.76	26.42	13.30	8.63	3.98	0.00	0.00	0.00	0.00	0.00
Business & Conference	2.92	4.83	4.74	3.21	6.05	2.27	1.68	2.04	1.16	0.00	0.00	0.00	0.00	0.00
Sport	0.28	0.14	0.92	0.10	0.24	0.02	0.08	0.22	0.06	0.00	0.00	0.00	0.00	0.00
Other	3.13	2.97	2.30	6.02	5.18	4.52	2.55	3.94	4.21	0.00	0.00	0.00	0.00	0.00
Cruise ships	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	0.00
Average expenditure (tala, per person)	2,985	2,893	3,011	3,110	3,449	3,164	2,822	2,958	3,033	0	0	0	0	0
Tourism Price Index	162.3	159.0	159.0	158.5	159.0	157.5	158.1	149.2	142.3	132.6	128.3	127.4	129.0	129.3
First Number of Months up to	2 months to Aug 18	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 June 20	1st month	2 months to Aug 20
Total Visitor Arrivals (persons)	35,562	42,136	58,348	72,892	84,799	102,726	113,182	120,235	124,399	124,399	124,399	124,399	0	0
Over the past year (%)	7.5%	18.5%	15.8%	12.3%	11.0%	2.3%	-0.9%	-2.4%	-7.4%	-16.4%	-23.4%	-30.3%	-100.0%	-100.0%
Past 3 year average	6.0%	6.1%	5.3%	5.4%	5.4%	5.9%	5.6%	5.3%	5.1%	5.3%	5.2%	5.3%	11.1%	10.3%
Past 5 year average	5.5%	7.7%	7.1%	7.3%	7.0%	7.8%	7.6%	7.4%	7.3%	7.4%	7.2%	7.2%	13.5%	10.0%
Arrivals, by market (persons)														
American Samoa	3,601	4,258	5,248	6,404	7,077	7,685	8,330	8,744	8,978	8,978	8,978	8,978	0	0
Australia	7,286	7,723	11,835	14,755	17,294	22,726	25,587	27,344	28,339	28,339	28,339	28,339	0	0
Europe	1,378	1,681	2,172	2,574	3,058	3,441	3,705	4,012	4,134	4,134	4,134	4,134	0	0
New Zealand	17,124	16,683	24,262	30,801	35,722	44,396	48,996	51,915	53,590	53,590	53,590	53,590	0	0
USA	2,946	3,514	4,216	5,213	6,315	7,507	8,169	8,648	8,901	8,901	8,901	8,901	0	0
Other Countries	3,227	8,277	10,615	13,145	15,333	16,971	18,395	19,572	20,457	20,457	20,457	20,457	0	0
Cruise ships	0	0	0	0	1,283	1,283	1,283	1,283	1,283	1,283	1,283	1,283	0	0
Arrivals, by purpose (persons)														
Holiday	13,815	15,633	22,800	29,098	32,872	40,358	44,191	46,262	47,585	47,585	47,585	47,585	0	0
VFR	14,101	12,969	18,643	24,099	27,367	35,371	39,574	42,567	44,031	44,031	44,031	44,031	0	0
Business & Conference	2,379	3,333	4,733	5,828	7,217	7,816	8,230	8,781	9,167	9,167	9,167	9,167	0	0
Sport	346	5,194	5,454	5,499	5,594	5,604	5,628	5,723	5,741	5,741	5,741	5,741	0	0
Other	4,921	5,007	6,718	8,368	11,749	13,577	15,559	16,902	17,875	17,875	17,875	17,875	0	0
Cruise ships	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Total Visitor Earnings (tala million)	99.7	120.44	169.25	214.48	255.54	312.26	341.76	362.63	375.26	375.26	375.26	375.26	0.00	0.00
Over the past year (%)	16.0%	20.8%	16.5%	12.6%	11.4%	2.7%	0.2%	-1.0%	-6.3%	-15.9%	-23.9%	-30.4%	-100.0%	-100.0%
Past 3 year average	6.8%	11.6%	8.4%	10.5%	9.6%	11.3%	5.3%	4.7%	8.1%	11.7%	9.5%	10.4%	16.8%	13.5%
Past 5 year average	9.9%	11.5%	9.6%	12.1%	10.4%	14.5%	9.6%	7.8%	12.2%	12.3%	9.4%	10.5%	19.5%	10.2%
Earnings, by market (tala million)														
American Samoa	7.5	8.8	10.1	11.7	12.8	14.0	15.2	15.7	16.2	16.2	16.2	16.2	0.0	0.0
Australia	23.2	24.0	37.8	49.8	62.3	82.4	91.8	98.6	102.0	102.0	102.0	102.0	0.0	0.0
Europe	1.5	1.7	2.2	2.6	3.3	3.9	4.2	4.5	4.7	4.7	4.7	4.7	0.0	0.0
New Zealand	49.6	47.8	71.5	92.7	109.8	134.2	146.8	154.6	159.3	159.3	159.3	159.3	0.0	0.0
USA	8.1	9.8	12.6	14.9	18.0	21.6	23.3	25.0	26.0	26.0	26.0	26.0	0.0	0.0
Other Countries	9.8	28.3	35.1	42.8	49.5	56.1	60.5	64.3	67.0	67.0	67.0	67.0	0.0	0.0
Cruise ships	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	0.0
Earnings, by purpose (tala million)														
Holiday	40.4	44.1	67.4	83.8	95.6	119.1	131.0	137.0	140.3	140.3	140.3	140.3	0.0	0.0
VFR	44.0	41.0	58.5	78.0	95.8	122.2	135.5	144.2	148.1	148.1	148.1	148.1	0.0	0.0
Business & Conference	7.1	10.0	14.7	18.0	24.0	26.3	27.9	30.0	31.2	31.2	31.2	31.2	0.0	0.0
Sport	1.1	18.1	19.0	19.1	19.4	19.4	19.5	19.7	19.8	19.8	19.8	19.8	0.0	0.0
Other	7.2	7.2	9.5	15.6	20.7	25.2	27.8	31.7	36.0	36.0	36.0	36.0	0.0	0.0
Cruise ships	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	0.0

VISITOR EARNINGS & REMITTANCES REPORT

August 2020

Table 2.

INFLOW OF PRIVATE REMITTANCES

AMOUNTS IN TALA MILLION

Amount in Tala Millions	Aug-18	Aug-19	Sep-19	Oct-19	Nov-19	Dec-19	Jan-20	Feb-20	Mar-20	Apr-20	May-20	Jun-20	Jul-20	Aug-20
By Recipient (Tala Millions)	48.12	47.06	38.34	41.44	47.06	57.24	46.89	41.97	46.87	36.75	58.37	52.09	54.86	54.54
Banknotes	7.46	4.85	4.40	2.68	2.74	11.03	12.36	4.30	3.21	0.13	0.09	0.35	1.58	1.03
Churches, school, Charities	6.40	4.73	2.22	4.14	5.02	5.98	3.13	5.85	2.70	2.94	2.46	2.97	1.26	3.44
Individual/Family/Households	31.37	35.66	28.57	32.32	32.83	37.99	28.95	29.12	35.12	30.75	54.28	47.17	50.17	48.43
In Kind	0.68	0.68	0.58	0.70	0.74	0.74	0.50	1.50	2.50	0.46	0.39	0.43	0.51	0.54
Others	2.20	1.14	2.58	1.61	5.73	1.51	1.95	1.21	3.34	2.48	1.15	1.17	1.34	1.10
By Country (Tala Millions)	48.12	47.06	38.34	41.44	47.06	57.24	46.89	41.97	46.87	36.75	58.37	52.10	54.87	54.54
USA	9.25	8.03	6.00	8.86	5.65	9.03	6.67	8.60	9.84	7.74	8.38	7.27	5.45	6.41
New Zealand	16.59	19.20	16.89	17.12	19.63	25.02	21.30	16.49	21.44	15.60	23.30	21.66	22.40	21.10
Australia	16.46	15.52	12.04	13.22	12.84	17.44	13.35	10.52	10.46	9.34	20.19	16.60	22.17	20.64
American Samoa	1.73	1.94	1.62	1.86	2.26	2.69	1.56	1.76	2.70	3.00	5.50	5.46	3.60	3.82
Others	4.08	2.37	1.78	0.38	6.67	3.06	4.01	4.60	2.44	1.07	1.00	1.11	1.25	2.56
By Channel (%)														
Banks	20.9%	15.3%	15.1%	16.3%	24.7%	15.5%	14.2%	23.5%	20.5%	17.2%	7.5%	9.1%	7.1%	10.0%
Non Banks (1)	79.1%	84.7%	84.9%	83.7%	75.3%	84.5%	85.8%	76.5%	79.5%	82.8%	92.5%	90.9%	92.9%	90.0%
Total Remittances (Tala Millions)	48.12	47.06	38.34	41.44	47.06	57.24	46.89	41.97	46.87	36.75	58.37	52.09	54.86	54.54
First Number of Months up to	2 months to Aug 18	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	1st month	2 months to Aug 20
Total Remittances (Tala Millions)	88.67	100.51	138.85	180.29	227.35	284.59	331.48	373.45	420.32	457.07	515.44	567.53	54.86	109.40
Percentage Change (over same period last 3 year average (%))	25.8%	13.4%	10.2%	8.0%	8.9%	3.5%	5.1%	5.4%	2.8%	1.7%	3.8%	5.6%	2.6%	8.8%
5 year average (%)	1.1%	9.9%	8.6%	7.9%	8.7%	10.1%	10.6%	10.5%	11.9%	11.7%	11.6%	11.4%	17.3%	13.2%
	0.2%	3.5%	3.7%	4.0%	4.0%	5.3%	5.4%	5.8%	7.0%	6.9%	7.0%	6.9%	11.6%	8.5%
By Recipient (Tala Millions)														
Banknotes	15.09	14.33	18.73	21.41	24.15	35.17	47.53	51.83	55.04	55.16	55.26	55.61	1.58	2.61
Churches, school, Charities	8.22	13.52	15.73	19.87	24.89	30.86	33.99	39.84	42.54	45.48	47.93	50.91	1.26	4.69
Individual/Family/Households	60.34	68.66	97.22	129.54	162.37	200.36	229.32	258.43	293.55	324.31	378.58	425.75	50.17	98.61
In Kind	1.27	1.27	1.85	2.55	3.29	4.03	4.53	6.03	8.53	8.99	9.38	9.81	0.51	1.05
Others	3.74	2.74	5.32	6.92	12.65	14.16	16.11	17.33	20.67	23.14	24.29	25.46	1.34	2.44
By Country (Tala Millions)														
USA	16.06	19.45	25.45	34.31	39.97	48.99	55.66	64.26	74.10	81.84	90.22	97.49	5.45	11.86
New Zealand	33.59	39.16	56.05	73.17	92.80	117.82	139.12	155.61	177.05	192.66	215.96	237.62	22.40	43.50
Australia	30.46	31.82	43.86	57.08	69.92	87.37	100.72	111.24	121.70	131.04	151.23	167.83	22.17	42.81
American Samoa	3.39	3.95	5.56	7.43	9.69	12.38	13.93	15.70	18.39	21.39	26.90	32.36	3.60	7.42
Others	5.18	6.14	7.92	8.30	14.97	18.03	22.04	26.64	29.07	30.15	31.14	32.24	1.25	3.81

(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.