



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
September 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.3: 2020/21

September 2020

Visitor Arrivals

With the continuing spread of the Covid-19 pandemic worldwide, there is solidarity among governments to not only try to suppress and eliminate the virus completely but at the same time protect their citizens by implementing lockdowns. The continued closure of Samoa's international borders with the exceptions of scheduled repatriation flights for only returning Samoan citizens, therefore both tourist arrivals and earnings remained at zero for the month of September.

Nonetheless, the tourism price index fell by 19.5 percent compared to September 2019 due to sharp reductions in 'Accommodation', 'Other Transportation', 'Meals and Drinks', 'Family Obligations' and 'Miscellaneous' sub-indices.

Private Remittances

Total private remittances recorded a 30.4 percent increase (or \$11.7 million) to \$50.0 million when compared to September 2019 but was 8.4 percent (or \$4.6 million) lower than the previous month.

Despite adverse impacts of COVID-19 in Samoa's main source markets of private remittances, the overall increase over the year came from increased funds received from Australia (up \$5.8 million), New Zealand (up \$3.5 million), American Samoa (up \$1.8 million) and Others (up \$1.1 million) respectively. By recipient, increases were recorded for 'Family and Households', 'Non-profit institutions serving

households' (NPISH), and In Kind by \$16.8 million, \$1.4 million and \$1.0 million in that order.

Similarly, total inflow of private remittances in the first three months of financial year (FY) 2020/21 improved by 14.8 percent (or \$20.6 million) to \$159.4 million over the same period last year. Largely responsible for the overall increase in the first three months were higher transfers from Australia (up \$16.8 million), New Zealand (up \$7.5 million) and American Samoa (up \$5.3 million). By recipient, total funds for 'Family and Households' and 'In Kind' increased by \$46.8 million and \$0.7 million respectively.

The monthly share of remittances inflows received through Money Transfer Operators (MTO's) increased to 89.8 percent from 84.9 percent in September 2019 while those received directly through commercial banks fell to 10.2 percent from 15.1 percent.

The average monthly cost of sending NZD\$200.00 to Samoa fell further to 10.35 percent from 11.96 percent in September 2019 while the average cost of sending AUD\$200.00 also fell to 8.36 percent from 8.52 percent over the year.

CENTRAL BANK OF SAMOA
02 November 2020

VISITOR EARNINGS & REMITTANCES REPORT

September 2020

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

	Sep-18	Sep-19	Oct-19	Nov-19	Dec-19	Jan-20	Feb-20	Mar-20	Apr-20	May-20	Jun-20	Jul-20	Aug-20	Sep-20
Total arrivals (persons)	14,843	16,212	14,544	11,907	17,927	10,456	7,053	4,164	0	0	0	0	0	0
Total arrivals incl. cruise ships (1)	14,843	16,212	14,544	13,190	17,927	10,456	7,053	4,164	0	0	0	0	0	0
Arrivals, by market (persons)														
American Samoa	1,049	990	1,156	673	608	645	414	234	0	0	0	0	0	0
Australia	3,616	4,112	2,920	2,539	5,432	2,861	1,757	995	0	0	0	0	0	0
Europe	493	491	402	484	383	264	307	122	0	0	0	0	0	0
New Zealand	7,215	7,579	6,539	4,921	8,674	4,600	2,919	1,675	0	0	0	0	0	0
USA	878	702	997	1,102	1,192	662	479	253	0	0	0	0	0	0
Other Countries	1,592	2,338	2,530	2,188	1,638	1,424	1,177	885	0	0	0	0	0	0
Cruise ships	0	0	0	1,283	0	0	0	0	0	0	0	0	0	0
Arrivals, by purpose (persons)														
Holiday	6,966	7,167	6,298	3,774	7,486	3,833	2,071	1,323	0	0	0	0	0	0
VFR	5,086	5,674	5,456	3,268	8,004	4,203	2,993	1,464	0	0	0	0	0	0
Business & Conference	740	1,400	1,095	1,389	599	414	551	386	0	0	0	0	0	0
Sport	241	260	45	95	10	24	95	18	0	0	0	0	0	0
Other	1,810	1,711	1,650	3,381	1,828	1,982	1,343	973	0	0	0	0	0	0
Cruise ships	0	0	0	1,283	0	0	0	0	0	0	0	0	0	0
Total earnings (tala million)	45.55	48.81	45.22	41.07	56.72	29.50	20.86	12.63	0.00	0.00	0.00	0.00	0.00	0.00
Earnings, by market (tala million)														
American Samoa	1.81	1.29	1.65	1.10	1.18	1.20	0.47	0.57	0.00	0.00	0.00	0.00	0.00	0.00
Australia	12.34	13.82	11.99	12.42	20.19	9.32	6.80	3.46	0.00	0.00	0.00	0.00	0.00	0.00
Europe	0.54	0.51	0.37	0.71	0.65	0.29	0.28	0.16	0.00	0.00	0.00	0.00	0.00	0.00
New Zealand	22.70	23.69	21.21	17.11	24.40	12.66	7.76	4.75	0.00	0.00	0.00	0.00	0.00	0.00
USA	3.62	2.76	2.30	3.05	3.61	1.70	1.73	1.02	0.00	0.00	0.00	0.00	0.00	0.00
Other Countries	4.54	6.74	7.70	6.69	6.69	4.34	3.83	2.68	0.00	0.00	0.00	0.00	0.00	0.00
Cruise ships	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	0.00
Earnings, by purpose (tala million)														
Holiday	23.24	23.30	16.39	11.83	23.49	11.89	6.03	3.23	0.00	0.00	0.00	0.00	0.00	0.00
VFR	15.62	17.54	19.50	17.76	26.42	13.30	8.63	3.98	0.00	0.00	0.00	0.00	0.00	0.00
Business & Conference	2.57	4.74	3.21	6.05	2.27	1.68	2.04	1.16	0.00	0.00	0.00	0.00	0.00	0.00
Sport	0.87	0.92	0.10	0.24	0.02	0.08	0.22	0.06	0.00	0.00	0.00	0.00	0.00	0.00
Other	3.25	2.30	6.02	5.18	4.52	2.55	3.94	4.21	0.00	0.00	0.00	0.00	0.00	0.00
Cruise ships	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	0.00
Average expenditure (tala, per person)	3,069	3,011	3,110	3,449	3,164	2,822	2,958	3,033	0	0	0	0	0	0
Tourism Price Index	161.4	159.0	158.5	159.0	157.5	158.1	149.2	142.3	132.6	128.3	127.4	129.0	129.7	127.5
First Number of Months up to	3 months to Sep 18	3 months to Sep 19	4months to Oct 19	5 months to Nov 19	6months to Dec 19	7months to Jan 20	8months to Feb 20	9months to Mar 20	10months to Apr 20	11 months to May 20	12 months to June 20	1st month	2 months to Aug 20	3 months to Sep 20
Total Visitor Arrivals (persons)	50,405	58,348	72,892	84,799	102,726	113,182	120,235	124,399	124,399	124,399	124,399	0	0	0
Over the past year (%)	9.2%	15.8%	12.3%	11.0%	2.3%	-0.9%	-2.4%	-7.4%	-16.4%	-23.4%	-30.3%	-100.0%	-100.0%	-100.0%
Past 3 year average	5.2%	5.3%	5.4%	5.4%	5.9%	5.6%	5.3%	5.1%	5.3%	5.2%	5.3%	11.1%	10.3%	9.5%
Past 5 year average	5.0%	7.1%	7.3%	7.0%	7.8%	7.6%	7.4%	7.3%	7.4%	7.2%	7.2%	13.5%	10.0%	9.2%
Arrivals, by market (persons)														
American Samoa	4,650	5,248	6,404	7,077	7,685	8,330	8,744	8,978	8,978	8,978	8,978	0	0	0
Australia	10,902	11,835	14,755	17,294	22,726	25,587	27,344	28,339	28,339	28,339	28,339	0	0	0
Europe	1,871	2,172	2,574	3,058	3,441	3,705	4,012	4,134	4,134	4,134	4,134	0	0	0
New Zealand	24,339	24,262	30,801	35,722	44,396	48,996	51,915	53,590	53,590	53,590	53,590	0	0	0
USA	3,824	4,216	5,213	6,315	7,507	8,169	8,648	8,901	8,901	8,901	8,901	0	0	0
Other Countries	4,819	10,615	13,145	15,333	16,971	18,395	19,572	20,457	20,457	20,457	20,457	0	0	0
Cruise ships	0	0	0	1,283	1,283	1,283	1,283	1,283	1,283	1,283	1,283	0	0	0
Arrivals, by purpose (persons)														
Holiday	20,781	22,800	29,098	32,872	40,358	44,191	46,262	47,585	47,585	47,585	47,585	0	0	0
VFR	19,187	18,643	24,099	27,367	35,371	39,574	42,567	44,031	44,031	44,031	44,031	0	0	0
Business & Conference	3,119	4,733	5,828	7,217	7,816	8,230	8,781	9,167	9,167	9,167	9,167	0	0	0
Sport	587	5,454	5,499	5,594	5,604	5,628	5,723	5,741	5,741	5,741	5,741	0	0	0
Other	6,731	6,718	8,368	11,749	13,577	15,559	16,902	17,875	17,875	17,875	17,875	0	0	0
Cruise ships	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Total Visitor Earnings (tala million)	145.2	169.25	214.48	255.54	312.26	341.76	362.63	375.26	375.26	375.26	375.26	0.00	0.00	0.00
Over the past year (%)	17.8%	16.5%	12.6%	11.4%	2.7%	0.2%	-1.0%	-6.3%	-15.9%	-23.9%	-30.4%	-100.0%	-100.0%	-100.0%
Past 3 year average	6.7%	8.4%	10.5%	9.6%	11.3%	5.3%	4.7%	8.1%	11.7%	9.5%	10.4%	16.8%	13.5%	11.5%
Past 5 year average	6.7%	9.6%	12.1%	10.4%	14.5%	9.6%	7.8%	12.2%	12.3%	9.4%	10.5%	19.5%	10.2%	11.1%
Earnings, by market (tala million)														
American Samoa	9.3	10.1	11.7	12.8	14.0	15.2	15.7	16.2	16.2	16.2	16.2	0.0	0.0	0.0
Australia	35.5	37.8	49.8	62.3	82.4	91.8	98.6	102.0	102.0	102.0	102.0	0.0	0.0	0.0
Europe	2.0	2.2	2.6	3.3	3.9	4.2	4.5	4.7	4.7	4.7	4.7	0.0	0.0	0.0
New Zealand	72.3	71.5	92.7	109.8	134.2	146.8	154.6	159.3	159.3	159.3	159.3	0.0	0.0	0.0
USA	11.8	12.6	14.9	18.0	21.6	23.3	25.0	26.0	26.0	26.0	26.0	0.0	0.0	0.0
Other Countries	14.3	35.1	42.8	49.5	56.1	60.5	64.3	67.0	67.0	67.0	67.0	0.0	0.0	0.0
Cruise ships	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	0.0
Earnings, by purpose (tala million)														
Holiday	63.6	67.4	83.8	95.6	119.1	131.0	137.0	140.3	140.3	140.3	140.3	0.0	0.0	0.0
VFR	59.6	58.5	78.0	95.8	122.2	135.5	144.2	148.1	148.1	148.1	148.1	0.0	0.0	0.0
Business & Conference	9.6	14.7	18.0	24.0	26.3	27.9	30.0	31.2	31.2	31.2	31.2	0.0	0.0	0.0
Sport	1.9	19.0	19.1	19.4	19.4	19.5	19.7	19.8	19.8	19.8	19.8	0.0	0.0	0.0
Other	10.4	9.5	15.6	20.7	25.2	27.8	31.7	36.0	36.0	36.0	36.0	0.0	0.0	0.0
Cruise ships	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	0.0

VISITOR EARNINGS & REMITTANCES REPORT

September 2020

Table 2.

INFLOW OF PRIVATE REMITTANCES

AMOUNTS IN TALA MILLION

Amount in Tala Millions	Sep-18	Sep-19	Oct-19	Nov-19	Dec-19	Jan-20	Feb-20	Mar-20	Apr-20	May-20	Jun-20	Jul-20	Aug-20	Sep-20
By Recipient (Tala Millions)	37.37	38.34	41.44	47.06	57.24	46.89	41.97	46.87	36.75	58.37	52.09	54.86	54.55	49.99
Banknotes	7.88	4.40	2.68	2.74	11.03	12.36	4.30	3.21	0.13	0.09	0.35	1.58	1.03	0.18
Churches, school, Charities	1.85	2.22	4.14	5.02	5.98	3.13	5.85	2.70	2.94	2.46	2.97	1.26	3.44	3.58
Individual/Family/Households	25.88	28.57	32.32	32.83	37.99	28.95	29.12	35.12	30.75	54.28	47.17	50.17	48.45	45.39
In Kind	0.57	0.58	0.70	0.74	0.74	0.50	1.50	2.50	0.46	0.39	0.43	0.51	0.54	1.54
Others	1.20	2.58	1.61	5.73	1.51	1.95	1.21	3.34	2.48	1.15	1.17	1.34	1.10	-0.70
By Country (Tala Millions)	37.37	38.34	41.44	47.06	57.24	46.89	41.97	46.87	36.75	58.37	52.10	54.87	54.56	49.99
USA	4.93	6.00	8.86	5.65	9.03	6.67	8.60	9.84	7.74	8.38	7.27	5.45	6.41	5.46
New Zealand	15.48	16.89	17.12	19.63	25.02	21.30	16.49	21.44	15.60	23.30	21.66	22.40	21.12	20.38
Australia	13.77	12.04	13.22	12.84	17.44	13.35	10.52	10.46	9.34	20.19	16.60	22.17	20.64	17.83
American Samoa	1.49	1.62	1.86	2.26	2.69	1.56	1.76	2.70	3.00	5.50	5.46	3.60	3.82	3.42
Others	1.71	1.78	0.38	6.67	3.06	4.01	4.60	2.44	1.07	1.00	1.11	1.25	2.56	2.89
By Channel (%)														
Banks	11.7%	15.1%	16.3%	24.7%	15.5%	14.2%	23.5%	20.5%	17.2%	7.5%	9.1%	7.1%	10.0%	10.2%
Non Banks (1)	88.3%	84.9%	83.7%	75.3%	84.5%	85.8%	76.5%	79.5%	82.8%	92.5%	90.9%	92.9%	90.0%	89.8%
Total Remittances (Tala Millions)	37.37	38.34	41.44	47.06	57.24	46.89	41.97	46.87	36.75	58.37	52.09	54.86	54.55	49.99
First Number of Months up to	3 months	3 months	4 months	5 months	6 months	7 months	8 months	9 months	10 months	11 months	12 months	1st	2 months	3 months
	to Sep 18	to Sep 19	to Oct 19	to Nov 19	to Dec 19	to Jan 20	to Feb 20	to Mar 20	to Apr 20	to May 20	to Jun 20	month	to Aug 20	to Sep 20
Total Remittances (Tala Millions)	126.04	138.85	180.29	227.35	284.59	331.48	373.45	420.32	457.07	515.44	567.53	54.86	109.42	159.41
Percentage Change (over same period last	20.8%	10.2%	8.0%	8.9%	3.5%	5.1%	5.4%	2.8%	1.7%	3.8%	5.6%	2.6%	8.9%	14.8%
3 year average (%)	2.0%	8.6%	7.9%	8.7%	10.1%	10.6%	10.5%	11.9%	11.7%	11.6%	11.4%	17.3%	13.2%	10.7%
5 year average (%)	1.0%	3.7%	4.0%	4.0%	5.3%	5.4%	5.8%	7.0%	6.9%	7.0%	6.9%	11.6%	8.5%	7.4%
By Recipient (Tala Millions)														
Banknotes	22.97	18.73	21.41	24.15	35.17	47.53	51.83	55.04	55.16	55.26	55.61	1.58	2.61	2.79
Churches, school, Charities	10.07	15.73	19.87	24.89	30.86	33.99	39.84	42.54	45.48	47.93	50.91	1.26	4.69	8.27
Individual/Family/Households	86.22	97.22	129.54	162.37	200.36	229.32	258.43	293.55	324.31	378.58	425.75	50.17	98.62	144.02
In Kind	1.84	1.85	2.55	3.29	4.03	4.53	6.03	8.53	8.99	9.38	9.81	0.51	1.05	2.59
Others	4.94	5.32	6.92	12.65	14.16	16.11	17.33	20.67	23.14	24.29	25.46	1.34	2.44	1.74
By Country (Tala Millions)														
USA	20.99	25.45	34.31	39.97	48.99	55.66	64.26	74.10	81.84	90.22	97.49	5.45	11.86	17.32
New Zealand	49.06	56.05	73.17	92.80	117.82	139.12	155.61	177.05	192.66	215.96	237.62	22.40	43.52	63.90
Australia	44.22	43.86	57.08	69.92	87.37	100.72	111.24	121.70	131.04	151.23	167.83	22.17	42.81	60.64
American Samoa	4.87	5.56	7.43	9.69	12.38	13.93	15.70	18.39	21.39	26.90	32.36	3.60	7.42	10.84
Others	6.89	7.92	8.30	14.97	18.03	22.04	26.64	29.07	30.15	31.14	32.24	1.25	3.81	6.70

(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.