

VISITOR EARNINGS & REMITTANCES REPORT

October 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.4: 2020/21

October 2020

Visitor Arrivals

As the closure of Samoa's international borders continues with the exception of scheduled repatriation flights for only returning Samoan citizens, both tourist arrivals and their earnings remained at zero for the month of October.

Nonetheless, the tourism price index fell by 20.8 percent compared to October 2019 due to reductions in the 'Accommodation', 'Other Transportation', 'Meals and Drinks', 'Family Obligations' and 'Miscellaneous' sub-indices.

Private Remittances

Total private remittances expanded by 34.2 percent (or \$14.2 million) to \$55.6 million over October 2019 and was up by 10.2 percent (or \$5.2 million) compared to the previous month.

Despite adverse impacts of COVID-19 on Samoa's main source markets of private remittances, the overall monthly increase over the year came from increased funds received from New Zealand (up \$6.6 million), Australia (up \$5.9 million), American Samoa (up \$2.4 million) and Others (up \$1.8 million). By recipient, the increase came from 'Family and Households', up by \$16.6 million for the month.

Similarly, total inflow of private remittances in the first four months of financial year (FY) 2020/21 improved by 19.5 percent (or \$35.2 million) to \$215.5 million over the same period last year. Largely responsible for the overall increase in the first four months were higher transfers from Australia (up \$22.8 million), New Zealand (up \$14.6 million) and American Samoa (up \$7.7 million). By recipient, total funds for 'Family and Households' increased by \$63.4 million.

The monthly share of remittances inflows received through Money Transfer Operators (MTO's) edged up to 89.2 percent from 83.7 percent in October 2019 while those received directly through commercial banks fell to 10.8 percent from 16.3 percent.

The average monthly cost of sending NZD\$200.00 to Samoa fell to 10.10 percent from 11.17 percent in October 2019 while the average cost of sending AUD\$200.00 also fell to 8.13 percent from 8.76 percent over the year.

CENTRAL BANK OF SAMOA
4th December 2020

VISITOR EARNINGS & REMITTANCES REPORT

October 2020

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

	Oct-18	Oct-19	Nov-19	Dec-19	Jan-20	Feb-20	Mar-20	Apr-20	May-20	Jun-20	Jul-20	Aug-20	Sep-20	Oct-20
Total arrivals (persons)	14,523	14,544	11,907	17,927	10,456	7,053	4,164	0	0	0	0	0	0	0
Total arrivals incl. cruise ships (1)	16,400	14,544	13,190	17,927	10,456	7,053	4,164	0	0	0	0	0	0	0
Arrivals, by market (persons)														
American Samoa	1,207	1,156	673	608	645	414	234	0	0	0	0	0	0	0
Australia	3,238	2,920	2,539	5,432	2,861	1,757	995	0	0	0	0	0	0	0
Europe	676	402	484	383	264	307	122	0	0	0	0	0	0	0
New Zealand	6,869	6,539	4,921	8,674	4,600	2,919	1,675	0	0	0	0	0	0	0
USA	1,022	997	1,102	1,192	662	479	253	0	0	0	0	0	0	0
Other Countries	1,511	2,530	2,188	1,638	1,424	1,177	885	0	0	0	0	0	0	0
Cruise ships	1,877	0	1,283	0	0	0	0	0	0	0	0	0	0	0
Arrivals, by purpose (persons)														
Holiday	6,788	6,298	3,774	7,486	3,833	2,071	1,323	0	0	0	0	0	0	0
VFR	4,747	5,456	3,268	8,004	4,203	2,993	1,464	0	0	0	0	0	0	0
Business & Conference	815	1,095	1,389	599	414	551	386	0	0	0	0	0	0	0
Sport	85	45	95	10	24	95	18	0	0	0	0	0	0	0
Other	2,088	1,650	3,381	1,828	1,982	1,343	973	0	0	0	0	0	0	0
Cruise ships	1,877	0	1,283	0	0	0	0	0	0	0	0	0	0	0
Total earnings (tala million)	45.16	45.22	41.07	56.72	29.50	20.86	12.63	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Earnings, by market (tala million)														
American Samoa	1.70	1.65	1.10	1.18	1.20	0.47	0.57	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Australia	13.46	11.99	12.42	20.19	9.32	6.80	3.46	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Europe	0.65	0.37	0.71	0.65	0.29	0.28	0.16	0.00	0.00	0.00	0.00	0.00	0.00	0.00
New Zealand	22.39	21.21	17.11	24.40	12.66	7.76	4.75	0.00	0.00	0.00	0.00	0.00	0.00	0.00
USA	2.40	2.30	3.05	3.61	1.70	1.73	1.02	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other Countries	4.56	7.70	6.69	6.69	4.34	3.83	2.68	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Cruise ships	0.28	0.00	0.19	0.00	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	17.80	16.39	11.83	23.49	11.89	6.03	3.23	0.00	0.00	0.00	0.00	0.00	0.00	0.00
VFR	16.61	19.50	17.76	26.42	13.30	8.63	3.98	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Business & Conference	2.42	3.21	6.05	2.27	1.68	2.04	1.16	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sport	0.19	0.10	0.24	0.02	0.08	0.22	0.06	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other	8.14	6.02	5.18	4.52	2.55	3.94	4.21	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Cruise ships	0.28	0.00	0.19	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Average expenditure (tala, per pers)	3,110	3,110	3,449	3,164	2,822	2,958	3,033	0	0	0	0	0	0	0
Tourism Price Index	161.4	158.5	159.0	157.5	158.1	149.2	142.3	132.6	128.3	127.4	129.0	129.7	127.5	125.5

	4months to Oct 18	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 to Aug 20	2 months to Sep 20	3 months to Oct 20	4 months to Oct 20
Total Visitor Arrivals (persons)	64,928	72,892	84,799	102,726	113,182	120,235	124,399	124,399	124,399	124,399	0	0	0	0
Over the past year (%)	11.2%	12.3%	11.0%	2.3%	-0.9%	-2.4%	-7.4%	-16.4%	-23.4%	-30.3%	-100.0%	-100.0%	-100.0%	-100.0%
Past 3 year average	5.1%	5.4%	5.4%	5.9%	5.6%	5.3%	5.1%	5.3%	5.2%	5.3%	11.1%	10.3%	9.5%	8.8%
Past 5 year average	4.9%	7.3%	7.0%	7.8%	7.6%	7.4%	7.3%	7.4%	7.2%	7.2%	13.5%	10.0%	9.2%	8.7%
Arrivals, by market (persons)														
American Samoa	5,857	6,404	7,077	7,685	8,330	8,744	8,978	8,978	8,978	8,978	0	0	0	0
Australia	14,140	14,755	17,294	22,726	25,587	27,344	28,339	28,339	28,339	28,339	0	0	0	0
Europe	2,547	2,574	3,058	3,441	3,705	4,012	4,134	4,134	4,134	4,134	0	0	0	0
New Zealand	31,208	30,801	35,722	44,396	48,996	51,915	53,590	53,590	53,590	53,590	0	0	0	0
USA	4,846	5,213	6,315	7,507	8,169	8,648	8,901	8,901	8,901	8,901	0	0	0	0
Other Countries	6,330	13,145	15,333	16,971	18,395	19,572	20,457	20,457	20,457	20,457	0	0	0	0
Cruise ships	1,877	0	1,283	1,283	1,283	1,283	1,283	1,283	1,283	1,283	0	0	0	0
Arrivals, by purpose (persons)														
Holiday	27,569	29,098	32,872	40,358	44,191	46,262	47,585	47,585	47,585	47,585	0	0	0	0
VFR	23,934	24,099	27,367	35,371	39,574	42,567	44,031	44,031	44,031	44,031	0	0	0	0
Business & Conference	3,934	5,828	7,217	7,816	8,230	8,781	9,167	9,167	9,167	9,167	0	0	0	0
Sport	672	5,499	5,594	5,604	5,628	5,723	5,741	5,741	5,741	5,741	0	0	0	0
Other	8,819	8,368	11,749	13,577	15,559	16,902	17,875	17,875	17,875	17,875	0	0	0	0
Cruise ships	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Total Visitor Earnings (tala million)	190.4	214.48	255.54	312.26	341.76	362.63	375.26	375.26	375.26	375.26	0.00	0.00	0.00	0.00
Over the past year (%)	18.7%	12.6%	11.4%	2.7%	0.2%	-1.0%	-6.3%	-15.9%	-23.9%	-30.4%	-100.0%	-100.0%	-100.0%	-100.0%
Past 3 year average	7.7%	10.5%	9.6%	11.3%	5.3%	4.7%	8.1%	11.7%	9.5%	10.4%	16.8%	13.5%	11.5%	11.1%
Past 5 year average	8.7%	12.1%	10.4%	14.5%	9.6%	7.8%	12.2%	12.3%	9.4%	10.5%	19.5%	10.2%	11.1%	10.6%
Earnings, by market (tala million)														
American Samoa	11.0	11.7	12.8	14.0	15.2	15.7	16.2	16.2	16.2	16.2	0.0	0.0	0.0	0.0
Australia	49.0	49.8	62.3	82.4	91.8	98.6	102.0	102.0	102.0	102.0	0.0	0.0	0.0	0.0
Europe	2.7	2.6	3.3	3.9	4.2	4.5	4.7	4.7	4.7	4.7	0.0	0.0	0.0	0.0
New Zealand	94.7	92.7	109.8	134.2	146.8	154.6	159.3	159.3	159.3	159.3	0.0	0.0	0.0	0.0
USA	14.2	14.9	18.0	21.6	23.3	25.0	26.0	26.0	26.0	26.0	0.0	0.0	0.0	0.0
Other Countries	18.9	42.8	49.5	56.1	60.5	64.3	67.0	67.0	67.0	67.0	0.0	0.0	0.0	0.0
Cruise ships	0.3	0.0	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.0	0.0	0.0	0.0
Earnings, by purpose (tala million)														
Holiday	81.4	83.8	95.6	119.1	131.0	137.0	140.3	140.3	140.3	140.3	0.0	0.0	0.0	0.0
VFR	76.2	78.0	95.8	122.2	135.5	144.2	148.1	148.1	148.1	148.1	0.0	0.0	0.0	0.0
Business & Conference	12.1	18.0	24.0	26.3	27.9	30.0	31.2	31.2	31.2	31.2	0.0	0.0	0.0	0.0
Sport	2.1	19.1	19.4	19.4	19.5	19.7	19.8	19.8	19.8	19.8	0.0	0.0	0.0	0.0
Other	18.6	15.6	20.7	25.2	27.8	31.7	36.0	36.0	36.0	36.0	0.0	0.0	0.0	0.0
Cruise ships	0.3	0.0	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.0	0.0	0.0	0.0

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Table 2. INFLOW OF PRIVATE REMITTANCES
AMOUNTS IN TALA MILLION

Amount in Tala Millions	Oct-18	Oct-19	Nov-19	Dec-19	Jan-20	Feb-20	Mar-20	Apr-20	May-20	Jun-20	Jul-20	Aug-20	Sep-20	Oct-20
By Recipient (Tala Millions)	40.94	41.44	47.06	57.24	46.89	41.97	46.87	36.75	58.37	52.09	54.86	54.55	50.46	55.62
Banknotes	6.70	2.68	2.74	11.03	12.36	4.30	3.21	0.13	0.09	0.35	1.58	1.03	0.18	0.79
Churches, school, Charities	2.87	4.14	5.02	5.98	3.13	5.85	2.70	2.94	2.46	2.97	1.26	3.44	3.58	4.05
Individual/Family/Households	29.80	32.32	32.83	37.99	28.95	29.12	35.12	30.75	54.28	47.17	50.17	48.45	45.39	48.90
In Kind	0.74	0.70	0.74	0.74	0.40	0.55	0.56	0.46	0.39	0.43	0.51	0.54	0.48	0.66
Others	0.83	1.61	5.73	1.51	2.05	2.16	5.28	2.48	1.15	1.17	1.35	1.10	0.84	1.21
By Country (Tala Millions)	40.94	41.44	47.06	57.24	46.89	41.97	46.87	36.75	58.37	52.10	54.87	54.56	50.47	55.63
USA	7.01	8.86	5.65	9.03	6.67	8.60	9.84	7.74	8.38	7.27	5.45	6.41	5.51	6.47
New Zealand	16.36	17.12	19.63	25.02	21.30	16.49	21.44	15.60	23.30	21.66	22.40	21.12	20.58	23.70
Australia	13.39	13.22	12.84	17.44	13.35	10.52	10.46	9.34	20.19	16.60	22.17	20.64	18.00	19.09
American Samoa	1.62	1.86	2.26	2.69	1.56	1.76	2.70	3.00	5.50	5.46	3.60	3.82	3.46	4.24
Others	2.55	0.38	6.67	3.06	4.01	4.60	2.44	1.07	1.00	1.11	1.25	2.56	2.92	2.13
By Channel (%)														
Banks	13.4%	16.3%	24.7%	15.5%	14.2%	23.5%	20.5%	17.2%	7.5%	9.1%	7.1%	10.0%	10.1%	10.8%
Non Banks (1)	86.6%	83.7%	75.3%	84.5%	85.8%	76.5%	79.5%	82.8%	92.5%	90.9%	92.9%	90.0%	89.9%	89.2%
Total Remittances (Tala Millions)	40.94	41.44	47.06	57.24	46.89	41.97	46.87	36.75	58.37	52.09	54.86	54.55	50.46	55.62
First Number of Months up to	4 months to Oct 18	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 to Aug 20	2 months to Aug 20	3 months to Sep 20	4 months to Oct 20
Total Remittances (Tala Millions)	166.98	180.29	227.35	284.59	331.48	373.45	420.32	457.07	515.44	567.53	54.86	109.42	159.88	215.51
Percentage Change (over same period last 3 year average (%))	16.7%	8.0%	8.9%	3.5%	5.1%	5.4%	2.8%	1.7%	3.8%	5.6%	2.6%	8.9%	15.1%	19.5%
5 year average (%)	2.7%	7.9%	8.7%	10.1%	10.6%	10.5%	11.9%	11.7%	11.6%	11.4%	17.3%	13.2%	10.7%	10.1%
	2.2%	4.0%	4.0%	5.3%	5.4%	5.8%	7.0%	6.9%	7.0%	6.9%	11.6%	8.5%	7.4%	6.5%
By Recipient (Tala Millions)														
Banknotes	29.68	21.41	24.15	35.17	47.53	51.83	55.04	55.16	55.26	55.61	1.58	2.61	2.79	3.58
Churches, school, Charities	12.94	19.87	24.89	30.86	33.99	39.84	42.54	45.48	47.93	50.91	1.26	4.69	8.27	12.33
Individual/Family/Households	116.02	129.54	162.37	200.36	229.32	258.43	293.55	324.31	378.58	425.75	50.17	98.62	144.02	192.92
In Kind	2.58	2.55	3.29	4.03	4.43	4.98	5.54	6.00	6.39	6.83	0.51	1.05	1.53	2.19
Others	5.77	6.92	12.65	14.16	16.21	18.37	23.65	26.13	27.28	28.44	1.35	2.44	3.28	4.49
By Country (Tala Millions)														
USA	28.00	34.31	39.97	48.99	55.66	64.26	74.10	81.84	90.22	97.49	5.45	11.86	17.37	23.84
New Zealand	65.43	73.17	92.80	117.82	139.12	155.61	177.05	192.66	215.96	237.62	22.40	43.52	64.09	87.80
Australia	57.62	57.08	69.92	87.37	100.72	111.24	121.70	131.04	151.23	167.83	22.17	42.81	60.81	79.90
American Samoa	6.50	7.43	9.69	12.38	13.93	15.70	18.39	21.39	26.90	32.36	3.60	7.42	10.88	15.11
Others	9.44	8.30	14.97	18.03	22.04	26.64	29.07	30.15	31.14	32.24	1.25	3.81	6.73	8.85

(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.