

VISITOR EARNINGS & REMITTANCES REPORT

November 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.5: 2020/21

November 2020

Visitor Arrivals

The prolonged closure of Samoa's international borders for the purpose of safeguarding our people from the deadly Covid-19 pandemic with the exception of repatriation flights for only returning Samoan citizens, has continued to severely affect the tourism industry. There were no tourist arrivals and earnings for the month of November.

The tourism price index fell further by 21.3 percent over the same month last year due to reductions in the 'Accommodation', 'Other Transportation', 'Meals and Drinks', 'Family Obligations' and 'Miscellaneous' sub-indices.

Private Remittances

Total private remittances recorded a 9.9 percent (or \$4.2 million) increase to \$46.8 million over the year but was down by 17.0 percent (or \$10.0 million) compared to the previous month.

The increase in the private remittances over the same month last year was accounted for by higher funds from source countries such as Australia (up by \$2.8 million), USA (up by \$1.1 million), American Samoa (up by \$1.0 million) and New Zealand (up by \$0.5 million). By recipient, funds for 'Family and Households' went up by \$9.8 million, offsetting reductions in all the other recipients.

Overall, the total inflow of remittances in the first five months of 2020/21 expanded by 17.6 percent (or \$39.3 million) to \$263.0 million over the same period of 2019/20. Largely responsible for the overall expansion in the first five months, were

gains in transfers from Australia (up by \$25.7 million), New Zealand (up by \$15.8 million) and American Samoa (up by \$8.7 million). By recipient, total funds for 'Family and Households' rose by \$73.9 million.

The monthly share of remittances inflows received through Money Transfer Operators (MTO's) edged up to 91.0 percent from 83.3 percent in November 2019 while those received directly through commercial banks fell to 9.0 percent from 16.7 percent.

The average monthly cost of sending NZD\$200.00 to Samoa fell to 10.88 percent from 11.02 percent in November 2019 while the average cost of sending AUD\$200.00 also fell to 8.77 percent from 8.72 percent over the year.

CENTRAL BANK OF SAMOA
20th January 2021

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

	Nov-18	Nov-19	Jan-20	Feb-20	Mar-20	Apr-20	May-20	Jun-20	Jul-20	Aug-20	Sep-20	Oct-20	Nov-20
Total arrivals (persons)	11,483	11,907	10,456	7,053	4,164	0	0	0	0	0	0	0	0
Total arrivals incl. cruise ships (1)	15,638	13,190	10,456	7,053	4,164	0	0	0	0	0	0	0	0
Arrivals, by market (persons)													
American Samoa	860	673	645	414	234	0	0	0	0	0	0	0	0
Australia	2,306	2,539	2,861	1,757	995	0	0	0	0	0	0	0	0
Europe	678	484	264	307	122	0	0	0	0	0	0	0	0
New Zealand	5,252	4,921	4,600	2,919	1,675	0	0	0	0	0	0	0	0
USA	908	1,102	662	479	253	0	0	0	0	0	0	0	0
Other Countries	1,479	2,188	1,424	1,177	885	0	0	0	0	0	0	0	0
Cruise ships	4,155	1,283	0	0	0	0	0	0	0	0	0	0	0
Arrivals, by purpose (persons)													
Holiday	4,217	3,774	3,833	2,071	1,323	0	0	0	0	0	0	0	0
VFR	4,338	3,268	4,203	2,993	1,464	0	0	0	0	0	0	0	0
Business & Conference	912	1,389	414	551	386	0	0	0	0	0	0	0	0
Sport	132	95	24	95	18	0	0	0	0	0	0	0	0
Other	1,884	3,381	1,982	1,343	973	0	0	0	0	0	0	0	0
Cruise ships	4,155	1,283	0	0	0	0	0	0	0	0	0	0	0
Total earnings (tala million)	38.88	41.07	29.50	20.86	12.63	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Earnings, by market (tala million)													
American Samoa	1.58	1.10	1.20	0.47	0.57	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Australia	11.26	12.42	9.32	6.80	3.46	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Europe	1.02	0.71	0.29	0.28	0.16	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
New Zealand	17.96	17.11	12.66	7.76	4.75	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
USA	2.50	3.05	1.70	1.73	1.02	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other Countries	4.57	6.69	4.34	3.83	2.68	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Cruise ships	0.61	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	11.74	11.83	11.89	6.03	3.23	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
VFR	21.10	17.76	13.30	8.63	3.98	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Business & Conference	3.68	6.05	1.68	2.04	1.16	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sport	0.29	0.24	0.08	0.22	0.06	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other	2.07	5.18	2.55	3.94	4.21	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Cruise ships	0.61	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 person)	3,386	3,449	2,822	2,958	3,033	0	0	0	0	0	0	0	0
Tourism Price Index	158.9	159.0	158.1	149.2	142.3	132.6	128.3	127.4	129.0	129.7	127.5	125.5	125.2
First Number of Months up to	5 months to Nov 18	5 months to Nov 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	3 months to Sep 20	4 months to Oct 20	5 months to Oct 20
Total Visitor Arrivals (persons)	76,411	84,799	113,182	120,235	124,399	124,399	124,399	124,399	0	0	0	0	0
Over the past year (%)	8.4%	11.0%	-0.9%	-2.4%	-7.4%	-16.4%	-23.4%	-30.3%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%
Past 3 year average	5.1%	5.4%	5.6%	5.3%	5.1%	5.3%	5.2%	5.3%	11.1%	10.3%	9.5%	8.8%	8.5%
Past 5 year average	5.0%	7.0%	7.6%	7.4%	7.3%	7.4%	7.2%	7.2%	13.5%	10.0%	9.2%	8.7%	8.0%
Arrivals, by market (persons)													
American Samoa	6,717	7,077	8,330	8,744	8,978	8,978	8,978	8,978	0	0	0	0	0
Australia	16,446	17,294	25,587	27,344	28,339	28,339	28,339	28,339	0	0	0	0	0
Europe	3,225	3,058	3,705	4,012	4,134	4,134	4,134	4,134	0	0	0	0	0
New Zealand	36,460	35,722	48,996	51,915	53,590	53,590	53,590	53,590	0	0	0	0	0
USA	5,754	6,315	8,169	8,648	8,901	8,901	8,901	8,901	0	0	0	0	0
Other Countries	7,809	15,333	18,395	19,572	20,457	20,457	20,457	20,457	0	0	0	0	0
Cruise ships	6,032	1,283	1,283	1,283	1,283	1,283	1,283	1,283	0	0	0	0	0
Arrivals, by purpose (persons)													
Holiday	31,786	32,872	44,191	46,262	47,585	47,585	47,585	47,585	0	0	0	0	0
VFR	28,272	27,367	39,574	42,567	44,031	44,031	44,031	44,031	0	0	0	0	0
Business & Conference	4,846	7,217	8,230	8,781	9,167	9,167	9,167	9,167	0	0	0	0	0
Sport	804	5,594	5,628	5,723	5,741	5,741	5,741	5,741	0	0	0	0	0
Other	10,703	11,749	15,559	16,902	17,875	17,875	17,875	17,875	0	0	0	0	0
Cruise ships	0	0	0	0	0	0	0	0	0	0	0	0	0
Total Visitor Earnings (tala million)	229.3	255.54	341.76	362.63	375.26	375.26	375.26	375.26	0.00	0.00	0.00	0.00	0.00
Over the past year (%)	14.7%	11.4%	0.2%	-1.0%	-6.3%	-15.9%	-23.9%	-30.4%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%
Past 3 year average	8.6%	9.6%	5.3%	4.7%	8.1%	11.7%	9.5%	10.4%	16.8%	13.5%	11.5%	11.1%	12.7%
Past 5 year average	9.8%	10.4%	9.6%	7.8%	12.2%	12.3%	9.4%	10.5%	19.5%	10.2%	11.1%	10.6%	7.6%
Earnings, by market (tala million)													
American Samoa	12.6	12.8	15.2	15.7	16.2	16.2	16.2	16.2	0.0	0.0	0.0	0.0	0.0
Australia	60.2	62.3	91.8	98.6	102.0	102.0	102.0	102.0	0.0	0.0	0.0	0.0	0.0
Europe	3.7	3.3	4.2	4.5	4.7	4.7	4.7	4.7	0.0	0.0	0.0	0.0	0.0
New Zealand	112.7	109.8	146.8	154.6	159.3	159.3	159.3	159.3	0.0	0.0	0.0	0.0	0.0
USA	16.7	18.0	23.3	25.0	26.0	26.0	26.0	26.0	0.0	0.0	0.0	0.0	0.0
Other Countries	23.5	49.5	60.5	64.3	67.0	67.0	67.0	67.0	0.0	0.0	0.0	0.0	0.0
Cruise ships	0.9	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.0	0.0	0.0	0.0	0.0
Earnings, by purpose (tala million)													
Holiday	93.2	95.6	131.0	137.0	140.3	140.3	140.3	140.3	0.0	0.0	0.0	0.0	0.0
VFR	97.3	95.8	135.5	144.2	148.1	148.1	148.1	148.1	0.0	0.0	0.0	0.0	0.0
Business & Conference	15.7	24.0	27.9	30.0	31.2	31.2	31.2	31.2	0.0	0.0	0.0	0.0	0.0
Sport	2.4	19.4	19.5	19.7	19.8	19.8	19.8	19.8	0.0	0.0	0.0	0.0	0.0
Other	20.6	20.7	27.8	31.7	36.0	36.0	36.0	36.0	0.0	0.0	0.0	0.0	0.0
Cruise ships	0.9	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.0	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	Nov-18	Nov-19	Jan-20	Feb-20	Mar-20	Apr-20	May-20	Jun-20	Jul-20	Aug-20	Sep-20	Oct-20	Nov-20
By Recipient (Tala Millions)	41.81	42.56	46.89	41.97	46.87	36.75	58.37	52.09	54.86	54.55	50.46	56.32	46.77
Banknotes	5.70	2.79	12.36	4.30	3.21	0.13	0.09	0.35	1.58	1.03	0.18	0.79	0.30
Churches, school, Charities	4.12	5.07	3.13	5.85	2.70	2.94	2.46	2.97	1.26	3.44	3.58	4.05	2.34
Individual/Family/Households	30.02	32.76	28.95	29.12	35.12	30.75	54.28	47.17	50.17	48.45	45.39	49.60	42.54
In Kind	0.52	0.74	0.40	0.55	0.56	0.46	0.39	0.43	0.51	0.54	0.48	0.66	0.47
Others	1.45	1.19	2.05	2.16	5.28	2.48	1.15	1.17	1.35	1.10	0.84	1.21	1.12
By Country (Tala Millions)	41.81	42.56	46.89	41.97	46.87	36.75	58.37	52.10	54.87	54.56	50.47	56.33	46.78
USA	8.39	5.66	6.67	8.60	9.84	7.74	8.38	7.27	5.45	6.41	5.51	6.47	6.73
New Zealand	17.03	19.66	21.30	16.49	21.44	15.60	23.30	21.66	22.40	21.12	20.58	24.32	20.17
Australia	12.40	12.87	13.35	10.52	10.46	9.34	20.19	16.60	22.17	20.64	18.00	19.17	15.65
American Samoa	1.63	2.27	1.56	1.76	2.70	3.00	5.50	5.46	3.60	3.82	3.46	4.24	3.24
Others	2.36	2.10	4.01	4.60	2.44	1.07	1.00	1.11	1.25	2.56	2.92	2.13	0.99
By Channel (%)													
Banks	16.4%	16.7%	14.2%	23.5%	20.5%	17.2%	7.5%	9.1%	7.1%	10.0%	10.1%	10.7%	9.0%
Non Banks (1)	83.6%	83.3%	85.8%	76.5%	79.5%	82.8%	92.5%	90.9%	92.9%	90.0%	89.9%	89.3%	91.0%
Total Remittances (Tala Millions)	41.81	42.56	46.89	41.97	46.87	36.75	58.37	52.09	54.86	54.55	50.46	56.32	46.77
First Number of Months up to	5 months to Nov 18	5 months to Nov 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	3 months to Sep 20	4 months to Oct 20	5 months to Oct 20
Total Remittances (Tala Millions)	208.79	223.65	327.78	369.75	416.62	453.37	511.74	563.83	54.86	109.42	159.88	216.21	262.98
Percentage Change (over same period last 3 year average (%))	14.4%	7.1%	4.0%	4.3%	1.8%	0.9%	3.0%	4.9%	2.6%	8.9%	15.1%	19.4%	17.6%
5 year average (%)	3.5%	8.7%	10.6%	10.5%	11.9%	11.7%	11.6%	11.4%	17.3%	13.2%	10.7%	10.3%	9.8%
	2.0%	4.0%	5.4%	5.8%	7.0%	6.9%	7.0%	6.9%	11.6%	8.5%	7.4%	6.6%	6.4%
By Recipient (Tala Millions)													
Banknotes	35.38	24.36	47.75	52.05	55.25	55.38	55.47	55.83	1.58	2.61	2.79	3.58	3.88
Churches, school, Charities	17.06	25.84	34.94	40.79	43.49	46.43	48.88	51.86	1.26	4.69	8.27	12.33	14.67
Individual/Family/Households	146.04	162.27	229.21	258.33	293.45	324.20	378.48	425.65	50.17	98.62	144.02	193.62	236.16
In Kind	3.09	3.29	4.43	4.98	5.54	6.00	6.39	6.83	0.51	1.05	1.53	2.19	2.66
Others	7.22	7.88	11.44	13.61	18.88	21.36	22.51	23.67	1.35	2.44	3.28	4.49	5.62
By Country (Tala Millions)													
USA	36.39	39.97	55.67	64.27	74.11	81.85	90.23	97.49	5.45	11.86	17.37	23.84	30.57
New Zealand	82.46	92.83	139.15	155.64	177.08	192.69	215.98	237.64	22.40	43.52	64.09	88.41	108.59
Australia	70.01	69.94	100.74	111.26	121.72	131.05	151.24	167.84	22.17	42.81	60.81	79.99	95.64
American Samoa	8.13	9.69	13.94	15.70	18.40	21.39	26.90	32.36	3.60	7.42	10.88	15.11	18.35
Others	11.80	11.21	18.29	22.88	25.32	26.39	27.39	28.49	1.25	3.81	6.73	8.85	9.83

(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.