



CENTRAL BANK OF SAMOA

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PLEASE ADDRESS CORRESPONDENCE
TO THE GOVERNOR

VISITOR EARNINGS & REMITTANCES REPORT March 2021

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.9: 2020/21

March 2021

Visitor Arrivals

The prolonged closure of Samoa's international borders for the purpose of safeguarding and protection of its people from the deadly Covid-19 pandemic with the exception of repatriation flights for returning Samoan citizens only, has continued to adversely affect the tourism industry. In this regard, there were no tourist arrivals and earnings recorded for the last twelveth consecutive months.

Remittances

Total remittances for March 2021 improved by 9.0 percent (or \$4.2 million) to \$51.1 million when compared to the same month last year and was also 23.4 percent higher (or \$10.0 million) than February 2021.

This improvement over the year was accounted for by increases in funds received from 'Other' countries (up by \$10.1 million), American Samoa (up by \$1.7 million) and Australia (up by \$1.4 million) respectively. By recipient, an increase was recorded for 'Family and Households' (up by \$7.0 million), 'Non-profit institutions serving households' (NPISH) (up by \$0.5 million) and 'In Kind' (up by \$0.1 million), offsetting decreases in "Hand carried cash' and 'Others'.

In the first nine months of 2020/21, total private remittances was 9.0 percent (or \$37.0 million) higher at \$457.0 million over the same period of 2019/20. Accounting for this increase were gains in transfers from Australia (up by \$28.3 million), American Samoa (up by \$14.4 million) and New Zealand (up by \$12.9 million) in that order. This increase was partially aided by the depreciation of the Samoan Tala against both the Australian dollar (by 5.0 percent) and New Zealand dollar (by 3.0 percent). By recipient, remittances for 'Family and Households' rose by \$111.0 million, offsetting reductions in all other recipients.

The monthly share of total remittances inflows received through Money Transfer Operators (MTO's) increased from 79.5 percent in March 2020 to 90.5 percent in March 2021 while those received directly through commercial banks fell to 9.5 percent from 20.5 percent in the same month last year.

CENTRAL BANK OF SAMOA
12th May 2021

VISITOR EARNINGS & REMITTANCES REPORT

March 2021

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

	Mar-19	Mar-20	Apr-20	May-20	Jun-20	Jul-20	Aug-20	Sep-20	Oct-20	Nov-20	Dec-20	Jan-21	Feb-21	Mar-21
Total arrivals (persons)	11,163	4,164	0	0	0	0	0	0	0	0	0	0	0	0
Total arrivals incl. cruise ships (1)	17,893	4,164	0	0	0	0	0	0	0	0	0	0	0	0
Arrivals, by market (persons)														
American Samoa	1,089	234	0	0	0	0	0	0	0	0	0	0	0	0
Australia	2,481	995	0	0	0	0	0	0	0	0	0	0	0	0
Europe	716	122	0	0	0	0	0	0	0	0	0	0	0	0
New Zealand	4,400	1,675	0	0	0	0	0	0	0	0	0	0	0	0
USA	981	253	0	0	0	0	0	0	0	0	0	0	0	0
Other Countries	1,496	885	0	0	0	0	0	0	0	0	0	0	0	0
Cruise ships	6,730	0	0	0	0	0	0	0	0	0	0	0	0	0
Arrivals, by purpose (persons)														
Holiday	3,938	1,323	0	0	0	0	0	0	0	0	0	0	0	0
VFR	5,078	1,464	0	0	0	0	0	0	0	0	0	0	0	0
Business & Conference	775	386	0	0	0	0	0	0	0	0	0	0	0	0
Sport	56	18	0	0	0	0	0	0	0	0	0	0	0	0
Other	1,316	973	0	0	0	0	0	0	0	0	0	0	0	0
Cruise ships	6,730	0	0	0	0	0	0	0	0	0	0	0	0	0
Total earnings (tala million)	34.32	12.63	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Earnings, by market (tala million)														
American Samoa	2.35	0.57	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Australia	9.42	3.46	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Europe	1.05	0.16	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
New Zealand	12.98	4.75	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
USA	3.97	1.02	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other Countries	4.54	2.68	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Cruise ships	1.01	0.00	0.00	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	12.34	3.23	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
VFR	14.63	3.98	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Business & Conference	2.97	1.16	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sport	0.21	0.06	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other	4.16	4.21	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Cruise ships	1.01	0.00	0.00	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)	3,074	3,033	0	0	0	0	0	0	0	0	0	0	0	0
Tourism Price Index	156.0	142.3	132.6	128.3	127.4	129.0	129.7	127.5	125.5	125.2	125.3	125.7	127.8	129.5
First Number of Months up to	9 months to Mar 19	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	4 months to Oct 20	5 months to Nov 20	6 months to Dec 20	7 months to Jan 21	8 months to Feb 21	9 months to Mar 21
Total Visitor Arrivals (persons)	134,394	124,399	124,399	124,399	124,399	0	0	0	0	0	0	0	0	0
Over the past year (%)	9.2%	-7.4%	-16.4%	-23.4%	-30.3%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%
Past 3 year average	5.2%	5.1%	5.3%	5.2%	5.3%	11.1%	10.3%	9.5%	8.8%	8.5%	6.6%	5.5%	4.9%	3.5%
Past 5 year average	5.3%	7.3%	7.4%	7.2%	7.2%	13.5%	10.0%	9.2%	8.7%	8.0%	6.8%	6.0%	5.5%	4.5%
Arrivals, by market (persons)														
American Samoa	12,476	8,978	8,978	8,978	8,978	0	0	0	0	0	0	0	0	0
Australia	31,171	28,339	28,339	28,339	28,339	0	0	0	0	0	0	0	0	0
Europe	5,553	4,134	4,134	4,134	4,134	0	0	0	0	0	0	0	0	0
New Zealand	61,811	53,590	53,590	53,590	53,590	0	0	0	0	0	0	0	0	0
USA	9,615	8,901	8,901	8,901	8,901	0	0	0	0	0	0	0	0	0
Other Countries	13,768	20,457	20,457	20,457	20,457	0	0	0	0	0	0	0	0	0
Cruise ships	17,801	1,283	1,283	1,283	1,283	0	0	0	0	0	0	0	0	0
Arrivals, by purpose (persons)														
Holiday	52,197	47,585	47,585	47,585	47,585	0	0	0	0	0	0	0	0	0
VFR	53,961	44,031	44,031	44,031	44,031	0	0	0	0	0	0	0	0	0
Business & Conference	7,775	9,167	9,167	9,167	9,167	0	0	0	0	0	0	0	0	0
Sport	1,289	5,741	5,741	5,741	5,741	0	0	0	0	0	0	0	0	0
Other	19,172	17,875	17,875	17,875	17,875	0	0	0	0	0	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)	400.4	375.26	375.26	375.26	375.26	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Over the past year (%)	12.8%	-6.3%	-15.9%	-23.9%	-30.4%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%
Past 3 year average	13.9%	8.1%	11.7%	9.5%	10.4%	16.8%	13.5%	11.5%	11.1%	12.7%	4.6%	1.3%	0.9%	-6.3%
Past 5 year average	12.2%	12.2%	12.3%	9.4%	10.5%	19.5%	10.2%	11.1%	10.6%	7.6%	6.2%	3.2%	3.5%	-2.5%
Earnings, by market (tala million)														
American Samoa	25.0	16.2	16.2	16.2	16.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Australia	113.9	102.0	102.0	102.0	102.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Europe	6.8	4.7	4.7	4.7	4.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
New Zealand	183.0	159.3	159.3	159.3	159.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
USA	29.4	26.0	26.0	26.0	26.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Countries	42.4	67.0	67.0	67.0	67.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cruise ships	2.6	0.2	0.2	0.2	0.2	0.0	0.0	0.2	0.2	0.0	0.0	0.0	0.0	0.0
Earnings, by purpose (tala million)														
Holiday	156.0	140.3	140.3	140.3	140.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
VFR	174.4	148.1	148.1	148.1	148.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Business & Conference	27.0	31.2	31.2	31.2	31.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sport	3.6	19.8	19.8	19.8	19.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other	39.4	36.0	36.0	36.0	36.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cruise ships	2.6	0.2	0.2	0.2	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0

VISITOR EARNINGS & REMITTANCES REPORT

March 2021

Table 2.

INFLOW OF PRIVATE REMITTANCES

AMOUNTS IN TALA MILLION

Amount in Tala Millions	Mar-19	Mar-20	Apr-20	May-20	Jun-20	Jul-20	Aug-20	Sep-20	Oct-20	Nov-20	Dec-20	Jan-21	Feb-21	Mar-21
By Recipient (Tala Millions)	54.62	46.87	36.75	58.37	52.09	56.92	54.55	50.46	56.32	47.61	58.16	40.46	41.40	51.10
Banknotes	5.66	3.21	0.13	0.09	0.35	1.58	1.03	0.18	0.79	0.30	0.50	0.09	0.20	0.38
Churches, school, Charities	11.44	2.70	2.94	2.46	2.97	2.95	3.44	3.58	4.05	2.34	4.28	2.99	3.17	3.17
Individual/Family/Households	31.92	35.12	30.75	54.28	47.17	50.54	48.45	45.39	49.60	43.38	51.75	36.28	36.77	42.14
In Kind	0.66	0.56	0.46	0.39	0.43	0.51	0.54	0.48	0.66	0.47	0.62	0.52	0.45	0.68
Others	4.94	5.28	2.48	1.15	1.17	1.35	1.10	0.84	1.21	1.12	1.01	0.58	0.81	4.74
By Country (Tala Millions)	54.62	46.87	36.75	58.37	52.09	56.92	54.55	50.46	56.32	47.61	58.16	40.46	41.40	51.10
USA	15.30	9.84	7.74	8.38	7.27	5.92	6.41	5.51	6.47	6.73	8.16	7.47	5.63	5.68
New Zealand	18.85	21.44	15.60	23.30	21.66	22.39	21.12	20.58	24.32	20.17	25.49	17.51	16.54	16.63
Australia	15.84	10.46	9.34	20.19	16.60	22.16	20.64	18.00	19.17	15.65	17.64	11.94	11.75	11.87
American Samoa	1.93	2.70	3.00	5.50	5.46	3.59	3.82	3.46	4.24	3.24	3.80	2.34	4.37	4.38
Others	2.70	2.44	1.07	0.99	1.10	2.85	2.56	2.92	2.12	1.83	3.08	1.19	3.11	12.54
By Channel (%)														
Banks	33.1%	20.5%	17.2%	7.5%	9.1%	9.8%	10.0%	10.1%	10.7%	8.8%	9.5%	10.0%	11.1%	9.5%
Non Banks (1)	66.9%	79.5%	82.8%	92.5%	90.9%	90.2%	90.0%	89.9%	89.3%	91.2%	90.5%	90.0%	88.9%	90.5%
Total Remittances (Tala Millions)	54.62	46.87	36.75	58.37	52.09	56.92	54.55	50.46	56.32	47.61	58.16	40.46	41.40	51.10
First Number of Months up to	9 months	9 months	10 months	11 months	12 months	1st	2 months	3 months	4 months	5 months	6 months	7 months	8 months	9 months
	to Mar 19	to Mar 20	to Apr 20	to May 20	to Jun 20	month	to Aug 20	to Sep 20	to Oct 20	to Nov 20	to Dec 20	to Jan 21	to Feb 21	to Mar 21
Total Remittances (Tala Millions)	409.06	420.32	457.07	515.44	567.53	56.92	111.47	161.94	218.26	265.87	324.04	364.49	405.89	456.99
Percentage Change (over same period last year)	14.6%	2.8%	1.7%	3.8%	5.6%	6.5%	10.9%	16.6%	21.1%	16.9%	13.9%	10.0%	8.7%	8.7%
3 year average (%)	4.9%	11.9%	11.7%	11.6%	11.4%	17.3%	13.2%	10.7%	10.1%	10.4%	10.3%	10.9%	11.5%	11.8%
5 year average (%)	2.9%	7.0%	6.9%	7.0%	6.9%	11.6%	8.5%	7.4%	6.5%	6.7%	5.8%	6.1%	6.1%	6.4%
By Recipient (Tala Millions)														
Banknotes	62.28	55.04	55.16	55.26	55.61	1.58	2.61	2.79	3.58	3.88	4.38	4.47	4.66	5.04
Churches, school, Charities	46.36	42.54	45.48	47.93	50.91	2.95	6.38	9.96	14.01	16.36	20.63	23.62	26.80	29.96
Individual/Family/Households	277.99	293.55	324.31	378.58	425.75	50.54	98.99	144.38	193.98	237.36	289.11	325.39	362.17	404.31
In Kind	5.44	5.54	6.00	6.39	6.83	0.51	1.05	1.53	2.19	2.66	3.28	3.80	4.26	4.93
Others	16.99	23.65	26.13	27.28	28.44	1.35	2.44	3.28	4.49	5.62	6.63	7.21	8.01	12.75
By Country (Tala Millions)														
USA	83.79	74.10	81.84	90.22	97.49	5.92	12.33	17.84	24.31	31.04	39.20	46.67	52.30	57.98
New Zealand	159.43	177.05	192.66	215.96	237.62	22.39	43.51	64.09	88.41	108.57	134.06	151.57	168.12	184.75
Australia	129.20	121.70	131.04	151.23	167.83	22.16	42.80	60.81	79.98	95.63	113.27	125.21	136.96	148.83
American Samoa	15.54	18.39	21.39	26.90	32.36	3.59	7.42	10.88	15.11	18.35	22.15	24.49	28.86	33.24
Others	21.09	29.07	30.15	31.14	32.24	2.85	5.41	8.33	10.45	12.28	15.36	16.55	19.65	32.19

(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.