

VISITOR EARNINGS & REMITTANCES REPORT

APRIL 2023

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 of Customs and Revenue.

Report No.10: 2022/23

April 2023

Visitor Arrivals¹

Total number of **visitor arrivals** increased by another 35.5 percent (or 3,592 visitors) to a total of **13,720 visitors** over the previous month.

Contributing to the higher number of arrivals in the current month were increased visitor arrivals from New Zealand (up by 1,766 visitors), Australia (up by 1,440 visitors), American Samoa (up by 182 visitors) Europe (up by 114 visitors) and USA (up 103 visitors). By purpose of visit, the bulk (of 2,209 arrivals) continued to be our overseas diaspora “Visiting Friends and Relatives” (VFR), while 1,781 travelled for “Holiday” and 218 visitors for “Sports” events hosted in the country.

As a result, total international visitor receipts surged further by 41.2 percent (or \$14.2 million) to \$48.7 million over March 2023. Largely responsible for this increase were higher visitor earnings from New Zealand (up \$7.9 million), Australia (up \$5.7 million) American Samoa (up \$1.50 million) with marginal increases in tourism earnings from Europe and ‘Other countries’ by \$0.1 million and 0.8 million respectively. By purpose, proceeds from visitors that were here for VFR, Holiday and Sport, increased by \$10.6 million, \$6.1 million and \$0.7 million respectively.

Moreover, total tourism earnings in the **first ten months of FY2022/23²** amounted to **\$302.1 million**. In terms of source markets, those from New Zealand accounted for 45.0 percent of total tourism receipts, Australia at 29.8 percent, ‘Other countries’ at 10.9

percent, USA at 7.6 percent, American Samoa at 6.0 percent and Europe at 0.7 percent. By purpose of visit, the shares recorded from ‘VFR’, ‘Holiday’, ‘Other’, ‘Business and Conference’, and ‘Sport’ were at 49.3 percent, 28.9 percent, 14.9 percent, 6.3 percent and 0.6 percent in that order.

Remittances

Total inflow of private remittances for the month under review recorded a reduction of 23.0 percent (or \$15.0 million) to \$50.0 million when compared to the previous month and was also 14.3 percent lower over the same period last year.

The contraction in remittances over the previous month was due entirely to declines in funds received from all its main markets such as Australia (down by \$7.0 million), New Zealand (down by \$5.5 million), American Samoa (down by \$1.2 million), ‘Others’ (down by \$0.7 million) and USA (down by \$0.6 million). By recipients, lower funds were noted for ‘Family and households’, ‘Non-profit institution serving households’ (NPISH)³ and ‘In-kind’ transfers by \$14.0 million, \$1.8 million and \$0.3 million respectively.

Despite the drop in April 2023, total inflow of remittances for the **first ten months of the FY2022/23** were higher by **15.2 percent (or \$90.3 million)** to \$682.9 million over the same period last year. The overall increase reflected hikes in remittance flows from Australia (by \$36.8 million), New Zealand (by \$35.8 million), USA (by \$14.7 million) and American Samoa (by \$3.3 million. Partially responsible for the increase in the latter two markets was the 5.1 percent depreciation of the Samoan tala against the US dollar. In terms of

¹ Samoa re-opened its border to international travelers on 1st August 2022. Cruise ship tourists are not counted as tourist as they are only in Samoa for a day but their spending is included as part of tourist earnings.

² Including July 2022 when Samoa was still in lockdown.

³ Includes funds for churches, non-profit organizations and charities

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recipients, 'Family and households', 'banknotes' and 'In-kind' all recorded gains of \$49.2 million, \$44.0 million and \$0.03 million respectively.

The monthly share of total remittances received through Money Transfer Operators (MTOs) fell to 80.4 percent from 84.5 percent compared to the same month a year ago while funds received through commercial banks went up to 19.6 percent from 15.5 percent.

The average monthly cost of sending NZD\$200.00 to Samoa narrowed to 7.17 percent of total funds from 8.13 percent of the same month in the previous year whereas the average cost of sending AUD\$200.00 to Samoa edged up to 6.89 percent from 5.97 percent in April 2022.

CENTRAL BANK OF SAMOA
2 June 2023

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

	Apr-21	Apr-22	May-22	Jun-22	Jul-22	Aug-22	Sep-22	Oct-22	Nov-22	Dec-22	Jan-23	Feb-23	Mar-23	Apr-23
Total arrivals (persons)	0	0	0	0	0	6,318	8,261	7,171	8,530	16,779	12,321	7,687	10,128	13,720
Total arrivals incl. cruise ships (1)	0	0	0	0	0	6,318	8,261	10,284	10,512	18,234	14,972	12,820	13,292	17,330
Arrivals, by market (persons)														
American Samoa	0	0	0	0	0	719	723	635	726	1,323	738	661	826	1,008
Australia	0	0	0	0	0	1,658	1,835	1,559	1,810	5,372	2,800	1,786	2,439	3,879
Europe	0	0	0	0	0	126	110	154	138	176	235	265	217	331
New Zealand	0	0	0	0	0	2,644	3,961	3,330	4,090	7,435	6,496	3,094	4,296	6,062
USA	0	0	0	0	0	386	724	612	607	1,309	824	707	867	970
Other Countries	0	0	0	0	0	785	908	881	1,159	1,164	1,228	1,174	1,483	1,470
Cruise ships	0	0	0	0	0	0	0	3,113	1,982	1,455	2,651	5,133	3,164	3,610
Arrivals, by purpose (persons)														
Holiday	0	0	0	0	0	1,745	2,399	2,349	2,346	5,869	3,893	2,324	3,660	5,441
VFR	0	0	0	0	0	2,745	3,617	2,860	3,696	8,176	5,359	3,012	3,592	5,801
Business & Conference	0	0	0	0	0	677	900	591	754	388	422	486	650	569
Sport	0	0	0	0	0	16	95	12	39	15	17	88	37	255
Other	0	0	0	0	0	1,135	1,250	1,359	1,695	2,331	2,630	1,777	2,189	1,654
Cruise ships	0	0	0	0	0	0	0	3,113	1,982	1,455	2,651	5,133	3,164	3,610
Total earnings (tala million)	0.00	0.00	0.00	0.00	0.00	20.58	27.70	23.37	30.62	55.04	36.85	24.65	34.52	48.74
Earnings, by market (tala million)														
American Samoa	0.00	0.00	0.00	0.00	0.00	1.70	1.64	1.05	1.54	3.85	1.81	0.88	2.02	3.52
Australia	0.00	0.00	0.00	0.00	0.00	6.20	6.39	6.50	8.79	19.98	9.38	7.53	9.78	15.48
Europe	0.00	0.00	0.00	0.00	0.00	0.15	0.11	0.14	0.18	0.28	0.25	0.24	0.32	0.42
New Zealand	0.00	0.00	0.00	0.00	0.00	9.17	13.45	11.67	14.81	22.06	19.49	9.23	14.16	22.03
USA	0.00	0.00	0.00	0.00	0.00	1.00	3.30	1.51	1.76	4.32	2.20	2.86	3.84	2.11
Other Countries	0.00	0.00	0.00	0.00	0.00	2.37	2.81	2.51	3.53	4.56	3.72	3.91	4.41	5.18
Cruise ships	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.55	0.34	0.24	0.47	0.94	0.59	0.58
Earnings, by purpose (tala million)														
Holiday	0.00	0.00	0.00	0.00	0.00	5.27	7.84	5.11	5.70	16.97	11.71	7.14	10.77	16.90
VFR	0.00	0.00	0.00	0.00	0.00	10.31	13.37	11.09	20.29	29.71	19.42	10.01	12.03	22.63
Business & Conference	0.00	0.00	0.00	0.00	0.00	2.45	3.04	1.46	2.67	1.35	1.65	1.90	2.35	2.25
Sport	0.00	0.00	0.00	0.00	0.00	0.04	0.35	0.02	0.08	0.04	0.06	0.22	0.14	0.84
Other	0.00	0.00	0.00	0.00	0.00	2.52	3.09	5.68	1.89	6.98	4.02	5.37	9.24	6.12
Cruise ships	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.55	0.34	0.24	0.47	0.94	0.59	0.58
Average expenditure (tala,per person)	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	3,258	3,353	3,258	3,590	3,280	2,991	3,206	3,409	3,553
Tourism Price Index	129.4	139.4	139.6	143.4	147.7	164.5	165.0	162.7	158.8	158.6	163.1	164.6	165.0	167.3
First Number of Months up to	10 months to Apr 21	10 months to Apr 22	11 months to May 22	12 months to June 22	1st month	2 months to Aug 22	3 months to Sep 22	4 months to Oct 22	5 months to Nov 22	6 months to Dec 22	7 months to Jan 23	8 months to Feb 23	9 months to Mar 23	10 months to Apr 23
Total Visitor Arrivals (persons)	0	0	0	0	0	6,318	14,579	21,750	30,280	47,059	59,380	67,067	77,195	90,915
Over the past year (%)	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!
Past 3 year average	-18.4%	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!
Past 5 year average	-9.7%	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!
Arrivals, by market (persons)														
American Samoa	0	0	0	0	0	719	1,442	2,077	2,803	4,126	4,864	5,525	6,351	7,359
Australia	0	0	0	0	0	1,658	3,493	5,052	6,862	12,234	15,034	16,820	19,259	23,138
Europe	0	0	0	0	0	126	236	390	528	704	939	1,204	1,421	1,752
New Zealand	0	0	0	0	0	2,644	6,605	9,935	14,025	21,460	27,956	31,050	35,346	41,408
USA	0	0	0	0	0	386	1,110	1,722	2,329	3,638	4,462	5,169	6,036	7,006
Other Countries	0	0	0	0	0	785	1,693	2,574	3,733	4,897	6,125	7,299	8,782	10,252
Cruise ships	0	0	0	0	0	0	0	3,113	5,095	6,550	9,201	14,334	17,498	21,108
Arrivals, by purpose (persons)														
Holiday	0	0	0	0	0	1,745	4,144	6,493	8,839	14,708	18,601	20,925	24,585	30,026
VFR	0	0	0	0	0	2,745	6,362	9,222	12,918	21,094	26,453	29,465	33,057	38,858
Business & Conference	0	0	0	0	0	677	1,577	2,168	2,922	3,310	3,732	4,218	4,868	5,437
Sport	0	0	0	0	0	16	111	123	162	177	194	282	319	574
Other	0	0	0	0	0	1,135	2,385	3,744	5,439	7,770	10,400	12,177	14,366	16,020
Cruise ships	0	0	0	0	0	0	0	3,113	5,095	6,550	9,201	14,334	17,498	21,108
Total Visitor Earnings (tala million)	0.00	0.00	0.00	0.00	0.00	20.58	48.28	71.65	102.27	157.31	194.17	218.82	253.34	302.08
Over the past year (%)	-100.0%	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!
Past 3 year average	-15.3%	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!
Past 5 year average	-7.2%	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!
Earnings, by market (tala million)														
American Samoa	0.0	0.0	0.0	0.0	0.0	1.7	3.3	4.4	5.9	9.8	11.6	12.5	14.5	18.0
Australia	0.0	0.0	0.0	0.0	0.0	6.2	12.6	19.1	27.9	47.9	57.2	64.8	74.5	90.0
Europe	0.0	0.0	0.0	0.0	0.0	0.2	0.3	0.4	0.6	0.9	1.1	1.4	1.7	2.1
New Zealand	0.0	0.0	0.0	0.0	0.0	9.2	22.6	34.3	49.1	71.2	90.7	99.9	114.0	136.1
USA	0.0	0.0	0.0	0.0	0.0	1.0	4.3	5.8	7.6	11.9	14.1	17.0	20.8	22.9
Other Countries	0.0	0.0	0.0	0.0	0.0	2.4	5.2	7.7	11.2	15.8	19.5	23.4	27.8	33.0
Cruise ships	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.9	1.1	1.6	2.5	3.1	3.7
Earnings, by purpose (tala million)														
Holiday	0.0	0.0	0.0	0.0	0.0	5.3	13.1	18.2	23.9	40.9	52.6	59.7	70.5	87.4
VFR	0.0	0.0	0.0	0.0	0.0	10.3	23.7	34.8	55.1	84.8	104.2	114.2	126.2	148.9
Business & Conference	0.0	0.0	0.0	0.0	0.0	2.5	5.5	7.0	9.6	11.0	12.6	14.5	16.9	19.1
Sport	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.4	0.5	0.5	0.6	0.8	0.9	1.8
Other	0.0	0.0	0.0	0.0	0.0	2.5	5.6	11.3	13.2	20.2	24.2	29.5	38.8	44.9
Cruise ships	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.9	1.1	1.6	2.5	3.1	3.7

(1) Including July 2022 which was a month inclusive of the lockdown period.

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Table 2.

INFLOW OF PRIVATE REMITTANCES

AMOUNTS IN TALA MILLION

Amount in Tala Millions	Apr-21	Apr-22	May-22	Jun-22	Jul-22	Aug-22	Sep-22	Oct-22	Nov-22	Dec-22	Jan-23	Feb-23	Mar-23	Apr-23
By Recipient (Tala Millions)	43.37	58.35	67.63	72.20	83.06	72.26	69.24	62.59	74.58	94.51	55.08	56.55	64.98	50.03
Banknotes	0.16	0.25	2.24	3.54	3.26	3.86	4.80	5.13	6.99	6.29	4.15	5.64	3.90	4.01
Churches, school, Charities	2.21	1.90	3.83	5.61	1.85	2.82	0.28	1.27	5.72	4.35	0.56	2.12	2.67	0.85
Individual/Family/Households	37.32	55.35	60.16	61.38	76.50	62.94	61.99	54.66	60.40	82.09	48.88	47.56	56.81	43.30
In Kind	0.51	0.68	0.70	0.62	0.68	0.94	0.86	0.89	0.86	0.93	0.82	0.55	1.04	0.75
Others	3.17	0.17	0.69	1.05	0.76	1.70	1.31	0.64	0.62	0.84	0.68	0.68	0.57	1.11
By Country (Tala Millions)	43.37	58.35	67.63	72.20	83.06	72.26	69.24	62.59	74.58	94.51	55.08	56.55	64.98	50.03
USA	6.63	7.04	7.89	8.79	10.79	8.18	9.92	10.77	10.62	12.35	7.87	10.44	8.87	8.32
New Zealand	20.35	25.27	29.19	32.40	33.03	28.17	28.88	24.15	29.69	38.01	22.90	21.53	27.88	22.40
Australia	10.93	19.85	22.02	23.14	30.19	28.88	25.36	22.69	26.33	36.45	20.65	20.81	23.05	16.01
American Samoa	3.22	3.91	4.40	3.81	6.67	4.23	4.09	4.32	3.77	5.06	3.12	3.26	4.07	2.90
Others	2.23	2.27	4.13	4.06	2.38	2.81	0.99	0.65	4.18	2.65	0.54	0.51	1.12	0.40
By Channel (%)														
Banks	7.5%	15.5%	16.4%	20.7%	12.6%	20.1%	17.6%	16.0%	20.7%	17.5%	8.7%	13.5%	13.9%	19.6%
Non Banks (1)	92.5%	84.5%	83.6%	79.3%	87.4%	79.9%	82.4%	84.0%	79.3%	82.5%	91.3%	86.5%	86.1%	80.4%
Total Remittances (Tala Millions)	43.37	58.35	67.63	72.20	83.06	72.26	69.24	62.59	74.58	94.51	55.08	56.55	64.98	50.03
First Number of Months up to	10 months to April 21	10 months to Apr 22	11 months to May 22	12 months to June 22	1st month	2 months to Aug 22	3 months to Sep 22	4 months to Oct 22	5 months to Nov 22	6 months to Dec 22	7 months to Jan 23	8 months to Feb 23	9 months to Mar 23	10 months to Apr 23
Total Remittances (Tala Millions)	501.79	592.60	660.23	732.43	83.06	155.32	224.56	287.15	361.73	456.25	511.33	567.88	632.87	682.89
Percentage Change (over same period last year)	9.8%	18.1%	18.9%	20.7%	55.5%	40.0%	36.6%	23.1%	20.1%	20.0%	20.5%	18.5%	18.5%	15.2%
3 year average (%)	11.5%	8.1%	7.4%	7.5%	10.7%	7.9%	9.4%	12.0%	13.0%	11.6%	10.5%	10.7%	9.5%	9.9%
5 year average (%)	5.9%	9.3%	9.3%	9.3%	10.4%	10.0%	10.0%	11.7%	12.3%	12.4%	11.8%	12.2%	12.2%	12.4%
By Recipient (Tala Millions)														
Banknotes	5.20	3.97	6.21	9.75	3.26	7.13	11.92	17.06	24.05	30.34	34.49	40.13	44.02	48.04
Churches, school, Charities	32.17	22.62	26.46	32.06	1.85	4.67	4.96	6.23	11.95	16.30	16.86	18.98	21.65	22.51
Individual/Family/Households	443.04	545.92	606.08	667.46	76.50	139.44	201.43	256.09	316.49	398.59	447.46	495.02	551.83	595.13
In Kind	5.45	8.27	8.96	9.58	0.68	1.62	2.47	3.36	4.22	5.15	5.97	6.51	7.55	8.30
Others	15.92	11.82	12.51	13.57	0.76	2.47	3.78	4.42	5.03	5.88	6.56	7.24	7.81	8.92
By Country (Tala Millions)														
USA	70.58	83.42	91.31	100.10	10.79	18.97	28.89	39.66	50.27	62.62	70.50	80.94	89.80	98.12
New Zealand	211.65	240.89	270.08	302.48	33.03	61.20	90.07	114.23	143.92	181.93	204.83	226.36	254.24	276.64
Australia	160.99	213.63	235.66	258.79	30.19	59.07	84.43	107.12	133.45	169.90	190.55	211.37	234.41	250.42
American Samoa	36.03	38.18	42.58	46.38	6.67	10.91	15.00	19.32	23.09	28.14	31.26	34.52	38.59	41.49
Others	22.54	16.47	20.60	24.66	2.38	5.18	6.18	6.83	11.01	13.65	14.20	14.70	15.82	16.22

(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.