



CENTRAL BANK OF SAMOA

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TO THE GOVERNOR

VISITOR EARNINGS & REMITTANCES REPORT AUGUST 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.2: 2023/24

August 2023

Visitor Arrivals¹

Total **visitor arrivals** decreased further by **4.6 percent (or 799 visitors)** to a total of **16,471 visitors** over July 2023 but was more than double (160.7 percent) its numbers in August last year, when international borders first reopened following the COVID-19 lockdowns.

The decrease in visitor arrivals over July 2023 was mainly due to reductions in arrivals from New Zealand (down by 854 visitors) and the United States (USA) (down by 601 visitors) while higher numbers were recorded for Australia and American Samoa (both up by 226 visitors), Other Countries (up by 106 visitors) and Europe (up by 98 visitors).

By purpose of visit, decreases were noted for 'Holiday' (down by 849 visitors), 'Business and Conference' (down by 558 visitors), 'Other' (down by 257 visitors) and 'Visiting Family and Relatives' (down by 51 visitors) visitors. This has managed to offset an increase in the those who were here for 'Sports' (up by 916 visitors).

Despite the drop in arrival numbers, total international visitor receipts recorded a slight increase of 6.1 percent (or \$3.0 million) to \$55.5 million over the previous month. This was mainly driven by an increase of 11.2 percent in the average spending visitor expenditure for the month of August.

Accounting for this improvement over the month was higher spending by Australian visitors (up \$5.0

million), New Zealand (up by \$1.7 million) and Europe (up by \$0.3 million). Moreover, visitors that were here for 'Sports', 'Holiday' and 'Visiting Families and Friends' all went up by \$2.2 million, \$1.2 million, and \$0.3 million in that order.

In the first 2 months of FY 2023/2024, total arrivals expanded by 27,423 visitors to 33,741 compared to the same period last year where international borders had only reopened in August 2022.

Remittances

Total remittances in August 2023 rose further by 7.0 percent (or \$5.2 million) to \$79.4 million over the previous month and was 9.9 percent (or \$7.1 million) higher than in August 2022.

Accounting for the overall increase over the month was higher funds received from New Zealand (up by \$4.2 million), Australia (up by \$2.8 million) and 'Others' (up by \$1.1 million). These were partially offset by decreases from the USA (down by \$2.5 million) and American Samoa (down by \$0.5 million). In terms of recipients, funds for 'Non-profit institutions serving households' (NPISH), 'Family and Households', 'Hand carried cash' and 'In-Kind' expanded by \$2.9 million, \$1.3 million, \$1.2 million, and \$0.1 million in that order.

Total inflow of private remittances in the first two months of FY 2022/23 dropped by 0.6 percent (or \$0.9 million) to \$154.5 million over the same period last year.

The monthly share of total remittances received through Money Transfer Operators (MTO's) fell to 73.2 percent from 79.9 percent in August 2022 while funds received through commercial banks went up to

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.

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26.8 percent from 20.1 percent over the same period last year.

The average monthly cost of sending NZD\$200.00 to Samoa dropped to 7.71 percent from 8.96 percent in August 2022 while the average cost of sending AUD\$200.00 to Samoa expanded to 7.15 percent from 6.44 percent over the year.

CENTRAL BANK OF SAMOA
05th October 2023

VISITOR EARNINGS & REMITTANCES REPORT

August 2023

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

	Aug-21	Aug-22	Sep-22	Oct-22	Nov-22	Dec-22	Jan-23	Feb-23	Mar-23	Apr-23	May-23	Jun-23	Jul-23	Aug-23
Total arrivals (persons)	0	6,318	8,261	7,171	8,530	16,779	12,321	7,687	10,128	13,720	15,719	18,021	17,270	16,471
Total arrivals incl. cruise ships (1)	0	6,318	8,261	10,284	10,512	18,234	14,972	12,820	13,292	17,330	15,719	18,021	17,270	16,471
Arrivals, by market (persons)														
American Samoa	0	719	723	635	726	1,323	738	661	826	1,008	819	1,714	1,007	1,233
Australia	0	1,658	1,835	1,559	1,810	5,372	2,800	1,786	2,439	3,879	4,495	4,893	4,229	4,455
Europe	0	126	110	154	138	176	235	265	217	331	310	340	371	469
New Zealand	0	2,644	3,961	3,330	4,090	7,435	6,496	3,094	4,296	6,062	6,902	7,561	7,827	6,973
USA	0	386	724	612	607	1,309	824	707	867	970	1,247	1,563	1,831	1,230
Other Countries	0	785	908	881	1,159	1,164	1,228	1,174	1,483	1,470	1,946	1,950	2,005	2,111
Cruise ships	0	0	0	3,113	1,982	1,455	2,651	5,133	3,164	3,610	0	0	0	0
Arrivals, by purpose (persons)														
Holiday	0	1,745	2,399	2,349	2,346	5,869	3,893	2,324	3,660	5,441	5,891	7,722	8,098	7,249
VFR	0	2,745	3,617	2,860	3,696	8,176	5,359	3,012	3,592	5,801	6,070	6,996	5,107	5,056
Business & Conference	0	677	900	591	754	388	422	486	650	569	1,397	1,280	1,290	732
Sport	0	16	95	12	39	15	17	88	37	255	383	120	154	1,070
Other	0	1,135	1,250	1,359	1,695	2,331	2,630	1,777	2,189	1,654	1,978	1,903	2,621	2,364
Cruise ships	0	0	0	3,113	1,982	1,455	2,651	5,133	3,164	3,610	0	0	0	0
Total earnings (tala million)	0.00	20.58	27.70	23.37	30.62	55.04	36.85	24.65	34.52	48.74	61.23	57.68	52.32	55.50
Earnings, by market (tala million)														
American Samoa	0.00	1.70	1.64	1.05	1.54	3.85	1.81	0.88	2.02	3.52	3.42	5.11	2.75	2.59
Australia	0.00	6.20	6.39	6.50	8.79	19.98	9.38	7.53	9.78	15.48	16.32	17.34	12.54	17.56
Europe	0.00	0.15	0.11	0.14	0.18	0.28	0.25	0.24	0.32	0.42	0.32	0.30	0.31	0.60
New Zealand	0.00	9.17	13.45	11.67	14.81	22.06	19.49	9.23	14.16	22.03	29.22	22.00	23.41	25.10
USA	0.00	1.00	3.30	1.51	1.76	4.32	2.20	2.86	3.84	2.11	3.87	5.24	6.12	3.27
Other Countries	0.00	2.37	2.81	2.51	3.53	4.56	3.72	3.91	4.41	5.18	8.08	7.69	7.19	6.39
Cruise ships	0.00	0.00	0.00	0.55	0.34	0.24	0.47	0.94	0.59	0.66	0.00	0.00	0.00	0.00
Earnings, by purpose (tala million)														
Holiday	0.00	5.27	7.85	5.11	5.70	16.96	11.71	7.13	10.78	16.90	21.44	22.76	23.23	24.48
VFR	0.00	10.31	13.37	11.09	20.29	29.73	19.42	10.02	12.03	22.63	29.83	28.02	20.21	20.48
Business & Conference	0.00	2.45	3.04	1.46	2.67	1.35	1.65	1.90	2.34	2.25	4.50	4.25	3.57	2.96
Sport	0.00	0.04	0.35	0.02	0.08	0.04	0.06	0.22	0.14	0.84	1.51	0.23	0.60	2.85
Other	0.00	2.52	3.09	5.68	1.89	6.97	4.02	5.37	9.23	6.12	3.96	2.41	4.71	4.74
Cruise ships	0.00	0.00	0.00	0.55	0.34	0.24	0.47	0.94	0.59	0.66	0.00	0.00	0.00	0.00
Average expenditure (tala, per person)	#DIV/0!	3.258	3.353	3.258	3.590	3.280	2.991	3.206	3.409	3.553	3.895	3.201	3.030	3.370
Tourism Price Index	134.8	164.5	165.0	162.7	158.8	158.6	163.1	164.6	165.0	167.3	167.0	169.8	175.2	173.8
First Number of Months up to	2 months to Aug 21	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	11 months to May 23	12 months to June 23	1st month	2 months to Aug 2023
Total Visitor Arrivals (persons)	0	6,318	14,579	21,750	30,280	47,059	59,380	67,067	77,195	90,915	106,634	124,655	17,270	33,741
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!	160.7%
Past 3 year average	-20.4%	#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	-13.3%	#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!
Arrivals, by market (persons)														
American Samoa	0	719	1,442	2,077	2,803	4,126	4,864	5,525	6,351	7,359	8,178	9,892	1,007	2,240
Australia	0	1,658	3,493	5,052	6,862	12,234	15,034	16,820	19,259	23,138	27,633	32,526	4,229	8,684
Europe	0	126	236	390	528	704	939	1,204	1,421	1,752	2,062	2,402	371	840
New Zealand	0	2,644	6,605	9,935	14,025	21,460	27,956	31,050	35,346	41,408	48,310	55,871	7,827	14,800
USA	0	386	1,110	1,722	2,329	3,638	4,462	5,169	6,036	7,006	8,253	9,816	1,831	3,061
Other Countries	0	785	1,693	2,574	3,733	4,897	6,125	7,299	8,782	10,252	12,198	14,148	2,005	4,116
Cruise ships	0	0	0	3,113	5,095	6,550	9,201	14,334	17,498	21,108	21,108	21,108	0	0
Arrivals, by purpose (persons)														
Holiday	0	1,745	4,144	6,493	8,839	14,708	18,601	20,925	24,585	30,026	35,917	43,639	8,098	15,347
VFR	0	2,745	6,362	9,222	12,918	21,094	26,453	29,465	33,057	38,858	44,928	51,924	5,107	10,163
Business & Conference	0	677	1,577	2,168	2,922	3,310	3,732	4,218	4,868	5,437	6,834	8,114	1,290	2,022
Sport	0	16	111	123	162	177	194	282	319	574	957	1,077	154	1,224
Other	0	1,135	2,385	3,744	5,439	7,770	10,400	12,177	14,366	16,020	17,998	19,901	2,621	4,985
Cruise ships	0	0	0	3,113	5,095	6,550	9,201	14,334	17,498	21,108	21,108	21,108	0	0
Total Visitor Earnings (tala million)	0.00	20.58	48.28	71.65	102.27	157.31	194.17	218.82	253.34	302.08	363.31	420.99	52.32	107.83
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!	423.9%
Past 3 year average	-19.1%	#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	-10.0%	#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!
Earnings, by market (tala million)														
American Samoa	0.0	1.7	3.3	4.4	5.9	9.8	11.6	12.5	14.5	18.0	21.4	26.5	2.7	5.3
Australia	0.0	6.2	12.6	19.1	27.9	47.9	57.2	64.8	74.5	90.0	106.3	123.7	12.5	30.1
Europe	0.0	0.2	0.3	0.4	0.6	0.9	1.1	1.4	1.7	2.1	2.4	2.7	0.3	0.9
New Zealand	0.0	9.2	22.6	34.3	49.1	71.2	90.7	99.9	114.0	136.1	165.3	187.3	23.4	48.5
USA	0.0	1.0	4.3	5.8	7.6	11.9	14.1	17.0	20.8	22.9	26.8	32.0	6.1	9.4
Other Countries	0.0	2.4	5.2	7.7	11.2	15.8	19.5	23.4	27.8	33.0	41.1	48.8	7.2	13.6
Cruise ships	0.0	0.0	0.0	0.5	0.9	1.1	1.6	2.5	3.1	3.8	3.8	3.8	0.0	0.0
Earnings, by purpose (tala million)														
Holiday	0.0	5.3	13.1	18.2	23.9	40.9	52.6	59.7	70.5	87.41	108.85	131.61	23.23	47.71
VFR	0.0	10.3	23.7	34.8	55.1	84.8	104.2	114.2	126.2	148.9	178.7	206.7	20.2	40.7
Business & Conference	0.0	2.5	5.5	7.0	9.6	11.0	12.6	14.5	16.9	19.1	23.6	27.9	3.6	6.5
Sport	0.0	0.0	0.4	0.4	0.5	0.5	0.6	0.8	0.9	1.8	3.3	3.5	0.6	3.5
Other	0.0	2.5	5.6	11.3	13.2	20.2	24.2	29.5	38.8	44.9	48.9	51.3	4.7	9.4
Cruise ships	0.0	0.0	0.0	0.5	0.9	1.1	1.6	2.5	3.1	3.8	3.8	3.8	0.0	0.0

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

VISITOR EARNINGS & REMITTANCES REPORT

August 2023

Table 2.

INFLOW OF PRIVATE REMITTANCES

AMOUNTS IN TALA MILLION

Amount in Tala Millions	Aug-21	Aug-22	Sep-22	Oct-22	Nov-22	Dec-22	Jan-23	Feb-23	Mar-23	Apr-23	May-23	Jun-23	Jul-23	Aug-23
By Recipient (Tala Millions)	57.54	72.26	69.24	62.59	74.58	94.51	55.08	56.55	64.72	50.03	75.74	73.75	74.25	79.41
Banknotes	0.25	3.86	4.80	5.13	6.99	6.29	4.15	5.64	3.90	4.01	12.15	4.83	3.20	4.38
Churches, school, Charities	0.67	2.82	0.28	1.27	5.72	4.35	0.56	2.12	2.67	0.85	6.82	2.98	4.33	7.17
Individual/Family/Households	55.19	62.94	61.99	54.66	60.40	82.09	48.88	47.56	56.81	43.30	55.17	64.50	65.40	66.73
In Kind	0.57	0.94	0.86	0.89	0.86	0.93	0.82	0.55	0.78	0.75	0.79	0.82	0.70	0.81
Others	0.85	1.70	1.31	0.64	0.62	0.84	0.68	0.68	0.57	1.11	0.81	0.63	0.62	0.31
By Country (Tala Millions)	57.54	72.26	69.24	62.59	74.58	94.51	55.08	56.55	64.72	50.03	75.74	73.75	74.25	79.41
USA	8.51	8.18	9.92	10.77	10.62	12.35	7.87	10.44	8.83	8.32	9.53	10.90	13.18	10.73
New Zealand	20.85	28.17	28.88	24.15	29.69	38.01	22.90	21.53	27.77	22.40	31.85	28.29	24.27	28.43
Australia	23.49	28.88	25.36	22.69	26.33	36.45	20.65	20.81	22.95	16.01	23.28	28.16	29.48	32.32
American Samoa	3.93	4.23	4.09	4.32	3.77	5.06	3.12	3.26	4.05	2.90	4.00	4.02	3.98	3.48
Others	0.76	2.81	0.99	0.65	4.18	2.65	0.54	0.51	1.12	0.40	7.09	2.38	3.33	4.45
By Channel (%)														
Banks	17.4%	20.1%	17.6%	16.0%	20.7%	17.5%	8.7%	13.5%	14.0%	19.6%	21.7%	19.4%	22.1%	26.8%
Non Banks (1)	82.6%	79.9%	82.4%	84.0%	79.3%	82.5%	91.3%	86.5%	86.0%	80.4%	78.3%	80.6%	77.9%	73.2%
Total Remittances (Tala Millions)	57.54	72.26	69.24	62.59	74.58	94.51	55.08	56.55	64.72	50.03	75.74	73.75	74.25	79.41
First Number of Months up to	2 months	2 months	3 months	4 months	5 months	6 months	7 months	8 months	9 months	10 months	11 months	12 months	1st	2nd
	to Aug 21	to Aug 22	to Sep 22	to Oct 22	to Nov 22	to Dec 22	to Jan 23	to Feb 23	to Mar 23	to Apr 23	to May 23	to June 23	month	month
Total Remittances (Tala Millions)	110.96	155.32	224.56	287.15	361.73	456.25	511.33	567.88	632.60	682.63	758.37	832.13	74.25	153.66
Percentage Change (over same period last year)	-0.5%	40.0%	36.6%	23.1%	20.1%	20.0%	20.5%	18.5%	18.4%	15.2%	14.9%	13.6%	-10.6%	-1.1%
3 year average (%)	16.7%	7.9%	9.4%	12.0%	13.0%	11.6%	10.5%	10.7%	9.5%	9.9%	10.1%	11.1%	18.6%	16.8%
5 year average (%)	10.8%	10.0%	10.0%	11.7%	12.3%	12.4%	11.8%	12.2%	12.2%	12.4%	12.7%	12.9%	21.5%	17.9%
By Recipient (Tala Millions)														
Banknotes	0.73	7.13	11.92	17.06	24.05	30.34	34.49	40.13	44.02	48.04	60.19	65.02	3.20	7.58
Churches, school, Charities	3.21	4.67	4.96	6.23	11.95	16.30	16.86	18.98	21.65	22.51	29.32	32.30	4.33	11.50
Individual/Family/Households	101.66	139.44	201.43	256.09	316.49	398.59	447.46	495.02	551.83	595.13	650.30	714.80	65.40	132.12
In Kind	3.43	1.62	2.47	3.36	4.22	5.15	5.97	6.51	7.29	8.04	8.83	9.65	0.70	1.51
Others	1.93	2.47	3.78	4.42	5.03	5.88	6.56	7.24	7.81	8.92	9.73	10.36	0.62	0.93
By Country (Tala Millions)														
USA	15.33	18.97	28.89	39.66	50.27	62.62	70.50	80.94	89.77	98.09	107.61	118.51	13.18	23.91
New Zealand	43.94	61.20	90.07	114.23	143.92	181.93	204.83	226.36	254.13	276.53	308.38	336.67	24.27	52.70
Australia	40.35	59.07	84.43	107.12	133.45	169.90	190.55	211.37	234.32	250.33	273.61	301.77	29.48	61.80
American Samoa	8.14	10.91	15.00	19.32	23.09	28.14	31.26	34.52	38.57	41.47	45.48	49.49	3.98	7.46
Others	3.20	5.18	6.18	6.83	11.01	13.65	14.20	14.70	15.82	16.22	23.30	25.68	3.33	7.79

(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.