



VISITOR EARNINGS & REMITTANCES REPORT JANUARY 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.7: 2022/23

January 2023

Visitor Arrivals¹

Following the peak period during the festive season in the previous month, total **visitor arrivals** fell by a seasonal 26.6 percent (or 4,458 visitors) to a total of **12,321 visitors**.

The decrease in visitor arrivals over December 2022 was mainly due to contractions in visitors from Australia (down by 2,572 visitors), New Zealand (down by 939 visitors), American Samoa (down by 585 visitors) and USA (down by 485 visitors). By purpose, reductions were noted for 'Visiting Friends and Relatives (VFR) (down by 2,817 visitors) and 'Holiday' (down by 1,976 visitors).

As a result, **total visitor receipts narrowed by 33.0 percent (or \$18.2 million) to \$36.9 million** when compared to the previous month. Largely responsible for this decrease were dropped in visitor earnings from Australia (down by \$10.6 million), New Zealand (down by \$2.6 million), USA (down by \$2.1 million), American Samoa (down by \$2.0 million) and 'Other Countries' (down by \$0.8 million). By purpose, proceeds from VFR, Holiday and 'Others' all fell by \$10.3 million, \$5.3 million and \$3.0 million.

In the first seven months of FY2022/23², total tourism earnings amounted to **\$194.2 million**. By country, New Zealand was the main source country with 46.7 percent, followed by Australia at 29.5 percent, USA (at 7.6 percent) and 'Other Countries' (at 10.0 percent). American Samoa and Europe recorded shares of 6.0 percent and 0.6 percent

respectively. By purpose of visit, 'VFR', 'Holiday', 'Others', 'Business and Conference' and 'Sports' recorded shares of 53.7 percent, 27.1 percent, 12.5 percent, 6.5 percent and 0.3 percent in that order.

Remittances

Total **inflow of remittances expanded by 24.9 percent (or \$10.9 million)** to \$55.1 million when compared to January last year but was 41.7 percent (or \$39.4 million) lower than the previous month reflecting a return to normal levels after the festive season celebrations.

The boost in remittances over the year was accounted for by increases in funds received from Australia (up by \$5.5 million), New Zealand (up by \$4.9 million), USA (up by \$1.3 million) and American Samoa (up by \$0.5 million) respectively. In terms of recipients, gains were recorded for 'Non-profit institution serving households' (NPISH)³, 'Hand-carried cash' and 'In kind' transfers were up by \$11.8 million, \$3.7 million and \$0.4 million in that order.

In the first seven months of FY2022/23, total inflow of remittances were 20.5 percent (or \$86.9 million) higher at \$511.3 million over the same period in FY2021/2022. Accounting for this increase in the first seven months were higher transfers from Australia (up by \$35.7 million), New Zealand (up by \$32.6 million), USA (up by \$13.3 million), American Samoa (up by \$2.7 million) and 'Others' (up by \$2.6 million). This increase was partially aided by a depreciation of the Samoan Tala against the US dollar (by 5.5 percent). As for recipients, total funds for 'Family and households', 'NPISH'

¹ Samoa re-opened its border to international travelers on 1st August 2022.

² Including July 2022 where Samoa was still in lockdown.

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

and 'Hand-carried cash' increased by \$58.8 million, \$31.2 million and \$1.4 million respectively.

The monthly share of total remittances received through Money Transfer Operators (MTOs) went up to 91.3 percent from 80.5 percent when compared to the same month last year. However, funds received through commercial banks dropped to 8.7 percent from 19.5 percent in January last year.

The average monthly cost of sending NZD\$200.00 to Samoa contracted to 7.32 percent of total funds from 8.40 percent in January 2022 while the average cost of sending AUD\$200.00 to Samoa edged up to 7.27 percent from 6.01 percent over the year.

CENTRAL BANK OF SAMOA
13th March 2023

VISITOR EARNINGS & REMITTANCES REPORT

January 2023

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

	Jan-21	Jan-22	Feb-22	Mar-22	Apr-22	May-22	Jun-22	Jul-22	Aug-22	Sep-22	Oct-22	Nov-22	Dec-22	Jan-23
Total arrivals (persons)	0	0	0	0	0	0	0	0	6,318	8,261	7,171	8,530	16,779	12,321
Total arrivals incl. cruise ships (1)	0	0	0	0	0	0	0	0	6,318	8,261	10,284	10,512	18,234	14,972
Arrivals, by market (persons)														
American Samoa	0	0	0	0	0	0	0	0	719	723	635	726	1,323	738
Australia	0	0	0	0	0	0	0	0	1,658	1,835	1,559	1,810	5,372	2,800
Europe	0	0	0	0	0	0	0	0	126	110	154	138	176	235
New Zealand	0	0	0	0	0	0	0	0	2,644	3,961	3,330	4,090	7,435	6,496
USA	0	0	0	0	0	0	0	0	386	724	612	607	1,309	824
Other Countries	0	0	0	0	0	0	0	0	785	908	881	1,159	1,164	1,228
Cruise ships	0	0	0	0	0	0	0	0	0	0	3,113	1,982	1,455	2,651
Arrivals, by purpose (persons)														
Holiday	0	0	0	0	0	0	0	0	1,745	2,399	2,349	2,346	5,869	3,893
VFR	0	0	0	0	0	0	0	0	2,745	3,617	2,860	3,696	8,176	5,359
Business & Conference	0	0	0	0	0	0	0	0	677	900	591	754	388	422
Sport	0	0	0	0	0	0	0	0	16	95	12	39	15	17
Other	0	0	0	0	0	0	0	0	1,135	1,250	1,359	1,695	2,331	2,630
Cruise ships	0	0	0	0	0	0	0	0	0	0	3,113	1,982	1,455	2,651
Total earnings (tala million)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	20.58	27.70	23.37	30.62	55.04	36.85
Earnings, by market (tala million)														
American Samoa	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.70	1.64	1.05	1.54	3.85	1.81
Australia	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	6.20	6.39	6.50	8.79	19.98	9.38
Europe	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.15	0.11	0.14	0.18	0.28	0.25
New Zealand	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	9.17	13.45	11.67	14.81	22.06	19.49
USA	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.00	3.30	1.51	1.76	4.32	2.20
Other Countries	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.37	2.81	2.51	3.53	4.56	3.72
Cruise ships	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.55	0.34	0.24	0.26
Earnings, by purpose (tala million)														
Holiday	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	5.27	7.84	5.11	5.70	16.97	11.71
VFR	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	10.31	13.37	11.09	20.29	29.71	19.42
Business & Conference	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.45	3.04	1.46	2.67	1.35	1.65
Sport	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.04	0.35	0.02	0.08	0.04	0.06
Other	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.52	3.09	5.68	1.89	6.98	4.02
Cruise ships	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.55	0.34	0.24	0.26
Average expenditure (tala,per person)	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	3,258	3,353	3,258	3,590	3,280	2,991
Tourism Price Index	125.7	137.4	137.6	138.7	139.4	139.6	143.4	147.7	164.5	165.0	162.7	158.8	158.6	163.1
First Number of Months up to	7 months to Jan 21	7 months to Jan 22	8 months to Feb 22	9 months to Mar 22	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
Total Visitor Arrivals (persons)	0	0	0	0	0	0	0	0	6,318	14,579	21,750	30,280	47,059	59,380
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	-2.4%	-28.8%	-25.0%	-41.8%	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!
Past 5 year average	0.4%	-22.1%	-22.0%	-29.8%	#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	0	0	0	719	1,442	2,077	2,803	4,126	4,864
Australia	0	0	0	0	0	0	0	0	1,658	3,493	5,052	6,862	12,234	15,034
Europe	0	0	0	0	0	0	0	0	126	236	390	528	704	939
New Zealand	0	0	0	0	0	0	0	0	2,644	6,605	9,935	14,025	21,460	27,956
USA	0	0	0	0	0	0	0	0	386	1,110	1,722	2,329	3,638	4,462
Other Countries	0	0	0	0	0	0	0	0	785	1,693	2,574	3,733	4,897	6,125
Cruise ships	0	0	0	0	0	0	0	0	0	0	3,113	5,095	6,550	9,201
Arrivals, by purpose (persons)														
Holiday	0	0	0	0	0	0	0	0	1,745	4,144	6,493	8,839	14,708	18,601
VFR	0	0	0	0	0	0	0	0	2,745	6,362	9,222	12,918	21,094	26,453
Business & Conference	0	0	0	0	0	0	0	0	677	1,577	2,168	2,922	3,310	3,732
Sport	0	0	0	0	0	0	0	0	16	111	123	162	177	194
Other	0	0	0	0	0	0	0	0	1,135	2,385	3,744	5,439	7,770	10,400
Cruise ships	0	0	0	0	0	0	0	0	0	0	3,113	5,095	6,550	9,201
Total Visitor Earnings (tala million)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	20.58	48.28	71.65	102.27	157.31	194.17
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	1.3%	-27.9%	-26.3%	-42.0%	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!
Past 5 year average	3.2%	-19.8%	-19.5%	-26.1%	#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	0.0	0.0	0.0	1.7	3.3	4.4	5.9	9.8	11.6
Australia	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	6.2	12.6	19.1	27.9	47.9	57.2
Europe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.3	0.4	0.6	0.9	1.1
New Zealand	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	9.2	22.6	34.3	49.1	71.2	90.7
USA	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	4.3	5.8	7.6	11.9	14.1
Other Countries	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.4	5.2	7.7	11.2	15.8	19.5
Cruise ships	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.9	1.1	1.4
Earnings, by purpose (tala million)														
Holiday	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.3	13.1	18.2	23.9	40.9	52.6
VFR	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	10.3	23.7	34.8	55.1	84.8	104.2
Business & Conference	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.5	5.5	7.0	9.6	11.0	12.6
Sport	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.4	0.5	0.5	0.6
Other	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.5	5.6	11.3	13.2	20.2	24.2
Cruise ships	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.9	1.1	1.4

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

VISITOR EARNINGS & REMITTANCES REPORT

January 2023

Table 2.

INFLOW OF PRIVATE REMITTANCES

AMOUNTS IN TALA MILLION

Amount in Tala Millions	Jan-21	Jan-22	Feb-22	Mar-22	Apr-22	May-22	Jun-22	Jul-22	Aug-22	Sep-22	Oct-22	Nov-22	Dec-22	Jan-23
By Recipient (Tala Millions)	40.46	44.09	54.64	55.20	58.35	67.63	72.20	83.06	72.26	69.24	62.59	74.58	94.51	55.08
Banknotes	0.09	0.48	0.16	0.28	0.25	2.24	3.54	3.26	3.86	4.80	5.13	6.99	6.29	4.15
Churches, school, Charities	2.99	2.30	3.93	1.32	1.90	3.83	5.61	1.85	2.82	0.28	1.27	5.72	4.35	0.56
Individual/Family/Households	36.28	37.04	49.36	52.51	55.35	60.16	61.38	76.50	62.94	61.99	54.66	60.40	82.09	48.88
In Kind	0.52	0.38	0.73	0.46	0.68	0.70	0.62	0.68	0.94	0.86	0.89	0.86	0.93	0.82
Others	0.58	3.90	0.45	0.63	0.17	0.69	1.05	0.76	1.70	1.31	0.64	0.62	0.84	0.68
By Country (Tala Millions)	40.46	44.09	54.64	55.20	58.35	67.63	72.20	83.06	72.26	69.24	62.59	74.58	94.51	55.08
USA	7.47	6.58	10.22	8.94	7.04	7.89	8.79	10.79	8.18	9.92	10.77	10.62	12.35	7.87
New Zealand	17.51	17.92	19.96	23.42	25.27	29.19	32.40	33.03	28.17	28.88	24.15	29.69	38.01	22.90
Australia	11.94	15.15	19.50	19.40	19.85	22.02	23.14	30.19	28.88	25.36	22.69	26.33	36.45	20.65
American Samoa	2.34	2.60	2.93	2.79	3.91	4.40	3.81	6.67	4.23	4.09	4.32	3.77	5.06	3.12
Others	1.19	1.84	2.02	0.65	2.27	4.13	4.06	2.38	2.81	0.99	0.65	4.18	2.65	0.54
By Channel (%)														
Banks	10.0%	19.5%	20.3%	15.7%	15.5%	16.4%	20.7%	12.6%	20.1%	17.6%	16.0%	20.7%	17.5%	0.0%
Non Banks (1)	90.0%	80.5%	79.7%	84.3%	84.5%	83.6%	79.3%	87.4%	79.9%	82.4%	84.0%	79.3%	82.5%	0.0%
Total Remittances (Tala Millions)	40.46	44.09	54.64	55.20	58.35	67.63	72.20	83.06	72.26	69.24	62.59	74.58	94.51	55.08
First Number of Months up to	7 months to Jan 21	7 months to Jan 22	8 months to Feb 22	9 months to Mar 22	10 months to Apr 22	11 months to May 22	12 months to June 22	1st month to Aug 22	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
Total Remittances (Tala Millions)	364.49	424.41	479.05	534.25	592.60	660.23	732.43	83.06	155.32	224.56	287.15	361.73	456.25	511.33
Percentage Change (over same period last year)	10.0%	16.4%	17.8%	16.5%	18.1%	18.9%	20.7%	55.5%	40.0%	36.6%	23.1%	20.1%	20.0%	20.5%
3 year average (%)	10.9%	9.9%	9.2%	8.8%	8.1%	7.4%	7.5%	10.7%	7.9%	9.4%	12.0%	13.0%	11.6%	10.5%
5 year average (%)	6.1%	9.4%	9.2%	9.5%	9.3%	9.3%	9.3%	10.4%	10.0%	10.0%	11.7%	12.3%	12.4%	11.8%
By Recipient (Tala Millions)														
Banknotes	4.47	3.28	3.44	3.71	3.97	6.21	9.75	3.26	7.13	11.92	17.06	24.05	30.34	34.49
Churches, school, Charities	23.62	15.47	19.41	20.73	22.62	26.46	32.06	1.85	4.67	4.96	6.23	11.95	16.30	16.86
Individual/Family/Households	325.39	388.70	438.06	490.57	545.92	606.08	667.46	76.50	139.44	201.43	256.09	316.49	398.59	447.46
In Kind	3.80	6.39	7.13	7.59	8.27	8.96	9.58	0.68	1.62	2.47	3.36	4.22	5.15	5.97
Others	7.21	10.56	11.02	11.65	11.82	12.51	13.57	0.76	2.47	3.78	4.42	5.03	5.88	6.56
By Country (Tala Millions)														
USA	46.67	57.22	67.44	76.38	83.42	91.31	100.10	10.79	18.97	28.89	39.66	50.27	62.62	70.50
New Zealand	151.57	172.24	192.20	215.62	240.89	270.08	302.48	33.03	61.20	90.07	114.23	143.92	181.93	204.83
Australia	125.21	154.88	174.38	193.78	213.63	235.66	258.79	30.19	59.07	84.43	107.12	133.45	169.90	190.55
American Samoa	24.49	28.55	31.48	34.27	38.18	42.58	46.38	6.67	10.91	15.00	19.32	23.09	28.14	31.26
Others	16.55	11.53	13.55	14.20	16.47	20.60	24.66	2.38	5.18	6.18	6.83	11.01	13.65	14.20

(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.