



CENTRAL BANK OF SAMOA

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PLEASE ADDRESS CORRESPONDENCE TO THE GOVERNOR

VISITOR EARNINGS & REMITTANCES REPORT
JULY 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.1: 2021/22

July 2021

Visitor Arrivals

The prolonged closure of Samoa's international borders for safeguarding and protecting of its people from the coronavirus (COVID-19) pandemic with the exception of some selected repatriation flights for returning residents, both tourist arrivals and earnings remained at zero for the sixteenth consecutive month.

Remittances

Total inflow of remittances fell by 10.4 percent (or \$5.9 million) to \$51.0 million over July 2020 and was 1.1 percent (or \$0.6 million) lower than the previous month.

The monthly decrease over the year was due to reductions in funds received from Australia (down by \$6.1 million), Other countries (down by \$0.5 million) and New Zealand (down by \$0.3 million). Partially responsible for this decrease was the appreciation of the Samoan Tala against the Australian dollar by 1.8 percent and the New Zealand dollar by 0.6 percent. On the other hand, increased transfers were recorded for the USA (up by \$0.6 million) and American Samoa (up by \$0.4 million). By recipients, 'Family and Households', 'Hand carried cash', 'Non-profit institutions serving

households (NPISH)', 'Others' and 'In-Kind' transfers all recorded noticeable reductions of \$4.1 million, \$1.1 million, \$0.4 million, \$0.3 million and \$0.04 million respectively.

The monthly share of total remittance inflows received directly through Money Transfers operators (MTO's) went down to 8.5 percent from 9.8 percent in July 2020, whereas funds received directly through commercial banks rose slightly to 91.5 percent from 90.2 percent in the same month last year.

The shift of SendMoneyPacific from a free website to a paid one has led to our inability for the fourth month to publish the costs of sending both AUD and NZD to Samoa. The Bank will inform you accordingly, once possible.

CENTRAL BANK OF SAMOA
2nd September 2021

VISITOR EARNINGS & REMITTANCES REPORT

July 2021

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

	Jul-19	Jul-20	Jan-21	Feb-21	Mar-21	Apr-21	May-21	Jun-21	Jul-21
Total arrivals (persons)	24,647	0	0	0	0	0	0	0	0
Total arrivals incl. cruise ships (1)	24,647	0	0	0	0	0	0	0	0
Arrivals, by market (persons)									
American Samoa	2,300	0	0	0	0	0	0	0	0
Australia	4,175	0	0	0	0	0	0	0	0
Europe	942	0	0	0	0	0	0	0	0
New Zealand	8,898	0	0	0	0	0	0	0	0
USA	2,123	0	0	0	0	0	0	0	0
Other Countries	6,209	0	0	0	0	0	0	0	0
Cruise ships	0	0	0	0	0	0	0	0	0
Arrivals, by purpose (persons)									
Holiday	8,149	0	0	0	0	0	0	0	0
VFR	6,602	0	0	0	0	0	0	0	0
Business & Conference	2,020	0	0	0	0	0	0	0	0
Sport	5,129	0	0	0	0	0	0	0	0
Other	2,747	0	0	0	0	0	0	0	0
Cruise ships	0	0	0	0	0	0	0	0	0
Total earnings (tala million)	69.85	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Earnings, by market (tala million)									
American Samoa	5.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Australia	11.29	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Europe	0.76	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
New Zealand	23.24	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
USA	6.54	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other Countries	22.63	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Cruise ships	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Earnings, by purpose (tala million)									
Holiday	21.60	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
VFR	20.85	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Business & Conference	5.17	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sport	17.96	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other	4.26	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Cruise ships	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Average expenditure (tala, per person)	2,834	0	0	0	0	0	0	0	0
Tourism Price Index	158.9	129.0	125.7	127.8	129.5	129.3	129.9	131.0	132.9
First Number of Months up to	1st month	1st month	7 months to Jan 21	8 months to Feb 21	9 months to Mar 21	10 months to Apr 21	11 months to May 21	12 months to June 21	1st month to July 21
Total Visitor Arrivals (persons)	24,647	0	0	0	0	0	0	0	0
Over the past year (%)	28.1%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	0.0%
Past 3 year average	5.9%	11.1%	5.5%	4.9%	3.5%	1.3%	-0.4%	-2.4%	-16.8%
Past 5 year average	8.1%	13.5%	6.0%	5.5%	4.5%	3.0%	1.5%	0.1%	-9.7%
Arrivals, by market (persons)									
American Samoa	2,300	0	0	0	0	0	0	0	0
Australia	4,175	0	0	0	0	0	0	0	0
Europe	942	0	0	0	0	0	0	0	0
New Zealand	8,898	0	0	0	0	0	0	0	0
USA	2,123	0	0	0	0	0	0	0	0
Other Countries	6,209	0	0	0	0	0	0	0	0
Cruise ships	0	0	0	0	0	0	0	0	0
Arrivals, by purpose (persons)									
Holiday	8,149	0	0	0	0	0	0	0	0
VFR	6,602	0	0	0	0	0	0	0	0
Business & Conference	2,020	0	0	0	0	0	0	0	0
Sport	5,129	0	0	0	0	0	0	0	0
Other	2,747	0	0	0	0	0	0	0	0
Cruise ships	0	0	0	0	0	0	0	0	0
Total Visitor Earnings (tala million)	69.85	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Over the past year (%)	37.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	0.0%
Past 3 year average	9.9%	16.8%	1.3%	0.9%	-6.3%	-15.3%	-15.5%	-19.4%	-12.6%
Past 5 year average	11.7%	19.5%	3.2%	3.5%	-2.5%	-7.2%	-11.6%	-8.4%	-4.7%
Earnings, by market (tala million)									
American Samoa	5.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Australia	11.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Europe	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
New Zealand	23.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
USA	6.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Countries	22.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cruise ships	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Earnings, by purpose (tala million)									
Holiday	21.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
VFR	20.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Business & Conference	5.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sport	18.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other	4.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cruise ships	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0

VISITOR EARNINGS & REMITTANCES REPORT

July 2021

Table 2.

INFLOW OF PRIVATE REMITTANCES

AMOUNTS IN TALA MILLION

Amount in Tala Millions	Jul-19	Jul-20	Jan-21	Feb-21	Mar-21	Apr-21	May-21	Jun-21	Jul-21
By Recipient (Tala Millions)	53.45	56.92	40.46	42.02	51.90	43.37	53.34	51.59	51.02
Banknotes	9.47	1.58	0.09	0.20	0.38	0.16	0.29	0.52	0.47
Churches, school, Charities	8.78	2.95	2.99	3.17	3.17	2.21	6.31	3.30	2.55
Individual/Family/Households	33.00	50.54	36.28	37.39	42.94	37.32	45.43	45.76	46.47
In Kind	0.59	0.51	0.52	0.45	0.68	0.51	0.64	0.48	0.46
Others	1.60	1.35	0.58	0.81	4.74	3.17	0.67	1.54	1.07
By Country (Tala Millions)	53.45	56.92	40.46	42.02	51.90	43.37	53.34	51.59	51.02
USA	11.41	5.92	7.47	5.63	11.65	6.63	9.23	8.83	6.52
New Zealand	19.96	22.39	17.51	17.11	22.61	20.35	24.23	22.70	22.06
Australia	16.30	22.16	11.94	11.80	13.05	10.93	11.08	13.93	16.10
American Samoa	2.00	3.59	2.34	4.37	3.95	3.22	8.19	4.15	4.02
Others	3.77	2.85	1.19	3.11	0.65	2.23	0.61	1.99	2.33
By Channel (%)									
Banks	21.3%	9.8%	10.0%	10.9%	9.4%	7.5%	13.6%	19.3%	8.5%
Non Banks (1)	78.7%	90.2%	90.0%	89.1%	90.6%	92.5%	86.4%	80.7%	91.5%
Total Remittances (Tala Millions)	53.45	56.92	40.46	42.02	51.90	43.37	53.34	51.59	51.02
First Number of Months up to	1st	1st	7 months	8 months	9 months	10 months	11 months	12 months	1st month
	month	month	to Jan 21	to Feb 21	to Mar 21	to April 21	to May 21	to June 21	to July 21
Total Remittances (Tala Millions)	53.45	56.92	364.49	406.51	458.42	501.79	555.13	606.72	51.02
Percentage Change (over same period last year)	31.8%	6.5%	10.0%	8.9%	9.1%	9.8%	7.7%	6.9%	-10.4%
3 year average (%)	6.7%	17.3%	10.9%	11.5%	11.8%	11.5%	12.3%	12.2%	19.4%
5 year average (%)	1.0%	11.6%	6.1%	6.1%	6.4%	5.9%	6.4%	6.7%	11.7%
By Recipient (Tala Millions)									
Banknotes	9.47	1.58	4.47	4.66	5.04	5.20	5.49	6.01	2.55
Churches, school, Charities	8.78	2.95	23.62	26.80	29.96	32.17	38.49	41.78	0.00
Individual/Family/Households	33.00	50.54	325.39	362.79	405.73	443.04	488.47	534.23	0.00
In Kind	0.59	0.51	3.80	4.26	4.93	5.45	6.09	6.57	0.00
Others	1.60	1.35	7.21	8.01	12.75	15.92	16.59	18.13	48.48
By Country (Tala Millions)									
USA	11.41	5.92	46.67	52.30	63.95	70.58	79.81	88.64	6.52
New Zealand	19.96	22.39	151.57	168.68	191.30	211.65	235.88	258.58	22.06
Australia	16.30	22.16	125.21	137.02	150.07	160.99	172.08	186.01	16.10
American Samoa	2.00	3.59	24.49	28.86	32.81	36.03	44.22	48.36	4.02
Others	3.77	2.85	16.55	19.65	20.30	22.54	23.14	25.13	2.33

(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.