



## CENTRAL BANK OF SAMOA

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# VISITOR EARNINGS & REMITTANCES REPORT JULY 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.1: 2023/24*

*July 2023*

## Visitor Arrivals<sup>1</sup>

After 4 months of consecutive hikes, the total number of **visitor arrivals** contracted by 4.2 percent (751 visitors) in July 2023, down to a total of **17,270 visitors** when compared to the previous month.

By country, the overall decline over June 2023 was underpinned by decreases in visitors from American Samoa (down by 707 visitors) and Australia (down by 664 visitors), offsetting hikes in visitor arrivals from United States, Europe and New Zealand. In terms of by purpose of visit, the drop in the number of visitors was recorded for those who were here for 'Visiting Friends and Relatives' (down by 1,889 visitors).

As a result, **total international visitor receipts declined by 9.3 percent (or \$5.4 million)** to a total of **\$52.3 million** over the previous month. This was accounted for by lower earnings from Australian visitors (by \$4.8 million) and American Samoa (by \$2.4 million). Proceeds from visitors that were here for 'Visiting Friends and Relatives' and 'Business and Conference' declined by \$7.8 million and \$0.7 million respectively, offsetting increases in spending from those who were here for 'Other' purpose of travel, 'Holiday' and 'Sports'

## Remittances

Total **inflow of remittances rebounded by 0.7 percent (or \$0.5 million)** to \$74.3 million over the previous month but was 10.6 percent (or \$8.8 million) lower when compared to the same month of last year.

Largely underpinning the overall increase in remittances over June 2023 were hikes in funds from United States (up by \$2.3 million), Australia (by \$1.3 million) and 'Others' (by \$0.9 million), offsetting reductions from New Zealand and American Samoa. This was also partially assisted by a depreciation of the Samoan Tala against the NZ dollar and US dollar by 0.6 percent and 0.1 percent in that order. In terms of recipients, the expansion came from 'Non-profit institution serving households' (NPISH)<sup>2</sup> (by \$1.4 million) and 'Family and Households' (by \$0.9 million).

The monthly share of total remittances received through Money Transfer Operators (MTOs) fell to 77.9 percent of total funds received from 87.4 percent over the same period of last year while funds received through commercial banks went up to 22.1 percent from 12.6 percent in July 2022.

The average monthly cost of sending NZD\$200.00 to Samoa fell to 7.09 percent of total funds from 8.69 percent in July 2022 while the average cost of sending AUD\$200.00 to Samoa went up to 6.82 percent from 6.39 percent in July of 2022.

**CENTRAL BANK OF SAMOA**  
**11<sup>th</sup> September 2023**

<sup>1</sup> Samoa re-opened its border to international travelers on 1<sup>st</sup> 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.

<sup>2</sup> Includes funds for churches, non-profit organizations and charities

# VISITOR EARNINGS & REMITTANCES REPORT

July 2023

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

	Jul-21	Jul-22	Aug-22	Sep-22	Oct-22	Nov-22	Dec-22	Jan-23	Feb-23	Mar-23	Apr-23	May-23	Jun-23	Jul-23
<b>Total arrivals (persons)</b>	0	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
<b>Total arrivals incl. cruise ships (1)</b>	0	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
<b>Arrivals, by market (persons)</b>														
American Samoa	0	0	719	723	635	726	1,323	738	661	826	1,008	819	1,714	1,007
Australia	0	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
Europe	0	0	126	110	154	138	176	235	265	217	331	310	340	371
New Zealand	0	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
USA	0	0	386	724	612	607	1,309	824	707	867	970	1,247	1,563	1,831
Other Countries	0	0	785	908	881	1,159	1,164	1,228	1,174	1,483	1,470	1,946	1,950	2,005
Cruise ships	0	0	0	0	3,113	1,982	1,455	2,651	5,133	3,164	3,610	0	0	0
<b>Arrivals, by purpose (persons)</b>														
Holiday	0	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
VFR	0	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
Business & Conference	0	0	677	900	591	754	388	422	486	650	569	1,397	1,280	1,290
Sport	0	0	16	95	12	39	15	17	88	37	255	383	120	154
Other	0	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
Cruise ships	0	0	0	0	3,113	1,982	1,455	2,651	5,133	3,164	3,610	0	0	0
<b>Total earnings (tala million)</b>	<b>0.00</b>	<b>0.00</b>	<b>20.58</b>	<b>27.70</b>	<b>23.37</b>	<b>30.62</b>	<b>55.04</b>	<b>36.85</b>	<b>24.65</b>	<b>34.52</b>	<b>48.74</b>	<b>61.23</b>	<b>57.68</b>	<b>52.32</b>
<b>Earnings, by market (tala million)</b>														
American Samoa	0.00	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
Australia	0.00	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
Europe	0.00	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
New Zealand	0.00	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
USA	0.00	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
Other Countries	0.00	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
Cruise ships	0.00	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
<b>Earnings, by purpose (tala million)</b>														
Holiday	0.00	0.00	5.27	7.84	5.11	5.70	16.97	11.71	7.14	10.77	16.90	21.44	22.76	23.23
VFR	0.00	0.00	10.31	13.37	11.09	20.29	29.71	19.42	10.01	12.03	22.63	29.83	28.02	20.21
Business & Conference	0.00	0.00	2.45	3.04	1.46	2.67	1.35	1.65	1.90	2.35	2.25	4.49	4.25	3.57
Sport	0.00	0.00	0.04	0.35	0.02	0.08	0.04	0.06	0.22	0.14	0.84	1.50	0.23	0.60
Other	0.00	0.00	2.52	3.09	5.68	1.89	6.98	4.02	5.37	9.24	6.12	3.96	2.41	4.71
Cruise ships	0.00	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
<b>Average expenditure (tala, per person)</b>	<b>#DIV/0!</b>	<b>#DIV/0!</b>	<b>3,258</b>	<b>3,353</b>	<b>3,258</b>	<b>3,590</b>	<b>3,280</b>	<b>2,991</b>	<b>3,206</b>	<b>3,409</b>	<b>3,553</b>	<b>3,895</b>	<b>3,201</b>	<b>3,030</b>
<b>Tourism Price Index</b>	<b>132.9</b>	<b>147.7</b>	<b>164.5</b>	<b>165.0</b>	<b>162.7</b>	<b>158.8</b>	<b>158.6</b>	<b>163.1</b>	<b>164.6</b>	<b>165.0</b>	<b>167.3</b>	<b>167.0</b>	<b>169.8</b>	<b>175.2</b>
<b>First Number of Months up to</b>	<b>1st month</b>	<b>1st month</b>	<b>2 months to Aug 22</b>	<b>3 months to Sep 22</b>	<b>4 months to Oct 22</b>	<b>5 months to Nov 22</b>	<b>6 months to Dec 22</b>	<b>7 months to Jan 23</b>	<b>8 months to Feb 23</b>	<b>9 months to Mar 23</b>	<b>10 months to Apr 23</b>	<b>11 months to May 23</b>	<b>12 months to June 23</b>	<b>1st month</b>
<b>Total Visitor Arrivals (persons)</b>	0	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
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	-16.8%	#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!
<b>Arrivals, by market (persons)</b>														
American Samoa	0	0	719	1,442	2,077	2,803	4,126	4,864	5,525	6,351	7,359	8,178	9,892	1,007
Australia	0	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
Europe	0	0	126	236	390	528	704	939	1,204	1,421	1,752	2,062	2,402	371
New Zealand	0	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
USA	0	0	386	1,110	1,722	2,329	3,638	4,462	5,169	6,036	7,006	8,253	9,816	1,831
Other Countries	0	0	785	1,693	2,574	3,733	4,897	6,125	7,299	8,782	10,252	12,198	14,148	2,005
Cruise ships	0	0	0	0	3,113	5,095	6,550	9,201	14,334	17,498	21,108	21,108	21,108	0
<b>Arrivals, by purpose (persons)</b>														
Holiday	0	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
VFR	0	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
Business & Conference	0	0	677	1,577	2,168	2,922	3,310	3,732	4,218	4,868	5,437	6,834	8,114	1,290
Sport	0	0	16	111	123	162	177	194	282	319	574	957	1,077	154
Other	0	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
Cruise ships	0	0	0	0	3,113	5,095	6,550	9,201	14,334	17,498	21,108	21,108	21,108	0
<b>Total Visitor Earnings (tala million)</b>	<b>0.00</b>	<b>0.00</b>	<b>20.58</b>	<b>48.28</b>	<b>71.65</b>	<b>102.27</b>	<b>157.31</b>	<b>194.17</b>	<b>218.82</b>	<b>253.34</b>	<b>302.08</b>	<b>363.31</b>	<b>420.99</b>	<b>52.32</b>
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	-12.6%	#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	-4.7%	#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!
<b>Earnings, by market (tala million)</b>														
American Samoa	0.0	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
Australia	0.0	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
Europe	0.0	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
New Zealand	0.0	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
USA	0.0	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
Other Countries	0.0	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
Cruise ships	0.0	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
<b>Earnings, by purpose (tala million)</b>														
Holiday	0.0	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
VFR	0.0	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
Business & Conference	0.0	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
Sport	0.0	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
Other	0.0	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
Cruise ships	0.0	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

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

# VISITOR EARNINGS & REMITTANCES REPORT

July 2023

Table 2.

## INFLOW OF PRIVATE REMITTANCES

### AMOUNTS IN TALA MILLION

Amount in Tala Millions	Jul-21	Jul-22	Aug-22	Sep-22	Oct-22	Nov-22	Dec-22	Jan-23	Feb-23	Mar-23	Apr-23	May-23	Jun-23	Jul-23
<b>By Recipient (Tala Millions)</b>	<b>53.42</b>	<b>83.06</b>	<b>72.26</b>	<b>69.24</b>	<b>62.59</b>	<b>74.58</b>	<b>94.51</b>	<b>55.08</b>	<b>56.55</b>	<b>64.72</b>	<b>50.03</b>	<b>75.74</b>	<b>73.75</b>	<b>74.25</b>
Banknotes	0.47	3.26	3.86	4.80	5.13	6.99	6.29	4.15	5.64	3.90	4.01	12.15	4.83	3.20
Churches, school, Charities	2.55	1.85	2.82	0.28	1.27	5.72	4.35	0.56	2.12	2.67	0.85	6.82	2.98	4.33
Individual/Family/Households	46.47	76.50	62.94	61.99	54.66	60.40	82.09	48.88	47.56	56.81	43.30	55.17	64.50	65.40
In Kind	2.86	0.68	0.94	0.86	0.89	0.86	0.93	0.82	0.55	0.78	0.75	0.79	0.82	0.70
Others	1.07	0.76	1.70	1.31	0.64	0.62	0.84	0.68	0.68	0.57	1.11	0.81	0.63	0.62
<b>By Country (Tala Millions)</b>	<b>53.42</b>	<b>83.06</b>	<b>72.26</b>	<b>69.24</b>	<b>62.59</b>	<b>74.58</b>	<b>94.51</b>	<b>55.08</b>	<b>56.55</b>	<b>64.72</b>	<b>50.03</b>	<b>75.74</b>	<b>73.75</b>	<b>74.25</b>
USA	6.82	10.79	8.18	9.92	10.77	10.62	12.35	7.87	10.44	8.83	8.32	9.53	10.90	13.18
New Zealand	23.09	33.03	28.17	28.88	24.15	29.69	38.01	22.90	21.53	27.77	22.40	31.85	28.29	24.27
Australia	16.86	30.19	28.88	25.36	22.69	26.33	36.45	20.65	20.81	22.95	16.01	23.28	28.16	29.48
American Samoa	4.21	6.67	4.23	4.09	4.32	3.77	5.06	3.12	3.26	4.05	2.90	4.00	4.02	3.98
Others	2.44	2.38	2.81	0.99	0.65	4.18	2.65	0.54	0.51	1.12	0.40	7.09	2.38	3.33
<b>By Channel (%)</b>														
Banks	8.1%	12.6%	20.1%	17.6%	16.0%	20.7%	17.5%	8.7%	13.5%	14.0%	19.6%	21.7%	19.4%	22.1%
Non Banks (1)	91.9%	87.4%	79.9%	82.4%	84.0%	79.3%	82.5%	91.3%	86.5%	86.0%	80.4%	78.3%	80.6%	77.9%
<b>Total Remittances (Tala Millions)</b>	<b>53.42</b>	<b>83.06</b>	<b>72.26</b>	<b>69.24</b>	<b>62.59</b>	<b>74.58</b>	<b>94.51</b>	<b>55.08</b>	<b>56.55</b>	<b>64.72</b>	<b>50.03</b>	<b>75.74</b>	<b>73.75</b>	<b>74.25</b>
<b>First Number of Months up to</b>	<b>1st month</b>	<b>1st month</b>	<b>2 months to Aug 22</b>	<b>3 months to Sep 22</b>	<b>4 months to Oct 22</b>	<b>5 months to Nov 22</b>	<b>6 months to Dec 22</b>	<b>7 months to Jan 23</b>	<b>8 months to Feb 23</b>	<b>9 months to Mar 23</b>	<b>10 months to Apr 23</b>	<b>11 months to May 23</b>	<b>12 months to June 23</b>	<b>1st month</b>
<b>Total Remittances (Tala Millions)</b>	<b>53.42</b>	<b>83.06</b>	<b>155.32</b>	<b>224.56</b>	<b>287.15</b>	<b>361.73</b>	<b>456.25</b>	<b>511.33</b>	<b>567.88</b>	<b>632.60</b>	<b>682.63</b>	<b>758.37</b>	<b>832.13</b>	<b>74.25</b>
Percentage Change (over same period last year)	-6.1%	55.5%	40.0%	36.6%	23.1%	20.1%	20.0%	20.5%	18.5%	18.4%	15.2%	14.9%	13.6%	-10.6%
3 year average (%)	19.4%	10.7%	7.9%	9.4%	12.0%	13.0%	11.6%	10.5%	10.7%	9.5%	9.9%	10.1%	11.1%	18.6%
5 year average (%)	11.7%	10.4%	10.0%	10.0%	11.7%	12.3%	12.4%	11.8%	12.2%	12.2%	12.4%	12.7%	12.9%	21.5%
<b>By Recipient (Tala Millions)</b>														
Banknotes	0.47	3.26	7.13	11.92	17.06	24.05	30.34	34.49	40.13	44.02	48.04	60.19	65.02	3.20
Churches, school, Charities	2.55	1.85	4.67	4.96	6.23	11.95	16.30	16.86	18.98	21.65	22.51	29.32	32.30	4.33
Individual/Family/Households	46.47	76.50	139.44	201.43	256.09	316.49	398.59	447.46	495.02	551.83	595.13	650.30	714.80	65.40
In Kind	2.86	0.68	1.62	2.47	3.36	4.22	5.15	5.97	6.51	7.29	8.04	8.83	9.65	0.70
Others	1.07	0.76	2.47	3.78	4.42	5.03	5.88	6.56	7.24	7.81	8.92	9.73	10.36	0.62
<b>By Country (Tala Millions)</b>														
USA	6.82	10.79	18.97	28.89	39.66	50.27	62.62	70.50	80.94	89.77	98.09	107.61	118.51	13.18
New Zealand	23.09	33.03	61.20	90.07	114.23	143.92	181.93	204.83	226.36	254.13	276.53	308.38	336.67	24.27
Australia	16.86	30.19	59.07	84.43	107.12	133.45	169.90	190.55	211.37	234.32	250.33	273.61	301.77	29.48
American Samoa	4.21	6.67	10.91	15.00	19.32	23.09	28.14	31.26	34.52	38.57	41.47	45.48	49.49	3.98
Others	2.44	2.38	5.18	6.18	6.83	11.01	13.65	14.20	14.70	15.82	16.22	23.30	25.68	3.33

(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.