



CENTRAL BANK OF SAMOA

PO Box Private Bag, Apia, Samoa

Ph: 685-34100 | Fax: 685-20293/24058

E-mail: centralbank@cbs.gov.ws

Web: www.cbs.gov.ws

PLEASE ADDRESS CORRESPONDENCE
TO THE GOVERNOR

VISITOR EARNINGS & REMITTANCES REPORT JUNE 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.12: 2022/23

June 2023

Visitor Arrivals¹

Total number of **visitor arrivals** rose for the fourth consecutive month, up by 14.6 percent (or 2,302 visitors) to a total of **18,021 visitors** over May 2023.

The sharp boost in arrivals over the previous month was reflected hikes in visitors from Samoa's main source markets such as American Samoa (up by 895 visitors), New Zealand (by 659 visitors), Australia (by 398 visitors), United States (by 316 visitors), Europe (by 30 visitors) and Other Countries (by 4 visitors). By purpose of visit, the bulk of this growth came from those who were here for 'Holiday' (up by 1,831 visitors) and those 'Visiting Families and Relatives' (by 926 visitors).

As a result of the seasonal decline in the average visitor spending for June 2023, **total international visitor receipts contracted by 5.8 percent (or \$3.5 million) to \$57.7 million** when compared to the previous month. The current drop was driven mainly by decreases in spending by visitors from New Zealand (down by \$7.2 million), 'Other countries' (down by \$0.4 million) and Europe (\$0.02 million). In terms of purpose of visit, reductions were recorded for those 'Visiting Friends and Relatives' (down by \$1.8 million), 'Other' (by \$1.6 million), 'Sport' (down by \$1.3 million) and 'Business and Conference' (by \$0.2 million).

Additionally, total tourism earnings in the **twelve months of FY2022/23²** amounted to **\$421.0 million**. The overall increase was accounted for by higher

shares from its source markets such as New Zealand (at 45.0 percent), Australia (at 29.4 percent), 'Other countries' (at 12.0 percent), United States (at 7.6 percent), American Samoa (at 6.3 percent) and Europe (at 0.6 percent). By purpose of visit, 'VFR', 'Holiday', 'Other', 'Business and Conference' and 'Sports' recorded shares of 49.1 percent, 31.3 percent, 12.2 percent, 6.6 percent and 1.0 percent in that order.

Remittances

Total inflow of remittances fell by 2.6 percent (or \$2.0 million) to \$73.8 million when compared to May 2023 but was 2.2 percent (or \$1.6 million) higher than June last year.

The reduction in remittances over the previous month was accounted for by decreases in funds from 'Other countries' (by \$4.7 million) and New Zealand (by \$3.6 million). By recipient, reductions were recorded for 'hand-carried cash' (down by \$7.3 million), funds for 'Non-profit institution serving households' (NPISH)³ (down by \$3.8 million) and 'Others' (down by \$0.2 million).

However, total inflow of remittances in the **twelve months of FY2022/23** expanded significantly by **13.6 percent (or \$99.7 million)** to \$832.1 million over FY2021/22. Underpinning this expansion were higher transfers from all its main markets such as Australia (up \$43.0 million), New Zealand (up \$34.2 million) United States (up \$18.4 million), American Samoa (up \$3.1 million) and 'Others' (up \$1.0 million). Also, partially responsible for the increase in remittances was a 4.6 percent depreciation of the Samoan tala against the US dollar. In terms of recipients 'Hand-carried cash', 'Family and

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 There were no visitors in July 2022 when Samoa was still in lockdown.

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

Households', 'NPISH' and 'In kind' increased by \$55.3 million, \$47.3 million, \$0.2 million and \$0.1 million in that order.

The monthly share of total remittances received through Money Transfer Operators (MTOs) went up to 80.6 percent from 79.3 percent in the same month last year while funds received through commercial banks contracted to 19.4 percent from 20.7 percent last year.

The average monthly cost of sending NZD\$200.00 to Samoa contracted to 6.46 percent of total funds from 8.08 percent in June 2022 while the average cost of sending AUD\$200.00 to Samoa edged up to 5.63 percent from 5.53 percent in June of 2022.

CENTRAL BANK OF SAMOA
10th August 2023

VISITOR EARNINGS & REMITTANCES REPORT

June 2023

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

	Jun-21	Jun-22	Jul-22	Aug-22	Sep-22	Oct-22	Nov-22	Dec-22	Jan-23	Feb-23	Mar-23	Apr-23	May-23	Jun-23
Total arrivals (persons)	0	0	0	6,318	8,261	7,171	8,530	16,779	12,321	7,687	10,128	13,720	15,719	18,021
Total arrivals incl. cruise ships (1)	0	0	0	6,318	8,261	10,284	10,512	18,234	14,972	12,820	13,292	17,330	15,719	18,021
Arrivals, by market (persons)														
American Samoa	0	0	0	719	723	635	726	1,323	738	661	826	1,008	819	1,714
Australia	0	0	0	1,658	1,835	1,559	1,810	5,372	2,800	1,786	2,439	3,879	4,495	4,893
Europe	0	0	0	126	110	154	138	176	235	265	217	331	310	340
New Zealand	0	0	0	2,644	3,961	3,330	4,090	7,435	6,496	3,094	4,296	6,062	6,902	7,561
USA	0	0	0	386	724	612	607	1,309	824	707	867	970	1,247	1,563
Other Countries	0	0	0	785	908	881	1,159	1,164	1,228	1,174	1,483	1,470	1,946	1,950
Cruise ships	0	0	0	0	0	3,113	1,982	1,455	2,651	5,133	3,164	3,610	0	0
Arrivals, by purpose (persons)														
Holiday	0	0	0	1,745	2,399	2,349	2,346	5,869	3,893	2,324	3,660	5,441	5,891	7,722
VFR	0	0	0	2,745	3,617	2,860	3,696	8,176	5,359	3,012	3,592	5,801	6,070	6,996
Business & Conference	0	0	0	677	900	591	754	388	422	486	650	569	1,397	1,280
Sport	0	0	0	16	95	12	39	15	17	88	37	255	383	120
Other	0	0	0	1,135	1,250	1,359	1,695	2,331	2,630	1,777	2,189	1,654	1,978	1,903
Cruise ships	0	0	0	0	0	3,113	1,982	1,455	2,651	5,133	3,164	3,610	0	0
Total earnings (tala million)	0.00	0.00	0.00	20.58	27.70	23.37	30.62	55.04	36.85	24.65	34.52	48.74	61.23	57.68
Earnings, by market (tala million)														
American Samoa	0.00	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
Australia	0.00	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
Europe	0.00	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
New Zealand	0.00	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
USA	0.00	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
Other Countries	0.00	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
Cruise ships	0.00	0.00	0.00	0.00	0.00	0.55	0.34	0.24	0.47	0.94	0.59	0.58	0.00	0.00
Earnings, by purpose (tala million)														
Holiday	0.00	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
VFR	0.00	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
Business & Conference	0.00	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
Sport	0.00	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
Other	0.00	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
Cruise ships	0.00	0.00	0.00	0.00	0.00	0.55	0.34	0.24	0.47	0.94	0.59	0.58	0.00	0.00
Average expenditure (tala, per person)	#DIV/0!	#DIV/0!	#DIV/0!	3,258	3,353	3,258	3,590	3,280	2,991	3,206	3,409	3,553	3,895	3,201
Tourism Price Index	131.0	143.4	147.7	164.5	165.0	162.7	158.8	158.6	163.1	164.6	165.0	167.3	167.0	169.8
First Number of Months up to	12 months to June 21	12 months to June 22	1st month to June 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	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
Total Visitor Arrivals (persons)	0	0	0	6,318	14,579	21,750	30,280	47,059	59,380	67,067	77,195	90,915	106,634	124,655
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	-21.6%	#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	-13.2%	#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!
Arrivals, by market (persons)														
American Samoa	0	0	0	719	1,442	2,077	2,803	4,126	4,864	5,525	6,351	7,359	8,178	9,892
Australia	0	0	0	1,658	3,493	5,052	6,862	12,234	15,034	16,820	19,259	23,138	27,633	32,526
Europe	0	0	0	126	236	390	528	704	939	1,204	1,421	1,752	2,062	2,402
New Zealand	0	0	0	2,644	6,605	9,935	14,025	21,460	27,956	31,050	35,346	41,408	48,310	55,871
USA	0	0	0	386	1,110	1,722	2,329	3,638	4,462	5,169	6,036	7,006	8,253	9,816
Other Countries	0	0	0	785	1,693	2,574	3,733	4,897	6,125	7,299	8,782	10,252	12,198	14,148
Cruise ships	0	0	0	0	0	3,113	5,095	6,550	9,201	14,334	17,498	21,108	21,108	21,108
Arrivals, by purpose (persons)														
Holiday	0	0	0	1,745	4,144	6,493	8,839	14,708	18,601	20,925	24,585	30,026	35,917	43,639
VFR	0	0	0	2,745	6,362	9,222	12,918	21,094	26,453	29,465	33,057	38,858	44,928	51,924
Business & Conference	0	0	0	677	1,577	2,168	2,922	3,310	3,732	4,218	4,868	5,437	6,834	8,114
Sport	0	0	0	16	111	123	162	177	194	282	319	574	957	1,077
Other	0	0	0	1,135	2,385	3,744	5,439	7,770	10,400	12,177	14,366	16,202	17,998	19,901
Cruise ships	0	0	0	0	0	3,113	5,095	6,550	9,201	14,334	17,498	21,108	21,108	21,108
Total Visitor Earnings (tala million)	0.00	0.00	0.00	20.58	48.28	71.65	102.27	157.31	194.17	218.82	253.34	302.08	363.31	420.99
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	-19.4%	#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	-8.4%	#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!
Earnings, by market (tala million)														
American Samoa	0.0	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
Australia	0.0	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
Europe	0.0	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
New Zealand	0.0	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
USA	0.0	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
Other Countries	0.0	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
Cruise ships	0.0	0.0	0.0	0.0	0.0	0.5	0.9	1.1	1.6	2.5	3.1	3.7	3.7	3.7
Earnings, by purpose (tala million)														
Holiday	0.0	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
VFR	0.0	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
Business & Conference	0.0	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
Sport	0.0	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
Other	0.0	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
Cruise ships	0.0	0.0	0.0	0.0	0.0	0.5	0.9	1.1	1.6	2.5	3.1	3.7	3.7	3.7

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

VISITOR EARNINGS & REMITTANCES REPORT

June 2023

Table 2. INFLOW OF PRIVATE REMITTANCES
AMOUNTS IN TALA MILLION

Amount in Tala Millions	Jun-21	Jun-22	Jul-22	Aug-22	Sep-22	Oct-22	Nov-22	Dec-22	Jan-23	Feb-23	Mar-23	Apr-23	May-23	Jun-23
By Recipient (Tala Millions)	51.59	72.20	83.06	72.26	69.24	62.59	74.58	94.51	55.08	56.55	64.72	50.03	75.74	73.75
Banknotes	0.52	3.54	3.26	3.86	4.80	5.13	6.99	6.29	4.15	5.64	3.90	4.01	12.15	4.83
Churches, school, Charities	3.30	5.61	1.85	2.82	0.28	1.27	5.72	4.35	0.56	2.12	2.67	0.85	6.82	2.98
Individual/Family/Households	45.76	61.38	76.50	62.94	61.99	54.66	60.40	82.09	48.88	47.56	56.81	43.30	55.17	64.50
In Kind	0.48	0.62	0.68	0.94	0.86	0.89	0.86	0.93	0.82	0.55	0.78	0.75	0.79	0.82
Others	1.54	1.05	0.76	1.70	1.31	0.64	0.62	0.84	0.68	0.68	0.57	1.11	0.81	0.63
By Country (Tala Millions)	51.59	72.20	83.06	72.26	69.24	62.59	74.58	94.51	55.08	56.55	64.72	50.03	75.74	73.75
USA	8.83	8.79	10.79	8.18	9.92	10.77	10.62	12.35	7.87	10.44	8.83	8.32	9.53	10.90
New Zealand	22.70	32.40	33.03	28.17	28.88	24.15	29.69	38.01	22.90	21.53	27.77	22.40	31.85	28.29
Australia	13.93	23.14	30.19	28.88	25.36	22.69	26.33	36.45	20.65	20.81	22.95	16.01	23.28	28.16
American Samoa	4.15	3.81	6.67	4.23	4.09	4.32	3.77	5.06	3.12	3.26	4.05	2.90	4.00	4.02
Others	1.99	4.06	2.38	2.81	0.99	0.65	4.18	2.65	0.54	0.51	1.12	0.40	7.09	2.38
By Channel (%)														
Banks	19.3%	20.7%	12.6%	20.1%	17.6%	16.0%	20.7%	17.5%	8.7%	13.5%	14.0%	19.6%	21.7%	19.4%
Non Banks (1)	80.7%	79.3%	87.4%	79.9%	82.4%	84.0%	79.3%	82.5%	91.3%	86.5%	86.0%	80.4%	78.3%	80.6%
Total Remittances (Tala Millions)	51.59	72.20	83.06	72.26	69.24	62.59	74.58	94.51	55.08	56.55	64.72	50.03	75.74	73.75
First Number of Months up to	12 months to June 21	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	11 months to May 23	12 months to June 23
Total Remittances (Tala Millions)	606.72	732.43	83.06	155.32	224.56	287.15	361.73	456.25	511.33	567.88	632.60	682.63	758.37	832.13
Percentage Change (over same period last year)	6.9%	20.7%	55.5%	40.0%	36.6%	23.1%	20.1%	20.0%	20.5%	18.5%	18.4%	15.2%	14.9%	13.6%
3 year average (%)	12.2%	7.5%	10.7%	7.9%	9.4%	12.0%	13.0%	11.6%	10.5%	10.7%	9.5%	9.9%	10.1%	11.1%
5 year average (%)	6.7%	9.3%	10.4%	10.0%	10.0%	11.7%	12.3%	12.4%	11.8%	12.2%	12.2%	12.4%	12.7%	12.9%
By Recipient (Tala Millions)														
Banknotes	6.01	9.75	3.26	7.13	11.92	17.06	24.05	30.34	34.49	40.13	44.02	48.04	60.19	65.02
Churches, school, Charities	41.78	32.06	1.85	4.67	4.96	6.23	11.95	16.30	16.86	18.98	21.65	22.51	29.32	32.30
Individual/Family/Households	534.23	667.46	76.50	139.44	201.43	256.09	316.49	398.59	447.46	495.02	551.83	595.13	650.30	714.80
In Kind	6.57	9.58	0.68	1.62	2.47	3.36	4.22	5.15	5.97	6.51	7.29	8.04	8.83	9.65
Others	18.13	13.57	0.76	2.47	3.78	4.42	5.03	5.88	6.56	7.24	7.81	8.92	9.73	10.36
By Country (Tala Millions)														
USA	88.64	100.10	10.79	18.97	28.89	39.66	50.27	62.62	70.50	80.94	89.77	98.09	107.61	118.51
New Zealand	258.58	302.48	33.03	61.20	90.07	114.23	143.92	181.93	204.83	226.36	254.13	276.53	308.38	336.67
Australia	186.01	258.79	30.19	59.07	84.43	107.12	133.45	169.90	190.55	211.37	234.32	250.33	273.61	301.77
American Samoa	48.36	46.38	6.67	10.91	15.00	19.32	23.09	28.14	31.26	34.52	38.57	41.47	45.48	49.49
Others	25.13	24.66	2.38	5.18	6.18	6.83	11.01	13.65	14.20	14.70	15.82	16.22	23.30	25.68

(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.