



VISITOR EARNINGS & REMITTANCES REPORT MARCH 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.9: 2022/23

March 2023

Visitor Arrivals¹

Total number of **visitor arrivals** rebounded by 31.8 percent (or 2,441 visitors) to a total of **10,128 visitors** when compared to February 2023.

The sharp boost in arrivals over the previous month was due to hikes in visitors from New Zealand, Australia, ‘Other Countries’, American Samoa and USA by 1,202 visitors, 653 visitors, 309 visitors, 165 visitors and 160 visitors in that order. In terms of purpose of visit, the bulk of this growth came from ‘Holiday’ (up by 1,336 visitors), ‘VFR’ (up by 580 visitors), ‘Others’ (up by 412 visitors) and ‘Business & Conference’ (up by 164 visitors).

As a result, total visitor receipts expanded by 40.1 percent (or \$9.9 million) to \$34.5 million when compared to the previous month. Primarily underpinning this jump were higher earnings from New Zealand (up by \$4.9 million), Australia (up by \$2.3 million), American Samoa (up by \$1.1 million), USA (up by \$1.0 million), ‘Other Countries’ (up by \$0.5 million) and Europe (up by \$0.1 million) respectively. Proceeds from visitors such as ‘Other’ purposes, ‘Holiday’, ‘VFR’ and ‘Business & Conference’ all rose by \$3.9 million, \$3.6 million, \$2.0 million and \$0.4 million in that order.

Furthermore, total tourism earnings in the **first nine months of FY2022/23²** amounted to **\$253.3 million**. This was made up of shares from New Zealand, Australia, ‘Other countries’, USA, American Samoa and Europe at 45.0 percent, 29.4 percent, 11.0 percent, 8.2 percent, 5.7 percent and 0.7 percent

respectively. By purpose of visit, shares were recorded for ‘VFR’ (at 49.8 percent of total), ‘Holiday’ (at 27.8 percent), ‘Other’ (at 15.3 percent), ‘Business & Conference’ (at 6.7 percent) and ‘Sport’ (at 0.4 percent).

Remittances

Total inflow of private remittances rose by 14.9 percent (or \$8.4 million) over the previous month to \$64.98 million and was also 17.7 percent (or \$9.8 million) higher when compared to the same month last year.

This improvement over the month was accounted for by increases in funds received from New Zealand, Australia, American Samoa and Others by \$6.4 million, \$2.2 million, \$0.8 million and 0.6 million in that order. In terms of recipients, the bulk of the overall increase were to ‘Family and households’ (up by \$9.3 million) with smaller inflows to ‘Non-profit institution serving households’ (NPISH)³ (up by \$0.6 million) and ‘In Kind’ (up by \$0.5 million).

In the **first nine months of the FY2022/23**, total remittances increased by **18.5 percent (or \$98.6 million)** to \$632.9 million over the same month of the previous year. Accounting for the expansion in in the first nine months were higher transfers from Australia (up by \$40.6 million), New Zealand (up by \$38.6 million), USA (up by \$13.4 million), American Samoa (up by \$4.3 million) and ‘Others’ (up by \$1.6 million). Partially responsible for this expansion was the strengthening of the US dollar against the Samoan Tala by 5.1 percent. By recipients, total funds for ‘Family and households’, ‘Hand-carried cash’ and ‘NPISH’ recorded increases of \$61.3 million, \$40.3 million and \$0.9 million

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 Including July 2022 where Samoa was still in lockdown.

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

respectively, offsetting reductions in ‘Others’ and ‘In Kind’.

The monthly share of total remittances received through Money Transfer Operators (MTOs) edged up to 86.1 percent from 84.3 percent in March 2022 whilst funds received through commercial banks contracted to 13.9 percent from 15.7 percent of last year.

The average monthly cost of sending NZD\$200.00 to Samoa contracted to 6.48 percent of total funds from 7.01 percent of the same month in the previous year whereas the average cost of sending AUD\$200.00 to Samoa rose to 7.19 percent from 5.55 percent in March 2022.

CENTRAL BANK OF SAMOA

9th May 2023

VISITOR EARNINGS & REMITTANCES REPORT

March 2023

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

	Mar-21	Mar-22	Apr-22	May-22	Jun-22	Jul-22	Aug-22	Sep-22	Oct-22	Nov-22	Dec-22	Jan-23	Feb-23	Mar-23
Total arrivals (persons)	0	0	0	0	0	0	6,318	8,261	7,171	8,530	16,779	12,321	7,687	10,128
Total arrivals incl. cruise ships (1)	0	0	0	0	0	0	6,318	8,261	10,284	10,512	18,234	14,972	12,820	13,292
Arrivals, by market (persons)														
American Samoa	0	0	0	0	0	0	719	723	635	726	1,323	738	661	826
Australia	0	0	0	0	0	0	1,658	1,835	1,559	1,810	5,372	2,800	1,786	2,439
Europe	0	0	0	0	0	0	126	110	154	138	176	235	265	217
New Zealand	0	0	0	0	0	0	2,644	3,961	3,330	4,090	7,435	6,496	3,094	4,296
USA	0	0	0	0	0	0	386	724	612	607	1,309	824	707	867
Other Countries	0	0	0	0	0	0	785	908	881	1,159	1,164	1,228	1,174	1,483
Cruise ships	0	0	0	0	0	0	0	0	3,113	1,982	1,455	2,651	5,133	3,164
Arrivals, by purpose (persons)														
Holiday	0	0	0	0	0	0	1,745	2,399	2,349	2,346	5,869	3,893	2,324	3,660
VFR	0	0	0	0	0	0	2,745	3,617	2,860	3,696	8,176	5,359	3,012	3,592
Business & Conference	0	0	0	0	0	0	677	900	591	754	388	422	486	650
Sport	0	0	0	0	0	0	16	95	12	39	15	17	88	37
Other	0	0	0	0	0	0	1,135	1,250	1,359	1,695	2,331	2,630	1,777	2,189
Cruise ships	0	0	0	0	0	0	0	0	3,113	1,982	1,455	2,651	5,133	3,164
Total earnings (tala million)	0.00	0.00	0.00	0.00	0.00	0.00	20.58	27.70	23.37	30.62	55.04	36.85	24.65	34.52
Earnings, by market (tala million)														
American Samoa	0.00	0.00	0.00	0.00	0.00	0.00	1.70	1.64	1.05	1.54	3.85	1.81	0.88	2.02
Australia	0.00	0.00	0.00	0.00	0.00	0.00	6.20	6.39	6.50	8.79	19.98	9.38	7.53	9.78
Europe	0.00	0.00	0.00	0.00	0.00	0.00	0.15	0.11	0.14	0.18	0.28	0.25	0.24	0.32
New Zealand	0.00	0.00	0.00	0.00	0.00	0.00	9.17	13.45	11.67	14.81	22.06	19.49	9.23	14.16
USA	0.00	0.00	0.00	0.00	0.00	0.00	1.00	3.30	1.51	1.76	4.32	2.20	2.86	3.84
Other Countries	0.00	0.00	0.00	0.00	0.00	0.00	2.37	2.81	2.51	3.53	4.56	3.72	3.91	4.41
Cruise ships	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.55	0.34	0.24	0.47	0.94	0.59
Earnings, by purpose (tala million)														
Holiday	0.00	0.00	0.00	0.00	0.00	0.00	5.27	7.84	5.11	5.70	16.97	11.71	7.14	10.77
VFR	0.00	0.00	0.00	0.00	0.00	0.00	10.31	13.37	11.09	20.29	29.71	19.42	10.01	12.03
Business & Conference	0.00	0.00	0.00	0.00	0.00	0.00	2.45	3.04	1.46	2.67	1.35	1.65	1.90	2.35
Sport	0.00	0.00	0.00	0.00	0.00	0.00	0.04	0.35	0.02	0.08	0.04	0.06	0.22	0.14
Other	0.00	0.00	0.00	0.00	0.00	0.00	2.52	3.09	5.68	1.89	6.98	4.02	5.37	9.24
Cruise ships	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.55	0.34	0.24	0.47	0.94	0.59
Average expenditure (tala, per person)	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	3,258	3,353	3,258	3,590	3,280	2,991	3,206	3,409
Tourism Price Index	129.5	138.7	139.4	139.6	143.4	147.7	164.5	165.0	162.7	158.8	158.6	163.1	164.6	165.0
First Number of Months up to	9 months to Mar 21	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	8 months to Feb 23	9 months to Mar 23
Total Visitor Arrivals (persons)	0	0	0	0	0	0	6,318	14,579	21,750	30,280	47,059	59,380	67,067	77,195
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	-11.0%	-41.8%	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!
Past 5 year average	-6.7%	-29.8%	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!
Arrivals, by market (persons)														
American Samoa	0	0	0	0	0	0	719	1,442	2,077	2,803	4,126	4,864	5,525	6,351
Australia	0	0	0	0	0	0	1,658	3,493	5,052	6,862	12,234	15,034	16,820	19,259
Europe	0	0	0	0	0	0	126	236	390	528	704	939	1,204	1,421
New Zealand	0	0	0	0	0	0	2,644	6,605	9,935	14,025	21,460	27,956	31,050	35,346
USA	0	0	0	0	0	0	386	1,110	1,722	2,329	3,638	4,462	5,169	6,036
Other Countries	0	0	0	0	0	0	785	1,693	2,574	3,733	4,897	6,125	7,299	8,782
Cruise ships	0	0	0	0	0	0	0	0	3,113	5,095	6,550	9,201	14,334	17,498
Arrivals, by purpose (persons)														
Holiday	0	0	0	0	0	0	1,745	4,144	6,493	8,839	14,708	18,601	20,925	24,585
VFR	0	0	0	0	0	0	2,745	6,362	9,222	12,918	21,094	26,453	29,465	33,057
Business & Conference	0	0	0	0	0	0	677	1,577	2,168	2,922	3,310	3,732	4,218	4,868
Sport	0	0	0	0	0	0	16	111	123	162	177	194	282	319
Other	0	0	0	0	0	0	1,135	2,385	3,744	5,439	7,770	10,400	12,177	14,366
Cruise ships	0	0	0	0	0	0	0	0	3,113	5,095	6,550	9,201	14,334	17,498
Total Visitor Earnings (tala million)	0.00	0.00	0.00	0.00	0.00	0.00	20.58	48.28	71.65	102.27	157.31	194.17	218.82	253.34
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	-6.3%	-42.0%	#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	-2.5%	-26.1%	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!
Earnings, by market (tala million)														
American Samoa	0.0	0.0	0.0	0.0	0.0	0.0	1.7	3.3	4.4	5.9	9.8	11.6	12.5	14.5
Australia	0.0	0.0	0.0	0.0	0.0	0.0	6.2	12.6	19.1	27.9	47.9	57.2	64.8	74.5
Europe	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.3	0.4	0.6	0.9	1.1	1.4	1.7
New Zealand	0.0	0.0	0.0	0.0	0.0	0.0	9.2	22.6	34.3	49.1	71.2	90.7	99.9	114.0
USA	0.0	0.0	0.0	0.0	0.0	0.0	1.0	4.3	5.8	7.6	11.9	14.1	17.0	20.8
Other Countries	0.0	0.0	0.0	0.0	0.0	0.0	2.4	5.2	7.7	11.2	15.8	19.5	23.4	27.8
Cruise ships	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.9	1.1	1.6	2.5	3.1
Earnings, by purpose (tala million)														
Holiday	0.0	0.0	0.0	0.0	0.0	0.0	5.3	13.1	18.2	23.9	40.9	52.6	59.7	70.5
VFR	0.0	0.0	0.0	0.0	0.0	0.0	10.3	23.7	34.8	55.1	84.8	104.2	114.2	126.2
Business & Conference	0.0	0.0	0.0	0.0	0.0	0.0	2.5	5.5	7.0	9.6	11.0	12.6	14.5	16.9
Sport	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.4	0.5	0.5	0.6	0.8	0.9
Other	0.0	0.0	0.0	0.0	0.0	0.0	2.5	5.6	11.3	13.2	20.2	24.2	29.5	38.8
Cruise ships	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.9	1.1	1.6	2.5	3.1

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

VISITOR EARNINGS & REMITTANCES REPORT

March 2023

Table 2. INFLOW OF PRIVATE REMITTANCES

Amount in Tala Millions	AMOUNTS IN TALA MILLION													
	Mar-21	Mar-22	Apr-22	May-22	Jun-22	Jul-22	Aug-22	Sep-22	Oct-22	Nov-22	Dec-22	Jan-23	Feb-23	Mar-23
By Recipient (Tala Millions)	51.90	55.20	58.35	67.63	72.20	83.06	72.26	69.24	62.59	74.58	94.51	55.08	56.55	64.98
Banknotes	0.38	0.28	0.25	2.24	3.54	3.26	3.86	4.80	5.13	6.99	6.29	4.15	5.64	3.90
Churches, school, Charities	3.17	1.32	1.90	3.83	5.61	1.85	2.82	0.28	1.27	5.72	4.35	0.56	2.12	2.67
Individual/Family/Households	42.94	52.51	55.35	60.16	61.38	76.50	62.94	61.99	54.66	60.40	82.09	48.88	47.56	56.81
In Kind	0.68	0.46	0.68	0.70	0.62	0.68	0.94	0.86	0.89	0.86	0.93	0.82	0.55	1.04
Others	4.74	0.63	0.17	0.69	1.05	0.76	1.70	1.31	0.64	0.62	0.84	0.68	0.68	0.57
By Country (Tala Millions)	51.90	55.20	58.35	67.63	72.20	83.06	72.26	69.24	62.59	74.58	94.51	55.08	56.55	64.98
USA	11.65	8.94	7.04	7.89	8.79	10.79	8.18	9.92	10.77	10.62	12.35	7.87	10.44	8.87
New Zealand	22.61	23.42	25.27	29.19	32.40	33.03	28.17	28.88	24.15	29.69	38.01	22.90	21.53	27.88
Australia	13.05	19.40	19.85	22.02	23.14	30.19	28.88	25.36	22.69	26.33	36.45	20.65	20.81	23.05
American Samoa	3.95	2.79	3.91	4.40	3.81	6.67	4.23	4.09	4.32	3.77	5.06	3.12	3.26	4.07
Others	0.65	0.65	2.27	4.13	4.06	2.38	2.81	0.99	0.65	4.18	2.65	0.54	0.51	1.12
By Channel (%)														
Banks	9.4%	15.7%	15.5%	16.4%	20.7%	12.6%	20.1%	17.6%	16.0%	20.7%	17.5%	8.7%	13.5%	13.9%
Non Banks (1)	90.6%	84.3%	84.5%	83.6%	79.3%	87.4%	79.9%	82.4%	84.0%	79.3%	82.5%	91.3%	86.5%	86.1%
Total Remittances (Tala Millions)	51.90	55.20	58.35	67.63	72.20	83.06	72.26	69.24	62.59	74.58	94.51	55.08	56.55	64.98
First Number of Months up to	9 months to Mar 21	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 Sep 22	3 months to Oct 22	4 months to Nov 22	5 months to Dec 22	6 months to Jan 23	7 months to Feb 23	8 months to Mar 23	9 months to Mar 23
Total Remittances (Tala Millions)	458.42	534.25	592.60	660.23	732.43	83.06	155.32	224.56	287.15	361.73	456.25	511.33	567.88	632.87
Percentage Change (over same period last year)	9.1%	16.5%	18.1%	18.9%	20.7%	55.5%	40.0%	36.6%	23.1%	20.1%	20.0%	20.5%	18.5%	18.5%
3 year average (%)	11.8%	8.8%	8.1%	7.4%	7.5%	10.7%	7.9%	9.4%	12.0%	13.0%	11.6%	10.5%	10.7%	9.5%
5 year average (%)	6.4%	9.5%	9.3%	9.3%	9.3%	10.4%	10.0%	10.0%	11.7%	12.3%	12.4%	11.8%	12.2%	12.2%
By Recipient (Tala Millions)														
Banknotes	5.04	3.71	3.97	6.21	9.75	3.26	7.13	11.92	17.06	24.05	30.34	34.49	40.13	44.02
Churches, school, Charities	29.96	20.73	22.62	26.46	32.06	1.85	4.67	4.96	6.23	11.95	16.30	16.86	18.98	21.65
Individual/Family/Households	405.73	490.57	545.92	606.08	667.46	76.50	139.44	201.43	256.09	316.49	398.59	447.46	495.02	551.83
In Kind	4.93	7.59	8.27	8.96	9.58	0.68	1.62	2.47	3.36	4.22	5.15	5.97	6.51	7.55
Others	12.75	11.65	11.82	12.51	13.57	0.76	2.47	3.78	4.42	5.03	5.88	6.56	7.24	7.81
By Country (Tala Millions)														
USA	63.95	76.38	83.42	91.31	100.10	10.79	18.97	28.89	39.66	50.27	62.62	70.50	80.94	89.80
New Zealand	191.30	215.62	240.89	270.08	302.48	33.03	61.20	90.07	114.23	143.92	181.93	204.83	226.36	254.24
Australia	150.07	193.78	213.63	235.66	258.79	30.19	59.07	84.43	107.12	133.45	169.90	190.55	211.37	234.41
American Samoa	32.81	34.27	38.18	42.58	46.38	6.67	10.91	15.00	19.32	23.09	28.14	31.26	34.52	38.59
Others	20.30	14.20	16.47	20.60	24.66	2.38	5.18	6.18	6.83	11.01	13.65	14.20	14.70	15.82

(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.