VISITOR EARNINGS & REMITTANCES REPORT
OCTOBER 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.4: 2023/24　　　　　　　　　　　　　　　　　　　　　　　　　　　*October 2023*

Visitor Arrivals[1]

Total monthly **visitor arrivals** continued to decrease by **10.1 percent (or 1,496 visitors) to 14,879 visitors** over the previous month but was 87.0 percent (or 6,212 visitors) higher than the same month last year.

The overall decline reflected mainly lower visitors from Australia (down by 20.0 percent), New Zealand (by 12.1 percent) and American Samoa (by 6.6 percent) respectively. For arrivals by purpose, visitors for 'Sports', 'Visiting Family and Relatives', 'Holiday' and 'Business and Conference' all contracted by 66.4 percent, 18.8 percent, 8.1 percent and 1.9 percent in that order.

Despite a 3.1 percent hike in the overall average expenditure per visitor, **total visitor receipts** fell by **7.3 percent (or $3.8 million) to $47.8 million** over the previous month

In-light of the reduction were reductions in visitor earnings from USA (by 35.1 percent), American Samoa (by 26.3 percent), New Zealand (by 7.5 percent) and Australia (by 1.6 percent). In terms of arrivals by purpose, earnings from those who were here for 'Sports', 'Holiday', 'Business and Conference' and 'VFR' all fell by 79.3 percent, 29.6 percent, 18.8 percent and 7.4 percent respectively.

Total arrivals for the first four months of FY2023/24, rose by 40,253 visitors to 62,003 visitors over the first four months to October 2022.

Remittances

Total monthly remittances slightly decreased by 0.9 percent (or $0.6 million) to $66.2 million over the previous month but was 5.8 percent (or $3.6 million) higher than the same month of last year.

Primarily responsible for the overall drop in remittances were reductions in funds from New Zealand (down by $1.8 million) and Australia (down by $1.4 million). In terms of recipients, the main drivers were 'Others' (down by $1.6 million), 'Family and Households' (by $1.4 million), 'Hand-carried cash' (by $1.2 million) and 'In-kind' (by $0.01 million) offsetting an increase in 'Non-profit institution serving households' (NPISH)[2] by $3.6 million.

Nevertheless, the first **four months of FY2023/24**, total inflow of remittances were **1.5 percent (or $3.3 million)** higher at $287.5 million over the same period of FY2022/23. Accounting for this increase in the first four months were higher transfers from USA (up by $13.3 million), 'Others' (by $2.4 million) and Australia (by $1.7 million). Partially responsible for this improvement was the depreciation of the Samoan Tala against the US dollar and New Zealand dollar by 0.6 percent and 0.5 percent in that order. Furthermore, increases were recorded for 'Non-profit institution serving households' (NPISH), 'Hand-carried cash' and 'Others' by $10.2 million, $6.2 million and $1.2 million respectively.

The monthly share of total remittances received through Money Transfer Operators (MTO's) dropped to 70.7 percent from 82.4 percent in the

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[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] Includes funds for churches, non-profit organizations and charities

same month of last year while funds received through commercial banks went up to 29.3 percent from 16.0 percent over the same month last year.

The average monthly cost of sending NZD$200.00 to Samoa edged up to 8.15 percent from 7.46 percent in October 2022 while the average cost of sending AUD$200.00 to Samoa declined to 5.61 percent from 6.74 percent over the same month of last year.

CENTRAL BANK OF SAMOA
30th November 2023

VISITOR EARNINGS & REMITTANCES REPORT

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

	Oct-21	Oct-22	Nov-22	Dec-22	Jan-23	Feb-23	Mar-23	Apr-23	May-23	Jun-23	Jul-23	Aug-23	Sep-23	Oct-23
Total arrivals (persons)	0	7,171	8,530	16,779	12,321	7,687	10,128	13,720	15,719	18,021	17,270	16,471	14,879	13,383
Total arrivals incl. cruise ships (1)	0	10,284	10,512	18,234	14,972	12,820	13,292	17,330	15,719	18,021	17,270	16,471	14,879	13,383
Arrivals, by market (persons)														
American Samoa	0	635	726	1,323	738	661	826	1,008	819	1,714	1,007	1,233	777	726
Australia	0	1,559	1,810	5,372	2,800	1,786	2,439	3,879	4,495	4,893	4,229	4,455	4,472	3,597
Europe	0	154	138	176	235	265	217	331	310	340	371	469	382	452
New Zealand	0	3,330	4,090	7,435	6,496	3,094	4,296	6,062	6,902	7,561	7,827	6,973	6,679	5,873
USA	0	612	607	1,309	824	707	867	970	1,247	1,563	1,831	1,230	892	1,008
Other Countries	0	881	1,159	1,164	1,228	1,174	1,483	1,470	1,946	1,950	2,005	2,111	1,677	1,727
Cruise ships	0	3,113	1,982	1,455	2,651	5,133	3,164	3,610	0	0	0	0	0	0
Arrivals, by purpose (persons)														
Holiday	0	2,349	2,346	5,869	3,893	2,324	3,660	5,441	5,891	7,722	8,098	7,249	6,372	5,859
VFR	0	2,860	3,696	8,176	5,359	3,012	3,592	5,801	6,070	6,996	5,107	5,056	4,845	3,932
Business & Conference	0	591	754	388	422	486	650	569	1,397	1,280	1,290	732	887	870
Sport	0	12	39	15	17	88	37	255	383	120	154	1,070	611	205
Other	0	1,359	1,695	2,331	2,630	1,777	2,189	1,654	1,978	1,903	2,621	2,364	2,164	2,517
Cruise ships	0	3,113	1,982	1,455	2,651	5,133	3,164	3,610	0	0	0	0	0	0
Total earnings (tala million)	0.00	23.37	30.63	55.05	36.86	24.65	34.53	48.74	61.23	57.68	52.32	55.50	51.54	47.78
Earnings, by market (tala million)														
American Samoa	0.00	1.05	1.54	3.85	1.81	0.88	2.02	3.52	3.42	5.11	2.75	2.59	1.55	1.14
Australia	0.00	6.50	8.79	19.98	9.38	7.53	9.78	15.48	16.32	17.34	12.54	17.56	16.53	16.27
Europe	0.00	0.14	0.18	0.28	0.25	0.24	0.32	0.42	0.32	0.30	0.31	0.60	0.41	0.43
New Zealand	0.00	11.67	14.82	22.06	19.49	9.23	14.16	22.03	29.22	22.00	23.41	25.10	23.73	21.95
USA	0.00	1.51	1.76	4.32	2.20	2.86	3.84	2.11	3.87	5.24	6.12	3.27	4.05	2.63
Other Countries	0.00	2.51	3.53	4.56	3.72	3.91	4.41	5.18	8.08	7.69	7.19	6.39	5.26	5.36
Cruise ships	0.00	0.55	0.34	0.24	0.47	0.94	0.59	0.66	0.00	0.00	0.00	0.00	0.00	0.00
Earnings, by purpose (tala million)														
Holiday	0.00	5.11	5.70	16.96	11.71	7.13	10.78	16.90	21.44	22.76	23.23	24.48	22.54	15.94
VFR	0.00	11.09	20.29	29.73	19.42	10.02	12.03	22.63	29.83	28.02	20.21	20.48	18.36	17.37
Business & Conference	0.00	1.46	2.67	1.35	1.65	1.90	2.34	2.25	4.50	4.25	3.57	2.96	3.26	2.62
Sport	0.00	0.02	0.08	0.04	0.06	0.22	0.14	0.84	1.51	0.23	0.60	2.85	2.44	0.52
Other	0.00	5.68	1.89	6.97	4.02	5.37	9.23	6.12	3.96	2.41	4.71	4.74	4.93	11.33
Cruise ships	0.00	0.55	0.34	0.24	0.47	0.94	0.59	0.66	0.00	0.00	0.00	0.00	0.00	0.00
Average expenditure (tala,per person)	#DIV/0!	3,258	3,590	3,281	2,991	3,206	3,409	3,553	3,895	3,201	3,030	3,370	3,464	3,570
Tourism Price Index	135.5	162.7	158.8	158.6	163.1	164.6	165.0	167.3	167.0	169.8	175.2	173.8	175.3	175.9

First Number of Months up to	4 months to Oct 21	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	1st month	2 months to Aug 23	3 months to Sep 23	4 months to Oct 23
Total Visitor Arrivals (persons)	0	21,750	30,280	47,059	59,380	67,067	77,195	90,915	106,634	124,655	17,270	33,741	48,620	62,003
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!	160.7%	80.1%	86.6%
Past 3 year average	-20.2%	#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!
Past 5 year average	-15.1%	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!
Arrivals, by market (persons)														
American Samoa	0	2,077	2,803	4,126	4,864	5,525	6,351	7,359	8,178	9,892	1,007	2,240	3,017	3,743
Australia	0	5,052	6,862	12,234	15,034	16,820	19,259	23,138	27,633	32,526	4,229	8,684	13,156	16,753
Europe	0	390	528	704	939	1,204	1,421	1,752	2,062	2,402	371	840	1,222	1,674
New Zealand	0	9,935	14,025	21,460	27,956	31,050	35,346	41,408	48,310	55,871	7,827	14,800	21,479	27,352
USA	0	1,722	2,329	3,638	4,462	5,169	6,036	7,006	8,253	9,816	1,831	3,061	3,953	4,961
Other Countries	0	2,574	3,733	4,897	6,125	7,299	8,782	10,252	12,198	14,148	2,005	4,116	5,793	7,520
Cruise ships	0	3,113	5,095	6,550	9,201	14,334	17,498	21,108	21,108	21,108	0	0	0	0
Arrivals, by purpose (persons)														
Holiday	0	6,493	8,839	14,708	18,601	20,925	24,585	30,026	35,917	43,639	8,098	15,347	21,719	27,578
VFR	0	9,222	12,918	21,094	26,453	29,465	33,057	38,858	44,928	51,924	5,107	10,163	15,008	18,940
Business & Conference	0	2,168	2,922	3,310	3,732	4,218	4,868	5,437	6,834	8,114	1,290	2,022	2,909	3,779
Sport	0	123	162	177	194	282	319	574	957	1,077	154	1,224	1,835	2,040
Other	0	3,744	5,439	7,770	10,400	12,177	14,366	16,020	17,998	19,901	2,621	4,985	7,149	9,666
Cruise ships	0	3,113	5,095	6,550	9,201	14,334	17,498	21,108	21,108	21,108	0	0	0	0
Total Visitor Earnings (tala million)	0.00	71.65	102.28	157.32	194.18	218.83	253.36	302.10	363.33	421.01	52.32	107.83	159.36	207.14
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!	423.8%	230.0%	189.1%
Past 3 year average	-19.5%	#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	-11.5%	#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	4.4	5.9	9.8	11.6	12.5	14.5	18.0	21.4	26.5	2.7	5.3	6.9	8.0
Australia	0.0	19.1	27.9	47.9	57.2	64.8	74.5	90.0	106.3	123.7	12.5	30.1	46.6	62.9
Europe	0.0	0.4	0.6	0.9	1.1	1.4	1.7	2.1	2.4	2.7	0.3	0.9	1.3	1.8
New Zealand	0.0	34.3	49.1	71.2	90.7	99.9	114.0	136.1	165.3	187.3	23.4	48.5	72.2	94.2
USA	0.0	5.8	7.6	11.9	14.1	17.0	20.8	22.9	26.8	32.0	6.1	9.4	13.4	16.1
Other Countries	0.0	7.7	11.2	15.8	19.5	23.4	27.8	33.0	41.1	48.8	7.2	13.6	18.8	24.2
Cruise ships	0.0	0.5	0.9	1.1	1.6	2.5	3.1	3.8	3.8	3.8	0.0	0.0	0.0	0.0
Earnings, by purpose (tala million)														
Holiday	0.0	18.2	23.9	40.9	52.6	59.7	70.5	87.41	108.85	131.61	23.23	47.71	70.25	86.19
VFR	0.0	34.8	55.1	84.8	104.2	114.2	126.2	148.9	178.7	206.7	20.2	40.7	59.1	76.4
Business & Conference	0.0	7.0	9.6	11.0	12.6	14.5	16.9	19.1	23.6	27.9	3.6	6.5	9.8	12.4
Sport	0.0	0.4	0.5	0.5	0.6	0.8	0.9	1.8	3.3	3.5	0.6	3.5	5.9	6.4
Other	0.0	11.3	13.2	20.2	24.2	29.5	38.8	44.9	48.9	51.3	4.7	9.4	14.4	25.7
Cruise ships	0.0	0.5	0.9	1.1	1.6	2.5	3.1	3.8	3.8	3.8	0.0	0.0	0.0	0.0

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

Table 2. INFLOW OF PRIVATE REMITTANCES

AMOUNTS IN TALA MILLION

Amount in Tala Millions	Oct-21	Oct-22	Nov-22	Dec-22	Jan-23	Feb-23	Mar-23	Apr-23	May-23	Jun-23	Jul-23	Aug-23	Sep-23	Oct-23
By Recipient (Tala Miilions)	**68.92**	**62.59**	**74.58**	**94.51**	**55.08**	**56.55**	**64.72**	**50.03**	**75.74**	**73.75**	**74.25**	**80.22**	**66.79**	**66.19**
Banknotes	0.47	5.13	6.99	6.29	4.15	5.64	3.90	4.01	12.15	4.83	3.20	4.38	8.48	7.24
Churches, school, Charities	4.66	1.27	5.72	4.35	0.56	2.12	2.67	0.85	6.82	2.98	4.33	7.17	0.65	4.25
Individual/Family/Households	61.92	54.66	60.40	82.09	48.88	47.56	56.81	43.30	55.17	64.50	65.40	66.73	54.09	52.69
In Kind	0.56	0.89	0.86	0.93	0.82	0.55	0.78	0.75	0.79	0.82	0.70	0.81	0.85	0.84
Others	1.31	0.64	0.62	0.84	0.68	0.68	0.57	1.11	0.81	0.63	0.62	1.12	2.73	1.18
By Country (Tala Millions)	**68.92**	**62.59**	**74.58**	**94.51**	**55.08**	**56.55**	**64.72**	**50.03**	**75.74**	**73.75**	**74.25**	**80.22**	**66.79**	**66.19**
USA	10.55	10.77	10.62	12.35	7.87	10.44	8.83	8.32	9.53	10.90	13.18	15.24	11.22	13.28
New Zealand	25.61	24.15	29.69	38.01	22.90	21.53	27.77	22.40	31.85	28.29	24.27	27.71	25.78	24.00
Australia	27.13	22.69	26.33	36.45	20.65	20.81	22.95	16.01	23.28	28.16	29.48	32.65	24.05	22.68
American Samoa	4.90	4.32	3.77	5.06	3.12	3.26	4.05	2.90	4.00	4.02	3.98	3.51	3.51	3.63
Others	0.73	0.65	4.18	2.65	0.54	0.51	1.12	0.40	7.09	2.38	3.33	1.10	2.23	2.61
By Channel (%)														
Banks	21.5%	16.0%	20.7%	17.5%	8.7%	13.5%	14.0%	19.6%	21.7%	19.4%	22.1%	26.5%	26.6%	29.3%
Non Banks (1)	78.5%	84.0%	79.3%	82.5%	91.3%	86.5%	86.0%	80.4%	78.3%	80.6%	77.9%	73.5%	73.4%	70.7%
Total Remittances (Tala Millions)	**68.92**	**62.59**	**74.58**	**94.51**	**55.08**	**56.55**	**64.72**	**50.03**	**75.74**	**73.75**	**74.25**	**80.22**	**66.79**	**66.19**

First Number of Months up to	4 months to Oct 21	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	1st month Jul-23	2 months to Aug 23	3 months to Sep 23	4 months to Oct 23
Total Remittances (Tala Millions)	**233.35**	**287.15**	**361.73**	**456.25**	**511.33**	**567.88**	**632.60**	**682.63**	**758.37**	**832.13**	**74.25**	**154.47**	**221.26**	**287.45**
Percentage Change (over same period last year)	6.9%	23.1%	20.1%	20.0%	20.5%	18.5%	18.4%	15.2%	14.9%	13.6%	-10.6%	-0.6%	-1.5%	0.1%
3 year average (%)	15.2%	12.0%	13.0%	11.6%	10.5%	10.7%	9.5%	9.9%	10.1%	11.1%	18.6%	16.8%	18.2%	17.0%
5 year average (%)	10.5%	11.7%	12.3%	12.4%	11.8%	12.2%	12.2%	12.4%	12.7%	12.9%	21.5%	17.9%	17.1%	15.1%
By Recipient (Tala Miilions)														
Banknotes	1.32	17.06	24.05	30.34	34.49	40.13	44.02	48.04	60.19	65.02	3.20	7.58	16.06	23.30
Churches, school, Charities	8.16	6.23	11.95	16.30	16.86	18.98	21.65	22.51	29.32	32.30	4.33	11.50	12.16	16.41
Individual/Family/Households	215.57	256.09	316.49	398.59	447.46	495.02	551.83	595.13	650.30	714.80	65.40	132.12	186.21	238.90
In Kind	4.55	3.36	4.22	5.15	5.97	6.51	7.29	8.04	8.83	9.65	0.70	1.51	2.36	3.20
Others	3.76	4.42	5.03	5.88	6.56	7.24	7.81	8.92	9.73	10.36	0.62	1.74	4.47	5.65
By Country (Tala Millions)														
USA	31.97	39.66	50.27	62.62	70.50	80.94	89.77	98.09	107.61	118.51	13.18	28.43	39.64	52.92
New Zealand	91.88	114.23	143.92	181.93	204.83	226.36	254.13	276.53	308.38	336.67	24.27	51.98	77.76	101.76
Australia	88.76	107.12	133.45	169.90	190.55	211.37	234.32	250.33	273.61	301.77	29.48	62.13	86.18	108.86
American Samoa	16.34	19.32	23.09	28.14	31.26	34.52	38.57	41.47	45.48	49.49	3.98	7.50	11.01	14.64
Others	4.41	6.83	11.01	13.65	14.20	14.70	15.82	16.22	23.30	25.68	3.33	4.44	6.66	9.27

(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.