



VISITOR EARNINGS & REMITTANCES REPORT AUGUST 2022

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.2: 2022/23

August 2022

Visitor Arrivals

After more than 2 years of lockdown and travel restrictions in- place to safeguard the Samoan people from the COVID-19 pandemic, Samoa’s international borders has finally reopened on the 1st of August 2022. As a result, **6,228 visitors** arrived in the country during the month under review.

These were made up of New Zealand (with 2,641 visitors or 42.4 percent of total) and Australia (1,657 visitors or 26.6 percent of total arrivals) while ‘Other countries’ including Asia and the Pacific region, accounted for 730 visitors or 11.7 percent of total. Visitors from American Samoa amounted to 692, USA (with 382 visitors) and Europe (126 visitors). Moreover, by purpose of travel, those ‘Visiting Friends and Relatives’ (VFRs) accounted for 2,745 visitors or 44.1 percent of total, ‘Holiday’ (at 1,745 visitors or 28.0 percent of total), ‘Other’ (1,135 visitors or 18.2 percent of total), ‘Business and Conference’ (677 visitors) and ‘Sports’ (16 visitors).

As a result, **total visitor receipts were estimated at around \$19.3 million** in August 2022. The breakdown of this total were from New Zealand (\$8.7 million), Australia (\$5.7 million), Other Countries (\$2.1 million), American Samoa (\$1.7 million), USA (\$0.9 million) and Europe (\$0.1 million). By purpose, proceeds from ‘VFR’, ‘Holiday’, ‘Other’ and ‘Business and Conference’ recorded total earnings of \$10.1 million, \$4.6 million, \$2.3 million, and \$2.1 million respectively.

Remittances

Total remittances in August 2022 continued to hike, jumping by 25.6 percent (or \$14.7 million) to \$72.3

million over August 2021 but was 13.0 percent (or \$10.8 million) lower than the previous month.

Largely underpinning the overall increase over the year were increased funds received from New Zealand (up by \$7.3 million), Australia (up by \$5.4 million) and Others (up by \$2.0 million) In terms of recipients, funds for ‘Family and households’, ‘Hand carried cash’, ‘Non-profit institutions serving households’ (NPISH), ‘Others’ and In-kind’ expanded by \$7.8 million, \$3.6 million, \$2.2 million, \$0.9 million, and \$0.4 million respectively.

Furthermore, total inflow of private remittances in the first two months of 2022/23 recorded a significant increase of 40.0 percent (or \$44.4 million) to \$155.3 million over the same period last year.

The monthly share of total remittances received through Money Transfer Operators (MTOs) fell to 79.9 percent from 82.6 percent in August 2021, whereas funds received through commercial banks went up to 20.1 percent from 17.4 percent in the same month last year.

The average monthly cost of sending NZD\$200.00 to Samoa expanded to 8.96 percent from 7.90 percent in August 2021 while the average cost of sending AUD\$200.00 to Samoa narrowed to 6.44 percent from 6.88 percent over the year.

30th September 2022
CENTRAL BANK OF SAMOA

VISITOR EARNINGS & REMITTANCES REPORT

August 2022

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

	Aug-20	Aug-21	Jan-22	Feb-22	Mar-22	Apr-22	May-22	Jun-22	Jul-22	Aug-22
Total arrivals (persons)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	6,228.0
Total arrivals incl. cruise ships (1)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	6,228.0
Arrivals, by market (persons)										
American Samoa	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	692.0
Australia	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1,657.0
Europe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	126.0
New Zealand	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2,641.0
USA	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	382.0
Other Countries	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	730.0
Cruise ships	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Arrivals, by purpose (persons)										
Holiday	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1,745.0
VFR	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2,745.0
Business & Conference	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	677.0
Sport	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	16.0
Other	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1,135.0
Cruise ships	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total earnings (tala million)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	19.26
Earnings, by market (tala million)										
American Samoa	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.66
Australia	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	5.70
Europe	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.13
New Zealand	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	8.71
USA	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.93
Other Countries	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.13
Cruise ships	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Earnings, by purpose (tala million)										
Holiday	0.00	0	0	0	0	0	0	0	0	4.6
VFR	0.00	0	0	0	0	0	0	0	0	10.1
Business & Conference	0.00	0	0	0	0	0	0	0	0	2.1
Sport	0.00	0	0	0	0	0	0	0	0	0.0
Other	0.00	0	0	0	0	0	0	0	0	2.3
Cruise ships	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Average expenditure (tala, per person)	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	3,092
Tourism Price Index	129.7	134.8	137.4	137.6	138.7	139.4	139.6	143.4	147.7	152.1
First Number of Months up to	2 months to Aug 20	2 months to Aug 21	7 months to Jan 22	8 months to Feb 22	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
Total Visitor Arrivals (persons)	0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	6,228.0
Over the past year (%)	-100.0%	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!
Past 3 year average	9.5%	-20.4%	-28.8%	-25.0%	-41.8%	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!
Past 5 year average	6.3%	-13.3%	-22.1%	-22.0%	-29.8%	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!
Arrivals, by market (persons)										
American Samoa	0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	692.0
Australia	0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1,657.0
Europe	0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	126.0
New Zealand	0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2,641.0
USA	0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	382.0
Other Countries	0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	730.0
Cruise ships	0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Arrivals, by purpose (persons)										
Holiday	0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1,745.0
VFR	0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2,745.0
Business & Conference	0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	677.0
Sport	0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	16.0
Other	0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1,135.0
Cruise ships	0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total Visitor Earnings (tala million)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	19.26
Over the past year (%)	-100.0%	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!
Past 3 year average	13.5%	-19.1%	-27.9%	-26.3%	-42.0%	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!
Past 5 year average	10.2%	-10.0%	-19.8%	-19.5%	-26.1%	#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	0.0	0.0	0.0	1.7
Australia	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.7
Europe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
New Zealand	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	8.7
USA	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9
Other Countries	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.1
Cruise ships	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Earnings, by purpose (tala million)										
Holiday	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.6
VFR	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	10.1
Business & Conference	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.1
Sport	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.3
Cruise ships	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0

VISITOR EARNINGS & REMITTANCES REPORT

August 2022

Table 2.

INFLOW OF PRIVATE REMITTANCES

AMOUNTS IN TALA MILLION

Amount in Tala Millions	Aug-20	Aug-21	Sep-21	Oct-21	Nov-21	Dec-21	Jan-22	Feb-22	Mar-22	Apr-22	May-22	Jun-22	Jul-22	Aug-22
By Recipient (Tala Millions)	54.55	57.54	53.47	68.92	67.93	79.04	44.09	54.64	55.20	58.35	67.63	72.20	83.06	72.26
Banknotes	1.03	0.25	0.12	0.47	0.53	0.94	0.48	0.16	0.28	0.25	2.24	3.54	3.26	3.86
Churches, school, Charities	3.44	0.67	0.28	4.66	2.50	2.52	2.30	3.93	1.32	1.90	3.83	5.61	1.85	2.82
Individual/Family/Households	48.45	55.19	51.99	61.92	63.45	72.65	37.04	49.36	52.51	55.35	60.16	61.38	76.50	62.94
In Kind	0.54	0.57	0.55	0.56	0.68	0.79	0.38	0.73	0.46	0.68	0.70	0.62	0.68	0.94
Others	1.10	0.85	0.52	1.31	0.76	2.14	3.90	0.45	0.63	0.17	0.69	1.05	0.76	1.70
By Country (Tala Millions)	54.55	57.54	53.47	68.92	67.93	79.04	44.09	54.64	55.20	58.35	67.63	72.20	83.06	72.26
USA	6.41	8.51	6.09	10.55	8.56	10.10	6.58	10.22	8.94	7.04	7.89	8.79	10.79	8.18
New Zealand	21.12	20.85	22.32	25.61	28.10	34.34	17.92	19.96	23.42	25.27	29.19	32.40	33.03	28.17
Australia	20.64	23.49	21.28	27.13	24.52	26.46	15.15	19.50	19.40	19.85	22.02	23.14	30.19	28.88
American Samoa	3.82	3.93	3.30	4.90	3.75	5.86	2.60	2.93	2.79	3.91	4.40	3.81	6.67	4.23
Others	2.56	0.76	0.48	0.73	3.00	2.28	1.84	2.02	0.65	2.27	4.13	4.06	2.38	2.81
By Channel (%)														
Banks	10.0%	17.4%	16.6%	21.5%	18.2%	14.4%	19.5%	20.3%	15.7%	15.5%	16.4%	20.7%	12.6%	20.1%
Non Banks (1)	90.0%	82.6%	83.4%	78.5%	81.8%	85.6%	80.5%	79.7%	84.3%	84.5%	83.6%	79.3%	87.4%	79.9%
Total Remittances (Tala Millions)	54.55	57.54	53.47	68.92	67.93	79.04	44.09	54.64	55.20	58.35	67.63	72.20	83.06	72.26
First Number of Months up to	2 months	2 months	3 months	4 months	5 months	6 months	7 months	8 months	9 months	10 months	11 months	12 months	1st	2 months
	to Aug 20	to Aug 21	to Sep 21	to Oct 21	to Nov 21	to Dec 21	to Jan 22	to Feb 22	to Mar 22	to Apr 22	to May 22	to June 22	month	to Aug 22
Total Remittances (Tala Millions)	111.47	110.96	164.43	233.35	301.28	380.31	424.41	479.05	534.25	592.60	660.23	732.43	83.06	155.32
Percentage Change (over same period last year)	10.9%	-0.5%	1.5%	6.9%	13.3%	17.4%	16.4%	17.8%	16.5%	18.1%	18.9%	20.7%	55.5%	40.0%
3 year average (%)	13.2%	16.7%	15.9%	15.2%	13.4%	11.5%	9.9%	9.2%	8.8%	8.1%	7.4%	7.5%	10.7%	7.9%
5 year average (%)	8.5%	10.8%	10.5%	10.5%	10.4%	9.5%	9.4%	9.2%	9.5%	9.3%	9.3%	9.3%	10.4%	10.0%
By Recipient (Tala Millions)														
Banknotes	2.61	0.73	0.85	1.32	1.86	2.79	3.28	3.44	3.71	3.97	6.21	9.75	3.26	7.13
Churches, school, Charities	6.38	3.21	3.50	8.16	10.65	13.17	15.47	19.41	20.73	22.62	26.46	32.06	1.85	4.67
Individual/Family/Households	98.99	101.66	153.65	215.57	279.02	351.66	388.70	438.06	490.57	545.92	606.08	667.46	76.50	139.44
In Kind	1.05	3.43	3.99	4.55	5.23	6.02	6.39	7.13	7.59	8.27	8.96	9.58	0.68	1.62
Others	2.44	1.93	2.45	3.76	4.52	6.67	10.56	11.02	11.65	11.82	12.51	13.57	0.76	2.47
By Country (Tala Millions)														
USA	12.33	15.33	21.42	31.97	40.54	50.64	57.22	67.44	76.38	83.42	91.31	100.10	10.79	18.97
New Zealand	43.51	43.94	66.26	91.88	119.98	154.32	172.24	192.20	215.62	240.89	270.08	302.48	33.03	61.20
Australia	42.80	40.35	61.63	88.76	113.27	139.73	154.88	174.38	193.78	213.63	235.66	258.79	30.19	59.07
American Samoa	7.42	8.14	11.44	16.34	20.09	25.94	28.55	31.48	34.27	38.18	42.58	46.38	6.67	10.91
Others	5.41	3.20	3.68	4.41	7.41	9.69	11.53	13.55	14.20	16.47	20.60	24.66	2.38	5.18

(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.