



CENTRAL BANK OF SAMOA

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PLEASE ADDRESS CORRESPONDENCE
TO THE GOVERNOR

VISITOR EARNINGS & REMITTANCES REPORT DECEMBER 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.6: 2022/23

December 2022

Visitor Arrivals¹

Total **visitor arrivals** during the end of year festive season jumped by 96.7 percent (or up by 8,249 visitors) to a total of **16,779 visitors** when compared to the previous month.

This significant expansion was similar to its pre-COVID seasonal trend, highlighting sharp gains in visitors from Australia (up 3,562 visitors), New Zealand (up 3,345 visitors), USA (up 702 visitors), American Samoa (up 597 visitors), Europe (up 38 visitors) and 'Other Countries' (up 5 visitors). For arrivals by purpose, expansions were noted for those who were here for Visiting Friends and Relatives (VFRs) (up 4,480 visitors), Holiday (up 3,523 visitors) and 'Others' (up 636 visitors).

As a result, **total visitor receipts leapt by 79.7 percent (or \$24.4 million) to \$55.04 million** over the previous month. Accounting for this increase were higher visitor earnings from Australia (up by \$11.2 million), New Zealand (up by 7.2 million), USA (up by \$2.6 million), American Samoa (up by \$2.3 million), 'Other Countries' (up by \$1.0 million) and Europe (up by 0.1 million). By purpose, proceeds from Holiday, VFR, and 'Others' rose by \$11.3 million, \$9.4 million and \$5.1 million in that order.

In the first six months of FY2022/23², total tourism earnings amounted to **\$157.3 million**. This was made up of receipts from New Zealand at 45.2 percent, Australia at 30.4 percent, USA (at 7.6 percent) and American Samoa (at 6.2 percent).

¹ Samoa re-opened its border to international travelers on 1st August 2022.

² Including July 2022 where Samoa was still in lockdown.

'Other Countries' and Europe recorded shares of 10.0 percent and 0.6 percent respectively. In terms of purpose of visit, earnings from 'VFR', 'Holiday', 'Others', 'Business and Conference' and 'Sport' registered shares of 53.9 percent, 26.0 percent, 12.8 percent, 7.0 percent and 0.3 percent in that order.

Remittances

Total **inflow of remittances jumped by 19.6 percent (or \$15.5 million)** to \$94.5 million over December 2021 and was also 26.7 percent (or \$19.9 million) higher than November 2022. This is in line with the seasonal high during the end of year festivities.

Primarily underpinning the overall hike in remittances over the year were increases in funds received from Australia, New Zealand, USA and 'Others', by \$9.9 million, \$3.7 million, \$2.3 million and \$0.4 million in that order. For recipients, higher funds were recorded for 'Family and Households' (up by \$9.5 million), 'Hand-carried cash' (up by \$5.4 million), 'Non-profit institution serving households' (NPISH)³, (up by \$1.8 million) and 'In Kind' (up by 0.2 million).

For the **first six months of FY2022/23, total inflow of remittances jumped by 20.0 percent (or \$75.9 million)** to \$456.3 million compared to the same period in FY2021/2022. This was accounted for by increases in funds from Australia (up by \$30.2 million), New Zealand (up by \$27.6 million), USA (up by \$11.9 million), 'Others' (up by \$3.9 million) and American Samoa (up by \$2.2 million) respectively. Partially responsible for this increase was a depreciation of the Samoan Tala against the US dollar (by 6.0 percent).

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

By recipients, ‘Family and Households’, ‘Hand-carried cash’ and ‘Non-profit institution serving households’ all went up by \$46.9 million, \$27.5 million and \$3.1 million in that order.

The monthly share of total remittances received through Money Transfer Operators (MTOs) edged down to 82.4 percent from 85.6 percent in December 2021 whereas funds received through commercial banks edged up to 17.6 percent from 14.4 percent in December last year.

The average monthly cost of sending NZD\$200.00 to Samoa fell to 7.35 percent of total funds from 8.05 percent in December 2021 while the average cost of sending AUD\$200.00 to Samoa edged up to 7.89 percent from 6.00 percent over the year.

CENTRAL BANK OF SAMOA
17th February 2023

VISITOR EARNINGS & REMITTANCES REPORT

December 2022

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

	Dec-20	Dec-21	Jan-22	Feb-22	Mar-22	Apr-22	May-22	Jun-22	Jul-22	Aug-22	Sep-22	Oct-22	Nov-22	Dec-22
Total arrivals (persons)	0	0	0	0	0	0	0	0	0	6,318	8,261	7,171	8,530	16,779
Total arrivals incl. cruise ships (1)	0	0	0	0	0	0	0	0	0	6,318	8,261	10,284	10,512	18,234
Arrivals, by market (persons)														
American Samoa	0	0	0	0	0	0	0	0	0	719	723	635	726	1,323
Australia	0	0	0	0	0	0	0	0	0	1,658	1,835	1,559	1,810	5,372
Europe	0	0	0	0	0	0	0	0	0	126	110	154	138	176
New Zealand	0	0	0	0	0	0	0	0	0	2,644	3,961	3,330	4,090	7,435
USA	0	0	0	0	0	0	0	0	0	386	724	612	607	1,309
Other Countries	0	0	0	0	0	0	0	0	0	785	908	881	1,159	1,164
Cruise ships	0	0	0	0	0	0	0	0	0	0	0	3,113	1,982	1,455
Arrivals, by purpose (persons)														
Holiday	0	0	0	0	0	0	0	0	0	1,745	2,399	2,349	2,346	5,869
VFR	0	0	0	0	0	0	0	0	0	2,745	3,617	2,860	3,696	8,176
Business & Conference	0	0	0	0	0	0	0	0	0	677	900	591	754	388
Sport	0	0	0	0	0	0	0	0	0	16	95	12	39	15
Other	0	0	0	0	0	0	0	0	0	1,135	1,250	1,359	1,695	2,331
Cruise ships	0	0	0	0	0	0	0	0	0	0	0	3,113	1,982	1,455
Total earnings (tala million)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	20.58	27.70	23.37	30.62	55.04
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	1.70	1.64	1.05	1.54	3.85
Australia	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	6.20	6.39	6.50	8.79	19.98
Europe	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.15	0.11	0.14	0.18	0.28
New Zealand	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	9.17	13.45	11.67	14.81	22.06
USA	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.00	3.30	1.51	1.76	4.32
Other Countries	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.37	2.81	2.51	3.53	4.56
Cruise ships	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.55	0.34	0.24
Earnings, by purpose (tala million)														
Holiday	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	5.27	7.84	5.11	5.70	16.97
VFR	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	10.31	13.37	11.09	20.29	29.71
Business & Conference	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.45	3.04	1.46	2.67	1.35
Sport	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.04	0.35	0.02	0.08	0.04
Other	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.52	3.09	5.68	1.89	6.98
Cruise ships	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.55	0.34	0.24
Average expenditure (tala, per person)	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	3,258	3,353	3,258	3,590	3,280
Tourism Price Index	125.3	137.8	137.4	137.6	138.7	139.4	139.6	143.4	147.7	164.5	165.0	162.7	158.8	158.6
First Number of Months up to	6 months to Dec 20	6 months to Dec 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	3 months to Sep 22	4 months to Oct 22	5 months to Nov 22	6 months to Dec 22
Total Visitor Arrivals (persons)	0	0	0	0	0	0	0	0	0	6,318	14,579	21,750	30,280	47,059
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	0.4%	-27.4%	-28.8%	-25.0%	-41.8%	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!
Past 5 year average	3.3%	-18.7%	-22.1%	-22.0%	-29.8%	#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	0	0	0	719	1,442	2,077	2,803	4,126
Australia	0	0	0	0	0	0	0	0	0	1,658	3,493	5,052	6,862	12,234
Europe	0	0	0	0	0	0	0	0	0	126	236	390	528	704
New Zealand	0	0	0	0	0	0	0	0	0	2,644	6,605	9,935	14,025	21,460
USA	0	0	0	0	0	0	0	0	0	386	1,110	1,722	2,329	3,638
Other Countries	0	0	0	0	0	0	0	0	0	785	1,693	2,574	3,733	4,897
Cruise ships	0	0	0	0	0	0	0	0	0	0	0	3,113	5,095	6,550
Arrivals, by purpose (persons)														
Holiday	0	0	0	0	0	0	0	0	0	1,745	4,144	6,493	8,839	14,708
VFR	0	0	0	0	0	0	0	0	0	2,745	6,362	9,222	12,918	21,094
Business & Conference	0	0	0	0	0	0	0	0	0	677	1,577	2,168	2,922	3,310
Sport	0	0	0	0	0	0	0	0	0	16	111	123	162	177
Other	0	0	0	0	0	0	0	0	0	1,135	2,385	3,744	5,439	7,770
Cruise ships	0	0	0	0	0	0	0	0	0	0	0	3,113	5,095	6,550
Total Visitor Earnings (tala million)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	20.58	48.28	71.65	102.27	157.31
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	4.6%	-26.1%	-27.9%	-26.3%	-42.0%	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!
Past 5 year average	6.2%	-15.8%	-19.8%	-19.5%	-26.1%	#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	0.0	0.0	0.0	1.7	3.3	4.4	5.9	9.8
Australia	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	6.2	12.6	19.1	27.9	47.9
Europe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.3	0.4	0.6	0.9
New Zealand	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	9.2	22.6	34.3	49.1	71.2
USA	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	4.3	5.8	7.6	11.9
Other Countries	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.4	5.2	7.7	11.2	15.8
Cruise ships	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.9	1.1
Earnings, by purpose (tala million)														
Holiday	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.3	13.1	18.2	23.9	40.9
VFR	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	10.3	23.7	34.8	55.1	84.8
Business & Conference	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.5	5.5	7.0	9.6	11.0
Sport	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.4	0.5	0.5
Other	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.5	5.6	11.3	13.2	20.2
Cruise ships	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.9	1.1

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

VISITOR EARNINGS & REMITTANCES REPORT

December 2022

Table 2.

INFLOW OF PRIVATE REMITTANCES

AMOUNTS IN TALA MILLION

Amount in Tala Millions	Dec-20	Dec-21	Jan-22	Feb-22	Mar-22	Apr-22	May-22	Jun-22	Jul-22	Aug-22	Sep-22	Oct-22	Nov-22	Dec-22
By Recipient (Tala Millions)	58.16	79.04	44.09	54.64	55.20	58.35	67.63	72.20	83.06	72.26	69.24	62.59	74.58	94.51
Banknotes	0.50	0.94	0.48	0.16	0.28	0.25	2.24	3.54	3.26	3.86	4.80	5.13	6.99	6.29
Churches, school, Charities	4.28	2.52	2.30	3.93	1.32	1.90	3.83	5.61	1.85	2.82	0.28	1.27	5.72	4.35
Individual/Family/Households	51.75	72.65	37.04	49.36	52.51	55.35	60.16	61.38	76.50	62.94	61.99	54.66	60.40	82.09
In Kind	0.62	0.79	0.38	0.73	0.46	0.68	0.70	0.62	0.68	0.94	0.86	0.89	0.86	0.93
Others	1.01	2.14	3.90	0.45	0.63	0.17	0.69	1.05	0.76	1.70	1.31	0.64	0.62	0.84
By Country (Tala Millions)	58.16	79.04	44.09	54.64	55.20	58.35	67.63	72.20	83.06	72.26	69.24	62.59	74.58	94.51
USA	8.16	10.10	6.58	10.22	8.94	7.04	7.89	8.79	10.79	8.18	9.92	10.77	10.62	12.35
New Zealand	25.49	34.34	17.92	19.96	23.42	25.27	29.19	32.40	33.03	28.17	28.88	24.15	29.69	38.01
Australia	17.64	26.46	15.15	19.50	19.40	19.85	22.02	23.14	30.19	28.88	25.36	22.69	26.33	36.45
American Samoa	3.80	5.86	2.60	2.93	2.79	3.91	4.40	3.81	6.67	4.23	4.09	4.32	3.77	5.06
Others	3.08	2.28	1.84	2.02	0.65	2.27	4.13	4.06	2.38	2.81	0.99	0.65	4.18	2.65
By Channel (%)														
Banks	9.5%	14.4%	19.5%	20.3%	15.7%	15.5%	16.4%	20.7%	12.6%	20.1%	17.6%	16.0%	20.7%	17.5%
Non Banks (1)	90.5%	85.6%	80.5%	79.7%	84.3%	84.5%	83.6%	79.3%	87.4%	79.9%	82.4%	84.0%	79.3%	82.5%
Total Remittances (Tala Millions)	58.16	79.04	44.09	54.64	55.20	58.35	67.63	72.20	83.06	72.26	69.24	62.59	74.58	94.51
First Number of Months up to	6 months to Dec 20	6 months to Dec 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	3 months to Sep 22	4 months to Oct 22	5 months to Nov 22	6 months to Dec 22
Total Remittances (Tala Millions)	324.04	380.31	424.41	479.05	534.25	592.60	660.23	732.43	83.06	155.32	224.56	287.15	361.73	456.25
Percentage Change (over same period last year)	13.9%	17.4%	16.4%	17.8%	16.5%	18.1%	18.9%	20.7%	55.5%	40.0%	36.6%	23.1%	20.1%	20.0%
3 year average (%)	10.3%	11.5%	9.9%	9.2%	8.8%	8.1%	7.4%	7.5%	10.7%	7.9%	9.4%	12.0%	13.0%	11.6%
5 year average (%)	5.8%	9.5%	9.4%	9.2%	9.5%	9.3%	9.3%	9.3%	10.4%	10.0%	10.0%	11.7%	12.3%	12.4%
By Recipient (Tala Millions)														
Banknotes	4.38	2.79	3.28	3.44	3.71	3.97	6.21	9.75	3.26	7.13	11.92	17.06	24.05	30.34
Churches, school, Charities	20.63	13.17	15.47	19.41	20.73	22.62	26.46	32.06	1.85	4.67	4.96	6.23	11.95	16.30
Individual/Family/Households	289.11	351.66	388.70	438.06	490.57	545.92	606.08	667.46	76.50	139.44	201.43	256.09	316.49	398.59
In Kind	3.28	6.02	6.39	7.13	7.59	8.27	8.96	9.58	0.68	1.62	2.47	3.36	4.22	5.15
Others	6.63	6.67	10.56	11.02	11.65	11.82	12.51	13.57	0.76	2.47	3.78	4.42	5.03	5.88
By Country (Tala Millions)														
USA	39.20	50.64	57.22	67.44	76.38	83.42	91.31	100.10	10.79	18.97	28.89	39.66	50.27	62.62
New Zealand	134.06	154.32	172.24	192.20	215.62	240.89	270.08	302.48	33.03	61.20	90.07	114.23	143.92	181.93
Australia	113.27	139.73	154.88	174.38	193.78	213.63	235.66	258.79	30.19	59.07	84.43	107.12	133.45	169.90
American Samoa	22.15	25.94	28.55	31.48	34.27	38.18	42.58	46.38	6.67	10.91	15.00	19.32	23.09	28.14
Others	15.36	9.69	11.53	13.55	14.20	16.47	20.60	24.66	2.38	5.18	6.18	6.83	11.01	13.65

(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.