



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 MARCH 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.9: 2021/22

March 2022

Visitor Arrivals

Samoa continued to close its international borders for over twenty-four months now. This is primarily for safeguarding and protecting its people from the COVID-19 pandemic, permitting only scheduled repatriation flights for returning residents. However, this has severely affected the tourism industry, where both tourist arrivals and earnings remain at zero for the last twenty-four months.

Remittances

Total inflow of remittances increased by 5.6 percent (or \$2.9 million) to \$54.8 million over the year and was 1.3 percent higher (or \$0.7 million) when compared to the previous month.

Underpinning the overall expansion in private remittances over the year were increases in funds received from Australia (up by \$6.4 million), New Zealand (up by \$0.4 million) and 'Others' (up by \$0.01 million). By recipients, funds for 'Family and Households' went up by \$9.2 million (to \$52.14 million), offsetting reductions in all other recipients.

Similarly, the total inflow of remittances in the first nine months of FY 2020/2021 expanded by 16.4 percent (or \$74.9 million) to \$533.4 million over the same period last year. Largely responsible for this sharp increase were higher transfers from Australia

(up by \$43.7 million), New Zealand (up by \$23.5 million), United States (up by \$12.4 million) and American Samoa (up by \$1.5 million). Additionally, total funds for 'Family and Households' and 'In Kind' both hiked by \$83.9 million and \$2.7 million respectively.

The monthly share of total remittances inflows received directly through Money Transfers Operators (MTO's) contracted to 84.2 percent from 90.6 percent in March 2021, whilst funds received directly through commercial banks rose to 15.8 percent from 9.4 percent in the same month last year.

The average monthly cost of sending NZD\$200.00 to Samoa was around 7.01 percent of total funds, the same as in February 2021. On the other hand, the average cost of sending AUD\$200.00 to Samoa was around 5.55 percent of total funds.

CENTRAL BANK OF SAMOA
16th May 2022

VISITOR EARNINGS & REMITTANCES REPORT

March 2022

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

	Mar-20	Mar-21	Apr-21	May-21	Jun-21	Jul-21	Aug-21	Sep-21	Oct-21	Nov-21	Dec-21	Jan-22	Feb-22	Mar-22
Total arrivals (persons)	4,164	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Total arrivals incl. cruise ships (1)	4,164	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Arrivals, by market (persons)														
American Samoa	234	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Australia	995	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Europe	122	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
New Zealand	1,675	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
USA	253	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other Countries	885	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Cruise ships	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Arrivals, by purpose (persons)														
Holiday	1,323	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
VFR	1,464	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Business & Conference	386	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sport	18	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other	973	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Cruise ships	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Total earnings (tala million)	12.63	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Earnings, by market (tala million)														
American Samoa	0.57	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Australia	3.46	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Europe	0.16	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
New Zealand	4.75	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
USA	1.02	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other Countries	2.68	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Cruise ships	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Earnings, by purpose (tala million)														
Holiday	3.23	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
VFR	3.98	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Business & Conference	1.16	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sport	0.06	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other	4.21	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Cruise ships	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Average expenditure (tala, per person)	3,033	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Tourism Price Index	142.3	129.5	129.4	130.0	131.0	132.9	134.8	134.8	135.5	135.6	136.3	137.4	137.6	138.7
First Number of Months up to	9 months to Mar 20	9 months to Mar 21	10 months to Apr 21	11 months to May 21	12 months to June 21	1st month to Apr 21	2 months to Aug 21	3 months to Sept 21	4 months to Oct 21	5 months to Nov 21	6 months to Dec 21	7 months to Jan 22	8 months to Feb 22	9 months to Mar 22
Total Visitor Arrivals (persons)	124,399	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Over the past year (%)	-7.4%	-100.0%	-100.0%	-100.0%	-100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Past 3 year average	5.1%	3.5%	1.3%	-0.4%	-2.4%	-16.8%	-18.5%	-18.8%	-19.1%	-20.2%	-21.9%	-22.7%	-22.9%	-24.6%
Past 5 year average	7.3%	4.5%	3.0%	1.5%	0.1%	-9.7%	-11.4%	-12.6%	-13.2%	-13.5%	-14.8%	-15.7%	-16.2%	-17.4%
Arrivals, by market (persons)														
American Samoa	8,978	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Australia	28,339	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Europe	4,134	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
New Zealand	53,590	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
USA	8,901	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other Countries	20,457	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Cruise ships	1,283	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Arrivals, by purpose (persons)														
Holiday	47,585	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
VFR	44,031	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Business & Conference	9,167	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sport	5,741	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other	17,875	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Cruise ships	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Total Visitor Earnings (tala million)	375.28	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Over the past year (%)	-6.3%	-100.0%	-100.0%	-100.0%	-100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Past 3 year average	8.2%	-6.3%	-15.3%	-15.5%	-19.4%	-12.6%	-19.1%	-17.8%	-19.5%	-24.0%	-26.1%	-27.9%	-26.3%	-42.0%
Past 5 year average	12.2%	-2.5%	-7.2%	-11.6%	-8.4%	-4.7%	-10.0%	-11.9%	-11.5%	-11.2%	-15.8%	-19.8%	-19.5%	-26.1%
Earnings, by market (tala million)														
American Samoa	16.2	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Australia	102.0	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Europe	4.7	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
New Zealand	159.3	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
USA	26.0	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other Countries	67.0	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Cruise ships	0.2	0.00	0.00	0.00	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	140.3	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
VFR	148.1	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Business & Conference	31.2	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sport	19.8	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other	36.0	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Cruise ships	0.2	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00

VISITOR EARNINGS & REMITTANCES REPORT

March 2022

Table 2.

INFLOW OF PRIVATE REMITTANCES

AMOUNTS IN TALA MILLION

Amount in Tala Millions	Mar-20	Mar-21	Apr-21	May-21	Jun-21	Jul-21	Aug-21	Sep-21	Oct-21	Nov-21	Dec-21	Jan-22	Feb-22	Mar-22
By Recipient (Tala Millions)	46.87	51.90	43.37	53.34	51.59	53.42	57.54	53.47	68.92	67.93	79.04	44.09	54.15	54.83
Banknotes	3.21	0.38	0.16	0.29	0.52	0.47	0.25	0.12	0.47	0.53	0.94	0.48	0.16	0.28
Churches, school, Charities	2.70	3.17	2.21	6.31	3.30	2.55	0.67	0.28	4.66	2.50	2.52	2.30	3.93	1.32
Individual/Family/Households	35.12	42.94	37.32	45.43	45.76	46.47	55.19	51.99	61.92	63.45	72.65	37.04	48.87	52.14
In Kind	0.56	0.68	0.51	0.64	0.48	2.86	0.57	0.55	0.56	0.68	0.79	0.38	0.73	0.46
Others	5.28	4.74	3.17	0.67	1.54	1.07	0.85	0.52	1.31	0.76	2.14	3.90	0.45	0.63
By Country (Tala Millions)	46.87	51.90	43.37	53.34	51.59	53.42	57.54	53.47	68.92	67.93	79.04	44.09	54.15	54.83
USA	9.84	11.65	6.63	9.23	8.83	6.82	8.51	6.09	10.55	8.56	10.10	6.58	10.23	8.94
New Zealand	21.44	22.61	20.35	24.23	22.70	23.09	20.85	22.32	25.61	28.10	34.34	17.92	19.47	23.05
Australia	10.46	13.05	10.93	11.08	13.93	16.86	23.49	21.28	27.13	24.52	26.46	15.15	19.50	19.40
American Samoa	2.70	3.95	3.22	8.19	4.15	4.21	3.93	3.30	4.90	3.75	5.86	2.60	2.93	2.79
Others	2.44	0.65	2.23	0.61	1.99	2.44	0.76	0.48	0.73	3.00	2.28	1.84	2.02	0.65
By Channel (%)														
Banks	20.5%	9.4%	7.5%	13.6%	19.3%	8.1%	17.4%	16.6%	21.5%	18.2%	14.4%	19.5%	20.5%	15.8%
Non Banks (1)	79.5%	90.6%	92.5%	86.4%	80.7%	91.9%	82.6%	83.4%	78.5%	81.8%	85.6%	80.5%	79.5%	84.2%
Total Remittances (Tala Millions)	46.87	51.90	43.37	53.34	51.59	53.42	57.54	53.47	68.92	67.93	79.04	44.09	54.15	54.83
First Number of Months up to	9 months	9 months	10 months	11 months	12 months	1st	2 months	3 months	4 months	5 months	6 months	7 months	8 months	9 months
	to Mar 20	to Mar 21	to April 21	to May 21	to June 21	month	to Aug 21	to Sep 21	to Oct 21	to Nov 21	to Dec 21	to Jan 22	to Feb 22	to Mar 22
Total Remittances (Tala Millions)	420.32	458.42	501.79	555.13	606.72	53.42	110.96	164.43	233.35	301.28	380.31	424.41	478.56	533.39
Percentage Change (over same period last year)	2.8%	9.1%	9.8%	7.7%	6.9%	-6.1%	-0.5%	1.5%	6.9%	13.3%	17.4%	16.4%	17.7%	16.4%
3 year average (%)	11.9%	11.8%	11.5%	12.3%	12.2%	19.4%	16.7%	15.9%	15.2%	13.4%	11.5%	9.9%	9.2%	8.8%
5 year average (%)	7.0%	6.4%	5.9%	6.4%	6.7%	11.7%	10.8%	10.5%	10.5%	10.4%	9.5%	9.4%	9.2%	9.5%
By Recipient (Tala Millions)														
Banknotes	55.04	5.04	5.20	5.49	6.01	0.47	0.73	0.85	1.32	1.86	2.79	3.28	3.44	3.71
Churches, school, Charities	42.54	29.96	32.17	38.49	41.78	2.55	3.21	3.50	8.16	10.65	13.17	15.47	19.41	20.73
Individual/Family/Households	293.55	405.73	443.04	488.47	534.23	46.47	101.66	153.65	215.57	279.02	351.66	388.70	437.57	489.71
In Kind	5.54	4.93	5.45	6.09	6.57	2.86	3.43	3.99	4.55	5.23	6.02	6.39	7.13	7.59
Others	23.65	12.75	15.92	16.59	18.13	1.07	1.93	2.45	3.76	4.52	6.67	10.56	11.02	11.65
By Country (Tala Millions)														
USA	74.10	63.95	70.58	79.81	88.64	6.82	15.33	21.42	31.97	40.54	50.64	57.22	67.44	76.38
New Zealand	177.05	191.30	211.65	235.88	258.58	23.09	43.94	66.26	91.88	119.98	154.32	172.24	191.71	214.76
Australia	121.70	150.07	160.99	172.08	186.01	16.86	40.35	61.63	88.76	113.27	139.73	154.88	174.38	193.79
American Samoa	18.39	32.81	36.03	44.22	48.36	4.21	8.14	11.44	16.34	20.09	25.94	28.55	31.48	34.27
Others	29.07	20.30	22.54	23.14	25.13	2.44	3.20	3.68	4.41	7.41	9.69	11.53	13.55	14.20

(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.