



VISITOR EARNINGS & REMITTANCES REPORT NOVEMBER 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.5: 2022/23

November 2022

Visitor Arrivals¹

Visitor Arrivals increased by 19.0 percent (or 1,359 visitors) over the previous month to a total of **8,530 visitors**.

Underpinning this increase, were expansions in visitor arrivals from New Zealand (up by 760 visitors), 'Other Countries' including Asia and the Pacific region (up by 278 visitors), Australia (up by 251 visitors) and American Samoa (up by 91 visitors) respectively. By purpose of visit, substantial improvements were recorded for 'Visiting Friends and Relatives' (VFRs) increasing by 836 visitors, followed by 'Others' (up 336 tourists), 'Business and Conference' (up 163 visitors) and 'Sport' (up 27 visitors).

As a result, **total visitor receipts rose by 31.1 percent (or \$7.3 million)** to \$30.6 million when compared to the previous month. This was primarily made up of New Zealand (with earnings of \$3.1 million), followed by Australia (up by \$2.3 million), 'Other countries' (up by \$1.0 million), American Samoa (up by 0.5 million) and USA (up by 0.3 million) respectively. By purpose, funds for 'Visiting Families and Relatives', 'Business and Conference', 'Holiday' and 'Sport' all registered gains of \$9.2 million, \$1.2 million, \$0.6 million and \$0.1 million in that order.

For the first five months of FY2022/23², **total tourism earnings amounted to \$102.3 million**. The bulk of this came from New Zealand (with 48.0 percent of total), Australia (at 27.3 percent), 'Other

Countries (at 11.0 percent), USA (at 7.4 percent), American Samoa (at 5.8 percent) and Europe (at 0.6 percent). By purpose of visit, 'VFR', Holiday, 'Others', 'Business and Conference' and Sport recorded shares of 53.8 percent, 23.4 percent, 12.9 percent, 9.4 percent and 0.5 percent in that order.

Remittances

Total inflow of remittances in November 2022 increased by 9.8 percent (or \$6.7 million) to \$74.6 million over November 2021 and was also 19.2 percent (or \$12.0 million) higher than its level in the previous month.

The boost in remittances over the year reflected hikes in funds received from all its main markets such as; USA (up by \$2.1 million), Australia (up by \$1.8 million), New Zealand (up by \$1.6 million), 'Others' (up by \$1.2 million) and American Samoa (up by \$0.02 million). In terms of recipients, total funds for 'Hand carried cash', 'Non-profit institution serving households' (NPISH)³, and 'In-kind' all edged up by \$6.5 million, \$3.2 million and \$0.2 million in that order.

Overall, the total inflow of remittances in the **first five months of FY2022/23 grew by 20.1 percent** (or \$60.5 million) to \$361.7 million when compared to the same period last year. Underpinning this expansion were higher transfers from New Zealand (up by \$23.9 million), Australia (up by \$20.2 million), USA (up by \$9.7 million), 'Others' (up by \$3.6 million) and American Samoa (up by \$3.0 million). Partially underpinning this increase was a 6.6 percent depreciation of the Samoan Tala against the US dollar. By recipients, gains were recorded for 'Family and households' (up by \$37.5 million),

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

² Including July 2022 where Samoa was still in lockdown.

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

‘Hand-carried cash’ (up by \$22.2 million), ‘Non-profit institution serving households’ (up by \$1.3 million) and ‘Others’ (up by \$0.5 million) respectively.

The monthly share of total remittances received through Money Transfer Operators (MTOs) contracted to 79.3 percent in November 2022 from 81.8 percent in November 2021 while funds received through commercial banks went up to 20.7 percent from 18.2 in the same month last year.

The average monthly cost of sending NZD\$200.00 to Samoa edged up to 7.0 percent of total funds from 6.2 percent in November 2021. On the other hand, the average cost of sending AUD\$200.00 to Samoa fell to 8.21 percent from 8.53 percent in November last year.

CENTRAL BANK OF SAMOA
26th January 2023

VISITOR EARNINGS & REMITTANCES REPORT

November 2022

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

	Nov-20	Nov-21	Jan-22	Feb-22	Mar-22	Apr-22	May-22	Jun-22	Jul-22	Aug-22	Sep-22	Oct-22	Nov-22
Total arrivals (persons)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	6,318.0	8,261.0	7,171.0	8,530.0
Total arrivals incl. cruise ships (1)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	6,318.0	8,261.0	7,171.0	8,530.0
Arrivals, by market (persons)													
American Samoa	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	719.0	723.0	635.0	726.0
Australia	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1,658.0	1,835.0	1,559.0	1,810.0
Europe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	126.0	110.0	154.0	138.0
New Zealand	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2,644.0	3,961.0	3,330.0	4,090.0
USA	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	386.0	724.0	612.0	607.0
Other Countries	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	785.0	908.0	881.0	1,159.0
Cruise ships	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	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	2,399.0	2,349.0	2,346.0
VFR	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2,745.0	3,617.0	2,860.0	3,696.0
Business & Conference	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	677.0	900.0	591.0	754.0
Sport	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	16.0	95.0	12.0	39.0
Other	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1,135.0	1,250.0	1,359.0	1,695.0
Cruise ships	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total earnings (tala million)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	20.58	27.70	23.37	30.62
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
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
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
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
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
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
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
Earnings, by purpose (tala million)													
Holiday	0.00	0	0	0	0	0	0	0	0	5.3	7.8	5.1	5.7
VFR	0.00	0	0	0	0	0	0	0	0	10.3	13.4	11.1	20.3
Business & Conference	0.00	0	0	0	0	0	0	0	0	2.5	3.0	1.5	2.7
Sport	0.00	0	0	0	0	0	0	0	0	0.0	0.4	0.0	0.1
Other	0.00	0	0	0	0	0	0	0	0	2.5	3.1	5.7	1.9
Cruise ships	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	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!	3,258	3,353	3,258	3,590
Tourism Price Index	125.2	135.6	137.4	137.6	138.7	139.4	139.6	143.4	147.7	164.5	165.0	162.7	158.8
First Number of Months up to	5 months to Nov 20	5 months to Nov 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
Total Visitor Arrivals (persons)	0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	6,318.0	14,579.0	21,750.0	30,280.0
Over the past year (%)	-100.0%	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!
Past 3 year average	7.4%	-25.4%	-28.8%	-25.0%	-41.8%	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!
Past 5 year average	4.4%	-14.8%	-22.1%	-22.0%	-29.8%	#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	0.0	0.0	0.0	0.0	719.0	1,442.0	2,077.0	2,803.0
Australia	0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1,658.0	3,493.0	5,052.0	6,862.0
Europe	0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	126.0	236.0	390.0	528.0
New Zealand	0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2,644.0	6,605.0	9,935.0	14,025.0
USA	0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	386.0	1,110.0	1,722.0	2,329.0
Other Countries	0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	785.0	1,693.0	2,574.0	3,733.0
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	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	4,144.0	6,493.0	8,839.0
VFR	0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2,745.0	6,362.0	9,222.0	12,918.0
Business & Conference	0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	677.0	1,577.0	2,168.0	2,922.0
Sport	0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	16.0	111.0	123.0	162.0
Other	0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1,135.0	2,385.0	3,744.0	5,439.0
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	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	20.58	48.28	71.65	102.27
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!
Past 3 year average	12.7%	-24.0%	-27.9%	-26.3%	-42.0%	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!
Past 5 year average	7.6%	-11.2%	-19.8%	-19.5%	-26.1%	#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
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
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
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
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
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
Cruise ships	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	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	5.3	13.1	18.2	23.9
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
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
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
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
Cruise ships	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0

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

VISITOR EARNINGS & REMITTANCES REPORT

November 2022

Table 2.

INFLOW OF PRIVATE REMITTANCES

AMOUNTS IN TALA MILLION

Amount in Tala Millions	Nov-20	Nov-21	Jan-22	Feb-22	Mar-22	Apr-22	May-22	Jun-22	Jul-22	Aug-22	Sep-22	Oct-22	Nov-22
By Recipient (Tala Millions)	47.61	67.93	44.09	54.64	55.20	58.35	67.63	72.20	83.06	72.26	69.24	62.59	74.58
Banknotes	0.30	0.53	0.48	0.16	0.28	0.25	2.24	3.54	3.26	3.86	4.80	5.13	6.99
Churches, school, Charities	2.34	2.50	2.30	3.93	1.32	1.90	3.83	5.61	1.85	2.82	0.28	1.27	5.72
Individual/Family/Households	43.38	63.45	37.04	49.36	52.51	55.35	60.16	61.38	76.50	62.94	61.99	54.66	60.40
In Kind	0.47	0.68	0.38	0.73	0.46	0.68	0.70	0.62	0.68	0.94	0.86	0.89	0.86
Others	1.12	0.76	3.90	0.45	0.63	0.17	0.69	1.05	0.76	1.70	1.31	0.64	0.62
By Country (Tala Millions)	47.61	67.93	44.09	54.64	55.20	58.35	67.63	72.20	83.06	72.26	69.24	62.59	74.58
USA	6.73	8.56	6.58	10.22	8.94	7.04	7.89	8.79	10.79	8.18	9.92	10.77	10.62
New Zealand	20.17	28.10	17.92	19.96	23.42	25.27	29.19	32.40	33.03	28.17	28.88	24.15	29.69
Australia	15.65	24.52	15.15	19.50	19.40	19.85	22.02	23.14	30.19	28.88	25.36	22.69	26.33
American Samoa	3.24	3.75	2.60	2.93	2.79	3.91	4.40	3.81	6.67	4.23	4.09	4.32	3.77
Others	1.83	3.00	1.84	2.02	0.65	2.27	4.13	4.06	2.38	2.81	0.99	0.65	4.18
By Channel (%)													
Banks	8.8%	18.2%	19.5%	20.3%	15.7%	15.5%	16.4%	20.7%	12.6%	20.1%	17.6%	16.0%	20.7%
Non Banks (1)	91.2%	81.8%	80.5%	79.7%	84.3%	84.5%	83.6%	79.3%	87.4%	79.9%	82.4%	84.0%	79.3%
Total Remittances (Tala Millions)	47.61	67.93	44.09	54.64	55.20	58.35	67.63	72.20	83.06	72.26	69.24	62.59	74.58
First Number of Months up to	5 months to Nov 20	5 months to Nov 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 to Aug 22	2 months to Sep 22	3 months to Oct 22	4 months to Nov 22	5 months to Nov 22
Total Remittances (Tala Millions)	265.87	301.28	424.41	479.05	534.25	592.60	660.23	732.43	83.06	155.32	224.56	287.15	361.73
Percentage Change (over same period last year)	16.9%	13.3%	16.4%	17.8%	16.5%	18.1%	18.9%	20.7%	55.5%	40.0%	36.6%	23.1%	20.1%
3 year average (%)	10.4%	13.4%	9.9%	9.2%	8.8%	8.1%	7.4%	7.5%	10.7%	7.9%	9.4%	12.0%	13.0%
5 year average (%)	6.7%	10.4%	9.4%	9.2%	9.5%	9.3%	9.3%	9.3%	10.4%	10.0%	10.0%	11.7%	12.3%
By Recipient (Tala Millions)													
Banknotes	3.88	1.86	3.28	3.44	3.71	3.97	6.21	9.75	3.26	7.13	11.92	17.06	24.05
Churches, school, Charities	16.36	10.65	15.47	19.41	20.73	22.62	26.46	32.06	1.85	4.67	4.96	6.23	11.95
Individual/Family/Households	237.36	279.02	388.70	438.06	490.57	545.92	606.08	667.46	76.50	139.44	201.43	256.09	316.49
In Kind	2.66	5.23	6.39	7.13	7.59	8.27	8.96	9.58	0.68	1.62	2.47	3.36	4.22
Others	5.62	4.52	10.56	11.02	11.65	11.82	12.51	13.57	0.76	2.47	3.78	4.42	5.03
By Country (Tala Millions)													
USA	31.04	40.54	57.22	67.44	76.38	83.42	91.31	100.10	10.79	18.97	28.89	39.66	50.27
New Zealand	108.57	119.98	172.24	192.20	215.62	240.89	270.08	302.48	33.03	61.20	90.07	114.23	143.92
Australia	95.63	113.27	154.88	174.38	193.78	213.63	235.66	258.79	30.19	59.07	84.43	107.12	133.45
American Samoa	18.35	20.09	28.55	31.48	34.27	38.18	42.58	46.38	6.67	10.91	15.00	19.32	23.09
Others	12.28	7.41	11.53	13.55	14.20	16.47	20.60	24.66	2.38	5.18	6.18	6.83	11.01

(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.