



## VISITOR EARNINGS & REMITTANCES REPORT OCTOBER 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.4: 2022/23*

*October 2022*

### Visitor Arrivals

As the visitor arrivals update for October 2022 are not yet available<sup>1</sup>, those for September 2022, recorded a total of **8,130 visitors** compared to 6,228 visitors last month.

The was made up of New Zealand (with 3,925 visitors or 48.6 percent of total), Australia (with 1,827 visitors or 10.3 percent) while ‘Other countries’ including Asia and the Pacific region, accounted for 858 visitors or 17.5 percent total. Visitors from the USA amounted to 714 visitors and American Samoa with 697 visitors.

By purpose of visit, those ‘Visiting Friends and Relatives’ (VFRs) accounted for 3,617 visitors or 31.8 percent of total, followed by ‘Holiday’ (at 2,399 tourists or 37.5 percent of total), ‘Others’ (1,250 visitors or 10.1 percent of total), ‘Business and Conference’ (900 visitors) and ‘Sports’ (95 visitors).

As a result, **total visitor receipts were estimated at around \$27.7 million** in September 2022. Underpinning this improvement were higher earnings from New Zealand, Australia, USA and ‘Other countries’ by \$13.4 million, \$6.4 million, \$3.3 million and \$2.8 million in that order. Proceeds from visitors such as ‘VFR’, ‘Holiday’ ‘Other’, ‘Business and Conference’ and ‘Sport’ all rose by \$13.3 million, \$7.8 million, \$3.1 million, \$3.0 million and \$0.4 million respectively.

For the first three months of FY2022/23<sup>2</sup>, the tourism earnings recorded a total of \$48.2 million.

<sup>1</sup> Sourced from the Samoa Bureau of Statistics

<sup>2</sup> Including July 2022 where Samoa was still in lockdown.

### Remittances

Total inflow of remittances decreased by 9.2 percent (or \$6.3 million) to \$62.6 million in October 2022 when compared to the previous year and was also 9.6 percent (or \$6.7 million) lower than the previous month.

The drop in remittances over the same month last year was accounted for by reductions in funds from Australia (down by \$4.4 million), New Zealand (down by \$1.5 million), American Samoa (down by \$0.6 million) and ‘Others’ (down by \$0.1 million). By recipients, reductions came from ‘Family and Households’ (down by \$7.3 million), Non-profit institutions serving households (NPISH) (down by \$3.4 million) and ‘Others’ (down by \$0.7 million).

Nevertheless, total remittances in the first four months of FY2022/23 were 23.1 percent (or \$53.8 million) higher at \$287.2 million compared to the same period last year. Underpinning this expansion were higher transfers from New Zealand, Australia, the US, American Samoa and ‘Others’ by \$22.4 million, \$18.4 million, \$7.7 million, \$2.9 million and \$2.4 million in that order. Also, partially responsible for the increase in remittances was the depreciation of the Samoan Tala against the US dollar (by 6.6 percent). In terms of recipients, ‘Family and Households’, ‘Hand-carried cash’ and ‘Others’ all went up by \$40.5 million, \$15.7 million and \$0.7 million respectively.

The monthly share of total remittances received through Money Transfer Operators (MTOs) jumped to 84.0 percent from 78.5 percent over October 2021 while funds received through commercial banks fell to 16.0 percent from 21.5 percent over the year.

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The average monthly cost of sending NZD\$200.00 to Samoa fell to 7.46 percent of total funds from 7.8 percent in October 2021. Meanwhile, the average cost of sending AUD\$200.00 to Samoa also contracted to 6.74 percent from 6.82 percent over the year.

**CENTRAL BANK OF SAMOA**  
**21<sup>st</sup> December 2022**



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Table 2.

## INFLOW OF PRIVATE REMITTANCES

### AMOUNTS IN TALA MILLION

Amount in Tala Millions	Oct-20	Oct-21	Nov-21	Dec-21	Jan-22	Feb-22	Mar-22	Apr-22	May-22	Jun-22	Jul-22	Aug-22	Sep-22	Oct-22
<b>By Recipient (Tala Millions)</b>	<b>56.32</b>	<b>68.92</b>	<b>67.93</b>	<b>79.04</b>	<b>44.09</b>	<b>54.64</b>	<b>55.20</b>	<b>58.35</b>	<b>67.63</b>	<b>72.20</b>	<b>83.06</b>	<b>72.26</b>	<b>69.24</b>	<b>62.59</b>
Banknotes	0.79	0.47	0.53	0.94	0.48	0.16	0.28	0.25	2.24	3.54	3.26	3.86	4.80	5.13
Churches, school, Charities	4.05	4.66	2.50	2.52	2.30	3.93	1.32	1.90	3.83	5.61	1.85	2.82	0.28	1.27
Individual/Family/Households	49.60	61.92	63.45	72.65	37.04	49.36	52.51	55.35	60.16	61.38	76.50	62.94	61.99	54.66
In Kind	0.66	0.56	0.68	0.79	0.38	0.73	0.46	0.68	0.70	0.62	0.68	0.94	0.86	0.89
Others	1.21	1.31	0.76	2.14	3.90	0.45	0.63	0.17	0.69	1.05	0.76	1.70	1.31	0.64
<b>By Country (Tala Millions)</b>	<b>56.32</b>	<b>68.92</b>	<b>67.93</b>	<b>79.04</b>	<b>44.09</b>	<b>54.64</b>	<b>55.20</b>	<b>58.35</b>	<b>67.63</b>	<b>72.20</b>	<b>83.06</b>	<b>72.26</b>	<b>69.24</b>	<b>62.59</b>
USA	6.47	10.55	8.56	10.10	6.58	10.22	8.94	7.04	7.89	8.79	10.79	8.18	9.92	10.77
New Zealand	24.32	25.61	28.10	34.34	17.92	19.96	23.42	25.27	29.19	32.40	33.03	28.17	28.88	24.15
Australia	19.17	27.13	24.52	26.46	15.15	19.50	19.40	19.85	22.02	23.14	30.19	28.88	25.36	22.69
American Samoa	4.24	4.90	3.75	5.86	2.60	2.93	2.79	3.91	4.40	3.81	6.67	4.23	4.09	4.32
Others	2.12	0.73	3.00	2.28	1.84	2.02	0.65	2.27	4.13	4.06	2.38	2.81	0.99	0.65
<b>By Channel (%)</b>														
Banks	10.7%	21.5%	18.2%	14.4%	19.5%	20.3%	15.7%	15.5%	16.4%	20.7%	12.6%	20.1%	17.6%	16.0%
Non Banks (1)	89.3%	78.5%	81.8%	85.6%	80.5%	79.7%	84.3%	84.5%	83.6%	79.3%	87.4%	79.9%	82.4%	84.0%
<b>Total Remittances (Tala Millions)</b>	<b>56.32</b>	<b>68.92</b>	<b>67.93</b>	<b>79.04</b>	<b>44.09</b>	<b>54.64</b>	<b>55.20</b>	<b>58.35</b>	<b>67.63</b>	<b>72.20</b>	<b>83.06</b>	<b>72.26</b>	<b>69.24</b>	<b>62.59</b>
<b>First Number of Months up to</b>	<b>4 months</b>	<b>4 months</b>	<b>5 months</b>	<b>6 months</b>	<b>7 months</b>	<b>8 months</b>	<b>9 months</b>	<b>10 months</b>	<b>11 months</b>	<b>12 months</b>	<b>1st</b>	<b>2 months</b>	<b>3 months</b>	<b>4 months</b>
	<b>to Oct 20</b>	<b>to Oct 21</b>	<b>to Nov 21</b>	<b>to Dec 21</b>	<b>to Jan 22</b>	<b>to Feb 22</b>	<b>to Mar 22</b>	<b>to Apr 22</b>	<b>to May 22</b>	<b>to June 22</b>	<b>month</b>	<b>to Aug 22</b>	<b>to Sep 22</b>	<b>to Oct 22</b>
<b>Total Remittances (Tala Millions)</b>	<b>218.26</b>	<b>233.35</b>	<b>301.28</b>	<b>380.31</b>	<b>424.41</b>	<b>479.05</b>	<b>534.25</b>	<b>592.60</b>	<b>660.23</b>	<b>732.43</b>	<b>83.06</b>	<b>155.32</b>	<b>224.56</b>	<b>287.15</b>
Percentage Change (over same period last year)	21.1%	6.9%	13.3%	17.4%	16.4%	17.8%	16.5%	18.1%	18.9%	20.7%	55.5%	40.0%	36.6%	23.1%
3 year average (%)	10.1%	15.2%	13.4%	11.5%	9.9%	9.2%	8.8%	8.1%	7.4%	7.5%	10.7%	7.9%	9.4%	12.0%
5 year average (%)	6.5%	10.5%	10.4%	9.5%	9.4%	9.2%	9.5%	9.3%	9.3%	9.3%	10.4%	10.0%	10.0%	11.7%
<b>By Recipient (Tala Millions)</b>														
Banknotes	3.58	1.32	1.86	2.79	3.28	3.44	3.71	3.97	6.21	9.75	3.26	7.13	11.92	17.06
Churches, school, Charities	14.01	8.16	10.65	13.17	15.47	19.41	20.73	22.62	26.46	32.06	1.85	4.67	4.96	6.23
Individual/Family/Households	193.98	215.57	279.02	351.66	388.70	438.06	490.57	545.92	606.08	667.46	76.50	139.44	201.43	256.09
In Kind	2.19	4.55	5.23	6.02	6.39	7.13	7.59	8.27	8.96	9.58	0.68	1.62	2.47	3.36
Others	4.49	3.76	4.52	6.67	10.56	11.02	11.65	11.82	12.51	13.57	0.76	2.47	3.78	4.42
<b>By Country (Tala Millions)</b>														
USA	24.31	31.97	40.54	50.64	57.22	67.44	76.38	83.42	91.31	100.10	10.79	18.97	28.89	39.66
New Zealand	88.41	91.88	119.98	154.32	172.24	192.20	215.62	240.89	270.08	302.48	33.03	61.20	90.07	114.23
Australia	79.98	88.76	113.27	139.73	154.88	174.38	193.78	213.63	235.66	258.79	30.19	59.07	84.43	107.12
American Samoa	15.11	16.34	20.09	25.94	28.55	31.48	34.27	38.18	42.58	46.38	6.67	10.91	15.00	19.32
Others	10.45	4.41	7.41	9.69	11.53	13.55	14.20	16.47	20.60	24.66	2.38	5.18	6.18	6.83

(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.