



VISITOR EARNINGS & REMITTANCES REPORT SEPTEMBER 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.3: 2022/23

September 2022

Visitor Arrivals

Visitor Arrivals for the second month since reopening of Samoa's international borders on the 1st of August 2022 to the world, recorded a total of **8,130 visitors** arrived into the country compared to 6,228 visitors last month.

The current performance in visitor arrivals were 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 USA amounted to (714 visitors) and American Samoa (697 visitors).

By purpose of visit, those 'Visiting Friends and Relatives' (VFRs) accounted for 3,617 visitors or 31.8 percent of total, 'Holiday' (at 2,399 visitors or 37.5 percent of total), 'Other' (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 FY2022/23¹, the tourism earnings recorded a total of \$48.2 million.

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

Remittances

Total remittances inflow recorded a 27.9 percent (or \$14.9 million) increase to \$68.4 million compared to the same month of last year but decreased by 5.4 percent (or \$3.9 million) over the previous month.

Primarily contributing to the overall increase over the year were higher transfers from all its main markets; New Zealand (up by \$6.2 million), Australia (up by \$3.8 million), USA (up by \$3.7 million), American Samoa (up by \$0.7 million) and 'Others' (up by \$0.5 million). By recipients, increases were recorded for 'Family and Households', 'Hand-carried cash' and 'In kind' by \$10.0 million, \$4.7 million and \$0.3 million in that order.

In the first three months of financial year 2022/2023 total remittances increased by 36.0 percent (or \$59.3 million) to \$223.7 million over the same period of 2021/2022. This expansion was partially aided by an average depreciation of the Samoan Tala against the US dollar (by 5.6 percent).

The monthly share of total remittances received through Money Transfer Operators (MTOs) narrowed to 82.2 percent from 83.4 percent in the same month of last year, whereas funds received through commercial banks edged up to 17.8 percent from 16.6 percent over the year.

The average monthly cost of sending NZD\$200.00 to Samoa went up to 8.66 percent from 7.67 percent in September 2021 while the average cost of sending AUD\$200.00 to Samoa fell to 5.55 percent from 5.96 percent of the same period last year.

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Table 2.

INFLOW OF PRIVATE REMITTANCES

AMOUNTS IN TALA MILLION

Amount in Tala Millions	Sep-20	Sep-21	Oct-21	Nov-21	Dec-21	Jan-22	Feb-22	Mar-22	Apr-22	May-22	Jun-22	Jul-22	Aug-22	Sep-22
By Recipient (Tala Millions)	50.46	53.47	68.92	67.93	79.04	44.09	54.64	55.20	58.35	67.63	72.20	83.06	72.26	68.38
Banknotes	0.18	0.12	0.47	0.53	0.94	0.48	0.16	0.28	0.25	2.24	3.54	3.26	3.86	4.80
Churches, school, Charities	3.58	0.28	4.66	2.50	2.52	2.30	3.93	1.32	1.90	3.83	5.61	1.85	2.82	0.28
Individual/Family/Households	45.39	51.99	61.92	63.45	72.65	37.04	49.36	52.51	55.35	60.16	61.38	76.50	62.94	61.99
In Kind	0.48	0.55	0.56	0.68	0.79	0.38	0.73	0.46	0.68	0.70	0.62	0.68	0.94	0.86
Others	0.84	0.52	1.31	0.76	2.14	3.90	0.45	0.63	0.17	0.69	1.05	0.76	1.70	0.45
By Country (Tala Millions)	50.46	53.47	68.92	67.93	79.04	44.09	54.64	55.20	58.35	67.63	72.20	83.06	72.26	68.38
USA	5.51	6.09	10.55	8.56	10.10	6.58	10.22	8.94	7.04	7.89	8.79	10.79	8.18	9.80
New Zealand	20.58	22.32	25.61	28.10	34.34	17.92	19.96	23.42	25.27	29.19	32.40	33.03	28.17	28.52
Australia	18.00	21.28	27.13	24.52	26.46	15.15	19.50	19.40	19.85	22.02	23.14	30.19	28.88	25.05
American Samoa	3.46	3.30	4.90	3.75	5.86	2.60	2.93	2.79	3.91	4.40	3.81	6.67	4.23	4.04
Others	2.92	0.48	0.73	3.00	2.28	1.84	2.02	0.65	2.27	4.13	4.06	2.38	2.81	0.98
By Channel (%)														
Banks	10.1%	16.6%	21.5%	18.2%	14.4%	19.5%	20.3%	15.7%	15.5%	16.4%	20.7%	12.6%	20.1%	17.8%
Non Banks (1)	89.9%	83.4%	78.5%	81.8%	85.6%	80.5%	79.7%	84.3%	84.5%	83.6%	79.3%	87.4%	79.9%	82.2%
Total Remittances (Tala Millions)	50.46	53.47	68.92	67.93	79.04	44.09	54.64	55.20	58.35	67.63	72.20	83.06	72.26	68.38
First Number of Months up to	3 months to Sep 20	3 months to Sep 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	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 Aug 23
Total Remittances (Tala Millions)	161.94	164.43	233.35	301.28	380.31	424.41	479.05	534.25	592.60	660.23	732.43	83.06	155.32	223.71
Percentage Change (over same period last year)	16.6%	1.5%	6.9%	13.3%	17.4%	16.4%	17.8%	16.5%	18.1%	18.9%	20.7%	55.5%	40.0%	36.0%
3 year average (%)	10.7%	15.9%	15.2%	13.4%	11.5%	9.9%	9.2%	8.8%	8.1%	7.4%	7.5%	10.7%	7.9%	9.4%
5 year average (%)	7.4%	10.5%	10.5%	10.4%	9.5%	9.4%	9.2%	9.5%	9.3%	9.3%	9.3%	10.4%	10.0%	10.0%
By Recipient (Tala Millions)														
Banknotes	2.79	0.85	1.32	1.86	2.79	3.28	3.44	3.71	3.97	6.21	9.75	3.26	7.13	11.92
Churches, school, Charities	9.96	3.50	8.16	10.65	13.17	15.47	19.41	20.73	22.62	26.46	32.06	1.85	4.67	4.96
Individual/Family/Households	144.38	153.65	215.57	279.02	351.66	388.70	438.06	490.57	545.92	606.08	667.46	76.50	139.44	201.43
In Kind	1.53	3.99	4.55	5.23	6.02	6.39	7.13	7.59	8.27	8.96	9.58	0.68	1.62	2.47
Others	3.28	2.45	3.76	4.52	6.67	10.56	11.02	11.65	11.82	12.51	13.57	0.76	2.47	2.92
By Country (Tala Millions)														
USA	17.84	21.42	31.97	40.54	50.64	57.22	67.44	76.38	83.42	91.31	100.10	10.79	18.97	28.77
New Zealand	64.09	66.26	91.88	119.98	154.32	172.24	192.20	215.62	240.89	270.08	302.48	33.03	61.20	89.72
Australia	60.81	61.63	88.76	113.27	139.73	154.88	174.38	193.78	213.63	235.66	258.79	30.19	59.07	84.11
American Samoa	10.88	11.44	16.34	20.09	25.94	28.55	31.48	34.27	38.18	42.58	46.38	6.67	10.91	14.94
Others	8.33	3.68	4.41	7.41	9.69	11.53	13.55	14.20	16.47	20.60	24.66	2.38	5.18	6.16

(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.