



CENTRAL BANK OF SAMOA

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PLEASE ADDRESS CORRESPONDENCE
TO THE GOVERNOR

VISITOR EARNINGS & REMITTANCES REPORT SEPTEMBER 2023

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: 2023/24

September 2023

Visitor Arrivals¹

Total **visitor arrivals** recorded a decline of **9.7 percent (or 1,592 visitors) to 14,879 visitors** over August 2023 but was substantially increased by 80.1 percent (or 6,618 visitors) when compared to the same month last year.

The reduction in the monthly number of visitor arrivals over the previous month reflected the returning of arrival numbers to its normal trend after the hike during the reopening of Samoa's international borders in August 2022.

Accounting for the drop in arrivals were decreases in visitors from American Samoa (down by 37.0 percent), USA (down by 28.0 percent, 'Other countries' (down by 21.0 percent), Europe (down by 19.0 percent) and New Zealand (down by 4.2 percent). By purpose of visit, the bulk of this contraction came from visitors that were here for 'Sport', 'Holiday', 'Other' and 'Visiting Family and Relatives'.

As a result, **total visitor receipts** fell by **7.1 percent (or \$4.0 million) to \$51.5 million** over the previous month despite an increase in the average visitor expenditure over August 2023 by 2.8 percent.

Primarily responsible for this drop over the month were decreases in visitor spending by New Zealand (by \$1.4 million), 'Other countries' (by \$1.1 million), both American Samoa and Australia (by \$1.0) and Europe (by \$0.2 million). The number of visitors that were here for 'Visiting Families and

Friends', 'Holiday' and 'Sports' all fell by \$2.1 million, \$1.9 million and \$0.4 million in that order.

In the first three months of FY2023/24, total arrivals hiked by 34,041 visitors to 48,620 visitors over the same month last year.

Remittances

Total monthly remittances fell by 16.7 percent (or \$13.4 million) to \$66.8 million when compared to the previous month and was also 3.5 percent (or \$2.4 million) lower than that of September 2022.

The reduction in remittances over the previous month was accounted for by decreases in funds from Australia (down by \$8.6 million), New Zealand (down by \$2.9 million) and 'Others' (down by \$2.3 million) respectively. By recipients, reductions were recorded for 'Family and households' and 'Non-profit institution serving households' (NPISH)² by \$12.6 million and \$6.5 million in that order.

However, in the **first three months of FY2023/24**, total inflow of remittances decreased by **1.5 percent (or \$3.3 million) to \$221.3 million** over September 2022. By country, reductions were noted for New Zealand (down by \$11.3 million) and American Samoa (down by \$4.0 million). In terms of recipients, both total funds for 'Family and households' and 'In Kind' contracted by \$15.2 million and \$0.1 million in that order.

The monthly share of total remittances received through Money Transfer Operators (MTO's) dropped to 73.4 percent from 82.4 percent in the same month of last year while funds received

¹ Samoa re-opened its border to international travelers on 1st August 2022. Cruise ship tourists are not counted as tourist as they are only in Samoa for a day but their spending is included as part of tourist earnings.

² Includes funds for churches, non-profit organizations and charities

through commercial banks went up to 26.6 percent from 17.6 percent over September 2022.

The average monthly cost of sending NZD\$200.00 to Samoa contracted to 8.22 percent from 8.66 percent in the same month of last year while the average cost of sending AUD\$200.00 to Samoa edged up to 7.03 percent from 5.55 percent over the year.

CENTRAL BANK OF SAMOA
10th November 2023

VISITOR EARNINGS & REMITTANCES REPORT

September 2023

Table 2.

INFLOW OF PRIVATE REMITTANCES

AMOUNTS IN TALA MILLION

Amount in Tala Millions	Sep-21	Sep-22	Jan-23	Feb-23	Mar-23	Apr-23	May-23	Jun-23	Jul-23	Aug-23	Sep-23
By Recipient (Tala Millions)	53.47	69.24	55.08	56.55	64.72	50.03	75.74	73.75	74.25	80.22	66.79
Banknotes	0.12	4.80	4.15	5.64	3.90	4.01	12.15	4.83	3.20	4.38	8.48
Churches, school, Charities	0.28	0.28	0.56	2.12	2.67	0.85	6.82	2.98	4.33	7.17	0.65
Individual/Family/Households	51.99	61.99	48.88	47.56	56.81	43.30	55.17	64.50	65.40	66.73	54.09
In Kind	0.55	0.86	0.82	0.55	0.78	0.75	0.79	0.82	0.70	0.81	0.85
Others	0.52	1.31	0.68	0.68	0.57	1.11	0.81	0.63	0.62	1.12	2.73
By Country (Tala Millions)	53.47	69.24	55.08	56.55	64.72	50.03	75.74	73.75	74.25	80.22	66.79
USA	6.09	9.92	7.87	10.44	8.83	8.32	9.53	10.90	13.18	10.84	11.22
New Zealand	22.32	28.88	22.90	21.53	27.77	22.40	31.85	28.29	24.27	28.72	25.78
Australia	21.28	25.36	20.65	20.81	22.95	16.01	23.28	28.16	29.48	32.65	24.05
American Samoa	3.30	4.09	3.12	3.26	4.05	2.90	4.00	4.02	3.98	3.51	3.51
Others	0.48	0.99	0.54	0.51	1.12	0.40	7.09	2.38	3.33	4.50	2.23
By Channel (%)											
Banks	16.6%	17.6%	8.7%	13.5%	14.0%	19.6%	21.7%	19.4%	22.1%	26.5%	26.6%
Non Banks (1)	83.4%	82.4%	91.3%	86.5%	86.0%	80.4%	78.3%	80.6%	77.9%	73.5%	73.4%
Total Remittances (Tala Millions)	53.47	69.24	55.08	56.55	64.72	50.03	75.74	73.75	74.25	80.22	66.79
First Number of Months up to	3 months to Sep 21	3 months to Sep 22	7 months to Jan 23	8 months to Feb 23	9 months to Mar 23	10 months to Apr 23	11 months to May 23	12 months to June 23	1st month to Aug 23	2 months to Aug 23	3 months to Sep 23
Total Remittances (Tala Millions)	164.43	224.56	511.33	567.88	632.60	682.63	758.37	832.13	74.25	154.47	221.26
Percentage Change (over same period last year)	1.5%	36.6%	20.5%	18.5%	18.4%	15.2%	14.9%	13.6%	-10.6%	-0.6%	-1.5%
3 year average (%)	15.9%	9.4%	10.5%	10.7%	9.5%	9.9%	10.1%	11.1%	18.6%	16.8%	18.2%
5 year average (%)	10.5%	10.0%	11.8%	12.2%	12.2%	12.4%	12.7%	12.9%	21.5%	17.9%	17.1%
By Recipient (Tala Millions)											
Banknotes	0.85	11.92	34.49	40.13	44.02	48.04	60.19	65.02	3.20	7.58	16.06
Churches, school, Charities	3.50	4.96	16.86	18.98	21.65	22.51	29.32	32.30	4.33	11.50	12.16
Individual/Family/Households	153.65	201.43	447.46	495.02	551.83	595.13	650.30	714.80	65.40	132.12	186.21
In Kind	3.99	2.47	5.97	6.51	7.29	8.04	8.83	9.65	0.70	1.51	2.36
Others	2.45	3.78	6.56	7.24	7.81	8.92	9.73	10.36	0.62	1.74	4.47
By Country (Tala Millions)											
USA	21.42	28.89	70.50	80.94	89.77	98.09	107.61	118.51	13.18	24.02	35.24
New Zealand	66.26	90.07	204.83	226.36	254.13	276.53	308.38	336.67	24.27	52.99	78.77
Australia	61.63	84.43	190.55	211.37	234.32	250.33	273.61	301.77	29.48	62.13	86.18
American Samoa	11.44	15.00	31.26	34.52	38.57	41.47	45.48	49.49	3.98	7.50	11.01
Others	3.68	6.18	14.20	14.70	15.82	16.22	23.30	25.68	3.33	7.83	10.06

(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.