

VISITOR EARNINGS & REMITTANCES REPORT



ABOUT THIS REPORT

This report is a monthly release of the latest available indicators on the tourism sector and remittances, with information sourced from the Central Bank, Samoa Bureau of Statistics and the Ministry of Customs.

EXECUTIVE SUMMARY

Samoa's external sector softened in August 2026, as visitor earnings and remittances declined from the previous month, consistent with normal seasonal trends. Nevertheless, visitor earnings and remittances remained key contributors to economic activity and continued to provide important support to household incomes.



AUGUST 2026

VISITOR ARRIVALS

17,025 VISITORS

4,457 visitors
(-20.7%)



MoM¹

YoY²

485 visitors
(-2.8%)

By Country

▼ USA	41.6%
▼ NZ	27.8%
▼ AUS	9.9%
▼ EUR	1.7%

By Purpose

▼ Holiday	27.0%
▼ Business & Conference	20.4%
▼ VFR	17.4%
▼ Other Purposes	13.8%

Year up to August 2026

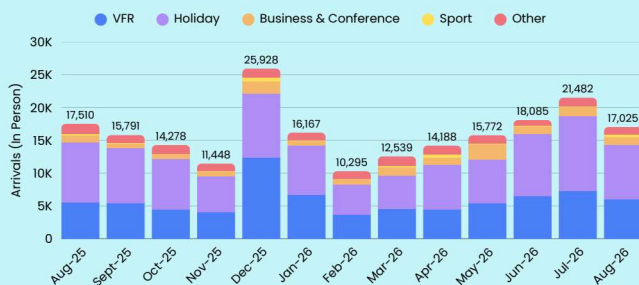


38,507 visitors

5.9%
(or 2,154 visitors)

(from 36,353 visitors in the year up to August 2025)

Visitor Arrivals by Purpose



VISITOR EARNINGS

SAT\$62.6 MILLION

\$8.0 million
(-11.3%)



MoM

YoY

\$1.8 million
(-2.7%)

By Country

▼ NZ	55.6%
▼ USA	25.2%
▼ EUR	11.8%

By Purpose

▼ Holiday	14.0%
▼ Other Purposes	18.1%
▼ VFR	15.1%

Year up to August 2026

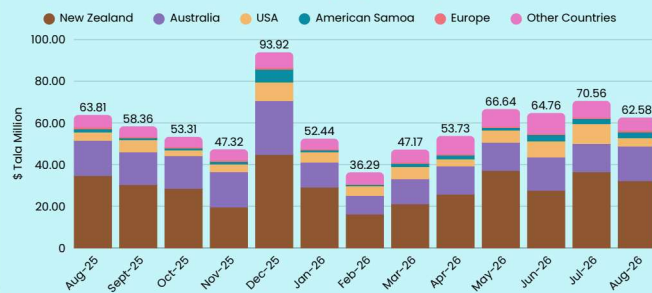


\$133.2 million

6.7%
(or \$8.3 million)

(from \$124.8 million in the year up to August 2025)

Visitor Earnings by Country



REMITTANCES

SAT\$83.6 MILLION

\$10.6 million
(11.2%)



MoM

YoY

\$7.7 million
(10.2%)

By Country

▼ US	30.7%
▼ NZ	21.4%
▼ American Samoa	3.5%

By Recipients

▼ Hand Carried Cash	21.5%
▼ Churches & Schools	18.1%
▼ Family & Households	10.2%

Year up to August 2026

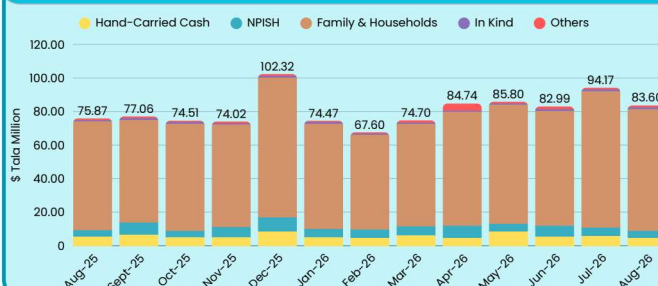


\$177.8 million

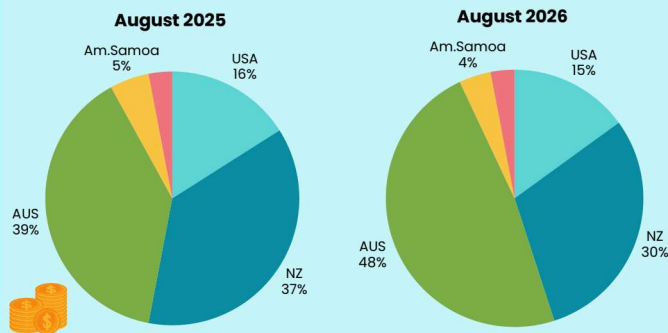
15.0%
(or \$23.2 million)

(from \$154.5 million in the year up to August 2025)

By Recipients



By Country



By Channel

Period	MTO Share % ⁴	BANK Share %
August 2026	81.0%	19.0%
July 2026	80.2%	19.8%
August 2025	76.8%	23.2%

1. MoM = month on month - change over the previous month
2. YoY = year on year - change over the same month last year

3. VFR = Visiting Friends and Relatives
4. MTO = Money Transfer Operators

VISITOR EARNINGS & REMITTANCES REPORT

AUGUST 2026

This report is a monthly release of the latest available indicators on the tourism sector and remittances, with information sourced from the Central Bank, Samoa Bureau of Statistics and the Ministry of Customs.

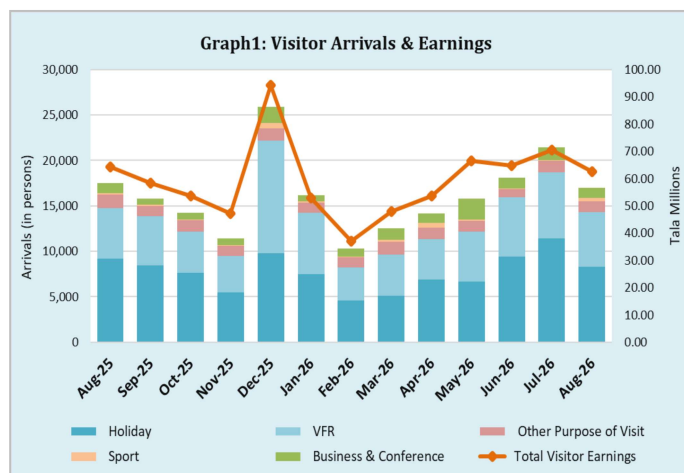
Report No.2: 2026/27

August 2026

Visitor Arrivals¹ and Earnings

Total visitor arrivals decreased by **20.7 percent (or 4,457 visitors)** to a total of **17,025 visitors**. This seasonal trend was also 2.8 percent (or 485 visitors) lower when compared to August of last year. (See Graph 1)

The monthly decline reflected a return to normal levels after the previous month's events and conferences.



The decrease in visitor arrivals was attributed to lower number of travellers from New Zealand (down by 3,128 visitors), the United States (down by 1,056 visitors), Australia (down by 420 visitors), Other countries (down by 160 visitors) and Europe (down by 11 visitors). By purpose of travel, decreases were noted for those who were here for holiday (down by 3,097 visitors), to visit friends and relatives (down by 1,264 visitors), business and conference (down by 296 visitors) and for other purposes (down by 180 visitors).

However, total visitor arrivals in the first **two months of FY2026/27** were 5.9 percent (or 2154 visitors) higher at a combined total of **38,507 visitors**, when compared to the same period last year.

As a result, total monthly visitor earnings fell by **11.3 percent (or \$8.0 million)** over the previous month to **\$62.6 million** or 2.7 percent (\$1.8 million) lower when compared to the same month last year.

The reduction over the month in total visitor receipts was mainly due to lower spending by the United States visitors (down by \$5.3 million), New Zealand (down by \$4.3 million) and other countries (down by \$2.0 million). By purpose of visit, lower earnings were recorded for holiday tourists, visiting friends and relatives and other purposes of travel, by \$4.8 million, \$4.5 million, and \$0.3 million in that order. This was also underpinned by an appreciation of the Tala against the US dollar in August 2026.

Yet, in the first two months of fiscal year **FY2026/27**, total visitor earnings grew by **6.7 percent (or \$8.3 million)**, to a total of **\$133.2 million**, compared to the same period in FY2025/26.

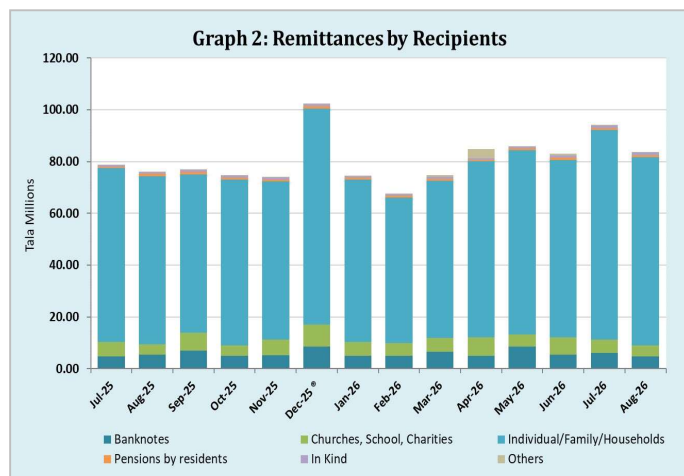
Remittances

Total monthly remittances fell by **11.2 percent (or \$10.6 million)** over the previous month to a total of **\$83.6 million**. This level however, was **10.2 percent (or \$7.7 million)** higher than in **August 2025**. (See Graph 2)

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 less than a day but their spending are included as part of tourism earnings (travel credit).

VISITOR EARNINGS & REMITTANCES REPORT

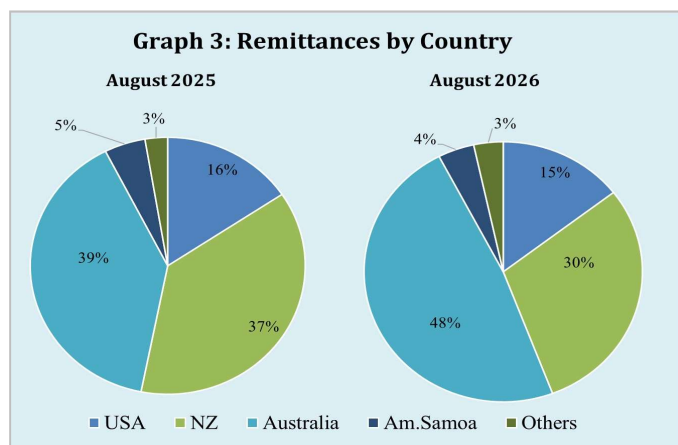
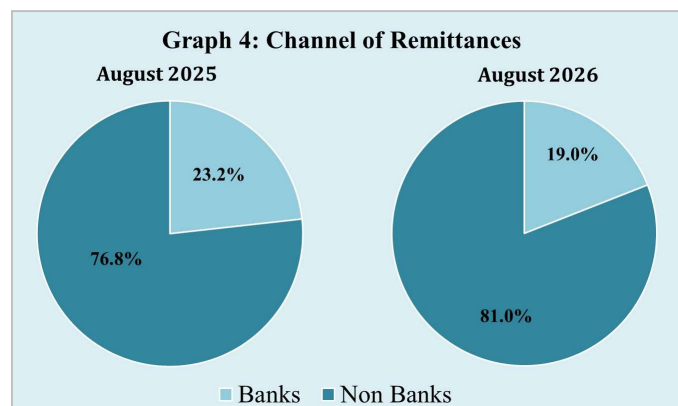
August 2026



Money Transfer Operators (MTOs) remained the main channel of remittances in August 2026, accounting for 81.0 percent of total transfers. This was higher than 80.2 percent in July 2026 and 76.8 percent in August 2025. In comparison, the share of remittances received through commercial banks slightly fell to 19.0 percent in August 2026 from 19.8 percent in the previous month and 23.2 percent in August 2025. (See Graph 4)

Traditional MTOs² accounted for the most of the non-bank remittance inflows at 68.9 percent, while electronic MTO platforms made up the remaining 12.1 percent.

The monthly drop reflected decreases in funds sent from New Zealand (down by \$6.7 million), United States (by \$5.4 million), and American Samoa (by \$0.1 million). In terms of recipients, reductions were recorded for 'Family and households', 'Hand carried cash' and 'Churches, Schools & Charities' transfers, by \$8.3 million, \$1.3 million, and \$0.9 million, respectively. (See Graph 3)



CENTRAL BANK OF SAMOA
14th October 2026

Despite the monthly drop, the total current transfers for the first two months of FY2026/27 edged up by 15.0 percent (or \$23.2 million), to a total of \$177.8 million compared to FY2025/26. Furthermore, the appreciation of the Samoan Tala against the NZD (by 3.5 percent), USD (by 1.5 percent), Euro (by 2.9 percent), Yen (by 10.7 percent) and FJD by 3.5 percent, partially contributed to this drop by reducing the local value of remittances.

² Traditional MTOs refer to normal over-the-counter cash sending MTOs.

VISITOR EARNINGS & REMITTANCES REPORT

August 2026

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

	Aug-24	Aug-25	Sept-25	Oct-25	Nov-25	Dec-25	Jan-26	Feb-26	Mar-26	Apr-26	May-26	Jun-26	Jul-26	Aug-26
Total arrivals (persons)	17,248	17,510	15,791	14,278	11,448	25,928	16,167	10,295	12,539	14,188	15,772	18,085	21,482	17,025
Total arrivals incl. cruise ships	17,248	20,412	15,791	16,620	11,448	27,361	19,143	13,790	16,651	14,188	15,772	18,085	21,482	17,025
Arrivals, by market (persons)														
American Samoa	1,273	656	546	540	462	1,886	418	450	547	542	236	998	789	1,107
Australia	3,998	4,005	4,022	3,300	3,014	6,078	3,243	1,936	2,730	3,070	3,358	3,964	4,247	3,827
Europe	641	581	486	549	419	442	468	355	405	455	541	509	658	647
New Zealand	7,068	8,974	8,037	7,316	4,768	13,571	8,914	4,974	5,909	6,585	8,041	8,532	11,239	8,111
USA	2,395	1,488	1,209	1,125	1,229	2,389	1,631	1,040	1,220	1,456	1,770	1,958	2,540	1,484
Other Countries	1,873	1,806	1,491	1,448	1,556	1,562	1,493	1,540	1,728	2,080	1,826	2,124	2,009	1,849
Cruise ships	0	2,902	0	2,342	0	1,433	2,976	3,495	4,112	0	0	0	0	0
Arrivals, by purpose (persons)														
Holiday	8,026	9,190	8,469	7,640	5,450	9,779	7,468	4,550	5,093	6,865	6,662	9,411	11,415	8,336
VFR	5,274	5,546	5,412	4,522	4,058	12,398	6,766	3,709	4,559	4,477	5,465	6,570	7,275	6,011
Business & Conference	1,348	1,104	645	792	740	1,843	655	895	1,293	1,070	2,290	1,151	1,448	1,152
Sport	450	165	132	58	73	533	123	50	217	498	133	127	40	402
Other	2,150	1,505	1,133	1,266	1,127	1,375	1,155	1,091	1,377	1,278	1,222	826	1,304	1,124
Cruise ships	0	2,902	0	2,342	0	1,433	2,976	3,495	4,112	0	0	0	0	0
Total earnings (tala million)	58.02	63.81	58.36	53.31	47.31	93.92	52.44	36.28	47.17	53.74	66.65	64.75	70.58	62.58
Total earnings incl. cruise ships	58.02	64.34	58.36	53.77	47.31	94.19	53.00	36.96	47.99	53.74	66.65	64.75	70.58	62.58
Earnings, by market (tala million)														
American Samoa	2.93	1.39	1.11	0.85	1.06	6.28	1.07	0.64	1.38	2.00	1.03	3.33	2.42	2.71
Australia	16.08	16.99	15.76	15.64	16.88	25.73	12.10	9.08	12.15	13.48	13.49	16.01	13.61	16.61
Europe	0.86	0.82	0.55	0.58	0.67	0.81	0.57	0.37	0.68	0.65	0.62	0.52	0.60	0.93
New Zealand	25.82	34.53	30.21	28.52	19.53	44.83	28.96	16.06	21.02	25.63	37.13	27.69	36.43	32.12
USA	6.26	4.14	5.85	2.94	3.91	8.97	4.85	4.55	5.89	3.48	5.99	7.42	9.48	4.21
Other Countries	6.08	5.94	4.88	4.78	5.27	7.30	4.89	5.59	6.05	8.49	8.38	9.79	8.02	6.00
Cruise ships	0.00	0.53	0.00	0.46	0.00	0.27	0.56	0.68	0.82	0.00	0.00	0.00	0.00	0.00
Earnings, by purpose (tala million)														
Holiday	26.57	32.81	31.64	23.80	16.94	32.70	23.66	16.03	18.07	24.13	27.40	31.19	34.37	29.56
VFR	20.63	23.09	21.57	21.55	25.69	49.36	24.46	13.26	16.95	18.45	28.67	28.15	29.96	25.43
Business & Conference	5.39	4.77	2.51	2.75	3.29	7.47	2.75	4.02	5.58	4.80	8.32	4.31	4.19	4.94
Sport	1.15	0.46	0.56	0.17	0.19	1.45	0.45	0.14	0.97	1.83	0.58	0.27	0.17	1.10
Other	4.27	2.68	2.09	5.04	1.21	2.93	1.12	2.83	5.61	4.53	1.68	0.84	1.89	1.55
Cruise ships	0.00	0.53	0.00	0.46	0.00	0.27	0.56	0.68	0.82	0.00	0.00	0.00	0.00	0.00
Average expenditure (tala, per person)	3,364	3,644	3,696	3,734	4,133	3,622	3,243	3,524	3,762	3,787	4,226	3,580	3,285	3,676
Tourism Price Index	177.1	187.2	185.5	184.1	182.8	182.1	180.7	181.5	182.4	183.7	187.9	192.1	190.9	191.4
First Number of Months up to	2 months to Aug 24	2 months to Aug 25	3 months to Sep 25	4 months to Oct 25	5 months to Nov 25	6 months to Dec 25	7 months to Jan 26	8 months to Feb 26	9 months to Mar 26	10 months to Apr 26	11 months to May 26	12 months to June 26	1st month	2 months to Aug 26
Total Visitor Arrivals (persons)	36,287	36,353	52,144	66,422	77,870	103,798	119,965	130,260	142,799	156,987	172,759	190,844	21,482	38,507
Total arrivals incl. cruise ships	36,287	39,255	55,046	71,666	83,114	110,475	129,618	143,408	160,059	174,247	190,019	208,104	21,482	38,507
Over the past year (%)	7.5%	0.2%	2.6%	1.4%	-0.8%	2.5%	3.4%	4.9%	5.2%	5.4%	6.0%	5.6%	14.0%	5.9%
Past 3 year average	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	9.7%	4.5%	7.1%	-1.7%	-5.6%	-0.3%	4.6%	3.1%
Past 5 year average	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%	0.0%
Arrivals, by market (persons)														
American Samoa	2,643	1,931	2,477	3,017	3,479	5,365	5,783	6,233	6,780	7,322	7,558	8,556	789	1,896
Australia	8,552	9,344	13,366	16,666	19,680	25,758	29,001	30,937	33,667	36,737	40,095	44,059	4,247	8,074
Europe	1,332	1,128	1,614	2,163	2,582	3,024	3,492	3,847	4,252	4,707	5,248	5,757	658	1,305
New Zealand	15,811	16,801	24,838	32,154	36,922	50,493	59,407	64,381	70,290	76,875	84,916	93,448	11,239	19,350
USA	4,409	3,566	4,775	5,900	7,129	9,518	11,149	12,189	13,409	14,865	16,635	18,593	2,540	4,024
Other Countries	3,540	3,583	5,074	6,522	8,078	9,640	11,133	12,673	14,401	16,481	18,307	20,431	2,009	3,858
Cruise ships	0	2,902	2,902	5,244	5,244	6,677	9,653	13,148	17,260	17,260	17,260	17,260	0	0
Arrivals, by purpose (persons)														
Holiday	15,891	18,248	26,717	34,357	39,807	49,586	57,054	61,604	66,697	73,562	80,224	89,635	11,415	19,751
VFR	10,797	11,890	17,302	21,824	25,882	38,280	45,046	48,755	53,314	57,791	63,256	69,826	7,275	13,286
Business & Conference	2,915	2,707	3,352	4,144	4,884	6,727	7,382	8,277	9,570	10,640	12,930	14,081	1,448	2,600
Sport	919	618	750	808	881	1,414	1,537	1,587	1,804	2,302	2,435	2,562	40	442
Other	5,765	2,890	4,023	5,289	6,416	7,791	8,946	10,037	11,414	12,692	13,914	14,740	1,304	2,428
Cruise ships	0	2,902	2,902	5,244	5,244	6,677	9,653	13,148	17,260	17,260	17,260	17,260	0	0
Total Visitor Earnings (tala million)	114.91	124.29	182.65	235.96	283.27	377.20	429.63	465.92	513.09	566.82	633.47	698.22	70.58	133.15
Total earnings incl. cruise ships	114.92	124.82	183.18	236.95	284.26	378.45	431.45	468.41	516.40	570.14	636.79	701.54	70.58	133.16
Over the past year (%)	6.6%	8.6%	10.1%	7.7%	3.3%	5.1%	5.4%	10.4%	10.3%	9.8%	10.1%	9.8%	16.7%	6.7%
Past 3 year average	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	8.0%	-4.9%	5.9%	0.7%	-1.1%	1.4%	3.8%	46.0%
Past 5 year average	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%	100.0%
Earnings, by market (tala million)														
American Samoa	6.7	5.0	6.1	7.0	8.0	14.3	15.4	16.0	17.4	19.4	20.4	23.7	2.4	5.1
Australia	29.7	34.0	49.8	65.4	82.3	108.0	120.1	129.2	141.4	154.8	168.3	184.3	13.6	30.2
Europe	1.4	1.3	1.9	2.4	3.1	3.9	4.5	4.9	5.5	6.2	6.8	7.3	0.6	1.5
New Zealand	51.9	59.4	89.6	118.1	137.7	182.5	211.5	227.5	248.6	274.2	311.3	339.0	36.4	68.6
USA	13.1	11.8	17.6	20.6	24.5	33.4	38.3	42.8	48.7	52.2	58.2	65.6	9.5	13.7
Other Countries	12.0	12.8	17.7	22.4	27.7	35.0	39.9	45.5	51.5	60.0	68.4	78.2	8.0	14.0
Cruise ships	0.0	0.5	0.5	1.0	1.0	1.3	1.8	2.5	3.3	3.3	3.3	3.3	0.0	0.0
Earnings, by purpose (tala million)														
Holiday	49.19	59.64	91.28	115.08	132.02	164.72	188.38	204.41	222.48	246.61	274.01	305.20	34.37	63.94
VFR	42.0	48.4	69.9	91.5	117.2	166.5	191.0	204.3	221.2	239.7	268.3	296.5	30.0	55.4
Business & Conference	9.7	9.3	11.9	14.6	17.9	25.4	28.1	32.1	37.7	42.5	50.8	55.1	4.2	9.1
Sport	3.0	2.3	2.9	3.0	3.2	4.7	5.1	5.3	6.2	8.1	8.6	8.9	0.2	1.3
Other	11.0	4.6	6.7	11.7	13.0	15.9	17.0	19.8	25.4	30.0	31.7	32.5	1.9	3.4
Cruise ships	0.0	0.5	0.5	1.0	1.0	1.3	1.8	2.5	3.3	3.3	3.3	3.3	0.0	0.0

VISITOR EARNINGS & REMITTANCES REPORT

August 2026

Table 2.

INFLOW OF PRIVATE REMITTANCES

AMOUNTS IN TALA MILLION

Amount in Tala Millions	Aug-24	Aug-25	Sep-25	Oct-25	Nov-25	Dec-25 *	Jan-26	Feb-26	Mar-26	Apr-26	May-26	Jun-26	Jul-26	Aug-26
By Recipient (Tala Millions)	91.29	75.88	77.06	74.51	74.02	102.32	74.47	67.59	74.70	84.75	85.81	82.99	94.17	83.59
Banknotes	5.84	5.48	6.92	5.08	5.26	8.50	5.08	5.02	6.55	5.01	8.51	5.45	6.11	4.80
Churches, School, Charities	13.00	4.03	6.94	4.00	5.96	8.56	5.29	4.81	5.24	7.20	4.69	6.69	5.03	4.12
Individual/Family/Households	70.86	64.91	61.22	63.91	61.06	83.44	62.64	56.37	60.87	67.89	71.19	68.40	81.13	72.83
In Kind	0.95	0.68	1.00	0.80	0.88	0.95	0.80	0.74	0.79	0.59	0.82	1.00	1.10	1.05
Pensions by residents	0.64	0.77	0.80	0.68	0.78	0.82	0.60	0.56	0.63	0.58	0.57	0.95	0.60	0.72
Others	0.00	0.00	0.18	0.04	0.08	0.04	0.06	0.10	0.63	3.47	0.02	0.51	0.20	0.09
By Country (Tala Millions)	91.29	75.88	77.06	74.51	74.02	102.32	74.47	67.59	74.70	84.75	85.81	82.96	94.17	83.59
USA	15.65	11.85	12.05	13.94	14.11	15.51	11.36	12.49	13.05	16.07	11.52	14.58	17.54	12.16
New Zealand	28.49	28.45	27.29	22.36	22.31	34.65	24.95	22.46	26.91	30.77	33.43	27.89	31.56	24.82
Australia	36.12	29.90	32.79	32.99	32.22	43.43	32.05	28.33	29.90	30.89	35.91	32.98	39.24	40.24
American Samoa	3.96	3.66	3.35	3.77	3.36	3.31	2.53	2.71	2.64	2.71	3.51	2.97	3.65	3.52
Others	7.07	2.01	1.57	1.45	2.01	5.42	3.59	1.61	2.20	4.30	1.44	4.54	2.18	2.86
By Channel (%)														
Banks	29.4%	23.2%	28.1%	22.4%	23.9%	23.6%	25.1%	28.1%	29.7%	31.8%	26.6%	27.6%	19.8%	19.0%
Non Banks (1)	70.6%	76.8%	71.9%	77.6%	76.1%	76.4%	74.9%	71.9%	70.3%	68.2%	73.4%	72.4%	80.2%	81.0%
Traditional	68.4%	72.9%	68.5%	73.8%	71.9%	71.5%	70.3%	68.0%	66.6%	64.5%	70.5%	69.0%	67.4%	68.9%
Electronic (online, mobile wallets, banking cards)	2.3%	3.9%	3.4%	3.8%	4.1%	4.9%	4.6%	3.9%	3.7%	3.7%	2.9%	3.4%	12.8%	12.1%
Total Remittances (Tala Millions)	91.29	75.88	77.06	74.51	74.02	102.32	74.47	67.59	74.70	84.75	85.81	82.99	94.17	83.59
First Number of Months up to	2 months to Aug 24	2 months to Aug 25	3 months to Sep 25	4 months to Oct 25	5 months to Nov 25	6 months to Dec 25	7 months to Jan 26	8 months to Feb 26	9 months to Mar 26	10 months to Apr 26	11 months to May 26	12 months to June 26	1st month	2 months to Aug 26
Total Remittances (Tala Millions)	172.75	154.54	231.59	306.11	380.13	482.45	556.92	624.51	699.21	783.96	869.77	952.75	94.17	177.76
Percentage Change (over same period last year)	11.8%	-10.5%	-3.6%	-1.4%	-1.0%	1.0%	2.1%	2.9%	3.6%	4.4%	5.0%	5.5%	19.7%	15.0%
3 year average (%)	13.0%	17.1%	14.6%	10.4%	8.8%	8.3%	9.1%	8.5%	8.4%	8.4%	8.0%	7.3%	-1.4%	0.2%
5 year average (%)	12.7%	12.3%	12.4%	11.8%	11.3%	11.2%	10.7%	10.4%	10.1%	10.6%	10.1%	9.9%	9.0%	8.1%
By Recipient (Tala Millions)														
Hand Carried Cash	10.46	10.26	17.17	22.26	27.52	36.02	41.10	46.11	52.66	57.68	66.19	71.64	6.11	10.91
Churches, School, Charities	17.91	9.59	16.52	20.53	26.49	35.05	40.35	45.16	50.39	57.60	62.29	68.98	5.03	9.15
Individual/Family/Households	135.93	132.01	193.23	257.14	318.19	401.63	464.27	520.64	581.51	649.40	720.59	788.99	81.13	153.96
In Kind	1.78	1.36	2.37	3.17	4.05	5.00	5.80	6.53	7.32	7.91	8.73	9.73	1.10	2.14
Pensions by residents	1.35	1.32	2.12	2.80	3.58	4.40	5.01	5.56	6.19	6.78	7.34	8.29	0.60	1.31
Others	5.32	0.01	0.19	0.23	0.30	0.35	0.41	0.51	1.13	4.60	4.62	5.13	0.20	0.28
By Country (Tala Millions)														
USA	30.26	25.47	37.52	51.46	65.57	81.08	92.44	104.93	117.98	134.05	145.57	160.15	17.54	29.71
New Zealand	55.92	54.24	81.54	103.90	126.21	160.86	185.81	208.27	235.18	265.95	299.38	327.28	31.56	56.37
Australia	70.23	63.06	95.84	128.83	161.05	204.48	236.53	264.86	294.76	325.65	361.56	394.54	39.24	79.48
American Samoa	7.43	6.90	10.25	14.02	17.38	20.69	23.22	25.92	28.57	31.28	34.79	37.76	3.65	7.16
Others	8.91	4.87	6.45	7.90	9.91	15.33	18.92	20.53	22.72	27.03	28.46	33.03	2.18	5.04