

VISITOR EARNINGS & REMITTANCES REPORT APRIL 2024

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.10: 2023/24

April 2024

Visitor Arrivals¹

Total visitor arrivals for the month under review increased further by **12.5 percent (or 1,402 visitors) to 12,644 visitors** over the previous month but was 7.8 percent (or 1,076 visitors) lower than the same month of last year.

The growth in the current month reflected several annual local events and meetings such as the Easter holidays, ANZAC day celebrations, the Samoa Tourism Exchange conference and the World Rugby Pacific Cup Challenge tournament.

Accounting for the rise in visitor arrivals were hikes in visitors from American Samoa (up by 20.7 percent), New Zealand (by 18.8 percent), Australia (by 14.7 percent) and “Other countries” (by 6.2 percent). For arrivals by purpose, bulk of this growth came from those who were here for ‘Sports’, ‘Holiday’, ‘Visiting Families and Friends’ and ‘Others’ by 264.0 percent, 24.8 percent, 9.9 percent and 7.3 percent.



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 tourism earnings.

Likewise, **total visitor receipts expanded by 12.9 percent (or \$5.3 million) to \$46.7 million** over the previous month but was 4.3 percent (or \$2.1 million) lower than the same month of 2023. Primarily responsible for this increase over March 2024 were higher earnings from New Zealand (up \$4.4 million), Australia (up \$1.5 million) and American Samoa and ‘Others’ (both up by \$1.1 million). Proceeds from visitors such as ‘Holiday’, ‘Visiting Friends and Relatives’ and ‘Sport’ went up by \$3.3 million, \$3.1 million and \$0.4 million respectively.

Additionally, total arrivals in the first ten months of **FY2023/24 totalled 145,407 visitors**, which was 60.0 percent (or 54,492 visitors) higher than the same period of FY2022/23. Also, total **visitor earnings amounted to \$507.7 million**, which was 68.1 percent (or \$205.6 million) higher than in the same period of 2023.

Remittances

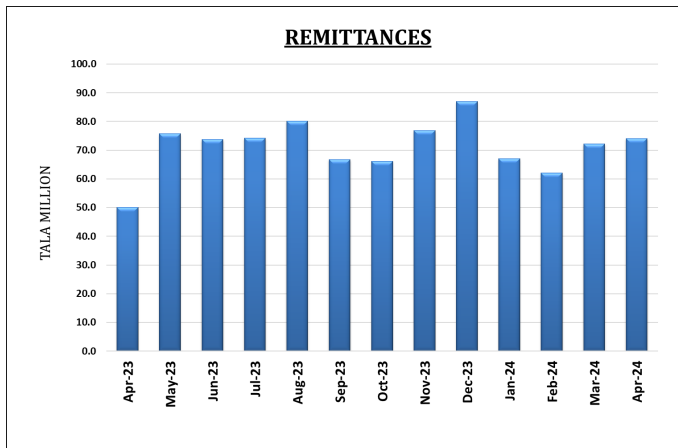
Total monthly remittances continued to accelerate by 4.1 percent (or \$3.0 million) to \$75.2 million over March 2024 and was 50.4 percent (or \$25.2 million) higher when compared to the same level of the same month last year.

The boost in remittances over the previous month reflected the increases in funds received from ‘Other countries’ (up \$2.1 million) and USA (up \$0.4 million), offsetting reductions from New Zealand, Australia and American Samoa. By recipients, gains were recorded for ‘Non-profit institutions serving households’ (NPISH)², ‘Others’, ‘In-Kind’ and ‘Hand-carried cash’ by \$6.1 million, \$3.1 million, \$1.0 million and 0.1 million in that order.

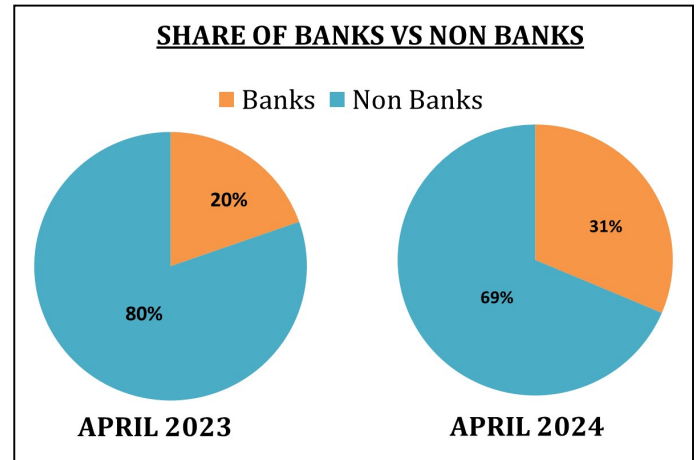
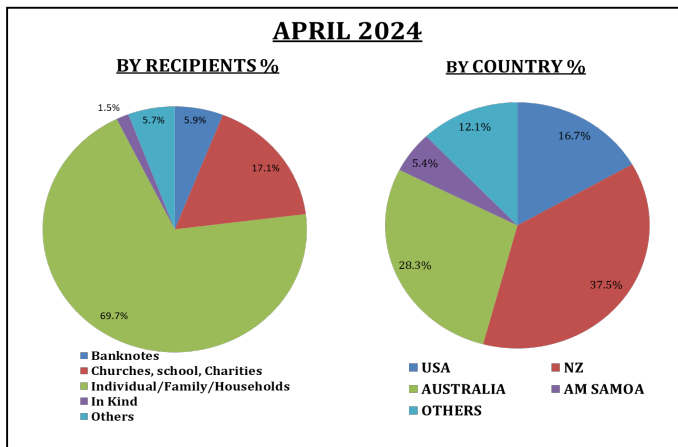
² Includes funds for churches, non-profit organizations and charities

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percent in April 2023 while funds received through commercial banks hiked up to 31.4 percent from 19.6 percent in April 2023.



The average monthly cost of sending NZD\$200.00 to Samoa edged up to 8.53 percent from 7.17 percent in April 2023. Similarly, the average cost of sending AUD\$200.00 to Samoa rose to 7.48 percent from 6.89 percent of the same month last year.

As a result, the total inflow of remittances in the **first ten months of FY2023/24** rose further by **6.6 percent (or \$45.2 million)** to **\$727.9 million** over the corresponding period of last year. Underpinning this improvement were higher transfers from USA (by \$29.1 million), ‘Other countries’ (by \$20.5 million) and Australia (by \$2.3 million). Partially contributing to this increase was a depreciation of the Samoan Tala against the US dollar (by 1.0 percent). Moreover, total funds for ‘NPISH’, ‘Hand carried cash’ and ‘In-Kind’ went up by \$38.7 million and \$7.3 million and \$0.2 million respectively.

The monthly share of total remittances received through Money Transfer Operators (MTO’s) contracted to 68.6 percent in April 2024 from 80.4

CENTRAL BANK OF SAMOA
7th June 2024

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Table 2. INFLOW OF PRIVATE REMITTANCES
AMOUNTS IN TALA MILLION

Amount in Tala Millions	Apr-22	Apr-23	May-23	Jun-23	Jul-23	Aug-23	Sep-23	Oct-23	Nov-23	Dec-23	Jan-24	Feb-24	Mar-24	Apr-24
By Recipient (Tala Millions)	58.35	50.03	75.74	73.75	74.25	80.22	66.79	66.19	76.83	86.97	67.03	62.05	72.28	75.24
Banknotes	0.25	4.01	12.15	4.83	3.20	4.38	8.48	7.24	7.36	7.55	5.13	3.16	4.38	4.46
Churches, school, Charities	1.90	0.85	6.82	2.98	4.33	7.17	0.65	4.25	7.62	6.78	6.26	4.60	6.72	12.86
Individual/Family/Households	55.35	43.30	55.17	64.50	65.40	66.73	54.09	52.69	60.05	70.95	53.80	48.54	59.33	52.45
In Kind	0.68	0.75	0.79	0.82	0.70	0.81	0.85	0.84	0.88	0.83	0.79	0.74	0.63	1.15
Others	0.17	1.11	0.81	0.63	0.62	1.12	2.73	1.18	0.92	0.86	1.06	5.02	1.21	4.32
By Country (Tala Millions)	58.35	50.03	75.74	73.75	74.25	80.22	66.79	66.19	76.83	86.97	67.03	62.05	72.28	75.24
USA	7.04	8.32	9.53	10.90	13.18	15.24	11.22	13.28	15.16	12.48	9.70	12.17	12.19	12.59
New Zealand	25.27	22.40	31.85	28.29	24.27	27.71	25.78	24.00	29.26	36.67	26.24	23.80	28.69	28.18
Australia	19.85	16.01	23.28	28.16	29.48	32.65	24.05	22.68	26.00	29.09	24.02	20.67	22.74	21.26
American Samoa	3.91	2.90	4.00	4.02	3.98	3.51	3.51	3.63	3.98	3.55	2.75	3.08	4.58	4.10
Others	2.27	0.40	7.09	2.38	3.33	1.10	2.23	2.61	2.42	5.17	4.31	2.33	4.08	9.11
By Channel (%)														
Banks	15.5%	19.6%	21.7%	19.4%	22.1%	26.5%	26.6%	29.3%	30.7%	23.3%	28.0%	26.5%	27.4%	31.4%
Non Banks (1)	84.5%	80.4%	78.3%	80.6%	77.9%	73.5%	73.4%	70.7%	69.3%	76.7%	72.0%	73.5%	72.6%	68.6%
Total Remittances (Tala Millions)	58.35	50.03	75.74	73.75	74.25	80.22	66.79	66.19	76.83	86.97	67.03	62.05	72.28	75.24
First Number of Months up to	10 months to Apr 22	10 months to Apr 23	11 months to May 23	12 months to June 23	1st month	2 months to Aug 23	3 months to Sep 23	4 months to Oct 23	5 months to Nov 23	6 months to Dec 23	7 months to Jan 24	8 months to Feb 24	9 months to Mar 24	10 months to Apr 24
Total Remittances (Tala Millions)	592.38	682.63	758.37	832.13	74.25	154.47	221.26	287.45	364.29	451.25	518.29	580.34	652.61	727.85
Percentage Change (over same period last year)	19.1%	15.2%	14.9%	13.6%	-10.6%	-0.6%	-1.5%	0.1%	0.7%	-1.1%	1.4%	2.2%	3.2%	6.6%
3 year average (%)	7.8%	9.9%	10.2%	11.1%	18.6%	16.8%	18.2%	17.0%	16.8%	17.1%	15.7%	15.2%	14.8%	14.5%
5 year average (%)	9.1%	12.5%	12.7%	12.9%	21.5%	17.9%	17.1%	15.1%	14.7%	14.3%	13.4%	12.8%	12.3%	11.5%
By Recipient (Tala Millions)														
Banknotes	3.97	48.04	60.19	65.02	3.20	7.58	16.06	23.30	30.66	38.22	43.34	46.50	50.88	55.34
Churches, school, Charities	22.62	22.51	29.32	32.30	4.33	11.50	12.16	16.41	24.03	30.80	37.07	41.66	48.39	61.25
Individual/Family/Households	544.64	595.13	650.30	714.80	65.40	132.12	186.21	238.90	298.94	369.89	423.69	472.23	531.56	584.01
In Kind	8.27	8.04	8.83	9.65	0.70	1.51	2.36	3.20	4.08	4.91	5.70	6.44	7.07	8.22
Others	12.88	8.92	9.73	10.36	0.62	1.74	4.47	5.65	6.57	7.43	8.49	13.50	14.72	19.03
By Country (Tala Millions)														
USA	83.42	98.09	107.61	118.51	13.18	28.43	39.64	52.92	68.09	80.57	90.27	102.44	114.63	127.22
New Zealand	240.90	276.53	308.38	336.67	24.27	51.98	77.76	101.76	131.03	167.70	193.95	217.75	246.44	274.62
Australia	213.63	250.33	273.61	301.77	29.48	62.13	86.18	108.86	134.86	163.95	187.97	208.64	231.37	252.63
American Samoa	38.18	41.47	45.48	49.49	3.98	7.50	11.01	14.64	18.62	22.17	24.92	28.00	32.58	36.68
Others	16.25	16.22	23.30	25.68	3.33	4.44	6.66	9.27	11.69	16.87	21.18	23.51	27.58	36.70

(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.