

VISITOR EARNINGS & REMITTANCES REPORT

APRIL 2025

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.

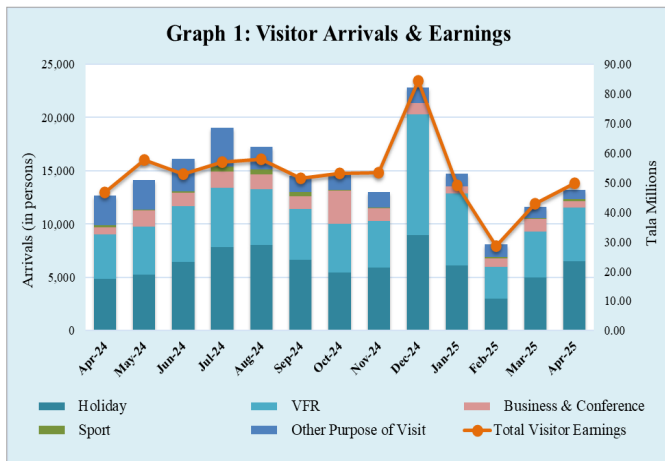
Report No.10: 2024/25

April 2025

Visitor Arrivals¹

The total number of visitor arrivals increased by **13.8 percent (or 1,605 visitors)** from the previous month, reaching a total of **13,210 visitors** in April 2025. At this level, it was 4.5 percent (or 566 visitors) higher than the same month of the previous year. (See Graph 1).

The growth in the current month partly reflected several annual local events such as the Easter holidays, ANZAC day commemorations and the NPDL International Game Fishing Tournament.



The expansion in visitor arrivals compared to March 2025 was primarily driven by significant hikes in visitor arrivals from Australia (up by 1,319 visitors), New Zealand (by 567 visitors) and the USA (by 28 visitors). By purpose of visit, several categories recorded expansions, with ‘Holiday’ up by 1,495 visitors, ‘Visiting friends and relatives’ up by 746 visitors and an additional 89 visitors here for ‘Sports’.

As a result, total **visitor arrivals in the first ten months** of FY2024/25 were 2.4 percent higher (at a total of 148,936 visitors) compared to the same period in FY2023/24.

Similarly, **total visitor receipts** grew by **16.0 percent (or \$6.9 million)** over the month to a total of **\$49.9 million**. This was also 6.9 percent (or \$3.2 million) higher than in April 2024.

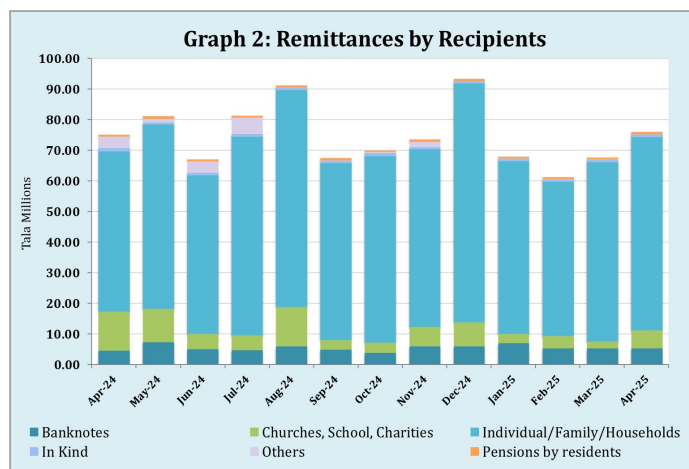
Underpinning this increase were higher earnings from all major markets, including Australia (up by 56.6 percent), New Zealand (by 19.6 percent), and ‘Other Countries’ (by 7.8 percent). Furthermore, proceeds from visitors who were here for ‘Holiday’, ‘Visiting Friends and Family’ and ‘Sports’ rose by \$5.1 million, \$4.8 million and \$0.3 million in that order.

For the **first ten months of FY2024/25** total visitor earnings grew by **3.9 percent (or \$20.0 million)**, reaching a total of **\$527.7 million**, compared to the same period in FY2023/24.

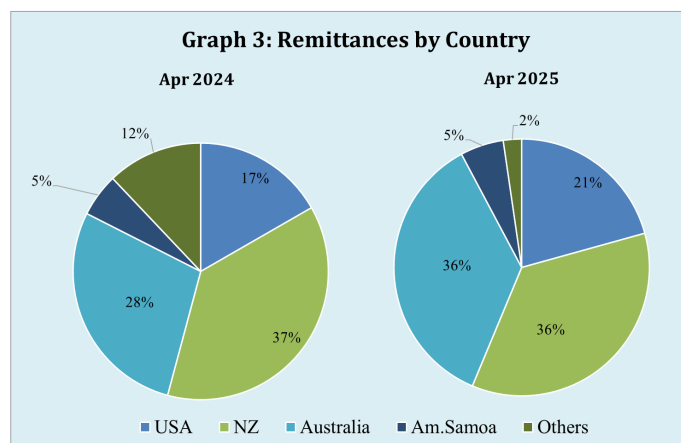
Remittances

Total remittances increased further by **12.3 percent (\$8.4 million)**, reaching a total of **\$76.1 million** in April 2025. This growth was mainly underpinned by a sharp boost in transfers for ‘Families and households’. Likewise, total remittances were 1.2 percent (or \$0.9 million) higher than the same month last year. (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).



The hike in remittances was driven by higher transfers from Samoa's main source markets, including USA (up by 21.4 percent), 'Other countries' (by 16.7 percent), New Zealand (by 15.9 percent) and Australia (by 6.2 percent). In terms of recipients, significant gains were recorded for transfers to 'families and households' (up by \$4.5 million) and 'non-profit institutions serving households' (NPISH)² (by \$3.6 million). Moreover, modest rises of \$0.1 million each were noted for 'In-kind' transfers, hand-carried cash and 'pensions for residents' receipts. (See Graph 3)

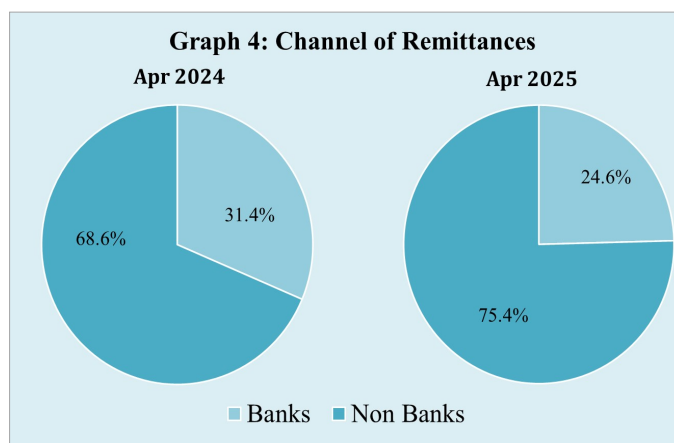


Similarly, total inflow of remittances in the **first ten months of FY2024/25** expanded by **3.1 percent (or \$22.3 million)** to a total of **\$750.8 million** compared to the same period in the previous fiscal year. This growth was attributed to higher funds received from Australia (by \$39.9 million) and the USA (by \$4.9

million). Partially contributing to this growth was the depreciation of the Samoan Tala against the US dollar by 0.9 percent. By purpose, transfers for 'Family and households' jumped by \$36.5 million.

In terms of remittance channels, the share of funds sent through Money Transfer Operators (MTOs) declined to 75.4 percent of total inflows, down from 78.1 percent in March 2025, yet was higher than 68.6 percent recorded in April 2024. On the other hand, funds received via commercial banks rose to 24.6 percent, up from 21.9 percent in the previous month, but lower than 31.4 percent in the same month last year. (See Graph 4)

According to the data obtained from *Send Money Pacific*³, the average monthly cost of remitting NZD\$200.00 to Samoa fell to 7.52 percent in April 2025 from 8.53 percent in April 2024. Similarly, the average cost of sending AUD\$200.00 to Samoa also decreased to 6.19 percent compared to 7.48 percent in the same month last year.



CENTRAL BANK OF SAMOA
12th June 2025

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

³ <https://sendmoneypacific.org>

VISITOR EARNINGS & REMITTANCES REPORT

April 2025

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

	Apr-23	Apr-24	May-24	Jun-24	Jul-24	Aug-24	Sep-24	Oct-24	Nov-24	Dec-24	Jan-25	Feb-25	Mar-25	Apr-25
Total arrivals (persons)	13,720	12,644	14,106	16,143	19,039	17,248	14,536	14,658	12,996	22,828	14,746	8,070	11,605	13,210
Arrivals, by market (persons)														
American Samoa	1,008	868	896	1,220	1,370	1,273	677	552	707	1,224	511	378	663	464
Australia	3,879	3,214	4,171	4,130	4,554	3,998	3,838	3,245	3,457	6,721	4,554	1,936	2,225	3,544
Europe	331	358	370	395	691	641	445	819	375	255	315	350	461	432
New Zealand	6,062	5,303	5,916	7,048	8,743	7,068	6,828	6,101	5,517	11,039	7,030	3,156	5,697	6,264
USA	970	1,062	1,070	1,820	2,014	2,395	1,086	860	1,020	1,675	1,027	826	1,165	1,193
Other Countries	1,470	1,839	1,683	1,530	1,667	1,873	1,662	3,081	1,920	1,914	1,309	1,424	1,394	1,313
Arrivals, by purpose (persons)														
Holiday	5,441	4,863	5,252	6,442	7,865	8,026	6,612	5,460	5,908	8,959	6,089	2,973	5,012	6,507
VFR	5,801	4,150	4,505	5,232	5,523	5,274	4,790	4,593	4,371	11,331	6,765	3,031	4,300	5,046
Business & Conference	569	696	1,559	1,281	1,567	1,348	1,178	3,069	1,209	1,061	663	799	1,154	588
Sport	255	160	64	121	469	450	445	64	47	12	45	139	89	178
Other	1,654	2,775	2,726	3,067	3,615	2,150	1,511	1,472	1,461	1,465	1,184	1,128	1,050	891
Total earnings (tala million)	48.74	46.67	57.78	52.81	56.90	58.02	51.5	53.1	53.4	84.4	49.1	28.5	43.0	49.9
Earnings, by market (tala million)														
American Samoa	3.52	2.90	3.69	3.36	3.80	2.93	1.42	0.90	1.70	3.97	1.38	0.53	1.83	1.62
Australia	15.48	13.64	16.34	15.53	13.64	16.08	14.52	15.03	19.04	28.48	17.04	8.96	9.82	15.37
Europe	0.42	0.48	0.42	0.37	0.57	0.86	0.49	0.85	0.59	0.47	0.39	0.36	0.75	0.61
New Zealand	22.03	20.03	26.50	21.22	26.10	25.82	24.74	23.32	22.27	36.86	23.15	10.15	20.28	24.26
USA	2.11	2.46	3.51	6.27	6.87	6.26	5.05	2.28	3.29	6.15	2.94	3.45	5.54	2.87
Other Countries	5.18	7.16	7.33	6.06	5.92	6.08	5.26	10.73	6.51	8.46	4.19	5.02	4.80	5.17
Earnings, by purpose (tala million)														
Holiday	16.90	15.58	21.78	21.29	22.62	26.57	23.68	15.70	18.27	30.02	19.50	10.47	17.62	22.73
VFR	22.63	15.98	23.77	21.96	21.42	20.63	18.51	20.98	27.83	46.09	25.38	11.09	16.30	21.08
Business & Conference	2.25	2.88	5.75	4.75	4.33	5.39	4.38	9.89	5.32	4.30	2.81	3.57	4.92	2.61
Sport	0.84	0.54	0.28	0.26	1.83	1.15	1.81	0.17	0.12	0.03	0.17	0.40	0.40	0.65
Other	6.12	11.70	6.20	4.54	6.70	4.27	3.11	6.35	1.86	3.95	1.24	2.93	3.76	2.83
Average expenditure (tala,per person)	3,553	3,691	4,096	3,271	2,988	3,364	3,542	3,622	4,109	3,697	3,329	3,527	3,706	3,777
Tourism Price Index	167.4	177.9	180.3	179.5	176.8	177.1	178.9	180.5	179.7	180.4	181.7	180.1	181.4	181.6
First Number of Months up to	10 months to Apr 23	10 months to Apr 24	11 months to May 24	12 months to June 24	1st month	2 months to Aug 24	3 months to Sep 24	4 months to Oct 24	5 months to Nov 24	6 months to Dec 24	7 months to Jan 25	8 months to Feb 25	9 months to Mar 25	10 months to Apr 25
Total Visitor Arrivals (persons)	90,915	145,407	159,513	175,656	19,039	36,287	50,823	65,481	78,477	101,305	116,051	124,121	135,726	148,936
Over the past year (%)	0.0%	59.9%	49.6%	40.9%	10.2%	7.5%	4.5%	5.6%	4.8%	4.0%	3.7%	2.1%	2.2%	2.4%
Past 3 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%
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	7,359	8,898	9,794	11,014	1,370	2,643	3,320	3,872	4,579	5,803	6,314	6,692	7,355	7,819
Australia	23,138	39,662	43,833	47,963	4,554	8,552	12,390	15,635	19,092	25,813	30,367	32,303	34,528	38,072
Europe	1,752	3,810	4,180	4,575	691	1,332	1,777	2,596	2,971	3,226	3,541	3,891	4,352	4,784
New Zealand	41,408	64,091	70,007	77,055	8,743	15,811	22,639	28,740	34,257	45,296	52,326	55,482	61,179	67,443
USA	7,006	11,694	12,764	14,584	2,014	4,409	5,495	6,355	7,375	9,050	10,077	10,903	12,068	13,261
Other Countries	10,252	17,252	18,935	20,465	1,667	3,540	5,202	8,283	10,203	12,117	13,426	14,850	16,244	17,557
Arrivals, by purpose (persons)														
Holiday	30,026	58,359	63,611	70,053	7,865	15,891	22,503	27,963	33,871	42,830	48,919	51,892	56,904	63,411
VFR	38,858	51,094	55,599	60,831	5,523	10,797	15,587	20,180	24,551	35,882	42,647	45,678	49,978	55,024
Business & Conference	5,437	8,320	9,879	11,160	1,567	2,915	4,093	7,162	8,371	9,432	10,095	10,894	12,048	12,636
Sport	574	2,658	2,722	2,843	469	919	1,364	1,428	1,475	1,487	1,532	1,671	1,760	1,938
Other	16,020	24,976	27,702	30,769	3,615	5,765	7,276	8,748	10,209	11,674	12,858	13,986	15,036	15,927
Total Visitor Earnings (tala million)	302.10	507.73	565.52	618.33	56.90	114.91	166.40	219.49	272.89	357.28	406.37	434.84	477.84	527.74
Over the past year (%)	0.0%	68.1%	55.6%	46.9%	8.7%	6.6%	4.4%	6.0%	5.7%	5.3%	5.1%	3.6%	3.6%	3.9%
Past 3 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%
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%
Earnings, by market (tala million)														
American Samoa	18.0	21.6	25.3	28.6	3.8	6.7	8.2	9.0	10.7	14.7	16.1	16.6	18.5	20.1
Australia	90.0	161.5	177.8	193.3	13.6	29.7	44.2	59.3	78.3	106.8	123.8	132.8	142.6	158.0
Europe	2.1	4.8	5.2	5.6	0.6	1.4	1.9	2.8	3.4	3.8	4.2	4.6	5.3	5.9
New Zealand	136.1	220.7	247.2	268.4	26.1	51.9	76.7	100.0	122.2	159.1	182.3	192.4	212.7	237.0
USA	22.9	39.3	42.8	49.1	6.9	13.1	18.2	20.5	23.7	29.9	32.8	36.3	41.8	44.7
Other Countries	33.0	59.9	67.2	73.3	5.9	12.0	17.3	28.0	34.5	42.9	47.1	52.2	57.0	62.1
Earnings, by purpose (tala million)														
Holiday	87.41	185.90	207.68	228.97	22.62	49.19	72.87	88.57	106.84	136.86	156.36	166.84	184.46	207.19
VFR	148.9	208.3	232.0	254.0	21.4	42.0	60.6	81.5	109.4	155.5	180.8	191.9	208.2	229.3
Business & Conference	19.1	31.5	37.2	42.0	4.3	9.7	14.1	24.0	29.3	33.6	36.4	40.0	44.9	47.5
Sport	1.8	8.3	8.5	8.8	1.8	3.0	4.8	5.0	5.1	5.1	5.3	5.7	6.1	6.7
Other	44.9	73.8	80.0	84.6	6.7	11.0	14.1	20.4	22.3	26.2	27.5	30.4	34.2	37.0

VISITOR EARNINGS & REMITTANCES REPORT

April 2025

Table 2.

INFLOW OF PRIVATE REMITTANCES

AMOUNTS IN TALA MILLION

Amount in Tala Millions	Apr-23	Apr-24	May-24	Jun-24	Jul-24	Aug-24	Sep-24	Oct-24	Nov-24	Dec-24	Jan-25	Feb-25	Mar-25	Apr-25
By Recipient (Tala Millions)	50.03	75.24	81.30	67.19	81.46	91.29	67.57	70.07	73.62	93.45	68.05	61.39	67.78	76.14
Banknotes	4.01	4.46	7.26	4.92	4.62	5.84	4.77	3.81	5.94	5.87	6.98	5.29	5.24	5.32
Churches, School, Charities	0.85	12.86	10.88	5.12	4.92	13.00	3.24	3.24	6.29	7.85	2.98	4.06	2.28	5.86
Individual/Family/Households	43.30	52.45	60.40	51.98	65.07	70.86	57.98	61.16	58.19	78.17	56.57	50.58	58.78	63.31
In Kind	0.75	1.15	0.68	0.83	0.83	0.95	0.72	0.99	0.82	0.74	0.84	0.73	0.76	0.85
Pensions by residents	0.53	0.67	1.04	0.60	0.71	0.64	0.77	0.51	0.68	0.82	0.66	0.58	0.70	0.80
Others	0.59	3.65	1.05	3.73	5.31	0.00	0.09	0.36	1.71	0.01	0.02	0.15	0.01	0.00
By Country (Tala Millions)	50.03	75.24	81.30	67.19	81.46	91.29	67.57	70.07	73.62	93.45	68.05	61.39	67.78	76.14
USA	8.32	12.59	15.22	11.63	14.61	15.65	10.86	12.14	12.27	14.19	12.46	11.27	12.99	15.77
New Zealand	22.40	28.18	33.22	26.10	27.43	28.49	24.34	23.59	27.44	33.08	22.71	21.94	23.38	27.11
Australia	16.01	21.26	24.14	22.40	34.11	36.12	27.70	28.49	25.77	36.32	28.39	22.64	25.71	27.32
American Samoa	2.90	4.10	5.07	3.35	3.47	3.96	3.21	4.11	4.12	3.56	2.66	2.82	4.18	4.18
Others	0.40	9.11	3.66	3.72	1.85	7.07	1.46	1.74	4.03	6.30	1.83	2.71	1.51	1.76
By Channel (%)														
Banks	19.6%	31.4%	30.3%	27.5%	25.3%	29.4%	19.3%	19.8%	28.5%	26.7%	24.7%	25.1%	21.9%	24.6%
Non Banks (1)	80.4%	68.6%	69.7%	72.5%	74.7%	70.6%	80.7%	80.2%	71.5%	73.3%	75.3%	74.9%	78.1%	75.4%
Total Remittances (Tala Millions)	50.03	75.24	81.30	67.19	81.46	91.29	67.57	70.07	73.62	93.45	68.05	61.39	67.78	76.14
First Number of Months up to	10 months to Apr 23	10 months to Apr 24	11 months to May 24	12 months to June 24	1st month to Aug 24	2 months to Sep 24	3 months to Oct 24	4 months to Nov 24	5 months to Dec 24	6 months to Jan 25	7 months to Feb 25	8 months to Mar 25	9 months to Apr 25	10 months to Apr 25
Total Remittances (Tala Millions)	682.63	728.47	809.77	876.96	81.46	172.75	240.31	310.39	384.01	477.46	545.51	606.89	674.67	750.82
Percentage Change (over same period last year)	15.2%	6.7%	6.8%	5.4%	9.7%	11.8%	8.3%	7.7%	5.2%	5.7%	5.1%	4.5%	3.3%	3.1%
3 year average (%)	9.9%	14.4%	13.8%	13.7%	12.9%	13.0%	12.3%	10.1%	11.4%	12.1%	12.8%	12.9%	12.7%	13.3%
5 year average (%)	12.4%	11.5%	11.2%	11.4%	15.4%	12.6%	12.7%	11.9%	12.0%	10.7%	10.7%	10.6%	10.0%	10.3%
By Recipient (Tala Millions)														
Hand Carried Cash	48.04	55.34	62.60	67.52	4.62	10.46	15.23	19.04	24.98	30.85	37.82	43.12	48.36	53.68
Churches, School, Charities	22.51	61.69	72.56	77.69	4.92	17.91	21.15	24.39	30.68	38.53	41.50	45.56	47.85	53.71
Individual/Family/Households	595.13	584.19	644.59	696.57	65.07	135.93	193.91	255.07	313.26	391.43	448.00	498.58	557.35	620.67
In Kind	8.04	8.22	8.90	9.73	0.83	1.78	2.50	3.49	4.31	5.05	5.89	6.62	7.38	8.23
Pensions by residents	6.80	7.15	8.19	8.79	0.71	1.35	2.12	2.63	3.32	4.13	4.79	5.37	6.07	6.86
Others	2.12	11.88	12.94	16.67	5.31	5.32	5.40	5.76	7.47	7.48	7.50	7.65	7.66	7.67
By Country (Tala Millions)														
USA	98.09	127.33	142.56	154.18	14.61	30.26	41.11	53.26	65.52	79.72	92.18	103.45	116.43	132.21
New Zealand	276.53	274.83	308.05	334.15	27.43	55.92	80.25	103.84	131.28	164.36	187.07	209.01	232.40	259.51
Australia	250.33	252.70	276.84	299.23	34.11	70.23	97.93	126.42	152.19	188.51	216.89	239.54	265.25	292.57
American Samoa	41.47	36.68	41.75	45.10	3.47	7.43	10.64	14.75	18.87	22.44	25.09	27.92	32.10	36.29
Others	16.22	36.93	40.58	44.30	1.85	8.91	10.38	12.11	16.14	22.44	24.27	26.98	28.49	30.25

(1) Includes Money Transfer Operators (MTOs) and Foreign Exchange Dealers (FEDs)

Table 3.

AVERAGE COST OF SENDING \$200 PER CURRENCY OF SOURCE COUNTRY TO SAMOA

Average Cost of Sending (in %)	Apr-23	Apr-24	May-24	Jun-24	Jul-24	Aug-24	Sep-24	Oct-24	Nov-24	Dec-24	Jan-25	Feb-25	Mar-25	Apr-25
New Zealand (NZD \$200)	7.17	8.53	8.14	7.87	8.95	8.91	8.01	7.55	7.41	7.45	7.69	7.00	7.69	7.52
Australia (AUD \$200)	6.89	7.48	7.29	7.51	8.05	8.90	8.81	8.29	6.67	6.90	7.14	6.71	6.52	6.19
Average Cost of Remittances to Samoa	7.03	8.00	7.71	7.69	8.50	8.91	8.41	7.92	7.04	7.18	7.42	6.86	7.11	6.85

Source: Send Money Pacific Web site (<https://sendmoneypacific.org>)

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APRIL 2025

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Report No.10: 2024/25

April 2025

1. VISITOR ARRIVALS¹ - 13,210 VISITORS

- Visitor arrivals expanded by 13.8% (or 1,605 visitors) from March 2025 and 4.5% higher than in April 2024. (See Graph 1)

By Country (vs March 2025)

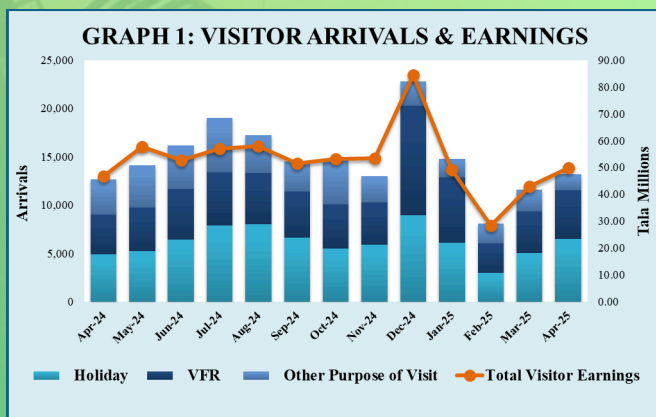
- Australia: up 59.3%
- New Zealand: up 10.0%
- USA: up 2.4%

By Purpose of Travel:

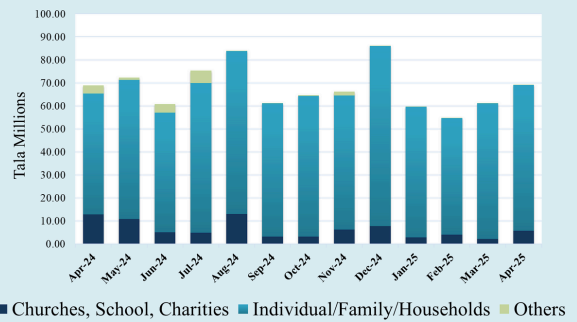
- Holiday: up 29.8%
- Visiting friends and families: up 17.3%
- Sports: up 15.0

First Ten Months of FY2024/2025:

- Total visitor arrivals increased by 2.4% (or 3,529 visitors).
- Total 148,936 visitors compared to the same period in FY2023/24.



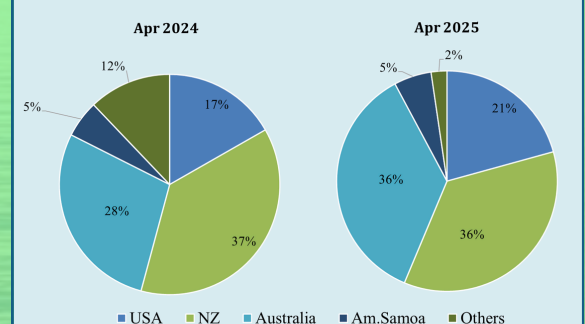
GRAPH 2: REMITTANCES BY RECIPIENTS



First Ten Months of FY2024/2025:

- Total remittances rose by 3.1% (or \$22.3 million).
- Reaching \$750.8 million compared to FY2023/24
- partially driven by a depreciation of the Samoan Tala against the US Dollar by 0.9%

GRAPH 3: REMITTANCES BY COUNTRY



2. VISITOR EARNINGS - \$49.9 MILLION

- Total visitor receipts rose by 16.0% (or \$6.9 million) over March 2025 and 6.9% higher than in April 2024.

By Country (vs March 2025)

- Australia: up \$5.6 million
- New Zealand: up \$4.0 million
- 'Other Countries': up \$0.4 million

First Ten Months of FY2024/2025:

- Total visitor earnings increased by 3.9% (or \$20.0 million).
- Totalling \$527.74 million compared to FY2023/24. (See Graph 1)



4. CHANNEL OF REMITTANCES

Commercial Banks

- 24.6% (down from 31.4% in April 2024).

Money Transfer Operators

- 75.4% (up from 68.6% in April 2024). (See Graph 4)

Cost of Remittances²

- NZD \$200 transfer: 7.52% (down from 8.53% in April 2024).
- AUD \$200 transfer: 6.19% (down from 8.00% in April 2024).

3. REMITTANCES - \$76.1 MILLION

- Total remittances increased by 12.3% (or \$8.4 million) over the previous month and was 1.2% (or \$0.9million) higher than April 2024. (See Graph 2)

By Country (vs March 2025)

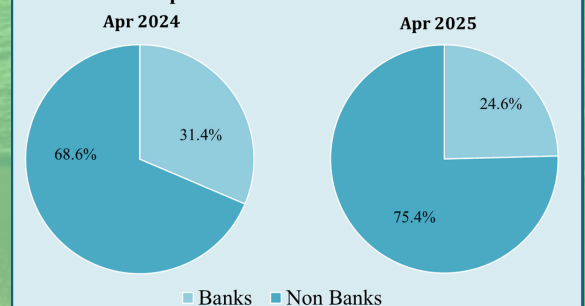
- Australia: up \$3.7 million
- USA: up \$2.8 million
- Australia: up \$1.6 million
- 'Other Countries': up \$1.4 million

By Recipients:

- Family & Households: up \$4.5 million



Graph 4: Channel of Remittances



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).

² <https://sendmoneypacific.org>