

VISITOR EARNINGS & REMITTANCES REPORT

APRIL 2026

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.

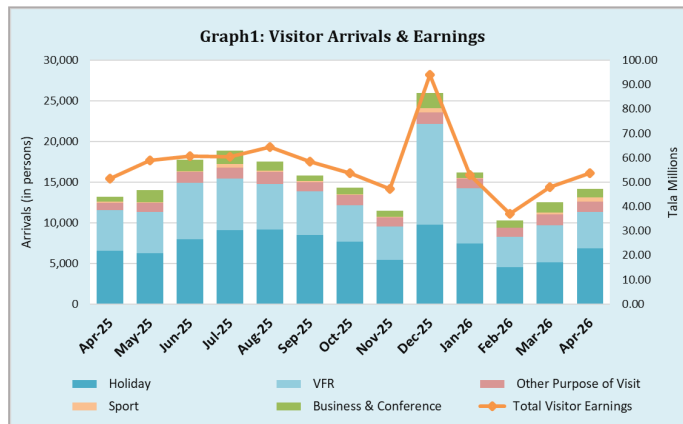
Report No.10: 2025/26

April 2026

Visitor Arrivals¹ and Earnings

Total visitor arrivals for the month under review edged up further by **13.2 percent (or 1,649 visitors)** to a total of **14,188 visitors**. This was also 7.4 percent (or 978 visitors) higher than the same month of last year. (See Graph 1)

The higher visitor arrivals in April 2026 partly reflected local events such as the Easter holidays as well as one-off events that were hosted in Samoa during the month such as the International Conference of Methodist Women and IBFC Universal Weightlifting Cup 2026 competition.



The rise in visitor arrivals compared to the previous month was driven by increases from key source markets, particularly New Zealand (by 676 visitors), ‘Other countries’ (by 352 visitors), Australia (by 340 visitors), United States (by 236 visitors) and Europe (by 50 visitors). By purpose of travel, higher arrivals were recorded for those on ‘Holiday’ (up by 1,772 visitors) and those travelling for ‘Sports’ (by 281 visitors).

In the first **ten months of FY2025/26**, total arrivals amounted to **156,987 visitors**, which was 5.4 percent (or 8,051 visitors) higher than the same period of the previous fiscal year.

Consequently, total visitor receipts rose 12.0 percent (or \$5.8 million) to **\$53.7 million** or 4.5 percent (or \$2.3 million) higher than in April 2025. The average spending per visitor for the month under review rose marginally by 0.7 percent compared to the previous month.

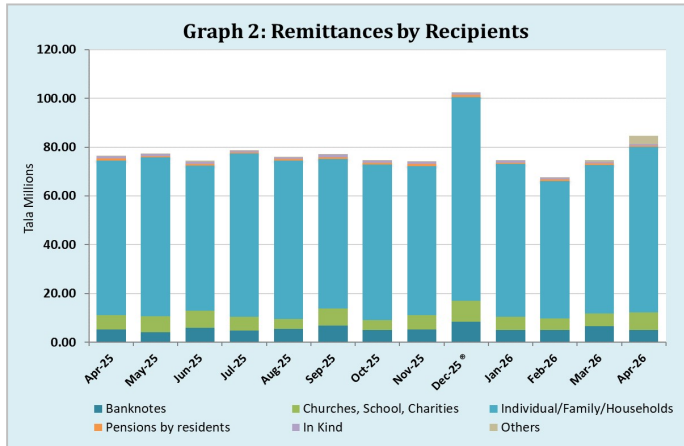
The boost in visitor earnings over the previous month reflected higher funds received from New Zealand visitors (by \$4.6 million), followed by ‘Other countries’ (up \$2.4 million), Australia (by \$1.3 million) and American Samoa (by \$0.6 million). Higher earnings were recorded from visitors on ‘Holiday’, ‘Visiting friends and relatives’ and ‘Sports’, up by \$6.1 million, \$1.5 million, and \$0.9 million in that order.

Moreover, total visitor earnings for the **first ten months of fiscal year FY2025/26** reached **\$569.87 million**, which was **7.0 percent (or \$37.2 million) higher** compared to the same period in FY2024/25.

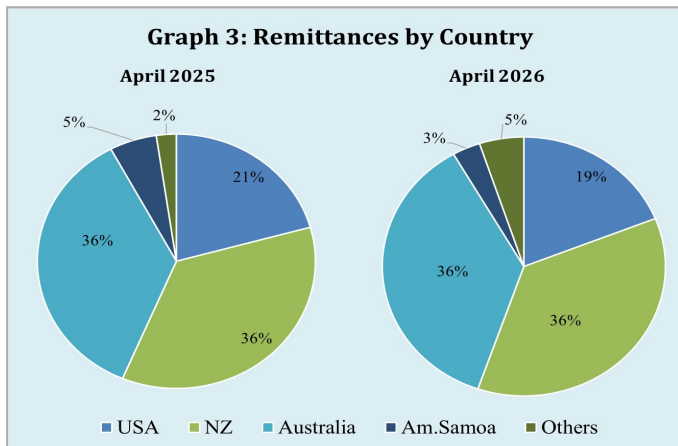
Remittances

Total monthly remittances rose for the second month in a row, seasonally higher by **13.4 percent (or \$10.0 million)** to a total of **\$84.8 million**. This was also 11.2 percent (or \$8.6 million) higher than April of the previous 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 increase from the previous month was driven by higher inflows from all source markets, including New Zealand (up by \$3.9 million), United States (by \$3.0 million), ‘Other countries’ (by \$2.1 million), Australia (by \$1.0 million) and American Samoa (by \$0.1 million). By recipients, expansions were recorded for ‘Family and households’ (up by \$7.0 million) and Non-profit institutions serving households (NPISH) (by \$2.0 million). (See Graph 3)



As a result, total remittance transfers for the first **ten months of FY2025/26** amounted to **\$784.0 million**, which was **4.4 percent (or \$33.1 million)** higher than the corresponding period in FY2024/25.

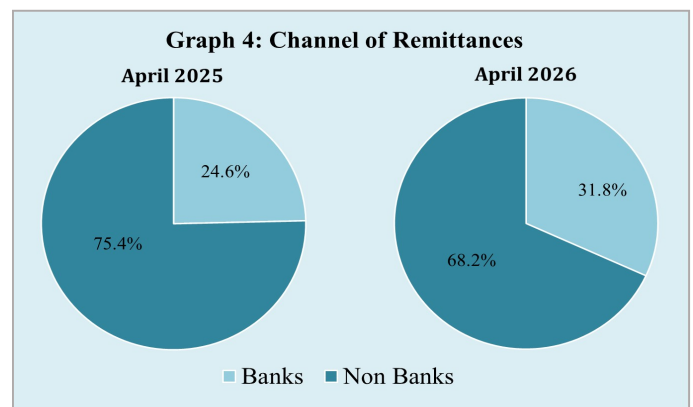
Accounting for this increase were higher inflows from Australia (up by \$33.1 million), New Zealand (by \$6.4 million) and United States (up by \$1.9 million). In terms of purpose, funds for ‘Family and households’ (up by), ‘Hand carried cash’ and NPISH

went up by \$28.7 million, \$4.0 million and \$3.9 million in that order.

By remittance channels, money transfer operators (MTOs) continued to be the main channel of receiving transfers, accounting for 68.2 percent of total remittances in April 2026. However, this was lower than its shares of 70.3 percent in March 2026 and 75.4 percent a year earlier. The share of remittances received through commercial bank rose to 31.8 percent, from 29.7 percent in the previous month and 24.6 percent in April 2025. (See Graph 4)

Traditional MTOs accounted for the bulk of non-bank remittance inflows at 64.5 percent, while electronic MTOs platforms took up the remaining 3.7 percent.

According to the data obtained from *Send Money Pacific*², the average cost of sending NZD\$200 to Samoa rose slightly to 7.10 percent of total funds in April 2026, from 6.72 percent in March 2026 but lower than 7.52 percent in April 2025. Meanwhile, the cost of sending AUD\$200 to Samoa climbed to 7.76 percent, from 7.19 percent in March 2026 and well above 6.19 percent in April 2025. These remittance costs continue to exceed the UN Sustainable Development Goal target of 3.0 percent by 2030.



² <https://sendmoneypacific.org>

VISITOR EARNINGS & REMITTANCES REPORT

April 2026

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

	Apr-24	Apr-25	May-25	Jun-25	Jul-25	Aug-25	Sep-25	Oct-25	Nov-25	Dec-25	Jan-26	Feb-26	Mar-26	Apr-26
Total arrivals (persons)	12,644	13,210	13,977	17,741	18,843	17,510	15,791	14,278	11,448	25,928	16,167	10,295	12,539	14,188
Total arrivals incl. cruise ships	20,607	21,126	16,786	18,731	18,843	20,412	15,791	16,620	11,448	25,928	19,143	13,790	16,651	14,188
Arrivals, by market (persons)														
American Samoa	868	464	716	753	1,275	656	546	540	462	1,886	418	450	547	542
Australia	3,214	3,544	3,275	3,675	5,339	4,005	4,022	3,300	3,014	6,078	3,243	1,936	2,730	3,070
Europe	358	432	396	474	547	581	486	549	419	442	468	355	405	455
New Zealand	5,303	6,264	6,688	9,078	7,827	8,974	8,037	7,316	4,768	13,571	8,914	4,974	5,909	6,585
USA	1,062	1,193	1,214	2,004	2,078	1,488	1,209	1,125	1,229	2,389	1,631	1,040	1,220	1,456
Other Countries	1,839	1,313	1,688	1,757	1,777	1,806	1,491	1,448	1,556	1,562	1,493	1,540	1,728	2,080
Cruise ships	7,963	7,916	2,809	990	0	2,902	0	2,342	0	2,976	0	2,976	3,495	4,112
Arrivals, by purpose (persons)														
Holiday	4,863	6,507	6,225	7,978	9,058	9,190	8,469	7,640	5,450	9,779	7,468	4,550	5,093	6,865
VFR	4,150	5,046	5,087	6,936	6,344	5,546	5,412	4,522	4,058	12,398	6,766	3,709	4,559	4,477
Business & Conference	696	588	1,498	1,397	1,603	1,104	645	792	740	1,843	655	895	1,293	1,070
Sport	160	178	66	102	453	165	132	58	73	533	123	50	217	498
Other	2,775	891	1,101	1,328	1,385	1,505	1,133	1,266	1,127	1,375	1,155	1,091	1,377	1,278
Cruise ships	7,963	7,916	2,809	990	0	2,902	0	2,342	0	2,976	0	2,976	3,495	4,112
Total earnings (tala million)	46.67	49.90	58.42	60.41	60.48	63.81	58.36	53.31	47.31	93.92	52.44	36.28	47.17	53.74
Total earnings incl. cruise ships	48.17	51.43	58.95	60.60	60.48	64.34	58.36	53.77	47.31	93.92	53.00	36.96	47.99	53.74
Earnings, by market (tala million)														
American Samoa	2.90	1.62	3.17	2.25	3.60	1.39	1.11	0.85	1.06	6.28	1.07	0.64	1.38	2.00
Australia	13.64	15.37	12.99	14.35	17.01	16.99	15.76	15.64	16.88	25.73	12.10	9.08	12.15	13.48
Europe	0.48	0.61	0.45	0.46	0.49	0.82	0.55	0.58	0.67	0.81	0.57	0.37	0.68	0.65
New Zealand	20.03	24.26	30.36	28.32	24.89	34.53	30.21	28.52	19.53	44.83	28.96	16.06	21.02	25.63
USA	2.46	2.87	3.90	7.27	7.64	4.14	5.85	2.94	3.91	8.97	4.85	4.55	5.89	3.48
Other Countries	7.16	5.17	7.54	7.75	6.84	5.94	4.88	4.78	5.27	7.30	4.89	5.59	6.05	8.49
Cruise ships	1.50	1.54	0.54	0.19	0.00	0.53	0.00	0.46	0.00	0.00	0.56	0.68	0.82	0.00
Earnings, by purpose (tala million)														
Holiday	15.58	22.73	24.88	25.56	26.83	32.81	31.64	23.80	16.94	32.70	23.66	16.03	18.07	24.13
VFR	15.98	21.08	26.34	28.02	25.28	23.09	21.57	21.55	25.69	49.36	24.46	13.27	16.95	18.45
Business & Conference	2.88	2.61	5.31	5.09	4.58	4.77	2.51	2.75	3.29	7.47	2.75	4.02	5.58	4.80
Sport	0.54	0.65	0.28	0.21	1.85	0.46	0.56	0.17	0.19	1.45	0.45	0.14	0.97	1.83
Other	11.70	2.83	1.61	1.53	1.94	2.68	2.09	5.04	1.21	2.93	1.12	2.83	5.61	4.53
Cruise ships	1.50	1.54	0.54	0.19	0.00	0.53	0.00	0.46	0.00	0.00	0.56	0.68	0.82	0.00
Average expenditure (tala, per person)	3,691	3,777	4,180	3,405	3,210	3,644	3,696	3,734	4,133	3,622	3,243	3,524	3,762	3,787
Tourism Price Index	177.9	181.6	182.8	186.1	188.0	187.2	185.4	184.1	182.9	182.1	180.7	181.5	182.4	183.7
First Number of Months up to	10 months to Apr 24	10 months to Apr 25	11 months to May 25	12 months to June 25	1st month to Jul 25	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
Total Visitor Arrivals (persons)	145,407	148,936	162,913	180,654	18,843	36,353	52,144	66,422	77,870	103,798	119,965	130,260	142,799	156,987
Total arrivals incl. cruise ships	165,727	174,204	190,990	209,721	18,843	39,255	55,046	71,666	83,114	109,042	128,185	141,975	158,626	172,814
Over the past year (%)	59.9%	2.4%	2.1%	2.8%	-1.0%	0.2%	2.6%	1.4%	-0.8%	2.5%	3.4%	4.9%	5.2%	5.4%
Past 3 year average	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	9.7%	4.5%	7.1%	-1.7%
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	8,898	7,819	8,535	9,288	1,275	1,931	2,477	3,017	3,479	5,365	5,783	6,233	6,780	7,322
Australia	39,662	38,072	41,347	45,022	5,339	9,344	13,366	16,666	19,680	25,758	29,001	30,937	33,667	36,737
Europe	3,810	4,784	5,180	5,654	547	1,128	1,614	2,163	2,582	3,024	3,492	3,847	4,252	4,707
New Zealand	64,091	67,443	74,131	83,209	7,827	16,801	24,838	32,154	36,922	50,493	59,407	64,381	70,290	76,875
USA	11,694	13,261	14,475	16,479	2,078	3,566	4,775	5,900	7,129	9,518	11,149	12,189	13,409	14,865
Other Countries	17,252	17,557	19,245	21,002	1,777	3,583	5,074	6,522	8,078	9,640	11,133	12,673	14,401	16,481
Cruise ships	20,320	25,268	28,077	29,067	0	2,902	2,902	5,244	5,244	5,244	8,220	11,715	15,827	15,827
Arrivals, by purpose (persons)														
Holiday	58,359	63,411	69,636	77,614	9,058	18,248	26,717	34,357	39,807	49,586	57,054	61,604	66,697	73,562
VFR	51,094	55,024	60,111	67,047	6,344	11,890	17,302	21,824	25,882	38,280	45,046	48,755	53,314	57,791
Business & Conference	8,320	12,636	14,134	15,531	1,603	2,707	3,352	4,144	4,884	6,727	7,382	8,277	9,570	10,640
Sport	2,658	1,938	2,004	2,106	453	618	750	808	881	1,414	1,537	1,587	1,804	2,302
Other	24,976	15,927	17,028	18,356	1,385	2,890	4,023	5,289	6,416	7,791	8,946	10,037	11,414	12,692
Cruise ships	20,320	25,268	28,077	29,067	0	2,902	2,902	5,244	5,244	5,244	8,220	11,715	15,827	15,827
Total Visitor Earnings (tala million)	507.73	527.74	586.16	646.57	60.48	124.29	182.65	235.96	283.27	377.20	429.63	465.92	513.09	566.82
Total earnings incl. cruise ships	511.60	532.66	591.61	652.21	60.48	124.82	183.18	236.95	284.26	378.18	431.18	468.14	516.13	569.87
Over the past year (%)	68.1%	4.1%	3.9%	4.8%	6.3%	8.6%	10.1%	7.7%	3.3%	5.0%	5.4%	7.0%	7.3%	7.0%
Past 3 year average	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	8.0%	5.1%	5.9%	0.7%
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	21.6	20.1	23.2	25.5	3.6	5.0	6.1	7.0	8.0	14.3	15.4	16.0	17.4	19.4
Australia	161.5	158.0	171.0	185.3	17.0	34.0	49.8	65.4	82.3	108.0	120.1	129.2	141.4	154.8
Europe	4.8	5.9	6.4	6.8	0.5	1.3	1.9	2.4	3.1	3.9	4.5	4.9	5.5	6.2
New Zealand	220.7	237.0	267.3	295.6	24.9	59.4	89.6	118.1	137.7	182.5	211.5	227.5	248.6	274.2
USA	39.3	44.7	48.6	55.9	7.6	11.8	17.6	20.6	24.5	33.4	38.3	42.8	48.7	52.2
Other Countries	59.9	62.1	69.7	77.4	6.8	12.8	17.7	22.4	27.7	35.0	39.9	45.5	51.5	60.0
Cruise ships	3.9	4.9	5.5	5.7	0.0	0.5	0.5	1.0	1.0	1.0	1.5	2.2	3.0	3.0
Earnings, by purpose (tala million)														
Holiday	185.90	207.19	232.07	257.63	26.83	59.64	91.28	115.08	132.02	164.72	188.38	204.40	222.47	246.60
VFR	208.3	229.3	255.6	283.7	25.3	48.4	69.9	91.5	117.2	166.5	191.0	204.3	221.2	239.7
Business & Conference	31.5	47.5	52.8	57.9	4.6	9.3	11.9	14.6	17.9	25.4	28.1	32.1	37.7	42.5

VISITOR EARNINGS & REMITTANCES REPORT

April 2026

Table 2. INFLOW OF PRIVATE REMITTANCES

AMOUNTS IN TALA MILLION

Amount in Tala Millions	Apr-24	Apr-25	May-25	Jun-25	Jul-25	Aug-25	Sep-25	Oct-25	Nov-25	Dec-25 *	Jan-26	Feb-26	Mar-26	Apr-26
By Recipient (Tala Millions)	75.24	76.18	77.49	74.43	78.66	75.88	77.06	74.51	74.02	102.32	74.47	67.59	74.70	84.75
Banknotes	4.46	5.32	4.08	5.83	4.78	5.48	6.92	5.08	5.26	8.50	5.08	5.02	6.55	5.01
Churches, School, Charities	12.86	5.86	6.51	7.03	5.55	4.03	6.94	4.00	5.96	8.56	5.29	4.81	5.24	7.20
Individual/Family/Households	52.45	63.36	65.28	59.59	67.10	64.91	61.22	63.91	61.06	83.44	62.64	56.37	60.87	67.89
In Kind	1.15	0.85	0.81	0.84	0.68	0.68	1.00	0.80	0.88	0.95	0.80	0.74	0.79	0.59
Pensions by residents	0.67	0.80	0.45	0.64	0.55	0.77	0.80	0.68	0.78	0.82	0.60	0.56	0.63	0.58
Others	3.65	0.00	0.35	0.51	0.01	0.00	0.18	0.04	0.08	0.04	0.06	0.10	0.63	3.47
By Country (Tala Millions)	75.24	76.18	77.49	74.43	78.66	75.88	77.06	74.51	74.02	102.32	74.47	67.59	74.70	84.75
USA	12.59	15.77	16.25	12.56	13.61	11.85	12.05	13.94	14.11	15.51	11.36	12.49	13.05	16.07
New Zealand	28.18	27.15	28.18	26.14	25.79	28.45	27.29	22.36	22.31	34.65	24.95	22.46	26.91	30.77
Australia	21.26	27.32	26.63	26.55	33.16	29.90	32.79	32.99	32.22	43.43	32.05	28.33	29.90	30.89
American Samoa	4.10	4.18	4.79	3.94	3.24	3.66	3.35	3.77	3.36	3.31	2.53	2.71	2.64	2.71
Others	9.11	1.76	1.64	5.24	2.86	2.01	1.57	1.45	2.01	5.42	3.59	1.61	2.20	4.30
By Channel (%)														
Banks	31.4%	24.6%	23.3%	27.7%	23.6%	23.2%	28.1%	22.4%	23.9%	23.6%	25.1%	28.1%	29.7%	31.8%
Non Banks (1)	68.6%	75.4%	76.7%	72.3%	76.4%	76.8%	71.9%	77.6%	76.1%	76.4%	74.9%	71.9%	70.3%	68.2%
Traditional	66.0%	71.1%	72.7%	68.7%	72.6%	72.9%	68.5%	73.8%	71.9%	71.5%	70.3%	68.0%	66.6%	64.5%
Electronic (online, mobile wallets, banking cards)	2.6%	4.3%	4.0%	3.6%	3.8%	3.9%	3.4%	3.8%	4.1%	4.9%	4.6%	3.9%	3.7%	3.7%
Total Remittances (Tala Millions)	75.24	76.18	77.49	74.43	78.66	75.88	77.06	74.51	74.02	102.32	74.47	67.59	74.70	84.75
First Number of Months up to	10 months to Apr 24	10 months to Apr 25	11 months to May 25	12 months to June 25	1st month	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
Total Remittances (Tala Millions)	728.37	750.86	828.34	902.77	78.66	154.54	231.59	306.11	380.13	482.45	556.92	624.51	699.21	783.96
Percentage Change (over same period last year)	6.7%	3.1%	2.3%	3.0%	-3.4%	-10.5%	-3.6%	-1.4%	-1.0%	1.0%	2.1%	2.9%	3.6%	4.4%
3 year average (%)	14.4%	13.3%	13.5%	13.2%	18.2%	17.1%	14.6%	10.4%	8.8%	8.3%	9.1%	8.5%	8.4%	8.4%
5 year average (%)	11.5%	10.3%	10.4%	10.4%	11.0%	12.3%	12.4%	11.8%	11.3%	11.2%	10.7%	10.4%	10.1%	10.6%
By Recipient (Tala Millions)														
Hand Carried Cash	55.34	53.68	57.76	63.59	4.78	10.26	17.17	22.26	27.52	36.02	41.10	46.11	52.66	57.68
Churches, School, Charities	61.69	53.71	60.22	67.25	5.55	9.59	16.52	20.53	26.49	35.05	40.35	45.16	50.39	57.60
Individual/Family/Households	584.09	620.71	685.99	745.58	67.10	132.01	193.23	257.14	318.19	401.63	464.27	520.64	581.51	649.40
In Kind	8.22	8.23	9.04	9.88	0.68	1.36	2.37	3.17	4.05	5.00	5.80	6.53	7.32	7.91
Pensions by residents	7.15	6.86	7.31	7.95	0.55	1.32	2.12	2.80	3.58	4.40	5.01	5.56	6.19	6.78
Others	11.88	7.67	8.02	8.53	0.01	0.01	0.19	0.23	0.30	0.35	0.41	0.51	1.13	4.60
By Country (Tala Millions)														
USA	127.33	132.20	148.46	161.02	13.61	25.47	37.52	51.46	65.57	81.08	92.44	104.93	117.98	134.05
New Zealand	274.83	259.55	287.72	313.86	25.79	54.24	81.54	103.90	126.21	160.86	185.81	208.27	235.18	265.95
Australia	252.70	292.57	319.20	345.76	33.16	63.06	95.84	128.83	161.05	204.48	236.53	264.86	294.76	325.65
American Samoa	36.68	36.29	41.07	45.01	3.24	6.90	10.25	14.02	17.38	20.69	23.22	25.92	28.57	31.28
Others	36.83	30.25	31.89	37.13	2.86	4.87	6.45	7.90	9.91	15.33	18.92	20.53	22.72	27.03

(1) Includes Money Transfer Operators (MTOs) and Foreign Exchange Dealers (FEDs)
(rev) Revised figures for December 2025

Table 3.

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

Average Cost of Sending (in %)	Apr-24	Apr-25	May-25	Jun-25	Jul-25	Aug-25	Sep-25	Oct-25	Nov-25	Dec-25	Jan-26	Feb-26	Mar-26	Apr-26
New Zealand (NZD \$200)	8.53	7.52	6.90	8.62	6.83	7.55	7.28	5.52	5.90	6.83	7.28	7.14	6.72	7.10
Australia (AUD \$200)	7.48	6.19	6.33	7.81	6.24	6.38	6.14	5.71	6.29	6.71	7.38	7.00	7.19	7.76
Average Cost of Remittances to Samoa	8.00	6.85	6.61	8.22	6.53	6.97	6.71	5.62	6.09	6.77	7.33	7.07	6.96	7.43

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