

## VISITOR EARNINGS & REMITTANCES REPORT AUGUST 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.2: 2024/25

August 2024

### Visitor Arrivals<sup>1</sup>

Total number of visitor arrivals for the month of August 2024 fell by **9.4 percent (or 1,791 visitors) to 17,248 visitors** when compared to the previous month. However, it was 4.7 percent (or 777 visitors) higher than the same month of 2023.

The seasonal drop in visitor arrivals in the month under review reflected a return to normal levels following the large increase of visitors in the previous month which included events such as annual church conferences, sporting events and school alumni celebrations.

The monthly analysis on visitor arrivals by country, saw a significant decline in numbers from New Zealand (down by 1,675 visitors), Australia (by 556 visitors), American Samoa (by 97 visitors) and Europe (by 50 visitors). By purpose of visit, decreases were recorded for visitors who were here for ‘Other purposes’ (by 1,465 visitors), ‘Visiting Families and Friends’ (by 249 visitors), ‘Business and conference’ (by 219 visitors) and ‘Sports’ (by 19 visitors).

Despite the drop in visitor arrivals for the month under review, **total visitor receipts rose further by 2.2 percent (or \$1.3 million) to \$58.2 million** from the previous month. This was mainly due to a seasonal hike of 12.8 percent in the average visitor spending in August 2024. When compared to August 2023, total visitor earnings were also 4.8 percent (or \$2.6 million) higher. By source market, expansions were recorded for Australia (up by \$2.5

million) and Europe (up by \$0.3 million). Gains were noted in proceeds from visitors who were here for ‘Holiday’ and ‘Business and conference’ by \$4.0 million and \$1.1 million respectively. (See Graph 1)

For the first two months of FY2024/25, total earnings were 6.7 percent higher at \$115.1 million, when compared to that of the same period of last year.



### Remittances

Total **monthly remittances jumped by 12.7 percent (or \$10.3 million) to \$91.2 million in August 2024** and was 13.7 percent (or \$11.0 million) higher when compared to August of last year. (See Graph 2)

This increase over the previous month was driven by higher funds received from all main markets, namely ‘Other Countries’ (up by \$5.2 million), Australia (up by \$2.0 million), New Zealand (by \$1.5 million), USA (by \$1.0 million) and American Samoa (by \$0.5 million). By recipients, increased inflow of personal transfers were recorded for ‘Non-profit institutions serving households (NPISH)’, ‘Family

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

# VISITOR EARNINGS & REMITTANCES REPORT

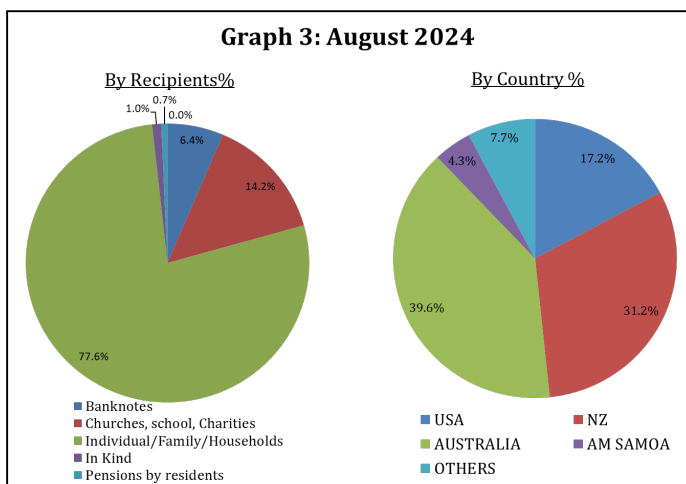
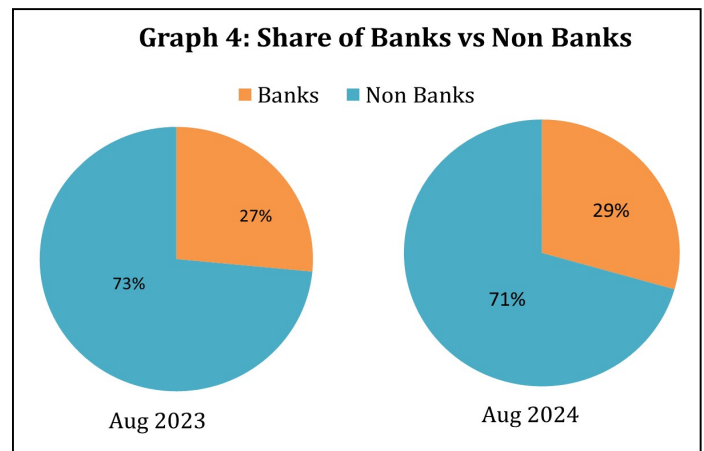
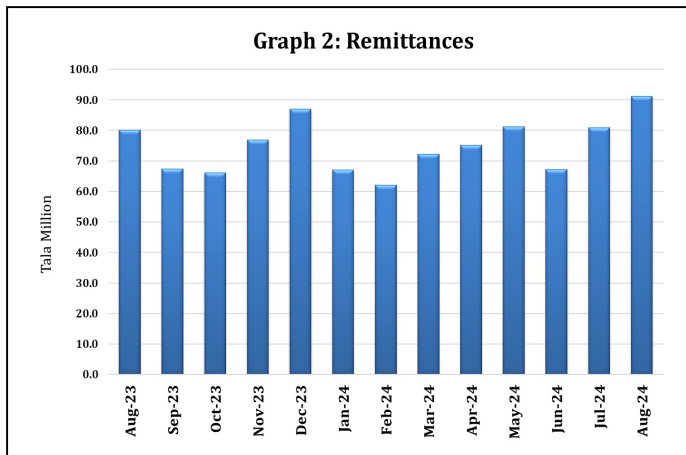
August 2024

and households' by \$8.1 million and \$6.2 million respectively. 'Hand-carried cash' and 'In kind' remittances also expanded by \$1.2 million and \$0.1 million in that order. (See Graph 3)

The total inflow of remittances in the first 2 months of FY2024/25 were **11.5 percent (or \$17.7 million) higher at \$172.2 million** over the same period of the previous fiscal year. Responsible for this growth were higher inflows from Australia (by \$8.1 million), 'Other countries' (up by \$4.5 million), New Zealand (up by \$3.4 million) and 'USA' (by \$1.8 million). This was partially assisted by a depreciation of the Samoan Tala against the US and Australian dollar by 0.1 percent and 0.8 percent respectively. Similarly, total funds for 'NPISH', 'Others', 'Family and households' and 'Hand carried cash' went up by \$6.4 million, \$4.9 million, \$3.2 million and \$0.1 million respectively.

The proportion of remittances received through Money Transfer Operators (MTOs) fell to 70.6 percent in August 2024, from 73.5 percent in July 2023. Conversely, funds received via commercial banks rose to 29.4 percent in August 2024, from 26.5 percent in the previous year. (See Graph 3)

According to the data obtained from Send Money Pacific<sup>2</sup>, the average monthly cost of remitting NZD\$200.00 to Samoa edged up to 8.91 percent from 7.71 percent in August 2023. Similarly, the average cost of sending AUD\$200.00 to Samoa rose to 8.90 percent compared to 7.15 percent in the same month last year. (See Graph 4)



**CENTRAL BANK OF SAMOA**  
**02 October 2024**

<sup>2</sup> <https://sendmoneypacific.org>

# VISITOR EARNINGS & REMITTANCES REPORT

August 2024

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

	Aug-22	Aug-23	Sep-23	Oct-23	Nov-23	Dec-23	Jan-24	Feb-24	Mar-24	Apr-24	May-24	Jun-24	Jul-24	Aug-24
<b>Total arrivals (persons)</b>	<b>6,318</b>	<b>16,471</b>	<b>14,879</b>	<b>13,383</b>	<b>12,856</b>	<b>22,512</b>	<b>14,520</b>	<b>9,630</b>	<b>11,242</b>	<b>12,644</b>	<b>14,106</b>	<b>16,143</b>	<b>19,039</b>	<b>17,248</b>
<b>Arrivals, by market (persons)</b>														
American Samoa	719	1,233	777	726	720	1,316	883	649	719	868	896	1,220	1,370	1,273
Australia	1,658	4,455	4,472	3,597	3,471	6,993	4,232	2,198	2,801	3,214	4,171	4,130	4,554	3,998
Europe	126	469	382	452	460	213	297	345	463	358	370	395	691	641
New Zealand	2,644	6,973	6,679	5,873	5,644	10,848	6,561	3,920	4,463	5,303	5,916	7,048	8,743	7,068
USA	386	1,230	892	1,008	976	1,752	1,002	877	1,064	1,062	1,070	1,820	2,014	2,395
Other Countries	785	2,111	1,677	1,727	1,585	1,390	1,545	1,641	1,732	1,839	1,683	1,530	1,667	1,873
<b>Arrivals, by purpose (persons)</b>														
Holiday	1,745	7,249	6,372	5,859	5,019	9,052	5,172	2,778	3,897	4,863	5,252	6,442	7,865	8,026
VFR	2,745	5,056	4,845	3,932	4,225	10,832	6,047	3,124	3,776	4,150	4,505	5,232	5,523	5,274
Business & Conference	677	732	887	870	1,218	357	567	765	938	696	1,559	1,281	1,567	1,348
Sport	16	1,070	611	205	103	13	21	277	44	160	64	121	469	450
Other	1,135	2,364	2,164	2,517	2,291	2,258	2,713	2,686	2,587	2,775	2,726	3,067	3,615	2,150
<b>Total earnings (tala million)</b>	<b>20.58</b>	<b>55.50</b>	<b>51.54</b>	<b>47.78</b>	<b>51.13</b>	<b>81.07</b>	<b>47.22</b>	<b>33.15</b>	<b>41.35</b>	<b>46.67</b>	<b>57.78</b>	<b>52.81</b>	<b>56.90</b>	<b>58.15</b>
<b>Earnings, by market (tala million)</b>														
American Samoa	1.70	2.59	1.55	1.14	1.58	4.08	2.35	0.80	1.84	2.90	3.69	3.36	3.80	2.94
Australia	6.20	17.56	16.53	16.27	18.44	28.89	15.42	10.04	12.13	13.64	16.34	15.53	13.64	16.12
Europe	0.15	0.60	0.41	0.43	0.71	0.38	0.35	0.36	0.74	0.48	0.42	0.37	0.57	0.86
New Zealand	9.17	25.10	23.73	21.95	22.15	35.24	21.06	12.42	15.58	20.03	26.50	21.22	26.10	25.87
USA	1.00	3.27	4.05	2.63	3.01	6.35	2.86	3.61	4.98	2.46	3.51	6.27	6.87	6.27
Other Countries	2.37	6.39	5.26	5.36	5.23	6.13	5.18	5.92	6.08	7.16	7.33	6.06	5.92	6.09
<b>Earnings, by purpose (tala million)</b>														
Holiday	5.27	24.48	22.54	15.87	15.68	29.65	17.18	9.40	12.28	15.58	21.78	21.29	22.62	26.65
VFR	10.31	20.48	18.36	17.01	26.58	42.72	23.17	10.93	12.83	15.98	23.77	21.96	21.42	20.65
Business & Conference	2.45	2.96	3.26	2.64	5.34	1.41	2.45	3.31	3.64	2.88	5.75	4.75	4.33	5.41
Sport	0.04	2.85	2.44	0.51	0.27	0.03	0.08	0.75	0.18	0.54	0.28	0.26	1.83	1.15
Other	2.52	4.74	4.93	11.75	3.26	7.26	4.34	8.75	12.41	11.70	6.20	4.54	6.70	4.29
<b>Average expenditure (tala,per person)</b>	<b>3,258</b>	<b>3,370</b>	<b>3,464</b>	<b>3,570</b>	<b>3,977</b>	<b>3,601</b>	<b>3,252</b>	<b>3,442</b>	<b>3,678</b>	<b>3,691</b>	<b>4,096</b>	<b>3,271</b>	<b>2,988</b>	<b>3,371</b>
<b>Tourism Price Index</b>	<b>164.5</b>	<b>173.8</b>	<b>175.3</b>	<b>175.9</b>	<b>175.7</b>	<b>175.7</b>	<b>177.3</b>	<b>177.3</b>	<b>177.7</b>	<b>177.9</b>	<b>180.3</b>	<b>179.5</b>	<b>176.8</b>	<b>177.5</b>
<b>First Number of Months up to</b>	<b>2 months to Aug 22</b>	<b>2 months to Aug 23</b>	<b>3 months to Sep 23</b>	<b>4 months to Oct 23</b>	<b>5 months to Nov 23</b>	<b>6 months to Dec 23</b>	<b>7 months to Jan 24</b>	<b>8 months to Feb 24</b>	<b>9 months to Mar 24</b>	<b>10 months to Apr 24</b>	<b>11 months to May 24</b>	<b>12 months to June 24</b>	<b>1st month</b>	<b>2 months to Aug 24</b>
<b>Total Visitor Arrivals (persons)</b>	<b>6,318</b>	<b>33,741</b>	<b>48,620</b>	<b>62,003</b>	<b>74,859</b>	<b>97,371</b>	<b>111,891</b>	<b>121,521</b>	<b>132,763</b>	<b>145,407</b>	<b>159,513</b>	<b>175,656</b>	<b>19,039</b>	<b>36,287</b>
Over the past year (%)	0.0%	434.0%	233.5%	185.1%	147.2%	106.9%	88.4%	81.2%	72.0%	59.9%	49.6%	40.9%	10.2%	7.5%
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%	100.0%
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%
<b>Arrivals, by market (persons)</b>														
American Samoa	719	2,240	3,017	3,743	4,463	5,779	6,662	7,311	8,030	8,898	9,794	11,014	1,370	2,643
Australia	1,658	8,684	13,156	16,753	20,224	27,217	31,449	33,647	36,448	39,662	43,833	47,963	4,554	8,552
Europe	126	840	1,222	1,674	2,134	2,347	2,644	2,989	3,452	3,810	4,180	4,575	691	1,332
New Zealand	2,644	14,800	21,479	27,352	32,996	43,844	50,405	54,325	58,788	64,091	70,007	77,055	8,743	15,811
USA	386	3,061	3,953	4,961	5,937	7,689	8,691	9,568	10,632	11,694	12,764	14,584	2,014	4,409
Other Countries	785	4,116	5,793	7,520	9,105	10,495	12,040	13,681	15,413	17,252	18,935	20,465	1,667	3,540
<b>Arrivals, by purpose (persons)</b>														
Holiday	1,745	15,347	21,719	27,578	32,597	41,649	46,821	49,599	53,496	58,359	63,611	70,053	7,865	15,891
VFR	2,745	10,163	15,008	18,940	23,165	33,997	40,044	43,168	46,944	51,094	55,599	60,831	5,523	10,797
Business & Conference	677	2,022	2,909	3,779	4,997	5,354	5,921	6,686	7,624	8,320	9,879	11,160	1,567	2,915
Sport	16	1,224	1,835	2,040	2,143	2,156	2,177	2,454	2,498	2,658	2,722	2,843	469	919
Other	1,135	4,985	7,149	9,666	11,957	14,215	16,928	19,614	22,201	24,976	27,702	30,769	3,615	5,765
<b>Total Visitor Earnings (tala million)</b>	<b>20.58</b>	<b>107.82</b>	<b>159.36</b>	<b>207.14</b>	<b>258.27</b>	<b>339.34</b>	<b>386.56</b>	<b>419.72</b>	<b>461.06</b>	<b>507.73</b>	<b>565.52</b>	<b>618.33</b>	<b>56.90</b>	<b>115.05</b>
Over the past year (%)	0.0%	423.8%	230.0%	189.1%	152.5%	115.7%	99.1%	91.8%	82.0%	68.1%	55.6%	46.9%	8.7%	6.7%
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%
<b>Earnings, by market (tala million)</b>														
American Samoa	1.7	5.3	6.9	8.0	9.6	13.7	16.0	16.8	18.7	21.6	25.3	28.6	3.8	6.7
Australia	6.2	30.1	46.6	62.9	81.3	110.2	125.7	135.7	147.8	161.5	177.8	193.3	13.6	29.8
Europe	0.2	0.9	1.3	1.8	2.5	2.8	3.2	3.6	4.3	4.8	5.2	5.6	0.6	1.4
New Zealand	9.2	48.5	72.2	94.2	116.3	151.6	172.6	185.1	200.6	220.7	247.2	268.4	26.1	52.0
USA	1.0	9.4	13.4	16.1	19.1	25.4	28.3	31.9	36.9	39.3	42.8	49.1	6.9	13.1
Other Countries	2.4	13.6	18.8	24.2	29.4	35.6	40.7	46.7	52.8	59.9	67.2	73.3	5.9	12.0
<b>Earnings, by purpose (tala million)</b>														
Holiday	5.3	47.71	70.25	86.13	101.80	131.45	148.64	158.04	170.32	185.90	207.68	228.97	22.62	49.27
VFR	10.3	40.7	59.0	76.1	102.6	145.4	168.5	179.5	192.3	208.3	232.0	254.0	21.4	42.1
Business & Conference	2.5	6.5	9.8	12.4	17.8	19.2	21.6	24.9	28.6	31.5	37.2	42.0	4.3	9.7
Sport	0.0	3.5	5.9	6.4	6.7	6.7	6.8	7.5	7.7	8.3	8.5	8.8	1.8	3.0
Other	2.5	9.4	14.4	26.1	29.4	36.6	41.0	49.7	62.1	73.8	80.0	84.6	6.7	11.0

# VISITOR EARNINGS & REMITTANCES REPORT

August 2024

Table 2.

## INFLOW OF PRIVATE REMITTANCES

### AMOUNTS IN TALA MILLION

Amount in Tala Millions	Aug-22	Aug-23	Sep-23	Oct-23	Nov-23	Dec-23	Jan-24	Feb-24	Mar-24	Apr-24	May-24	Jun-24	Jul-24	Aug-24
<b>By Recipient (Tala Millions)</b>	<b>72.26</b>	<b>80.22</b>	<b>67.42</b>	<b>66.19</b>	<b>76.83</b>	<b>86.97</b>	<b>67.03</b>	<b>62.05</b>	<b>72.28</b>	<b>75.24</b>	<b>81.30</b>	<b>67.19</b>	<b>80.96</b>	<b>91.21</b>
Banknotes	3.86	4.38	8.48	7.24	7.36	7.55	5.13	3.16	4.38	4.46	7.26	4.92	4.62	5.84
Churches, school, Charities	2.82	7.17	1.10	4.25	7.62	6.78	6.26	4.60	6.72	12.86	10.88	5.12	4.92	12.98
Individual/Family/Households	62.94	66.73	54.27	52.69	60.05	70.95	53.80	48.54	59.33	52.45	60.40	51.98	64.57	70.79
In Kind	0.94	0.81	0.85	0.84	0.88	0.83	0.79	0.74	0.63	1.15	0.68	0.83	0.83	0.95
Pensions by residents	0.66	0.75	0.67	0.72	0.78	0.77	0.71	0.78	0.73	0.67	1.04	0.60	0.71	0.64
Others	1.04	0.38	2.06	0.46	0.14	0.08	0.34	4.23	0.48	3.65	1.05	3.73	5.31	0.00
<b>By Country (Tala Millions)</b>	<b>72.26</b>	<b>80.22</b>	<b>67.42</b>	<b>66.19</b>	<b>76.83</b>	<b>86.97</b>	<b>67.03</b>	<b>62.05</b>	<b>72.28</b>	<b>75.24</b>	<b>81.30</b>	<b>67.19</b>	<b>80.96</b>	<b>91.21</b>
USA	8.18	15.24	11.33	13.28	15.16	12.48	9.70	12.17	12.19	12.59	15.22	11.63	14.61	15.65
New Zealand	28.17	27.71	26.00	24.00	29.26	36.67	26.24	23.80	28.69	28.18	33.22	26.10	26.92	28.44
Australia	28.88	32.65	24.12	22.68	26.00	29.09	24.02	20.67	22.74	21.26	24.14	22.40	34.11	36.09
American Samoa	4.23	3.51	3.51	3.63	3.98	3.55	2.75	3.08	4.58	4.10	5.07	3.35	3.47	3.96
Others	2.81	1.10	2.46	2.61	2.42	5.17	4.31	2.33	4.08	9.11	3.66	3.72	1.85	7.07
<b>By Channel (%)</b>														
Banks	20.1%	26.5%	27.3%	29.3%	30.7%	23.3%	28.0%	26.5%	27.4%	31.4%	30.3%	27.5%	24.8%	29.4%
Non Banks (1)	79.9%	73.5%	72.7%	70.7%	69.3%	76.7%	72.0%	73.5%	72.6%	68.6%	69.7%	72.5%	75.2%	70.6%
<b>Total Remittances (Tala Millions)</b>	<b>72.26</b>	<b>80.22</b>	<b>67.42</b>	<b>66.19</b>	<b>76.83</b>	<b>86.97</b>	<b>67.03</b>	<b>62.05</b>	<b>72.28</b>	<b>75.24</b>	<b>81.30</b>	<b>67.19</b>	<b>80.96</b>	<b>91.21</b>
<b>First Number of Months up to</b>	<b>2 months</b>	<b>2 months</b>	<b>3 months</b>	<b>4 months</b>	<b>5 months</b>	<b>6 months</b>	<b>7 months</b>	<b>8 months</b>	<b>9 months</b>	<b>10 months</b>	<b>11 months</b>	<b>12 months</b>	<b>1st</b>	<b>2 months</b>
	<b>to Aug 22</b>	<b>to Aug 23</b>	<b>to Sep 23</b>	<b>to Oct 23</b>	<b>to Nov 23</b>	<b>to Dec 23</b>	<b>to Jan 24</b>	<b>to Feb 24</b>	<b>to Mar 24</b>	<b>to Apr 24</b>	<b>to May 24</b>	<b>to June 24</b>	<b>month</b>	<b>to Aug 24</b>
<b>Total Remittances (Tala Millions)</b>	<b>155.32</b>	<b>154.47</b>	<b>221.89</b>	<b>288.08</b>	<b>364.91</b>	<b>451.88</b>	<b>518.91</b>	<b>580.96</b>	<b>653.24</b>	<b>728.47</b>	<b>809.77</b>	<b>876.96</b>	<b>80.96</b>	<b>172.17</b>
Percentage Change (over same period last year)	40.0%	-0.6%	-1.2%	0.3%	0.9%	-1.0%	1.5%	2.3%	3.3%	6.7%	6.8%	5.4%	9.0%	11.5%
3 year average (%)	7.9%	16.8%	18.2%	17.0%	16.8%	17.1%	15.6%	15.1%	14.7%	14.4%	13.8%	13.7%	12.9%	13.0%
5 year average (%)	10.0%	17.9%	17.1%	15.1%	14.7%	14.3%	13.4%	12.8%	12.3%	11.5%	11.2%	11.4%	15.4%	12.6%
<b>By Recipient (Tala Millions)</b>														
Banknotes	7.13	7.58	16.06	23.30	30.66	38.22	43.34	46.50	50.88	55.34	62.60	67.52	4.62	10.46
Churches, school, Charities	4.67	11.50	12.60	16.85	24.47	31.24	37.51	42.10	48.83	61.69	72.56	77.69	4.92	17.90
Individual/Family/Households	139.44	132.12	186.39	239.08	299.12	370.07	423.87	472.41	531.74	584.19	644.59	696.57	64.57	135.36
In Kind	1.62	1.51	2.36	3.20	4.08	4.91	5.70	6.44	7.07	8.22	8.90	9.73	0.83	1.78
Pensions by residents	1.26	1.32	1.99	2.70	3.49	4.26	4.97	5.76	6.49	7.15	8.19	8.79	0.71	1.35
Others	1.20	0.43	2.49	2.95	3.09	3.17	3.52	7.75	8.23	11.88	12.94	16.67	5.31	5.32
<b>By Country (Tala Millions)</b>														
USA	18.97	28.43	39.75	53.03	68.20	80.68	90.38	102.55	114.74	127.33	142.56	154.18	14.61	30.26
New Zealand	61.20	51.98	77.98	101.98	131.24	167.92	194.16	217.96	246.66	274.83	308.05	334.15	26.92	55.36
Australia	59.07	62.13	86.25	108.93	134.93	164.02	188.03	208.70	231.44	252.70	276.84	299.23	34.11	70.20
American Samoa	10.91	7.50	11.01	14.64	18.62	22.17	24.92	28.00	32.58	36.68	41.75	45.10	3.47	7.43
Others	5.18	4.44	6.90	9.50	11.93	17.10	21.41	23.74	27.82	36.93	40.58	44.30	1.85	8.91

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