

VISITOR EARNINGS & REMITTANCES REPORT

AUGUST 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.2: 2025/26

August 2025

Visitor Arrivals¹ and Earnings

Total number of visitor arrivals declined by 7.1 percent (or 1,333 visitors) from the previous month, bringing the total number of visitors to 17,510. Despite the monthly drop, this was 1.5 percent (or 262 visitors) higher than its level recorded in the same month of last year. (See Graph 1)

This drop in visitor arrivals over the month was a seasonal trend, partly due to a return to normal levels after major conference related events that were held in July 2025.



The decrease in visitor arrivals was primarily driven by notable reductions in arrival numbers from Australia (down by 1,334 visitors), American Samoa (by 619 visitors) and USA (by 590 visitors). In terms of purpose of visit, reductions were recorded for those 'Visiting friends and relatives' (down by 798 visitors) and 'Sports' (by 288 visitors).

Consequently, total visitor arrivals in the first **two months of FY2025/26** were 0.2 percent (or 66 visitors) higher at a combined total of **36,353**

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).

visitors, when compared to the same period last year.

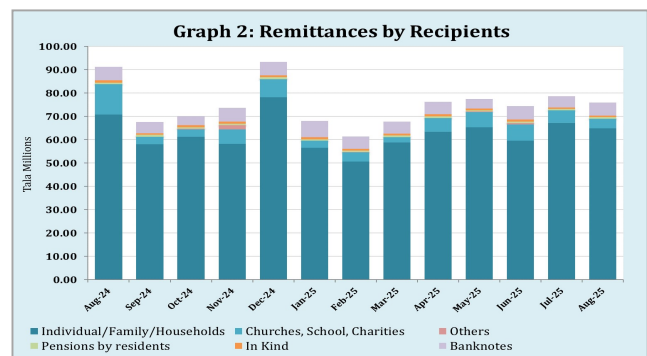
Total visitor receipts for the month under review, on the other hand, rose by **5.5 percent (or \$3.3 million)** to a total of **\$63.8 million** and was 10.0 percent (or \$5.8 million) higher than August last year. This was driven by a seasonal 13.5 percent increase in visitor's average expenditure compared to the previous month.

The monthly hike in visitor earnings was primarily underpinned by higher inflows from the New Zealand (up by \$9.6 million) and European (by \$0.3 million) markets. Earnings from visitors who were here for 'Holiday', 'Other purposes' and 'Business and Conference' jumped by \$6.0 million, \$0.7 million and \$0.2 million respectively.

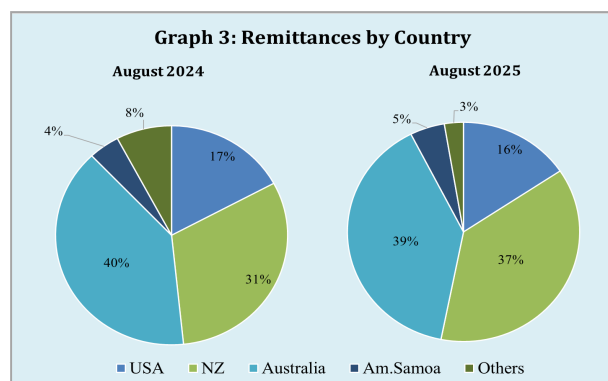
For the first two months of fiscal year **FY2025/26**, total visitor earnings grew by **8.2 percent (or \$9.4 million)**, to a total of **\$124.3 million**, compared to the same period in FY2024/25.

Remittances

Total monthly remittances fell by **3.5 percent (or \$2.8 million)** to a total of **\$75.9 million** in August 2025 and was 16.9 percent (or \$15.4 million) lower when compared to the same month of the previous year. (See Graph 2)



The drop in remittances from the previous month was primarily driven by lower transfers from New Zealand (down by \$3.5 million), United States (by \$1.9 million) and ‘Other countries’ (\$0.9 million). In terms of recipients, the reduction was due to a decrease in transfers for ‘Families and households’ (down by \$2.2 million) and Non-profit institutions serving households (NPISH)² (down by \$1.5 million). (See Graph 3)



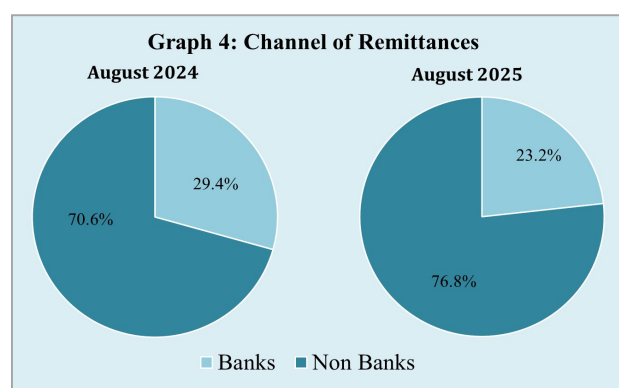
As a result, the total current transfers for the first **two months of FY2025/26** fell by **10.5 percent (or \$18.2 million)**, to a total of **\$154.5 million** compared to FY2024/25.

Reflecting this drop were lower funds received from source markets: Australia (down by \$7.2 million), the United States (by \$4.8 million), ‘Other countries’ (by \$4.0 million), New Zealand (by \$1.7 million) and American Samoa (by \$1.0 million). The appreciation of the Samoan Tala against the Australian and New Zealand dollars by 1.5 percent and 1.0 percent respectively, partially contributed to this drop by reducing the local value of remittances. By purpose, transfers to ‘NPISH’, ‘Other purposes’, ‘Families and Households’, ‘In kind’, ‘Hand carried cash’ fell by \$8.3 million, \$5.3 million, \$0.4 million, \$0.2 million and 0.03 million in that order.

In terms of remittance channels, the share of funds received through Money Transfer Operators (MTOs) edged up slightly to 76.8 percent of total transfers, up from 76.4 percent in July 2025 and well above the 70.6 percent share recorded in August 2024. On

the other hand, remittances received via commercial banks fell to 23.2 percent, down from 23.6 percent in the previous month and 29.4 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 edged up to 7.55 percent of total funds sent in August 2025, from 6.83 percent in the previous month but still below 8.91 percent recorded in the same month last year. Similarly, the average cost of sending AUD\$200.00 to Samoa rose to 6.38 percent compared to 6.24 percent in the previous month and remained lower than 8.90 percent in the same month of last year. These levels remain well above the 3.0 percent UN Sustainable Development Goal (SDG) target for the reduction of remittance costs by 2030.



CENTRAL BANK OF SAMOA
15 October 2025

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

³ <https://sendmoneypacific.org>

VISITOR EARNINGS & REMITTANCES REPORT

August 2025

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

	Aug-23	Aug-24	Sep-24	Oct-24	Nov-24	Dec-24	Jan-25	Feb-25	Mar-25	Apr-25	May-25	Jun-25	Jul-25	Aug-25
Total arrivals (persons)	16,471	17,248	14,536	14,658	12,996	22,828	14,746	8,070	11,605	13,210	13,977	17,741	18,843	17,510
Arrivals, by market (persons)														
American Samoa	1,233	1,273	677	552	707	1,224	511	378	663	464	716	753	1,275	656
Australia	4,455	3,998	3,838	3,245	3,457	6,721	4,554	1,936	2,225	3,544	3,275	3,675	5,339	4,005
Europe	469	641	445	819	375	255	315	350	461	432	396	474	547	581
New Zealand	6,973	7,068	6,828	6,101	5,517	11,039	7,030	3,156	5,697	6,264	6,688	9,078	7,827	8,974
USA	1,230	2,395	1,086	860	1,020	1,675	1,027	826	1,165	1,193	1,214	2,004	2,078	1,488
Other Countries	2,111	1,873	1,662	3,081	1,920	1,914	1,309	1,424	1,394	1,313	1,688	1,757	1,777	1,806
Arrivals, by purpose (persons)														
Holiday	7,249	8,026	6,612	5,460	5,908	8,959	6,089	2,973	5,012	6,507	6,225	7,978	9,058	9,190
VFR	5,056	5,274	4,790	4,593	4,371	11,331	6,765	3,031	4,300	5,046	5,087	6,936	6,344	5,546
Business & Conference	732	1,348	1,178	3,069	1,209	1,061	663	799	1,154	588	1,498	1,397	1,603	1,104
Sport	1,070	450	445	64	47	12	45	139	89	178	66	102	453	165
Other	2,364	2,150	1,511	1,472	1,461	1,465	1,184	1,128	1,050	891	1,101	1,328	1,385	1,505
Total earnings (tala million)	55.50	58.02	51.5	53.1	53.4	84.4	49.1	28.5	43.0	49.9	58.4	60.4	60.5	63.8
Earnings, by market (tala million)														
American Samoa	2.59	2.93	1.42	0.90	1.70	3.97	1.38	0.53	1.83	1.62	3.17	2.25	3.60	1.39
Australia	17.56	16.08	14.52	15.03	19.04	28.48	17.04	8.96	9.82	15.37	12.99	14.35	17.01	16.99
Europe	0.60	0.86	0.49	0.85	0.59	0.47	0.39	0.36	0.75	0.61	0.45	0.46	0.49	0.82
New Zealand	25.10	25.82	24.74	23.32	22.27	36.86	23.15	10.15	20.28	24.26	30.36	28.32	24.89	34.53
USA	3.27	6.26	5.05	2.28	3.29	6.15	2.94	3.45	5.54	2.87	3.90	7.27	7.64	4.14
Other Countries	6.39	6.08	5.26	10.73	6.51	8.46	4.19	5.02	4.80	5.17	7.54	7.75	6.84	5.94
Earnings, by purpose (tala million)														
Holiday	24.48	26.57	23.68	15.70	18.27	30.02	19.50	10.47	17.62	22.73	24.88	25.56	26.83	32.81
VFR	20.48	20.63	18.51	20.98	27.83	46.09	25.38	11.09	16.30	21.08	26.34	28.02	25.28	23.09
Business & Conference	2.96	5.39	4.38	9.89	5.32	4.30	2.81	3.57	4.92	2.61	5.31	5.09	4.58	4.77
Sport	2.85	1.15	1.81	0.17	0.12	0.03	0.17	0.40	0.40	0.65	0.28	0.21	1.85	0.46
Other	4.74	4.27	3.11	6.35	1.86	3.95	1.24	2.93	3.76	2.83	1.61	1.53	1.94	2.68
Average expenditure (tala,per person)	3,370	3,364	3,542	3,622	4,109	3,697	3,329	3,527	3,706	3,777	4,180	3,405	3,210	3,644
Tourism Price Index	173.8	177.1	178.9	180.5	179.7	180.4	181.7	180.1	181.4	181.6	182.8	186.1	188.0	187.2
First Number of Months up to	2 months to Aug 23	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	11 months to May 25	12 months to June 25	1st month	2 months to Aug 25
Total Visitor Arrivals (persons)	33,741	36,287	50,823	65,481	78,477	101,305	116,051	124,121	135,726	148,936	162,913	180,654	18,843	36,353
Over the past year (%)	434.0%	7.5%	4.5%	5.6%	4.8%	4.0%	3.7%	2.1%	2.2%	2.4%	2.1%	2.8%	-1.0%	0.2%
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	2,240	2,643	3,320	3,872	4,579	5,803	6,314	6,692	7,355	7,819	8,535	9,288	1,275	1,931
Australia	8,684	8,552	12,390	15,635	19,092	25,813	30,367	32,303	34,528	38,072	41,347	45,022	5,339	9,344
Europe	840	1,332	1,777	2,596	2,971	3,226	3,541	3,891	4,352	4,784	5,180	5,654	547	1,128
New Zealand	14,800	15,811	22,639	28,740	34,257	45,296	52,326	55,482	61,179	67,443	74,131	83,209	7,827	16,801
USA	3,061	4,409	5,495	6,355	7,375	9,050	10,077	10,903	12,068	13,261	14,475	16,479	2,078	3,566
Other Countries	4,116	3,540	5,202	8,283	10,203	12,117	13,426	14,850	16,244	17,557	19,245	21,002	1,777	3,583
Arrivals, by purpose (persons)														
Holiday	15,347	15,891	22,503	27,963	33,871	42,830	48,919	51,892	56,904	63,411	69,636	77,614	9,058	18,248
VFR	10,163	10,797	15,587	20,180	24,551	35,882	42,647	45,678	49,978	55,024	60,111	67,047	6,344	11,890
Business & Conference	2,022	2,915	4,093	7,162	8,371	9,432	10,095	10,894	12,048	12,636	14,134	15,531	1,603	2,707
Sport	1,224	919	1,364	1,428	1,475	1,487	1,532	1,671	1,760	1,938	2,004	2,106	453	618
Other	4,985	5,765	7,276	8,748	10,209	11,674	12,858	13,986	15,036	15,927	17,028	18,356	1,385	2,890
Total Visitor Earnings (tala million)	107.82	114.91	166.40	219.49	272.89	357.28	406.37	434.84	477.84	527.74	586.16	646.57	60.48	124.29
Over the past year (%)	423.8%	6.6%	4.4%	6.0%	5.7%	5.3%	5.1%	3.6%	3.6%	3.9%	3.6%	4.6%	6.3%	8.2%
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	5.3	6.7	8.2	9.0	10.7	14.7	16.1	16.6	18.5	20.1	23.2	25.5	3.6	5.0
Australia	30.1	29.7	44.2	59.3	78.3	106.8	123.8	132.8	142.6	158.0	171.0	185.3	17.0	34.0
Europe	0.9	1.4	1.9	2.8	3.4	3.8	4.2	4.6	5.3	5.9	6.4	6.8	0.5	1.3
New Zealand	48.5	51.9	76.7	100.0	122.2	159.1	182.3	192.4	212.7	237.0	267.3	295.6	24.9	59.4
USA	9.4	13.1	18.2	20.5	23.7	29.9	32.8	36.3	41.8	44.7	48.6	55.9	7.6	11.8
Other Countries	13.6	12.0	17.3	28.0	34.5	42.9	47.1	52.2	57.0	62.1	69.7	77.4	6.8	12.8
Earnings, by purpose (tala million)														
Holiday	47.71	49.19	72.87	88.57	106.84	136.86	156.36	166.84	184.46	207.19	232.07	257.63	26.83	59.64
VFR	40.7	42.0	60.6	81.5	109.4	155.5	180.8	191.9	208.2	229.3	255.6	283.7	25.3	48.4
Business & Conference	6.5	9.7	14.1	24.0	29.3	33.6	36.4	40.0	44.9	47.5	52.8	57.9	4.6	9.3
Sport	3.5	3.0	4.8	5.0	5.1	5.1	5.3	5.7	6.1	6.7	7.0	7.2	1.9	2.3
Other	9.4	11.0	14.1	20.4	22.3	26.2	27.5	30.4	34.2	37.0	38.6	40.1	1.9	4.6

VISITOR EARNINGS & REMITTANCES REPORT

August 2025

Table 2.

INFLOW OF PRIVATE REMITTANCES

AMOUNTS IN TALA MILLION

Amount in Tala Millions	Aug-23	Aug-24	Sep-24	Oct-24	Nov-24	Dec-24	Jan-25	Feb-25	Mar-25	Apr-25	May-25	Jun-25	Jul-25	Aug-25
By Recipient (Tala Millions)	80.22	91.29	67.57	70.07	73.62	93.45	68.05	61.39	67.78	76.18	77.49	74.43	78.66	75.88
Banknotes	4.38	5.84	4.77	3.81	5.94	5.87	6.98	5.29	5.24	5.32	4.08	5.83	4.78	5.48
Churches, School, Charities	7.17	13.00	3.24	3.24	6.29	7.85	2.98	4.06	2.28	5.86	6.51	7.03	5.55	4.03
Individual/Family/Households	66.73	70.86	57.98	61.16	58.19	78.17	56.57	50.58	58.78	63.36	65.28	59.59	67.10	64.91
In Kind	0.81	0.95	0.72	0.99	0.82	0.74	0.84	0.73	0.76	0.85	0.81	0.84	0.68	0.68
Pensions by residents	0.75	0.64	0.77	0.51	0.68	0.82	0.66	0.58	0.70	0.80	0.45	0.64	0.55	0.77
Others	0.38	0.00	0.09	0.36	1.71	0.01	0.02	0.15	0.01	0.00	0.35	0.51	0.01	0.00
By Country (Tala Millions)	80.22	91.29	67.57	70.07	73.62	93.45	68.05	61.39	67.78	76.14	77.49	74.43	78.66	75.88
USA	15.24	15.65	10.86	12.14	12.27	14.19	12.46	11.27	12.99	15.77	16.25	12.56	13.61	11.85
New Zealand	27.71	28.49	24.34	23.59	27.44	33.08	22.71	21.94	23.38	27.11	28.18	26.14	25.79	28.45
Australia	32.65	36.12	27.70	28.49	25.77	36.32	28.39	22.64	25.71	27.32	26.63	26.55	33.16	29.90
American Samoa	3.51	3.96	3.21	4.11	4.12	3.56	2.66	2.82	4.18	4.18	4.79	3.94	3.24	3.66
Others	1.10	7.07	1.46	1.74	4.03	6.30	1.83	2.71	1.51	1.76	1.64	5.24	2.86	2.01
By Channel (%)														
Banks	26.5%	29.4%	19.3%	19.8%	28.5%	26.7%	24.7%	25.1%	21.9%	24.6%	23.3%	27.7%	23.6%	23.2%
Non Banks (1)	73.5%	70.6%	80.7%	80.2%	71.5%	73.3%	75.3%	74.9%	78.1%	75.4%	76.7%	72.3%	76.4%	76.8%
Total Remittances (Tala Millions)	80.22	91.29	67.57	70.07	73.62	93.45	68.05	61.39	67.78	76.18	77.49	74.43	78.66	75.88
First Number of Months up to	2 months to Aug 23	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	11 months to May 25	12 months to June 25	1st month	2 months to Aug 25
Total Remittances (Tala Millions)	154.47	172.75	240.31	310.39	384.01	477.46	545.51	606.89	674.67	750.86	828.34	902.77	78.66	154.54
Percentage Change (over same period last year)	-0.6%	11.8%	8.3%	7.7%	5.2%	5.7%	5.1%	4.5%	3.3%	3.1%	2.3%	2.9%	-3.4%	-10.5%
3 year average (%)	16.8%	13.0%	12.3%	10.1%	11.4%	12.1%	12.8%	12.9%	12.7%	13.3%	13.5%	13.2%	18.2%	17.1%
5 year average (%)	17.9%	12.6%	12.7%	11.9%	12.0%	10.7%	10.7%	10.6%	10.0%	10.3%	10.4%	10.4%	11.0%	12.3%
By Recipient (Tala Millions)														
Hand Carried Cash	7.58	10.46	15.23	19.04	24.98	30.85	37.82	43.12	48.36	53.68	57.76	63.59	4.78	10.26
Churches, School, Charities	11.50	17.91	21.15	24.39	30.68	38.53	41.50	45.56	47.85	53.71	60.22	67.25	5.55	9.59
Individual/Family/Households	132.12	135.93	193.91	255.07	313.26	391.43	448.00	498.58	557.35	620.71	685.99	745.58	67.10	132.01
In Kind	1.51	1.78	2.50	3.49	4.31	5.05	5.89	6.62	7.38	8.23	9.04	9.88	0.68	1.36
Pensions by residents	1.32	1.35	2.12	2.63	3.32	4.13	4.79	5.37	6.07	6.86	7.31	7.95	0.55	1.32
Others	0.43	5.32	5.40	5.76	7.47	7.48	7.50	7.65	7.66	7.67	8.02	8.53	0.01	0.01
By Country (Tala Millions)														
USA	28.43	30.26	41.11	53.26	65.52	79.72	92.18	103.45	116.43	132.20	148.46	161.02	13.61	25.47
New Zealand	51.98	55.92	80.25	103.84	131.28	164.36	187.07	209.01	232.40	259.51	287.68	313.82	25.79	54.24
Australia	62.13	70.23	97.93	126.42	152.19	188.51	216.89	239.54	265.25	292.57	319.20	345.76	33.16	63.06
American Samoa	7.50	7.43	10.64	14.75	18.87	22.44	25.09	27.92	32.10	36.29	41.07	45.01	3.24	6.90
Others	4.44	8.91	10.38	12.11	16.14	22.44	24.27	26.98	28.49	30.29	31.93	37.17	2.86	4.87

Table 3.

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

Average Cost of Sending (in %)	Aug-23	Aug-24	Sep-24	Oct-24	Nov-24	Dec-24	Jan-25	Feb-25	Mar-25	Apr-25	May-25	Jun-25	Jul-25	Aug-25
New Zealand (NZD \$200)	7.71	8.91	8.01	7.55	7.41	7.45	7.69	7.00	7.69	7.52	6.90	8.62	6.83	7.55
Australia (AUD \$200)	7.15	8.90	8.81	8.29	6.67	6.90	7.14	6.71	6.52	6.19	6.33	7.81	6.24	6.38
Average Cost of Remittances to Samoa	7.43	8.91	8.41	7.92	7.04	7.18	7.42	6.86	7.11	6.85	6.61	8.22	6.53	6.97

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