

VISITOR EARNINGS & REMITTANCES REPORT DECEMBER 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.

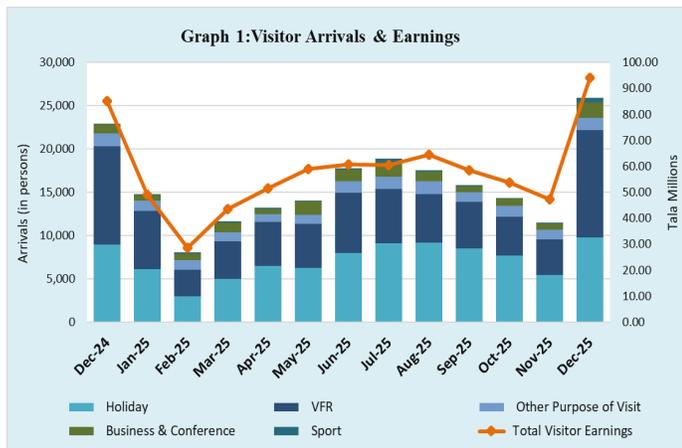
Report No.6: 2025/26

December 2025

Visitor Arrivals¹ and Earnings

After four consecutive monthly declines, the number of visitor arrivals more than doubled (**by 126.5 percent or 14,480 visitors**) to a total of **25,928 visitors** in December 2025. This seasonal expansion highlighted the highest monthly arrivals recorded to date. Likewise, total arrivals were also 13.6 percent (or 3,100 visitors) higher when compared to the same month of the previous year. (See Graph 1)

Aside from the usual influx of visitors during the festive season, various social and cultural events including weddings, family reunions and chiefly title bestowments also contributed to this sharp increase, especially those ‘Visiting friends and relatives’ (VFR).



The hike in visitor arrivals over the previous month mainly reflected higher numbers from New Zealand (by 8,803 visitors), Australia by 3,064 visitors), American Samoa (1,424 visitors) and the United States (by 1,160 visitors). Smaller hikes were also recorded from Europe and ‘Other Countries’ by 23

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 and 6 visitors, respectively. By purpose of travel, expansions were recorded for ‘Visiting friends and relatives’ (by 8,340 visitors), ‘Holiday’ (up by 4,329 visitors), ‘Business and conference’ (by 1,103 visitors), Sports (by 460 visitors) and ‘Other purpose of visit’ (by 248 visitors).

As a result, total visitor arrivals in the first **six months of FY2025/26** reached **103,798 visitors**, an expansion of 2.5 percent (or 2,493 visitors) compared to the same period of the previous fiscal year.

Total visitor receipts expanded by **98.5 percent (or \$46.6 million)** to a total of **\$93.9 million** and was 10.5 percent (or \$9.5 million) higher than December 2024. However, the average expenditure per visitor declined slightly by 0.8 percent from the previous month.

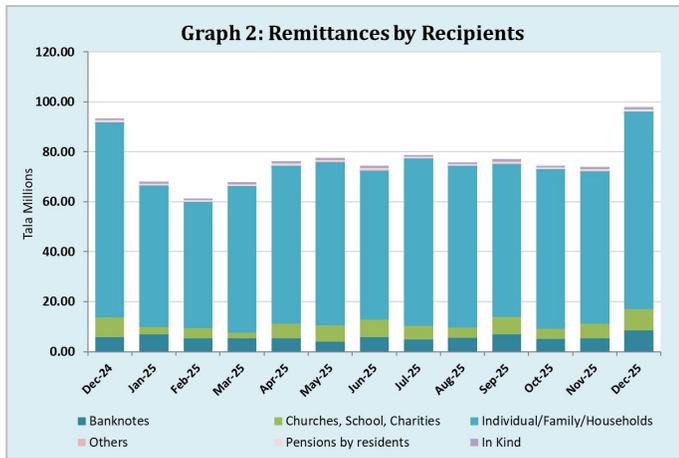
The monthly hike in visitor earnings was largely driven by an increase in receipts from New Zealand visitors (by \$25.3 million), Australia (by \$8.9 million), American Samoa (by \$5.2 million), United States (by \$5.1 million), ‘Other countries’ (by \$2.0 million) and Europe (by \$0.2 million). Higher earnings were also recorded for visitors who were here on ‘VFR’, ‘Holiday’, Business and Conference’ and ‘Other purpose of visit’ and Sport by \$23.7 million, \$15.8 million, \$4.2 million, \$1.7 million and \$1.3 million respectively.

For the **first six months of fiscal year FY2025/26**, total visitor earnings amounted to **\$377.2 million**, a **5.6 percent (or \$19.9 million)** increase compared to the same period in FY2024/25.

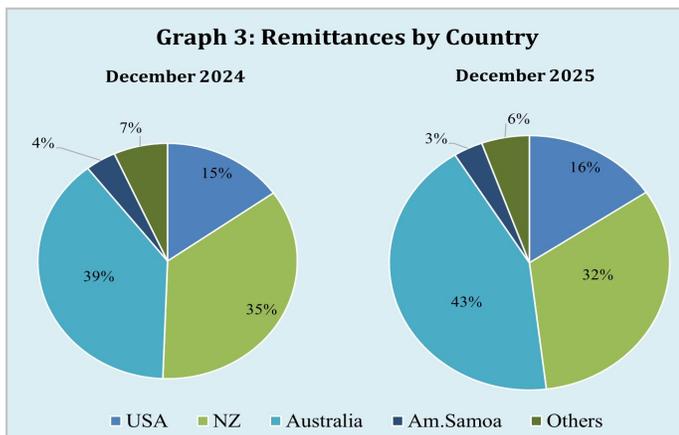
Remittances

Monthly remittances rebounded significantly by **32.3 percent (or \$23.9 million)** to a total of **\$97.9**

million for the month under review. Likewise, it was 4.8 percent (or \$4.5 million) higher compared to the same month last year. (See Graph 2)



The seasonal hike in remittances over the previous month was mainly driven by higher transfers from Australia (up by \$9.9 million), New Zealand (by \$9.4 million), ‘Other Countries’ (up by \$3.4 million) and United States (up by \$1.2 million). By purpose, the increase reflected higher transfers for ‘Family and households’ (up by \$18.0 million), Hand-carried cash (up by \$3.2 million), Non-profit institutions serving households (NPISH) (up by \$2.6 million) and ‘In kind’ transfers (up by \$0.1 million). (See Graph 3)



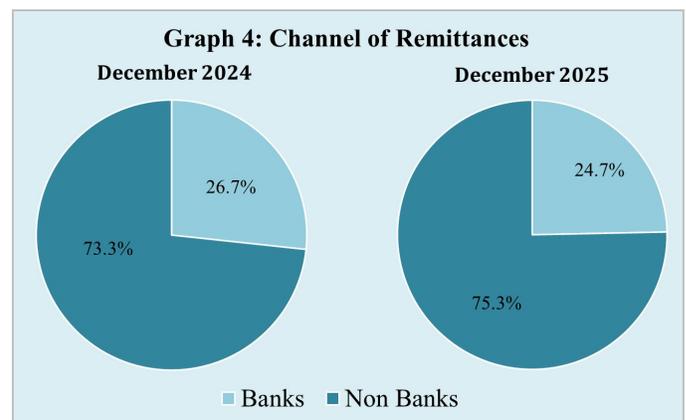
Consequently, total remittance transfers for the first six months of FY2025/26 amounted to \$478.1 million, which was 0.1 percent (or \$0.6 million) higher than the same period in FY2024/25.

This increase was driven by higher transfers from source markets’ such as Australia (up by \$14.7 million) and United States (up by \$1.2 million). By purpose, funds for ‘Family and households’ (up by \$5.8 million), ‘Hand carried cash’ (up by \$5.2) and ‘Pensions by residents’ up by \$0.3 million.

By remittance channels, money transfer operators (MTOs) continued to dominate, accounting for 75.3 percent of remittance flows in December 2025, down from 76.1 percent in November 2025 but still above 70.0 percent a year earlier. The share of commercial bank transfers fell to 24.7 percent from 26.7 percent in the previous month and 28.5 percent in December 2024. (See Graph 4)

Of the non-bank remittance channels, traditional MTOs received 74.7 percent of inflows, while electronic MTO platforms accounted for 0.6 percent.

According to the data obtained from *Send Money Pacific*², the average cost of sending NZD\$200 to Samoa edged up to 6.83 percent of total funds from 5.90 percent in November 2025 but below 7.45 percent a year earlier. Similarly, sending AUD\$200 to Samoa costs around 6.71 percent, higher than 6.29 percent in the previous month but lower than 6.90 percent in December last year. These levels remain well above the 3.0 percent target for the reduction of remittance costs by 2030, under the UN Sustainable Development Goals (SDGs).



² <https://sendmoneypacific.org>

VISITOR EARNINGS & REMITTANCES REPORT

December 2025

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

	Dec-23	Dec-24	Jan-25	Feb-25	Mar-25	Apr-25	May-25	Jun-25	Jul-25	Aug-25	Sep-25	Oct-25	Nov-25	Dec-25
Total arrivals (persons)	22,512	22,828	14,746	8,070	11,605	13,210	13,977	17,741	18,843	17,510	15,791	14,278	11,448	25,928
Total arrivals incl. cruise ships (1)	22,512	25,951	14,746	8,070	14,319	21,126	16,786	18,731	18,843	20,412	15,791	16,620	11,448	25,928
Arrivals, by market (persons)														
American Samoa	1,316	1,224	511	378	663	464	716	753	1,275	656	546	540	462	1,886
Australia	6,993	6,721	4,554	1,936	2,225	3,544	3,275	3,675	5,339	4,005	4,022	3,300	3,014	6,078
Europe	213	255	315	350	461	432	396	474	547	581	486	549	419	442
New Zealand	10,848	11,039	7,030	3,156	5,697	6,264	6,688	9,078	7,827	8,974	8,037	7,316	4,768	13,571
USA	1,752	1,675	1,027	826	1,165	1,193	1,214	2,004	2,078	1,488	1,209	1,125	1,229	2,389
Other Countries	1,390	1,914	1,309	1,424	1,394	1,313	1,688	1,757	1,806	1,491	1,448	1,448	1,556	1,562
Cruise ships	0	3,123	0	0	2,714	7,916	2,809	990	0	2,902	0	2,342	0	0
Arrivals, by purpose (persons)														
Holiday	9,052	8,959	6,089	2,973	5,012	6,507	6,225	7,978	9,058	9,190	8,469	7,640	5,450	9,779
VFR	10,832	11,331	6,765	3,031	4,300	5,046	5,087	6,936	6,344	5,546	5,412	4,522	4,058	12,398
Business & Conference	357	1,061	663	799	1,154	588	1,498	1,397	1,603	1,104	645	792	740	1,843
Sport	13	12	45	139	89	178	66	102	453	165	132	58	73	533
Other	2,258	1,465	1,184	1,128	1,050	891	1,101	1,328	1,385	1,505	1,133	1,266	1,127	1,375
Cruise ships	0	3,123	0	0	2,714	7,916	2,809	990	0	2,902	0	2,342	0	0
Total earnings (tala million)	81.07	84.39	49.09	28.47	43.00	49.90	58.42	60.41	60.48	63.81	58.36	53.31	47.31	93.92
Total earnings incl. cruise ships (2)	81.07	84.98	49.09	28.47	43.55	51.43	58.95	60.60	60.48	64.34	58.36	53.77	47.31	93.92
Earnings, by market (tala million)														
American Samoa	4.08	3.97	1.38	0.53	1.83	1.62	3.17	2.25	3.60	1.39	1.11	0.85	1.06	6.28
Australia	28.89	28.48	17.04	8.96	9.82	15.37	12.99	14.35	17.01	16.99	15.76	15.64	16.88	25.73
Europe	0.38	0.47	0.39	0.36	0.75	0.61	0.45	0.46	0.49	0.82	0.55	0.58	0.67	0.81
New Zealand	35.24	36.86	23.15	10.15	20.28	24.26	30.36	28.32	24.89	34.53	30.21	28.52	19.53	44.83
USA	6.35	6.15	2.94	3.45	5.54	2.87	3.90	7.27	7.64	4.14	5.85	2.94	3.91	8.97
Other Countries	6.13	8.46	4.19	5.02	4.80	5.17	7.54	7.75	6.84	5.94	4.88	4.78	5.27	7.30
Cruise ships	0.00	0.59	0.00	0.00	0.55	1.54	0.54	0.19	0.00	0.53	0.00	0.46	0.00	0.00
Earnings, by purpose (tala million)														
Holiday	29.65	30.02	19.50	10.47	17.62	22.73	24.88	25.56	26.83	32.81	31.64	23.80	16.94	32.70
VFR	42.72	46.09	25.38	11.09	16.30	21.08	26.34	28.02	25.28	23.09	21.57	21.55	25.69	49.36
Business & Conference	1.41	4.30	2.81	3.57	4.92	2.61	5.31	5.09	4.58	4.77	2.51	2.75	3.29	7.47
Sport	0.03	0.03	0.17	0.40	0.40	0.65	0.28	0.21	1.85	0.46	0.56	0.17	0.19	1.45
Other	7.26	3.95	1.24	2.93	3.76	2.83	1.61	1.53	1.94	2.68	2.09	5.04	1.21	2.93
Cruise ships	0.00	0.59	0.00	0.00	0.55	1.54	0.54	0.19	0.00	0.53	0.00	0.46	0.00	0.00
Average expenditure (tala, per person)	3,601	3,697	3,329	3,527	3,706	3,777	4,180	3,405	3,210	3,644	3,696	3,734	4,133	3,622
Tourism Price Index	175.7	180.4	181.7	180.1	181.4	181.6	182.8	186.1	188.0	187.2	185.4	184.1	182.9	182.1
First Number of Months up to	6 months to Dec 23	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 to Aug 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
Total Visitor Arrivals (persons)	97,371	101,305	116,051	124,121	135,726	148,936	162,913	180,654	18,843	36,353	52,144	66,422	77,870	103,798
Over the past year (%)	106.9%	4.0%	3.7%	2.1%	2.2%	2.4%	2.1%	2.8%	-1.0%	0.2%	2.6%	1.4%	-0.8%	2.5%
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%	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	5,779	5,803	6,314	6,692	7,355	7,819	8,535	9,288	1,275	1,931	2,477	3,017	3,479	5,365
Australia	27,217	25,813	30,367	32,303	34,528	38,072	41,347	45,022	5,339	9,344	13,366	16,666	19,680	25,758
Europe	2,347	3,226	3,541	3,891	4,352	4,784	5,180	5,654	547	1,128	1,614	2,163	2,582	3,024
New Zealand	43,844	45,296	52,326	55,482	61,179	67,443	74,131	83,209	7,827	16,801	24,838	32,154	36,922	50,493
USA	7,689	9,050	10,077	10,903	12,068	13,261	14,475	16,479	2,078	3,566	4,775	5,900	7,129	9,518
Other Countries	10,495	12,117	13,426	14,850	16,244	17,557	19,245	21,002	1,777	3,583	5,074	6,522	8,078	9,640
Cruise ships	3,510	14,638	14,638	14,638	17,352	25,268	28,077	29,067	0	2,902	2,902	5,244	5,244	5,244
Arrivals, by purpose (persons)														
Holiday	41,649	42,830	48,919	51,892	56,904	63,411	69,636	77,614	9,058	18,248	26,717	34,357	39,807	49,586
VFR	33,997	35,882	42,647	45,678	49,978	55,024	60,111	67,047	6,344	11,890	17,302	21,824	25,882	38,280
Business & Conference	5,354	9,432	10,095	10,894	12,048	12,636	14,134	15,531	1,603	2,707	3,352	4,144	4,884	6,727
Sport	2,156	1,487	1,532	1,671	1,760	1,938	2,004	2,106	453	618	750	808	881	1,414
Other	14,215	11,674	12,858	13,986	15,036	15,927	17,028	18,356	1,385	2,890	4,023	5,289	6,416	7,791
Cruise ships	3,510	14,638	14,638	14,638	17,352	25,268	28,077	29,067	0	2,902	2,902	5,244	5,244	5,244
Total Visitor Earnings (tala million)	339.34	357.28	406.37	434.84	477.84	527.74	586.16	646.57	60.48	124.29	182.65	235.96	283.27	377.20
Over the past year (%)	115.7%	5.3%	5.1%	3.6%	3.6%	3.9%	3.6%	4.6%	6.3%	8.2%	9.8%	7.5%	3.8%	5.6%
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	13.7	14.7	16.1	16.6	18.5	20.1	23.2	25.5	3.6	5.0	6.1	7.0	8.0	14.3
Australia	110.2	106.8	123.8	132.8	142.6	158.0	171.0	185.3	17.0	34.0	49.8	65.4	82.3	108.0
Europe	2.8	3.8	4.2	4.6	5.3	5.9	6.4	6.8	0.5	1.3	1.9	2.4	3.1	3.9
New Zealand	151.6	159.1	182.3	192.4	212.7	237.0	267.3	295.6	24.9	59.4	89.6	118.1	137.7	182.5
USA	25.4	29.9	32.8	36.3	41.8	44.7	48.6	55.9	7.6	11.8	17.6	20.6	24.5	33.4
Other Countries	35.6	42.9	47.1	52.2	57.0	62.1	69.7	77.4	6.8	12.8	17.7	22.4	27.7	35.0
Cruise ships	0.7	2.8	2.8	2.8	3.4	4.9	5.5	5.7	0.0	0.5	0.5	1.0	1.0	1.0
Earnings, by purpose (tala million)														
Holiday	131.45	136.86	156.36	166.84	184.46	207.19	232.07	257.63	26.83	59.64	91.28	115.08	132.02	164.72
VFR	145.4	155.5	180.8	191.9	208.2	229.3	255.6	283.7	25.3	48.4	69.9	91.5	117.2	166.5
Business & Conference	19.2	33.6	36.4	40.0	44.9	47.5	52.8	57.9	4.6	9.3	11.9	14.6	17.9	25.4
Sport	6.7	5.1	5.3	5.7	6.1	6.7	7.0	7.2	1.9	2.3	2.9	3.0	3.2	4.7
Other	36.6	26.2	27.5	30.4	34.2	37.0	38.6	40.1	1.9	4.6	6.7	11.7	13.0	15.9
Cruise ships	0.7	2.8	2.8	2.8										

VISITOR EARNINGS & REMITTANCES REPORT

December 2025

Table 2. INFLOW OF PRIVATE REMITTANCES
AMOUNTS IN TALA MILLION

Amount in Tala Millions	Dec-23	Dec-24	Jan-25	Feb-25	Mar-25	Apr-25	May-25	Jun-25	Jul-25	Aug-25	Sep-25	Oct-25	Nov-25	Dec-25
By Recipient (Tala Millions)	86.97	93.45	68.05	61.39	67.78	76.18	77.49	74.43	78.66	75.88	77.06	74.51	74.02	97.93
Banknotes	7.55	5.87	6.98	5.29	5.24	5.32	4.08	5.83	4.78	5.48	6.92	5.08	5.26	8.50
Churches, School, Charities	6.78	7.85	2.98	4.06	2.28	5.86	6.51	7.03	5.55	4.03	6.94	4.00	5.96	8.56
Individual/Family/Households	70.95	78.17	56.57	50.58	58.78	63.36	65.28	59.59	67.10	64.91	61.22	63.91	61.06	79.05
In Kind	0.83	0.74	0.84	0.73	0.76	0.85	0.81	0.84	0.68	0.68	1.00	0.80	0.88	0.95
Pensions by residents	0.77	0.82	0.66	0.58	0.70	0.80	0.45	0.64	0.55	0.77	0.80	0.68	0.78	0.82
Others	0.08	0.01	0.02	0.15	0.01	0.00	0.35	0.51	0.01	0.00	0.18	0.04	0.08	0.04
By Country (Tala Millions)	86.97	93.45	68.05	61.39	67.78	76.14	77.49	74.43	78.66	75.88	77.06	74.51	74.02	97.93
USA	12.48	14.19	12.46	11.27	12.99	15.77	16.25	12.56	13.61	11.85	12.05	13.94	14.11	15.33
New Zealand	36.67	33.08	22.71	21.94	23.38	27.11	28.18	26.14	25.79	28.45	27.29	22.36	22.31	31.75
Australia	29.09	36.32	28.39	22.64	25.71	27.32	26.63	26.55	33.16	29.90	32.79	32.99	32.22	42.13
American Samoa	3.55	3.56	2.66	2.82	4.18	4.18	4.79	3.94	3.24	3.66	3.35	3.77	3.36	3.31
Others	5.17	6.30	1.83	2.71	1.51	1.76	1.64	5.24	2.86	2.01	1.57	1.45	2.01	5.41
By Channel (%)														
Banks	23.3%	26.7%	24.7%	25.1%	21.9%	24.6%	23.3%	27.7%	23.6%	23.2%	28.1%	22.4%	23.9%	24.7%
Non Banks (1)	76.7%	73.3%	75.3%	74.9%	78.1%	75.4%	76.7%	72.3%	76.4%	76.8%	71.9%	77.6%	76.1%	75.3%
Traditional	73.8%	70.0%	70.8%	71.0%	73.4%	71.1%	72.7%	68.7%	72.6%	72.9%	68.5%	73.8%	71.9%	74.7%
Electronic (online, mobile wallets, banking cards)	2.9%	3.3%	4.4%	3.9%	4.6%	4.3%	4.0%	3.6%	3.8%	3.9%	3.4%	3.8%	4.1%	0.6%
Total Remittances (Tala Millions)	86.97	93.45	68.05	61.39	67.78	76.18	77.49	74.43	78.66	75.88	77.06	74.51	74.02	97.93
First Number of Months up to	6 months to Dec 23	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 to Aug 25	2 months to Sep 25	3 months to Oct 25	4 months to Nov 25	5 months to Dec 25	6 months to Dec 25
Total Remittances (Tala Millions)	451.88	477.46	545.51	606.89	674.67	750.86	828.34	902.77	78.66	154.54	231.59	306.11	380.13	478.06
Percentage Change (over same period last year)	-1.0%	5.7%	5.1%	4.5%	3.3%	3.1%	2.3%	2.9%	-3.4%	-10.5%	-3.6%	-1.4%	-1.0%	0.1%
3 year average (%)	17.1%	12.1%	12.8%	12.9%	12.7%	13.3%	13.5%	13.2%	18.2%	17.1%	14.6%	10.4%	8.8%	8.2%
5 year average (%)	14.3%	10.7%	10.7%	10.6%	10.0%	10.3%	10.4%	10.4%	11.0%	12.3%	12.4%	11.8%	11.3%	11.2%
By Recipient (Tala Millions)														
Hand Carried Cash	38.22	30.85	37.82	43.12	48.36	53.68	57.76	63.59	4.78	10.26	17.17	22.26	27.52	36.02
Churches, School, Charities	31.24	38.53	41.50	45.56	47.85	53.71	60.22	67.25	5.55	9.59	16.52	20.53	26.49	35.05
Individual/Family/Households	370.07	391.43	448.00	498.58	557.35	620.71	685.99	745.58	67.10	132.01	193.23	257.14	318.19	397.24
In Kind	4.91	5.05	5.89	6.62	7.38	8.23	9.04	9.88	0.68	1.36	2.37	3.17	4.05	5.00
Pensions by residents	4.26	4.13	4.79	5.37	6.07	6.86	7.31	7.95	0.55	1.32	2.12	2.80	3.58	4.40
Others	3.17	7.48	7.50	7.65	7.66	7.67	8.02	8.53	0.01	0.01	0.19	0.23	0.30	0.35
By Country (Tala Millions)														
USA	80.68	79.72	92.18	103.45	116.43	132.20	148.46	161.02	13.61	25.47	37.52	51.46	65.57	80.90
New Zealand	167.92	164.36	187.07	209.01	232.40	259.51	287.68	313.82	25.79	54.24	81.54	103.90	126.21	157.96
Australia	164.02	188.51	216.89	239.54	265.25	292.57	319.20	345.76	33.16	63.06	95.84	128.83	161.05	203.18
American Samoa	22.17	22.44	25.09	27.92	32.10	36.29	41.07	45.01	3.24	6.90	10.25	14.02	17.38	20.70
Others	17.10	22.44	24.27	26.98	28.49	30.29	31.93	37.17	2.86	4.87	6.45	7.90	9.91	15.32

(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.

Table 3. AVERAGE COST OF SENDING \$200 PER CURRENCY OF SOURCE COUNTRY TO SAMOA

Average Cost of Sending (in %)	Dec-23	Dec-24	Jan-25	Feb-25	Mar-25	Apr-25	May-25	Jun-25	Jul-25	Aug-25	Sep-25	Oct-25	Nov-25	Dec-25
New Zealand (NZD \$200)	7.46	7.45	7.69	7.00	7.69	7.52	6.90	8.62	6.83	7.55	7.28	5.52	5.90	6.83
Australia (AUD \$200)	7.36	6.90	7.14	6.71	6.52	6.19	6.33	7.81	6.24	6.38	6.14	5.71	6.29	6.71
Average Cost of Remittances to Samoa	7.41	7.18	7.42	6.86	7.11	6.85	6.61	8.22	6.53	6.97	6.71	5.62	6.09	6.77

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