

## VISITOR EARNINGS & REMITTANCES REPORT

### FEBRUARY 2025

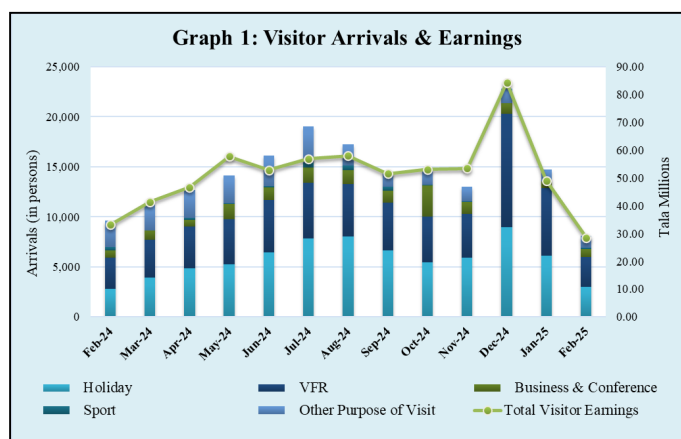
*This report is a monthly release of the latest available indicators on the tourism sector and private remittances, with information sourced from the Central Bank, Samoa Bureau of Statistics and the Ministry of Customs and Revenue.*

Report No.8: 2024/25

February 2025

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

Total number of visitor arrivals contracted further by **45.3 percent (or 6,676 visitors)** reaching a **total of 8,070 visitors** compared to the previous month. It was also 16.2 percent (or 1,560 visitors) lower when compared to the same month of last year. (See Graph 1).



The decrease in visitor arrivals compared to the previous month was primarily driven by significant declines in visitor arrivals from New Zealand (down 3,874 visitors), Australia (down 2,618 visitors), the United States (down 201 visitors) and American Samoa (down 133 visitors). However, these reductions were partially offset by an increase in arrivals from 'Other countries' and Europe. Regarding the purpose of visit, reductions were recorded across multiple categories, with 'Visiting friends and family' decreasing by 3,734 visitors, 'Holiday' by 3,116 visitors and 'Other purposes of visit' by 56 visitors.

Total visitor arrivals in the first eight months of FY2024/25 increased by 2.1 percent to a total of 124,121 visitors, when compared to the same period in FY2023/24.

Consequently, **total visitor receipts** declined further by **42.0 percent (or \$20.6 million)** to a total of **\$28.5 million** and was 14.1 percent (or \$4.7 million) lower than in February 2024.

This was primarily due to reductions in earnings from New Zealand, Australia and American Samoa by \$13.0 million, \$8.1 million and \$0.9 million respectively. Additionally, proceeds from visitors travelling for the purpose of 'Visiting friends and families' fell by \$14.3 million.

Nevertheless, total visitor earnings for the **first eight months of FY2024/25** grew by **3.6 percent (or \$15.1 million)** to **\$434.84 million**, over the first eight months of FY2023/24.

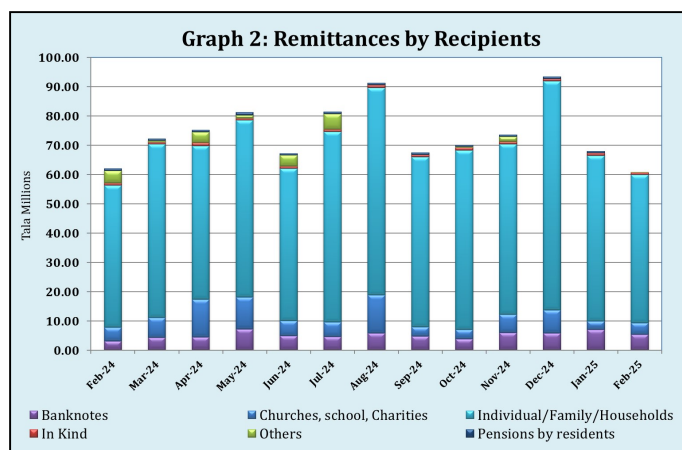
#### Remittances

Total remittances fell further by **9.8 percent (\$6.7 million)** in February 2025 to a total of **\$61.4 million** when compared to the previous month. This decrease was primarily driven by a drop in transfers for 'Families and households'. Additionally, remittances was 1.1 percent (\$0.7 million) lower than in February 2024. (See Graph 2.)

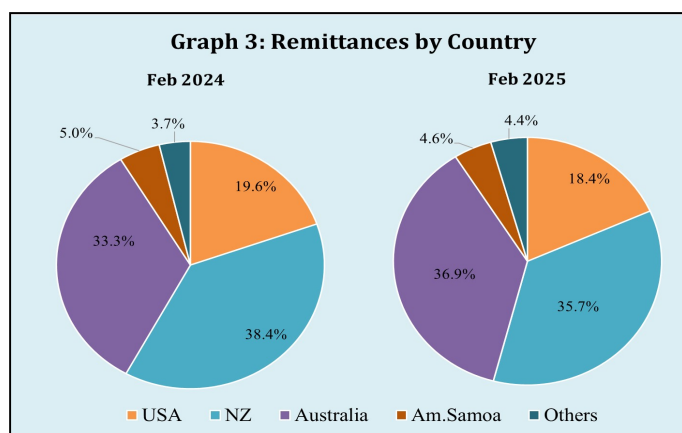
<sup>1</sup> Samoa re-opened its border to international travelers on 1<sup>st</sup> August 2022. Cruise ship tourists are not counted as tourist as they are only in Samoa for a day but their spending are included as part of tourism earnings.

# VISITOR EARNINGS & REMITTANCES REPORT

February 2025

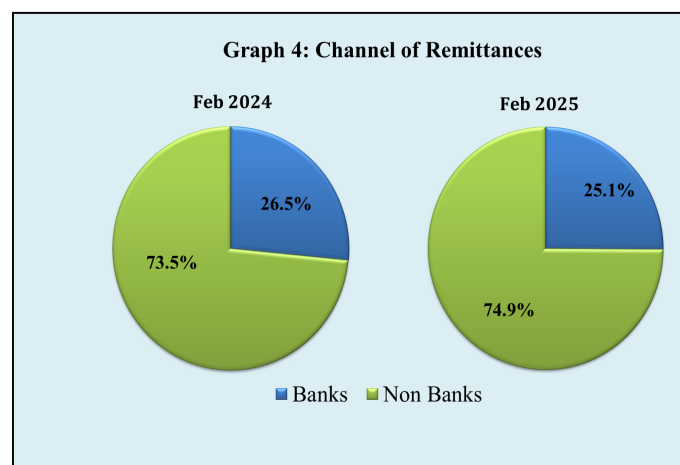


The decline from the previous month was primarily driven by reduction in funds received from Australia (down by \$5.7 million), USA (by \$1.2 million) and New Zealand (by \$0.8 million). In terms of recipients, lower transfers were recorded for families and households (down by \$6.0 million), hand-carried cash (by \$1.7 million) and In-kind by \$0.1 million. (See Graph 3)



Despite the monthly decline, total remittance inflows in the **first eight months of FY2024/25** increased by **4.5 percent (or \$25.9 million)** to a total of **\$606.9 million** when compared to the same period last year. This growth was primarily driven by higher funds from Australia (by \$30.8 million), 'Other countries' (by \$3.2 million) and USA (by \$0.9 million). Partially contributing to this growth was a depreciation of the Samoan Tala against both the US dollar and Australian dollar by 0.7 percent and a 0.5 percent respectively. By purpose, transfers to 'Family and households' rose by \$26.2 million, 'NPISH' by \$3.5 million and 'Others' by \$0.2 million.

Regarding remittance channels, the proportion of funds transferred through Money Transfer Operators (MTOs) declined to 74.9 percent of total inflows, down from 75.3 percent in January 2025, though still higher than the 73.5 percent recorded in January of the previous year. Conversely, funds received via commercial banks increased to 25.1 percent, up from 24.7 percent in the previous month, but remained lower than the 26.5 percent recorded in the same month last year. (See Graph 4)



According to the data obtained from *Send Money Pacific*<sup>2</sup>, the average monthly cost of remitting NZD\$200.00 to Samoa fell to 7.00 percent in February 2025, down from 7.39 percent in February 2024. In contrast, the average cost of sending AUD\$200.00 to Samoa rose to 6.71 percent, compared to 6.58 percent in the same month of the previous year.

**CENTRAL BANK OF SAMOA**  
**4<sup>th</sup> April 2025**

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

# VISITOR EARNINGS & REMITTANCES REPORT

February 2025

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

	Feb-23	Feb-24	Mar-24	Apr-24	May-24	Jun-24	Jul-24	Aug-24	Sep-24	Oct-24	Nov-24	Dec-24	Jan-25	Feb-25
<b>Total arrivals (persons)</b>	<b>7,687</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>14,536</b>	<b>14,658</b>	<b>12,996</b>	<b>22,828</b>	<b>14,746</b>	<b>8,070</b>
<b>Arrivals, by market (persons)</b>														
American Samoa	661	649	719	868	896	1,220	1,370	1,273	677	552	707	1,224	511	378
Australia	1,786	2,198	2,801	3,214	4,171	4,130	4,554	3,998	3,838	3,245	3,457	6,721	4,554	1,936
Europe	265	345	463	358	370	395	691	641	445	819	375	255	315	350
New Zealand	3,094	3,920	4,463	5,303	5,916	7,048	8,743	7,068	6,828	6,101	5,517	11,039	7,030	3,156
USA	707	877	1,064	1,062	1,070	1,820	2,014	2,395	1,086	860	1,020	1,675	1,027	826
Other Countries	1,174	1,641	1,732	1,839	1,683	1,530	1,667	1,873	1,662	3,081	1,920	1,914	1,309	1,424
<b>Arrivals, by purpose (persons)</b>														
Holiday	2,324	2,778	3,897	4,863	5,252	6,442	7,865	8,026	6,612	5,460	5,908	8,959	6,089	2,973
VFR	3,012	3,124	3,776	4,150	4,505	5,232	5,523	5,274	4,790	4,593	4,371	11,331	6,765	3,031
Business & Conference	486	765	938	696	1,559	1,281	1,567	1,348	1,178	3,069	1,209	1,061	663	799
Sport	88	277	44	160	64	121	469	450	445	64	47	12	45	139
Other	1,777	2,686	2,587	2,775	2,726	3,067	3,615	2,150	1,511	1,472	1,461	1,465	1,184	1,128
<b>Total earnings (tala million)</b>	<b>24.65</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>58.02</b>	<b>51.5</b>	<b>53.1</b>	<b>53.4</b>	<b>84.4</b>	<b>49.1</b>	<b>28.5</b>
<b>Earnings, by market (tala million)</b>														
American Samoa	0.88	0.80	1.84	2.90	3.69	3.36	3.80	2.93	1.42	0.90	1.70	3.97	1.38	0.53
Australia	7.53	10.04	12.13	13.64	16.34	15.53	13.64	16.08	14.52	15.03	19.04	28.48	17.04	8.96
Europe	0.24	0.36	0.74	0.48	0.42	0.37	0.57	0.86	0.49	0.85	0.59	0.47	0.39	0.36
New Zealand	9.23	12.42	15.58	20.03	26.50	21.22	26.10	25.82	24.74	23.32	22.27	36.86	23.15	10.15
USA	2.86	3.61	4.98	2.46	3.51	6.27	6.87	6.26	5.05	2.28	3.29	6.15	2.94	3.45
Other Countries	3.91	5.92	6.08	7.16	7.33	6.06	5.92	6.08	5.26	10.73	6.51	8.46	4.19	5.02
<b>Earnings, by purpose (tala million)</b>														
Holiday	7.13	9.40	12.28	15.58	21.78	21.29	22.62	26.57	23.68	15.70	18.27	30.02	19.50	10.47
VFR	10.02	10.93	12.83	15.98	23.77	21.96	21.42	20.63	18.51	20.98	27.83	46.09	25.38	11.09
Business & Conference	1.90	3.31	3.64	2.88	5.75	4.75	4.33	5.39	4.38	9.89	5.32	4.30	2.81	3.57
Sport	0.22	0.75	0.18	0.54	0.28	0.26	1.83	1.15	1.81	0.17	0.12	0.03	0.17	0.40
Other	5.37	8.75	12.41	11.70	6.20	4.54	6.70	4.27	3.11	6.35	1.86	3.95	1.24	2.93
<b>Average expenditure (tala,per person)</b>	<b>3,206</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>3,364</b>	<b>3,542</b>	<b>3,622</b>	<b>4,109</b>	<b>3,697</b>	<b>3,329</b>	<b>3,527</b>
<b>Tourism Price Index</b>	<b>164.6</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>177.1</b>	<b>178.9</b>	<b>180.5</b>	<b>179.7</b>	<b>180.4</b>	<b>181.7</b>	<b>180.1</b>
<b>First Number of Months up to</b>	<b>8 months to Feb 23</b>	<b>8 months to Feb 24</b>	<b>9 months to Mar 24</b>	<b>10 months to April 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>3 months to Sep 24</b>	<b>4 months to Oct 24</b>	<b>5 months to Nov 24</b>	<b>6 months to Dec 24</b>	<b>7 months to Jan 25</b>	<b>8 months to Feb 25</b>
<b>Total Visitor Arrivals (persons)</b>	<b>67,067</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>	<b>50,823</b>	<b>65,481</b>	<b>78,477</b>	<b>101,305</b>	<b>116,051</b>	<b>124,121</b>
Over the past year (%)	0.0%	81.2%	72.0%	59.9%	49.6%	40.9%	10.2%	7.5%	4.5%	5.6%	4.8%	4.0%	3.7%	2.1%
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>Arrivals, by market (persons)</b>														
American Samoa	5,525	7,311	8,030	8,898	9,794	11,014	1,370	2,643	3,320	3,872	4,579	5,803	6,314	6,692
Australia	16,820	33,647	36,448	39,662	43,833	47,963	4,554	8,552	12,390	15,635	19,092	25,813	30,367	32,303
Europe	1,204	2,989	3,452	3,810	4,180	4,575	691	1,332	1,777	2,596	2,971	3,226	3,541	3,891
New Zealand	31,050	54,325	58,788	64,091	70,007	77,055	8,743	15,811	22,639	28,740	34,257	45,296	52,326	55,482
USA	5,169	9,568	10,632	11,694	12,764	14,584	2,014	4,409	5,495	6,355	7,375	9,050	10,077	10,903
Other Countries	7,299	13,681	15,413	17,252	18,935	20,465	1,667	3,540	5,202	8,283	10,203	12,117	13,426	14,850
<b>Arrivals, by purpose (persons)</b>														
Holiday	20,925	49,599	53,496	58,359	63,611	70,053	7,865	15,891	22,503	27,963	33,871	42,830	48,919	51,892
VFR	29,465	43,168	46,944	51,094	55,599	60,831	5,523	10,797	15,587	20,180	24,551	35,882	42,647	45,678
Business & Conference	4,218	6,686	7,624	8,320	9,879	11,160	1,567	2,915	4,093	7,162	8,371	9,432	10,095	10,894
Sport	282	2,454	2,498	2,658	2,722	2,843	469	919	1,364	1,428	1,475	1,487	1,532	1,671
Other	12,177	19,614	22,201	24,976	27,702	30,769	3,615	5,765	7,276	8,748	10,209	11,674	12,858	13,986
<b>Total Visitor Earnings (tala million)</b>	<b>218.83</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>114.91</b>	<b>166.40</b>	<b>219.49</b>	<b>272.89</b>	<b>357.28</b>	<b>406.37</b>	<b>434.84</b>
Over the past year (%)	0.0%	91.8%	82.0%	68.1%	55.6%	46.9%	8.7%	6.6%	4.4%	6.0%	5.7%	5.3%	5.1%	3.6%
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%
<b>Earnings, by market (tala million)</b>														
American Samoa	12.5	16.8	18.7	21.6	25.3	28.6	3.8	6.7	8.2	9.0	10.7	14.7	16.1	16.6
Australia	64.8	135.7	147.8	161.5	177.8	193.3	13.6	29.7	44.2	59.3	78.3	106.8	123.8	132.8
Europe	1.4	3.6	4.3	4.8	5.2	5.6	0.6	1.4	1.9	2.8	3.4	3.8	4.2	4.6
New Zealand	99.9	185.1	200.6	220.7	247.2	268.4	26.1	51.9	76.7	100.0	122.2	159.1	182.3	192.4
USA	17.0	31.9	36.9	39.3	42.8	49.1	6.9	13.1	18.2	20.5	23.7	29.9	32.8	36.3
Other Countries	23.4	46.7	52.8	59.9	67.2	73.3	5.9	12.0	17.3	28.0	34.5	42.9	47.1	52.2
<b>Earnings, by purpose (tala million)</b>														
Holiday	59.7	158.04	170.32	185.90	207.68	228.97	22.62	49.19	72.87	88.57	106.84	136.86	156.36	166.84
VFR	114.2	179.5	192.3	208.3	232.0	254.0	21.4	42.0	60.6	81.5	109.4	155.5	180.8	191.9
Business & Conference	14.5	24.9	28.6	31.5	37.2	42.0	4.3	9.7	14.1	24.0	29.3	33.6	36.4	40.0
Sport	0.8	7.5	7.7	8.3	8.5	8.8	1.8	3.0	4.8	5.0	5.1	5.1	5.3	5.7
Other	29.5	49.7	62.1	73.8	80.0	84.6	6.7	11.0	14.1	20.4	22.3	26.2	27.5	30.4

(1) Including July 2022 which was a month inclusive of the lockdown period.

# VISITOR EARNINGS & REMITTANCES REPORT

February 2025

Table 2.

## INFLOW OF PRIVATE REMITTANCES

### AMOUNTS IN TALA MILLION

Amount in Tala Millions	Feb-23	Feb-24	Mar-24	Apr-24	May-24	Jun-24	Jul-24	Aug-24	Sep-24	Oct-24	Nov-24	Dec-24	Jan-25	Feb-25
<b>By Recipient (Tala Millions)</b>	<b>56.55</b>	<b>62.05</b>	<b>72.28</b>	<b>75.24</b>	<b>81.30</b>	<b>67.19</b>	<b>81.46</b>	<b>91.29</b>	<b>67.57</b>	<b>70.07</b>	<b>73.62</b>	<b>93.45</b>	<b>68.05</b>	<b>61.39</b>
Banknotes	5.64	3.16	4.38	4.46	7.26	4.92	4.62	5.84	4.77	3.81	5.94	5.87	6.98	5.29
Churches, school, Charities	2.12	4.60	6.72	12.86	10.88	5.12	4.92	13.00	3.24	3.24	6.29	7.85	2.98	4.06
Individual/Family/Households	47.56	48.54	59.33	52.45	60.40	51.98	65.07	70.86	57.98	61.16	58.19	78.17	56.57	50.58
In Kind	0.55	0.74	0.63	1.15	0.68	0.83	0.83	0.95	0.72	0.99	0.82	0.74	0.84	0.73
Pensions by residents	0.65	0.78	0.73	0.67	1.04	0.60	0.71	0.64	0.77	0.51	0.68	0.82	0.66	0.58
Others	0.03	4.23	0.48	3.65	1.05	3.73	5.31	0.00	0.09	0.36	1.71	0.01	0.02	0.15
<b>By Country (Tala Millions)</b>	<b>56.55</b>	<b>62.05</b>	<b>72.28</b>	<b>75.24</b>	<b>81.30</b>	<b>67.19</b>	<b>81.46</b>	<b>91.29</b>	<b>67.57</b>	<b>70.07</b>	<b>73.62</b>	<b>93.45</b>	<b>68.05</b>	<b>61.39</b>
USA	10.44	12.17	12.19	12.59	15.22	11.63	14.61	15.65	10.86	12.14	12.27	14.19	12.46	11.27
New Zealand	21.53	23.80	28.69	28.18	33.22	26.10	27.43	28.49	24.34	23.59	27.44	33.08	22.71	21.94
Australia	20.81	20.67	22.74	21.26	24.14	22.40	34.11	36.12	27.70	28.49	25.77	36.32	28.39	22.64
American Samoa	3.26	3.08	4.58	4.10	5.07	3.35	3.47	3.96	3.21	4.11	4.12	3.56	2.66	2.82
Others	0.51	2.33	4.08	9.11	3.66	3.72	1.85	7.07	1.46	1.74	4.03	6.30	1.83	2.71
<b>By Channel (%)</b>														
Banks	13.5%	26.5%	27.4%	31.4%	30.3%	27.5%	25.3%	29.4%	19.3%	19.8%	28.5%	26.7%	24.7%	25.1%
Non Banks (1)	86.5%	73.5%	72.6%	68.6%	69.7%	72.5%	74.7%	70.6%	80.7%	80.2%	71.5%	73.3%	75.3%	74.9%
<b>Total Remittances (Tala Millions)</b>	<b>56.55</b>	<b>62.05</b>	<b>72.28</b>	<b>75.24</b>	<b>81.30</b>	<b>67.19</b>	<b>81.46</b>	<b>91.29</b>	<b>67.57</b>	<b>70.07</b>	<b>73.62</b>	<b>93.45</b>	<b>68.05</b>	<b>61.39</b>
First Number of Months up to	8 months to Feb 23	8 months to Feb 24	9 months to Mar 24	10 months to Apr 24	11 months to May 24	12 months to June 24	1st month to Aug 24	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
<b>Total Remittances (Tala Millions)</b>	<b>567.88</b>	<b>580.96</b>	<b>653.24</b>	<b>728.47</b>	<b>809.77</b>	<b>876.96</b>	<b>81.46</b>	<b>172.75</b>	<b>240.31</b>	<b>310.39</b>	<b>384.01</b>	<b>477.46</b>	<b>545.51</b>	<b>606.89</b>
Percentage Change (over same period last year)	18.6%	2.3%	3.3%	6.7%	6.8%	5.4%	9.7%	11.8%	8.3%	7.7%	5.2%	5.7%	5.1%	4.5%
3 year average (%)	10.7%	15.1%	14.7%	14.4%	13.8%	13.7%	12.9%	13.0%	12.3%	10.1%	11.4%	12.1%	12.8%	12.9%
5 year average (%)	12.2%	12.8%	12.3%	11.5%	11.2%	11.4%	15.4%	12.6%	12.7%	11.9%	12.0%	10.7%	10.7%	10.6%
<b>By Recipient (Tala Millions)</b>														
Hand Carried Cash	40.13	46.50	50.88	55.34	62.60	67.52	4.62	10.46	15.23	19.04	24.98	30.85	37.82	43.12
Churches, school, Charities	18.98	42.10	48.83	61.69	72.56	77.69	4.92	17.91	21.15	24.39	30.68	38.53	41.50	45.56
Individual/Family/Households	495.02	472.41	531.74	584.19	644.59	696.57	65.07	135.93	193.91	255.07	313.26	391.43	448.00	498.58
In Kind	6.51	6.44	7.07	8.22	8.90	9.73	0.83	1.78	2.50	3.49	4.31	5.05	5.89	6.62
Pensions by residents	5.72	5.76	6.49	7.15	8.19	8.79	0.71	1.35	2.12	2.63	3.32	4.13	4.79	5.37
Others	1.51	7.75	8.23	11.88	12.94	16.67	5.31	5.32	5.40	5.76	7.47	7.48	7.50	7.65
<b>By Country (Tala Millions)</b>														
USA	80.94	102.55	114.74	127.33	142.56	154.18	14.61	30.26	41.11	53.26	65.52	79.72	92.18	103.45
New Zealand	226.36	217.96	246.66	274.83	308.05	334.15	27.43	55.92	80.25	103.84	131.28	164.36	187.07	209.01
Australia	211.37	208.70	231.44	252.70	276.84	299.23	34.11	70.23	97.93	126.42	152.19	188.51	216.89	239.54
American Samoa	34.52	28.00	32.58	36.68	41.75	45.10	3.47	7.43	10.64	14.75	18.87	22.44	25.09	27.92
Others	14.70	23.74	27.82	36.93	40.58	44.30	1.85	8.91	10.38	12.11	16.14	22.44	24.27	26.98

(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 %)	Feb-23	Feb-24	Mar-24	Apr-24	May-24	Jun-24	Jul-24	Aug-24	Sep-24	Oct-24	Nov-24	Dec-24	Jan-25	Feb-25
New Zealand (NZD \$200)	7.35	7.39	8.34	8.53	8.14	7.87	8.95	8.91	8.01	7.55	7.41	7.45	7.69	7.00
Australia (AUD \$200)	6.78	6.58	6.89	7.48	7.29	7.51	8.05	8.90	8.81	8.29	6.67	6.90	7.14	6.71
Average Cost of Remittances to Samoa	7.06	6.98	7.62	8.00	7.71	7.69	8.50	8.91	8.41	7.92	7.04	7.18	7.42	6.86

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

# VISITOR EARNINGS & REMITTANCES REPORT

## FEBRUARY 2025

This report is a monthly release of the latest available indicators on the tourism sector and remittances, with information sourced from the Central Bank, Samoa Bureau of Statistics and the Ministry of Customs and Revenue.

Report No.8: 2024/25

February 2025

### 1. VISITOR ARRIVALS<sup>1</sup> - 8,070 VISITORS

- Visitor arrivals declined by 45.3% (or 6,070 visitors) from January 2025 and 16.2% lower compared to February 2024. (See Graph 1)

#### By Country (Feb25 vs Jan25):

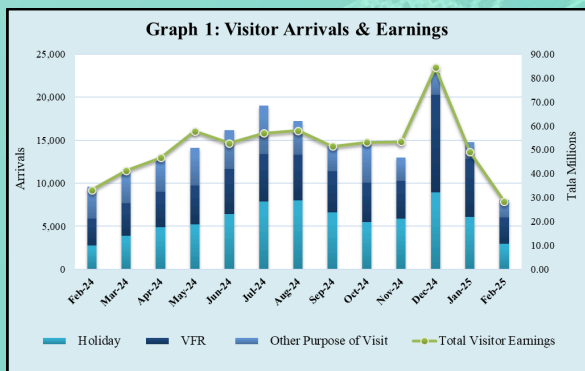
- Australia: down 57.5%
- New Zealand: down 55.1%
- American Samoa: down 26.0%
- USA: down 19.6%

#### By Purpose of Travel:

- Visiting friends and families: down 55.2%
- Holiday: down 51%
- Other purposes: down 4.7%

#### First Eight Months of FY2024/2025:

- Total visitor arrivals increased by 2.1% (or 2,600 visitors).
- Reached 124,121 visitors compared to the same period in FY2023/24.



### 2. VISITOR EARNINGS - \$28.5 MILLION

- Total visitor receipts fell by 42.0% (or \$20.6 million) over January 2025 and 14.1% lower than in February 2024.

#### By Country (Feb25 vs Jan25):

- New Zealand: down \$13.0 million
- Australia: down \$8.1 million
- American Samoa: down \$0.9 million

#### First Eight Months of FY2024/2025:

- Total visitor earnings increased by 3.6% (or \$15.1 million).
- Reached \$434.84 million compared to FY2023/24. (See Graph 1)

### 3. REMITTANCES - \$61.4 MILLION

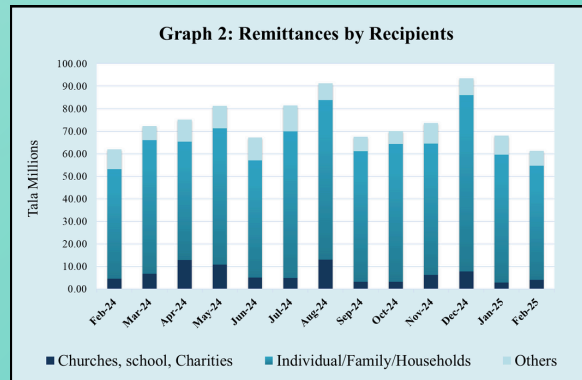
- Total remittances contracted by 9.8% (or \$6.7 million) over the previous month and was 1.1% (or \$0.7 million) lower than February 2024. (See Graph 2)

#### By Country (Feb25 vs Jan25):

- Australia: down \$5.7 million
- USA: down \$1.2 million
- New Zealand: down \$0.8 million

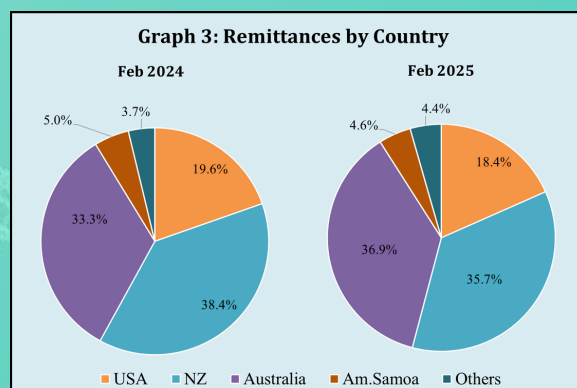
#### By Recipients:

- Family & Households: down \$6.0 million
- Hand-carried: down \$1.7 million



#### First Eight Months of FY2024/2025:

- Total remittances rose by 4.5% (or \$25.9 million).
- Reaching \$606.9 million compared to FY2023/24
- partially driven by a depreciation of the Samoan Tala against the:
  - US Dollar: by 0.7%
  - Australian Dollar: by 0.5%



### 4. CHANNEL OF REMITTANCES

#### Commercial Banks

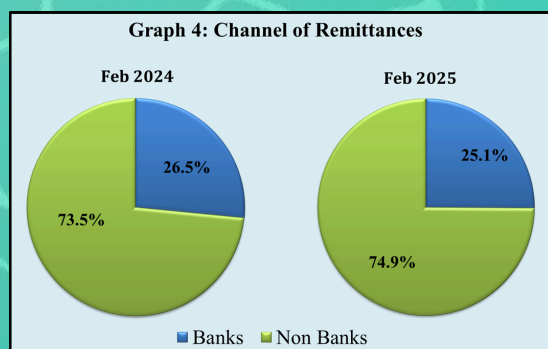
- 25.1% (up from 24.7% in February 2024).

#### Money Transfer Operators

- 75.3% (up from 72.0% in February 2024). (See Graph 4)

#### Cost of Remittances<sup>2</sup>

- NZD \$200 transfer: 7.00% (down from 7.39% in February 2024).
- AUD \$200 transfer: 6.71% (up from 6.58% in February 2024).



<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.

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