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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 Arrivals¹

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.

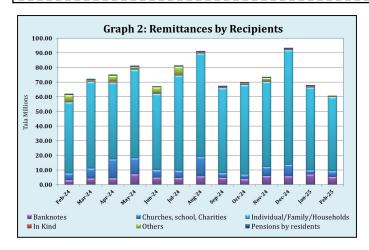
Nevertheless, total visitor earnings for the **first eight** months of FY2024/25 grew by 3.6 percent (or \$15.1 million) to \$434.84 million, over the first eight months of FY2023/24.

Remittances

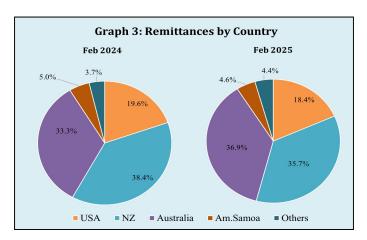
Total remittances fell further by **9.8 percent** (\$6.7 million) in February 2025 to a total of \$61.4 million when compared to the previous month. This decrease was primarily driven by a drop in transfers for 'Families and households'. Additionally, remittances was 1.1 percent (\$0.7 million) lower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

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 a day but their spending are included as part of tourism earnings.

VISITOR EARNINGS & REMITTANCES REPORT

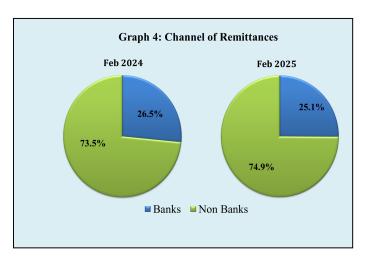


The decline from the previous month was primarily driven by reduction in funds received from Australia (down by \$5.7 million), USA (by \$1.2 million) and New Zealand (by \$0.8 million). In terms of recipients, lower transfers were recorded for families and households (down by \$6.0 million), hand-carried 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*², 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 4th April 2025

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² https://sendmoneypacific.org

VISITOR EARNINGS & REMITTANCES REPORT

Table 1.

TOURISM EARNINGS, AVERAGE EXPENDITURE AND TOURISM PRICE INDEX

Europe New Zealand 1,204 2,989 3,452 58,788 64,091 70,007 77,055 8,743 15,811 22,639 28,740 34,257 45,296 52,326 55,482 55,888 64,091 70,007 77,055 8,743 15,811 22,639 28,740 34,257 45,296 52,326 55,482 55,482 10,632 11,641 17,642 14,584 2,014 4,409 5,495 5,495 5,635 5,7375 9,050 10,077 10,903 10,903 10,903 12,117 13,426 14,850 14,850 14,850 15,413 17,252 18,935 20,465 1,667 3,540 5,202 8,283 10,203 12,117 13,426 14,850 14,850 14,850 14,850 14,850 14,850 14,850 14,850 15,891 22,503 27,963 33,871 42,830 48,919 51,892 17,893 10,99		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
Maries M	Total arrivals (persons)	7.687	9.630	11.242	12.644	14.106	16.143	19.039	17.248	14.536	14.658	12.996	22.828	14.746	8.070
Menteria Samos	** **	7,007	3,030	11,242	12,044	14,100	10,143	15,035	17,240	14,550	14,030	12,550	22,020	14,740	0,070
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Inclinding															
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STA															
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Europe 9.23 12.42 15.58 20.33 26.59 0.42 0.37 0.59 0.58 0.59 0.67 0.39 0.35															
See															
USA 1968 3.61 4.98 2.46 3.51 6.77 6.87 6															
Chemic Countries															
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Seminary S		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
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 Conference 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 Average expenditure (tals,per person) 16.46 17.73 17.77 17.79 180.3 17.75 180.3 17.95 17.88 17.10 1.10															
Sport															
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Tourism Price Index 164.6 177.3 177.7 177.9 180.3 179.5 176.8 177.1 178.9 180.5 179.7 180.4 181.7 180.1															
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First Number of Months up to to feb 23 to feb 24	Tourism Price Index	1													
Total Visitor Arrivals (persons) Over the past year (%) Over the past year werage Over the past year (%) Over the past year (%) Over the past year (%) Over the past year werage Over the pas	First Number of Months up to														
Over the past year (%)	Total Visitor Arrivals (persons)														
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Past 5 year average															
Arrivals, by market (persons) American Samoa American Samoa Asserting 16,820 Asserting 18,030 Ass							0.070								
American Samoa	_					0.0%	0.0%	0.0%			0.0%	0.0%			
Australia 16,820 33,647 36,448 39,662 43,833 47,963 4,555 691 1,332 1,777 2,596 2,971 3,226 3,541 3,891 4,806 4,575 691 1,332 1,777 2,596 2,971 3,226 3,541 3,891 4,806 3,100 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 5,482 5,667 3,540 5,202 8,283 10,203 12,117 13,426 14,850 4,850	Past 5 year average					0.0%	0.0%	0.0%			0.0%	0.0%			
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	Past 5 year average Arrivals, by market (persons)	0.0%	0.0%	0.0%	0.0%				0.0%	0.0%			0.0%	0.0%	0.0%
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 Other Countries 7,299 3,681 16,632 11,694 12,764 14,584 2,014 4,409 5,495 6,355 7,375 9,050 10,077 10,903 7,007 7,0	Past 5 year average Arrivals, by market (persons) American Samoa	0.0% 5,525	0.0% 7,311	0.0% 8,030	0.0% 8,898	9,794	11,014	1,370	0.0% 2,643	0.0% 3,320	3,872	4,579	0.0% 5,803	0.0% 6,314	0.0% 6,692
Other Countries	Past 5 year average Arrivals, by market (persons) American Samoa Australia	0.0% 5,525 16,820	7,311 33,647	0.0% 8,030 36,448	0.0% 8,898 39,662	9,794 43,833	11,014 47,963	1,370 4,554	0.0% 2,643 8,552	0.0% 3,320 12,390	3,872 15,635	4,579 19,092	0.0% 5,803 25,813	0.0% 6,314 30,367	0.0% 6,692 32,303
Arrivals, by purpose (persons) 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 7,678 7,67	Past 5 year average Arrivals, by market (persons) American Samoa Australia Europe	0.0% 5,525 16,820 1,204	0.0% 7,311 33,647 2,989	0.0% 8,030 36,448 3,452	0.0% 8,898 39,662 3,810	9,794 43,833 4,180	11,014 47,963 4,575	1,370 4,554 691	0.0% 2,643 8,552 1,332	0.0% 3,320 12,390 1,777	3,872 15,635 2,596	4,579 19,092 2,971	0.0% 5,803 25,813 3,226	0.0% 6,314 30,367 3,541	0.0% 6,692 32,303
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 40,933 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 7,776 8,748 10,209 11,674 12,858 13,986 Total Visitor Earnings (tala million) 218.83 419.72 461.06 507.73 565.52 618.33 56.90 114.91 166.40 219.49 272.89 357.28 406.37 434.84 Over the past year (%) Past 3 year average 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0	Past 5 year average Arrivals, by market (persons) American Samoa Australia Europe New Zealand	0.0% 5,525 16,820 1,204 31,050	0.0% 7,311 33,647 2,989 54,325	0.0% 8,030 36,448 3,452 58,788	0.0% 8,898 39,662 3,810 64,091	9,794 43,833 4,180 70,007	11,014 47,963 4,575 77,055	1,370 4,554 691 8,743	0.0% 2,643 8,552 1,332 15,811	0.0% 3,320 12,390 1,777 22,639	3,872 15,635 2,596 28,740	4,579 19,092 2,971 34,257	0.0% 5,803 25,813 3,226 45,296	0.0% 6,314 30,367 3,541 52,326	0.0% 6,692 32,303 3,891
VFR Business & Conference	Past 5 year average Arrivals, by market (persons) American Samoa Australia Europe New Zealand USA	0.0% 5,525 16,820 1,204 31,050 5,169	7,311 33,647 2,989 54,325 9,568	0.0% 8,030 36,448 3,452 58,788 10,632	0.0% 8,898 39,662 3,810 64,091 11,694	9,794 43,833 4,180 70,007 12,764	11,014 47,963 4,575 77,055 14,584	1,370 4,554 691 8,743 2,014	0.0% 2,643 8,552 1,332 15,811 4,409	0.0% 3,320 12,390 1,777 22,639 5,495	3,872 15,635 2,596 28,740 6,355	4,579 19,092 2,971 34,257 7,375	0.0% 5,803 25,813 3,226 45,296 9,050	0.0% 6,314 30,367 3,541 52,326 10,077	0.0% 6,692 32,303 3,891 55,482
Business & Conference	Past 5 year average Arrivals, by market (persons) American Samoa Australia Europe New Zealand USA Other Countries	0.0% 5,525 16,820 1,204 31,050 5,169	7,311 33,647 2,989 54,325 9,568	0.0% 8,030 36,448 3,452 58,788 10,632	0.0% 8,898 39,662 3,810 64,091 11,694	9,794 43,833 4,180 70,007 12,764	11,014 47,963 4,575 77,055 14,584	1,370 4,554 691 8,743 2,014	0.0% 2,643 8,552 1,332 15,811 4,409	0.0% 3,320 12,390 1,777 22,639 5,495	3,872 15,635 2,596 28,740 6,355	4,579 19,092 2,971 34,257 7,375	0.0% 5,803 25,813 3,226 45,296 9,050	0.0% 6,314 30,367 3,541 52,326 10,077	0.0% 6,692 32,303 3,891 55,482 10,903
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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 Total Visitor Earnings (tala million) 218.83 419.72 461.06 507.73 565.52 618.33 56.90 114.91 166.40 219.49 272.89 357.28 406.37 434.84 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	Past 5 year average Arrivals, by market (persons) American Samoa Australia Europe New Zealand USA Other Countries Arrivals, by purpose (persons) Holiday VFR	0.0% 5,525 16,820 1,204 31,050 5,169 7,299 20,925 29,465	7,311 33,647 2,989 54,325 9,568 13,681 49,599 43,168	0.0% 8,030 36,448 3,452 58,788 10,632 15,413 53,496 46,944	0.0% 8,898 39,662 3,810 64,091 11,694 17,252 58,359 51,094	9,794 43,833 4,180 70,007 12,764 18,935 63,611 55,599	11,014 47,963 4,575 77,055 14,584 20,465 70,053 60,831	1,370 4,554 691 8,743 2,014 1,667 7,865 5,523	2,643 8,552 1,332 15,811 4,409 3,540 15,891 10,797	0.0% 3,320 12,390 1,777 22,639 5,495 5,202 22,503 15,587	3,872 15,635 2,596 28,740 6,355 8,283 27,963 20,180	4,579 19,092 2,971 34,257 7,375 10,203 33,871 24,551	0.0% 5,803 25,813 3,226 45,296 9,050 12,117 42,830 35,882	0.0% 6,314 30,367 3,541 52,326 10,077 13,426 48,919 42,647	0.0% 6,692 32,303 3,891 55,482 10,903 14,850 51,892 45,678
Total Visitor Earnings (tala million) Over the past year (%) Past 3 year average O.0% Past 5 year average O.0% Past 5 year average O.0% O.0% O.0% O.0% O.0% O.0% O.0% O.0%	Past 5 year average Arrivals, by market (persons) American Samoa Australia Europe New Zealand USA Other Countries Arrivals, by purpose (persons) Holiday VFR Business & Conference	0.0% 5,525 16,820 1,204 31,050 5,169 7,299 20,925 29,465 4,218	7,311 33,647 2,989 54,325 9,568 13,681 49,599 43,168 6,686	8,030 36,448 3,452 58,788 10,632 15,413 53,496 46,944 7,624	0.0% 8,898 39,662 3,810 64,091 11,694 17,252 58,359 51,094 8,320	9,794 43,833 4,180 70,007 12,764 18,935 63,611 55,599 9,879	11,014 47,963 4,575 77,055 14,584 20,465 70,053 60,831 11,160	1,370 4,554 691 8,743 2,014 1,667 7,865 5,523 1,567	0.0% 2,643 8,552 1,332 15,811 4,409 3,540 15,891 10,797 2,915	0.0% 3,320 12,390 1,777 22,639 5,495 5,202 22,503 15,587 4,093	3,872 15,635 2,596 28,740 6,355 8,283 27,963 20,180 7,162	4,579 19,092 2,971 34,257 7,375 10,203 33,871 24,551 8,371	5,803 25,813 3,226 45,296 9,050 12,117 42,830 35,882 9,432	0.0% 6,314 30,367 3,541 52,326 10,077 13,426 48,919 42,647 10,095	0.0% 6,692 32,303 3,891 55,482 10,903 14,850 51,892 45,678 10,894
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% <td>Past 5 year average Arrivals, by market (persons) American Samoa Australia Europe New Zealand USA Other Countries Arrivals, by purpose (persons) Holiday VFR Business & Conference Sport</td> <td>0.0% 5,525 16,820 1,204 31,050 5,169 7,299 20,925 29,465 4,218 282</td> <td>7,311 33,647 2,989 54,325 9,568 13,681 49,599 43,168 6,686 2,454</td> <td>8,030 36,448 3,452 58,788 10,632 15,413 53,496 46,944 7,624 2,498</td> <td>0.0% 8,898 39,662 3,810 64,091 11,694 17,252 58,359 51,094 8,320 2,658</td> <td>9,794 43,833 4,180 70,007 12,764 18,935 63,611 55,599 9,879 2,722</td> <td>11,014 47,963 4,575 77,055 14,584 20,465 70,053 60,831 11,160 2,843</td> <td>1,370 4,554 691 8,743 2,014 1,667 7,865 5,523 1,567 469</td> <td>0.0% 2,643 8,552 1,332 15,811 4,409 3,540 15,891 10,797 2,915 919</td> <td>0.0% 3,320 12,390 1,777 22,639 5,495 5,202 22,503 15,587 4,093 1,364</td> <td>3,872 15,635 2,596 28,740 6,355 8,283 27,963 20,180 7,162 1,428</td> <td>4,579 19,092 2,971 34,257 7,375 10,203 33,871 24,551 8,371 1,475</td> <td>5,803 25,813 3,226 45,296 9,050 12,117 42,830 35,882 9,432 1,487</td> <td>0.0% 6,314 30,367 3,541 52,326 10,077 13,426 48,919 42,647 10,095 1,532</td> <td>0.0% 6,692 32,303 3,891 55,482 10,903 14,850 51,892 45,678 10,894 1,671</td>	Past 5 year average Arrivals, by market (persons) American Samoa Australia Europe New Zealand USA Other Countries Arrivals, by purpose (persons) Holiday VFR Business & Conference Sport	0.0% 5,525 16,820 1,204 31,050 5,169 7,299 20,925 29,465 4,218 282	7,311 33,647 2,989 54,325 9,568 13,681 49,599 43,168 6,686 2,454	8,030 36,448 3,452 58,788 10,632 15,413 53,496 46,944 7,624 2,498	0.0% 8,898 39,662 3,810 64,091 11,694 17,252 58,359 51,094 8,320 2,658	9,794 43,833 4,180 70,007 12,764 18,935 63,611 55,599 9,879 2,722	11,014 47,963 4,575 77,055 14,584 20,465 70,053 60,831 11,160 2,843	1,370 4,554 691 8,743 2,014 1,667 7,865 5,523 1,567 469	0.0% 2,643 8,552 1,332 15,811 4,409 3,540 15,891 10,797 2,915 919	0.0% 3,320 12,390 1,777 22,639 5,495 5,202 22,503 15,587 4,093 1,364	3,872 15,635 2,596 28,740 6,355 8,283 27,963 20,180 7,162 1,428	4,579 19,092 2,971 34,257 7,375 10,203 33,871 24,551 8,371 1,475	5,803 25,813 3,226 45,296 9,050 12,117 42,830 35,882 9,432 1,487	0.0% 6,314 30,367 3,541 52,326 10,077 13,426 48,919 42,647 10,095 1,532	0.0% 6,692 32,303 3,891 55,482 10,903 14,850 51,892 45,678 10,894 1,671
Past 3 year average	Past 5 year average Arrivals, by market (persons) American Samoa Australia Europe New Zealand USA Other Countries Arrivals, by purpose (persons) Holiday VFR Business & Conference Sport Other	0.0% 5,525 16,820 1,204 31,050 5,169 7,299 20,925 29,465 4,218 282 12,177	7,311 33,647 2,989 54,325 9,568 13,681 49,599 43,168 6,686 2,454 19,614	8,030 36,448 3,452 58,788 10,632 15,413 53,496 46,944 7,624 2,498 22,201	8,898 39,662 3,810 64,091 11,694 17,252 58,359 51,094 8,320 2,658 24,976	9,794 43,833 4,180 70,007 12,764 18,935 63,611 55,599 9,879 2,722 27,702	11,014 47,963 4,575 77,055 14,584 20,465 70,053 60,831 11,160 2,843 30,769	1,370 4,554 691 8,743 2,014 1,667 7,865 5,523 1,567 469 3,615	2,643 8,552 1,332 15,811 4,409 3,540 15,891 10,797 2,915 919 5,765	3,320 12,390 1,777 22,639 5,495 5,202 22,503 15,587 4,093 1,364 7,276	3,872 15,635 2,596 28,740 6,355 8,283 27,963 20,180 7,162 1,428 8,748	4,579 19,092 2,971 34,257 7,375 10,203 33,871 24,551 8,371 1,475 10,209	5,803 25,813 3,226 45,296 9,050 12,117 42,830 35,882 9,432 1,487 11,674	6,314 30,367 3,541 52,326 10,077 13,426 48,919 42,647 10,095 1,532 12,858	0.0% 6,692 32,303 3,891 55,482 10,903 14,850 51,892 45,678 10,894 1,671 13,986
Past 5 year average 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0	Past 5 year average Arrivals, by market (persons) American Samoa Australia Europe New Zealand USA Other Countries Arrivals, by purpose (persons) Holiday VFR Business & Conference Sport Other Total Visitor Earnings (tala million)	0.0% 5,525 16,820 1,204 31,050 5,169 7,299 20,925 29,465 4,218 282 12,177 218.83	7,311 33,647 2,989 54,325 9,568 13,681 49,599 43,168 6,686 2,454 19,614	8,030 36,448 3,452 58,788 10,632 15,413 53,496 46,944 7,624 2,498 22,201 461.06	8,898 39,662 3,810 64,091 11,694 17,252 58,359 51,094 8,320 2,658 24,976 507.73	9,794 43,833 4,180 70,007 12,764 18,935 63,611 55,599 9,879 2,722 27,702 565,52	11,014 47,963 4,575 77,055 14,584 20,465 70,053 60,831 11,160 2,843 30,769 618.33	1,370 4,554 691 8,743 2,014 1,667 7,865 5,523 1,567 469 3,615 56,90	2,643 8,552 1,332 15,811 4,409 3,540 15,891 10,797 2,915 919 5,765	0.0% 3,320 12,390 1,777 22,639 5,495 5,202 22,503 15,587 4,093 1,364 7,276 166.40	3,872 15,635 2,596 28,740 6,355 8,283 27,963 20,180 7,162 1,428 8,748 219,49	4,579 19,092 2,971 34,257 7,375 10,203 33,871 24,551 8,371 1,475 10,209 272.89	5,803 25,813 3,226 45,296 9,050 12,117 42,830 35,882 9,432 1,487 11,674 357.28	6,314 30,367 3,541 52,326 10,077 13,426 48,919 42,647 10,095 1,532 12,858 406.37	0.0% 6,692 32,303 3,891 55,482 10,903 14,850 51,892 45,678 10,894 1,671 13,986 434.84
Earnings, by market (tala million) 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 78.3 106.8 123.8 132.8 132.8 132.8 Europe 1.4 3.6 A.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 199.9 185.1 200.6 220.7 247.2 268.4 26.1 51.9 76.7 100.0 122.2 159.1 182.3 192.4 USA 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 Earnings, by purpose (tala million) 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 81.5 109.4 155.5 180.8 190.9 158.04 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 5.1 5.3	Past 5 year average Arrivals, by market (persons) American Samoa Australia Europe New Zealand USA Other Countries Arrivals, by purpose (persons) Holiday VFR Business & Conference Sport Other Total Visitor Earnings (tala million) Over the past year (%)	0.0% 5,525 16,820 1,204 31,050 5,169 7,299 20,925 29,465 4,218 282 12,177 218.83 0.0%	7,311 33,647 2,989 54,325 9,568 13,681 49,599 43,168 6,686 2,454 419,72 91.8%	8,030 36,448 3,452 58,788 10,632 15,413 53,496 46,944 7,624 2,498 22,201 461.06 82.0%	0.0% 8,898 39,662 3,810 64,091 11,694 17,252 58,359 51,094 8,320 2,658 24,976 507.73 68.1%	9,794 43,833 4,180 70,007 12,764 18,935 63,611 55,599 9,879 2,722 27,702 565.52 55.6%	11,014 47,963 4,575 77,055 14,584 20,465 70,053 60,831 11,160 2,843 30,769 618.33 46.9%	1,370 4,554 691 8,743 2,014 1,667 7,865 5,523 1,567 469 3,615 56.90 8.7%	2,643 8,552 1,332 15,811 4,409 3,540 15,891 10,797 2,915 919 5,765 114.91 6.6%	3,320 12,390 1,777 22,639 5,495 5,202 22,503 15,587 4,093 1,364 7,276 166.40 4,4%	3,872 15,635 2,596 28,740 6,355 8,283 27,963 20,180 7,162 1,428 8,748 219,49 6.0%	4,579 19,092 2,971 34,257 7,375 10,203 33,871 24,551 8,371 1,475 10,209 272.89 5.7%	5,803 25,813 3,226 45,296 9,050 12,117 42,830 35,882 9,432 1,487 11,674 357,28 5,3%	0.0% 6,314 30,367 3,541 52,326 10,077 13,426 48,919 42,647 10,095 1,532 12,858 406.37 5.1%	0.0% 6,692 32,303 3,891 55,482 10,903 14,850 51,892 45,678 10,894 1,671 13,986 434,84 3.6%
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 Earnings, by purpose (tala million) 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 5.1 5.3 5.7	Past 5 year average Arrivals, by market (persons) American Samoa Australia Europe New Zealand USA Other Countries Arrivals, by purpose (persons) Holiday VFR Business & Conference Sport Other Total Visitor Earnings (tala million) Over the past year (%) Past 3 year average	0.0% 5,525 16,820 1,204 31,050 5,169 7,299 20,925 29,465 4,218 282 12,177 218.83 0.0% 0.0%	7,311 33,647 2,989 54,325 9,568 13,681 49,599 43,168 6,686 2,454 19,614 419,72 91.8% 0.0%	8,030 36,448 3,452 58,788 10,632 15,413 53,496 46,944 7,624 2,498 22,201 461.06 82.0% 0.0%	8,898 39,662 3,810 64,091 11,694 17,252 58,359 51,094 8,320 2,658 24,976 507.73 68.1% 0.0%	9,794 43,833 4,180 70,007 12,764 18,935 63,611 55,599 9,879 2,722 27,702 565,52 55,6% 0.0%	11,014 47,963 4,575 77,055 14,584 20,465 70,053 60,831 11,160 2,843 30,769 618.33 46.9% 0.0%	1,370 4,554 691 8,743 2,014 1,667 7,865 5,523 1,567 469 3,615 56.90 8.7% 0.0%	2,643 8,552 1,332 15,811 4,409 3,540 15,891 10,797 2,915 919 5,765 114.91 6.6% 0.0%	3,320 12,390 1,777 22,639 5,495 5,202 22,503 15,587 4,093 1,364 7,276 166.40 4.4% 0.0%	3,872 15,635 2,596 28,740 6,355 8,283 27,963 20,180 7,162 1,428 8,748 219,49 6.0% 0.0%	4,579 19,092 2,971 34,257 7,375 10,203 33,871 24,551 8,371 1,475 10,209 272.89 5.7% 0.0%	5,803 25,813 3,226 45,296 9,050 12,117 42,830 35,882 9,432 1,487 11,674 357,28 5,3% 0.0%	6,314 30,367 3,541 52,326 10,077 13,426 48,919 42,647 10,095 1,532 12,838 406.37 5.1% 0.0%	0.0% 6,692 32,303 3,891 55,482 10,903 14,850 51,892 45,678 10,894 1,671 13,986 434.84 3.6% 0.0%
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 Earnings, by purpose (tala million) 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 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 5.1 5.3 5.7	Past 5 year average Arrivals, by market (persons) American Samoa Australia Europe New Zealand USA Other Countries Arrivals, by purpose (persons) Holiday VFR Business & Conference Sport Other Total Visitor Earnings (tala million) Over the past year (%) Past 3 year average	0.0% 5,525 16,820 1,204 31,050 5,169 7,299 20,925 29,465 4,218 282 12,177 218.83 0.0% 0.0%	7,311 33,647 2,989 54,325 9,568 13,681 49,599 43,168 6,686 2,454 19,614 419,72 91.8% 0.0%	8,030 36,448 3,452 58,788 10,632 15,413 53,496 46,944 7,624 2,498 22,201 461.06 82.0% 0.0%	8,898 39,662 3,810 64,091 11,694 17,252 58,359 51,094 8,320 2,658 24,976 507.73 68.1% 0.0%	9,794 43,833 4,180 70,007 12,764 18,935 63,611 55,599 9,879 2,722 27,702 565,52 55,6% 0.0%	11,014 47,963 4,575 77,055 14,584 20,465 70,053 60,831 11,160 2,843 30,769 618.33 46.9% 0.0%	1,370 4,554 691 8,743 2,014 1,667 7,865 5,523 1,567 469 3,615 56.90 8.7% 0.0%	2,643 8,552 1,332 15,811 4,409 3,540 15,891 10,797 2,915 919 5,765 114.91 6.6% 0.0%	3,320 12,390 1,777 22,639 5,495 5,202 22,503 15,587 4,093 1,364 7,276 166.40 4.4% 0.0%	3,872 15,635 2,596 28,740 6,355 8,283 27,963 20,180 7,162 1,428 8,748 219,49 6.0% 0.0%	4,579 19,092 2,971 34,257 7,375 10,203 33,871 24,551 8,371 1,475 10,209 272.89 5.7% 0.0%	5,803 25,813 3,226 45,296 9,050 12,117 42,830 35,882 9,432 1,487 11,674 357,28 5,3% 0.0%	6,314 30,367 3,541 52,326 10,077 13,426 48,919 42,647 10,095 1,532 12,838 406.37 5.1% 0.0%	0.0% 6,692 32,303 3,891 55,482 10,903 14,850 51,892 45,678 10,894 1,671 13,986 434.84 3.6% 0.0%
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 Earnings, by purpose (tala million) 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 5.1 5.3 5.7	Past 5 year average Arrivals, by market (persons) American Samoa Australia Europe New Zealand USA Other Countries Arrivals, by purpose (persons) Holiday VFR Business & Conference Sport Other Total Visitor Earnings (tala million) Over the past year (%) Past 3 year average Past 5 year average	0.0% 5,525 16,820 1,204 31,050 5,169 7,299 20,925 29,465 4,218 282 12,177 218.83 0.0% 0.0%	7,311 33,647 2,989 54,325 9,568 13,681 49,599 43,168 6,686 2,454 19,614 419,72 91.8% 0.0%	8,030 36,448 3,452 58,788 10,632 15,413 53,496 46,944 7,624 2,498 22,201 461.06 82.0% 0.0%	0.0% 8,898 39,662 3,810 64,091 11,694 17,252 58,359 51,094 8,320 2,658 24,976 507.73 68.1% 0.0%	9,794 43,833 4,180 70,007 12,764 18,935 63,611 55,599 9,879 2,722 27,702 565,52 55,6% 0.0%	11,014 47,963 4,575 77,055 14,584 20,465 70,053 60,831 11,160 2,843 30,769 618.33 46.9% 0.0%	1,370 4,554 691 8,743 2,014 1,667 7,865 5,523 1,567 469 3,615 56.90 8.7% 0.0%	2,643 8,552 1,332 15,811 4,409 3,540 15,891 10,797 2,915 919 5,765 114.91 6.6% 0.0%	3,320 12,390 1,777 22,639 5,495 5,202 22,503 15,587 4,093 1,364 7,276 166.40 4.4% 0.0%	3,872 15,635 2,596 28,740 6,355 8,283 27,963 20,180 7,162 1,428 8,748 219,49 6.0% 0.0%	4,579 19,092 2,971 34,257 7,375 10,203 33,871 24,551 8,371 1,475 10,209 272.89 5.7% 0.0%	5,803 25,813 3,226 45,296 9,050 12,117 42,830 35,882 9,432 1,487 11,674 357,28 5,3% 0.0%	6,314 30,367 3,541 52,326 10,077 13,426 48,919 42,647 10,095 1,532 12,838 406.37 5.1% 0.0%	0.0% 6,692 32,303 3,891 55,482 10,903 14,850 51,892 45,678 10,894 1,671 13,986 434.84 3.6% 0.0%
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 Earnings, by purpose (tala million) 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 43	Past 5 year average Arrivals, by market (persons) American Samoa Australia Europe New Zealand USA Other Countries Arrivals, by purpose (persons) Holiday VFR Business & Conference Sport Other Total Visitor Earnings (tala million) Over the past year (%) Past 3 year average Past 5 year average Earnings, by market (tala million) American Samoa	0.0% 5,525 16,820 1,204 31,050 5,169 7,299 20,925 29,465 4,218 282 12,177 218.83 0.0% 0.0% 0.0%	7,311 33,647 2,989 54,325 9,568 13,681 49,599 43,168 6,686 2,454 19,614 419.72 91.8% 0.0%	8,030 36,448 3,452 58,788 10,632 15,413 53,496 46,944 7,624 2,498 22,201 461.06 82.0% 0.0% 0.0%	0.0% 8,898 39,662 3,810 64,091 11,694 17,252 58,359 51,094 8,320 2,658 24,976 507.73 68.1% 0.0% 0.0%	9,794 43,833 4,180 70,007 12,764 18,935 63,611 55,599 9,879 2,722 27,702 565.52 55.6% 0.0% 0.0%	11,014 47,963 4,575 77,055 14,584 20,465 70,053 60,831 11,160 2,843 30,769 618.33 46.9% 0.0% 0.0%	1,370 4,554 691 8,743 2,014 1,667 7,865 5,523 1,567 469 3,615 56.90 8,7% 0.0%	2,643 8,552 1,332 15,811 4,409 3,540 15,891 10,797 2,915 919 5,765 114,91 6.6% 0.0% 0.0%	3,320 12,390 1,777 22,639 5,495 5,202 22,503 15,587 4,093 1,364 7,276 166.40 4.4% 0.0% 0.0%	3,872 15,635 2,596 28,740 6,355 8,283 27,963 20,180 7,162 1,428 8,748 219,49 6.0% 0.0%	4,579 19,092 2,971 34,257 7,375 10,203 33,871 24,551 8,371 1,475 10,209 272.89 5.7% 0.0% 0.0%	5,803 25,813 3,226 45,296 9,050 12,117 42,830 35,882 9,432 1,487 11,674 357.28 5.3% 0.0%	0.0% 6,314 30,367 3,541 52,326 10,077 13,426 48,919 42,647 10,095 1,532 12,858 406.37 5.1% 0.0% 0.0%	0.0% 6,692 32,303 3,891 55,482 10,903 14,850 51,892 45,678 10,894 1,671 13,986 434.84 3.6% 0.0% 0.0%
USA 0ther 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 Earnings, by purpose (tala million) Holliday 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 5.1 5.3 5.7	Past 5 year average Arrivals, by market (persons) American Samoa Australia Europe New Zealand USA Other Countries Arrivals, by purpose (persons) Holiday VFR Business & Conference Sport Other Total Visitor Earnings (tala million) Over the past year (%) Past 3 year average Past 5 year average Earnings, by market (tala million) American Samoa Australia	0.0% 5,525 16,820 1,204 31,050 5,169 7,299 20,925 29,465 4,218 282 12,177 218.83 0.0% 0.0% 0.0%	7,311 33,647 2,989 54,325 9,568 13,681 49,599 43,168 6,686 2,454 19,614 419.72 91.8% 0.0% 0.0%	0.0% 8,030 36,448 3,452 58,788 10,632 15,413 53,496 46,944 7,624 2,498 22,201 461.06 82.0% 0.0% 0.0%	0.0% 8,898 39,662 3,810 64,091 11,694 17,252 58,359 51,094 8,320 50,2658 24,976 507.73 68.1% 0.0% 0.0%	9,794 43,833 4,180 70,007 12,764 18,935 63,611 55,599 9,879 2,722 27,702 565.52 55.6% 0.0% 0.0% 25.3 177.8	11,014 47,963 4,575 77,055 14,584 20,465 70,053 60,831 11,160 2,843 30,769 618.33 46.9% 0.0% 0.0%	1,370 4,554 691 8,743 2,014 1,667 7,865 5,523 1,567 469 3,615 56.90 8.7% 0.0% 0.0%	2,643 8,552 1,332 15,811 4,409 3,540 15,891 10,797 2,915 919 5,765 114.91 6.6% 0.0% 0.0%	3,320 12,390 1,777 22,639 5,495 5,202 22,503 15,587 4,093 1,364 7,276 166.40 4.4% 0.0% 0.0%	3,872 15,635 2,596 28,740 6,355 8,283 27,963 20,180 7,162 1,428 8,748 219,49 6.0% 0.0% 0.0%	4,579 19,092 2,971 34,257 7,375 10,203 33,871 24,551 8,371 1,475 10,209 272.89 5.7% 0.0% 0.0%	5,803 25,813 3,226 45,296 9,050 12,117 42,830 35,882 9,432 1,487 11,674 357.28 5.3% 0.0% 0.0%	0.0% 6,314 30,367 3,541 52,326 10,077 13,426 48,919 42,647 10,095 1,532 12,858 406.37 5.1% 0.0% 0.0%	0.0% 6,692 32,303 3,891 55,482 10,903 14,850 51,892 45,678 10,894 1,671 13,986 434.84 3.6% 0.0% 0.0%
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 Earnings, by purpose (tala million) 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	Past 5 year average Arrivals, by market (persons) American Samoa Australia Europe New Zealand USA Other Countries Arrivals, by purpose (persons) Holiday VFR Business & Conference Sport Other Total Visitor Earnings (tala million) Over the past year (%) Past 3 year average Past 5 year average Earnings, by market (tala million) American Samoa Australia Europe	0.0% 5,525 16,820 1,204 31,050 5,169 7,299 20,925 29,465 4,218 282 12,177 218.83 0.0% 0.0% 0.0% 12.5 64.8 1.4	7,311 33,647 2,989 54,325 9,568 13,681 49,599 43,168 6,686 2,454 19,614 419,72 91.8% 0.0% 0.0%	0.0% 8,030 36,448 3,452 58,788 10,632 15,413 53,496 46,944 7,624 2,498 22,201 461.06 82.0% 0.0% 0.0% 18.7 147.8 4.3	0.0% 8,898 39,662 3,810 64,091 11,692 58,359 51,094 8,320 2,658 24,976 507.73 68.1% 0.0% 0.0% 21.6 161.5 4.8	9,794 43,833 4,180 70,007 12,764 18,935 63,611 55,599 9,879 2,7722 27,702 565.52 55.6% 0.0% 0.0%	11,014 47,963 4,575 77,055 14,584 20,465 70,053 60,831 11,160 2,843 30,769 618.33 46.9% 0.0% 28.6 193.3 5.6	1,370 4,554 691 8,743 2,014 1,667 7,865 5,523 1,567 469 3,615 56,90 8,7% 0.0% 0.0%	2,643 8,552 1,332 15,811 4,409 3,540 15,891 10,797 2,915 919 5,765 114.91 6.6% 0.0% 0.0%	0.0% 3,320 12,390 1,777 22,639 5,495 5,202 22,503 15,587 4,093 1,364 7,276 166.40 4.4% 0.0% 0.0% 8.2 44.2 1.9	3,872 15,635 2,596 28,740 6,355 8,283 27,963 20,180 7,162 1,428 8,748 219,49 6.0% 0.0% 0.0%	4,579 19,092 2,971 34,257 7,375 10,203 33,871 24,551 8,371 1,475 10,209 272.89 5.7% 0.0% 10.7 78.3 3.4	5,803 25,813 3,226 45,296 9,050 12,117 42,830 35,882 9,432 1,487 11,674 357.28 5.3% 0.0% 0.0%	0.0% 6,314 30,367 3,541 52,326 10,077 13,426 48,919 42,647 10,095 1,532 12,858 406.37 5.1% 0.0% 0.0%	0.0% 6,692 32,303 3,891 55,482 10,903 14,850 51,892 45,678 10,894 1,671 13,986 434.84 3.6% 0.0% 0.0%
Earnings, by purpose (tala million) 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	Past 5 year average Arrivals, by market (persons) American Samoa Australia Europe New Zealand USA Other Countries Arrivals, by purpose (persons) Holiday VFR Business & Conference Sport Other Total Visitor Earnings (tala million) Over the past year (%) Past 3 year average Past 5 year average Earnings, by market (tala million) American Samoa Australia Europe New Zealand	0.0% 5,525 16,820 1,204 31,050 5,169 7,299 20,925 4,218 282 12,177 218.83 0.0% 0.0% 0.0% 12.5 64.8 1.4 99.9	7,311 33,647 2,989 54,325 9,568 13,681 49,599 43,168 6,686 2,454 19,614 419,72 91.8% 0.0% 16.8 135.7 3.6 185.1	8,030 36,448 3,452 58,788 10,632 15,413 53,496 46,944 2,498 22,201 461.06 82.0% 0.0% 0.0% 18.7 147.8 4.3 200.6	8,898 39,662 3,810 64,091 11,694 17,252 58,359 51,094 0,0% 0.0% 0.0% 21.6 161.5 4.8 220.7	9,794 43,833 4,180 70,007 12,764 18,935 63,611 55,599 9,879 2,722 27,702 565.52 55.6% 0.0% 25.3 177.8 5.2 247.2	11,014 47,963 4,575 77,055 14,584 20,465 70,053 60,831 11,160 2,843 30,769 618.33 46,9% 0.0% 0.0% 28.6 193.3 5.6 268.4	1,370 4,554 691 8,743 2,014 1,667 7,865 5,523 1,567 469 3,615 56.90 8.7% 0.0% 3.8 13.6 0.6 26.1	2,643 8,552 1,332 15,811 4,409 3,540 15,891 10,797 2,915 919 5,765 114.91 6.6% 0.0% 0.0%	0.0% 3,320 12,390 1,777 22,639 5,495 5,202 22,503 15,587 4,093 1,364 7,276 166,40 4.4% 0.0% 0.0% 8.2 44.2 1.9 76.7	3,872 15,635 2,596 28,740 6,355 8,283 27,963 20,180 7,162 1,428 8,748 219.49 6.0% 0.0% 9.0 59.3 2.8 100.0	4,579 19,092 2,971 34,257 7,375 10,203 33,871 24,551 8,371 1,475 10,209 272.89 5.7% 0.0% 10.7 78.3 3.4 122.2	5,803 25,813 3,226 45,296 9,050 12,117 42,830 35,882 9,432 1,487 11,674 357,28 5,3% 0.0% 0.0%	0.0% 6,314 30,367 3,541 52,326 10,077 13,426 48,919 42,647 10,095 1,532 12,858 406.37 5.1% 0.0% 0.0% 16.1 123.8 4.2 182.3	0.0% 6,692 32,303 3,891 55,482 10,903 14,850 51,892 45,678 10,894 1,671 13,986 434.84 3.6% 0.0% 0.0%
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	Past 5 year average Arrivals, by market (persons) American Samoa Australia Europe New Zealand USA Other Countries Arrivals, by purpose (persons) Holiday VFR Business & Conference Sport Other Total Visitor Earnings (tala million) Over the past year (%) Past 3 year average Past 5 year average Earnings, by market (tala million) American Samoa Australia Europe New Zealand USA	0.0% 5,525 16,820 1,204 31,050 5,169 7,299 20,925 29,465 4,218 282 12,177 218.83 0.0% 0.0% 12.5 64.8 1.4 99.9	7,311 33,647 2,989 54,325 9,568 13,681 49,599 43,168 6,686 2,454 19,614 419.72 91.8% 0.0% 0.0%	8,030 36,448 3,452 58,788 10,632 15,413 53,496 46,944 7,624 2,498 22,201 461.06 82.0% 0.0% 0.0% 18.7 147.8 4.3 200.6 36.9	8,898 39,662 3,810 64,091 11,694 17,252 58,359 51,094 8,320 2,658 24,976 507.73 68.1% 0.0% 0.0%	9,794 43,833 4,180 70,007 12,764 18,935 63,611 55,599 9,879 2,722 27,702 565.52 55.6% 0.0% 25.3 177.8 5.2 242.8	11,014 47,963 4,575 77,055 14,584 20,465 70,053 60,831 11,160 2,843 30,769 618.33 46.9% 0.0% 0.0% 28.6 193.3 5.6 268.4 49.1	1,370 4,554 691 8,743 2,014 1,667 7,865 5,523 1,567 469 3,615 56.90 8.7% 0.0% 0.0% 3.8 13.6 0.6 0.6 13.6	2,643 8,552 1,332 15,811 4,409 3,540 15,891 10,797 2,915 919 5,765 114,91 6.6% 0.0% 0.0%	3,320 12,390 1,777 22,639 5,495 5,202 22,503 15,587 4,093 1,364 7,276 166.40 4.4% 0.0% 8.2 44.2 1.9 76.7	3,872 15,635 2,596 28,740 6,355 8,283 27,963 20,180 7,162 1,428 8,748 219,49 6.0% 0.0% 0.0%	4,579 19,092 2,971 34,257 7,375 10,203 33,871 24,551 8,371 1,475 10,209 272.89 5.7% 0.0% 10.7 78.3 3.4 122.2 23.7	5,803 25,813 3,226 45,296 9,050 12,117 42,830 35,882 9,432 1,487 11,674 357.28 5.3% 0.0% 0.0%	0.0% 6,314 30,367 3,541 52,326 10,077 13,426 48,919 42,647 10,095 1,532 12,858 406.37 5.1% 0.0% 0.0%	0.0% 6,692 32,303 3,891 55,482 10,903 14,850 51,892 45,678 10,894 1,671 13,986 434.84 3.6% 0.0% 0.0%
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	Past 5 year average Arrivals, by market (persons) American Samoa Australia Europe New Zealand USA Other Countries Arrivals, by purpose (persons) Holiday VFR Business & Conference Sport Other Total Visitor Earnings (tala million) Over the past year (%) Past 3 year average Past 5 year average Earnings, by market (tala million) American Samoa Australia Europe New Zealand USA Other Countries	0.0% 5,525 16,820 1,204 31,050 5,169 7,299 20,925 29,465 4,218 282 12,177 218.83 0.0% 0.0% 12.5 64.8 1.4 99.9	7,311 33,647 2,989 54,325 9,568 13,681 49,599 43,168 6,686 2,454 19,614 419.72 91.8% 0.0% 0.0%	8,030 36,448 3,452 58,788 10,632 15,413 53,496 46,944 7,624 2,498 22,201 461.06 82.0% 0.0% 0.0% 18.7 147.8 4.3 200.6 36.9	8,898 39,662 3,810 64,091 11,694 17,252 58,359 51,094 8,320 2,658 24,976 507.73 68.1% 0.0% 0.0%	9,794 43,833 4,180 70,007 12,764 18,935 63,611 55,599 9,879 2,722 27,702 565.52 55.6% 0.0% 25.3 177.8 5.2 242.8	11,014 47,963 4,575 77,055 14,584 20,465 70,053 60,831 11,160 2,843 30,769 618.33 46.9% 0.0% 0.0% 28.6 193.3 5.6 268.4 49.1	1,370 4,554 691 8,743 2,014 1,667 7,865 5,523 1,567 469 3,615 56.90 8.7% 0.0% 0.0% 3.8 13.6 0.6 0.6 13.6	2,643 8,552 1,332 15,811 4,409 3,540 15,891 10,797 2,915 919 5,765 114,91 6.6% 0.0% 0.0%	3,320 12,390 1,777 22,639 5,495 5,202 22,503 15,587 4,093 1,364 7,276 166.40 4.4% 0.0% 8.2 44.2 1.9 76.7	3,872 15,635 2,596 28,740 6,355 8,283 27,963 20,180 7,162 1,428 8,748 219,49 6.0% 0.0% 0.0%	4,579 19,092 2,971 34,257 7,375 10,203 33,871 24,551 8,371 1,475 10,209 272.89 5.7% 0.0% 10.7 78.3 3.4 122.2 23.7	5,803 25,813 3,226 45,296 9,050 12,117 42,830 35,882 9,432 1,487 11,674 357.28 5.3% 0.0% 0.0%	0.0% 6,314 30,367 3,541 52,326 10,077 13,426 48,919 42,647 10,095 1,532 12,858 406.37 5.1% 0.0% 0.0%	0.0% 6,692 32,303 3,891 55,482 10,903 14,850 51,892 45,678 10,894 1,671 13,986 434.84 3.6% 0.0% 0.0%
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	Past 5 year average Arrivals, by market (persons) American Samoa Australia Europe New Zealand USA Other Countries Arrivals, by purpose (persons) Holiday VFR Business & Conference Sport Other Total Visitor Earnings (tala million) Over the past year (%) Past 3 year average Past 5 year average Earnings, by market (tala million) American Samoa Australia Europe New Zealand USA Other Countries Earnings, by purpose (tala million)	0.0% 5,525 16,820 1,204 31,050 5,169 7,299 20,925 29,465 4,218 282 12,177 218.83 0.0% 0.0% 0.0% 12.5 64.8 1.4 99.9 17.0 23.4	7,311 33,647 2,989 54,325 9,568 13,681 49,599 43,168 6,686 2,454 19,614 419,72 91.8% 0.0% 0.0% 16.8 135.7 3.6 185.1 31.9 46.7	0.0% 8,030 36,448 3,452 58,788 10,632 15,413 53,496 46,944 7,624 2,498 22,201 461.06 82.0% 0.0% 0.0% 18.7 147.8 4.3 200.6 36.9 52.8	0.0% 8,898 39,662 3,810 64,091 11,692 58,359 51,094 8,320 2,658 24,976 507.73 68.1% 0.0% 0.0% 21.6 161.5 4.8 220.7 39.3 59.9	9,794 43,833 4,180 70,007 12,764 18,935 63,611 55,599 9,879 2,722 27,702 565.52 55.6% 0.0% 0.0% 25.3 177.8 5.2 247.2 42.8 67.2	11,014 47,963 4,575 77,055 14,584 20,465 70,053 60,831 11,160 2,843 30,769 618.33 46.9% 0.0% 0.0% 28.6 193.3 5.6 268.4 49.1 73.3	1,370 4,554 691 8,743 2,014 1,667 7,865 5,523 1,567 469 3,615 56,90 8.7% 0.0% 0.0% 0.0%	2,643 8,552 1,332 15,811 4,409 3,540 15,891 10,797 2,915 919 5,765 114.91 6.6% 0.0% 0.0% 6.7 29.7 1.4 51.9 13.1 12.0	0.0% 3,320 12,390 1,777 22,639 5,495 5,202 22,503 15,587 4,093 1,364 7,276 166.40 4.4% 0.0% 0.0% 8.2 44.2 1.9 76.7 18.2 17.3	3,872 15,635 2,596 28,740 6,355 8,283 27,963 20,180 7,162 1,428 8,748 219,49 6.0% 0.0% 0.0% 9.0 59.3 2.8 100.0 20.5 28.0	4,579 19,092 2,971 34,257 7,375 10,203 33,871 24,551 8,371 1,475 10,209 272.89 5.7% 0.0% 10.7 78.3 3.4 122.2 23.7 34.5	5,803 25,813 3,226 45,296 9,050 12,117 42,830 35,882 9,432 1,487 11,674 357.28 5,3% 0.0% 0.0% 14.7 106.8 3.8 159.1 29.9 42.9	0.0% 6,314 30,367 3,541 52,326 10,077 13,426 48,919 42,647 10,095 1,532 12,858 406.37 5.1% 0.0% 0.0% 16.1 123.8 4.2 182.3 32.8 47.1	0.0% 6,692 32,303 3,891 55,482 10,903 14,850 51,892 45,678 10,894 1,671 13,986 434,84 3.6% 0.0% 0.0% 16.6 132.8 4.6 192.4 36.3 52.2
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	Past 5 year average Arrivals, by market (persons) American Samoa Australia Europe New Zealand USA Other Countries Arrivals, by purpose (persons) Holiday VFR Business & Conference Sport Other Total Visitor Earnings (tala million) Over the past year (%) Past 3 year average Past 5 year average Past 5 year average Earnings, by market (tala million) American Samoa Australia Europe New Zealand USA Other Countries Earnings, by purpose (tala million) Holiday	0.0% 5,525 16,820 1,204 31,050 5,169 7,299 20,925 29,465 4,218 282 12,177 218.83 0.0% 0.0% 0.0% 12.5 64.8 1.4 99.9 17.0 23.4	7,311 33,647 2,989 54,325 9,568 13,681 49,599 43,168 6,686 2,454 19,614 419.72 91.8% 0.0% 16.8 135.7 3.6 185.1 31.9 46.7	8,030 36,448 3,452 58,788 10,632 15,413 53,496 46,944 2,498 22,201 461.06 82.0% 0.0% 0.0% 18.7 147.8 4.3 200.6 36.9 52.8	8,898 39,662 3,810 64,091 11,694 17,252 58,359 51,094 0,0% 0.0% 0.0% 21.6 161.5 4.8 220.7 39.3 59.9	9,794 43,833 4,180 70,007 12,764 18,935 63,611 55,599 9,879 2,722 27,702 565.52 55.6% 0.0% 25.3 177.8 5.2 247.2 42.8 67.2 207.68	11,014 47,963 4,575 77,055 14,584 20,465 70,053 60,831 11,160 2,843 30,769 618.33 46,9% 0.0% 0.0% 28.6 193.3 5.6 268.4 49.1 73.3	1,370 4,554 691 8,743 2,014 1,667 7,865 5,523 1,567 469 3,615 56.90 8.7% 0.0% 3.8 13.6 0.6 26.1 6.9 5.9	2,643 8,552 1,332 15,811 4,409 3,540 15,891 10,797 2,915 919 5,765 114.91 6.6% 0.0% 0.0% 6.7 29.7 1.4 51.9 13.1 12.0	0.0% 3,320 12,390 1,777 22,639 5,495 5,202 22,503 15,587 4,093 1,364 7,276 166,40 4.4% 0.0% 0.0% 8.2 44.2 1.9 76.7 18.2 17.3 72.87	3,872 15,635 2,596 28,740 6,355 8,283 27,963 20,180 7,162 1,428 8,748 219.49 6.0% 0.0% 9.0 59.3 2.8 100.0 20.5 28.0	4,579 19,092 2,971 34,257 7,375 10,203 33,871 24,551 8,371 1,475 10,209 272.89 5.7% 0.0% 10.7 78.3 3.4 122.2 23.7 34.5	5,803 25,813 3,226 45,296 9,050 12,117 42,830 35,882 9,432 1,487 11,674 357.28 5.3% 0.0% 14.7 106.8 159.1 29.9 42.9	0.0% 6,314 30,367 3,541 52,326 10,077 13,426 48,919 42,647 10,095 1,532 12,858 406.37 5.1% 0.0% 16.1 123.8 4.2 182.3 32.8 47.1	0.0% 6,692 32,303 3,891 55,482 10,903 14,850 51,892 45,678 10,894 1,671 13,986 434.84 3.6% 0.0% 0.0% 16.6 132.8 4.6 192.4 36.3 52.2
	Past 5 year average Arrivals, by market (persons) American Samoa Australia Europe New Zealand USA Other Countries Arrivals, by purpose (persons) Holiday VFR Business & Conference Sport Other Total Visitor Earnings (tala million) Over the past year (%) Past 3 year average Past 5 year average Earnings, by market (tala million) American Samoa Australia Europe New Zealand USA Other Countries Earnings, by purpose (tala million) Holiday VFR	0.0% 5,525 16,820 1,204 31,050 5,169 7,299 20,925 29,465 4,218 282 12,177 218.83 0.0% 0.0% 12.5 64.8 1.4 99.9 17.0 23.4	7,311 33,647 2,989 54,325 9,568 13,681 49,599 43,168 6,686 2,454 19,614 419.72 91.8% 0.0% 0.0% 16.8 135.7 3.6 185.1 31.9 46.7	8,030 36,448 3,452 58,788 10,632 15,413 53,496 46,944 7,624 2,498 22,201 461.06 82.0% 0.0% 0.0% 18.7 147.8 4.3 200.6 36.9 52.8	0.0% 8,898 39,662 3,810 64,091 11,694 17,252 58,359 51,094 8,320 2,658 24,976 507.73 68.1% 0.0% 21.6 161.5 4.8 220.7 39.3 59.9 185.90 208.3	9,794 43,833 4,180 70,007 12,764 18,935 63,611 55,599 9,879 2,722 27,702 565.52 55.6% 0.0% 0.0% 25.3 177.8 5.2 42.8 67.2 207.68 232.0	11,014 47,963 4,575 77,055 14,584 20,465 70,053 60,831 11,160 2,843 30,769 618.33 46.9% 0.0% 28.6 193.3 5.6 268.4 49.1 73.3	1,370 4,554 691 8,743 2,014 1,667 7,865 5,523 1,567 469 3,615 56.90 8,7% 0.0% 0.0% 3.8 13.6 0.6 0.6 1.6,9 5,9	2,643 8,552 1,332 15,811 4,409 3,540 15,891 10,797 2,915 919 5,765 114,91 6.6% 0.0% 0.0% 6.7 29,7 1.4 51.9 13.1 12.0 49.19 42.0	3,320 12,390 1,777 22,639 5,495 5,202 22,503 15,587 4,093 1,364 7,276 166.40 4.4% 0.0% 8.2 44.2 1.9 76.7 18.2 17.3	3,872 15,635 2,596 28,740 6,355 8,283 27,963 20,180 7,162 1,428 8,748 219,49 6.0% 0.0% 9.0 59.3 2.8 100.0 20.5 28.0	4,579 19,092 2,971 34,257 7,375 10,203 33,871 24,551 8,371 1,475 10,209 272.89 5.7% 0.0% 10.7 78.3 3.4 122.2 23.7 34.5	5,803 25,813 3,226 45,296 9,050 12,117 42,830 35,882 9,432 1,487 11,674 357.28 5.3% 0.0% 0.0% 14.7 106.8 3.8 159.1 29.9 42.9	0.0% 6,314 30,367 3,541 52,326 10,077 13,426 48,919 42,647 10,095 1,532 12,858 406.37 5.1% 0.0% 16.1 123.8 4.2 182.3 32.8 47.1 156.36 180.8	0.0% 6,692 32,303 3,891 55,482 10,903 14,850 51,892 45,678 10,894 1,671 13,986 434.84 3.6% 0.0% 0.0% 16.6 132.8 4.6 192.4 36.3 52.2
Grici 25.5 45.7 02.1 75.0 00.0 04.0 0.7 11.0 14.1 20.4 22.5 20.2 27.5 30.4	Past 5 year average Arrivals, by market (persons) American Samoa Australia Europe New Zealand USA Other Countries Arrivals, by purpose (persons) Holiday VFR Business & Conference Sport Other Total Visitor Earnings (tala million) Over the past year (%) Past 3 year average Past 5 year average Earnings, by market (tala million) American Samoa Australia Europe New Zealand USA Other Countries Earnings, by purpose (tala million) Holiday VFR Business & Conference	0.0% 5,525 16,820 1,204 31,050 5,169 7,299 20,925 29,465 4,218 282 12,177 218.83 0.0% 0.0% 12.5 64.8 1.4 99.9 17.0 23.4 59.7 1114.2 14.5	7,311 33,647 2,989 54,325 9,568 13,681 49,599 43,168 6,686 2,454 19,614 419.72 91.8% 0.0% 0.0% 16.8 135.7 3.6 185.1 31.9 46.7	0.0% 8,030 36,448 3,452 58,788 10,632 15,413 53,496 46,944 7,624 2,498 22,201 461.06 82.0% 0.0% 18.7 147.8 4.3 200.6 36.9 52.8 170.32 192.3 28.6	0.0% 8,898 39,662 3,810 64,091 11,694 17,252 58,359 51,094 8,320 2,658 24,976 507.73 68.1% 0.0% 21.6 161.5 4.8 220.7 39.3 59.9 185.90 208.3 31.5	9,794 43,833 4,180 70,007 12,764 18,935 63,611 55,599 9,879 2,722 27,702 565,52 55,6% 0,0% 0,0% 25,3 177.8 5,2 247.2 42.8 67,2 207,68 232,0 37,2	11,014 47,963 4,575 77,055 14,584 20,465 70,053 60,831 11,160 2,843 30,769 618.33 46.9% 0.0% 0.0% 28.6 193.3 5.6 268.4 49.1 73.3	1,370 4,554 691 8,743 2,014 1,667 7,865 5,523 1,567 469 3,615 56.90 8.7% 0.0% 0.0% 0.06 26.1 6.9 5.9	2,643 8,552 1,332 15,811 4,409 3,540 15,891 10,797 2,915 919 5,765 114.91 6.6% 0.0% 0.0% 6.7 29.7 1.4 51.9 13.1 12.0 49.19 42.0 9.7	3,320 12,390 1,777 22,639 5,495 5,202 22,503 15,587 4,093 1,364 7,276 166.40 4.4% 0.0% 0.0% 8.2 44.2 1.9 76.7 18.2 17.3	3,872 15,635 2,596 28,740 6,355 8,283 27,963 20,180 7,162 1,428 8,748 219,49 6.0% 0.0% 0.0% 9.0 59.3 2.8 100.0 20.5 28.0	4,579 19,092 2,971 34,257 7,375 10,203 33,871 24,551 8,371 1,475 10,209 272.89 5.7% 0.0% 0.0% 10.7 78.3 3.4 122.2 23.7 34.5	5,803 25,813 3,226 45,296 9,050 12,117 42,830 35,882 9,432 1,487 11,674 357.28 5.3% 0.0% 0.0% 14.7 106.8 3.8 159.1 29.9 42.9	0.0% 6,314 30,367 3,541 52,326 10,077 13,426 48,919 42,647 10,095 1,532 12,858 406.37 5.1% 0.0% 16.1 123.8 4.2 182.3 32.8 47.1 156.36 180.8 36.4	0.0% 6,692 32,303 3,891 55,482 10,903 14,850 51,892 45,678 10,894 1,671 13,986 434.84 3.6% 0.0% 16.6 132.8 4.6 192.4 36.3 52.2 166.84 191.9 40.0
1 1 1	Past 5 year average Arrivals, by market (persons) American Samoa Australia Europe New Zealand USA Other Countries Arrivals, by purpose (persons) Holiday VFR Business & Conference Sport Other Total Visitor Earnings (tala million) Over the past year (%) Past 3 year average Past 5 year average Earnings, by market (tala million) American Samoa Australia Europe New Zealand USA Other Countries Earnings, by purpose (tala million) Holiday VFR Business & Conference Sport	0.0% 5,525 16,820 1,204 31,050 5,169 7,299 20,925 29,465 4,218 282 12,177 218.83 0.0% 0.0% 0.0% 12.5 64.8 1.4 99.9 17.0 23.4 59.7 114.5 0.8	7,311 33,647 2,989 54,325 9,568 13,681 49,599 43,168 6,686 2,454 19,614 419.72 91.8% 0.0% 0.0% 16.8 135.7 3.6 185.1 31.9 46.7 158.04 179.5 24.9 7.5	0.0% 8,030 36,448 3,452 58,788 10,632 15,413 53,496 46,944 7,624 2,498 22,201 461.06 82.0% 0.0% 0.0% 18.7 147.8 4.3 200.6 36.9 52.8 170.32 192.3 28.6 7.7	0.0% 8,898 39,662 3,810 64,091 11,692 58,359 51,094 8,320 2,658 24,976 507.73 68.1% 0.0% 0.0% 21.6 161.5 4.8 220.7 39.3 59.9 185.90 208.3 31.5 8.3	9,794 43,833 4,180 70,007 12,764 18,935 63,611 55,599 9,879 2,722 27,702 565.52 255.6% 0.0% 0.0% 25.3 177.8 5.2 247.2 42.8 67.2 207.68 232.0 37.2 8.5	11,014 47,963 4,575 77,055 14,584 20,465 70,053 60,831 11,160 2,843 30,769 618.33 46.9% 0.0% 0.0% 28.6 193.3 5.6 268.4 49.1 73.3 228.97 254.0 42.0 8.8	1,370 4,554 691 8,743 2,014 1,667 7,865 5,523 1,567 469 3,615 56.90 8.7% 0.0% 0.0% 0.6 26.1 6.9 5.9 22.62 21.4 4.3 1.8	2,643 8,552 1,332 15,811 4,409 3,540 15,891 10,797 2,915 919 5,765 114.91 6.6% 0.0% 0.0% 6.7 29.7 1.4 51.9 13.1 12.0 49.19 42.0 9.7 3.0	0.0% 3,320 12,390 1,777 22,639 5,495 5,202 22,503 15,587 4,093 1,364 7,276 166.40 4.4% 0.0% 0.0% 8.2 44.2 1.9 76.7 18.2 17.3 72.87 60.6 14.1 4.8	3,872 15,635 2,596 28,740 6,355 8,283 27,963 20,180 7,162 1,428 8,748 219,49 6.0% 0.0% 0.0% 9.0 59.3 2.8 100.0 20.5 28.0	4,579 19,092 2,971 34,257 7,375 10,203 33,871 24,551 8,371 1,475 10,209 272.89 5.7% 0.0% 0.0% 10.7 78.3 3.4 122.2 23.7 34.5 106.84 109.4 109.3 5.1	2,803 25,813 3,226 45,296 9,050 12,117 42,830 35,882 9,432 1,487 11,674 357.28 5.3% 0.0% 0.0% 0.0% 14.7 106.8 3.8 159.1 29.9 42.9 136.86 155.5 33.6 5.1	0.0% 6,314 30,367 3,541 52,326 10,077 13,426 48,919 42,647 10,095 1,532 12,858 406.37 5.1% 0.0% 0.0% 16.1 123.8 4.2 182.3 32.8 47.1 156.36 180.8 36.4 5.3	0.0% 6,692 32,303 3,891 55,482 10,903 14,850 51,892 45,678 10,894 1,671 13,986 434,84 3.6% 0.0% 0.0% 16.6 132.8 4.6 192.4 36.3 52.2 166.84 191.9 40.0 5.7

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

VISITOR EARNINGS & REMITTANCES REPORT

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
By Recipient (Tala Miilions)	56.55	62.05	72.28	75.24	81.30	67.19	81.46	91.29	67.57	70.07	73.62	93.45	68.05	61.39
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
By Country (Tala Millions)	56.55	62.05	72.28	75.24	81.30	67.19	81.46	91.29	67.57	70.07	73.62	93.45	68.05	61.39
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
By Channel (%)														
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%
Total Remittances (Tala Millions)	56.55	62.05	72.28	75.24	81.30	67.19	81.46	91.29	67.57	70.07	73.62	93.45	68.05	61.39
First Number of Months up to	8 months	8 months	9 months	10 months	11 months	12 months	1st	2 months	3 months	4 months	5 months	6 months	7 months	8 months
	to Feb 23	to Feb 24	to Mar 24	to Apr 24	to May 24	to June 24	month	to Aug 24	to Sep 24	to Oct 24	to Nov 24	to Dec 24	to Jan 25	to Feb 25
Total Remittances (Tala Millions)	567.88	580.96	653.24	728.47	809.77	876.96	81.46	172.75	240.31	310.39	384.01	477.46	545.51	606.89
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%
By Recipient (Tala Miilions)														
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
By Country (Tala Millions)														
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
By Country (Tala Millions) USA New Zealand Australia American Samoa	80.94 226.36 211.37 34.52	102.55 217.96 208.70 28.00	114.74 246.66 231.44 32.58	127.33 274.83 252.70 36.68	142.56 308.05 276.84 41.75	154.18 334.15 299.23 45.10	14.61 27.43 34.11 3.47	30.26 55.92 70.23 7.43	41.11 80.25 97.93 10.64	53.26 103.84 126.42 14.75	65.52 131.28 152.19 18.87	79.72 164.36 188.51 22.44	92.18 187.07 216.89 25.09	

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

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)

⁽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.

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VISITOR EARNINGS & REMIT TANCES REPORT

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 ARRIVALS¹ - 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

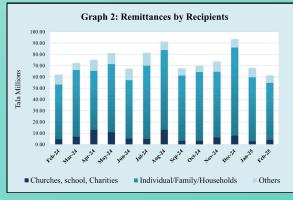
• Total remittances contracted by 9.8% (or \$6.7 million) over the previous month and was 1.1% (or \$0.7 million) lower than February 2024. (See Graph 2)

By Country (Feb25 vs Jan25):

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

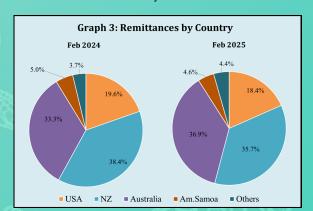
By Recipients:

- 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 Remittances²

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

