

VISITOR EARNINGS & REMITTANCES REPORT

FEBRUARY 2026

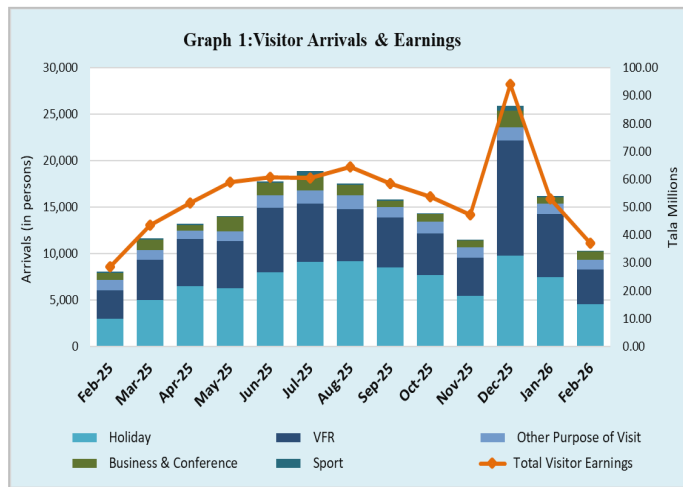
This report is a monthly release of the latest available indicators on the tourism sector and private remittances, with information sourced from the Central Bank, Samoa Bureau of Statistics and the Ministry of Customs and Revenue.

Report No.8: 2025/26

February 2026

Visitor Arrivals¹ and Earnings

Total visitor arrivals fell by a further 36.3 percent in February 2026, to a total of **10,295 visitors**. Despite this month-on-month decrease, total visitor arrivals were still 27.6 percent (or 2,225 visitors) higher than in the same month of last year. (See Graph 1)



The seasonal decrease in visitor arrivals over January 2026 reflected considerable reductions in arrivals from major source markets such as New Zealand (by 3,940 visitors), Australia (by 1,307 visitors), the United States of America (by 591 visitors) and from Europe (by 113 visitors). By purpose of travel, reductions were recorded for ‘Visiting friends and relatives’ (down by 3,057 visitors), ‘Holiday’ (down by 2,918 visitors), Sports (by 73 visitors) and ‘Other purpose of visit’ (by 64 visitors).

In the first **eight months of FY2025/26**, total arrivals amounted to **130,260 visitors**, rising by 4.9

percent (or 6,139 visitors) over the same period of the previous fiscal year.

Total visitor receipts declined further by **30.3 percent** to **\$37.0 million** in February 2026. However, total earnings was 29.8 percent (or \$8.5 million) higher than in February 2025. Similarly, the average expenditure per visitor in February 2026 rose slightly by 0.4 percent from the previous month.

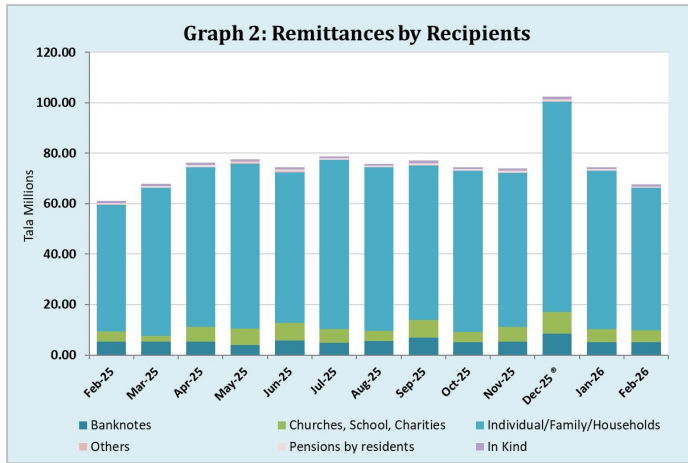
The monthly drop in visitor earnings was largely attributed to lower receipts from New Zealand visitors (by \$12.9 million), followed by Australia (down \$3.0 million), American Samoa (by \$0.4 million), United States (by \$0.3 million) and Europe (by \$0.2 million). Lower earnings were also recorded across key purpose of travel such as ‘VFR’, ‘Holiday’ and Sports, down by \$11.2 million, \$7.6 million and \$0.3 million in that order.

For the **first eight months of fiscal year FY2025/26**, total visitor earnings reached **\$468.14 million**, reflecting an increase of **7.0 percent (or \$30.5 million)** higher than the same period in FY2024/25.

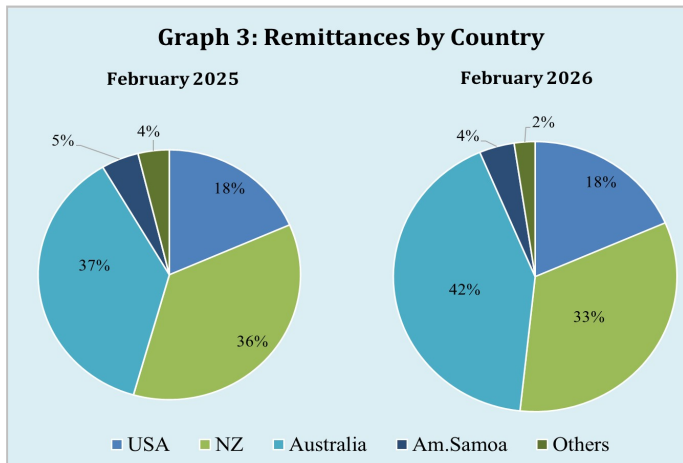
Remittances

Total monthly remittances declined further by **9.2 percent (or \$6.9 million)** to a total of **\$67.6 million** over the previous month but was 10.1 percent (or \$6.2 million) higher when compared to the same month last year. (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 less than a day but their spending are included as part of tourism earnings (travel credit).



The seasonal drop over the previous month reflected reductions across all of its source markets such as Australia (down by \$3.7 million), New Zealand (by \$2.5 million) and ‘Other countries’ (by \$2.0 million). By recipients, the decrease was driven by lower transfers for ‘Family and households’ (down by \$6.3 million), Non-profit institutions serving households (NPISH) (by \$0.5 million), Hand-carried cash (down by \$0.1 million) and ‘In kind’ transfers (by \$0.06 million). (See Graph 3)



In contrast, total remittance transfers for the first **eight months of FY2025/26** reached **\$624.51 million**, an increase of **2.9 percent (or \$17.62 million)** compared to the corresponding period in FY2024/25.

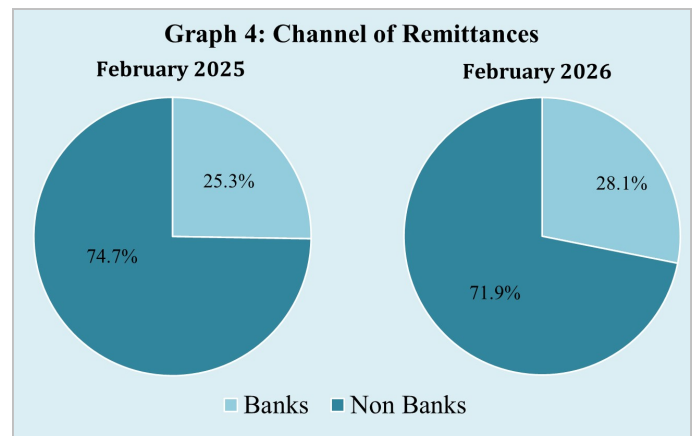
This growth was mainly driven by higher inflows from Australia (up by \$25.3 million) and United States (up by \$1.5 million). By purpose, funds for ‘Family and households’ (up by \$24.7 million),

‘Hand carried cash’ (up by \$3.0) and ‘Pensions by residents’ up by \$0.2 million.

By remittance channels, money transfer operators (MTOs) continued to dominate, accounting for 71.9 percent of inward remittance flows in February 2026, slightly lower than 74.9 percent in January 2026 and 74.7 percent a year earlier. The share of commercial bank transfers rose to 28.1 percent from 25.1 percent in the previous month and 25.3 percent in February 2025. (See Graph 4)

Of the non-bank remittance channels, traditional MTOs accounted for the majority of inflows at 68.0 percent while electronic MTO platforms contributed 3.9 percent.

According to the data obtained from *Send Money Pacific*², the average cost of sending NZD\$200 to Samoa contracted to 7.14 percent of total funds from 7.28 percent in January 2026 but slightly above 7.00 percent a year earlier. Similarly, sending AUD\$200 to Samoa costs around 7.00 percent, lower than 7.38 percent in the previous month but higher than the 6.71 percent in February 2025. 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).



CENTRAL BANK OF SAMOA
13th April 2026

² <https://sendmoneypacific.org>

VISITOR EARNINGS & REMITTANCES REPORT

February 2026

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

	Feb-24	Feb-25	Mar-25	Apr-25	May-25	Jun-25	Jul-25	Aug-25	Sep-25	Oct-25	Nov-25	Dec-25	Jan-26	Feb-26
Total arrivals (persons)	9,630	8,070	11,605	13,210	13,977	17,741	18,843	17,510	15,791	14,278	11,448	25,928	16,167	10,295
Total arrivals incl. cruise ships	16,096	8,070	14,319	21,126	16,786	18,731	18,843	20,412	15,791	16,620	11,448	25,928	19,143	13,790
Arrivals, by market (persons)														
American Samoa	649	378	663	464	716	753	1,275	656	546	540	462	1,886	418	450
Australia	2,198	1,936	2,225	3,544	3,275	3,675	5,339	4,005	4,022	3,300	3,014	6,078	3,243	1,936
Europe	345	350	461	432	396	474	547	581	486	549	419	442	468	355
New Zealand	3,920	3,156	5,697	6,264	6,688	9,078	7,827	8,974	8,037	7,316	4,768	13,571	8,914	4,974
USA	877	826	1,165	1,193	1,214	2,004	2,078	1,488	1,209	1,125	1,229	2,389	1,631	1,040
Other Countries	1,641	1,424	1,394	1,313	1,688	1,757	1,777	1,806	1,491	1,448	1,556	1,562	1,493	1,540
Cruise ships	6,466	0	2,714	7,916	2,809	990	0	2,902	0	2,342	0	0	2,976	3,495
Arrivals, by purpose (persons)														
Holiday	2,778	2,973	5,012	6,507	6,225	7,978	9,058	9,190	8,469	7,640	5,450	9,779	7,468	4,550
VFR	3,124	3,031	4,300	5,046	5,087	6,936	6,344	5,546	5,412	4,522	4,058	12,398	6,766	3,709
Business & Conference	765	799	1,154	588	1,498	1,397	1,603	1,104	645	792	740	1,843	655	895
Sport	277	139	89	178	66	102	453	165	132	58	73	533	123	50
Other	2,686	1,128	1,050	891	1,101	1,328	1,385	1,505	1,133	1,266	1,127	1,375	1,155	1,091
Cruise ships	6,466	0	2,714	7,916	2,809	990	0	2,902	0	2,342	0	0	2,976	3,495
Total earnings (tala million)	33.15	28.47	43.00	49.90	58.42	60.41	60.48	63.81	58.36	53.31	47.31	93.92	52.44	36.28
Total earnings incl. cruise ships	34.40	28.47	43.55	51.43	58.95	60.60	60.48	64.34	58.36	53.77	47.31	93.92	53.00	36.96
Earnings, by market (tala million)														
American Samoa	0.80	0.53	1.83	1.62	3.17	2.25	3.60	1.39	1.11	0.85	1.06	6.28	1.07	0.64
Australia	10.04	8.96	9.82	15.37	12.99	14.35	17.01	16.99	15.76	15.64	16.88	25.73	12.10	9.08
Europe	0.36	0.36	0.75	0.61	0.45	0.46	0.49	0.82	0.55	0.58	0.67	0.81	0.57	0.37
New Zealand	12.42	10.15	20.28	24.26	30.36	28.32	24.89	34.53	30.21	28.52	19.53	44.83	28.96	16.06
USA	3.61	3.45	5.54	2.87	3.90	7.27	7.64	4.14	5.85	2.94	3.91	8.97	4.85	4.55
Other Countries	5.92	5.02	4.80	5.17	7.54	7.75	6.84	5.94	4.88	4.78	5.27	7.30	4.89	5.59
Cruise ships	1.25	0.00	0.55	1.54	0.54	0.19	0.00	0.53	0.00	0.46	0.00	0.00	0.56	0.68
Earnings, by purpose (tala million)														
Holiday	9.40	10.47	17.62	22.73	24.88	25.56	26.83	32.81	31.64	23.80	16.94	32.70	23.66	16.03
VFR	10.93	11.09	16.30	21.08	26.34	28.02	25.28	23.09	21.57	21.55	25.69	49.36	24.46	13.27
Business & Conference	3.31	3.57	4.92	2.61	5.31	5.09	4.58	4.77	2.51	2.75	3.29	7.47	2.75	4.02
Sport	0.75	0.40	0.40	0.65	0.28	0.21	1.85	0.46	0.56	0.17	0.19	1.45	0.45	0.14
Other	8.75	2.93	3.76	2.83	1.61	1.53	1.94	2.68	2.09	5.04	1.21	2.93	1.12	2.83
Cruise ships	1.25	0.00	0.55	1.54	0.54	0.19	0.00	0.53	0.00	0.46	0.00	0.00	0.56	0.68
Average expenditure (tala, per person)	3.442	3.527	3.706	3.777	4.180	3.405	3.210	3.644	3.696	3.734	4.133	3.622	3.243	3.524
Tourism Price Index	177.3	180.1	181.4	181.6	182.8	186.1	188.0	187.2	185.4	184.1	182.9	182.1	180.7	181.5
First Number of Months up to	8 months to Feb 24	8 months to Feb 25	9 months to Mar 25	10 months to Apr 25	11 months to May 25	12 months to Jun 25	1st month	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	7 months to Jan 26	8 months to Feb 26
Total Visitor Arrivals (persons)	121,521	124,121	135,726	148,936	162,913	180,654	18,843	36,353	52,144	66,422	77,870	103,798	119,965	130,260
Total arrivals incl. cruise ships	133,682	138,759	153,078	174,204	190,990	209,721	18,843	39,255	55,046	71,666	83,114	109,042	128,185	141,975
Over the past year (%)	81.2%	2.1%	2.2%	2.4%	2.1%	2.8%	-1.0%	0.2%	2.6%	1.4%	-0.8%	2.5%	3.4%	4.9%
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	7,311	6,692	7,355	7,819	8,535	9,288	1,275	1,931	2,477	3,017	3,479	5,365	5,783	6,233
Australia	33,647	32,303	34,528	38,072	41,347	45,022	5,339	9,344	13,366	16,666	19,680	25,758	29,001	30,937
Europe	2,989	3,891	4,352	4,784	5,180	5,654	547	1,128	1,614	2,163	2,582	3,024	3,492	3,847
New Zealand	54,325	55,482	61,179	67,443	74,131	83,209	7,827	16,801	24,838	32,154	36,922	50,493	59,407	64,381
USA	9,568	10,903	12,068	13,261	14,475	16,479	2,078	3,566	4,775	5,900	7,129	9,518	11,149	12,189
Other Countries	13,681	14,850	16,244	17,557	19,245	21,002	1,777	3,583	5,074	6,522	8,078	9,640	11,133	12,673
Cruise ships	12,161	14,638	17,352	25,268	28,077	29,067	0	2,902	2,902	5,244	5,244	5,244	8,220	11,715
Arrivals, by purpose (persons)														
Holiday	49,599	51,892	56,904	63,411	69,636	77,614	9,058	18,248	26,717	34,357	39,807	49,586	57,054	61,604
VFR	43,168	45,678	49,978	55,024	60,111	67,047	6,344	11,890	17,302	21,824	25,882	38,280	45,046	48,755
Business & Conference	6,686	10,894	12,048	12,636	14,134	15,531	1,603	2,707	3,352	4,144	4,884	6,727	7,382	8,277
Sport	2,454	1,671	1,760	1,938	2,004	2,106	453	618	750	808	881	1,414	1,537	1,587
Other	19,614	13,986	15,036	15,927	17,028	18,356	1,385	2,890	4,023	5,289	6,416	7,791	8,946	10,037
Cruise ships	12,161	14,638	17,352	25,268	28,077	29,067	0	2,902	2,902	5,244	5,244	5,244	8,220	11,715
Total Visitor Earnings (tala million)	419.72	434.84	477.84	527.74	586.16	646.57	60.48	124.29	182.65	235.96	283.27	377.20	429.63	465.92
Total earnings incl. cruise ships	422.04	437.68	481.23	532.66	591.61	652.21	60.48	124.82	183.18	236.95	284.26	378.18	431.18	468.14
Over the past year (%)	90.6%	3.7%	3.8%	4.1%	3.9%	4.8%	6.3%	8.6%	10.1%	7.7%	3.3%	5.0%	5.4%	7.0%
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	16.8	16.6	18.5	20.1	23.2	25.5	3.6	5.0	6.1	7.0	8.0	14.3	15.4	16.0
Australia	135.7	132.8	142.6	158.0	171.0	185.3	17.0	34.0	49.8	65.4	82.3	108.0	120.1	129.2
Europe	3.6	4.6	5.3	5.9	6.4	6.8	0.5	1.3	1.9	2.4	3.1	3.9	4.5	4.9
New Zealand	185.1	192.4	212.7	237.0	267.3	295.6	24.9	59.4	89.6	118.1	137.7	182.5	211.5	227.5
USA	31.9	36.3	41.8	44.7	48.6	55.9	7.6	11.8	17.6	20.6	24.5	33.4	38.3	42.8
Other Countries	46.7	52.2	57.0	62.1	69.7	77.4	6.8	12.8	17.7	22.4	27.7	35.0	39.9	45.5
Cruise ships	2.3	2.8	3.4	4.9	5.5	5.7	0.0	0.5	0.5	1.0	1.0	1.0	1.5	2.2
Earnings, by purpose (tala million)														
Holiday	158.04	166.84	184.46	207.19	232.07	257.63	26.83	59.64	91.28	115.08	132.02	164.72	188.38	204.40
VFR	179.5	191.9	208.2	229.3	255.6	283.7	25.3	48.4	69.9	91.				

VISITOR EARNINGS & REMITTANCES REPORT

February 2026

Table 2. INFLOW OF PRIVATE REMITTANCES
AMOUNTS IN TALA MILLION

Amount in Tala Millions	Feb-24	Feb-25	Mar-25	Apr-25	May-25	Jun-25	Jul-25	Aug-25	Sep-25	Oct-25	Nov-25	Dec-25 *	Jan-26	Feb-26
By Recipient (Tala Millions)	62.05	61.39	67.78	76.18	77.49	74.43	78.66	75.88	77.06	74.51	74.02	102.32	74.47	67.59
Banknotes	3.16	5.29	5.24	5.32	4.08	5.83	4.78	5.48	6.92	5.08	5.26	8.50	5.08	5.02
Churches, School, Charities	4.60	4.06	2.28	5.86	6.51	7.03	5.55	4.03	6.94	4.00	5.96	8.56	5.29	4.81
Individual/Family/Households	48.54	50.58	58.78	63.36	65.28	59.59	67.10	64.91	61.22	63.91	61.06	83.44	62.64	56.36
In Kind	0.74	0.73	0.76	0.85	0.81	0.84	0.68	0.68	1.00	0.80	0.88	0.95	0.80	0.74
Pensions by residents	0.78	0.58	0.70	0.80	0.45	0.64	0.55	0.77	1.00	0.68	0.78	0.82	0.60	0.56
Others	4.23	0.15	0.01	0.00	0.35	0.51	0.01	0.00	0.18	0.04	0.08	0.04	0.06	0.10
By Country (Tala Millions)	62.05	61.39	67.78	76.14	77.49	74.43	78.66	75.88	77.06	74.51	74.02	102.32	74.47	67.59
USA	12.17	11.27	12.99	15.77	16.25	12.56	13.61	11.85	12.05	13.94	14.11	15.51	11.36	12.49
New Zealand	23.80	21.94	23.38	27.11	28.18	26.14	25.79	28.45	27.29	22.36	22.31	34.65	24.95	22.46
Australia	20.67	22.64	25.71	27.32	26.63	26.55	33.16	29.90	32.79	32.99	32.22	43.43	32.05	28.33
American Samoa	3.08	2.82	4.18	4.18	4.79	3.94	3.24	3.66	3.35	3.77	3.36	3.31	2.53	2.71
Others	2.33	2.71	1.51	1.76	1.64	5.24	2.86	2.01	1.57	1.45	2.01	5.42	3.59	1.61
By Channel (%)														
Banks	26.5%	25.1%	21.9%	24.6%	23.3%	27.7%	23.6%	23.2%	28.1%	22.4%	23.9%	23.6%	25.1%	28.1%
Non Banks (1)	73.5%	74.9%	78.1%	75.4%	76.7%	72.3%	76.4%	76.8%	71.9%	77.6%	76.1%	76.4%	74.9%	71.9%
Traditional	70.5%	71.0%	73.4%	71.1%	72.7%	68.7%	72.6%	72.9%	68.5%	73.8%	71.9%	71.5%	70.3%	68.0%
Electronic (online, mobile wallets, banking cards)	3.0%	3.9%	4.6%	4.3%	4.0%	3.6%	3.8%	3.9%	3.4%	3.8%	4.1%	4.9%	4.6%	3.9%
Total Remittances (Tala Millions)	62.05	61.39	67.78	76.18	77.49	74.43	78.66	75.88	77.06	74.51	74.02	102.32	74.47	67.59
First Number of Months up to	8 months to Feb 24	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 Jul 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	7 months to Jan 26	8 months to Feb 26
Total Remittances (Tala Millions)	580.86	606.89	674.67	750.86	828.34	902.77	78.66	154.54	231.59	306.11	380.13	482.45	556.92	624.51
Percentage Change (over same period last year)	2.2%	4.5%	3.3%	3.1%	2.3%	3.0%	-3.4%	-10.5%	-3.6%	-1.4%	-1.0%	1.0%	2.1%	2.9%
3 year average (%)	15.1%	12.9%	12.7%	13.3%	13.5%	13.2%	18.2%	17.1%	14.6%	10.4%	8.8%	8.3%	9.1%	8.5%
5 year average (%)	12.8%	10.6%	10.0%	10.3%	10.4%	10.4%	11.0%	12.3%	12.4%	11.8%	11.3%	11.2%	10.7%	10.4%
By Recipient (Tala Millions)														
Hand Carried Cash	46.50	43.12	48.36	53.68	57.76	63.59	4.78	10.26	17.17	22.26	27.52	36.02	41.10	46.11
Churches, School, Charities	42.10	45.56	47.85	53.71	60.22	67.25	5.55	9.59	16.52	20.53	26.49	35.05	40.35	45.16
Individual/Family/Households	472.31	498.58	557.35	620.71	685.99	745.58	67.10	132.01	193.23	257.14	318.19	401.63	464.27	520.64
In Kind	6.44	6.62	7.38	8.23	9.04	9.88	0.68	1.36	2.37	3.17	4.05	5.00	5.80	6.53
Pensions by residents	5.76	5.37	6.07	6.86	7.31	7.95	0.55	1.32	2.12	2.80	3.58	4.40	5.01	5.56
Others	7.75	7.65	7.66	7.67	8.02	8.53	0.01	0.01	0.19	0.23	0.30	0.35	0.41	0.51
By Country (Tala Millions)														
USA	102.55	103.45	116.43	132.20	148.46	161.02	13.61	25.47	37.52	51.46	65.57	81.08	92.44	104.93
New Zealand	217.96	209.01	232.40	259.51	287.68	313.82	25.79	54.24	81.54	103.90	126.21	160.86	185.81	208.27
Australia	208.70	239.54	265.25	292.57	319.20	345.76	33.16	63.06	95.84	128.83	161.05	204.48	236.53	264.86
American Samoa	28.00	27.92	32.10	36.29	41.07	45.01	3.24	6.90	10.25	14.02	17.38	20.69	23.22	25.92
Others	23.64	26.98	28.49	30.29	31.93	37.17	2.86	4.87	6.45	7.90	9.91	15.33	18.92	20.53

(1) Includes Money Transfer Operators (MTOs) and Foreign Exchange Dealers (FEDs)
(rev) Revised figures for December 2025

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

Average Cost of Sending (in %)	Feb-24	Feb-25	Mar-25	Apr-25	May-25	Jun-25	Jul-25	Aug-25	Sep-25	Oct-25	Nov-25	Dec-25	Jan-26	Feb-26
New Zealand (NZD \$200)	7.39	7.00	7.69	7.52	6.90	8.62	6.83	7.55	7.28	5.52	5.90	6.83	7.28	7.14
Australia (AUD \$200)	6.58	6.71	6.52	6.19	6.33	7.81	6.24	6.38	6.14	5.71	6.29	6.71	7.38	7.00
Average Cost of Remittances to Samoa	6.98	6.86	7.11	6.85	6.61	8.22	6.53	6.97	6.71	5.62	6.09	6.77	7.33	7.07

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