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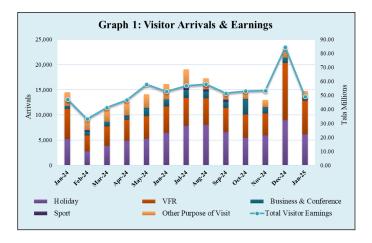
# VISITOR EARNINGS & REMITTANCES REPORT JANUARY 2025

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.7: 2024/25 January 2025

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

Following the peak period (festive season) in the previous month, total visitor arrivals returned to normal levels, down by **35.4 percent (or 8,082 visitors)** to a **total of 14,746 visitors**. This was however, 1.6 percent (or 226 visitors) higher when compared to the same month of last year. (See Graph 1).



The seasonal decrease in visitor arrivals over December 2024 was mainly due to contractions in visitors from New Zealand (down by 4,009 visitors), Australia (by 2,167 visitors), American Samoa (by 713 visitors), USA (by 648 visitors) and 'Other countries' (by 605 visitors). These were partially offset by a slight increase in arrivals from Europe. For arrivals by purpose, 'Visiting friends and families', 'Holiday', 'Business and Conference' and 'Other purpose of visit' all recorded reductions of 4,566 visitors, 2,870 visitors, 398 visitors and 281 visitors in that order.

As a result, **total visitor receipts** dropped by **41.8 percent (or \$35.3 million)** to a total of **\$49.1 million**. Nevertheless, it was 4.0 percent (or \$1.9 million) higher than January 2024.

This was primarily due to reductions in earnings from New Zealand and Australia, by \$13.7 million and \$11.4 million, respectively. 'Other countries' fell by \$4.3 million, USA (down by \$3.2 million), 'American Samoa' (down by \$2.6 million) and 'Europe' fell by \$0.1 million. Proceeds from those who were here for 'Visiting friends and families', 'Holiday', 'Business and conference' and 'Others' declined by \$20.7 million, \$10.7 million, \$2.7 million and \$1.5 million in that order.

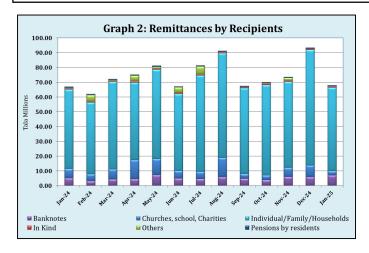
Overall, total visitor earnings for the first seven months of FY2024/25 grew by 5.1 percent (or \$19.8 million) to \$406.4 million, over the first seven months of FY2023/24.

#### Remittances

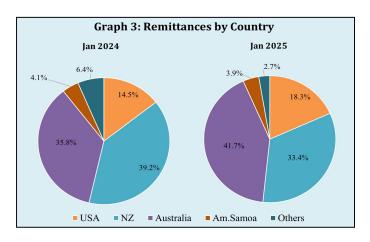
Total remittances also dropped by a seasonal 27.2 percent (or \$25.4 million) to a total of \$68.1 million compared to December 2024. This reflected reductions in transfers for 'Families and households' following the festive season celebrations in the previous month. Nonetheless, it was 1.5 percent (or \$1.0 million) higher than the same month of last year. (See Graph 2.)

<sup>&</sup>lt;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

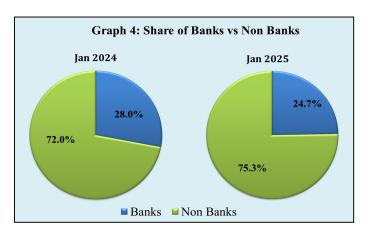


This decline over the previous month was underpinned by lower funds received from New Zealand (down by \$10.4 million), Australia (by \$7.9 million), 'Other countries' (by \$4.5 million), USA (by \$1.7 million) and American Samoa (by \$0.9 million). In terms of recipients, lower transfers were recorded for 'Family and households', Non-profit institutions serving households (NPISH) and 'Pension by residents'. (See Graph 3)



Nevertheless, total inflow of remittances in the **first** seven months of FY2024/25 edged up further by 5.1 percent (or \$26.6 million) to a total of \$545.5 million over the corresponding period of last year. This was due to increases in funds from Australia, 'Other countries', USA and American Samoa. A contributing factor to this expansion was a 0.4 percent depreciation of the Samoan Tala against the US dollar. By recipient, funds for 'Family and households' went up by \$21.2 million, 'NPISH' by \$4.0 million, 'Others' by \$2.8 million and 'In kind transfers' by \$0.2 million.

In terms of remittance channels, the shares of funds that was sent through Money Transfer Operators (MTOs) rose to 75.3 percent of total funds received (from 73.3 percent in December 2024) and was also higher than 72.0 percent in January of last year. However, funds received through the commercial banks contracted to 24.7 percent from 26.7 percent a month ago but lower than 28.0 percent in the same month of 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 went up to 7.69 percent in the January 2025 from 6.98 percent in January 2024. Similarly, the average cost of sending AUD\$200.00 to Samoa also increased to 7.14 percent compared to 7.03 percent in the same month last year.

## CENTRAL BANK OF SAMOA 26<sup>th</sup> March 2025

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<sup>&</sup>lt;sup>2</sup> https://sendmoneypacific.org

## VISITOR EARNINGS & REMITTANCES REPORT

Table 1.

#### TOURISM EARNINGS, AVERAGE EXPENDITURE AND TOURISM PRICE INDEX

	Jan-23	Jan-24	Feb-24	Mar-24	Apr-24	May-24	Jun-24	Jul-24	Aug-24	Sep-24	Oct-24	Nov-24	Dec-24	Jan-25
Total arrivals (persons)	12,321	14,520	9,630	11,242	12,644	14,106	16,143	19,039	17,248	14,536	14,658	12,996	22,828	14,746
Arrivals, by market (persons)	,	- 7,5-2	",""	,	,	,	,		,	- ,,	- 1,	,	,	,-
American Samoa	738	883	649	719	868	896	1,220	1,370	1,273	677	552	707	1,224	511
Australia	2,800	4,232	2,198	2,801	3,214	4,171	4,130	4,554	3,998	3,838	3,245	3,457	6,721	4,554
Europe	235	297	345	463	358	370	395	691	641	445	819	375	255	315
New Zealand	6,496	6,561	3,920	4,463	5,303	5,916	7,048	8,743	7,068	6,828	6,101	5,517	11,039	7,030
USA	824	1,002	877	1,064	1,062	1,070	1,820	2,014	2,395	1,086	860	1,020	1,675	1,027
Other Countries	1,228	1,545	1,641	1,732	1,839	1,683	1,530	1,667	1,873	1,662	3,081	1,920	1,914	1,309
Arrivals, by purpose (persons)														
Holiday	3,893	5,172	2,778	3,897	4,863	5,252	6,442	7,865	8,026	6,612	5,460	5,908	8,959	6,089
VFR	5,359	6,047	3,124	3,776	4,150	4,505	5,232	5,523	5,274	4,790	4,593	4,371	11,331	6,765
Business & Conference	422	567	765	938	696	1,559	1,281	1,567	1,348	1,178	3,069	1,209	1,061	663
Sport	17	21	277	44	160	64	121	469	450	445	64	47	12	45
Other	2,630	2,713	2,686	2,587	2,775	2,726	3,067	3,615	2,150	1,511	1,472	1,461	1,465	1,184
Total earnings (tala million)	36.86	47.22	33.15	41.35	46.67	57.78	52.81	56.90	58.02	51.5	53.1	53.4	84.4	49.1
Earnings, by market (tala million)														
American Samoa	1.81	2.35	0.80	1.84	2.90	3.69	3.36	3.80	2.93	1.42	0.90	1.70	3.97	1.38
Australia	9.38	15.42	10.04	12.13	13.64	16.34	15.53	13.64	16.08	14.52	15.03	19.04	28.48	17.04
Europe Now Zooland	0.25	0.35	0.36	0.74	0.48	0.42	0.37	0.57	0.86	0.49	0.85	0.59	0.47	0.39
New Zealand USA	19.49 2.20	21.06	12.42	15.58 4.98	20.03	26.50	21.22	26.10	25.82	24.74	23.32	22.27	36.86	23.15
		2.86	3.61		2.46	3.51	6.27	6.87	6.26	5.05	2.28	3.29	6.15	2.94
Other Countries  Earnings, by purpose (tala million)	3.72	5.18	5.92	6.08	7.16	7.33	6.06	5.92	6.08	5.26	10.73	6.51	8.46	4.19
Holiday	11.71	17.18	9.40	12.28	15.58	21.78	21.29	22.62	26.57	23.68	15.70	18.27	30.02	19.50
VFR	19.42	23.17	10.93	12.23	15.98	23.77	21.29	21.42	20.63	18.51	20.98	27.83	46.09	25.38
Business & Conference	1.65	2.45	3.31	3.64	2.88	5.75	4.75	4.33	5.39	4.38	9.89	5.32	4.30	2.81
Sport	0.06	0.08	0.75	0.18	0.54	0.28	0.26	1.83	1.15	1.81	0.17	0.12	0.03	0.17
Other	4.02	4.34	8.75	12.41	11.70	6.20	4.54	6.70	4.27	3.11	6.35	1.86	3.95	1.24
other	4.02	4.54	0.75	12.71	11.70	0.20	4.54	0.70	7.27	5.11	0.55	1.00	3.33	1.24
Average expenditure (tala,per person)	2,991	3,252	3,442	3,678	3,691	4,096	3,271	2,988	3,364	3,542	3,622	4,109	3,697	3,329
Tourism Price Index	163.1	177.3	177.3	177.7	177.9	180.3	179.5	176.8	177.1	178.9	180.5	179.7	180.4	181.7
First Number of Months up to	7 months	7 months	8 months	9 months	10 months	11 months	12 months	1st	2 months	3 months	4 months	5 months	6 months	7 months
- mat number of months up to	to Jan 23	to Jan 24	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
Total Visitor Arrivals (persons)	59,380	111,891	121,521	132,763	145,407	159,513	175,656	19,039	36,287	50,823	65,481	78,477	101,305	116,051
Over the past year (%)	0.0%	88.4%	81.2%	72.0%	59.9%	49.6%	40.9%	10.2%	7.5%	4.5%	5.6%	4.8%	4.0%	3.7%
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		6,662		8,030	8,898	9,794	11,014	1,370	2,643	3,320	3,872		5,803	6,314
	4,864		7,311									4,579		
Australia	15,034	31,449	33,647	36,448	39,662	43,833	47,963	4,554	8,552	12,390	15,635	19,092	25,813	30,367
Europe	15,034 939	31,449 2,644	33,647 2,989	36,448 3,452	39,662 3,810	43,833 4,180	47,963 4,575	691	8,552 1,332	12,390 1,777	15,635 2,596	19,092 2,971	25,813 3,226	3,541
Europe New Zealand	15,034 939 27,956	31,449 2,644 50,405	33,647 2,989 54,325	36,448 3,452 58,788	39,662 3,810 64,091	43,833 4,180 70,007	47,963 4,575 77,055	691 8,743	8,552 1,332 15,811	12,390 1,777 22,639	15,635 2,596 28,740	19,092 2,971 34,257	25,813 3,226 45,296	3,541 52,326
Europe New Zealand USA	15,034 939 27,956 4,462	31,449 2,644 50,405 8,691	33,647 2,989 54,325 9,568	36,448 3,452 58,788 10,632	39,662 3,810 64,091 11,694	43,833 4,180 70,007 12,764	47,963 4,575 77,055 14,584	691 8,743 2,014	8,552 1,332 15,811 4,409	12,390 1,777 22,639 5,495	15,635 2,596 28,740 6,355	19,092 2,971 34,257 7,375	25,813 3,226 45,296 9,050	3,541 52,326 10,077
Europe New Zealand USA Other Countries	15,034 939 27,956	31,449 2,644 50,405	33,647 2,989 54,325	36,448 3,452 58,788	39,662 3,810 64,091	43,833 4,180 70,007	47,963 4,575 77,055	691 8,743	8,552 1,332 15,811	12,390 1,777 22,639	15,635 2,596 28,740	19,092 2,971 34,257	25,813 3,226 45,296	3,541 52,326
Europe New Zealand USA Other Countries Arrivals, by purpose (persons)	15,034 939 27,956 4,462 6,125	31,449 2,644 50,405 8,691 12,040	33,647 2,989 54,325 9,568 13,681	36,448 3,452 58,788 10,632 15,413	39,662 3,810 64,091 11,694 17,252	43,833 4,180 70,007 12,764 18,935	47,963 4,575 77,055 14,584 20,465	691 8,743 2,014 1,667	8,552 1,332 15,811 4,409 3,540	12,390 1,777 22,639 5,495 5,202	15,635 2,596 28,740 6,355 8,283	19,092 2,971 34,257 7,375 10,203	25,813 3,226 45,296 9,050 12,117	3,541 52,326 10,077 13,426
Europe New Zealand USA Other Countries <b>Arrivals, by purpose (persons)</b> Holiday	15,034 939 27,956 4,462 6,125 18,601	31,449 2,644 50,405 8,691 12,040 46,821	33,647 2,989 54,325 9,568 13,681 49,599	36,448 3,452 58,788 10,632 15,413	39,662 3,810 64,091 11,694 17,252 58,359	43,833 4,180 70,007 12,764 18,935 63,611	47,963 4,575 77,055 14,584 20,465	691 8,743 2,014 1,667 7,865	8,552 1,332 15,811 4,409 3,540	12,390 1,777 22,639 5,495 5,202 22,503	15,635 2,596 28,740 6,355 8,283 27,963	19,092 2,971 34,257 7,375 10,203	25,813 3,226 45,296 9,050 12,117 42,830	3,541 52,326 10,077 13,426 48,919
Europe New Zealand USA Other Countries Arrivals, by purpose (persons) Holiday VFR	15,034 939 27,956 4,462 6,125 18,601 26,453	31,449 2,644 50,405 8,691 12,040 46,821 40,044	33,647 2,989 54,325 9,568 13,681 49,599 43,168	36,448 3,452 58,788 10,632 15,413 53,496 46,944	39,662 3,810 64,091 11,694 17,252 58,359 51,094	43,833 4,180 70,007 12,764 18,935 63,611 55,599	47,963 4,575 77,055 14,584 20,465 70,053 60,831	691 8,743 2,014 1,667 7,865 5,523	8,552 1,332 15,811 4,409 3,540 15,891 10,797	12,390 1,777 22,639 5,495 5,202 22,503 15,587	15,635 2,596 28,740 6,355 8,283 27,963 20,180	19,092 2,971 34,257 7,375 10,203 33,871 24,551	25,813 3,226 45,296 9,050 12,117 42,830 35,882	3,541 52,326 10,077 13,426 48,919 42,647
Europe New Zealand USA Other Countries Arrivals, by purpose (persons) Holiday VFR Business & Conference	15,034 939 27,956 4,462 6,125 18,601 26,453 3,732	31,449 2,644 50,405 8,691 12,040 46,821 40,044 5,921	33,647 2,989 54,325 9,568 13,681 49,599 43,168 6,686	36,448 3,452 58,788 10,632 15,413 53,496 46,944 7,624	39,662 3,810 64,091 11,694 17,252 58,359 51,094 8,320	43,833 4,180 70,007 12,764 18,935 63,611 55,599 9,879	47,963 4,575 77,055 14,584 20,465 70,053 60,831 11,160	691 8,743 2,014 1,667 7,865 5,523 1,567	8,552 1,332 15,811 4,409 3,540 15,891 10,797 2,915	12,390 1,777 22,639 5,495 5,202 22,503 15,587 4,093	15,635 2,596 28,740 6,355 8,283 27,963 20,180 7,162	19,092 2,971 34,257 7,375 10,203 33,871 24,551 8,371	25,813 3,226 45,296 9,050 12,117 42,830 35,882 9,432	3,541 52,326 10,077 13,426 48,919 42,647 10,095
Europe New Zealand USA Other Countries Arrivals, by purpose (persons) Holiday VFR Business & Conference Sport	15,034 939 27,956 4,462 6,125 18,601 26,453 3,732 194	31,449 2,644 50,405 8,691 12,040 46,821 40,044 5,921 2,177	33,647 2,989 54,325 9,568 13,681 49,599 43,168 6,686 2,454	36,448 3,452 58,788 10,632 15,413 53,496 46,944 7,624 2,498	39,662 3,810 64,091 11,694 17,252 58,359 51,094 8,320 2,658	43,833 4,180 70,007 12,764 18,935 63,611 55,599 9,879 2,722	47,963 4,575 77,055 14,584 20,465 70,053 60,831 11,160 2,843	691 8,743 2,014 1,667 7,865 5,523 1,567 469	8,552 1,332 15,811 4,409 3,540 15,891 10,797 2,915 919	12,390 1,777 22,639 5,495 5,202 22,503 15,587 4,093 1,364	15,635 2,596 28,740 6,355 8,283 27,963 20,180 7,162 1,428	19,092 2,971 34,257 7,375 10,203 33,871 24,551 8,371 1,475	25,813 3,226 45,296 9,050 12,117 42,830 35,882 9,432 1,487	3,541 52,326 10,077 13,426 48,919 42,647 10,095 1,532
Europe New Zealand USA Other Countries Arrivals, by purpose (persons) Holiday VFR Business & Conference Sport Other	15,034 939 27,956 4,462 6,125 18,601 26,453 3,732 194 10,400	31,449 2,644 50,405 8,691 12,040 46,821 40,044 5,921 2,177 16,928	33,647 2,989 54,325 9,568 13,681 49,599 43,168 6,686 2,454 19,614	36,448 3,452 58,788 10,632 15,413 53,496 46,944 7,624 2,498 22,201	39,662 3,810 64,091 11,694 17,252 58,359 51,094 8,320 2,658 24,976	43,833 4,180 70,007 12,764 18,935 63,611 55,599 9,879 2,722 27,702	47,963 4,575 77,055 14,584 20,465 70,053 60,831 11,160 2,843 30,769	691 8,743 2,014 1,667 7,865 5,523 1,567 469 3,615	8,552 1,332 15,811 4,409 3,540 15,891 10,797 2,915 919 5,765	12,390 1,777 22,639 5,495 5,202 22,503 15,587 4,093 1,364 7,276	15,635 2,596 28,740 6,355 8,283 27,963 20,180 7,162 1,428 8,748	19,092 2,971 34,257 7,375 10,203 33,871 24,551 8,371 1,475 10,209	25,813 3,226 45,296 9,050 12,117 42,830 35,882 9,432 1,487 11,674	3,541 52,326 10,077 13,426 48,919 42,647 10,095 1,532 12,858
Europe New Zealand USA Other Countries Arrivals, by purpose (persons) Holiday VFR Business & Conference Sport Other Total Visitor Earnings (tala million)	15,034 939 27,956 4,462 6,125 18,601 26,453 3,732 194 10,400 194.18	31,449 2,644 50,405 8,691 12,040 46,821 40,044 5,921 2,177 16,928 386.56	33,647 2,989 54,325 9,568 13,681 49,599 43,168 6,686 2,454 19,614 419.72	36,448 3,452 58,788 10,632 15,413 53,496 46,944 7,624 2,498 22,201 <b>461.06</b>	39,662 3,810 64,091 11,694 17,252 58,359 51,094 8,320 2,658 24,976 <b>507.73</b>	43,833 4,180 70,007 12,764 18,935 63,611 55,599 9,879 2,722 27,702 <b>565.52</b>	47,963 4,575 77,055 14,584 20,465 70,053 60,831 11,160 2,843 30,769 <b>618.33</b>	691 8,743 2,014 1,667 7,865 5,523 1,567 469 3,615 <b>56.90</b>	8,552 1,332 15,811 4,409 3,540 15,891 10,797 2,915 919 5,765 114,91	12,390 1,777 22,639 5,495 5,202 22,503 15,587 4,093 1,364 7,276 166.40	15,635 2,596 28,740 6,355 8,283 27,963 20,180 7,162 1,428 8,748 219,49	19,092 2,971 34,257 7,375 10,203 33,871 24,551 8,371 1,475 10,209 272.89	25,813 3,226 45,296 9,050 12,117 42,830 35,882 9,432 1,487 11,674 <b>357.28</b>	3,541 52,326 10,077 13,426 48,919 42,647 10,095 1,532 12,858 406.37
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 (%)	15,034 939 27,956 4,462 6,125 18,601 26,453 3,732 194 10,400 194.18 0.0%	31,449 2,644 50,405 8,691 12,040 46,821 40,044 5,921 2,177 16,928 <b>386.56</b> 99.1%	33,647 2,989 54,325 9,568 13,681 49,599 43,168 6,686 2,454 19,614 419.72 91.8%	36,448 3,452 58,788 10,632 15,413 53,496 46,944 7,624 2,498 22,201 <b>461.06</b> 82.0%	39,662 3,810 64,091 11,694 17,252 58,359 51,094 8,320 2,658 24,976 <b>507.73</b> 68.1%	43,833 4,180 70,007 12,764 18,935 63,611 55,599 9,879 2,722 27,702 <b>565.52</b> 55.6%	47,963 4,575 77,055 14,584 20,465 70,053 60,831 11,160 2,843 30,769 <b>618.33</b> 46.9%	691 8,743 2,014 1,667 7,865 5,523 1,567 469 3,615 <b>56.90</b> 8.7%	8,552 1,332 15,811 4,409 3,540 15,891 10,797 2,915 919 5,765 114,91 6.6%	12,390 1,777 22,639 5,495 5,202 22,503 15,587 4,093 1,364 7,276 166.40 4.4%	15,635 2,596 28,740 6,355 8,283 27,963 20,180 7,162 1,428 8,748 219,49 6.0%	19,092 2,971 34,257 7,375 10,203 33,871 24,551 8,371 1,475 10,209 272.89 5.7%	25,813 3,226 45,296 9,050 12,117 42,830 35,882 9,432 1,487 11,674 <b>357.28</b> 5.3%	3,541 52,326 10,077 13,426 48,919 42,647 10,095 1,532 12,858 <b>406.37</b> 5.1%
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	15,034 939 27,956 4,462 6,125 18,601 26,453 3,732 194 10,400 194.18 0.0% 0.0%	31,449 2,644 50,405 8,691 12,040 46,821 40,044 5,921 2,177 16,928 <b>386.56</b> 99.1% 0.0%	33,647 2,989 54,325 9,568 13,681 49,599 43,168 6,686 2,454 19,614 <b>419.72</b> 91.8% 0.0%	36,448 3,452 58,788 10,632 15,413 53,496 46,944 7,624 2,498 22,201 <b>461.06</b> 82.0% 0.0%	39,662 3,810 64,091 11,694 17,252 58,359 51,094 8,320 2,658 24,976 <b>507.73</b> 68.1% 0.0%	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%	47,963 4,575 77,055 14,584 20,465 70,053 60,831 11,160 2,843 30,769 <b>618.33</b> 46.9% 0.0%	691 8,743 2,014 1,667 7,865 5,523 1,567 469 3,615 <b>56.90</b> 8.7% 0.0%	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%	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%	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%	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%	25,813 3,226 45,296 9,050 12,117 42,830 35,882 9,432 1,487 11,674 <b>357.28</b> 5.3% 0.0%	3,541 52,326 10,077 13,426 48,919 42,647 10,095 1,532 12,858 406.37 5.1% 0.0%
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 (%)	15,034 939 27,956 4,462 6,125 18,601 26,453 3,732 194 10,400 194.18 0.0%	31,449 2,644 50,405 8,691 12,040 46,821 40,044 5,921 2,177 16,928 <b>386.56</b> 99.1%	33,647 2,989 54,325 9,568 13,681 49,599 43,168 6,686 2,454 19,614 419.72 91.8%	36,448 3,452 58,788 10,632 15,413 53,496 46,944 7,624 2,498 22,201 <b>461.06</b> 82.0%	39,662 3,810 64,091 11,694 17,252 58,359 51,094 8,320 2,658 24,976 <b>507.73</b> 68.1%	43,833 4,180 70,007 12,764 18,935 63,611 55,599 9,879 2,722 27,702 <b>565.52</b> 55.6%	47,963 4,575 77,055 14,584 20,465 70,053 60,831 11,160 2,843 30,769 <b>618.33</b> 46.9%	691 8,743 2,014 1,667 7,865 5,523 1,567 469 3,615 <b>56.90</b> 8.7%	8,552 1,332 15,811 4,409 3,540 15,891 10,797 2,915 919 5,765 114,91 6.6%	12,390 1,777 22,639 5,495 5,202 22,503 15,587 4,093 1,364 7,276 166.40 4.4%	15,635 2,596 28,740 6,355 8,283 27,963 20,180 7,162 1,428 8,748 219,49 6.0%	19,092 2,971 34,257 7,375 10,203 33,871 24,551 8,371 1,475 10,209 272.89 5.7%	25,813 3,226 45,296 9,050 12,117 42,830 35,882 9,432 1,487 11,674 <b>357.28</b> 5.3%	3,541 52,326 10,077 13,426 48,919 42,647 10,095 1,532 12,858 <b>406.37</b> 5.1%
Europe New Zealand USA Other Countries Arrivals, by purpose (persons) Holliday 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)	15,034 939 27,956 4,462 6,125 18,601 26,453 3,732 194 10,400 194.18 0.0% 0.0%	31,449 2,644 50,405 8,691 12,040 46,821 40,044 5,921 2,177 16,928 386.56 99.1% 0.0%	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%	36,448 3,452 58,788 10,632 15,413 53,496 46,944 7,624 2,498 22,201 <b>461.06</b> 82.0% 0.0% 0.0%	39,662 3,810 64,091 11,694 17,252 58,359 51,094 8,320 2,658 24,976 <b>507.73</b> 68.1% 0.0%	43,833 4,180 70,007 12,764 18,935 63,611 55,599 9,879 2,722 27,702 565.52 55.60% 0.0%	47,963 4,575 77,055 14,584 20,465 70,053 60,831 11,160 2,843 30,769 <b>618.33</b> 46.9% 0.0%	691 8,743 2,014 1,667 7,865 5,523 1,567 469 3,615 <b>56.90</b> 8,7% 0.0%	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%	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%	15,635 2,596 28,740 6,355 8,283 27,963 20,180 7,162 1,428 8,748 <b>219,49</b> 6.0% 0.0%	19,092 2,971 34,257 7,375 10,203 33,871 24,551 8,371 1,475 10,209 <b>272.89</b> 5.7% 0.0% 0.0%	25,813 3,226 45,296 9,050 12,117 42,830 35,882 9,432 1,487 11,674 <b>357,28</b> 5,3% 0.0% 0.0%	3,541 52,326 10,077 13,426 48,919 42,647 10,095 1,532 12,858 <b>406.37</b> 5.1% 0.0% 0.0%
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	15,034 939 27,956 4,462 6,125 18,601 26,453 3,732 194 10,400 194.18 0.0% 0.0%	31,449 2,644 50,405 8,691 12,040 46,821 40,044 5,921 2,177 16,928 386.56 99.1% 0.0% 0.0%	33,647 2,989 54,325 9,568 13,681 49,599 43,168 6,686 2,454 19,614 <b>419.72</b> 91.8% 0.0% 0.0%	36,448 3,452 58,788 10,632 15,413 53,496 46,944 7,624 2,498 22,201 <b>461.06</b> 82.0% 0.0%	39,662 3,810 64,091 11,694 17,252 58,359 51,094 8,320 2,658 24,976 <b>507.73</b> 68.1% 0.0%	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%	47,963 4,575 77,055 14,584 20,465 70,053 60,831 11,160 2,843 30,769 <b>618.33</b> 46,9% 0.0% 0.0%	691 8,743 2,014 1,667 7,865 5,523 1,567 469 3,615 <b>56.90</b> 8.7% 0.0% 0.0%	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%	12,390 1,777 22,639 5,495 5,202 22,503 15,587 4,093 1,364 7,276 <b>166.40</b> 4.4% 0.0%	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%	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%	25,813 3,226 45,296 9,050 12,117 42,830 35,882 9,432 1,487 11,674 <b>357,28</b> 5,3% 0,0%	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%
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 a verage Earnings, by market (tala million) American Samoa Australia	15,034 939 27,956 4,462 6,125 18,601 26,453 3,732 194 10,400 194.18 0.0% 0.0% 0.0%	31,449 2,644 50,405 8,691 12,040 46,821 40,044 5,921 2,177 16,928 386.56 99.1% 0.0% 0.0%	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%	36,448 3,452 58,788 10,632 15,413 53,496 46,944 7,624 2,498 22,201 <b>461.06</b> 82,0% 0.0% 0.0%	39,662 3,810 64,091 11,694 17,252 58,359 51,094 8,320 2,658 24,976 <b>507.73</b> 68.1% 0.0% 0.0%	43,833 4,180 70,007 12,764 18,935 63,611 55,599 9,879 2,722 27,702 <b>565.52</b> 55.6% 0.0% 0.0%	47,963 4,575 77,055 14,584 20,465 70,053 60,831 11,160 2,843 30,769 <b>618.33</b> 46.9% 0.0% 0.0%	691 8,743 2,014 1,667 7,865 5,523 1,567 469 3,615 <b>56.90</b> 8,7% 0.0% 0.0%	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%	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%	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	19,092 2,971 34,257 7,375 10,203 33,871 24,551 1,475 10,209 272.89 5.7% 0.0% 0.0%	25,813 3,226 45,296 9,050 12,117 42,830 35,882 9,432 1,487 11,674 <b>357.28</b> 5.3% 0.0% 0.0%	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%
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	15,034 939 27,956 4,462 6,125 18,601 26,453 3,732 194 10,400 194.18 0.0% 0.0% 0.0%	31,449 2,644 50,405 8,691 12,040 46,821 40,044 5,921 2,177 16,928 386.56 99.1% 0.0% 0.0%	33,647 2,989 54,325 9,568 13,681 49,599 43,168 6,686 2,454 19,611 419,72 91.8% 0.0% 0.0%	36,448 3,452 58,788 10,632 15,413 53,496 46,944 7,624 2,498 22,01 461.06 82.0% 0.0% 0.0%	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%	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%	47,963 4,575 77,055 14,584 20,465 70,053 60,831 11,160 2,843 30,769 <b>618.33</b> 46.9% 0.0% 0.0%	691 8,743 2,014 1,667 7,865 5,523 1,567 469 3,615 <b>56.90</b> 8.7% 0.0% 0.0%	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%	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%	15,635 2,596 28,740 6,355 8,283 27,963 20,180 7,162 1,428 8,748 219,49 0.0% 0.0% 0.0%	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%	25,813 3,226 45,296 9,050 12,117 42,830 35,882 9,432 1,487 11,674 357,28 0.0% 0.0%	3,541 52,326 10,077 13,426 48,919 42,647 10,095 1,532 12,858 <b>406.37</b> 5.1% 0.0% 0.0% 16.1 123.8 4.2
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	15,034 939 27,956 4,462 6,125 18,601 26,453 3,732 194 10,400 194.18 0.0% 0.0% 0.0%	31,449 2,644 50,405 8,691 12,040 46,821 40,044 5,921 2,177 16,928 38.55 99.1% 0.0% 0.0%	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	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% 44.7 147.8 4.3 200.6	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% 21.6 161.5 4.8 220.7	43,833 4,180 70,007 12,764 18,935 63,611 55,599 9,879 2,722 27,702 565.52 55.69 0.0% 0.0%	47,963 4,575 77,055 14,584 20,465 70,053 60,831 11,160 2,843 30,769 <b>618.33</b> 46.9% 0.0% 0.0%	691 8,743 2,014 1,667 7,865 5,523 1,567 469 3,615 <b>56.90</b> 8.7% 0.0% 0.0%	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%	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	15,635 2,596 28,740 6,355 8,283 27,963 20,180 7,162 1,428 8,748 <b>219,49</b> 6.0% 0.0% 0.0%	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%	25,813 3,226 45,296 9,050 12,117 42,830 35,882 9,432 1,487 11,674 <b>357.28</b> 5.3% 0.0% 0.0% 14.7 106.8 3.8 159.1	3,541 52,326 10,077 13,426 48,919 42,647 10,095 1,532 12,858 <b>406.37</b> 5.1% 0.0% 0.0% 16.1 123.8 4.2 182.3
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	15,034 939 27,956 4,462 6,125 18,601 26,453 3,732 194 10,400 194.18 0.0% 0.0% 0.0%	31,449 2,644 50,405 8,691 12,040 46,821 40,044 5,921 2,177 16,928 <b>386.56</b> 99.1% 0.0% 16.0 125.7 3.2 172.6 28.3	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	36,448 3,452 58,788 10,632 15,413 53,496 46,944 7,624 2,498 22,201 <b>461.06</b> 82.0% 0.0% 0.0%	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% 21.6 161.5 4.8 220.7 39.3	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	47,963 4,575 77,055 14,584 20,465 70,053 60,831 11,160 2,843 30,769 <b>618.33</b> 46.9% 0.0% 0.0% 	691 8,743 2,014 1,667 7,865 5,523 1,567 469 3,615 <b>56.90</b> 8,7% 0.0% 0.0%	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%	12,390 1,777 22,639 5,495 5,202 22,503 15,587 4,093 1,364 7,276 <b>166.40</b> 4.4% 0.0% 0.0%	15,635 2,596 28,740 6,355 8,283 20,180 7,162 1,428 8,748 219,49 6.0% 0.0% 0.0%	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%	25,813 3,226 45,296 9,050 12,117 42,830 35,882 9,432 1,487 11,674 <b>357,28</b> 5.3% 0.0% 0.0% 14.7 106.8 3.8 159.1 29.9	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
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	15,034 939 27,956 4,462 6,125 18,601 26,453 3,732 194 10,400 194.18 0.0% 0.0% 0.0%	31,449 2,644 50,405 8,691 12,040 46,821 40,044 5,921 2,177 16,928 38.55 99.1% 0.0% 0.0%	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	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% 44.7 147.8 4.3 200.6	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% 21.6 161.5 4.8 220.7	43,833 4,180 70,007 12,764 18,935 63,611 55,599 9,879 2,722 27,702 565.52 55.69 0.0% 0.0%	47,963 4,575 77,055 14,584 20,465 70,053 60,831 11,160 2,843 30,769 <b>618.33</b> 46.9% 0.0% 0.0%	691 8,743 2,014 1,667 7,865 5,523 1,567 469 3,615 <b>56.90</b> 8.7% 0.0% 0.0%	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%	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	15,635 2,596 28,740 6,355 8,283 27,963 20,180 7,162 1,428 8,748 <b>219,49</b> 6.0% 0.0% 0.0%	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%	25,813 3,226 45,296 9,050 12,117 42,830 35,882 9,432 1,487 11,674 <b>357.28</b> 5.3% 0.0% 0.0% 14.7 106.8 3.8 159.1	3,541 52,326 10,077 13,426 48,919 42,647 10,095 1,532 12,858 <b>406.37</b> 5.1% 0.0% 0.0% 16.1 123.8 4.2 182.3
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)	15,034 939 27,956 4,462 6,125 18,601 26,453 3,732 194 10,400 194.18 0.0% 0.0% 0.0% 11.6 57.2 1.1 90.7 14.1 195	31,449 2,644 50,405 8,691 12,040 46,821 40,044 5,921 2,177 16,928 386.56 99.1% 0.0% 0.0% 16.0 125.7 3.2 172.6 28.3 40.7	33,647 2,989 54,325 9,568 13,681 49,599 43,168 6,686 2,454 19,611 419,72 91.8% 0.0% 0.0% 16.8 135.7 3.6 185.1 31.9 46.7	36,448 3,452 58,788 10,632 15,413 53,496 46,944 7,624 2,498 22,01 461.06 82.0% 0.0% 0.0% 18.7 147.8 4.3 200.6 36.9 52.8	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% 21.6 161.5 4.8 220.7 39.3 59.9	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	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	691 8,743 2,014 1,667 7,865 5,523 1,567 469 3,615 <b>56.90</b> 8.7% 0.0% 0.0% 0.0%	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	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	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	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	25,813 3,226 45,296 45,296 9,050 12,117 42,830 35,882 9,432 1,487 11,674 357,28 6,3% 0,0% 0,0% 14.7 106.8 3.8 159.1 29.9 42.9	3,541 52,326 10,077 13,426 48,919 42,647 10,095 1,532 12,858 <b>406.37</b> 5.1% 0.0% 0.0% 16.1 123.8 4.2 182.3 32.8 47.1
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	15,034 939 27,956 4,462 6,125 18,601 26,453 3,732 194 10,400 194.18 0.0% 0.0% 0.0% 11.6 57.2 1.1 90.7 14.1 19.5	31,449 2,644 50,405 8,691 12,040 46,821 40,044 5,921 2,177 16,928 386.56 99.1% 0.0% 0.0% 16.0 125.7 3.2 172.6 28.3 40.7	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	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	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% 21.6 161.5 4.8 220.7 39.3 59.9 185.90	43,833 4,180 70,007 12,764 18,935 63,611 55,599 9,879 2,722 27,702 565,52 55,60% 0.0% 25,3 177,8 5,2 247,2 42,8 67,2	47,963 4,575 77,055 14,584 20,465 70,053 60,831 11,160 2,843 30,769 <b>618.33</b> 46.9% 0.0% 0.0% 28.6 193.3 5.6 268.4 49.1 73.3	691 8,743 2,014 1,667 7,865 5,523 1,567 469 3,615 <b>56.90</b> 8.7% 0.0% 0.0% 0.0% 3.8 13.6 26.1 6.9 5.9	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	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% 0.0% 8.2 44.2 1.9 76.7 18.2 17.3	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	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% 0.0% 10.7 78.3 3.4 122.2 23.7 34.5	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	3,541 52,326 10,077 13,426 48,919 42,647 10,095 1,532 12,858 <b>406.37</b> 5.1% 0.0% 0.0% 16.1 123.8 4.2 182.3 32.8 47.1
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	15,034 939 27,956 4,462 6,125 18,601 26,453 3,732 194 10,400 194.18 0.0% 0.0% 11.6 57.2 1.1 90.7 14.1 19.5 52.6 104.2	31,449 2,644 50,405 8,691 12,040 46,821 40,044 5,921 2,177 16,928 386.56 99.1% 0.0% 0.0% 16.0 125.7 3.2 172.6 28.3 40.7	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	36,448 3,452 58,788 10,632 15,413 53,496 46,944 7,624 2,498 22,201 <b>461.06</b> 82.0% 0.0% 0.0% 18.7 147.8 4.3 200.6 36.9 52.8 170.32 192.3	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	43,833 4,180 70,007 12,764 18,935 63,611 55,599 9,879 2,722 27,702 <b>565.52</b> 55.6% 0.0% 25.3 177.8 5.2 247.2 42.8 67.2	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	691 8,743 2,014 1,667 7,865 5,523 1,567 469 3,615 <b>56.90</b> 8.7% 0.0% 3.8 13.6 0.6 6.9 5.9	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% 6.7 29.7 1.4 51.9 13.1 12.0 49.19 42.0	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% 0.0% 8.2 44.2 1.9 76.7 18.2 17.3	15,635 2,596 28,740 6,355 8,283 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	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	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	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
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	15,034 939 27,956 4,462 6,125 18,601 26,453 3,732 194 10,400 194.18 0.0% 0.0% 0.0% 11.6 57.2 1.1 90.7 14.1 19.5 52.6 104.2 12.6	31,449 2,644 50,405 8,691 12,040 46,821 40,044 5,921 2,177 16,928 <b>386.56</b> 99.1% 0.0% 0.0% 16.0 125.7 3.2 172.6 28.3 40.7	33,647 2,989 54,325 9,558 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	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	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	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	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	691 8,743 2,014 1,667 7,865 5,523 1,567 469 3,615 <b>56.90</b> 8,7% 0.0% 0.0% 3,8 13,6 0.6 26,1 6,9 5,9	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	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	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	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	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 42.9 136.86 155.5 33.6	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
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	15,034 939 27,956 4,462 6,125 18,601 26,453 3,732 194 10,400 194.18 0.0% 0.0% 0.0% 0.0% 57.2 1.1 90.7 14.1 19.5 52.6 104.2 12.6 0.6	31,449 2,644 50,405 8,691 12,040 46,821 40,044 5,921 2,177 16,928 386.56 99.1% 0.0% 0.0% 16.0 125.7 3.2 172.6 28.3 40.7 148.64 168.5 21.6 6.8	33,647 2,989 54,325 9,568 13,681 49,599 43,168 6,686 2,454 19,611 419,72 91.8% 0.0% 0.0% 16.8 135.7 3.6 185.1 31.9 46.7	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	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% 21.6 161.5 4.8 220.7 39.3 59.9 185.90 208.3 31.5 8.3	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 8.5	47,963 4,575 77,055 14,584 20,465 70,053 60,831 11,160 2,843 30,769 618.33 4.69% 0.0% 0.0% 28.6 193.3 5.6 268.4 49.1 73.3 228.97 254.0 42.0 8.8	691 8,743 2,014 1,667 7,865 5,523 1,567 469 3,615 <b>56.90</b> 0.0% 0.0% 0.0% 3.8 13.6 0.6 26.1 6.9 5.9 22.62 21.4 4.3 1.8	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	12,390 1,777 22,639 5,495 5,202 22,503 13,587 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	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 28.5 8,57 81.5 24.0 5.0	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	25,813 3,226 45,296 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 42.9 136.86 155.5 33.6 5.1	3,541 52,326 10,077 13,426 48,919 42,647 10,095 1,532 12,858 <b>406.37</b> 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
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	15,034 939 27,956 4,462 6,125 18,601 26,453 3,732 194 10,400 194.18 0.0% 0.0% 0.0% 11.6 57.2 1.1 90.7 14.1 19.5 52.6 104.2 12.6	31,449 2,644 50,405 8,691 12,040 46,821 40,044 5,921 2,177 16,928 <b>386.56</b> 99.1% 0.0% 0.0% 16.0 125.7 3.2 172.6 28.3 40.7	33,647 2,989 54,325 9,558 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	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	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	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	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	691 8,743 2,014 1,667 7,865 5,523 1,567 469 3,615 <b>56.90</b> 8,7% 0.0% 0.0% 3,8 13,6 0.6 26,1 6,9 5,9	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	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	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	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	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 42.9 136.86 155.5 33.6	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

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

January 2025

## VISITOR EARNINGS & REMITTANCES REPORT

Table 2.

#### INFLOW OF PRIVATE REMITTANCES

#### AMOUNTS IN TALA MILLION

Amount in Tala Millions	Jan-23	Jan-24	Feb-24	Mar-24	Apr-24	May-24	Jun-24	Jul-24	Aug-24	Sep-24	Oct-24	Nov-24	Dec-24	Jan-25
By Recipient (Tala Miilions)	55.08	67.03	62.05	72.28	75.24	81.30	67.19	81.46	91.29	67.57	70.07	73.62	93.45	68.05
Banknotes	4.15	5.13	3.16	4.38	4.46	7.26	4.92	4.62	5.84	4.77	3.81	5.94	5.87	6.98
Churches, school, Charities	0.56	6.26	4.60	6.72	12.86	10.88	5.12	4.92	13.00	3.24	3.24	6.29	7.85	2.98
Individual/Family/Households	48.88	53.80	48.54	59.33	52.45	60.40	51.98	65.07	70.86	57.98	61.16	58.19	78.17	56.57
In Kind	0.82	0.79	0.74	0.63	1.15	0.68	0.83	0.83	0.95	0.72	0.99	0.82	0.74	0.84
Pensions by residents	0.67	0.71	0.78	0.73	0.67	1.04	0.60	0.71	0.64	0.77	0.51	0.68	0.82	0.66
Others	0.01	0.34	4.23	0.48	3.65	1.05	3.73	5.31	0.00	0.09	0.36	1.71	0.01	0.02
By Country (Tala Millions)	55.08	67.03	62.05	72.28	75.24	81.30	67.19	81.46	91.29	67.57	70.07	73.62	93.45	68.05
USA	7.87	9.70	12.17	12.19	12.59	15.22	11.63	14.61	15.65	10.86	12.14	12.27	14.19	12.46
New Zealand	22.90	26.24	23.80	28.69	28.18	33.22	26.10	27.43	28.49	24.34	23.59	27.44	33.08	22.71
Australia	20.65	24.02	20.67	22.74	21.26	24.14	22.40	34.11	36.12	27.70	28.49	25.77	36.32	28.39
American Samoa	3.12	2.75	3.08	4.58	4.10	5.07	3.35	3.47	3.96	3.21	4.11	4.12	3.56	2.66
Others	0.54	4.31	2.33	4.08	9.11	3.66	3.72	1.85	7.07	1.46	1.74	4.03	6.30	1.83
By Channel (%)														
Banks	8.7%	28.0%	26.5%	27.4%	31.4%	30.3%	27.5%	25.3%	29.4%	19.3%	19.8%	28.5%	26.7%	24.7%
Non Banks (1)	91.3%	72.0%	73.5%	72.6%	68.6%	69.7%	72.5%	74.7%	70.6%	80.7%	80.2%	71.5%	73.3%	75.3%
Total Remittances (Tala Millions)	55.08	67.03	62.05	72.28	75.24	81.30	67.19	81.46	91.29	67.57	70.07	73.62	93.45	68.05
First Number of Months up to	7 months	7 months	8 months	9 months	10 months	11 months	12 months	1st	2 months	3 months	4 months	5 months	6 months	7 months
	to Jan 23	to Jan 24	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
Total Remittances (Tala Millions)	to Jan 23 511.33	to Jan 24 518.91	to Feb 24 580.96	653.24	to Apr 24 728.47	to May 24 809.77	to June 24 876.96	month 81.46	172.75	to Sep 24 240.31	to Oct 24 310.39	to Nov 24 384.01	to Dec 24 477.46	to Jan 25 545.51
Total Remittances (Tala Millions) Percentage Change (over same period last year)														<b>545.51</b> 5.1%
, , , , , , , , , , , , , , , , , , , ,	511.33	518.91	580.96	653.24	728.47	809.77	876.96	81.46	172.75	240.31	310.39	384.01	477.46	545.51
Percentage Change (over same period last year) 3 year average (%) 5 year average (%)	<b>511.33</b> 20.5%	<b>518.91</b> 1.5%	<b>580.96</b> 2.3%	<b>653.24</b> 3.3%	<b>728.47</b> 6.7%	809.77 6.8%	<b>876.96</b> 5.4%	<b>81.46</b> 9.7%	<b>172.75</b> 11.8%	<b>240.31</b> 8.3%	310.39 7.7%	<b>384.01</b> 5.2%	<b>477.46</b> 5.7%	<b>545.51</b> 5.1%
Percentage Change (over same period last year) 3 year average (%)	<b>511.33</b> 20.5% 10.5%	518.91 1.5% 15.6%	580.96 2.3% 15.1%	653.24 3.3% 14.7%	<b>728.47</b> 6.7% 14.4%	809.77 6.8% 13.8%	876.96 5.4% 13.7%	<b>81.46</b> 9.7% 12.9%	<b>172.75</b> 11.8% 13.0%	240.31 8.3% 12.3%	<b>310.39</b> 7.7% 10.1%	384.01 5.2% 11.4%	<b>477.46</b> 5.7% 12.1%	<b>545.51</b> 5.1% 12.8%
Percentage Change (over same period last year) 3 year average (%) 5 year average (%)	<b>511.33</b> 20.5% 10.5%	518.91 1.5% 15.6%	580.96 2.3% 15.1%	653.24 3.3% 14.7% 12.3% 50.88	<b>728.47</b> 6.7% 14.4%	809.77 6.8% 13.8%	876.96 5.4% 13.7%	<b>81.46</b> 9.7% 12.9%	<b>172.75</b> 11.8% 13.0%	240.31 8.3% 12.3%	<b>310.39</b> 7.7% 10.1%	384.01 5.2% 11.4%	<b>477.46</b> 5.7% 12.1%	<b>545.51</b> 5.1% 12.8%
Percentage Change (over same period last year) 3 year average (%) 5 year average (%) By Recipient (Tala Miilions)	511.33 20.5% 10.5% 11.8%	518.91 1.5% 15.6% 13.4%	580.96 2.3% 15.1% 12.8%	653.24 3.3% 14.7% 12.3%	728.47 6.7% 14.4% 11.5%	809.77 6.8% 13.8% 11.2%	876.96 5.4% 13.7% 11.4%	81.46 9.7% 12.9% 15.4%	172.75 11.8% 13.0% 12.6%	240.31 8.3% 12.3% 12.7%	310.39 7.7% 10.1% 11.9%	384.01 5.2% 11.4% 12.0%	477.46 5.7% 12.1% 10.7%	545.51 5.1% 12.8% 10.7%
Percentage Change (over same period last year) 3 year average (%) 5 year average (%) By Recipient (Tala Miilions) Hand Carried Cash	511.33 20.5% 10.5% 11.8%	518.91 1.5% 15.6% 13.4% 43.34	580.96 2.3% 15.1% 12.8% 46.50	653.24 3.3% 14.7% 12.3% 50.88	728.47 6.7% 14.4% 11.5% 55.34	809.77 6.8% 13.8% 11.2% 62.60	876.96 5.4% 13.7% 11.4% 67.52	81.46 9.7% 12.9% 15.4% 4.62	172.75 11.8% 13.0% 12.6% 10.46	240.31 8.3% 12.3% 12.7% 15.23	310.39 7.7% 10.1% 11.9%	384.01 5.2% 11.4% 12.0% 24.98	477.46 5.7% 12.1% 10.7% 30.85	545.51 5.1% 12.8% 10.7% 37.82
Percentage Change (over same period last year) 3 year average (%) 5 year average (%) By Recipient (Tala Miilions) Hand Carried Cash Churches, school, Charities	511.33 20.5% 10.5% 11.8% 34.49 16.86	518.91 1.5% 15.6% 13.4% 43.34 37.51	580.96 2.3% 15.1% 12.8% 46.50 42.10	653.24 3.3% 14.7% 12.3% 50.88 48.83	728.47 6.7% 14.4% 11.5% 55.34 61.69	809.77 6.8% 13.8% 11.2% 62.60 72.56	876.96 5.4% 13.7% 11.4% 67.52 77.69	81.46 9.7% 12.9% 15.4% 4.62 4.92	172.75 11.8% 13.0% 12.6% 10.46 17.91	240.31 8.3% 12.3% 12.7% 15.23 21.15	310.39 7.7% 10.1% 11.9% 19.04 24.39	384.01 5.2% 11.4% 12.0% 24.98 30.68	477.46 5.7% 12.1% 10.7% 30.85 38.53	545.51 5.1% 12.8% 10.7% 37.82 41.50
Percentage Change (over same period last year) 3 year average (%) 5 year average (%) By Recipient (Tala Miilions) Hand Carried Cash Churches, school, Charities Individual/Family/Households	511.33 20.5% 10.5% 11.8% 34.49 16.86 447.46	518.91 1.5% 15.6% 13.4% 43.34 37.51 423.87	580.96 2.3% 15.1% 12.8% 46.50 42.10 472.41	653.24 3.3% 14.7% 12.3% 50.88 48.83 531.74	728.47 6.7% 14.4% 11.5% 55.34 61.69 584.19	809.77 6.8% 13.8% 11.2% 62.60 72.56 644.59	876.96 5.4% 13.7% 11.4% 67.52 77.69 696.57	81.46 9.7% 12.9% 15.4% 4.62 4.92 65.07	172.75 11.8% 13.0% 12.6% 10.46 17.91 135.93	240.31 8.3% 12.3% 12.7% 15.23 21.15 193.91	310.39 7.7% 10.1% 11.9% 19.04 24.39 255.07	384.01 5.2% 11.4% 12.0% 24.98 30.68 313.26	477.46 5.7% 12.1% 10.7% 30.85 38.53 391.43	545.51 5.1% 12.8% 10.7% 37.82 41.50 448.00
Percentage Change (over same period last year) 3 year average (%) 5 year average (%) By Recipient (Tala Millions) Hand Carried Cash Churches, school, Charities Individual/Family/Households In Kind	511.33 20.5% 10.5% 11.8% 34.49 16.86 447.46 5.97	518.91 1.5% 15.6% 13.4% 43.34 37.51 423.87 5.70	580.96 2.3% 15.1% 12.8% 46.50 42.10 472.41 6.44	53.24 3.3% 14.7% 12.3% 50.88 48.83 531.74 7.07	728.47 6.7% 14.4% 11.5% 55.34 61.69 584.19 8.22	809.77 6.8% 13.8% 11.2% 62.60 72.56 644.59 8.90	876.96 5.4% 13.7% 11.4% 67.52 77.69 696.57 9.73	81.46 9.7% 12.9% 15.4% 4.62 4.92 65.07 0.83	172.75 11.8% 13.0% 12.6% 10.46 17.91 135.93 1.78	240.31 8.3% 12.3% 12.7% 15.23 21.15 193.91 2.50	310.39 7.7% 10.1% 11.9% 19.04 24.39 255.07 3.49	384.01 5.2% 11.4% 12.0% 24.98 30.68 313.26 4.31	477.46 5.7% 12.1% 10.7% 30.85 38.53 391.43 5.05	545.51 5.1% 12.8% 10.7% 37.82 41.50 448.00 5.89
Percentage Change (over same period last year) 3 year average (%) 5 year average (%) By Recipient (Tala Millions) Hand Carried Cash Churches, school, Charities Individual/Family/Households In Kind Pensions by residents	511.33 20.5% 10.5% 11.8% 34.49 16.86 447.46 5.97 5.07	518.91 1.5% 15.6% 13.4% 43.34 37.51 423.87 5.70 4.97	580.96 2.3% 15.1% 12.8% 46.50 42.10 472.41 6.44 5.76	53.24 3.3% 14.7% 12.3% 50.88 48.83 531.74 7.07 6.49	728.47 6.7% 14.4% 11.5% 55.34 61.69 584.19 8.22 7.15	809.77 6.8% 13.8% 11.2% 62.60 72.56 644.59 8.90 8.19	876.96 5.4% 13.7% 11.4% 67.52 77.69 696.57 9.73 8.79	81.46 9.7% 12.9% 15.4% 4.62 4.92 65.07 0.83 0.71	172.75 11.8% 13.0% 12.6% 10.46 17.91 135.93 1.78 1.35	240.31 8.3% 12.3% 12.7% 15.23 21.15 193.91 2.50 2.12	310.39 7.7% 10.1% 11.9% 19.04 24.39 255.07 3.49 2.63	384.01 5.2% 11.4% 12.0% 24.98 30.68 313.26 4.31 3.32	477.46 5.7% 12.1% 10.7% 30.85 38.53 391.43 5.05 4.13	5.1% 12.8% 10.7% 37.82 41.50 448.00 5.89 4.79
Percentage Change (over same period last year) 3 year average (%) 5 year average (%) 8 y Recipient (Tala Miilions) Hand Carried Cash Churches, school, Charities Individual/Family/Households In Kind Pensions by residents Others	511.33 20.5% 10.5% 11.8% 34.49 16.86 447.46 5.97 5.07	518.91 1.5% 15.6% 13.4% 43.34 37.51 423.87 5.70 4.97	580.96 2.3% 15.1% 12.8% 46.50 42.10 472.41 6.44 5.76	53.24 3.3% 14.7% 12.3% 50.88 48.83 531.74 7.07 6.49	728.47 6.7% 14.4% 11.5% 55.34 61.69 584.19 8.22 7.15	809.77 6.8% 13.8% 11.2% 62.60 72.56 644.59 8.90 8.19	876.96 5.4% 13.7% 11.4% 67.52 77.69 696.57 9.73 8.79	81.46 9.7% 12.9% 15.4% 4.62 4.92 65.07 0.83 0.71	172.75 11.8% 13.0% 12.6% 10.46 17.91 135.93 1.78 1.35	240.31 8.3% 12.3% 12.7% 15.23 21.15 193.91 2.50 2.12	310.39 7.7% 10.1% 11.9% 19.04 24.39 255.07 3.49 2.63	384.01 5.2% 11.4% 12.0% 24.98 30.68 313.26 4.31 3.32	477.46 5.7% 12.1% 10.7% 30.85 38.53 391.43 5.05 4.13	5.1% 12.8% 10.7% 37.82 41.50 448.00 5.89 4.79
Percentage Change (over same period last year) 3 year average (%) 5 year average (%) By Recipient (Tala Miilions) Hand Carried Cash Churches, school, Charities Individual/Family/Households In Kind Pensions by residents Others By Country (Tala Miilions)	511.33 20.5% 10.5% 11.8% 34.49 16.86 447.46 5.97 5.07 1.48	518.91 1.5% 15.6% 13.4% 43.34 37.51 423.87 5.70 4.97 3.52	580.96 2.3% 15.1% 12.8% 46.50 42.10 472.41 6.44 5.76 7.75	53.24 3.3% 14.7% 12.3% 50.88 48.83 531.74 7.07 6.49 8.23	728.47 6.7% 14.4% 11.5% 55.34 61.69 584.19 8.22 7.15 11.88	809.77 6.8% 13.8% 11.2% 62.60 72.56 644.59 8.90 8.19 12.94	876.96 5.4% 13.7% 11.4% 67.52 77.69 696.57 9.73 8.79 16.67	81.46 9.7% 12.9% 15.4% 4.62 4.92 65.07 0.83 0.71 5.31	172.75 11.8% 13.0% 12.6% 10.46 17.91 135.93 1.78 1.35 5.32	240.31 8.3% 12.3% 12.7% 15.23 21.15 193.91 2.50 2.12 5.40	310.39 7.7% 10.1% 11.9% 19.04 24.39 255.07 3.49 2.63 5.76	384.01 5.2% 11.4% 12.0% 24.98 30.68 313.26 4.31 3.32 7.47	477.46 5.7% 12.1% 10.7% 30.85 38.53 391.43 5.05 4.13 7.48	545.51 5.1% 12.8% 10.7% 37.82 41.50 448.00 5.89 4.79 7.50
Percentage Change (over same period last year) 3 year average (%) 5 year average (%) By Recipient (Tala Millions) Hand Carried Cash Churches, school, Charities Individual/Family/Households In Kind Pensions by residents Others By Country (Tala Millions) USA	511.33 20.5% 10.5% 11.8% 34.49 16.86 447.46 5.97 5.07 1.48	518.91 1.5% 15.6% 13.4% 43.34 37.51 423.87 5.70 4.97 3.52	580.96 2.3% 15.1% 12.8% 46.50 42.10 472.41 6.44 5.76 7.75	53.24 3.3% 14.7% 12.3% 50.88 48.83 531.74 7.07 6.49 8.23	728.47 6.7% 14.4% 11.5% 55.34 61.69 584.19 8.22 7.15 11.88	809.77 6.8% 13.8% 11.2% 62.60 72.56 644.59 8.90 8.19 12.94	876.96 5.4% 13.7% 11.4% 67.52 77.69 696.57 9.73 8.79 16.67	81.46 9.7% 12.9% 15.4% 4.62 4.92 65.07 0.83 0.71 5.31	172.75 11.8% 13.0% 12.6% 10.46 17.91 135.93 1.78 1.35 5.32 30.26	240.31 8.3% 12.3% 12.7% 15.23 21.15 193.91 2.50 2.12 5.40	310.39 7.7% 10.1% 11.9% 19.04 24.39 255.07 3.49 2.63 5.76	384.01 5.2% 11.4% 12.0% 24.98 30.68 313.26 4.31 3.32 7.47	477.46 5.7% 12.1% 10.7% 30.85 38.53 391.43 5.05 4.13 7.48	545.51 5.1% 12.8% 10.7% 37.82 41.50 448.00 5.89 4.79 7.50
Percentage Change (over same period last year) 3 year average (%) 5 year average (%) By Recipient (Tala Millions) Hand Carried Cash Churches, school, Charities Individual/Family/Households In Kind Pensions by residents Others By Country (Tala Millions) USA New Zealand	511.33 20.5% 10.5% 11.8% 34.49 16.86 447.46 5.97 5.07 1.48 70.50 204.83	518.91 1.5% 15.6% 13.4% 43.34 37.51 423.87 5.70 4.97 3.52 90.38 194.16	580.96 2.3% 15.1% 12.8% 46.50 42.10 472.41 6.44 5.76 7.75 102.55 217.96	653.24 3.3% 14.7% 12.3% 50.88 48.83 531.74 7.07 6.49 8.23 114.74 246.66	728.47 6.7% 14.4% 11.5% 55.34 61.69 584.19 8.22 7.15 11.88	809.77 6.8% 13.8% 11.2% 62.60 72.56 644.59 8.90 8.19 12.94 142.56 308.05	876.96 5.4% 13.7% 11.4% 67.52 77.69 696.57 9.73 8.79 16.67 154.18 334.15	81.46 9.7% 12.9% 15.4% 4.62 4.92 65.07 0.83 0.71 5.31 14.61 27.43	172.75 11.8% 13.0% 12.6% 10.46 17.91 135.93 1.78 1.35 5.32 30.26 55.92	240.31 8.3% 12.3% 12.7% 15.23 21.15 193.91 2.50 2.12 5.40 41.11 80.25	310.39 7.7% 10.1% 11.9% 19.04 24.39 255.07 3.49 2.63 5.76 53.26 103.84	384.01 5.2% 11.4% 12.0% 24.98 30.68 313.26 4.31 3.32 7.47 65.52 131.28	477.46 5.7% 12.1% 10.7% 30.85 38.53 391.43 5.05 4.13 7.48 79.72 164.36	545.51 5.1% 12.8% 10.7% 37.82 41.50 448.00 5.89 4.79 7.50 92.18 187.07

<sup>(1)</sup> Includes Money Transfer Operators (MTOs) and Foreign Exchange Dealers (FEDs)

 $transactions \ reported \ by \ commercial \ banks \ and \ money \ transfer \ operators.$ 

Table 3.

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

Average Cost of Sending (in %)	Jan-23	Jan-24	Feb-24	Mar-24	Apr-24	May-24	Jun-24	Jul-24	Aug-24	Sep-24	Oct-24	Nov-24	Dec-24	Jan-25
New Zealand (NZD \$200)	7.32	6.98	7.39	8.34	8.53	8.14	7.87	8.95	8.91	8.01	7.55	7.41	7.45	7.69
Australia (AUD \$200)	7.27	7.03	6.58	6.89	7.48	7.29	7.51	8.05	8.90	8.81	8.29	6.67	6.90	7.14
Average Cost of Remittances to Samoa	7.30	7.01	6.98	7.62	8.00	7.71	7.69	8.50	8.91	8.41	7.92	7.04	7.18	7.42

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

<sup>(</sup>rev) - Remittances data starting from May 2017 up to December 2018 have been revised to reflect updates and amendments to the international



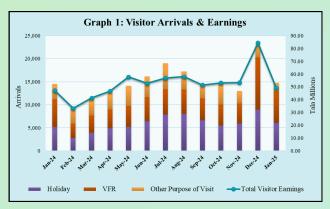
## VISITOR EARNINGS & REMITTANCES REPORT JANUARY 2025

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.7: 2024/25 January 2025

#### 1. Visitor Arrivals<sup>1</sup> - 14,746 Visitors

- Declined by 35.4% (or 8,082 visitors) over the previous month.
- It was 1.6 % (or 226 visitors) higher over January 2024. (See Graph 1)
  - This was due to drop in visitors from;
    - By country:
      - American Samoa (down 58.3%)
      - USA (down 38.7%)
      - New Zealand (down 36.3 %)
      - Australia (down 32.2%)
      - 'Other countries' (down 31.6%)
    - By purpose of travel:
      - Visiting friends and families (down 40.3%)
      - Business and Conference (down 37.5%)
      - Holiday (down 32.0%)
      - 'Other purpose of visit' (down 19.2%)
- Total visitor arrivals for the first seven months of FY2024/25 grew by 3.7% (or 4,160 visitors) to 124,121 visitors over the first seven months of FY2023/24.

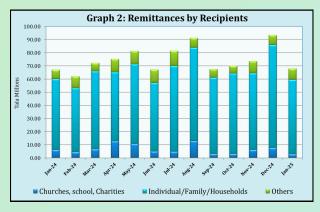


## 2. Visitor Earnings - \$49.1 Million

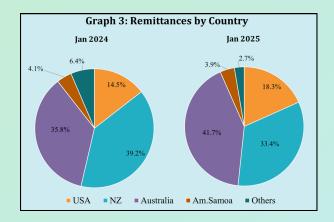
- Dropped by 41.8 % (or \$35.3 million) over the previous month
- It was 4.0 % (or \$1.9 million) higher than January 2024.
  - This decline was driven by reduced earnings from Samoa's main tourist markets due to the start of the low travel season.
    - New Zealand (down \$13.7 million)
    - Australia (down \$11.4 million)
    - Other countries (down \$4.3million)
    - USA (down \$3.2 million)
    - American Samoa (down \$2.6 million)
- Total visitor earnings grew by 5.1% (or \$19.8million) for the first seven months of FY2024/25 to \$406.4 million over the FY2023/24. (See Graph 1)

#### 3. Remittances - \$68.1 Million

- Fell by 27.2% (or \$25.4 million) January 2025 due to return to normal levels after festive season.
- It was 1.5% (or \$1.0 million) higher than January 2024. (See Graph 2)
  - Decrease by;
    - New Zealand \$10.4 million
    - Australia \$7.9 million
    - 'Other countries' \$4.5 million
    - USA \$1.7 million



- By recipients there were reductions in;
  - Family & Households (\$21.6 million)
  - Non-Profit Institutions Serving Households (NPISH) (\$4.9 million)
- For the first seven months of FY2024/25 grew by 5.1% (or \$26.6 million) to \$545.5 million over FY2023/24.
  - partially aided by the 0.4 percent depreciation of the Samoan Tala against the US dollar.



### 4. Channel of Remittances

- · Commercial Banks
  - 24.7% (down from 28.0% in January 2024).
- Money Transfer Operators (MTOs)
  - 75.3% (up from 72.0% in January 2024). (See Graph 4)
- Cost of Remittances<sup>2</sup>
  - NZD \$200 transfer: 7.69% (up from 6.98% in January 2024).
  - AUD \$200 transfer: 7.14% (up from 7.03% in January 2024).

