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## VISITOR EARNINGS & REMITTANCES REPORT JANUARY 2025

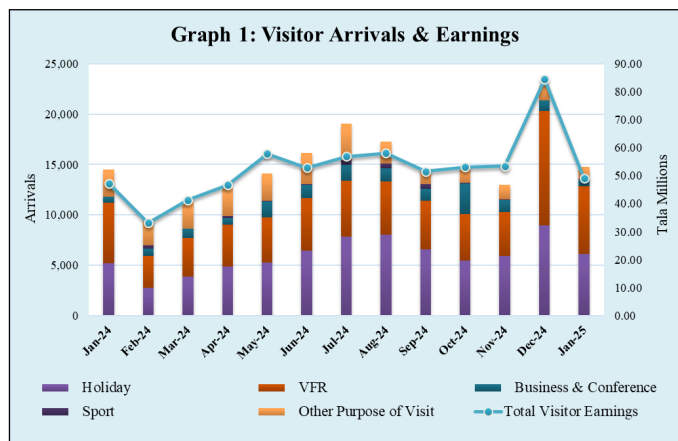
*This report is a monthly release of the latest available indicators on the tourism sector and private remittances, with information sourced from the Central Bank, Samoa Bureau of Statistics and the Ministry of Customs and Revenue.*

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.

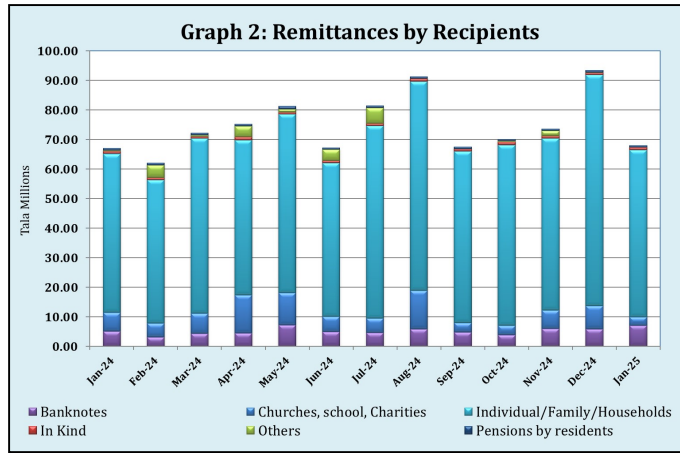
This was primarily due to reductions in earnings from New Zealand and Australia, by \$13.7 million and \$11.4 million, respectively. ‘Other countries’ fell by \$4.3 million, USA (down by \$3.2 million), ‘American Samoa’ (down by \$2.6 million) and ‘Europe’ fell by \$0.1 million. Proceeds from those who 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.

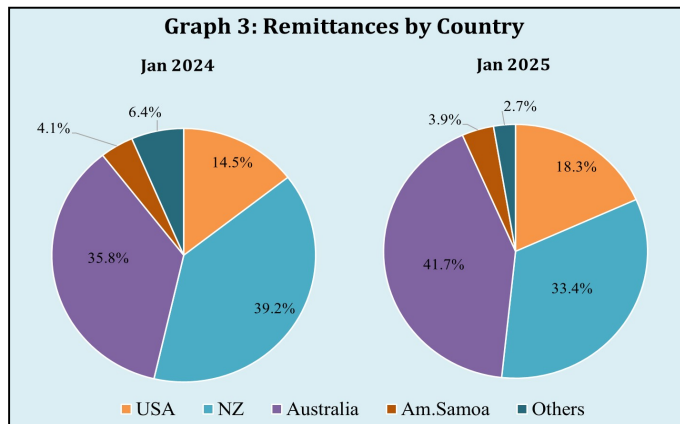
### Remittances

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>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.

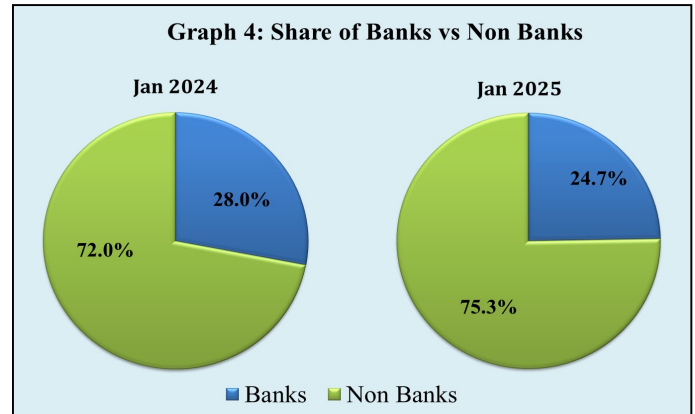


This decline over the previous month was underpinned by lower funds received from New Zealand (down by \$10.4 million), Australia (by \$7.9 million), ‘Other countries’ (by \$4.5 million), USA (by \$1.7 million) and American Samoa (by \$0.9 million). In terms of recipients, lower transfers were recorded 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**

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

# VISITOR EARNINGS & REMITTANCES REPORT

January 2025

**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
<b>Total arrivals (persons)</b>	<b>12,321</b>	<b>14,520</b>	<b>9,630</b>	<b>11,242</b>	<b>12,644</b>	<b>14,106</b>	<b>16,143</b>	<b>19,039</b>	<b>17,248</b>	<b>14,536</b>	<b>14,658</b>	<b>12,996</b>	<b>22,828</b>	<b>14,746</b>
<b>Arrivals, by market (persons)</b>														
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
<b>Arrivals, by purpose (persons)</b>														
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
<b>Total earnings (tala million)</b>	<b>36.86</b>	<b>47.22</b>	<b>33.15</b>	<b>41.35</b>	<b>46.67</b>	<b>57.78</b>	<b>52.81</b>	<b>56.90</b>	<b>58.02</b>	<b>51.5</b>	<b>53.1</b>	<b>53.4</b>	<b>84.4</b>	<b>49.1</b>
<b>Earnings, by market (tala million)</b>														
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	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	19.49	21.06	12.42	15.58	20.03	26.50	21.22	26.10	25.82	24.74	23.32	22.27	36.86	23.15
USA	2.20	2.86	3.61	4.98	2.46	3.51	6.27	6.87	6.26	5.05	2.28	3.29	6.15	2.94
Other Countries	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
<b>Earnings, by purpose (tala million)</b>														
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	12.83	15.98	23.77	21.96	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
<b>Average expenditure (tala, per person)</b>	<b>2,991</b>	<b>3,252</b>	<b>3,442</b>	<b>3,678</b>	<b>3,691</b>	<b>4,096</b>	<b>3,271</b>	<b>2,988</b>	<b>3,364</b>	<b>3,542</b>	<b>3,622</b>	<b>4,109</b>	<b>3,697</b>	<b>3,329</b>
<b>Tourism Price Index</b>	<b>163.1</b>	<b>177.3</b>	<b>177.3</b>	<b>177.7</b>	<b>177.9</b>	<b>180.3</b>	<b>179.5</b>	<b>176.8</b>	<b>177.1</b>	<b>178.9</b>	<b>180.5</b>	<b>179.7</b>	<b>180.4</b>	<b>181.7</b>
<b>First Number of Months up to</b>	<b>7 months to Jan 23</b>	<b>7 months to Jan 24</b>	<b>8 months to Feb 24</b>	<b>9 months to Mar 24</b>	<b>10 months to Apr 24</b>	<b>11 months to May 24</b>	<b>12 months to June 24</b>	<b>1st month to Aug 24</b>	<b>2 months to Aug 24</b>	<b>3 months to Sep 24</b>	<b>4 months to Oct 24</b>	<b>5 months to Nov 24</b>	<b>6 months to Dec 24</b>	<b>7 months to Jan 25</b>
<b>Total Visitor Arrivals (persons)</b>	<b>59,380</b>	<b>111,891</b>	<b>121,521</b>	<b>132,763</b>	<b>145,407</b>	<b>159,513</b>	<b>175,656</b>	<b>19,039</b>	<b>36,287</b>	<b>50,823</b>	<b>65,481</b>	<b>78,477</b>	<b>101,305</b>	<b>116,051</b>
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%
<b>Arrivals, by market (persons)</b>														
American Samoa	4,864	6,662	7,311	8,030	8,898	9,794	11,014	1,370	2,643	3,320	3,872	4,579	5,803	6,314
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	939	2,644	2,989	3,452	3,810	4,180	4,575	691	1,332	1,777	2,596	2,971	3,226	3,541
New Zealand	27,956	50,405	54,325	58,788	64,091	70,007	77,055	8,743	15,811	22,639	28,740	34,257	45,296	52,326
USA	4,462	8,691	9,568	10,632	11,694	12,764	14,584	2,014	4,409	5,495	6,355	7,375	9,050	10,077
Other Countries	6,125	12,040	13,681	15,413	17,252	18,935	20,465	1,667	3,540	5,202	8,283	10,203	12,117	13,426
<b>Arrivals, by purpose (persons)</b>														
Holiday	18,601	46,821	49,599	53,496	58,359	63,611	70,053	7,865	15,891	22,503	27,963	33,871	42,830	48,919
VFR	26,453	40,044	43,168	46,944	51,094	55,599	60,831	5,523	10,797	15,587	20,180	24,551	35,882	42,647
Business & Conference	3,732	5,921	6,686	7,624	8,320	9,879	11,160	1,567	2,915	4,093	7,162	8,371	9,432	10,095
Sport	194	2,177	2,454	2,498	2,658	2,722	2,843	469	919	1,364	1,428	1,475	1,487	1,532
Other	10,400	16,928	19,614	22,201	24,976	27,702	30,769	3,615	5,765	7,276	8,748	10,209	11,674	12,858
<b>Total Visitor Earnings (tala million)</b>	<b>194.18</b>	<b>386.56</b>	<b>419.72</b>	<b>461.06</b>	<b>507.73</b>	<b>565.52</b>	<b>618.33</b>	<b>56.90</b>	<b>114.91</b>	<b>166.40</b>	<b>219.49</b>	<b>272.89</b>	<b>357.28</b>	<b>406.37</b>
Over the past year (%)	0.0%	99.1%	91.8%	82.0%	68.1%	55.6%	46.9%	8.7%	6.6%	4.4%	6.0%	5.7%	5.3%	5.1%
Past 3 year average	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Past 5 year average	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
<b>Earnings, by market (tala million)</b>														
American Samoa	11.6	16.0	16.8	18.7	21.6	25.3	28.6	3.8	6.7	8.2	9.0	10.7	14.7	16.1
Australia	57.2	125.7	135.7	147.8	161.5	177.8	193.3	13.6	29.7	44.2	59.3	78.3	106.8	123.8
Europe	1.1	3.2	3.6	4.3	4.8	5.2	5.6	0.6	1.4	1.9	2.8	3.4	3.8	4.2
New Zealand	90.7	172.6	185.1	200.6	220.7	247.2	268.4	26.1	51.9	76.7	100.0	122.2	159.1	182.3
USA	14.1	28.3	31.9	36.9	39.3	42.8	49.1	6.9	13.1	18.2	20.5	23.7	29.9	32.8
Other Countries	19.5	40.7	46.7	52.8	59.9	67.2	73.3	5.9	12.0	17.3	28.0	34.5	42.9	47.1
<b>Earnings, by purpose (tala million)</b>														
Holiday	52.6	148.64	158.04	170.32	185.90	207.68	228.97	22.62	49.19	72.87	88.57	106.84	136.86	156.36
VFR	104.2	168.5	179.5	192.3	208.3	232.0	254.0	21.4	42.0	60.6	81.5	109.4	155.5	180.8
Business & Conference	12.6	21.6	24.9	28.6	31.5	37.2	42.0	4.3	9.7	14.1	24.0	29.3	33.6	36.4
Sport	0.6	6.8	7.5	7.7	8.3	8.5	8.8	1.8	3.0	4.8	5.0	5.1	5.1	5.3
Other	24.2	41.0	49.7	62.1	73.8	80.0	84.6	6.7	11.0	14.1	20.4	22.3	26.2	27.5

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

# VISITOR EARNINGS & REMITTANCES REPORT

January 2025

**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
<b>By Recipient (Tala Millions)</b>	<b>55.08</b>	<b>67.03</b>	<b>62.05</b>	<b>72.28</b>	<b>75.24</b>	<b>81.30</b>	<b>67.19</b>	<b>81.46</b>	<b>91.29</b>	<b>67.57</b>	<b>70.07</b>	<b>73.62</b>	<b>93.45</b>	<b>68.05</b>
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
<b>By Country (Tala Millions)</b>	<b>55.08</b>	<b>67.03</b>	<b>62.05</b>	<b>72.28</b>	<b>75.24</b>	<b>81.30</b>	<b>67.19</b>	<b>81.46</b>	<b>91.29</b>	<b>67.57</b>	<b>70.07</b>	<b>73.62</b>	<b>93.45</b>	<b>68.05</b>
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
<b>By Channel (%)</b>														
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%
<b>Total Remittances (Tala Millions)</b>	<b>55.08</b>	<b>67.03</b>	<b>62.05</b>	<b>72.28</b>	<b>75.24</b>	<b>81.30</b>	<b>67.19</b>	<b>81.46</b>	<b>91.29</b>	<b>67.57</b>	<b>70.07</b>	<b>73.62</b>	<b>93.45</b>	<b>68.05</b>
<b>First Number of Months up to</b>	<b>7 months to Jan 23</b>	<b>7 months to Jan 24</b>	<b>8 months to Feb 24</b>	<b>9 months to Mar 24</b>	<b>10 months to Apr 24</b>	<b>11 months to May 24</b>	<b>12 months to June 24</b>	<b>1st month to Aug 24</b>	<b>2 months to Aug 24</b>	<b>3 months to Sep 24</b>	<b>4 months to Oct 24</b>	<b>5 months to Nov 24</b>	<b>6 months to Dec 24</b>	<b>7 months to Jan 25</b>
<b>Total Remittances (Tala Millions)</b>	<b>511.33</b>	<b>518.91</b>	<b>580.96</b>	<b>653.24</b>	<b>728.47</b>	<b>809.77</b>	<b>876.96</b>	<b>81.46</b>	<b>172.75</b>	<b>240.31</b>	<b>310.39</b>	<b>384.01</b>	<b>477.46</b>	<b>545.51</b>
Percentage Change (over same period last year)	20.5%	1.5%	2.3%	3.3%	6.7%	6.8%	5.4%	9.7%	11.8%	8.3%	7.7%	5.2%	5.7%	5.1%
3 year average (%)	10.5%	15.6%	15.1%	14.7%	14.4%	13.8%	13.7%	12.9%	13.0%	12.3%	10.1%	11.4%	12.1%	12.8%
5 year average (%)	11.8%	13.4%	12.8%	12.3%	11.5%	11.2%	11.4%	15.4%	12.6%	12.7%	11.9%	12.0%	10.7%	10.7%
<b>By Recipient (Tala Millions)</b>														
Hand Carried Cash	34.49	43.34	46.50	50.88	55.34	62.60	67.52	4.62	10.46	15.23	19.04	24.98	30.85	37.82
Churches, school, Charities	16.86	37.51	42.10	48.83	61.69	72.56	77.69	4.92	17.91	21.15	24.39	30.68	38.53	41.50
Individual/Family/Households	447.46	423.87	472.41	531.74	584.19	644.59	696.57	65.07	135.93	193.91	255.07	313.26	391.43	448.00
In Kind	5.97	5.70	6.44	7.07	8.22	8.90	9.73	0.83	1.78	2.50	3.49	4.31	5.05	5.89
Pensions by residents	5.07	4.97	5.76	6.49	7.15	8.19	8.79	0.71	1.35	2.12	2.63	3.32	4.13	4.79
Others	1.48	3.52	7.75	8.23	11.88	12.94	16.67	5.31	5.32	5.40	5.76	7.47	7.48	7.50
<b>By Country (Tala Millions)</b>														
USA	70.50	90.38	102.55	114.74	127.33	142.56	154.18	14.61	30.26	41.11	53.26	65.52	79.72	92.18
New Zealand	204.83	194.16	217.96	246.66	274.83	308.05	334.15	27.43	55.92	80.25	103.84	131.28	164.36	187.07
Australia	190.55	188.03	208.70	231.44	252.70	276.84	299.23	34.11	70.23	97.93	126.42	152.19	188.51	216.89
American Samoa	31.26	24.92	28.00	32.58	36.68	41.75	45.10	3.47	7.43	10.64	14.75	18.87	22.44	25.09
Others	14.20	21.41	23.74	27.82	36.93	40.58	44.30	1.85	8.91	10.38	12.11	16.14	22.44	24.27

(1) Includes Money Transfer Operators (MTOs) and Foreign Exchange Dealers (FEDs)  
(rev) - Remittances data starting from May 2017 up to December 2018 have been revised to reflect updates and amendments to the international transactions reported by commercial banks and money transfer operators.

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

# 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.

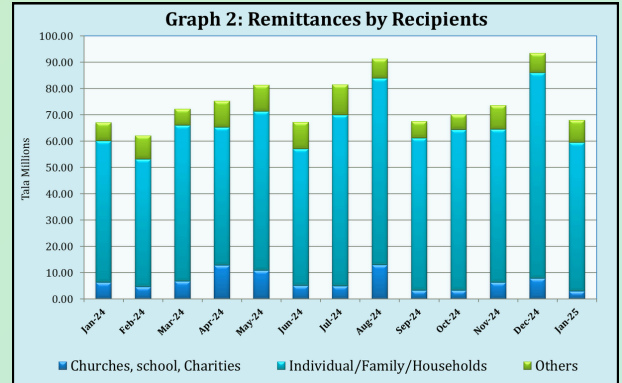


### 2. Visitor Earnings - \$49.1 Million

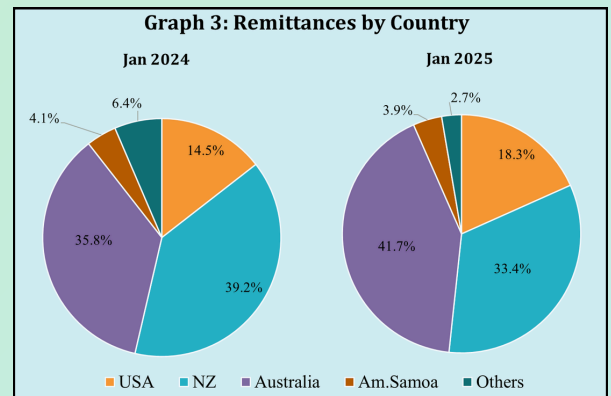
- Dropped by **41.8 %** (or **\$35.3 million**) over the previous month
- It was 4.0 % (or \$1.9 million) higher than January 2024.
  - This decline was driven by reduced earnings from Samoa's main tourist markets due to the start of the low travel season.
    - New Zealand (down \$13.7 million)
    - 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

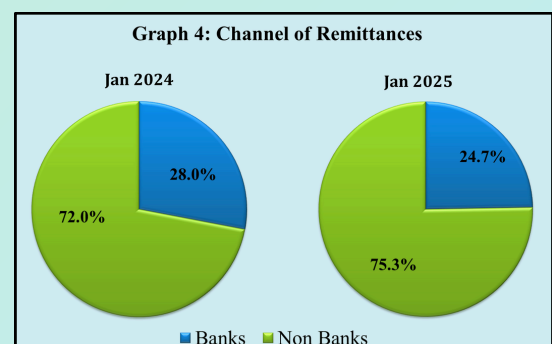


- By recipients there were reductions in;
  - Family & Households (\$21.6 million)
  - Non-Profit Institutions Serving Households (NPISH) (\$4.9 million)
- For the first seven months of FY2024/25 grew by 5.1% (or \$26.6 million) to \$545.5 million over FY2023/24.
  - partially aided by the 0.4 percent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



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

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