

VISITOR EARNINGS & REMITTANCES REPORT



ABOUT THIS REPORT

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

EXECUTIVE SUMMARY

Samoa's external sector remained strong in July 2026, driven by growth in tourism and remittances. Higher visitor arrivals and spending, together with steady remittance inflows, continued to support economic activity and household incomes



JULY 2026

VISITOR ARRIVALS

21,482 VISITORS

3,397 visitors (18.8%)



MoM¹

YoY²



2,639 visitors (14.0%)

By Country

▲ NZ **31.7%**
▲ USA **29.7%**
▲ EUR **29.3%**
▲ AUS **7.1%**



By Purpose

▲ Other Purposes **57.9%**
▲ Business & Conference **25.8%**
▲ Holiday **21.3%**
▲ VFR³ **10.7%**



Visitor Arrivals by Purpose



VISITOR EARNINGS

SAT\$70.6 MILLION

\$5.8 million (9.0%)



MoM

YoY



\$10.1 million (16.7%)

By Country

▲ NZ **31.6%**
▲ USA **27.8%**
▲ EUR **16.7%**

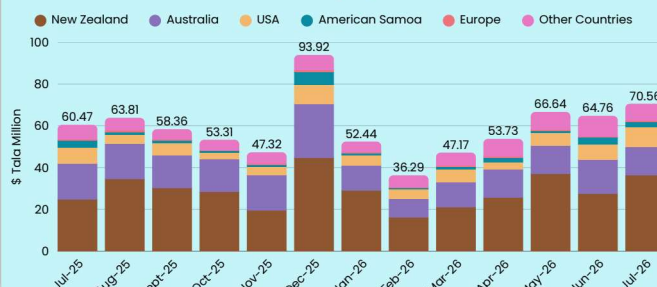


By Purpose

▲ Holiday **10.2%**
▲ VFR **6.4%**
▲ Other Purposes **126.0%**



Visitor Earnings by Country



REMITTANCES

SAT\$94.2 MILLION

\$11.2 million (13.5%)



MoM

YoY



\$15.5 million (19.7%)

By Country

▲ AUS **19.0%**
▲ NZ **13.1%**
▲ US **20.3%**
▲ American Samoa **22.8%**

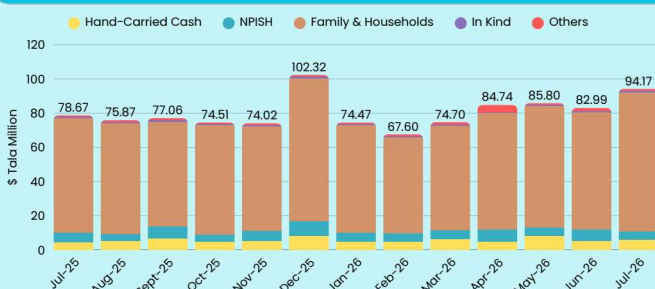


By Recipients

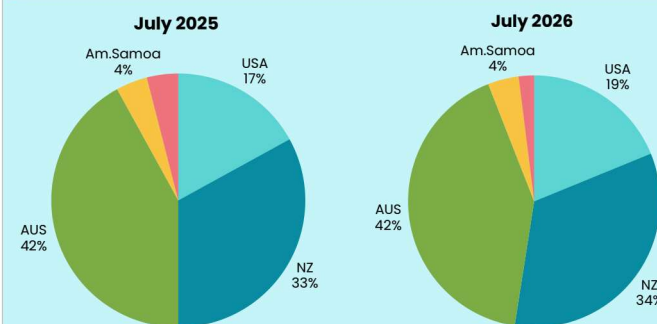
▲ Family & Households **18.6%**
▲ Hand Carried Cash **12.2%**
▲ In Kind **9.7%**



By Recipients



By Country



By Channel

Period	MTO Share %	BANK Share %
July 2026	80.2%	19.8%
June 2026	72.4%	27.6%
July 2025	76.4%	23.6%

1. MoM = month on month - change over the previous month
2. YoY = year on year - change over the same month last year

3. VFR = Visiting Friends and Relatives
4. MTO = Money Transfer Operators

VISITOR EARNINGS & REMITTANCES REPORT

JULY 2026

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.

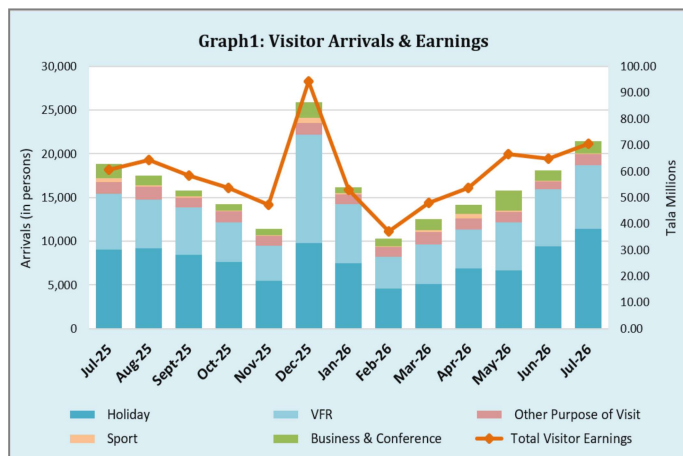
Report No.1: 2026/27

July 2026

Visitor Arrivals¹ and Earnings

Total visitor arrivals rose for the sixth month in a row, increasing by **18.8 percent (or 3,397 visitors)** to a total of **21,482 visitors**. This was also 14.0 percent (or 2,639 visitors) higher when compared to July of last year. (See Graph 1)

The expansion from June was due to several events and conferences held in Samoa, including the Independence Day celebrations, the Methodist Church Annual Conference and the FAGASA conference which brought teachers and students from New Zealand².



The monthly increase in visitor arrivals was driven primarily by a higher number of travellers from New Zealand (up by 2,707 visitors), the United States (up by 582 visitors), Australia (up by 283 visitors) and Europe (up by 149 visitors). By purpose of travel, those here for holiday increased by 2,004 visitors, followed by those visiting friends and relatives (up

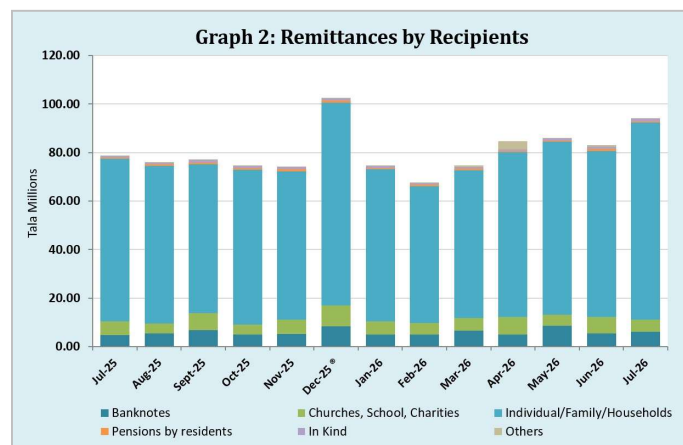
by 705 visitors), those travelling for other purposes (up by 478 visitors) and business and conference travellers (up by 297 visitors).

Total monthly visitor receipts increased by **9.0 percent (or \$5.8 million)** from the previous month to **\$70.6 million**. Compared with July 2025, visitor earnings were also 16.7 percent (or \$10.1 million) higher, reflecting higher visitor arrivals and average visitor spending.

The increase in total visitor receipts was mainly driven by higher spending from New Zealand visitors (up by \$8.8 million) and the United States (up by \$2.1 million). By purpose of visit, higher earnings were recorded for holiday tourists, visiting friends and relatives and other purposes of travel, by \$3.2 million, \$1.8 million and \$1.1 million in that order.

Remittances

Total monthly remittances increased by **13.5 percent (or \$11.2 million)** to a total of **\$94.2 million** from the previous month. Similarly, total remittances were **19.7 percent (or \$15.5 million)** higher when compared to its level in **July 2025**. (See Graph 2)



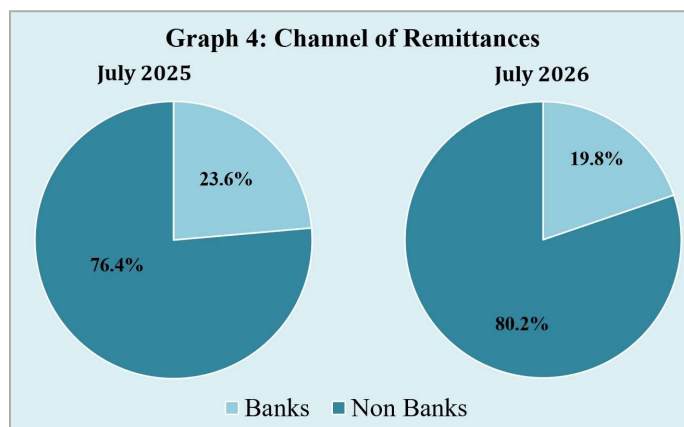
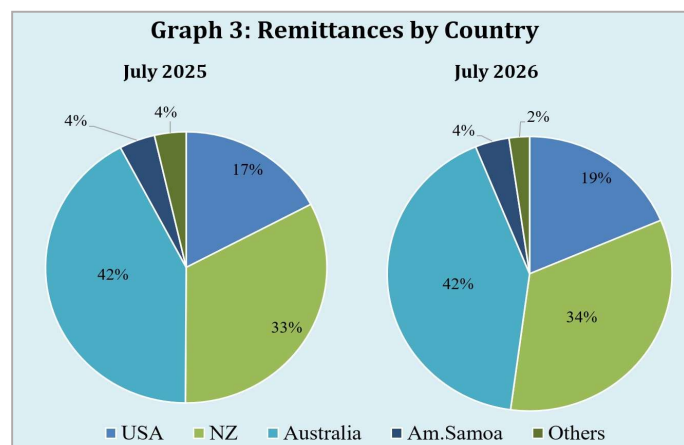
¹ Samoa re-opened its border to international travelers on 1st August 2022. Cruise ship tourists are not counted as tourist as they are only in Samoa for less than a day but their spending are included as part of tourism earnings (travel credit).

² This conference coincided with NZ school holidays and contributed to higher number of arrivals from New Zealand

VISITOR EARNINGS & REMITTANCES REPORT

July 2026

The monthly hike reflected increases in funds sent from Australia (up by \$6.3 million), New Zealand (by \$3.7 million), United States (by \$3.0 million) and American Samoa (by \$0.7 million). By recipients, increases were recorded for ‘Family and households’, ‘Hand carried cash’ and ‘In-Kind’ transfers, by \$12.7 million, \$0.7 million and \$0.1 million in that order. (See Graph 3)



CENTRAL BANK OF SAMOA
4th September 2026

Money Transfer Operators (MTOs) remained the main channel of remittances in July 2026, accounting for 80.2 percent of total transfers. This was higher than 72.4 percent in June 2026 and 76.4 percent in July 2025. In comparison, the share of remittances received through commercial banks fell to 19.8 percent in July 2026 from 27.6 percent in the previous month and 23.6 percent in July 2025. (See Graph 4)

Traditional MTOs³ accounted for the most of the non-bank remittance inflows at 67.4 percent, while electronic MTO platforms made up the remaining 12.8 percent.

³ Traditional MTOs refer to normal over-the-counter cash sending MTOs.

VISITOR EARNINGS & REMITTANCES REPORT

July 2026

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

	Jul-24	Jul-25	Aug-25	Sept-25	Oct-25	Nov-25	Dec-25	Jan-26	Feb-26	Mar-26	Apr-26	May-26	Jun-26	Jul-26
Total arrivals (persons)	19,039	18,843	17,510	15,791	14,278	11,448	25,928	16,167	10,295	12,539	14,188	15,772	18,085	21,482
Total arrivals incl. cruise ships	19,039	18,843	20,412	15,791	16,620	11,448	27,361	19,143	13,790	16,651	14,188	15,772	18,085	21,482
Arrivals, by market (persons)														
American Samoa	1,370	1,275	656	546	540	462	1,886	418	450	547	542	236	998	789
Australia	4,554	5,339	4,005	4,022	3,300	3,014	6,078	3,243	1,936	2,730	3,070	3,358	3,964	4,247
Europe	691	547	581	486	549	419	442	468	355	405	455	541	509	658
New Zealand	8,743	7,827	8,974	8,037	7,316	4,768	13,571	8,914	4,974	5,909	6,585	8,041	8,532	11,239
USA	2,014	2,078	1,488	1,209	1,125	1,229	2,389	1,631	1,040	1,220	1,456	1,770	1,958	2,540
Other Countries	1,667	1,777	1,806	1,491	1,448	1,556	1,562	1,493	1,540	1,728	2,080	1,826	2,124	2,009
Cruise ships	0	0	2,902	0	2,342	0	1,433	2,976	3,495	4,112	0	0	0	0
Arrivals, by purpose (persons)														
Holiday	7,865	9,058	9,190	8,469	7,640	5,450	9,779	7,468	4,550	5,093	6,865	6,662	9,411	11,415
VFR	5,523	6,344	5,546	5,412	4,522	4,058	12,398	6,766	3,709	4,559	4,477	5,465	6,570	7,275
Business & Conference	1,567	1,603	1,104	645	792	740	1,843	655	895	1,293	1,070	2,290	1,151	1,448
Sport	469	453	165	132	58	73	533	123	50	217	498	133	127	40
Other	3,615	1,385	1,505	1,133	1,266	1,127	1,375	1,155	1,091	1,377	1,278	1,222	826	1,304
Cruise ships	0	0	2,902	0	2,342	0	1,433	2,976	3,495	4,112	0	0	0	0
Total earnings (tala million)	56.90	60.48	63.81	58.36	53.31	47.31	93.92	52.44	36.28	47.17	53.74	66.65	64.75	70.58
Total earnings incl. cruise ships	56.90	60.48	64.34	58.36	53.77	47.31	94.19	53.00	36.96	47.99	53.74	66.65	64.75	70.58
Earnings, by market (tala million)														
American Samoa	3.80	3.60	1.39	1.11	0.85	1.06	6.28	1.07	0.64	1.38	2.00	1.03	3.33	2.42
Australia	13.64	17.01	16.99	15.76	15.64	16.88	25.73	12.10	9.08	12.15	13.48	13.49	16.01	13.61
Europe	0.57	0.49	0.82	0.55	0.58	0.67	0.81	0.57	0.37	0.68	0.65	0.62	0.52	0.60
New Zealand	26.10	24.89	34.53	30.21	28.52	19.53	44.83	28.96	16.06	21.02	25.63	37.13	27.69	36.43
USA	6.87	7.64	4.14	5.85	2.94	3.91	8.97	4.85	4.55	5.89	3.48	5.99	7.42	9.48
Other Countries	5.92	6.84	5.94	4.88	4.78	5.27	7.30	4.89	5.59	6.05	8.49	8.38	9.79	8.02
Cruise ships	0.00	0.00	0.53	0.00	0.46	0.00	0.27	0.56	0.68	0.82	0.00	0.00	0.00	0.00
Earnings, by purpose (tala million)														
Holiday	22.62	26.83	32.81	31.64	23.80	16.94	32.70	23.66	16.03	18.07	24.13	27.40	31.19	34.37
VFR	21.42	25.28	23.09	21.57	21.55	25.69	49.36	24.46	13.27	16.95	18.45	28.67	28.15	29.96
Business & Conference	4.33	4.58	4.77	2.51	2.75	3.29	7.47	2.75	4.02	5.58	4.80	8.32	4.31	4.19
Sport	1.83	1.85	0.46	0.56	0.17	0.19	1.45	0.45	0.14	0.97	1.83	0.58	0.27	0.17
Other	6.70	1.94	2.68	2.09	5.04	1.21	2.93	1.12	2.83	5.61	4.53	1.68	0.84	1.89
Cruise ships	0.00	0.00	0.53	0.00	0.46	0.00	0.27	0.56	0.68	0.82	0.00	0.00	0.00	0.00
Average expenditure (tala, per person)	2,988	3,210	3,644	3,696	3,734	4,133	3,622	3,243	3,524	3,762	3,787	4,226	3,580	3,285
Tourism Price Index	176.8	188.0	187.2	185.5	184.1	182.8	182.1	180.7	181.5	182.4	183.7	187.9	192.1	190.9
First Number of Months up to	1st month	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	9 months to Mar 26	10 months to Apr 26	11 months to May 26	12 months to June 26	1st month
Total Visitor Arrivals (persons)	19,039	18,843	36,353	52,144	66,422	77,870	103,798	119,965	130,260	142,799	156,987	172,759	190,844	21,482
Total arrivals incl. cruise ships	19,039	18,843	39,255	55,046	71,666	83,114	110,475	129,618	143,408	160,059	174,247	190,019	208,104	21,482
Over the past year (%)	10.2%	-1.0%	0.2%	2.6%	1.4%	-0.8%	2.5%	3.4%	4.9%	5.2%	5.4%	6.0%	5.6%	14.0%
Past 3 year average	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	9.7%	4.5%	7.1%	-1.7%	-5.6%	-0.3%	4.6%
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	1,370	1,275	1,931	2,477	3,017	3,479	5,365	5,783	6,233	6,780	7,322	7,558	8,556	789
Australia	4,554	5,339	9,344	13,366	16,666	19,680	25,758	29,001	30,937	33,667	36,737	40,095	44,059	4,247
Europe	691	547	1,128	1,614	2,163	2,582	3,024	3,492	3,847	4,252	4,707	5,248	5,757	658
New Zealand	8,743	7,827	16,801	24,838	32,154	36,922	50,493	59,407	64,381	70,290	76,875	84,916	93,448	11,239
USA	2,014	2,078	3,566	4,775	5,900	7,129	9,518	11,149	12,189	13,409	14,865	16,635	18,593	2,540
Other Countries	1,667	1,777	3,583	5,074	6,522	8,078	9,640	11,133	12,673	14,401	16,481	18,307	20,431	2,009
Cruise ships	0	0	2,902	2,902	5,244	5,244	6,677	9,653	13,148	17,260	17,260	17,260	17,260	0
Arrivals, by purpose (persons)														
Holiday	7,865	9,058	18,248	26,717	34,357	39,807	49,586	57,054	61,604	66,697	73,562	80,224	89,635	11,415
VFR	5,523	6,344	11,890	17,302	21,824	25,882	38,280	45,046	48,755	53,314	57,791	63,256	69,826	7,275
Business & Conference	1,567	1,603	2,707	3,352	4,144	4,884	6,727	7,382	8,277	9,570	10,640	12,930	14,081	1,448
Sport	469	453	618	750	808	881	1,414	1,537	1,587	1,804	2,302	2,435	2,562	40
Other	3,615	1,385	2,890	4,023	5,289	6,416	7,791	8,946	10,037	11,414	12,692	13,914	14,740	1,304
Cruise ships	0	0	2,902	2,902	5,244	5,244	6,677	9,653	13,148	17,260	17,260	17,260	17,260	0
Total Visitor Earnings (tala million)	56.90	60.48	124.29	182.65	235.96	283.27	377.20	429.63	465.92	513.09	566.82	633.47	698.22	70.58
Total earnings incl. cruise ships	56.90	60.48	124.82	183.18	236.95	284.26	378.45	431.45	468.41	516.40	570.14	636.79	701.54	70.58
Over the past year (%)	8.7%	6.3%	8.6%	10.1%	7.7%	3.3%	5.1%	5.4%	7.0%	7.3%	7.0%	7.6%	7.6%	16.7%
Past 3 year average	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	8.0%	5.1%	5.9%	0.7%	-1.1%	1.4%	3.8%
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	3.8	3.6	5.0	6.1	7.0	8.0	14.3	15.4	16.0	17.4	19.4	20.4	23.7	2.4
Australia	13.6	17.0	34.0	49.8	65.4	82.3	108.0	120.1	129.2	141.4	154.8	168.3	184.3	13.6
Europe	0.6	0.5	1.3	1.9	2.4	3.1	3.9	4.5	4.9	5.5	6.2	6.8	7.3	0.6
New Zealand	26.1	24.9	59.4	89.6	118.1	137.7	182.5	211.5	227.5	248.6	274.2	311.3	339.0	36.4
USA	6.9	7.6	11.8	17.6	20.6	24.5	33.4	38.3	42.8	48.7	52.2	58.2	65.6	9.5
Other Countries	5.9	6.8	12.8	17.7	22.4	27.7	35.0	39.9	45.5	51.5	60.0	68.4	78.2	8.0
Cruise ships	0.0	0.0	0.5	0.5	1.0	1.0	1.3	1.8	2.5	3.3	3.3	3.3	3.3	0.0
Earnings, by purpose (tala million)														
Holiday	22.62	26.83	59.64	91.28	115.08	132.02	164.72	188.38	204.40	222.47	246.60	274.00	305.19	34.37
VFR	21.4	25.3	48.4	69.9	91.5	117.2	166.5	191.0	204.3	221.2	239.7	268.3	296.5	30.0
Business & Conference	4.3	4.6	9.3	11.9	14.6	17.9	25.4	28.1	32.1	37.7	42.5	50.8	55.1	4.2
Sport	1.8	1.9	2.3	2.9	3.0	3.2	4.7	5.1	5.3	6.2	8.1	8.6	8.9	0.2
Other	6.7	1.9	4.6	6.7	11.7	13.0	15.9	17.0	19.8	25.4	30.0	31.7	32.5	1.9
Cruise ships	0.0	0.0	0.5	0.5	1.0	1.0	1.3	1.8	2.5	3.3	3.3	3.3	3.3	0.0

VISITOR EARNINGS & REMITTANCES REPORT

July 2026

Table 2.

INFLOW OF PRIVATE REMITTANCES

AMOUNTS IN TALA MILLION

Amount in Tala Millions	Jul-24	Jul-25	Aug-25	Sept-25	Oct-25	Nov-25	Dec-25 *	Jan-26	Feb-26	Mar-26	Apr-26	May-26	Jun-26	Jul-26
By Recipient (Tala Millions)	81.46	78.66	75.88	77.06	74.51	74.02	102.32	74.47	67.59	74.70	84.75	85.81	82.99	94.17
Banknotes	4.62	4.78	5.48	6.92	5.08	5.26	8.50	5.08	5.02	6.55	5.01	8.51	5.45	6.11
Churches, School, Charities	4.92	5.55	4.03	6.94	4.00	5.96	8.56	5.29	4.81	5.24	7.20	4.69	6.69	5.03
Individual/Family/Households	65.07	67.10	64.91	61.22	63.91	61.06	83.44	62.64	56.37	60.87	67.89	71.19	68.40	81.13
In Kind	0.83	0.68	0.68	1.00	0.80	0.88	0.95	0.80	0.74	0.79	0.59	0.82	1.00	1.10
Pensions by residents	0.71	0.55	0.77	0.80	0.68	0.78	0.82	0.60	0.56	0.63	0.58	0.57	0.95	0.60
Others	5.31	0.01	0.00	0.18	0.04	0.08	0.04	0.06	0.10	0.63	3.47	0.02	0.51	0.20
By Country (Tala Millions)	81.46	78.66	75.88	77.06	74.51	74.02	102.32	74.47	67.59	74.70	84.75	85.81	82.99	94.17
USA	14.61	13.61	11.85	12.05	13.94	14.11	15.51	11.36	12.49	13.05	16.07	11.52	14.58	17.54
New Zealand	27.43	25.79	28.45	27.29	22.36	22.31	34.65	24.95	22.46	26.91	30.77	33.43	27.89	31.56
Australia	34.11	33.16	29.90	32.79	32.99	32.22	43.43	32.05	28.33	29.90	30.89	35.91	32.98	39.24
American Samoa	3.47	3.24	3.66	3.35	3.77	3.36	3.31	2.53	2.71	2.64	2.71	3.51	2.97	3.65
Others	1.85	2.86	2.01	1.57	1.45	2.01	5.42	3.59	1.61	2.20	4.30	1.44	4.54	2.18
By Channel (%)														
Banks	25.3%	23.6%	23.2%	28.1%	22.4%	23.9%	23.6%	25.1%	28.1%	29.7%	31.8%	26.6%	27.6%	19.8%
Non Banks (1)	74.7%	76.4%	76.8%	71.9%	77.6%	76.1%	76.4%	74.9%	71.9%	70.3%	68.2%	73.4%	72.4%	80.2%
Traditional	72.5%	72.6%	72.9%	68.5%	73.8%	71.9%	71.5%	70.3%	68.0%	66.6%	64.5%	70.5%	69.0%	67.4%
Electronic (online, mobile wallets, banking cards)	2.2%	3.8%	3.9%	3.4%	3.8%	4.1%	4.9%	4.6%	3.9%	3.7%	3.7%	2.9%	3.4%	12.8%
Total Remittances (Tala Millions)	81.46	78.66	75.88	77.06	74.51	74.02	102.32	74.47	67.59	74.70	84.75	85.81	82.99	94.17
First Number of Months up to	1st month	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	9 months to Mar 26	10 months to Apr 26	11 months to May 26	12 months to June 26	1st month
Total Remittances (Tala Millions)	81.46	78.66	154.54	231.59	306.11	380.13	482.45	556.92	624.51	699.21	783.96	869.77	952.75	94.17
Percentage Change (over same period last year)	9.7%	-3.4%	-10.5%	-3.6%	-1.4%	-1.0%	1.0%	2.1%	2.9%	3.6%	4.4%	5.0%	5.5%	19.7%
3 year average (%)	12.9%	18.2%	17.1%	14.6%	10.4%	8.8%	8.3%	9.1%	8.5%	8.4%	8.4%	8.0%	7.3%	-1.4%
5 year average (%)	15.4%	11.0%	12.3%	12.4%	11.8%	11.3%	11.2%	10.7%	10.4%	10.1%	10.6%	10.1%	9.9%	9.0%
By Recipient (Tala Millions)														
Hand Carried Cash	4.62	4.78	10.26	17.17	22.26	27.52	36.02	41.10	46.11	52.66	57.68	66.19	71.64	6.11
Churches, School, Charities	4.92	5.55	9.59	16.52	20.53	26.49	35.05	40.35	45.16	50.39	57.60	62.29	68.98	5.03
Individual/Family/Households	65.07	67.10	132.01	193.23	257.14	318.19	401.63	464.27	520.64	581.51	649.40	720.59	788.99	81.13
In Kind	0.83	0.68	1.36	2.37	3.17	4.05	5.00	5.80	6.53	7.32	7.91	8.73	9.73	1.10
Pensions by residents	0.71	0.55	1.32	2.12	2.80	3.58	4.40	5.01	5.56	6.19	6.78	7.34	8.29	0.60
Others	5.31	0.01	0.01	0.19	0.23	0.30	0.35	0.41	0.51	1.13	4.60	4.62	5.13	0.20
By Country (Tala Millions)														
USA	14.61	13.61	25.47	37.52	51.46	65.57	81.08	92.44	104.93	117.98	134.05	145.57	160.15	17.54
New Zealand	27.43	25.79	54.24	81.54	103.90	126.21	160.86	185.81	208.27	235.18	265.95	299.38	327.28	31.56
Australia	34.11	33.16	63.06	95.84	128.83	161.05	204.48	236.53	264.86	294.76	325.65	361.56	394.54	39.24
American Samoa	3.47	3.24	6.90	10.25	14.02	17.38	20.69	23.22	25.92	28.57	31.28	34.79	37.76	3.65
Others	1.85	2.86	4.87	6.45	7.90	9.91	15.33	18.92	20.53	22.72	27.03	28.46	33.03	2.18