

## VISITOR EARNINGS & REMITTANCES REPORT JULY 2024

*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.1: 2024/25

July 2024

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

Total visitor arrivals in July 2024, rebounded by **10.2 percent (or 1,769 visitors) to 19,039 visitors** over the same month last year. This marked the sixth consecutive monthly increase since February 2024, highlighting the continued strong influx of visitors to our shores. When compared to the previous month, total visitor arrivals were 17.9 percent (or 2,896) higher.

The increase from June reflected several meetings/conferences (such as the Methodist Church Annual Conference and a preparatory visit for CHOGLM logistics), one-off events that occurred during the month such as the Marist Brothers Old Pupils Association 100<sup>th</sup> Year week-long celebration and sporting events such as the ‘National Championships and Invitational Races’ for aquathlon and triathlon sports.

Analysing arrivals by country, the higher number of visitors were from New Zealand (up by 1,695 visitors), Australia (by 424 visitors), Europe (by 296 visitors), USA (by 194 visitors), American Samoa (by 150 visitors), and ‘Other countries’ (by 137 visitors). By purpose of visit, increases were observed for visitors who were here for ‘Holiday’ (by 1,423 visitors), ‘Other purposes’ (by 548 visitors), ‘Sports’ (by 348 visitors), ‘Visiting Families and Friends’ (by 291 visitors) and ‘Business and conference’ (by 286 visitors).

Similarly, **total visitor receipts rose by 7.7 percent (or \$4.1 million) to \$56.9 million** from June 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.

or 8.7 percent (\$4.6 million) higher compared to July 2023. By country, increases came from New Zealand (up \$4.9 million), ‘USA’ (by \$0.6 million), American Samoa (by \$0.4 million) and Europe (by \$0.2 million). Gains were noted in proceeds from visitors who were here for ‘Other purposes’, ‘Sport’ and ‘Holiday’ by \$2.2 million, \$1.6 million and \$1.3 million respectively. (See Graph 1)



### Remittances

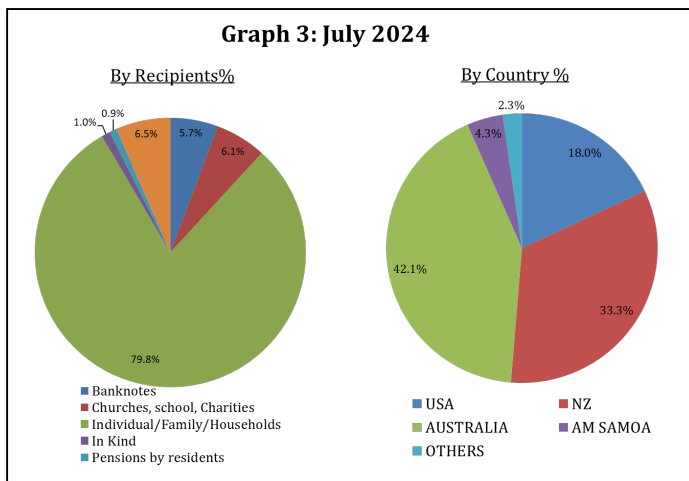
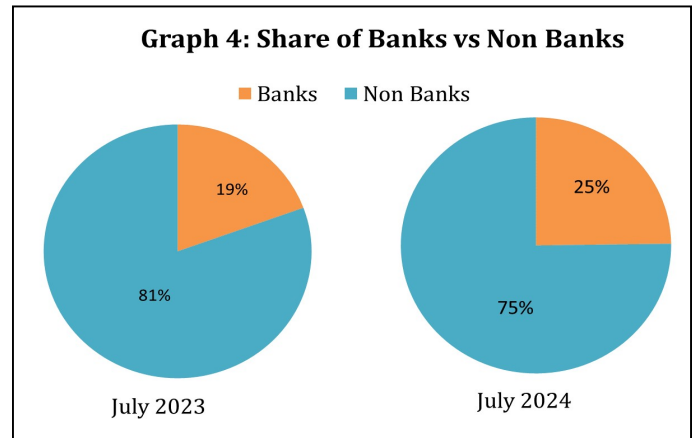
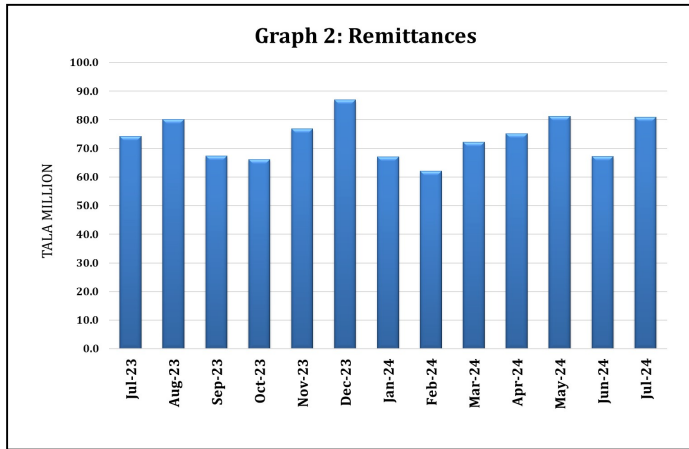
Total **monthly remittances rebounded by 20.5 percent (or \$13.8 million), reaching \$80.9 million** in July 2024. At this level, it was also 9.0 percent (or \$6.7 million) higher than in July last year. (See Graph 2)

This seasonal increase over the previous month reflected higher funds received from all its primary markets, mainly Australia (up by \$11.7 million), USA (by \$3.0 million), New Zealand (by \$0.8 million) and American Samoa (by \$0.1 million). By recipients, gains were recorded for ‘Family and households’, ‘Others’ and ‘Hand-carried cash’, ‘Pensions by residents’ and ‘In kind’ by \$12.6

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million, \$1.6 million, \$0.1 million and \$0.01 million in that order. (See Graph 3)



## CENTRAL BANK OF SAMOA 11<sup>th</sup> September 2024

The proportion of remittances received through Money Transfer Operators (MTOs) decreased to 75.2 percent in July 2024, from 77.9 percent in July 2023. In contrast, funds received via commercial banks edged up to 24.8 percent in July 2024, up from 22.1 percent the previous year. (See Graph 3)

Based on the information obtained from Send Money Pacific<sup>2</sup>, the average monthly cost of sending NZD\$200.00 to Samoa edged up to 8.95 percent from 7.09 percent in July 2023. Likewise, the average cost of sending AUD\$200.00 to Samoa rose to 8.05 percent compared to 6.82 percent in the same month last year. (See Graph 4)

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

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

	Jul-22	Jul-23	Aug-23	Sep-23	Oct-23	Nov-23	Dec-23	Jan-24	Feb-24	Mar-24	Apr-24	May-24	Jun-24	Jul-24
Total arrivals (persons)	0	17,270	16,471	14,879	13,383	12,856	22,512	14,520	9,630	11,242	12,644	14,106	16,143	19,039
Total arrivals incl. cruise ships (1)	0	17,270	16,471	14,879	13,383	16,366	22,512	16,705	12,960	11,438	15,178	14,106	16,143	19,039
<b>Arrivals, by market (persons)</b>														
American Samoa	0	1,007	1,233	777	726	720	1,316	883	649	719	868	896	1,220	1,370
Australia	0	4,229	4,455	4,472	3,597	3,471	6,993	4,232	2,198	2,801	3,214	4,171	4,130	4,554
Europe	0	371	469	382	452	460	213	297	345	463	358	370	395	691
New Zealand	0	7,827	6,973	6,679	5,873	5,644	10,848	6,561	3,920	4,463	5,303	5,916	7,048	8,743
USA	0	1,831	1,230	892	1,008	976	1,752	1,002	877	1,064	1,062	1,070	1,820	2,014
Other Countries	0	2,005	2,111	1,677	1,727	1,585	1,390	1,545	1,641	1,732	1,839	1,683	1,530	1,667
Cruise ships	0	0	0	0	0	3,510	0	2,185	3,330	196	2,534	0	0	0
<b>Arrivals, by purpose (persons)</b>														
Holiday	0	8,098	7,249	6,372	5,859	5,019	9,052	5,172	2,778	3,897	4,863	5,252	6,442	7,865
VFR	0	5,107	5,056	4,845	3,932	4,225	10,832	6,047	3,124	3,776	4,150	4,505	5,232	5,523
Business & Conference	0	1,290	732	887	870	1,218	357	567	765	938	696	1,559	1,281	1,567
Sport	0	154	1,070	611	205	103	13	21	277	44	160	64	121	469
Other	0	2,621	2,364	2,164	2,517	2,291	2,258	2,713	2,686	2,587	2,775	2,726	3,067	3,615
Cruise ships	0	0	0	0	0	3,510	0	2,185	3,330	196	2,534	0	0	0
<b>Total earnings (tala million)</b>	<b>0.00</b>	<b>52.32</b>	<b>55.50</b>	<b>51.54</b>	<b>47.78</b>	<b>51.13</b>	<b>81.07</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>Earnings, by market (tala million)</b>														
American Samoa	0.00	2.75	2.59	1.55	1.14	1.58	4.08	2.35	0.80	1.84	2.90	3.69	3.36	3.80
Australia	0.00	12.54	17.56	16.53	16.27	18.44	28.89	15.42	10.04	12.13	13.64	16.34	15.53	13.64
Europe	0.00	0.31	0.60	0.41	0.43	0.71	0.38	0.35	0.36	0.74	0.48	0.42	0.37	0.57
New Zealand	0.00	23.41	25.10	23.73	21.95	22.15	35.24	21.06	12.42	15.58	20.03	26.50	21.22	26.10
USA	0.00	6.12	3.27	4.05	2.63	3.01	6.35	2.86	3.61	4.98	2.46	3.51	6.27	6.87
Other Countries	0.00	7.19	6.39	5.26	5.36	5.23	6.13	5.18	5.92	6.08	7.16	7.33	6.06	5.92
Cruise ships	0.00	0.00	0.00	0.00	0.00	0.66	0.00	0.41	0.64	0.04	0.48	0.00	0.00	0.00
<b>Earnings, by purpose (tala million)</b>														
Holiday	0.00	23.23	24.48	22.54	15.87	15.68	29.65	17.18	9.40	12.28	15.58	21.78	21.29	22.62
VFR	0.00	20.21	20.48	18.36	17.01	26.58	42.72	23.17	10.93	12.83	15.98	23.77	21.96	21.42
Business & Conference	0.00	3.57	2.96	3.26	2.64	5.34	1.41	2.45	3.31	3.64	2.88	5.75	4.75	4.33
Sport	0.00	0.60	2.85	2.44	0.51	0.27	0.03	0.08	0.75	0.18	0.54	0.28	0.26	1.83
Other	0.00	4.71	4.74	4.93	11.75	3.26	7.26	4.34	8.75	12.41	11.70	6.20	4.54	6.70
Cruise ships	0.00	0.00	0.00	0.00	0.00	0.66	0.00	0.41	0.64	0.04	0.48	0.00	0.00	0.00
<b>Average expenditure (tala, per person)</b>	<b>0</b>	<b>3,030</b>	<b>3,370</b>	<b>3,464</b>	<b>3,570</b>	<b>3,977</b>	<b>3,601</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>Tourism Price Index</b>	<b>147.7</b>	<b>175.2</b>	<b>173.8</b>	<b>175.3</b>	<b>175.9</b>	<b>175.7</b>	<b>175.7</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>First Number of Months up to</b>	<b>1st month</b>	<b>1st month</b>	<b>2 months to Aug 23</b>	<b>3 months to Sep 23</b>	<b>4 months to Oct 23</b>	<b>5 months to Nov 23</b>	<b>6 months to Dec 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</b>
<b>Total Visitor Arrivals (persons)</b>	<b>0</b>	<b>17,270</b>	<b>33,741</b>	<b>48,620</b>	<b>62,003</b>	<b>74,859</b>	<b>97,371</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>
Over the past year (%)	0.0%	0.0%	434.0%	233.5%	185.1%	147.2%	106.9%	88.4%	81.2%	72.0%	59.9%	49.6%	40.9%	10.2%
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	0	1,007	2,240	3,017	3,743	4,463	5,779	6,662	7,311	8,030	8,898	9,794	11,014	1,370
Australia	0	4,229	8,684	13,156	16,753	20,224	27,217	31,449	33,647	36,448	39,662	43,833	47,963	4,554
Europe	0	371	840	1,222	1,674	2,134	2,347	2,644	2,989	3,452	3,810	4,180	4,575	691
New Zealand	0	7,827	14,800	21,479	27,352	32,996	43,844	50,405	54,325	58,788	64,091	70,007	77,055	8,743
USA	0	1,831	3,061	3,953	4,961	5,937	7,689	8,691	9,568	10,632	11,694	12,764	14,584	2,014
Other Countries	0	2,005	4,116	5,793	7,520	9,105	10,495	12,040	13,681	15,413	17,252	18,935	20,465	1,667
Cruise ships	0	0	0	0	0	3,510	3,510	5,695	9,025	9,221	11,755	11,755	11,755	0
<b>Arrivals, by purpose (persons)</b>														
Holiday	0	8,098	15,347	21,719	27,578	32,597	41,649	46,821	49,599	53,496	58,359	63,611	70,053	7,865
VFR	0	5,107	10,163	15,008	18,940	23,165	33,997	40,044	43,168	46,944	51,094	55,599	60,831	5,523
Business & Conference	0	1,290	2,022	2,909	3,779	4,997	5,354	5,921	6,686	7,624	8,320	9,879	11,160	1,567
Sport	0	154	1,224	1,835	2,040	2,143	2,156	2,177	2,454	2,498	2,658	2,722	2,843	469
Other	0	2,621	4,985	7,149	9,666	11,957	14,215	16,928	19,614	22,201	24,976	27,702	30,769	3,615
Cruise ships	0	0	0	0	0	3,510	3,510	5,695	9,025	9,221	11,755	11,755	11,755	0
<b>Total Visitor Earnings (tala million)</b>	<b>0.00</b>	<b>52.32</b>	<b>107.82</b>	<b>159.36</b>	<b>207.14</b>	<b>258.27</b>	<b>339.34</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>
Over the past year (%)	0.0%	0.0%	423.8%	230.0%	189.1%	152.5%	115.7%	99.1%	91.8%	82.0%	68.1%	55.6%	46.9%	8.7%
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>Earnings, by market (tala million)</b>														
American Samoa	0.0	2.7	5.3	6.9	8.0	9.6	13.7	16.0	16.8	18.7	21.6	25.3	28.6	3.8
Australia	0.0	12.5	30.1	46.6	62.9	81.3	110.2	125.7	135.7	147.8	161.5	177.8	193.3	13.6
Europe	0.0	0.3	0.9	1.3	1.8	2.5	2.8	3.2	3.6	4.3	4.8	5.2	5.6	0.6
New Zealand	0.0	23.4	48.5	72.2	94.2	116.3	151.6	172.6	185.1	200.6	220.7	247.2	268.4	26.1
USA	0.0	6.1	9.4	13.4	16.1	19.1	25.4	28.3	31.9	36.9	39.3	42.8	49.1	6.9
Other Countries	0.0	7.2	13.6	18.8	24.2	29.4	35.6	40.7	46.7	52.8	59.9	67.2	73.3	5.9
Cruise ships	0.0	0.0	0.0	0.0	0.0	0.7	0.7	1.1	1.7	1.8	2.2	2.2	2.2	0.0
<b>Earnings, by purpose (tala million)</b>														
Holiday	0.0	23.23	47.71	70.25	86.13	101.80	131.45	148.64	158.04	170.32	185.90	207.68	228.97	22.62
VFR	0.0	20.2	40.7	59.0	76.1	102.6	145.4	168.5	179.5	192.3	208.3	232.0	254.0	21.4
Business & Conference	0.0	3.6	6.5	9.8	12.4	17.8	19.2	21.6	24.9	28.6	31.5	37.2	42.0	4.3
Sport	0.0	0.6	3.5	5.9	6.4	6.7	6.7	6.8	7.5	7.7	8.3	8.5	8.8	1.8
Other	0.0	4.7	9.4	14.4	26.1	29.4	36.6	41.0	49.7	62.1	73.8	80.0	84.6	6.7
Cruise ships	0.0	0.0	0.0	0.0	0.0	0.7	0.7	1.1	1.7	1.8	2.2	2.2	2.2	0.0

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

# VISITOR EARNINGS & REMITTANCES REPORT

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**Table 2. INFLOW OF PRIVATE REMITTANCES**  
**AMOUNTS IN TALA MILLION**

Amount in Tala Millions	Jul-22	Jul-23	Aug-23	Sep-23	Oct-23	Nov-23	Dec-23	Jan-24	Feb-24	Mar-24	Apr-24	May-24	Jun-24	Jul-24
<b>By Recipient (Tala Millions)</b>	<b>83.06</b>	<b>74.25</b>	<b>80.22</b>	<b>67.42</b>	<b>66.19</b>	<b>76.83</b>	<b>86.97</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>80.96</b>
Banknotes	3.26	3.20	4.38	8.48	7.24	7.36	7.55	5.13	3.16	4.38	4.46	7.26	4.92	4.62
Churches, school, Charities	1.85	4.33	7.17	1.10	4.25	7.62	6.78	6.26	4.60	6.72	12.86	10.88	5.12	4.92
Individual/Family/Households	76.50	65.40	66.73	54.27	52.69	60.05	70.95	53.80	48.54	59.33	52.45	60.40	51.98	64.57
In Kind	0.68	0.70	0.81	0.85	0.84	0.88	0.83	0.79	0.74	0.63	1.15	0.68	0.83	0.83
Pensions by residents	0.60	0.57	0.75	0.67	0.72	0.78	0.77	0.71	0.78	0.73	0.67	1.04	0.60	0.71
Others	0.16	0.05	0.38	2.06	0.46	0.14	0.08	0.34	4.23	0.48	3.65	1.05	3.73	5.31
<b>By Country (Tala Millions)</b>	<b>83.06</b>	<b>74.25</b>	<b>80.22</b>	<b>67.42</b>	<b>66.19</b>	<b>76.83</b>	<b>86.97</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>80.96</b>
USA	10.79	13.18	15.24	11.33	13.28	15.16	12.48	9.70	12.17	12.19	12.59	15.22	11.63	14.61
New Zealand	33.03	24.27	27.71	26.00	24.00	29.26	36.67	26.24	23.80	28.69	28.18	33.22	26.10	26.92
Australia	30.19	29.48	32.65	24.12	22.68	26.00	29.09	24.02	20.67	22.74	21.26	24.14	22.40	34.11
American Samoa	6.67	3.98	3.51	3.51	3.63	3.98	3.55	2.75	3.08	4.58	4.10	5.07	3.35	3.47
Others	2.38	3.33	1.10	2.46	2.61	2.42	5.17	4.31	2.33	4.08	9.11	3.66	3.72	1.85
<b>By Channel (%)</b>														
Banks	12.6%	22.1%	26.5%	27.3%	29.3%	30.7%	23.3%	28.0%	26.5%	27.4%	31.4%	30.3%	27.5%	24.8%
Non Banks (1)	87.4%	77.9%	73.5%	72.7%	70.7%	69.3%	76.7%	72.0%	73.5%	72.6%	68.6%	69.7%	72.5%	75.2%
<b>Total Remittances (Tala Millions)</b>	<b>83.06</b>	<b>74.25</b>	<b>80.22</b>	<b>67.42</b>	<b>66.19</b>	<b>76.83</b>	<b>86.97</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>80.96</b>
<b>First Number of Months up to</b>	<b>1st month</b>	<b>1st month</b>	<b>2 months to Aug 23</b>	<b>3 months to Sep 23</b>	<b>4 months to Oct 23</b>	<b>5 months to Nov 23</b>	<b>6 months to Dec 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</b>
<b>Total Remittances (Tala Millions)</b>	<b>83.06</b>	<b>74.25</b>	<b>154.47</b>	<b>221.89</b>	<b>288.08</b>	<b>364.91</b>	<b>451.88</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>80.96</b>
Percentage Change (over same period last year)	55.5%	-10.6%	-0.6%	-1.2%	0.3%	0.9%	-1.0%	1.5%	2.3%	3.3%	6.7%	6.8%	5.4%	9.0%
3 year average (%)	10.7%	18.6%	16.8%	18.2%	17.0%	16.8%	17.1%	15.6%	15.1%	14.7%	14.4%	13.8%	13.7%	12.9%
5 year average (%)	10.4%	21.5%	17.9%	17.1%	15.1%	14.7%	14.3%	13.4%	12.8%	12.3%	11.5%	11.2%	11.4%	15.4%
<b>By Recipient (Tala Millions)</b>														
Banknotes	3.26	3.20	7.58	16.06	23.30	30.66	38.22	43.34	46.50	50.88	55.34	62.60	67.52	4.62
Churches, school, Charities	1.85	4.33	11.50	12.60	16.85	24.47	31.24	37.51	42.10	48.83	61.69	72.56	77.69	4.92
Individual/Family/Households	76.50	65.40	132.12	186.39	239.08	299.12	370.07	423.87	472.41	531.74	584.19	644.59	696.57	64.57
In Kind	0.68	0.70	1.51	2.36	3.20	4.08	4.91	5.70	6.44	7.07	8.22	8.90	9.73	0.83
Pensions by residents	0.60	0.57	1.32	1.99	2.70	3.49	4.26	4.97	5.76	6.49	7.15	8.19	8.79	0.71
Others	0.16	0.05	0.43	2.49	2.95	3.09	3.17	3.52	7.75	8.23	11.88	12.94	16.67	5.31
<b>By Country (Tala Millions)</b>														
USA	10.79	13.18	28.43	39.75	53.03	68.20	80.68	90.38	102.55	114.74	127.33	142.56	154.18	14.61
New Zealand	33.03	24.27	51.98	77.98	101.98	131.24	167.92	194.16	217.96	246.66	274.83	308.05	334.15	26.92
Australia	30.19	29.48	62.13	86.25	108.93	134.93	164.02	188.03	208.70	231.44	252.70	276.84	299.23	34.11
American Samoa	6.67	3.98	7.50	11.01	14.64	18.62	22.17	24.92	28.00	32.58	36.68	41.75	45.10	3.47
Others	2.38	3.33	4.44	6.90	9.50	11.93	17.10	21.41	23.74	27.82	36.93	40.58	44.30	1.85

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