

VISITOR EARNINGS & REMITTANCES REPORT

JULY 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.1: 2025/26

July 2025

Visitor Arrivals¹

Total number of visitor arrivals rose further by **6.2 percent (or 1,102 visitors)** from the previous month, reaching a total of **18,843 visitors**. However, this was 1.0 percent (or 196 visitors) lower when compared to its level in the same month of last year. (See Graph 1).

The monthly growth in visitor arrivals was partly driven by conference related events held during the month. These included the 'Mana e Alofa' delegation from the Future Leaders Academy (Australia & New Zealand), which engaged with local youth through cultural exchange and leadership activities. Other notable events included the Gospel in Foga'a Festival 2025 and the annual conferences for Methodist and Worship Centre Conferences. Furthermore, school holidays in Australia saw higher number of families and school groups travelling over for the holidays.



The rise in visitor arrivals over the June 2025 was largely attributed to notable hikes in arrival numbers

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).

from Australia (up by 1,664 visitors) and American Samoa (by 522 visitors). Additionally, moderate gains were noted for United States (up by 74 visitors), Europe (by 73 visitors) and 'Other countries' (by 20 visitors). In terms of travel by purpose, notable gains were recorded among those visiting for 'Holiday' (up by 1,080 visitors), 'Sport' (up by 351 visitors), and 'Business and Conference' (up by 206 visitors), along with an additional 57 visitors who arrived for 'Other' purposes.

Additionally, total visitor receipts in July 2025 edged up slightly by **0.1 percent (or \$0.1 million)** from the previous month, reaching **\$60.5 million**. Despite a modest expansion in total arrivals, this was partially offset by a seasonal 5.7 percent drop in the average expenditure per tourist. However, the current level was 6.3 percent (or \$3.6 million) higher when compared to July of the previous year.

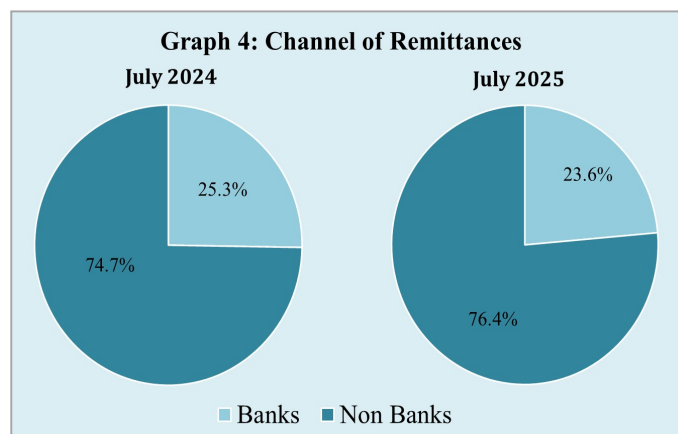
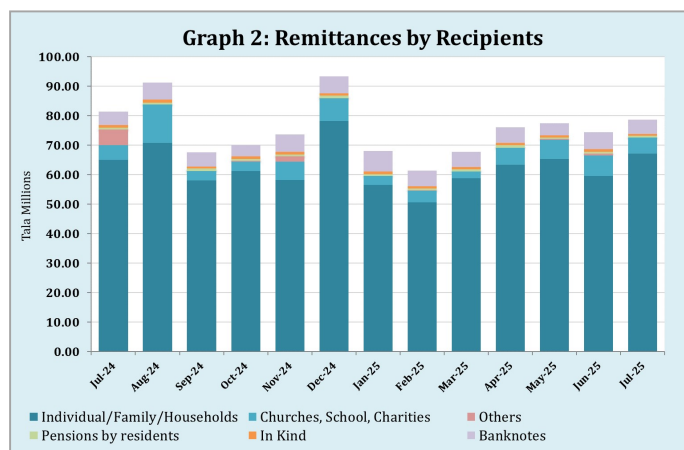
The monthly climb in visitor earnings was primarily driven by higher inflows received from travellers originating from Australia (up by \$2.7 million), American Samoa (by \$1.4 million) and the United States (by 0.4 million). Earnings from visitors who were here 'Sports', 'Holiday' and 'Other visitors' rose by \$1.6 million, \$1.3 million and \$0.4 million respectively.

Remittances

The total inflow of monthly remittances rebounded by **5.7 percent (or \$4.2 million)** to a total of **\$78.7 million** over the previous month but was 3.4 percent (or \$2.8 million) lower when compared to July of last year. (See Graph 2)

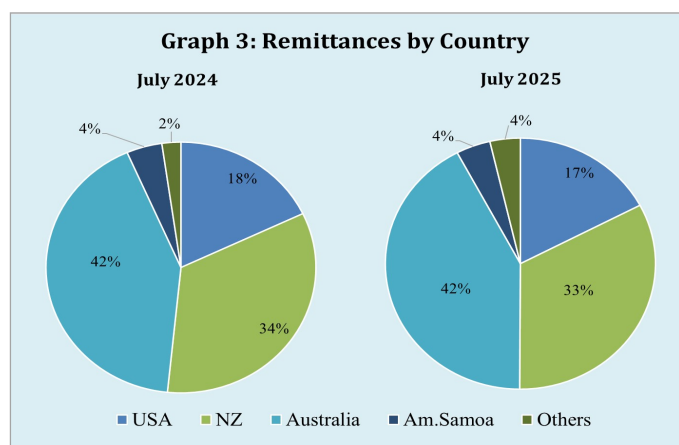
VISITOR EARNINGS & REMITTANCES REPORT

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This seasonal growth in remittances over the previous month was due to substantial hikes in funds received from Australia (up by \$6.6 million) and the United States (\$1.1 million). On the recipient side, the expansion was largely attributed to a significant increase in transfers for ‘Families and households’ (up by \$7.5 million), which outweighed decreases to other recipient categories. (See Graph 3)

According to the data obtained from *Send Money Pacific*², the average monthly cost of remitting NZD\$200.00 to Samoa declined to 6.83 percent of total funds sent in July 2025, from 8.95 percent in July 2024. Similarly, the average cost of sending AUD\$200.00 to Samoa fell to 6.24 percent compared to 8.05 percent in the same month last year.



The proportion of remittances received through Money Transfer Operators (MTOs) rose to 76.4 percent of total inflows, up from 72.3 percent in the previous month and well above the 74.7 percent share recorded in the same month of 2024. In contrast, remittances received via commercial banks declined to 23.6 percent, down from 27.7 percent in the previous month and below the 25.3 percent in the same month last year. (See Graph 4)

CENTRAL BANK OF SAMOA
10 September 2025

² <https://sendmoneypacific.org>

VISITOR EARNINGS & REMITTANCES REPORT

July 2025

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

	Jul-23	Jul-24	Aug-24	Sep-24	Oct-24	Nov-24	Dec-24	Jan-25	Feb-25	Mar-25	Apr-25	May-25	Jun-25	Jul-25
Total arrivals (persons)	17,270	19,039	17,248	14,536	14,658	12,996	22,828	14,746	8,070	11,605	13,210	13,977	17,741	18,843
Arrivals, by market (persons)														
American Samoa	1,007	1,370	1,273	677	552	707	1,224	511	378	663	464	716	753	1,275
Australia	4,229	4,554	3,998	3,838	3,245	3,457	6,721	4,554	1,936	2,225	3,544	3,275	3,675	5,339
Europe	371	691	641	445	819	375	255	315	350	461	432	396	474	547
New Zealand	7,827	8,743	7,068	6,828	6,101	5,517	11,039	7,030	3,156	5,697	6,264	6,688	9,078	7,827
USA	1,831	2,014	2,395	1,086	860	1,020	1,675	1,027	826	1,165	1,193	1,214	2,004	2,078
Other Countries	2,005	1,667	1,873	1,662	3,081	1,920	1,914	1,309	1,424	1,394	1,313	1,688	1,757	1,777
Arrivals, by purpose (persons)														
Holiday	8,098	7,865	8,026	6,612	5,460	5,908	8,959	6,089	2,973	5,012	6,507	6,225	7,978	9,058
VFR	5,107	5,523	5,274	4,790	4,593	4,371	11,331	6,765	3,031	4,300	5,046	5,087	6,936	6,344
Business & Conference	1,290	1,567	1,348	1,178	3,069	1,209	1,061	663	799	1,154	588	1,498	1,397	1,603
Sport	154	469	450	445	64	47	12	45	139	89	178	66	102	453
Other	2,621	3,615	2,150	1,511	1,472	1,461	1,465	1,184	1,128	1,050	891	1,101	1,328	1,385
Total earnings (tala million)	52.32	56.90	58.02	51.5	53.1	53.4	84.4	49.1	28.5	43.0	49.9	58.4	60.4	60.5
Earnings, by market (tala million)														
American Samoa	2.75	3.80	2.93	1.42	0.90	1.70	3.97	1.38	0.53	1.83	1.62	3.17	2.25	3.60
Australia	12.54	13.64	16.08	14.52	15.03	19.04	28.48	17.04	8.96	9.82	15.37	12.99	14.35	17.01
Europe	0.31	0.57	0.86	0.49	0.85	0.59	0.47	0.39	0.36	0.75	0.61	0.45	0.46	0.49
New Zealand	23.41	26.10	25.82	24.74	23.32	22.27	36.86	23.15	10.15	20.28	24.26	30.36	28.32	24.89
USA	6.12	6.87	6.26	5.05	2.28	3.29	6.15	2.94	3.45	5.54	2.87	3.90	7.27	7.64
Other Countries	7.19	5.92	6.08	5.26	10.73	6.51	8.46	4.19	5.02	4.80	5.17	7.54	7.75	6.84
Earnings, by purpose (tala million)														
Holiday	23.23	22.62	26.57	23.68	15.70	18.27	30.02	19.50	10.47	17.62	22.73	24.88	25.56	26.83
VFR	20.21	21.42	20.63	18.51	20.98	27.83	46.09	25.38	11.09	16.30	21.08	26.34	28.02	25.28
Business & Conference	3.57	4.33	5.39	4.38	9.89	5.32	4.30	2.81	3.57	4.92	2.61	5.31	5.09	4.58
Sport	0.60	1.83	1.15	1.81	0.17	0.12	0.03	0.17	0.40	0.40	0.65	0.28	0.21	1.85
Other	4.71	6.70	4.27	3.11	6.35	1.86	3.95	1.24	2.93	3.76	2.83	1.61	1.53	1.94
Average expenditure (tala, per person)	3,030	2,988	3,364	3,542	3,622	4,109	3,697	3,329	3,527	3,706	3,777	4,180	3,405	3,210
Tourism Price Index	175.2	176.8	177.1	178.9	180.5	179.7	180.4	181.7	180.1	181.4	181.6	182.8	186.1	188.0
First Number of Months up to	1st month	1st month	2 months to Aug 24	3 months to Sep 24	4 months to Oct 24	5 months to Nov 24	6 months to Dec 24	7 months to Jan 25	8 months to Feb 25	9 months to Mar 25	10 months to Apr 25	11 months to May 25	12 months to June 25	1st month
Total Visitor Arrivals (persons)	17,270	19,039	36,287	50,823	65,481	78,477	101,305	116,051	124,121	135,726	148,936	162,913	180,654	18,843
Over the past year (%)	0.0%	10.2%	7.5%	4.5%	5.6%	4.8%	4.0%	3.7%	2.1%	2.2%	2.4%	2.1%	2.8%	-1.0%
Past 3 year average	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Past 5 year average	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Arrivals, by market (persons)														
American Samoa	1,007	1,370	2,643	3,320	3,872	4,579	5,803	6,314	6,692	7,355	7,819	8,535	9,288	1,275
Australia	4,229	4,554	8,552	12,390	15,635	19,092	25,813	30,367	32,303	34,528	38,072	41,347	45,022	5,339
Europe	371	691	1,332	1,777	2,596	2,971	3,226	3,541	3,891	4,352	4,784	5,180	5,654	547
New Zealand	7,827	8,743	15,811	22,639	28,740	34,257	45,296	52,326	55,482	61,179	67,443	74,131	83,209	7,827
USA	1,831	2,014	4,409	5,495	6,355	7,375	9,050	10,077	10,903	12,068	13,261	14,475	16,479	2,078
Other Countries	2,005	1,667	3,540	5,202	8,283	10,203	12,117	13,426	14,850	16,244	17,557	19,245	21,002	1,777
Arrivals, by purpose (persons)														
Holiday	8,098	7,865	15,891	22,503	27,963	33,871	42,830	48,919	51,892	56,904	63,411	69,636	77,614	9,058
VFR	5,107	5,523	10,797	15,587	20,180	24,551	35,882	42,647	45,678	49,978	55,024	60,111	67,047	6,344
Business & Conference	1,290	1,567	2,915	4,093	7,162	8,371	9,432	10,095	10,894	12,048	12,636	14,134	15,531	1,603
Sport	154	469	919	1,364	1,428	1,475	1,487	1,532	1,671	1,760	1,938	2,004	2,106	453
Other	2,621	3,615	5,765	7,276	8,748	10,209	11,674	12,858	13,986	15,036	15,927	17,028	18,356	1,385
Total Visitor Earnings (tala million)	52.32	56.90	114.91	166.40	219.49	272.89	357.28	406.37	434.84	477.84	527.74	586.16	646.57	60.48
Over the past year (%)	0.0%	8.7%	6.6%	4.4%	6.0%	5.7%	5.3%	5.1%	3.6%	3.6%	3.9%	3.6%	4.6%	6.3%
Past 3 year average	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Past 5 year average	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Earnings, by market (tala million)														
American Samoa	2.7	3.8	6.7	8.2	9.0	10.7	14.7	16.1	16.6	18.5	20.1	23.2	25.5	3.6
Australia	12.5	13.6	29.7	44.2	59.3	78.3	106.8	123.8	132.8	142.6	158.0	171.0	185.3	17.0
Europe	0.3	0.6	1.4	1.9	2.8	3.4	3.8	4.2	4.6	5.3	5.9	6.4	6.8	0.5
New Zealand	23.4	26.1	51.9	76.7	100.0	122.2	159.1	182.3	192.4	212.7	237.0	267.3	295.6	24.9
USA	6.1	6.9	13.1	18.2	20.5	23.7	29.9	32.8	36.3	41.8	44.7	48.6	55.9	7.6
Other Countries	7.2	5.9	12.0	17.3	28.0	34.5	42.9	47.1	52.2	57.0	62.1	69.7	77.4	6.8
Earnings, by purpose (tala million)														
Holiday	23.23	22.62	49.19	72.87	88.57	106.84	136.86	156.36	166.84	184.46	207.19	232.07	257.63	26.83
VFR	20.2	21.4	42.0	60.6	81.5	109.4	155.5	180.8	191.9	208.2	229.3	255.6	283.7	25.3
Business & Conference	3.6	4.3	9.7	14.1	24.0	29.3	33.6	36.4	40.0	44.9	47.5	52.8	57.9	4.6
Sport	0.6	1.8	3.0	4.8	5.0	5.1	5.1	5.3	5.7	6.1	6.7	7.0	7.2	1.9
Other	4.7	6.7	11.0	14.1	20.4	22.3	26.2	27.5	30.4	34.2	37.0	38.6	40.1	1.9

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

VISITOR EARNINGS & REMITTANCES REPORT

July 2025

Table 2.

INFLOW OF PRIVATE REMITTANCES

AMOUNTS IN TALA MILLION

Amount in Tala Millions	Jul-23	Jul-24	Aug-24	Sep-24	Oct-24	Nov-24	Dec-24	Jan-25	Feb-25	Mar-25	Apr-25	May-25	Jun-25	Jul-25
By Recipient (Tala Millions)	74.25	81.46	91.29	67.57	70.07	73.62	93.45	68.05	61.39	67.78	76.14	77.49	74.43	78.66
Banknotes	3.20	4.62	5.84	4.77	3.81	5.94	5.87	6.98	5.29	5.24	5.32	4.08	5.83	4.78
Churches, School, Charities	4.33	4.92	13.00	3.24	3.24	6.29	7.85	2.98	4.06	2.28	5.86	6.51	7.03	5.55
Individual/Family/Households	65.40	65.07	70.86	57.98	61.16	58.19	78.17	56.57	50.58	58.78	63.31	65.28	59.59	67.10
In Kind	0.70	0.83	0.95	0.72	0.99	0.82	0.74	0.84	0.73	0.76	0.85	0.81	0.84	0.68
Pensions by residents	0.57	0.71	0.64	0.77	0.51	0.68	0.82	0.66	0.58	0.70	0.80	0.45	0.64	0.55
Others	0.05	5.31	0.00	0.09	0.36	1.71	0.01	0.02	0.15	0.01	0.00	0.35	0.51	0.01
By Country (Tala Millions)	74.25	81.46	91.29	67.57	70.07	73.62	93.45	68.05	61.39	67.78	76.14	77.49	74.43	78.66
USA	13.18	14.61	15.65	10.86	12.14	12.27	14.19	12.46	11.27	12.99	15.77	16.25	12.56	13.61
New Zealand	24.27	27.43	28.49	24.34	23.59	27.44	33.08	22.71	21.94	23.38	27.11	28.18	26.14	25.79
Australia	29.48	34.11	36.12	27.70	28.49	25.77	36.32	28.39	22.64	25.71	27.32	26.63	26.55	33.16
American Samoa	3.98	3.47	3.96	3.21	4.11	4.12	3.56	2.66	2.82	4.18	4.18	4.79	3.94	3.24
Others	3.33	1.85	7.07	1.46	1.74	4.03	6.30	1.83	2.71	1.51	1.76	1.64	5.24	2.86
By Channel (%)														
Banks	22.1%	25.3%	29.4%	19.3%	19.8%	28.5%	26.7%	24.7%	25.1%	21.9%	24.6%	23.3%	27.7%	23.6%
Non Banks (1)	77.9%	74.7%	70.6%	80.7%	80.2%	71.5%	73.3%	75.3%	74.9%	78.1%	75.4%	76.7%	72.3%	76.4%
Total Remittances (Tala Millions)	74.25	81.46	91.29	67.57	70.07	73.62	93.45	68.05	61.39	67.78	76.14	77.49	74.43	78.66
First Number of Months up to	1st month	1st month	2 months to Aug 24	3 months to Sep 24	4 months to Oct 24	5 months to Nov 24	6 months to Dec 24	7 months to Jan 25	8 months to Feb 25	9 months to Mar 25	10 months to Apr 25	11 months to May 25	12 months to June 25	1st month
Total Remittances (Tala Millions)	74.25	81.46	172.75	240.31	310.39	384.01	477.46	545.51	606.89	674.67	750.82	828.30	902.73	78.66
Percentage Change (over same period last year)	-10.6%	9.7%	11.8%	8.3%	7.7%	5.2%	5.7%	5.1%	4.5%	3.3%	3.1%	2.3%	2.9%	-3.4%
3 year average (%)	18.6%	12.9%	13.0%	12.3%	10.1%	11.4%	12.1%	12.8%	12.9%	12.7%	13.3%	13.5%	13.2%	18.2%
5 year average (%)	21.5%	15.4%	12.6%	12.7%	11.9%	12.0%	10.7%	10.7%	10.6%	10.0%	10.3%	10.4%	10.4%	11.0%
By Recipient (Tala Millions)														
Hand Carried Cash	3.20	4.62	10.46	15.23	19.04	24.98	30.85	37.82	43.12	48.36	53.68	57.76	63.59	4.78
Churches, School, Charities	4.33	4.92	17.91	21.15	24.39	30.68	38.53	41.50	45.56	47.85	53.71	60.22	67.25	5.55
Individual/Family/Households	65.40	65.07	135.93	193.91	255.07	313.26	391.43	448.00	498.58	557.35	620.67	685.95	745.54	67.10
In Kind	0.70	0.83	1.78	2.50	3.49	4.31	5.05	5.89	6.62	7.38	8.23	9.04	9.88	0.68
Pensions by residents	0.57	0.71	1.35	2.12	2.63	3.32	4.13	4.79	5.37	6.07	6.86	7.31	7.95	0.55
Others	0.05	5.31	5.32	5.40	5.76	7.47	7.48	7.50	7.65	7.66	7.67	8.02	8.53	0.01
By Country (Tala Millions)														
USA	13.18	14.61	30.26	41.11	53.26	65.52	79.72	92.18	103.45	116.43	132.21	148.46	161.02	13.61
New Zealand	24.27	27.43	55.92	80.25	103.84	131.28	164.36	187.07	209.01	232.40	259.51	287.68	313.82	25.79
Australia	29.48	34.11	70.23	97.93	126.42	152.19	188.51	216.89	239.54	265.25	292.57	319.20	345.76	33.16
American Samoa	3.98	3.47	7.43	10.64	14.75	18.87	22.44	25.09	27.92	32.10	36.29	41.07	45.01	3.24
Others	3.33	1.85	8.91	10.38	12.11	16.14	22.44	24.27	26.98	28.49	30.25	31.89	37.13	2.86

(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

Average Cost of Sending (in %)	Jul-23	Jul-24	Aug-24	Sep-24	Oct-24	Nov-24	Dec-24	Jan-25	Feb-25	Mar-25	Apr-25	May-25	Jun-25	Jul-25
New Zealand (NZD \$200)	7.09	8.95	8.91	8.01	7.55	7.41	7.45	7.69	7.00	7.69	7.52	6.90	8.62	6.83
Australia (AUD \$200)	6.82	8.05	8.90	8.81	8.29	6.67	6.90	7.14	6.71	6.52	6.19	6.33	7.81	6.24
Average Cost of Remittances to Samoa	6.96	8.50	8.91	8.41	7.92	7.04	7.18	7.42	6.86	7.11	6.85	6.61	8.22	6.53

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

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Report No.1: 2025/26

July 2025

1. VISITOR ARRIVALS¹ - 18,843 VISITORS

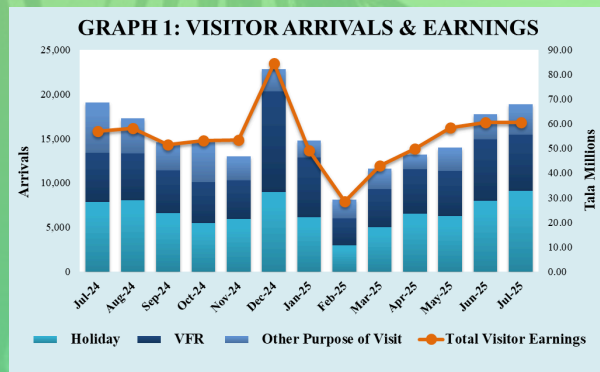
- Visitor arrivals **increased by 6.2% (or 1,102 visitors)** over the previous month but was 1.0% lower than in July 2024. (See Graph 1)

By Country (vs June 2025)

- Australia: up by 1,664 visitors
- American Samoa: up by 522 visitors
- United States: up by 74 visitors
- Europe: up by 73
- 'Other Countries': up by 20 visitors

By Purpose of Travel:

- Holiday: up by 1,080 visitors
- Sports: up by 351 visitors
- Business and Conference: up by 206 visitors
- 'Other Purposes': up by 57 visitors



2. VISITOR EARNINGS - \$60.5 MILLION

- Total visitor receipts rose slightly by 0.1% (or \$0.1 million) over June 2025 but 3.4% lower than in July 2024.

By Country (vs June 2025)

- Australia: up by \$2.7 million
- United States: up by \$0.4 million

By Recipients:

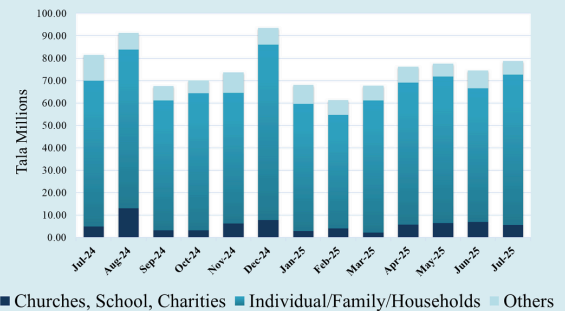
- Sports: up by \$1.6 million
- Holiday: up by \$1.3 million
- 'Other visitors': up by \$0.4 million (See Graph 1)



3. REMITTANCES - \$78.7 MILLION

- Total remittances rebounded by 5.7% (or \$4.2 million) over June 2025 but was 3.4% (or \$2.8 million) lower than July 2024. (See Graph 2)

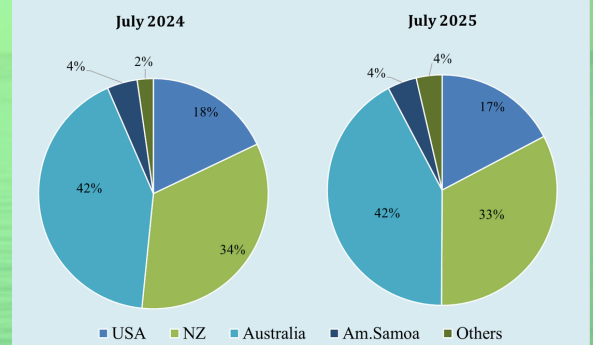
GRAPH 2: REMITTANCES BY RECIPIENTS



By Recipients:

- Family & Households: up by \$7.5 million

Graph 3: Remittances by Country



By Country (vs June 2025)

- Australia: up by \$6.6 million
- United States: up by \$1.1 million

4. CHANNEL OF REMITTANCES

Commercial Banks

- 23.6% (decline from 25.3% in July 2024) of total remittances.

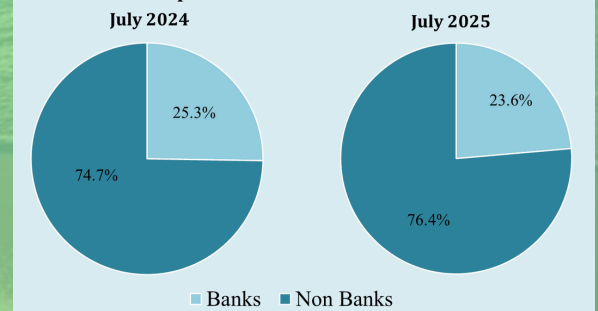
Money Transfer Operators

- 76.4% (rose from 74.7% in July 2024). (See Graph 4)

Cost of Remittances²

- NZD \$200 transfer: 6.83% (down from 8.95% in July 2024).
- AUD \$200 transfer: 6.24% (down from 8.05% in July 2024).

Graph 4: Channel of Remittances



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 <https://sendmoneypacific.org>