

VISITOR EARNINGS & REMITTANCES REPORT JUNE 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.12: 2023/24

June 2024

Visitor Arrivals¹

Total visitor arrivals rose for the fifth month in a row, up by **14.4 percent (or 2,037 visitors) to 16,143 visitors** in June 2024. However, it was 10.4 percent (or 1,878 visitors) lower when compared to the same month of last year.

The expansion in arrivals over the month partly reflected one-off events that occurred during the month such as the Avele College's 100 years anniversary celebration that saw many of its alumni members from abroad, as well as new sporting activities such as the Marist Rugby Sevens and the Falefa Falls fun run.

This sharp boost in arrivals over the previous month was due to the increased influx of visitors from USA (up by 70.1 percent), New Zealand (by 19.1 percent), American Samoa (up by 36.2 percent) and Europe (by 6.8 percent). By category, increases were recorded for those who were here for 'Sports' (by 89.1 percent), 'Holiday' (by 22.7 percent), 'Visiting Families and Friends' (by 16.1 percent) and 'Other purposes' (by 12.5 percent).

On the other hand, **total visitor receipts fell by 8.6 percent (or \$5.0 million) to \$52.8 million** from May 2024 and was 8.5 percent (or \$4.9 million) lower than the same month of 2023. This was underpinned by a 20.1 percent seasonal drop in the average visitor spending in June 2024. By country, the lower tourism revenue were from New Zealand visitors (down by 19.9 percent), 'Other countries' (down by 17.3 percent), Europe (by 12.4 percent),

American Samoa (down 9.0 percent) and Australia (down 5.0 percent). Proceeds from those who were here for 'Other purposes', 'Business and Conference', 'Visiting Friends and Relatives', 'Sport' and 'Holiday' declined by 26.7 percent, 17.3 percent, 7.6 percent, 6.8 percent and 2.3 percent respectively.



For the whole of **FY2023/24, total tourist arrivals amounted to 175,656 visitors**, which was 41.0 percent (or 51,001 visitors) higher than FY2022/23. Likewise, total **visitor earnings amounted to \$618.3 million**, which was 46.9 percent (or \$197.3 million) higher than FY2022/23.

Remittances

Total **monthly remittances recorded a significant decrease of 17.4 percent (or \$14.1 million) to \$67.1 million** from May 2024 and was 9.0 percent (or \$6.6 million) lower when compared to June last year.

This drop resulted from reduction in funds received from all its main markets; New Zealand, (by \$7.1 million), USA (up \$3.6 million), Australia (up \$1.8

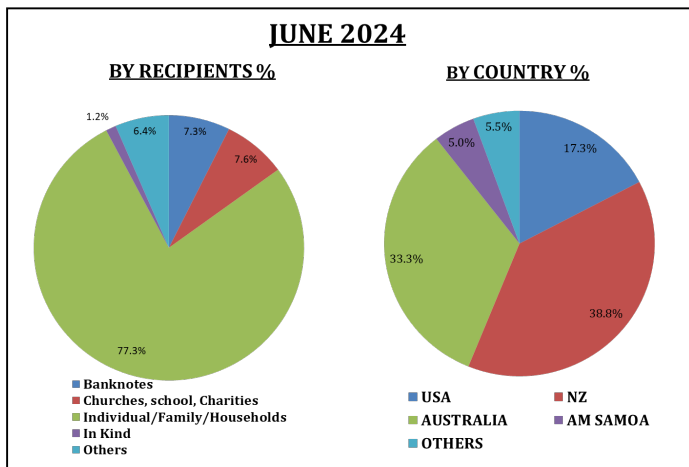
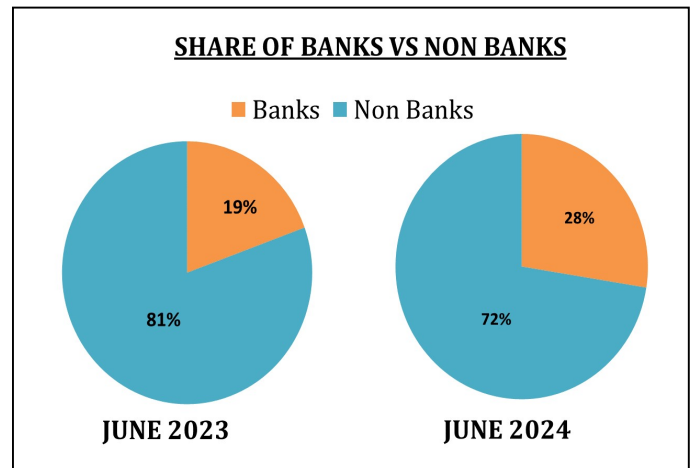
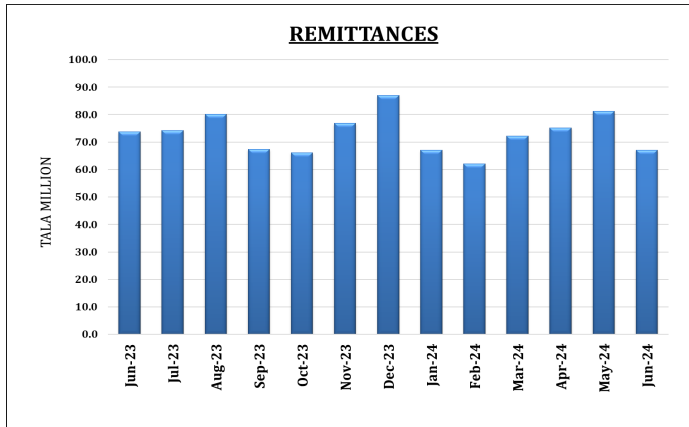
¹ Samoa re-opened its border to international travelers on 1st August 2022. Cruise ship tourists are not counted as tourist as they are only in Samoa for a day but their spending are included as part of tourism earnings.

VISITOR EARNINGS & REMITTANCES REPORT

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million) and American Samoa (up \$1.7 million). In terms of recipients, declines were recorded for 'Family and households', 'Non-profit institutions serving households (NPISH)' and 'Hand-carried cash' by \$8.4 million, \$5.8 million and \$2.3 million in that order.

percent in June 2023 while funds received through commercial banks edged up to 27.5 percent in June 2024 from 19.4 percent last year.



According to the data obtained from Send Money Pacific² the average monthly cost of sending NZD\$200.00 to Samoa fell to 7.87 percent from 6.46 percent in June 2023 whereas the average cost of sending AUD\$200.00 to Samoa rose to 7.51 percent from 5.63 percent of the same month last year.

CENTRAL BANK OF SAMOA
14th August 2024

As a result, the total inflow of remittances in **FY2023/24 were 5.4 percent (or \$44.7 million) higher at \$876.8 million** over the previous fiscal year. Responsible for this increase were higher inflows from USA (by \$35.7 million) and 'Other Countries' (by \$18.6 million). This was partially assisted by a depreciation of the Samoan Tala against the US dollar (by 0.9 percent). Likewise, total funds for 'NPISH', 'Others' 'Hand carried cash' and 'In-Kind' went up by \$45.4 million, \$15.1 million, \$2.5 million and \$0.1 million respectively.

The bulk of total remittances continues to be received through Money Transfer Operators (MTOs) at 72.5 percent in June 2024, down from 80.6

² <https://sendmoneypacific.org>

VISITOR EARNINGS & REMITTANCES REPORT

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

	Jun-22	Jun-23	Jul-23	Aug-23	Sep-23	Oct-23	Nov-23	Dec-23	Jan-24	Feb-24	Mar-24	Apr-24	May-24	Jun-24
Total arrivals (persons)	0	18,021	17,270	16,471	14,879	13,383	12,856	22,512	14,520	9,630	11,242	12,644	14,106	16,143
Total arrivals incl. cruise ships (1)	0	18,021	17,270	16,471	14,879	13,383	16,366	22,512	16,705	12,960	11,438	15,178	16,641	18,679
Arrivals, by market (persons)														
American Samoa	0	1,714	1,007	1,233	777	726	720	1,316	883	649	719	868	896	1,220
Australia	0	4,893	4,229	4,455	4,472	3,597	3,471	6,993	4,232	2,198	2,801	3,214	4,171	4,130
Europe	0	340	371	469	382	452	460	213	297	345	463	358	370	395
New Zealand	0	7,561	7,827	6,973	6,679	5,873	5,644	10,848	6,561	3,920	4,463	5,303	5,916	7,048
USA	0	1,563	1,831	1,230	892	1,008	976	1,752	1,002	877	1,064	1,062	1,070	1,820
Other Countries	0	1,950	2,005	2,111	1,677	1,727	1,585	1,390	1,545	1,641	1,732	1,839	1,683	1,530
Cruise ships	0	0	0	0	0	0	3,510	0	2,185	3,330	196	2,534	2,535	2,536
Arrivals, by purpose (persons)														
Holiday	0	7,722	8,098	7,249	6,372	5,859	5,019	9,052	5,172	2,778	3,897	4,863	5,252	6,442
VFR	0	6,996	5,107	5,056	4,845	3,932	4,225	10,832	6,047	3,124	3,776	4,150	4,505	5,232
Business & Conference	0	1,280	1,290	732	887	870	1,218	357	567	765	938	696	1,559	1,281
Sport	0	120	154	1,070	611	205	103	13	21	277	44	160	64	121
Other	0	1,903	2,621	2,364	2,164	2,517	2,291	2,258	2,713	2,686	2,587	2,775	2,726	3,067
Cruise ships	0	0	0	0	0	0	3,510	0	2,185	3,330	196	2,534	2,535	2,536
Total earnings (tala million)	0.00	57.68	52.32	55.50	51.54	47.78	51.13	81.07	47.22	33.15	41.35	46.67	57.78	52.81
Earnings, by market (tala million)														
American Samoa	0.00	5.11	2.75	2.59	1.55	1.14	1.58	4.08	2.35	0.80	1.84	2.90	3.69	3.36
Australia	0.00	17.34	12.54	17.56	16.53	16.27	18.44	28.89	15.42	10.04	12.13	13.64	16.34	15.53
Europe	0.00	0.30	0.31	0.60	0.41	0.43	0.71	0.38	0.35	0.36	0.74	0.48	0.42	0.37
New Zealand	0.00	22.00	23.41	25.10	23.73	21.95	22.15	35.24	21.06	12.42	15.58	20.03	26.50	21.22
USA	0.00	5.24	6.12	3.27	4.05	2.63	3.01	6.35	2.86	3.61	4.98	2.46	3.51	6.27
Other Countries	0.00	7.69	7.19	6.39	5.26	5.36	5.23	6.13	5.18	5.92	6.08	7.16	7.33	6.06
Cruise ships	0.00	0.00	0.00	0.00	0.00	0.00	0.66	0.00	0.41	0.64	0.04	0.48	0.47	0.47
Earnings, by purpose (tala million)														
Holiday	0.00	22.76	23.23	24.48	22.54	15.87	15.68	29.65	17.18	9.40	12.28	15.58	21.78	21.29
VFR	0.00	28.02	20.21	20.48	18.36	17.01	26.58	42.72	23.17	10.93	12.83	15.98	23.77	21.96
Business & Conference	0.00	4.25	3.57	2.96	3.26	2.64	5.34	1.41	2.45	3.31	3.64	2.88	5.75	4.75
Sport	0.00	0.23	0.60	2.85	2.44	0.51	0.27	0.03	0.08	0.75	0.18	0.54	0.28	0.26
Other	0.00	2.41	4.71	4.74	4.93	11.75	3.26	7.26	4.34	8.75	12.41	11.70	6.20	4.54
Cruise ships	0.00	0.00	0.00	0.00	0.00	0.00	0.66	0.00	0.41	0.64	0.04	0.48	0.47	0.47
Average expenditure (tala, per person)	#DIV/0!	3,201	3,030	3,370	3,464	3,570	3,977	3,601	3,252	3,442	3,678	3,691	4,096	3,271
Tourism Price Index	143.5	169.8	175.2	173.8	175.3	175.9	175.7	175.7	177.3	177.3	177.7	177.9	180.3	179.5
First Number of Months up to	12 months to June 22	12 months to June 23	1st month to Aug 23	2 months to Aug 23	3 months to Sep 23	4 months to Oct 23	5 months to Nov 23	6 months to Dec 23	7 months to Jan 24	8 months to Feb 24	9 months to Mar 24	10 months to Apr 24	11 months to May 24	12 months to June 24
Total Visitor Arrivals (persons)	0	124,655	17,270	33,741	48,620	62,003	74,859	97,371	111,891	121,521	132,763	145,407	159,513	175,656
Over the past year (%)	#DIV/0!	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%
Past 3 year average	#DIV/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%	100.0%
Past 5 year average	#DIV/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%	100.0%
Arrivals, by market (persons)														
American Samoa	0	9,892	1,007	2,240	3,017	3,743	4,463	5,779	6,662	7,311	8,030	8,898	9,794	11,014
Australia	0	32,526	4,229	8,684	13,156	16,753	20,224	27,217	31,449	33,647	36,448	39,662	43,833	47,963
Europe	0	2,402	371	840	1,222	1,674	2,134	2,347	2,644	2,989	3,452	3,810	4,180	4,575
New Zealand	0	55,871	7,827	14,800	21,479	27,352	32,996	43,844	50,405	54,325	58,788	64,091	70,007	77,055
USA	0	9,816	1,831	3,061	3,953	4,961	5,937	7,689	8,691	9,568	10,632	11,694	12,764	14,584
Other Countries	0	14,148	2,005	4,116	5,793	7,520	9,105	10,495	12,040	13,681	15,413	17,252	18,935	20,465
Cruise ships	0	21,108	0	0	0	0	3,510	3,510	5,695	9,025	9,221	11,755	14,290	16,826
Arrivals, by purpose (persons)														
Holiday	0	43,639	8,098	15,347	21,719	27,578	32,597	41,649	46,821	49,599	53,496	58,359	63,611	70,053
VFR	0	51,924	5,107	10,163	15,008	18,940	23,165	33,997	40,044	43,168	46,944	51,094	55,599	60,831
Business & Conference	0	8,114	1,290	2,022	2,909	3,779	4,997	5,354	5,921	6,686	7,624	8,320	9,879	11,160
Sport	0	1,077	154	1,224	1,835	2,040	2,143	2,156	2,177	2,454	2,498	2,658	2,722	2,843
Other	0	19,901	2,621	4,985	7,149	9,666	11,957	14,215	16,928	19,614	22,201	24,976	27,702	30,769
Cruise ships	0	21,108	0	0	0	0	3,510	3,510	5,695	9,025	9,221	11,755	14,290	16,826
Total Visitor Earnings (tala million)	0.00	421.01	52.32	107.82	159.36	207.14	258.27	339.34	386.56	419.72	461.06	507.73	565.52	618.33
Over the past year (%)	#DIV/0!	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%
Past 3 year average	#DIV/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%	100.0%
Past 5 year average	#DIV/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%	100.0%
Earnings, by market (tala million)														
American Samoa	0.0	26.5	2.7	5.3	6.9	8.0	9.6	13.7	16.0	16.8	18.7	21.6	25.3	28.6
Australia	0.0	123.7	12.5	30.1	46.6	62.9	81.3	110.2	125.7	135.7	147.8	161.5	177.8	193.3
Europe	0.0	2.7	0.3	0.9	1.3	1.8	2.5	2.8	3.2	3.6	4.3	4.8	5.2	5.6
New Zealand	0.0	187.3	23.4	48.5	72.2	94.2	116.3	151.6	172.6	185.1	200.6	220.7	247.2	268.4
USA	0.0	32.0	6.1	9.4	13.4	16.1	19.1	25.4	28.3	31.9	36.9	39.3	42.8	49.1
Other Countries	0.0	48.8	7.2	13.6	18.8	24.2	29.4	35.6	40.7	46.7	52.8	59.9	67.2	73.3
Cruise ships	0.0	3.8	0.0	0.0	0.0	0.0	0.7	0.7	1.1	1.7	1.8	2.2	2.7	3.2
Earnings, by purpose (tala million)														
Holiday	0.0	131.61	23.23	47.71	70.25	86.13	101.80	131.46	148.64	158.04	170.32	185.90	207.68	228.97
VFR	0.0	206.7	20.2	40.7	59.0	76.1	102.6	145.4	168.5	179.5	192.3	208.3	232.0	254.0
Business & Conference	0.0	27.9	3.6	6.5	9.8	12.4	17.8	19.2	21.6	24.9	28.6	31.5	37.2	42.0
Sport	0.0	3.5	0.6	3.5	5.9	6.4	6.7	6.7	6.8	7.5	7.7	8.3	8.5	8.8
Other	0.0	51.3	4.7	9.4	14.4	26.1	29.4	36.6	41.0	49.7	62.1	73.8	80.0	84.6
Cruise ships	0.0	3.8	0.0	0.0	0.0	0.0	0.7	0.7	1.1	1.7	1.8	2.2	2.7	3.2

(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	Jun-22	Jun-23	Jul-23	Aug-23	Sep-23	Oct-23	Nov-23	Dec-23	Jan-24	Feb-24	Mar-24	Apr-24	May-24	Jun-24
By Recipient (Tala Millions)	72.20	73.75	74.25	80.22	67.42	66.19	76.83	86.97	67.03	62.05	72.28	75.24	81.22	67.11
Banknotes	3.54	4.83	3.20	4.38	8.48	7.24	7.36	7.55	5.13	3.16	4.38	4.46	7.26	4.92
Churches, school, Charities	5.61	2.98	4.33	7.17	1.10	4.25	7.62	6.78	6.26	4.60	6.72	12.86	10.87	5.12
Individual/Family/Households	61.38	64.50	65.40	66.73	54.27	52.69	60.05	70.95	53.80	48.54	59.33	52.45	60.33	51.90
In Kind	0.62	0.82	0.70	0.81	0.85	0.84	0.88	0.83	0.79	0.74	0.63	1.15	0.68	0.83
Others	1.05	0.63	0.62	1.12	2.73	1.18	0.92	0.86	1.06	5.02	1.21	4.32	2.08	4.34
By Country (Tala Millions)	72.20	73.75	74.25	80.22	67.42	66.19	76.83	86.97	67.03	62.05	72.28	75.24	81.22	67.11
USA	8.79	10.90	13.18	15.24	11.33	13.28	15.16	12.48	9.70	12.17	12.19	12.59	15.22	11.63
New Zealand	32.40	28.29	24.27	27.71	26.00	24.00	29.26	36.67	26.24	23.80	28.69	28.18	33.16	26.07
Australia	23.14	28.16	29.48	32.65	24.12	22.68	26.00	29.09	24.02	20.67	22.74	21.26	24.11	22.35
American Samoa	3.81	4.02	3.98	3.51	3.51	3.63	3.98	3.55	2.75	3.08	4.58	4.10	5.07	3.35
Others	4.06	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
By Channel (%)														
Banks	20.7%	19.4%	22.1%	26.5%	27.3%	29.3%	30.7%	23.3%	28.0%	26.5%	27.4%	31.4%	30.3%	27.5%
Non Banks (1)	79.3%	80.6%	77.9%	73.5%	72.7%	70.7%	69.3%	76.7%	72.0%	73.5%	72.6%	68.6%	69.7%	72.5%
Total Remittances (Tala Millions)	72.20	73.75	74.25	80.22	67.42	66.19	76.83	86.97	67.03	62.05	72.28	75.24	81.22	67.11
First Number of Months up to	12 months to June 22	12 months to June 23	1st month to Aug 23	2 months to Aug 23	3 months to Sep 23	4 months to Oct 23	5 months to Nov 23	6 months to Dec 23	7 months to Jan 24	8 months to Feb 24	9 months to Mar 24	10 months to Apr 24	11 months to May 24	12 months to June 24
Total Remittances (Tala Millions)	732.21	832.13	74.25	154.47	221.89	288.08	364.91	451.88	518.91	580.96	653.24	728.47	809.70	876.81
Percentage Change (over same period last year)	20.7%	13.6%	-10.6%	-0.6%	-1.2%	0.3%	0.9%	-1.0%	1.5%	2.3%	3.3%	6.7%	6.8%	5.4%
3 year average (%)	7.5%	11.1%	18.6%	16.8%	18.2%	17.0%	16.8%	17.1%	15.6%	15.1%	14.7%	14.4%	13.8%	13.7%
5 year average (%)	9.3%	12.9%	21.5%	17.9%	17.1%	15.1%	14.7%	14.3%	13.4%	12.8%	12.3%	11.5%	11.2%	11.4%
By Recipient (Tala Millions)														
Banknotes	9.75	65.02	3.20	7.58	16.06	23.30	30.66	38.22	43.34	46.50	50.88	55.34	62.60	67.52
Churches, school, Charities	32.06	32.30	4.33	11.50	12.60	16.85	24.47	31.24	37.51	42.10	48.83	61.69	72.56	77.68
Individual/Family/Households	666.18	714.80	65.40	132.12	186.39	239.08	299.12	370.07	423.87	472.41	531.74	584.19	644.52	696.42
In Kind	9.58	9.65	0.70	1.51	2.36	3.20	4.08	4.91	5.70	6.44	7.07	8.22	8.90	9.73
Others	14.63	10.36	0.62	1.74	4.48	5.65	6.58	7.44	8.49	13.51	14.72	19.04	21.12	25.46
By Country (Tala Millions)														
USA	100.10	118.51	13.18	28.43	39.75	53.03	68.20	80.68	90.38	102.55	114.74	127.33	142.56	154.18
New Zealand	302.48	336.67	24.27	51.98	77.98	101.98	131.24	167.92	194.16	217.96	246.66	274.83	308.00	334.07
Australia	258.80	301.77	29.48	62.13	86.25	108.93	134.93	164.02	188.03	208.70	231.44	252.70	276.81	299.16
American Samoa	46.38	49.49	3.98	7.50	11.01	14.64	18.62	22.17	24.92	28.00	32.58	36.68	41.75	45.10
Others	24.44	25.68	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) Includes Money Transfer Operators (MTOs) and Foreign Exchange Dealers (FEDs)