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VISITOR EARNINGS & REMITTANCES REPORT JUNE 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.

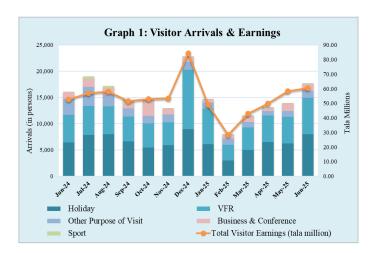
Report No.12: 2024/25

June 2025

Visitor Arrivals¹

The total number of visitor arrivals in June 2025 expanded further by **26.9 percent (or 3,764 visitors)** over the previous month, reaching a total of **17,741 visitors**. Similarly, this was 9.9 percent (or 1,598 visitors) higher when compared to the same month of last year. (See Graph 1).

The uptick in visitor arrivals was partly due to several one-off events held during the month. These included the Pacific Break Launch Samoa Concert 2025, early arrivals for the Samoa Vibes Concert 2025 scheduled on the 4th of July 2025 and various sporting events such as the Strongman competition.



The increase in visitor arrivals was primarily driven by notable hikes in arrival numbers from New Zealand (up by 2,390 visitors), United States (by 790 visitors) and Australia (by 400 visitors). In addition, moderate gains were recorded for Europe (by 78 visitors), 'Other countries' (by 69 visitors) and American Samoa (by 37 visitors). In terms of Consequently, total visitor arrivals in the **twelve** months of FY2024/25 reached a record high of **180,654 visitors**, up by 2.8 percent (or 4,998 visitors) when compared to the previous fiscal year.

Additionally, total visitor receipts in June 2025 rose by **3.4 percent (or \$2.0 million)** over the month to a total of **\$60.4 million** and was 14.4 percent (or \$7.6 million) higher than June of last year.

The monthly hike in visitor earnings was primarily driven by higher inflows received from travellers from the United States (up by \$3.4 million) and Australia (by \$1.4 million). Earnings from visitors who were here 'Visiting Friends and Family' and for 'Holiday' rose by \$1.7 million and \$0.7 million respectively.

For the whole fiscal year FY2024/25, total visitor earnings grew by 4.6 percent (or \$28.2 million), to a total of \$646.6 million, compared to the same period in FY2023/24.

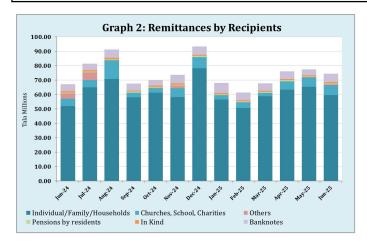
Remittances

Total monthly remittances for June 2025 declined by **3.9 percent (or \$3.1 million)** to a total of **\$74.4 million** but was 10.8 percent (or \$7.2 million) higher when compared to the same month of the previous year. (See Graph 2.)

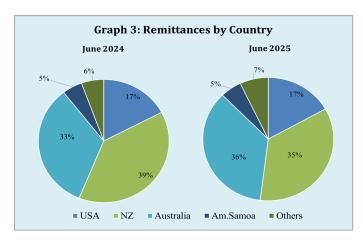
purpose of visit, hikes were recorded for those 'Visiting friends and relatives' (up by 1,849 visitors), 'Holiday' (up by 1,753 visitors), 'Other purpose' (by 227 visitors) and an additional 36 visitors here for 'Sports'.

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).

VISITOR EARNINGS & REMITTANCES REPORT



The drop in remittances from the previous month was primarily driven by reduced transfers from the United States (down by \$3.7 million), New Zealand (\$2.0 million), American Samoa (\$0.9 million) and Australia (\$0.1 million). On the recipient side, the contraction was largely attributed to a significant decrease in transfers for 'Families and households' (down by \$5.7 million), which outweighed increases to other recipient categories. (See Graph 3)



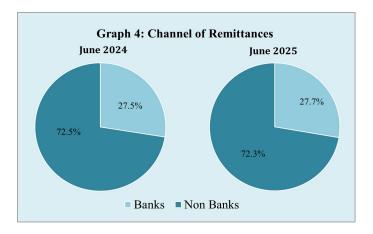
Despite the decline in monthly remittances, total current transfers for the **twelve months of FY2024/25** increased by **2.9 percent (or \$25.8 million)**, reaching **\$902.73 million** compared to FY2023/24.

Reflecting this gain were higher funds received from Australia (up by \$46.5 million) and the United States (by \$6.8 million). Partially contributing to this growth was a depreciation of the Samoan Tala against the US dollar and Euro by 0.9 percent and 1.4 percent, respectively. By purpose of transfer, remittances directed toward 'Families and

Households' recorded a substantial increase of \$48.9 million while 'In-kind' transfers rose modestly by \$0.2 million.

In terms of remittance channels, the share of funds received through Money Transfer Operators (MTOs) declined to 72.3 percent of total inflows, down from 76.7 percent in May 2025 and slightly below the 72.5 percent share recorded in June 2024. Conversely, remittances received via commercial banks rose to 27.7 percent, up from 23.3 percent in the previous month and 27.5 percent in the same month last year, indicating a gradual shift in preference toward formal banking channels for the month under review. (See Graph 4)

According to the data obtained from *Send Money Pacific*², the average monthly cost of remitting NZD\$200.00 to Samoa edged up to 8.62 percent of total funds sent in June 2025, from 7.87 percent in June 2024. Similarly, the average cost of sending AUD\$200.00 to Samoa rose to 7.81 percent compared to 7.51 percent in the same month last year.



CENTRAL BANK OF SAMOA 4 August 2025

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² https://sendmoneypacific.org

June 2025

VISITOR EARNINGS & REMITTANCES REPORT

Table 1.

TOURISM EARNINGS, AVERAGE EXPENDITURE AND TOURISM PRICE INDEX

	Jun-23	Jun-24	Jul-24	Aug-24	Sep-24	Oct-24	Nov-24	Dec-24	Jan-25	Feb-25	Mar-25	Apr-25	May-25	Jun-25
Total arrivals (persons)	18,021	16,143	19,039	17,248	14,536	14,658	12,996	22,828	14,746	8,070	11,605	13,210	13,977	17,741
Arrivals, by market (persons)														
American Samoa	1,714	1,220	1,370	1,273	677	552	707	1,224	511	378	663	464	716	753
Australia	4,893	4,130	4,554	3,998	3,838	3,245	3,457	6,721	4,554	1,936	2,225	3,544	3,275	3,675
Europe	340	395	691	641	445	819	375	255	315	350	461	432	396	474
New Zealand	7,561	7,048	8,743	7,068	6,828	6,101	5,517	11,039	7,030	3,156	5,697	6,264	6,688	9,078
USA	1,563	1,820	2,014	2,395	1,086	860	1,020	1,675	1,027	826	1,165	1,193	1,214	2,004
Other Countries	1,950	1,530	1,667	1,873	1,662	3,081	1,920	1,914	1,309	1,424	1,394	1,313	1,688	1,757
Arrivals, by purpose (persons)	7 700					- 460		0.050		2 272	= 040			= 0=0
Holiday	7,722	6,442	7,865	8,026	6,612	5,460	5,908	8,959	6,089	2,973	5,012	6,507	6,225	7,978
VFR Business & Conference	6,996	5,232	5,523	5,274	4,790	4,593	4,371	11,331	6,765	3,031	4,300	5,046	5,087	6,936
	1,280 120	1,281	1,567	1,348 450	1,178	3,069	1,209 47	1,061	663 45	799 139	1,154 89	588 178	1,498	1,397
Sport Other	1,903	121 3,067	469 3,615	2,150	445 1,511	64 1,472	1,461	12 1,465	45 1,184	1,128	1,050	891	66 1,101	102 1,328
Total earnings (tala million)	57.68	52.81	56.90	58.02	51.5	53.1	53.4	84.4	49.1	28.5	43.0	49.9	58.4	60.4
Earnings, by market (tala million)														
American Samoa	5.11	3.36	3.80	2.93	1.42	0.90	1.70	3.97	1.38	0.53	1.83	1.62	3.17	2.25
Australia	17.34	15.53	13.64	16.08	14.52	15.03	19.04	28.48	17.04	8.96	9.82	15.37	12.99	14.35
Europe	0.30	0.37	0.57	0.86	0.49	0.85	0.59	0.47	0.39	0.36	0.75	0.61	0.45	0.46
New Zealand	22.00	21.22	26.10	25.82	24.74	23.32	22.27	36.86	23.15	10.15	20.28	24.26	30.36	28.32
USA Other Countries	5.24	6.27	6.87	6.26	5.05	2.28	3.29	6.15	2.94	3.45	5.54	2.87	3.90	7.27
Other Countries	7.69	6.06	5.92	6.08	5.26	10.73	6.51	8.46	4.19	5.02	4.80	5.17	7.54	7.75
Earnings, by purpose (tala million)	22.76	24.20	22.62	26.57	22.60	45.70	40.27	20.02	40.50	40.47	47.62	22.72	24.00	25.56
Holiday	22.76	21.29	22.62	26.57	23.68	15.70	18.27	30.02	19.50	10.47	17.62	22.73	24.88	25.56
VFR Business & Conference	28.02 4.25	21.96 4.75	21.42 4.33	20.63 5.39	18.51 4.38	20.98 9.89	27.83 5.32	46.09 4.30	25.38 2.81	11.09 3.57	16.30 4.92	21.08 2.61	26.34 5.31	28.02 5.09
Sport Sport	0.23	0.26	4.33 1.83	1.15	4.38 1.81	9.89 0.17	0.12	0.03	0.17	0.40	0.40	0.65	0.28	0.21
Other	2.41	4.54	6.70	4.27	3.11	6.35	1.86	3.95	1.24	2.93	3.76	2.83	1.61	1.53
Other	2.41	4.54	6.70	4.27	5.11	0.55	1.00	3.33	1.24	2.93	3.70	2.03	1.01	1.55
Average expenditure (tala,per person) Tourism Price Index	3,201 169.8	3,271 179.5	2,988 176.8	3,364 177.1	3,542 178.9	3,622 180.5	4,109 179.7	3,697 180.4	3,329 181.7	3,527 180.1	3,706 181.4	3,777 181.6	4,180 182.8	3,405 186.1
	12 months	12 months	1st	2 months	3 months	4 months	5 months	6 months	7 months	8 months	9 months	10 months	11 months	12 months
First Number of Months up to	to June 23	to June 24	month	to Aug 24	to Sep 24	to Oct 24	to Nov 24	to Dec 24	to Jan 25	to Feb 25	to Mar 25	to Apr 25	to May 25	to June 25
Total Visitor Arrivals (persons)	124,655	175,656	19,039	36,287	50,823	65,481	78,477	101,305	116,051	124,121	135,726	148,936	162,913	180,654
Over the past year (%)	0.0%	40.9%	10.2%	7.5%	4.5%	5.6%	4.8%	4.0%	3.7%	2.1%	2.2%	2.4%	2.1%	2.8%
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	9,892	11,014	1,370	2,643	3,320	3,872	4,579	5,803	6,314	6,692	7,355	7,819	8,535	9,288
Australia	32,526	47,963	4,554	8,552	12,390	15,635	19,092	25,813	30,367	32,303	34,528	38,072	41,347	45,022
Europe	2,402	4,575	691	1,332	1,777	2,596	2,971	3,226	3,541	3,891	4,352	4,784	5,180	5,654
New Zealand	55,871	77,055	8,743	15,811	22,639	28,740	34,257	45,296	52,326	55,482	61,179	67,443	74,131	83,209
USA	9,816	14,584	2,014	4,409	5,495	6,355				40.000	40.000			
Other Countries	14,148	20,465	1,667			0,333	7,375	9,050	10,077	10,903	12,068	13,261	14,475	16,479
Arrivals, by purpose (persons)			-,	3,540	5,202	8,283	7,375 10,203	9,050 12,117	10,077 13,426	10,903 14,850	12,068 16,244	13,261 17,557		16,479 21,002
Halidan			_,	3,540	5,202								14,475	
Holiday	43,639	70,053	7,865	3,540 15,891	5,202 22,503								14,475	
VFR	51,924	70,053 60,831	7,865 5,523	15,891 10,797		8,283	10,203 33,871 24,551	12,117 42,830 35,882	13,426 48,919 42,647	14,850	16,244	17,557 63,411 55,024	14,475 19,245 69,636 60,111	21,002 77,614 67,047
•	51,924 8,114	60,831 11,160	7,865 5,523 1,567	15,891 10,797 2,915	22,503 15,587 4,093	8,283 27,963 20,180 7,162	10,203 33,871 24,551 8,371	12,117 42,830 35,882 9,432	13,426 48,919 42,647 10,095	14,850 51,892 45,678 10,894	16,244 56,904 49,978 12,048	17,557 63,411 55,024 12,636	14,475 19,245 69,636 60,111 14,134	21,002 77,614 67,047 15,531
VFR Business & Conference Sport	51,924 8,114 1,077	60,831 11,160 2,843	7,865 5,523 1,567 469	15,891 10,797 2,915 919	22,503 15,587 4,093 1,364	8,283 27,963 20,180 7,162 1,428	10,203 33,871 24,551 8,371 1,475	12,117 42,830 35,882 9,432 1,487	13,426 48,919 42,647 10,095 1,532	14,850 51,892 45,678 10,894 1,671	16,244 56,904 49,978 12,048 1,760	17,557 63,411 55,024 12,636 1,938	14,475 19,245 69,636 60,111 14,134 2,004	21,002 77,614 67,047 15,531 2,106
VFR Business & Conference	51,924 8,114	60,831 11,160	7,865 5,523 1,567	15,891 10,797 2,915	22,503 15,587 4,093	8,283 27,963 20,180 7,162	10,203 33,871 24,551 8,371	12,117 42,830 35,882 9,432	13,426 48,919 42,647 10,095	14,850 51,892 45,678 10,894	16,244 56,904 49,978 12,048	17,557 63,411 55,024 12,636	14,475 19,245 69,636 60,111 14,134	21,002 77,614 67,047 15,531
VFR Business & Conference Sport	51,924 8,114 1,077	60,831 11,160 2,843	7,865 5,523 1,567 469	15,891 10,797 2,915 919	22,503 15,587 4,093 1,364	8,283 27,963 20,180 7,162 1,428	10,203 33,871 24,551 8,371 1,475	12,117 42,830 35,882 9,432 1,487	13,426 48,919 42,647 10,095 1,532	14,850 51,892 45,678 10,894 1,671	16,244 56,904 49,978 12,048 1,760	17,557 63,411 55,024 12,636 1,938	14,475 19,245 69,636 60,111 14,134 2,004	21,002 77,614 67,047 15,531 2,106
VFR Business & Conference Sport Other	51,924 8,114 1,077 19,901	60,831 11,160 2,843 30,769	7,865 5,523 1,567 469 3,615	15,891 10,797 2,915 919 5,765	22,503 15,587 4,093 1,364 7,276	8,283 27,963 20,180 7,162 1,428 8,748	10,203 33,871 24,551 8,371 1,475 10,209	12,117 42,830 35,882 9,432 1,487 11,674	13,426 48,919 42,647 10,095 1,532 12,858	14,850 51,892 45,678 10,894 1,671 13,986	16,244 56,904 49,978 12,048 1,760 15,036	17,557 63,411 55,024 12,636 1,938 15,927	14,475 19,245 69,636 60,111 14,134 2,004 17,028	21,002 77,614 67,047 15,531 2,106 18,356
VFR Business & Conference Sport Other Total Visitor Earnings (tala million)	51,924 8,114 1,077 19,901 421.01 0.0% 0.0%	60,831 11,160 2,843 30,769 618.33 46.9% 0.0%	7,865 5,523 1,567 469 3,615 56.90 8.7% 0.0%	15,891 10,797 2,915 919 5,765 114.91 6.6% 0.0%	22,503 15,587 4,093 1,364 7,276 166.40 4.4% 0.0%	8,283 27,963 20,180 7,162 1,428 8,748 219.49 6.0% 0.0%	33,871 24,551 8,371 1,475 10,209 272.89 5.7% 0.0%	12,117 42,830 35,882 9,432 1,487 11,674 357.28 5.3% 0.0%	13,426 48,919 42,647 10,095 1,532 12,858 406.37 5.1% 0.0%	14,850 51,892 45,678 10,894 1,671 13,986 434.84	16,244 56,904 49,978 12,048 1,760 15,036	17,557 63,411 55,024 12,636 1,938 15,927 527.74 3.9% 0.0%	14,475 19,245 69,636 60,111 14,134 2,004 17,028 586.16 3.6% 0.0%	21,002 77,614 67,047 15,531 2,106 18,356 646.57 4.6% 0.0%
VFR Business & Conference Sport Other Total Visitor Earnings (tala million) Over the past year (%)	51,924 8,114 1,077 19,901 421.01 0.0%	60,831 11,160 2,843 30,769 618.33 46.9%	7,865 5,523 1,567 469 3,615 56.90 8.7%	15,891 10,797 2,915 919 5,765 114.91 6.6%	22,503 15,587 4,093 1,364 7,276 166.40 4.4%	8,283 27,963 20,180 7,162 1,428 8,748 219.49 6.0%	10,203 33,871 24,551 8,371 1,475 10,209 272.89 5.7%	12,117 42,830 35,882 9,432 1,487 11,674 357.28 5.3%	13,426 48,919 42,647 10,095 1,532 12,858 406.37 5.1%	14,850 51,892 45,678 10,894 1,671 13,986 434.84 3.6%	16,244 56,904 49,978 12,048 1,760 15,036 477.84 3.6%	17,557 63,411 55,024 12,636 1,938 15,927 527.74 3.9%	14,475 19,245 69,636 60,111 14,134 2,004 17,028 586.16 3.6%	21,002 77,614 67,047 15,531 2,106 18,356 646.57 4.6%
VFR Business & Conference Sport Other Total Visitor Earnings (tala million) Over the past year (%) Past 3 year average Past 5 year average	51,924 8,114 1,077 19,901 421.01 0.0% 0.0%	60,831 11,160 2,843 30,769 618.33 46.9% 0.0%	7,865 5,523 1,567 469 3,615 56.90 8.7% 0.0%	15,891 10,797 2,915 919 5,765 114.91 6.6% 0.0%	22,503 15,587 4,093 1,364 7,276 166.40 4.4% 0.0%	8,283 27,963 20,180 7,162 1,428 8,748 219.49 6.0% 0.0%	33,871 24,551 8,371 1,475 10,209 272.89 5.7% 0.0%	12,117 42,830 35,882 9,432 1,487 11,674 357.28 5.3% 0.0%	13,426 48,919 42,647 10,095 1,532 12,858 406.37 5.1% 0.0%	14,850 51,892 45,678 10,894 1,671 13,986 434.84 3.6% 0.0%	16,244 56,904 49,978 12,048 1,760 15,036 477.84 3.6% 0.0%	17,557 63,411 55,024 12,636 1,938 15,927 527.74 3.9% 0.0%	14,475 19,245 69,636 60,111 14,134 2,004 17,028 586.16 3.6% 0.0%	21,002 77,614 67,047 15,531 2,106 18,356 646.57 4.6% 0.0%
VFR Business & Conference Sport Other Total Visitor Earnings (tala million) Over the past year (%) Past 3 year average	51,924 8,114 1,077 19,901 421.01 0.0% 0.0%	60,831 11,160 2,843 30,769 618.33 46.9% 0.0%	7,865 5,523 1,567 469 3,615 56.90 8.7% 0.0%	15,891 10,797 2,915 919 5,765 114.91 6.6% 0.0%	22,503 15,587 4,093 1,364 7,276 166.40 4.4% 0.0%	8,283 27,963 20,180 7,162 1,428 8,748 219.49 6.0% 0.0%	33,871 24,551 8,371 1,475 10,209 272.89 5.7% 0.0%	12,117 42,830 35,882 9,432 1,487 11,674 357.28 5.3% 0.0%	13,426 48,919 42,647 10,095 1,532 12,858 406.37 5.1% 0.0%	14,850 51,892 45,678 10,894 1,671 13,986 434.84 3.6% 0.0%	16,244 56,904 49,978 12,048 1,760 15,036 477.84 3.6% 0.0%	17,557 63,411 55,024 12,636 1,938 15,927 527.74 3.9% 0.0%	14,475 19,245 69,636 60,111 14,134 2,004 17,028 586.16 3.6% 0.0%	21,002 77,614 67,047 15,531 2,106 18,356 646.57 4.6% 0.0%
VFR Business & Conference Sport Other Total Visitor Earnings (tala million) Over the past year (%) Past 3 year average Past 5 year average Earnings, by market (tala million)	51,924 8,114 1,077 19,901 421.01 0.0% 0.0% 0.0%	60,831 11,160 2,843 30,769 618.33 46.9% 0.0% 0.0%	7,865 5,523 1,567 469 3,615 56.90 8.7% 0.0%	15,891 10,797 2,915 919 5,765 114.91 6.6% 0.0% 0.0%	22,503 15,587 4,093 1,364 7,276 166.40 4.4% 0.0% 0.0%	8,283 27,963 20,180 7,162 1,428 8,748 219.49 6.0% 0.0% 0.0%	10,203 33,871 24,551 8,371 1,475 10,209 272.89 5.7% 0.0% 0.0%	12,117 42,830 35,882 9,432 1,487 11,674 357.28 5.3% 0.0% 0.0%	13,426 48,919 42,647 10,095 1,532 12,858 406.37 5.1% 0.0% 0.0%	14,850 51,892 45,678 10,894 1,671 13,986 434.84 3.6% 0.0% 0.0%	16,244 56,904 49,978 12,048 1,760 15,036 477.84 3.6% 0.0%	17,557 63,411 55,024 12,636 1,938 15,927 527.74 3.9% 0.0% 0.0%	14,475 19,245 69,636 60,111 14,134 2,004 17,028 586.16 3.6% 0.0% 0.0%	21,002 77,614 67,047 15,531 2,106 18,356 646.57 4.6% 0.0% 0.0%
VFR Business & Conference Sport Other Total Visitor Earnings (tala million) Over the past year (%) Past 3 year average Past 5 year average Earnings, by market (tala million) American Samoa	51,924 8,114 1,077 19,901 421.01 0.0% 0.0% 0.0%	60,831 11,160 2,843 30,769 618.33 46.9% 0.0% 0.0%	7,865 5,523 1,567 469 3,615 56.90 8.7% 0.0% 0.0%	15,891 10,797 2,915 919 5,765 114.91 6.6% 0.0% 0.0%	22,503 15,587 4,093 1,364 7,276 166.40 4.4% 0.0% 0.0%	8,283 27,963 20,180 7,162 1,428 8,748 219.49 6.0% 0.0% 0.0%	10,203 33,871 24,551 8,371 1,475 10,209 272.89 5.7% 0.0% 0.0%	12,117 42,830 35,882 9,432 1,487 11,674 357.28 5.3% 0.0% 0.0%	13,426 48,919 42,647 10,095 1,532 12,858 406.37 5.1% 0.0% 0.0%	14,850 51,892 45,678 10,894 1,671 13,986 434.84 3.6% 0.0% 0.0%	16,244 56,904 49,978 12,048 1,760 15,036 477.84 3.6% 0.0% 0.0%	17,557 63,411 55,024 12,636 1,938 15,927 527.74 3.9% 0.0% 0.0%	14,475 19,245 69,636 60,111 14,134 2,004 17,028 586.16 3.6% 0.0% 0.0%	21,002 77,614 67,047 15,531 2,106 18,356 646.57 4.6% 0.0% 0.0%
VFR Business & Conference Sport Other Total Visitor Earnings (tala million) Over the past year (%) Past 3 year average Past 5 year average Earnings, by market (tala million) American Samoa Australia	51,924 8,114 1,077 19,901 421.01 0.0% 0.0% 0.0% 26.5 123.7	60,831 11,160 2,843 30,769 618.33 46.9% 0.0% 0.0%	7,865 5,523 1,567 469 3,615 56.90 8.7% 0.0% 0.0%	15,891 10,797 2,915 919 5,765 114.91 6.6% 0.0% 0.0%	22,503 15,587 4,093 1,364 7,276 166.40 4.4% 0.0% 0.0%	8,283 27,963 20,180 7,162 1,428 8,748 219.49 6.0% 0.0% 0.0% 9.0 59.3	10,203 33,871 24,551 8,371 1,475 10,209 272.89 5.7% 0.0% 0.0%	12,117 42,830 35,882 9,432 1,487 11,674 357.28 5.3% 0.0% 0.0%	13,426 48,919 42,647 10,095 1,532 12,858 406.37 5.1% 0.0% 16.1 123.8	14,850 51,892 45,678 10,894 1,671 13,986 434.84 3.6% 0.0% 0.0% 16.6 132.8	16,244 56,904 49,978 12,048 1,760 15,036 477.84 3.6% 0.0% 0.0%	17,557 63,411 55,024 12,636 1,938 15,927 527.74 3.9% 0.0% 20.1 158.0	14,475 19,245 69,636 60,111 14,134 2,004 17,028 586.16 3.6% 0.0% 0.0%	21,002 77,614 67,047 15,531 2,106 18,356 646.57 4.6% 0.0% 0.0% 25.5 185.3
VFR Business & Conference Sport Other Total Visitor Earnings (tala million) Over the past year (%) Past 3 year average Past 5 year average Earnings, by market (tala million) American Samoa Australia Europe	51,924 8,114 1,077 19,901 421.01 0.0% 0.0% 0.0% 26.5 123.7 2.7	60,831 11,160 2,843 30,769 618.33 46.9% 0.0% 0.0% 28.6 193.3 5.6	7,865 5,523 1,567 469 3,615 56.90 8.7% 0.0% 0.0%	15,891 10,797 2,915 919 5,765 114.91 6.6% 0.0% 0.0%	22,503 15,587 4,093 1,364 7,276 166.40 4.4% 0.0% 0.0%	8,283 27,963 20,180 7,162 1,428 8,748 219.49 6.0% 0.0% 0.0%	10,203 33,871 24,551 8,371 1,475 10,209 272.89 5.7% 0.0% 0.0%	12,117 42,830 35,882 9,432 1,487 11,674 357.28 5.3% 0.0% 0.0% 14.7 106.8 3.8	13,426 48,919 42,647 10,095 1,532 12,858 406.37 5.1% 0.0% 0.0% 16.1 123.8 4.2	14,850 51,892 45,678 10,894 1,671 13,986 434.84 3.6% 0.0% 0.0% 16.6 132.8 4.6	16,244 56,904 49,978 12,048 1,760 15,036 477.84 3.6% 0.0% 0.0% 18.5 142.6 5.3	17,557 63,411 55,024 12,636 1,938 15,927 527.74 3.9% 0.0% 0.0% 20.1 158.0 5.9	14,475 19,245 69,636 60,111 14,134 2,004 17,028 586.16 0.0% 0.0% 23.2 171.0 6.4	21,002 77,614 67,047 15,531 2,106 18,356 646.57 4.6% 0.0% 0.0% 25.5 185.3 6.8
VFR Business & Conference Sport Other Total Visitor Earnings (tala million) Over the past year (%) Past 3 year average Past 5 year average Earnings, by market (tala million) American Samoa Australia Europe New Zealand	51,924 8,114 1,077 19,901 421.01 0.0% 0.0% 0.0% 26.5 123.7 2.7 187.3	60,831 11,160 2,843 30,769 618.33 46.9% 0.0% 0.0% 28.6 193.3 5.6 268.4	7,865 5,523 1,567 469 3,615 56.90 8.7% 0.0% 0.0%	15,891 10,797 2,915 919 5,765 114.91 6.6% 0.0% 0.0%	22,503 15,587 4,093 1,364 7,276 166.40 4.4% 0.0% 0.0% 8.2 44.2 1.9 76.7	8,283 27,963 20,180 7,162 1,428 8,748 219.49 6.0% 0.0% 0.0% 9.0 59.3 2.8 100.0	10,203 33,871 24,551 8,371 1,475 10,209 272.89 5.7% 0.0% 0.0% 10.7 78.3 3.4 122.2	12,117 42,830 35,882 9,432 1,487 11,674 357.28 5.3% 0.0% 0.0% 0.0% 14.7 106.8 3.8 159.1	13,426 48,919 42,647 10,095 1,532 12,858 406.37 5.1% 0.0% 0.0% 16.1 123.8 4.2 182.3	14,850 51,892 45,678 10,894 1,671 13,986 434.84 3.6% 0.0% 0.0% 0.0% 16.6 132.8 4.6 192.4	16,244 56,904 49,978 12,048 1,760 15,036 477.84 3.6% 0.0% 0.0% 18.5 142.6 5.3 212.7	17,557 63,411 55,024 12,636 1,938 15,927 527.74 3.9% 0.0% 0.0% 20.1 158.0 5.9 237.0	14,475 19,245 69,636 60,111 14,134 2,004 17,028 586.16 3.6% 0.0% 0.0% 23.2 171.0 6.4 267.3	21,002 77,614 67,047 15,531 2,106 18,356 646.57 4.6% 0.0% 0.0% 0.0% 25.5 185.3 6.8 295.6
VFR Business & Conference Sport Other Total Visitor Earnings (tala million) Over the past year (%) Past 3 year average Past 5 year average Earnings, by market (tala million) American Samoa Australia Europe New Zealand USA	51,924 8,114 1,077 19,901 421.01 0.0% 0.0% 26.5 123.7 2.7 187.3 32.0	60,831 11,160 2,843 30,769 618.33 46.9% 0.0% 0.0% 28.6 193.3 5.6 268.4 49.1	7,865 5,523 1,567 469 3,615 56.90 8.7% 0.0% 0.0% 3.8 13.6 0.6 26.1 6.9	15,891 10,797 2,915 919 5,765 114.91 6.6% 0.0% 0.0%	22,503 15,587 4,093 1,364 7,276 166.40 4,4% 0.0% 8.2 44.2 1.9 76.7 18.2	8,283 27,963 20,180 7,162 1,428 8,748 219,49 6.0% 0.0% 0.0% 9.0 59.3 2.8 100.0 20.5	10,203 33,871 24,551 8,371 1,475 10,209 272.89 5.7% 0.0% 0.0% 10.7 78.3 3.4 122.2 23.7	12,117 42,830 35,882 9,432 1,487 11,674 357,28 5.3% 0.0% 14.7 106.8 3.8 159.1 29.9	13,426 48,919 42,647 10,095 1,532 12,858 406.37 5.1% 0.0% 16.1 123.8 4.2 182.3 32.8	14,850 51,892 45,678 10,894 1,671 13,986 434,84 3.6% 0.0% 0.0% 16.6 132.8 4.6 192.4 36.3	16,244 56,904 49,978 12,048 1,760 15,036 477.84 3.6% 0.0% 0.0% 18.5 142.6 5.3 212.7 41.8	17,557 63,411 55,024 12,636 1,938 15,927 527,74 3.9% 0.0% 0.0% 20.1 158.0 5.9 237.0 44.7	14,475 19,245 69,636 60,111 14,134 2,004 17,028 586.16 3.6% 0.0% 0.0% 23.2 171.0 6.4 267.3 48.6	21,002 77,614 67,047 15,531 2,106 18,356 646.57 4.6% 0.0% 0.0% 25.5 185.3 6.8 295.6 55.9
VFR Business & Conference Sport Other Total Visitor Earnings (tala million) Over the past year (%) Past 3 year average Past 5 year average Earnings, by market (tala million) American Samoa Australia Europe New Zealand USA Other Countries	51,924 8,114 1,077 19,901 421.01 0.0% 0.0% 26.5 123.7 2.7 187.3 32.0	60,831 11,160 2,843 30,769 618.33 46.9% 0.0% 0.0% 28.6 193.3 5.6 268.4 49.1	7,865 5,523 1,567 469 3,615 56.90 8.7% 0.0% 0.0% 3.8 13.6 0.6 26.1 6.9	15,891 10,797 2,915 919 5,765 114.91 6.6% 0.0% 0.0%	22,503 15,587 4,093 1,364 7,276 166.40 4,4% 0.0% 8.2 44.2 1.9 76.7 18.2	8,283 27,963 20,180 7,162 1,428 8,748 219,49 6.0% 0.0% 0.0% 9.0 59.3 2.8 100.0 20.5	10,203 33,871 24,551 8,371 1,475 10,209 272.89 5.7% 0.0% 0.0% 10.7 78.3 3.4 122.2 23.7	12,117 42,830 35,882 9,432 1,487 11,674 357,28 5.3% 0.0% 14.7 106.8 3.8 159.1 29.9	13,426 48,919 42,647 10,095 1,532 12,858 406.37 5.1% 0.0% 16.1 123.8 4.2 182.3 32.8	14,850 51,892 45,678 10,894 1,671 13,986 434,84 3.6% 0.0% 0.0% 16.6 132.8 4.6 192.4 36.3	16,244 56,904 49,978 12,048 1,760 15,036 477.84 3.6% 0.0% 0.0% 18.5 142.6 5.3 212.7 41.8	17,557 63,411 55,024 12,636 1,938 15,927 527,74 3.9% 0.0% 0.0% 20.1 158.0 5.9 237.0 44.7	14,475 19,245 69,636 60,111 14,134 2,004 17,028 586.16 3.6% 0.0% 0.0% 23.2 171.0 6.4 267.3 48.6	21,002 77,614 67,047 15,531 2,106 18,356 646.57 4.6% 0.0% 25.5 185.3 6.8 295.6 55.9
VFR Business & Conference Sport Other Total Visitor Earnings (tala million) Over the past year (%) Past 3 year average Past 5 year average Earnings, by market (tala million) American Samoa Australia Europe New Zealand USA Other Countries Earnings, by purpose (tala million)	51,924 8,114 1,077 19,901 421.01 0.0% 0.0% 0.0% 26.5 123.7 2.7 187.3 32.0 48.8	60,831 11,160 2,843 30,769 618.33 46.9% 0.0% 0.0% 28.6 193.3 5.6 268.4 49.1 73.3	7,865 5,523 1,567 469 3,615 56.90 8.7% 0.0% 0.0% 0.0% 3.8 13.6 0.6 26.1 6.9 5.9	15,891 10,797 2,915 919 5,765 114.91 6.6% 0.0% 6.7 29.7 1.4 51.9 13.1	22,503 15,587 4,093 1,364 7,276 166.40 4.4% 0.0% 0.0% 0.0% 8.2 44.2 1.9 76.7 18.2 17.3	8,283 27,963 20,180 7,162 1,428 8,748 219,49 6.0% 0.0% 0.0% 9.0 59.3 2.8 100.0 20.5 28.0	10,203 33,871 24,551 8,371 1,475 10,209 272.89 5.7% 0.0% 0.0% 10.7 78.3 3.4 122.2 23.7 34.5	12,117 42,830 35,882 9,432 1,487 11,674 357.28 5.3% 0.0% 0.0% 14.7 106.8 3.8 159.1 29.9 42.9	13,426 48,919 42,647 10,095 1,532 12,858 406.37 5.1% 0.0% 0.0% 16.1 123.8 4.2 182.3 32.8 47.1	14,850 51,892 45,678 10,894 1,671 13,986 434.84 3.6% 0.0% 0.0% 16.6 132.8 4.6 192.4 36.3 52.2	16,244 56,904 49,978 12,048 1,760 15,036 477.84 3.6% 0.0% 0.0% 18.5 142.6 5.3 212.7 41.8 57.0	17,557 63,411 55,024 12,636 1,938 15,927 527,74 3.9% 0.0% 0.0% 20.1 158.0 5.9 237.0 44.7 62.1	14,475 19,245 69,636 60,111 14,134 2,004 17,028 586.16 0.0% 0.0% 23.2 171.0 6.4 267.3 48.6 69.7	21,002 77,614 67,047 15,531 2,106 18,356 646.57 4.6% 0.0% 0.0% 25.5 185.3 6.8 295.6 55.9 77.4
VFR Business & Conference Sport Other Total Visitor Earnings (tala million) Over the past year (%) Past 3 year average Past 5 year average Earnings, by market (tala million) American Samoa Australia Europe New Zealand USA Other Countries Earnings, by purpose (tala million) Holiday	51,924 8,114 1,077 19,901 421.01 0.0% 0.0% 0.0% 26.5 123.7 2.7 187.3 32.0 48.8	60,831 11,160 2,843 30,769 618.33 46.9% 0.0% 0.0% 28.6 193.3 5.6 268.4 49.1 73.3	7,865 5,523 1,567 469 3,615 56.90 8.7% 0.0% 0.0% 3.8 13.6 26.1 6.9 5.9	15,891 10,797 2,915 919 5,765 114,91 6.6% 0.0% 6.7 29.7 1.4 51.9 13.1 12.0	22,503 15,587 4,093 1,364 7,276 166.40 4.4% 0.0% 0.0% 8.2 44.2 1.9 76.7 18.2 17.3	8,283 27,963 20,180 7,162 1,428 8,748 219.49 6.0% 0.0% 0.0% 9.0 59.3 2.8 100.0 20.5 28.0	10,203 33,871 24,551 8,371 1,475 10,209 5.7% 0.0% 0.0% 10.7 78.3 3.4 122.2 23.7 34.5	12,117 42,830 35,882 9,432 1,487 11,674 357.28 5.3% 0.0% 0.0% 14.7 106.8 3.8 159.1 29.9 42.9	13,426 48,919 42,647 10,095 1,532 12,858 406.37 5.1% 0.0% 0.0% 16.1 123.8 4.2 182.3 32.8 47.1 156.36	14,850 51,892 45,678 10,894 1,671 13,986 434.84 3.6% 0.0% 0.0% 0.0% 16.6 132.8 4.6 192.4 36.3 52.2 166.84	16,244 56,904 49,978 12,048 1,760 15,036 477.84 3.6% 0.0% 0.0% 18.5 142.6 5.3 212.7 41.8 57.0	17,557 63,411 55,024 12,636 1,938 15,927 527.74 3.9% 0.0% 0.0% 20.1 158.0 5.9 237.0 44.7 62.1 207.19	14,475 19,245 69,636 60,111 14,134 2,004 17,028 586.16 3.6% 0.0% 0.0% 23.2 171.0 6.4 267.3 48.6 69.7	21,002 77,614 67,047 15,531 2,106 18,356 646.57 4.6% 0.0% 0.0% 0.0% 25.5 185.3 6.8 295.6 55.9 77.4
VFR Business & Conference Sport Other Total Visitor Earnings (tala million) Over the past year (%) Past 3 year average Past 5 year average Earnings, by market (tala million) American Samoa Australia Europe New Zealand USA Other Countries Earnings, by purpose (tala million) Holiday VFR	51,924 8,114 1,077 19,901 421.01 0.0% 0.0% 0.0% 26.5 123.7 2.7 187.3 32.0 48.8 131.61 206.7	60,831 11,160 2,843 30,769 618.33 46.9% 0.0% 0.0% 28.6 193.3 5.6 268.4 49.1 73.3	7,865 5,523 1,567 469 3,615 56.90 8.7% 0.0% 3.8 13.6 0.6 26.1 6.9 5.9	15,891 10,797 2,915 919 5,765 114.91 6.6% 0.0% 6.7 29.7 1.4 51.9 13.1 12.0	22,503 15,587 4,093 1,364 7,276 166.40 4,4% 0.0% 8.2 44.2 1.9 76.7 18.2 17.3	8,283 27,963 20,180 7,162 1,428 8,748 219,49 6.0% 0.0% 0.0% 9.0 59.3 2.8 100.0 20.5 28.0 88.57 81.5	10,203 33,871 24,551 8,371 1,475 10,209 272.89 5.7% 0.0% 0.0% 10.7 78.3 3.4 122.2 23.7 34.5	12,117 42,830 35,882 9,432 1,487 11,674 357,28 5.3% 0.0% 0.0% 14.7 106.8 3.8 159.1 29.9 42.9 136.86 155.5	13,426 48,919 42,647 10,095 1,532 12,858 406.37 5.1% 0.0% 16.1 123.8 4.2 182.3 32.8 47.1 156.36 180.8	14,850 51,892 45,678 10,894 1,671 13,986 434.84 3.6% 0.0% 0.0% 16.6 132.8 4.6 192.4 36.3 52.2 166.84 191.9	16,244 56,904 49,978 12,048 1,760 15,036 477.84 3.6% 0.0% 0.0% 18.5 142.6 5.3 212.7 41.8 57.0 184.46 208.2	17,557 63,411 55,024 12,636 1,938 15,927 527.74 3.9% 0.0% 0.0% 20.1 158.0 5.9 237.0 44.7 62.1 207.19 229.3	14,475 19,245 69,636 60,111 14,134 2,004 17,028 586.16 3.6% 0.0% 0.0% 23.2 171.0 6.4 267.3 48.6 69.7	21,002 77,614 67,047 15,531 2,106 18,356 646.57 4.6% 0.0% 0.0% 25.5 185.3 6.8 295.6 55.9 77.4 257.63 283.7
VFR Business & Conference Sport Other Total Visitor Earnings (tala million) Over the past year (%) Past 3 year average Past 5 year average Earnings, by market (tala million) American Samoa Australia Europe New Zealand USA Other Countries Earnings, by purpose (tala million) Holiday VFR Business & Conference	51,924 8,114 1,077 19,901 421.01 0.0% 0.0% 0.0% 26.5 123.7 2.7 187.3 32.0 48.8 131.61 206.7 27.9	60,831 11,160 2,843 30,769 618.33 46.9% 0.0% 0.0% 28.6 193.3 5.6 268.4 49.1 73.3	7,865 5,523 1,567 469 3,615 56.90 8,7% 0.0% 0.0% 3.8 13.6 0.6 26.1 6.9 5.9	15,891 10,797 2,915 919 5,765 114.91 6.6% 0.0% 6.7 29.7 1.4 51.9 13.1 12.0	22,503 15,587 4,093 1,364 7,276 166.40 4.4% 0.0% 0.0% 8.2 44.2 1.9 76.7 18.2 17.3	8,283 27,963 20,180 7,162 1,428 8,748 219,49 6.0% 0.0% 0.0% 9.0 59.3 2.8 100.0 20.5 28.0 88.57 81.5 24.0	10,203 33,871 24,551 8,371 1,475 10,209 272.89 5.7% 0.0% 0.0% 10.7 78.3 3.4 122.2 23.7 34.5	12,117 42,830 35,882 9,432 1,487 11,674 357,28 5.3% 0.0% 0.0% 14.7 106.8 3.8 159.1 29.9 42.9 136.86 155.5 33.6	13,426 48,919 42,647 10,095 1,532 12,858 406.37 5.1% 0.0% 0.0% 16.1 123.8 4.2 182.3 32.8 47.1 156.36 180.8 36.4	14,850 51,892 45,678 10,894 1,671 13,986 0.0% 0.0% 16.6 132.8 4.6 192.4 36.3 52.2 166.84 191.9 40.0	16,244 56,904 49,978 12,048 1,760 15,036 477.84 3.6% 0.0% 0.0% 18.5 142.6 5.3 212.7 41.8 57.0 184.46 208.2 44.9	17,557 63,411 55,024 12,636 1,938 15,927 527,74 3.9% 0.0% 0.0% 20.1 158.0 5.9 237.0 44.7 62.1 207.19 229.3 47.5	14,475 19,245 69,636 60,111 14,134 2,004 17,028 586.16 3.6% 0.0% 0.0% 23.2 171.0 6.4 267.3 48.6 69.7	21,002 77,614 67,047 15,531 2,106 18,356 646.57 4.6% 0.0% 0.0% 25.5 185.3 6.8 295.6 55.9 77.4 257.63 283.7 57.9

VISITOR EARNINGS & REMITTANCES REPORT

Table 2.

INFLOW OF PRIVATE REMITTANCES

AMOUNTS IN TALA MILLION

Jun-23	Jun-24	Jul-24	Aug-24	Sep-24	Oct-24	Nov-24	Dec-24	Jan-25	Feb-25	Mar-25	Apr-25	May-25	Jun-25
73.75	67.19	81.46	91.29	67.57	70.07	73.62	93.45	68.05	61.39	67.78	76.14	77.49	74.43
4.83	4.92	4.62	5.84	4.77	3.81	5.94	5.87	6.98	5.29	5.24	5.32	4.08	5.83
2.98	5.12	4.92	13.00	3.24	3.24	6.29	7.85	2.98	4.06	2.28	5.86	6.51	7.03
64.50	51.98	65.07	70.86	57.98	61.16	58.19	78.17	56.57	50.58	58.78	63.31	65.28	59.59
0.82	0.83	0.83	0.95	0.72	0.99	0.82	0.74	0.84	0.73	0.76	0.85	0.81	0.84
0.61	0.60	0.71	0.64	0.77	0.51	0.68	0.82	0.66	0.58	0.70	0.80	0.45	0.64
0.02	3.73	5.31	0.00	0.09	0.36	1.71	0.01	0.02	0.15	0.01	0.00	0.35	0.51
73.75	67.19	81.46	91.29	67.57	70.07	73.62	93.45	68.05	61.39	67.78	76.14	77.49	74.43
10.90	11.63	14.61	15.65	10.86	12.14	12.27	14.19	12.46	11.27	12.99	15.77	16.25	12.56
28.29	26.10	27.43	28.49	24.34	23.59	27.44	33.08	22.71	21.94	23.38	27.11	28.18	26.14
28.16	22.40	34.11	36.12	27.70	28.49	25.77	36.32	28.39	22.64	25.71	27.32	26.63	26.55
4.02	3.35	3.47	3.96	3.21	4.11	4.12	3.56	2.66	2.82	4.18	4.18	4.79	3.94
2.38	3.72	1.85	7.07	1.46	1.74	4.03	6.30	1.83	2.71	1.51	1.76	1.64	5.24
19.4%	27.5%	25.3%	29.4%	19.3%	19.8%	28.5%	26.7%	24.7%	25.1%	21.9%	24.6%	23.3%	27.7%
80.6%	72.5%	74.7%	70.6%	80.7%	80.2%	71.5%	73.3%	75.3%	74.9%	78.1%	75.4%	76.7%	72.3%
73.75	67.19	81.46	91.29	67.57	70.07	73.62	93.45	68.05	61.39	67.78	76.14	77.49	74.43
12 months	12 months	1st	2 months	3 months	4 months	5 months	6 months	7 months	8 months	9 months	10 months	11 months	12 months
to June 23	to June 24	month	to Aug 24	to Sep 24	to Oct 24	to Nov 24	to Dec 24	to Jan 25	to Feb 25	to Mar 25	to Apr 25	to May 25	to June 25
832.13	876.96	81.46	172.75	240.31	310.39	384.01	477.46	545.51	606.89	674.67	750.82	828.30	902.73
13.6%	5.4%	9.7%	11.8%	8.3%	7.7%	5.2%	5.7%	5.1%	4.5%	3.3%	3.1%	2.3%	2.9%
11.1%	13.7%	12.9%	13.0%	12.3%	10 1%		12 10/	12.8%	12.9%	12 70/			13.2%
12.9%	44 40/				10.170	11.4%	12.170			12.770	13.3%	13.5%	13.270
	11.4%	15.4%	12.6%	12.7%	11.9%	11.4% 12.0%	10.7%	10.7%	10.6%	10.0%	13.3% 10.3%	13.5% 10.4%	10.4%
	11.4%	15.4%		12.7%									
65.02	67.52	15.4% 4.62		12.7% 15.23									
65.02 32.30			12.6%		11.9%	12.0%	10.7%	10.7%	10.6%	10.0%	10.3%	10.4%	10.4%
	67.52	4.62	12.6% 10.46	15.23	11.9% 19.04	12.0% 24.98	10.7% 30.85	10.7% 37.82	10.6% 43.12	10.0% 48.36	10.3% 53.68	10.4% 57.76	10.4% 63.59
32.30	67.52 77.69	4.62 4.92	12.6% 10.46 17.91	15.23 21.15	11.9% 19.04 24.39	12.0% 24.98 30.68	10.7% 30.85 38.53	10.7% 37.82 41.50	10.6% 43.12 45.56	10.0% 48.36 47.85	10.3% 53.68 53.71	10.4% 57.76 60.22	10.4% 63.59 67.25
32.30 714.80	67.52 77.69 696.57	4.62 4.92 65.07	12.6% 10.46 17.91 135.93	15.23 21.15 193.91	11.9% 19.04 24.39 255.07	12.0% 24.98 30.68 313.26	10.7% 30.85 38.53 391.43	10.7% 37.82 41.50 448.00	10.6% 43.12 45.56 498.58	10.0% 48.36 47.85 557.35	10.3% 53.68 53.71 620.67	10.4% 57.76 60.22 685.95	10.4% 63.59 67.25 745.54
32.30 714.80 9.65	67.52 77.69 696.57 9.73	4.62 4.92 65.07 0.83	12.6% 10.46 17.91 135.93 1.78	15.23 21.15 193.91 2.50	11.9% 19.04 24.39 255.07 3.49	12.0% 24.98 30.68 313.26 4.31	10.7% 30.85 38.53 391.43 5.05	10.7% 37.82 41.50 448.00 5.89	10.6% 43.12 45.56 498.58 6.62	10.0% 48.36 47.85 557.35 7.38	10.3% 53.68 53.71 620.67 8.23	10.4% 57.76 60.22 685.95 9.04	10.4% 63.59 67.25 745.54 9.88
32.30 714.80 9.65 7.99	67.52 77.69 696.57 9.73 8.79	4.62 4.92 65.07 0.83 0.71	12.6% 10.46 17.91 135.93 1.78 1.35	15.23 21.15 193.91 2.50 2.12	11.9% 19.04 24.39 255.07 3.49 2.63	12.0% 24.98 30.68 313.26 4.31 3.32	10.7% 30.85 38.53 391.43 5.05 4.13	10.7% 37.82 41.50 448.00 5.89 4.79	10.6% 43.12 45.56 498.58 6.62 5.37	10.0% 48.36 47.85 557.35 7.38 6.07	10.3% 53.68 53.71 620.67 8.23 6.86	10.4% 57.76 60.22 685.95 9.04 7.31	10.4% 63.59 67.25 745.54 9.88 7.95
32.30 714.80 9.65 7.99	67.52 77.69 696.57 9.73 8.79	4.62 4.92 65.07 0.83 0.71	12.6% 10.46 17.91 135.93 1.78 1.35	15.23 21.15 193.91 2.50 2.12	11.9% 19.04 24.39 255.07 3.49 2.63	12.0% 24.98 30.68 313.26 4.31 3.32	10.7% 30.85 38.53 391.43 5.05 4.13	10.7% 37.82 41.50 448.00 5.89 4.79	10.6% 43.12 45.56 498.58 6.62 5.37	10.0% 48.36 47.85 557.35 7.38 6.07	10.3% 53.68 53.71 620.67 8.23 6.86	10.4% 57.76 60.22 685.95 9.04 7.31	10.4% 63.59 67.25 745.54 9.88 7.95
32.30 714.80 9.65 7.99 2.37	67.52 77.69 696.57 9.73 8.79 16.67	4.62 4.92 65.07 0.83 0.71 5.31	12.6% 10.46 17.91 135.93 1.78 1.35 5.32	15.23 21.15 193.91 2.50 2.12 5.40	11.9% 19.04 24.39 255.07 3.49 2.63 5.76	12.0% 24.98 30.68 313.26 4.31 3.32 7.47	10.7% 30.85 38.53 391.43 5.05 4.13 7.48	10.7% 37.82 41.50 448.00 5.89 4.79 7.50	10.6% 43.12 45.56 498.58 6.62 5.37 7.65	10.0% 48.36 47.85 557.35 7.38 6.07 7.66	10.3% 53.68 53.71 620.67 8.23 6.86 7.67	10.4% 57.76 60.22 685.95 9.04 7.31 8.02	10.4% 63.59 67.25 745.54 9.88 7.95 8.53
32.30 714.80 9.65 7.99 2.37	67.52 77.69 696.57 9.73 8.79 16.67	4.62 4.92 65.07 0.83 0.71 5.31	12.6% 10.46 17.91 135.93 1.78 1.35 5.32 30.26	15.23 21.15 193.91 2.50 2.12 5.40	11.9% 19.04 24.39 255.07 3.49 2.63 5.76	12.0% 24.98 30.68 313.26 4.31 3.32 7.47	10.7% 30.85 38.53 391.43 5.05 4.13 7.48	10.7% 37.82 41.50 448.00 5.89 4.79 7.50	10.6% 43.12 45.56 498.58 6.62 5.37 7.65	10.0% 48.36 47.85 557.35 7.38 6.07 7.66	10.3% 53.68 53.71 620.67 8.23 6.86 7.67	10.4% 57.76 60.22 685.95 9.04 7.31 8.02	10.4% 63.59 67.25 745.54 9.88 7.95 8.53
32.30 714.80 9.65 7.99 2.37 118.51 336.67	67.52 77.69 696.57 9.73 8.79 16.67	4.62 4.92 65.07 0.83 0.71 5.31 14.61 27.43	12.6% 10.46 17.91 135.93 1.78 1.35 5.32 30.26 55.92	15.23 21.15 193.91 2.50 2.12 5.40 41.11 80.25	11.9% 19.04 24.39 255.07 3.49 2.63 5.76 53.26 103.84	12.0% 24.98 30.68 313.26 4.31 3.32 7.47 65.52 131.28	30.85 38.53 391.43 5.05 4.13 7.48 79.72 164.36	10.7% 37.82 41.50 448.00 5.89 4.79 7.50 92.18 187.07	10.6% 43.12 45.56 498.58 6.62 5.37 7.65 103.45 209.01	10.0% 48.36 47.85 557.35 7.38 6.07 7.66 116.43 232.40	10.3% 53.68 53.71 620.67 8.23 6.86 7.67 132.21 259.51	10.4% 57.76 60.22 685.95 9.04 7.31 8.02 148.46 287.68	10.4% 63.59 67.25 745.54 9.88 7.95 8.53 161.02 313.82
	73.75 4.83 2.98 64.50 0.82 0.61 0.02 73.75 10.90 28.29 28.16 4.02 2.38 19.4% 80.6% 73.75 12 months to June 23 832.13 13.6% 11.1%	73.75 67.19 4.83 4.92 2.98 5.12 64.50 51.98 0.82 0.83 0.61 0.60 0.02 3.73 73.75 67.19 10.90 11.63 28.29 26.10 28.16 22.40 4.02 3.35 2.38 3.72 19.4% 27.5% 80.6% 72.5% 73.75 67.19 12 months to June 23 to June 24 832.13 876.96 13.6% 5.4%	73.75 67.19 81.46 4.83 4.92 4.62 2.98 5.12 4.92 64.50 51.98 65.07 0.82 0.83 0.83 0.61 0.60 0.71 0.02 3.73 5.31 73.75 67.19 81.46 10.90 11.63 14.61 28.29 26.10 27.43 28.16 22.40 34.11 4.02 3.35 3.47 2.38 3.72 1.85 19.4% 27.5% 25.3% 80.6% 72.5% 74.7% 73.75 67.19 81.46 12 months 12 months 12 months to June 24 month 832.13 876.96 81.46 13.6% 5.4% 9.7%	73.75 67.19 81.46 91.29 4.83 4.92 4.62 5.84 2.98 5.12 4.92 13.00 64.50 51.98 65.07 70.86 0.82 0.83 0.83 0.95 0.61 0.60 0.71 0.64 0.02 3.73 5.31 0.00 73.75 67.19 81.46 91.29 10.90 11.63 14.61 15.65 28.29 26.10 27.43 28.49 28.16 22.40 34.11 36.12 4.02 3.35 3.47 3.96 2.38 3.72 1.85 7.07 19.4% 27.5% 25.3% 29.4% 80.6% 72.5% 74.7% 70.6% 73.75 67.19 81.46 91.29 12 months 12 months to June 24 month to Aug 24 832.13 876.96 81.46 172.75 13.6% 5.4% 9.7% 11.8%	73.75 67.19 81.46 91.29 67.57 4.83 4.92 4.62 5.84 4.77 2.98 5.12 4.92 13.00 3.24 64.50 51.98 65.07 70.86 57.98 0.82 0.83 0.83 0.95 0.72 0.61 0.60 0.71 0.64 0.77 0.02 3.73 5.31 0.00 0.09 73.75 67.19 81.46 91.29 67.57 10.90 11.63 14.61 15.65 10.86 28.29 26.10 27.43 28.49 24.34 28.16 22.40 34.11 36.12 27.70 4.02 3.35 3.47 3.96 3.21 2.38 3.72 1.85 7.07 1.46 19.4% 27.5% 25.3% 29.4% 19.3% 80.6% 72.5% 74.7% 70.6% 80.7% 73.75 67.19 8	73.75 67.19 81.46 91.29 67.57 70.07 4.83 4.92 4.62 5.84 4.77 3.81 2.98 5.12 4.92 13.00 3.24 3.24 64.50 51.98 65.07 70.86 57.98 61.16 0.82 0.83 0.83 0.95 0.72 0.99 0.61 0.60 0.71 0.64 0.77 0.51 0.02 3.73 5.31 0.00 0.09 0.36 73.75 67.19 81.46 91.29 67.57 70.07 10.90 11.63 14.61 15.65 10.86 12.14 28.29 26.10 27.43 28.49 24.34 23.59 28.16 22.40 34.11 36.12 27.70 28.49 4.02 3.35 3.47 3.96 3.21 4.11 19.4% 27.5% 25.3% 29.4% 19.3% 19.8% 80.6%	73.75 67.19 81.46 91.29 67.57 70.07 73.62 4.83 4.92 4.62 5.84 4.77 3.81 5.94 2.98 5.12 4.92 13.00 3.24 3.24 6.29 64.50 51.98 65.07 70.86 57.98 61.16 58.19 0.82 0.83 0.83 0.95 0.72 0.99 0.82 0.61 0.60 0.71 0.64 0.77 0.51 0.68 0.02 3.73 5.31 0.00 0.09 0.36 1.71 73.75 67.19 81.46 91.29 67.57 70.07 73.62 10.90 11.63 14.61 15.65 10.86 12.14 12.27 28.29 26.10 27.43 28.49 24.34 23.59 27.44 28.16 22.40 34.11 36.12 27.70 28.49 25.77 4.02 3.35 3.47 3.96	73.75 67.19 81.46 91.29 67.57 70.07 73.62 93.45 4.83 4.92 4.62 5.84 4.77 3.81 5.94 5.87 2.98 5.12 4.92 13.00 3.24 3.24 6.29 7.85 64.50 51.98 65.07 70.86 57.98 61.16 58.19 78.17 0.82 0.83 0.83 0.95 0.72 0.99 0.82 0.74 0.61 0.60 0.71 0.64 0.77 0.51 0.68 0.82 0.02 3.73 5.31 0.00 0.09 0.36 1.71 0.01 73.75 67.19 81.46 91.29 67.57 70.07 73.62 93.45 10.90 11.63 14.61 15.65 10.86 12.14 12.27 14.19 28.29 26.10 27.73 28.49 24.34 23.59 27.44 33.08 28.16 22.40 <td>3.75 67.19 81.46 91.29 67.57 70.07 73.62 93.45 68.05 4.83 4.92 4.62 5.84 4.77 3.81 5.94 5.87 6.98 2.98 5.12 4.92 13.00 3.24 3.24 6.29 7.85 2.98 64.50 51.98 65.07 70.86 57.98 61.16 58.19 78.17 56.57 0.82 0.83 0.83 0.95 0.72 0.99 0.82 0.74 0.84 0.61 0.60 0.71 0.64 0.77 0.51 0.68 0.82 0.66 0.02 3.73 5.31 0.00 0.09 0.36 1.71 0.01 0.02 73.75 67.19 81.46 91.29 67.57 70.07 73.62 93.45 68.05 10.90 11.63 14.61 15.65 10.86 12.14 12.27 14.19 12.46 28.29 26.10</td> <td>3.75 67.19 81.46 91.29 67.57 70.07 73.62 93.45 68.05 61.39 4.83 4.92 4.62 5.84 4.77 3.81 5.94 5.87 6.98 5.29 2.98 5.12 4.92 13.00 3.24 3.24 6.29 7.85 2.98 4.06 64.50 51.98 65.07 70.86 57.98 61.16 58.19 78.17 56.57 50.58 0.82 0.83 0.83 0.95 0.72 0.99 0.82 0.74 0.84 0.73 0.61 0.60 0.71 0.64 0.77 0.51 0.68 0.82 0.66 0.58 0.02 3.73 5.31 0.00 0.09 0.36 1.71 0.01 0.02 0.15 73.75 67.19 81.46 91.29 67.57 70.07 73.62 93.45 68.05 61.39 10.90 11.63 14.61 15.65</td> <td>33.75 67.19 81.46 91.29 67.57 70.07 73.62 93.45 68.05 61.39 67.78 4.83 4.92 4.62 5.84 4.77 3.81 5.94 5.87 6.98 5.29 5.24 2.98 5.12 4.92 13.00 3.24 3.24 6.29 7.85 2.98 4.06 2.28 64.50 51.98 65.07 70.86 57.98 61.16 58.19 78.17 56.57 50.58 58.78 0.82 0.83 0.83 0.95 0.72 0.99 0.82 0.74 0.84 0.73 0.76 0.61 0.60 0.71 0.64 0.77 0.51 0.68 0.82 0.66 0.58 0.70 0.02 3.73 5.31 0.00 0.09 0.36 1.71 0.01 0.02 0.15 0.01 73.75 67.19 81.46 91.29 67.57 70.07 73.62 93.45</td> <td>3.75 67.19 81.46 91.29 67.57 70.07 73.62 93.45 68.05 61.39 67.78 76.14 4.83 4.92 4.62 5.84 4.77 3.81 5.94 5.87 6.98 5.29 5.24 5.32 2.98 5.12 4.92 13.00 3.24 3.24 6.29 7.85 2.98 4.06 2.28 5.86 64.50 51.98 65.07 70.86 57.98 61.16 58.19 78.17 56.57 50.58 58.78 63.31 0.82 0.83 0.83 0.95 0.72 0.99 0.82 0.74 0.84 0.73 0.76 0.85 0.61 0.60 0.71 0.64 0.77 0.51 0.68 0.82 0.66 0.58 0.70 0.80 0.02 3.73 5.31 0.00 0.09 0.36 1.71 0.01 0.02 0.15 0.01 0.00 73.75</td> <td>3.75 67.19 81.46 91.29 67.57 70.07 73.62 93.45 68.05 61.39 67.78 76.14 77.49 4.83 4.92 4.62 5.84 4.77 3.81 5.94 5.87 6.98 5.29 5.24 5.32 4.08 2.98 5.12 4.92 13.00 3.24 3.24 6.29 7.85 2.98 4.06 2.28 5.86 6.51 64.50 51.98 65.07 70.86 57.98 61.16 58.19 78.17 56.57 50.58 58.78 63.31 65.28 0.82 0.83 0.83 0.95 0.72 0.99 0.82 0.74 0.84 0.73 0.76 0.85 0.81 0.61 0.60 0.71 0.64 0.77 0.51 0.68 0.82 0.66 0.58 0.70 0.80 0.45 0.02 3.73 5.31 0.00 0.09 0.36 1.71 0.01</td>	3.75 67.19 81.46 91.29 67.57 70.07 73.62 93.45 68.05 4.83 4.92 4.62 5.84 4.77 3.81 5.94 5.87 6.98 2.98 5.12 4.92 13.00 3.24 3.24 6.29 7.85 2.98 64.50 51.98 65.07 70.86 57.98 61.16 58.19 78.17 56.57 0.82 0.83 0.83 0.95 0.72 0.99 0.82 0.74 0.84 0.61 0.60 0.71 0.64 0.77 0.51 0.68 0.82 0.66 0.02 3.73 5.31 0.00 0.09 0.36 1.71 0.01 0.02 73.75 67.19 81.46 91.29 67.57 70.07 73.62 93.45 68.05 10.90 11.63 14.61 15.65 10.86 12.14 12.27 14.19 12.46 28.29 26.10	3.75 67.19 81.46 91.29 67.57 70.07 73.62 93.45 68.05 61.39 4.83 4.92 4.62 5.84 4.77 3.81 5.94 5.87 6.98 5.29 2.98 5.12 4.92 13.00 3.24 3.24 6.29 7.85 2.98 4.06 64.50 51.98 65.07 70.86 57.98 61.16 58.19 78.17 56.57 50.58 0.82 0.83 0.83 0.95 0.72 0.99 0.82 0.74 0.84 0.73 0.61 0.60 0.71 0.64 0.77 0.51 0.68 0.82 0.66 0.58 0.02 3.73 5.31 0.00 0.09 0.36 1.71 0.01 0.02 0.15 73.75 67.19 81.46 91.29 67.57 70.07 73.62 93.45 68.05 61.39 10.90 11.63 14.61 15.65	33.75 67.19 81.46 91.29 67.57 70.07 73.62 93.45 68.05 61.39 67.78 4.83 4.92 4.62 5.84 4.77 3.81 5.94 5.87 6.98 5.29 5.24 2.98 5.12 4.92 13.00 3.24 3.24 6.29 7.85 2.98 4.06 2.28 64.50 51.98 65.07 70.86 57.98 61.16 58.19 78.17 56.57 50.58 58.78 0.82 0.83 0.83 0.95 0.72 0.99 0.82 0.74 0.84 0.73 0.76 0.61 0.60 0.71 0.64 0.77 0.51 0.68 0.82 0.66 0.58 0.70 0.02 3.73 5.31 0.00 0.09 0.36 1.71 0.01 0.02 0.15 0.01 73.75 67.19 81.46 91.29 67.57 70.07 73.62 93.45	3.75 67.19 81.46 91.29 67.57 70.07 73.62 93.45 68.05 61.39 67.78 76.14 4.83 4.92 4.62 5.84 4.77 3.81 5.94 5.87 6.98 5.29 5.24 5.32 2.98 5.12 4.92 13.00 3.24 3.24 6.29 7.85 2.98 4.06 2.28 5.86 64.50 51.98 65.07 70.86 57.98 61.16 58.19 78.17 56.57 50.58 58.78 63.31 0.82 0.83 0.83 0.95 0.72 0.99 0.82 0.74 0.84 0.73 0.76 0.85 0.61 0.60 0.71 0.64 0.77 0.51 0.68 0.82 0.66 0.58 0.70 0.80 0.02 3.73 5.31 0.00 0.09 0.36 1.71 0.01 0.02 0.15 0.01 0.00 73.75	3.75 67.19 81.46 91.29 67.57 70.07 73.62 93.45 68.05 61.39 67.78 76.14 77.49 4.83 4.92 4.62 5.84 4.77 3.81 5.94 5.87 6.98 5.29 5.24 5.32 4.08 2.98 5.12 4.92 13.00 3.24 3.24 6.29 7.85 2.98 4.06 2.28 5.86 6.51 64.50 51.98 65.07 70.86 57.98 61.16 58.19 78.17 56.57 50.58 58.78 63.31 65.28 0.82 0.83 0.83 0.95 0.72 0.99 0.82 0.74 0.84 0.73 0.76 0.85 0.81 0.61 0.60 0.71 0.64 0.77 0.51 0.68 0.82 0.66 0.58 0.70 0.80 0.45 0.02 3.73 5.31 0.00 0.09 0.36 1.71 0.01

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

Table 3.

AVERAGE COST OF SENDING \$200 PER CURRENCY OF SOURCE COUNTRY TO SAMOA

Average Cost of Sending (in %)	Jun-23	Jun-24	Jul-24	Aug-24	Sep-24	Oct-24	Nov-24	Dec-24	Jan-25	Feb-25	Mar-25	Apr-25	May-25	Jun-25
New Zealand (NZD \$200)	6.46	7.87	8.95	8.91	8.01	7.55	7.41	7.45	7.69	7.00	7.69	7.52	6.90	8.62
Australia (AUD \$200)	5.63	7.51	8.05	8.90	8.81	8.29	6.67	6.90	7.14	6.71	6.52	6.19	6.33	7.81
Average Cost of Remittances to Samoa	6.04	7 69	8 50	8 91	8 41	7 92	7 04	7 18	7 42	6.86	7 1 1	6.85	6 61	8 22

Source: Send Money Pacific Website (https://sendmoneypacific.org)

PO Box Private Bag, Apia, Samoa Ph: 685-34100 | Fax: 685-20293/24058 E-mail: centralbank@cbs.gov.ws Web: www.cbs.gov.ws

VISITOR EARNINGS & REMIT TANCES 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 and Revenue.

June 2025

1. VISITOR ARRIVALS¹ - 17,741 VISITORS

• Visitor arrivals expanded by 26.9% (or 3,764 visitors) over the previous month and was 9.9% higher than in June 2024. (See Graph 1)

By Country (vs May 2025)

- New Zealand: up by 2,390 visitors
- United States: up by 790 visitors
- Australia: up by 400 visitors
- 'Other Countries': up by 69 visitors

By Purpose of Travel:

- Visiting friends and relatives: up by 1,849 visitors
- Holiday: up by 1,753 visitors
- 'Other Purposes': up by 41 visitors

Twelve Months of FY2024/2025:

- Total visitor arrivals increased by 2.8% (or 4,998 visitors).
- Total 180,654 visitors compared to the same period in FY2023/24.



2. VISITOR EARNINGS - \$60.4 MILLION

• Total visitor receipts rose by 17.1% (or \$8.5 million) over May 2025 and 1.1% higher than in June 2024.

By Country (vs May 2025)

- Australia: up by \$1.4 million
- United States: up by \$3.4 million

Twelve Months of FY2024/2025:

- Total visitor earnings grew by 4.6% (or \$28.2 million)
- Totaling \$646.6 million compared to FY2023/24. (See Graph 1)

3. REMITTANCES - \$74.4 MILLION

• Total remittances decreased by 3.9% (or \$3.1 million) over the previous month but was 10.8% (or \$7.2 million) higher than June 2024. (See Graph 2)

By Country (vs May 2025)

- United States: down by \$3.7 million
- New Zealand: down by \$2.0 million
- American Samoa: down by \$0.9 million
- Australia: down by \$0.1 million

By Recipients:

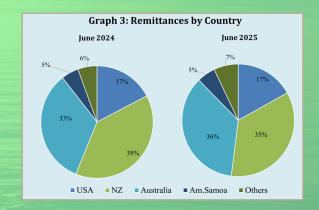
Family & Households: down by \$5.7 million



GRAPH 2: REMITTANCES BY RECIPIENTS 80 00 Tala Millions 60.00 50.00 40.00 ■ Churches, School, Charities ■ Individual/Family/Households ■ Others

Twelve Months of FY2024/2025:

- Total remittances rose by 2.9% (or \$25.8 million).
- Reaching \$902.7 million compared to FY2023/24
- Partially driven by a depreciation of the Samoan Tala against the US Dollar by 0.9% and Euro by 1.4%.



4. CHANNEL OF REMITTANCES

Commercial Banks

• 27.7% (up from 27.5% in June 2024) of total remittances.

Money Transfer Operators

• 72.3% (down from 72.5% in June 2024). (See Graph 4)

Cost of Remittances²

- NZD \$200 transfer: 8.62% (up from 7.87% in June 2024).
- AUD \$200 transfer: 7.81% (up from 7.51% in June 2024).

