

## 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.*

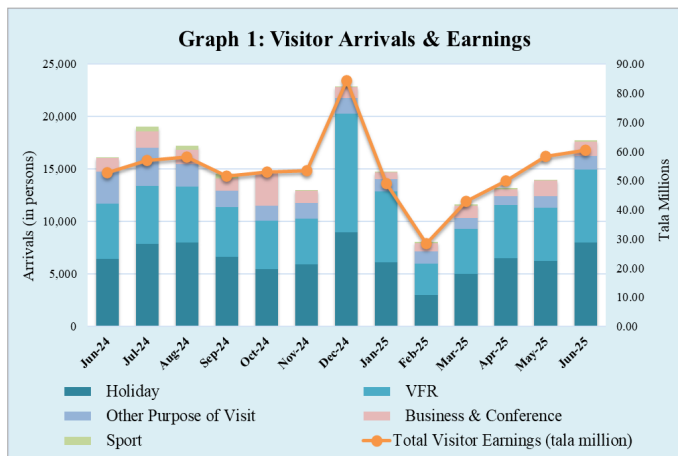
Report No.12: 2024/25

June 2025

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

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 4<sup>th</sup> 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

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'.

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.

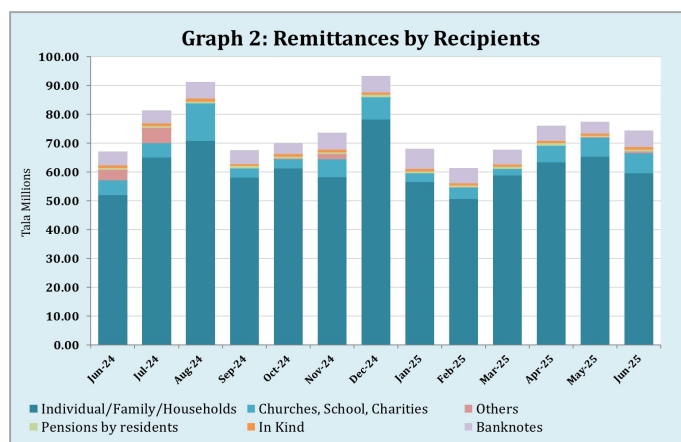
The monthly hike in visitor earnings was primarily driven by higher inflows received from travellers from the United States (up by \$3.4 million) and Australia (by \$1.4 million). Earnings from visitors who were here 'Visiting Friends and Family' and for 'Holiday' rose by \$1.7 million and \$0.7 million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

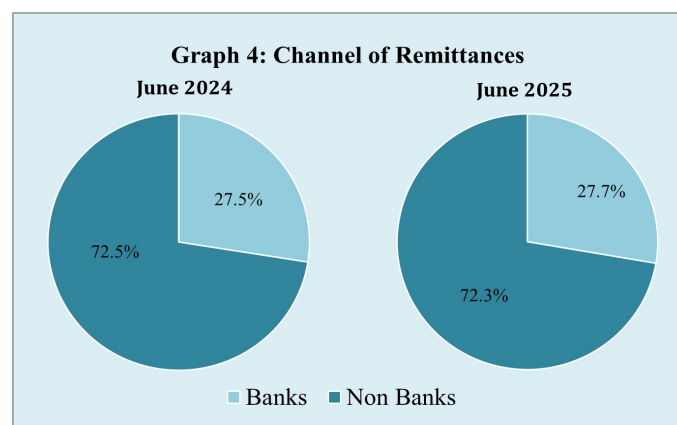
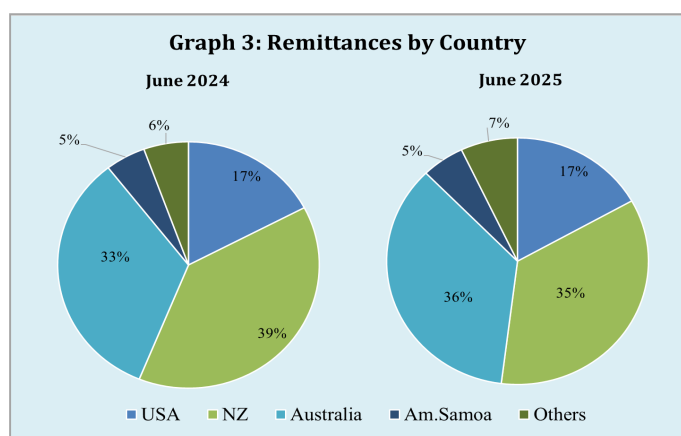
<sup>1</sup> Samoa re-opened its border to international travelers on 1<sup>st</sup> August 2022. Cruise ship tourists are not counted as tourist as they are only in Samoa for less than a day but their spending are included as part of tourism earnings (travel credit).



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*<sup>2</sup>, 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.



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

**CENTRAL BANK OF SAMOA**  
**4 August 2025**

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

# VISITOR EARNINGS & REMITTANCES REPORT

June 2025

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
<b>Total arrivals (persons)</b>	<b>18,021</b>	<b>16,143</b>	<b>19,039</b>	<b>17,248</b>	<b>14,536</b>	<b>14,658</b>	<b>12,996</b>	<b>22,828</b>	<b>14,746</b>	<b>8,070</b>	<b>11,605</b>	<b>13,210</b>	<b>13,977</b>	<b>17,741</b>
<b>Arrivals, by market (persons)</b>														
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
<b>Arrivals, by purpose (persons)</b>														
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	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
Business & Conference	1,280	1,281	1,567	1,348	1,178	3,069	1,209	1,061	663	799	1,154	588	1,498	1,397
Sport	120	121	469	450	445	64	47	12	45	139	89	178	66	102
Other	1,903	3,067	3,615	2,150	1,511	1,472	1,461	1,465	1,184	1,128	1,050	891	1,101	1,328
<b>Total earnings (tala million)</b>	<b>57.68</b>	<b>52.81</b>	<b>56.90</b>	<b>58.02</b>	<b>51.5</b>	<b>53.1</b>	<b>53.4</b>	<b>84.4</b>	<b>49.1</b>	<b>28.5</b>	<b>43.0</b>	<b>49.9</b>	<b>58.4</b>	<b>60.4</b>
<b>Earnings, by market (tala million)</b>														
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	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
<b>Earnings, by purpose (tala million)</b>														
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	28.02	21.96	21.42	20.63	18.51	20.98	27.83	46.09	25.38	11.09	16.30	21.08	26.34	28.02
Business & Conference	4.25	4.75	4.33	5.39	4.38	9.89	5.32	4.30	2.81	3.57	4.92	2.61	5.31	5.09
Sport	0.23	0.26	1.83	1.15	1.81	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
<b>Average expenditure (tala,per person)</b>	<b>3,201</b>	<b>3,271</b>	<b>2,988</b>	<b>3,364</b>	<b>3,542</b>	<b>3,622</b>	<b>4,109</b>	<b>3,697</b>	<b>3,329</b>	<b>3,527</b>	<b>3,706</b>	<b>3,777</b>	<b>4,180</b>	<b>3,405</b>
<b>Tourism Price Index</b>	<b>169.8</b>	<b>179.5</b>	<b>176.8</b>	<b>177.1</b>	<b>178.9</b>	<b>180.5</b>	<b>179.7</b>	<b>180.4</b>	<b>181.7</b>	<b>180.1</b>	<b>181.4</b>	<b>181.6</b>	<b>182.8</b>	<b>186.1</b>
<b>First Number of Months up to</b>	<b>12 months to June 23</b>	<b>12 months to June 24</b>	<b>1st month to Aug 24</b>	<b>2 months to Aug 24</b>	<b>3 months to Sep 24</b>	<b>4 months to Oct 24</b>	<b>5 months to Nov 24</b>	<b>6 months to Dec 24</b>	<b>7 months to Jan 25</b>	<b>8 months to Feb 25</b>	<b>9 months to Mar 25</b>	<b>10 months to Apr 25</b>	<b>11 months to May 25</b>	<b>12 months to June 25</b>
<b>Total Visitor Arrivals (persons)</b>	<b>124,655</b>	<b>175,656</b>	<b>19,039</b>	<b>36,287</b>	<b>50,823</b>	<b>65,481</b>	<b>78,477</b>	<b>101,305</b>	<b>116,051</b>	<b>124,121</b>	<b>135,726</b>	<b>148,936</b>	<b>162,913</b>	<b>180,654</b>
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%
<b>Arrivals, by market (persons)</b>														
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	7,375	9,050	10,077	10,903	12,068	13,261	14,475	16,479
Other Countries	14,148	20,465	1,667	3,540	5,202	8,283	10,203	12,117	13,426	14,850	16,244	17,557	19,245	21,002
<b>Arrivals, by purpose (persons)</b>														
Holiday	43,639	70,053	7,865	15,891	22,503	27,963	33,871	42,830	48,919	51,892	56,904	63,411	69,636	77,614
VFR	51,924	60,831	5,523	10,797	15,587	20,180	24,551	35,882	42,647	45,678	49,978	55,024	60,111	67,047
Business & Conference	8,114	11,160	1,567	2,915	4,093	7,162	8,371	9,432	10,095	10,894	12,048	12,636	14,134	15,531
Sport	1,077	2,843	469	919	1,364	1,428	1,475	1,487	1,532	1,671	1,760	1,938	2,004	2,106
Other	19,901	30,769	3,615	5,765	7,276	8,748	10,209	11,674	12,858	13,986	15,036	15,927	17,028	18,356
<b>Total Visitor Earnings (tala million)</b>	<b>421.01</b>	<b>618.33</b>	<b>56.90</b>	<b>114.91</b>	<b>166.40</b>	<b>219.49</b>	<b>272.89</b>	<b>357.28</b>	<b>406.37</b>	<b>434.84</b>	<b>477.84</b>	<b>527.74</b>	<b>586.16</b>	<b>646.57</b>
Over the past year (%)	0.0%	46.9%	8.7%	6.6%	4.4%	6.0%	5.7%	5.3%	5.1%	3.6%	3.6%	3.9%	3.6%	4.6%
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	26.5	28.6	3.8	6.7	8.2	9.0	10.7	14.7	16.1	16.6	18.5	20.1	23.2	25.5
Australia	123.7	193.3	13.6	29.7	44.2	59.3	78.3	106.8	123.8	132.8	142.6	158.0	171.0	185.3
Europe	2.7	5.6	0.6	1.4	1.9	2.8	3.4	3.8	4.2	4.6	5.3	5.9	6.4	6.8
New Zealand	187.3	268.4	26.1	51.9	76.7	100.0	122.2	159.1	182.3	192.4	212.7	237.0	267.3	295.6
USA	32.0	49.1	6.9	13.1	18.2	20.5	23.7	29.9	32.8	36.3	41.8	44.7	48.6	55.9
Other Countries	48.8	73.3	5.9	12.0	17.3	28.0	34.5	42.9	47.1	52.2	57.0	62.1	69.7	77.4
<b>Earnings, by purpose (tala million)</b>														
Holiday	131.61	228.97	22.62	49.19	72.87	88.57	106.84	136.86	156.36	166.84	184.46	207.19	232.07	257.63
VFR	206.7	254.0	21.4	42.0	60.6	81.5	109.4	155.5	180.8	191.9	208.2	229.3	255.6	283.7
Business & Conference	27.9	42.0	4.3	9.7	14.1	24.0	29.3	33.6	36.4	40.0	44.9	47.5	52.8	57.9
Sport	3.5	8.8	1.8	3.0	4.8	5.0	5.1	5.1	5.3	5.7	6.1	6.7	7.0	7.2
Other	51.3	84.6	6.7	11.0	14.1	20.4	22.3	26.2	27.5	30.4	34.2	37.0	38.6	40.1

# VISITOR EARNINGS & REMITTANCES REPORT

June 2025

Table 2.

## INFLOW OF PRIVATE REMITTANCES

### AMOUNTS IN TALA MILLION

Amount in Tala Millions	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
<b>By Recipient (Tala Millions)</b>	<b>73.75</b>	<b>67.19</b>	<b>81.46</b>	<b>91.29</b>	<b>67.57</b>	<b>70.07</b>	<b>73.62</b>	<b>93.45</b>	<b>68.05</b>	<b>61.39</b>	<b>67.78</b>	<b>76.14</b>	<b>77.49</b>	<b>74.43</b>
Banknotes	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
Churches, School, Charities	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
Individual/Family/Households	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
In Kind	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
Pensions by residents	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
Others	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
<b>By Country (Tala Millions)</b>	<b>73.75</b>	<b>67.19</b>	<b>81.46</b>	<b>91.29</b>	<b>67.57</b>	<b>70.07</b>	<b>73.62</b>	<b>93.45</b>	<b>68.05</b>	<b>61.39</b>	<b>67.78</b>	<b>76.14</b>	<b>77.49</b>	<b>74.43</b>
USA	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
New Zealand	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
Australia	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
American Samoa	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
Others	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
<b>By Channel (%)</b>														
Banks	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%
Non Banks (1)	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%
<b>Total Remittances (Tala Millions)</b>	<b>73.75</b>	<b>67.19</b>	<b>81.46</b>	<b>91.29</b>	<b>67.57</b>	<b>70.07</b>	<b>73.62</b>	<b>93.45</b>	<b>68.05</b>	<b>61.39</b>	<b>67.78</b>	<b>76.14</b>	<b>77.49</b>	<b>74.43</b>
<b>First Number of Months up to</b>	<b>12 months to June 23</b>	<b>12 months to June 24</b>	<b>1st month to Aug 24</b>	<b>2 months to Aug 24</b>	<b>3 months to Sep 24</b>	<b>4 months to Oct 24</b>	<b>5 months to Nov 24</b>	<b>6 months to Dec 24</b>	<b>7 months to Jan 25</b>	<b>8 months to Feb 25</b>	<b>9 months to Mar 25</b>	<b>10 months to Apr 25</b>	<b>11 months to May 25</b>	<b>12 months to June 25</b>
<b>Total Remittances (Tala Millions)</b>	<b>832.13</b>	<b>876.96</b>	<b>81.46</b>	<b>172.75</b>	<b>240.31</b>	<b>310.39</b>	<b>384.01</b>	<b>477.46</b>	<b>545.51</b>	<b>606.89</b>	<b>674.67</b>	<b>750.82</b>	<b>828.30</b>	<b>902.73</b>
Percentage Change (over same period last year)	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%
3 year average (%)	11.1%	13.7%	12.9%	13.0%	12.3%	10.1%	11.4%	12.1%	12.8%	12.9%	12.7%	13.3%	13.5%	13.2%
5 year average (%)	12.9%	11.4%	15.4%	12.6%	12.7%	11.9%	12.0%	10.7%	10.7%	10.6%	10.0%	10.3%	10.4%	10.4%
<b>By Recipient (Tala Millions)</b>														
Hand Carried Cash	65.02	67.52	4.62	10.46	15.23	19.04	24.98	30.85	37.82	43.12	48.36	53.68	57.76	63.59
Churches, School, Charities	32.30	77.69	4.92	17.91	21.15	24.39	30.68	38.53	41.50	45.56	47.85	53.71	60.22	67.25
Individual/Family/Households	714.80	696.57	65.07	135.93	193.91	255.07	313.26	391.43	448.00	498.58	557.35	620.67	685.95	745.54
In Kind	9.65	9.73	0.83	1.78	2.50	3.49	4.31	5.05	5.89	6.62	7.38	8.23	9.04	9.88
Pensions by residents	7.99	8.79	0.71	1.35	2.12	2.63	3.32	4.13	4.79	5.37	6.07	6.86	7.31	7.95
Others	2.37	16.67	5.31	5.32	5.40	5.76	7.47	7.48	7.50	7.65	7.66	7.67	8.02	8.53
<b>By Country (Tala Millions)</b>														
USA	118.51	154.18	14.61	30.26	41.11	53.26	65.52	79.72	92.18	103.45	116.43	132.21	148.46	161.02
New Zealand	336.67	334.15	27.43	55.92	80.25	103.84	131.28	164.36	187.07	209.01	232.40	259.51	287.68	313.82
Australia	301.77	299.23	34.11	70.23	97.93	126.42	152.19	188.51	216.89	239.54	265.25	292.57	319.20	345.76
American Samoa	49.49	45.10	3.47	7.43	10.64	14.75	18.87	22.44	25.09	27.92	32.10	36.29	41.07	45.01
Others	25.68	44.30	1.85	8.91	10.38	12.11	16.14	22.44	24.27	26.98	28.49	30.25	31.89	37.13

(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	7.11	6.85	6.61	8.22

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



# VISITOR EARNINGS & REMITTANCES REPORT

## JUNE 2025

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.

Report No.12: 2024/25

June 2025

### 1. VISITOR ARRIVALS<sup>1</sup> - 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)

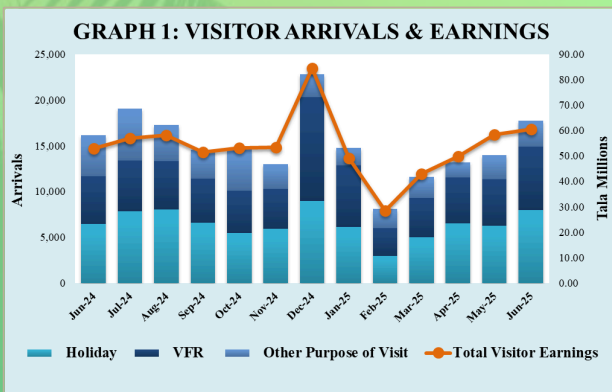
- New Zealand: up by 2,390 visitors
- United States: up by 790 visitors
- Australia: up by 400 visitors
- 'Other Countries': up by 69 visitors

#### 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

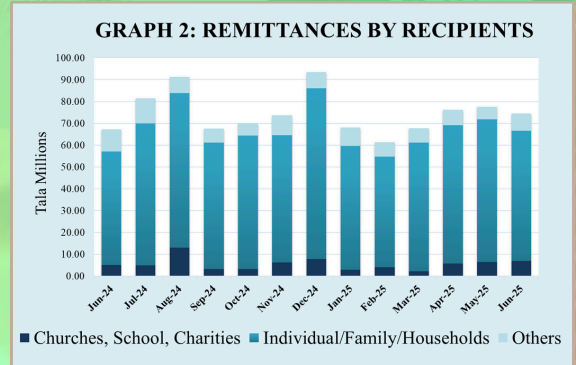
- Total remittances decreased by 3.9% (or \$3.1 million) over the previous month but was 10.8% (or \$7.2 million) higher than June 2024. (See Graph 2)

#### 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

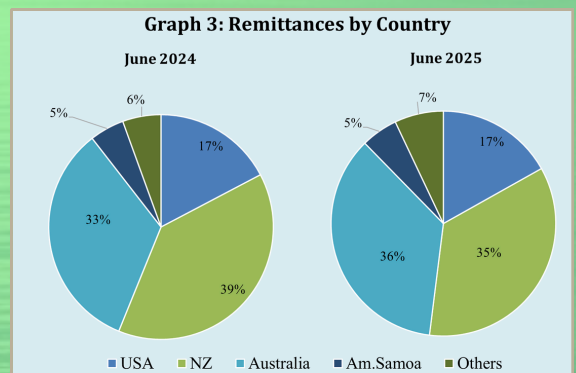
#### By Recipients:

- Family & Households: down by \$5.7 million



#### 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

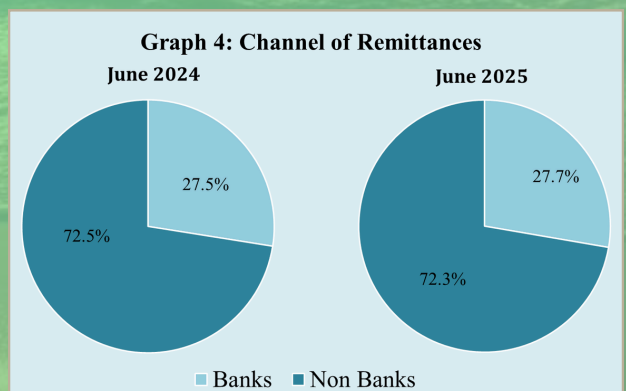
- 27.7% (up from 27.5% in June 2024) of total remittances.

#### Money Transfer Operators

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

#### Cost of Remittances<sup>2</sup>

- NZD \$200 transfer: 8.62% (up from 7.87% in June 2024).
- AUD \$200 transfer: 7.81% (up from 7.51% in 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 less than a day but their spending are included as part of tourism earnings (travel credit).

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