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# VISITOR EARNINGS & REMITTANCES REPORT MARCH 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.9: 2024/25 March 2025

# Visitor Arrivals<sup>1</sup>

Total number of visitor arrivals rebounded by 43.8 percent (or 3,535 visitors) to a total of 11,605 visitors over the previous month and was 3.2 percent (or 363 visitors) higher than the same month of the previous year. (See Graph 1).

The monthly expansion in visitor arrivals was partly driven by several business and conference related events, including the annual Samoa Tourism Exchange 2025 (STE2025), which drew delegates from key tourism markets. Other contributing events included the Congregational Christian Church Samoa's (CCCS) Bible School Graduation and Interactive Science exhibitions such as The Science of Medicines-Whakatere Waka.



The rise in visitor arrivals compared to the previous month was largely driven by substantial increases in visitor arrivals from New Zealand (up 2,541 visitors), USA (up 339 visitors), Australia (up 289 visitors), American Samoa (by 285 visitors) and Europe (by 111 visitors). However, these gains were

somewhat offset by a decline in arrivals from 'Other countries'. In terms of travel by purpose, increases were recorded across multiple categories, with 'Holiday' up by 2,039 visitors, 'Visiting friends and family' up by 1,269 visitors and 'Business & Conference' up by 355 visitors.

Likewise, total visitor receipts went up by 51.1 percent (or \$14.5 million) reaching a total of \$43.0 million and was 4.0 percent (or \$1.7 million) increase compared to March 2024.

As a result, total **visitor arrivals in the first nine months** of FY2024/25 was 2.2 percent higher at a total of 135,726 visitors compared to the same period in FY2023/24.

This growth was mainly driven by increased earnings from all major markets, including New Zealand, USA, American Samoa, Australia and Europe, with respective gains of \$10.1 million, \$2.1 million, \$1.3 million, \$1.0 million and \$0.4 million respectively. Furthermore, proceeds from visitors traveling for 'Holiday', 'Visiting Friends and Family', 'Business and Conference' and 'Other' purposes rose by \$7.1 million, \$5.2 million, \$1.3 million and \$0.8 million, respectively.

Consequently, total visitor earnings for the **first night months of FY2024/25** grew by **3.6 percent** (or \$16.8 million), reaching \$477.8 million, compared to the same period in FY2023/24.

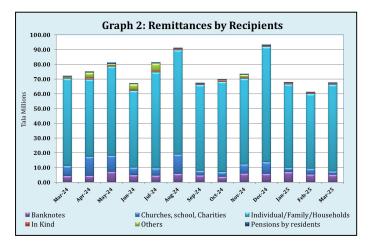
# **Remittances**

Total remittances expanded by 10.4 percent (\$6.4 million) in the month under review, reaching a total of \$67.8 million when compared to the previous month. This was mainly driven by a significant increase in 'Families and households' transfers. However, total remittances were 6.2 percent (or \$4.5

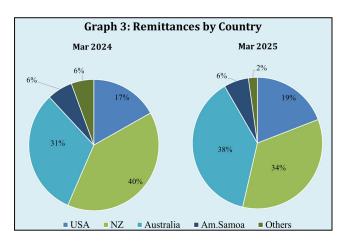
<sup>&</sup>lt;sup>1</sup> Samoa re-opened its border to international travelers on 1<sup>st</sup> August 2022. Cruise ship tourists are not counted as tourist as they are only in Samoa for a day but their spending are included as part of tourism earnings.

# VISITOR EARNINGS & REMITTANCES REPORT

million) lower than in the same month of 2024. (See Graph 2.)



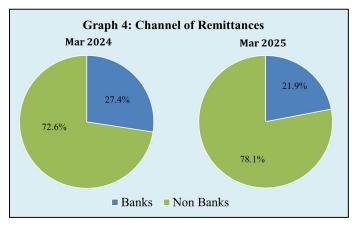
The increase from the previous month was primarily driven by expansions in funds received from Australia (up by \$3.1 million), USA (by \$1.7 million), New Zealand and American Samoa both by \$1.4 million. In terms of recipients, the largest increase was recorded for families and households (up by \$8.2 million). There were also modest hikes in In-kind transfers (by \$0.04 million) and Pensions for residents' by \$0.1 million. (See Graph 3)



Consequently, total remittance inflows in the **first** nine months of FY2024/25 rose further by 3.3 percent (or \$21.4 million) reaching \$674.7 million compared to the same period in the previous year. This growth was primarily driven by higher funds from Australia (by \$33.8 million), USA (by \$1.7 million) and 'Other countries' (by \$0.7 million). Partially contributing to this growth was the depreciation of the Samoan Tala against both the US dollar and Australian dollar by 0.9 percent and 0.3

percent respectively. By purpose, transfers for 'Family and households' rose by \$25.6 million and 'In-kind' by \$0.3 million.

Regarding remittance channels, the proportion of funds transferred through Money Transfer Operators (MTOs) rose to 78.1 percent of total inflows, up from 74.9 percent in February 2025 and 72.6 percent in March 2024. In contrast, funds received via commercial banks fell to 21.9 percent, from 25.1 percent in the previous month and 27.4 percent in the same month last year. (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 declined to 7.69 percent in March 2025, down from 8.34 percent in March 2024. Likewise, the average cost of sending AUD\$200.00 to Samoa contracted to 6.52 percent, compared to 6.89 percent in the same month of the previous year.

# CENTRAL BANK OF SAMOA 6<sup>th</sup> May 2025

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<sup>&</sup>lt;sup>2</sup> https://sendmoneypacific.org

# VISITOR EARNINGS & REMITTANCES REPORT

Table 1.

### TOURISM EARNINGS, AVERAGE EXPENDITURE AND TOURISM PRICE INDEX

Averlage Series   26		Mar-23	Mar-24	Apr-24	May-24	Jun-24	Jul-24	Aug-24	Sep-24	Oct-24	Nov-24	Dec-24	Jan-25	Feb-25	Mar-25
Anterials Same (Assessment)  Anterials Same (	Total arrivals (persons)	10,128	11,242	12,644	14,106	16,143	19,039	17,248	14,536	14,658	12,996	22,828	14,746	8,070	11,605
American Samong	" '	''	·	,	,	•	.,	,	,	,	,	,	,		, , , , ,
Europe   127   43   39   39   370   395   691   641   445   393   375   255   315   350   400		826	719	868	896	1,220	1,370	1,273	677	552	707	1,224	511	378	663
See No. 2.   1.   1.   1.   1.   1.   1.   1.	Australia	2,439	2,801	3,214	4,171	4,130	4,554	3,998	3,838	3,245	3,457	6,721	4,554	1,936	2,225
USA   1.000	Europe	217	463	358	370	395	691	641	445	819	375	255	315	350	461
Application															5,697
More															1,165
Soliday		1,483	1,732	1,839	1,683	1,530	1,667	1,873	1,662	3,081	1,920	1,914	1,309	1,424	1,394
VFR   Suriness & Conference   6:50   938   4,376   4,150   4,005   5,221   5,223   5,274   4,790   4,591   4,371   11,331   6,765   3,031   4,305   5,007		2.000	2.007	4.000	F 2F2	6.442	7.005	0.026	6.643	F 460	F 000	0.050	C 000	2.072	5.043
Sustress & Conference   650   988   696   1,559   1,281   1,567   1,248   1,178   3,069   1,209   1,061   663   799   1,159   1,515   1,161   1,616   1,616   1,616   1,161   1,161   1,616   1,616   1,161	•	1 '		1 -			-								
Sport															
Chemistic continues   1,199   2,587   2,775   2,726   3,067   3,615   2,150   1,511   1,472   1,461   1,465   1,194   1,128   1,209   1,701															
Total emillion   34.53	-														
Earnings, by market (tala million)															
America Samos   2,02   1,84   2,90   3,89   3,38   3,30   2,93   1,42   5,09   1,70   3,97   1,38   0,53   1,85   Europe		355	12.00	10.07	370	32.01	30.30	30.02	52.5	55.1	5511	•	1312	20.5	1.5.0
Australia   9.78   12.33   13.64   16.34   15.53   13.64   16.08   14.52   15.03   19.04   28.48   17.04   8.96   9.72		2.02	1.84	2.90	3.69	3.36	3.80	2.93	1.42	0.90	1.70	3.97	1.38	0.53	1.83
New Zealand		9.78	12.13	13.64	16.34	15.53	13.64	16.08	14.52	15.03	19.04	28.48	17.04	8.96	9.82
DSA   A   A   A   B   A   A   B   A   A	Europe	0.32	0.74	0.48	0.42	0.37	0.57	0.86	0.49	0.85	0.59	0.47	0.39	0.36	0.75
Check Countries	·		15.58	20.03				25.82	24.74			36.86	23.15		20.28
Earnings, by purpose (tala million)   10.78   12.28   15.58   21.78   21.29   22.62   26.57   23.68   15.70   18.27   30.02   19.50   10.47   17.62	USA	3.84	4.98	2.46	3.51	6.27	6.87	6.26	5.05	2.28	3.29	6.15	2.94	3.45	5.54
Holiday   10.78   12.28   15.58   21.78   21.29   22.62   26.57   23.68   15.70   18.27   30.02   19.50   10.47   17.62	Other Countries	4.41	6.08	7.16	7.33	6.06	5.92	6.08	5.26	10.73	6.51	8.46	4.19	5.02	4.80
VFR     12.03   12.83   15.98   23.77   21.96   21.42   20.63   18.51   20.98   27.83   46.09   25.38   11.09   12.53   25.00   25.0	Earnings, by purpose (tala million)														
Business & Conference   2.34   3.64   2.88   5.75   4.75   4.33   5.39   4.38   8.89   5.32   4.30   2.81   3.57   4.92     Sport	•														17.62
Sport															16.30
Chemistry   Chem															
Average expenditure (tals,per person) Tourism Price Index    3,69   3,678   3,691   4,096   3,271   2,988   3,364   3,542   3,622   4,109   3,697   3,329   3,527   3,705     First Number of Months up to   9 months   0 months   11 months   12 months   12 months   12 months   12 months   12 months   13 months   14 months   15 mont	-														
Trust   Trus	Other	9.23	12.41	11.70	6.20	4.54	6.70	4.27	3.11	6.35	1.86	3.95	1.24	2.93	3.76
Trust   Trus		2 400	2.670	2 504	4.000	2 274	2.000	2 264	2 5 4 2	2 622	4.400	2.607	2 220	2 527	2.700
First Number of Months up to   9 months   10 Mar 24															
First Number of Months up to   to May 23   to May 24   to May 24   to May 24   to May 24   to Sep 24		1													
Total Wistior Arrivals (persons)	First Number of Months up to														to Mar 25
Dover the past tyear (%)	Total Visitor Arrivals (persons)			_											135,726
Past 5 year average															
Arrivals, by market (persons) American Samoa Australian Type Samoa American Samoa Australian Millon  Nover Real Samoa Australian Millon American		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	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%
Australia   19,259   36,448   39,662   43,833   47,963   4,554   8,552   12,390   15,635   19,092   25,813   30,367   32,303   34,521															
Europe   1,421   3,452   3,810   4,180   4,575   691   1,332   1,777   2,596   2,971   3,226   3,541   3,891   4,352   New Zealand   35,346   6,036   10,632   11,694   12,764   14,584   2,014   4,409   5,495   6,355   7,375   9,050   10,077   10,903   10,070   10,903   1	American Samoa	6 351		0.000		44.044	1 370								7 255
New Zealand	Aughertia		8,030	0,090	9,794	11,014		2,643	3,320	3,872	4,579	5,803	6,314	6,692	7,555
USA   Cher Countries   6,036   10,632   11,694   12,764   14,584   2,014   4,409   5,495   6,355   7,375   9,050   10,077   10,903   12,061   17,252   18,935   20,465   1,667   3,540   5,202   8,283   10,203   12,117   13,426   14,850   16,244   14,014	Australia														34,528
Other Countries  8,782   15,413   17,252   18,935   20,465   1,667   3,540   5,202   8,283   10,203   12,117   13,426   14,850   16,244    Arrivals, by purpose (persons) Holiday   24,585   53,496   58,359   63,611   70,053   7,865   15,891   22,503   27,963   33,871   42,830   48,919   51,892   56,904    VFR   33,057   46,944   51,094   55,599   60,831   5,523   10,797   15,587   20,180   24,551   35,882   42,647   45,678   49,978    Business & Conference   4,868   7,624   8,320   9,879   11,160   1,567   2,915   4,093   7,162   8,371   9,432   10,095   10,894   12,044    Other   14,366   22,201   24,976   27,702   30,769   3,615   5,765   7,276   8,748   10,209   11,674   12,858   13,986   15,034    Total Visitor Earnings (tala million)   253.36   461.06   507.73   565.52   618.33   56.90   114.91   166.40   219.49   272.89   357.28   406.37   434.84   477.84    Over the past year (%)   0.0%		19,259	36,448	39,662	43,833	47,963	4,554	8,552	12,390	15,635	19,092	25,813	30,367	32,303	
Arrivals, by purpose (persons)   Holiday   24,585   53,496   58,359   63,611   70,053   7,865   15,891   22,503   27,963   33,871   42,830   48,919   51,892   56,900   5,80	Europe	19,259 1,421	36,448 3,452	39,662 3,810	43,833 4,180	47,963 4,575	4,554 691	8,552 1,332	12,390 1,777	15,635 2,596	19,092 2,971	25,813 3,226	30,367 3,541	32,303 3,891	34,528
Holiday	Europe New Zealand	19,259 1,421 35,346 6,036	36,448 3,452 58,788	39,662 3,810 64,091 11,694	43,833 4,180 70,007 12,764	47,963 4,575 77,055	4,554 691 8,743	8,552 1,332 15,811	12,390 1,777 22,639	15,635 2,596 28,740	19,092 2,971 34,257	25,813 3,226 45,296	30,367 3,541 52,326 10,077	32,303 3,891 55,482	34,528 4,352
VFR Business & Conference	Europe New Zealand USA	19,259 1,421 35,346 6,036	36,448 3,452 58,788 10,632	39,662 3,810 64,091 11,694	43,833 4,180 70,007 12,764	47,963 4,575 77,055 14,584	4,554 691 8,743 2,014	8,552 1,332 15,811 4,409	12,390 1,777 22,639 5,495	15,635 2,596 28,740 6,355	19,092 2,971 34,257 7,375	25,813 3,226 45,296 9,050	30,367 3,541 52,326 10,077	32,303 3,891 55,482 10,903	34,528 4,352 61,179
Business & Conference 4,868 7,624 8,320 9,879 11,160 1,567 2,915 4,093 7,162 8,371 9,432 10,095 10,894 12,048 5port 319 2,498 2,658 2,722 2,843 469 919 1,364 1,428 1,475 1,487 1,532 1,671 1,760 0ther 14,366 22,201 24,976 27,702 30,769 3,615 5,765 7,276 8,748 10,209 11,674 12,858 13,986 15,038 10,000 10	Europe New Zealand USA Other Countries Arrivals, by purpose (persons)	19,259 1,421 35,346 6,036 8,782	36,448 3,452 58,788 10,632 15,413	39,662 3,810 64,091 11,694 17,252	43,833 4,180 70,007 12,764 18,935	47,963 4,575 77,055 14,584 20,465	4,554 691 8,743 2,014 1,667	8,552 1,332 15,811 4,409 3,540	12,390 1,777 22,639 5,495 5,202	15,635 2,596 28,740 6,355 8,283	19,092 2,971 34,257 7,375 10,203	25,813 3,226 45,296 9,050 12,117	30,367 3,541 52,326 10,077 13,426	32,303 3,891 55,482 10,903 14,850	34,528 4,352 61,179 12,068 16,244
Sport   319   2,498   2,658   2,722   2,843   469   919   1,364   1,428   1,475   1,487   1,532   1,671   1,760	Europe New Zealand USA Other Countries Arrivals, by purpose (persons) Holiday	19,259 1,421 35,346 6,036 8,782 24,585	36,448 3,452 58,788 10,632 15,413	39,662 3,810 64,091 11,694 17,252 58,359	43,833 4,180 70,007 12,764 18,935 63,611	47,963 4,575 77,055 14,584 20,465	4,554 691 8,743 2,014 1,667	8,552 1,332 15,811 4,409 3,540	12,390 1,777 22,639 5,495 5,202 22,503	15,635 2,596 28,740 6,355 8,283 27,963	19,092 2,971 34,257 7,375 10,203	25,813 3,226 45,296 9,050 12,117 42,830	30,367 3,541 52,326 10,077 13,426 48,919	32,303 3,891 55,482 10,903 14,850 51,892	34,528 4,352 61,179 12,068 16,244 56,904
Other 14,366 22,201 24,976 27,702 30,769 3,615 5,765 7,276 8,748 10,209 11,674 12,858 13,986 15,036  Total Visitor Earnings (tala million) 253.36 461.06 507.73 565.52 618.33 56.90 114.91 166.40 219.49 272.89 357.28 406.37 434.84 477.84  Over the past year (%) 0.0% 82.0% 68.1% 55.6% 46.9% 8.7% 6.6% 4.4% 6.0% 5.7% 5.3% 5.1% 3.6% 3.6% 82.5% 924 average 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0	Europe New Zealand USA Other Countries Arrivals, by purpose (persons) Holiday VFR	19,259 1,421 35,346 6,036 8,782 24,585 33,057	36,448 3,452 58,788 10,632 15,413 53,496 46,944	39,662 3,810 64,091 11,694 17,252 58,359 51,094	43,833 4,180 70,007 12,764 18,935 63,611 55,599	47,963 4,575 77,055 14,584 20,465 70,053 60,831	4,554 691 8,743 2,014 1,667 7,865 5,523	8,552 1,332 15,811 4,409 3,540 15,891 10,797	12,390 1,777 22,639 5,495 5,202 22,503 15,587	15,635 2,596 28,740 6,355 8,283 27,963 20,180	19,092 2,971 34,257 7,375 10,203 33,871 24,551	25,813 3,226 45,296 9,050 12,117 42,830 35,882	30,367 3,541 52,326 10,077 13,426 48,919 42,647	32,303 3,891 55,482 10,903 14,850 51,892 45,678	34,528 4,352 61,179 12,068 16,244 56,904 49,978
Total Visitor Earnings (tala million)  253.36  461.06  507.73  565.52  618.33  56.90  114.91  166.40  219.49  272.89  357.28  406.37  434.84  477.84  406.37  434.84  477.84  Apr. Basta year average  0.0%	Europe New Zealand USA Other Countries Arrivals, by purpose (persons) Holiday VFR Business & Conference	19,259 1,421 35,346 6,036 8,782 24,585 33,057 4,868	36,448 3,452 58,788 10,632 15,413 53,496 46,944 7,624	39,662 3,810 64,091 11,694 17,252 58,359 51,094 8,320	43,833 4,180 70,007 12,764 18,935 63,611 55,599 9,879	47,963 4,575 77,055 14,584 20,465 70,053 60,831 11,160	4,554 691 8,743 2,014 1,667 7,865 5,523 1,567	8,552 1,332 15,811 4,409 3,540 15,891 10,797 2,915	12,390 1,777 22,639 5,495 5,202 22,503 15,587 4,093	15,635 2,596 28,740 6,355 8,283 27,963 20,180 7,162	19,092 2,971 34,257 7,375 10,203 33,871 24,551 8,371	25,813 3,226 45,296 9,050 12,117 42,830 35,882 9,432	30,367 3,541 52,326 10,077 13,426 48,919 42,647 10,095	32,303 3,891 55,482 10,903 14,850 51,892 45,678 10,894	34,528 4,352 61,179 12,068 16,244 56,904 49,978 12,048
Over the past year (%)	Europe New Zealand USA Other Countries Arrivals, by purpose (persons) Holiday VFR Business & Conference Sport	19,259 1,421 35,346 6,036 8,782 24,585 33,057 4,868 319	36,448 3,452 58,788 10,632 15,413 53,496 46,944 7,624 2,498	39,662 3,810 64,091 11,694 17,252 58,359 51,094 8,320 2,658	43,833 4,180 70,007 12,764 18,935 63,611 55,599 9,879 2,722	47,963 4,575 77,055 14,584 20,465 70,053 60,831 11,160 2,843	4,554 691 8,743 2,014 1,667 7,865 5,523 1,567 469	8,552 1,332 15,811 4,409 3,540 15,891 10,797 2,915 919	12,390 1,777 22,639 5,495 5,202 22,503 15,587 4,093 1,364	15,635 2,596 28,740 6,355 8,283 27,963 20,180 7,162 1,428	19,092 2,971 34,257 7,375 10,203 33,871 24,551 8,371 1,475	25,813 3,226 45,296 9,050 12,117 42,830 35,882 9,432 1,487	30,367 3,541 52,326 10,077 13,426 48,919 42,647 10,095 1,532	32,303 3,891 55,482 10,903 14,850 51,892 45,678 10,894 1,671	34,528 4,352 61,179 12,068 16,244 56,904 49,978 12,048 1,760
Past 3 year average	Europe New Zealand USA Other Countries Arrivals, by purpose (persons) Holiday VFR Business & Conference Sport Other	19,259 1,421 35,346 6,036 8,782 24,585 33,057 4,868 319 14,366	36,448 3,452 58,788 10,632 15,413 53,496 46,944 7,624 2,498 22,201	39,662 3,810 64,091 11,694 17,252 58,359 51,094 8,320 2,658 24,976	43,833 4,180 70,007 12,764 18,935 63,611 55,599 9,879 2,722 27,702	47,963 4,575 77,055 14,584 20,465 70,053 60,831 11,160 2,843 30,769	4,554 691 8,743 2,014 1,667 7,865 5,523 1,567 469 3,615	8,552 1,332 15,811 4,409 3,540 15,891 10,797 2,915 919 5,765	12,390 1,777 22,639 5,495 5,202 22,503 15,587 4,093 1,364 7,276	15,635 2,596 28,740 6,355 8,283 27,963 20,180 7,162 1,428 8,748	19,092 2,971 34,257 7,375 10,203 33,871 24,551 8,371 1,475 10,209	25,813 3,226 45,296 9,050 12,117 42,830 35,882 9,432 1,487 11,674	30,367 3,541 52,326 10,077 13,426 48,919 42,647 10,095 1,532 12,858	32,303 3,891 55,482 10,903 14,850 51,892 45,678 10,894 1,671 13,986	34,528 4,352 61,179 12,068 16,244 56,904 49,978 12,048 1,760 15,036
Past 5 year average 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0	Europe New Zealand USA Other Countries Arrivals, by purpose (persons) Holiday VFR Business & Conference Sport Other Total Visitor Earnings (tala million)	19,259 1,421 35,346 6,036 8,782 24,585 33,057 4,868 319 14,366 253.36	36,448 3,452 58,788 10,632 15,413 53,496 46,944 7,624 2,498 22,201 <b>461.06</b>	39,662 3,810 64,091 11,694 17,252 58,359 51,094 8,320 2,658 24,976 <b>507.73</b>	43,833 4,180 70,007 12,764 18,935 63,611 55,599 9,879 2,722 27,702 <b>565.52</b>	47,963 4,575 77,055 14,584 20,465 70,053 60,831 11,160 2,843 30,769 <b>618.33</b>	4,554 691 8,743 2,014 1,667 7,865 5,523 1,567 469 3,615 <b>56.90</b>	8,552 1,332 15,811 4,409 3,540 15,891 10,797 2,915 919 5,765 114,91	12,390 1,777 22,639 5,495 5,202 22,503 15,587 4,093 1,364 7,276 166.40	15,635 2,596 28,740 6,355 8,283 27,963 20,180 7,162 1,428 8,748 219,49	19,092 2,971 34,257 7,375 10,203 33,871 24,551 8,371 1,475 10,209 272.89	25,813 3,226 45,296 9,050 12,117 42,830 35,882 9,432 1,487 11,674 <b>357.28</b>	30,367 3,541 52,326 10,077 13,426 48,919 42,647 10,095 1,532 12,858 406.37	32,303 3,891 55,482 10,903 14,850 51,892 45,678 10,894 1,671 13,986	34,528 4,352 61,179 12,068 16,244 56,904 49,978 12,048 1,760 15,036
Earnings, by market (tala million)  American Samoa 14.5 18.7 21.6 25.3 28.6 3.8 6.7 8.2 9.0 10.7 14.7 16.1 16.6 18.5  Australia 74.5 147.8 161.5 177.8 193.3 13.6 29.7 44.2 59.3 78.3 106.8 123.8 132.8 142.6  Europe 1.7 4.3 4.8 5.2 5.6 0.6 1.4 1.9 2.8 3.4 3.8 4.2 4.6 5.3  New Zealand 114.0 200.6 220.7 247.2 268.4 26.1 51.9 76.7 100.0 122.2 159.1 182.3 192.4 212.7  USA 20.8 36.9 39.3 42.8 49.1 6.9 13.1 18.2 20.5 23.7 29.9 32.8 36.3 41.8  Other Countries 27.8 52.8 59.9 67.2 73.3 5.9 12.0 17.3 28.0 34.5 42.9 47.1 52.2 57.0  Earnings, by purpose (tala million)  Holiday 70.5 170.32 185.90 207.68 228.97 22.62 49.19 72.87 88.57 106.84 136.86 156.36 166.84 184.44  VFR 126.2 192.3 208.3 232.0 254.0 21.4 42.0 60.6 81.5 109.4 155.5 180.8 191.9 288.5  Business & Conference 16.9 28.6 31.5 37.2 42.0 4.3 9.7 14.1 24.0 29.3 33.6 36.4 40.0 44.9  Sport 0.9 7.7 8.3 8.5 8.8 1.8 3.0 4.8 5.0 5.1 5.1 5.1 5.3 5.7 6.1	Europe New Zealand USA Other Countries Arrivals, by purpose (persons) Holiday VFR Business & Conference Sport Other Total Visitor Earnings (tala million) Over the past year (%)	19,259 1,421 35,346 6,036 8,782 24,585 33,057 4,868 319 14,366 253.36 0.0%	36,448 3,452 58,788 10,632 15,413 53,496 46,944 7,624 2,498 22,201 <b>461.06</b> 82.0%	39,662 3,810 64,091 11,694 17,252 58,359 51,094 8,320 2,658 24,976 <b>507.73</b> 68.1%	43,833 4,180 70,007 12,764 18,935 63,611 55,599 9,879 2,722 27,702 <b>565.52</b> 55.6%	47,963 4,575 77,055 14,584 20,465 70,053 60,831 11,160 2,843 30,769 <b>618.33</b> 46.9%	4,554 691 8,743 2,014 1,667 7,865 5,523 1,567 469 3,615 <b>56.90</b> 8.7%	8,552 1,332 15,811 4,409 3,540 15,891 10,797 2,915 919 5,765 114,91 6.6%	12,390 1,777 22,639 5,495 5,202 22,503 15,587 4,093 1,364 7,276 166.40 4.4%	15,635 2,596 28,740 6,355 8,283 27,963 20,180 7,162 1,428 8,748 219,49 6.0%	19,092 2,971 34,257 7,375 10,203 33,871 24,551 8,371 1,475 10,209 272.89 5.7%	25,813 3,226 45,296 9,050 12,117 42,830 35,882 9,432 1,487 11,674 <b>357.28</b> 5.3%	30,367 3,541 52,326 10,077 13,426 48,919 42,647 10,095 1,532 12,858 <b>406.37</b> 5.1%	32,303 3,891 55,482 10,903 14,850 51,892 45,678 10,894 1,671 13,986 434.84 3.6%	34,528 4,352 61,179 12,068 16,244 56,904 49,978 12,048 1,760 15,036 477.84 3.6%
American Samoa	Europe New Zealand USA Other Countries Arrivals, by purpose (persons) Holiday VFR Business & Conference Sport Other Total Visitor Earnings (tala million) Over the past year (%) Past 3 year average	19,259 1,421 35,346 6,036 8,782 24,585 33,057 4,868 319 14,366 <b>253.36</b> 0.0% 0.0%	36,448 3,452 58,788 10,632 15,413 53,496 46,944 7,624 2,498 22,201 <b>461.06</b> 82.0% 0.0%	39,662 3,810 64,091 11,694 17,252 58,359 51,094 8,320 2,658 24,976 <b>507.73</b> 68.1% 0.0%	43,833 4,180 70,007 12,764 18,935 63,611 55,599 9,879 2,722 27,702 <b>565.52</b> 55.6% 0.0%	47,963 4,575 77,055 14,584 20,465 70,053 60,831 11,160 2,843 30,769 <b>618.33</b> 46.9% 0.0%	4,554 691 8,743 2,014 1,667 7,865 5,523 1,567 469 3,615 <b>56.90</b> 8,7% 0.0%	8,552 1,332 15,811 4,409 3,540 15,891 10,797 2,915 919 5,765 <b>114,91</b> 6.6% 0.0%	12,390 1,777 22,639 5,495 5,202 22,503 15,587 4,093 1,364 7,276 <b>166.40</b> 4.4% 0.0%	15,635 2,596 28,740 6,355 8,283 27,963 20,180 7,162 1,428 8,748 219,49 6.0% 0.0%	19,092 2,971 34,257 7,375 10,203 33,871 24,551 8,371 1,475 10,209 272.89 5.7% 0.0%	25,813 3,226 45,296 9,050 12,117 42,830 35,882 9,432 1,487 11,674 <b>357.28</b> 5.3% 0.0%	30,367 3,541 52,326 10,077 13,426 48,919 42,647 10,095 1,532 12,858 <b>406.37</b> 5.1% 0.0%	32,303 3,891 55,482 10,903 14,850 51,892 45,678 10,894 1,671 13,986 434.84 3.6% 0.0%	34,528 4,352 61,179 12,068 16,244 56,904 49,978 12,048 1,760 15,036 477.84 3.6% 0.0%
Australia 74.5   147.8   161.5   177.8   193.3   13.6   29.7   44.2   59.3   78.3   106.8   123.8   132.8   142.6   Europe 1.7   4.3   4.8   5.2   5.6   0.6   1.4   1.9   2.8   3.4   3.8   4.2   4.6   5.3   New Zealand 114.0   200.6   220.7   247.2   268.4   26.1   51.9   76.7   100.0   122.2   159.1   182.3   192.4   212.7   USA 20.8   36.9   39.3   42.8   49.1   6.9   13.1   18.2   20.5   23.7   29.9   32.8   36.3   41.8   Other Countries 27.8   52.8   59.9   67.2   73.3   5.9   12.0   17.3   28.0   34.5   42.9   47.1   52.2   57.0   Earnings, by purpose (tala million) Holiday 70.5   170.32   185.90   207.68   228.97   22.62   49.19   72.87   88.57   106.84   136.86   156.36   166.84   184.44   VFR 126.2   192.3   208.3   232.0   254.0   21.4   42.0   60.6   81.5   109.4   155.5   180.8   191.9   208.5   Business & Conference 16.9   28.6   31.5   37.2   42.0   4.3   9.7   14.1   24.0   29.3   33.6   36.4   40.0   44.9   Sport 0.9   7.7   8.3   8.5   8.8   1.8   3.0   4.8   5.0   5.1   5.1   5.3   5.7   6.1	Europe New Zealand USA Other Countries Arrivals, by purpose (persons) Holiday VFR Business & Conference Sport Other Total Visitor Earnings (tala million) Over the past year (%) Past 3 year average	19,259 1,421 35,346 6,036 8,782 24,585 33,057 4,868 319 14,366 <b>253.36</b> 0.0% 0.0%	36,448 3,452 58,788 10,632 15,413 53,496 46,944 7,624 2,498 22,201 <b>461.06</b> 82.0% 0.0%	39,662 3,810 64,091 11,694 17,252 58,359 51,094 8,320 2,658 24,976 <b>507.73</b> 68.1% 0.0%	43,833 4,180 70,007 12,764 18,935 63,611 55,599 9,879 2,722 27,702 <b>565.52</b> 55.6% 0.0%	47,963 4,575 77,055 14,584 20,465 70,053 60,831 11,160 2,843 30,769 <b>618.33</b> 46.9% 0.0%	4,554 691 8,743 2,014 1,667 7,865 5,523 1,567 469 3,615 <b>56.90</b> 8,7% 0.0%	8,552 1,332 15,811 4,409 3,540 15,891 10,797 2,915 919 5,765 <b>114,91</b> 6.6% 0.0%	12,390 1,777 22,639 5,495 5,202 22,503 15,587 4,093 1,364 7,276 <b>166.40</b> 4.4% 0.0%	15,635 2,596 28,740 6,355 8,283 27,963 20,180 7,162 1,428 8,748 219,49 6.0% 0.0%	19,092 2,971 34,257 7,375 10,203 33,871 24,551 8,371 1,475 10,209 272.89 5.7% 0.0%	25,813 3,226 45,296 9,050 12,117 42,830 35,882 9,432 1,487 11,674 <b>357.28</b> 5.3% 0.0%	30,367 3,541 52,326 10,077 13,426 48,919 42,647 10,095 1,532 12,858 <b>406.37</b> 5.1% 0.0%	32,303 3,891 55,482 10,903 14,850 51,892 45,678 10,894 1,671 13,986 434.84 3.6% 0.0%	34,528 4,352 61,179 12,068 16,244 56,904 49,978 12,048 1,760 15,036 477.84 3.6% 0.0%
Europe 1.7 4.3 4.8 5.2 5.6 0.6 1.4 1.9 2.8 3.4 3.8 4.2 4.6 5.3 New Zealand 114.0 200.6 220.7 247.2 268.4 26.1 51.9 76.7 100.0 122.2 159.1 182.3 192.4 212.7 USA 20.8 36.9 39.3 42.8 49.1 6.9 13.1 18.2 20.5 23.7 29.9 32.8 36.3 41.8 Other Countries 27.8 52.8 59.9 67.2 73.3 5.9 12.0 17.3 28.0 34.5 42.9 47.1 52.2 57.0 Earnings, by purpose (tala million) Holiday 70.5 170.32 185.90 207.68 228.97 22.62 49.19 72.87 88.57 106.84 136.86 156.36 166.84 184.44 VFR 126.2 192.3 208.3 232.0 254.0 21.4 42.0 60.6 81.5 109.4 155.5 180.8 191.9 208.2 Business & Conference 16.9 28.6 31.5 37.2 42.0 4.3 9.7 14.1 24.0 29.3 33.6 36.4 40.0 44.9 Sport 0.9 7.7 8.3 8.5 8.8 1.8 3.0 4.8 5.0 5.1 5.1 5.1 5.3 5.7 6.1	Europe New Zealand USA Other Countries Arrivals, by purpose (persons) Holiday 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)	19,259 1,421 35,346 6,036 8,782 24,585 33,057 4,868 319 14,366 <b>253,36</b> 0.0% 0.0%	36,448 3,452 58,788 10,632 15,413 53,496 46,944 7,624 2,498 22,201 <b>461.06</b> 82.0% 0.0%	39,662 3,810 64,091 11,694 17,252 58,359 51,094 8,320 2,658 24,976 507.73 68.1% 0.0% 0.0%	43,833 4,180 70,007 12,764 18,935 63,611 55,599 9,879 2,722 27,702 <b>565.52</b> 55.69 0.0% 0.0%	47,963 4,575 77,055 14,584 20,465 70,053 60,831 11,160 2,843 30,769 <b>618.33</b> 46.9% 0.0%	4,554 691 8,743 2,014 1,667 7,865 5,523 1,567 469 3,615 <b>56.90</b> 8,7% 0.0%	8,552 1,332 15,811 4,409 3,540 15,891 10,797 2,915 919 5,765 114.91 6.6% 0.0%	12,390 1,777 22,639 5,495 5,202 22,503 15,587 4,093 1,364 7,276 166.40 4.4% 0.0% 0.0%	15,635 2,596 28,740 6,355 8,283 27,963 20,180 7,162 1,428 8,748 <b>219,49</b> 6.0% 0.0%	19,092 2,971 34,257 7,375 10,203 33,871 24,551 8,371 1,475 10,209 <b>272.89</b> 5.7% 0.0% 0.0%	25,813 3,226 45,296 9,050 12,117 42,830 35,882 9,432 1,487 11,674 <b>357,28</b> 5,3% 0.0% 0.0%	30,367 3,541 52,326 10,077 13,426 48,919 42,647 10,095 1,532 12,858 <b>406.37</b> 5.1% 0.0%	32,303 3,891 55,482 10,903 14,850 51,892 45,678 10,894 1,671 13,986 434,84 3.6% 0.0% 0.0%	34,528 4,352 61,179 12,068 16,244 56,904 49,978 12,048 1,760 15,036 477.84 3.6% 0.0%
New Zealand         114.0         200.6         220.7         247.2         268.4         26.1         51.9         76.7         100.0         122.2         159.1         182.3         192.4         212.7           USA         20.8         36.9         39.3         42.8         49.1         6.9         13.1         18.2         20.5         23.7         29.9         32.8         36.3         41.8           Other Countries         27.8         52.8         59.9         67.2         73.3         5.9         12.0         17.3         28.0         34.5         42.9         47.1         52.2         57.0           Earnings, by purpose (tala million)         70.5         170.32         185.90         207.68         228.97         22.62         49.19         72.87         88.57         106.84         136.86         156.36         166.84         184.40           VFR         126.2         192.3         208.3         232.0         254.0         21.4         42.0         60.6         81.5         109.4         155.5         180.8         191.9         208.2           Business & Conference         16.9         28.6         31.5         37.2         42.0         4.3         9.7 <td< td=""><td>Europe New Zealand USA Other Countries Arrivals, by purpose (persons) Holiday VFR Business &amp; 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</td><td>19,259 1,421 35,346 6,036 8,782 24,585 33,057 4,868 319 14,366 <b>253.36</b> 0.0% 0.0%</td><td>36,448 3,452 58,788 10,632 15,413 53,496 46,944 7,624 2,498 22,201 461.06 82.0% 0.0% 0.0%</td><td>39,662 3,810 64,091 11,694 17,252 58,359 51,094 8,320 2,658 24,976 507.73 68.1% 0.0%</td><td>43,833 4,180 70,007 12,764 18,935 63,611 55,599 9,879 2,722 27,702 565.52 55.6% 0.0%</td><td>47,963 4,575 77,055 14,584 20,465 70,053 60,831 11,160 2,843 30,769 <b>618.33</b> 46,9% 0.0% 0.0%</td><td>4,554 691 8,743 2,014 1,667 7,865 5,523 1,567 469 3,615 <b>56.90</b> 8.7% 0.0%</td><td>8,552 1,332 15,811 4,409 3,540 15,891 10,797 2,915 919 5,765 114.91 6.6% 0.0%</td><td>12,390 1,777 22,639 5,495 5,202 22,503 15,587 4,093 1,364 7,276 166.40 4.4% 0.0% 0.0%</td><td>15,635 2,596 28,740 6,355 8,283 27,963 20,180 7,162 1,428 8,748 219.49 6.0% 0.0%</td><td>19,092 2,971 34,257 7,375 10,203 33,871 24,551 8,371 1,475 10,209 272.89 5.7% 0.0%</td><td>25,813 3,226 45,296 9,050 12,117 42,830 35,882 9,432 1,487 11,674 <b>357,28</b> 5.3% 0.0%</td><td>30,367 3,541 52,326 10,077 13,426 48,919 42,647 10,095 1,532 12,858 <b>406.37</b> 5.1% 0.0% 0.0%</td><td>32,303 3,891 55,482 10,903 14,850 51,892 45,678 10,894 1,671 13,986 434.84 3.6% 0.0%</td><td>34,528 4,352 61,179 12,068 16,244 56,904 49,978 12,048 1,760 15,036 477.84 3.6% 0.0% 0.0%</td></td<>	Europe New Zealand USA Other Countries Arrivals, by purpose (persons) Holiday 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	19,259 1,421 35,346 6,036 8,782 24,585 33,057 4,868 319 14,366 <b>253.36</b> 0.0% 0.0%	36,448 3,452 58,788 10,632 15,413 53,496 46,944 7,624 2,498 22,201 461.06 82.0% 0.0% 0.0%	39,662 3,810 64,091 11,694 17,252 58,359 51,094 8,320 2,658 24,976 507.73 68.1% 0.0%	43,833 4,180 70,007 12,764 18,935 63,611 55,599 9,879 2,722 27,702 565.52 55.6% 0.0%	47,963 4,575 77,055 14,584 20,465 70,053 60,831 11,160 2,843 30,769 <b>618.33</b> 46,9% 0.0% 0.0%	4,554 691 8,743 2,014 1,667 7,865 5,523 1,567 469 3,615 <b>56.90</b> 8.7% 0.0%	8,552 1,332 15,811 4,409 3,540 15,891 10,797 2,915 919 5,765 114.91 6.6% 0.0%	12,390 1,777 22,639 5,495 5,202 22,503 15,587 4,093 1,364 7,276 166.40 4.4% 0.0% 0.0%	15,635 2,596 28,740 6,355 8,283 27,963 20,180 7,162 1,428 8,748 219.49 6.0% 0.0%	19,092 2,971 34,257 7,375 10,203 33,871 24,551 8,371 1,475 10,209 272.89 5.7% 0.0%	25,813 3,226 45,296 9,050 12,117 42,830 35,882 9,432 1,487 11,674 <b>357,28</b> 5.3% 0.0%	30,367 3,541 52,326 10,077 13,426 48,919 42,647 10,095 1,532 12,858 <b>406.37</b> 5.1% 0.0% 0.0%	32,303 3,891 55,482 10,903 14,850 51,892 45,678 10,894 1,671 13,986 434.84 3.6% 0.0%	34,528 4,352 61,179 12,068 16,244 56,904 49,978 12,048 1,760 15,036 477.84 3.6% 0.0% 0.0%
USA 20.8 36.9 39.3 42.8 49.1 6.9 13.1 18.2 20.5 23.7 29.9 32.8 36.3 41.8 Other Countries 27.8 52.8 59.9 67.2 73.3 5.9 12.0 17.3 28.0 34.5 42.9 47.1 52.2 57.0 Earmigs, by purpose (tala million) Holiday 70.5 170.32 185.90 207.68 228.97 22.62 49.19 72.87 88.57 106.84 136.86 156.36 166.84 184.40 VFR 126.2 192.3 208.3 232.0 254.0 21.4 42.0 60.6 81.5 109.4 155.5 180.8 191.9 208.2 Business & Conference 16.9 28.6 31.5 37.2 42.0 4.3 9.7 14.1 24.0 29.3 33.6 36.4 40.0 44.9 Sport 0.9 7.7 8.3 8.5 8.8 1.8 3.0 4.8 5.0 5.1 5.1 5.1 5.3 5.7 6.1	Europe New Zealand USA Other Countries Arrivals, by purpose (persons) Holiday 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	19,259 1,421 35,346 6,036 8,782 24,585 33,057 4,868 319 14,366 <b>253.36</b> 0.0% 0.0% 0.0%	36,448 3,452 58,788 10,632 15,413 53,496 46,944 7,624 2,498 22,201 461.06 82.0% 0.0% 0.0%	39,662 3,810 64,091 11,694 17,252 58,359 51,094 8,320 2,658 24,976 507.73 68.1% 0.0% 0.0%	43,833 4,180 70,007 12,764 18,935 63,611 55,599 9,879 2,722 27,702 565.52 55.6% 0.0% 0.0%	47,963 4,575 77,055 14,584 20,465 70,053 60,831 11,160 2,843 30,769 <b>618.33</b> 46.9% 0.0% 0.0%	4,554 691 8,743 2,014 1,667 7,865 5,523 1,567 469 3,615 <b>56.90</b> 8.7% 0.0% 0.0%	8,552 1,332 15,811 4,409 3,540 15,891 10,797 2,915 919 5,765 114.91 6.6% 0.0% 0.0%	12,390 1,777 22,639 5,495 5,202 22,503 15,587 4,093 1,364 7,276 166.40 4.4% 0.0% 0.0%	15,635 2,596 28,740 6,355 8,283 27,963 20,180 7,162 1,428 8,748 219,49 6.0% 0.0% 0.0%	19,092 2,971 34,257 7,375 10,203 33,871 24,551 8,371 1,475 10,209 272.89 5.7% 0.0% 0.0%	25,813 3,226 45,296 9,050 12,117 42,830 35,882 9,432 1,487 11,674 357,28 5.3% 0.0% 0.0%	30,367 3,541 52,326 10,077 13,426 48,919 42,647 10,095 1,532 12,858 <b>406.37</b> 5.1% 0.0% 0.0%	32,303 3,891 55,482 10,903 14,850 51,892 45,678 10,894 1,671 13,986 434.84 3.6% 0.0% 0.0%	34,528 4,352 61,179 12,068 16,244 56,904 49,978 12,048 1,760 15,036 477.84 3.6% 0.0% 0.0%
Other Countries 27.8 52.8 59.9 67.2 73.3 5.9 12.0 17.3 28.0 34.5 42.9 47.1 52.2 57.0 Earnings, by purpose (tala million) Holiday 70.5 170.32 185.90 207.68 228.97 22.62 49.19 72.87 88.57 106.84 136.86 156.36 166.84 184.44 VFR 126.2 192.3 208.3 232.0 254.0 21.4 42.0 60.6 81.5 109.4 155.5 180.8 191.9 208.2 Business & Conference 16.9 28.6 31.5 37.2 42.0 4.3 9.7 14.1 24.0 29.3 33.6 36.4 40.0 44.9 Sport 0.9 7.7 8.3 8.5 8.8 1.8 3.0 4.8 5.0 5.1 5.1 5.1 5.3 5.7 6.1	Europe New Zealand USA Other Countries Arrivals, by purpose (persons) Holiday 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	19,259 1,421 35,346 6,036 8,782 24,585 33,057 4,868 319 14,366 253.36 0.0% 0.0% 14.5 74.5	36,448 3,452 58,788 10,632 15,413 53,496 46,944 7,624 2,498 22,201 461.06 82.0% 0.0% 0.0%	39,662 3,810 64,091 11,694 17,252 58,359 51,094 8,320 2,658 24,976 507.73 68.1% 0.0% 0.0%	43,833 4,180 70,007 12,764 18,935 63,611 55,599 9,879 2,722 27,702 565,52 55,6% 0.0% 0.0%	47,963 4,575 77,055 14,584 20,465 70,053 60,831 11,160 2,843 30,769 618.33 46.9% 0.0% 28.6 193.3 5.6	4,554 691 8,743 2,014 1,667 7,865 5,523 1,567 469 3,615 <b>56.90</b> 8,7% 0.0% 0.0%	8,552 1,332 15,811 4,409 3,540 15,891 10,797 2,915 919 5,765 114,91 6,6% 0.0% 0.0%	12,390 1,777 22,639 5,495 5,202 22,503 15,587 4,093 1,364 7,276 166.40 4.4% 0.0% 0.0%	15,635 2,596 28,740 6,355 8,283 27,963 20,180 7,162 1,428 8,748 219,49 6.0% 0.0% 0.0%	19,092 2,971 34,257 7,375 10,203 33,871 24,551 8,371 1,475 10,209 272.89 5.7% 0.0% 0.0%	25,813 3,226 45,296 9,050 12,117 42,830 35,882 9,432 1,487 11,674 357.28 5.3% 0.0% 0.0%	30,367 3,541 52,326 10,077 13,426 48,919 42,647 10,095 1,532 12,858 <b>406.37</b> 5.1% 0.0% 0.0%	32,303 3,891 55,482 10,903 14,850 51,892 45,678 10,894 1,671 13,986 434.84 3.6% 0.0% 0.0%	34,528 4,352 61,179 12,068 16,244 56,904 49,978 12,048 1,760 15,036 477.84 3.6% 0.0% 0.0%
Earnings, by purpose (tala million) Holiday VFR 126.2 192.3 208.3 232.0 254.0 21.4 42.0 60.6 81.5 109.4 155.5 180.8 191.9 208.2 80.7 106.84 136.86 156.36 166.84 184.44 184.49 185.90 18	Europe New Zealand USA Other Countries Arrivals, by purpose (persons) Holiday 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	19,259 1,421 35,346 6,036 8,782 24,585 33,057 4,868 319 14,366 253,36 0.0% 0.0% 14.5 74.5 1.7	36,448 3,452 58,788 10,632 15,413 53,496 46,944 7,624 2,498 22,201 <b>461.06</b> 82.0% 0.0% 0.0% 18.7 147.8 4.3 200.6	39,662 3,810 64,091 11,694 17,252 58,359 51,094 8,320 2,658 24,976 507.73 68.1% 0.0% 0.0% 21.6 161.5 4.8 220.7	43,833 4,180 70,007 12,764 18,935 63,611 55,599 9,879 2,722 27,702 <b>565.52</b> 55.60% 0.0% 0.0%	47,963 4,575 77,055 14,584 20,465 70,053 60,831 11,160 2,843 30,769 <b>618.33</b> 46.9% 0.0% 0.0% 28.6 193.3 5.6 268.4	4,554 691 8,743 2,014 1,667 7,865 5,523 1,567 469 3,615 <b>56.90</b> 8.7% 0.0% 0.0% 0.0%	8,552 1,332 15,811 4,409 3,540 15,891 10,797 2,915 919 5,765 114.91 6.6% 0.0% 0.0% 6.7 29.7 1.4 51.9	12,390 1,777 22,639 5,495 5,202 22,503 15,587 4,093 1,364 7,276 166.40 4.4% 0.0% 0.0% 1.364 7,276 1.364 1.36	15,635 2,596 28,740 6,355 8,283 27,963 20,180 7,162 1,428 8,748 219,49 6.0% 0.0% 9.0 59.3 2.8 100.0	19,092 2,971 34,257 7,375 10,203 33,871 24,551 8,371 1,475 10,209 <b>272.89</b> 5.7% 0.0% 0.0%	25,813 3,226 45,296 9,050 12,117 42,830 35,882 9,432 1,487 11,674 <b>357.28</b> 5.3% 0.0% 0.0% 14.7 106.8 3.8 159.1	30,367 3,541 52,326 10,077 13,426 48,919 42,647 10,095 1,532 12,858 <b>406.37</b> 5.1% 0.0% 0.0% 16.1 123.8 4.2 182.3	32,303 3,891 55,482 10,903 14,850 51,892 45,678 10,894 1,671 13,986 434.84 3.6% 0.0% 0.0% 0.0%	34,528 4,352 61,179 12,068 16,244 56,904 49,978 12,048 1,760 15,036 477.84 3.6% 0.0% 0.0%
Holiday 70.5 170.32 185.90 207.68 228.97 22.62 49.19 72.87 88.57 106.84 136.86 156.36 166.84 184.44 VFR 126.2 192.3 208.3 232.0 254.0 21.4 42.0 60.6 81.5 109.4 155.5 180.8 191.9 208.2 Business & Conference 16.9 28.6 31.5 37.2 42.0 4.3 9.7 14.1 24.0 29.3 33.6 36.4 40.0 44.9 Sport 0.9 7.7 8.3 8.5 8.8 1.8 3.0 4.8 5.0 5.1 5.1 5.3 5.7 6.1	Europe New Zealand USA Other Countries Arrivals, by purpose (persons) Holiday 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	19,259 1,421 35,346 6,036 8,782 24,585 33,057 4,868 319 14,366 253.36 0.0% 0.0% 14.5 74.5 1.7 114.0 20.8	36,448 3,452 58,788 10,632 15,413 53,496 46,944 7,624 2,498 22,201 <b>461.06</b> 82.0% 0.0% 18.7 147.8 4.3 200.6 36.9	39,662 3,810 64,091 11,694 17,252 58,359 51,094 8,320 2,658 24,976 507.73 68.1% 0.0% 21.6 161.5 4.8 220.7 39.3	43,833 4,180 70,007 12,764 18,935 63,611 55,599 9,879 2,722 27,702 <b>565.52</b> 55.6% 0.0% 25.3 177.8 247.2 42.8	47,963 4,575 77,055 14,584 20,465 70,053 60,831 11,160 2,843 30,769 <b>618.33</b> 46.9% 0.0% 0.0% 28.6 193.3 5.6 268.4 49.1	4,554 691 8,743 2,014 1,667 7,865 5,523 1,567 469 3,615 <b>56.90</b> 8.7% 0.0% 0.0%	8,552 1,332 15,811 4,409 3,540 15,891 10,797 2,915 919 5,765 114.91 6.6% 0.0% 0.0%	12,390 1,777 22,639 5,495 5,202 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	15,635 2,596 28,740 6.355 8,283 20,180 7,162 1,428 8,748 219,49 6.0% 0.0% 9.0 59.3 2.8 100.0 20.5	19,092 2,971 34,257 7,375 10,203 33,871 24,551 8,371 1,475 10,209 272.89 5.7% 0.0% 10.7 78.3 3.4 122.2 23.7	25,813 3,226 45,296 9,050 12,117 42,830 35,882 9,432 1,487 11,674 <b>357,28</b> 5.3% 0.0% 0.0% 14.7 106.8 3.8 159.1 29.9	30,367 3,541 52,326 10,077 13,426 48,919 42,647 10,095 1,532 12,858 <b>406.37</b> 5.1% 0.0% 16.1 123.8 4.2 182.3 32.8	32,303 3,891 55,482 10,903 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	34,528 4,352 61,179 12,068 16,244 56,904 49,978 12,048 1,760 15,036 477.84 3.6% 0.0% 0.0%
VFR         126.2         192.3         208.3         232.0         254.0         21.4         42.0         60.6         81.5         109.4         155.5         180.8         191.9         208.2           Business & Conference         16.9         28.6         31.5         37.2         42.0         4.3         9.7         14.1         24.0         29.3         33.6         36.4         40.0         44.9           Sport         0.9         7.7         8.3         8.5         8.8         1.8         3.0         4.8         5.0         5.1         5.1         5.3         5.7         6.1	Europe New Zealand USA Other Countries Arrivals, by purpose (persons) Holiday 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	19,259 1,421 35,346 6,036 8,782 24,585 33,057 4,868 319 14,366 253.36 0.0% 0.0% 14.5 74.5 1.7 114.0 20.8	36,448 3,452 58,788 10,632 15,413 53,496 46,944 7,624 2,498 22,201 <b>461.06</b> 82.0% 0.0% 18.7 147.8 4.3 200.6 36.9	39,662 3,810 64,091 11,694 17,252 58,359 51,094 8,320 2,658 24,976 507.73 68.1% 0.0% 21.6 161.5 4.8 220.7 39.3	43,833 4,180 70,007 12,764 18,935 63,611 55,599 9,879 2,722 27,702 <b>565.52</b> 55.6% 0.0% 25.3 177.8 247.2 42.8	47,963 4,575 77,055 14,584 20,465 70,053 60,831 11,160 2,843 30,769 <b>618.33</b> 46.9% 0.0% 0.0% 28.6 193.3 5.6 268.4 49.1	4,554 691 8,743 2,014 1,667 7,865 5,523 1,567 469 3,615 <b>56.90</b> 8.7% 0.0% 0.0%	8,552 1,332 15,811 4,409 3,540 15,891 10,797 2,915 919 5,765 114.91 6.6% 0.0% 0.0%	12,390 1,777 22,639 5,495 5,202 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	15,635 2,596 28,740 6.355 8,283 20,180 7,162 1,428 8,748 219,49 6.0% 0.0% 9.0 59.3 2.8 100.0 20.5	19,092 2,971 34,257 7,375 10,203 33,871 24,551 8,371 1,475 10,209 272.89 5.7% 0.0% 10.7 78.3 3.4 122.2 23.7	25,813 3,226 45,296 9,050 12,117 42,830 35,882 9,432 1,487 11,674 <b>357,28</b> 5.3% 0.0% 0.0% 14.7 106.8 3.8 159.1 29.9	30,367 3,541 52,326 10,077 13,426 48,919 42,647 10,095 1,532 12,858 <b>406.37</b> 5.1% 0.0% 16.1 123.8 4.2 182.3 32.8	32,303 3,891 55,482 10,903 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	34,528 4,352 61,179 12,068 16,244 56,904 49,978 12,048 1,760 15,036 477.84 3.6% 0.0% 0.0%
Business & Conference     16.9     28.6     31.5     37.2     42.0     4.3     9.7     14.1     24.0     29.3     33.6     36.4     40.0     44.9       Sport     0.9     7.7     8.3     8.5     8.8     1.8     3.0     4.8     5.0     5.1     5.1     5.3     5.7     6.1	Europe New Zealand USA Other Countries Arrivals, by purpose (persons) Holiday 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)	19,259 1,421 35,346 6,036 8,782 24,585 33,057 4,868 319 14,366 253.36 0.0% 0.0% 14.5 74.5 1.7 114.0 20.8 27.8	36,448 3,452 58,788 10,632 15,413 53,496 46,944 7,624 2,498 22,201 461.06 82.0% 0.0% 0.0% 18.7 147.8 4.3 200.6 36.9 52.8	39,662 3,810 64,091 11,694 17,252 58,359 51,094 8,320 2,658 24,976 507.73 68.1% 0.0% 0.0% 21.6 161.5 4.8 220.7 39.3 59.9	43,833 4,180 70,007 12,764 18,935 63,611 55,599 9,879 2,722 27,702 565,52 55,6% 0.0% 0.0% 25.3 177.8 5.2 247.2 42.8 67.2	47,963 4,575 77,055 14,584 20,465 70,053 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	4,554 691 8,743 2,014 1,667 7,865 5,523 1,567 469 3,615 <b>56.90</b> 8.7% 0.0% 0.0% 3.8 13.6 0.6 26.1 6.9 5.9	8,552 1,332 15,811 4,409 3,540 15,891 10,797 2,915 919 5,765 114,91 6,6% 0.0% 0.0% 6.7 29,7 1.4 51.9 13.1	12,390 1,777 22,639 5,495 5,202 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	15,635 2,596 28,740 6,355 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	19,092 2,971 34,257 7,375 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	25,813 3,226 45,296 45,296 9,050 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	30,367 3,541 52,326 10,077 13,426 48,919 42,647 10,095 1,532 12,858 <b>406.37</b> 5.1% 0.0% 0.0% 16.1 123.8 4.2 182.3 32.8 47.1	32,303 3,891 55,482 10,903 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	34,528 4,352 61,179 12,068 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
Sport 0.9 7.7 8.3 8.5 8.8 1.8 3.0 4.8 5.0 5.1 5.1 5.3 5.7 6.1	Europe New Zealand USA Other Countries Arrivals, by purpose (persons) Holiday 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	19,259 1,421 35,346 6,036 8,782 24,585 33,057 4,868 319 14,366 253,36 0.0% 0.0% 14.5 74.5 1.7 114.0 20.8 27.8	36,448 3,452 58,788 10,632 15,413 53,496 46,944 7,624 2,498 22,201 461.06 82.0% 0.0% 0.0% 18.7 147.8 4.3 200.6 36.9 52.8	39,662 3,810 64,091 11,694 17,252 58,359 51,094 8,320 2,658 24,976 507.73 68.1% 0.0% 0.0% 21.6 161.5 4.8 220.7 39.3 59.9	43,833 4,180 70,007 12,764 18,935 63,611 55,599 9,879 2,722 27,702 565.52 55.6% 0.0% 0.0% 25.3 177.8 5.2 247.2 42.8 67.2	47,963 4,575 77,055 14,584 20,465 70,053 60,831 11,160 2,843 30,769 <b>618.33</b> 46.9% 0.0% 0.0% 28.6 193.3 5.6 268.4 49.1 73.3	4,554 691 8,743 2,014 1,667 7,865 5,523 1,567 469 3,615 <b>56.90</b> 8.7% 0.0% 0.0% 0.06 26.1 6.9 5.9	8,552 1,332 15,811 4,409 3,540 15,891 10,797 2,915 919 5,765 114.91 6.6% 0.0% 0.0% 6.7 29.7 1.4 51.9 13.1 12.0	12,390 1,777 22,639 5,495 5,202 22,503 15,587 4,093 1,364 7,276 166.40 4.4% 0.0% 0.0% 0.0% 1.9 76.7 18.2 17.3	15,635 2,596 28,740 6,355 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	19,092 2,971 34,257 7,375 10,203 33,871 24,551 8,371 1,475 10,209 272.89 5.7% 0.0% 0.0% 0.0% 10.7 78.3 3.4 122.2 23.7 34.5	25,813 3,226 45,226 45,226 9,050 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	30,367 3,541 52,326 10,077 13,426 48,919 42,647 10,095 1,532 12,858 <b>406.37</b> 5.1% 0.0% 0.0% 0.0% 16.1 123.8 4.2 182.3 32.8 47.1	32,303 3,891 55,482 10,903 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	34,528 4,352 61,179 12,068 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
	Europe New Zealand USA Other Countries Arrivals, by purpose (persons) Holiday 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	19,259 1,421 35,346 6,036 8,782 24,585 33,057 4,868 319 14,366 253.36 0.0% 0.0% 14.5 74.5 1.7 114.0 20.8 27.8	36,448 3,452 58,788 10,632 15,413 53,496 46,944 7,624 2,498 22,201 <b>461.06</b> 82.0% 0.0% 0.0% 18.7 147.8 4.3 200.6 36.9 52.8	39,662 3,810 64,091 11,694 17,252 58,359 51,094 8,320 2,658 24,976 507.73 68.1% 0.0% 21.6 161.5 4.8 220.7 39.3 59.9 185.90 208.3	43,833 4,180 70,007 12,764 18,935 63,611 55,599 9,879 2,722 27,702 <b>565.52</b> 55.6% 0.0% 25.3 177.8 247.2 42.8 67.2	47,963 4,575 77,055 14,584 20,465 70,053 60,831 11,160 2,843 30,769 <b>618.33</b> 46.9% 0.0% 0.0% 28.6 193.3 5.6 268.4 49.1 73.3	4,554 691 8,743 2,014 1,667 7,865 5,523 1,567 469 3,615 <b>56.90</b> 8.7% 0.0% 0.0% 0.0% 0.6 26.1 6.9 5.9	8,552 1,332 15,811 4,409 3,540 15,891 10,797 2,915 919 5,765 114.91 6.6% 0.0% 0.0% 6.7 29.7 1.4 51.9 13.1 12.0	12,390 1,777 22,639 5,495 5,202 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	15,635 2,596 28,740 6.355 8,283 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	19,092 2,971 34,257 7,375 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	25,813 3,226 45,296 9,050 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	30,367 3,541 52,326 10,077 13,426 48,919 42,647 10,095 1,532 12,858 <b>406.37</b> 5.1% 0.0% 0.0% 16.1 123.8 4.2 182.3 32.8 47.1 156.36 180.8	32,303 3,891 55,482 10,903 14,850 51,892 45,678 10,671 13,986 434,84 3.6% 0.0% 0.0% 16.6 132.8 4.6 192.4 36.3 52.2	34,528 4,352 61,179 12,068 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
1 55.5   5	Europe New Zealand USA Other Countries Arrivals, by purpose (persons) Holiday 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	19,259 1,421 35,346 6,036 8,782 24,585 33,057 4,868 319 14,366 253,36 0.0% 0.0% 0.0% 14.5 74.5 1.7 114.0 20.8 27.8 70.5 126.2 16.9	36,448 3,452 58,788 10,632 15,413 53,496 46,944 7,624 2,498 22,201 461.06 82.0% 0.0% 0.0% 18.7 147.8 4.3 200.6 36.9 52.8	39,662 3,810 64,091 11,694 17,252 58,359 51,094 8,320 2,658 24,976 507.73 68.1% 0.0% 0.0% 21.6 161.5 4.8 220.7 39.3 59.9	43,833 4,180 70,007 12,764 18,935 63,611 55,599 9,879 2,722 27,702 565,52 55,6% 0.0% 0.0% 25.3 177.8 5.2 247.8 67.2	47,963 4,575 77,055 14,584 20,465 70,053 60,831 11,160 2,843 30,769 618.33 46.9% 0.0% 28.6 193.3 5.6 268.4 49.1 73.3	4,554 691 8,743 2,014 1,667 7,865 5,523 1,567 469 3,615 <b>56.90</b> 8.7% 0.0% 0.0% 3.8 13.6 0.6 26.1 6.9 5.9	8,552 1,332 15,811 4,409 3,540 15,891 10,797 2,915 919 5,765 114,91 6,6% 0.0% 0.0% 6.7 29.7 1.4 51.9 12.0 49.19 42.0 9.7	12,390 1,777 22,639 5,495 5,202 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	15,635 2,596 28,740 6,355 8,283 27,963 20,180 7,162 1,428 8,748 219,49 6.0% 0.0% 0.0% 0.0% 9.0 59.3 2.8 100.0 20.5 28.0	19,092 2,971 34,257 7,375 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	25,813 3,226 45,296 9,050 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	30,367 3,541 52,326 10,077 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	32,303 3,891 55,482 10,903 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	34,528 4,352 61,179 12,068 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
	Europe New Zealand USA Other Countries Arrivals, by purpose (persons) Holiday 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 Sport	19,259 1,421 35,346 6,036 8,782 24,585 33,057 4,868 319 14,366 253.36 0.0% 0.0% 0.0% 14.5 74.5 1.7 114.0 20.8 27.8 70.5 126.9 0.9	36,448 3,452 58,788 10,632 15,413 53,496 46,944 7,624 2,498 22,201 461.06 82.0% 0.0% 0.0% 18.7 147.8 4.3 200.6 36.9 52.8 170.32 192.3 28.6 7.7	39,662 3,810 64,091 11,694 17,252 58,359 51,094 8,320 2,658 24,976 507.73 68.1% 0.0% 0.0% 21.6 161.5 4.8 220.7 39.3 59.3 59.3 59.3 59.3 59.3 59.3 59.3	43,833 4,180 70,007 12,764 18,935 63,611 55,599 9,879 2,722 27,702 565,52 55,6% 0.0% 0.0% 25.3 177.8 5.2 247.2 42.8 67.2 207.68 232.0 37.2 8.5	47,963 4,575 77,055 14,584 20,465 70,053 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 73.3 228.97 254.0 42.0 8.8	4,554 691 8,743 2,014 1,667 7,865 5,523 1,567 469 3,615 <b>56.90</b> 8.7% 0.0% 0.0% 3.8 13.6 0.6 26.1 6.9 5.9 22.62 21.4 4.3 1.8	8,552 1,332 15,811 4,409 3,540 15,891 10,797 2,915 919 5,765 114,91 6,6% 0.0% 0.0% 6.7 29,7 1.4 51.9 13.1 12.0 49.19 42.0 9,7 3.0	12,390 1,777 22,639 5,495 5,202 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 72.87 60.6 14.1 4.8	15,635 2,596 28,740 6,355 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 28.5 8,57 81.5 24.0 5.0	19,092 2,971 34,257 7,375 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 34.5 106.84 109.4 29.3 5.1	25,813 3,226 45,296 45,296 9,050 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 29.9 136.86 155.5 33.6 5.1	30,367 3,541 52,326 10,077 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 5.3	32,303 3,891 55,482 10,903 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	34,528 4,352 61,179 12,068 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

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

# VISITOR EARNINGS & REMITTANCES REPORT

Table 2.

#### INFLOW OF PRIVATE REMITTANCES

#### AMOUNTS IN TALA MILLION

		1												
Amount in Tala Millions	Mar-23	Mar-24	Apr-24	May-24	Jun-24	Jul-24	Aug-24	Sep-24	Oct-24	Nov-24	Dec-24	Jan-25	Feb-25	Mar-25
By Recipient (Tala Miilions)	64.72	72.28	75.24	81.30	67.19	81.46	91.29	67.57	70.07	73.62	93.45	68.05	61.39	67.78
Banknotes	3.90	4.38	4.46	7.26	4.92	4.62	5.84	4.77	3.81	5.94	5.87	6.98	5.29	5.24
Churches, school, Charities	2.67	6.72	12.86	10.88	5.12	4.92	13.00	3.24	3.24	6.29	7.85	2.98	4.06	2.28
Individual/Family/Households	56.81	59.33	52.45	60.40	51.98	65.07	70.86	57.98	61.16	58.19	78.17	56.57	50.58	58.78
In Kind	0.78	0.63	1.15	0.68	0.83	0.83	0.95	0.72	0.99	0.82	0.74	0.84	0.73	0.76
Pensions by residents	0.55	0.73	0.67	1.04	0.60	0.71	0.64	0.77	0.51	0.68	0.82	0.66	0.58	0.70
Others	0.02	0.48	3.65	1.05	3.73	5.31	0.00	0.09	0.36	1.71	0.01	0.02	0.15	0.01
By Country (Tala Millions)	64.72	72.28	75.24	81.30	67.19	81.46	91.29	67.57	70.07	73.62	93.45	68.05	61.39	67.78
USA	8.83	12.19	12.59	15.22	11.63	14.61	15.65	10.86	12.14	12.27	14.19	12.46	11.27	12.99
New Zealand	27.77	28.69	28.18	33.22	26.10	27.43	28.49	24.34	23.59	27.44	33.08	22.71	21.94	23.38
Australia	22.95	22.74	21.26	24.14	22.40	34.11	36.12	27.70	28.49	25.77	36.32	28.39	22.64	25.71
American Samoa	4.05	4.58	4.10	5.07	3.35	3.47	3.96	3.21	4.11	4.12	3.56	2.66	2.82	4.18
Others	1.12	4.08	9.11	3.66	3.72	1.85	7.07	1.46	1.74	4.03	6.30	1.83	2.71	1.51
By Channel (%)														
Banks	14.0%	27.4%	31.4%	30.3%	27.5%	25.3%	29.4%	19.3%	19.8%	28.5%	26.7%	24.7%	25.1%	21.9%
Non Banks (1)	86.0%	72.6%	68.6%	69.7%	72.5%	74.7%	70.6%	80.7%	80.2%	71.5%	73.3%	75.3%	74.9%	78.1%
Total Remittances (Tala Millions)	64.72	72.28	75.24	81.30	67.19	81.46	91.29	67.57	70.07	73.62	93.45	68.05	61.39	67.78
First Number of Months up to	9 months	9 months	10 months	11 months	12 months	1st	2 months	3 months	4 months	5 months	6 months	7 months	8 months	9 months
	to Mar 23	to Mar 24	to Apr 24	to May 24	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
Total Remittances (Tala Millions)	632.60	653.24	728.47	809.77	876.96	81.46	172.75	240.31	310.39	384.01	477.46	545.51	606.89	674.67
Percentage Change (over same period last year)	18.5%	3.3%	6.7%	6.8%	= +01		11.8%	8.3%	7.7%	5.2%				
3 year average (%)			0.770	0.8%	5.4%	9.7%	11.8%		7.7%	5.2%	5.7%	5.1%	4.5%	3.3%
	9.4%	14.7%	14.4%	13.8%	5.4% 13.7%	9.7% 12.9%	13.0%	12.3%	7.7% 10.1%	11.4%	5.7% 12.1%	5.1% 12.8%	4.5% 12.9%	3.3% 12.7%
5 year average (%)	9.4% 12.2%	14.7% 12.3%						12.3% 12.7%						
_ : : : : : : : : : : : : : : : : : : :	l l		14.4%	13.8%	13.7%	12.9%	13.0%		10.1%	11.4%	12.1%	12.8%	12.9%	12.7%
5 year average (%)	l l		14.4%	13.8%	13.7%	12.9%	13.0%		10.1%	11.4%	12.1%	12.8%	12.9%	12.7%
5 year average (%) By Recipient (Tala Miilions)	12.2%	12.3%	14.4% 11.5%	13.8% 11.2%	13.7% 11.4%	12.9% 15.4%	13.0% 12.6%	12.7%	10.1% 11.9%	11.4% 12.0%	12.1% 10.7%	12.8% 10.7%	12.9% 10.6%	12.7% 10.0%
5 year average (%)  By Recipient (Tala Miilions)  Hand Carried Cash	12.2% 44.02	12.3% 50.88	14.4% 11.5% 55.34	13.8% 11.2% 62.60	13.7% 11.4% 67.52	12.9% 15.4% 4.62	13.0% 12.6% 10.46	12.7% 15.23	10.1% 11.9% 19.04	11.4% 12.0% 24.98	12.1% 10.7% 30.85	12.8% 10.7% 37.82	12.9% 10.6% 43.12	12.7% 10.0% 48.36
5 year average (%) By Recipient (Tala Miilions) Hand Carried Cash Churches, school, Charities	12.2% 44.02 21.65	12.3% 50.88 48.83	14.4% 11.5% 55.34 61.69	13.8% 11.2% 62.60 72.56	13.7% 11.4% 67.52 77.69	12.9% 15.4% 4.62 4.92	13.0% 12.6% 10.46 17.91	12.7% 15.23 21.15	10.1% 11.9% 19.04 24.39	11.4% 12.0% 24.98 30.68	12.1% 10.7% 30.85 38.53	12.8% 10.7% 37.82 41.50	12.9% 10.6% 43.12 45.56	12.7% 10.0% 48.36 47.85
5 year average (%) By Recipient (Tala Miilions) Hand Carried Cash Churches, school, Charities Individual/Family/Households	12.2% 44.02 21.65 551.83	12.3% 50.88 48.83 531.74	14.4% 11.5% 55.34 61.69 584.19	13.8% 11.2% 62.60 72.56 644.59	13.7% 11.4% 67.52 77.69 696.57	12.9% 15.4% 4.62 4.92 65.07	13.0% 12.6% 10.46 17.91 135.93	12.7% 15.23 21.15 193.91	10.1% 11.9% 19.04 24.39 255.07	11.4% 12.0% 24.98 30.68 313.26	12.1% 10.7% 30.85 38.53 391.43	12.8% 10.7% 37.82 41.50 448.00	12.9% 10.6% 43.12 45.56 498.58	12.7% 10.0% 48.36 47.85 557.35
5 year average (%)  By Recipient (Tala Miilions)  Hand Carried Cash  Churches, school, Charities  Individual/Family/Households  In Kind	12.2% 44.02 21.65 551.83 7.29	12.3% 50.88 48.83 531.74 7.07	14.4% 11.5% 55.34 61.69 584.19 8.22	13.8% 11.2% 62.60 72.56 644.59 8.90	13.7% 11.4% 67.52 77.69 696.57 9.73	12.9% 15.4% 4.62 4.92 65.07 0.83	13.0% 12.6% 10.46 17.91 135.93 1.78	12.7% 15.23 21.15 193.91 2.50	10.1% 11.9% 19.04 24.39 255.07 3.49	11.4% 12.0% 24.98 30.68 313.26 4.31	12.1% 10.7% 30.85 38.53 391.43 5.05	12.8% 10.7% 37.82 41.50 448.00 5.89	12.9% 10.6% 43.12 45.56 498.58 6.62	12.7% 10.0% 48.36 47.85 557.35 7.38
5 year average (%)  By Recipient (Tala Miilions)  Hand Carried Cash  Churches, school, Charities  Individual/Family/Households  In Kind  Pensions by residents	12.2% 44.02 21.65 551.83 7.29 6.27	12.3% 50.88 48.83 531.74 7.07 6.49	14.4% 11.5% 55.34 61.69 584.19 8.22 7.15	13.8% 11.2% 62.60 72.56 644.59 8.90 8.19	13.7% 11.4% 67.52 77.69 696.57 9.73 8.79	12.9% 15.4% 4.62 4.92 65.07 0.83 0.71	13.0% 12.6% 10.46 17.91 135.93 1.78 1.35	12.7% 15.23 21.15 193.91 2.50 2.12	10.1% 11.9% 19.04 24.39 255.07 3.49 2.63	11.4% 12.0% 24.98 30.68 313.26 4.31 3.32	12.1% 10.7% 30.85 38.53 391.43 5.05 4.13	12.8% 10.7% 37.82 41.50 448.00 5.89 4.79	12.9% 10.6% 43.12 45.56 498.58 6.62 5.37	12.7% 10.0% 48.36 47.85 557.35 7.38 6.07
5 year average (%)  By Recipient (Tala Miilions)  Hand Carried Cash  Churches, school, Charities  Individual/Family/Households  In Kind  Pensions by residents  Others	12.2% 44.02 21.65 551.83 7.29 6.27	12.3% 50.88 48.83 531.74 7.07 6.49	14.4% 11.5% 55.34 61.69 584.19 8.22 7.15	13.8% 11.2% 62.60 72.56 644.59 8.90 8.19	13.7% 11.4% 67.52 77.69 696.57 9.73 8.79	12.9% 15.4% 4.62 4.92 65.07 0.83 0.71	13.0% 12.6% 10.46 17.91 135.93 1.78 1.35	12.7% 15.23 21.15 193.91 2.50 2.12	10.1% 11.9% 19.04 24.39 255.07 3.49 2.63	11.4% 12.0% 24.98 30.68 313.26 4.31 3.32	12.1% 10.7% 30.85 38.53 391.43 5.05 4.13	12.8% 10.7% 37.82 41.50 448.00 5.89 4.79	12.9% 10.6% 43.12 45.56 498.58 6.62 5.37	12.7% 10.0% 48.36 47.85 557.35 7.38 6.07
5 year average (%) By Recipient (Tala Miilions) Hand Carried Cash Churches, school, Charities Individual/Family/Households In Kind Pensions by residents Others By Country (Tala Millions)	12.2% 44.02 21.65 551.83 7.29 6.27 1.53	12.3% 50.88 48.83 531.74 7.07 6.49 8.23	14.4% 11.5% 55.34 61.69 584.19 8.22 7.15 11.88	13.8% 11.2% 62.60 72.56 644.59 8.90 8.19 12.94	13.7% 11.4% 67.52 77.69 696.57 9.73 8.79 16.67	12.9% 15.4% 4.62 4.92 65.07 0.83 0.71 5.31	13.0% 12.6% 10.46 17.91 135.93 1.78 1.35 5.32	12.7% 15.23 21.15 193.91 2.50 2.12 5.40	10.1% 11.9% 19.04 24.39 255.07 3.49 2.63 5.76	11.4% 12.0% 24.98 30.68 313.26 4.31 3.32 7.47	12.1% 10.7% 30.85 38.53 391.43 5.05 4.13 7.48	12.8% 10.7% 37.82 41.50 448.00 5.89 4.79 7.50	12.9% 10.6% 43.12 45.56 498.58 6.62 5.37 7.65	12.7% 10.0% 48.36 47.85 557.35 7.38 6.07 7.66
5 year average (%) By Recipient (Tala Miilions) Hand Carried Cash Churches, school, Charities Individual/Family/Households In Kind Pensions by residents Others By Country (Tala Millions) USA	12.2% 44.02 21.65 551.83 7.29 6.27 1.53 89.77	12.3% 50.88 48.83 531.74 7.07 6.49 8.23 114.74	14.4% 11.5% 55.34 61.69 584.19 8.22 7.15 11.88	13.8% 11.2% 62.60 72.56 644.59 8.90 8.19 12.94	13.7% 11.4% 67.52 77.69 696.57 9.73 8.79 16.67	12.9% 15.4% 4.62 4.92 65.07 0.83 0.71 5.31	13.0% 12.6% 10.46 17.91 135.93 1.78 1.35 5.32	12.7% 15.23 21.15 193.91 2.50 2.12 5.40 41.11	10.1% 11.9% 19.04 24.39 255.07 3.49 2.63 5.76	11.4% 12.0% 24.98 30.68 313.26 4.31 3.32 7.47	12.1% 10.7% 30.85 38.53 391.43 5.05 4.13 7.48	12.8% 10.7% 37.82 41.50 448.00 5.89 4.79 7.50	12.9% 10.6% 43.12 45.56 498.58 6.62 5.37 7.65	12.7% 10.0% 48.36 47.85 557.35 7.38 6.07 7.66
5 year average (%)  By Recipient (Tala Miilions)  Hand Carried Cash  Churches, school, Charities  Individual/Familly/Households  In Kind  Pensions by residents  Others  By Country (Tala Millions)  USA  New Zealand	12.2% 44.02 21.65 551.83 7.29 6.27 1.53 89.77 254.13	12.3% 50.88 48.83 531.74 7.07 6.49 8.23 114.74 246.66	14.4% 11.5% 55.34 61.69 584.19 8.22 7.15 11.88 127.33 274.83	13.8% 11.2% 62.60 72.56 644.59 8.90 8.19 12.94 142.56 308.05	13.7% 11.4% 67.52 77.69 696.57 9.73 8.79 16.67 154.18 334.15	12.9% 15.4% 4.62 4.92 65.07 0.83 0.71 5.31 14.61 27.43	13.0% 12.6% 10.46 17.91 135.93 1.78 1.35 5.32 30.26 55.92	12.7% 15.23 21.15 193.91 2.50 2.12 5.40 41.11 80.25	10.1% 11.9% 19.04 24.39 255.07 3.49 2.63 5.76 53.26 103.84	11.4% 12.0% 24.98 30.68 313.26 4.31 3.32 7.47 65.52 131.28	12.1% 10.7% 30.85 38.53 391.43 5.05 4.13 7.48 79.72 164.36	12.8% 10.7% 37.82 41.50 448.00 5.89 4.79 7.50 92.18 187.07	12.9% 10.6% 43.12 45.56 498.58 6.62 5.37 7.65 103.45 209.01	12.7% 10.0% 48.36 47.85 557.35 7.38 6.07 7.66 116.43 232.40

<sup>(1)</sup> 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 %)	Mar-23	Mar-24	Apr-24	May-24	Jun-24	Jul-24	Aug-24	Sep-24	Oct-24	Nov-24	Dec-24	Jan-25	Feb-25	Mar-25
New Zealand (NZD \$200)	6.48	8.34	8.53	8.14	7.87	8.95	8.91	8.01	7.55	7.41	7.45	7.69	7.00	7.69
Australia (AUD \$200)	7.19	6.89	7.48	7.29	7.51	8.05	8.90	8.81	8.29	6.67	6.90	7.14	6.71	6.52
Average Cost of Remittances to Samoa	6.83	7.62	8 00	7 71	7.69	8 50	8 91	8 41	7 92	7 04	7 1 8	7.42	6.86	7 1 1

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

<sup>(</sup>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.

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# 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.

March 2025

# 1. VISITOR ARRIVALS<sup>1</sup> - 11,605 VISITORS

• Visitor arrivals expanded by 43.8% (or 3,535 visitors) from February 2025 and 3.2% higher than in March 2024. (See Graph 1)

## By Country (vs February 2025)

- New Zealand: up 80.5%
- American Samoa: up 75.4%
- USA: up 41.0 %
- Europe: up 31.7 %
- Australia: up 14.9 %

# By Purpose of Travel:

- Holiday: up 68.6%
- Business & Conference: up 44.4%
- Visiting friends and families: up 41.9%

#### First Nine Months of FY2024/2025:

- Total visitor arrivals increased by 2.2% (or 2,963 visitors).
- Total 135,726 visitors compared to the same period in FY2023/24.



# 2. VISITOR EARNINGS - \$43.0 MILLION

• Total visitor receipts rose by 51.1% (or \$14.5 million) over February 2025 and 4.0% higher than in March 2024.

### By Country (vs February 2025)

- New Zealand: up \$10.1 million
- USA: up \$2.1 million
- American Samoa: down \$1.3 million

#### First Nine Months of FY2024/2025:

- Total visitor earnings increased by 3.6% (or \$16.8 million).
- Totalling \$477.84 million compared to FY2023/24. (See Graph 1)

# 3. REMITTANCES - \$67.8 MILLION

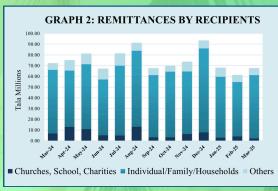
• Total remittances increased by 10.4% (or \$6.4 million) over the previous month but was 6.2% (or \$4.5 million) lower than March 2024. (See Graph 2)

# By Country (vs February 2025)

- Australia: up \$3.1 million
- USA: down \$1.7 million
- New Zealand: up \$1.4 million
- American Samoa: up \$1.4 million

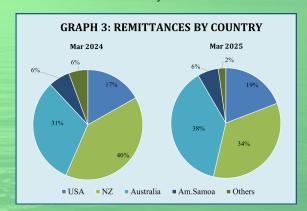
#### By Recipients:

• Family & Households: up \$8.2 million



#### First Nine Months of FY2024/2025:

- Total remittances rose by 3.3% (or \$21.4 million).
- Reaching \$674.7 million compared to FY2023/24
- o partially driven by a depreciation of the Samoan Tala against the:
  - US Dollar: by 0.9%
  - Australian Dollar: by 0.3%



# 4. CHANNEL OF REMITTANCES

#### **Commercial Banks**

• 21.9% (down from 27.4% in March 2024).

## **Money Transfer Operators**

• 78.1% (up from 72.6% in March 2024). (See Graph 4)

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

- NZD \$200 transfer: 7.69% (down from 8.34% in March 2024).
- AUD \$200 transfer: 6.52% (down from 6.89% in March 2024).

