

## 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.*

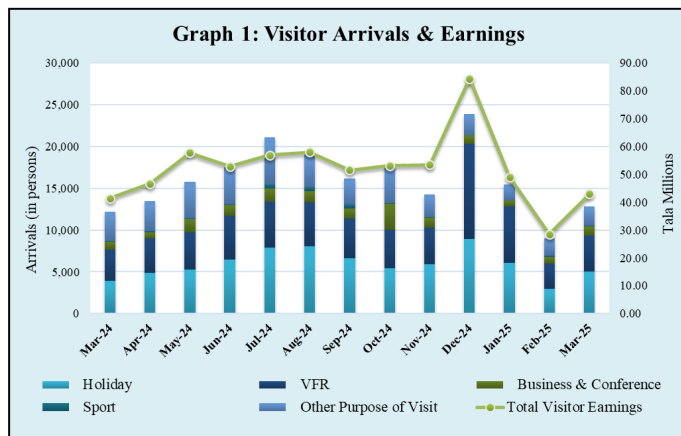
Report No.9: 2024/25

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 nine 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

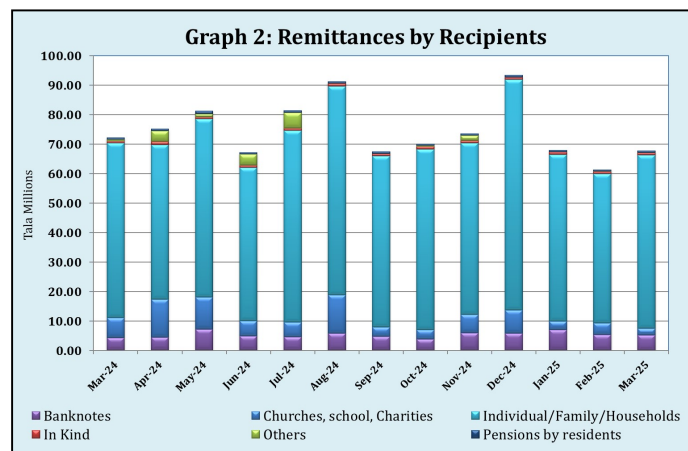
Total remittances expanded by **10.4 percent (\$6.4 million)** in the month under review, reaching a total of **\$67.8 million** when compared to the previous month. This was mainly driven by a significant increase in 'Families and households' transfers. However, total remittances were 6.2 percent (or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

<sup>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.

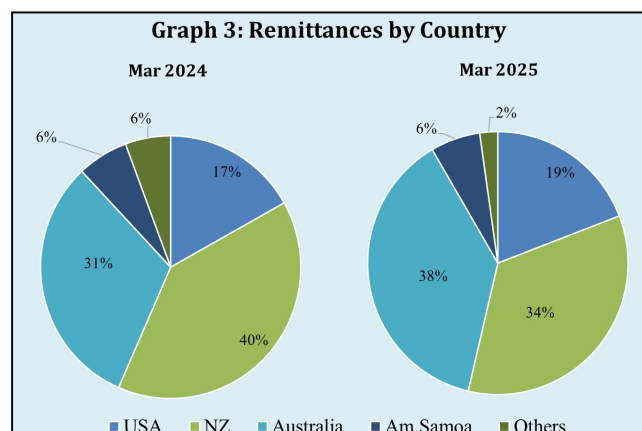
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million) lower than in the same month of 2024. (See Graph 2.)



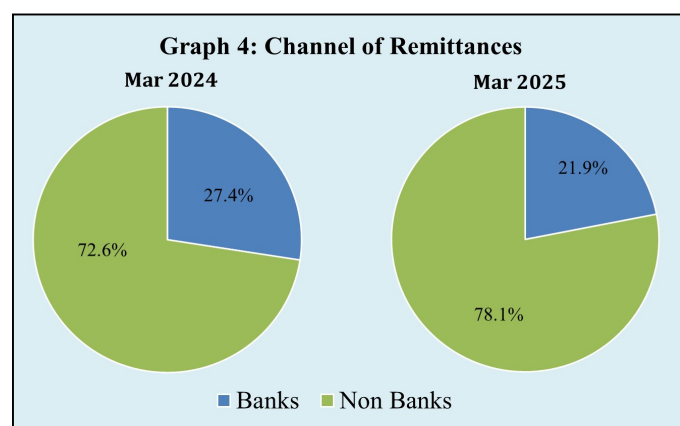
The increase from the previous month was primarily driven by expansions in funds received from Australia (up by \$3.1 million), USA (by \$1.7 million), New Zealand and American Samoa both by \$1.4 million. In terms of recipients, the largest increase was recorded for families and households (up by \$8.2 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**

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

# VISITOR EARNINGS & REMITTANCES REPORT

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

	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
<b>Total arrivals (persons)</b>	<b>10,128</b>	<b>11,242</b>	<b>12,644</b>	<b>14,106</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>Arrivals, by market (persons)</b>														
American Samoa	826	719	868	896	1,220	1,370	1,273	677	552	707	1,224	511	378	663
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
Europe	217	463	358	370	395	691	641	445	819	375	255	315	350	461
New Zealand	4,296	4,463	5,303	5,916	7,048	8,743	7,068	6,828	6,101	5,517	11,039	7,030	3,156	5,697
USA	867	1,064	1,062	1,070	1,820	2,014	2,395	1,086	860	1,020	1,675	1,027	826	1,165
Other Countries	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
<b>Arrivals, by purpose (persons)</b>														
Holiday	3,660	3,897	4,863	5,252	6,442	7,865	8,026	6,612	5,460	5,908	8,959	6,089	2,973	5,012
VFR	3,592	3,776	4,150	4,505	5,232	5,523	5,274	4,790	4,593	4,371	11,331	6,765	3,031	4,300
Business & Conference	650	938	696	1,559	1,281	1,567	1,348	1,178	3,069	1,209	1,061	663	799	1,154
Sport	37	44	160	64	121	469	450	445	64	47	12	45	139	89
Other	2,189	2,587	2,775	2,726	3,067	3,615	2,150	1,511	1,472	1,461	1,465	1,184	1,128	1,050
<b>Total earnings (tala million)</b>	<b>34.53</b>	<b>41.35</b>	<b>46.67</b>	<b>57.78</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>Earnings, by market (tala million)</b>														
American Samoa	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
Australia	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
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
New Zealand	14.16	15.58	20.03	26.50	21.22	26.10	25.82	24.74	23.32	22.27	36.86	23.15	10.15	20.28
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
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
<b>Earnings, by purpose (tala million)</b>														
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
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	16.30
Business & Conference	2.34	3.64	2.88	5.75	4.75	4.33	5.39	4.38	9.89	5.32	4.30	2.81	3.57	4.92
Sport	0.14	0.18	0.54	0.28	0.26	1.83	1.15	1.81	0.17	0.12	0.03	0.17	0.40	0.40
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
<b>Average expenditure (tala,per person)</b>	<b>3,409</b>	<b>3,678</b>	<b>3,691</b>	<b>4,096</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>Tourism Price Index</b>	<b>165.0</b>	<b>177.7</b>	<b>177.9</b>	<b>180.3</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>First Number of Months up to</b>	<b>9 months to Mar 23</b>	<b>9 months to Mar 24</b>	<b>10 months to April 24</b>	<b>11 months to May 24</b>	<b>12 months to June 24</b>	<b>1st month</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>Total Visitor Arrivals (persons)</b>	<b>77,195</b>	<b>132,763</b>	<b>145,407</b>	<b>159,513</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>
Over the past year (%)	0.0%	72.0%	59.9%	49.6%	40.9%	10.2%	7.5%	4.5%	5.6%	4.8%	4.0%	3.7%	2.1%	2.2%
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	6,351	8,030	8,898	9,794	11,014	1,370	2,643	3,320	3,872	4,579	5,803	6,314	6,692	7,355
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	34,528
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	58,788	64,091	70,007	77,055	8,743	15,811	22,639	28,740	34,257	45,296	52,326	55,482	61,179
USA	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	12,068
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
<b>Arrivals, by purpose (persons)</b>														
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	12,048
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
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
<b>Total Visitor Earnings (tala million)</b>	<b>253.36</b>	<b>461.06</b>	<b>507.73</b>	<b>565.52</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>
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%
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	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
<b>Earnings, by purpose (tala million)</b>														
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	184.46
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
Other	38.8	62.1	73.8	80.0	84.6	6.7	11.0	14.1	20.4	22.3	26.2	27.5	30.4	34.2

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

# VISITOR EARNINGS & REMITTANCES REPORT

March 2025

Table 2.

## INFLOW OF PRIVATE REMITTANCES

### AMOUNTS IN TALA MILLION

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
<b>By Recipient (Tala Millions)</b>	<b>64.72</b>	<b>72.28</b>	<b>75.24</b>	<b>81.30</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>
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
<b>By Country (Tala Millions)</b>	<b>64.72</b>	<b>72.28</b>	<b>75.24</b>	<b>81.30</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>
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
<b>By Channel (%)</b>														
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%
<b>Total Remittances (Tala Millions)</b>	<b>64.72</b>	<b>72.28</b>	<b>75.24</b>	<b>81.30</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>
First Number of Months up to	9 months to Mar 23	9 months to Mar 24	10 months to Apr 24	11 months to May 24	12 months to June 24	1st month to Aug 24	2 months to Aug 24	3 months to Sep 24	4 months to Oct 24	5 months to Nov 24	6 months to Dec 24	7 months to Jan 25	8 months to Feb 25	9 months to Mar 25
<b>Total Remittances (Tala Millions)</b>	<b>632.60</b>	<b>653.24</b>	<b>728.47</b>	<b>809.77</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>
Percentage Change (over same period last year)	18.5%	3.3%	6.7%	6.8%	5.4%	9.7%	11.8%	8.3%	7.7%	5.2%	5.7%	5.1%	4.5%	3.3%
3 year average (%)	9.4%	14.7%	14.4%	13.8%	13.7%	12.9%	13.0%	12.3%	10.1%	11.4%	12.1%	12.8%	12.9%	12.7%
5 year average (%)	12.2%	12.3%	11.5%	11.2%	11.4%	15.4%	12.6%	12.7%	11.9%	12.0%	10.7%	10.7%	10.6%	10.0%
<b>By Recipient (Tala Millions)</b>														
Hand Carried Cash	44.02	50.88	55.34	62.60	67.52	4.62	10.46	15.23	19.04	24.98	30.85	37.82	43.12	48.36
Churches, school, Charities	21.65	48.83	61.69	72.56	77.69	4.92	17.91	21.15	24.39	30.68	38.53	41.50	45.56	47.85
Individual/Family/Households	551.83	531.74	584.19	644.59	696.57	65.07	135.93	193.91	255.07	313.26	391.43	448.00	498.58	557.35
In Kind	7.29	7.07	8.22	8.90	9.73	0.83	1.78	2.50	3.49	4.31	5.05	5.89	6.62	7.38
Pensions by residents	6.27	6.49	7.15	8.19	8.79	0.71	1.35	2.12	2.63	3.32	4.13	4.79	5.37	6.07
Others	1.53	8.23	11.88	12.94	16.67	5.31	5.32	5.40	5.76	7.47	7.48	7.50	7.65	7.66
<b>By Country (Tala Millions)</b>														
USA	89.77	114.74	127.33	142.56	154.18	14.61	30.26	41.11	53.26	65.52	79.72	92.18	103.45	116.43
New Zealand	254.13	246.66	274.83	308.05	334.15	27.43	55.92	80.25	103.84	131.28	164.36	187.07	209.01	232.40
Australia	234.32	231.44	252.70	276.84	299.23	34.11	70.23	97.93	126.42	152.19	188.51	216.89	239.54	265.25
American Samoa	38.57	32.58	36.68	41.75	45.10	3.47	7.43	10.64	14.75	18.87	22.44	25.09	27.92	32.10
Others	15.82	27.82	36.93	40.58	44.30	1.85	8.91	10.38	12.11	16.14	22.44	24.27	26.98	28.49

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

(rev) - Remittances data starting from May 2017 up to December 2018 have been revised to reflect updates and amendments to the international transactions reported by commercial banks and money transfer operators.

Table 3.

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

Average Cost of Sending (in %)	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	7.18	7.42	6.86	7.11

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



# VISITOR EARNINGS & REMITTANCES REPORT

## MARCH 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.9: 2024/25

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)

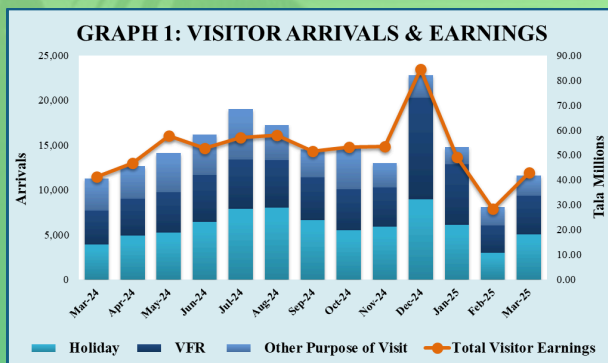
- New Zealand: up 80.5%
- American Samoa: up 75.4%
- USA: up 41.0 %
- Europe : up 31.7 %
- Australia: up 14.9 %

#### 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

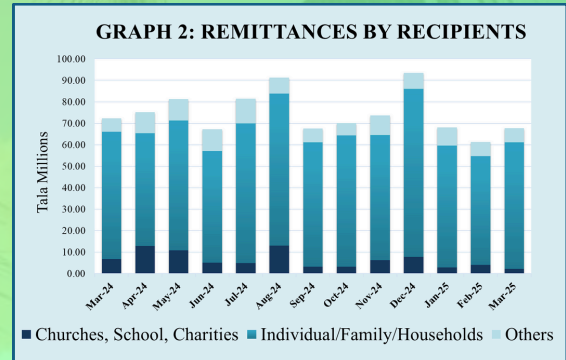
- Total remittances increased by **10.4% (or \$6.4 million)** over the previous month but was 6.2% (or \$4.5 million) lower than March 2024. (See Graph 2)

#### 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

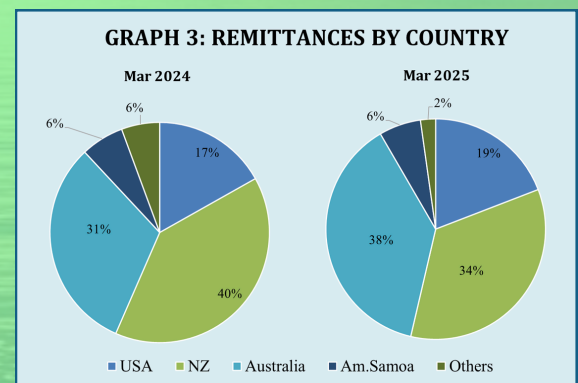
#### By Recipients:

- 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
- 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

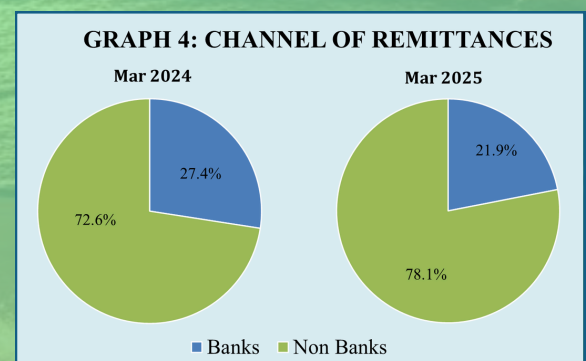
- 21.9% (down from 27.4% in March 2024).

#### 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).



<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.

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