

## VISITOR EARNINGS & REMITTANCES REPORT MAY 2024

*This report is a monthly release of the latest available indicators on the tourism sector and private remittances, with information sourced from the Central Bank, Samoa Bureau of Statistics and the Ministry of Customs and Revenue.*

Report No.11: 2023/24

May 2024

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

Total visitor arrivals rose for third month in a row, up by **11.6 percent (or 1,462 visitors) to 14,106 visitors** over April 2024 but was 10.3 percent (or 1,613 visitors) lower when compared to the same month of last year.

During the month under review, there were several local events and meetings that contributed to the expansion of visitor arrivals, such as the Malua Annual Conference for Congregational Church of Samoa (CCCS), Mother’s Day celebration and preparations in the lead up to Independence Day celebration in June 2024.

Underpinning this growth over the previous month were boost in visitors from Australia (up by 29.8 percent), New Zealand (by 11.6 percent), American Samoa (up by 3.2 percent), US (by 0.8 percent). By purpose of visit, majority of this improvement came from those who were here for ‘Business and Conference’, ‘Visiting Families and Friends’ and ‘Holiday’ by 124.0 percent, 8.6 percent and 8.0 percent.

As a result, **total visitor receipts edged up further by 23.8 percent (or \$11.1 million) to \$57.8 million** over the previous month but was 5.6 percent (or \$3.4 million) lower over the same month of 2023. Largely responsible for this increase over April 2024 were higher earnings from USA (up 42.5 percent), New Zealand (up 32.3 percent), American Samoa (up 27.6 percent), Australia (up 19.8 percent) and ‘Other Countries’ (up by 2.2 percent). Proceeds

from visitors such as ‘Business and Conference’, ‘Visiting Friends and Relatives’ and ‘Holiday’ went up by 99.9 percent, 48.7 percent and 38.9 percent respectively.



Moreover, total arrivals in the first eleven months of **FY2023/24 totalled 159,513 visitors**, which was 49.6 percent (or 52,879 visitors) higher than the same period of FY2022/23. Also, total **visitor earnings amounted to \$565.5 million**, which was 55.7 percent (or \$202.2 million) higher than in the same period of 2023.

### Remittances

Total **monthly remittances rose by a seasonal 8.0 percent (or \$6.0 million) to \$81.2 million** over the previous month and was 7.2 percent (or \$5.5 million) higher than the same month last year.

Accounting for this improvement over the previous month were higher funds received from New Zealand, (up \$5.0 million), Australia (up \$2.9 million), USA (up \$2.6 million) and American Samoa (up \$1.0 million). By recipients, increases were recorded for ‘Family and households’ and

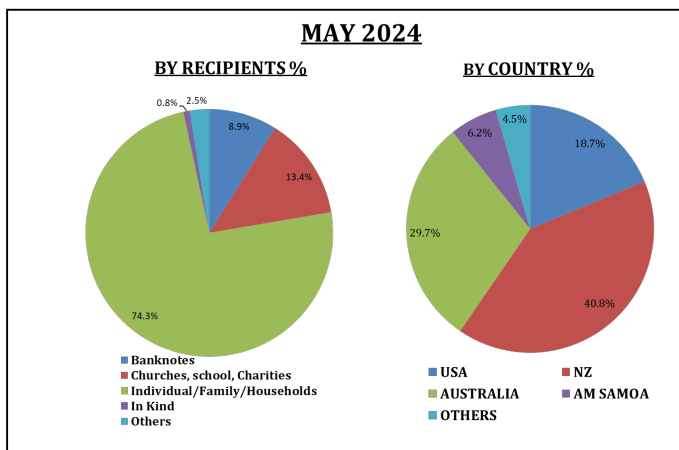
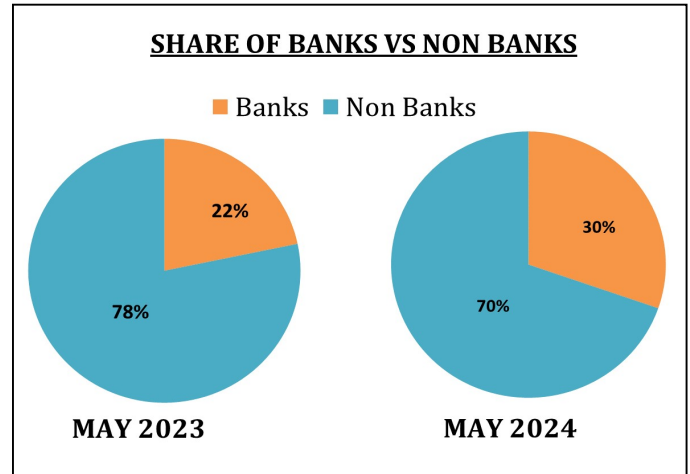
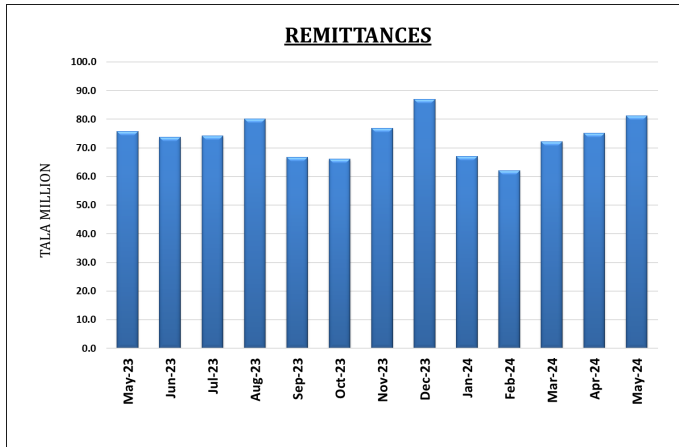
<sup>1</sup> Samoa re-opened its border to international travelers on 1<sup>st</sup> August 2022. Cruise ship tourists are not counted as tourist as they are only in Samoa for a day but their spending is included as part of tourism earnings.

# VISITOR EARNINGS & REMITTANCES REPORT

May 2024

'Hand-carried cash' by \$7.9 million and \$2.8 million in that order.

The monthly share of total remittances received through Money Transfer Operators (MTO's) fell to 69.7 percent in May 2024 from 78.3 percent in May 2023 while funds received through commercial banks climbed up to 30.3 percent from 21.7 percent in May 2024.



The average monthly cost of sending NZD\$200.00 to Samoa went up to 8.14 percent from 7.24 percent in May 2023. Similarly, the average cost of sending AUD\$200.00 to Samoa rose to 7.29 percent from 6.27 percent of the same month last year.

As a result, the total inflow of remittances in the **first eleven months of FY2023/24** grew further by **6.7 percent (or \$50.7 million)** to **\$809.1 million** over the corresponding period of last year. Responsible for this expansion were higher transfers from USA (by \$34.8 million), 'Other Countries' (by \$17.1 million) and Australia (by \$3.1 million). Partially responsible for this growth was the depreciation of the Samoan Tala against the US dollar (by 1.0 percent). Additionally, total funds for 'NPISH', 'Others' 'Hand carried cash' and 'In-Kind' went up by \$42.8 million, \$11.4 million, \$2.4 million and \$0.1 million respectively.

**CENTRAL BANK OF SAMOA**  
**8<sup>th</sup> July 2024**

# VISITOR EARNINGS & REMITTANCES REPORT

May 2024

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

	May-22	May-23	Jun-23	Jul-23	Aug-23	Sep-23	Oct-23	Nov-23	Dec-23	Jan-24	Feb-24	Mar-24	Apr-24	May-24
<b>Total arrivals (persons)</b>	0	15,719	18,021	17,270	16,471	14,879	13,383	12,856	22,512	14,520	9,630	11,242	12,644	14,106
<b>Total arrivals incl. cruise ships (1)</b>	0	15,719	18,021	17,270	16,471	14,879	13,383	16,366	22,512	16,705	12,960	11,438	15,178	16,641
<b>Arrivals, by market (persons)</b>														
American Samoa	0	819	1,714	1,007	1,233	777	726	720	1,316	883	649	719	868	896
Australia	0	4,495	4,893	4,229	4,455	4,472	3,597	3,471	6,993	4,232	2,198	2,801	3,214	4,171
Europe	0	310	340	371	469	382	452	460	213	297	345	463	358	370
New Zealand	0	6,902	7,561	7,827	6,973	6,679	5,873	5,644	10,848	6,561	3,920	4,463	5,303	5,916
USA	0	1,247	1,563	1,831	1,230	892	1,008	976	1,752	1,002	877	1,064	1,062	1,070
Other Countries	0	1,946	1,950	2,005	2,111	1,677	1,727	1,585	1,390	1,545	1,641	1,732	1,839	1,683
Cruise ships	0	0	0	0	0	0	0	3,510	0	2,185	3,330	196	2,534	2,535
<b>Arrivals, by purpose (persons)</b>														
Holiday	0	5,891	7,722	8,098	7,249	6,372	5,859	5,019	9,052	5,172	2,778	3,897	4,863	5,252
VFR	0	6,070	6,996	5,107	5,056	4,845	3,932	4,225	10,832	6,047	3,124	3,776	4,150	4,505
Business & Conference	0	1,397	1,280	1,290	732	887	870	1,218	357	567	765	938	696	1,559
Sport	0	383	120	154	1,070	611	205	103	13	21	277	44	160	64
Other	0	1,978	1,903	2,621	2,364	2,164	2,517	2,291	2,258	2,713	2,686	2,587	2,775	2,726
Cruise ships	0	0	0	0	0	0	0	3,510	0	2,185	3,330	196	2,534	2,535
<b>Total earnings (tala million)</b>	0.00	61.23	57.68	52.32	55.50	51.54	47.78	51.13	81.07	47.22	33.15	41.35	46.67	57.78
<b>Earnings, by market (tala million)</b>														
American Samoa	0.00	3.42	5.11	2.75	2.59	1.55	1.14	1.58	4.08	2.35	0.80	1.84	2.90	3.69
Australia	0.00	16.32	17.34	12.54	17.56	16.53	16.27	18.44	28.90	15.42	10.04	12.13	13.64	16.34
Europe	0.00	0.32	0.30	0.31	0.60	0.41	0.43	0.71	0.38	0.35	0.36	0.74	0.48	0.42
New Zealand	0.00	29.22	22.00	23.41	25.10	23.73	21.95	22.15	35.24	21.06	12.42	15.58	20.03	26.50
USA	0.00	3.87	5.24	6.12	3.27	4.05	2.63	3.01	6.35	2.86	3.61	4.98	2.46	3.51
Other Countries	0.00	8.08	7.69	7.19	6.39	5.26	5.36	5.23	6.13	5.18	5.92	6.08	7.17	7.33
Cruise ships	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.66	0.00	0.41	0.64	0.04	0.48	0.47
<b>Earnings, by purpose (tala million)</b>														
Holiday	0.00	21.44	22.76	23.23	24.48	22.54	15.87	15.68	29.65	17.18	9.40	12.28	15.58	21.78
VFR	0.00	29.83	28.02	20.21	20.48	18.36	17.01	26.58	42.72	23.17	10.93	12.83	15.98	23.77
Business & Conference	0.00	4.50	4.25	3.57	2.96	3.26	2.64	5.34	1.41	2.45	3.31	3.64	2.88	5.75
Sport	0.00	1.51	0.23	0.60	2.85	2.44	0.51	0.27	0.03	0.08	0.75	0.18	0.54	0.28
Other	0.00	3.96	2.41	4.71	4.74	4.93	11.75	3.26	7.26	4.34	8.75	12.41	11.70	6.20
Cruise ships	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.66	0.00	0.41	0.64	0.04	0.48	0.47
<b>Average expenditure (tala, per person)</b>	0	3,895	3,201	3,030	3,370	3,464	3,570	3,977	3,601	3,252	3,442	3,678	3,691	4,096
<b>Tourism Price Index</b>	139.7	167.0	169.8	175.2	173.8	175.3	175.9	175.7	175.7	177.3	177.3	177.7	177.9	180.3
<b>First Number of Months up to</b>	<b>11 months to May 22</b>	<b>11 months to May 23</b>	<b>12 months to June 23</b>	<b>1st month to Aug 23</b>	<b>2 months to Aug 23</b>	<b>3 months to Sep 23</b>	<b>4 months to Oct 23</b>	<b>5 months to Nov 23</b>	<b>6 months to Dec 23</b>	<b>7 months to Jan 24</b>	<b>8 months to Feb 24</b>	<b>9 months to Mar 24</b>	<b>10 months to Apr 24</b>	<b>11 months to May 24</b>
<b>Total Visitor Arrivals (persons)</b>	0	106,634	124,655	17,270	33,741	48,620	62,003	74,859	97,371	111,891	121,521	132,763	145,407	159,513
Over the past year (%)	0.0%	0.0%	0.0%	0.0%	434.0%	233.5%	185.1%	147.2%	106.9%	88.4%	81.2%	72.0%	59.9%	49.6%
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	0	8,178	9,892	1,007	2,240	3,017	3,743	4,463	5,779	6,662	7,311	8,030	8,898	9,794
Australia	0	27,633	32,526	4,229	8,684	13,156	16,753	20,224	27,217	31,449	33,647	36,448	39,662	43,833
Europe	0	2,062	2,402	371	840	1,222	1,674	2,134	2,347	2,644	2,989	3,452	3,810	4,180
New Zealand	0	48,310	55,871	7,827	14,800	21,479	27,352	32,996	43,844	50,405	54,325	58,788	64,091	70,007
USA	0	8,253	9,816	1,831	3,061	3,953	4,961	5,937	7,689	8,691	9,568	10,632	11,694	12,764
Other Countries	0	12,198	14,148	2,005	4,116	5,793	7,520	9,105	10,495	12,040	13,681	15,413	17,252	18,935
Cruise ships	0	21,108	21,108	0	0	0	0	3,510	3,510	5,695	9,025	9,221	11,755	14,290
<b>Arrivals, by purpose (persons)</b>														
Holiday	0	35,917	43,639	8,098	15,347	21,719	27,578	32,597	41,649	46,821	49,599	53,496	58,359	63,611
VFR	0	44,928	51,924	5,107	10,163	15,008	18,940	23,165	33,997	40,044	43,168	46,944	51,094	55,599
Business & Conference	0	6,834	8,114	1,290	2,022	2,909	3,779	4,997	5,354	5,921	6,686	7,624	8,320	9,879
Sport	0	957	1,077	154	1,224	1,835	2,040	2,143	2,156	2,177	2,454	2,498	2,658	2,722
Other	0	17,998	19,901	2,621	4,985	7,149	9,666	11,957	14,215	16,928	19,614	22,201	24,976	27,702
Cruise ships	0	21,108	21,108	0	0	0	0	3,510	3,510	5,695	9,025	9,221	11,755	14,290
<b>Total Visitor Earnings (tala million)</b>	0.00	363.33	421.01	52.32	107.82	159.36	207.14	258.27	339.34	386.57	419.72	461.07	507.74	565.52
Over the past year (%)	0.0%	0.0%	0.0%	0.0%	423.8%	230.0%	189.1%	152.5%	115.7%	99.1%	91.8%	82.0%	68.1%	55.7%
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	0.0	21.4	26.5	2.7	5.3	6.9	8.0	9.6	13.7	16.0	16.8	18.7	21.6	25.3
Australia	0.0	106.3	123.7	12.5	30.1	46.6	62.9	81.3	110.2	125.7	135.7	147.8	161.5	177.8
Europe	0.0	2.4	2.7	0.3	0.9	1.3	1.8	2.5	2.8	3.2	3.6	4.3	4.8	5.2
New Zealand	0.0	165.3	187.3	23.4	48.5	72.2	94.2	116.3	151.6	172.6	185.1	200.6	220.7	247.2
USA	0.0	26.8	32.0	6.1	9.4	13.4	16.1	19.1	25.4	28.3	31.9	36.9	39.3	42.8
Other Countries	0.0	41.1	48.8	7.2	13.6	18.8	24.2	29.4	35.6	40.7	46.7	52.8	59.9	67.2
Cruise ships	0.0	3.8	3.8	0.0	0.0	0.0	0.0	0.7	0.7	1.1	1.7	1.8	2.2	2.7
<b>Earnings, by purpose (tala million)</b>														
Holiday	0.0	108.85	131.61	23.23	47.71	70.25	86.13	101.80	131.46	148.64	158.04	170.32	185.90	207.68
VFR	0.0	178.7	206.7	20.2	40.7	59.0	76.1	102.6	145.4	168.5	179.5	192.3	208.3	232.0
Business & Conference	0.0	23.6	27.9	3.6	6.5	9.8	12.4	17.8	19.2	21.6	24.9	28.6	31.5	37.2
Sport	0.0	3.3	3.5	0.6	3.5	5.9	6.4	6.7	6.7	6.8	7.5	7.7	8.3	8.5
Other	0.0	48.9	51.3	4.7	9.4	14.4	26.1	29.4	36.6	41.0	49.7	62.1	73.8	80.0
Cruise ships	0.0	3.8	3.8	0.0	0.0	0.0	0.0	0.7	0.7	1.1	1.7	1.8	2.2	2.7

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

# VISITOR EARNINGS & REMITTANCES REPORT

May 2024

**Table 2. INFLOW OF PRIVATE REMITTANCES**  
AMOUNTS IN TALA MILLION

Amount in Tala Millions	May-22	May-23	Jun-23	Jul-23	Aug-23	Sep-23	Oct-23	Nov-23	Dec-23	Jan-24	Feb-24	Mar-24	Apr-24	May-24
<b>By Recipient (Tala Millions)</b>	<b>67.63</b>	<b>75.74</b>	<b>73.75</b>	<b>74.25</b>	<b>80.22</b>	<b>66.79</b>	<b>66.19</b>	<b>76.83</b>	<b>86.97</b>	<b>67.03</b>	<b>62.05</b>	<b>72.28</b>	<b>75.24</b>	<b>81.22</b>
Banknotes	2.24	12.15	4.83	3.20	4.38	8.48	7.24	7.36	7.55	5.13	3.16	4.38	4.46	7.26
Churches, school, Charities	3.83	6.82	2.98	4.33	7.17	0.65	4.25	7.62	6.78	6.26	4.60	6.72	12.86	10.87
Individual/Family/Households	60.16	55.17	64.50	65.40	66.73	54.09	52.69	60.05	70.95	53.80	48.54	59.33	52.45	60.33
In Kind	0.70	0.79	0.82	0.70	0.81	0.85	0.84	0.88	0.83	0.79	0.74	0.63	1.15	0.68
Others	0.69	0.81	0.63	0.62	1.12	2.73	1.18	0.92	0.86	1.06	5.02	1.21	4.32	2.08
<b>By Country (Tala Millions)</b>	<b>67.63</b>	<b>75.74</b>	<b>73.75</b>	<b>74.25</b>	<b>80.22</b>	<b>66.79</b>	<b>66.19</b>	<b>76.83</b>	<b>86.97</b>	<b>67.03</b>	<b>62.05</b>	<b>72.28</b>	<b>75.24</b>	<b>81.22</b>
USA	7.89	9.53	10.90	13.18	15.24	11.22	13.28	15.16	12.48	9.70	12.17	12.19	12.59	15.22
New Zealand	29.19	31.85	28.29	24.27	27.71	25.78	24.00	29.26	36.67	26.24	23.80	28.69	28.18	33.16
Australia	22.02	23.28	28.16	29.48	32.65	24.05	22.68	26.00	29.09	24.02	20.67	22.74	21.26	24.11
American Samoa	4.40	4.00	4.02	3.98	3.51	3.51	3.63	3.98	3.55	2.75	3.08	4.58	4.10	5.07
Others	4.13	7.09	2.38	3.33	1.10	2.23	2.61	2.42	5.17	4.31	2.33	4.08	9.11	3.66
<b>By Channel (%)</b>														
Banks	16.4%	21.7%	19.4%	22.1%	26.5%	26.6%	29.3%	30.7%	23.3%	28.0%	26.5%	27.4%	31.4%	30.3%
Non Banks (1)	83.6%	78.3%	80.6%	77.9%	73.5%	73.4%	70.7%	69.3%	76.7%	72.0%	73.5%	72.6%	68.6%	69.7%
<b>Total Remittances (Tala Millions)</b>	<b>67.63</b>	<b>75.74</b>	<b>73.75</b>	<b>74.25</b>	<b>80.22</b>	<b>66.79</b>	<b>66.19</b>	<b>76.83</b>	<b>86.97</b>	<b>67.03</b>	<b>62.05</b>	<b>72.28</b>	<b>75.24</b>	<b>81.22</b>
<b>First Number of Months up to</b>	<b>11 months to May 22</b>	<b>11 months to May 23</b>	<b>12 months to June 23</b>	<b>1st month to Aug 23</b>	<b>2 months to Aug 23</b>	<b>3 months to Sep 23</b>	<b>4 months to Oct 23</b>	<b>5 months to Nov 23</b>	<b>6 months to Dec 23</b>	<b>7 months to Jan 24</b>	<b>8 months to Feb 24</b>	<b>9 months to Mar 24</b>	<b>10 months to Apr 24</b>	<b>11 months to May 24</b>
<b>Total Remittances (Tala Millions)</b>	<b>660.01</b>	<b>758.37</b>	<b>832.13</b>	<b>74.25</b>	<b>154.47</b>	<b>221.26</b>	<b>287.45</b>	<b>364.29</b>	<b>451.25</b>	<b>518.29</b>	<b>580.34</b>	<b>652.61</b>	<b>727.85</b>	<b>809.07</b>
Percentage Change (over same period last year)	18.9%	14.9%	13.6%	-10.6%	-0.6%	-1.5%	0.1%	0.7%	-1.1%	1.4%	2.2%	3.2%	6.6%	6.7%
3 year average (%)	7.4%	10.1%	11.1%	18.6%	16.8%	18.2%	17.0%	16.8%	17.1%	15.6%	15.1%	14.7%	14.4%	13.8%
5 year average (%)	9.3%	12.7%	12.9%	21.5%	17.9%	17.1%	15.1%	14.7%	14.3%	13.4%	12.8%	12.3%	11.5%	11.2%
<b>By Recipient (Tala Millions)</b>														
Banknotes	6.21	60.19	65.02	3.20	7.58	16.06	23.30	30.66	38.22	43.34	46.50	50.88	55.34	62.60
Churches, school, Charities	26.46	29.32	32.30	4.33	11.50	12.16	16.41	24.03	30.80	37.07	41.66	48.39	61.25	72.12
Individual/Family/Households	604.81	650.30	714.80	65.40	132.12	186.21	238.90	298.94	369.89	423.69	472.23	531.56	584.01	644.34
In Kind	8.96	8.83	9.65	0.70	1.51	2.36	3.20	4.08	4.91	5.70	6.44	7.07	8.22	8.90
Others	13.57	9.73	10.36	0.62	1.74	4.47	5.65	6.57	7.43	8.49	13.50	14.72	19.03	21.12
<b>By Country (Tala Millions)</b>														
USA	91.31	107.61	118.51	13.18	28.43	39.64	52.92	68.09	80.57	90.27	102.44	114.63	127.22	142.45
New Zealand	270.08	308.38	336.67	24.27	51.98	77.76	101.76	131.03	167.70	193.95	217.75	246.44	274.62	307.78
Australia	235.66	273.61	301.77	29.48	62.13	86.18	108.86	134.86	163.95	187.97	208.64	231.37	252.63	276.75
American Samoa	42.58	45.48	49.49	3.98	7.50	11.01	14.64	18.62	22.17	24.92	28.00	32.58	36.68	41.75
Others	20.38	23.30	25.68	3.33	4.44	6.66	9.27	11.69	16.87	21.18	23.51	27.58	36.70	40.35

(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.