

VISITOR EARNINGS & REMITTANCES REPORT

MAY 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.

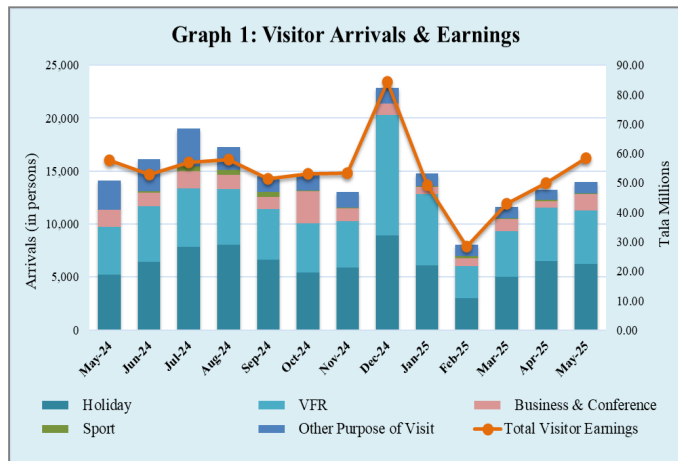
Report No.11: 2024/25

May 2025

Visitor Arrivals¹

Total visitor arrivals edged up further by **5.8 percent (or 767 visitors)** when compared to the previous month, amounting to a total of **13,977 visitors** for the month under review. At this level, it was 0.9 percent (or 129 visitors) lower than the same month of the previous year. (See Graph 1).

Several events and meetings contributed to the expansion in numbers of visitor arrivals in May 2025, including the Malua Annual Conference for the Congregational Church of Samoa (CCCS), Mother's Day celebration and to a lesser extent, preparations in the lead up to Independence Day celebration on 1st June 2025.



The increase in visitor arrivals compared to April 2025 was mainly driven by a notable surge in visitor arrivals from New Zealand (up by 424 visitors), 'Other countries' (by 375 visitors), American Samoa (by 252 visitors) and the USA (by 21 visitors). By purpose of visit, several categories recorded

expansions, with 'Business and conference' up by 910 visitors, 'Others' up by 210 visitors and an additional 41 visitors here for 'Sports'.

As a result, total **visitor arrivals in the first eleven months** of FY2024/25 were 2.1 percent higher (at a total of 162,913 visitors) compared to the same period in FY2023/24.

Similarly, **total visitor receipts** rose by **17.1 percent (or \$8.5 million)** over the month to a total of **\$58.4 million**. This was also 1.1 percent (or \$0.6 million) higher than in May 2024.

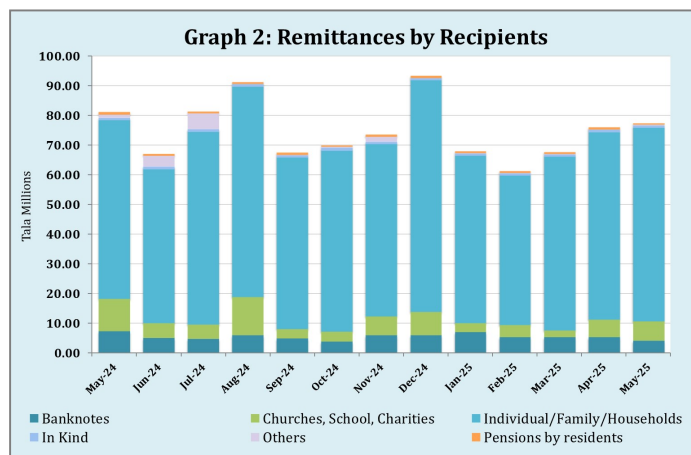
The boost in visitor earnings in May were sourced from higher funds received from travellers from New Zealand (up by \$6.1 million), 'Other countries' (by \$2.4 million), 'American Samoa' (by \$1.5 million) and United States (by \$1.0 million). Proceeds from visitors who were here for 'Visiting Friends and Family', 'Business and Conference' and 'Holiday' rose by \$5.3 million, \$2.7 million and \$2.2 million in that order.

For the **first eleven months of FY2024/25** total visitor earnings grew by **3.6 percent (or \$20.6 million)**, to a total of **\$586.2 million**, compared to the same period in FY2023/24.

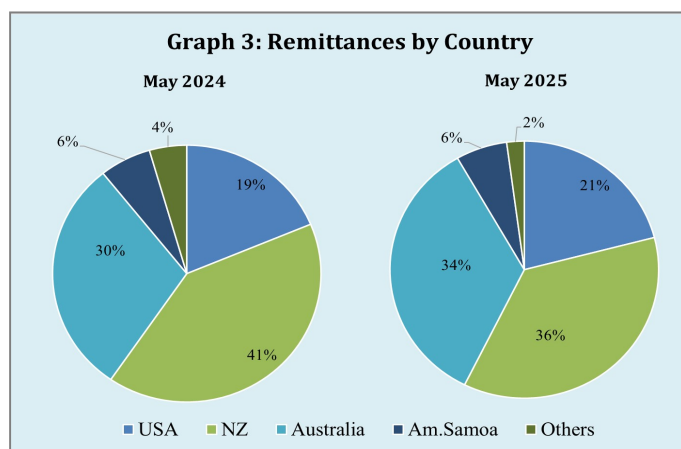
Remittances

Total remittances increased further by **1.8 percent (or \$1.3 million)**, reaching a total of **\$77.5 million** for the month of May 2025 but was 4.7 percent (or \$3.8 million) lower when compared to the same month of the previous year. (See Graph 2.)

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



This upward trend from the previous month reflected higher transfers from Samoa’s main source markets, including American Samoa (up by 14.4 percent), United States (by 3.9 percent) and New Zealand (by 3.1 percent). In terms of recipients, gains were recorded for transfers to ‘families and households’ (up by \$2.0 million), ‘non-profit institutions serving households’ (NPISH)² (by \$0.7 million) and ‘Others’ (by \$0.3 million). (See Graph 3)

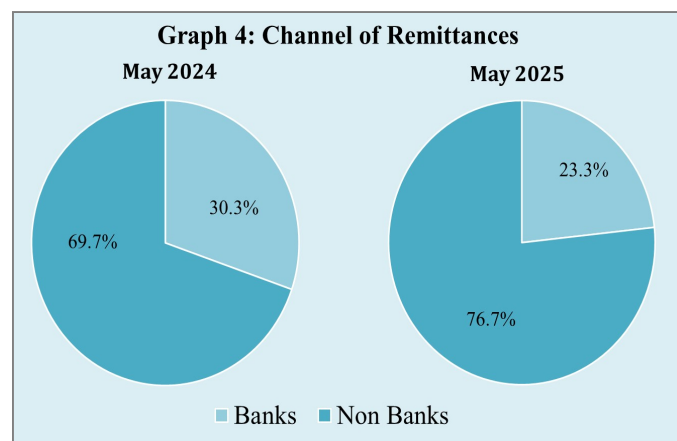


As a result, total inflow of remittances in the **first eleven months of FY2024/25** grew further by **2.3 percent (or \$18.5 million)** to a total of **\$828.3 million** compared to the same period in **FY2023/24**. Accounting for this hike were higher funds received from Australia (by \$42.4 million) and the United States (by \$5.9 million). Partially contributing to this growth was the depreciation of the Samoan Tala against the US dollar by 1.0 percent. By purpose,

transfers for 'Family and households' and “In-kind’ jumped by \$41.4 million and \$0.1 million, respectively.

In terms of remittance channels, the share of funds sent through Money Transfer Operators (MTOs) edged up to 76.7 percent of total inflows, up from 75.4 percent in April 2025 and was higher than 69.7 percent recorded in May 2024. On the other hand, funds received via commercial banks fell to 23.3 percent, down from 24.6 percent in the previous month, and 30.3 percent in the same month last year. (See Graph 4)

According to the data obtained from *Send Money Pacific*³, the average monthly cost of remitting NZD\$200.00 to Samoa fell to 6.9 percent in May 2025 from 8.14 percent in May 2024. Similarly, the average cost of sending AUD\$200.00 to Samoa edged down to 6.33 percent compared to 7.29 percent in the same month last year.



CENTRAL BANK OF SAMOA
16th July 2025

² Includes funds for churches, non-profit organizations and charities

³ <https://sendmoneypacific.org>

VISITOR EARNINGS & REMITTANCES REPORT

May 2025

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

	May-23	May-24	Jun-24	Jul-24	Aug-24	Sep-24	Oct-24	Nov-24	Dec-24	Jan-25	Feb-25	Mar-25	Apr-25	May-25
Total arrivals (persons)	15,719	14,106	16,143	19,039	17,248	14,536	14,658	12,996	22,828	14,746	8,070	11,605	13,210	13,977
Arrivals, by market (persons)														
American Samoa	819	896	1,220	1,370	1,273	677	552	707	1,224	511	378	663	464	716
Australia	4,495	4,171	4,130	4,554	3,998	3,838	3,245	3,457	6,721	4,554	1,936	2,225	3,544	3,275
Europe	310	370	395	691	641	445	819	375	255	315	350	461	432	396
New Zealand	6,902	5,916	7,048	8,743	7,068	6,828	6,101	5,517	11,039	7,030	3,156	5,697	6,264	6,688
USA	1,247	1,070	1,820	2,014	2,395	1,086	860	1,020	1,675	1,027	826	1,165	1,193	1,214
Other Countries	1,946	1,683	1,530	1,667	1,873	1,662	3,081	1,920	1,914	1,309	1,424	1,394	1,313	1,688
Arrivals, by purpose (persons)														
Holiday	5,891	5,252	6,442	7,865	8,026	6,612	5,460	5,908	8,959	6,089	2,973	5,012	6,507	6,225
VFR	6,070	4,505	5,232	5,523	5,274	4,790	4,593	4,371	11,331	6,765	3,031	4,300	5,046	5,087
Business & Conference	1,397	1,559	1,281	1,567	1,348	1,178	3,069	1,209	1,061	663	799	1,154	588	1,498
Sport	383	64	121	469	450	445	64	47	12	45	139	89	178	66
Other	1,978	2,726	3,067	3,615	2,150	1,511	1,472	1,461	1,465	1,184	1,128	1,050	891	1,101
Total earnings (tala million)	61.23	57.78	52.81	56.90	58.02	51.5	53.1	53.4	84.4	49.1	28.5	43.0	49.9	58.4
Earnings, by market (tala million)														
American Samoa	3.42	3.69	3.36	3.80	2.93	1.42	0.90	1.70	3.97	1.38	0.53	1.83	1.62	3.17
Australia	16.32	16.34	15.53	13.64	16.08	14.52	15.03	19.04	28.48	17.04	8.96	9.82	15.37	12.99
Europe	0.32	0.42	0.37	0.57	0.86	0.49	0.85	0.59	0.47	0.39	0.36	0.75	0.61	0.45
New Zealand	29.22	26.50	21.22	26.10	25.82	24.74	23.32	22.27	36.86	23.15	10.15	20.28	24.26	30.36
USA	3.87	3.51	6.27	6.87	6.26	5.05	2.28	3.29	6.15	2.94	3.45	5.54	2.87	3.90
Other Countries	8.08	7.33	6.06	5.92	6.08	5.26	10.73	6.51	8.46	4.19	5.02	4.80	5.17	7.54
Earnings, by purpose (tala million)														
Holiday	21.44	21.78	21.29	22.62	26.57	23.68	15.70	18.27	30.02	19.50	10.47	17.62	22.73	24.88
VFR	29.83	23.77	21.96	21.42	20.63	18.51	20.98	27.83	46.09	25.38	11.09	16.30	21.08	26.34
Business & Conference	4.50	5.75	4.75	4.33	5.39	4.38	9.89	5.32	4.30	2.81	3.57	4.92	2.61	5.31
Sport	1.51	0.28	0.26	1.83	1.15	1.81	0.17	0.12	0.03	0.17	0.40	0.40	0.65	0.28
Other	3.96	6.20	4.54	6.70	4.27	3.11	6.35	1.86	3.95	1.24	2.93	3.76	2.83	1.61
Average expenditure (tala,per person)	3,895	4,096	3,271	2,988	3,364	3,542	3,622	4,109	3,697	3,329	3,527	3,706	3,777	4,180
Tourism Price Index	167.0	180.3	179.5	176.8	177.1	178.9	180.5	179.7	180.4	181.7	180.1	181.4	181.6	182.8
First Number of Months up to	11 months to May 23	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	10 months to Apr 25	11 months to May 25
Total Visitor Arrivals (persons)	106,634	159,513	175,656	19,039	36,287	50,823	65,481	78,477	101,305	116,051	124,121	135,726	148,936	162,913
Over the past year (%)	0.0%	49.6%	40.9%	10.2%	7.5%	4.5%	5.6%	4.8%	4.0%	3.7%	2.1%	2.2%	2.4%	2.1%
Past 3 year average	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Past 5 year average	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Arrivals, by market (persons)														
American Samoa	8,178	9,794	11,014	1,370	2,643	3,320	3,872	4,579	5,803	6,314	6,692	7,355	7,819	8,535
Australia	27,633	43,833	47,963	4,554	8,552	12,390	15,635	19,092	25,813	30,367	32,303	34,528	38,072	41,347
Europe	2,062	4,180	4,575	691	1,332	1,777	2,596	2,971	3,226	3,541	3,891	4,352	4,784	5,180
New Zealand	48,310	70,007	77,055	8,743	15,811	22,639	28,740	34,257	45,296	52,326	55,482	61,179	67,443	74,131
USA	8,253	12,764	14,584	2,014	4,409	5,495	6,355	7,375	9,050	10,077	10,903	12,068	13,261	14,475
Other Countries	12,198	18,935	20,465	1,667	3,540	5,202	8,283	10,203	12,117	13,426	14,850	16,244	17,557	19,245
Arrivals, by purpose (persons)														
Holiday	35,917	63,611	70,053	7,865	15,891	22,503	27,963	33,871	42,830	48,919	51,892	56,904	63,411	69,636
VFR	44,928	55,599	60,831	5,523	10,797	15,587	20,180	24,551	35,882	42,647	45,678	49,978	55,024	60,111
Business & Conference	6,834	9,879	11,160	1,567	2,915	4,093	7,162	8,371	9,432	10,095	10,894	12,048	12,636	14,134
Sport	957	2,722	2,843	469	919	1,364	1,428	1,475	1,487	1,532	1,671	1,760	1,938	2,004
Other	17,998	27,702	30,769	3,615	5,765	7,276	8,748	10,209	11,674	12,858	13,986	15,036	15,927	17,028
Total Visitor Earnings (tala million)	363.33	565.52	618.33	56.90	114.91	166.40	219.49	272.89	357.28	406.37	434.84	477.84	527.74	586.16
Over the past year (%)	0.0%	55.6%	46.9%	8.7%	6.6%	4.4%	6.0%	5.7%	5.3%	5.1%	3.6%	3.6%	3.9%	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%
Earnings, by market (tala million)														
American Samoa	21.4	25.3	28.6	3.8	6.7	8.2	9.0	10.7	14.7	16.1	16.6	18.5	20.1	23.2
Australia	106.3	177.8	193.3	13.6	29.7	44.2	59.3	78.3	106.8	123.8	132.8	142.6	158.0	171.0
Europe	2.4	5.2	5.6	0.6	1.4	1.9	2.8	3.4	3.8	4.2	4.6	5.3	5.9	6.4
New Zealand	165.3	247.2	268.4	26.1	51.9	76.7	100.0	122.2	159.1	182.3	192.4	212.7	237.0	267.3
USA	26.8	42.8	49.1	6.9	13.1	18.2	20.5	23.7	29.9	32.8	36.3	41.8	44.7	48.6
Other Countries	41.1	67.2	73.3	5.9	12.0	17.3	28.0	34.5	42.9	47.1	52.2	57.0	62.1	69.7
Earnings, by purpose (tala million)														
Holiday	108.85	207.68	228.97	22.62	49.19	72.87	88.57	106.84	136.86	156.36	166.84	184.46	207.19	232.07
VFR	178.7	232.0	254.0	21.4	42.0	60.6	81.5	109.4	155.5	180.8	191.9	208.2	229.3	255.6
Business & Conference	23.6	37.2	42.0	4.3	9.7	14.1	24.0	29.3	33.6	36.4	40.0	44.9	47.5	52.8
Sport	3.3	8.5	8.8	1.8	3.0	4.8	5.0	5.1	5.1	5.3	5.7	6.1	6.7	7.0
Other	48.9	80.0	84.6	6.7	11.0	14.1	20.4	22.3	26.2	27.5	30.4	34.2	37.0	38.6

VISITOR EARNINGS & REMITTANCES REPORT

May 2025

Table 2.

INFLOW OF PRIVATE REMITTANCES

AMOUNTS IN TALA MILLION

Amount in Tala Millions	May-23	May-24	Jun-24	Jul-24	Aug-24	Sep-24	Oct-24	Nov-24	Dec-24	Jan-25	Feb-25	Mar-25	Apr-25	May-25
By Recipient (Tala Millions)	75.74	81.30	67.19	81.46	91.29	67.57	70.07	73.62	93.45	68.05	61.39	67.78	76.14	77.49
Banknotes	12.15	7.26	4.92	4.62	5.84	4.77	3.81	5.94	5.87	6.98	5.29	5.24	5.32	4.08
Churches, School, Charities	6.82	10.88	5.12	4.92	13.00	3.24	3.24	6.29	7.85	2.98	4.06	2.28	5.86	6.51
Individual/Family/Households	55.17	60.40	51.98	65.07	70.86	57.98	61.16	58.19	78.17	56.57	50.58	58.78	63.31	65.28
In Kind	0.79	0.68	0.83	0.83	0.95	0.72	0.99	0.82	0.74	0.84	0.73	0.76	0.85	0.81
Pensions by residents	0.58	1.04	0.60	0.71	0.64	0.77	0.51	0.68	0.82	0.66	0.58	0.70	0.80	0.45
Others	0.23	1.05	3.73	5.31	0.00	0.09	0.36	1.71	0.01	0.02	0.15	0.01	0.00	0.35
By Country (Tala Millions)	75.74	81.30	67.19	81.46	91.29	67.57	70.07	73.62	93.45	68.05	61.39	67.78	76.14	77.49
USA	9.53	15.22	11.63	14.61	15.65	10.86	12.14	12.27	14.19	12.46	11.27	12.99	15.77	16.25
New Zealand	31.85	33.22	26.10	27.43	28.49	24.34	23.59	27.44	33.08	22.71	21.94	23.38	27.11	28.18
Australia	23.28	24.14	22.40	34.11	36.12	27.70	28.49	25.77	36.32	28.39	22.64	25.71	27.32	26.63
American Samoa	4.00	5.07	3.35	3.47	3.96	3.21	4.11	4.12	3.56	2.66	2.82	4.18	4.18	4.79
Others	7.09	3.66	3.72	1.85	7.07	1.46	1.74	4.03	6.30	1.83	2.71	1.51	1.76	1.64
By Channel (%)														
Banks	21.7%	30.3%	27.5%	25.3%	29.4%	19.3%	19.8%	28.5%	26.7%	24.7%	25.1%	21.9%	24.6%	23.3%
Non Banks (1)	78.3%	69.7%	72.5%	74.7%	70.6%	80.7%	80.2%	71.5%	73.3%	75.3%	74.9%	78.1%	75.4%	76.7%
Total Remittances (Tala Millions)	75.74	81.30	67.19	81.46	91.29	67.57	70.07	73.62	93.45	68.05	61.39	67.78	76.14	77.49
First Number of Months up to	11 months to May 23	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	10 months to Apr 25	11 months to May 25
Total Remittances (Tala Millions)	758.37	809.77	876.96	81.46	172.75	240.31	310.39	384.01	477.46	545.51	606.89	674.67	750.82	828.30
Percentage Change (over same period last year)	14.9%	6.8%	5.4%	9.7%	11.8%	8.3%	7.7%	5.2%	5.7%	5.1%	4.5%	3.3%	3.1%	2.3%
3 year average (%)	10.1%	13.8%	13.7%	12.9%	13.0%	12.3%	10.1%	11.4%	12.1%	12.8%	12.9%	12.7%	13.3%	13.5%
5 year average (%)	12.7%	11.2%	11.4%	15.4%	12.6%	12.7%	11.9%	12.0%	10.7%	10.7%	10.6%	10.0%	10.3%	10.4%
By Recipient (Tala Millions)														
Hand Carried Cash	60.19	62.60	67.52	4.62	10.46	15.23	19.04	24.98	30.85	37.82	43.12	48.36	53.68	57.76
Churches, School, Charities	29.32	72.56	77.69	4.92	17.91	21.15	24.39	30.68	38.53	41.50	45.56	47.85	53.71	60.22
Individual/Family/Households	650.30	644.59	696.57	65.07	135.93	193.91	255.07	313.26	391.43	448.00	498.58	557.35	620.67	685.95
In Kind	8.83	8.90	9.73	0.83	1.78	2.50	3.49	4.31	5.05	5.89	6.62	7.38	8.23	9.04
Pensions by residents	7.38	8.19	8.79	0.71	1.35	2.12	2.63	3.32	4.13	4.79	5.37	6.07	6.86	7.31
Others	2.35	12.94	16.67	5.31	5.32	5.40	5.76	7.47	7.48	7.50	7.65	7.66	7.67	8.02
By Country (Tala Millions)														
USA	107.61	142.56	154.18	14.61	30.26	41.11	53.26	65.52	79.72	92.18	103.45	116.43	132.21	148.46
New Zealand	308.38	308.05	334.15	27.43	55.92	80.25	103.84	131.28	164.36	187.07	209.01	232.40	259.51	287.68
Australia	273.61	276.84	299.23	34.11	70.23	97.93	126.42	152.19	188.51	216.89	239.54	265.25	292.57	319.20
American Samoa	45.48	41.75	45.10	3.47	7.43	10.64	14.75	18.87	22.44	25.09	27.92	32.10	36.29	41.07
Others	23.30	40.58	44.30	1.85	8.91	10.38	12.11	16.14	22.44	24.27	26.98	28.49	30.25	31.89

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

Table 3.

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

Average Cost of Sending (in %)	May-23	May-24	Jun-24	Jul-24	Aug-24	Sep-24	Oct-24	Nov-24	Dec-24	Jan-25	Feb-25	Mar-25	Apr-25	May-25
New Zealand (NZD \$200)	7.24	8.14	7.87	8.95	8.91	8.01	7.55	7.41	7.45	7.69	7.00	7.69	7.52	6.90
Australia (AUD \$200)	6.27	7.29	7.51	8.05	8.90	8.81	8.29	6.67	6.90	7.14	6.71	6.52	6.19	6.33
Average Cost of Remittances to Samoa	6.75	7.71	7.69	8.50	8.91	8.41	7.92	7.04	7.18	7.42	6.86	7.11	6.85	6.61

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

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MAY 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.11: 2024/25

May 2025

1. VISITOR ARRIVALS¹ - 13,977 VISITORS

- Visitor arrivals **expanded by 5.8% (or 767 visitors)** from April 2025 but was 0.9% lower than in May 2024. (See Graph 1)

By Country (vs April 2025)

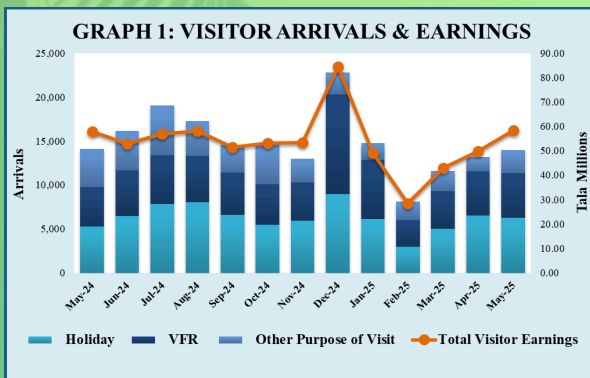
- New Zealand: up by 424 visitors
- American Samoa: up by 252 visitors
- United States: up by 21 visitors
- 'Other Countries': up by 375 visitors

By Purpose of Travel:

- Business & Conference: up 910 visitors
- 'Other Purpose of Visit': up 210 visitors
- Visiting friends and families: up 41 visitors

First Eleven Months of FY2024/2025:

- Total visitor arrivals increased by 2.1% (or 3,529 visitors).
- Total 162,913 visitors compared to the same period in FY2023/24.



2. VISITOR EARNINGS - \$58.4MILLION

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

By Country (vs April 2025)

- New Zealand: up \$6.1 million
- 'Other Countries': up \$2.4 million
- American Samoa: up \$1.5 million
- United States: up by \$1.0 million

First Eleven Months of FY2024/2025:

- Total visitor earnings grew by 3.6% (or \$20.6 million).
- Totalling \$586.2 million compared to FY2023/24. (See Graph 1)

3. REMITTANCES - \$77.5 MILLION

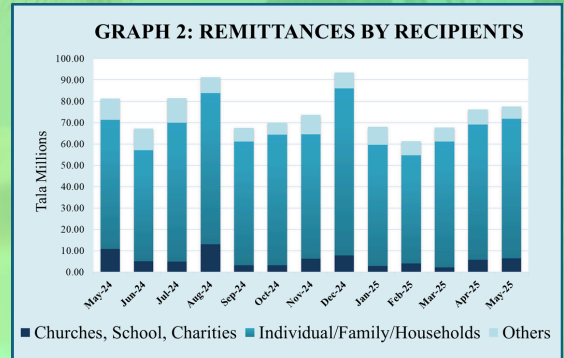
- Total remittances increased by 1.8% (or \$1.3 million) over the previous month but was 4.7% (or \$3.8 million) lower than May 2024. (See Graph 2)

By Country (vs April 2025)

- New Zealand: up \$1.1 million
- American Samoa: up \$0.6 million
- United States: up \$0.5 million

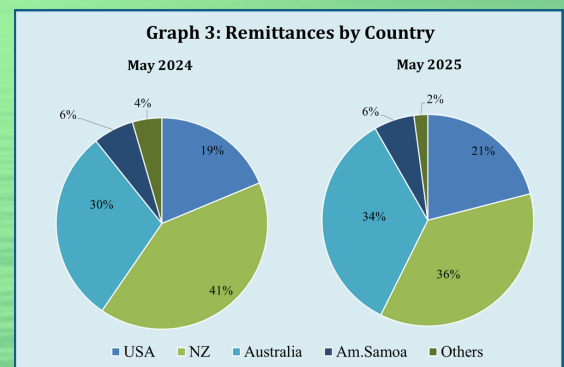
By Recipients:

- Family & Households: up \$2.0 million
- NPISH: up \$0.7 million
- 'Others': up \$0.3 million



First Eleven Months of FY2024/2025:

- Total remittances grew by 2.3% (or \$18.5 million).
- Reaching \$828.3 million compared to FY2023/24
- Partially driven by a depreciation of the Samoan Tala against the US Dollar by 1.0%



4. CHANNEL OF REMITTANCES

Commercial Banks

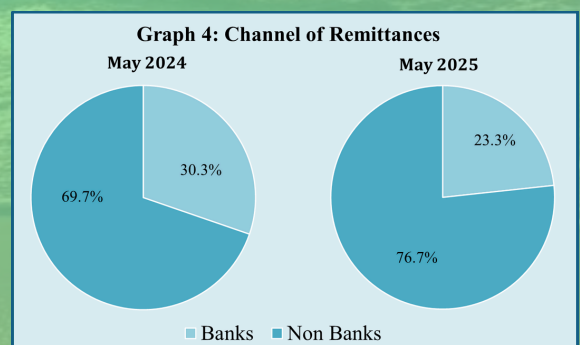
- 23.3% (down from 30.3% in May 2024).

Money Transfer Operators

- 776.7% (up from 69.7% in May 2024). (See Graph 4)

Cost of Remittances²

- NZD \$200 transfer: 6.90% (down from 8.14% in May 2024).
- AUD \$200 transfer: 6.33% (down from 7.29% in May 2024).



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

² <https://sendmoneypacific.org>