

VISITOR EARNINGS & REMITTANCES REPORT

MAY 2026

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.

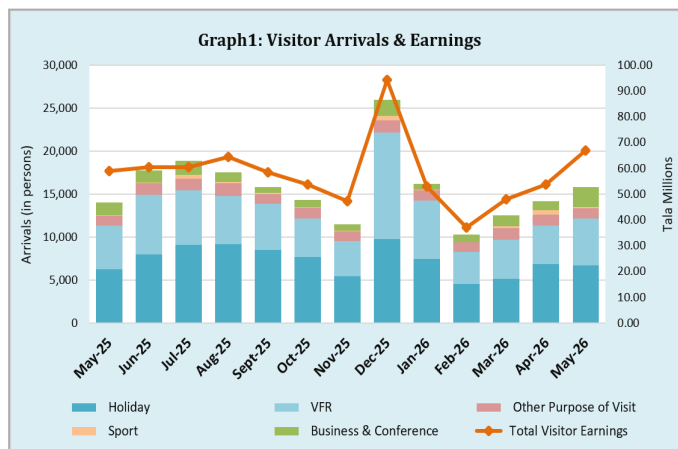
Report No.11: 2025/26

May 2026

Visitor Arrivals¹ and Earnings

Total visitor arrivals rose for the third month in a row, up by **11.2 percent (or 1,584 visitors)** to a total of **15,772 visitors**. When compared to the same month of last year, this was also 12.8 percent (or 1,795 visitors) higher. (See Graph 1)

The seasonal increase in visitor arrivals in May 2026 were partly underpinned by key local events such as the Malua Annual Conference of the Congregational Christian Church of Samoa (CCCS), Mother's Day celebrations and the Samoa International Game Fishing Association (SIGFA) Tournament. Samoa also hosted a visit from New Zealand's Minister of Foreign Affairs during the month, with associated activities in preparations for Samoa's 64th Independence Day celebrations on 1 June 2026.



The hike in visitor arrivals over the month was driven by increases in arrivals from New Zealand (by 1,456 visitors), the United States (by 314 visitors), Australia (by 288 visitors) and Europe (by 86 visitors). By purpose of travel, higher arrivals

were recorded for those on 'Business and conference' (up by 1,220 visitors) and 'Visiting friends and relatives' (by 988 visitors).

In the first **eleven months of FY2025/26**, total arrivals was recorded at **172,759 visitors**, which was 6.0 percent (or 9,846 visitors) higher than the same period of the previous fiscal year.

Consequently, total visitor receipts rose by 24.3 percent (or \$13.0 million) from the previous month to **\$66.8 million** and was 13.3 percent (or \$7.8 million) higher than in May 2025. The increase in earnings was further supported by an 11.8 percent rise in average spending per visitor.

The increase in visitor earnings compared to the previous month was primarily driven by higher spending from New Zealand visitors (by \$11.6 million), followed by the 'United States' (up \$2.5 million) and Australia (by \$0.04 million). By purpose of visit, higher earnings were recorded from visitors on 'Visiting friends and relatives', 'Business and conference' and 'Holiday', up by \$10.2 million, \$3.5 million and \$3.4 million in that order.

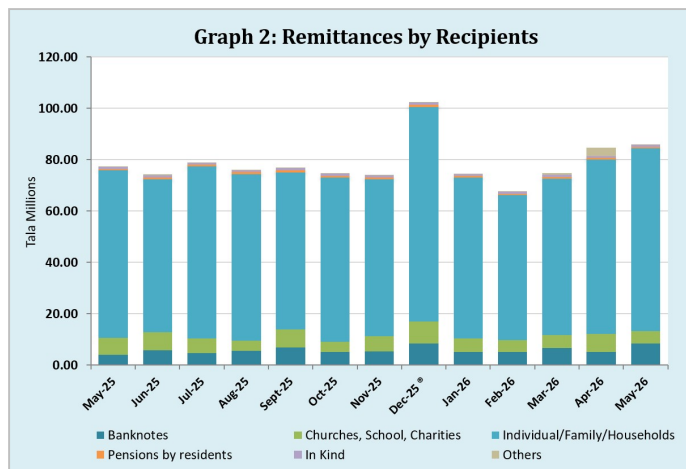
Furthermore, total visitor earnings for the **first eleven months of FY2025/26** amounted to **\$636.9 million**, which was **7.7 percent (or \$45.3 million) higher** compared to the same period in FY2024/25.

Remittances

Total monthly remittances also increased for the third consecutive month, by **1.2 percent (or \$1.1 million)** from the previous month to a total of **\$85.8 million**. Compared to May of the previous year, remittances were 10.7 percent (or \$8.3 million) higher. (See Graph 2)

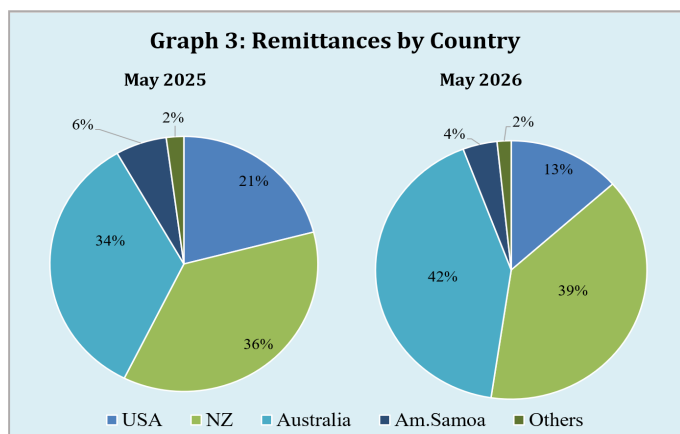
¹ Samoa re-opened its border to international travelers on 1st August 2022. Cruise ship tourists are not counted as tourist as they are only in Samoa for less than a day but their spending are included as part of tourism earnings (travel credit).

Graph 2: Remittances by Recipients



The monthly growth reflected stronger inflows from Australia (up by \$5.0 million), New Zealand (by \$2.7 million) and American Samoa (by \$0.8 million). In terms of recipients, the largest gains were recorded for ‘Hand carried cash’, ‘Family and households’ and ‘In-kind’ transfers by \$3.5 million, \$3.3 million and \$0.2 million in that order. (See Graph 3)

Graph 3: Remittances by Country



As a result, total remittance transfers for the first **eleven months of FY2025/26** stood at **\$869.8 million**, an increase of **5.0 percent (or \$41.2 million)** compared to the same period of FY2024/25.

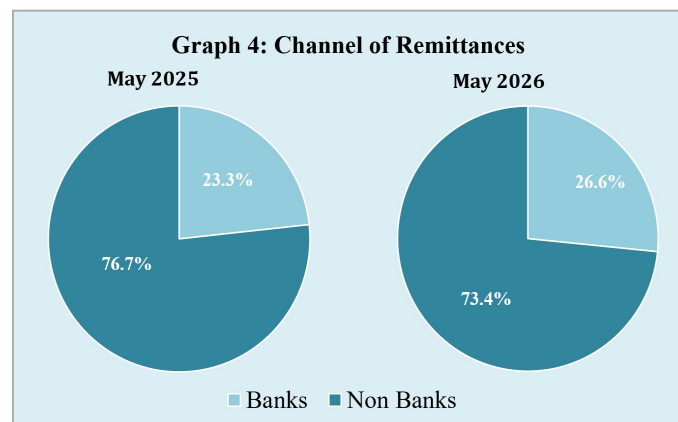
This was mainly driven by stronger inflows from Australia (up by \$42.4 million) and New Zealand (by \$11.7 million). By purpose, the growth was largely attributed to higher transfers for ‘Family and households’ (up by \$34.6 million), ‘Hand carried cash’ (up by \$8.4 million) and NPISH (up by \$2.1 million).

By remittance channel, money transfer operators (MTOs) continued to be the main channel of receiving transfers, accounting for 73.4 percent of total remittances in May 2026. This was higher than its share of 68.2 percent in April 2026 but lower than 76.7 percent a year earlier. In contrast, the share of remittances received through commercial bank declined to 26.6 percent, from 31.8 percent in the previous month but well above 23.3 percent recorded in May 2025. (See Graph 4.)

Traditional MTOs accounted for the bulk of non-bank remittance inflows at 70.5 percent, while electronic MTOs platforms took up the remaining 2.9 percent.

According to the data obtained from *Send Money Pacific*², the average cost of sending NZD\$200 to Samoa rose slightly to 7.17percent of total funds in May 2026, up from 7.10 percent in April 2026 and 6.90 percent in May 2025. Meanwhile, the cost of sending AUD\$200 to Samoa fell to 7.19 percent, from 7.76 percent in March 2026 but well above 6.33 percent in May 2025. These remittance costs continue to exceed the UN Sustainable Development Goal target of 3.0 percent by 2030.

Graph 4: Channel of Remittances



CENTRAL BANK OF SAMOA
7th July 2026

² <https://sendmoneypacific.org>

VISITOR EARNINGS & REMITTANCES REPORT

May 2026

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

	May-24	May-25	Jun-25	Jul-25	Aug-25	Sept-25	Oct-25	Nov-25	Dec-25	Jan-26	Feb-26	Mar-26	Apr-26	May-26
Total arrivals (persons)	14,106	13,977	17,741	18,843	17,510	15,791	14,278	11,448	25,928	16,167	10,295	12,539	14,188	15,772
Total arrivals incl. cruise ships	14,106	16,786	18,731	18,843	20,412	15,791	16,620	11,448	27,361	19,143	13,790	16,651	14,188	15,772
Arrivals, by market (persons)														
American Samoa	896	716	753	1,275	656	546	540	462	1,886	418	450	547	542	236
Australia	4,171	3,275	3,675	5,339	4,005	4,022	3,300	3,014	6,078	3,243	1,936	2,730	3,070	3,358
Europe	370	396	474	547	581	486	549	419	442	468	355	405	455	541
New Zealand	5,916	6,688	9,078	7,827	8,974	8,037	7,316	4,768	13,571	8,914	4,974	5,909	6,585	8,041
USA	1,070	1,214	2,004	2,078	1,488	1,209	1,125	1,229	2,389	1,631	1,040	1,220	1,456	1,770
Other Countries	1,683	1,688	1,757	1,777	1,806	1,491	1,448	1,556	1,562	1,493	1,540	1,728	2,080	1,826
Cruise ships	0	2,809	990	0	2,902	0	2,342	0	1,433	2,976	3,495	4,112	0	0
Arrivals, by purpose (persons)														
Holiday	5,252	6,225	7,978	9,058	9,190	8,469	7,640	5,450	9,779	7,468	4,550	5,093	6,865	6,662
VFR	4,505	5,087	6,936	6,344	5,546	5,412	4,522	4,058	12,398	6,766	3,709	4,559	4,477	5,465
Business & Conference	1,559	1,498	1,397	1,603	1,104	645	792	740	1,843	655	895	1,293	1,070	2,290
Sport	64	66	102	453	165	132	58	73	533	123	50	217	498	133
Other	2,726	1,101	1,328	1,385	1,505	1,133	1,266	1,127	1,375	1,155	1,091	1,377	1,278	1,222
Cruise ships	0	2,809	990	0	2,902	0	2,342	0	1,433	2,976	3,495	4,112	0	0
Total earnings (tala million)	57.78	58.42	60.29	60.48	63.81	58.36	53.31	47.31	93.92	52.44	36.28	47.17	53.74	66.78
Total earnings incl. cruise ships	57.78	58.95	60.48	60.48	64.34	58.36	53.77	47.31	94.19	53.00	36.96	47.99	53.74	66.78
Earnings, by market (tala million)														
American Samoa	3.69	3.17	2.24	3.60	1.39	1.11	0.85	1.06	6.28	1.07	0.64	1.38	2.00	1.03
Australia	16.34	12.99	14.32	17.01	16.99	15.76	15.64	16.88	25.73	12.10	9.08	12.15	13.48	13.53
Europe	0.42	0.45	0.46	0.49	0.82	0.55	0.58	0.67	0.81	0.57	0.37	0.68	0.65	0.63
New Zealand	26.50	30.36	28.27	24.89	34.53	30.21	28.52	19.53	44.83	28.96	16.06	21.02	25.63	37.18
USA	3.51	3.90	7.26	7.64	4.14	5.85	2.94	3.91	8.97	4.85	4.55	5.89	3.48	6.00
Other Countries	7.33	7.54	7.74	6.84	5.94	4.88	4.78	5.27	7.30	4.89	5.59	6.05	8.49	8.40
Cruise ships	0.00	0.54	0.19	0.00	0.53	0.00	0.46	0.00	0.27	0.56	0.68	0.82	0.00	0.00
Earnings, by purpose (tala million)														
Holiday	21.78	24.88	25.56	26.83	32.81	31.64	23.80	16.94	32.70	23.66	16.03	18.07	24.13	27.50
VFR	23.77	26.34	28.02	25.28	23.09	21.57	21.55	25.69	49.36	24.46	13.27	16.95	18.45	28.67
Business & Conference	5.75	5.31	5.09	4.58	4.77	2.51	2.75	3.29	7.47	2.75	4.02	5.58	4.80	8.34
Sport	0.28	0.28	0.21	1.85	0.46	0.56	0.17	0.19	1.45	0.45	0.14	0.97	1.83	0.59
Other	6.20	1.61	1.53	1.94	2.68	2.09	5.04	1.21	2.93	1.12	2.83	5.61	4.53	1.68
Cruise ships	0.00	0.54	0.19	0.00	0.53	0.00	0.46	0.00	0.27	0.56	0.68	0.82	0.00	0.00
Average expenditure (tala, per person)	4,096	4,180	3,398	3,210	3,644	3,696	3,734	4,133	3,622	3,243	3,524	3,762	3,787	4,234
Tourism Price Index	180.3	182.8	185.7	188.0	187.2	185.5	184.1	182.8	182.1	180.7	181.5	182.4	183.7	188.3
First Number of Months up to	11 months to May 24	11 months to May 25	12 months to June 25	1st month to Aug 25	2 months to Aug 25	3 months to Sep 25	4 months to Oct 25	5 months to Nov 25	6 months to Dec 25	7 months to Jan 26	8 months to Feb 26	9 months to Mar 26	10 months to Apr 26	11 months to May 26
Total Visitor Arrivals (persons)	159,513	162,913	180,654	18,843	36,353	52,144	66,422	77,870	103,798	119,965	130,260	142,799	156,987	172,759
Total arrivals incl. cruise ships	179,833	190,990	209,721	18,843	39,255	55,046	71,666	83,114	110,475	129,618	143,408	160,059	174,247	190,019
Over the past year (%)	49.6%	2.1%	2.8%	-1.0%	0.2%	2.6%	1.4%	-0.8%	2.5%	3.4%	4.9%	5.2%	5.4%	6.0%
Past 3 year average	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	9.7%	4.5%	7.1%	-1.7%	-5.6%
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	9,794	8,535	9,288	1,275	1,931	2,477	3,017	3,479	5,365	5,783	6,233	6,780	7,322	7,558
Australia	43,833	41,347	45,022	5,339	9,344	13,366	16,666	19,680	25,758	29,001	30,937	33,667	36,737	40,095
Europe	4,180	5,180	5,654	547	1,128	1,614	2,163	2,582	3,024	3,492	3,847	4,252	4,707	5,248
New Zealand	70,007	74,131	83,209	7,827	16,801	24,838	32,154	36,922	50,493	59,407	64,381	70,290	76,875	84,916
USA	12,764	14,475	16,479	2,078	3,566	4,775	5,900	7,129	9,518	11,149	12,189	13,409	14,865	16,635
Other Countries	18,935	19,245	21,002	1,777	3,583	5,074	6,522	8,078	9,640	11,133	12,673	14,401	16,481	18,307
Cruise ships	20,320	28,077	29,067	0	2,902	2,902	5,244	5,244	6,677	9,653	13,148	17,260	17,260	17,260
Arrivals, by purpose (persons)														
Holiday	63,611	69,636	77,614	9,058	18,248	26,717	34,357	39,807	49,586	57,054	61,604	66,697	73,562	80,224
VFR	55,599	60,111	67,047	6,344	11,890	17,302	21,824	25,882	38,280	45,046	48,755	53,314	57,791	63,256
Business & Conference	9,879	14,134	15,531	1,603	2,707	3,352	4,144	4,884	6,727	7,382	8,277	9,570	10,640	12,930
Sport	2,722	2,004	2,106	453	618	750	808	881	1,414	1,537	1,587	1,804	2,302	2,435
Other	27,702	17,028	18,356	1,385	2,890	4,023	5,289	6,416	7,791	8,946	10,037	11,414	12,692	13,914
Cruise ships	20,320	28,077	29,067	0	2,902	2,902	5,244	5,244	6,677	9,653	13,148	17,260	17,260	17,260
Total Visitor Earnings (tala million)	565.52	586.16	646.45	60.48	124.29	182.65	235.96	283.27	377.20	429.63	465.92	513.09	566.82	633.60
Total earnings incl. cruise ships	569.38	591.61	652.09	60.48	124.82	183.18	236.95	284.26	378.45	431.45	468.41	516.40	570.14	636.92
Over the past year (%)	55.6%	3.9%	4.8%	6.3%	8.6%	10.1%	7.7%	3.3%	5.1%	5.4%	7.0%	7.3%	7.0%	7.7%
Past 3 year average	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	8.0%	5.1%	5.9%	0.7%	-1.1%
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	25.3	23.2	25.5	3.6	5.0	6.1	7.0	8.0	14.3	15.4	16.0	17.4	19.4	20.4
Australia	177.8	171.0	185.3	17.0	34.0	49.8	65.4	82.3	108.0	120.1	129.2	141.4	154.8	168.4
Europe	5.2	6.4	6.8	0.5	1.3	1.9	2.4	3.1	3.9	4.5	4.9	5.5	6.2	6.8
New Zealand	247.2	267.3	295.6	24.9	59.4	89.6	118.1	137.7	182.5	211.5	227.5	248.6	274.2	311.4
USA	42.8	48.6	55.9	7.6	11.8	17.6	20.6	24.5	33.4	38.3	42.8	48.7	52.2	58.2
Other Countries	67.2	69.7	77.4	6.8	12.8	17.7	22.4	27.7	35.0	39.9	45.5	51.5	60.0	68.4
Cruise ships	3.9	5.5	5.7	0.0	0.5	0.5	1.0	1.0	1.3	1.8	2.5	3.3	3.3	3.3
Earnings, by purpose (tala million)														
Holiday	207.68	232.07	257.63	26.83	59.64	91.28	115.08	132.02	164.72	188.38	204.40	222.47	246.60	274.10
VFR	232.0	255.6	283.7	25.3	48.4	69.9	91.5	117.2	166.5	191.0	204.3	221.2	239.7	268.3
Business & Conference	37.2	52.8	57.9	4.6	9.3	11.9	14.6	17.9	25.4	28.1	32.1	37.7	42.5	50.9
Sport	8.5	7.0	7.2	1.9	2.3	2.9	3.0	3.2	4.7	5.1	5.3	6.2	8.1	8.6
Other	80.0	38.6	40.1	1.9	4.6	6.7	11.7	13.0	15.9	17.0	19.8	25.4	30.0	31.7
Cruise ships	3.9	5.5	5.7	0.0	0.5	0.5	1.0	1.0	1.3	1.8	2.5	3.3	3.3	3.3

VISITOR EARNINGS & REMITTANCES REPORT

May 2026

Table 2.

INFLOW OF PRIVATE REMITTANCES

AMOUNTS IN TALA MILLION

Amount in Tala Millions	May-24	May-25	Jun-25	Jul-25	Aug-25	Sept-25	Oct-25	Nov-25	Dec-25 *	Jan-26	Feb-26	Mar-26	Apr-26	May-26
By Recipient (Tala Millions)	81.30	77.49	74.43	78.66	75.88	77.06	74.51	74.02	102.32	74.47	67.59	74.70	84.75	85.81
Banknotes	7.26	4.08	5.83	4.78	5.48	6.92	5.08	5.26	8.50	5.08	5.02	6.55	5.01	8.51
Churches, School, Charities	10.88	6.51	7.03	5.55	4.03	6.94	4.00	5.96	8.56	5.29	4.81	5.24	7.20	4.69
Individual/Family/Households	60.40	65.28	59.59	67.10	64.91	61.22	63.91	61.06	83.44	62.64	56.37	60.87	67.89	71.19
In Kind	0.68	0.81	0.84	0.68	0.68	1.00	0.80	0.88	0.95	0.80	0.74	0.79	0.59	0.82
Pensions by residents	1.04	0.45	0.64	0.55	0.77	0.80	0.68	0.78	0.82	0.60	0.56	0.63	0.58	0.57
Others	1.05	0.35	0.51	0.01	0.00	0.18	0.04	0.08	0.04	0.06	0.10	0.63	3.47	0.02
By Country (Tala Millions)	81.30	77.49	74.43	78.66	75.88	77.06	74.51	74.02	102.32	74.47	67.59	74.70	84.75	85.81
USA	15.22	16.25	12.56	13.61	11.85	12.05	13.94	14.11	15.51	11.36	12.49	13.05	16.07	11.52
New Zealand	33.22	28.18	26.14	25.79	28.45	27.29	22.36	22.31	34.65	24.95	22.46	26.91	30.77	33.43
Australia	24.14	26.63	26.55	33.16	29.90	32.79	32.99	32.22	43.43	32.05	28.33	29.90	30.89	35.91
American Samoa	5.07	4.79	3.94	3.24	3.66	3.35	3.77	3.36	3.31	2.53	2.71	2.64	2.71	3.51
Others	3.66	1.64	5.24	2.86	2.01	1.57	1.45	2.01	5.42	3.59	1.61	2.20	4.30	1.44
By Channel (%)														
Banks	30.3%	23.3%	27.7%	23.6%	23.2%	28.1%	22.4%	23.9%	23.6%	25.1%	28.1%	29.7%	31.8%	26.6%
Non Banks (1)	69.7%	76.7%	72.3%	76.4%	76.8%	71.9%	77.6%	76.1%	76.4%	74.9%	71.9%	70.3%	68.2%	73.4%
Traditional	67.3%	72.7%	68.7%	72.6%	72.9%	68.5%	73.8%	71.9%	71.5%	70.3%	68.0%	66.6%	64.5%	70.5%
Electronic (online, mobile wallets, banking cards)	2.4%	4.0%	3.6%	3.8%	3.9%	3.4%	3.8%	4.1%	4.9%	4.6%	3.9%	3.7%	3.7%	2.9%
Total Remittances (Tala Millions)	81.30	77.49	74.43	78.66	75.88	77.06	74.51	74.02	102.32	74.47	67.59	74.70	84.75	85.81
First Number of Months up to	11 months	11 months	12 months	1st	2 months	3 months	4 months	5 months	6 months	7 months	8 months	9 months	10 months	11 months
	to May 24	to May 25	to June 25	month	to Aug 25	to Sep 25	to Oct 25	to Nov 25	to Dec 25	to Jan 26	to Feb 26	to Mar 26	to Apr 26	to May 26
Total Remittances (Tala Millions)	809.68	828.34	902.77	78.66	154.54	231.59	306.11	380.13	482.45	556.92	624.51	699.21	783.96	869.77
Percentage Change (over same period last year)	6.7%	2.3%	3.0%	-3.4%	-10.5%	-3.6%	-1.4%	-1.0%	1.0%	2.1%	2.9%	3.6%	4.4%	5.0%
3 year average (%)	13.8%	13.5%	13.2%	18.2%	17.1%	14.6%	10.4%	8.8%	8.3%	9.1%	8.5%	8.4%	8.4%	8.0%
5 year average (%)	11.2%	10.4%	10.4%	11.0%	12.3%	12.4%	11.8%	11.3%	11.2%	10.7%	10.4%	10.1%	10.6%	10.1%
By Recipient (Tala Millions)														
Hand Carried Cash	62.60	57.76	63.59	4.78	10.26	17.17	22.26	27.52	36.02	41.10	46.11	52.66	57.68	66.19
Churches, School, Charities	72.56	60.22	67.25	5.55	9.59	16.52	20.53	26.49	35.05	40.35	45.16	50.39	57.60	62.29
Individual/Family/Households	644.49	685.99	745.58	67.10	132.01	193.23	257.14	318.19	401.63	464.27	520.64	581.51	649.40	720.59
In Kind	8.90	9.04	9.88	0.68	1.36	2.37	3.17	4.05	5.00	5.80	6.53	7.32	7.91	8.73
Pensions by residents	8.19	7.31	7.95	0.55	1.32	2.12	2.80	3.58	4.40	5.01	5.56	6.19	6.78	7.34
Others	12.94	8.02	8.53	0.01	0.01	0.19	0.23	0.30	0.35	0.41	0.51	1.13	4.60	4.62
By Country (Tala Millions)														
USA	142.56	148.46	161.02	13.61	25.47	37.52	51.46	65.57	81.08	92.44	104.93	117.98	134.05	145.57
New Zealand	308.05	287.72	313.86	25.79	54.24	81.54	103.90	126.21	160.86	185.81	208.27	235.18	265.95	299.38
Australia	276.84	319.20	345.76	33.16	63.06	95.84	128.83	161.05	204.48	236.53	264.86	294.76	325.65	361.56
American Samoa	41.75	41.07	45.01	3.24	6.90	10.25	14.02	17.38	20.69	23.22	25.92	28.57	31.28	34.79
Others	40.48	31.89	37.13	2.86	4.87	6.45	7.90	9.91	15.33	18.92	20.53	22.72	27.03	28.46

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

(rev) Revised figures for December 2025

Table 3.

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

Average Cost of Sending (in %)	May-24	May-25	Jun-25	Jul-25	Aug-25	Sept-25	Oct-25	Nov-25	Dec-25	Jan-26	Feb-26	Mar-26	Apr-26	May-26
New Zealand (NZD \$200)	8.14	6.90	8.62	6.83	7.55	7.28	5.52	5.90	6.83	7.28	7.14	6.72	7.10	7.17
Australia (AUD \$200)	7.29	6.33	7.81	6.24	6.38	6.14	5.71	6.29	6.71	7.38	7.19	7.19	7.76	7.19
Average Cost of Remittances to Samoa	7.71	6.61	8.22	6.53	6.97	6.71	5.62	6.09	6.77	7.33	7.16	6.96	7.43	7.18

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