

VISITOR EARNINGS & REMITTANCES REPORT

SEPTEMBER 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.3: 2024/25

September 2024

Visitor Arrivals¹

The total number of visitor arrivals for the month under review declined further by **15.7 percent (or 2,712 visitors)** to a total of **14,536 visitors** when compared to the previous month. Likewise, it was 2.3 percent lower than the same month in 2023, reflecting a decrease of 343 visitors.

The reduction in visitor arrivals was mainly due to the high numbers recorded in previous months which were heavily impacted by various one-off events and activities. The current performance reflects a return to its normal pre-COVID levels, since the international border re-opening in August 2022, with the initial surge in visitors now stabilizing and reflecting seasonal trends with the gradual normalization of travel patterns.

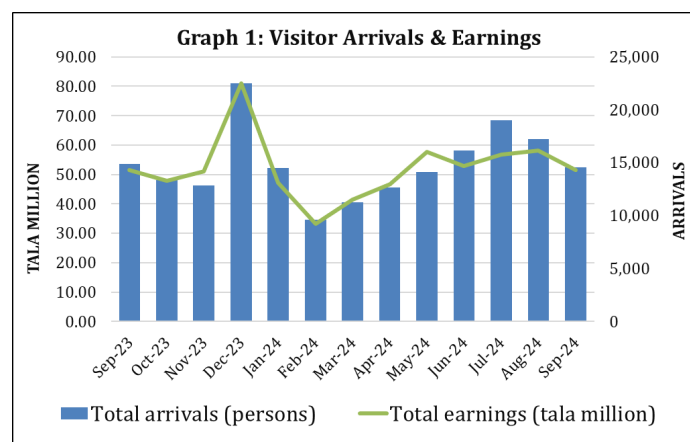
Underpinning the contraction in visitor arrivals were drop in visitors from USA (down by 54.7 percent), American Samoa (by 46.8 percent), Europe (by 30.6 percent), 'Other countries' (by 11.3 percent), Australia (down by 4.0 percent) and New Zealand (down by 3.4 percent). By purpose of visit, decreases were recorded for visitors who were here for 'Other purposes' (by 29.7 percent), 'Holiday' (by 17.6 percent), 'Business and conference' (by 12.6 percent), 'Visiting Families and Friends' (by 9.2 percent) and 'Sports' (by 1.1 percent).

As a result, **total visitor receipts fell by 11.5 percent (or \$6.7 million) to \$51.5 million** over the previous month despite an increase in the average visitor spending over August 2024 by 5.1 percent.

Similarly, total visitor earning was slightly lower by 0.1 percent from a year ago.

By source market, decreases were recorded in tourism receipts from Australia (by \$1.6 million), American Samoa (by \$1.5 million), USA (by \$1.2 million) and New Zealand (by \$1.1 million) markets, with minimal drops in earnings from 'Other countries' (by \$0.8 million) and Europe (by \$0.4 million). Declines were noted in proceeds from visitors who were here for Holidays (by \$3.0 million), 'Visiting friends and families' (by \$2.1 million), 'Other purpose of visit' (by \$1.2 million), 'Business and Conference' (by \$1.0 million) and Sport (by \$0.7 million). (See Graph 1)

For the first three months of FY2024/25, total earnings were 4.5 percent higher at \$166.5 million, when compared to that of the same period of last year.



Remittances

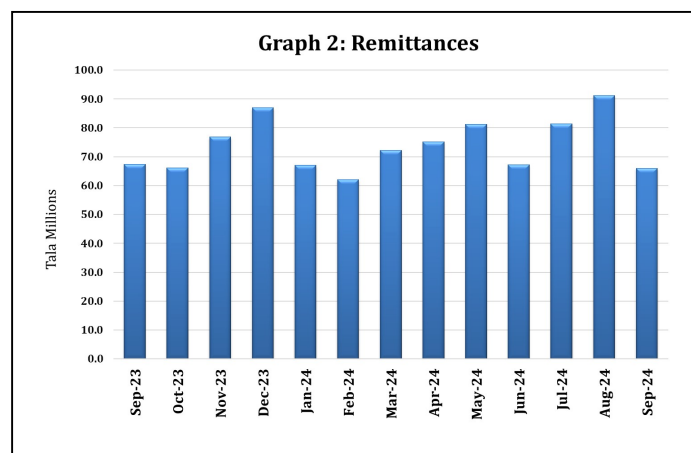
Total monthly remittances recorded a **significant decline of 27.7 percent (or \$25.3 million)** to a total of **\$66.0 million in September 2024**. Additionally,

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 a day but their spending are included as part of tourism earnings.

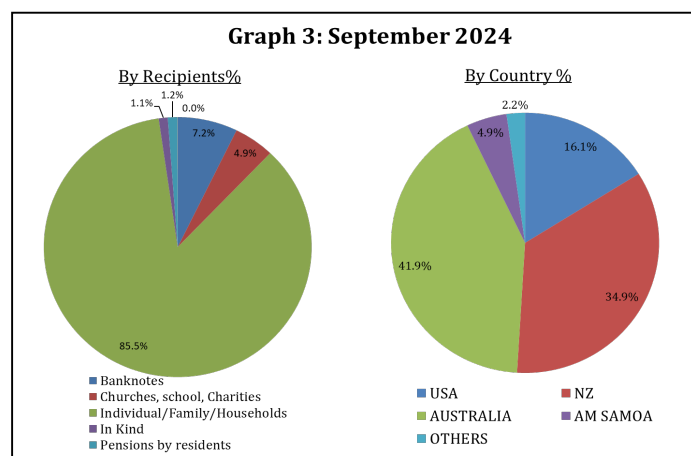
VISITOR EARNINGS & REMITTANCES REPORT

September 2024

this amount was 2.1 percent (or \$1.4 million) lower when compared to the same month of last year. (See Graph 2)



This significant reduction from the previous month was largely influenced by lower funds received from all its main markets, such as ‘Other Countries’ (by 79.3 percent), USA (by 32.1 percent), Australia (by 23.3 percent), New Zealand (by 19.2 percent) and American Samoa (by 18.8 percent). In terms of recipients, decreases in inflow of personal transfers were recorded for ‘Non-profit institutions serving households (NPISH)’, ‘In Kind’, ‘Family and Households’ and ‘Hand-carried cash’ by 75.1 percent, 24.2 percent, 20.4 percent and 18.3 percent respectively. (See Graph 3)

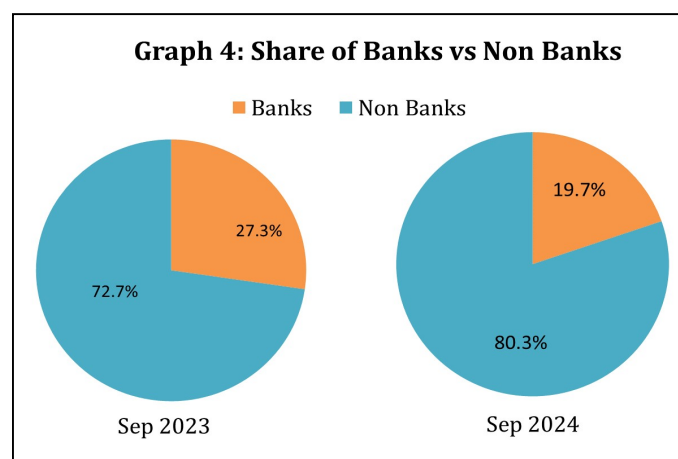


However, total inflow of remittances in the first three months of FY2024/25 was **7.6 percent (or \$16.9 million) higher at \$238.8 million** compared to the same period in the previous fiscal year. Accounting for this hike were higher inflows from

Australia (by \$11.7 million), ‘Other countries’ (up by \$3.5 million), USA (up by \$1.1 million) and ‘New Zealand’ (by \$1.0 million). This was partially aided by the depreciation of the Samoan Tala against the Australian and NZ dollars by 1.5 percent and 0.3 percent respectively. Likewise, higher funds were received for ‘NPISH’ (\$8.6 million), ‘Family and households’ (\$6.0 million), ‘Others’ (\$2.9 million), ‘In Kind’ and ‘Pensions by residents’ both by (\$0.1 million), partially offset by a \$0.8 million decrease in ‘Hand carried cash’.

The share of remittances received through Money Transfer Operators (MTOs) increased to 80.3 percent in September 2024, up from 72.7 percent in the same month of 2023. On the other hand, funds received via commercial banks went down to 19.7 percent in September 2024, from 27.3 percent in the previous year. (See Graph 3)

According to the data obtained from *Send Money Pacific*², the average monthly cost of remitting NZD\$200.00 to Samoa edged up to 8.35 percent from 8.22 percent in September 2023. Similarly, the average cost of sending AUD\$200.00 to Samoa hiked to 8.81 percent compared to 7.03 percent in the same month last year. (See Graph 4)



CENTRAL BANK OF SAMOA
08 November 2024

² <https://sendmoneypacific.org>

VISITOR EARNINGS & REMITTANCES REPORT

September 2024

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

	Sep-22	Sep-23	Oct-23	Nov-23	Dec-23	Jan-24	Feb-24	Mar-24	Apr-24	May-24	Jun-24	Jul-24	Aug-24	Sep-24
Total arrivals (persons)	8,261	14,879	13,383	12,856	22,512	14,520	9,630	11,242	12,644	14,106	16,143	19,039	17,248	14,536
Arrivals, by market (persons)														
American Samoa	723	777	726	720	1,316	883	649	719	868	896	1,220	1,370	1,273	677
Australia	1,835	4,472	3,597	3,471	6,993	4,232	2,198	2,801	3,214	4,171	4,130	4,554	3,998	3,838
Europe	110	382	452	460	213	297	345	463	358	370	395	691	641	445
New Zealand	3,961	6,679	5,873	5,644	10,848	6,561	3,920	4,463	5,303	5,916	7,048	8,743	7,068	6,828
USA	724	892	1,008	976	1,752	1,002	877	1,064	1,062	1,070	1,820	2,014	2,395	1,086
Other Countries	908	1,677	1,727	1,585	1,390	1,545	1,641	1,732	1,839	1,683	1,530	1,667	1,873	1,662
Arrivals, by purpose (persons)														
Holiday	2,399	6,372	5,859	5,019	9,052	5,172	2,778	3,897	4,863	5,252	6,442	7,865	8,026	6,612
VFR	3,617	4,845	3,932	4,225	10,832	6,047	3,124	3,776	4,150	4,505	5,232	5,523	5,274	4,790
Business & Conference	900	887	870	1,218	357	567	765	938	696	1,559	1,281	1,567	1,348	1,178
Sport	95	611	205	103	13	21	277	44	160	64	121	469	450	445
Other	1,250	2,164	2,517	2,291	2,258	2,713	2,686	2,587	2,775	2,726	3,067	3,615	2,150	1,511
Total earnings (tala million)	27.70	51.54	47.78	51.13	81.07	47.22	33.15	41.35	46.67	57.78	52.81	56.90	58.15	51.5
Earnings, by market (tala million)														
American Samoa	1.64	1.55	1.14	1.58	4.08	2.35	0.80	1.84	2.90	3.69	3.36	3.80	2.94	1.42
Australia	6.39	16.53	16.27	18.44	28.89	15.42	10.04	12.13	13.64	16.34	15.53	13.64	16.12	14.52
Europe	0.11	0.41	0.43	0.71	0.38	0.35	0.36	0.74	0.48	0.42	0.37	0.57	0.86	0.49
New Zealand	13.45	23.73	21.95	22.15	35.24	21.06	12.42	15.58	20.03	26.50	21.22	26.10	25.87	24.74
USA	3.30	4.05	2.63	3.01	6.35	2.86	3.61	4.98	2.46	3.51	6.27	6.87	6.27	5.04
Other Countries	2.81	5.26	5.36	5.23	6.13	5.18	5.92	6.08	7.16	7.33	6.06	5.92	6.09	5.26
Earnings, by purpose (tala million)														
Holiday	7.85	22.54	15.87	15.68	29.65	17.18	9.40	12.28	15.58	21.78	21.29	22.62	26.65	23.68
VFR	13.37	18.36	17.01	26.58	42.72	23.17	10.93	12.83	15.98	23.77	21.96	21.42	20.65	18.51
Business & Conference	3.04	3.26	2.64	5.34	1.41	2.45	3.31	3.64	2.88	5.75	4.75	4.33	5.41	4.38
Sport	0.35	2.44	0.51	0.27	0.03	0.08	0.75	0.18	0.54	0.28	0.26	1.83	1.15	1.81
Other	3.09	4.93	11.75	3.26	7.26	4.34	8.75	12.41	11.70	6.20	4.54	6.70	4.29	3.11
Average expenditure (tala,per person)	3,353	3,464	3,570	3,977	3,601	3,252	3,442	3,678	3,691	4,096	3,271	2,988	3,371	3,542
Tourism Price Index	165.0	175.3	175.9	175.7	175.7	177.3	177.3	177.7	177.9	180.3	179.5	176.8	177.5	178.9
First Number of Months up to	3 months to Sep 22	3 months to Sep 23	4 months to Oct 23	5 months to Nov 23	6 months to Dec 23	7 months to Jan 24	8 months to Feb 24	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
Total Visitor Arrivals (persons)	14,579	48,620	62,003	74,859	97,371	111,891	121,521	132,763	145,407	159,513	175,656	19,039	36,287	50,823
Over the past year (%)	0.0%	233.5%	185.1%	147.2%	106.9%	88.4%	81.2%	72.0%	59.9%	49.6%	40.9%	10.2%	7.5%	4.5%
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	1,442	3,017	3,743	4,463	5,779	6,662	7,311	8,030	8,898	9,794	11,014	1,370	2,643	3,320
Australia	3,493	13,156	16,753	20,224	27,217	31,449	33,647	36,448	39,662	43,833	47,963	4,554	8,552	12,390
Europe	236	1,222	1,674	2,134	2,347	2,644	2,989	3,452	3,810	4,180	4,575	691	1,332	1,777
New Zealand	6,605	21,479	27,352	32,996	43,844	50,405	54,325	58,788	64,091	70,007	77,055	8,743	15,811	22,639
USA	1,110	3,953	4,961	5,937	7,689	8,691	9,568	10,632	11,694	12,764	14,584	2,014	4,409	5,495
Other Countries	1,693	5,793	7,520	9,105	10,495	12,040	13,681	15,413	17,252	18,935	20,465	1,667	3,540	5,202
Arrivals, by purpose (persons)														
Holiday	4,144	21,719	27,578	32,597	41,649	46,821	49,599	53,496	58,359	63,611	70,053	7,865	15,891	22,503
VFR	6,362	15,008	18,940	23,165	33,997	40,044	43,168	46,944	51,094	55,599	60,831	5,523	10,797	15,587
Business & Conference	1,577	2,909	3,779	4,997	5,354	5,921	6,686	7,624	8,320	9,879	11,160	1,567	2,915	4,093
Sport	111	1,835	2,040	2,143	2,156	2,177	2,454	2,498	2,658	2,722	2,843	469	919	1,364
Other	2,385	7,149	9,666	11,957	14,215	16,928	19,614	22,201	24,976	27,702	30,769	3,615	5,765	7,276
Total Visitor Earnings (tala million)	48.28	159.36	207.14	258.27	339.34	386.56	419.72	461.06	507.73	565.52	618.33	56.90	115.05	166.53
Over the past year (%)	0.0%	230.0%	189.1%	152.5%	115.7%	99.1%	91.8%	82.0%	68.1%	55.6%	46.9%	8.7%	6.7%	4.5%
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	3.3	6.9	8.0	9.6	13.7	16.0	16.8	18.7	21.6	25.3	28.6	3.8	6.7	8.2
Australia	12.6	46.6	62.9	81.3	110.2	125.7	135.7	147.8	161.5	177.8	193.3	13.6	29.8	44.3
Europe	0.3	1.3	1.8	2.5	2.8	3.2	3.6	4.3	4.8	5.2	5.6	0.6	1.4	1.9
New Zealand	22.6	72.2	94.2	116.3	151.6	172.6	185.1	200.6	220.7	247.2	268.4	26.1	52.0	76.7
USA	4.3	13.4	16.1	19.1	25.4	28.3	31.9	36.9	39.3	42.8	49.1	6.9	13.1	18.2
Other Countries	5.2	18.8	24.2	29.4	35.6	40.7	46.7	52.8	59.9	67.2	73.3	5.9	12.0	17.3
Earnings, by purpose (tala million)														
Holiday	13.1	70.25	86.13	101.80	131.45	148.64	158.04	170.32	185.90	207.68	228.97	22.62	49.27	72.95
VFR	23.7	59.0	76.1	102.6	145.4	168.5	179.5	192.3	208.3	232.0	254.0	21.4	42.1	60.6
Business & Conference	5.5	9.8	12.4	17.8	19.2	21.6	24.9	28.6	31.5	37.2	42.0	4.3	9.7	14.1
Sport	0.4	5.9	6.4	6.7	6.7	6.8	7.5	7.7	8.3	8.5	8.8	1.8	3.0	4.8
Other	5.6	14.4	26.1	29.4	36.6	41.0	49.7	62.1	73.8	80.0	84.6	6.7	11.0	14.1

VISITOR EARNINGS & REMITTANCES REPORT

September 2024

Table 2.

INFLOW OF PRIVATE REMITTANCES

AMOUNTS IN TALA MILLION

Amount in Tala Millions	Sep-22	Sep-23	Oct-23	Nov-23	Dec-23	Jan-24	Feb-24	Mar-24	Apr-24	May-24	Jun-24	Jul-24	Aug-24	Sep-24
By Recipient (Tala Millions)	69.24	67.42	66.19	76.83	86.97	67.03	62.05	72.28	75.24	81.30	67.19	81.46	91.29	66.01
Banknotes	4.80	8.48	7.24	7.36	7.55	5.13	3.16	4.38	4.46	7.26	4.92	4.62	5.84	4.77
Churches, school, Charities	0.28	1.10	4.25	7.62	6.78	6.26	4.60	6.72	12.86	10.88	5.12	4.92	13.00	3.24
Individual/Family/Households	61.99	54.27	52.69	60.05	70.95	53.80	48.54	59.33	52.45	60.40	51.98	65.07	70.86	56.43
In Kind	0.86	0.85	0.84	0.88	0.83	0.79	0.74	0.63	1.15	0.68	0.83	0.83	0.95	0.72
Pensions by residents	1.10	0.67	0.72	0.78	0.77	0.71	0.78	0.73	0.67	1.04	0.60	0.71	0.64	0.77
Others	0.21	2.06	0.46	0.14	0.08	0.34	4.23	0.48	3.65	1.05	3.73	5.31	0.00	0.09
By Country (Tala Millions)	69.24	67.42	66.19	76.83	86.97	67.03	62.05	72.28	75.24	81.30	67.19	81.46	91.29	66.01
USA	9.92	11.33	13.28	15.16	12.48	9.70	12.17	12.19	12.59	15.22	11.63	14.61	15.65	10.63
New Zealand	28.88	26.00	24.00	29.26	36.67	26.24	23.80	28.69	28.18	33.22	26.10	27.43	28.49	23.01
Australia	25.36	24.12	22.68	26.00	29.09	24.02	20.67	22.74	21.26	24.14	22.40	34.11	36.12	27.69
American Samoa	4.09	3.51	3.63	3.98	3.55	2.75	3.08	4.58	4.10	5.07	3.35	3.47	3.96	3.21
Others	0.99	2.46	2.61	2.42	5.17	4.31	2.33	4.08	9.11	3.66	3.72	1.85	7.07	1.46
By Channel (%)														
Banks	17.6%	27.3%	29.3%	30.7%	23.3%	28.0%	26.5%	27.4%	31.4%	30.3%	27.5%	25.3%	29.4%	19.7%
Non Banks (1)	82.4%	72.7%	70.7%	69.3%	76.7%	72.0%	73.5%	72.6%	68.6%	69.7%	72.5%	74.7%	70.6%	80.3%
Total Remittances (Tala Millions)	69.24	67.42	66.19	76.83	86.97	67.03	62.05	72.28	75.24	81.30	67.19	81.46	91.29	66.01
First Number of Months up to	3 months to Sep 22	3 months to Sep 23	4 months to Oct 23	5 months to Nov 23	6 months to Dec 23	7 months to Jan 24	8 months to Feb 24	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
Total Remittances (Tala Millions)	224.56	221.89	288.08	364.91	451.88	518.91	580.96	653.24	728.47	809.77	876.96	81.46	172.75	238.76
Percentage Change (over same period last year)	36.6%	-1.2%	0.3%	0.9%	-1.0%	1.5%	2.3%	3.3%	6.7%	6.8%	5.4%	9.7%	11.8%	7.6%
3 year average (%)	9.4%	18.2%	17.0%	16.8%	17.1%	15.6%	15.1%	14.7%	14.4%	13.8%	13.7%	12.9%	13.0%	12.3%
5 year average (%)	10.0%	17.1%	15.1%	14.7%	14.3%	13.4%	12.8%	12.3%	11.5%	11.2%	11.4%	15.4%	12.6%	12.7%
By Recipient (Tala Millions)														
Banknotes	11.92	16.06	23.30	30.66	38.22	43.34	46.50	50.88	55.34	62.60	67.52	4.62	10.46	15.23
Churches, school, Charities	4.96	12.60	16.85	24.47	31.24	37.51	42.10	48.83	61.69	72.56	77.69	4.92	17.91	21.15
Individual/Family/Households	201.43	186.39	239.08	299.12	370.07	423.87	472.41	531.74	584.19	644.59	696.57	65.07	135.93	192.36
In Kind	2.47	2.36	3.20	4.08	4.91	5.70	6.44	7.07	8.22	8.90	9.73	0.83	1.78	2.50
Pensions by residents	2.36	1.99	2.70	3.49	4.26	4.97	5.76	6.49	7.15	8.19	8.79	0.71	1.35	2.12
Others	1.41	2.49	2.95	3.09	3.17	3.52	7.75	8.23	11.88	12.94	16.67	5.31	5.32	5.40
By Country (Tala Millions)														
USA	28.89	39.75	53.03	68.20	80.68	90.38	102.55	114.74	127.33	142.56	154.18	14.61	30.26	40.89
New Zealand	90.07	77.98	101.98	131.24	167.92	194.16	217.96	246.66	274.83	308.05	334.15	27.43	55.92	78.93
Australia	84.43	86.25	108.93	134.93	164.02	188.03	208.70	231.44	252.70	276.84	299.23	34.11	70.23	97.92
American Samoa	15.00	11.01	14.64	18.62	22.17	24.92	28.00	32.58	36.68	41.75	45.10	3.47	7.43	10.64
Others	6.18	6.90	9.50	11.93	17.10	21.41	23.74	27.82	36.93	40.58	44.30	1.85	8.91	10.38

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