



# Samoa International Visitor Survey January – March 2020

**AUT**



# January - March 2020 Respondents



Total number of e-mails sent: **7,648**

Conversion Rate of **12%**



Total number of responses: **882**

4% of all  
visitors  
during the  
period \*



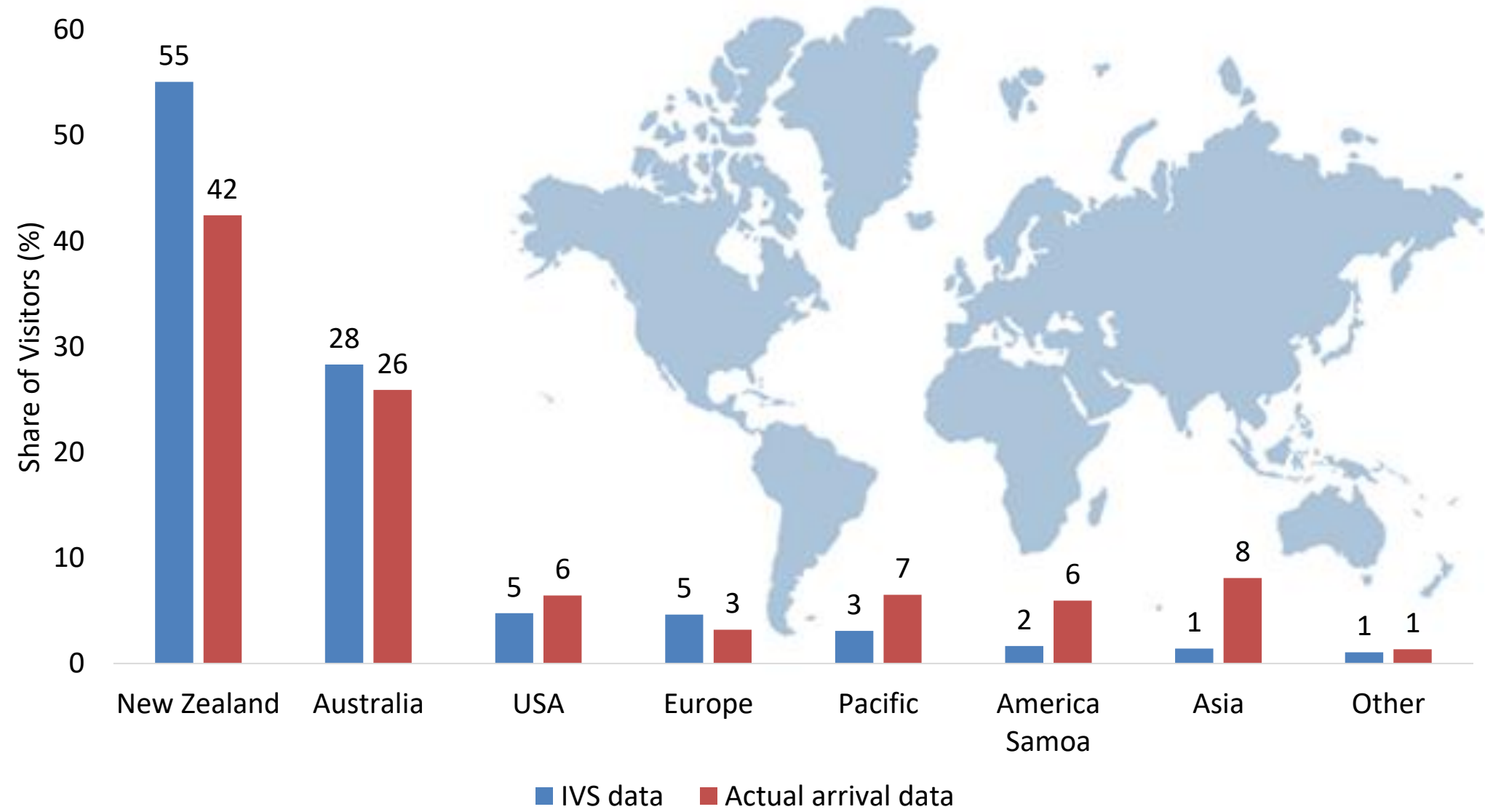
Expenditure Responses cover a total of  
**1,331 adults** and **346 children**

8% of all  
visitors  
during the  
period \*



# Visitor Characteristics

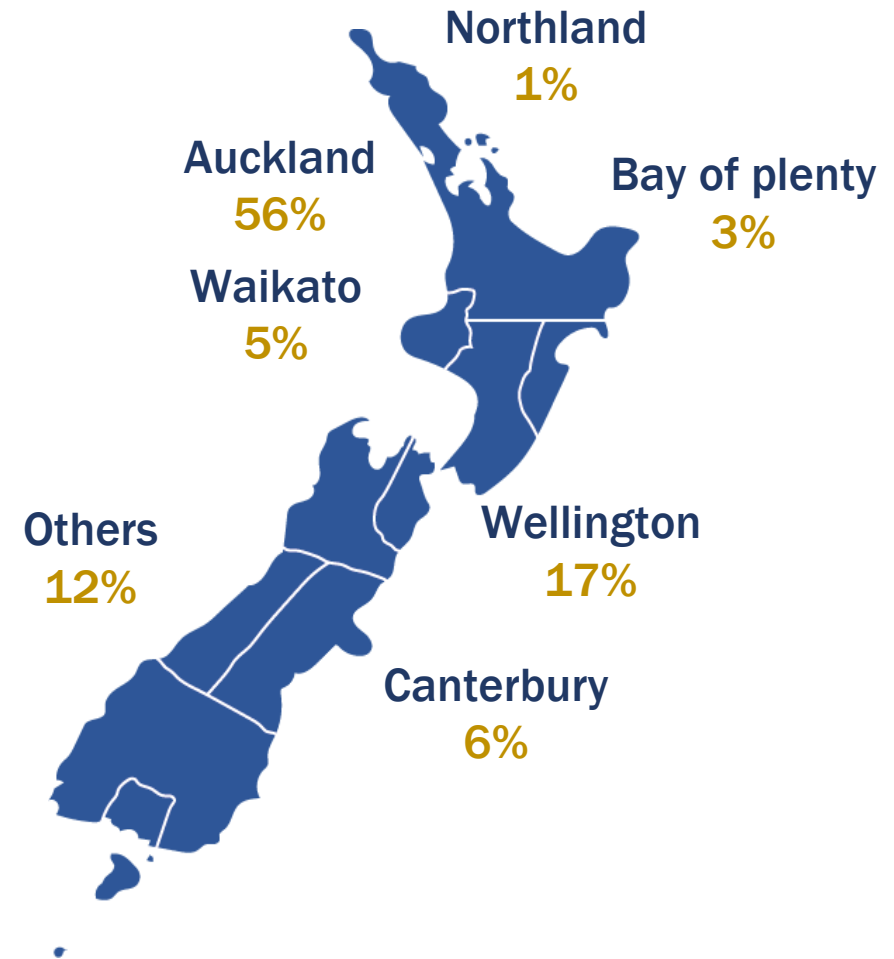
# Country of Origin



Note: survey data (unweighted)

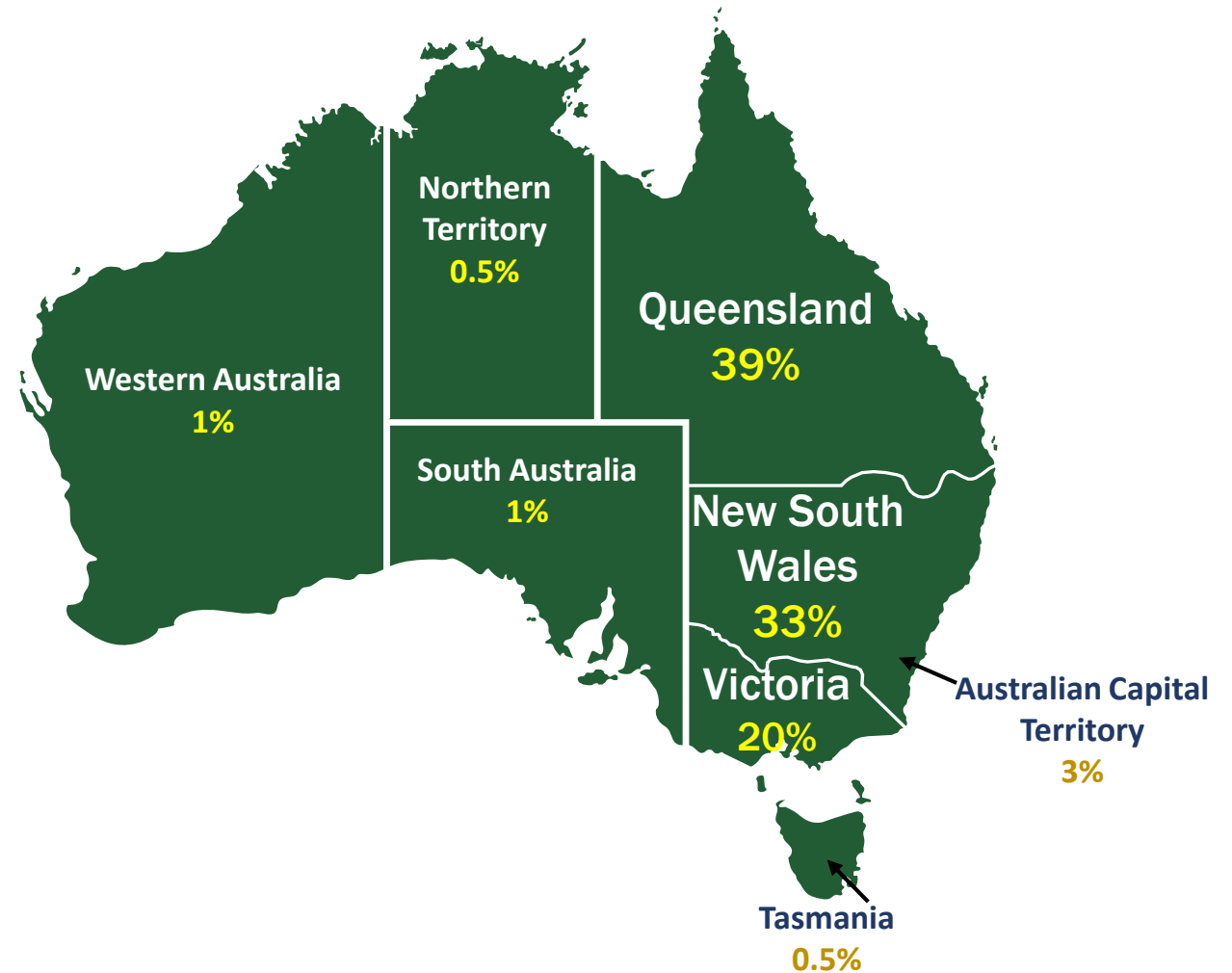
# New Zealand Respondents

Auckland, Wellington, Canterbury make up 79% of all New Zealand visitor arrivals.



# Australian Respondents

Queensland, New South Wales, and Victoria account for **92%** of all Australian visitor arrivals.



# Sample Characteristics

## Gender



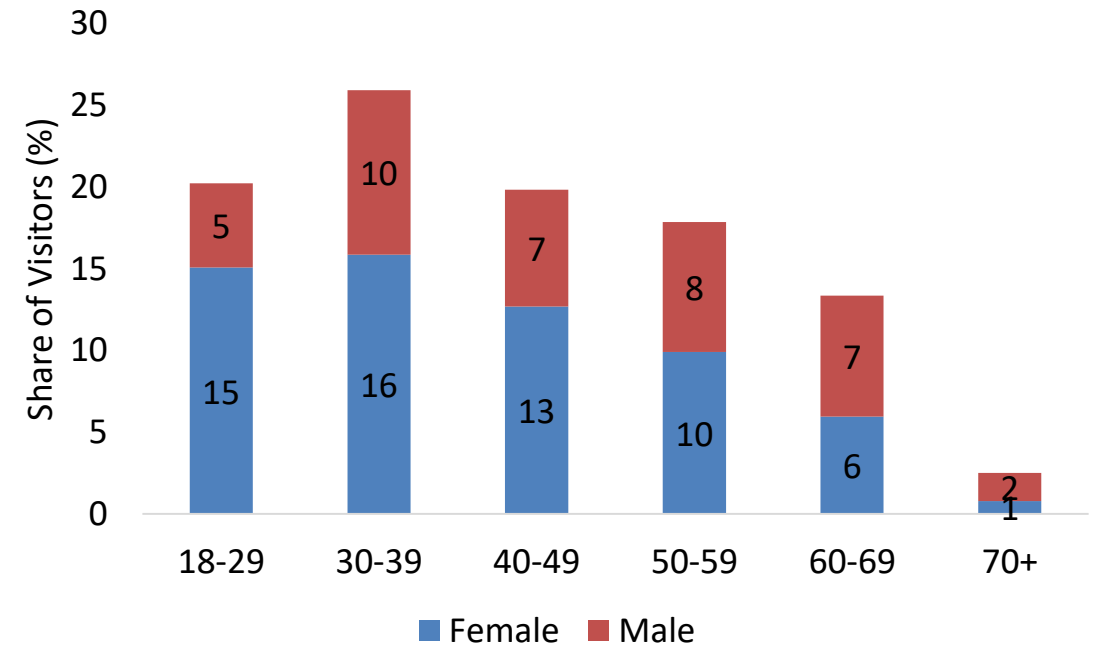
**Female 60%**

## Highest Qualification

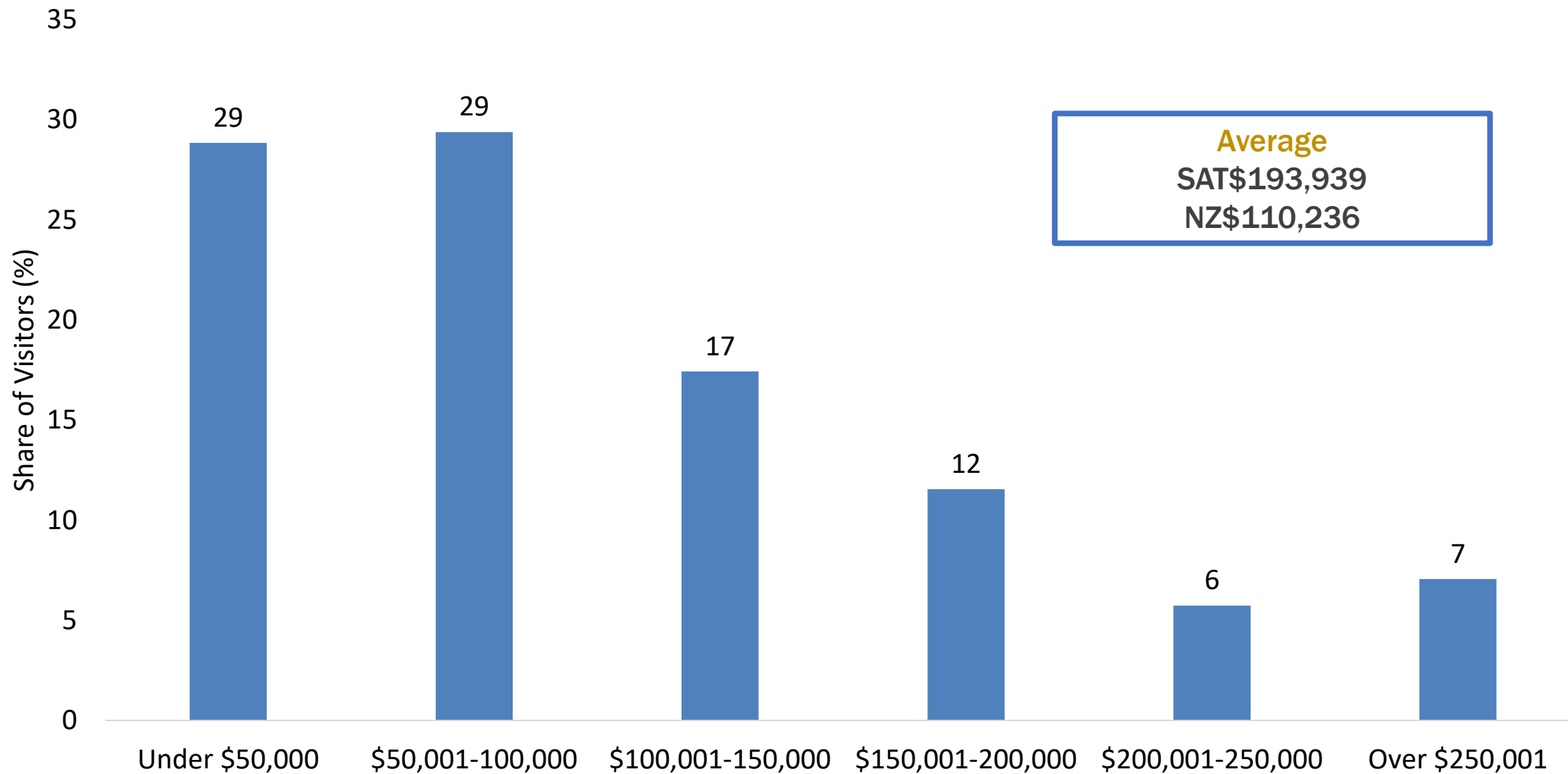


- **76%** Tertiary qualification
- **19%** High school qualification
- **4%** Other
- **1%** No formal qualification

## Distribution of Age

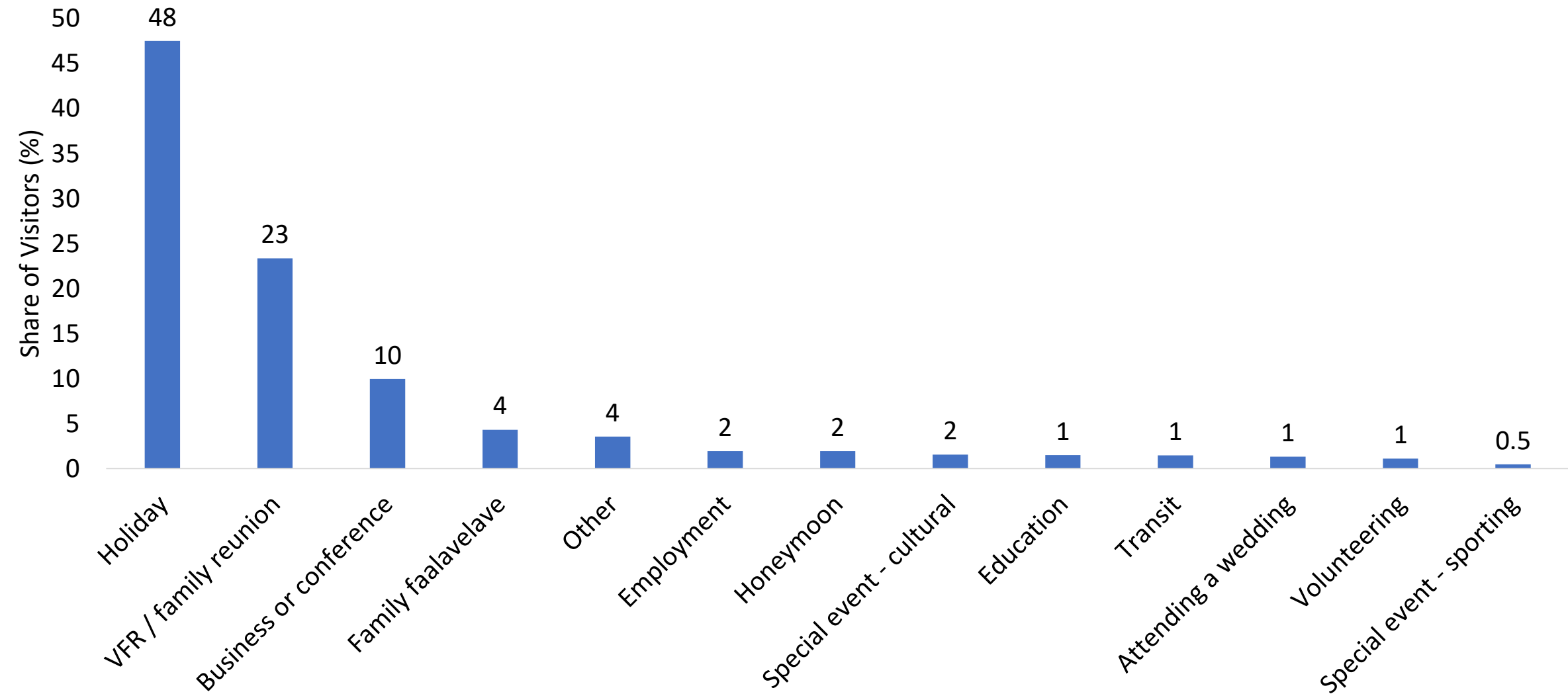


# Annual Household Income (NZ\$)



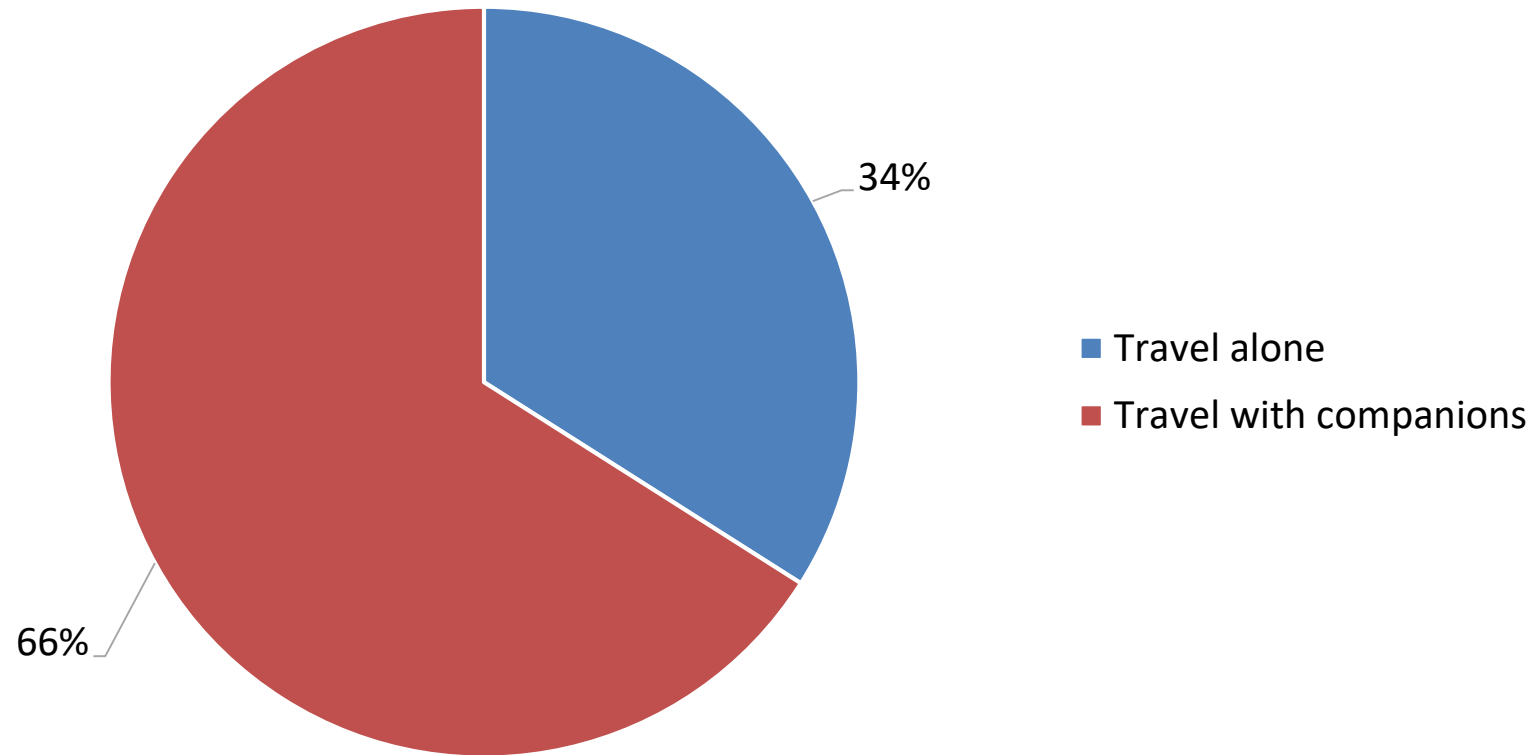


# Main Purpose of Visit



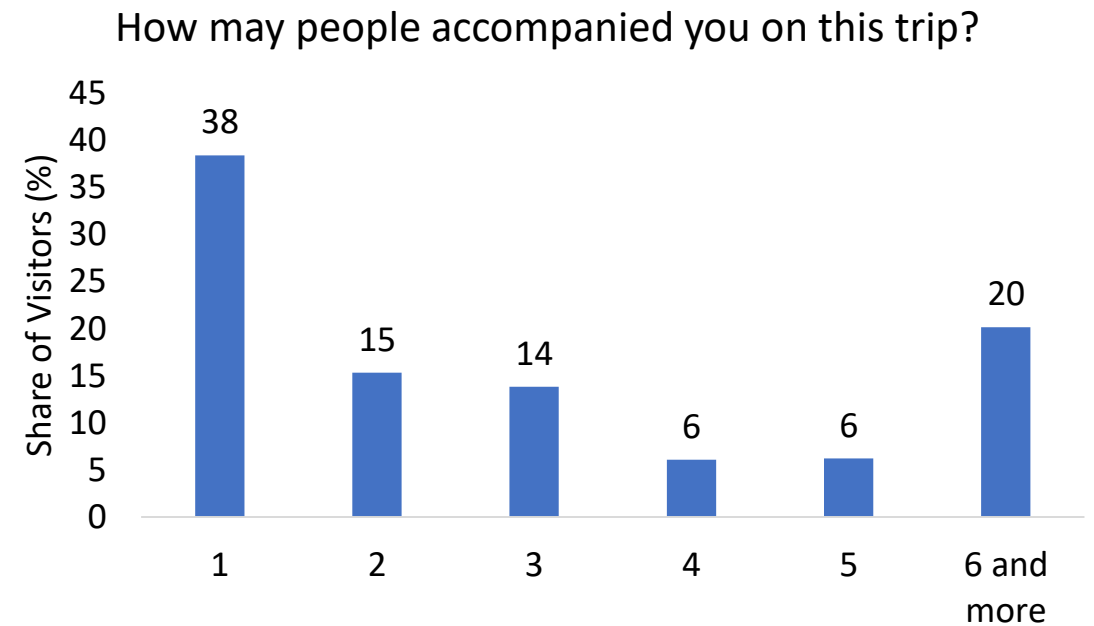
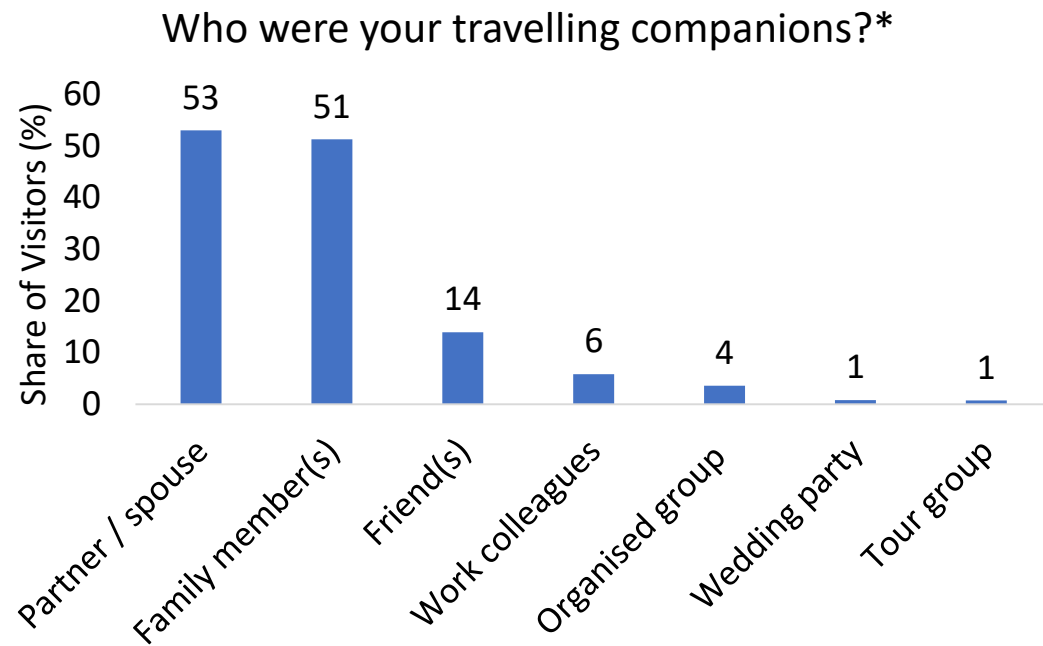
\* Multiple responses, therefore total does not add up to 100%.

# Travel Companions



# Travel Companions

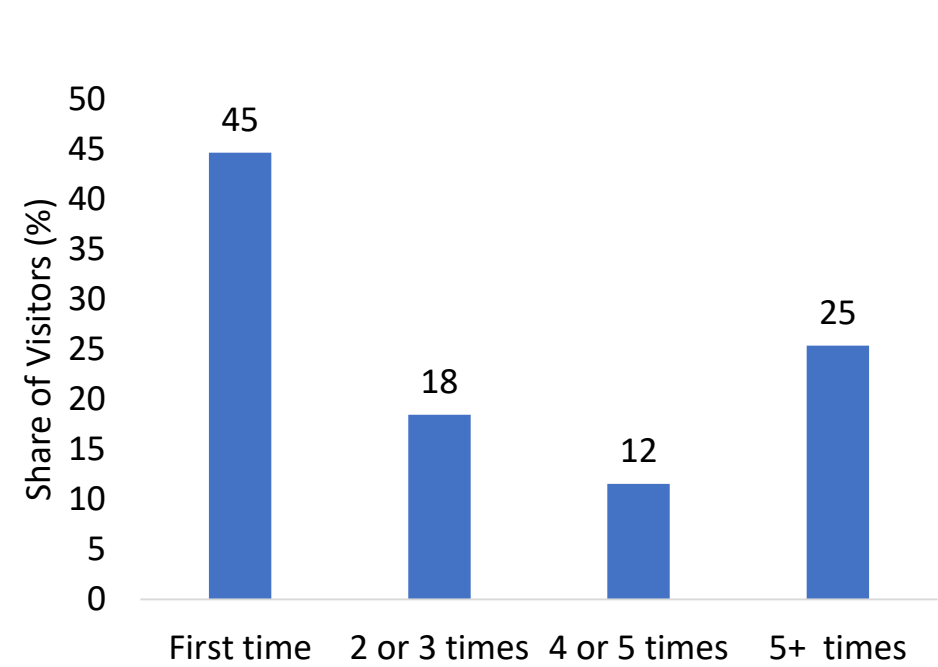
For those 66% Travel with companions:



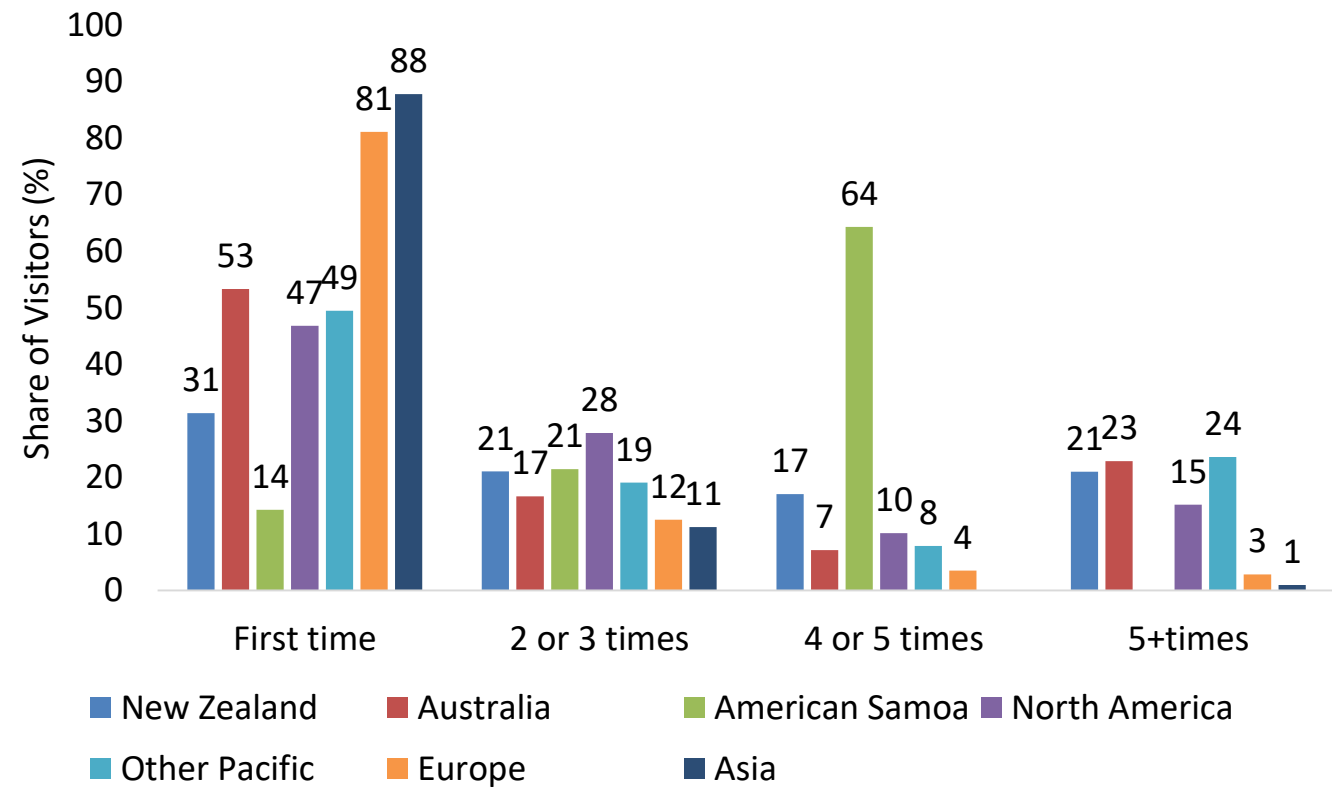
\*Multiple responses, therefore total does not add up to 100%.

# Previous Visits

Overall

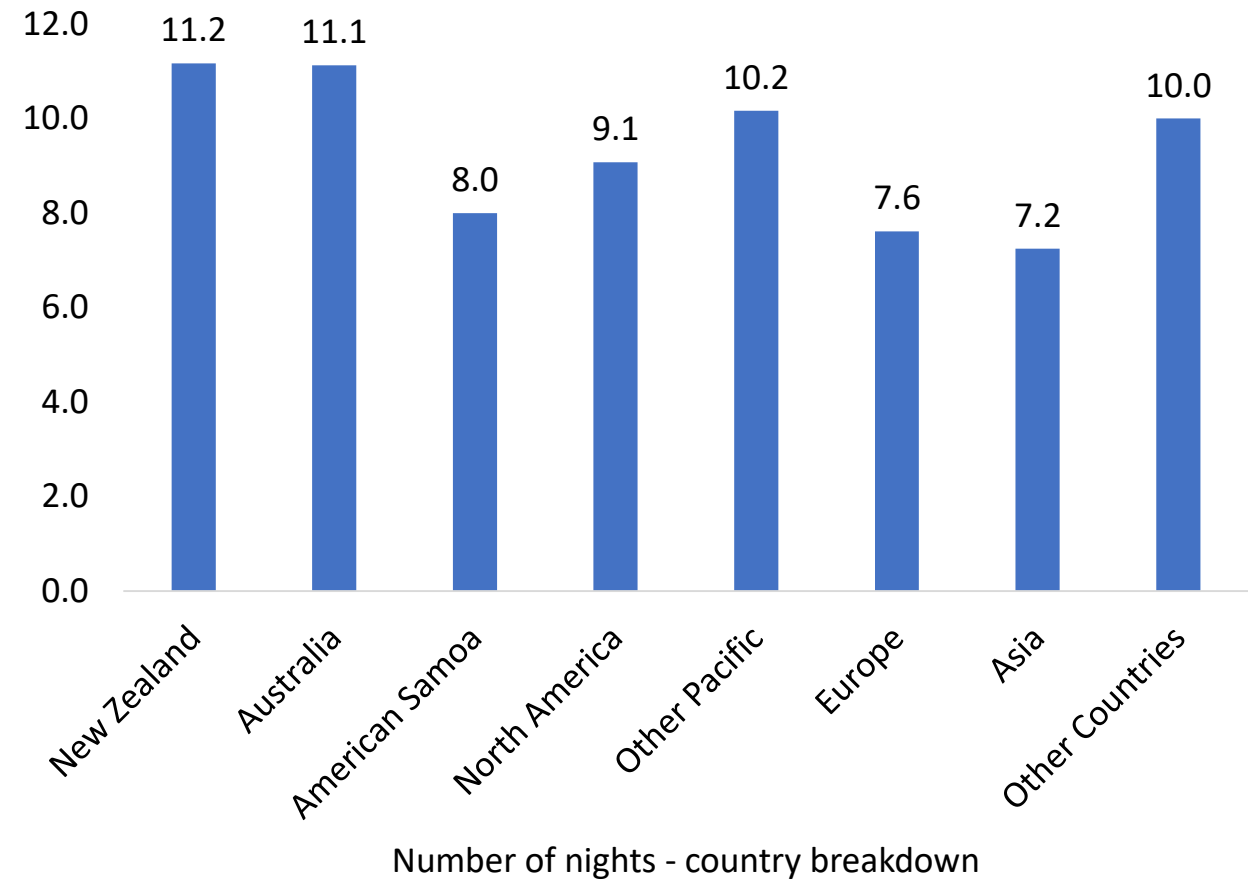
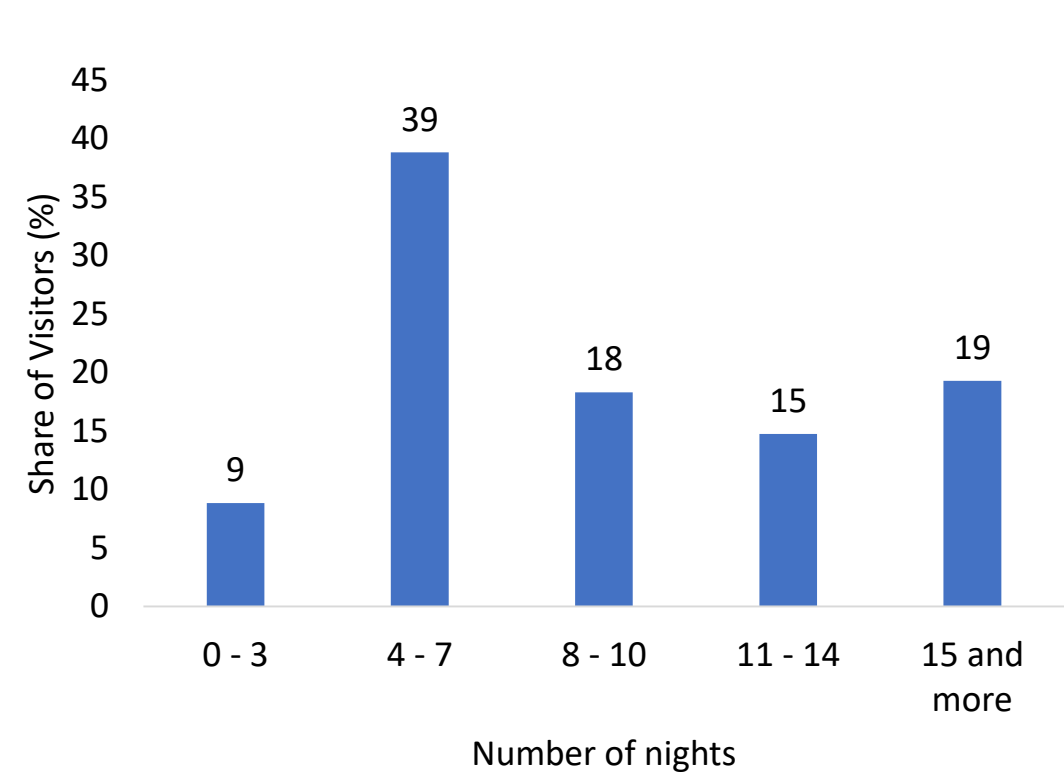


Country breakdown



# Length of Stay

Average length of stay: 10.3 nights



# Destinations

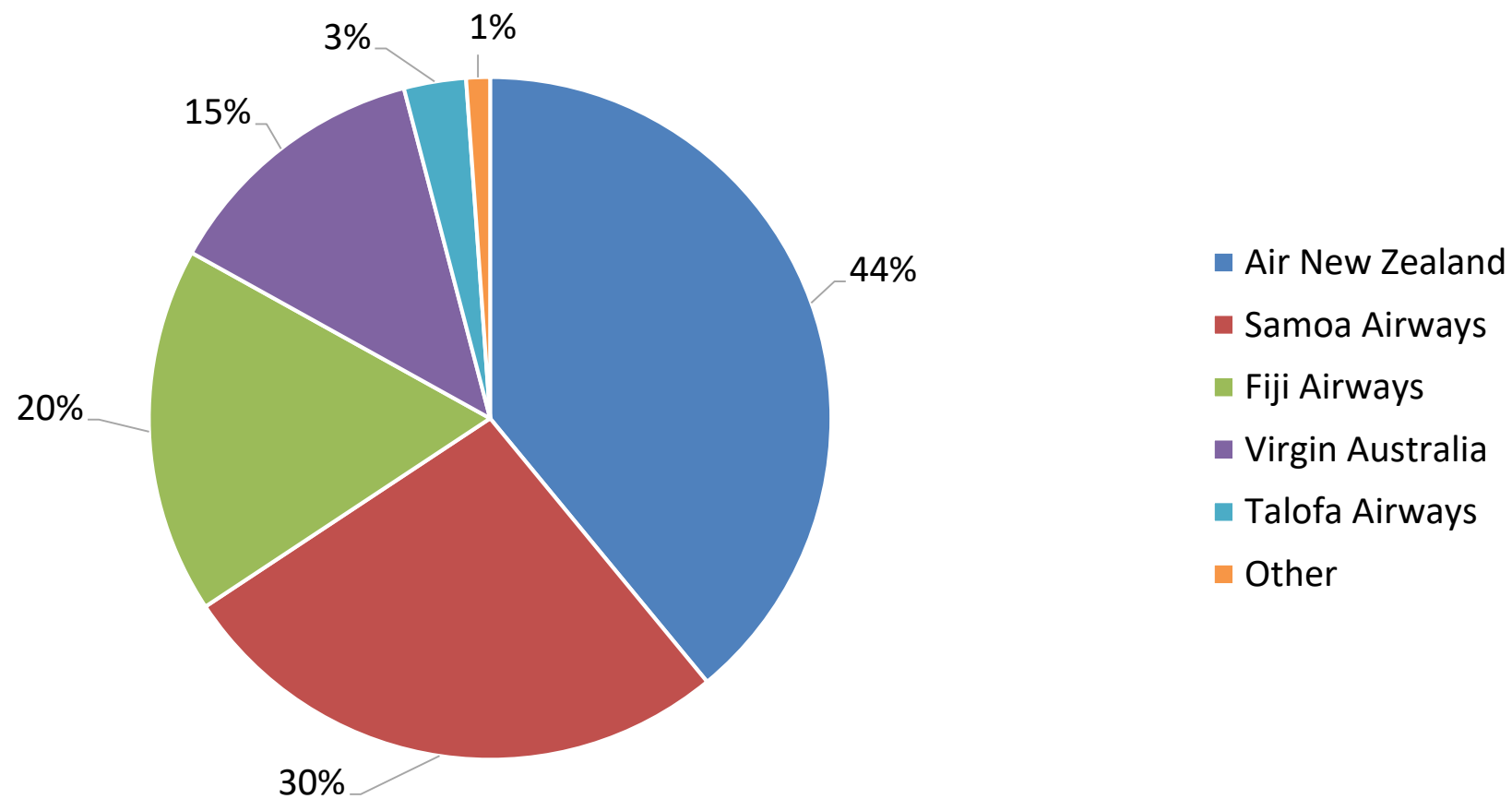
For **76%** of visitors, Samoa is the sole destination for their trip.

For **24%** of visitors, Samoa is part of a larger journey



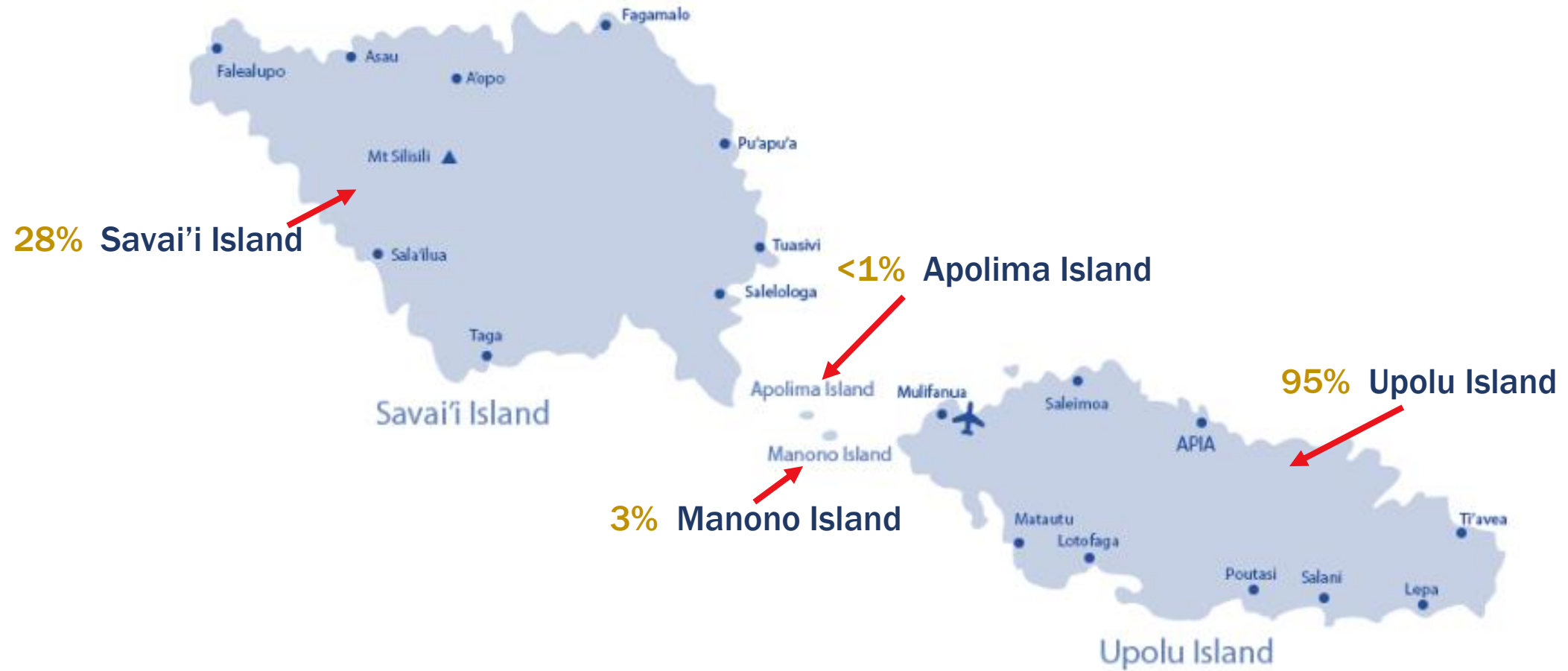
- **45%** New Zealand
- **37%** Fiji
- **33%** Other Pacific
- **20%** Australia
- **14%** Asia
- **13%** American Samoa
- **13%** USA

# Airlines



Note: Multiple responses, therefore total does not add up to 100%.

# Islands Visited

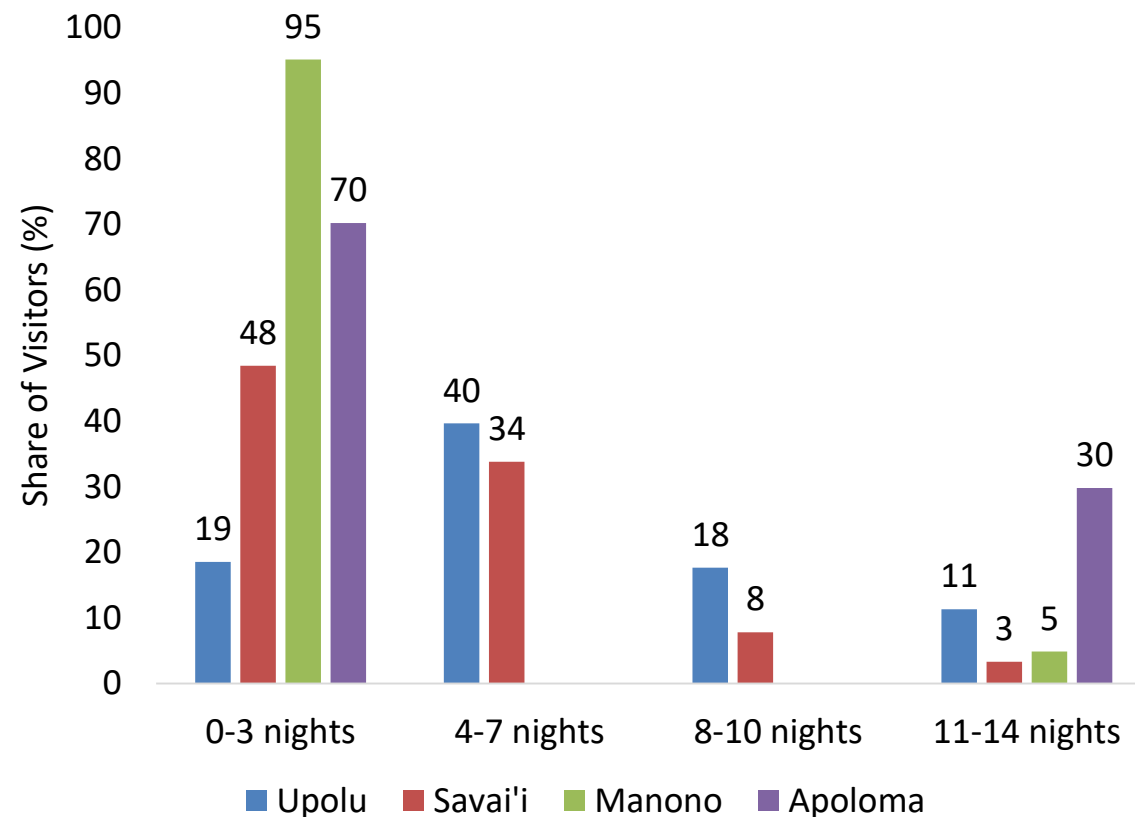
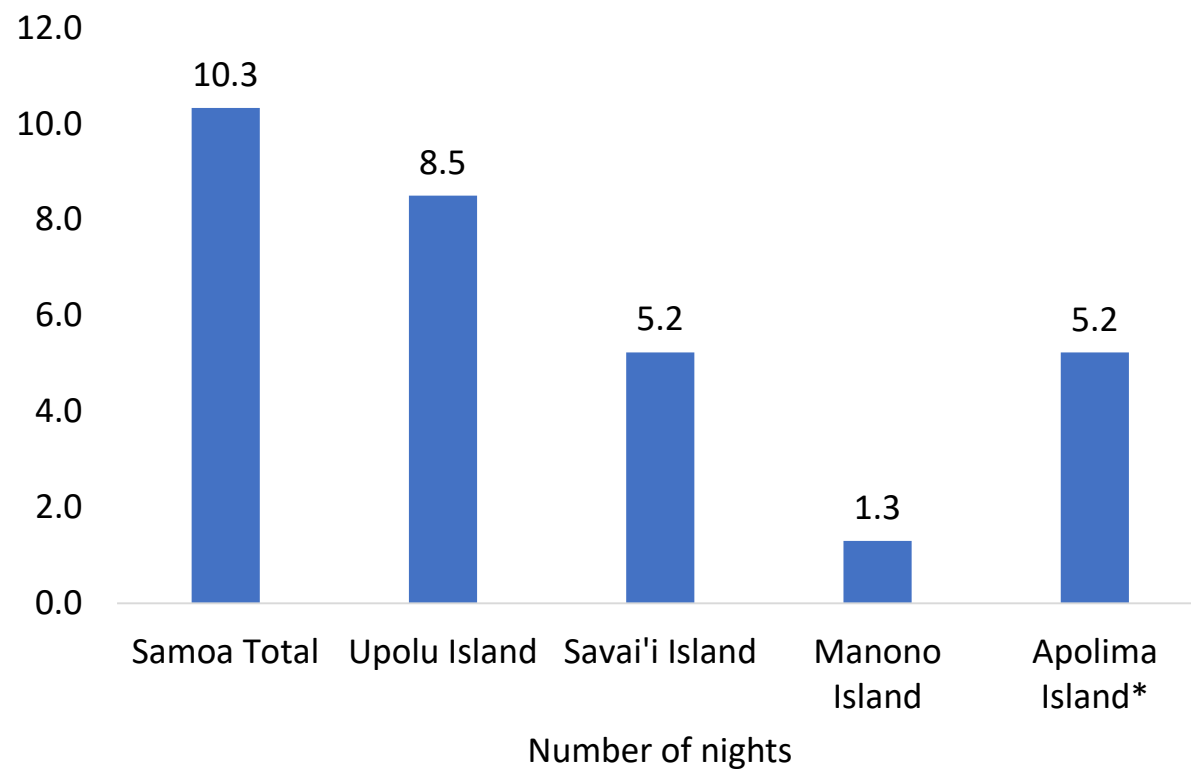


Note: Multiple responses, therefore total does not add up to 100%.



# Islands Visited

## Average length of stay in Samoa and on each island

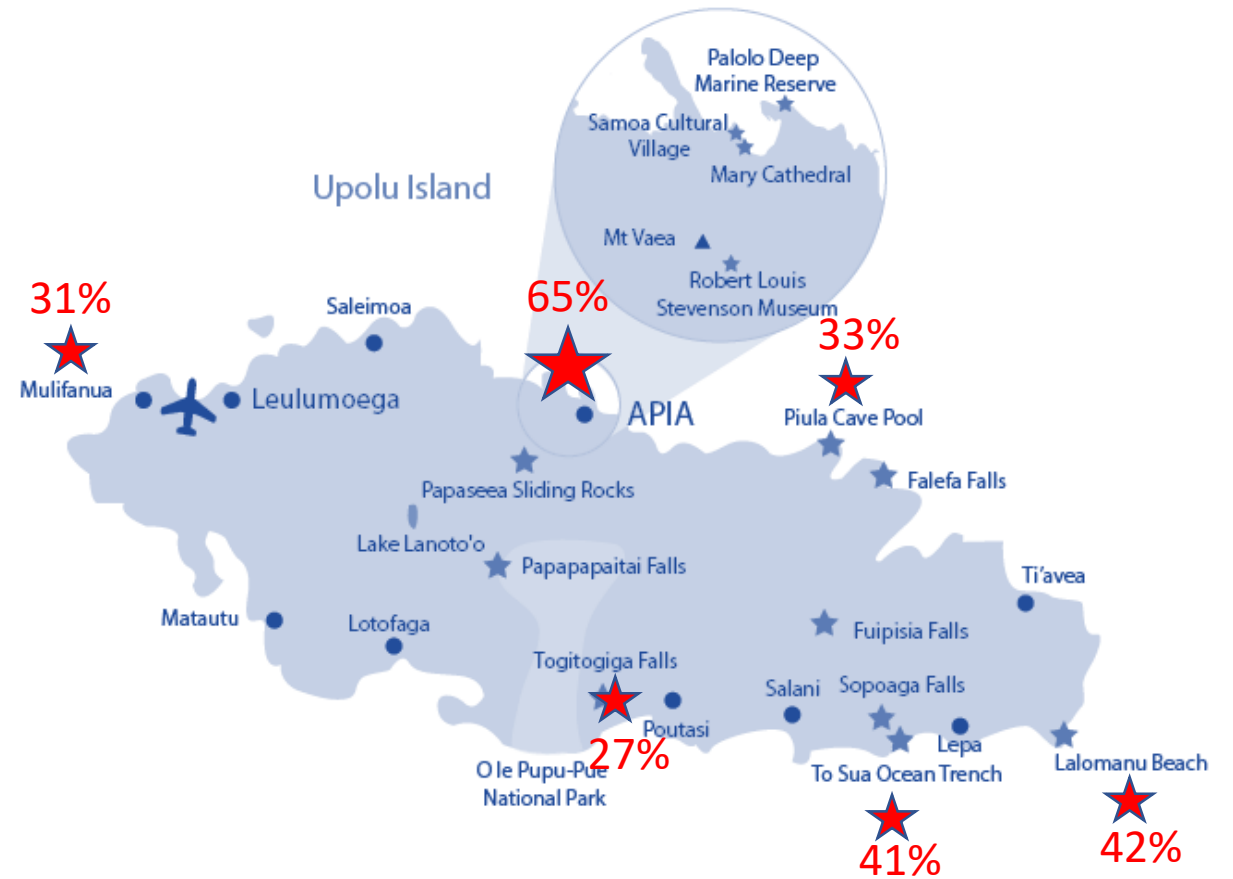


# Destinations Visited

## Upolu Island

### Top 6 popular attractions \*

- 65% Apia
- 42% Lalomanu Beach
- 41% To Sua Ocean Trench
- 33% Piula Cave Pool
- 31% Mulifanua
- 27% Togitogiga Falls



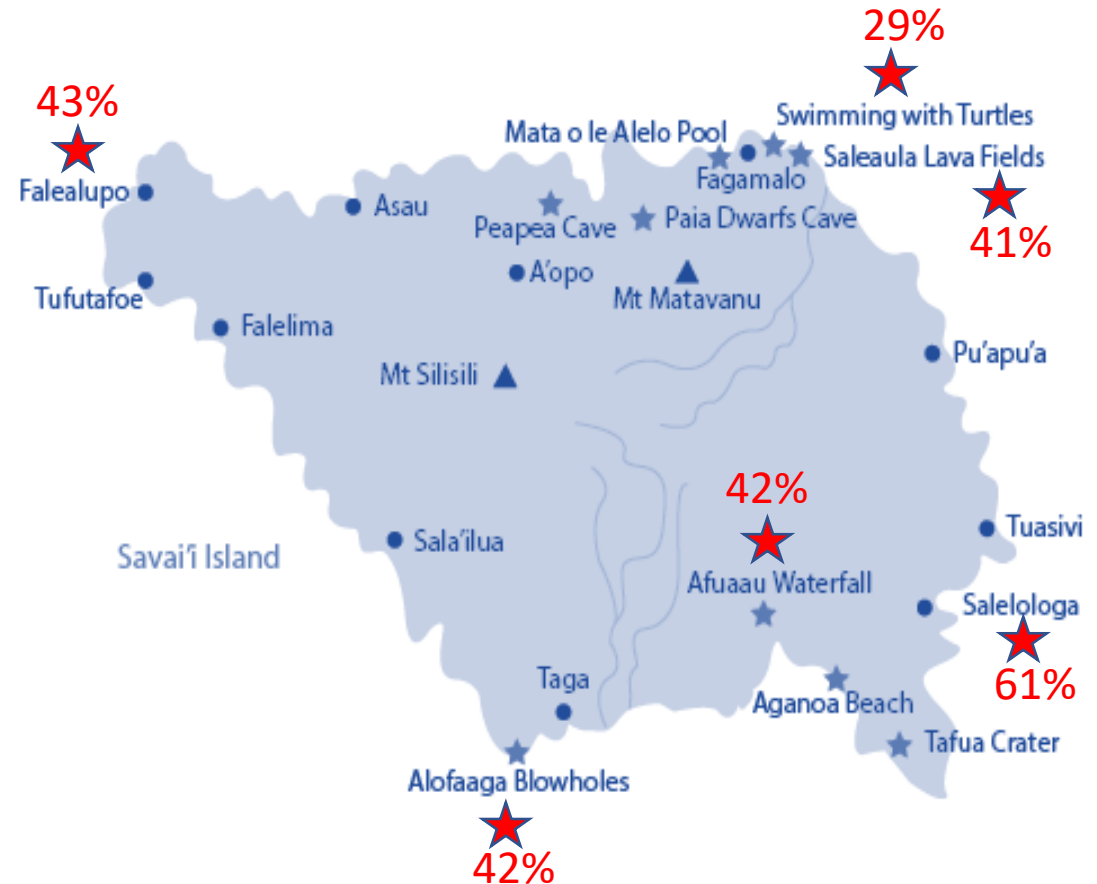
Note: Multiple responses, therefore total does not add up to 100%.

# Destinations Visited

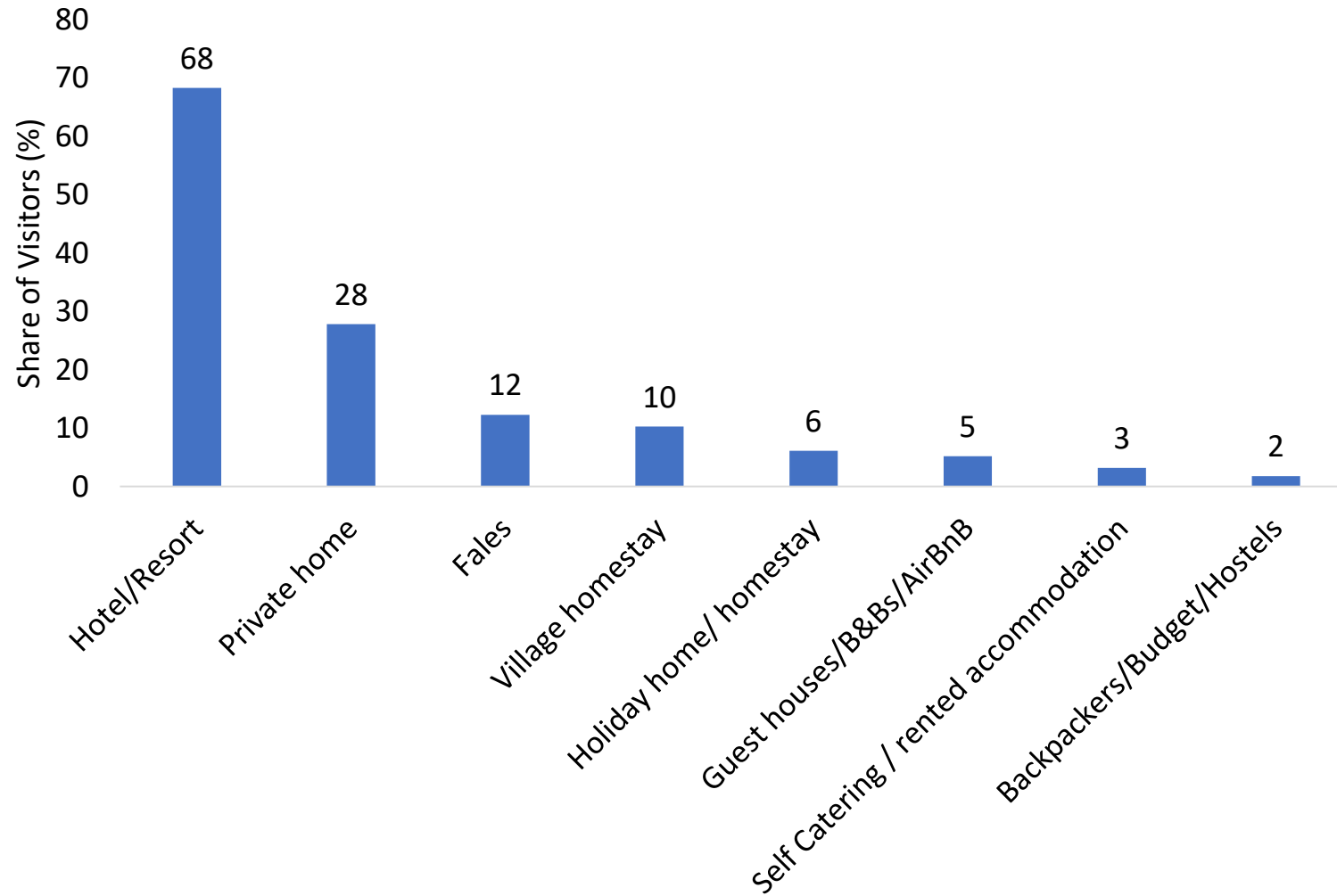
## Savai'i Island

### Top 6 attractions \*

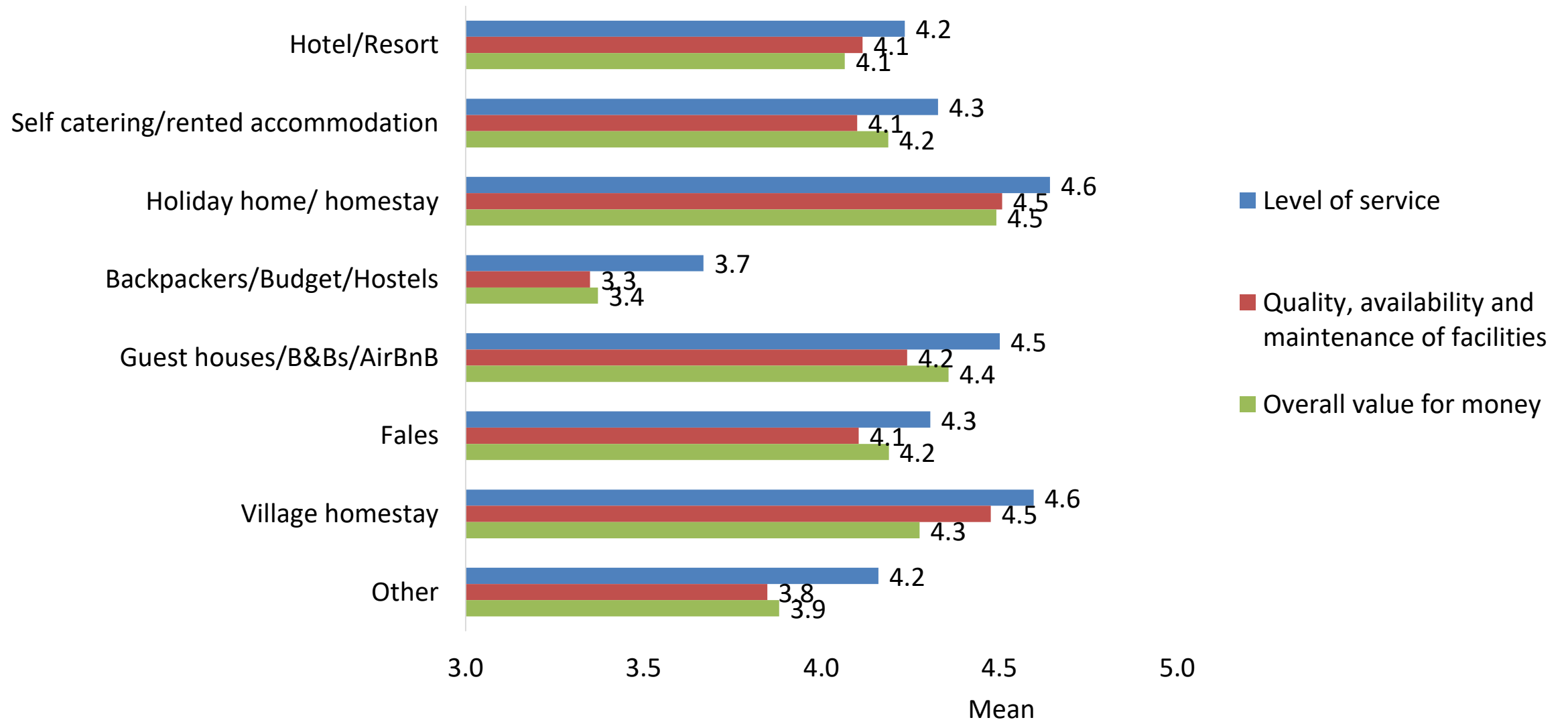
- **61%** Salelologa
- **43%** Falealupo
- **42%** Afuaau Waterfall
- **42%** Alofaaga Blowholes
- **41%** Saleaula Lava Fields
- **29%** Swimming with Turtles



# Types of Accommodation Used



# Satisfaction with Accommodation

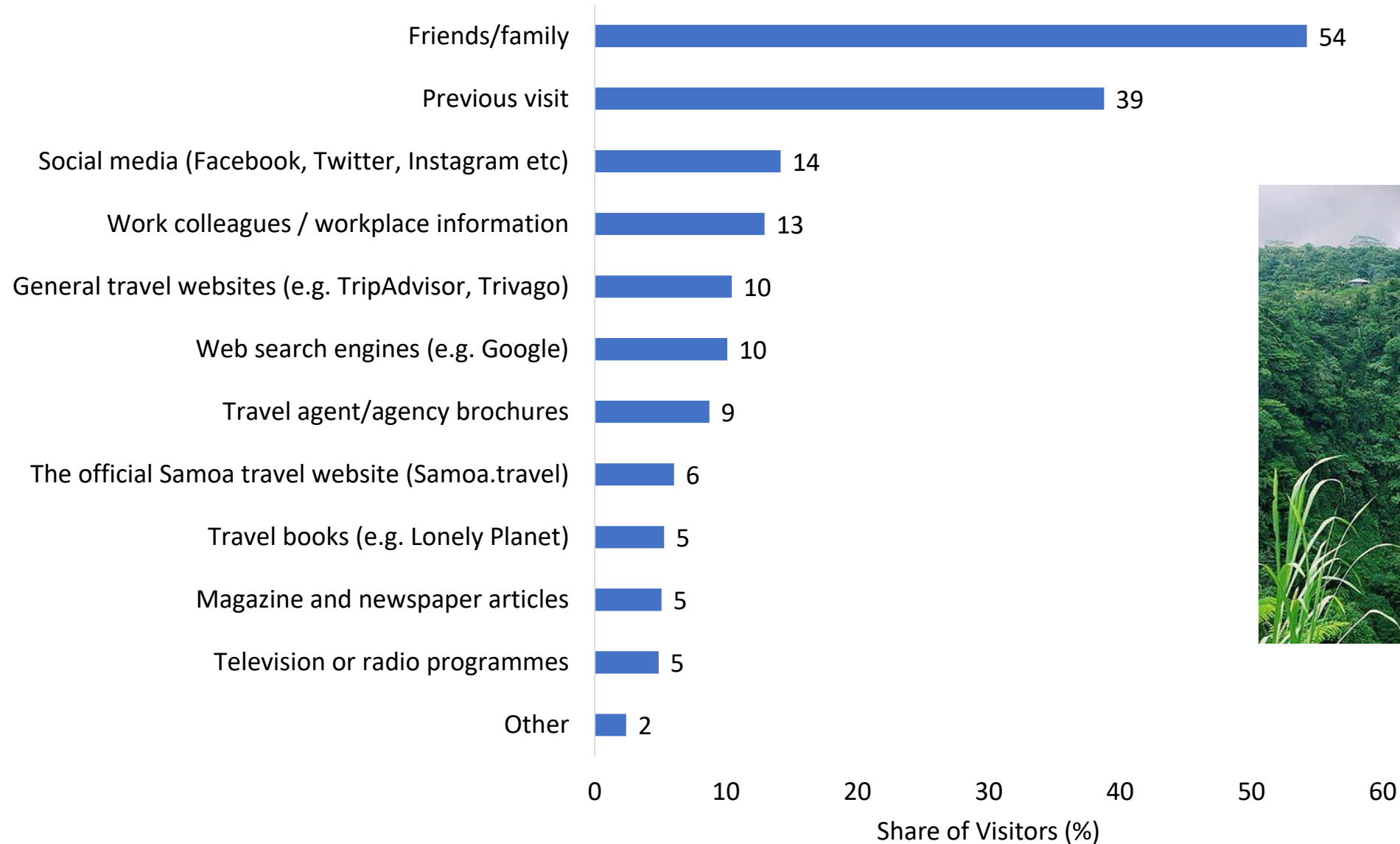


Note: Degree of satisfaction with accommodation stayed in (mean score out of 5).



# Information Sources & Purchasing Behaviour

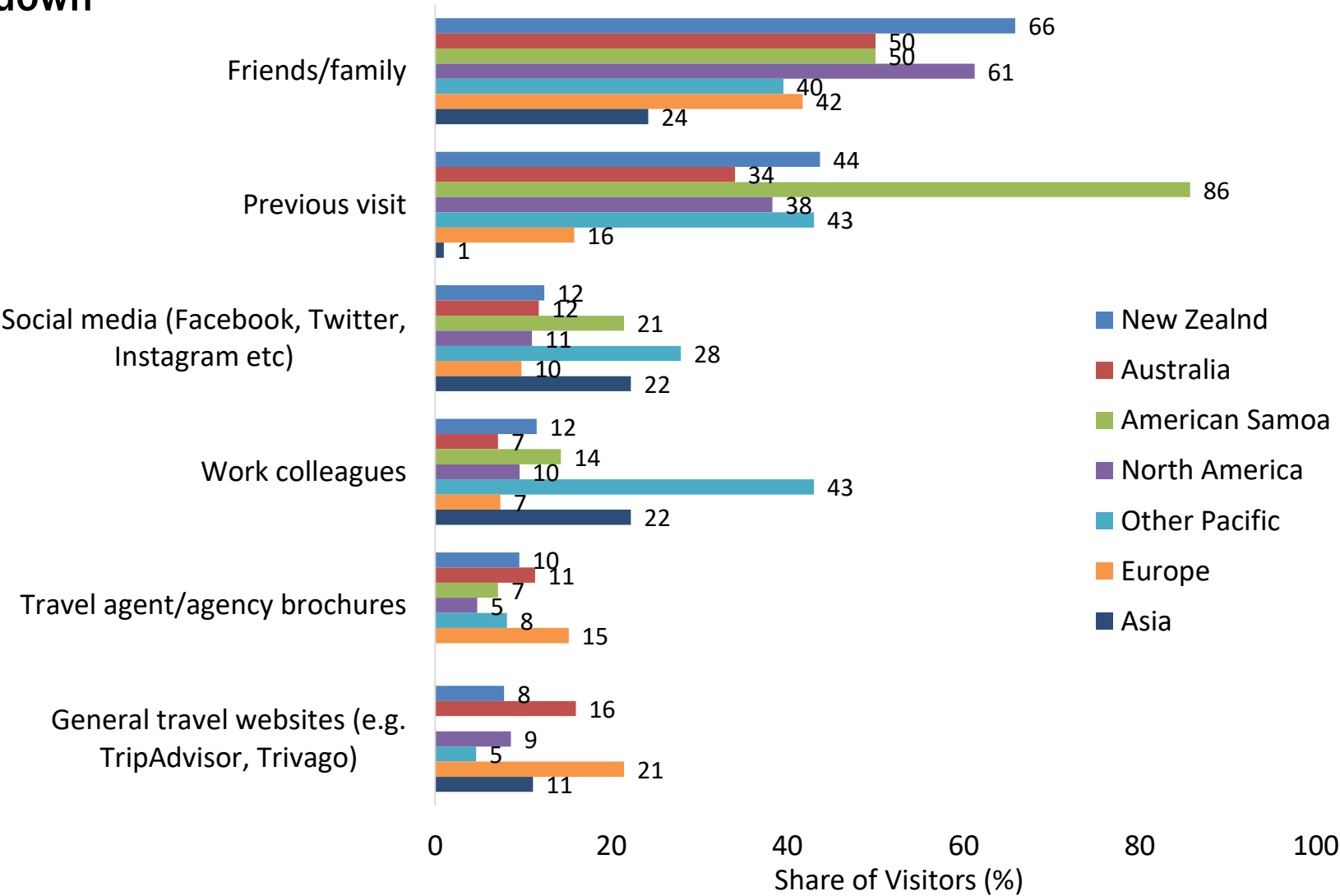
# How Did You Find Out About Samoa?



Note: Multiple responses, therefore total does not add up to 100%.

# How Did You Find Out About Samoa?

## Country breakdown

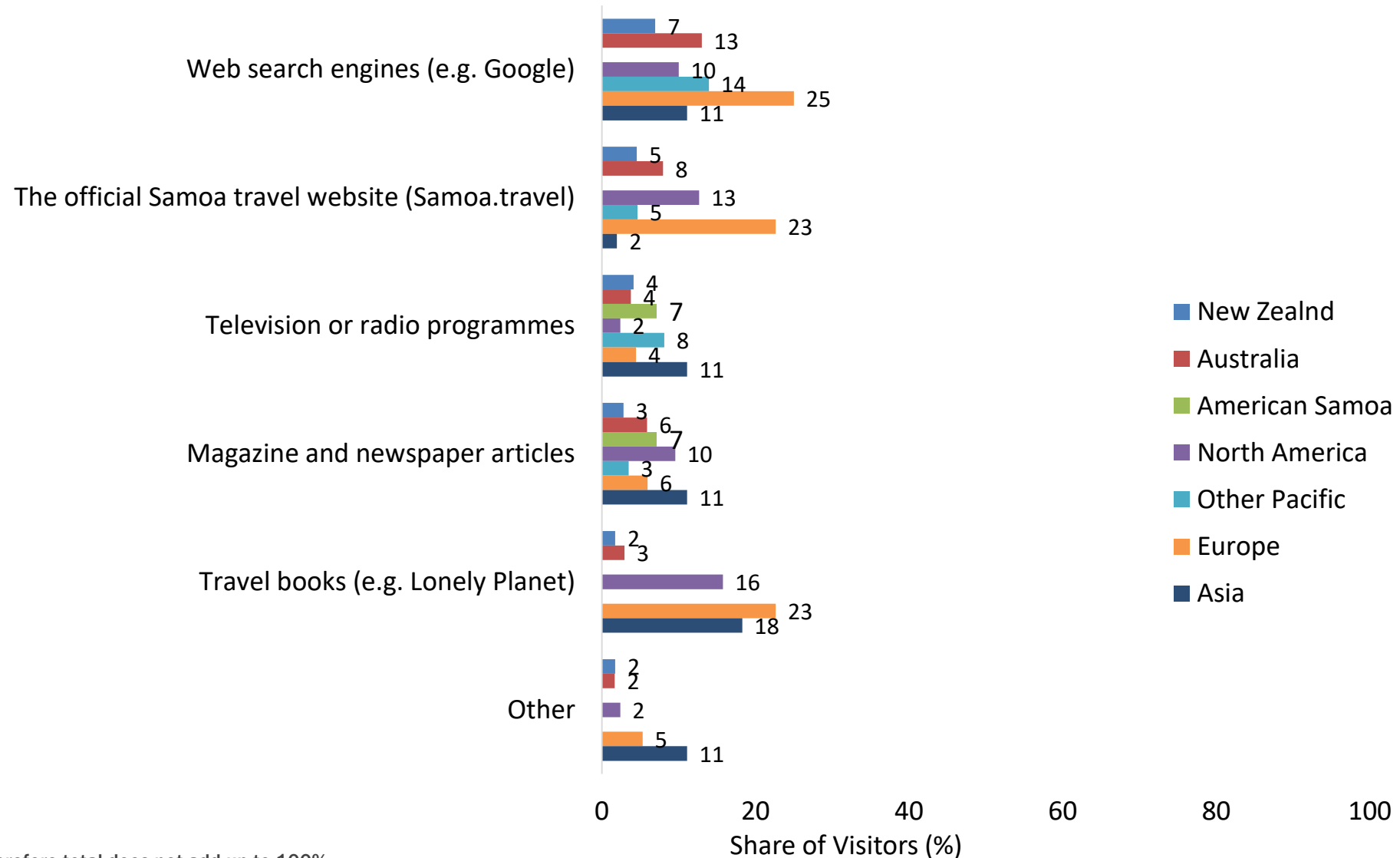


Note: Multiple responses, therefore total does not add up to 100%.



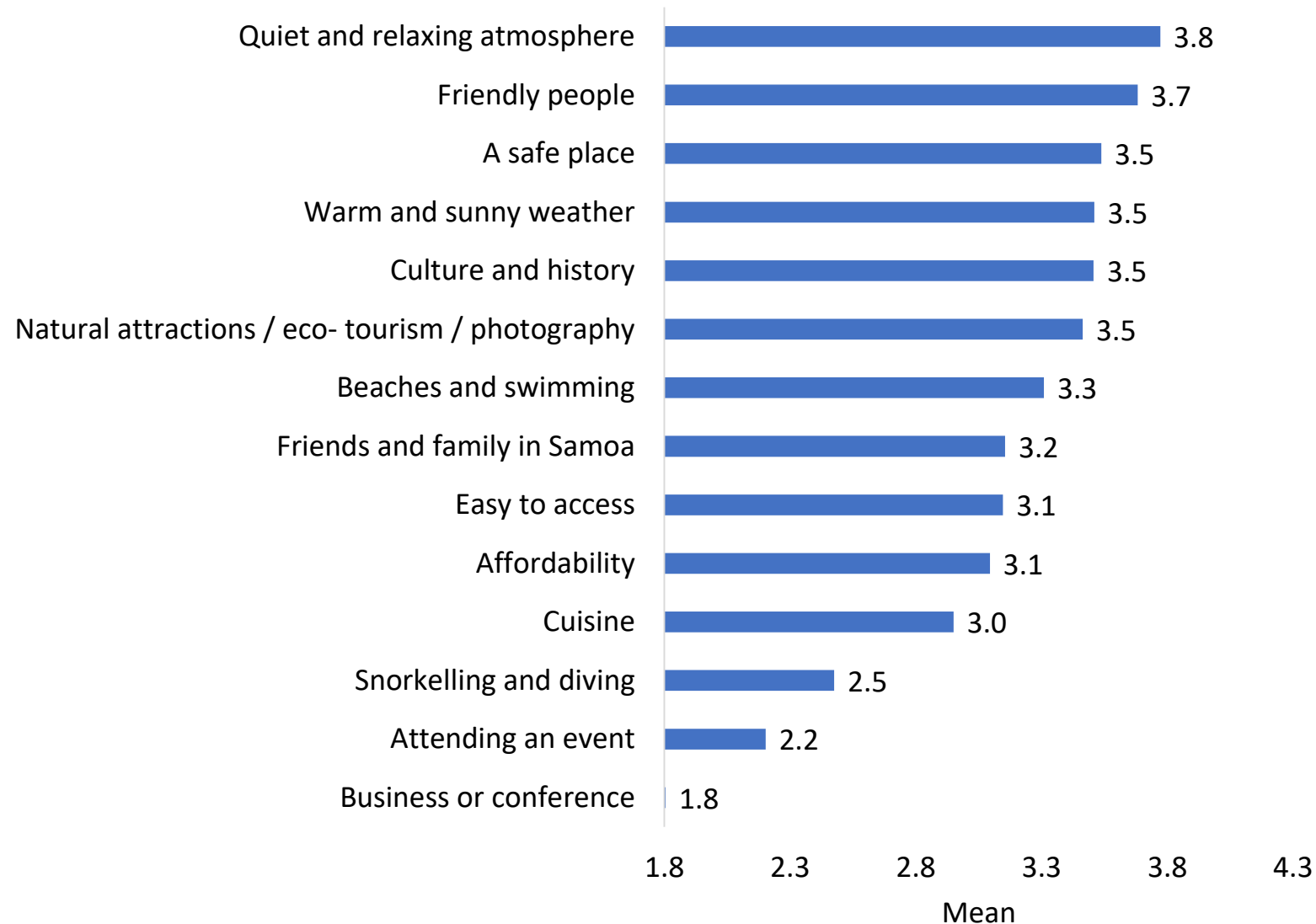
# How Did You Find Out About Samoa?

## Country breakdown cont.



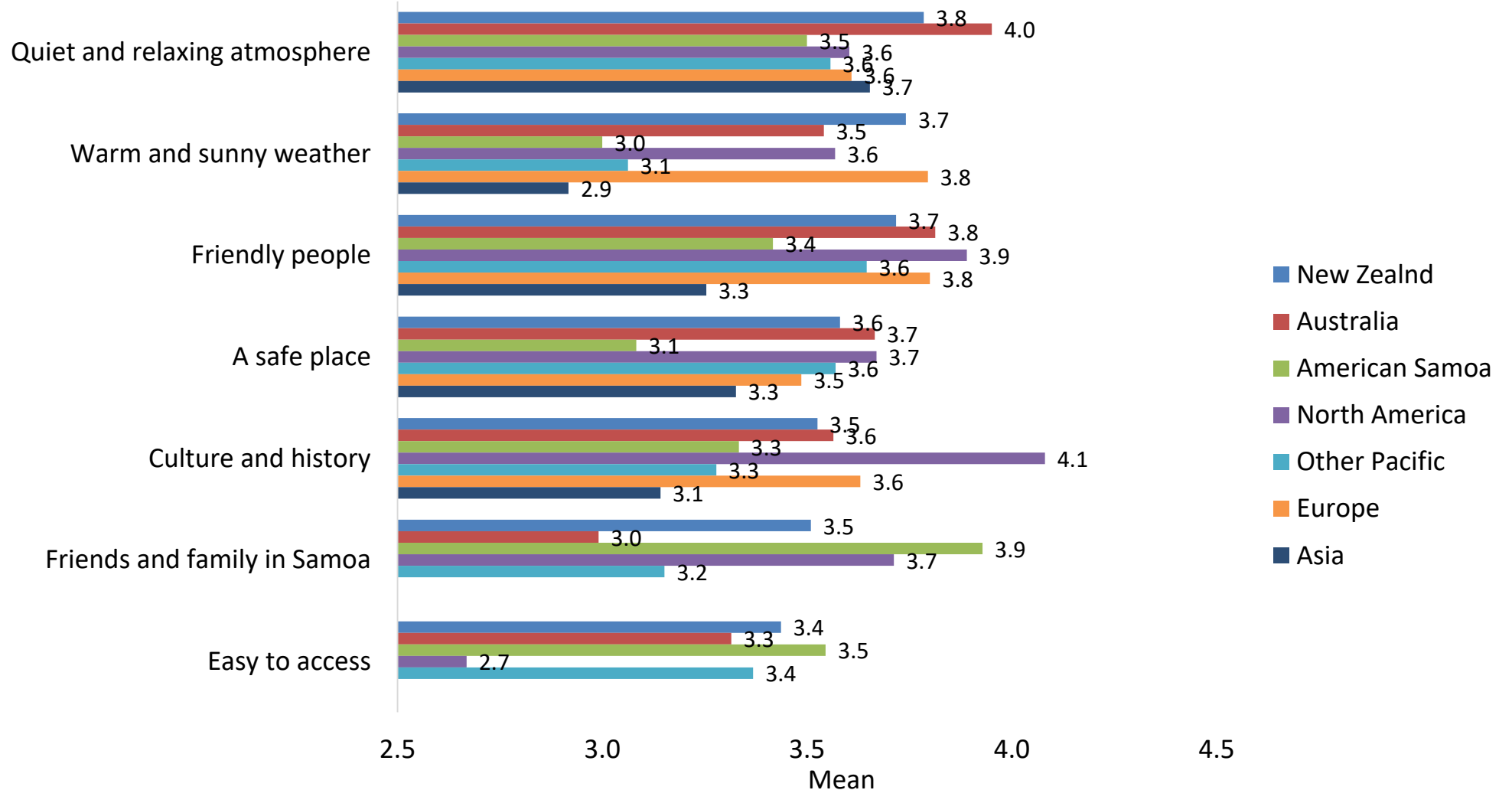
Note: Multiple responses, therefore total does not add up to 100%.

# Factors Influencing the Visit to Samoa



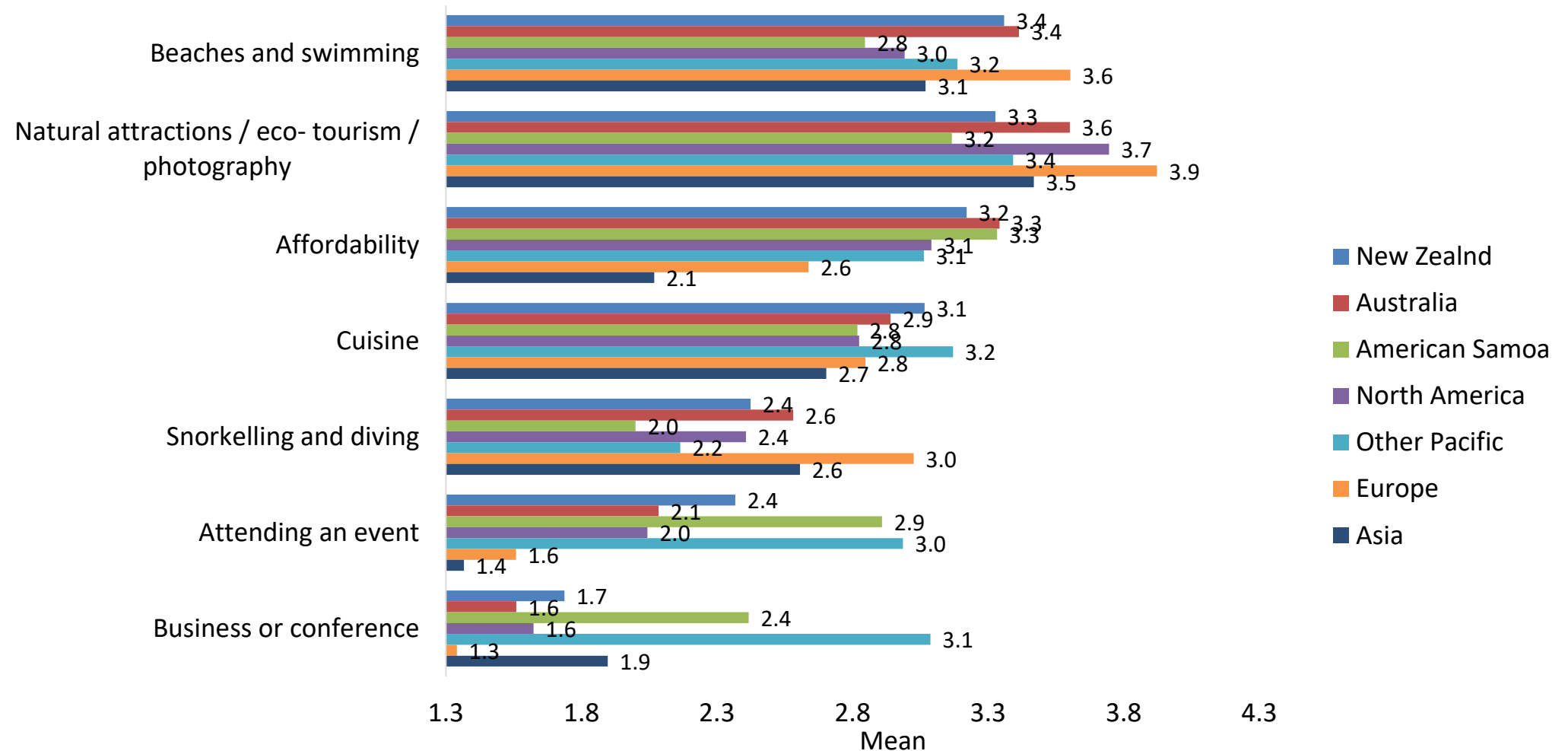
# Factors Influencing the Visit to Samoa

## Country breakdown

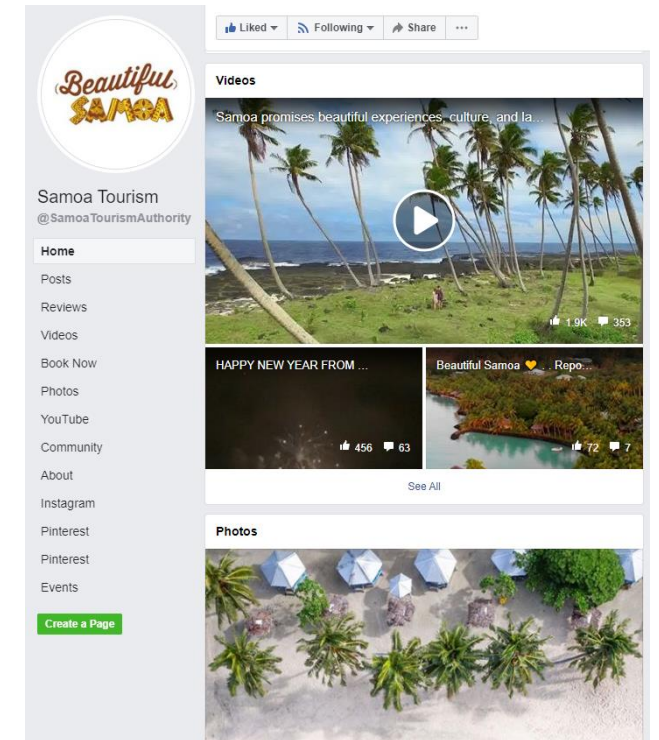
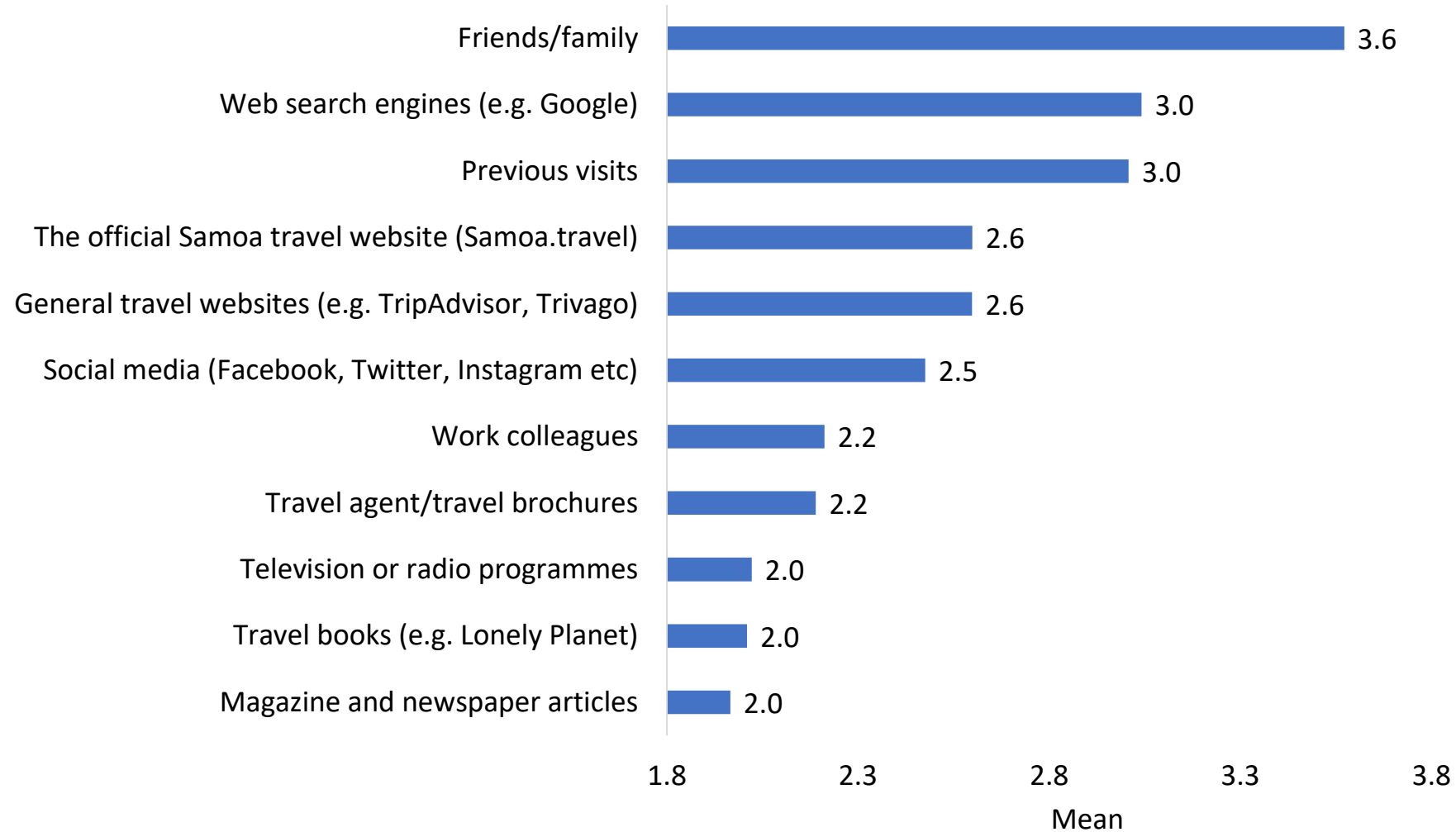


# Factors Influencing the Visit to Samoa

## Country breakdown cont.

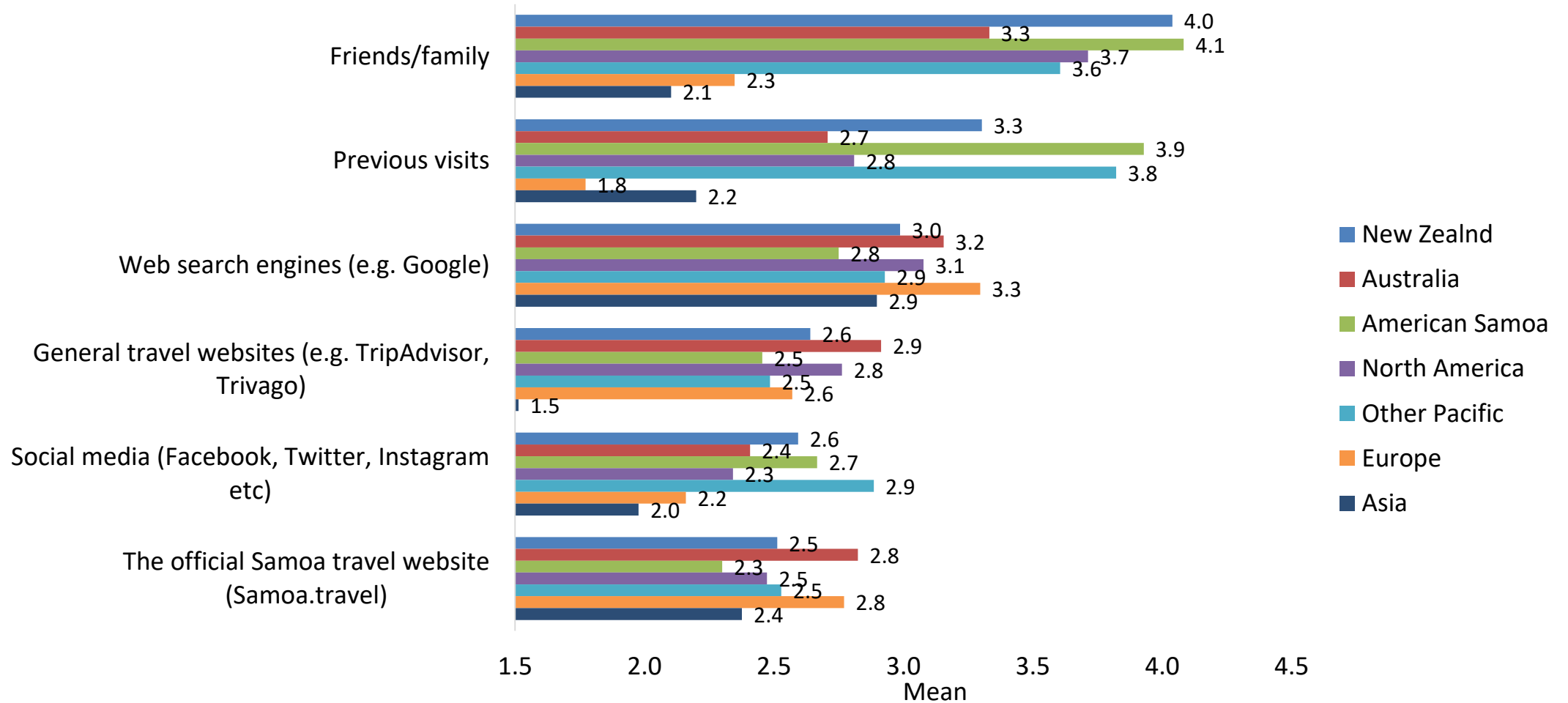


# Information Sources Used for Planning



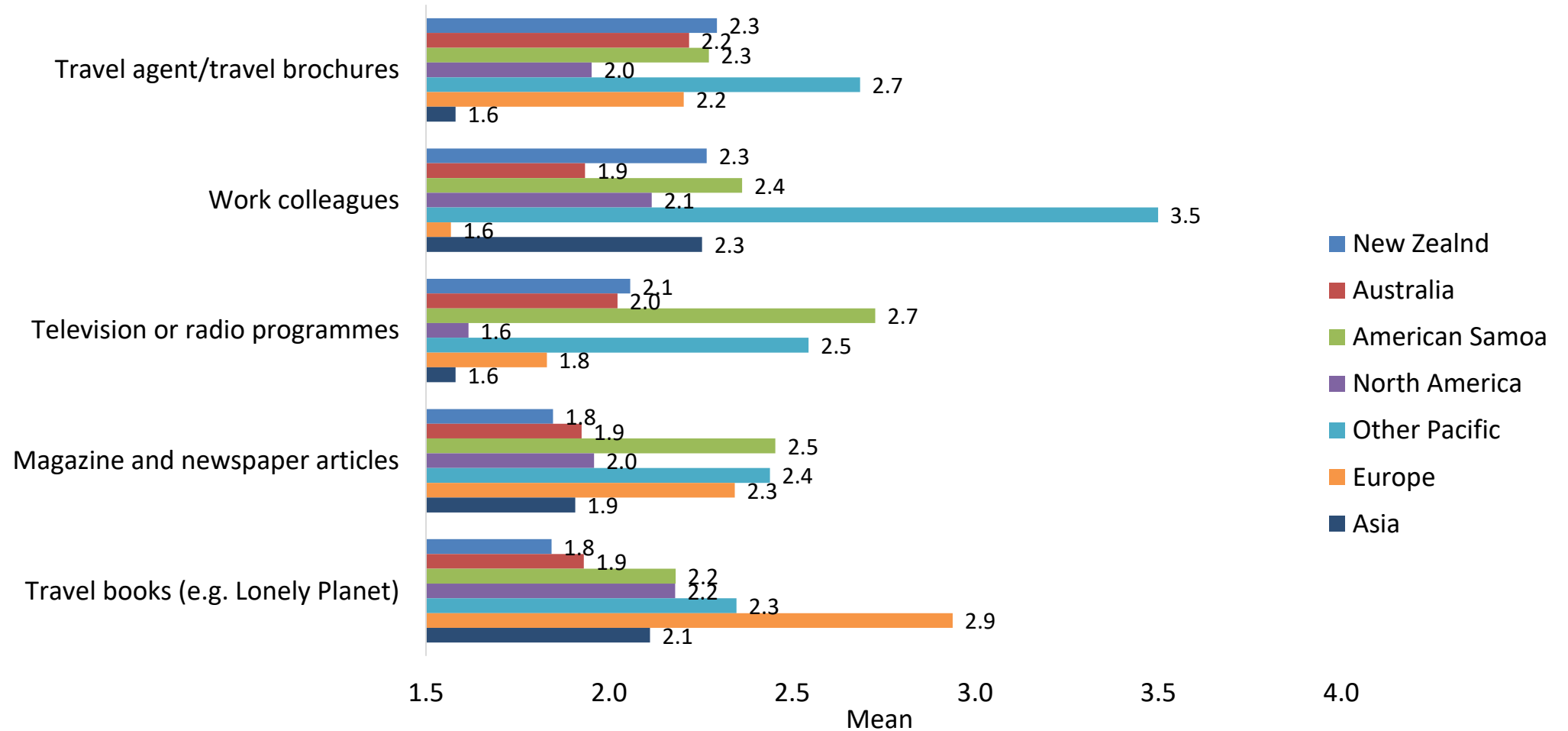
# Information Sources Used for Planning

## Country breakdown

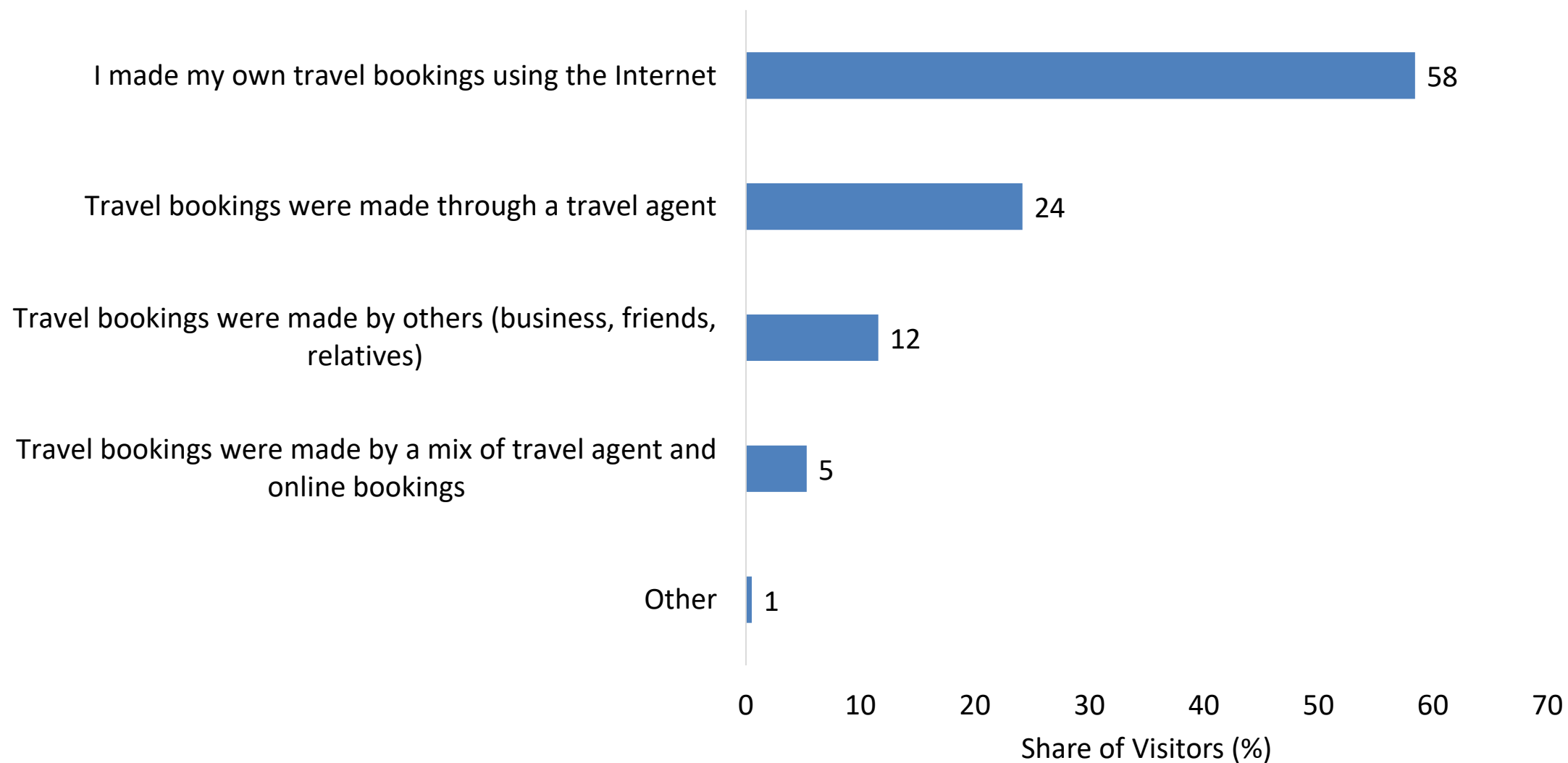


# Information Sources Used for Planning

## Country breakdown cont.



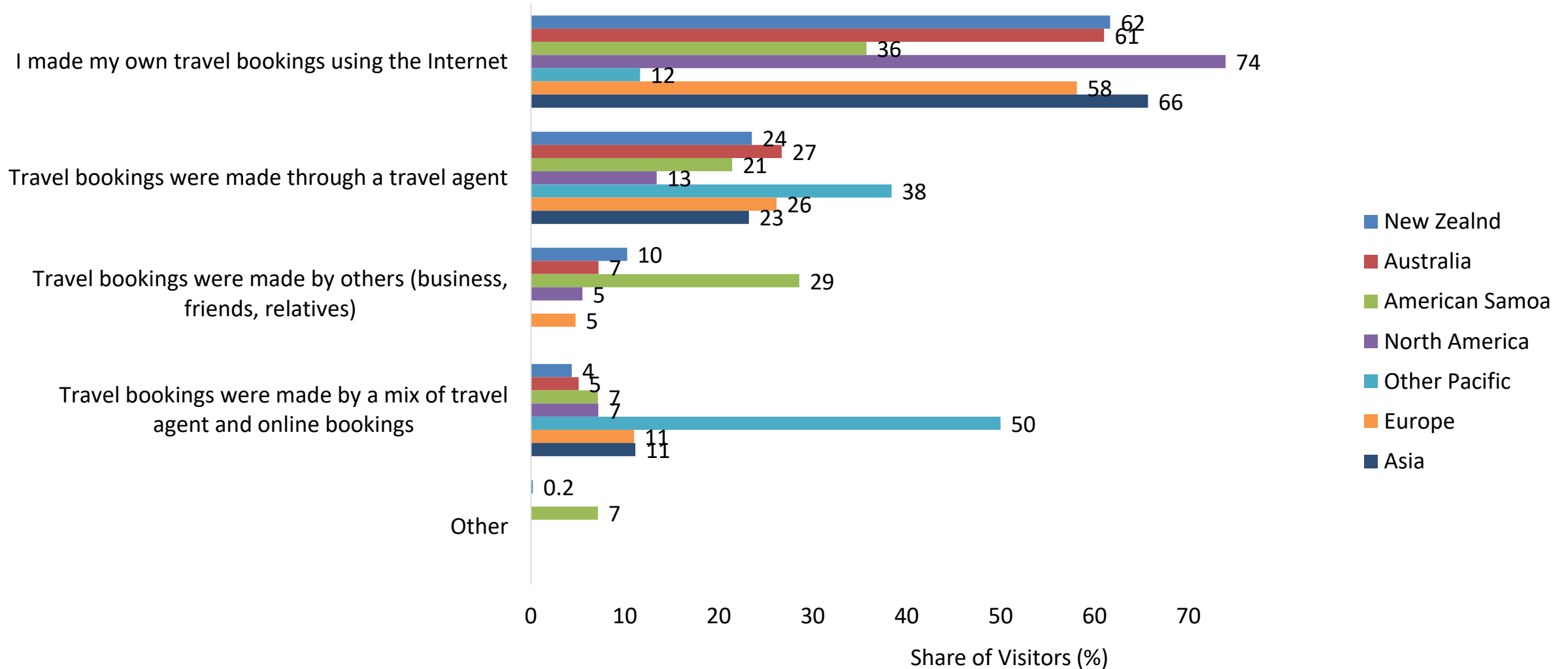
# How Did You Purchase Your Travel?





# How Did You Purchase Your Travel?

## Country breakdown





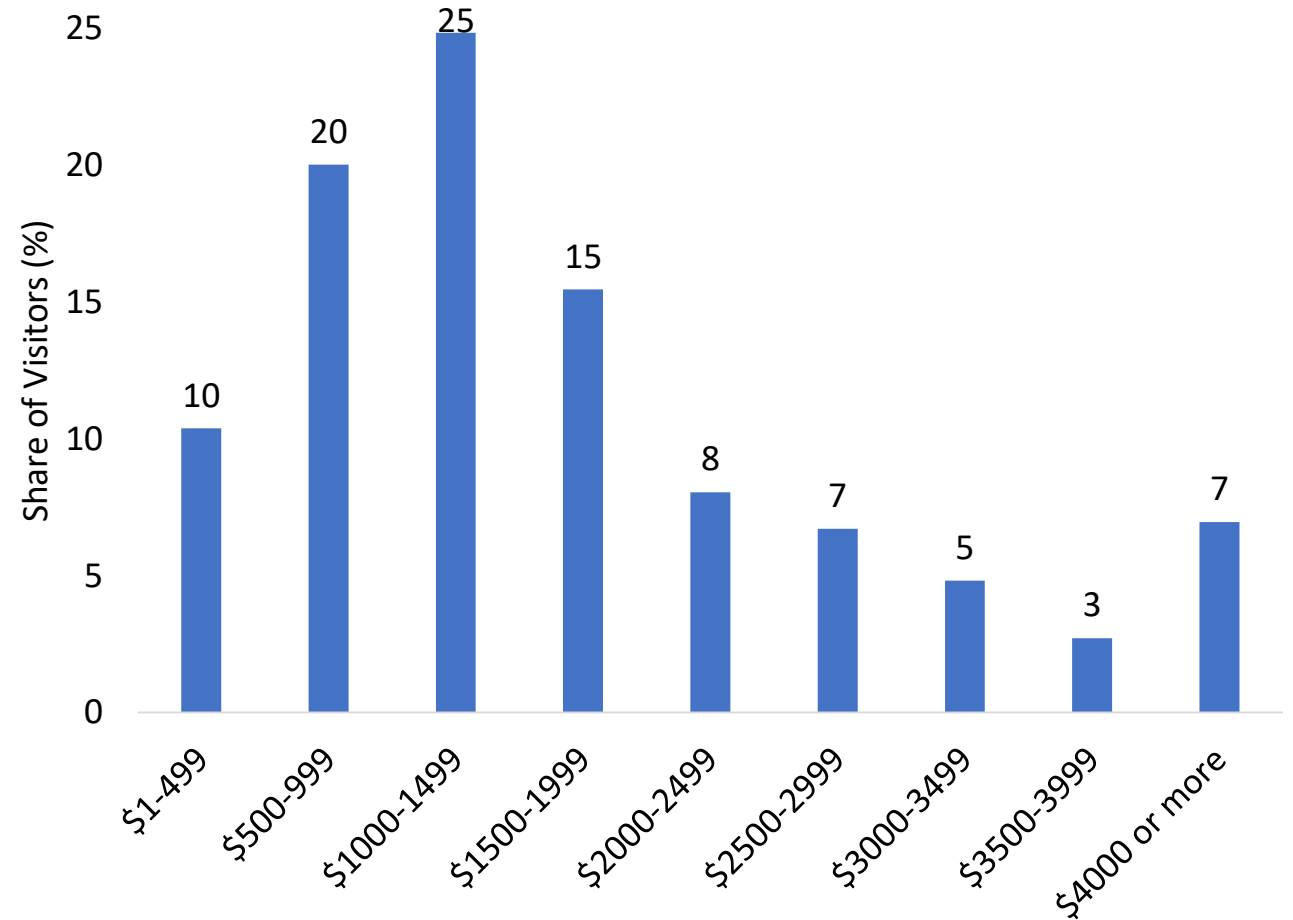
# Visitor Expenditure

# Prepaid Expenditure

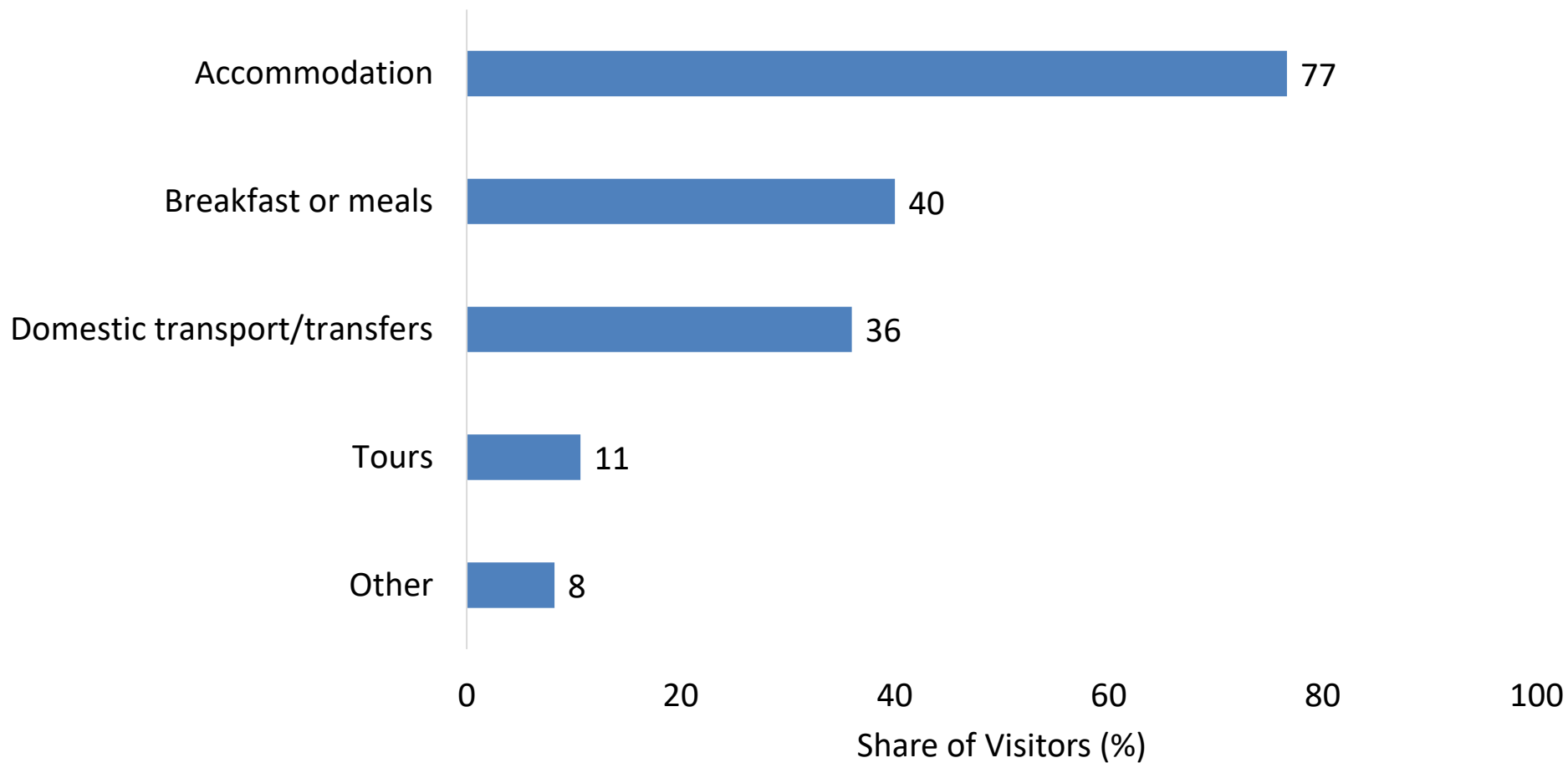
Per person prior to arrival

**SAT\$2,896**

**NZ\$1,646**



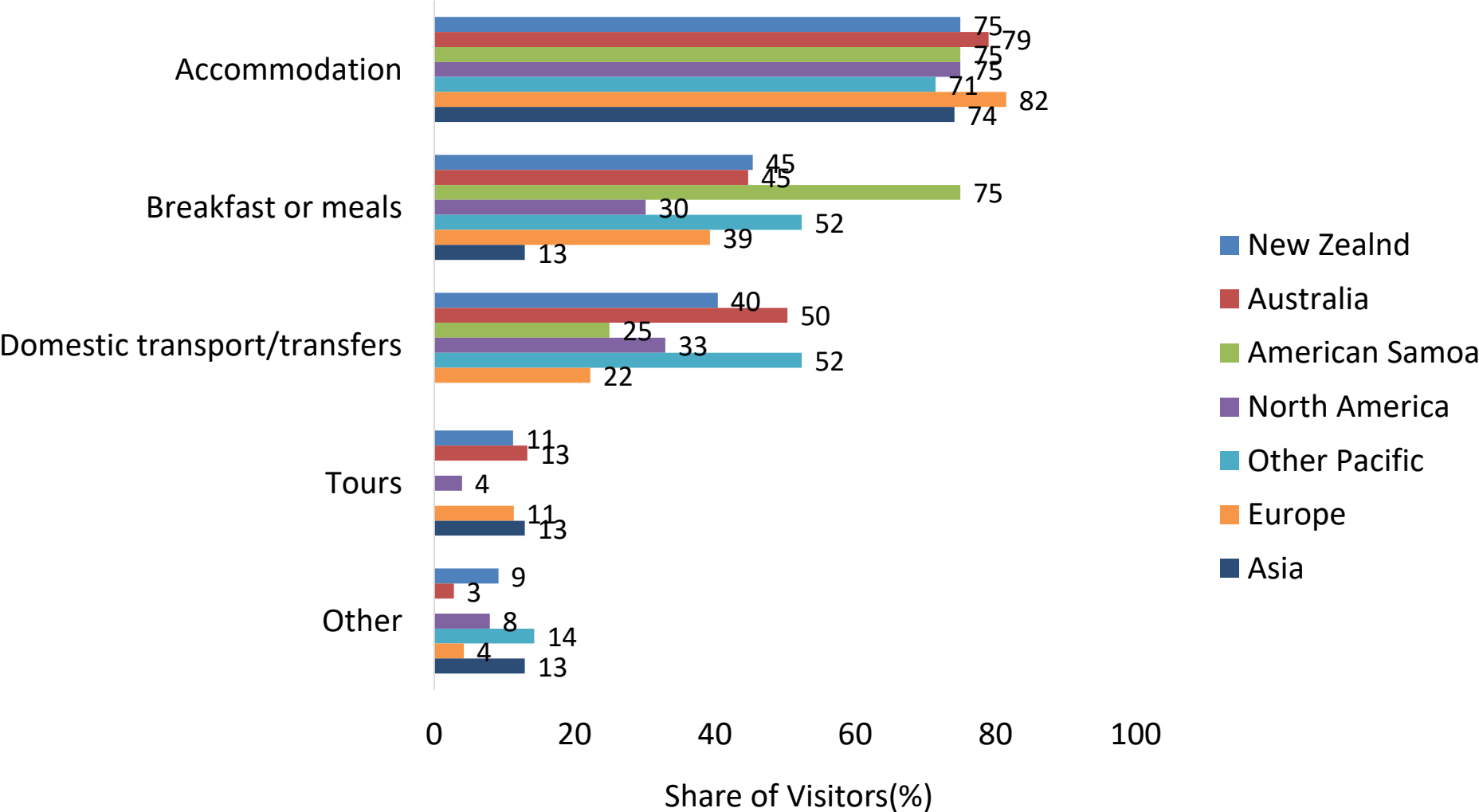
# Prepaid Items



Note: Multiple responses, therefore total does not add up to 100%.

# Prepaid Items

## Country breakdown



Note: Multiple responses, therefore total does not add up to 100%.

# In-country Expenditure Per Person Per Day

| Expenditure Items          | Covering people 1,677 |              |
|----------------------------|-----------------------|--------------|
|                            | Mean (SAT\$)          | (% of spend) |
| Accommodation              | 38                    | 23           |
| Restaurants cafes & bars   | 27                    | 16           |
| Groceries                  | 20                    | 12           |
| Donations                  | 18                    | 11           |
| Vehicle rental             | 18                    | 11           |
| Shopping                   | 18                    | 10           |
| Other                      | 10                    | 6            |
| Petrol                     | 8                     | 4            |
| Tours/activities           | 6                     | 3            |
| Internet/telecommunication | 3                     | 2            |
| Bus/taxi                   | 3                     | 1            |
| Ferry                      | 1                     | 1            |
| Total Expenditure          | <b>169</b>            | <b>100</b>   |



Per visitor per day while in Samoa:

**SAT\$169/NZ\$96**

# In-country Expenditure Per Person Per Day (SAT\$)

## Market breakdown

| Covering people                       | n=790       | n=456      | n=92           | n=124         | n=100         | n=33       | n=74       |
|---------------------------------------|-------------|------------|----------------|---------------|---------------|------------|------------|
| Markets                               | New Zealand | Australia  | American Samoa | North America | Other Pacific | Europe     | Asia       |
| Accommodation                         | 31          | 28         | 36             | 43            | 95            | 59         | 106        |
| Restaurants cafes & bars              | 21          | 28         | 25             | 36            | 30            | 43         | 59         |
| Vehicle rental                        | 18          | 21         | 13             | 14            | 12            | 13         | 16         |
| Shopping                              | 14          | 18         | 21             | 21            | 41            | 10         | 17         |
| Donations                             | 14          | 30         | 19             | 22            | 3             | 2          | 0          |
| Groceries                             | 13          | 28         | 19             | 9             | 50            | 18         | 0          |
| Other                                 | 8           | 18         | 1              | 10            | 0             | 12         | 1          |
| Petrol                                | 6           | 7          | 8              | 3             | 25            | 4          | 3          |
| Tours/activities                      | 4           | 7          | 8              | 5             | 1             | 8          | 23         |
| Internet/telecommunication            | 2           | 4          | 9              | 3             | 10            | 3          | 1          |
| Bus/taxi                              | 1           | 2          | 7              | 3             | 5             | 6          | 15         |
| Ferry                                 | 1           | 2          | 1              | 1             | 0             | 3          | 0          |
| <b>Total in-country spend (SAT\$)</b> | <b>133</b>  | <b>193</b> | <b>165</b>     | <b>173</b>    | <b>270</b>    | <b>179</b> | <b>241</b> |

Note: Numbers may not sum to 100% due to rounding.

# Average Total Expenditure Per Person Per Day (SAT\$)

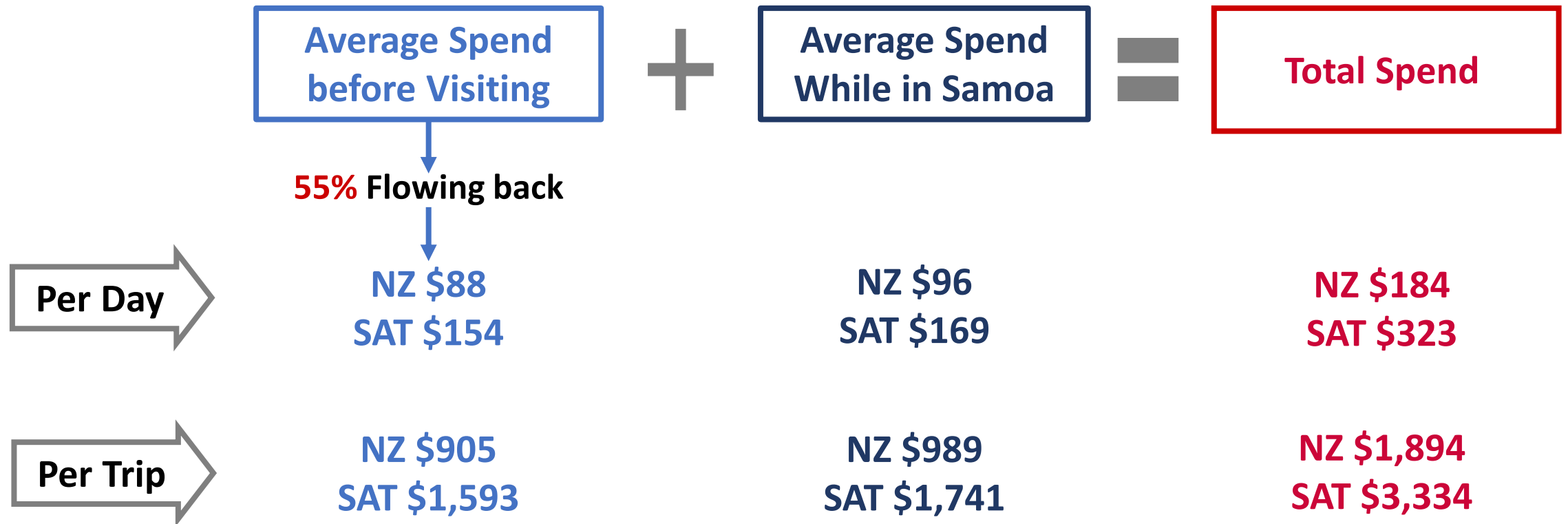
## Market breakdown

| Markets                  | New Zealand | Australia | American Samoa | North America | Other Pacific | Europe | Asia |
|--------------------------|-------------|-----------|----------------|---------------|---------------|--------|------|
| 55% pre-paid expenditure | 116         | 185       | 164            | 117           | 217           | 171    | 284  |
| In-country spend         | 133         | 193       | 165            | 173           | 270           | 179    | 241  |
| Total spend (SAT\$)      | 249         | 378       | 329            | 290           | 487           | 350    | 525  |



# Contribution to Samoa Economy per Visit

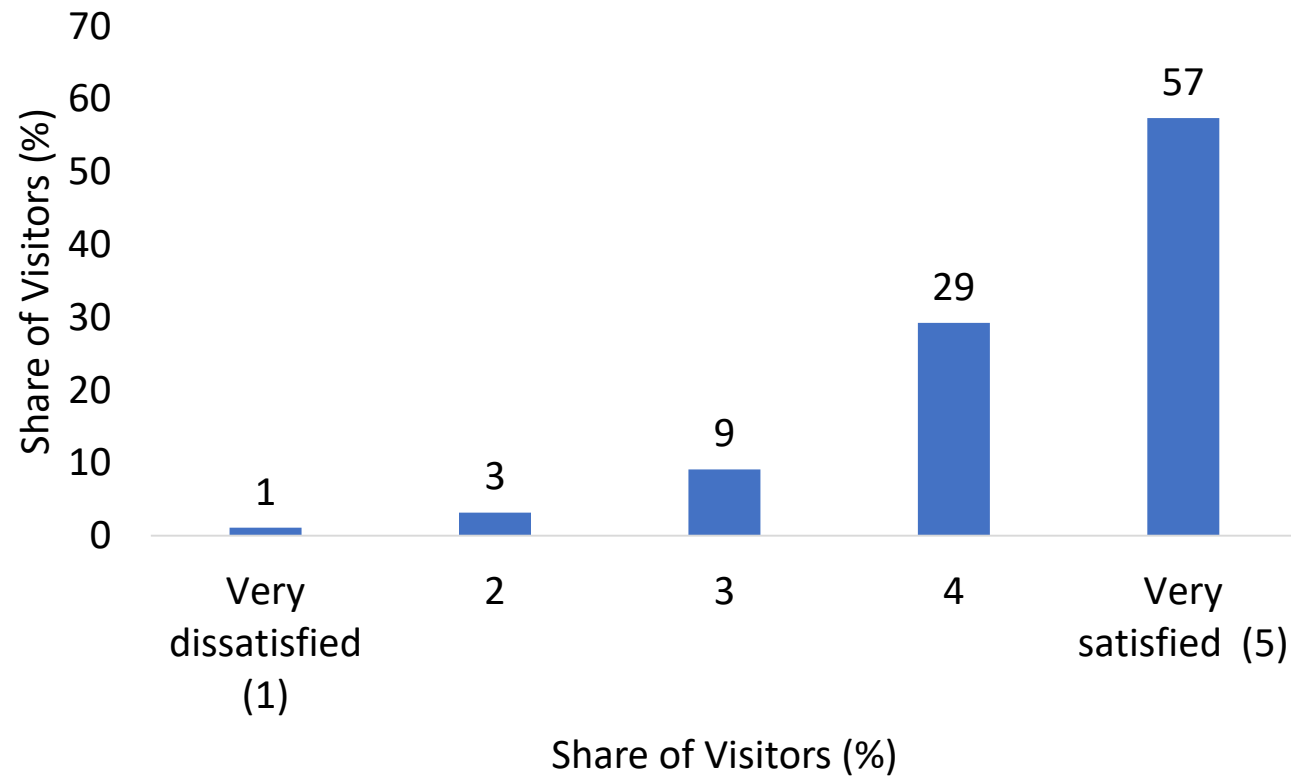
## Visitor Expenditure – Per Person & Total



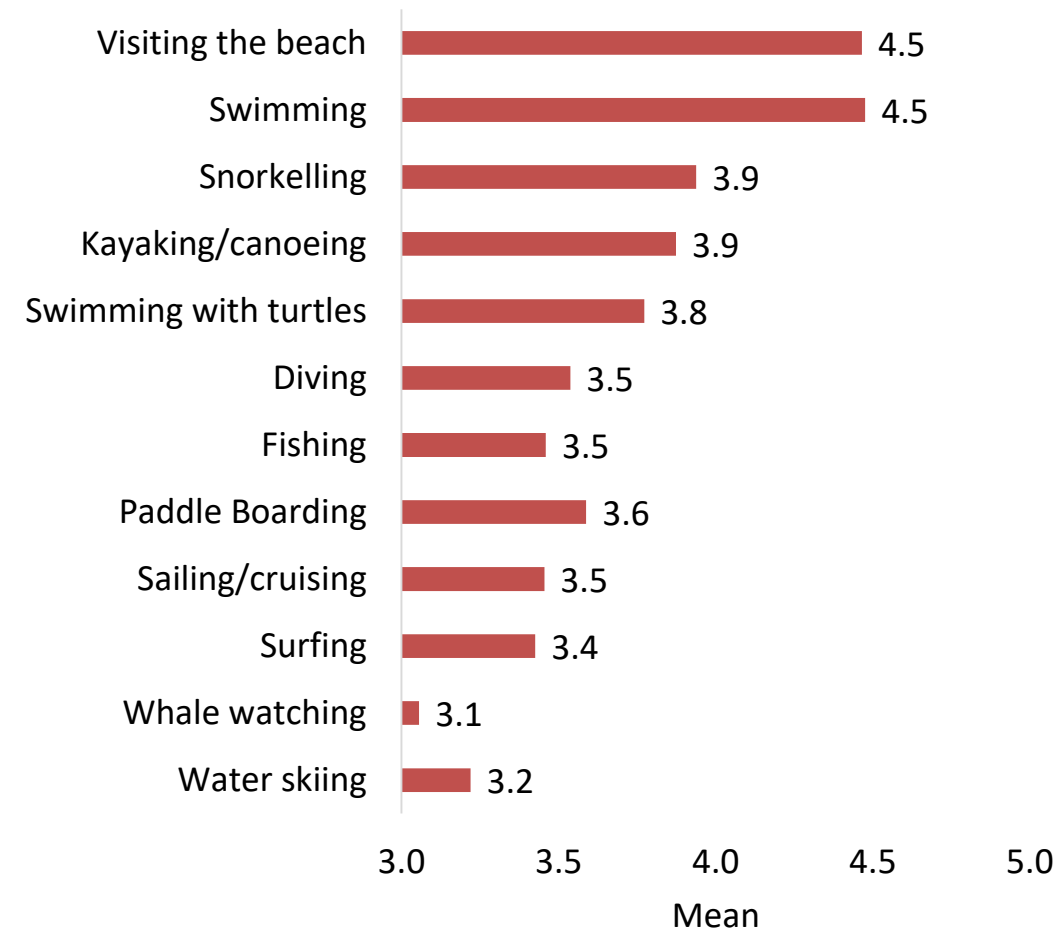
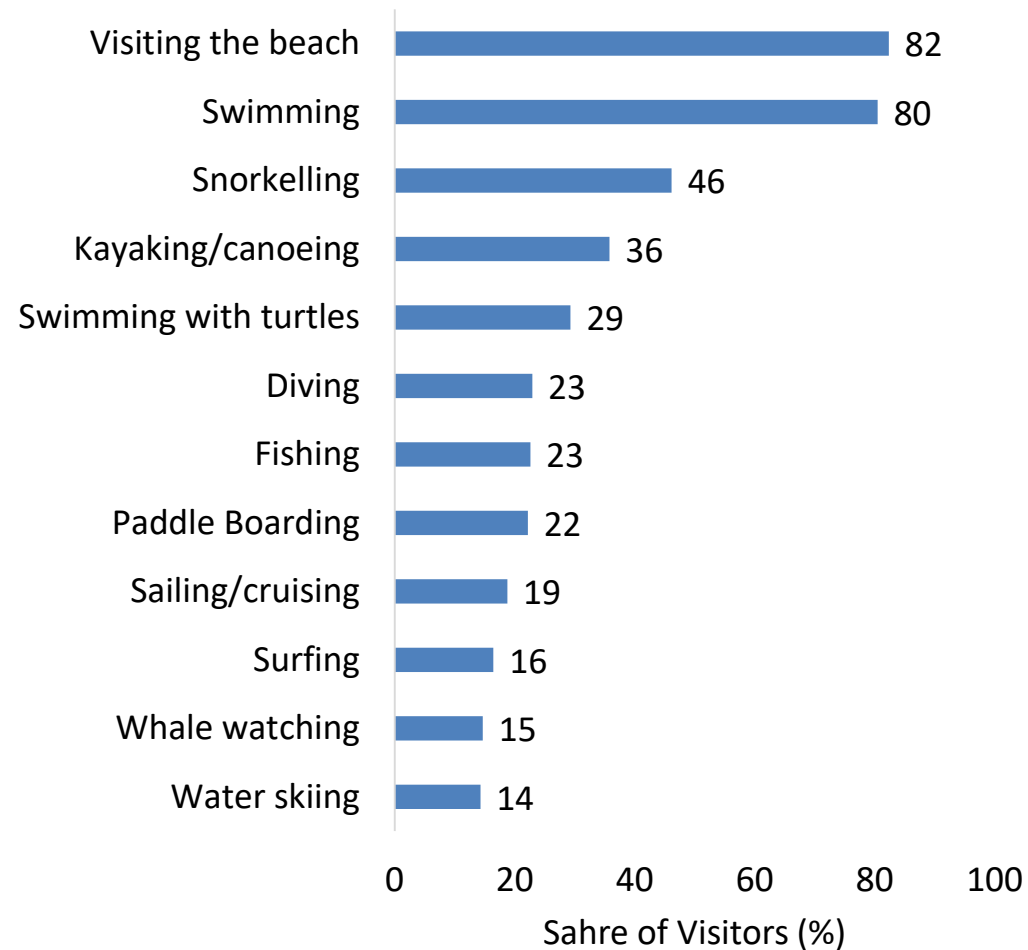


# Visitor Satisfaction

# Overall Satisfaction

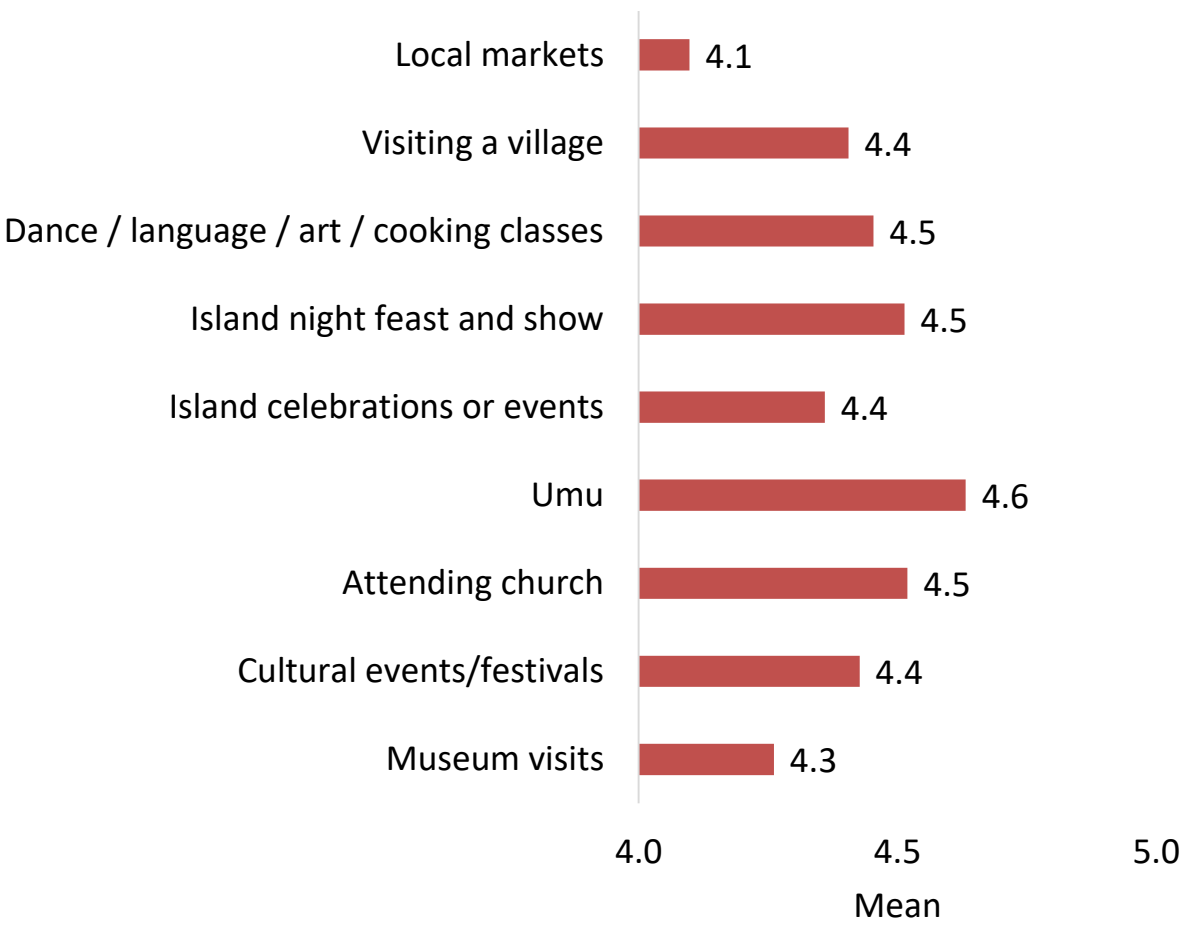
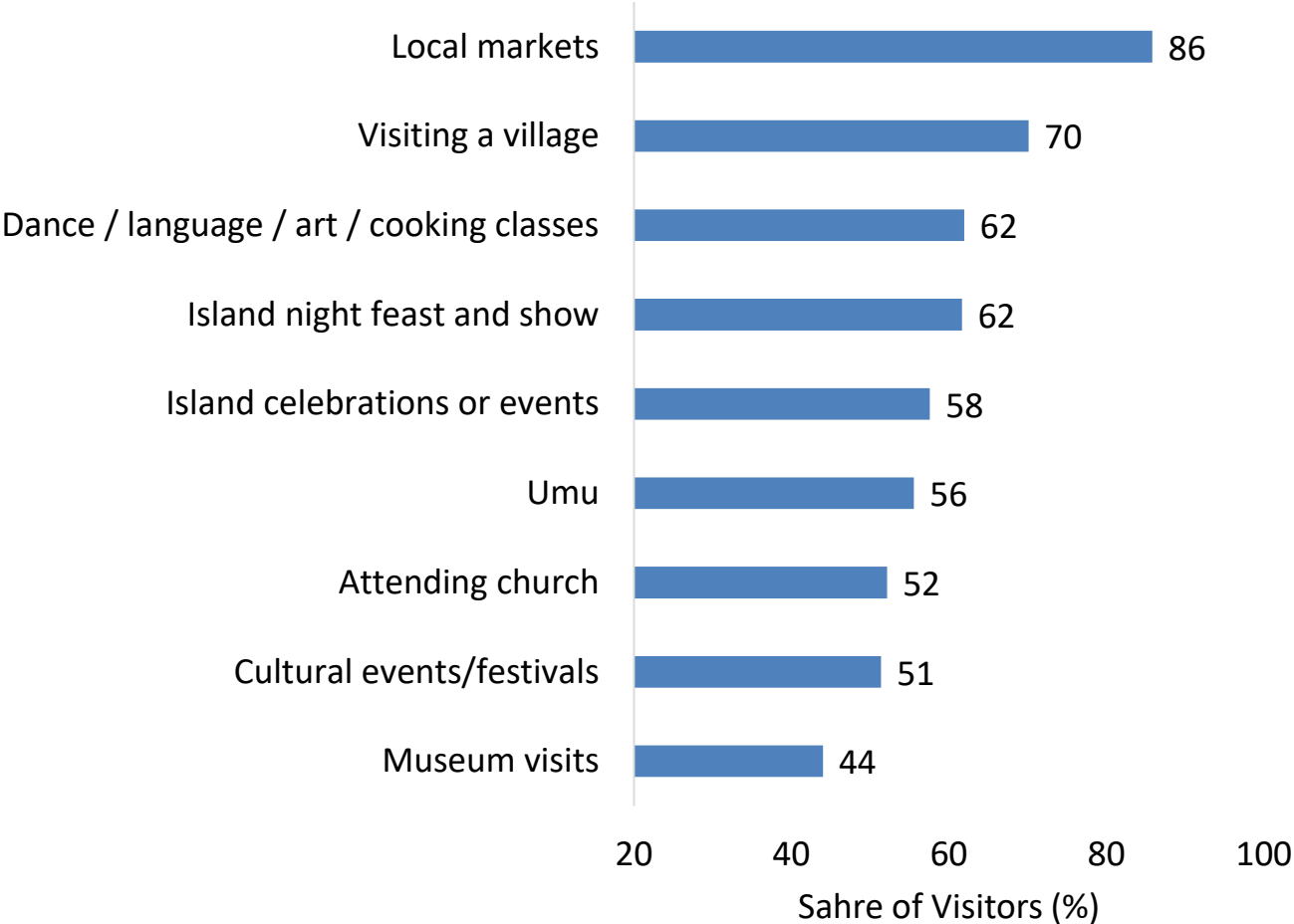


# Water Based Activities (Participation and Satisfaction)



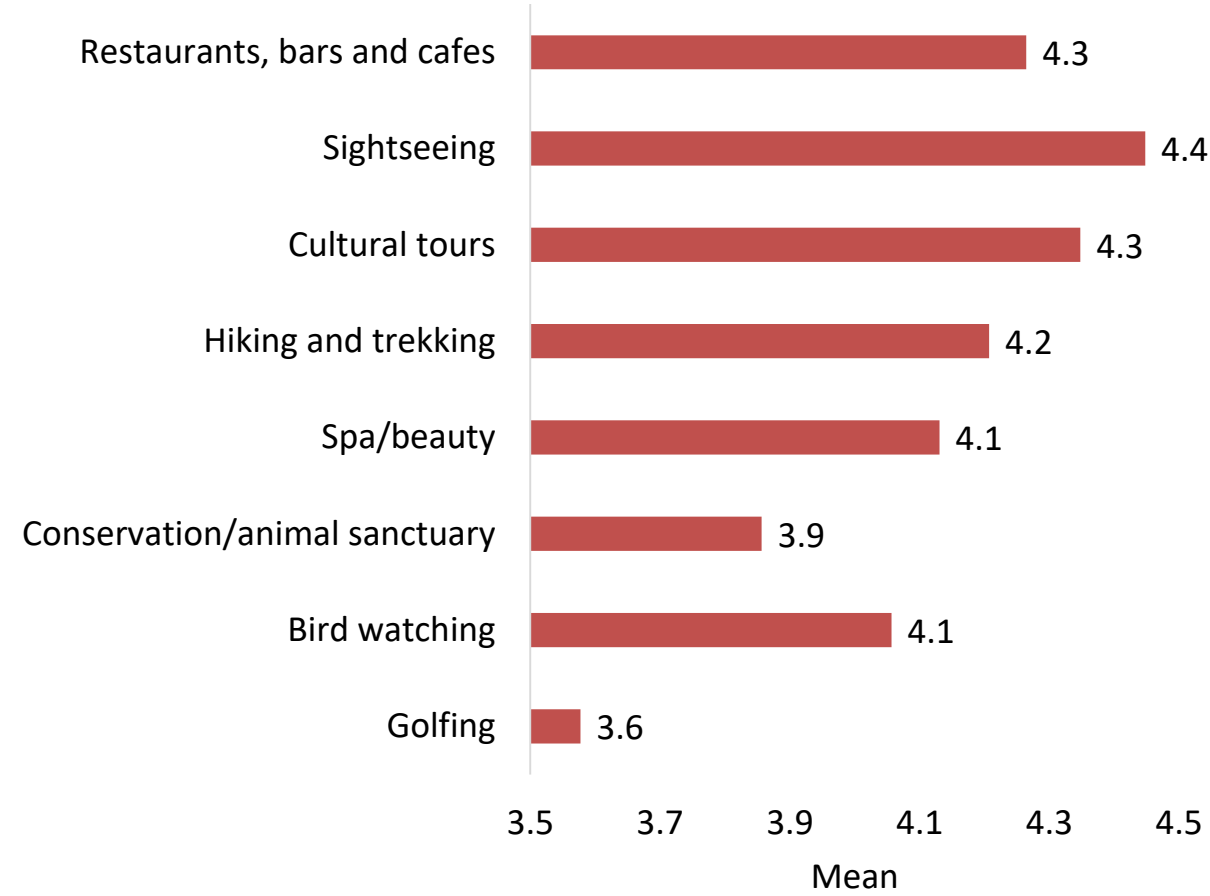
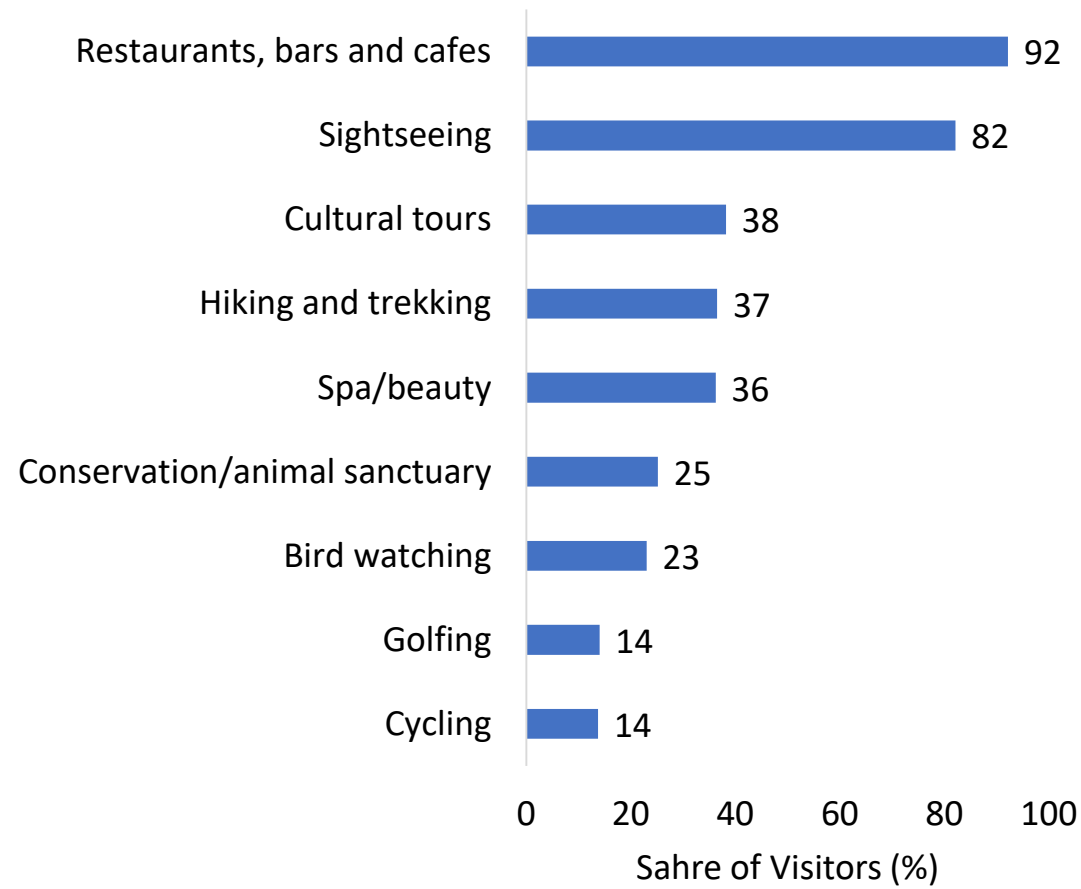
Note: Multiple responses, therefore total does not add up to 100%.

# Cultural Interaction Activities (Participation and Satisfaction)



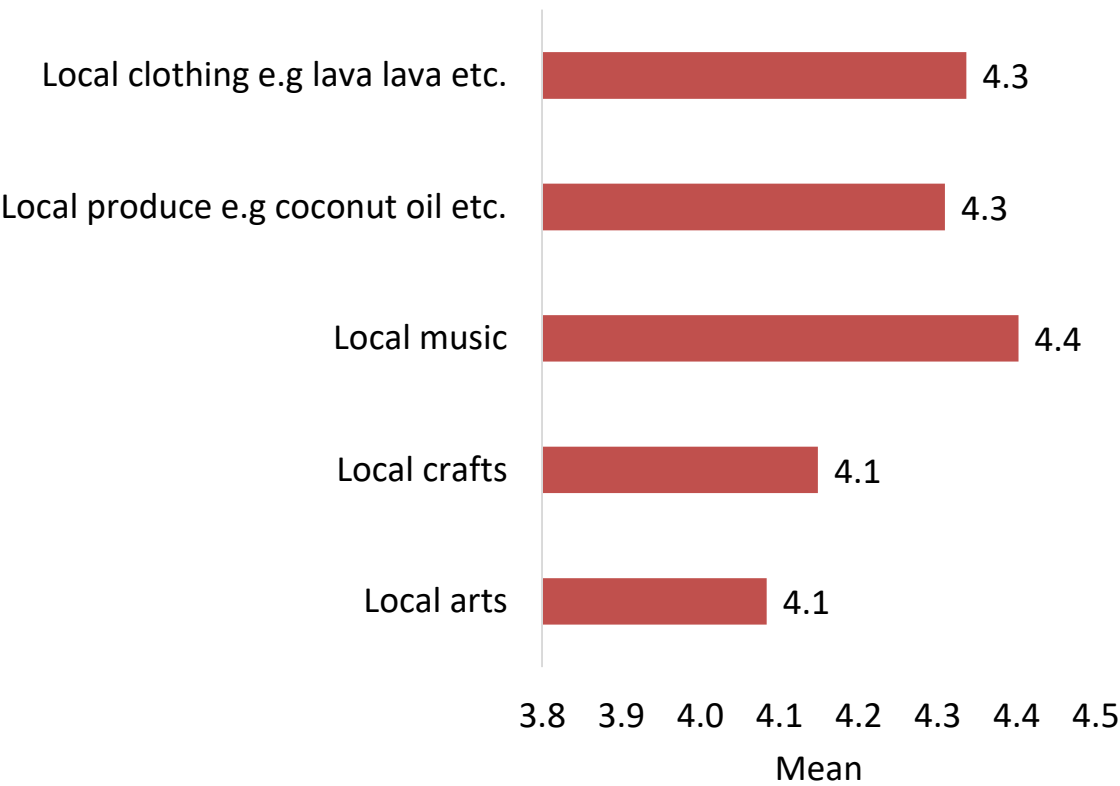
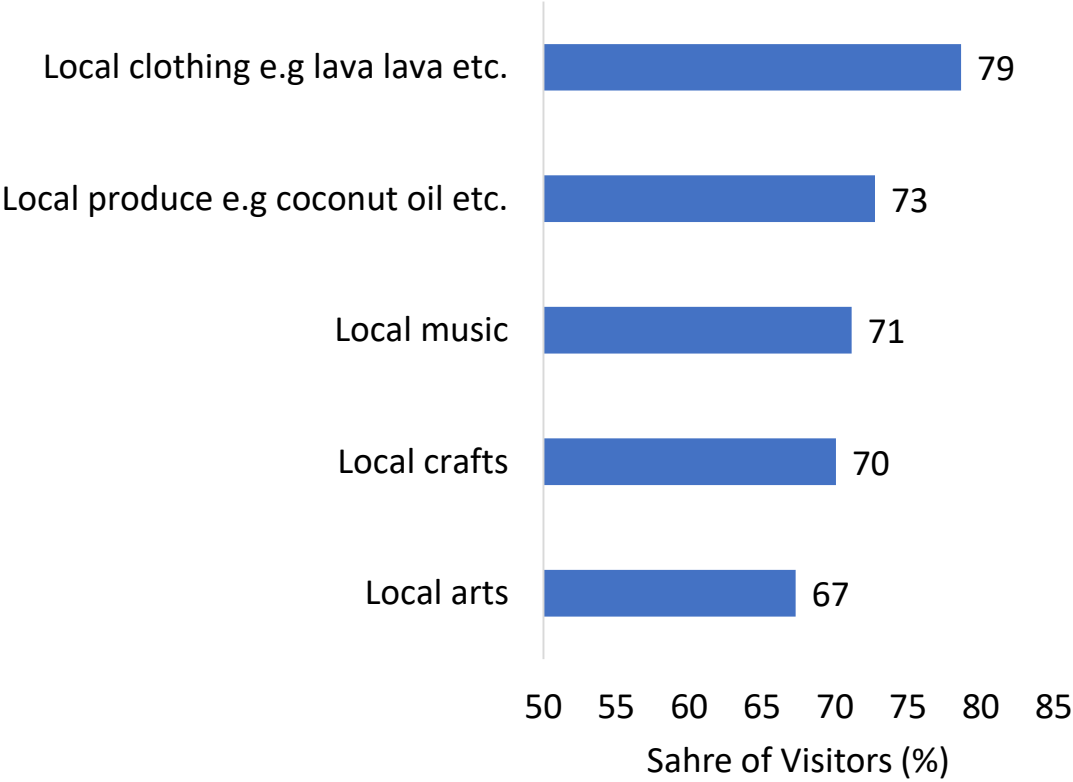
Note: Multiple responses, therefore total does not add up to 100%.

# Land Activities and Touring (Participation and Satisfaction)



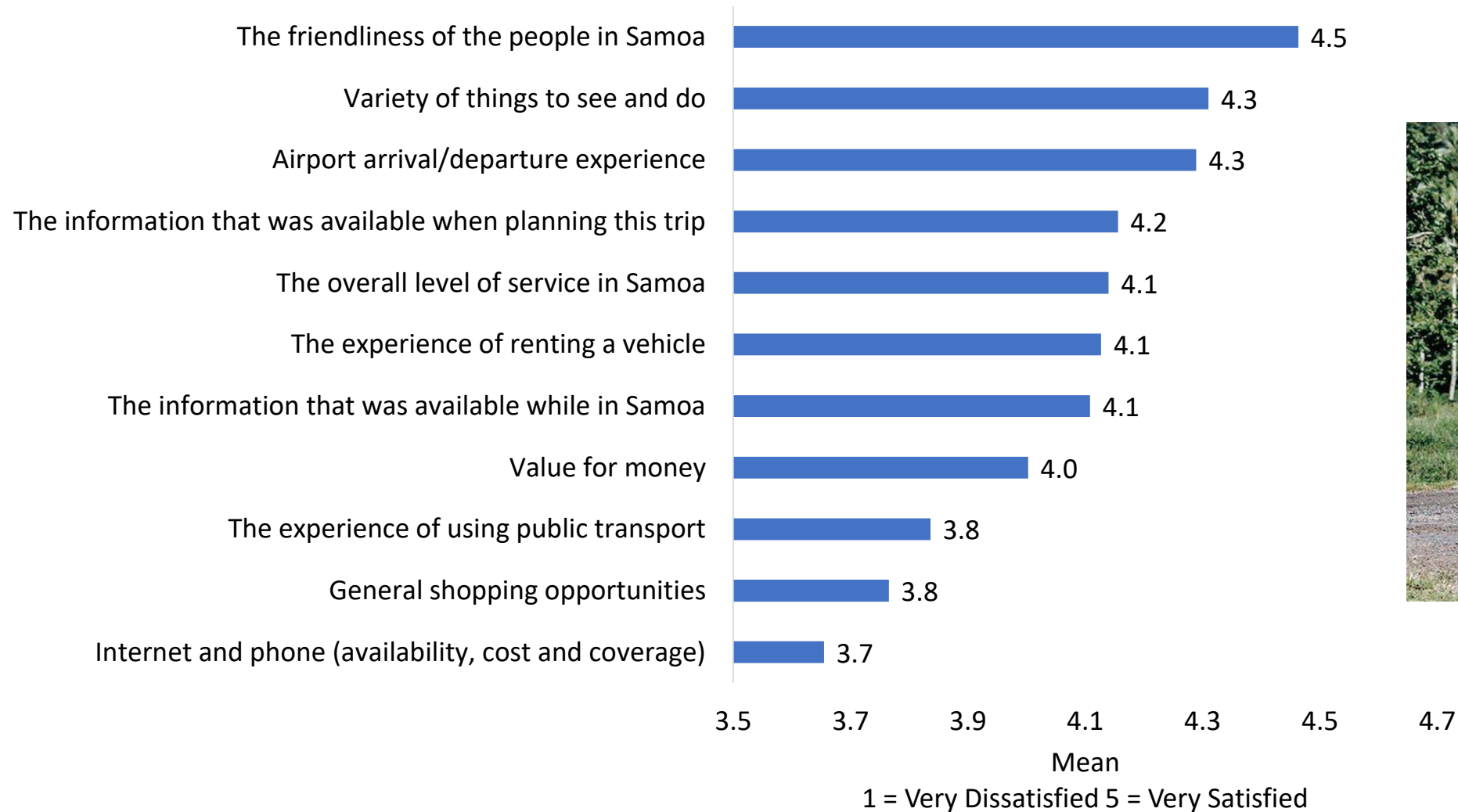
Note: Multiple responses, therefore total does not add up to 100%.

# Shopping (Participation and Satisfaction)



Note: Multiple responses, therefore total does not add up to 100%.

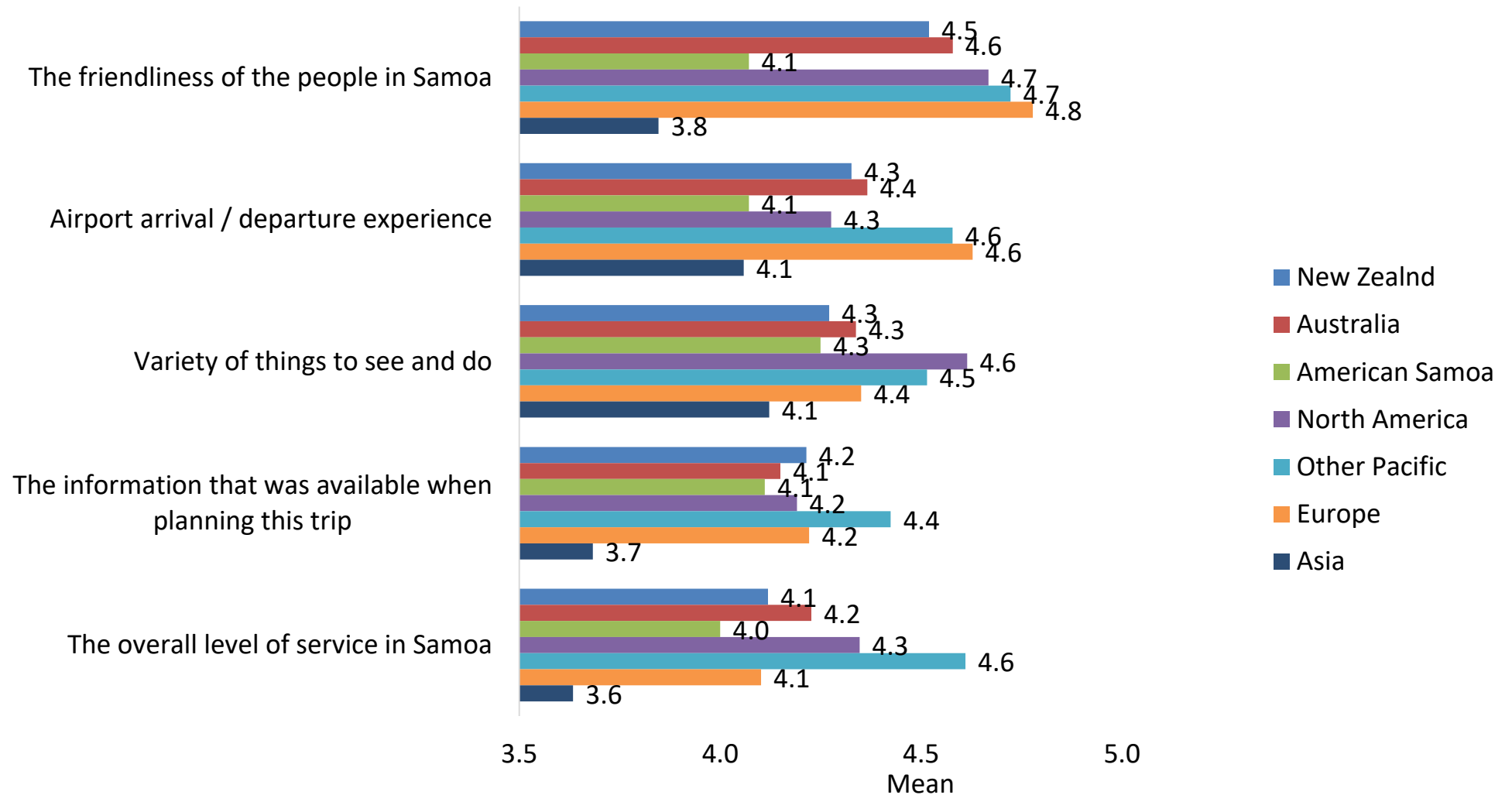
# Satisfaction with Samoa





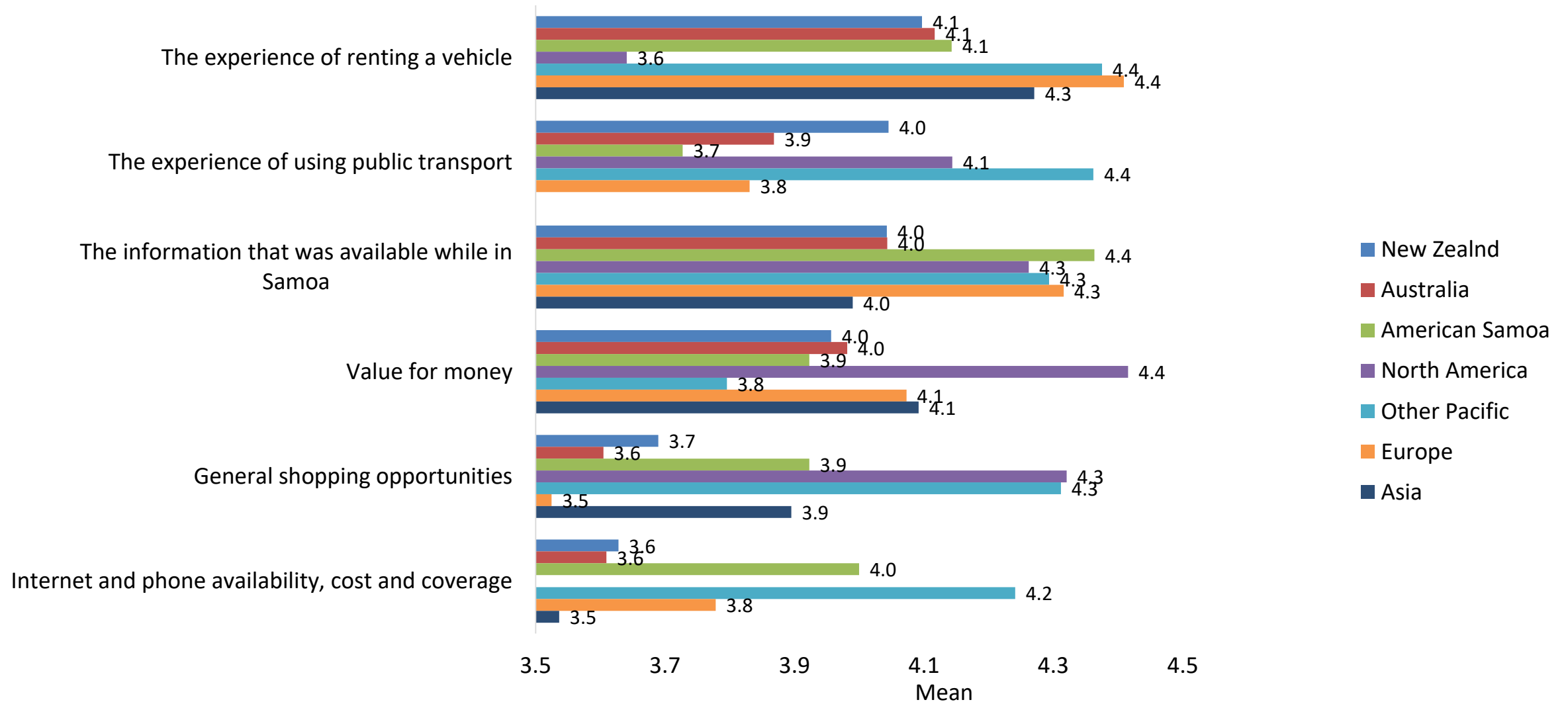
# Satisfaction with Samoa

## Country breakdown



# Satisfaction with Samoa

## Country breakdown cont.



## Most Appealing Aspects



**37% Environment,  
cleanliness & weather**



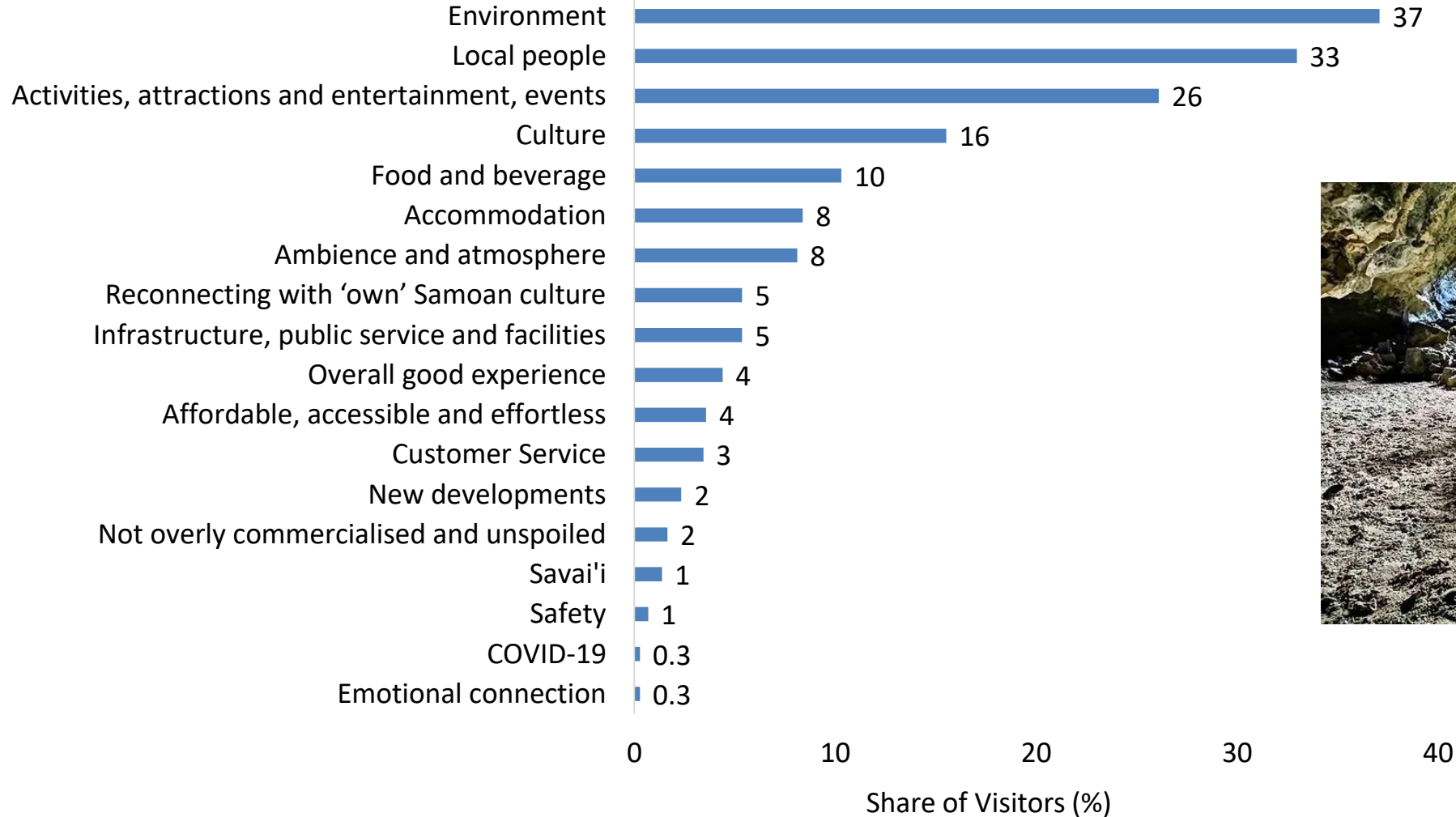
**32% Local people**



**26% Activities, attractions,  
entertainment & events**



# Most Appealing Aspects



Note: Multiple responses, therefore total does not add up to 100%.  
Image from: <https://www.facebook.com/SamoaTourismAuthority/>.

# Most Appealing Aspects

## Comments:

- “How green it was. Beautiful atmosphere, environment. Loved it.”
- “Friendliness of the people and how helpful they were.”
- “Hospitality and Great Firework on New Year’s Eve.”
- “Sightseeing places such as To Sua Trench.”
- “Family, and the fact Samoa is constantly evolving whilst trying to retain its uniqueness and it's natural beauty in all aspects.”
- “Restaurant Food quality is better than other trips.”
- “Fiafia nights at the resort. Welcoming people at resort and around the island.”
- “I spent time in Fiji during this trip and liked the idea of visiting another country in the Pacific. Samoa was the most appealing option and I enjoyed staying in a traditional Fale, as well as getting to visit the Robert Louis Stevenson Museum.”
- “Laid back, relaxed lifestyle. No rush, no noise, beautiful friendly people everywhere we went.”

# Most Appealing Aspects

## Comments\_COVID-19:

- “Their preparedness at the airport to keep Samoa safe from Covid-19.”
- “Friendly, the health department of Samoa were very informative with COVID-19, great posters and information to fully inform the Nation of Samoa to protect themselves from COVID-19. Great to see the high standards of PPE used at Faleolo airport on arrival to Samoa.”

## Least Appealing Aspects



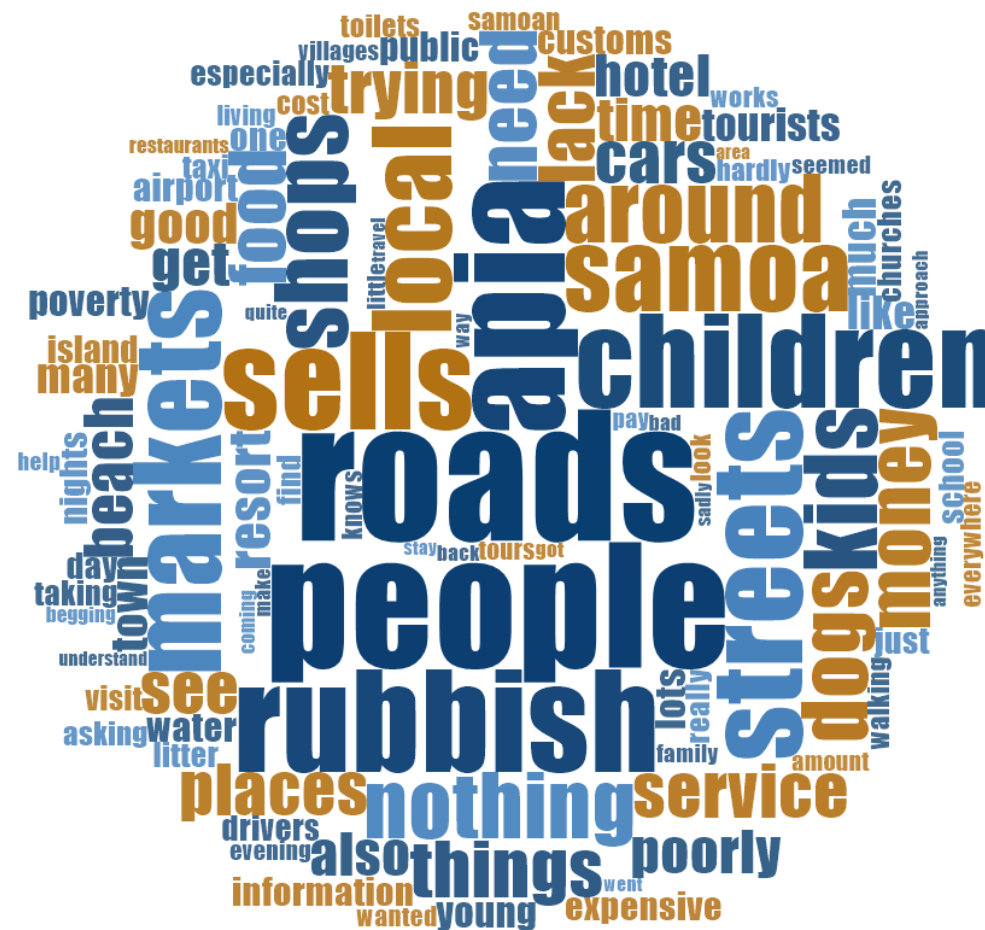
**21% Infrastructure, public services and facilities**



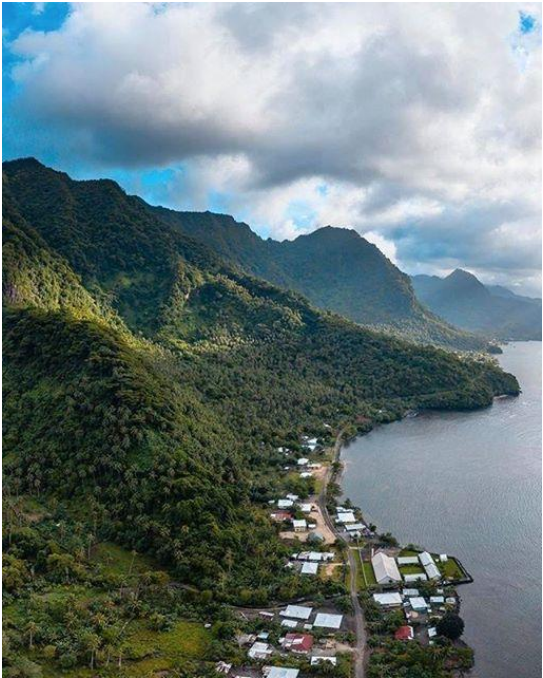
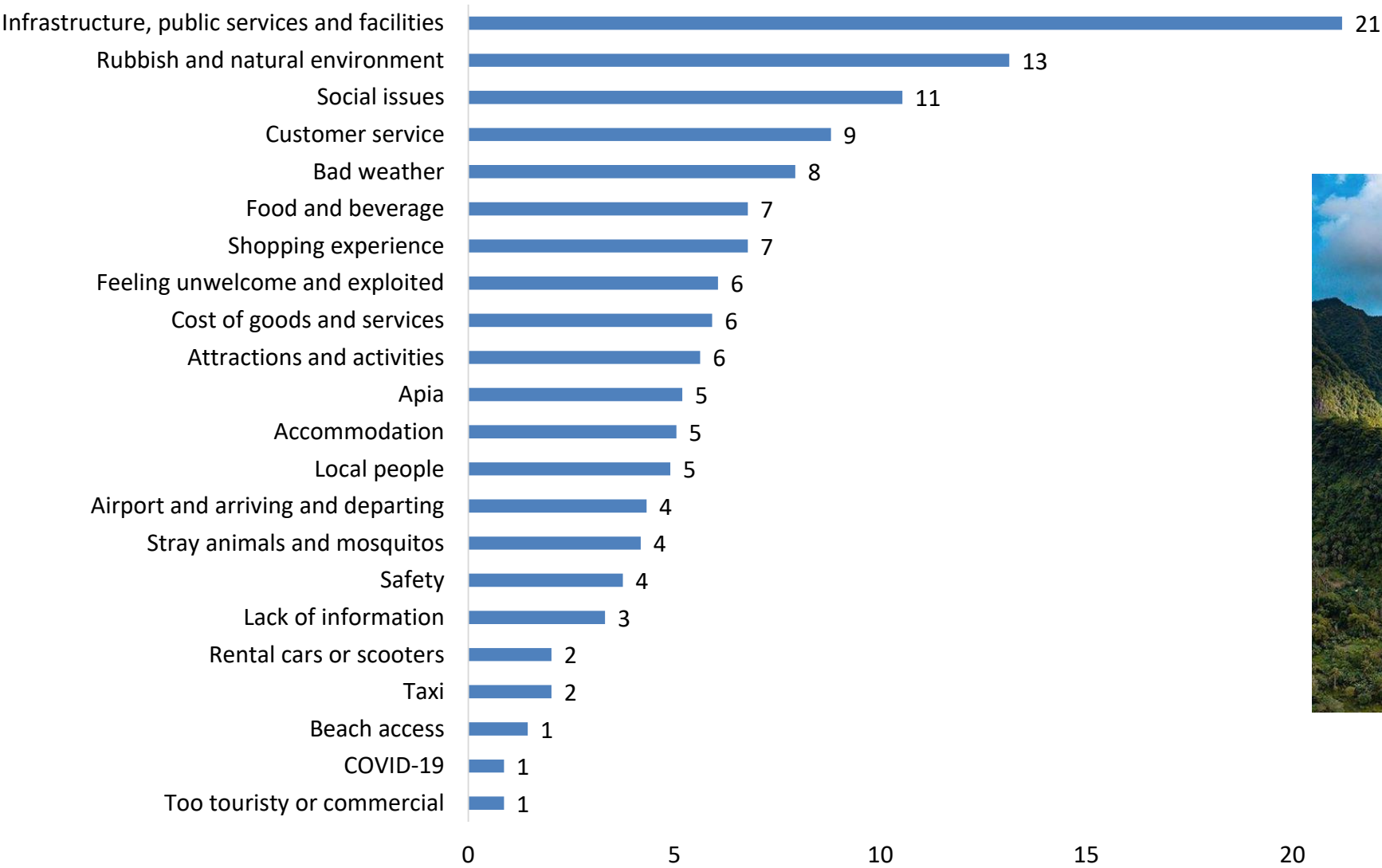
**13% Rubbish and natural environment**



**11% Social issues**



# Least Appealing Aspects



Note: Multiple responses, therefore total does not add up to 100%

Image from: <https://www.facebook.com/SSTA.Savaii/>.

Share of Visitors (%)



# Least Appealing Aspects

## Comments:

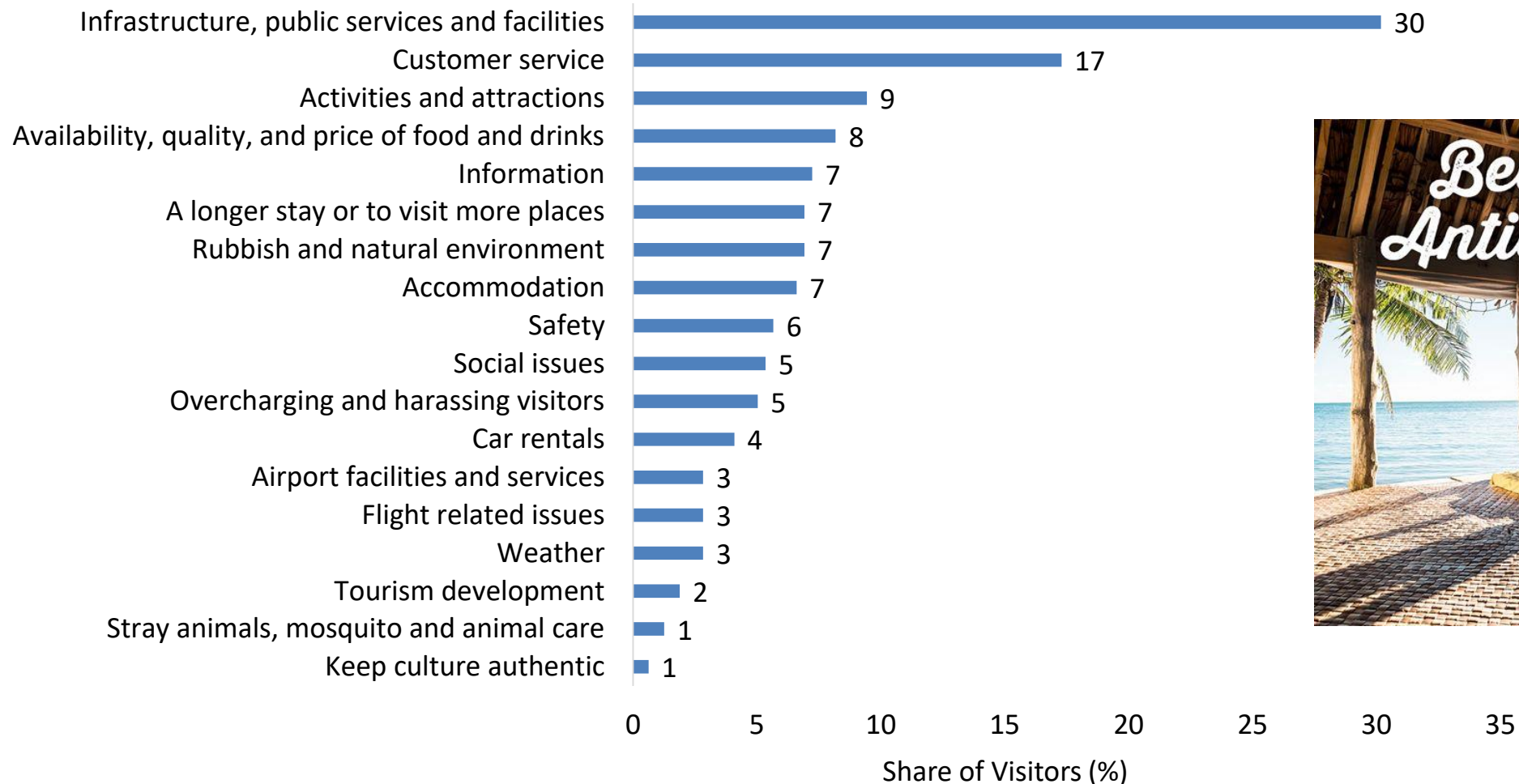
- “The roadworks on the streets in Faleula. And the side street (where the tsunami gathering point is) in Faleula, it’s so terrible with potholes all the way down it. It is like this every time when we come, and I wish it could be fixed.”
- “Lastly, for some reason, our cell phones wouldn't connect to any networks in Samoa, despite having an international plan that was supposed to work (though it's not clear if this was a plan issue or a network issue).”
- “The excessive rubbish along the waterfront.”
- “The amount of street vendors. They don't know the meaning of ‘no thank you’ besides that, it breaks my heart to see such young kids out so late.”
- “Customer service. I love my Samoan people, but we really need to work on smiling when serving others. :)”
- “The lack of alternative eating places outside of a resort, apart from being in Apia.”
- “The trouble to get into the country due to COVID-19.”

# Least Appealing Aspects

## Comments\_COVID-19:

- “Enjoyed pretty much everything, although most restaurants near where I was staying were shut as it was so quiet with covid-19 travel restrictions starting to come into place.”
- “Lack of cafes open. Apia was hard to Know where stuff was. Possibly shut due to COVID stuff?”
- “The trouble to get into the country due to COVID-19.”
- “Covid19 flight issues.”

# Suggestions for Improvements



Note: Multiple responses, therefore total does not add up to 100%.

Image from: <https://www.facebook.com/SSTA.Savaii/>.

# Suggestions for Improvements

- “I don’t think anyone new to Samoa would be able to get around by themselves because there are no road signs, and if there are, its barely visible.”
- “Be given the choice with mobile plans if wanted a visitors sim or local. We were not given choice.”
- “Proper drainage system.”
- “Improve inter island ferry services between Savai’i and Upolu.”
- “Better health services.”
- “They need to look at fixing the pot-holes on the roads.”
- “Need some 24hour Supermarkets or Mini Supermarkets close like 12 midnight. Supply some Supermarkets service at Rural Area for the people that they don't have car etc. Need those Supermarkets open late night, and that's the great chance for other people at the villages, to get a job for those mini.”

# Would you return to Samoa ?

## Top 4 reasons for NOT returning to Samoa :



93% Yes



7% No \*



- 35% Visit other places around the world or already have visited
- 19% Nothing very happy with overall experience
- 13% Cost of goods and services
- 11% Limited attractions, activities and entertainment

# Reason not to re-visit Samoa

## Comments:

- “Been there, will go somewhere else next time.”
- “The island is beautiful. However, I feel like I have experienced a lot and would rather explore a new island/country.”
- “Unlikely to return for holiday. Value for money, motel prices and food. Cost of going to sights small but then added costs of parking turns us off going to many places. needs to be more transparent, managed.”
- “Not a lot available at the time we were there. Tourism sector needs a greater variety of things available for all ages.”
- “Also coral seems very degraded.”

# Would you recommend Samoa?



96% Yes



4% No \*



## Top 3 reasons for NOT recommending Samoa :

- 28% Limited attractions, activities and entertainment
- 16% Expensive
- 16% Lack of facilities

# Reason not to Recommend Samoa

## Comments:

- “Need more activity on Saturday and Sunday to many things were closed.”
- “Limited things to do, Apia itself is not attractive as a tourist destination, and the airport is very far from Apia. It makes a tough sell, when compared to Fiji, Vanuatu, Cook Islands, Niue, or the SEA countries.”
- “Value for money not that good.”
- “But I will tell who I recommend NOT to use public toilets but there are times when you want to walk around the area to explore the REAL Samoa that you run into these places and they are a BIG TURN off for me. It might not be important to the Samoa tourist industry, but it definitely limit or stop me from recommending Samoa to my friends and family to visit.”





# Thank You!

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"The views expressed in this publication do not necessarily reflect those of the New Zealand Government."