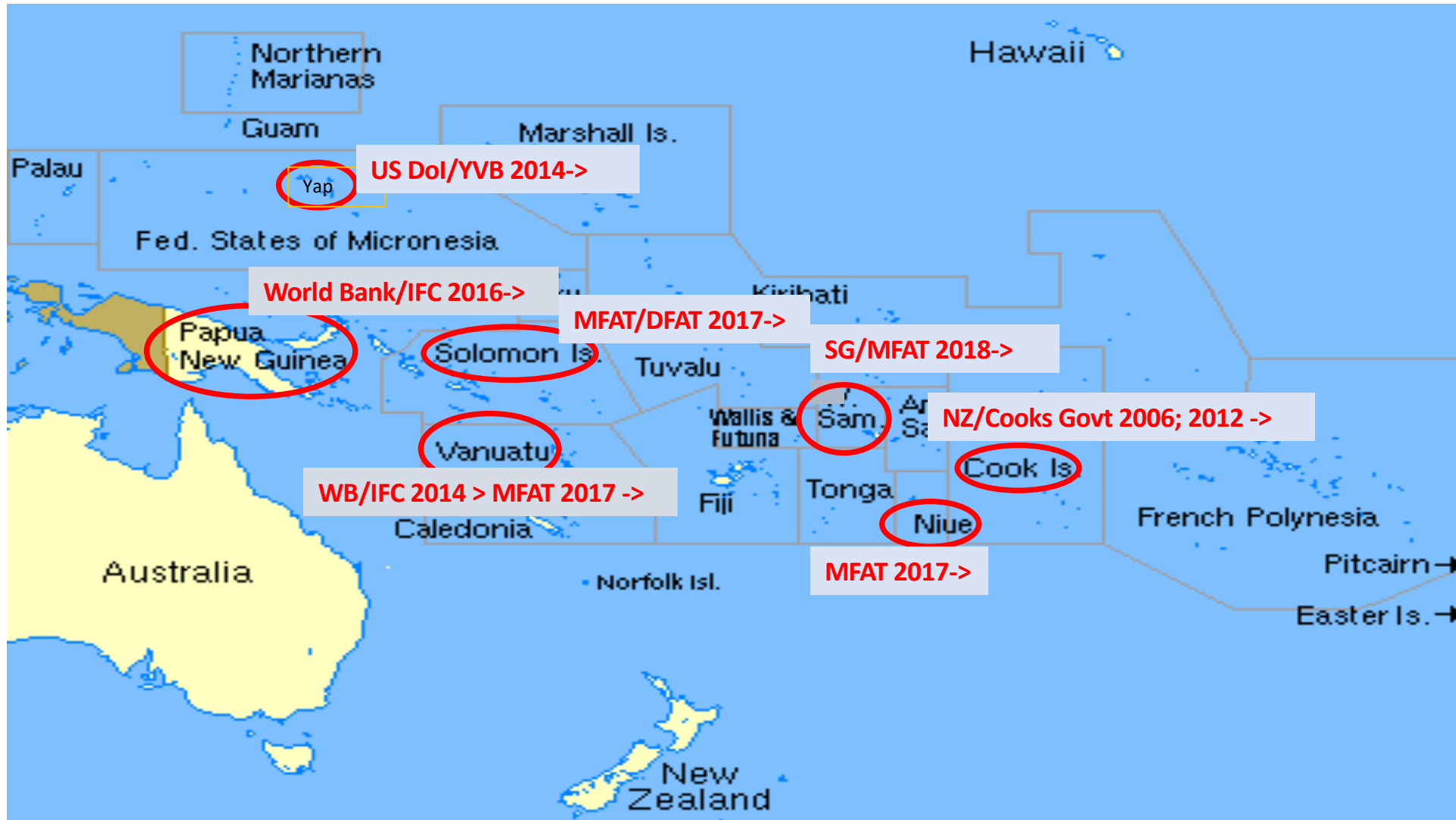


Samoa International Visitor Survey

January – June 2018



PACIFIC TOURISM DATA INITIATIVE



January - June 2018 Respondents



Total number of e-mails sent: **19,598**

Conversion Rate of **17%**



Total number of responses: **3,297**

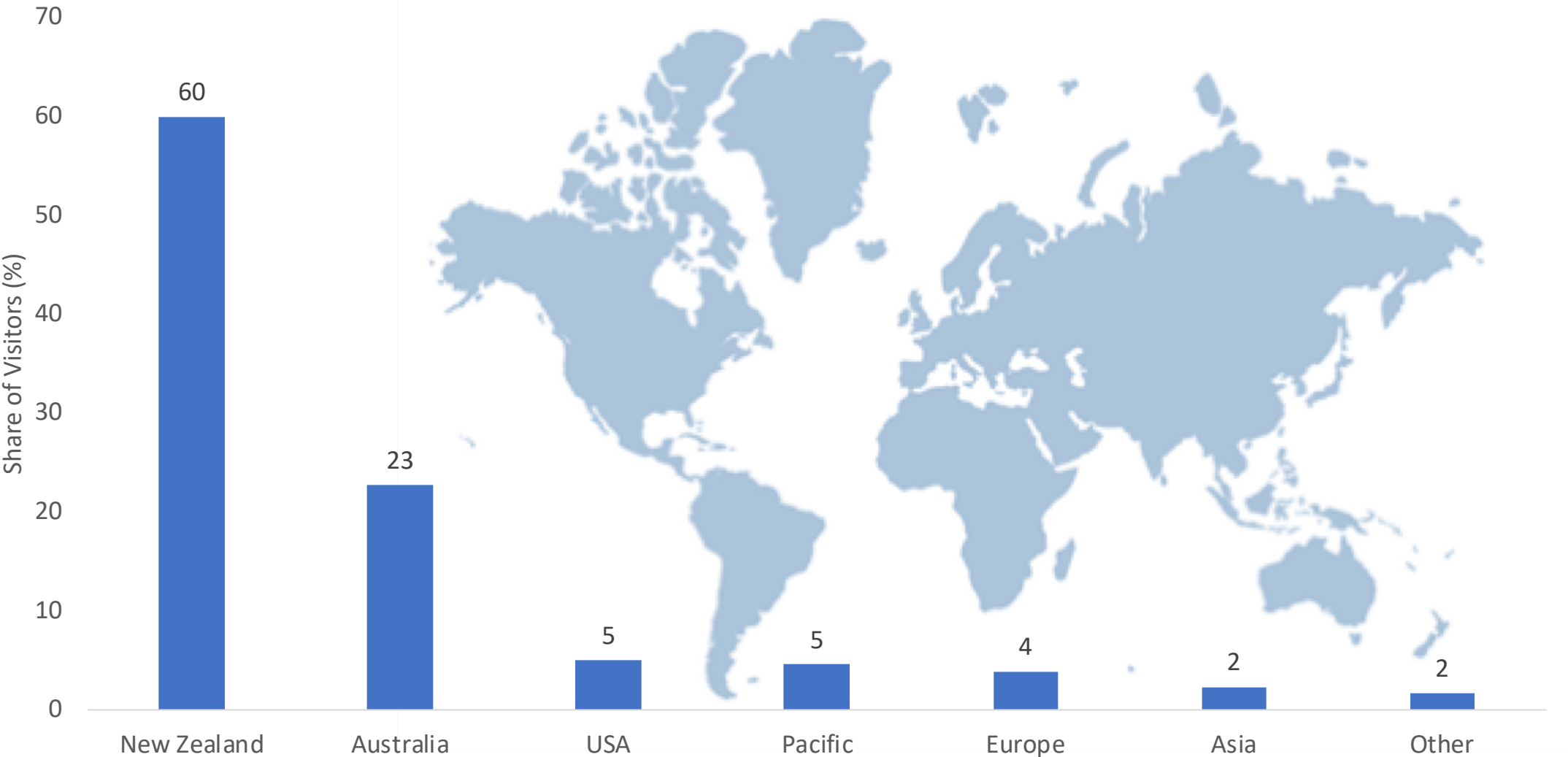
5% of all
visitors
during the
period *



Responses cover a total of
5,899 adults and **1,501 children**

11% of all
visitors
during the
period *

Country of Origin *



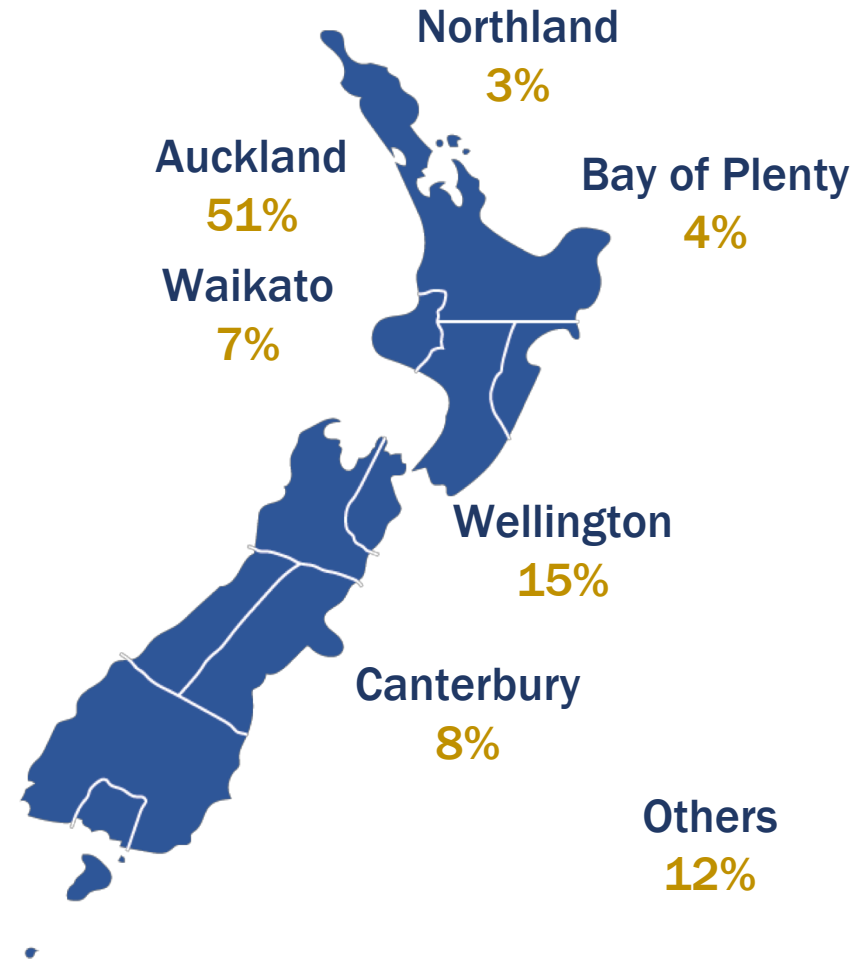
* Data excludes visitors from American Samoa.
Note: survey data unweighted.



Visitor Characteristics

New Zealand Respondents

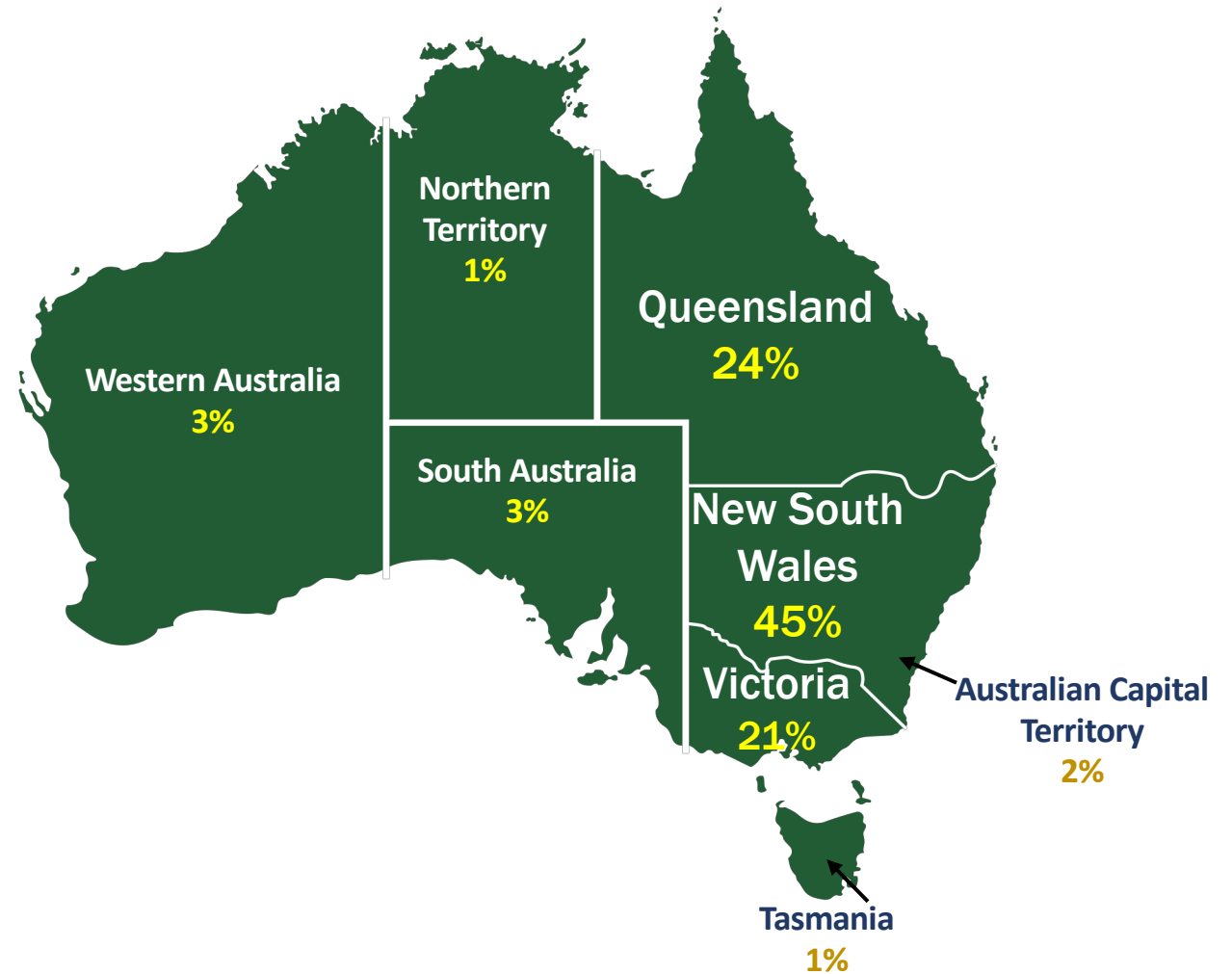
The major urban areas of Auckland, Wellington, Canterbury and Waikato make up **81%** of all New Zealand visitor arrivals.



Note: Only major areas included.

Australian Respondents

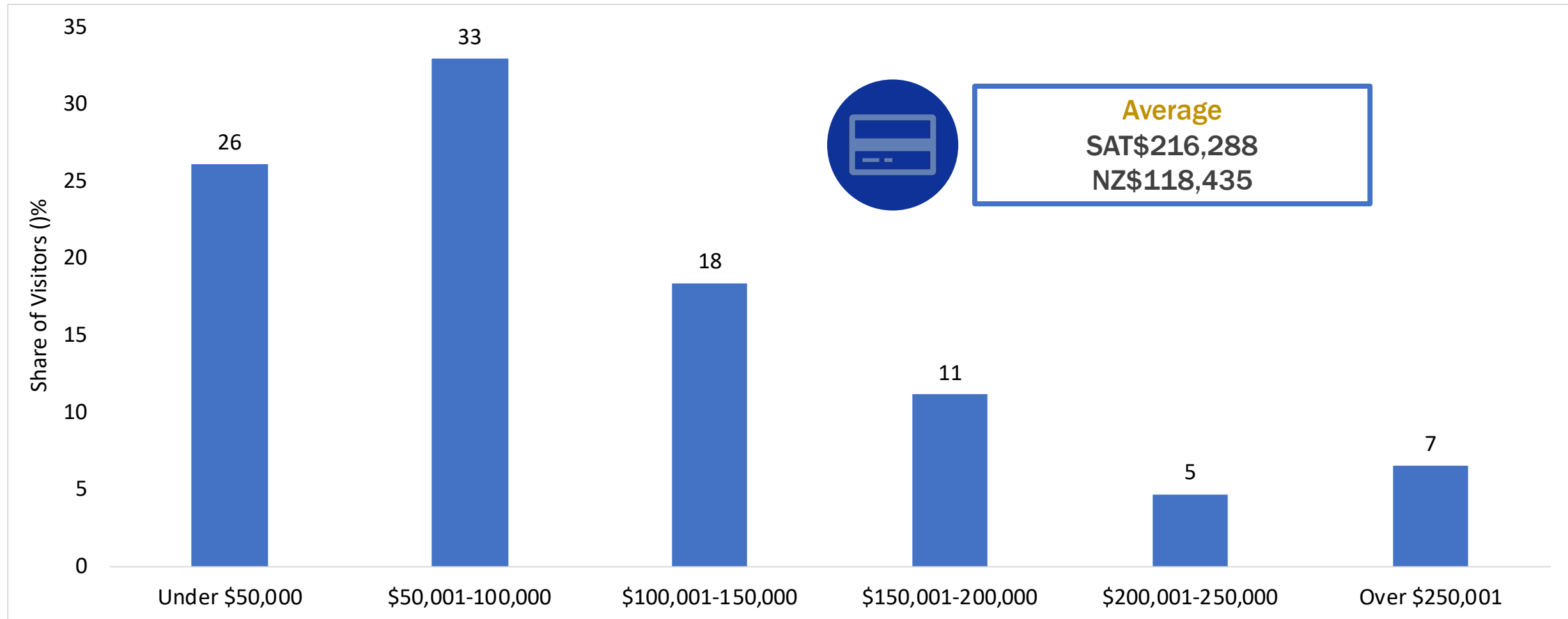
New South Wales, Queensland, and Victoria account for **90%** of all Australian visitor arrivals.



Note: Only major areas included.

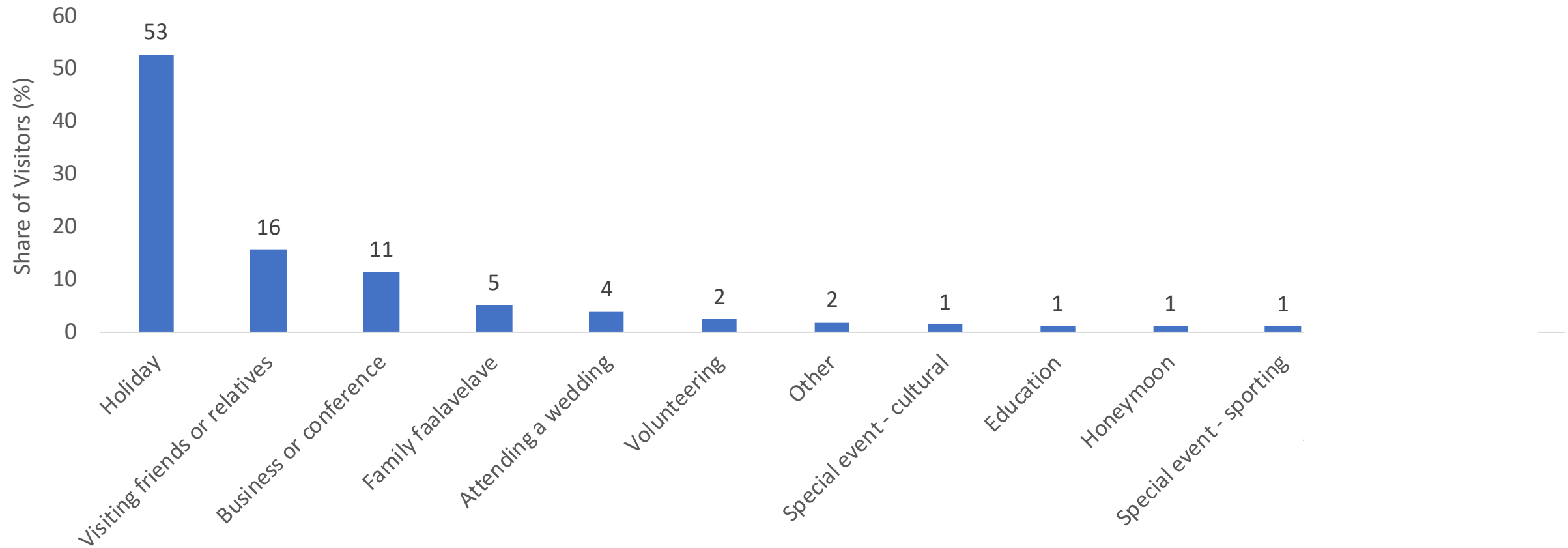
Visitor Characteristics

Annual Household Income (NZD\$)



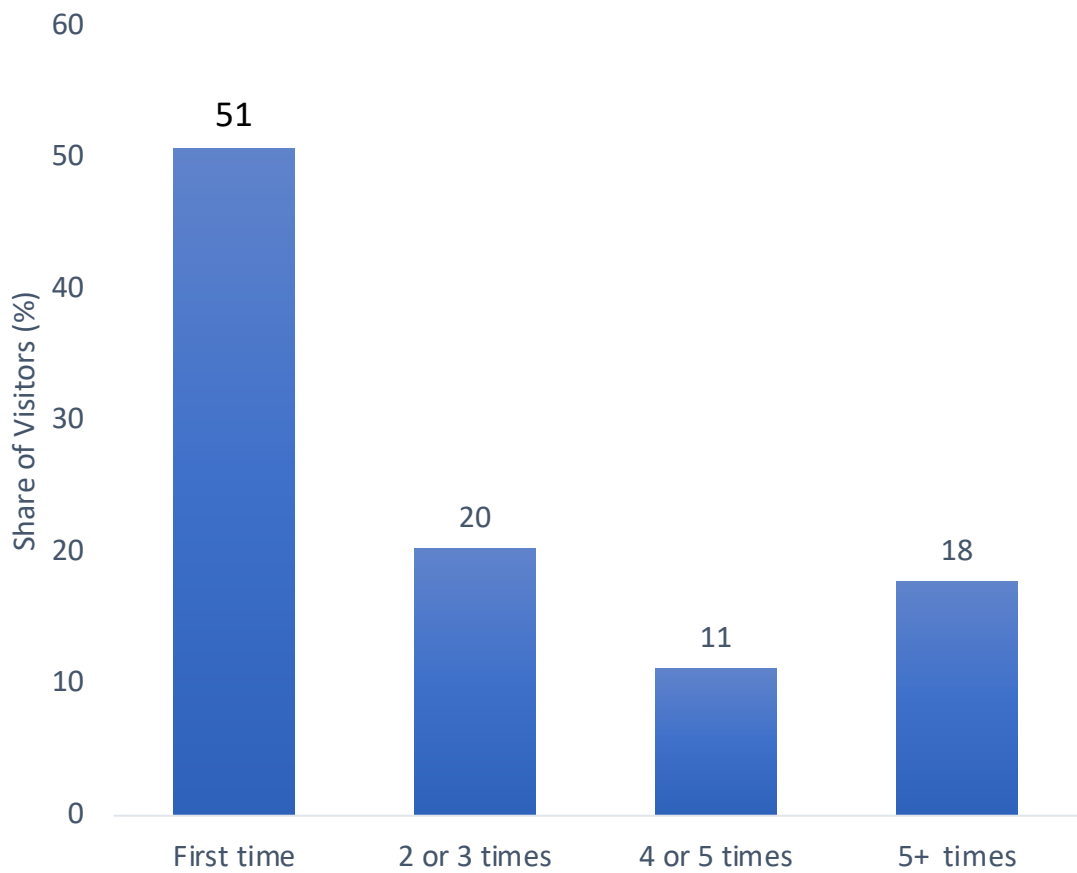
Visitor Characteristics

Main Purpose of Visit

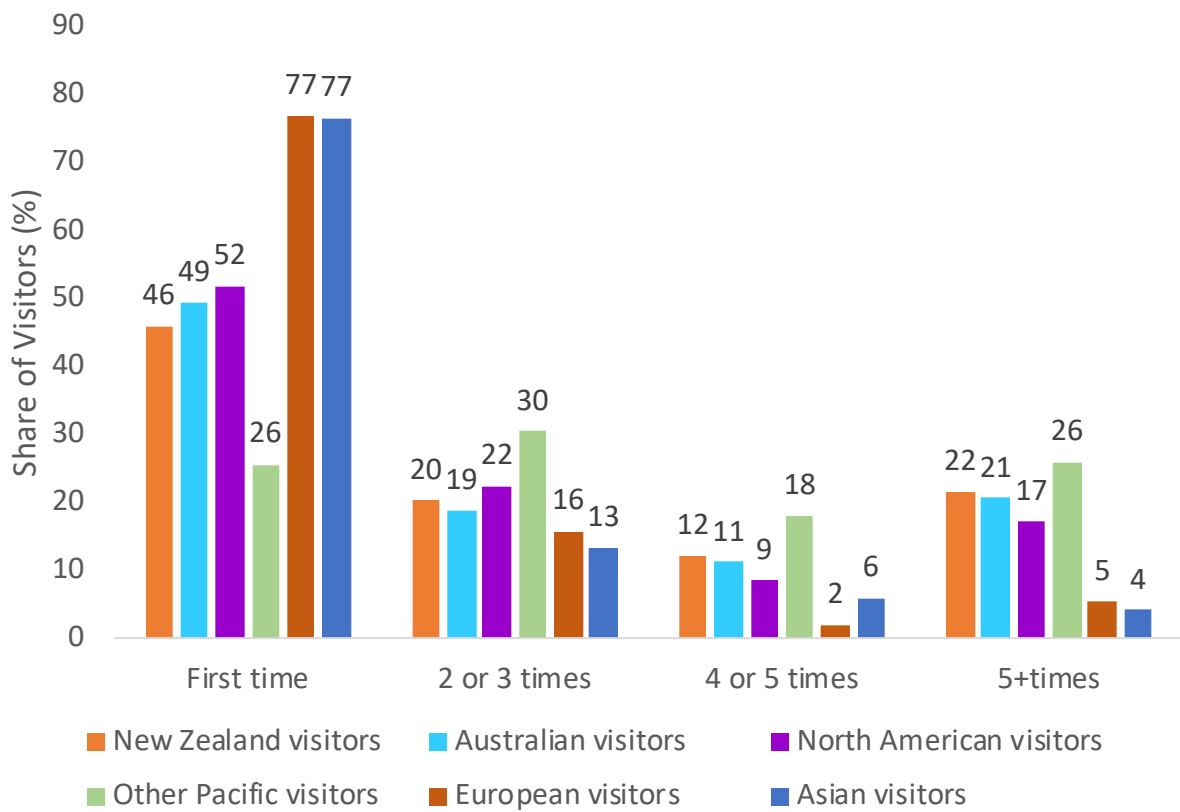


*Multiple responses, therefore total does not add up to 100%.

Previous Visits

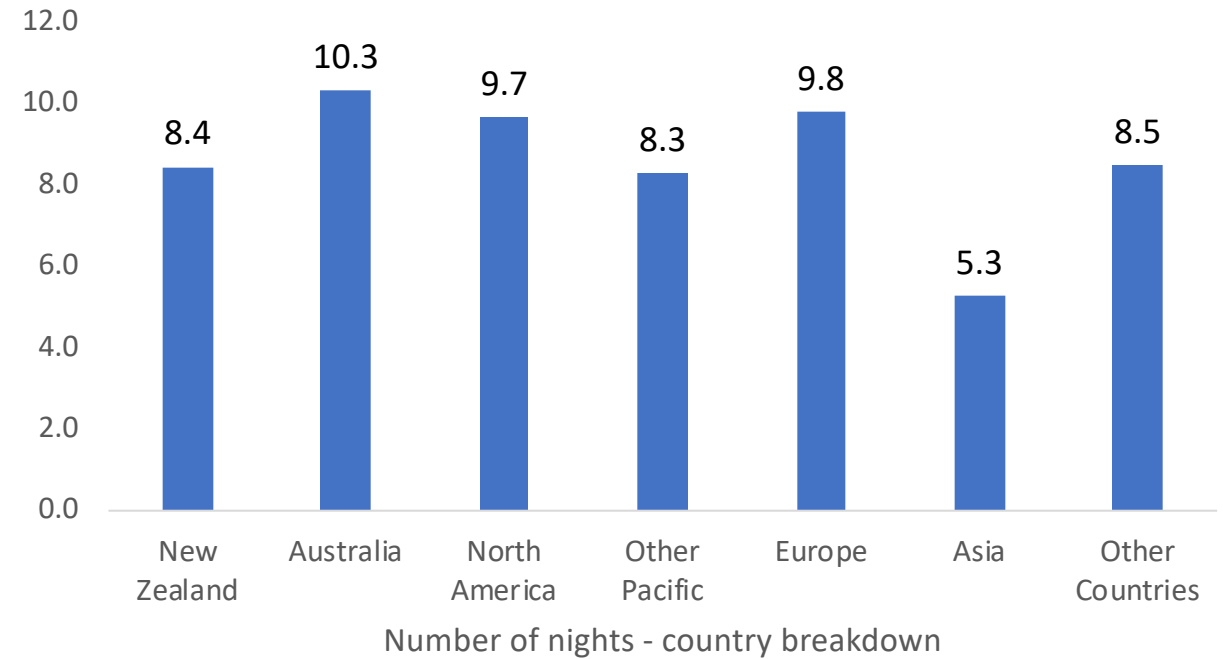
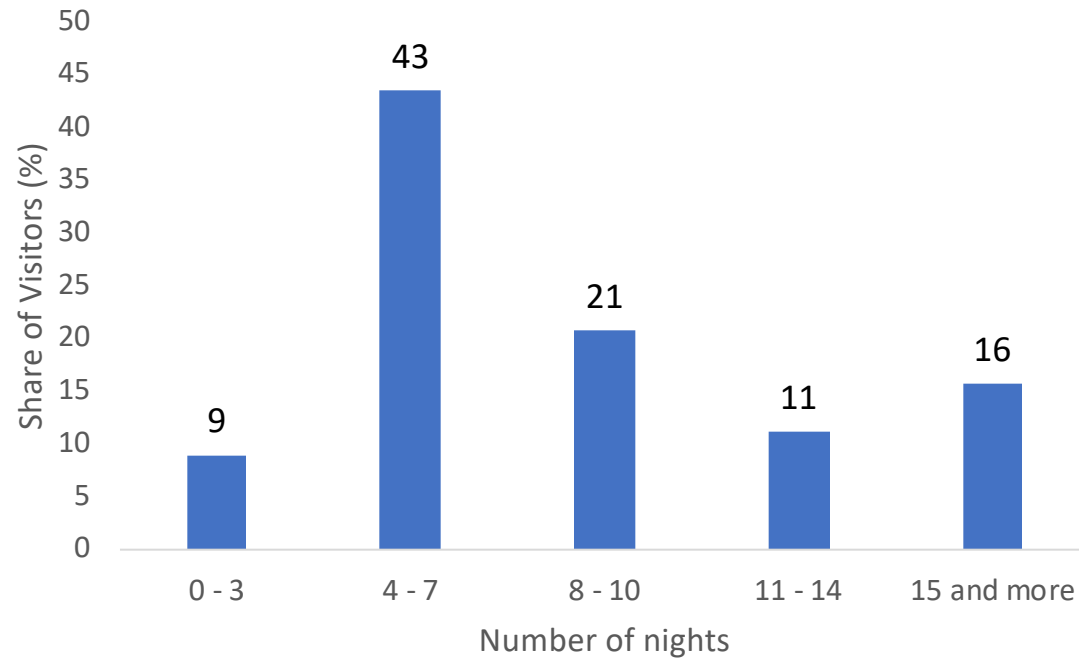


Country breakdown



Length of Stay

Average length of stay: **8.8 nights**



Destinations & Airlines



For **80%** of visitors,
Samoa is the sole
destination for their
trip.

For **20%** of
visitors, Samoa
is part of a larger
journey ➔

- **36%** Fiji
- **27%** New Zealand
- **12%** Other Pacific
- **11%** Australia
- **8%** American Samoa
- **4%** USA



AIRLINES USED

- **60%** Air New Zealand
- **22%** Fiji Airways
- **13%** Samoa Airways
- **12%** Virgin Australia
- **2%** Other
- **1%** Talofa Airways

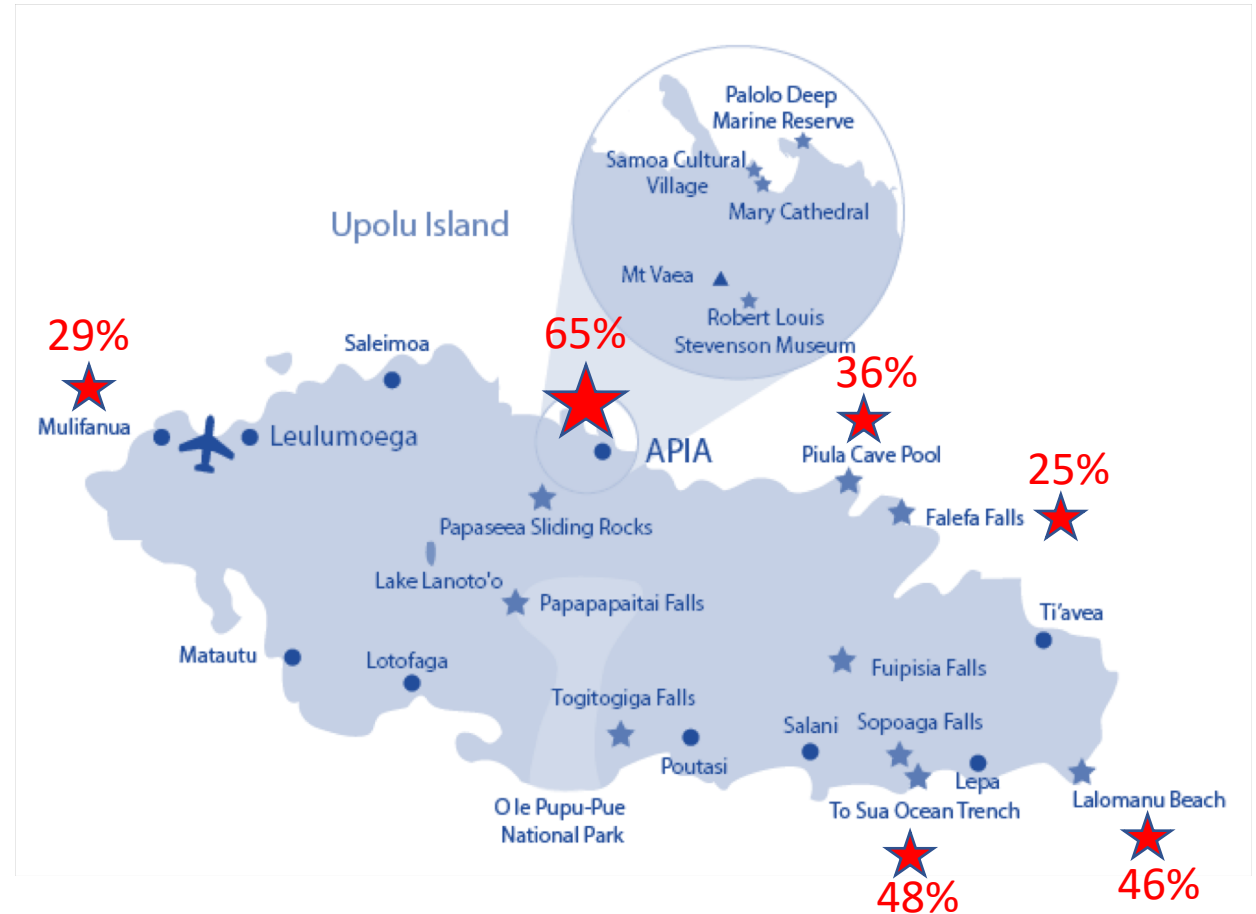
Note: Multiple responses, therefore total does not add up to 100%.

Attractions Visited

Upolu Island

Top 5 popular attractions *

- 65% Apia
- 48% To Sua Ocean Trench
- 46% Lalomanu beach
- 36% Piula Cave Pool
- 29% Mulifanua
- 25% Falefa Falls



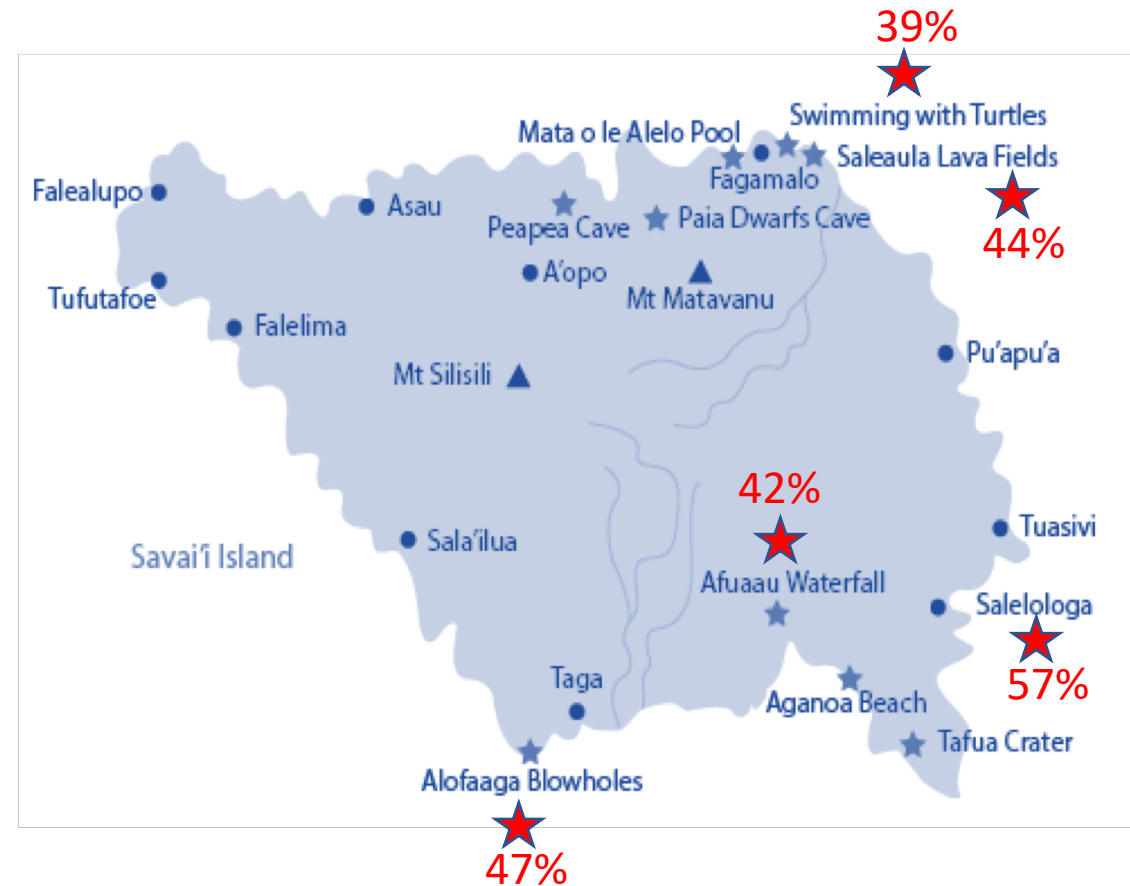
Note: Multiple responses, therefore total does not add up to 100%.

Attractions Visited

Savai'i Island

Top 5 popular attractions *

- 57% Salelologa
- 47% Alofaaga Blowholes
- 44% Saleaula Lava Fields
- 42% Afu Aau Waterfall
- 39% Swimming with Turtles

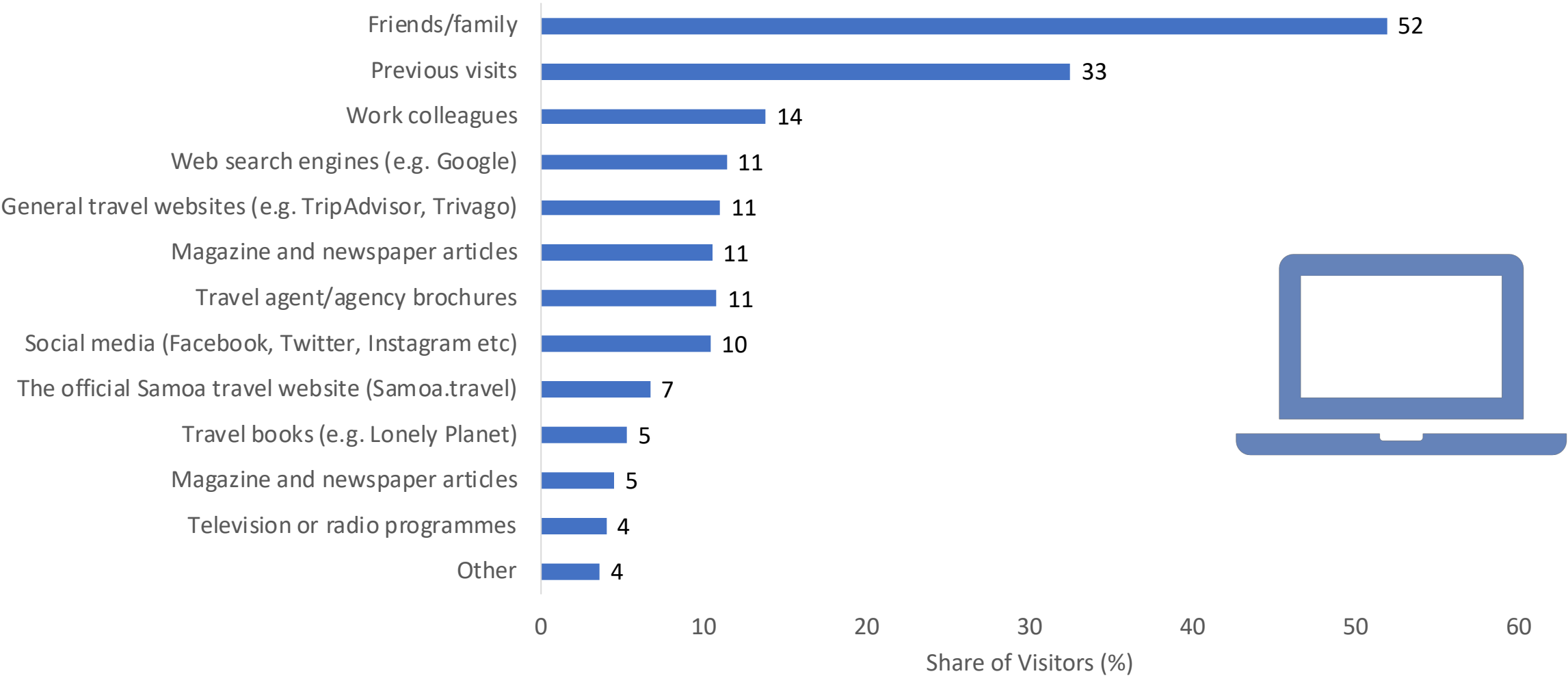


Note: Multiple responses, therefore total does not add up to 100%.

A photograph of a person surfing on a large, curling blue wave. The surfer is positioned near the base of the wave's face. A prominent red and blue banner is overlaid across the middle of the image, containing the title text.

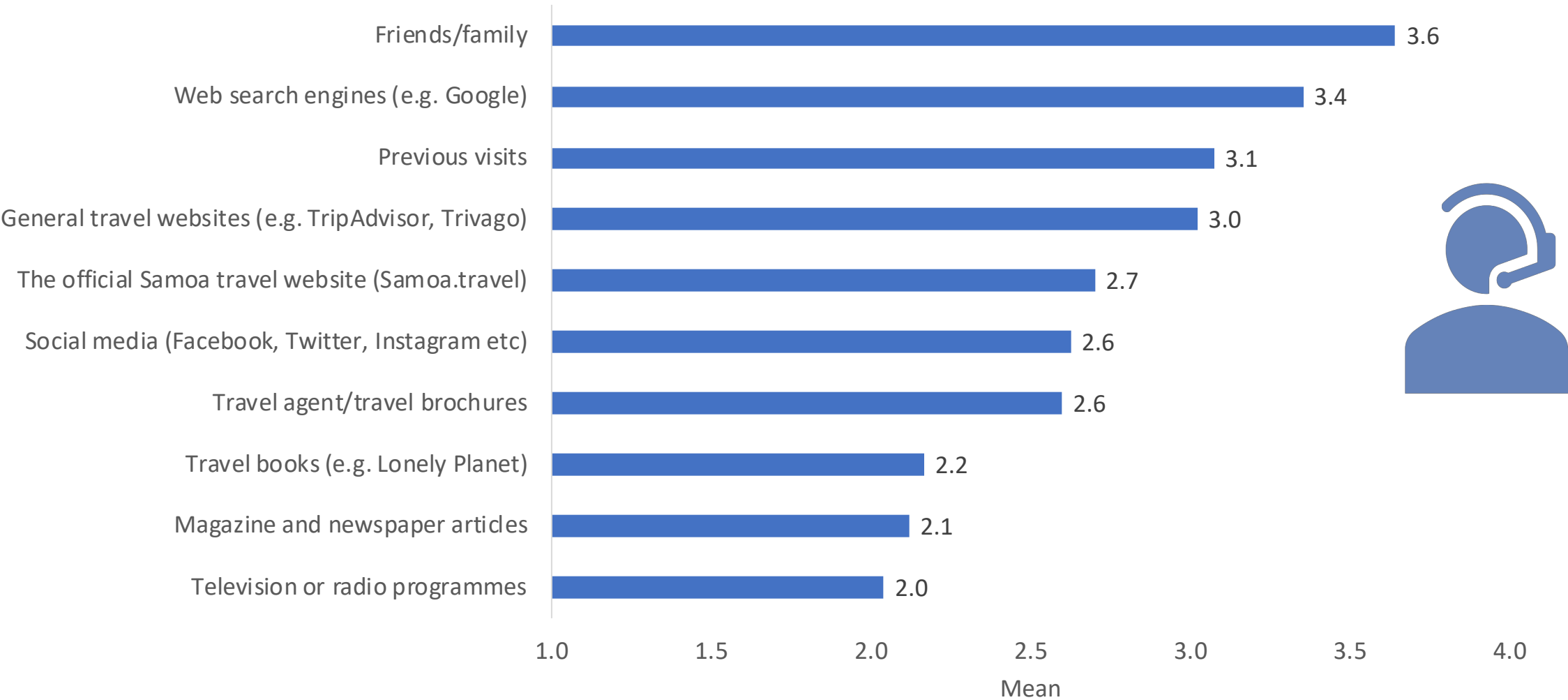
Information Sources & Purchasing Behaviour

How Did You Find Out About Samoa

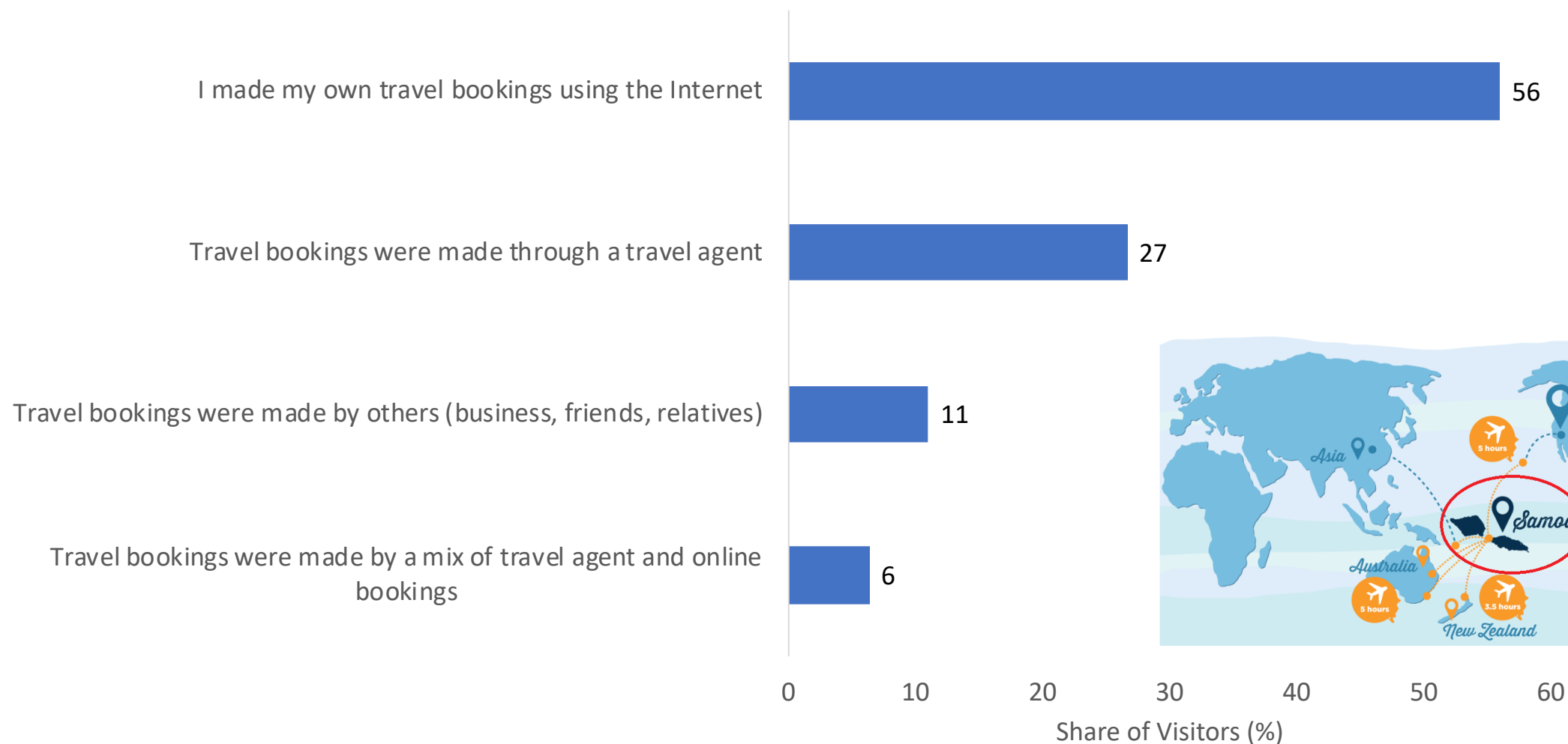


Note: Multiple responses, therefore total does not add up to 100%.

Information Sources Used for Planning



How Did You Purchase Your Travel?





Visitor Expenditure

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

Market breakdown

Covering people	n=3,981	n=1,359	n=778	n=322	n=198	n=245
Markets	New Zealand	Australia	North America	Other Pacific	Europe	Asia
Accommodation	42	49	58	42	60	124
Restaurants, Cafes & Bars	31	33	24	29	40	69
Vehicle Rental	15	19	20	9	13	42
Groceries	12	17	21	31	10	19
Shopping	12	15	24	30	13	34
Other	10	16	4	35	9	3
Tours/activities	8	8	7	7	7	62
Petrol	6	7	7	6	7	8
Bus/taxi	1	2	3	5	4	6
Ferry	1	1	2	1	2	2
Total in-country spend (SAT\$)	137	166	169	195	165	368

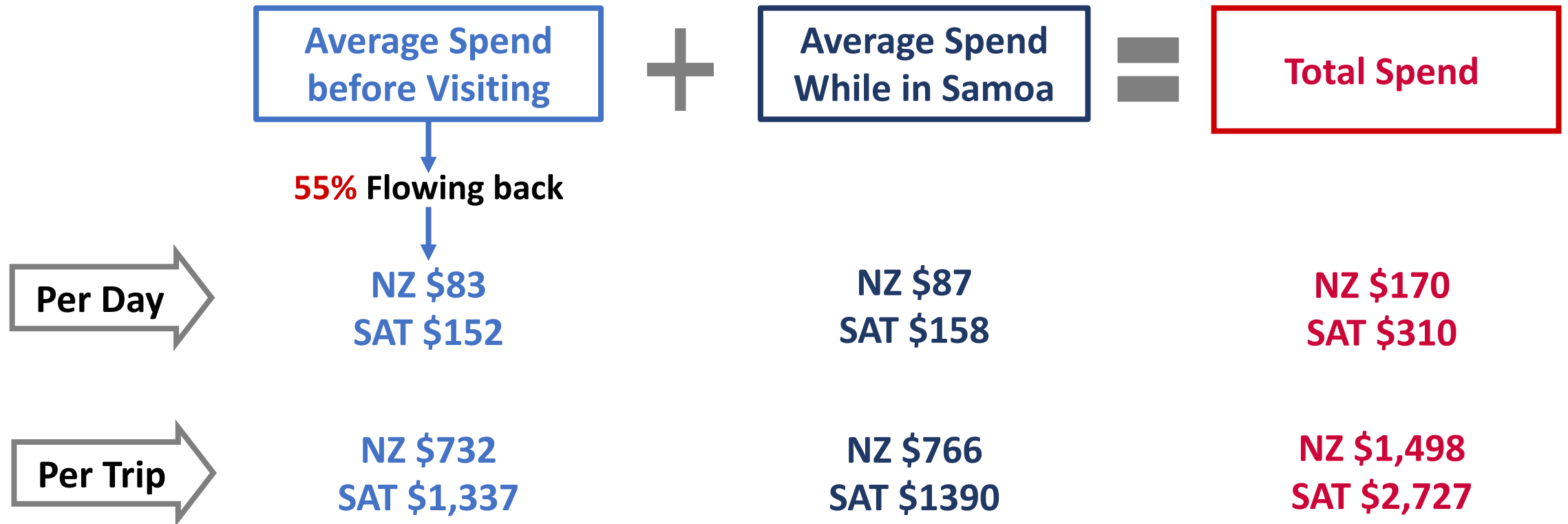
Average Total Expenditure Per Person Per Day (SAT\$)

Market breakdown

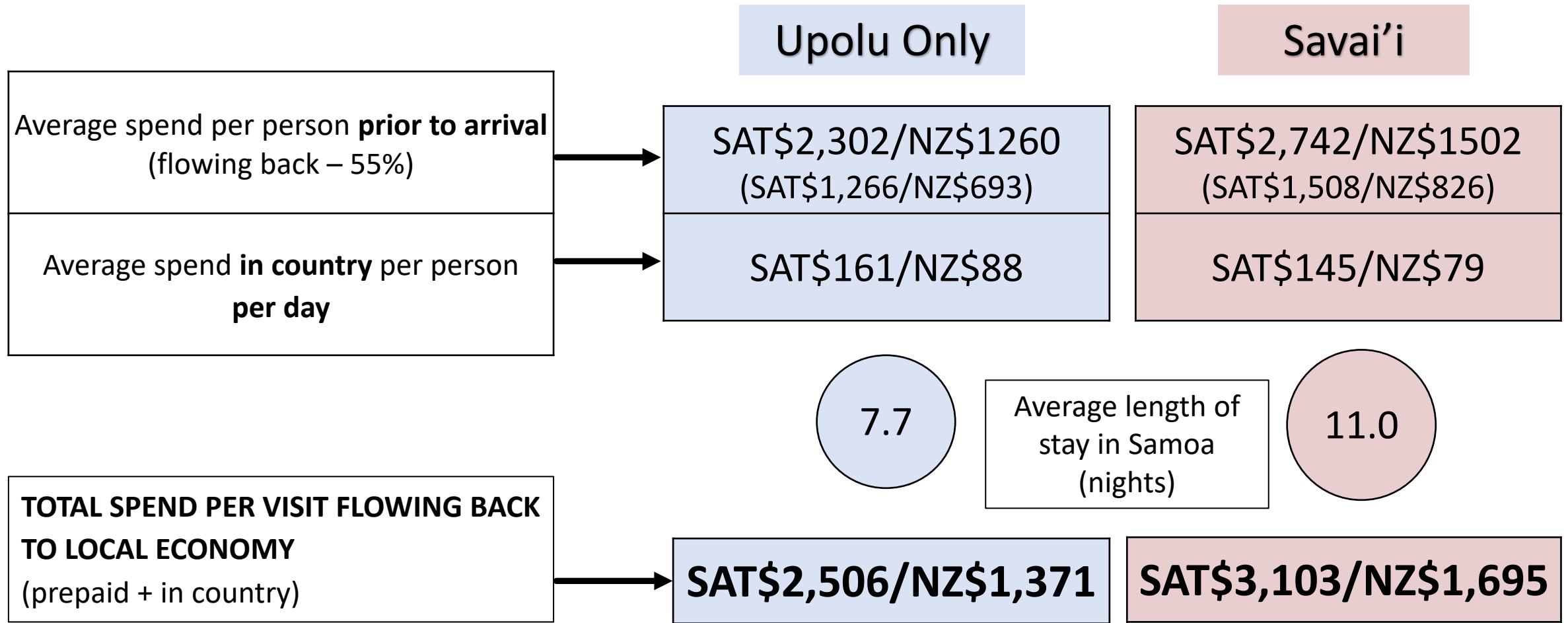
Covering people	n=3,981	n=1,359	n=778	n=322	n=198	n=245
Markets	New Zealand	Australia	North America	Other Pacific	Europe	Asia
55% pre-paid expenditure	141	152	153	154	168	337
In-country spend	137	166	169	195	165	368
Total spend (SAT\$)	278	318	322	349	333	705

Contribution to Samoa Economy per Visit

Visitor Expenditure – Per Person & Total



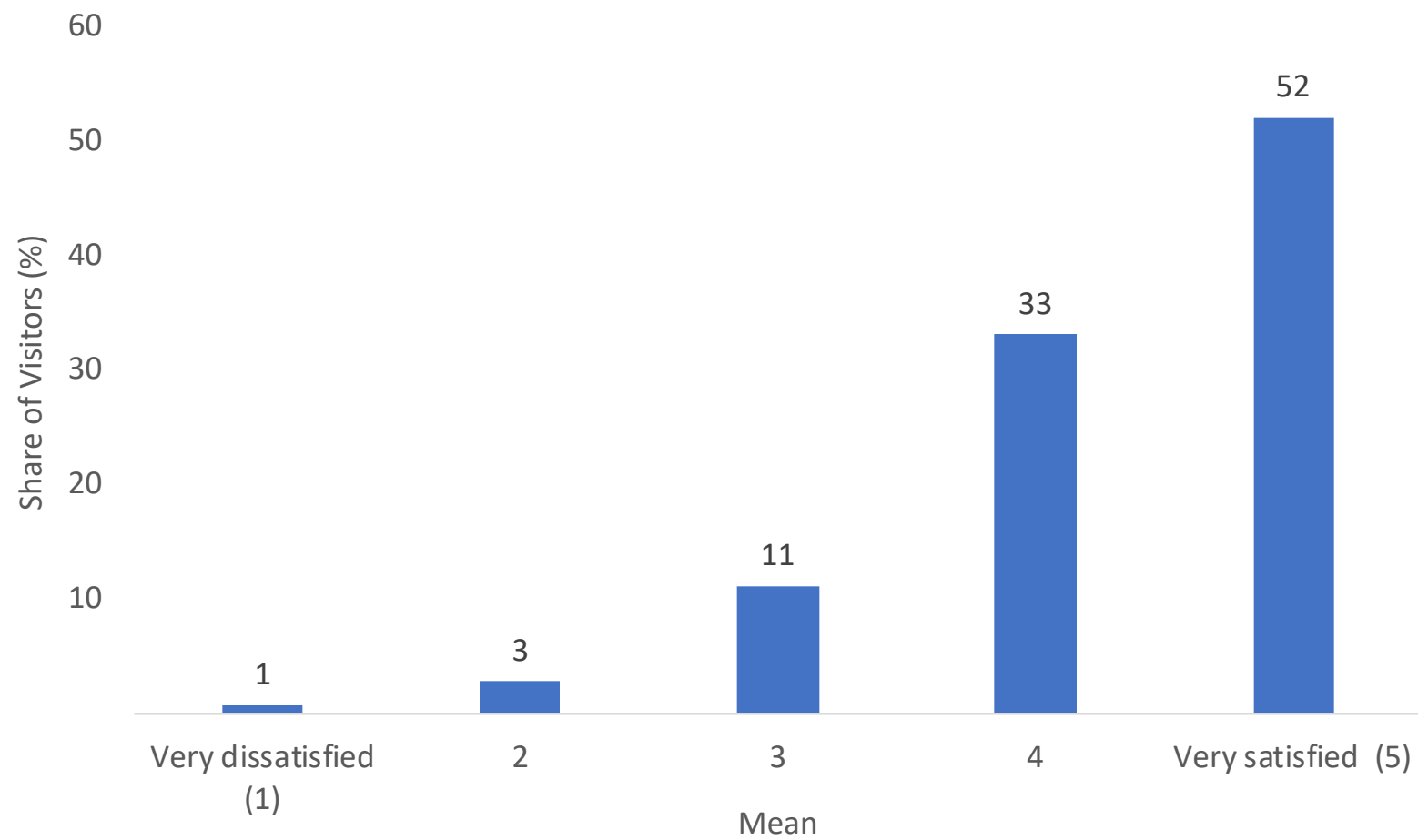
Contribution to Samoan Economy



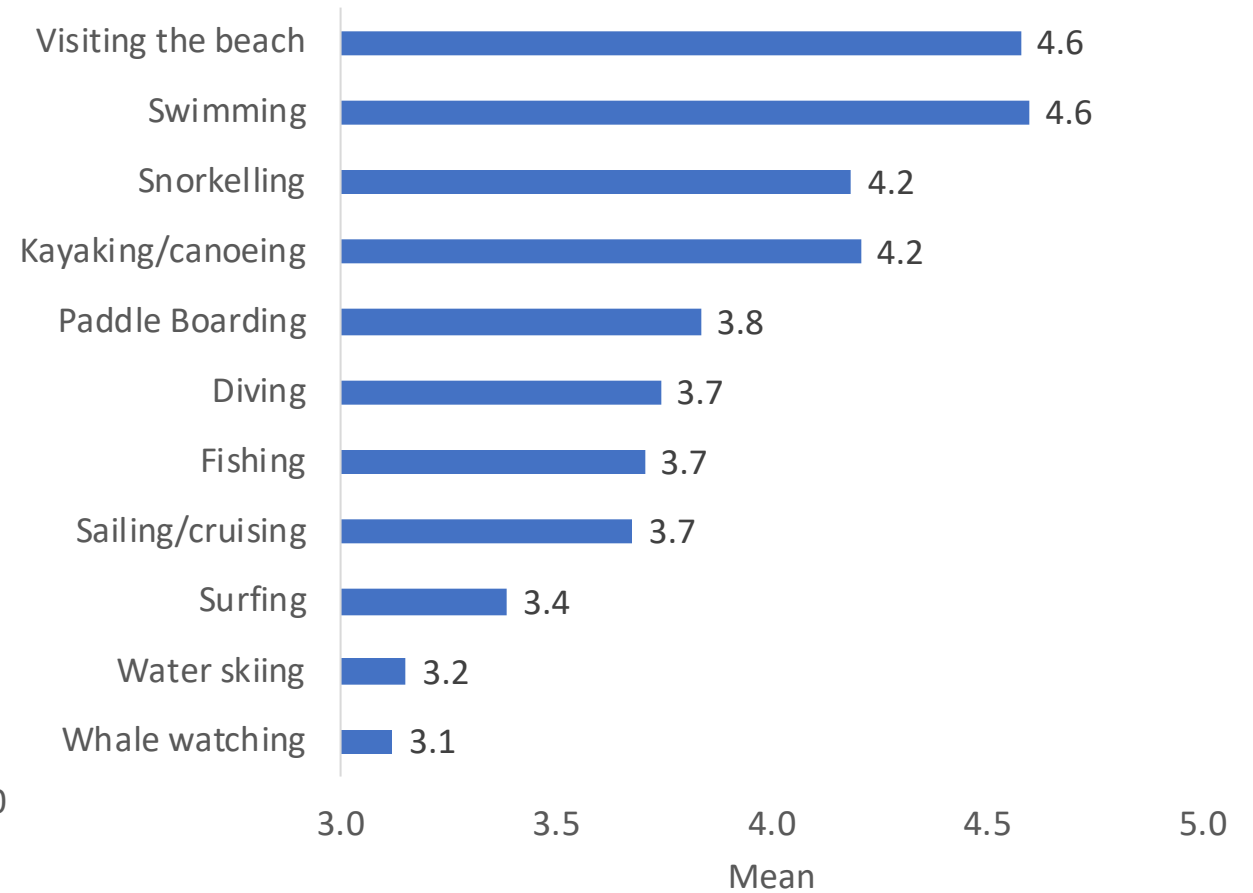
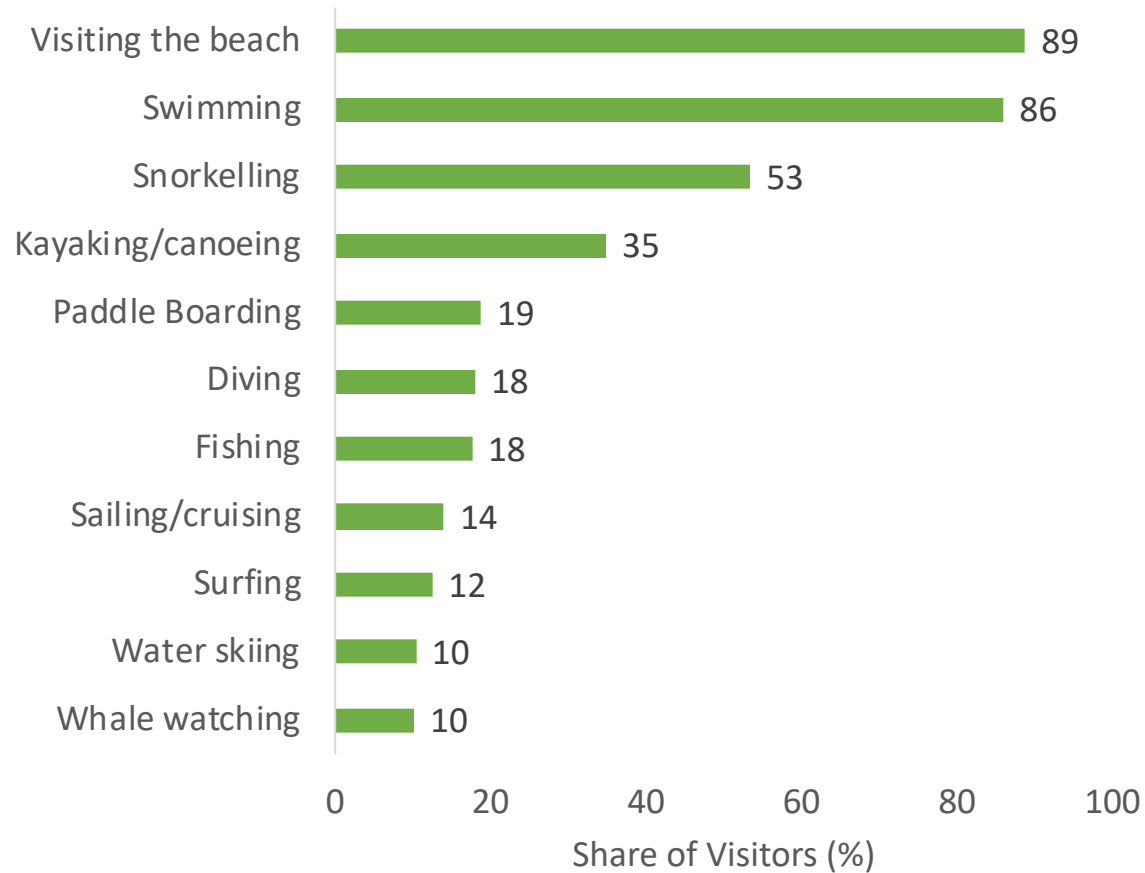


Visitor Satisfaction

Overall Satisfaction

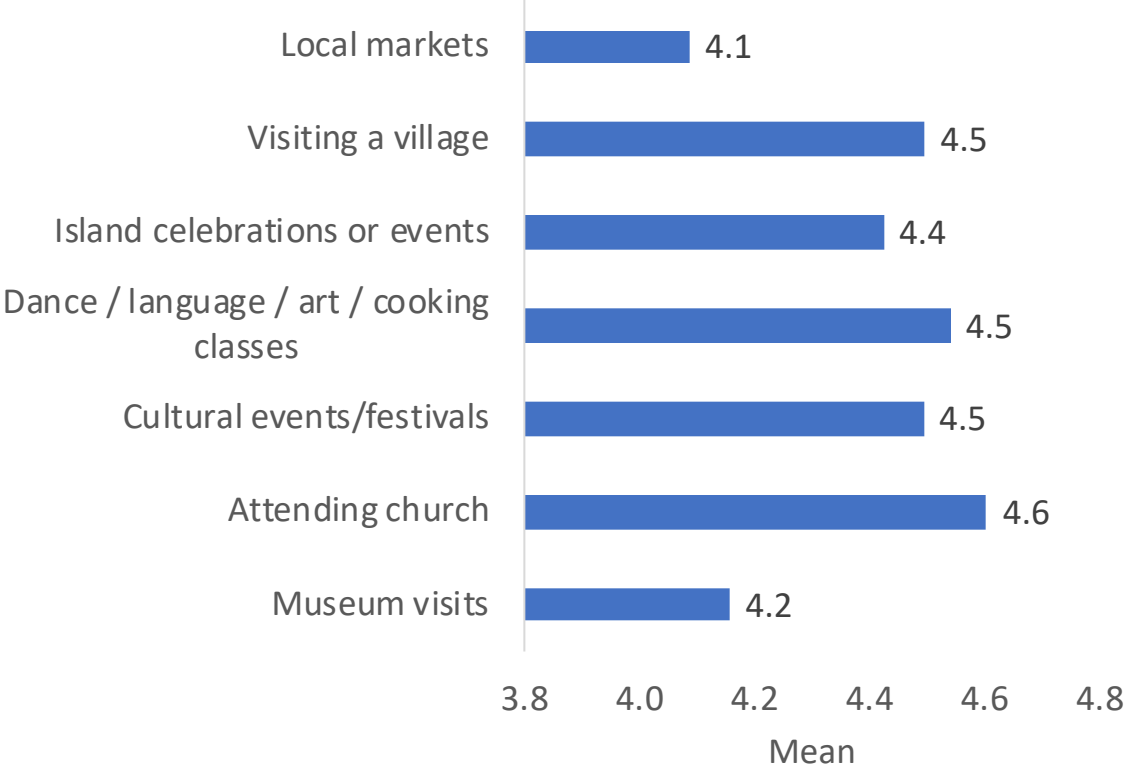
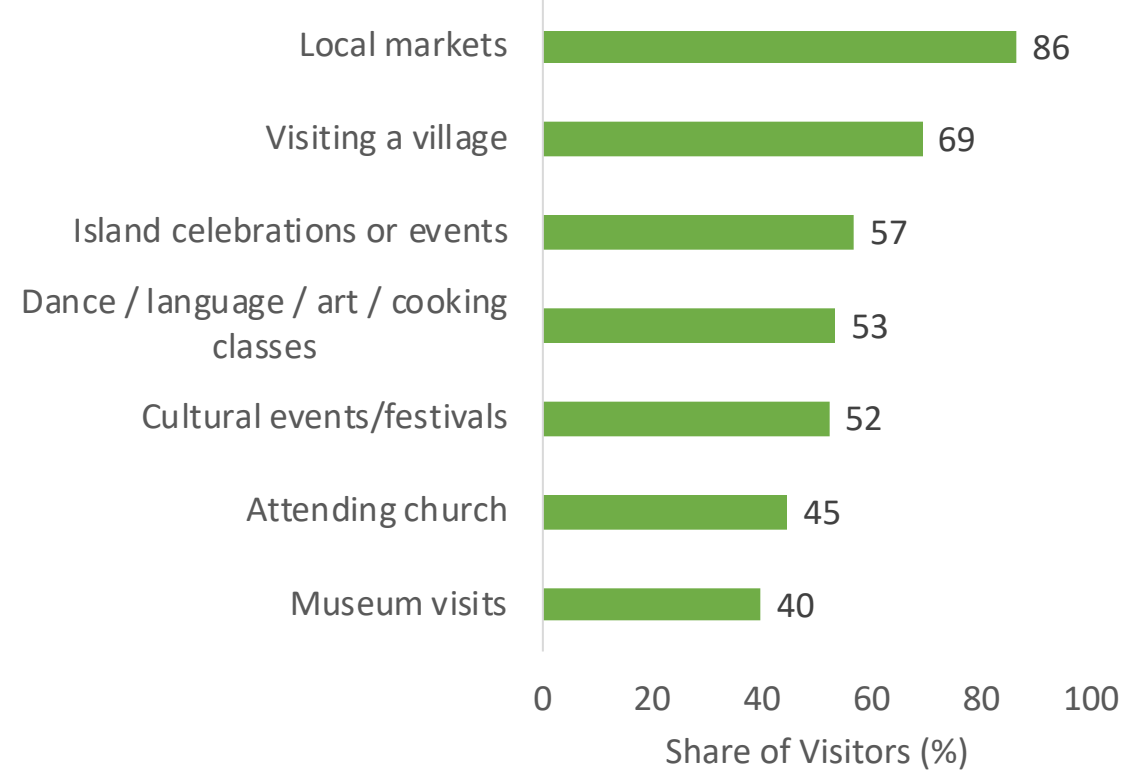


Water Based Activities (Participation and Satisfaction)



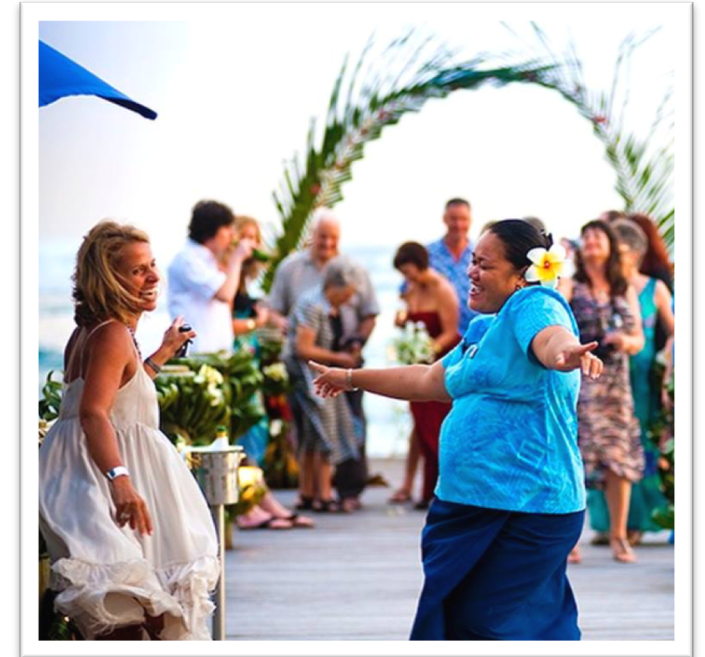
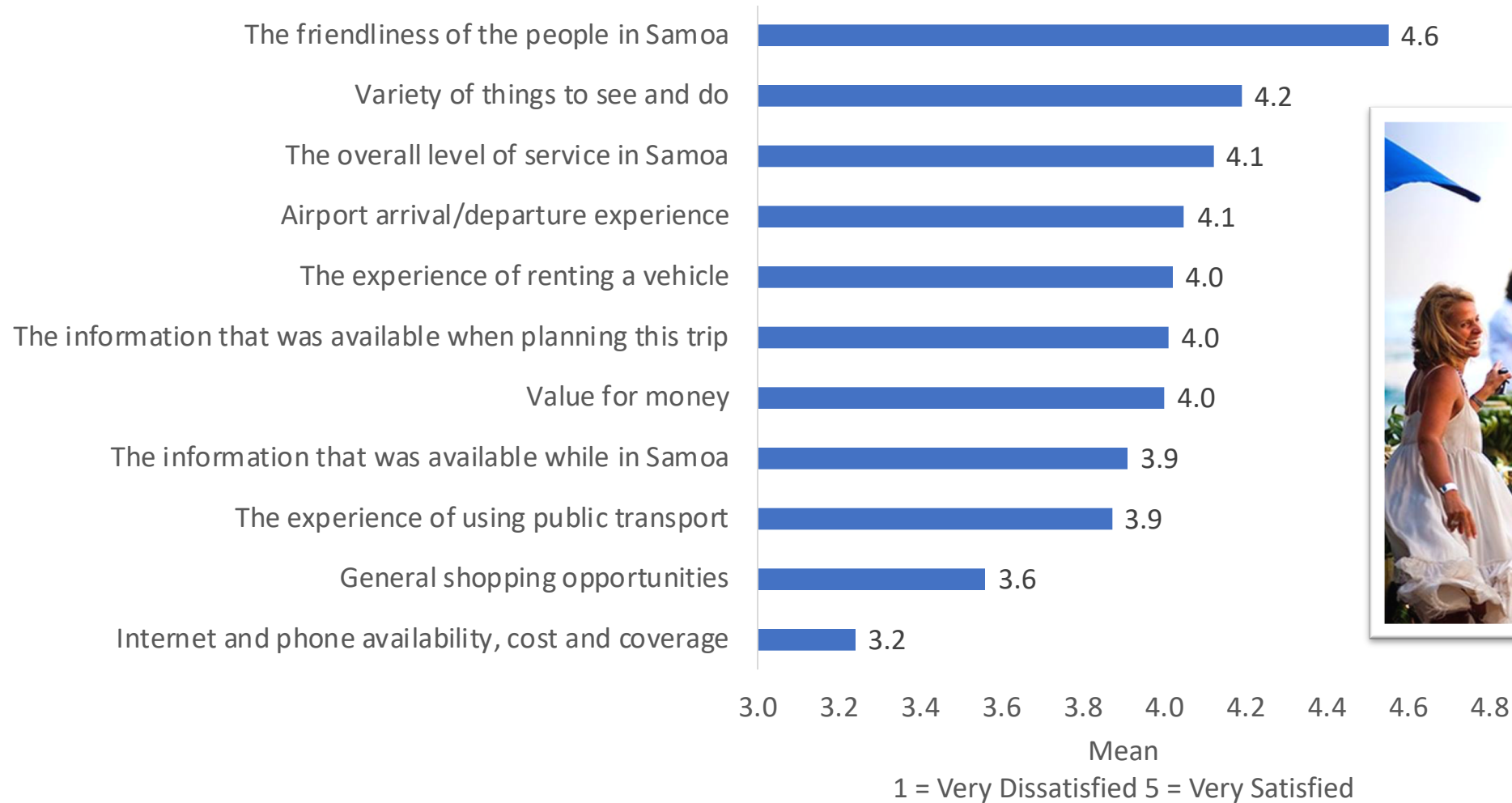
Note: Multiple responses, therefore total does not add up to 100%.

Cultural Interaction Activities (Participation and Satisfaction)

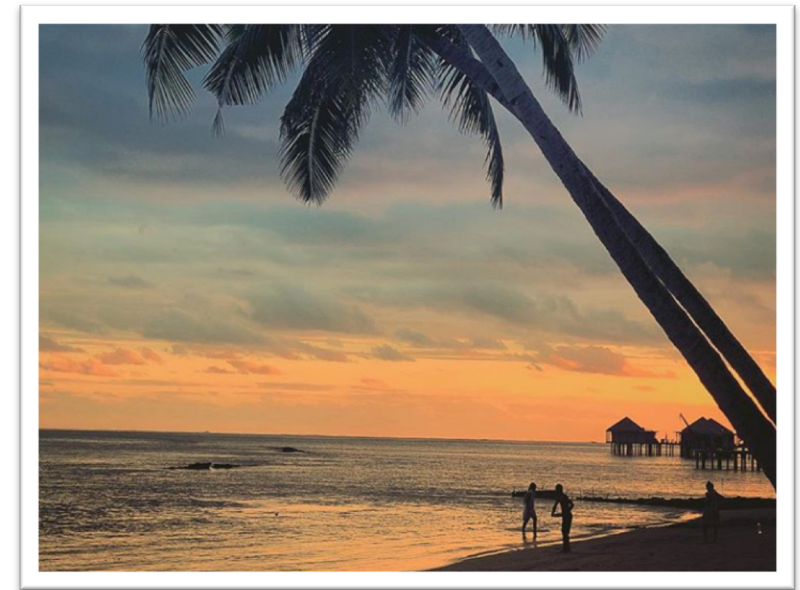


Note: Multiple responses, therefore total does not add up to 100%.

Satisfaction with Samoa

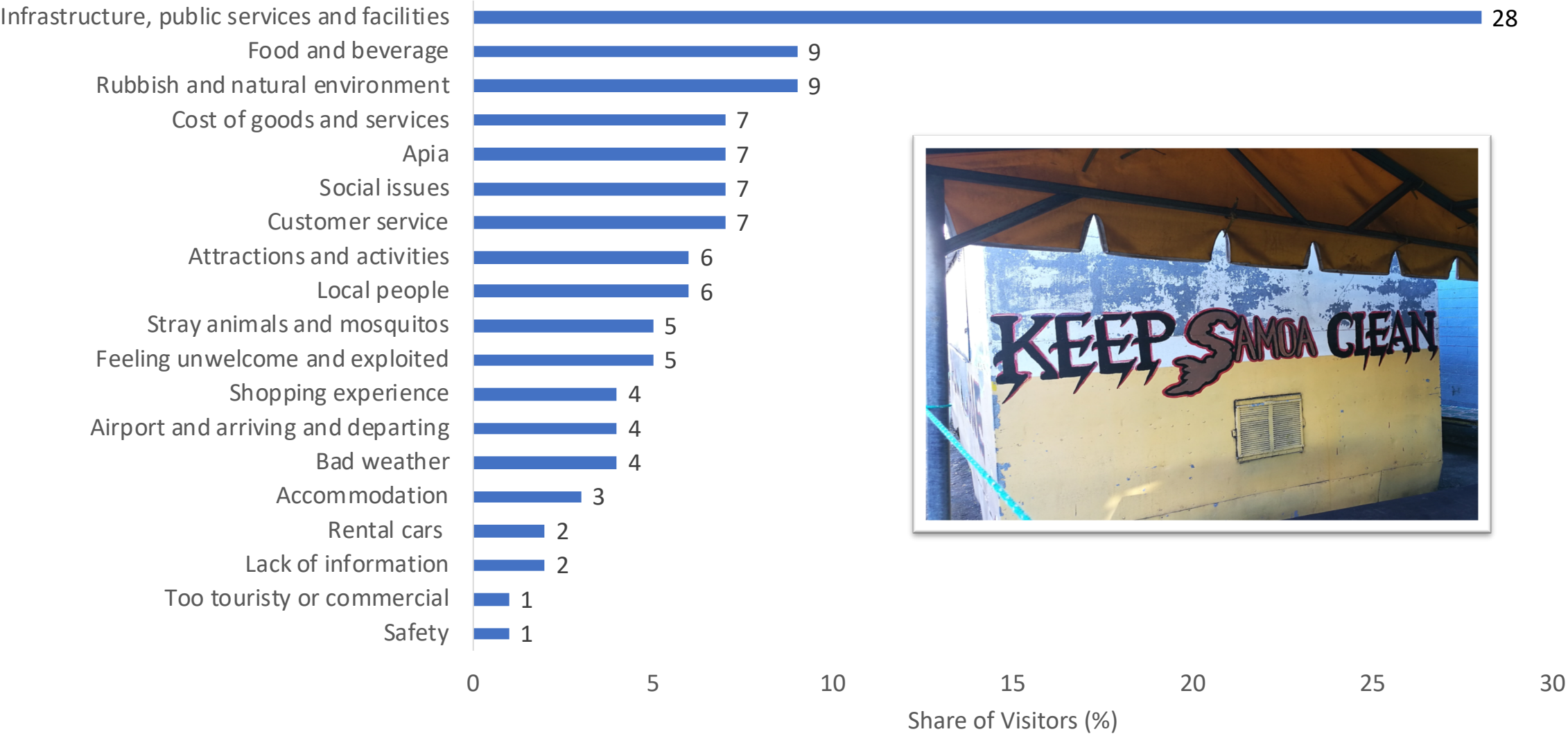


Most Appealing Aspects



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

Least Appealing Aspects



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

Least Appealing Aspects

Comments:

- “Lack of road markings, as we self-drove around it was confusing at time getting to the local attractions.”
- “Lack of internet and activities.”
- “Internet access, that's about it!”
- “The amount of waste (particularly plastic) that is discarded directly into the sea is alarming. Direct action should be taken to: 1. provide facilities for disposal of waste; 2. educate inhabitants on the consequences of marine waste (particularly the direct impact on their marine resources); 3. make efforts to reduce the amount of waste produced in the first place viz. encouraging people to minimise the amount of single-use plastic they use and perhaps return to more traditional, sustainable practices.”

Suggestions for Improvements

Improvement	Percent *
Infrastructure, public services and facilities	41%
Customer service	13%
Availability, quality, and price of food and drinks	11%
Information	8%
Airport facilities and services	8%
Activities	6%
Social issues	5%
Accommodation	4%
Overcharging and harassing visitors	4%
Others	3%
Car rentals	3%
Safety	2%
Stray animals, mosquito and animal care	2%
Weather	2%

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

Improvement

- Ferry excursions between Upolu & Savai'i.
- The facilities at the wharf for catching the ferry to and from Savai'i could be improved, and online booking would be an advantage.
- More places in town to dine in and cafes in Savai'i.
- The turtle sanctuary on Savai'i. I know the locals need an income, but that is not a sanctuary, more of a turtle prison, very disappointed and disgusted!
- Lack of tourist information available about traveling to Savai'i.
- More tourist info, particularly about which ferry to catch to Savai'i.

Would you return to Samoa ?



91% Yes



9% No *



Main reasons for NOT returning to Samoa :

- 35% Visit other places around the world or already have visited
- 17% Limited attractions, activities and entertainment
- 14% Under developed
- 10% Cost of goods and services

Would you recommend Samoa?



94% Yes



6% No *



Main reasons for NOT recommending Samoa :

- 19% Limited attractions, activities and entertainment
- 17% Expensive
- 10% Not friendly locals
- 9% Lack environment care



Thank You!

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The views expressed in this publication do not necessarily reflect those of the NZ Government