Samoa International Visitor Survey

Datamining Report:
Wellington, Christchurch and Melbourne Visitors
2018 to 2020

Prepared for Samoa Tourism Authority

by

New Zealand Tourism Research Institute
Auckland University of Technology

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Pacific Tourism Data Initiative

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Introduction

This report is prepared for the Samoa Tourism Authority as part of the NZ MFAT funded Pacific Tourism Data Initiative program. The data presented are drawn from the ongoing online Samoa International Visitor Survey (IVS). The Report provides information on the characteristics on visitors to Samoa (Jan 2018-March 2020) who reside in the Wellington, Christchurch and Melbourne catchment areas.

There are 17,339 total respondents in the Samoa IVS dataset for this 3-year period. The Wellington Catchment has 1,795 respondents and includes:

- Wellington (n=1,183), Taranaki (n=106), Manawatu-Wanganui (n=271), and Marlborough-Tasman-Nelson (n=235) regions.

The Christchurch Catchment has 1,183 respondents in total including:

- Canterbury (n=753), West Coast (South Island) (n=43), Otago (n=308), and Southland (n=79) regions.

The Melbourne Catchment has 722 respondents in total and includes the larger State of Victoria.

Table One provide a broad overview of the visitors from these three markets. The data presented covers everything from purpose of visit through to booking decisions and processes. The table also presents levels of satisfaction, economic impacts and the types activities that visitors participate in.

Table Two provides a more detailed breakdown of the broad Purpose of Visit comparisons provided in Table 1.

The results reveal three distinct markets. While there are many parallels between Wellington and Christchurch visitors but also some interesting differences with, for example, the former having higher rates of repeat visitation but also a slightly lower spend profile.

Visitors from Melbourne have a quite different profile to their Christchurch and Wellington catchment counterparts. They are more likely to be visiting friends and relatives and undertake culturally immersive activities, they also have a longer length of stay than visitors from the other two markets. The Melbourne/Victoria visitor also has a higher income, spend and education profile and is generally more satisfied with their experience in Samoa.

Overall Comparisons of Three Urban Catchment Markets

Table 1: Wellington, Christchurch and Melbourne Visitor Characteristics (2018-2020)

Total 3 years (2018 to 2020) (n=17,339)	Wellington Catchment * (n=1,795)	Christchurch Catchment * (n=1,183)	Melbourne Catchment * (n=722)
Main purpose of visit **	Holiday (64%) VFR (12%) Business or conference (8%)	Holiday (72%) VFR (8%) Business or conference (7%)	Holiday (51%) VFR (18%) Business or conference (8%)
Gender***	64% are female	65% are female	67% are female
Age group	18% are aged 18-29 16% are aged 30-39 20% are aged 40-49 23% are aged 50-59 17% are aged 60-69 6% are aged 70+	19% are aged 18-29 17% are aged 30-39 18% are aged 40-49 25% are aged 50-59 16% are aged 60-69 5% are aged 70+	20% are aged 18-29 22% are aged 30-39 17% are aged 40-49 21% are aged 50-59 15% are aged 60-69 4% are aged 70+
Average annual household income (NZ$)	$119,441	$114,539	$123,733
Tertiary/university qualification	72%	69%	74%
Repeat visitors	45%	33%	50%
Travel with (multiple answers)	Partner/spouse (63%) Family (45%) Friends (18%) Work colleagues (4%)	Partner/spouse (65%) Family (39%) Friends (19%) Work colleagues (4%)	Partner/spouse (57%) Family (44%) Friends (17%) Organised group (5%)
People accompanied on this trip (mean)	3	3	3
Airline used	Air New Zealand (90%) Samoa Airways (12%) Fiji Airways (1.1%) Virgin Australia (0.5%)	Air New Zealand (92%) Samoa Airways (8%) Fiji Airways (2.3%) Virgin Australia (0.6%)	Virgin Australia (43%) Air New Zealand (36%) Fiji Airways (24%) Samoa Airways (13%)
Part of a bigger trip	4%	4%	24%
Information source	Friend/family (57%) Previous visit (33%) Travel agent /agency brochures (17%)	Friend/family (52%) Previous visit (25%) Travel agent /agency brochures (20%)	Friend/family (53%) Previous visit (33%) Web search engines (e.g. Google) (12%)
Importance of information source	Friends/family (3.6) Web search engines (e.g. Google) (3.2) Previous visits (2.8)	Friends/family (3.3) Web search engines (e.g. Google) (3.3) General travel websites (2.9)	Friends/family (3.5) Web search engines (e.g. Google) (3.3) General travel websites (3.0)
How influential were the following factors in your choice to visit Samoa?	Warm and sunny weather (4.2) Friendly people (4.0) Quiet and relaxing atmosphere (4.0)	Warm and sunny weather (4.3) Friendly people (4.1) Quiet and relaxing atmosphere (4.1)	Warm and sunny weather (4.1) Friendly people (4.0) Quiet and relaxing atmosphere (4.0)

Total 3 years (2018 to 2020) (n=17,339)	Wellington Catchment * (n=1,795)	Christchurch Catchment * (n=1,183)	Melbourne Catchment * (n=722)
Purchase your travel	I made my own travel (51%) Travel agent (34%) By others (9%)	I made my own travel (50%) Travel agent (36%) By others (9%)	I made my own travel (55%) Travel agent (25%) By others (11%)
Islands visited	97% visit Upolu 31% visit Savai'i 2% visit Manono	97% visit Upolu 33% visit Savai'i 2% visit Manono	97% visit Upolu 36% visit Savai'i 2% visit Manono *
Average length of stay in each island	7.1 nights in Upolu 4.3 nights in Savai'i 1.4 nights in Manono	7.4 nights in Upolu 4.2 nights in Savai'i 1.3 nights in Manono	8.7 nights in Upolu 4.5 nights in Savai'i 2.4 nights in Manono *
Average length of stay	8.6 nights	8.6 nights	10.8 nights
Number of nights 0-3 nights 4-7 nights 8-10 nights 11-14 nights 15 nights+	% 4 49 27 11 9	% 3 49 29 12 7	% 3 34 26 19 18
Average spend per person prior to arrival (NZ$)	$1,412	$1,431	$1,890
Average spend per person per day (SAT$)	$144	$149	$158
Return	91%	86%	90%
Recommend	95%	94%	94%
Overall satisfaction	4.4	4.3	4.5
Indicators' satisfaction	The friendliness of the people 4.6 Variety of things to see and do 4.3 Airport arrival / departure 4.3	The friendliness of the people 4.6 Airport arrival / departure 4.4 Variety of things to see and do 4.3	The friendliness of the people 4.6 Variety of things to see and do 4.4 Airport arrival / departure 4.3
Overall satisfaction: water-based activities	3.8	3.8	3.9
Participation: water-based activities	Visiting the beach: 89% Swimming: 88% Snorkelling: 60% Kayaking / canoeing: 35% Swimming with turtles: 27%	Visiting the beach: 93% Swimming: 93% Snorkelling: 66% Kayaking / canoeing: 38% Swimming with turtles: 33%	Visiting the beach: 89% Swimming: 87% Snorkelling: 52% Kayaking / canoeing: 34% Swimming with turtles: 31%
Overall satisfaction: cultural activities	4.5	4.4	4.5
Participation: cultural activities	Local markets: 82% Island night feast and show: 63% Visiting a village: 60%	Local markets: 82% Island night feast and show: 67% Visiting a village: 62%	Local markets: 87% Visiting a village: 72% Island night feast and show: 63%
Overall satisfaction: land-based activities	4.2	4.1	4.2

Total 3 years (2018 to 2020) (n=17,339)	Wellington Catchment * (n=1,795)	Christchurch Catchment * (n=1,183)	Melbourne Catchment * (n=722)
Participation: land-based activities	Restaurants, bars and cafes: 92% Sightseeing: 78% Cultural tours: 30%	Restaurants, bars and cafes: 93% Sightseeing: 82% Cultural tours: 32% Spa / beauty: 32%	Restaurants, bars and cafes: 93% Sightseeing: 82% Cultural tours: 45%
Overall satisfaction: shopping	4.1	4.1	4.3
Participation: shopping	Local clothing: 68% Local produce e.g coconut oil etc.: 65% Local crafts: 63%	Local produce e.g coconut oil etc.: 66% Local clothing: 65% Local crafts: 63%	Local clothing: 76% Local produce e.g coconut oil etc.: 72% Local crafts: 68%
Most appealing	Environment 44% Local people 42% Ambience and atmosphere 16%	Environment 45% Local people 43% Ambience and atmosphere 17%	Environment 46% Local people 44% Culture 20%
Least appealing	Infrastructure, public services & facilities 24% Rubbish 15% Food and beverage 10%	Infrastructure, public services & facilities 21% Rubbish 18% Food and beverage 11%	Infrastructure, public services & facilities 26% Rubbish 10% Food and beverage 9.8%
Improvement	Infrastructure, public services and facilities 35% Availability, quality and price of food and drinks 13% Information 11% Customer service 11%	Infrastructure, public services and facilities 37% Availability, quality and price of food and drinks 12% Information 12% Customer service 10% Accommodation 10%	Infrastructure, public services and facilities 36% Customer service 14% Availability, quality and price of food and drinks 11%

* *Wellington Catchment* (1,795): Wellington (1,183) + Taranaki (106) + Manawatu-Wanganui (271) + Marlborough-Tasman-Nelson (235)

Christchurch Catchment (1,183): Canterbury (753) + West Coast (South Island) (43) + Otago (308) + Southland (79)

Melbourne Catchment (722): Victoria (722)

** For further detail see Table 2: Detailed Breakdown of Purpose of Visit

*** Female respondent % reflects tendency for more women to complete surveys than men.

* Sample size n<20

Detailed Breakdown

Table 2: Detailed Breakdown of Purpose of Visit (2018-2020)

Total 3 years (2018 to 2020) (n=17,339)	Wellington Catchment * (n=1,795)	Christchurch Catchment * (n=1,183)	Melbourne Catchment * (n=722)
Main purpose of visit	Holiday (64%) VFR (12%) Business or conference (8%) Attending a wedding (4%) Honeymoon (1%) Special event - sporting (2%) Special event - cultural (1%) Family faalavelave (4%) Volunteering (1%) Education (1%) Employment (0.3%) Other (1%) Transit (1%)	Holiday (72%) VFR (8%) Business or conference (7%) Attending a wedding (4%) Honeymoon (1%) Special event - sporting (2%) Special event - cultural (1%) Family faalavelave (2%) Volunteering (1%) Education (2%) Employment (0.3%) Other (1%)	Holiday (51%) VFR (18%) Business or conference (8%) Attending a wedding (6%) Honeymoon (1%) Special event - sporting (3%) Special event - cultural (2%) Family faalavelave (7%) Volunteering (2%) Education (2%) Employment (0.1%) Other (1%) Transit (0.4%)

* Wellington Catchment (1,795): Wellington (1,183) + Taranaki (106) + Manawatu-Wanganui (271) + Marlborough-Tasman-Nelson (235)

Christchurch Catchment (1,183): Canterbury (753) + West Coast (South Island) (43) + Otago (308) + Southland (79)

Melbourne Catchment (722): Victoria (722)