

# Vanuatu International Visitor Survey

## 2017 Annual Report: Outer Island insights



**AUT**



**NEW ZEALAND  
FOREIGN AFFAIRS & TRADE**  
MANATŪ AORERE



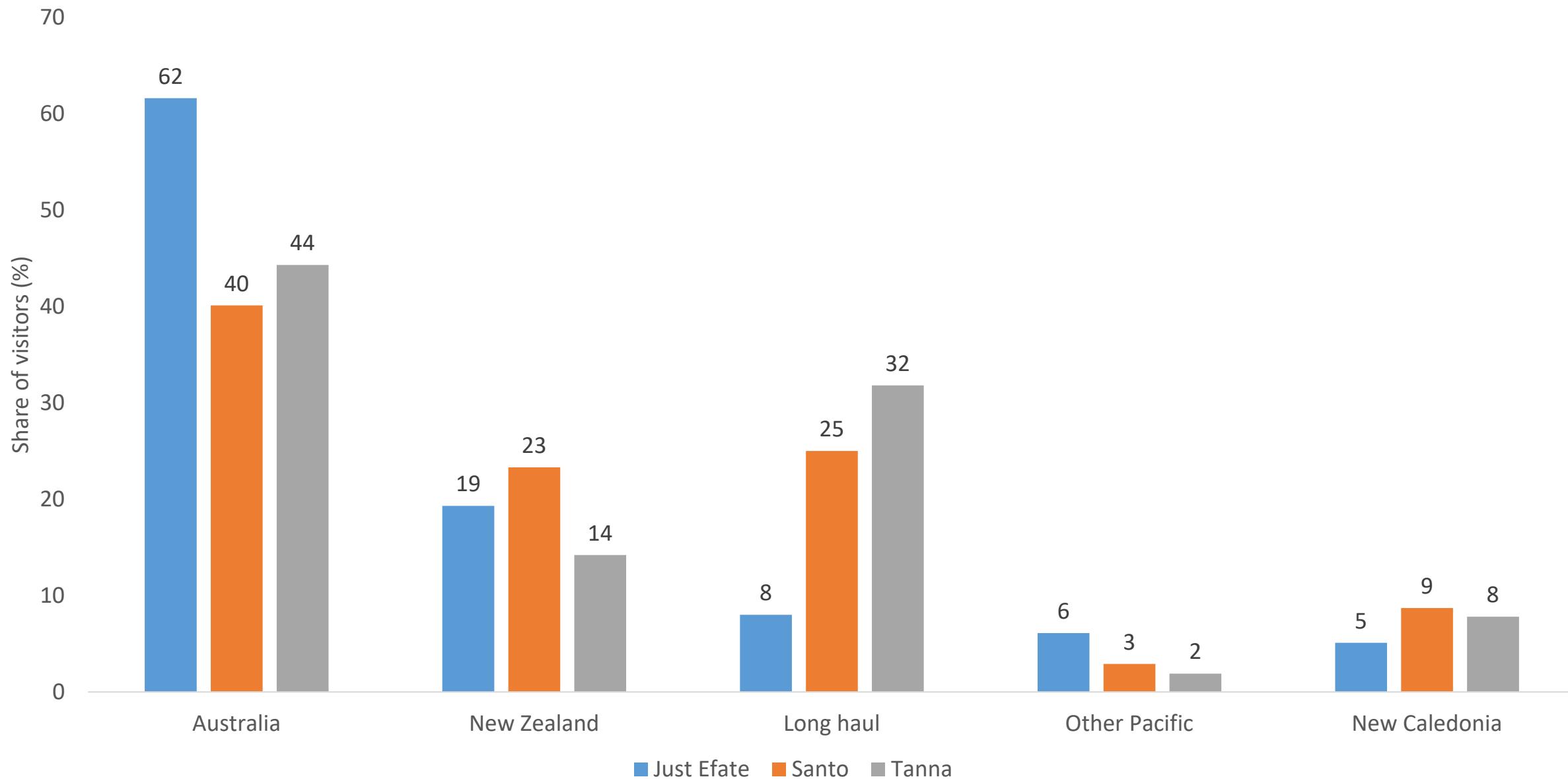
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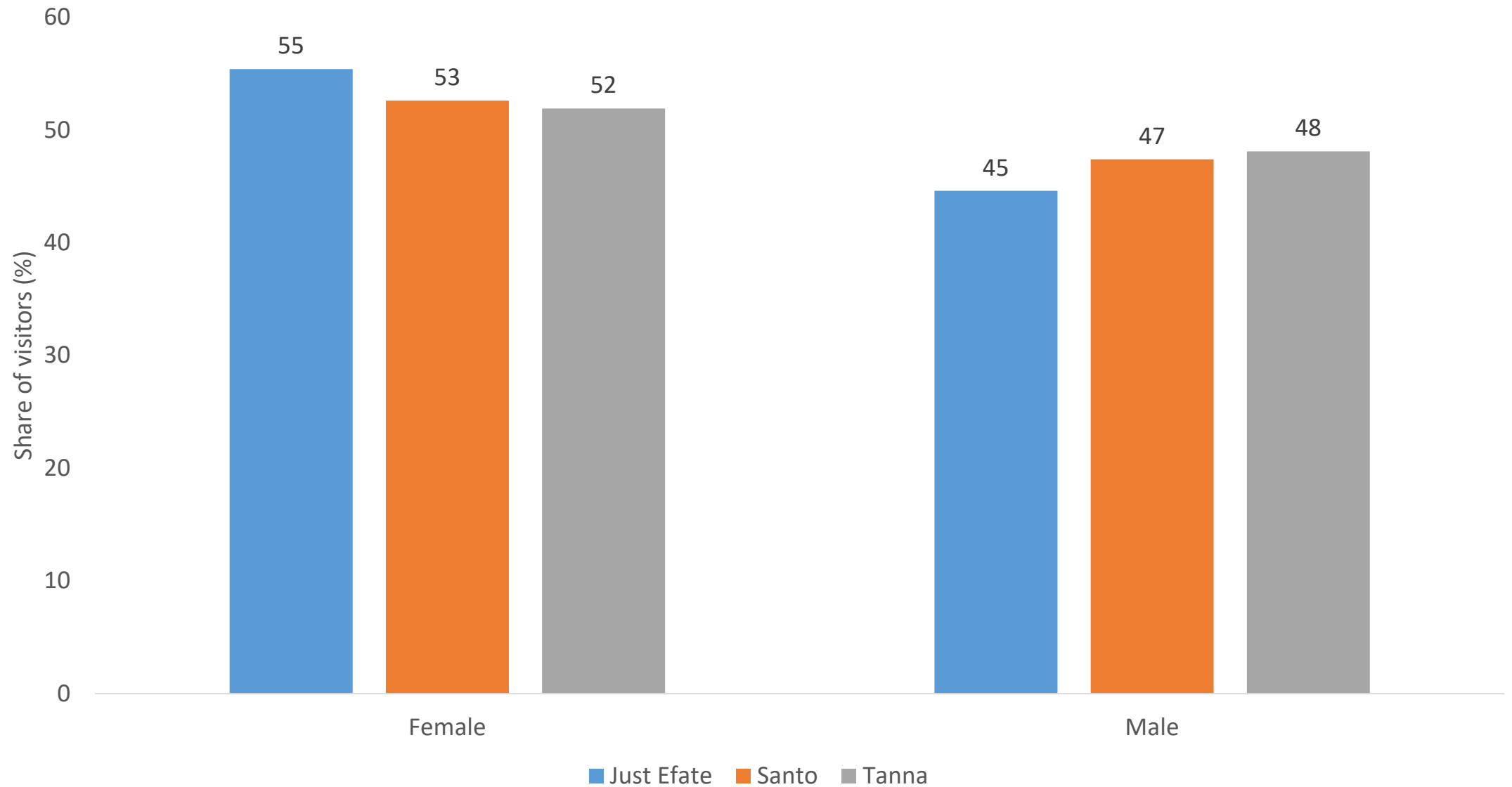
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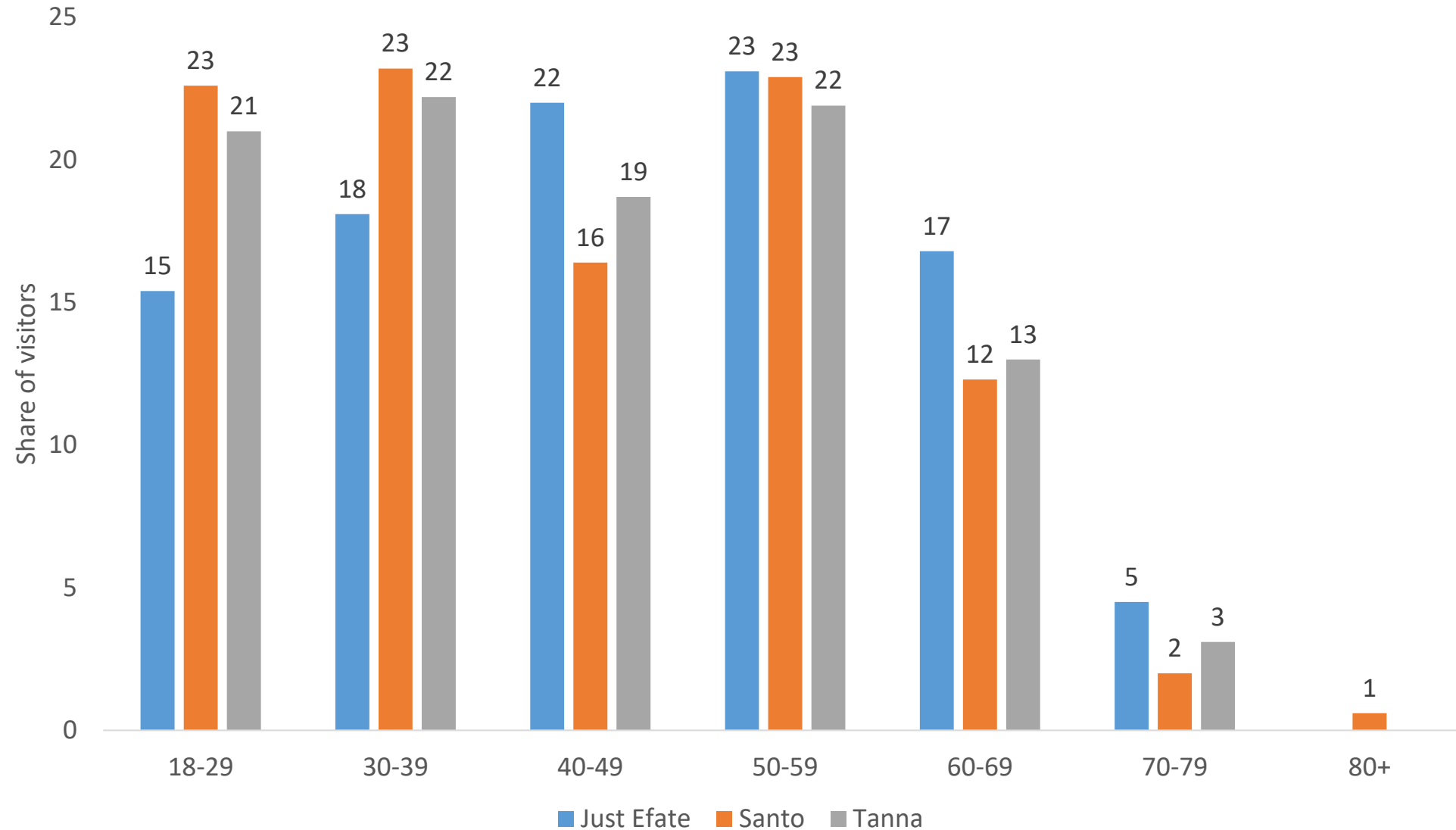
# Country of Origin



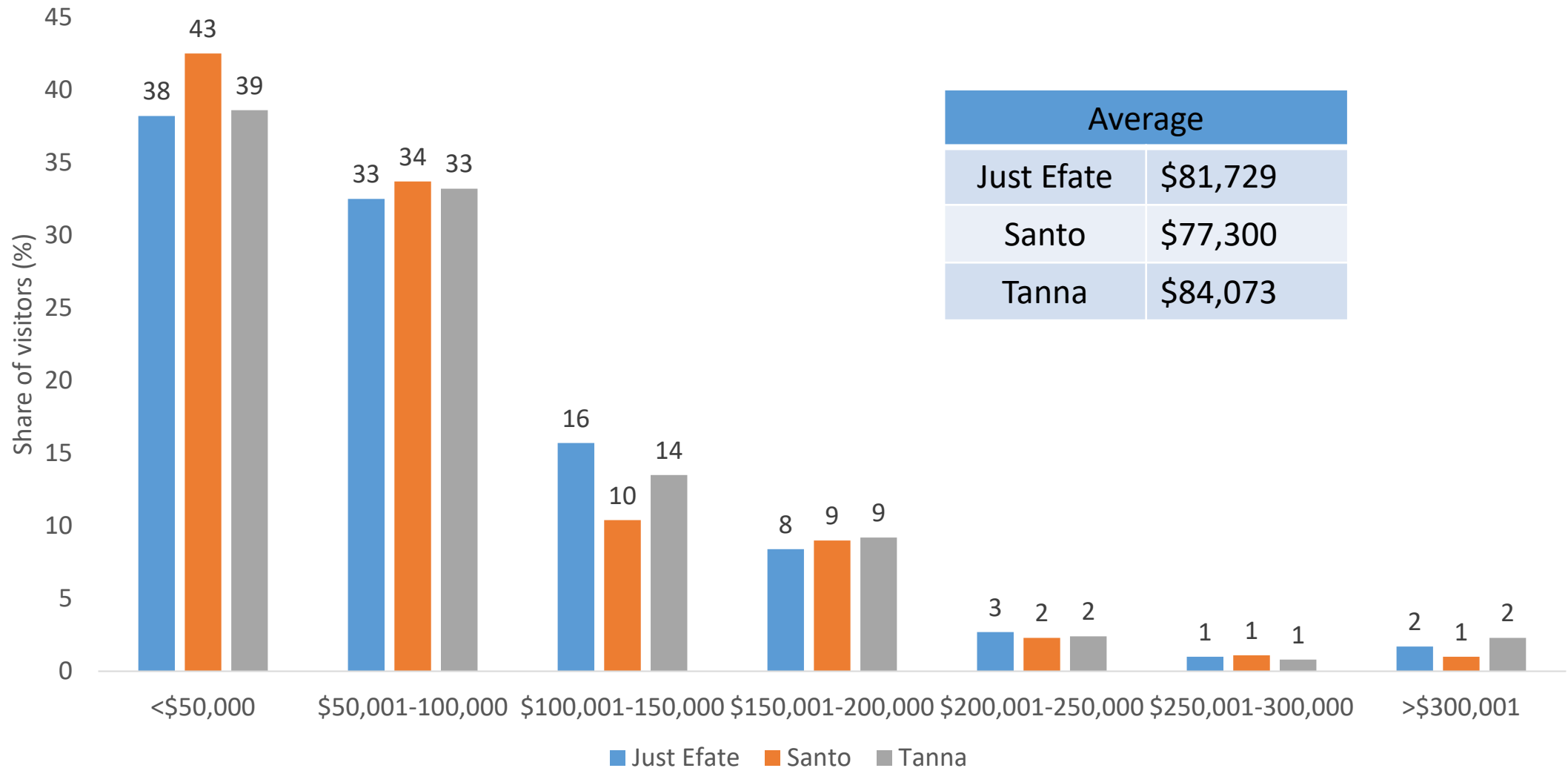
# Gender



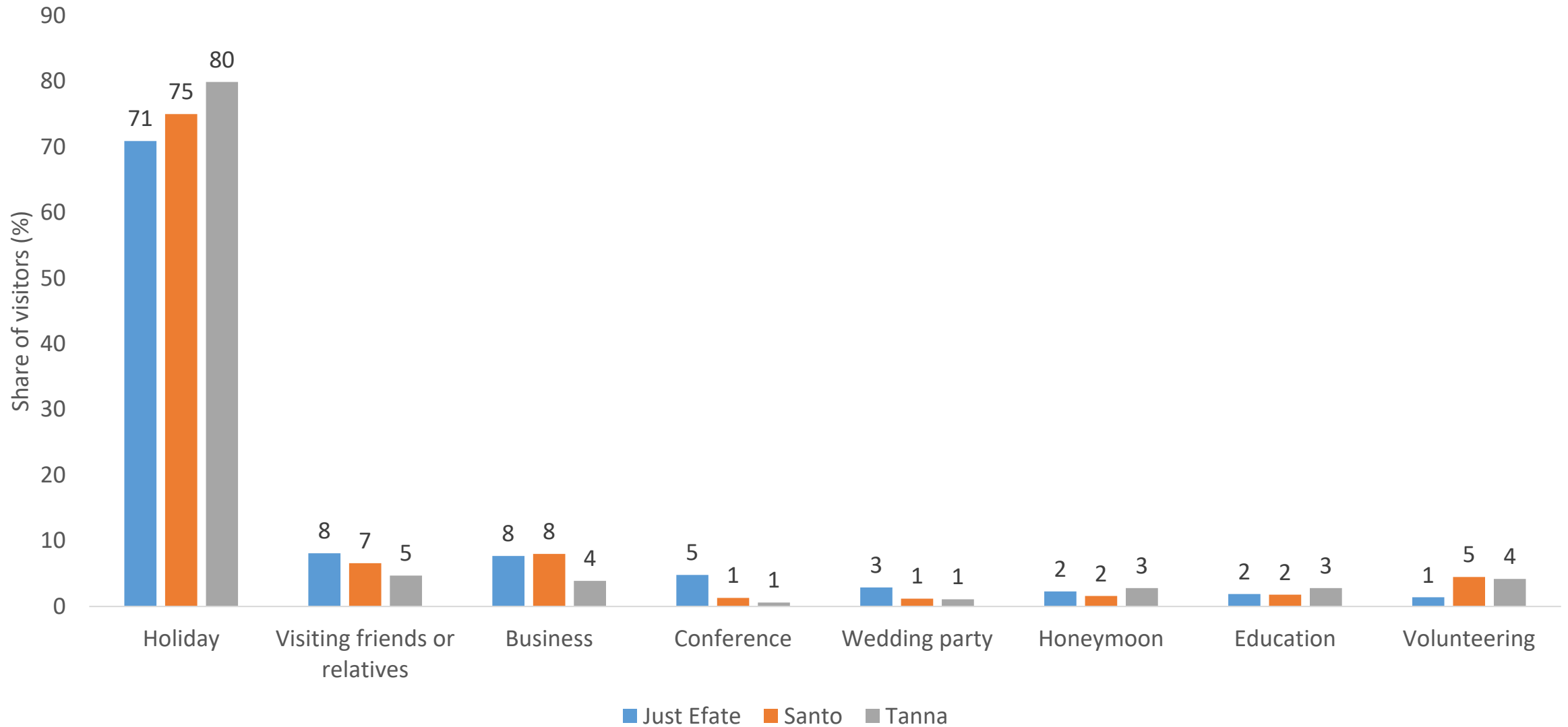
# Distribution of age groups



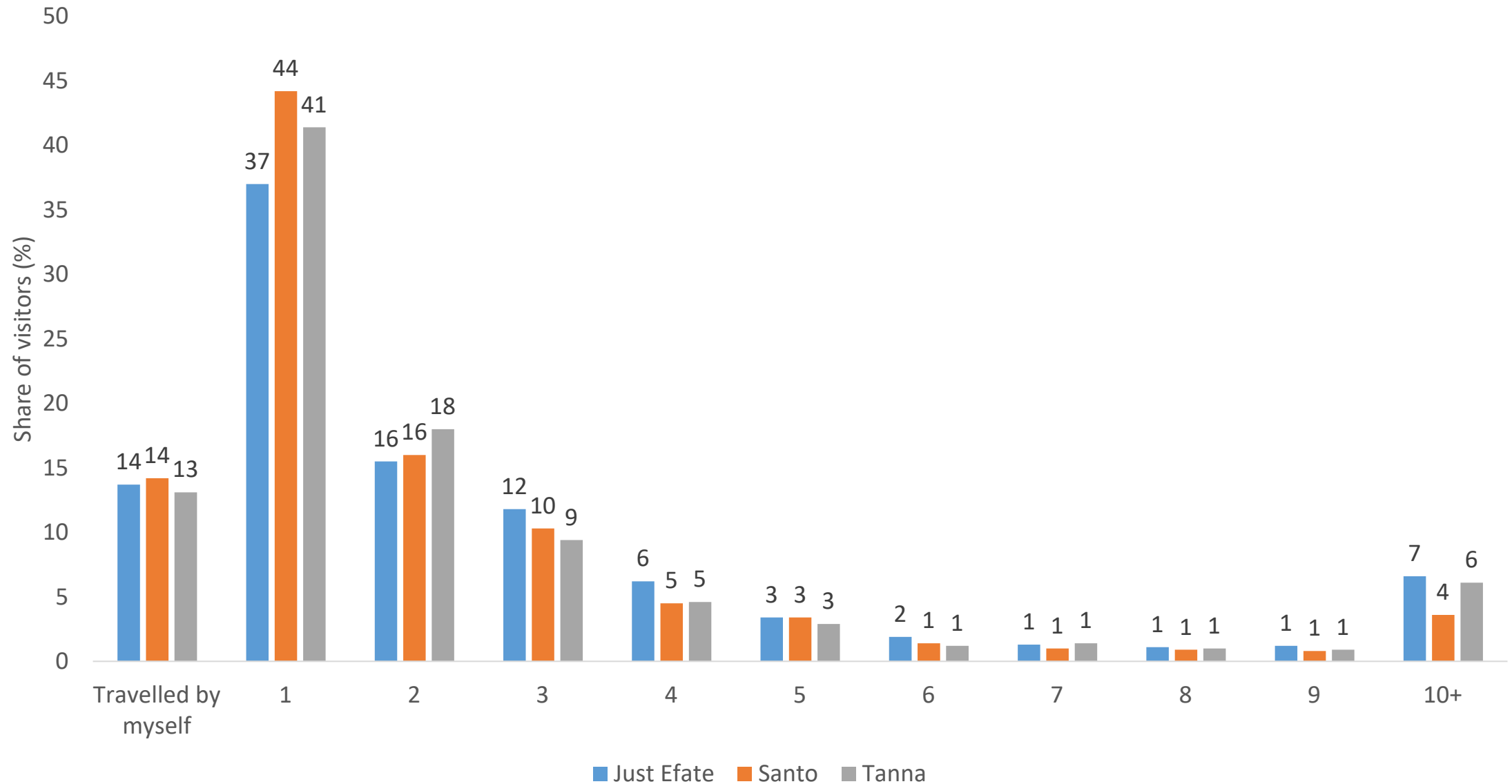
# Annual household income (US dollars)



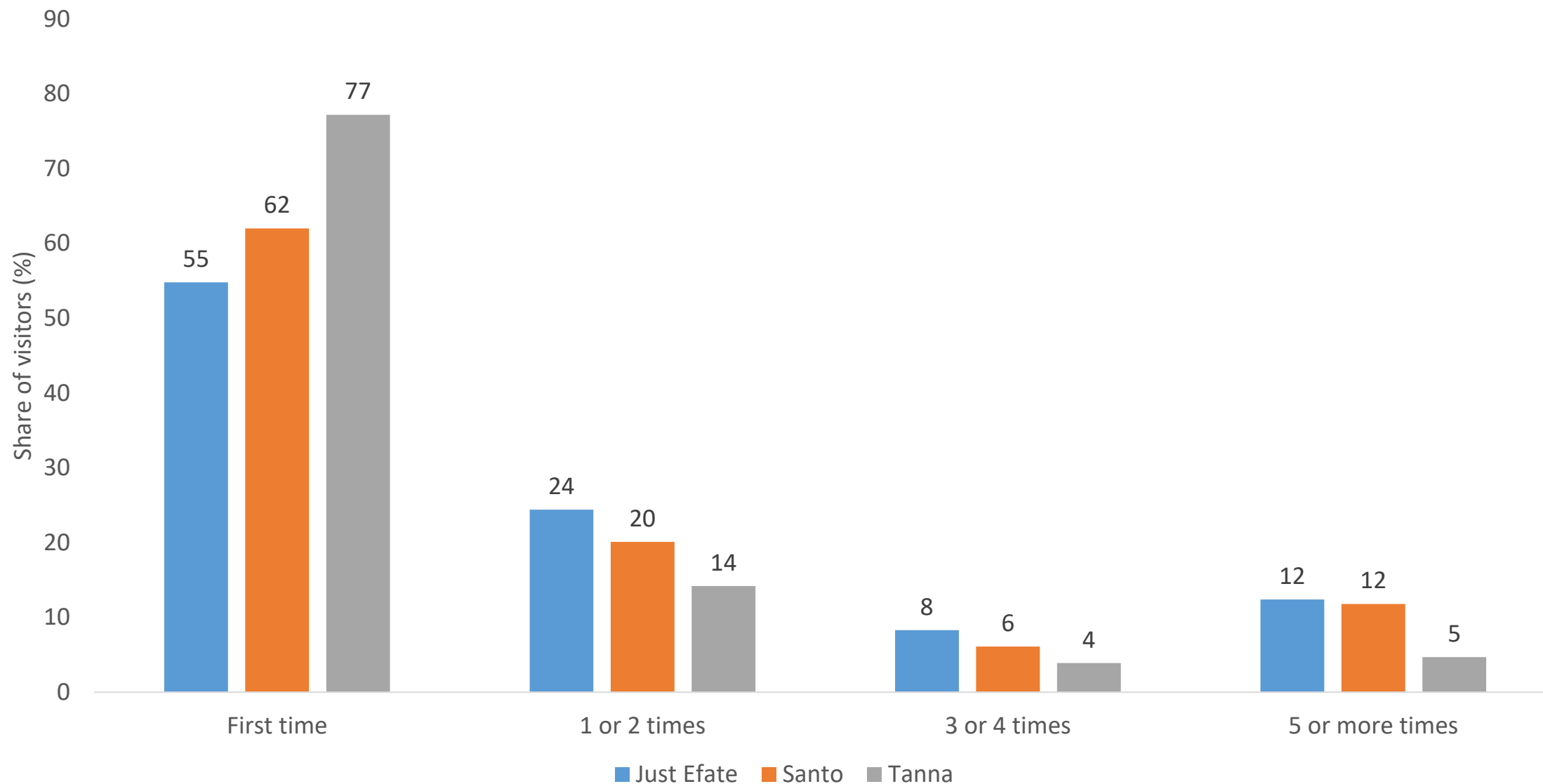
# Main purpose of visit



# Number of companions

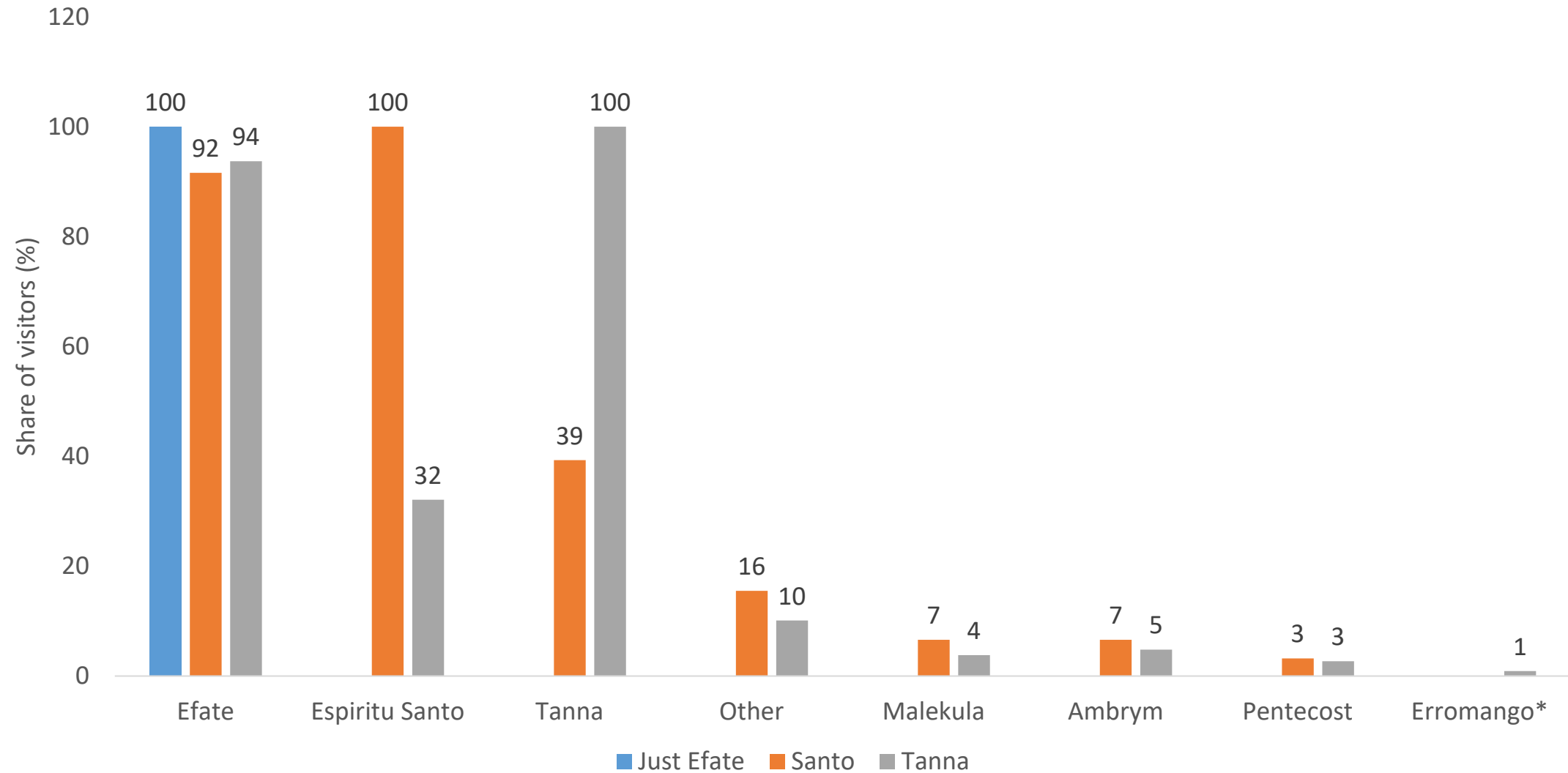


# Previous visits to Vanuatu





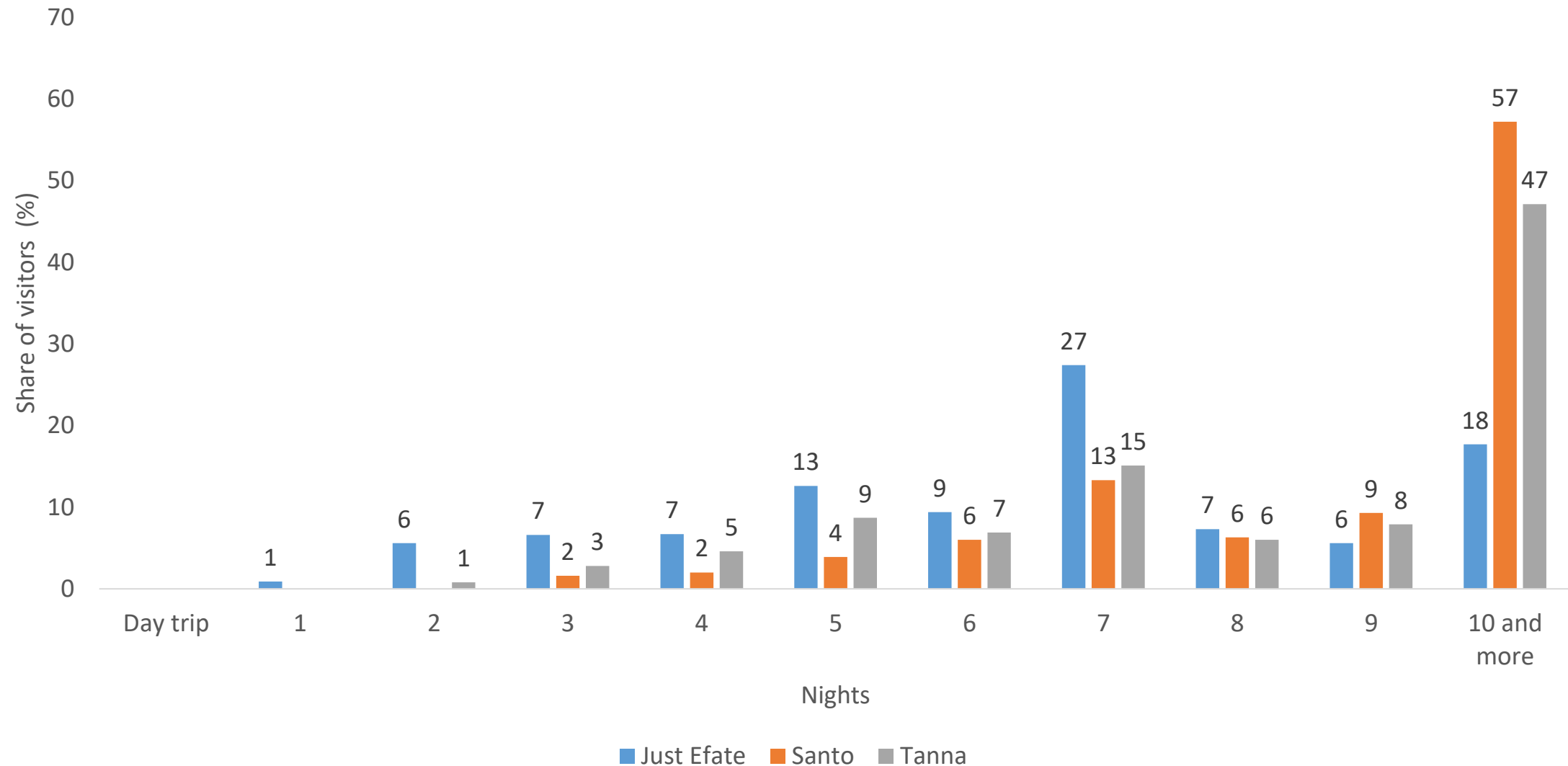
# Islands Visited



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

Note: \*n<10

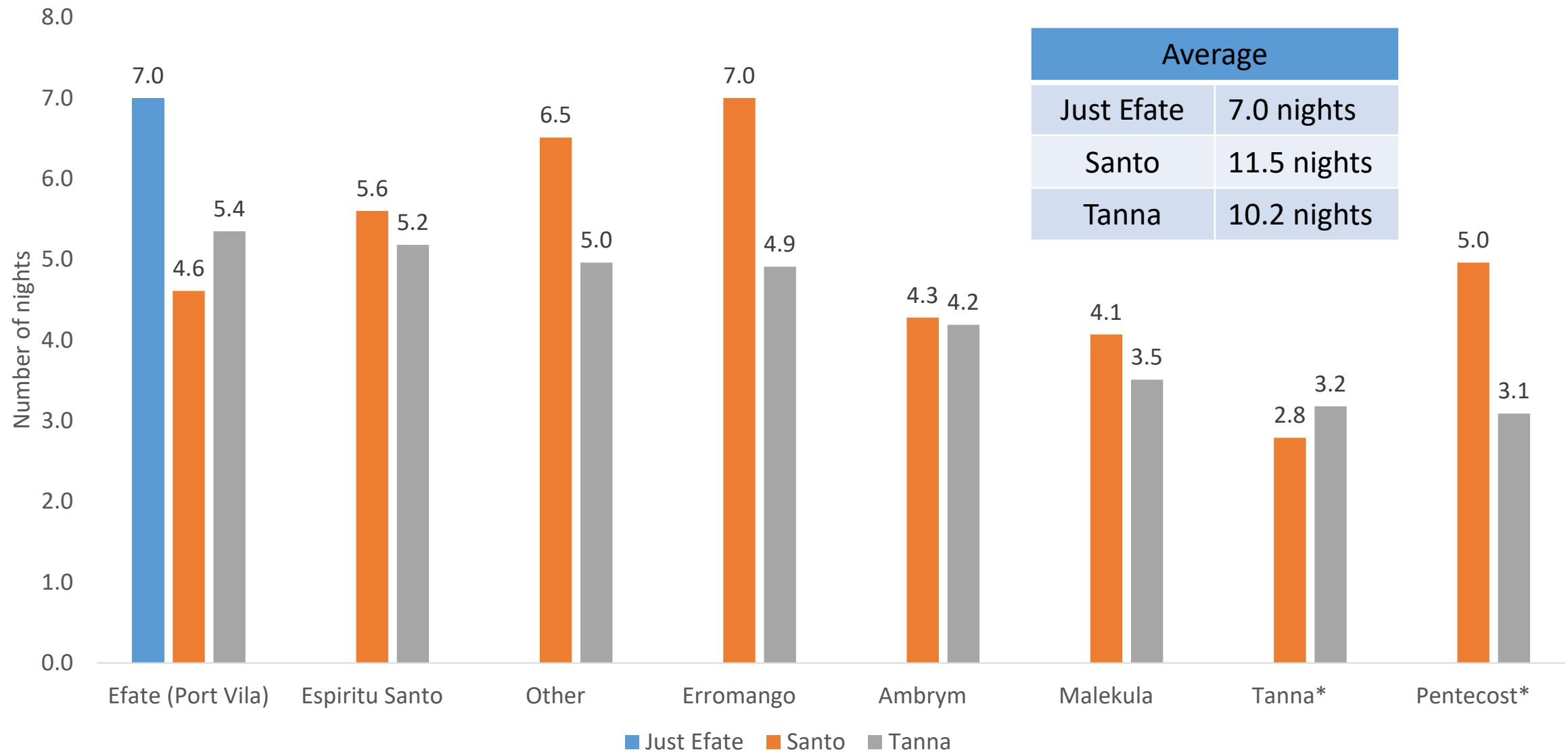
# Length of Stay (nights)



*Note: 31 and 31+ days as outliers were from for length of stay analysis*

*Note: due to rounding errors, some figures do not add up to 100%*

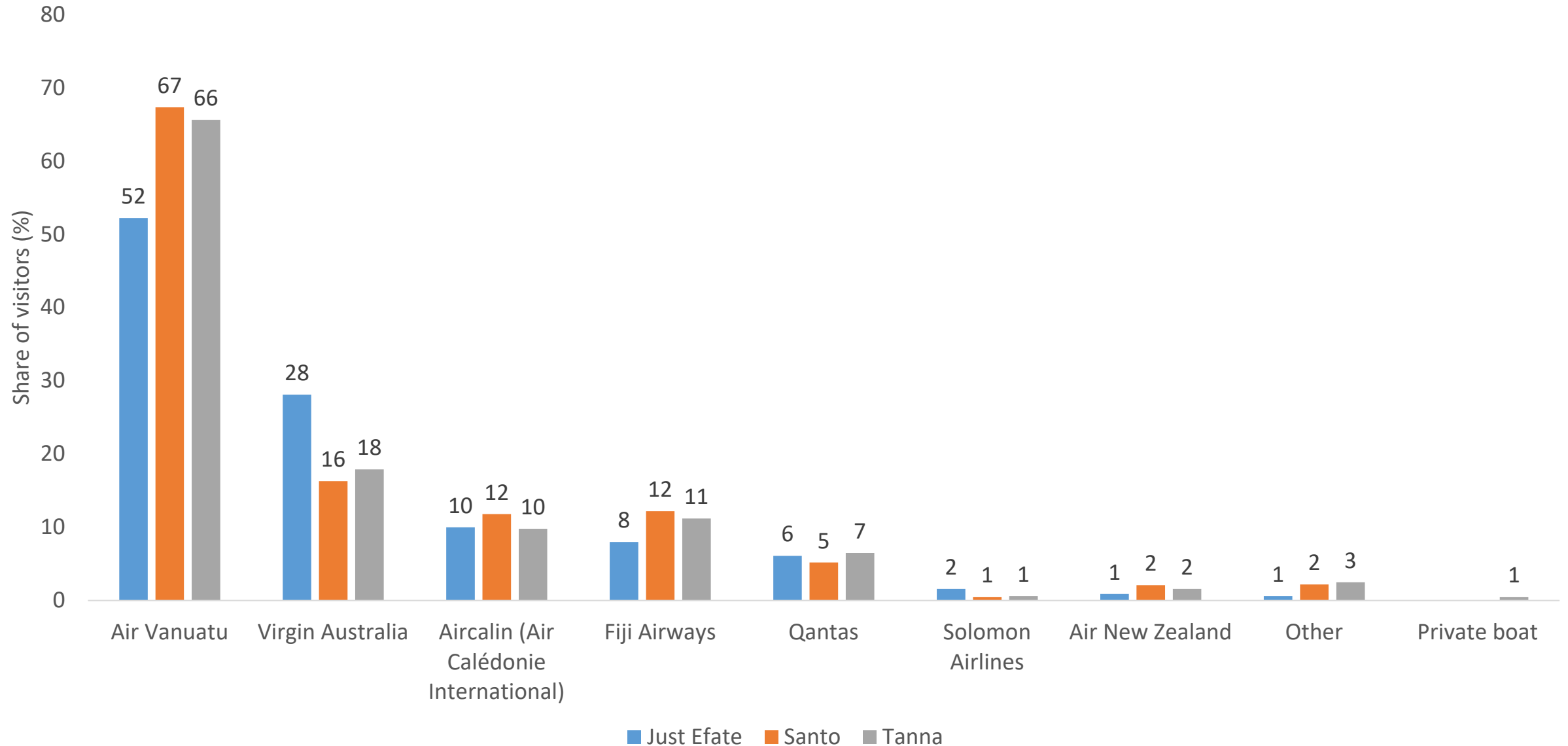
# Average length of stay in Vanuatu and on each island



Note: 31 and 31+ days as outliers were from for length of stay analysis

Note: \*n<10

# Transport used



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

# Future intentions

## Return



**Just Efate**

**Santo**

**Tanna**

80% would like to return

74% would like to return

67% would like to return

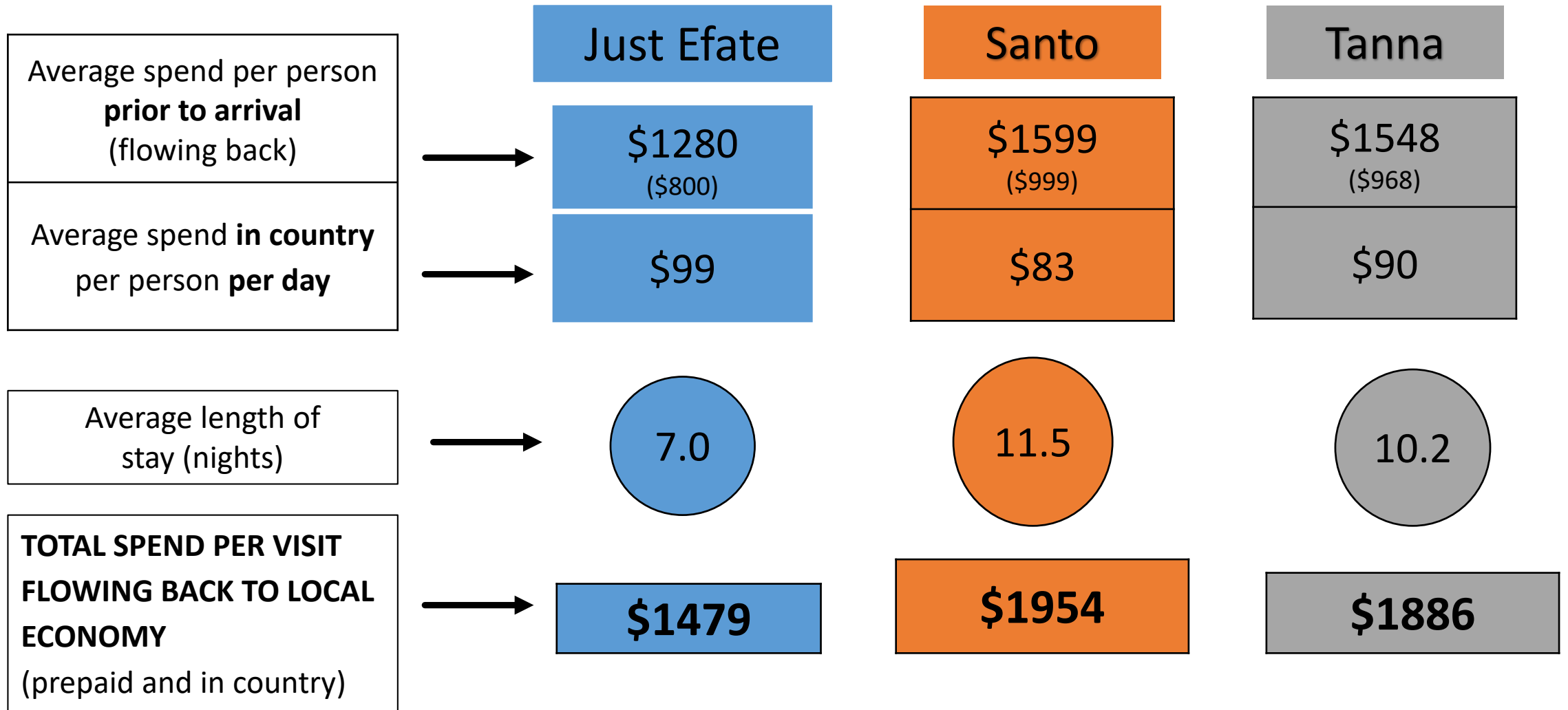
If yes, 84% would like to  
visit outer islands

If yes, 92% would like to  
visit outer islands

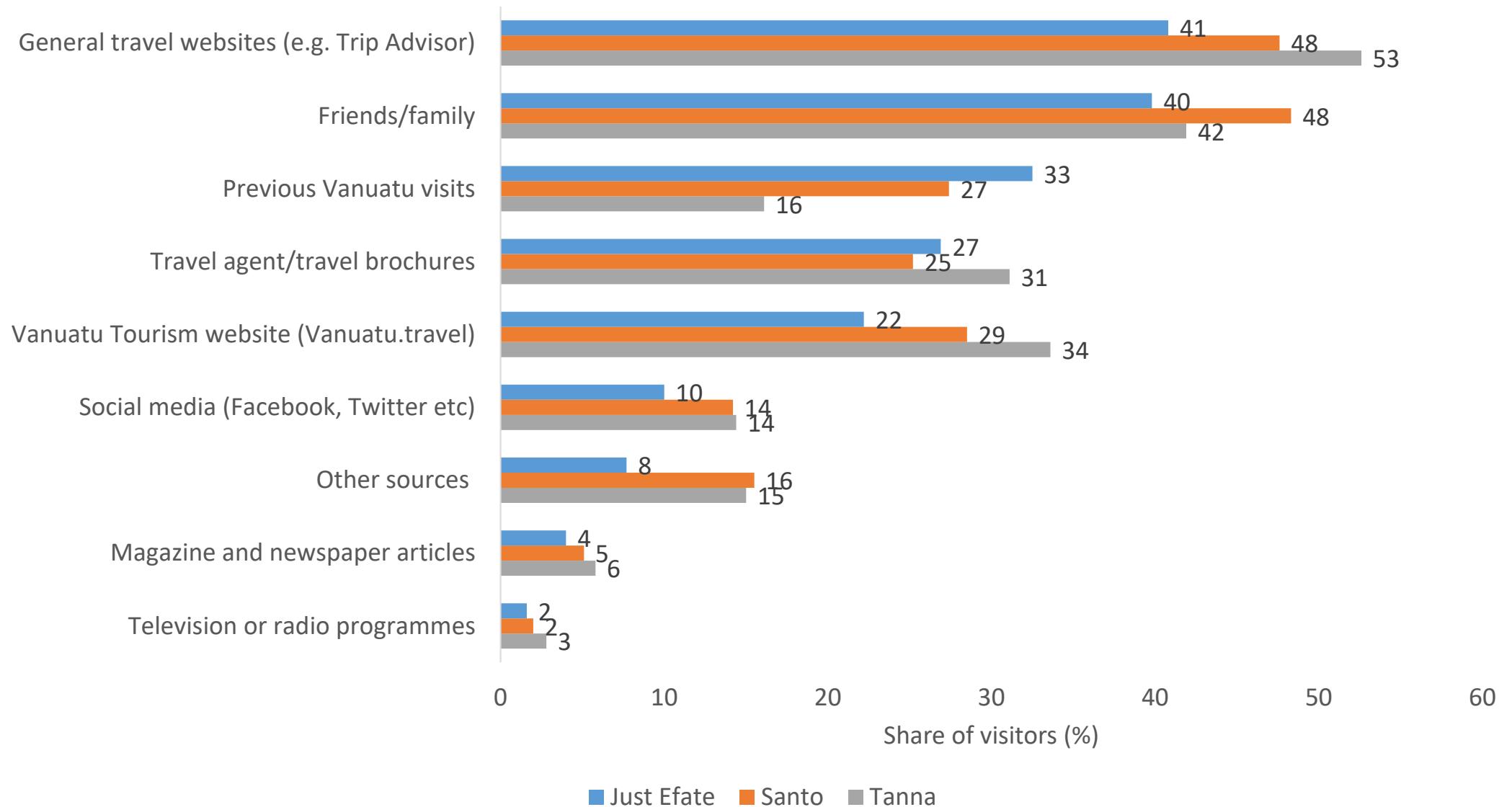
If yes, 92% would like to  
visit outer islands



# Expenditure

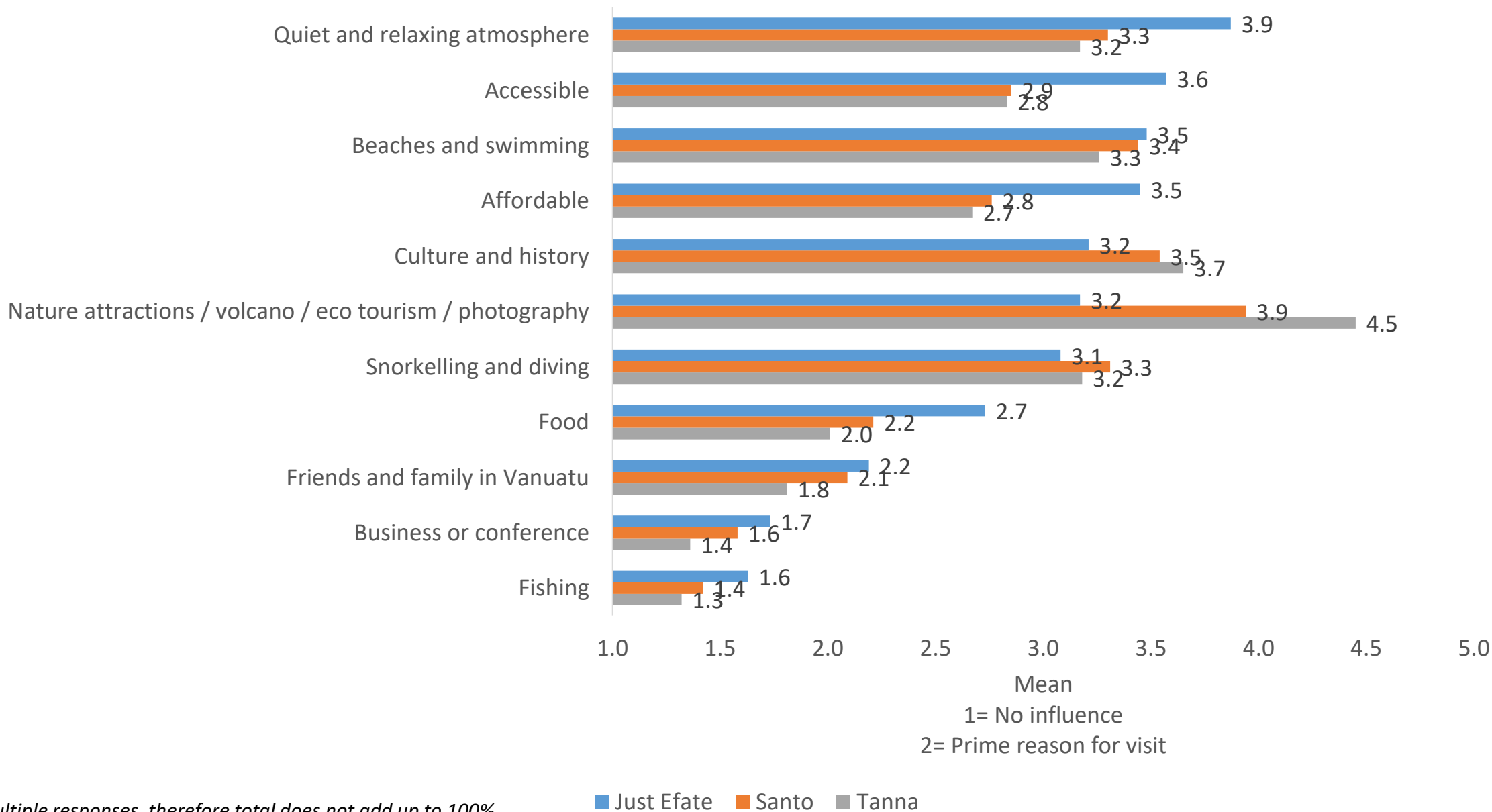


# Source used for planning



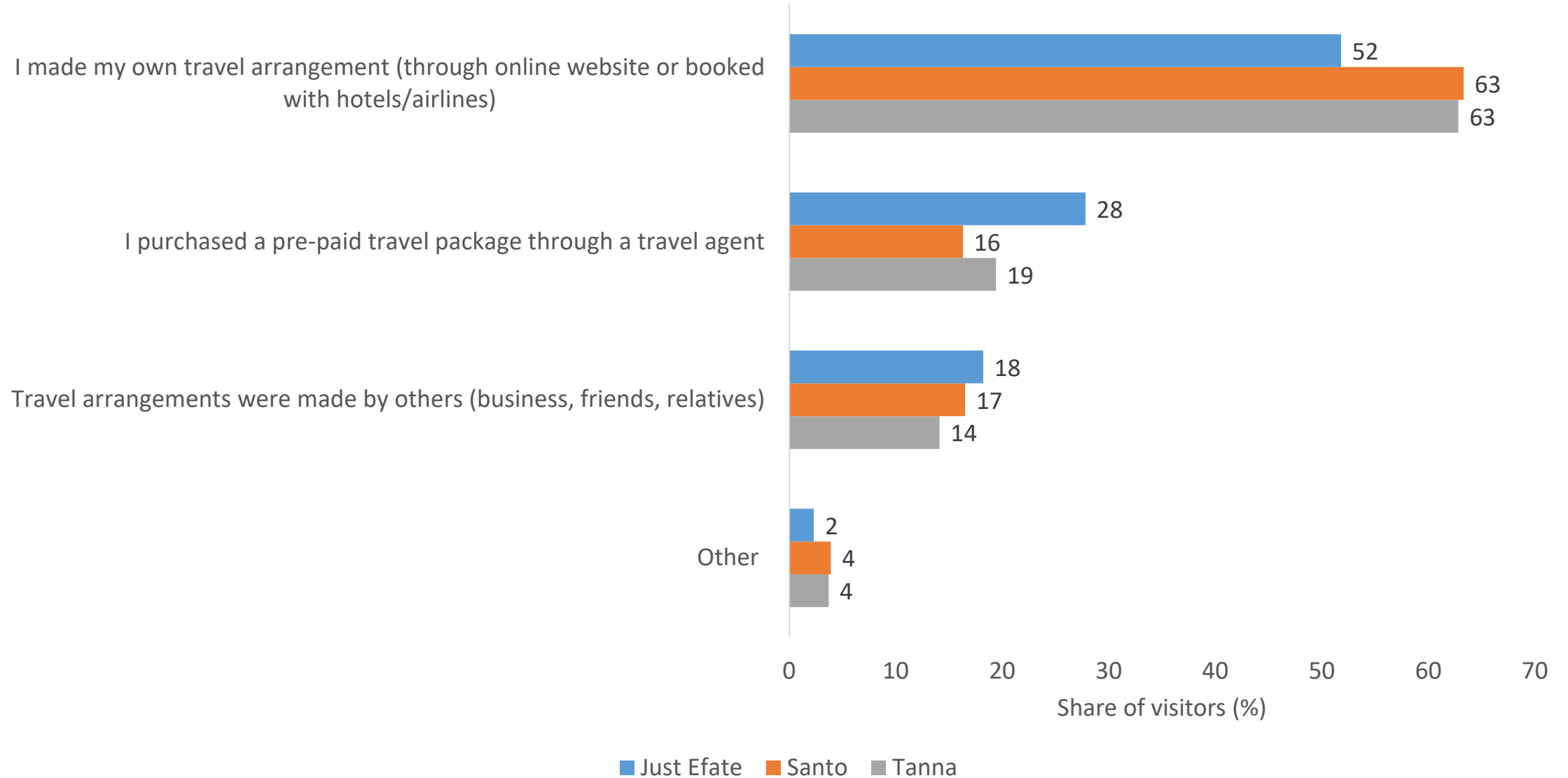
*Note: Multiple responses, therefore total does not add up to 100%*

# What influenced your decision making?

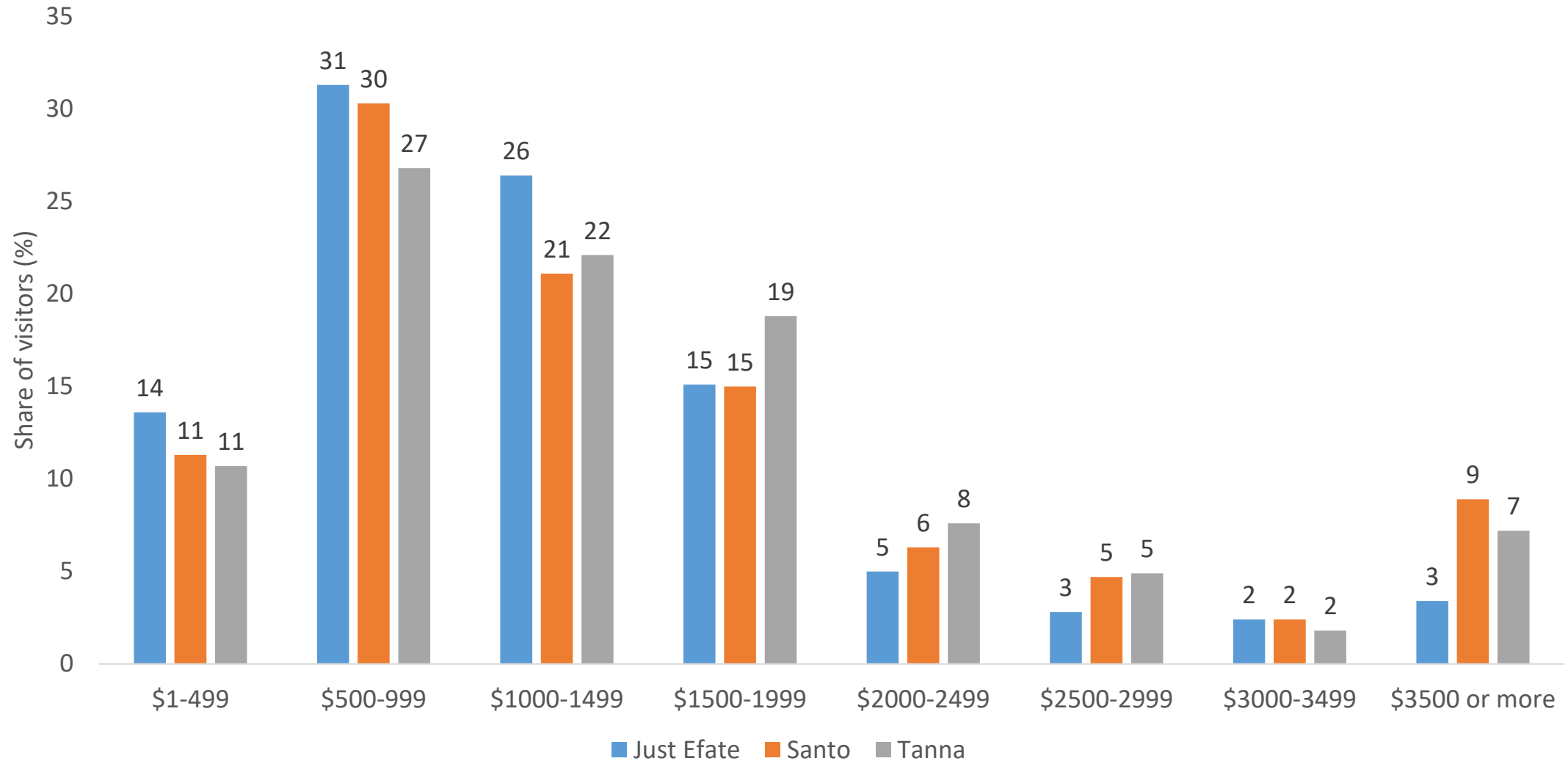


Note: Multiple responses, therefore total does not add up to 100%

# Travel Purchasing Behaviour

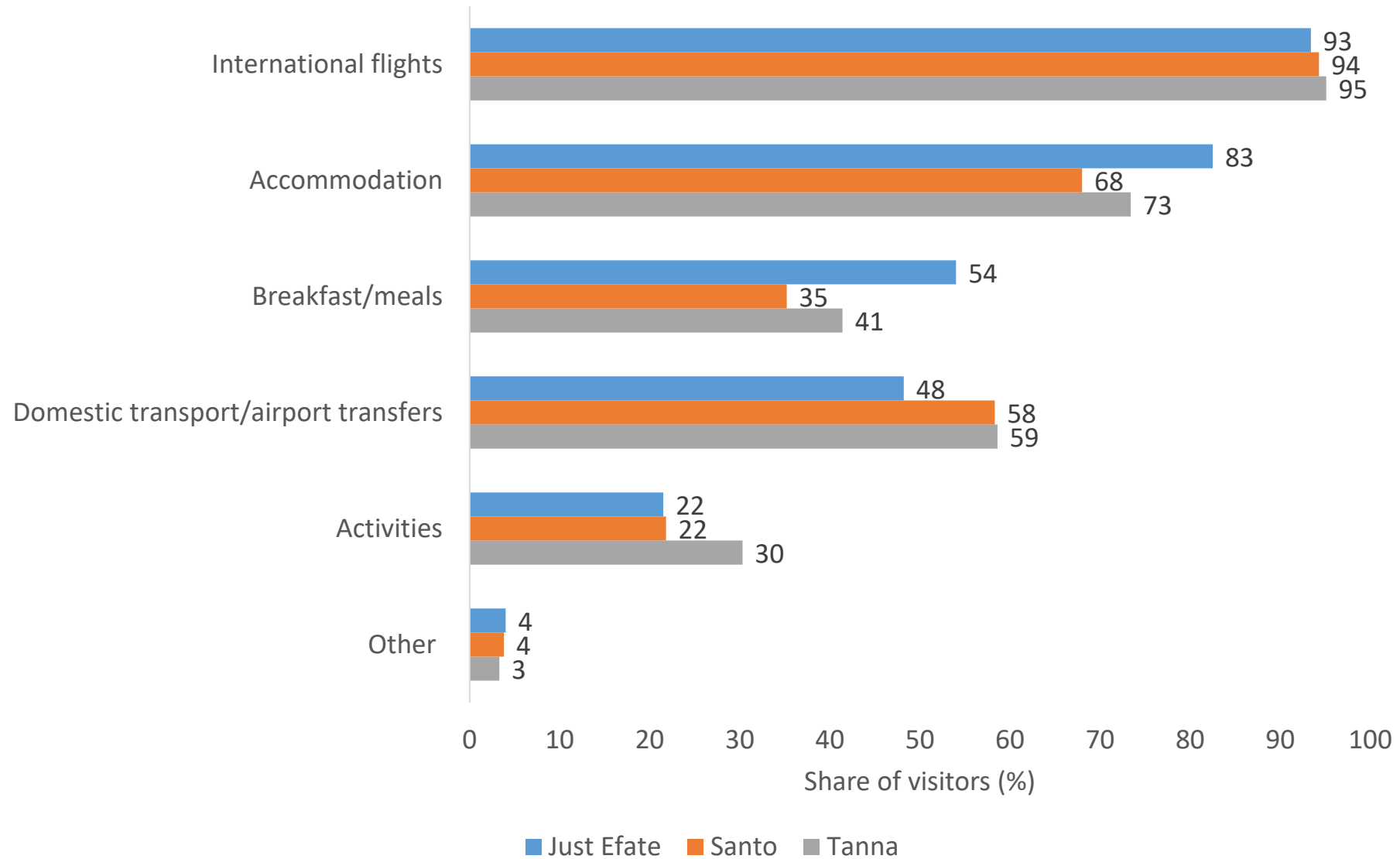


# Prepay

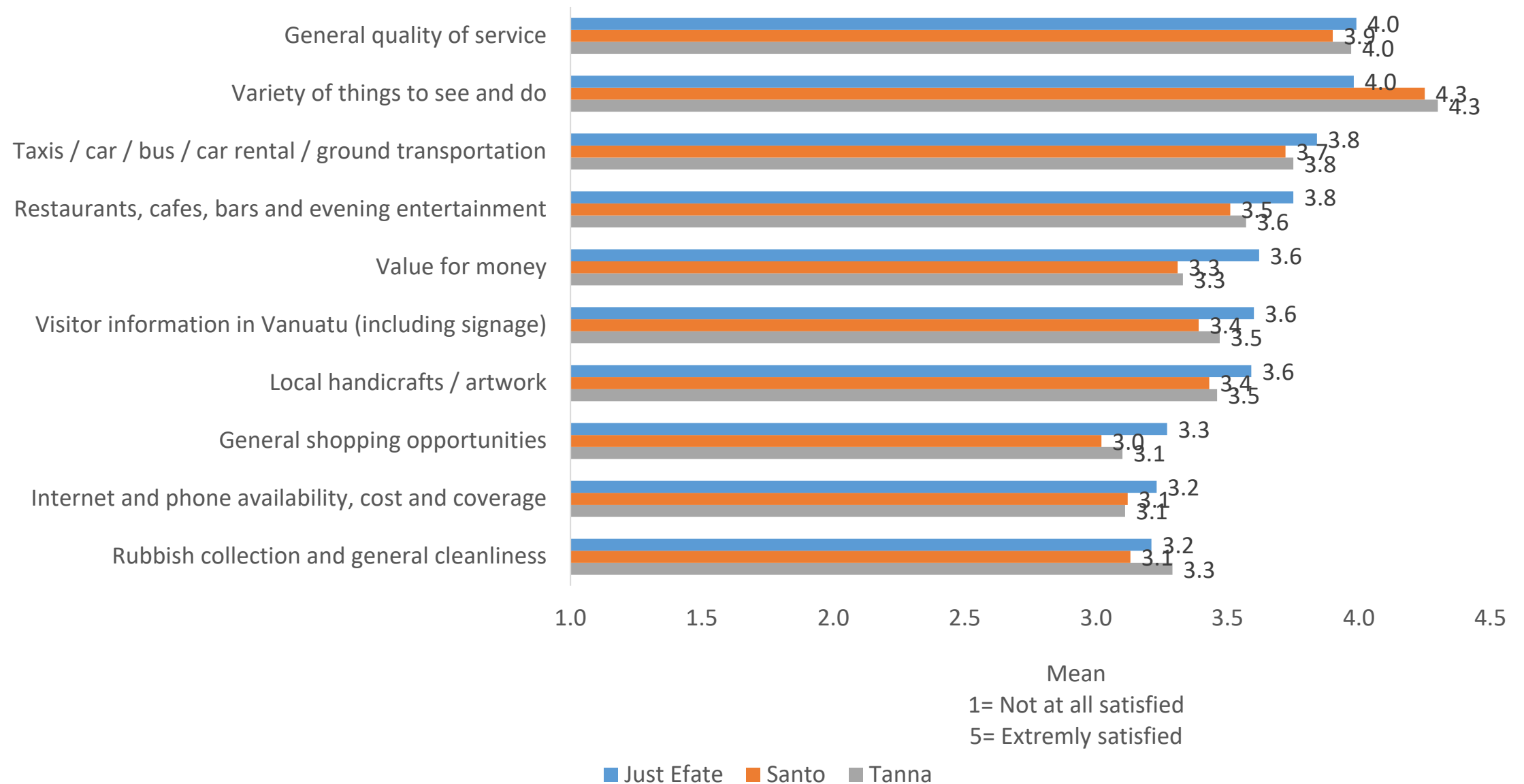




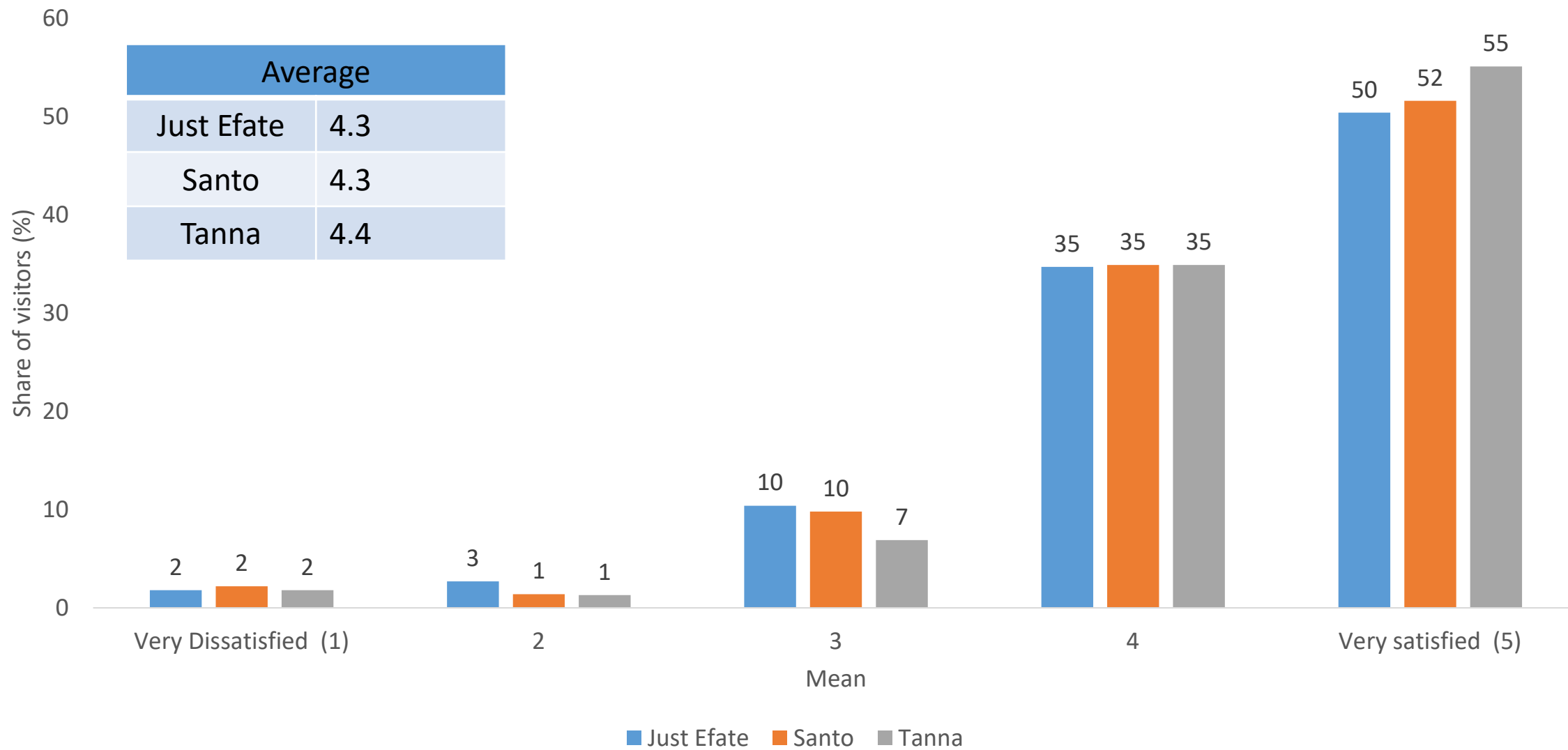
# Prepay items



# Degree of Satisfaction



# Overall satisfaction



# Most Appealing Aspects – Just Efate

- The people, the natural beauty of **Efate** and the ease with which one can get around the island.
- The nature in Vanuatu and the natural attractions such as Blue Lagoon and the other beaches around **Efate**.
- The feeling of safety and friendliness/helpfulness of locals. Traveling around **Efate**, seeing the island and scenery. Very relaxing and easy to get around.
- The culture and the general cleanliness of the town, and resorts and holidays were very much attractive, and natural beauty of the **Efate** Island, around the Island.
- I have also holidayed on **Efate**. I love the scenery and pace of life, and am fascinated by local skills and crafts, and so on.
- It is relaxed and the ocean is beautiful, the people are friendly and I was most impressed with the **Efate** market - especially the food.
- The beaches, Breakers Resort and the village run tourist spots located around **Efate**. Good value for money and the locals are without a doubt some of the friendliest people on earth.
- The friendliness of the people was most impressive. Our trip around **Efate** allowed us to see many beautiful sites, especially our Lagoon where we spent many hours.

# Most Appealing Aspects - Santo

- Catching up with friends and undertaking local Ni-Vanuatu tours to the volcanoes in Ambrym and the Millenium Cave in **Santo**.
- I loved the happiness and quietness of Espiritu **Santo** especially within Barrier Beach Resort.
- I most enjoyed my time volunteering with Marine Reach on the ship Pacific Hope which brought us to do medical missions in Tesariki and Tasmate on the island of Espiritu **Santo**. The reason for this is I enjoyed the people so much as they were very friendly, grateful and generous.
- Lovely people, warm weather, swimming, snorkelling, exploring **Santo** and Aore Islands, playing golf in Santo. Did a snorkelling trip with Santo Island Fishing (not listed in previous question) by Fabrice Moderan who was a fantastic host. Santo Golf club is a gem and club members are very friendly. The course should be promoted for tourists to play.
- The wonderful people of Vanuatu, the beautiful weaving, the gorgeous beaches and snorkelling opportunities. Loved going to Espiritu **Santo** & going on a snorkelling trip with a local guide. Also staying at Divi's Jungle Bungalows about 30 minutes out of Port Vila.



# Most Appealing Aspects -Tanna

- Access to active volcanoes and culture in **Tanna** & Ambrym traditional villages.
- Authentic cultural experience on **Tanna** -traditional dress & dance. Plus environment - volcano and rainforests.
- Beautiful friendly welcoming people proud of their history and culture. **Tanna** island volcano experience well managed amazing, welcome at base lovely. I can see that the new promenade and building for the market will be beautiful to walk along.
- Beautiful water and beautiful people. Loved seeing the volcano on **Tanna** and swimming in a blue cave.
- I volunteered as part of an organisation. Did not specifically choose to go there. **Tanna** Island was beautiful and the people were grateful for assistance.
- Tropical fish and corals, friendly relaxed people, natural beauty of **Tanna**.

# Least Appealing Aspects – Just Efate

- Condition of the roads, rubbish around Sacre Coeur. The entrance fees for the various far flung attractions on **Efate**.
- Day visit to Port Vila: major road works and re-building Port Vila is necessary and understandable, however rubbish collection in streets and on roadsides needs to be improved. Condition of roads on **Efate** are generally very poor. Arrival terminal has not changed since our last visit in 2005, needs an upgrade.
- It is very expensive for visited from New Zealand. Particularly food. And getting around **Efate** by bus is not as inexpensive as I was lead to believe from travel information I read prior to arriving. The Holiday Inn had a good selection of wines on offer, ut only the more expensive ones were actually available. The Paris Shop duty free in Via airport did not seal our duty free bags, and our duty free was confiscated at Brisbane airport.
- Money stolen from my sister's purse at Blue Lagoon. Some prices for food, beverage and access to beaches were exorbitant and stopped us from accessing some areas as we drove around the island of **Efate**.

# Least Appealing Aspects - Santo

- In **Santo** Spirito, the value for money was poor. Everything had add on costs.
- Lack of ability to fly more directly to and from **Santo**.
- The ambulance service is shocking. There is not much to do on **Santo** plus there needs to be more food etc delivered to the island as there was a shortage there. You could hardly get any food and it was so expensive to buy food there.
- The flight connections to get from Sydney to **Santo** meant we had to waste two nights of our holiday in Port Vila. It was a tiring and frustrating way to begin and end our holiday and would deter us from choosing Vanuatu for a future holiday. Better flight connections or better still more direct flights to **Santo** would be a good option. The lack of dining variety was a little annoying, and Vanuatu is a significantly more expensive destination than Bali and other SE Asian destinations.
- The infrastructure is not good. very few airline options into **Santo**. truly, finding flights to travel between islands is nearly impossible. like a jigsaw puzzle. transportation is lacking on the island. you can get taxi's but it's expensive; the islands need more buses.

# Least Appealing Aspects - Tanna

- Airlines (air vanuatu) my intern flights were terrible and with big delays. Tour for the volcano is really expensive, services in **Tanna** as well. Too much (mais reason).
- Nothing much apart from road work in **Tanna** island which could potentially damage the environment and possibly local people's culture because many tourists will make the place uncomfortable.
- Shops filled with Chinese junk, very little local craft, tried everywhere to find copy of the film **TANNA** but could not even though it was being promoted on Air Vanuatu.
- Some experiences were very expensive particularly on **Tanna** where we found we had less options to find cheaper items for food etc.
- The conditions of the roads. In **Tanna** Island they are seriously inhibiting your industry as well as hospitality. Even unsealed roads can be graded and sealed roads should be open not littered with tree stumps to prevent drivers using them.
- The lack of public transport on **Tanna**; private cars are very expensive for solo travellers. The tours are also very pricey overall on both Efate and **Tanna**, not value for money compared to Indonesia and other South Asian countries.

# Improvement – Just Efate

- As a promoted holiday destination the government need to polish **Efate** up, it's not very clean or an attractive place to visit.
- Better tourist information for activities/sites in North **Efate**. It is dreadful with poor information on things to do and how to get there.
- It would have been handy to obtain information re shops for food, restaurants and decent maps with names on them and distances in and around **Efate**.
- More affordable bus and taxi services in **Efate**, and to and from the airport.



# Improvement - Santo

- Better flight connection to Espiritu Santo.
- Better low-cost travelling infrastructure, possibility of using public buses on Santo.
- Better managed airport at Santo . Beautify the main street of Santo . Plant trees and toilet need to be signed and kept clean.
- In Santo and Tanna: more affordable restaurant, public transport with fixed price. Inform local that white people is not equal to rich people. we are young travellers are we were really surprise by the relationship with local, the relation was not true an related to money. It's not normal to pay also for everything eg: beaches. it's a shame because it is a beautiful place. Price for volcano it's unbelievable! too expensive.
- More ability on Santo to get around independently without the way too high costs for hiring a vehicle. Getting taxis and tour drivers to take you everywhere is both expensive and creates issues with timing pressure.
- probably more entertainment to tourist, more activities for them in Santo.

# Improvement - Tanna

- A reminder when you get on a plane to **Tanna** that there are no money machines there.
- Air Vanuatu should be more punctual, cheaper food, tours on **Tanna** need improvement (they are unauthentic).
- Almost everything. Reliable transport, Currency exchange agencies open for flights. Facilities on **Tanna** (EFTPOS) & roads.
- Better accommodation in **Tanna** more developed options.
- Better communication about domestic flights, better flight availability (e.g. able to fly direct between Santo and **Tanna**, or get a connecting flight the same day.
- It was quite difficult finding information (before we left home) about the tours of the **Tanna** volcano. Our tour all worked out well but we didn't really know how it was going to work out. The toilet facilities at the base of the volcano are woeful and sum of the money we all paid for the tour could well be spent improving those.
- More affordable phone access especially working as a volunteer remotely on **Tanna**.
- The **Tanna** Volcano tour was extremely limited in options, and seemed to only cater to old cruise ship people. No hiking options, camping, local tour guides, nothing. Extremely expensive as well. Needs to be changed before the privatized owner over develop it.





Thank You!

Simon Milne.....

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