

Niue

INTERNATIONAL VISITOR SURVEY

Annual Report: July 2022-June 2023



NEW ZEALAND
FOREIGN AFFAIRS & TRADE
MANATŪ AORERE

Key Notes

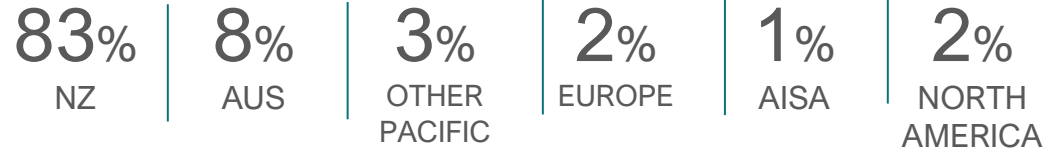
- IVS data from July 2022 to June 2023 are analysed to understand the visitor experience and gain insights into tourism recovery after the border reopening.
- The snapshot infographics contain key comparisons between the April 2019-March 2020 IVS data and the July 2022 to June 2023 data.
- The primary sections of the report include visitor profile and characteristics, decision-making, spending, and satisfaction.
- All reports from the IVS are available at the [Pacific Tourism Data Initiative Resource Page](#)

SUMMARY OF KEY FINDINGS

Apr 2019-Mar 2020



COUNTRY OF ORIGIN



5%
Visitors are 70 years old or over.



2 ppl
Avg. number of travel companions.



69%
Visitors visited for the first time.



COUNTRY OF ORIGIN



9% ▲
Visitors are 70 years old or over.



2 ppl
Avg. number of travel companions.



59% ▼
Visitors visited for the first time.

SUMMARY OF KEY FINDINGS

Apr 2019-Mar 2020



PURPOSE OF VISIT



4.6/5

Overall, visitors are very satisfied.



96%

Visitors are willing to recommend.



94%

Visitors are willing to return.

Jul2022-Jun2023



PURPOSE OF VISIT



4.6/5

Overall, visitors are very satisfied.



96%

Visitors are willing to recommend.



92% ▼

Visitors are willing to return.

SUMMARY OF KEY FINDINGS

Apr 2019-Mar 2020

 PREPAID EXPENDITURE

 IN-COUNTRY SPEND

\$1,318

Prepaid per trip

\$108

In-country spend per day

40%

Flowing into local economy rate



x **8.0** nights
Average length of stay

\$527

Prepaid per trip

\$868

In-country spend per trip

 ECONOMIC IMPACT

\$1,395 per trip

\$174 per day

Jul2022-Jun2023

 PREPAID EXPENDITURE

 IN-COUNTRY SPEND

\$1,604 ▲

Prepaid per trip

\$127 ▲

In-country spend per day

40%

Flowing into local economy rate



x **9.1** nights ▲
Average length of stay

\$630 ▲

Prepaid per trip

\$1,143 ▲

In-country spend per trip

 ECONOMIC IMPACT

\$1,773 per trip ▲

\$197 per day ▲

Report Structure



Visitor Profile



Visitor
Characteristics
& Preferences



Information &
Decision Making



Visitor Spending
& Impact



Visitor
Satisfaction

Respondents (JUL 2022-JUN 2023)

Total number of e-mail invitations sent: **3,247**



Conversion rate of **33%**

Total number of responses: **1,056**

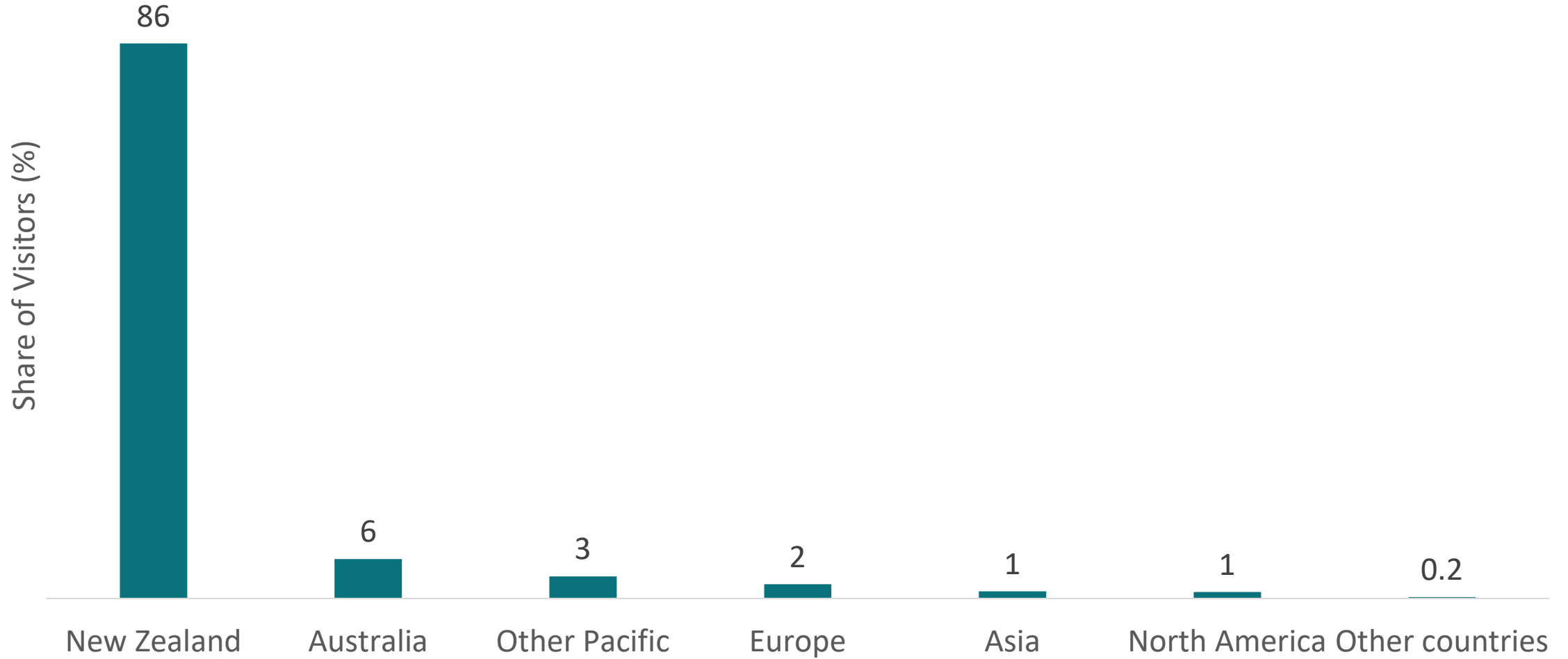


Responses cover a total of **2,108 adults** and **190 children**



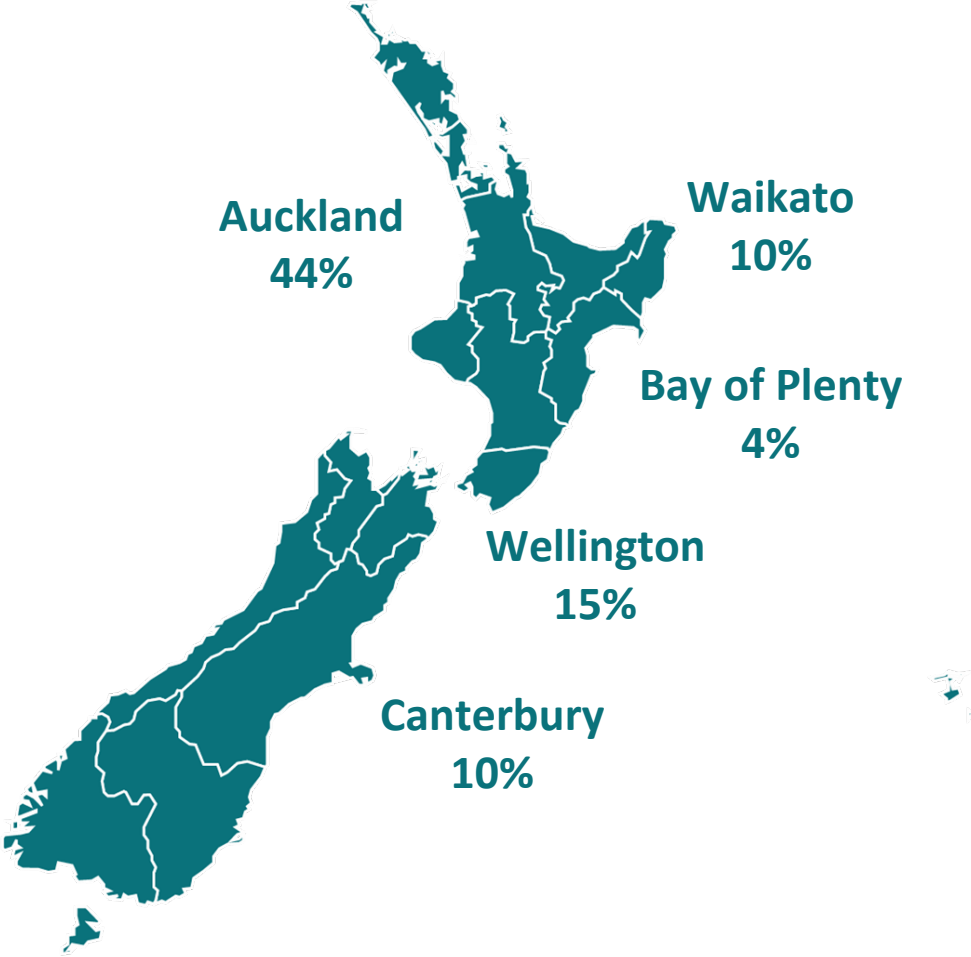
Note: The Response Covering Rate (responses/visitors during the period) is not calculated due to missing September arrival data.

Country of Origin



Note: Due to rounding, some totals do not sum to 100%

New Zealand Respondents - IVS Respondent Data

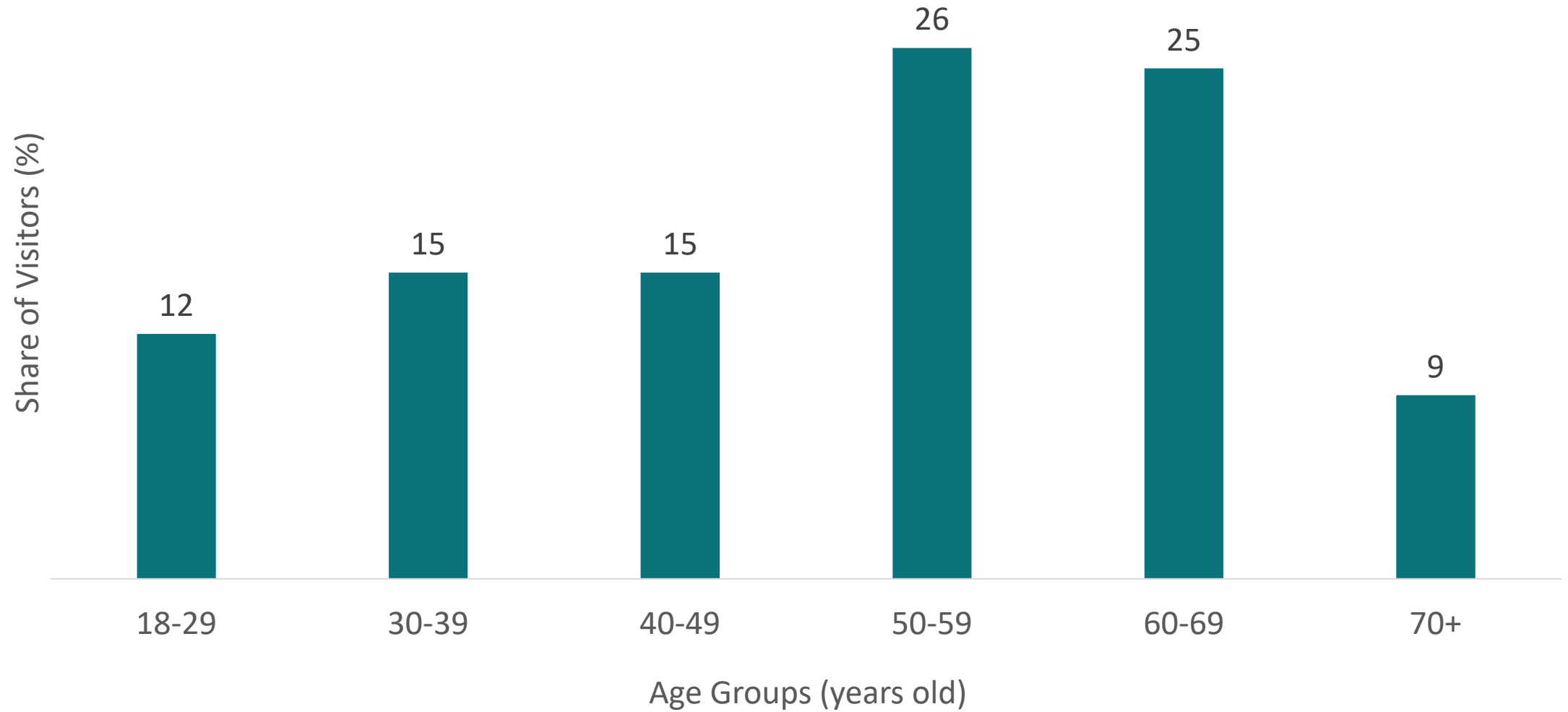


TOTAL
751
NZ VISITORS

Auckland, Waikato, Wellington, Canterbury, and Bay of Plenty make up **83%** of all New Zealand visitor arrivals

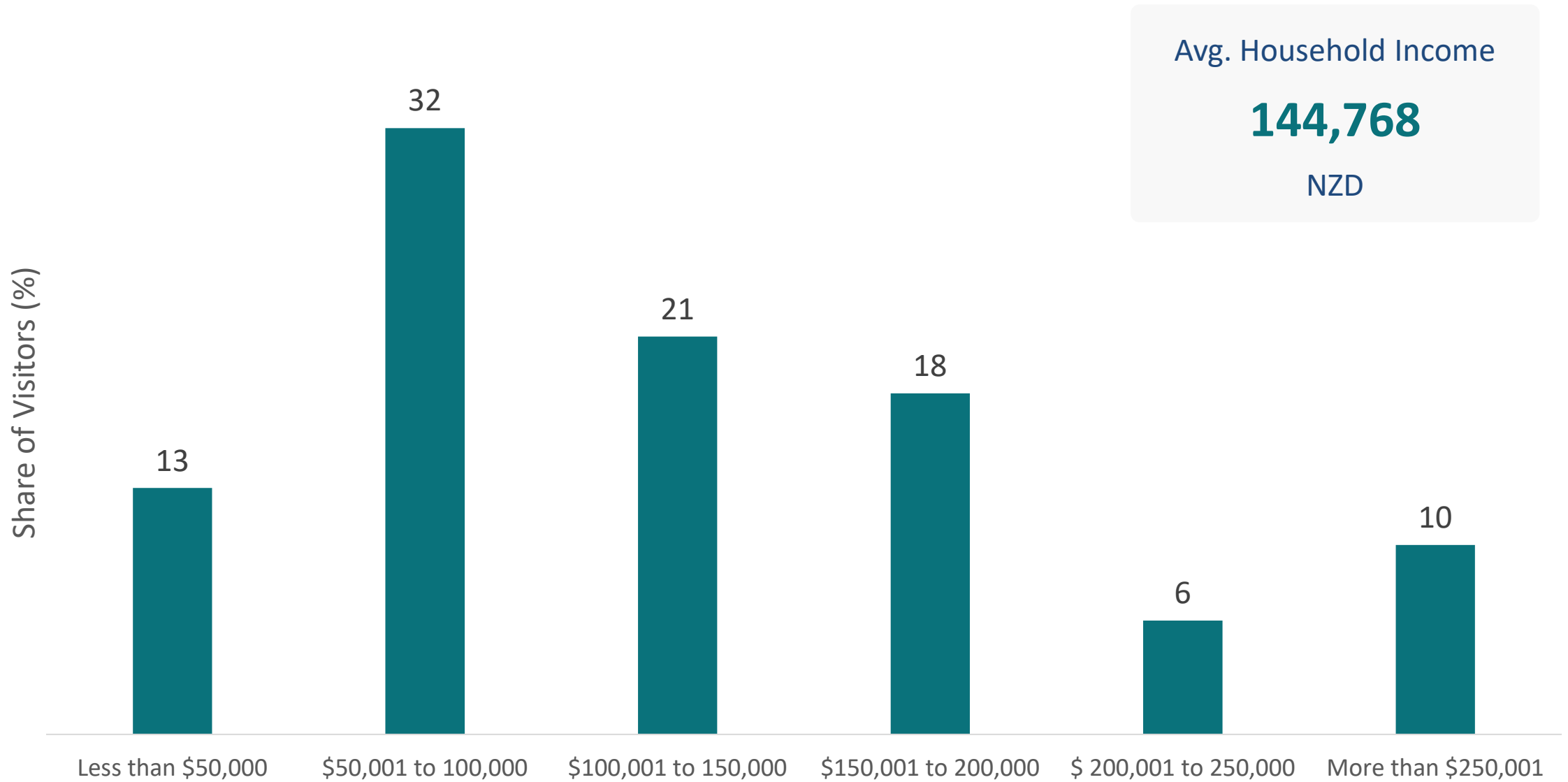
Note: Due to rounding, total does not sum to 100%

Age Distribution



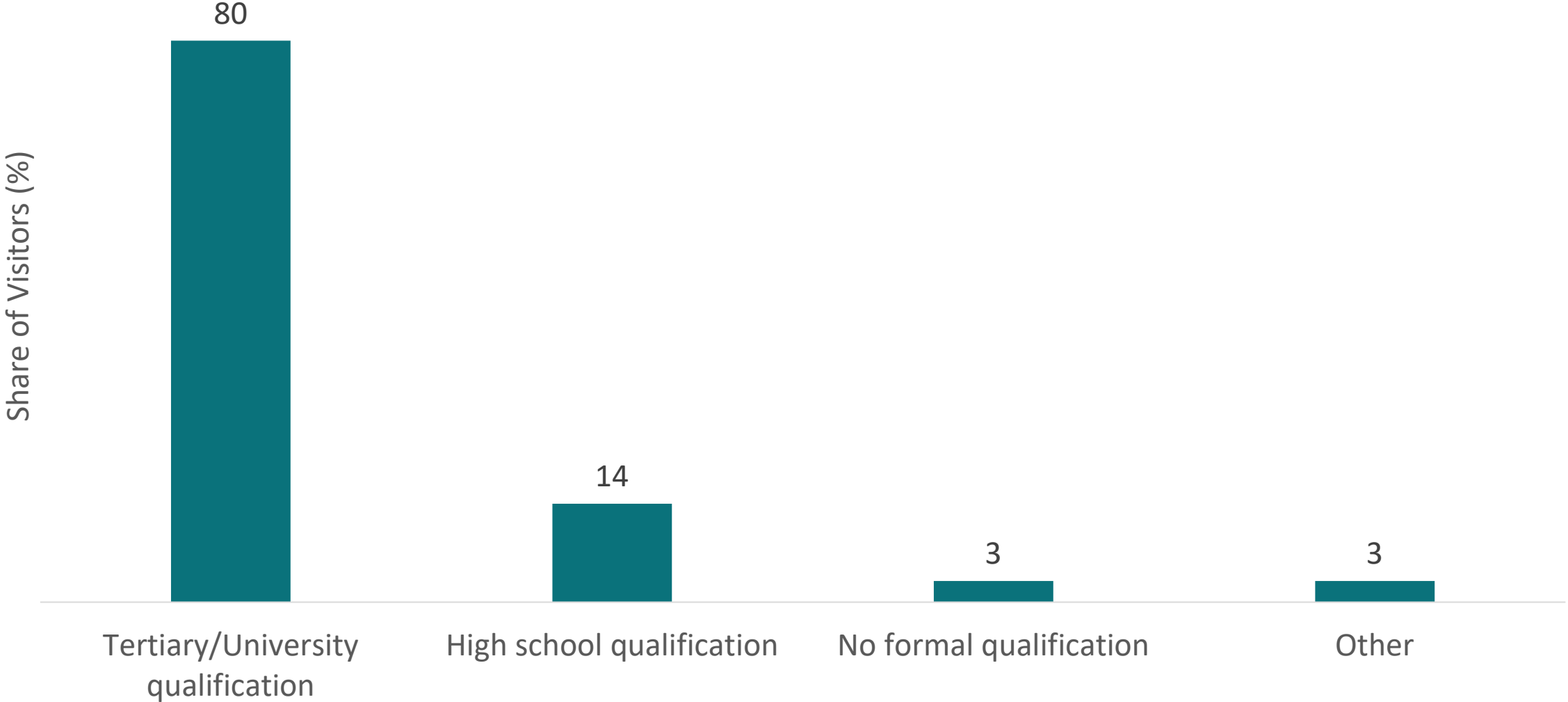
Note: Due to rounding, total does not sum to 100%

Annual Household Income



Note: Due to rounding, total does not sum to 100%

Education



Note: Due to rounding, total does not sum to 100%

Report Structure



Visitor Profile



Visitor
Characteristics
& Preferences



Information &
Decision Making

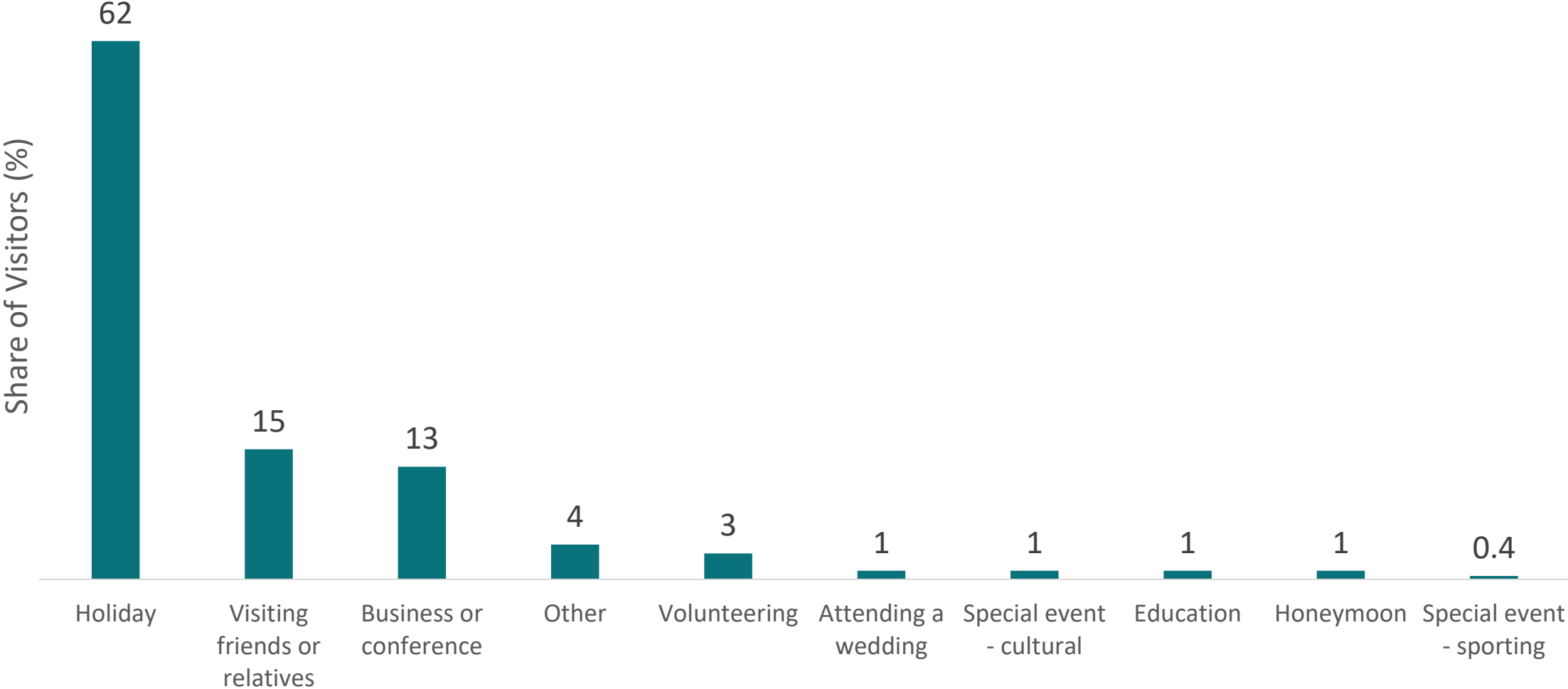


Visitor Spending
& Impact



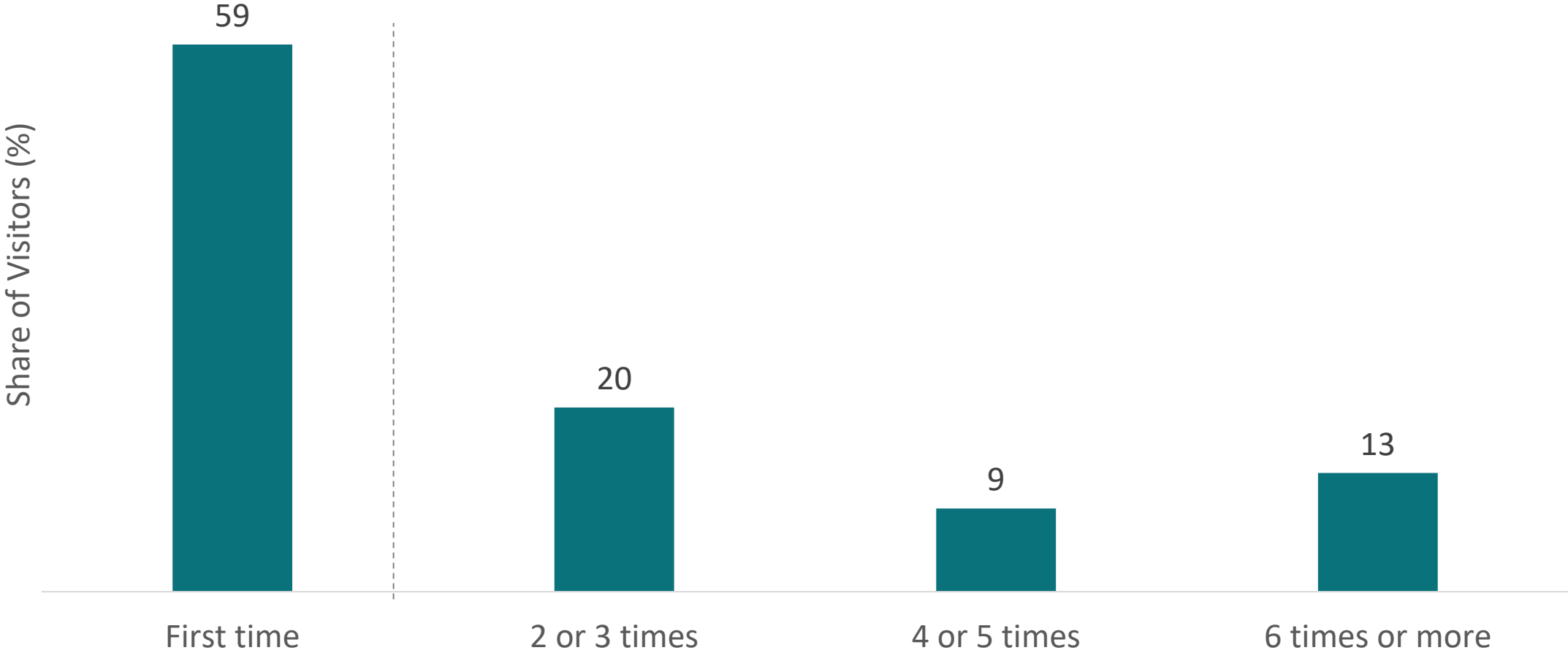
Visitor
Satisfaction

Purpose of Visit



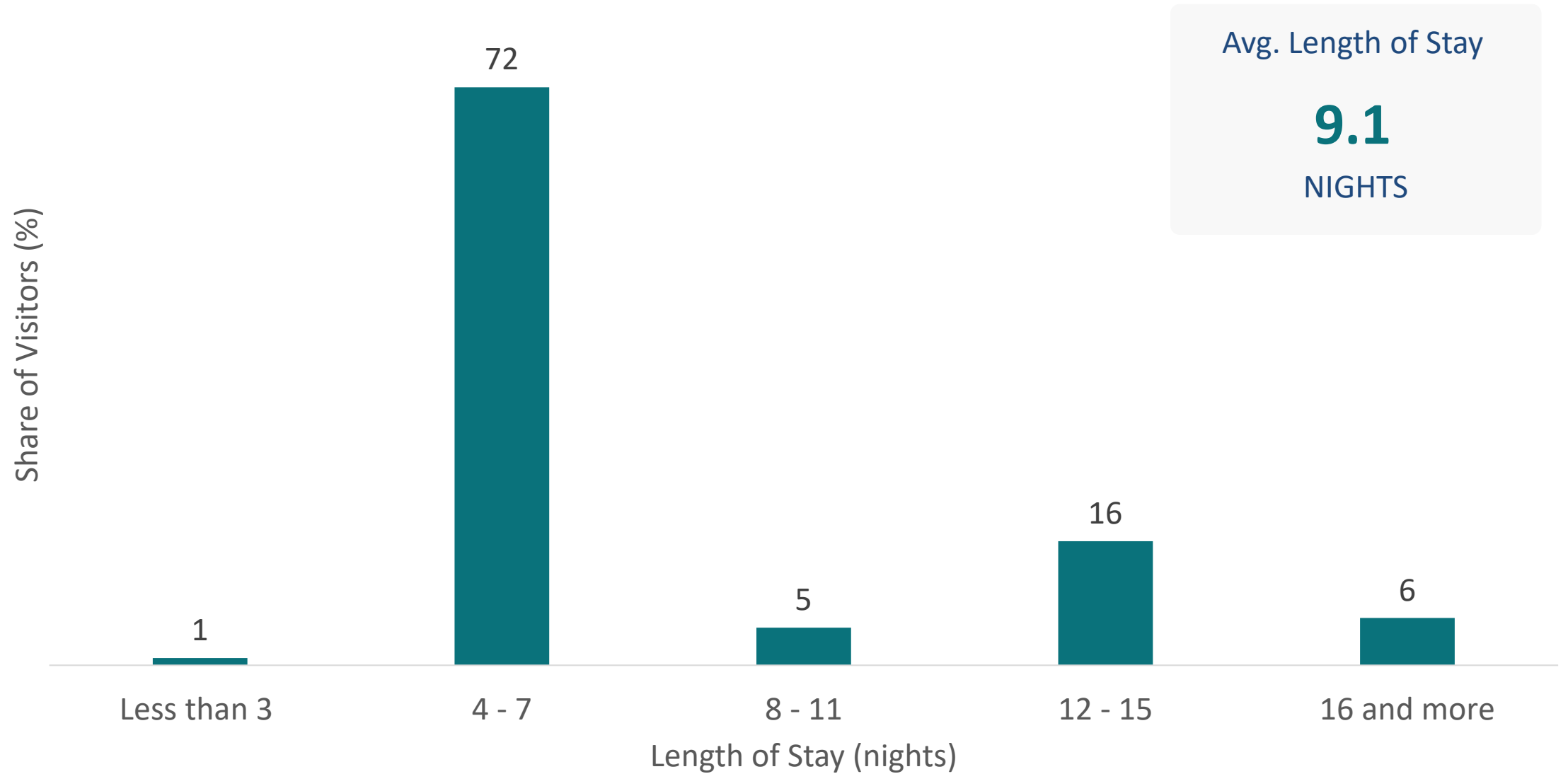
Note: Due to rounding, total does not sum to 100%

Previous Visits



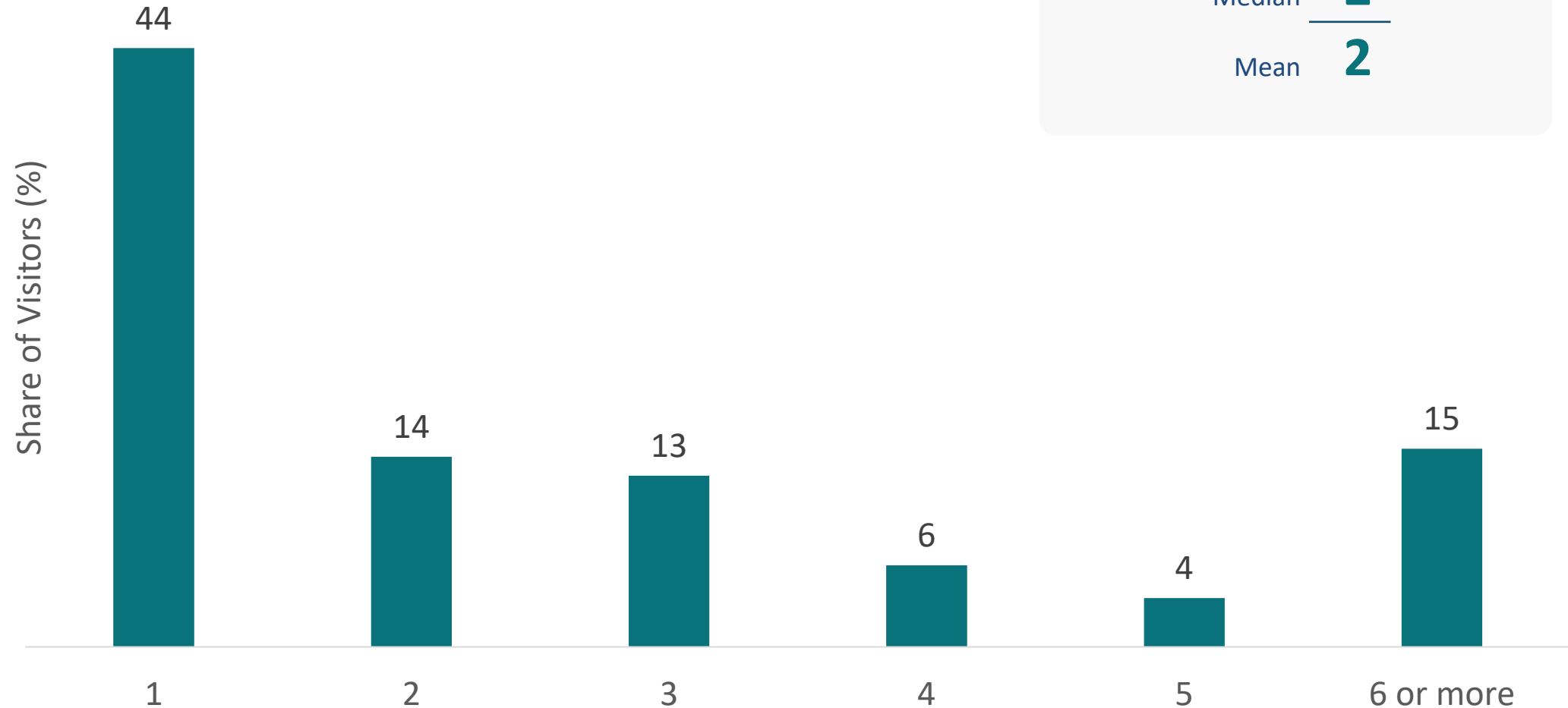
Note: Due to rounding, total does not sum to 100%

Length of Stay (nights)



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

Number of Travel Companions



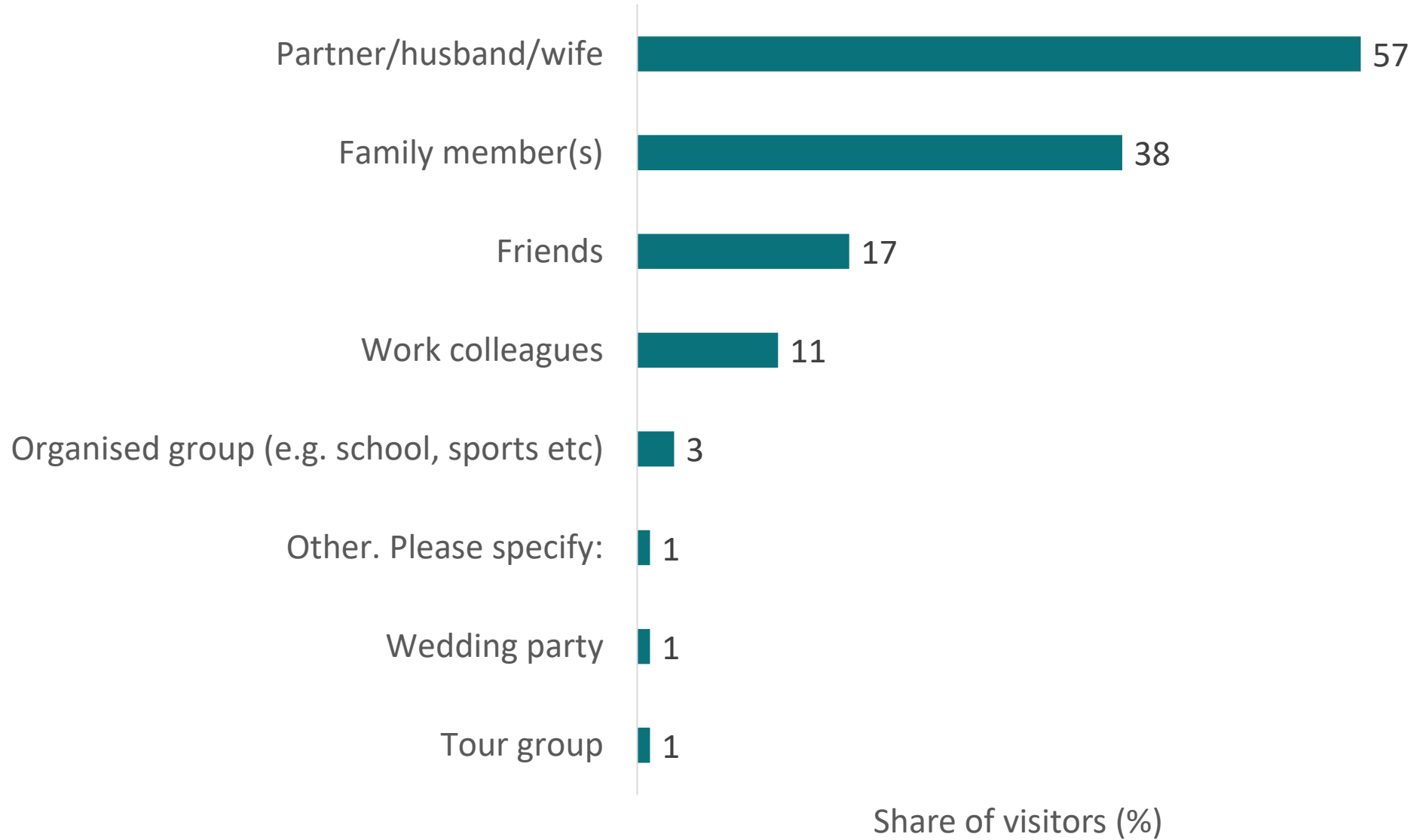
#TRAVEL COMPANIONS

Median **2**

Mean **2**

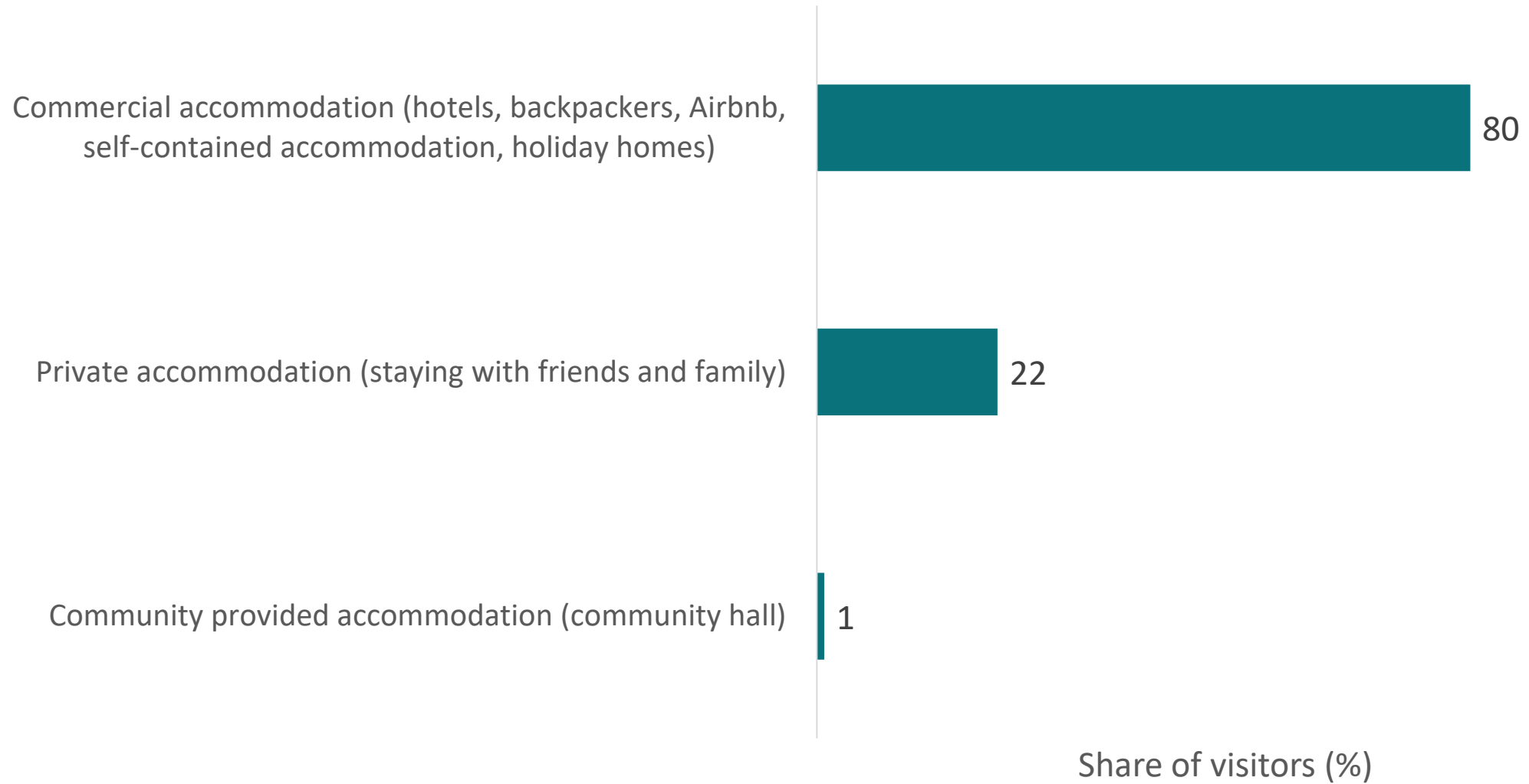
Note: Due to rounding, total does not sum to 100%

Travel Companions



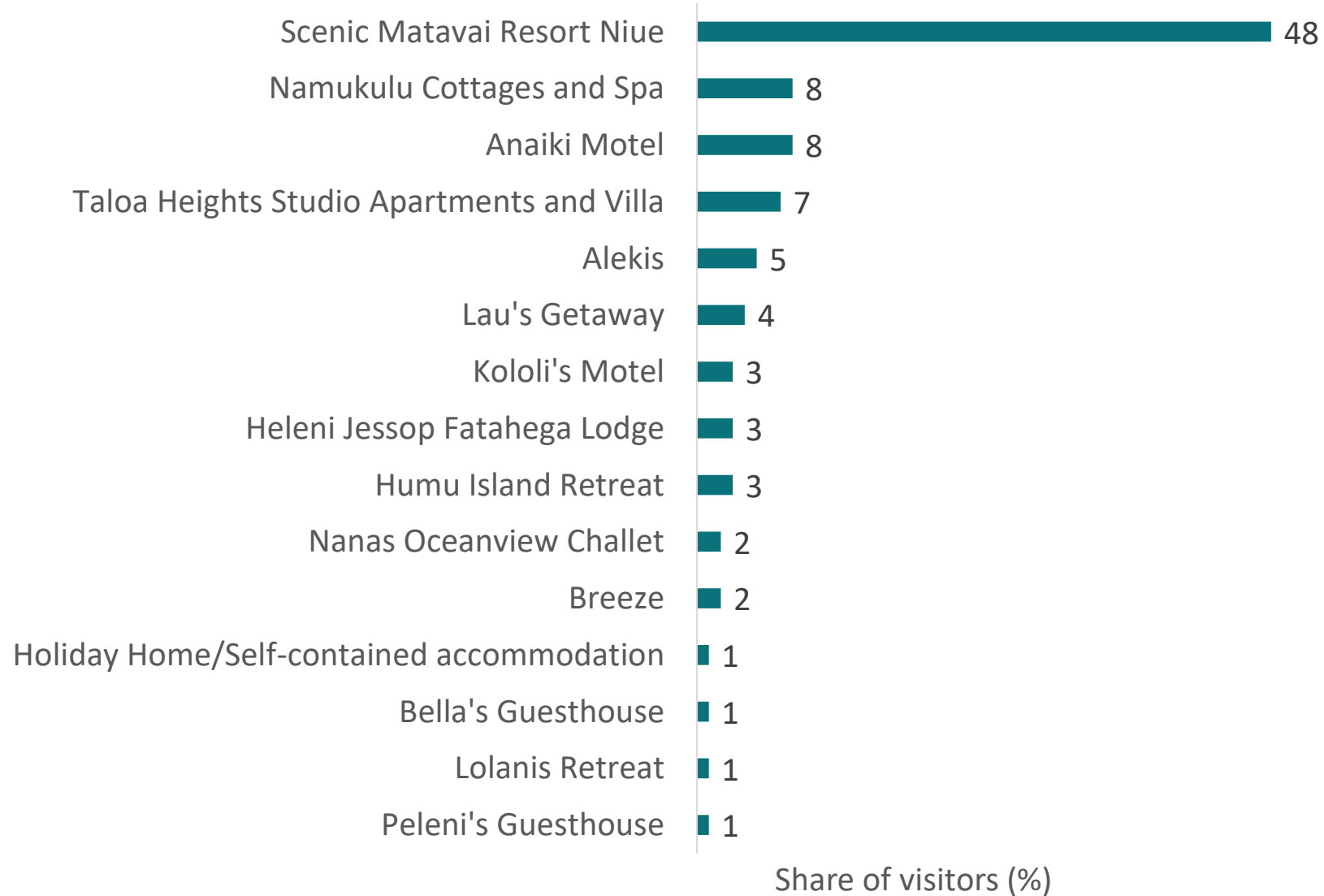
Note: Multiple responses, therefore total does not add up to 100%

Accommodations



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

Top 15 Commercial Accommodations



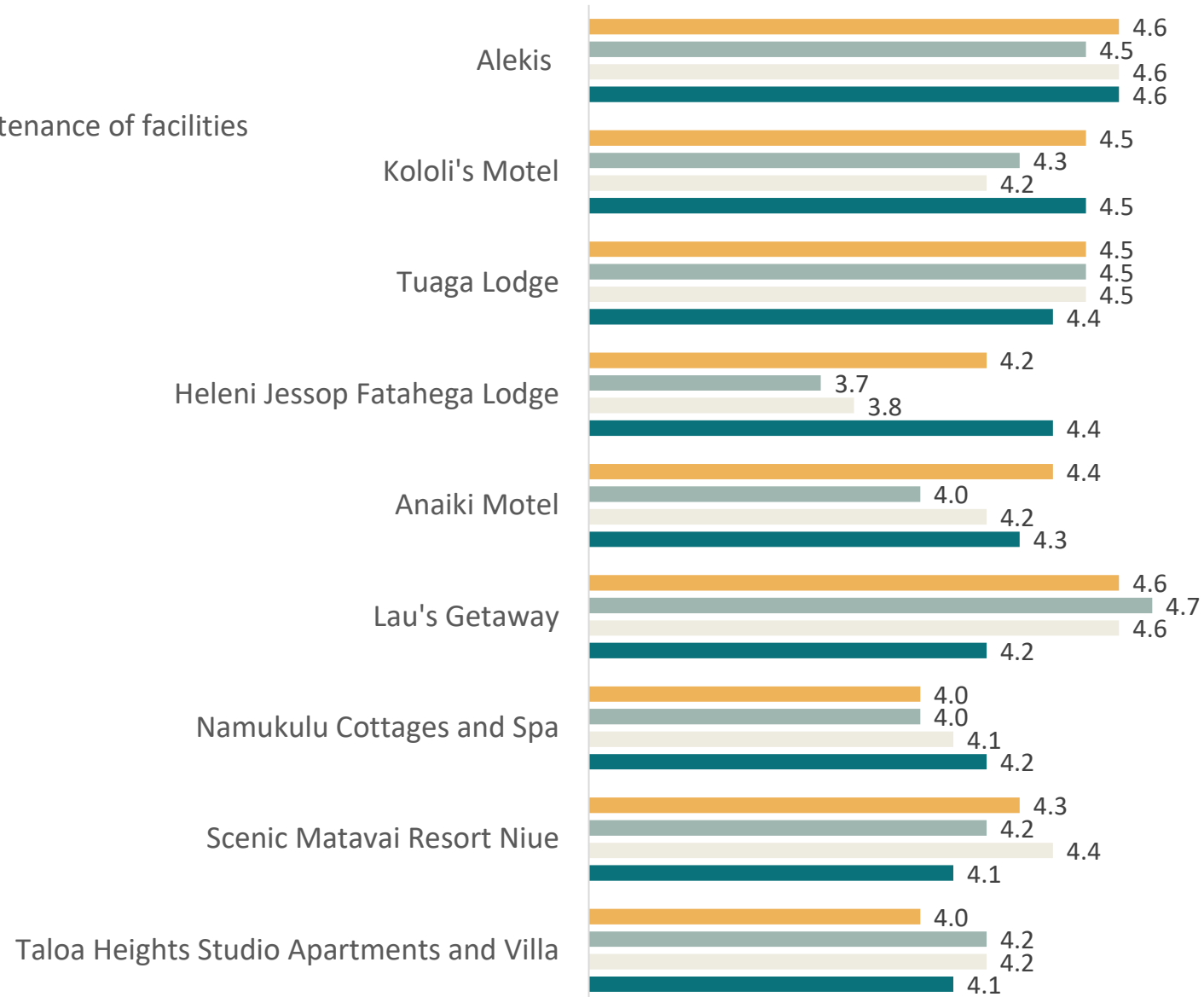
Satisfaction with Accommodations

■ Level of service

■ Quality, availability and maintenance of facilities

■ Health and safety measures

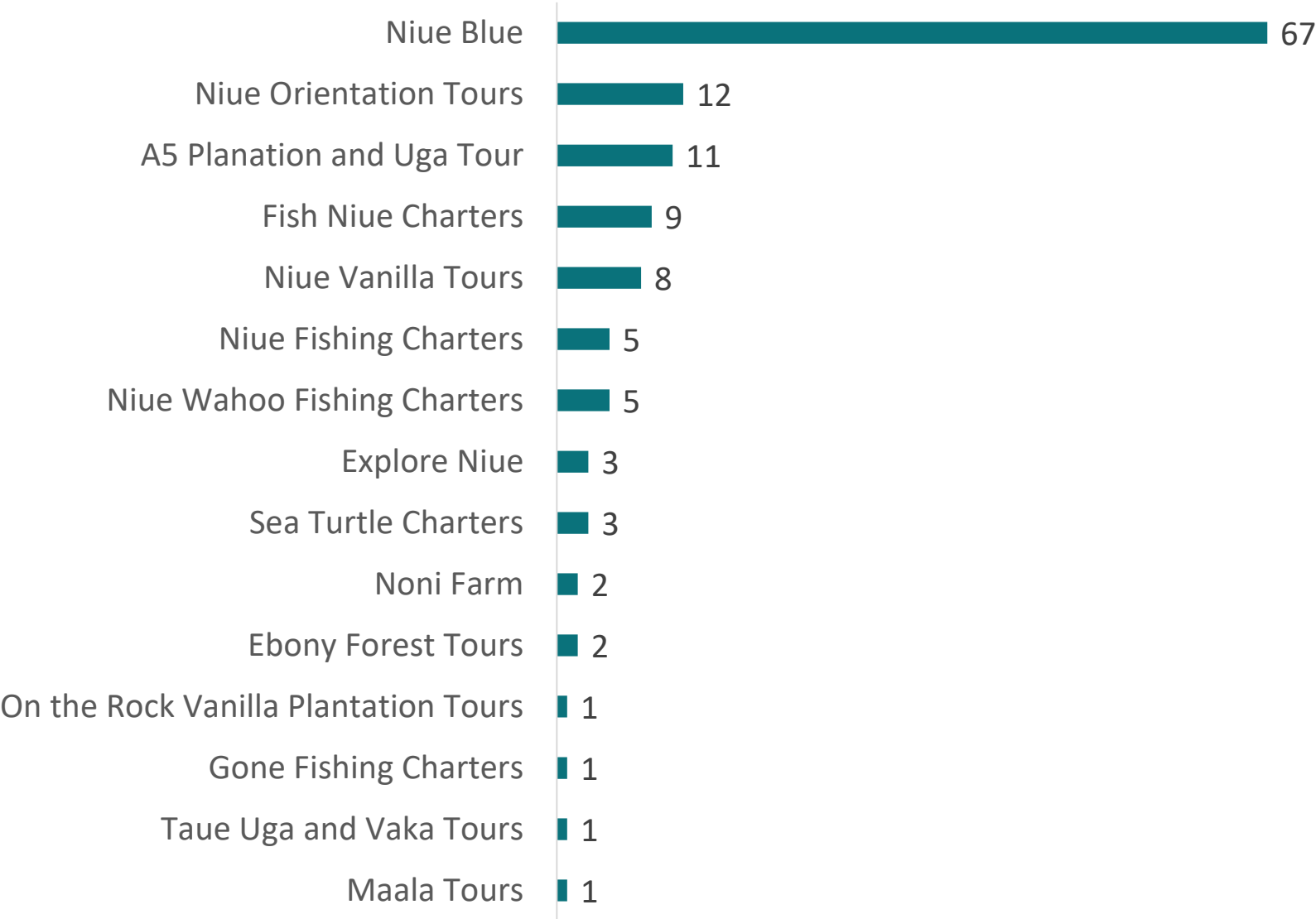
■ Overall value for money



Scale: 1=Very dissatisfied 5=Very satisfied

Note: Accommodations with 20 or more respondents were chosen for analysis.

Top 15 Tours Participation

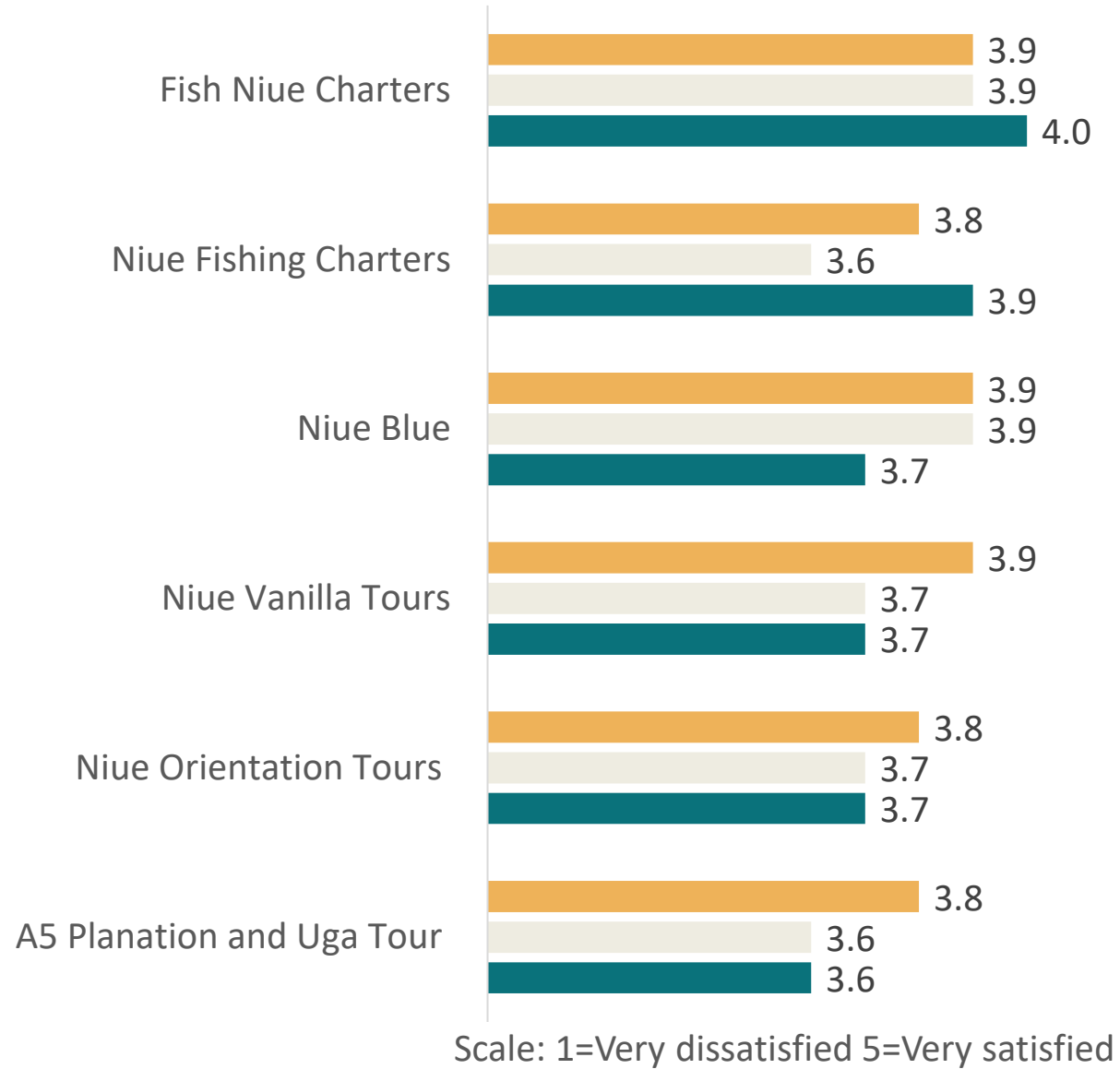


Share of visitors (%)

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

Satisfaction with Tours

- Level of service
- Health and safety measures
- Overall value for money



Report Structure



Visitor Profile



Visitor
Characteristics
& Preferences



Information &
Decision Making

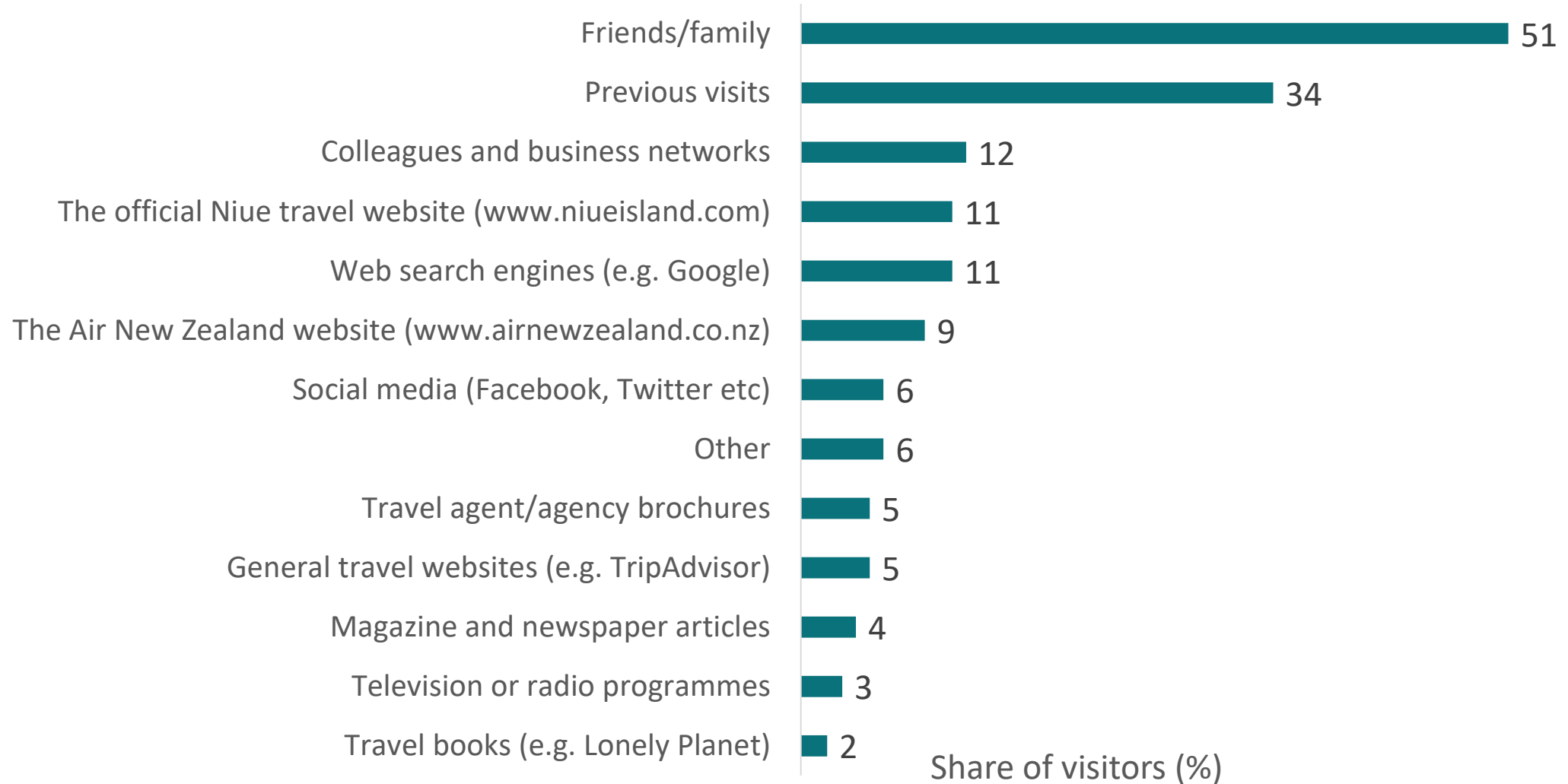


Visitor Spending
& Impact



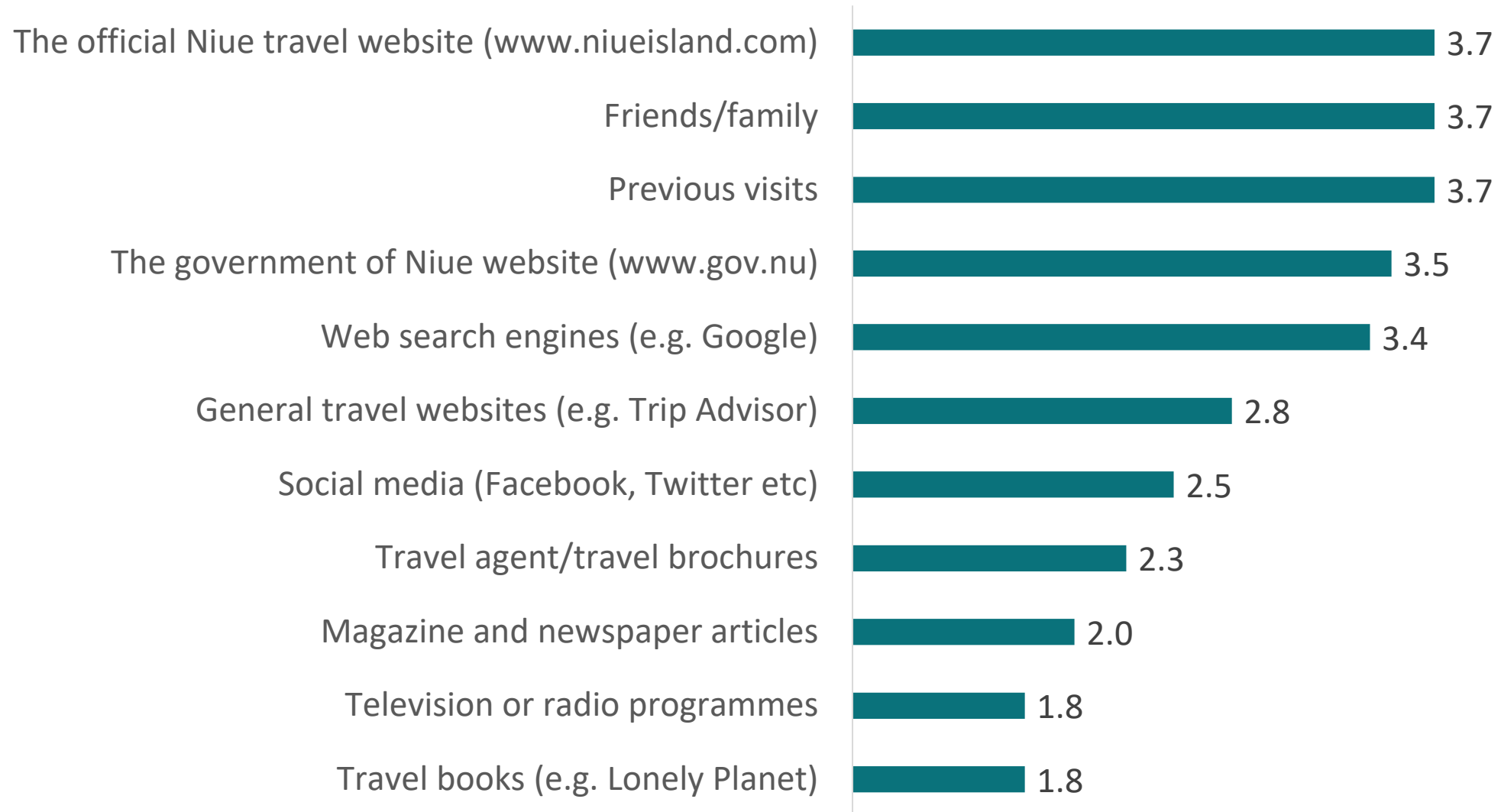
Visitor
Satisfaction

Information Source: How did you find out about Niue as a destination?



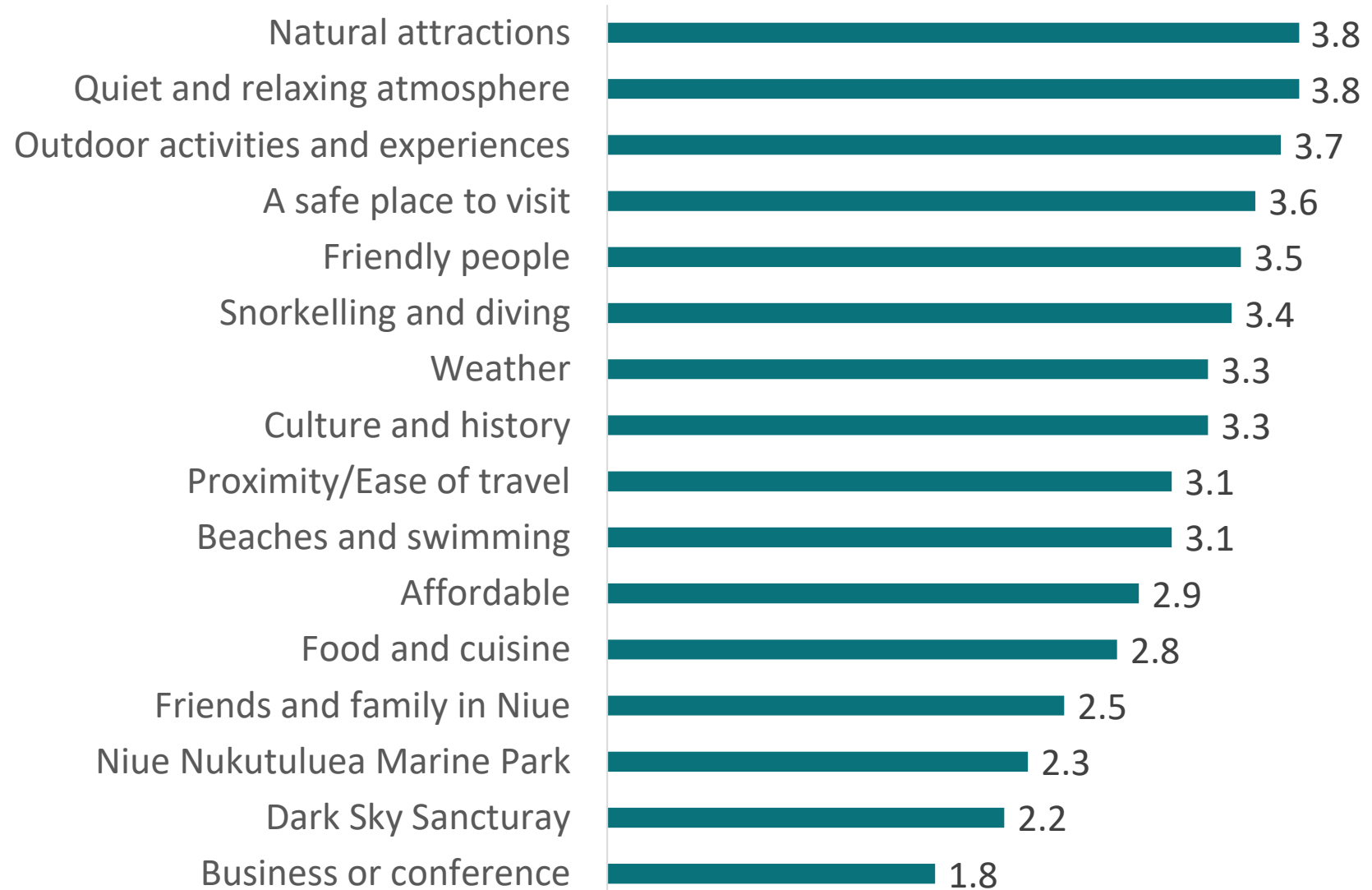
Note: Multiple responses, therefore total does not add up to 100%

Information Source: How important was the information source when planning your trip?



Scale: 1=Extremely not important to 5=Extremely Important

Influential Factors to Travel to Niue



Scale: 1=Extremely not important 5=Extremely

Purchasing of Travel



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

Report Structure



Visitor Profile



Visitor
Characteristics
& Preferences



Information &
Decision Making

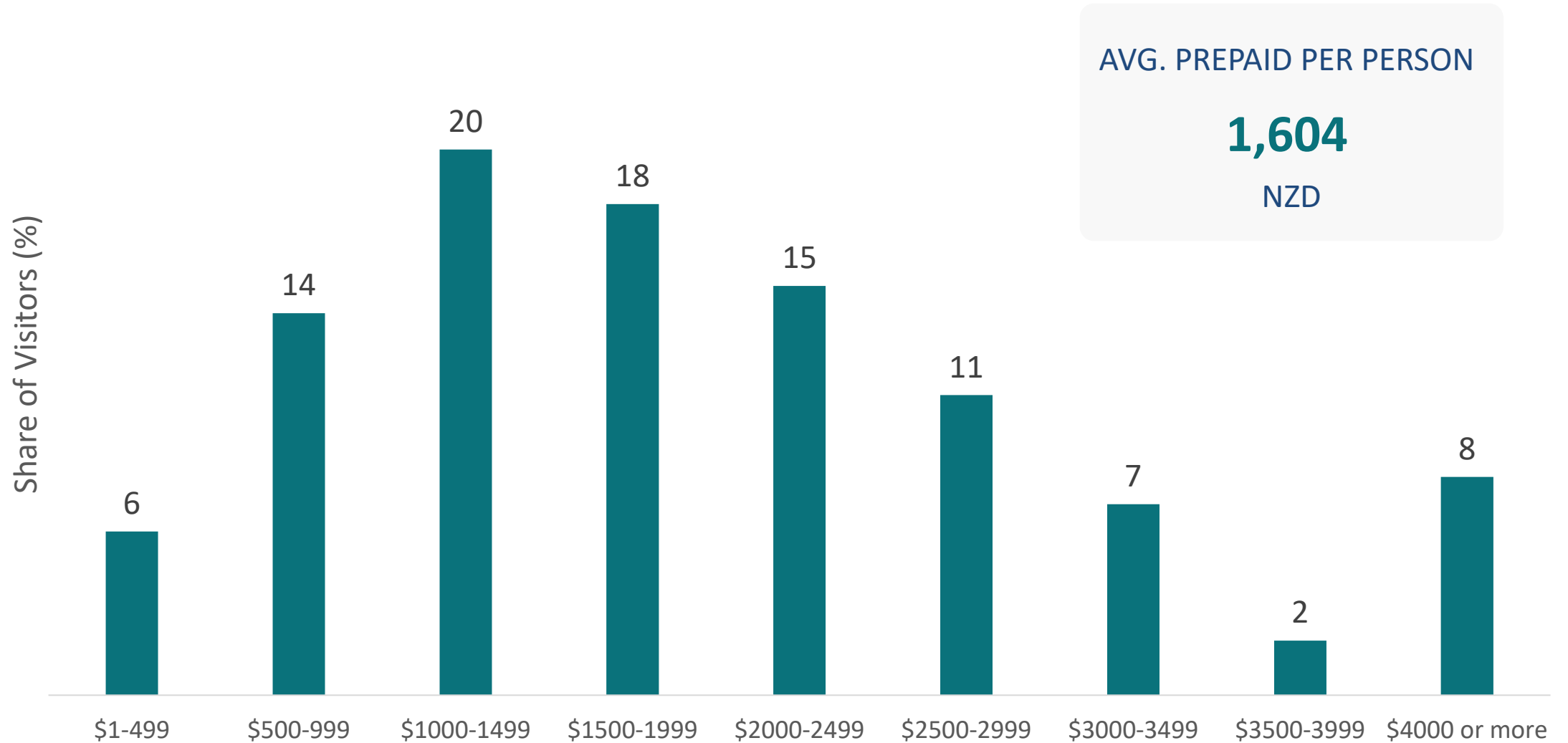


Visitor Spending
& Impact



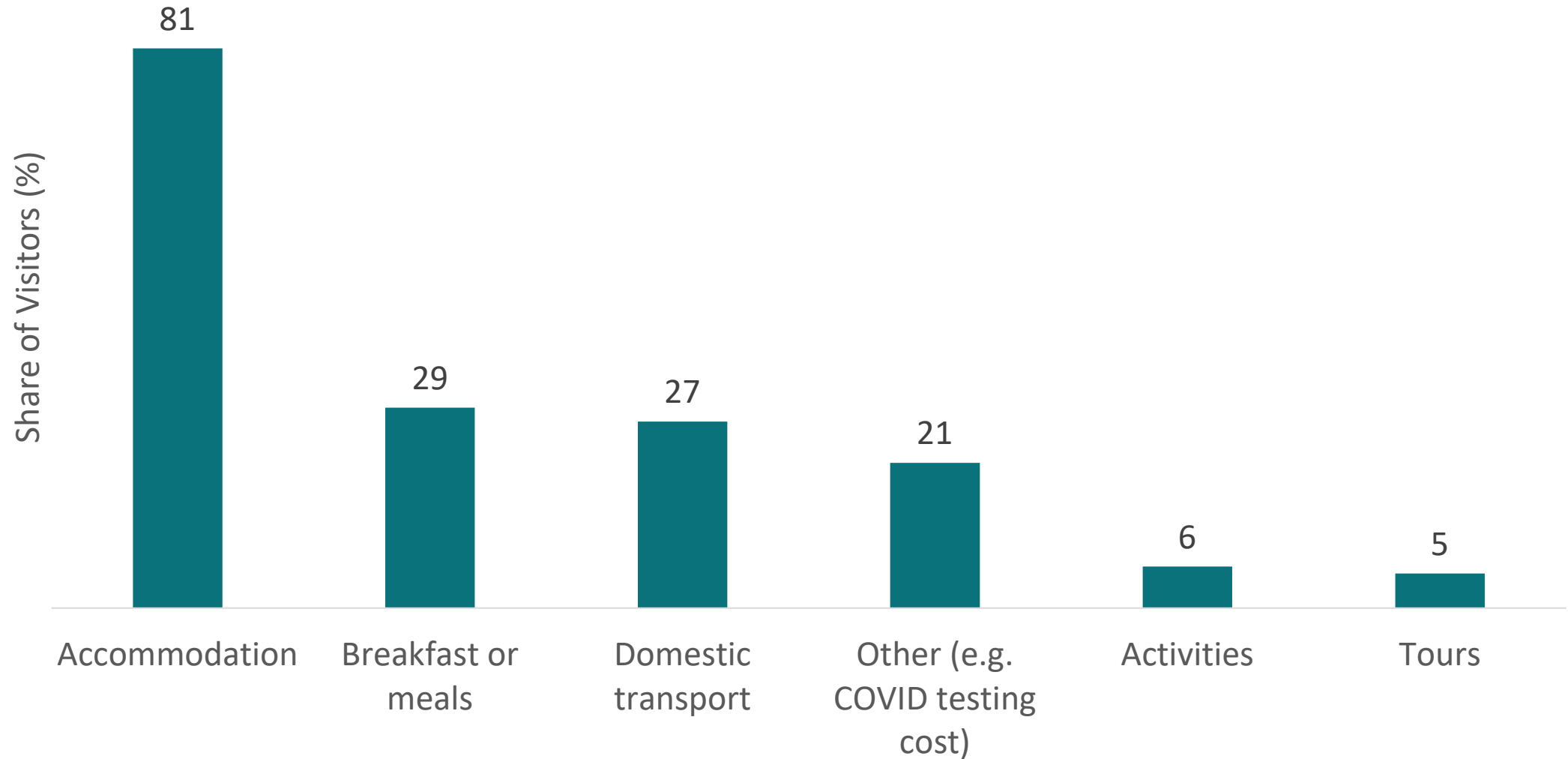
Visitor
Satisfaction

Prepaid Expenditure



Note: NZ dollars.

Prepaid Items



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

In-country Spend Per Person Per Day While in Niue

	IN-COUNTRY SPEND	
	<u>Per Person Per Day</u>	<u>% of sector</u>
Accommodation	37	29
Restaurants, Cafes & Bars	24	19
Activities (e.g. water sports, sightseeing)	12	9
Vehicle Rental	11	9
Domestic flights	10	8
Petrol	9	7
Groceries	8	7
Shopping (e.g. souvenirs, clothes)	5	4
Other	3	3
Donations	3	2
Internet cost	2	2
Local arts and crafts	2	1
Services (e.g., massages/hairdressing)	1	0
TOTAL	NZD 127	100

Economic Impact – Per Person and Total in NZD

ALL VISITORS JUL 2022-JUN 2023

Average Spend Prior to Arrival

Per Person Per Trip

1,604 ▲ 20% increase from Apr 2019-Mar 2020

Flowing into local economy rate – estimated

40%

Per Person Per Trip

630 ▲ 20% increase from Apr 2019-Mar 2020

Per Person per Day

70 ▲ 6% increase from Apr 2019-Mar 2020

Average Local Spend

Length of Study (nights) - mean

9 nights

Per Person Per Trip

1,143 ▲ 32% increase from Apr 2019-Mar 2020

Per Person per Day

127 ▲ 18% increase from Apr 2019-Mar 2020

Total Economic Impact-Per Trip

1,773 ▲ 27% increase from Apr 2019-Mar 2020

Total Economic Impact-Per Day

197 ▲ 13% increase from Apr 2019-Mar 2020

Report Structure



Visitor Profile



Visitor
Characteristics
& Preferences



Information &
Decision Making



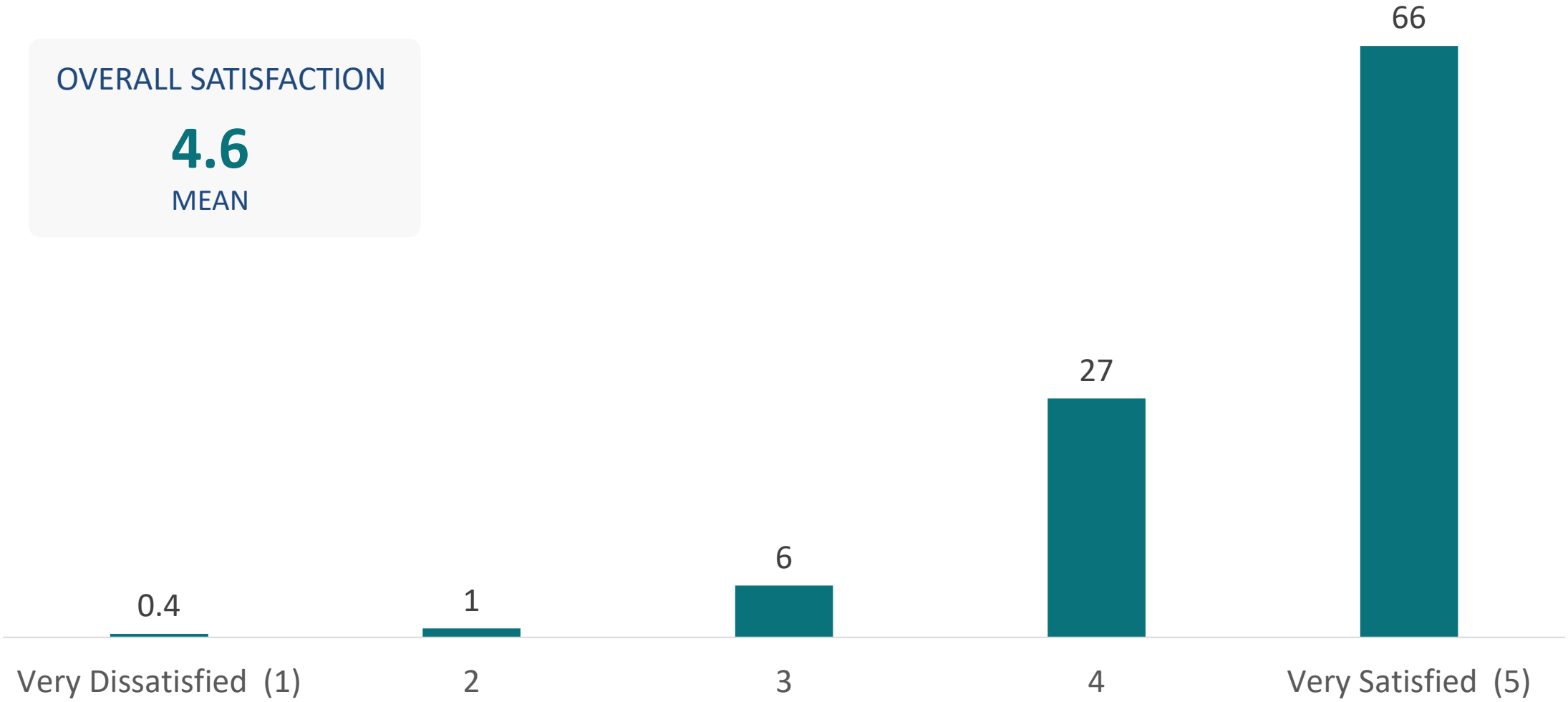
Visitor Spending
& Impact



Visitor
Satisfaction

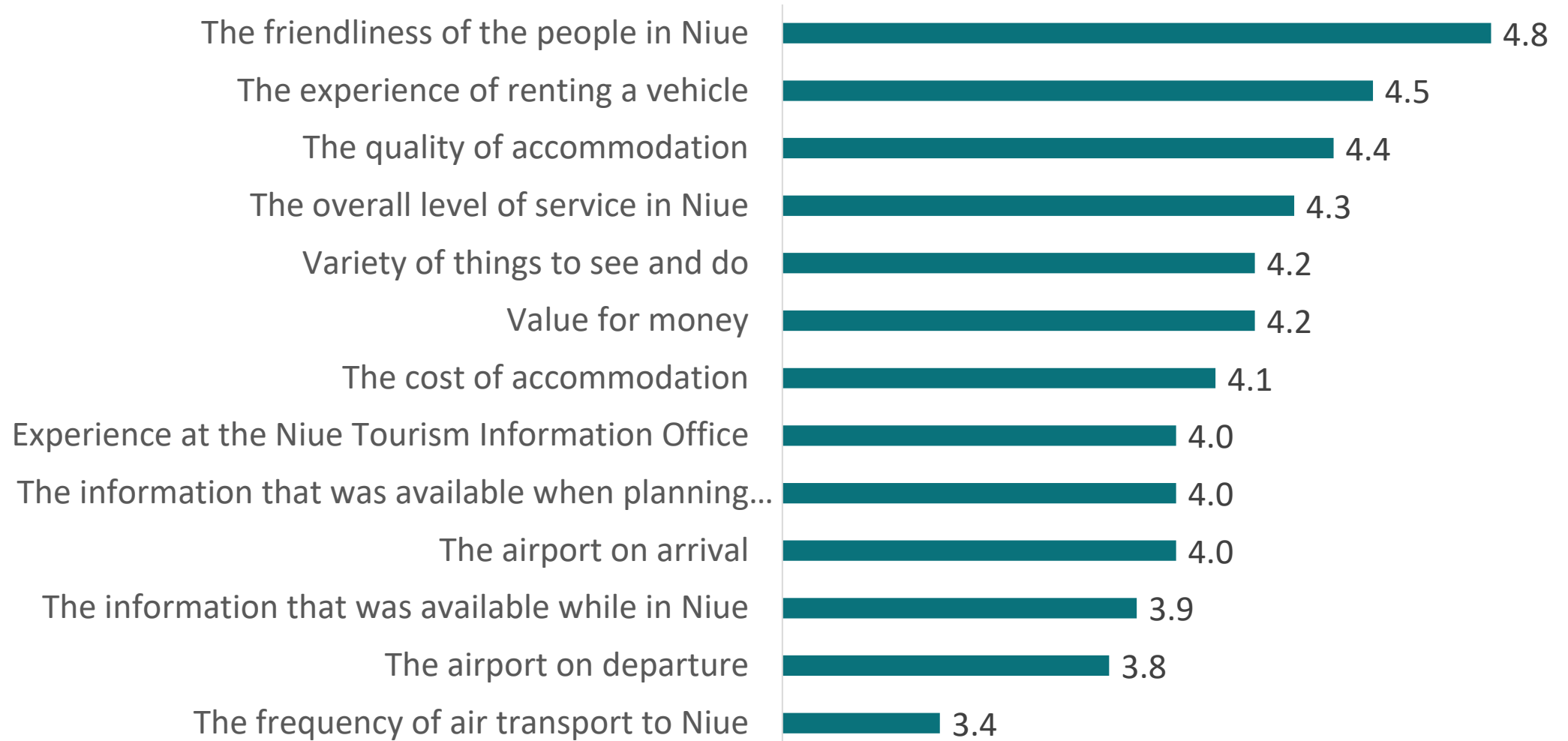
Visitor Overall Satisfaction

OVERALL SATISFACTION
4.6
MEAN



Note: Due to rounding, some totals do not sum to 100%

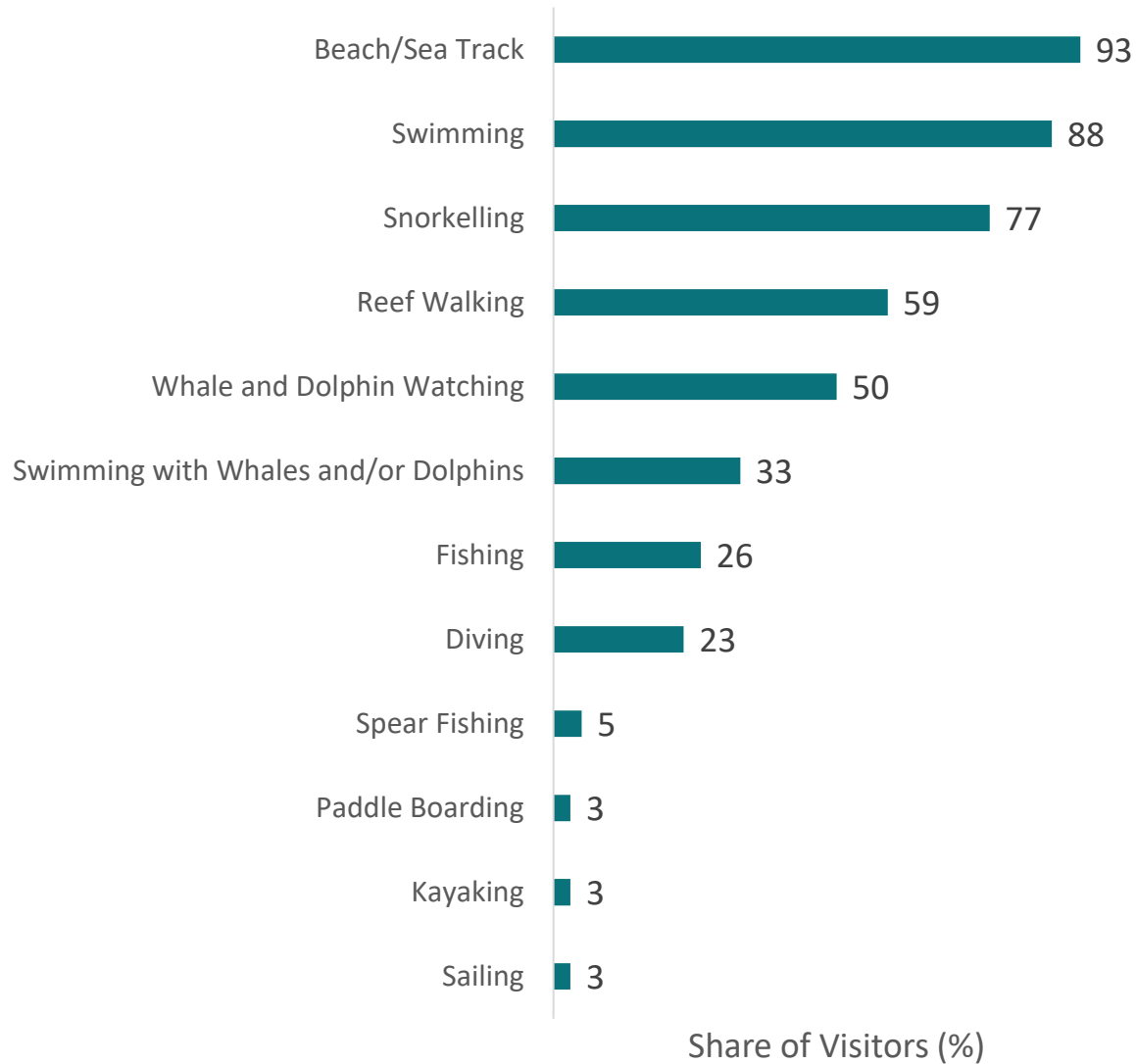
Satisfaction with Travel Experience



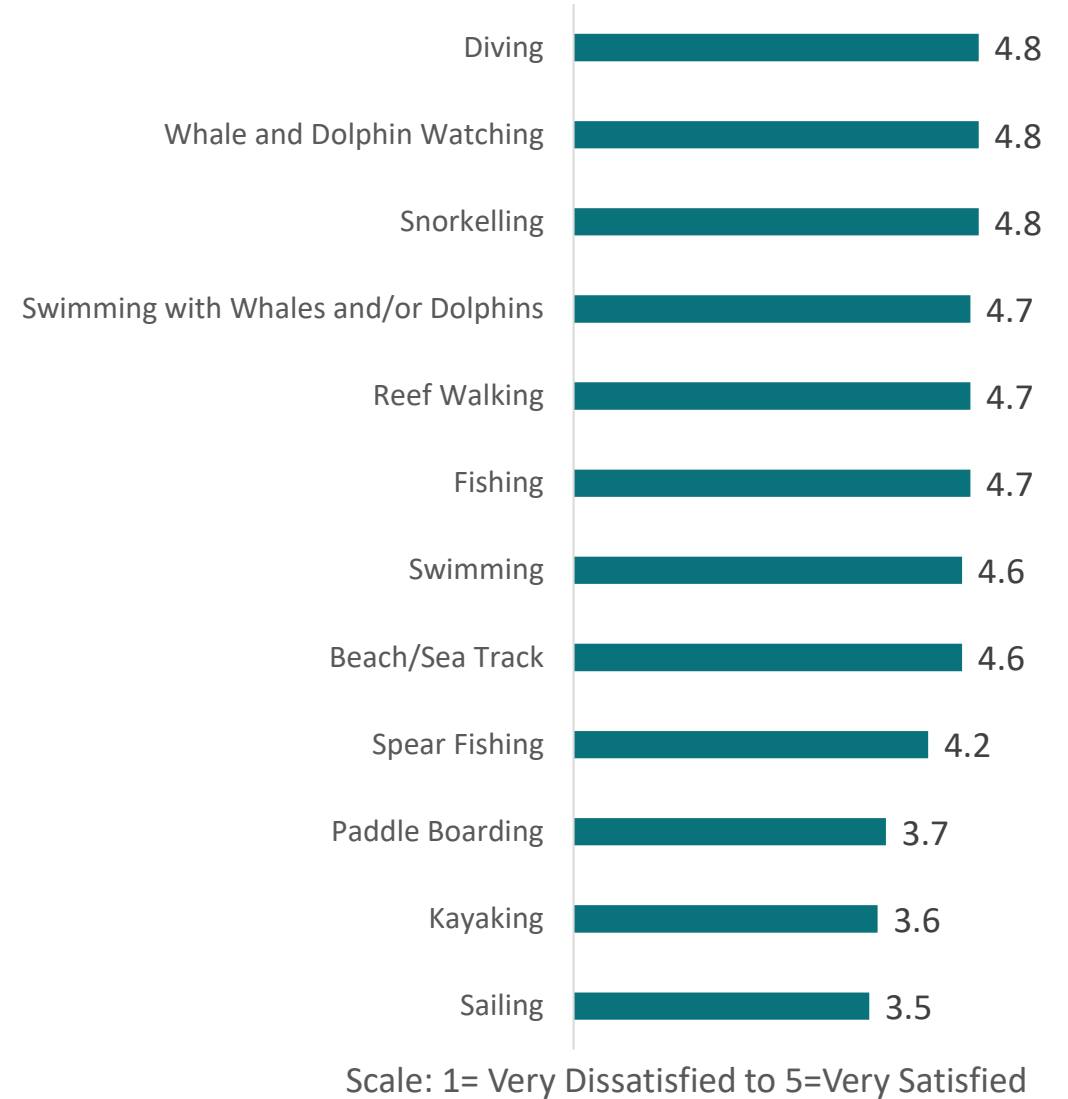
Scale: 1= Very dissatisfied 5= Very satisfied

Water-based Activities

Water participation

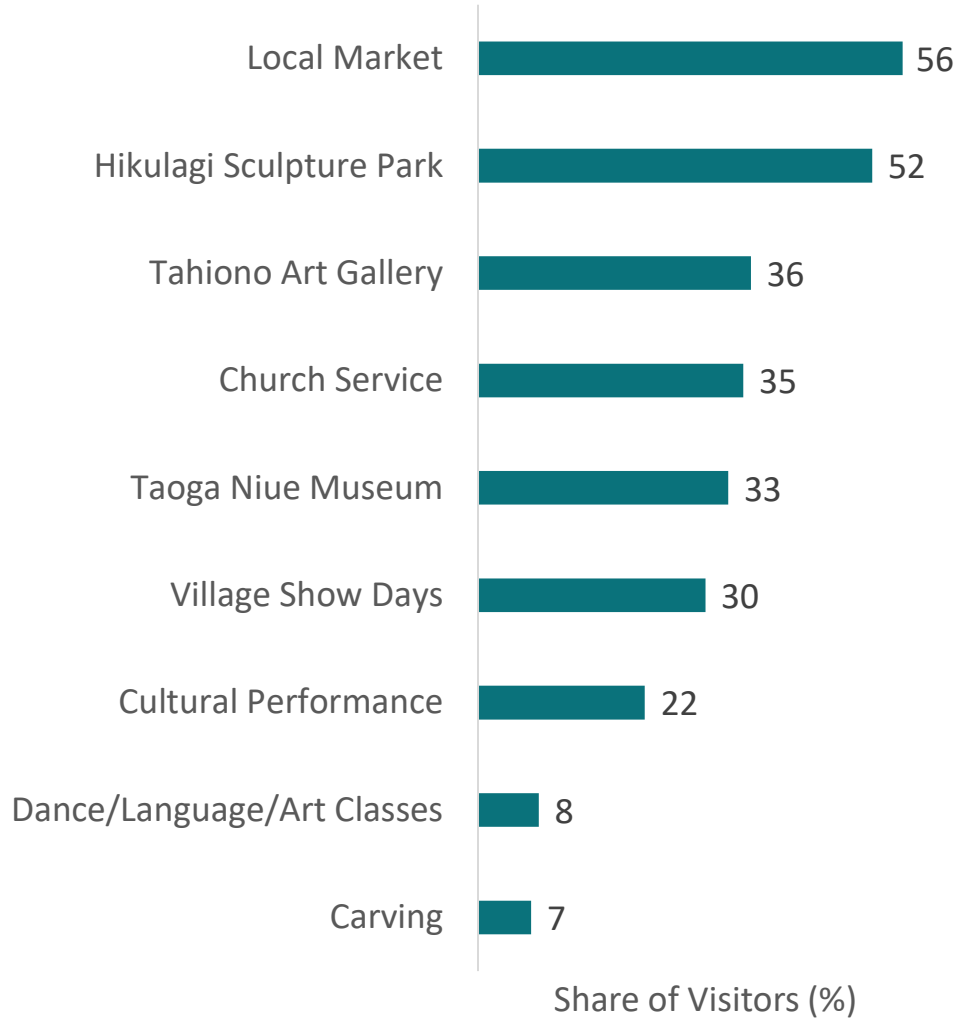


Satisfaction

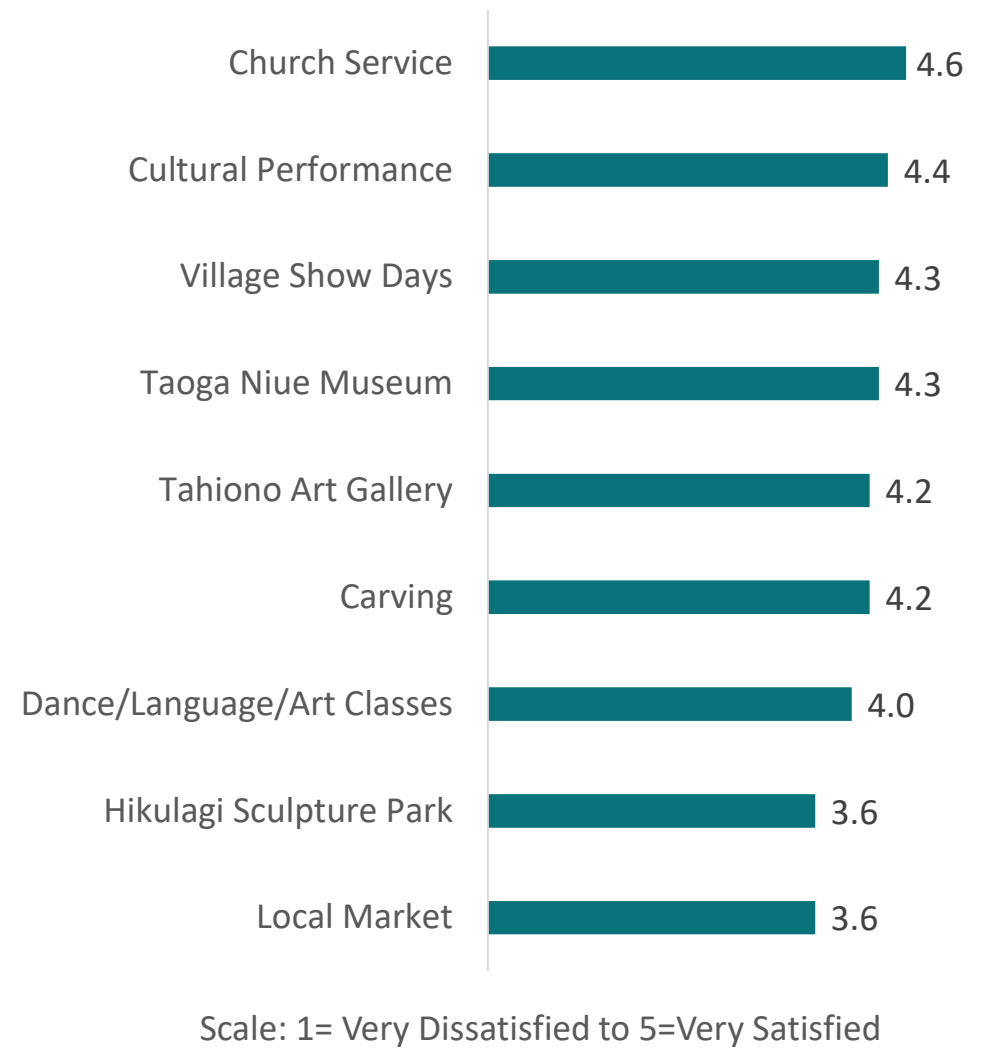


Arts and Cultural

Participation



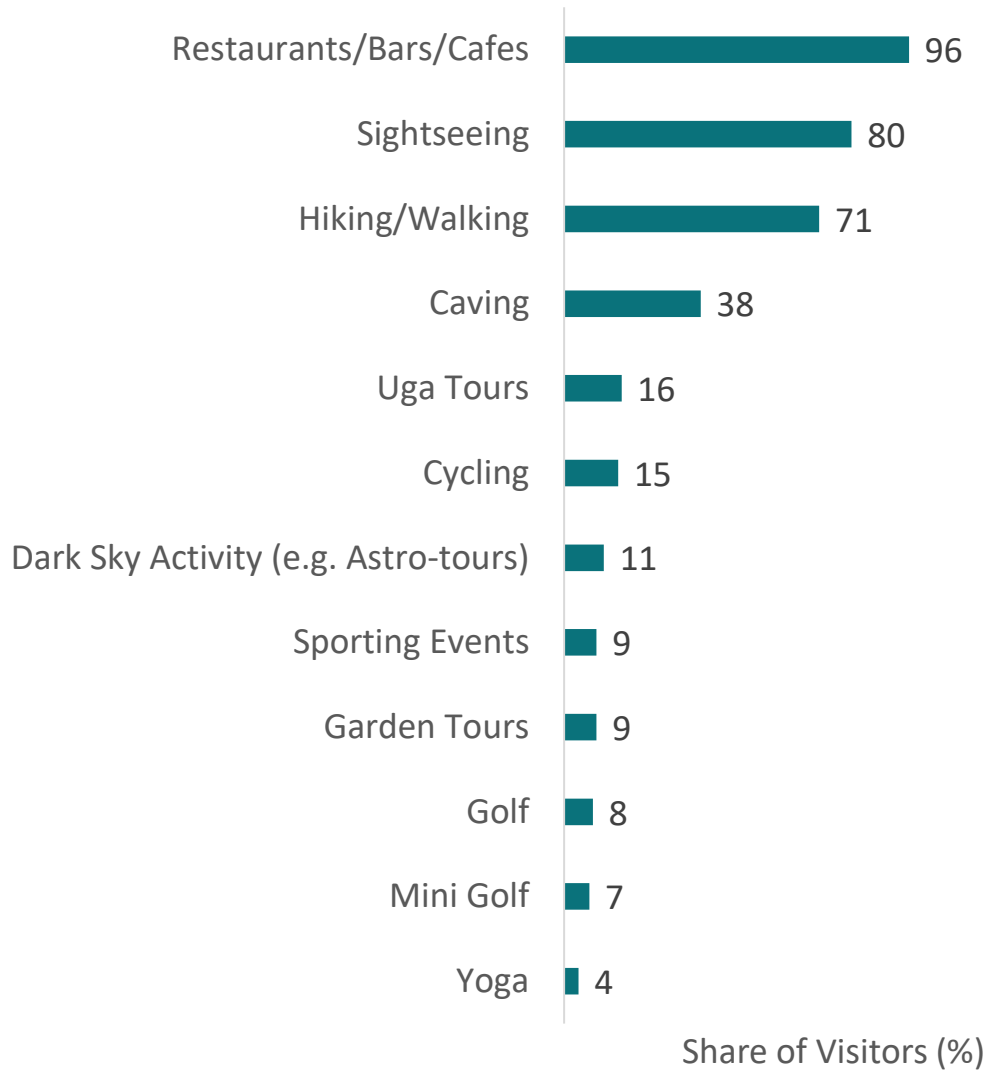
Satisfaction



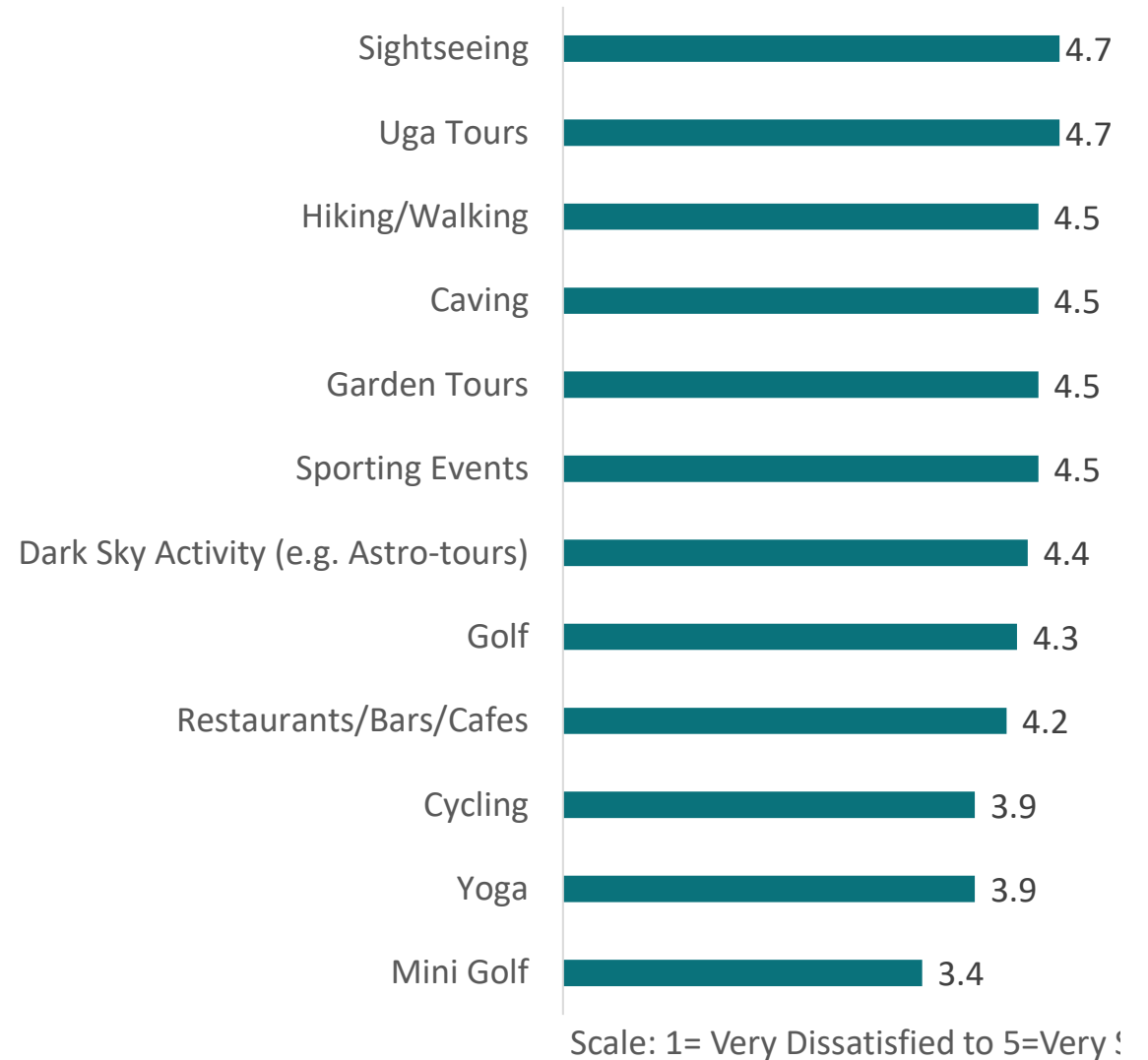
Note: Multiple responses, therefore total does not add up to 100%

Land-based Activities

Participation



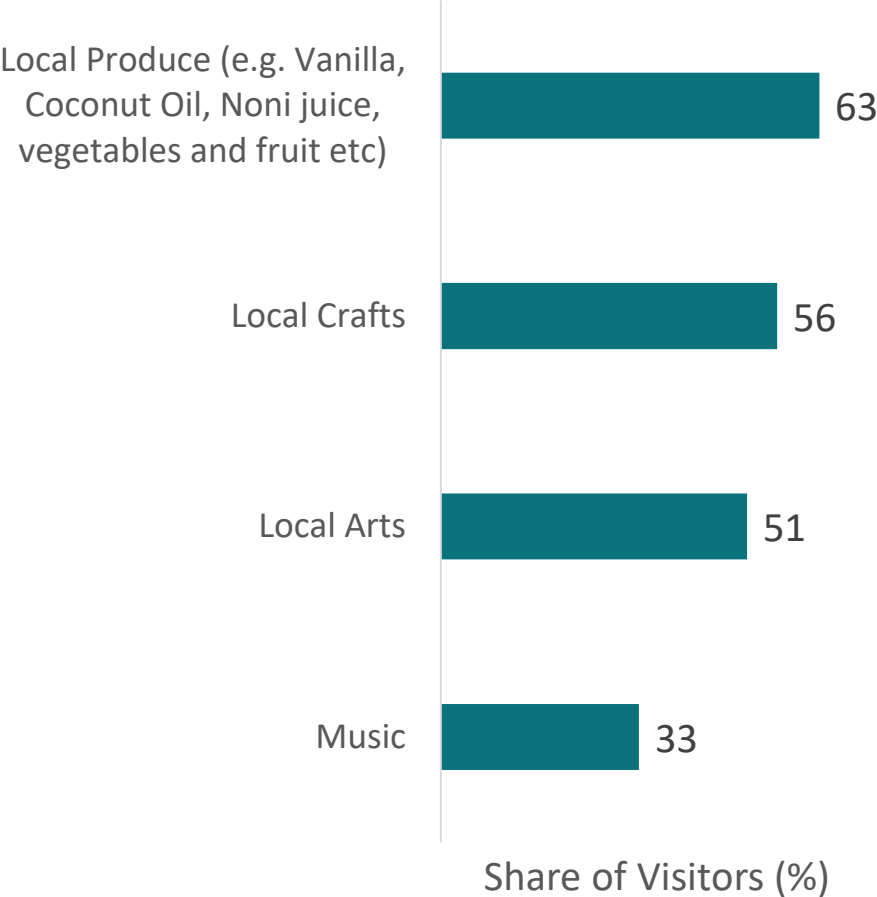
Satisfaction



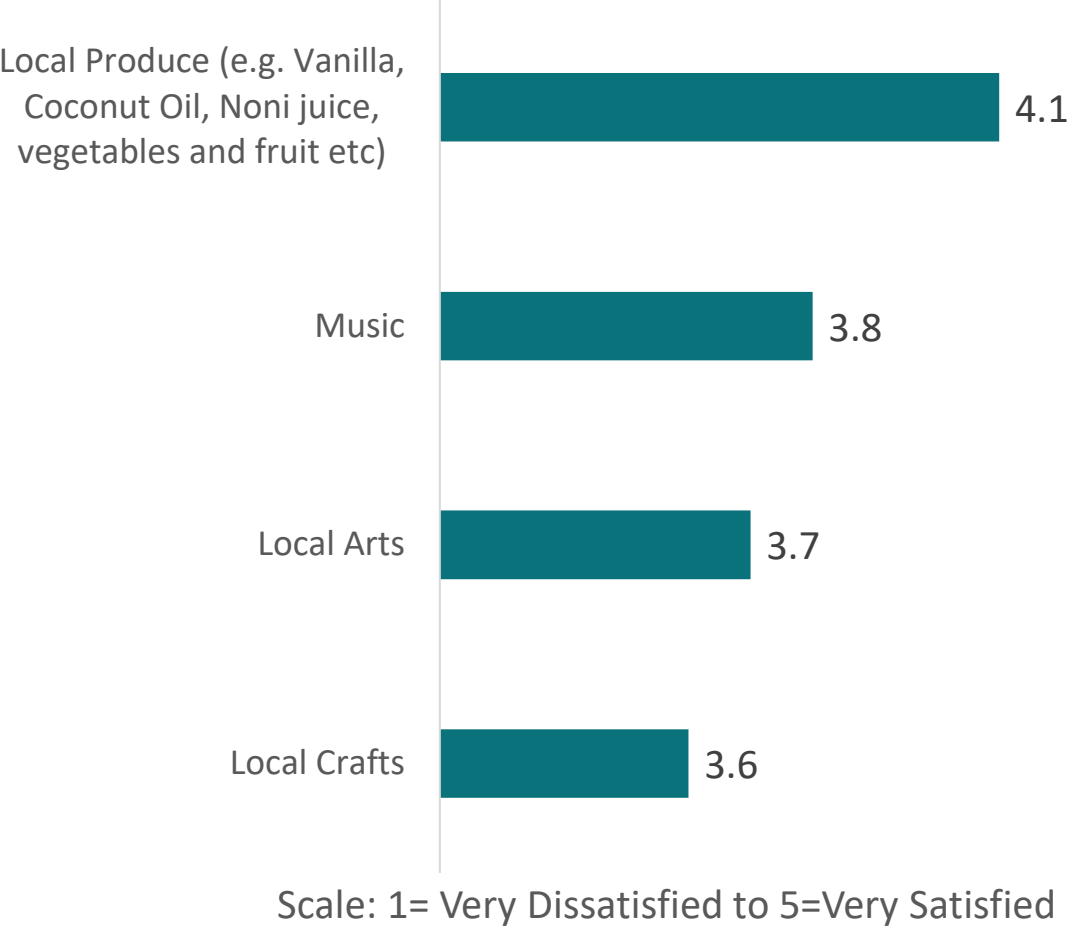
Note: Multiple responses, therefore total does not add up to 100%

Shopping Activities

Participation

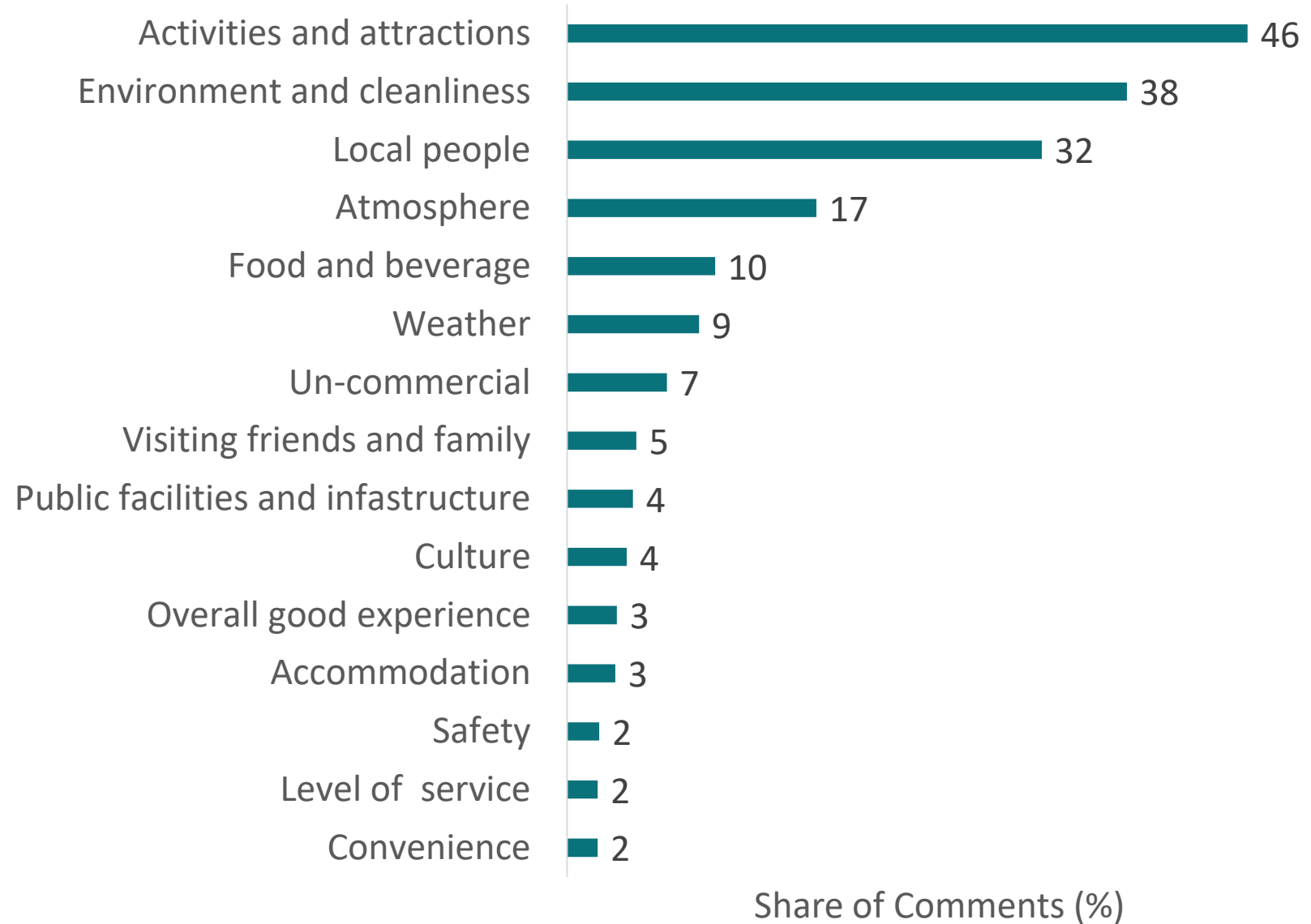


Satisfaction



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

Most Appealing Aspects



Note: Total response N=926. Multiple response analysis, so total does not add up to 100%

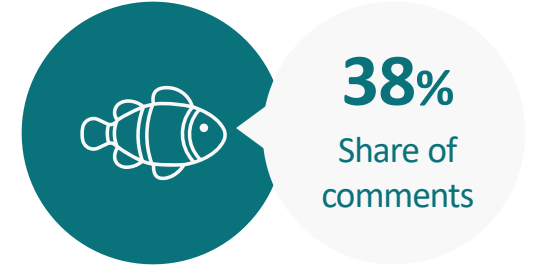
Most Appealing Aspects – Activities and Attractions



46%
Share of
comments

- + Outdoor activities.
- + The beautiful sea tracks.
- + Sightseeing, hikes, uga catching.
- + The Caves, Chasms, pools, the Taoga Niue Museum.
- + Nature, landscapes, beautiful diving activities, night sky, caves, forest trails, relaxation, tranquillity.
- + We loved John's cocktail bar and enjoyed Thursday night at Vaiolama. We also had a great morning fishing with BJ.
- + The diving and snorkelling was amazing! So much abundance and life and great to be able to access these right from the road by all the reefs and sea tracks.
- + The snorkelling and swimming. Most beautiful I've ever seen and being able to swim with all the sea life was amazing. 10/10 recommend it to everyone I've talked to about our trip since.

Most Appealing Aspects – Environments and Cleanliness



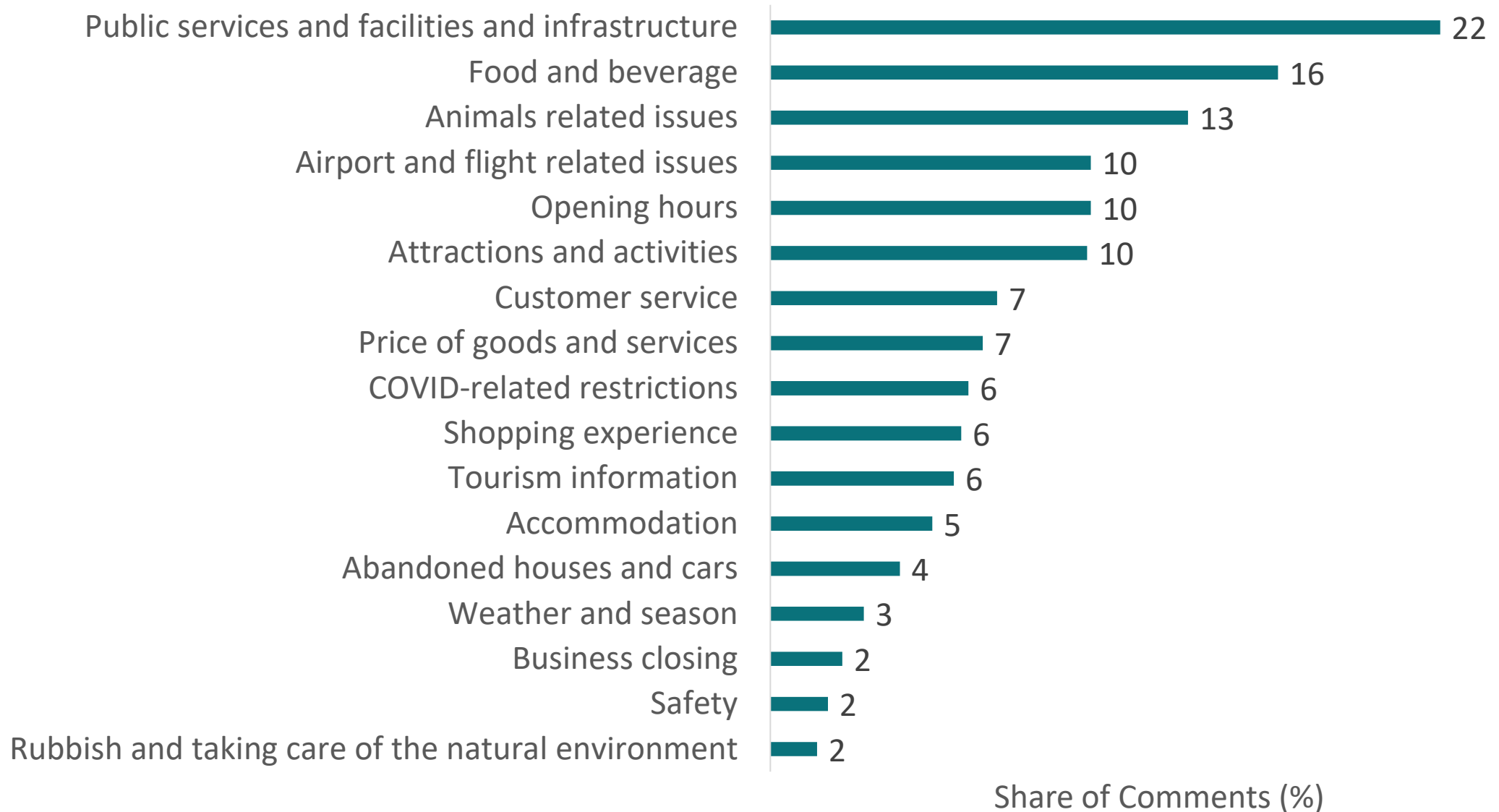
- + How green n lush the vegetation was.
- + Cleanliness fresh air clean living waters.
- + The greenery around the whole Island. The cleanliness of the whole Island.
- + Water and the marine life. Snorkelling in beautiful crystal clear water was amazing.
- + Generally, a beautiful Island with spectacularly clear water for swimming and snorkelling.
- + The gorgeous and untouched landscapes/beaches and friendliness of Niuean people.
- + General landscape, including clarity of water, extraordinary rocks and beautiful forest.
- + The variety of natural environmental sites, the clarity of the seawater. The conservation efforts (new marine reserve!) and environmental awareness.

Most Appealing Aspects – Local People



- + The smiling people.
- + The people - lovely and friendly.
- + People were happy friendly and helpful.
- + Having been many times, it is the people!
- + Their Hospitality, their friendliness, love and open arms, giving us food for free.
- + The kindness of the people. The invitation to church and a personal reunion celebration in TMK.
- + Friendliness of the people. Reminds me of Fiji in the 1980s and 70s. Everyone knows everyone and take the time to say hello and wave.
- + The people. So friendly and helpful and welcoming. The abundance of coconuts and pawpaw. The police and in particular chief of police - most helpful.

Least Appealing Aspects



Share of Comments (%)

Least Appealing Aspects - Public Services and Infrastructure



- + Availability of public Wi-Fi.
- + Getting ripped off at the gas station.
- + You really need a rental car, there are no buses.
- + Would be good if there was a coin/card operated laundry facility in main shopping centre area.
- + Not being able to use roaming on my phone was extremely frustrating. It is the main reason I wouldn't recommend people visit Niue.
- + The bush walk -Vinevinetrack (spelling) poorly signposted and maintained.
- + The potholes and lack of signage on some of the sea tracks. You can't even find the way to the track as it was literally hidden by overgrown bush and not really visible.
- + Potholes on the road, no marked roads, no signs of destination in each village. Crossroads were confusing, no street lights for night driving.

Least Appealing Aspects – Food & Beverages



- + Lack of available food in the supermarkets.
- + Unavailability of snacks on the island, e.g. potato chips, drinks.
- + Lack of variety in food and few restaurant options available. We largely consumed frozen seafood that was sourced from Fiji at the accommodation we picked (Scenic Matavai).
- + Food availability and quality, I wasn't expecting resort-like service, but half the places do not function or open without any regard to schedules, or can only serve you a third of their own menu, or rats walk around their kitchen in plain sight! (not a joke).
- + Not much variety in food. Not as much seafood available as I was expecting. Service at the hotel wasn't great with many little misunderstandings regarding bookings we wanted to make (diving, fishing) and errors in what we ordered at the restaurant to what we got given.
- + Not knowing what was on offer, as an example I had money to spend on local cuisine and trinkets, however the cafes listed on the booklet that stated they were open didn't reflect what the actual openings were, I felt the main tour operators only focused on the main hotel guest and not on the others guest staying in villas.

Least Appealing Aspects – Attractions and Activities



- + Not enough tours on offer.
- + Visiting/buildings were closed.
- + Less cultural food and activities to participate in.
- + The potholes and lack of signage on some of the sea tracks. You can't even find the way to the track as it was literally hidden by overgrown bush and not really visible.
- + The inability to swim in about 5-6 swimming spots due to the 3-4 month Kaloama (goat fishing season). This was not really advertised prior to travel nor on the tourism website before we flew.
- + many beaches and accesses to the sea were not accessible because of the Kaloama season. I was only able to snorkel and swim a couple of times in a week.
- + It was hard to visit some of the best beaches due to the goat fish breeding season. We totally respect and appreciate that but it meant we did not see as much of the beaches as we might have. Also I misjudged the tides and got cut up on the volcanic rocks when caught by a rouge wave while snorkelling so that added some adventure to my holiday.

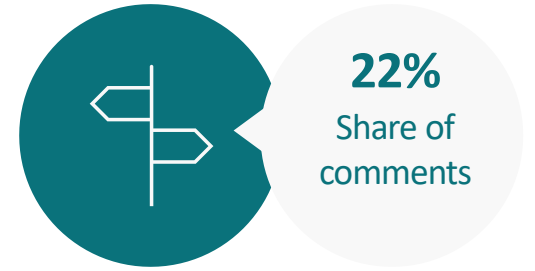
Suggestions for Improvement



Share of Comments (%)

Note: Total response N=535. Multiple response analysis, so total does not add up to 100%

Suggestions for Improvement - Public Services and Infrastructure



- + Roads and safety lights for night drivers.
- + Better island-wide internet/Wi-Fi coverage.
- + Better Internet and mobile phone services.
- + Every other country in the Pacific has international roaming, except for Niue.
- + Better roads and better signage on some of the longer walks such as to Toga Chasm.
- + Less potholes in roads - not looking for sealed highways but state of repair poor in places.
- + Every other country in the Pacific has international roaming, except for Niue. Better island-wide internet/wifi coverage.
- + Needs to have lights on the road, very dark and scary for us visitors to travel around in the Island during night time.

Suggestions for Improvement - Food and Beverage



- + More availability of groceries.
- + more healthy options for eating out.
- + More stalls at the market and more places to eat.
- + Food availability in supermarkets and alcohol.
- + Make it easier for visitors to access local foods.
- + Restaurants featuring local food eg coconut crabs.
- + Better options for food and mainly availability of Niuean seafood.
- + It was really disappointing the resort served tinned fruit instead of fresh tropical fruit.
- + Improve the restaurant at Matavai resort. Availability and consistency of information for tourists, we often got conflicting advice about what was open or available.

Suggestion for Improvement– Attractions and Activities



- + Sea tracks repaired.
- + More activities run by locals that give locals benefits.
- + Need more cultural experiences.
- + Just more tours on offer would be nice.
- + Dark sky tours! And replace the person at the visitor centre with a uga for better service.
- + More activities, I have rebooked 2 more flights this year to continue my travel experiences and have bought 3 other people with me on this holiday, to go whale watching.
- + Sea tracks needing cleaning overgrown with vegetations on some of them a notice in advance about the kaloama season not able to swim at the popular spots, car renting and accommodation information needing improves.

Suggestions for Improvement - Airport and Flight Related Issues

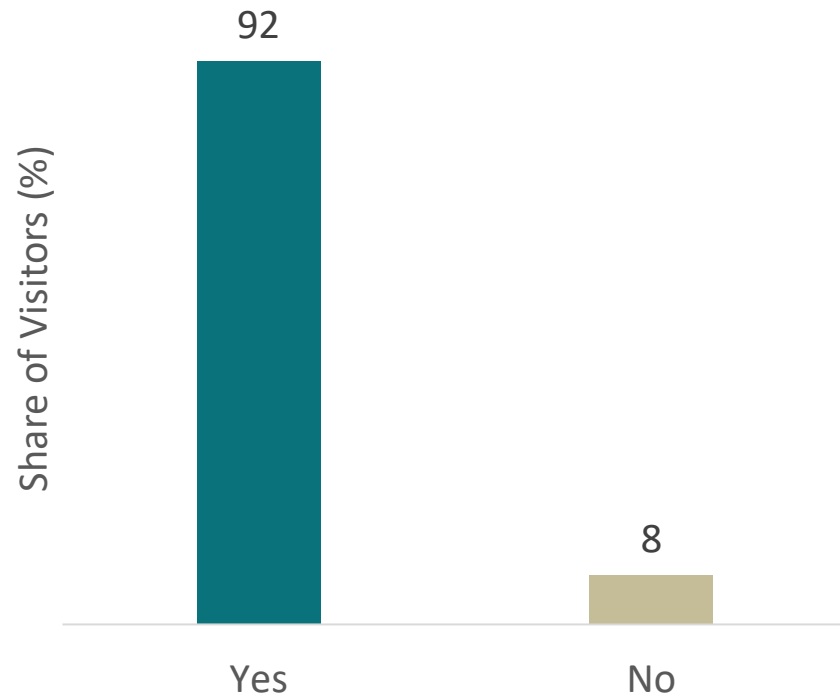


12%
Share of
comments

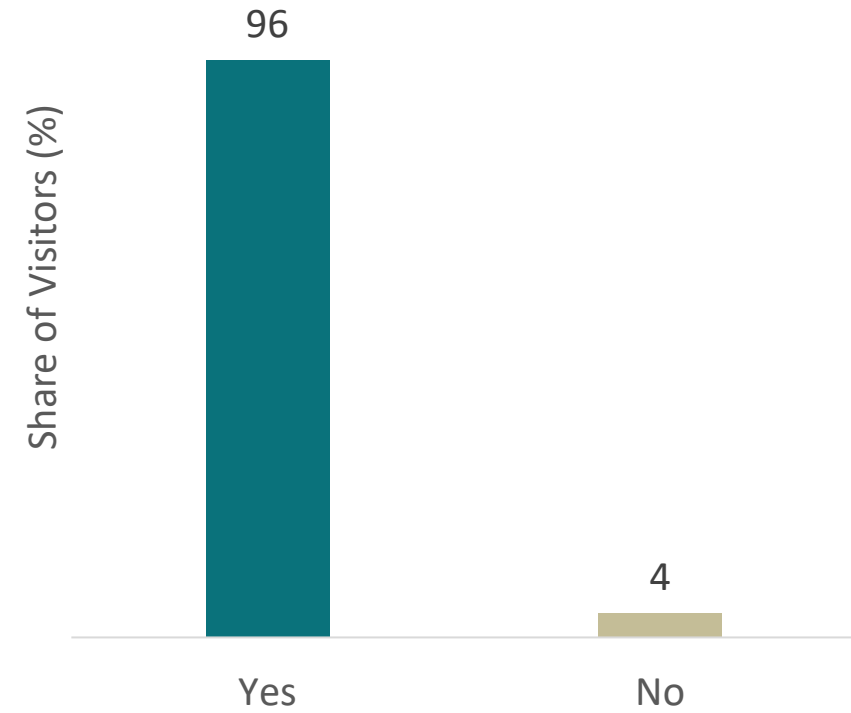
- + Faster check in processes at the airport.
- + Air Con in the arrivals hall at the airport!
- + Airport arrival and departure could be bit more efficient.
- + More frequent flights to Niue for short stays (2-3 days).
- + The departure was a nightmare stood in line for over two hours.
- + Frequent air travel and direct flights to other destinations instead of NZ only.
- + Affordable goods 2 flights a week maybe everything else is perfectly fine don't change Niue ever.
- + Cheaper flight costs. Its ridiculously high and is price gouging because there is no competition for Air New Zealand. Needs to be investigated by NZ Government. Extra weekly flight.

Future Motivations

Q Willingness to Return



Q Willingness to Recommend





NEW ZEALAND
FOREIGN AFFAIRS & TRADE
MANATŪ AORERE

AUT

Thank you

Authorship: B. Bai, D. Zhu, J. Yi, Vi. Tran, P. Kim and M. Orams