

# Niue Visitor Survey

October 2019 – March 2020



**AUT**



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



Government of Niue  
Ko e Fakatufono a Niue





# Respondents: October 2019 to March 2020



Total number of emails sent: **1,794**

CONVERSION RATE OF **28.8%**



Total number of responses: **517**



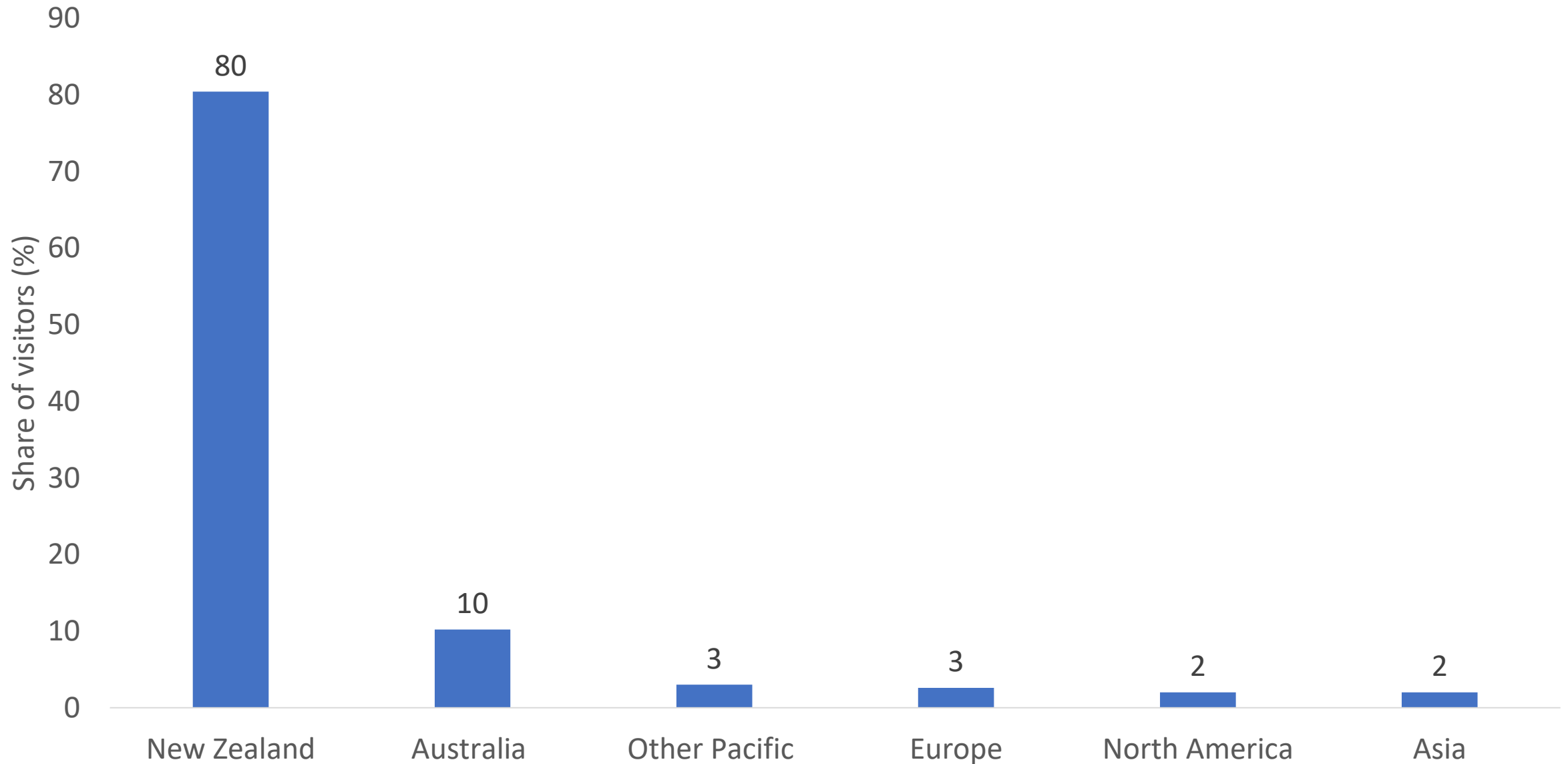
Responses cover a total of  
**928 adults** and **156 children**



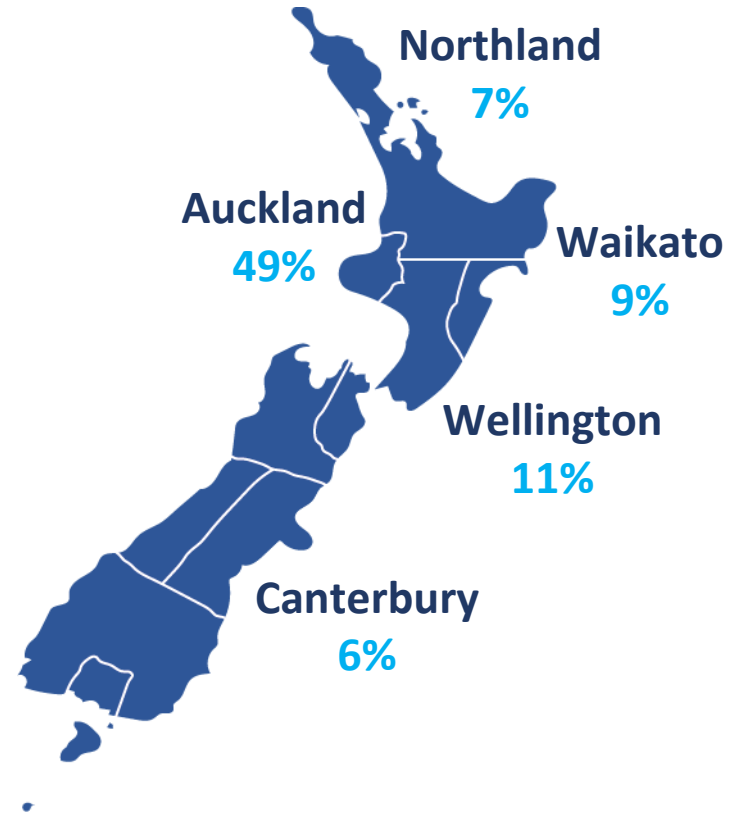
# The characteristics of visitors to Niue

Age, gender, education, country of origin, income, purpose of visit, travelling companions, number of previous visits, length of stay, type of accommodation, transport used, information sources, and purchasing behaviour

# Country of origin

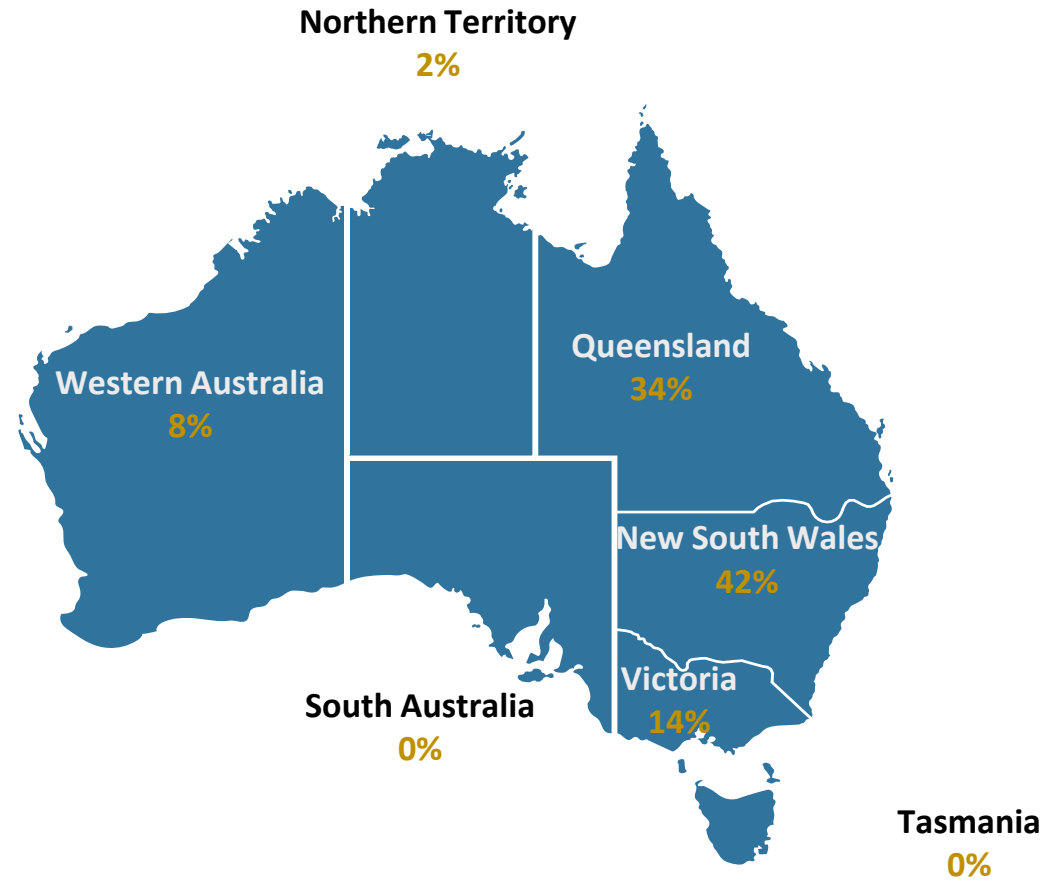


# New Zealand respondents



Auckland, Wellington, Waikato, Canterbury, and Northland make up **82%** of all New Zealand visitor arrivals

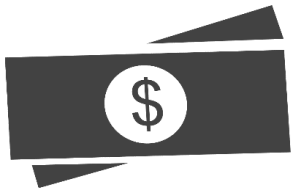
# Australian respondents



New South Wales, Queensland and Victoria make up **90%** of all Australian visitor arrivals

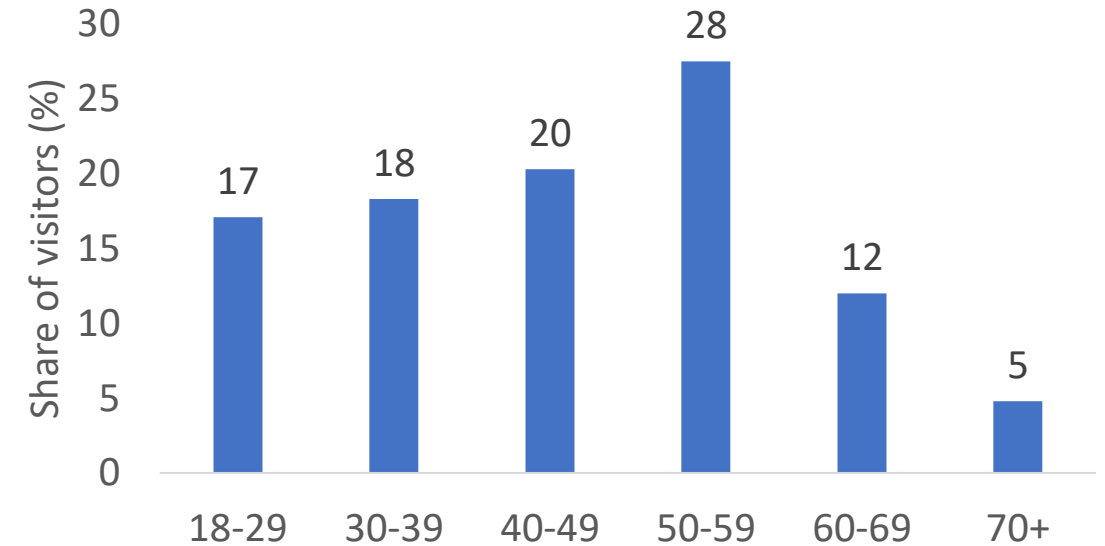
# Visitor characteristics

## Annual household income (NZ\$)



<b>18%</b>	Under \$50,000
<b>32%</b>	\$50,001 - \$100,000
<b>22%</b>	\$100,001 - \$150,000
<b>16%</b>	\$150,001 - \$200,000
<b>7%</b>	\$200,001 - \$250,000
<b>5%</b>	Over \$250,001

## Distribution of age

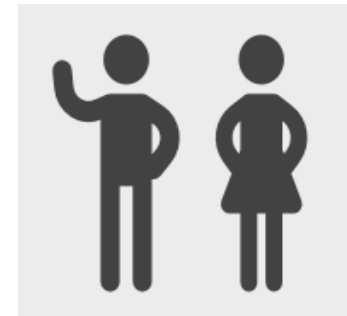


## Highest qualification



<b>71%</b>	Tertiary qualification
<b>22%</b>	High school qualification
<b>4%</b>	No formal qualification
<b>3%</b>	Other

## Gender



<b>61%</b>	Female
<b>39%</b>	Male

# Visitor characteristics

## Main Purpose of Visit



- 66%** Holiday
- 14%** Visiting friends or relatives
- 8%** Business or conference
- 2%** Special event- cultural
- 10%** Other

## Travel Companions\*



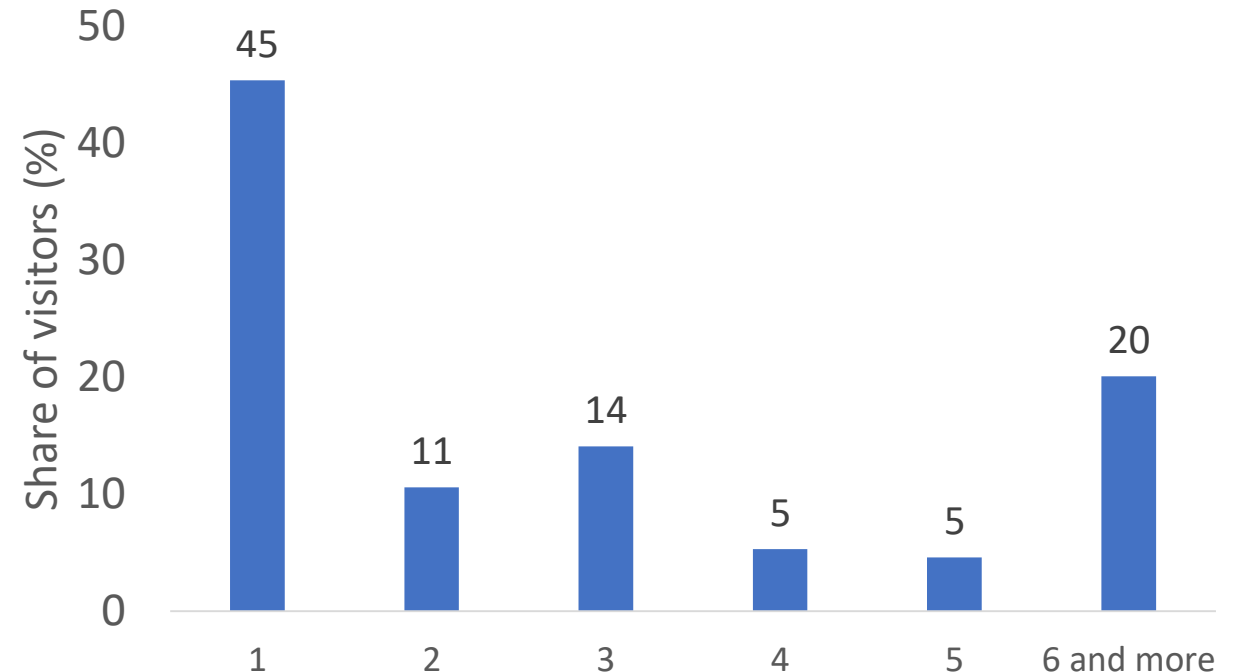
- 68%** Partner/Spouse
- 38%** Family group
- 21%** Friends

## Number of Companions



**88%** of visitors travelled to Niue with others, **12%** by themselves

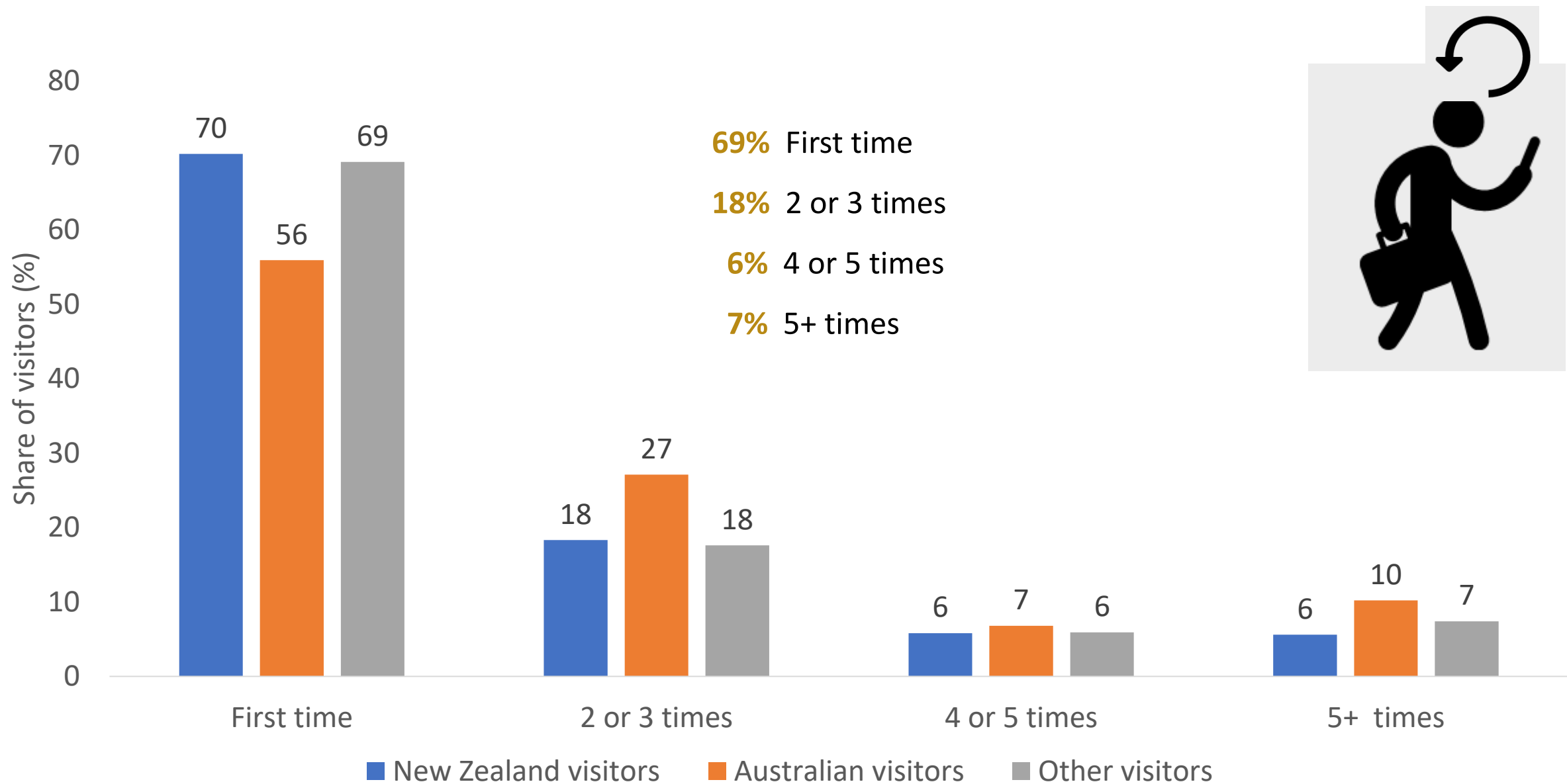
...of the visitors who travelled to Niue with companions:



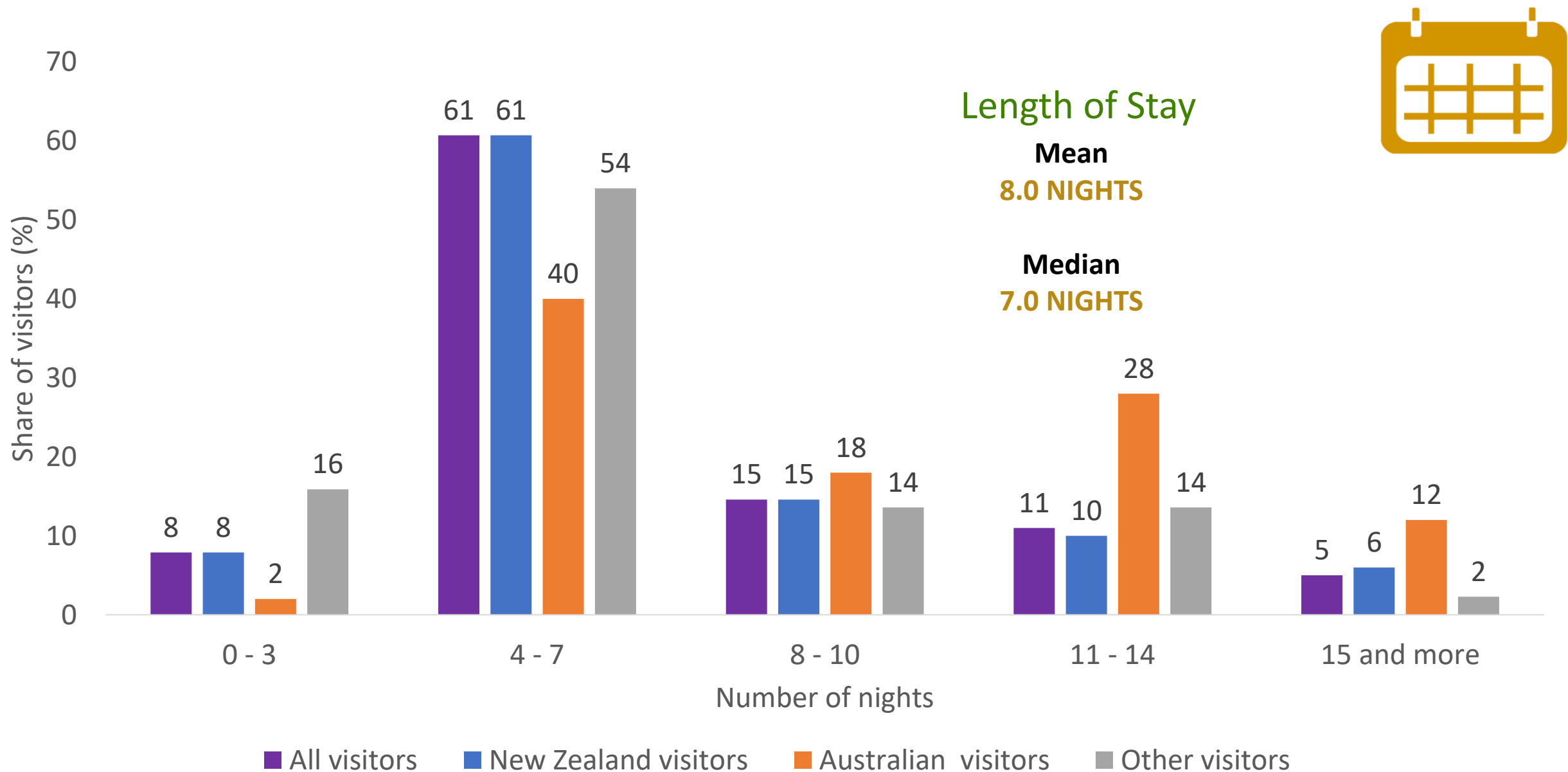
\*: Multiple responses, therefore total does not add up to 100%.



# Previous visits



# Visitor characteristics



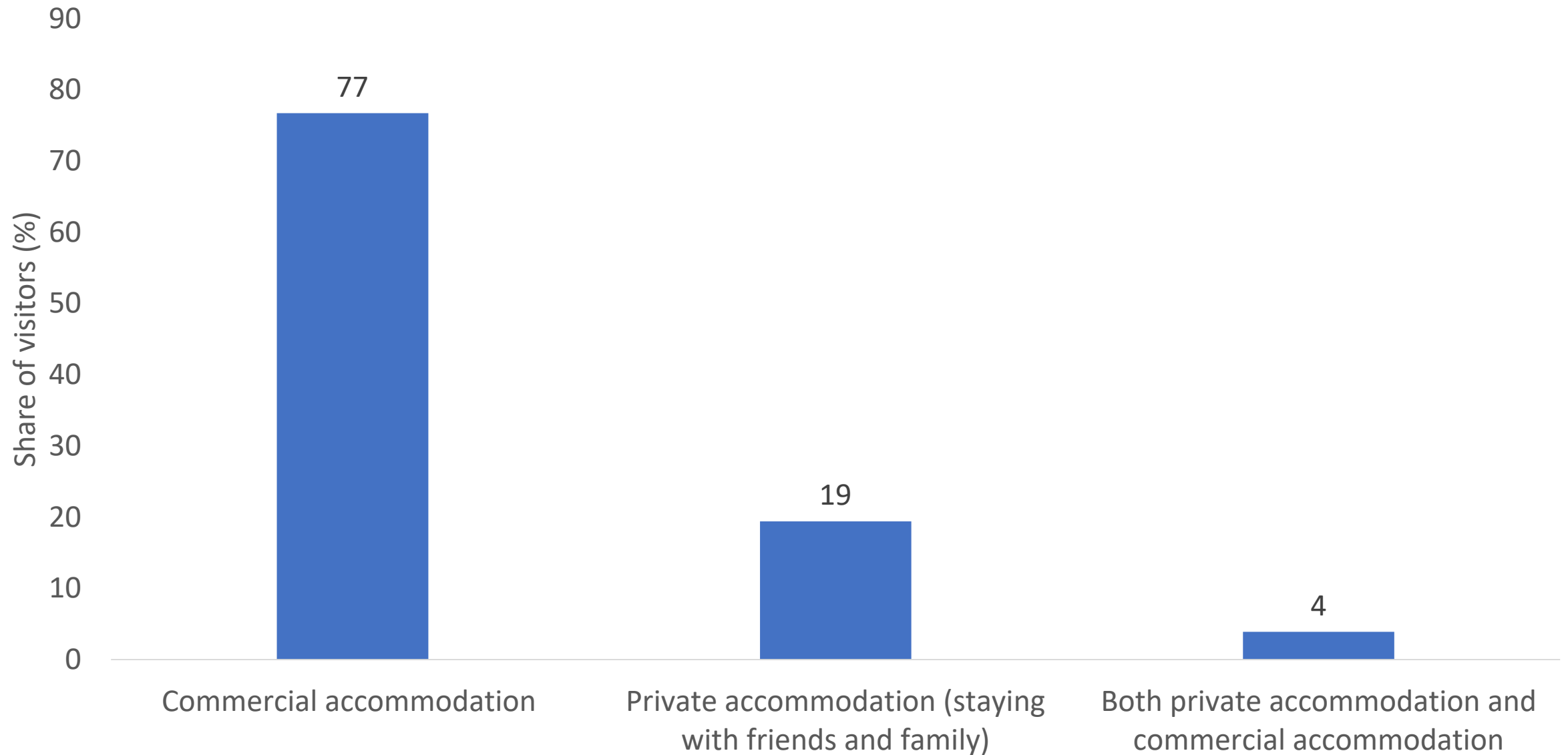
Note: 31+ days as outliers were removed for analysis.

# Length of stay

	Overall	New Zealand	Australia	Other markets	Holiday visitors	Non-holiday visitors	Business visitors	VFR visitors
Mean (Nights)	8.0	7.8	10.2	7.0	7.4	9.1	7.4	10.7
Median (Nights)	7.0	7.0	10.0	6.5	7.0	7.0	5.0	10.0

*Note: 31+ days as outliers were removed for analysis.*

# Type of accommodation



# Destinations and airlines

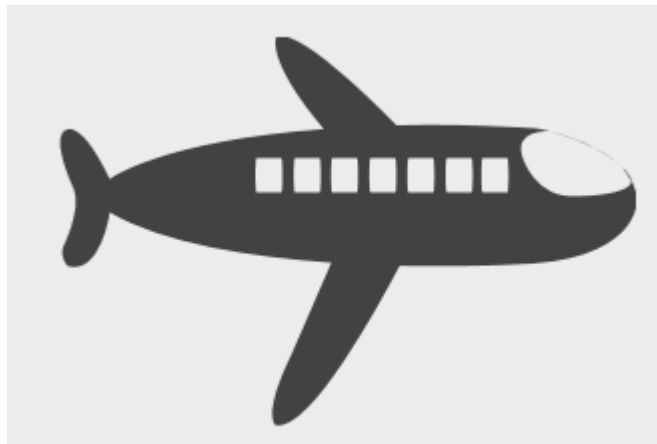


For **87%** of visitors, Niue is the sole destination for their trip.

For 13% of visitors Niue was part of a larger journey



- 89%** New Zealand
- 29%** Other Pacific Countries
- 17%** Australia
- 10%** North America
- 8%** Asia

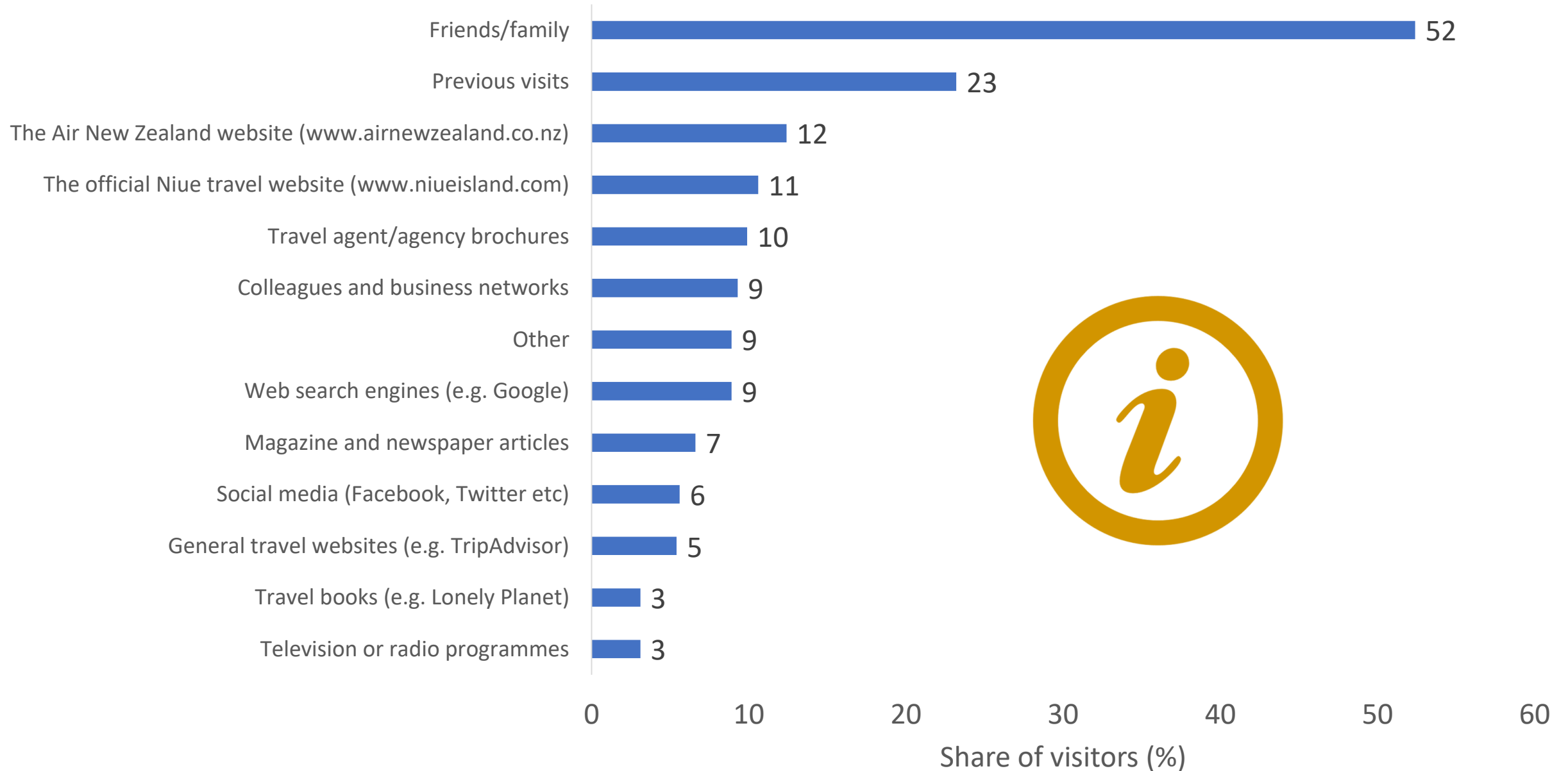


## Transport Used

- 100%** Air New Zealand

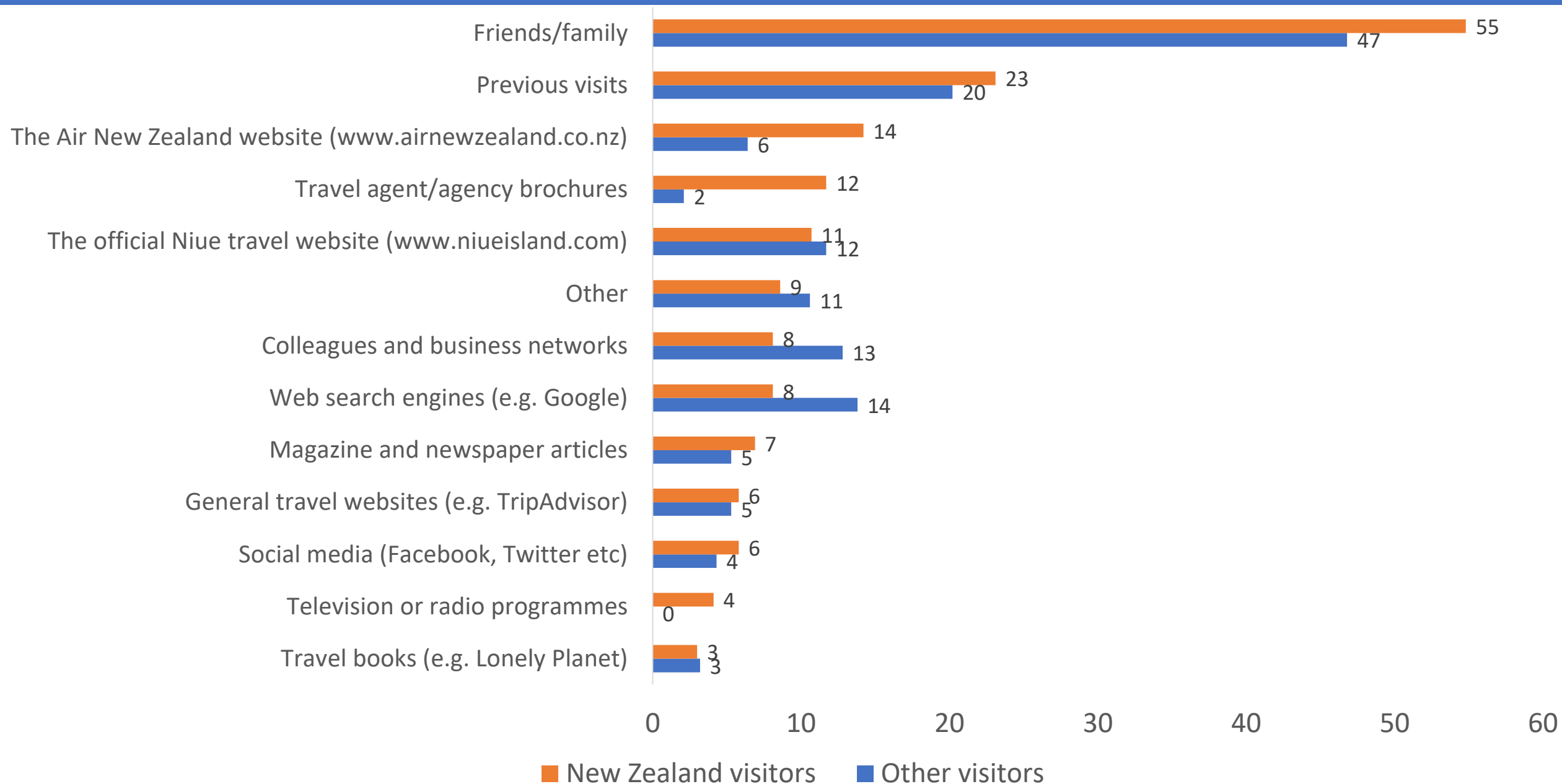


# How did you find out about Niue?



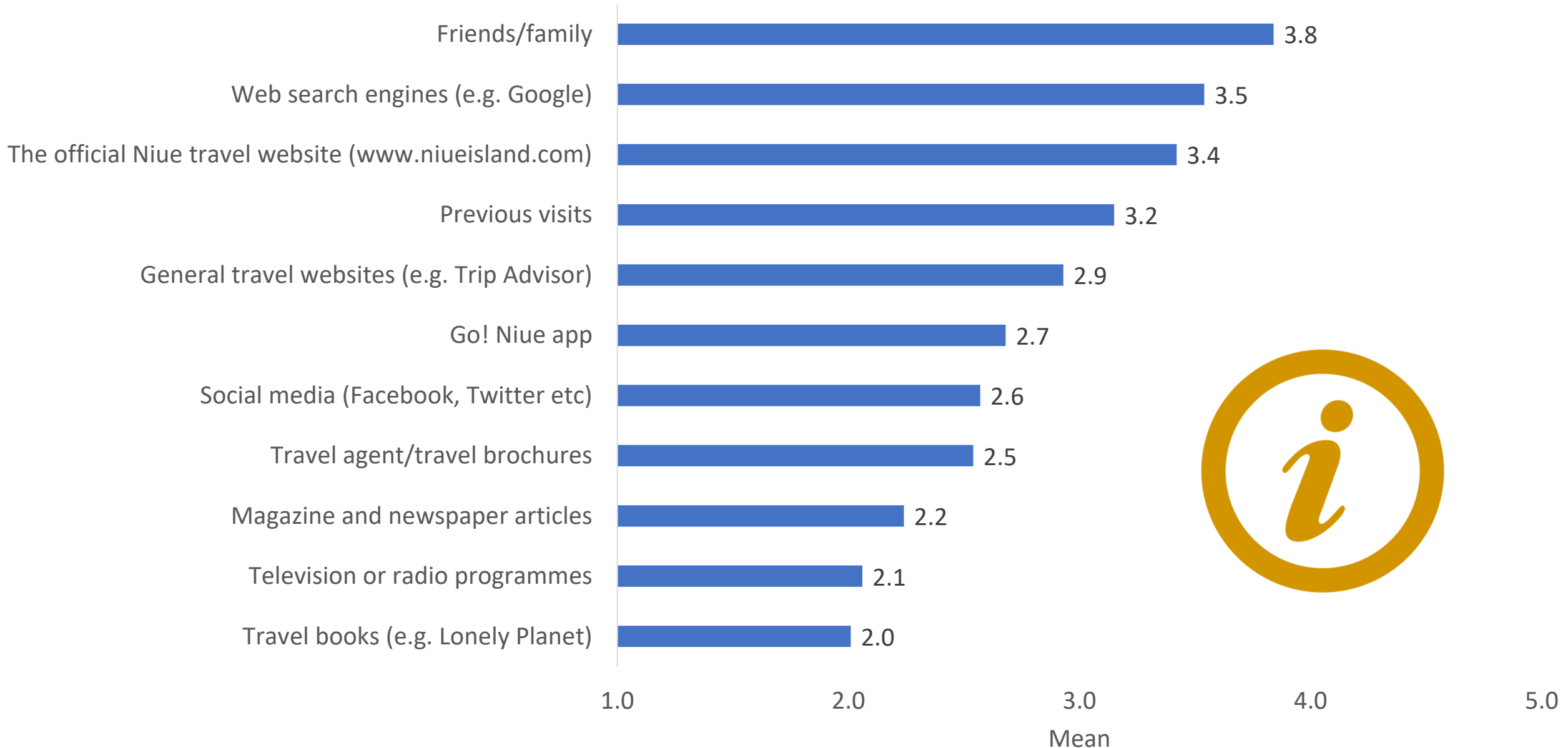
Note: Multiple responses, therefore total does not add up to 100%.

# How did you find out about Niue?

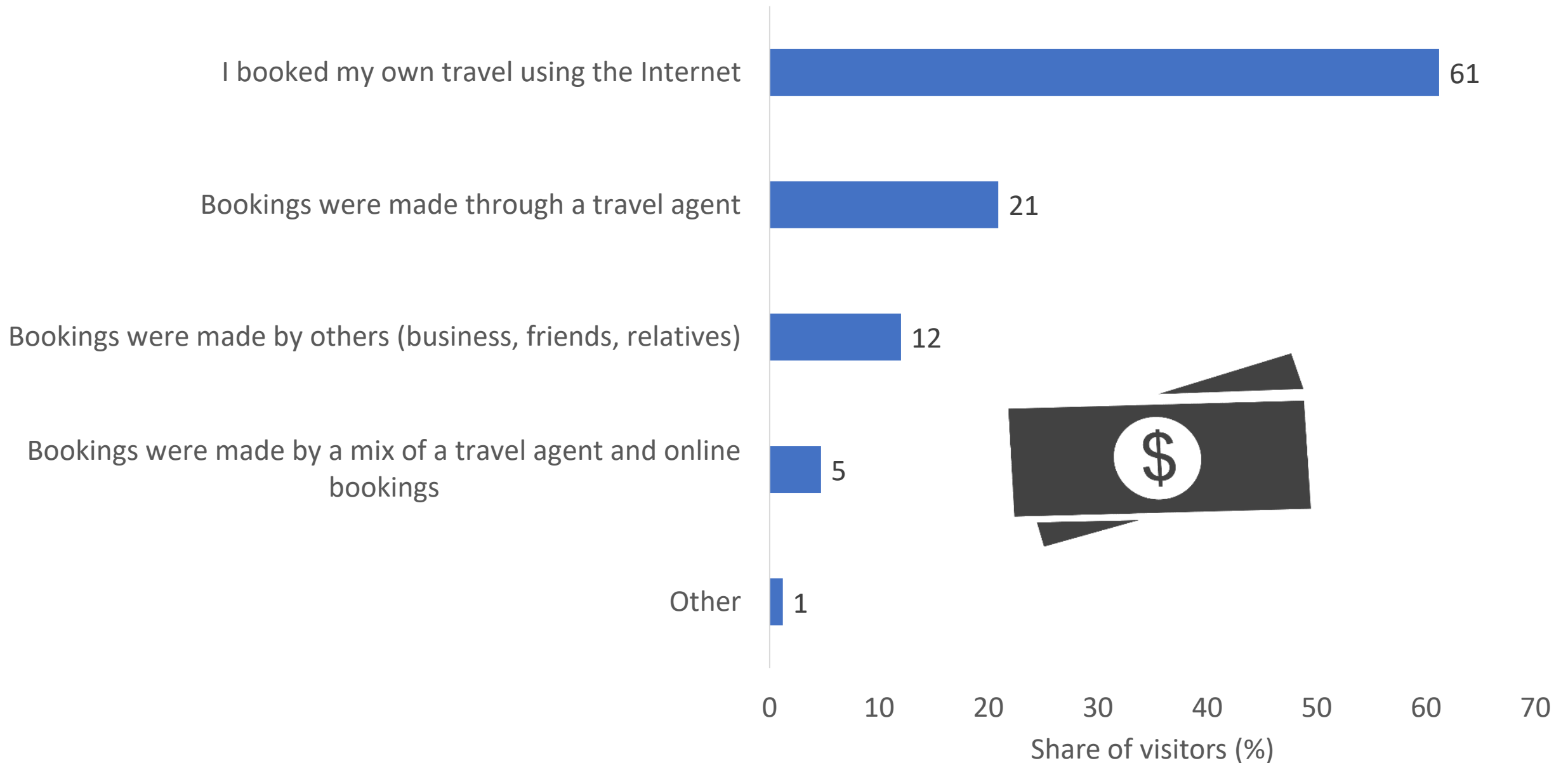


Note: Multiple responses, therefore total does not add up to 100%.

# Importance of information sources for planning



# How did you purchase your travel?



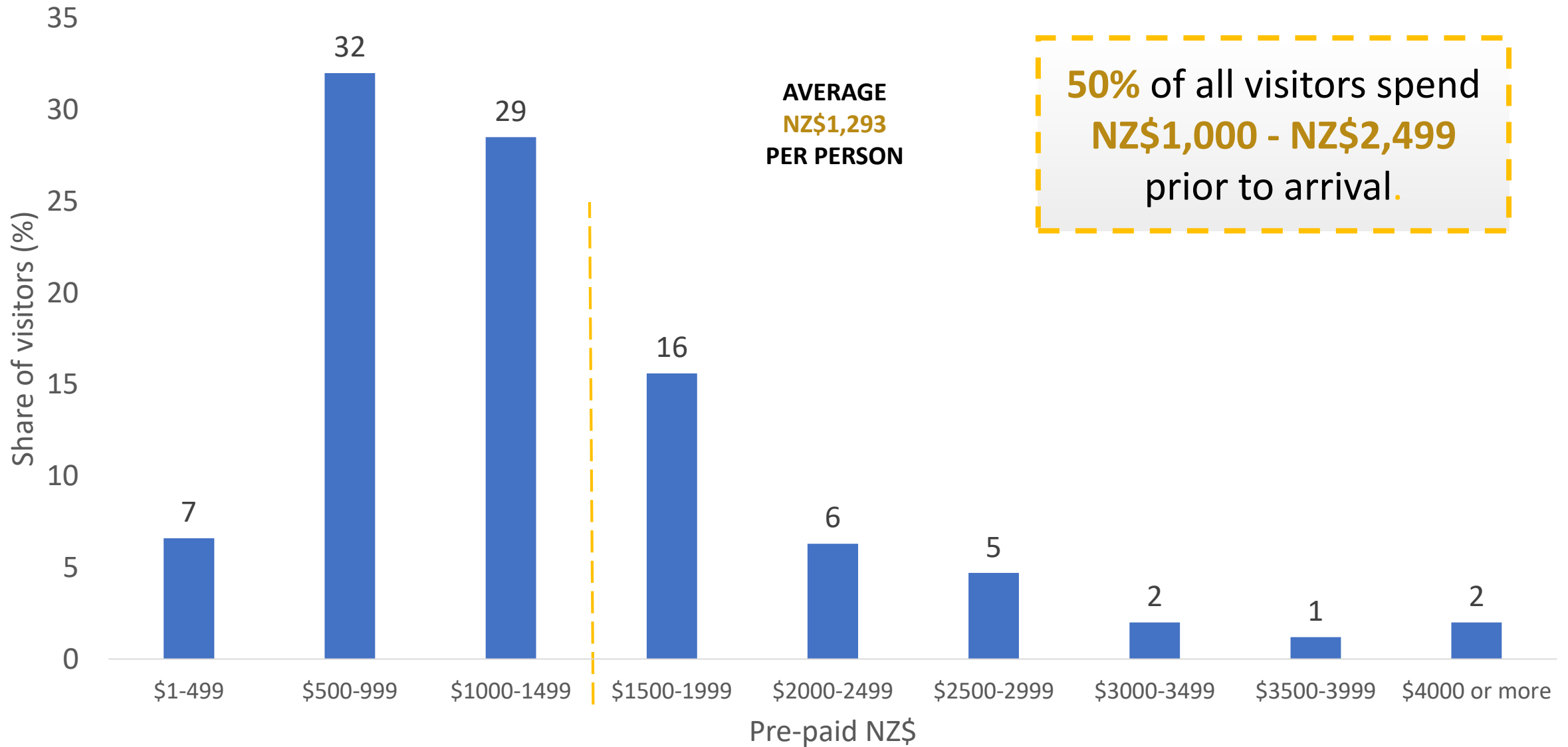


# Visitor expenditure

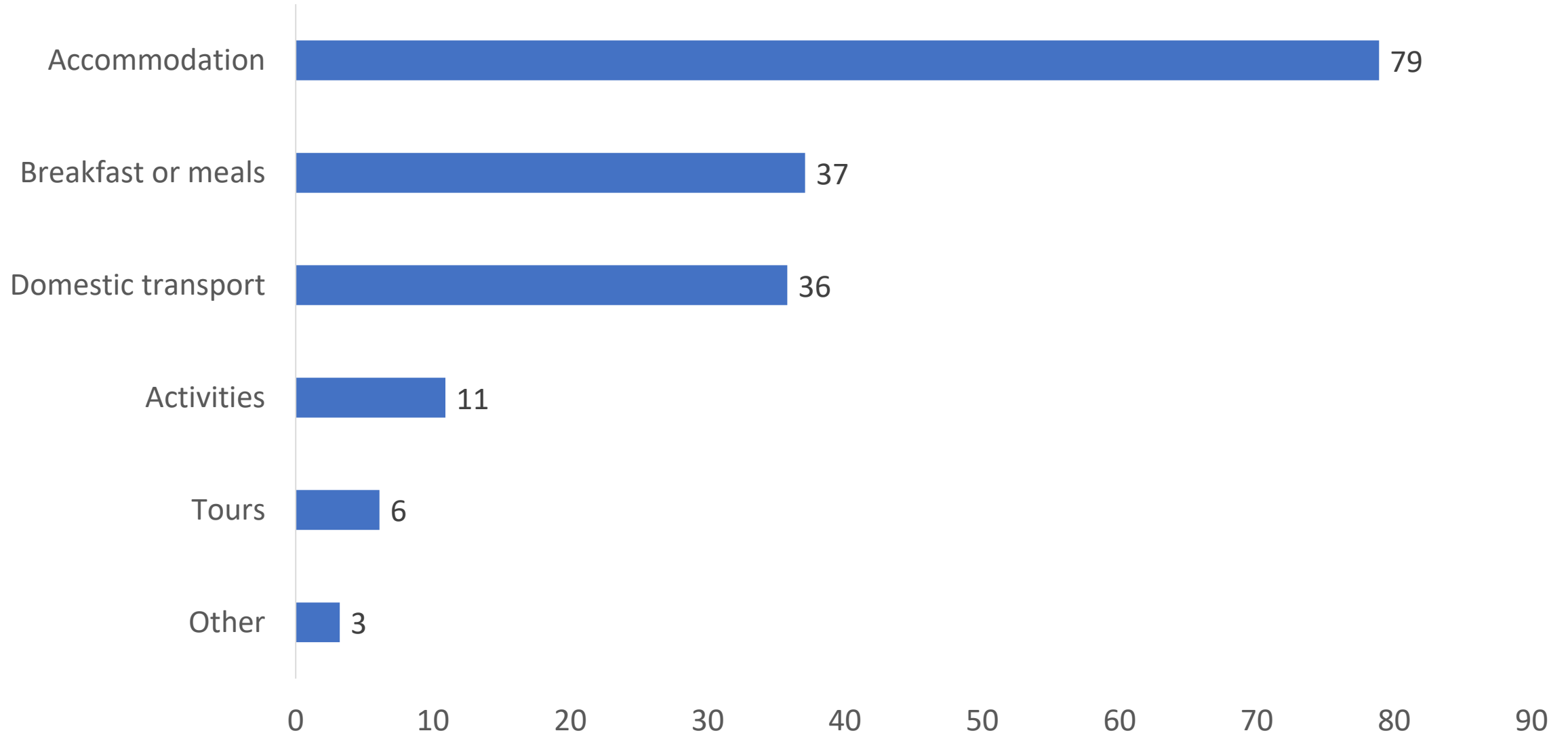
Money spent prior to arrival and while in Niue, and a breakdown of spending



# Pre-paid expenditure



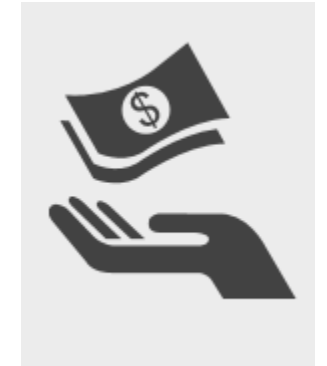
# Pre-paid items



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

# Local expenditure per person per day

Expenditure Items	Mean (NZ\$)	(% of spend)
Accommodation	33.4	31.5
Restaurants, Cafes & Bars	24.9	23.5
Vehicle Rental	11.2	10.6
Groceries	10.1	9.5
Activities (e.g. water sports, sightseeing)	6.2	5.9
Shopping (e.g. souvenirs, clothes)	5.5	5.2
Petrol	5.2	4.9
Donations	3.8	3.6
Internet and telecommunication	2.4	2.3
Donations	2.0	1.9
Other	0.9	0.8
Services (e.g. massages/hairdressing)	0.3	0.3



Each visitor spends on average a total of **NZ\$106** per day **while** in Niue

# Local expenditure by country of origin per day

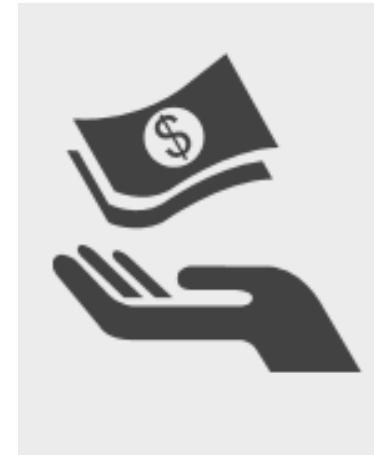
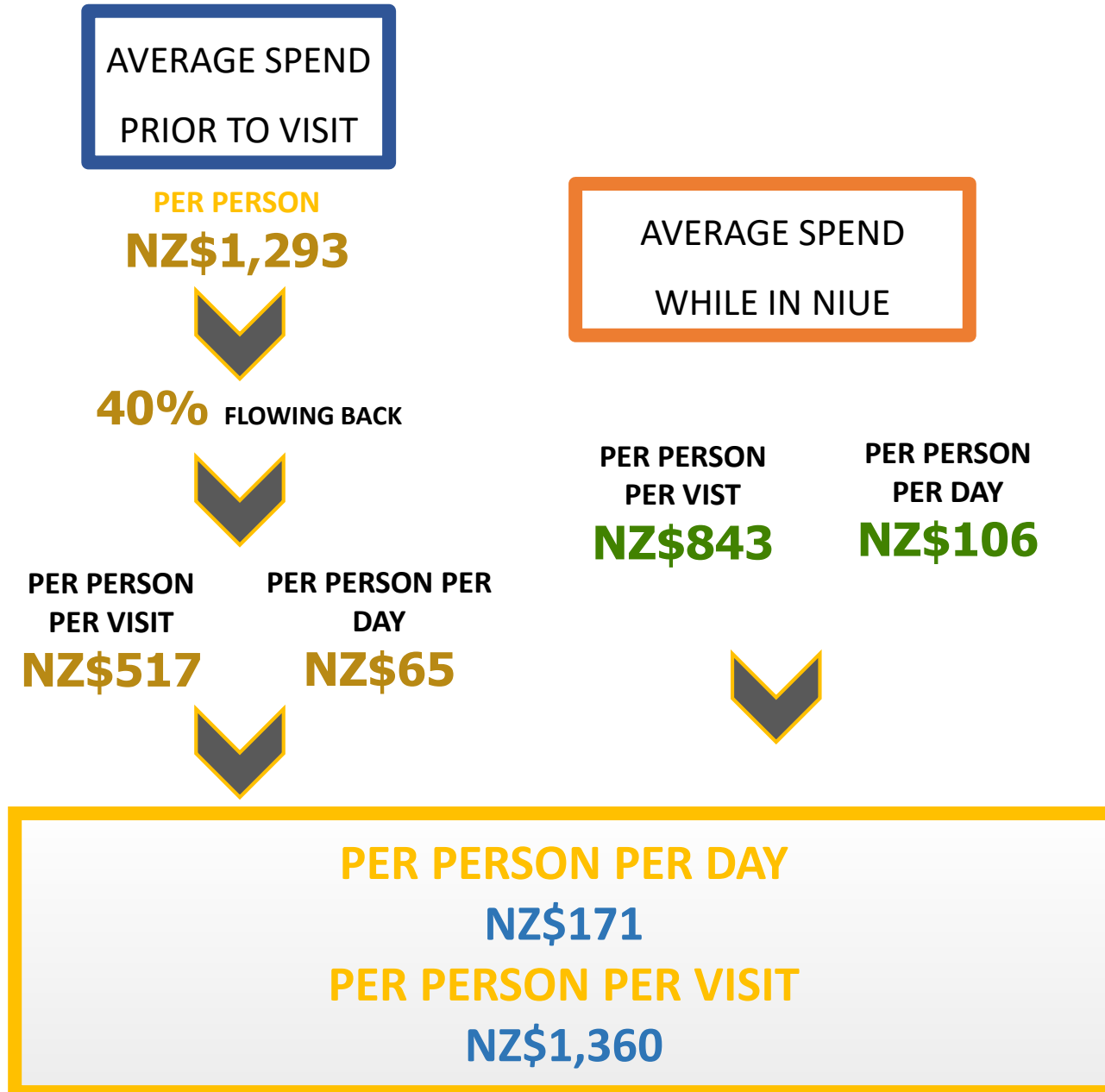
Expenditure items	New Zealand (NZ\$) n=394	Other (NZ\$) n=94
Accommodation	32.9	36.7
Restaurants, Cafes & Bars	26.0	21.5
Vehicle Rental	11.4	10.9
Petrol	5.4	4.5
Internet and telecommunication	2.3	3.4
Groceries	9.9	11.0
Shopping (e.g. souvenirs, clothes)	5.1	8.0
Activities (e.g. water sports, sightseeing)	7.1	3.3
Services	0.4	0.0
Local arts and crafts	2.0	2.1
Donations	3.6	4.0
Other	0.6	2.1

## Totals

New Zealand **NZ\$106**

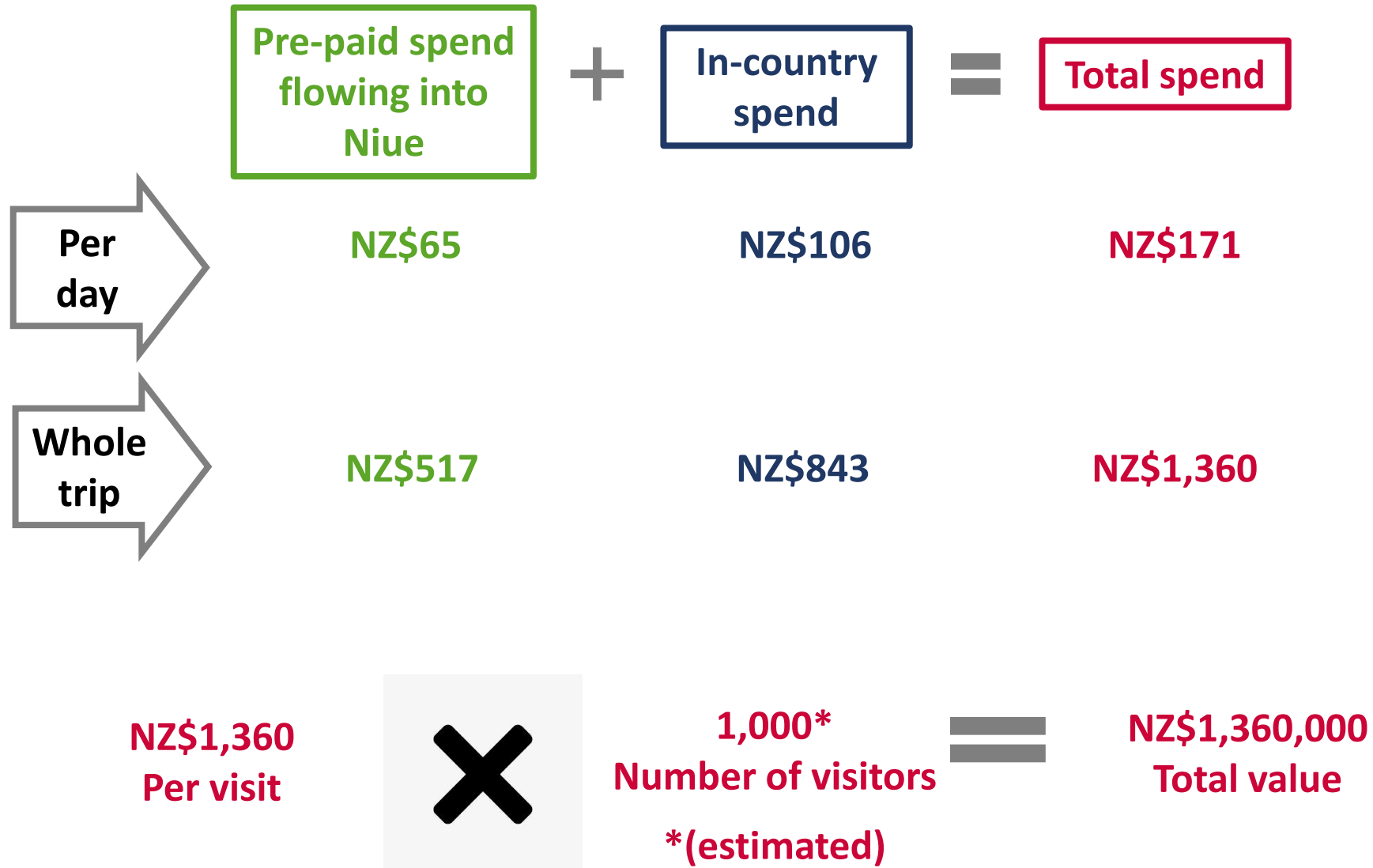
Other **NZ\$108**

# Contribution to the Niuean economy





# Contribution to the Niuean economy



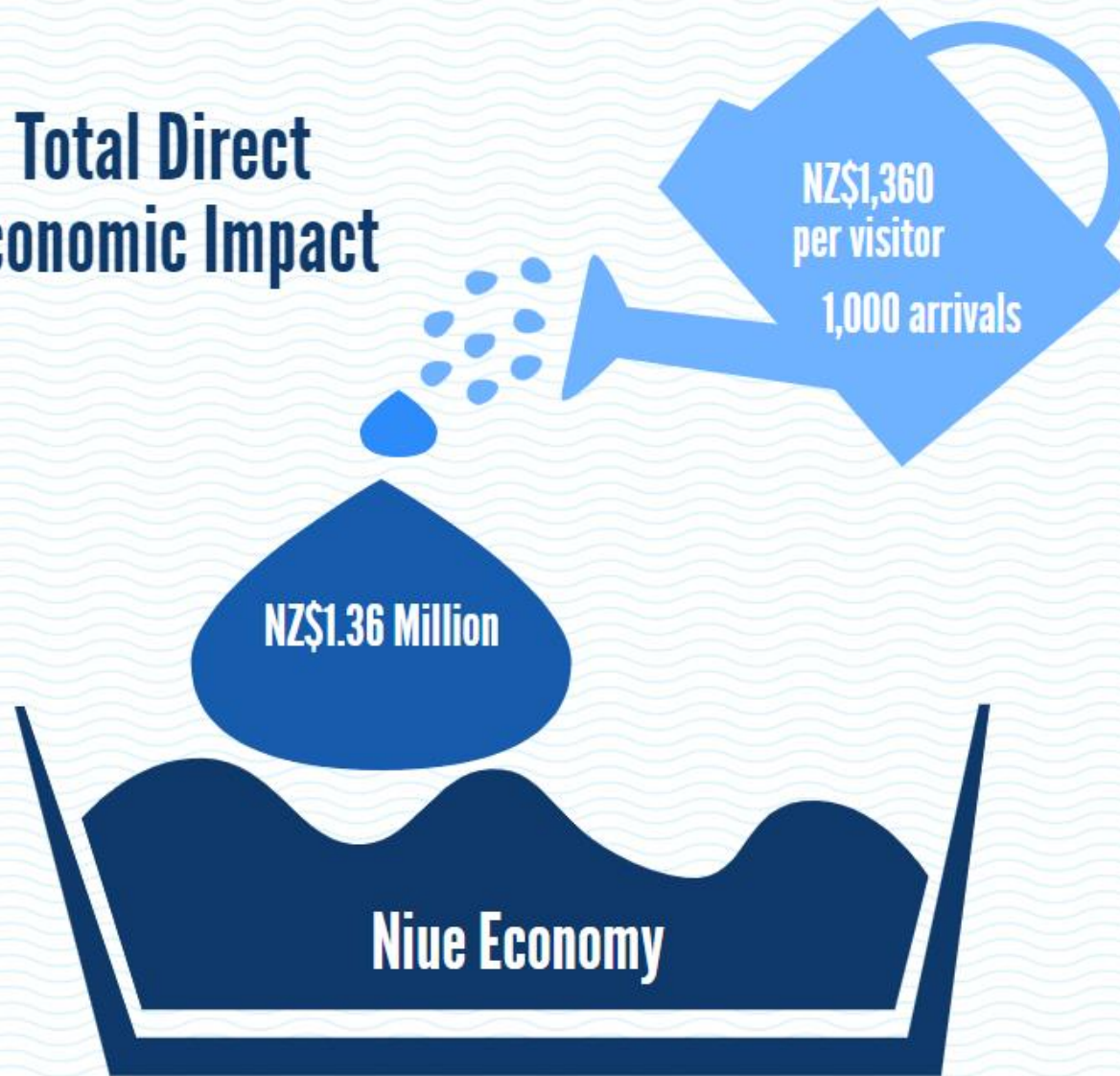
# Contribution to the Niuean economy (every 1000 visitors)

**Total Direct  
Economic Impact**

**NZ\$1,360  
per visitor  
1,000 arrivals**

**NZ\$1.36 Million**

**Niue Economy**



# Impact of COVID on the Niue Economy\*

- March-July; 5000 fewer tourists = approximately \$6.8m in lost direct economic impact.
- Every 1000 visitors attracted through a New Zealand 'bubble' would inject \$1.4m of much needed spend into the Niue economy

## \* *Assumptions:*

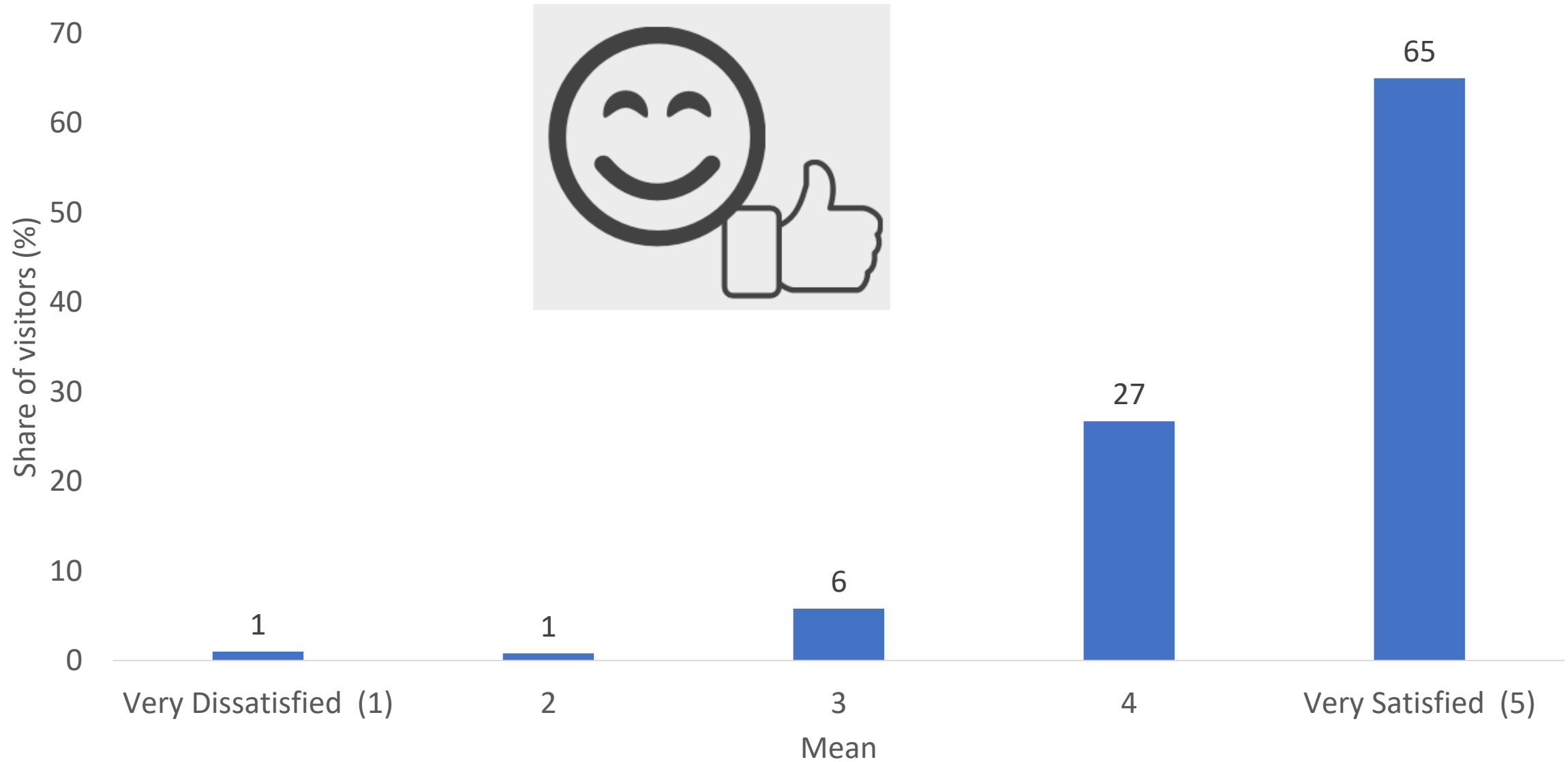
- *conservative spend estimate using low season 2019/20 figures – \$1360 per visit;*
- *assumes no Bubble until August 2020 at the earliest*
- *Conservatively assumes 5000 visitors would have arrived over the 6 month period*



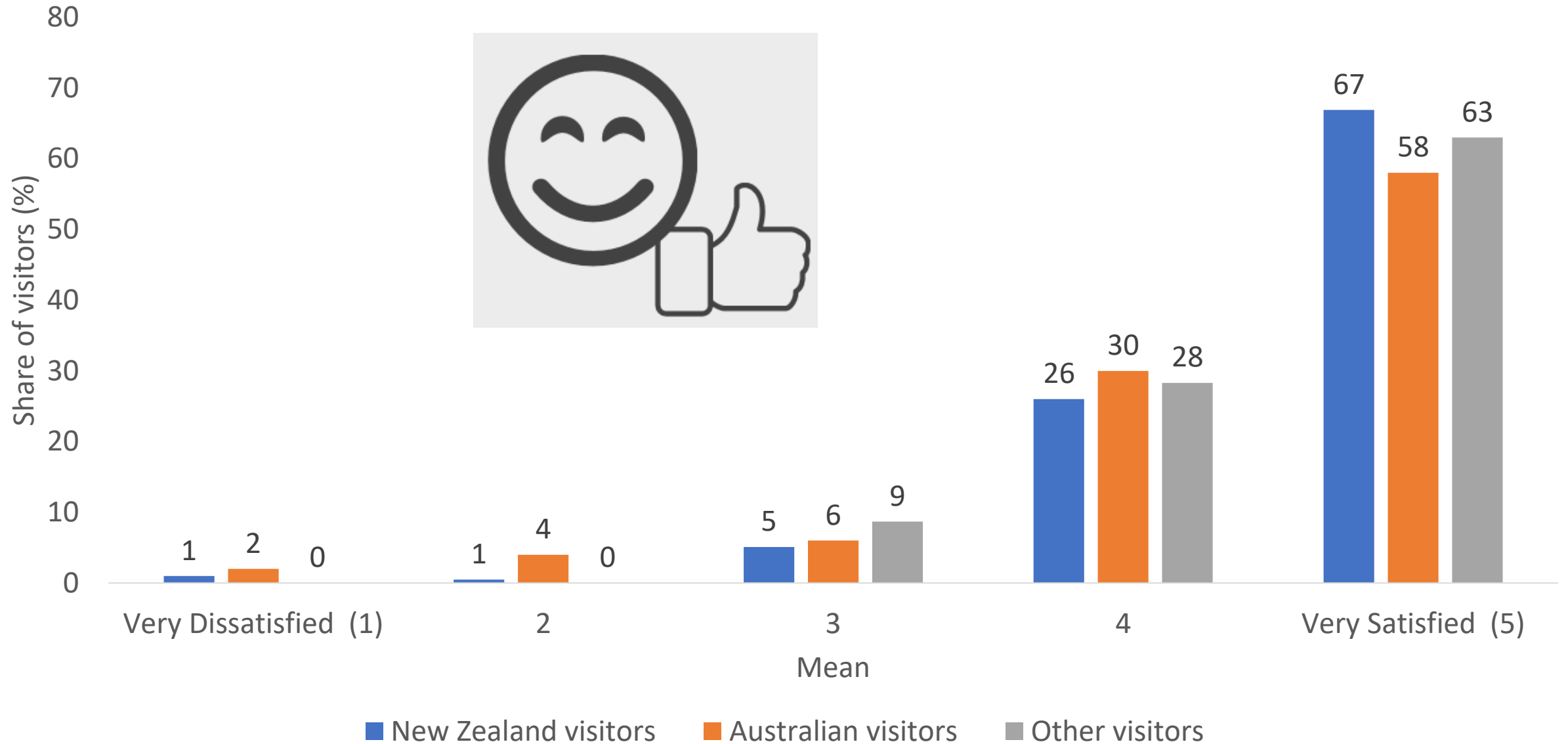
# Visitor satisfaction

Most and least appealing elements of the visit, overall satisfaction

# Overall satisfaction

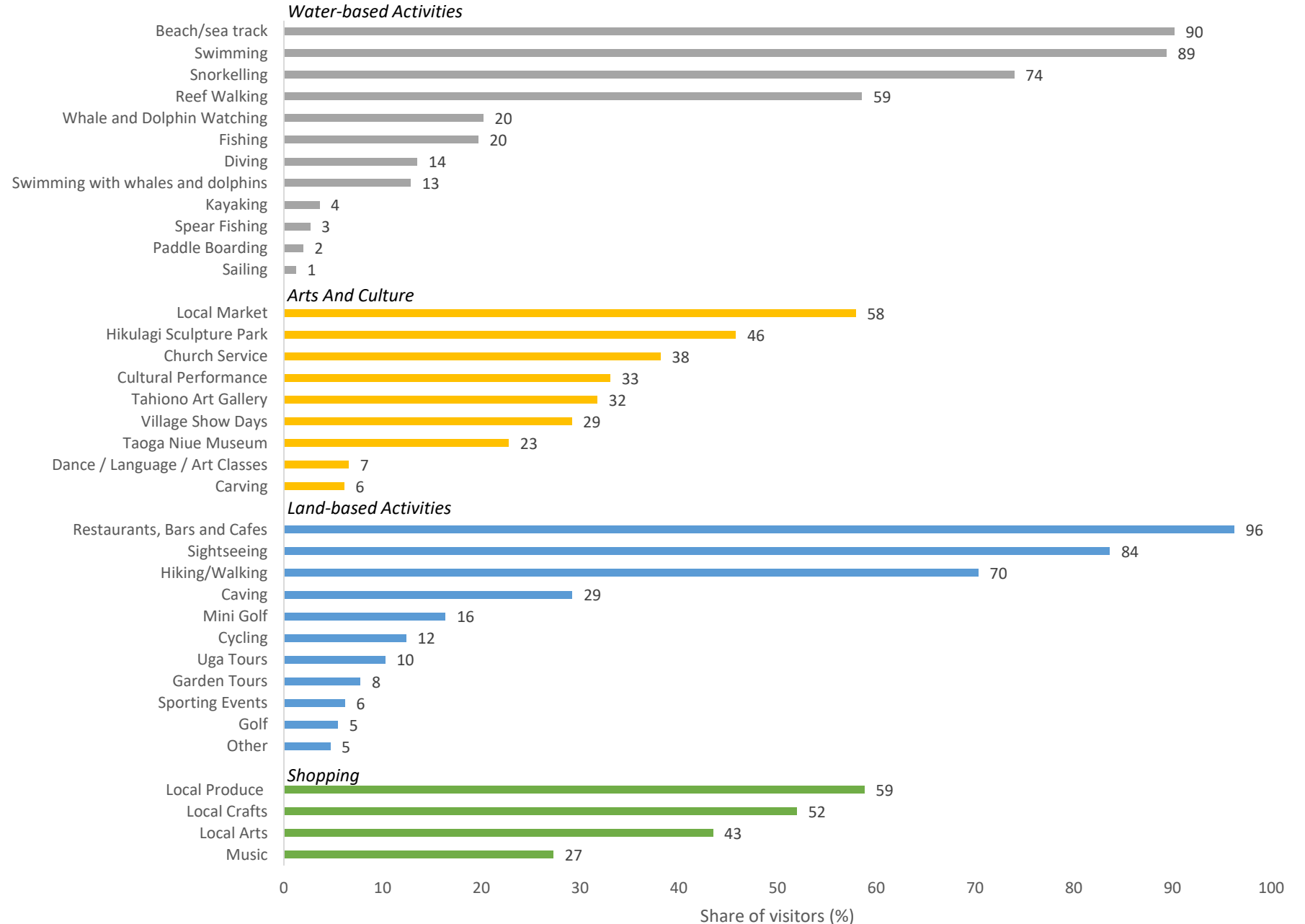


# Overall satisfaction by country of origin



# Degree of participation in activities

## WATER-BASED ACTIVITIES



## ARTS AND CULTURE

## LAND-BASED ACTIVITIES

## SHOPPING

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

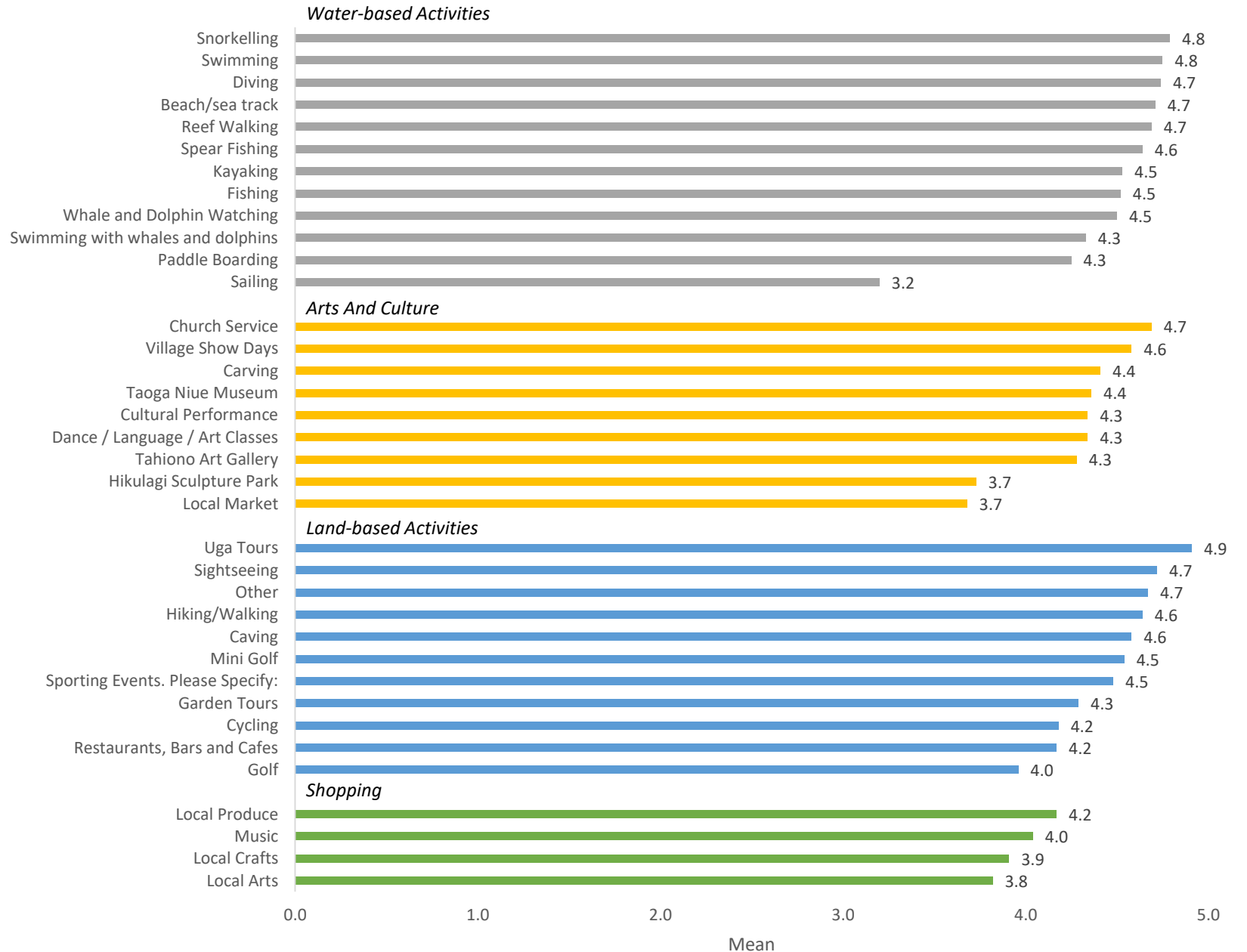
# Satisfaction with activities

**WATER-BASED  
ACTIVITIES**  
AVERAGE 4.3

**ARTS AND  
CULTURE**  
AVERAGE 4.2

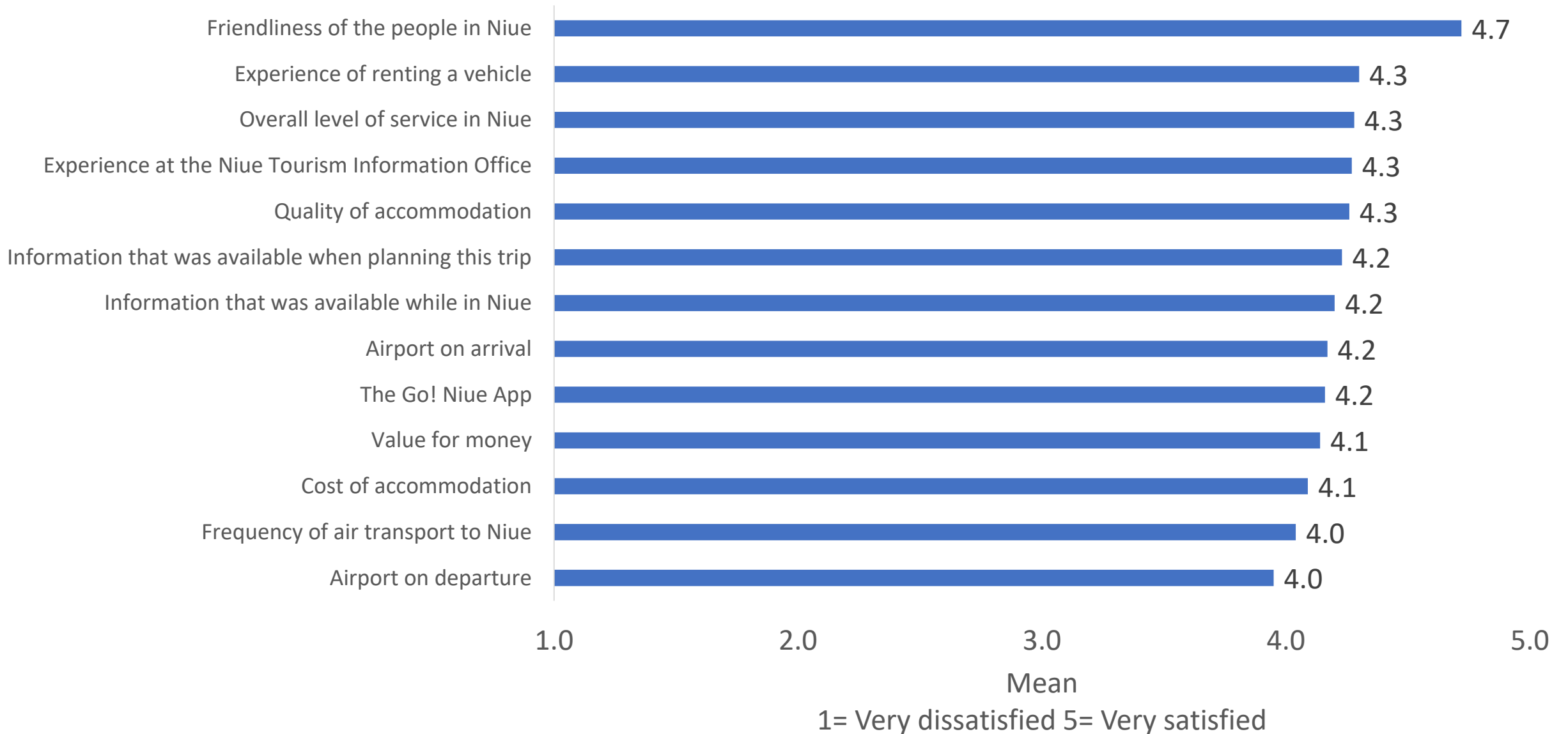
**LAND-BASED  
ACTIVITIES**  
AVERAGE 4.4

**SHOPPING**  
AVERAGE 3.8

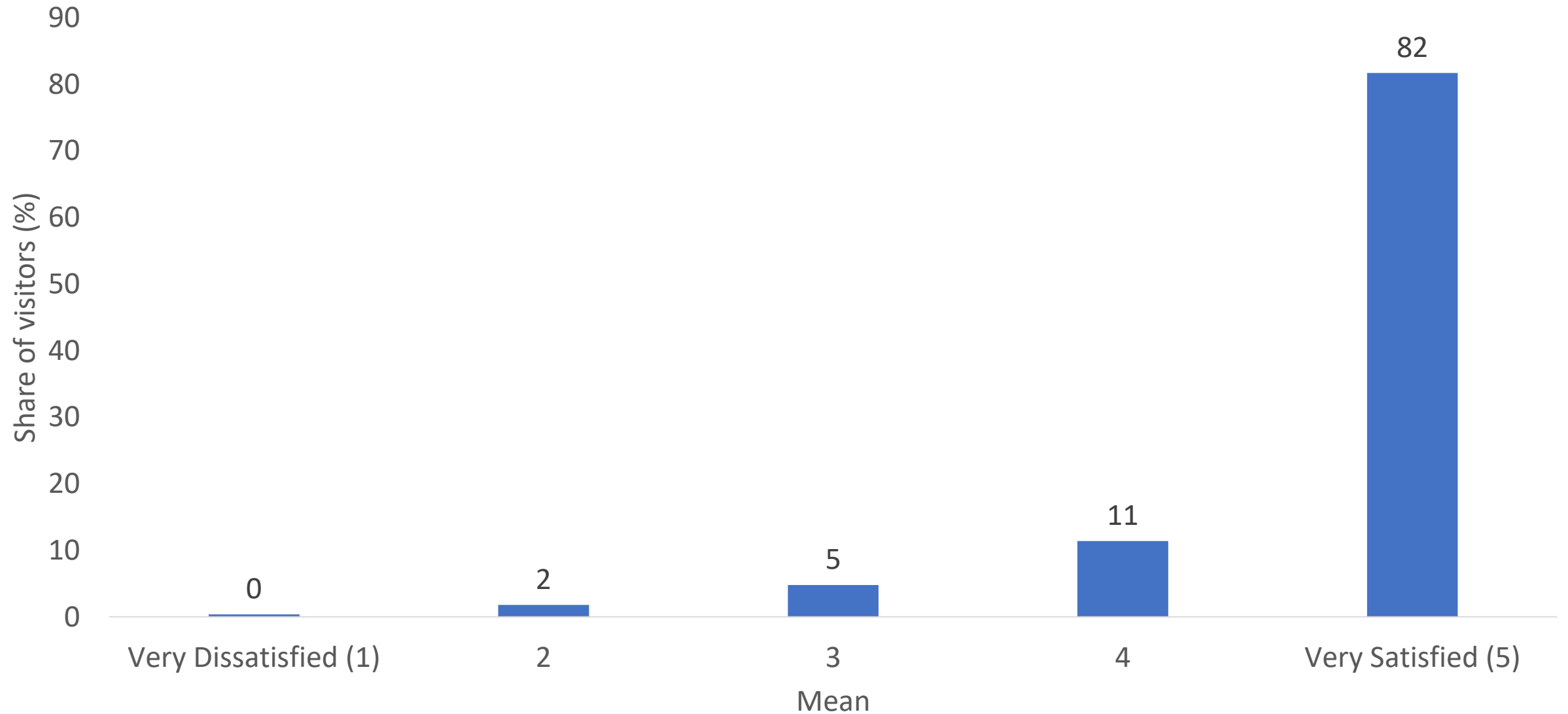




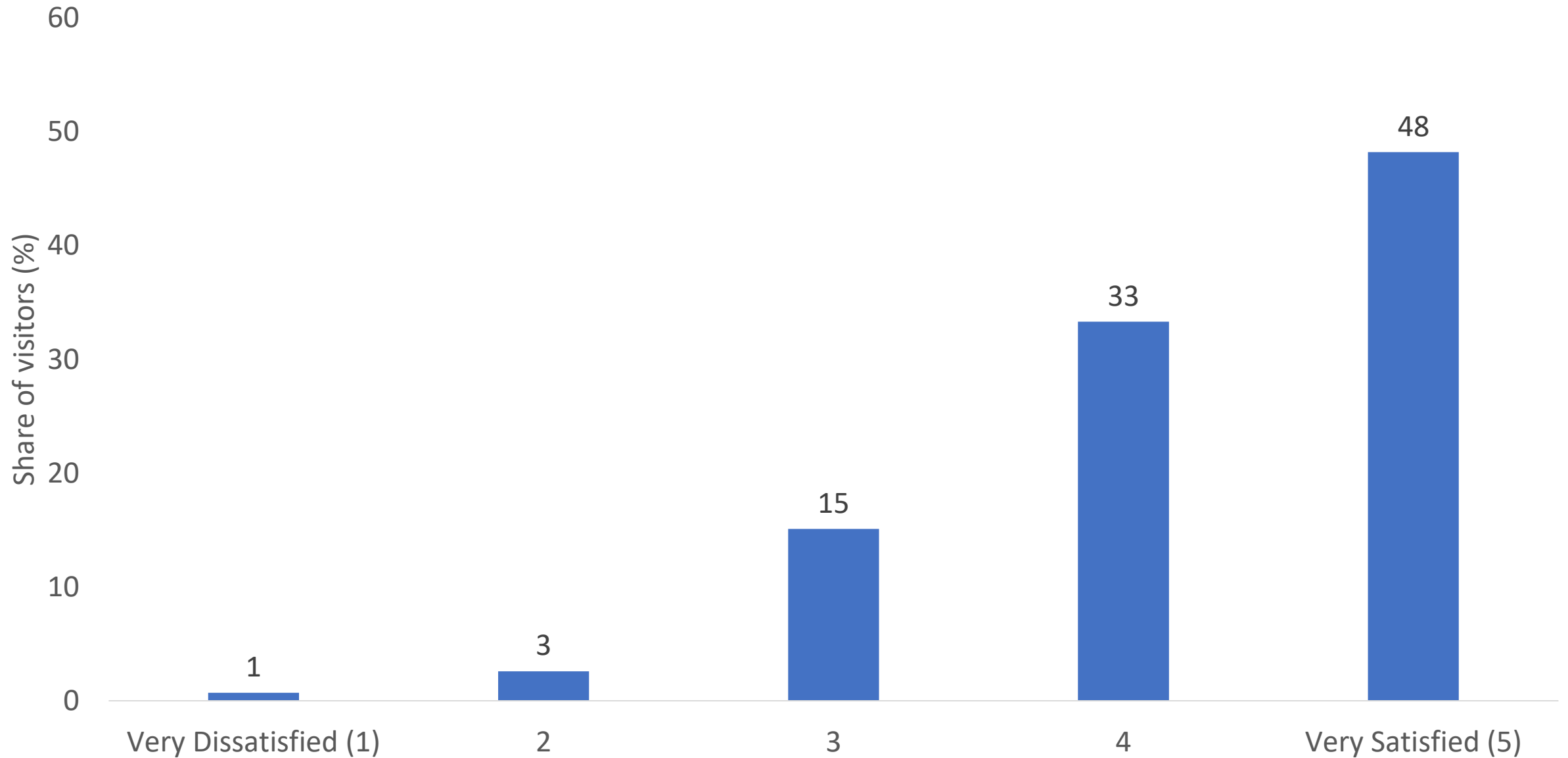
# Satisfaction with Niue



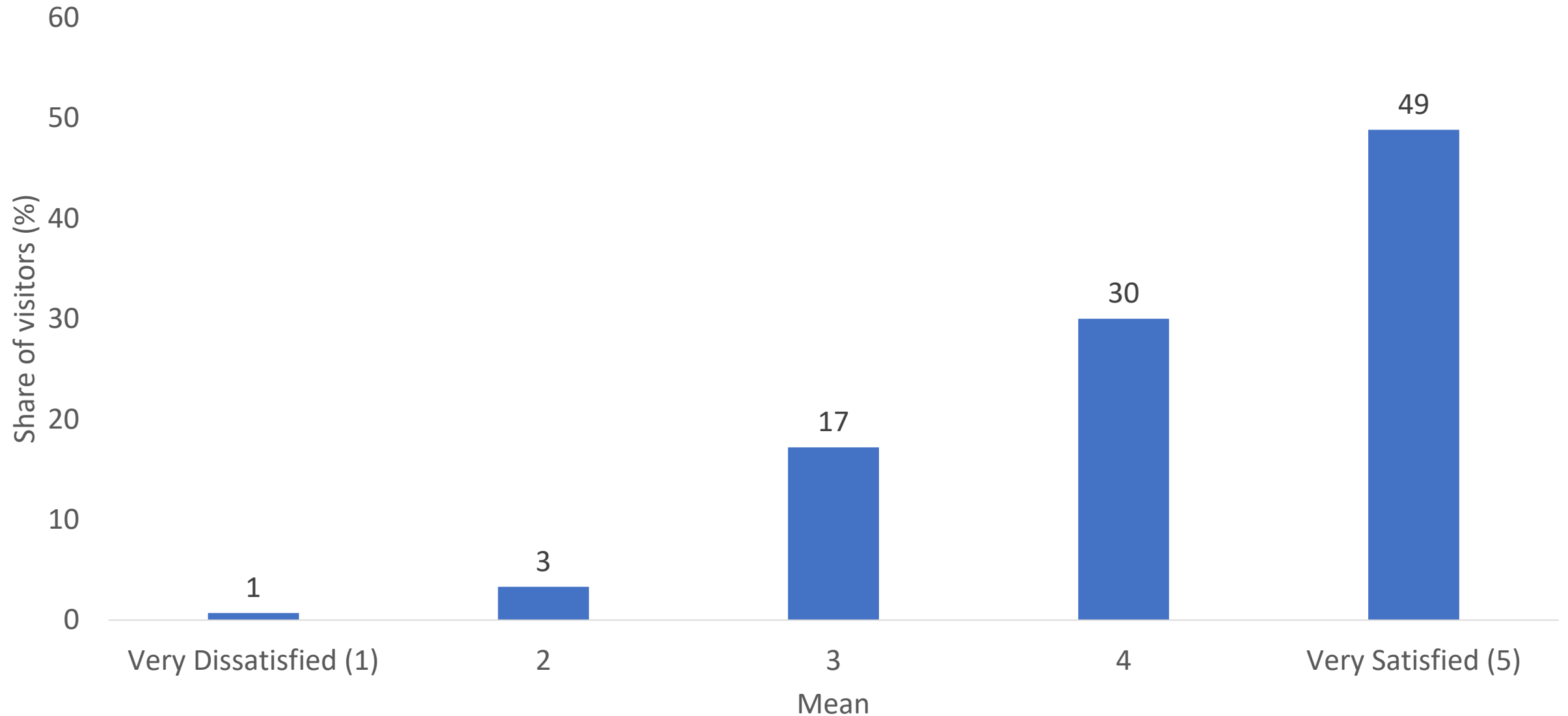
# Friendliness of people in Niue



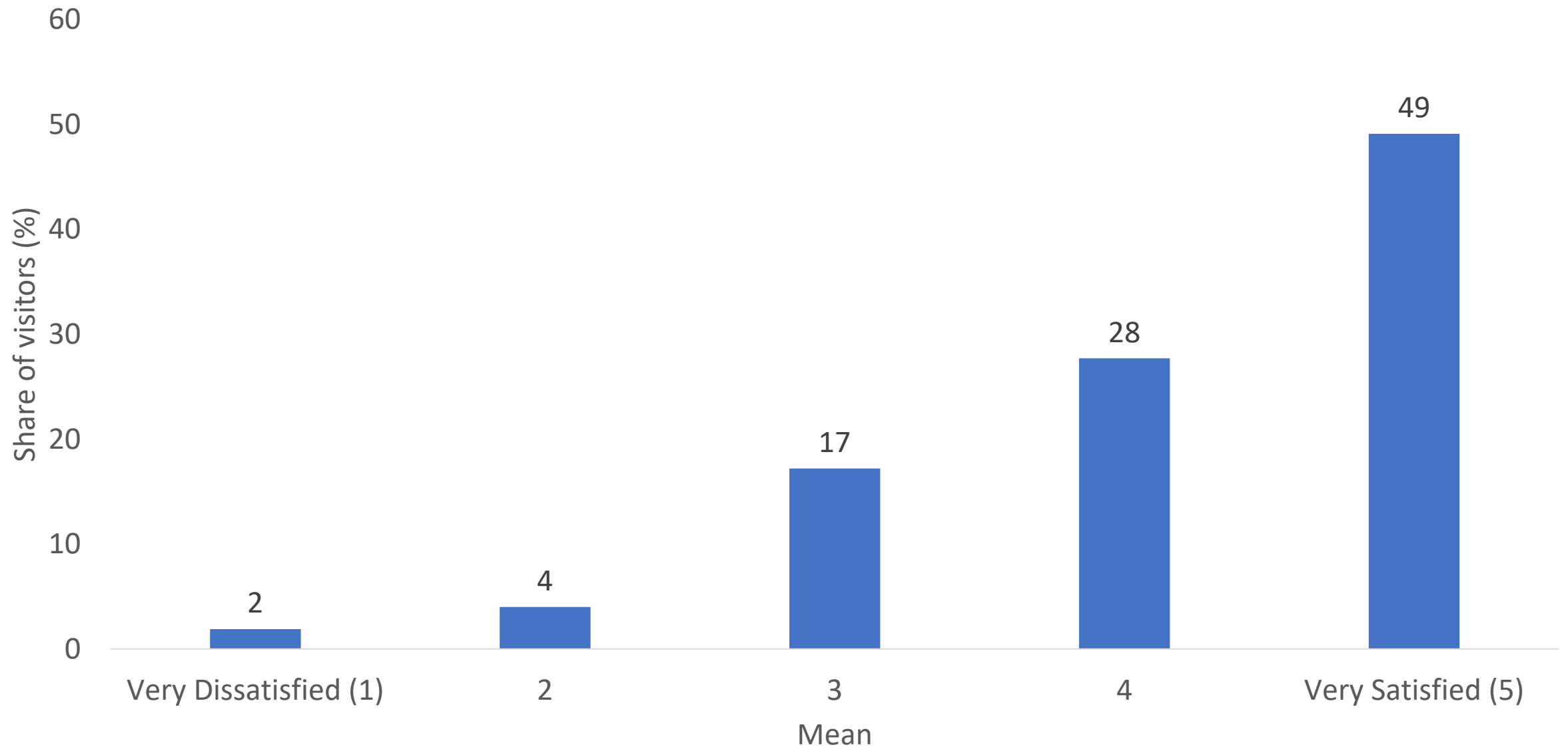
# The quality of accommodation



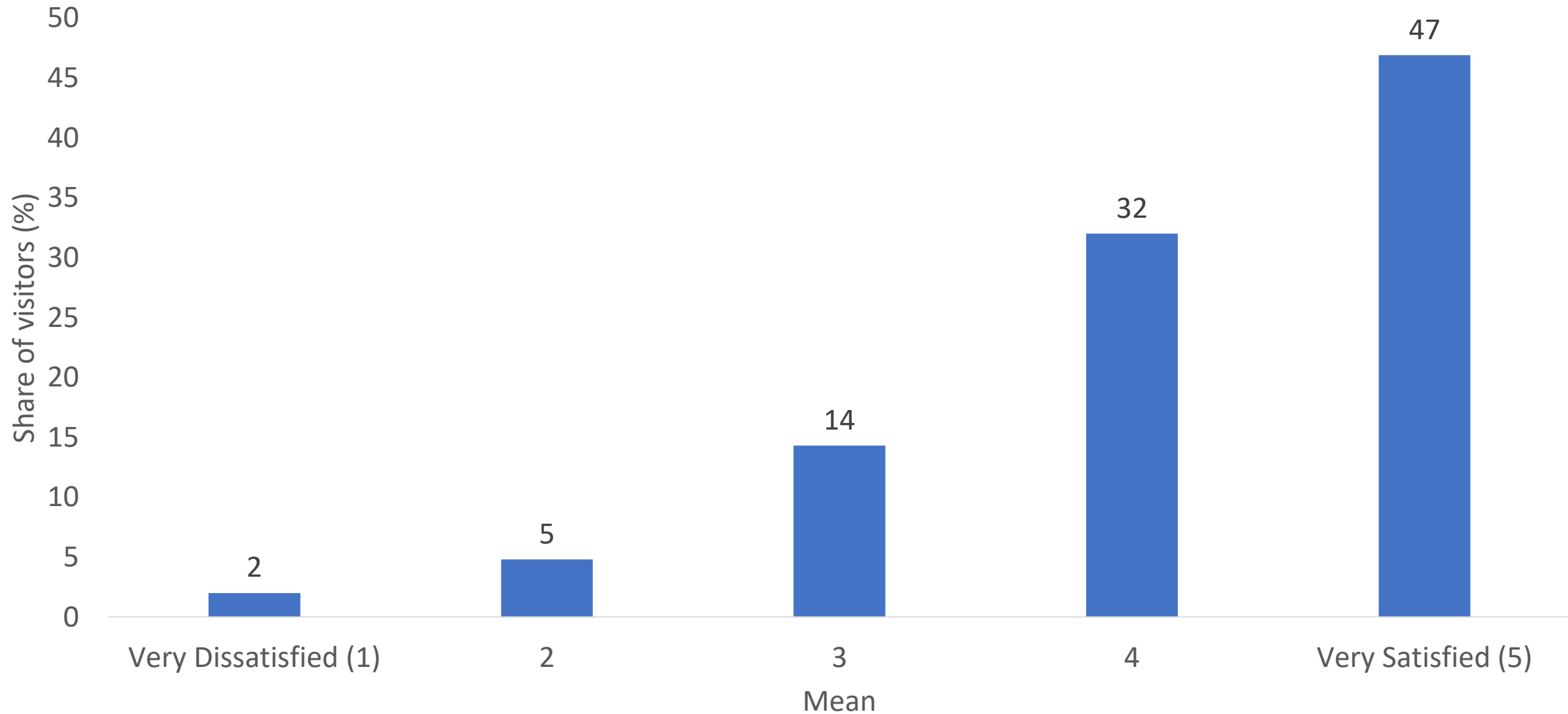
# Information available prior to visit



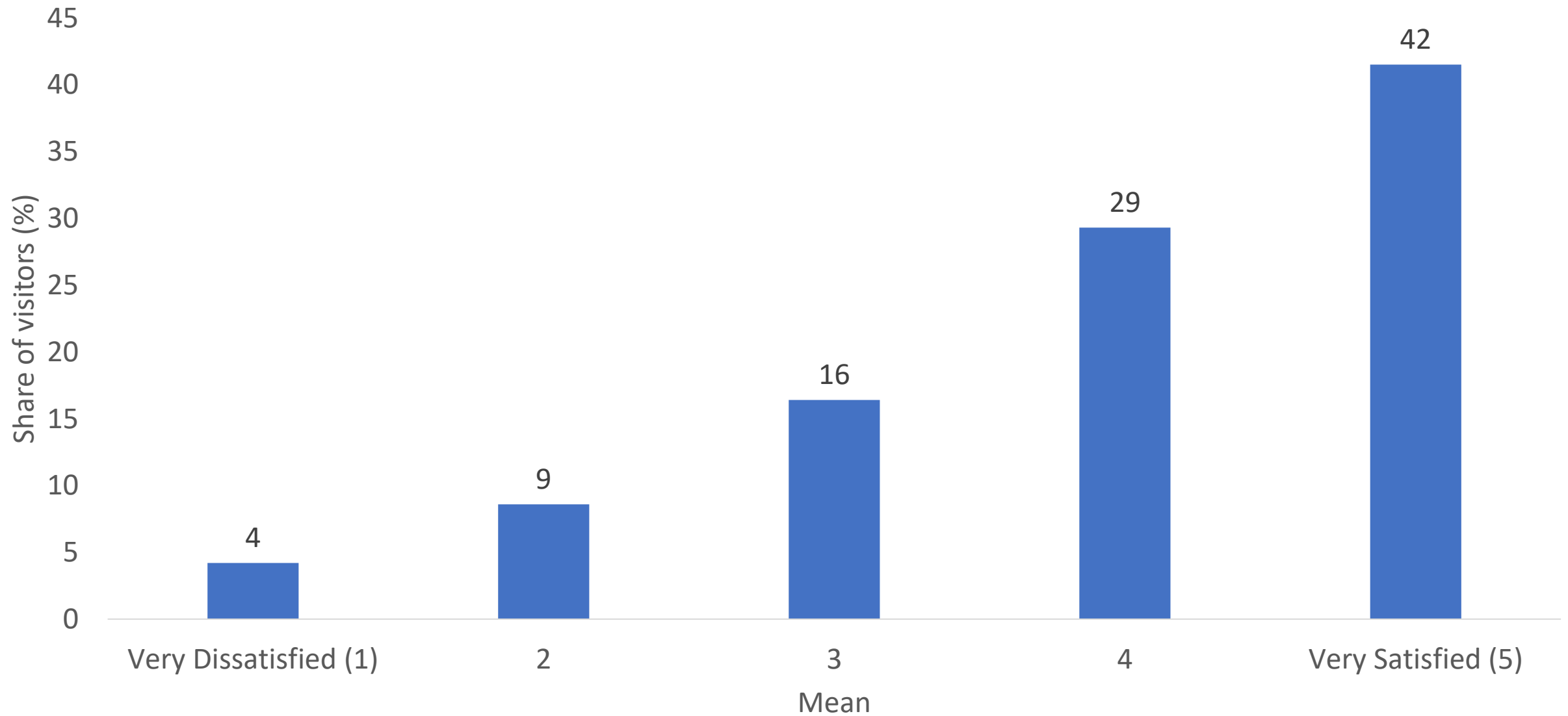
# Information available while in Niue



# Experience of the airport on arrival



# Airport on departure



# Top 3 most appealing aspects

45%

Environment and  
cleanliness

37%

Activities &  
attractions

32%

Local  
people



# Most appealing aspects

Themes	Share of references (%)
Environment and cleanliness	45%
Activities and attractions	37%
Local people	32%
Atmosphere	15%
Un-commercial	12%
Food and beverage	8%
Weather	3%
Overall good experience	3%
Accommodation	2%
Public facilities	2%
Culture	2%
Visiting friends and family	2%
Convenience	1%
Level of service	1%

Note: Share of respondents who made a comment that falls into each theme. Respondents could give more than one answer, so total does not add up to 100%.



# Most appealing aspects

## Environment & cleanliness (45%)

*“The clarity of the sea for diving and the wild uncommercial landscape.”*

*“It was so untouched and it was amazing to not have seen a single piece of rubbish lying on the ground in any part of Niue. We couldn't believe we had every chasm and cave to ourselves each day we went out to sightsee and swim. That was the most amazing part of the trip because it felt like we had a piece of paradise to ourselves for the day and it became even BETTER than our honeymoon.”*

*“The scenery was amazing and very beautiful.”*

*“The landscape and reefs, rock pools and caves. Amazing.”*

*“Minerals of coral atoll is so rich that the island looks untouched and fertile. Most beautiful island in the whole world.”*

# Most appealing aspects

## Activities & attractions (37%)

*“Blue water, **spear fishing & diving**.”*

*“Water clarity and fish life. Unspoilt. **Great cycling**, lovely people.”*

*“**Swimming with dolphins and a turtle**.”*

*“**Snorkeling** at Limu and other places, the various bush tracks, the beautiful garden at Namukulu and views out to sea, dinner at local eateries, and just the chance to relax!”*

*“**Fishing** in Niue and visiting the Archers.”*

*“How RAW Niue is, not over commercialised, **lots of walks** without being too restricting. Access to the caves and water was amazing.”*

# Most appealing aspects

## Local people (32%)

*“The people go out of their way to help you without being asked, such a relaxing environment.”*

*“The pace and friendliness at which people moved around and socialized with each other and the place and freshness of the air in and around the place.”*

*“Clean, fresh clear water, friendliness, great food, relaxed easygoing atmosphere - no hustle and bustle of people or shops. Very laid back and tranquil - exactly what I / we were looking for in our holiday.”*

*“The people are gorgeous! They're so welcoming and friendly. Niue has a wild beauty to it, the weather was good, the sea wild and we even saw a whale and her calf at the very tail end of the migratory season!”*

# Most appealing aspects

## Other comments on most appealing aspects

*“Lack of tourism / few tourists. Excellent beach access tracks.”*

*“Unspoiled island - good value for money - lovely rocky pools for snorkelling and swimming.”*

*“How laid back it was yet good accommodation & food. not having good internet was great too.”*

*“Great weather, spectacular coastline, warm clear water.”*

*“Beautiful people and service.”*

*“Home sweet home - meeting parents / church celebration / relax / village lifestyle / bush / weather condition.”*

# Top 3 least appealing aspects

41%

Public services,  
facilities and  
infrastructure

16%

Food and  
beverage

9%

Animal-related  
issues: mosquitoes,  
flies and stray dogs

# Least appealing aspects

Themes	Share of references (%)
Public services, facilities and infrastructure	41
Food and beverage	16
Animal-related issues	9
Opening hours	8
Airport and flight related issues	8
Price of goods and services	6
Attractions and activities	6
Accommodation	5
Weather and season	5
Customer service	4
Shopping experience	3
Tourism information	3
Rubbish and taking caring of the natural environment	3
Abandoned houses and cars	3
Local people	2

Note: Share of respondents who made a comment that falls into each theme. Respondents could give more than one answer, so total does not add up to 100%.





# Least appealing aspects

## Public services, facilities and infrastructure (41%)

*“The roads are truly awful and spoiled driving around the island. The villages could be tidied up and the very many abandoned properties removed or renovated.”*

*“The rusty broken-down cars, the dilapidated houses, the roads full of potholes, the noxious weeds, the dogs everywhere, and the cats in every restaurant when you are eating.”*

*“Internet service - even though we were on holiday being self-employed one still has to work at times.”*

*“Slow WiFi and no global roaming, but that may have been good as I switched into relax mode.”*

*“The cost of accommodation and the roads.”*

# Least appealing aspects

## Food and beverage (16%)

*“Lack of vegetarian food.”*

*“The attitude of most staff in cafes etc. It felt like they didn't want to be there.”*

*“Lack of local produce to buy, e.g. fruit, vegetables, eggs etc.”*

*“I wasn't aware of any restaurants open to serve breakfast.”*

*“Restaurants closing early, as did the supermarket and having to check in so early on departure.”*

*“Expensive food in general.”*

# Least appealing aspects

Animal-related issues: mosquitoes, flies and stray dogs (9%)

*“The number of dogs roaming around and in a couple of cases chasing the rental car very aggressively - also heard of a dog attack on a cyclist. A person who had been to Niue 4 years ago said it was new problem and one that must be addressed.”*

*“Terrifying fierce dogs trying to attack us while cycling.”*

*“Wild roosters! Having to wear earplugs to sleep is not so relaxing.”*

*“I found the mosquitoes not so appealing lol.”*

# Least appealing aspects

## Other comments

*“The number of **rusted vehicles** - understandably it is difficult to remove these from the island but it would be wonderful if they could be.”*

*“**The airport** and need to wait for 2-3 hours with no services.”*

*“**Not enough items to buy in terms of crafts**; on plane day there is a long wait to leave and the cafe next to the supermarket was closed - seemed such a shame that they missed out on so much business. The long wait in the departure lounge to leave.”*

*“The time of the year that I visited wasn’t the best due to the **cyclone season** and hardly cafes open nor cultural shows as for the market 2 stalls but also think that was because of the time we were there.”*

# Suggestions for improvement



55% provided  
suggestions for  
improvements

- 37% Public services and infrastructure
- 16% Food and beverage
- 8% Attractions and activities
- 7% Opening hours
- 7% More information
- 5% Flight related issues
- 5% Accommodation
- 5% Mosquitoes, animals
- 5% Shops and shopping experience
- 4% Stay longer

# Suggestions for improvement

*“Restaurants not many open this time of year.”*

*“More shops open. Making it easier to go spear fishing.”*

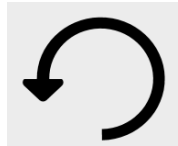
*“If we could have done some tours or been offered tours on the same days that other tourists were doing these tours as they required a minimum number of passengers for dolphin swimming and misa tour so we missed out on both the tours we wanted to do.”*

*“Better airport service and improve roads terrible potholes.”*

*“Accurate info for the time of year about markets, restaurant opening times, etc.”*

*“No terrifying dogs. Better availability of fresh local produce. Markets on at the times advertised. Better attitudes towards homosexuals.”*

# Return to Niue



**94%** of visitors indicated  
that they would consider  
re-visiting Niue

## Reasons not to return

Visit other destinations

Been there and done that

Poor facilities and infrastructure

Expensive

Limited attractions and activities

Personal reasons

Overall bad experience

Too run down



# Reasons not to return to Niue

*“Enjoyed it but don't feel a need to visit again.”*

*“Very expensive, false advertising of events being held.”*

*“We usually do not visit places where we already have been before.”*

*“Not enough to do.”*

*“At this stage in our lives, it probably won't be financially possible, though I would like too.”*

*“Too expensive, too run down.”*

*“Maybe but not sure. The very rude customs officer at airport was the last straw after a terrible stay at the resort.”*

# Recommending Niue



**96%** of visitors said that  
they would recommend the  
destination to their family  
and friends

## Reasons not to recommend

Not value for money

Limited attractions and activities

Poor food

Don't want to ruin the island

Poor facilities and infrastructure construction

Not convenient

# Reasons not to recommend Niue

“Too many people will ruin the island.”

“Expensive, run down buildings and roads, too many dogs.”

“Friends would like souvenirs and a bit of shopping.”

“Would only recommend if they were coming for the diving.”

“Maybe depending on who they are/ reasons accommodation & rudeness from police upon arrival & when obtaining drivers license & extreme rudeness from customs officer upon departure from Niue.”

“I would recommend it to people who were interested in a snorkelling, diving holiday. You have to be prepared for a low key, non commercial holiday. Also, swimming options were limited with no sandy beaches.”

# Thank you!



Simon Milne & Caroline Qi  
simon.milne@aut.ac.nz  
<http://www.nztri.org/>