

Visitors to Upolu Only vs Savai'i Visitors

Samoa International Visitor Survey (January – March 2020)



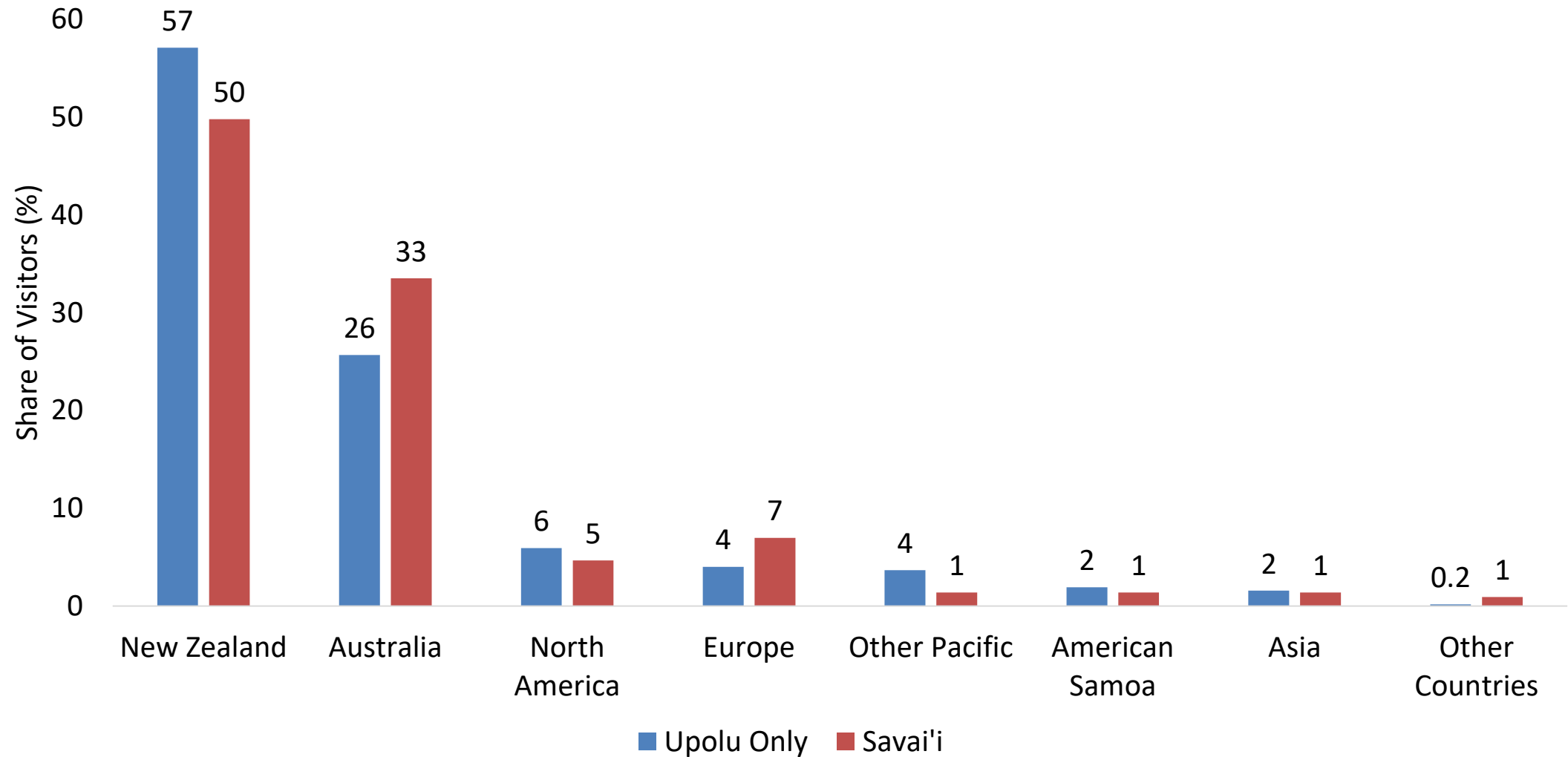
Number of visitors (% of total IVS sample)





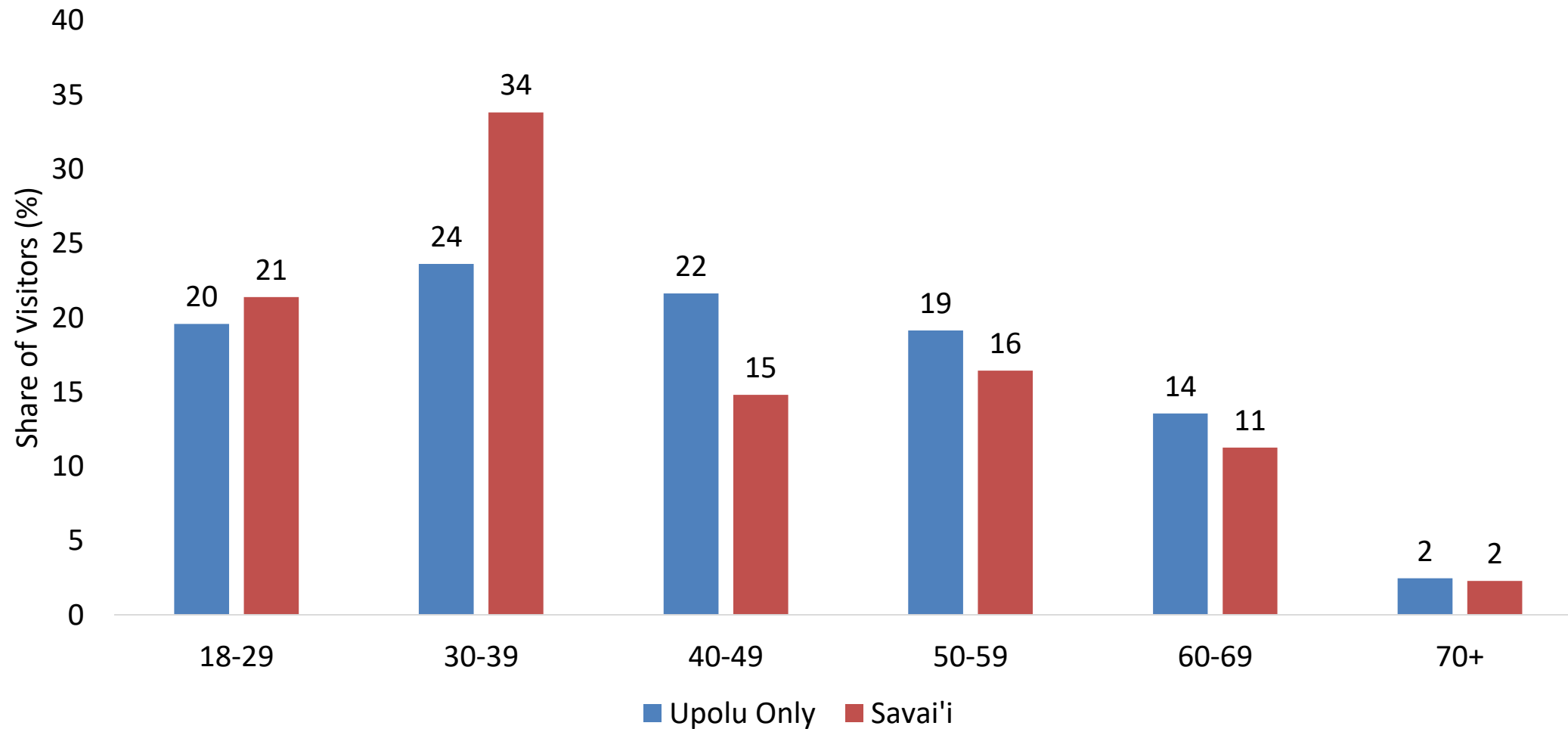
Visitor Characteristics

Country of Origin

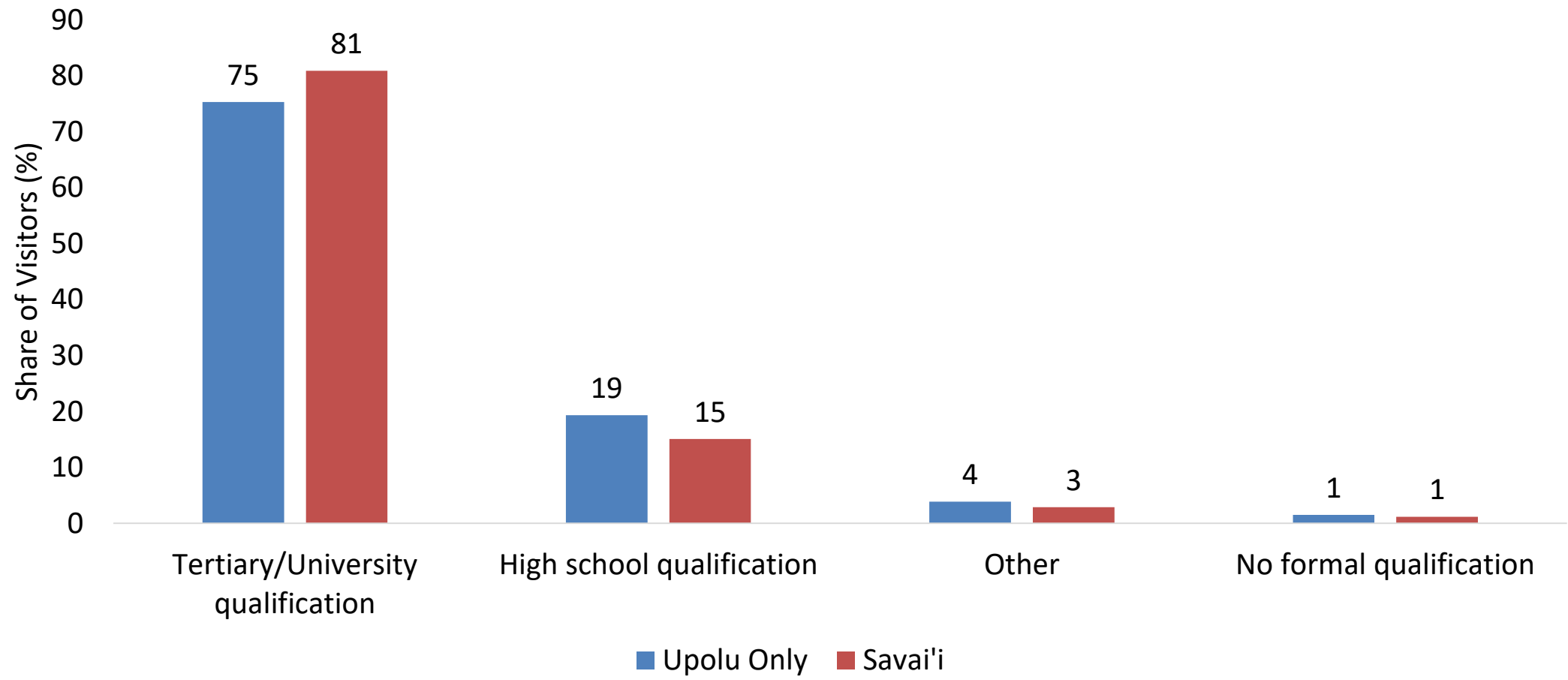


Note: survey data thus unweighted.

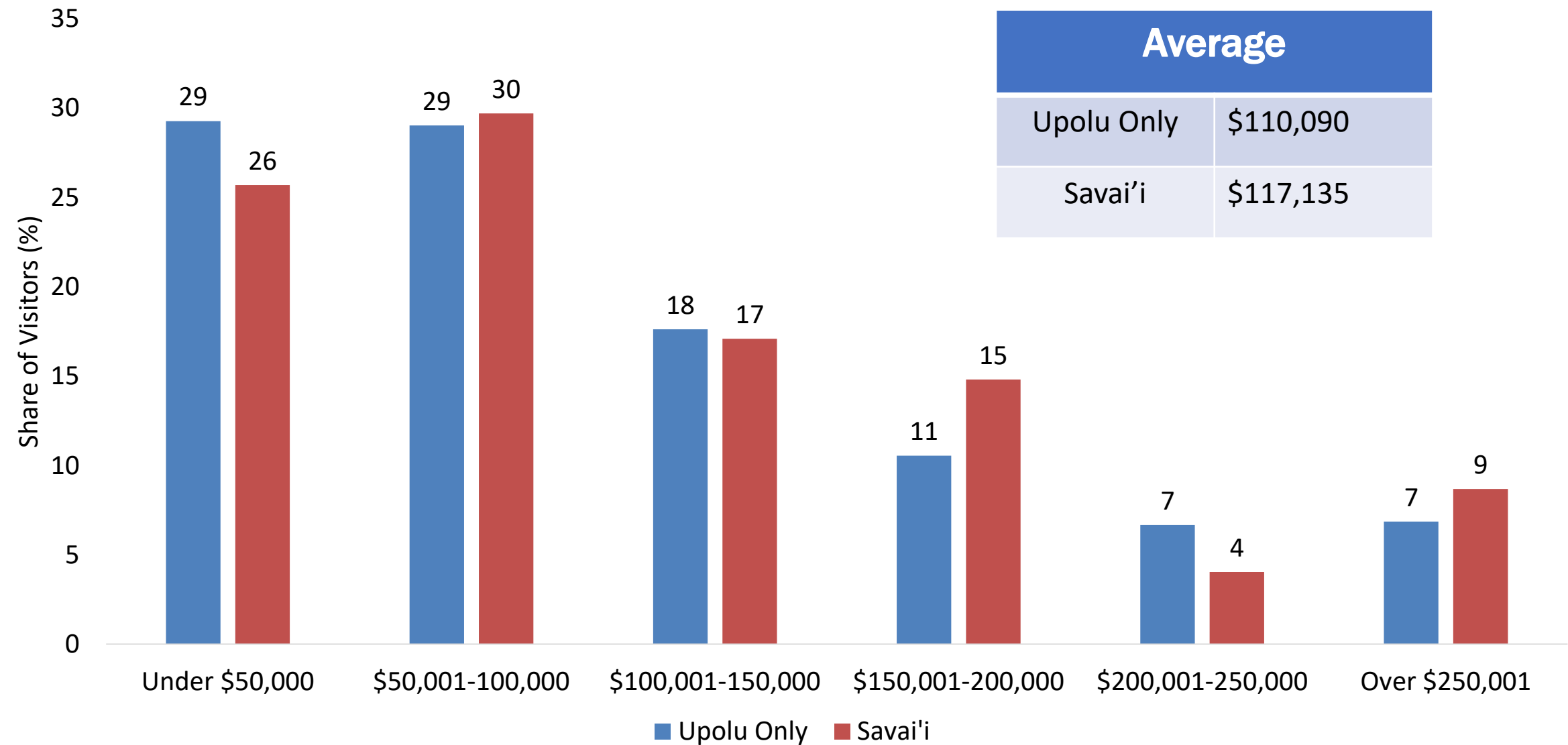
Distribution of age groups



Highest qualifications

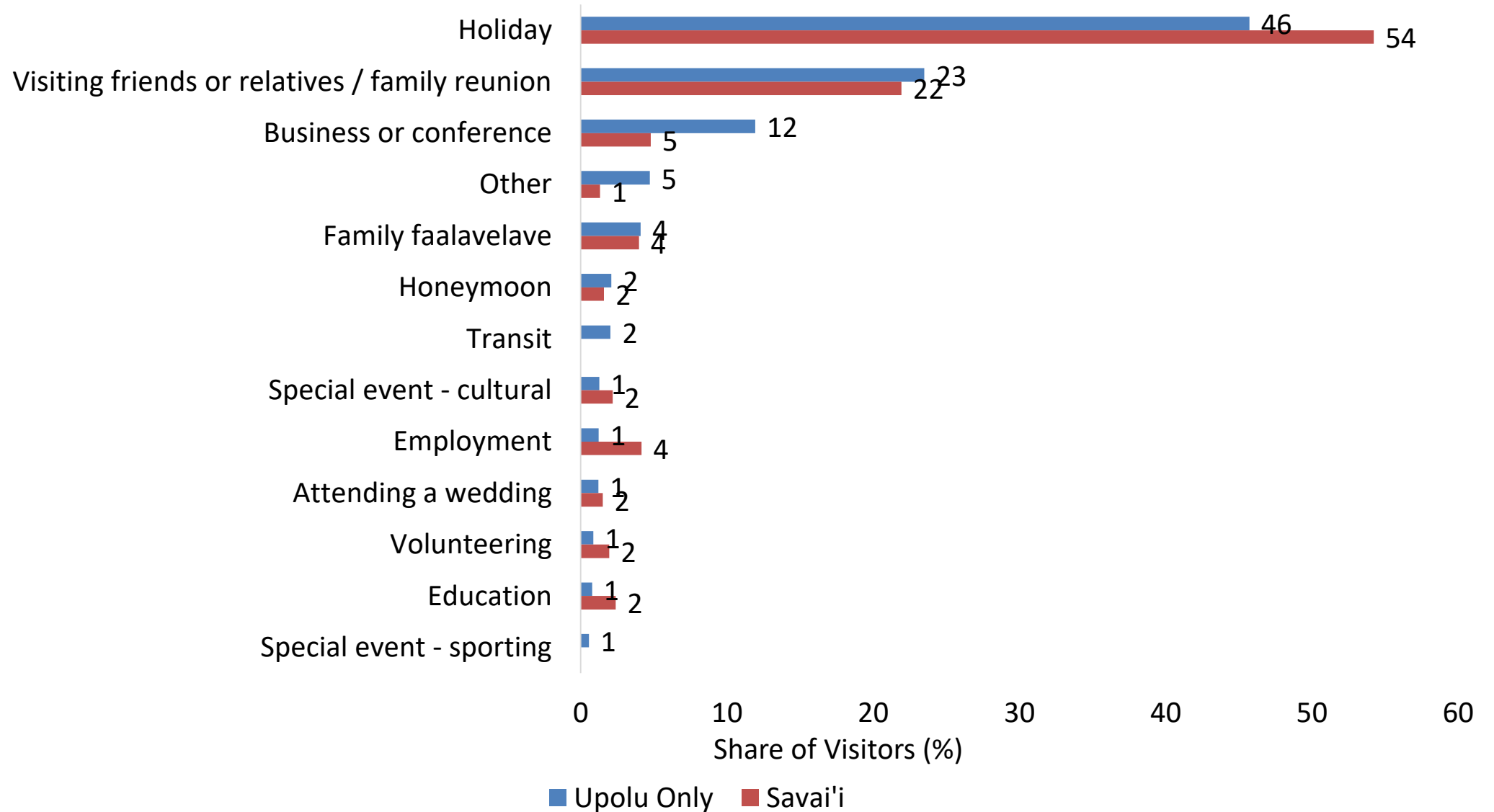


Annual household income in NZD

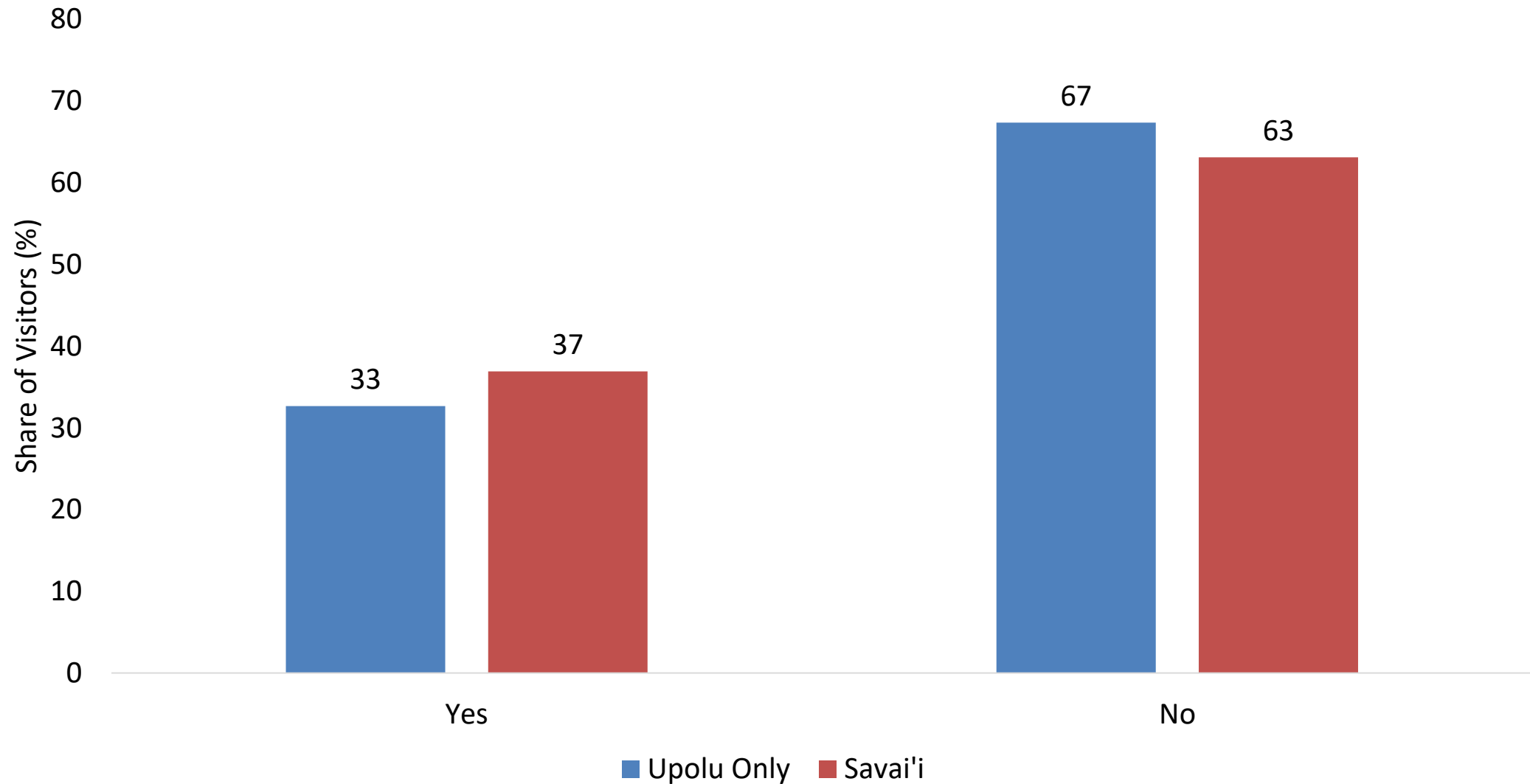


Average	
Upolu Only	\$110,090
Savai'i	\$117,135

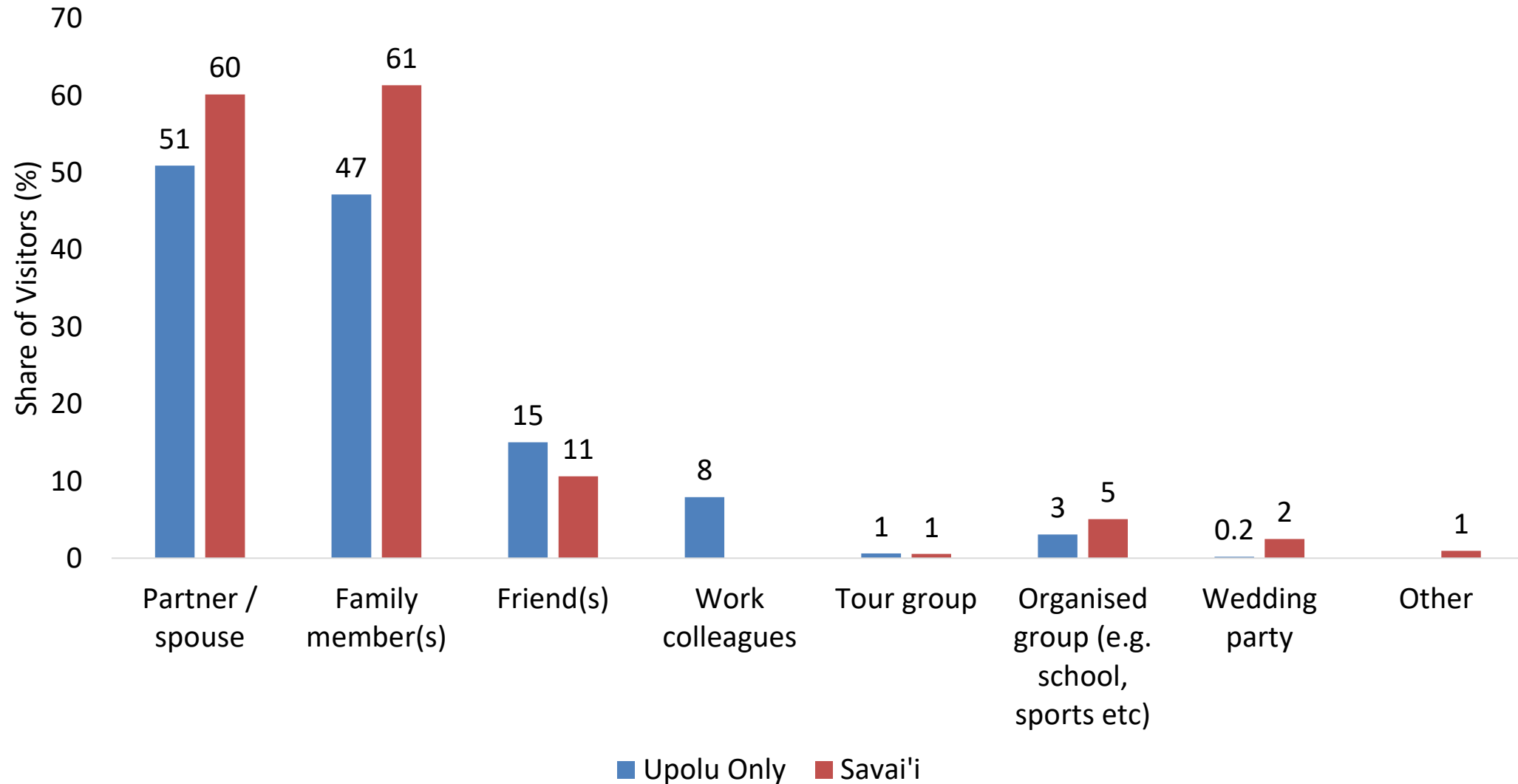
Main purpose of visit



Travelling to Samoa alone or not?

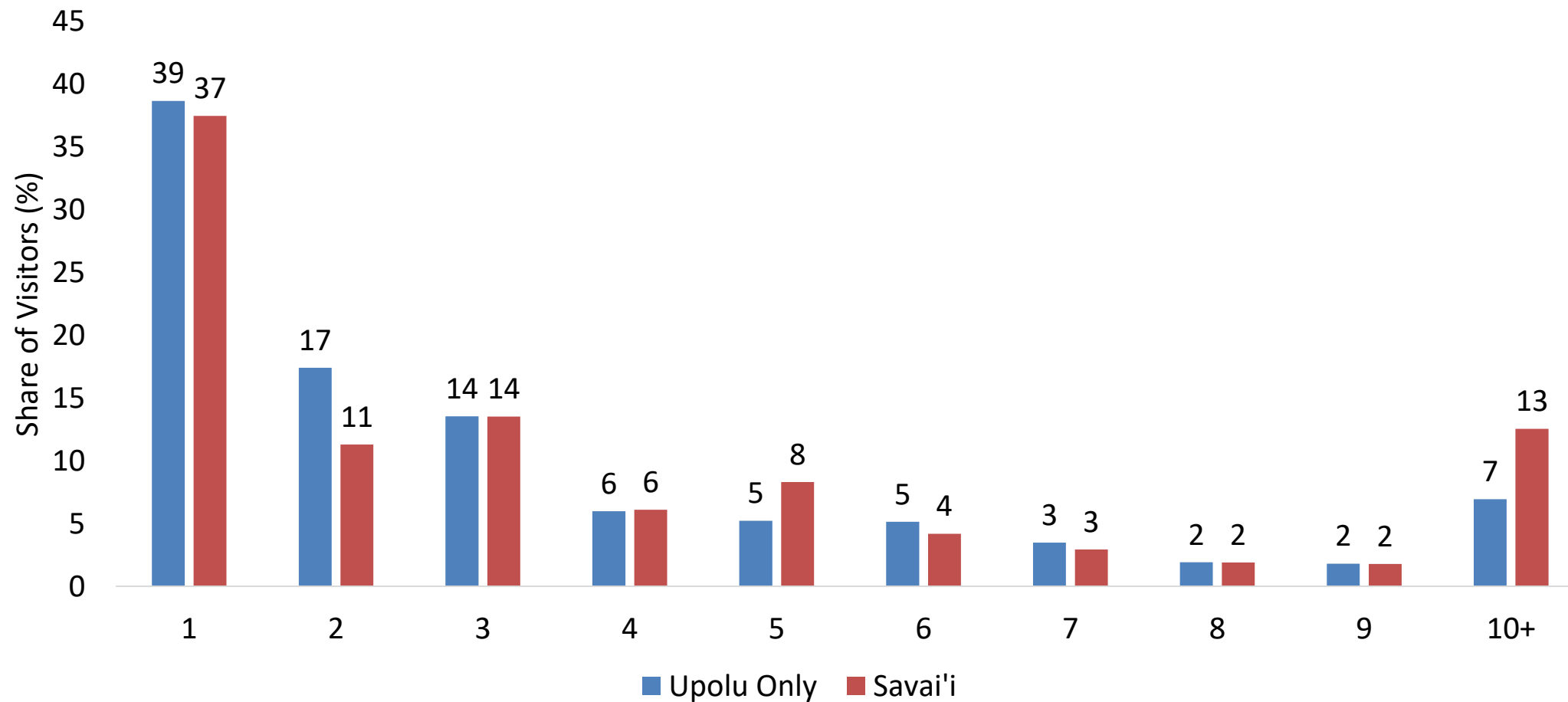


Travelling with whom?

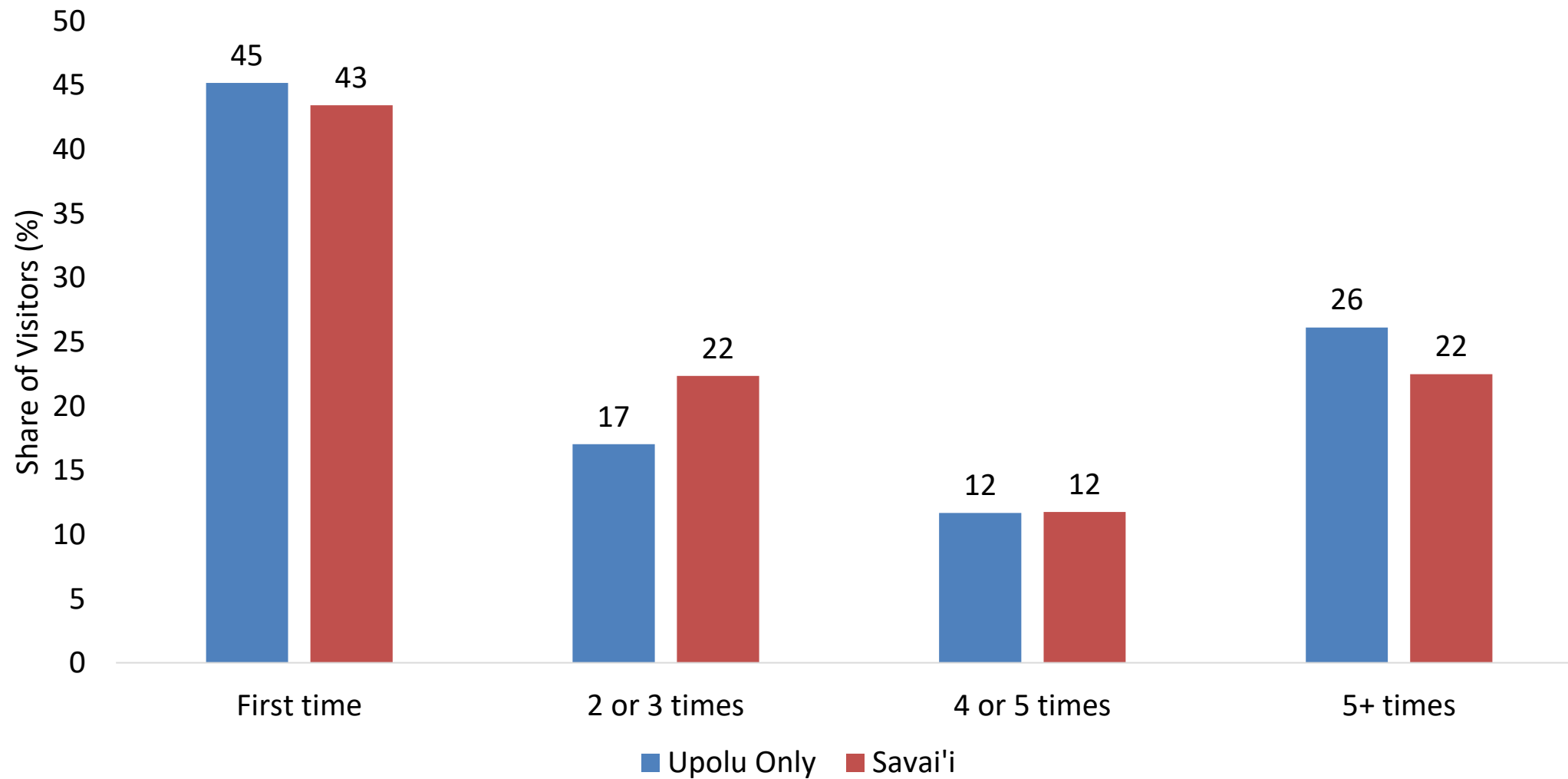


*Multiple responses, therefore total does not add up to 100%.

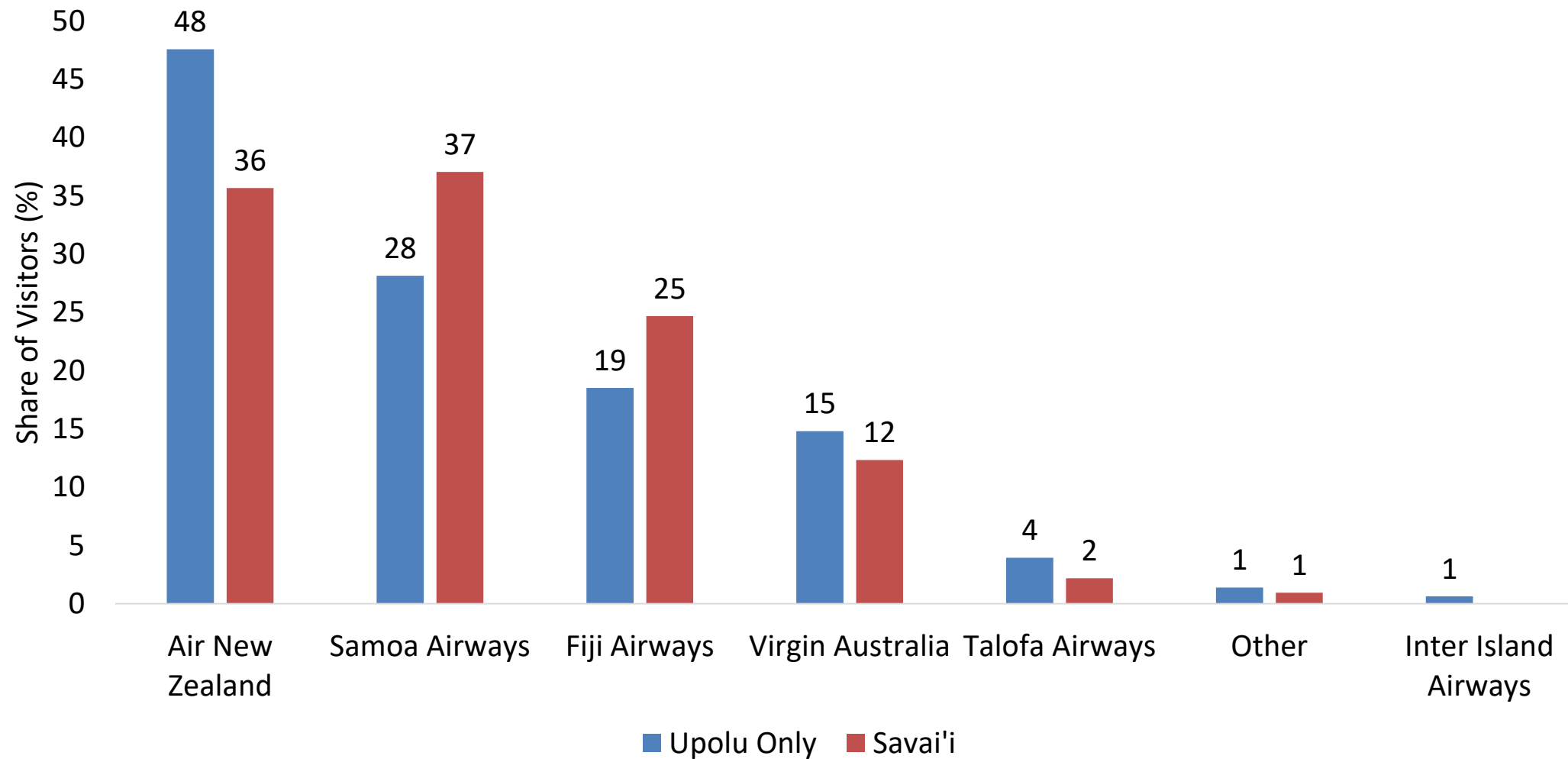
Number of companions



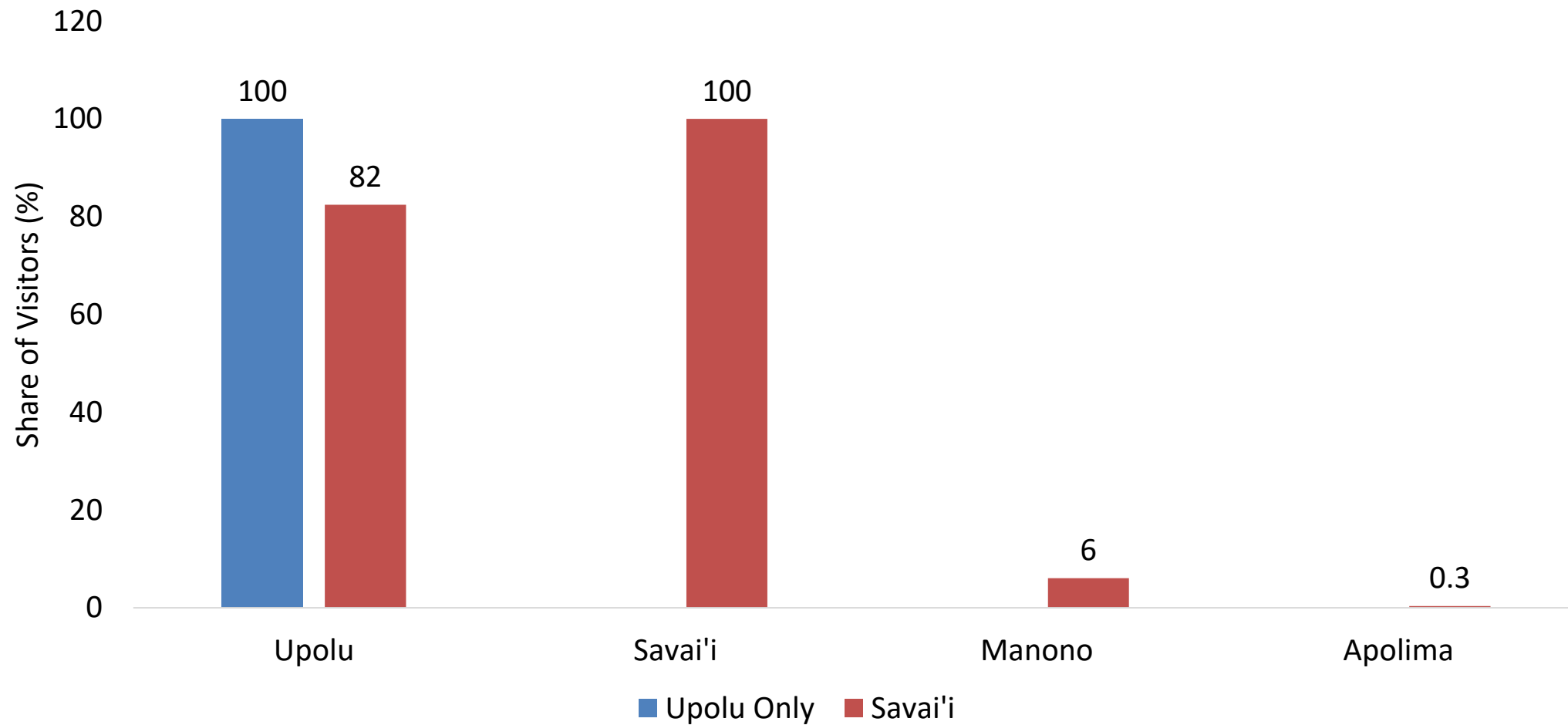
Previous visits to Samoa



Airline used

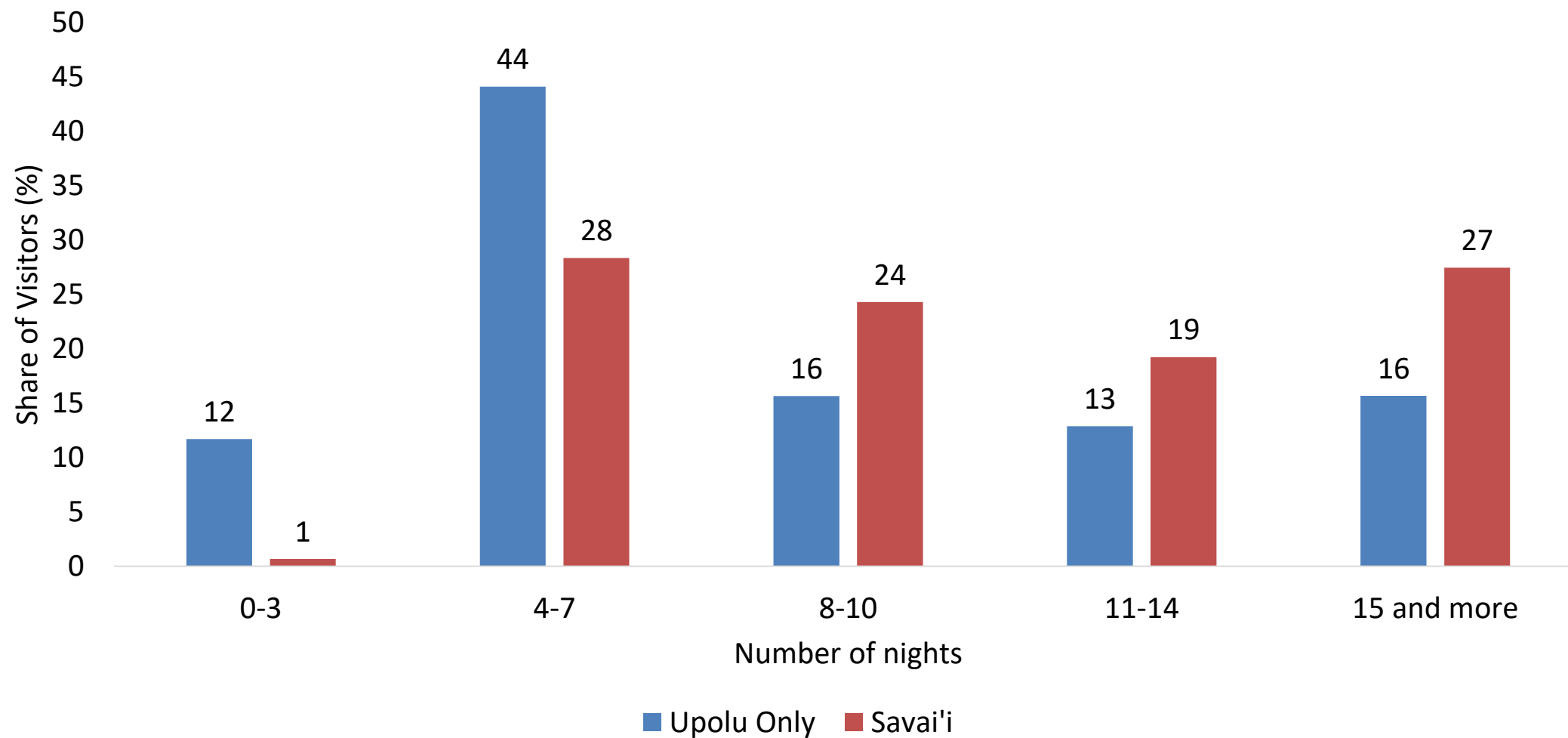


Islands Visited



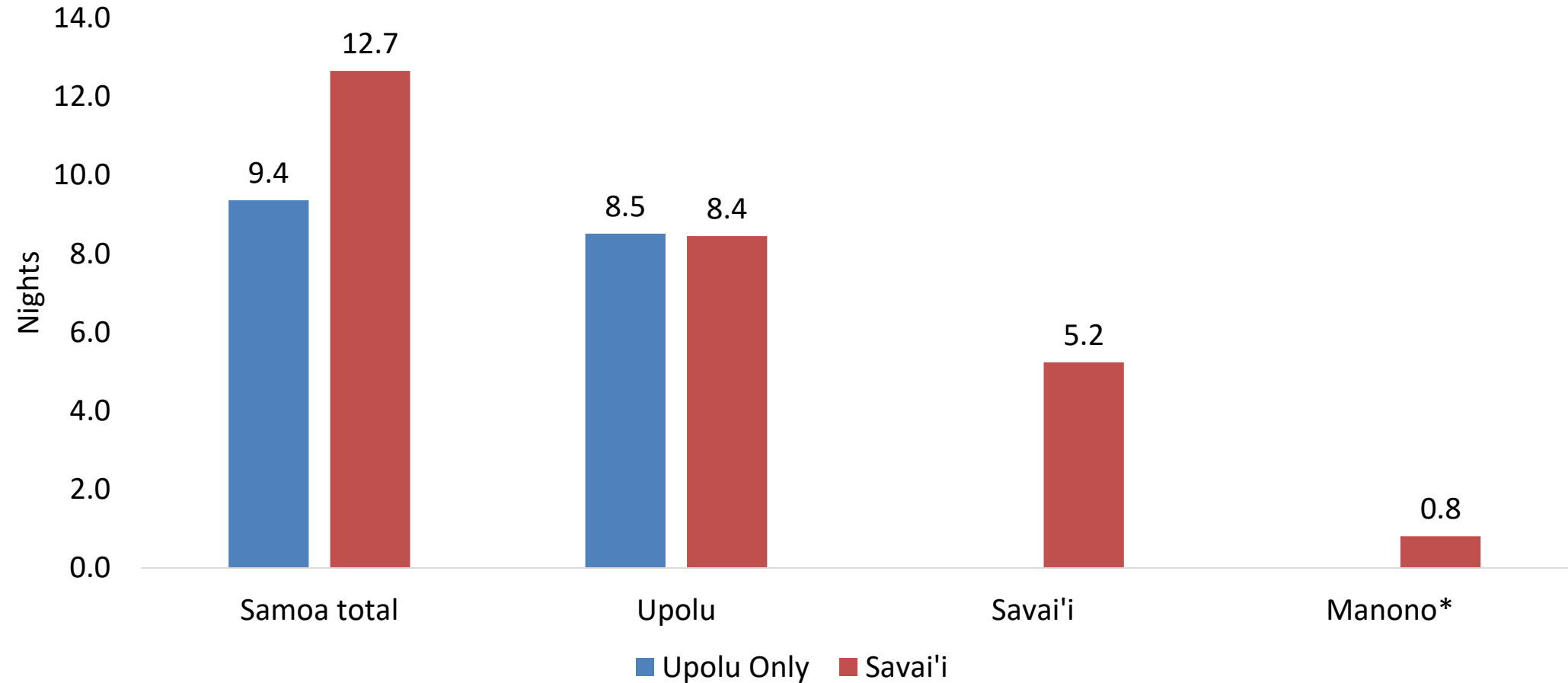
*Multiple responses, therefore total does not add up to 100%.

Length of stay



Average length of stay

Average length of stay in the Samoa and on each island



*: n=14

Attractions Visited

Upolu Only

Top attractions on Upolu *

- 68% Apia
- 39% Lalomanu beach
- 38% To Sua Ocean Trench
- 28% Piula Cave Pool
- 27% Togitogiga Falls
- 25% Mulifanua

Savai'i & Upolu

Top attractions on Upolu *

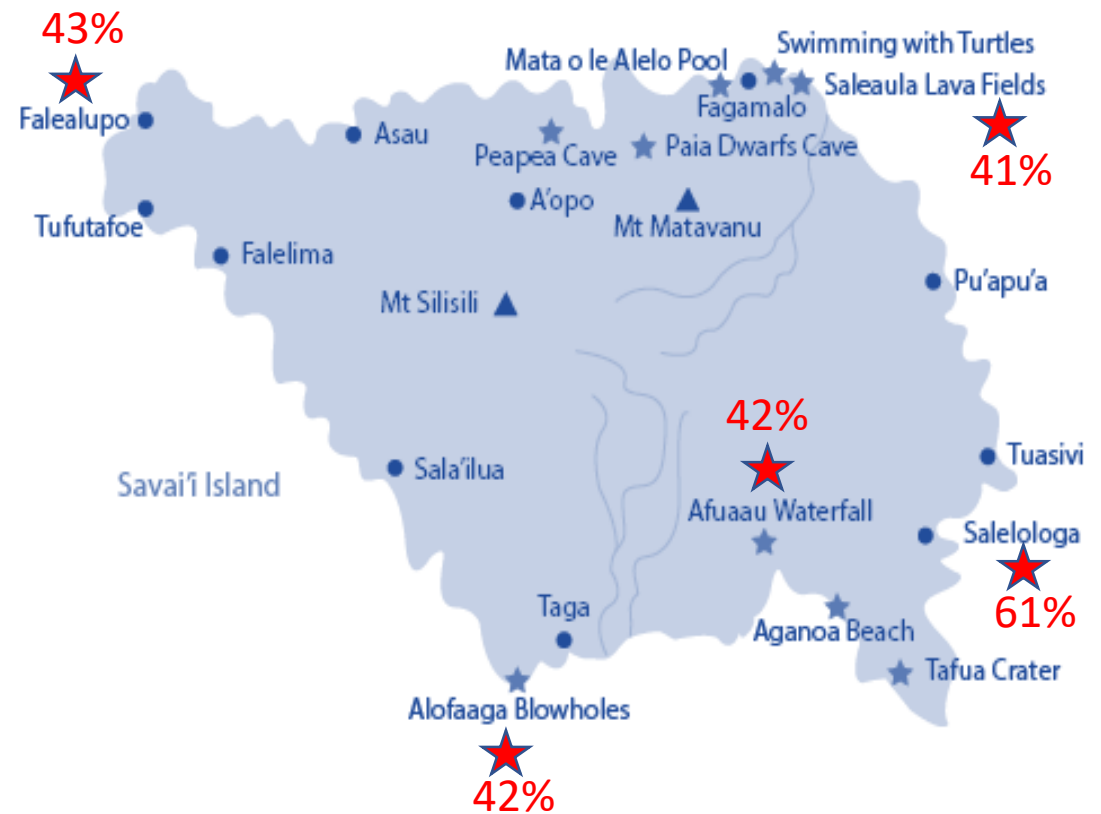
- 56% Apia
- 53% Lalomanu beach
- 50% To Sua Ocean Trench
- 47% Piula Cave Pool
- 47% Mulifanua
- 30% Robert Louis Stevenson Museum

Destinations Visited

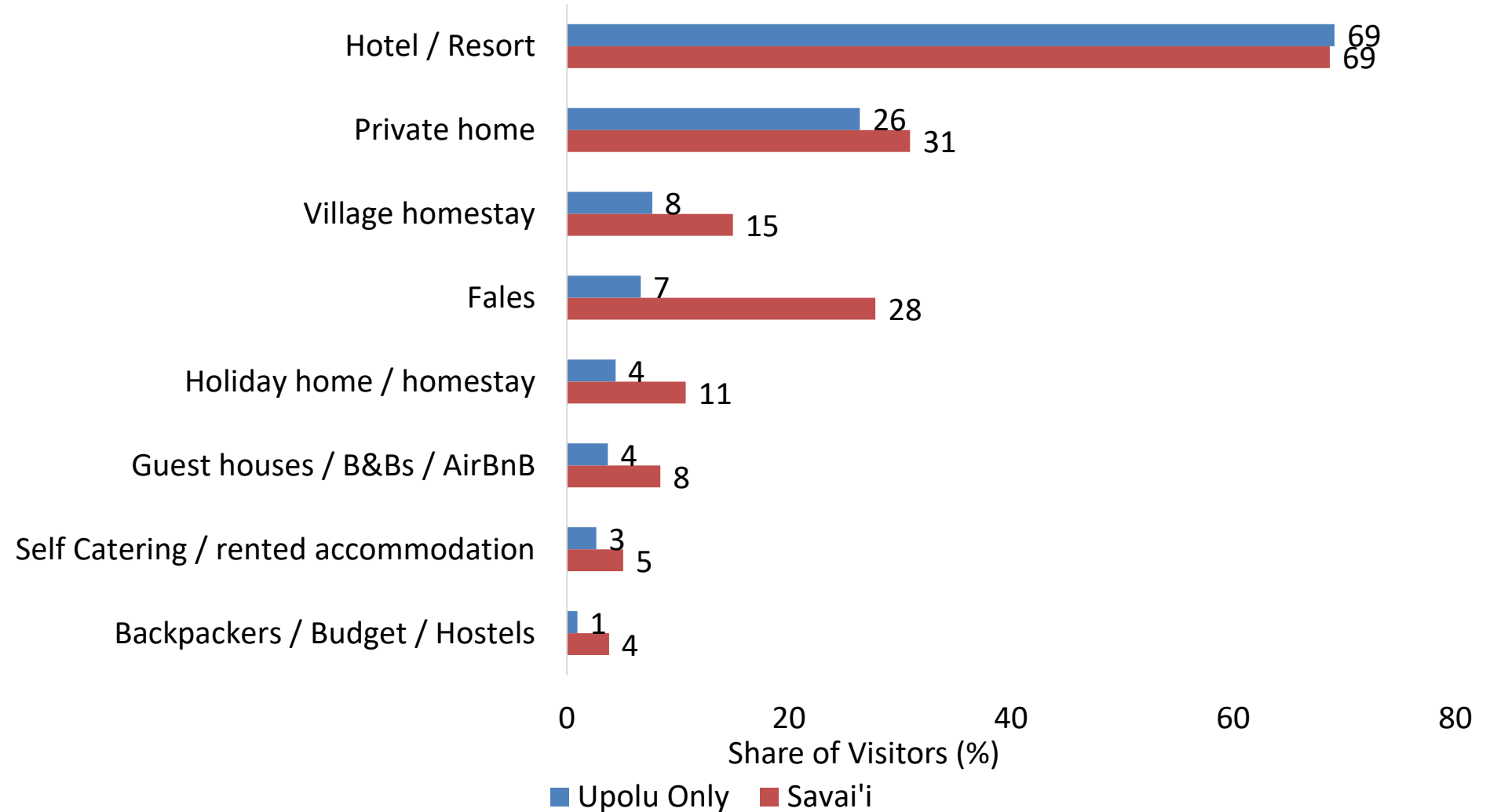
Savai'i Island

Top attractions - Savai'i *

- **61%** Salelologa
- **43%** Falealupo
- **42%** Afuaau Waterfall
- **42%** Alofaaga Blowholes
- **41%** Saleaula Lava Fields

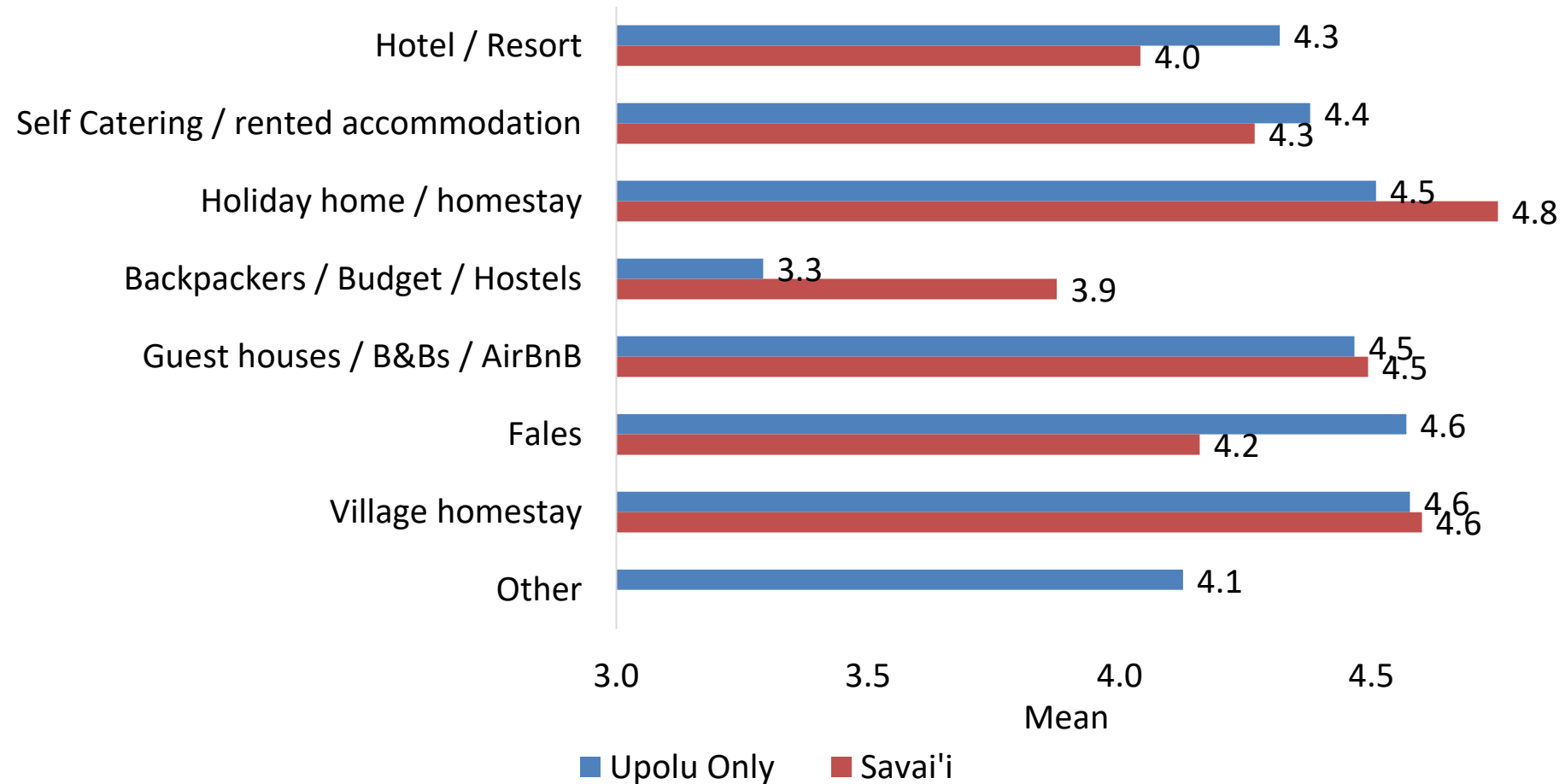


Accommodation types



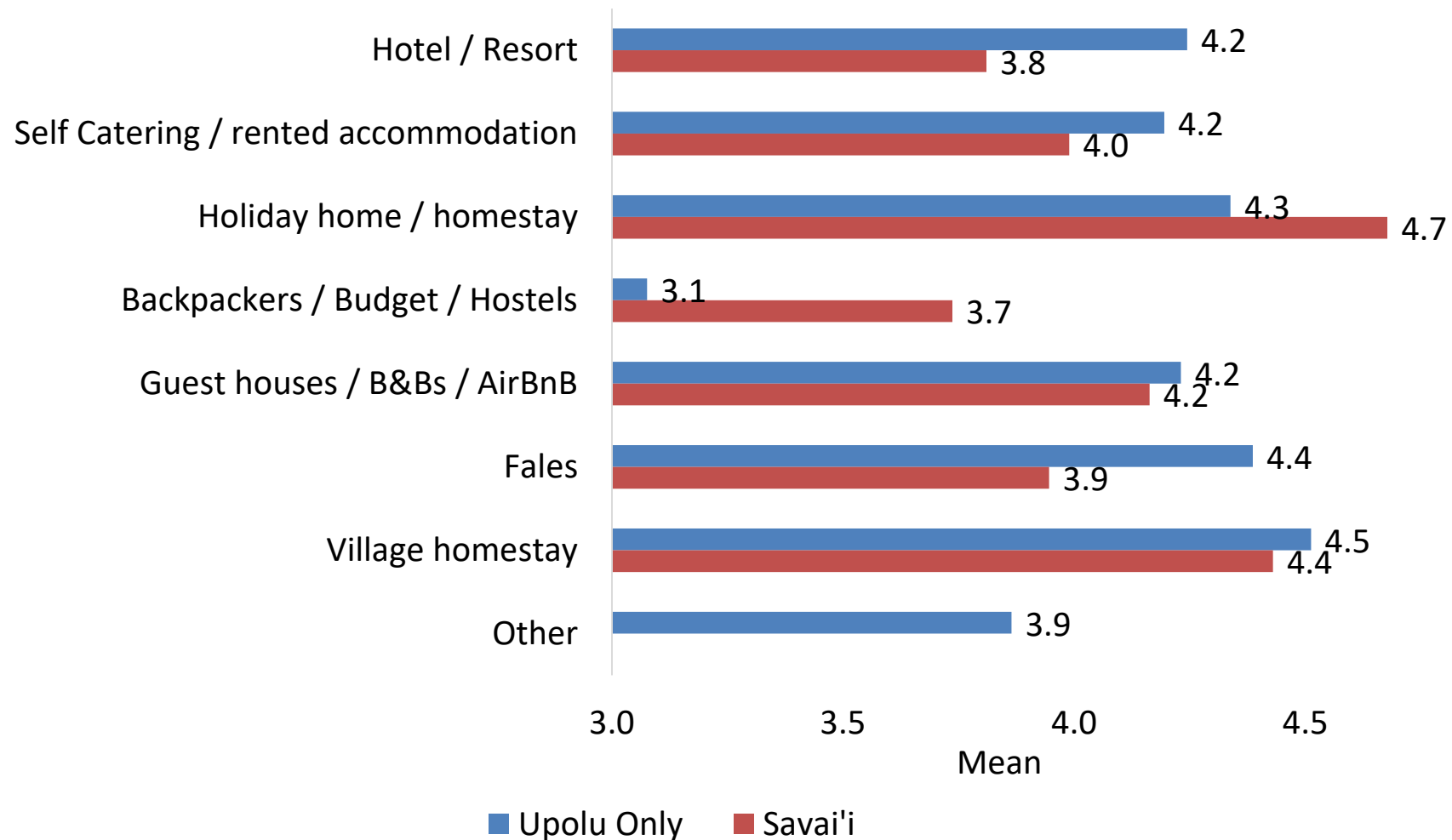
Satisfaction with accommodation types

Level of service



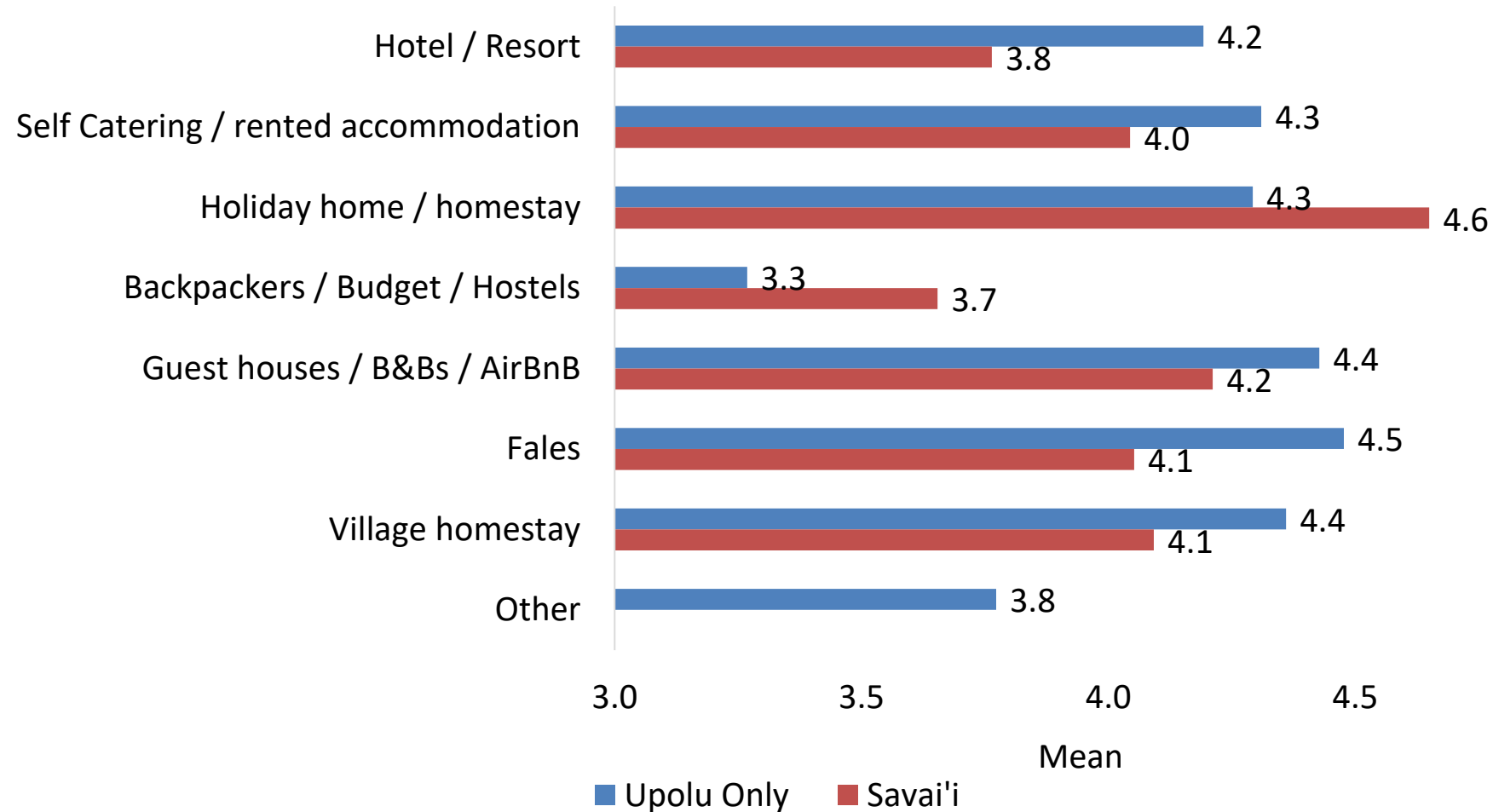
Satisfaction with accommodation types

Quality, availability and maintenance of facilities



Satisfaction with accommodation types

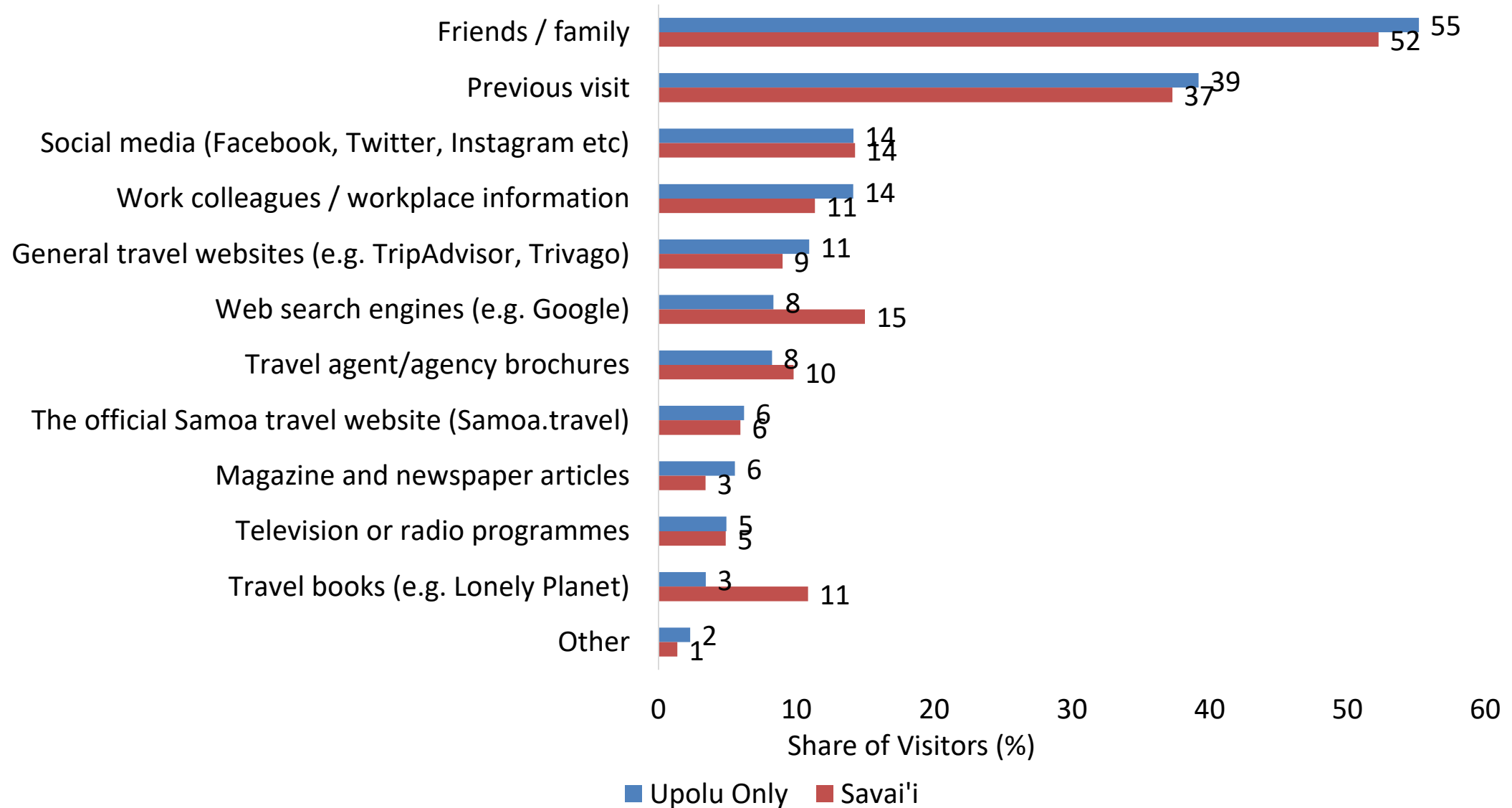
Overall value for money



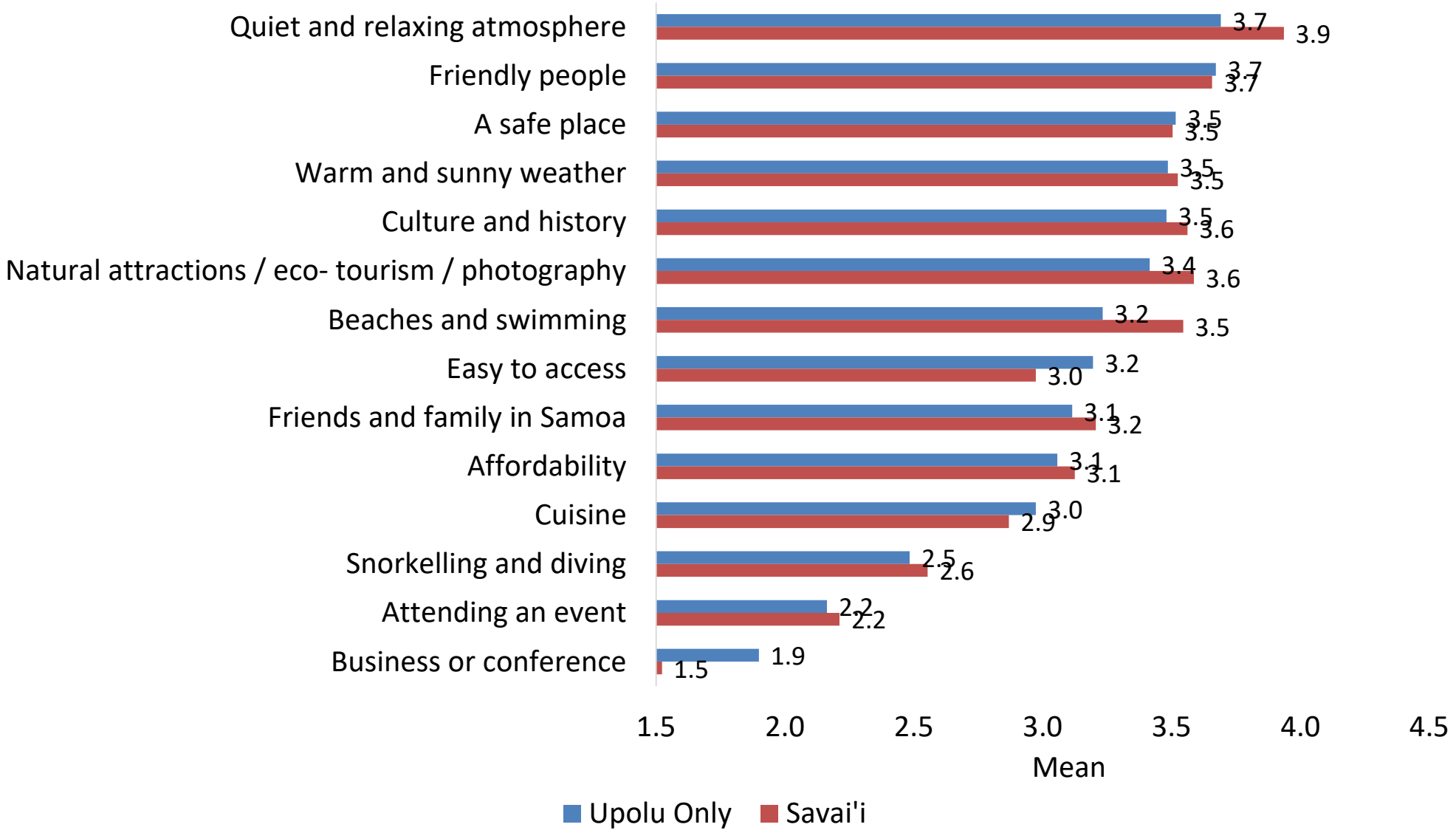


Information Sources & Purchasing Behaviour

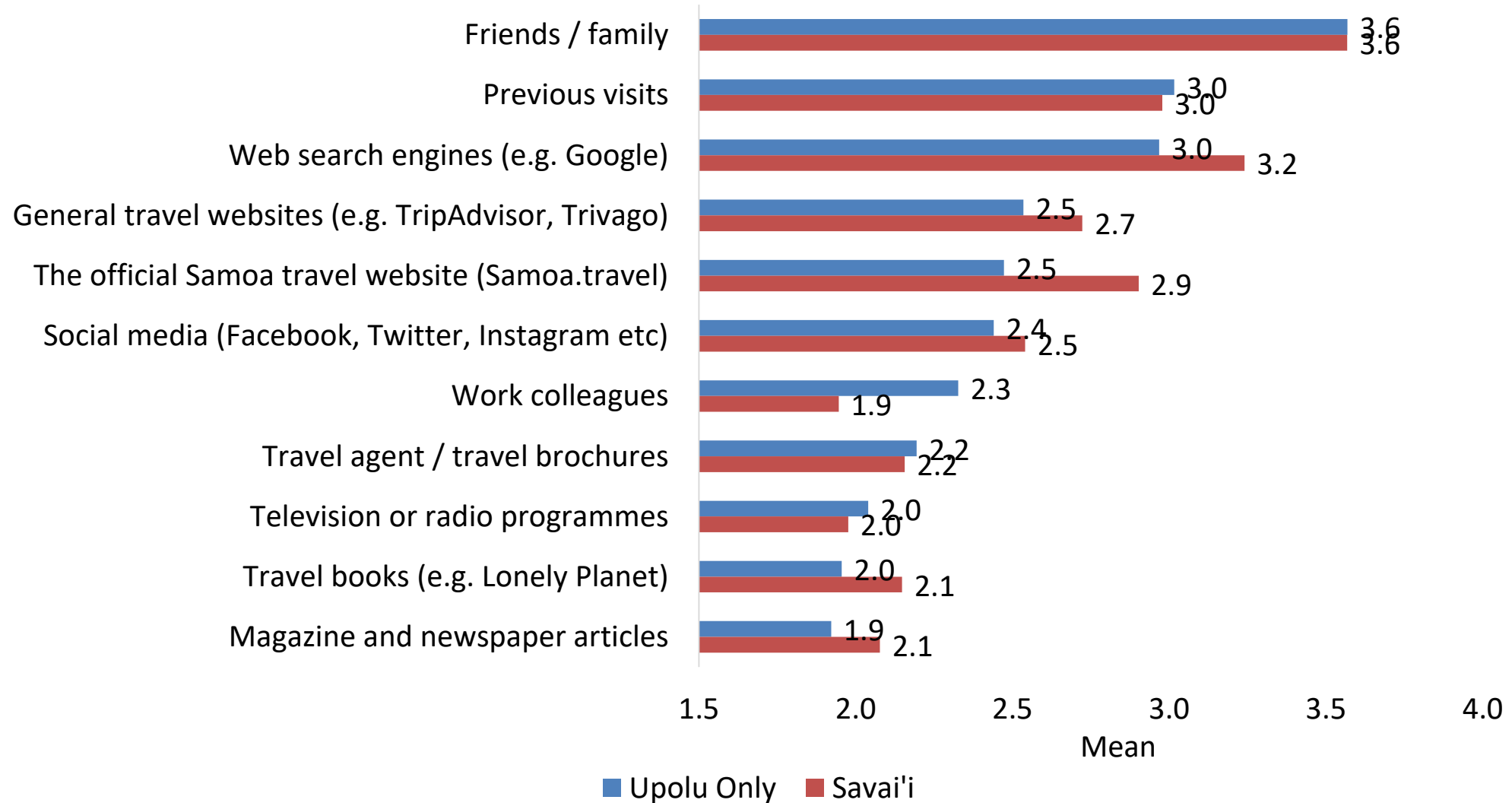
How did you find out about Samoa?



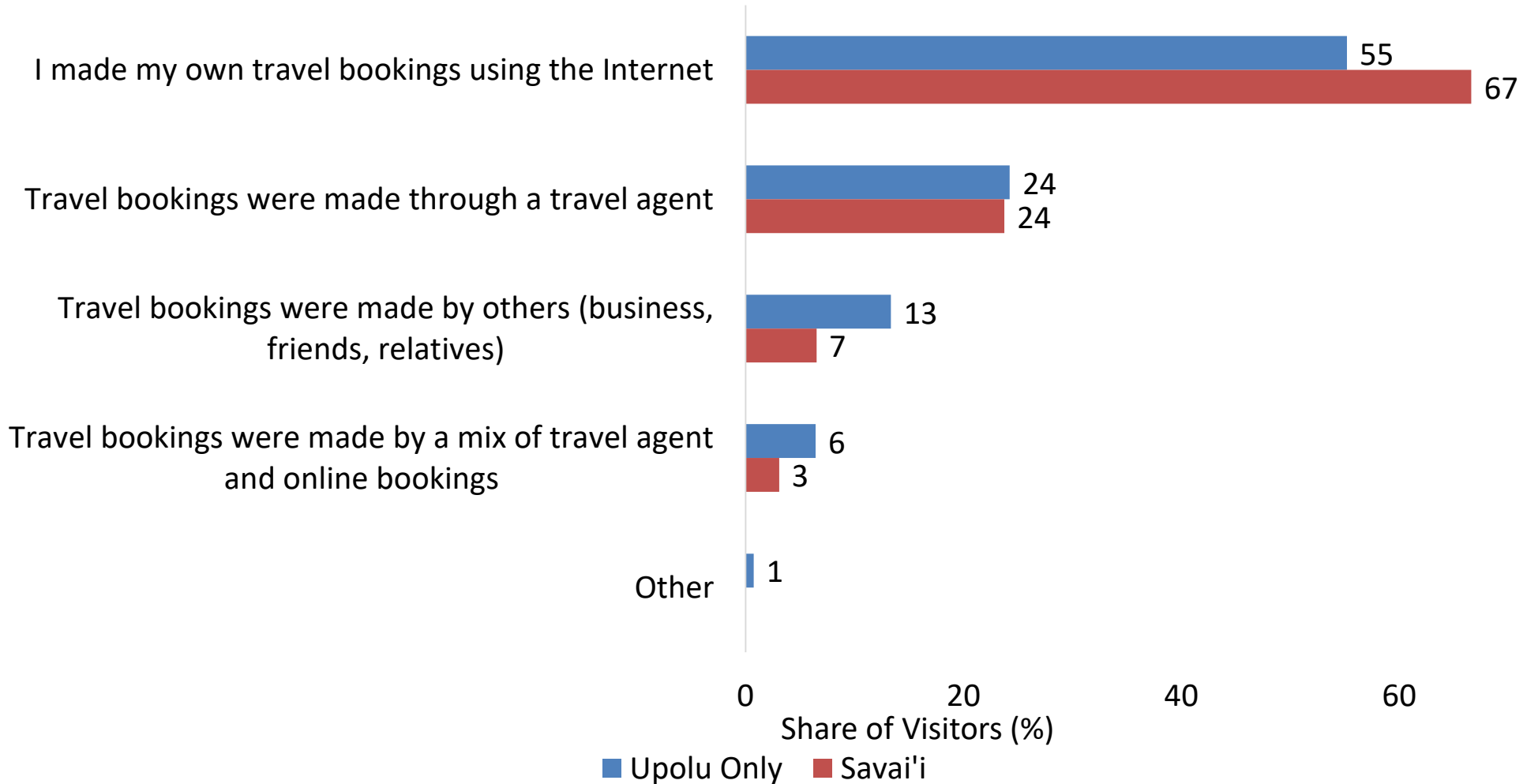
Influential factors in your choice to visit Samoa



Importance of information sources



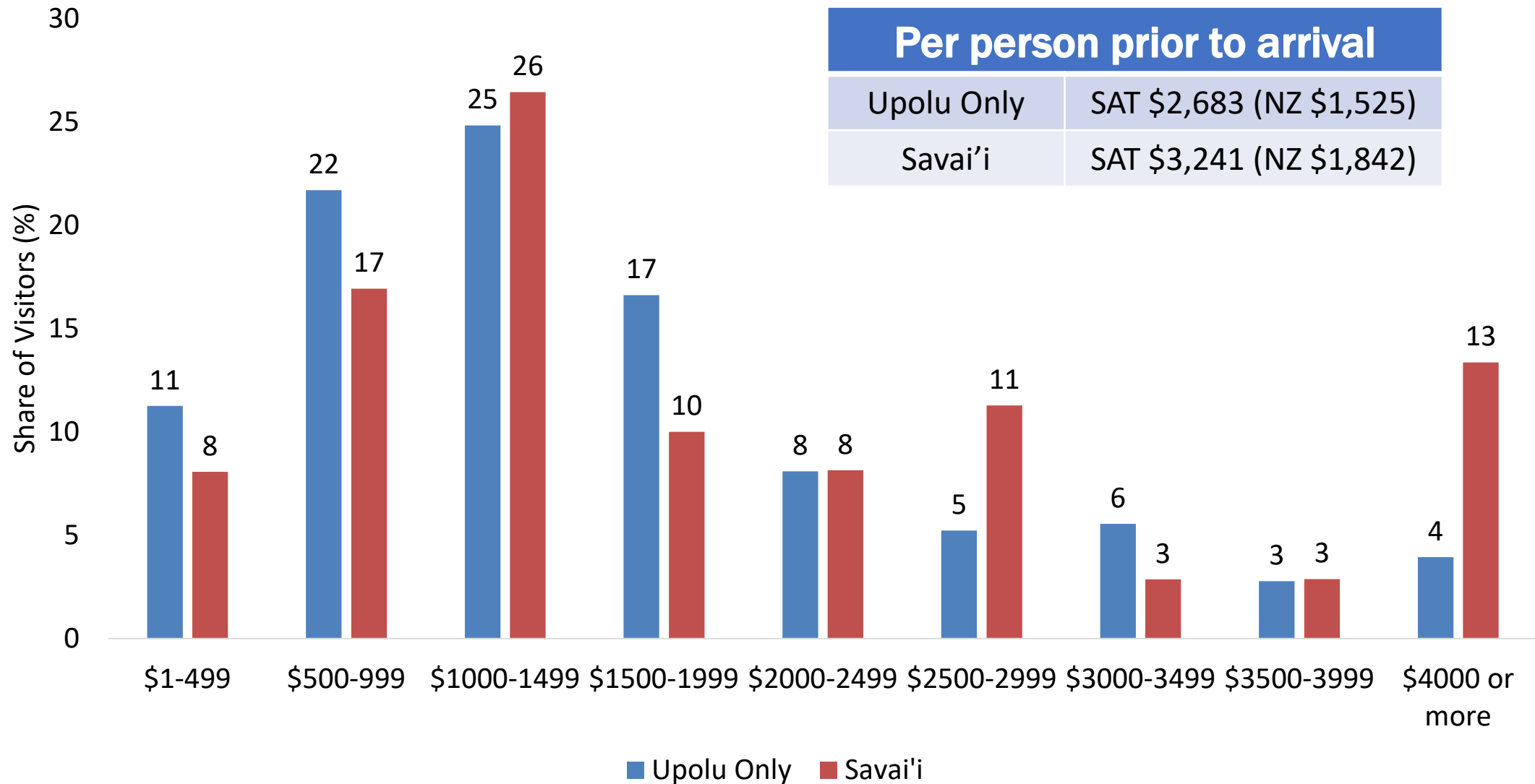
How did you purchase your travel?





Visitor Expenditure

Prepaid Expenditure



Per person prior to arrival

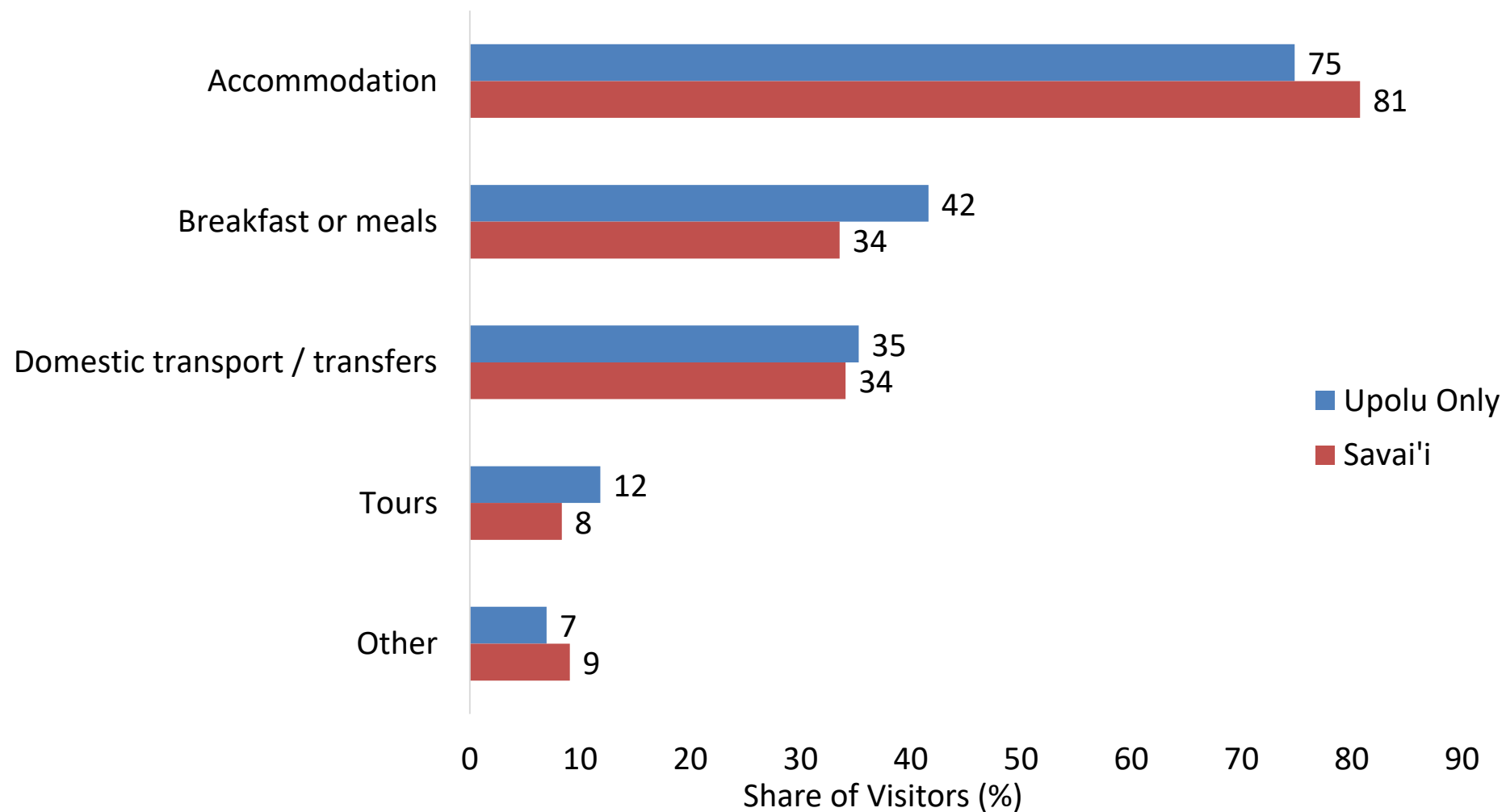
Upolu Only

SAT \$2,683 (NZ \$1,525)

Savai'i

SAT \$3,241 (NZ \$1,842)

Prepaid Items



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

In-Country Expenditure Per Person Per Day

Expenditure Items	Upolu Only (SAT\$)	Savai'i (SAT\$)
Accommodation	40	39
Restaurants cafes & bars	29	24
Vehicle rental	19	20
Petrol	6	11
Bus/taxi	2	2
Ferry	0	3
Groceries	20	20
Shopping	20	13
Tours/activities	7	5
Donations	14	21
Internet/telecommunication	3	3
Other	8	15
Total Expenditure	167	175



Per person per day while in:

Upolu Only	SAT \$167 (NZ \$95)
Savai'i	SAT \$175 (NZ \$100)

Note: Numbers may not sum to 100% due to rounding.

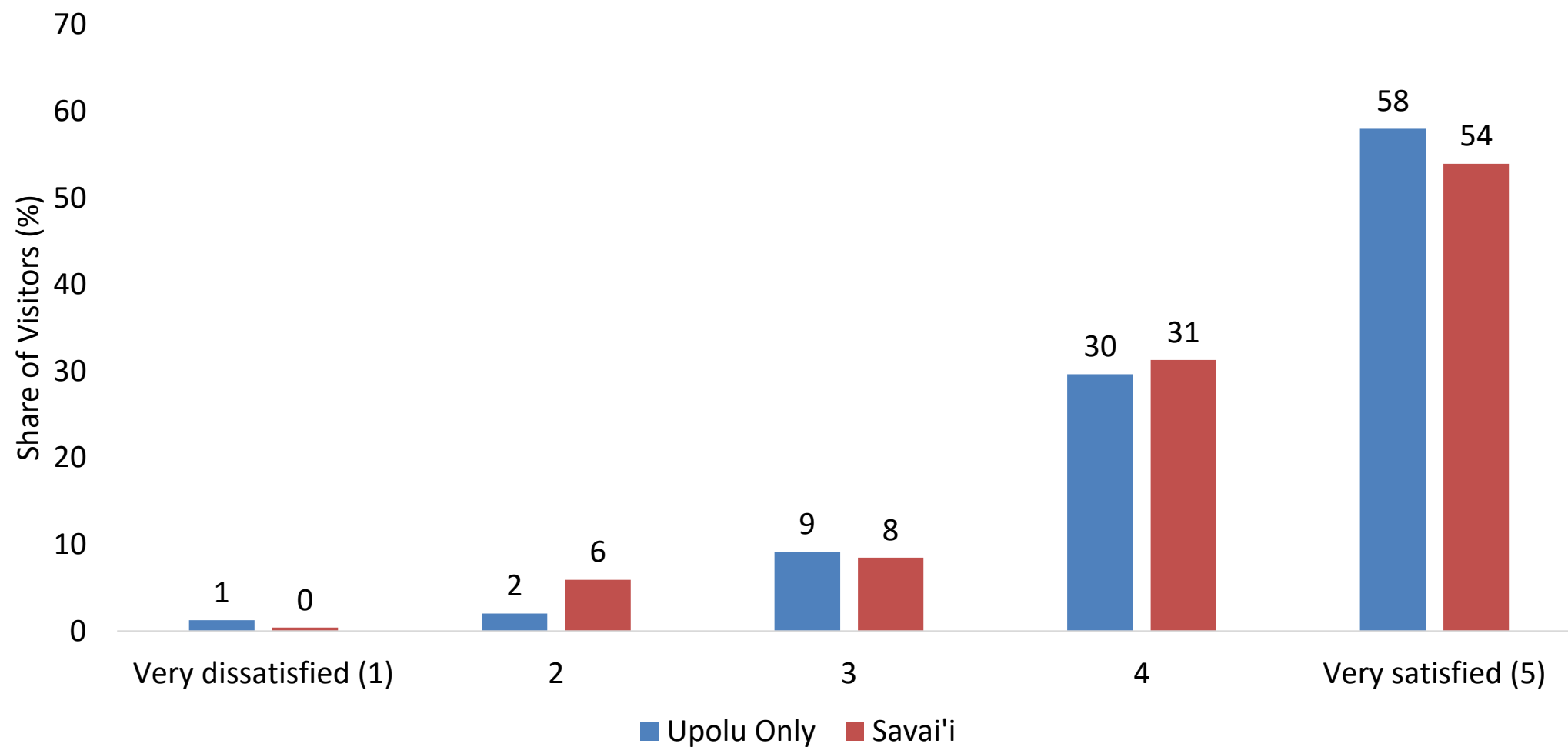
Spending

	Upolu Only	Savai'i
Average spend per person prior to arrival flowing back to Samoa	SAT\$1,475/NZ\$839	SAT\$1,781/NZ\$1,013
Average spend in country per person per day	SAT\$167/NZ\$95	SAT\$175/NZ\$100
Average length of stay in Samoa (nights)	9.4	12.7
TOTAL SPEND PER VISIT FLOWING BACK TO LOCAL ECONOMY	SAT\$3,045/NZ\$1,732	SAT\$4,004/NZ\$2,283

The image features a decorative header with a blue parallelogram on the left and a red parallelogram on the right, both with slanted edges. The text 'Visitor Satisfaction' is centered on the red shape.

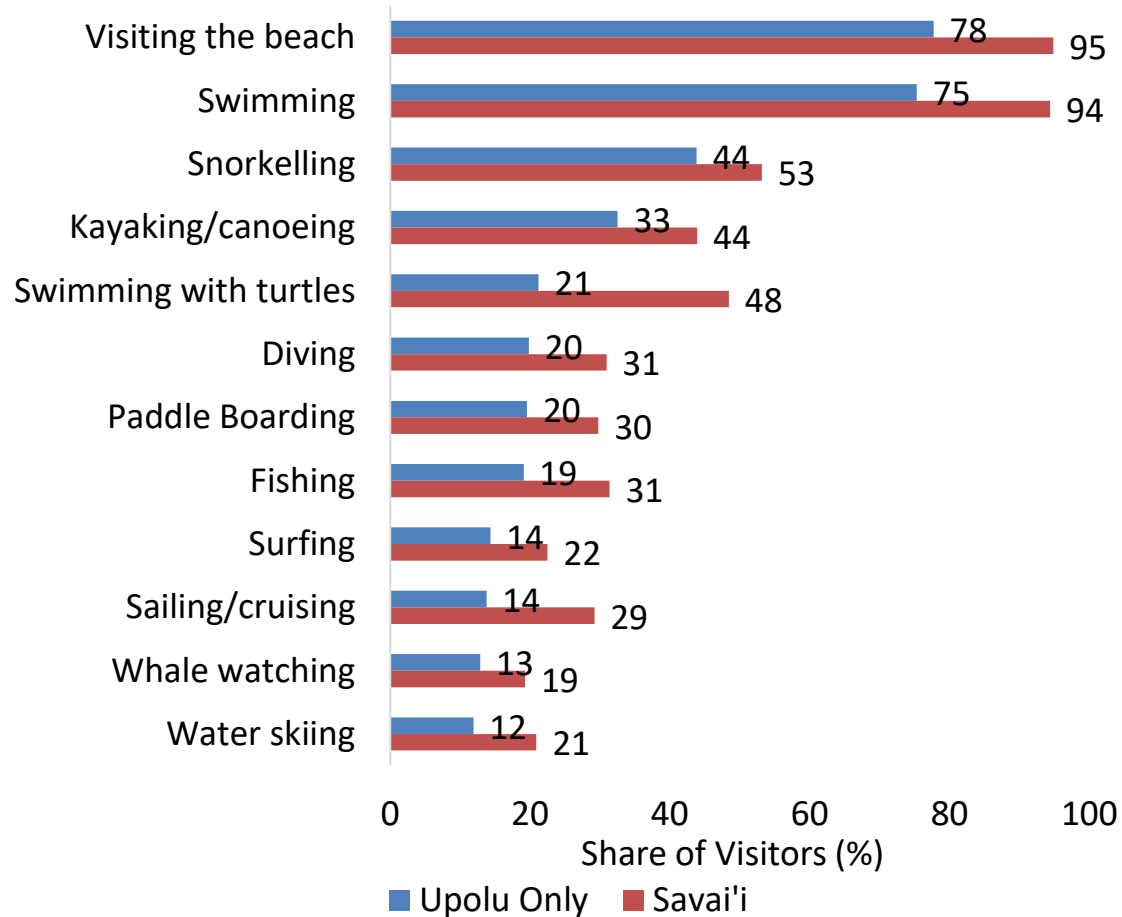
Visitor Satisfaction

Overall satisfaction

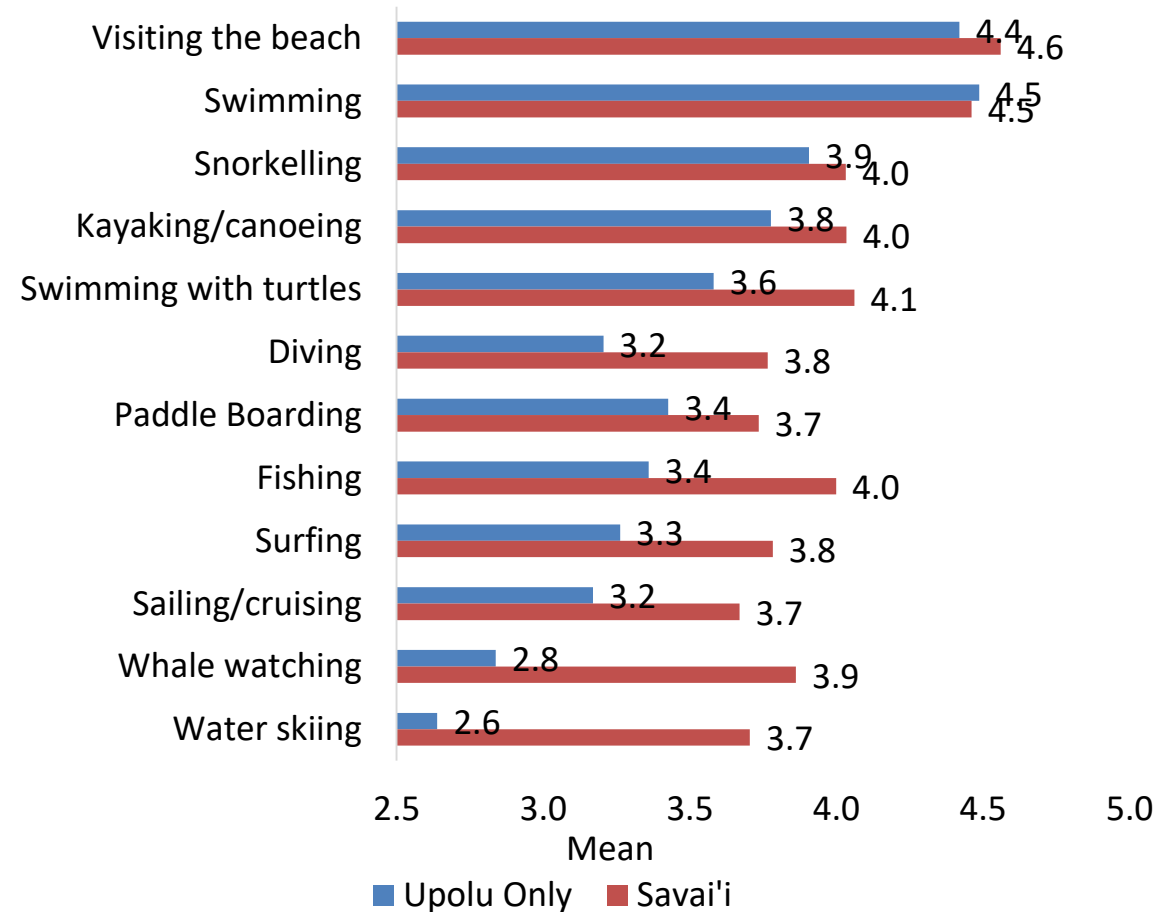


Water-based Activities

Degree of Participation

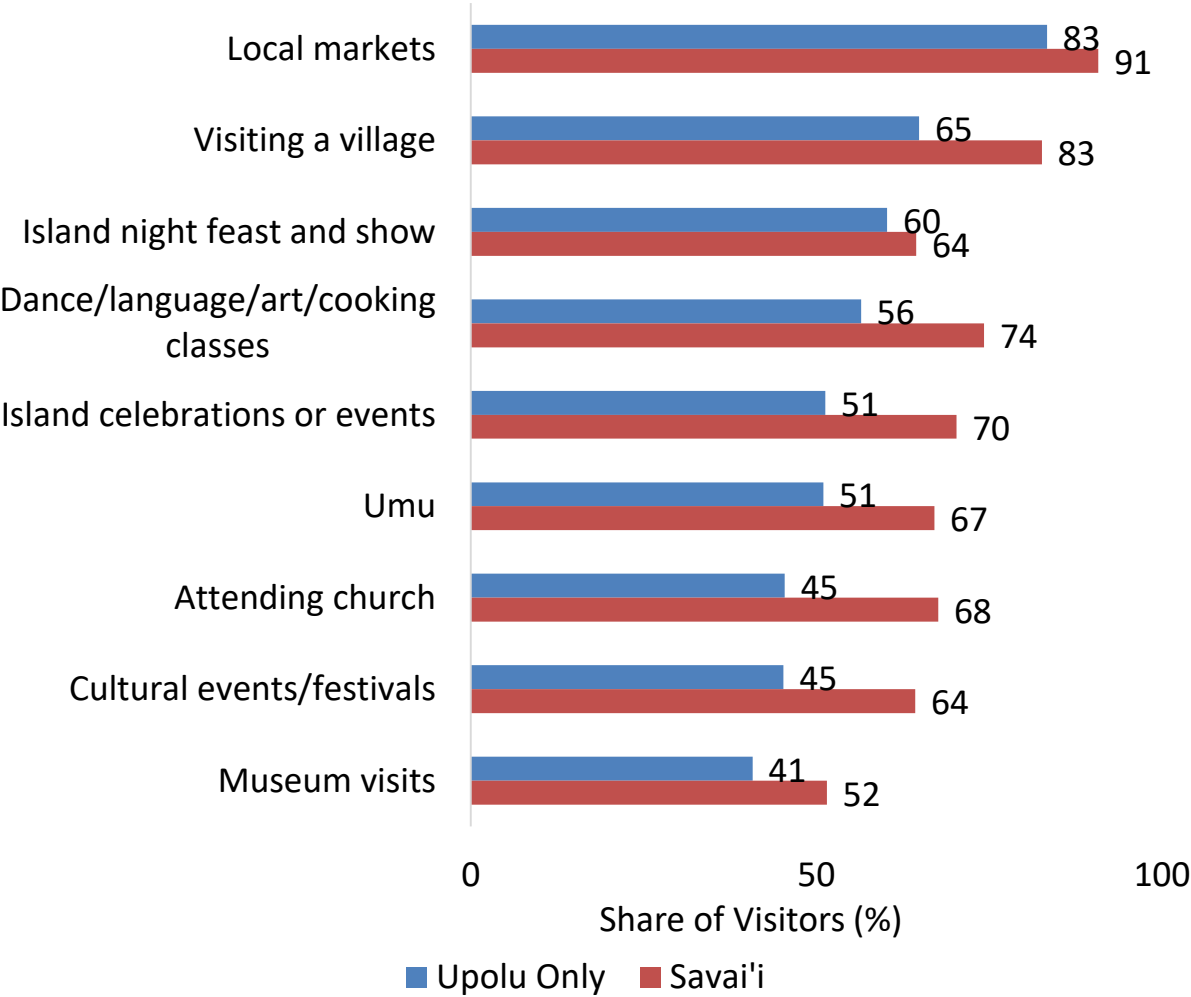


Degree of Satisfaction

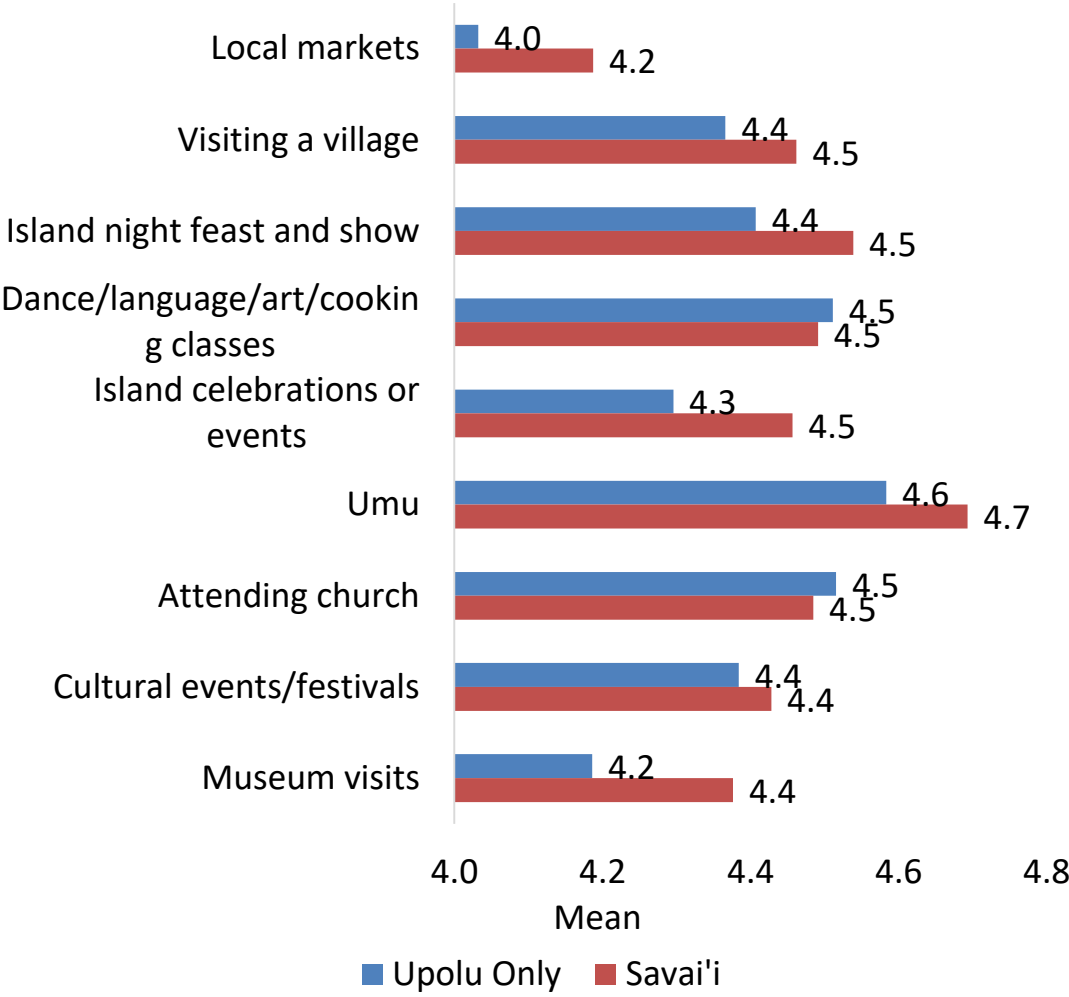


Cultural Interactions

Degree of Participation

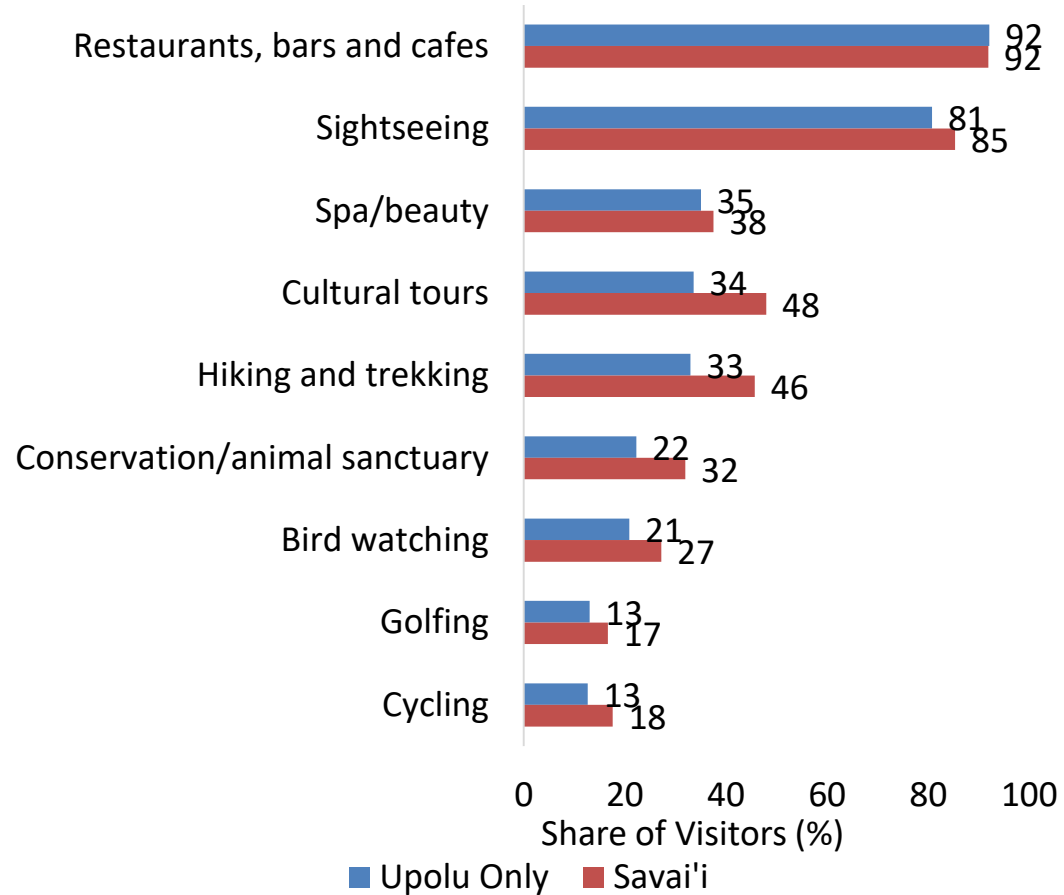


Degree of Satisfaction

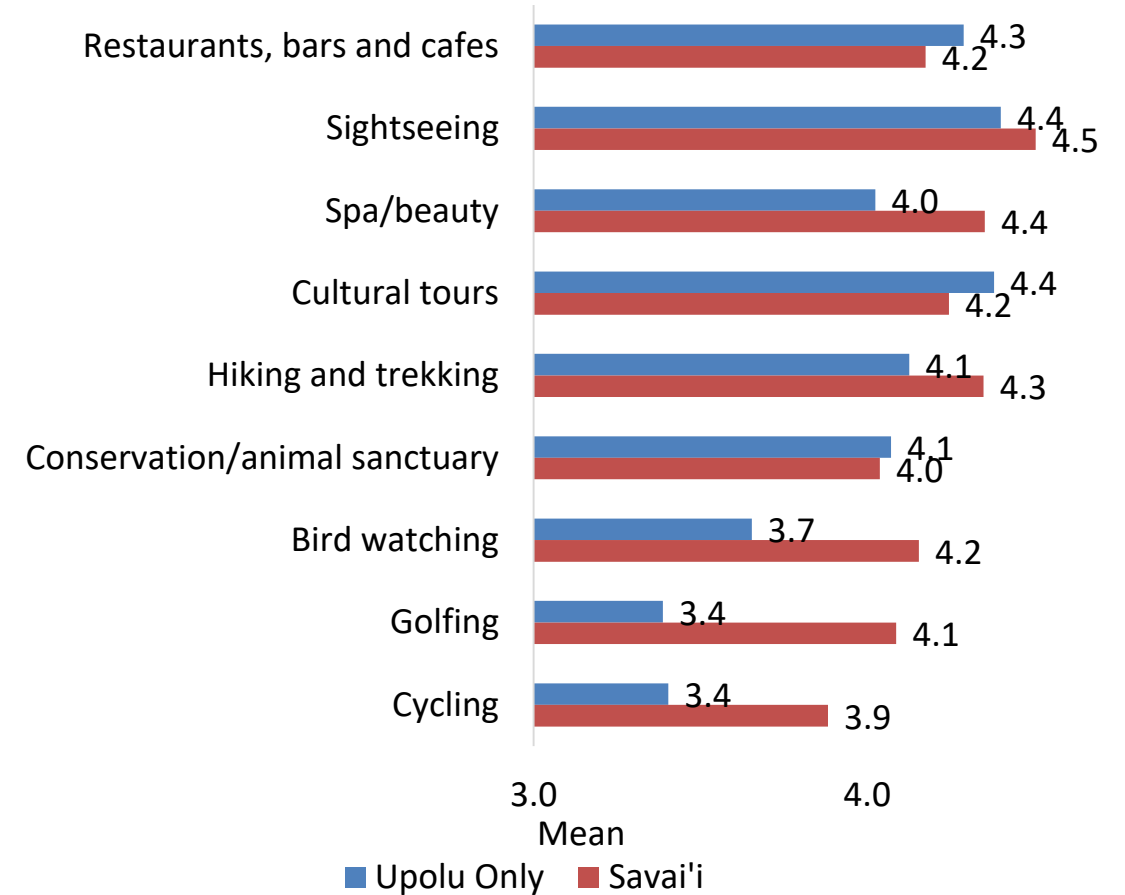


Land-based Activities

Degree of Participation

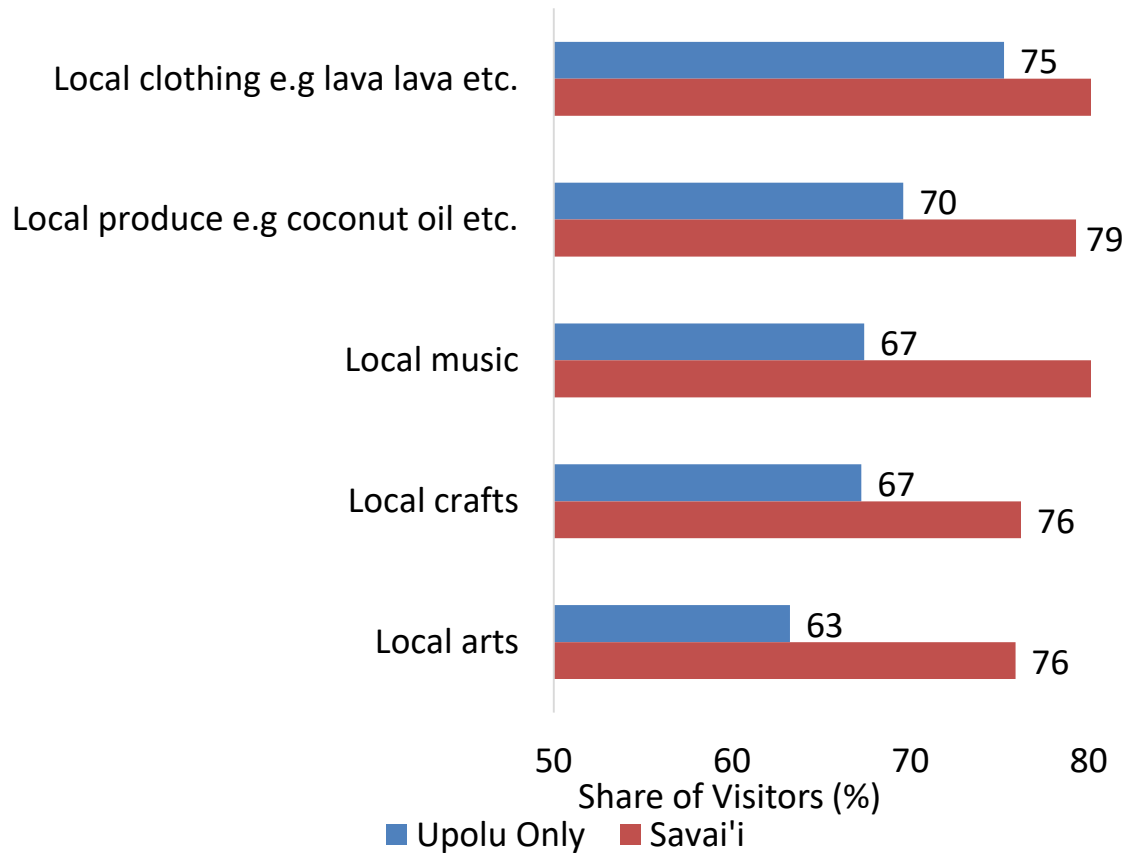


Degree of Satisfaction

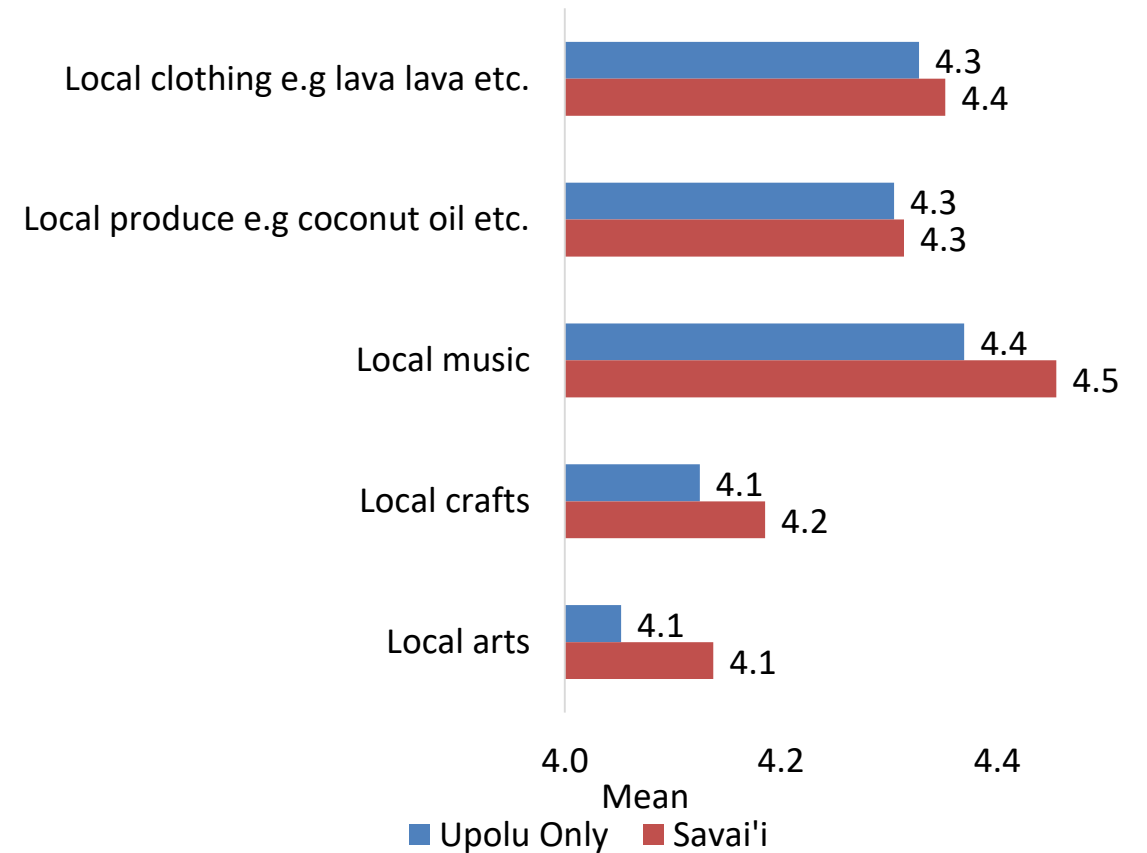


Shopping

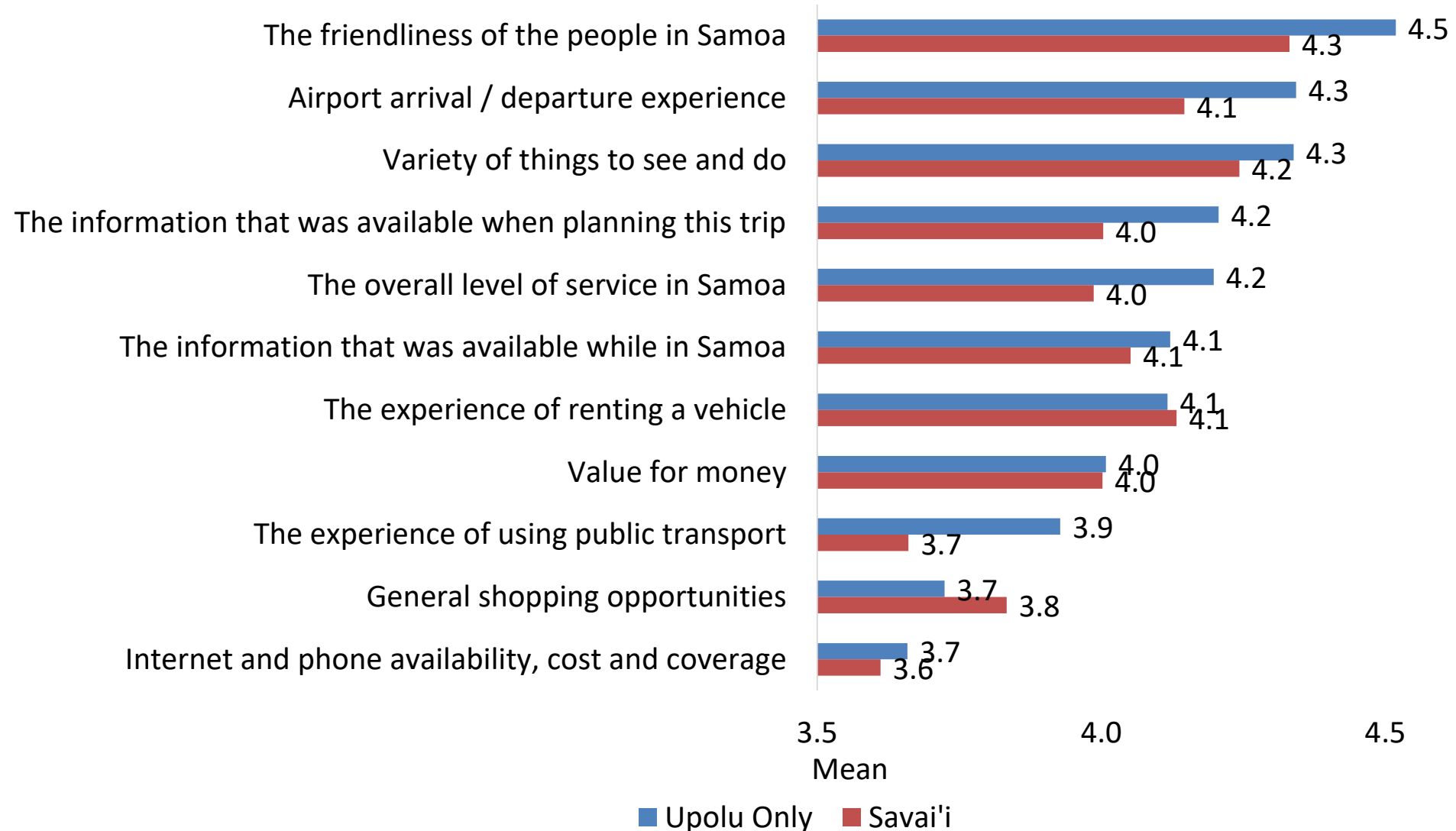
Degree of Participation



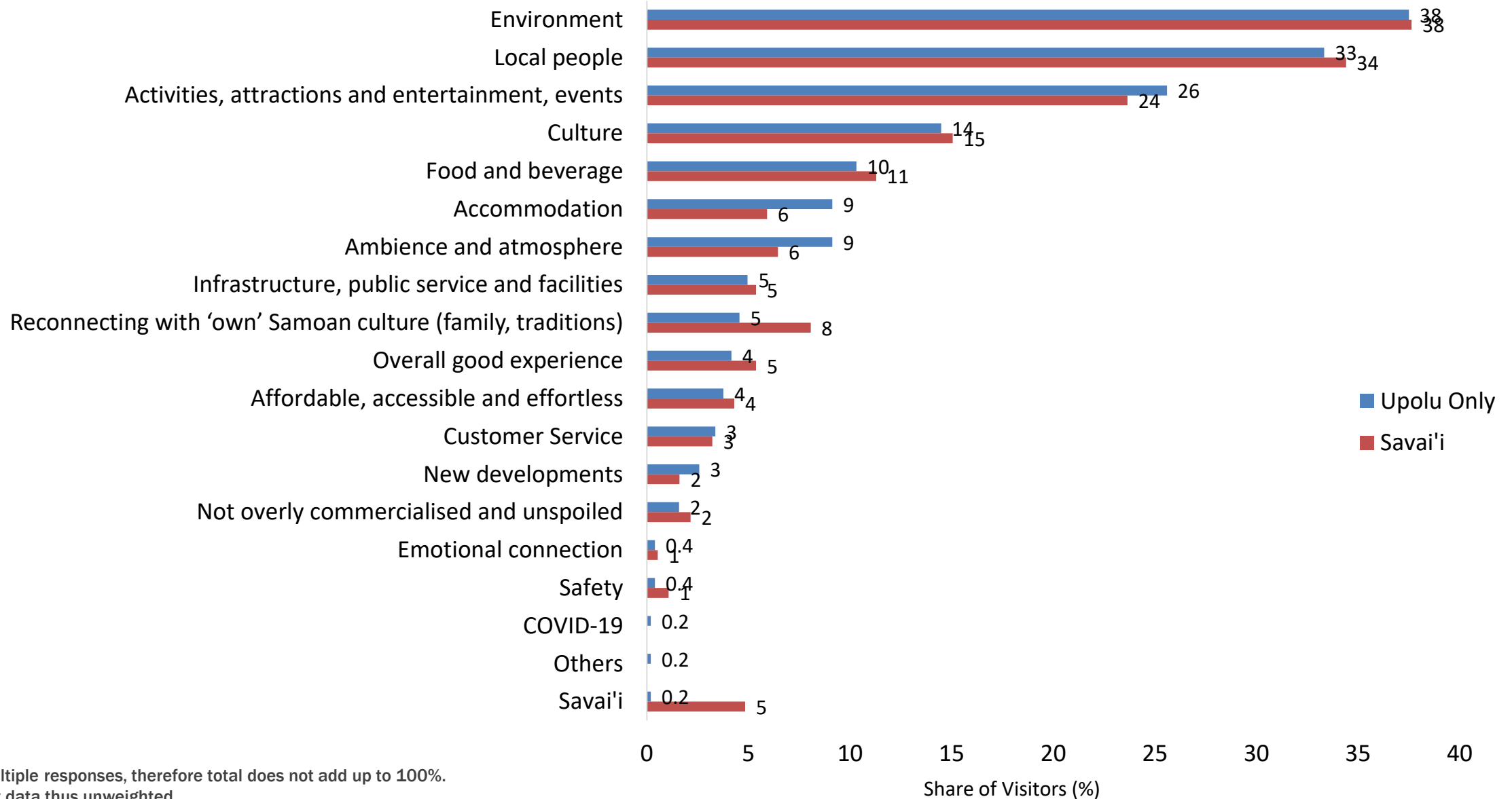
Degree of Satisfaction



Satisfaction with Samoa



Most Appealing Aspects*



Most Appealing Aspects

Comments - Upolu Only

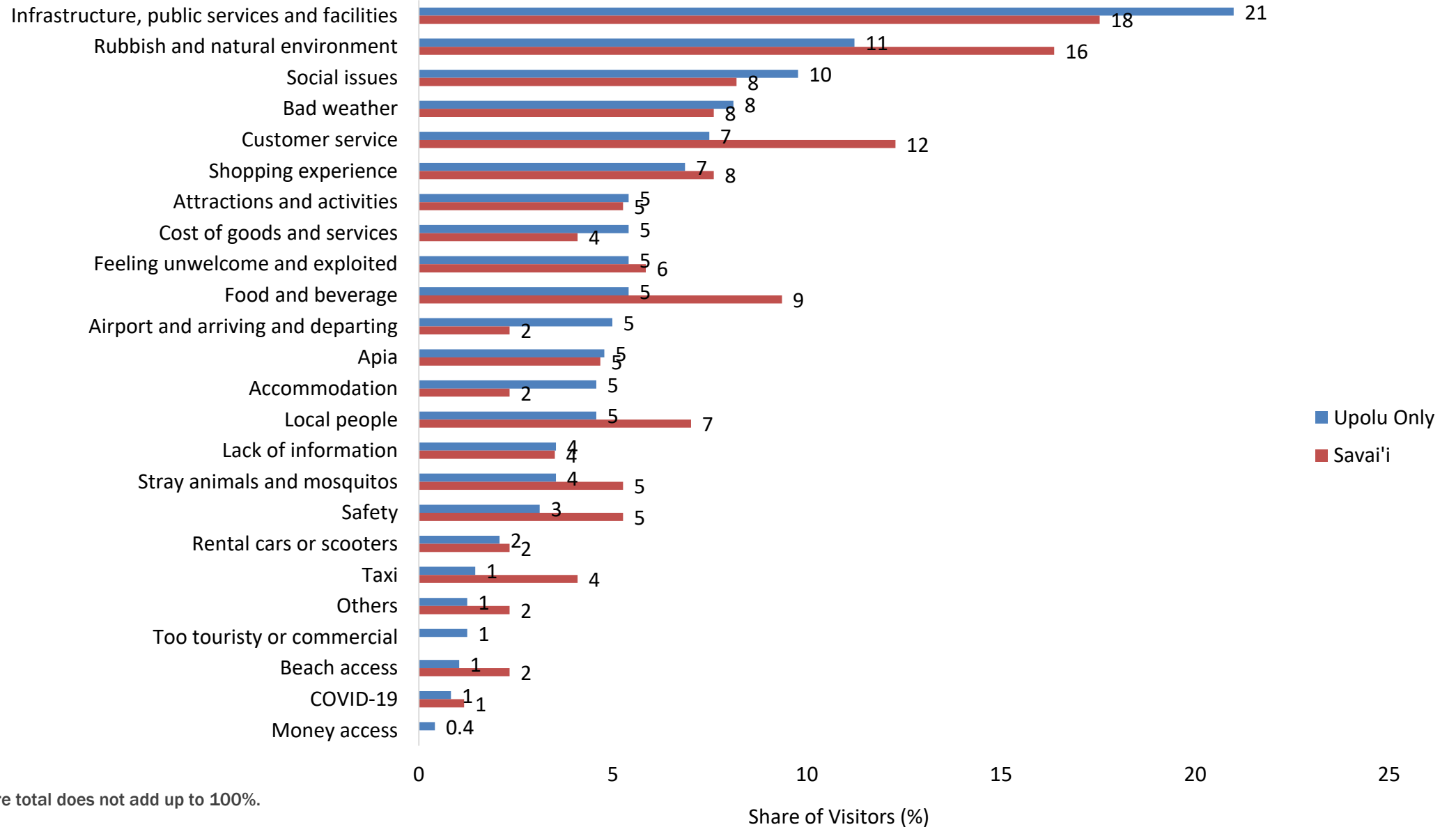
- Hospitality and Great Firework on New Years Eve.
- The beaches!!! Especially the ones I've never been to before (e.g. Salamumu beach).
- The people, and the style of clothing.
- The restoration of the villages after the tsunami. We stayed at Taufua Beach Fales for 1 night, and the Taufua family has done a fantastic job reinstating their business and making amazing improvements.
- Relaxing at the beach and unwinding.
- Laid back life style, cleanliness of island. Lovely gardens in villages, snorkelling is excellent. Happy people.
- Their preparedness at the airport to keep Samoa safe from Covid-19.

Most Appealing Aspects

Comments – Savai'i

- Savai'i still preserved Samoa's natural beauty, not congested with shops and businesses.
- The villages are very clean on the road side especially Savai'i. The flowers and plants on the road sides are very beautiful. Houses are nice and every village in Savai'i is clean and promotes Samoa to the world.
- Savai'i - Tanu Beach Fales, Aafu waterfalls.
- Savai'i Island - very clean, well presented.
- I love tropical heat and the beaches in Savai'i.
- The island of Savai'i - tidy, colourful.
- Beautiful Savai'i.
- The great resort we stayed in on Savai'i.

Least Appealing Aspects*



Least Appealing Aspects

Comments - Upolu Only

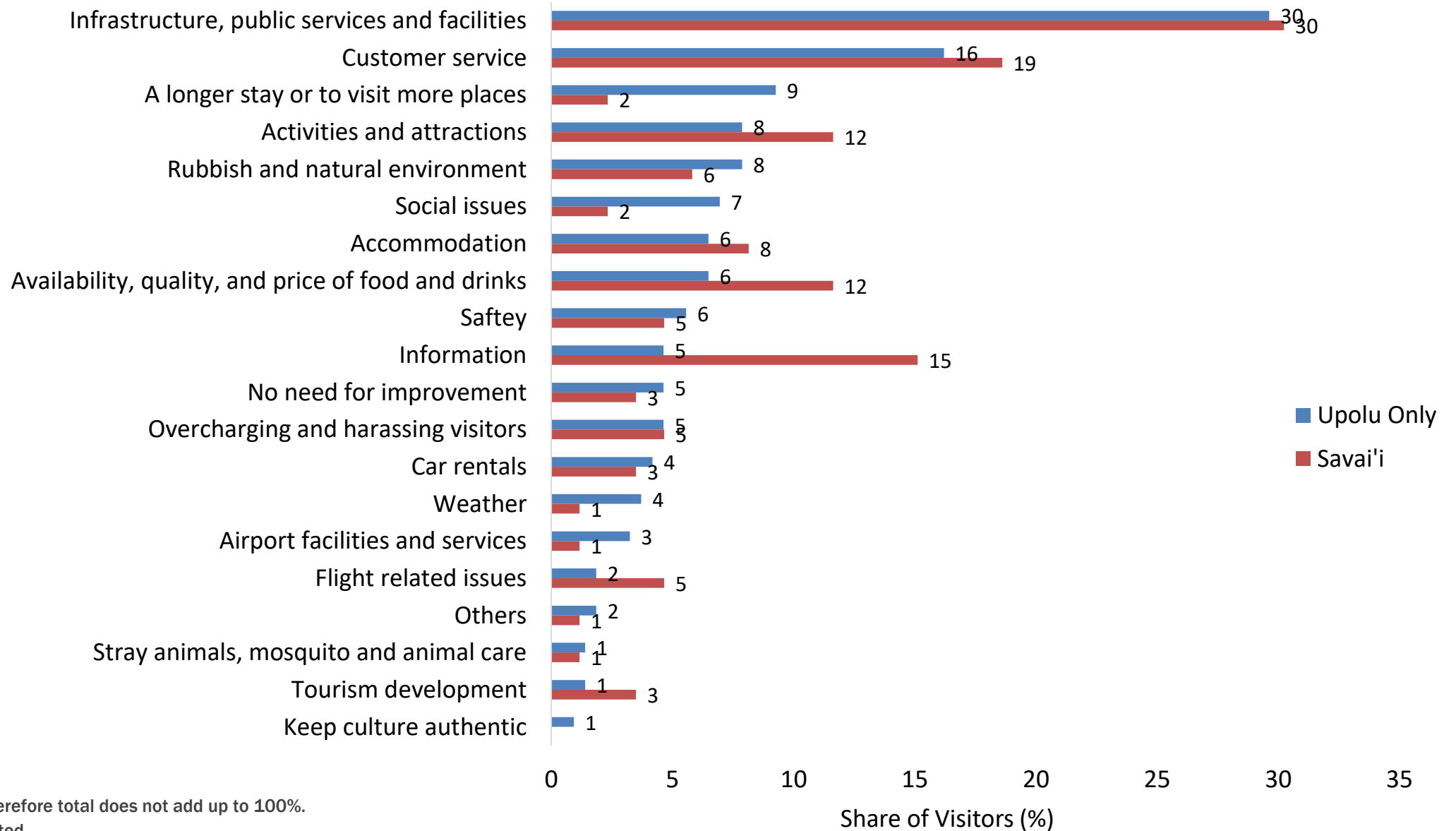
- The roads were rough, and traffic built up mostly like every time in Upolu.
- Villages on Savai'i seemed to be overall cleaner and tidier than Upolu.
- Hygiene and health care and some services especially the inter island services between Upolu and Savai'i.
- In Upolu: animals such as pigs and dogs, letting them out with out without a leash on or discipline. other than that Samoa will always be beautiful.

Least Appealing Aspects

Comments – Savai'i

- In Savaii it s hard to visit if you just want to take buses I would advice you to want people about that before they go and encourage them to rent a car or maybe offer solutions for that. And it s also sometimes hard to book fale or other in Savai'i .
- Ferry terminal between Savai'i & Upolu.
- The old boat that travels to Savaii.
- Our trip to Savai'i I was disappointing due to difficulties getting to what we wanted to see. The road system made it impossible for us to see the attractions in one day.

Improvements*



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

*: Survey data thus unweighted.

Improvement

Comments - Upolu Only

- Road conditions, particularly in the south of Upolu.
- Improve inter island ferry services between Savai'i and Upolu. Particularly their website.
- Mobile connection in the South of Upolu.
- Hire car was not at the airport when it should have been and no one open to help us. Supposed to be open 24hrs, arrived 9:30 and nothing open with no-one around.

Comments – Savai'i

- Maybe more information on the Internet before going and more public transport in Savai'i and Upolu .
- Savaii accommodation, more opportunities to swim at beaches without being hassled for money.
- More supermarkets in Savai'i.
- The service: I arrived 5.30am Sunday morning, only to find out the boat would leave to Savai'i at 2 pm Mulifanu wharf only to find out the boat wasn't running.

Future intentions (return/recommend Samoa)



Return

Upolu Only	94% would return
Savai'i	91% would return



Recommendation

Upolu Only	97% would recommend
Savai'i	94% would recommend



Thank You!

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