

Samoa International Visitor Survey January – June 2018 (with Savai'i Focus)



Islands Visited



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

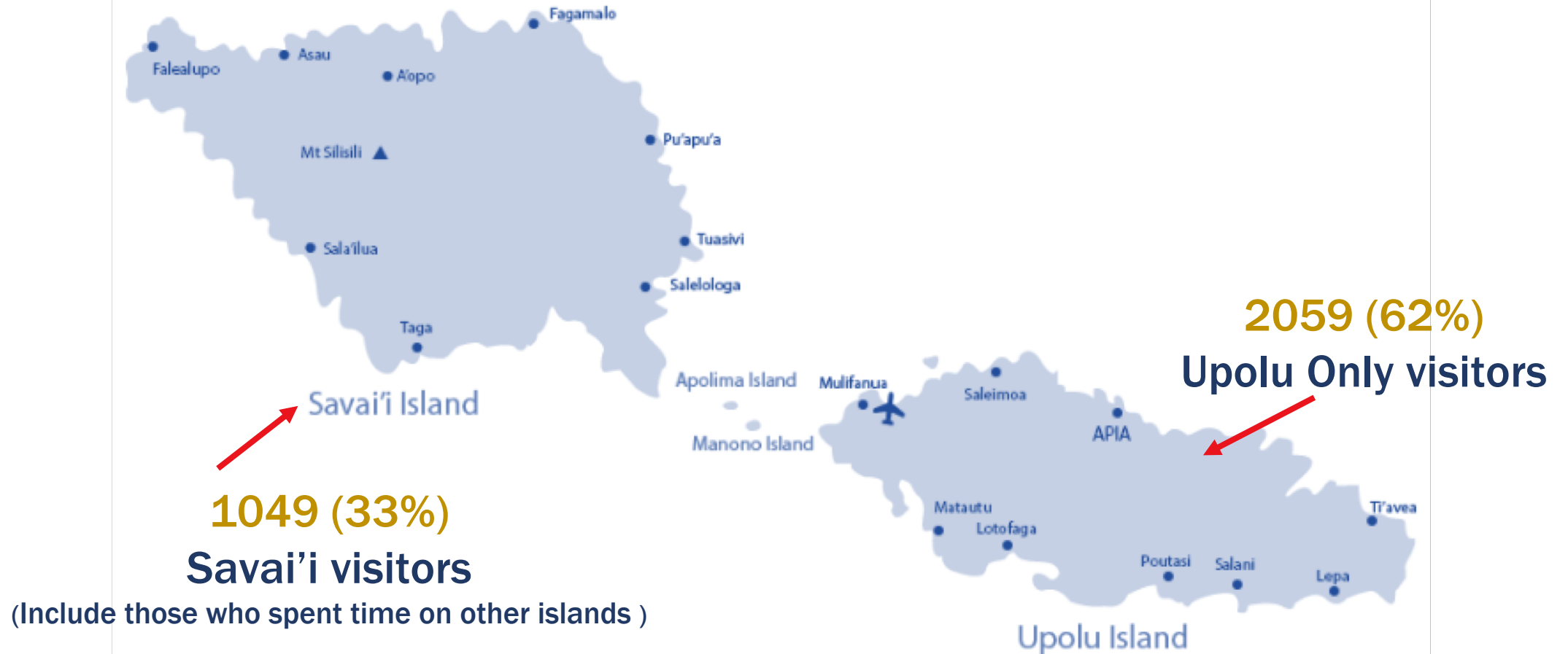


Visitors to Upolu Only vs Savai'i visitors

Samoa International Visitor Survey (January – June 2018)

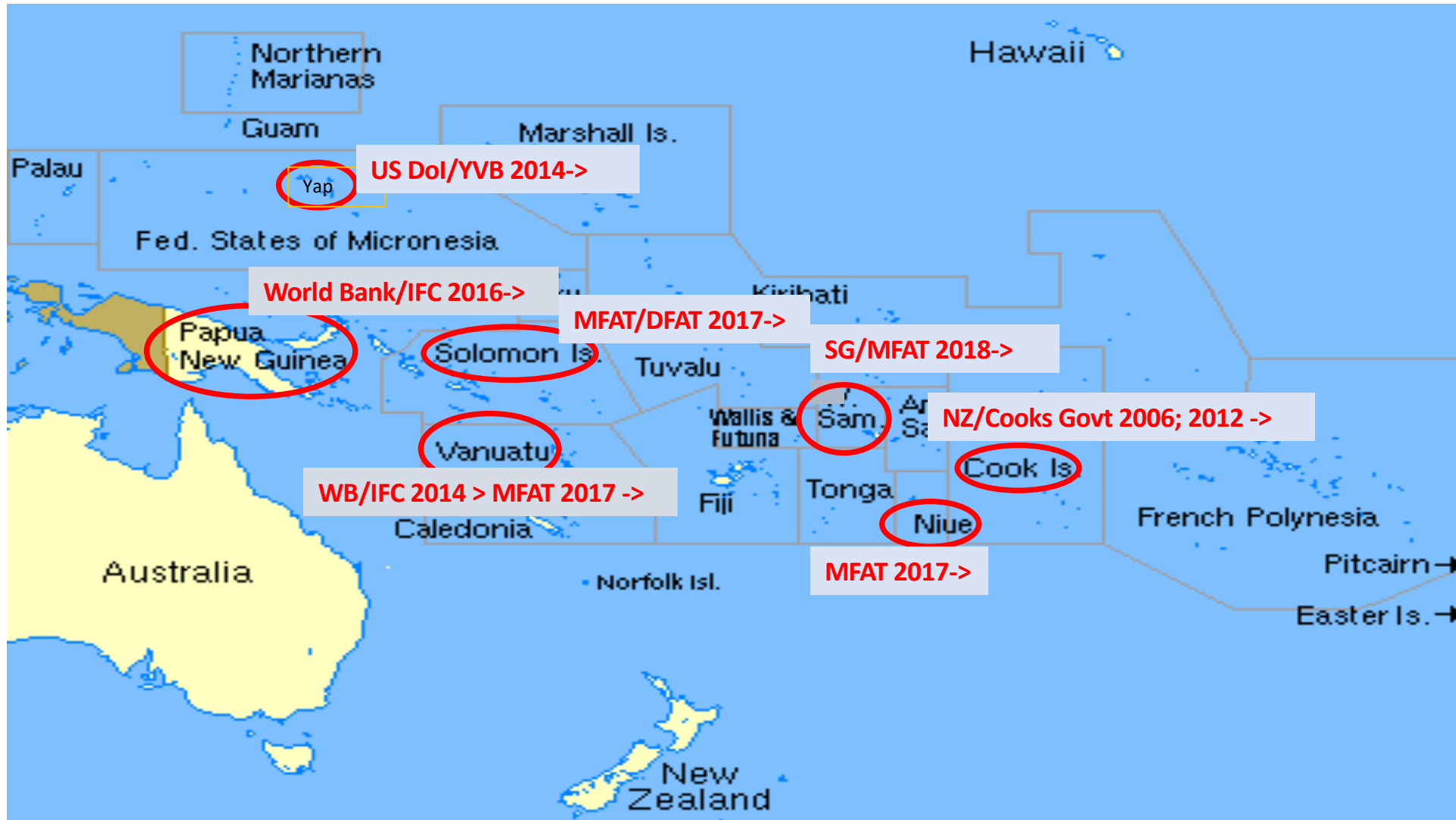


Number of visitors *



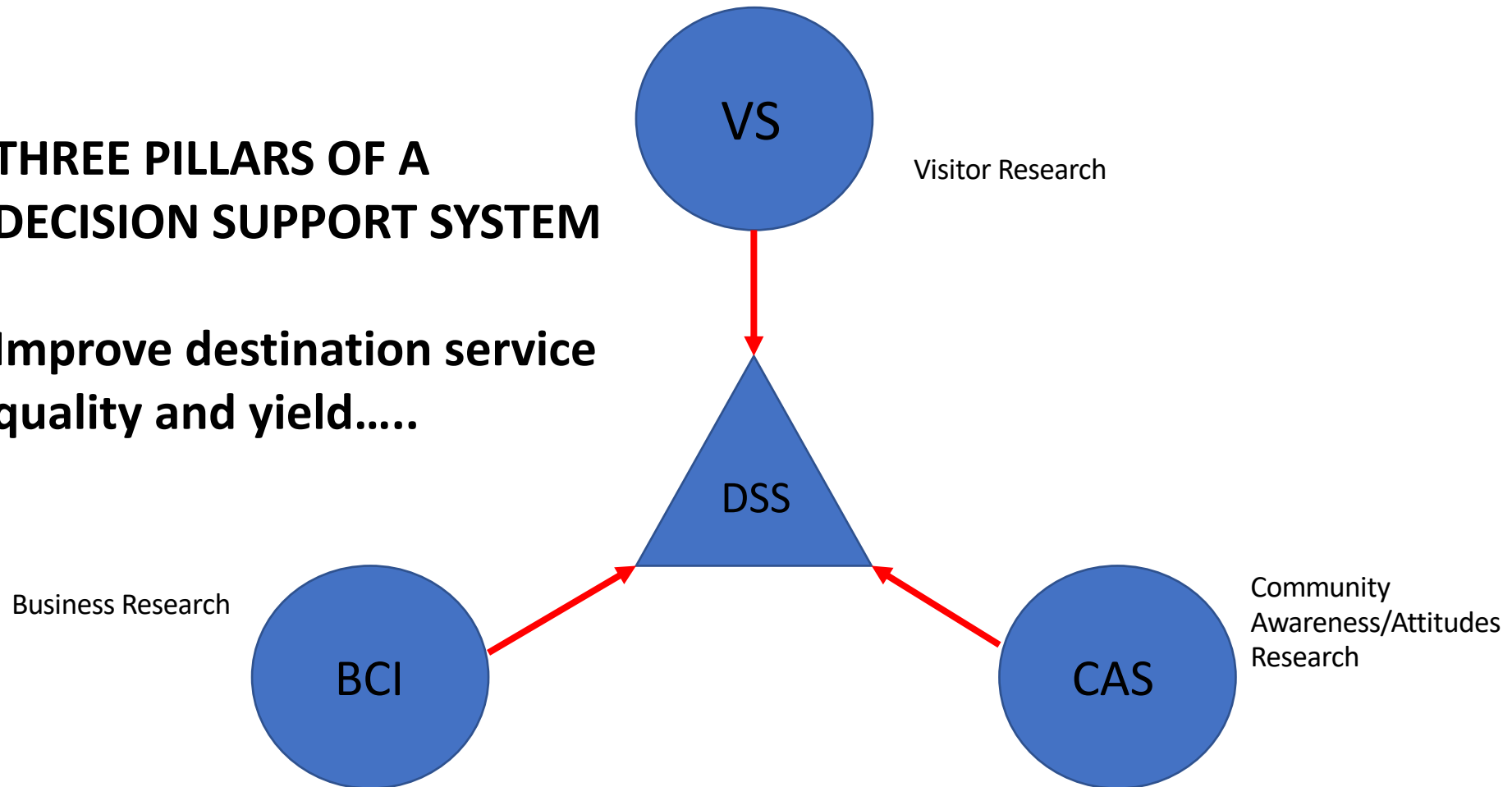
* Data excludes visitors from American Samoa.

PACIFIC TOURISM DATA INITIATIVE



THREE PILLARS OF A DECISION SUPPORT SYSTEM

Improve destination service
quality and yield.....



Online Visitor Survey Approach

- Immigration/Stats/NTO collects email addresses as part of arrival process
- Email addresses sent to research team
- Visitors sent email within a few weeks of arrival
- Visitors enter data (short and long answers)
- Extra incentive offered (prize draw)
- Data cleaning
- Basic analysis is instantaneous
- More detailed analysis of data is possible for both quantitative and qualitative inputs
- Information disseminated widely through web, media and workshops

January - June 2018 Respondents



Total number of e-mails sent: **19,598**

Conversion Rate of **17%**



Total number of responses: **3,297**

5% of all
visitors
during the
period *



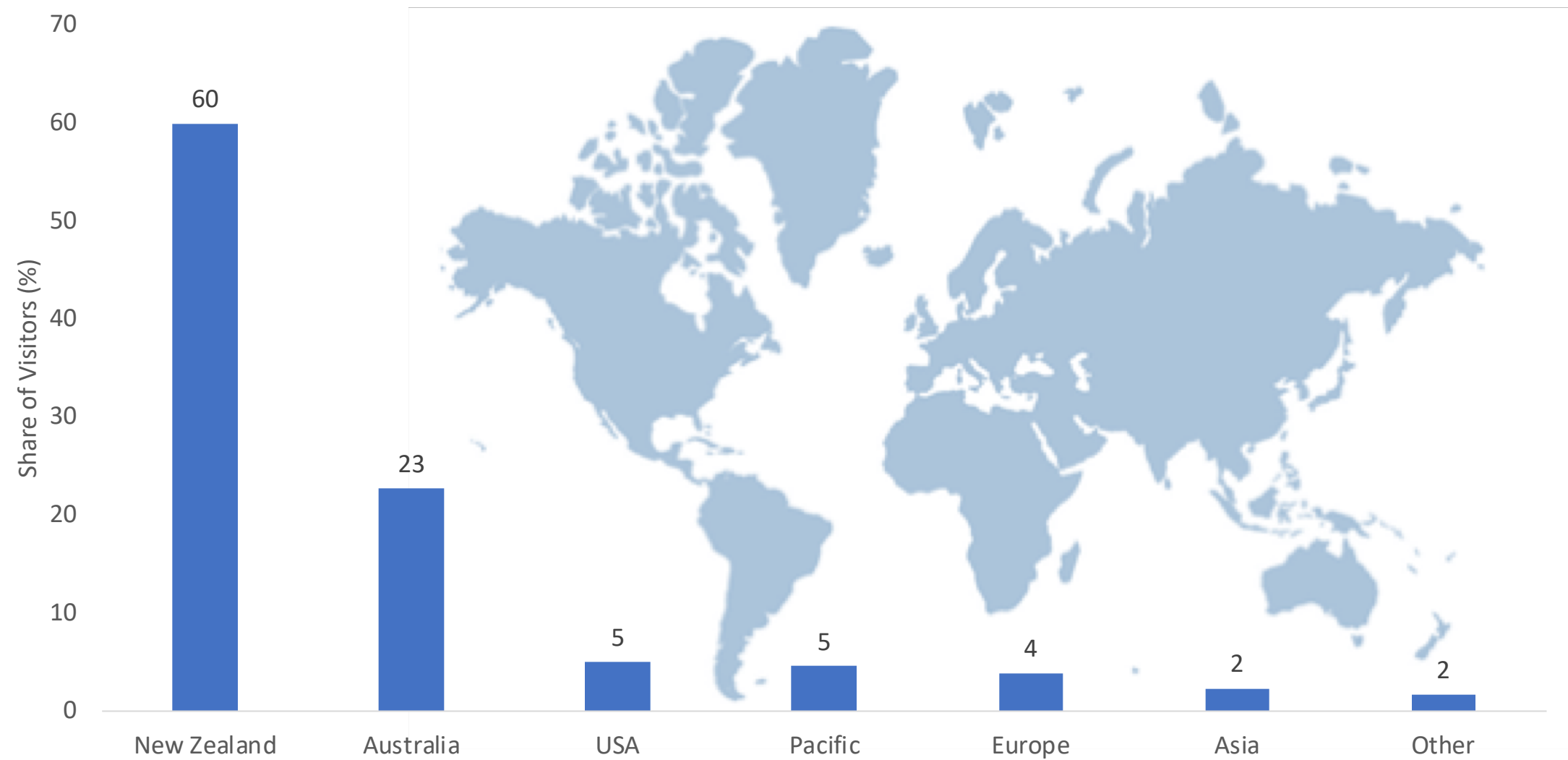
Responses cover a total of
5,899 adults and **1,501 children**

11% of all
visitors
during the
period *



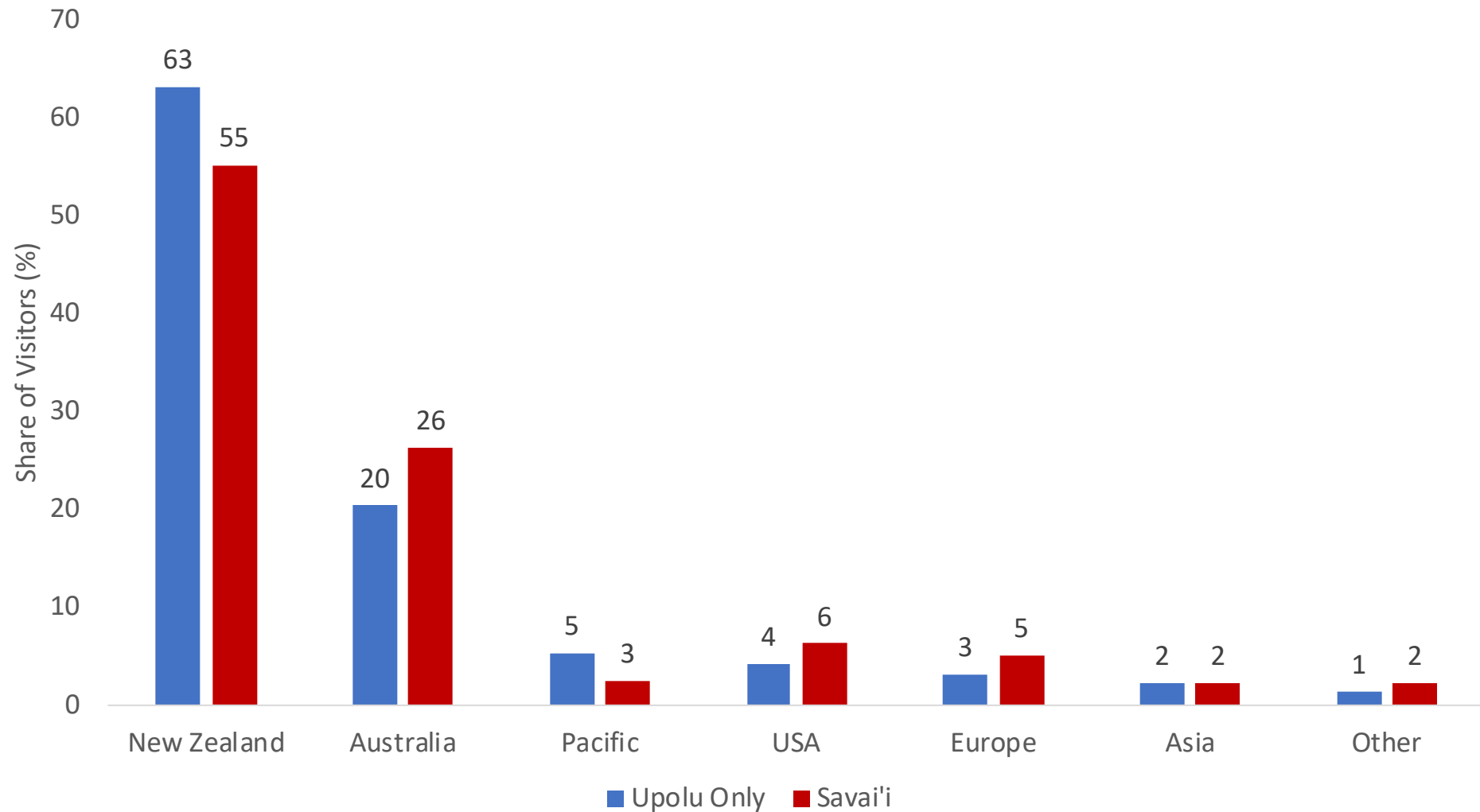
Visitor Characteristics

Country of Origin *



* Data excludes visitors from American Samoa.
Note: survey data thus unweighted.

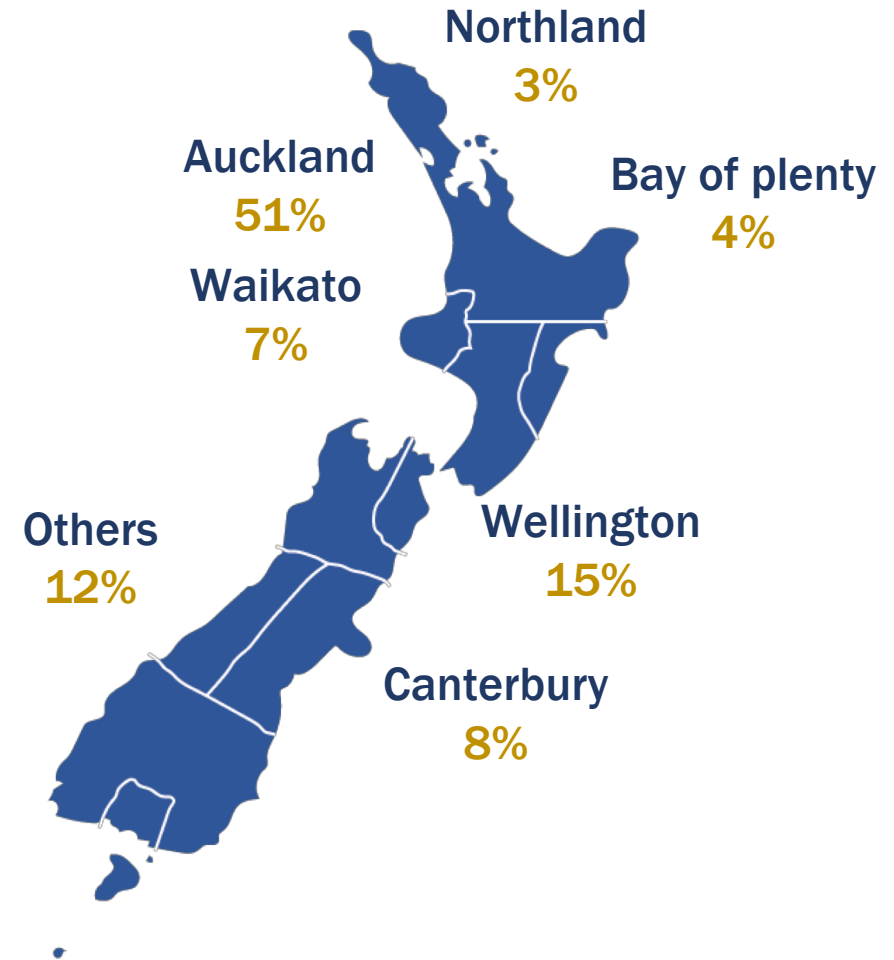
Country of Origin *



* Data excludes visitors from American Samoa.

New Zealand Respondents

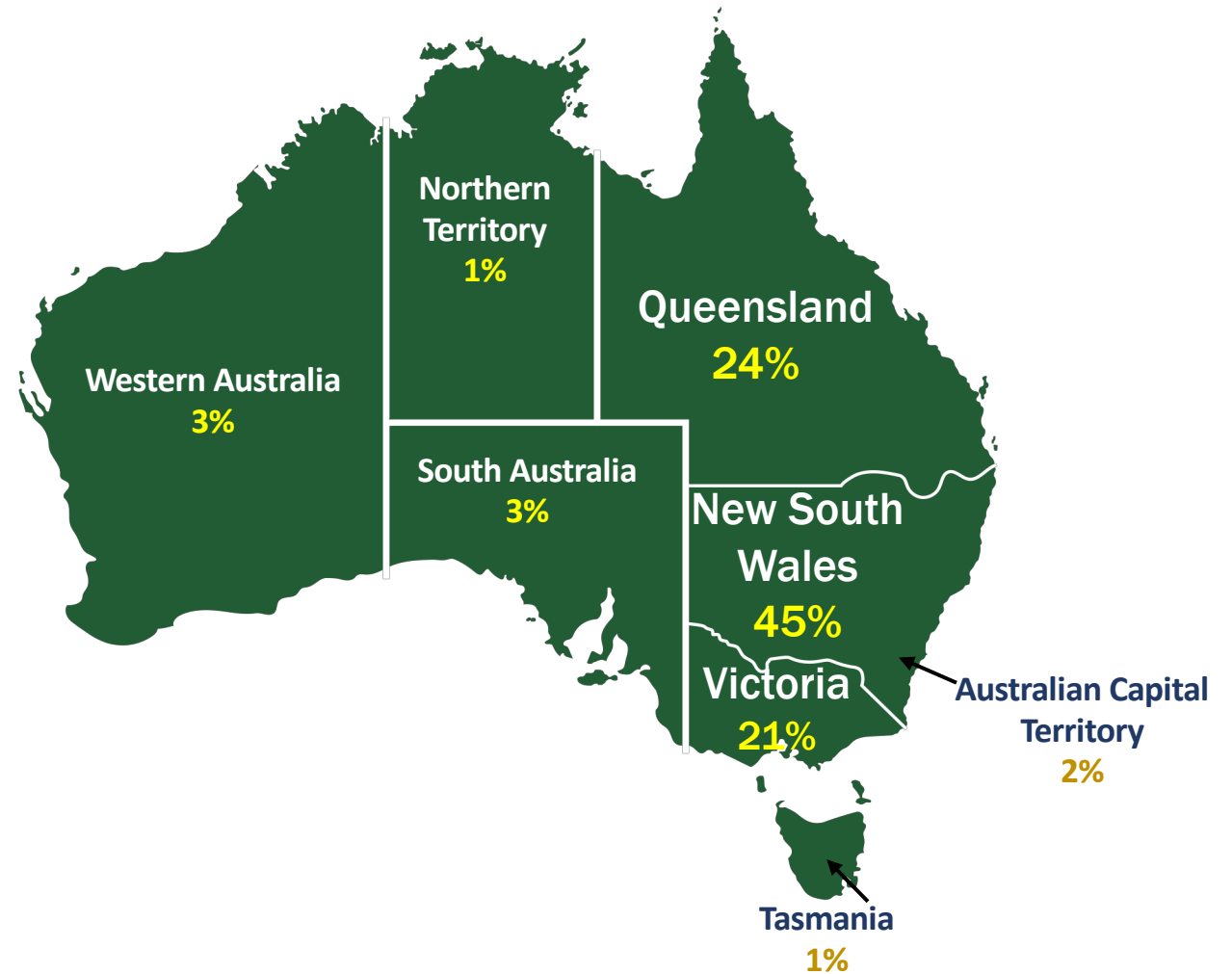
The major urban areas of Auckland, Wellington, Canterbury and Waikato make up **81%** of all New Zealand visitor arrivals.



Note: Only major areas included.

Australian Respondents

New South Wales, Queensland, and Victoria account for **90%** of all Australian visitor arrivals.



Note: Only major areas included.

Visitor Characteristics

Gender



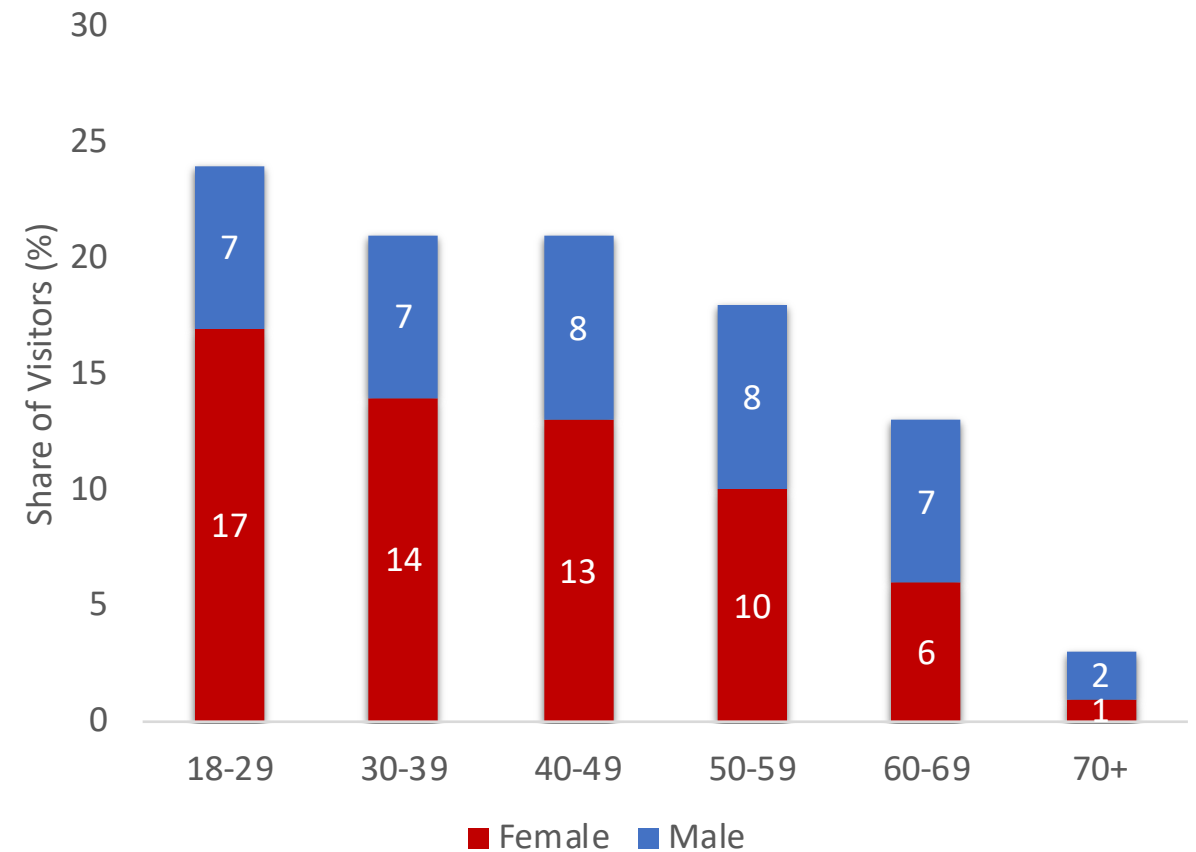
Female 60%

Highest Qualification

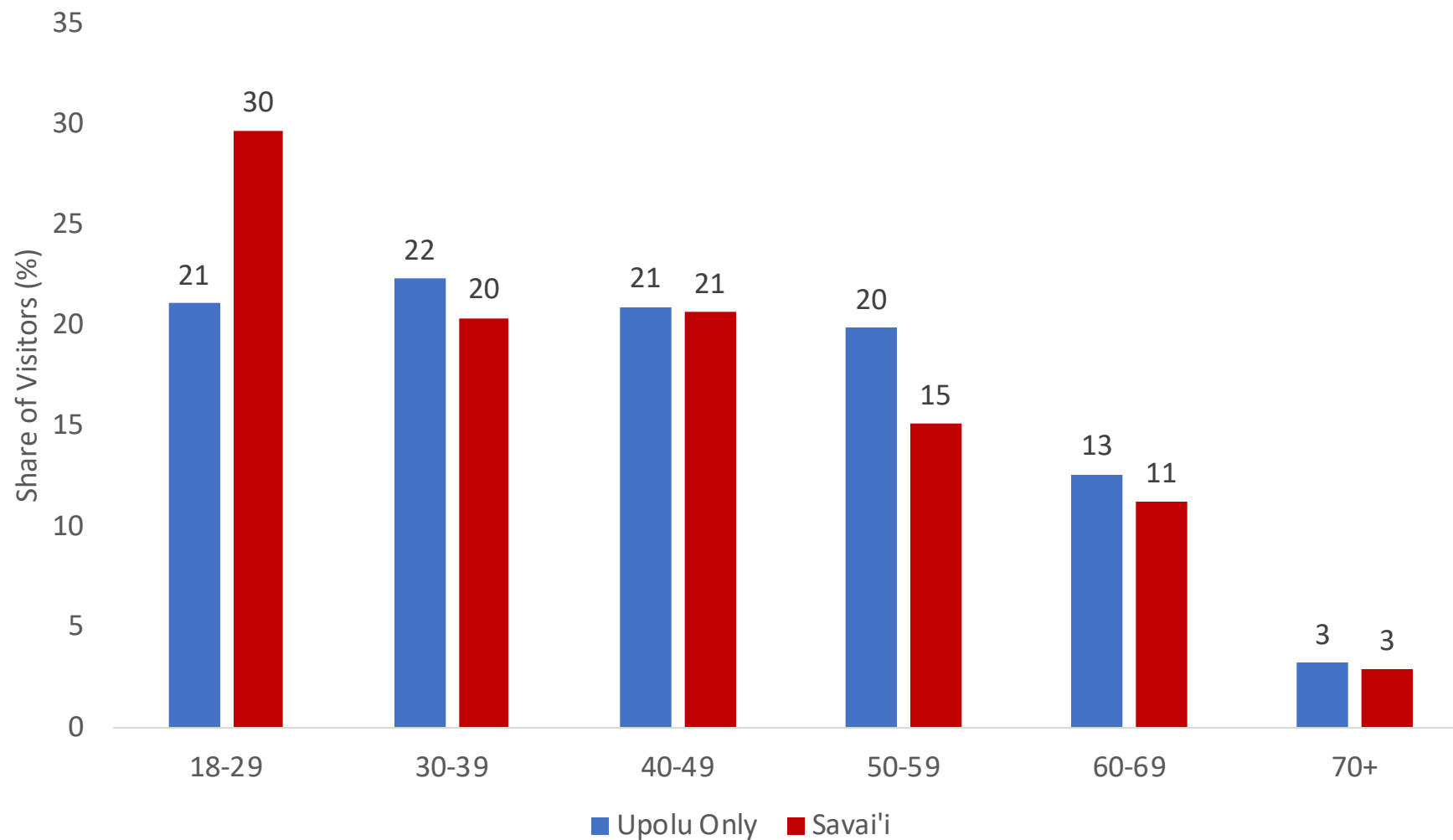


- **75%** Tertiary qualification
- **19%** High school qualification
- **4%** Other
- **2%** No formal qualification

Distribution of Age

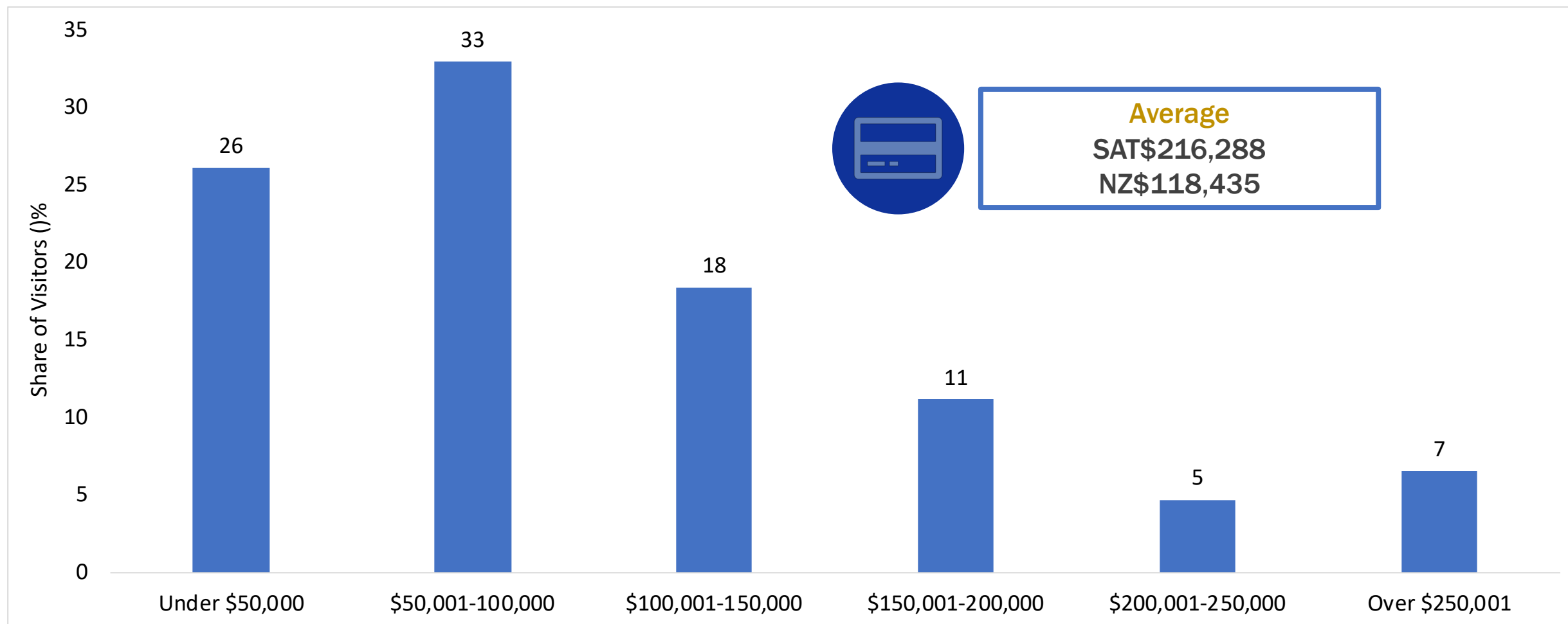


Distribution of age groups

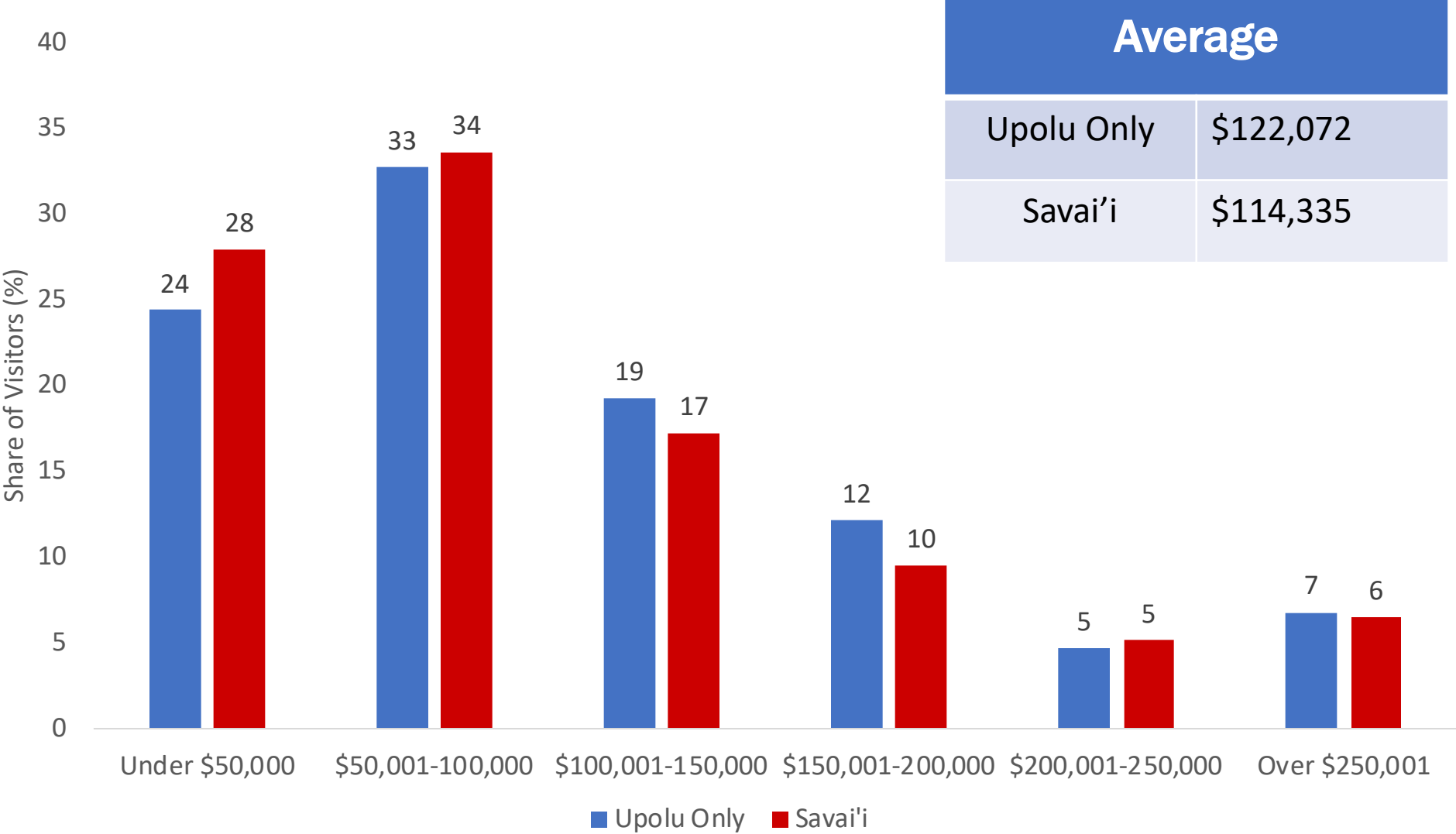


Visitor Characteristics

Annual Household Income (NZD\$)



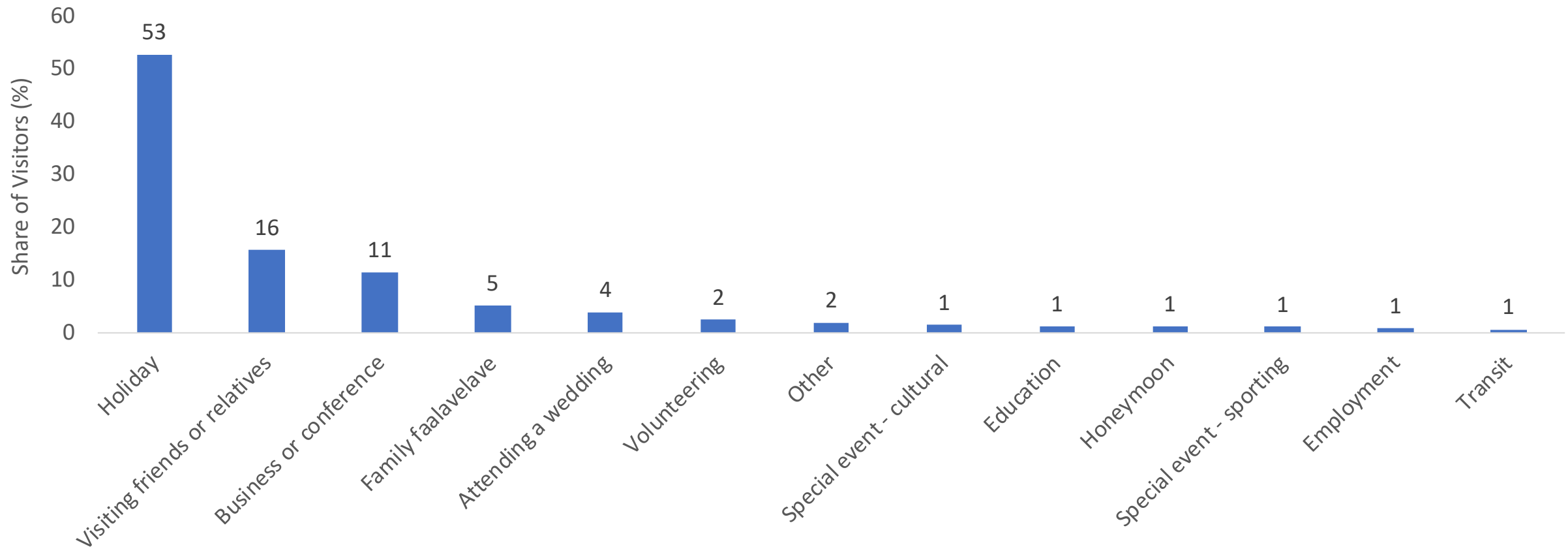
Annual household income in NZD



Average	
Upolu Only	\$122,072
Savai'i	\$114,335

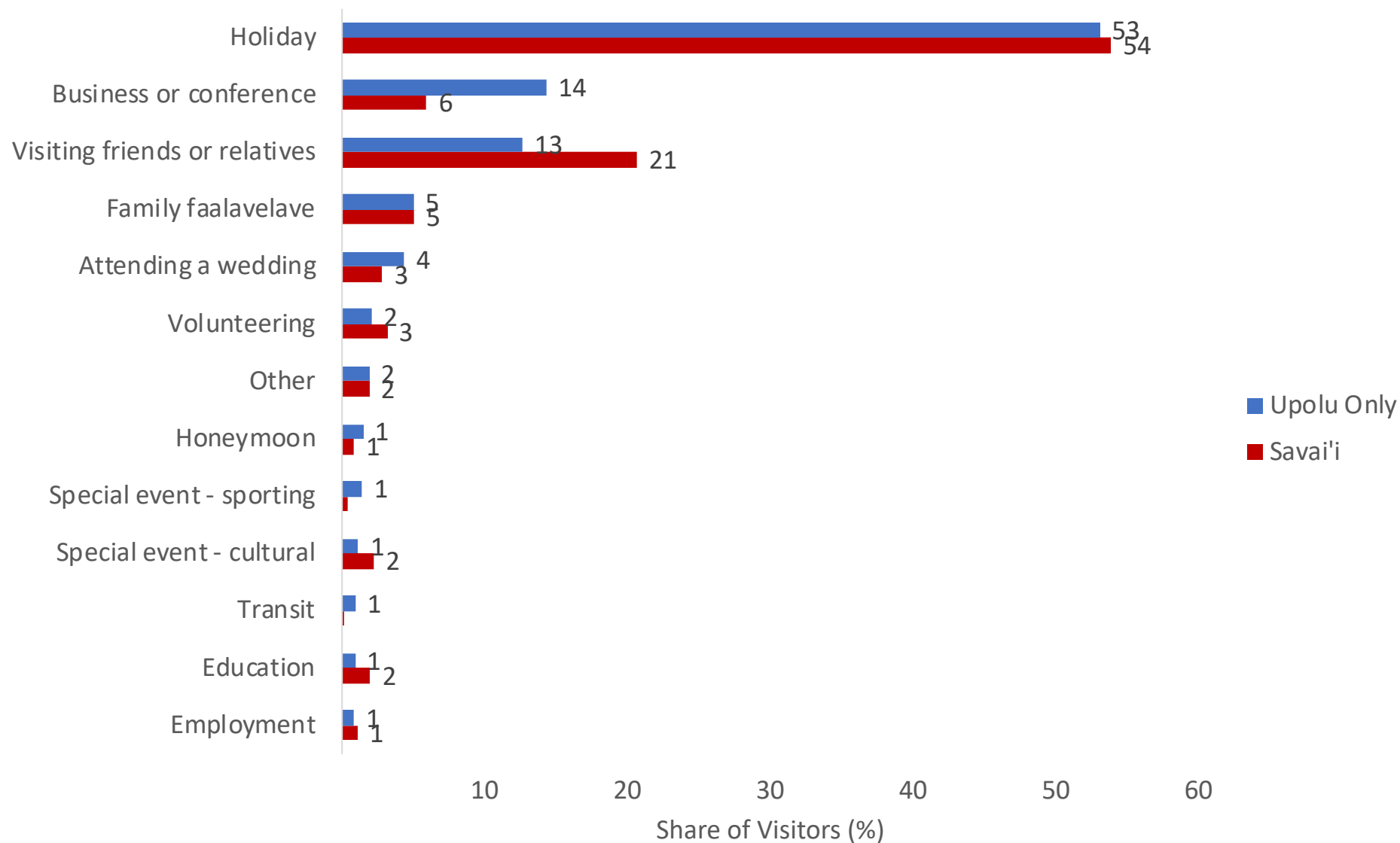
Visitor Characteristics

Main Purpose of Visit



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

Main purpose of visit



Visitor Characteristics

Travel Companions *

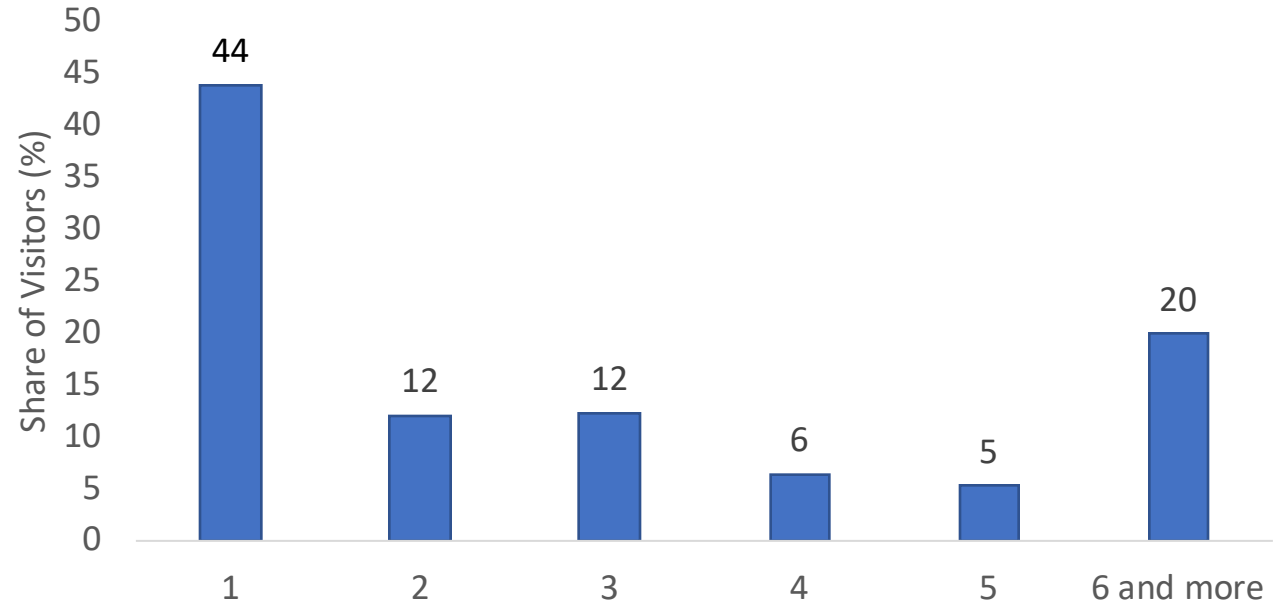
27%
Travel alone

73%
with companions

With

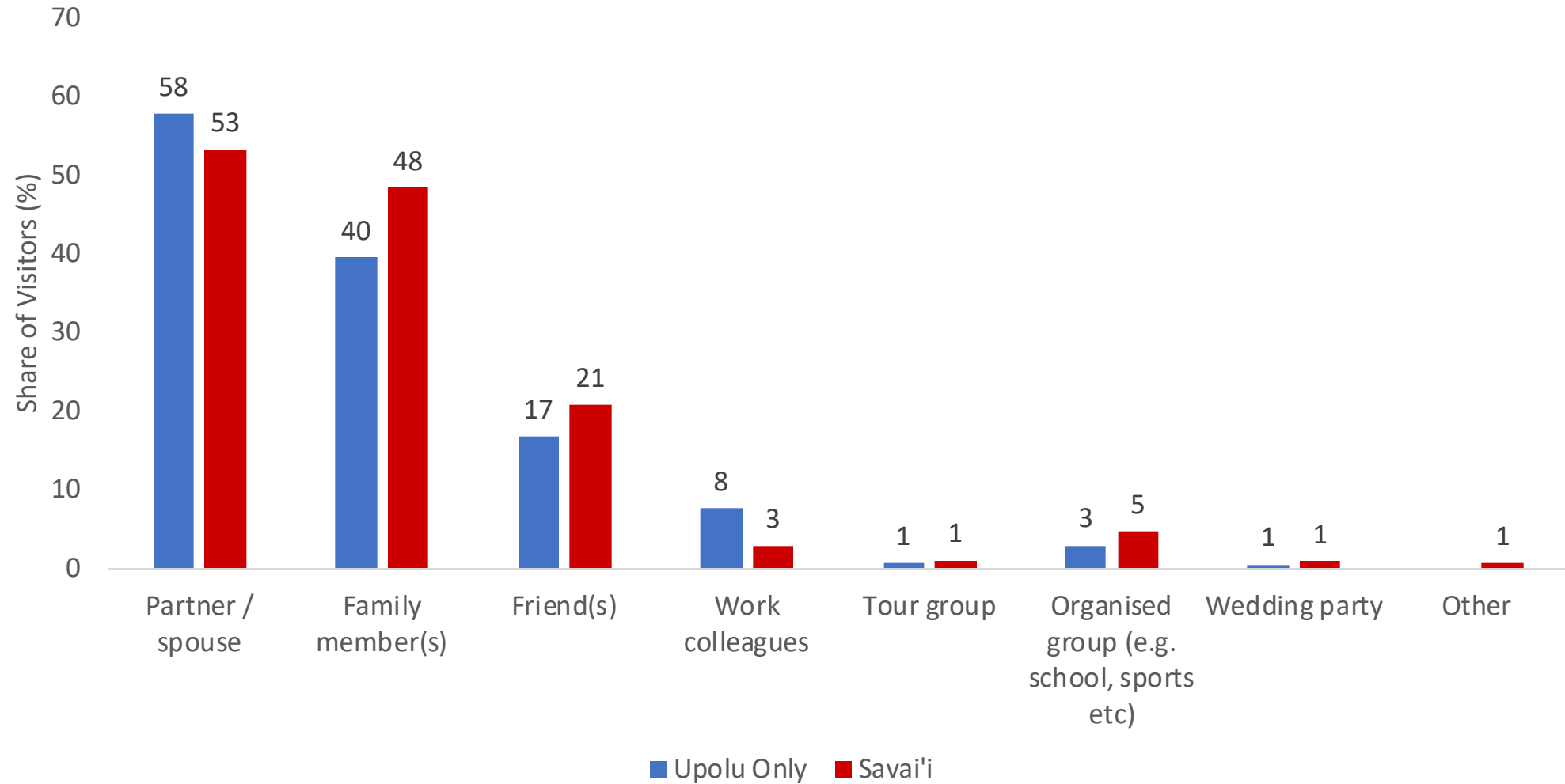
56% Partner/spouse
43% Family member(s)
18% Friend(s)
6% Work colleagues

Number of Companions *

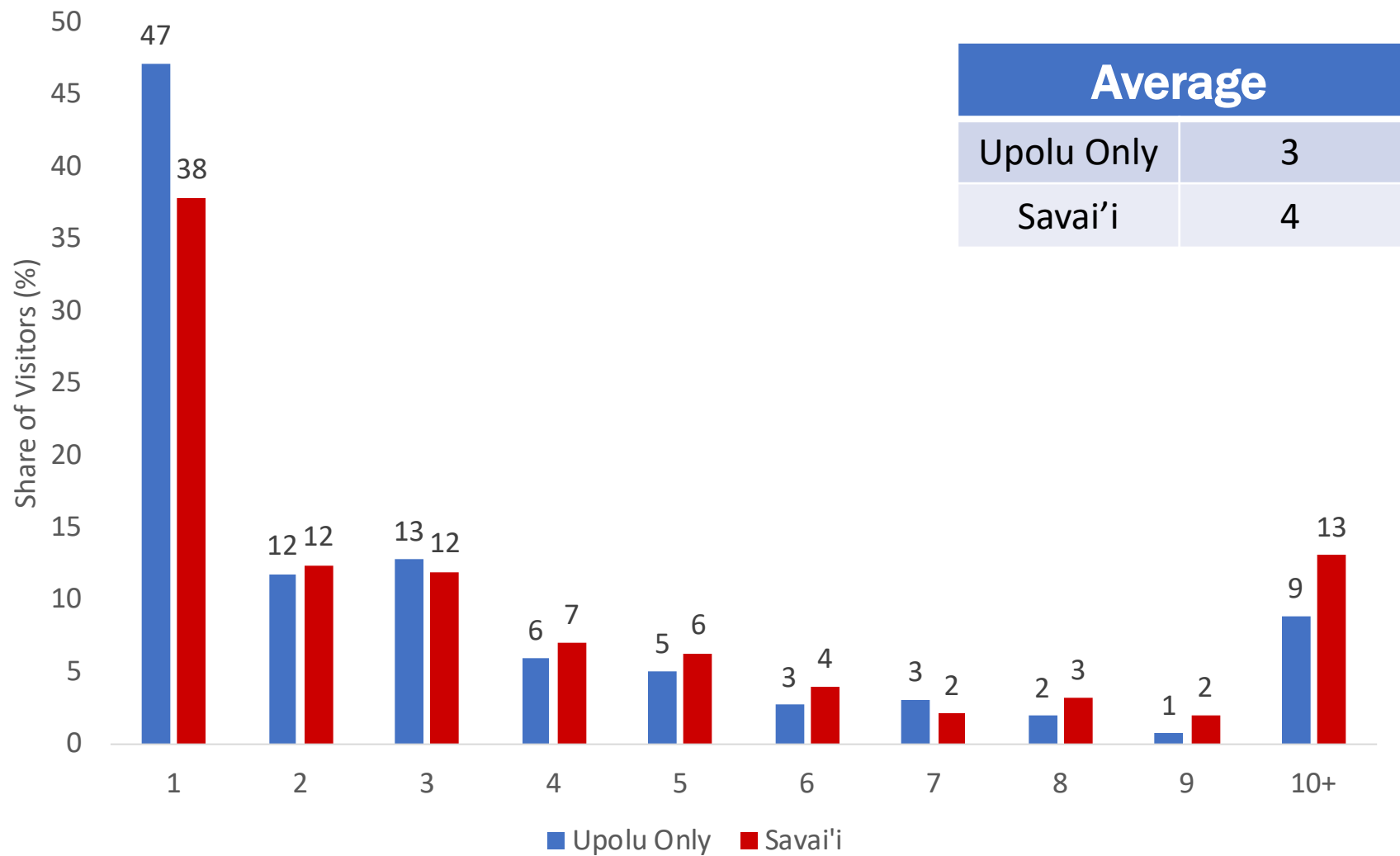


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Travelling with whom?

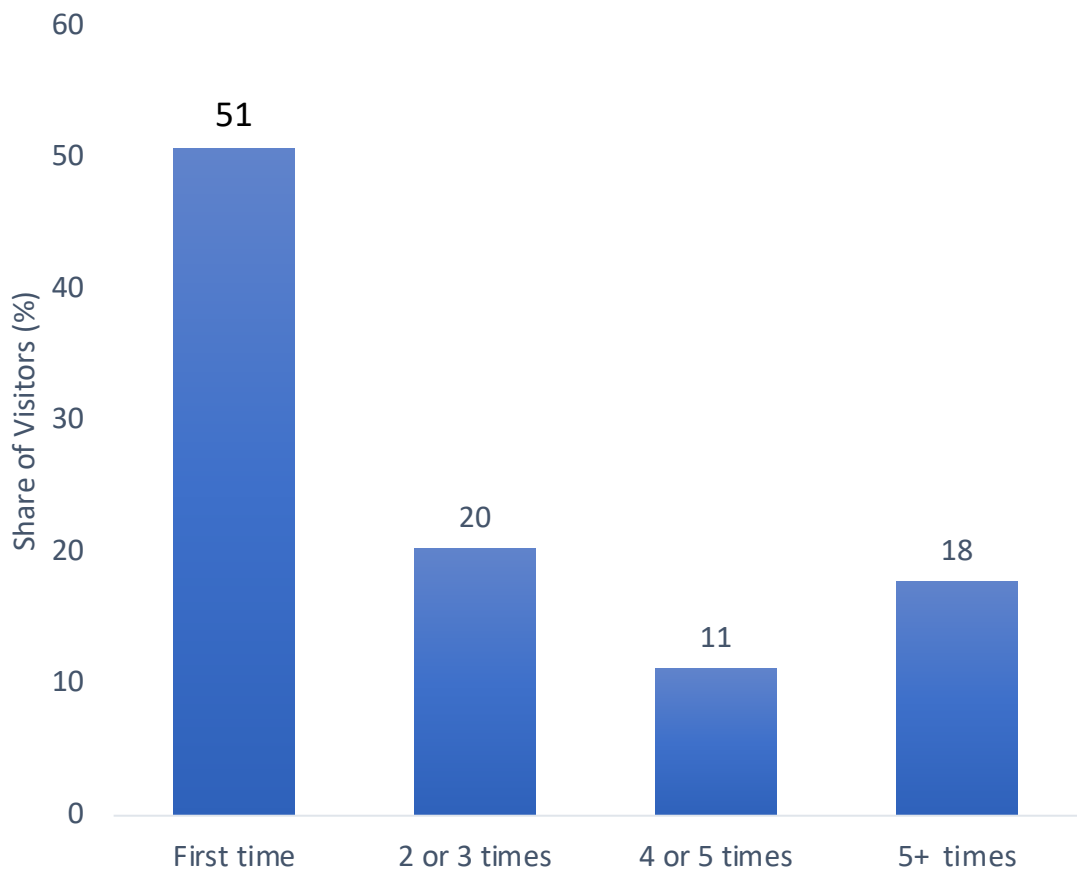


Number of companions

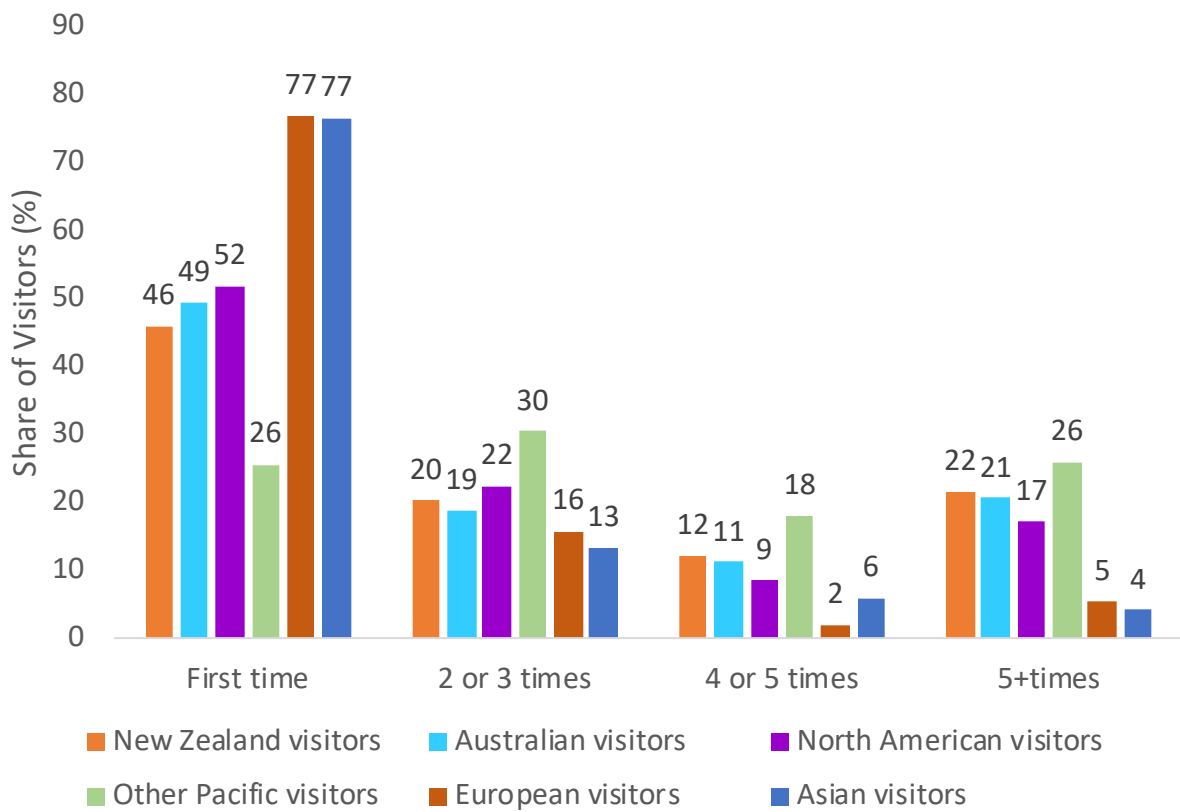


Average	
Upolu Only	3
Savai'i	4

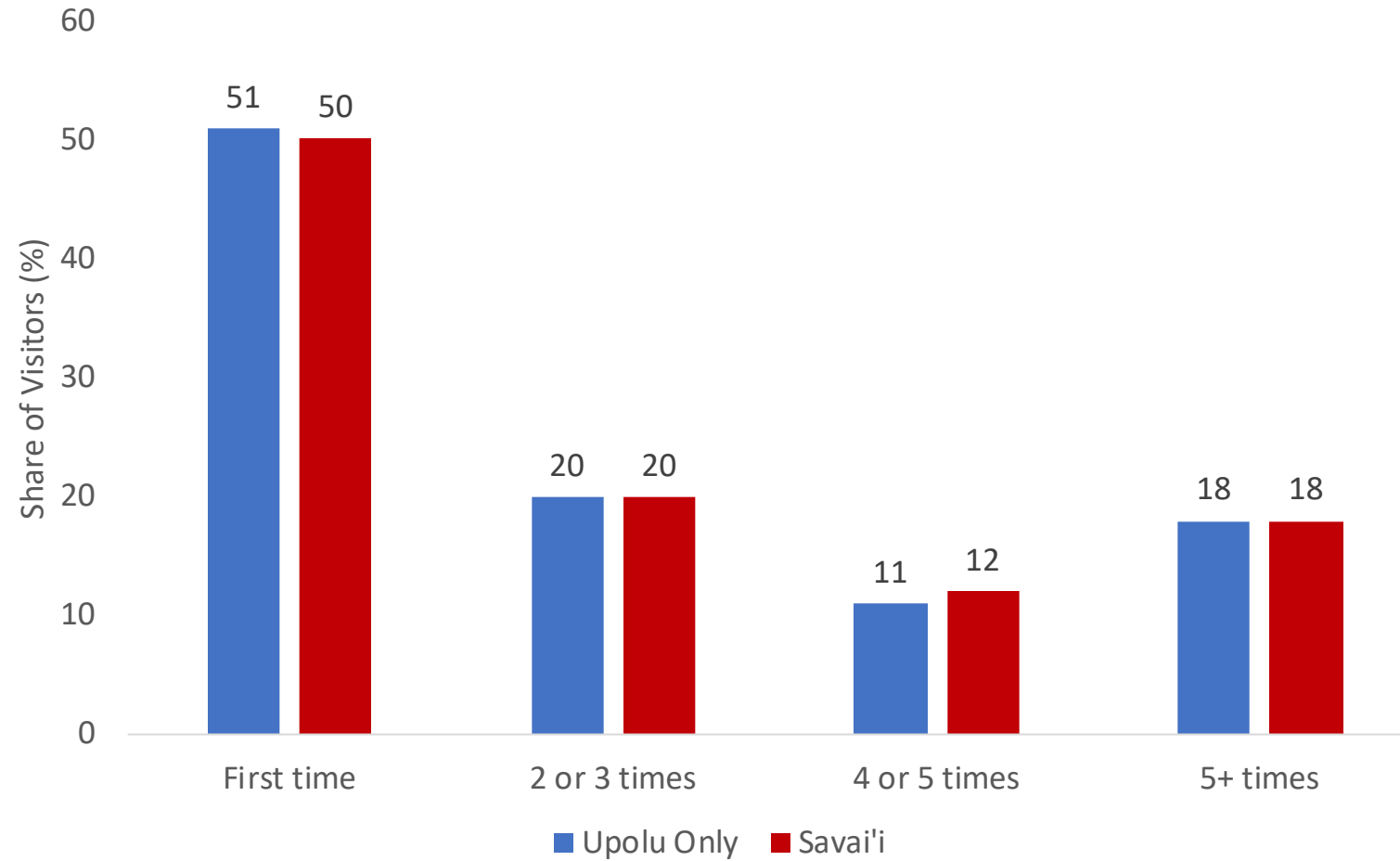
Previous Visits



Country breakdown

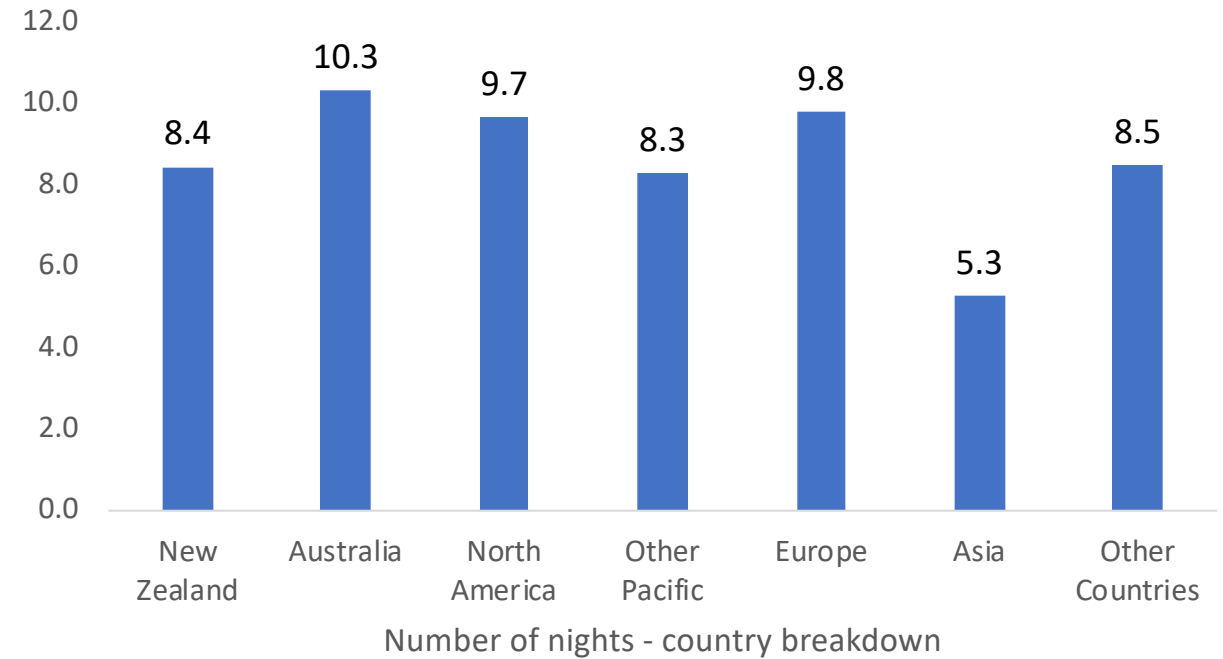
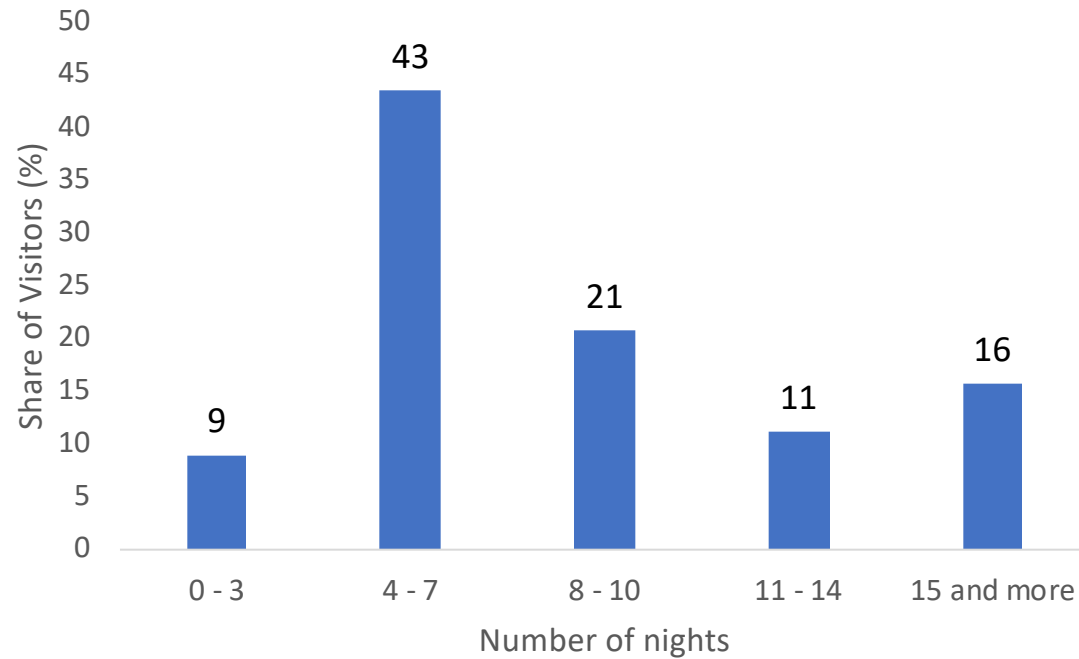


Previous visits to Samoa

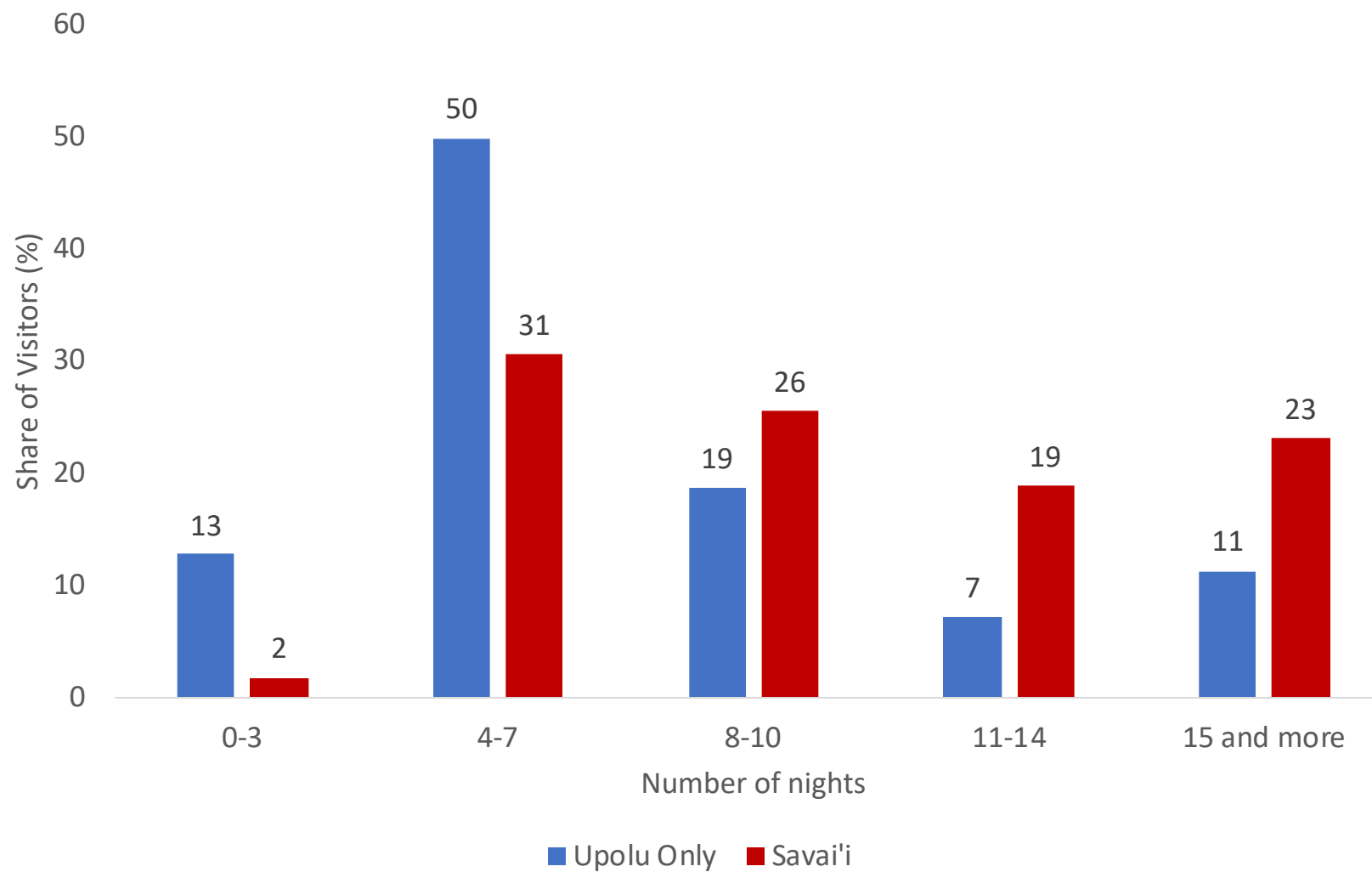


Length of Stay

Average length of stay: **8.8 nights**

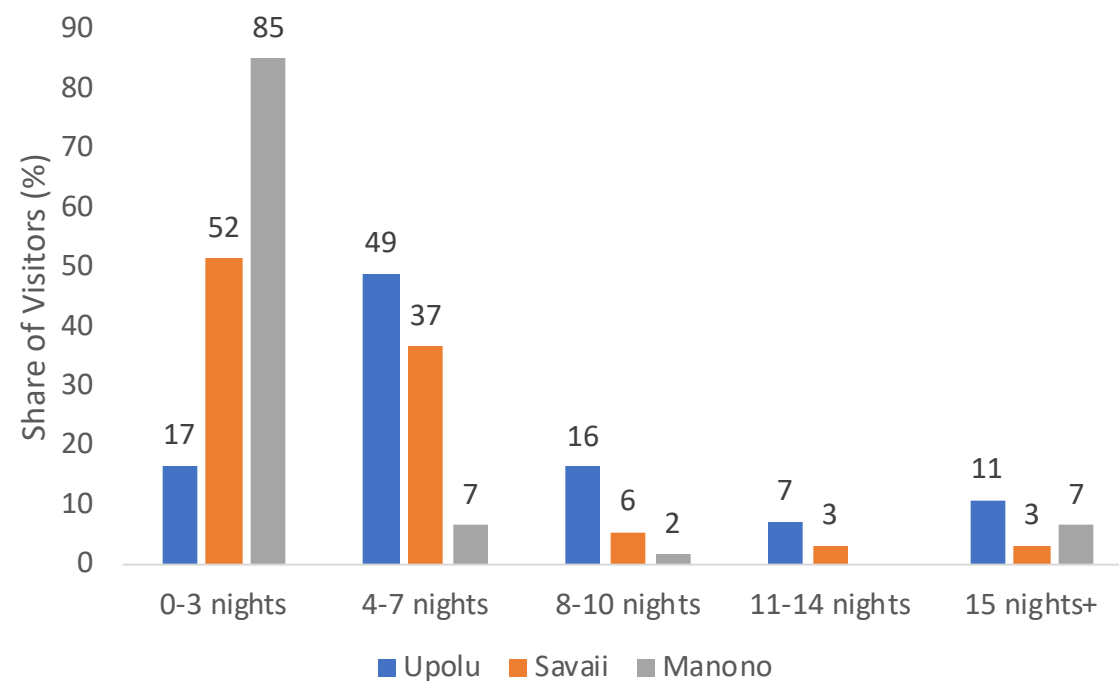
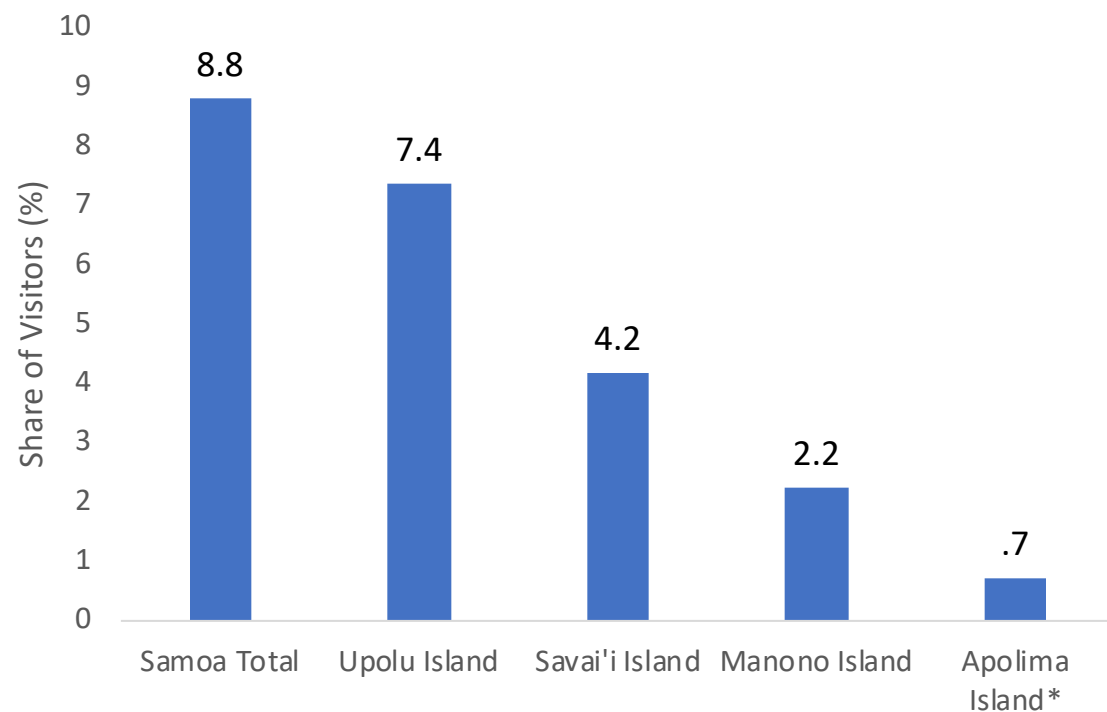


Length of stay



Islands Visited

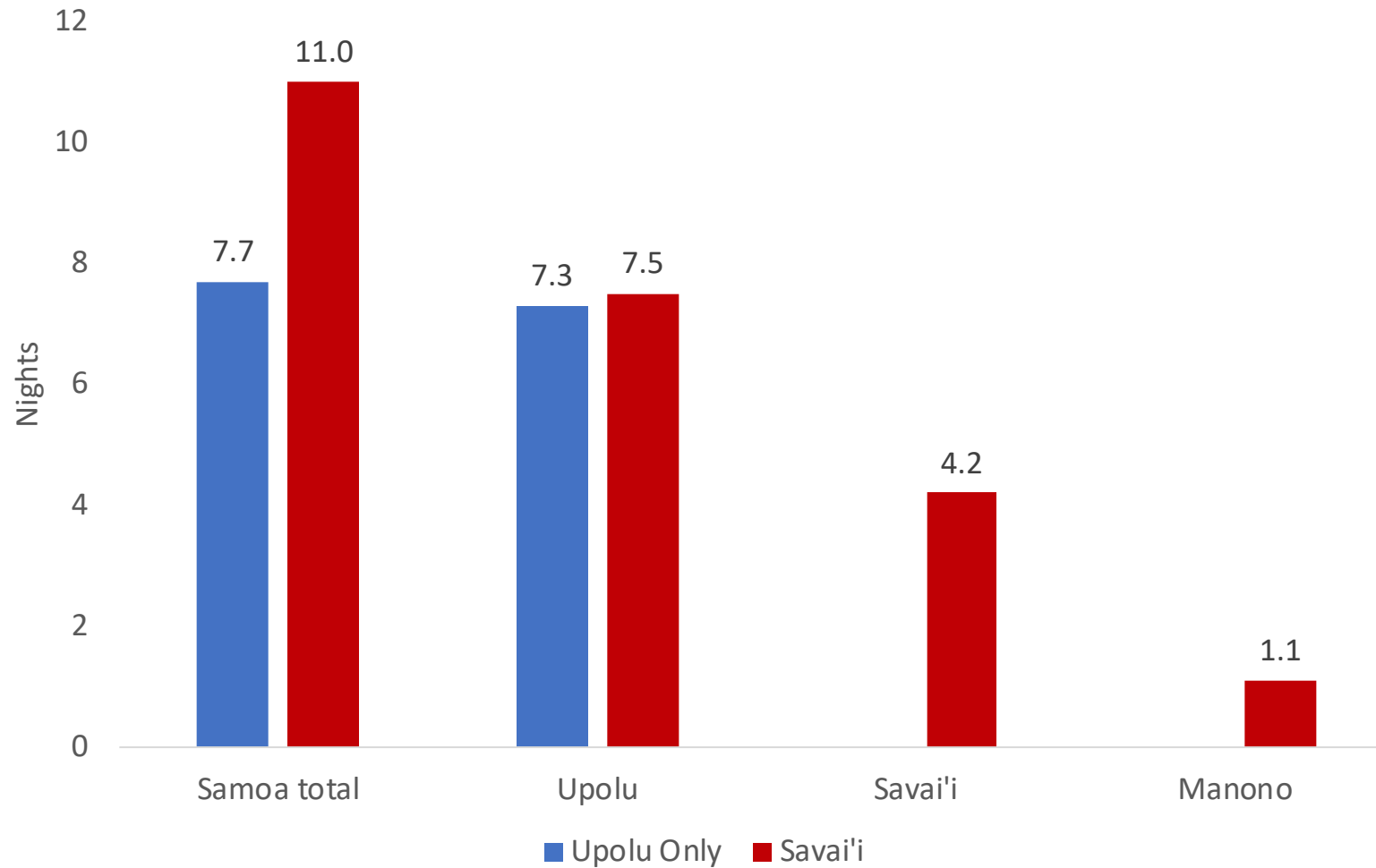
Average length of stay in Samoa and on each island



Note: *n=8.

Average length of stay

Average length of stay in the Samoa and on each island



Destinations & Airlines



For **80%** of visitors,
Samoa is the sole
destination for their
trip.

For **20%** of
visitors, Samoa
is part of a larger
journey ➔

- **36%** Fiji
- **27%** New Zealand
- **12%** Other Pacific
- **11%** Australia
- **8%** American Samoa
- **4%** USA

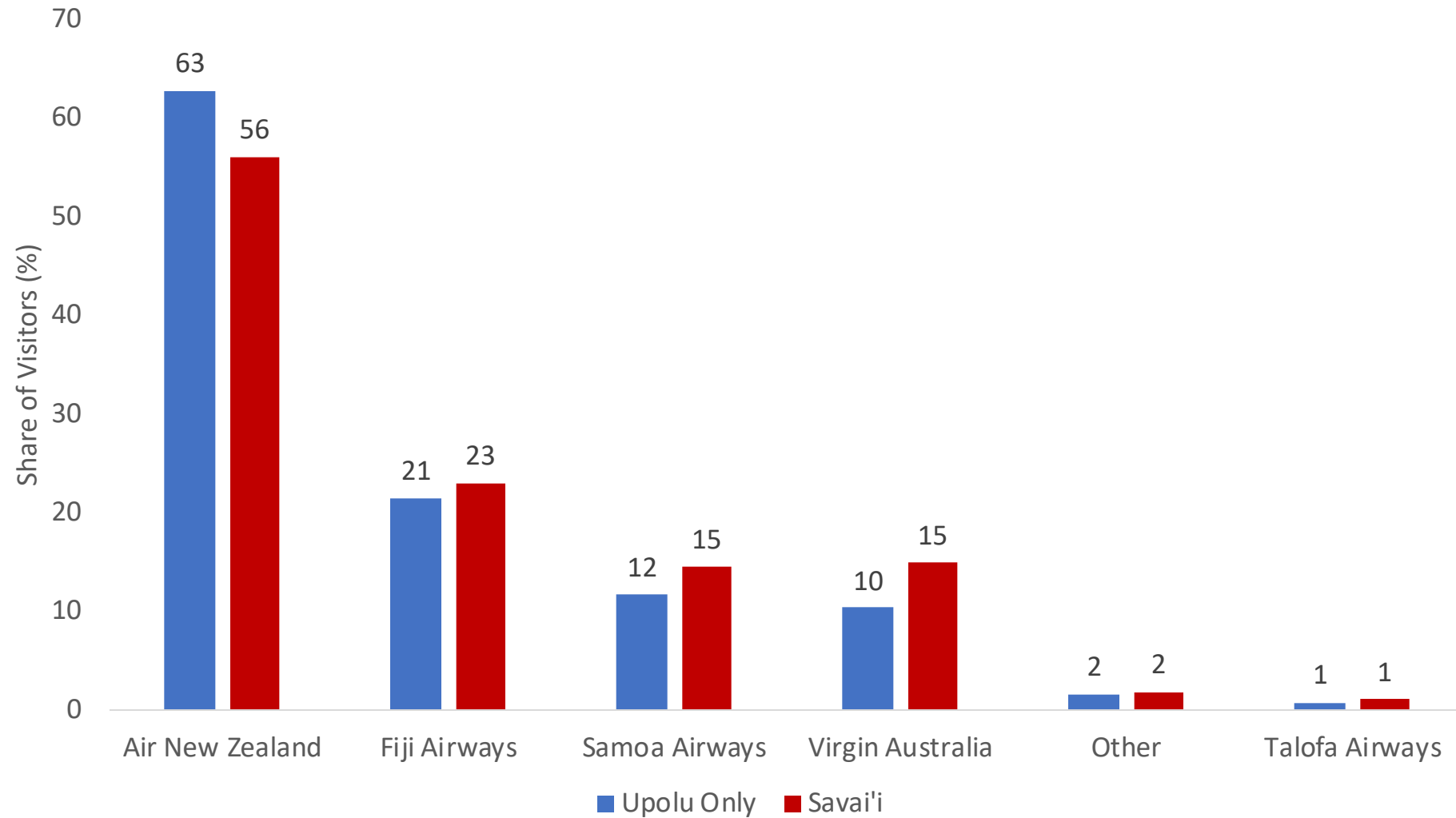


AIRLINES USED

- **60%** Air New Zealand
- **22%** Fiji Airways
- **13%** Samoa Airways
- **12%** Virgin Australia
- **2%** Other
- **1%** Talofa Airways

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

Airline used

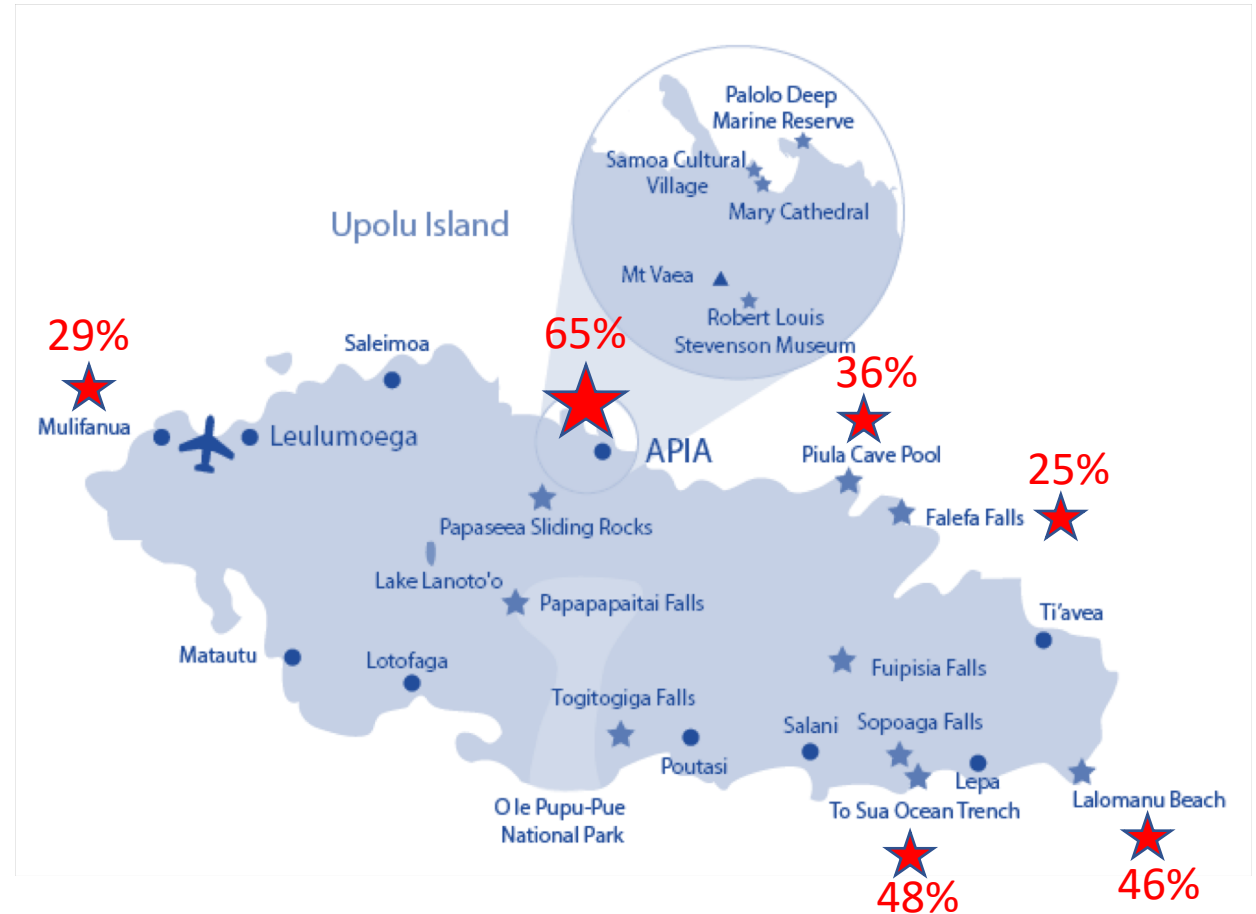


Attractions Visited

Upolu Island

Top 5 popular attractions *

- 65% Apia
- 48% To Sua Ocean Trench
- 46% Lalomanu beach
- 36% Piula Cave Pool
- 29% Mulifanua
- 25% Falefa Falls



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

Attractions Visited

Upolu Only

Top 5 popular attractions *

- 69% Apia
- 45% To Sua Ocean Trench
- 43% Lalomanu beach
- 34% Piula Cave Pool
- 24% Togitogiga Falls
- 22% Falefa Falls

Savai'i & Upolu

Top 5 popular attractions on Upolu *

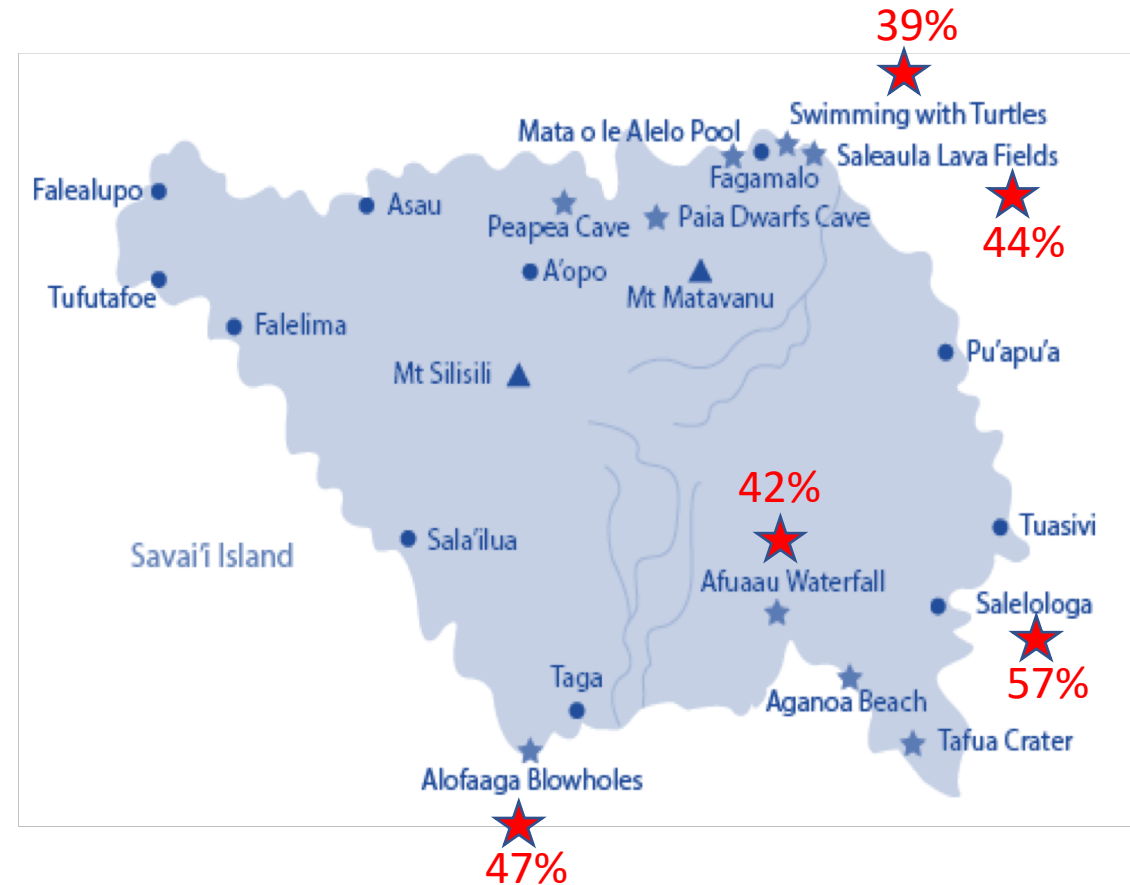
- 57% Apia
- 53% Lalomanu beach
- 53% To Sua Ocean Trench
- 47% Mulifanua
- 40% Piula Cave Pool
- 32% Falefa Falls

Attractions Visited

Savai'i Island

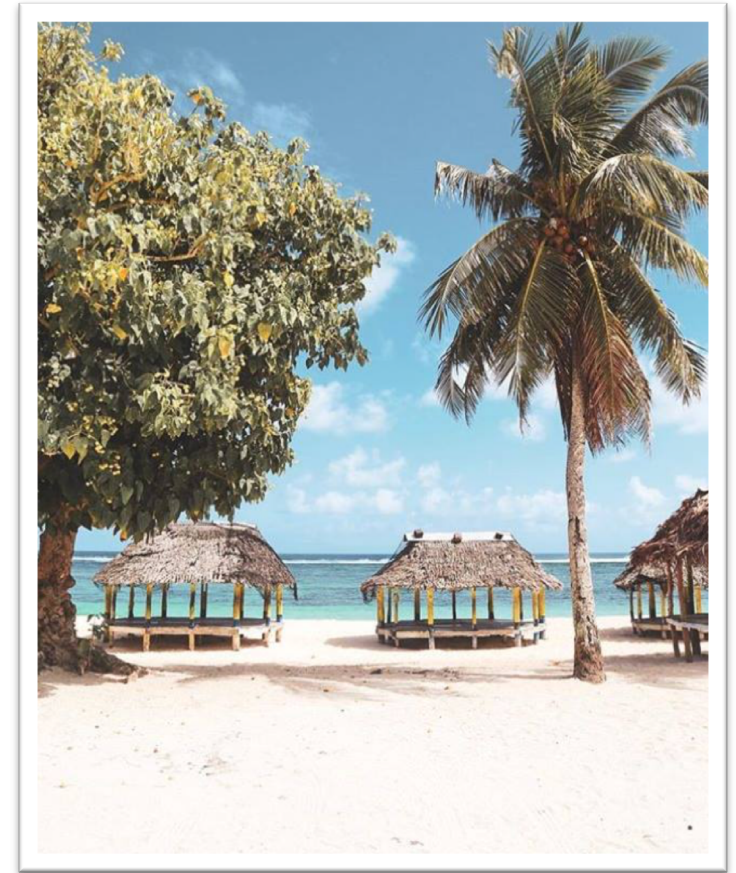
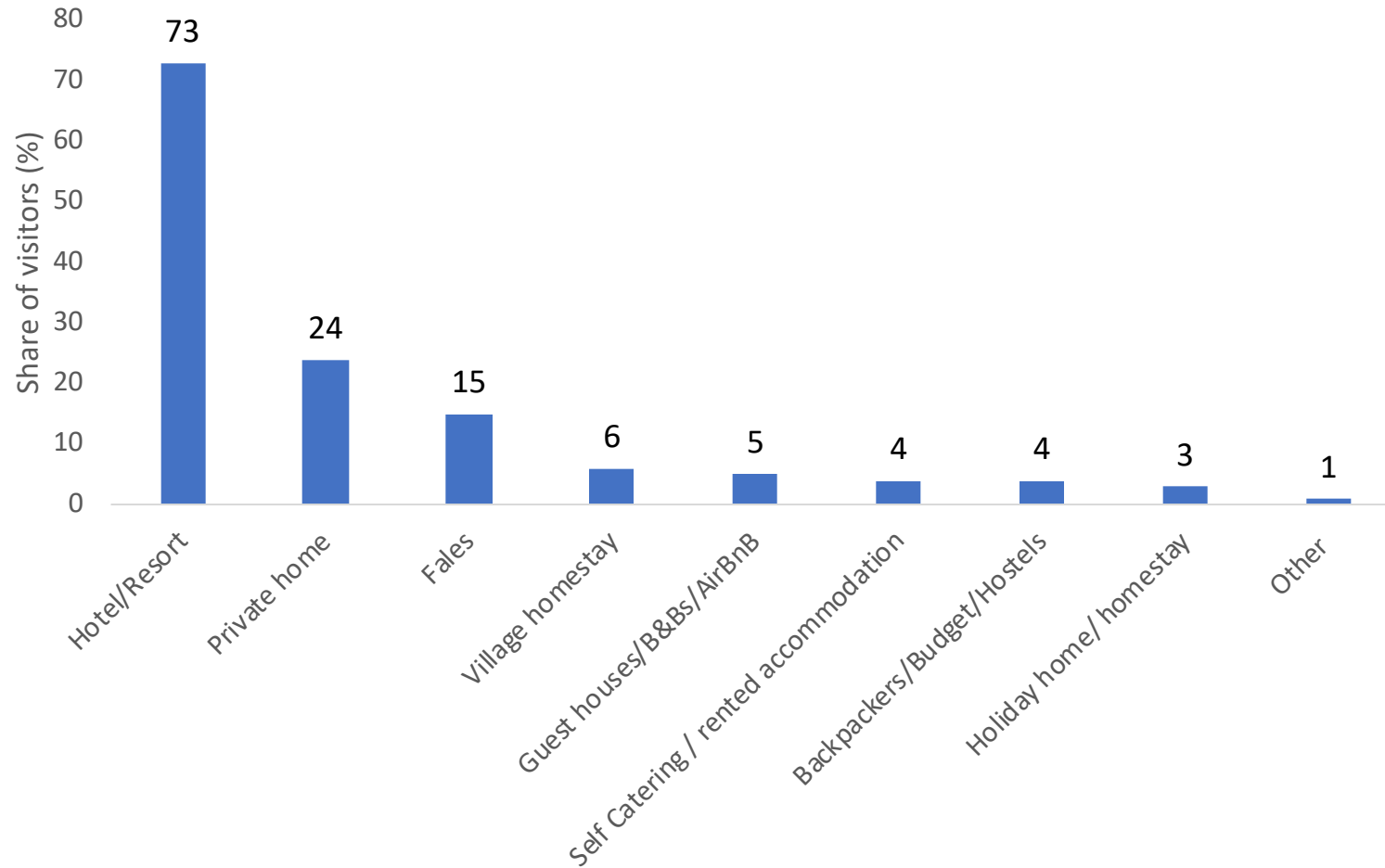
Top 5 popular attractions *

- 57% Salelologa
- 47% Alofaaga Blowholes
- 44% Saleaula Lava Fields
- 42% Afuaau Waterfall
- 39% Swimming with Turtles



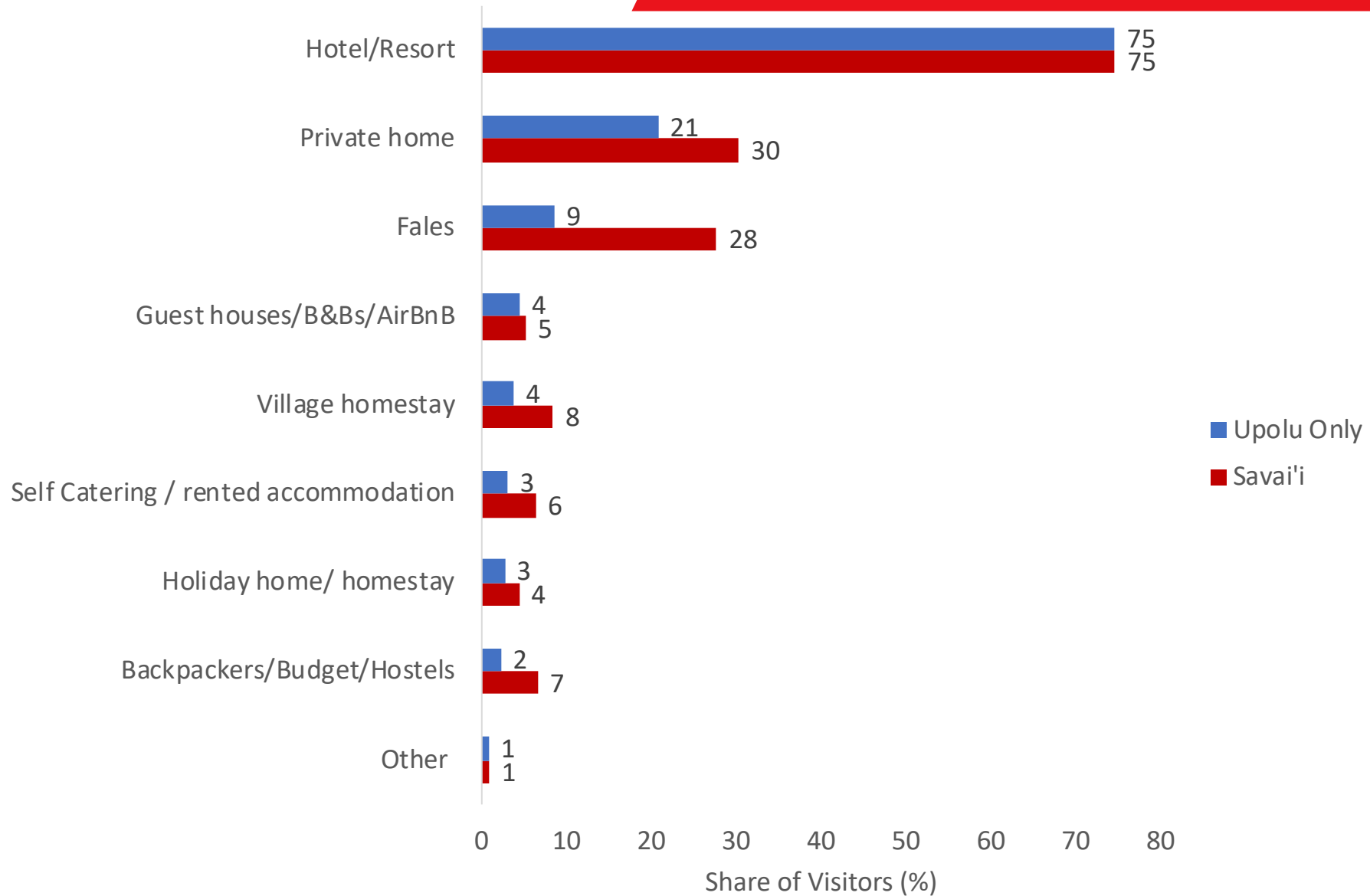
Note: Multiple responses, therefore total does not add up to 100%.

Types of Accommodation Used

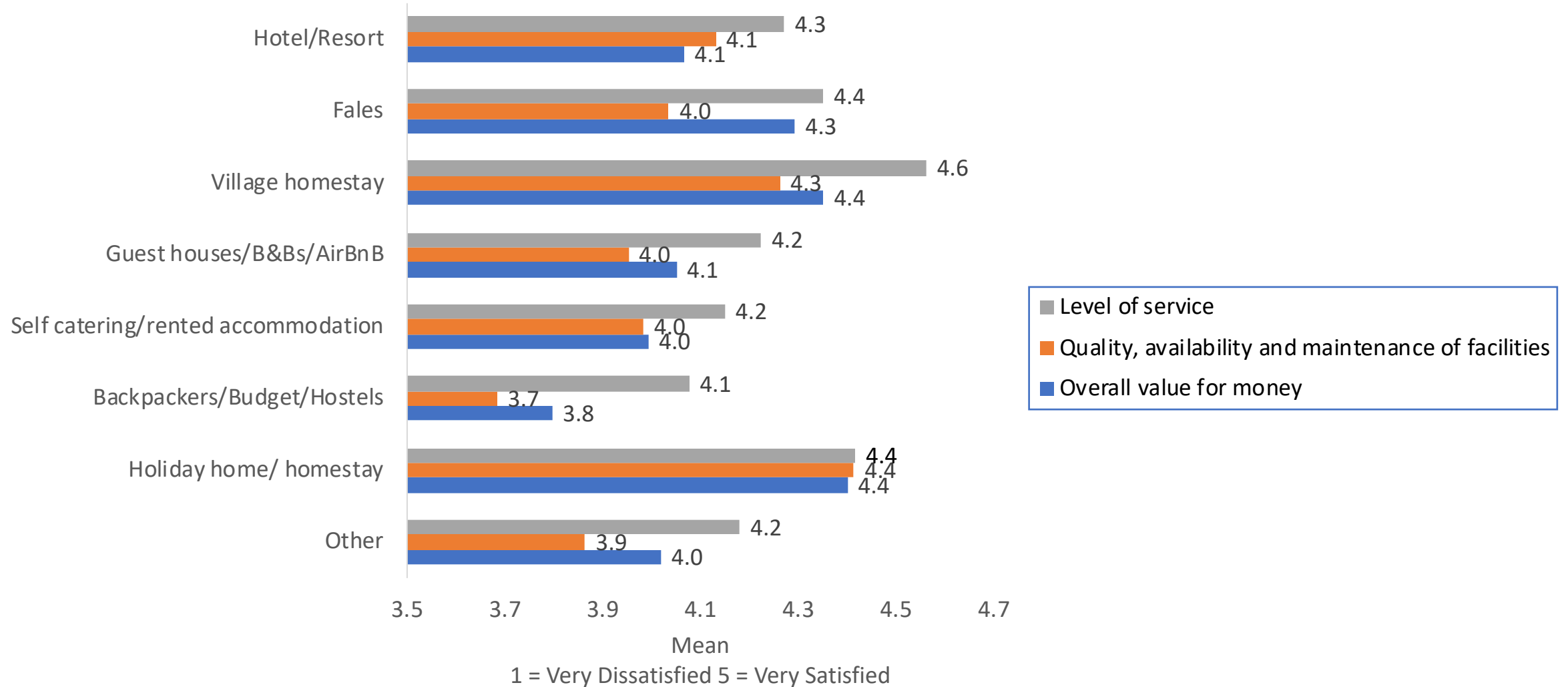


Note: Multiple responses, therefore total does not add up to 100%.
Image from: <https://www.facebook.com/SamoaTourismAuthority/>.

Accommodation types



Satisfaction with Accommodation

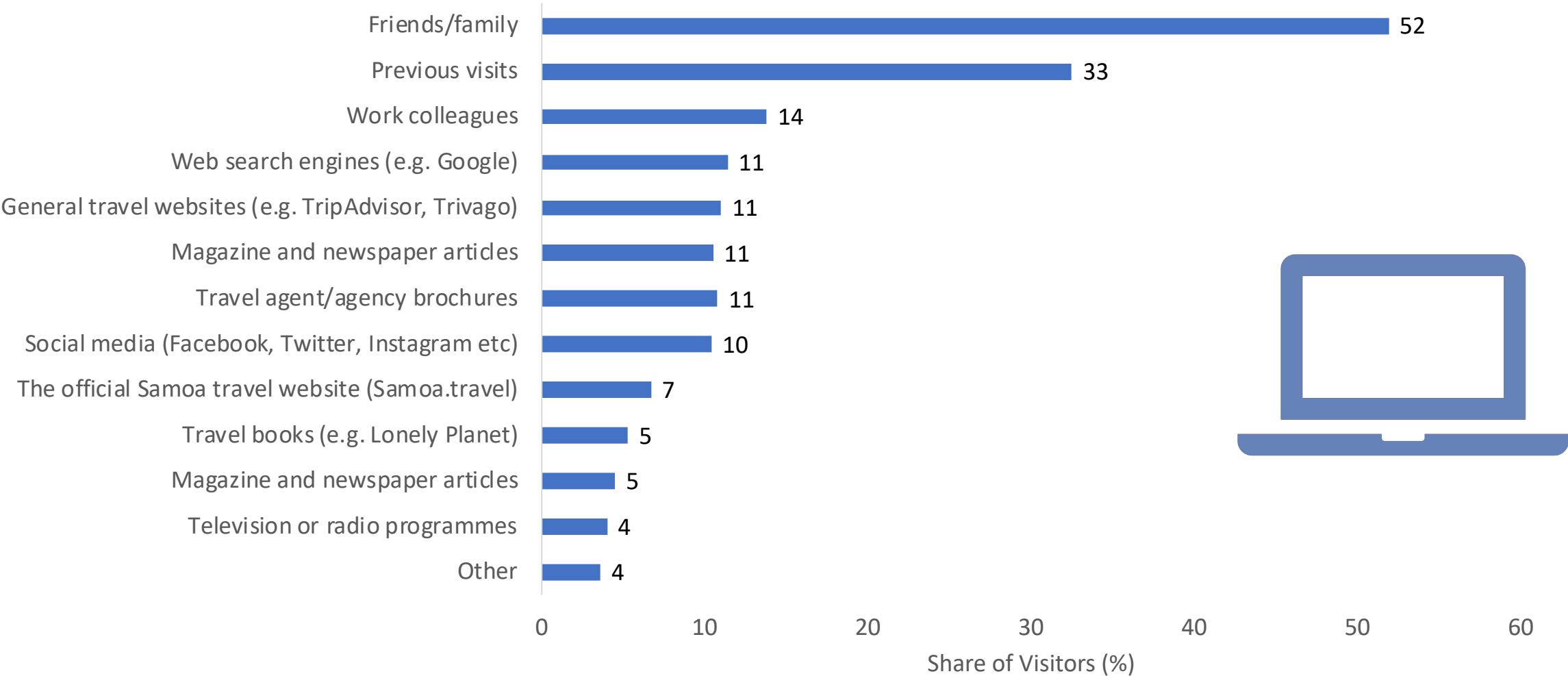


Note: Degree of satisfaction with accommodation stayed in (mean score out of 5).

A photograph of a surfer riding a large, curling blue wave. The surfer is positioned near the base of the wave's face, which is covered in white foam. The background shows a hazy, overcast sky.

Information Source & Purchasing Behaviour

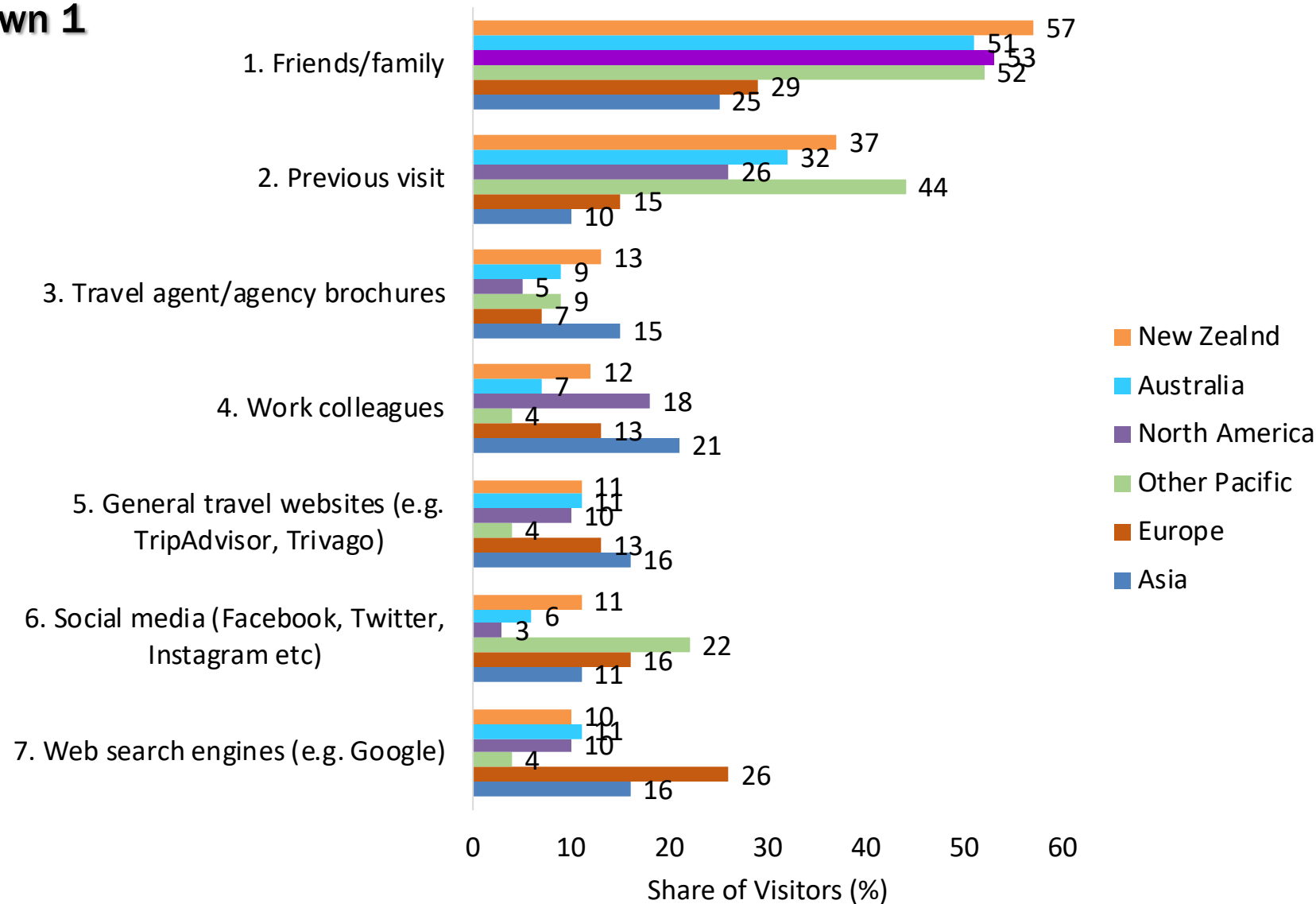
How Did You Find Out About Samoa



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

How Did You Find Out About Samoa

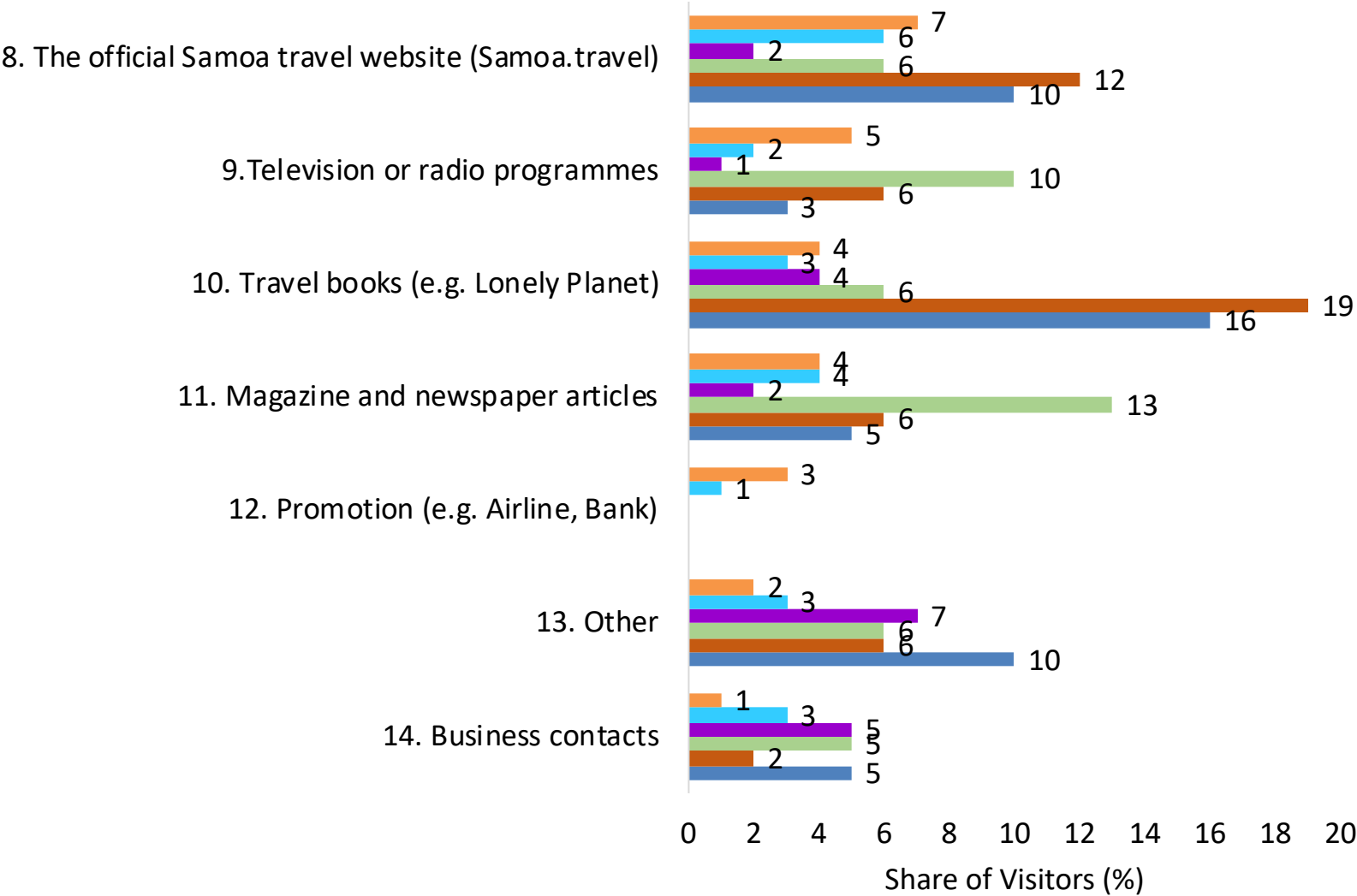
Country breakdown 1



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

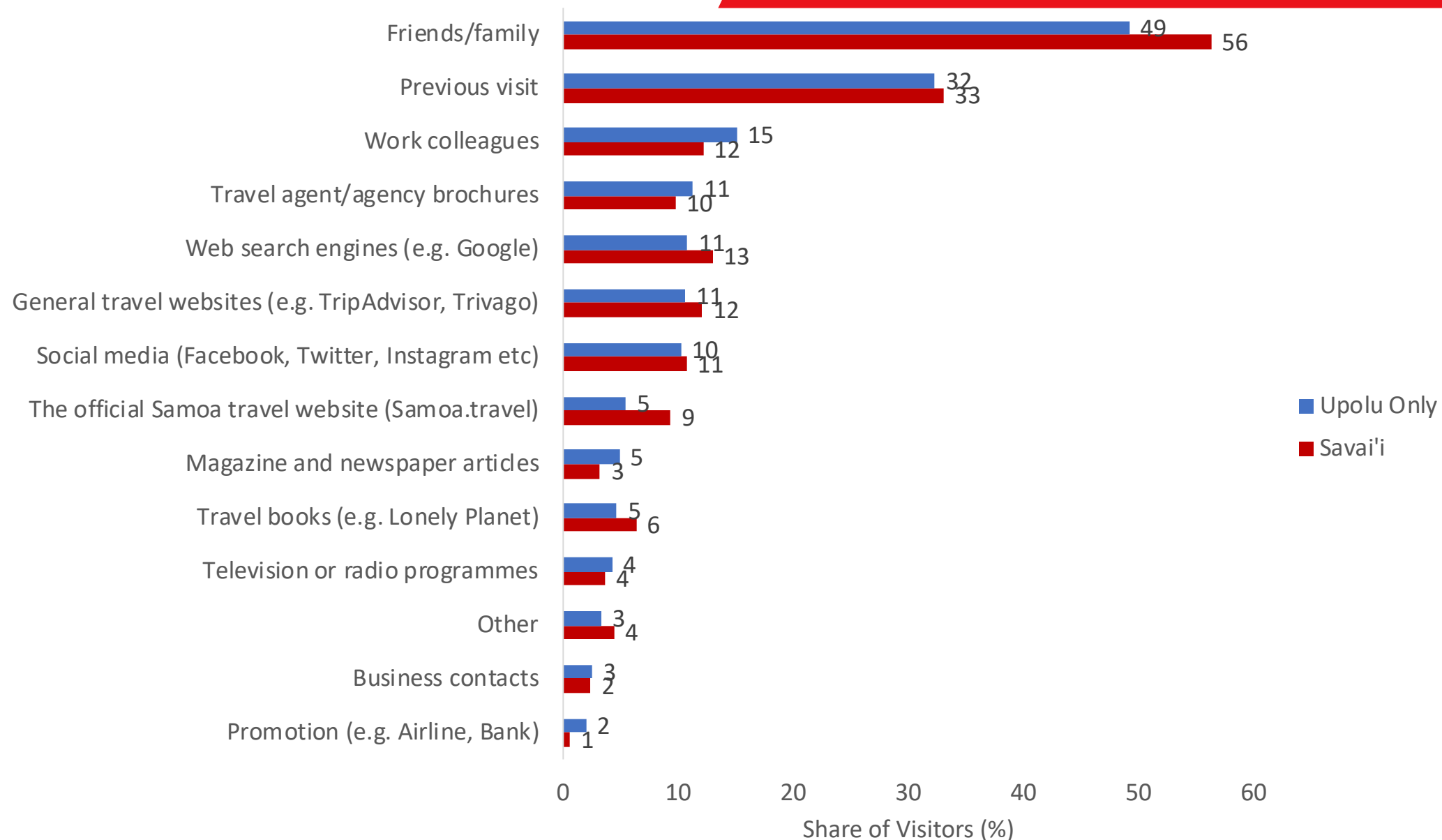
How Did You Find Out About Samoa

Country breakdown 2

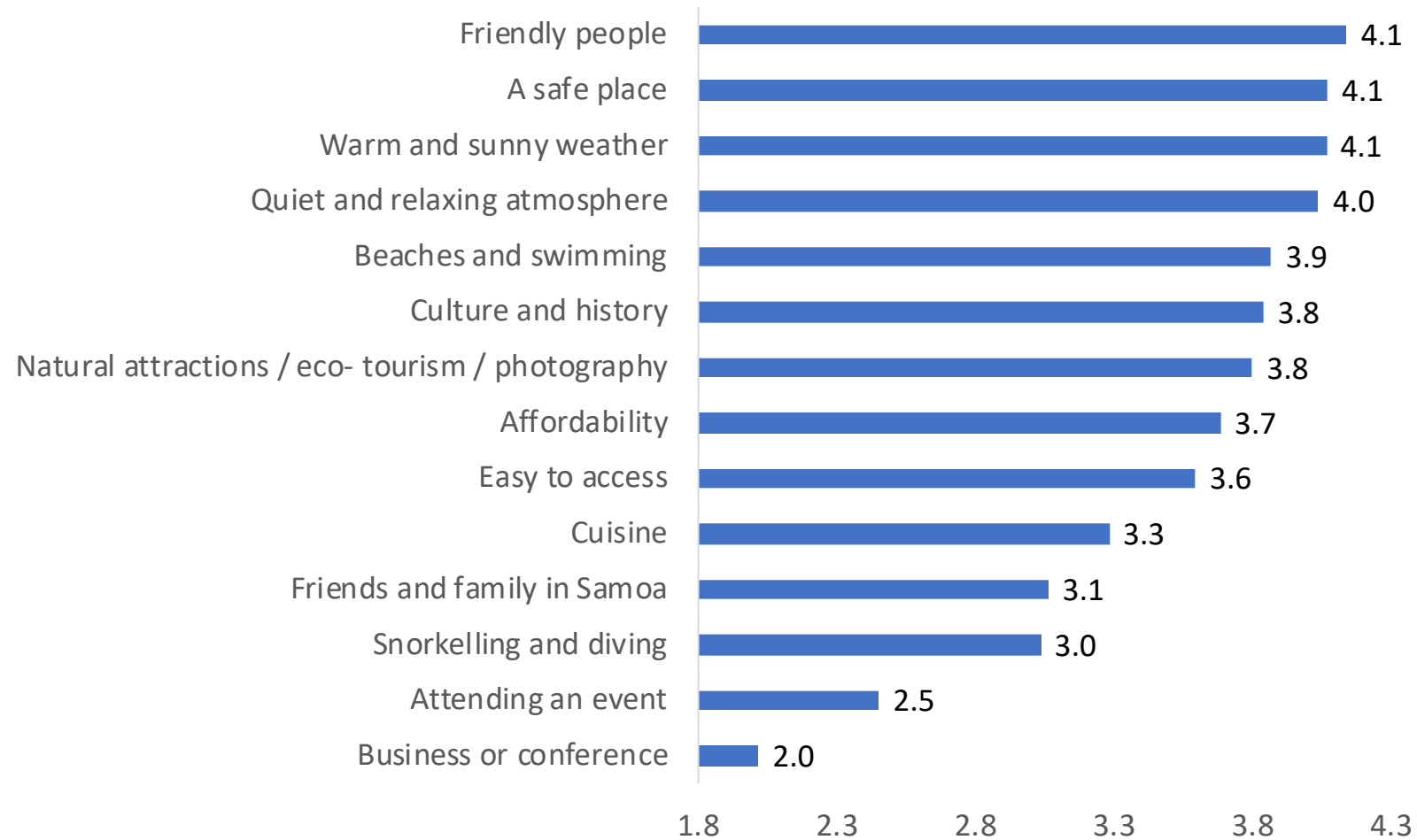


Note: Multiple responses, therefore total does not add up to 100%.

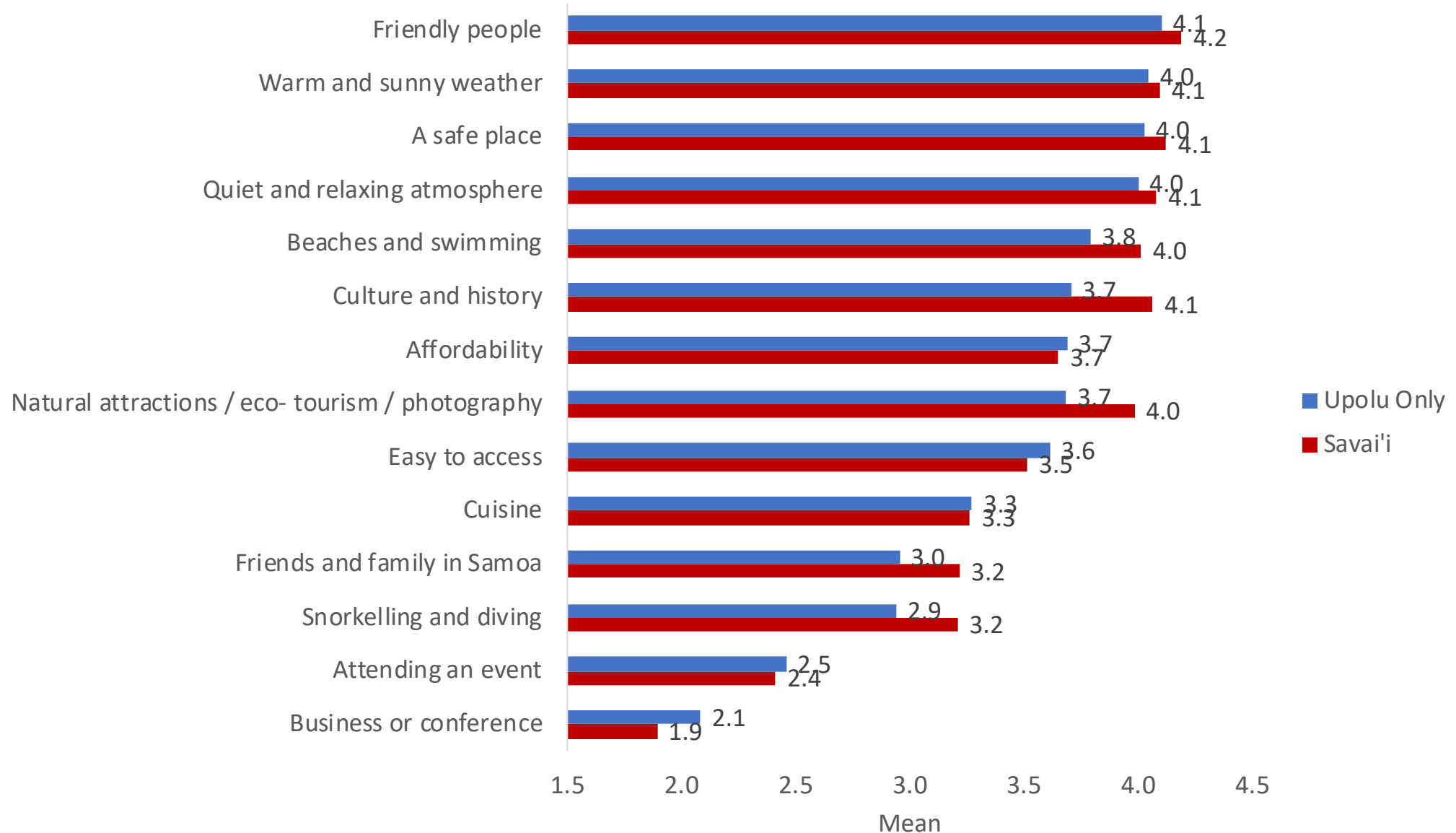
How did you find out about Samoa?



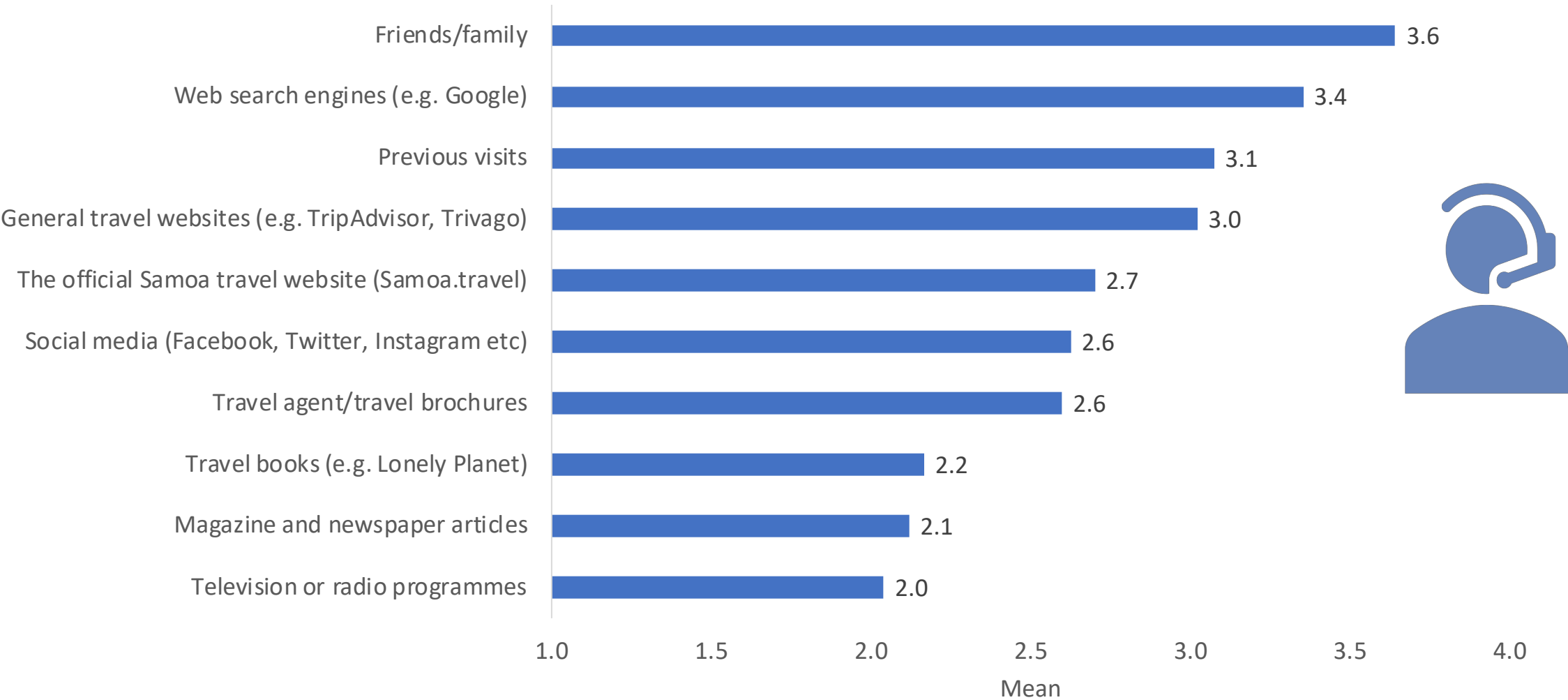
Factors Influencing the Visit to Samoa



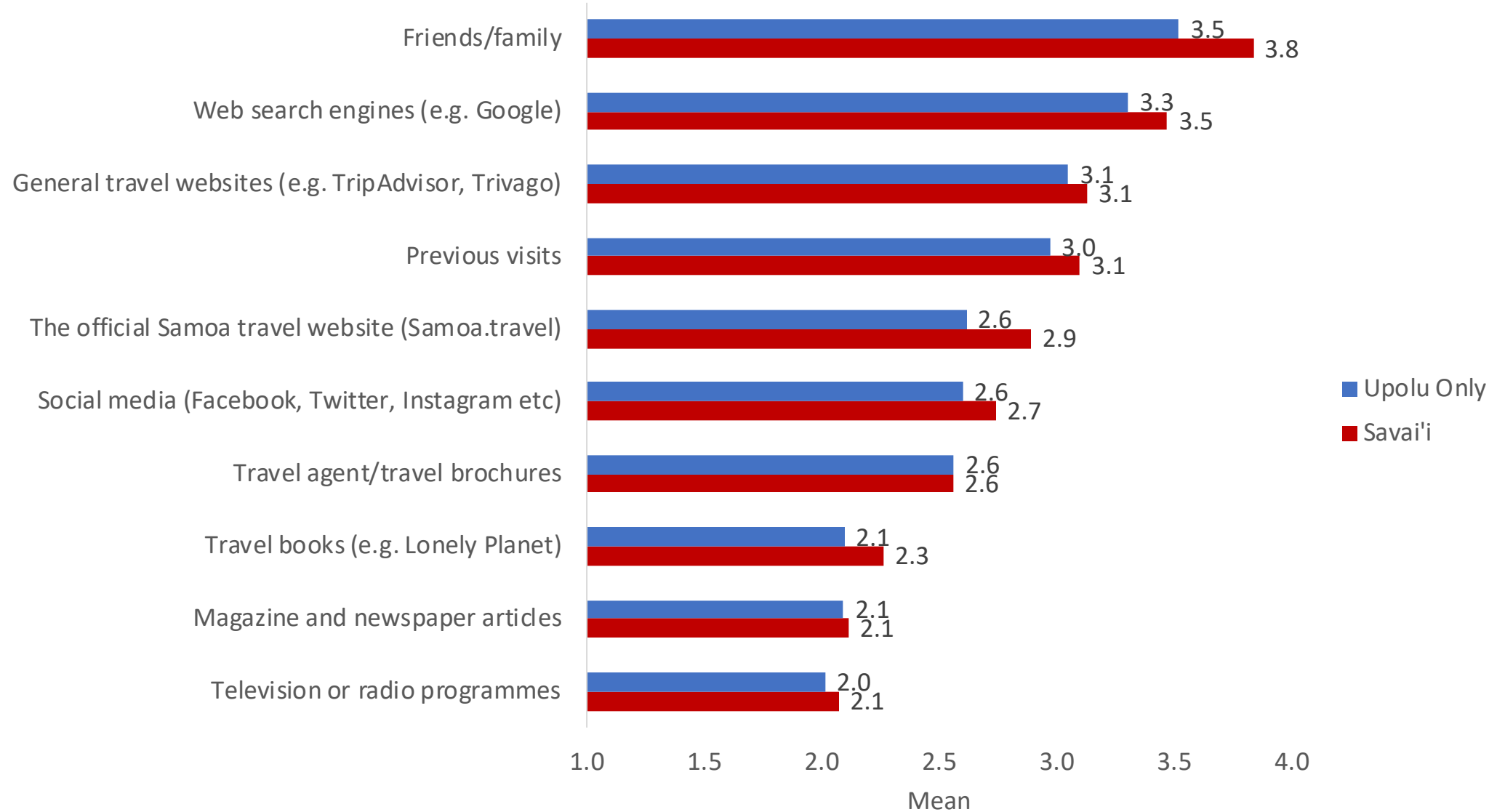
Influential factors in your choice to Samoa



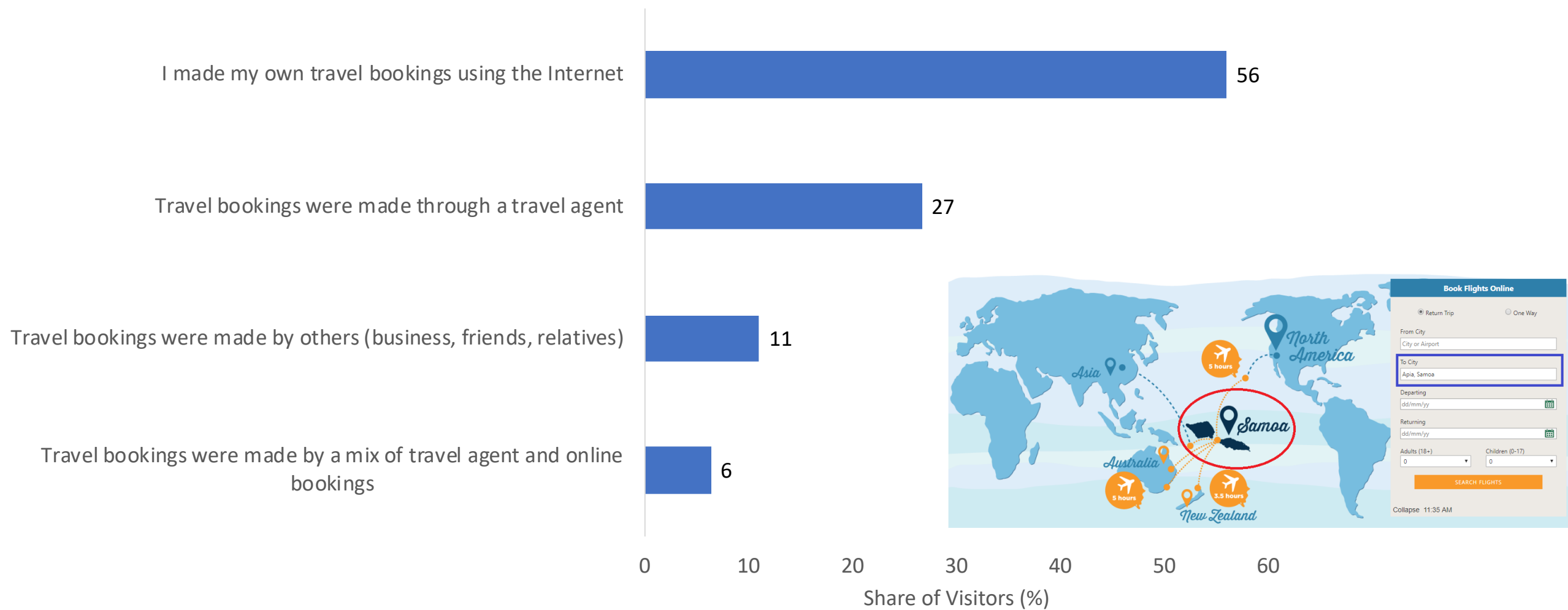
Information Sources Used for Planning



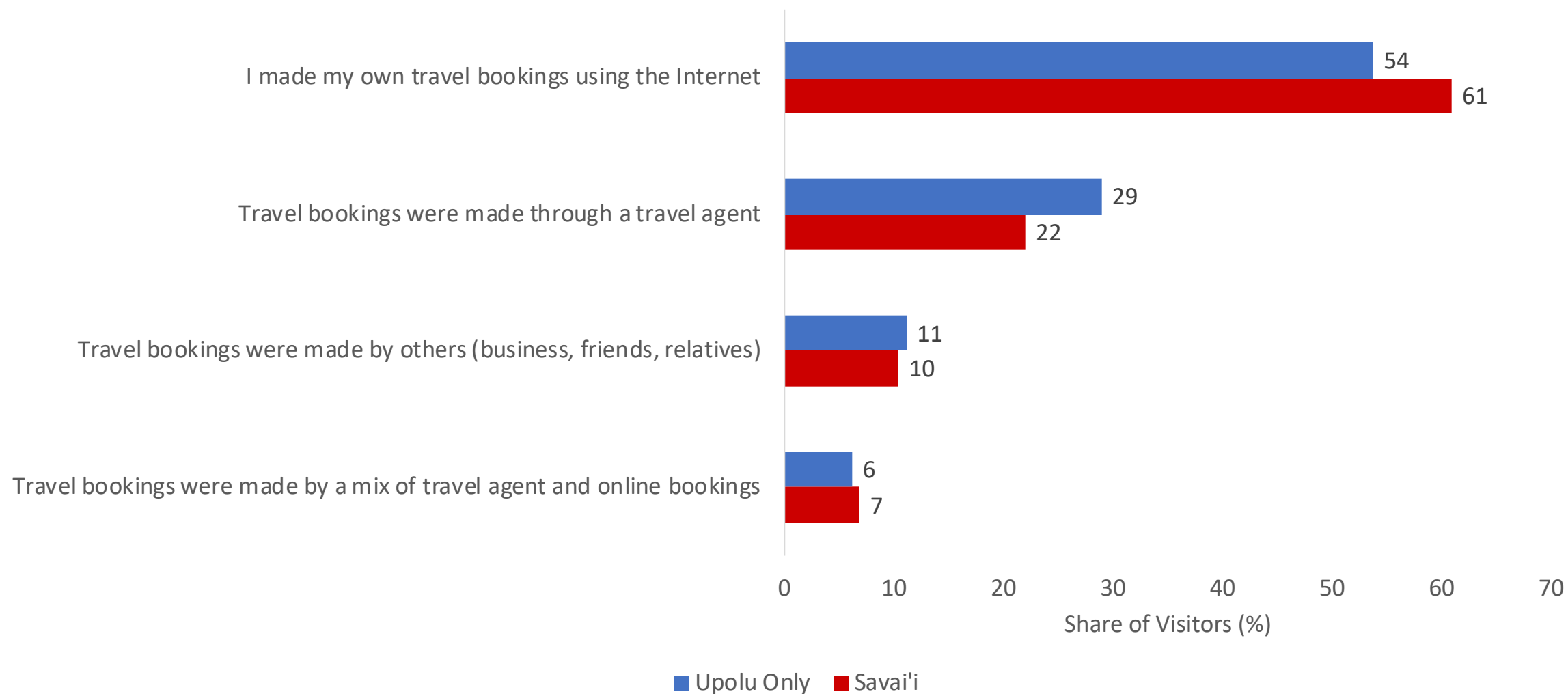
Importance of information source



How Did You Purchase Your Travel?



How did you purchase your travel?





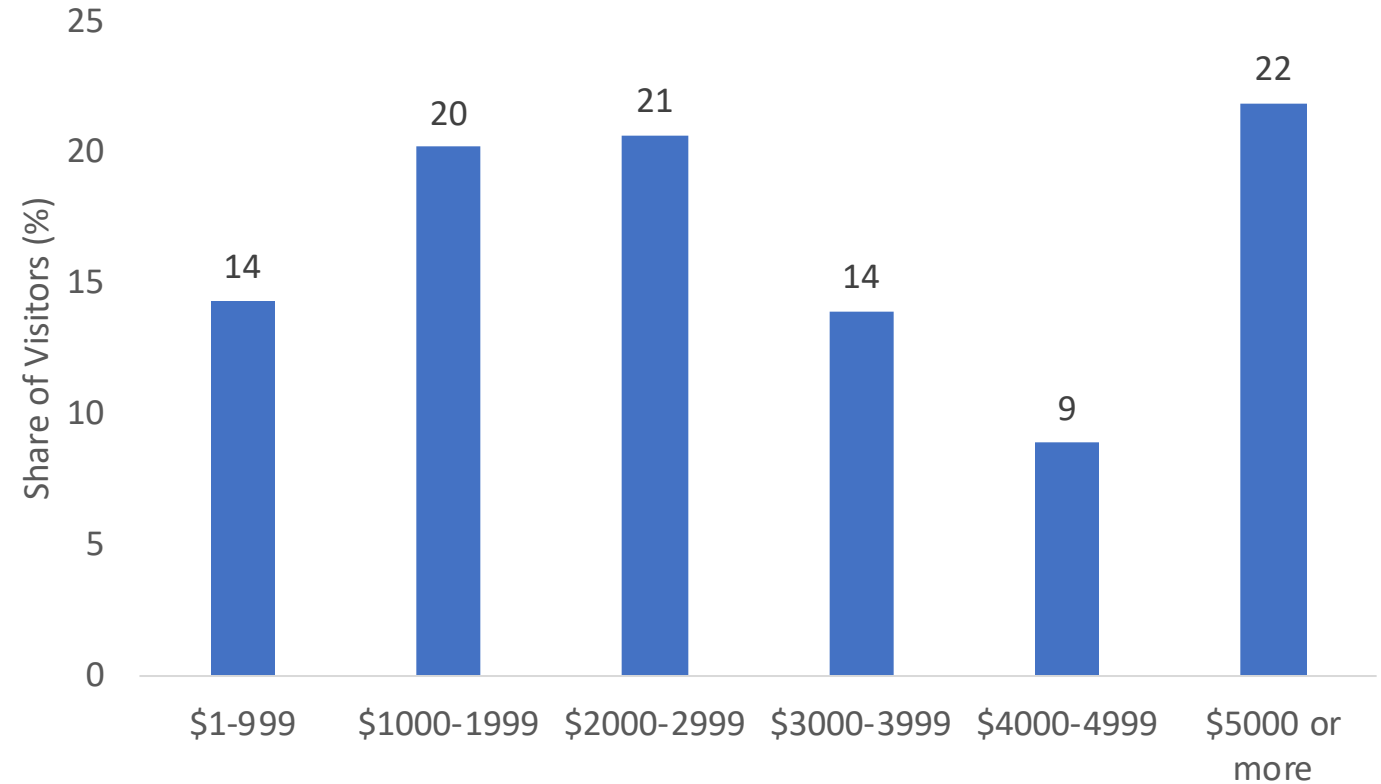
Visitor Expenditure

Prepaid Expenditure

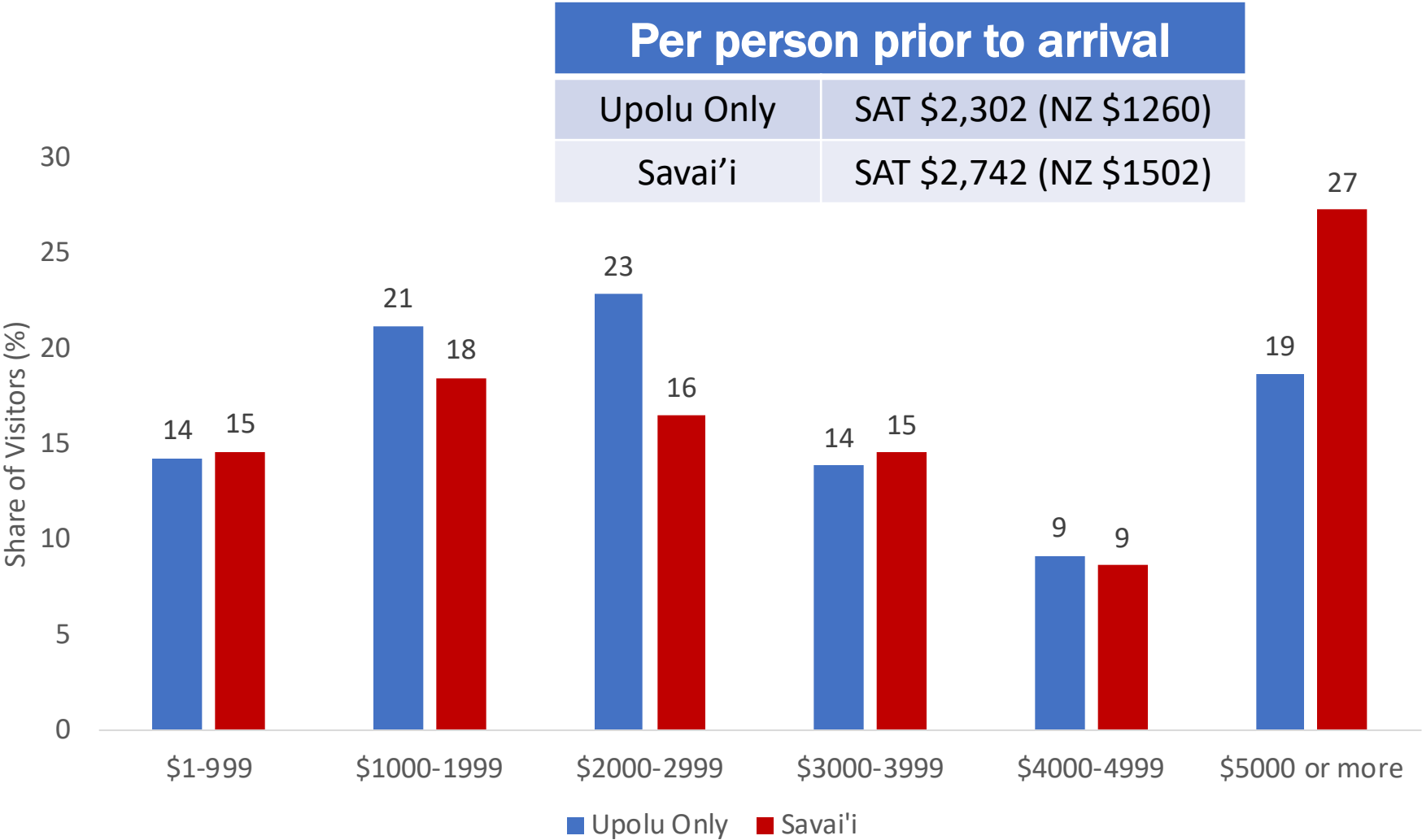
Per person prior to arrival

SAT\$2,429

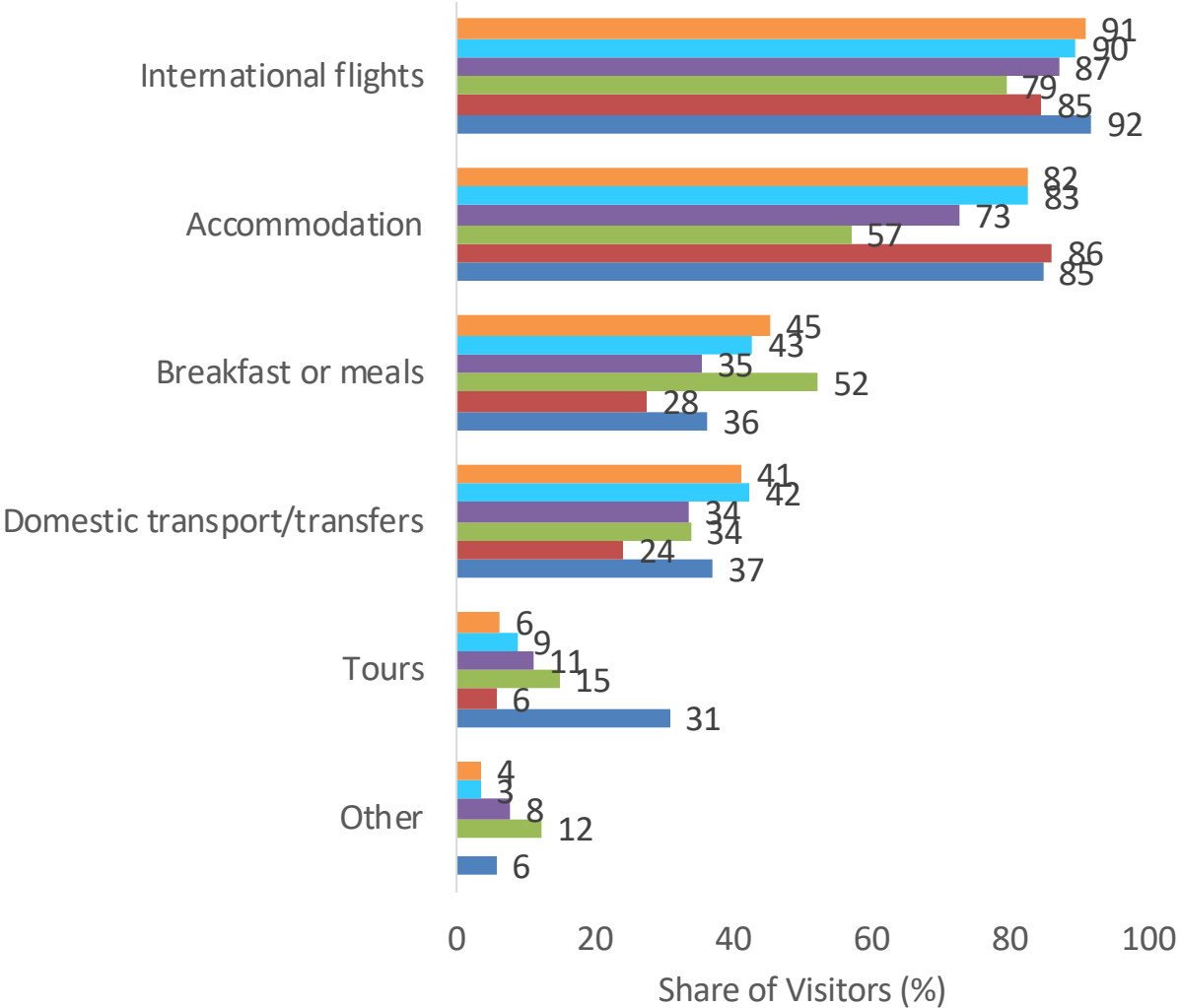
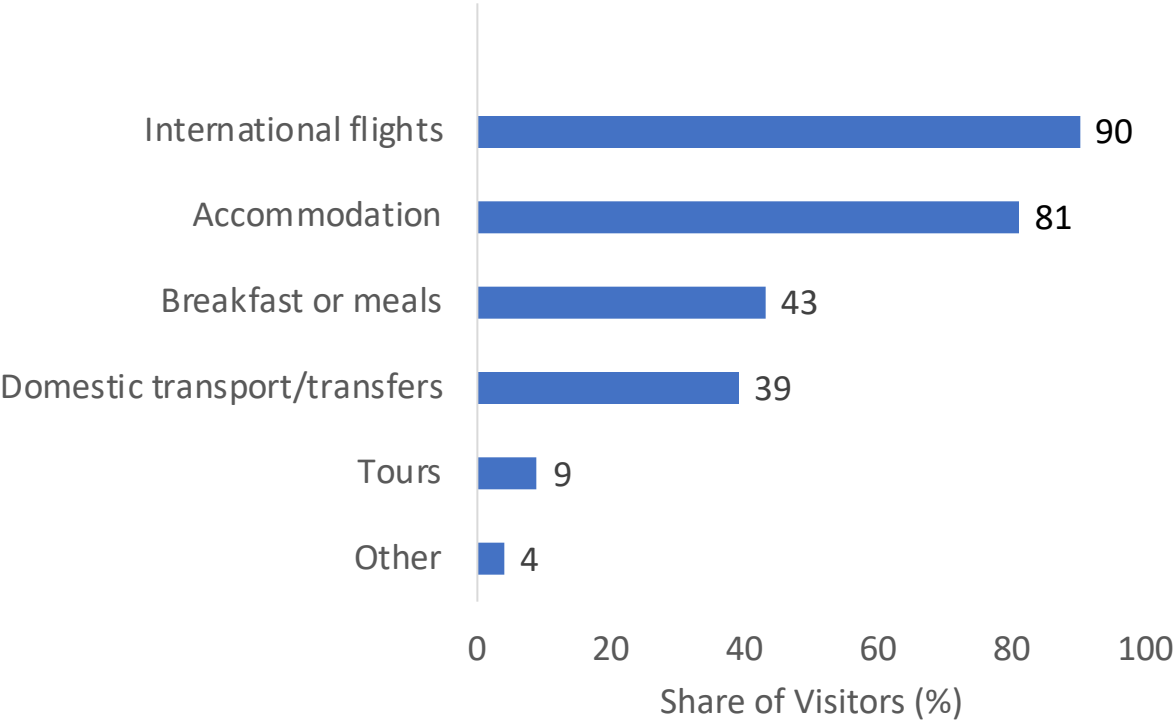
NZ\$1,330



Prepaid Expenditure



Prepaid Items



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

In-country Expenditure Per Person Per Day

Expenditure Items	Mean (SAT\$)	(% of spend)
Accommodation	48	31
Restaurants, Cafes & Bars	32	20
Vehicle Rental	17	11
Shopping	16	10
Groceries	15	10
Other	12	7
Tours/activities	9	6
Petrol	6	4
Bus/taxi	2	1
Ferry	1	1
Total Expenditure	158	100



Per visitor per day while in Samoa:

SAT\$158/NZ\$87

Local Expenditure Per Person Per Day

Expenditure Items	Mean – Upolu Only (SAT\$)	Mean – Savai'i (SAT\$)
Accommodation	46	48
Restaurants, Cafes & Bars	35	28
Vehicle Rental	16	18
Petrol	6	6
Bus/taxi	2	2
Groceries	15	13
Shopping	18	12
Tours/activities	10	7
Other	12	9
Ferry	0	3
Total Expenditure	161	145



Per person per day while in:

Upolu Only	SAT \$161 (NZ \$88)
Savai'i	SAT \$145 (NZ \$79)

In-country Expenditure Per Person Per Day (SAT\$)

Market breakdown

Covering people	n=3,981	n=1,359	n=778	n=322	n=198	n=245
Markets	New Zealand	Australia	North America	Other Pacific	Europe	Asia
Accommodation	42	49	58	42	60	124
Restaurants, Cafes & Bars	31	33	24	29	40	69
Vehicle Rental	15	19	20	9	13	42
Groceries	12	17	21	31	10	19
Shopping	12	15	24	30	13	34
Other	10	16	4	35	9	3
Tours/activities	8	8	7	7	7	62
Petrol	6	7	7	6	7	8
Bus/taxi	1	2	3	5	4	6
Ferry	1	1	2	1	2	2
Total in-country spend (SAT\$)	137	166	169	195	165	368

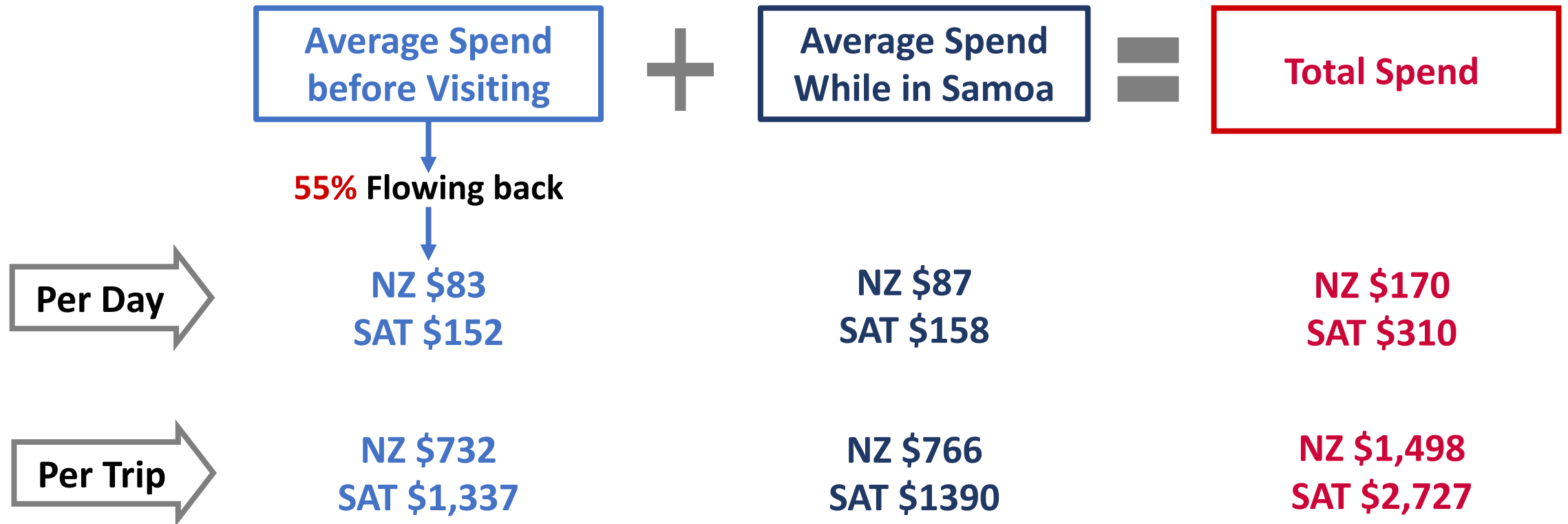
Average Total Expenditure Per Person Per Day (SAT\$)

Market breakdown

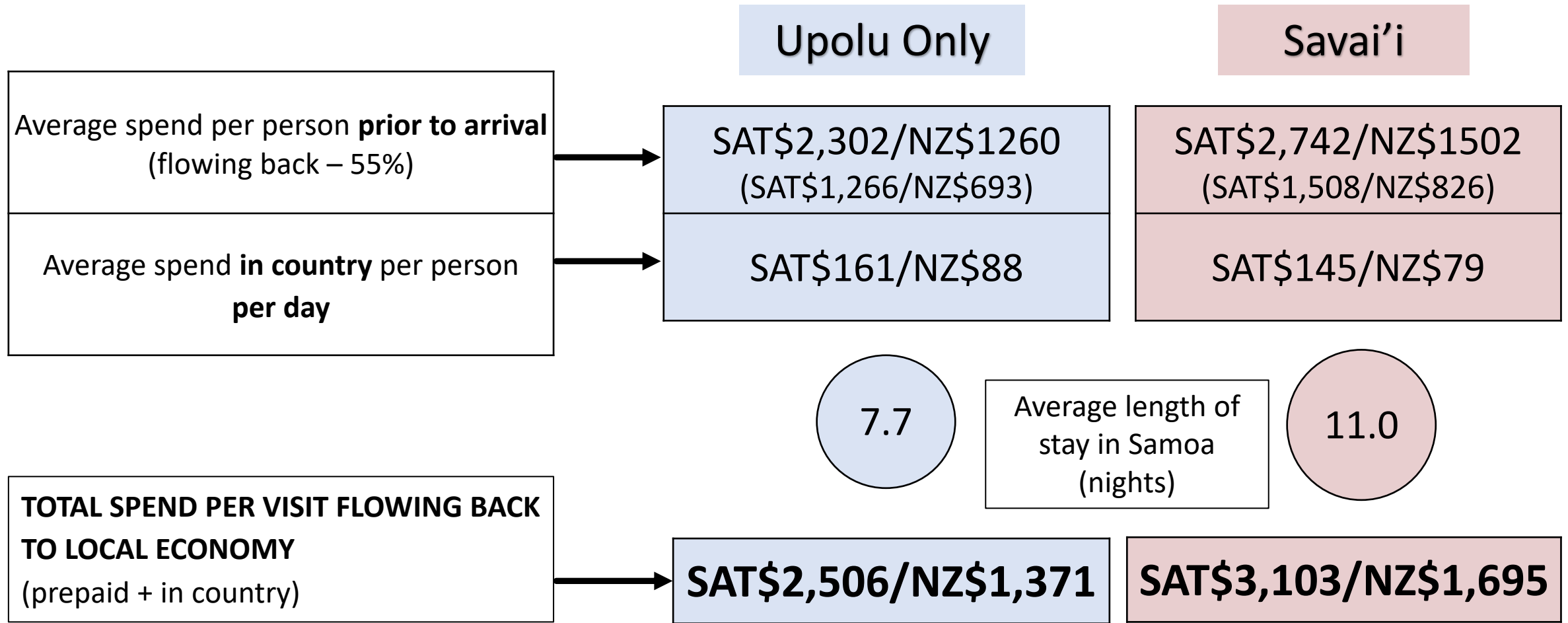
Covering people	n=3,981	n=1,359	n=778	n=322	n=198	n=245
Markets	New Zealand	Australia	North America	Other Pacific	Europe	Asia
55% pre-paid expenditure	141	152	153	154	168	337
In-country spend	137	166	169	195	165	368
Total spend (SAT\$)	278	318	322	349	333	705

Contribution to Samoa Economy per Visit

Visitor Expenditure – Per Person & Total



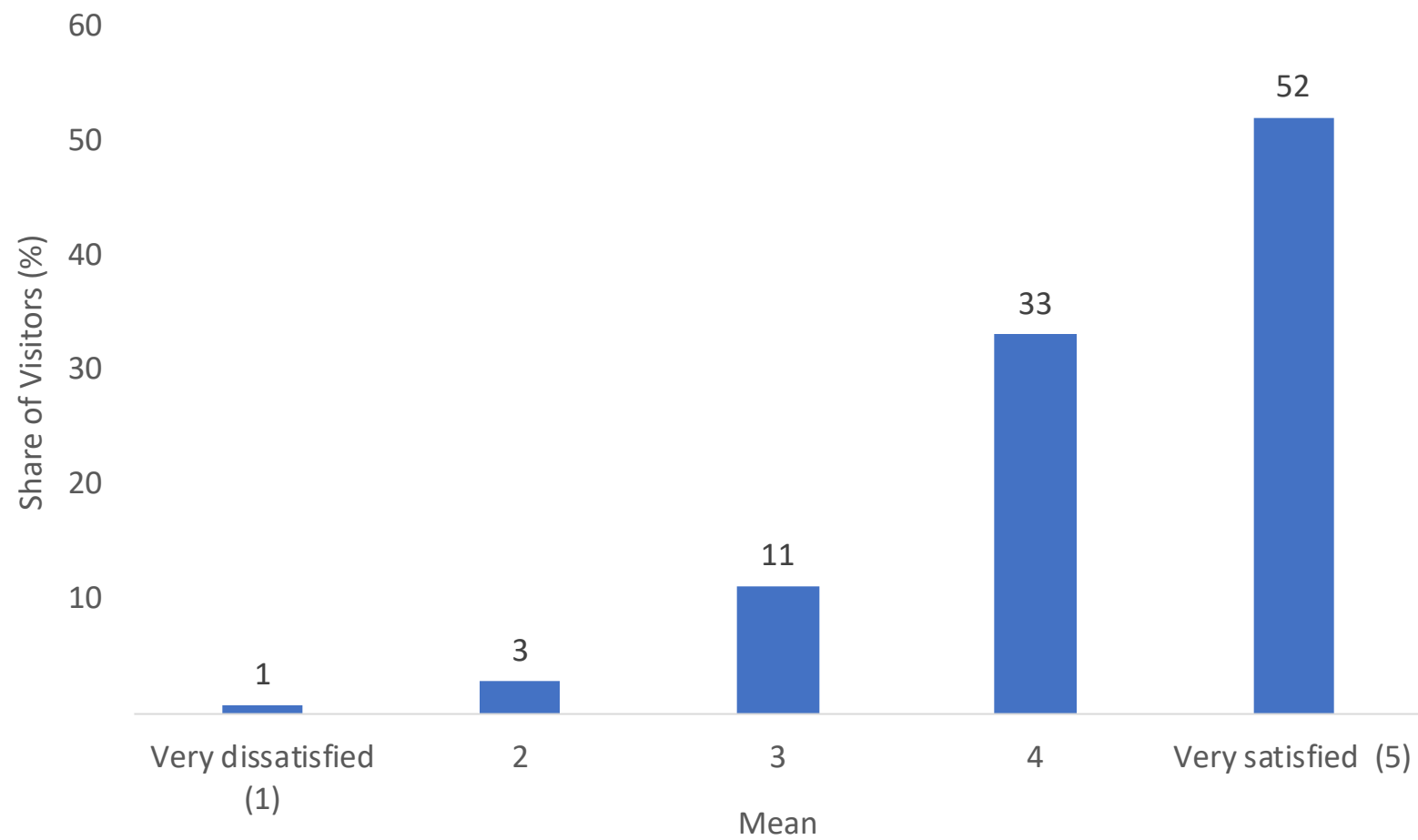
Contribution to Samoan Economy



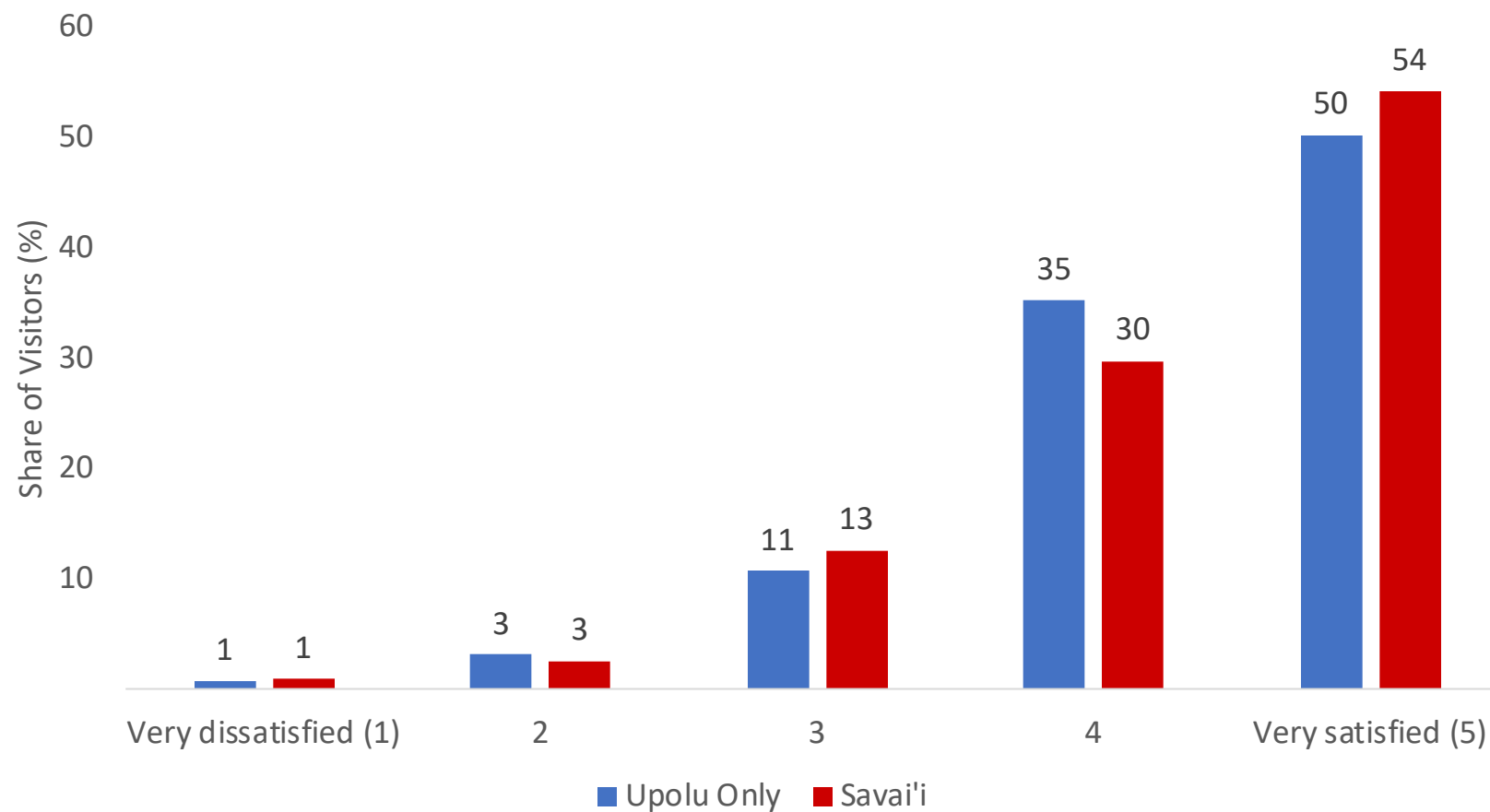


Visitor Satisfaction

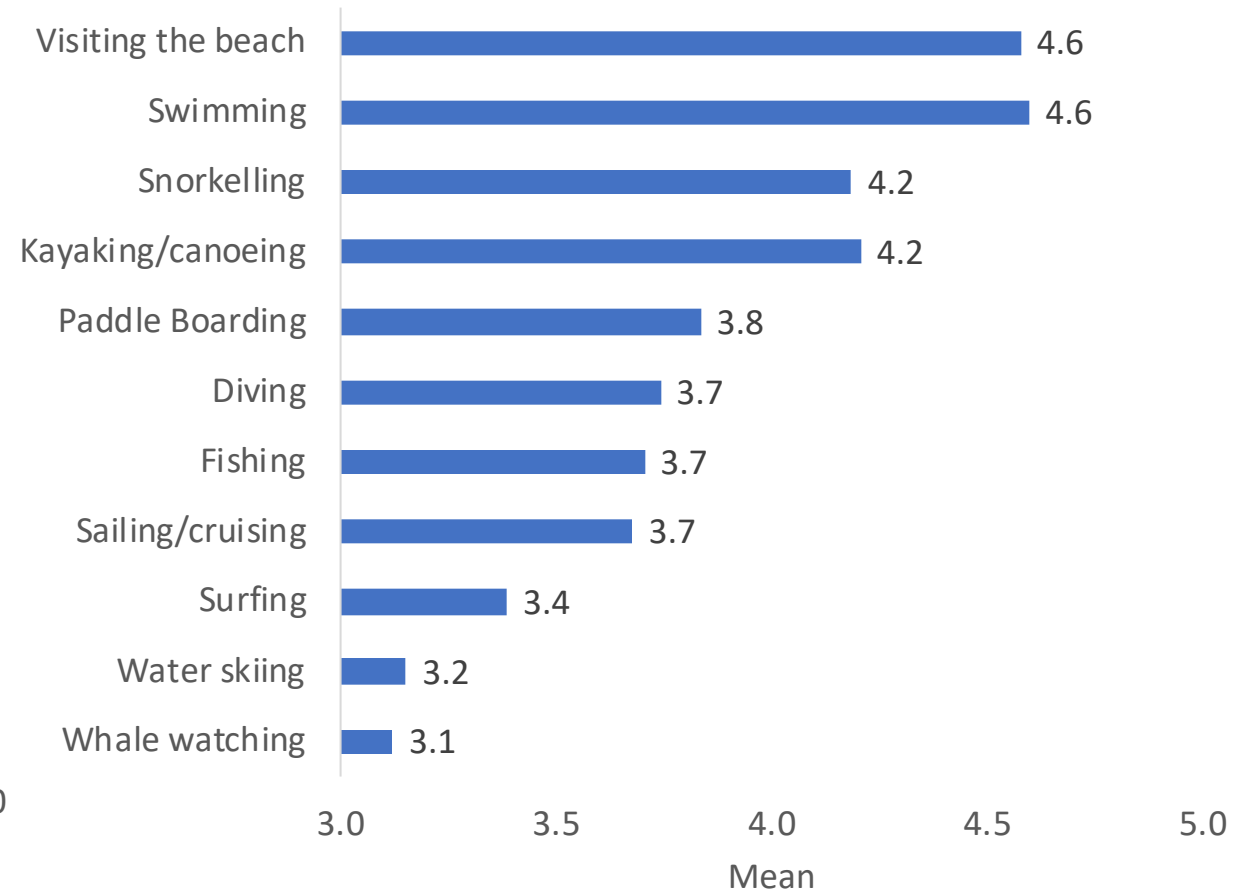
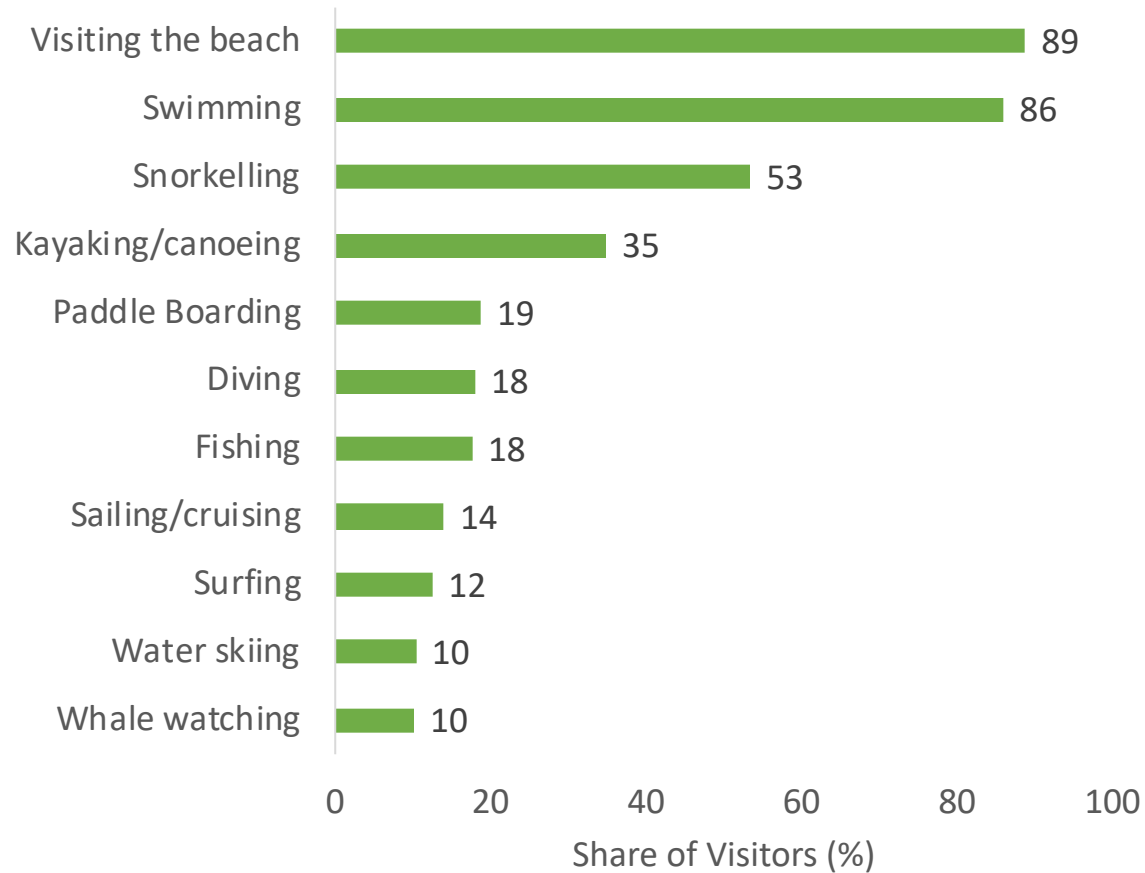
Overall Satisfaction



Overall satisfaction



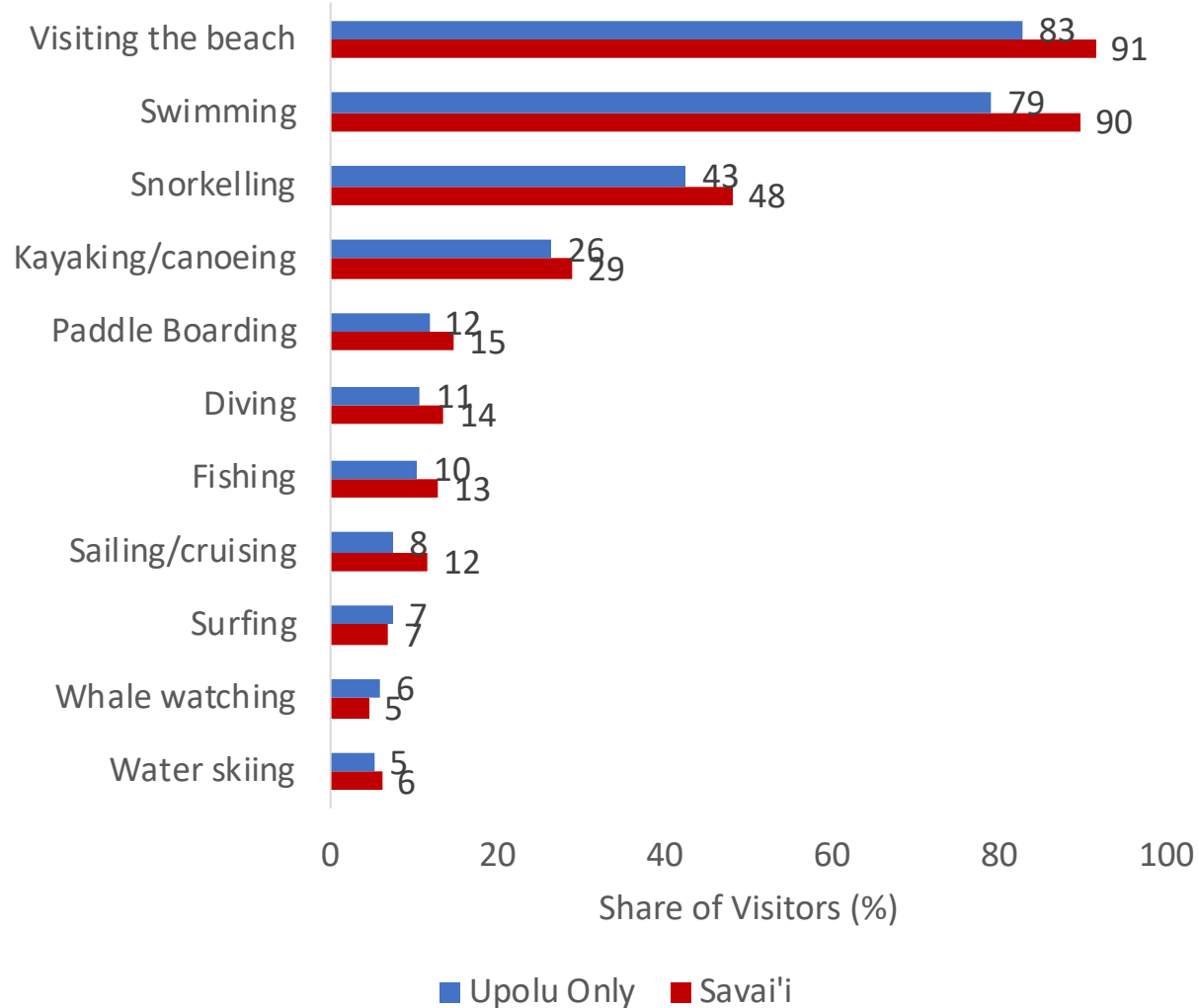
Water Based Activities (Participation and Satisfaction)



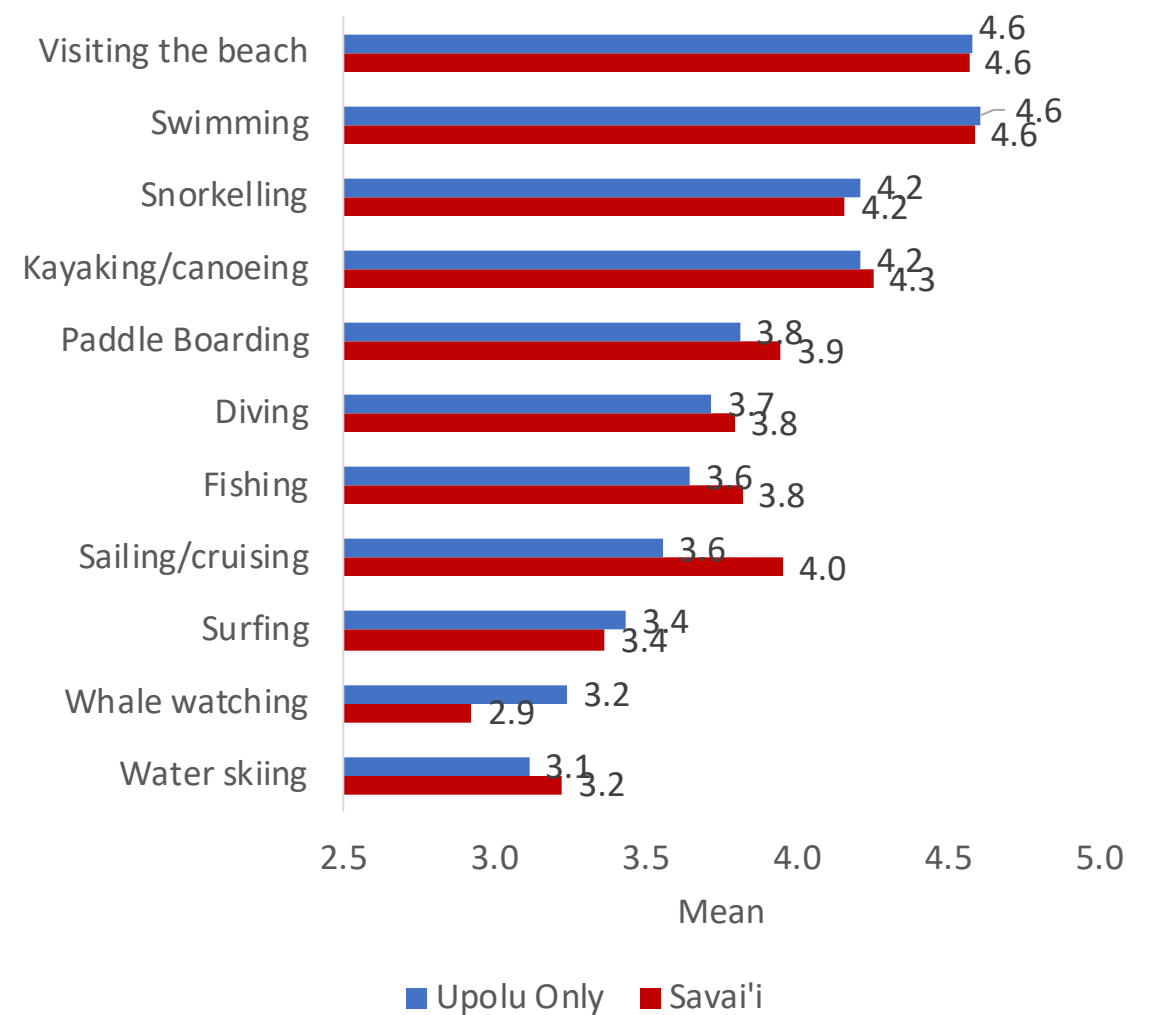
Note: Multiple responses, therefore total does not add up to 100%.

Water-based Activities

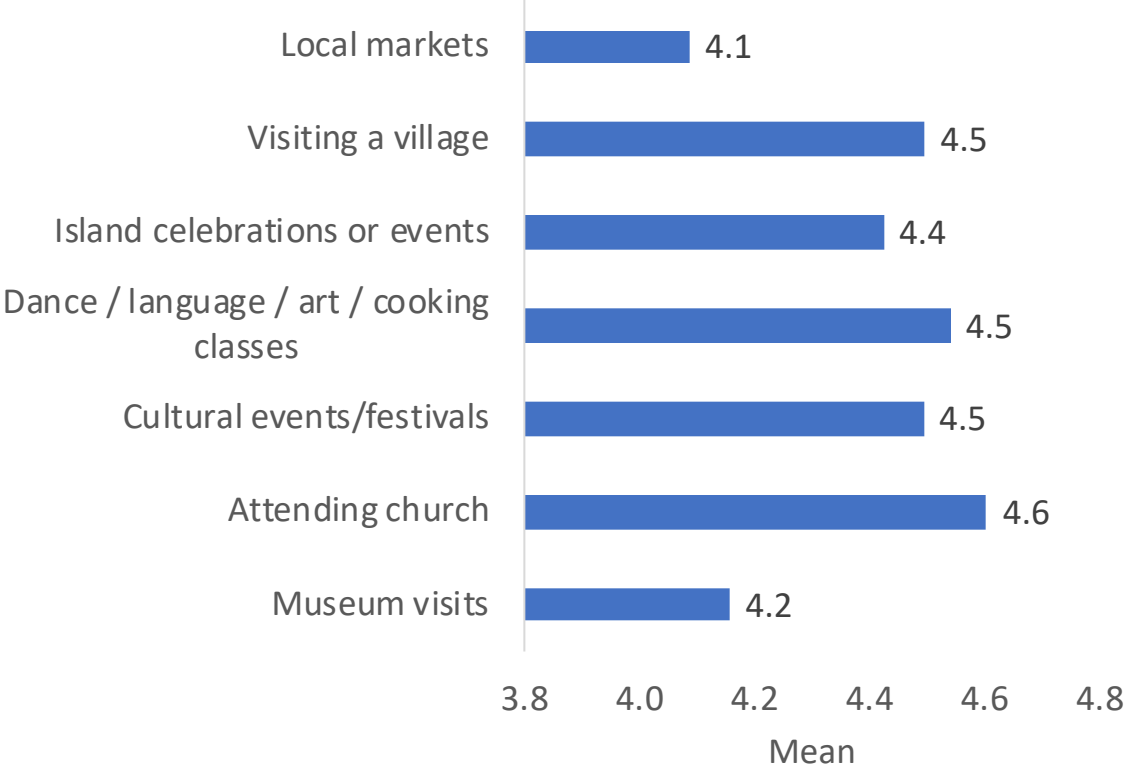
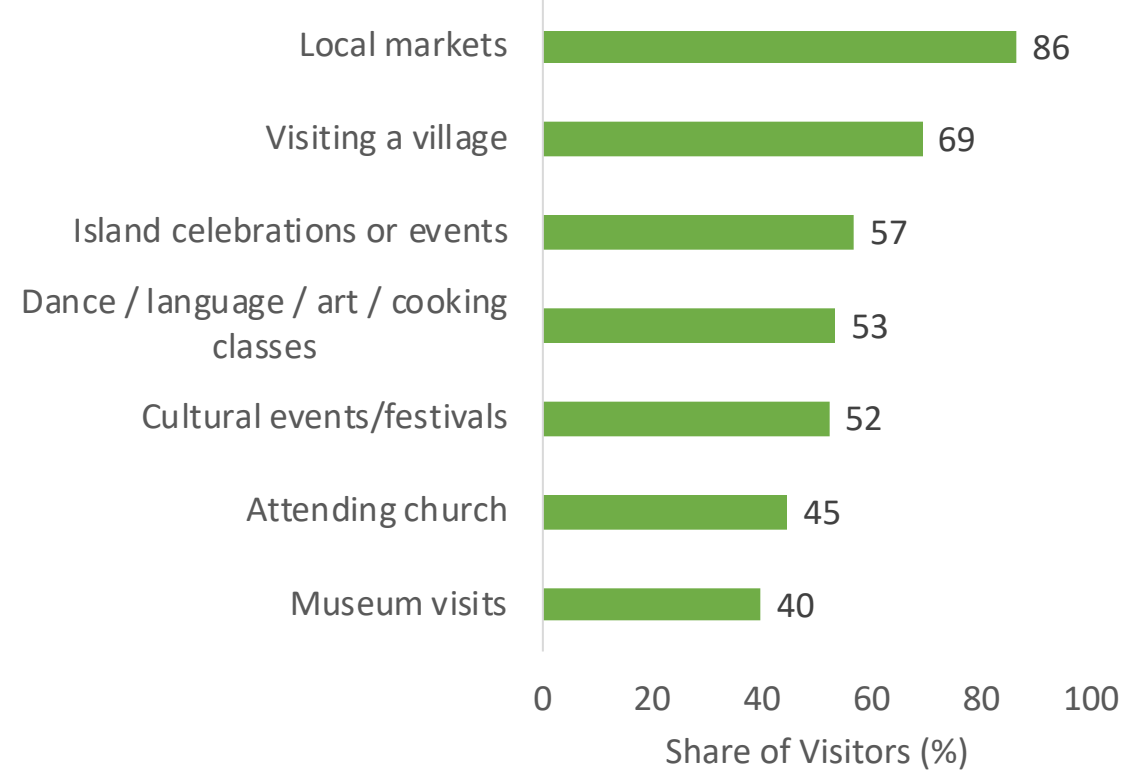
Degree of Participation



Degree of Satisfaction



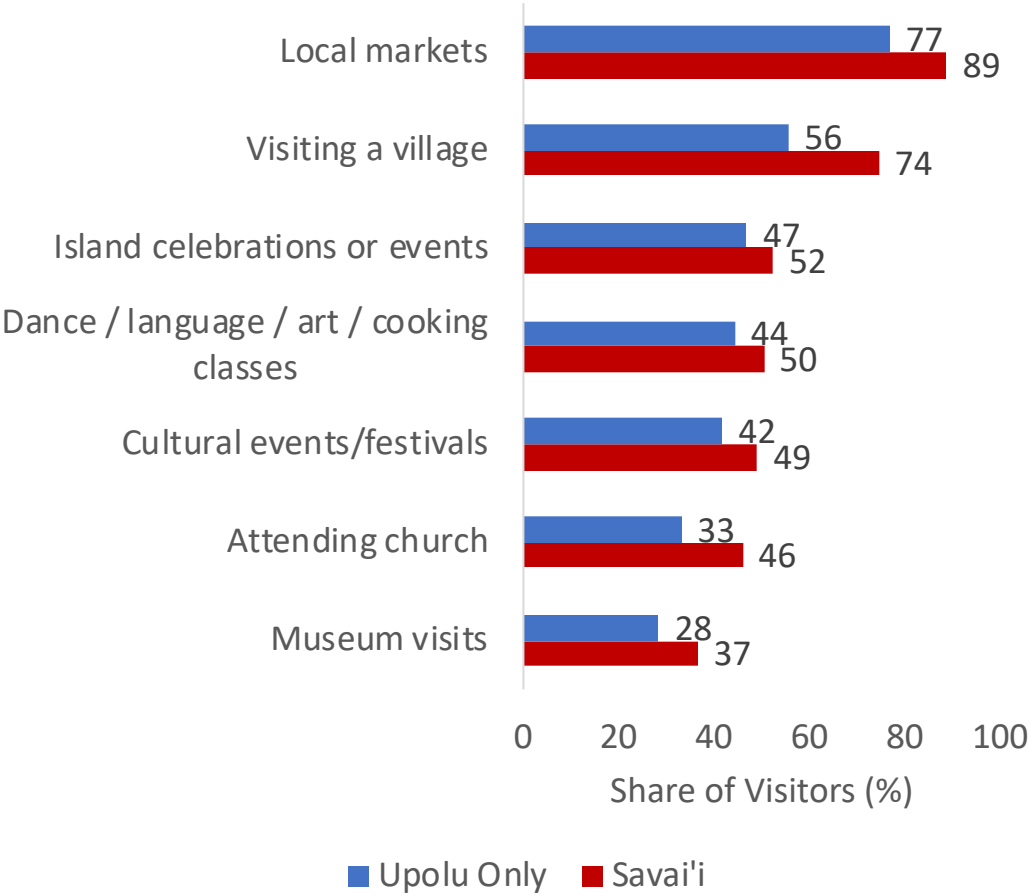
Cultural Interaction Activities (Participation and Satisfaction)



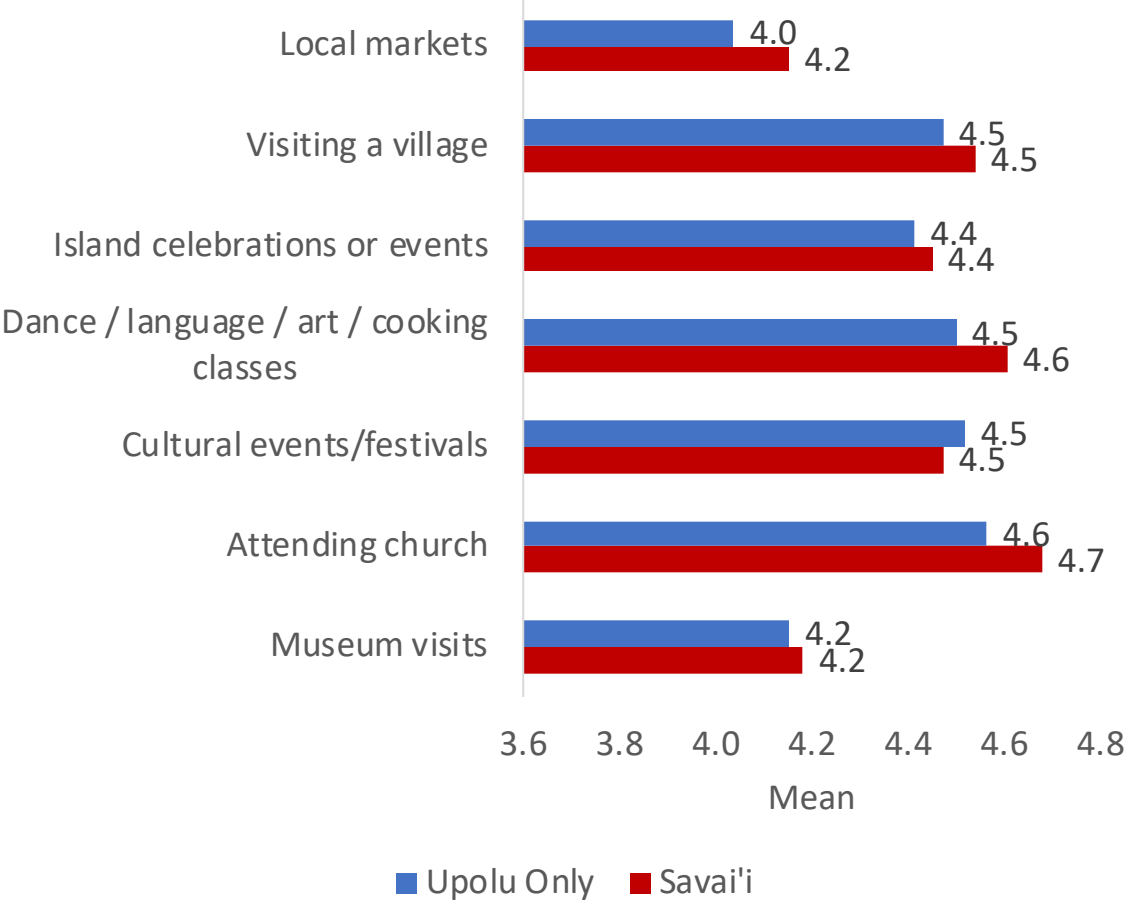
Note: Multiple responses, therefore total does not add up to 100%.

Cultural Interaction Activities

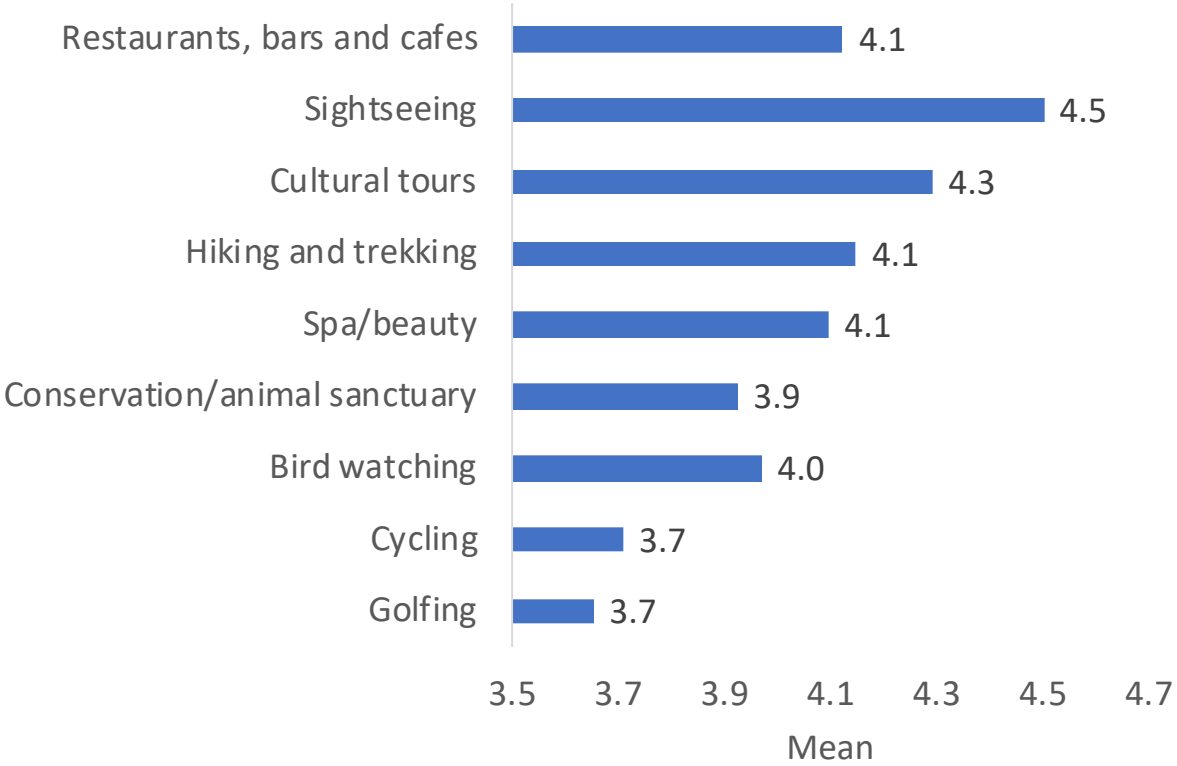
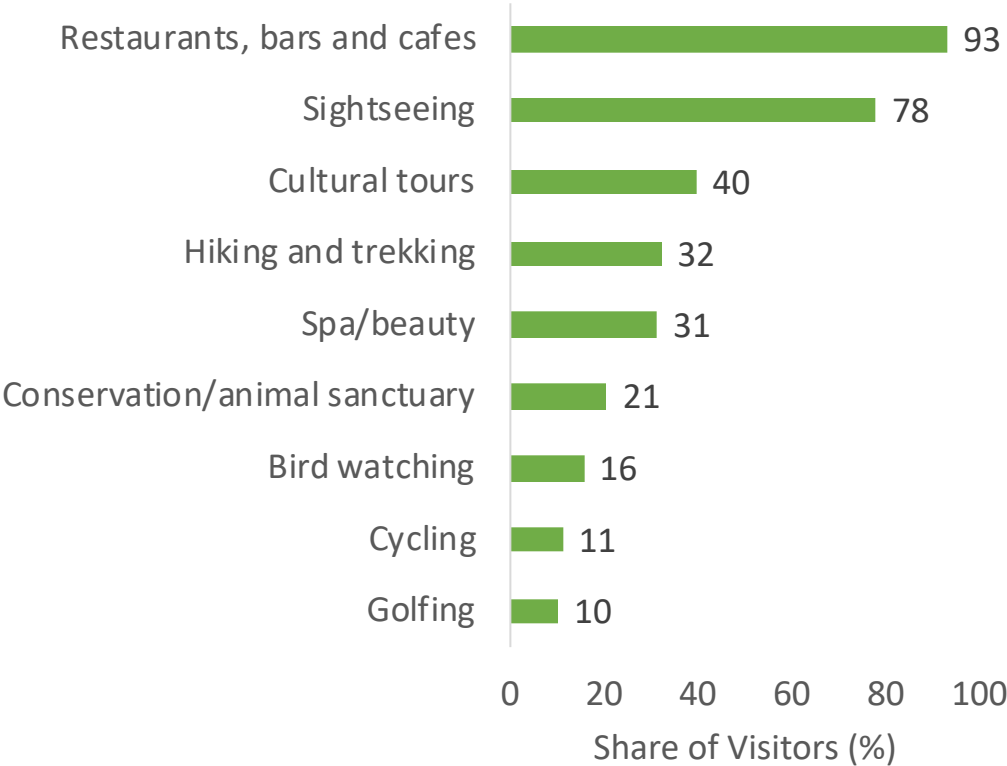
Degree of Participation



Degree of Satisfaction



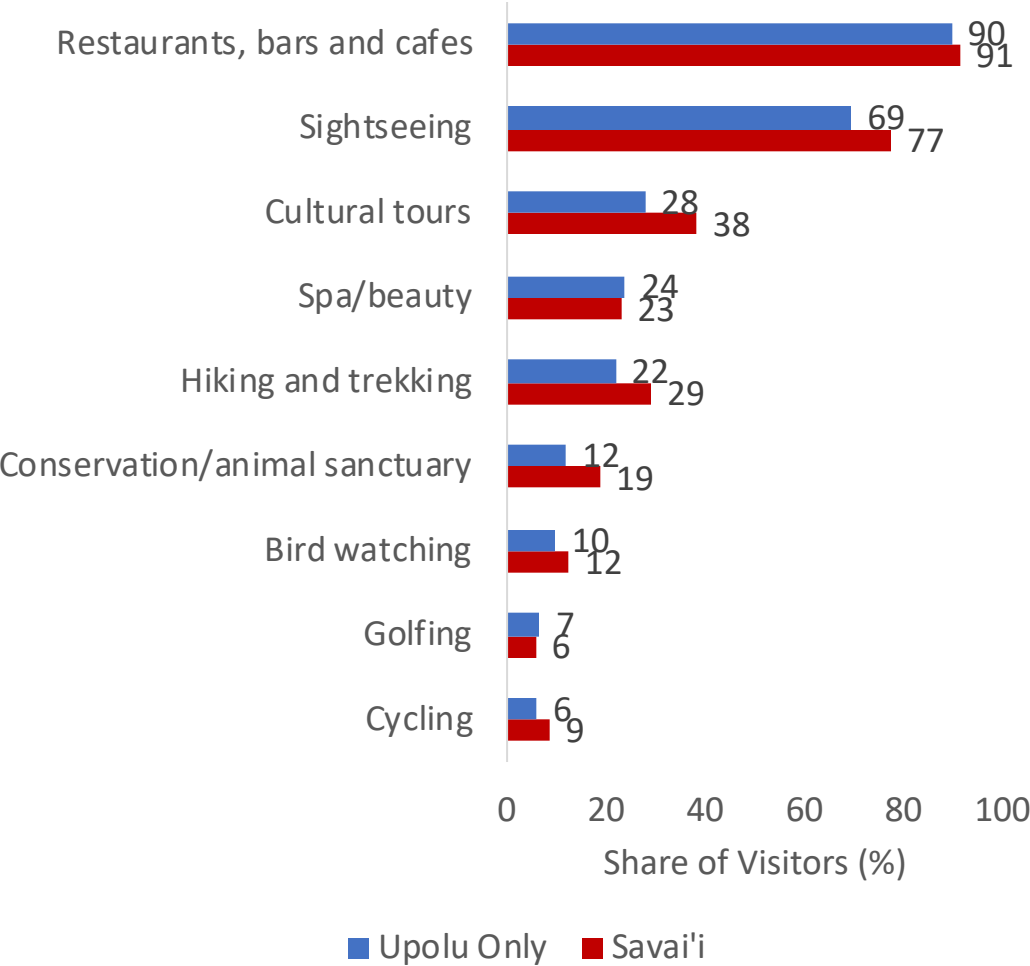
Land Activities and Touring (Participation and Satisfaction)



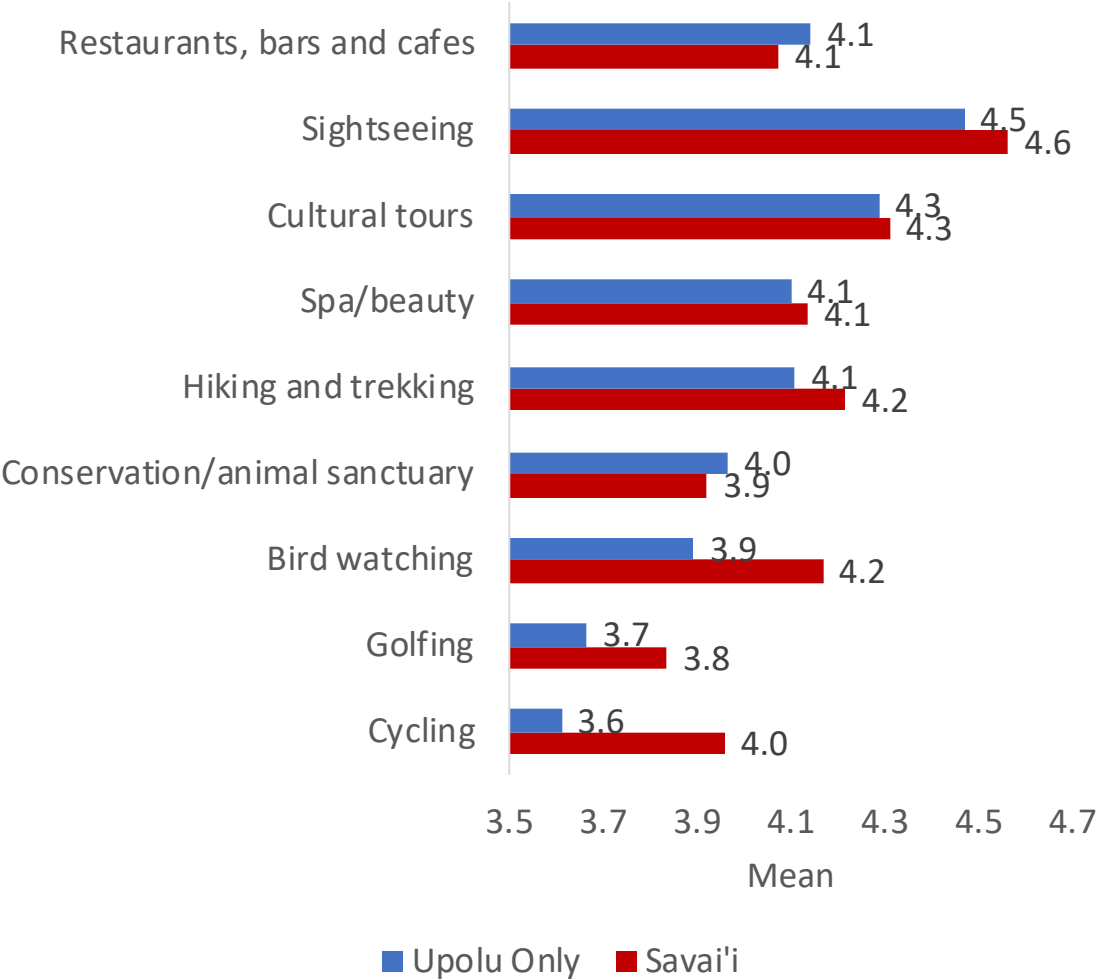
Note: Multiple responses, therefore total does not add up to 100%.

Land-based Activities

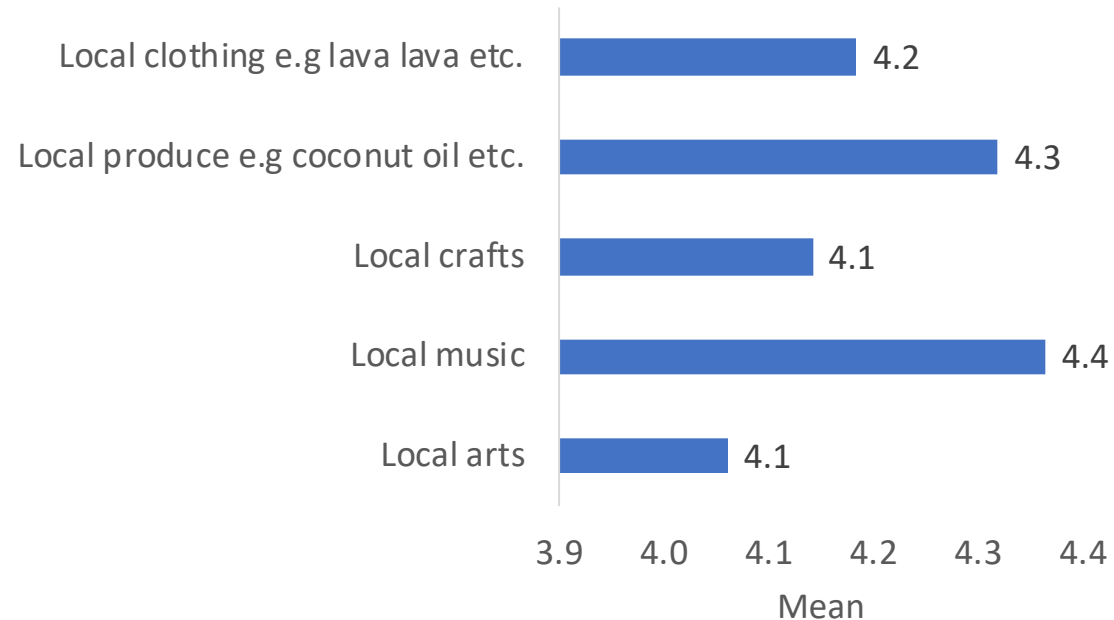
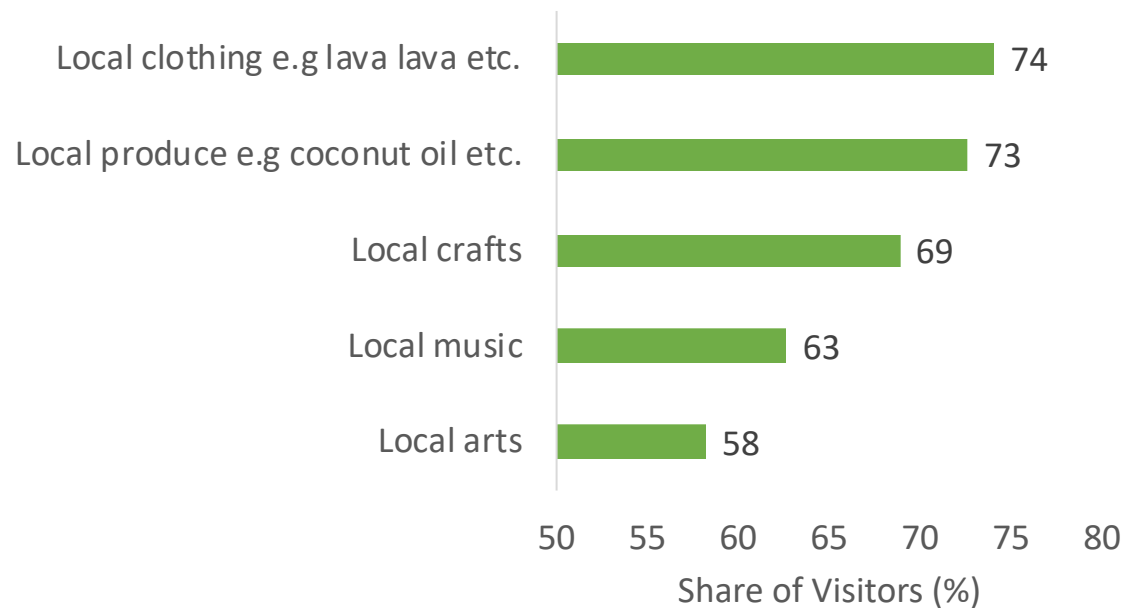
Degree of Participation



Degree of Satisfaction



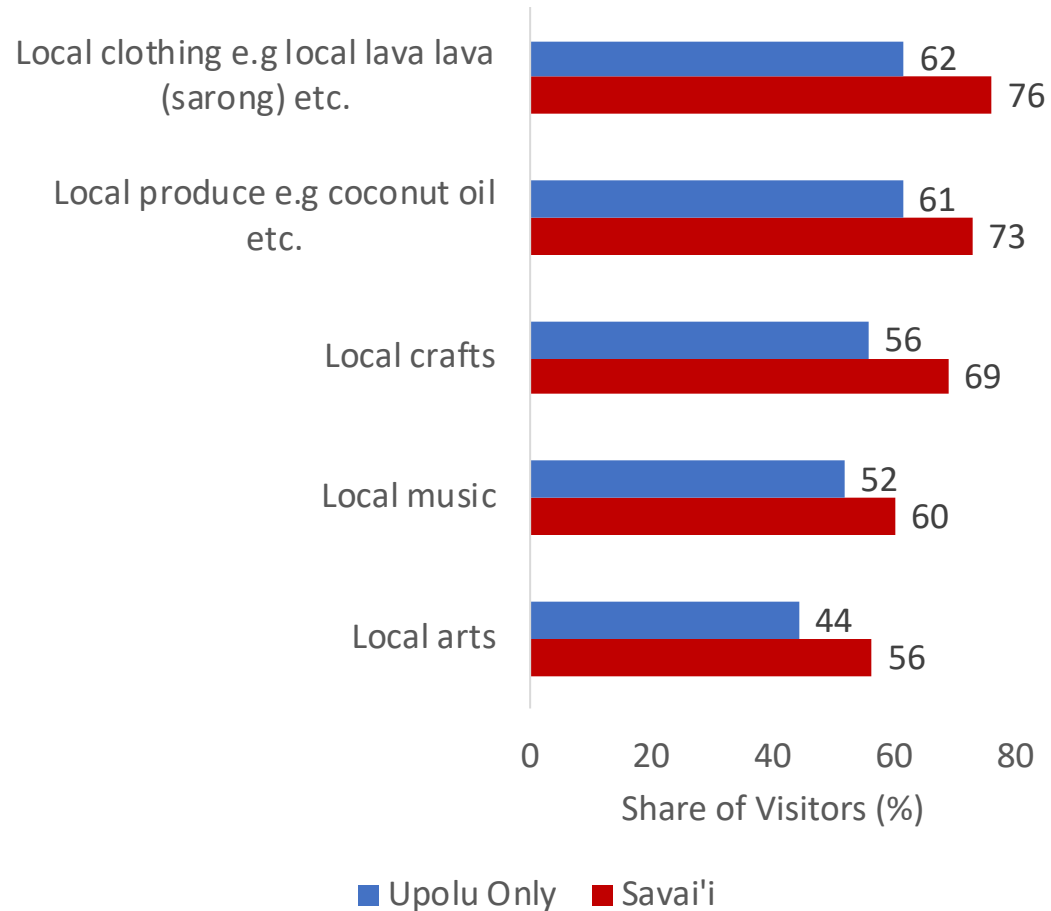
Shopping (Participation and Satisfaction)



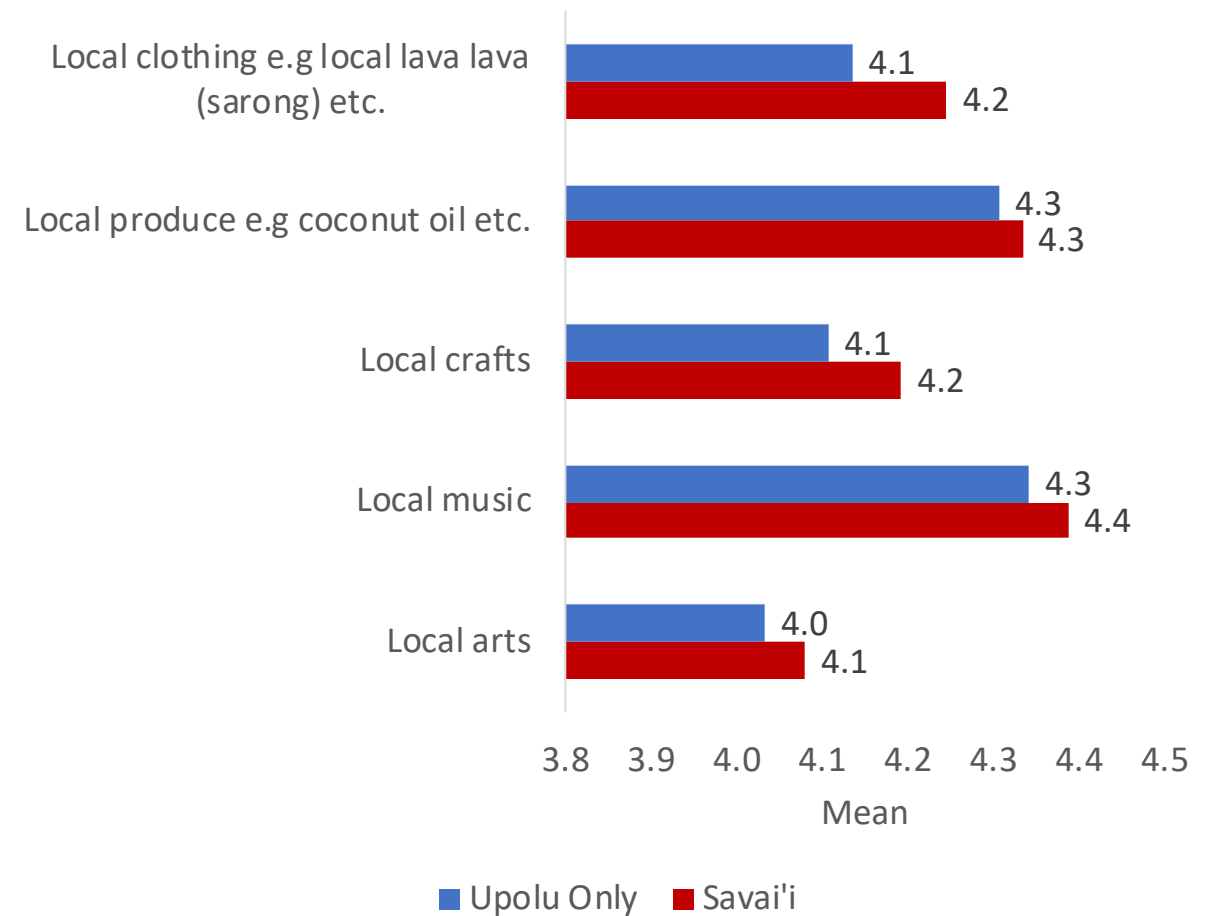
Note: Multiple responses, therefore total does not add up to 100%.

Shopping

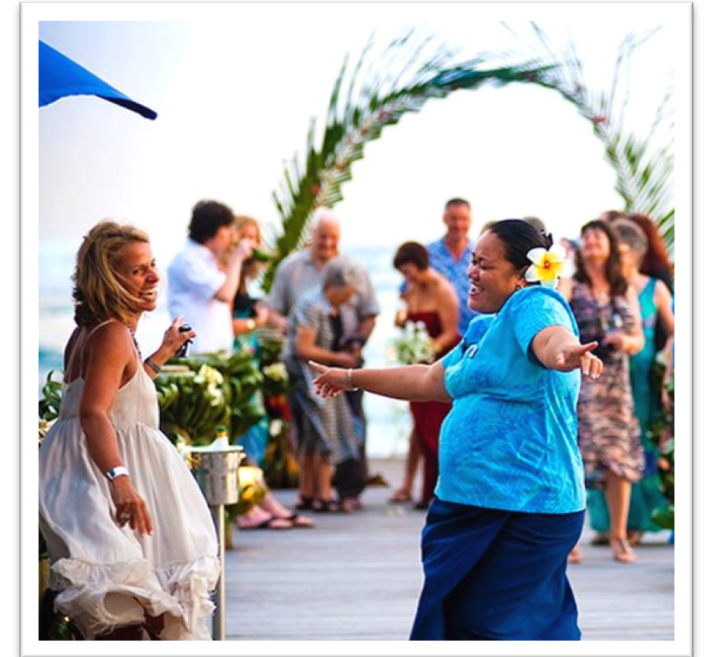
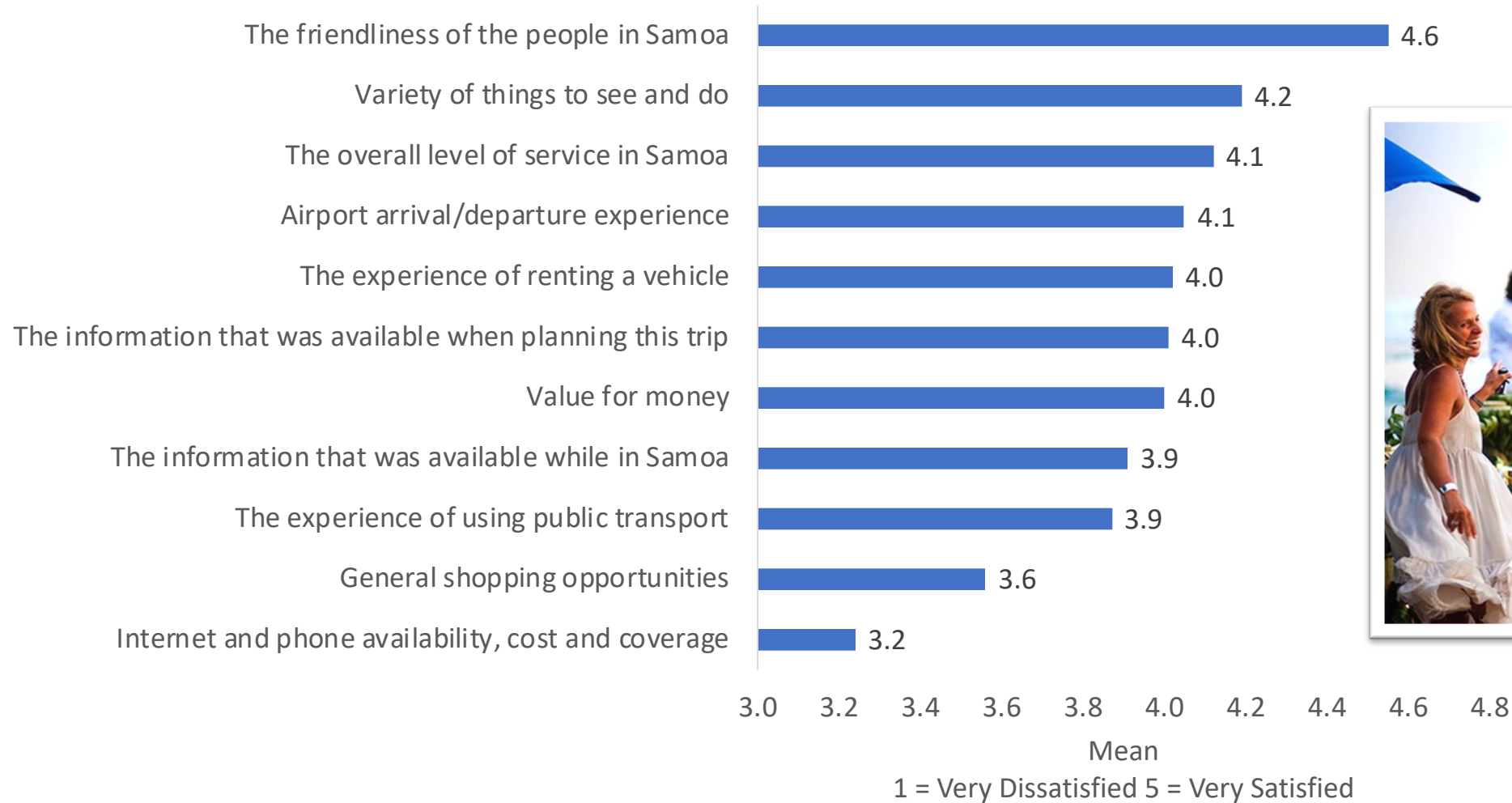
Degree of Participation



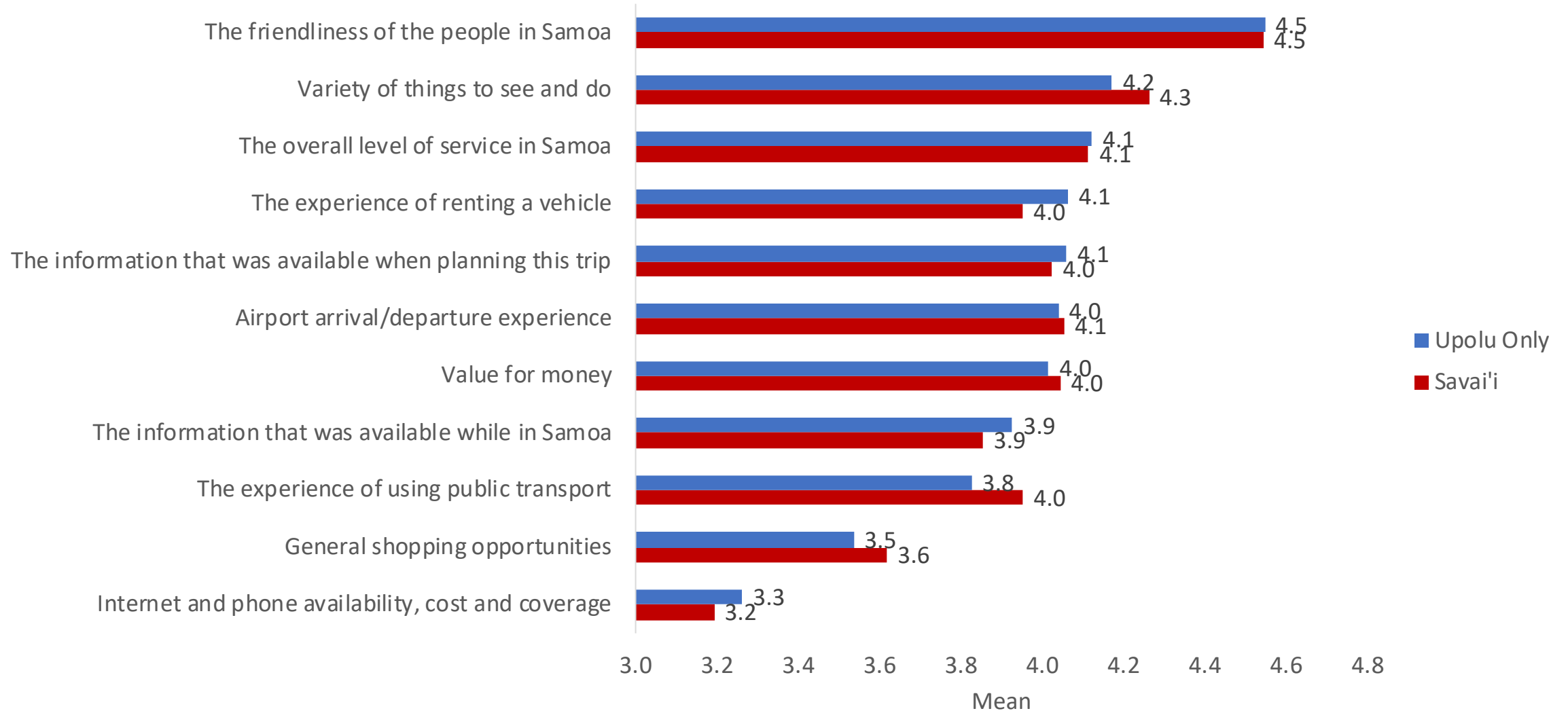
Degree of Satisfaction



Satisfaction with Samoa



Satisfaction with Samoa



Most Appealing Aspects



**49% Environment,
cleanliness & weather**



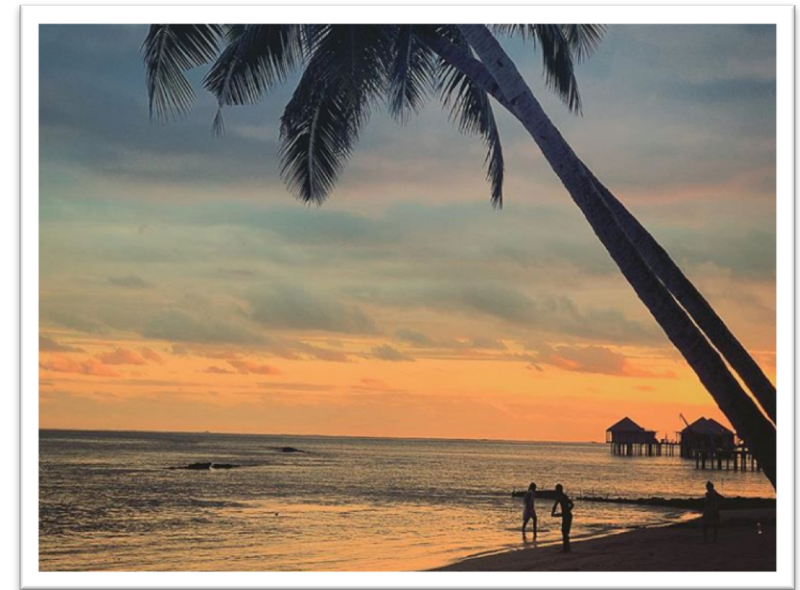
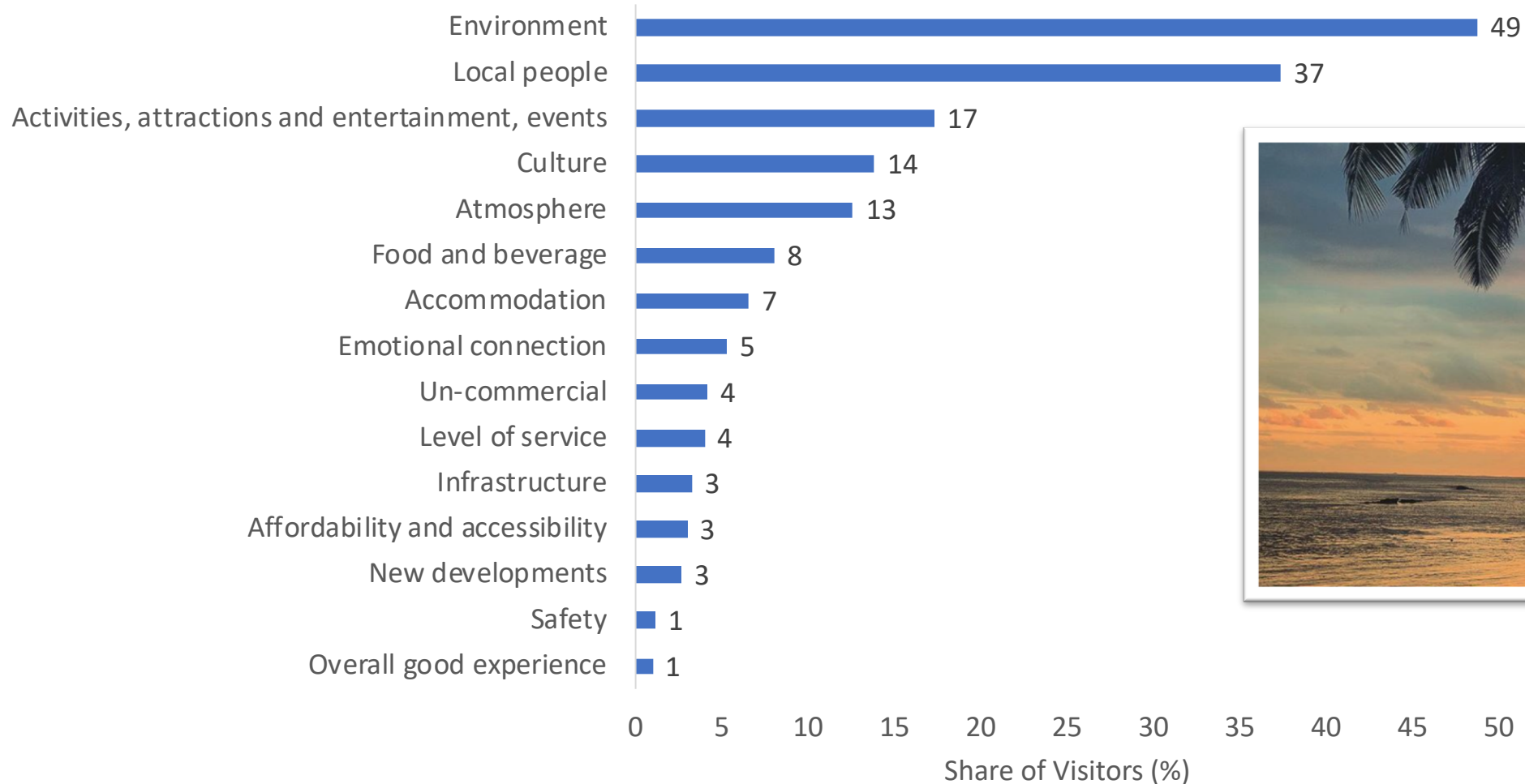
37% Local people



**17% Activities, attractions,
entertainment & events**

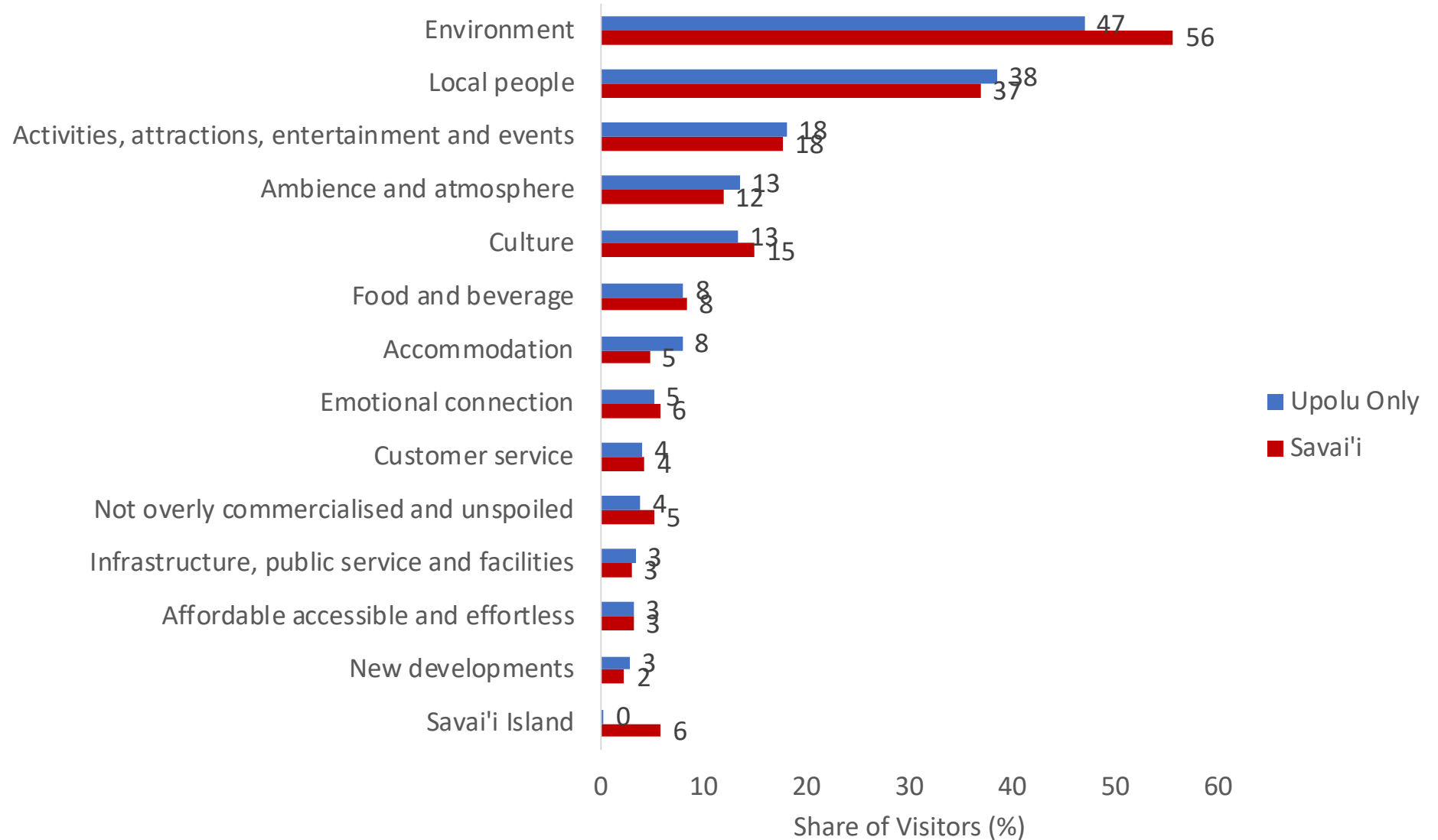


Most Appealing Aspects



Note: Multiple responses, therefore total does not add up to 100%.
Image from: <https://www.facebook.com/SamoaTourismAuthority/>.

Most Appealing Aspects



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

Most Appealing Aspects

Comments:

- “The beauty of the landscape coupled with the minimal impact of people and industry on your natural environment.”
- “Love the people of Samoa very friendly, kind, hospitality, religious people, very modest and very happy people.”
- “Natural attractions. So well maintained and kept - rubbish bins and toilets available. Very well priced - I would have been happy to pay more for Activities.”
- “Richness of the culture and the importance it still holds among the youth.”
- “We enjoyed that it was laid back and much more authentic than other Pacific islands. People were so friendly!”
- “The abundance of fresh produce at good prices.”

Most Appealing Aspects

- Almost everything! Savai'i is like little Hawaii in terms of the volcanoes and surroundings but much quieter as you feel like you have the whole island to yourself
 - Savai'i is spectacular and quite different to Upolu (which is also spectacular but in a different way).
- Visiting Savai'i, beautiful place to go. Lived up to all expectations. Family also in Apia, great to see them.
- Savai'i is naturally beautiful and less developed than elsewhere in the Pacific.
Please don't let the developers spoil it or the people.

Least Appealing Aspects



28% Infrastructure, public services and facilities



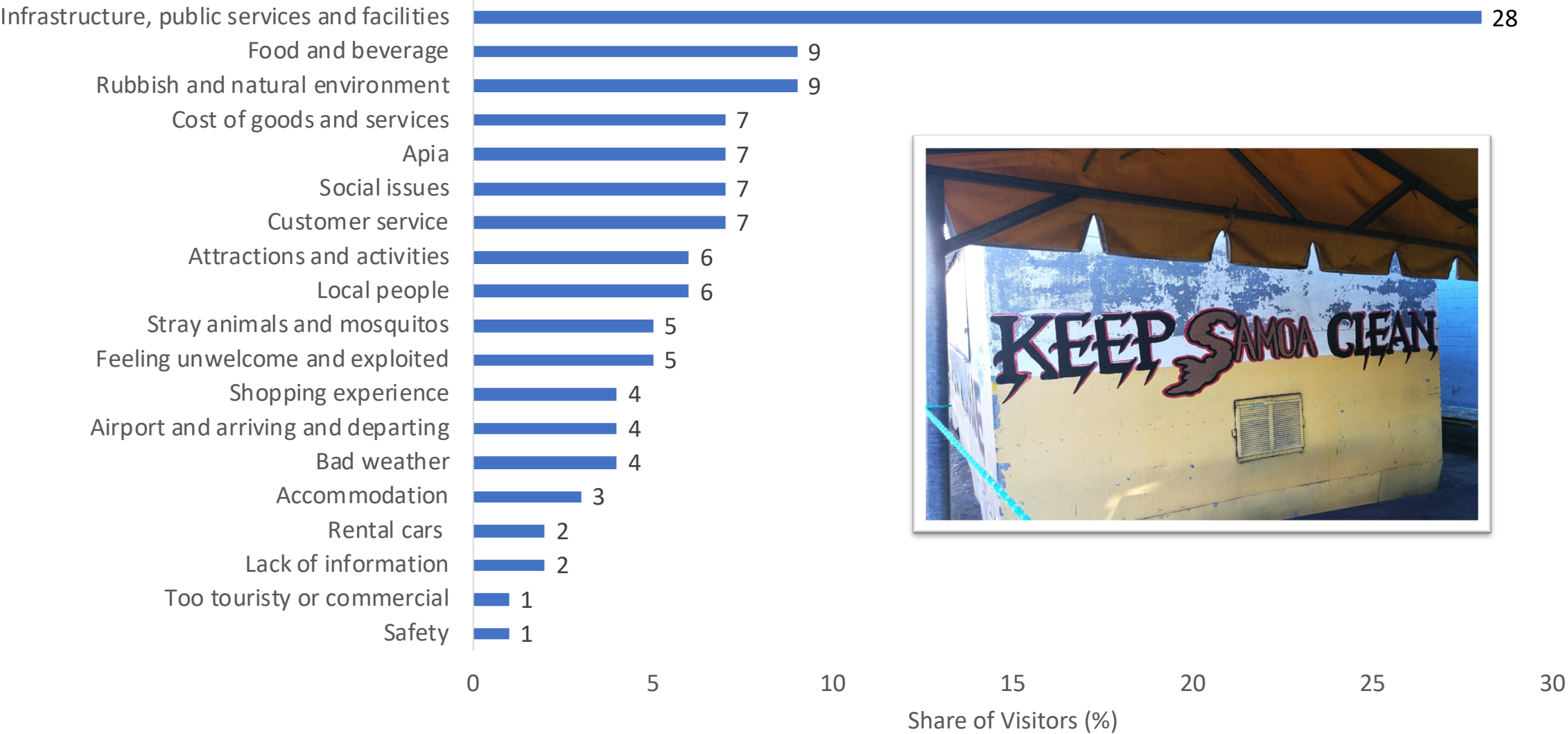
9% Rubbish and natural environment



9% Food and beverage

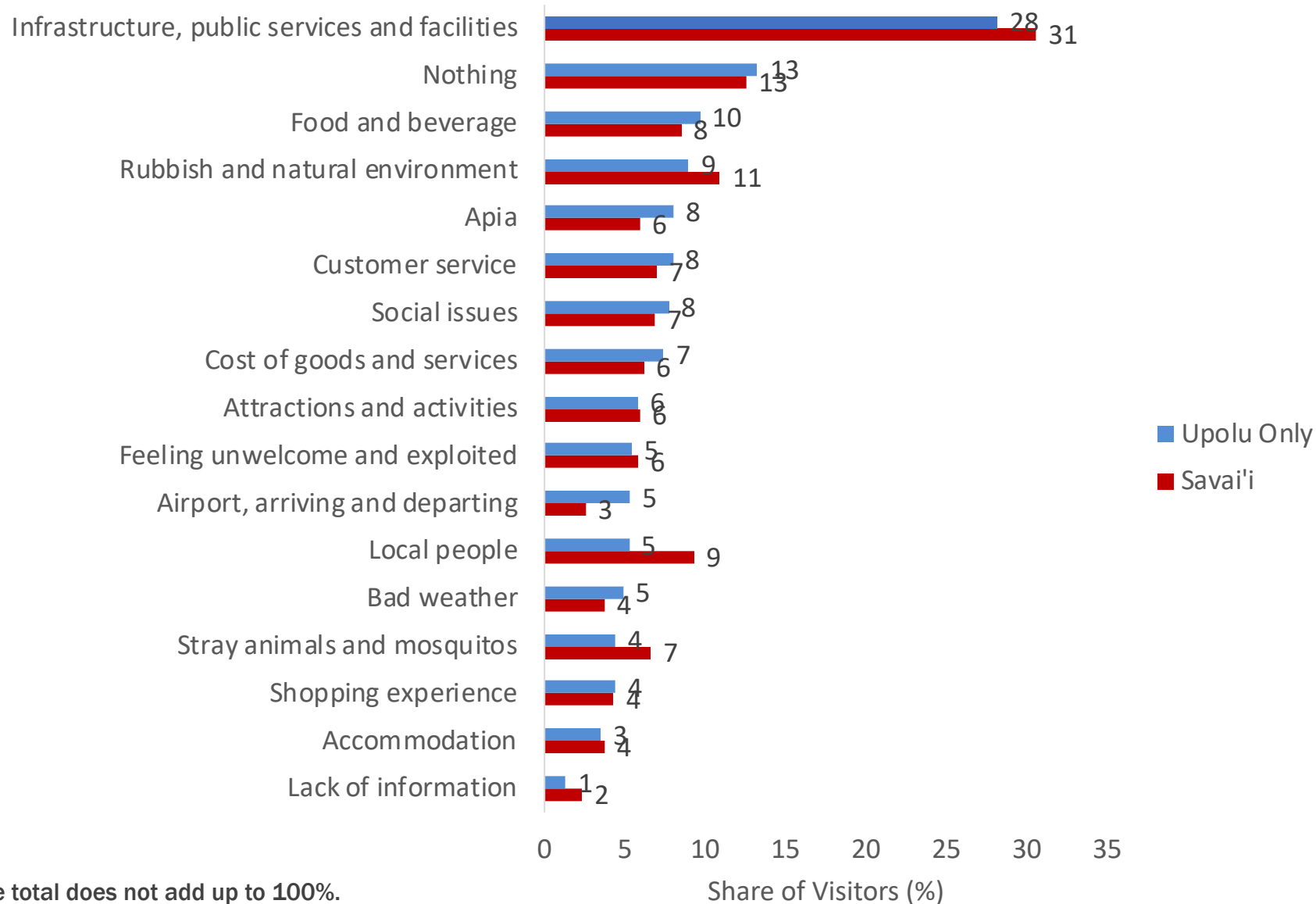


Least Appealing Aspects



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

Least Appealing Aspects



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

Least Appealing Aspects

Comments:

- “Lack of road markings, as we self-drove around it was confusing at time getting to the local attractions.”
- “Lack of internet and activities.”
- “Internet access, that's about it!”
- “The amount of waste (particularly plastic) that is discarded directly into the sea is alarming. Direct action should be taken to: 1. provide facilities for disposal of waste; 2. educate inhabitants on the consequences of marine waste (particularly the direct impact on their marine resources); 3. make efforts to reduce the amount of waste produced in the first place viz. encouraging people to minimise the amount of single-use plastic they use and perhaps return to more traditional, sustainable practices.”

Least Appealing Aspects

Comments:

- “The lack of cleanliness and rubbish disposed and thrown anywhere.”
- “...the food could be improved in particular the quality of the meat.”
- “The tourist information centre was very dark and dingy. The people didn’t move behind the desks and when I asked about tours they just directed me to the agencies and couldn’t tell me anything. It was a waste of time going there and I just got harassed outside by people trying to negotiate private tours. Very uncomfortable experience.”
- “Just the young kids out on the street late at night selling goods. They should be in bed preparing for school rather than being out past midnight selling these goods.”

Least Appealing Aspects

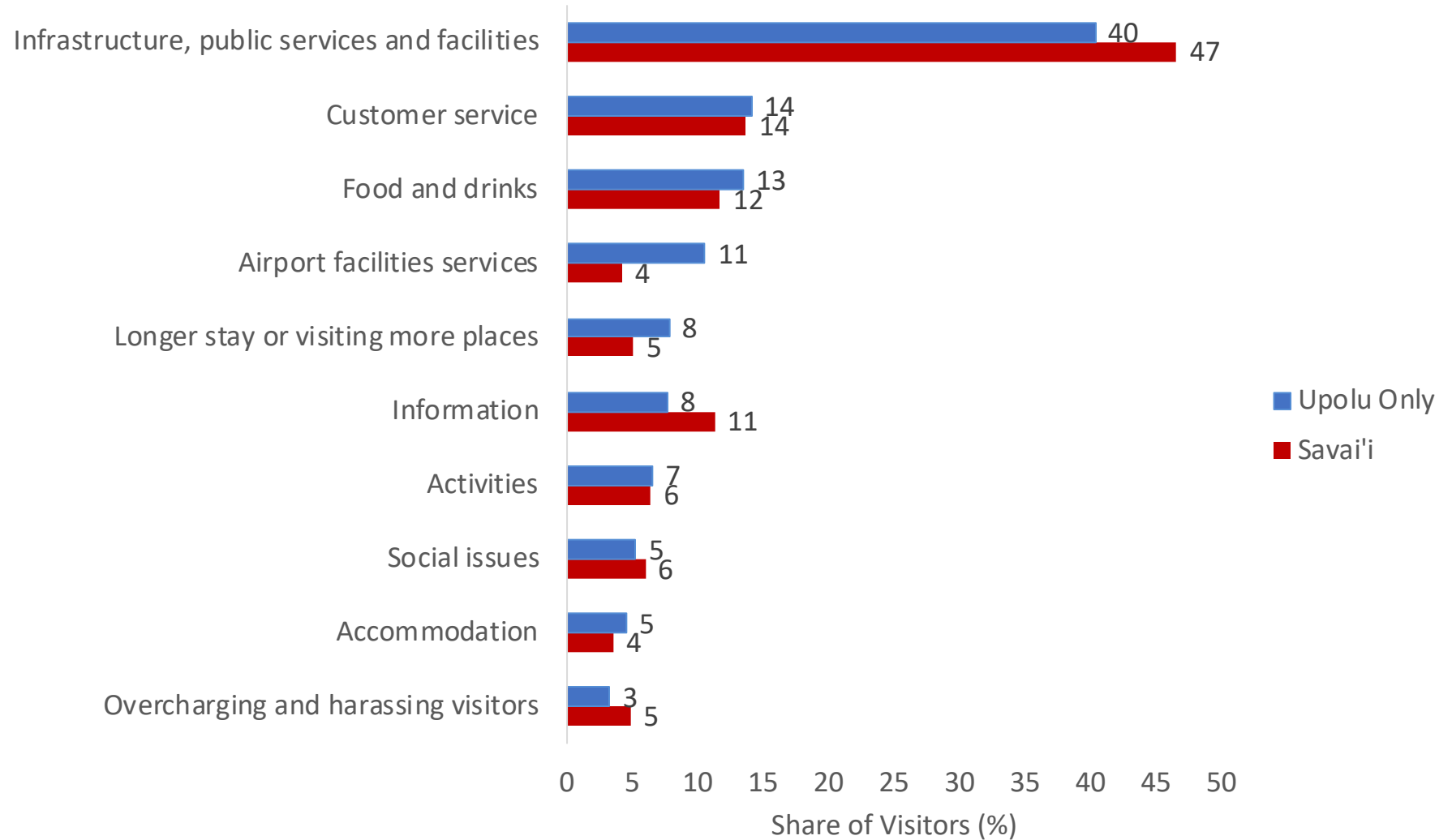
- Ferry excursions between Upolu & Savai'i.
- We came during the rainy season, most things are closed on Sundays, can be difficult to get to Savai'i - we waited at the wharf for 2 hours and the ferry never came.
- Rubbish in Savai'i markets and roads in Upolu.
- The variety of food is limited on Savai'i. Its good but limited variety.

Suggestions for Improvements

Improvement	Percent *
Infrastructure, public services and facilities	41%
Customer service	13%
Availability, quality, and price of food and drinks	11%
Information	8%
Airport facilities and services	8%
Activities	6%
Social issues	5%
Accommodation	4%
Overcharging and harassing visitors	4%
Others	3%
Car rentals	3%
Safety	2%
Stray animals, mosquito and animal care	2%
Weather	2%

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

Improvement



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

Suggestions for Improvements

Comments:

- “Besides village signs, maybe more prominent signs directing visitors to set locations Samoa is known for. Street signs would be a plus.
- Samoa is basically quiet in the evenings and besides hotel food, maybe more eating places to get something to eat besides food from the market.”
- “Internet Coverage.”
- “More fresh fruit on offer. No rubbish. Bigger hire vehicles.”
- “Improve tourist information - accuracy and amount.”

Improvement

- Ferry excursions between Upolu & Savai'i.
- The facilities at the wharf for catching the ferry to and from Savai'i could be improved, and online booking would be an advantage.
- More places in town to dine in and cafes in Savai'i.
- The turtle sanctuary on Savai'i. I know the locals need an income, but that is not a sanctuary, more of a turtle prison, very disappointed and disgusted!
- Lack of tourist information available about traveling to Savai'i.
- More tourist info, particularly about which ferry to catch to Savai'i.

Would you return to Samoa ?



91% Yes



9% No *



Main reasons of NOT returning to Samoa :

- 35% Visit other places around the world or already have visited
- 17% Limited attractions, activities and entertainment
- 14% Under developed
- 10% Cost of goods and services

Reason not to re-visit Samoa

Comments:

- “Feel as though we have seen most of what is on offer. We enjoyed it but want to visit other places.”
- “My dream is to visit every country in the world. I'm from the Netherlands (but currently living in China), coming back to Samoa makes no sense because I've already been to Samoa and it's much too far from the Netherlands.”
- “We have been there 4 times so it is unlikely we would return.”
- “Not enough activities for tourists.”
- “I think Samoa needs more investment. Really nice country.”
- “Not value for dollar compared to Fiji, Vanuatu, Rarotonga, and New Zealand.”

Would you recommend Samoa?



94% Yes



6% No *



Main reasons NOT recommending Samoa :

- 19% Limited attractions, activities and entertainment
- 17% Expensive
- 10% Not friendly locals
- 9% Lack environment care

Reason not to Recommend Samoa

Comments:

- “I would recommend this as a relaxing holiday however not as a swimming/snorkelling/diving destination.”
- “Too much poverty and rubbish.”
- “It was more expensive than we planned for, I would recommend Australia.”
- “I promote my home country Fiji.”

Future intentions



Return

Upolu Only	91% would return
Savai'i	90% would return



Recommendation

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



Thank You!

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The views expressed in this publication do not necessarily reflect those of the NZ Government