

VANUATU INTERNATIONAL VISITOR SURVEY

IVS Data Snapshot: July 2022



VANUATU IVS SNAPSHOT

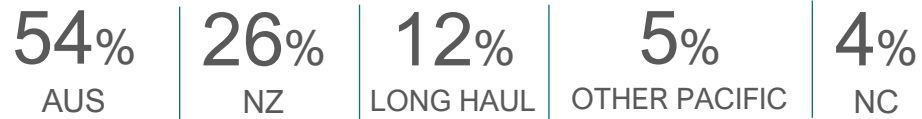
KEY INDICATOR COMPARISONS

JUL-SEP 2019 vs. JUL 2022



2019 Jul-Sep

COUNTRY OF ORIGIN



7%
Visitors are 70 years old or over.



3 ppl
Avg. number of travel companions.



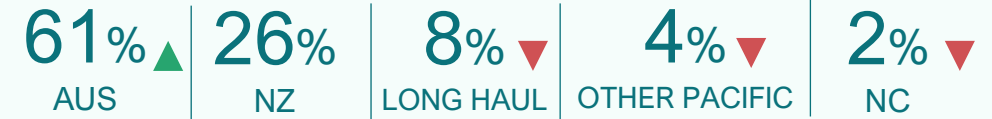
56%
Visitors visited for the first time.



\$76,505
Average household income.

2022 July

COUNTRY OF ORIGIN



15%▲
Visitors are 70 years old or over.



2 ppl▼
Avg. number of travel companions.



51%▼
Visitors visited for the first time.

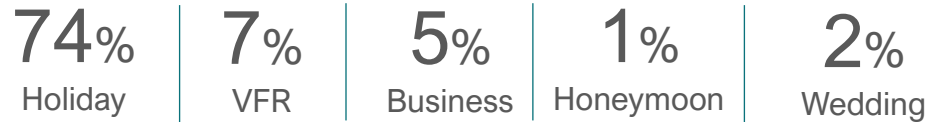


\$84,849▲
Average household income.

2019 Jul-Sep



PURPOSE OF VISIT



4.3/5

Overall, visitors are very satisfied.



94%

Visitors are willing to recommend.



79%

Visitors are willing to return.

2022 July



PURPOSE OF VISIT



4.3/5

Overall, visitors are very satisfied.



92% ▼

Visitors are willing to recommend.



78% ▼

Visitors are willing to return.

2019 Jul-Sep

 PREPAID EXPENDITURE

 IN-COUNTRY SPEND

\$1,230

Prepaid per trip

\$84

In-country spend per day

62.5%

Flowing into local economy rate



x **8.2** nights
Average length of stay

\$769

Prepaid per trip

\$689

In-country spend per trip

 ECONOMIC IMPACT

\$1,458 per trip

\$178 per day

2022 July

 PREPAID EXPENDITURE

 IN-COUNTRY SPEND

\$1,539

Prepaid per trip

\$104

In-country spend per day

62.5%

Flowing into local economy rate



x **9.8** nights
Average length of stay

\$962

Prepaid per trip

\$1,014

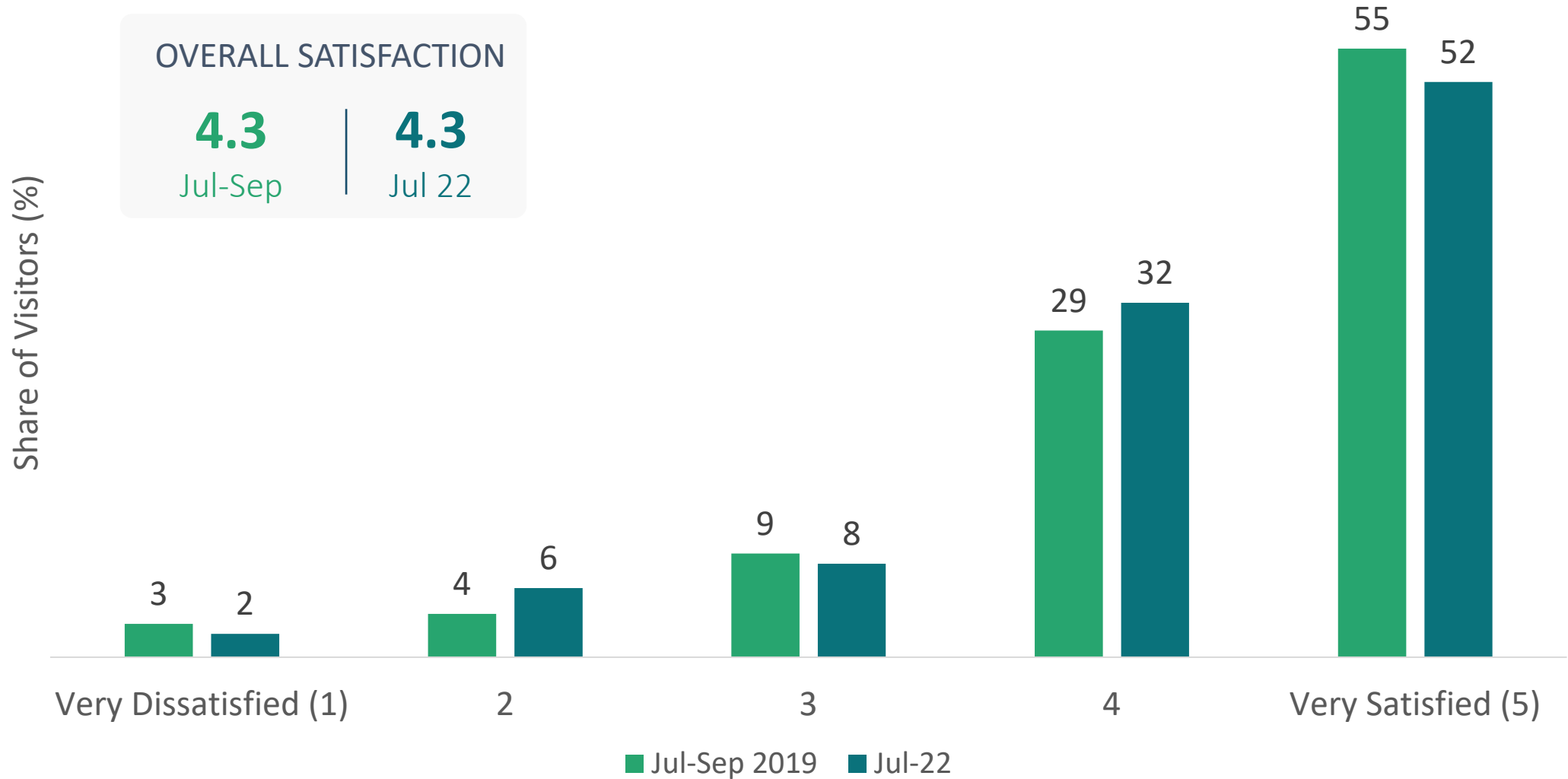
In-country spend per trip

 ECONOMIC IMPACT

\$1,976 per trip ▲

\$202 per day ▲

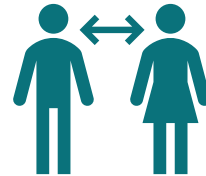
There are fewer “very satisfied” visitors from the July 2022 period than in the previous pre-covid period (Jul-Sep 19).



COVID BULLETIN

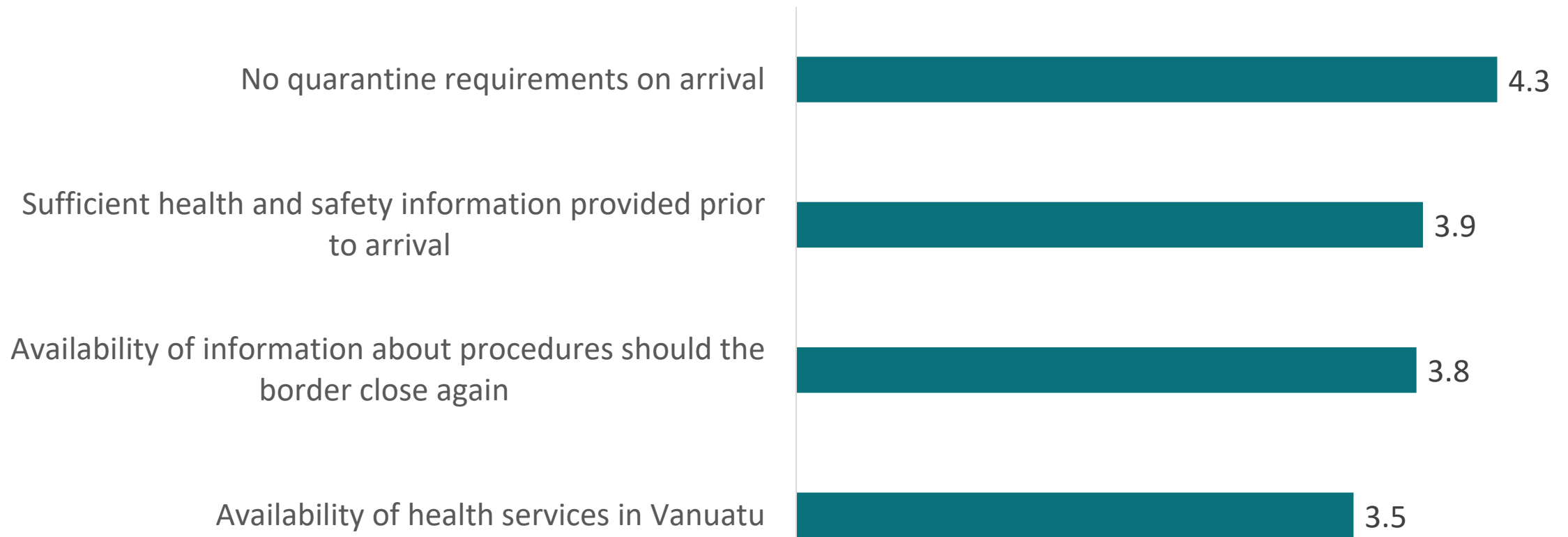
COVID RESPONSES AND COMMENTS

2022 JULY VISITORS



No quarantine requirement tends to be the most important COVID related factor in the decision to travel to Vanuatu.

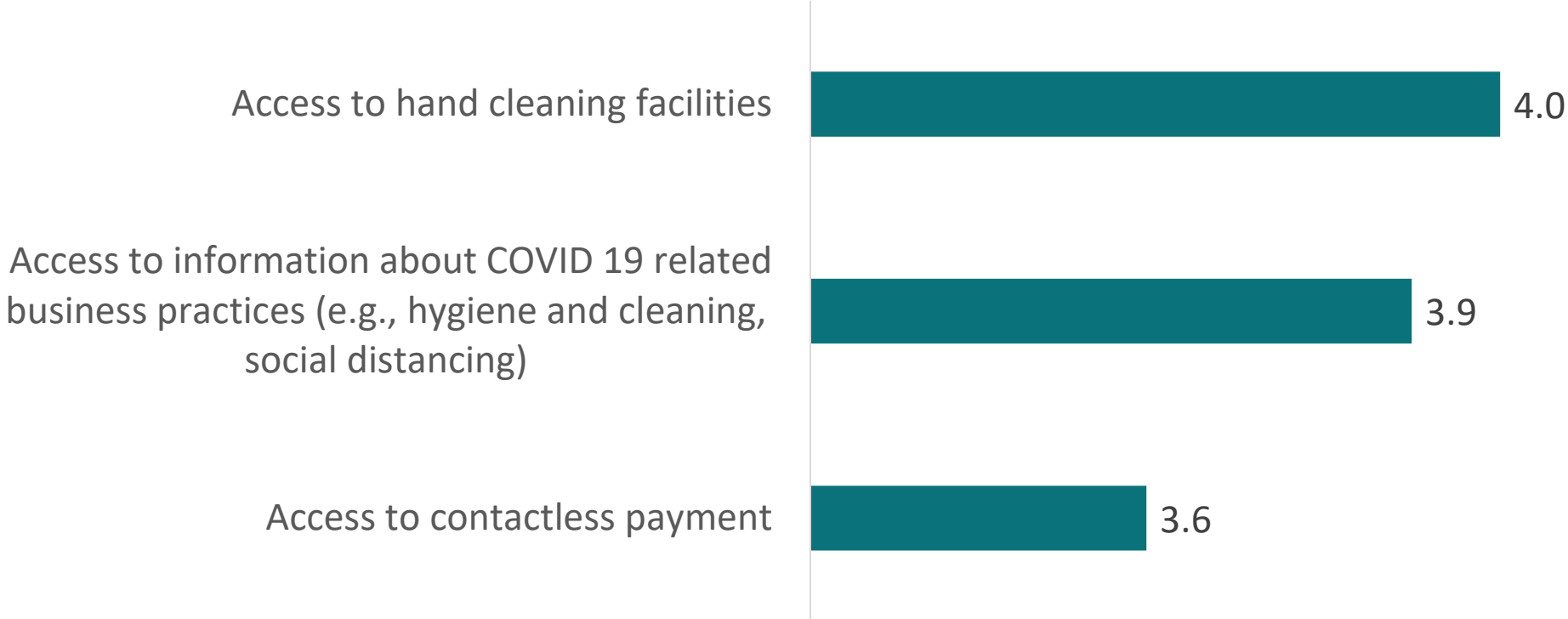
Q How important were the following factors in your decision to travel to Vanuatu?



Mean: 1=Not at all important to 5=extremely important

Visitors are satisfied with the ease of access to hand cleaning facilities and business information on COVID practices but are less satisfied with contactless payment.

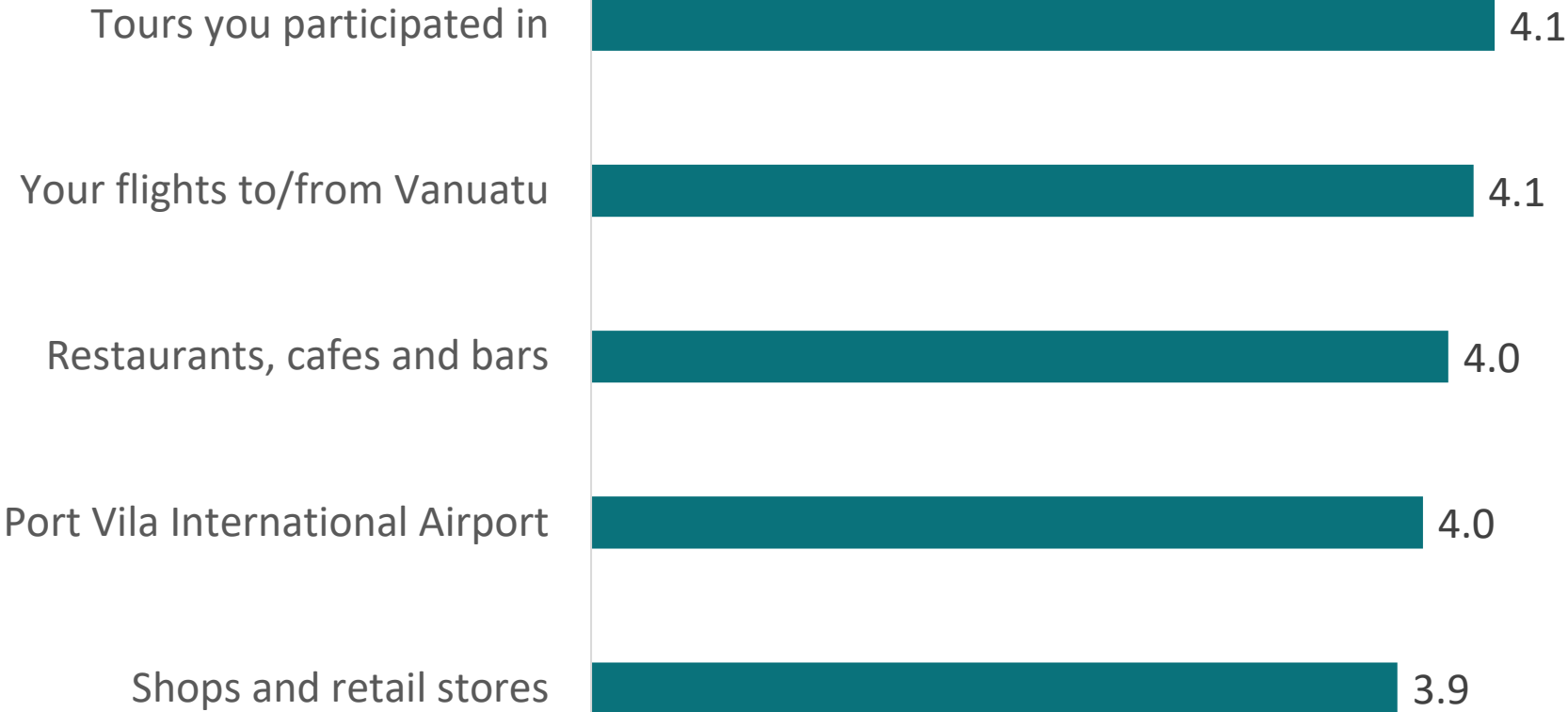
Q Satisfaction with COVID practices



Mean: 1=very dissatisfied to 5=very satisfied

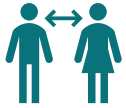
Visitors are generally satisfied with health and safety measures in different settings: especially during tours and flights to/from Vanuatu.

Q Satisfaction with Health and Safety Measures



Mean: 1=very dissatisfied to 5=very satisfied

Quotes concerning COVID – Protocols



- Would have liked to see more social distancing and hand washing/ sanitising facilities. As much for the local population as for visitors.



- Bars just need to make sure there are products for cleaning hands in the toilets as they sometimes run out and no one is checking on this.



- My concerns were for the Ni Vanuatu as many people on the planes and airport did not wear masks in 2nd week of your opening to victors.
- No mask wearing...no distancing and no recording of local covid deaths or covid hot spot areas...no precautions present...outbreak RATS available at some schools and hospitals.



- The buses had no signage saying masks were recommended.
- I think Covid precautions were overkill.
- No interest at all about COVID or any measures put in place to protect from it.

Quotes concerning COVID – General perspective



- We had no problems concerning COVID-19 and were happy with the arrangements that were in place.
- Felt very safe. The process of entering the country was made very easy, especially with no quarantine.
- Loved our first visit out of the country. The need to see the sun and swim in the ocean was just what we needed. People were extremely friendly and felt very safe.
- High standard of health safety measures.

Quotes concerning COVID – Business operation and service



- We loved our visit to Port Vila but service was not up to the standard it was previously. We stayed at Iririki and staff were great if you accepted the fact that they were only just getting up and running again. They were making a great effort but it was clear that some staff didn't know what they were doing.



- I think Vanuatu still needs time to adjust post-covid as the level of service standard is not consistent given the covid environment. Note only comparing to other countries I have visited i.e. Japan and Australia
- Covid has caused a lot of damage to local companies. Feel sorry for local people. No good seafood available. Only imported frozen seafood. Can buy that anywhere.



- The fact that tourists were back and hotels/resorts hadn't prepared for it. Lots of stock/items not available, no hot water a two different places. Cleanliness was also lacking which was disappointing.
- Sad to see the death of the reefs due to development. Hard to find good snorkelling from the shore now. Fresh food was hard to buy and expensive. The Ni-van people we met were friendly and helpful and wonderful.

Quotes concerning COVID – Information & entry requirements



- It was impossible to get clear information about the negative covid-19 test we had to provide before arriving in Vanuatu. We had to pay a lot of money for a covid test, which in hindsight was probably unnecessary
- There was inconsistency in the messaging regarding what requirements were needed for travel to Vanuatu. This caused a lot of confusion to a lot of travelers.
- The staff at the airport did not have up-to-date information about the on-line form required by immigration in New Zealand.
- Have clearer information for travellers to access prior to travel.



- We missed our Vanuatu airlines connecting flight due to Qantas delays and the next day we lined up for boarding we were not advised by the service counter people that another test was required until we reached the front of the line. They rudely told passengers that we should have known! We had to then go off and get tested again and line up again.
- RAT requirement for entry is wasteful and over the top.

Thank you

Team Leader: Simon Milne

Email: simon.milne@aut.ac.nz

Web: <http://www.nztri.org/>

Authorship: S. Milne, B. Bai, M. Sun, J. Yi, J. Mehen, and M. Leonhartsberger