

Vanuatu International Visitor Survey

Visitor Characteristics by Accommodation Type

January 2015 – December 2017

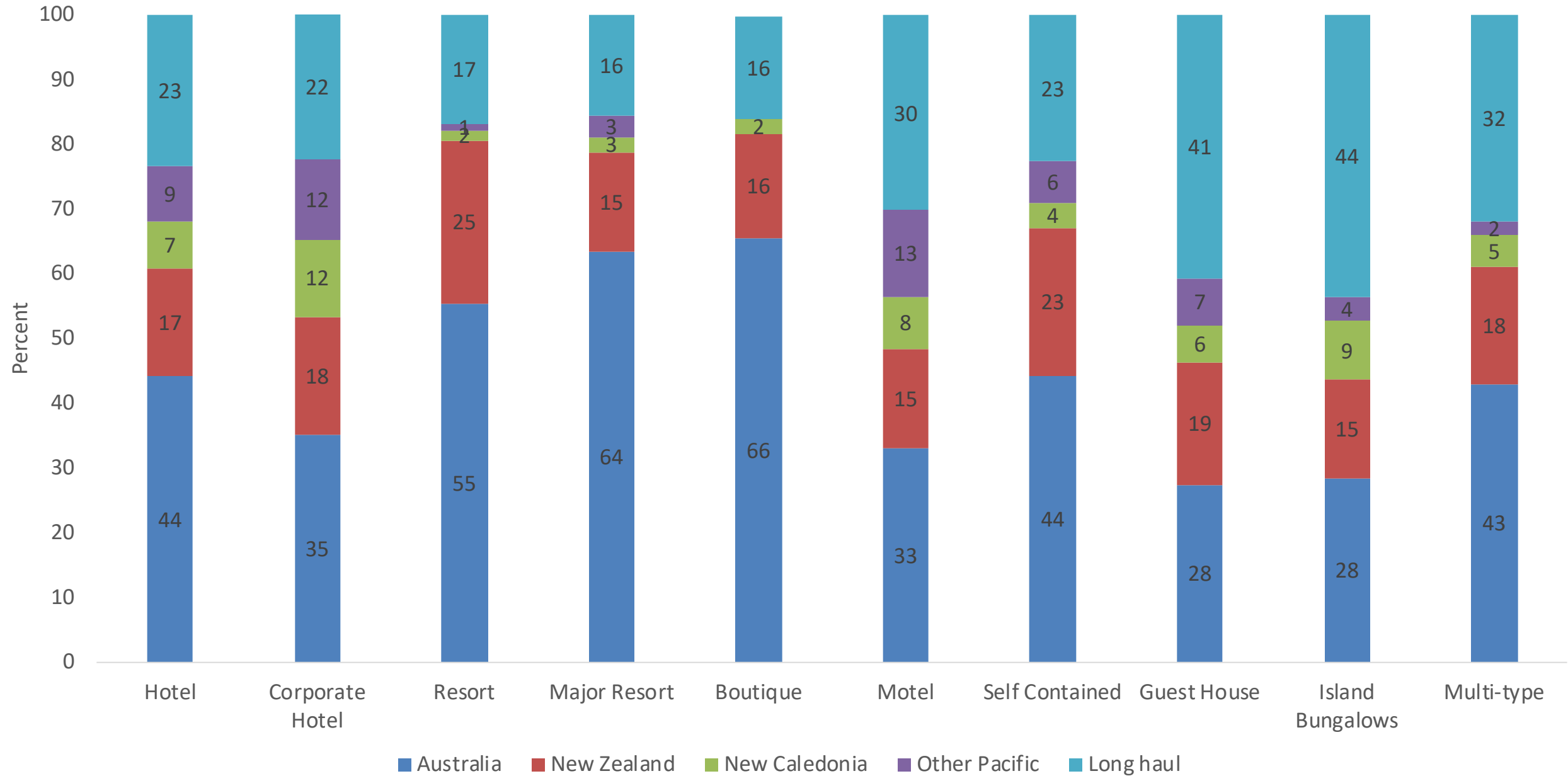


Visitors by Different Types of Accommodation		
	Number of respondents	Percentage
Hotel	983	8%
Corporate Hotel	590	5%
Resort	4,184	33%
Major Resort	2,047	16%
Boutique	582	5%
Motel	615	5%
Self Contained	714	6%
Guest House	69	1%
Island Bungalows	197	2%
Multi-type (multiple accommodation)	2,766	22%

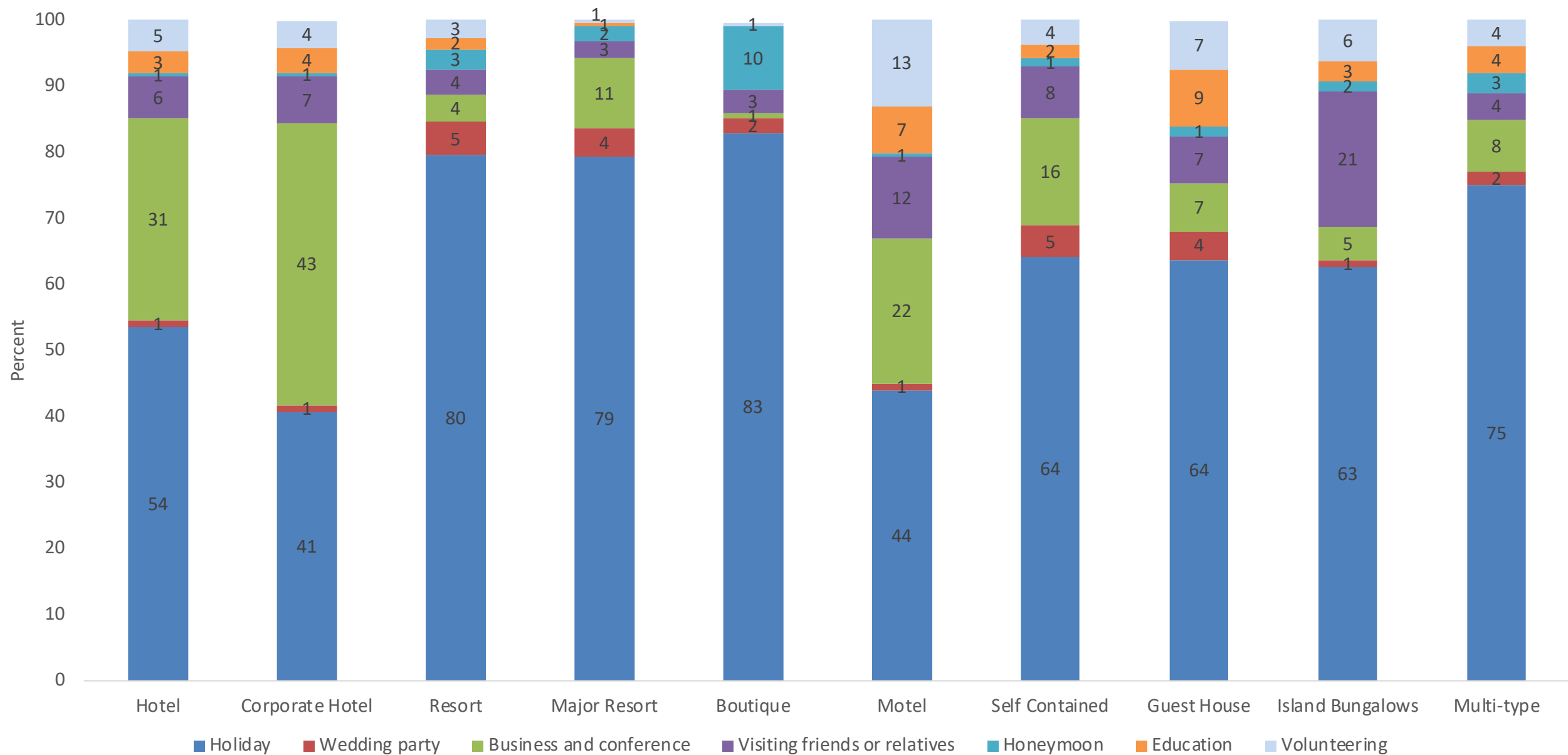
Structure



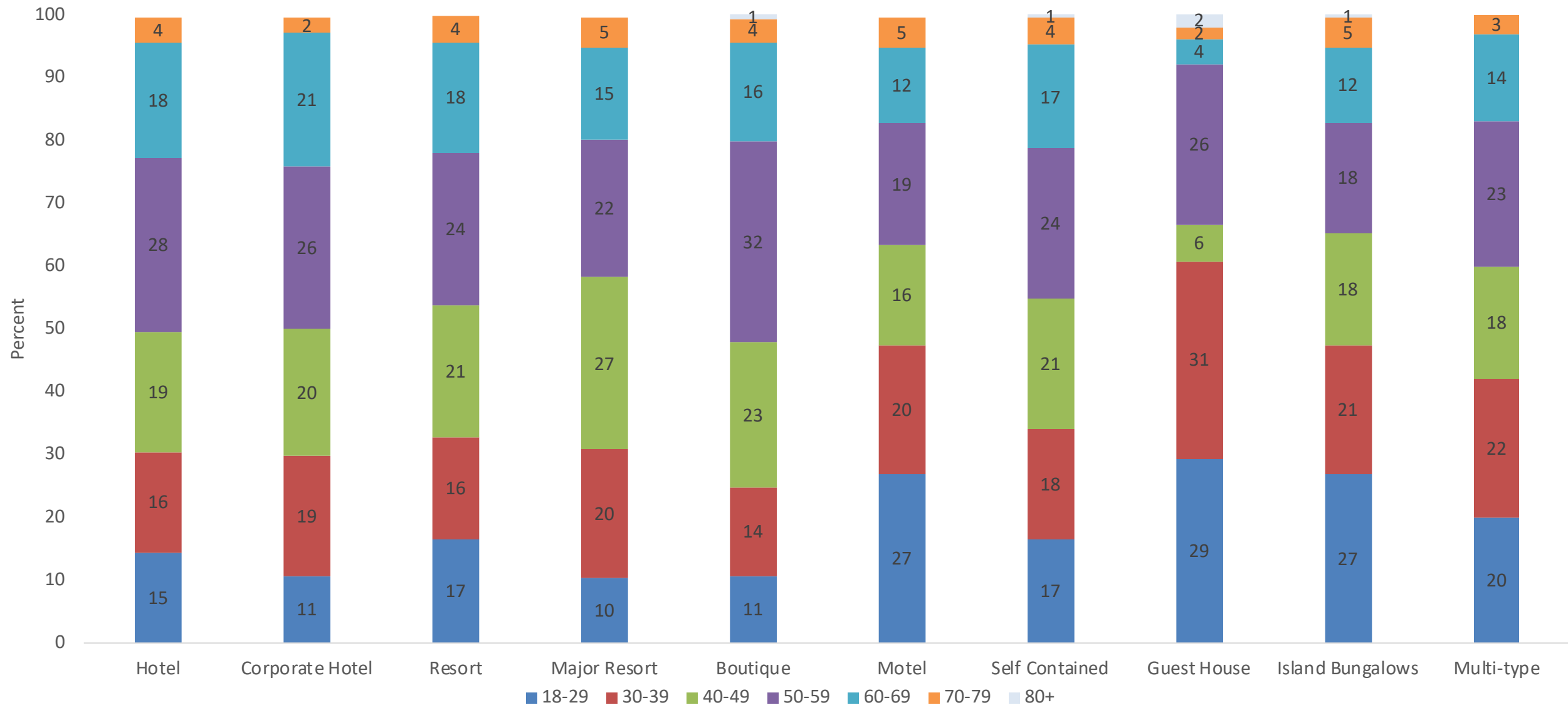
Country of Origin



Purpose of Visit



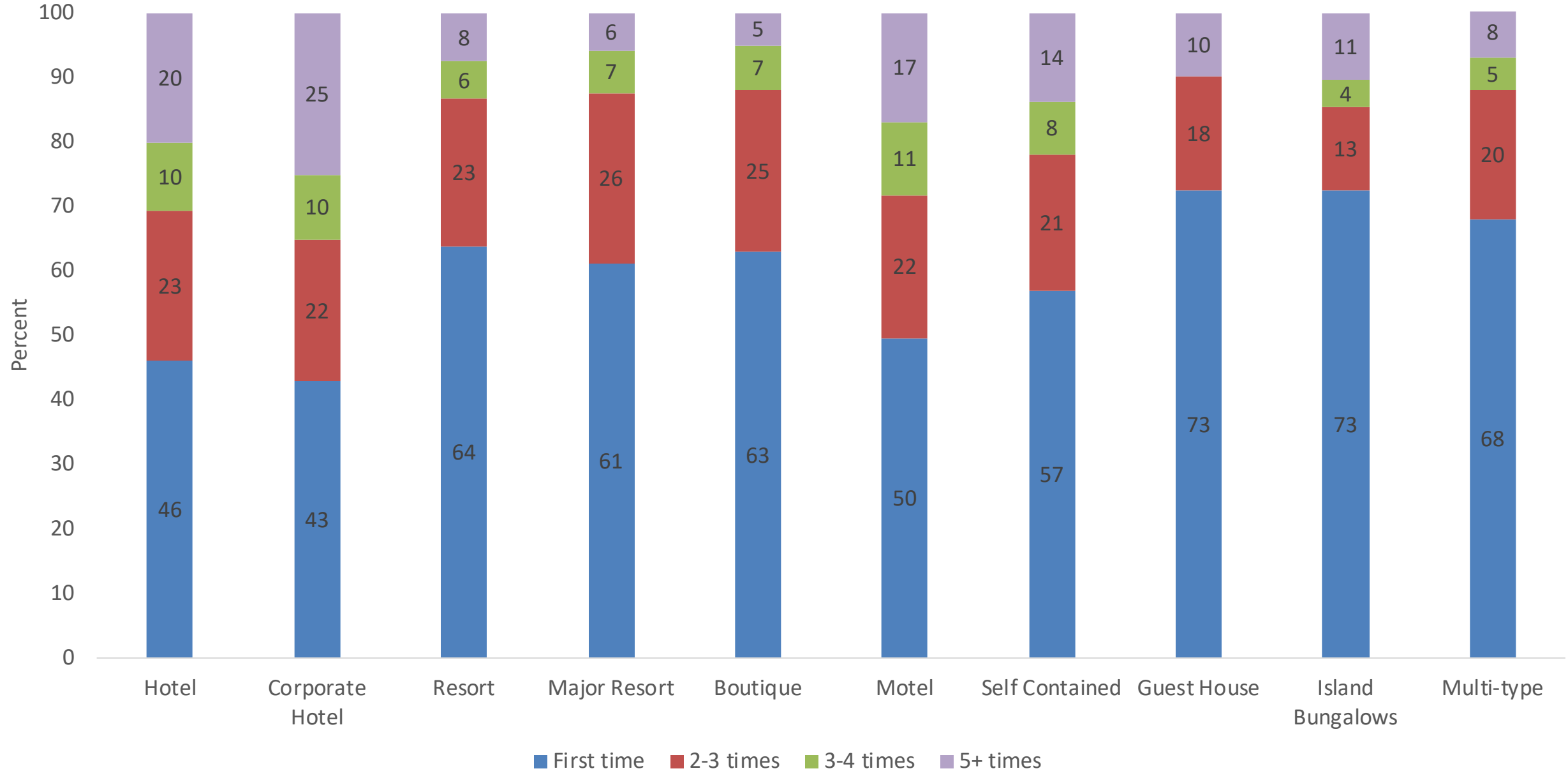
Age Groups



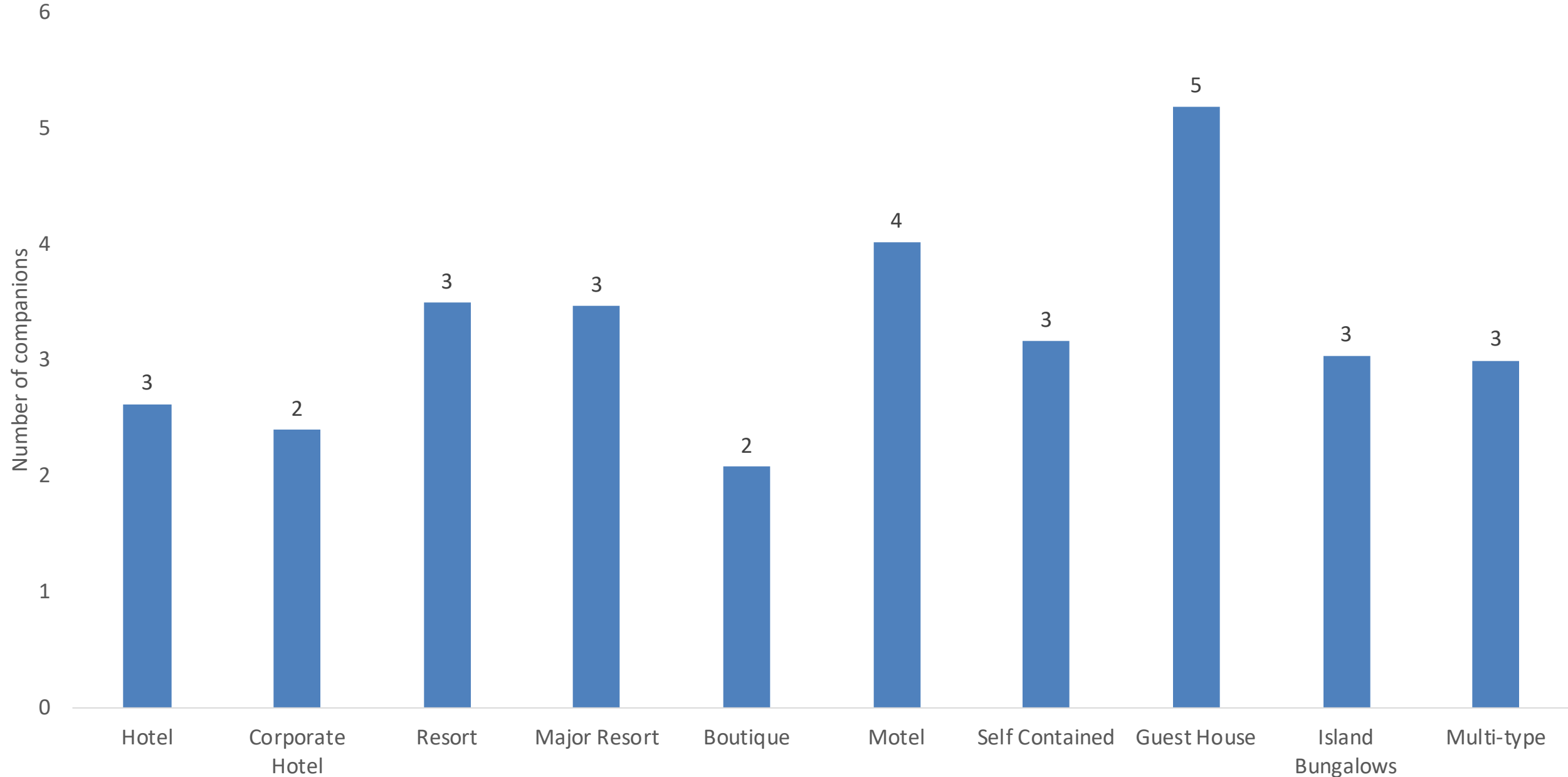
Average Household Income



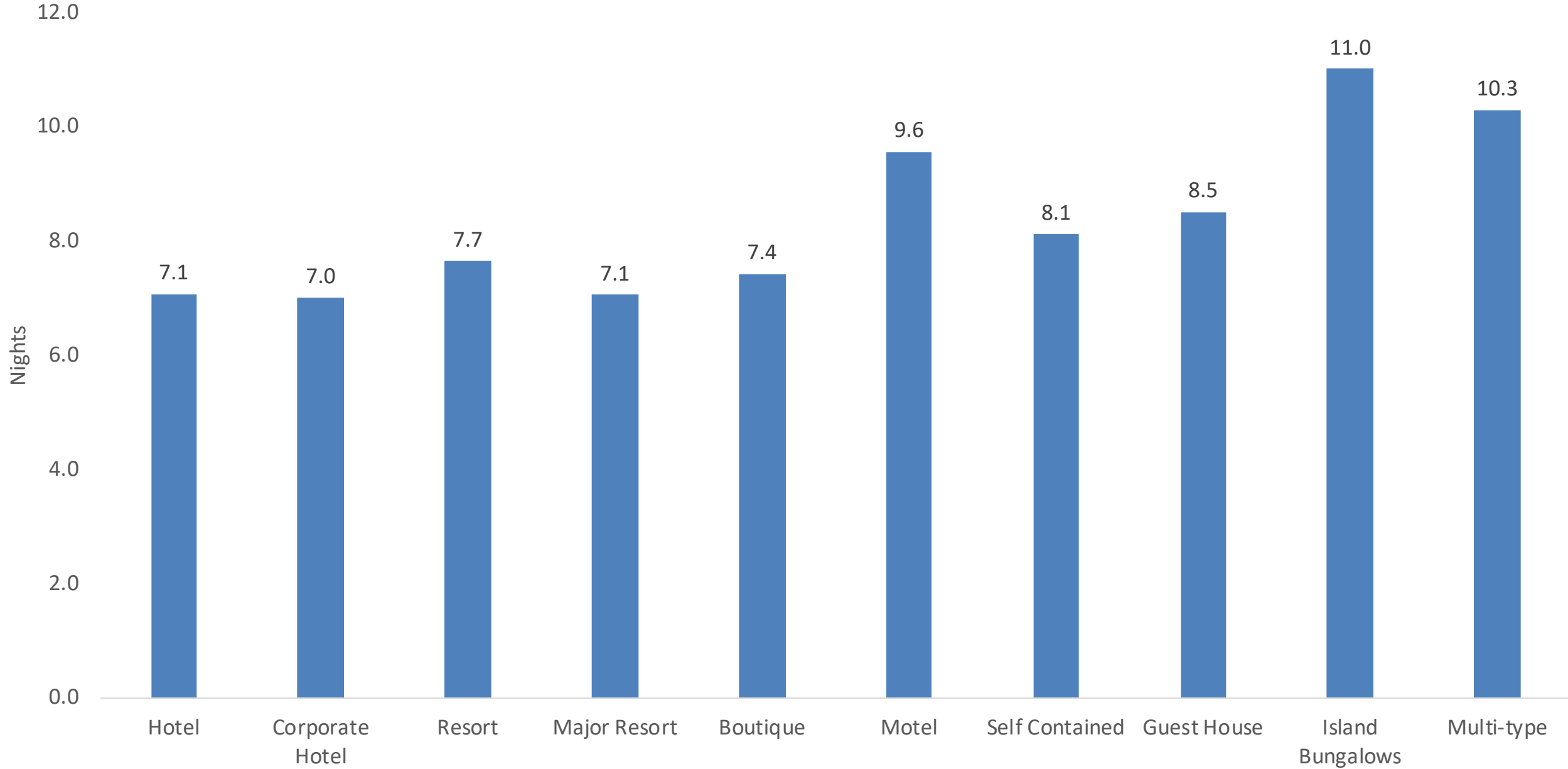
Previous Visits



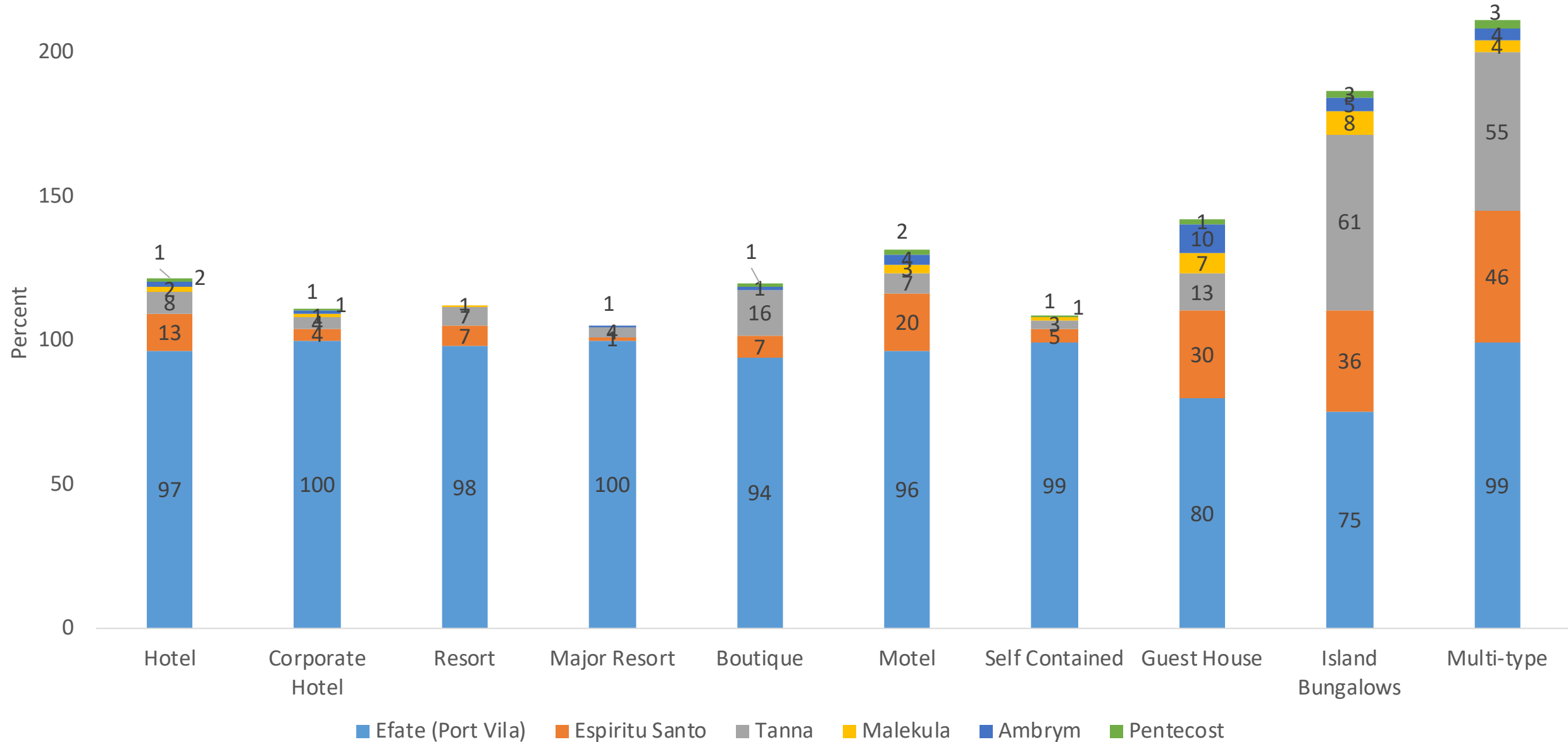
Average Number of Travel Companions



Average Length of Stay in Vanuatu (nights)

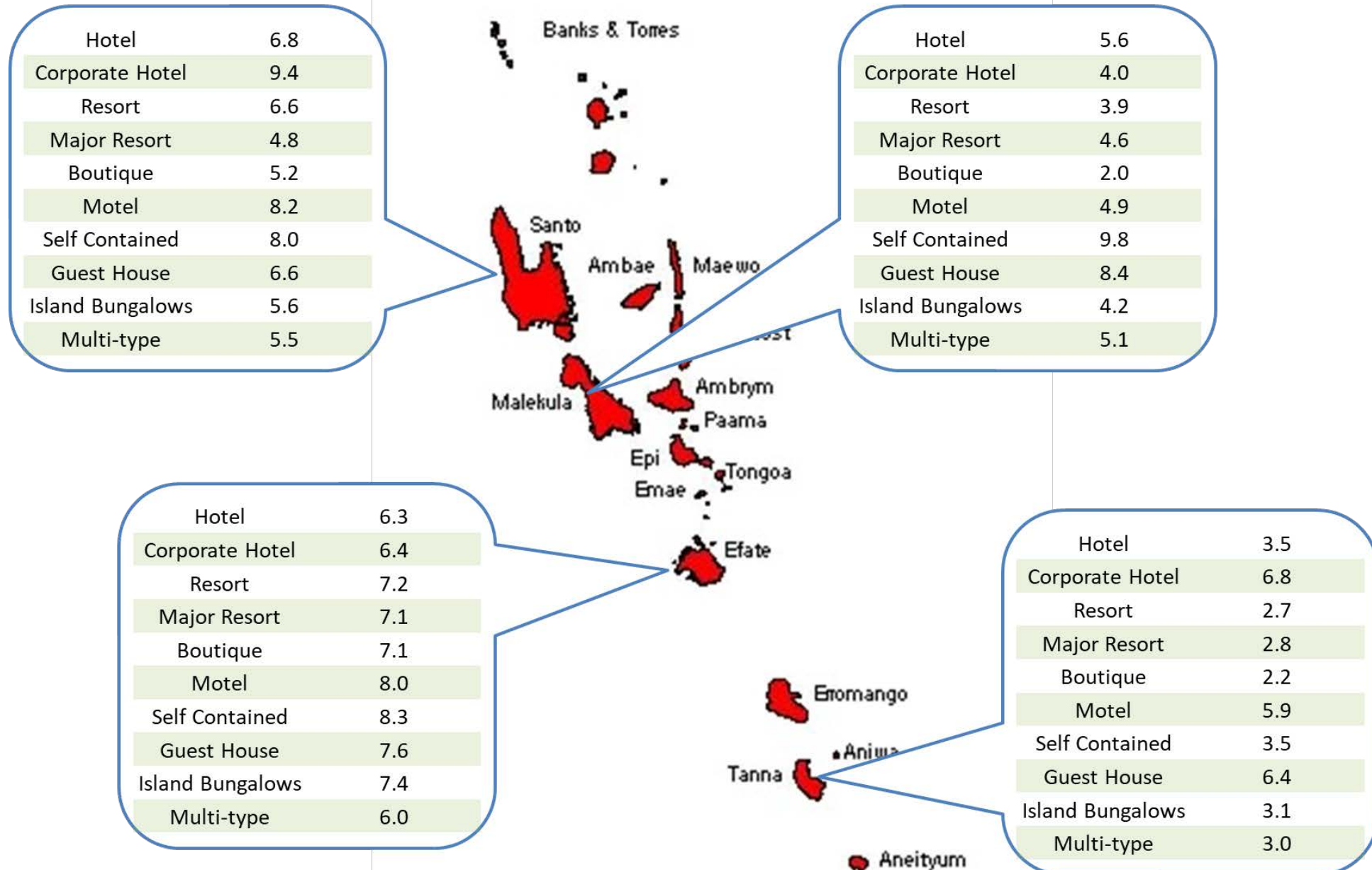


Islands Visited



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

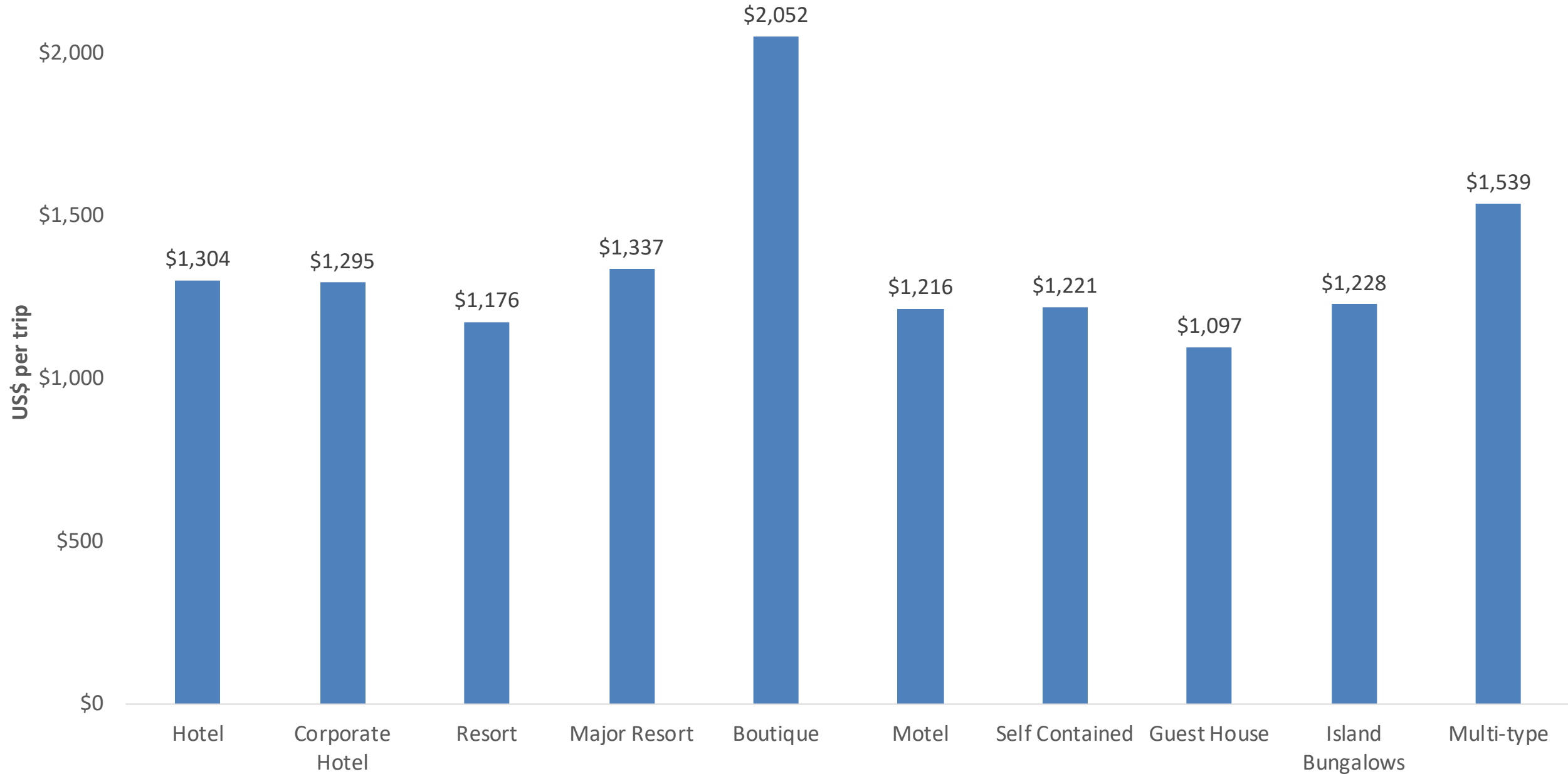
Length of Stay in each Island (Nights)



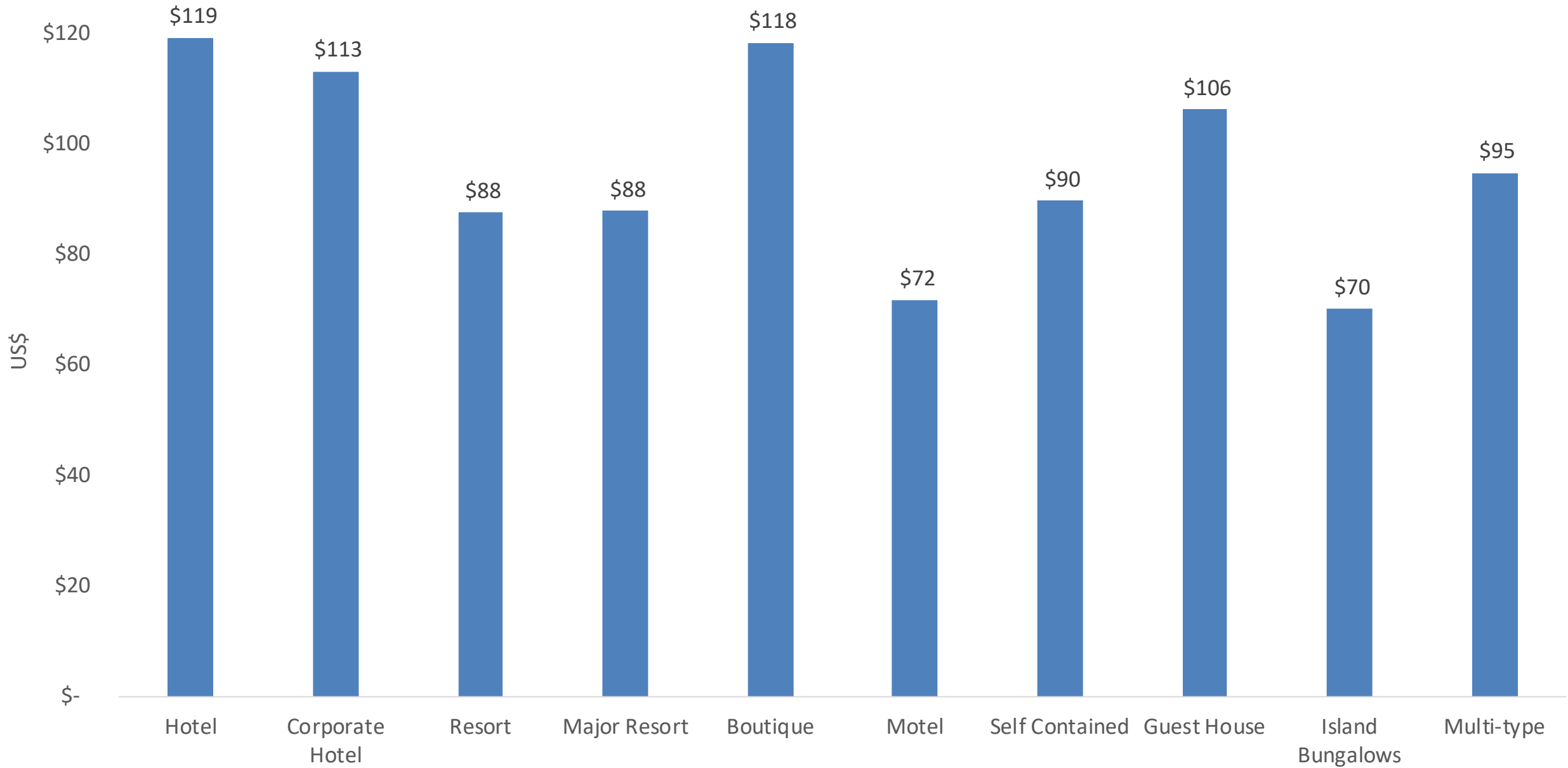
Structure



Prepaid Expenditure per Trip (US\$)



Spend in Vanuatu per Person per Day



Spend in Vanuatu per Person per Day										
	Hotel	Corporate Hotel	Resort	Major Resort	Boutique	Motel	Self Contained	Guest House	Island Bungalows	Multi-type
Food and beverage (restaurant, café)	30%	28%	35%	35%	39%	20%	26%	25%	17%	28%
Accommodation	26%	28%	21%	20%	32%	26%	27%	24%	30%	28%
Domestic travel within Vanuatu (air travel, ferry)	7%	6%	5%	5%	6%	13%	5%	9%	17%	10%
Tours/tour operator services	6%	5%	10%	11%	6%	5%	7%	3%	8%	12%
Supermarket/general store items	6%	7%	6%	5%	2%	10%	11%	12%	7%	4%
Taxis/bus/car hire	6%	8%	7%	7%	3%	9%	7%	10%	9%	6%
Entertainment activities/casinos	5%	3%	3%	3%	2%	3%	3%	5%	1%	2%
Handicraft, souvenirs, artwork	3%	4%	4%	3%	2%	3%	3%	3%	4%	3%
Duty free shop (alcohol, tobacco, cosmetics)	3%	2%	3%	3%	2%	2%	2%	2%	1%	1%
Purchases of clothing (incl. T shirts)	2%	3%	2%	3%	1%	3%	2%	1%	1%	1%
Local food from the market	2%	2%	2%	1%	1%	4%	3%	4%	3%	2%
Services (e.g. massage, hairdressing, spa)	1%	1%	2%	3%	2%	1%	2%	1%	1%	1%
Internet	1%	2%	1%	1%	0%	2%	1%	3%	1%	1%
Purchases of watches & jewellery	1%	1%	1%	1%	1%	0%	1%	0%	1%	0%

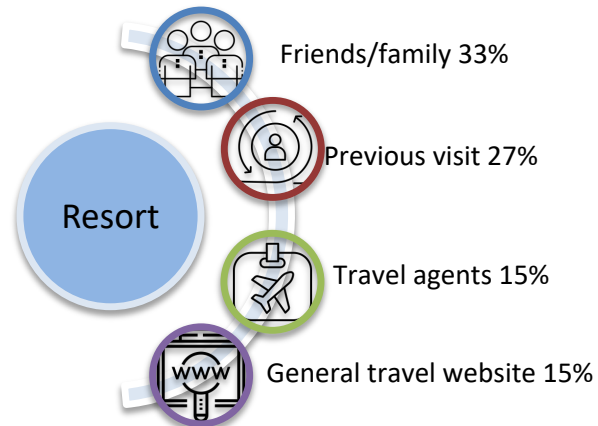
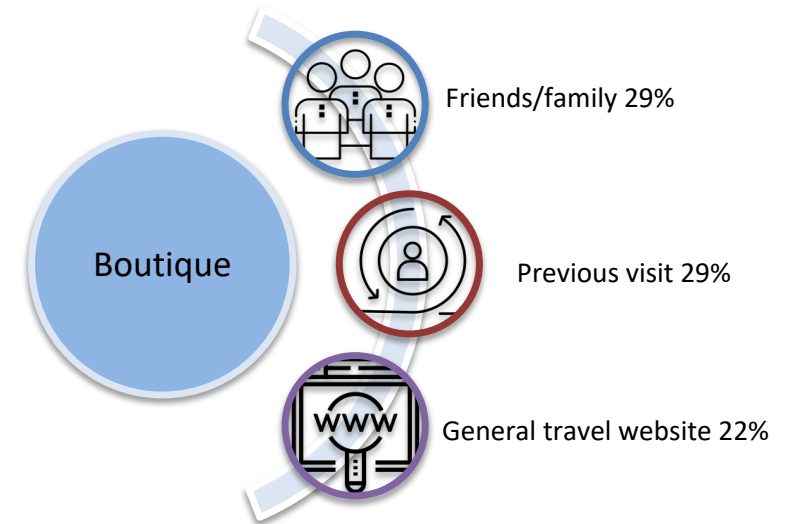
Expenditure by Accommodation Type (US\$)

	Hotel	Corporate Hotel	Resort	Major Resort	Boutique	Motel	Self Contained	Guest House	Island Bungalows	Multi-Type
Total spend flowing into Vanuatu economy – Whole Trip	\$1,660	\$1,603	\$1,406	\$1,456	\$2,162	\$1,447	\$1,492	\$1,590	\$1,540	\$1,940
Total spend flowing into Vanuatu economy – Per Day	\$234	\$229	\$184	\$206	\$291	\$151	\$184	\$187	\$140	\$188

Structure

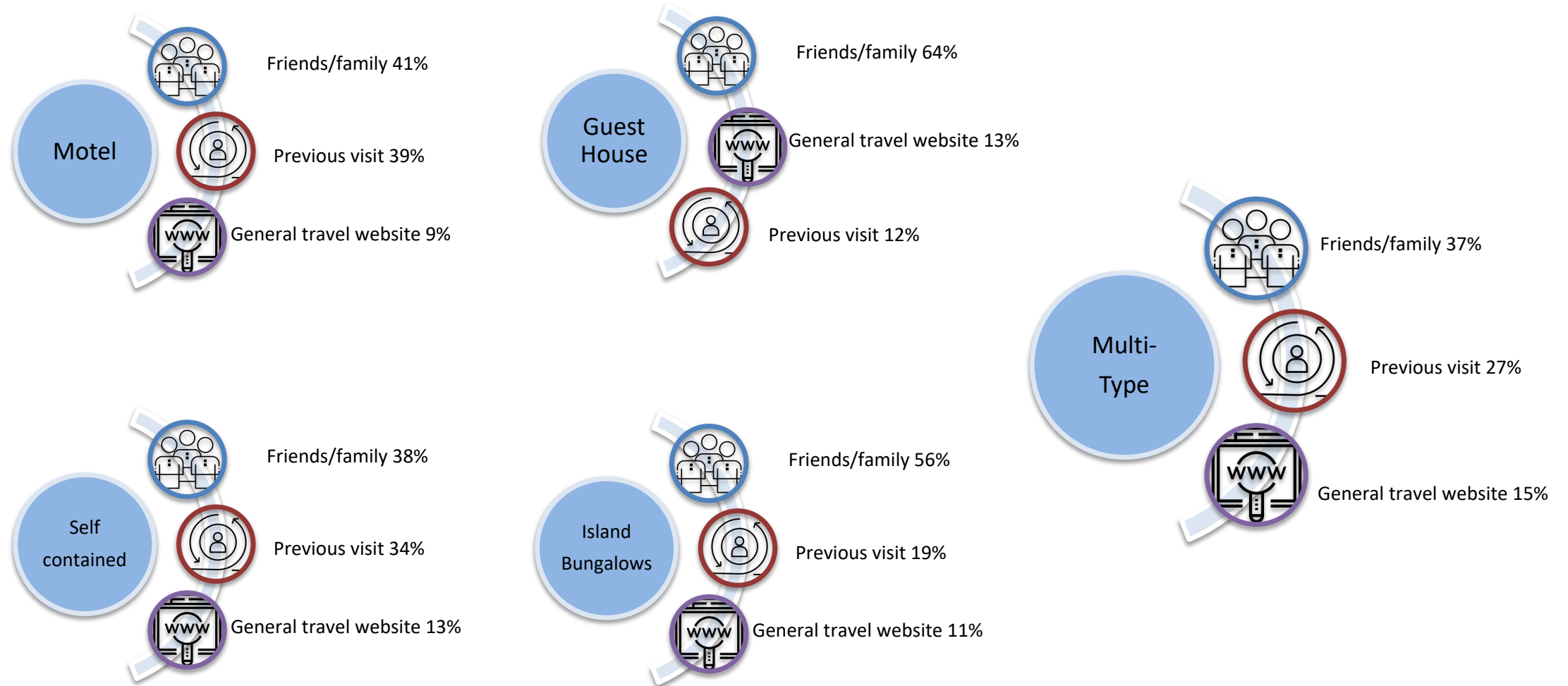


How did you find out about Vanuatu as a destination?



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

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

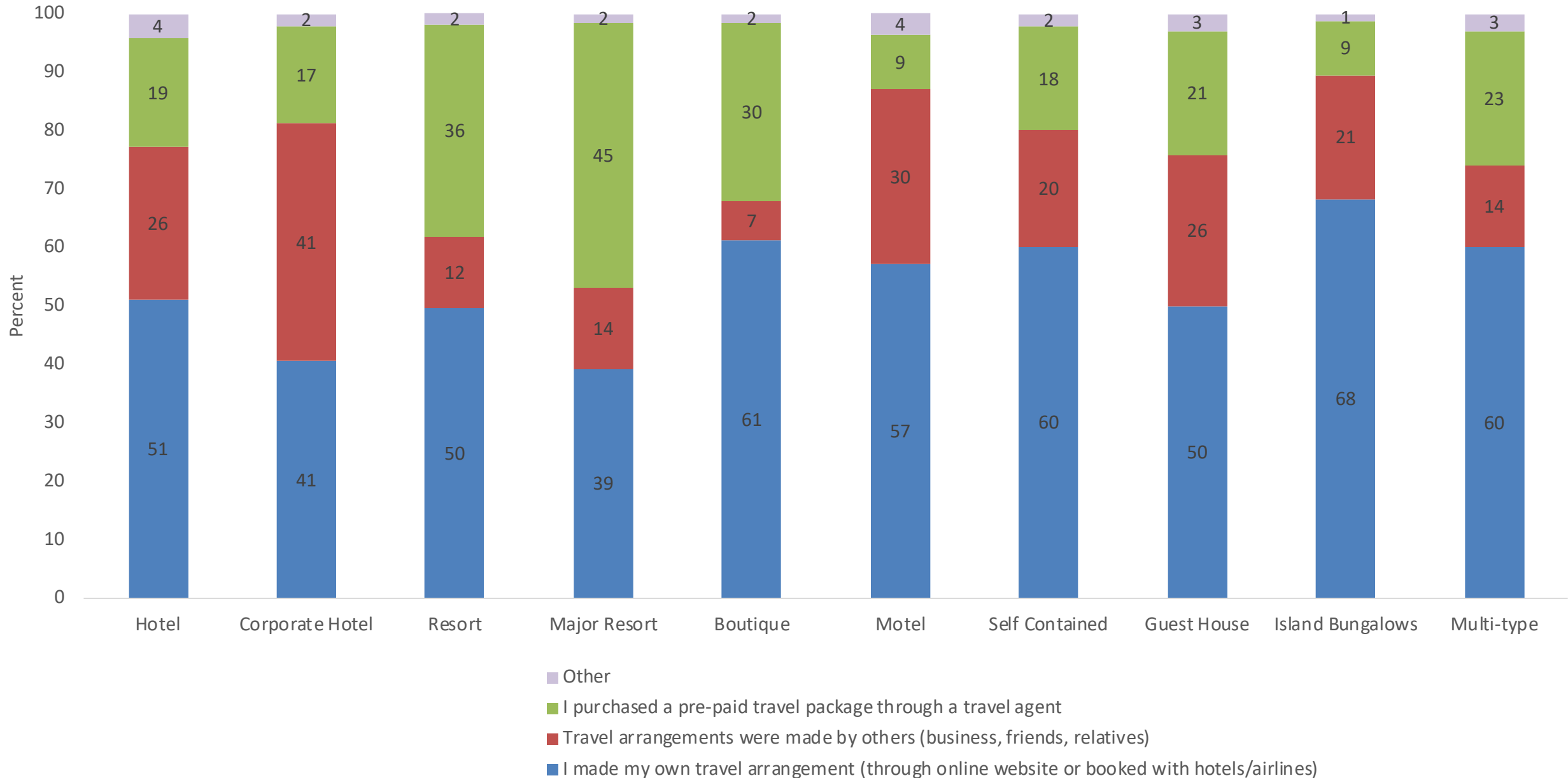
Top three Information Sources Used for Planning

	Top 1	Top 2	Top 3
Hotel	Previous visits	Friends/family	General travel website
Corporate Hotel	Previous visits	Friends/family	General travel website
Resort	General travel website	Friends/family	Travel agent/travel brochures
Major Resort	General travel website	Travel agent/travel brochures	Friends/family
Boutique	General travel website	Previous visits	Friends/family
Motel	Friends/family	Previous visits	General travel website
Self Contained	Friends/family	General travel website	Previous visits
Guest House	Friends/family	General travel website	Vanuatu Tourism website (Vanuatu.travel)
Island Bungalows	Friends/family	General travel website	Previous visits
Multi-type	General travel website	Friends/family	Travel agent/travel brochures

Top three Influential Factors of Choosing Vanuatu

	Top 1	Top 2	Top 3
Hotel	Quiet and relaxing atmosphere	Accessibility	Culture and history
Corporate Hotel	Quiet and relaxing atmosphere	Culture and history	Accessibility
Resort	Quiet and relaxing atmosphere	Accessibility	Affordability
Major Resort	Quiet and relaxing atmosphere	Accessibility	Beaches
Boutique	Quiet and relaxing atmosphere	Beaches	Accessibility
Motel	Culture and history	<ul style="list-style-type: none"> • Quiet and relaxing atmosphere • Nature attractions / volcano / eco tourism / photography 	Accessibility
Self Contained	Quiet and relaxing atmosphere	Accessibility	Beaches
Guest House	Quiet and relaxing atmosphere	<ul style="list-style-type: none"> • Nature attractions / volcano / eco tourism / photography <ul style="list-style-type: none"> • Beaches 	Culture and history
Island Bungalows	Nature attractions / volcano / eco tourism / photography	Culture and history	Beaches
Multi-type	Nature attractions / volcano / eco tourism / photography	Culture and history	<ul style="list-style-type: none"> • Quiet and relaxing atmosphere <ul style="list-style-type: none"> • Beaches

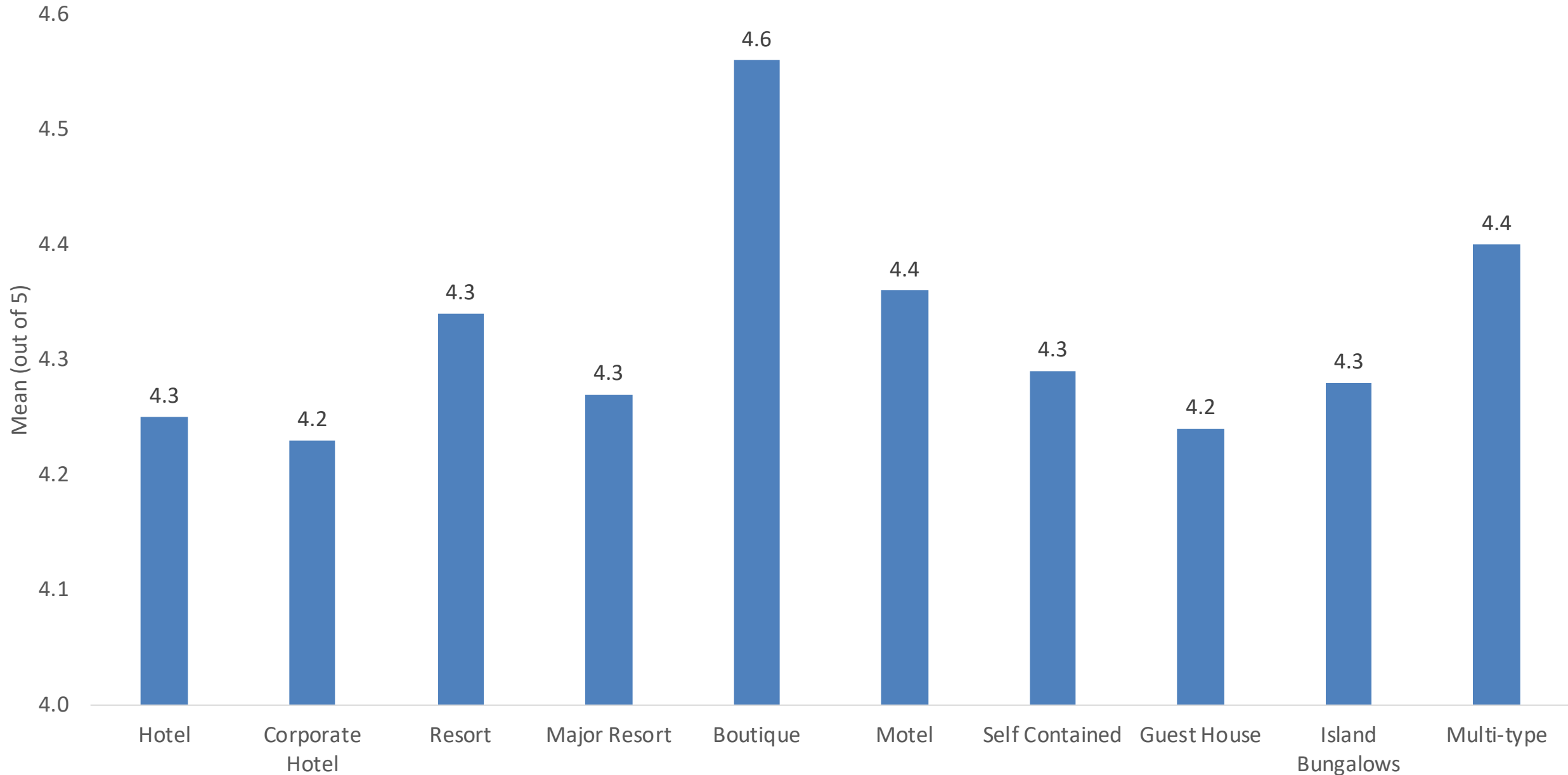
Travel Purchasing Behaviour



Structure

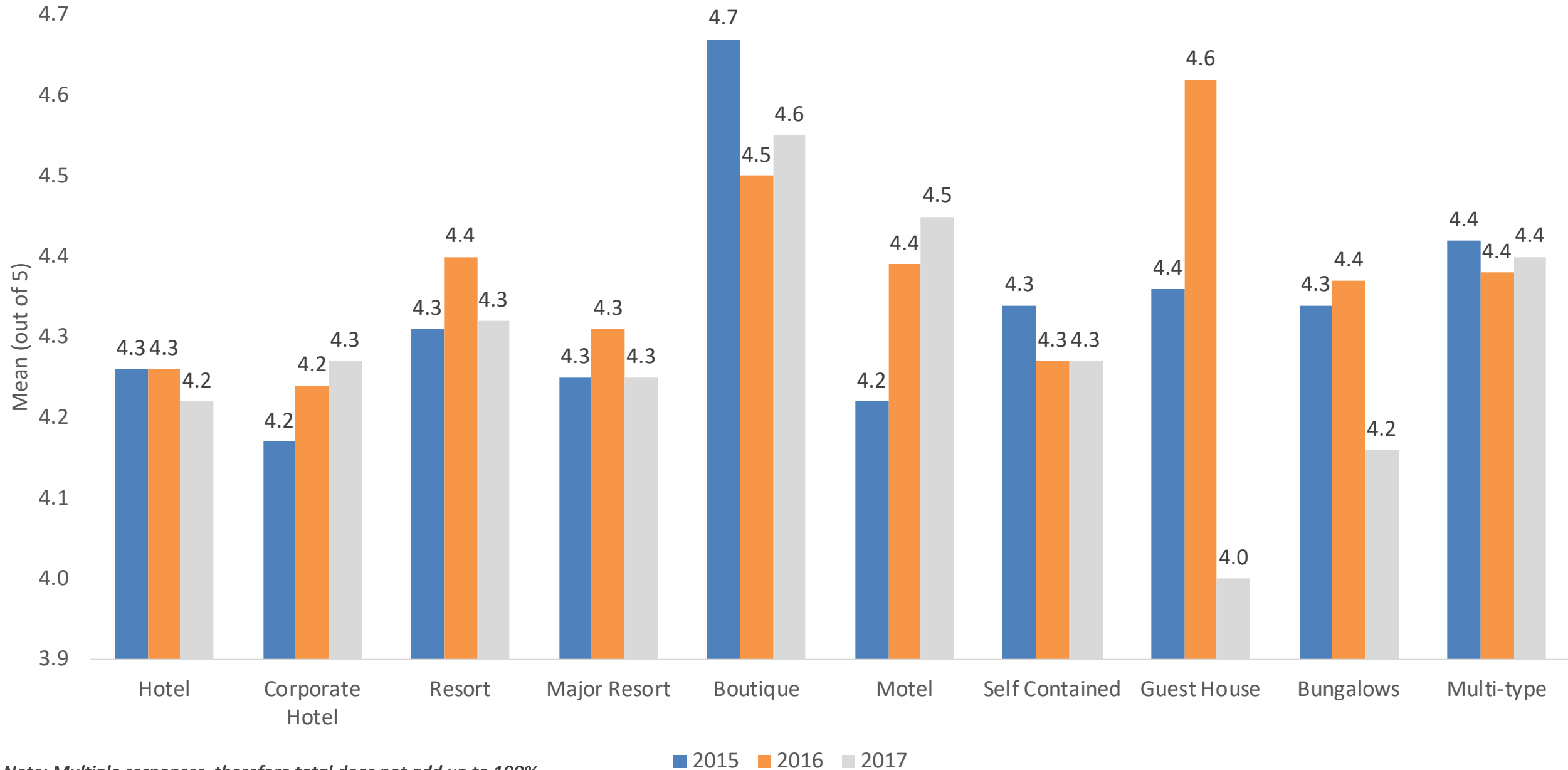


Visitor Satisfaction with Overall Experience

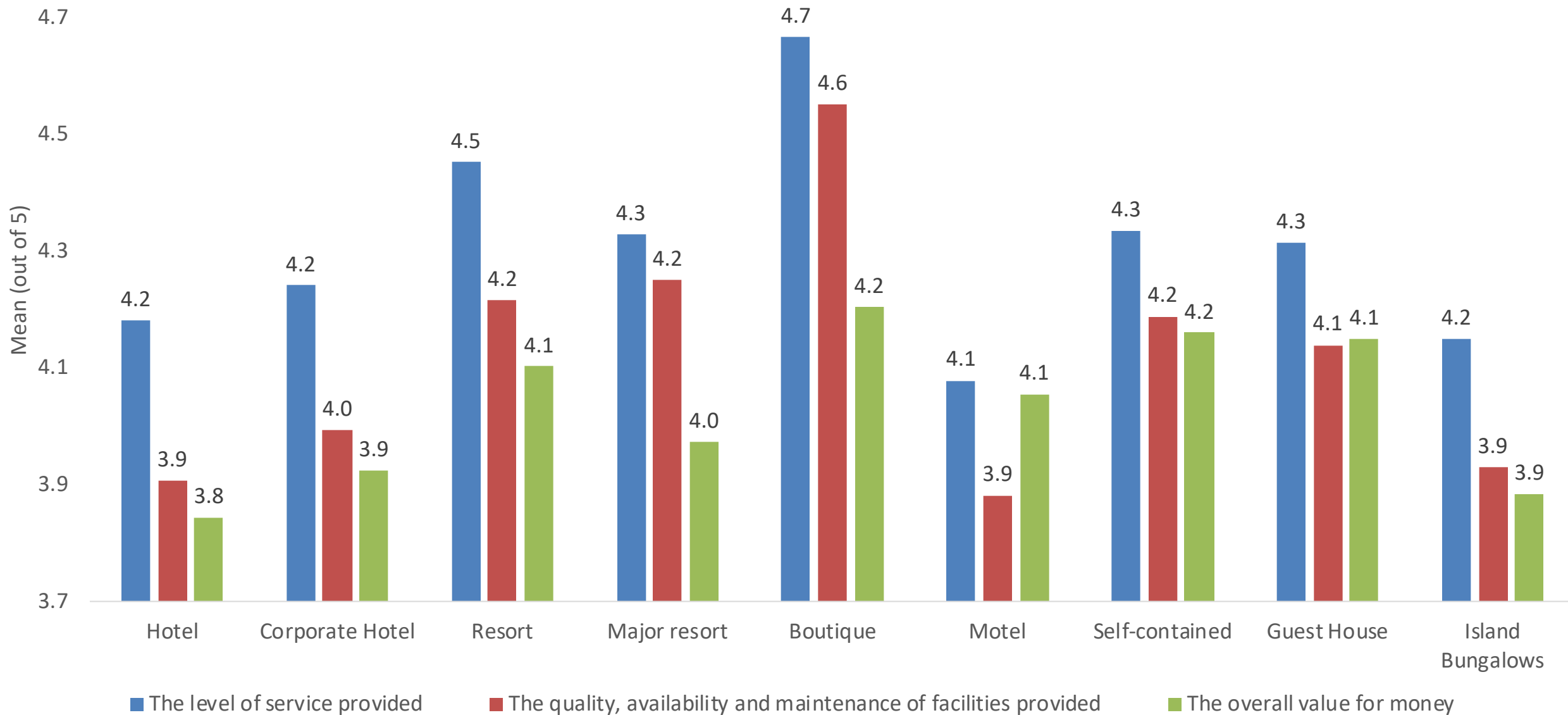


Visitor Satisfaction with Overall Experience

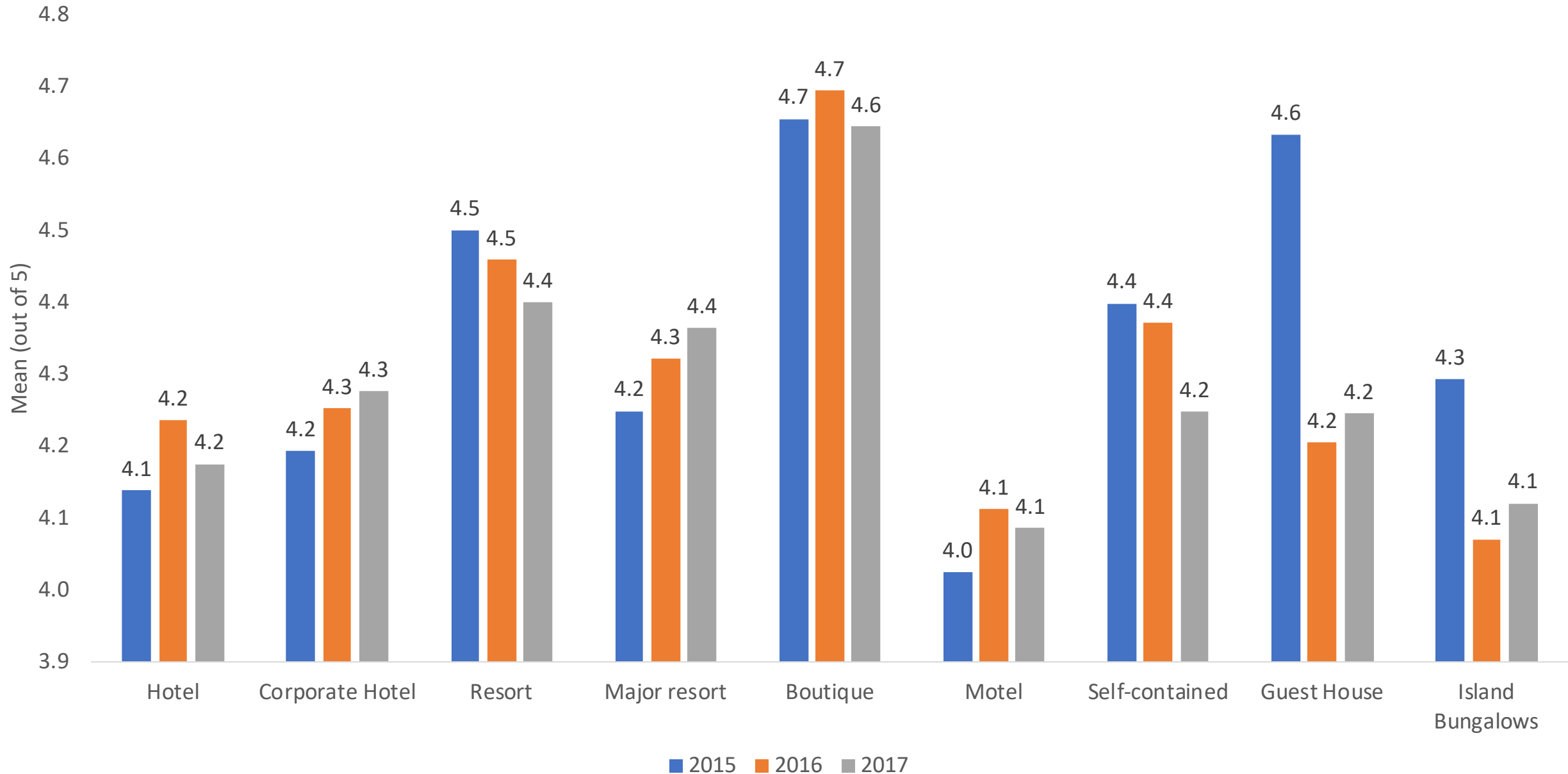
– yearly breakdown –



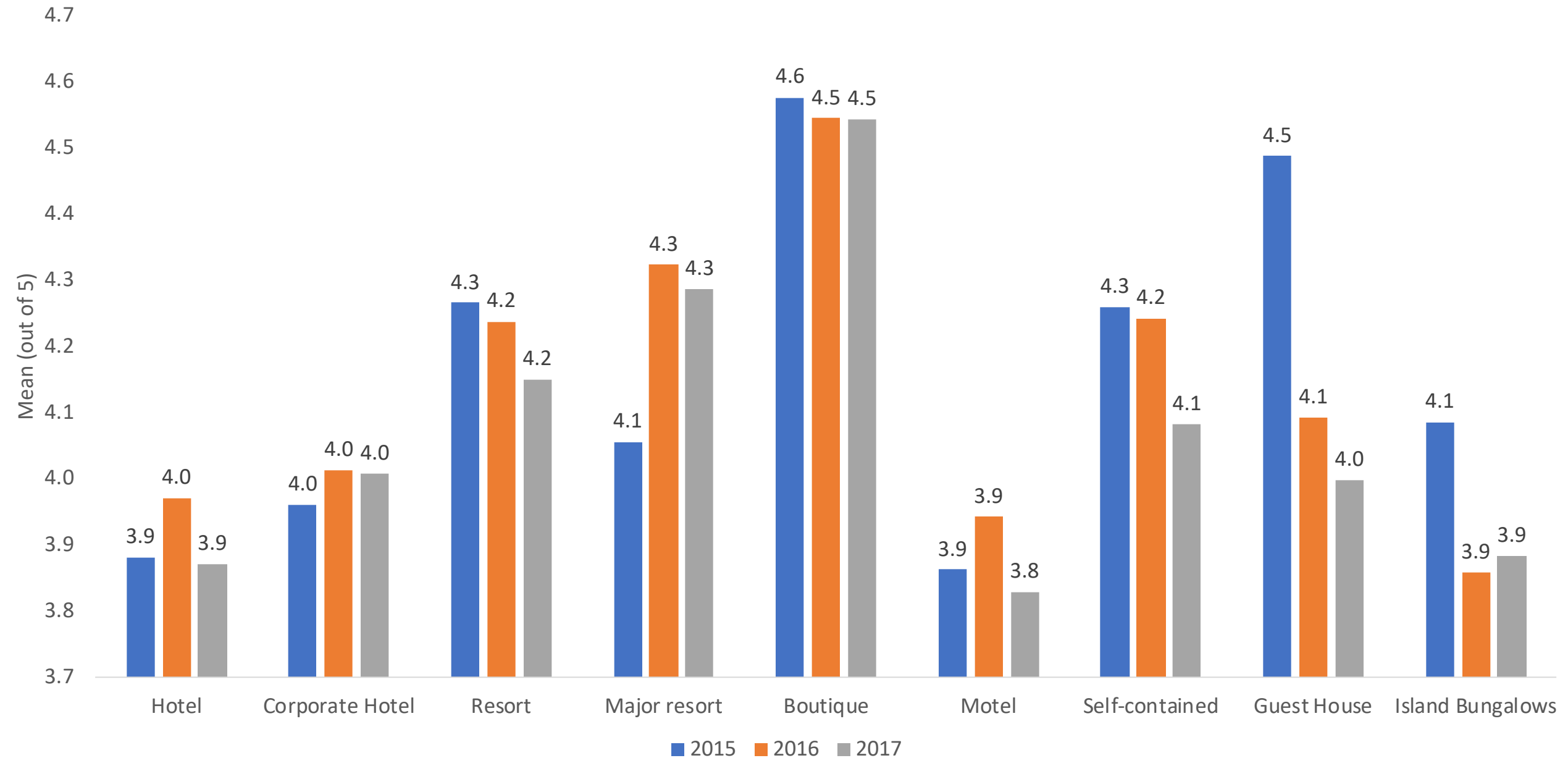
Visitor Satisfaction with Accommodation



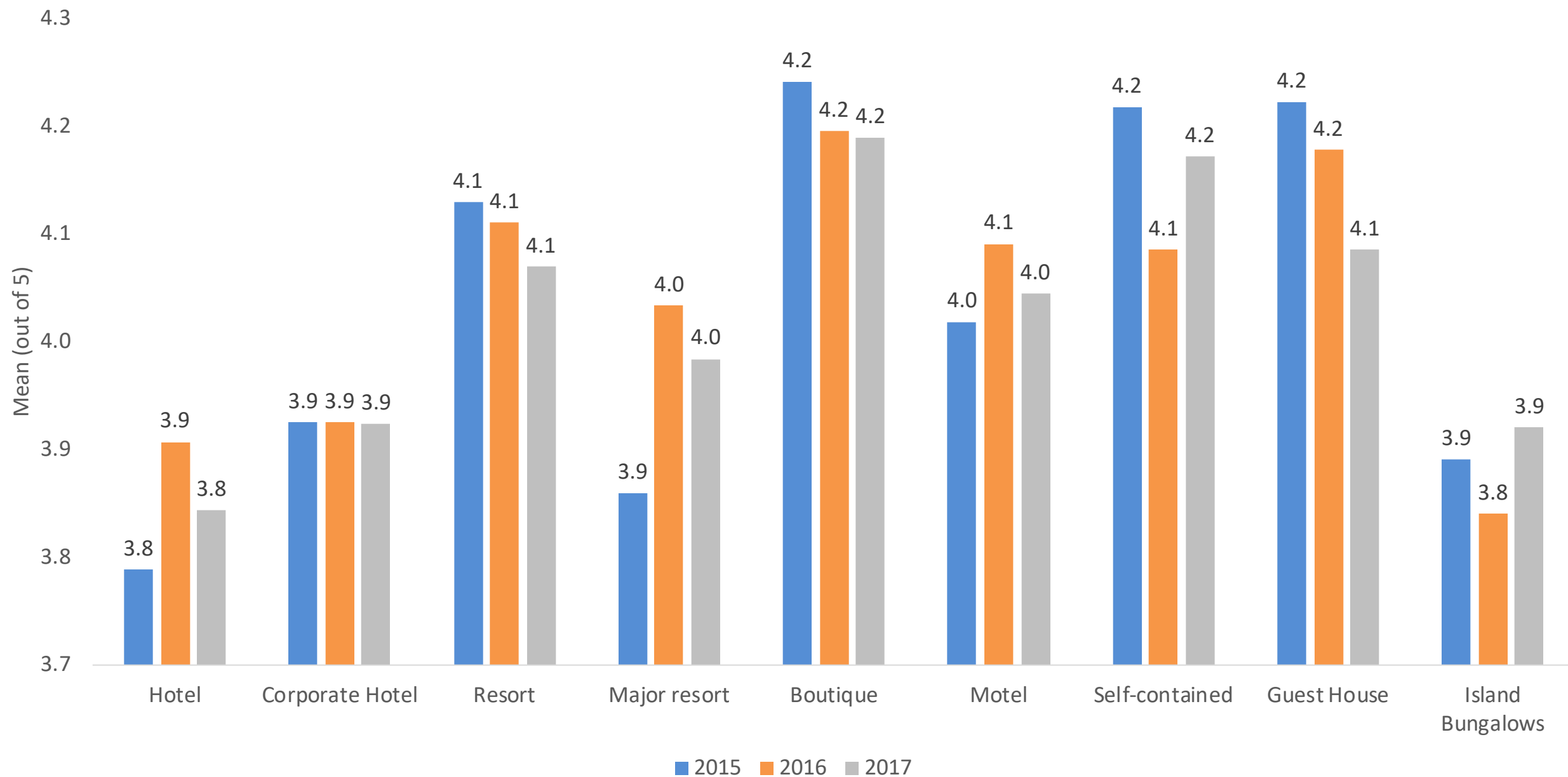
Visitor Satisfaction with Accommodation - the Level of Service Provided



Visitor Satisfaction with Accommodation - the quality, availability and maintenance of facilities provided

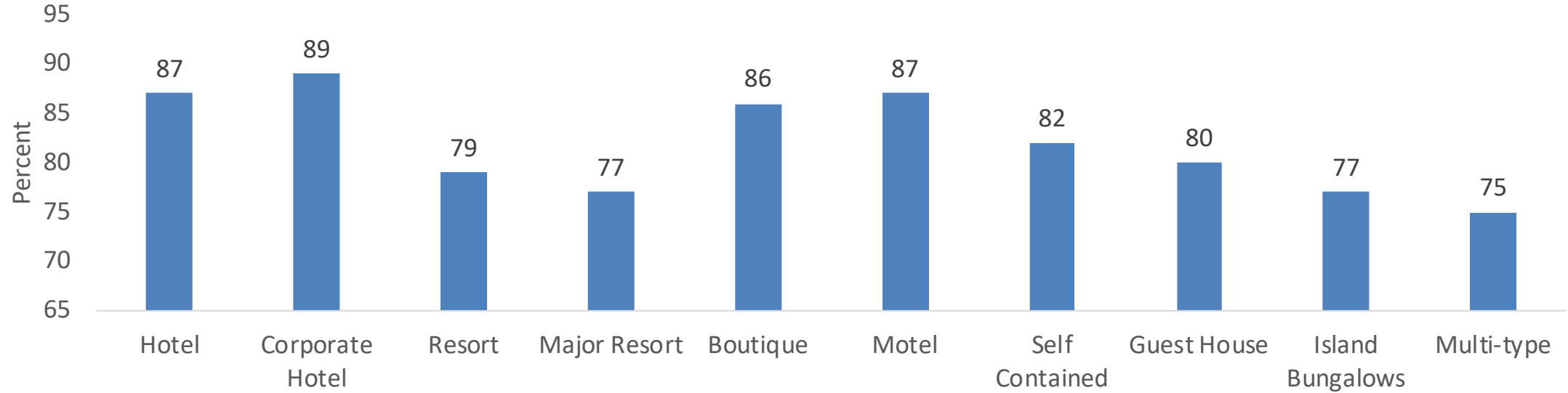


Visitor Satisfaction with Accommodation - Overall Value for Money

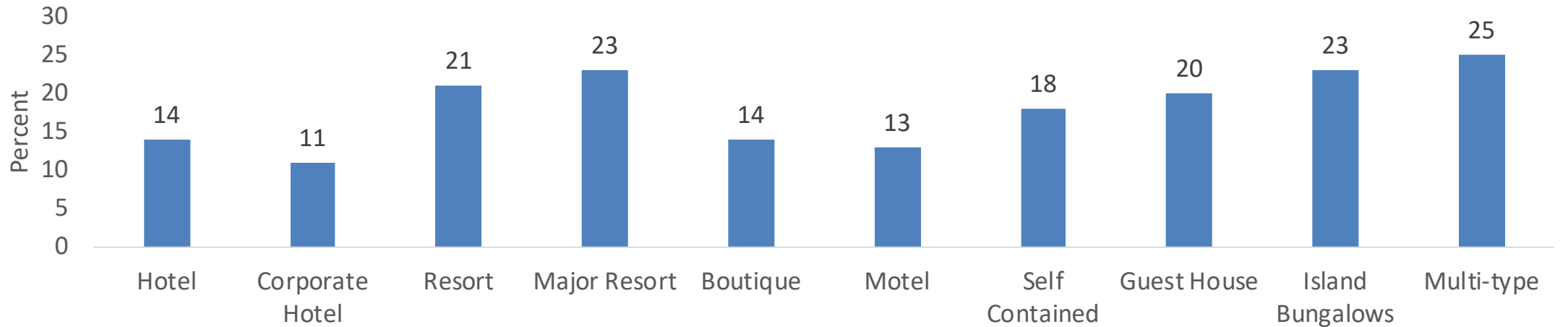


Willingness to Return

Return














































NOT Return



Degree of Satisfaction with Services

	Most satisfied	Most unsatisfied
Hotel	<ul style="list-style-type: none"> General quality of service 3.9 Variety of things to see and do 3.9 	<ul style="list-style-type: none"> Rubbish collection and general cleanliness 3.1
Corporate Hotel	<ul style="list-style-type: none"> General quality of service 3.9 Variety of things to see and do 3.8 Restaurants, cafes, bars and evening entertainment 3.8 Taxis / car / bus / car rental / ground transportation 3.8 	<ul style="list-style-type: none"> Rubbish collection and general cleanliness 3.2
Resort	<ul style="list-style-type: none"> General quality of service 4.1 Variety of things to see and do 4.1 	<ul style="list-style-type: none"> Rubbish collection and general cleanliness 3.1
Major Resort	<ul style="list-style-type: none"> General quality of service 4.0 Variety of things to see and do 4.0 	<ul style="list-style-type: none"> Internet and phone availability, cost and coverage 3.1
Boutique	<ul style="list-style-type: none"> General quality of service 4.2 Variety of things to see and do 4.1 	<ul style="list-style-type: none"> General shopping opportunities 3.0
Motel	<ul style="list-style-type: none"> Variety of things to see and do 4.0 Taxis / car / bus / car rental / ground transportation 4.0 	<ul style="list-style-type: none"> Rubbish collection and general cleanliness 3.1
Self Contained	<ul style="list-style-type: none"> General quality of service 3.9 Variety of things to see and do 3.9 	<ul style="list-style-type: none"> Rubbish collection and general cleanliness 3.1
Guest House	<ul style="list-style-type: none"> Variety of things to see and do 4.2 General quality of service 3.9 	<ul style="list-style-type: none"> Internet and phone availability, cost and coverage 3.0 Rubbish collection and general cleanliness 3.1 General shopping opportunities 3.1
Island Bungalows	<ul style="list-style-type: none"> Variety of things to see and do 4.2 General quality of service 3.9 	<ul style="list-style-type: none"> Rubbish collection and general cleanliness 3.0 Internet and phone availability, cost and coverage 3.1 General shopping opportunities 3.1
Multi-type	<ul style="list-style-type: none"> Variety of things to see and do 4.3 General quality of service 4.1 	<ul style="list-style-type: none"> Rubbish collection and general cleanliness 3.2 Internet and phone availability, cost and coverage 3.2 General shopping opportunities 3.2

Top Most Appealing Aspects

Hotel	 50% Local people	 32% Environment	 27% Activities/attractions/entertainment	 12% Atmosphere	
Corporate Hotel	 48% Local people	 27% Environment	 26% Activities/attractions/entertainment	 13% Food and Beverage	 12% Atmosphere
Resort	 54% Local people	 31% Environment	 30% Activities/attractions/entertainment	 17% Atmosphere	
Major Resort	 51% Local people	 31% Environment	 28% Activities/attractions/entertainment	 19% Atmosphere	 11% Accommodation
Boutique	 43% Local people	 37% Environment	 25% Atmosphere	 24% Activities/attractions/entertainment	 20% Accommodation
Motel	 54% Local people	 30% Environment	 30% Activities/attractions/entertainment	 11% Food and Beverage	 10% Atmosphere
Self Contained	 50% Local people	 31% Environment	 29% Activities/attractions/entertainment	 16% Atmosphere	
Guest House	 41% Environment	 38% Local people	 36% Activities/attractions/entertainment	 9% Culture and history	
Island Bungalows	 54% Local people	 37% Activities/attractions/entertainment	 33% Environment	 11% Culture and history	
Multi-type	 48% Local people	 46% Activities/attractions/entertainment	 38% Environment		

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

Most Appealing Aspects – Hotel

- 
- | Rank | Reason | Percentage |
|------|---|------------|
| 1 | Local people | 50% |
| 2 | Environment | 32% |
| 3 | Activities, attractions and entertainment | 27% |



Most Appealing Aspects – Hotel

The people. As a Pacific Islander I am always blown away by the hospitality of the Pacific people and this was evident in my first trip to Vanuatu. Merci 👍

The improvements under construction in the city foreshore and park. Still the friendly nature of the local people and for us the vibe of the place after 5 holidays and 1 cruise visit.

The place we stayed was so lovely and peaceful. We enjoyed spending time there, by the pool, having BBQ dinners etc. My favorite place that we went to visit was Havana. The water was so clear and beautiful. It was lovely swimming and snorkelling.



Most Appealing Aspects – Corporate Hotel

-
- 1 48% Local people
- 2 27% Environment
- 3 26% Activities, attractions and entertainment



Most Appealing Aspects – Corporate Hotel

We visited small villages on small islands on a medical mission. The friendliness of the people and the scenery was amazing especially the volcanoes viewed at night from Paama.

The friendliness of the Ni Vanuatu people. They are so happy. It is said that they are the most friendliest race in the world and this is very true.

The friendly people, their sense of culture and preservation as well as conservation/eco-awareness. No stray animals in the streets and the wildlife we encountered were not distressed - this says a lot about the locals on Efate having a healthy relationship/interaction with wildlife and their habitats/environments.



Most Appealing Aspects – Resort

Swimming and access to the islands for snorkelling. The history and culture. happy people cute kids.

Friendly helpful people. Good quality food & drinks. Good coffee. Plenty to see & do. The buses. Lovely resort.

Excellent food and good customer service. Very fresh good quality food, especially the local beef and seafood. Loved the blue lagoon on Port Villa. And Erakor, Aore was just fantastic. Great staff and food and beach and facilities.



Most Appealing Aspects – Major Resort

1 51% Local people

2 31% Environment

3 28% Activities, attractions and entertainment



Most Appealing Aspects – Major Resort

Very friendly local people, largely unexploited and degraded natural surrounds i.e. beaches etc.

The ease at which you are able to get around the island. Buses and taxi are very easy to use. Everybody is friendly, never feel unsafe. Vanuatu to me, is like looking into a beautiful painting. Its so beautiful you don't expect it to be real.

I came to Vanuatu for the rowing as did most of us and I find it odd that this is not a considered option in your earlier query as to the important things for travelling to Vanuatu. You have enormous potential for rowing tourism which you can also actively market to secondary schools in Australia and NZ and bundle it with some French lessons as add on option. We all come each year to row there. Your rower Luigi in the recent RIO Olympics is your new face of sport in Vanuatu!



Most Appealing Aspects – Boutique

- 3 25% Atmosphere



Most Appealing Aspects – Boutique

The location and setting of the resort was simply amazing. We went to relax and get away from what we deal with in Australia and our vacation did this perfectly.

I LOVE that there is minimal pressure to buy 'things' when you are in Vanuatu. Typically Western Australians visit south east Asia but there is so much pressure to buy things of little use (t-shirts, toys etc.).

I loved that there are still so many undeveloped Islands, left natural, no shops, no roads, no western style night life, with cheap basic bungalows (which were not on your list) and beautiful friendly people living the way they have always lived without too much western influence, travelling around on undeveloped Islands, on all sorts of transport adds to the adventure.



Most Appealing Aspects – Motel

- 
- | Rank | Reason | Percentage |
|------|---|------------|
| 1 | Local people | 54% |
| 2 | Environment | 30% |
| 3 | Activities, attractions and entertainment | 30% |



Most Appealing Aspects – Motel

Very most I loved staying in the village for 2 weeks. It isn't set up as a tourist destination and I felt very happy joining in and making friends in the community. I've travelled a lot and this was my favourite time. All the people on the west coast were so kind and friendly and I learnt so much from them.

I enjoyed the local people of Vanuatu's faces. A lot we could all learn from them. The local Vanuatu people do not have much, yet they can still acknowledge strange faces and/or smile. The atmosphere is so relaxing and I think it has a lot to do with the local Vanuatu people themselves.

We enjoyed every single day in Vanuatu, it was like an adventure, perhaps it is not the most developed holiday destination (in terms of hotel facility on some islands), however it is the most friendly, natural and beautiful place. We were amazed by the natural beauty of blue holes, awed by the spectacular volcano and enjoyed wandering around in markets !



Most Appealing Aspects – Self-contained

The nature in Vanuatu and the natural attractions such as Blue Lagoon and the other beaches around Efate

The people who we met, the weather and where we stayed - Kooyu Villas. We loved hiring a car and driving around the whole island. The fire show was excellent too, as were the zipline and blue lagoon.

Incredibly welcoming and friendly people. Very relaxing atmosphere and every restaurant or hotel we went to made every effort to make us feel comfortable.



Most Appealing Aspects – Guest House

1 41% Environment

2 38% Local people

3 36% Activities, attractions and entertainment



Most Appealing Aspects – Guest House

Beaches and sea clarity; new boardwalk at port Vila will be great improvement.

Quietness and relaxation of Santo, but also that there enough opportunities for activity and adventure doing things such as blue holes, diving and millennium cave. Great mixture of activity and relaxation.

The friendliness of the locals - so nice to stop and have a chat to people who are genuinely interested in hearing about yourself...not just a passing comment. The beauty of the Vila waterfront....just beautiful! And so many different eateries to choose from for a drink or a nibble. Loved all the parks and walkways too.



Most Appealing Aspects – Bungalows

-
- | Rank | Reason | Percentage |
|------|---|------------|
| 1 | Local people | 54% |
| 2 | Activities, attractions and entertainment | 37% |
| 3 | Environment | 33% |



Most Appealing Aspects – Bungalows

The most attracting is the gentle people. Everybody we met were just so kind and gentle. We had the feeling of being very safe amongst people.

The people were very friendly and helpful , especially the tour guide. He was funny helpful and took us to some places that were a bit different were not many of the tours go to and even brought us sweetcorn / coconuts and nuts on are trip.

The ocean and the surrounding beaches. The way the local residents cooperate to converse their marine life. The sea is a wondrous scenic, as in Epi and in Tanna. It is only the effect of the rising sea level and the dying coral reefs that is worrying.



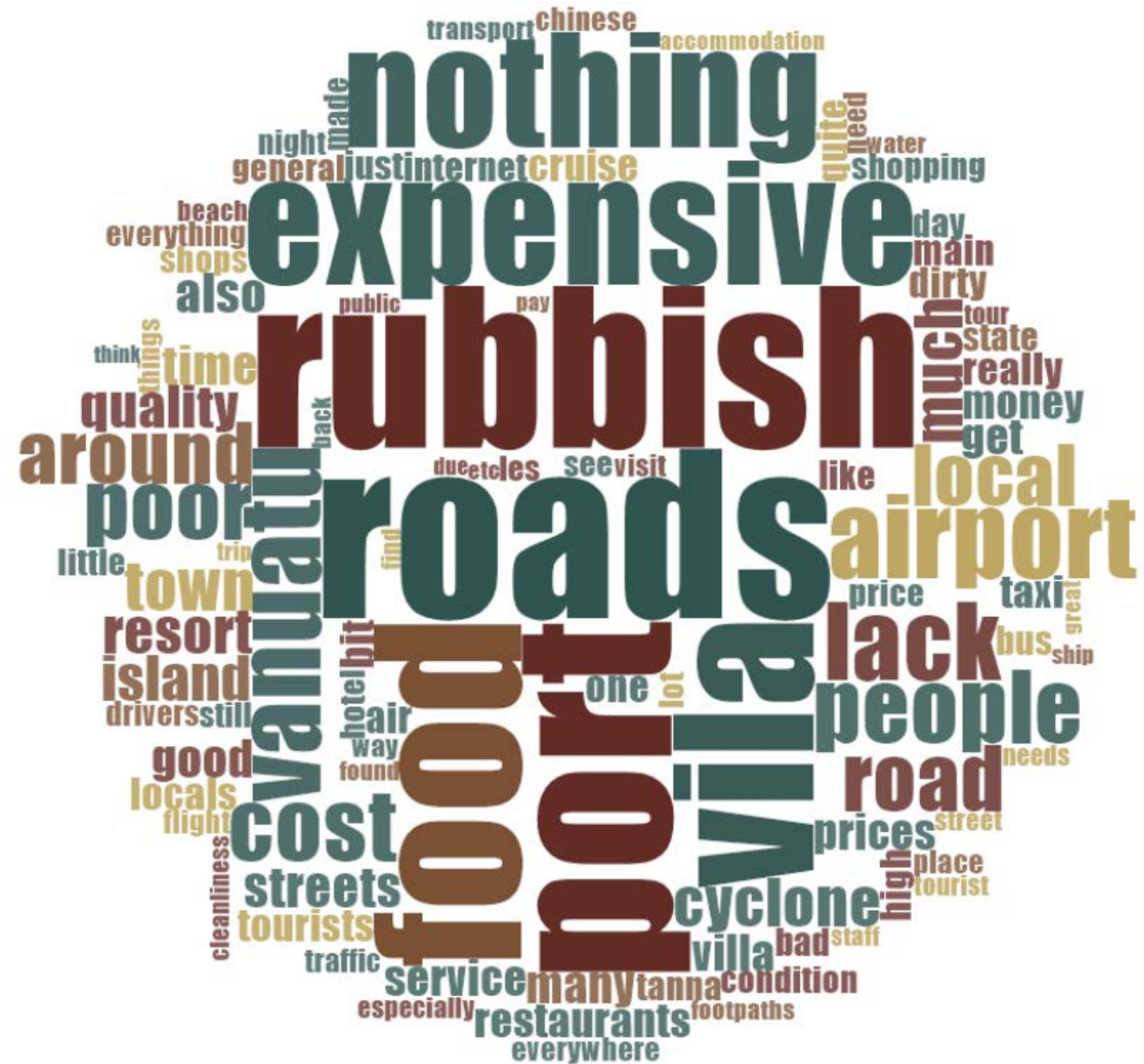
Top Least Appealing Aspects

Hotel	 32% Public services and facilities	 17% Rubbish cleanliness and natural environment care	 10% Price of goods and services	 10% Food and beverage
Corporate Hotel	 32% Public services and facilities	 16% Rubbish cleanliness and natural environment care	 13% Price of goods and services	
Resort	 29% Public services and facilities	 22% Rubbish cleanliness and natural environment care	 15% Price of goods and services	 12% Food and beverage
Major Resort	 28% Public services and facilities	 16% Rubbish cleanliness and natural environment care	 16% Price of goods and services	 16% Food and beverage
Boutique	 40% Public services and facilities	 15% Rubbish cleanliness and natural environment care	 8% Price of goods and services	
Motel	 26% Public services and facilities	 18% Rubbish cleanliness and natural environment care	 14% Price of goods and services	 10% Food and beverage
Self Contained	 34% Public services and facilities	 19% Rubbish cleanliness and natural environment care	 14% Price of goods and services	 13% Food and beverage
Guest House	 22% Public services and facilities	 16% Price of goods and services	 14% Rubbish cleanliness, natural environment care	 14% Local people standard of service
Island Bungalows	 25% Public services and facilities	 21% Price of goods and services	 15% Rubbish cleanliness and natural environment care	 14% Activities and attractions
Multi-type	 26% Public services and facilities	 21% Price of goods and services	 16% Rubbish cleanliness and natural environment care	 13% Food and beverage

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

Least Appealing Aspects – Hotel

-
- 1 32% Public services and facilities
- 2 17% Rubbish cleanliness and natural environment care
- 3 10% Price of goods and services



Least Appealing Aspects – Hotel

The disparity between the resources available to Ni-Vanuatans compared to resources available to tourists and expats.

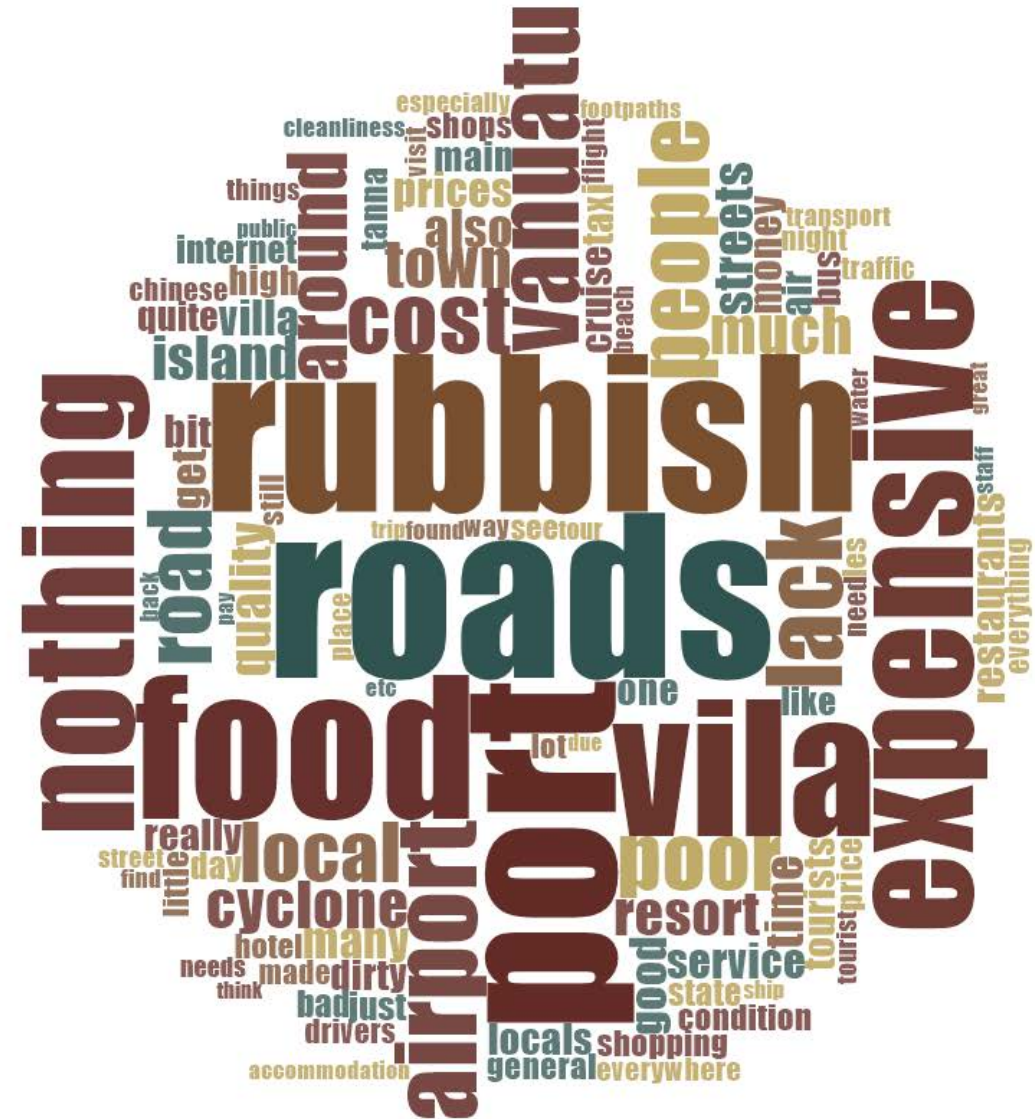
The state of the roads and lack of street signage. Very hard to work out where you are. Not being able to give an address when calling for a taxi when visiting friends.

The way the Municipality in Port Vila allows the natural landscape in town to be vandalised with massive excavations into hills and mountains destroying the vegetation, landscape and natural beauty of the place. It is a travesty. Also the diesel fumes from buses and vehicles is a serious problem. Walking around the town is now out of the question as diesel fumes are so bad that such an activity is a serious health threat. The town is becoming uglier each year. The massive advertising billboards all over the town are also incredibly ugly and unnecessary. Why doesn't anyone care about these issues considering tourism is a major source of income for the country.



Least Appealing Aspects – Corporate Hotel

-
- A large, curved swimming pool with a wooden deck and lounge chairs, overlooking a body of water and a building under a blue sky with clouds.



Least Appealing Aspects – Corporate Hotel

Limited variety & low standard food outlets. Overcrowding by other tourists, especially from cruise ships. Predominance of foreign owners (especially Chinese) of most retail outlets fails to reflect the indigenous people and their cultures.

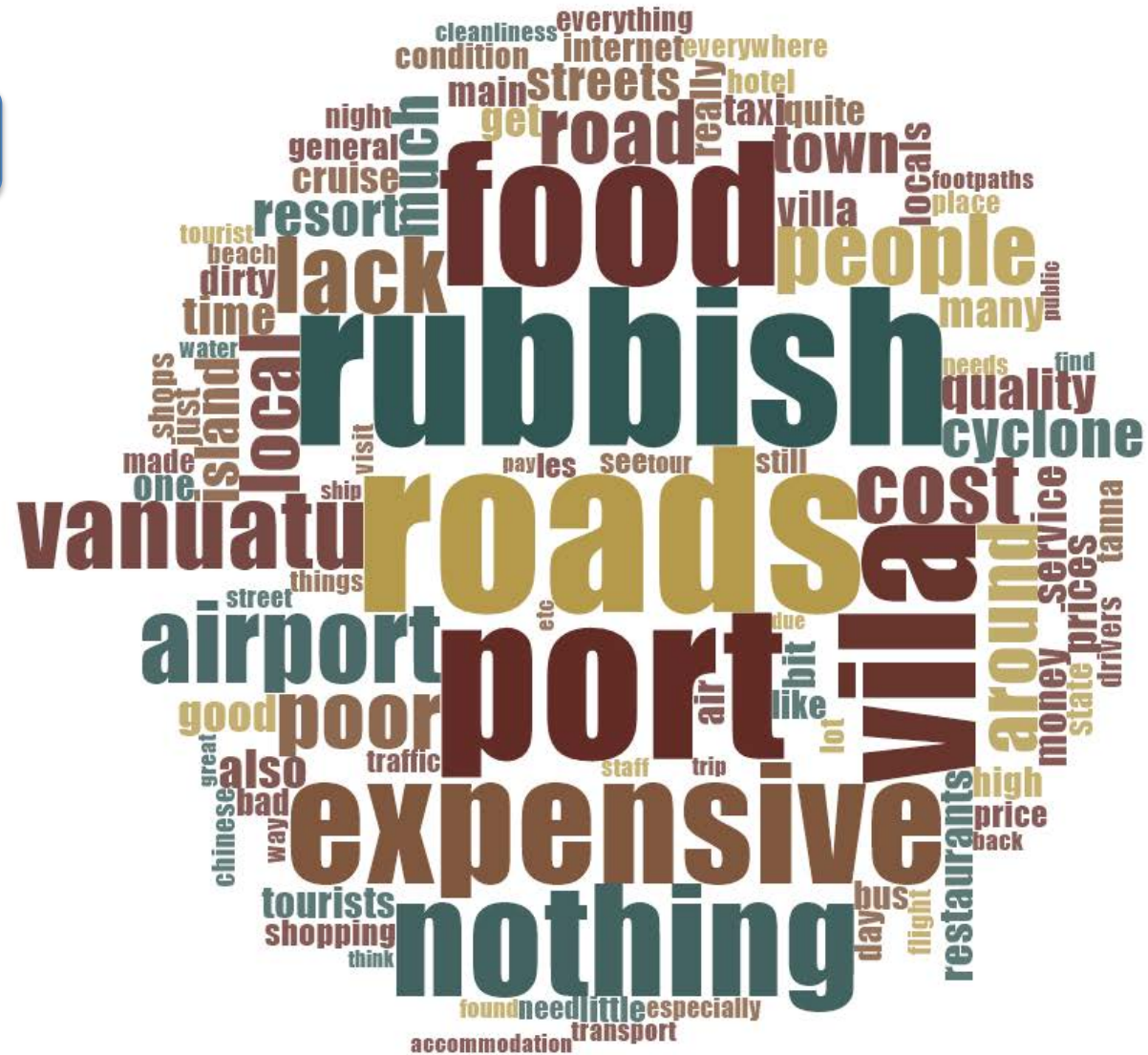
The damage by cyclone Pam was evident. Quality of service was not good in some places. Road congestion near the market and the wharves. Connection with internet was somewhat limited.

Apart from formal adventures there really is nothing else to do in PV itself. I realise they are working on the foreshore. Hopefully they will include nice open space and maybe some beach volleyball courts for visitors to mingle with each other.



Least Appealing Aspects – Resort

-
- 1 29% Public services and facilities
- 2 22% Rubbish cleanliness and natural environment care
- 3 15% Price of goods and services



Least Appealing Aspects – Resort

There was a lot of rubbish - quite dirty on the main island. Its a shame because if that was all maintained, it would be a much nicer place.

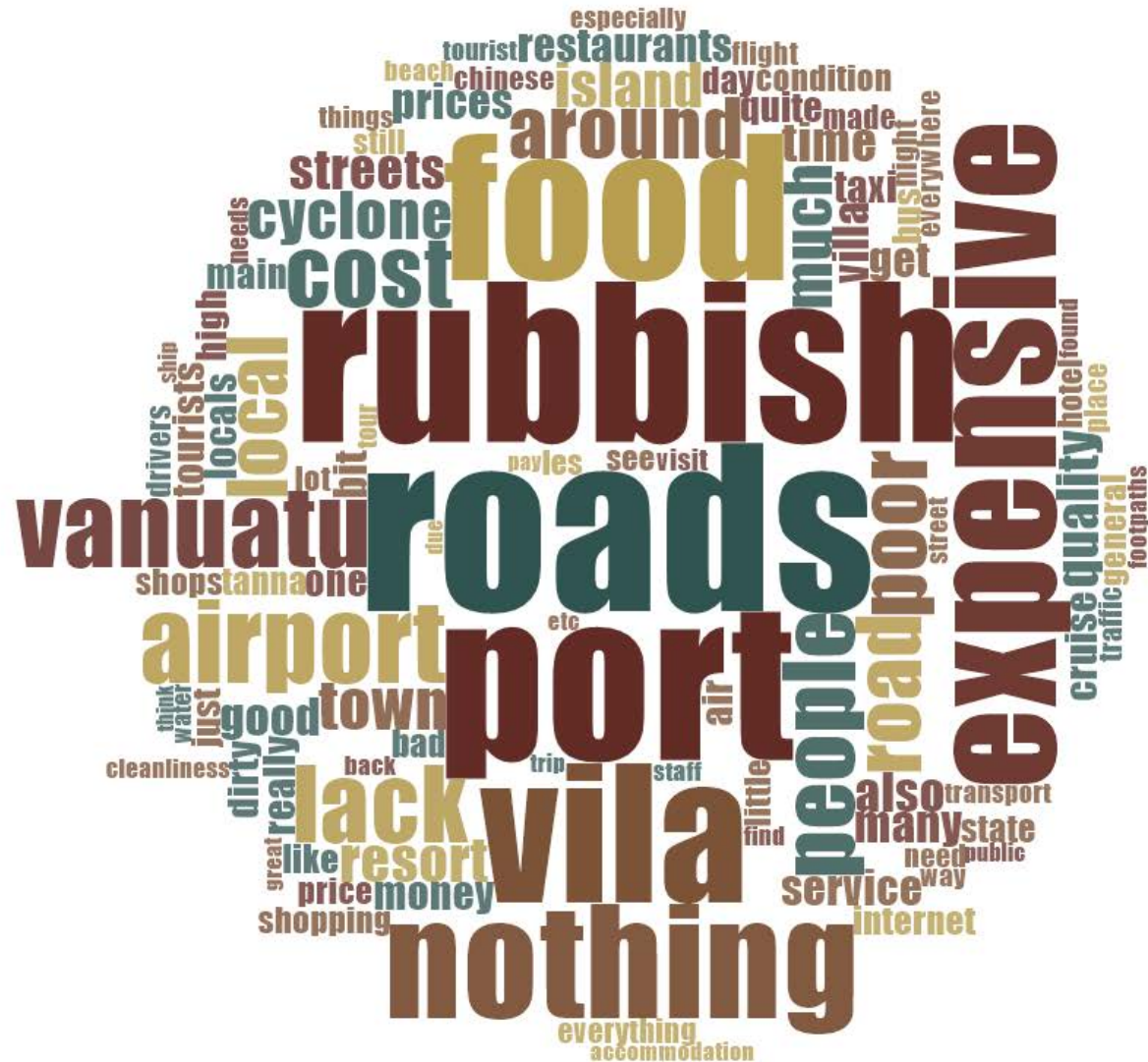
Port Vila. Finding out the poor people in the markets in Vila sleep there until they sell all their goods. Feeling bad being in lovely accommodations while some people have only very basic survival needs met.

The lack of local food in restaurants. It would be lovely to be able to buy locally cooked food in restaurants. We were fortunate to meet a lovely person who invited us to their home for Sunday lunch with family and asked we pay what we felt in out heats to give.



Least Appealing Aspects – Major Resort

- 
- | Rank | Reason | Percentage |
|------|--|------------|
| 1 | Public services and facilities | 28% |
| 2 | Rubbish cleanliness and natural environment care | 16% |
| 2 | Price of goods and services | 16% |
| 2 | Food and beverage | 16% |



Least Appealing Aspects – Major Resort

Bus drivers trying to take advantage of my skin colour by trying to charge more. I have been to Vanuatu several times now and am well aware of the bus fare rates.

State of footpaths makes it almost impossible to use a baby pram. Slippery surfaces after rain hazardous and a real danger of slipping.

It was very expensive. We weren't expecting Australian prices for everything. Our meals in the restaurant every night were costing us about \$100 per couple which took up most of our spending money. We were expecting cheap meals. We tried to find cheaper places to eat but it was a bit inconvenient to leave the resort every night with kids and getting them back late to bed at night. Next time we would go self-contained to cut the cost down and cook for ourselves. The international airport absolutely sucks. It is so hot, and they have tiny fans that do nothing, whilst you are standing in the line through customs for an hour - it's very uncomfortable. Not a very nice welcome to Vanuatu.



Least Appealing Aspects – Boutique

- 
- The infographic consists of three horizontal bars of increasing length, each preceded by a brown octagonal icon containing a white number. The bars are dark teal with a slight gradient and a drop shadow. The text is white and sans-serif.
- | Rank | Reason | Percentage |
|------|--|------------|
| 1 | Public services and facilities | 40% |
| 2 | Rubbish cleanliness and natural environment care | 15% |
| 3 | Price of goods and services | 8% |



Least Appealing Aspects – Boutique

Quality of the local roads as they need improvement on the way to Eratap. We could see road works happening in town therefore can assess this is happening and is understandably slow since Cyclone Pam.

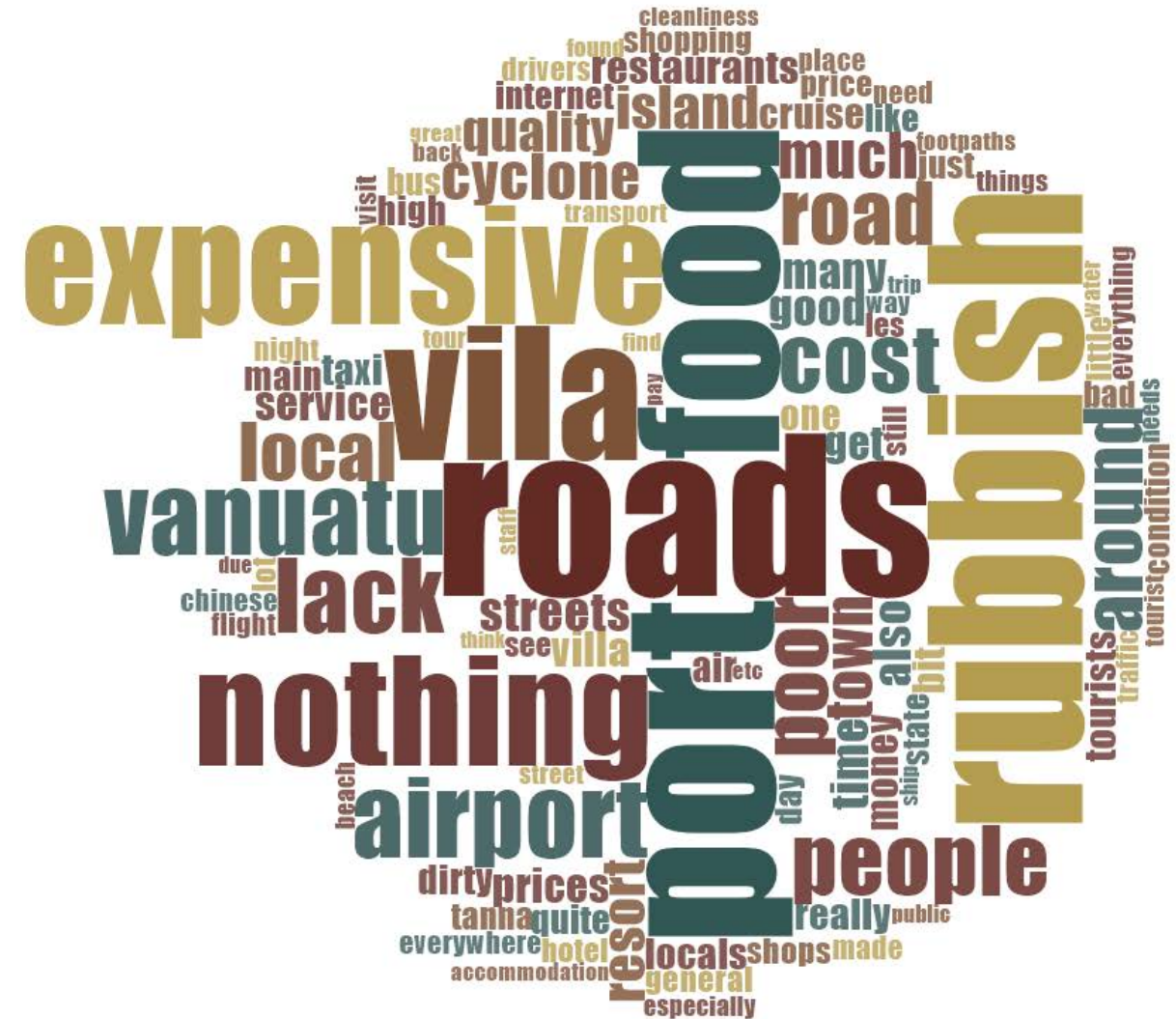
On arrival it took an hour to get through customs. There were initially three men at the desks. Two for tourists and one for locals. When the six locals had been processed, that man disappeared instead of helping process the tourists. It was a very disappointing start to our holiday.



Travel on the roads, poor up keep of roads and the poor safety in regard to safety on and around vehicles. That is manner of driving and locals riding on back of trucks and utes. People walking on road as cars zoom along.

Least Appealing Aspects – Motel

-
- 1 26% Public services and facilities
- 2 18% Rubbish cleanliness and natural environment care
- 3 14% Price of goods and services



Least Appealing Aspects – Motel

The amount of high calorie food on the shelves of the supermarkets - Milo, Breakfast drinks, biscuits/cookies and twisties are not a wide range of food and it is shocking to see that these food are mainly endorsed/funded.

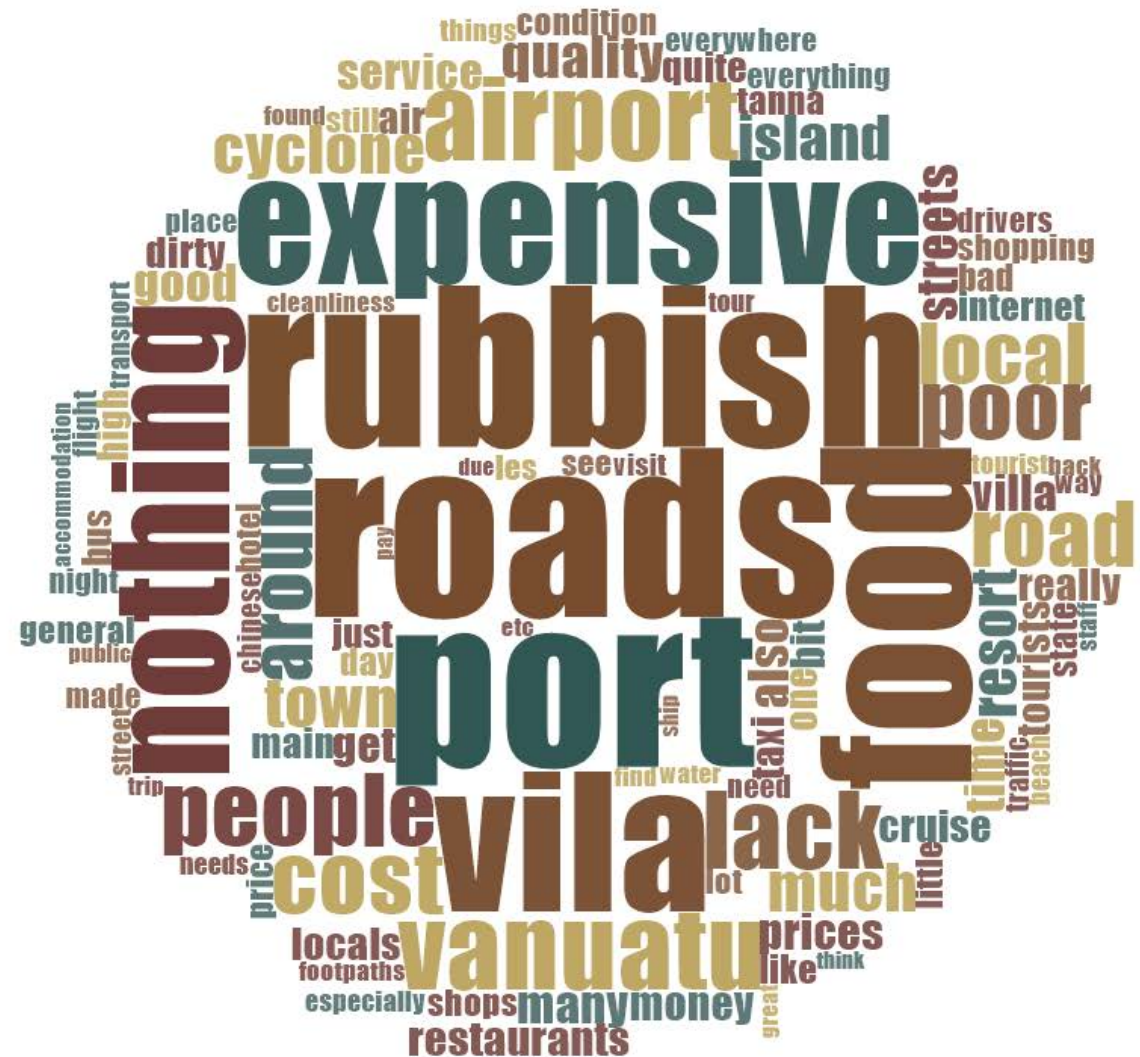
They need to do two things - fix the pot holes in Vila as they are not safe; and pick up the rubbish and clean it up. When I speak to people off the cruise ships they are there for just one day and this is all they see. First impressions are that it looks like a dump when it has so much more to offer.

I have travelled and worked in Vanuatu for numerous years and I can always so surprised at the lack of sufficient attentive service of hotel staff in particular. Given that tourism is a major industry this really needs to be improved. Ni-Vanuatu people are kind and happy people however this warmth and attention to service is very much lacking and to be honest I don't quite understand this.



Least Appealing Aspects – Self-contained

-
- 1 34% Public services and facilities
- 2 19% Rubbish cleanliness and natural environment care
- 3 14% Price of goods and services



Least Appealing Aspects – Self-contained

The lack of locally made products and souvenirs. I can purchase Chinese products at home. when I travel I like to purchase locally made items. This is the first time I have been disappointed in local shopping.

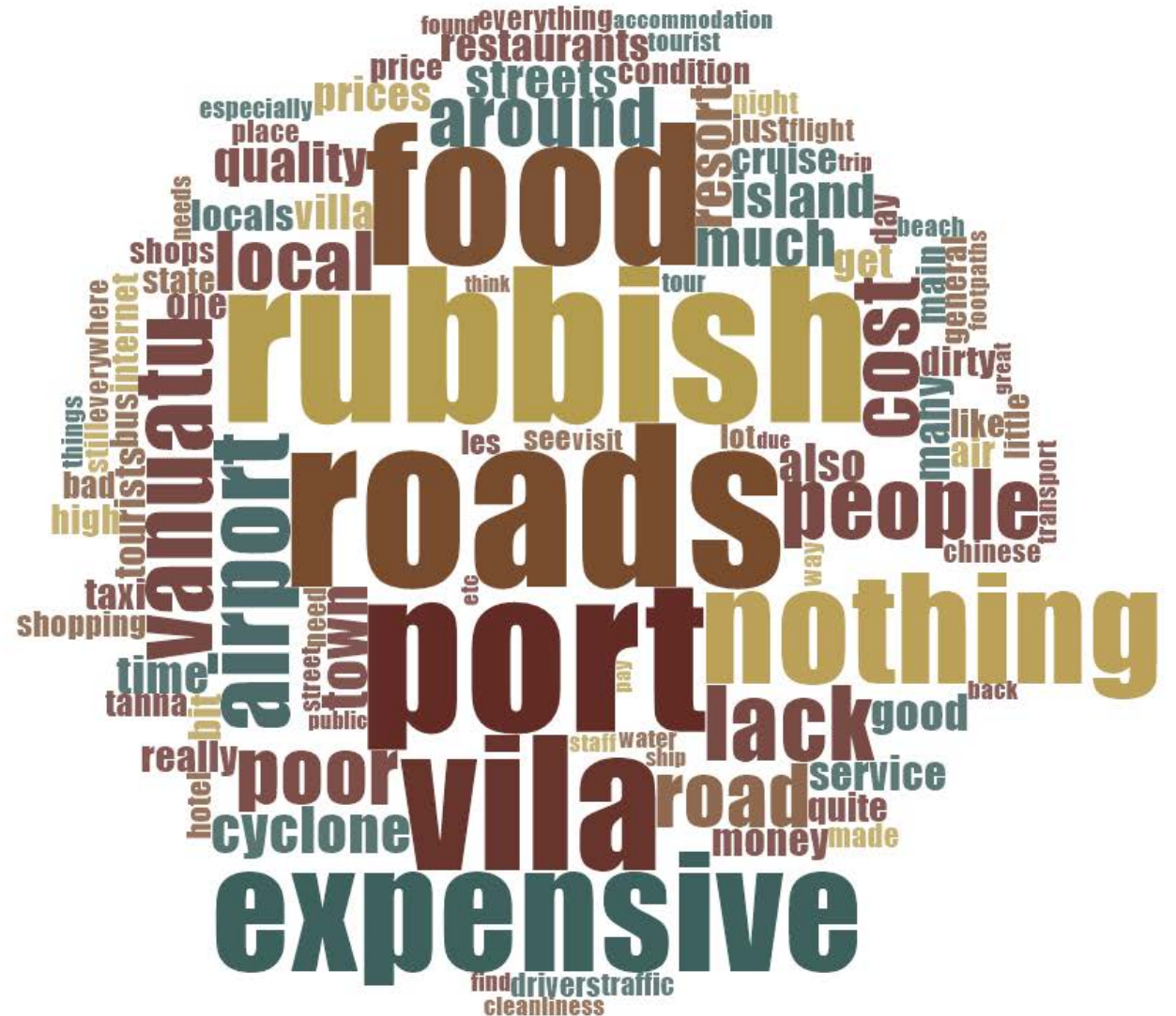
The airport is really, really bad. Two planes arrived at the same time and only one person on the immigration processing desk. There were children and older people who had to stand in line in the heat. On leaving the toilets inside immigration were blocked. The airport needs to be sorted out now!



The poorly maintained roads and footpaths; there are open holes in dangerous locations. Walking at night is very dangerous as you cannot see these holes. The service at the airport is very slow on arrival and departure, with the number of passengers this really could be improved. There were only two customs officers on arrival, however four stations.

Least Appealing Aspects – Guest House

-
- | Rank | Reason | Percentage |
|------|--|------------|
| 1 | Public services and facilities | 22% |
| 2 | Price of goods and services | 16% |
| 3 | Rubbish cleanliness and natural environment care | 14% |
| 3 | Local people and standard of service | 14% |



Least Appealing Aspects – Guest House

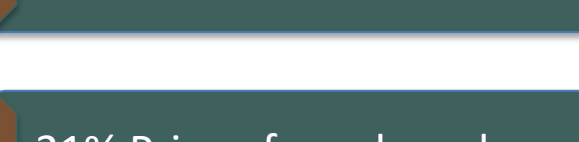
Rubbish lying round streets in Port Vila. Rats at night in accommodation.

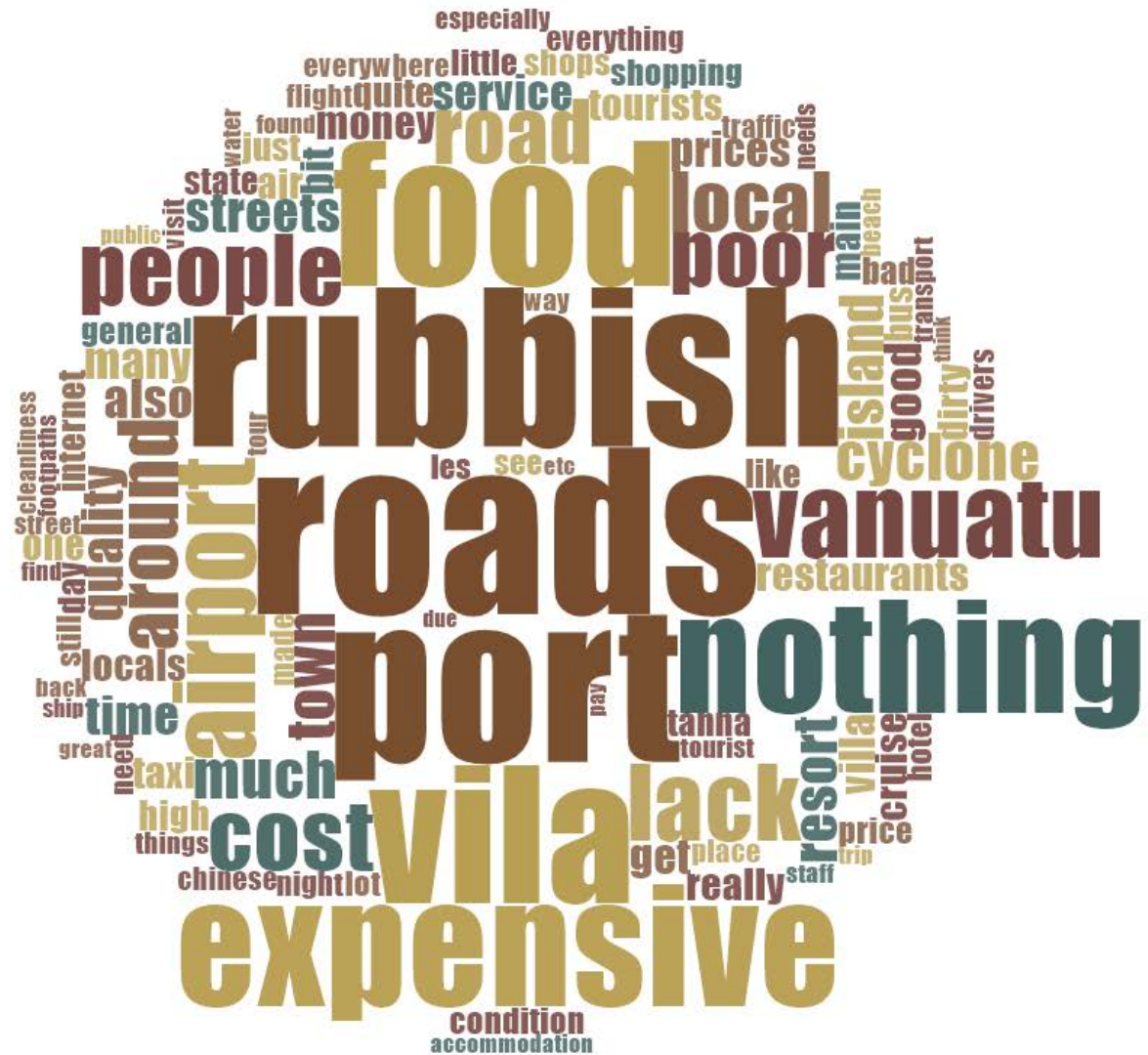
Disappointing level of local products and markets within Luganville. Full of Chinese clothing shops and no locally produced clothing shops/markets etc.

Groups of men with bush knives stopping our car and demanding money at hog harbour intersection with road to champagne beach. Their pretence was a toll but we were going to the beach and had to pay the land owner for beach access (which is one as with an attraction on private land) but tolls on a public road was not ok and a road they did not own. The practice of tolling through the village (not cool but seemingly tolerated by police) seems to have left hog harbour men with the entitled belief they could use stand over tactics to get money for crossing their neighbours land as well. Developing a poor respect of visitors as wallets to be taxed.



Least Appealing Aspects – Bungalows

- 
- A horizontal bar chart with three bars of increasing length from top to bottom. Each bar is dark blue with a lighter blue arrow-like shape at its left end. The bars are numbered 1, 2, and 3 from top to bottom. The text for each bar is white and positioned to the right of the arrow shape.
- | Rank | Reason | Percentage |
|------|--|------------|
| 1 | Public services and facilities | 25% |
| 2 | Price of goods and services | 21% |
| 3 | Rubbish cleanliness and natural environment care | 15% |



Least Appealing Aspects – Bungalows








































We were robbed. More than \$2000USD worth of cash and goods were stolen from us. No one cared. The police did nothing to help.

Having to pay entrance fee for nearly everything that is considered beautiful and natural resources

There is far too much rubbish in the streets and landscape. It is a pity, because it tends to attract more rubbish. A higher level of awareness on this issue might reduce the problem. Mobilizing the civil community might be possible. It is a pity that it is so expensive to visit MT Yasur. And furthermore as it seems that the profit doesn't benefit the local population who are the ones that have to live with the risk and the unhealthy fumes from the volcano. This is unfair.



Suggestions for Improvement

Hotel	 38% Public services and infrastructure  11% Flights  11% Environment  11% Local people and standard of service  11% Entertainment/activities/transport
Corporate Hotel	 43% Public services and infrastructure  12% Entertainment/activities/transport  11% Charges/entrance fee/value for money  10% Accommodation
Resort	 33% Public services and infrastructure  15% Food quality and price  12% Entertainment/activities/transport  10% Environment
Major Resort	 33% Public services and infrastructure  19% Food quality and price  10% Accommodation
Boutique	 40% Public services and infrastructure  21% Flights  11% Food quality and price  10% Entertainment/activities/transport
Motel	 39% Public services and infrastructure  11% Entertainment/activities/transport  10% Flights  10% Environment  10% Charges/entrance fee/value for money
Self Contained	 37% Public services and infrastructure  14% Food quality and price  10% Charges/entrance fee/value for money
Guest House	 32% Public services and infrastructure  20% Charges/entrance fee/value for money  16% Entertainment/activities/transport
Island Bungalows	 37% Public services and infrastructure  17% Charges/entrance fee/value for money  16% Flights  12% Entertainment/activities/transport
Multi-type	 30% Public services and infrastructure  15% Charges/entrance fee/value for money  14% Flights  13% Entertainment/activities/transport

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

Visitors Profiles with Different Types of Accommodation

Hotel	Corporate Hotel	Resort	Major Resort	Boutique
<ul style="list-style-type: none"> • More Australian visitors • Mostly visit for business purpose • More aged 50-59 • More likely to be not satisfied with overall value for money and facilities of the accommodation • More satisfied with visitor information 	<ul style="list-style-type: none"> • More visitors from NC and other Pacific • More for business and conference • More aged 60-69 • Stay shortest (7 nights) • More likely to use previous visits to find out about Vanuatu and plan the trip • Business and conference are influential factors • Most likely to purchase the trip by others • Lower satisfaction with overall experiences • Higher willingness to return • More satisfied with restaurants • Highly regard food and beverage as the most appealing factor • More likely to suggest improving public services 	<ul style="list-style-type: none"> • More NZ visitors • More for holiday and wedding purpose • More likely to take Air Vanuatu • Lowest spend per trip (\$1406 per trip) • More likely to use travel agent to find about about Vanuatu and plan the trip • More satisfied with the level of service of the accommodation • More satisfied with restaurants, , visitor information, taxi, buses and other ground transport • Highly regard local people as the most appealing factor • Highly regards rubbish and cleanliness as the least appealing factor 	<ul style="list-style-type: none"> • More Australian Visitors • More aged 40-49 • More likely to use travel agent to find about Vanuatu and plan the trip • More likely to purchase the trip through travel agent • Lowest willingness to return • More satisfied with visitor information • Highly regard accommodation, food and beverage as the least appealing factor • More likely to suggest improving the quality and price of the food and beverage 	<ul style="list-style-type: none"> • More holiday and honeymoon visitors • More aged 50-59 • Highest income • More likely to take Virgin Australia • Highest expenditure (\$2162 per trip and \$291 per person per day) • More likely to use general website to find out about Vanuatu and plan the trip • Influential factors are quiet and relaxing atmosphere, accessible, beach, and water-based activities • More likely to purchase the trip by themselves • Higher level of satisfaction with accommodation • More satisfied with general quality of services, visitor information, value for money, internet and phone, and rubbish collection • Highly regard atmosphere, level of service, and accommodation as most appealing factors • Highly regard public services as the least appealing factor • More likely to suggest improving flights services

Visitors Profiles with Different Types of Accommodation

Motel	Self-contained	Guest House	Island Bungalows	Multi-type
<ul style="list-style-type: none"> • More other Pacific visitors • More volunteering and conference purpose • More aged 18-29 • Lowest income • More likely to take Fiji Airways • Friend and family is influential factor • Not satisfied with accommodation facilities • More satisfied with taxi, buses and other ground transport, handicraft, and general shopping experiences • Highly regard local people as the most appealing factor 	<ul style="list-style-type: none"> • More NZ visitors • More wedding purpose • More stayed in Malekula • Fishing is influential factor • Spend more on supermarkets • Highly regard public services as the least appealing factor 	<ul style="list-style-type: none"> • More education purpose • More aged 18-39, and 80+ • More visited Ambrym • More likely to find out about Vanuatu and plan the trip through friends and family • More like to use social media to plan the trip • Influential factors are having friends and family in Vanuatu • Spend more on domestic flights, taxi/bus/car rentals, and supermarket • Lowest satisfaction with overall experience • More satisfied with variety of things to see and do, and local handicraft • Highly regard environment as the most appealing factor • Highly regard local people, shops as least appealing factors • More likely to suggest improving charges, entrances fees 	<ul style="list-style-type: none"> • More long haul visitors • More for Visiting friends or family • More likely to take Air Vanuatu • Longest stay (11 nights) • More likely to visit outer islands, especially Tanna • Lowest spend per person per say (\$140) • Spend more on domestic flights • More likely to plan the trip through friends and family • Culture and history, natural attractions, friend and family are influential factors • More likely to book the tip by themselves • Not satisfied with facilities and value for money of the accommodation • More satisfied with variety of things to see and do • Highly regard local people, activities, attractions, culture and history as most appealing factors • Highly regard price of goods and services, activities and attractions as least appealing factors 	<ul style="list-style-type: none"> • More likely to take Air Vanuatu • More likely to visit outer islands, especially Santo and Tanna • Spend more on domestic flights and tours • More likely to use general website and Vanuatu website to plan the trip • More satisfied with variety of things to see and do • Highly regard activities, attractions, as most appealing factors • Highly regard price of goods and services as least appealing factors

THANK YOU



Simon Milne

simon.milne@aut.ac.nz

www.nztri.org.nz

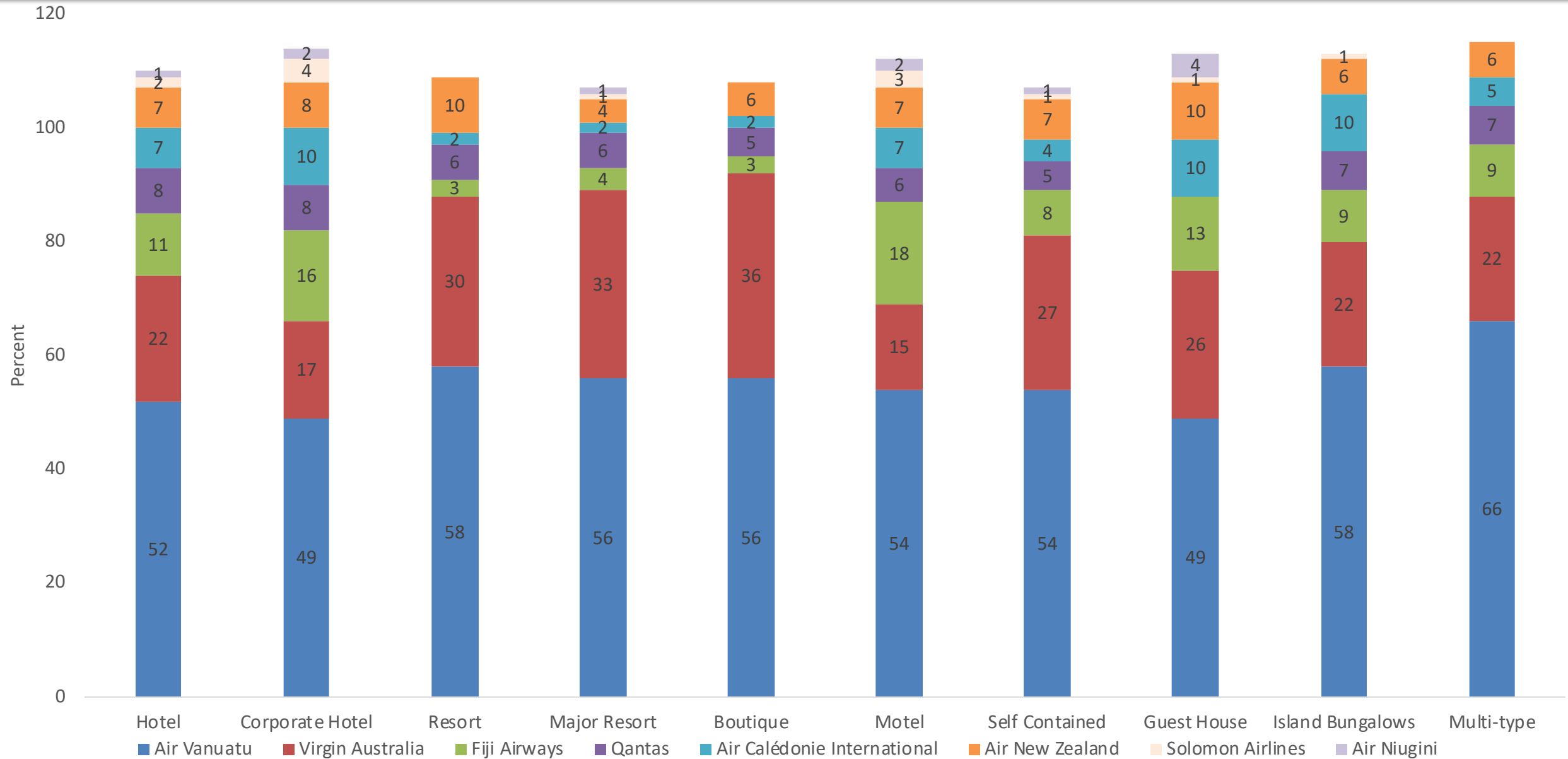
Authors: Simon Milne, Mindy Sun, Anna Addison

The views expressed in this publication do not necessarily reflect those of the New Zealand Government.



SUMMARY TABLES AND ADDITIONAL MATERIALS

Airlines Used



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

Length of Stay on Each Island (Nights)								
	Efate (Port Vila)	Espiritu Santo	Tanna	Malekula	Ambrym	Pentecost	Erromango	Other
Hotel	6.3	6.8	3.5	5.6	4.5	6.8	4.7	8.2
Corporate Hotel	6.4	9.4	6.8	4.0	4.5	3.0	3.0	5.2
Resort	7.2	6.6	2.7	3.9	2.1	4.6	4.0	5.8
Major Resort	7.1	4.8	2.8	4.6	2.4			5.5
Boutique	7.1	5.2	2.2	2.0	2.0	1.0		5.8
Motel	8.0	8.2	5.9	4.9	6.6	7.0		7.3
Self Contained	8.3	8.0	3.5	9.8	5.0	4.0	5.0	4.9
Guest House	7.6	6.6	6.4	8.4	5.0	2.0	4.0	14.2
Island Bungalows	7.4	5.6	3.1	4.2	5.3	7.0		6.6
Multi-type	6.0	5.5	3.0	5.1	4.8	4.2	4.2	5.9

Expenditure by Accommodation Types										
	Hotel	Corporate Hotel	Resort	Major Resort	Boutique	Motel	Self Contained	Guest House	Island Bungalows	Multi-Type
Average Spend Prior to arrival										
Per Person - Whole Trip	\$1304	\$1295	\$1176	\$1337	\$2052	\$1216	\$1221	\$1097	\$1228	\$1539
Flowing into local economy - Estimated 62.5% of the pre-paid spend flows into the Vanuatu economy										
Per Person - Whole Trip	\$815	\$809	\$735	\$836	\$1,282	\$760	\$763	\$686	\$767	\$962
Per Person per Day	\$115	\$115	\$96	\$118	\$173	\$79	\$94	\$81	\$70	\$93
Length of stay (nights)	7.1	7.0	7.7	7.1	7.4	9.6	8.1	8.5	11.0	10.5
Average Local Spend										
Per Person - Whole Trip	\$845	\$794	\$671	\$620	\$880	\$687	\$729	\$904	\$772	\$979
Per Person per Day	\$119	\$113	\$88	\$88	\$118	\$72	\$90	\$106	\$70	\$95
Total spend flowing into Vanuatu economy – Whole Trip	\$1,660	\$1,603	\$1,406	\$1,456	\$2,162	\$1,447	\$1,492	\$1,590	\$1,540	\$1,940
Total spend flowing into Vanuatu economy – Per Day	\$234	\$229	\$184	\$206	\$291	\$151	\$184	\$187	\$140	\$188

How did you find out about Vanuatu as a destination?								
	Previous visits	Friends / family	Travel agent / brochures	General travel websites (e.g. Trip Advisor)	Vanuatu Travel website (http://vanuatu.travel)	Television or radio programmes	Social media (Facebook, Twitter etc)	Magazine and newspaper articles
Hotel	41	32	10	9	3	2	2	1
Corporate Hotel	45	31	8	8	3	2	2	1
Resort	27	33	15	15	3	2	2	3
Major Resort	29	30	16	14	3	2	2	4
Boutique	29	29	11	22	3	2	2	3
Motel	39	41	2	9	2	3	3	2
Self Contained	34	38	8	13	2	2	2	2
Guest House	12	64	3	13	4	1	3	
Island Bungalows	19	56	3	11	1	5	3	
Multi-type	25	37	11	15	3	4	3	3

Importance of Sources Used for Planning									
	Previous Vanuatu visits	Friends/family	General travel websites (e.g. Trip Advisor)	Travel agent/travel brochures	Vanuatu Tourism website (Vanuatu.travel)	Other sources	Social media (Facebook, Twitter etc)	Magazine and newspaper articles	Television or radio programmes
Hotel	42	37	34	23	22	12	8	3	1
Corporate Hotel	46	36	27	24	15	14	7	2	1
Resort	28	36	48	33	29	7	8	4	1
Major Resort	29	34	44	37	24	7	8	5	1
Boutique	28	28	56	24	26	6	8	5	1
Motel	40	49	32	12	21	18	10	4	2
Self Contained	34	46	43	21	26	8	10	5	2
Guest House	19	68	41	21	28	12	16	6	
Island Bungalows	21	62	40	16	16	13	12	3	
Multi-type	27	39	53	29	33	14	12	6	3

Influential Factors of Choosing Vanuatu											
	Quiet and relaxing atmosphere	Accessible	Culture and history	Affordable	Nature attractions / volcano / eco tourism / photography	Beaches and swimming	Snorkelling and diving	Food	Business or conference	Friends and family in Vanuatu	Fishing
Hotel	3.4	3.1	3.1	3.0	3.0	2.9	2.7	2.5	2.5	2.3	1.6
Corporate Hotel	3.1	2.9	3.0	2.8	2.7	2.7	2.4	2.5	2.9	2.4	1.5
Resort	4.0	3.6	3.3	3.5	3.3	3.7	3.4	2.6	1.3	1.8	1.5
Major Resort	3.9	3.7	3.2	3.5	3.2	3.6	3.2	2.6	1.6	1.7	1.6
Boutique	4.4	3.8	3.2	3.4	3.3	3.9	3.7	2.8	1.1	1.6	1.6
Motel	3.2	3.1	3.3	3.0	3.2	3.0	2.8	2.5	2.4	2.9	1.7
Self Contained	3.7	3.4	3.2	3.2	3.1	3.3	3.0	2.5	2.0	2.4	1.8
Guest House	3.7	3.1	3.4	3.1	3.5	3.5	2.9	2.6	1.6	2.9	1.6
Island Bungalows	3.2	2.6	3.6	2.5	4.0	3.3	3.1	2.1	1.4	2.9	1.5
Multi-type	3.4	3.0	3.5	2.9	4.0	3.4	3.4	2.3	1.5	1.9	1.5

Degree of Satisfaction with Services										
	General quality of service	Variety of things to see and do	Taxis / car / bus / car rental / ground transportation	Restaurants, cafes, bars and evening entertainment	Local handicrafts / artwork	Visitor information in Vanuatu (including signage)	Value for money	Internet and phone availability, cost and coverage	General shopping opportunities	Rubbish collection and general cleanliness
Hotel	3.9	3.9	3.8	3.7	3.6	3.6	3.5	3.3	3.2	3.1
Corporate Hotel	3.9	3.8	3.8	3.8	3.6	3.5	3.5	3.2	3.3	3.2
Resort	4.1	4.1	4.0	3.8	3.5	3.6	3.6	3.2	3.2	3.1
Major Resort	4.0	4.0	3.9	3.7	3.6	3.6	3.6	3.1	3.2	3.2
Boutique	4.2	4.1	3.6	3.7	3.4	3.6	3.8	3.5	3.0	3.4
Motel	3.9	4.0	4.0	3.7	3.7	3.5	3.5	3.2	3.4	3.1
Self Contained	3.9	3.9	3.8	3.7	3.5	3.5	3.5	3.3	3.2	3.1
Guest House	3.9	4.2	3.7	3.6	3.7	3.5	3.5	3.0	3.1	3.1
Island Bungalows	3.9	4.2	3.6	3.6	3.6	3.4	3.3	3.1	3.1	3.0
Multi-type	4.0	4.3	3.8	3.7	3.6	3.5	3.5	3.2	3.2	3.2

Most Appealing Aspects										
	Hotel	Corporate Hotel	Resort	Major Resort	Boutique	Motel	Self Contained	Guest House	Island Bungalows	Multi-type
Local people	50	48	54	51	43	54	50	38	54	48
Environment	32	27	31	31	37	30	31	41	33	38
Activities, attractions, and entertainment and events	27	26	30	28	24	30	29	36	37	46
Atmosphere	12	12	17	19	25	10	16	7	4	9
Food and Beverage	9	13	7	7	4	11	8	7	4	6
Culture and history	6	7	7	5	6	9	4	9	11	8
Level of service	5	3	5	5	7	4	3	4	4	4
Accommodation	5	4	7	11	20	5	6	9	3	5
Safety	3	2	3	3	2	2	3		1	2
Convenience	2	3	4	4	4	3	3	2	1	2
Cyclone Pam	2	4	1	1	1	2	2		1	1
Uncommercial	1	0	1	1	3	2	2	2	1	2
Overall good experience	1	1	3	3	2	2	2		1	2
Value for money	1	0	1	1	0	2	1	2		1

Least Appealing Aspects										
	Hotel	Corporate Hotel	Resort	Major Resort	Boutique	Motel	Self Contained	Guest House	Island Bungalows	Multi-type
Public services and facilities	32	32	29	28	40	26	34	22	25	26
Rubbish cleanliness and natural environment care	17	16	22	16	15	18	19	14	15	16
Price of goods and services	10	13	15	16	8	14	14	16	21	21
Food and beverage	10	9	12	16	7	10	13	12	7	13
Attractions and activities	8	8	9	8	6	7	7	10	14	11
Local people standard of service	7	5	7	8	6	7	9	14	6	8
Shops	6	6	5	6	4	6	5	10	3	4
Accommodation	5	4	4	7	3	3	4	4	3	7
Cyclone Pam	4	4	3	2	4	3	4		1	2
Flight related issues	4	2	2	2	4	3	3	6	10	6
Social divide and social issues	3	4	5	4	4	5	5	6	5	5
Safety related issues	3	2	2	2	2	4	2	2	3	2
Bus/Taxi/Rental cars/scooters	3	2	3	4	2	3	3	4	3	5

Suggestions for Improvement

	Hotel	Corporate Hotel	Resort	Major Resort	Boutique	Motel	Self Contained	Guest House	Island Bungalows	Multi-type
Public services and infrastructure	38	43	33	33	40	39	37	32	37	30
Flights	11	6	8	6	21	10	9	12	16	14
Environment	11	9	10	7	7	10	9	8	11	8
Local people/standards of service	11	9	8	9	8	8	7	4	12	10
Entertainment/activities/transport	11	12	12	8	10	11	9	16	11	13
Accommodation	9	10	8	10	5	6	6	12	6	10
Food quality and price	8	8	15	19	11	5	14	8	2	12
Charges/entrance fee/value for money	7	11	9	9	5	10	10	20	17	15
Shopping experience	4	5	4	6	4	8	5	4	1	2
Safety	2	2	2	2	3	2	3		1	2
Weather	2	1	3	3	2	3	3		1	3
Cyclone Pam	1	1	1	1	1		0	4		0
Sickness	1	2	1	2	1		1		1	1

* Other reasons have not been included due to low percentages