

NIUE INTERNATIONAL VISITOR SURVEY

IVS INSIGHTS AND COVID RESPONSES

July – December 2022 Visitors



NEW ZEALAND
FOREIGN AFFAIRS & TRADE
MANATŪ AORERE

Key Notes

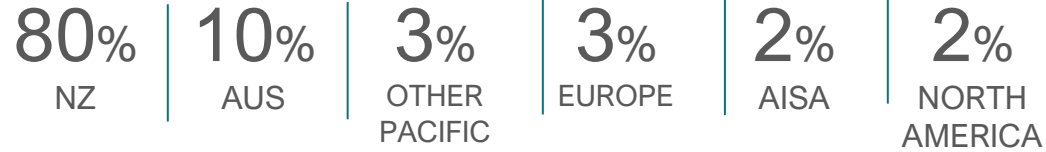
- IVS data from July to December 2022 are analysed to understand the visitor experience and gain insights into tourism recovery after the border reopening.
- The snapshot infographics contain key comparisons between the September 2019-March 2020 IVS data and the July to December 2022 data.
- The primary sections of the report include visitor profile and characteristics, decision-making, spending, satisfaction, and COVID-19 responses.
- All reports from the IVS are available at the [Pacific Tourism Data Initiative Resource Page](#)

SUMMARY OF KEY FINDINGS

Sep 2019-Mar 2020



COUNTRY OF ORIGIN



5%
Visitors are 70 years old or over.



3 ppl
Avg. number of travel companions.



69%
Visitors visited for the first time.



\$120,378
Average household income.



COUNTRY OF ORIGIN



9% ▲
Visitors are 70 years old or over.



3 ppl
Avg. number of travel companions.



59% ▼
Visitors visited for the first time.



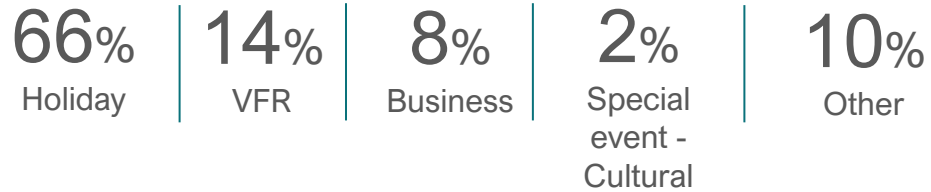
\$149,756 ▲
Average household income.

SUMMARY OF KEY FINDINGS

Sep 2019-Mar 2020



PURPOSE OF VISIT



4.6/5

Overall, visitors are very satisfied.



96%

Visitors are willing to recommend.



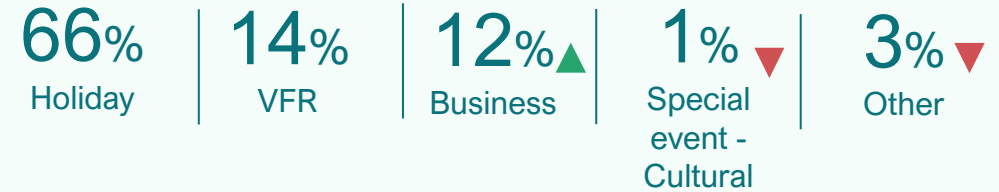
94%

Visitors are willing to return.

Jul-Dec 2022



PURPOSE OF VISIT



4.6/5 ▲

Overall, visitors are very satisfied.



96%

Visitors are willing to recommend.



92% ▼

Visitors are willing to return.

SUMMARY OF KEY FINDINGS

Sep 2019-Mar 2020

 PREPAID EXPENDITURE

 IN-COUNTRY SPEND

\$1,293

Prepaid per trip

\$106

In-country spend per day

40%

Flowing into local economy rate



x **8.0** nights
Average length of stay

\$517

Prepaid per trip

\$848

In-country spend per trip

 ECONOMIC IMPACT

\$1,365 per trip

\$171 per day

Jul-Dec 2022

 PREPAID EXPENDITURE

 IN-COUNTRY SPEND

\$1,709 ▲

Prepaid per trip

\$149 ▲

In-country spend per day

40%

Flowing into local economy rate



x **9.0** nights ▲
Average length of stay

\$683 ▲

Prepaid per trip

\$1,341 ▲

In-country spend per trip

 ECONOMIC IMPACT

\$2,024 per trip ▲

\$224 per day ▲

Report Structure



Visitor Profile



Visitor
Characteristics
& Preferences



Information &
Decision Making



Visitor Spending
& Impact



Visitor
Satisfaction

Respondents (JUL-DEC 2022)

Total number of e-mail invitations sent: **1,982**



Conversion rate of **35%**

Total number of responses: **685**

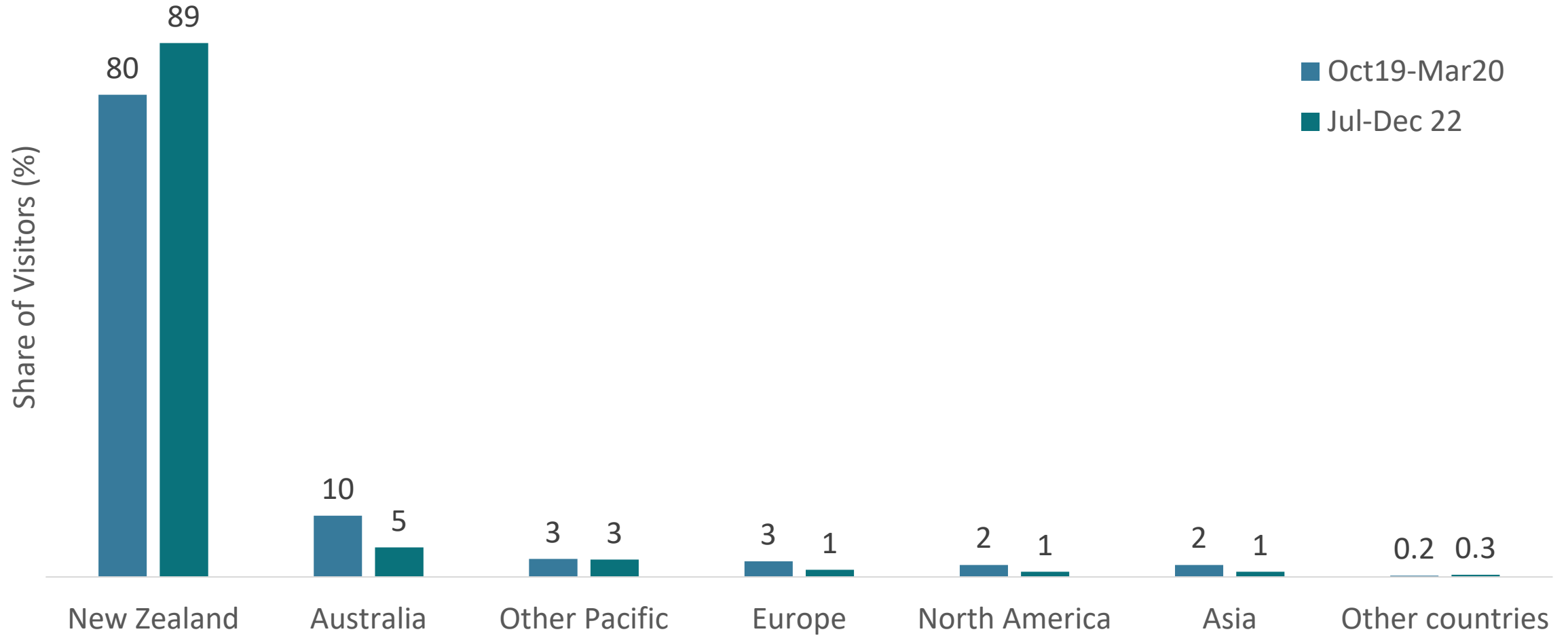


Responses cover a total of **1,051 adults** and **125 children**



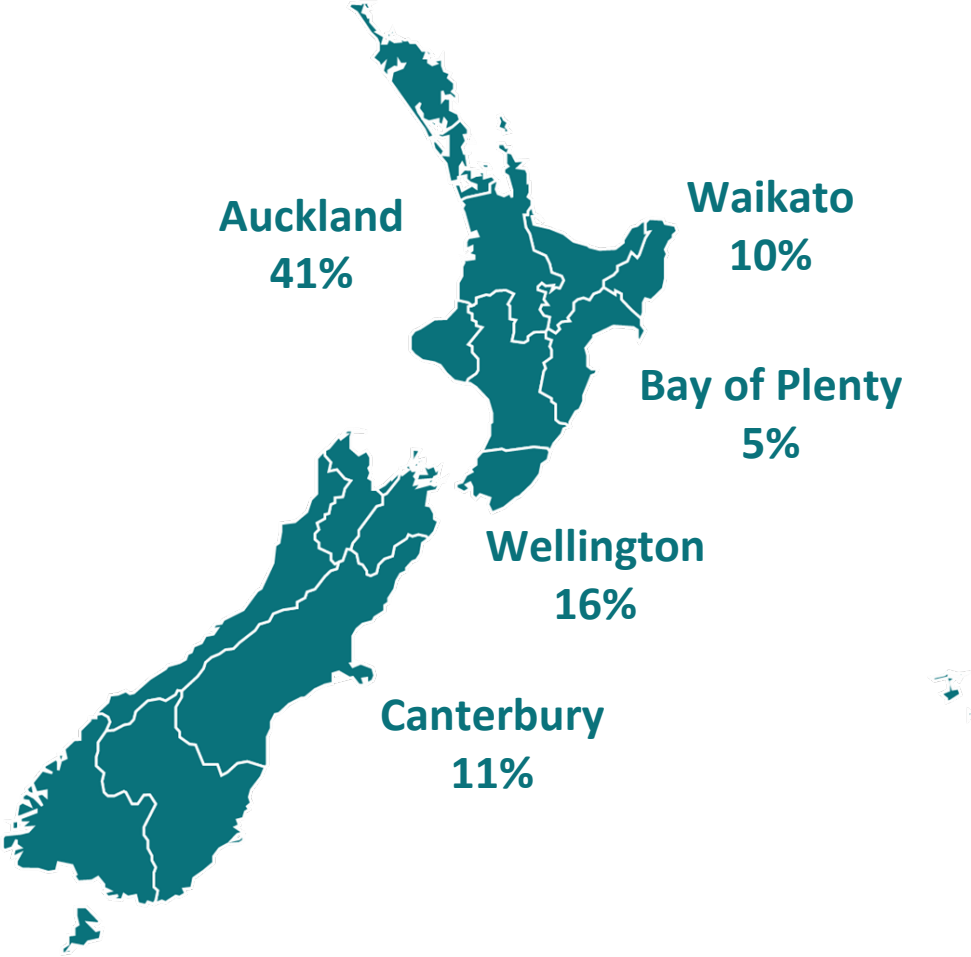
Note: The Response Covering Rate (responses/visitors during the period) is not calculated due to missing September arrival data.

Country of Origin



Note: Due to rounding, some totals do not sum to 100%

New Zealand Respondents - IVS Respondent Data

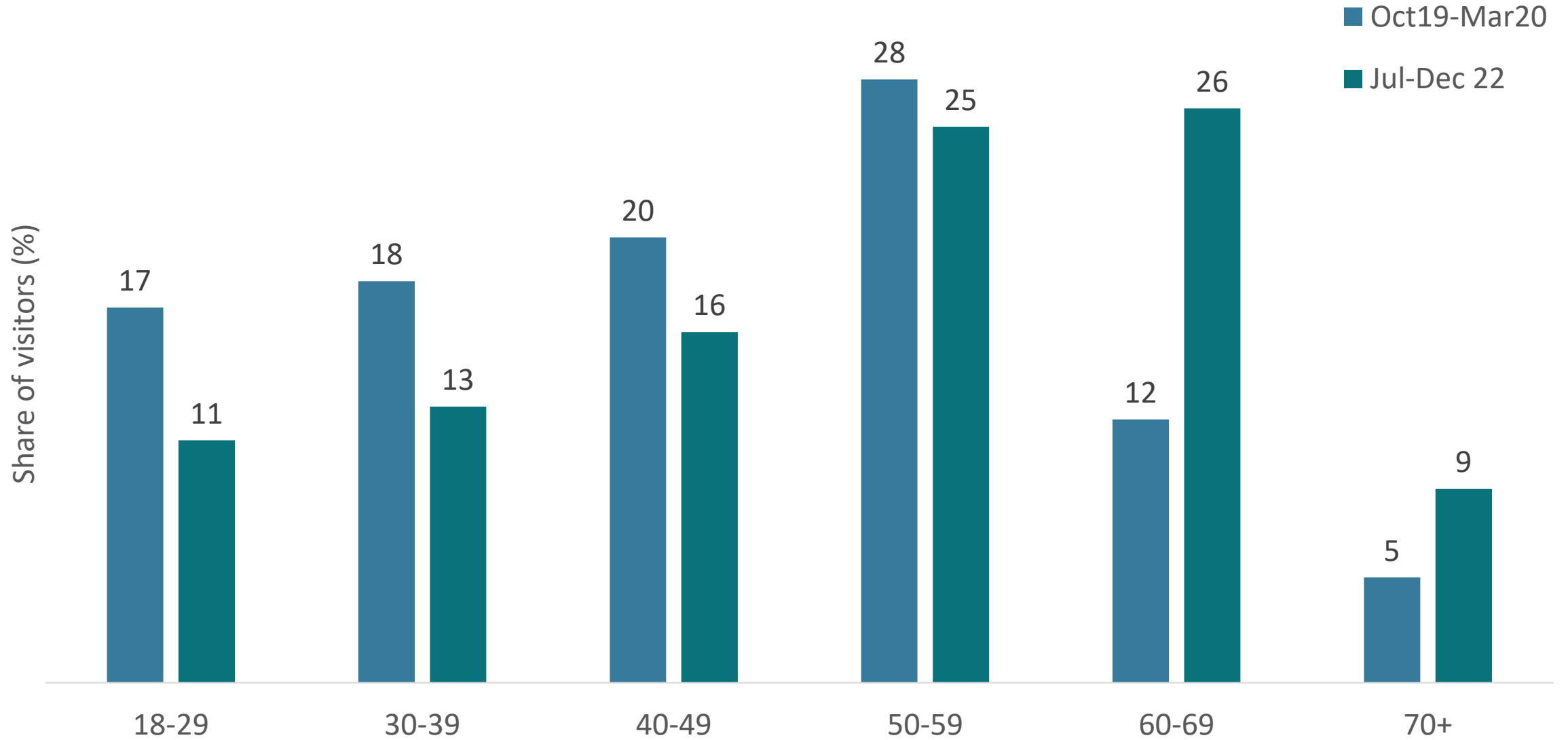


TOTAL
519
NZ VISITORS

Auckland, Waikato, Wellington, Canterbury, and Bay of Plenty make up **83%** of all New Zealand visitor arrivals

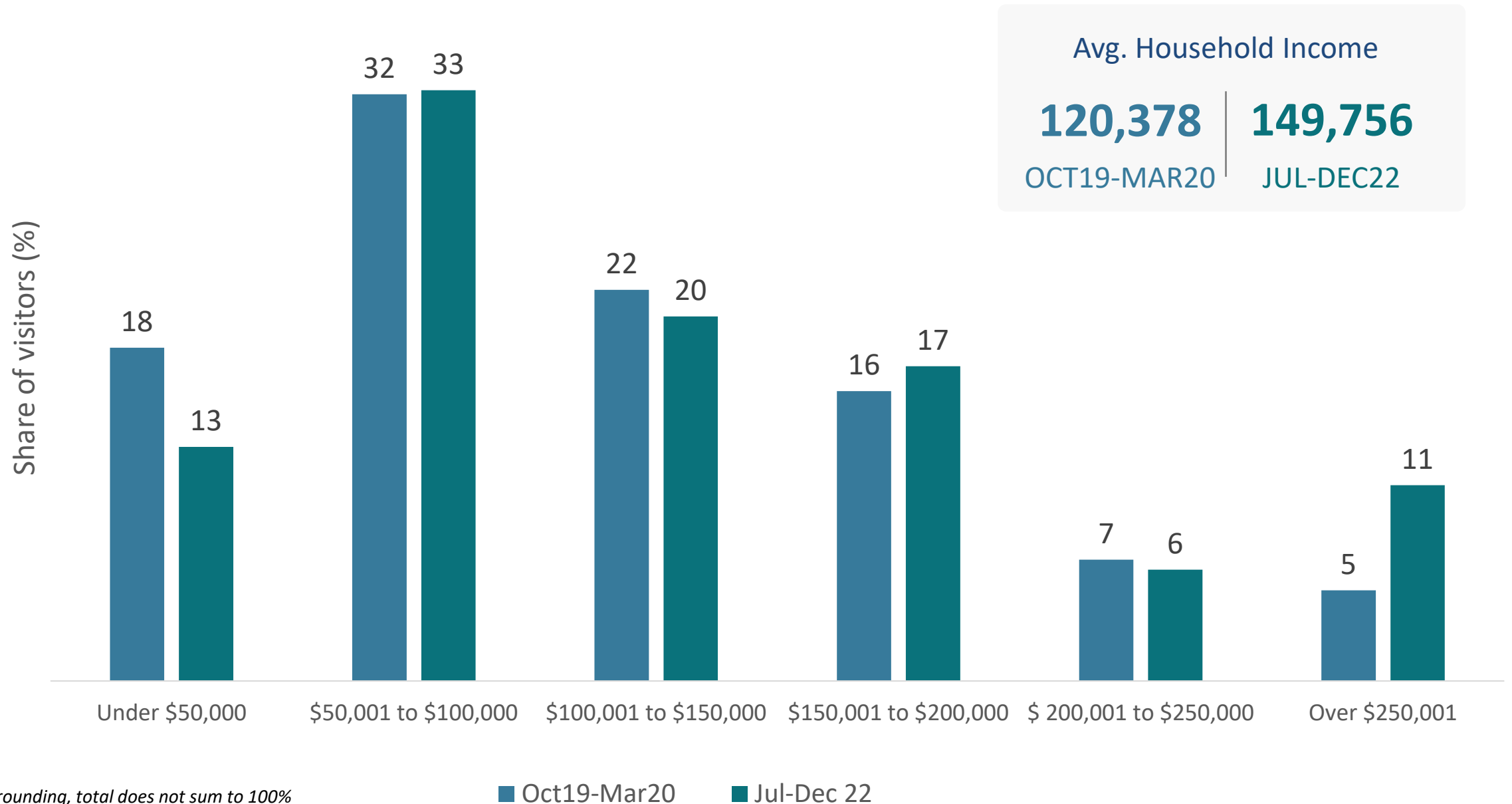
Note: Due to rounding, total does not sum to 100%

Age Group



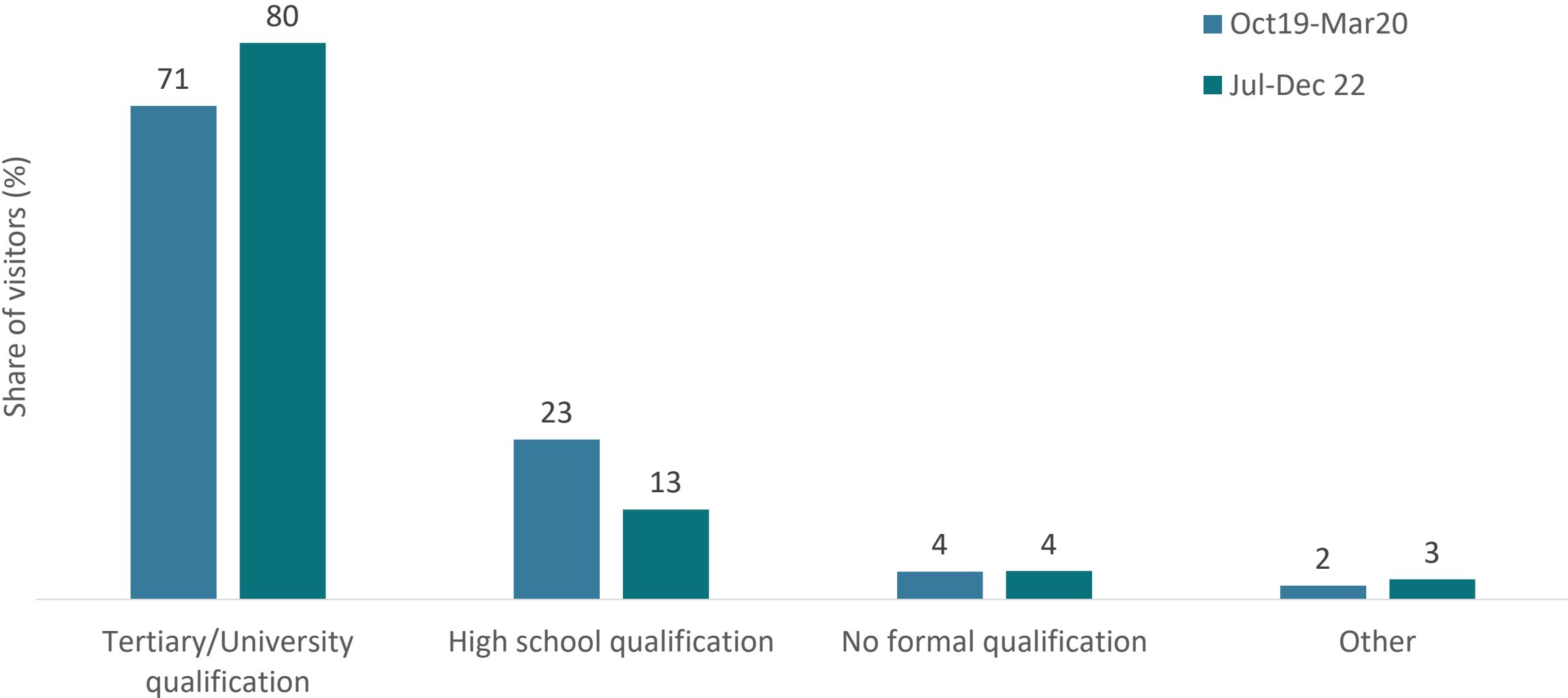
Note: Due to rounding, total does not sum to 100%

Annual Household Income



Note: Due to rounding, total does not sum to 100%

Education



■ Oct19-Mar20

■ Jul-Dec 22

Share of visitors (%)

Tertiary/University qualification

High school qualification

No formal qualification

Other

Note: Due to rounding, total does not sum to 100%

Report Structure



Visitor Profile



Visitor
Characteristics
& Preferences



Information &
Decision Making

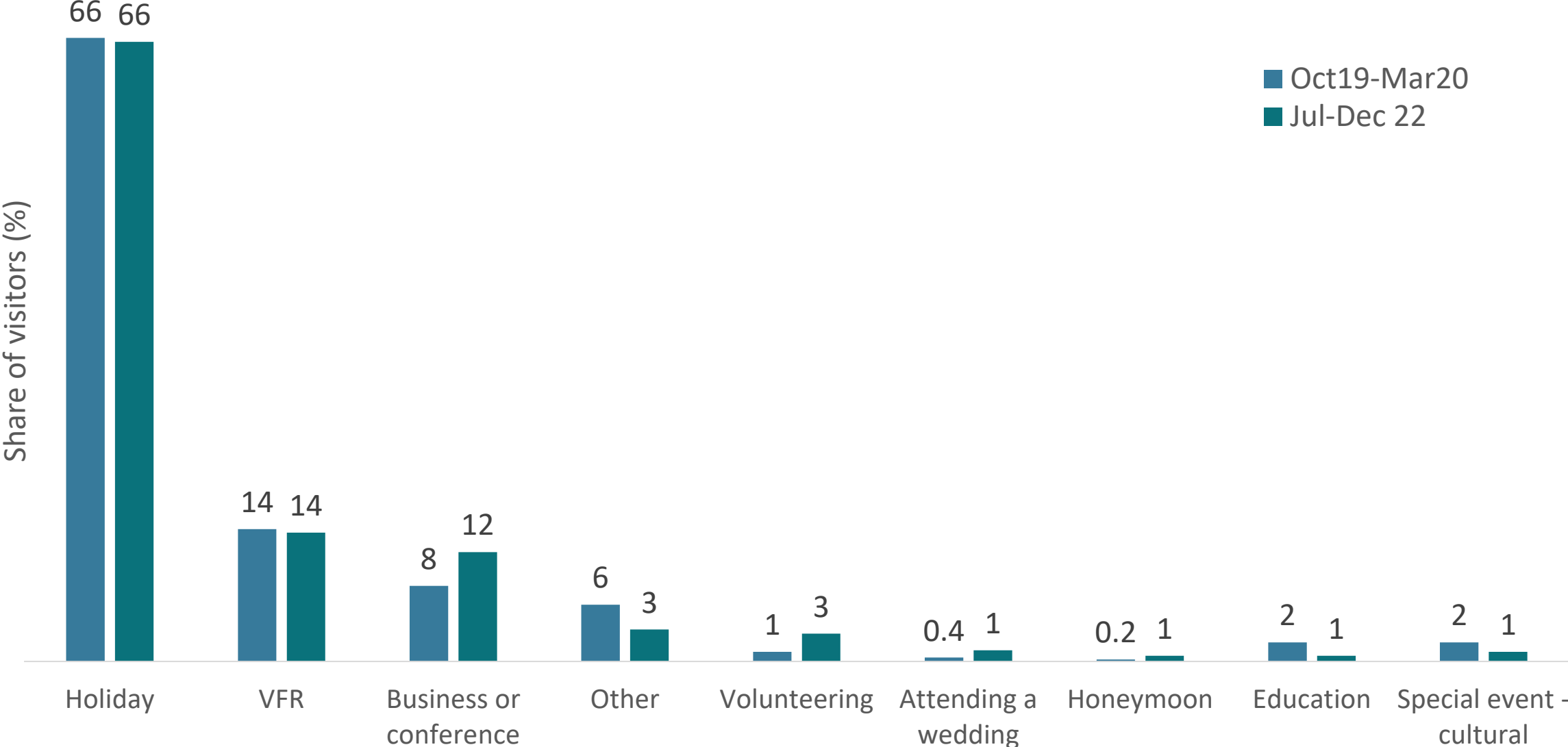


Visitor Spending
& Impact



Visitor
Satisfaction

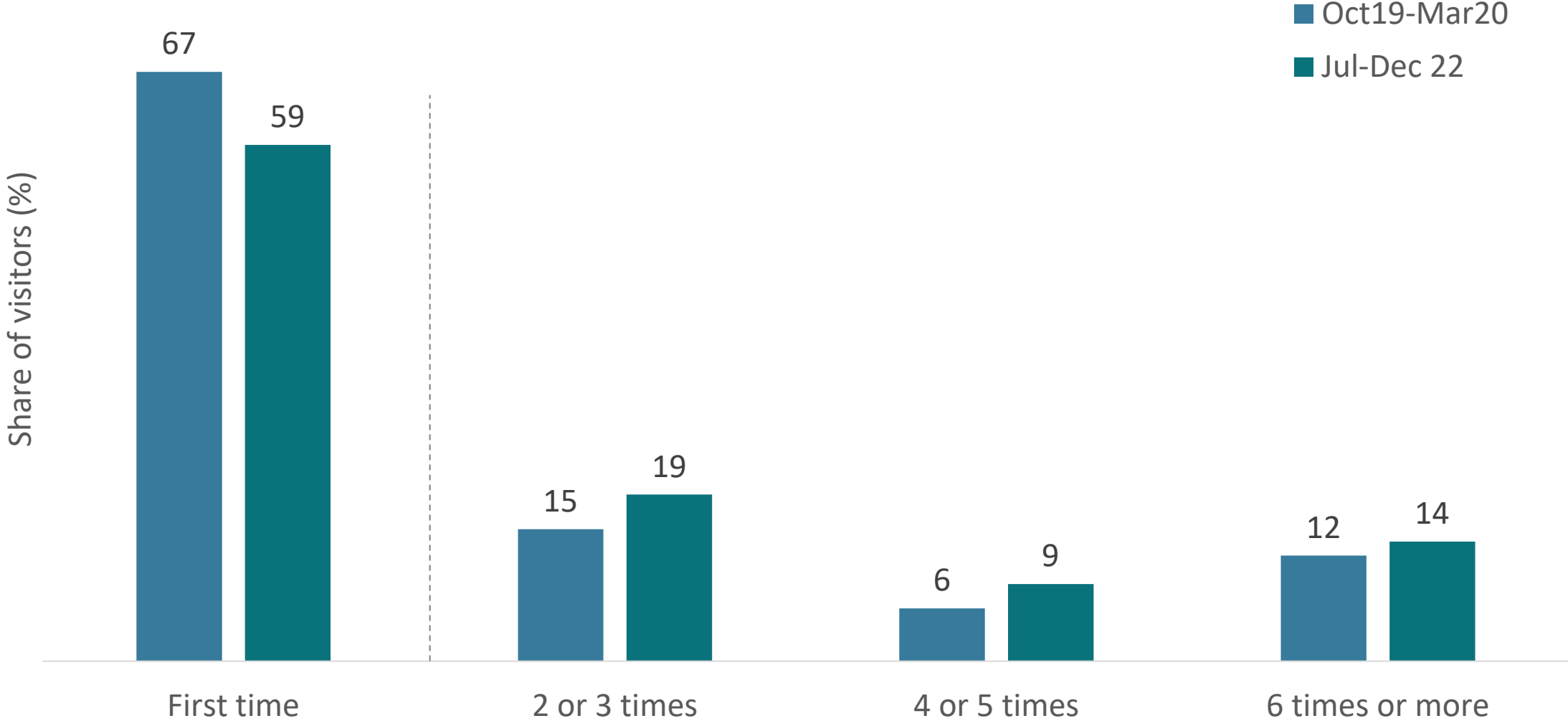
Purpose of Visit



■ Oct19-Mar20
■ Jul-Dec 22

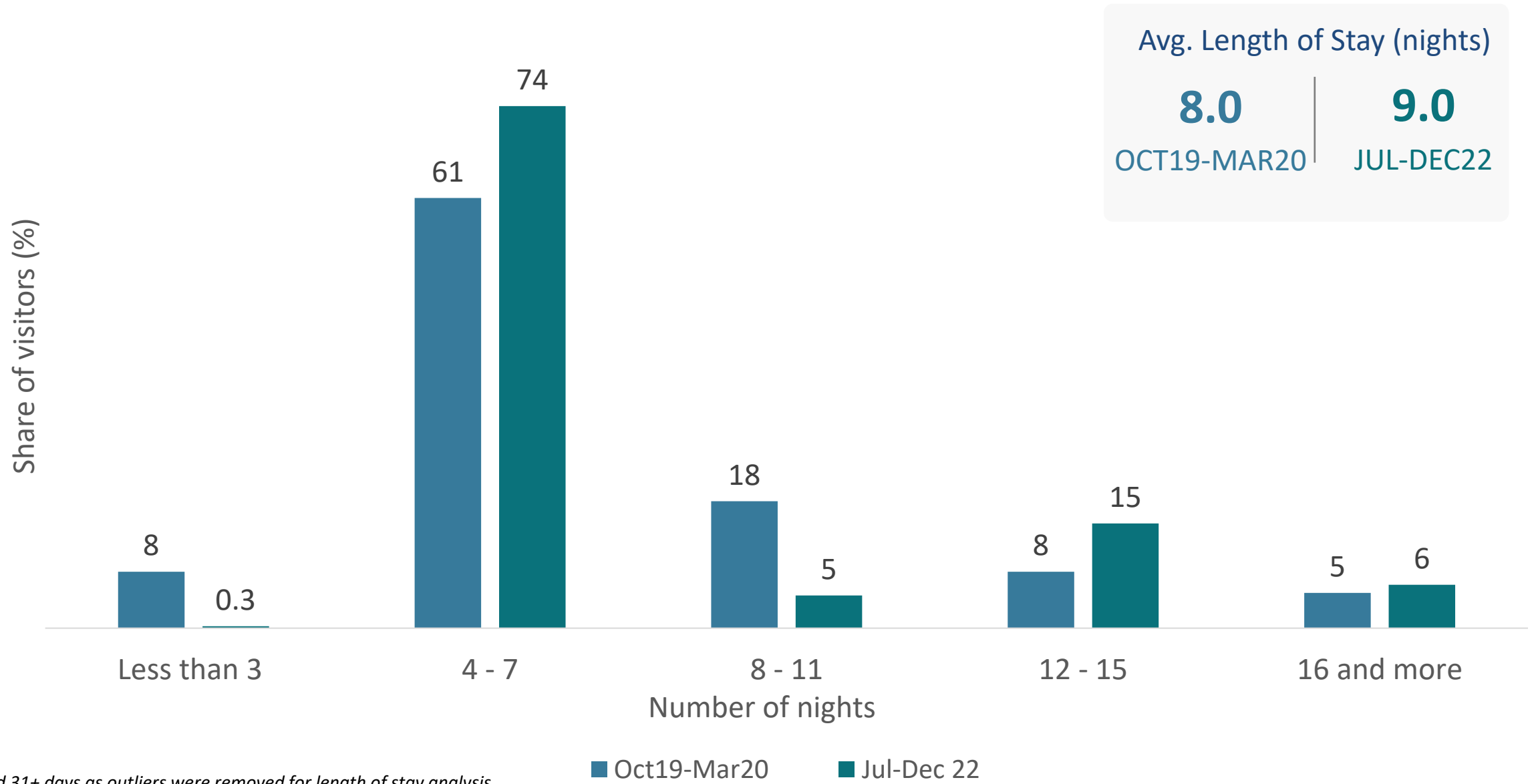
Note: Due to rounding, total does not sum to 100%

Previous Visits



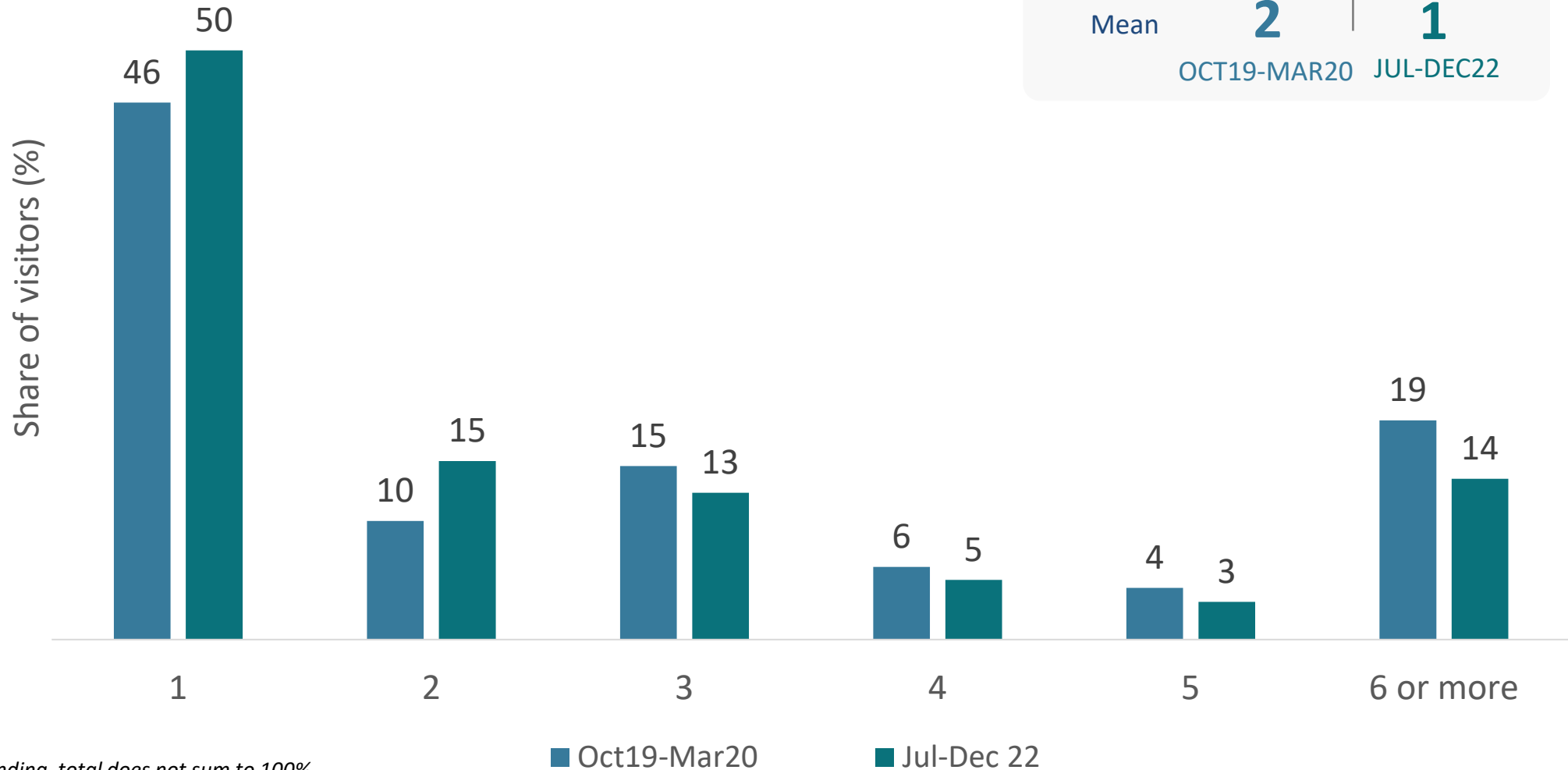
Note: Due to rounding, total does not sum to 100%

Length of Stay (nights)



Note: 31 and 31+ days as outliers were removed for length of stay analysis

Number of Travel Companions

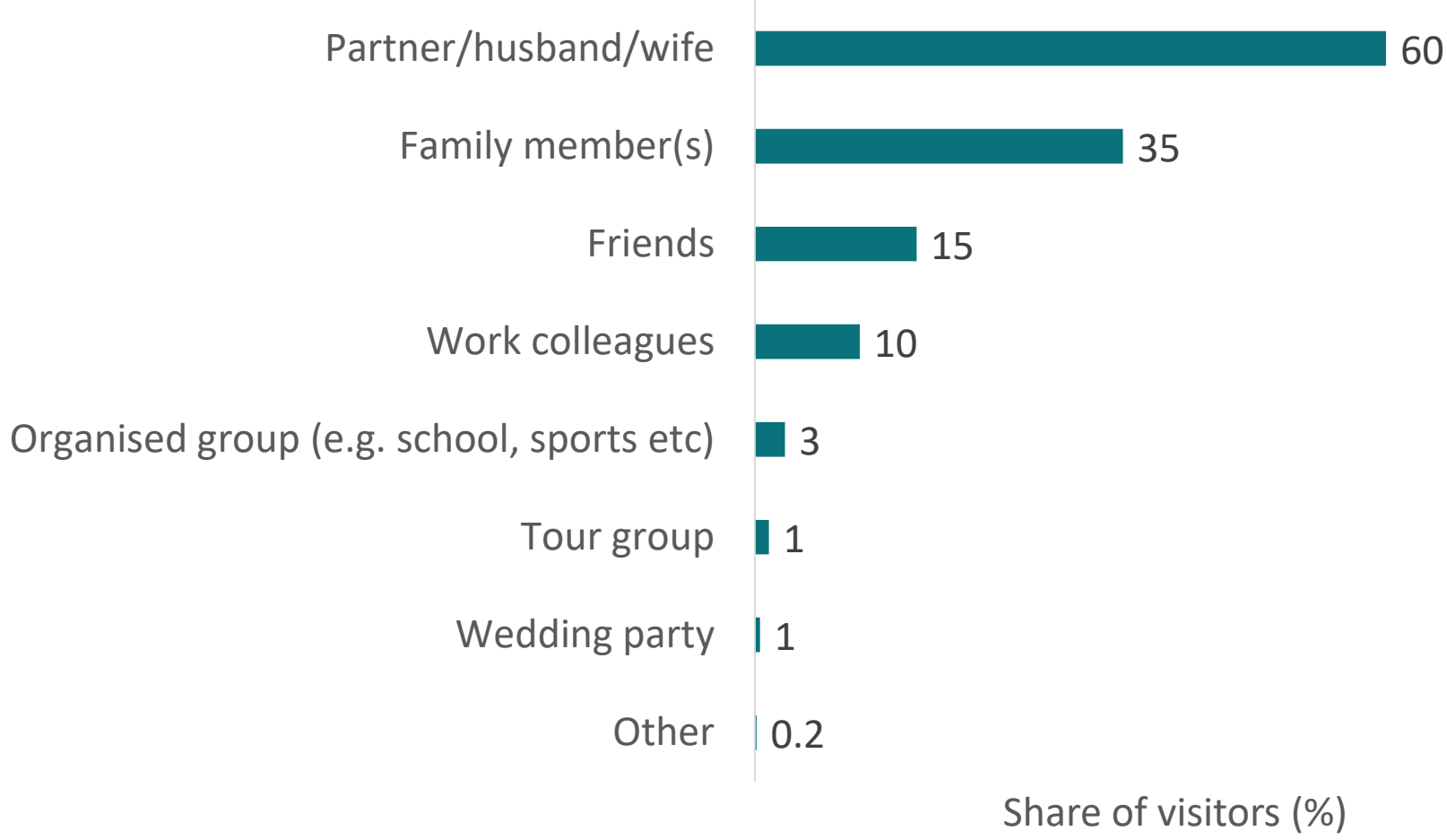


#TRAVEL COMPANIONS

Median	3		3
Mean	2		1
	OCT19-MAR20		JUL-DEC22

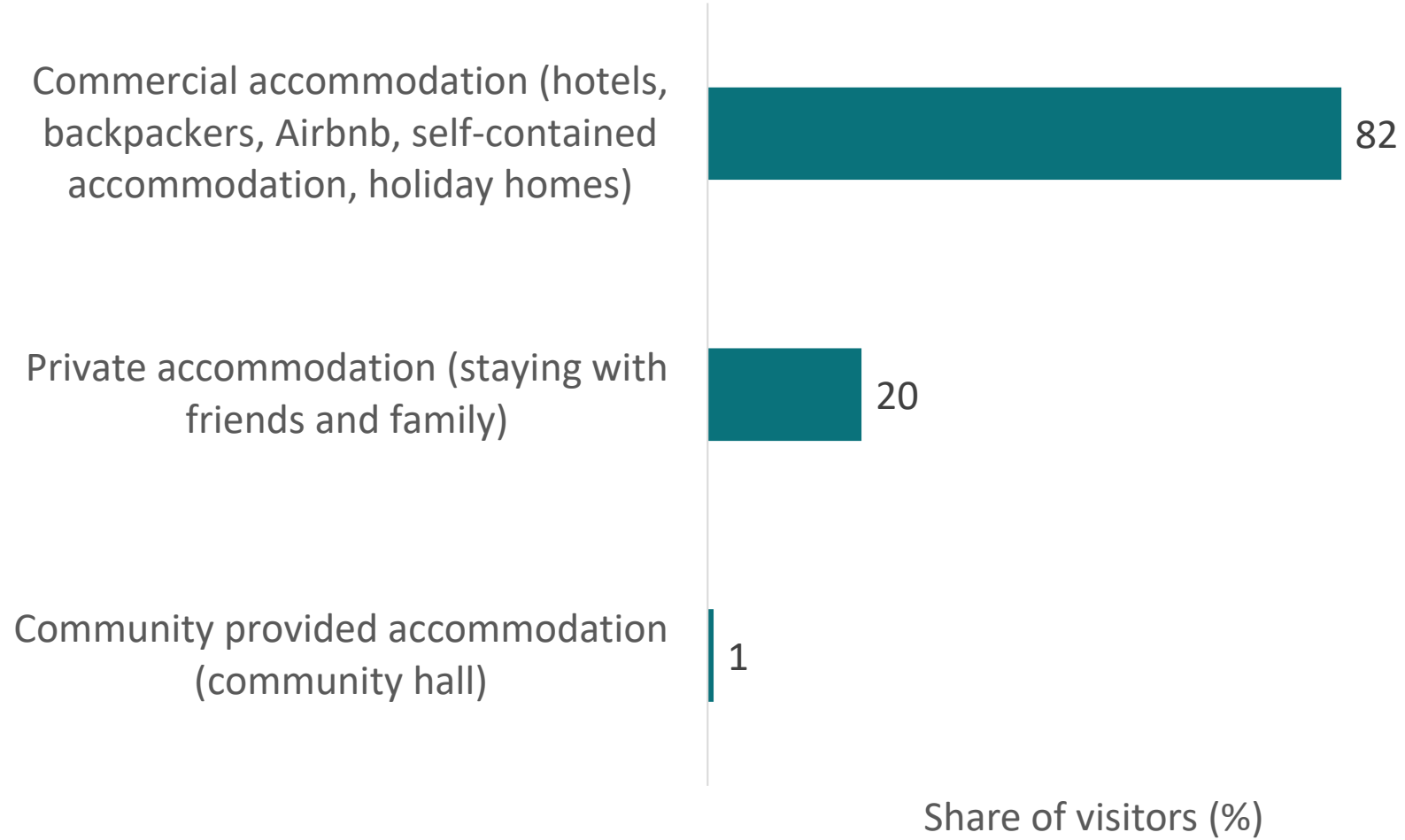
Note: Due to rounding, total does not sum to 100%

Travel Companions



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

Accommodations



Report Structure



Visitor Profile



Visitor
Characteristics
& Preferences



Information &
Decision Making

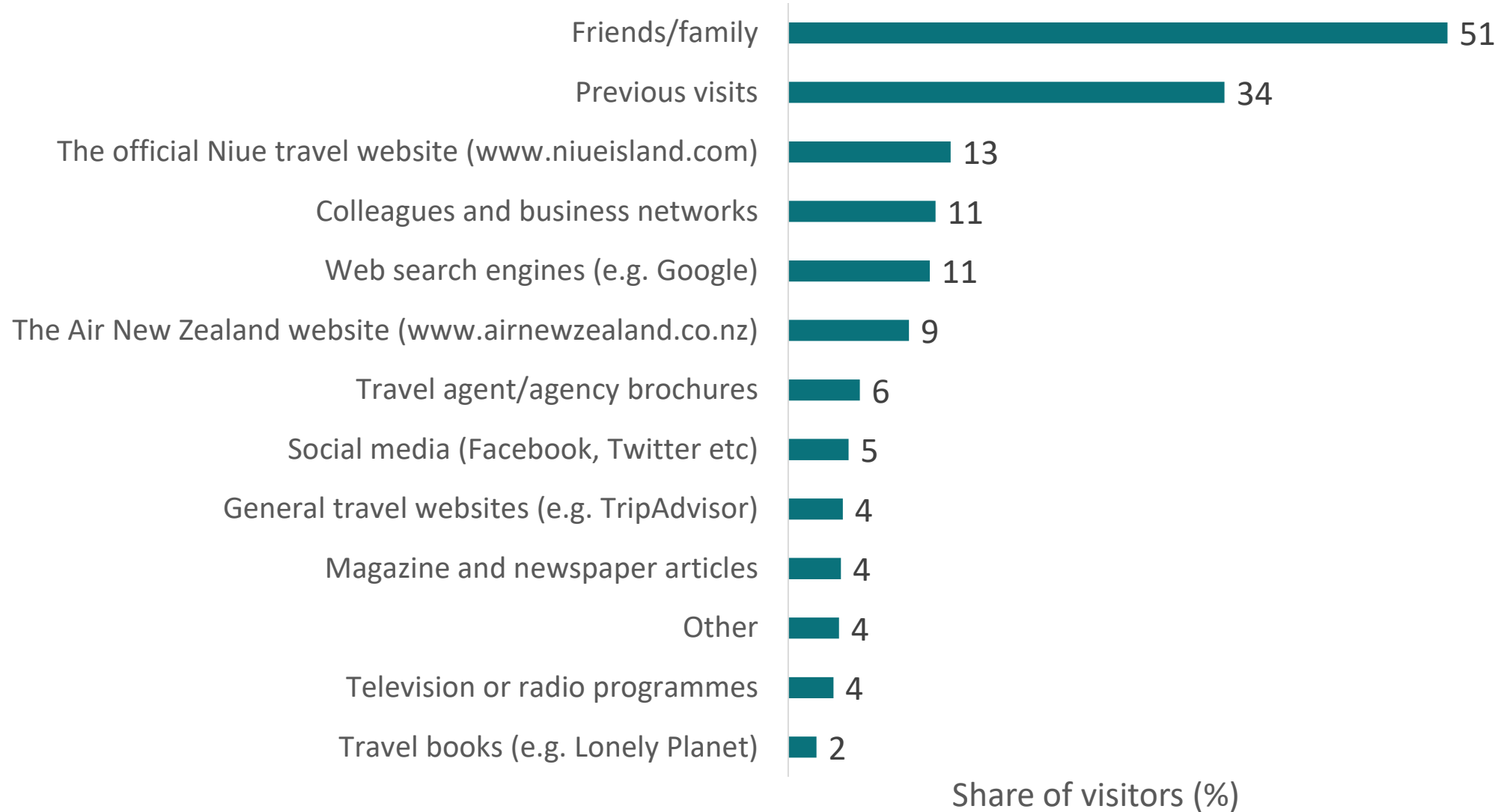


Visitor Spending
& Impact



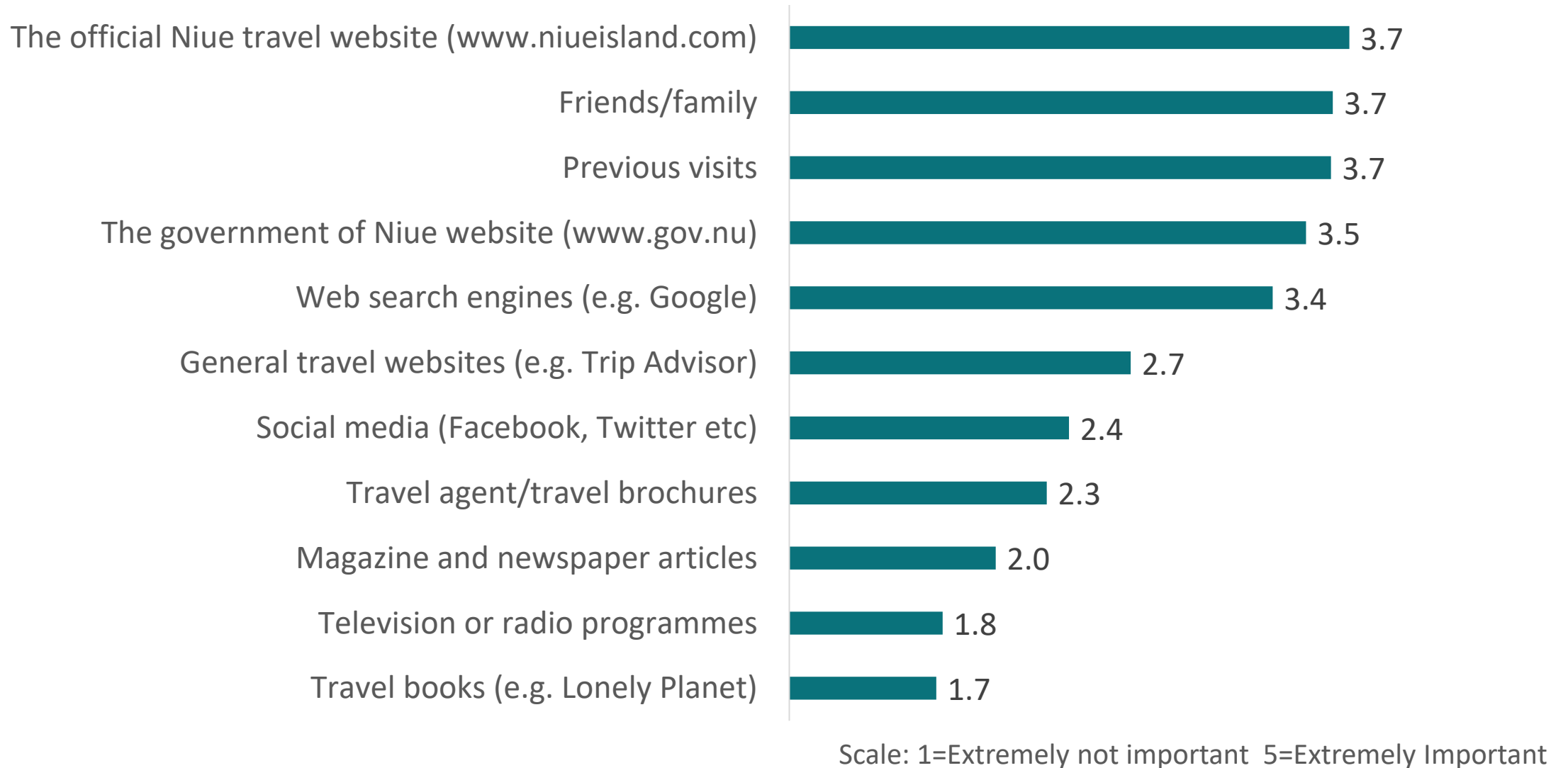
Visitor
Satisfaction

Information Source: How did you find out about Niue as a destination?

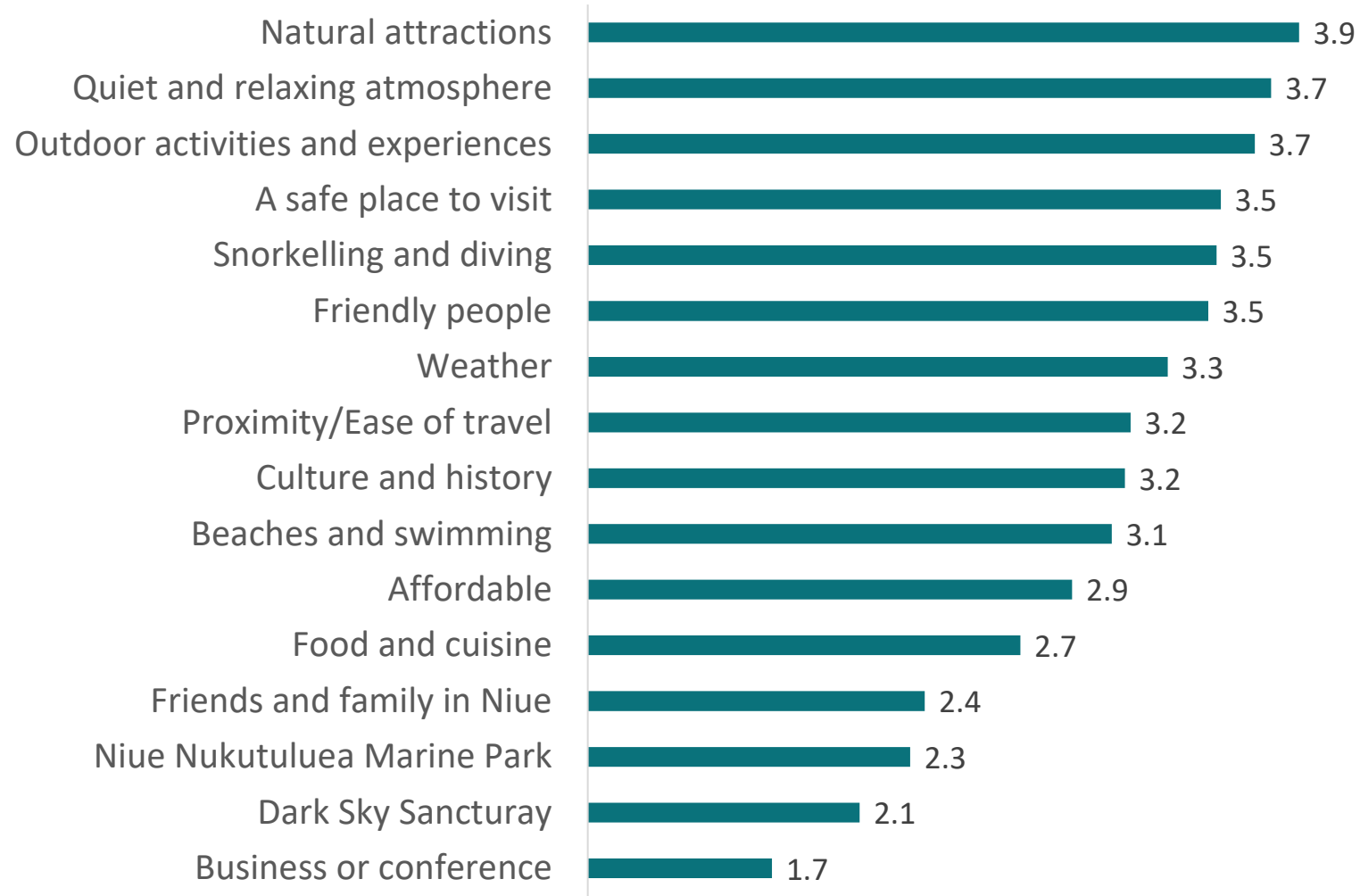


Note: Multiple responses, therefore total does not add up to 100%

Information Source: How important was the information source when planning your trip?

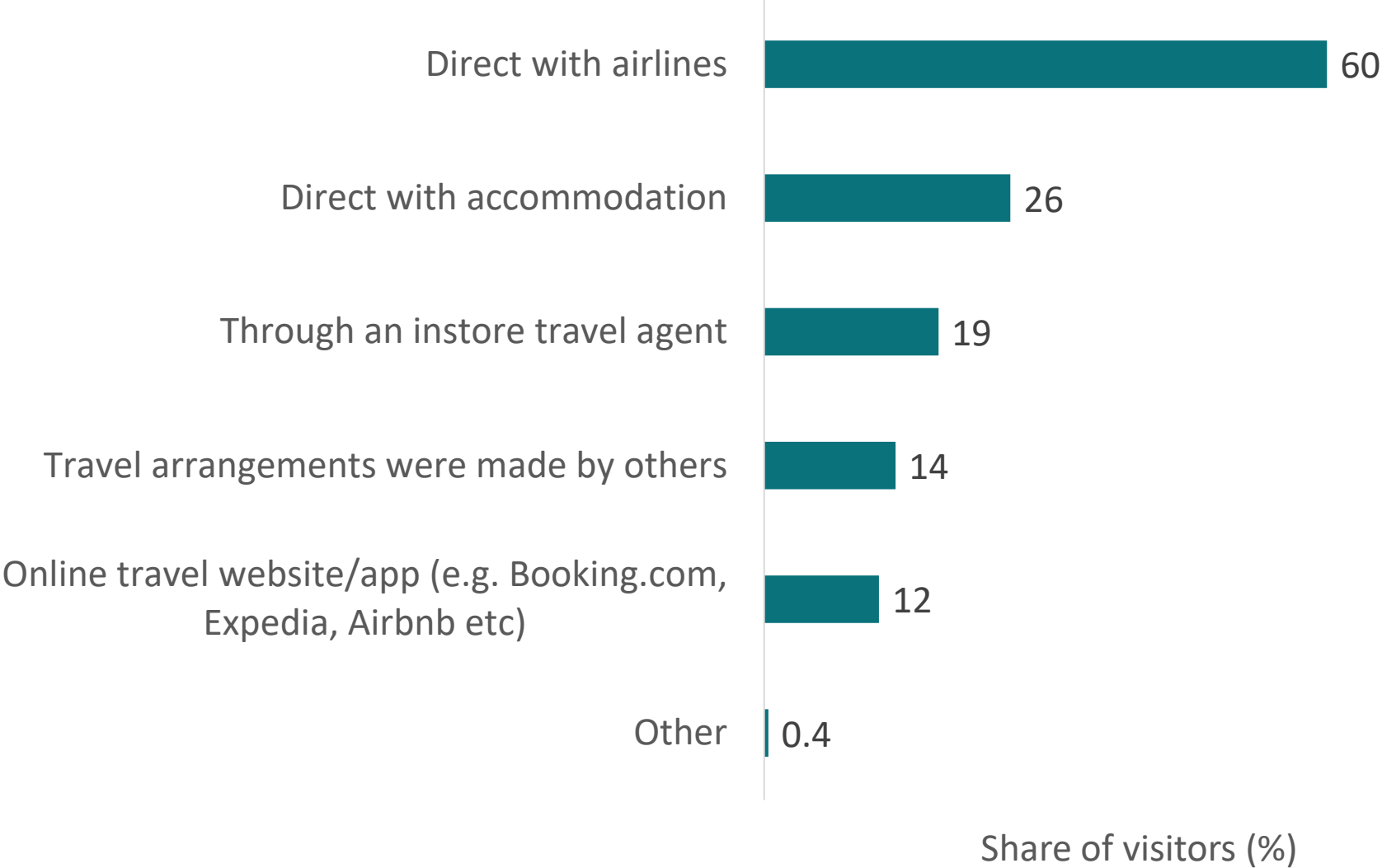


Influential Factors to Travel to Niue



Scale: 1=Extremely not important 5=Extremely Important

Purchasing of Travel



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

Report Structure



Visitor Profile



Visitor
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& Preferences



Information &
Decision Making

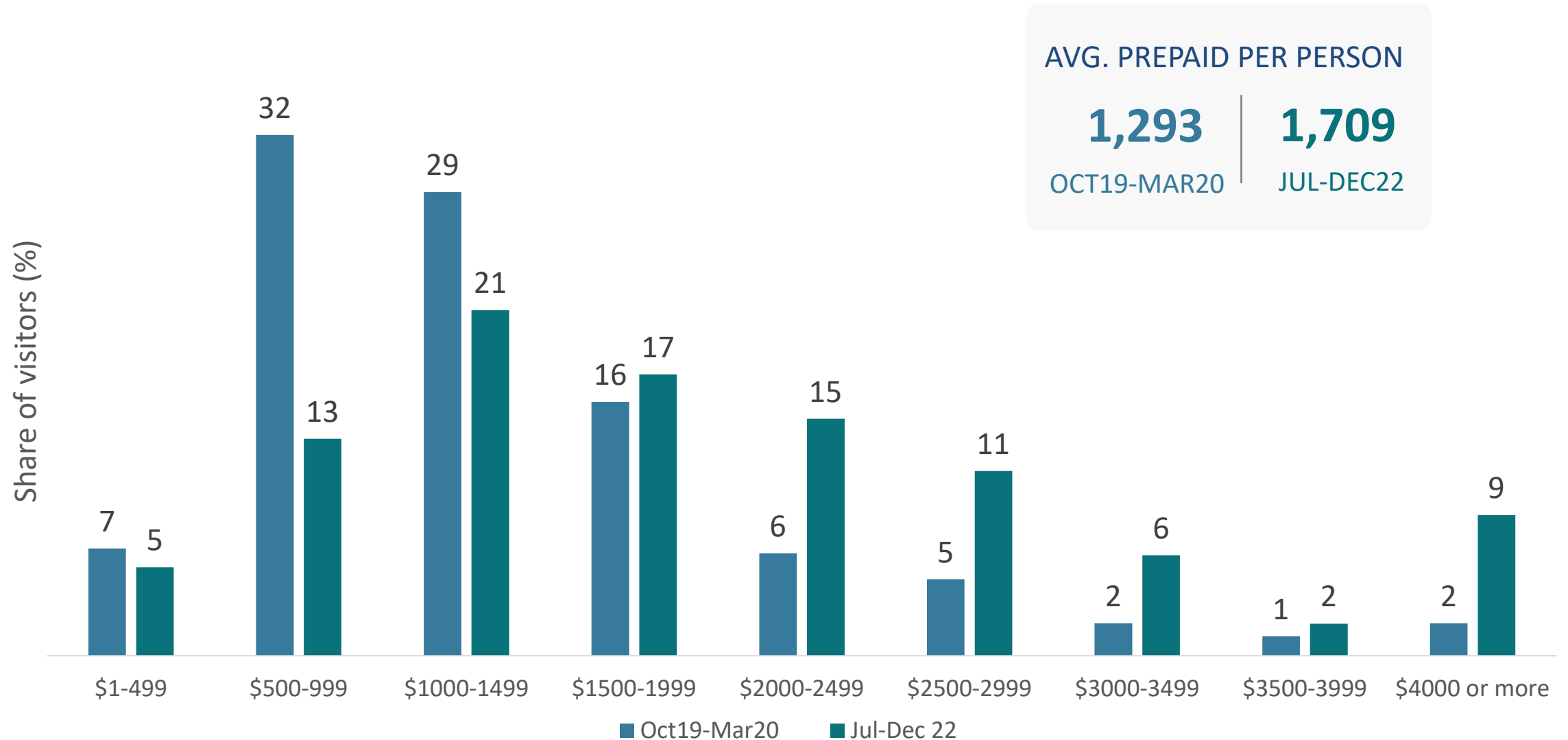


Visitor Spending
& Impact



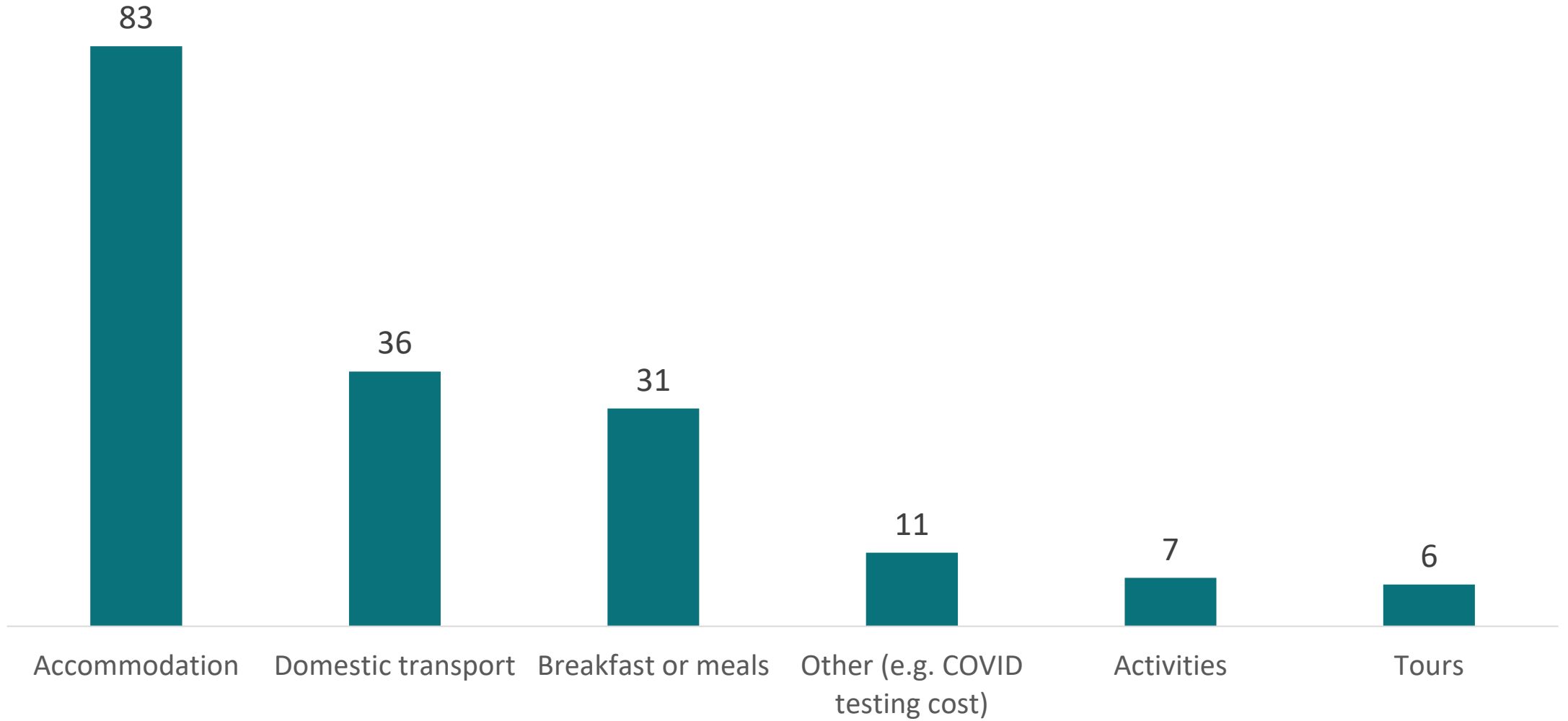
Visitor
Satisfaction

Prepaid Expenditure



Note: NZ dollars.

Prepaid Items



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

In-country Spend Per Person Per Day While in Niue

	SEP19-MAR20		JUL-DEC 2022	
	<u>Per Person Per Day</u>	<u>% of sector</u>	<u>Per Person Per Day</u>	<u>% of sector</u>
Accommodation	33	32	42	28
Restaurants, Cafes & Bars	25	24	29	19
Vehicle Rental	11	11	15	10
Groceries	10	10	11	7
Activities (e.g., water sports, sightseeing)	6	6	18	12
Shopping (e.g., souvenirs, clothes)	6	5	6	4
Petrol	5	5	6	4
Donations	4	4	3	2
Internet and telecommunication	2	2	2	1
Local arts and crafts	2	2	2	1
Other	1	1	5	4
Services (e.g., massages/hairdressing)	0.3	0.3	1	1
Domestic flights	n/a	n/a	10	7
TOTAL	106	100	149	100

Economic Impact – Per Person and Total

	SEP19-MAR20	JUL-DEC 2022
Average Spend Prior to Arrival		
Per Person Per Trip	1,293	1,709
<i>Flowing into local economy rate – estimated</i>	<i>40%</i>	<i>40%</i>
Per Person Per Trip	517	683
Per Person per Day	65	76
Average Local Spend		
<i>Length of Study (nights) - mean</i>	<i>8 nights</i>	<i>9 nights</i>
Per Person Per Trip	848	1,341
Per Person per Day	106	149
Total Economic Impact-Per Trip	1,365	2,024
Total Economic Impact-Per Day	171	224

Report Structure



Visitor Profile



Visitor
Characteristics
& Preferences



Information &
Decision Making



Visitor Spending
& Impact



Visitor
Satisfaction

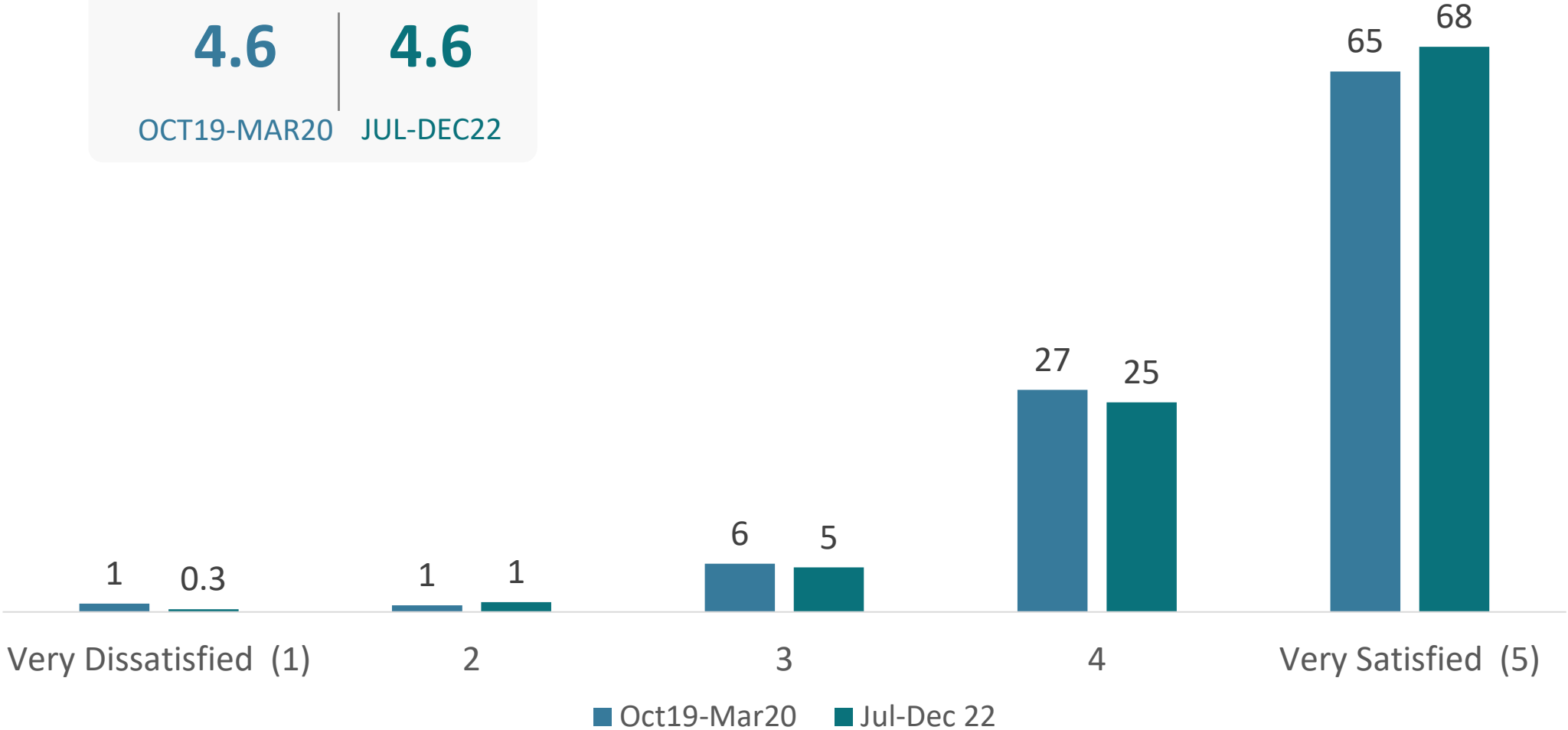
Visitor Overall Satisfaction

AVG. SATISFACTION

4.6 | **4.6**

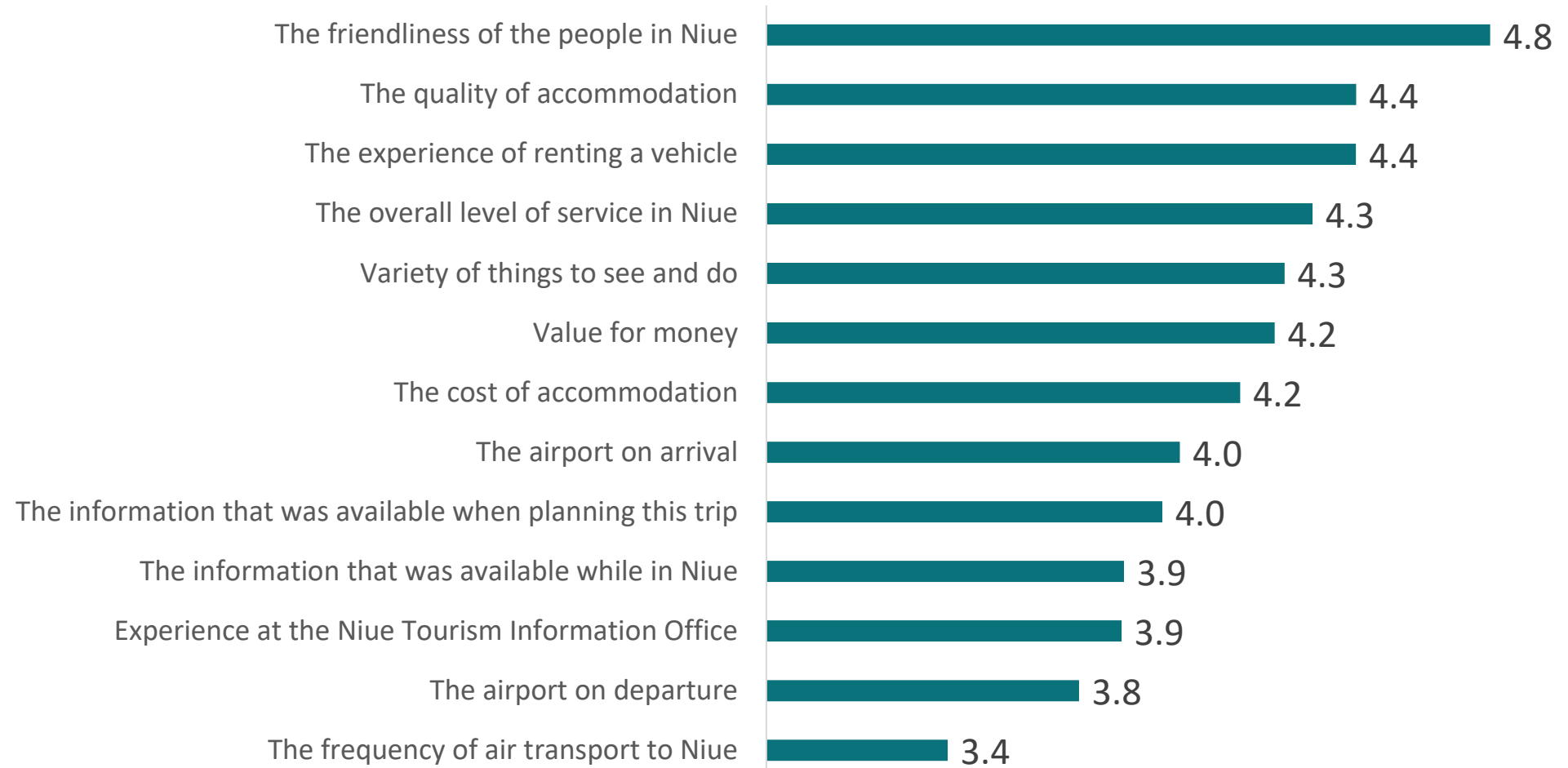
OCT19-MAR20 | JUL-DEC22

Share of visitors (%)



Note: Due to rounding, some totals do not sum to 100%

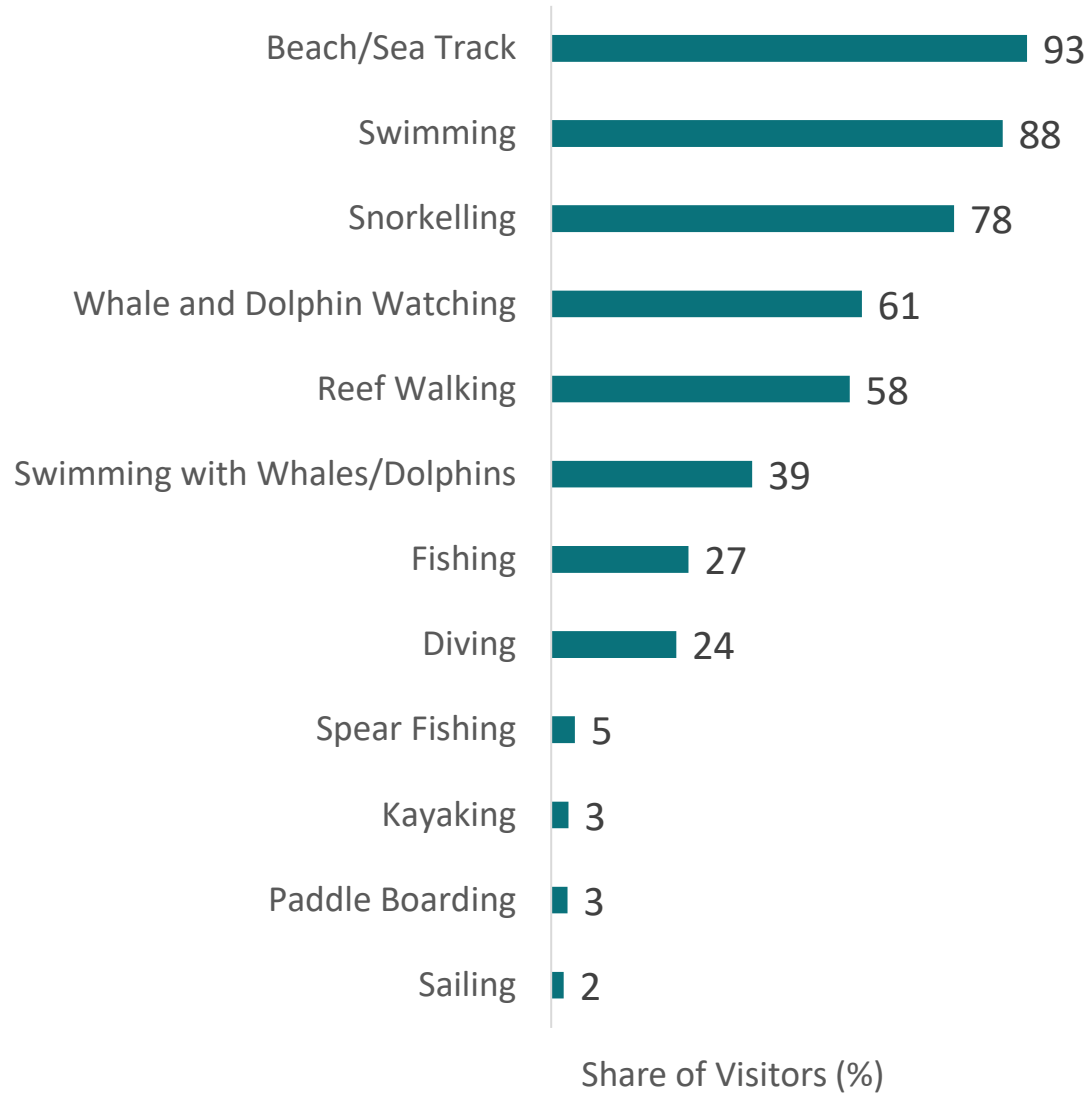
Satisfaction with Travel Experience



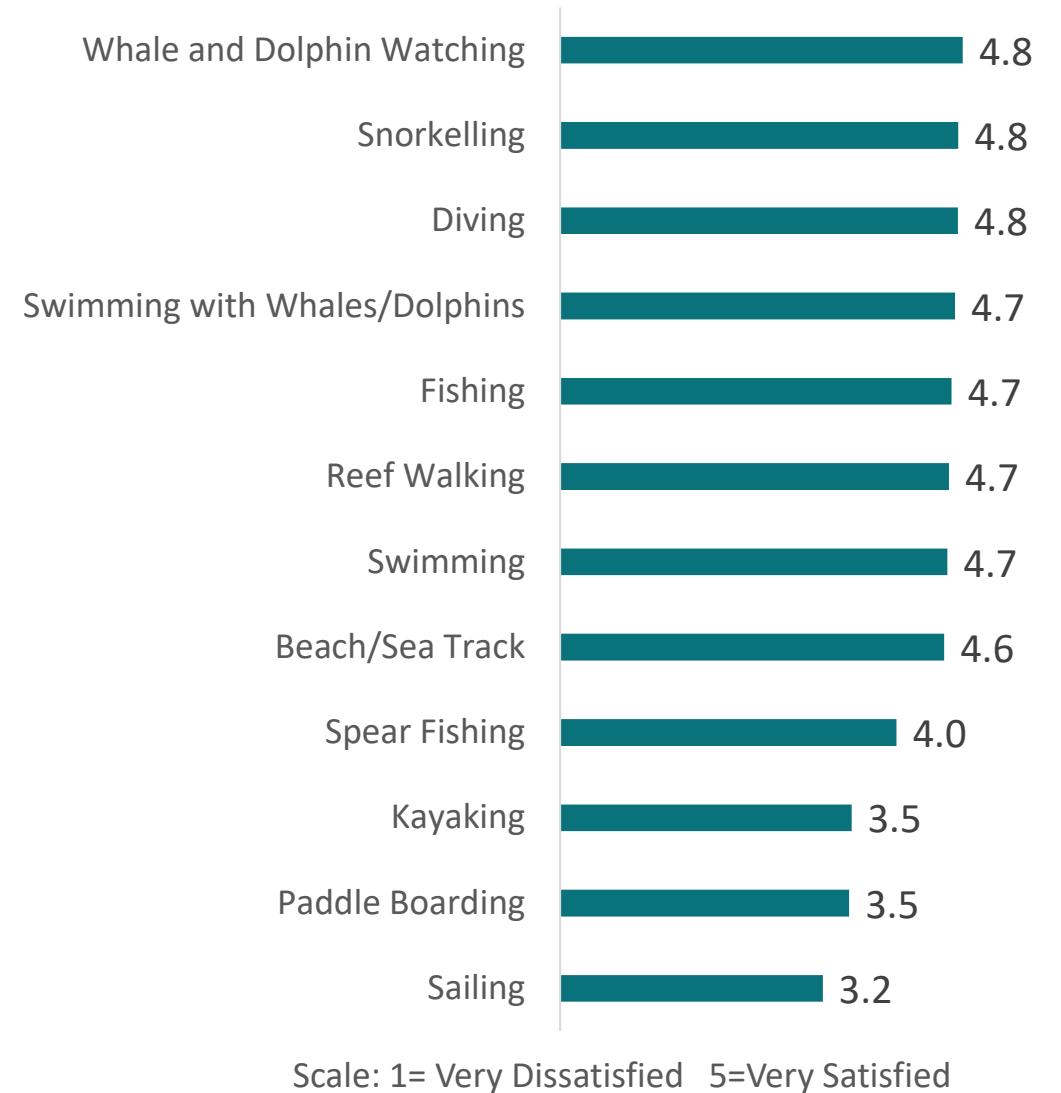
Scale: 1= Very dissatisfied 5= Very satisfied

Water-based Activities

Participation



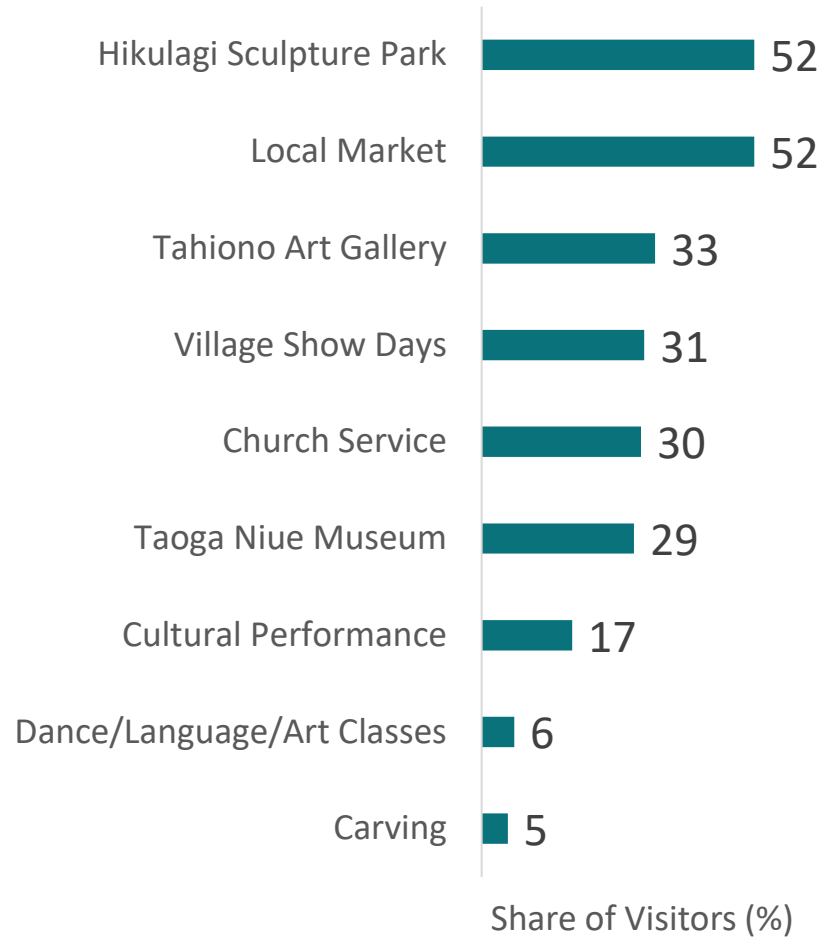
Satisfaction



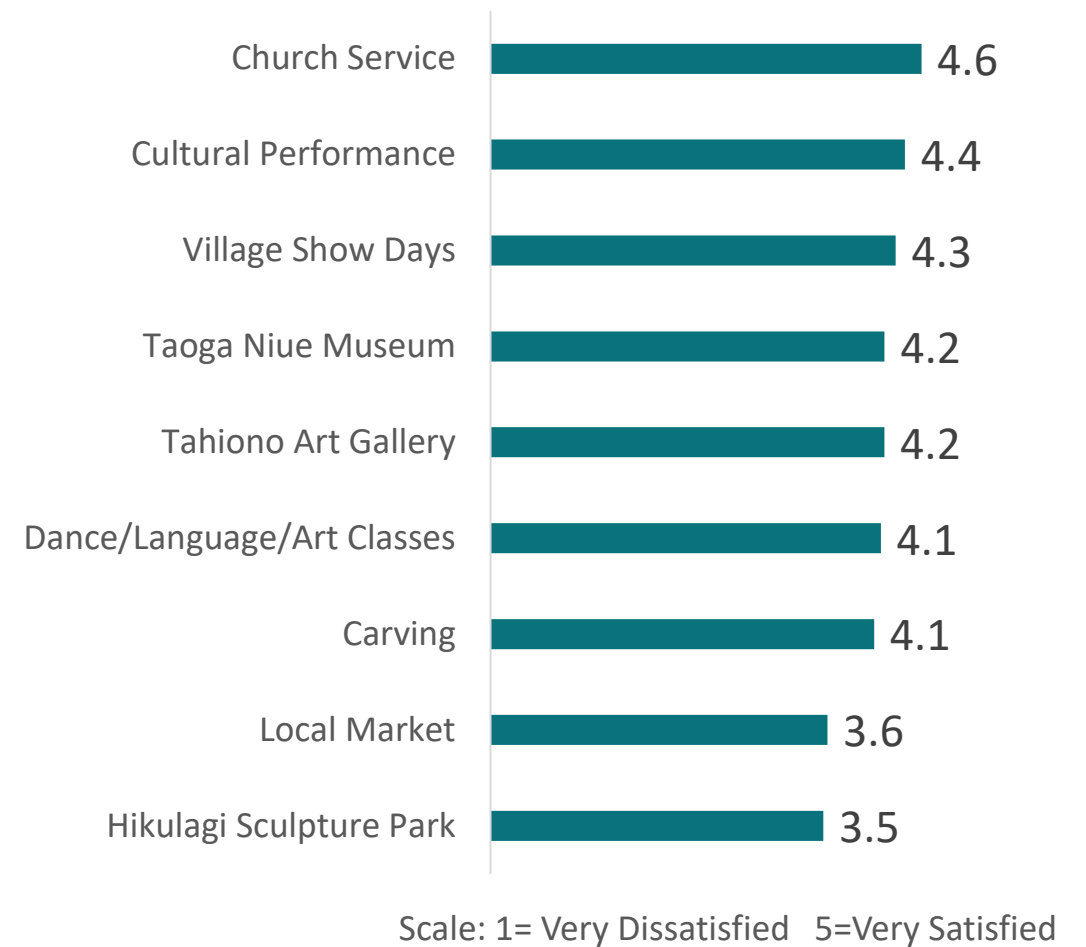
Note: Multiple responses, therefore total does not add up to 100%

Arts and Cultural

Participation

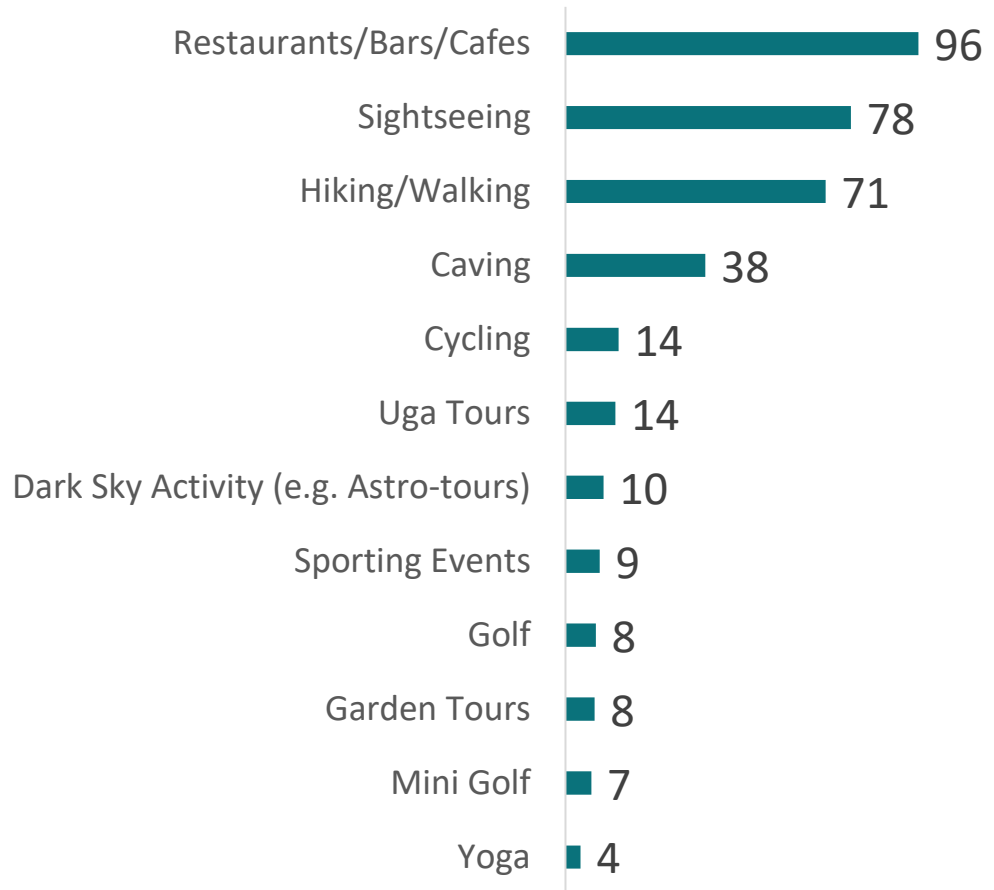


Satisfaction



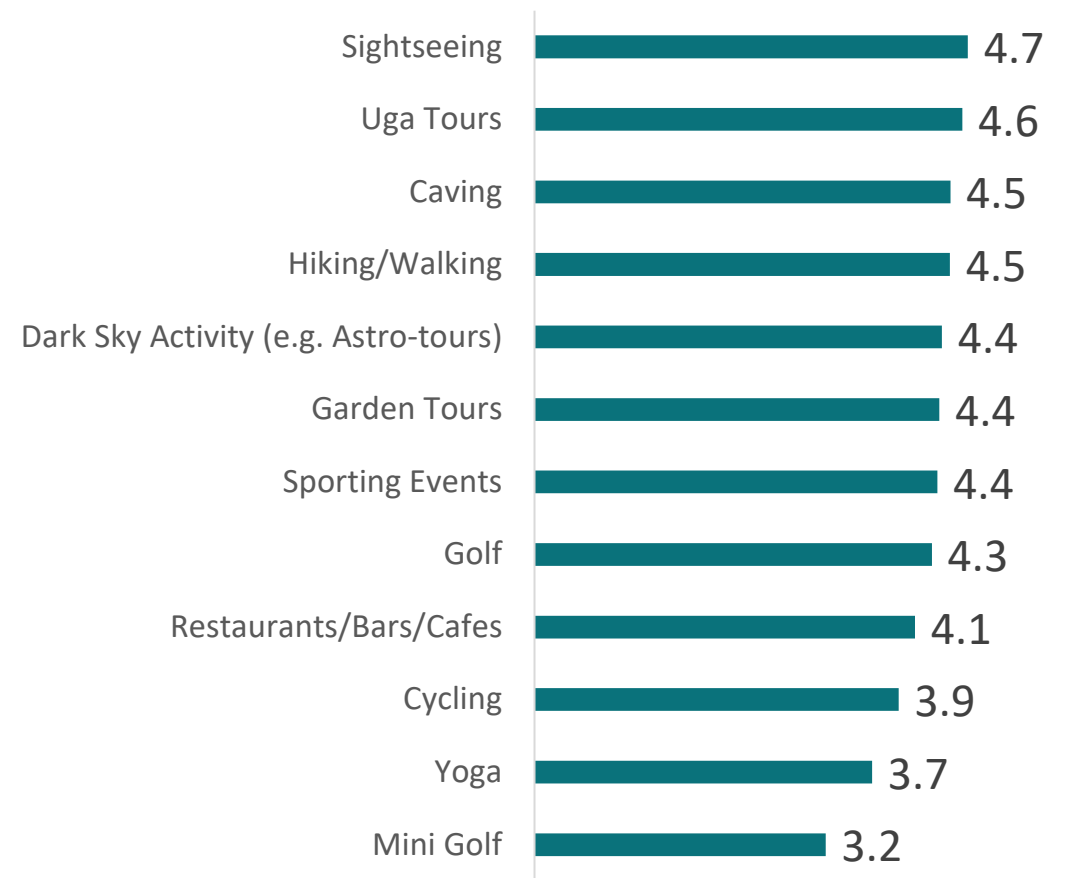
Land-based Activities

Participation



Share of Visitors (%)

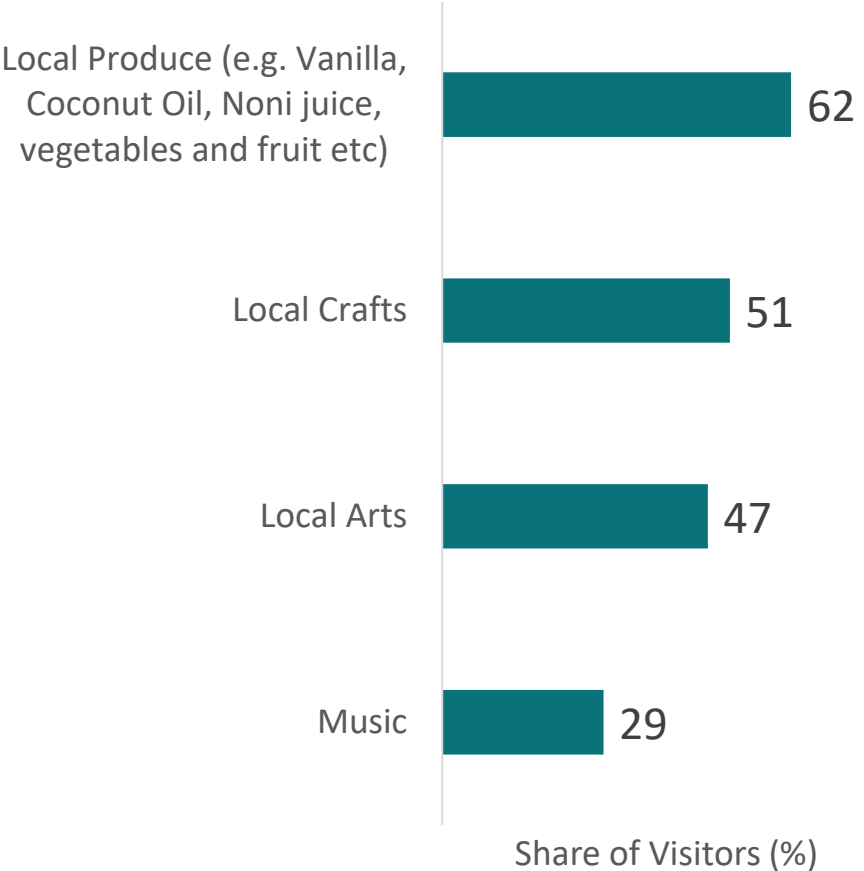
Satisfaction



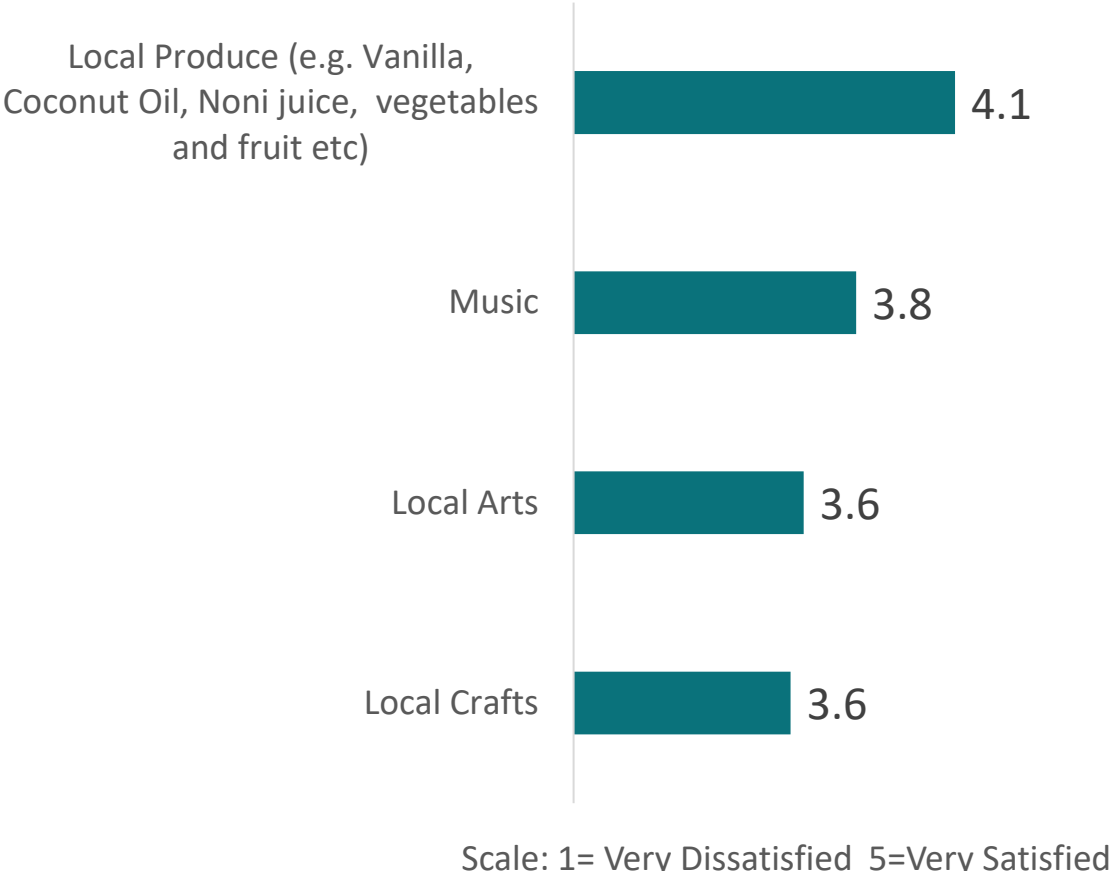
Scale: 1= Very Dissatisfied 5=Very Satisfied

Shopping Activities

Participation

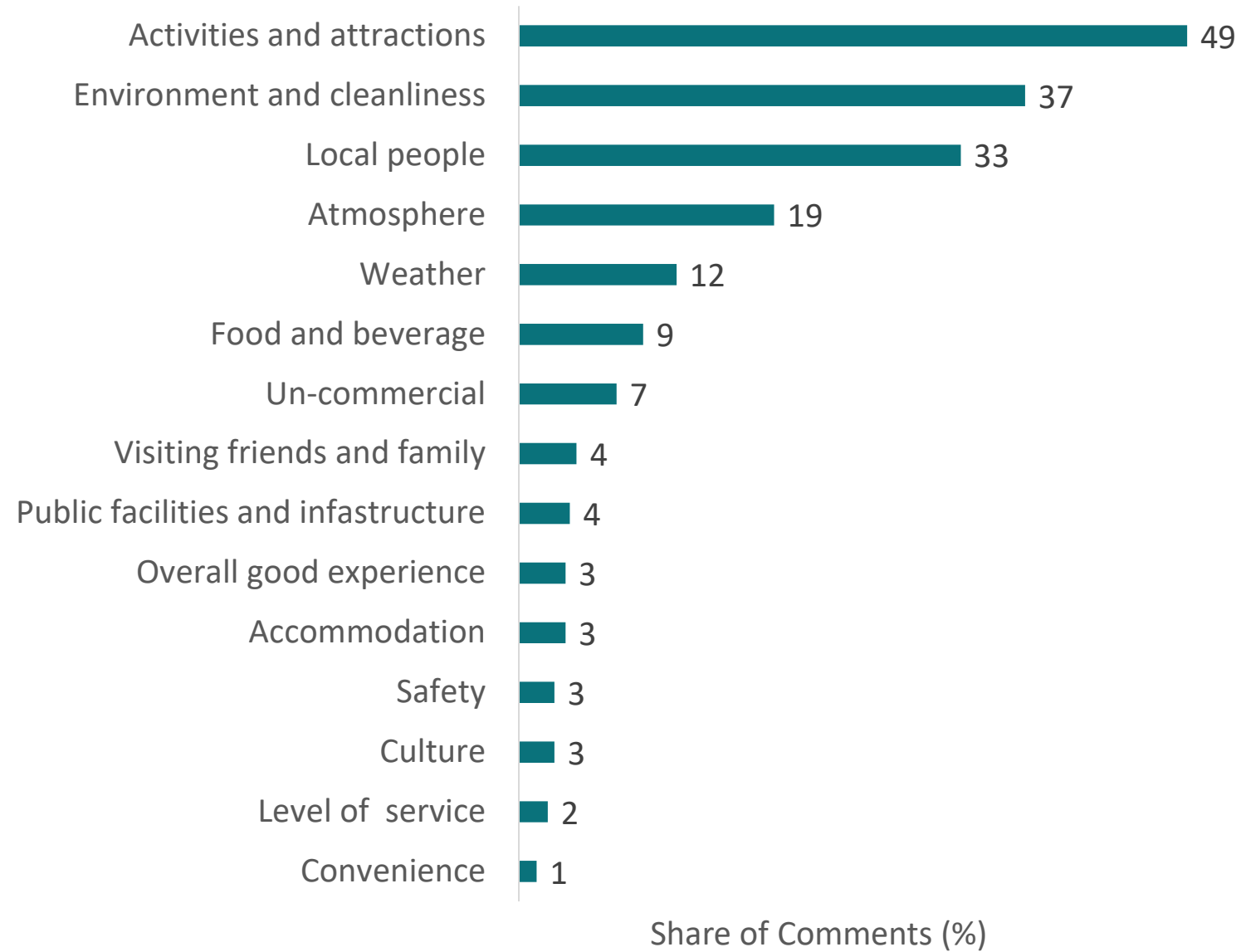


Satisfaction



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

Most Appealing Aspects



Note: Total response N=610. Multiple response analysis, so total does not add up to 100%

Most Appealing Aspects – Activities and Attractions

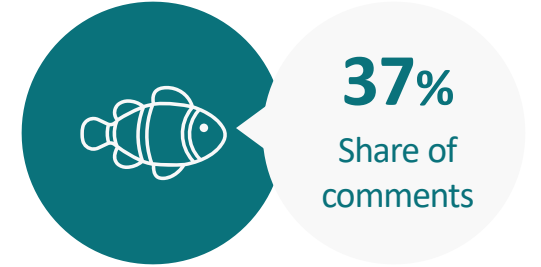


49%

Share of
comments

- + Diving on the coral reef.
- + The amazing snorkeling spots, sea tracks and caves.
- + The walks, particularly Togo Chasm.
- + Aside from family, whale watching and diving.
- + Free diving , swimming . The speed limit on roads and fishing.
- + Great to be a part of Constitution day festivities.
- + The snorkeling, ocean visibility, coral and dolphins are amazing. The people are friendly.
- + loved the two tours we did and loved swimming in the Matapa Chasm and Limu pools.
- + Outdoor activities, scenery and weather.
- + swimming and fishing charter - food was great when cafe's were open, missed some eating experiences because of constitution week and closures.

Most Appealing Aspects – Environments and Cleanliness



- + Tidy environment
- + Un spoiled, friendly people, clean.
- + The scenery and views from the bays
- + Under water, the reef and beautiful fish and sea life.
- + the beaches and water were fantastic, relaxing atmosphere, friendly people
- + Really clear water and plenty of fish
- + The water, the clarity was world class. Dolphins turned up & played with us for a long time whilst snorkeling.
- + How untouched Niue Island is and the locals were extremely friendly and helpful. Such a beautiful Island.
- + Such a beautiful and unique island. Very friendly and helpful people. The natural beauty is unlike any other Pacific island I've been to (and I've been to many of them!)

Most Appealing Aspects – Local People

- + People of Niue are amazing.
- + Interacting with the locals.
- + The warmth of the people.
- + Niue Peoples friendship and kindness.
- + Culture and People.
- + Inclusiveness of the people; non-tourist atmosphere.
- + The people. So friendly and helpful. Felt welcome and very safe.
- + The village day, and service at the shops. The locals are so friendly.



Least Appealing Aspects



Note: Total response N=568. Multiple response analysis, so total does not add up to 100%

Least Appealing Aspects-Public Service and Infrastructure



- + The potholes. The road is horrible.
- + Roads. Phone services.
- + The availability of wifi.
- + Getting sim card for phone
- + Covid isolation, no public transport.
- + Lack of good signage to find places e.g. the hospital for our Covid test.
- + The bush walk - Vinevine track (spelling) poorly signposted and maintained.
- + Roads leave a lot to be desired. Extremely rough. Sightseeing very hard to get to in places, pathways, walkways, steps to caves very inadequate. Niue is beautiful but needs a lot of work done to it (without spoiling its natural beauty)...
- + The terrible state of most of the sea tracks and the fact that they were NOT suitable for the elderly although I had been advised that access was easy at Liku Pools. We could not access anywhere where we could both swim safely and easily.

Least Appealing Aspects – Food & Beverages



17%
Share of
comments

- + Lack of quality places to eat.
- + The lack of fresh vegetables available.
- + Difficult to know when/if some cafes/restaurants would be open.
- + The lack of healthy food options at Swansons.
- + The lack of open restaurants/bars, and some of it was unattended during marked opening hours...
- + Finding that some of our favourite restaurants had closed down.
- + The food was good....but need variety fish....tuna was the only type fish available different places we visited.

Least Appealing Aspects – Animal-related Issues



- + Mosquitoes.
- + Seeing so lots of stray or injured dogs.
- + Wild dogs. Abandoned vehicles.
- + Getting woken up my dogs barking outside our room at 3am.
- + Probably not used to having dogs out and about - got chased a few times going for a walk/jog!
- + I love dogs but the population of dogs on Niue looks a bit out of control.
- + Dogs unmanaged on roadways making cycling in many areas impossible or dangerous.

Suggestions for Improvement



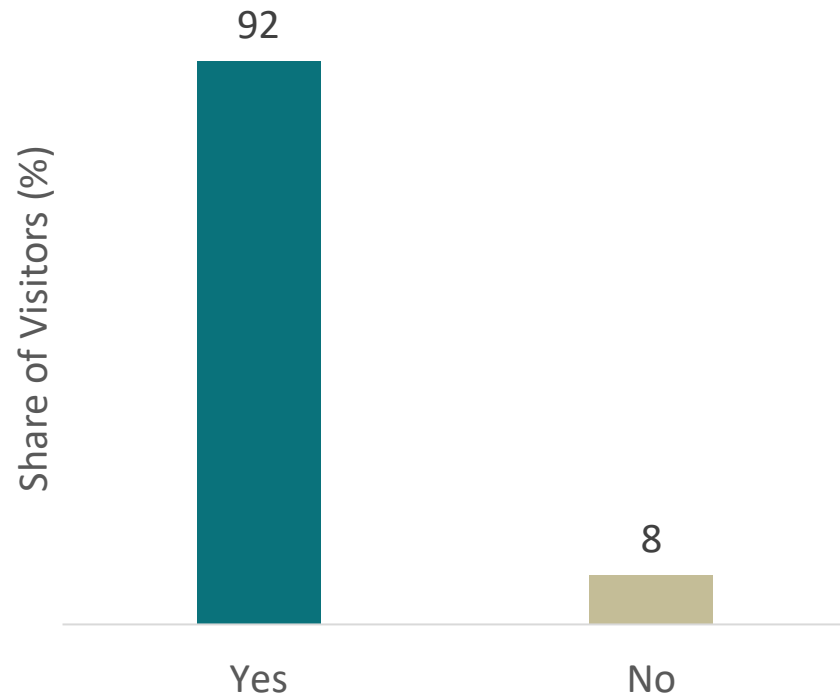
Note: Total response N=348. Multiple response analysis, so total does not add up to 100%

Suggestions for Improvement-Indicative Quotes

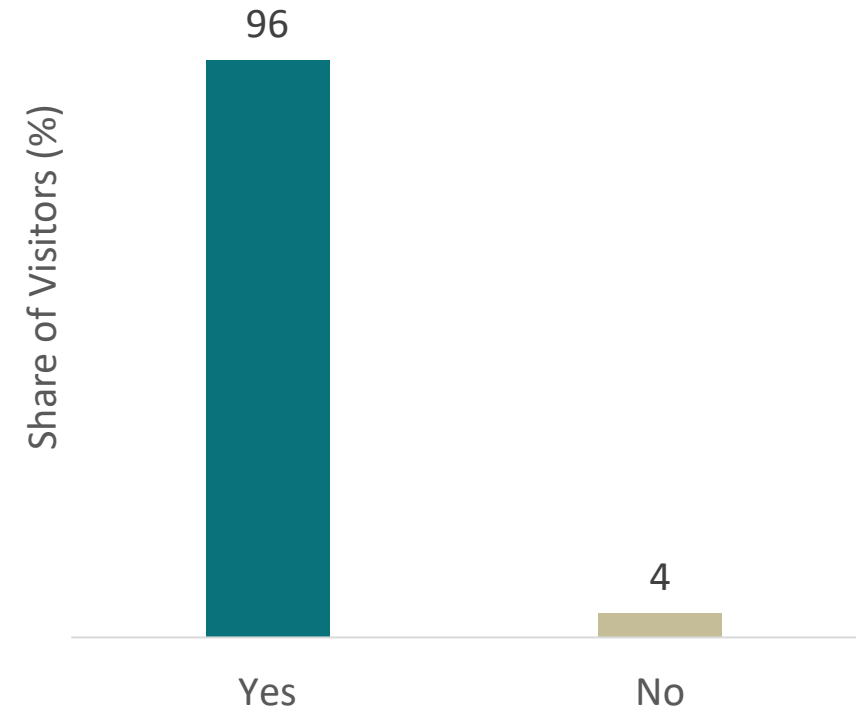
- + Maybe the ladders to get down to scenic spots
- + More bikes and e-bikes for tourists.
- + Easier to get sim for phone. Or better still, roaming works
- + Update your roads please.
- + More varied tours
- + Better quality cuisine with local ingredients
- + A Uga restaurant
- + Some attractions were hard to find using GPS (Google Maps on iPhone)
- + Shelter and seating at some of the swimming spots would be great.
- + More info about what there was to do, tour options, where to eat, where to shop
- + Health and safety of sea tracks; better signage; better developed information centre with up to date information so they can really assist the traveller. many of the attractions were not available when we were there e.g dark sky sanctuary tour
- + Bring back 2nd flights so extended stays possible

Future Motivations

Q Willingness to Return

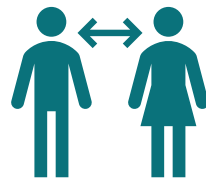


Q Willingness to Recommend

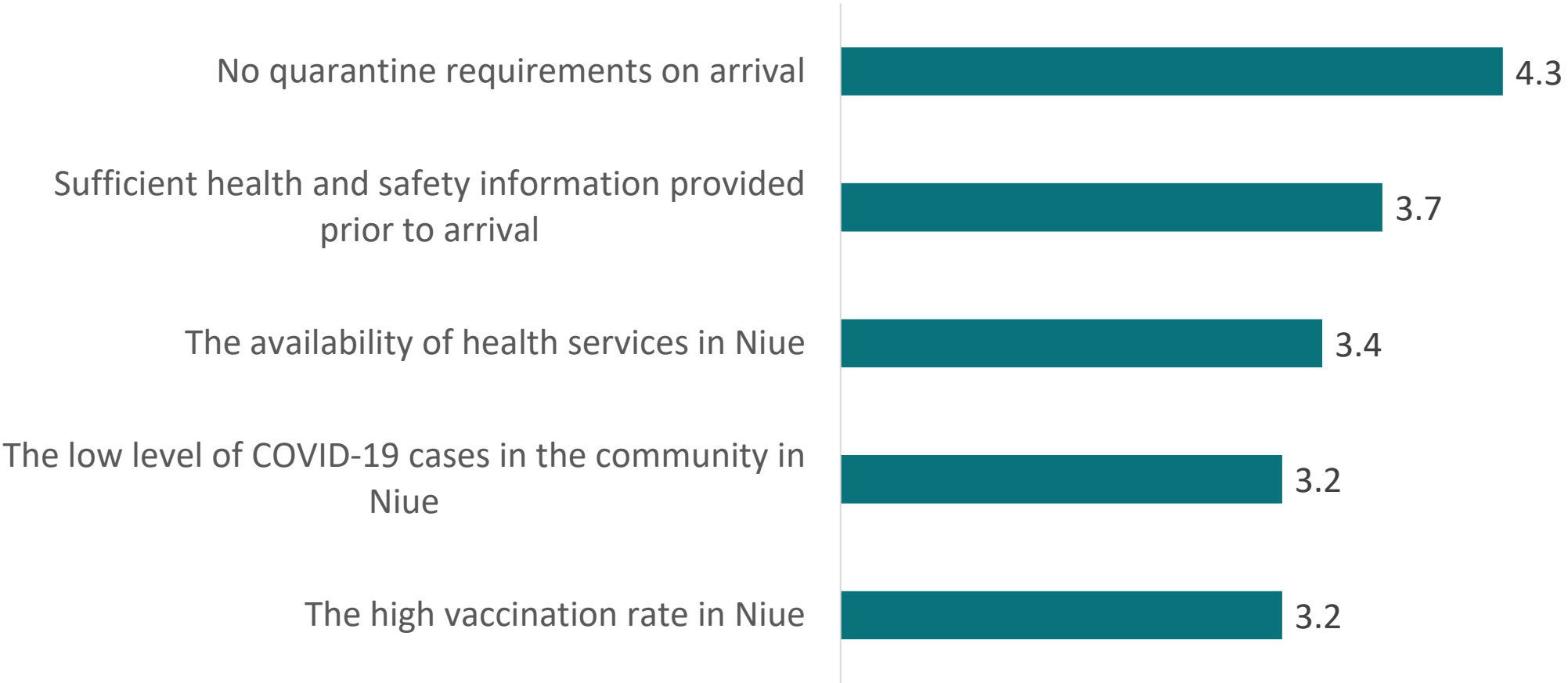


2022 JUL-DEC VISITORS

COVID RESPONSES

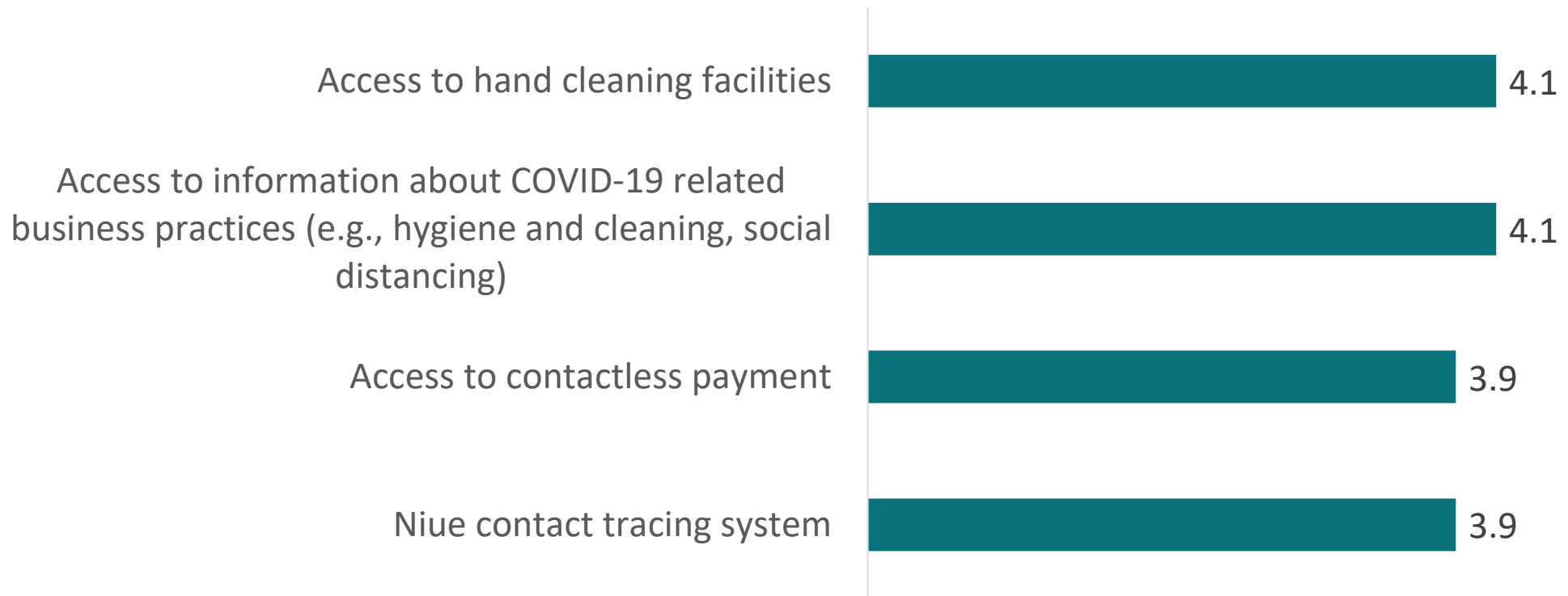


Q How important were the following factors in your decision to travel to Niue?



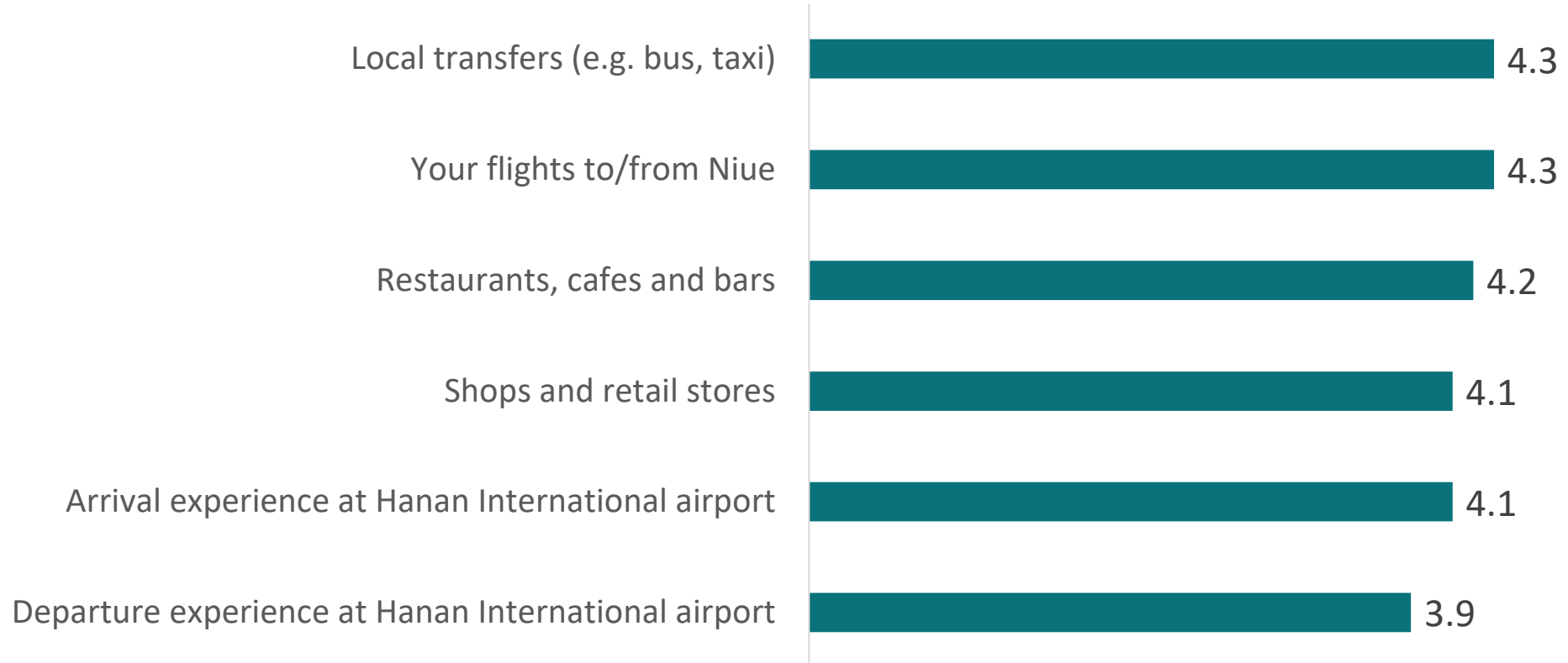
Scale: 1= Not at all important to 5= Extremely important

Q Satisfaction with COVID practices



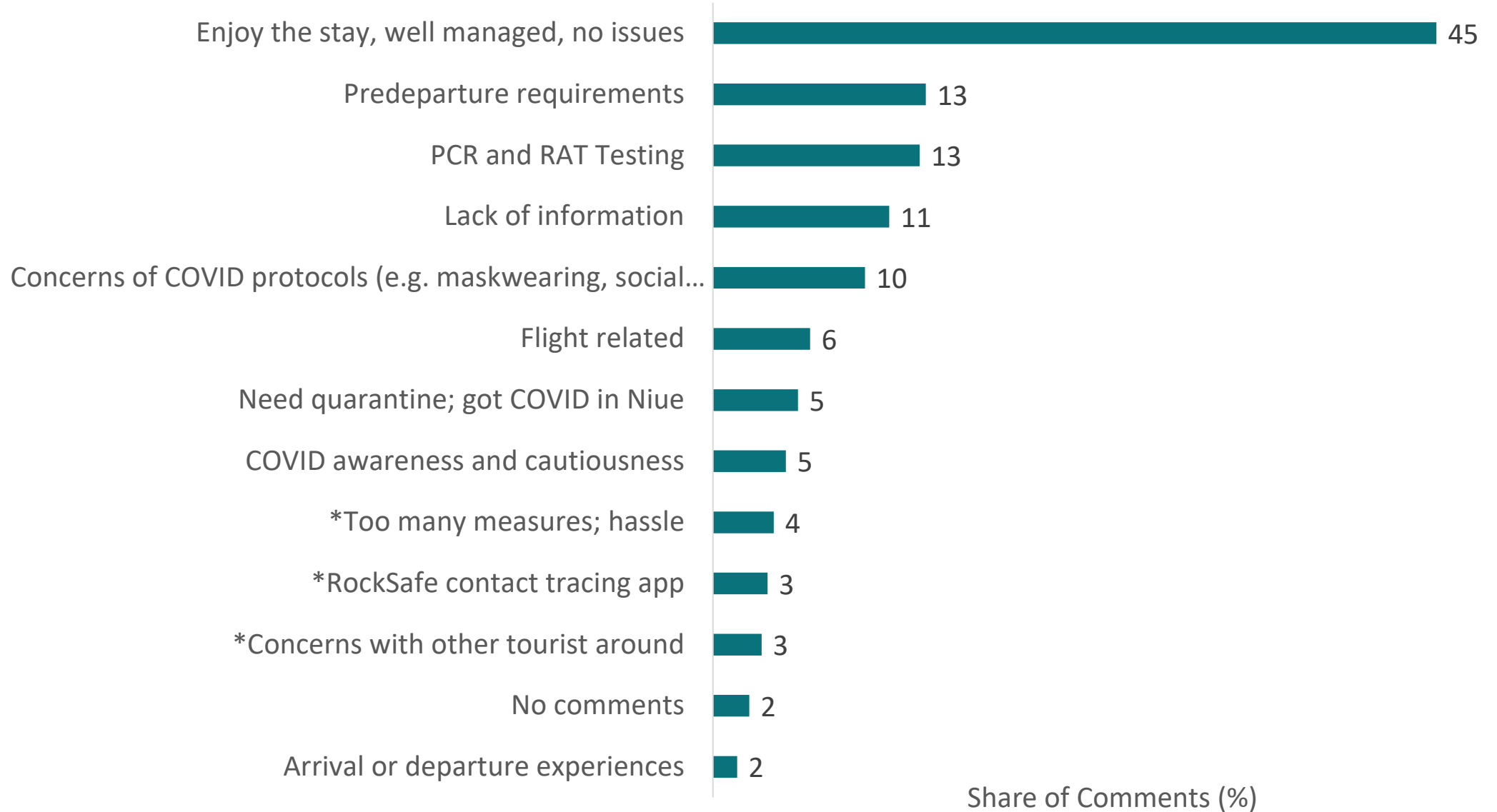
Scale: 1= Very dissatisfied to 5= Very satisfied

Q Satisfaction with Health and Safety Measures



Scale: 1= Very dissatisfied to 5= Very satisfied

Further COVID Comments



*Note: Total response N=263. Multiple response analysis, so total does not add up to 100%. * responses from July to September period.*

COVID Comments - Positive



NO CONCERNS

- + No worries about it
- + I simply love Niue and the Niuean.
- + It was all good and great!
- + Safer place during cover-19.
- + We are impressed with the Covid management for we visitors.
- + The process was well handled.



WELL MANAGED

- + Very confident with the way Niue health handled the visitors.
- + Lovely and professional team at Covid testing centre at hospital.
- + It was nice to know our flight was covid free as it made us feel more reassured while in Niue
- + Having to do PCR tests was not an issue; this was a good safety measure to protect the Niue people.

COVID Comments - Negative



PRE-DEPARTURE REQUIREMENTS

- + Paying for the pre travel covid test
- + Pre departure PCR tests in our region were so expensive we couldn't come again :(
- + The pre departure PCR test and days 1 and 3 tests were annoying but understandable
- + Having to do 2 tests was very frustrating and annoying especially having to do it twice during our stay and making the children test. And doing a pre departure test adds such a huge additional cost to your trip especially when you have a large family.



INFORMATION

- + Not enough information on whether you had to have a PCR test as various places had different information.
- + there wasn't really much information on arrival - signs were helpful to wear masks and tests on day 1 and day 3.
- + More information to ppl travelling from other countries instead of just NZ.



CONCERNS OF PROTOCOLS

- + There were no real measures in place.
- + Contact tracing not operating in most locations. Never asked to use it. Mask wearing wasn't followed.
- + The lake of masks on the flight and crammed line through customs was concerning.

Thank you

Authorship: B. Bai, D. Zhu, J. Yi, Vi. Tran, J. Mehen, M. Leonhartsberger, P. Kim and M. Orams