

# Samoa International Visitor Survey

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January – June 2018

Prepared for Samoa Tourism Authority

by

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[www.nztri.org](http://www.nztri.org)

October 2018



## **Acknowledgements**

NZTRI would like to acknowledge the Samoa Tourism Authority (special mention to Kitiona Pogi, Dulcie Wong Sin, Jeddah Leavai and the broader email collection and processing team) and Samoa Immigration for their support in this ongoing research. This report was prepared by Simon Milne, Mindy Sun, Jeannie Yi, Caroline Qi, and Birthe Bakker.

## Executive Summary

This report focuses on the characteristics, expectations and expenditure patterns of international tourists who visited Samoa by air between 1 January and 30 June 2018. The data presented is collected from an online departure survey (<http://www.samoasurvey.com/>). There were 3,297 individual respondents to the survey (5 % of visitors during the period) - representing a total of 5,899 adults and 1,501 children in terms of local expenditure analysis (the latter figure equates to 11% of all visitors during the period – based on national visitor arrival data from the Samoa Bureau of Statistics).

The initial survey period of 1 January and 30 June 2018 acts as a pilot to refine and develop the survey further. During this survey period we registered good responses from all markets with the exception of visitors from American Samoa, this market has therefore been removed from the current analysis. The survey invitation has now been amended to specifically encourage, visitors from American Samoa to complete the survey and the market will be incorporated in future reporting.

Three in five (60%) of visitors surveyed come from New Zealand with 23% coming from Australia. Visitors are well educated (75% of visitors have some form of tertiary education) with a relatively high annual household income (the average figure is SAT\$216,288/NZ\$118,435). Nearly half of the visitors (44%) travel with one companion. Solo travellers make up over a quarter (27%) of those surveyed.

More than half of respondents (51%) are first time visitors to Samoa, a further 20% have visited two or three times before. The main purpose of visit is holiday-making (53%). The average length of stay in Samoa is 8.8 nights. Three quarters (75%) of visitors stay either one or two weeks. Nearly a third of visitors surveyed visited Savai'i (33%) in addition to Upolu.

Average visitor spend prior to arrival in Samoa is SAT\$2,430 (NZ\$1,330) per person, we estimate that 55% of this amount - SAT\$ 1,337 (NZ\$732) reaches the Samoan economy (SAT\$ 152/NZ\$83 per day). The average spend while in the country is SAT\$1,390 (NZ\$766) per visitor or SAT\$158 (NZ\$87) per person per day. If the pre-paid spend and the in-country spend are combined, it is estimated that the total spend per visit is SAT\$2,727/NZ\$1,498 (or SAT\$310/NZ\$170 per person per day).

Overall visitor satisfaction levels with Samoa services and experiences are high. The most appealing elements are environmental cleanliness and weather; local people; activities, attractions, entertainment and events; and culture. The least appealing elements are the lack/quality of infrastructure, public services and facilities; food and beverage; rubbish and natural environment care; customer service, social issues, and cost of goods and services.

Visitors' future intentions are very positive with 91% of those surveyed stating that they would return to Samoa, and 94% saying they would recommend Samoa to friends or family.

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## Introduction

The Samoa government, local businesses and communities require a clear picture of the characteristics, expectations and expenditure patterns of visitors to the nation. An important part of this program is helping businesses and the public sector to have a better understanding of the role that the industry plays in the local economy and how industry performance may be improved. The information reported here from the Samoa International Visitor Survey (IVS) is designed to support better decision making at government, business and community levels.

The Samoa IVS involves international visitor data being collected via an online survey. Visitors to Samoa are asked to complete a web-based survey within a few weeks of the completion of their visit.

This report presents the results from January to June 2018. Over this six-month period, 19,598 visitors were contacted by email to take part in the survey, and 3,297 responses were received: a conversion rate of 17%. These responses cover a total of 5,899 adults and 1,501 children.

The data presented in this report includes detailed information on:

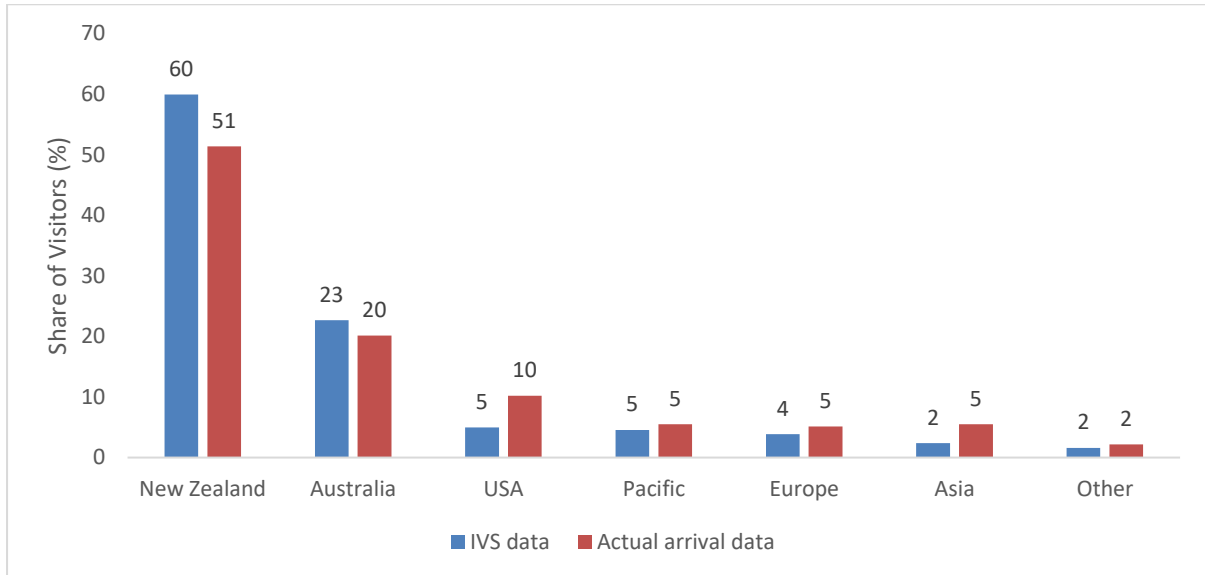
- The characteristics of visitors to Samoa (age, gender, education, country of origin, income, purpose of visit, travelling companions, number of previous visits, accommodation types, length of stay, airline used, islands visited, and destinations visited)
- Visitor information obtained about Samoa, the factors influencing the travel decision making process, and booking information and sources
- Visitor expenditure (amount of money spent prior to arrival and while in Samoa and the breakdown of spending)
- Visitor satisfaction (most and least appealing elements of the visit, overall satisfaction, satisfaction with activities)

All data have been weighted based on actual arrivals by country of residence over the same time period. This ensures that results are representative of all visitor arrivals, thereby ensuring that over-sampled or under-sampled countries of residence are adjusted accordingly. Please note that for this first round of analysis American Samoan visitors are not included due to the small sample size.

## Visitor Characteristics

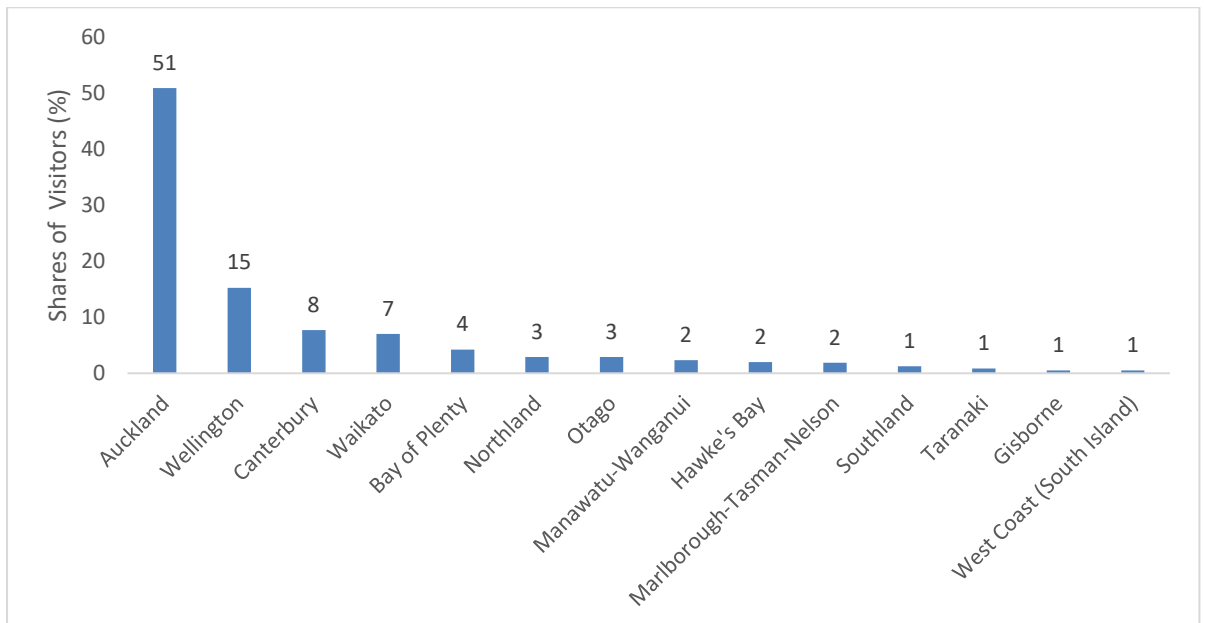
Three in five (60%) of the visitors surveyed come from New Zealand (Figure 1). The second largest visitor group is from Australia (23%). United States of America, Pacific, Europe, and Asia represent the other main source markets.

**Figure 1: Country of origin**

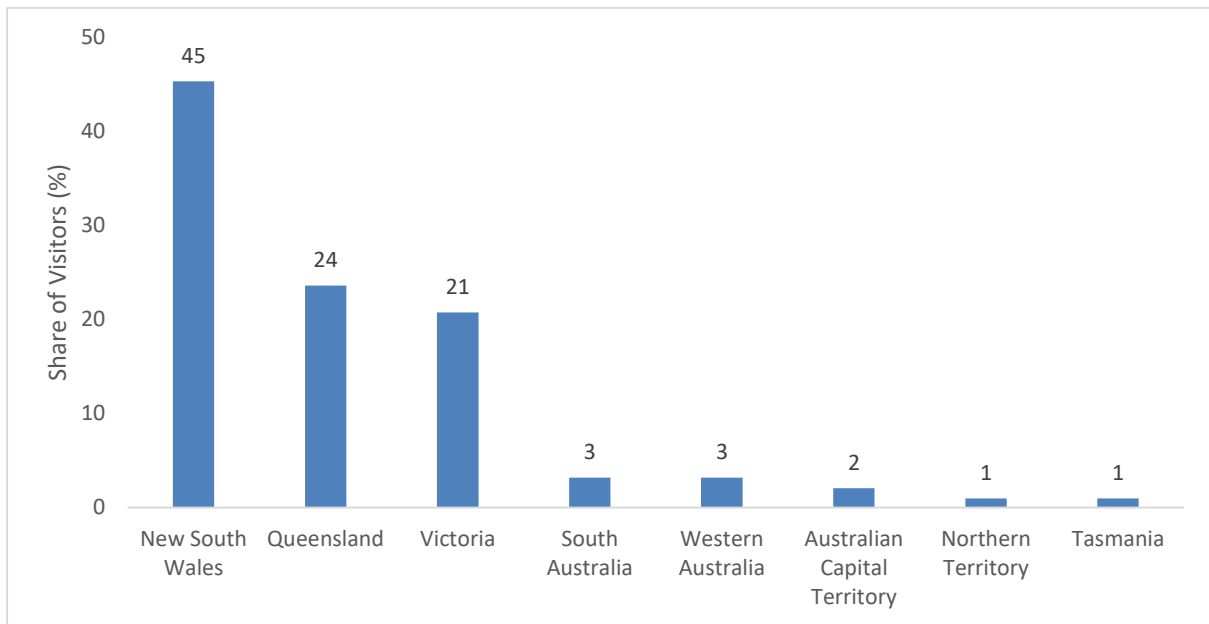


Auckland, Waikato, Wellington, and Canterbury account for 81% of New Zealand visitors. For Australian visitors, the regions of New South Wales, Queensland, and Victoria dominate (90%) (Figure 2-3).

**Figure 2: New Zealand visitors (n = 1,677)**

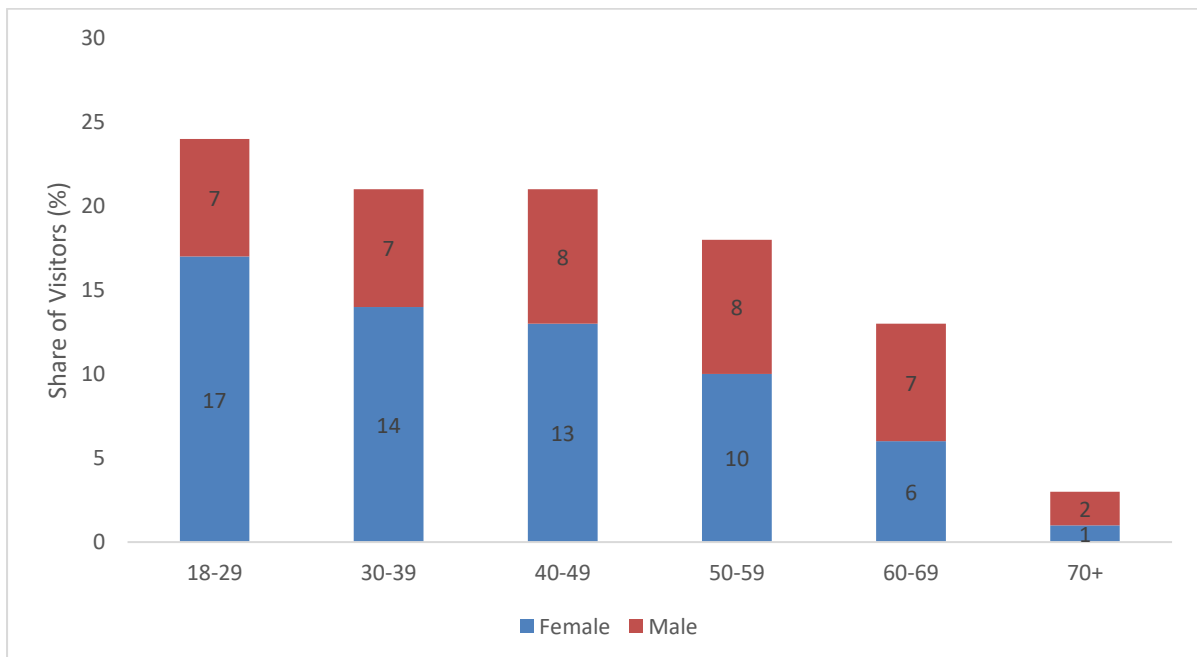


**Figure 3: Australia visitors (n = 635)**



More women (60%) than men (39%) completed the survey, with less than 1% of visitors selecting “gender diverse” (Figure 4). The most significant age categories are the 18 to 29 year grouping (24%), the 30 to 39 year grouping (21%), and the 40 to 49 year grouping (21%), followed by those aged 50 to 59 (18%), and 60 to 69 (12%). There are relatively few travellers in the 70 plus age bracket (3%).

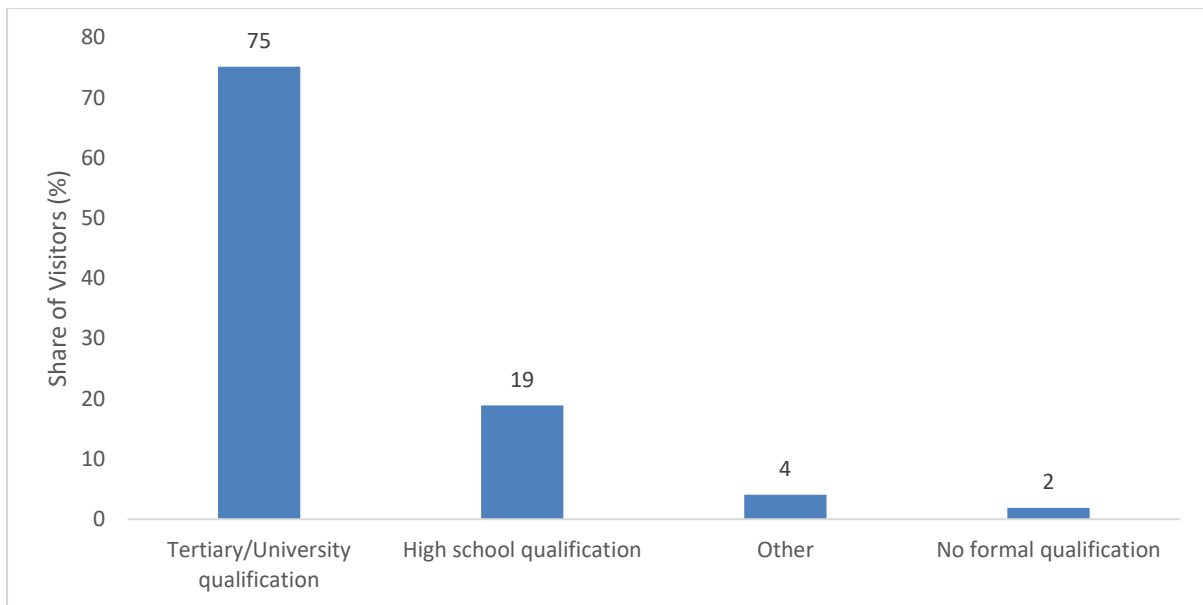
**Figure 4: Distribution of age and gender (n = 2,758)**



Visitors are generally well educated: three-quarters (75%) of those surveyed have some form of tertiary qualification, with a further 19% having completed a high school education (Figure 5).

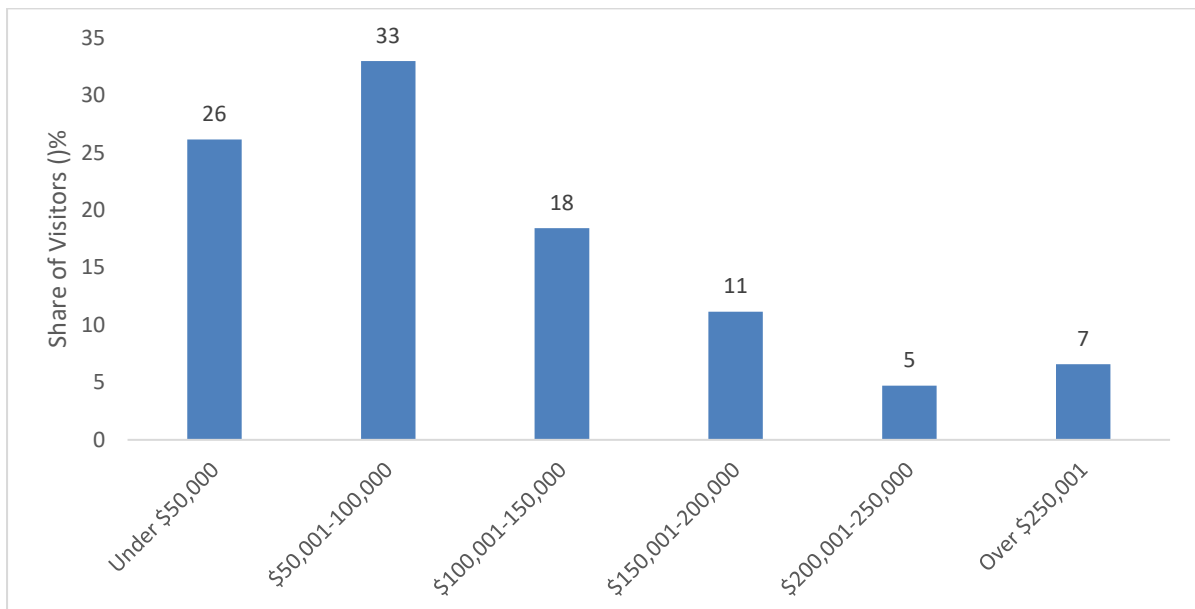


**Figure 5: Highest qualification (n = 2,798)**



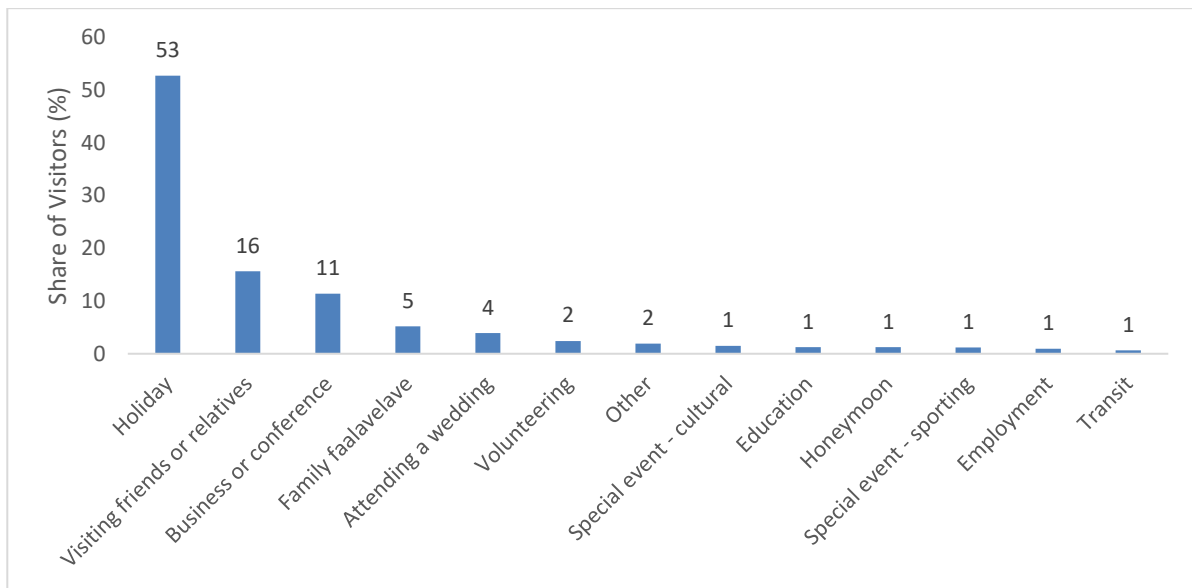
The average annual household income of the visitors surveyed is SAT\$216,288/NZ\$118,435. About a third of visitors (33%) have an annual household income of between NZ\$50,001 and NZ\$100,000. Over a quarter (26%) of those surveyed earn less than NZ\$50,000. Nearly one fifth of visitors (18%) have a household income of between NZ\$100,001 and NZ\$150,000. A further 23% of respondents have a household income of over NZ\$150,000 per year (Figure 6).

**Figure 6: Annual household income in NZD (n = 2,798)**



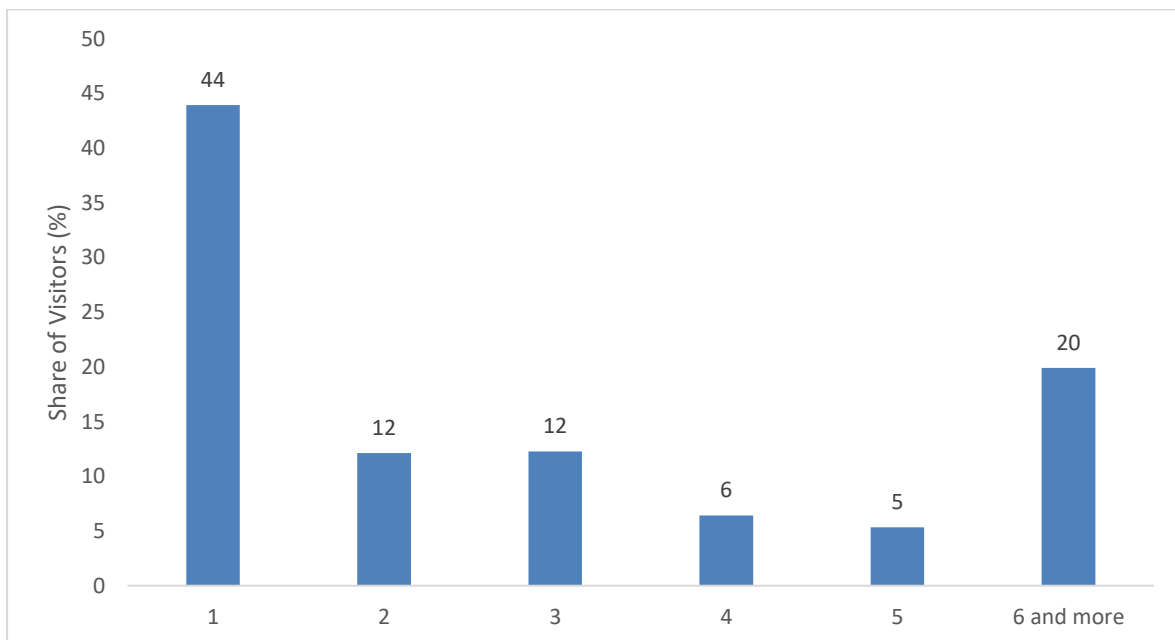
Over half of visitors surveyed come to Samoa for a holiday (53%) (Figure 7). Other reasons given include visiting friends or relatives (16%), business and conference (11%), family fa'alavelave (5%), attending a wedding (4%), and for volunteering (2%).

**Figure 7: Main purpose of visit (n = 2,798)**



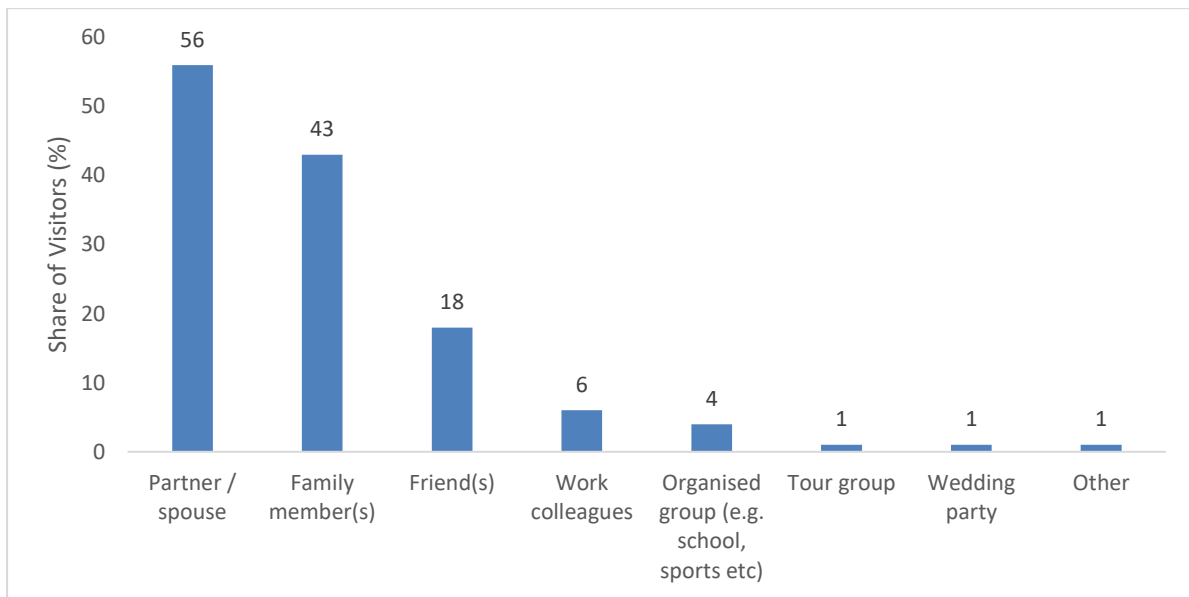
Just over one quarter of the visitors travelled alone (27%). Of those (73%) who travelled with companion(s) to Samoa, 44% travelled with one companion (Figure 8). Travel groups between two and five people are relatively common. One in five (20%) of the visitors surveyed travelled with six or more people and were often visiting for family fa'alavelave, family reunions, as part of tour groups or wedding parties.

**Figure 8: Number of companions on trip (n = 2,798)**



Among these visitors, the largest group (56%) travel to Samoa with a partner or spouse. Visitors also travel with other family members (43%), or with friends (18%). Those travelling with work colleagues, in an organised group, in a tour group or for a wedding party represent a smaller share of the sample (Figure 9).

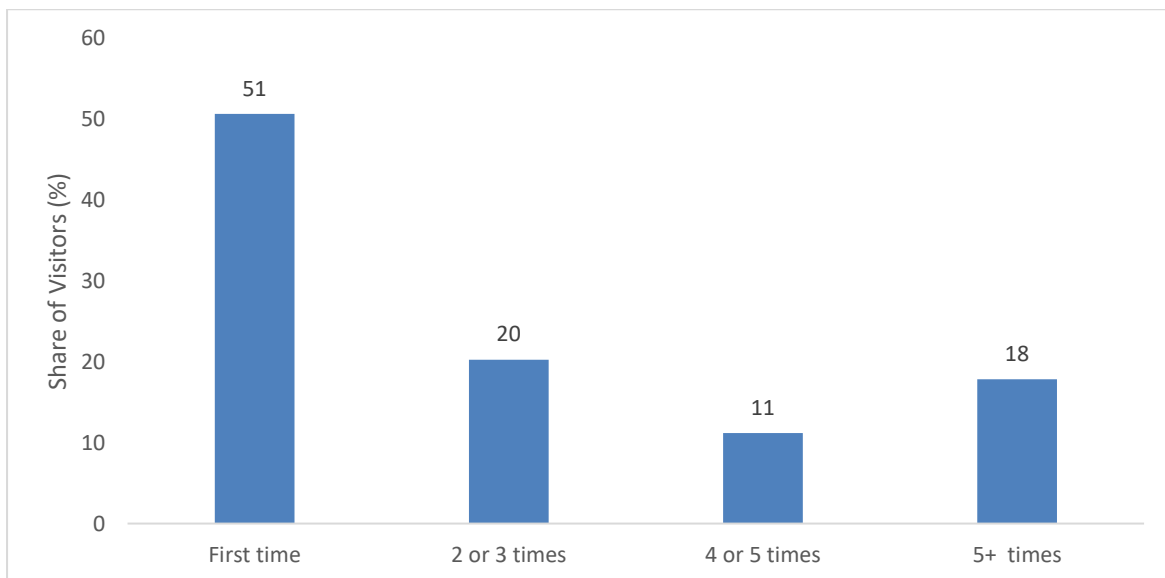
**Figure 9: Travelling with whom? (n = 2,798)**



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

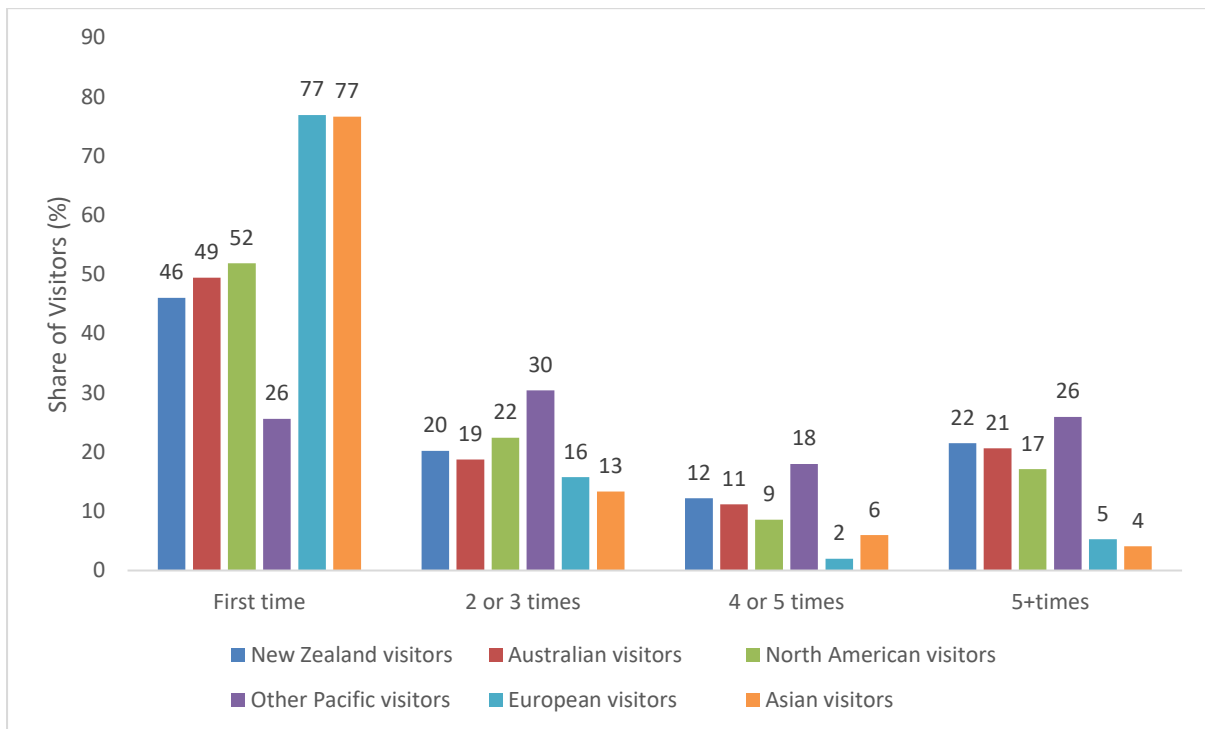
More than half of the visitors (51%) are on their first visit to Samoa. A further 20% have been to Samoa twice or three times before. Nearly one third of respondents (29%) have visited Samoa four or more times (Figure 10).

**Figure 10: Number of visits to Samoa (n = 2,798)**



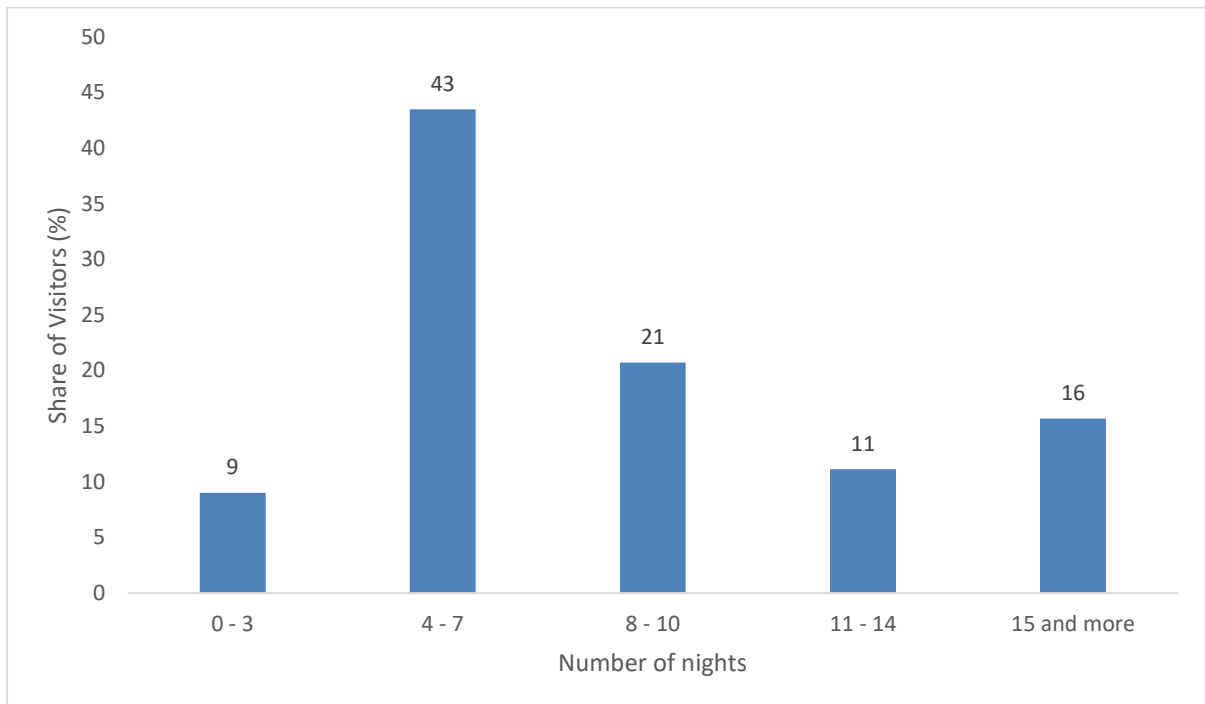
Other Pacific visitors are more likely to be repeat visitors than those from other source markets (Figure 11). Nearly three quarters (74%) of the surveyed visitors from other Pacific islands have visited Samoa before, compared to only 23% of visitors from Europe and 23% of respondents from Asian countries. Over half of New Zealanders (54%) and Australians (51%) are repeat visitors to Samoa, with return visitation by North American visitors also strong (48%).

**Figure 11: Number of previous visits to Samoa – market breakdown (n = 2,798)**



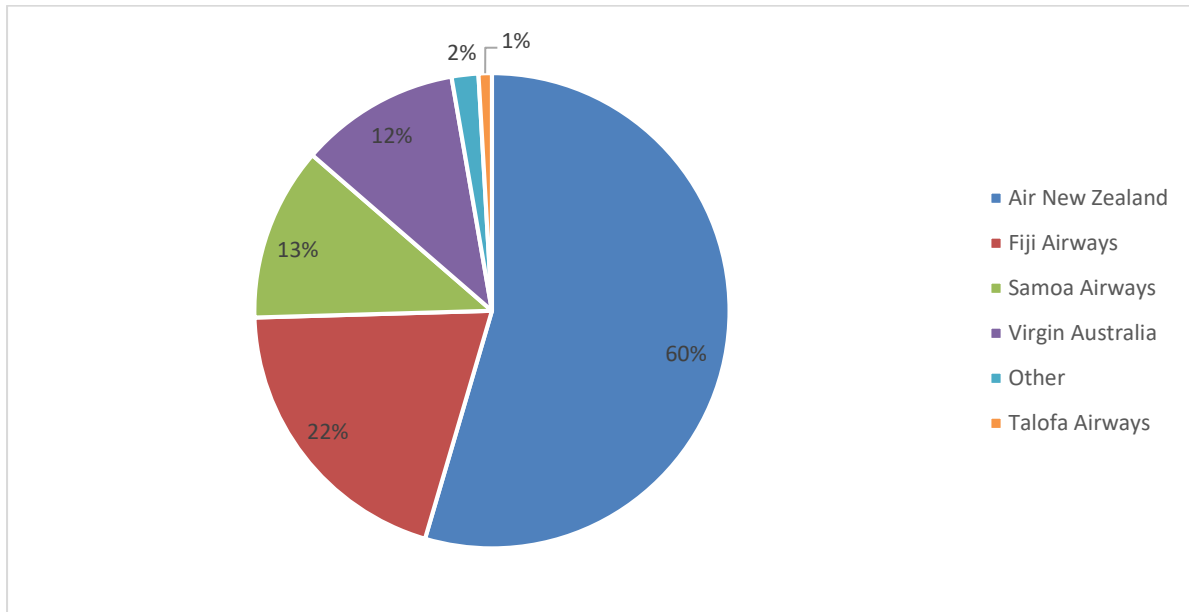
The average length of stay in Samoa is 8.8 nights with 73% of visitors spending 10 or fewer nights in the country (Figure 12).

**Figure 12: Length of stay in nights (n = 2,798)**



Three fifths (60%) of visitors travel to/from Samoa with Air New Zealand, a further 22% of visitors fly with Fiji Airways, followed by those visitors travelling with Samoa Airways (13%) and Virgin Australia (12%) (Figure 13).

**Figure 13: Mode of transport (n = 2,798)**

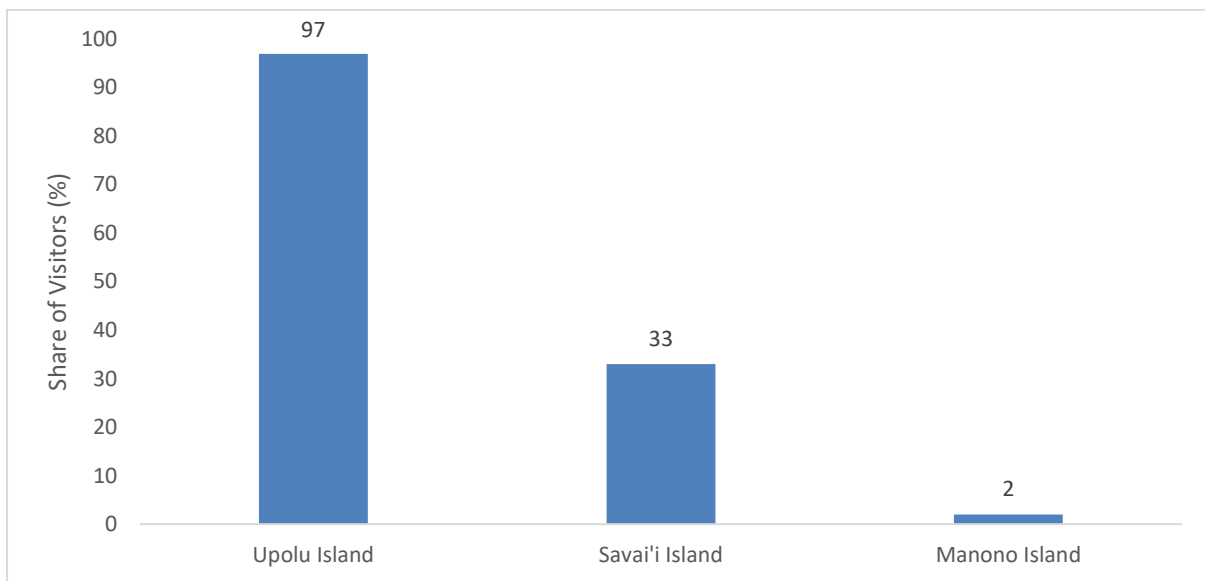


*Note: Multiple responses, therefore total does not add up to 100%.*

While 20% of the visitors surveyed said their trip to Samoa was part of a larger journey, 80% of visitors stated that Samoa was the sole destination on their journey. Of those who said they were on a broader trip nearly two in five (36%) of them mentioned their travel destinations included Fiji. 'New Zealand' was the second most mentioned destination at 27%; another 13% of visitors stated that they visited other Pacific countries along with Samoa. Eleven percent of the respondents visited Australia. A small number of visitors (8%) mentioned American Samoa and (4%) mentioned the United States of America as a destination.

The vast majority (97%) of visitors to Samoa spend time on Upolu, with Savai'i being the second most visited island (33%) (Figure 14). A small percentage of visitors spend time on the Manono (2%), while even fewer visitors travelled to Apolima (less than 1%).

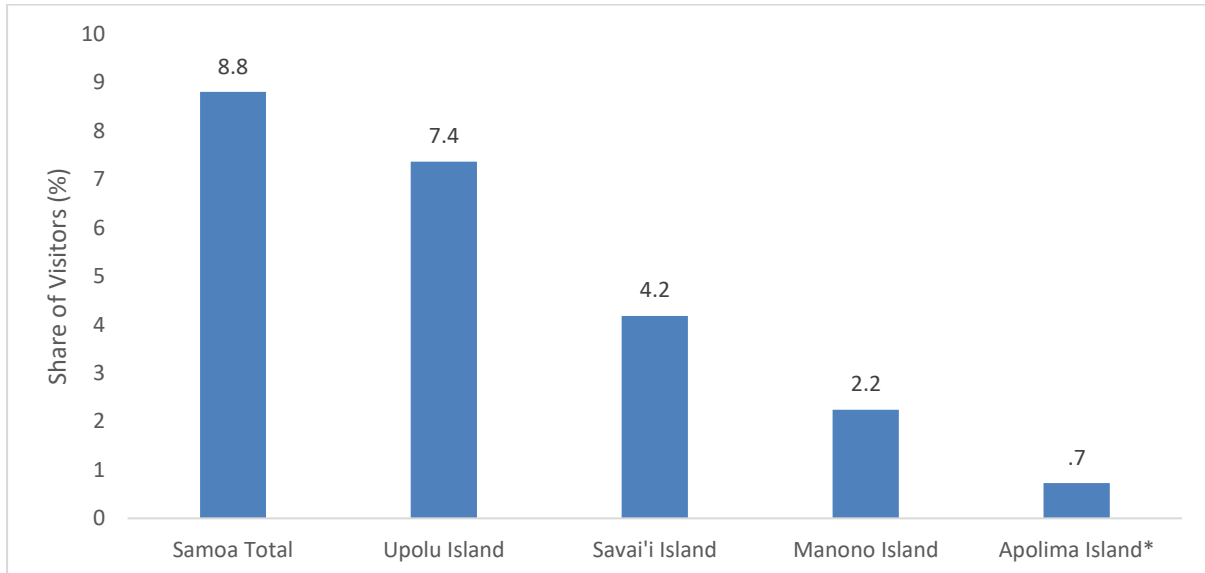
**Figure 14: Visited Islands (n = 2,798)**



Note: Respondents could visit more than one island, so total may not add up to 100%.

The average length of stay on Upolu Island is 7.4 nights (Figure 15). For the visitors that visited Savai'i, the average number of nights spent on the island itself is 4.2. Visitors to Manono Island and Apolima Island spent an average of 2.2 nights and 0.7 nights respectively.

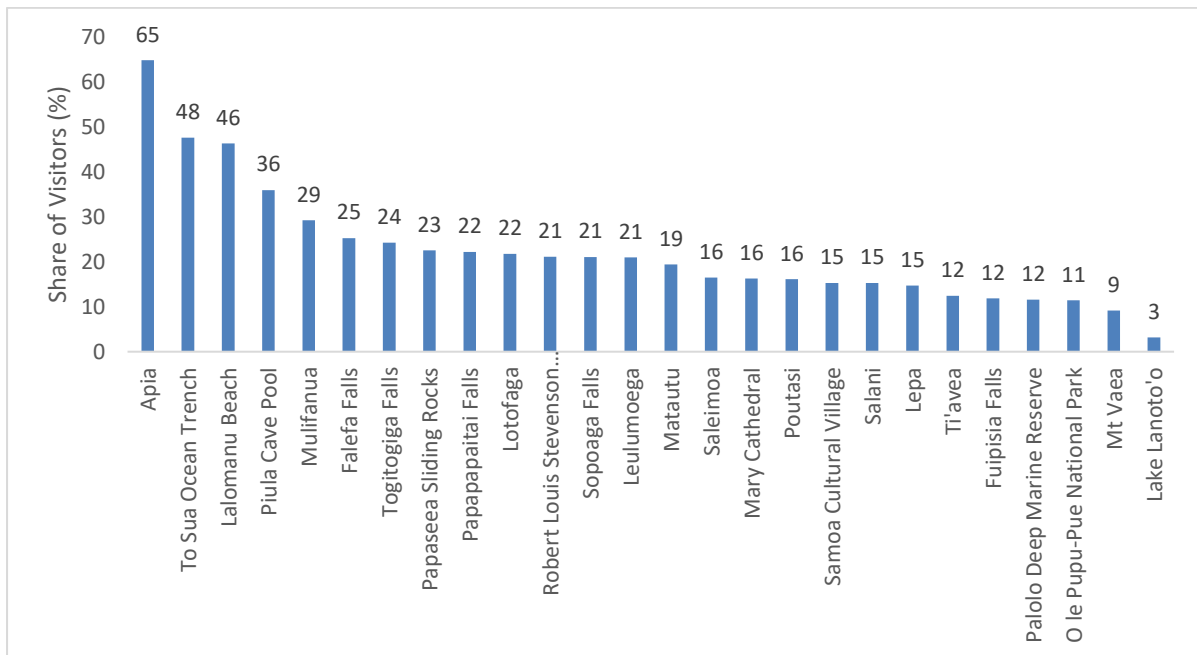
**Figure 15: Average length of stay in Samoa and on each island (n = 2,798)**



Note: \*n=8

Visitors who travelled to Upolu and/or Savai'i Island were asked to provide information on which specific destinations they visited on each island (Figure 16). On Upolu the Capital of Apia was most commonly visited (65%), the five other most popular attractions are: To Sua Ocean Trench (48%), Lalomanu beach (46%), Piula Cave Pool (36%), Mulifanua (29%), and Falefa Falls (25%).

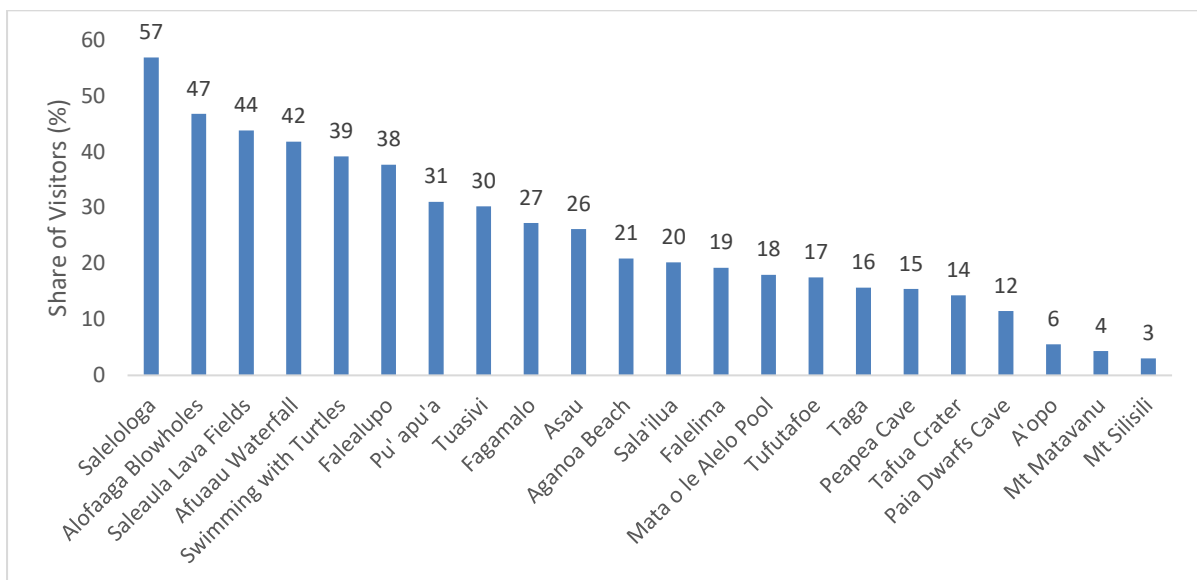
**Figure 16: What place(s) did you go to on Upolu Island? (n = 2,630)**



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

For those visitors to Savai'i Island (Figure 17), nearly three fifths (57%) have been to Salelologa. About half (47%) of visitors have travelled to Alofaaga Blowholes, followed by Saleaula Lava Fields (44%), Afuaau Waterfall (42%), and Swimming with Turtles (39%).

**Figure 17: What place(s) did you go to on Savai'i Island? (n = 894)**

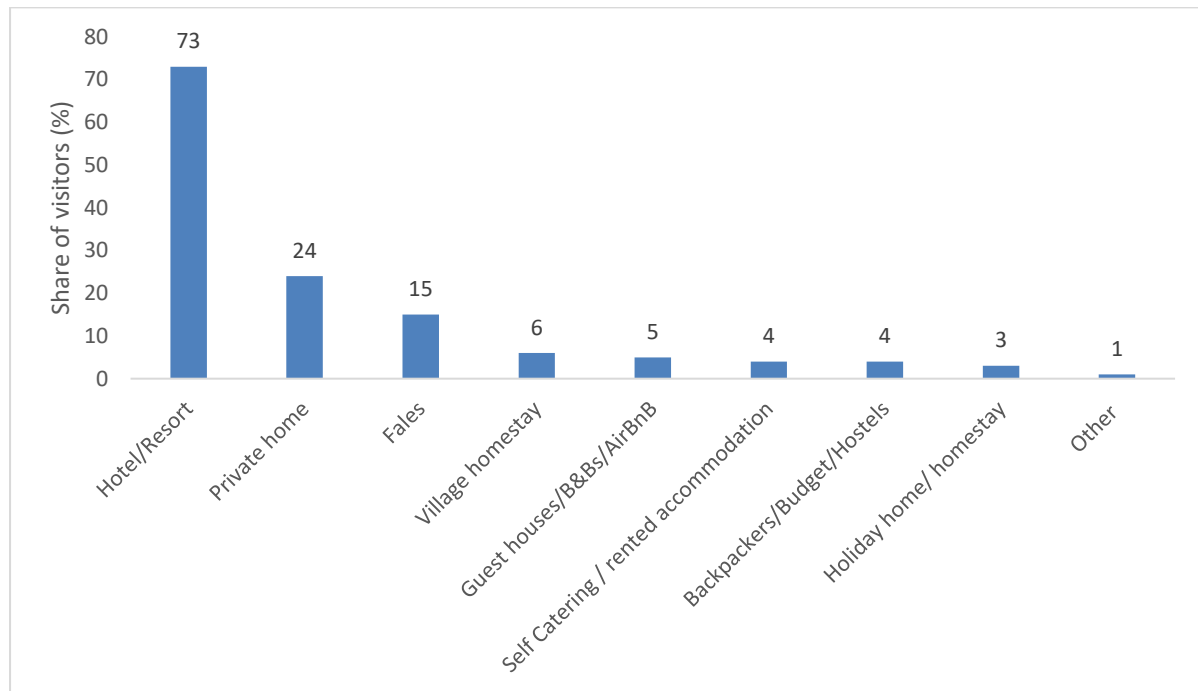


Note: Multiple responses, therefore total does not add up to 100%.

Visitors were asked to select the types of accommodation they used during their stay in Samoa. Nearly a quarter (24%) of visitors surveyed actually stay in a private home (Figure 18). For those who stayed in commercial accommodation hotel/resorts are most popular (73%), followed by fales (15%). The remaining types of accommodation used includes: village

homestay (6%), guest houses/B&Bs/AirBnB (5%), self catering/rented accommodation (4%), backpackers/budget/hostels (4%), holiday home/homestay (3%), and others (1%).

**Figure 18: What type(s) of accommodation did you stay in? (n = 2,798)**



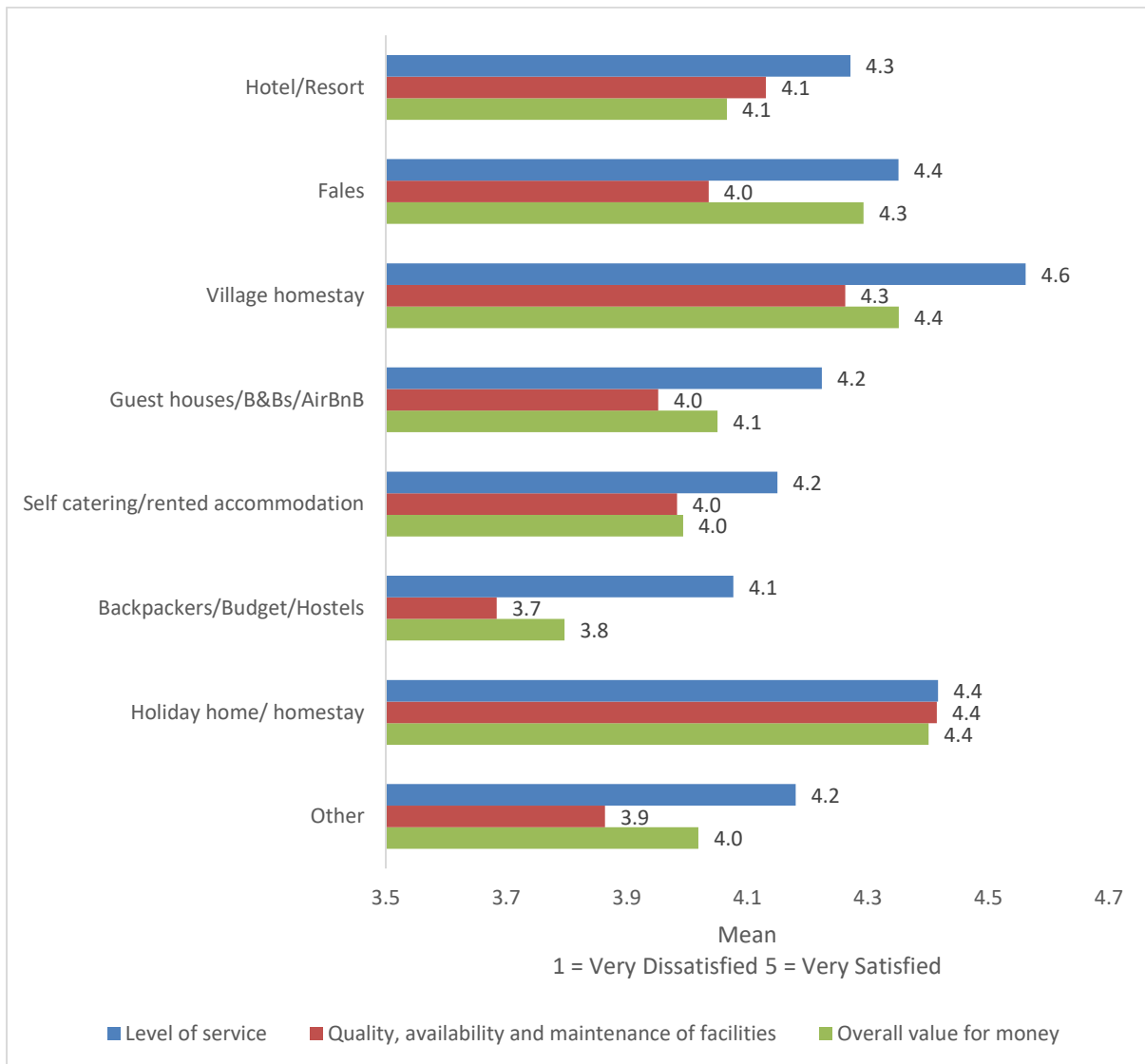
Note: Multiple responses, therefore total does not add up to 100%.

Respondents were also asked to indicate their overall satisfaction with their accommodation on a scale from 1 ‘Very Dissatisfied’ to 5 ‘Very Satisfied’. Around 90% of visitors surveyed are either ‘Satisfied’ or ‘Very Satisfied’ with their Holiday home/homestay experience, while visitors staying in the Backpacker/Budget/Hostels show the least overall satisfaction among all accommodation types.

Figure 19 shows that visitor satisfaction is universally high for most Samoan accommodation types in terms of level of service, quality/availability and maintenance of facilities, and overall value for money. From the perspective of level of service, village homestays receive the highest mean value (4.6), closely followed by fales (4.4), holiday home/homestay (4.4), and hotel/resort (4.3). For the quality, availability and maintenance of facilities, most accommodations are either equal to 4 or greater than 4 with the exception of backpackers/budget/hostels (3.7) and ‘other’ forms of accommodation (3.9). In terms of overall value for money, a large majority of accommodation is graded as 4 or above out of 5 with the exception of backpackers/budget/hostels (3.8).



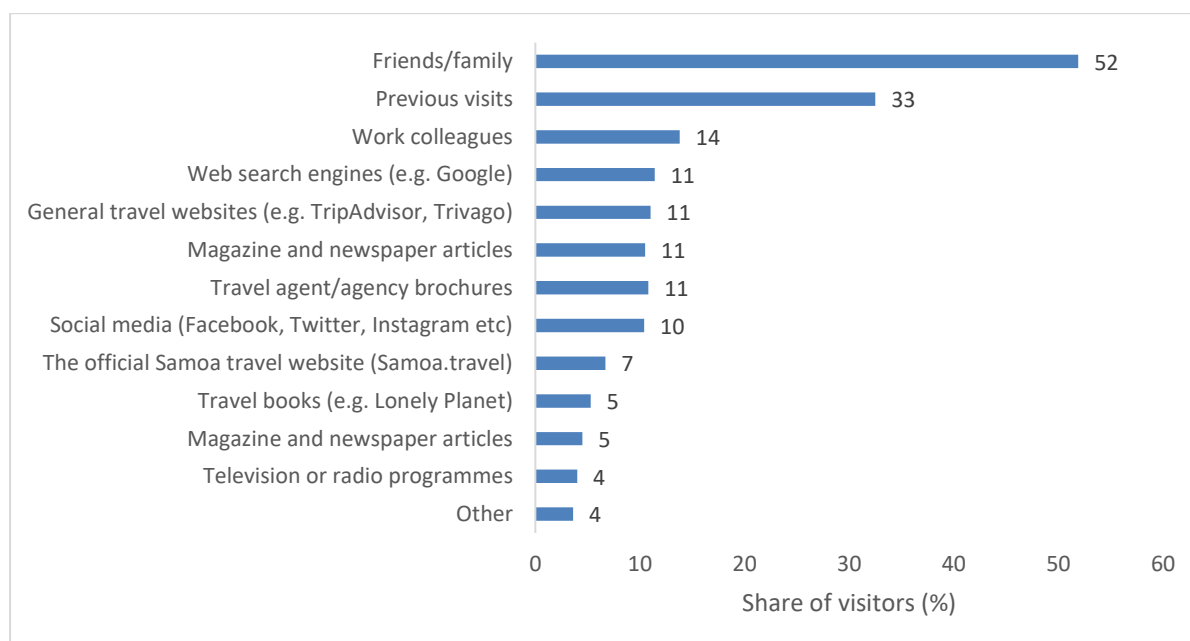
**Figure 19: Degree of satisfaction with accommodation used (mean score out of 5)**



## Information Sources and Purchasing Behaviour

Participants were asked how they had found out about Samoa as a holiday destination (Figure 20). Over half (52%) of respondents indicated they had heard about Samoa via word of mouth from friends and family members, this was followed by previous experience (33%), work colleagues (14%), web search engines (e.g. Google) (11%), and general travel websites (11%).

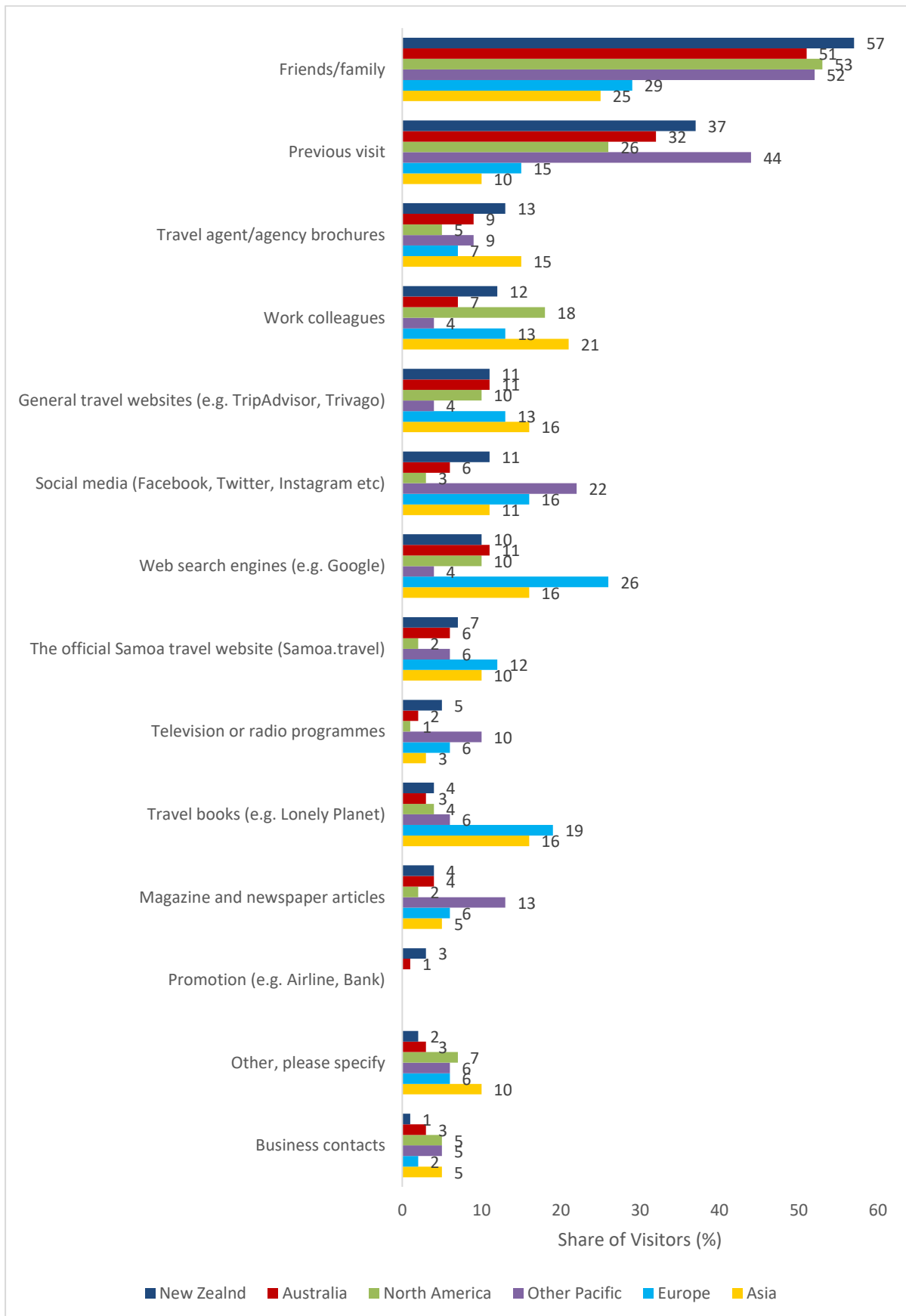
**Figure 20: How did you find out about Samoa as a destination (n = 2,798)**



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

Visitors from New Zealand are more likely to seek information about the destination via word of mouth from friends and family members (57%). There are more repeat visitors from other Pacific islands and this is reflected by the fact that 44% of visitors from these markets ranked previous visits as one of the most important sources of information, compared to only 15% of European visitors and 10% of Asian visitors. European visitors (26%) were more likely to rate web search engines as the most important source of information for finding out about Samoa. A small number of visitors from New Zealand (3%) and Australia (1%) mentioned that they got the information about Samoa by way of holiday promotions provided by airlines or banks (Figure 21).

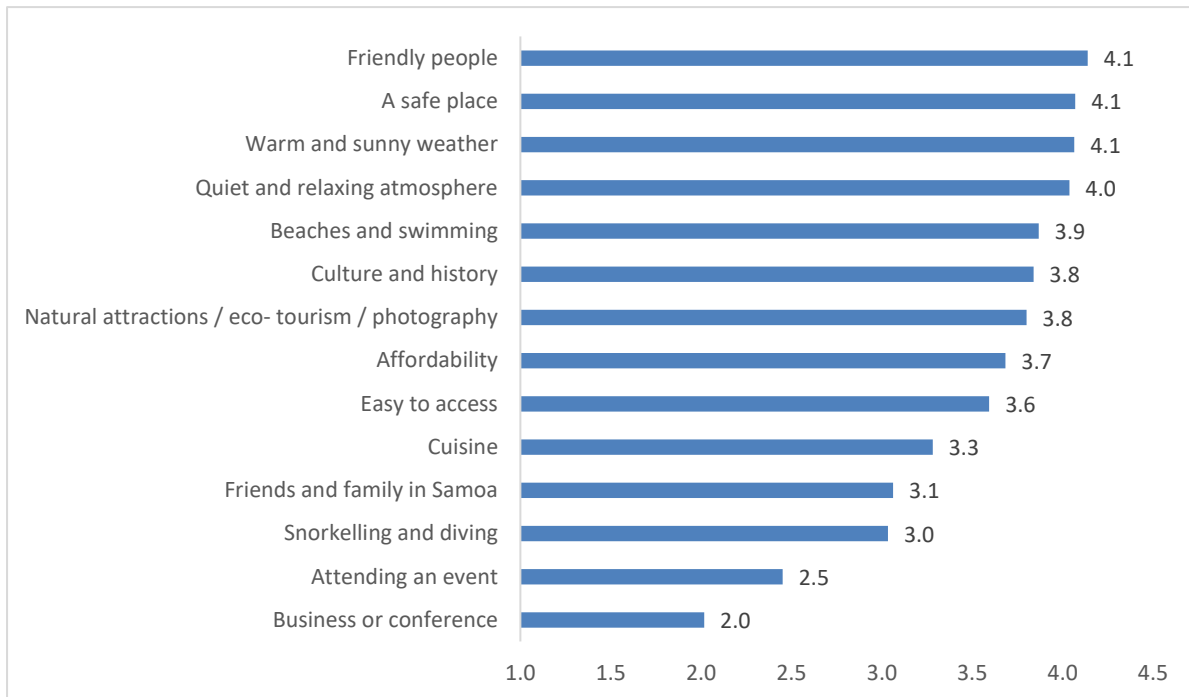
**Figure 21: How did you find out about Samoa as a destination – market breakdown**



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

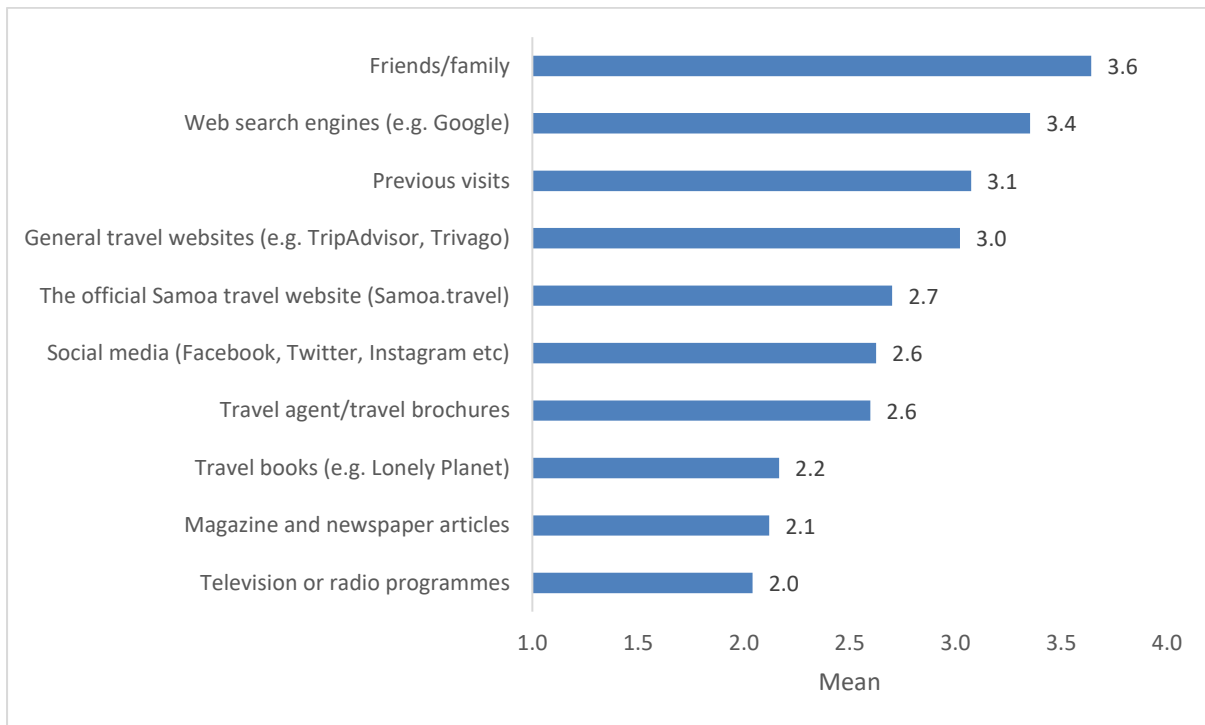
Visitors were asked to think about how influential a variety of factors were in their choice to visit Samoa (Figure 22). A variety of factors influence visitor decisions to visit Samoa, including the top three ranking (4.1): friendly local people, a safe place, and warm and sunny weather. A quiet and relaxing atmosphere (4.0), beaches and swimming (3.9), culture and history (3.8), natural attractions/eco-tourism/photography (3.8), affordability (3.7), and ease of access (3.6) also influence people’s choice to visit Samoa. Attending an event or and business/conference factors are not so influential with scores of 2.5 and 2.0 respectively.

**Figure 22: Influence of factors in the choice to visit Samoa (mean score out of 5)**



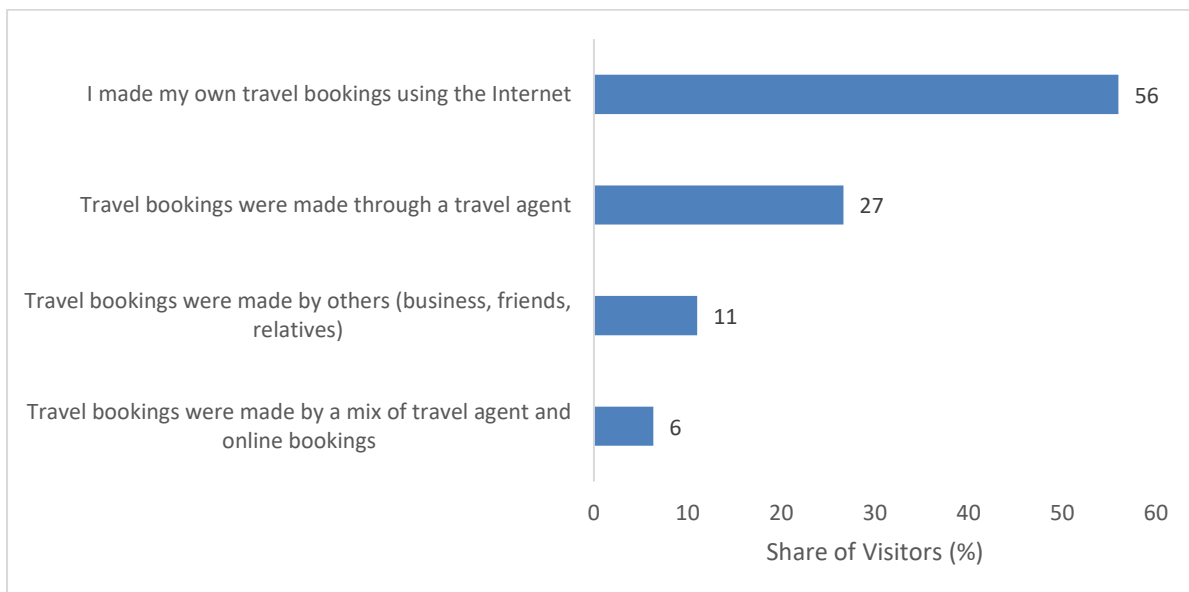
When visitors were asked to rank the importance of listed information sources used to plan their trip, friends and family members are ranked as the most important source (3.6) (Figure 23). Other important information sources included: web search engines (3.4), previous visits (3.1), general travel websites (3.0), the official Samoa travel website (2.7), and social media (2.6).

**Figure 23: Importance of information source used when planning your trip (n = 2,798)**



Well over half (56%) of visitors made bookings for their Samoa visit through the Internet (Figure 24). A smaller group of visitors surveyed (27%) made their own travel arrangements through travel agents, followed by 11% of visitors whose travel arrangements were made by others such as business, friends, and relatives, or those who used a mix of travel agent and online bookings (6%).

**Figure 24: How did you purchase your travel to Samoa (n = 2,798)**

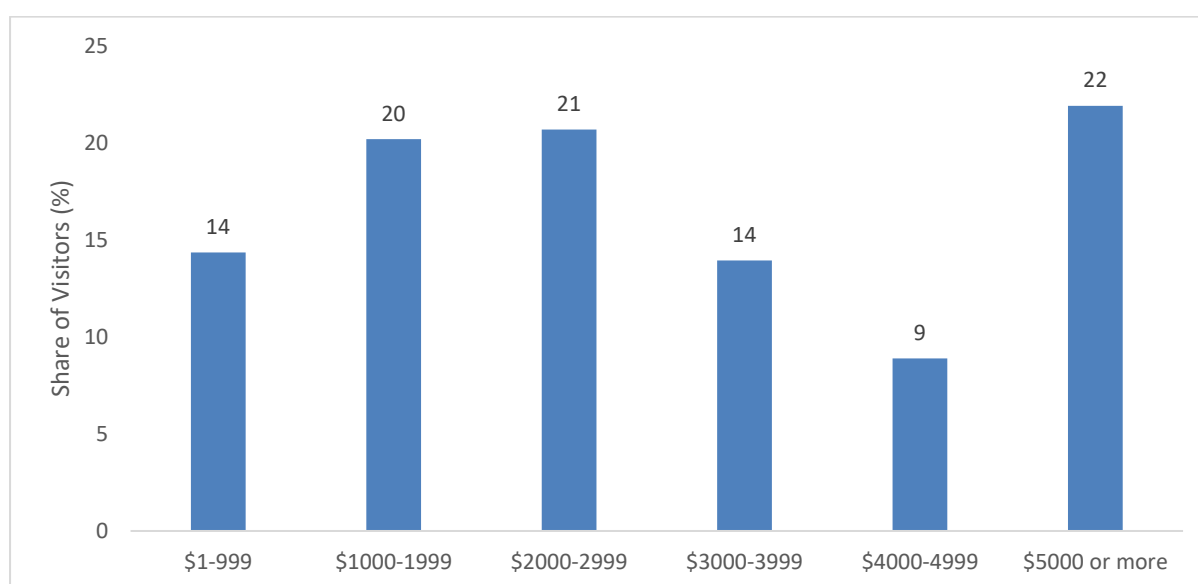


## Visitor Expenditure

The IVS asks a range of questions about visitor expenditure, both prior to arrival and while in Samoa. All the figures below are based on respondent estimates of their own spending and any others they spent money on (e.g. spouse, children). The following pre-paid expenditure section is based on the number of adults and children that respondents included in their cost estimates: 4,453 people comprising 3,714 adults and 739 children.

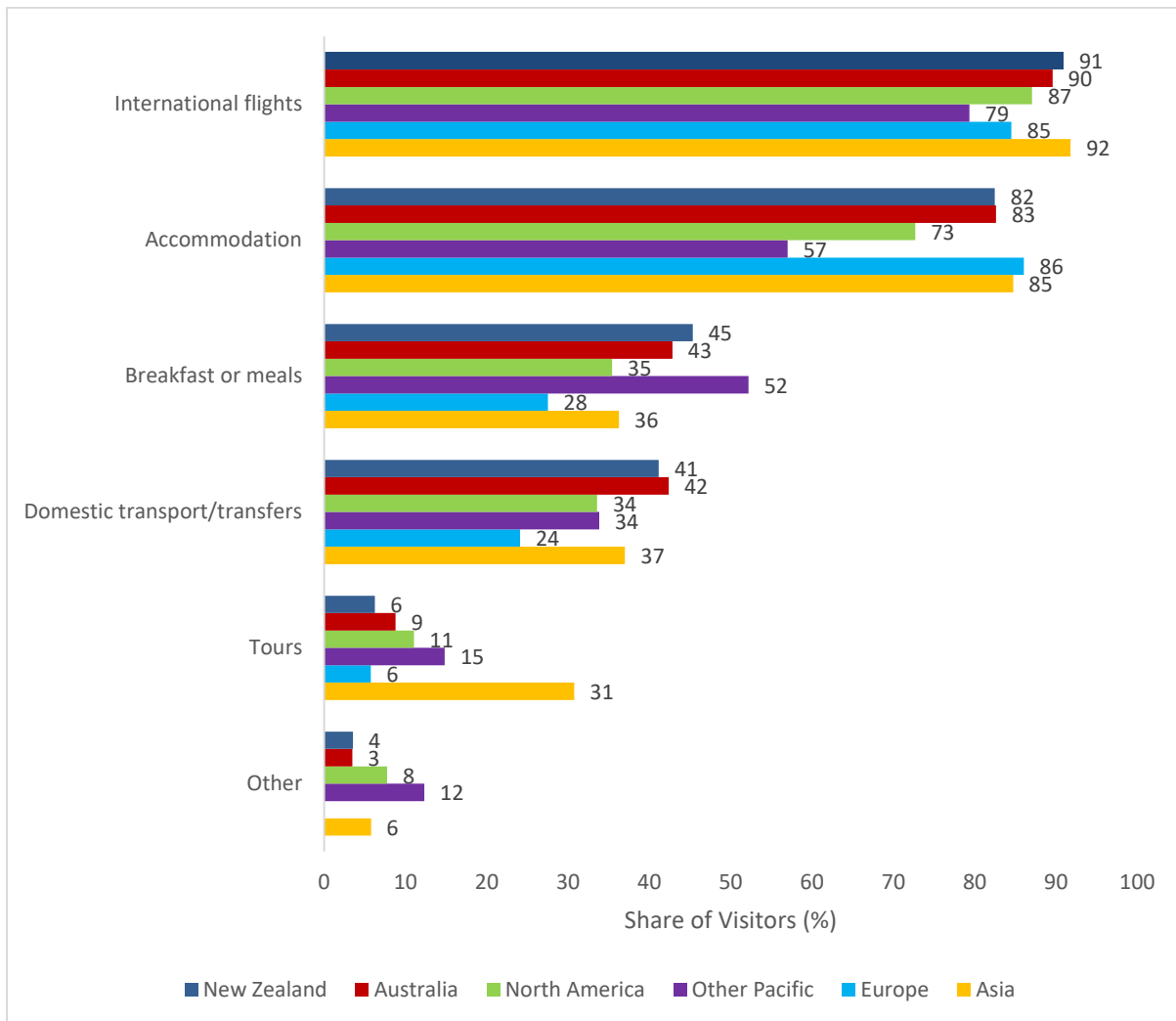
On average, visitors to Samoa spend SAT\$2,430 (NZ\$1,330) per person prior to arrival. Over one fifth (22%) of the visitors spend NZ\$5,000 or more prior to arrival, 41% of visitors spend between NZ\$1,000 and NZ\$2,999 (Figure 25).

**Figure 25: Amount of money spent per person prior to arrival (n = 2,798)**



In addition to international flights and domestic transport, spending prior to arrival usually includes accommodation: 82% of the cases for New Zealand visitors, 83% for Australian visitors, 73% for North American visitors, 57% for other Pacific visitors, 86% for European visitors and for 85% of visitors from Asian countries (Figure 26). Over two fifths of visitors (43%) have prepaid for breakfast and meals prior to arrival (45% for New Zealand, 43% for Australian visitors, 35% for North American visitors, 52% for other Pacific visitors, 28% for European visitors and for 36% of visitors from Asian countries). Activities are much less likely to be included in pre-paid expenses with the exception of those visitors from Asian countries (31%).

**Figure 26: Items included in money spent prior to arrival – market breakdown**



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

It is difficult to estimate accurately the proportion of the pre-paid spend that flows to Samoa. For the purposes of this study, and based on the previous research in the region, we conservatively estimate that 55% of total prepaid spend flows back to the Samoan economy. In summary, for every pre-paid 1 SAT\$, 55 cents flow back to the local economy. We estimate that the pre-paid spend figure flowing back to the local economy, is SAT\$152 (NZ\$83) per day, and SAT\$1,337 (NZ\$732) per visit (8.8 nights).

The total spend per visitor per day while in Samoa (excluding any pre-paid expenditure) is SAT\$158 (NZ\$87) (Table 1). The majority of money spent locally is on accommodation (31%), restaurants, cafes and bars (20%), and vehicle rental (11%). These per person expenditure figures are based on 3,297 survey responses covering a total of 6,959 people (5,576 adults and 1,383 children).

By multiplying daily spend by the average stay (8.8 nights) we can see that each visitor spends on average SAT\$1,390 (NZ\$766) during their time in Samoa. The total figure of what is spent locally and what flows back to Samoa from pre-paid expenses is therefore SAT\$310 (SAT\$152

+ SAT\$158) / NZ\$170 (NZ\$83 + NZ\$87) per visitor per day, or SAT\$2,727 (SAT\$1,337 + SAT\$1,390) / NZ\$1,498 (NZ\$732 + NZ\$766) for each visitor.

**Table 1: Average visitor expenditure in Samoa (per person per day)**

Expenditure Items	Covering people 6,959	
	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
<b>Total Expenditure</b>	<b>158</b>	<b>100</b>

Table 2 provides an overview of in-country expenditure by the visitor's country of origin. Visitors from Asia have by far the highest average spend per day at SAT\$368, followed by other Pacific visitors spend per day at SAT\$195. Average North American (USA and Canada) spend per person is SAT\$169 which is slightly higher than Australia visitors per day (SAT\$166) and European visitors per day (SAT\$165). By comparison, New Zealand visitors spend least with an average of SAT\$137 per day.

**Table 2: Average in-country expenditure per visitor per day by country of origin**

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
<b>Total in-country spend (SAT\$)</b>	<b>137</b>	<b>166</b>	<b>169</b>	<b>195</b>	<b>165</b>	<b>368</b>



Table 3 presents an overview of the average total expenditure per visitor per day by country of origin. We estimate conservatively that 55% of prepaid spend flows back to the Samoa economy. We then combine this figure with the daily spend in-country to provide a total per person per day spend figure. Visitors from Asia have the highest average spend per day at SAT\$705. New Zealand visitors spend the least at SAT\$278 per day.

**Table 3: Average total expenditure per visitor per day by country of origin**

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

## Visitor Satisfaction

Visitors were asked to indicate their overall satisfaction with their experience of Samoa on a scale from 1 'very dissatisfied' to 5 'very satisfied' (Figure 27). The vast majority (85%) of the visitors surveyed indicated they were either "satisfied" or "very satisfied" with their Samoa experience. Very few visitors (4%) were unsatisfied (a score of 2 or lower out of 5) with their visits.

**Figure 27: Overall satisfaction with experience of Samoa (n = 2,798)**

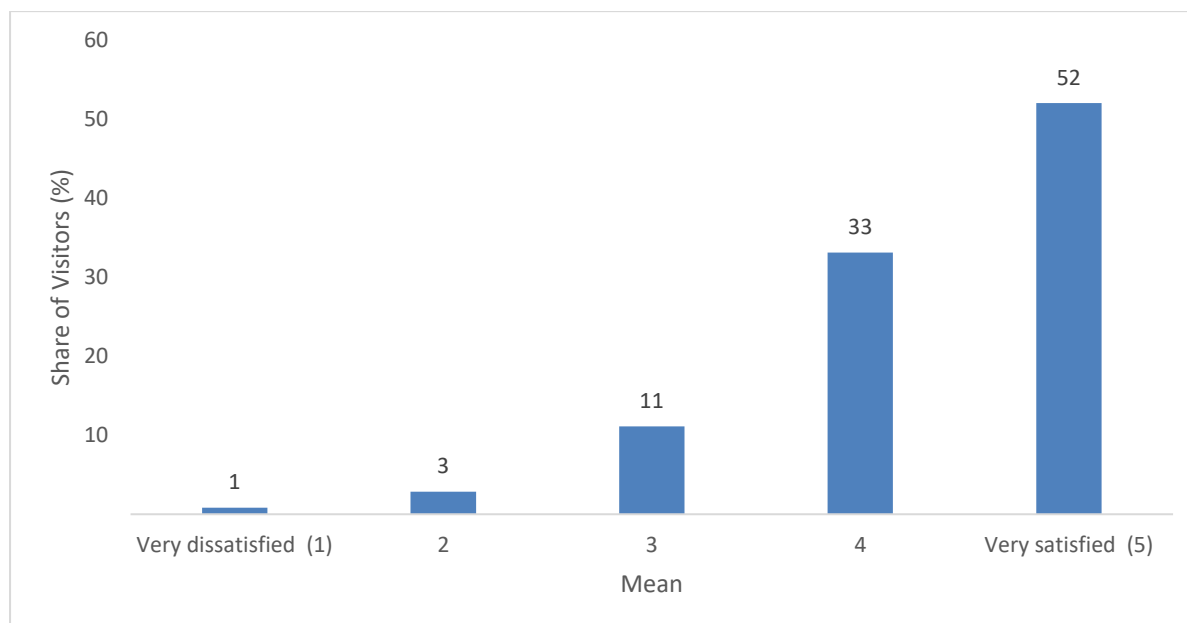
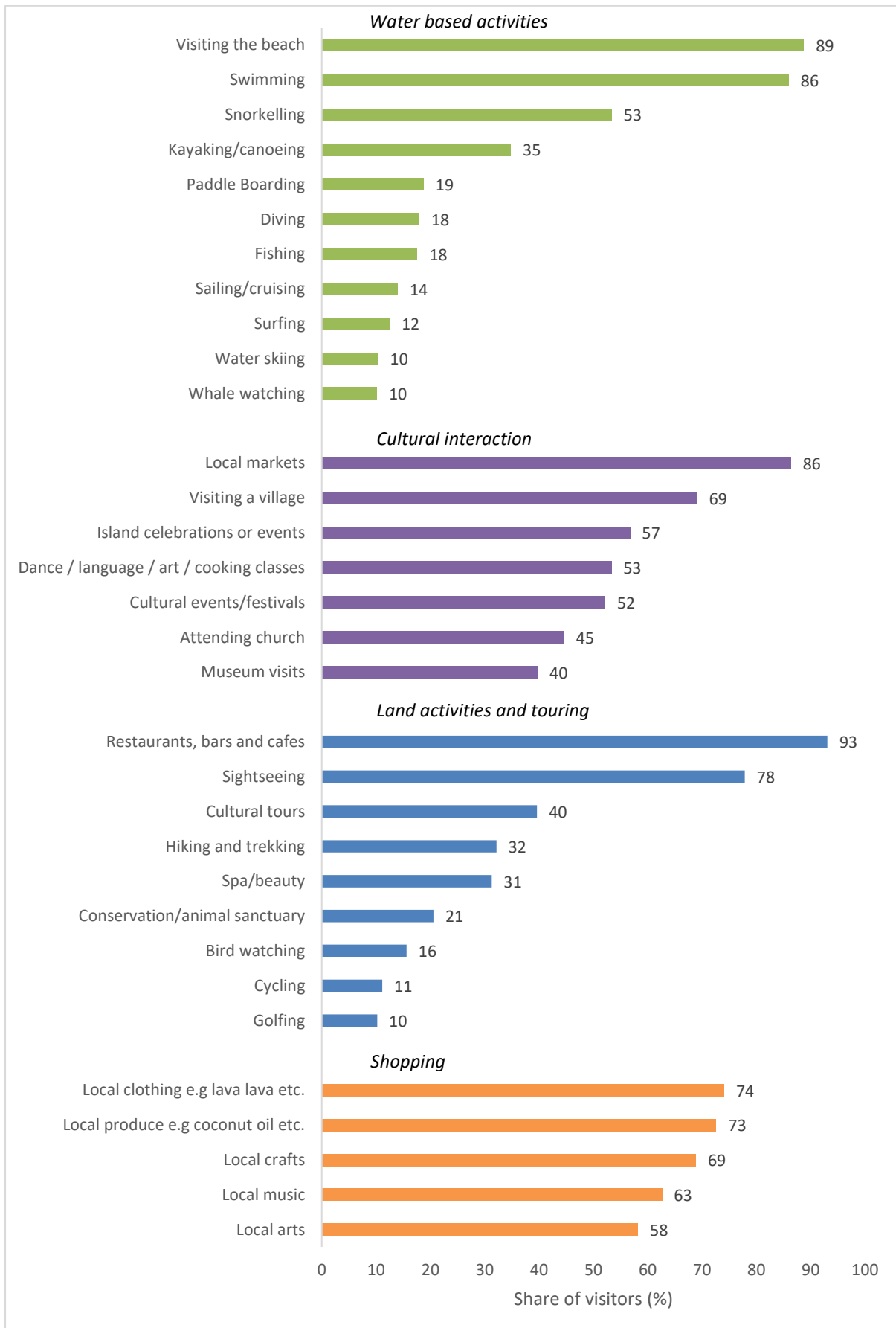


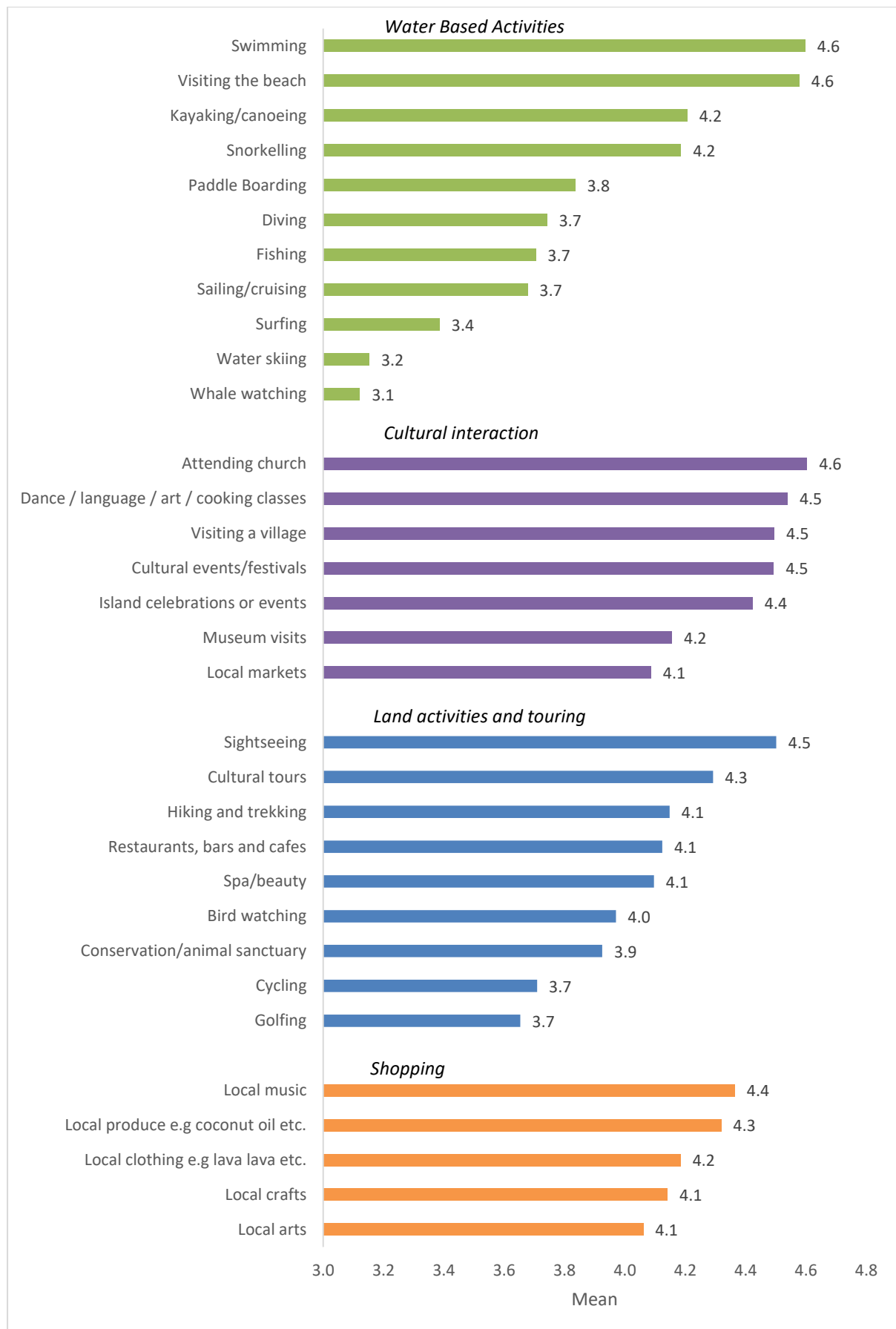
Figure 28 shows the percentage of respondents who undertook specific activities while on their visits to Samoa. Almost all visitors visited at least one restaurant, bar or café (93%) during their stay. Most of the respondents (89%) visit beaches and local markets (86%), and nearly three quarters of visitors (74%) note that they shopped for items of local clothing e.g. lava lava.

Visitor satisfaction is generally high for all activities undertaken with most registering more than 4 out of a possible high of 5 with the exception of a few activities including cycling, golfing, and paddle boarding (Figure 29). Activities involving cultural interaction (average satisfaction of 4.4) rank the highest, followed by shopping (4.2), land-based products (4.0), with water-based experiences performing the weakest overall (3.8). It should be noted that some activities e.g., whale watching (n=239), water skiing (n=245), and surfing (n=298) are characterised by relatively low numbers of participants.

**Figure 28: Degree of participation in activities (n range = 239-2,753)**

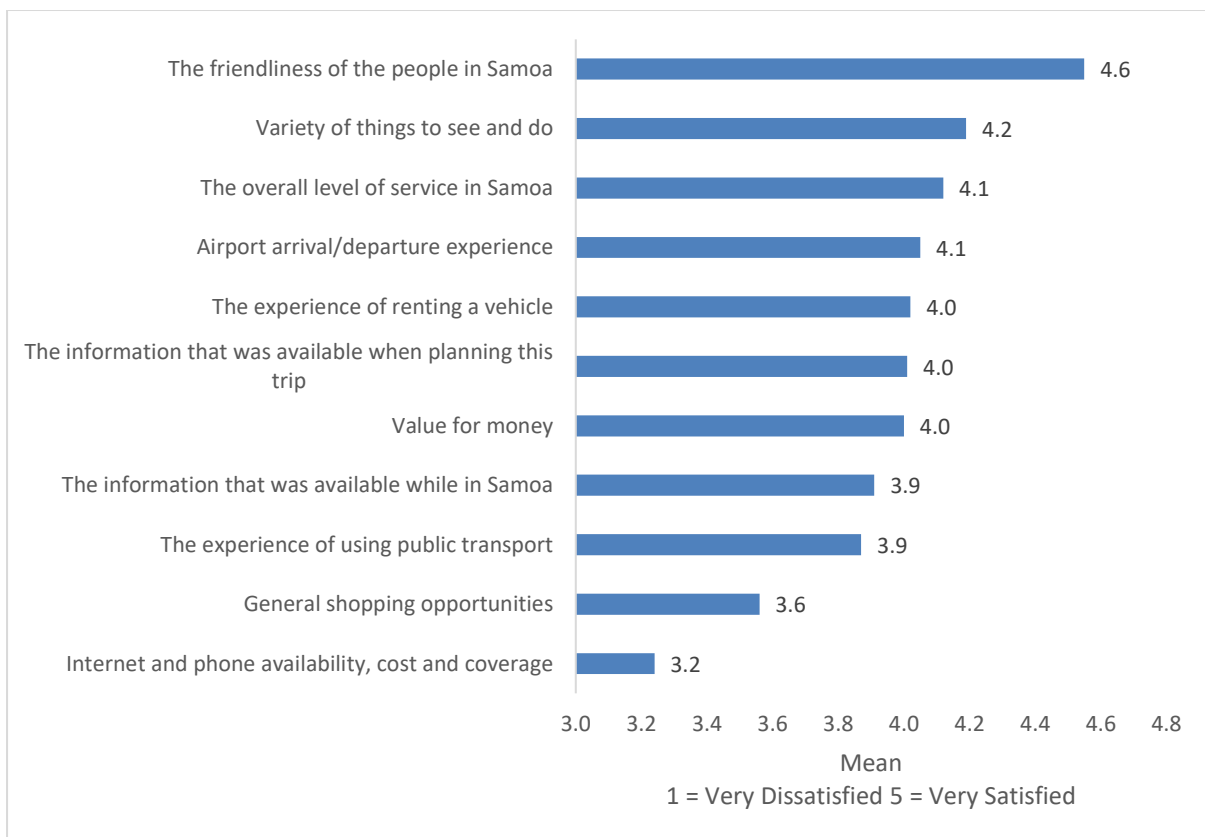


**Figure 29: Degree of satisfaction with activities participated in (mean score out of 5)**



Visitors were asked to rate their level of satisfaction with eleven different statements relating to their most recent visit to Samoa. As shown in Figure 30, respondents rate the friendliness of the people in Samoa the highest (4.6). The variety of things to see and do (4.2), the overall level of service in Samoa (4.1), and airport arrival/departure experience (4.1) are highly ranked as well. However, some services are scored lower than 4 including Internet and phone (availability, cost and coverage) (3.2), general shopping opportunities (3.6), the experience of using public transport (3.9), and the level of information that was available while in Samoa (3.9).

**Figure 30: Degree of satisfaction with Samoa services (mean score out of 5)**



## Most appealing aspects of Samoa

Visitors were asked “What did you find most attractive or appealing about Samoa on your most recent visit?” (Table 3). The most appealing elements of the Samoa experience are the beautiful and clean natural environment with its warm weather and tropical ‘feel’ (49%), the friendly, and welcoming local people (37%), the activities, attractions, entertainment and events provided (17%), the authentic Samoa culture and lifestyle (14%), the peacefulness and relaxing atmosphere of the islands (13%), and food and beverage (8%). Smaller numbers of visitors mentioned aspects such as accommodation (7%), the lack of commercialisation (4%), and the level of service experienced (4%). Interestingly, 5% mentioned a deeper emotional connection towards Samoa (5%).

**Table 4: Most appealing aspects of Samoa (n = 2,890)**

Themes	Share of respondents (%)
<b>Environment, cleanliness &amp; weather</b>	49
<b>Local People</b>	37
<b>Activities, attractions, entertainment &amp; events</b>	17
<b>Culture</b>	14
<b>Atmosphere</b>	13
<b>Food and Beverage</b>	8
<b>Accommodation</b>	7
<b>Emotional connection</b>	5
<b>Un-commercial</b>	4
<b>Level of service</b>	4
<b>Infrastructure</b>	3
<b>Affordability and accessibility</b>	3
<b>New developments</b>	3
<b>Safety</b>	1
<b>Overall good experience</b>	1

\* Share of respondents who made a comment in each theme. Respondents could give more than one answer, so total does not add up to 100%.

### ***Environment, cleanliness & weather***

Nearly half of the respondents (49%) considered the destination’s beautiful scenery, natural environment, and the warm waters and climate to be the most appealing aspects of their Samoa experience. Visitors used words such as ‘beautiful’, ‘clear’, ‘clean’, ‘stunning’, ‘breath-taking’, ‘amazing’, and ‘unspoilt’ to describe the environment. Most comments here focused on the beauty and the cleanliness of the beaches, the weather, the warm and clear water, and the beauty of the island in general. Comments included:

*“The natural beauty of Samoa was the best part of my trip. The land is so well maintained. Everywhere we visited on the island had something different to offer and you can tell the Samoan people take a lot of pride in their land. The beaches were beautiful snorkelling/diving was amazing, such great diversity and no rubbish*

*around.”*

*“The beautiful natural attractions and how clean and unspoilt the country is.”*

*“The beauty of the landscape coupled with the minimal impact of people and industry on your natural environment.”*

*“The weather and cleanliness of the island.”*

*“Cleanliness and just how beautiful their beaches are.”*

*“The natural beauty, the ocean and the beautiful mountains!”*

*“The beauty of the island. Being able to relax and see the ocean, trees, and flowers. Friendly people.”*

*“The villages out of town, beautifully decorated yard, the beaches and ‘fales’ are fantastic ideas where you pay to use.”*

*“The People and the un-touched beauty of the land.”*

*“The island itself was just so beautiful, even though we experienced it through cyclone Gita.”*

### **Local people**

Over one third of the respondents (37%) noted that the most appealing part of their visit was their interaction with local people in Samoa with comments about the friendliness and generally welcoming nature of local people. Key words that dominated the responses included ‘caring’, ‘friendly’, ‘beautiful’, ‘welcoming’, ‘helpful’, ‘lovely’, ‘kind’, ‘nice’, ‘happy’, ‘warmth’ and ‘accommodating’. Examples of comments included:

*“Love the people of Samoa very friendly, kind, hospitality, religious people, very modest and very happy people.”*

*“Such a beautiful, untouched natural place with such friendly people. Only seeing one person begging on the streets was amazing and good to see the community really supports their people.”*

*“I love going back home. Most attractive or appealing feature would always be the village people. Their welcoming smiles and random waves. Love!!”*

*“The friendly and genuine nature of the people and the lack of visitors.”*

*“The people were unbelievably lovely. I think it's the smiles and kindness that made the trip memorable.”*

*“People’s character and life style.”*

*"People, their kindness."*

*"The people and the way they live."*

*"(As always) the friendliness and welcome of the people."*

*"The friendliness and the smiling faces of the people of Samoa. It's culture and traditional respectful ways."*

*"People were so kind and friendly."*

*"The openness and helpful nature of the Samoan people."*

*"The people and their attitude to visitors. The freedom of the press."*

*"People are friendly, seeing children up so early doing chores is nothing compared to kids here where we come from. Every time we drive around we see happy people sunny or rain they just seem happy. Kids selling food around town in Apia with a big smile on their faces especially when you give them a dollar extra the look on their faces tells you we take things for granted."*

*"Love the people of Samoa very friendly, kind, hospitality, religious people, very modest and very happy people."*

### **Activities, attractions, entertainment & events**

Seventeen percent of the respondents mentioned the activities, attractions and entertainment on offer as the most appealing aspect of their visit to Samoa. Key words to describe their participation in activities and attractions included 'things to do', 'attractions', 'activities', 'museum', 'To Sua Ocean Trench', 'pool' and 'Temple'. Comments included:

*"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."*

*"The amount of places to visit in town - different things to see and places to dine in and also go out with family - public transport was also really good."*

*"The amazing natural attractions and that most of it feels so untouched and without other tourists."*

*"Weather, activities (waterfalls, caves, ocean trench)."*

*"Love everything about Samoa, sightseeing and so many places to visit, enjoy the relaxing time the people are so kind and loving."*

*"The variety of tourist attractions, cafes and restaurants (we never ate twice at one restaurant) the people are always helpful and friendly."*

*"The natural beauty is always the highlight for me in Samoa. The trench cave,*



*snorkelling, blow holes and Savaii waterfall are all my favourite experiences.”*

### **Culture**

The island’s unique local culture was mentioned by fourteen percent (14%) of respondents as the most appealing aspect of their Samoa visit. Respondents referred to the authenticity of the culture, history and daily life in addition to referencing the overall enjoyable aspects of Samoa’s culture. Comments included:

*“Learning about the culture with people of the places we went to.”*

*“Learning about my culture and being able to be around my people, Samoa always feels like home.”*

*“Richness of the culture and the importance it still holds among the youth.”*

*“Living and breathing our native tongue and culture on a daily basis.”*

*“How modern Samoa has become. I think there’s a balance between modernism and the strong Faasamoa culture.”*

*“Local cultural experience. Stayed with family and enjoyed the traditional cooking and culture.”*

*“The gorgeous culture, hospitality of locals and natural beautiful sights.”*

*“The friendly nature of everyone and the amazing culture.”*

### **Atmosphere**

Nearly thirteen percent of visitors surveyed (13%) focused on the relaxed atmosphere of Samoa. They considered Samoa to be very peaceful, quiet, relaxing, and laidback, which made it a good destination to ‘chill out’ and ‘unwind’. Respondents used words such as ‘relaxing’, ‘peaceful’, ‘laid back’, ‘slow pace’ and ‘quiet’ to describe the overall atmosphere of Samoa. The notion of ‘island time’ was also mentioned. Comments included:

*“We enjoyed that it was laid back and much more authentic than other Pacific islands. People were so friendly!”*

*“Laidback, relaxing vibe and the delicious FRESH food available at our resort.”*

*“Friendly people and the relaxing but incredibly vibrant atmosphere of Samoa!”*

*“I love the atmosphere of the country. It is such an amazing place to be. Friendly people, and it's also relaxing. I love going back home.”*

*“The relaxed atmosphere and the beautiful beaches.”*

*“We went right after the cyclone and it was amazing how quickly the areas had been*

*cleaned up. The lack of evidence of Western society is great and people are proud of their culture and islands. It was great that hotels are slowly getting more vegan friendly too."*

### **Food and beverage**

Just eight percent of respondents mentioned food and beverage as the most appealing aspect of their trip. Comments here focused on the quality and range of fresh food available in Samoa. They used words such as 'great', 'amazing', 'excellent', 'high standard/quality', 'good', 'delicious', 'healthy', 'authentic' and 'fresh' to describe the food. Many visitors commented on the selection and variety of options of good cafes and restaurants, about the food markets and on the availability of fresh seafood and tropical fruit and coconuts. Comments included:

*"The eateries...very nice and yummy cuisines."*

*"The food was amazing! Samoan food has always been my favourite type of food, so to have all the different types of varieties of Samoan food every day of my visit was a bonus for me."*

*"The abundance of fresh produce at good prices."*

*"Cuisine. Definitely lots places to eat now and ones of a high quality. Spending time with family. Cost of food and shopping was pretty good with NZD exchange rate."*

*"The local markets with fresh products (e.g. fruits). I like the cooked taro in coconut cream and wish they cook fish as well or local cabbages."*

*"The food as well and the way they live just shows how grateful we should be with what we have."*

*"The food nothing beats the bread and having with family in the morning."*

*"The Samoan cooked food that is available at most shops location for easy access after shopping."*

### **Accommodation**

Another 7% of respondents noted that the accommodation they stayed in was the most appealing aspect of their visit to Samoa, referring to the high quality, the location, the setting, the level of service, and the warm welcome from their hosts. Comments included:

*"Our beach villa was amazing. The outdoor private shower was great. Staff and food were outstanding. Thank goodness it had A/C."*

*"Variety of choice for accommodation."*

*"We stayed at the Tuamasina Resort. The venue, people and staff were very welcoming and great with information as we were there when Cyclone Gita struck."*

*“Sleeping in the fales, the beaches and blue sea, the friendliness of the people.”*

### **Emotional connection**

Nearly five percent of visitors surveyed (5%) mentioned that they felt an emotional connection towards Samoa. Some of them visit friends and family, others consider Samoa as their ‘second home’. Respondents used words such as ‘own’, ‘home’, ‘friends and family’, ‘traditions’ and ‘reconnecting’ to describe their emotional connection with Samoa. Comments included:

*“Being back in my village where I grew up.”*

*“Visiting family was the most enjoyable.”*

*“Living and breathing our native tongue and culture on a daily basis.”*

*“My mother’s village, knowing where she grew up and the beautiful homes and beach/rock pool it is just very breath-taking. The views also are just too much all around.”*

*“Learning about my culture and being able to be around my people, Samoa always feels like home.”*

*“Being back home seeing where I’m from.”*

### **Un-commercial**

Four percent (4%) of respondents mentioned Samoa as being a place that is not over-commercialised or too touristy. Some visitors also emphasised the importance of preserving the destination from mass tourism development and keeping it the way it is. Comments included:

*“The untouched beauty of Savai’i.”*

*“Relaxed. Not very populated. Under developed.”*

*“Uncrowded, quiet beaches and resorts.”*

*“The atmosphere, beautiful beaches and it is an unspoilt country that’s is not overly populated with tourist. Still so natural and you touched.”*

*“That it is still so raw.”*

### **Level of service**

Another four percent (4%) of visitors commented on the service they encountered while in Samoa as the most appealing aspect of their visit. These respondents made positive comments on the local hospitality they experienced, especially mentioning the friendly, hospitality, professional and helpful staff at the restaurants, bars, hotels, and resorts. Visitors

also emphasised the lack of pressure or hassle to buy which made them feel comfortable. Comments included:

*"People generally friendly and helpful."*

*"Staff friendliness."*

*"The friendly people, it was a safe place, lovely weather and great resort. Staff were really well trained."*

*"Level of service came away very relaxed."*

*"People and hospitality."*

### **Infrastructure**

Three percent of the respondents (3%) considered the infrastructure, public service and facilities to be the most appealing aspects of their Samoa experience. Comments included:

*"The infrastructure - roads etc., huge improvement."*

*"Savaii roads much better than Upolu.....easier for travel especially long distances."*

*"High quality of the roads, including in Savaii; cave pool infrastructure improvements, Good explanation for the blowholes feature."*

*"Good roads and nice villages."*

*"Development of infrastructure."*

*"The gradual improvement in Apia's roads and streets."*

*"The infrastructure (e.g. roads and paths) is good within the township."*

### **Affordability and accessibility**

The affordability and accessibility of Samoa as a holiday destination was also mentioned by three percent (3%) of respondents. In particular, they referred to the ease of getting to Samoa from New Zealand and also of getting around the islands. Comments included:

*"Ease of getting around to places, opportunity to relax."*

*"Good value for money."*

*"Close to NZ, good exchange rate."*

*"So many places to visit within short travelling distance."*

### **New developments**

Just three percent of respondents (3%) mentioned 'new developments' as the most appealing aspect of their trip. Their comments focused almost entirely on the new developments at the airport. They used words such as 'great', 'amazing', 'modernised', 'huge improvement' and 'progress' to describe the new airport. Comments included:

*"The change of new buildings in the city and the fast growing of the economy."*

*"The new International airport and some new accommodations."*

*"Airport is amazing. New departure terminal. Hopefully the arrival will be finished soon."*

*"Most attractive was the Samoa airport I love the new upgrade."*

*"The change in the roads and people rebuilding after cycle."*

### **Safety**

The sense of safety within Samoa was mentioned by one percent (1%) of respondents. In particular, they referred to the general safety and safety for children and solo woman travellers. Comments included:

*"A safe place for solo woman traveller. Close to NZ. Warm oceans. Simple/ non-touristy holiday."*

*"Friendliness of people and general safety."*

*"We loved the swimming and the friendly people. We felt safe due to their care."*

*"Feeling safe and friendly people."*

*"How safe it was for children."*

### **Overall good experience**

Another one percent (1%) of visitors surveyed simply stated that their whole experience was a good one, and that they 'loved everything'. Some visitors expressed their desire to visit Samoa again in the future. Comments included:

*"Love everything about Samoa, sightseeing and so many places to visit, enjoy the relaxing time the people are so kind and loving."*

*"I enjoyed everything."*

*"Just love being in Samoa."*

*"We loved everything about Samoa and I've been telling everyone how wonderful it is. We have booked to go back at Christmas again to see more and stay on Savai'i."*

## Least appealing aspects of Samoa

Visitors were asked: “What did you find least attractive or appealing about Samoa on your most recent visit?” Table 4 summaries the key themes to emerge.

The least appealing elements of the Samoa experience relate to infrastructure, public services and facilities (28%), rubbish and natural environment care (9%), food and beverage (7%), customer service (7%), social issues (7%), Apia (7%) and the cost of goods and services (7%), (Table 4). It should be noted here that 12% of respondents took the trouble to note that they found “nothing unattractive or unappealing about Samoa.

**Table 5: Least appealing aspects of Samoa (n = 2,748)**

Themes	Share of respondents %
<b>Infrastructure, public services and facilities</b>	28
<b>Rubbish and natural environment</b>	9
<b>Food and beverage</b>	9
<b>Customer service</b>	7
<b>Social issues</b>	7
<b>Apia</b>	7
<b>Cost of goods and services</b>	7
<b>Local people</b>	6
<b>Attractions and activities</b>	6
<b>Feeling unwelcome and exploited</b>	5
<b>Stray animals and mosquitos</b>	5
<b>Bad weather</b>	4
<b>Airport and arriving and departing</b>	4
<b>Shopping experience</b>	4
<b>Accommodation</b>	3
<b>Lack of information</b>	2
<b>Rental cars</b>	2
<b>Safety</b>	1
<b>Too touristy or commercial</b>	1

\* Share of respondents who made a comment in each theme. Respondents could give more than one answer, so total does not add up to 100%.

### ***Infrastructure, public services and facilities***

A significant group of respondents (28%) considered the destination’s infrastructure, public services and facilities to be the least appealing aspects of their Samoa experience. Most comments here focused on the road conditions, waste management, public transport, traffic, poor internet, limited public services and facilities. Comments included:

*“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."*

*"The lack of medical assistance when I struggled to recover from my injury exiting the aircraft upon arrival."*

*"Lack of road markings, as we self-drove around it was confusing at time getting to the local attractions."*

*"Internet is so useless. It no good if you have a business and rely on the internet to run your business from Samoa."*

*"Lack of phone service coverage."*

*"Not enough public toilets and rubbish bins."*

*"Minimal information about bus departure times and reliability of buses actually showing up. On Savai'i I had to hitchhike to go back to the hotel."*

*"Sorry but the roads need constant work from damage. The diesel fumes are too much for a small country."*

*"The police officers, they pull you over for no valid reason."*

*"The toilets at the wharf are very dissatisfying I do not know what some a place is doing with the money of the people when the toilets are of a disgusting state."*

*"Marina Area - Facilities were run down since my last visit. Marina area could be so much better presented for foreign visitors. Needs maintenance and cleaning up."*

*"The authority some people think they had just because they are in uniform. Abusing the system."*

### ***Rubbish and natural environment***

A limited but important number of visitors (9%) proposed that rubbish and the general quality of the natural environment was the least appealing aspect of their visit. The amount of rubbish, dirtiness, pollution, and degradation of the natural environment were mentioned. Comments included:

*"The lack of cleanliness and rubbish disposed and thrown anywhere."*

*"The least appealing thing about Samoa is the dirtiness. Samoa used to be so clean*

*and well kept, in the recent years I've visited, cleanliness is no longer a playing factor in the everyday life."*

*"Rubbish around homes and on the sides of roads. Some areas not well kept."*

*"The amount of rubbish just left lying about. I watched people weed-eat their gardens to tidy them and care for them but just the rubbish was just left lying there - it didn't make sense and it spoilt the beauty."*

*"Rubbish on the side of the road going through some villages."*

*"The pollution (general rubbish) particularly along and near the sea wall."*

*"The destruction of the lagoon in Upolu and the destruction of the reefs and wildlife was pretty horrific."*

*"I have been to Samoa 3 times now, and I'm quite concerned about the littering. I believe more education at school regarding littering. I've witnessed the kids tossing their plastic cups they get after school onto the roads when finished. If this happens every school day around the island, it adds up to a lot of litter being left on the ground and ultimately into the sea. It's such a beautiful country, it's sad to see this happening."*

### **Food and beverage**

Nine percent of the respondents noted that the least appealing part of their visit was food and beverage with comments focusing on the quality of food, the lack of availability of local food, restaurants being closed, and, on occasion, food poisoning. Comments included:

*"Generally, the quality of food available varied a lot and was difficult to deal with at times. Local produce would be far more preferable to other European options - how weird is it to be served American style loaded wedges when you'd much rather breadfruit chips!"*

*"And the food could be improved in particular the quality of the meat."*

*"The junk food found everywhere that the Samoan people are adopting instead of using their own wonderful foods. Obesity and related sicknesses such as diabetes is very saddening to observe."*

*"The lack of availability of fine wines."*

*"Food poisoning at the resort."*

*"The food is very unhealthy. There seems to be an abundance of lovely healthy foods*



*naturally available in Samoa, however I found the typical food very unhealthy.”*

*“Lack of local street food / restaurants.”*

*“Very high carbohydrate diet and very limited availability of fresh coconuts to drink (and eat!)”*

### **Customer service**

Customer service was mentioned by 7% of respondents as the least appealing aspect of their visit to Samoa. Customer service at accommodation, restaurants and the airport concerned a group of visitors. Words such as ‘shocking’, ‘appalling’, ‘unwelcoming’, and ‘rude’ were used to describe customer service. Comments included:

*“The people's attitude to us and how we were treated, hospitality was shocking! Ran into many issues with people that worked at the resorts. With result of this we cut our stay short and recommended to friends and family to not visit and have better experience elsewhere.”*

*“Customer service needs development in Samoa. The banks, shops and restaurants, the customer service needs assistance. The hotel services are great.”*

*“The tourist information centre was appalling. It 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.”*

*“Staff in the shops at the airport and town never smiled at any customers and they looked like they don't want any.”*

*“The service at different hotels we dined at was hit and miss. Hospitality service was inconsistent and it felt like being a Samoan was a hindrance at some places where service was only given to "tourist" looking people.”*

*“Poor and unwelcoming reception and service by the older generation (50yrs up). I believe they need to attend a hospitality course for them show appreciation that we chose to use their service or purchase their goods. Must say that people who sell or serve food must have clean appearance and a smile or happy face makes a person want to stay longer or come again.”*

*“Service at hotel. One hour for dinner to arrive.”*

### **Social issues**

Social issues, including drunk local people and poverty were mentioned by 7% of respondents. In particular, children begging and selling products was one of the most common issues raised by tourists. Respondents also found that the hawkers and evident unemployment were something that caught their eyes. Comments included:

*“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.”*

*“The number of young children asking for money or trying to sell things to tourists.”*

*“They were so young and should not have been without adult company. I found this really sad and confronting.”*

*“The number and obvious wealth of the churches was truly shocking - when so many people were living in poor conditions.”*

*“The large amount of homeless people living off the street with having nowhere to go.”*

*“Hawkers in the town ship were annoying.”*

*“Children labouring in selling junk food at bus stands.”*

*“The involvement of Chinese money in the development of Samoa.”*

*“Potential that it will be ruined by mass tourism and development by overseas investors!”*

*“High unemployment and people not bothering to work, seeing as they can live without problems without working.”*

*“Heart-breaking to see the poverty in some areas.”*

### **Cost of goods and services**

Another 7% of respondents noted the cost of goods and services in Samoa as being the least appealing aspect of their visit - referring to the high prices of food, wine, clothing, goods, and groceries. Comments included:

*“Basic goods were quite expensive considering the low wages of the locals.”*

*“Expensive food and clothing.”*

*“Quality and prices of imported produce.”*

*“Some of the prices on some groceries, some were way to dare compared to NZ even*

*converting to NZ dollar and somewhat were reasonable.”*

*“The cost of Internet. Just wish they have cheaper data and plans.”*

*“The cost of living and the roads which are in bad condition and are not safe at all. Fuel is too expensive.”*

*“Rental cars not clean but expensive.”*

*“I feel at \$800 per night in the resort, it should be a five-star experience. It was not.”*

*“The resort was priced at a 5 star but was severely lacking in the usual things you would find in most places of the world...”*

### **Local people**

Six percent of visitors commented on local people while in Samoa. In particular, complaints were made about locals’ rude attitudes, bad driving habits, smoking, and throwing rubbish. Comments included:

*“Attitude of some of the locals and crazy driving.”*

*“Difficulty in communicating in English with some Taxi drivers.”*

*“Drunk people on the beaches.”*

*“People littering throughout the island.”*

*“The men that wait outside bars, clubs and restaurants to hit on people.”*

*“How disrespectful the younger generation is. They never held the door open for elderly people.... in too much of a rush and don't care about the next person.”*

*“Warnings by Samoans that other Samoans will 'rip you off' and 'cannot be trusted'.”*

*“Women hitting me as I was waiting in line for the Ferry to Savai'i.”*

### **Attractions and activities**

Six percent of visitors surveyed focused on the attractions and activities of Samoa when asked about the least appealing aspects of their visit. Visitors mentioned the lack of activities, poor sightseeing experiences, and inaccessibility to beaches as three key issues. Some tourists felt upset with the conditions of the turtles and did not support the idea of establishing this sanctuary. Notably, participants expressed a strong interest for ‘more markets to visit and better opportunities to access village life and traditional show’. Seven percent% of participants particularly mentioned Apia as the least appealing part of their visit. They

mentioned the issues of exploitation of tourists, over-commercialization, the poor road conditions, lack of restaurants and so on. Comments included:

*"Places are closed quite early. There are no night activities other than drinking at the bar or the night clubs. Would be good to have more activities open during the night for tourists to enjoy other than drinking."*

*"We went over New Year and found many attractions such as waterfalls and the Robert Louis museum were closed."*

*"There were no cultural events over Christmas, (I understand everyone wants to be with their family, but I'm only there over Christmas break) and the National Museum was closed all weekend when I had nothing else to do!"*

*"Access needed to beautiful sections of coast that are privately owned but had fabulous beach areas, so you can explore more than is allowed at present. We stayed in a beautiful resort, but the bay was tiny and only had a small section of reef. We would have liked to have seen more."*

*"Very hard to find out/book any tourist activities unless they were through the resort. Having a rental car and turning up at an attraction was a waste of time as they were often closed."*

*"There isn't much to do in Samoa, more markets to visit and better opportunities to access village life and traditional shows. We were there 5 days and nowhere had a show on for us to attend."*

*"Sightseeing trip could be better if the driver could speak English."*

*"The difficulty in booking a trip for a vehicle on the ferry between islands."*

*"Satoalepai's Swimming with the Turtles attraction (so called turtle sanctuary) = we heard while in Samoa and read on internet that it's more a zoo than a sanctuary. So we didn't even tried to go, I don't want to support this kind of things."*

*"The attractions are not up to par. Many of the caves and 'attractions' (House of Rock, Moso's footprint) are not interesting at all. One really terrible place is the Swimming with Turtles lagoon on Savaii. The turtles are stolen from the ocean and mistreated in an overcrowded lagoon. That attraction should be shut down by the government."*

*"The turtle sanctuary on Savaii. I know the locals need an income, but that is not a sanctuary, more of a turtle prison, very disappointed and disgusted!"*

*"Rudeness of some security and in westernized stores in Apia."*

*“Scarcity of petrol stations and very few cafes outside Apia.”*

*“The roads and conditions in Apia township specially when it rains.”*

*“Apia I found was not tourist driven and could have had more activities at night- E.g. Dancing, local foods.”*

*“The exploitation of tourists by local business in Apia the taxi rip offs the lack of help for tourists the bulling of us as tourist’s car rental.”*

### **Feeling unwelcome and exploited**

A small number of respondents (5%) mentioned feeling unwelcome and exploited as the least appealing aspect of their trip to Samoa. Their comments focused on visitors being treated in a way considered unfair or underhand. Overcharging visitors and being harassed were mainly aspects. Comments included:

*“Visiting Samoa is very costly and I felt that I was being ‘nickeled’ and ‘dimed’ for every little thing. We just could not catch a break with all the hidden fees when using our credit card.”*

*“Having to pay to park in the beach or to see a waterfall.”*

*“Everyone is trying to scam you for extra money.”*

*“The hawking in Apia and outside supermarkets, children blocking to get back into car, let alone arriving and harassing for money.”*

*“People also trying to sell you things and getting angry when you don’t buy was also not a good experience.”*

*“Many rude Samoans, rip off Taxis, serious lack of communication when we were stuck in cyclone Gita.”*

*“The food and some of our service, didn't seem as welcoming by locals and people working.”*

*“We didn't feel welcome to even get out of the car.”*

*“Just some people get excited to see a white girl so it’s a bit confronting sometimes.”*

*“Pushy salespeople. Pushy taxi drivers. People begging for money. Rugby riot closed the roads for a whole day.”*

*“Getting money stolen at accommodation and over charged.”*

*“Some of the taxi drivers I felt were ripping us off, the little kids that try sell goods on the street especially near the Marina - I've also heard stories of those children stealing money and passports from tourists, the lines at the currency exchange at the airport took me over an hour to exchange money last time my hotel shuttle driver was understanding though.”*

*“We wanted to visit some waterfalls we did one but stop after that because we realised that most are on private land and you have to pay. It was not much but got annoyed when the woman then said, you have to pay me now because I showed you how to husk and milk a coconut. We paid her, but we thought if we go to any other waterfall on private land the same thing would happen over and over, so we didn't see any more after that. I know they are trying to make a living, but it just leaves a bad feeling and it's off putting. I am happy to pay for things but I don't want to be reaching into my pocket every second handing out money, it's a holiday to relax.”*

### **Stray animals and mosquitos**

Five percent of respondents mentioned the least appealing aspect of their Samoa visit as the stray animals and mosquitos. Comments focused on the roaming dogs, cats, and livestock. Comments included:

*“The dogs near where we were staying were quite frightening.”*

*“There were mosquitos that make you really sick and no mosquito repellent or nets or fans to make you safe.”*

*“The livestock freely walking around.”*

*“Roaming cats and dogs who are often mistreated by locals which was distressing.”*

*“Feral dogs. One bit my daughter on the leg.”*

*“Didn't like seeing dogs roaming everywhere. Chickens are ok but not dogs!”*

### **Bad weather**

A small number of respondents (4%) mentioned the bad weather in Samoa. The heat and humidity made tourists feel uncomfortable, although they acknowledged that that's not the fault of Samoa. Especially, when the cyclone hit the island, visitors' travel plans were influenced a lot. The following comments provided some good examples:

*“The heat was a little restrictive for activities that weren't water based.”*

*“We happened there during lots of rain, so it limited activities.”*

*“The heat and humidity were incredible. I underestimated how much it would affect*

*me when I first arrived. Fans should be mandatory on arrival.”*

*“When the cyclone hit the resort and all the local people that had flooding occur in their villages.”*

*“We had some unpleasant situations, a lot of it was due to the cyclone and we understand this closed a lot of information facilities at the airport.”*

### **Airport arrivals and departures**

Four percent of respondents mentioned airport arrival and departure related issues as the least appealing aspect of their time in Samoa. Visitors mentioned long waits at customs, flight delays, inefficient airport facilities, and the general level of service at the airport. Comments included:

*“Going through customs in such scorching heat could be made a lot quicker if lines were organised properly so the flow is kept moving instead of it coming to a standstill.”*

*“Long wait at Immigration after I got off the plane. However, the walkway was in the shade, and air conditioned, so that was not so bad.”*

*“First impressions are important. When we arrived at Faleolo not one staff member bother to smile or make us feel welcome. They all looked grumpy. People expect to see the friendly and happy people they always hear about, not people that look sad.”*

*“People working for the government cheating the system AIRPORT CUSTOMS making us pay extra when we have a proof of letter for our food we brought to Samoa & POLICE making up their own excuses of what’s wrong and to pay up without no receipt black mailing us for money.”*

### **Shopping experience**

Four percent of respondents mentioned the shopping experiences in Samoa as the least appealing aspect of their visit. The closing of shops on weekends, lack of local goods and the poor quality of products were mentioned by participants. Visitors also mentioned the negative impact of Chinese shops and products. Comments included:

*“That shops and restaurants were closed on Sundays.”*

*“We've hoped to buy some local goods but there were no shops - even the airports stores are very poorly stocked.”*

*“The amount of Chinese shops selling cheap merchandise.”*

*“Most local craft products in the markets are of poor quality with only a couple of*

*shops in Apia providing quality goods. Samoan organic virgin coconut oil is rightly prized and reasonably priced, but it is hard to find in shops. It should have more outlets. I had to track down the location of the Women in Business office to buy their products.”*

*“The market and how all the clothing and necklace each store had been similar.”*

*“I arrived on a Saturday and everything was closed, of course, everything was closed on Sunday as well. I didn’t travel so I could shop but getting a SIM card was really hard and I couldn’t find any internet which made it hard to plan the following days.”*

### **Accommodation**

Three percent of respondents noted that the least appealing part of their visit was the accommodation in Samoa. Common themes raised here are the lack of accommodation choices, low standards, and high prices. Comments included:

*“Nothing really but the resort was a bit tired, although clean it needed a fresh coat of paint.”*

*“We had one bad experience with a poorly managed resort which was disappointing. The experience detracted from the rest of the experience. The food, service and accommodation were poor, and complaints were poorly managed.”*

*“Accommodation is really expensive, and standard is so so.”*

*“Resort not being organised.”*

*“Poor service, laziness and poor organisation. In one place shocking quality of buckets of water in a not cheap hotel room.”*

### **Lack of information**

Only two percent of respondents mentioned lack of information as the least appealing aspect of their Samoa visit. Respondents referred to the availability of information about public transport, tourist activities, and health information. Comments included:

*“Lack of ways to find out clear information on how to travel to certain places or see certain sites. Tourist centre was closed without notice, which wasn't helpful.”*

*“Lack of information from NZ and we didn’t know that all the shops are closed for Sundays and New Year’s days - travel agent hadn't informed us.”*

*“The fact that was no warning at the airport regarding dengue fever and precautions a visitor must take. All visitors have a right to this information and people I spoke to were disappointed they were not told.”*



*“Very hard to find out/book any tourist activities unless they were through the resort. Having a rental car and turning up at an attraction was a waste of time as they were often closed.”*

*“Availability of information about public transport and getting tickets for the ferry to and from Savaii.”*

### **Rental cars**

Rental cars were specifically mentioned by two percent of visitors surveyed. The aspects of price, service provided by rental agents, and the quality of cars were mentioned. Comments included:

*“Hire car had bald tyres and fairly worn but similar price to a brand-new hire car in Australia.”*

*“Car rental from resort. We’re told we had to bring car back with a full tank of gas, but when we picked it up it had 1/4 tank of gas. Very unhappy. Felt like the owner ripped us off. We returned it with a full tank of gas as we are honest people.”*

*“Renting a car was a horrible experience with Samoa. Terrible service and an old beat up car for a lot of money. I would never recommend them to anyone.”*

*“We rented a car through agent at online and there was no car available when we arrived in Samoa airport - the rental agent at airport didn't apologize or make any action for it.”*

### **Safety**

Issues of safety in Samoa were mentioned by only 1% of respondents. In particular, they referred to driving and theft as being paramount at the Island. Comments included:

*“I found theft to be a problem. In Savaii we had people knocking on our door at 3am trying to break in. When this was brought up with the manager he was very apologetic but conceded this is a problem due to the village next door.”*

*“Also driving around Samoa is dangerous... poor road and drivers that do not follow basic road rules.”*

*“The clothing market within town near the bus stops next to the Seawall was very dangerous. The floor plan for the existing mini stores there were not in a very hygienic place and certainly not secure during rainy days.”*

*“Not being able to go for a run/walk on the roads due to not feeling safe with Men & Machetes.”*

### ***Too touristy or commercial***

One percent of visitors surveyed stated that Samoa was too touristy or commercial by giving the examples of the crowded market and commercialization of villages. Comments included:

*“Another unappealing place was the food court area around that market area. It was very crowded due to the various stalls being too close to each other.”*

*“Everything is very modern now.”*

*“Being too busy to be able to tour outside Apia.”*

*“The overcrowding, overlarge and jumbling buildings in Apia - way too tall and big for such a small island.”*

## Suggestions to improve the visit to Samoa

When asked if there was anything that could have improved their visit to Samoa 60% took the time to response. Of this group that made suggestions most focused on: infrastructure, public services and facilities (41%), customer service (13%), the availability, quality, and price of food and drinks (11%), information (8%), airport facilities and services (8%), a desire for a longer stay or to visit more places (6%), more activities (6%), improvements in social issues (5%), better accommodation (4%), issues related to overcharging and harassing visitors (4%), others elements (3%), car rentals (3%), safety (2%), stray animals, mosquito and animal care (2%), and weather (2%). Comments on these themes included:

*“Besides village signs, maybe more prominent signs directing visitors to set locations Samoa is known for. Street signs would be a plus. We winged our way around the islands. 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.”*

*“The whole town and surrounding areas MUST be clean and tidy especially should be more inspections done to encourage people to keep it clean.”*

*“I think instead of building huge empty government buildings they should spend that money on providing affordable internet services. It would be great for tourists but also for Samoa in general - education, businesses etc.”*

*“Be nice to have signs e.g. road signs to Tourism destinations like Lalomanu beach. Have villages put up signs on their prices, not a good look. Taxis need to have prices somewhere in the car, passengers should be able to see it. Please, please, have local foods in hotels etc. Coconuts is easy to get in Samoa but why some places don't have it is silly. Some places near these hotels are very bad with rubbish throw everywhere, I say Samoa should make their hotel owners responsible for cleaning all these.”*

*“More opportunities to support local people - stores selling local food and crafts would have been amazing! We struggled to find local food driving around Upolu and Savai'i.”*

*“Train staff, don't employ lazy staff, import better food for tourists and visitors.”*

*“More fresh fruit on offer. No rubbish. Bigger hire vehicles.”*

*“Clear the breakfast tables after people have eaten to make it clean and fresh for next round of guests.”*

*“Improve tourist information - accuracy and amount.”*

*"Please close the shopping center until 8 pm."*

*"Airport immigration and customs staff on both arrival and departure should be more friendlies."*

*"If you can improve the level of service and efficiency, mixed in with positive energy, I know Samoa's tourism industry will flourish. We had experienced Fiji's fantastic hospitality before Samoa's so we were expecting something similar if not better It wasn't the case though which was quite unfortunate."*

*"Custom at airport should treat EVERYONE the same. People need to smile."*

*"Although there were many tourists' attraction there could have been more exciting activities to do rather than the normal sightseeing and beach related activities. For example, maybe if there were more thrilling activities, like bungee jumping or sip linin."*

*"If we went again, I'd love to go to a resort where snorkelling is more easily accessible."*

*"More activities for elderly people and activities for people who don't like water activities."*

*"More of cultural activities."*

*"Kids selling on streets, my heart goes out to family who have to send kids out to sell things to make ends meet, there's has to be a better way to support family in Samoa."*

*"I think next time we will know what to expect and where to go. It was definitely an adventure. Learnt not to leave out belongs as the guy smiling at you will be wearing your thongs. But all in all, I would love to visit again."*

*"Greeting people more with Malo, like they do in Fiji with Bula. :)"*

*"Better cell providers, less aggressive dogs."*

*"Friendly people and cleaner streets in the villages. Also, big holes need to be filled, when it rains, they full up and you can fall in them. Really need to focus on kids not selling cotton buds and match sticks."*

*"No scammers."*

## Reasons to return to Samoa and recommend to others

The majority of visitors (91%) indicated that they would consider re-visiting Samoa in the future. Of the nine percent of visitors who indicated they would not want to return to Samoa, the majority stated that did not wish to return because of a desire to visit other places around the world. Some visitors commented that there are limited attractions, activities and entertainment to attract them back to Samoa next time. A few visitors considered that Samoa is under-developed in terms of roads, facilities, public services and internet etc. Other reasons given for not wishing to return included the costs of goods and services, food and beverage, distance, customer service, and social issues. Comments included:

*“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.”*

Nearly all visitors surveyed (94%) said that they would recommend the destination to their families and friends when they return home. Only 6% of visitors would not recommend Samoa to others and here comments largely focused on the lack of attractions and activities, high costs and a lack of value for money, a lack of friendliness among local people, a lack of environmental care, safety issues, a lack of facilities, low-standards of customer service, limited local food, a lack of information, and social issues.

## Final observations

This report shows that the Samoa tourism industry generally performed well during the survey period of January to June 2018. It is clear that the tourism industry makes a vital contribution to the Samoa economy with spend per visitor being substantial. It is essential, however, that further efforts be made to enhance yield per visitor. Such an approach not only creates more jobs and income, it also, inevitably enhances the visitor experience. A higher yield, value added, approach to future tourism development will also place less pressure on the Island's cultural and environmental resources, as the focus shifts away from simply increasing visitor numbers.

Despite the overall positive performance revealed in this report there is room to enhance the visitor experience and to increase the economic yield and broader community benefits associated with tourism. Government plays a crucial role in providing infrastructure, enforcing standards, and setting a vision and strategy for tourism. With a significant number of international visitors' perceiving that "public service and facilities" are lacking, and several visitors mentioning their concerns about rubbish and environmental cleanliness, it is clear that there are measures that can be adopted to both visitor and local experiences and that will reap long term dividends for the country. The report also highlights some issues around the lack of Internet and phone availability, costs and coverage and concerns about general shopping opportunities, public transport service, and available information while in Samoa.

Overall visitor satisfaction and willingness to return are high, with the majority of the respondents expressing a willingness to recommending Samoa to others as a place to visit in Pacific areas. It is vital now to build on this positive performance and to convert it into even greater economic benefits for businesses and communities. It is critical to find ways to build on and develop the visitor experience in a manner that enhances local economic linkages. By developing new product offerings, and more importantly, enhancing the quality and 'value added' of existing activities and experiences, the tourism industry can increase visitor satisfaction, and enhance the generation of positive local economic outcomes. As the survey continues it will be possible to explore in more detail the characteristics of different market segments and the overall impacts and performance of the industry.

## Appendix – Samoa Visitor Survey



The image is a promotional graphic for the Samoa Visitor Survey. It features a background of palm trees against a light blue sky. At the top center is the Samoa logo, which consists of the word 'SAMOA' in a stylized, golden font with a sun-like pattern inside the 'O', and the tagline 'The Treasured Islands of the South Pacific' underneath. Below the logo, the title 'Samoa Visitor Survey' is written in a large, bold, dark red font. Underneath the title, the subtitle 'Information for participants' is centered in a smaller, black font. The main body of the graphic contains several paragraphs of text in a clean, sans-serif font. At the bottom center, there is a blue rectangular button with the text 'Take the survey' in white.

**SAMOA**  
The Treasured Islands of the South Pacific

# Samoa Visitor Survey

## Information for participants

As a recent visitor to Samoa, we invite you to participate in the Samoa Visitor Survey. The research is designed to improve the visitor experience and to support tourism decision making.

If you are a **permanent resident of Samoa or under 18 years old**, thank you for your interest, but this survey is focused on visitors and those above 18 years. If you are a visitor from American Samoa, please complete the survey.

All answers are confidential and can in no way be linked to your personal details. By taking the survey you are giving consent to be part of this research. Participation is entirely voluntary. We would appreciate it if you could fill this survey out as accurately as possible.

This survey will take approximately 10 - 15 minutes to complete.

The research is funded by the New Zealand Ministry of Foreign Affairs and Trade and is conducted by the New Zealand Tourism Research Institute at Auckland University of Technology, New Zealand.

**To thank you for your participation, you can go into the draw to WIN \$500 NZD. Enter by completing the prize draw section at the end of the survey.**

[Take the survey](#)

# Samoa Visitor Survey

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Start of Block: ABOUT YOUR VISIT

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## Q1.1 ABOUT YOUR VISIT

This survey is about your most recent visit to Samoa.

If you are a permanent Samoa resident or under 18 years old, thank you for your interest, but this survey is focused on non-resident visitors to Samoa and those above 18 years.

By completing the survey, you are giving consent to participate in this research.

Q1 1. Using the calendar below, please select the date you arrived in Samoa.

Q1 Enter a date

---

Q2 2. How many nights did you spend in Samoa on your most recent visit?

▼1 (1) ... 40+ (41)

Display This Question:

If 2. How many nights did you spend in Samoa on your most recent visit? = 31

Q2.2 Please fill the number of nights you spent in Samoa.



Q1.4 3. What was the main purpose of your visit?

- Holiday (1)
  - Business or conference (2)
  - Visiting friends or relatives (3)
  - Attending a wedding (4)
  - Honeymoon (5)
  - Special event - sporting (6)
  - Special event - cultural (7)
  - Family faalavelave (8)
  - Volunteering (9)
  - Education (10)
  - Employment (11)
  - Other, please specify (12)
- 

Q1.5 4. How did you travel to / from Samoa? (tick as many as apply)

- Virgin Samoa (1)
- Air New Zealand (2)
- Samoa Airways (3)
- Fiji Airways (4)
- Inter Island Airways (5)
- Talofa Airways (6)
- Real Tonga Airlines (7)
- Other, please specify (8) \_\_\_\_\_

Q128 5. Did you travel by yourself to Samoa?

- Yes (1)
- No (2)

---

Display This Question:

If 5. Did you travel by yourself to Samoa? = No

Q1.6 5.1. Who were your travelling companions? (tick as many as apply)

- Partner / spouse (1)
  - Family member(s) (2)
  - Friend(s) (3)
  - Work colleagues (4)
  - Tour group (5)
  - Organised group (e.g. school, sports etc) (6)
  - Wedding party (7)
  - Other, please specify (8) \_\_\_\_\_
- 

Display This Question:

If 5. Did you travel by yourself to Samoa? = No

Q1.7 6. How many people accompanied you on this trip?

---

Q1.8 7. How did you find out about Samoa as a destination? (tick as many as apply)

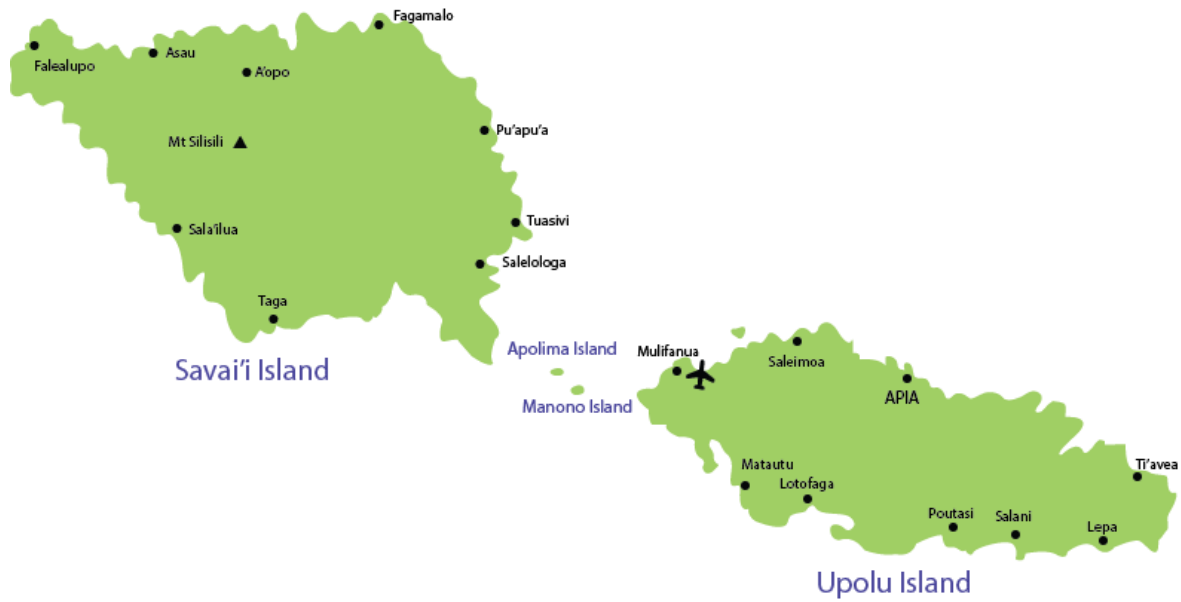
- Previous visit (1)
  - Friends/family (2)
  - Work colleagues (3)
  - Travel agent/agency brochures (4)
  - Social media (Facebook, Twitter, Instagram etc) (5)
  - Television or radio programmes (6)
  - Travel books (e.g. Lonely Planet) (7)
  - Magazine and newspaper articles (8)
  - The official Samoa travel website (Samoa.travel) (9)
  - General travel websites (e.g. TripAdvisor, Trivago) (10)
  - Web search engines (e.g. Google) (11)
  - Other, please specify (12) \_\_\_\_\_
-

Q1.9 8. How influential were the following factors in your choice to visit Samoa?

	Not at all Important (1) (1)	(2) (2)	(3) (3)	(4) (4)	Extremely Important (5) (5)
Beaches and swimming (Q1.9_1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Snorkelling and diving (Q1.9_2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Culture and history (Q1.9_3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Natural attractions / eco- tourism / photography (Q1.9_4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Friends and family in Samoa (Q1.9_5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quiet and relaxing atmosphere (Q1.9_6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Easy to access (Q1.9_7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Affordability (Q1.9_8)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Business or conference (Q1.9_9)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Attending an event (Q1.9_10)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Warm and sunny weather (Q1.9_11)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Friendly people (Q1.9_12)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A safe place (Q1.9_13)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cuisine (Q1.9_14)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q1.10 9. How important were the following sources of information when planning your trip to Samoa?

	Not at all Important (1) (1)	2 (2)	3 (3)	4 (4)	Extremely Important (5) (5)
Previous visits (Q1.9_1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Friends/family (Q1.9_2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Travel agent/travel brochures (Q1.9_3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Social media (Facebook, Twitter, Instagram etc) (Q1.9_4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Television or radio programmes (Q1.9_5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Travel books (e.g. Lonely Planet) (Q1.9_6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Magazine and newspaper articles (Q1.9_7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The official Samoa travel website (Samoa.travel) (Q1.9_8)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
General travel websites (e.g. TripAdvisor, Trivago) (Q1.9_9)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Web search engines (e.g. Google) (Q1.10_10)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



Q1.11 10. How did you book your travel to Samoa?

- Travel bookings were made through a travel agent (1)
- I made my own travel bookings using the Internet (2)
- Travel bookings were made by a mix of travel agent and online bookings (3)
- Travel bookings were made by others (business, friends, relatives) (4)
- Other, please specify (5) \_\_\_\_\_

Q1.12 11. Please click each island that you visited on this trip (hover and click/touch to select the island/s)

	Off (1)	On (2)
Savai'i Island (20)		
Apolima Island (21)		
Manono Island (22)		
Upolu Island (23)		

Display This Question:

If 11. Please click each island that you visited on this trip (hover and click/touch to select the... = Savai'i Island [ On ]

Q1.12a 11.1 Which place(s) did you go to on Savai'i Island?

	Off (1)	On (2)
Tufutafoe (4)		
Falealupo (5)		
Falelima (6)		
Asau (7)		
Alofaaga Blowholes (8)		
Taga (9)		
Sala'ilua (10)		
Mt Silisili (11)		
A'opo (12)		
Afuaau Waterfall (13)		
Aganoa Beach (14)		
Tafua Crater (15)		
Salelologa (16)		
Tuasivi (17)		
Pu' apu'a (18)		
Mt Matavanu (19)		
Peapea Cave (20)		
Paia Dwarfs Cave (21)		
Saleaula Lava Fields (22)		
Swimming with Turtles (23)		
Fagamalo (24)		
Mata o le Alelo Pool (25)		



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Page Break

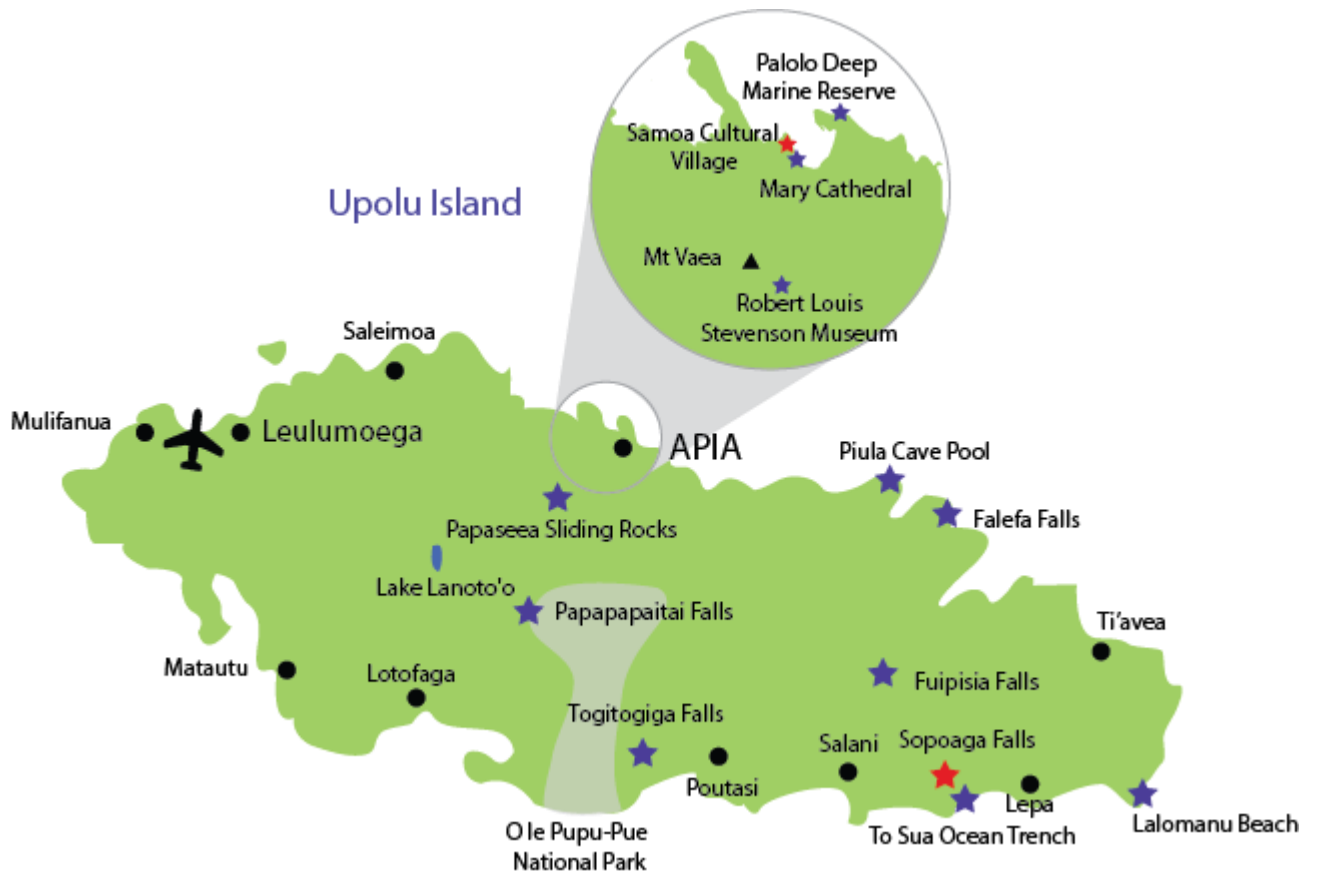
Display This Question:

If 11. Please click each island that you visited on this trip (hover and click/touch to select the... = Upolu Island [ On ]

Q1.12b 11.2 Which place(s) did you go to on Upolu Island?

	Off (1)	On (2)
Mulifanua (4)		
Leulumoega (5)		
Saleimoa (6)		
Matautu (7)		
Lotofaga (8)		
Papaseea Sliding Rocks (9)		
Apia (10)		
Piula Cave Pool (11)		
Mt Vaea (12)		
Robert Louis Stevenson Museum (13)		
Mary Cathedral (14)		
Samoa Cultural Village (15)		
Palolo Deep Marine Reserve (16)		
Falefa Falls (17)		
Fuipisia Falls (18)		
Ti'avea (19)		
Lalomanu Beach (20)		
Lepa (21)		
To Sua Ocean Trench (22)		
Sopoaga Falls (23)		
Salani (24)		
Poutasi (25)		
Lake Lanoto'o (26)		
Papapapaitai Falls (27)		
Region #25 (28)		
O le Pupu-Pue National Park (29)		





Q1.13 12. How many nights did you spend in each islands?

	Number of Nights
Savai'i Island (Q106_29)	▼Day trip (1) ... 40+ (41)
Upolu Island (Q106_26)	▼Day trip (1) ... 40+ (41)
Manono Island (Q106_27)	▼Day trip (1) ... 40+ (41)
Apolima Island (Q106_28)	▼Day trip (1) ... 40+ (41)

Q5.3 13. What type (s) of accommodation did you stay in? (tick as many as apply)

- Hotel/Resort (1)
- Self Catering / rented accommodation (2)
- Holiday home/ homestay (4)
- Backpackers/Budget/Hostels (5)
- Guest houses/B&Bs/AirBnB (6)
- Beach fales (9)
- Village homestay (12)
- Private home (7)
- Other (Please specify) (8) \_\_\_\_\_

Display This Question:

If Loop 7 Not Current Loop

Q2.1 13.1 How satisfied were you with the following aspects of  $\{Im://Field/1\}$  in terms of your recent visit?

	Very dissatisfied (1) (1)	2 (2)	3 (3)	4 (4)	Very satisfied (5) (5)
Level of service (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quality, availability and maintenance of facilities (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Overall value for money (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

End of Block: Block 4

Start of Block: ABOUT YOUR VISIT - ACTIVITIES

Q3.1 14. On your most recent visit to Samoa, please indicate the activities that you participated in, and how satisfied you were with your experience.

Q3.2 Water based activities:

	Very dissatisfied (1) (1)	2 (2)	3 (3)	4 (4)	Very satisfied (5) (5)	Didn't participate (6)
Visiting the beach (Q14.2_1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Swimming (Q14.2_2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Snorkelling (Q14.2_3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Diving (Q14.2_4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Kayaking/canoeing (Q14.2_5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fishing (Q14.2_6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Surfing (Q14.2_10)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Paddle Boarding (Q14.2_12)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Water skiing (Q14.2_13)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sailing/cruising (Q14.2_14)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Whale watching (Q3.2_43)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q3.3 Cultural interaction:

	Very dissatisfied (1) (1)	2 (2)	3 (3)	4 (4)	Very satisfied (5) (5)	Didn't participate (6)
Dance / language / art / cooking classes (Q14.3_1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Local markets (Q14.3_2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Island celebrations or events (Q14.3_3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Museum visits (Q14.3_4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Visiting a village (Q14.3_5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cultural events/festivals (Q14.3_6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Attending church (Q14.3_8)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q3.4 Land based activities and touring:

	Very dissati sfied (1) (1)	2 (2)	3 (3)	4 (4)	Very satisfi ed (5) (5)	Didn't partici pate (6)
Restaurants, bars and cafes (Q14.4_1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cultural tours (Q14.4_3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hiking and trekking (Q14.4_6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cycling (Q14.4_7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sightseeing (Q14.4_8)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bird watching (Q14.4_10)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Spa/beauty (Q3.4_26)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Golfing (Q14.4_11)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Conservation/animal sanctuary (Q2.4_25)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q3.5 Shopping:

	Very dissatisfied (1) (1)	2 (2)	3 (3)	4 (4)	Very satisfied (5) (5)	Didn't participate (6)
Local arts (Q14.5_1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Local crafts (Q14.5_2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Local clothing e.g local lava lava (sarong) etc. (Q14.5_4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Local produce e.g coconut oil etc. (Q14.5_3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Local music (Q3.5_11)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q3.6 Please tell us about any other activities you participated in

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Q3.7 15. On your most recent visit, how satisfied were you with the following?

	Very dissatisfied (1) (1)	2 (2)	3 (3)	4 (4)	Very satisfied (5) (5)	Not applicable (6)
The experience of renting a vehicle (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The experience of using public transport (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Airport arrival/departure experience (7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The friendliness of the people in Samoa (9)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Variety of things to see and do (10)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The information that was available when planning this trip (19)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The information that was available while in Samoa (20)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Internet and phone availability, cost and coverage (14)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Value for money (16)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
General shopping opportunities (17)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The overall level of service in Samoa (11)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q3.8 16. What did you find most attractive or appealing about Samoa on your most recent visit?

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Q3.9 17. What did you find least attractive or appealing about Samoa on your most recent visit?

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Q3.10 18. Is there anything that could have improved your visit to Samoa?

- No (1)
- Yes (2) \_\_\_\_\_

End of Block: ABOUT YOUR VISIT - ACTIVITIES

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Start of Block: EXPENDITURE

#### Q4.1 EXPENDITURE

Information on how much money you spent during your visit helps the planning and development of the Samoa economy.



We would appreciate it if you could fill out this section as accurately as possible.

Q4.2 19. Did you prepay for any of your travel arrangements prior to arrival?

- Yes (1)
- No (2)

*Skip To: Q4.7 If 19. Did you prepay for any of your travel arrangements prior to arrival? = No*

---

Q4.4 19.1 Please indicate the total value of what you paid **prior** to your arrival to Samoa (including purchases made via travel agents or the internet). Please first select your currency:

- Samoan tālā (1)
  - New Zealand Dollar (2)
  - Australian Dollar (3)
  - US Dollar (5)
  - Canadian Dollar (11)
  - British Pound (8)
  - Euro (10)
  - Other - please specify (7) \_\_\_\_\_
- 

Q4.3 19.2. Please indicate the total value of what you paid (enter only numbers e.g. 1000)

\_\_\_\_\_

Q4.5 20. How many people are included expenditure estimate you provided above (including yourself)?

\_\_\_\_\_ Adults (1)  
\_\_\_\_\_ Children (0-16 years old) (2)

---

Q4.6 21. What did your prepaid expenditure include? (tick as many as apply)

- International flights (1)
- Accommodation (2)
- Breakfast or meals (3)
- Tours (9)
- Domestic transport/transfers (4)
- Other (6) \_\_\_\_\_

Q4.7 22. Did you spend any money while in Samoa?

- Yes (1)
- No (2)

*Skip To: Q4.10 If 22. Did you spend any money while in Samoa? = No*

---

Q4.8 22.2. During your most recent visit to Samoa, how much do you estimate that you spent in Samoa in local currency (Samoaan tālā)? (please provide estimated numbers in the boxes below. Text entry not permitted for this question - please enter number only e.g. 550)

	Savai'i (1)	Upolu (2)	Other (3)
Accommodation (Q4.8_1)			
Restaurants, cafes & bars (Q4.8_2)			
Vehicle rental (Q4.8_3)			

Petrol (Q4.8_4)			
Bus / taxi (Q4.8_5)			
Ferry (Q4.8_6)			
Groceries (Q4.8_7)			
Shopping (e.g. souvenirs, handicrafts) (Q4.8_8)			
Tours and activities (Q4.8_9)			
Other (Q4.8_10)			

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Q4.9 22.3. In the expenditure estimates you provided above, how many people are included (including yourself)?

\_\_\_\_\_ Adults (1)

\_\_\_\_\_ Children (0-16 years old) (2)

Q4.10 23. Is Samoa the only country you visited on this trip?

- Yes (1)
- No (2)

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Display This Question:

If 23. Is Samoa the only country you visited on this trip? = No

Q4.11 24. What other destinations were included?

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Q4.15 25. Would you return to Samoa?

- Yes (1)
- No - please give reasons why not (2)

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Q133 26. Would you recommend Samoa to others as a place to visit?

- Yes (1)
- No - please give reasons why not (2)

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Q4.18 27. How satisfied were you with your overall experience of Samoa?

- Very dissatisfied (1) (1)
- 2 (2)
- 3 (3)
- 4 (4)
- Very satisfied (5) (5)

End of Block: EXPENDITURE

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Start of Block: ABOUT YOU

Q5.1 ABOUT YOU

Q5.2 28. How many times have you been to Samoa including this recent visit?

▼1 - This was my first time (1) ... 30+ (30)

Q5.4 29. What is your age group?

- 18-29 (1)
- 30-39 (2)
- 40-49 (3)
- 50-59 (4)
- 60-69 (5)
- 70+ (6)

Q5.5 30. What is your gender?

- Female (1)
- Male (2)
- Gender diverse (3)

Q5.6 31. What is your highest qualification?

- No formal qualification (1)
- High school qualification (2)
- Tertiary/University qualification (3)
- Other (4)

Q5.7 32. What is your approximate annual household income in your home currency? Please enter only numbers e.g. 50000 then select the currency in the next question.

---

Q5.8 33. Please first select your currency:

- New Zealand Dollar (1)
- Australian Dollar (2)
- US Dollar (3)
- Canadian Dollar (4)
- British Pound (5)
- Euro (6)
- Other - please specify (7) \_\_\_\_\_

Q5.9 34. Where do you live? (Please select)

▼Afghanistan (1) ... Zimbabwe (193)

Display This Question:

If 34. Where do you live? (Please select) = New Zealand

Q5.10 34.1. Which region do you live in?

- Auckland (1)
- Northland (2)
- Waikato (3)
- Bay of Plenty (4)
- Gisborne (5)
- Hawke's Bay (6)
- Taranaki (7)
- Manawatu-Wanganui (8)
- Wellington (9)
- Marlborough-Tasman-Nelson (10)
- Canterbury (11)
- West Coast (South Island) (12)
- Otago (13)
- Southland (14)

Display This Question:

If 34. Where do you live? (Please select) = Australia

Q5.11 34.2. Which state do you live in?

- New South Wales (1)
- Northern Territory (2)
- Queensland (3)
- South Australia (4)
- Tasmania (5)
- Victoria (6)
- Western Australia (7)
- Australian Capital Territory (8)

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Display This Question:

If 34. Where do you live? (Please select) = United States of America

Q5.12 34.3 Which state do you live in? (Please type below)

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