

# Vanuatu International Visitor Survey

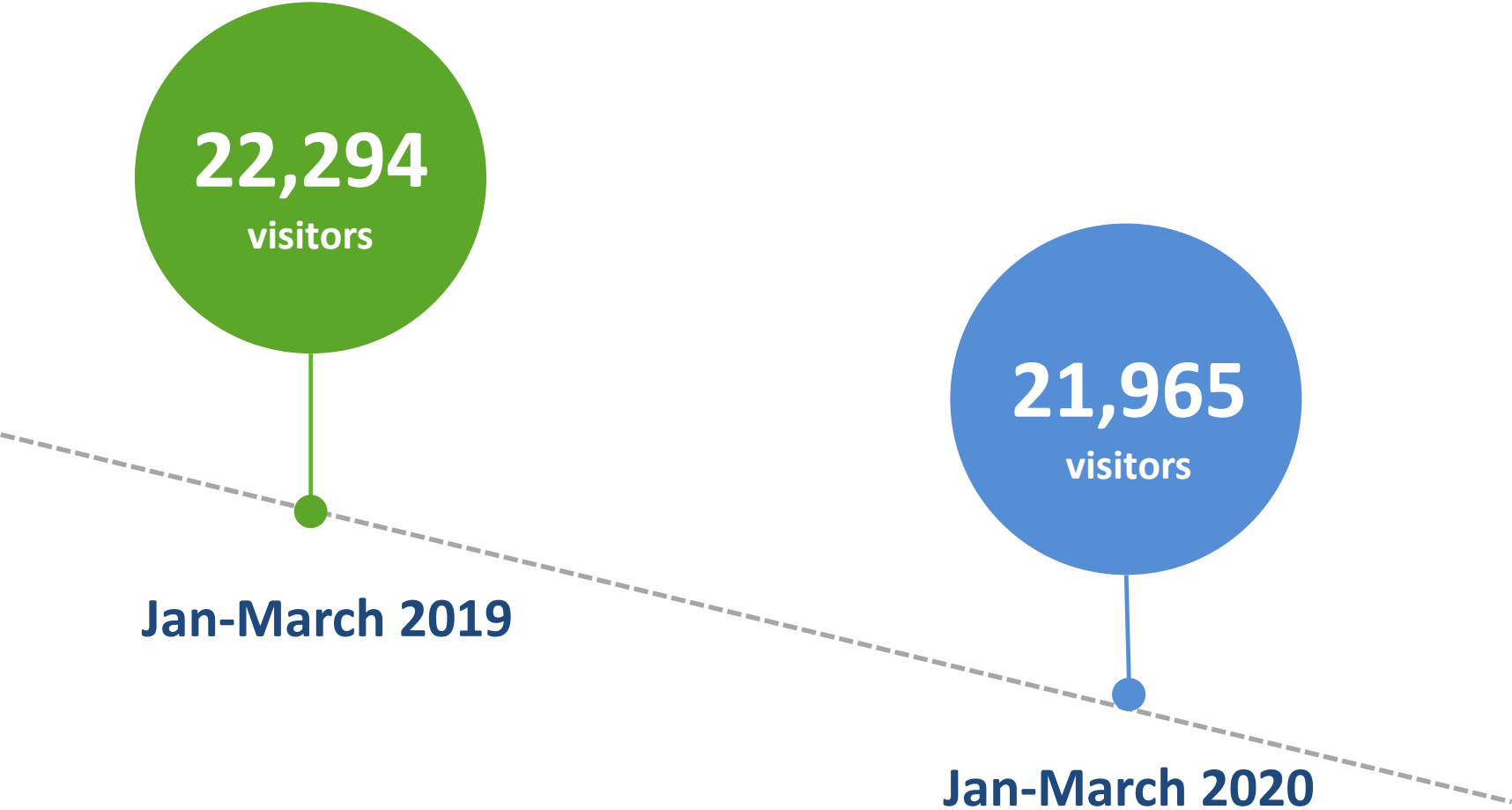
## January – March 2020



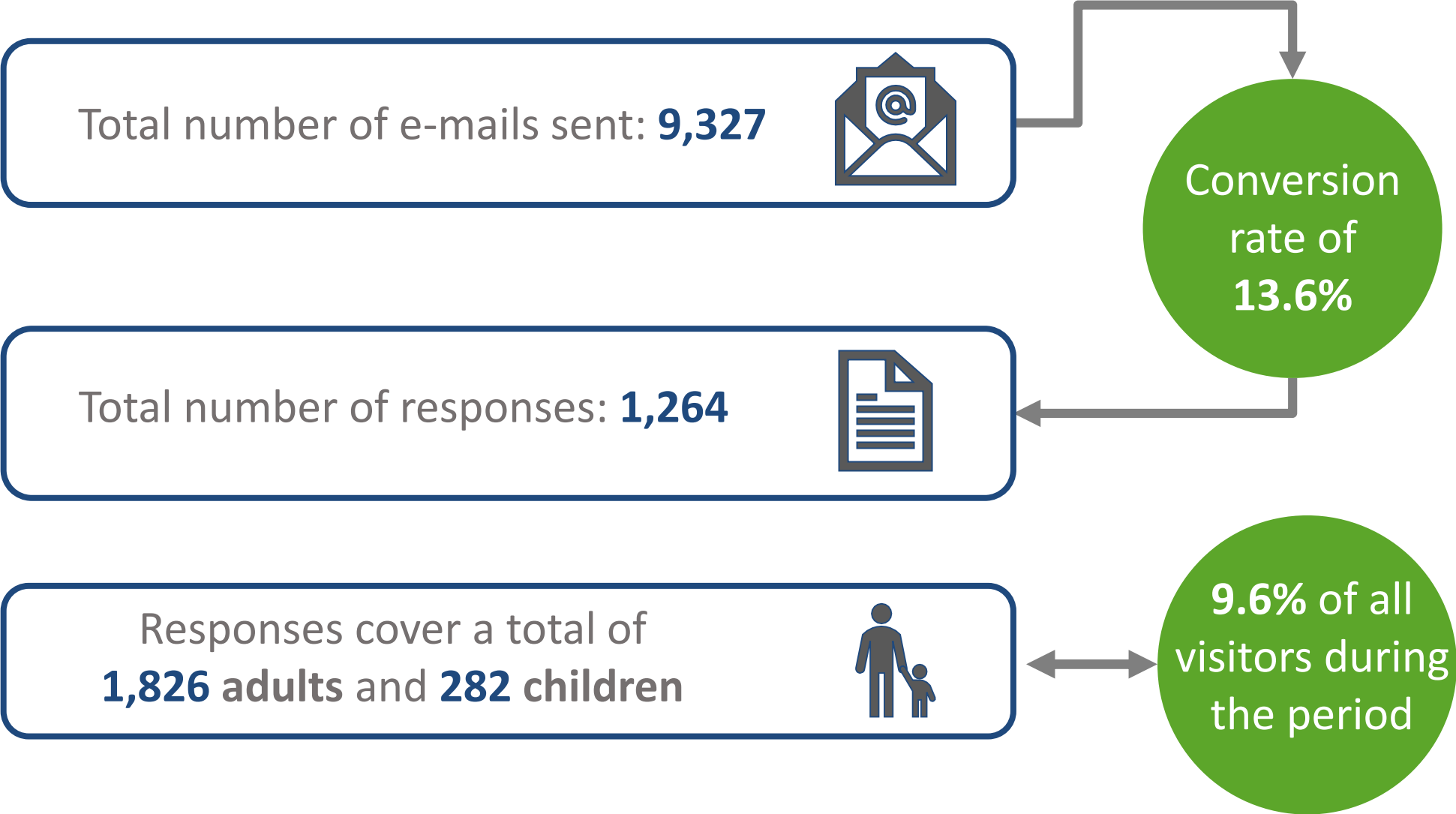
# Report Structure



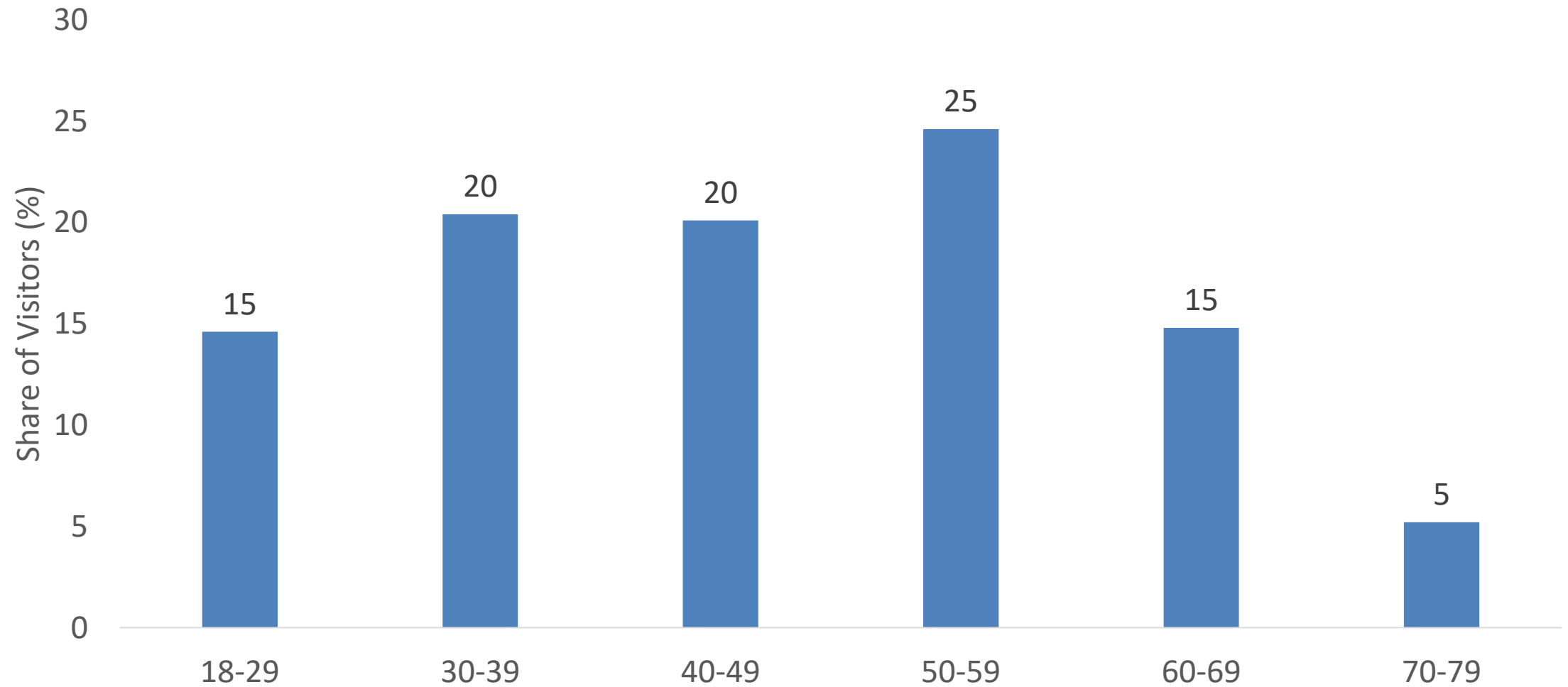
# Total Number of Visitors



# Respondents (Jan - Mar 2020)

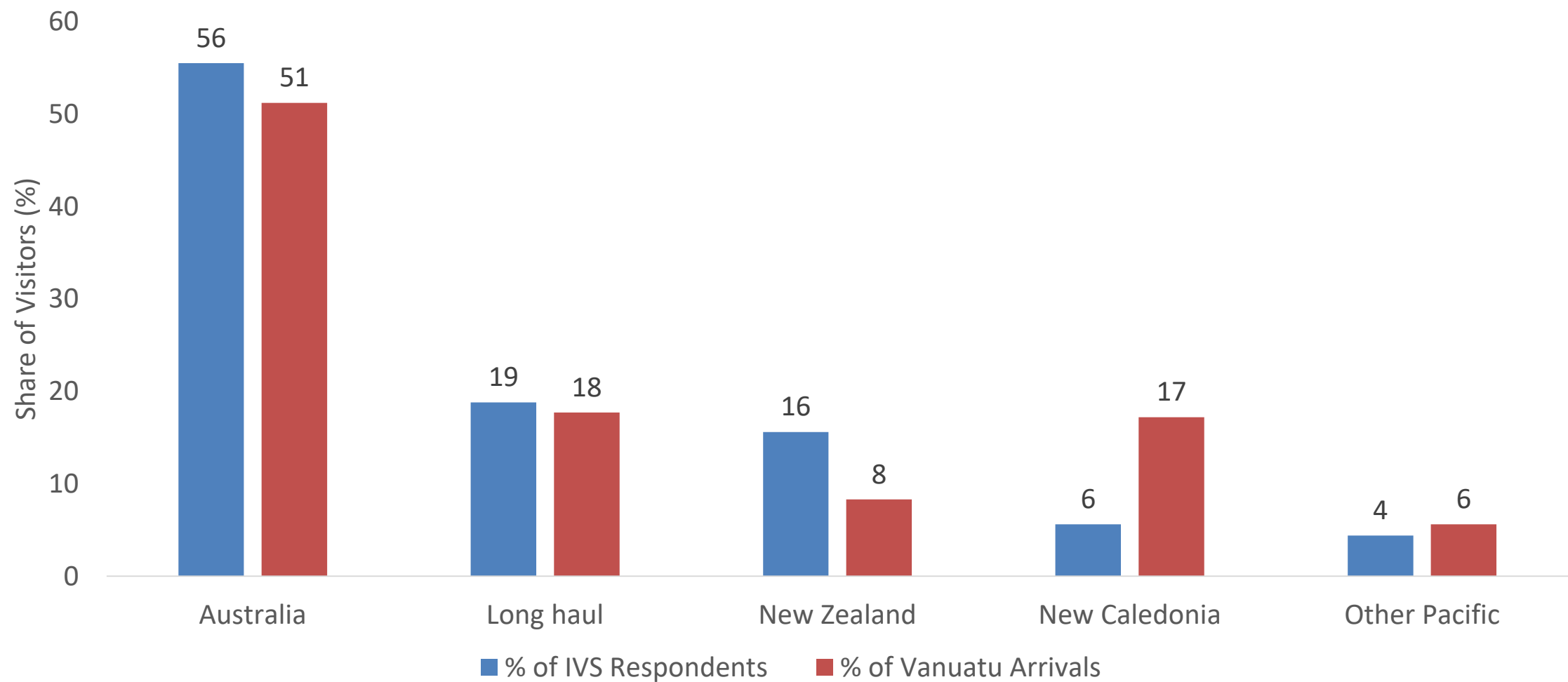


# Age



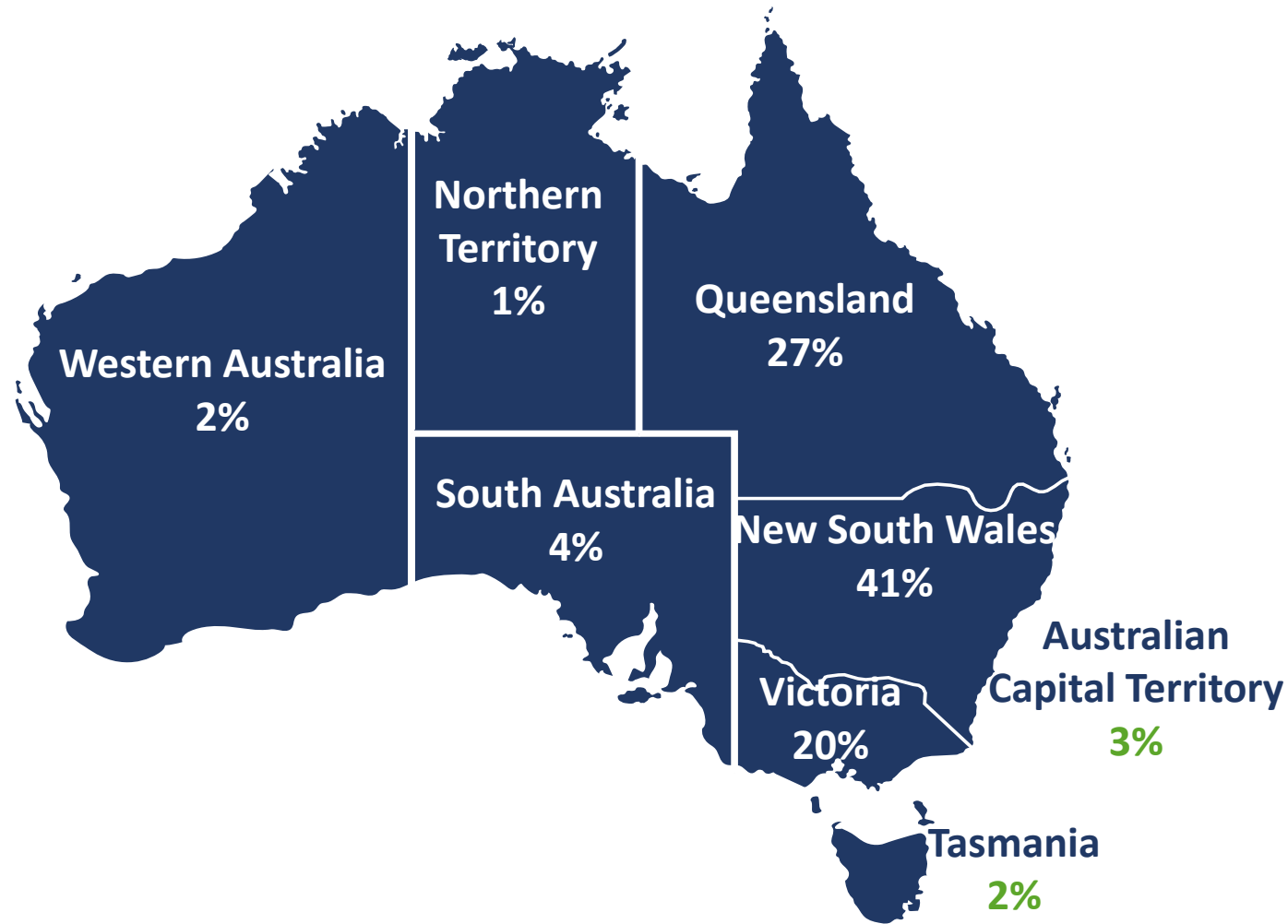
*Note: due to rounding, total does not sum to 100%*

# Country of Origin



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

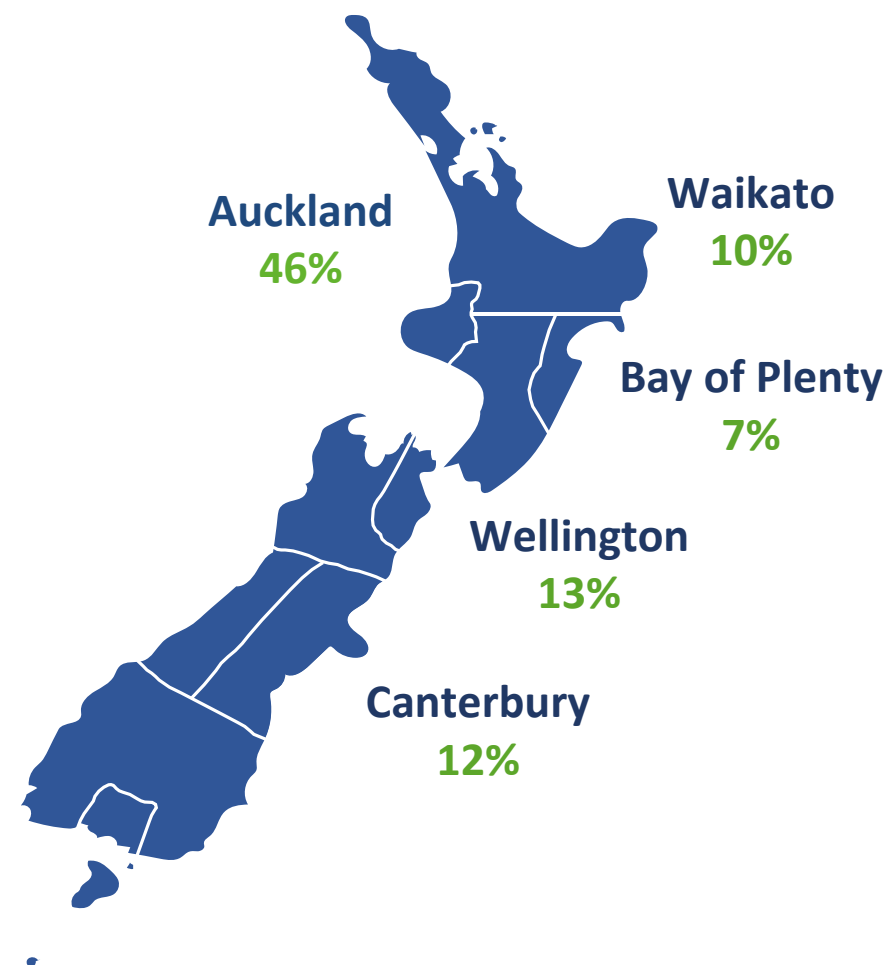
# Australian Respondents - IVS Respondent Data



New South Wales, Queensland and Victoria make up **89%** of all Australian visitor arrivals

*Note: due to rounding, total does not sum to 100%*

# New Zealand Respondents - IVS Respondent Data



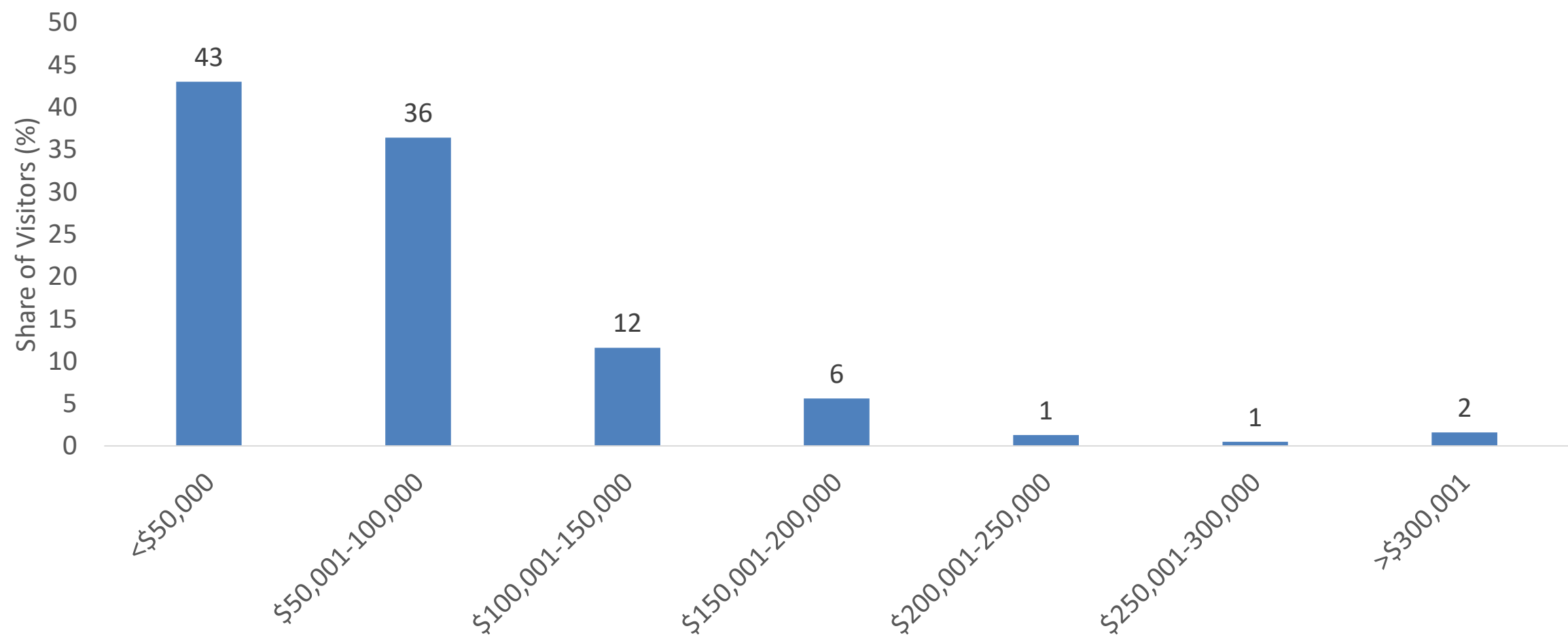
Auckland, Waikato, Canterbury, Wellington, and Bay of Plenty make up **87%** of all New Zealand visitor arrivals

*Note: Based on a total of 165 respondents; Due to rounding, total does not sum to 100%*



# Household Income

Average: US \$75,524

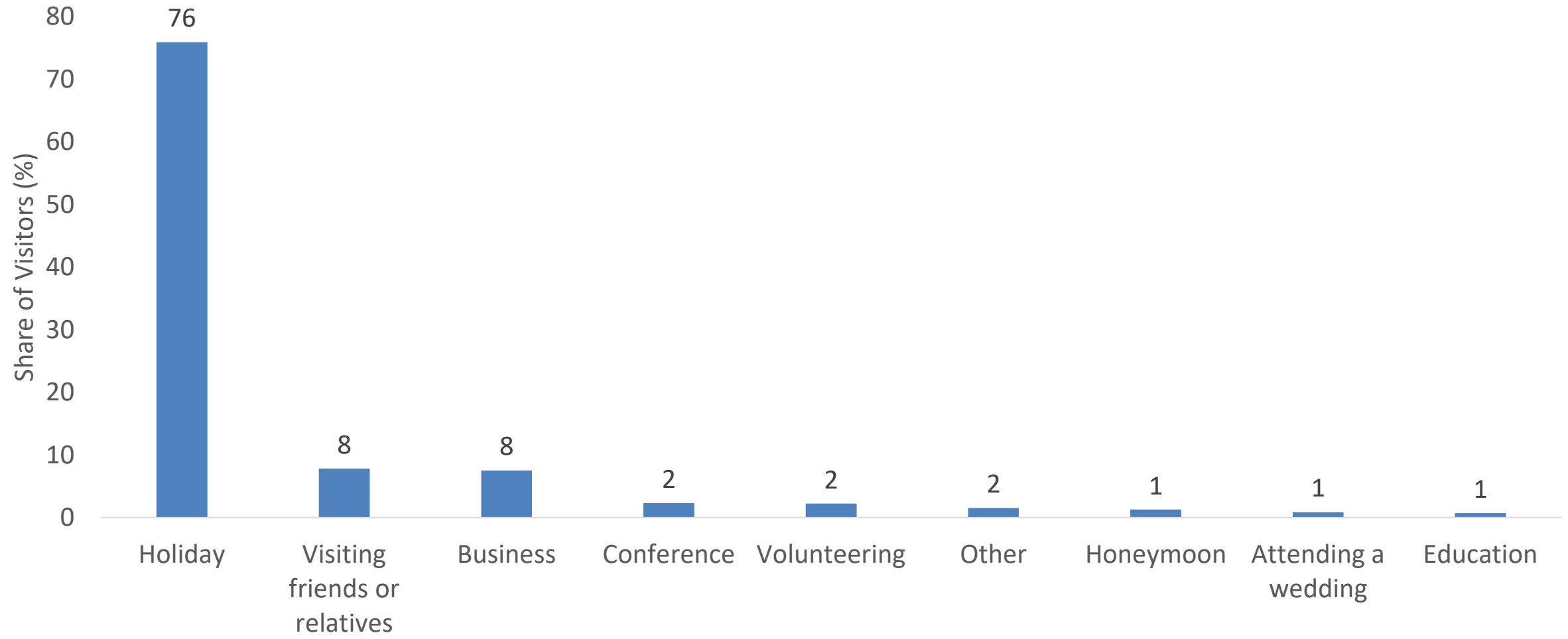


Note: due to rounding, total does not sum to 100%

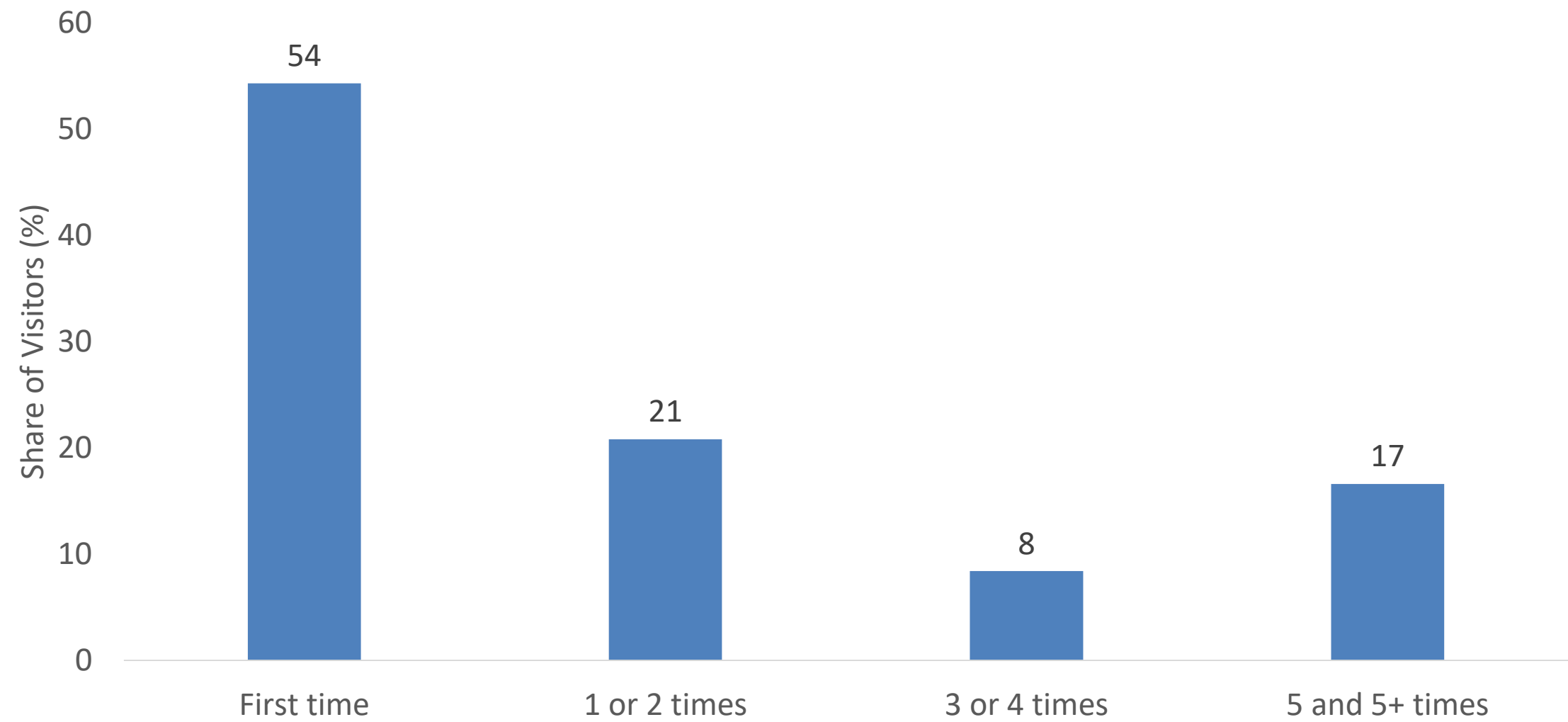
# Report Structure



# Purpose of Visit

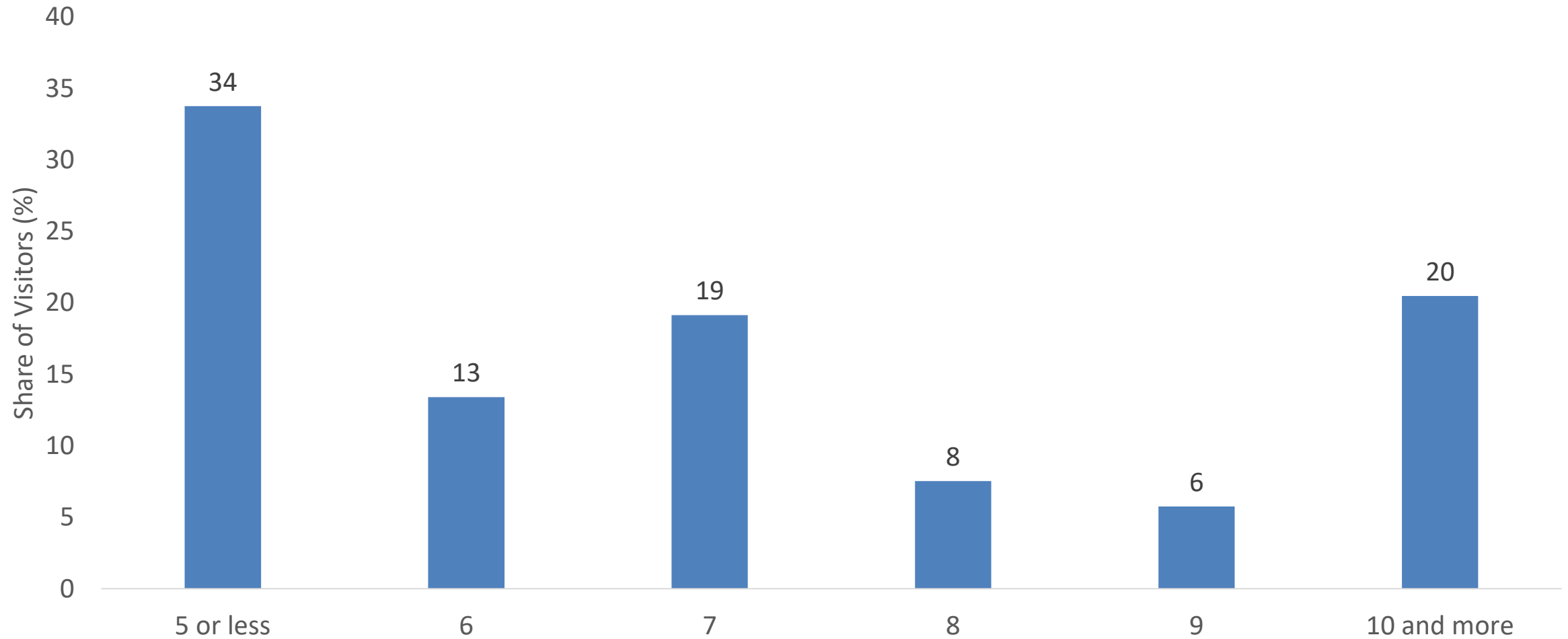


# Previous Visits



# Length of Stay (nights)

**Mean: 7.5 nights**



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

# Airlines Used for Travel



*Air Vanuatu*

**60%**



australia

**18%**



**7%\*** (code share)



**13%**

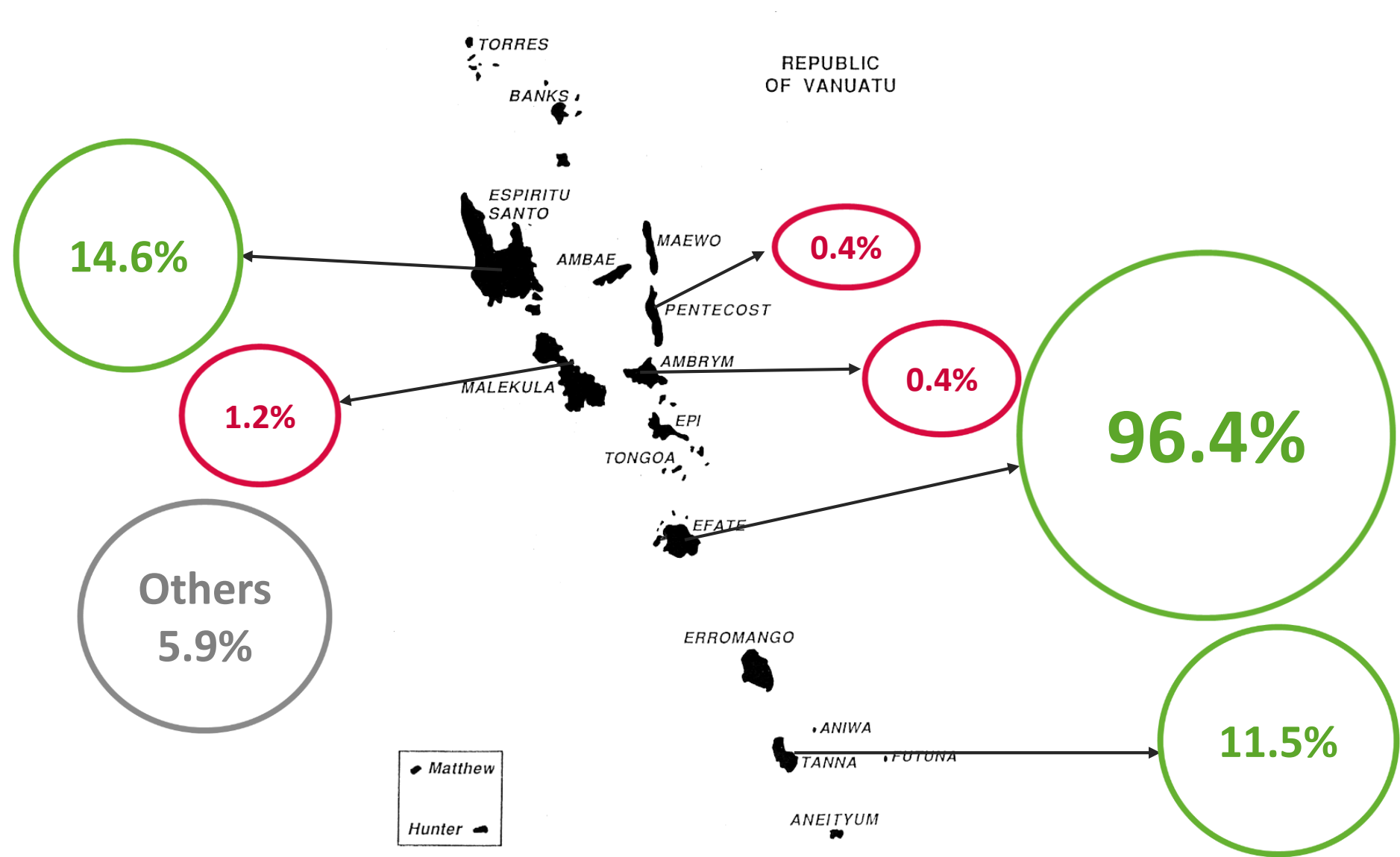


**9%**

**Others**  
(Air Niugini, Solomon  
Airlines)

**5%**

# Islands Visited



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

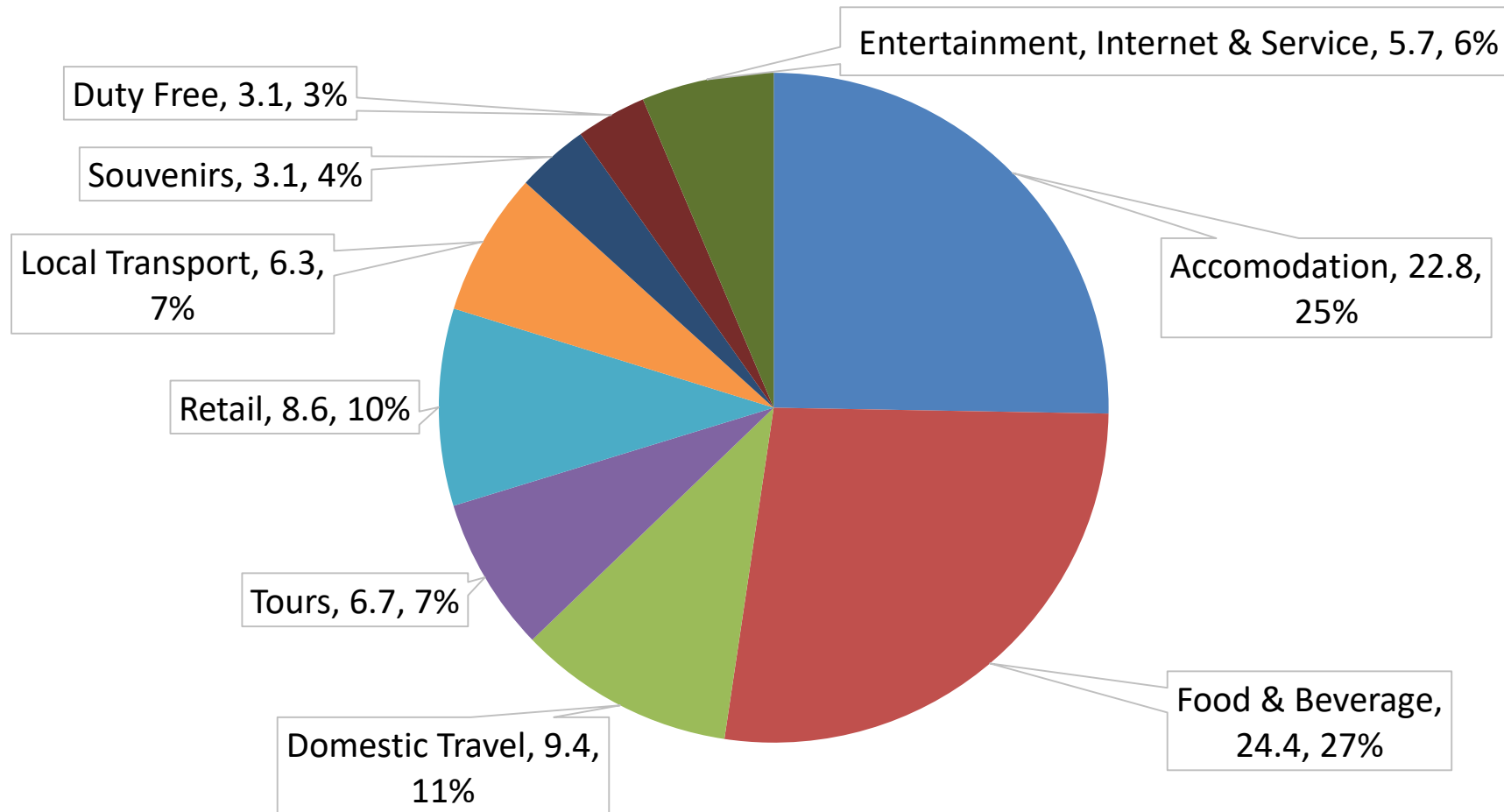
# Report Structure





# Average Spend while in Vanuatu per day

**Overall – US\$90 (Vt \$10,294) per day**



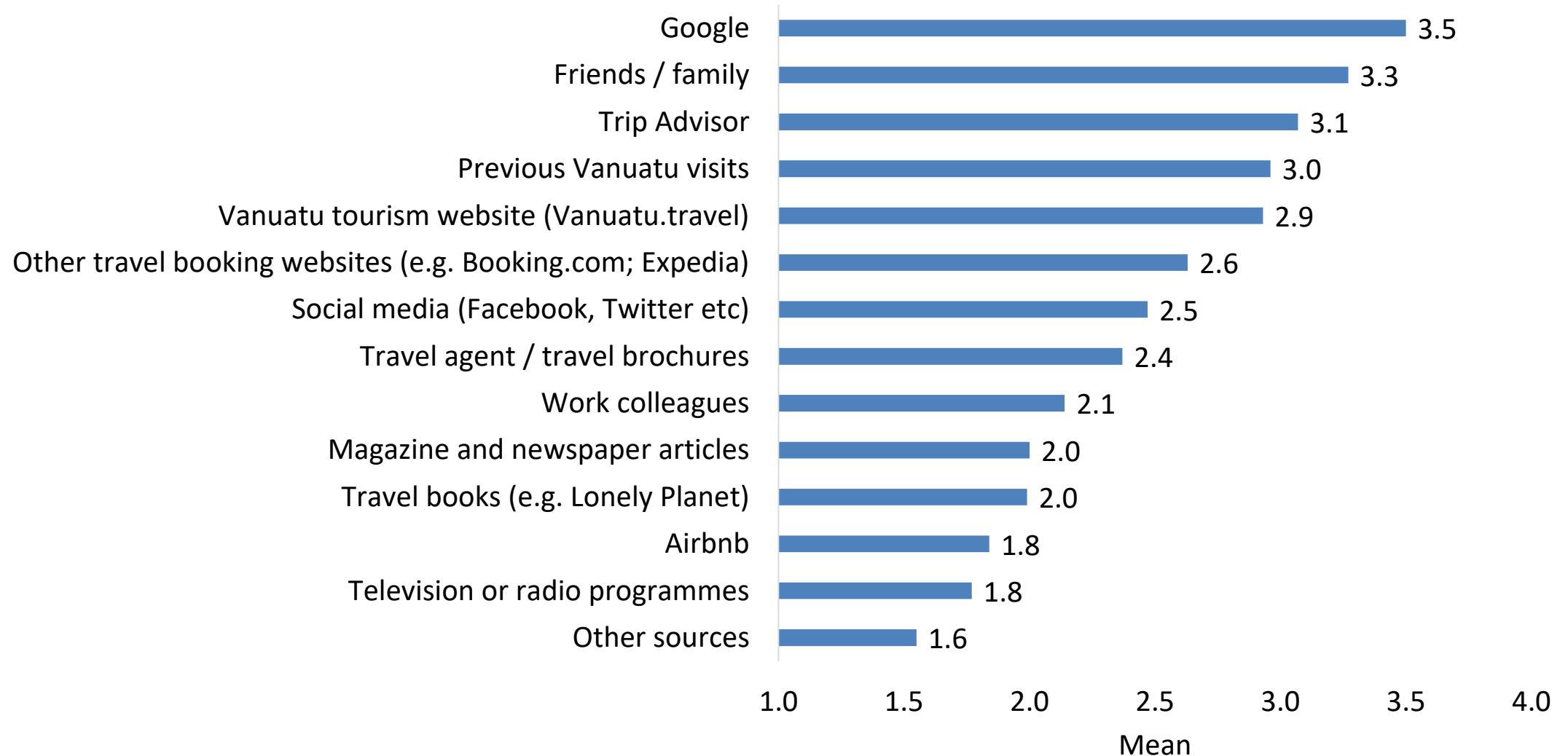
# Visitor Expenditure – Per Person and Total

	Pre-Paid Spend flowing into Vanuatu	+	In-country Spend	=	Total Spend
Per Day	US \$98 Vt \$11,230		US \$90 Vt \$10,294		US \$189 Vt \$21,524
Whole Trip	US \$735 Vt \$83,887		US \$674 Vt \$76,898		US \$1,409 Vt \$160,785

# Report Structure

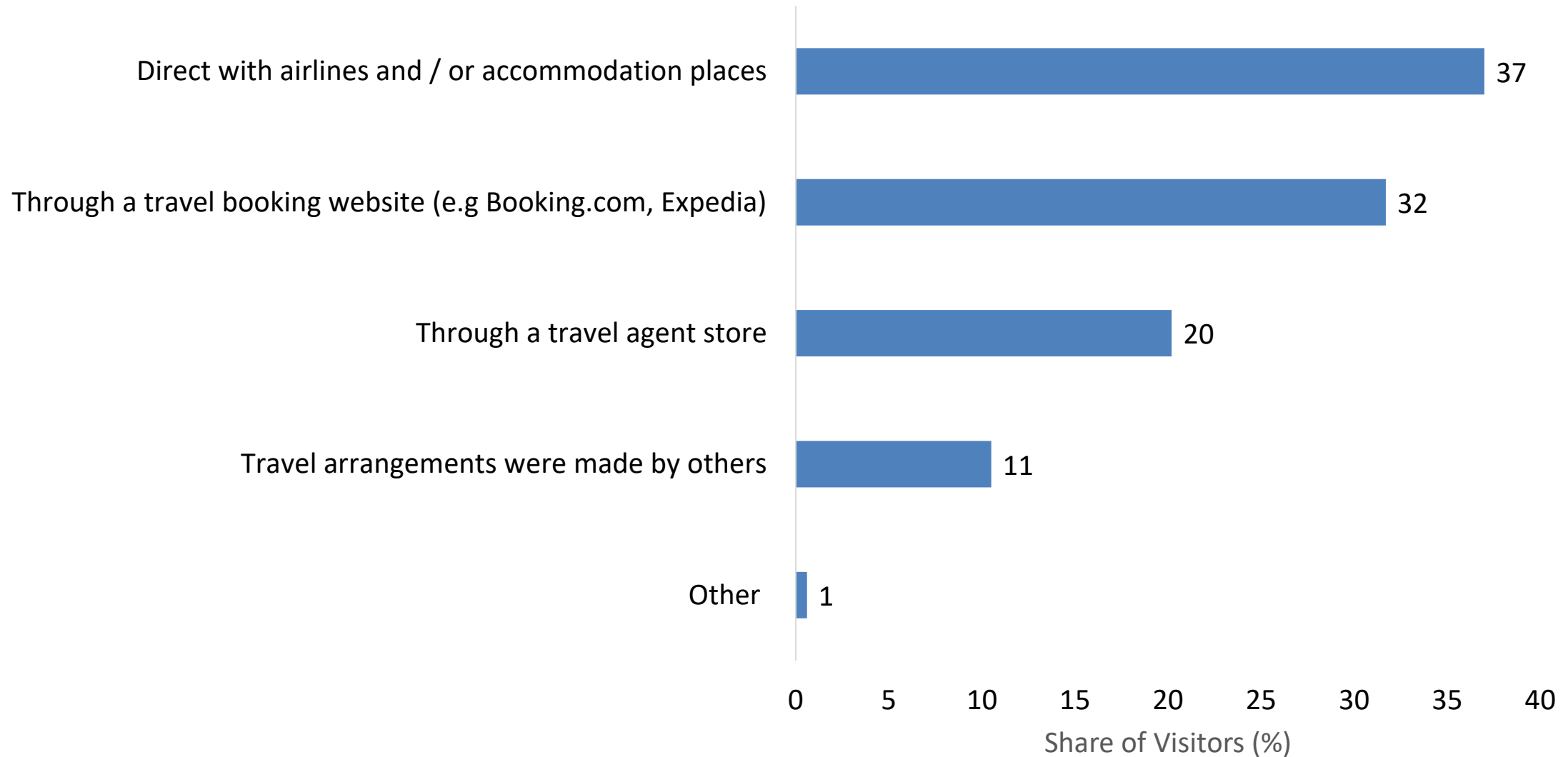


# Information Source



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

# Purchasing of travel

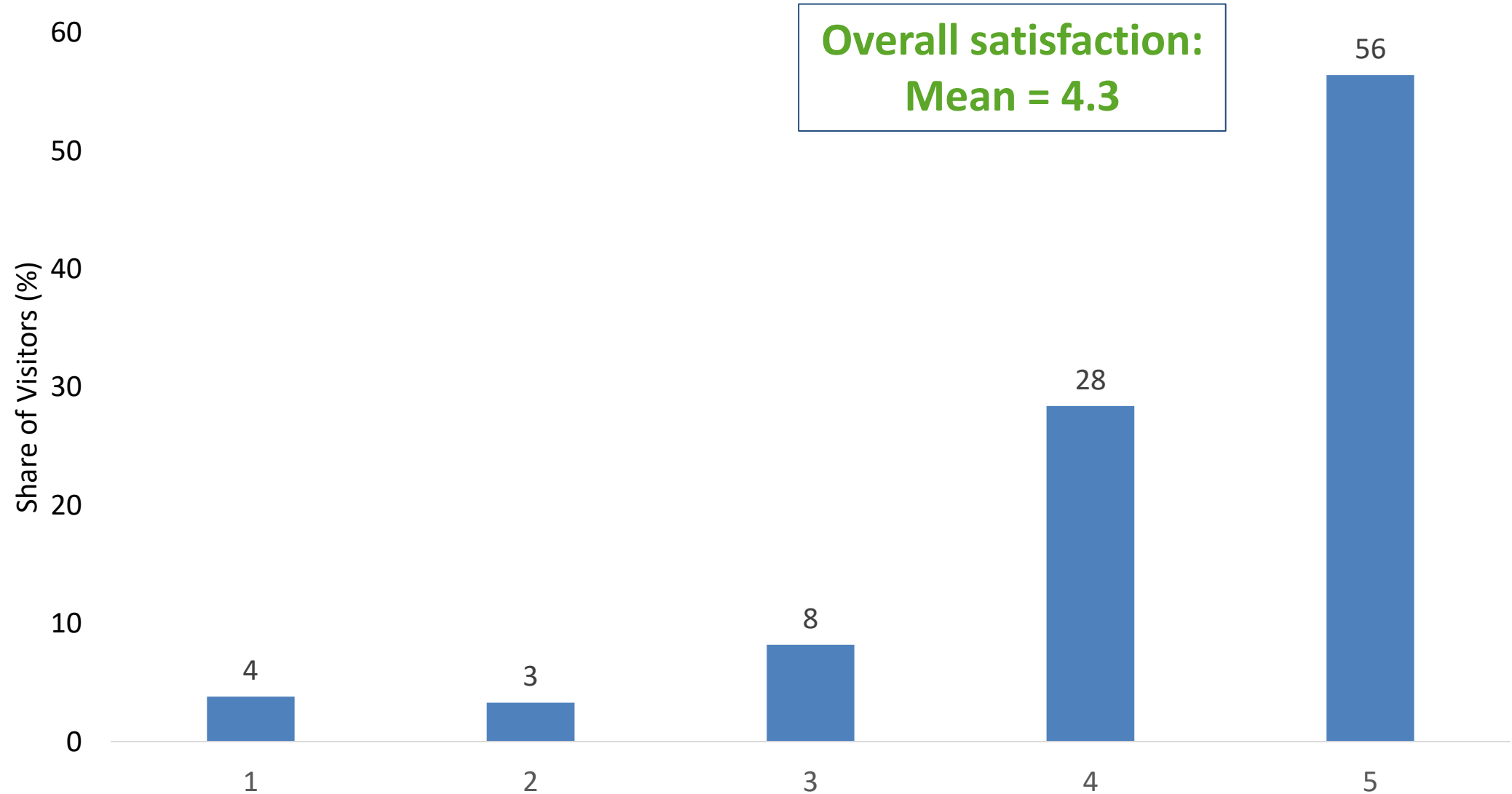


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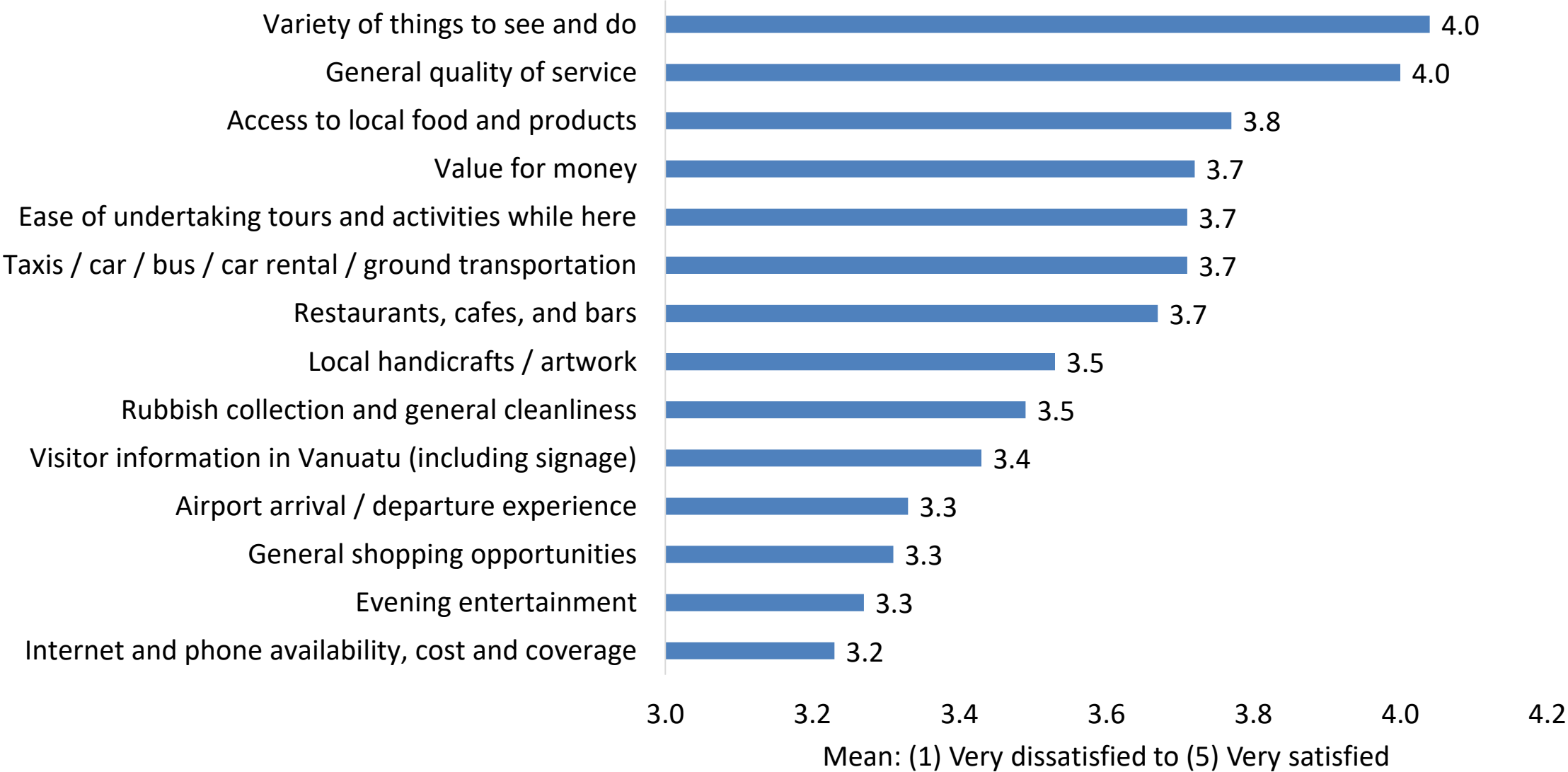
# Report Structure



# Visitor Overall Satisfaction



# Degree of Satisfaction





# Most Appealing Aspects



**48%**

**Local People**



**37%**

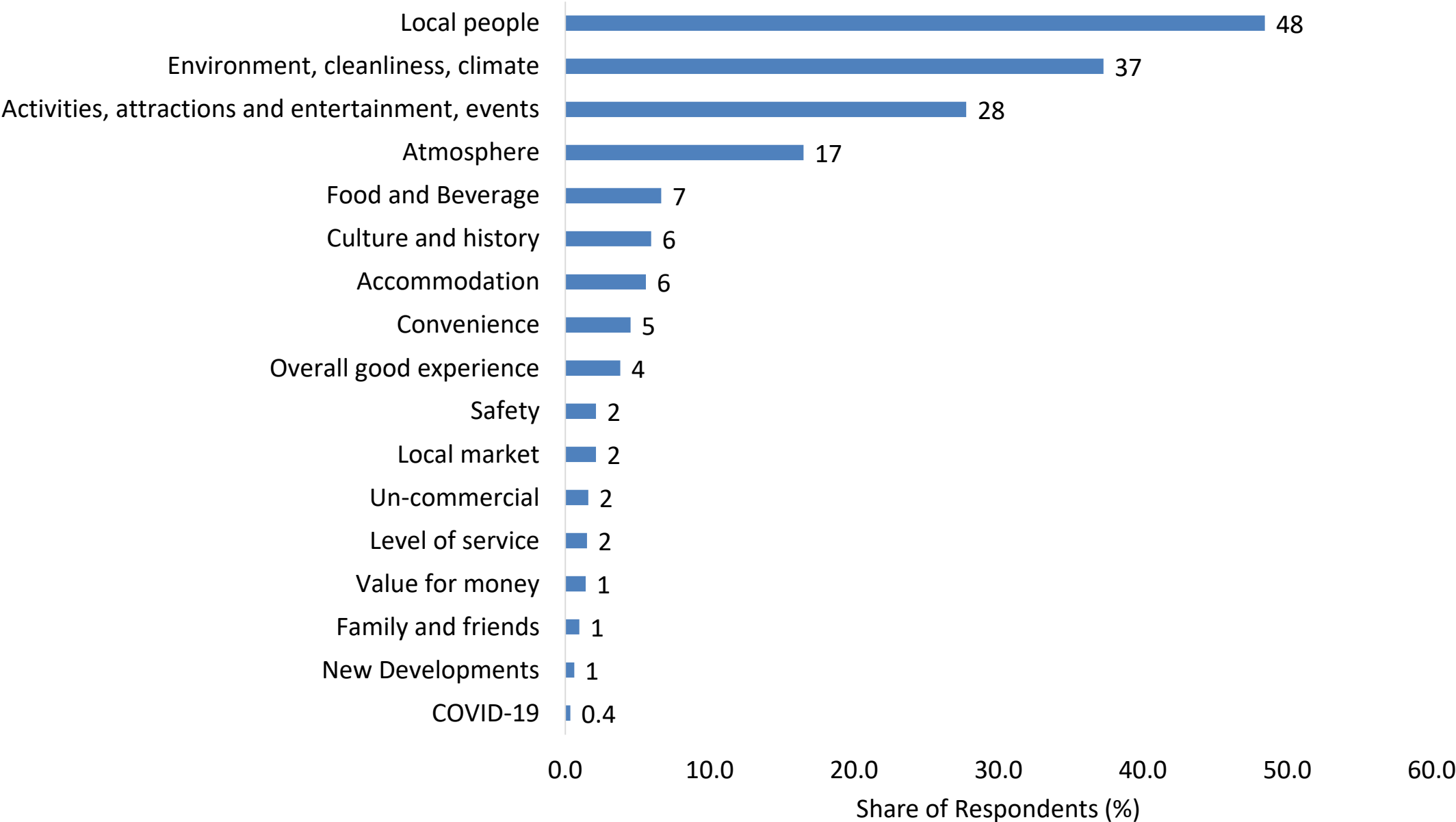
**Environment,  
Cleanliness,  
Climate**



**28%**

**Activities and  
Attractions**

# Most Appealing Aspects



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

# Most Appealing Aspects

**Local People 48%**

**“The people were very kind. The food was tasty. The island was beautiful.”**

**“The friendly people everywhere.”**

**“People are so friendly and kind.”**

**“The locals, just so friendly and helpful.”**

**“The beautiful people of the local villages, their kind heartedness, their charisma and resourcefulness.”**

**“The people are wonderful and very kind and fun. I have been going to Vanuatu every year for the past 20 years and see it as my second home. Its my happy place!”**

# Most Appealing Aspects

**Environment, Cleanliness,  
Climate 37%**

**“Beautiful beaches and islands.”**

**“The people are wonderful, scenery is amazing, culture, relaxing, beautiful, variety of things to do, natural beauty, clean.”**

**“The country landscape and sights and the delicious food.”**

**“The nature of the country is awesome.”**

**“The natural environment - such beautiful clear water in the waterfalls and at the beaches.”**

**“The diversity of landscapes, ease of access, warm and friendly people.”**

# Most Appealing Aspects

**Activities and Attractions 28%**

**“The millennium cave tour was such an amazing experience I would do it again in a heartbeat.”**

**“Cascades waterfall - stunning.”**

**“Quiet, pretty, great snorkelling.”**

**“Snorkelling and Champagne Beach.”**

**“Mount Yasur volcano.”**

**“I love the restaurants - beautiful locations and good food. I love the friendly people. The activities on offer are also good, a really great selection of different activities to suit anyone.”**

# Most Appealing Aspects

## Other Comments

**“Friendly and relaxing atmosphere.”**

**“Way of life with important role of culture and traditions.”**

**“The people, the weather, the fantastic accommodation.”**

**“The mix of French and English influences.”**

**“fresh seafood from local market.”**

**“Same as always - lovely people and value for money.”**

# Most Appealing Aspects

## COVID-19 Impact

**“The government’s rapid and effective response to COVID-19.”**

**“My wife and I travelled to Vanuatu after a 30-year absence to meet an old work colleague for her 60th birthday. Twenty other people came from Australia for this event. Turtle Bay Lodge was fabulous. All aspects of our trip were very enjoyable, and we will be back again after COVID-19 passes.”**

# Least Appealing Aspects



**17%**

**Price of goods  
and services**



**15%**

**Facilities and  
Infrastructure**

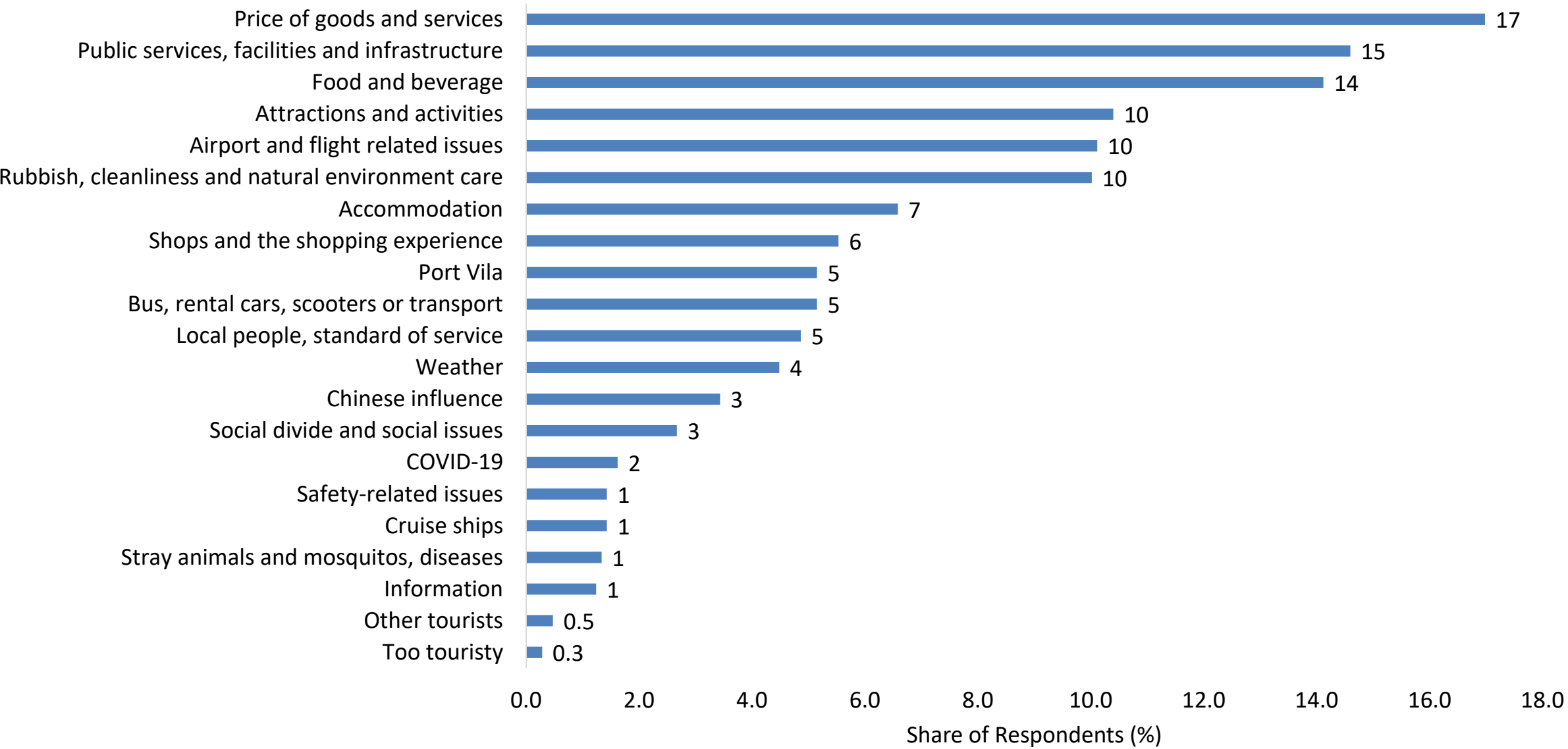


**14%**

**Food and  
Beverage**



# Least Appealing Aspects



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

# Least Appealing Aspects

Price of goods and services **17%**

**“Price of food in general.”**

**“Paying to visit beaches.”**

**“Cost of meals and alcohol. Very expensive.”**

**“I found many things relatively expensive, such as dining.”**

**“Expensive shopping at supermarkets.”**

**“Everything was unreasonably expensive. We are happy to pay a fair price, but this trip compared to the last trip we felt ripped off - and we won’t be visiting again.”**

# Least Appealing Aspects

Public service, Facilities and  
Infrastructure **15%**

**“Lack of public transport.”**

**“The terrible WiFi.”**

**“General maintenance of the cities and Resort.”**

**“Roads! The road we were staying on was very bumpy.”**

**“WiFi and technology limitations.”**

**“Digital infrastructure (WiFi 4G etc.).”**

# Least Appealing Aspects

Food & Beverage **14%**

**“Could not get local food.”**

**“Varying quality of food at restaurants.”**

**“Not many places to eat out affordable with family.”**

**“Food not nice, and expensive.”**

**“Food quality, customer service.”**

**“I found the food available in Port Vila was often Western - and it was not so good and very expensive. Put more emphasis on yummy local food that is cheaper to make! I loved being on Pele for this reason - meals with a local family were \$5 and it was whatever they were eating - fresh fish, fried banana, chips, island cabbage - very delicious and cheap.”**

# Least Appealing Aspects

## Other Comments

**“Airport delays on departure. Lack of communication, hot and stuffy terminal, had to buy water.”**

**“Lack of nightlife, restaurants.”**

**“The rubbish scattered throughout Efate.”**

**“I didn't see a lot of local souvenirs just a lot of stuff brought in.”**

**“Local transportation (tour vans and taxis) were in poor shape and not clean.”**

**“Cleanliness and maintenance of the Port Vila area.”**

# Least Appealing Aspects

## COVID-19 Impact

**“Having to leave early due to coronavirus.”**

**“Everything shutting due to COVID-19.”**

**“Planned to stay longer but COVID-19 happened.”**

**“This was a business visit scheduled to last one week but was marooned in Vanuatu because of COVID-19.”**

**“COVID-19 impact meant many restaurants and bars were closed. When cruise ships are in town things get hectic too!”**

**“I might have done more activities if there hadn't been the growing anxiety and uncertainty about COVID-19, and also the arrival of cruise ship passengers.”**

# Least Appealing Aspects

## COVID-19 Impact

**“Because of Corona we had to stop our holiday after 2 nights. Unfortunately, there was no refund of the hotel and the car rental we already booked and payed! Taxi driver tried to charge a higher price than arranged.”**

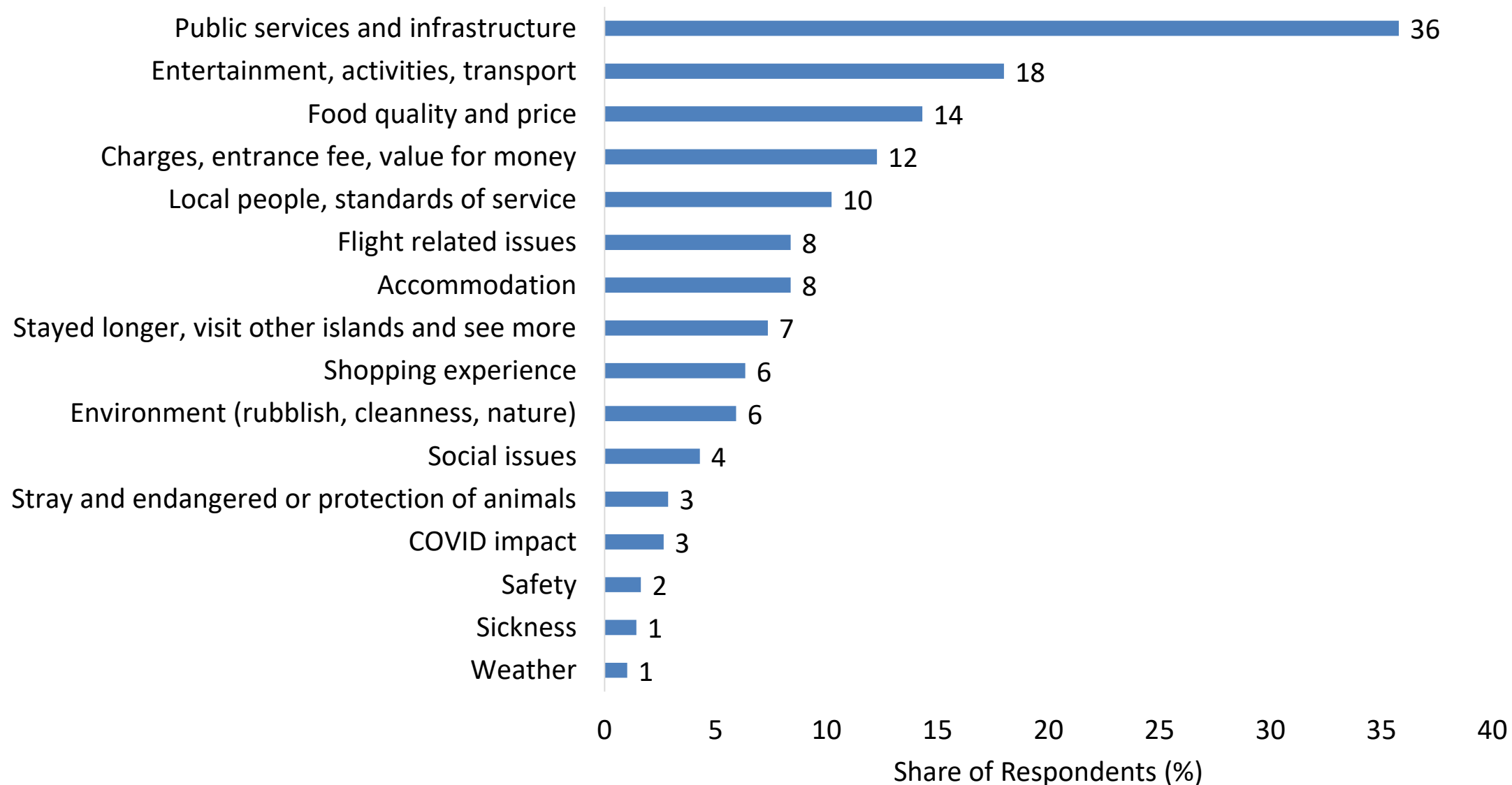
**“Internet connections, made it hard to try and get home during COVID-19 drama, eating at the hotel was very expensive and didn't seem to utilise local produce.”**

**“When we arrived torrential rain getting off plane and no adequate cover while waiting for temperature check, everything and everyone was drenched.”**

**“Fear of being stranded due to COVID-19 situation. Limited communication from Air Vanuatu (which is to be expected given the airline size... but yeah. Tough.”**

**“Closure of resorts due to coronavirus. Reception from locals due to coronavirus...”**

# Suggestions for Improvement



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



# Suggestions for Improvement

**“All of the roads/streets need to be fixed.”**

**“Travel costs to and from different places in Port Vila, taxis not clear about costs.”**

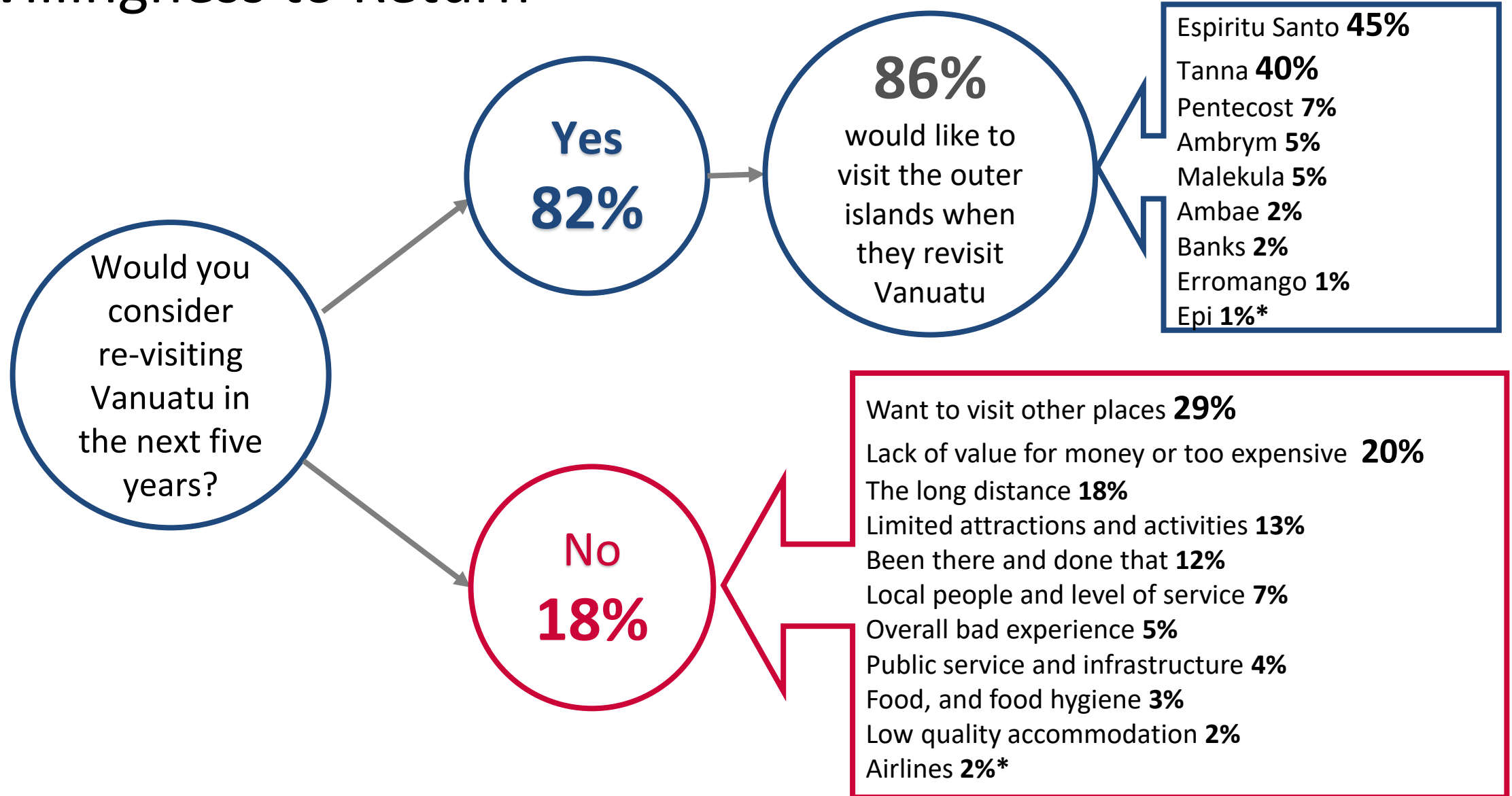
**“Not being so expensive - always trying to get money off us.”**

**“Better food quality, especially for the price! Very expensive.”**

**“Staff could be more attentive and friendly and helpful.”**

**“Because of Corona we had to stop our holiday after 2 nights. Unfortunately, there was no refund of the hotel and the car rental we already booked and payed.”**

# Willingness to Return



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

\* Other reasons/Islands have not been included due to low percentages

# Reason not to Return

**“Not value for money at all. Resort needs an overhaul.”**

**“It is too far away from Europe.”**

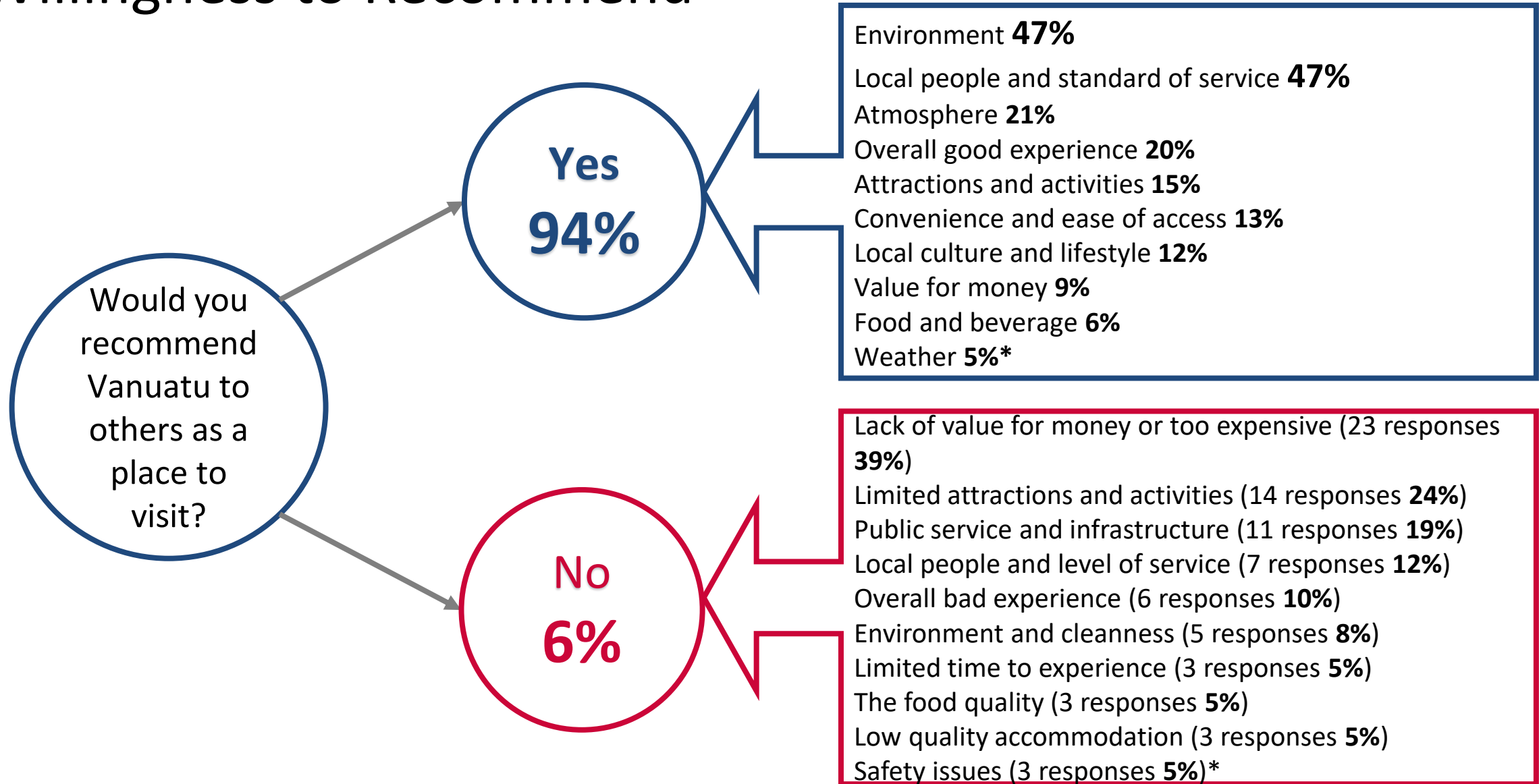
**“Because of how we were treated at the airport.”**

**“Generally bad service.”**

**“Disappointed especially with tour.”**

**“Been there, would go somewhere different next time.”**

# Willingness to Recommend



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

\* Other reasons have not been included due to low percentages

# Reason not to Recommend

**“Its to expensive for the things you get...”**

**“Locals not very friendly and not very clean place.”**

**“Food & restaurants poor. Port Villa poor experience. Transport poor. Very difficult to do or organise anything.”**

**“Just generally disappointing.”**

**“Apart from the coral it had little to offer, was overall expensive and didn't really compare with some other Pacific countries.”**



# Thank you

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