

NIUE INTERNATIONAL VISITOR SURVEY

Visitor Insights: Visiting Friends or Relatives

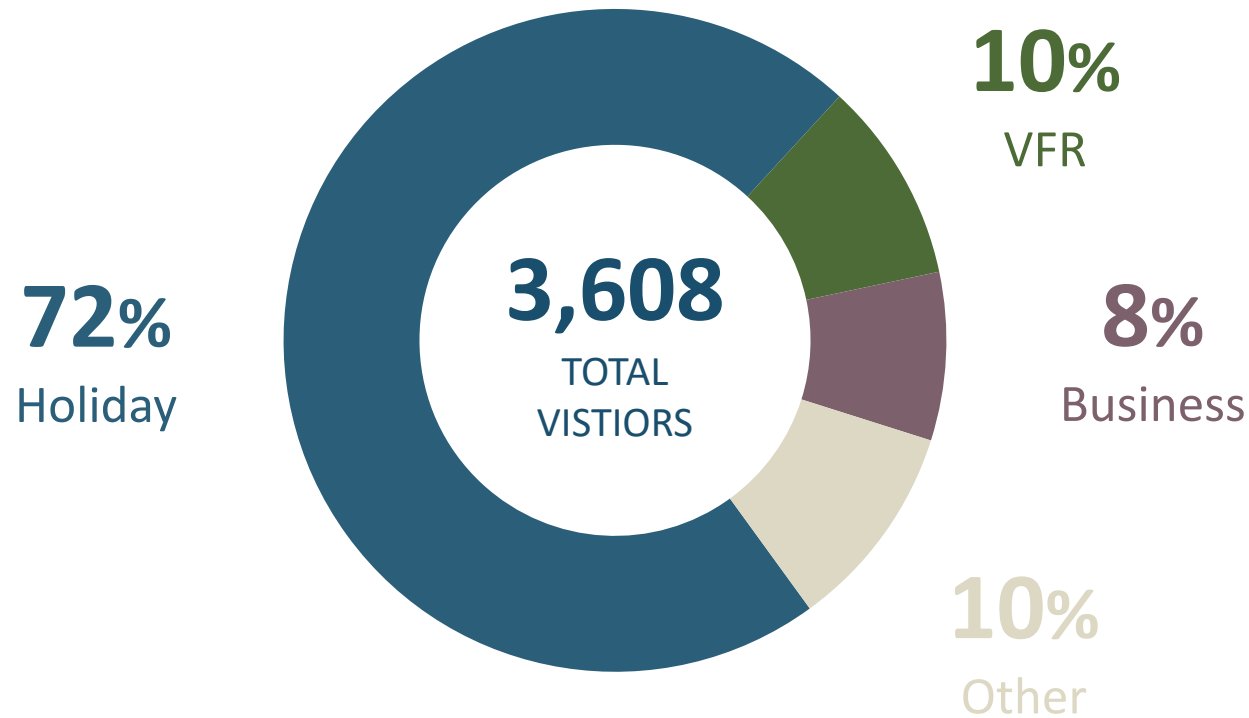
OCT 2017 – MAR 2020



Background

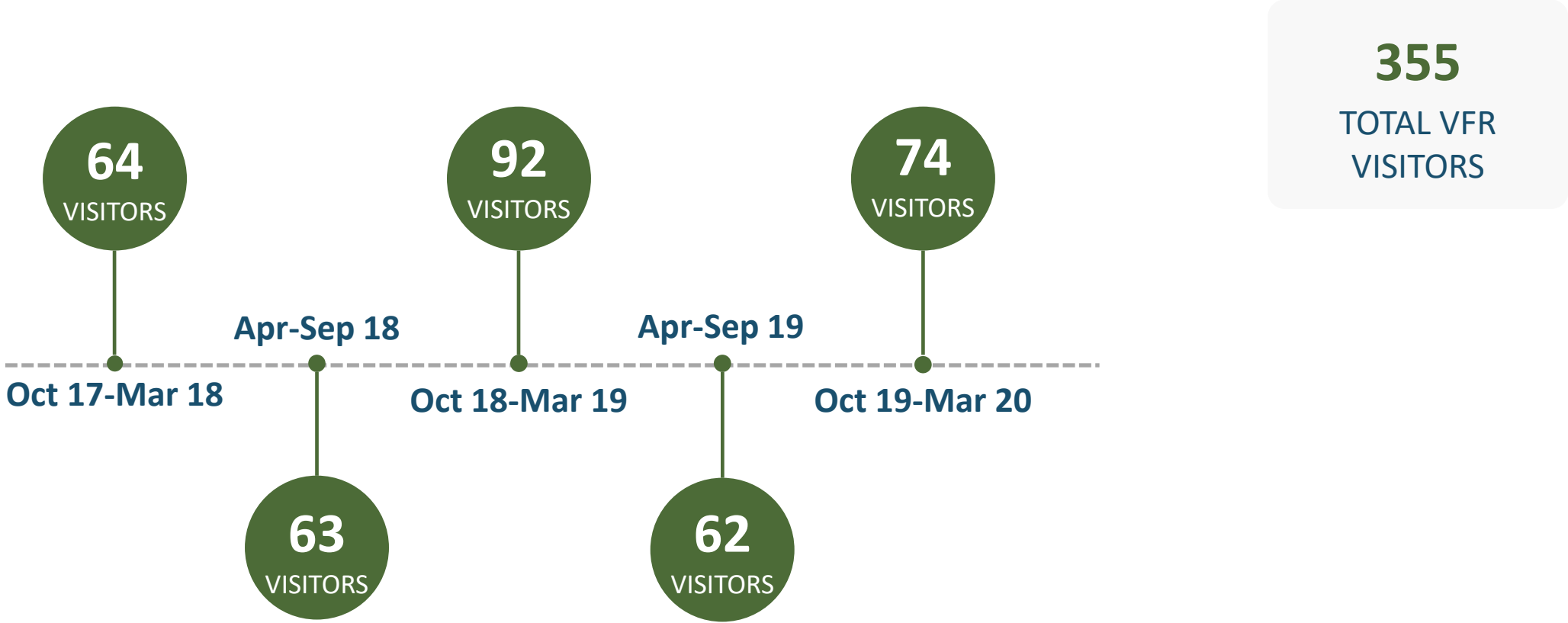
- The 2017 to 2020 International Visitor Survey (IVS) data set is analysed to provide insights into visitors who travel to Niue and indicate their primary *purpose of visit* as visiting friends or relatives (VFR).
- Comparisons are made in the report between VFR visitors and holiday visitors (Holiday). This contrast allows us to highlight unique features of the VFR market.
- The dataset includes 30 months of data from October 2017 to March 2020 when borders closed due to the pandemic.
- All reports from the Niue IVS are available at: www.nztri.org.nz/visitor-research/pacific

Niue IVS data for 2017-2020 indicates VFR visitors are the second largest segment after Holiday Visitors.

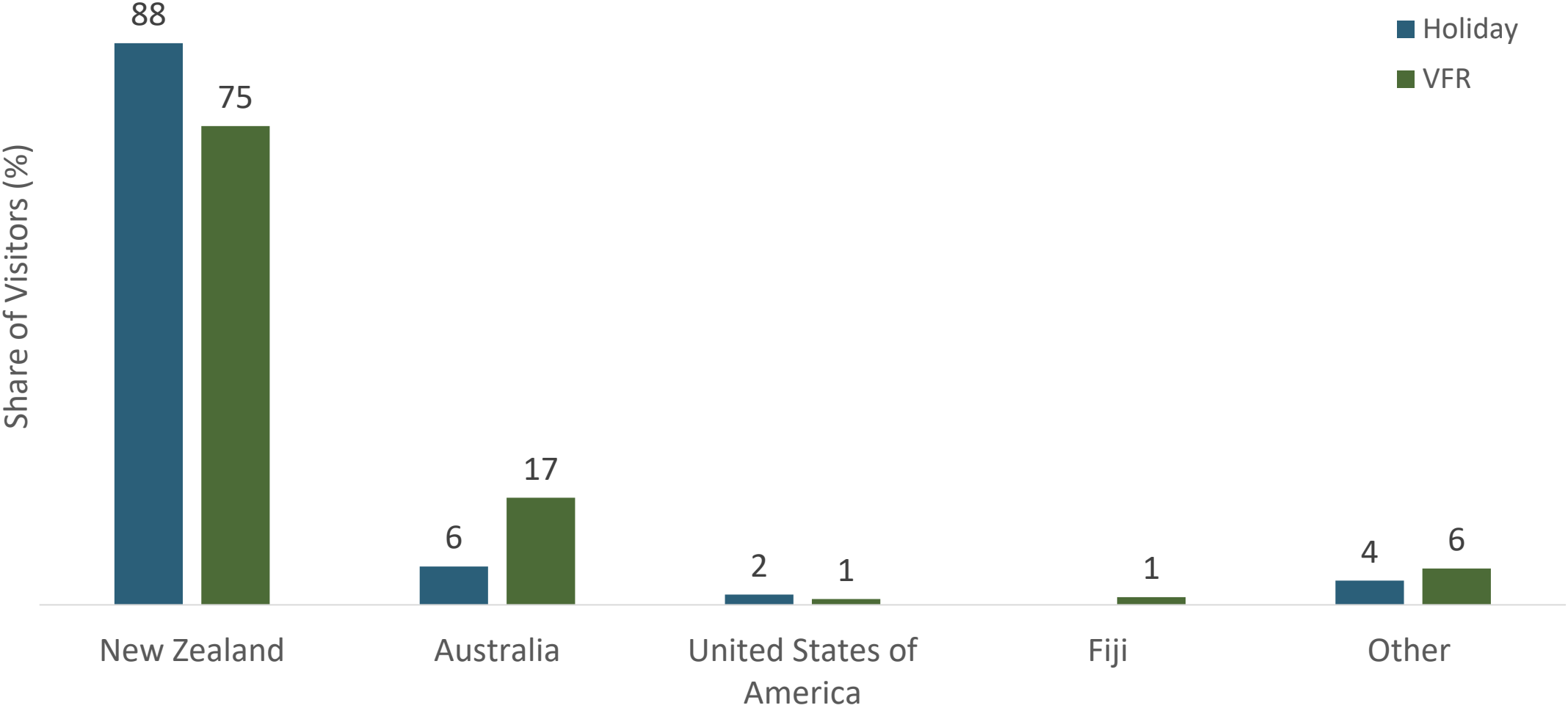


Note: Percentage figures are rounded

The number of surveyed VFR visitors over the 2017-2020 period is 355 in total.



New Zealand visitors made up three quarters of the VFR segment, compared to 88% of the Holiday segment. .



Report Structure



Visitor
Profile



Visitor
Characteristics
& Preferences



Information &
Decision Making

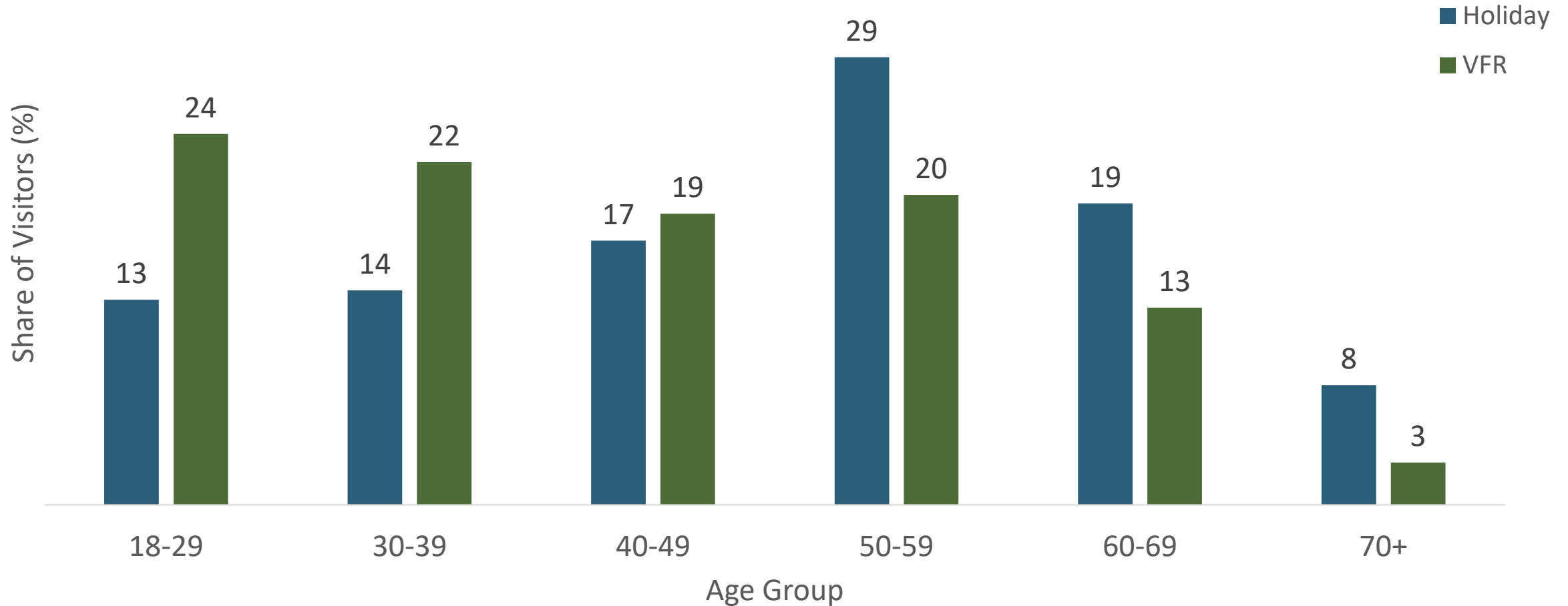


Visitor Spending
and Impact

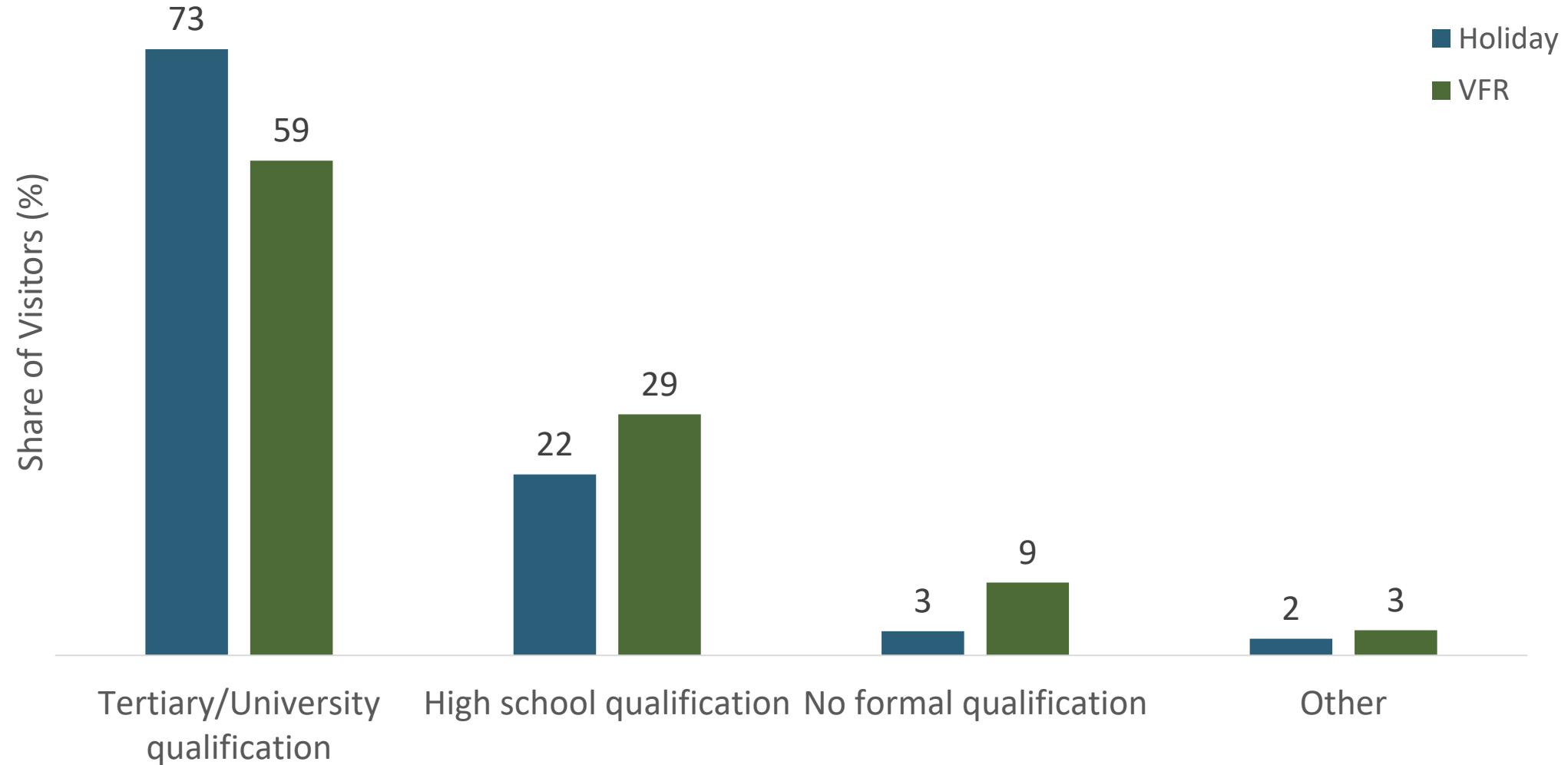


Visitor
Satisfaction

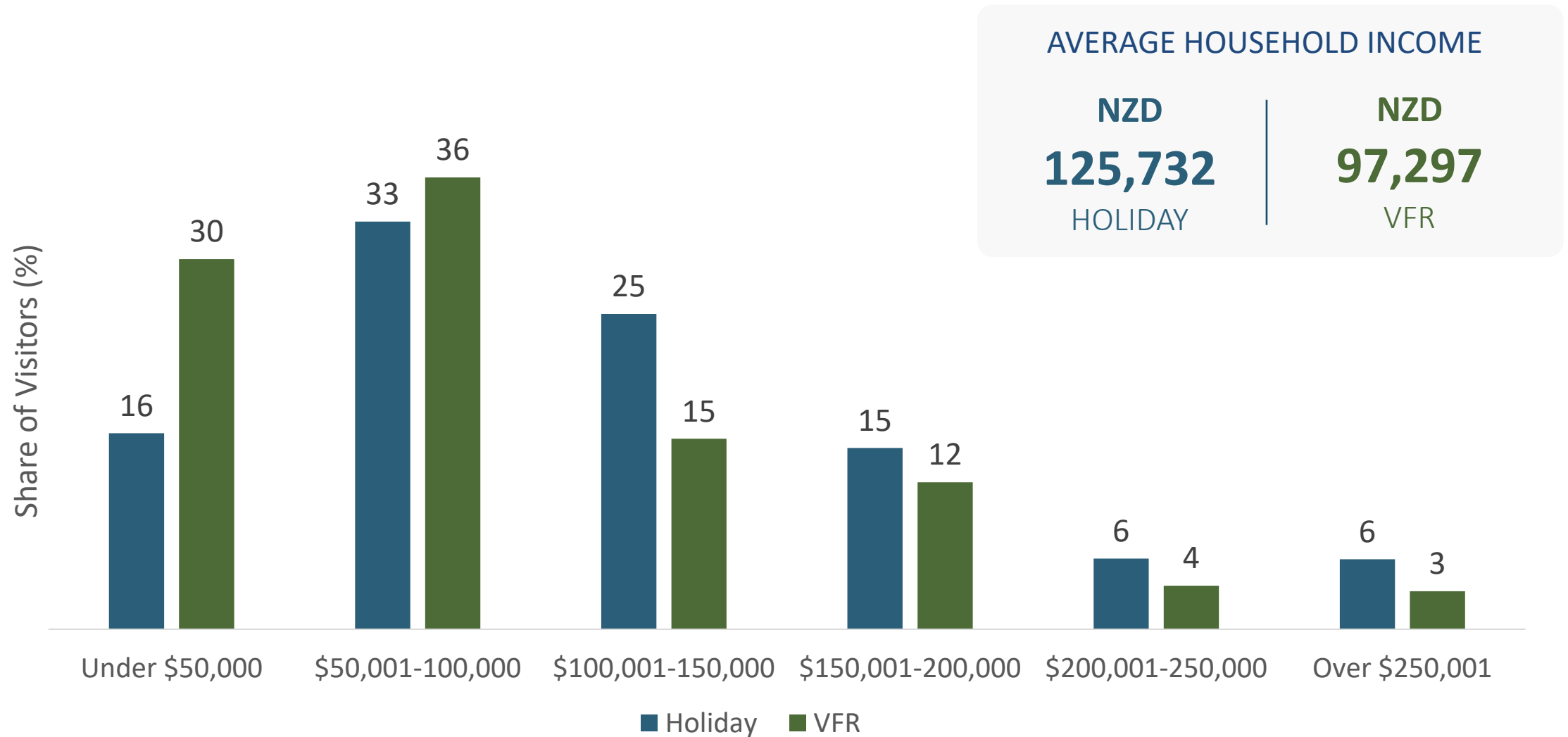
VFR visitors exhibit a younger age profile than Holiday visitors. Nearly half (46%) of VFR visitors are aged under 40 years old, compared to 27% for holiday visitors.



VFR visitors have a lower level of educational attainment than holiday visitors.



The average household income for the VFR segment is considerably lower than for holiday visitors to Niue.



Note: Percentage figures are rounded

Report Structure



Visitor
Profile



Visitor
Characteristics
& Preferences



Information &
Decision Making

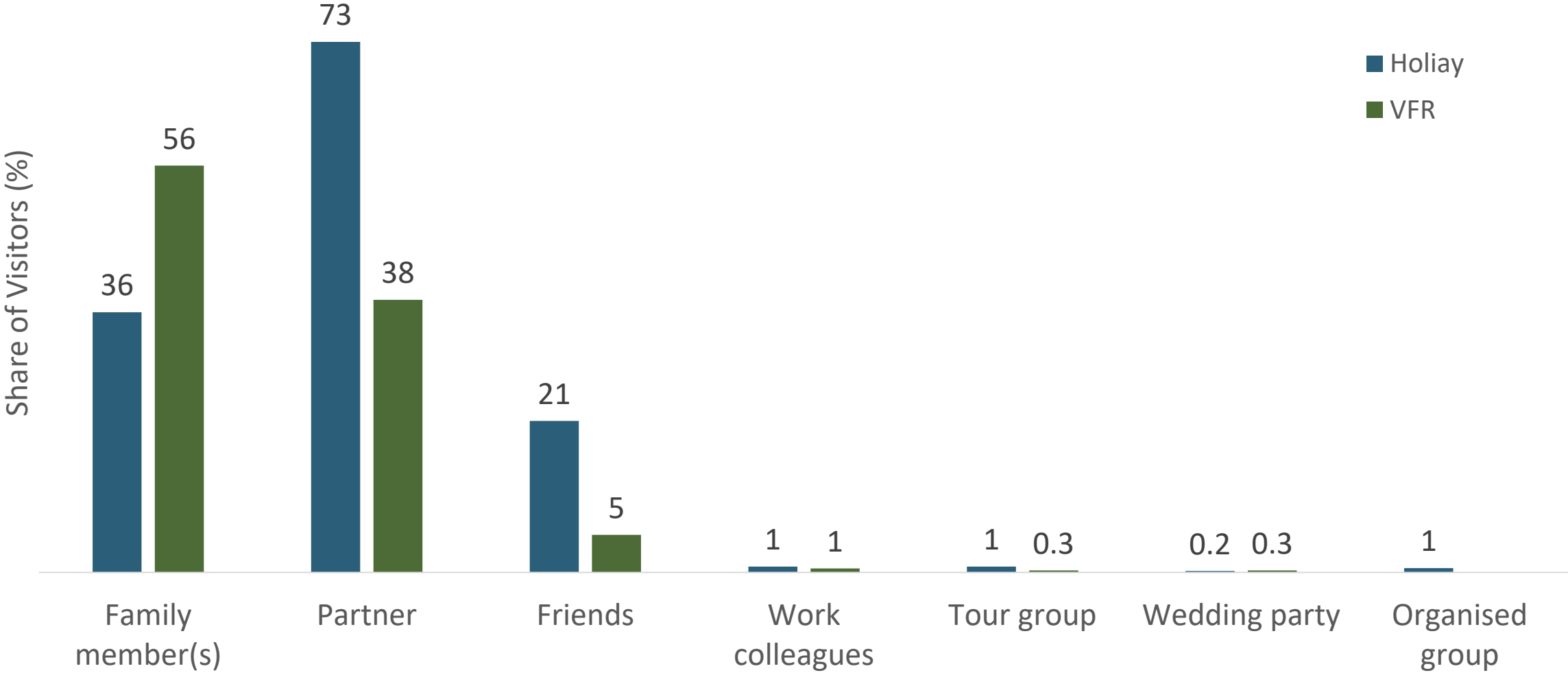


Visitor Spending
and Impact



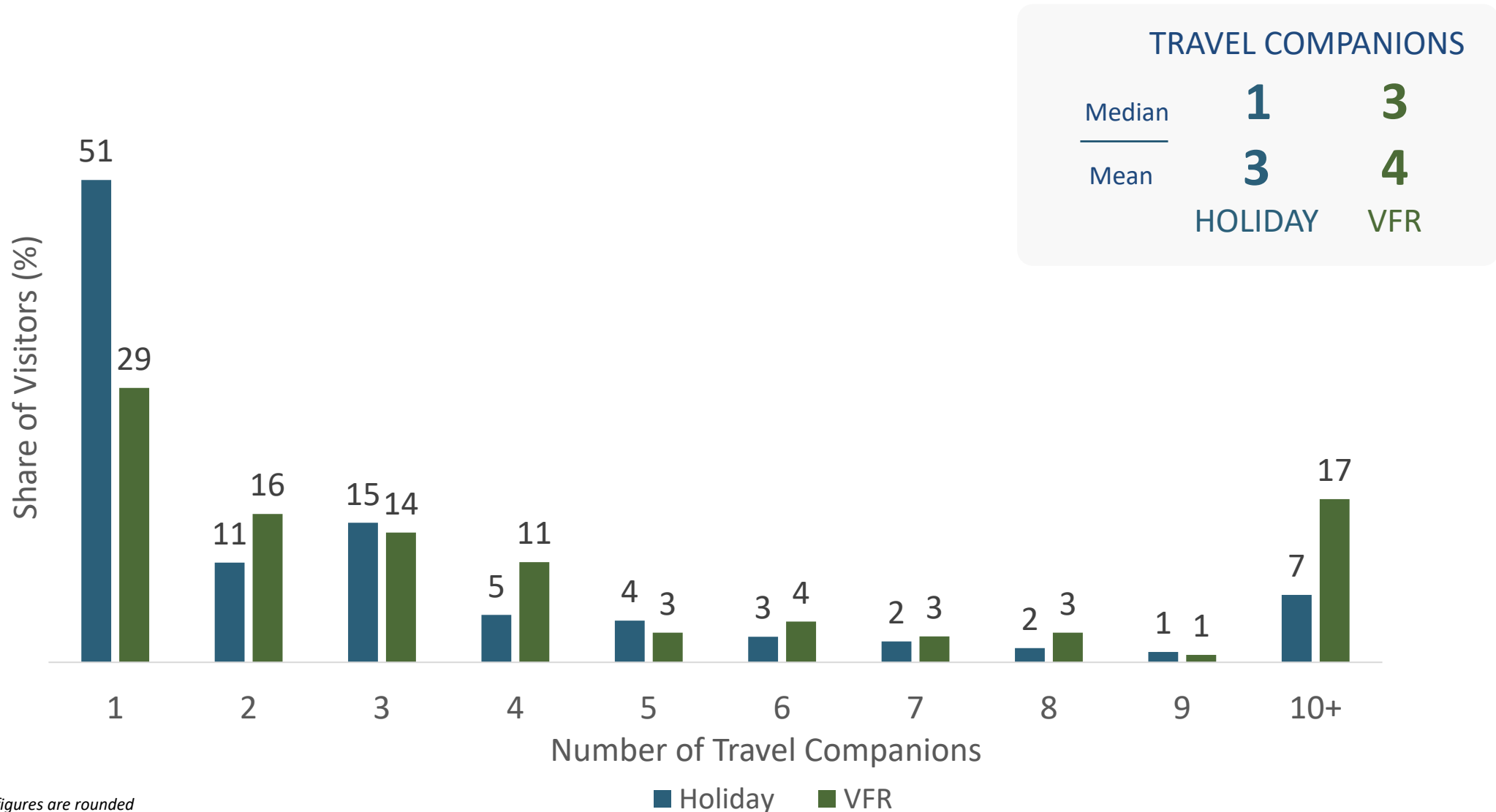
Visitor
Satisfaction

VFR visitors are more likely to travel with family members but are less likely to travel only with a partner.



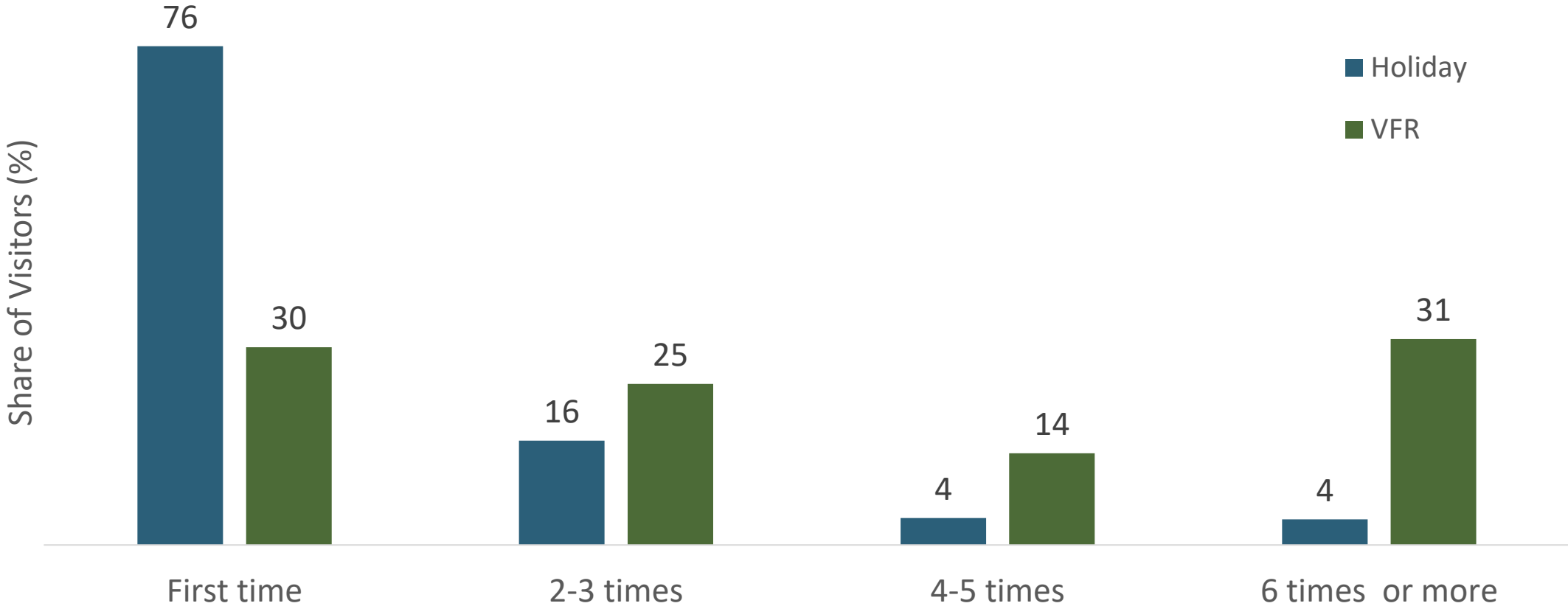
Note: Multiple responses, therefore total does not add up to 100%

The average travel size of the VFR segment is larger than for Holiday visitors. The median number of travel companions is 3 for VFR compared to 1 for the holiday segment.

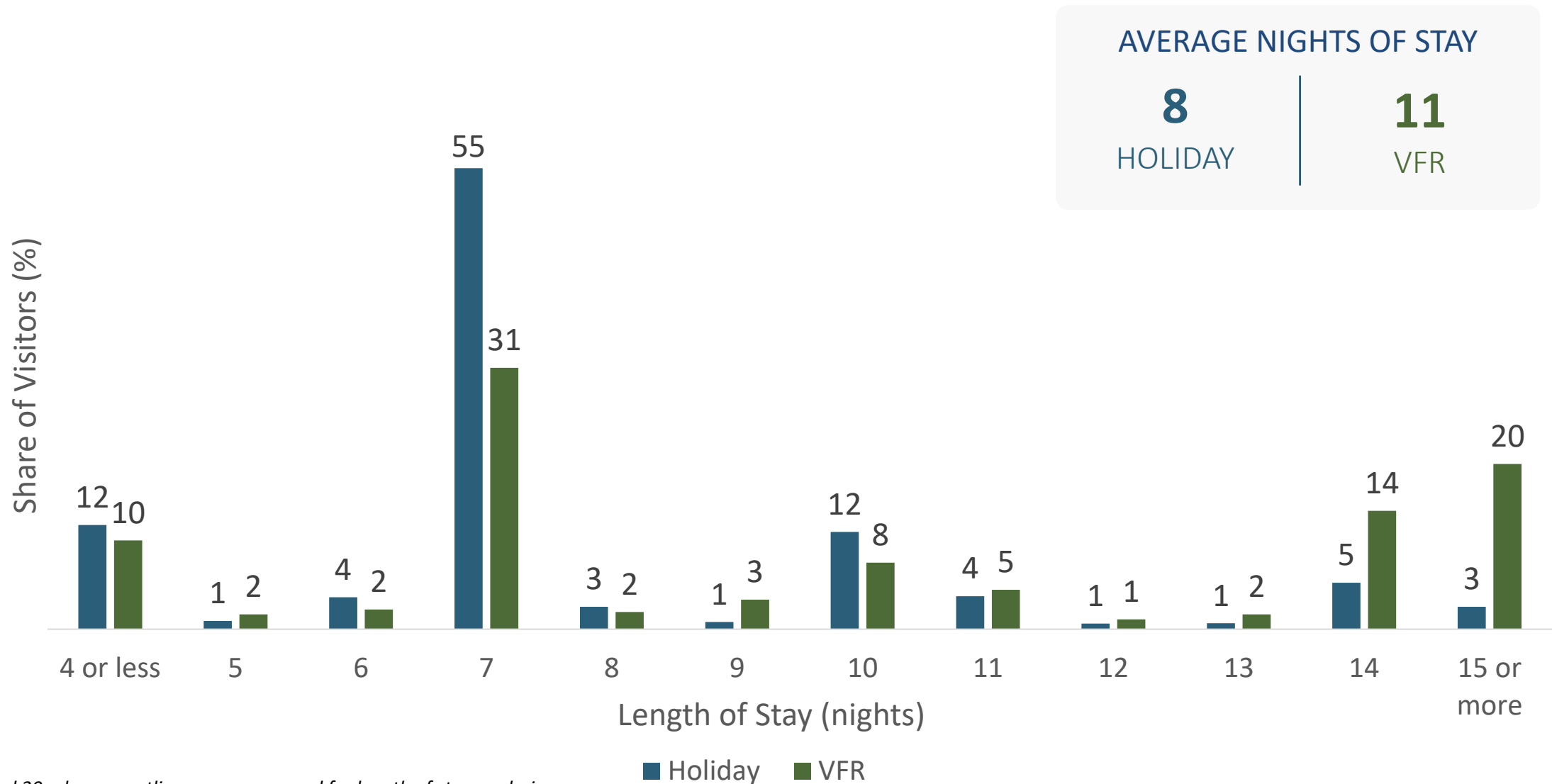


Note: Percentage figures are rounded

VFR visitors are far more likely to be repeat visitors than their Holiday counterparts. Nearly a third (31%) of VFR visitors have visited Niue at least six times.

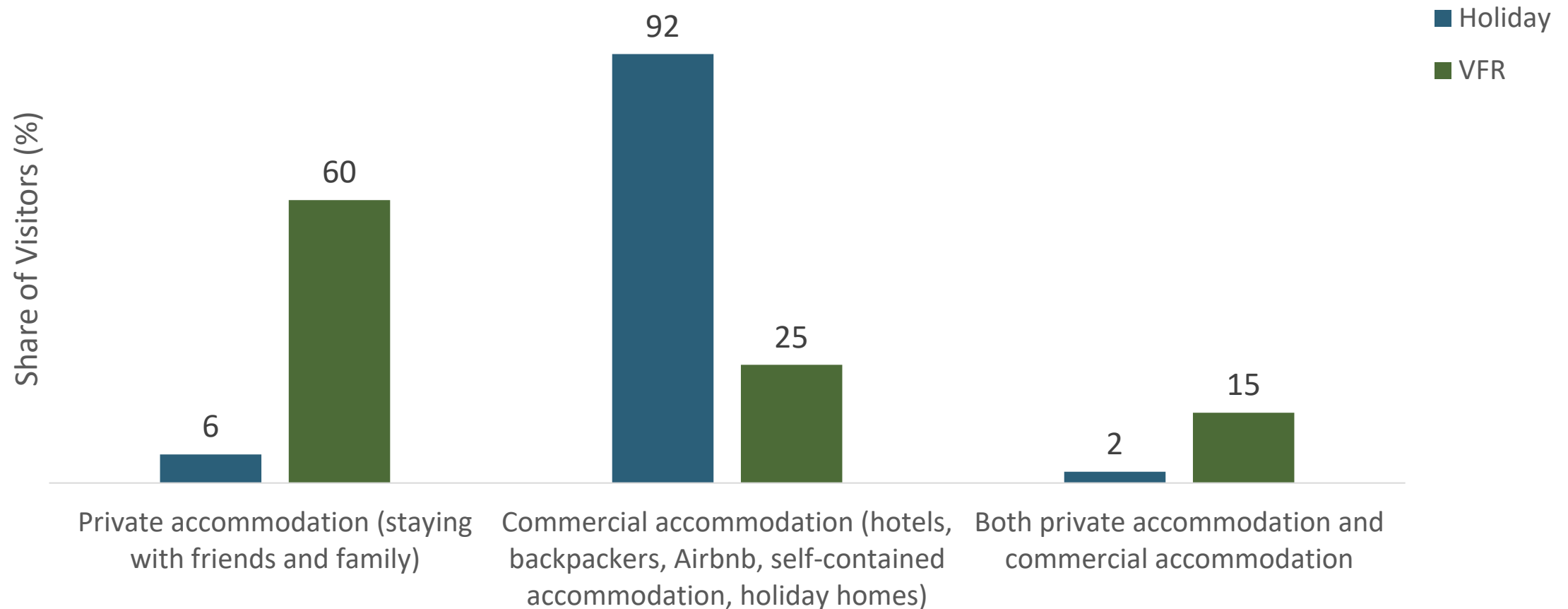


VFR visitors spend 3 nights more in Niue than the holiday segment. One in five VFR travellers spend 15 days or more compare to 3% of Holiday visitors.



Note: 30 and 30+ days as outliers were removed for length of stay analysis

75% percent of the VFR segment stay at private accommodation for at least some time during their trip to Niue. In contrast 94% of Holiday visitors spend some time in commercial accommodation.



Report Structure



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Decision Making



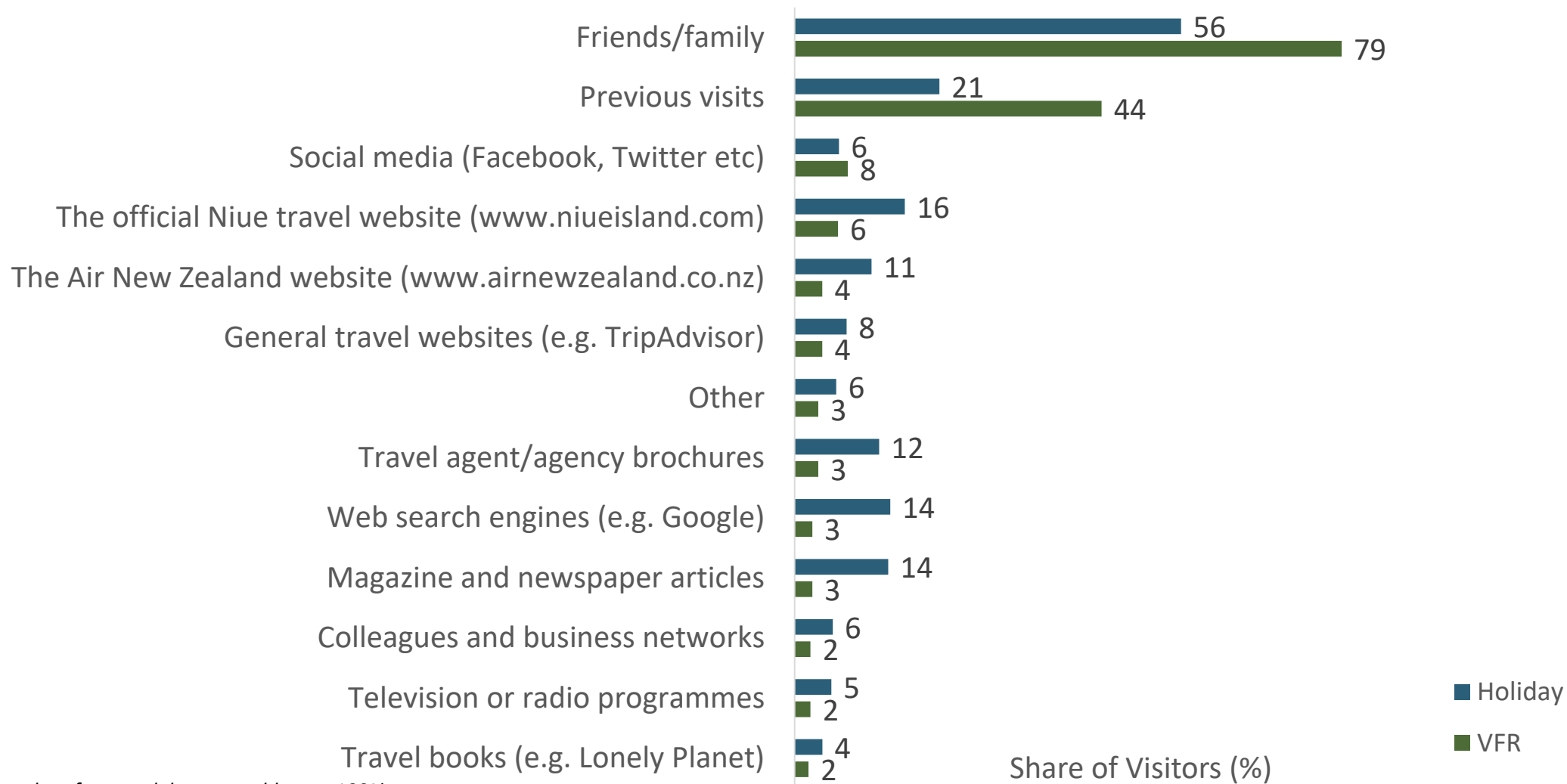
Visitor Spending
and Impact



Visitor
Satisfaction

VFR visitors rely more heavily on friends/family and previous visits for information of Niue than Holiday visitors. Social media is the most commonly used online channel for VFR visitors while Holiday visitors prefer the official Niue website and Google for information.

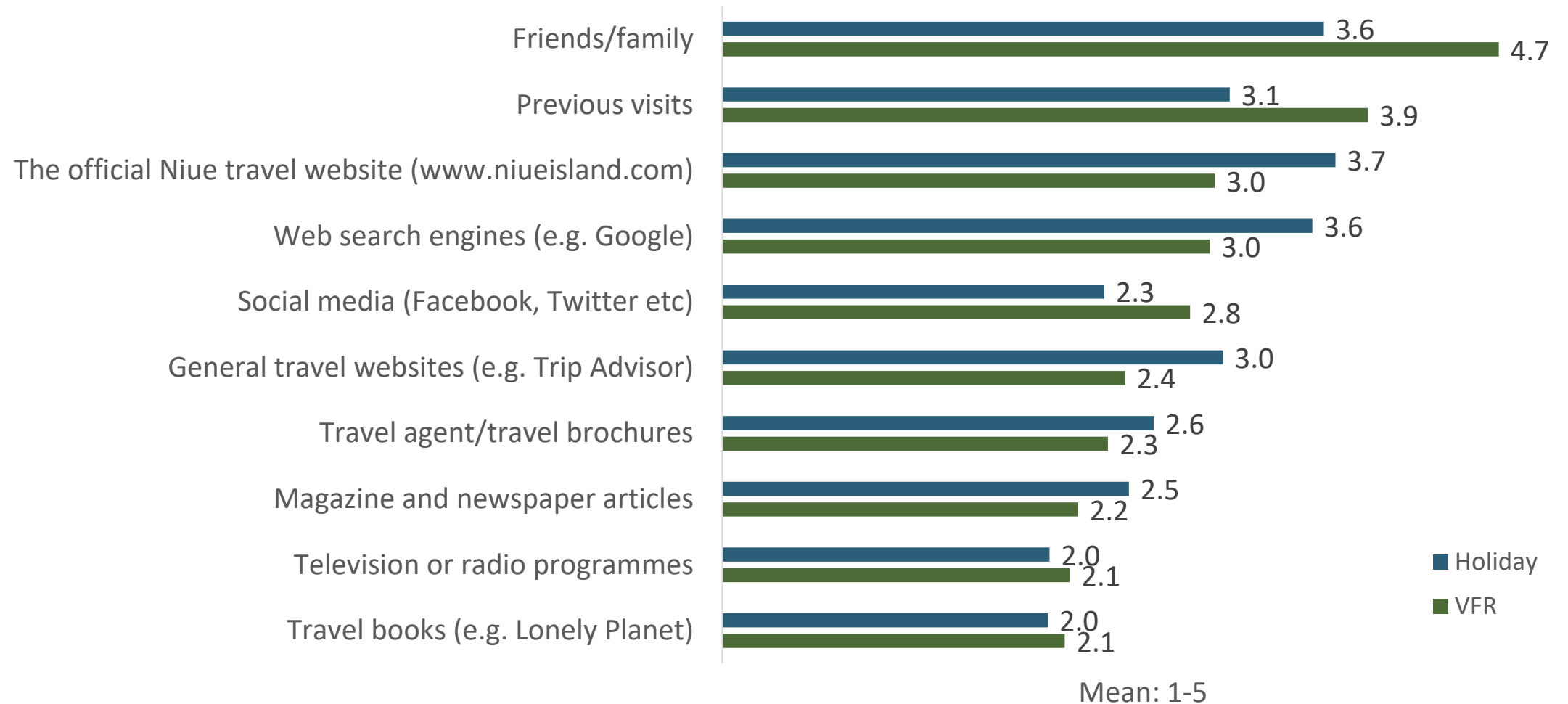
Q How did you find out about Niue as a destination?



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

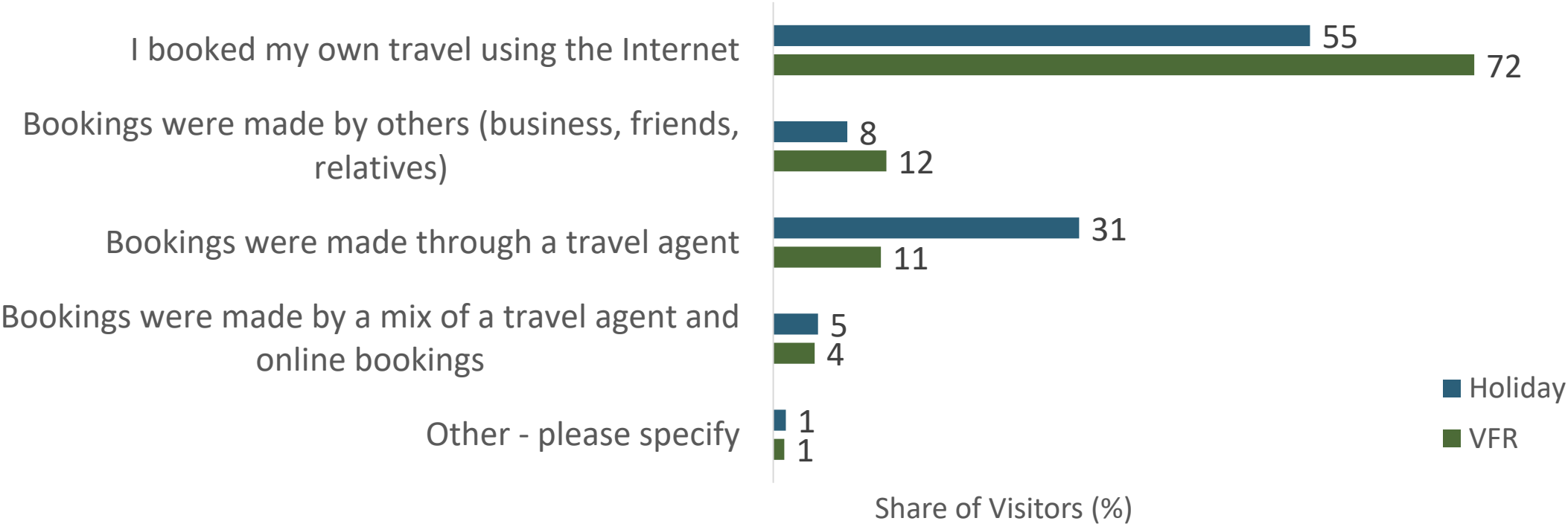
Friends/family is the most important information source for both VFR and Holiday visitors to Niue but is especially important for VFR. Previous visits also play an important role for the VFR segment.

Q How important the following information sources were during your travel planning?



More than 70% of VFR visitors book their travel using the Internet. VFR visitors are much less likely to book through a travel agent than Holiday visitors.

Q How did you purchase your travel?



Report Structure



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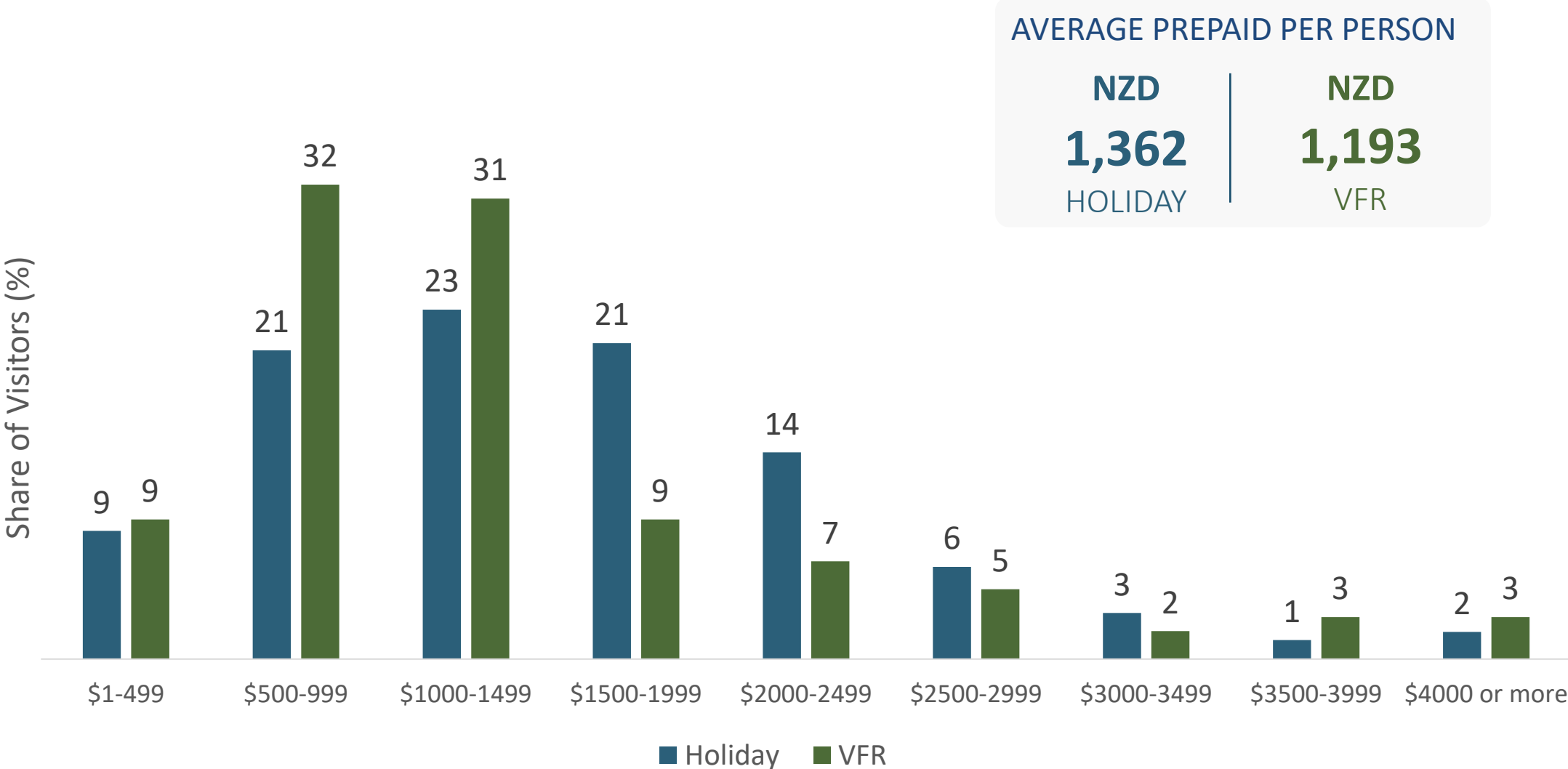


Visitor Spending
and Impact



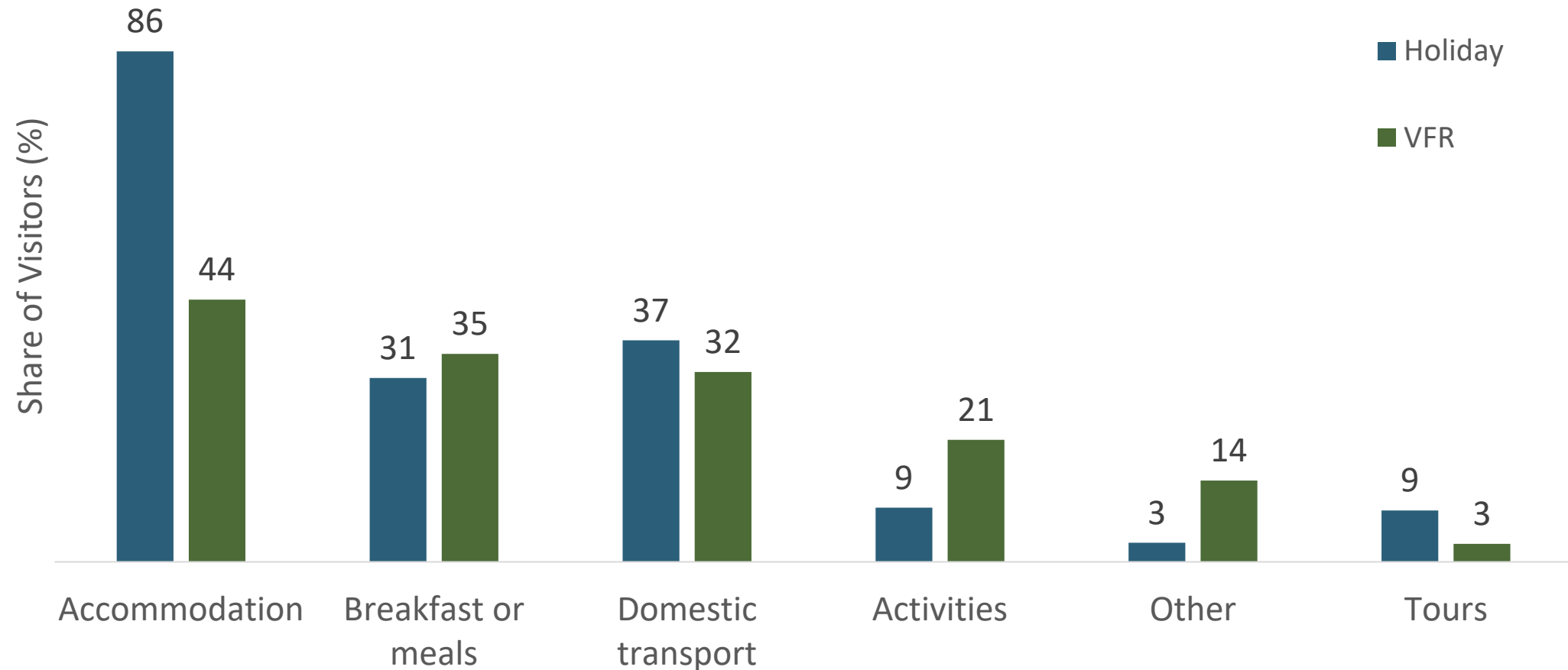
Visitor
Satisfaction

VFR visitors spend approximately 12% less prior to arrival than Holiday visitors.



Note: Percentage figures are rounded

Prepaid items: VFR visitors are much less likely to book accommodation than those in the Holiday segment, however they are more likely to pre-book activities and meals.



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

In-country spend: VFR visitors spend significantly less while in Niue on accommodation, restaurants/cafes/bars, and activities. They spend more on donations, groceries and communications. Total VFR spend per day is 52% of the average Holiday visitor.

	HOLIDAY		VFR	
	<u>NZ\$</u>	<u>% of spend</u>	<u>NZ\$</u>	<u>% of spend</u>
Restaurants, Cafes & Bars	29	25	12	20
Accommodation	38	33	12	19
Groceries	9	8	10	16
Vehicle Rental	12	10	8	13
Donations	1	1	5	8
Shopping (e.g. souvenirs, clothes)	5	4	4	7
Petrol	4	4	4	7
Local arts and crafts	2	2	2	3
Internet and telecommunication	1	1	2	3
Other	1	1	1	1
Activities (e.g. water sports, sightseeing)	11	10	1	1
Services (e.g., massages/hairstyling)	1	0.4	0.1	0.1
TOTAL	\$114		\$60	

Economic Impact: VFR visitors inject NZ\$1,136 per trip, this is 78% of the Holiday visitor spend.

	HOLIDAY	VFR
Average Spend Prior to arrival		
Per Person Per Trip	\$1,362	\$1,193 ▼ \$169
<i>Flowing into local economy rate – estimated 40%</i>		
Per Person Per Trip	\$545	\$477 ▼ \$68
Per Person per Day	\$69	\$43 ▼ \$26
Average Local Spend		
<i>Length of Study (nights)</i>	8.0 nights	11.0 nights
Per Person Per Trip	\$899	\$659 ▼ \$240
Per Person per Day	\$114	\$60 ▼ \$54
Total Economic Impact-Per Trip	\$1,444	\$1,136 ▼ \$308
Total Economic Impact-Per Day	\$183	\$103 ▼ \$80

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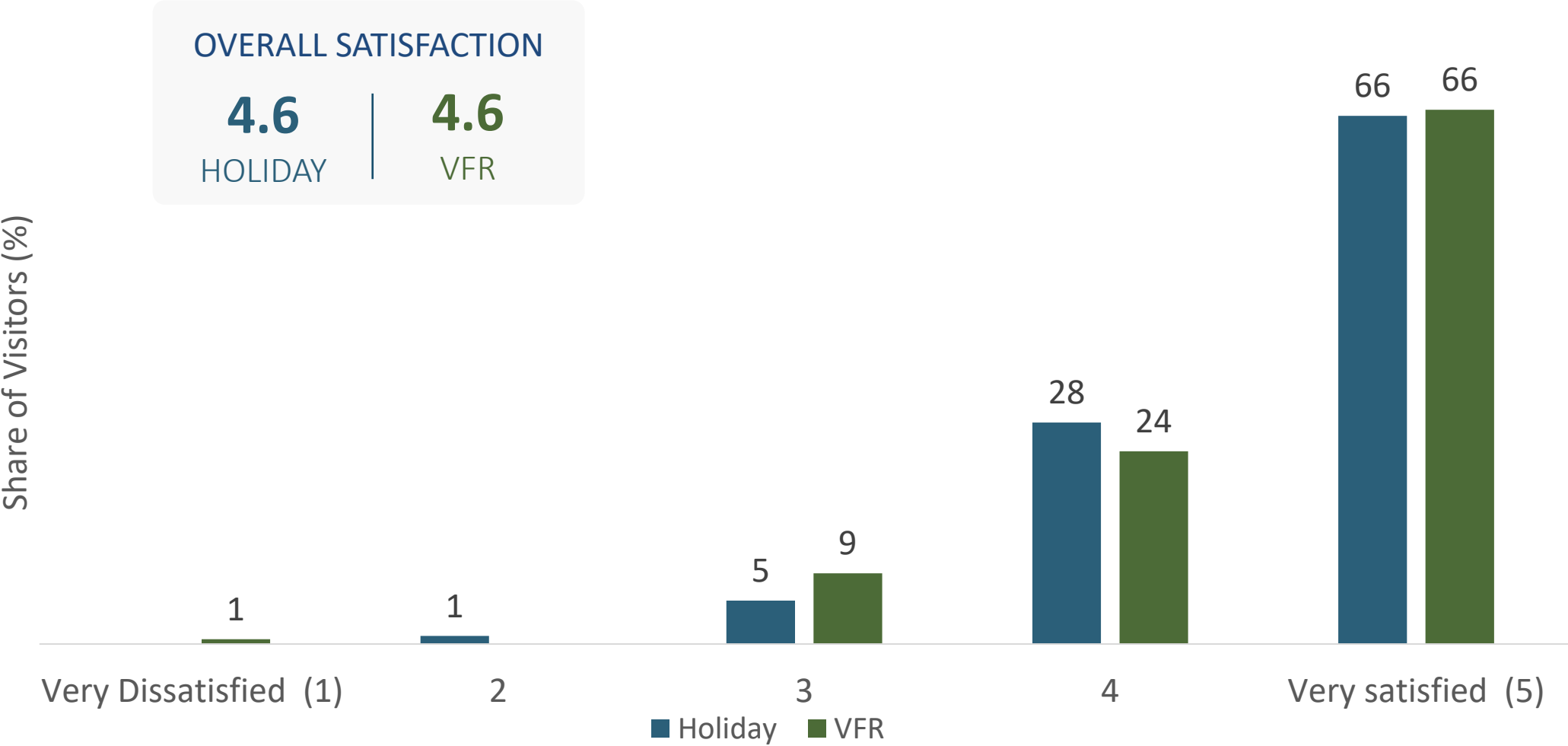


Visitor Spending
and Impact



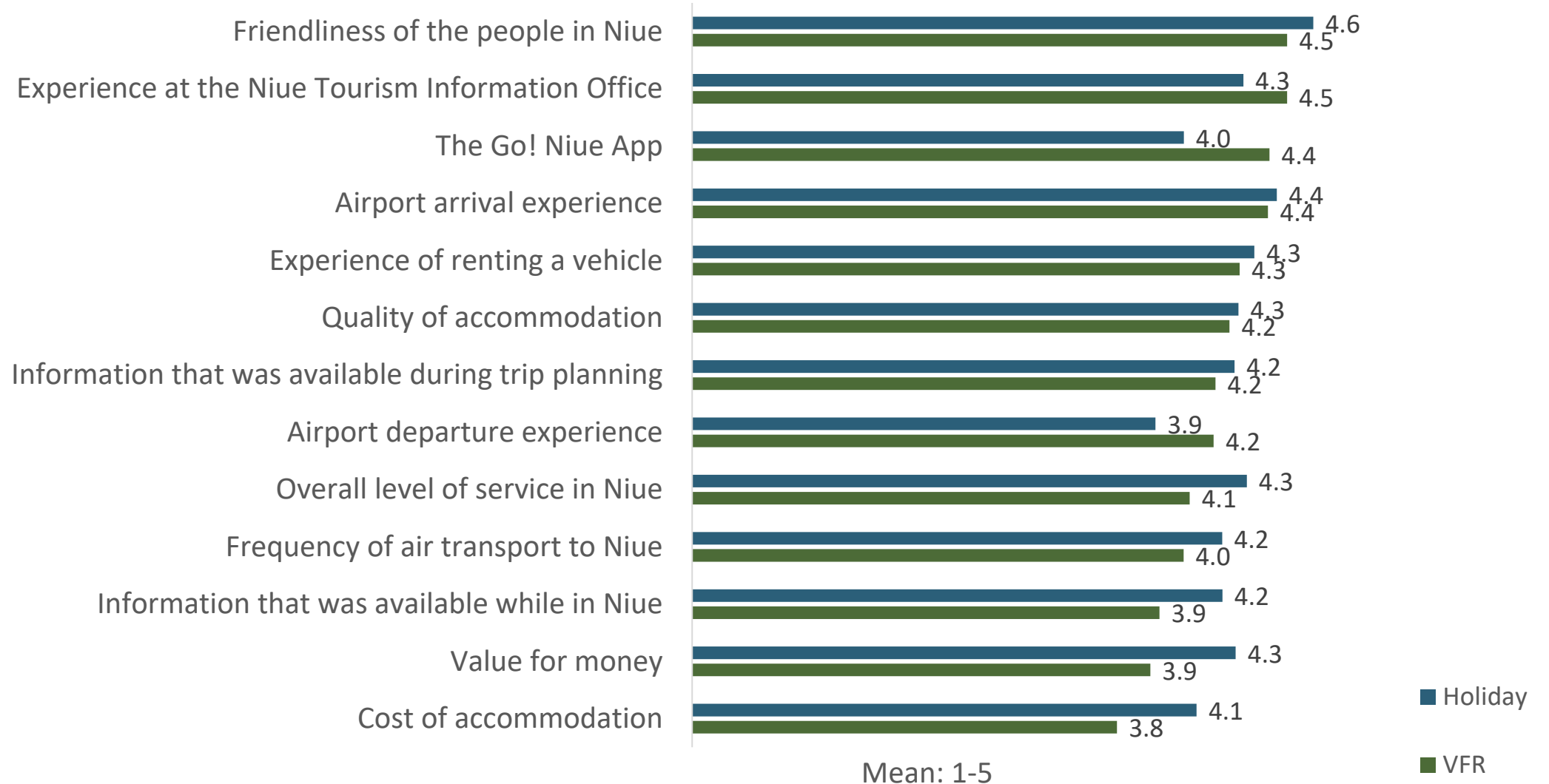
Visitor
Satisfaction

Overall satisfaction levels are very similar for VFR and Holiday visitors.



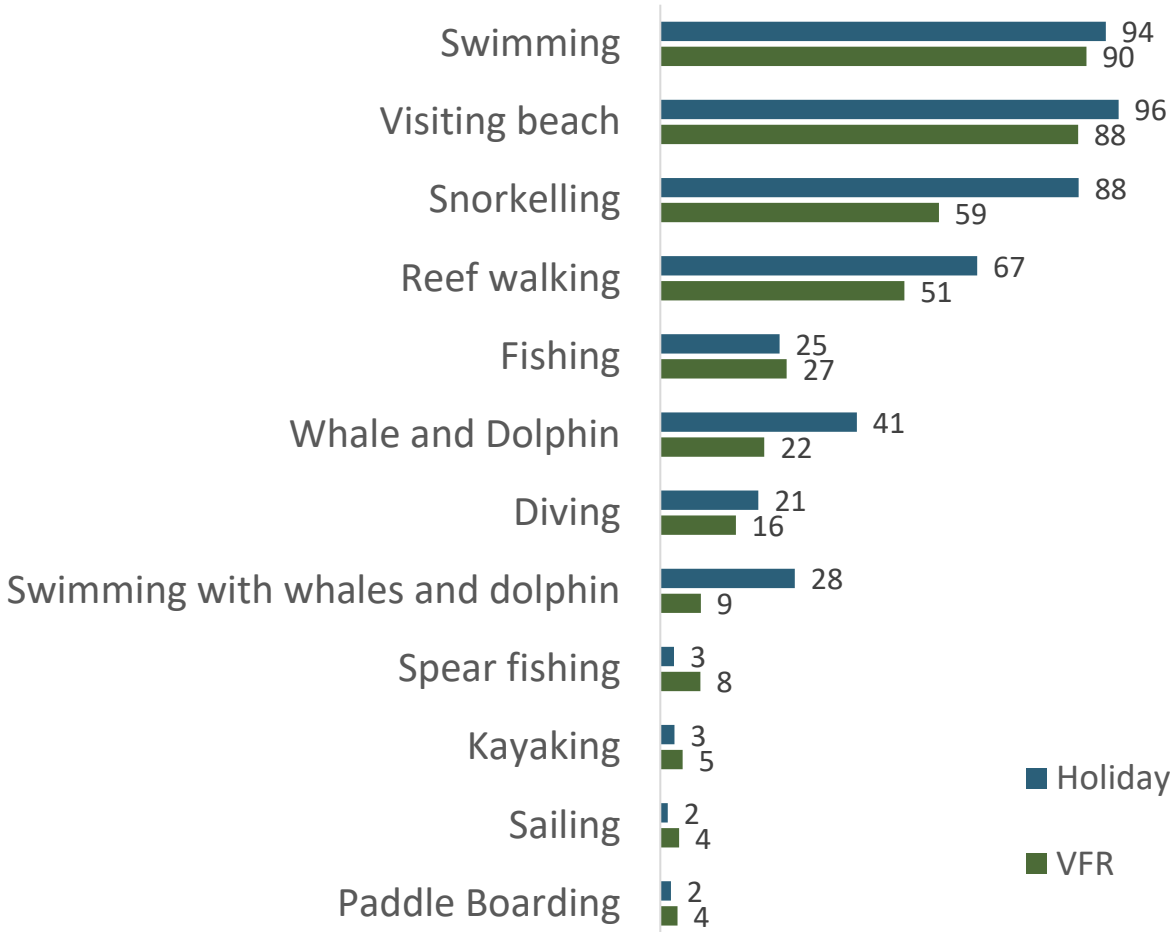
VFR visitors are more satisfied with the Niue Tourism Information office, the Go! Niue App, and the airport departure experience than Holiday visitors.

Satisfaction with services and facilities in Niue



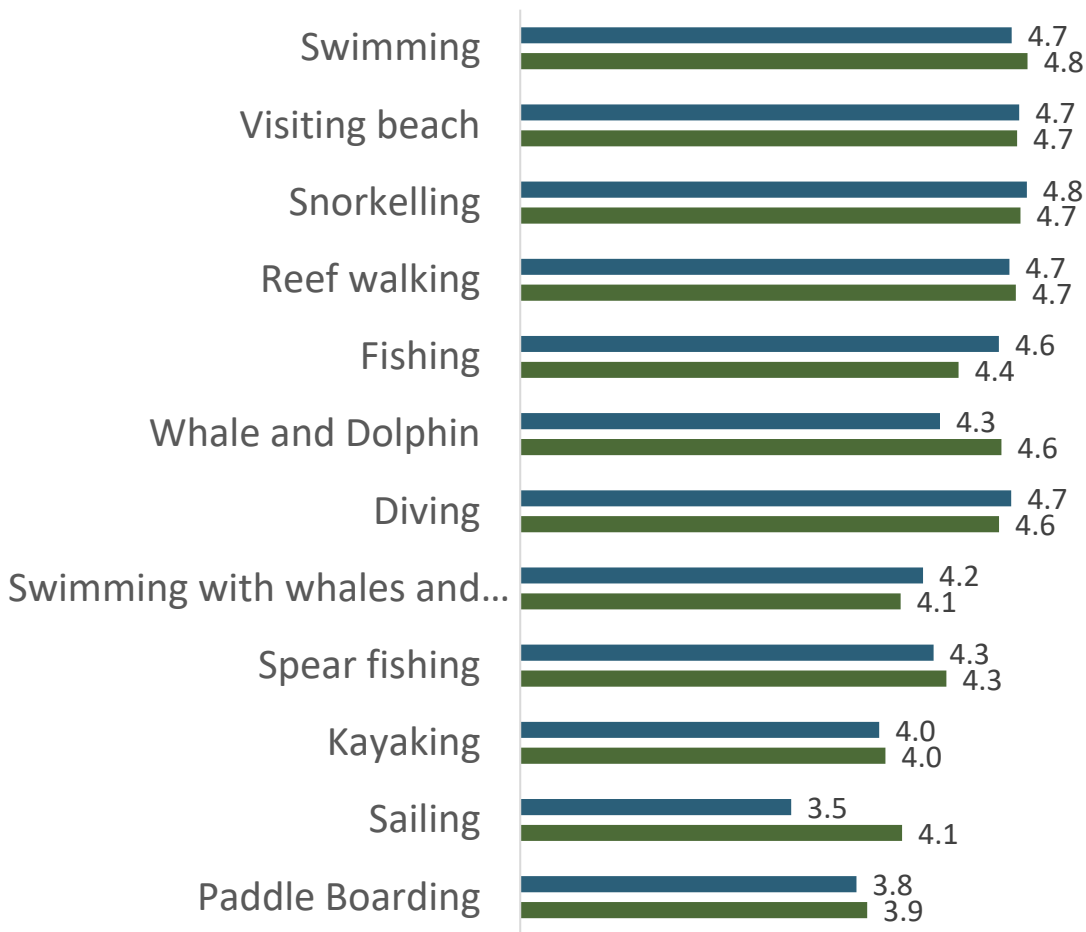
VFR visitors are less likely to participate in a range of water-based activities than Holiday visitors, except for fishing/spear fishing, sailing, kayaking and paddle boarding. Satisfaction levels are similar for both segments.

Participation Rate



Share of Visitors (%)

Satisfaction

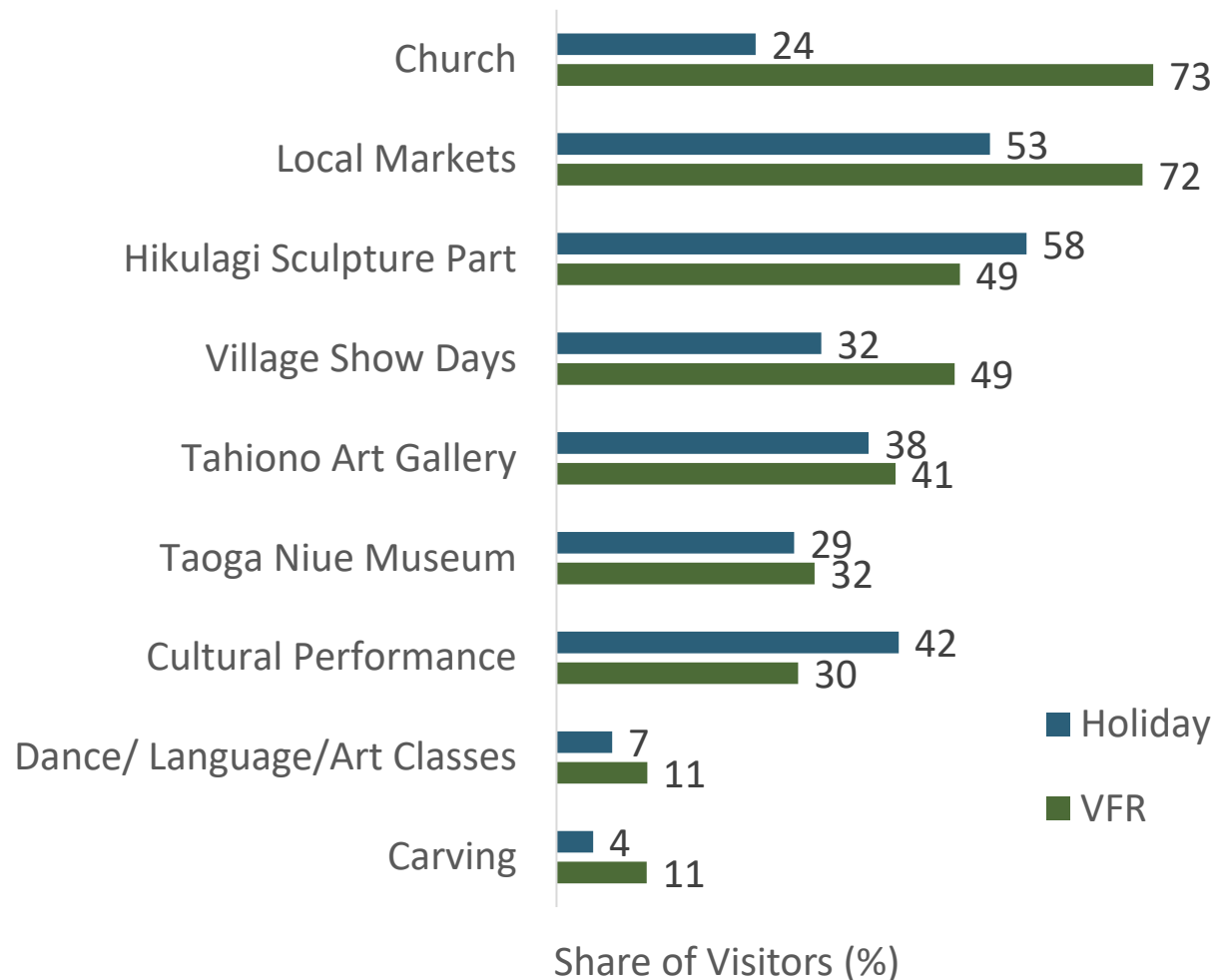


Mean: 1-5

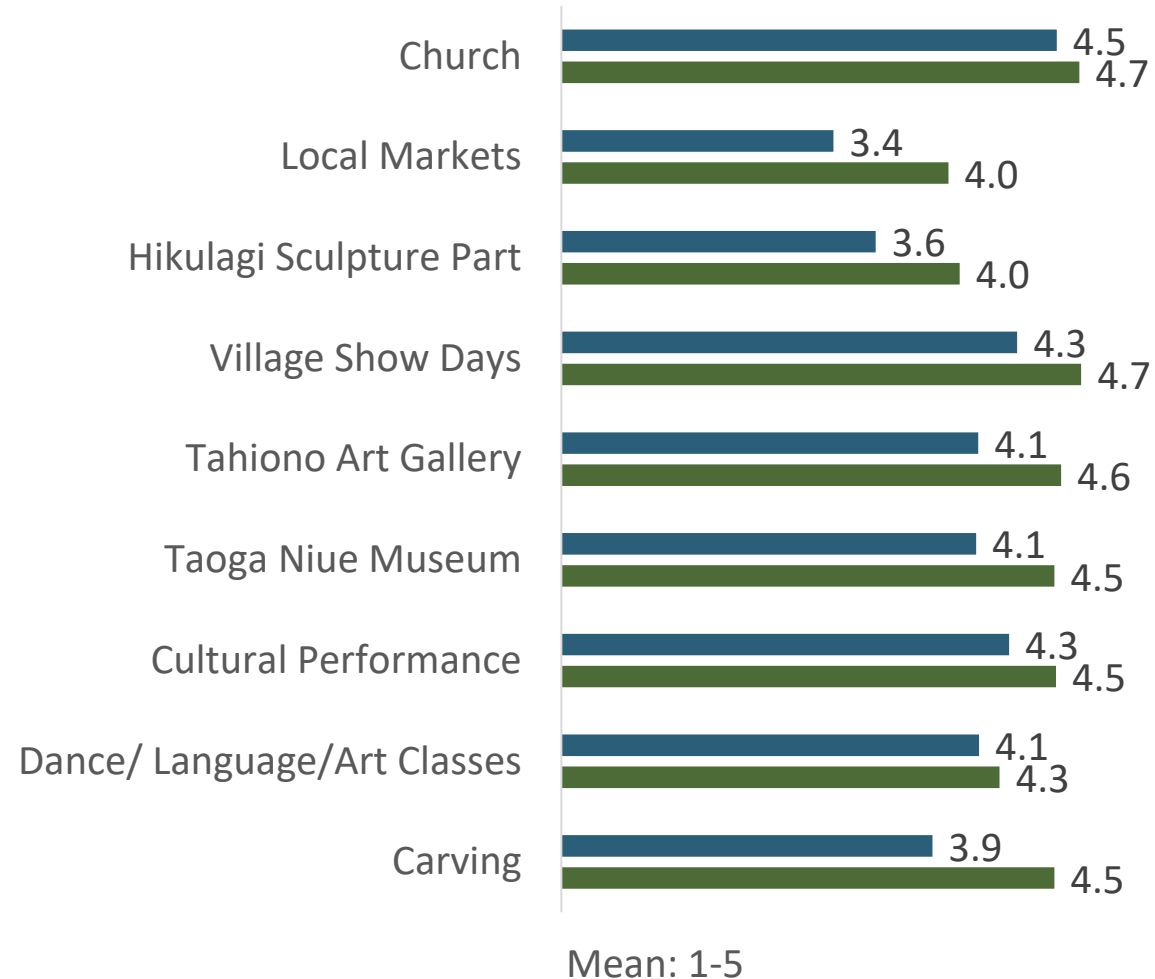
Note: * based on 10 participants

VFR visitors exhibit far higher participation rates in culture activities than Holiday visitors, especially in going to church, local markets and village show days. The VFR segment are also generally more satisfied with cultural activities.

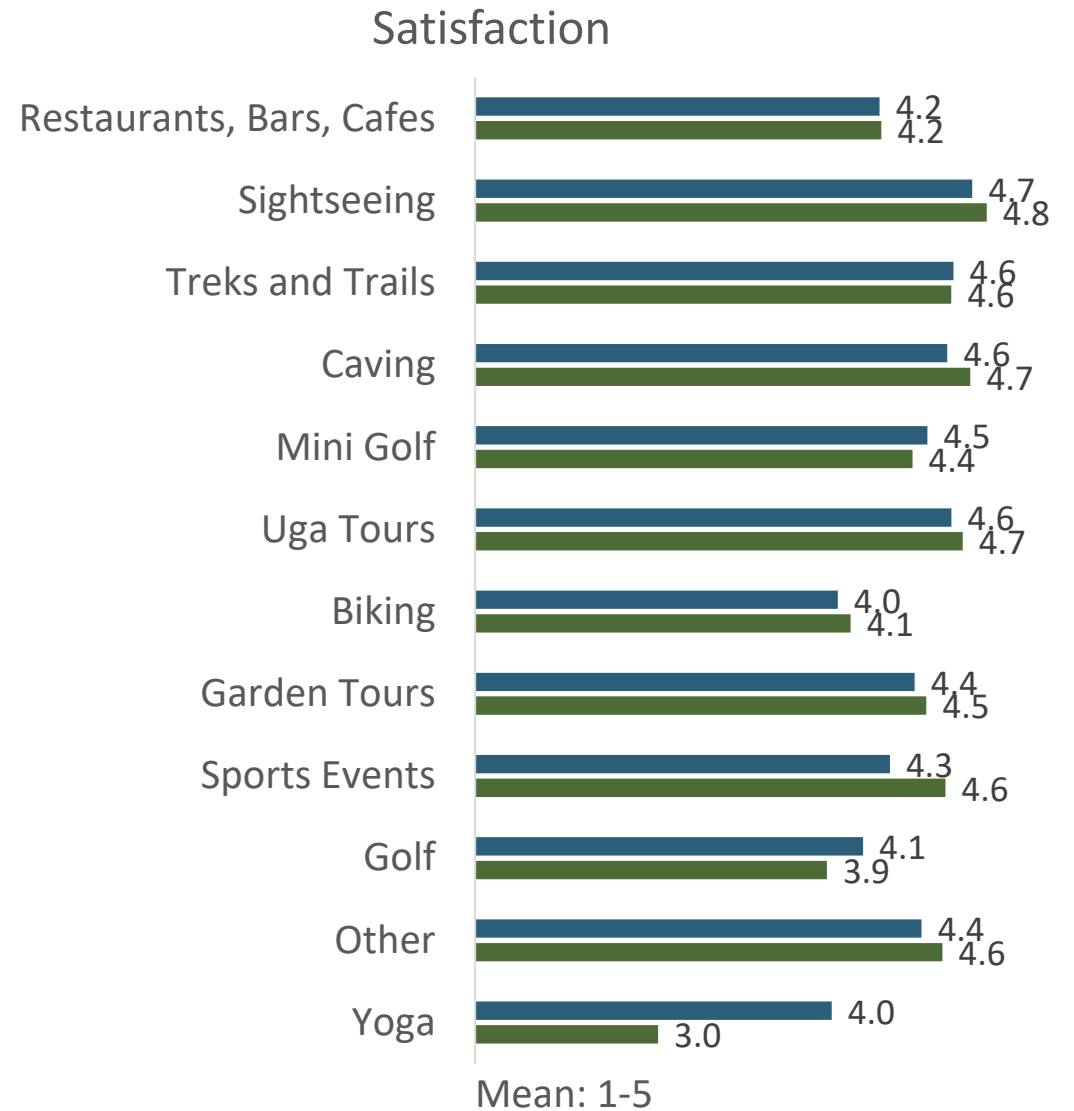
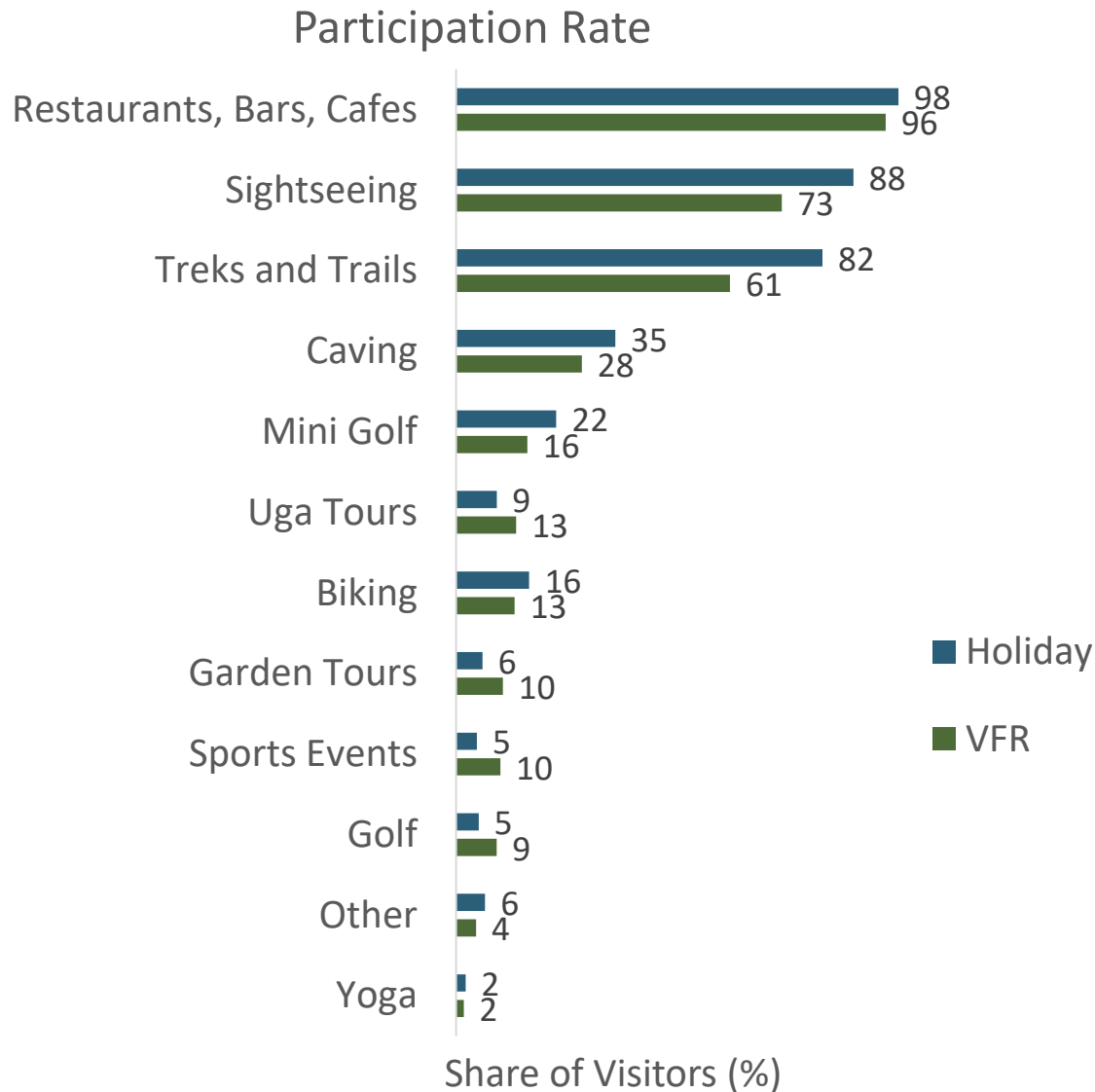
Participation Rate



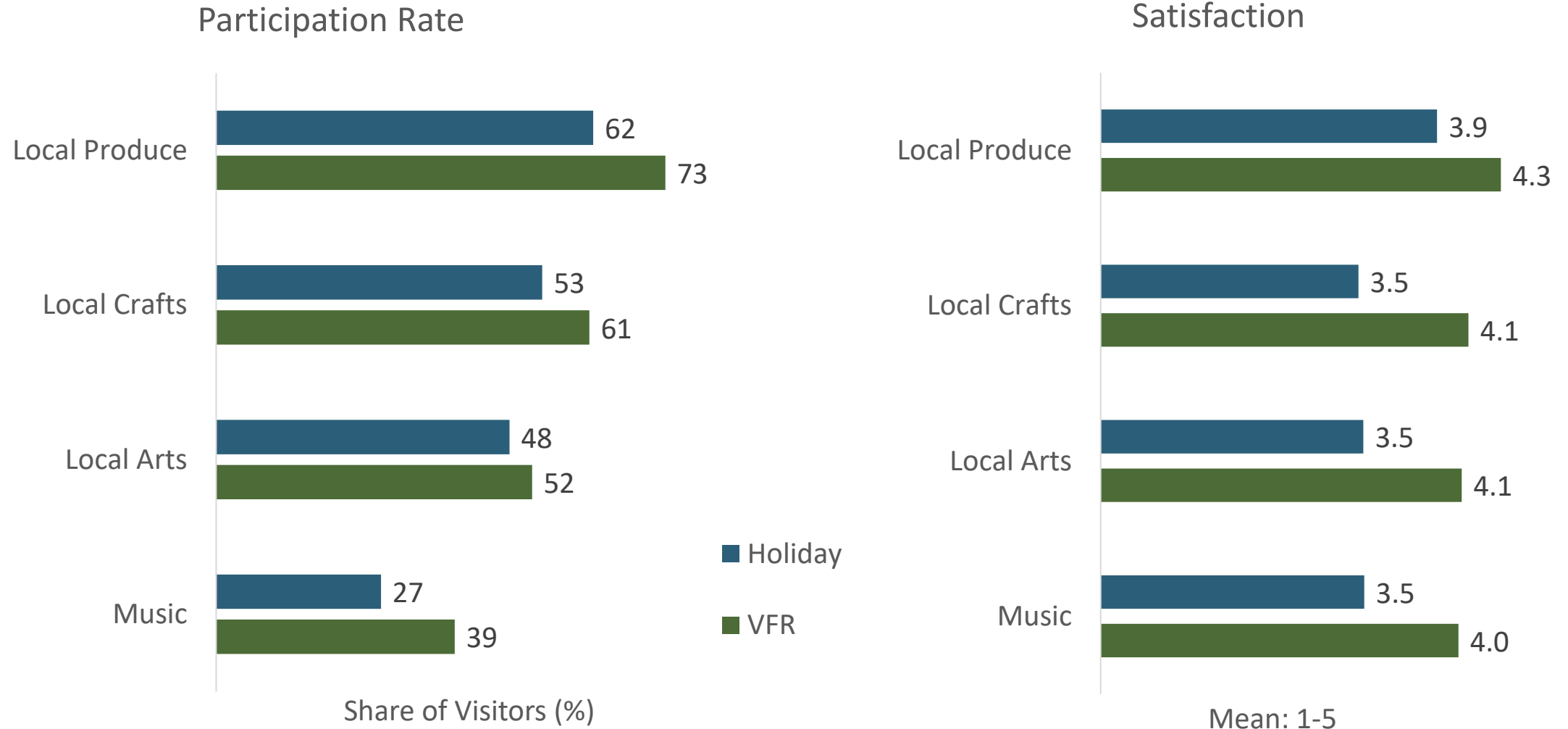
Satisfaction



VFR visitors are generally less likely to participate in land-based activities than Holiday visitors, especially in sightseeing and treks/trails. Satisfaction levels are similar between the two groups.

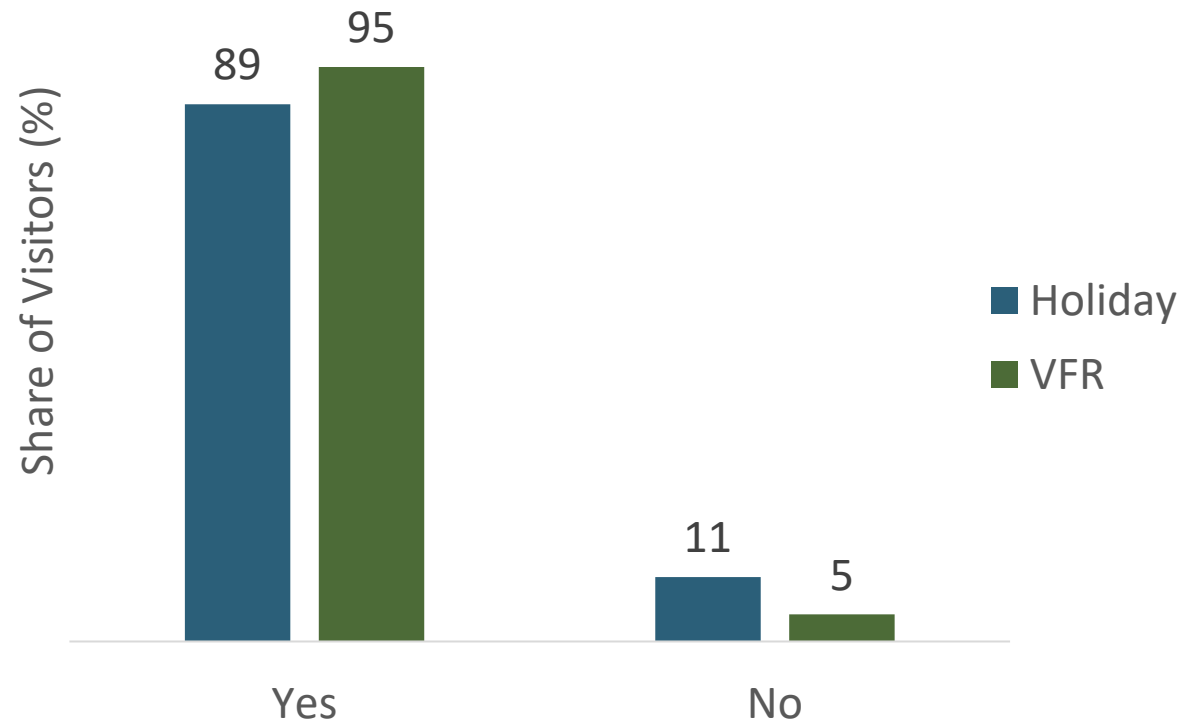


VFR visitors are more likely to participate in shopping than Holiday visitors and are more satisfied with shopping.

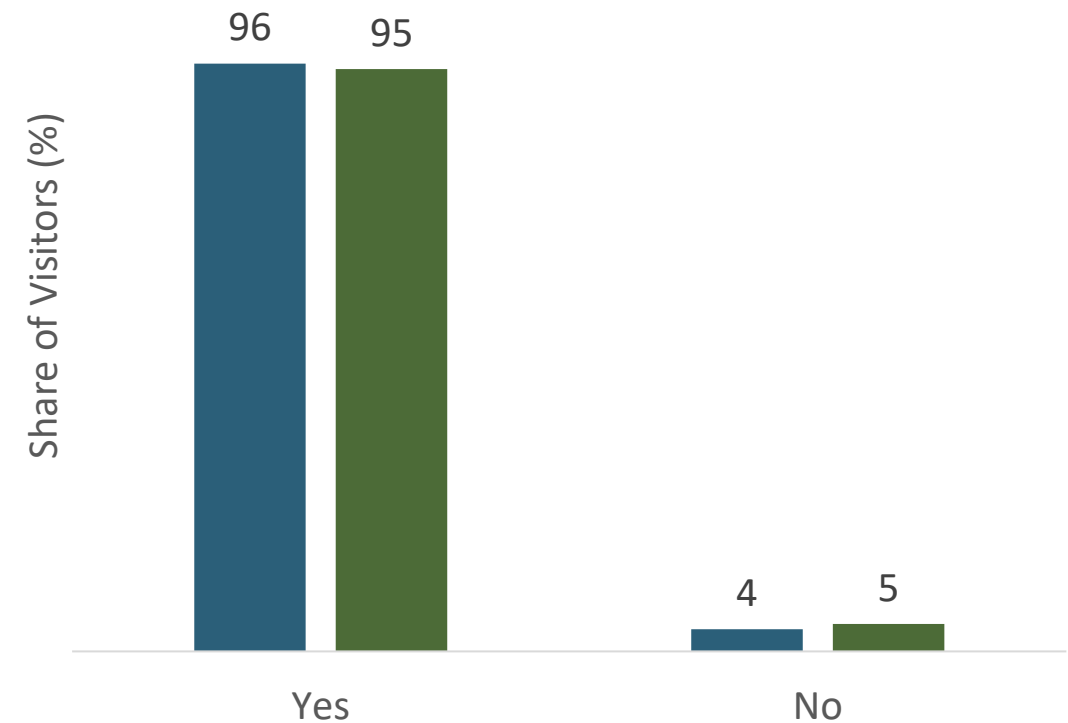


VFR visitors express a higher willingness to return to Niue than Holiday visitors. Both groups are highly likely to recommend Niue to others.

Willingness to return



Willingness to recommend



Key Takeaways

- VFR are a key market for Niue and are highly likely to be among the first groups to return as borders open. Evidence from the Cook islands indicates that the proportion of overall visitors accounted for by VFR will grow from pre-COVID levels in the first few months of border re-opening and will then return to earlier levels.
- The VFR market are a younger and lower earning segment than holiday visitors however they still make a significant impact on the Niue economy – spending nearly 80% per visit of what a holiday visitor spends.
- While pre-paid and in-country spend per day is lower for VFR travellers than the holiday segment, longer length of stay exhibited by VFR increases their impact considerably.
- VFR also spend their money in ways that is different from holiday visitors, for example, more money flowing into the community through donations.

Key Takeaways

- VFR visitors rely heavily on friends and family plus previous visits when planning their trip. They also make use of online resources such as social media and the official Niue travel website.
- VFR visitors are more likely to engage in cultural activities than holiday visitors – with a focus on church and village based activities, they are also more likely to engage in shopping and are more satisfied with the experience.
- Overall satisfaction and willingness to recommend are both very high for the VFR segment, as they are for Holiday visitors.
- This is clearly an important market for Niue and will be even more so as the borders initially re-open. The key question here is how can the Niue economy benefit even more?

Thank you

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www.nztri.org.nz/visitor-research/pacific