

Visitors to Upolu Only vs Savai'i Visitors

Samoa International Visitor Survey (January – December 2019)



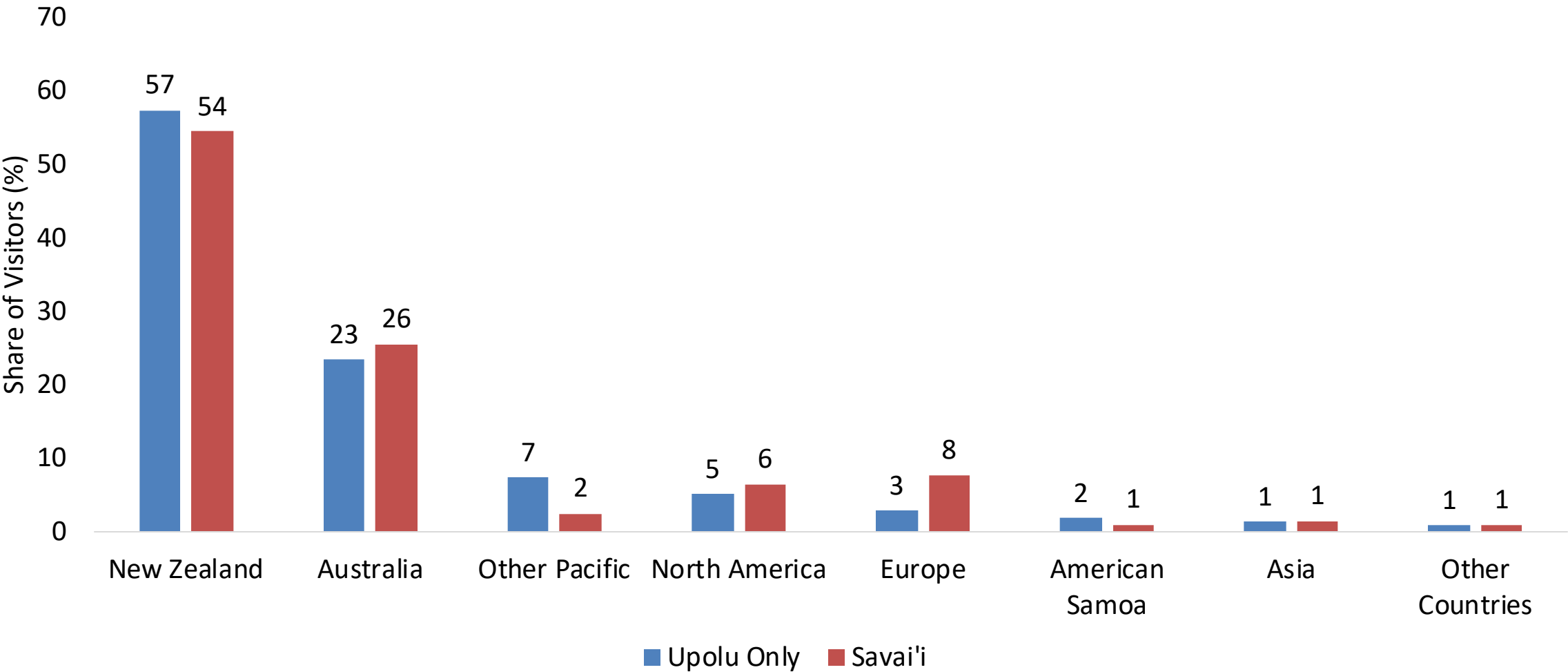
Number of visitors



The header features a blue parallelogram on the left and a red parallelogram on the right, both with a slanted right edge.

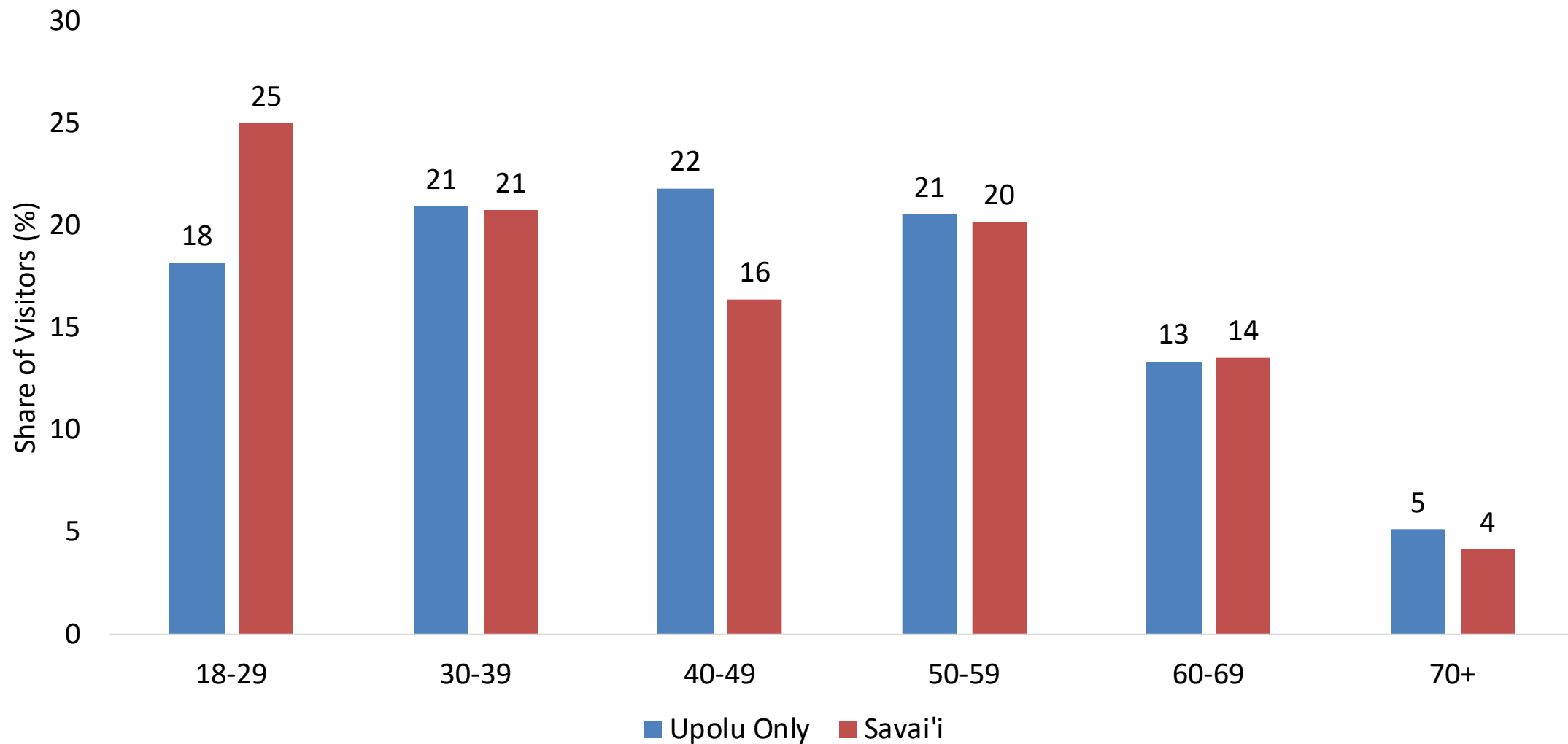
Visitor Characteristics

Country of Origin

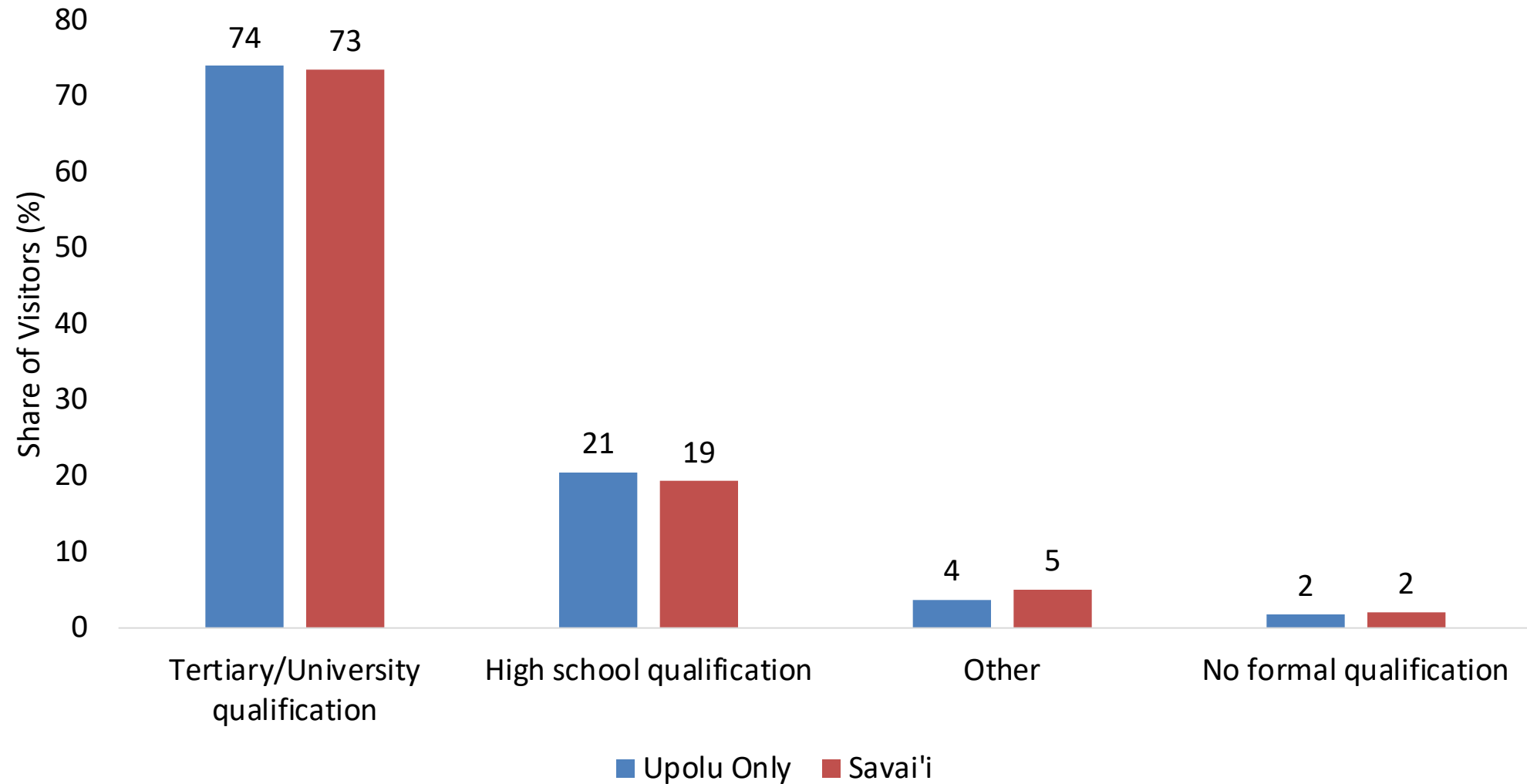


Note: survey data thus unweighted.

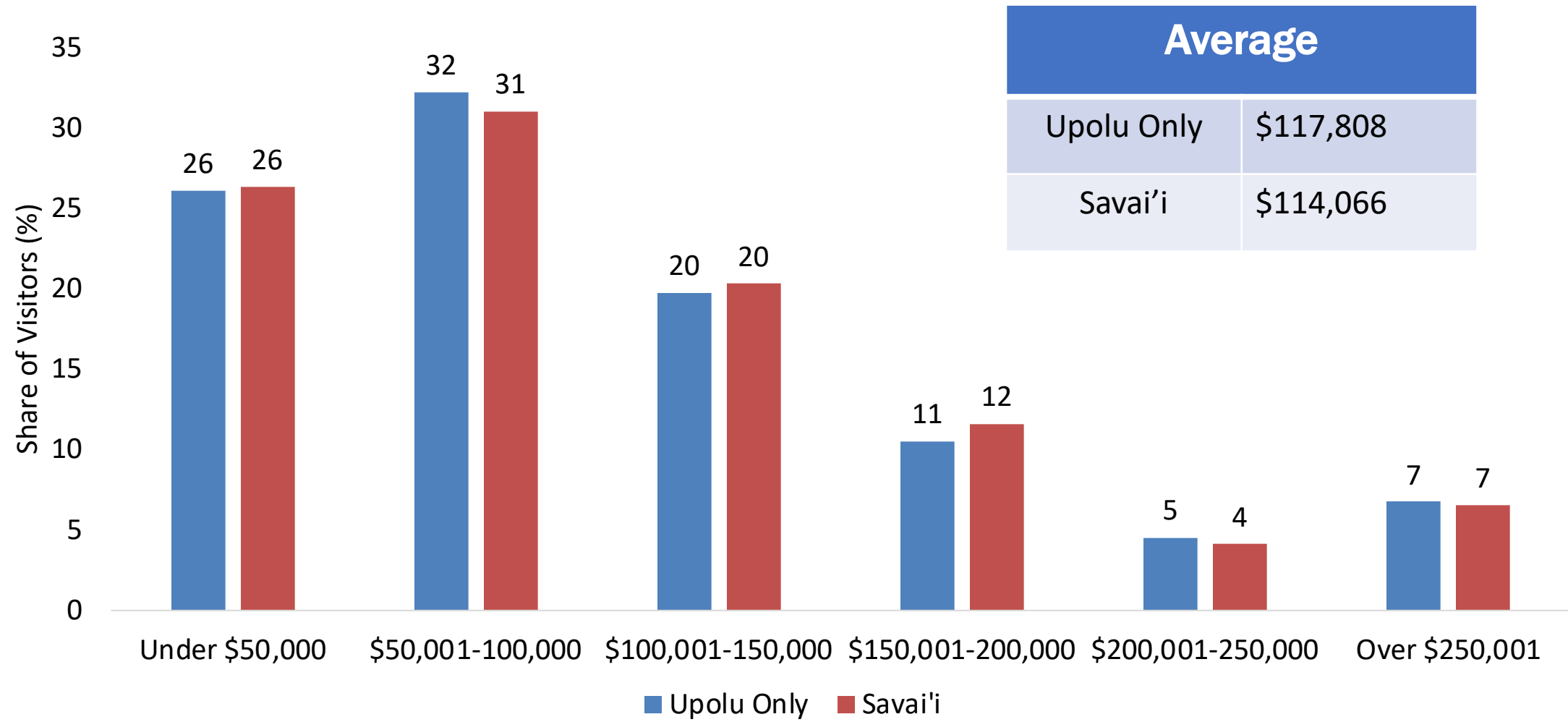
Distribution of age groups



Highest qualifications

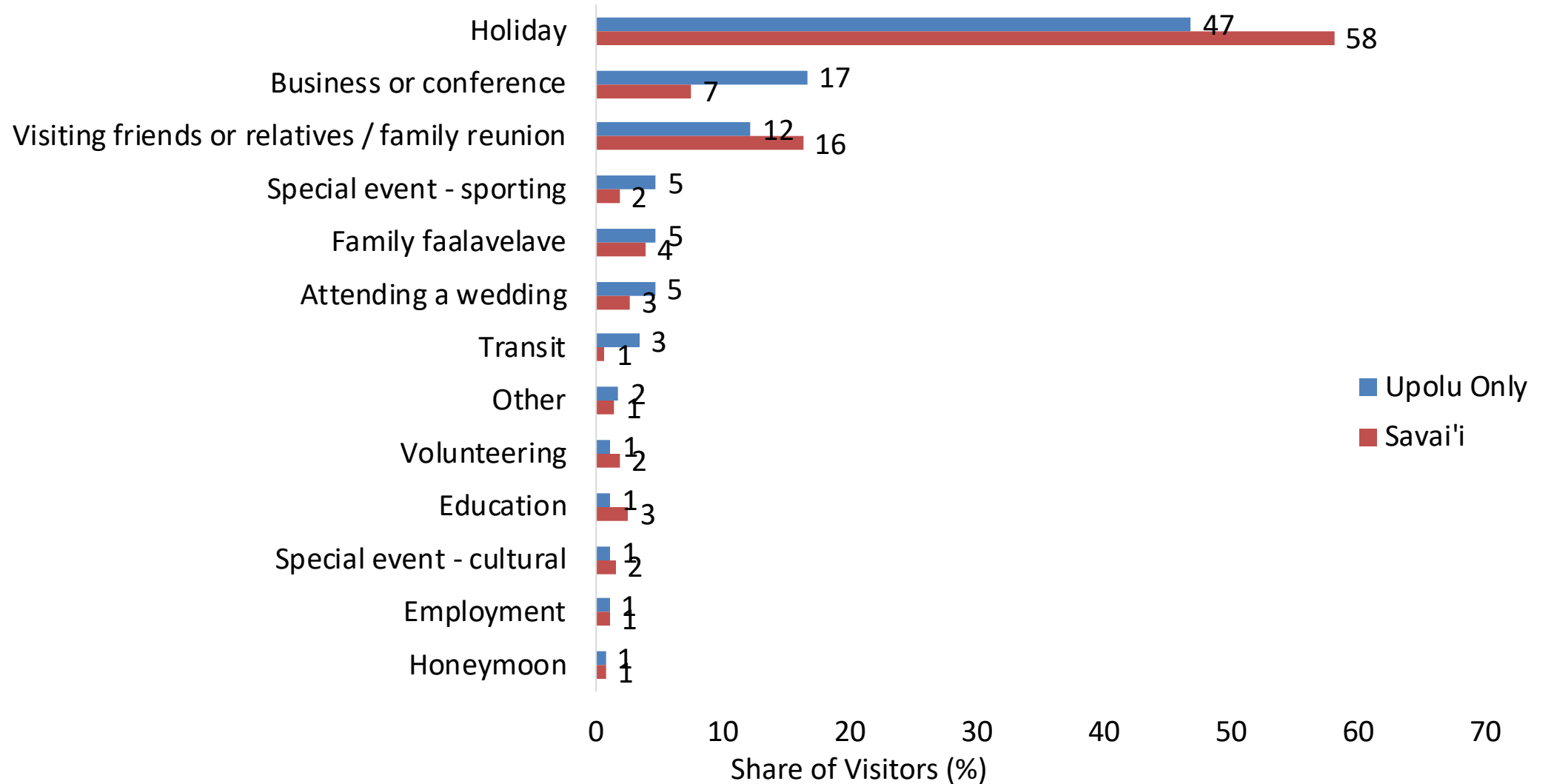


Annual household income in NZD

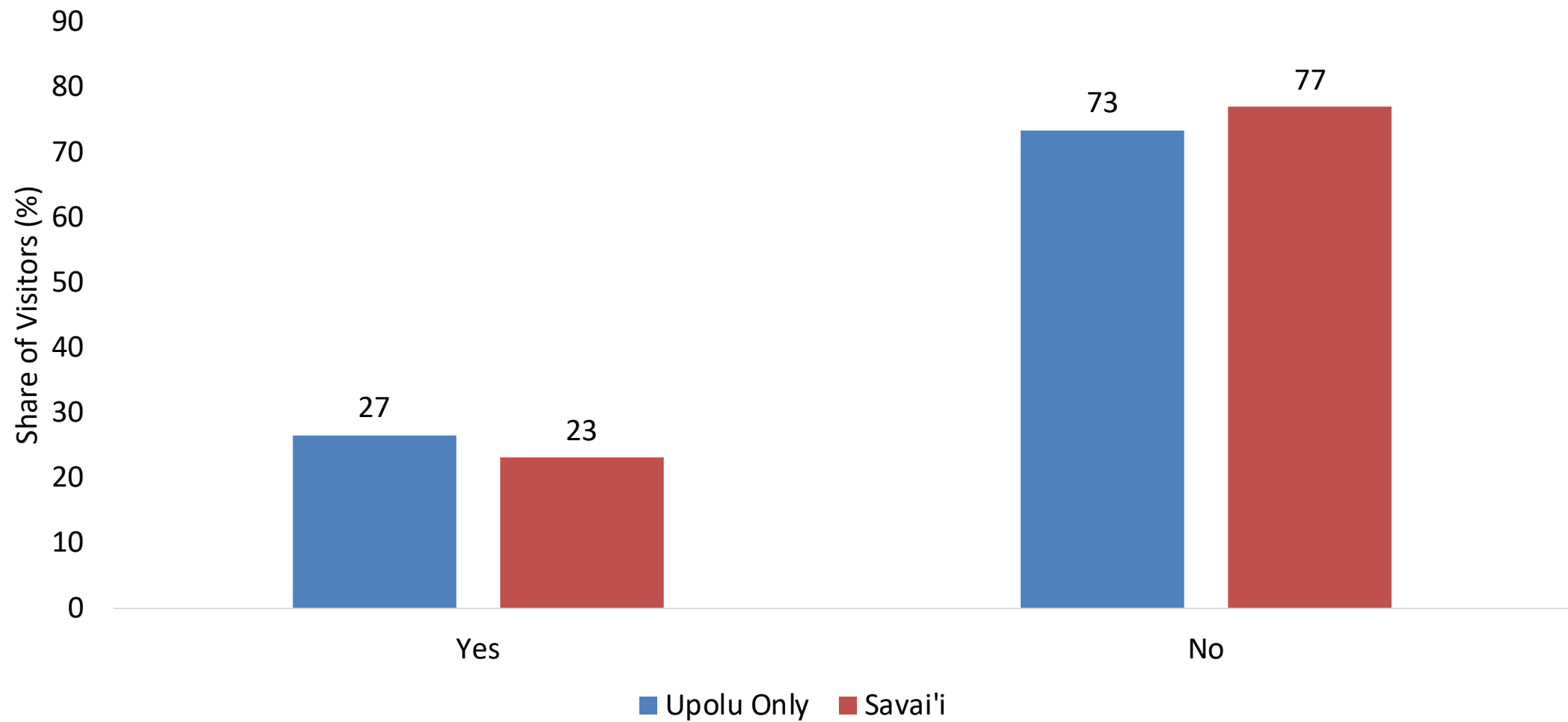


| Average | |
|------------|-----------|
| Upolu Only | \$117,808 |
| Savai'i | \$114,066 |

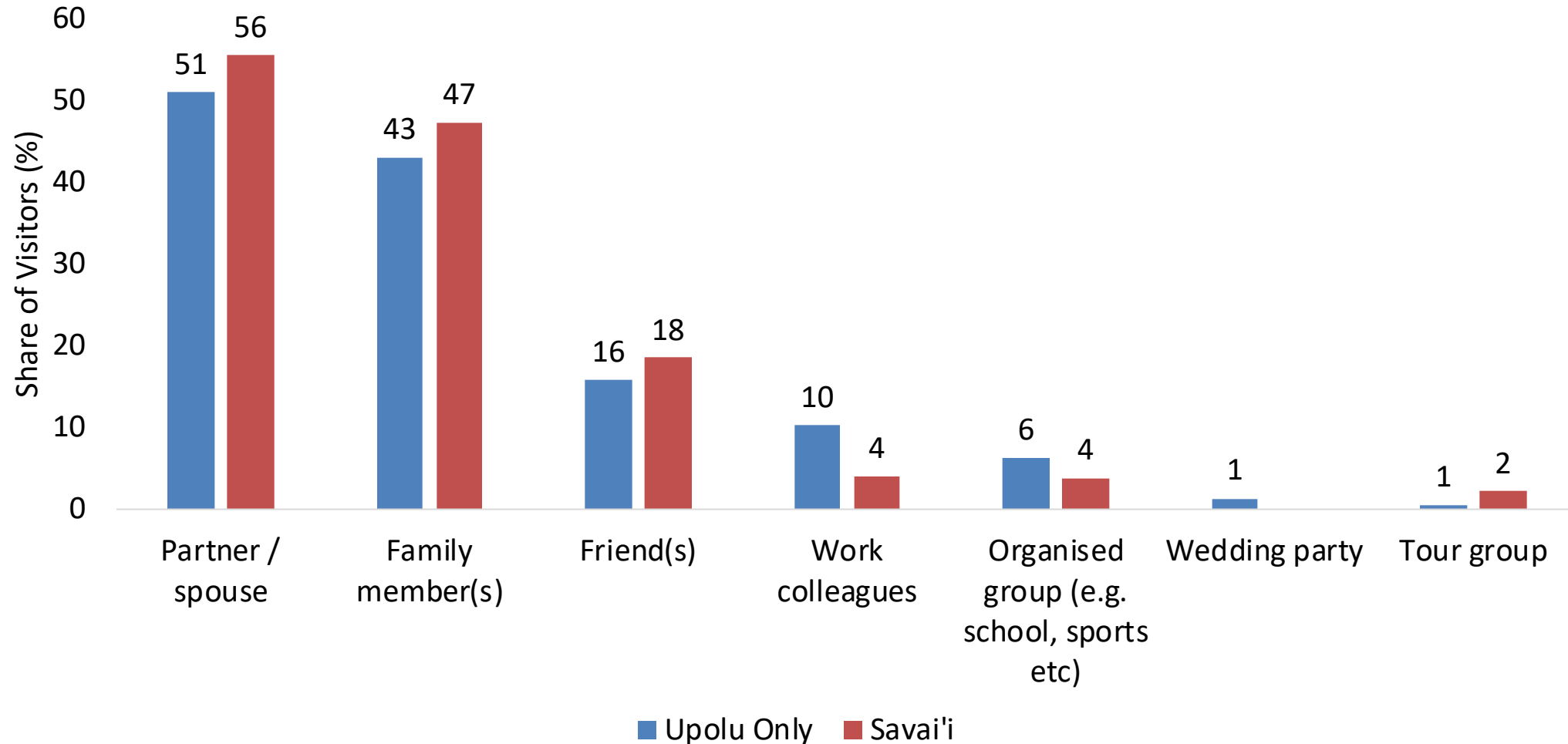
Main purpose of visit



Travelling to Samoa alone or not?

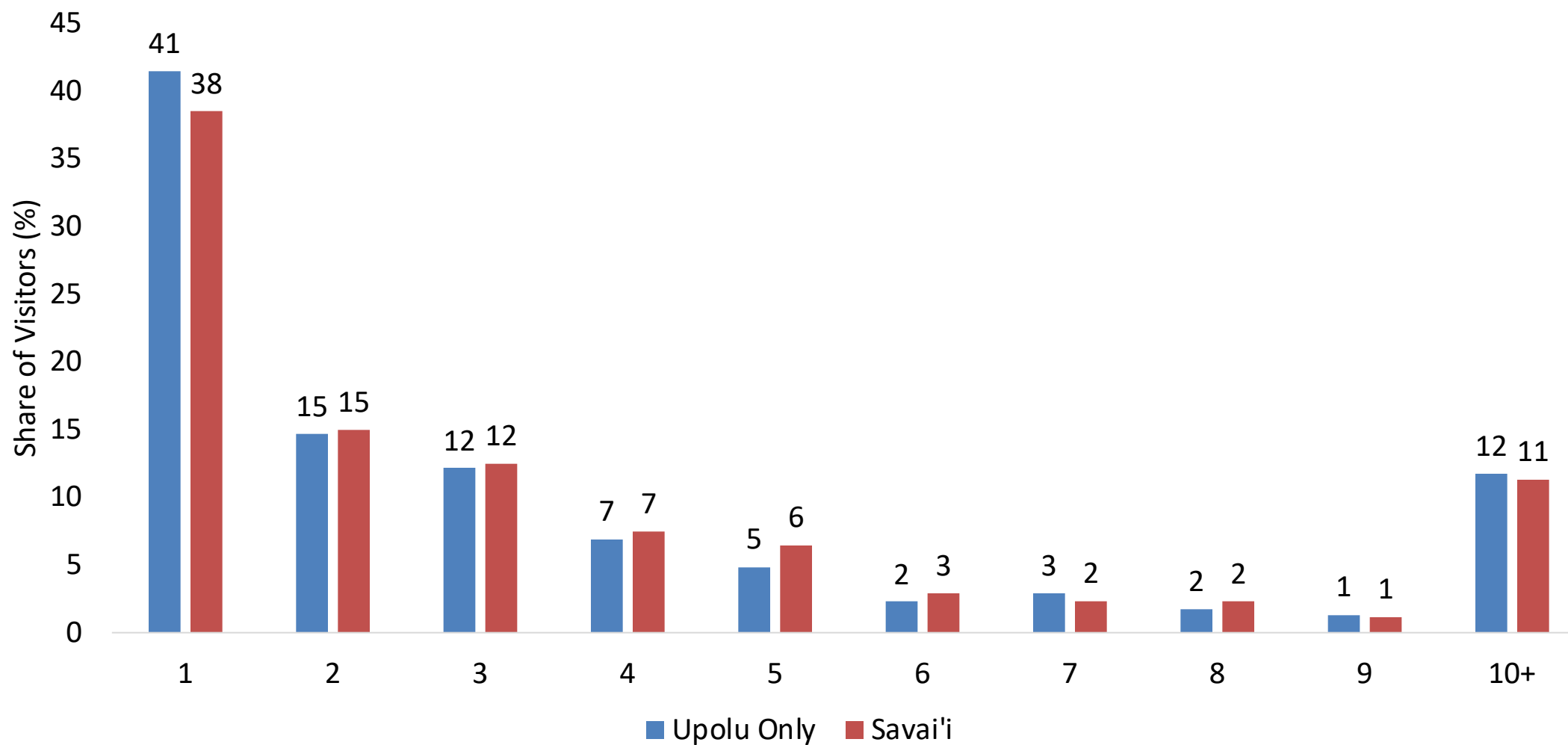


Travelling with whom?

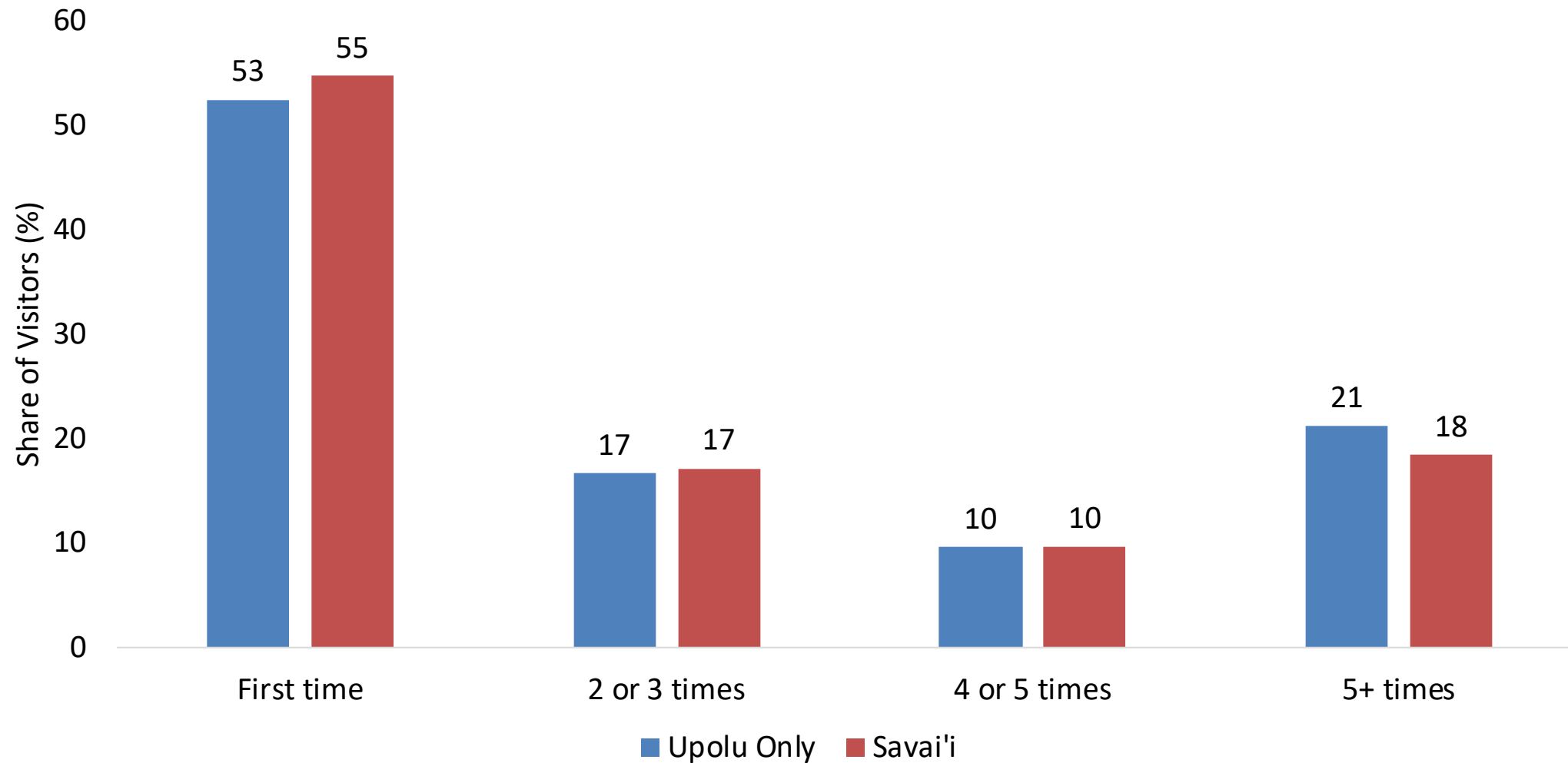


*Multiple responses, therefore total does not add up to 100%.

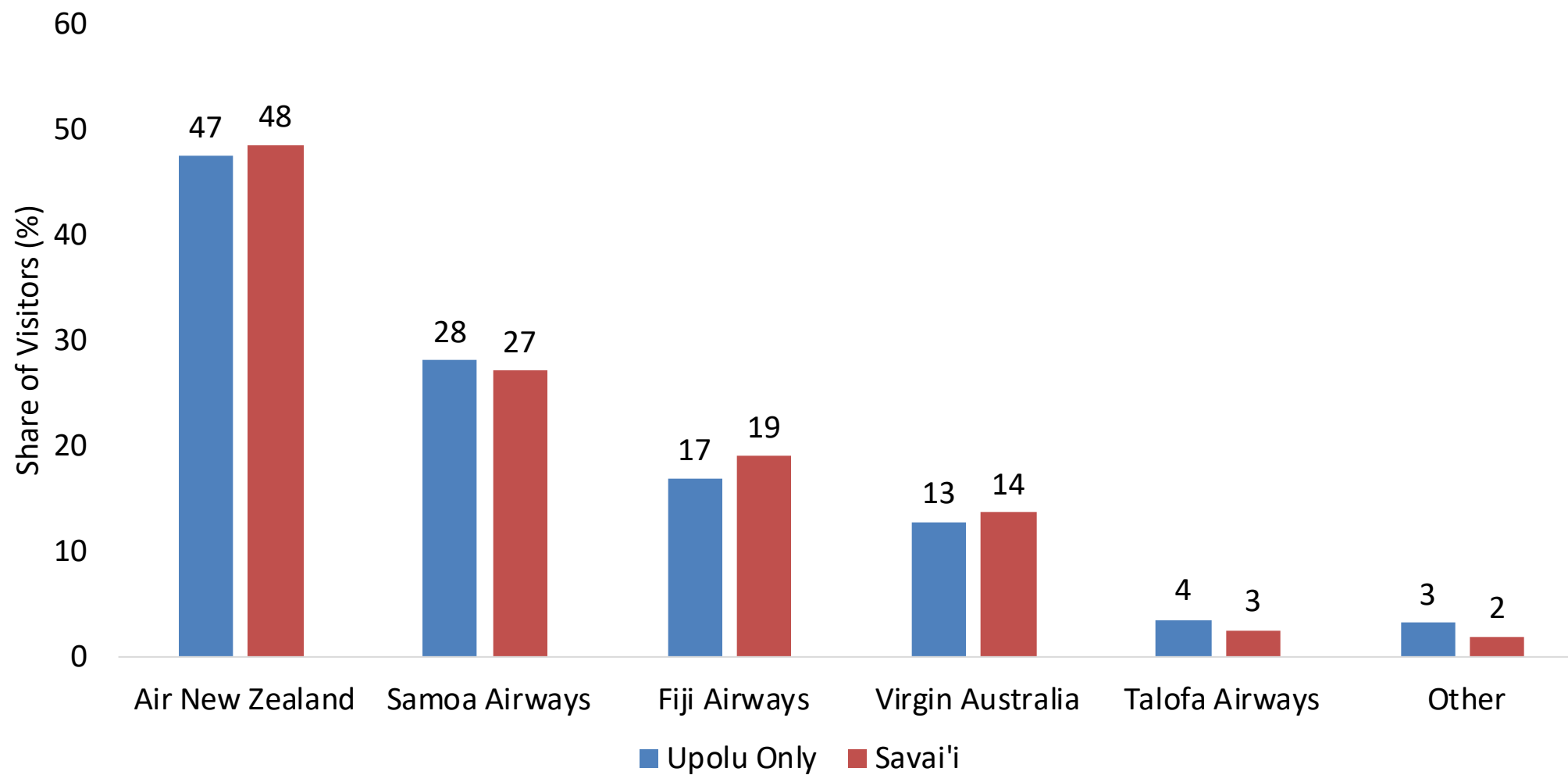
Number of companions



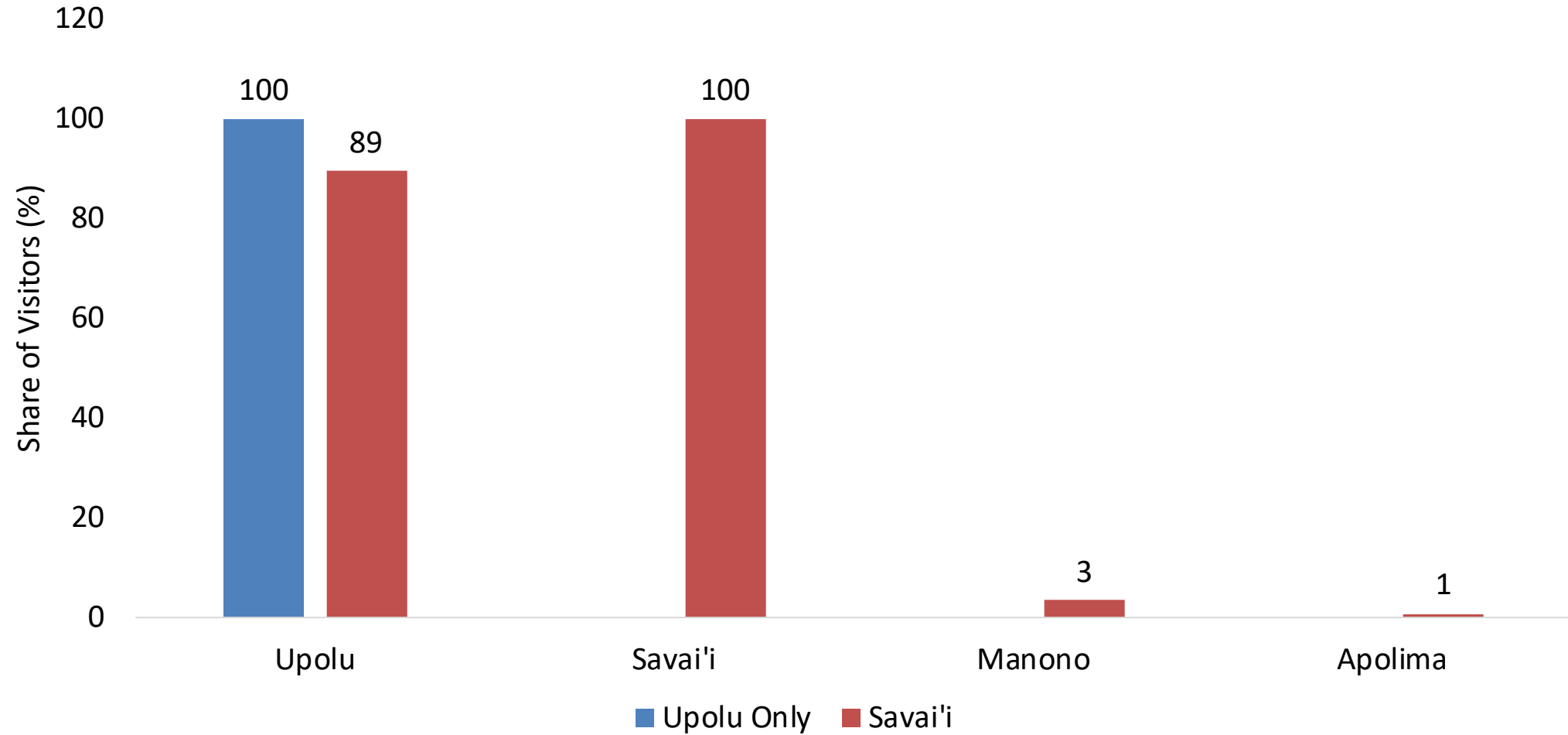
Previous visits to Samoa



Airline used

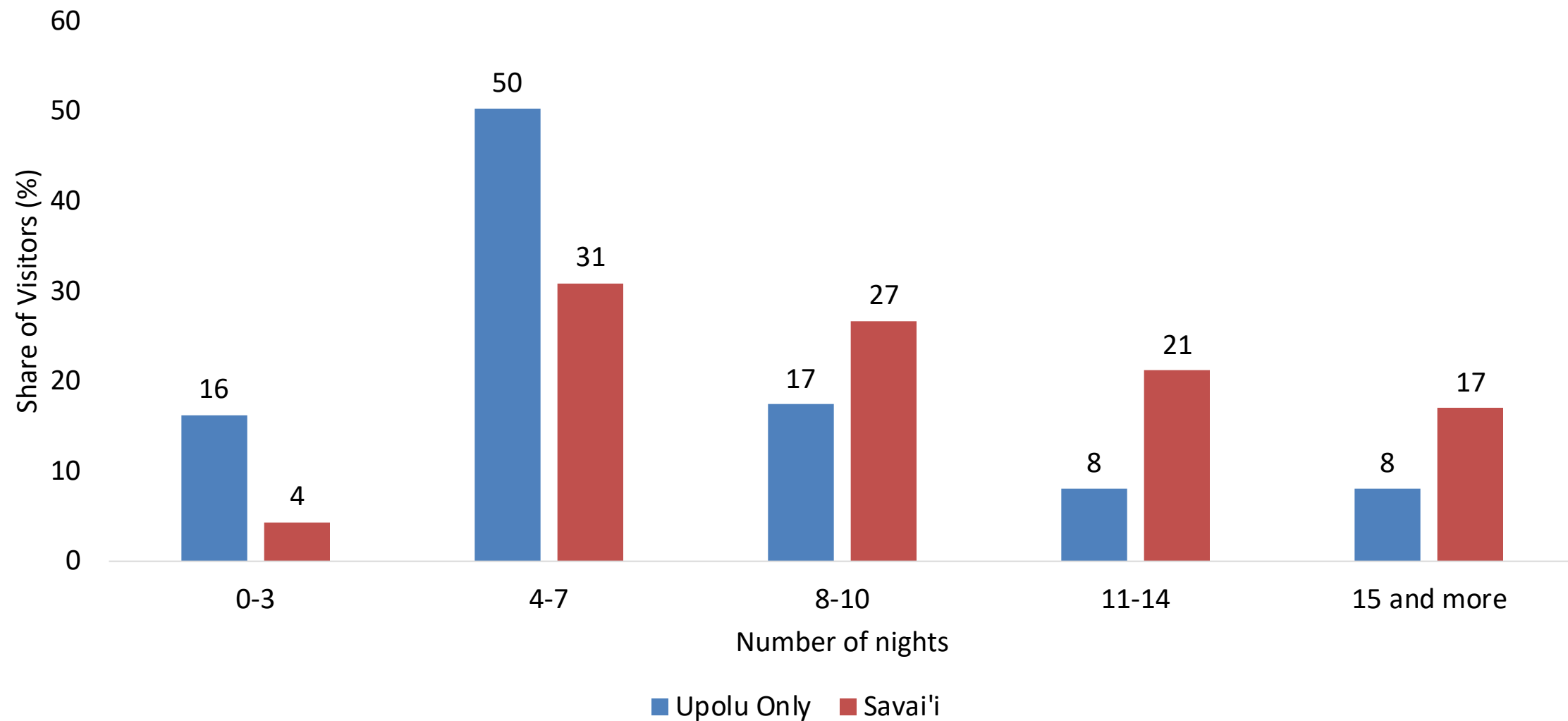


Islands Visited



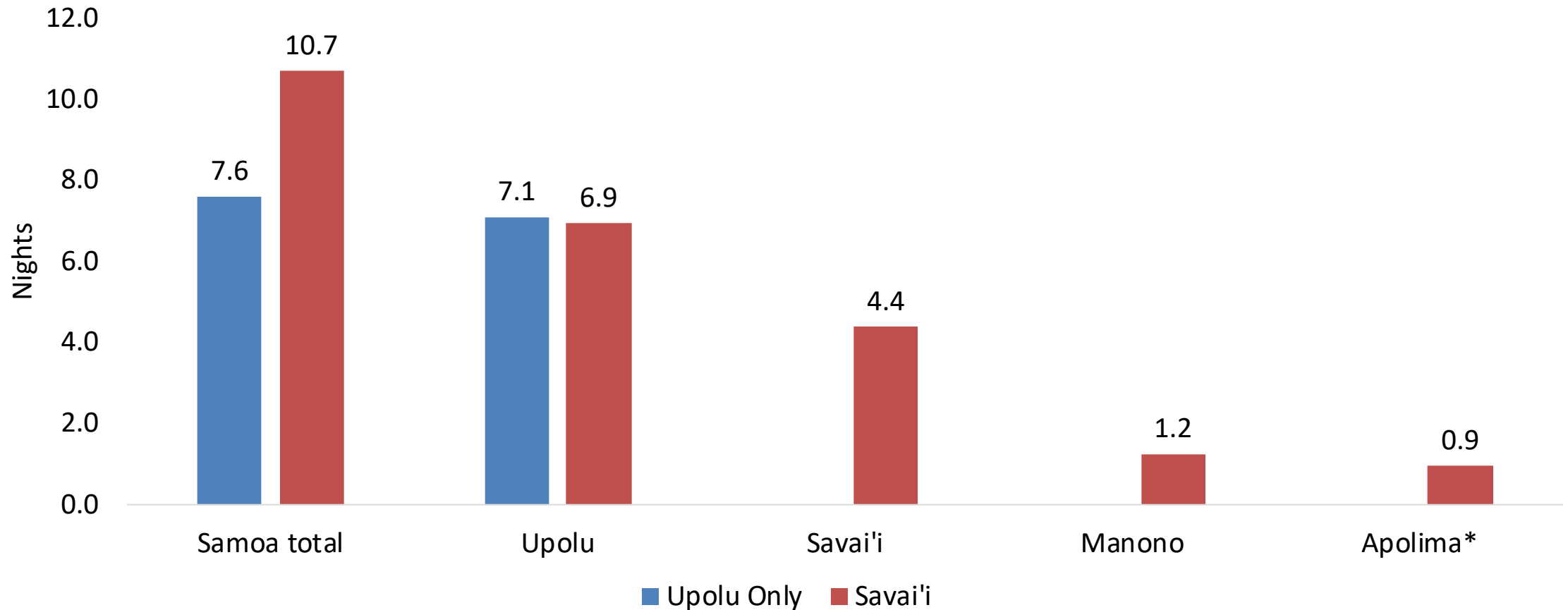
*Multiple responses, therefore total does not add up to 100%.

Length of stay



Average length of stay

Average length of stay in the Samoa and on each island



*: n=16

Attractions Visited

Upolu Only

Top attractions on Upolu *

- 69% Apia
- 44% To Sua Ocean Trench
- 39% Lalomanu beach
- 29% Piula Cave Pool
- 23% Togitogiga Falls
- 21% Papapapaitai Falls

Savai'i & Upolu

Top attractions on Upolu *

- 56% To Sua Ocean Trench
- 55% Apia
- 51% Lalomanu beach
- 46% Mulifanua
- 39% Piula Cave Pool
- 30% Togitogiga Falls

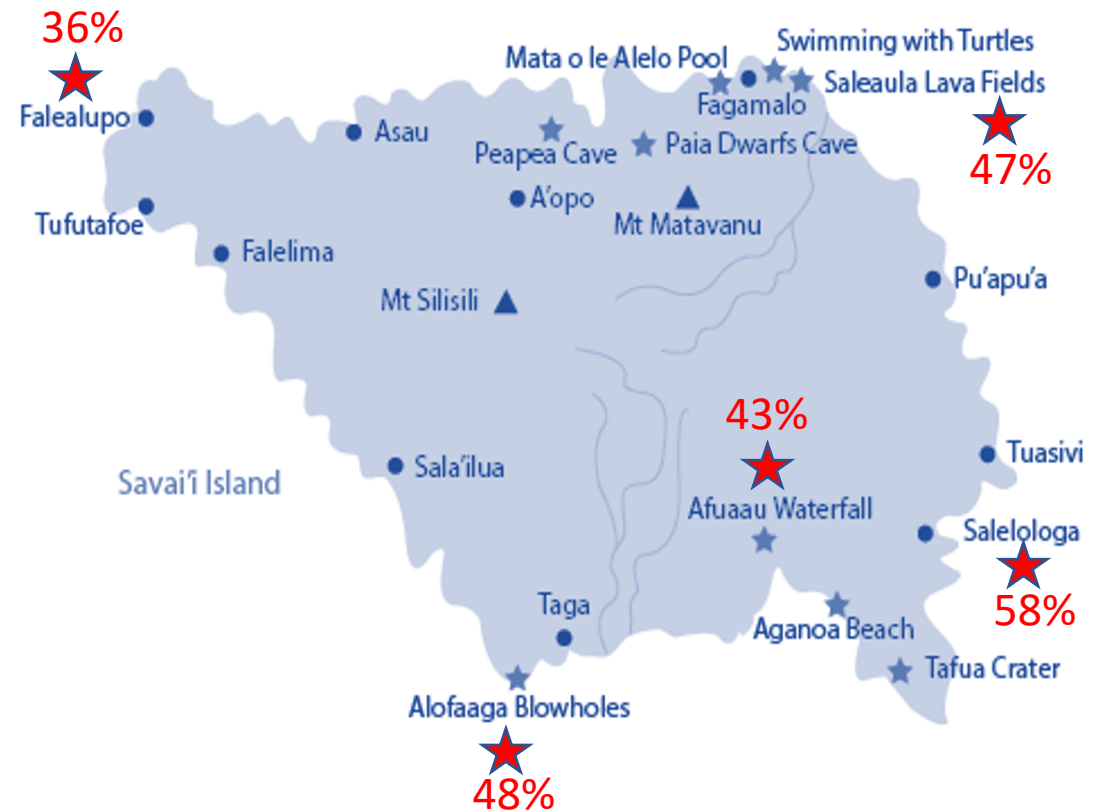
*Multiple responses, therefore total does not add up to 100%.

Destinations Visited

Savai'i Island

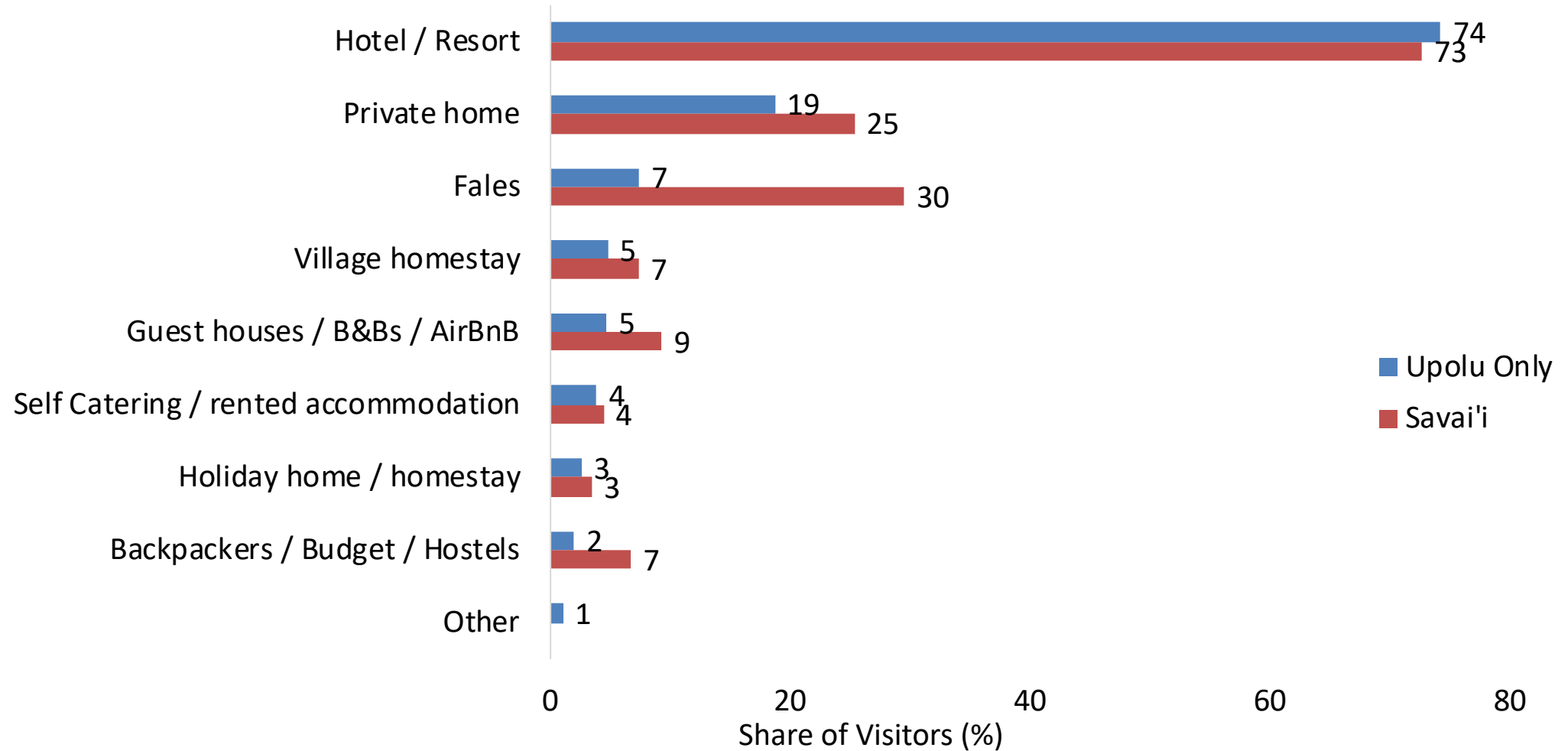
Top attractions - Savai'i *

- 58% Salelologa
- 48% Alofaaga Blowholes
- 47% Saleaula Lava Fields
- 43% Afuaau Waterfall
- 36% Falealupo



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

Accommodation types



Satisfaction with accommodation types

Level of service



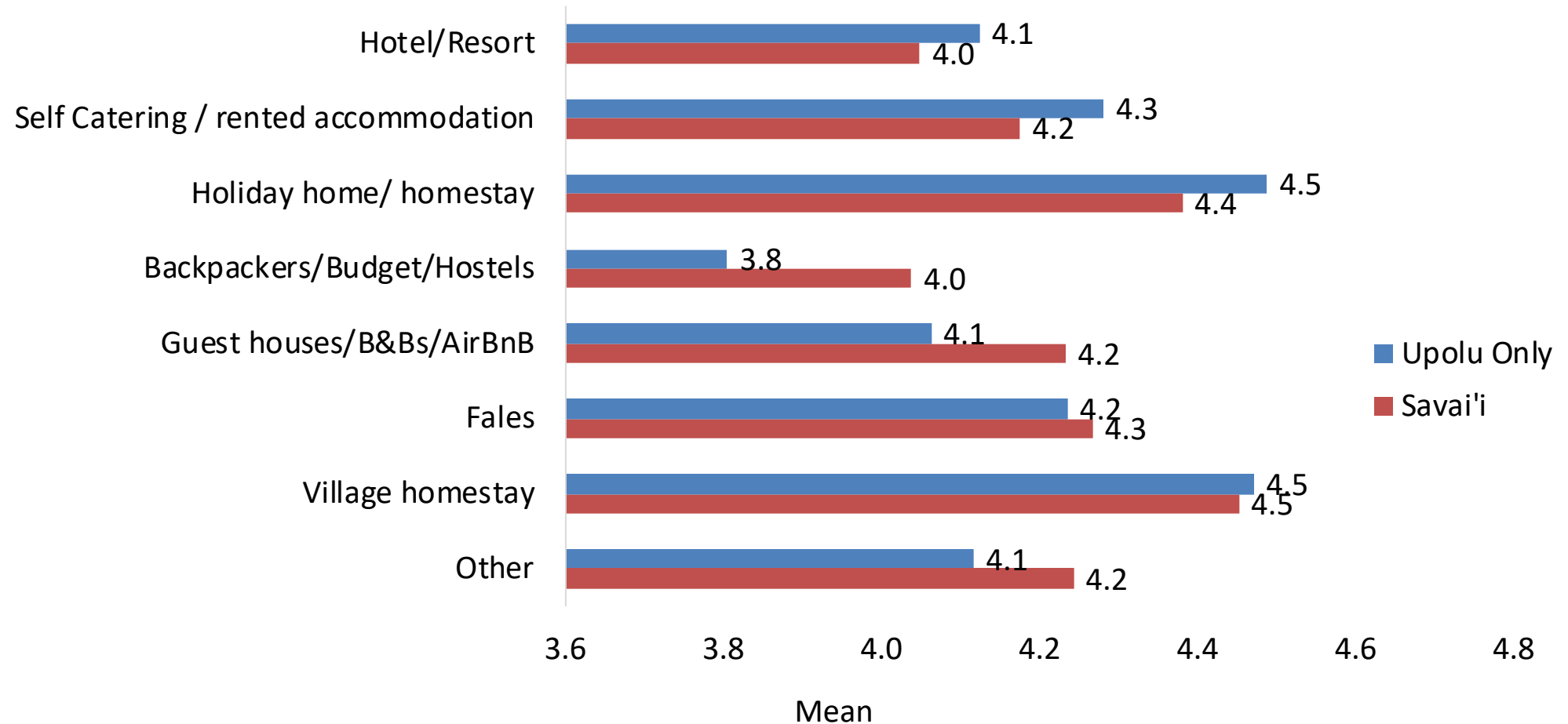
Satisfaction with accommodation types

Quality, availability and maintenance of facilities



Satisfaction with accommodation types

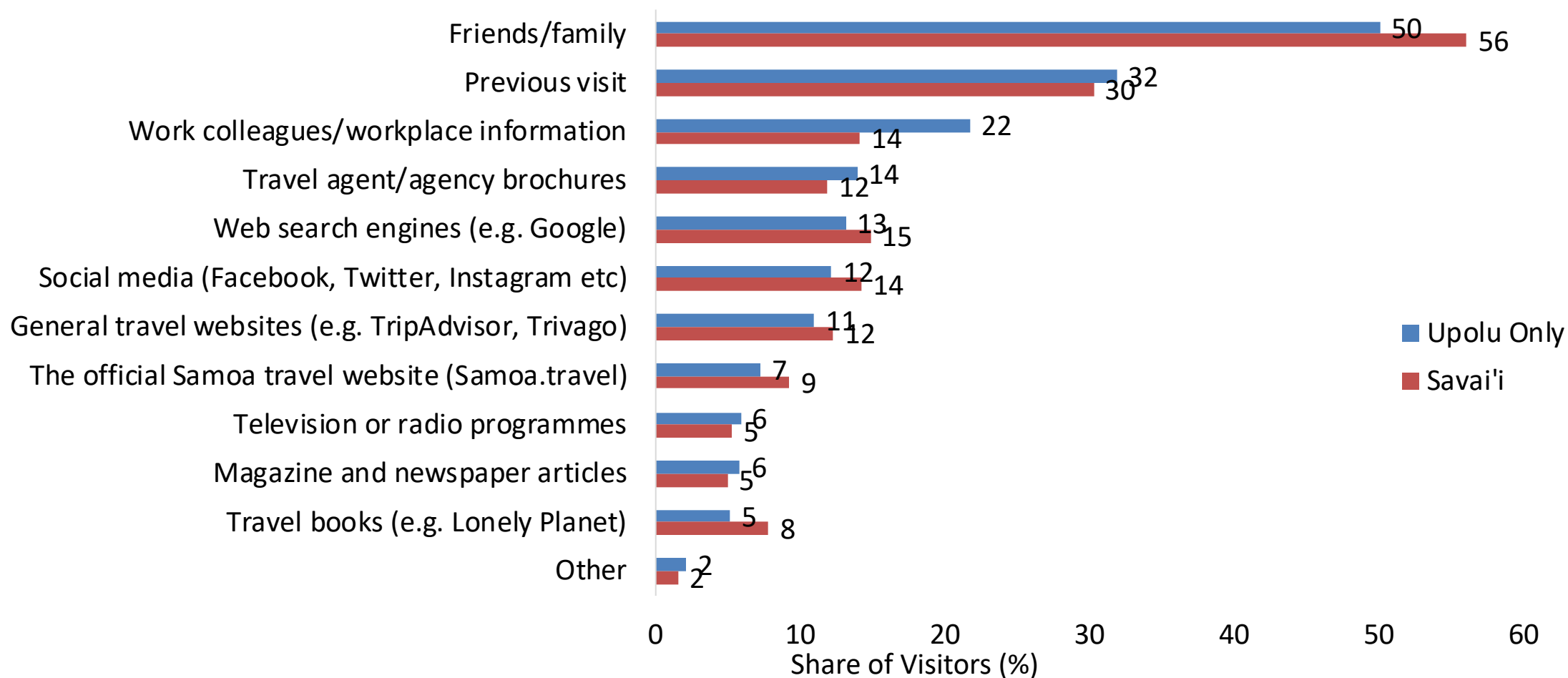
Overall value for money



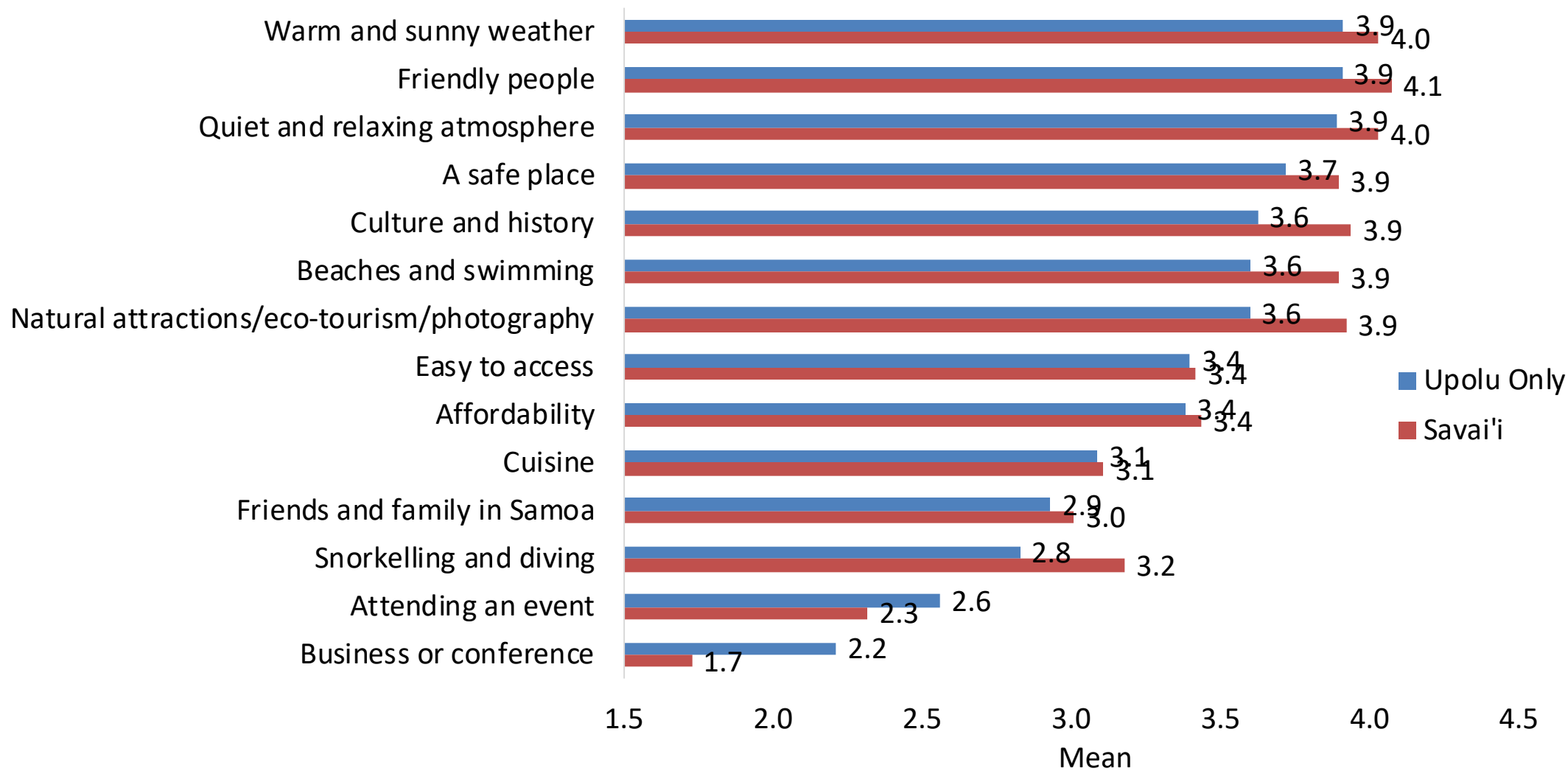


Information Sources & Purchasing Behaviour

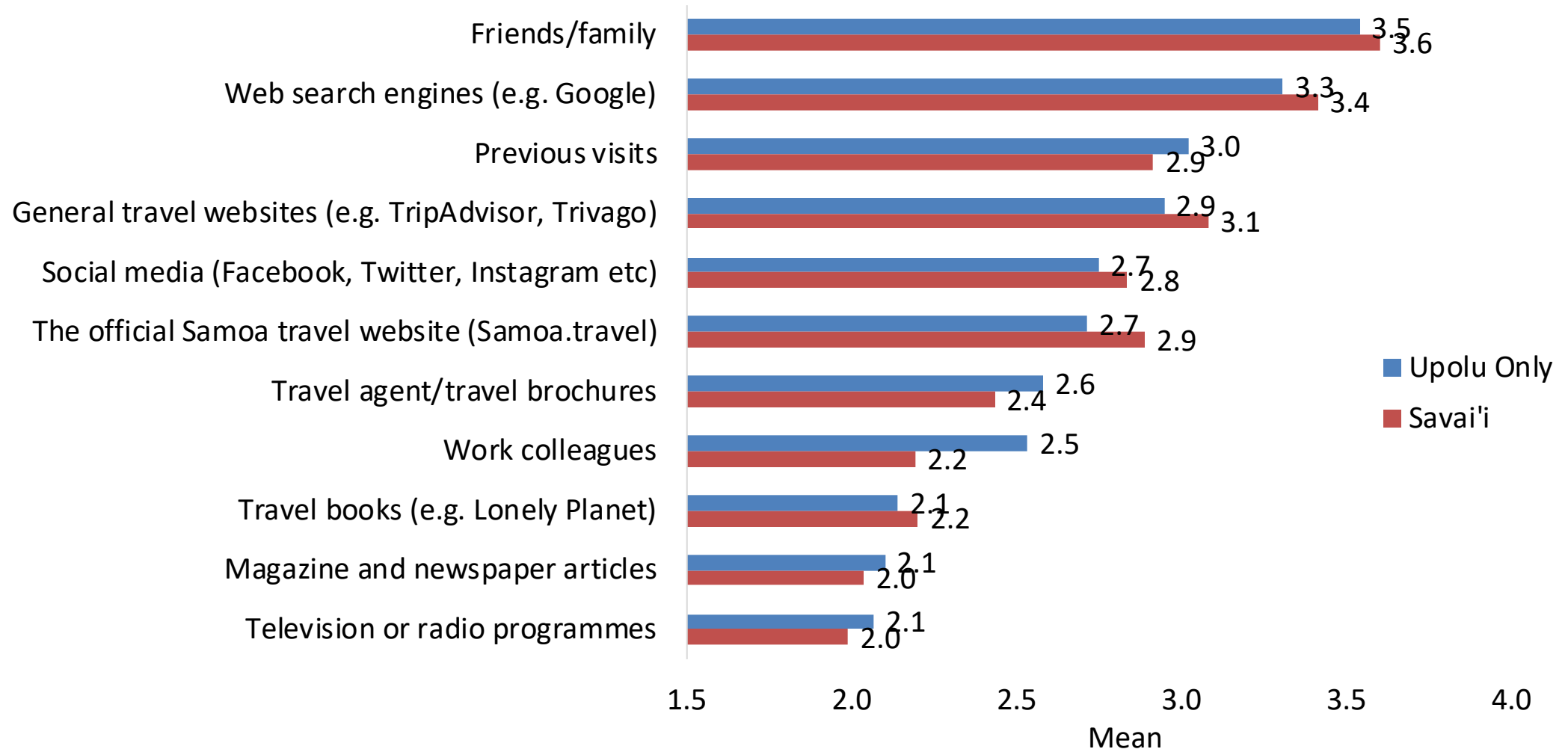
How did you find out about Samoa?



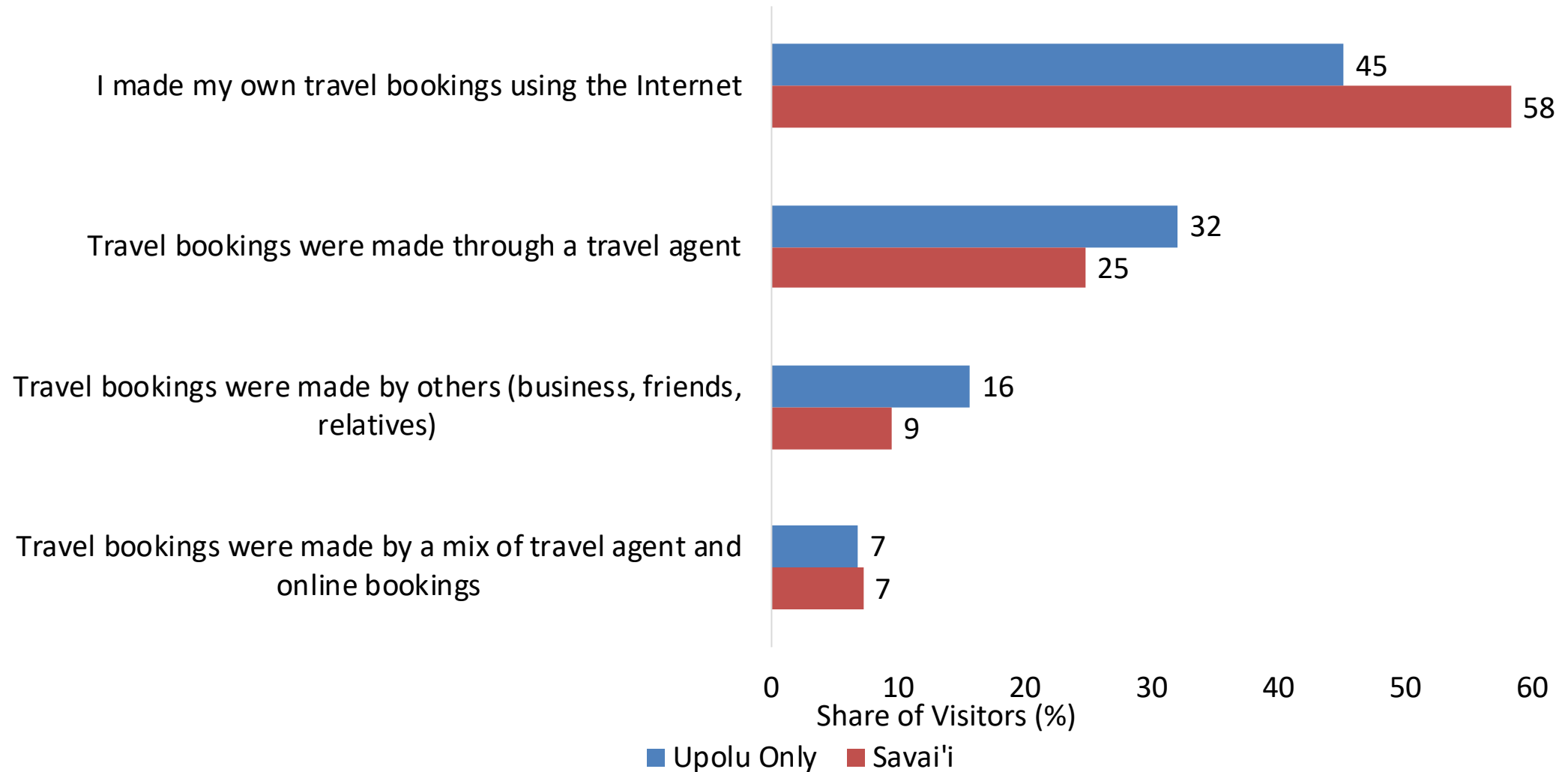
Influential factors in your choice to visit Samoa



Importance of information sources



How did you purchase your travel?

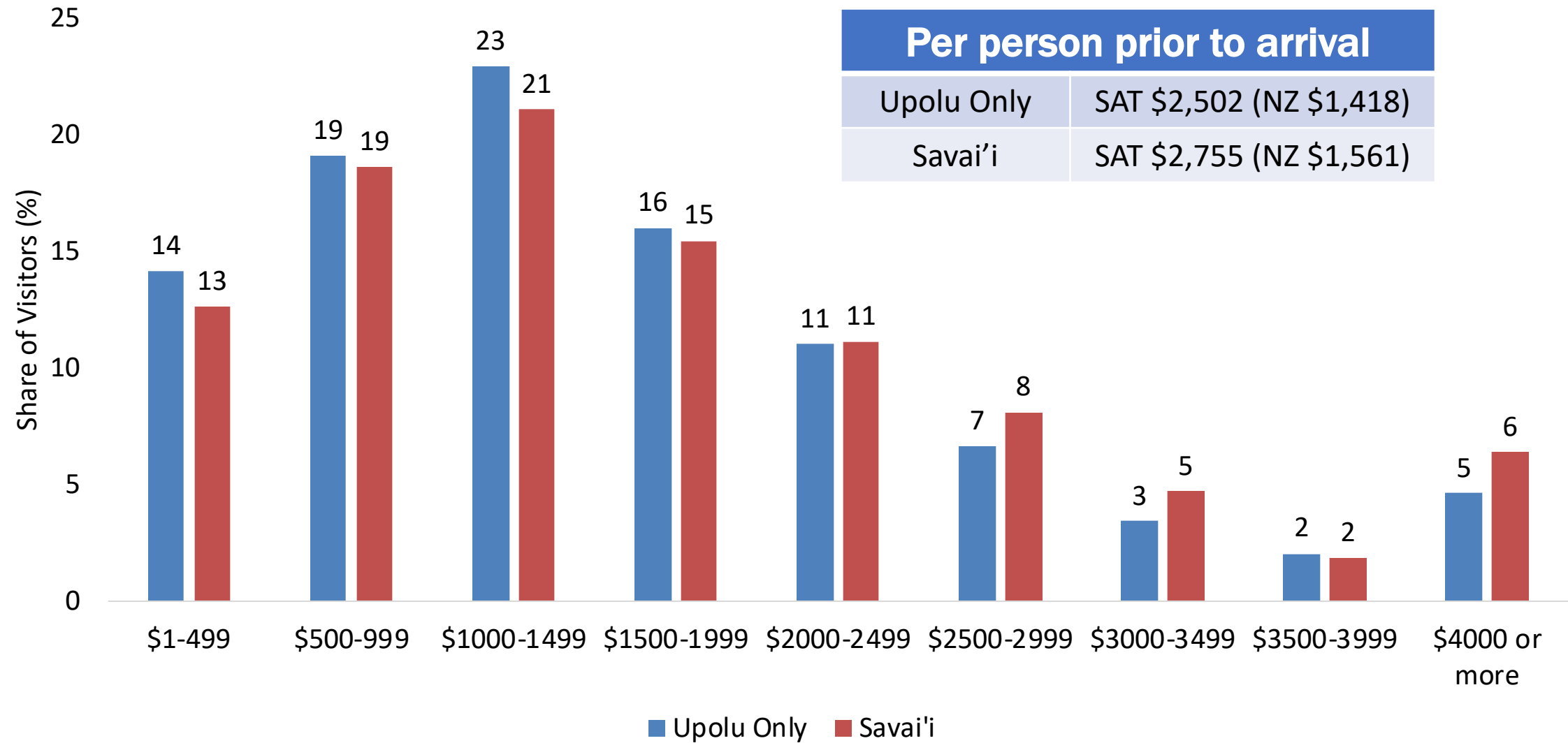




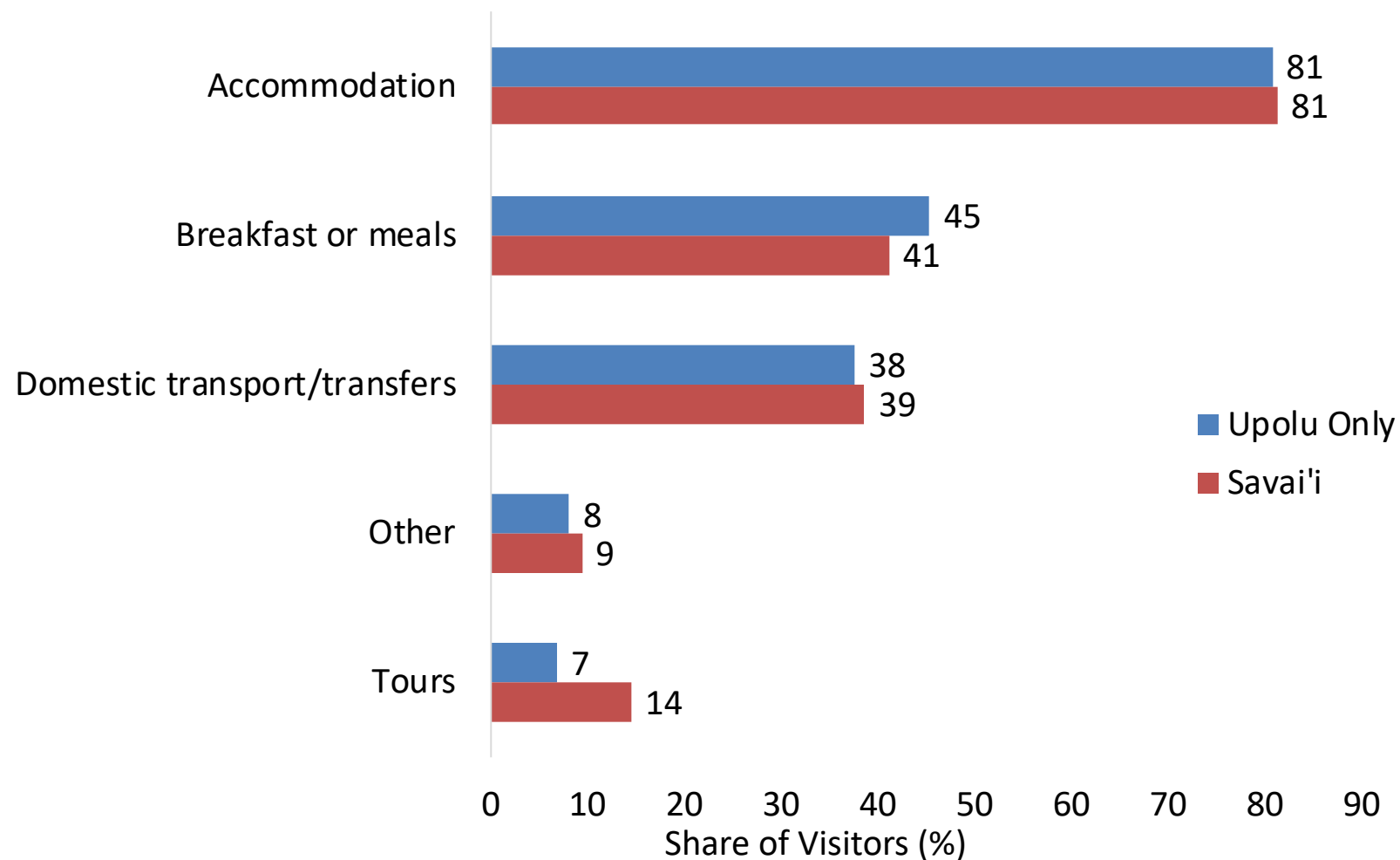
Visitor Expenditure

Prepaid Expenditure

| Per person prior to arrival | |
|-----------------------------|--------------------------|
| Upolu Only | SAT \$2,502 (NZ \$1,418) |
| Savai'i | SAT \$2,755 (NZ \$1,561) |



Prepaid Items



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

In-Country Expenditure Per Person Per Day

| Expenditure Items | Upolu Only (SAT\$) | Savai'i (SAT\$) |
|----------------------------|--------------------|-----------------|
| Accommodation | 46 | 46 |
| Restaurants cafes & bars | 35 | 27 |
| Vehicle rental | 16 | 18 |
| Petrol | 5 | 6 |
| Bus/taxi | 3 | 2 |
| Ferry | 0 | 3 |
| Groceries | 13 | 13 |
| Shopping | 16 | 13 |
| Tours/activities | 7 | 7 |
| Donations | 13 | 12 |
| Internet/telecommunication | 3 | 3 |
| Other | 8 | 4 |
| Total Expenditure | 164 | 154 |



Per person per day while in:

| | |
|------------|---------------------|
| Upolu Only | SAT \$164 (NZ \$93) |
| Savai'i | SAT \$154 (NZ \$87) |

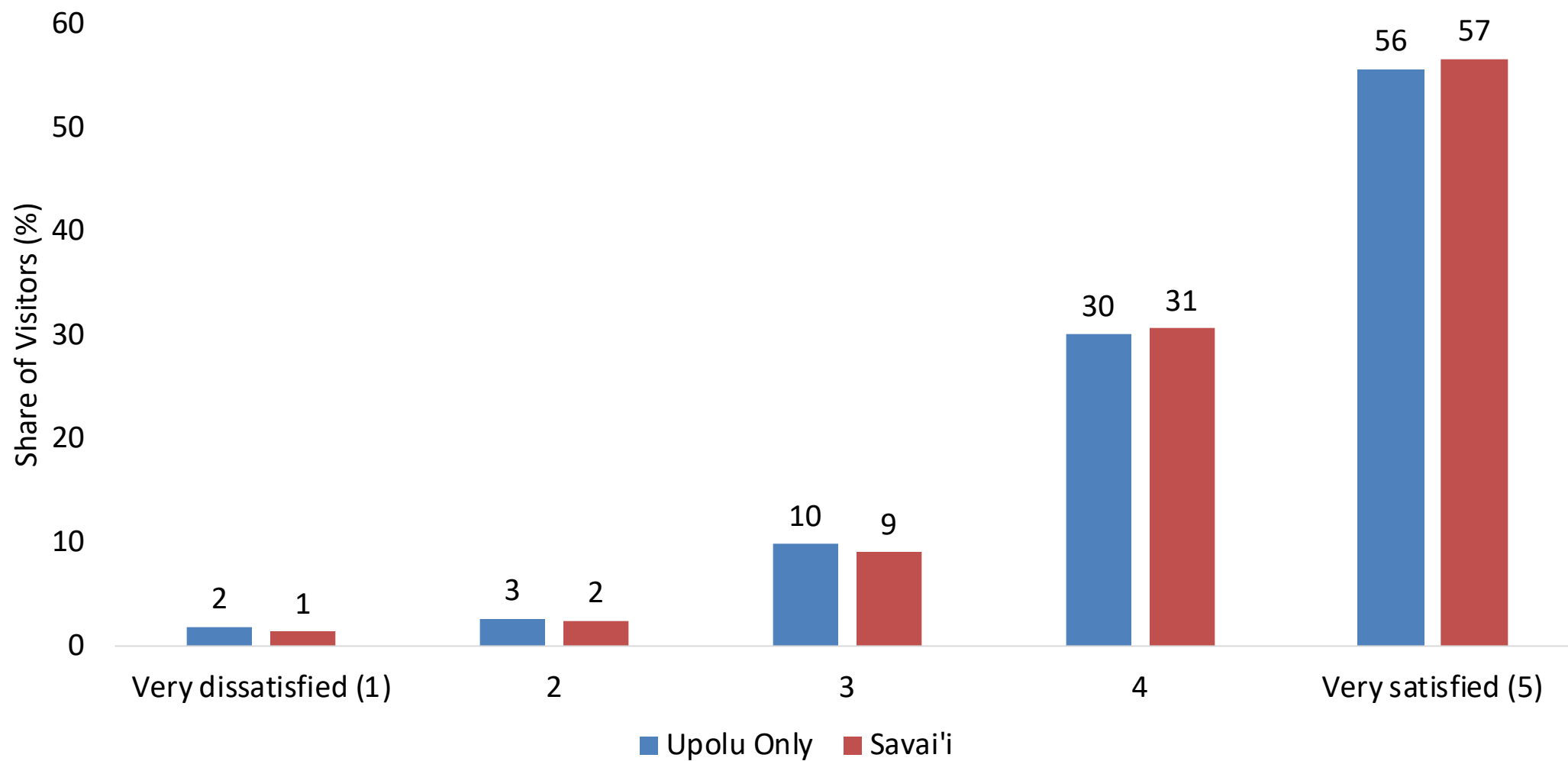
Spending

| | Upolu Only | Savai'i |
|--|----------------------------|----------------------------|
| Average spend per person prior to arrival flowing back to Samoa | SAT\$1,376/NZ\$780 | SAT\$1,515/NZ\$859 |
| Average spend in country per person per day | SAT\$164/NZ\$93 | SAT\$154/NZ\$87 |
| Average length of stay in Samoa (nights) | 7.6 | 10.7 |
| TOTAL SPEND PER VISIT FLOWING BACK TO LOCAL ECONOMY | SAT\$2,622/NZ\$1487 | SAT\$3,163/NZ\$1790 |

The image features a decorative header with a blue parallelogram on the left and a red parallelogram on the right, both slanted at the top. The text 'Visitor Satisfaction' is centered on the red shape.

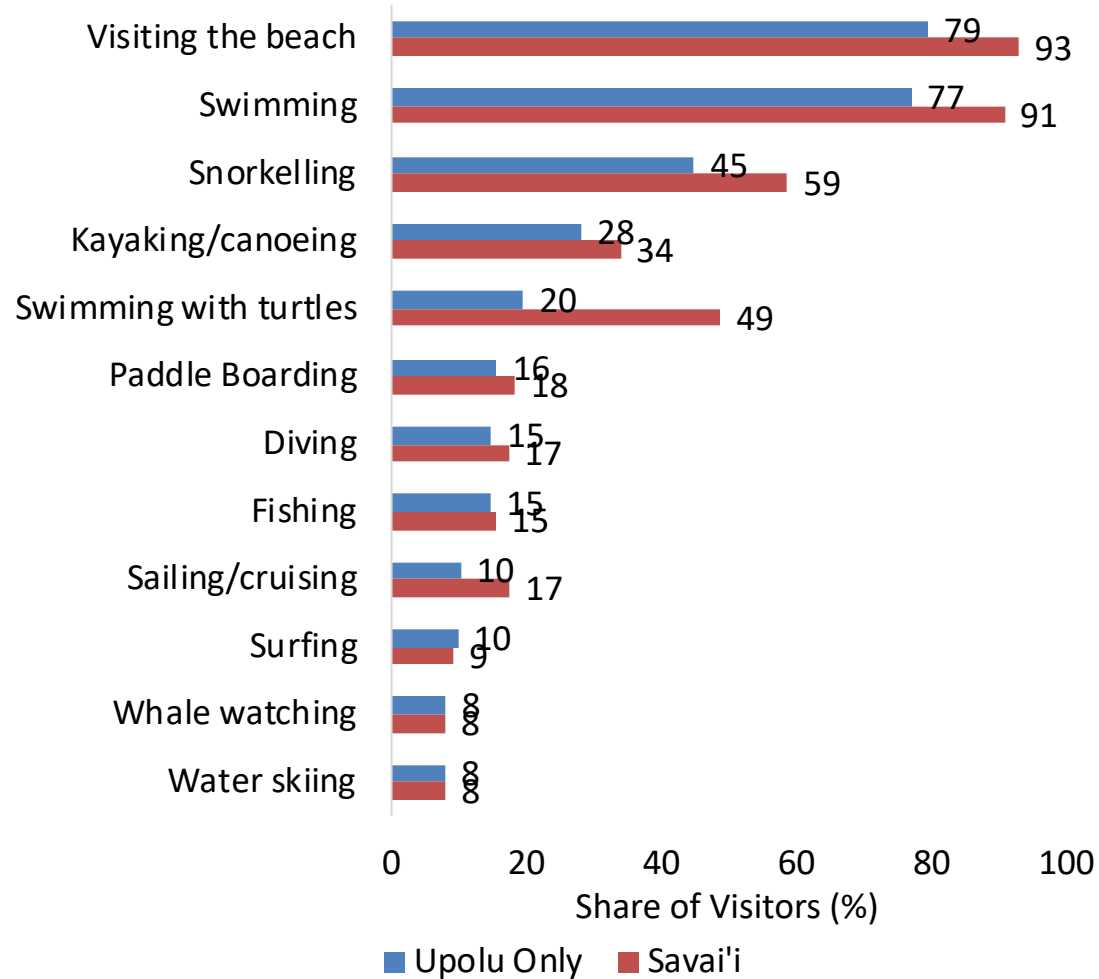
Visitor Satisfaction

Overall satisfaction

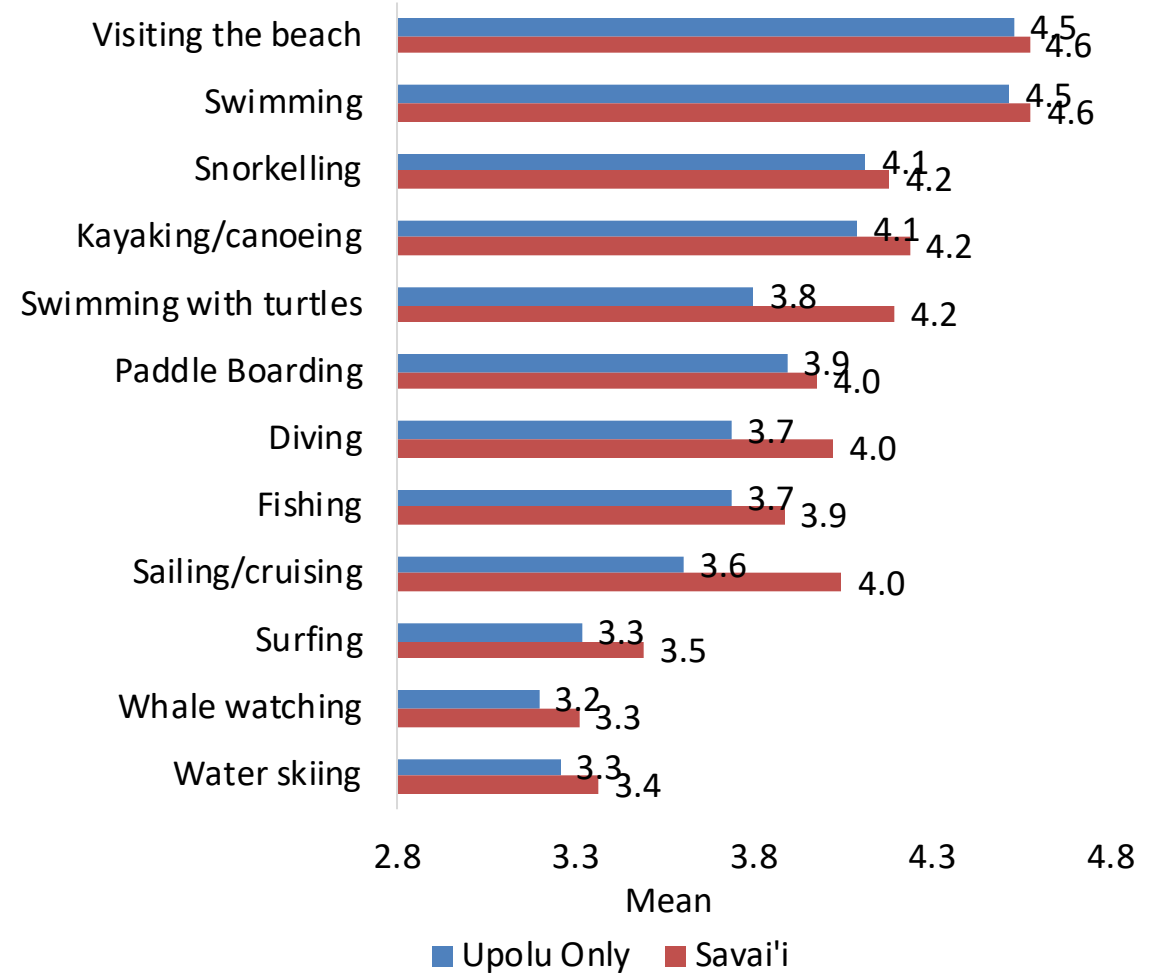


Water-based Activities

Degree of Participation

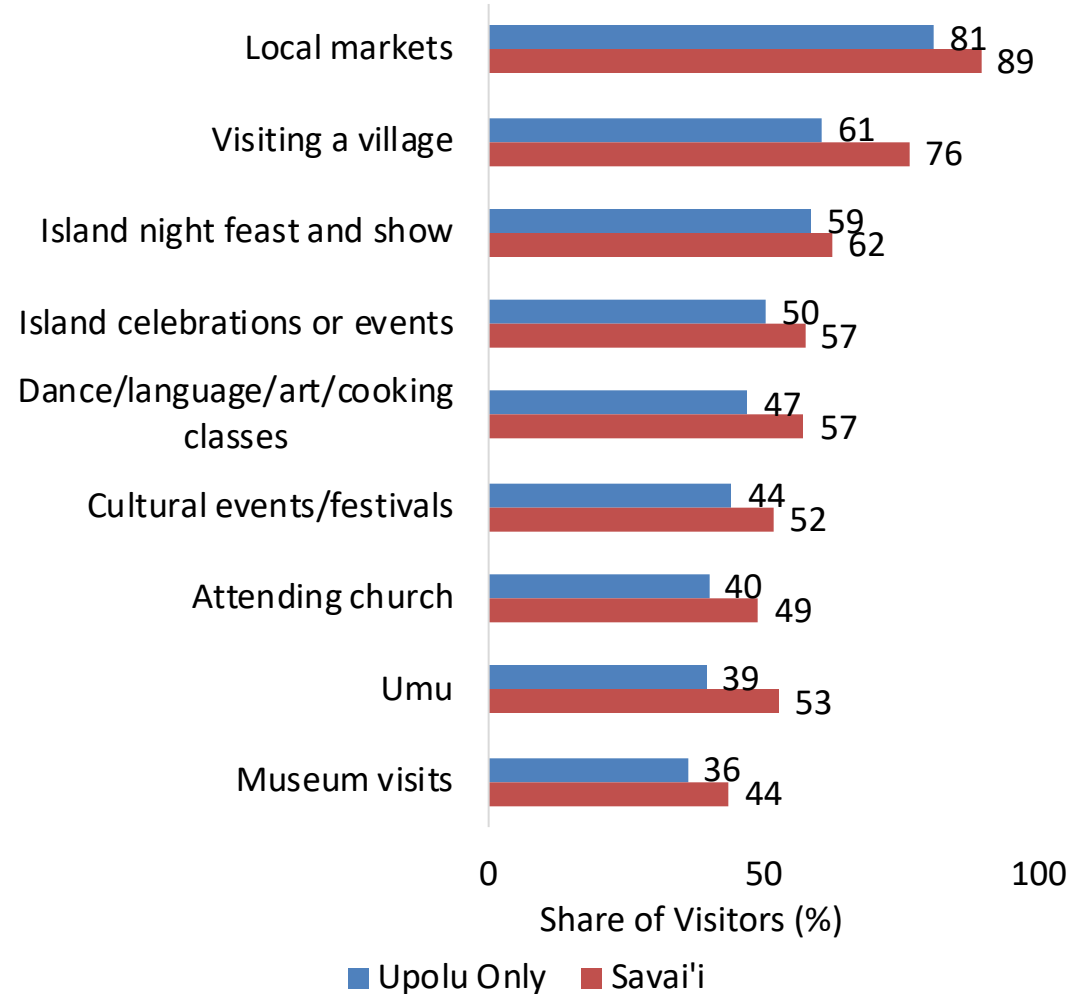


Degree of Satisfaction

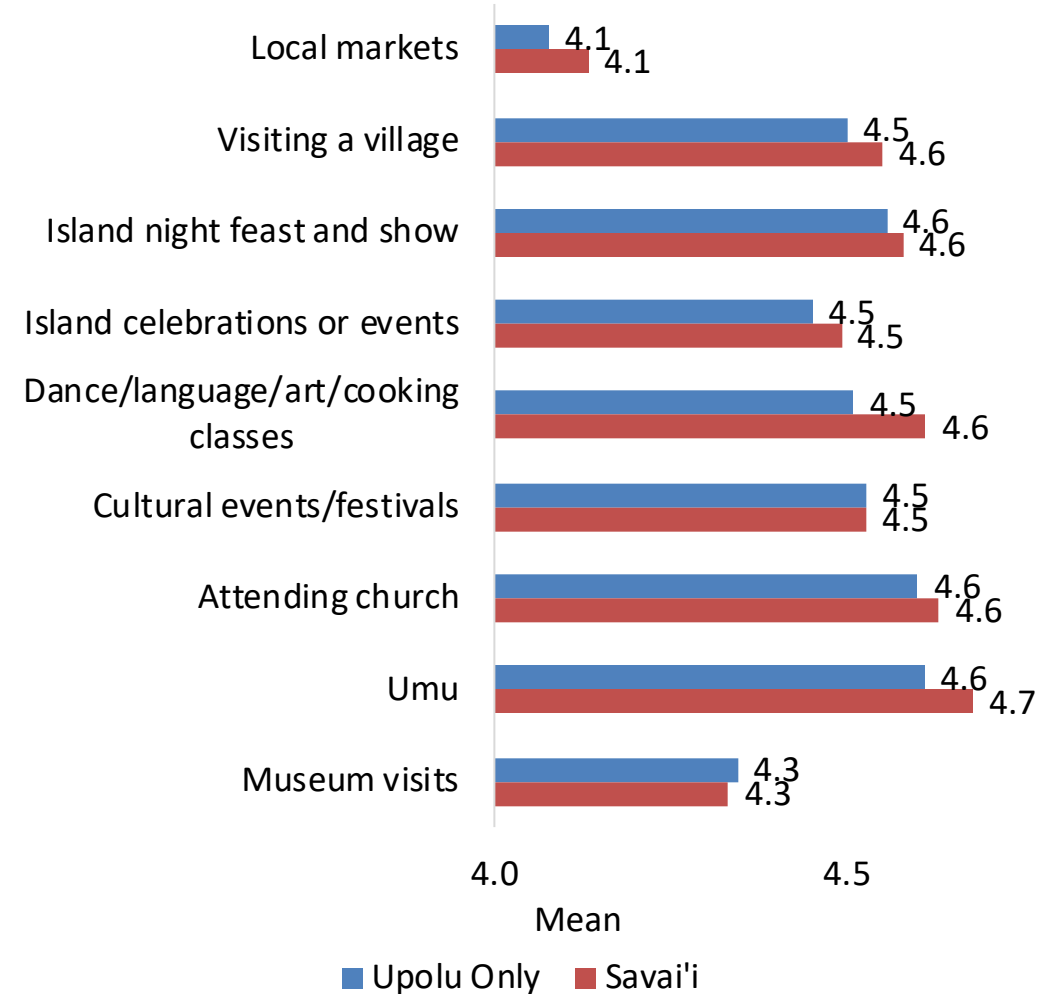


Cultural Interactions

Degree of Participation

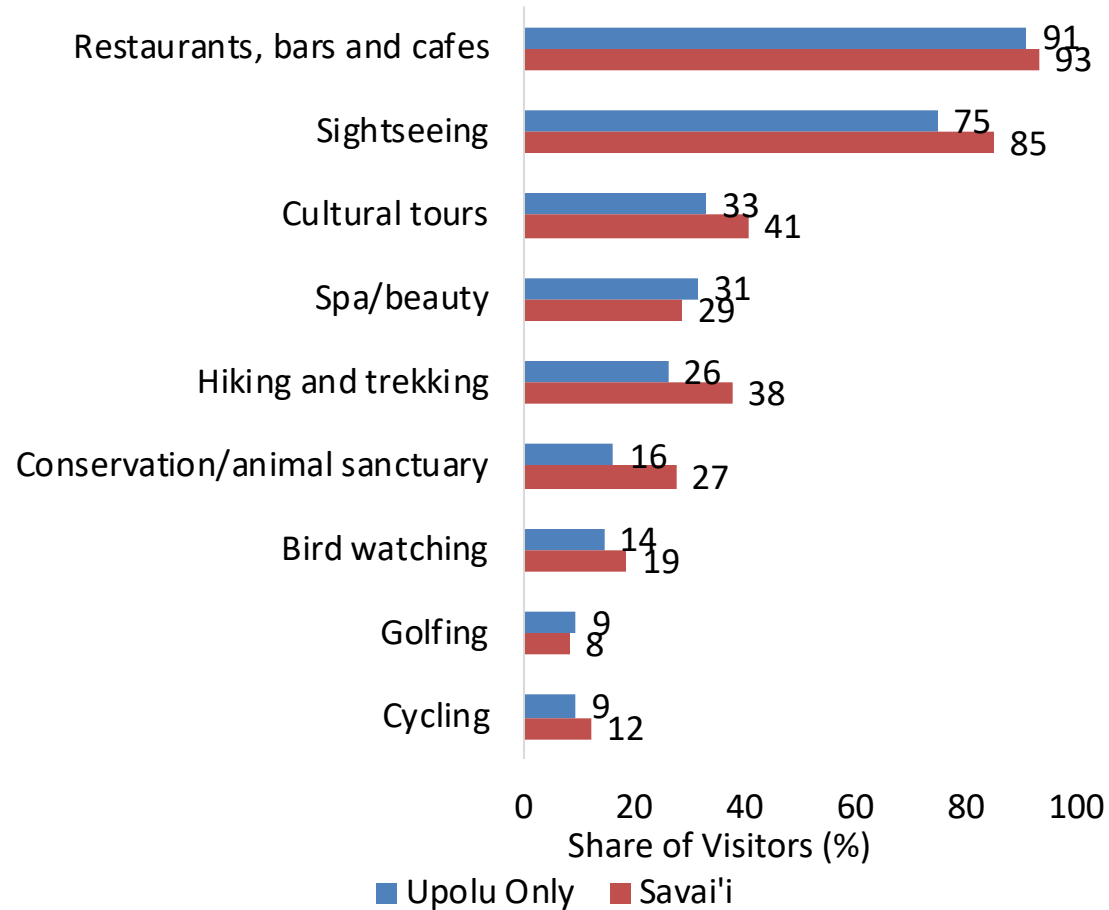


Degree of Satisfaction

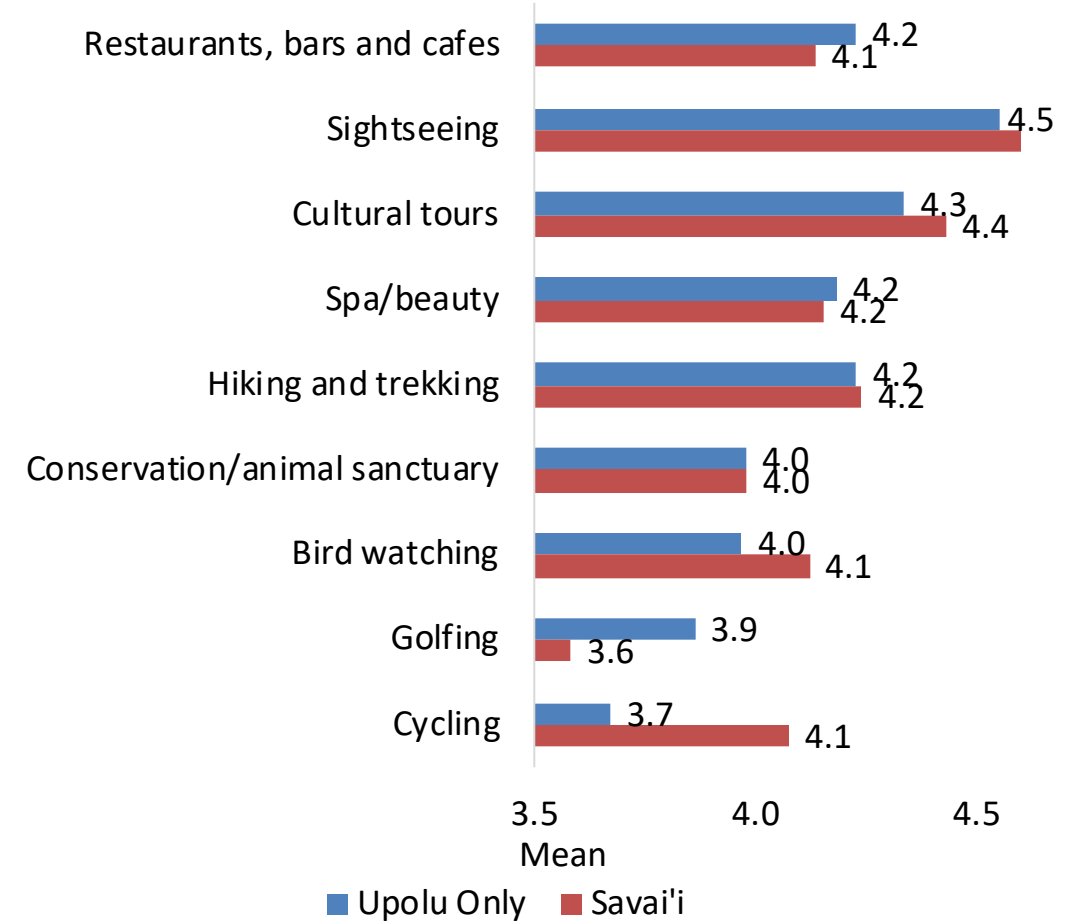


Land-based Activities

Degree of Participation

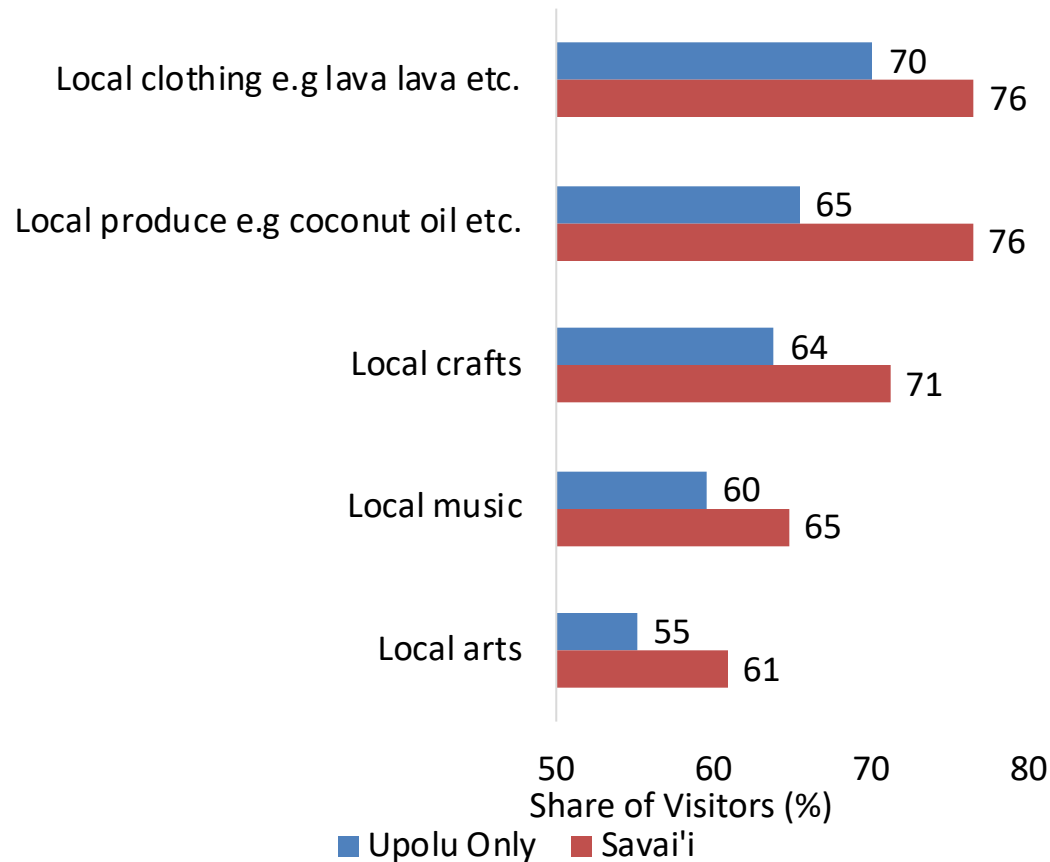


Degree of Satisfaction

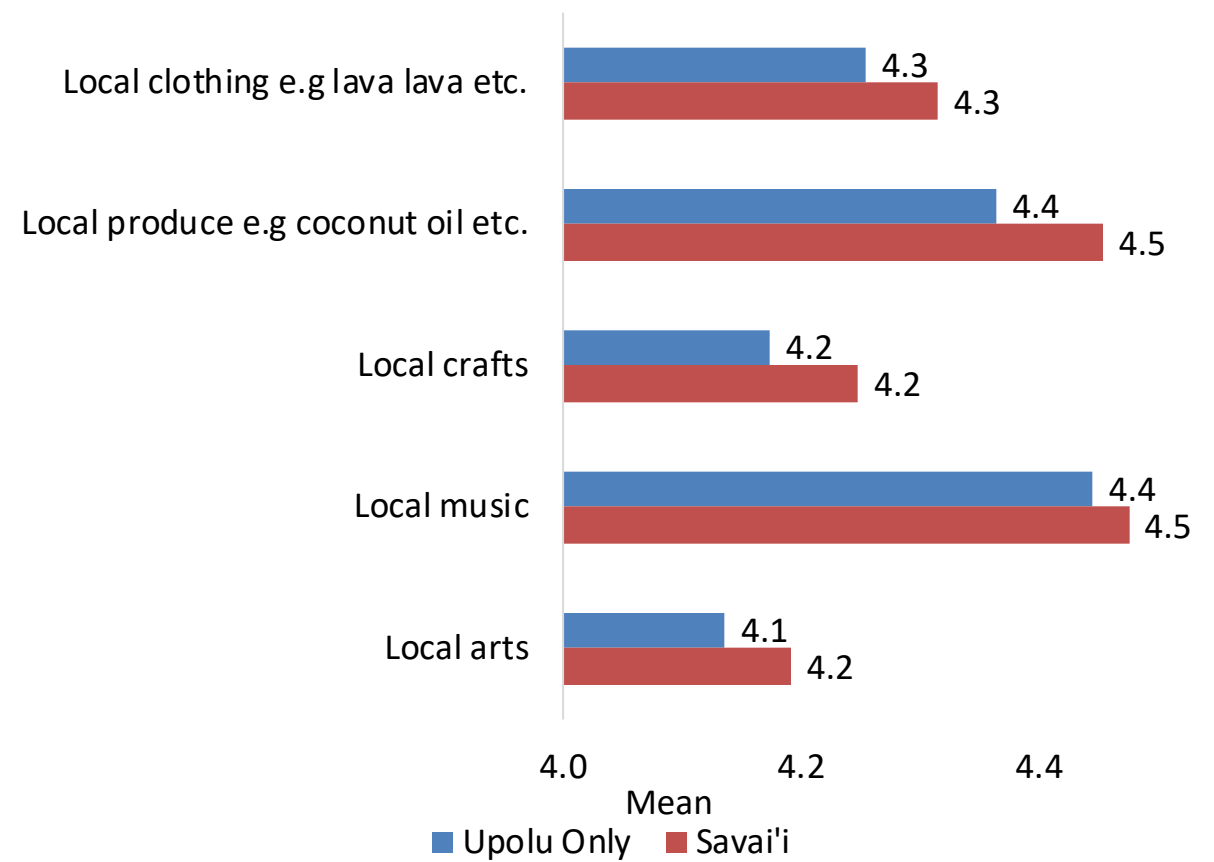


Shopping

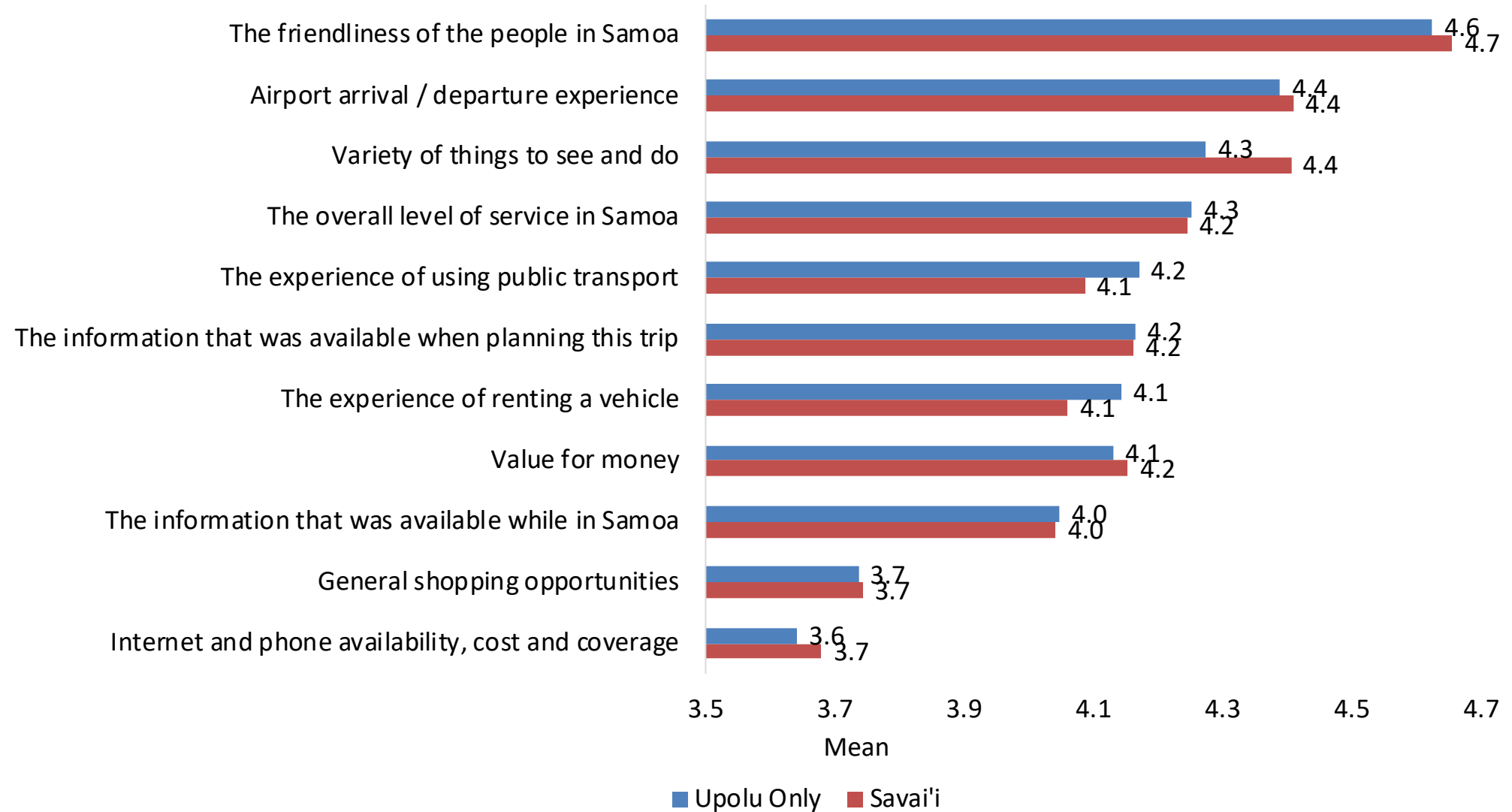
Degree of Participation



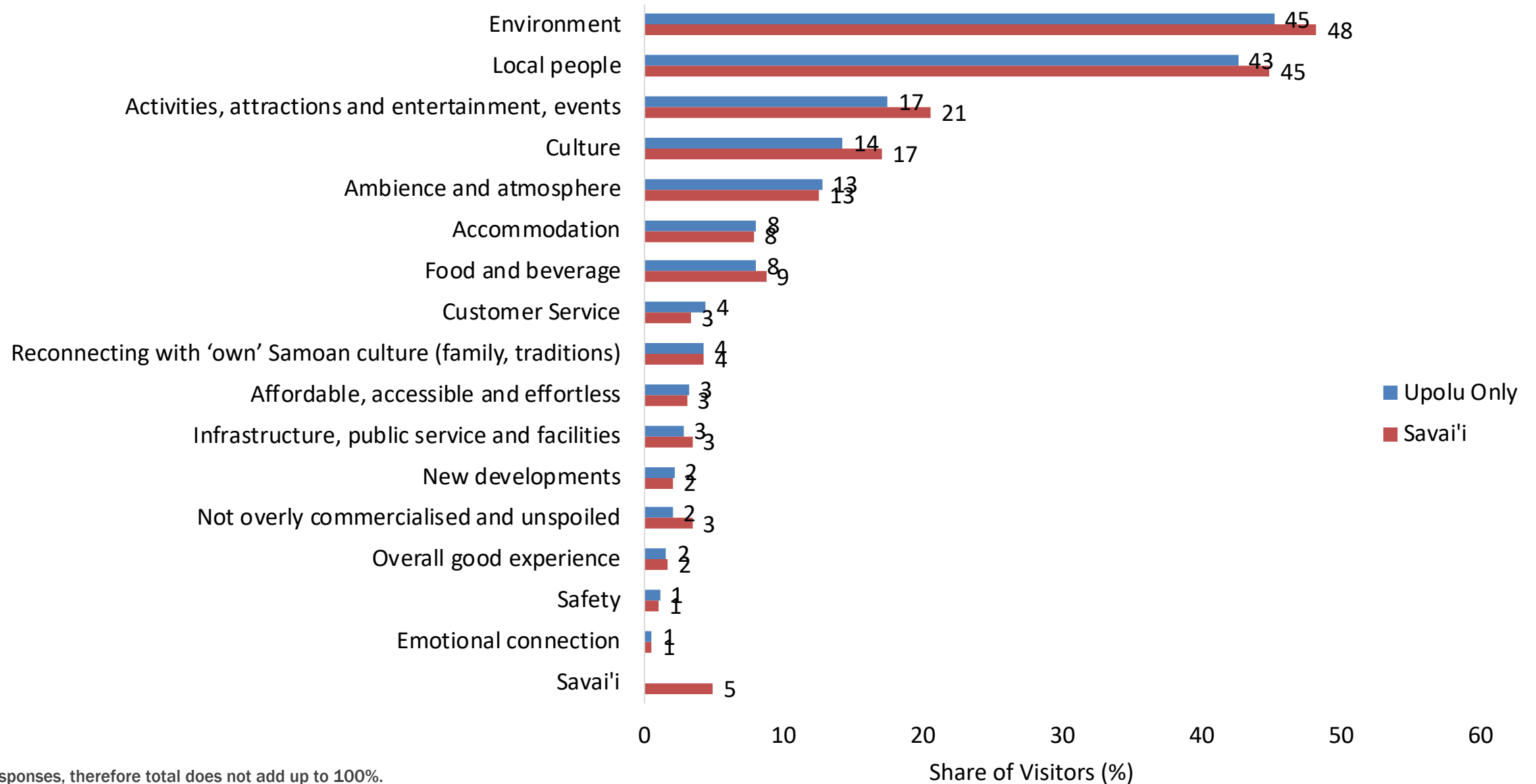
Degree of Satisfaction



Satisfaction with Samoa



Most Appealing Aspects*



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

*: Survey data thus unweighted.

Most Appealing Aspects

Comments - Upolu Only

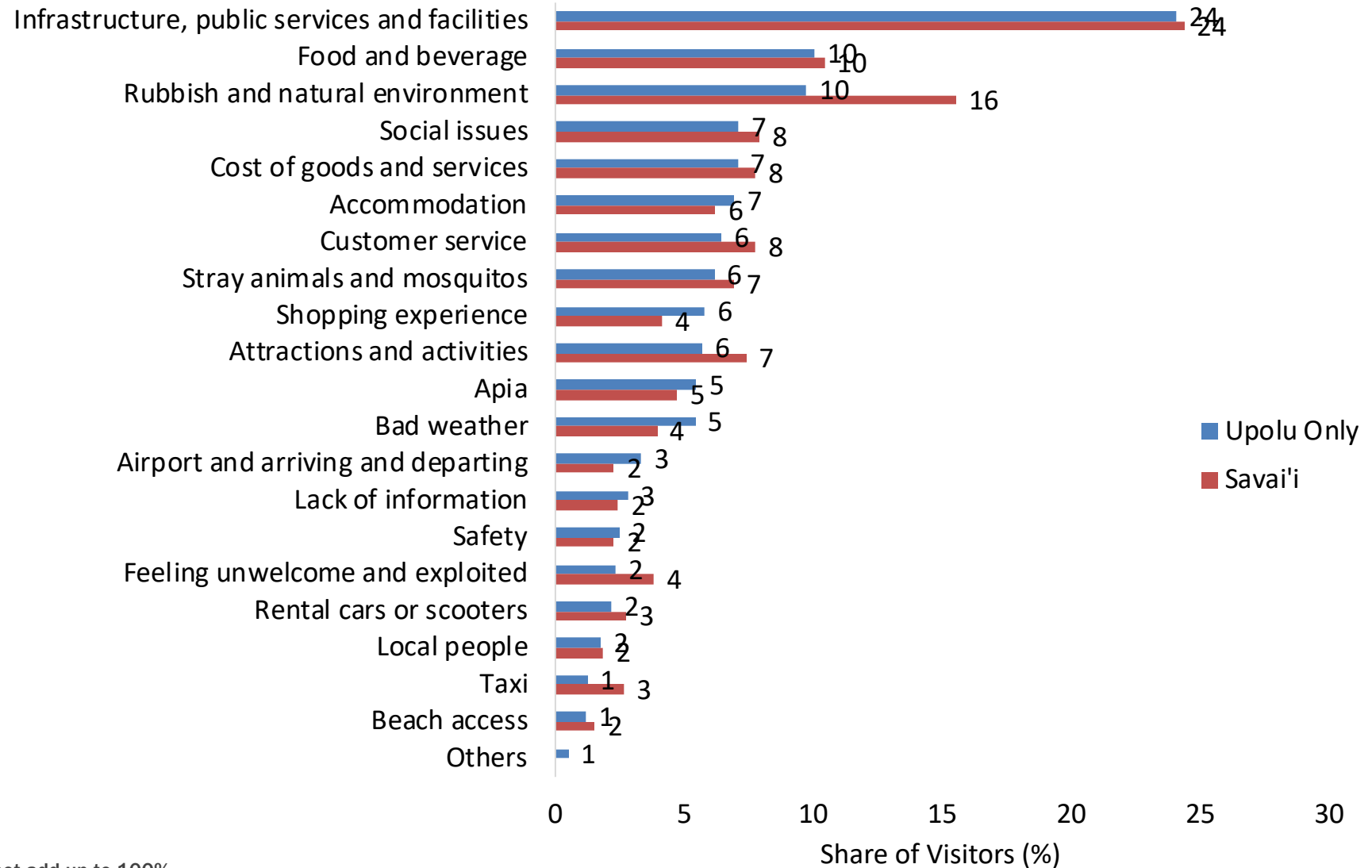
- Trip to the beach in the south east corner of Upolu.
- City of Apia, Upolu so beautiful with big beautiful buildings n Hotels n Resorts n clean beaches around the island.
- Vegetables Fishes and Sea foods enormous abundance around the Island of Upolu.
- Relaxing place to rest and to enjoy seeing the Island of Upolu.
- City of Apia, Upolu so beautiful with big beautiful buildings n Hotels n Resorts n clean beaches around the island.

Most Appealing Aspects

Comments – Savai'i

- The people and beach particularly at Lalamanu and the island of Savai'i.
- Natural remote scenery and villages on Savai'i.
- The scenery in Samoa is always so beautiful, especially in Savai'i!
- I love Savaii, beautiful beaches, people were very friendly. The local food was great.
- Loved the quietness of Savai'i.
- The Tourist Attraction in Savai'i - very well signed, very well priced, with explanation of tourist spot, and people were able to also translate in English.

Least Appealing Aspects*



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Least Appealing Aspects

Comments - Upolu Only

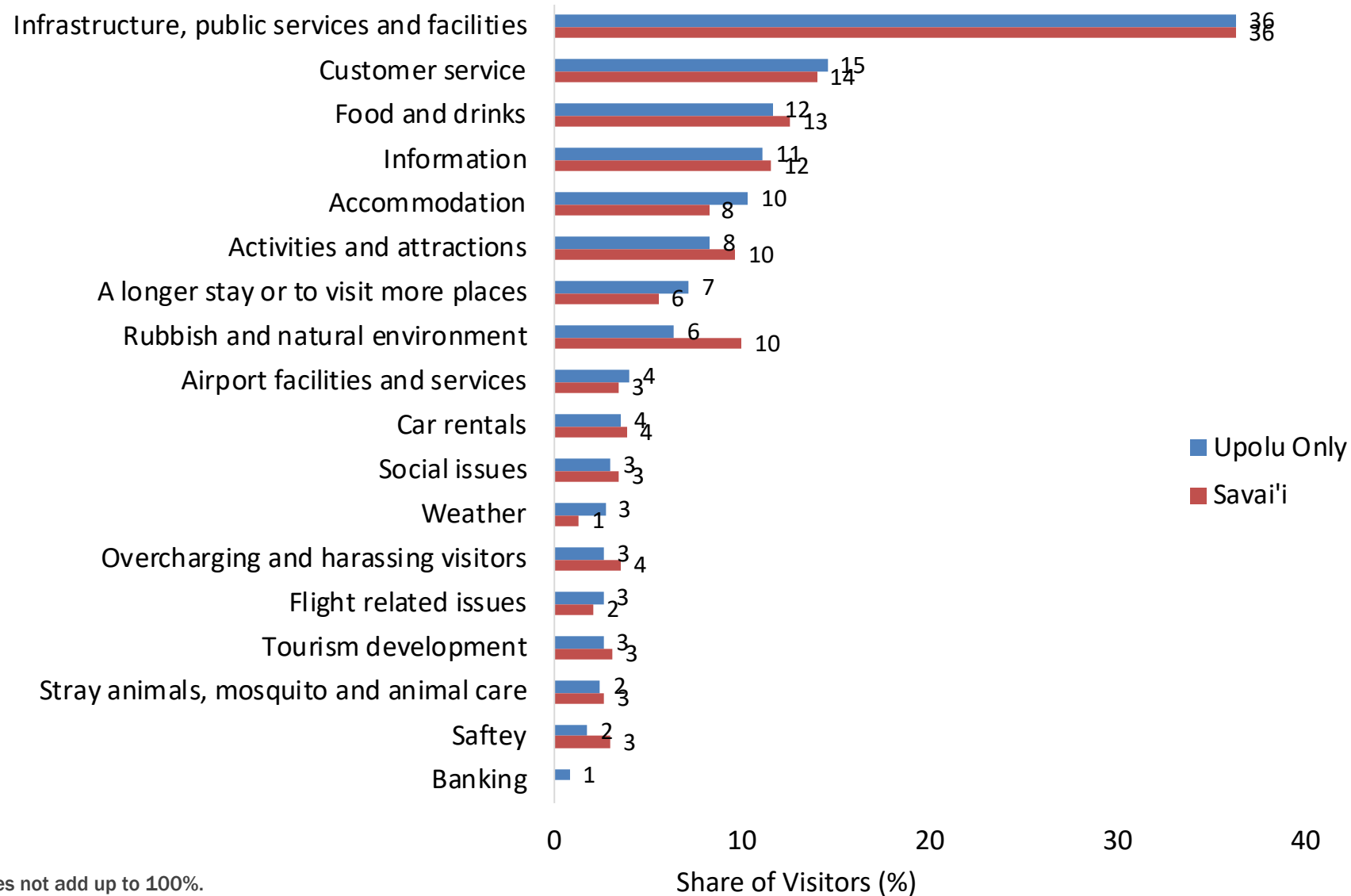
- Quite a bit of rubbish on sides of road when walking in Upolu.
- Snorkelling on Upolu was poor which we were told was due to the tsunami, but this had not been flagged in anything we read before the trip.
- Too many cars but roads are narrow especially in Upolu.
- Roads are still a problem in Upolu. Lots of work needing done to make the roads smoother to drive on.

Least Appealing Aspects

Comments – Savai'i

- Taking the ferry to Savai'i.
- Savaii is now almost litter free, the only particularly bad area is around the wharf and between the wharf and the airport, i.e. the very area where tourists are likely to go!
- Small children begging for money in Savai'i.
- Dark streets, people looking weird and as a complete stranger at you when we were driving around Savai'i island. Sometime we couldn't really figure out if we were accepted.

Improvements*



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

*: Survey data thus unweighted.

Improvement

Comments - Upolu Only

- Better road signage, better directions and signs at Upolu ferry terminal.
- I'd be helpful to have better information on traveling between Upolu and Savai'i via ferry. We were unable to book prior to our trip from California, USA and it was very stressful to figure out how to do it once we got there.
- Mobile connection in the South of Upolu.
- Signage to tourist destinations could be improved on Upolu.

Improvement

Comments – Savai'i

- More ATMs in Savai'i.
- More organised day trip to Savai'i.
- Better system to embark on the ferry from/to Savai'i and vice versa.
- Free access to beaches. More places to stop and eat on Savai'i.
- Improve Samoa Tradition Hotel and clean up the Turtle Sanctuary on Savai'i.
- Easier access to Savai'i on arrival instead of having to stay night in Apia we once travel by plane.

Future intentions



Return

| | |
|------------|------------------|
| Upolu Only | 91% would return |
| Savai'i | 91% would return |



Recommendation

| | |
|------------|---------------------|
| Upolu Only | 94% would recommend |
| Savai'i | 96% would recommend |



Thank You!

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