

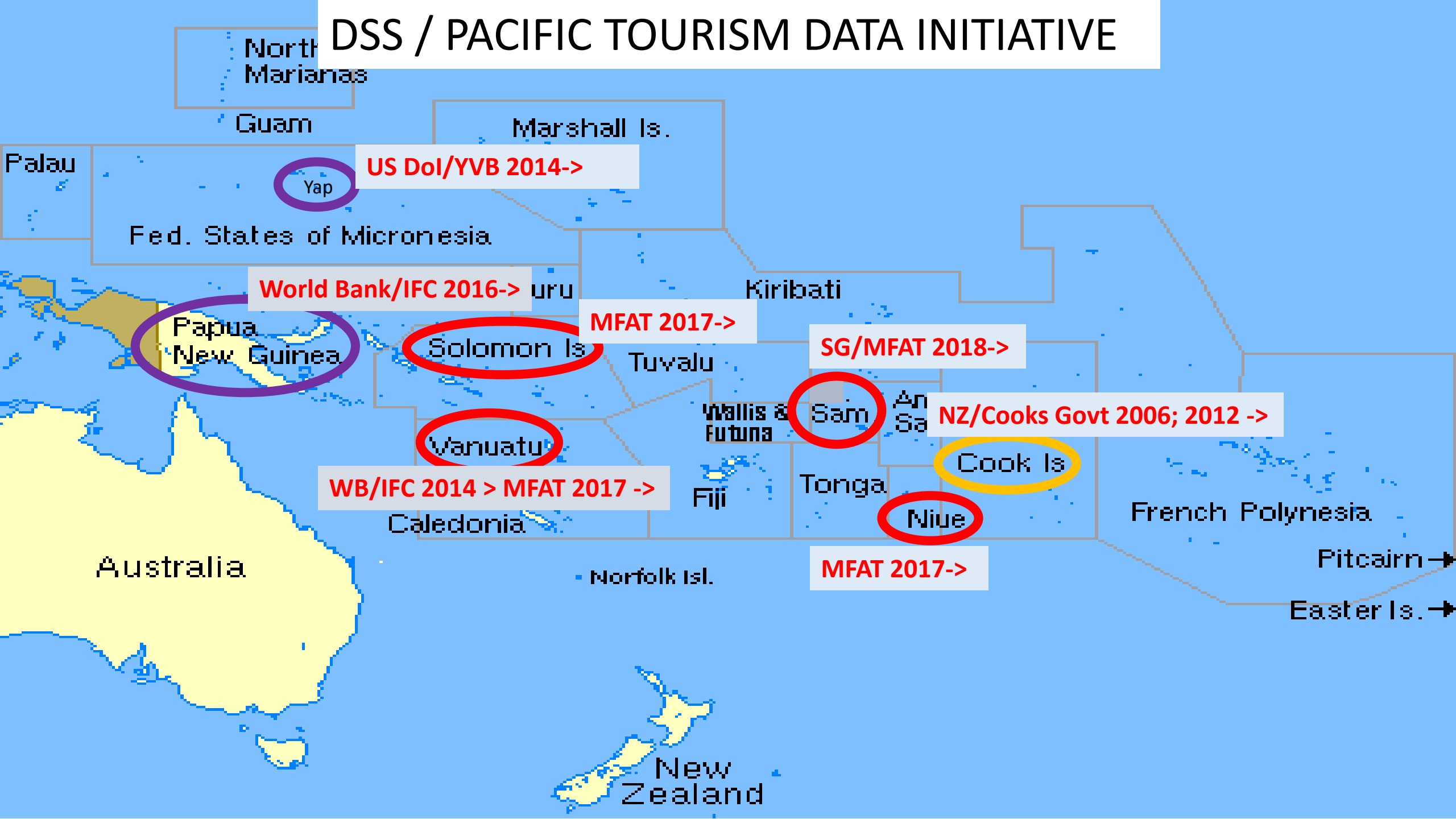


Samoa Tourism Industry Business Confidence Index

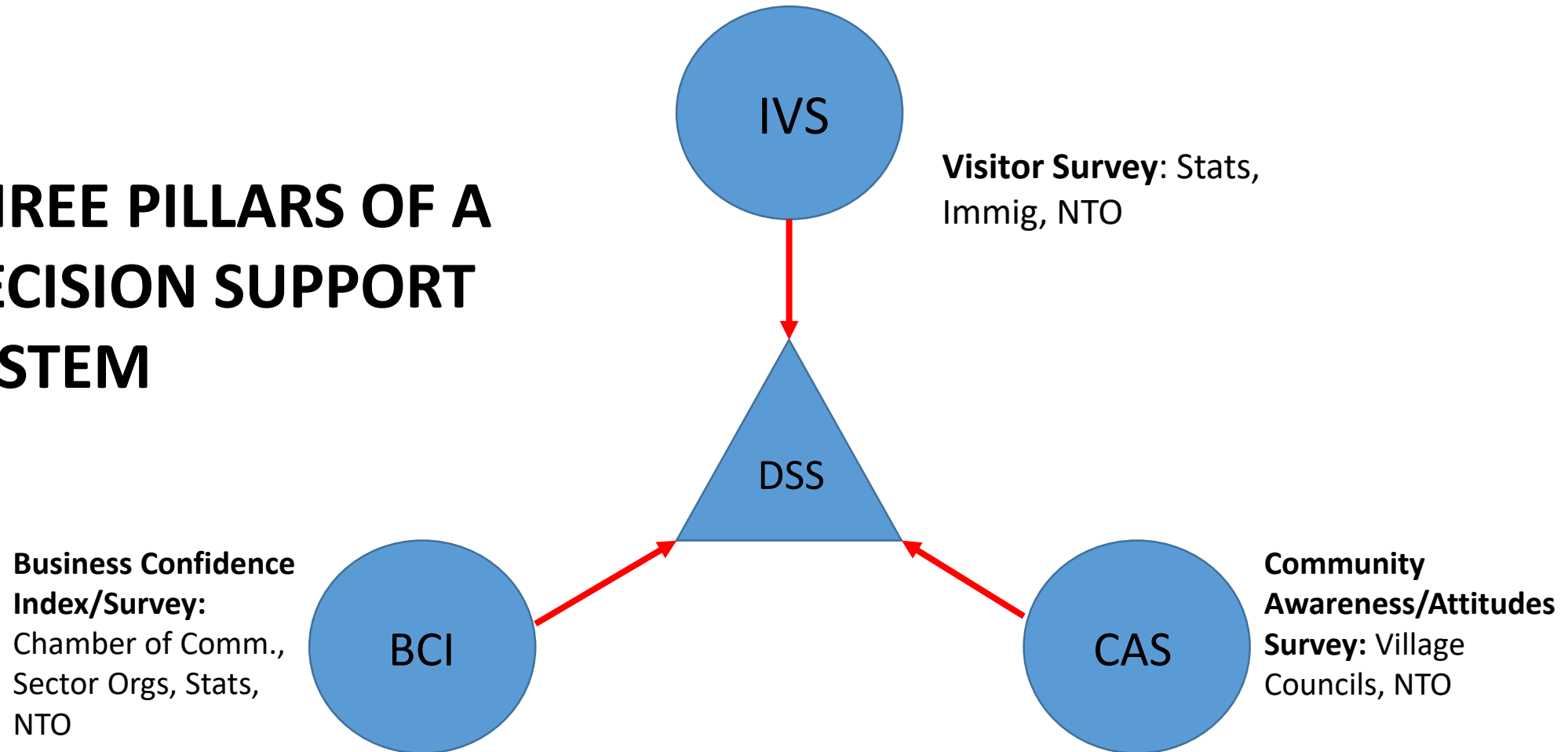
Implementation and Training Workshop
Samoa Tourism Authority, Apia ,July 30 2019



DSS / PACIFIC TOURISM DATA INITIATIVE



THREE PILLARS OF A DECISION SUPPORT SYSTEM





Samoa Tourism Business Confidence Index

Information for participants

Talofa,

Thank you for agreeing to take part in this important research designed to provide a better understanding of the tourism business environment of Samoa. By completing the survey, you will help identify what local tourism businesses feel about the current and future competitive climate facing Samoa and provide input on what can be done to improve and support tourism business performance. All answers are confidential and can in no way be linked to your personal details.

We invite all businesses to complete the survey, regardless of sector or size. This survey will take approximately 10 - 15 minutes to complete.

The research is funded by the New Zealand Ministry of Foreign Affairs and Trade (Pacific Tourism Data Initiative) and is conducted by the New Zealand Tourism Research Institute at Auckland University of Technology.

Please complete the survey within the next 2 weeks if possible. To thank you for your participation, you can go into the draw to WIN NZ\$250 cash prize. Enter by completing the prize draw section at the end of the survey.

[Take the survey](#)

Participation is entirely voluntary. By taking the survey you are giving consent to be part of this research.

Aggregated results of this research may be used in reports. A summary of the results of this research will be available in 2019.

ABOUT YOU AND YOUR BUSINESS

As a business operating in the tourism sector in Samoa, this is a chance to share your views about how the industry is developing. The survey will help to develop policies and initiatives aimed at strengthening and supporting the tourism sector in Samoa.

The research is supported by the Ministry of Foreign Affairs and Trade (MFAT) of New Zealand, via the Pacific Tourism Data Initiative.

Participation is voluntary. To thank you for your time, at the end of the survey you are welcome to go into the prize draw to win NZD 250.

Please note the information you give below is confidential and cannot be linked to your business in any way.

>>


1. Which of the following best describes you?

- ☐ Samoan
 - ☐ Samoan born overseas
 - ☐ Non-Samoan with citizenship
 - ☐ Non-Samoan with permanent residency
 - ☐ Non-Samoan with temporary residency
 - ☐ Contract worker
 - ☐ Other (please specify)
-

2. Where do you spend the majority of your time?

- ☐ Samoa
- ☐ Overseas

3. How long has your business been operating in Samoa?



4. What is your role in this business?


☐ Owner

☐ Manager

☐ Owner/Operator

☐ Other (please specify)

5. How long have you been in this role?



6. What is your gender?

☐ Female

☐ Male

7. What is the main focus of this tourism business? (select one only)

- ☐ Accommodation provider (e.g. hotels, motels, resorts)
- ☐ Visitor activities and tours (e.g. museums, fishing tours, scuba diving)
- ☐ Food and beverage services (e.g. restaurant, café, bar)
- ☐ Transport (e.g. bus, car rental, bike rental, ferry, cruise ships)
- ☐ Retail (e.g. shopping, handicraft sales)
- ☐ Other (please specify)

If select Accommodation:

7.1 Please indicate which of the following best describes the main focus of your business (tick one only):

- ☐ Hotel
- ☐ Resort
- ☐ Motel
- ☐ Budget accommodation
- ☐ Eco lodge
- ☐ Tourist bungalow
- ☐ Serviced apartments
- ☐ Homestay
- ☐ Guest houses/Island hosts/Bed and Breakfast
- ☐ AirBnB
- ☐ Beach fale
- ☐ Villas
- ☐ Self-contained Unites
- ☐ Other (please specify)

If select Visitor Activities and Tours:

7.2 Please indicate which of the following best describes the main focus of your business (tick one only):

- ☐ Tour operator -- land based activities
- ☐ Tour operator -- water based activities
- ☐ Travel agent

If select Food and Beverage:

7.3 Please indicate which of the following best describes the main focus of your business (tick one only):

☐ Restaurant

☐ Cafe

☐ Bar

☐ Other (please specify)

If select Transport:

7.4 Please indicate which of the following best describes the main focus of your business (tick one only):

- ☐ Rental cars
- ☐ Rental bicycles
- ☐ Bus
- ☐ Taxi
- ☐ Ferry
- ☐ Cruise ships/yacht tender
- ☐ Water taxi
- ☐ Airline/air services
- ☐ Airport shuttles and transfers
- ☐ Other (please specify)

If select Retail:

7.5 Please indicate which of the following best describes the main focus of your business (tick one only):

☐ Souvenirs (e.g. carving, handicrafts)

☐ Clothing

☐ Food/groceries

☐ Other (please specify)

8. Does this business have a secondary focus? (For example, the main business is a hotel with the secondary focus of bicycle rental/tours)

☐ Yes

☐ No

If select Yes:

8.1 Please indicate which of the following best describes the secondary focus of this business - if any (select as many as apply):

☐ Accommodation provider (e.g. hotels, motels, resorts)

☐ Visitor activities and tours (e.g. museums, fishing tours, scuba diving)

☐ Food and beverage services (e.g. restaurant, café, bar)

☐ Transport (e.g. bus, car rental, bike rental, ferry, cruise ships)

☐ Retail (e.g. shopping, handicraft sales)

☐ Equipment rental (diving, sporting gear etc)

☐ Other (please specify)

9. Does this business operate all year round?

☐ Yes

☐ No

10. Where is this business located?

☐ Apia Urban Area

☐ Upolu (other than Apia)

☐ Savaii

☐ Apolima

☐ Manono

☐ Other (please specify)

11. Does this business have a head office located overseas?

☐ Yes

☐ No

STAFFING

12. Please indicate below how many full and part time staff (including yourself) are employed in this business:

	Samoan male	Non-Samoan male	Samoan female	Non-Samoan female
Full time (30+hours/week) - High season	<div><div></div><div>▼</div></div>	<div><div></div><div>▼</div></div>	<div><div></div><div>▼</div></div>	<div><div></div><div>▼</div></div>
Full time (30+hours/week) - Low season	<div><div></div><div>▼</div></div>	<div><div></div><div>▼</div></div>	<div><div></div><div>▼</div></div>	<div><div></div><div>▼</div></div>
Part time (less than 30 hours/week) - High season	<div><div></div><div>▼</div></div>	<div><div></div><div>▼</div></div>	<div><div></div><div>▼</div></div>	<div><div></div><div>▼</div></div>
Part time (less than 30 hours/week) - Low season	<div><div></div><div>▼</div></div>	<div><div></div><div>▼</div></div>	<div><div></div><div>▼</div></div>	<div><div></div><div>▼</div></div>

13. Do you have any problems finding staff? (please comment)

☐ Yes

☐ No

14. Does this business have any training needs?

☐ Yes

☐ No

If select Yes:

14.1 What type of training is needed?

15. Is this business a member of any industry organisations? E.g. Samoa Hotel Association, Samoa Chamber of Commerce and Industry.

☐ Yes

☐ No

If select Yes:

15.1 Which of the following industry organisations does this business belong to?

☐ Samoa Hotel Association

☐ Samoa Chamber of Commerce and Industry

☐ Savaii Samoa Tourism Association

☐ Aleipata Tourism Alliance

☐ Other (please specify)

[illegible]

17. What do you see as being the major challenges facing this business in the next five years?

18. What do you see as being the major opportunities for this business in the next five years?

19. How do you see this business developing in the next five years?

21. How important do you believe each of the following is for Samoa, where 1 = very unimportant, and 5 = very important:

[illegible]

REVENUE, COST AND LINKAGES

Information about how this business links to and impacts on the Samoan economy is vital to help us understand the true value that tourism brings to the nation. Please be assured that all responses are confidential. Any reporting will only feature industry-wide figures.

22. What was the approximate annual turnover of this business in the last financial year? (Sales before Tax)



23. Please provide an approximate percentage breakdown of your annual business expenses (Please ensure that these three percentages add up to 100)

Labour (wages and salaries)	<input type="text" value="0"/>
Cost of goods sold	<input type="text" value="0"/>
Other expenses (e.g. rent, power, phone, consumables)	<input type="text" value="0"/>
Total	<input type="text" value="0"/>

24. Approximately what percentage of your non-labour expenses do you spend annually on products and services supplied by local businesses?

25. If you would like to share any other comments about your business, the local economy etc, please do so below.

Thank you for participating in the survey.

Go into the draw to **WIN \$250 NZD.**

If you would like to enter the draw, please provide your name, email address and click the Submit button below.
The prize winner will be contacted via email.

Your contact details used for this draw cannot be matched to your answers in the survey.

Name

Email Address



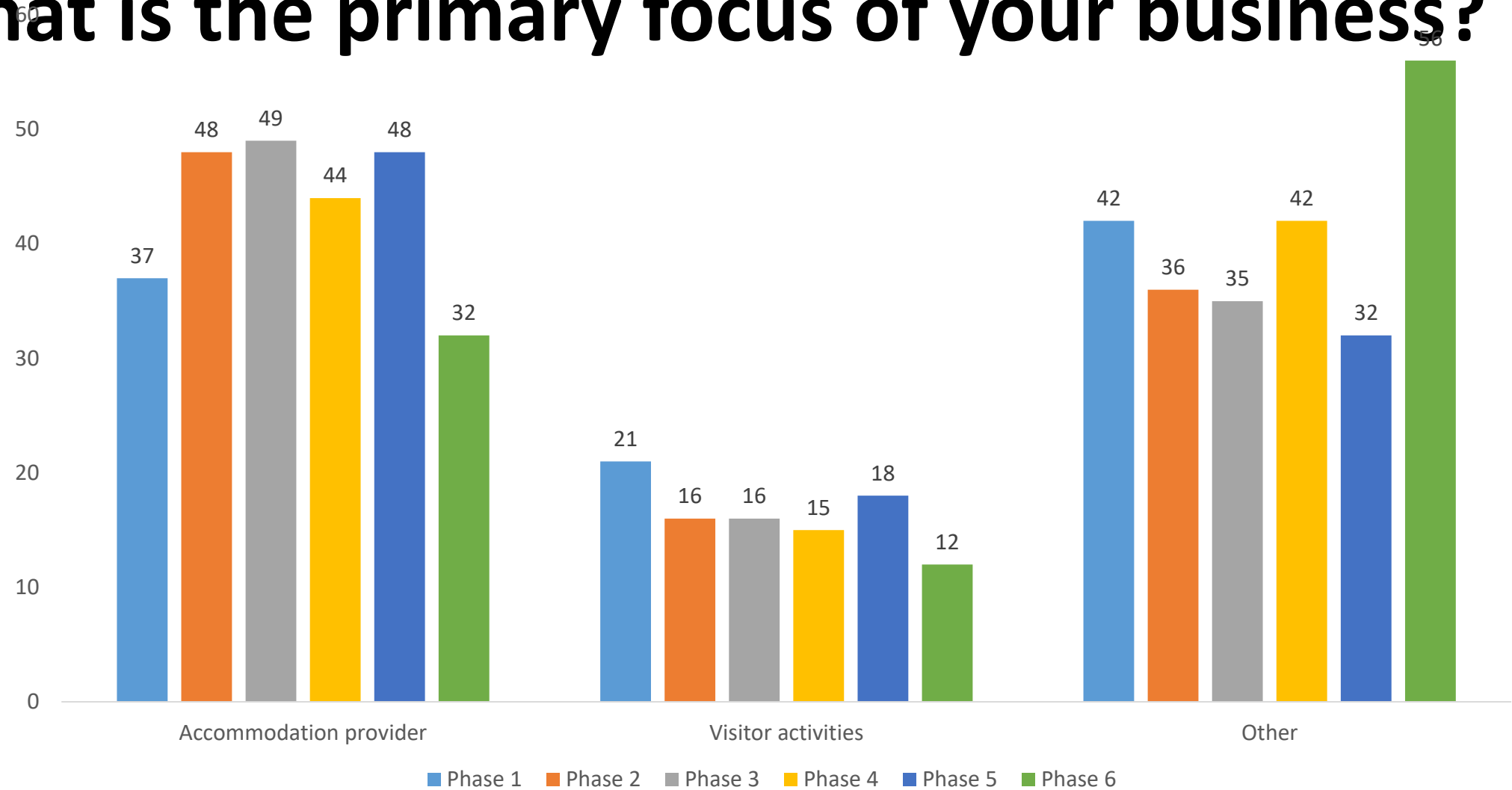
Business Confidence Index Survey



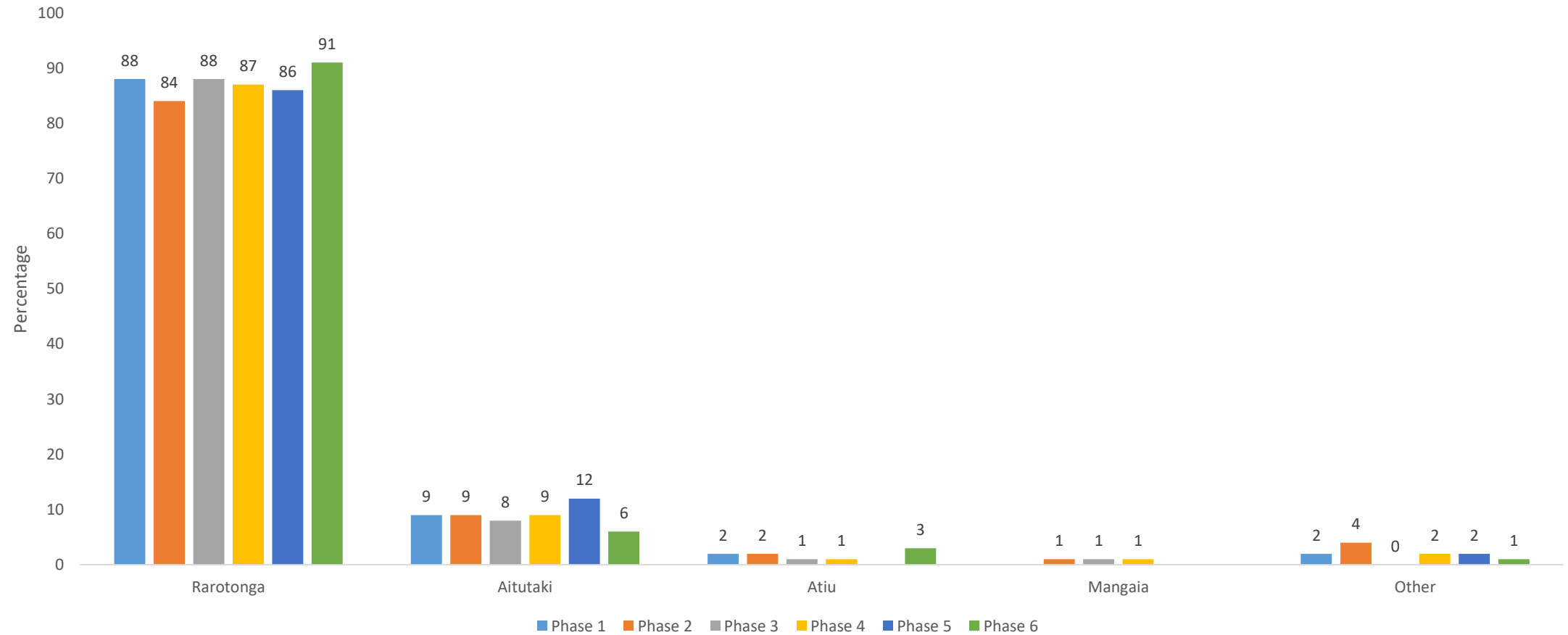
Respondents across six phases

	Phase 1 (round 1 of 2016)	Phase 2 (round 2 of 2016)	Phase 3 (round 1 of 2017)	Phase 4 (round 2 of 2017)	Phase 5 (round 1 of 2018)	Phase 6 (round 2 of 2018)
Number of responses	128	124	97	106	84	113
Conversion rate	41%	40%	31%	34%	27%	36%
Had participated the survey previously		37%	58%	57%	58%	52%

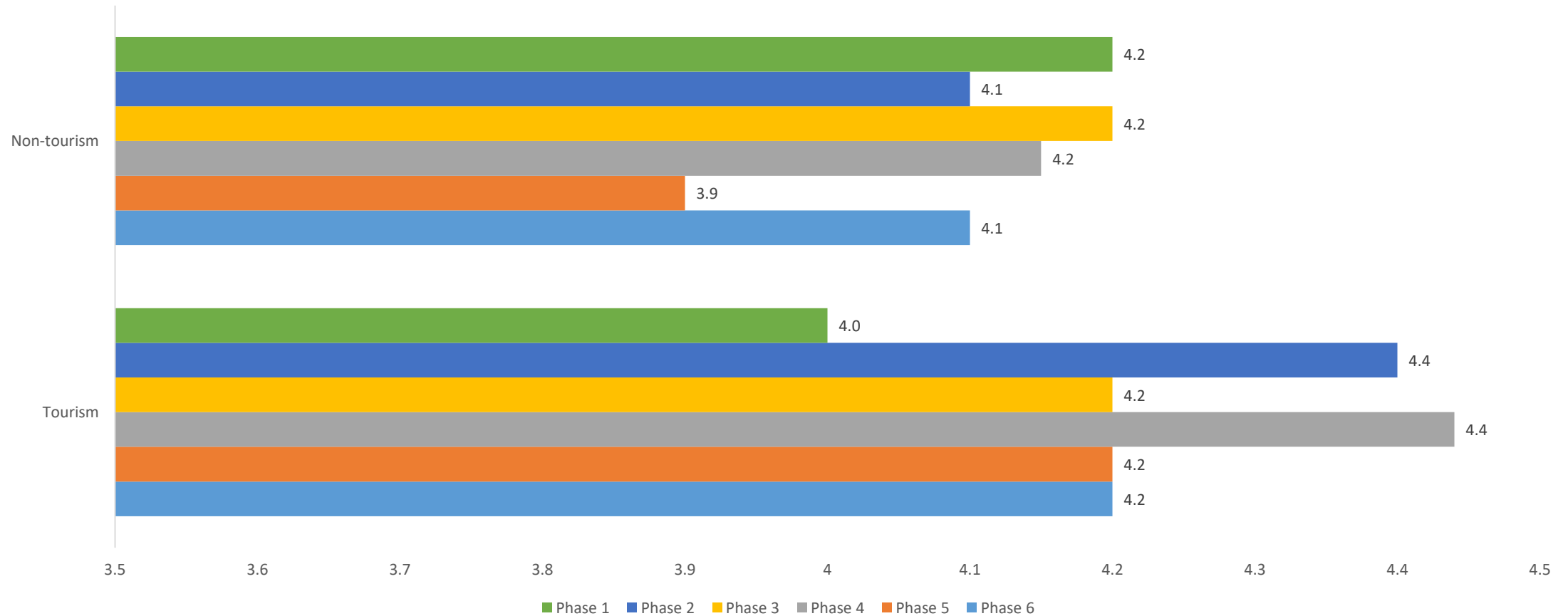
What is the primary focus of your business?



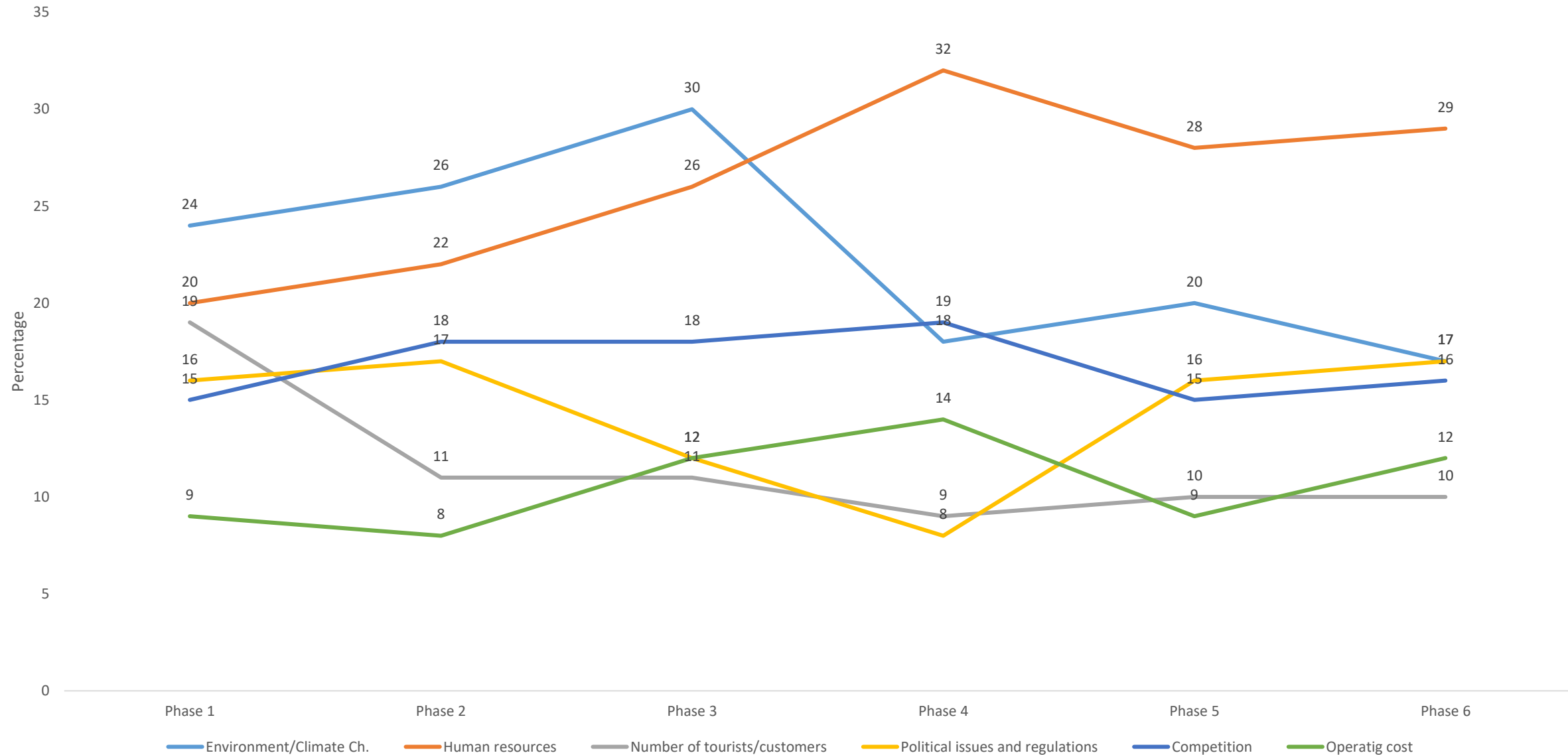
Location of primary business



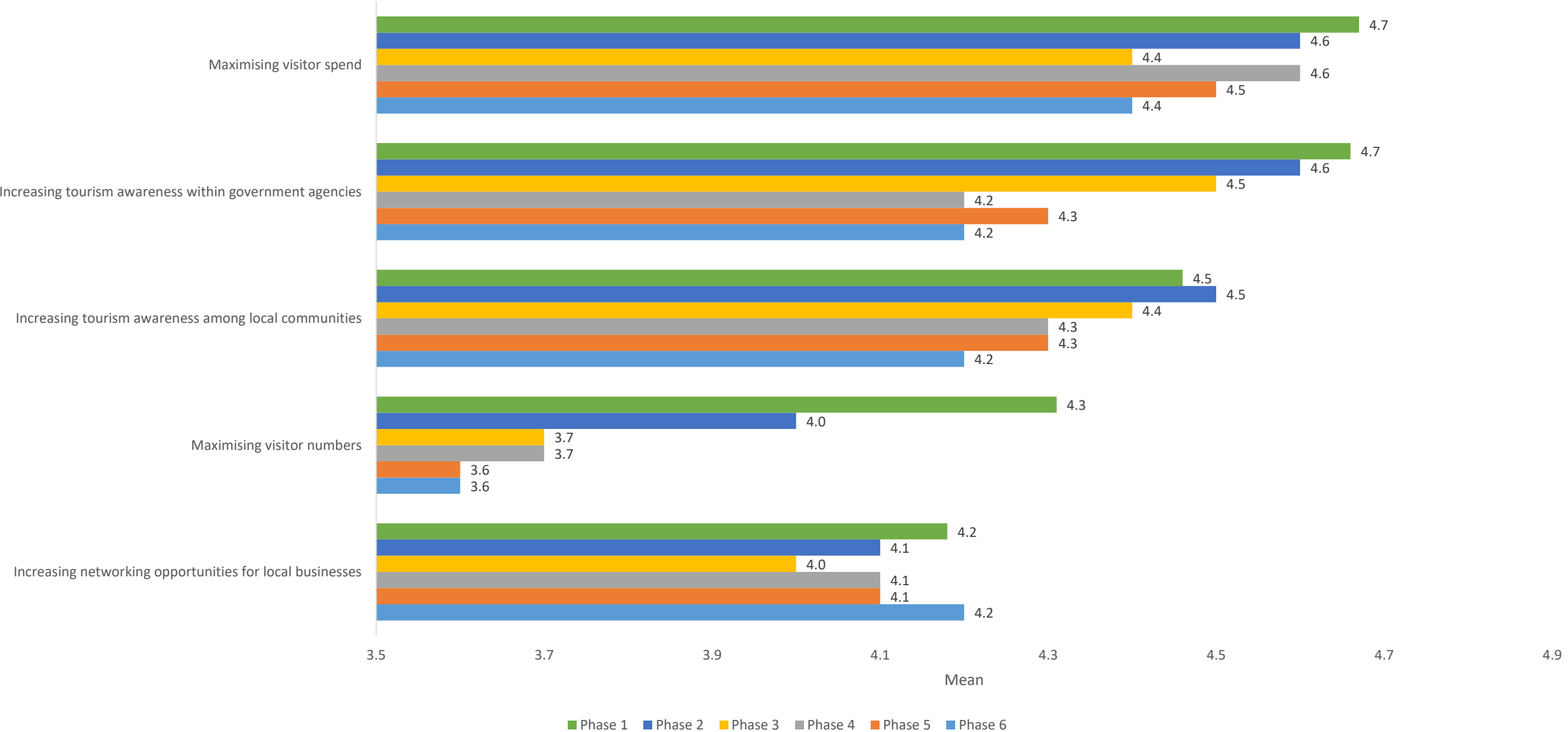
I am confident my business will do well in the coming year



The major challenges in next five years?



How important are the following to the Cook Islands?

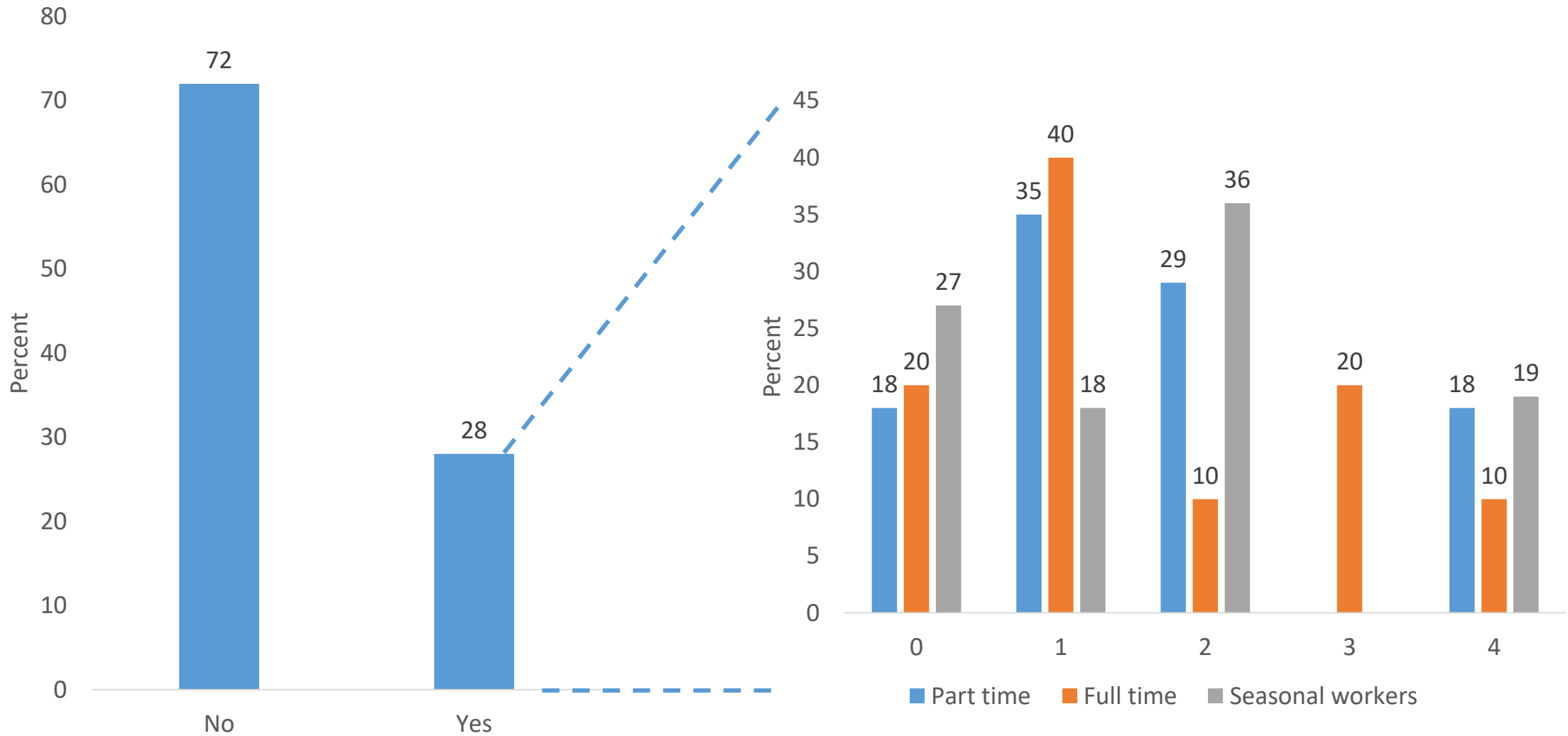


Niue Business Confidence Index Research

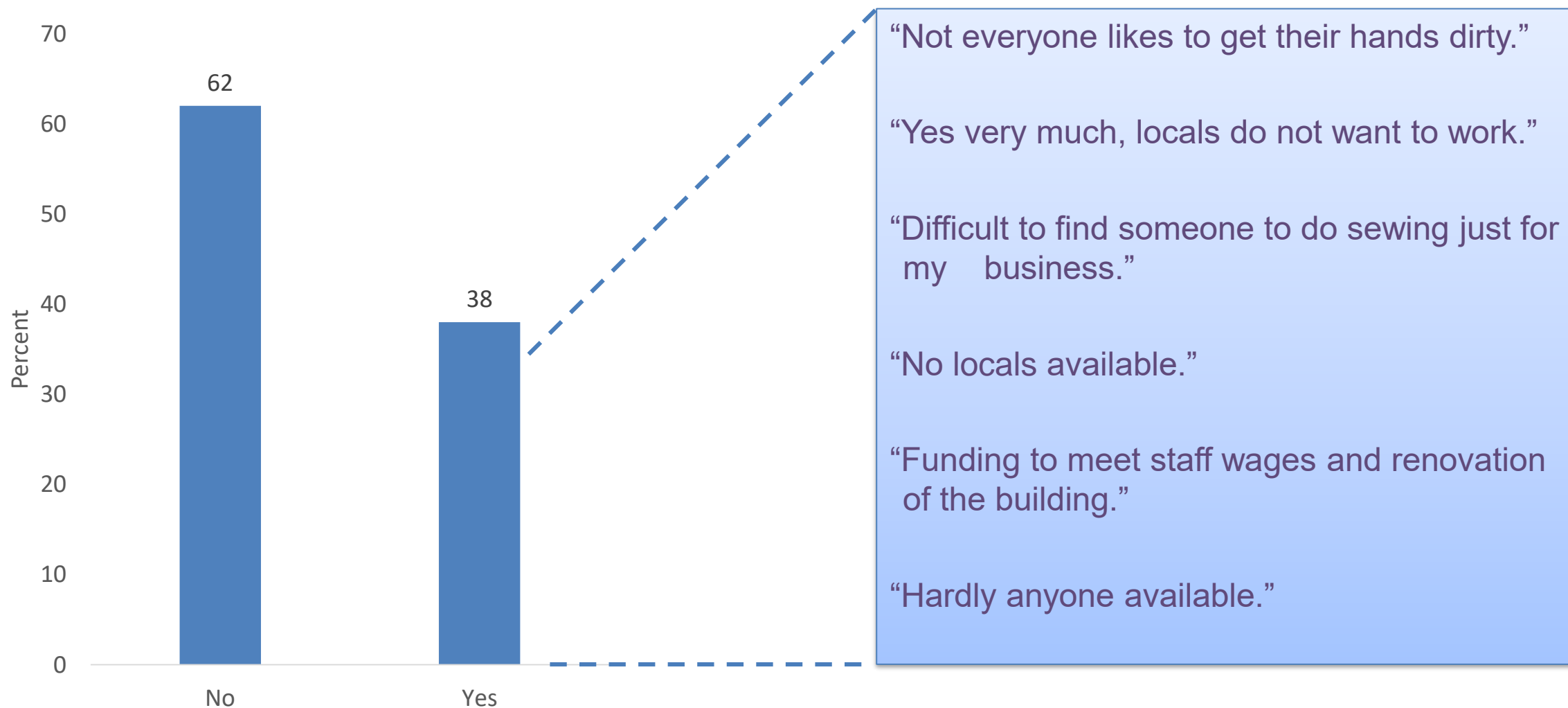


AUT

Are you looking to hire additional staff in the next 12 months?



Do you have any problems finding staff



Major challenges for the business in next five years

Theme	Share of respondents
Staff	27%
Competition	21%
Increasing cost	19%
Infrastructure	18%
Government policy	15%
Investment and financial issues	10%
Business growth	8%
Natural disasters	6%
Climate and weather	3%

“Finding staff, increasing cost of purchases, infrastructure - particularly power outages which cost businesses a lot of money.”

“More businesses in operation, offering similar goods means competition is high.”

“Infrastructure not being upgraded or at least progressively upgraded (Water/Power/Roads).”

“Major challenges would be the client not able to adhere to a savings plans for a deposit to get a loan at the local bank and to utilize my service. Also the increasing cost to build a home or an investment property on the Island with NCT & freight costs.”

“The weak focus of government from policy to regulation level on waste management and their linking partnerships with NGOs, CSOs and the private sector.”

* Respondents could give more than one answer, so total does not add up to 100%.



Thank You!

Team Leader: Simon Milne

Email: simon.milne@aut.ac.nz

Web: <http://www.nztri.org/>

Key contributions: Mindy Sun, Jin Yi