

# Visitor Perspectives on the Apia Waterfront

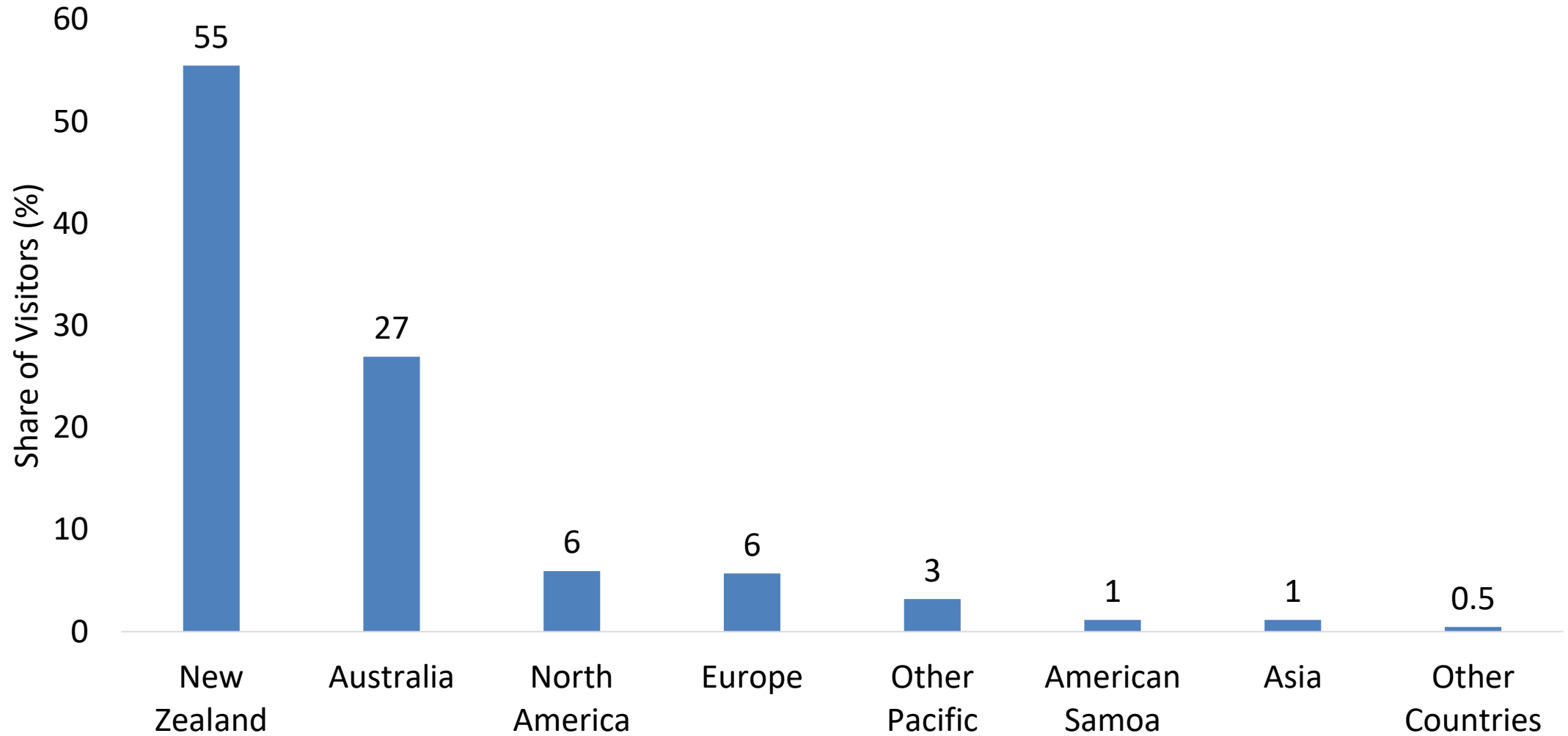
## Samoa International Visitor Survey Jan-Mar 2020



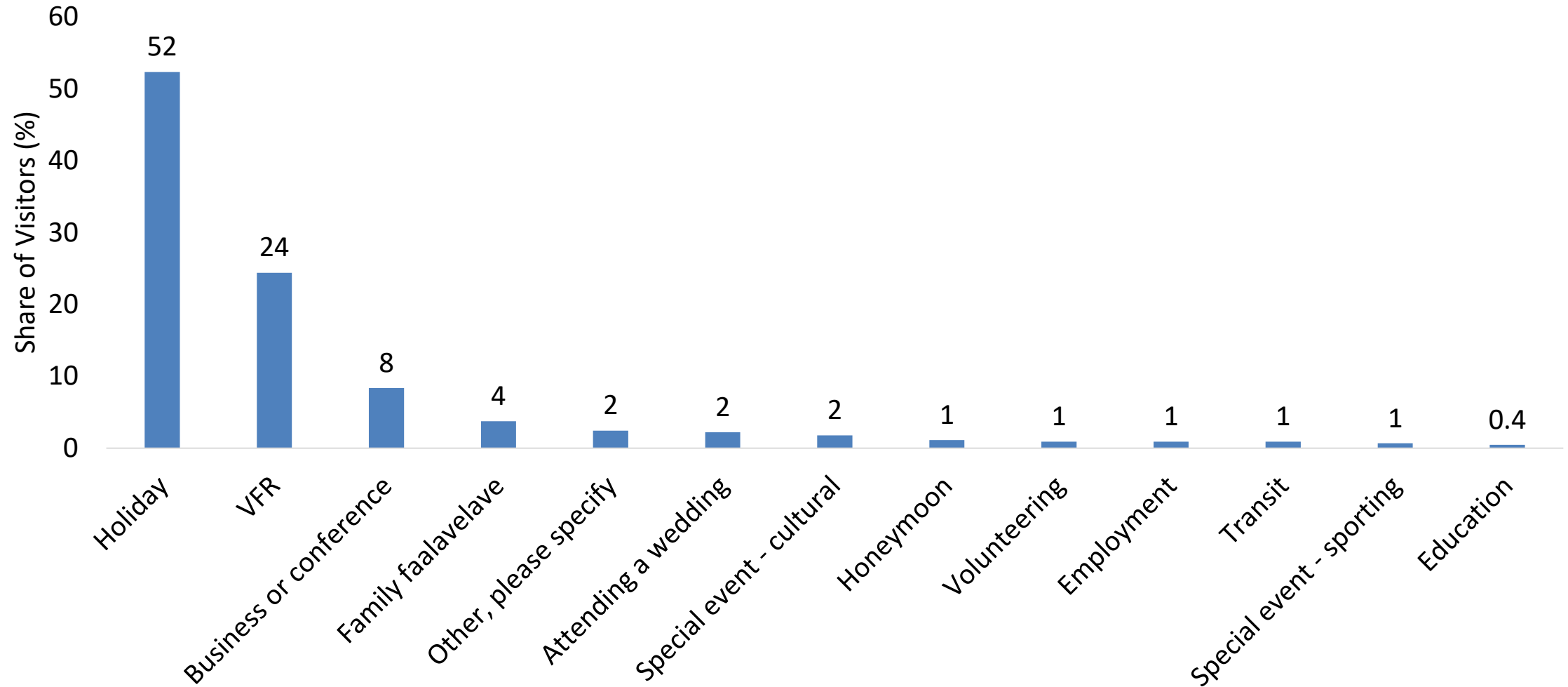
# Summary of Approach

- Apia Waterfront questions were inserted into the International Visitor Survey from January 2020. The goal is to provide a time series of insights into visitor perceptions of the waterfront development in Apia.
- During the period January – March 2020 507 IVS respondents (65% of total) indicated they had visited Apia. Of this group 457 respondents (90%) stated they had visited the Apia Waterfront area. The 457 respondents were then asked a series of additional questions which form the focus of this short report.

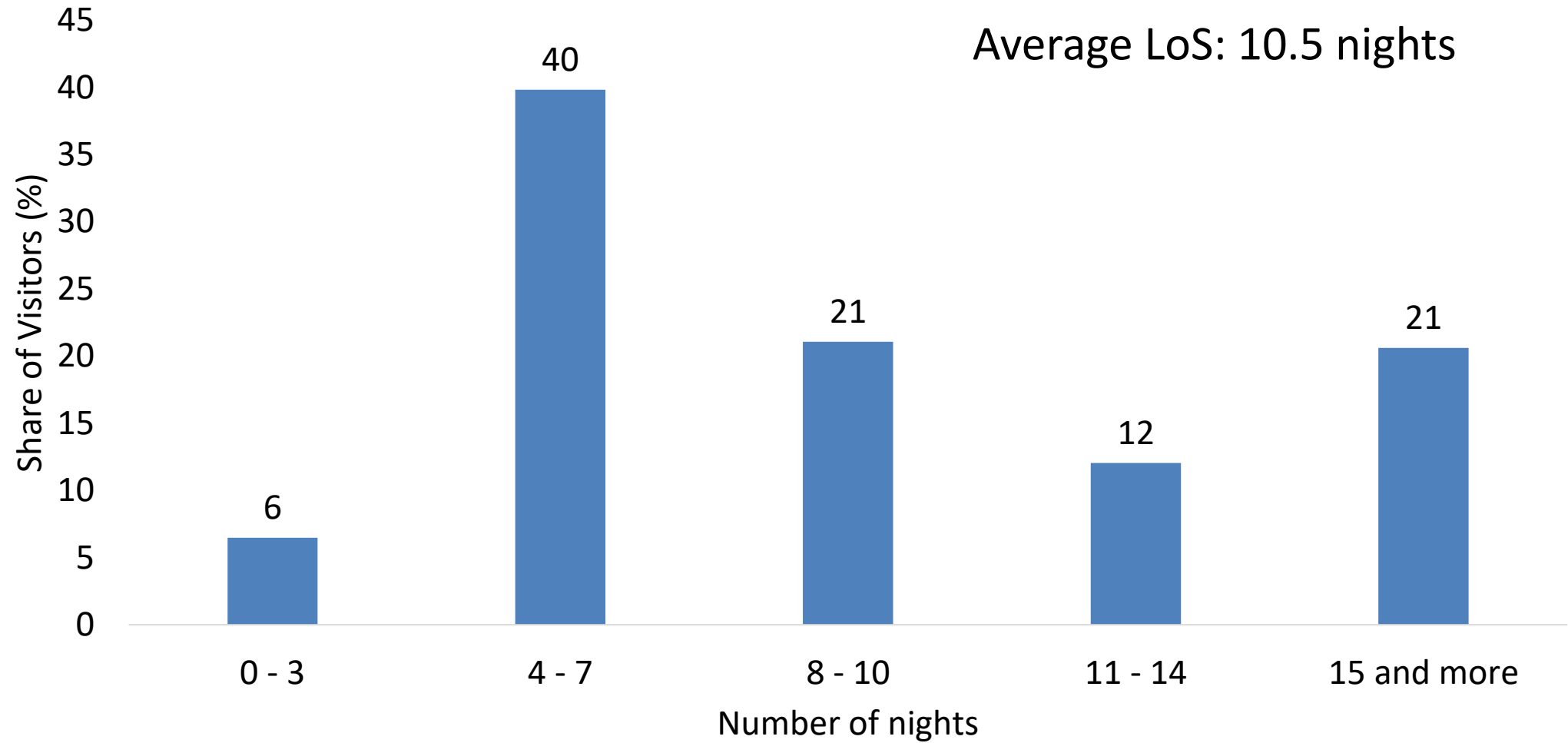
# Where do you live?



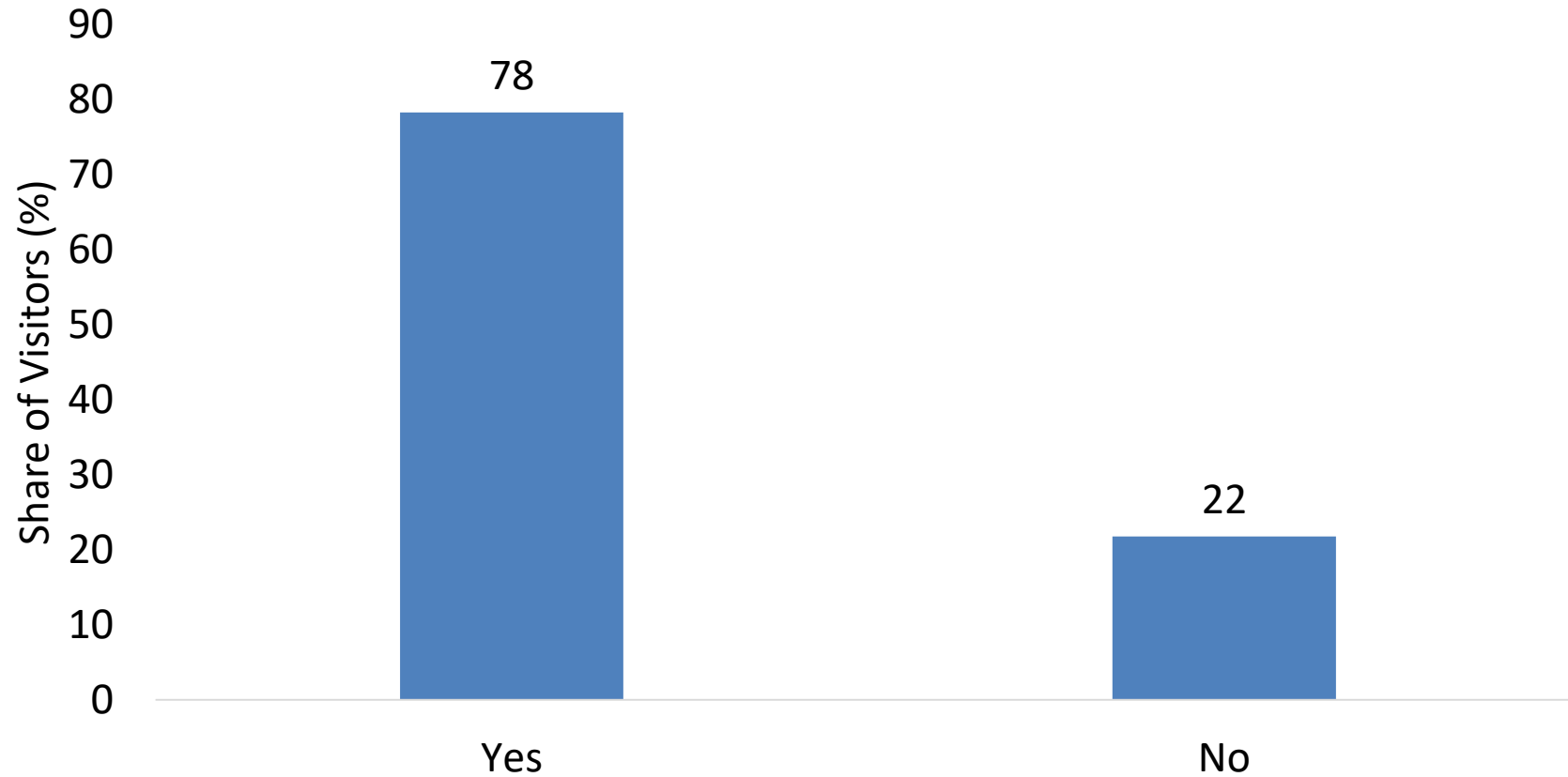
# Purpose of visit to Samoa



# Length of stay in Samoa

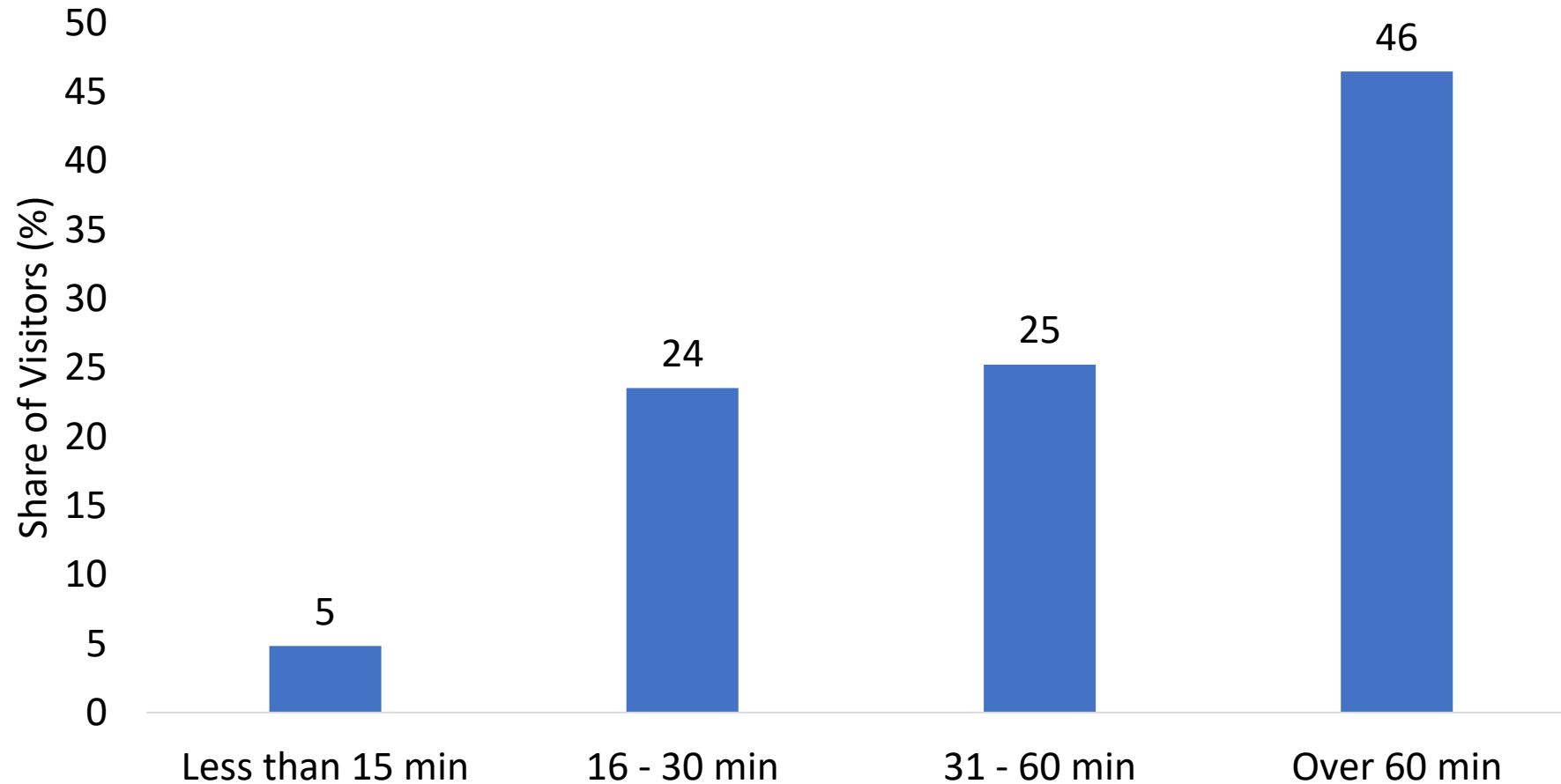


# Did you spend time walking around the Apia waterfront area?



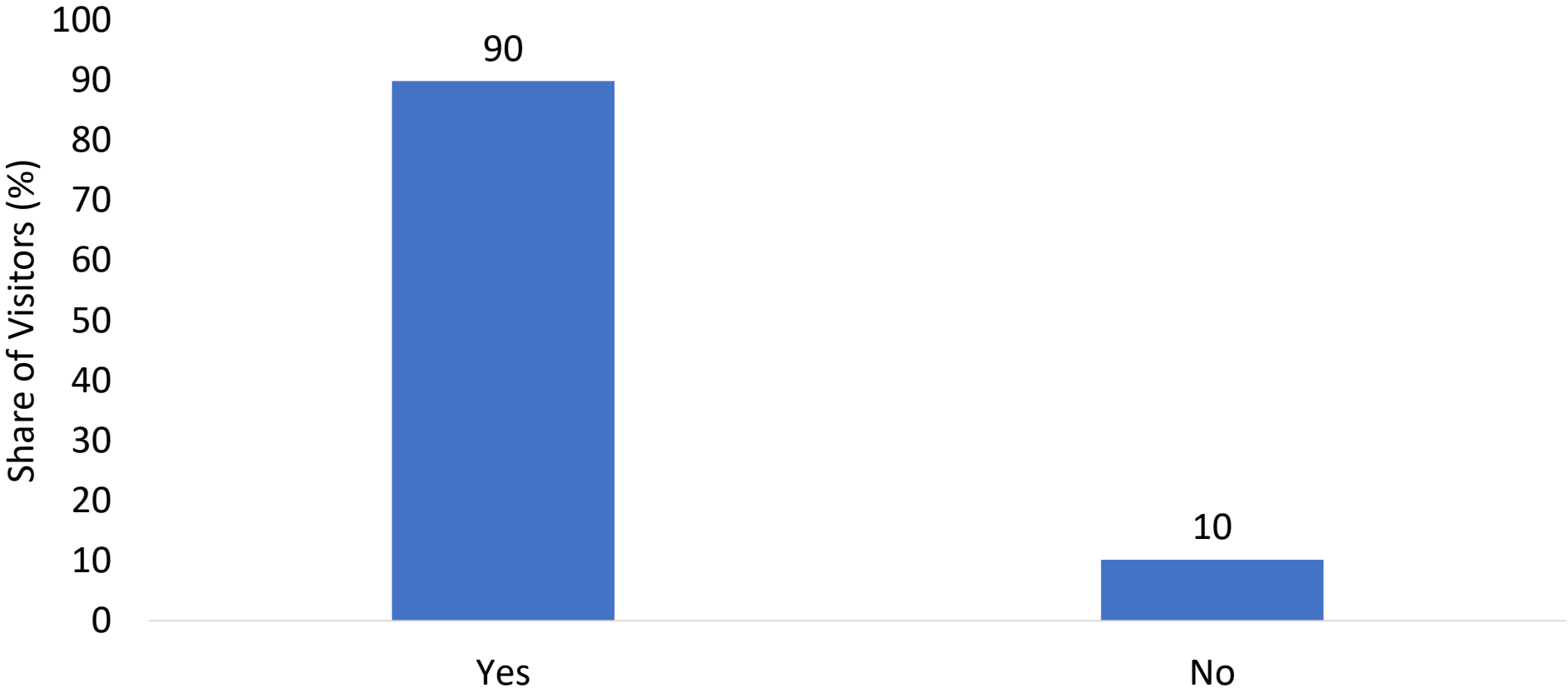
For the **78%** of respondents who walked around the Waterfront area:

How long did you spend in the waterfront area?



For those **78%** respondents who walked around the Waterfront area:

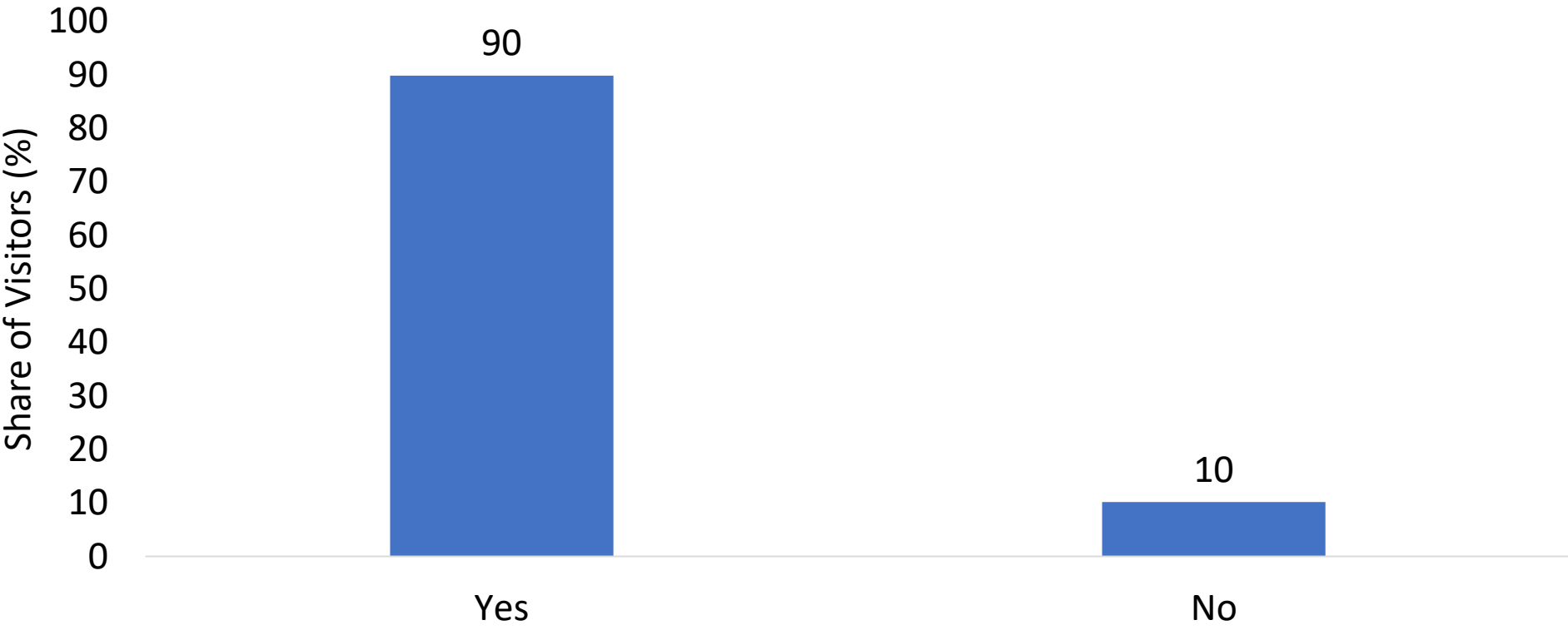
**Did you find it easy to walk around the waterfront area?**



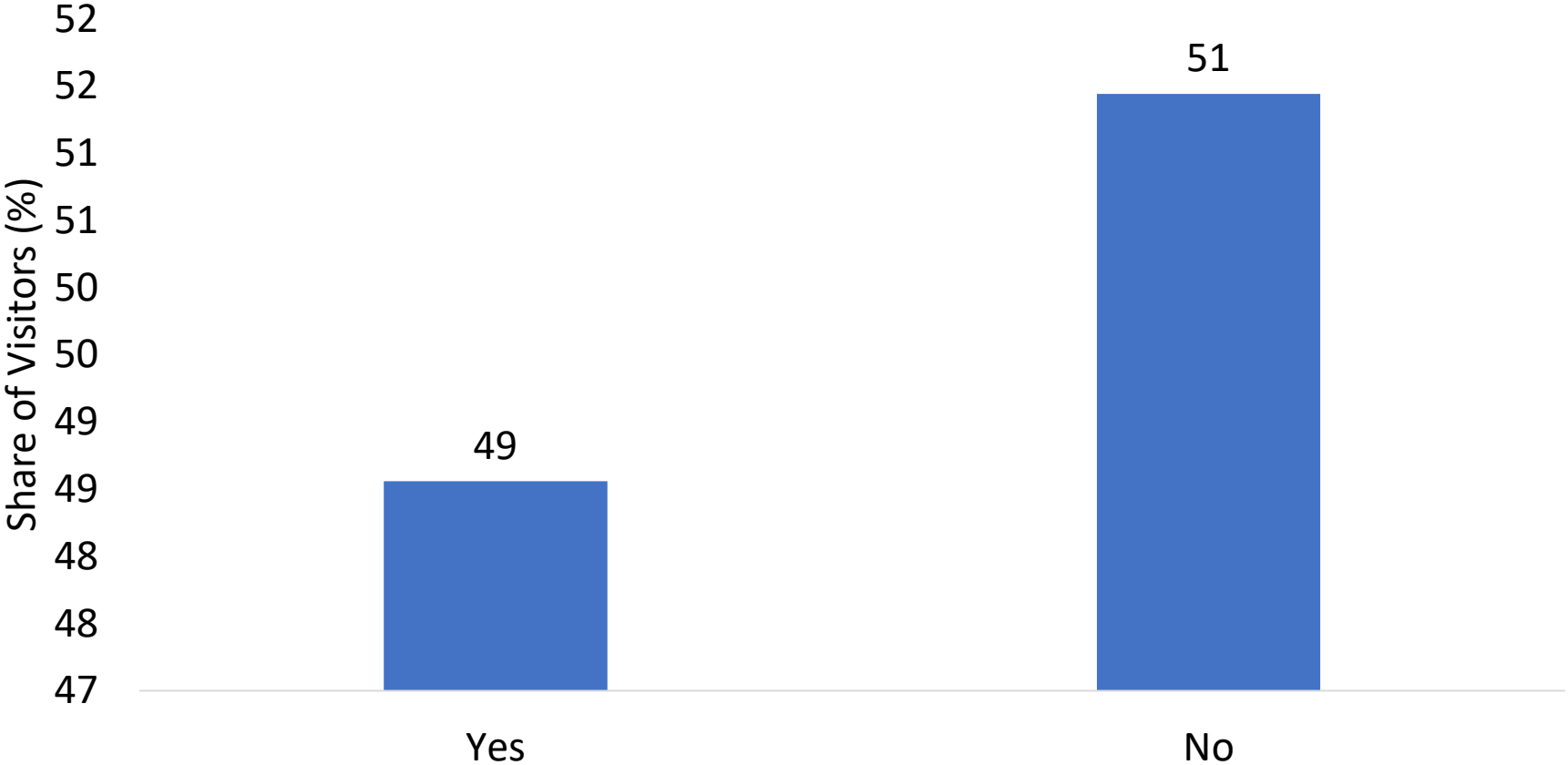


# For those 78% respondents who walked around the Waterfront:

## Did you feel safe when you walked around the waterfront area?

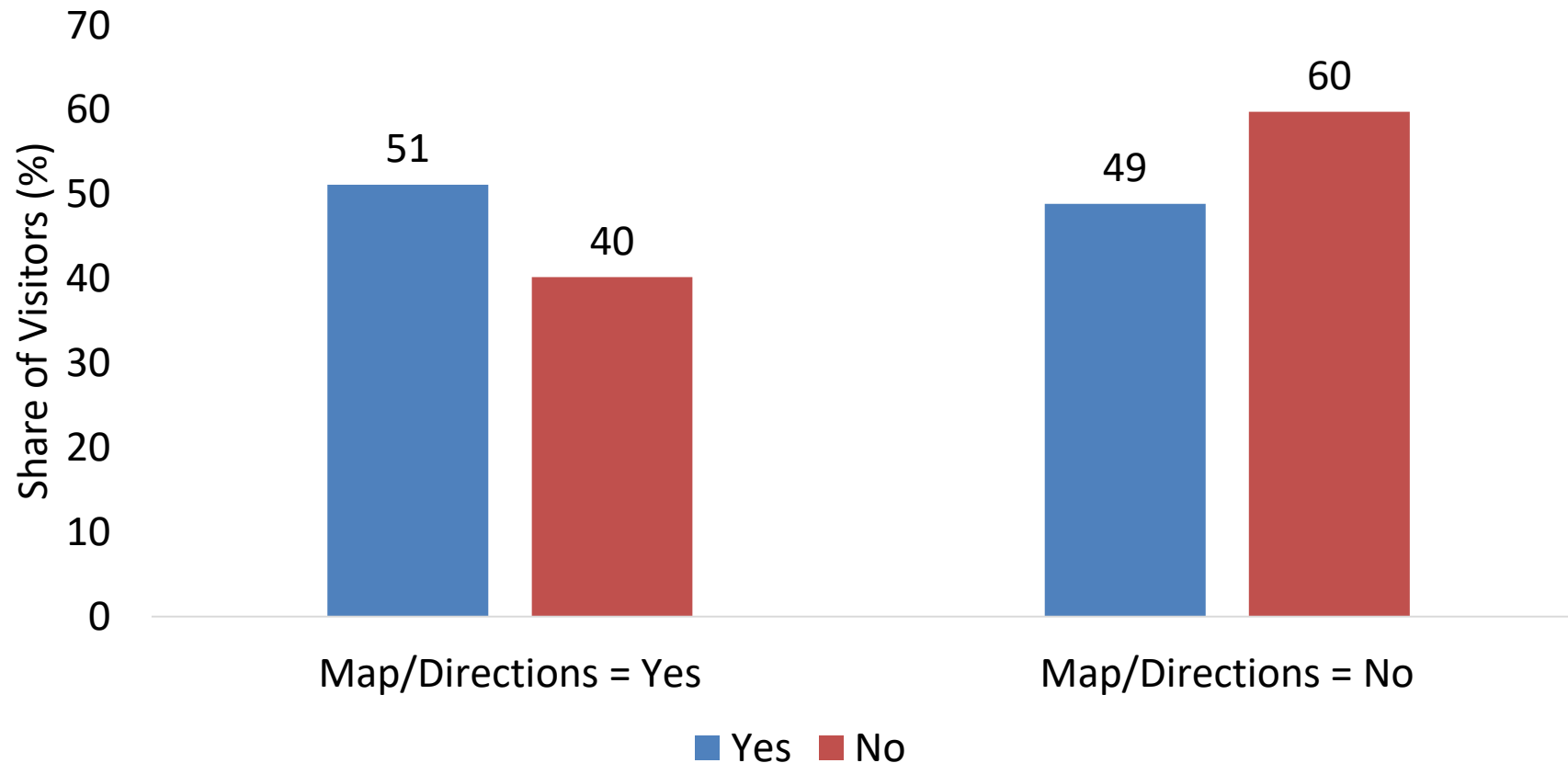


# For all Waterfront Visitors: Did you see any of the following signage while visiting the Apia waterfront area? - Maps / Directions

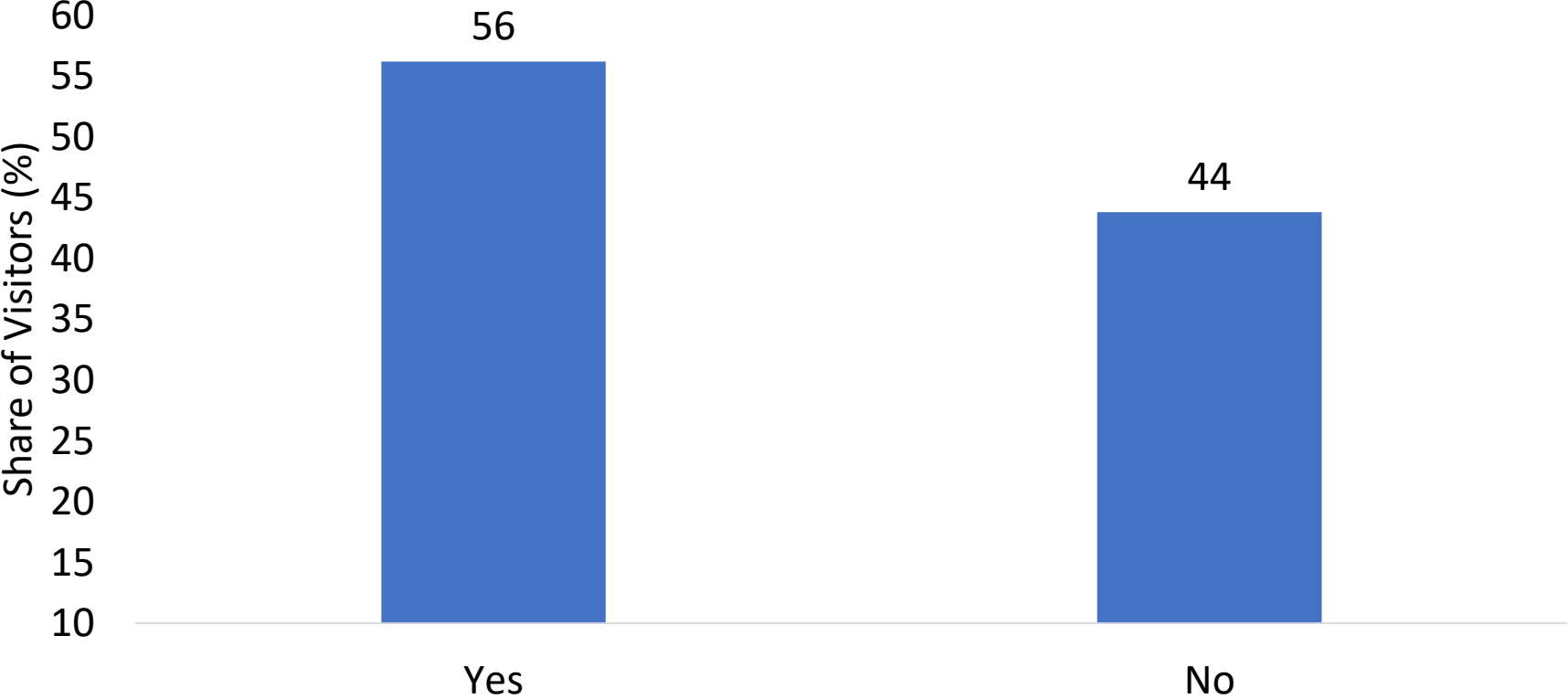


# For all Waterfront Visitors: Did you see any of the following signage while visiting the Apia waterfront area? - Maps / Directions

Comparison based on "Did you spend time walking around the Apia waterfront area? (Yes/No)"

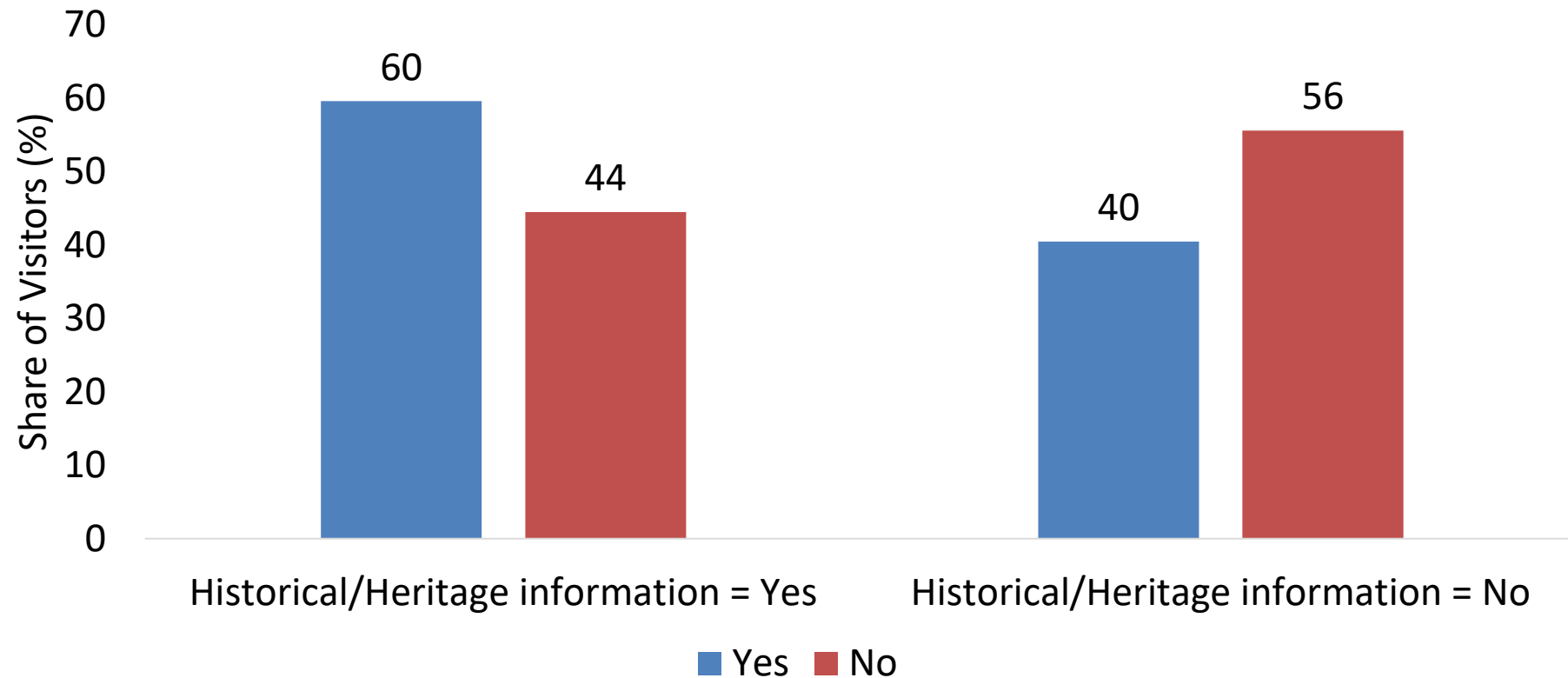


# For all Waterfront Visitors: Did you see any of the following signage while visiting the Apia waterfront area? - Historical / Heritage information

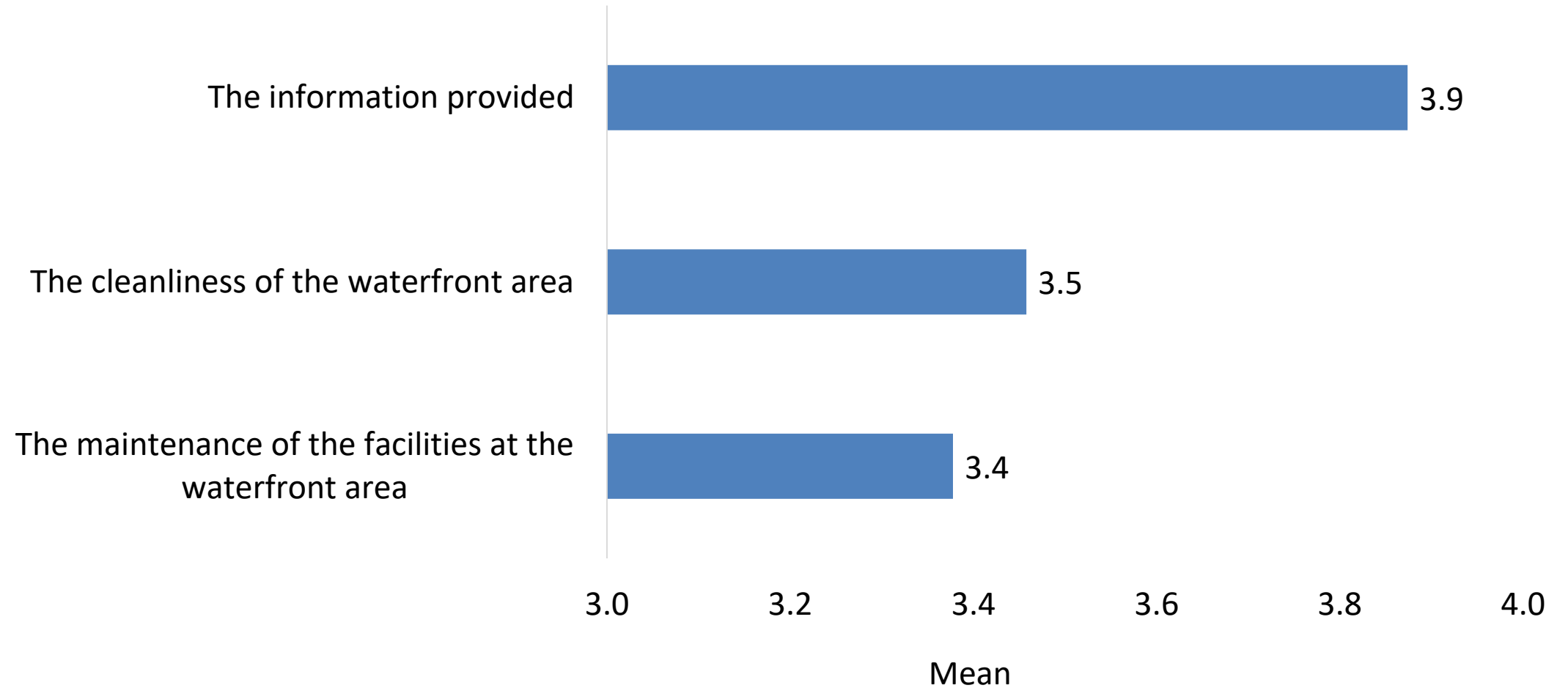


# For all Waterfront Visitors: Did you see any of the following signage while visiting the Apia waterfront area? - Historical / Heritage information

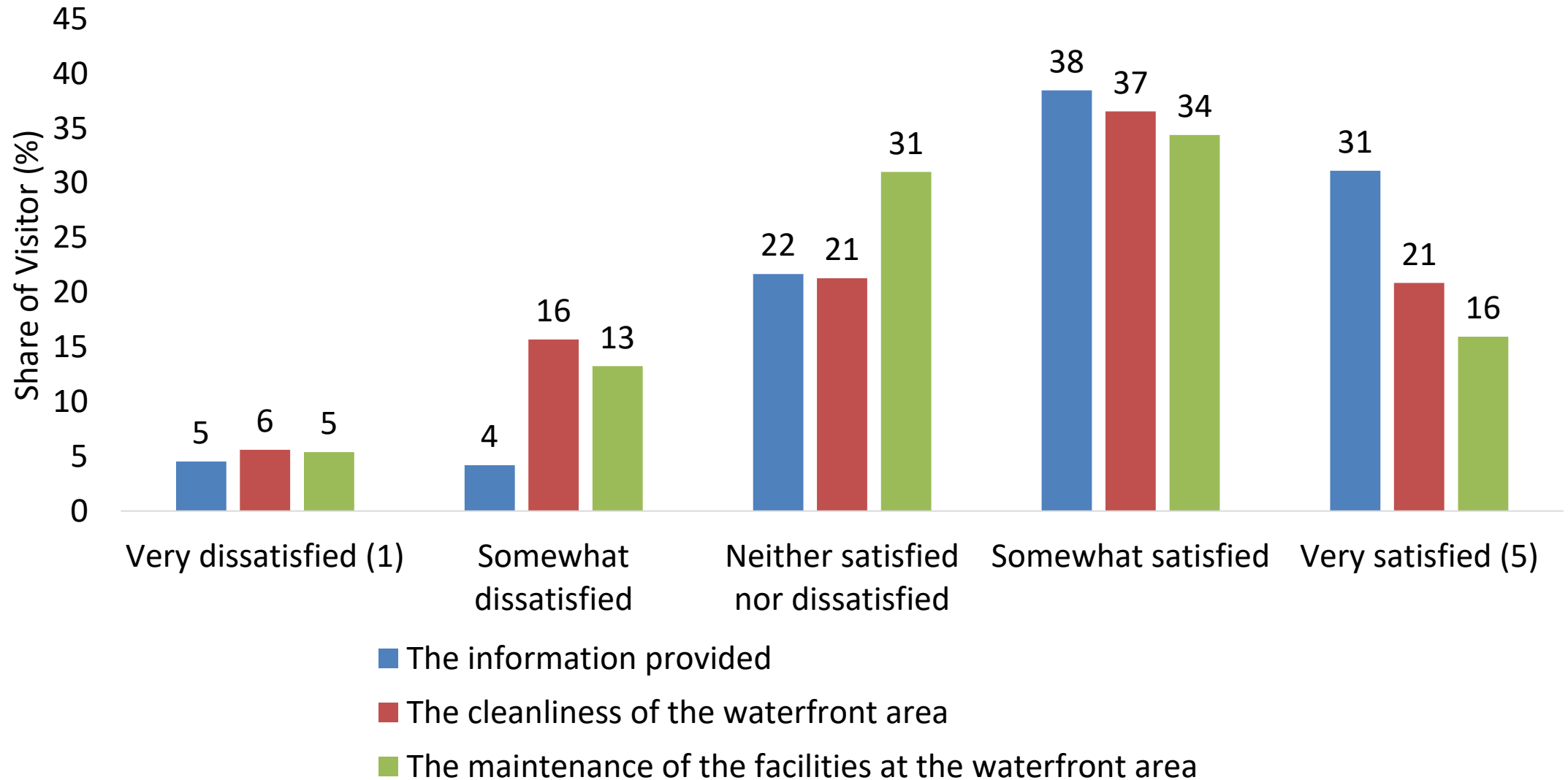
Comparison based on "Did you spend time walking around the Apia waterfront area? (Yes/No)"



# For all Waterfront Visitors: Degree of Satisfaction with...

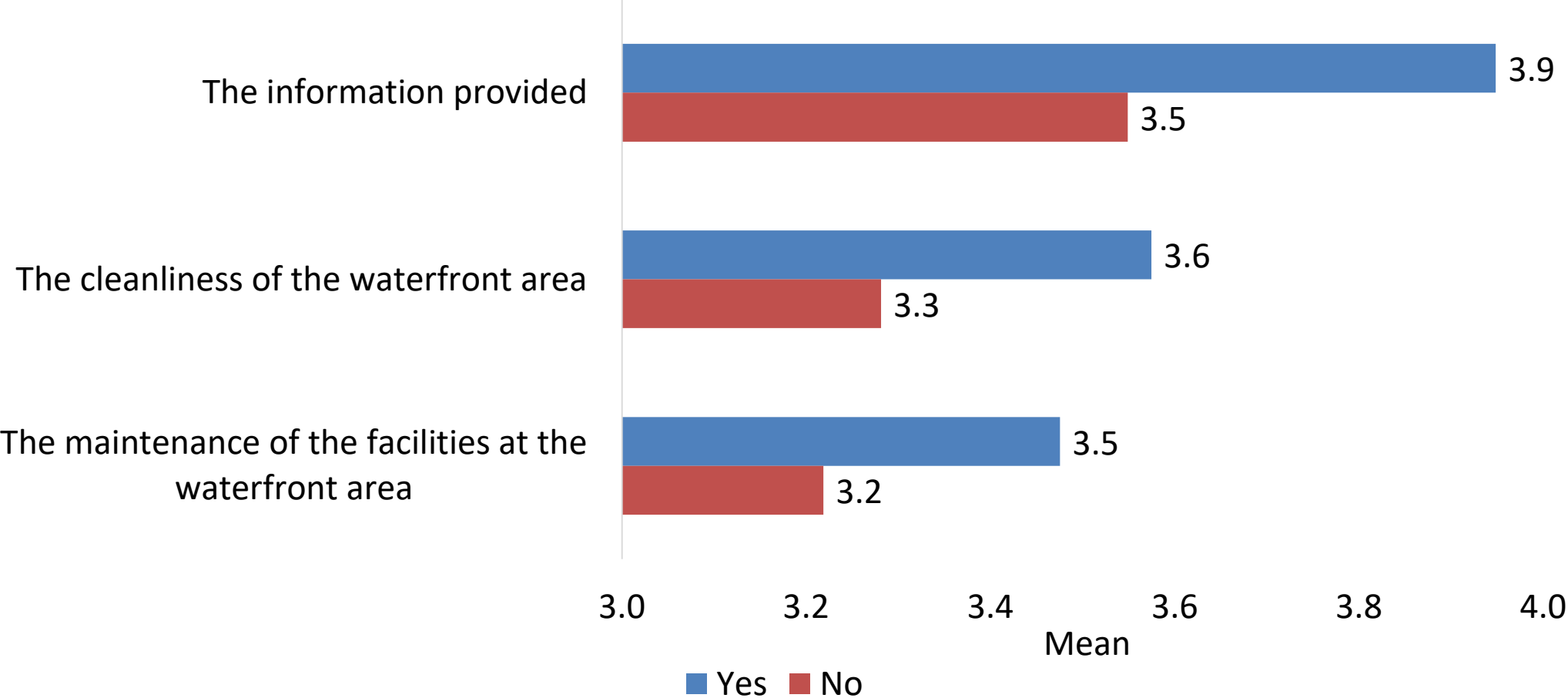


# For all Waterfront Visitors: Degree of Satisfaction with...



# Degree of Satisfaction

Comparison based on "Did you spend time walking around the Apia waterfront area? (Yes/No)"

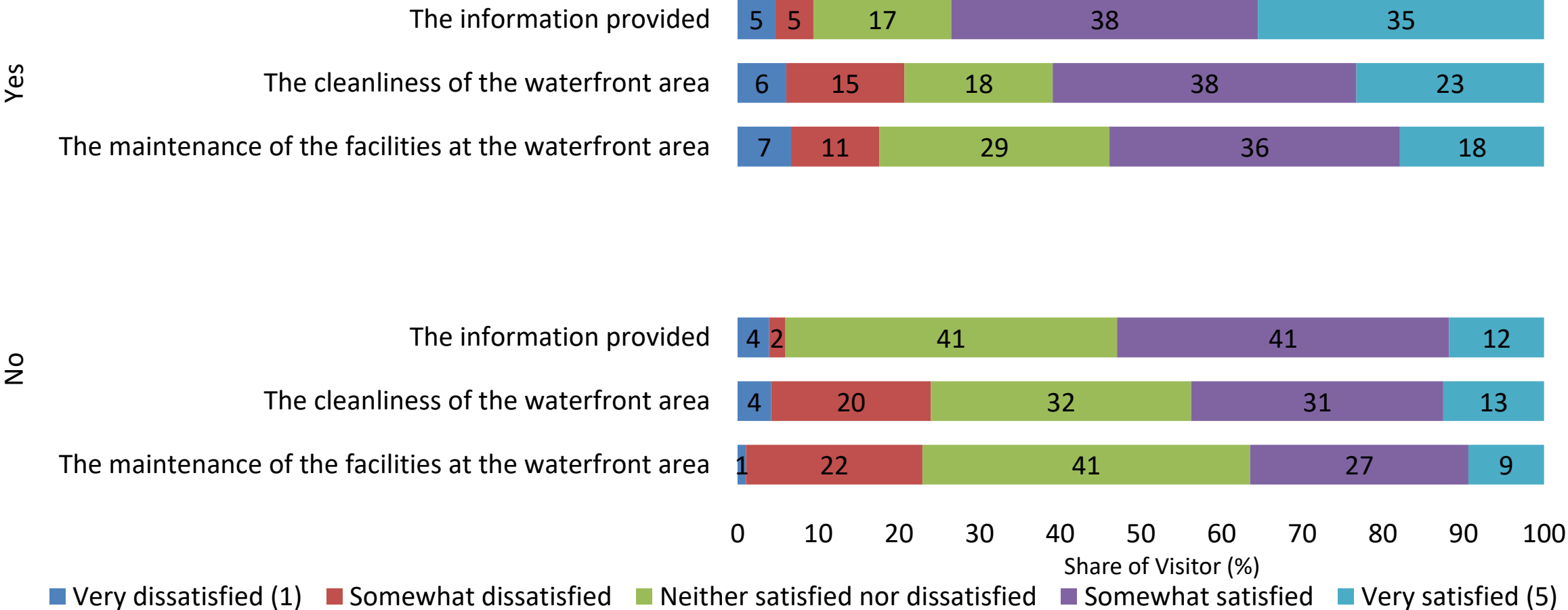


Note: "The information provided" only covers participants who saw either maps/directions, or historical/heritage information.



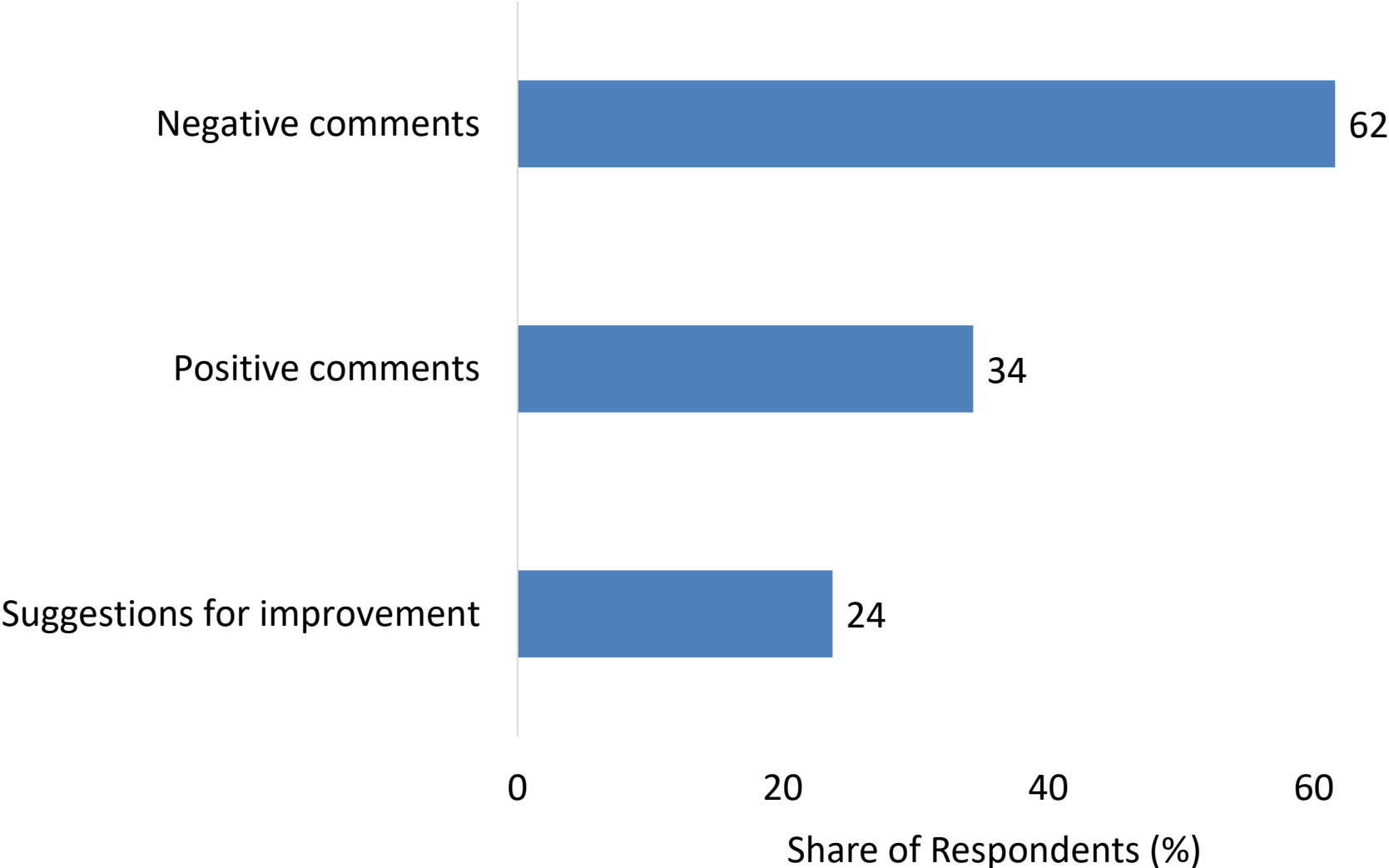
# Satisfaction

Comparison based on "Did you spend time walking around the Apia waterfront area? (Yes/No)"



Note: "The information provided" only covers participants who saw either maps/directions, or historical/heritage information.

# Comments on your experience of the Apia waterfront



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

# Negative comments on your experience of the Apia waterfront

## Rubbish and cleanliness

**“Too many people leaving behind their rubbish and spitting along the walkways.”**

**“Cleanliness could be improved in public spaces. In private spaces and going through villages it is all clean and tidy. Along the foreshore there was a lot of litter.”**

**“Not just the waterfront to keep clean but the ocean itself. There were lots of rubbish floating around.”**

**“Rubbish in the water.”**

**“Lots of litter near the water.”**

**“The waterfront was clean but there was rubbish in the water.”**

# Negative comments on your experience of the Apia waterfront

## Construction, road closure, or traffic

**“I remember there is road construction on-going and no proper walking path designated to cross to the other side.”**

**“There was a lot of construction when we were there.”**

**“Not satisfied because the waterfront was undergoing major road works.”**

**“It was under construction so a bit of a mess.”**

**“Too much traffic jam to east coast.”**

**“The Apia waterfront was densely crowded with so much construction and not much ‘waterfront’ streets were busy and it was uncomfortably industrialised.”**

# Negative comments on your experience of the Apia waterfront

## Safety issue

**“Since I was accompanied by locals, I felt extremely safe. However I have heard from other visitors that the waterfront area is not safe to walk around at during evening or late hours. I suggest more lighting and local Police foot patrols to deter any would be assailant.”**

**“It doesn’t feel very safe in early evening when all the shops and offices have closed.”**

**“The waterfront area is fine during the day, but as the sun sets the crime and seediness of the area seems to increase greatly. This is a real shame as there are beautiful restaurants and bars that are great to walk to and watch the sunset from.”**

# Negative comments on your experience of the Apia waterfront

## Facilities and infrastructure

**“I remember there is road construction on-going and no proper walking path designated to cross to the other side.”**

**“The cement was decaying and it became slippery if it rained or when we started to jog.”**

**“Difficult to find toilets.”**

**“Beautification and recreation areas in the Town Area with more improvements on Footpaths & Street Crossing. Lack of Accessible Facilities and Clean Public Toilets.”**

# Negative comments on your experience of the Apia waterfront

## Being harassed

**“Yes, as a tourist there are locals trying to sell you stuff and can get pretty nasty if you don't want to buy. Police should patrol the water front regularly to stop this.”**

**“We were fine walking around Apia waterfront because there were three of us, but around the main city I didn't feel safe, because there were too many people asking us to buy their stuff very hard to choose who to buy from.”**

**“Also very harassed by taxis.”**

# Negative comments on your experience of the Apia waterfront

## Bad weather

**“As it had been raining for a week it was very wet and muddy.... Obviously we did not see it at its best.”**

**“The weather was wet and stormy so the waterfront water was dirty.”**



# Negative comments on your experience of the Apia waterfront

## Other comments

**“Always frustrating being hounded by homeless people and beggars while in Apia central/waterfront area. I ignore them as I’ve been fooled by them before but am always wary of them. Our friends (first time visitors) did not expect to encounter them so were unprepared. Cleanliness is certainly improving but could be better.”**

**“It was very tired looking, very quiet and nothing to do. No touristic advice or signage.”**

**“No touristic advice or signage.”**

# Positive comments on your experience of the Apia waterfront

## Nice experience

**“You done well...keep it up.”**

**“It is wonderful to see the changes in Apia from my first experiences in 1964.”**

**“I want to come back to Samoa and bring the rest of my family to the waterfront and to show them how much Samoa is upgrading and becoming a better place.”**

**“I love to revisit again and again to Apia waterfront.”**

**“Gorgeous.”**

# Positive comments on your experience of the Apia waterfront

## Friendly local people

**“Locals very helpful.”**

**“It was all good, great for photography, enjoyed stopping and talking to locals.”**

**“We thought the waterfront area was pretty clean compared to other islands we have visited. People were friendly and helpful.”**

# Positive comments on your experience of the Apia waterfront

## Looking forward to the future

“The road and bridge is being upgraded but can see it’s going to be beautiful when finished .

“Looking forward to when the new bridge is completed.”

“Hope it's beautiful given all the construction there.”

# Suggestions for improvement

**“Need to fix or re-construct the seawall.”**

**“More bins and public toilets available.”**

**“I think the drainage system could be better. A few pot holes need to be fixed.”**

**“1. Build and Get a better connection (continuation) walkway between the Fish Market and the Round-About in front of the Hotel. 2. Build and get a better connection (continuation) walkway after the wharf connecting to the Vaiala Beach walkway.”**

**“Need to be cleaned for health and safety of everyone.”**

**“Needs an upgrade - more shops and dining options.”**

**“We need to see more flower gardens and decorative plants and shrubs to beautify the beach road.”**

**“All I can say is preserve the old buildings, those are history that the generation before me hold on to. Still good to see the old courthouse still standing...”**



# Thank You!

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**Key contributions: Jin Yi, Mindy Sun**

# APPENDIX

## Questions related to Apia Waterfront

Did you visit the Apia waterfront area?



[ Map source: <https://corporate.southpacificislands.travel/wp-content/uploads/2017/10/Apia-Waterfront-Project.jpg> ]

Yes

No

Did you spend time walking around the Apia waterfront area?

Yes

No



How long did you spend in the waterfront area?

- Less than 15 min
  - 16 - 30 min
  - 31 - 60 min
  - Over 60 min
- 

Did you find it easy to walk around the waterfront area?

- Yes
  - No
- 

Did you feel safe when you walked around the waterfront area?

- Yes
- No

Did you see any of the following signage while visiting the Apia waterfront area?

	Yes	No
Maps / Directions	<input type="radio"/>	<input type="radio"/>
Historical / Heritage information	<input type="radio"/>	<input type="radio"/>

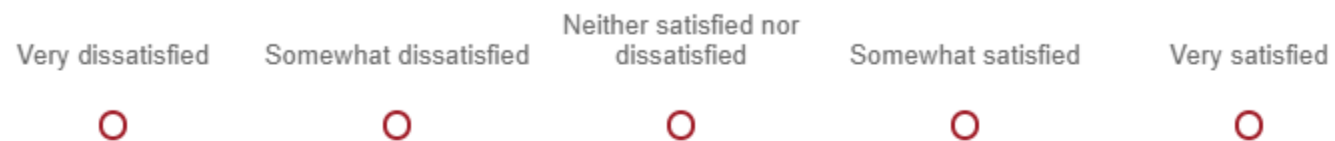
If “Yes” selected for either Maps/Directions or Historical/Heritage information:

How satisfied were you with the information provided?

Very dissatisfied	Somewhat dissatisfied	Neither satisfied nor dissatisfied	Somewhat satisfied	Very satisfied
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

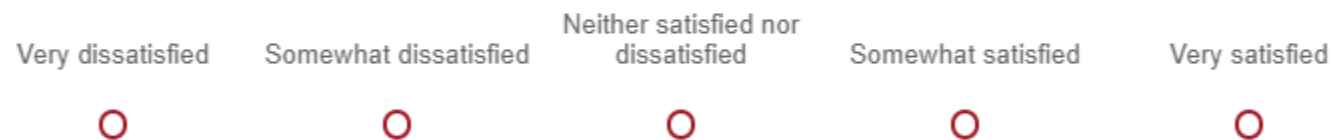
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How satisfied were you with the cleanliness of the waterfront area?



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How satisfied were you with the maintenance of the facilities at the waterfront area?



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Do you have any comments on your experience of the Apia waterfront?