

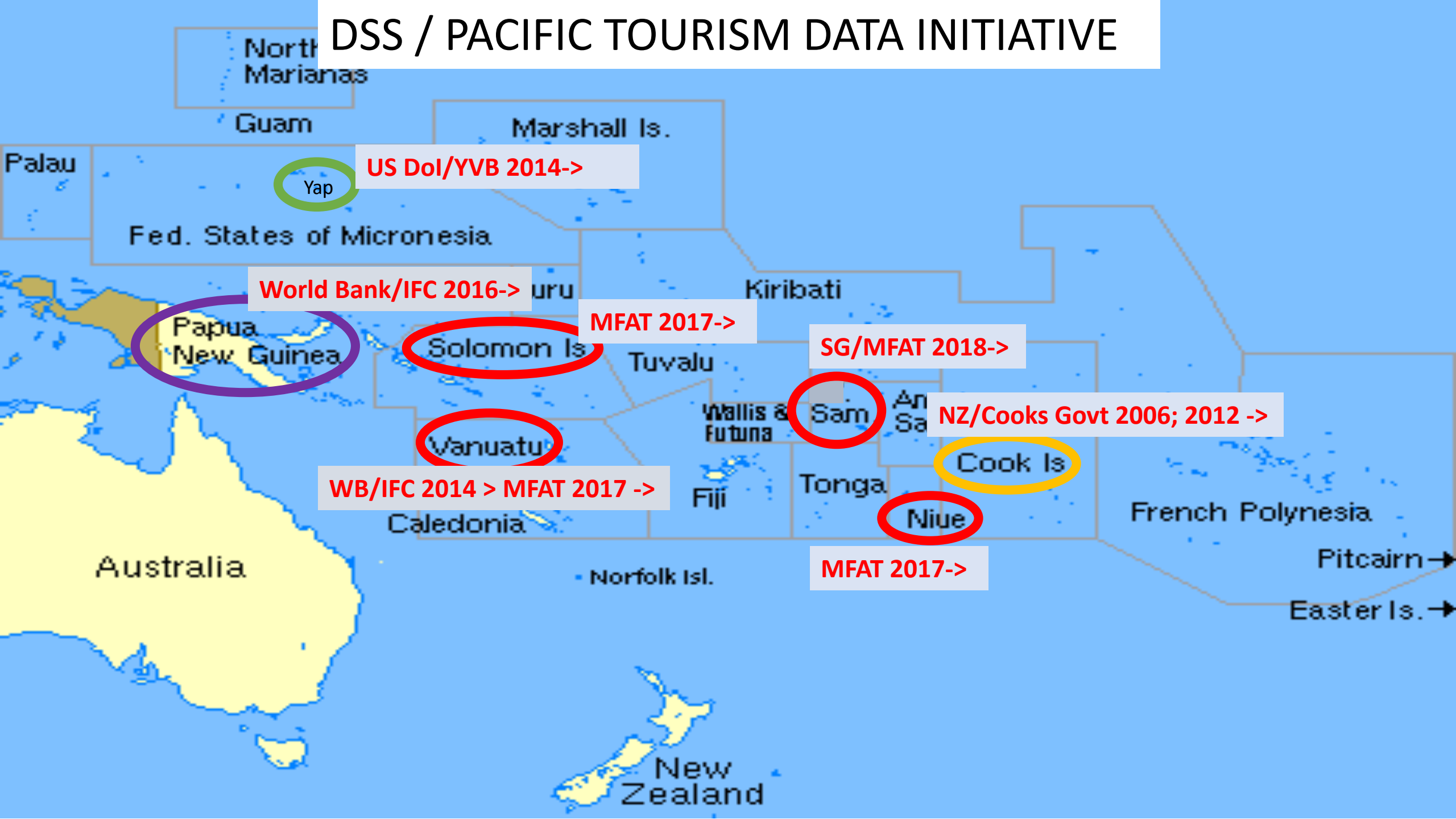
# Yap Visitor Survey and Visit Yap App

Presentation to the Yap State Legislature, Colonia, Yap, August 16



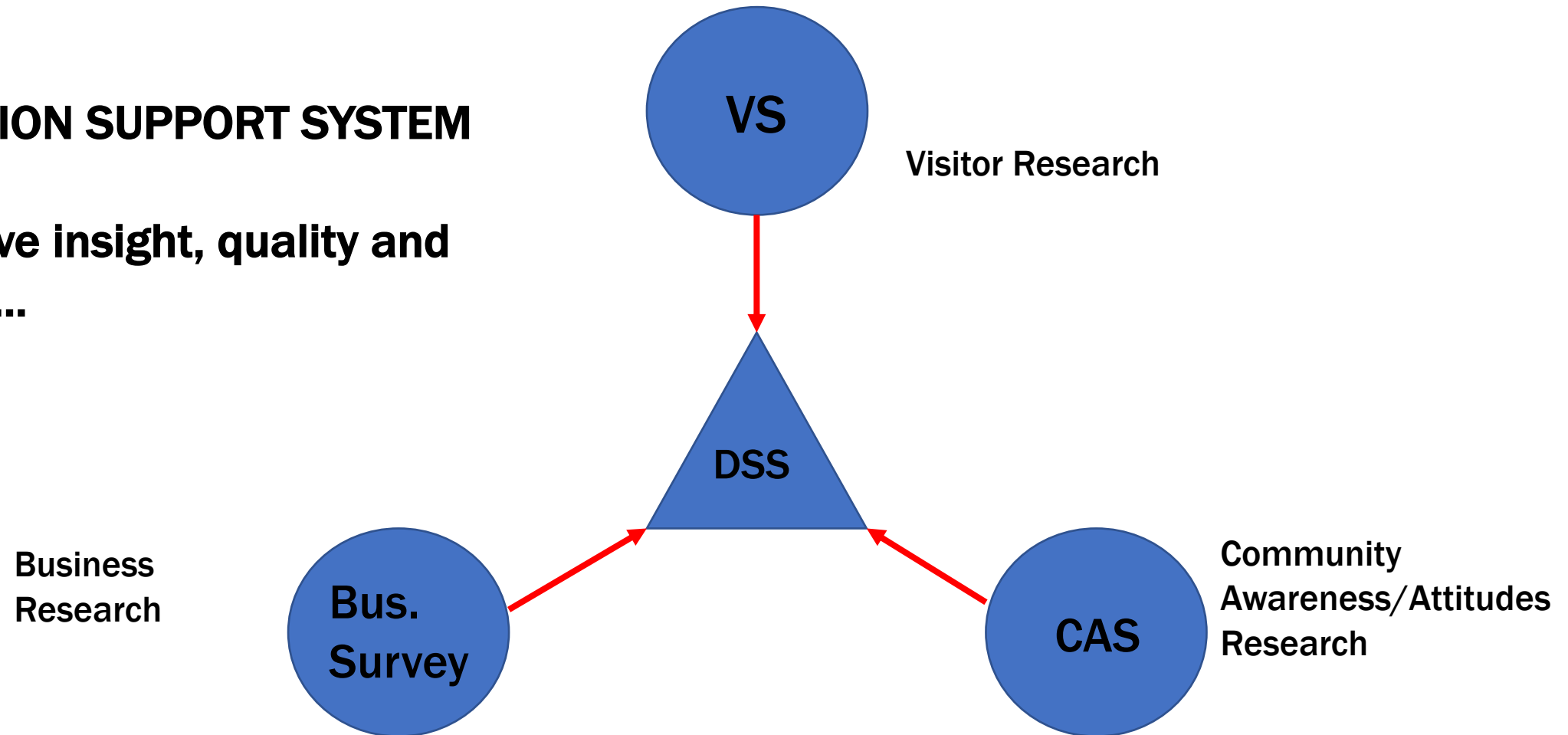
**AUT**

# DSS / PACIFIC TOURISM DATA INITIATIVE



## DECISION SUPPORT SYSTEM

Improve insight, quality and  
yield.....









# January 2015 - December 2018 Respondents

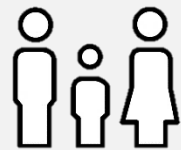


Total number of e-mails sent: **1678**

**CONVERSION RATE OF 17%**



Total number of responses: **290**



Responses cover a total of  
**380 adults** and **31 children**



The characteristics of  
visitors to Yap



# Visitor Characteristics

## PURPOSE OF VISIT



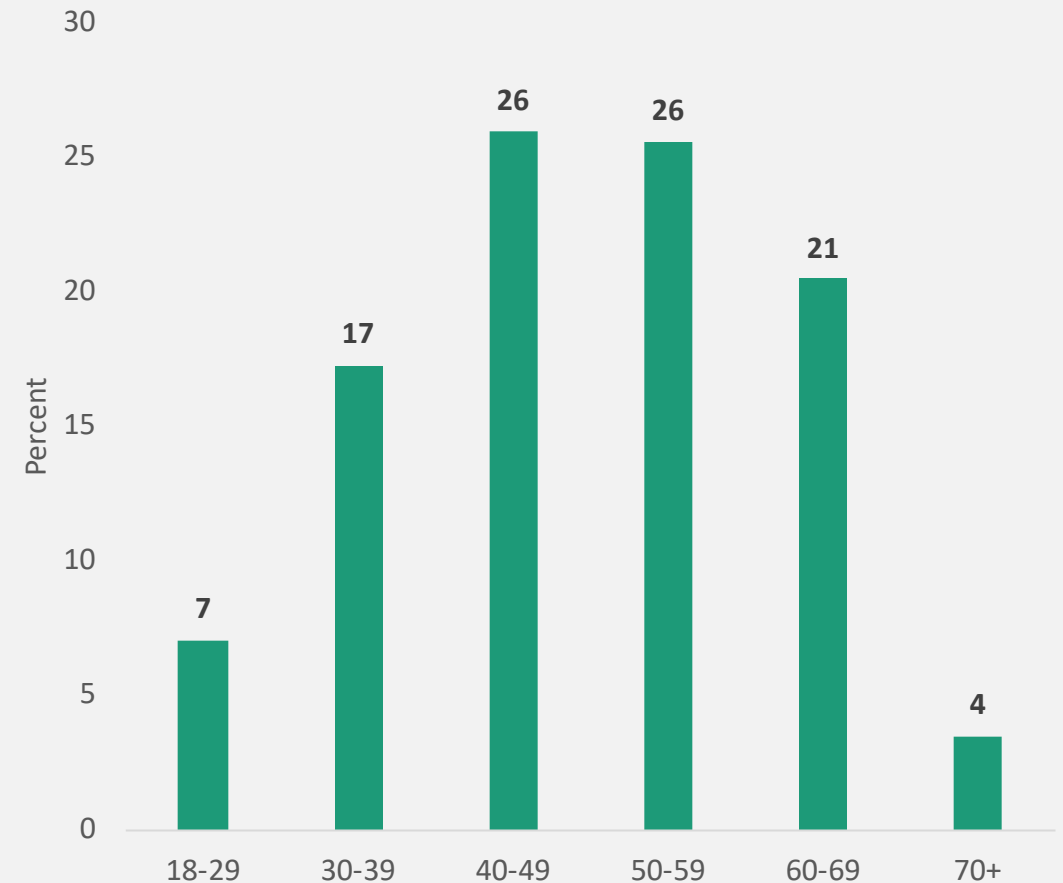
- 54%** Holiday
- 31%** Business/Conference
- 6%** Visiting friends or relatives
- 5%** Attend an event
- 2%** Education
- 1%** Volunteering
- 1%** Honeymoon

## HIGHEST QUALIFICATION



- 85%** Tertiary qualification
- 9%** High school qualification
- 6%** Other qualification

## DISTRIBUTION OF AGE AND GENDER



# Country of origin

## COUNTRY OF ORIGIN



**55%** North America

**15%** Pacific countries

**14%** Asia

**11%** Europe

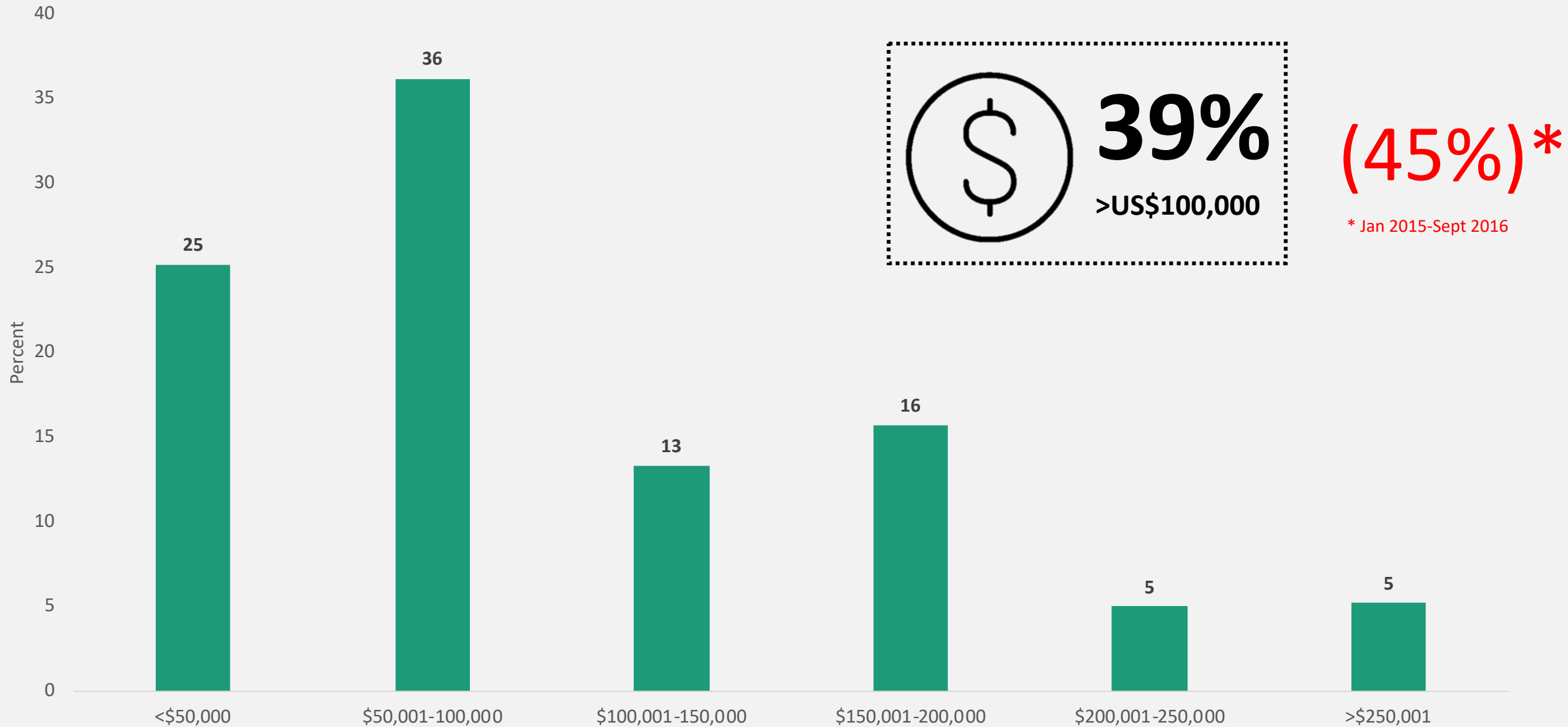
**4%** Australia

**1%** Other

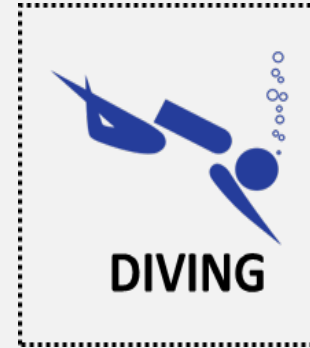
FSM 10% (78% from Pohnpei)  
Palau 3%  
Marshall Islands 1%  
Fiji 1%



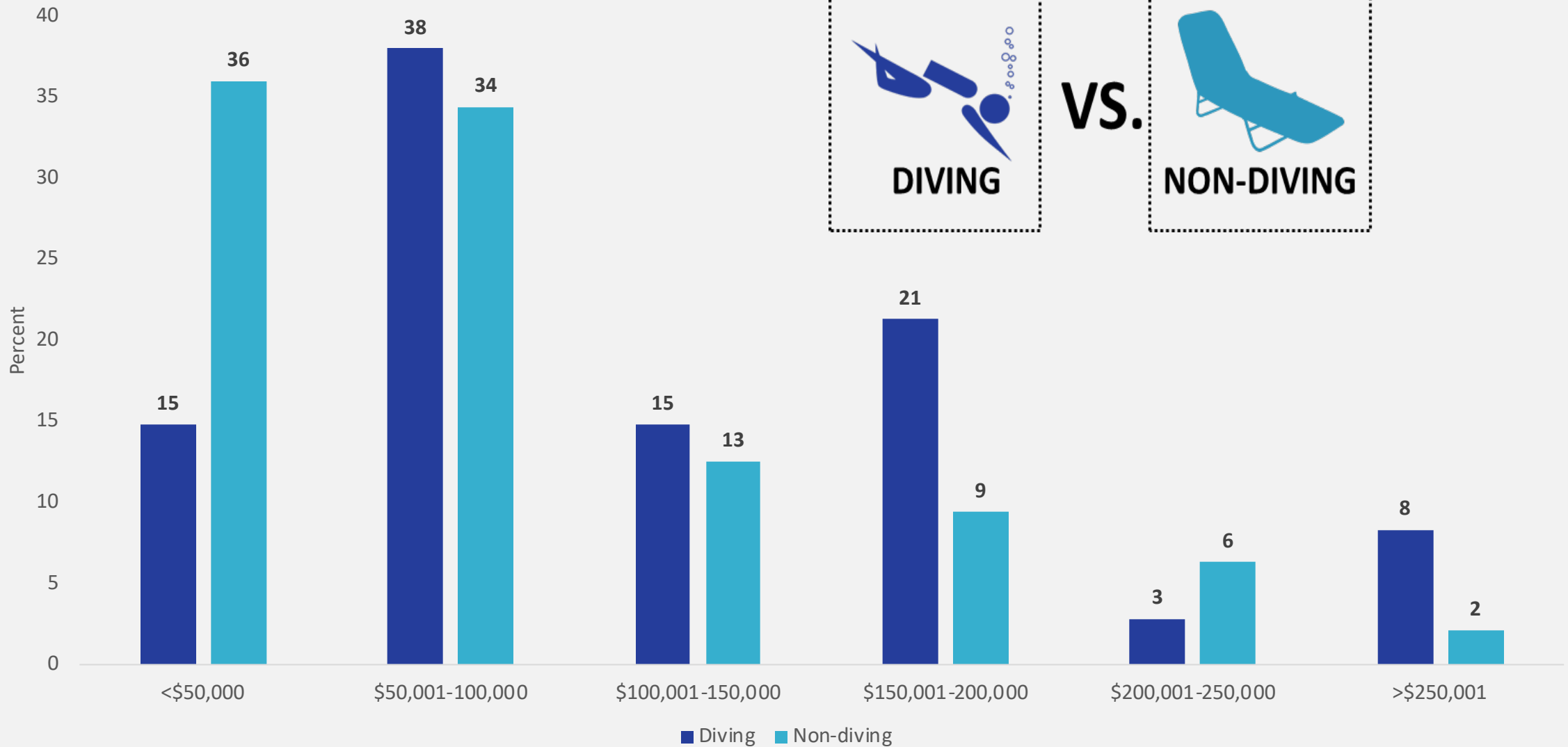
# Annual household income



# Annual household income comparison



VS.





# Destinations included in the trip

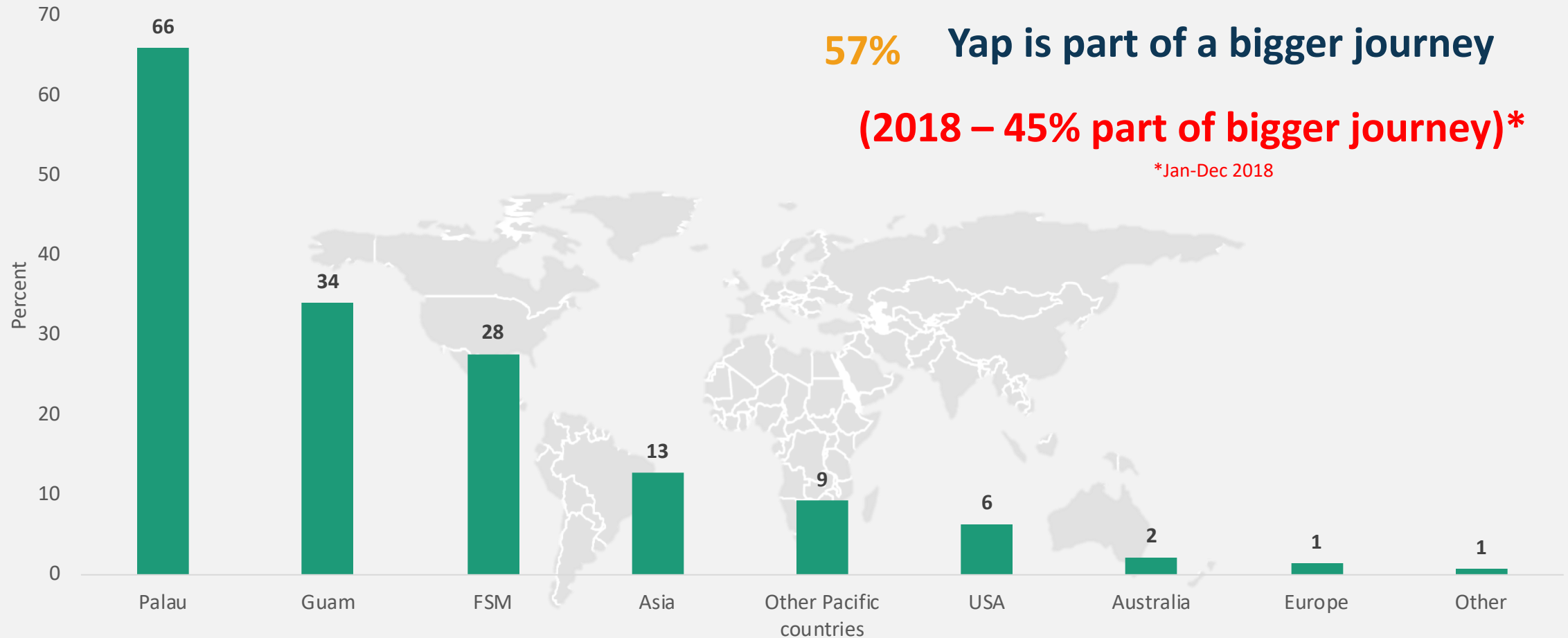
## PART OF A BIGGER TRIP?

**43%** Yap is the only destination

**57%** Yap is part of a bigger journey

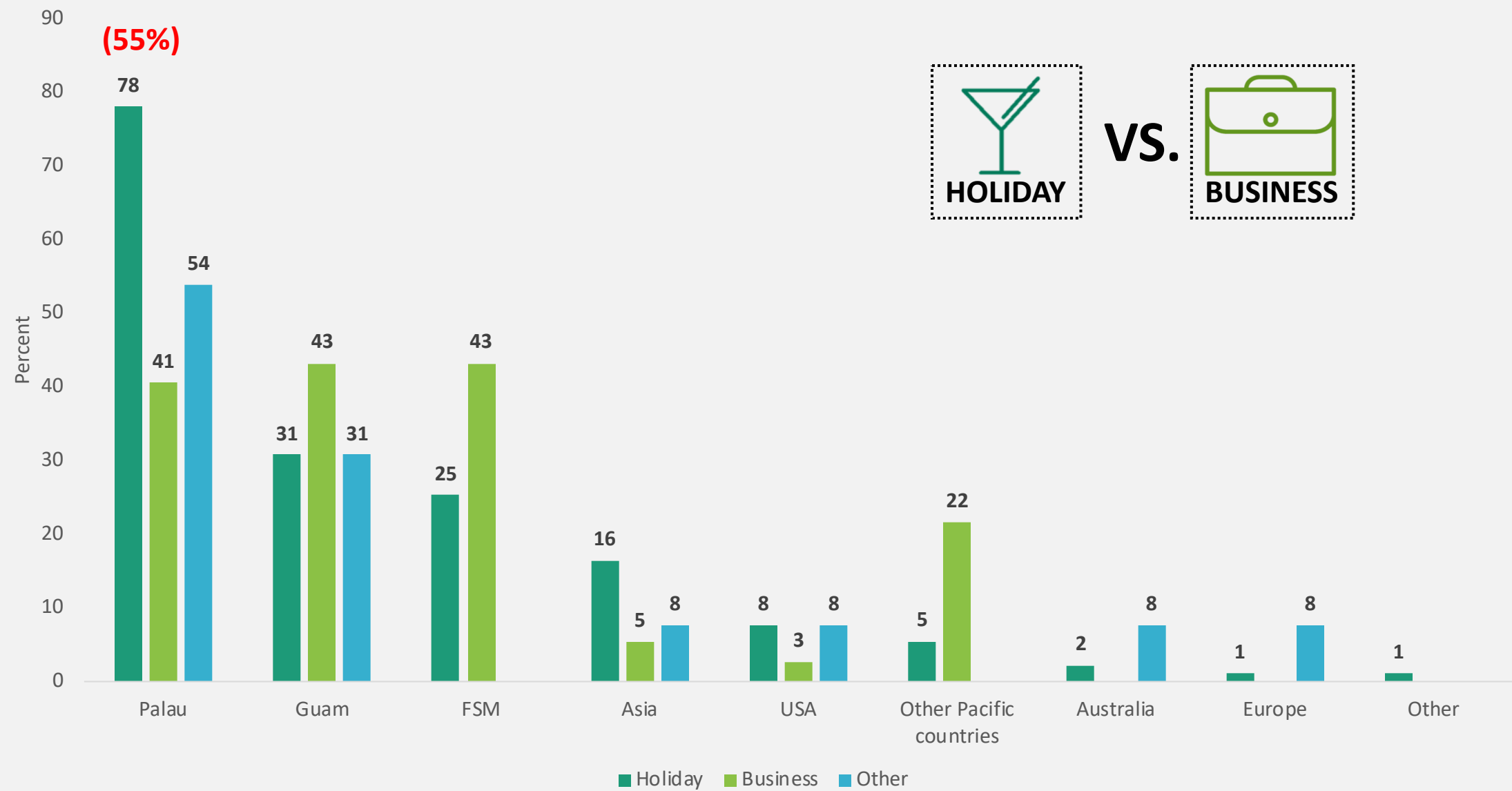
**(2018 – 45% part of bigger journey)\***

\*Jan-Dec 2018



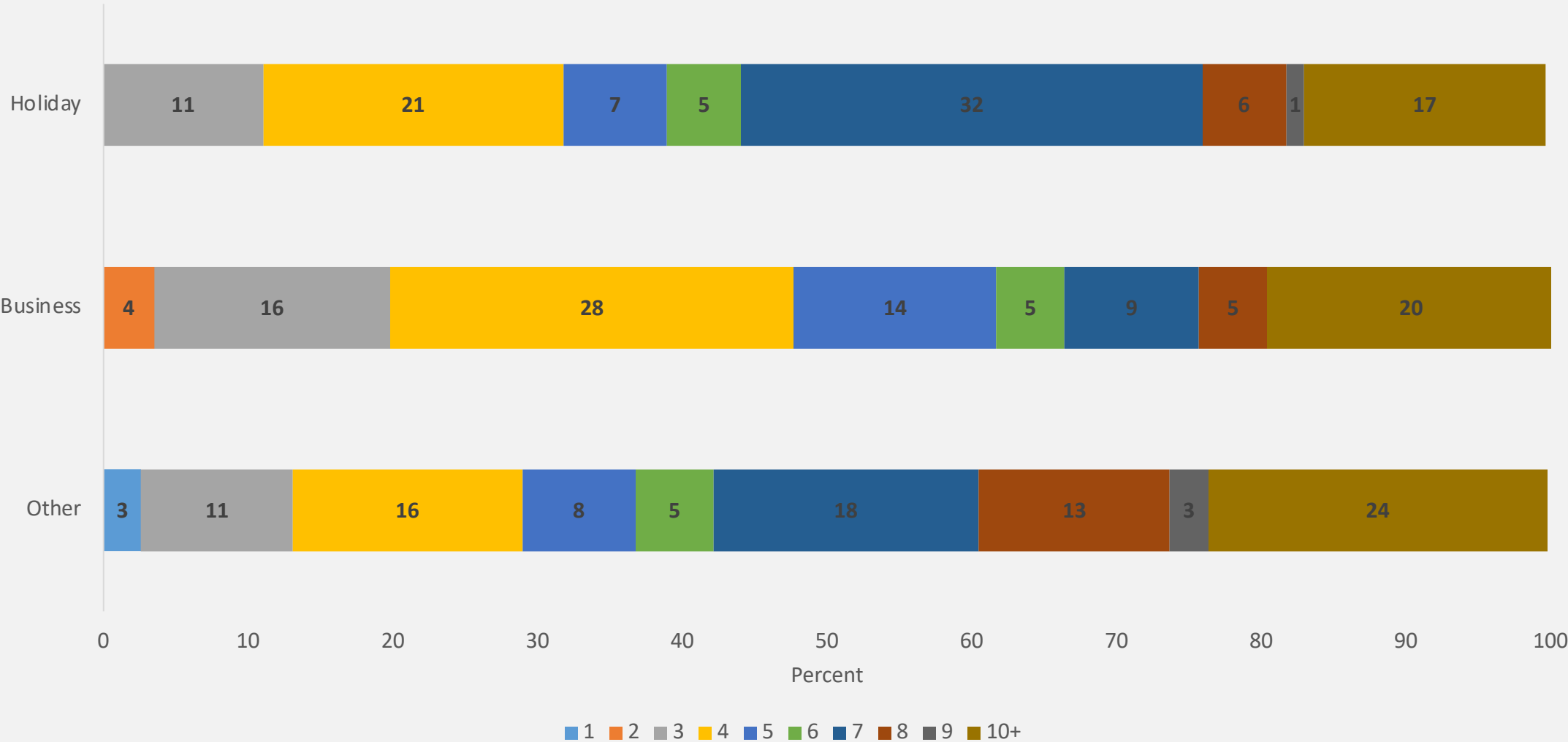
Note: Multiple responses, therefore total does not add up to 100%

# Destinations included in the trip



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

# Length of Stay (Nights) – Overall average 7.0







# Visitor expenditure

amount of money spent prior to arrival and while in Yap, and a breakdown of spending

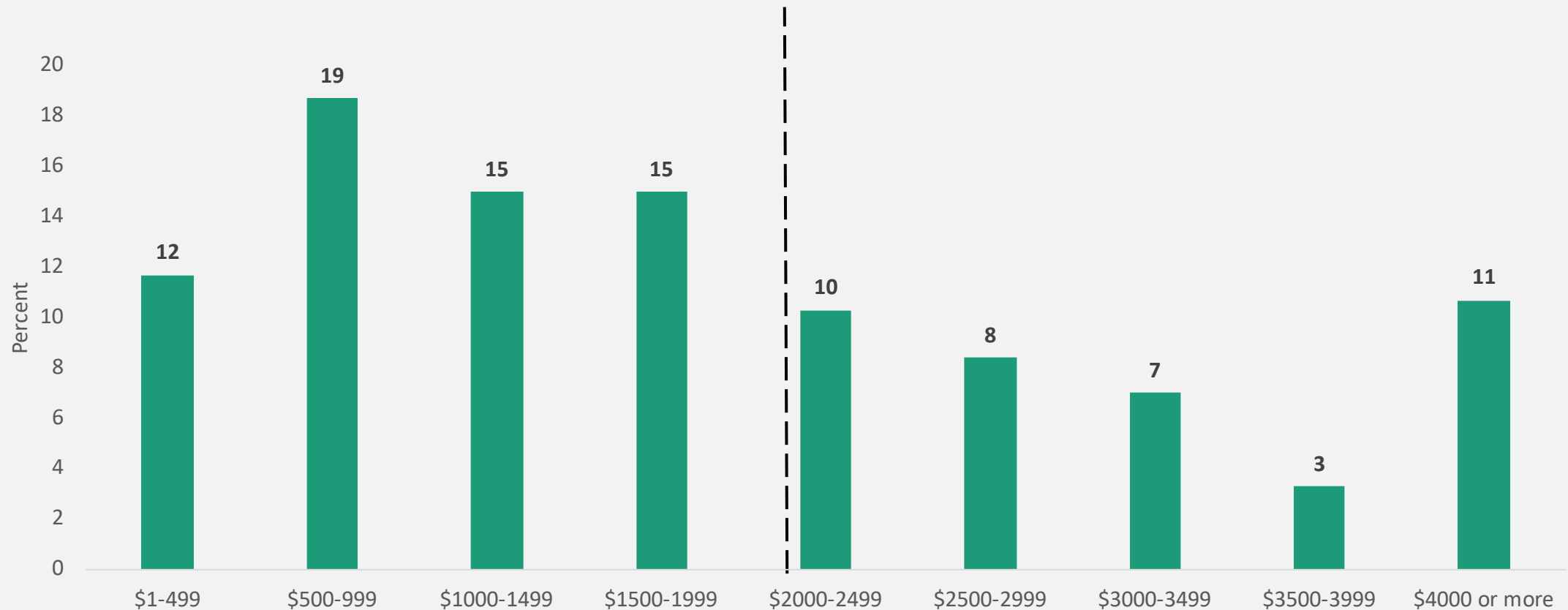
# Prepaid expenditure

**COVERING 373 ADULTS 31 CHILDREN**

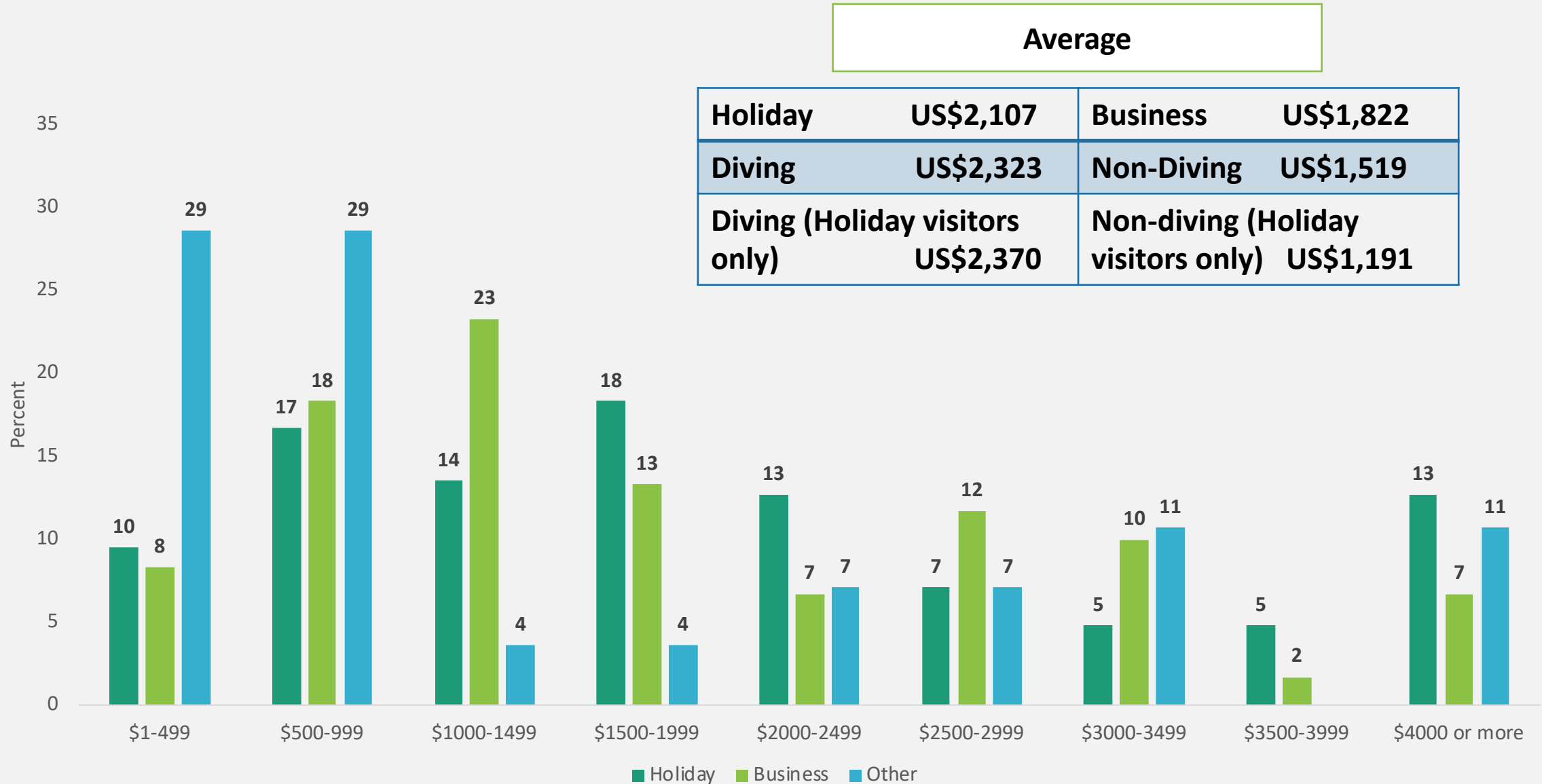
**AVERAGE**

**\$1,952 (\$1,781)**

**PER PERSON**



# Prepaid expenditure



# Local expenditure

COVERING 411 INDIVIDUALS

1  1  = US\$113 (\$155)\*

\* Jan 2015-Sept 2016

Expenditure Items	US\$		(%)
Accommodation	41	56	36
Restaurants, cafes & bars	25	31	22
Diving	16	29	15
Activities	7	12	6
Shopping	7	7	6
Domestic flights	6	6	6
Vehicle rental	5	5	5
Groceries	3	5	2
Other	2	3	1
Petrol	1	1	1
<b>Total expenditure per person per day</b>	<b>\$113</b>	<b>\$155</b>	<b>100%</b>



# Contribution to the Yap economy – All Visitors

**AVERAGE SPEND  
BEFORE VISITING**

PER VISIT  
PER PERSON

**US\$1,952**

**AVERAGE SPEND  
WHILE IN YAP**

PER DAY  
PER PERSON

**US\$113 (\$161)\***



**40%**

OF THE PREPAID SPEND  
FLOWS INTO  
YAP ECONOMY



PER DAY  
PER PERSON

**US\$112 (\$105)\***



**TOTAL  
CONTRIBUTION  
PER DAY  
PER PERSON**

**US\$225  
(\$260)\***



**TOTAL  
CONTRIBUTION  
PER PERSON  
PER VISIT**

**US\$1,572  
(\$1,766)\***

\* Jan 2015-Sept 2016

# Contribution to the Yap Economy

**1000 visitors**



**US\$1.57m**

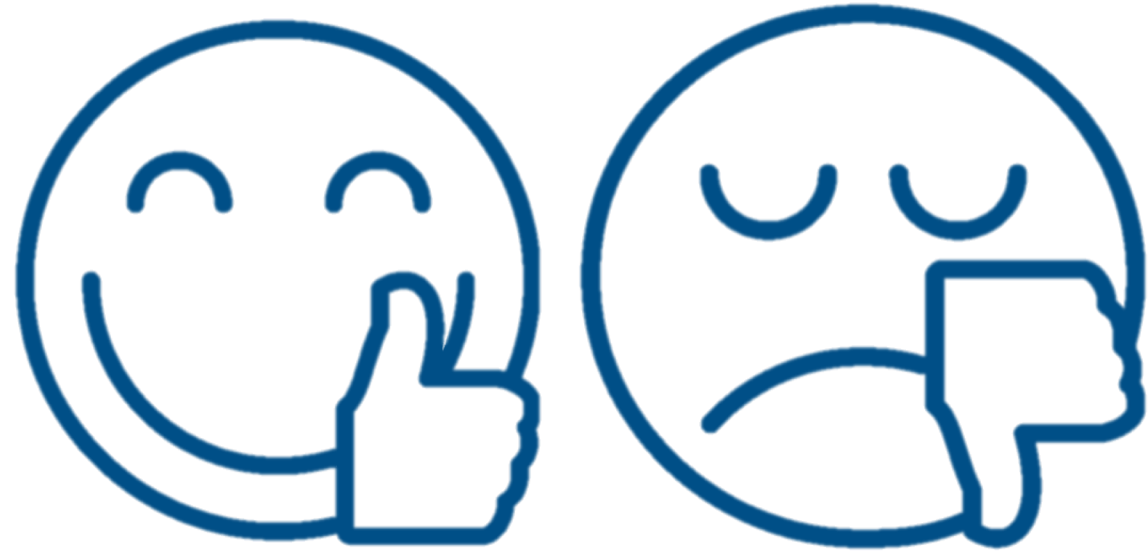
**(\$1.76m)\***

\* Jan 2015-Sept 2016

\$ - 11% ↓

(NB Arrivals 2017-18 14% ↓)

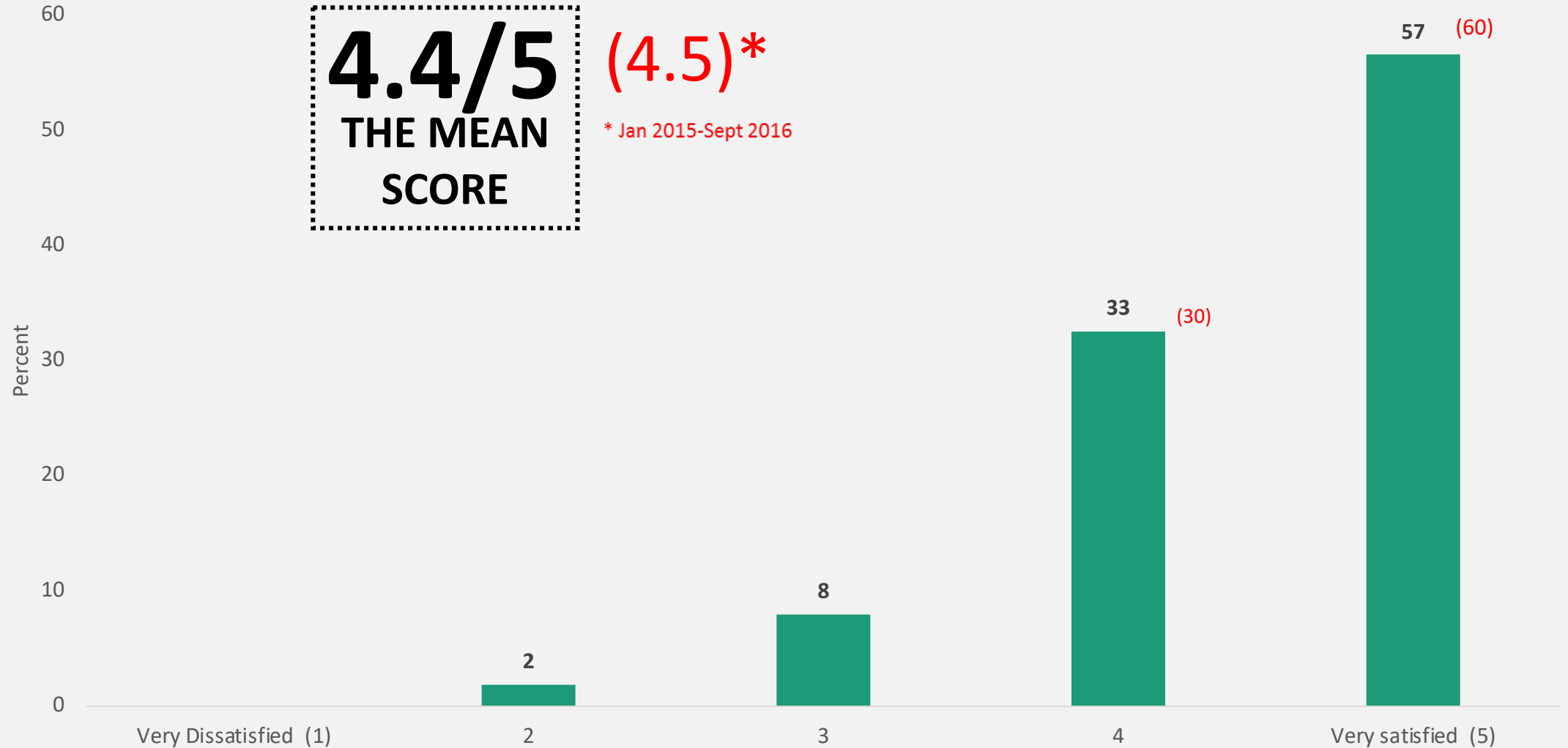




# Visitor satisfaction

most and least appealing elements of the visit, overall satisfaction

# Overall satisfaction with the experience of Yap

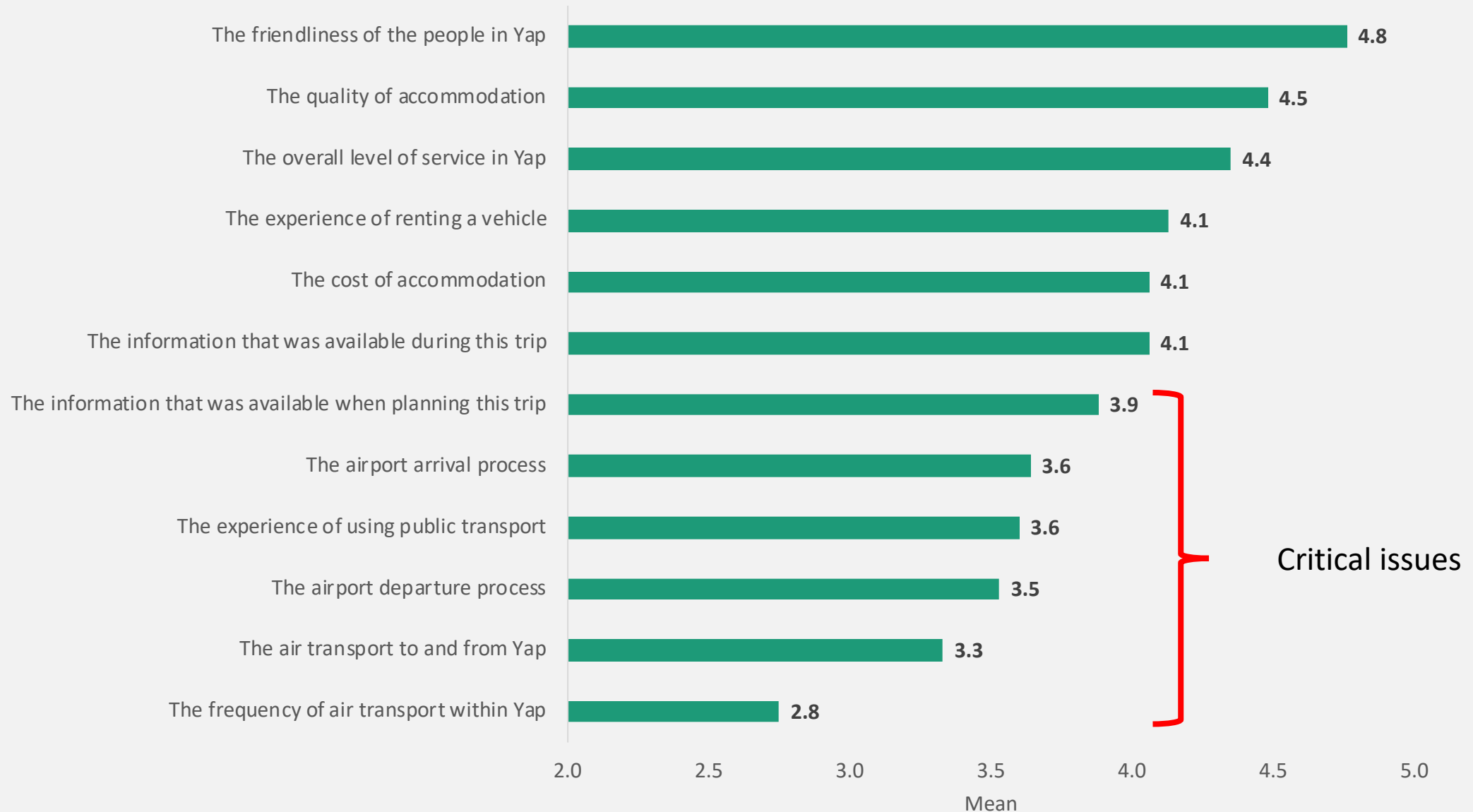


# Overall Satisfaction (Satisfied/Very Satisfied)

Country/State	Satisfied	V. Satisfied	Total
Cook Islands	23	70	93
Niue	27	66	93
Yap	33	57	90
Samoa	32	54	86
Vanuatu			83
PNG			73
Solomon Is	39	28	67

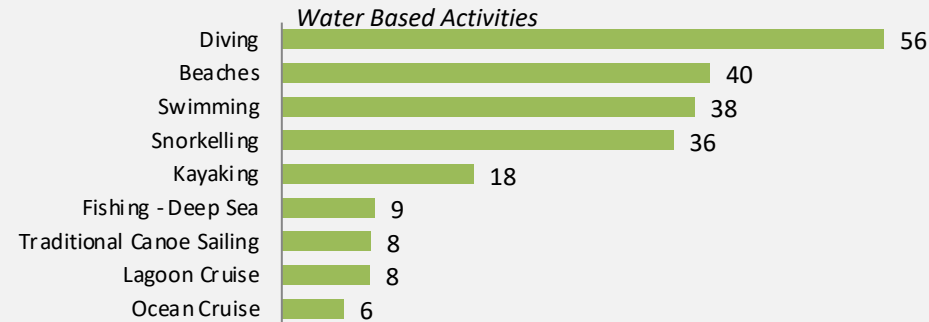


# Degree of satisfaction (key statements)

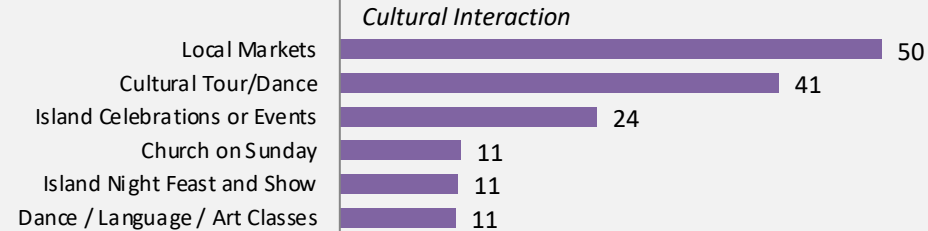


# Degree of participation (%) in activities

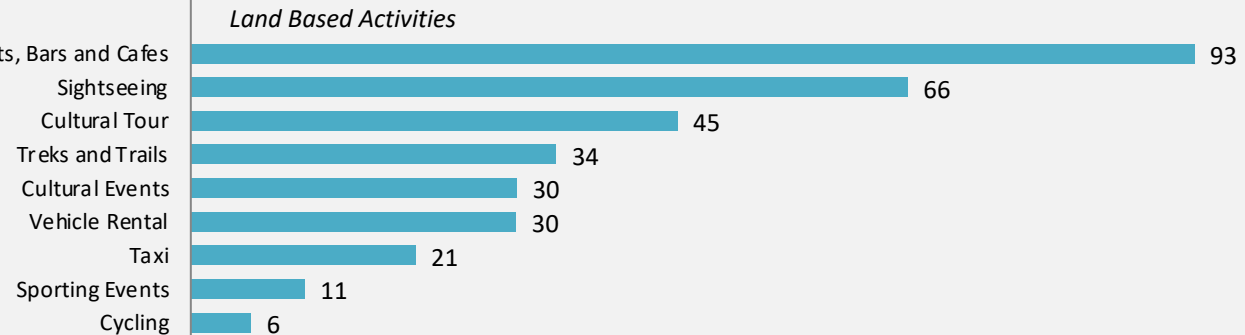
## WATER-BASED ACTIVITIES



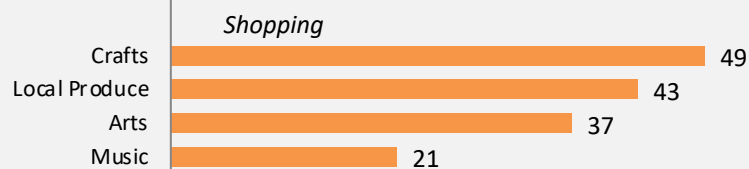
## CULTURAL INTERACTION



## LAND-BASED ACTIVITIES



## SHOPPING



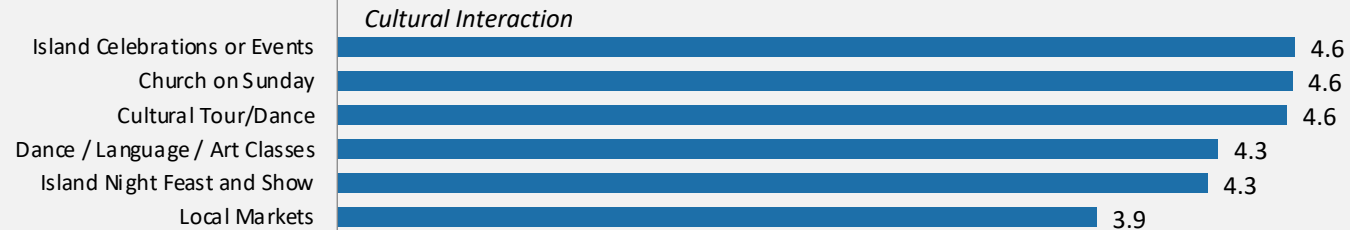
Note: Multiple responses, therefore total does not add up to 100%

# Degree of satisfaction in activities

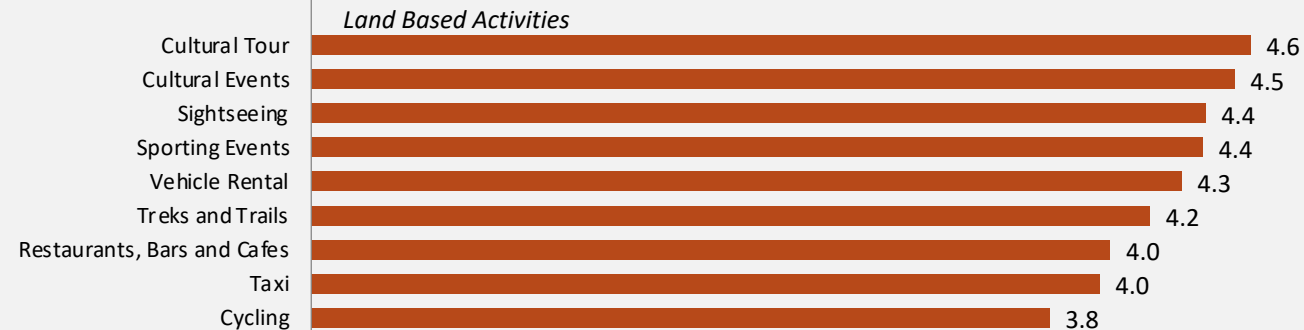
## WATER-BASED ACTIVITIES Average 4.3



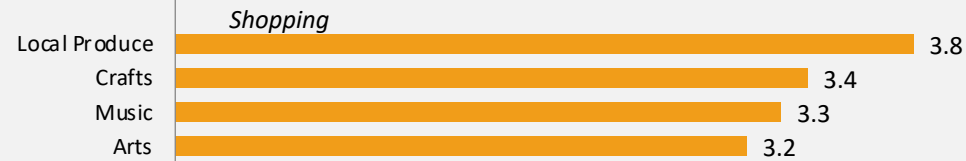
## CULTURAL INTERACTION Average 4.4



## LAND-BASED ACTIVITIES Average 4.2



## SHOPPING Average 3.4



1.0 1.5 2.0 2.5 3.0 3.5 4.0 4.5 5.0  
Mean Score

# The most appealing aspects of Yap

Themes	Percent
Local people	51
Activities and attractions	40
Environment and cleanliness	21
Local culture	20
Accommodation	9
Level of service	7
Atmosphere	6
Food and Beverage	4
Un-commercial	2
Local history	1
Convenience	1
Infrastructure	1

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

# The most appealing aspects of Yap



*"The generosity of the **local people**, there was nothing they wouldn't do for you. And **the beach at village view** was amazing."*

*"**The diving** was world-class, and we loved our (smaller) dive shop experience with Beyond the Reef. In general, though, **everyone was incredibly friendly** and went out of their way to see that we felt welcome."*

*"Free **airport wifi**. You can teach Palau something."*

*"The potential for a clean environmentally friendly and extremely **unique eco tourism destination** is huge."*

*"**Island Time**: It's hard not to relax on Yap. **The culture** is set up to be laid back and there is little conscious nous of time. Definitely a plus over the hectic pace of day-to-day life."*

*"What is most appealing about Yap to us is that it retains its **traditional character**; Yapese live their lives and treat tourists very nicely, but they do not change their ways to "make a show" for tourists."*

*"**The sense of respect, humbleness and traditional culture** that are **still in practice** is amazingly appealing to us."*



# The least appealing aspects of Yap

Themes	Percent
Public services and facilities	25
Flight related issues	23
Attractions and activities	13
Price of goods and services	9
Local people and level of service	9
Food and beverage	7
Consumption of betel nut	5
Undeveloped local products, crafts and souvenirs	4
Rental cars or scooters, transport	4
Accommodation	3
Rubbish and natural environment care	3
Weather	2
Human right issues	1
Other	1
Stray animals and mosquitos	1

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

# Least Appealing (Environment)

Country	% Responses
Yap	3
Niue	4
Cook Is.	8
Samoa	11
Vanuatu	15
PNG	18
Solomon Is	35

# The least appealing aspects of Yap



*"We stayed from Sunday to Wed due to the **limited number of flights to/from Yap**. There were **very few activities** during this time. It would be helpful to coordinate tourism activities to coordinate with flights."*

*"The Saturday afternoon **cultural program** at the village was cancelled because there were **not enough sign ups**. I suggest that you do something to widely advertise at the airport (give a slip of paper while giving the Leis) and other places and hold the program consistently."*

*"**Lack of available cultural dance** opportunity was disappointing."*

*"It is SO **difficult to get to Yap from the US** mainland, it makes it a once-a-decade sort of adventure (it took us 5 hops from St. Louis)."*

*"Yap has a completely **undeveloped service industry** and pays no attention to providing services that meet expectations or are appropriately priced."*

*"A few more shops selling **handicrafts** and **different restaurants** would make the stay more interesting."*

*"Just wish that Yap have more of their **local delicacy and local produced** available in restaurants."*

# Suggestions to improve the visit



## WHAT TO IMPROVE?

More flights, better schedule	32%
Public services and infrastructure	26%
Attractions and activities	18%
Local people, standards of service	11%
Food and beverage	9%
Better information	8%
More souvenirs and crafts	6%

**87% would return / 96% would recommend to others**

# Summary of Key Findings

- Highly educated visitors (85% tertiary education)
- High household income (39% over 100,000 USD)
- High level of satisfaction (90%)
- High recommendation rate (96%)
- High package spend (especially for dive market)



# Summary of Key Findings

- Infrastructure issues – transport, toilets, internet
- Limited in-country spend especially on shopping, land based activities
- Limited ability to engage with experiences that are not water focused
- Visitor yield dropping (dive market/Palau visits)
- Lack of information pre/during visit

# Visit Yap App

- Travel guide with offline maps
- App to be provided for free to visitors
- Usable on the island without the need for active internet connection
- Providing up to date information pre and during travel
- Aims to encourage visitors to explore more of Yap (providing economic benefits)







Reasons Why People Abandon Your ...  
icart.com



Why the future of apps is good ne...  
abilitynet.org.uk



Post App Era, Or Post App Experience ...  
silicon.co.uk



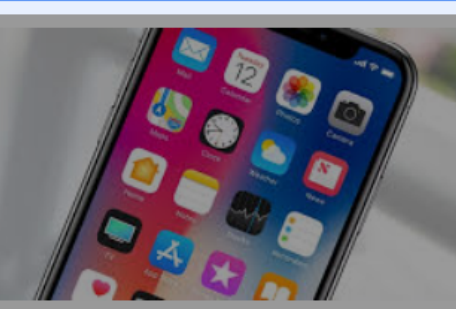
How Many People Use the Top Mobile App...  
andedramblings.com



Apps to Stop Your Smartphone Addiction ...  
inc.com



Mobile Apps Allow E-Commerce Brand...  
martechseries.com



% of people prefer to use apps to ...  
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people abandon mobile apps ...  
techcrunch.com



What's Next For Mobile Application ...  
infonetcc.org



## Travelport Digital Blog

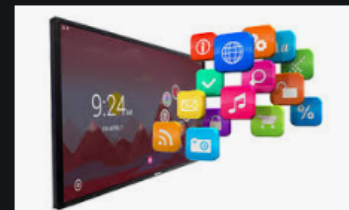
58% of people prefer to use apps to search for travel. What

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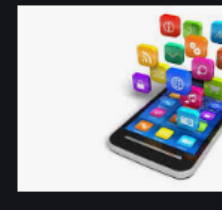
## Related images



Seven Reasons Why Your Bu...  
dmit.co.th



ActiveVision - Apps and Onlin...  
activevision.co.nz



Digital Apps to Enh...  
goldnews.com.cy

## Business Directory

### IN CASE OF EMERGENCY

Police (landline) 911  
Police (mobile) [350-3333](tel:350-3333)  
Fire [350-3333](tel:350-3333)  
Hospital [350-3446](tel:350-3446)  
Ambulance [350-3446](tel:350-3446)

#### A

Aces Mart  
[350-3111](tel:350-3111) [View on Map](#)

#### B

Bank of Guam (ATM)  
[350-8865](tel:350-8865) [View on Map](#)

Bank of the FSM (ATM)  
[350-2329](tel:350-2329)

Blue Lagoon Store  
[350-2136](tel:350-2136)

#### C

Chamber of Commerce  
[350-8990](tel:350-8990) [View on Map](#)

Copy Center  
[350-3420](tel:350-3420)

#### D

DHL  
[350-2270](tel:350-2270) [View on Map](#)

## Business Directory

#### A

Aces Mart  
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[350-8990](tel:350-8990) [View on Map](#)

Copy Center  
[350-3420](tel:350-3420)

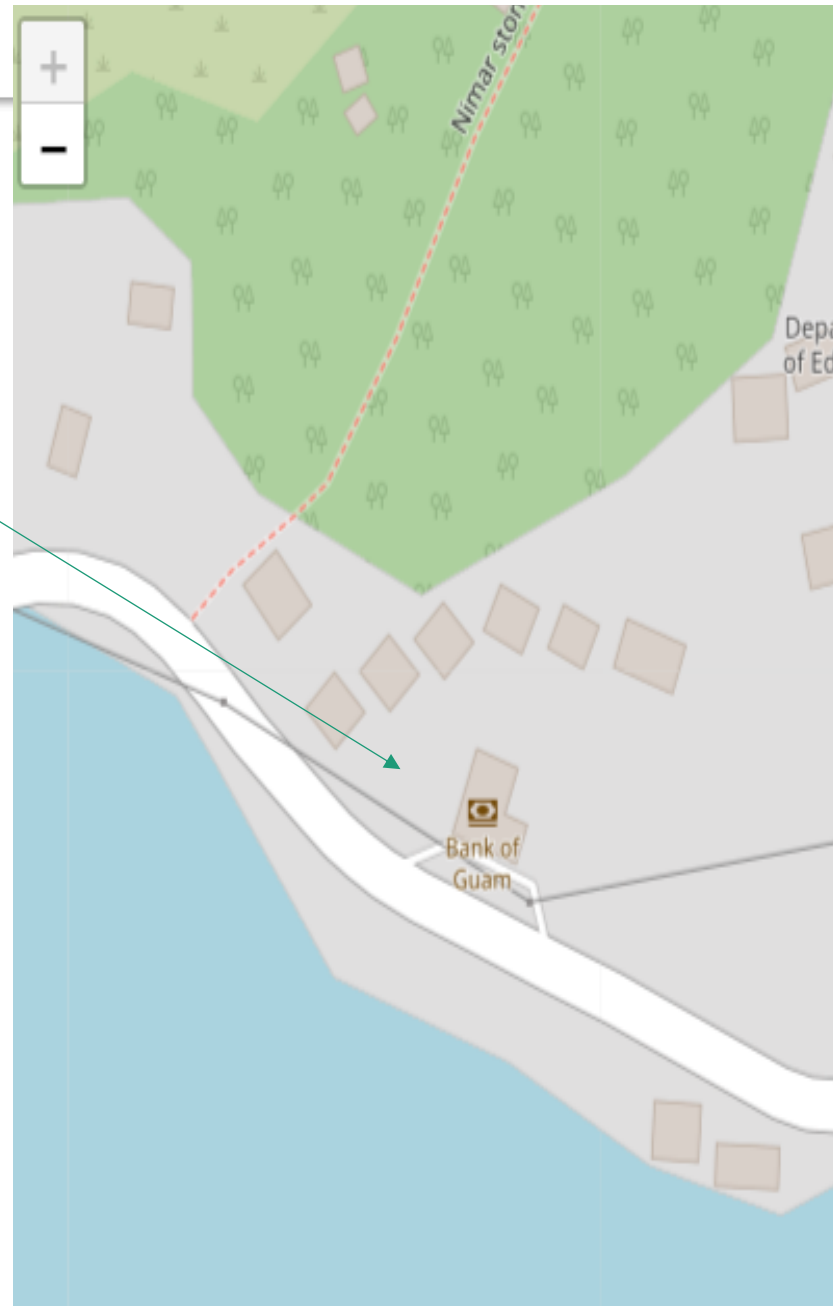
#### D

DHL  
[350-2270](tel:350-2270) [View on Map](#)

#### E

E.S.A Bay View Hotel  
[350-2138](tel:350-2138) [View on Map](#)

E.S.A. Hotel & Restaurant  
[350-2139](tel:350-2139)







## Manta Ray Bay Resort & Yap Divers

Luxury dedicated dive facility, hotel, restaurant & bar, spa and boutique

Established in 1986 by Bill Acker, legendary Manta Man, Manta Ray Bay Hotel and Yap Divers have been welcoming guests from around the world for some time. The majority of the dive sites were discovered by Bill, so there is no-one better qualified to offer a dive vacation on Yap than us. The resort is a PADI 5 Star resort, the only one in Yap.

The hotel has 35 spacious rooms, all with air conditioning, hot and cold water, telephone, TV and DVD all as standard. Mini fridges are available on request. Most of the rooms have beautiful ocean views and we have a number of de-luxe ocean view rooms, which have plunge pools or Jacuzzis.

The hotel has the most unique bar and restaurant in the south Pacific. The M/V Mnuw is a 110 year old South Seas schooner that has been converted into the perfect place to eat. meet. drink

The hotel has eight state of the art dive boats that can take you to over 50 dive sites around the island. We have dives to cater for every taste imaginable. Yap is famous for its population of Mantas but we have one of the best shark dives in the world as well as each evening the ability to watch the charming Mandarin Fish mating dive.

The hotel offers various tours so you can appreciate this beautiful island from the land as well as the sea. We offer island tours, village cultural tours and Kayak trips through the un-spoiled mangroves.

If you want a relaxing day here, we have the beautiful Infinity Pool, where you can top up your tan or you can indulge in a massage in our Taro Leaf Spa. At Manta Ray Bay Hotel, we guarantee you will go home with amazing memories and a big smile.



Image 1 of 2



Image 1 of 2

### Contact details

Manta Ray Bay Resort & Yap Divers  
P.O. Box MR  
Yap, FM 96943  
Micronesia

Phone: [350-2300](tel:350-2300)  
Email: [global@mantaray.com](mailto:global@mantaray.com)  
Website: [www.mantaray.com](http://www.mantaray.com)  
Contact: Bill Acker





World War II Memorial Project

### World War II Sites

Scattered throughout the island and the waters of Yap, visitors will find wreckage from the war years. Although much of the wreckage is slowly decaying in the jungle and water, tour guides can show visitors an array of sites that will help explain why the American forces lost close to 40 planes attacking the island.



### Available Tours

[View Tours](#)

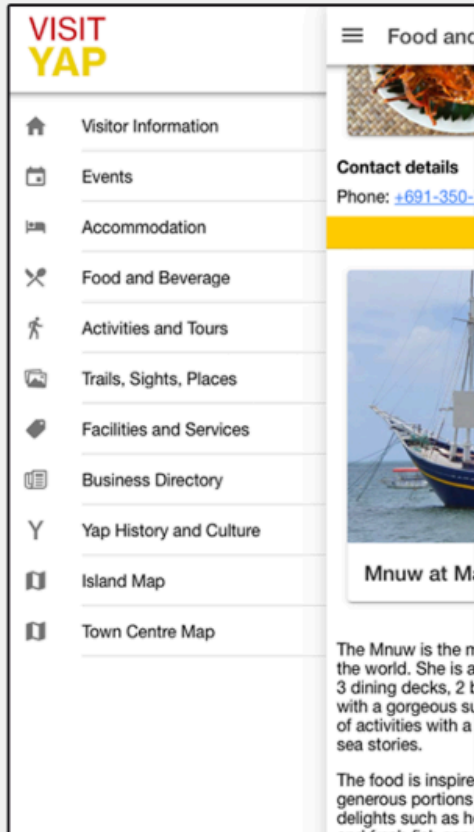
[View on Map](#)





VISITING YAP? GET THE YAP APP

# Offline Maps Information Guide Travel Tips.

[Download App](#)

VisitYapApp.com promotional website to help visitors learn about the Yap App and how to get setup on their phone.



# Key Takeaways

- The IVS generates valuable information that can provide insights into industry performance. It is important to maintain the gathering and analysis of this data is possible – we have a cost effective means to do so but do require some support.
- What are the key positive things that the IVS shows us:
  - ✓ Yap performs well in terms of environmental quality
  - ✓ Yap has a highly educated and high yield visitor profile
  - ✓ Yapese people and culture are a major attraction for visitors – not just diving
  - ✓ Diving and water activities are highly rated
  - ✓ Visitors to Yap are very satisfied with the experience and are also highly likely to recommend the destination to others

# Key Takeaways

- What are the key challenges that the IVS highlights:
  - Visitor spend has decreased during the period of the survey. Visitor numbers have fallen in the past year. This creates a 'perfect storm' in terms of sector downturn.
  - The impact of the cancelled Palau flights is significant – hitting the dive market hard and this is the highest spending group. Thus the impact is exacerbated.
  - The IVS data can be used to better understand the impacts of flight cancellations but can also be a tool to provide information on the value of providing some form of funding support to continue the flights
  - Visitors need more information about what they can do on Yap and where they can spend money. There is a need to increase information availability and accessibility. The Yap App is designed to fill this gap but clearly more work is needed on other platforms – especially in areas such as social media.
  - Tourism is everyone's business, it will be important to share this data and to make it accessible to business and also community.



# Thank you

**Team Leader: Simon Milne**

**Email: [simon.milne@aut.ac.nz](mailto:simon.milne@aut.ac.nz)**

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

**Key contributions: Sam Li, Mindy Sun**