

Niue International Visitor Survey

Australia Market (2017-2019)



AUT



**NEW ZEALAND
FOREIGN AFFAIRS & TRADE**
MANATŪ AORERE



October 2017 to September 2019 respondents



Total number of responses: **221**



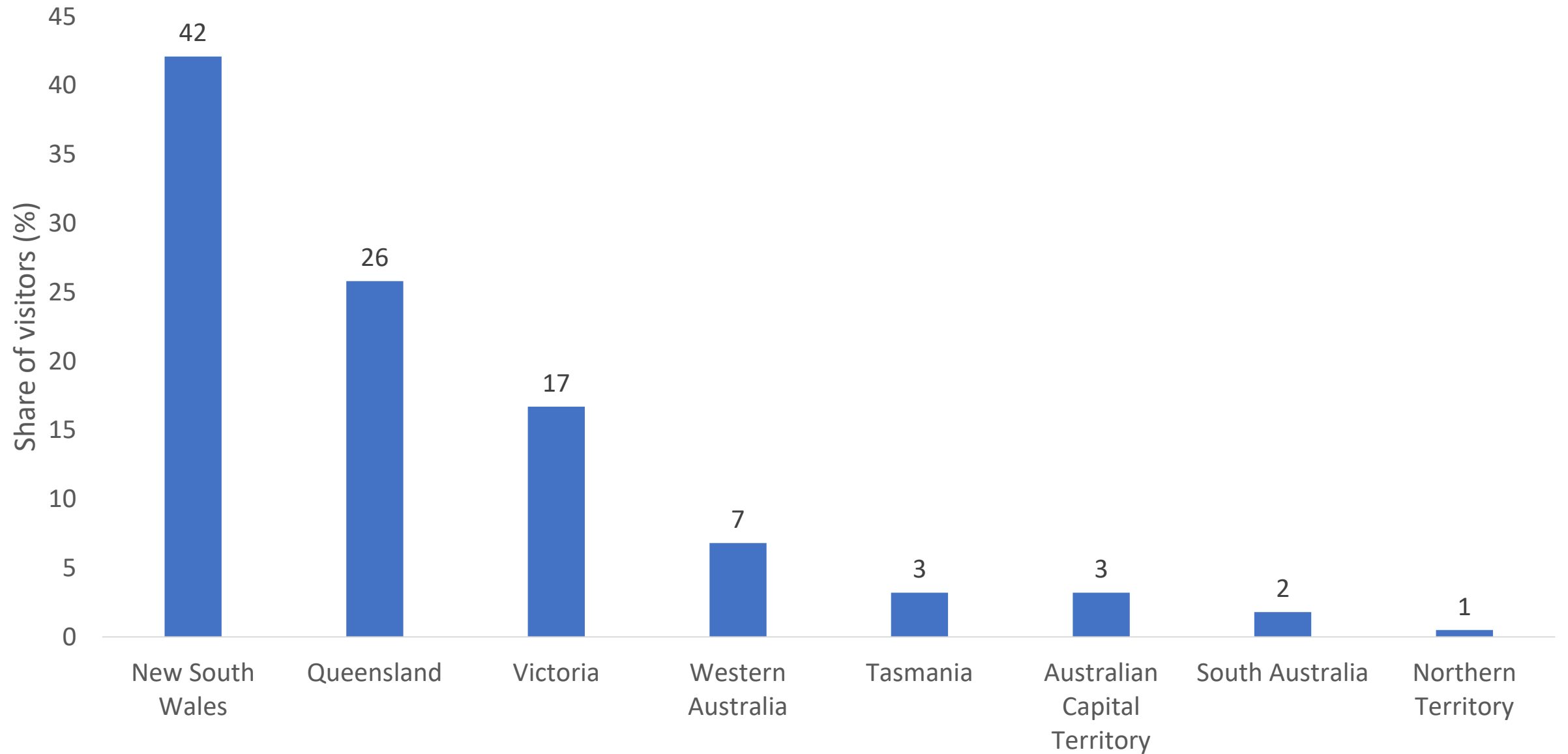
Responses cover a total of
433 adults and **85 children**



The characteristics of visitors to Niue

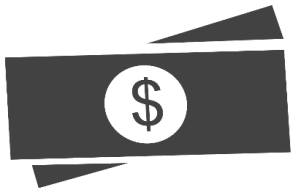
Age, gender, education, country of origin, income, purpose of visit, travelling companions, number of previous visits, length of stay, type of accommodation, transport used, information sources, purchasing behaviour

Respondents



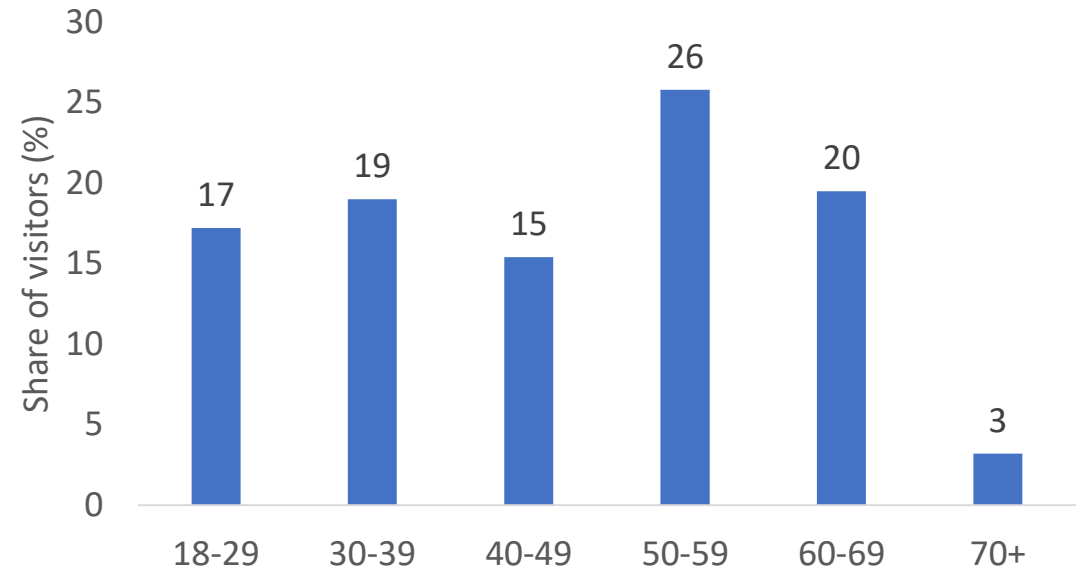
Visitor characteristics

Annual household income (NZ\$)



- 8%** Under \$50,000
- 29%** \$50,001 - \$100,000
- 24%** \$100,001 - \$150,000
- 18%** \$150,001 - \$200,000
- 9%** \$200,001 - \$250,000
- 12%** Over \$250,001

Distribution of age

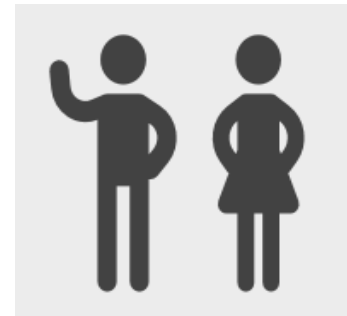


Highest qualification



- 77%** Tertiary qualification
- 18%** High school qualification
- 2%** No formal qualification
- 3%** Other

Gender



- 61%** Female
- 39%** Male

Visitor characteristics

Main Purpose of Visit



56% Holiday



18% Visiting friends or relatives



10% Business or conference



5% Attending a wedding

Travel Companions*



57% Family group



54% Partner/Spouse



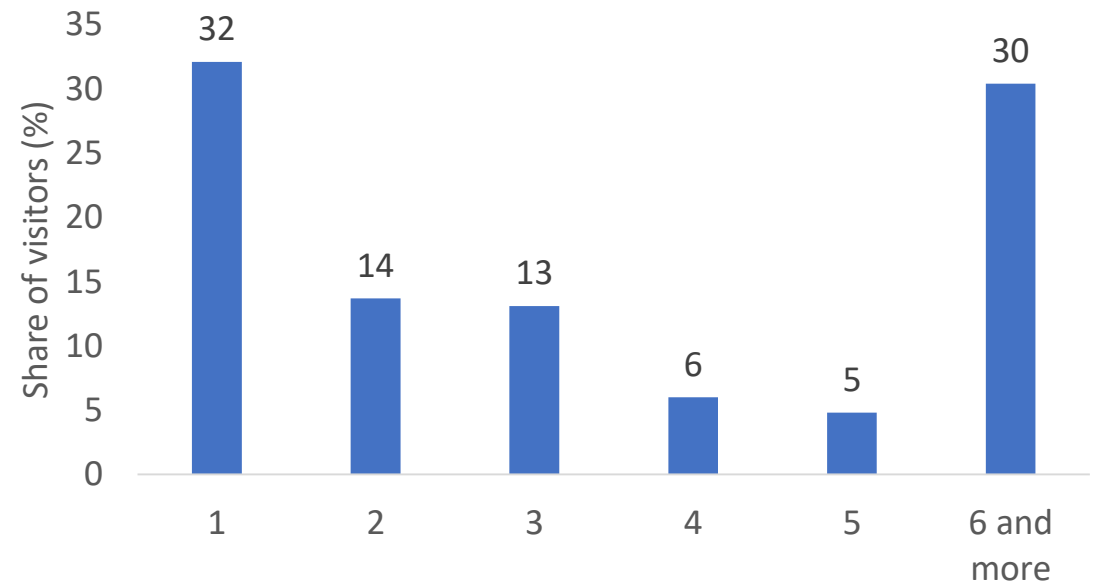
15% Friends

Number of Companions



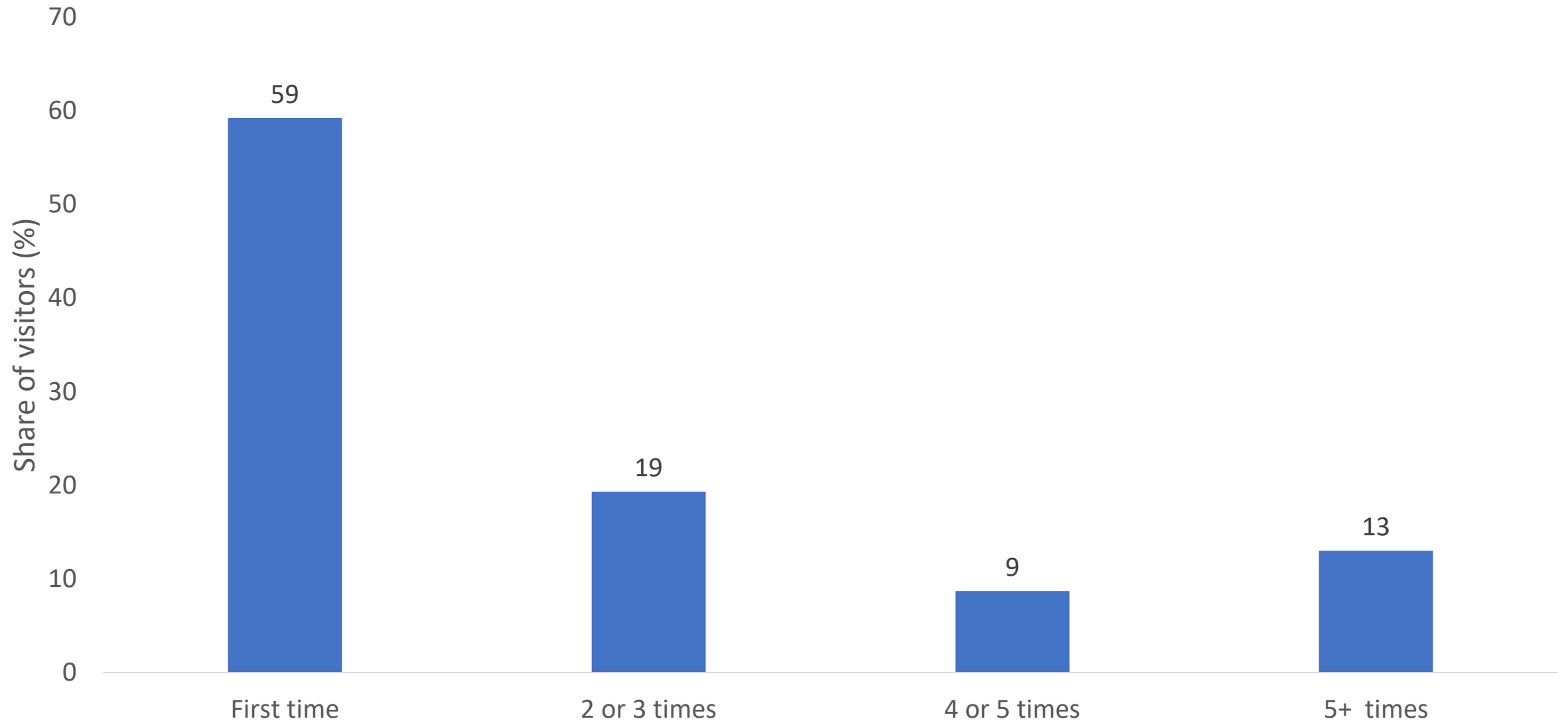
81% of visitors travelled to Niue with others, **19%** by themselves

... those who travelled with companions were accompanied by the following number of people:



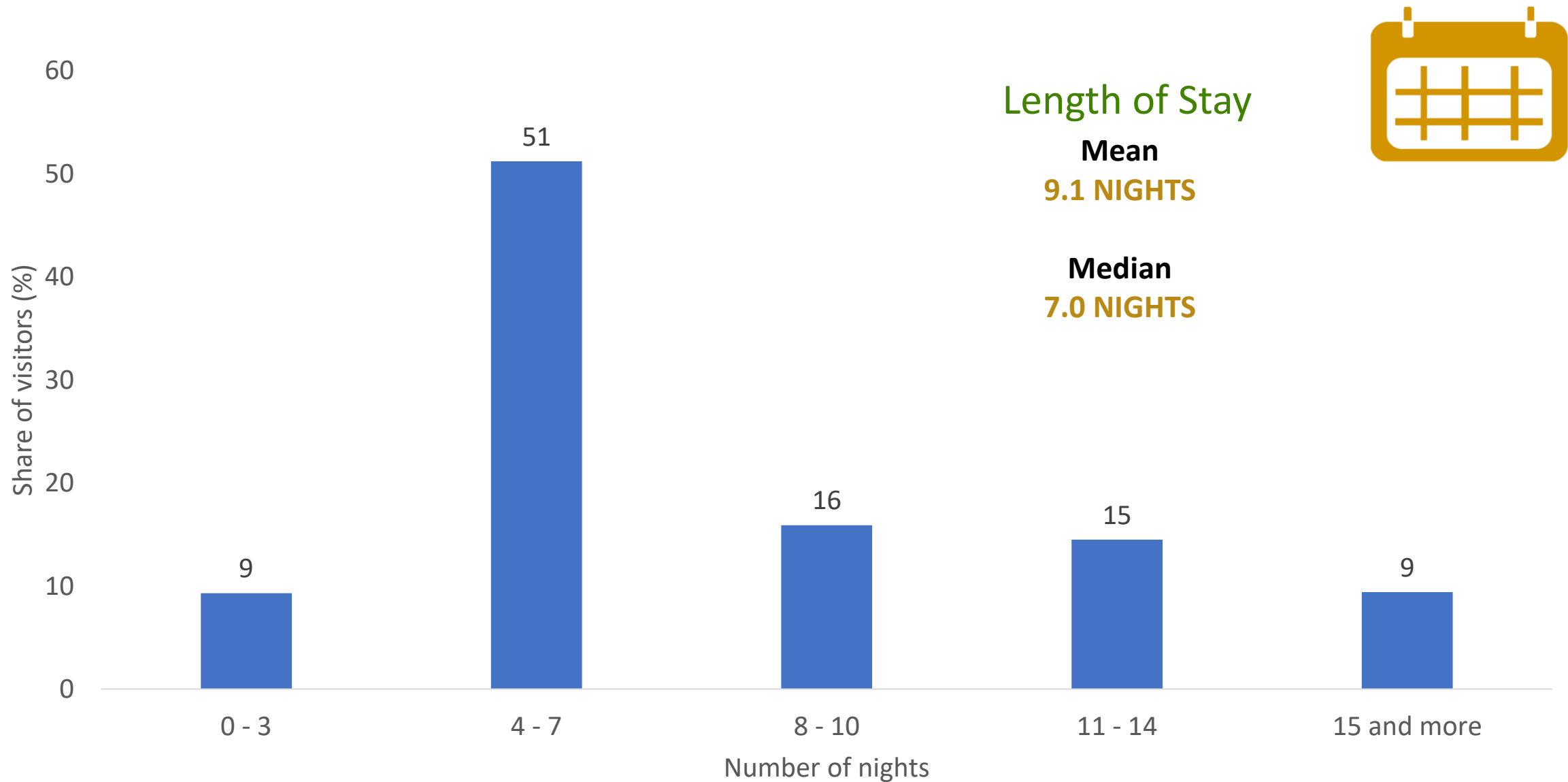
*: Multiple responses, therefore total does not add up to 100%

Previous visits



Note: Numbers may not sum to 100% due to rounding.

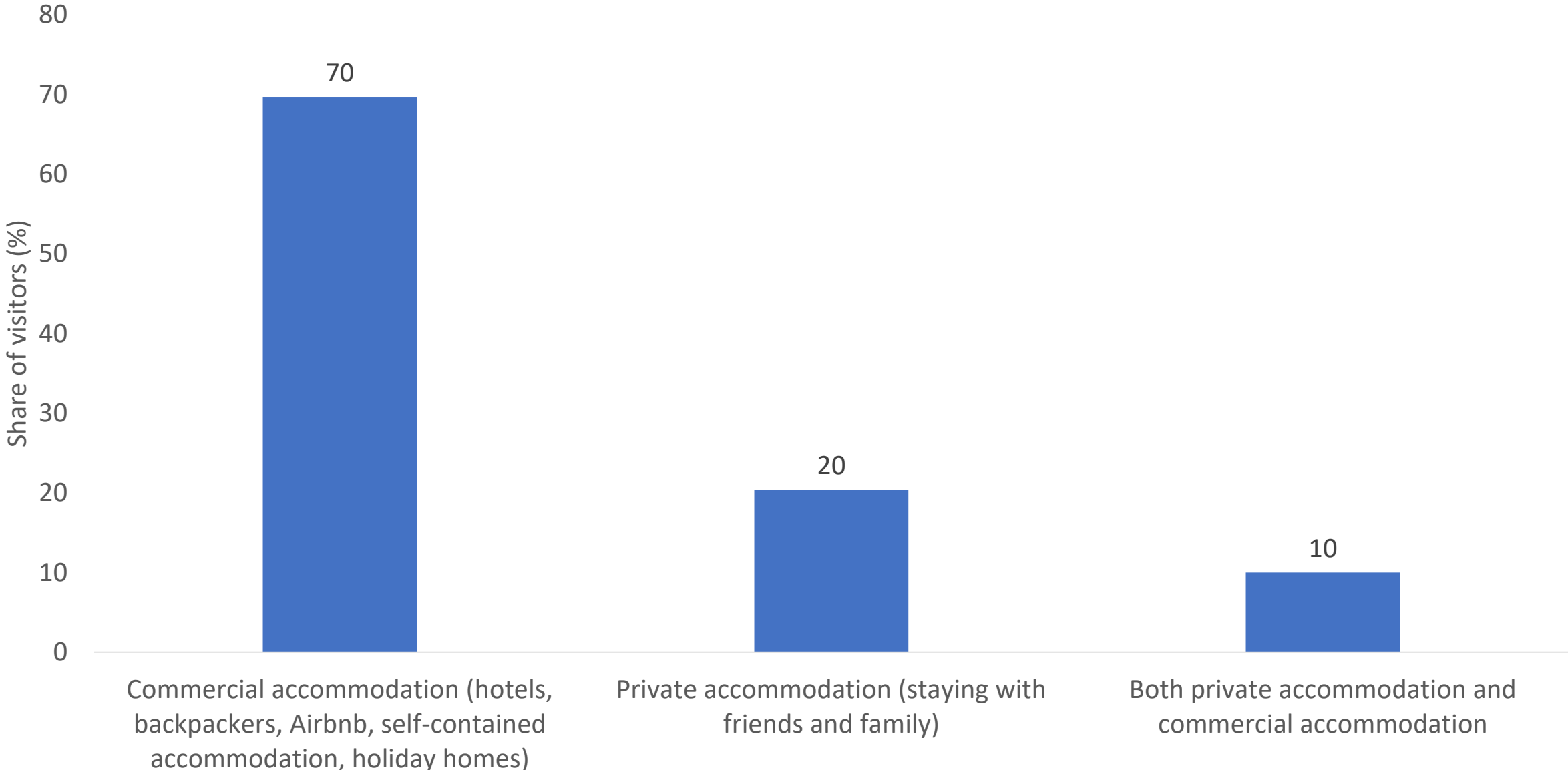
Visitor characteristics



Note: Numbers may not sum to 100% due to rounding.

Note: 31+ days as outliers were removed for analysis

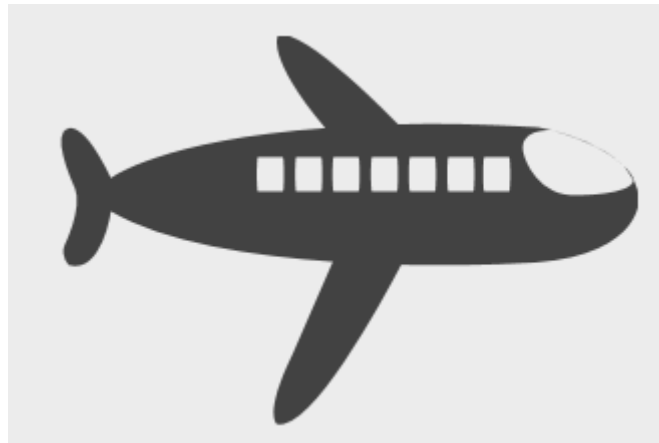
Type of accommodation



Destinations and airlines



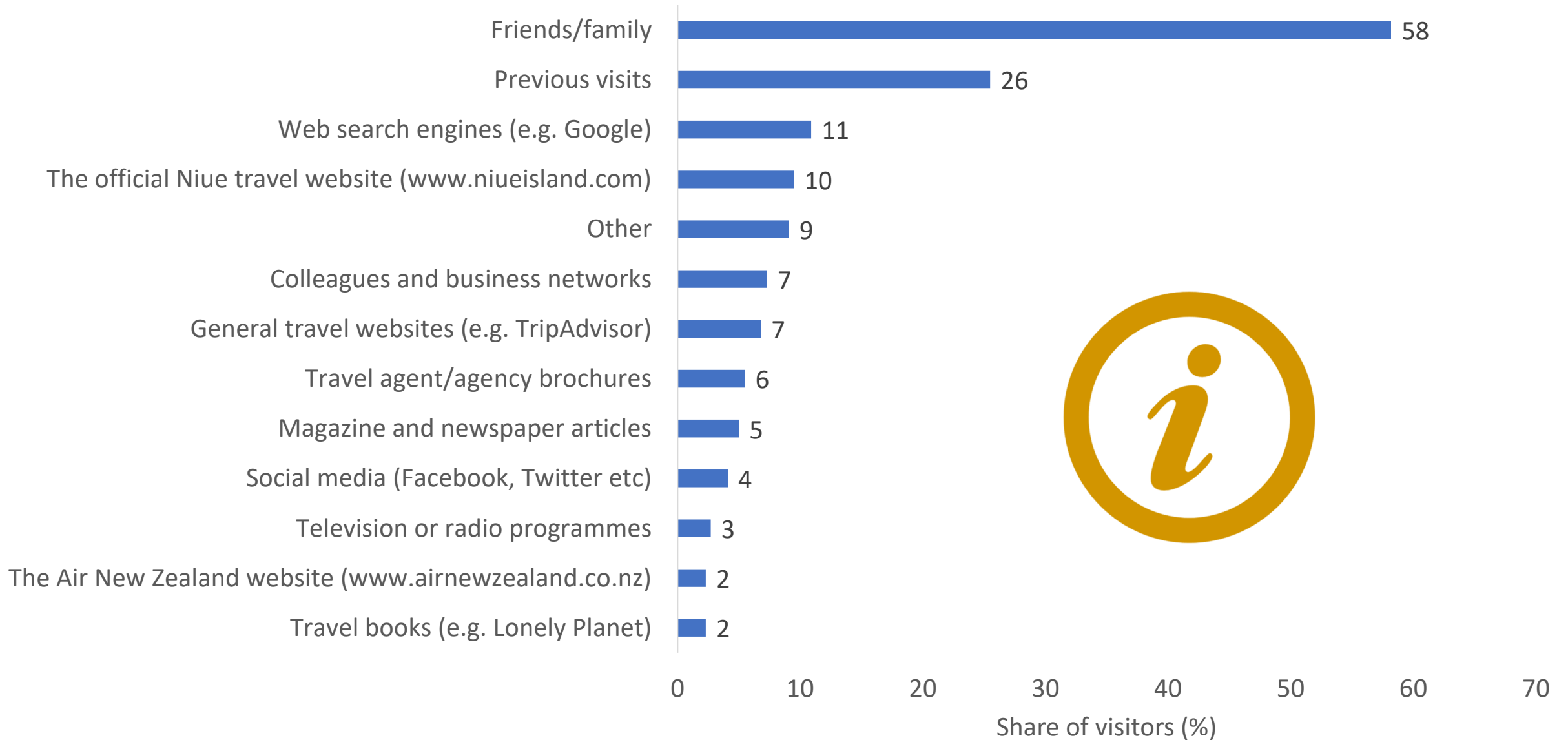
For **46%** of visitors, Niue is the sole destination for their trip. Over half (**54%**) spend some time in another holiday destination (New Zealand)



Transport Used

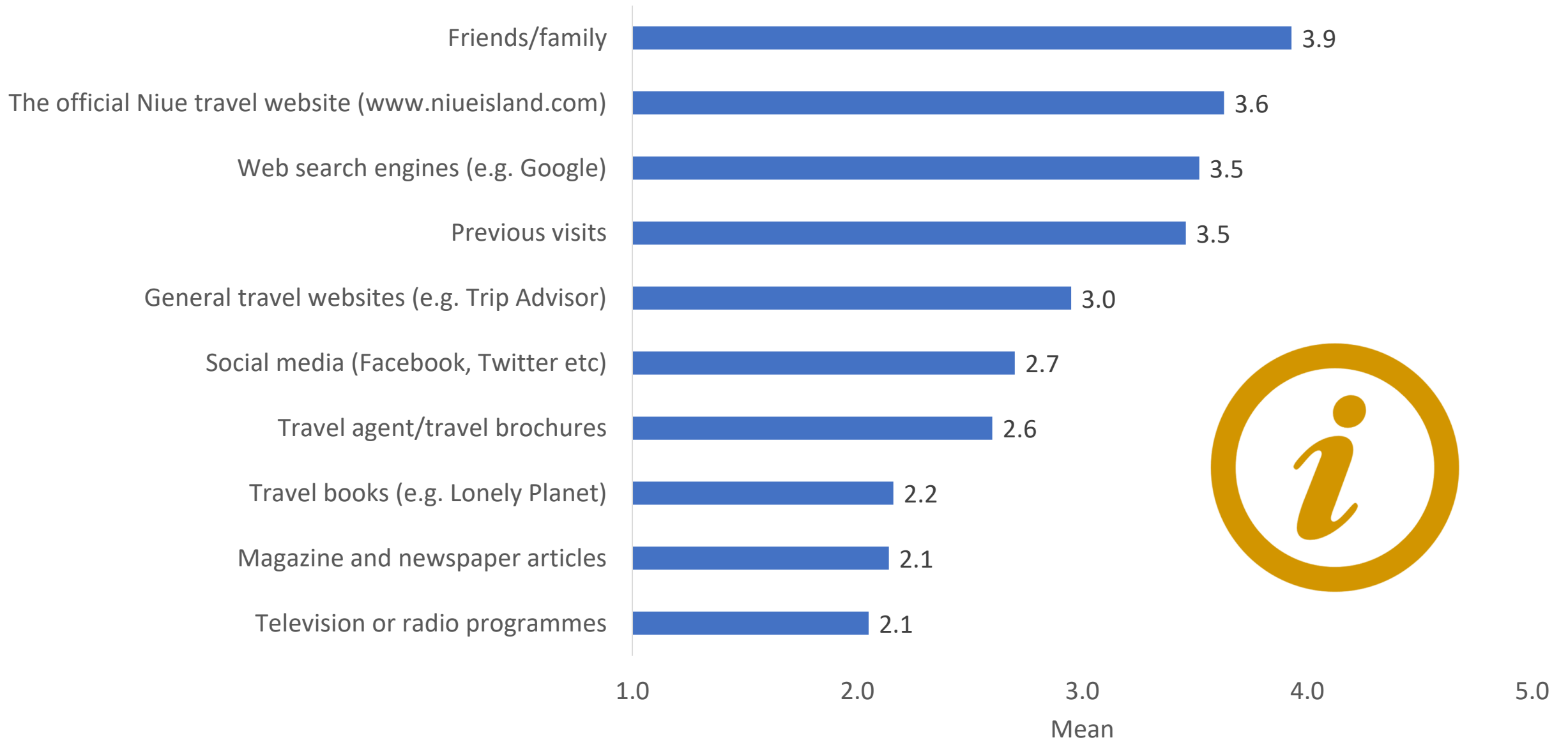
- 99.5%** Air New Zealand
- 0.5%** Private Charter Plane

How did you find out about Niue?

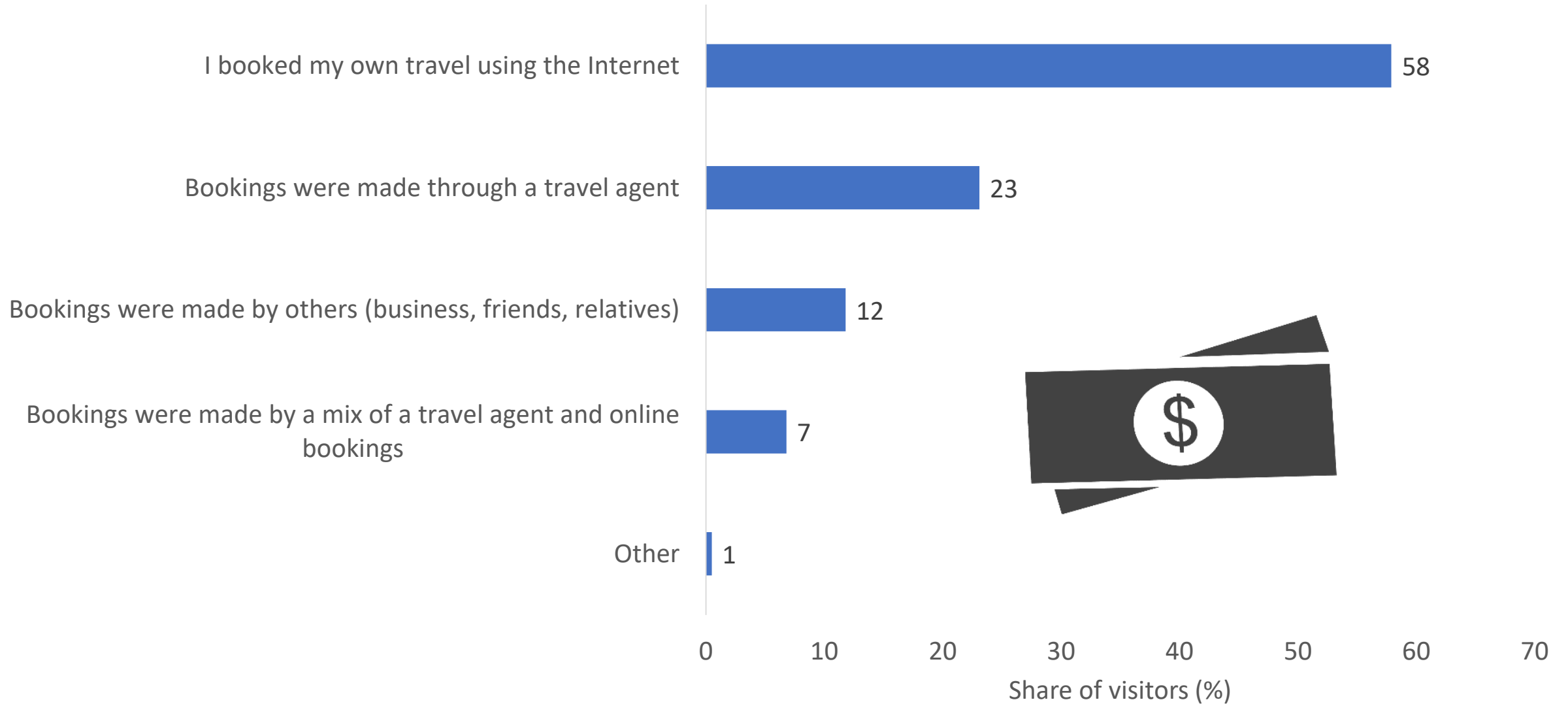


Note: Multiple responses, therefore total does not add up to 100%

Importance of information sources for planning



How did you purchase your travel?

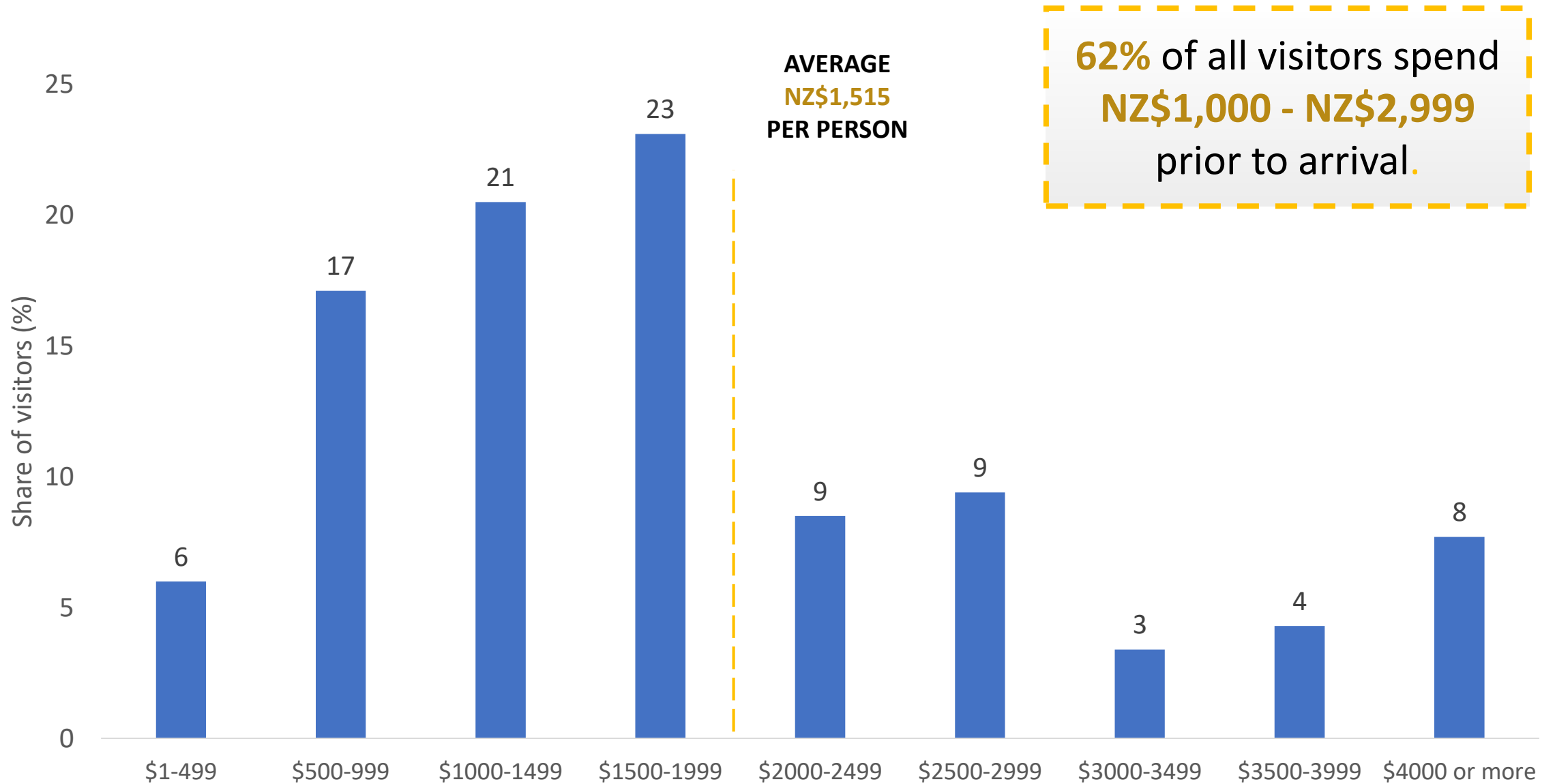




Visitor expenditure

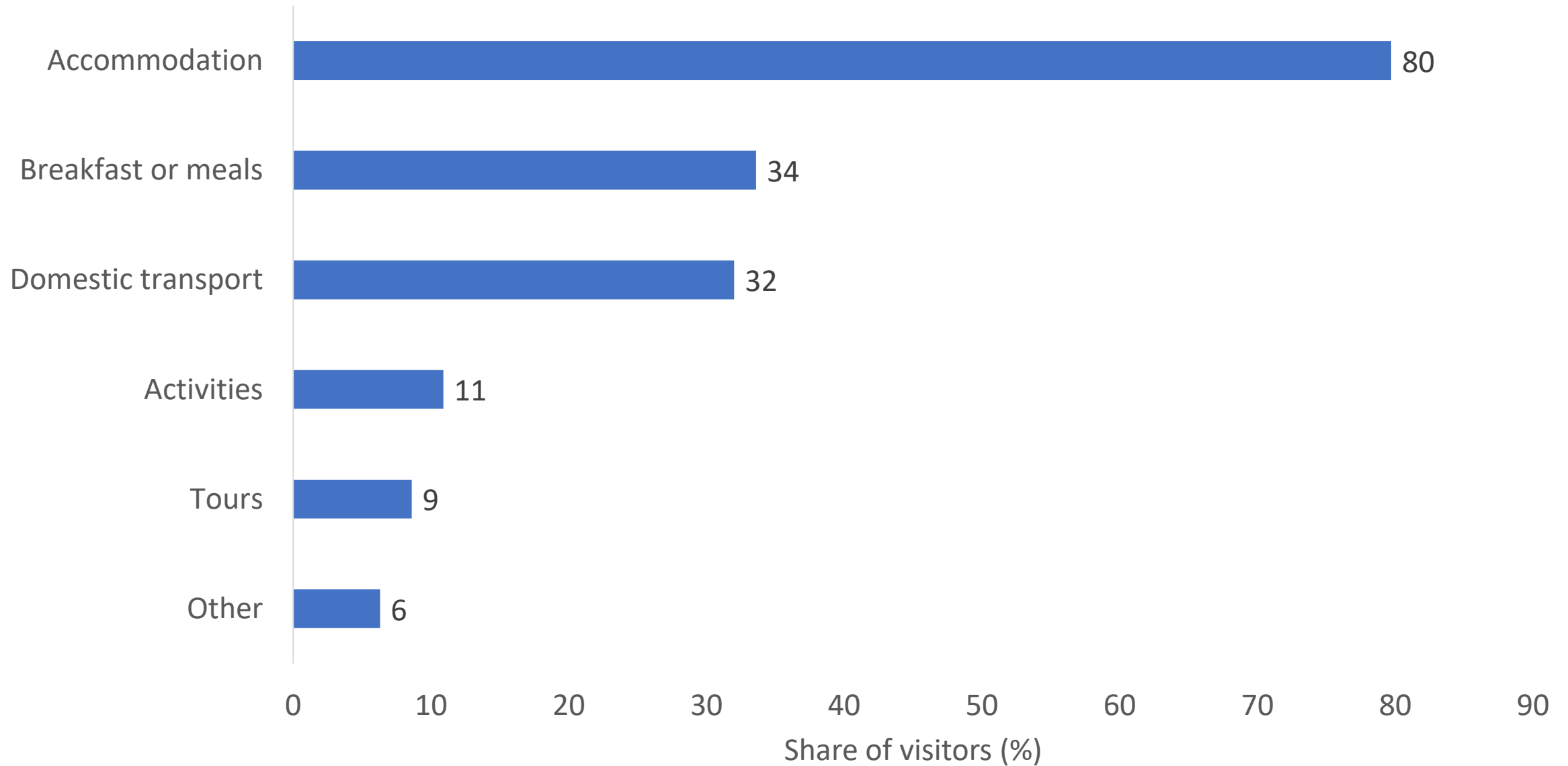
Money spent prior to arrival and while in Niue, and a breakdown of spending

Pre-paid expenditure



Note: Numbers may not sum to 100% due to rounding

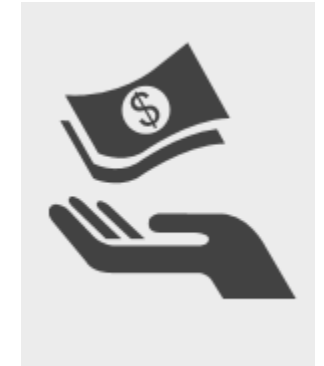
Pre-paid items



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

Local expenditure per person per day

Expenditure Items	Mean (NZ\$)	(% of spend)
Accommodation	27.1	28.8
Restaurants, cafes & bars	20.4	21.7
Groceries	10.8	11.4
Vehicle rental	10.5	11.2
Activities	5.4	5.7
Donations	5.1	5.4
Shopping	4.9	5.2
Petrol	4.7	5.0
Local arts and crafts	2.2	2.3
Internet and telecommunication	1.7	1.8
Other	1.2	1.3
Services	0.1	0.1



Each visitor spends on average a total of **NZ\$94** per day **while in Niue**

Contribution to the Niuean economy

AVERAGE SPEND
PRIOR TO VISIT

PER PERSON
NZ\$1,515



40% FLOWING BACK



PER PERSON
PER VISIT
NZ\$606

PER PERSON PER
DAY
NZ\$67



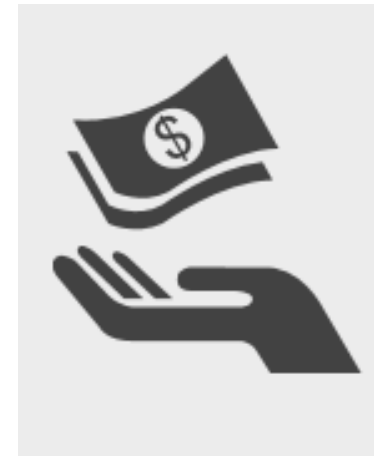
PER PERSON PER DAY
NZ\$161

PER PERSON PER VISIT
NZ\$1,459

AVERAGE SPEND
WHILE IN NIUE

PER PERSON
PER VIST
NZ\$853

PER PERSON
PER DAY
NZ\$94

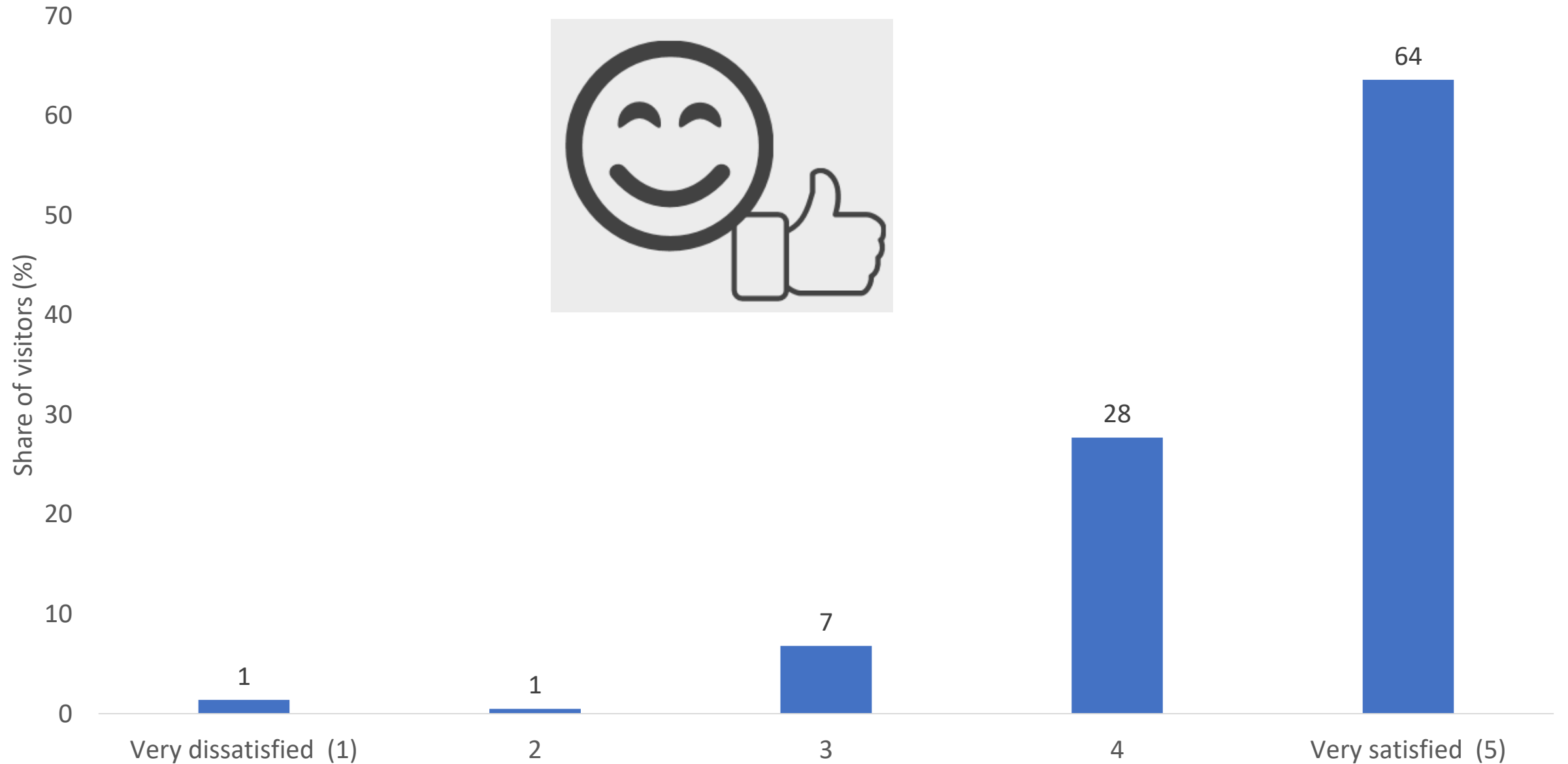




Visitor satisfaction

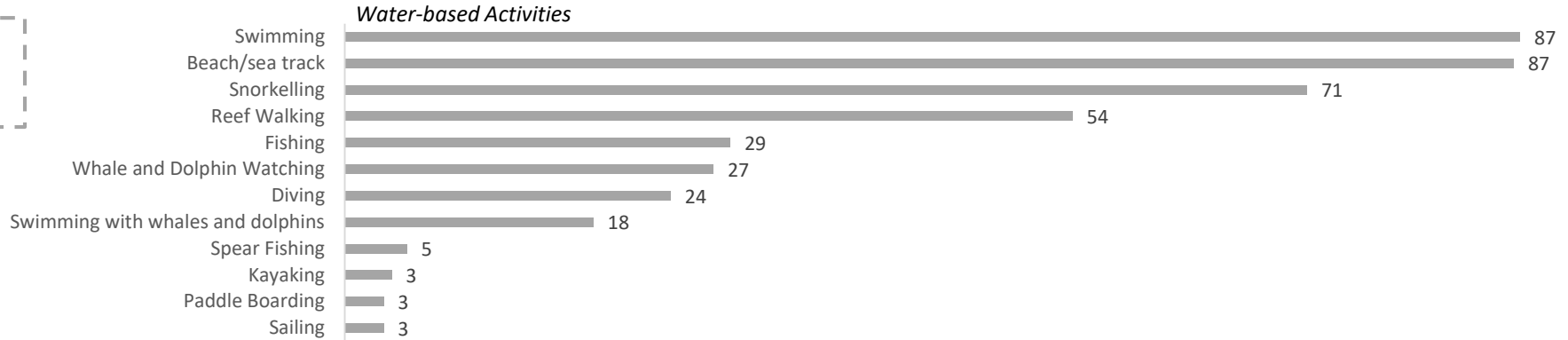
Most and least appealing elements of the visit, overall satisfaction

Overall satisfaction

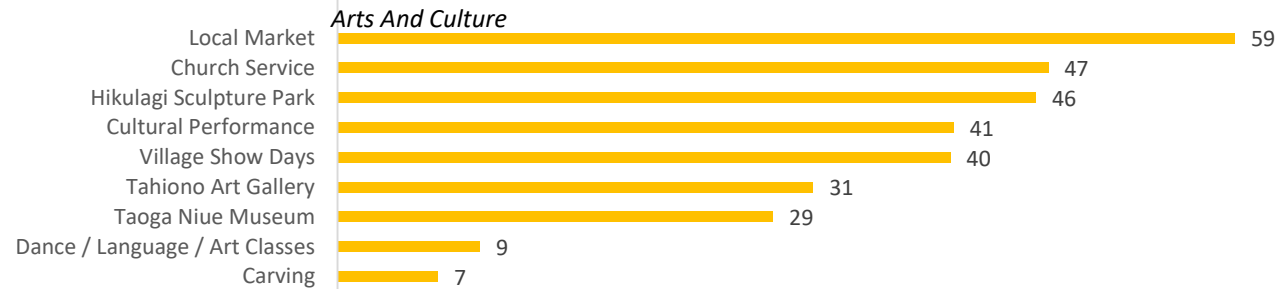


Degree of participation in activities

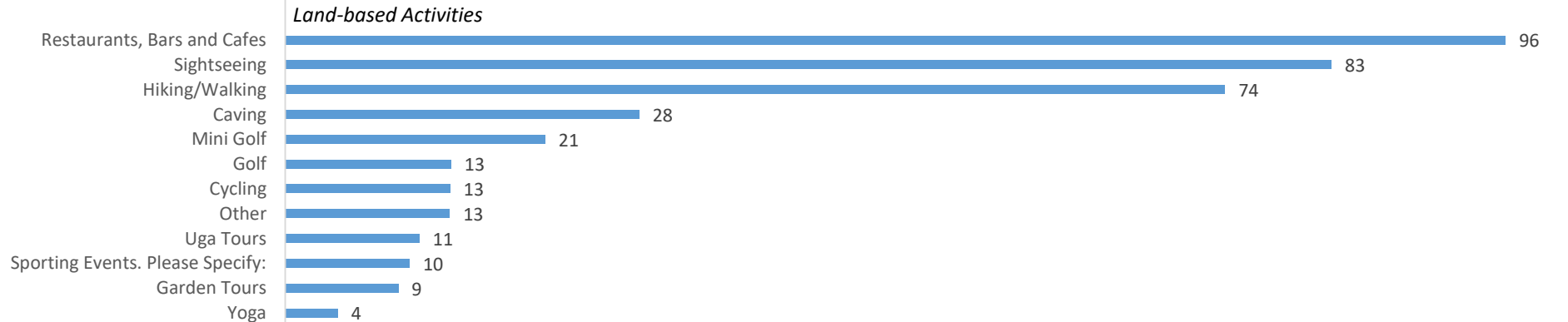
WATER-BASED ACTIVITIES



ARTS AND CULTURE



LAND-BASED ACTIVITIES



SHOPPING



0 10 20 30 40 50 60 70 80 90 100

Share of visitors (%)

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

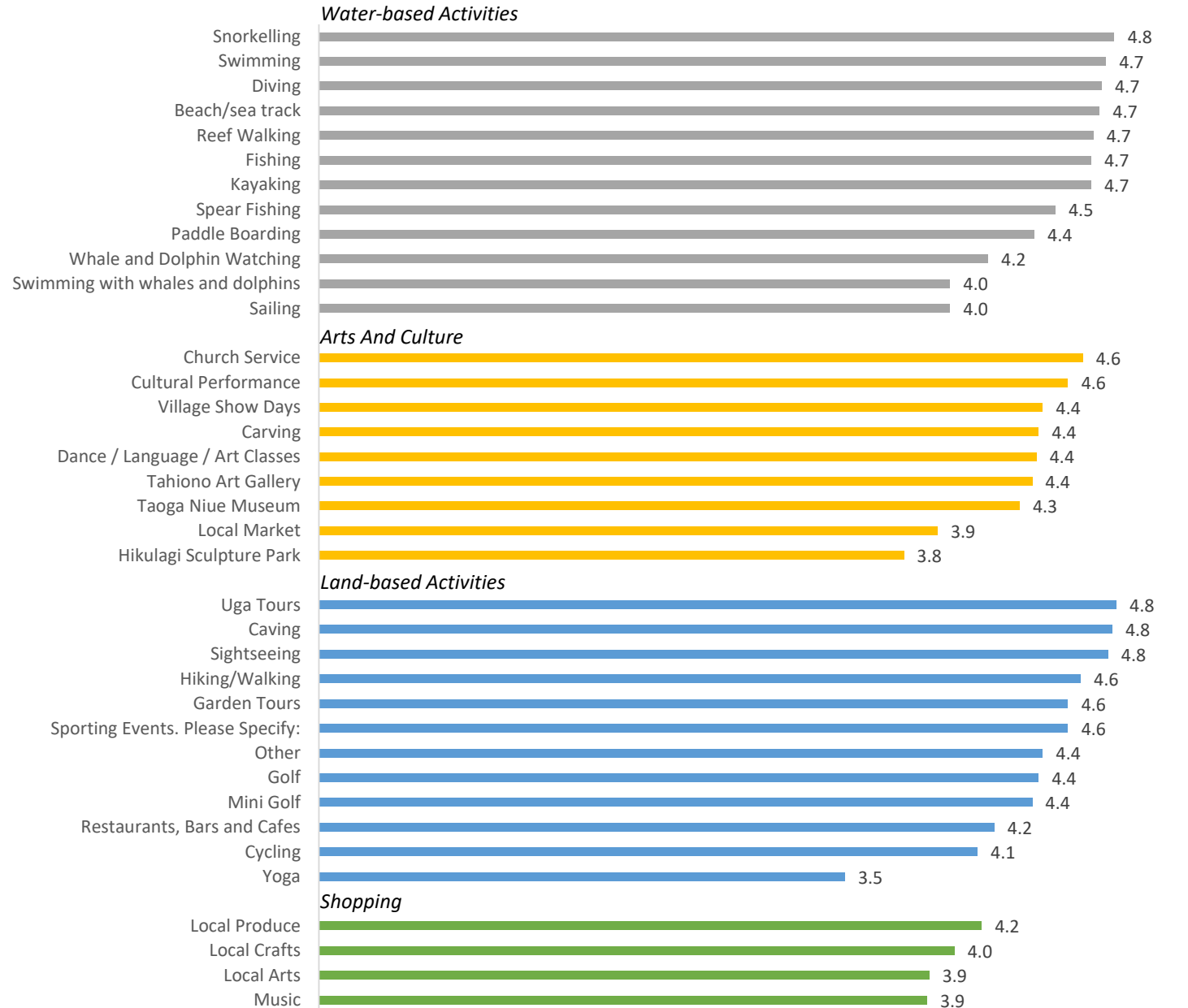
Satisfaction with activities

**WATER-BASED
ACTIVITIES**
AVERAGE 4.3

**ARTS AND
CULTURE**
AVERAGE 4.1

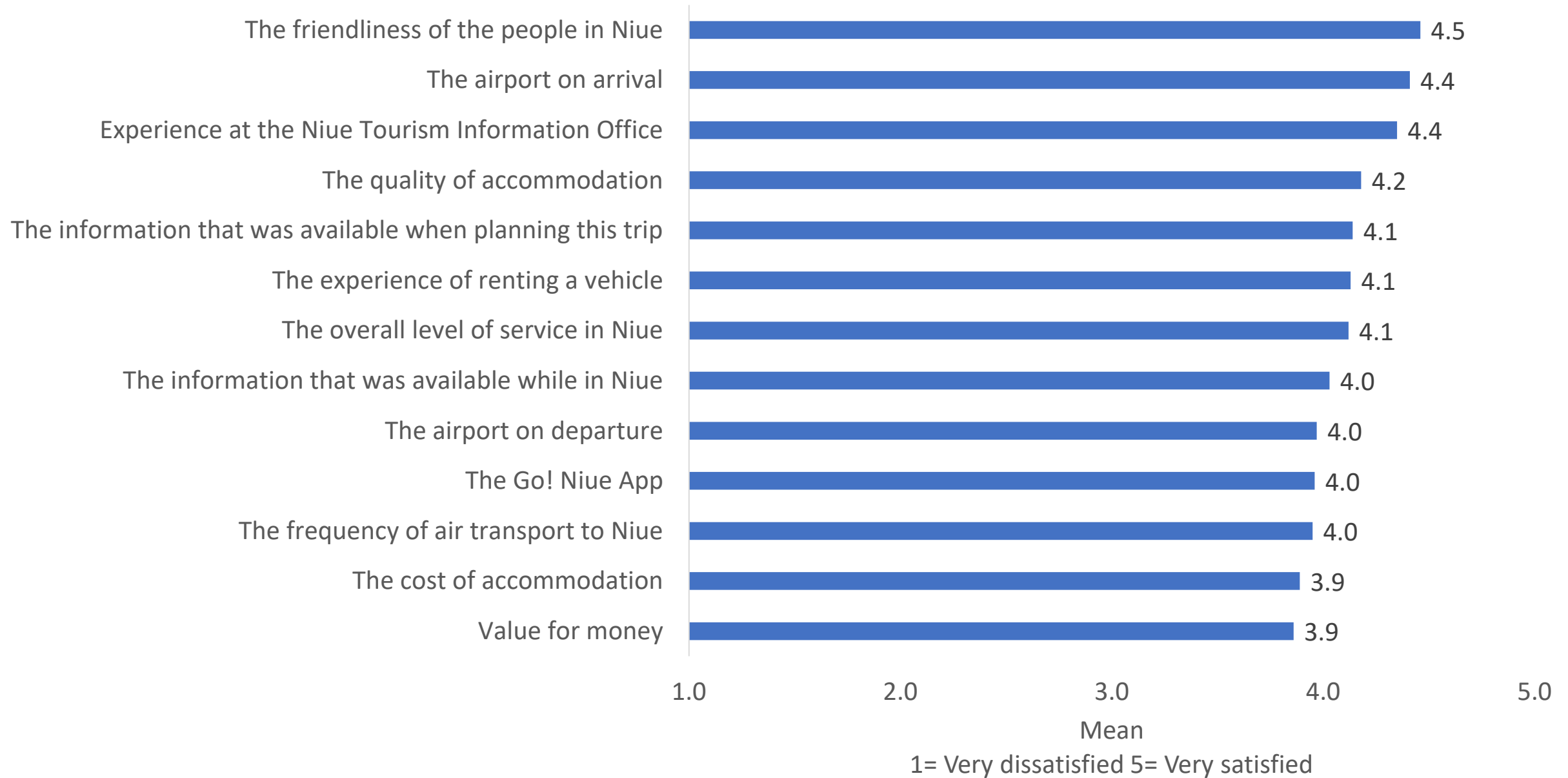
**LAND-BASED
ACTIVITIES**
AVERAGE 4.3

SHOPPING
AVERAGE 3.7

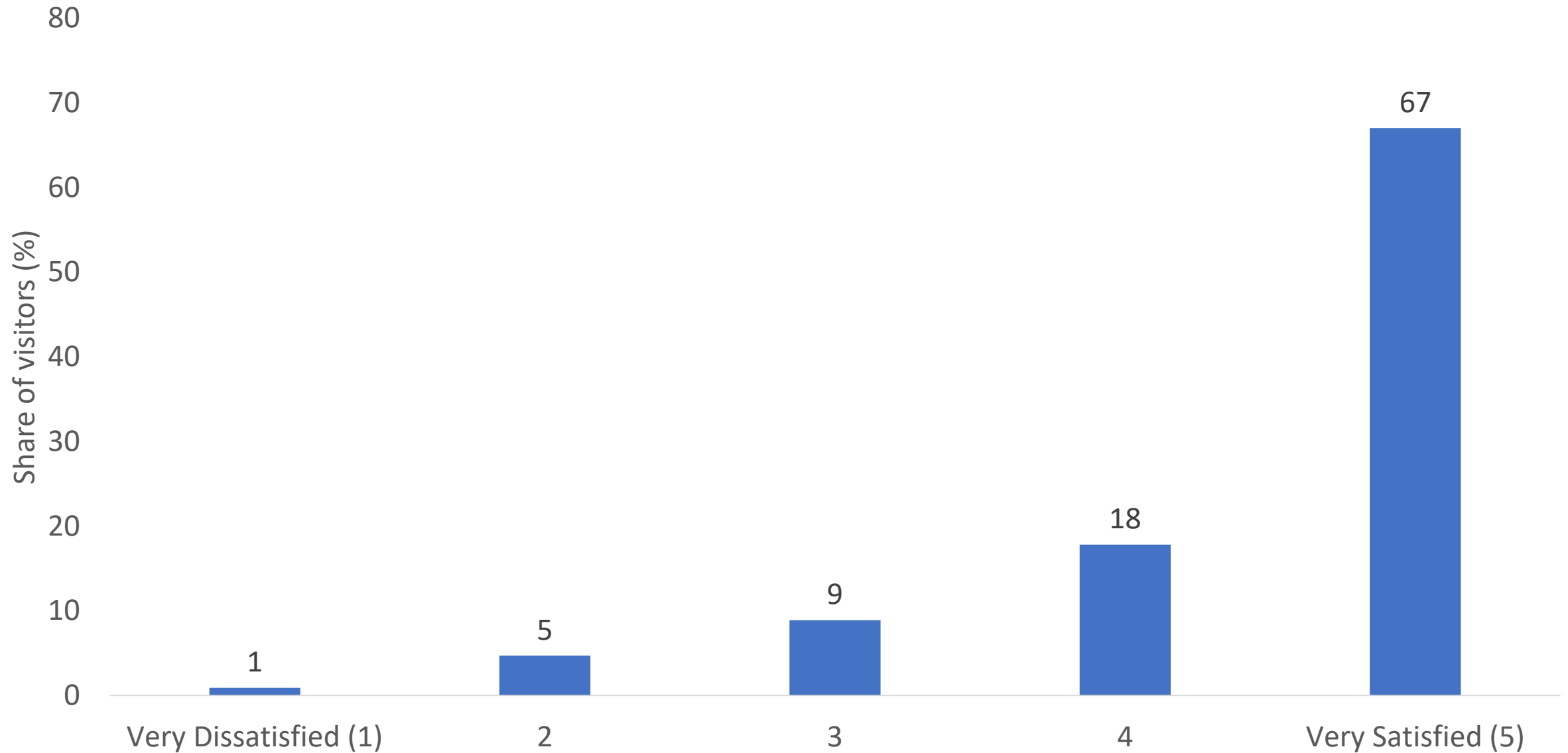


Note: Multiple responses, therefore total does not add up to 100%

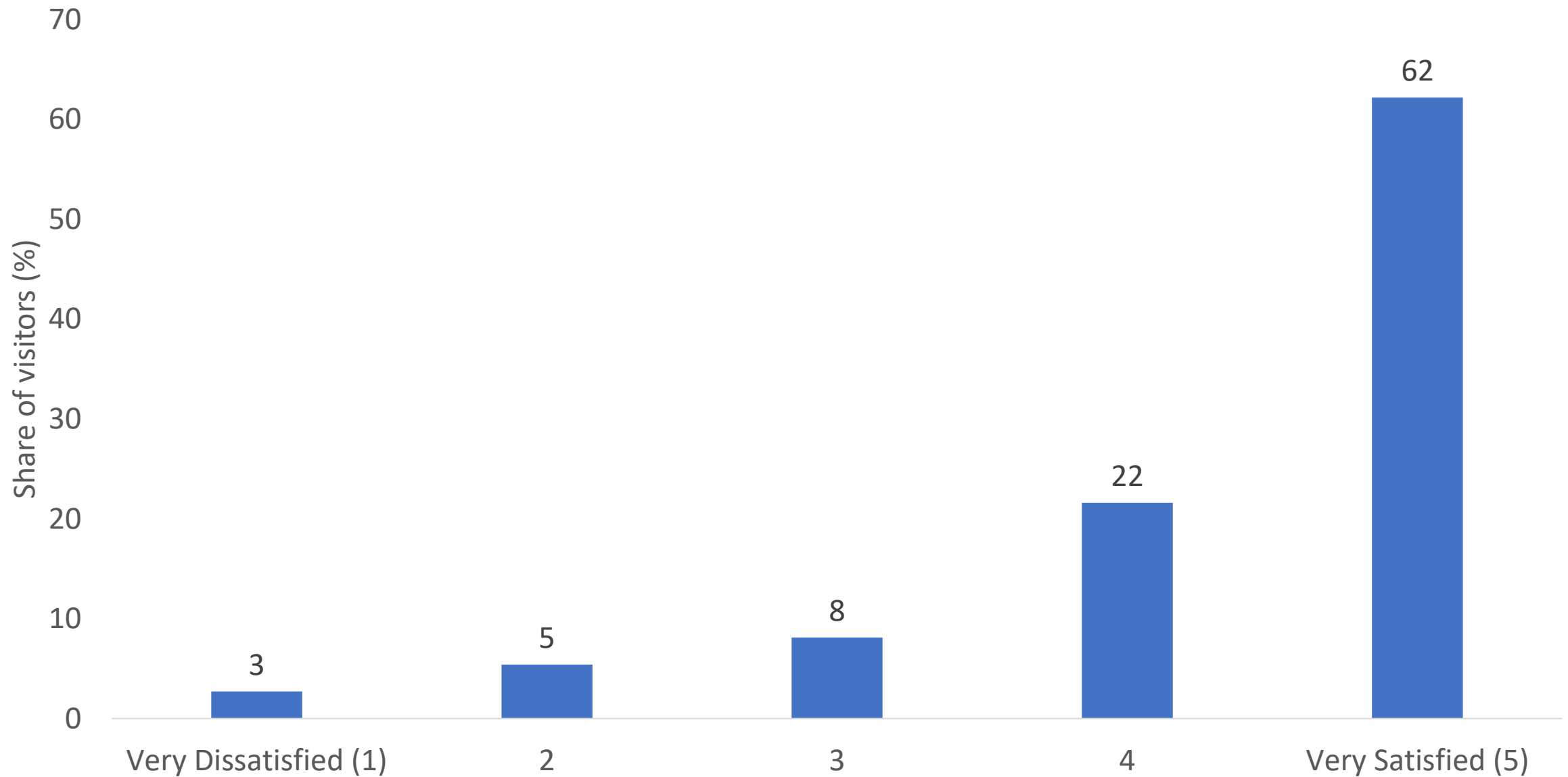
Satisfaction with Niue



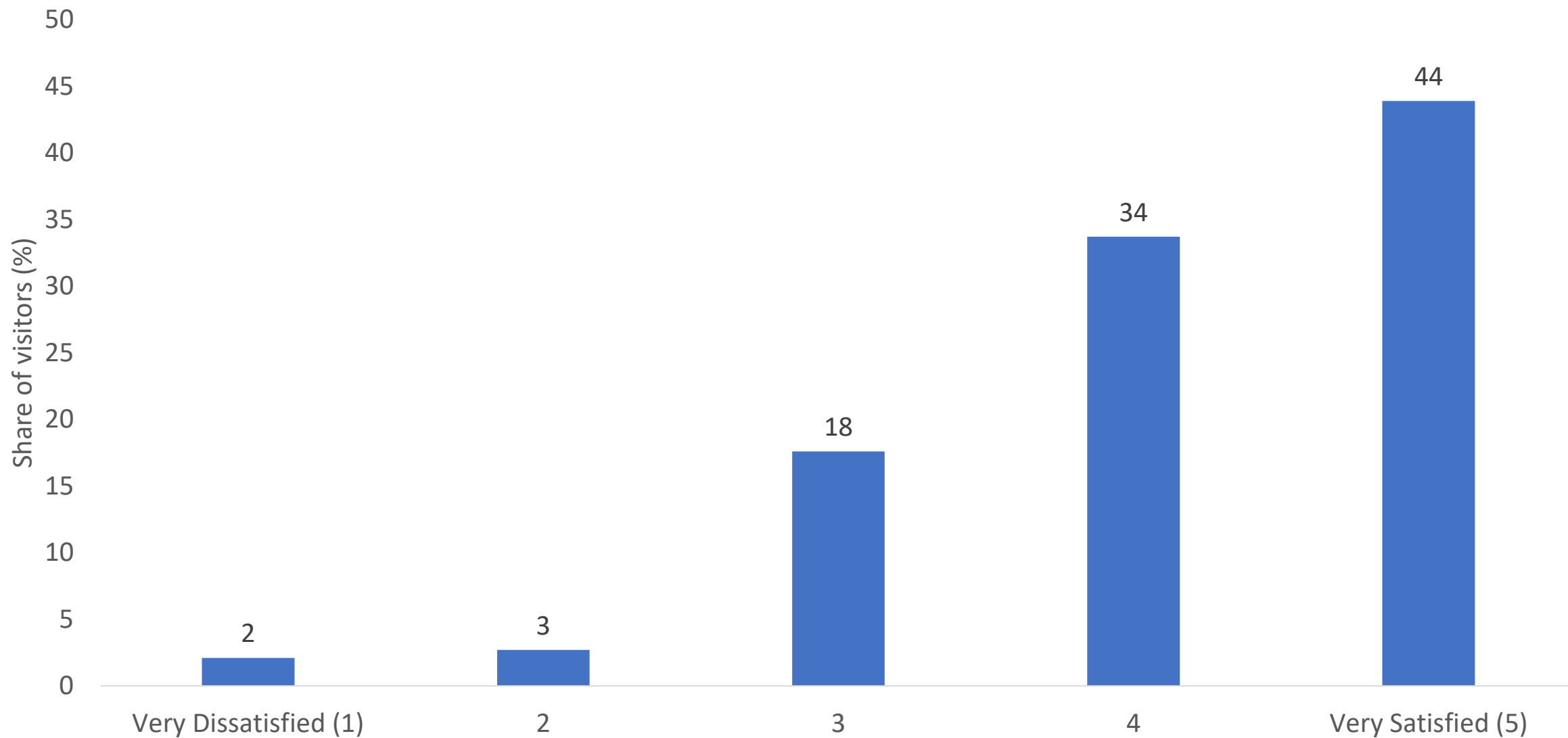
The friendliness of the people in Niue



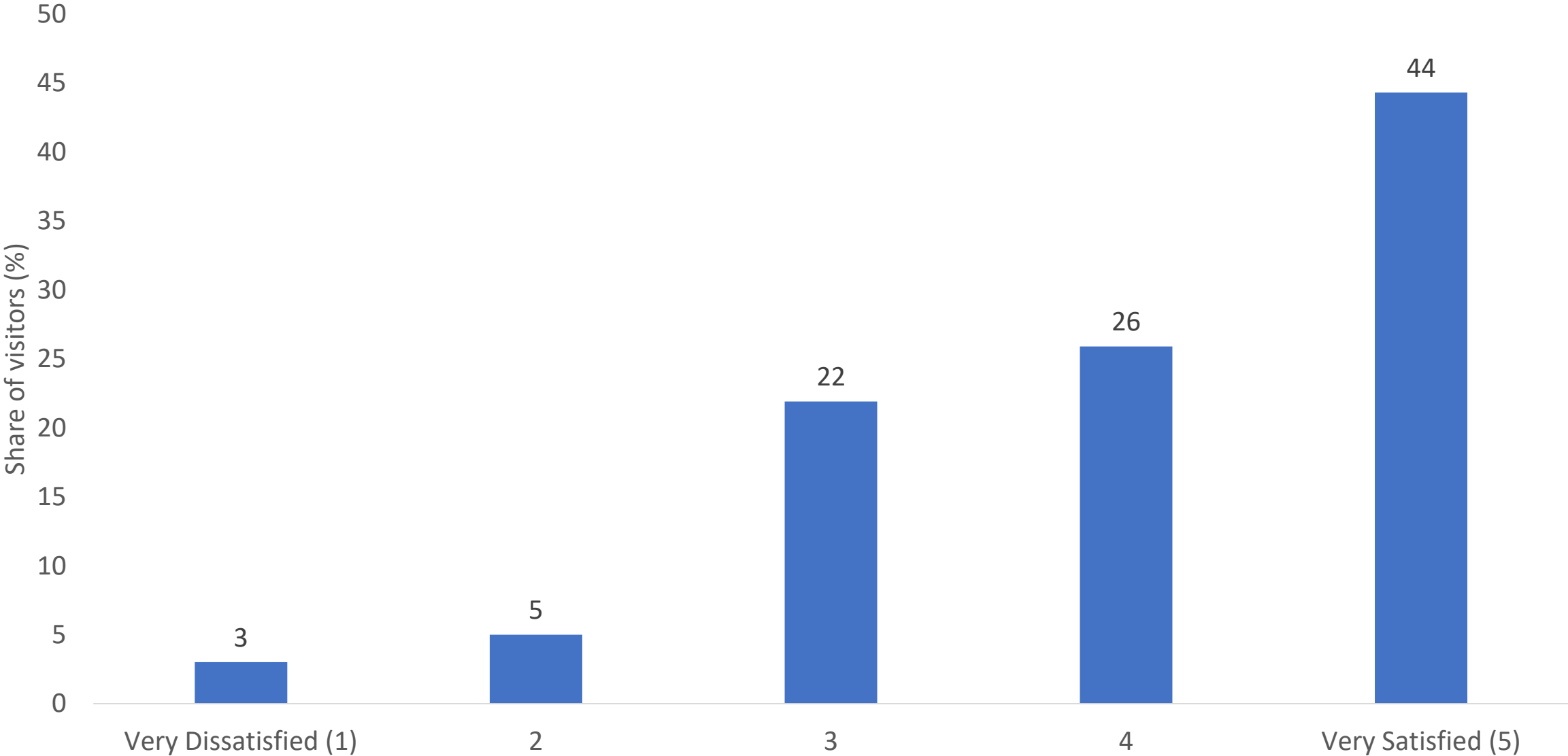
Experience at the Niue Tourism Information Office



The information that was available when planning this trip

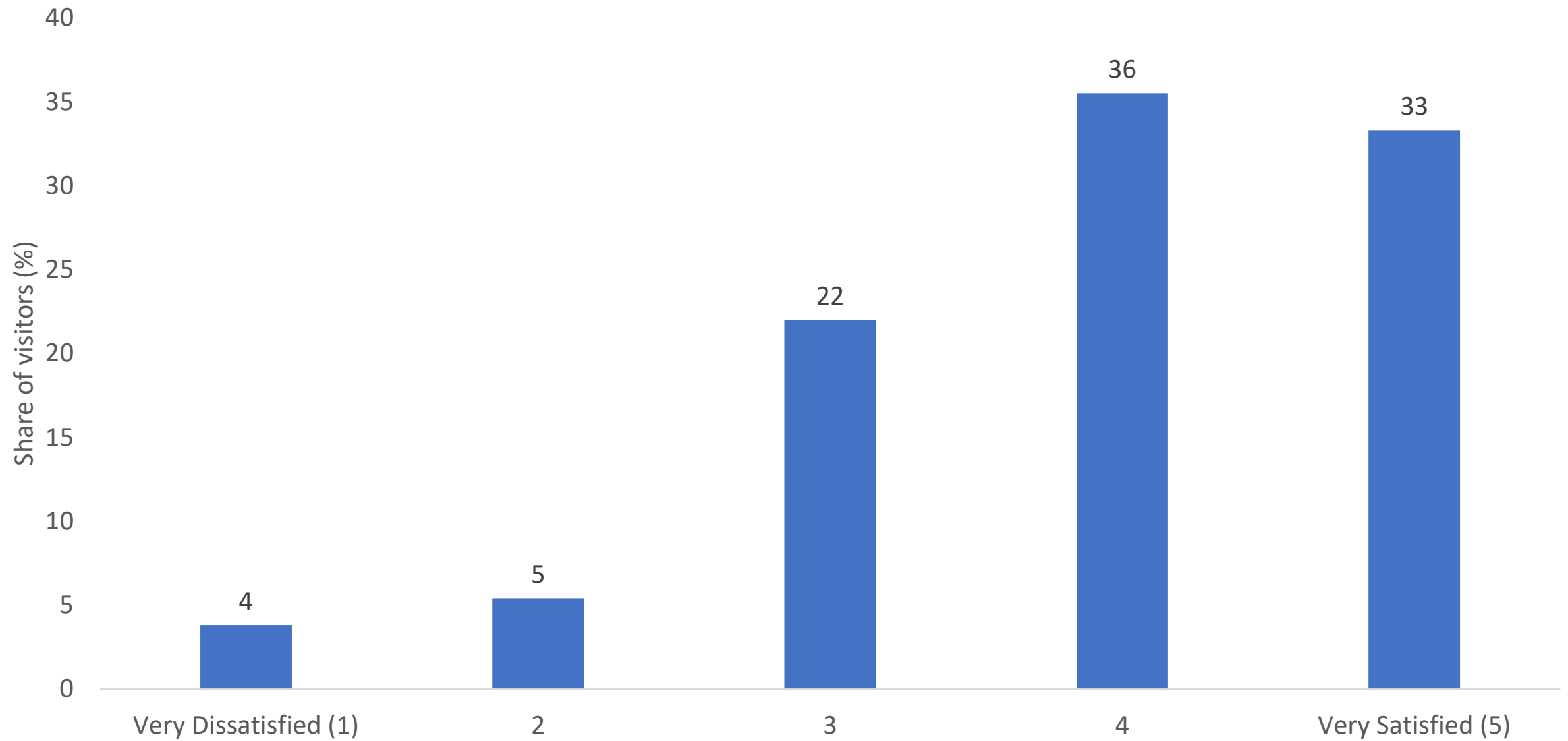


The information that was available while in Niue



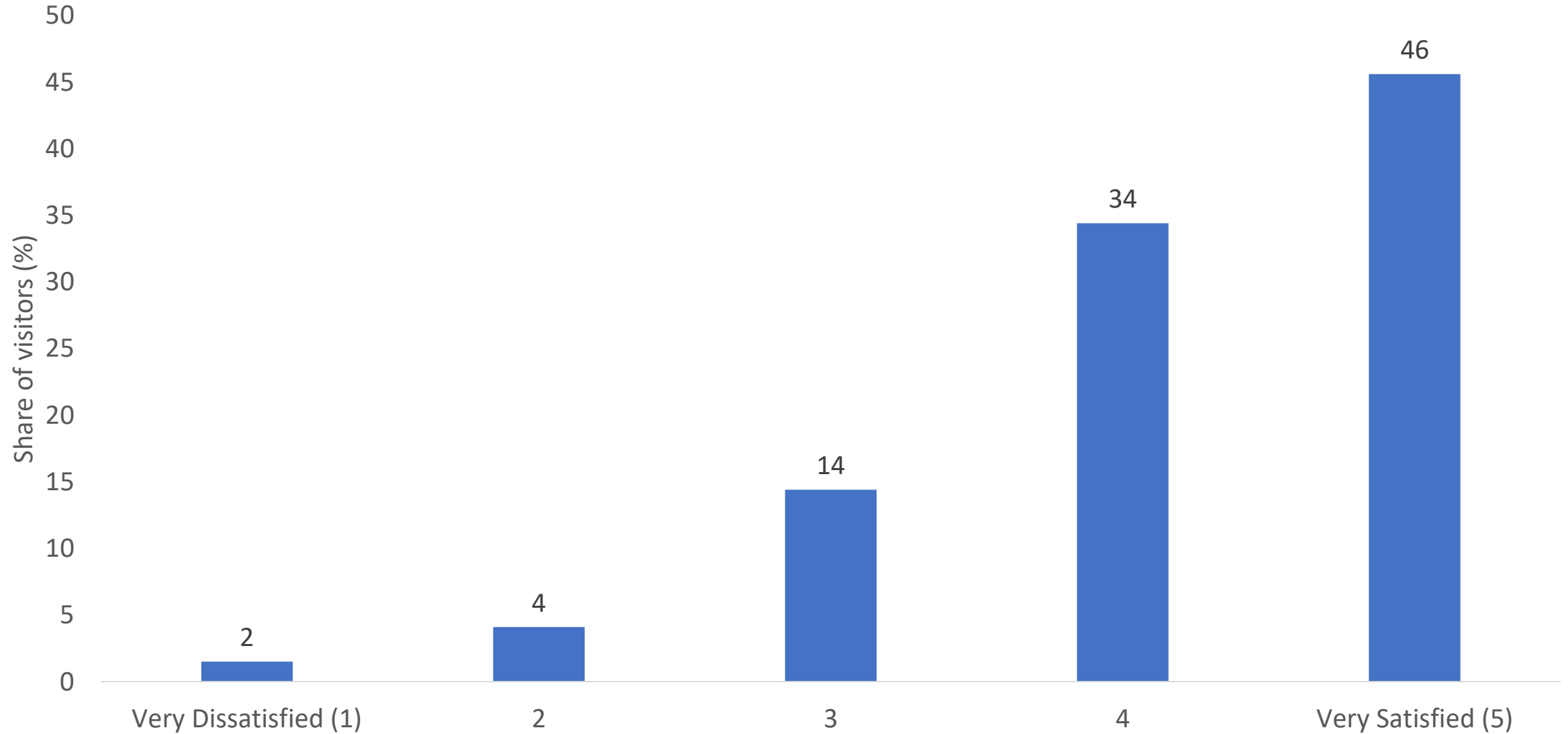
Note: Numbers may not sum to 100% due to rounding.

The cost of accommodation



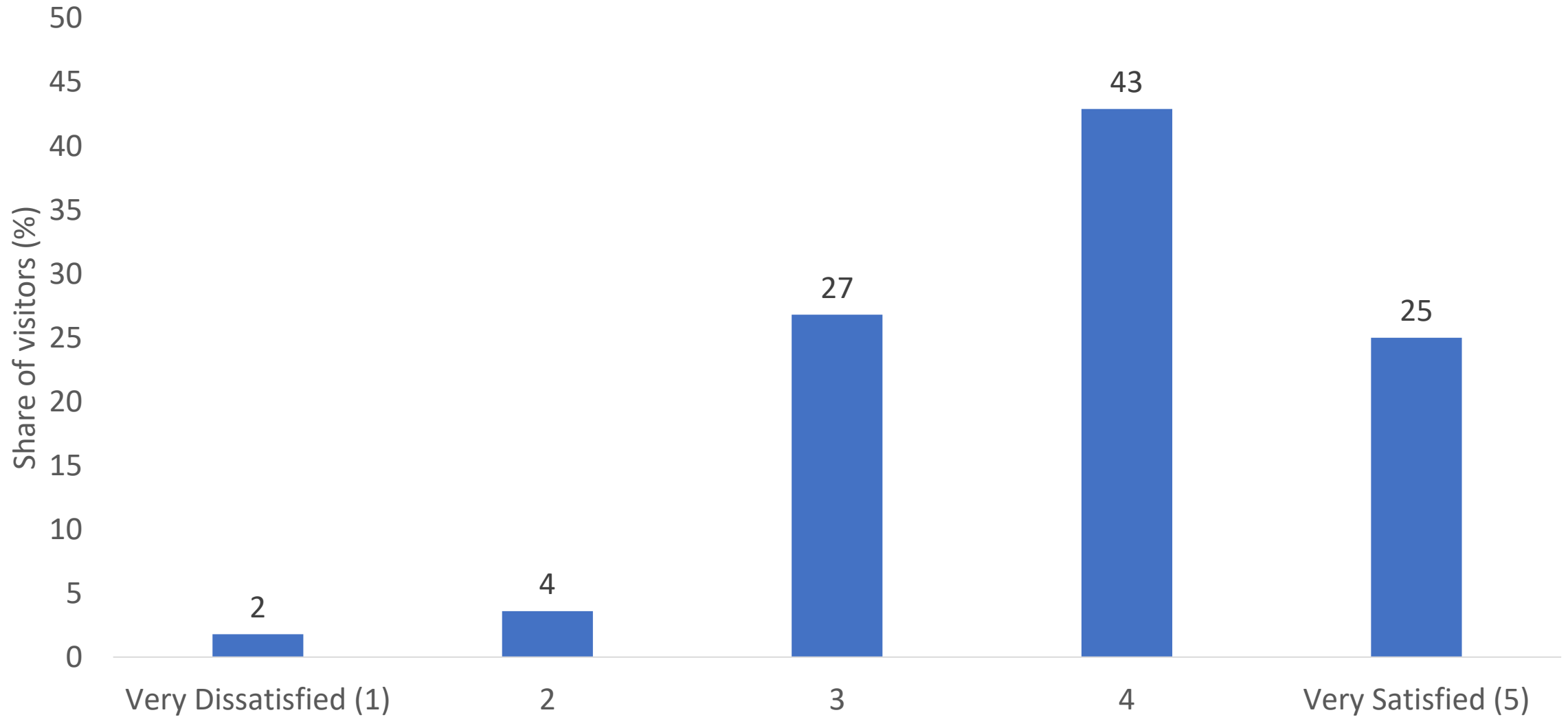
Note: Numbers may not sum to 100% due to rounding.

The quality of accommodation



Note: Numbers may not sum to 100% due to rounding.

Value for money



Most appealing aspects

*“Enjoy the **laid-back lifestyle** of Niue as well as the **scenic views of the coastline**.”*

*“**Water visibility** was amazing. Laid-back low-key approach to life and tourism most excellent. Niue seems to have **maintained its integrity** and not sold out to large commercialism.”*

*“**Lovely friendly people, great walks and snorkeling**, so few people, no hawkers.”*

*“**Island is not spoilt by too many tourists** and large glitzy accommodation buildings. Local are very friendly and helpful. Scenery is magnificent. Island is very natural and layback.”*

*“**Beautiful, clean and safe environment. Friendly people.**”*

*“**The natural beauty of the landscape and abundance of wild animals.**”*

Least appealing aspects

“The road and bad internet connection.”

“Potholes! Quite stressful driving around the east of the island.”

*“Unable to buy and eat prepared traditional Niuean food easily for breakfast, lunch and dinner. Difficult to know when cafes and restaurants are open - no clear operation times and not consistently adhered to. A big portion of food purchased from ** Supermarket was expired/out of date. Roads around the island are in desperate need of repair.”*

“The many abandoned houses lying in disrepair, the potholes in roads and the scarcity of cafes and bars open at certain hours.”

“Lack of proper signage pointing to the various attractions such as chasms and sea tracks.”

“Delays at the airport which was impacted by the delayed arriving flight was made more uncomfortable by the fact we were not able to sit in the terminal, rather we were left outside for over 2 hours, stranded. This was amplified by the 3 small children in our group.”

Suggestions for improvement

“Processing at the airport could be improved.”

“Better knowledge of things to bring/be prepared for that may not be available on the island.”

“More information pre-arrival: which restaurants are open, availability of food in supermarket, which swimming areas are open.”

“Restaurants/shops open more consistently. No meaningful island souvenirs avail. Craft market was never open.”

“Roads need major improvement.”

“Improved training for service staff, specifically smile when meeting and greeting people and attention to small details matters.”

Thank you!



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