



# Visitors to Upolu Only vs Savai'i Visitors

Samoa International Visitor Survey (January – June 2019)



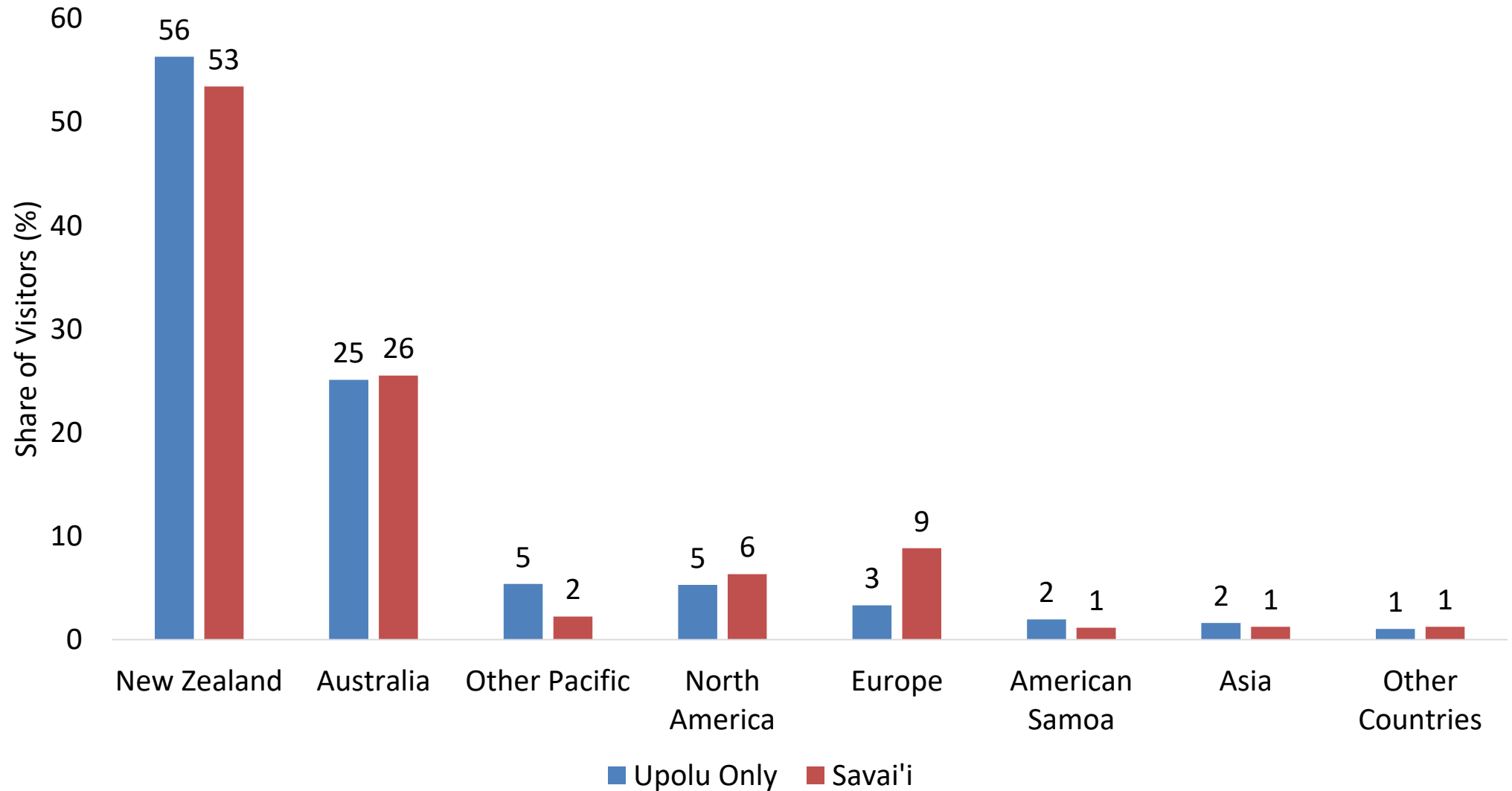
# Number of visitors



# Visitor Characteristics

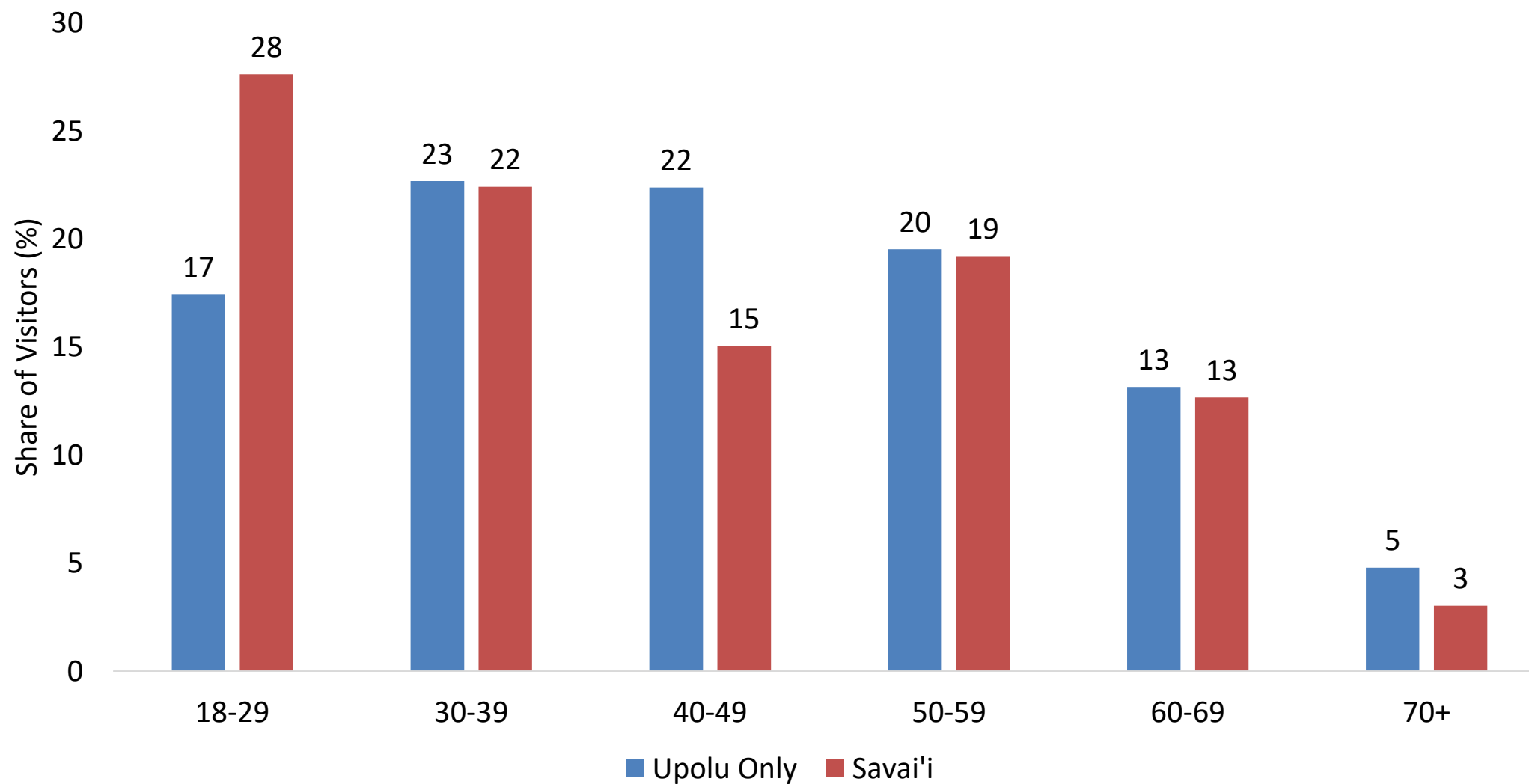


# Country of Origin

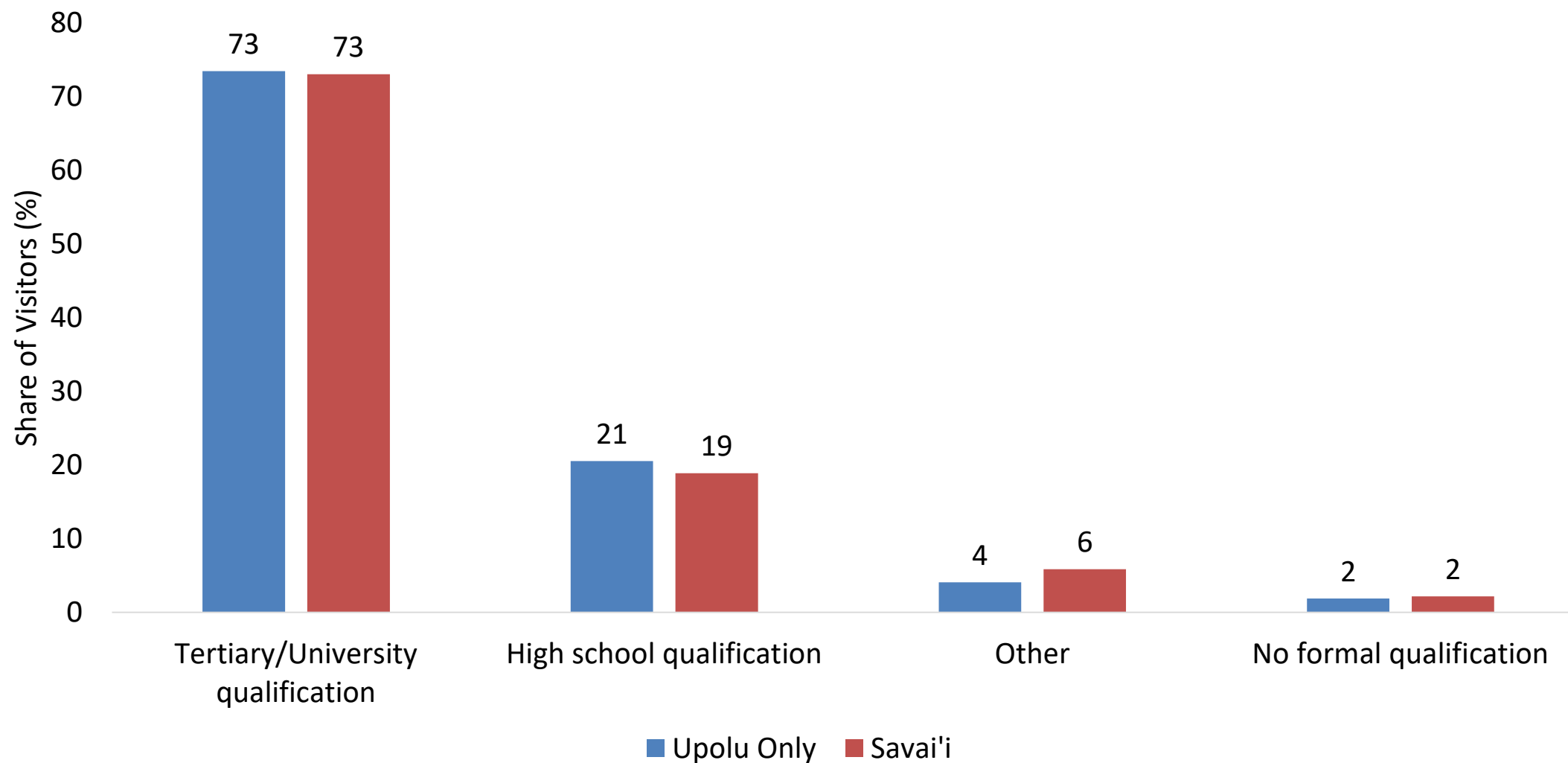


Note: survey data thus unweighted.

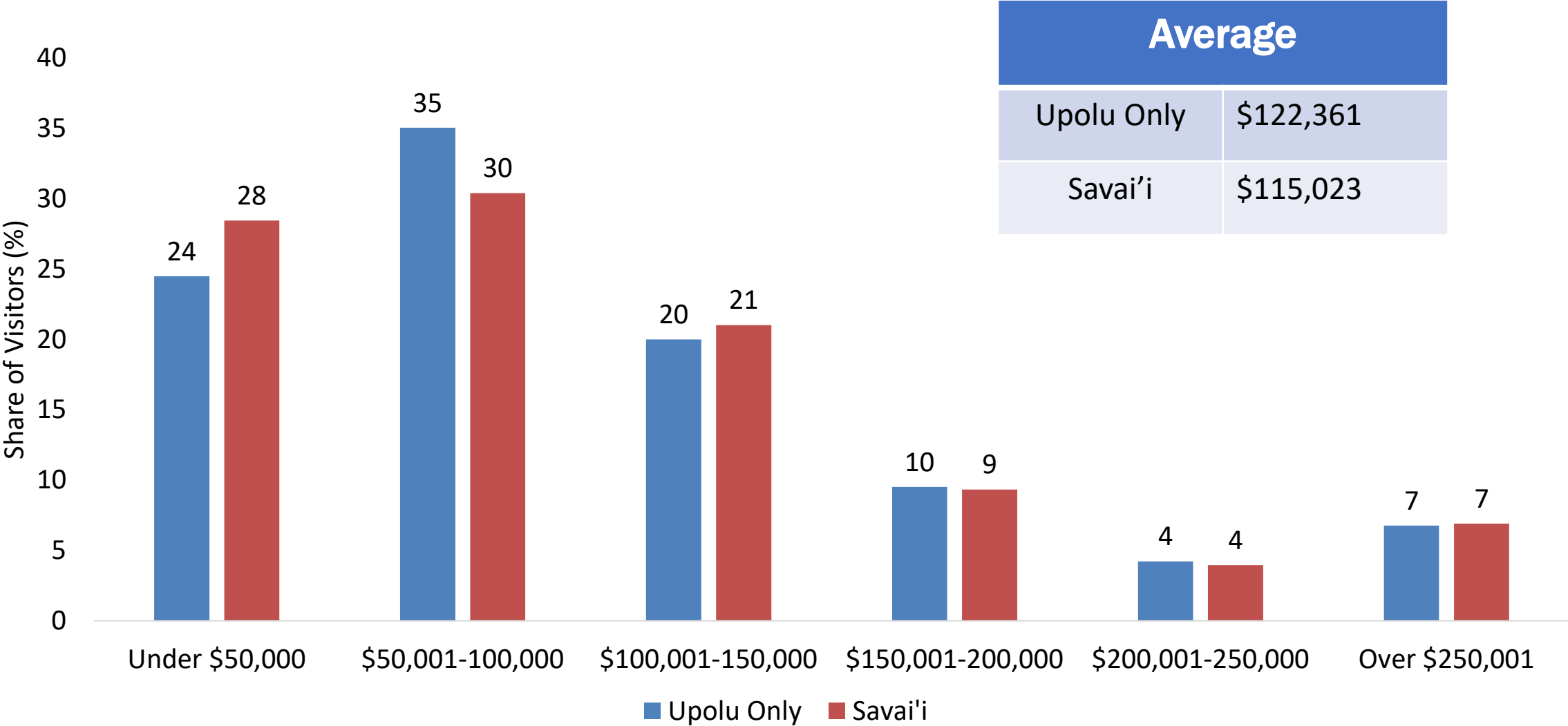
# Distribution of age groups



# Highest qualifications



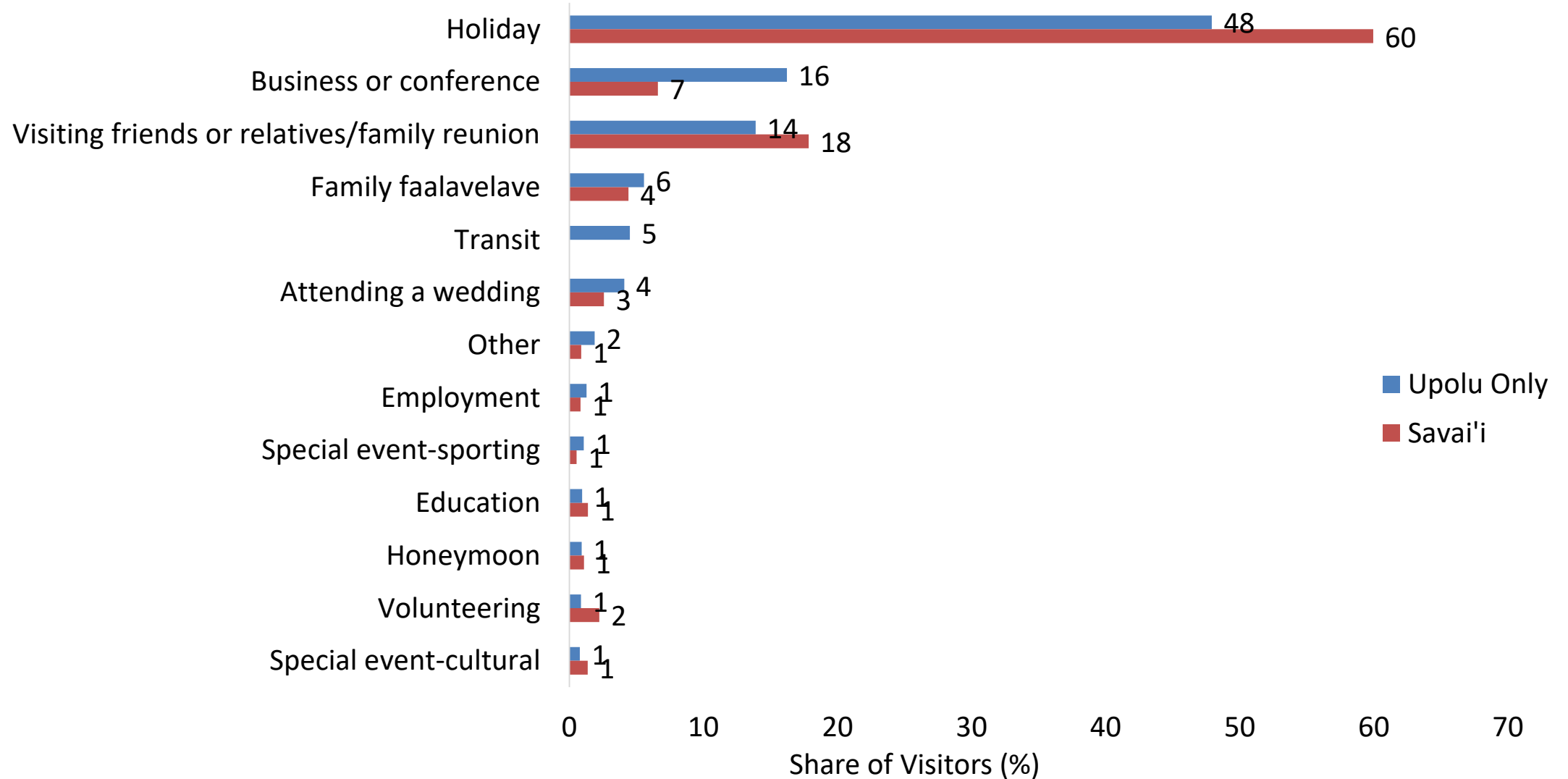
# Annual household income in NZD



Average	
Upolu Only	\$122,361
Savai'i	\$115,023

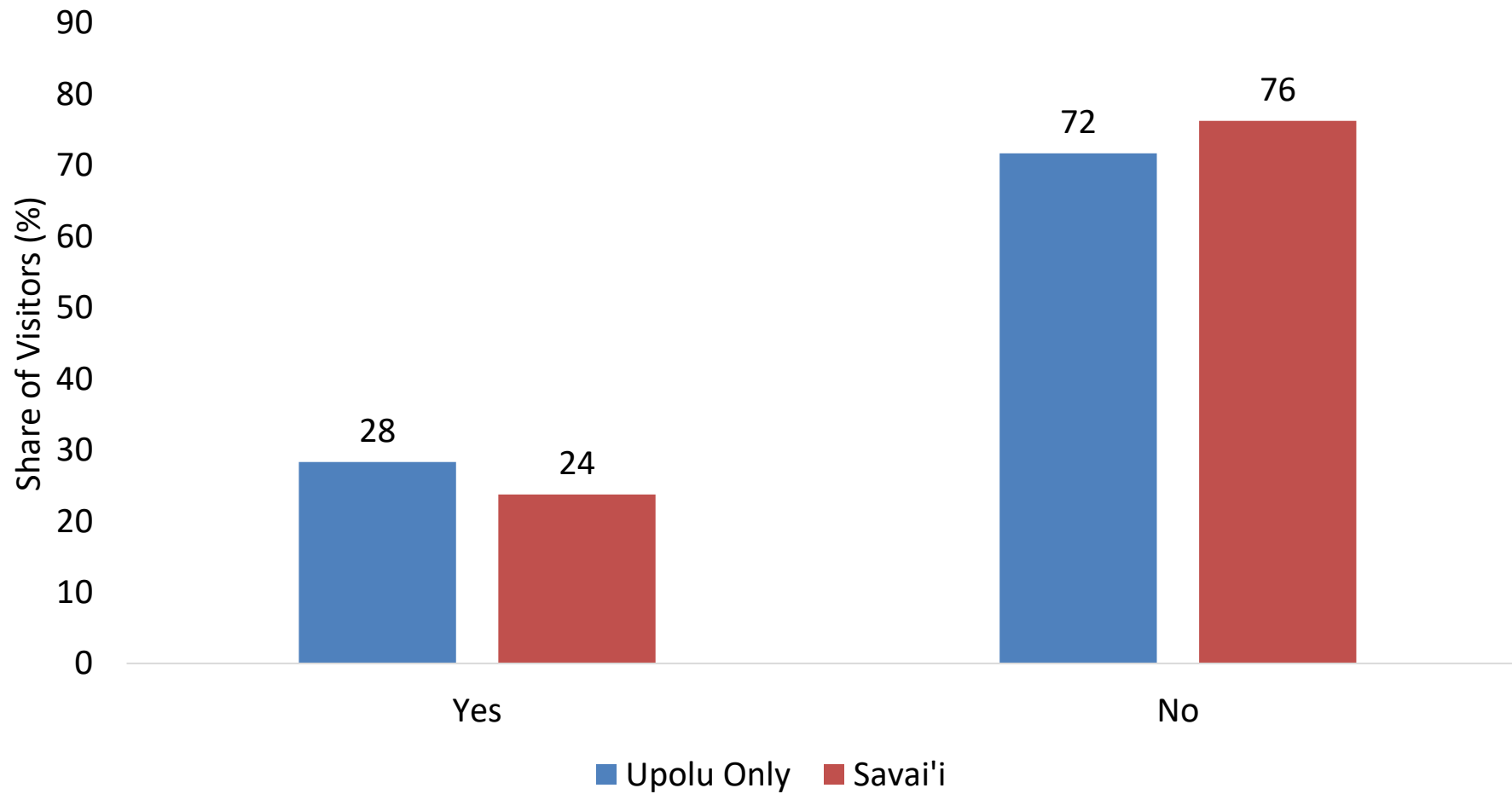


# Main purpose of visit

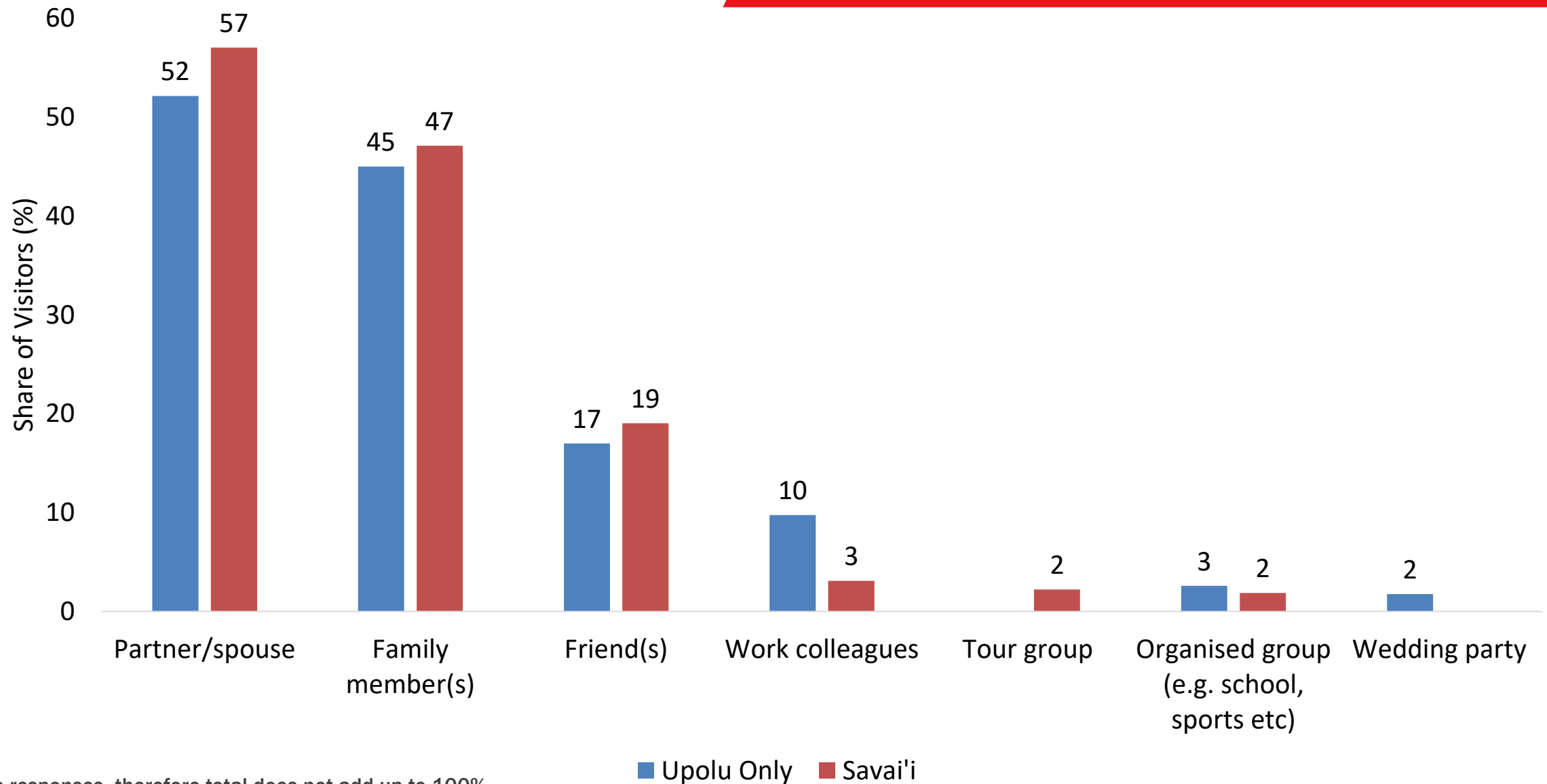




# Travelling to Samoa alone or not?

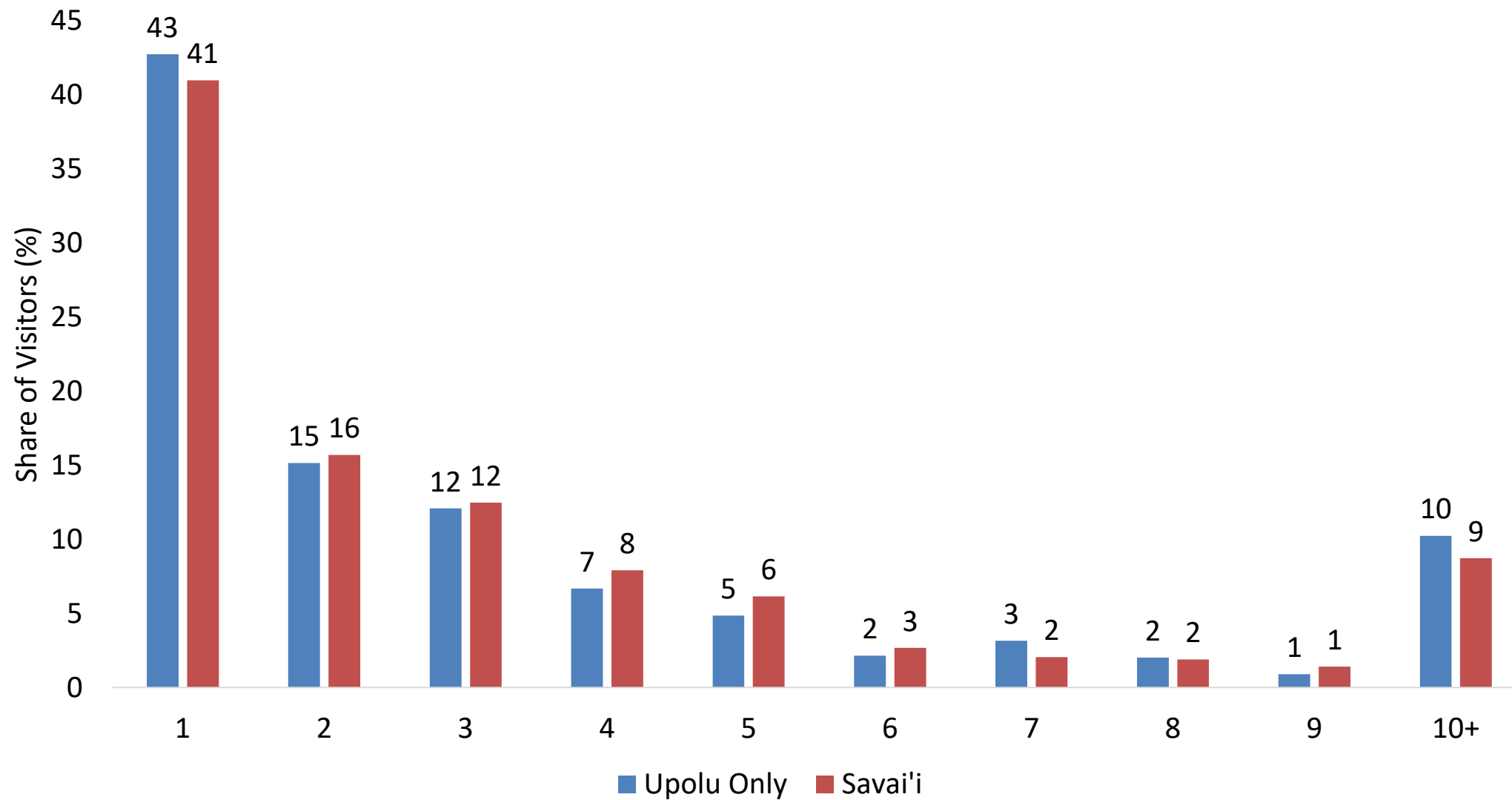


# Travelling with whom?

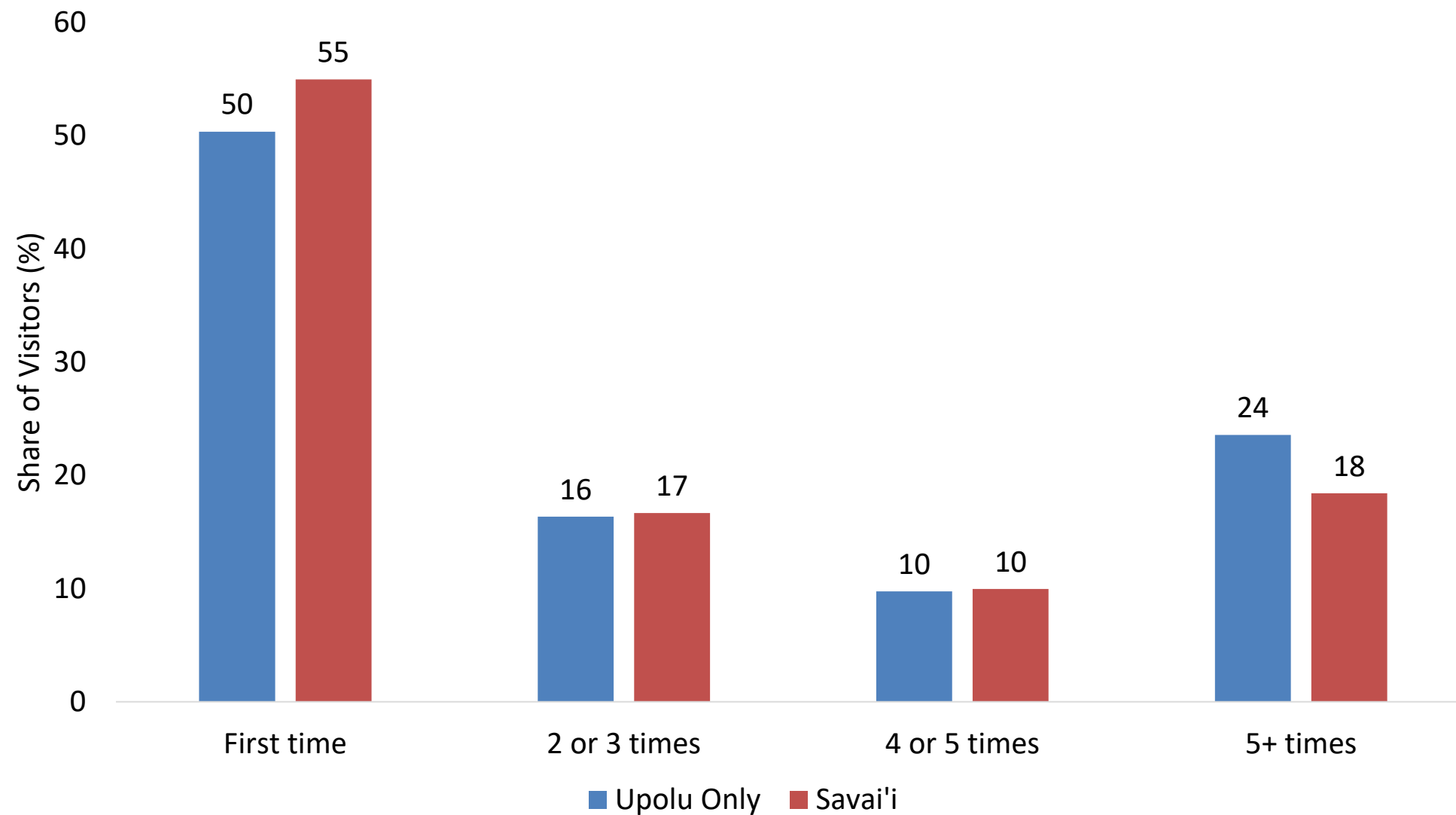


\*Multiple responses, therefore total does not add up to 100%.

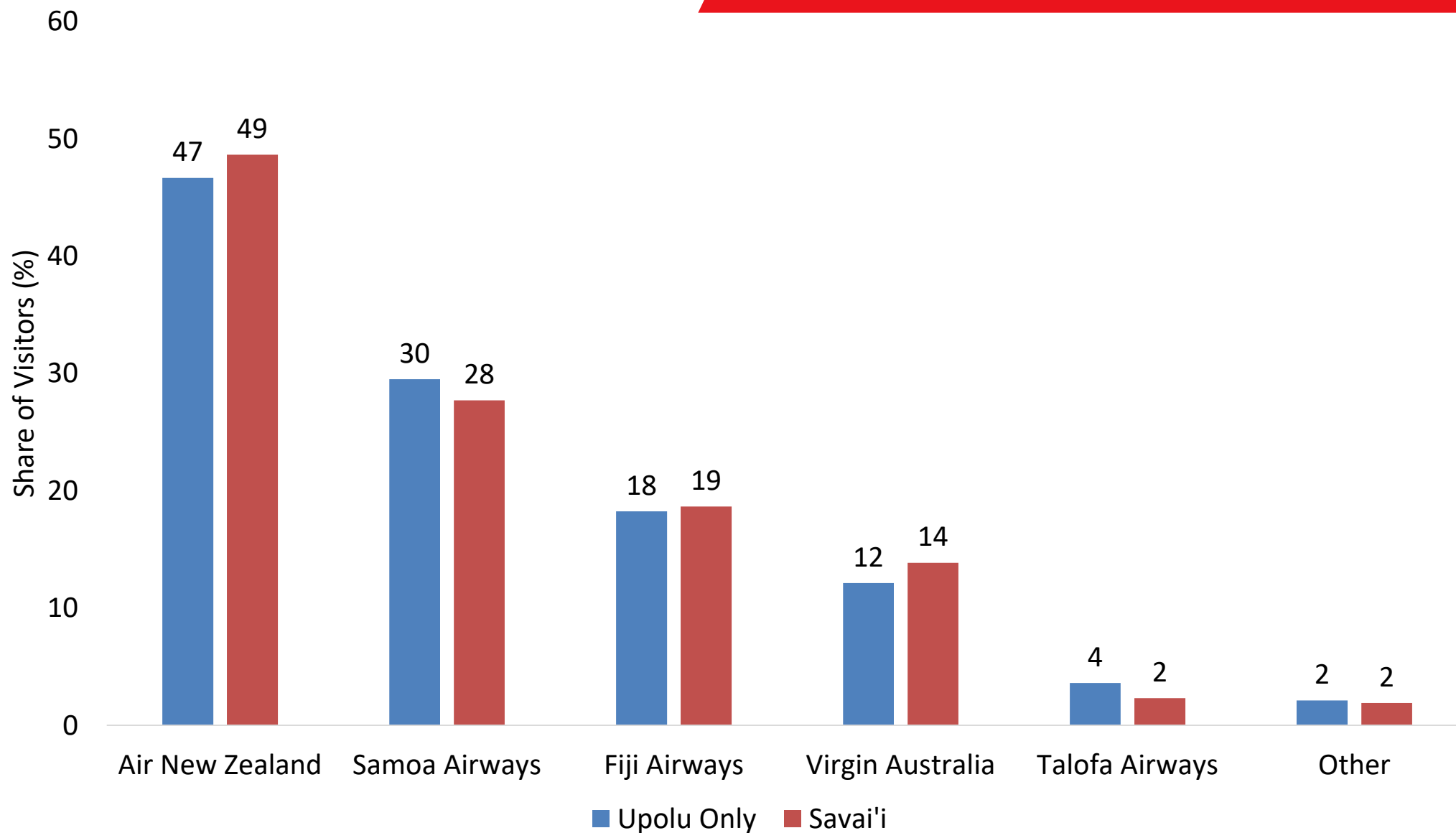
# Number of companions



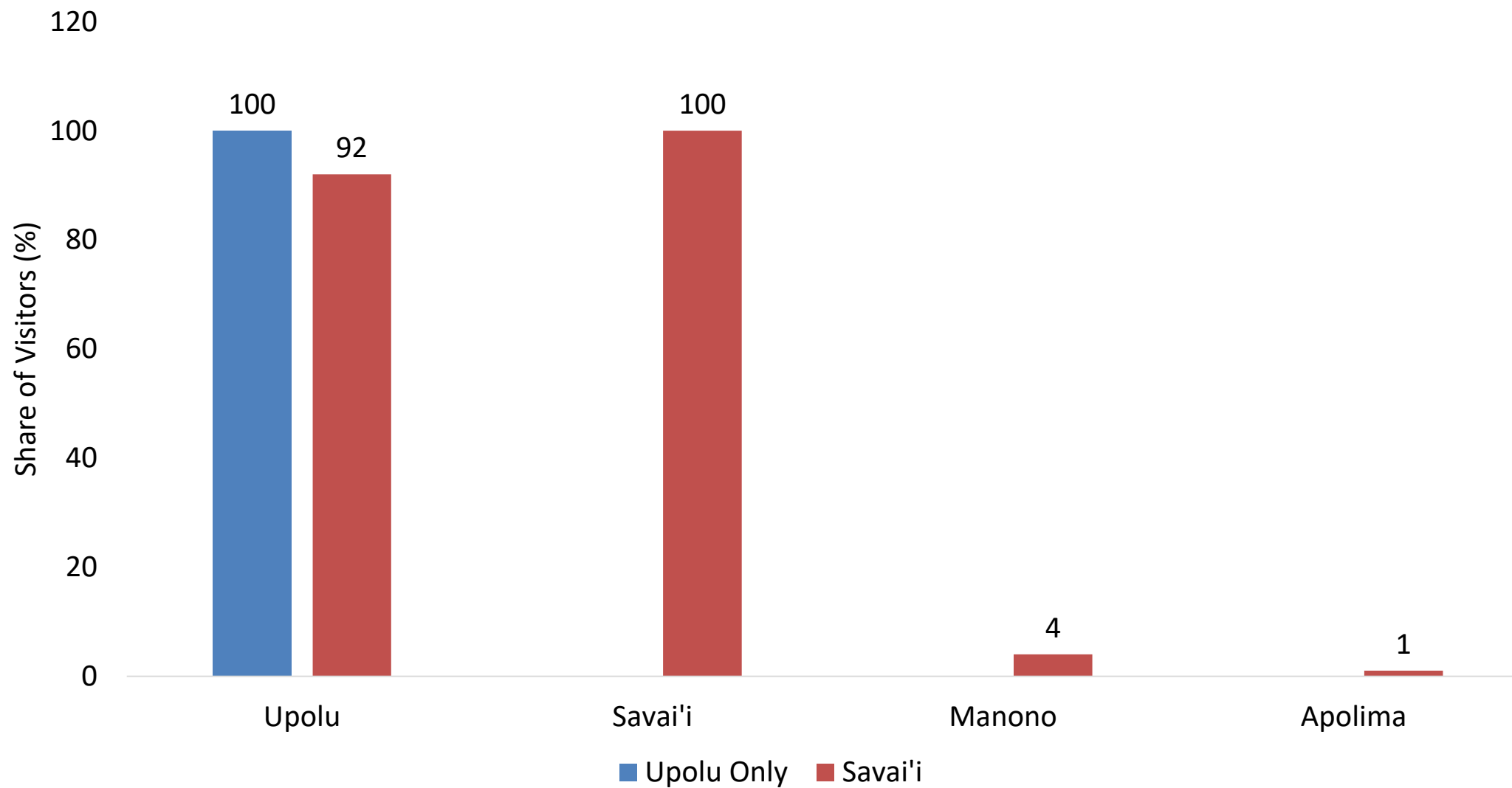
# Previous visits to Samoa



## Airline used

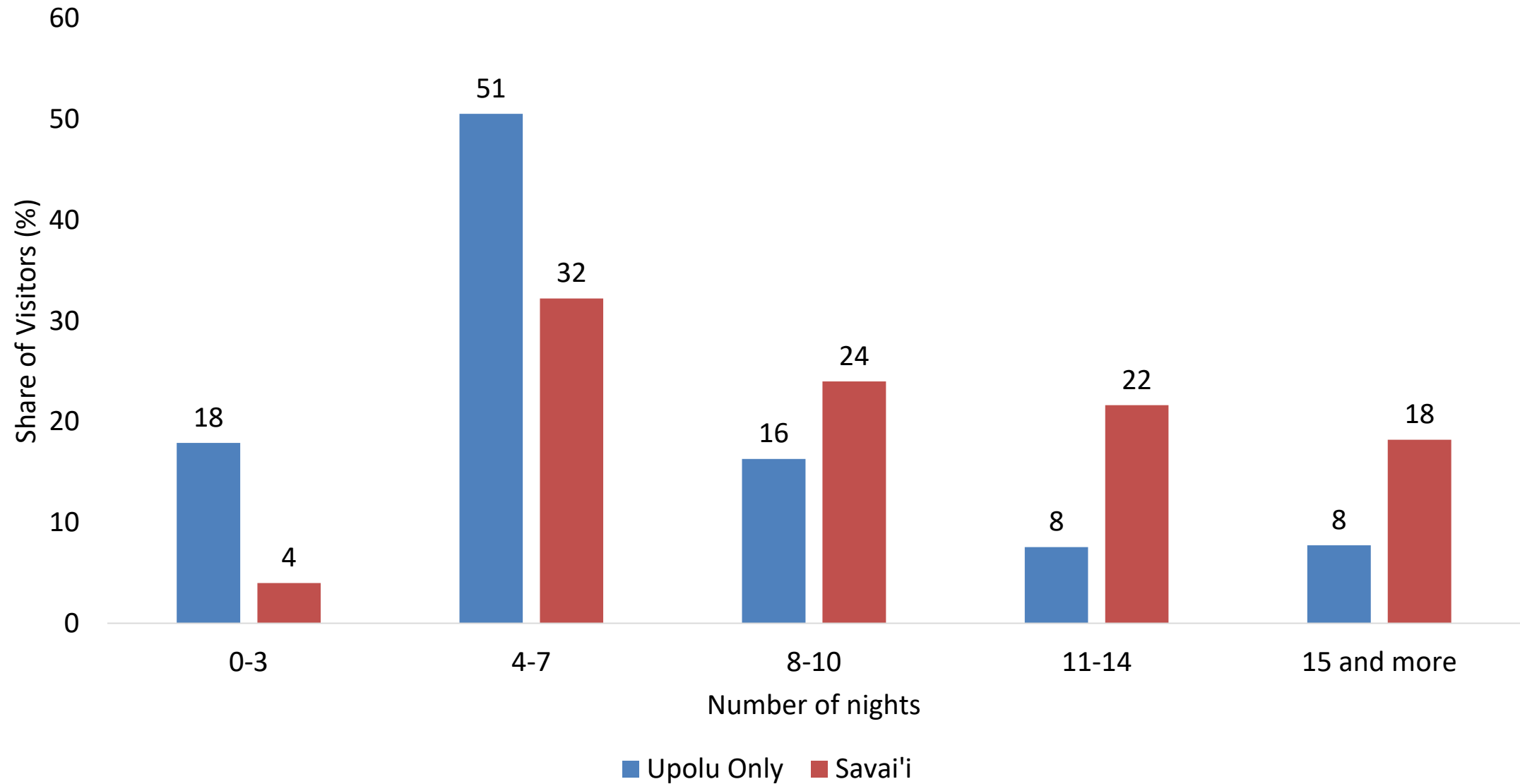


# Islands Visited



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

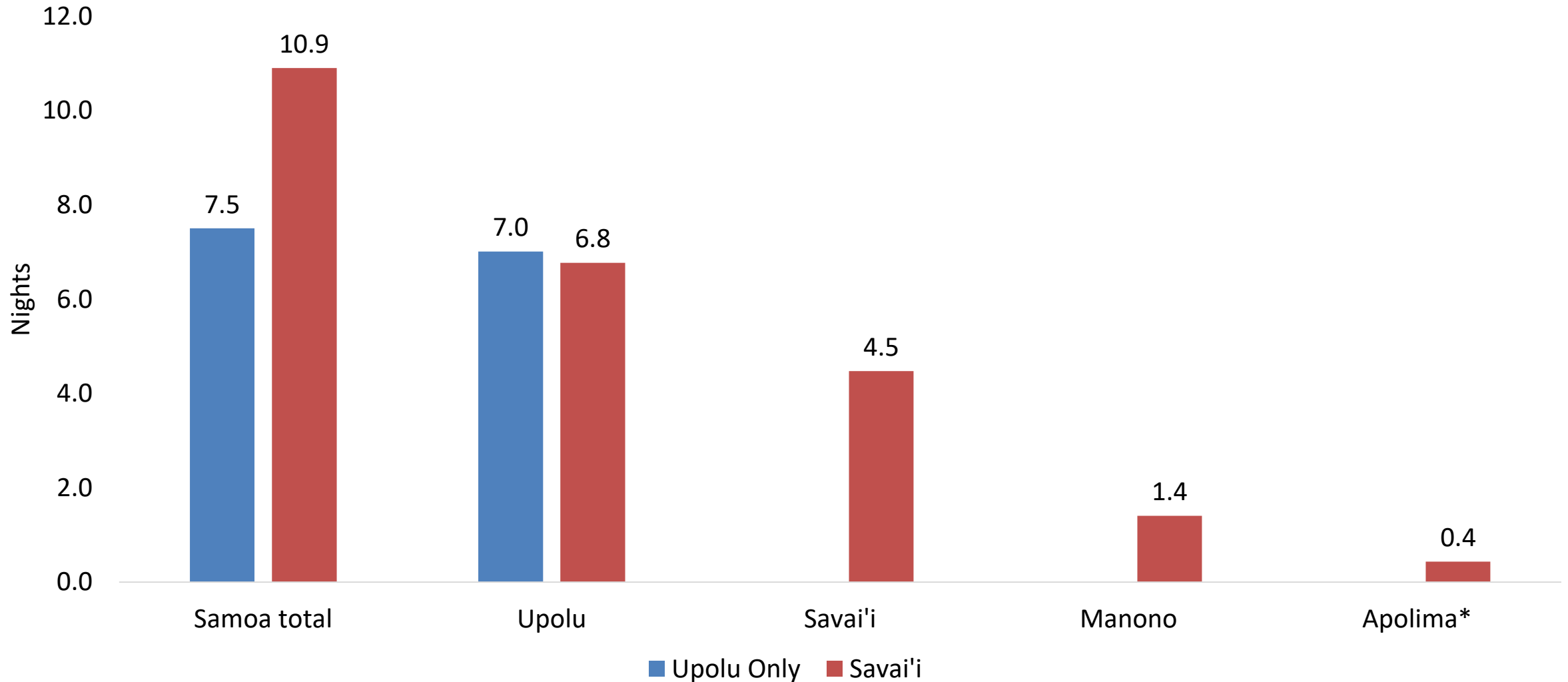
# Length of stay





# Average length of stay

Average length of stay in the Samoa and on each island



\*: n=6

# Attractions Visited

## Upolu Only

### Top attractions on Upolu \*

- **70%** Apia
- **43%** To Sua Ocean Trench
- **38%** Lalomanu beach
- **28%** Piula Cave Pool
- **23%** Togitogiga Falls
- **21%** Papapapaitai Falls

## Savai'i & Upolu

### Top attractions on Upolu \*

- **59%** To Sua Ocean Trench
- **57%** Apia
- **51%** Lalomanu beach
- **45%** Mulifanua
- **39%** Piula Cave Pool
- **31%** Togitogiga Falls

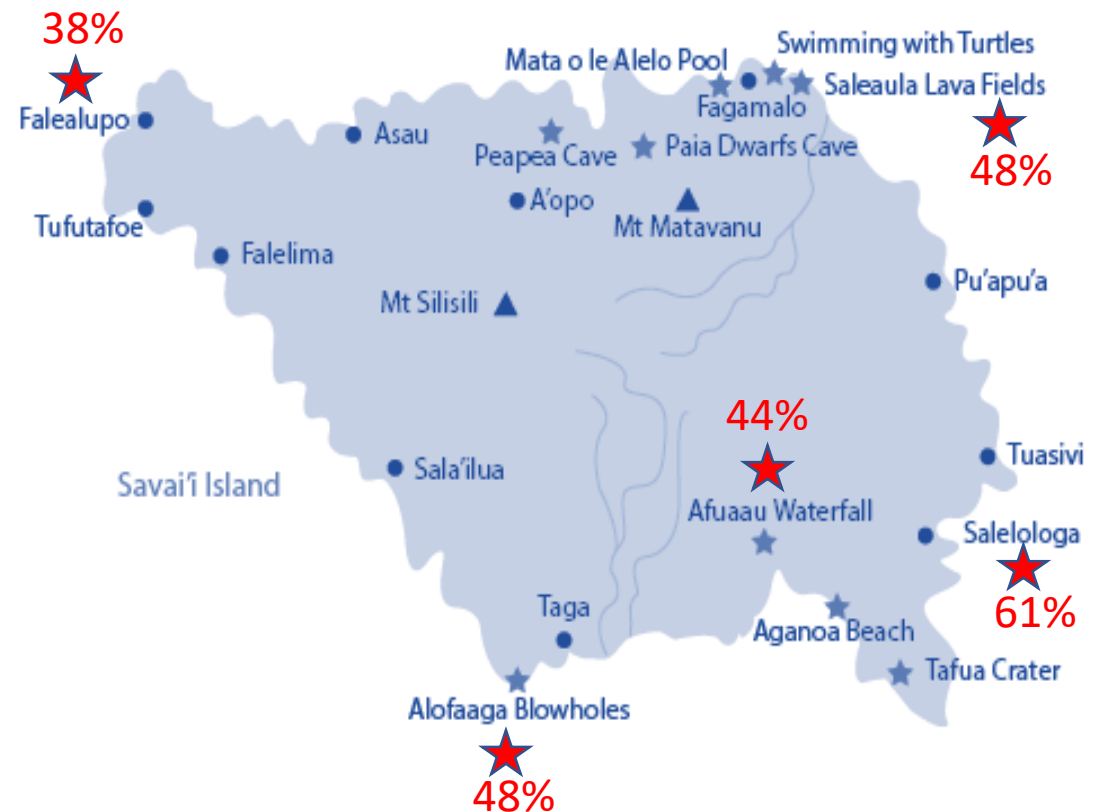
\*Multiple responses, therefore total does not add up to 100%.

# Destinations Visited

## Savai'i Island

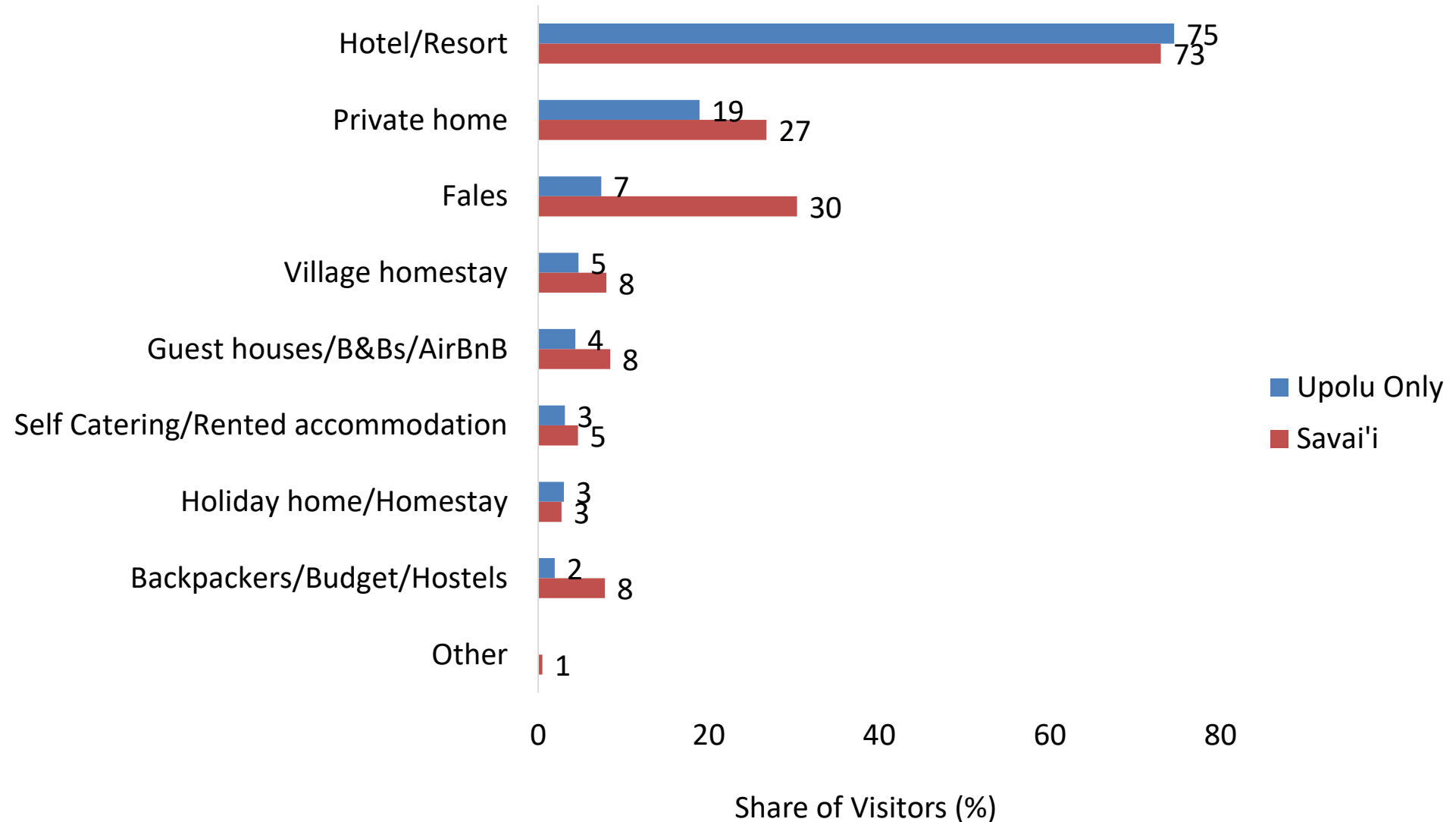
### Top attractions - Savai'i \*

- 61% Salelologa
- 48% Alofaaga Blowholes
- 48% Saleaula Lava Fields
- 44% Afuaau Waterfall
- 38% Falealupo



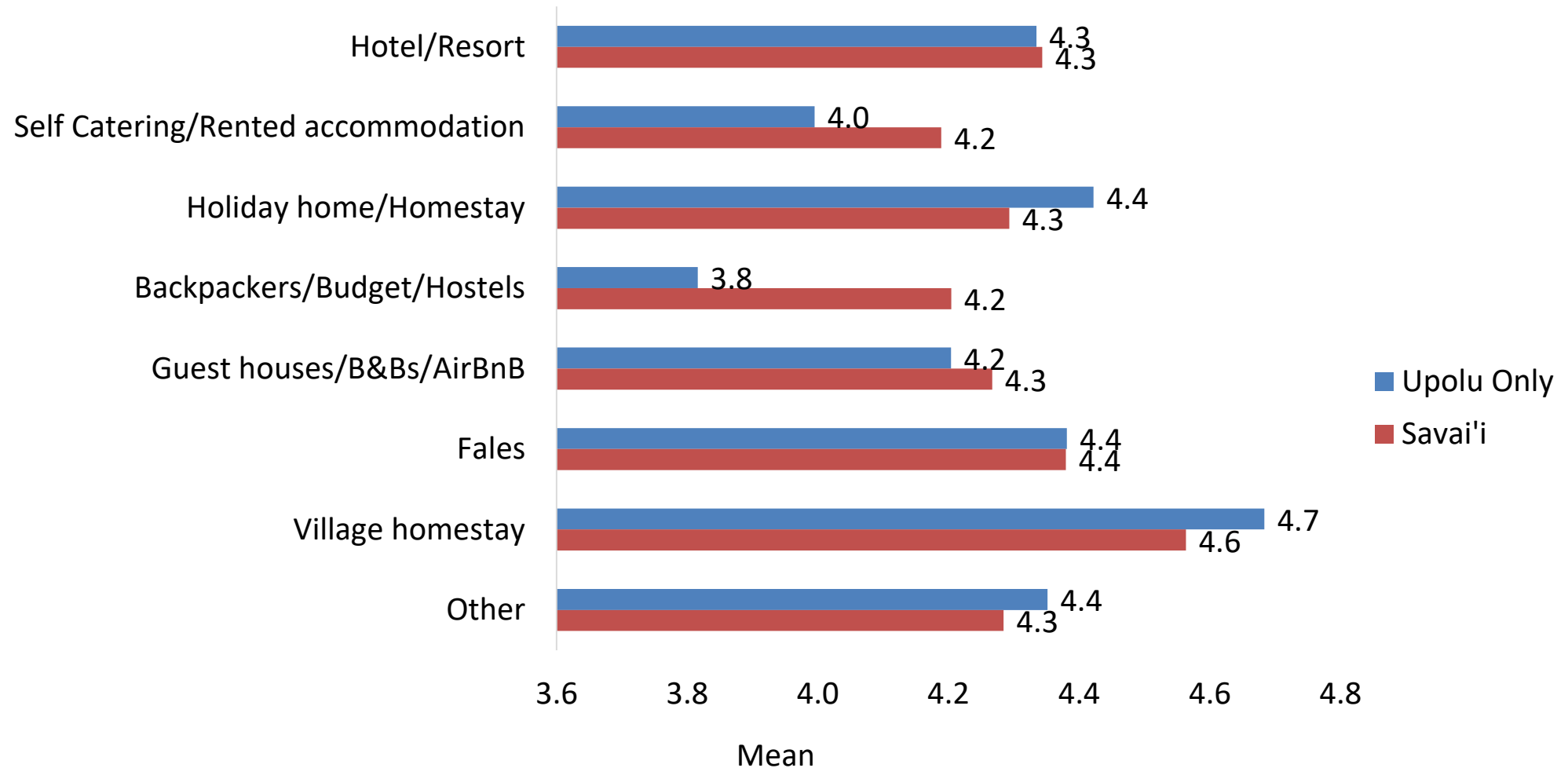
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# Accommodation types



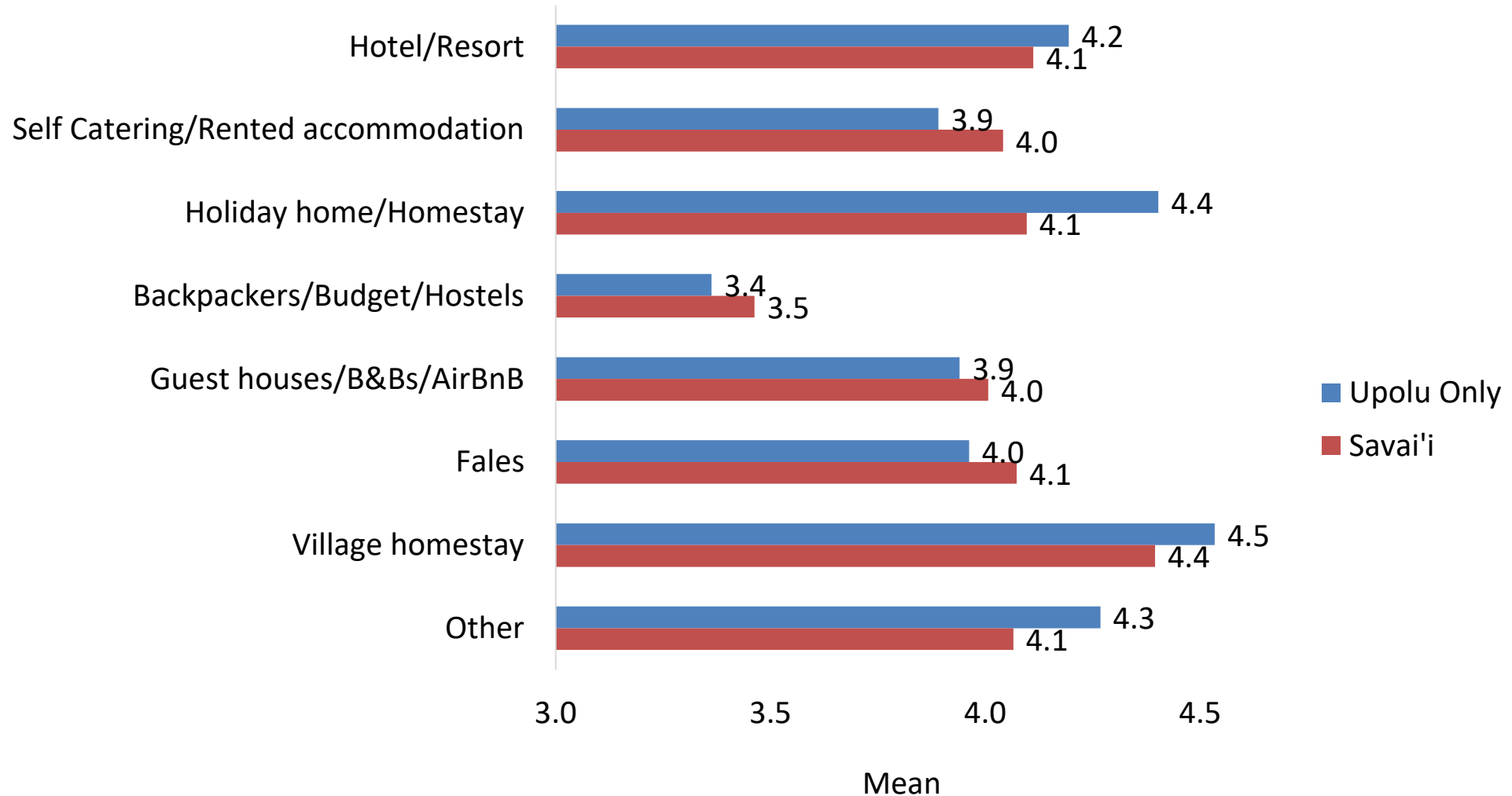
# Satisfaction with accommodation types

## Level of service



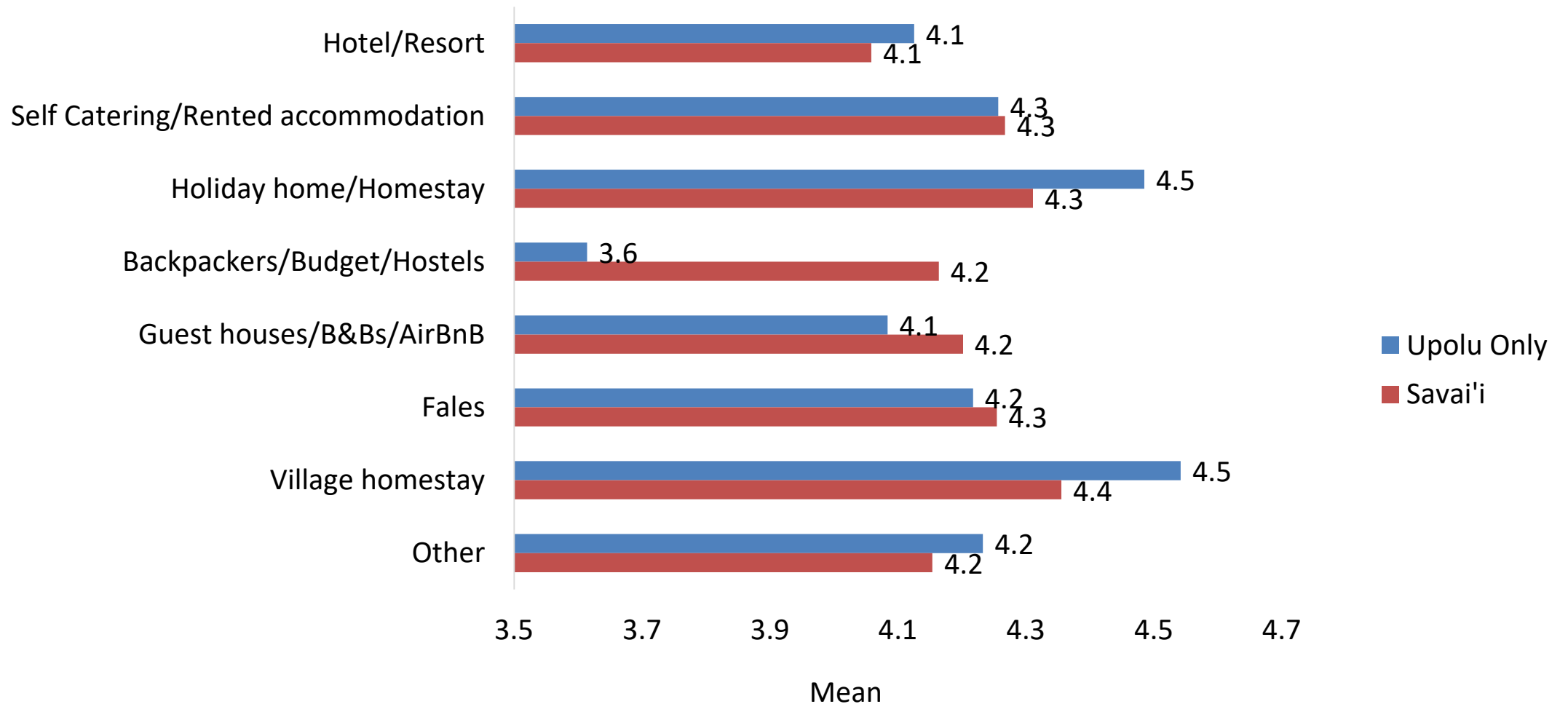
# Satisfaction with accommodation types

## Quality, availability and maintenance of facilities



# Satisfaction with accommodation types

## Overall value for money

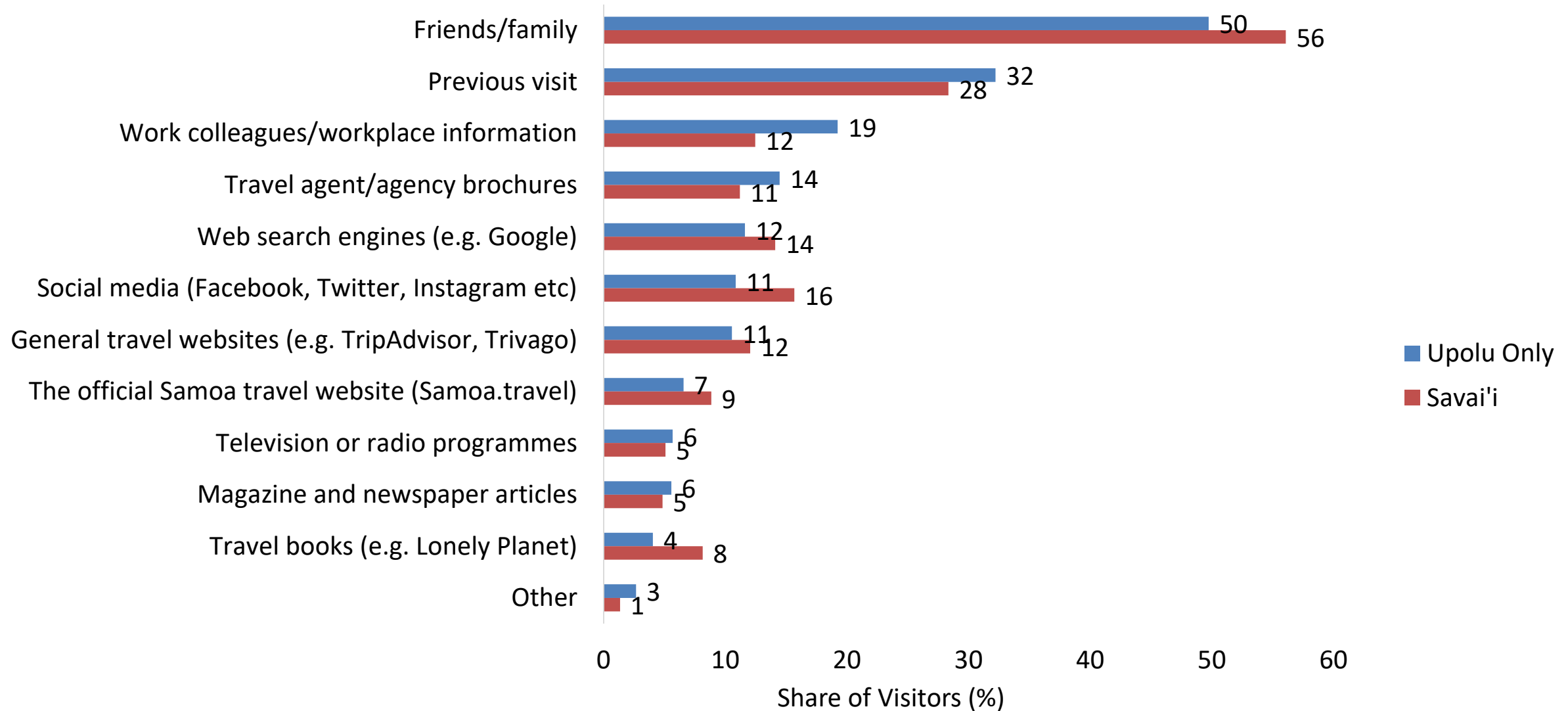




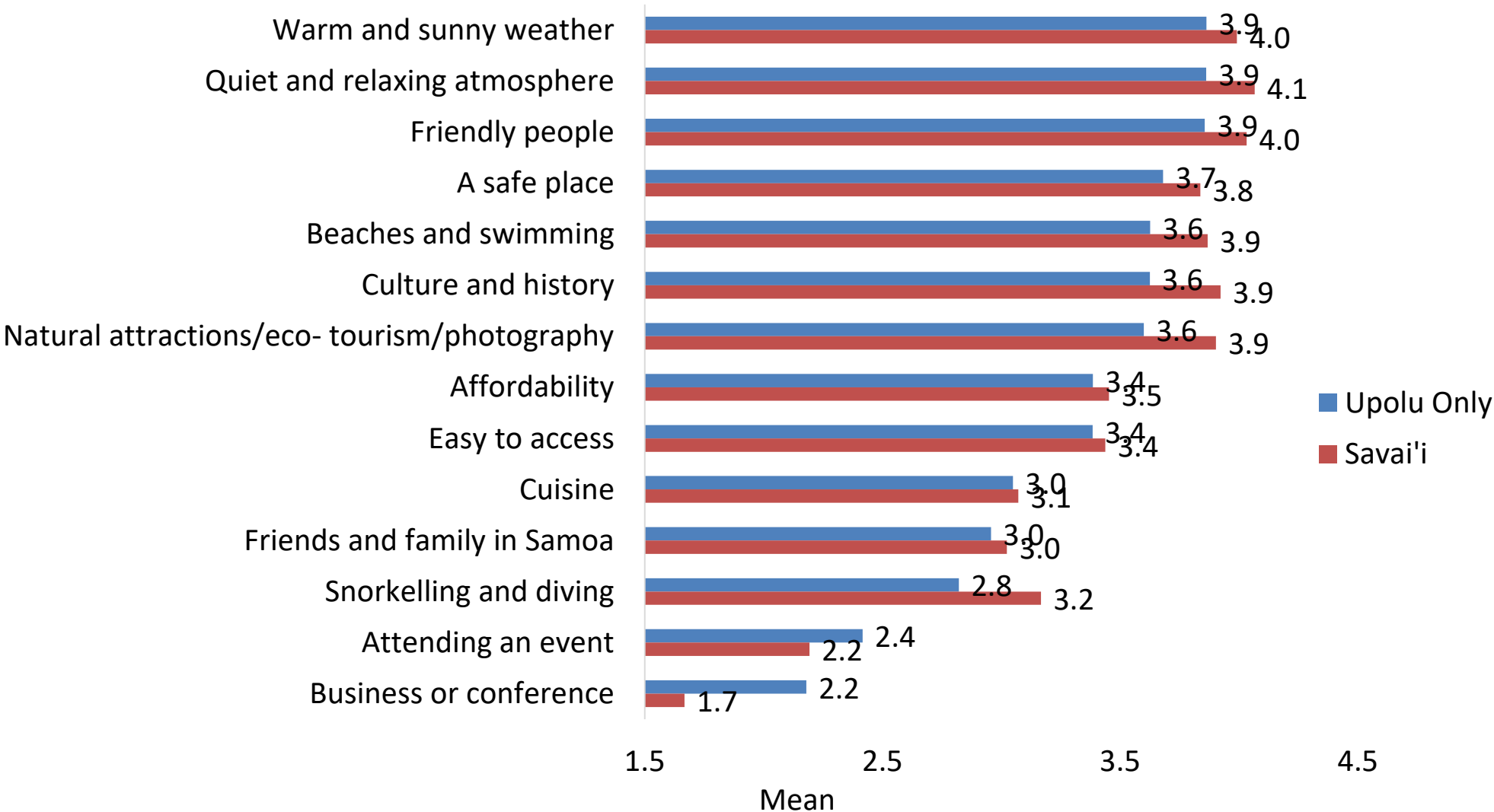
# Information Sources & Purchasing Behaviour



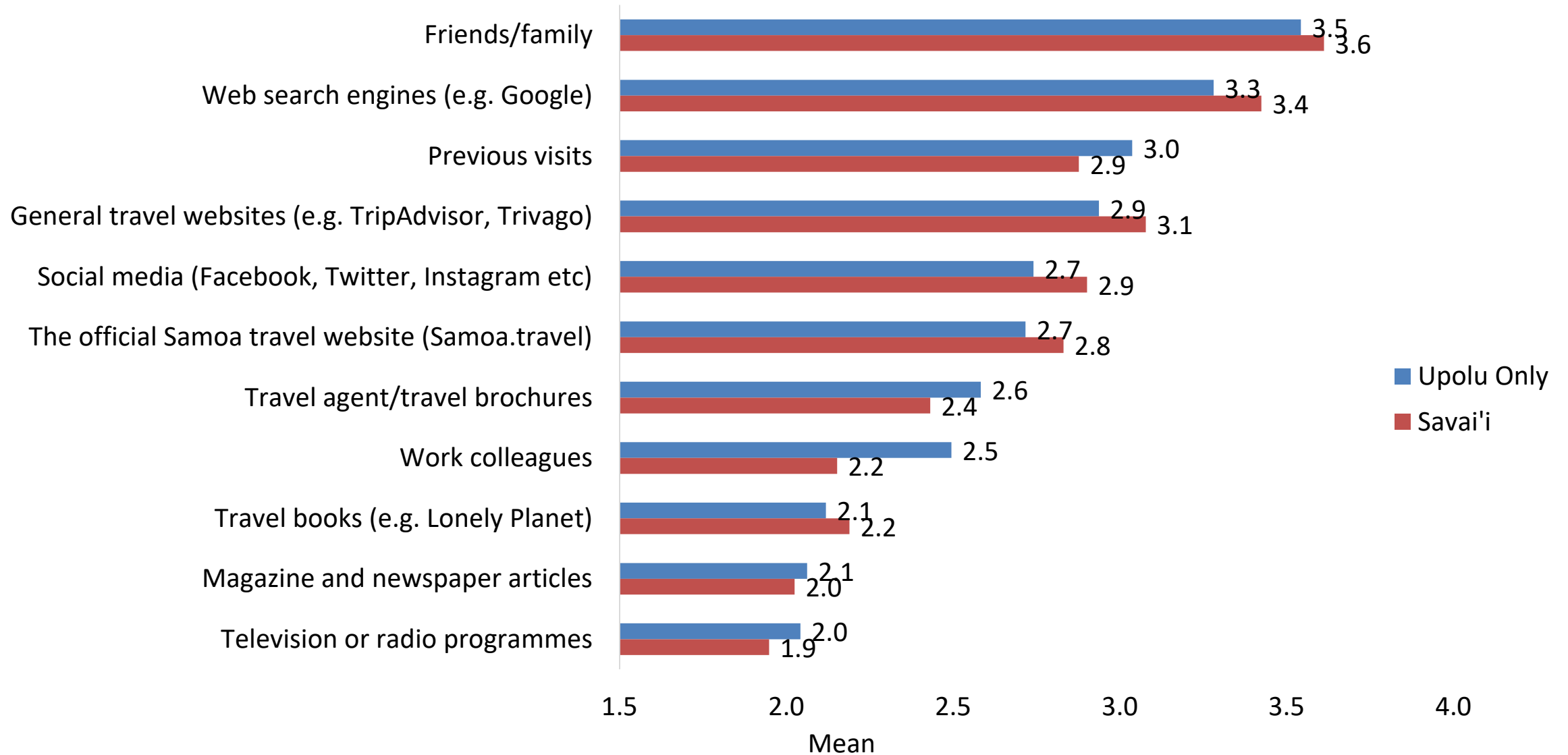
# How did you find out about Samoa?



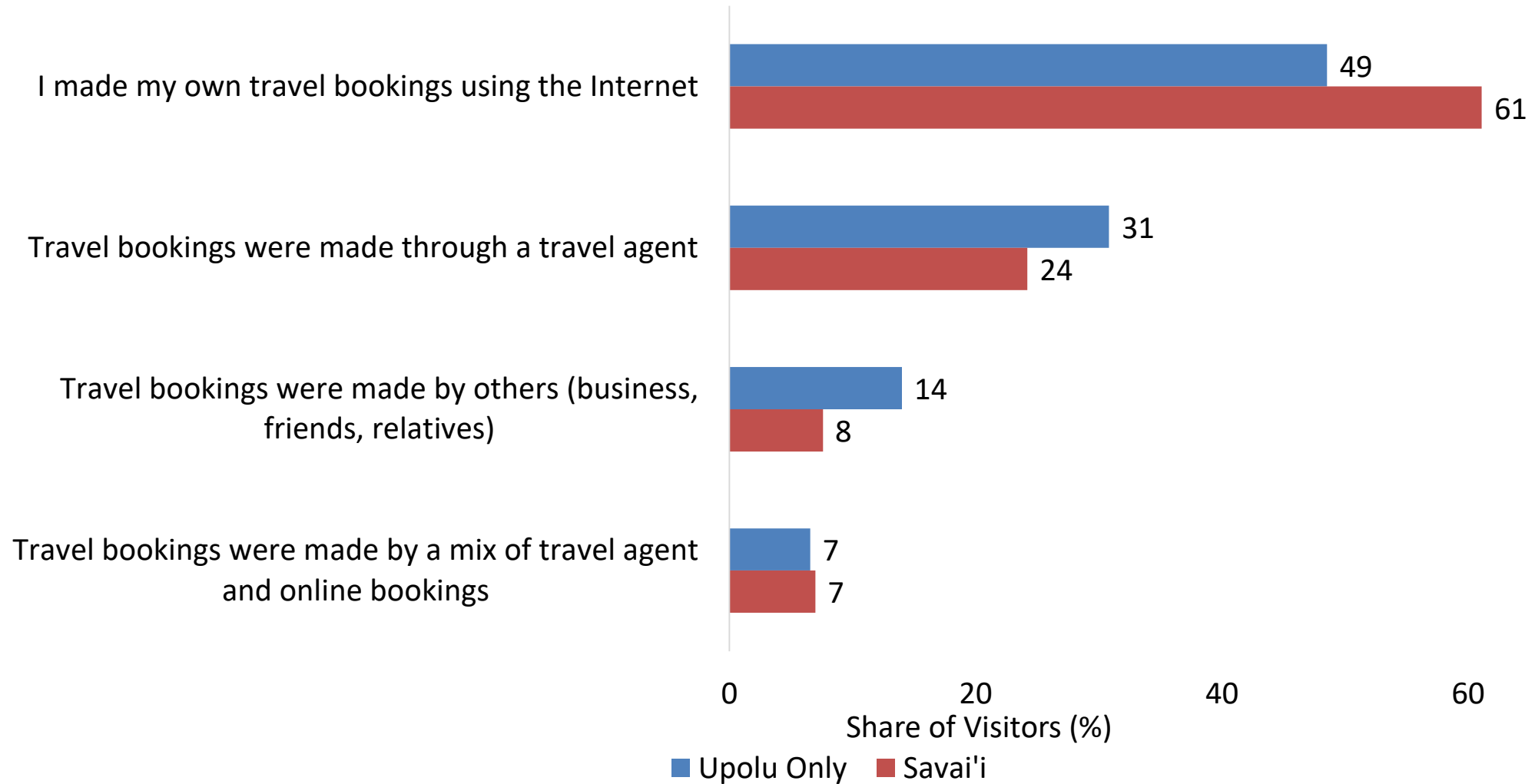
# Influential factors in your choice to visit Samoa



# Importance of information sources



# How did you purchase your travel?

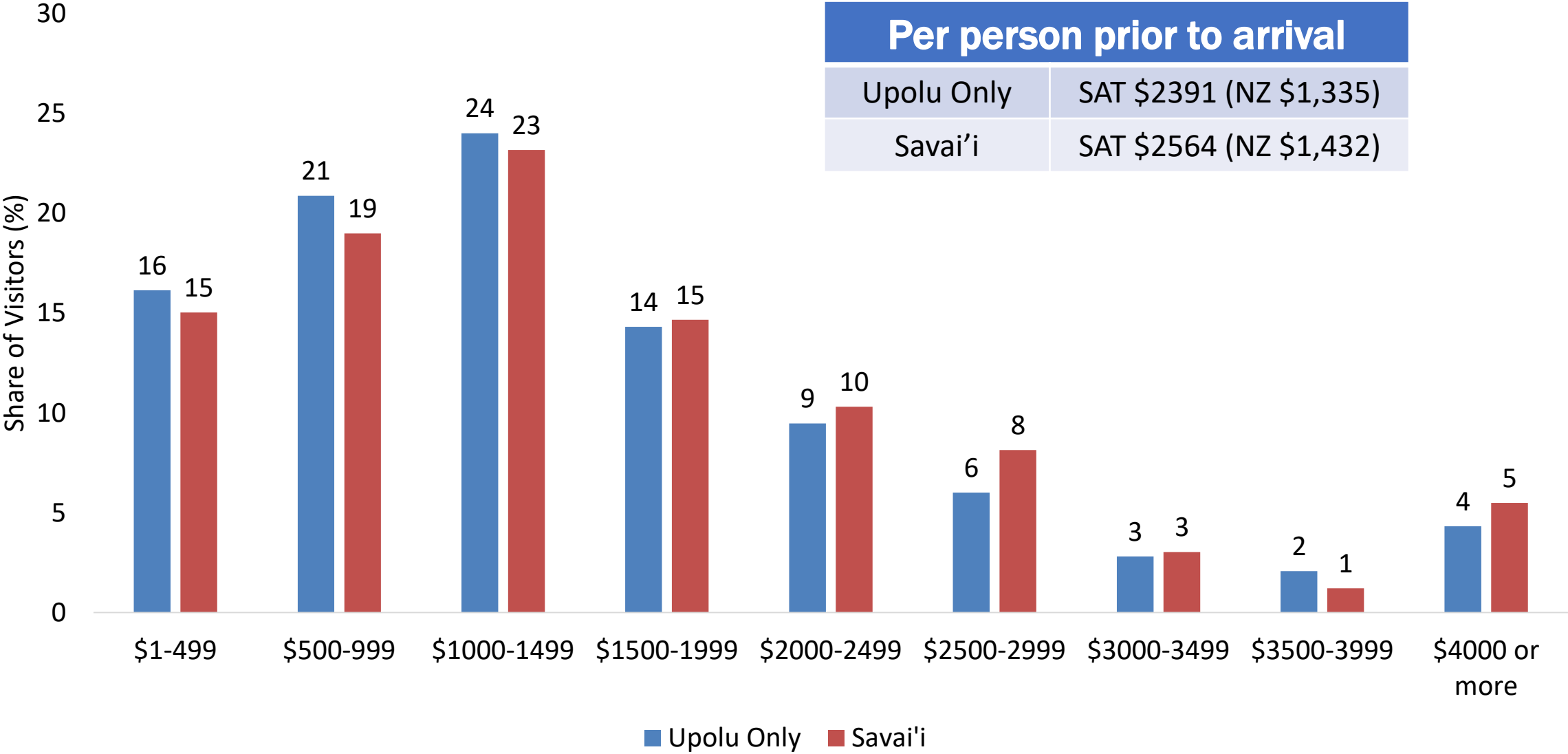


# Visitor Expenditure



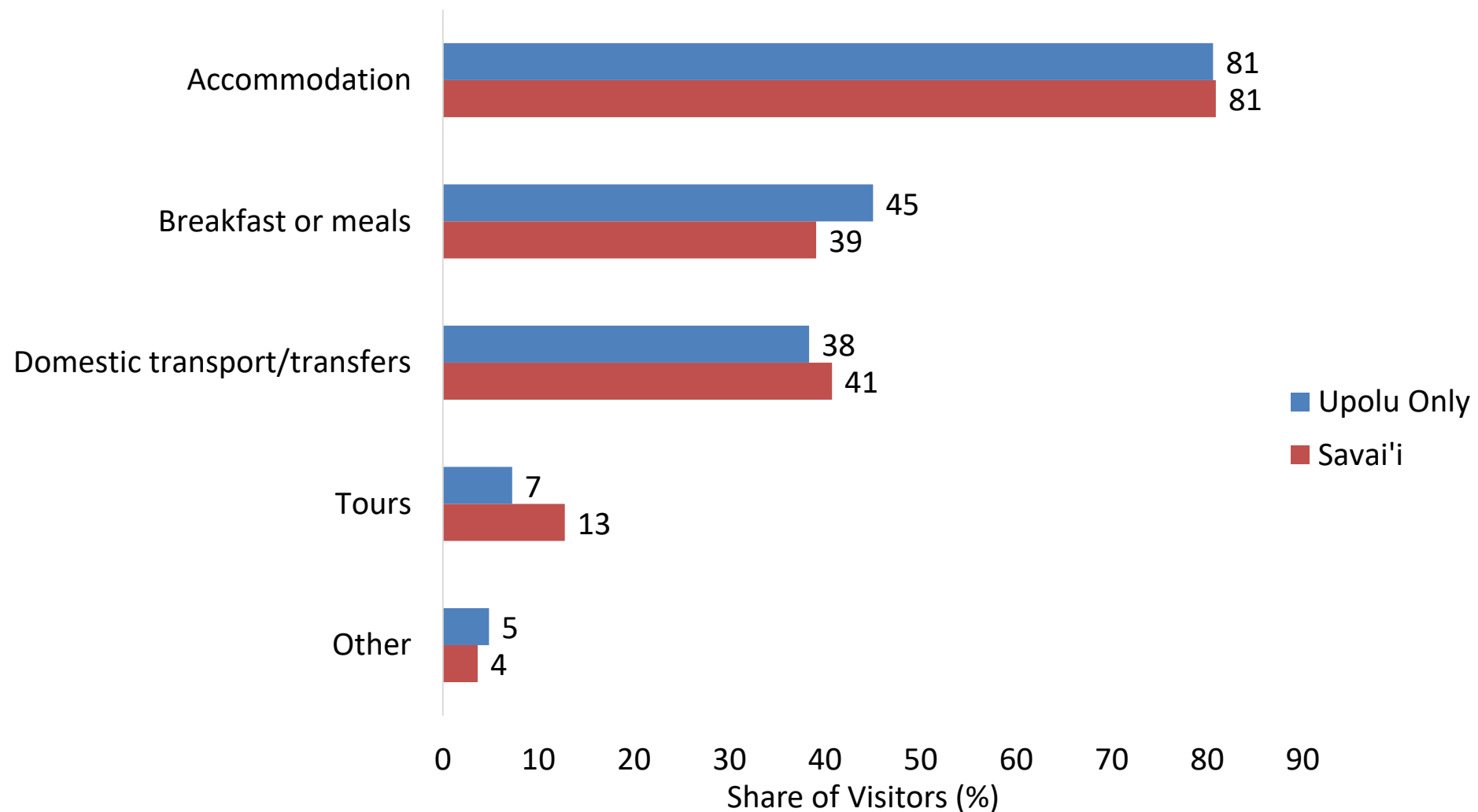
# Prepaid Expenditure

Per person prior to arrival	
Upolu Only	SAT \$2391 (NZ \$1,335)
Savai'i	SAT \$2564 (NZ \$1,432)





# 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	41
Restaurants cafes & bars	36	27
Vehicle rental	17	20
Petrol	6	6
Bus/taxi	3	2
Ferry	0	4
Groceries	14	13
Shopping	16	13
Tours/activities	7	7
Donations	12	14
Internet/telecommunication	3	3
Other	8	4
<b>Total Expenditure</b>	<b>168</b>	<b>151</b>



## Per person per day while in:

Upolu Only	SAT \$168 (NZ \$94)
Savai'i	SAT \$151 (NZ \$84)

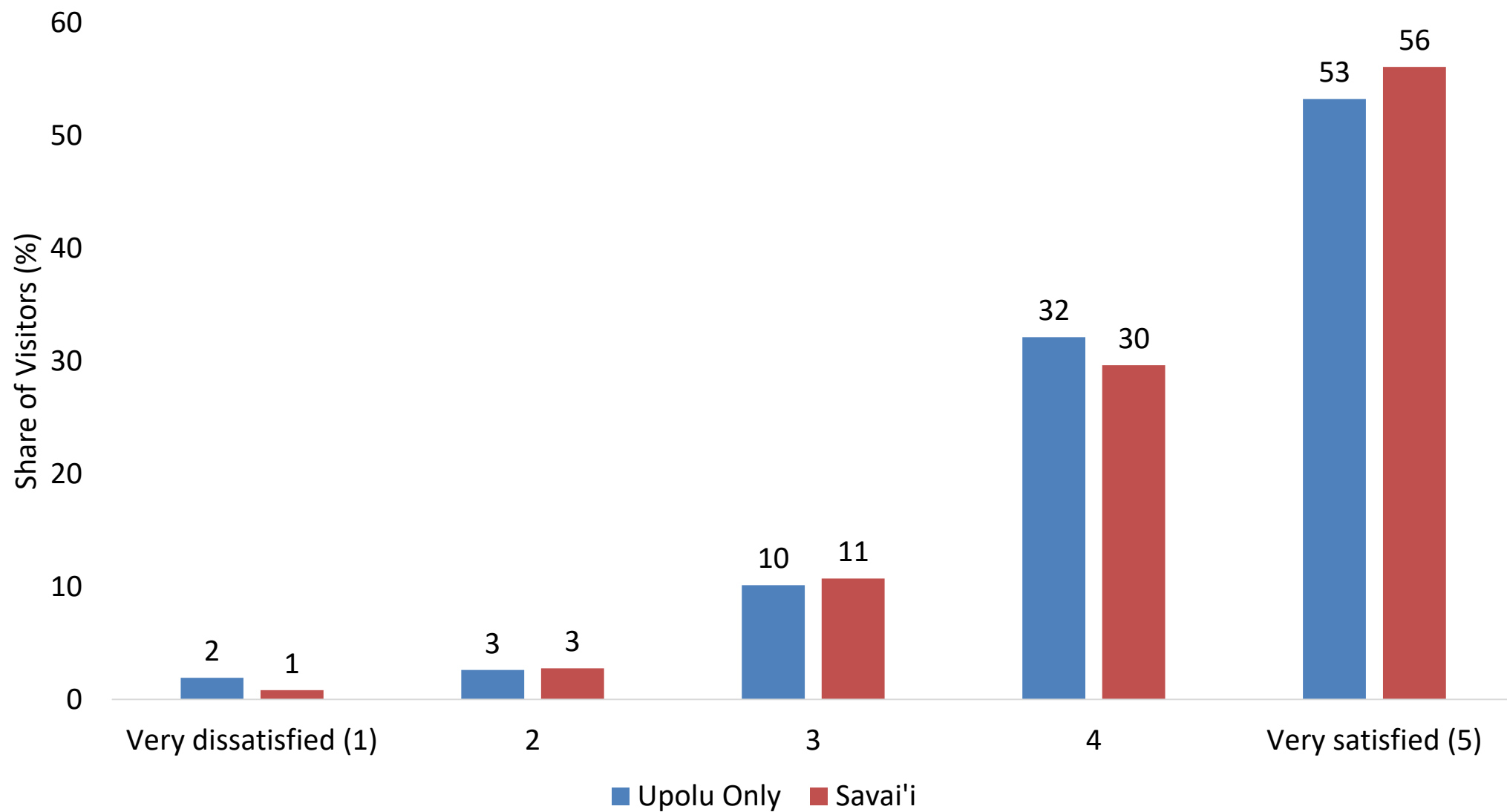
# Spending

	Upolu Only	Savai'i
Average spend per person <b>prior to arrival</b> flowing back to Samoa	SAT\$1,315/NZ\$734	SAT\$1,410/NZ\$788
Average spend <b>in country</b> per person <b>per day</b>	SAT\$168/NZ\$94	SAT\$151/NZ\$84
Average length of stay in Samoa (nights)	7.5	10.9
<b>TOTAL SPEND PER VISIT FLOWING BACK TO LOCAL ECONOMY</b>	<b>SAT\$2,575/NZ\$1439</b>	<b>SAT\$3,056/NZ\$1704</b>

# Visitor Satisfaction

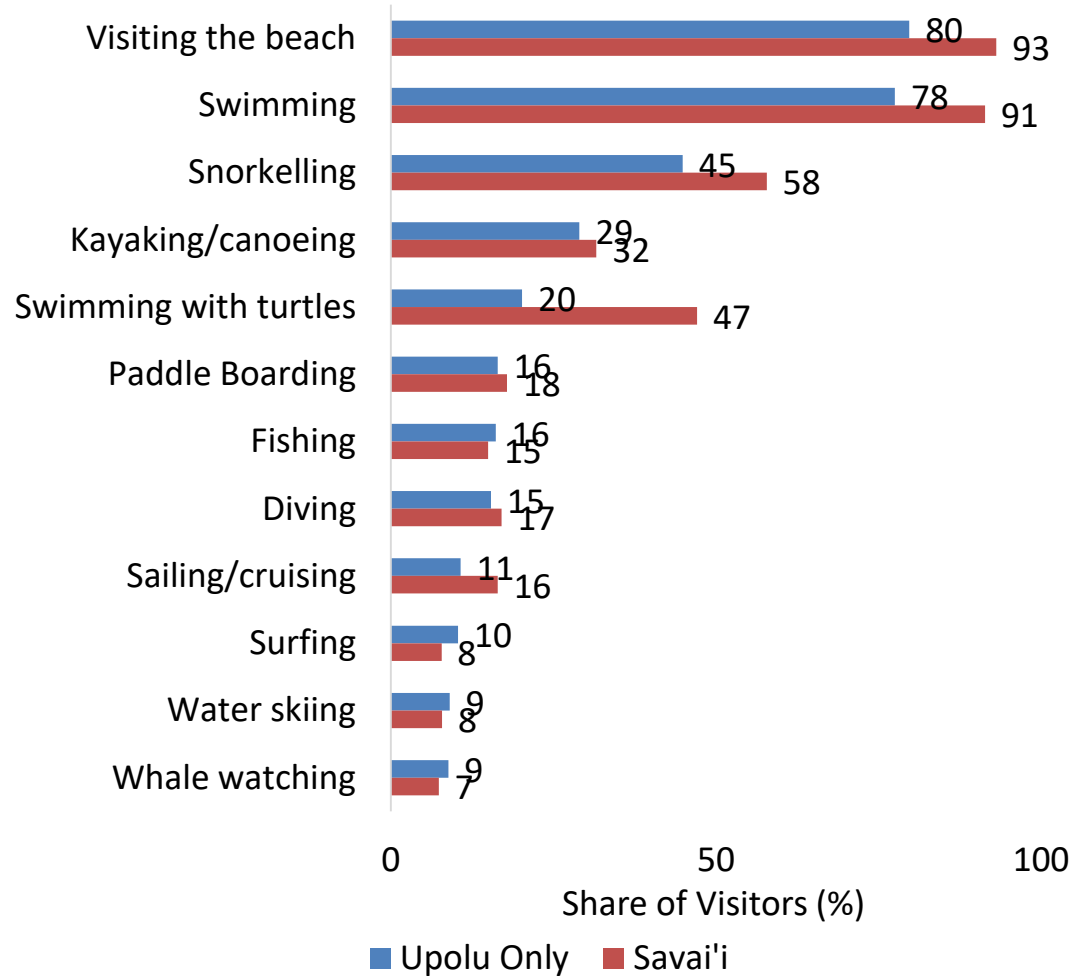


# Overall satisfaction

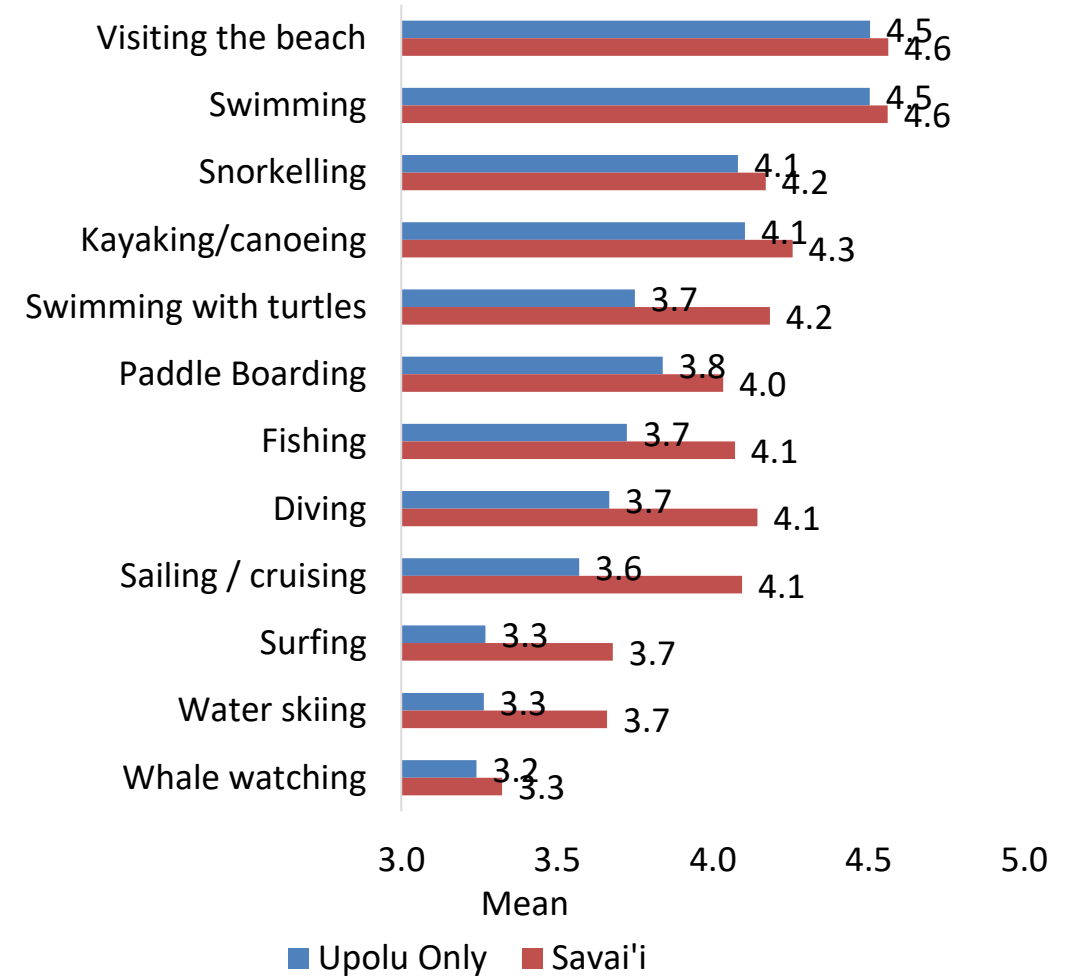


# Water-based Activities

## Degree of Participation

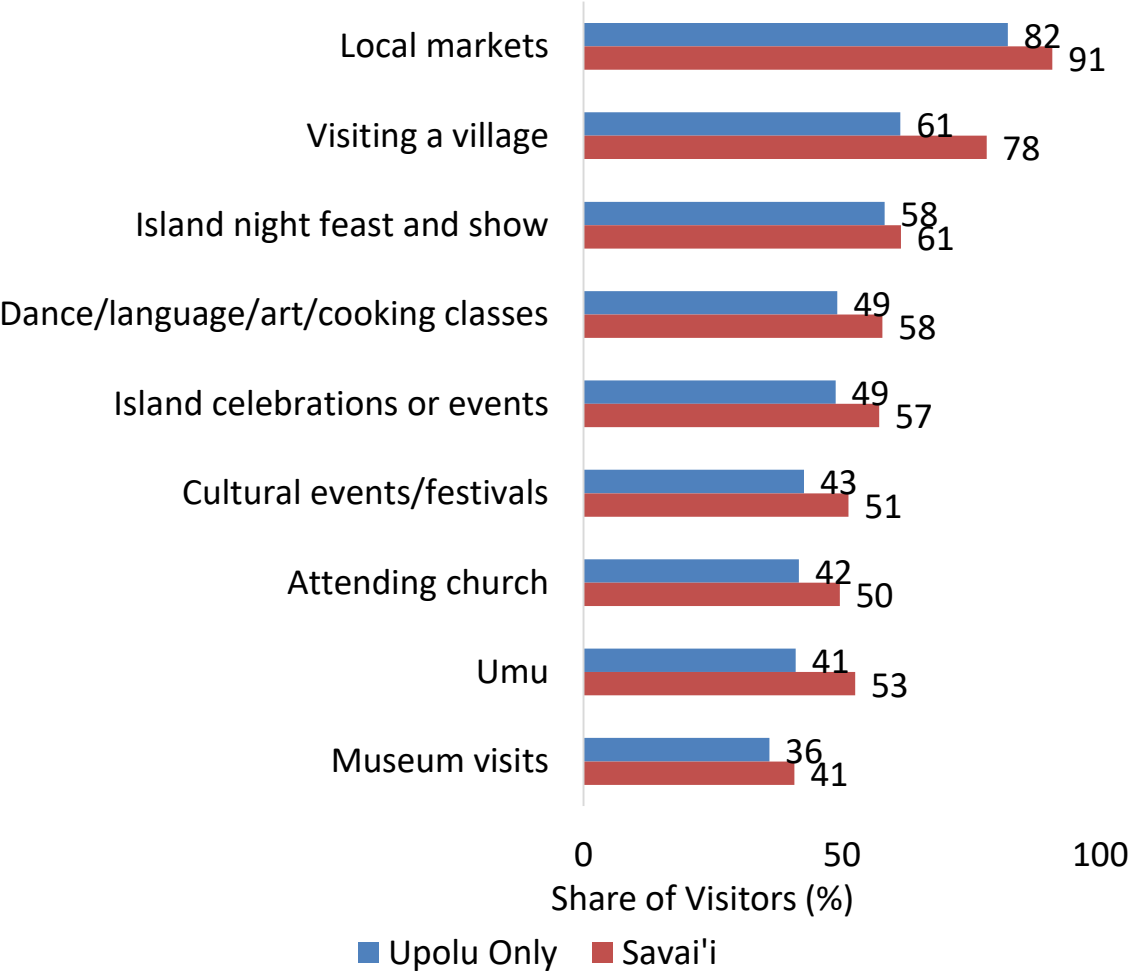


## Degree of Satisfaction

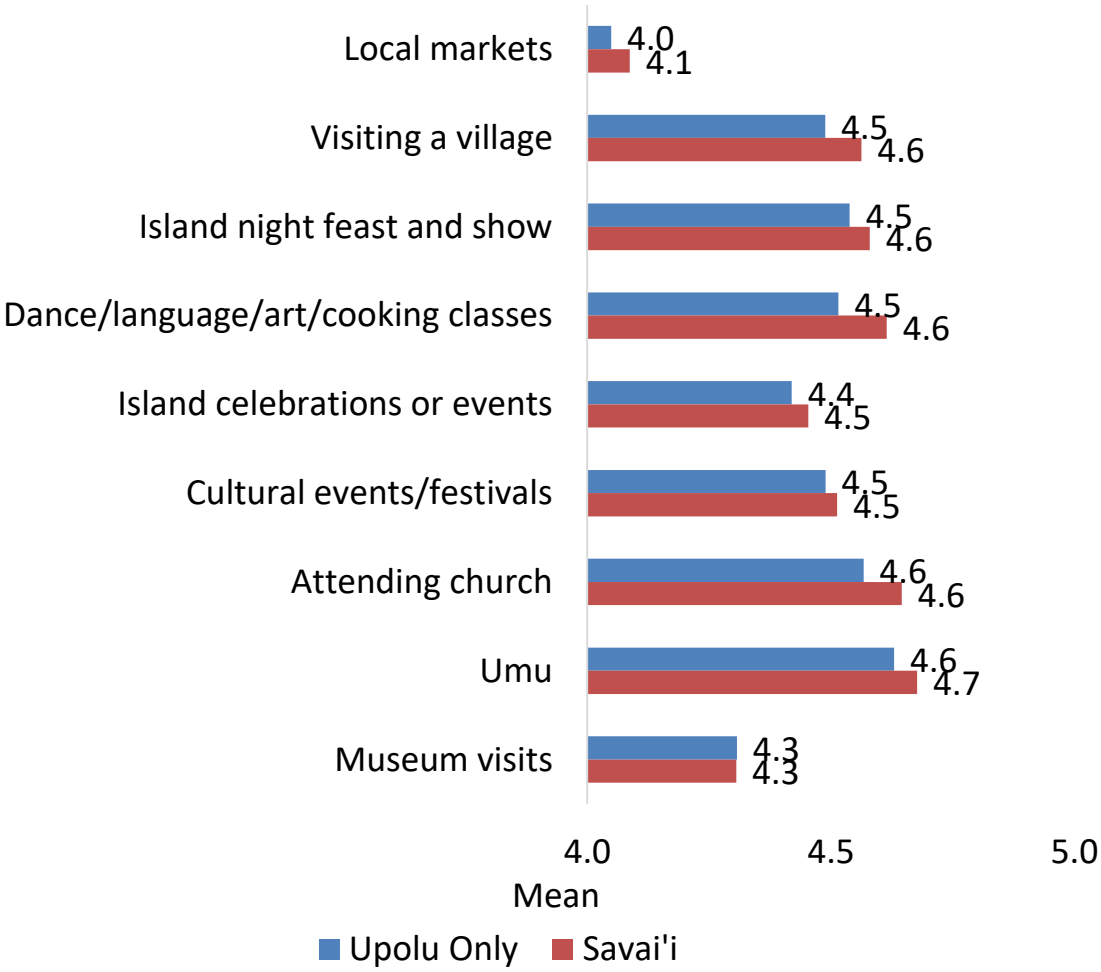


# Cultural Interactions

## Degree of Participation



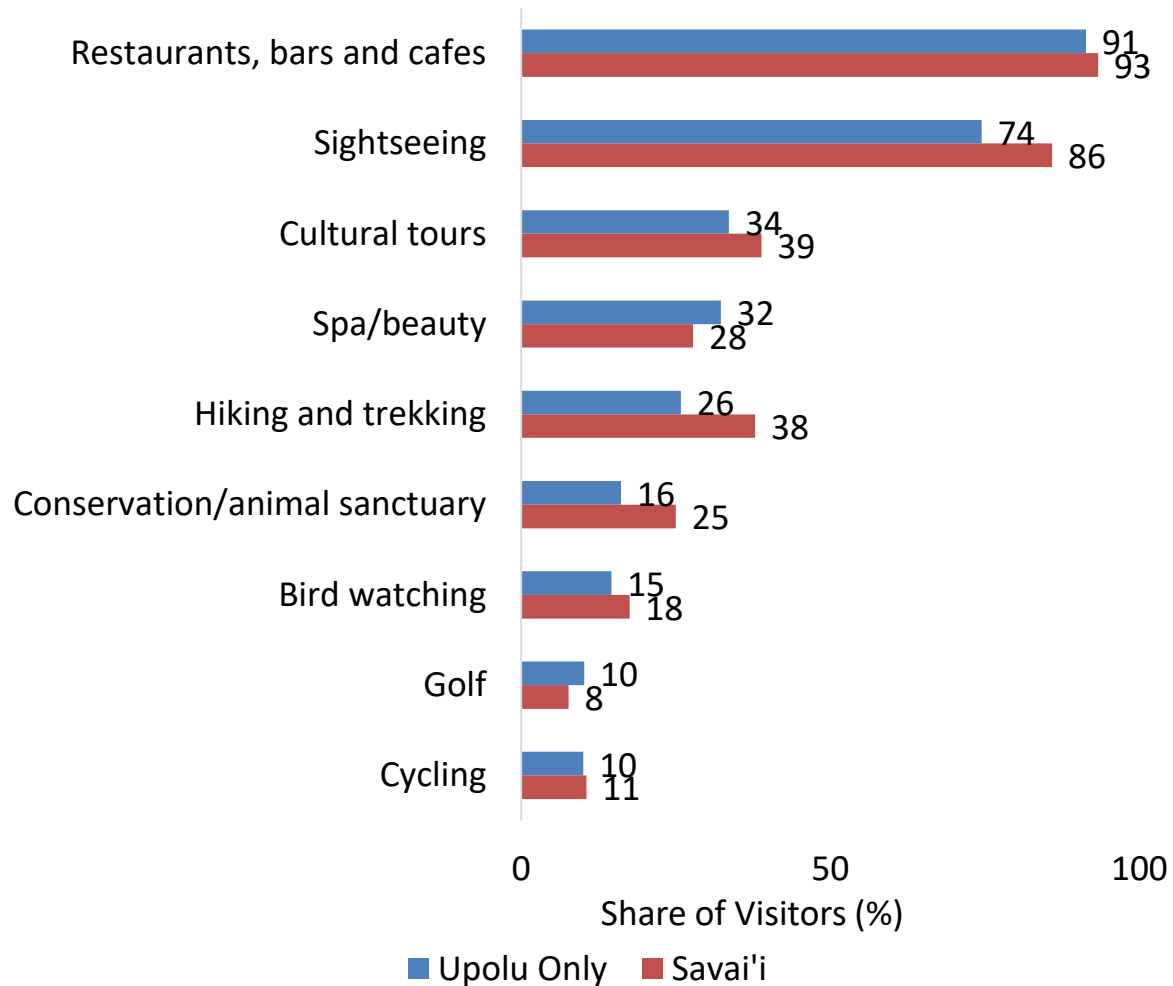
## Degree of Satisfaction



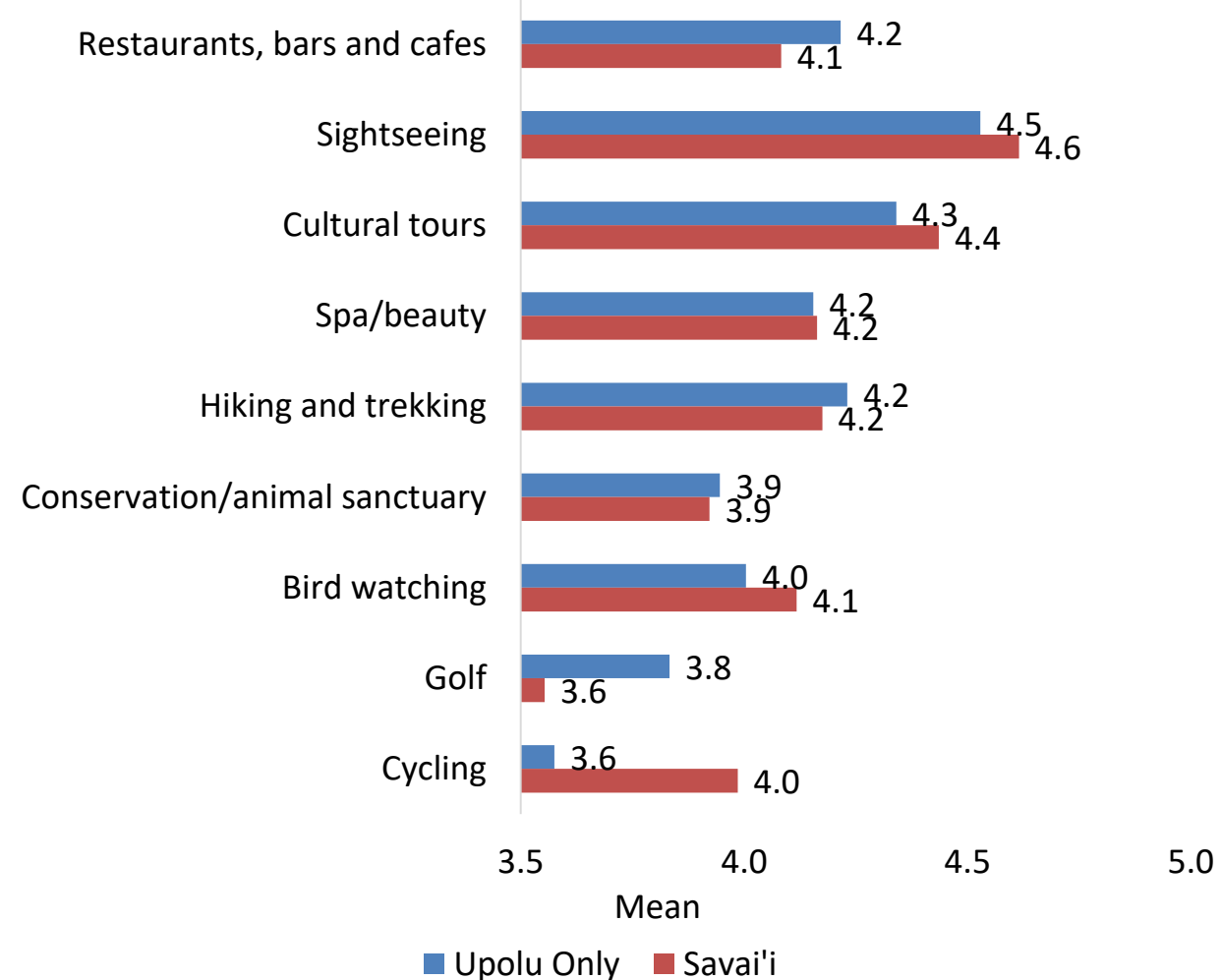


# Land-based Activities

## Degree of Participation

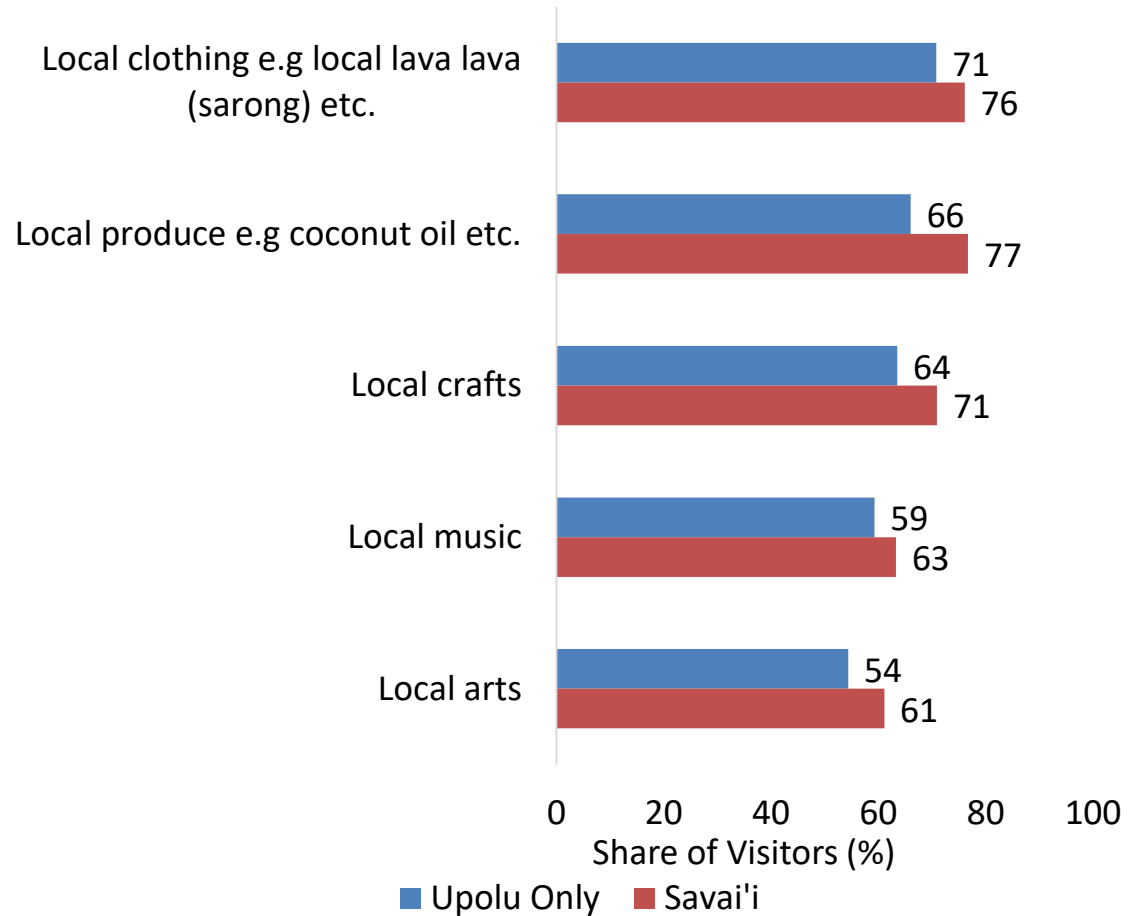


## Degree of Satisfaction

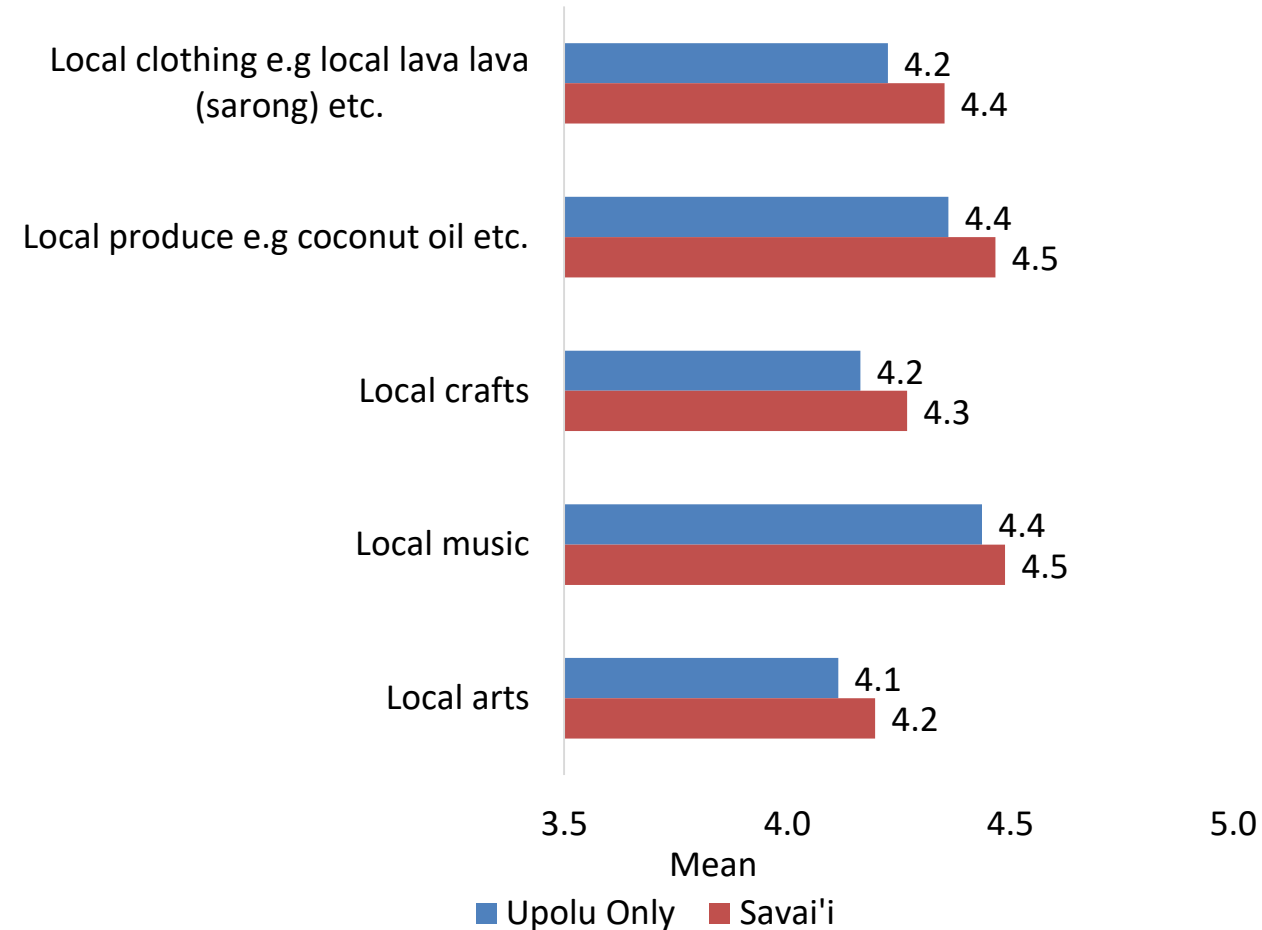


# Shopping

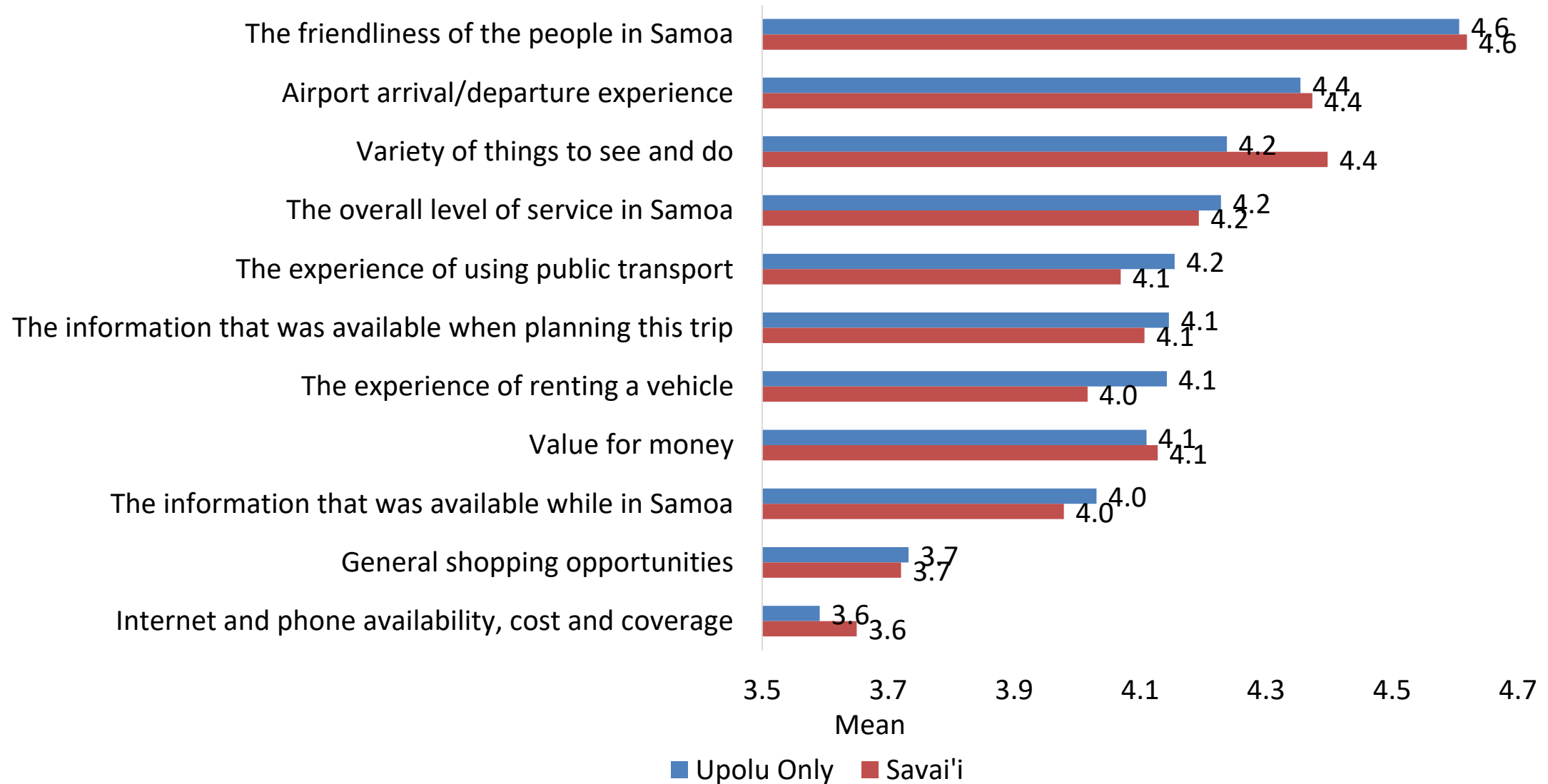
## Degree of Participation



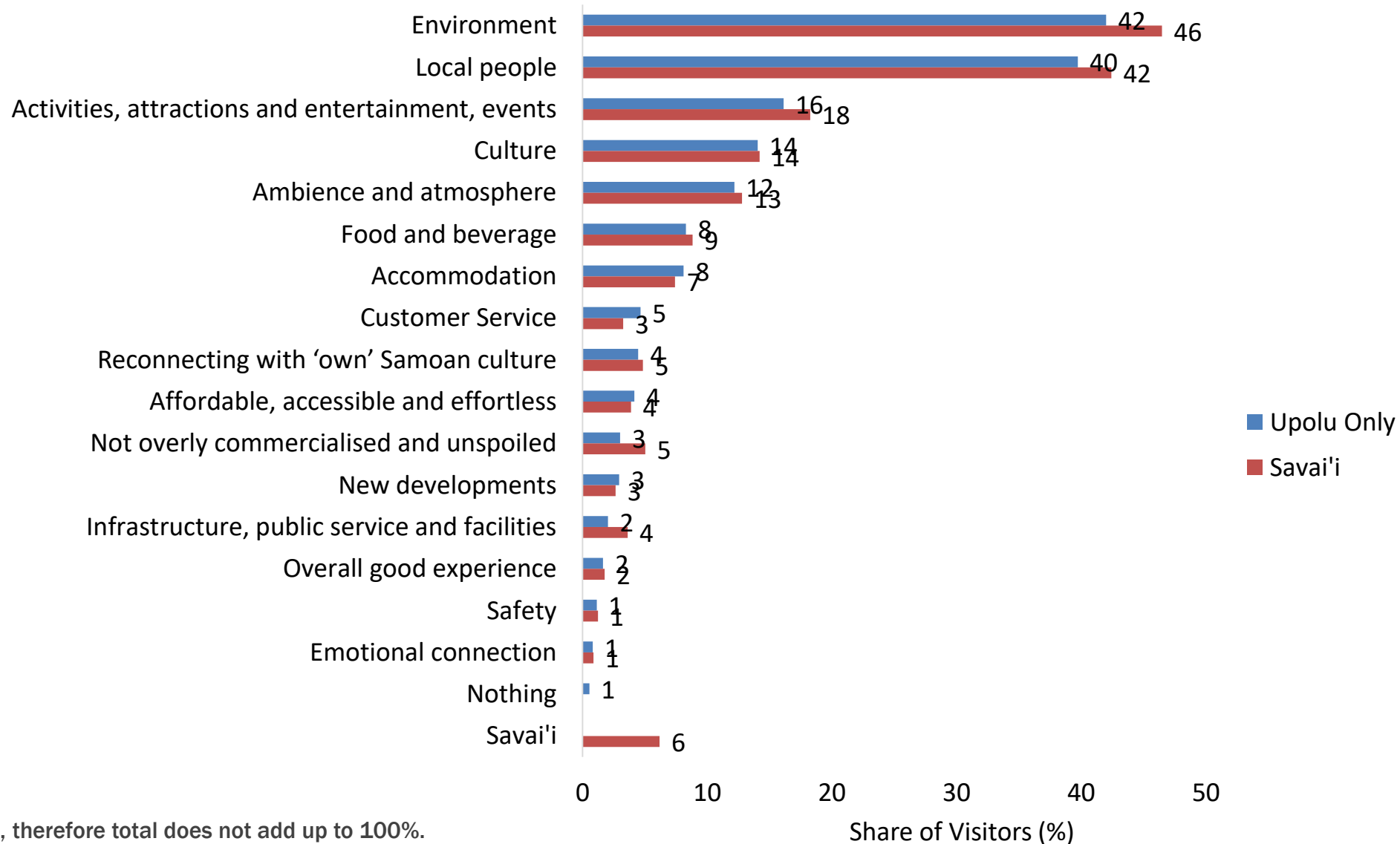
## Degree of Satisfaction



# Satisfaction with Samoa



# Most Appealing Aspects\*



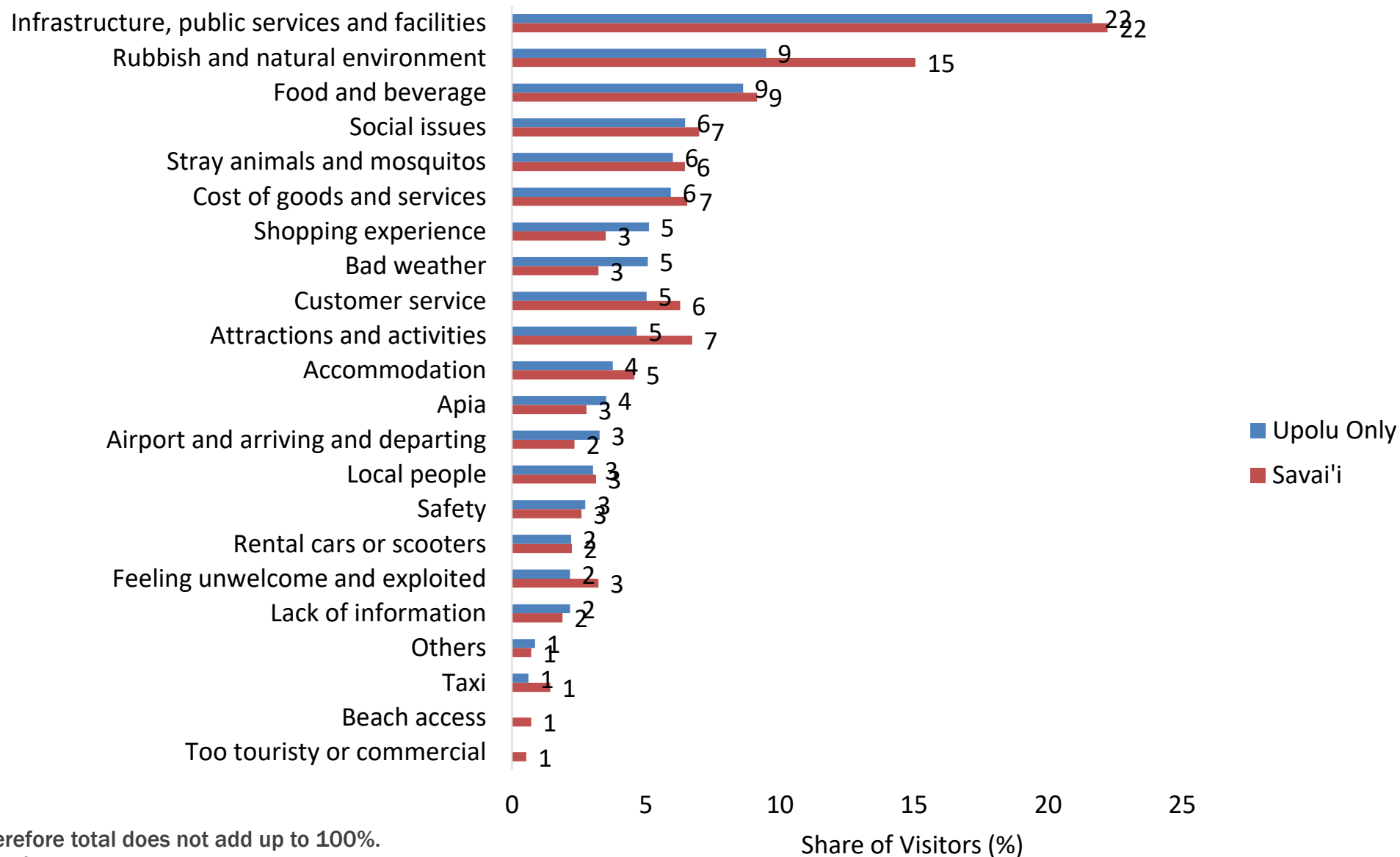
Note: Multiple responses, therefore total does not add up to 100%.

\*: Survey data thus unweighted.

## Most Appealing Aspects

- How beautiful Savai'i is & how much has changed in both islands since my last visit.
- Savai'i Island and its beauty, Siufaga beach has the best colour and view.
- Beautiful family and village gardens. Rubbish stand in Savai'i were much better this time.
- The weather, friendly people, nature. The villages on Savai'i were spectacular with their flags and colours. Rubbish stands were also very tidy compared to previous times.
- The natural features on southern Upolu, and the artists' retreat on the pass over from Apia, where they do great coffee and food.
- Natural attractions, gardens in Upolu and friendliness of locals.
- Variety of snorkelling opportunities on Upolu.

# Least Appealing Aspects\*



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

\*: Survey data thus unweighted.

# Least Appealing Aspects

## Comments - Upolu Only

- Upolu the rubbish around market area.
- Public was not so friendly and never really felt as safe, customer service all around Upolu wasn't so friendly as well.
- The unwell dogs running around on Upolu.
- I would have to say the roads in Upolu, horrific there were so many pot holes specially heading towards outback Lefaga way. government really need to spend more on fixing the roads to avoid flat tyres as well as crashes.

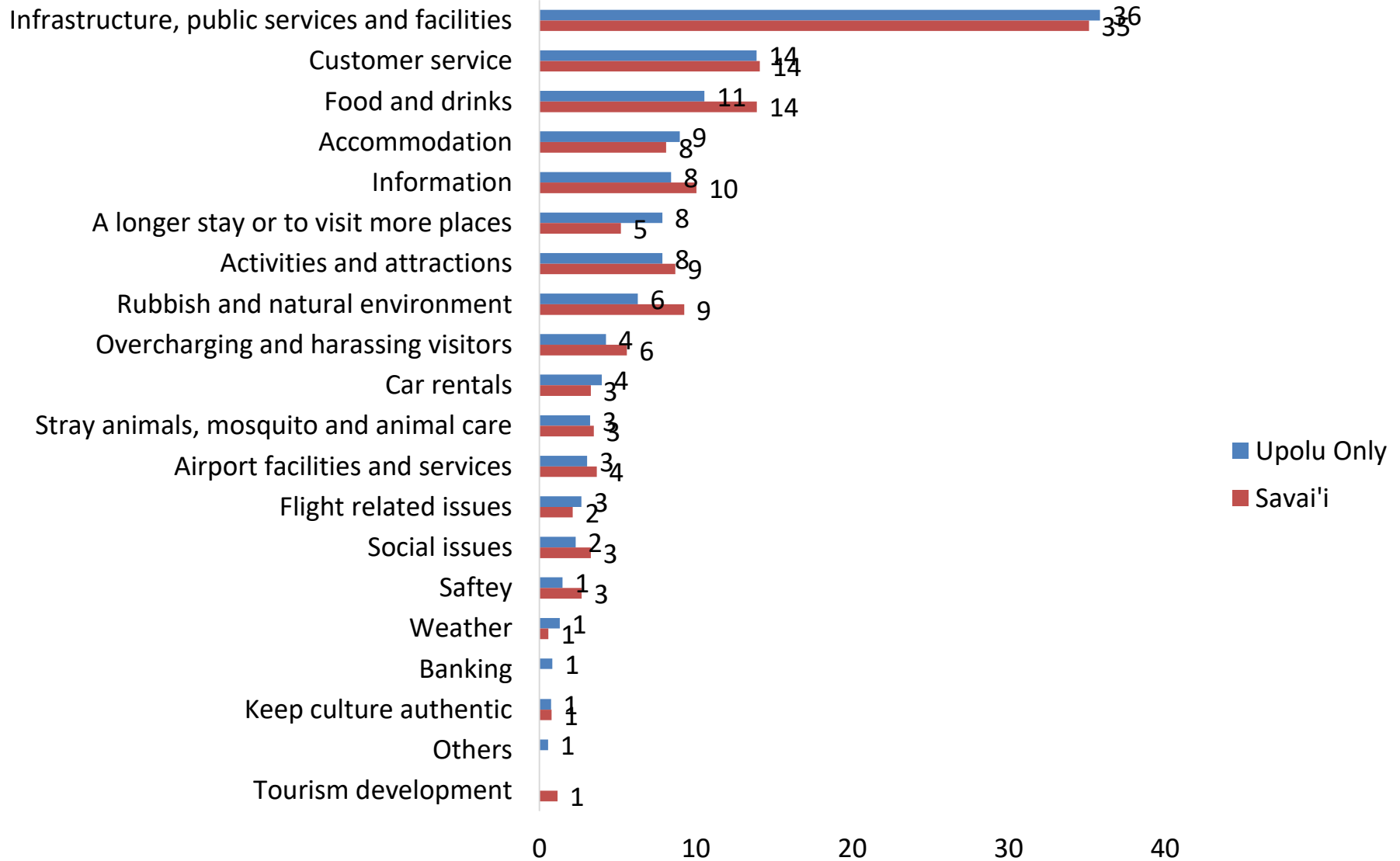
## Least Appealing Aspects

### Comments – Savai'i

- We booked a trip to Savai'i but when we got to ferry terminal it was cancelled due to the weather, perhaps the tour operators could have checked that before leaving town.
- The lack of fish in Savai'i and the fact that you have to pay certain villages if you want to swim in their beach.
- The poverty was appalling, especially in Savai'i.



# Improvements\*



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

\*: Survey data thus unweighted.

Share of Visitors (%)

## Comments - Upolu Only

- Travelling between Savai'i and Upolu on the ferries is a health and safety issue. It would be much safer if all the transport can wait until all the passengers are safe on the wharf. Also it is best to review the safety of people with disabilities and old people who are travelling on the ferry. These people need to make their way first when the ferry arrives at its destination.
- Roads in Upolu have too many pot holes and trying to avoid them can be a potential hazard or accident waiting to happen.
- Better roads and shopping opportunities on the south of Upolu.
- Put at least one gas station and ATM on the southern side of Upolu.

## Comments – Savai'i

- The Ferry availability to Savai'i be more throughout the day for at least 2 days of the week.
- Transport between Savai'i and Upolu.
- More options to eat on Savai'i and an island night (none available when we were there).
- Also make sure sites are clear of rubbish also for e.g. a tourist site in Savai'i was littered with rubbish.
- Public toilets in the market area both in Apia and Savaii needed maintenance for a tourist attraction.

# Future intentions



## Return

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



## Recommendation

Upolu Only	95% would recommend
Savai'i	96% would recommend



# Thank You!

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