

# Samoa International Visitor Survey

## Visitor Characteristics by Accommodation Type

January 2018 – June 2019



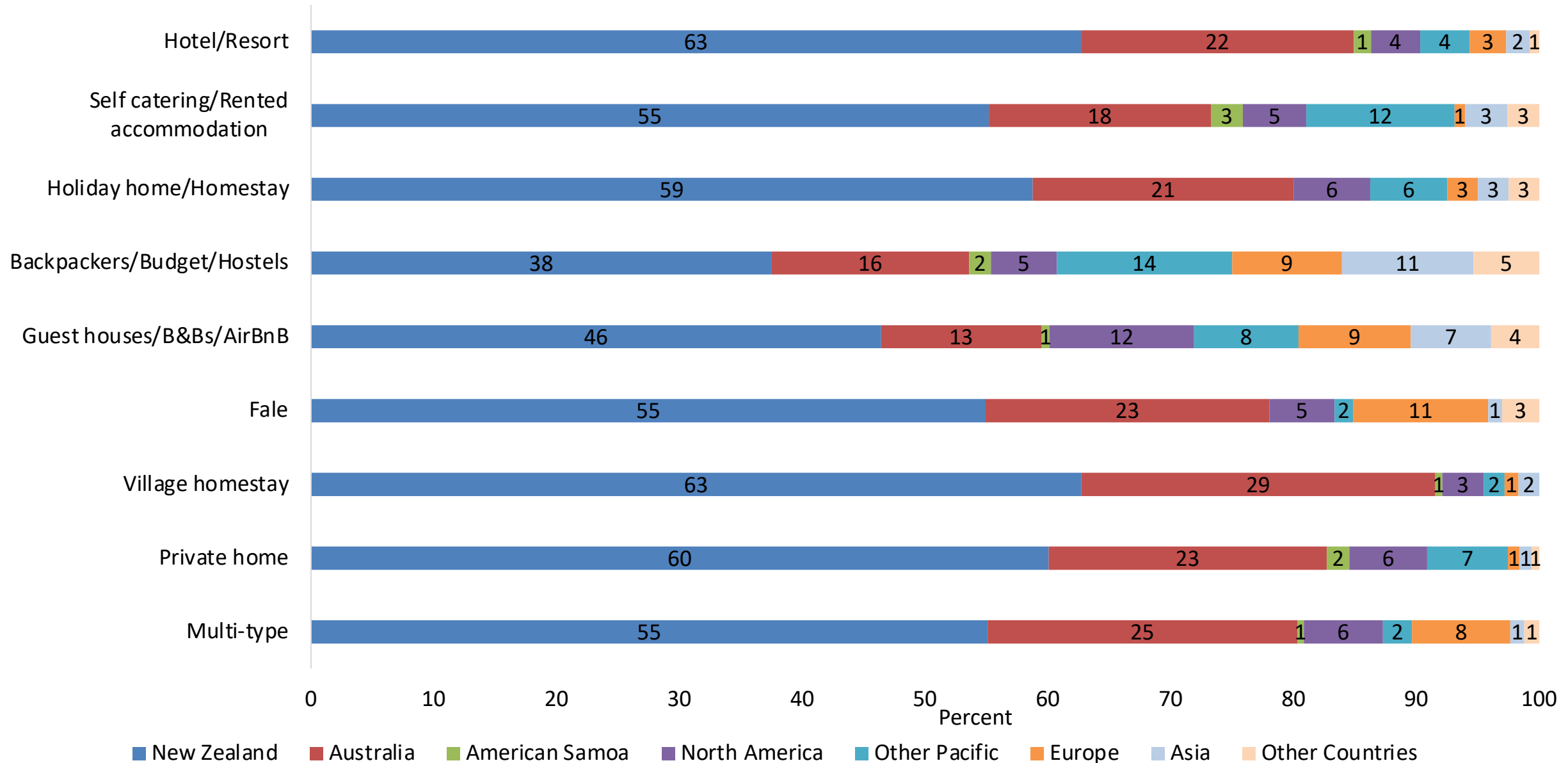
# Visitors by Different Types of Accommodation

	Number of respondents	Percentage
Hotel/Resort	6774	56
Self catering/Rented accommodation	141	1
Holiday home/Homestay	107	1
Backpackers/Budget/Hostels	64	1
Guest houses/B&Bs/AirBnB	169	1
Fale	300	2
Village homestay	230	2
Private home	1361	11
Multi-type (multiple accommodation)	3028	25

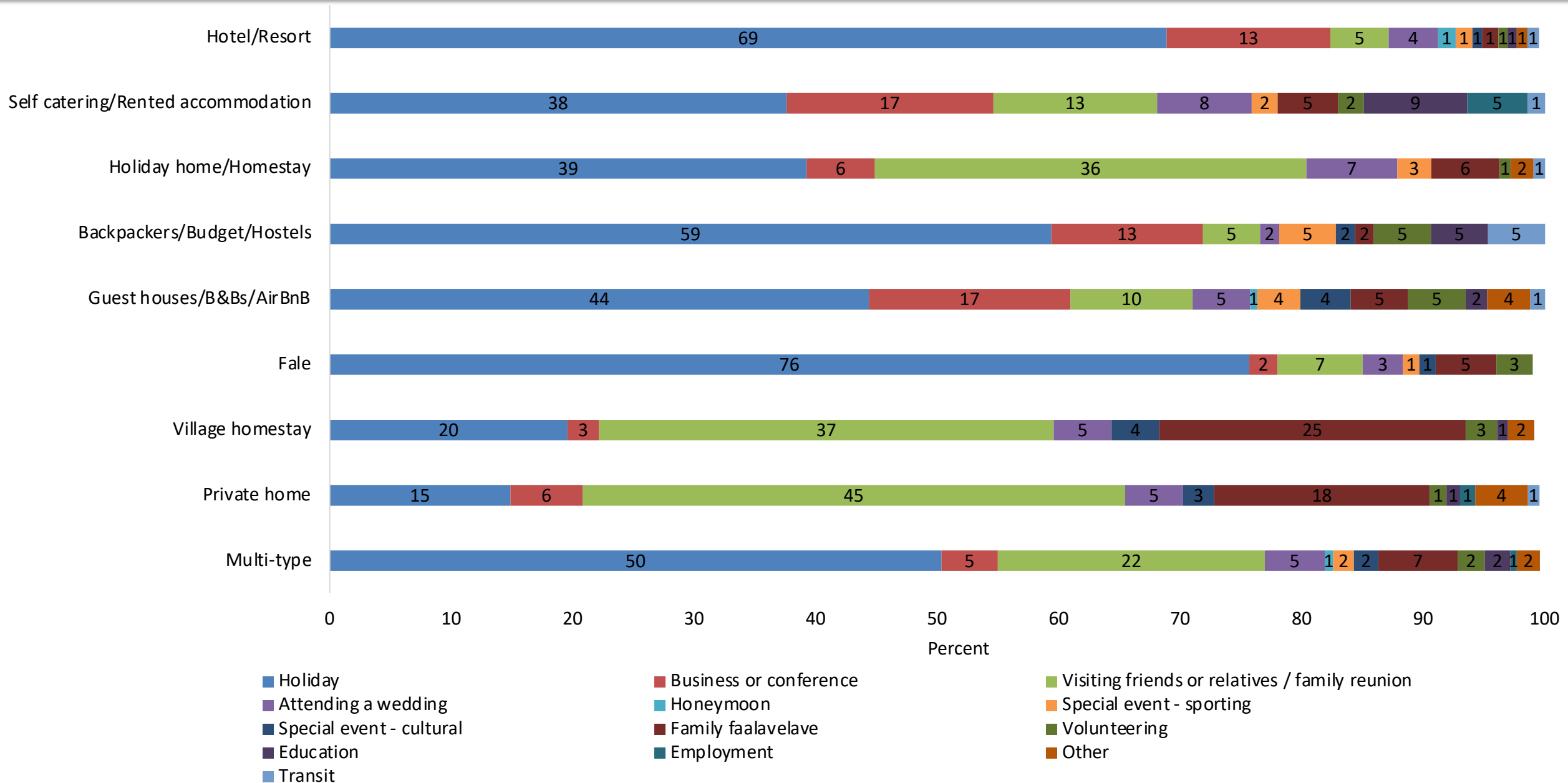
# Structure



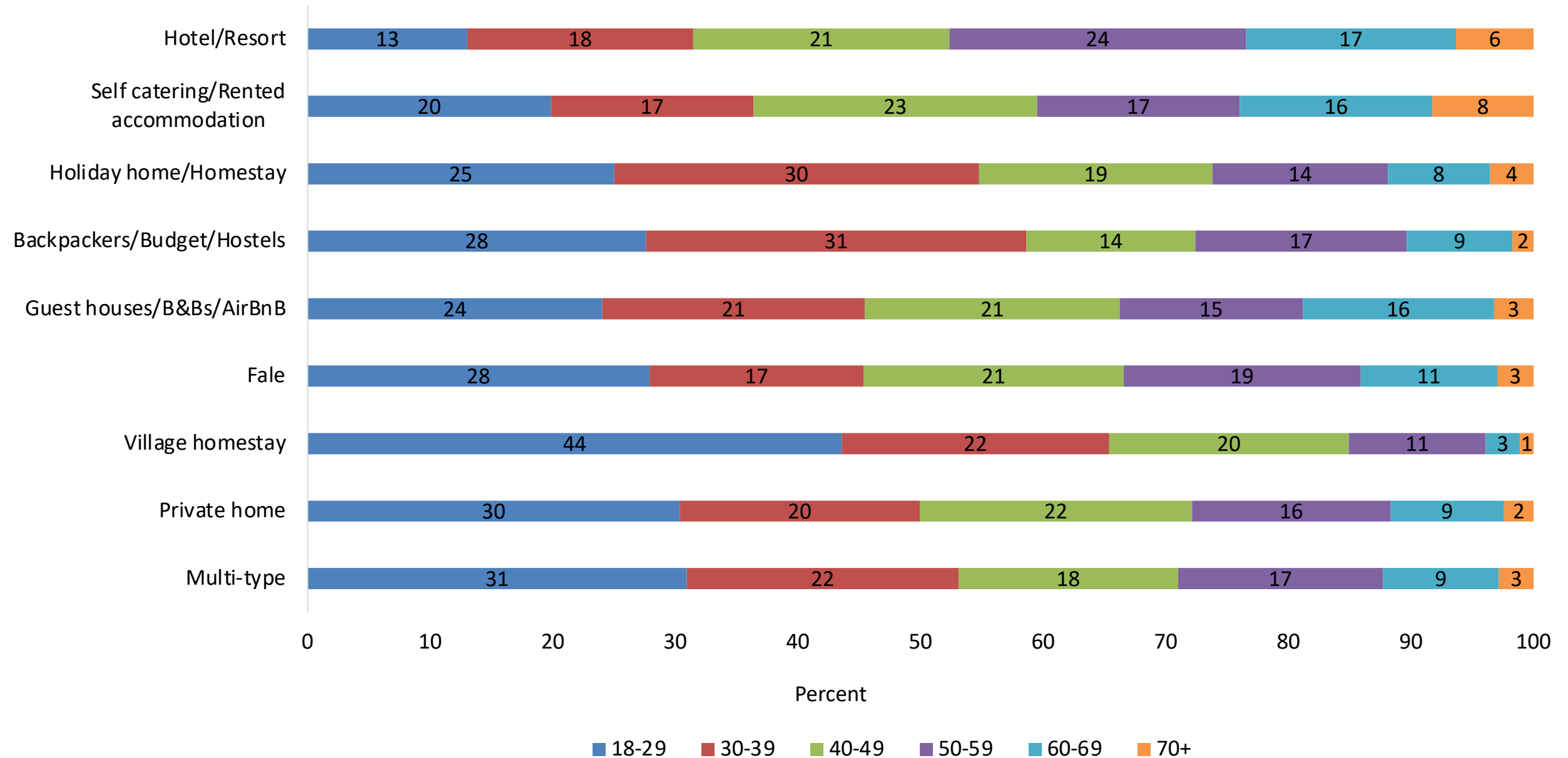
# Country of Origin



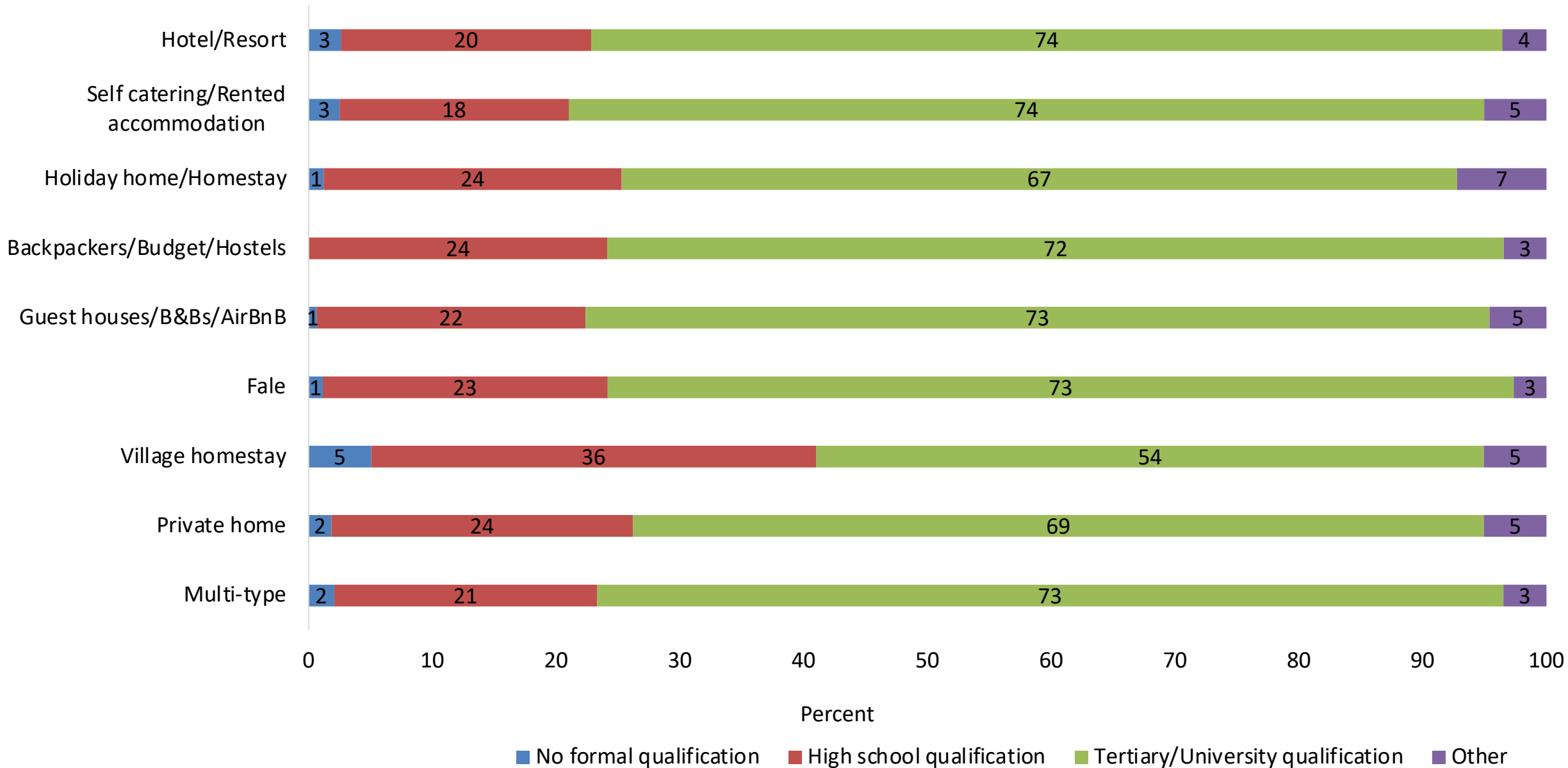
# Purpose of Visit



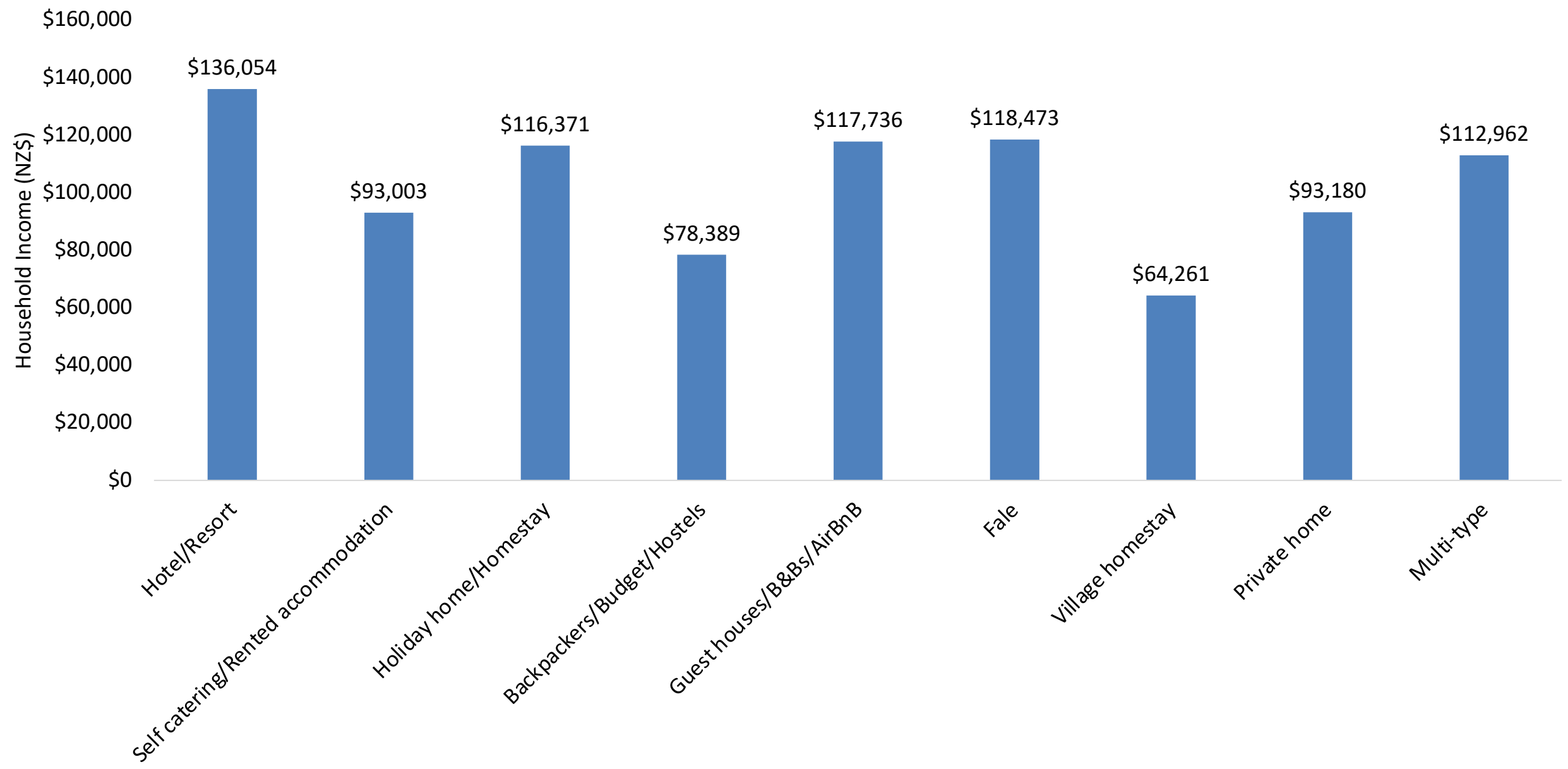
# Age Groups



# Visitors Qualification

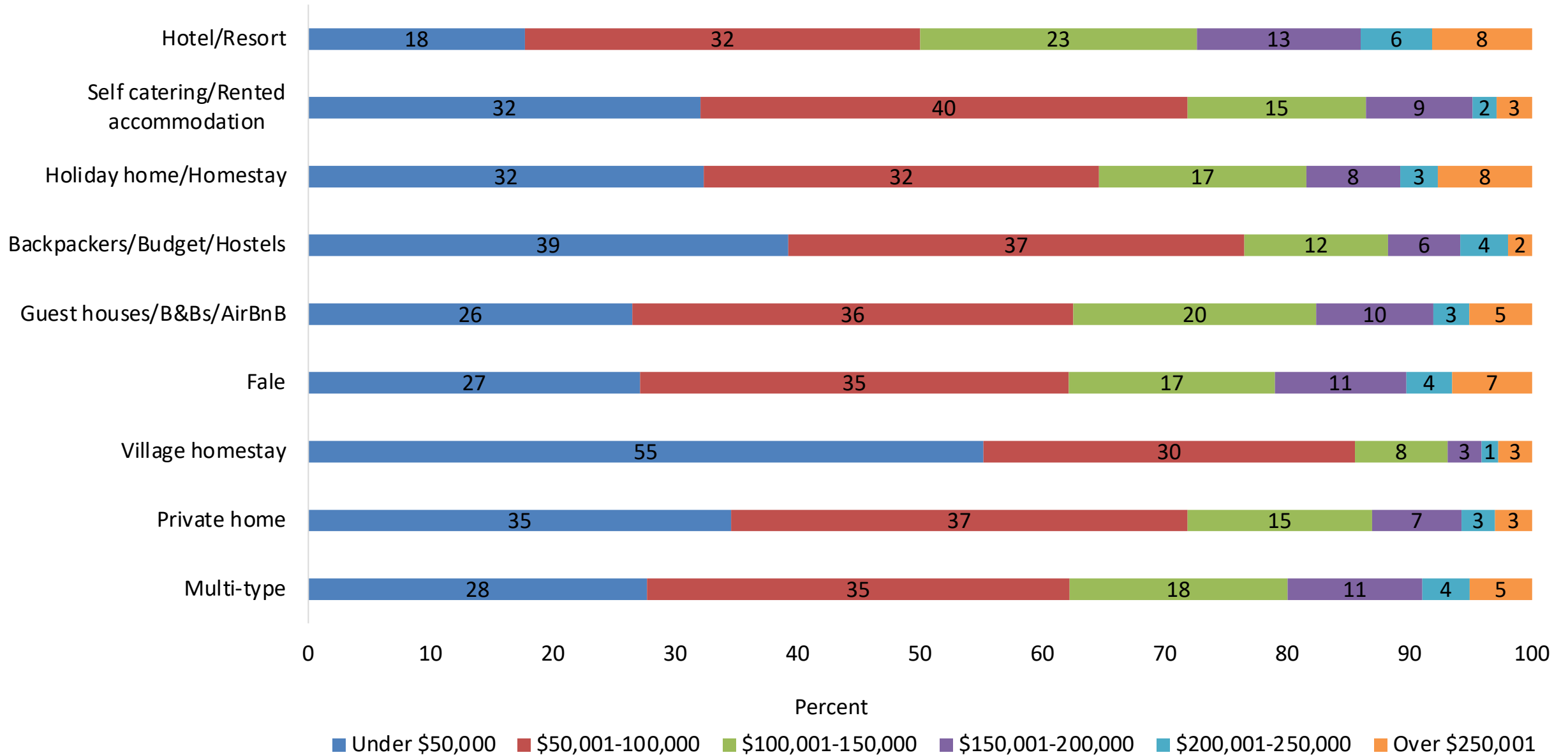


# Average Household Income (NZ\$)

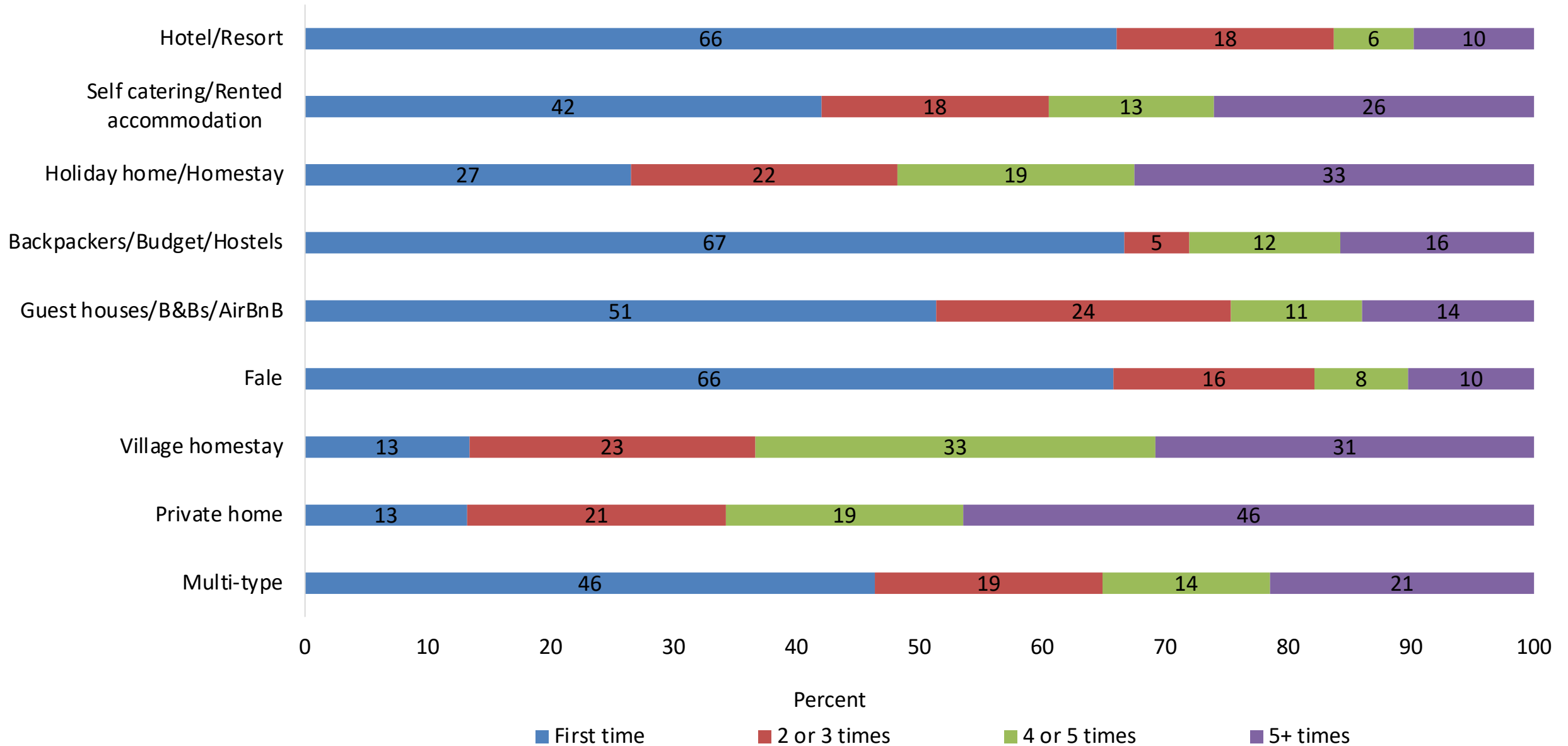




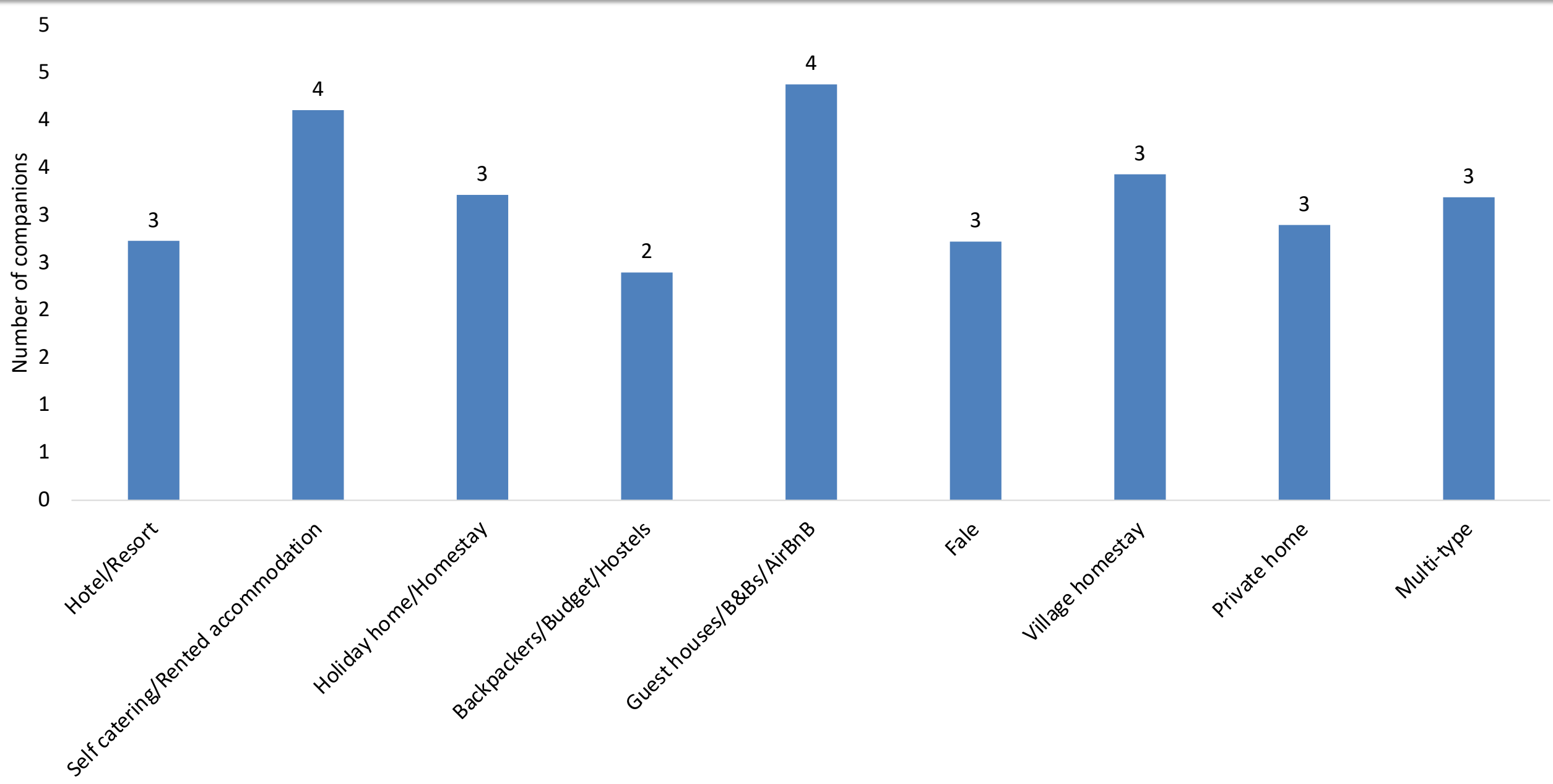
# Average Household Income Grouping (NZ\$)



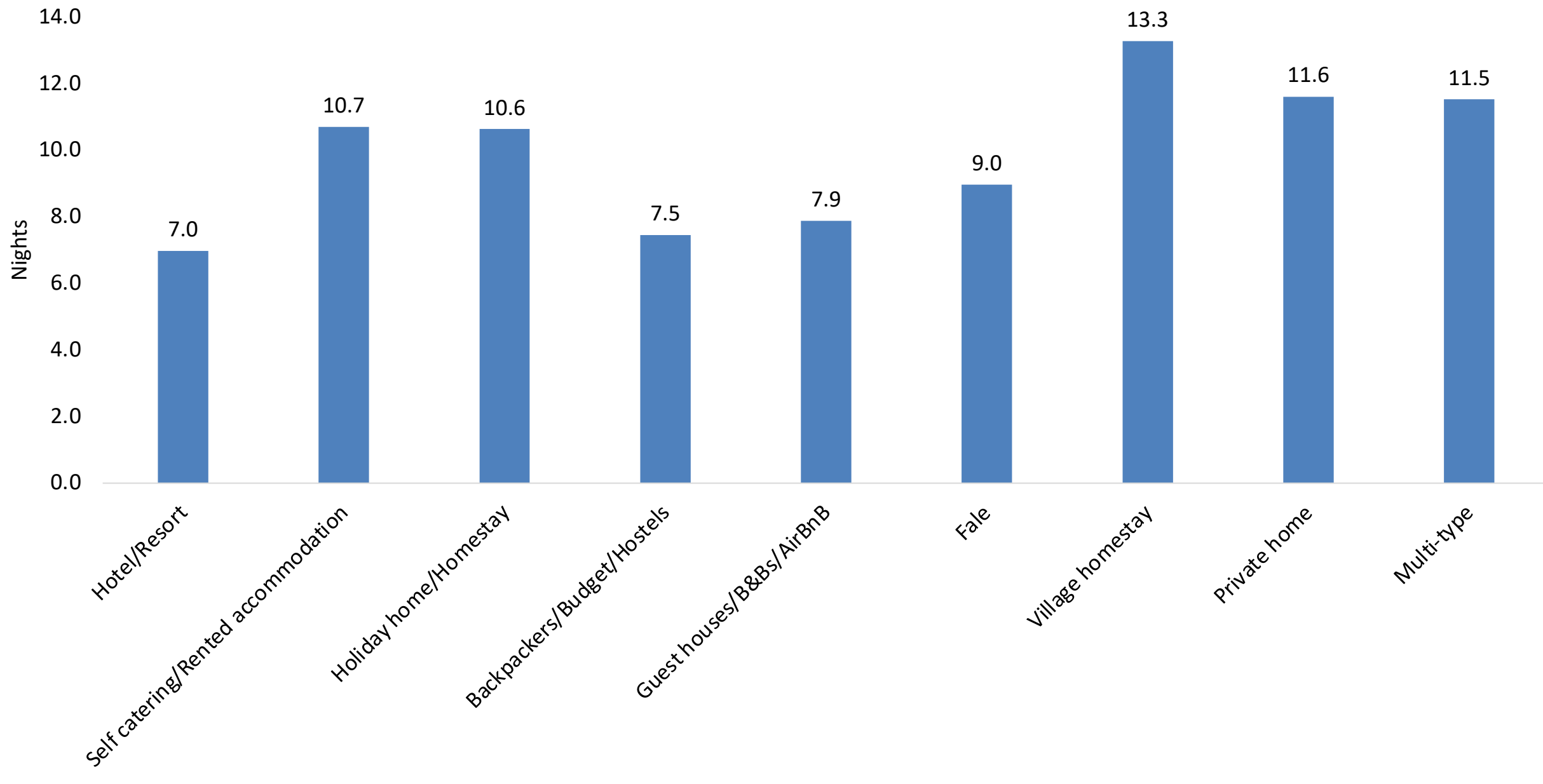
# Previous Visits



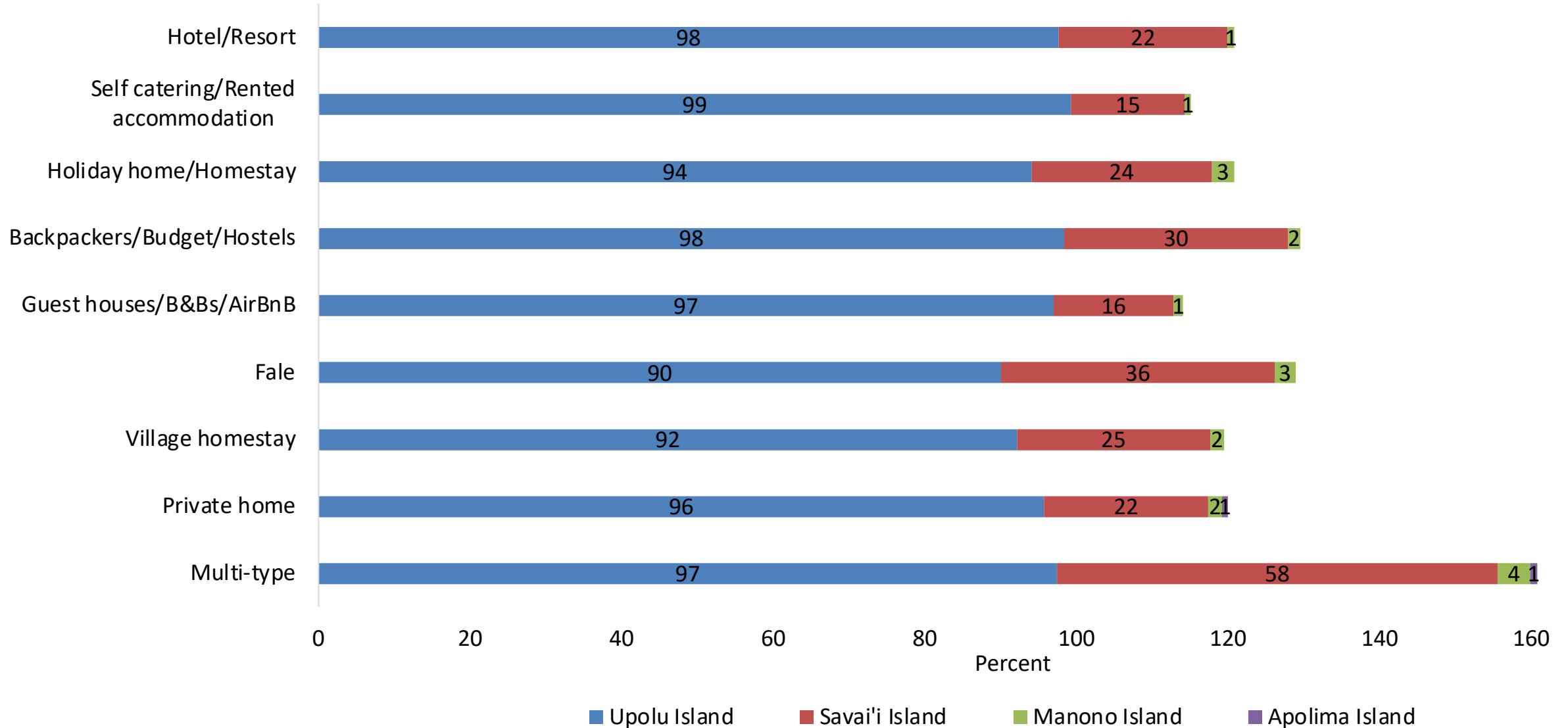
# Average Number of Travel Companions (excludes those travelling alone)



# Average Length of Stay in Samoa (nights)

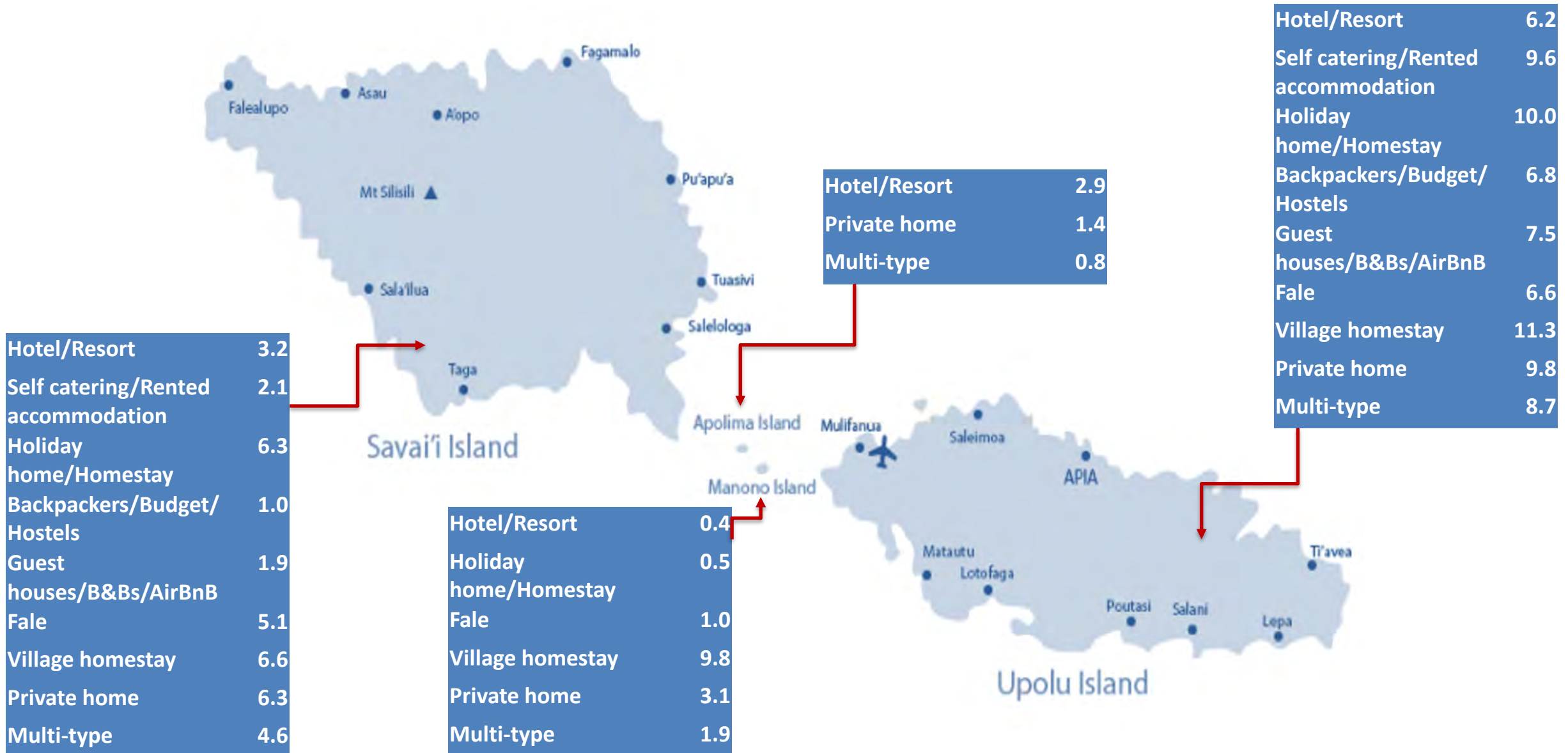


# Islands Visited

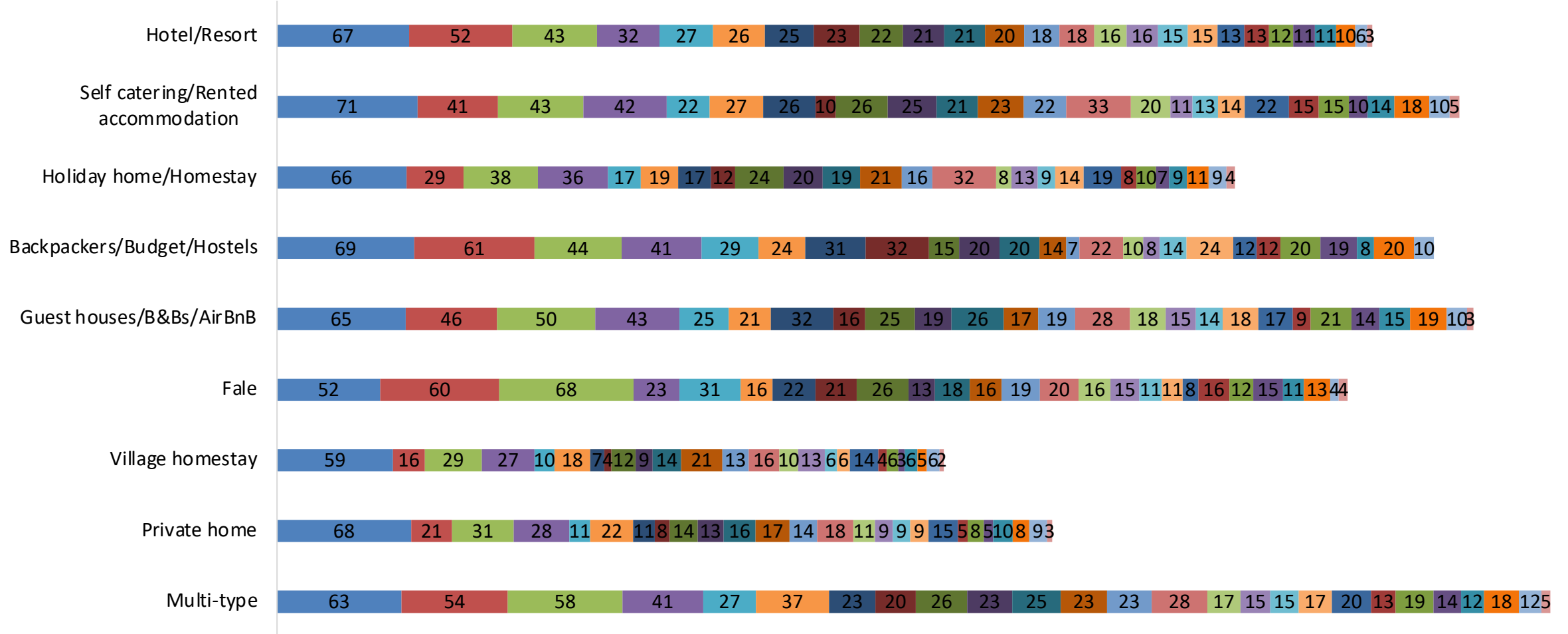


Note: Multiple responses, therefore total does not add up to 100%

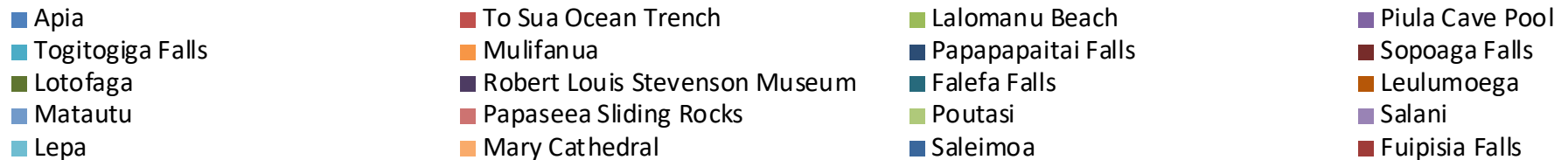
# Length of Stay in each Island (Nights)



# Places Visited on Upolu Island (% visiting)

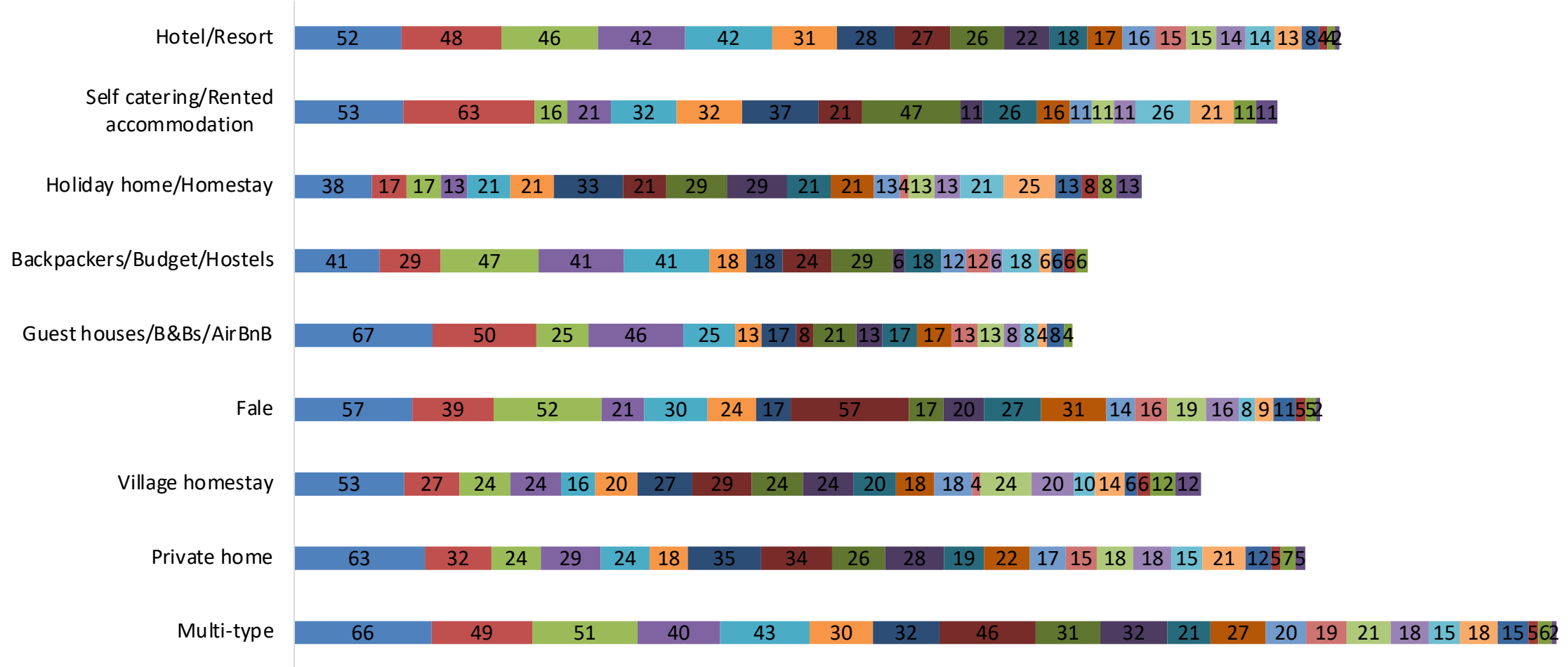


Percent

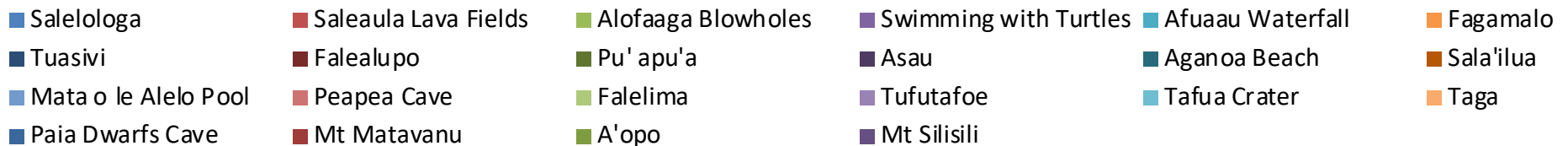


Note: Multiple responses, therefore total does not add up to 100%

# Places Visited on Savai'i Island (% visiting)



Percent



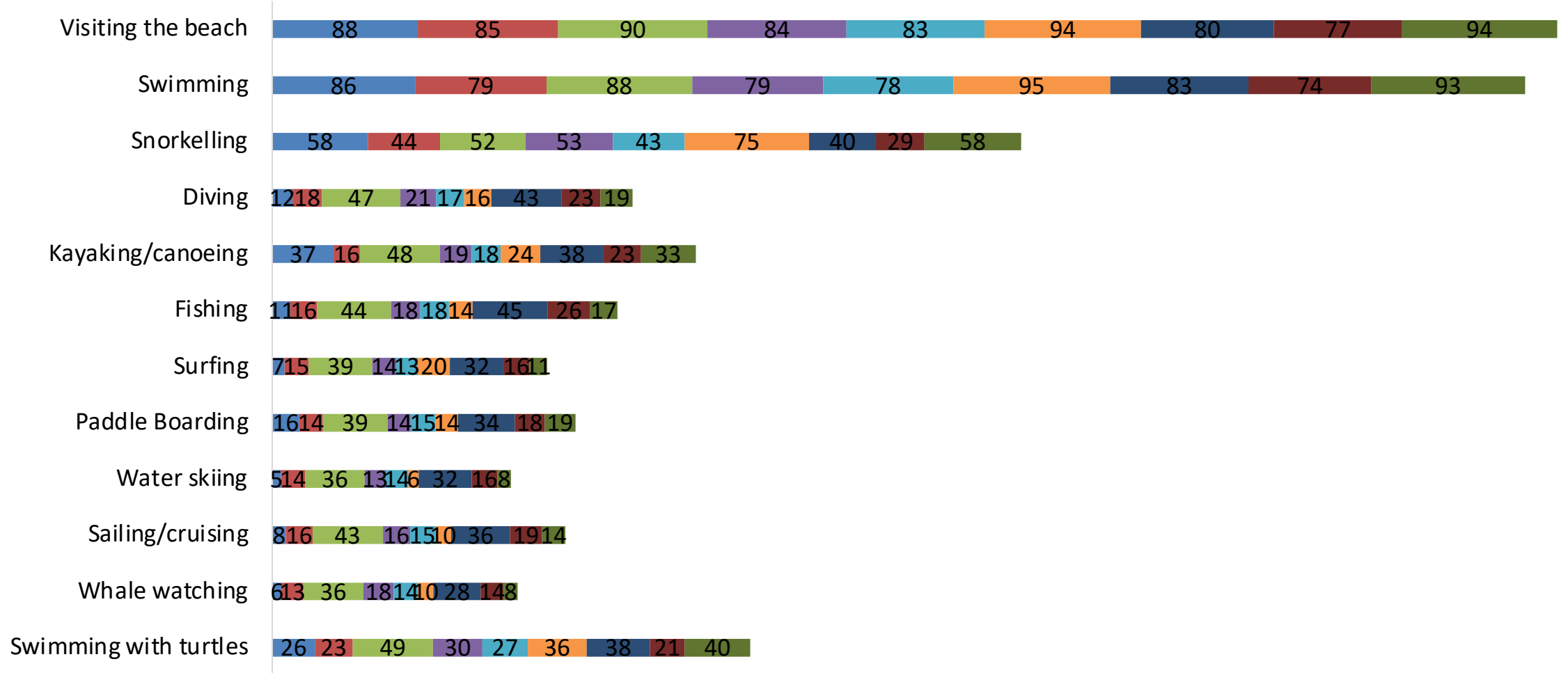
Note: Multiple responses, therefore total does not add up to 100%



# Structure



# Water-based Activities (Participation%)



Percent

Hotel/Resort

Self catering/Rented accommodation

Holiday home/Homestay

Backpackers/Budget/Hostels

Guest houses/B&Bs/AirBnB

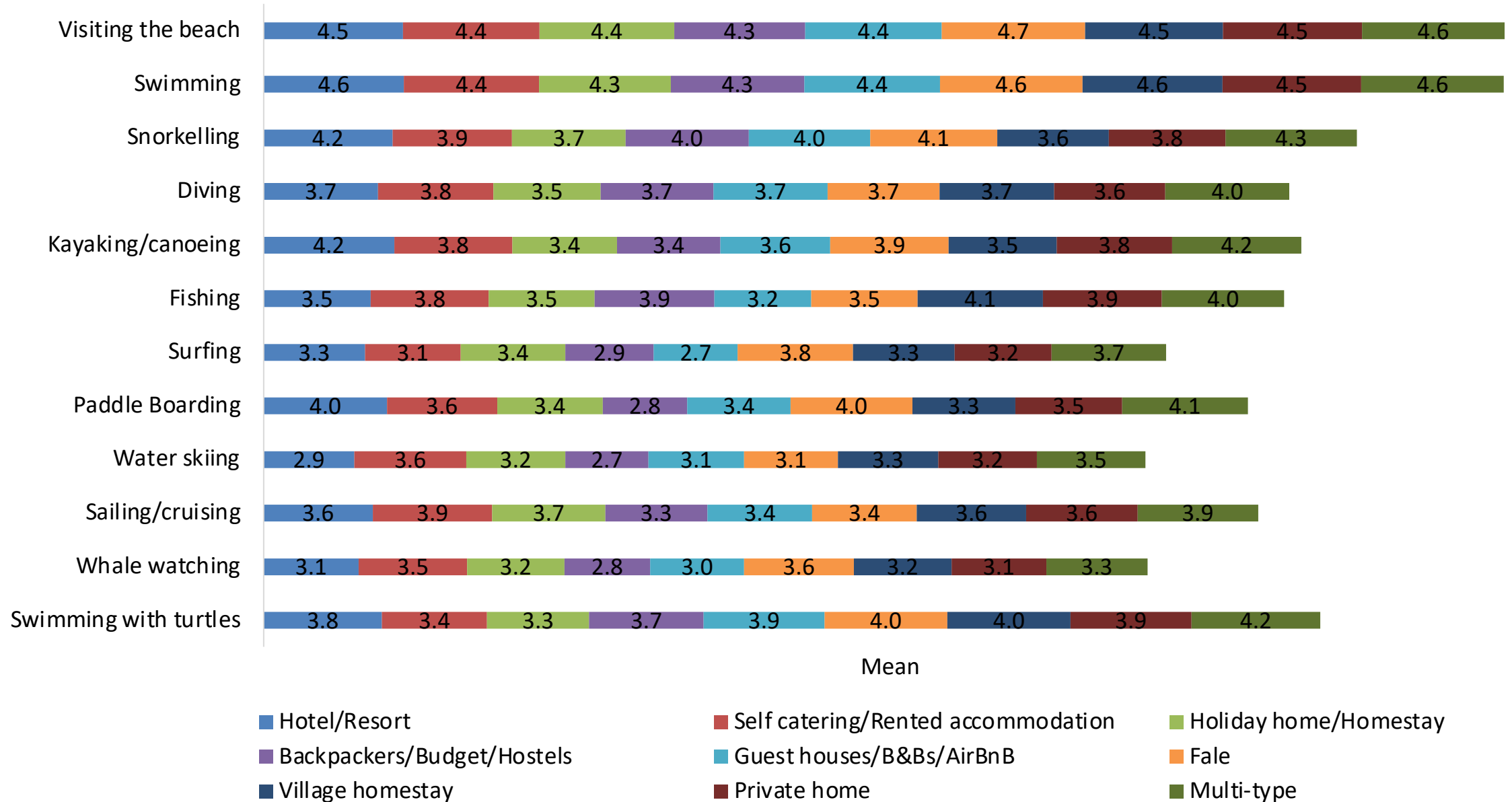
Fale

Village homestay

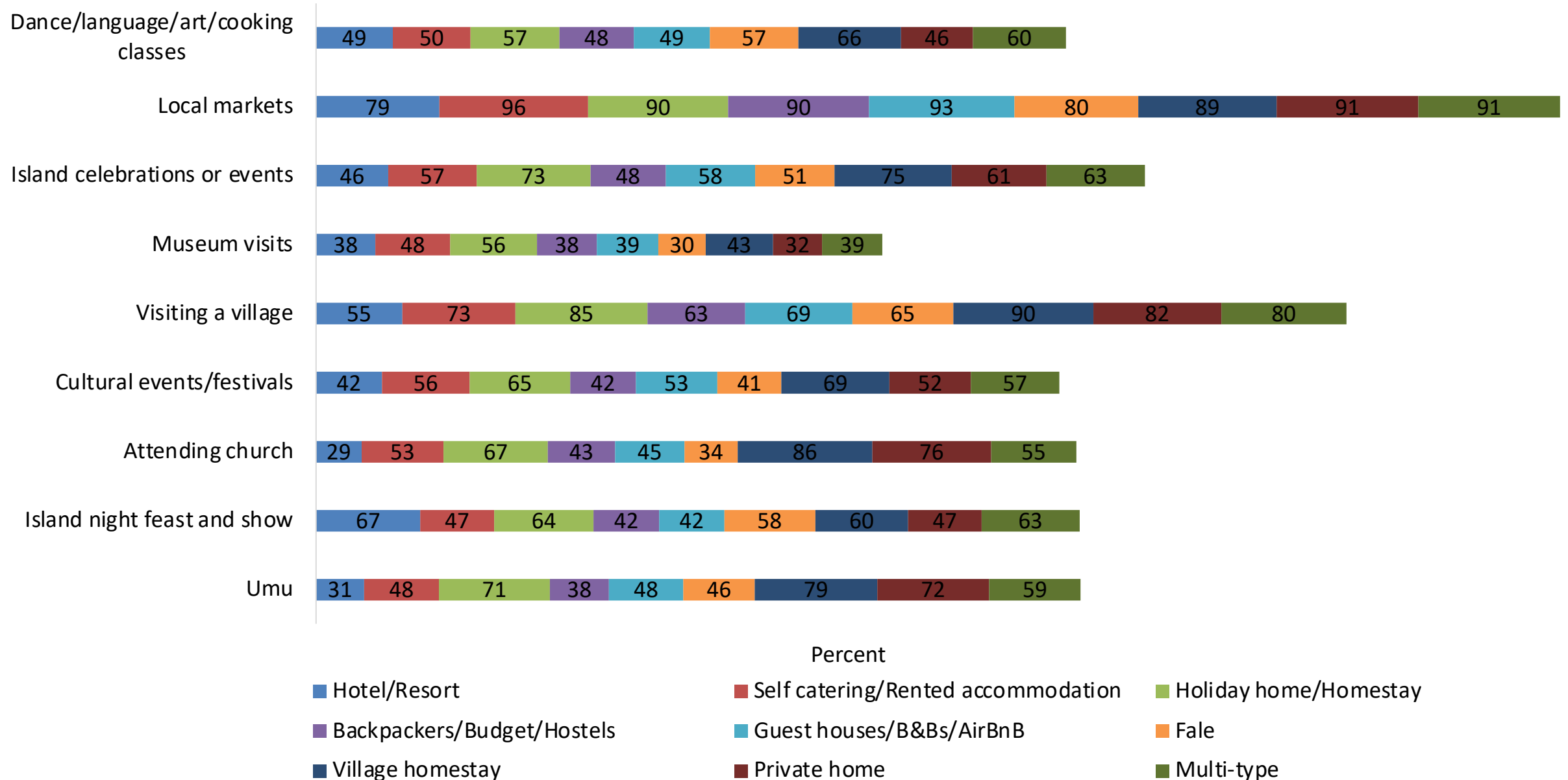
Private home

Multi-type

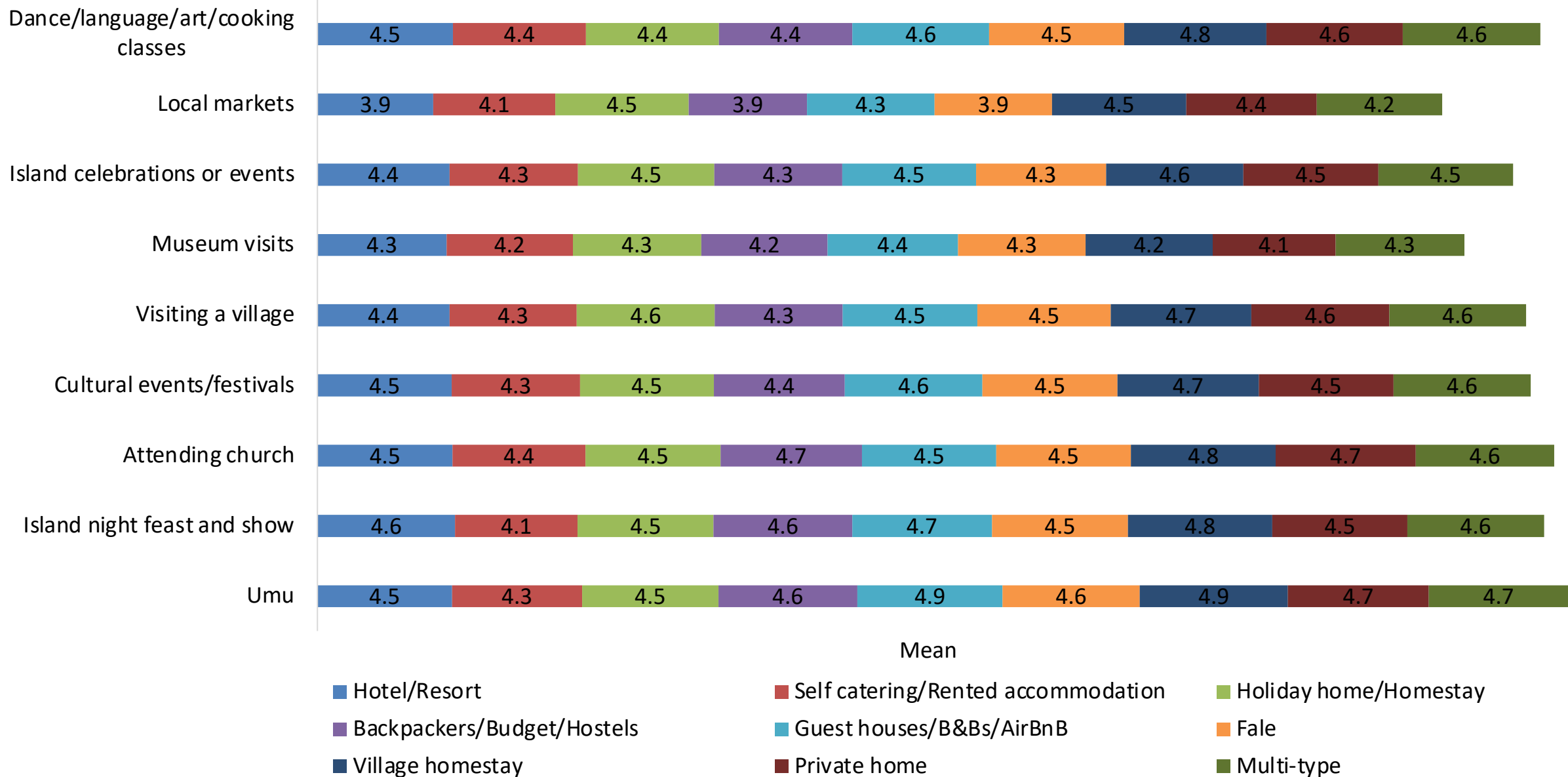
# Water-based Activities (Satisfaction Mean)



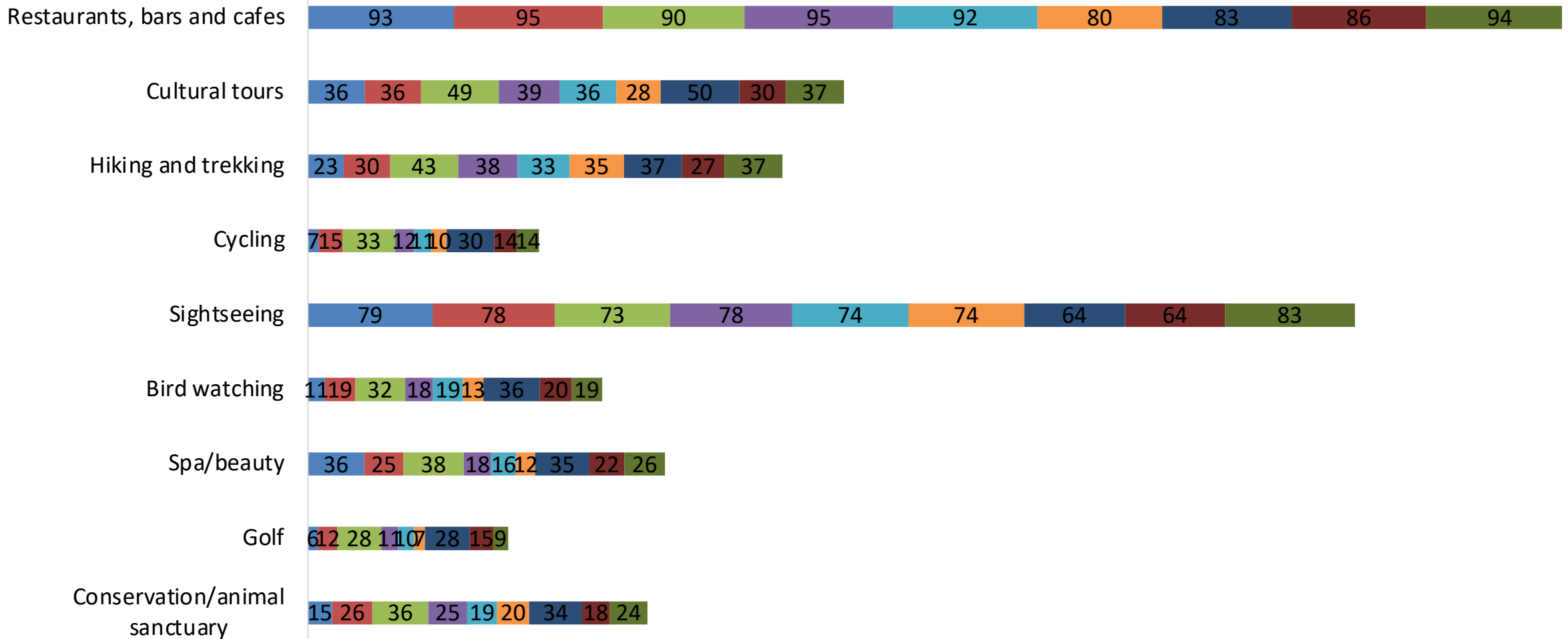
# Cultural Interaction Activities (Participation%)



# Cultural Interaction Activities (Satisfaction Mean)



# Land-based Activities (Participation%)



Percent

Hotel/Resort

Backpackers/Budget/Hostels

Village homestay

Self catering/Rented accommodation

Guest houses/B&Bs/AirBnB

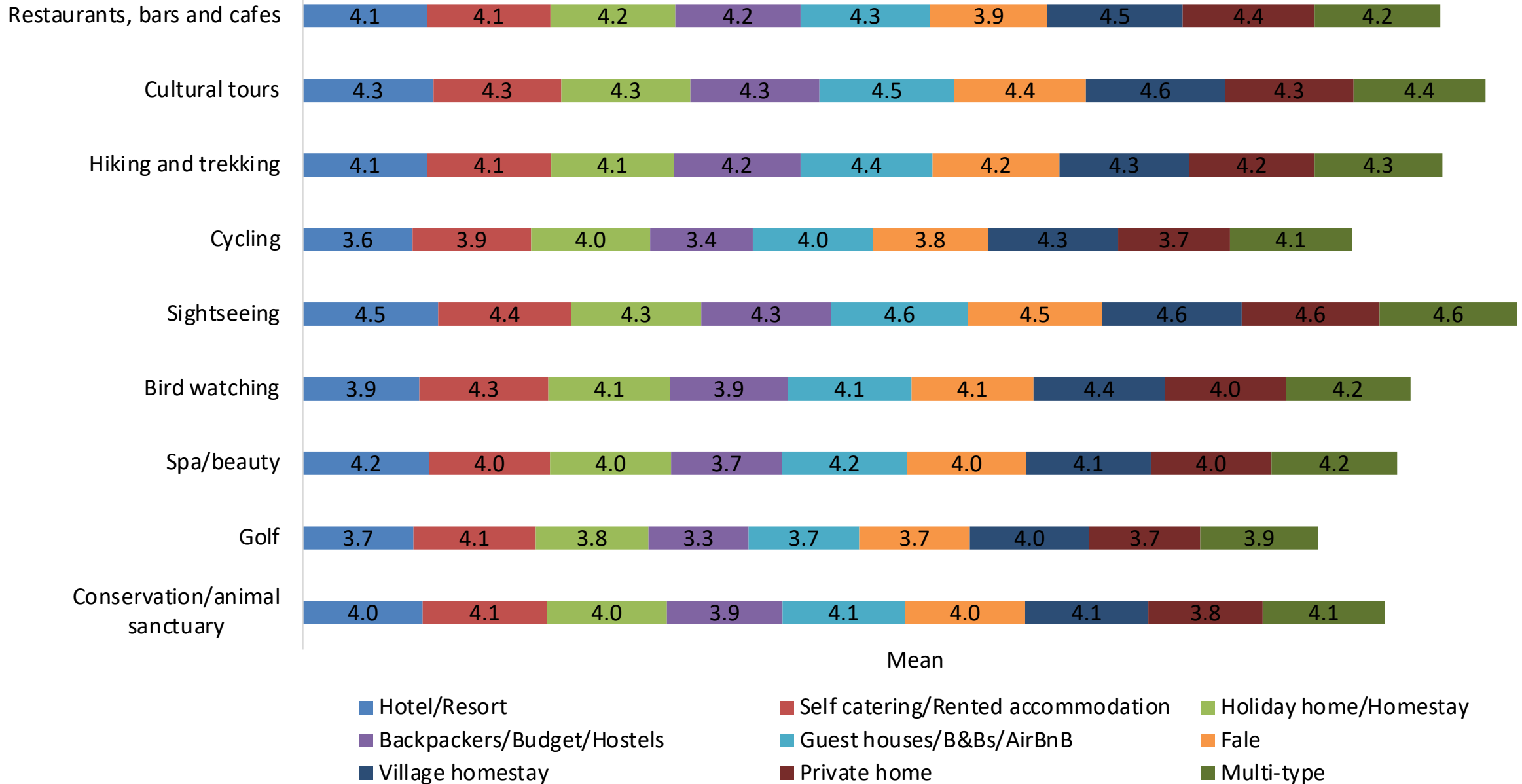
Private home

Holiday home/Homestay

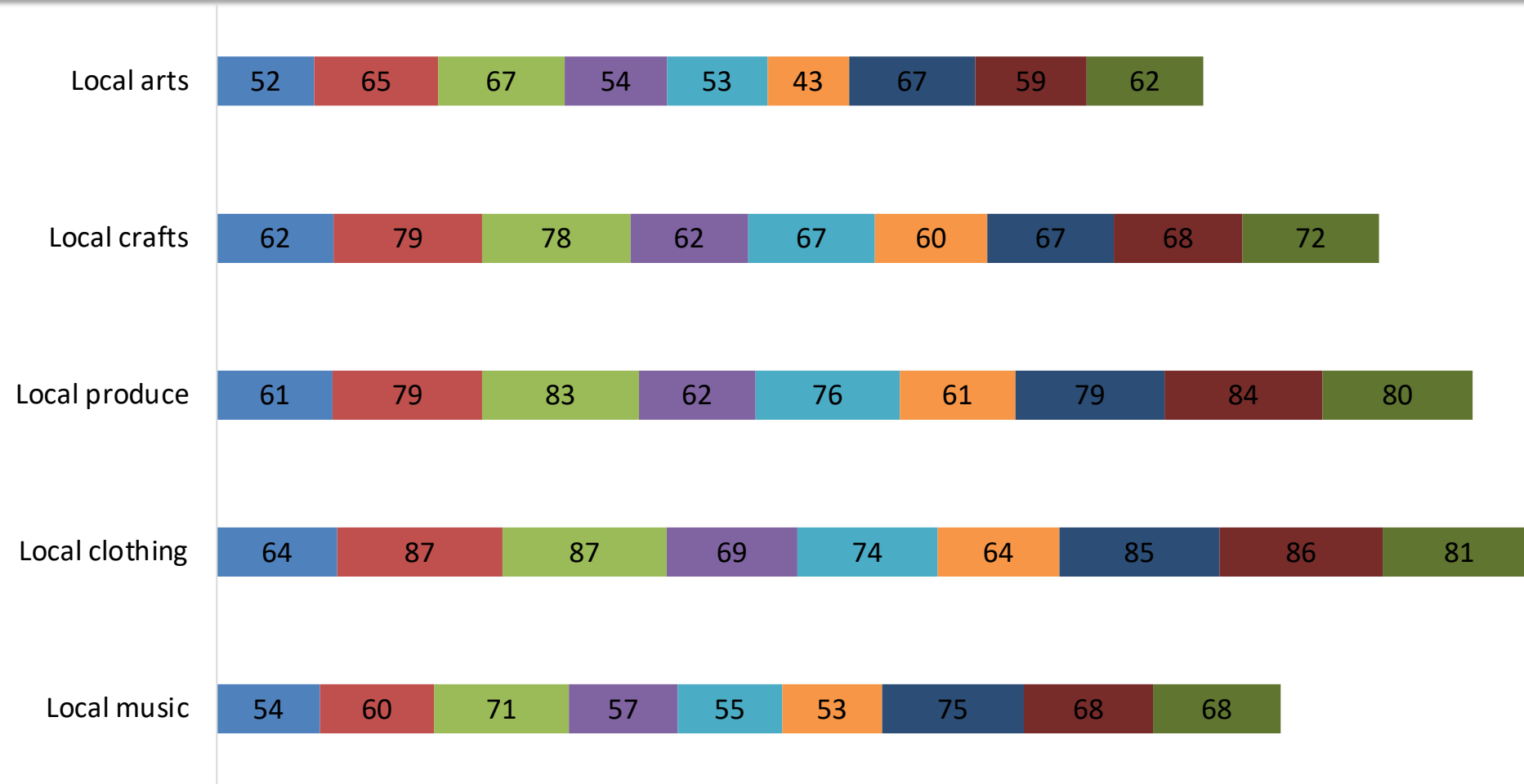
Fale

Multi-type

# Land-based Activities (Satisfaction Mean)



# Shopping Activities (Participation %)



Percent

Hotel/Resort

Holiday home/Homestay

Guest houses/B&Bs/AirBnB

Village homestay

Self catering/Rented accommodation

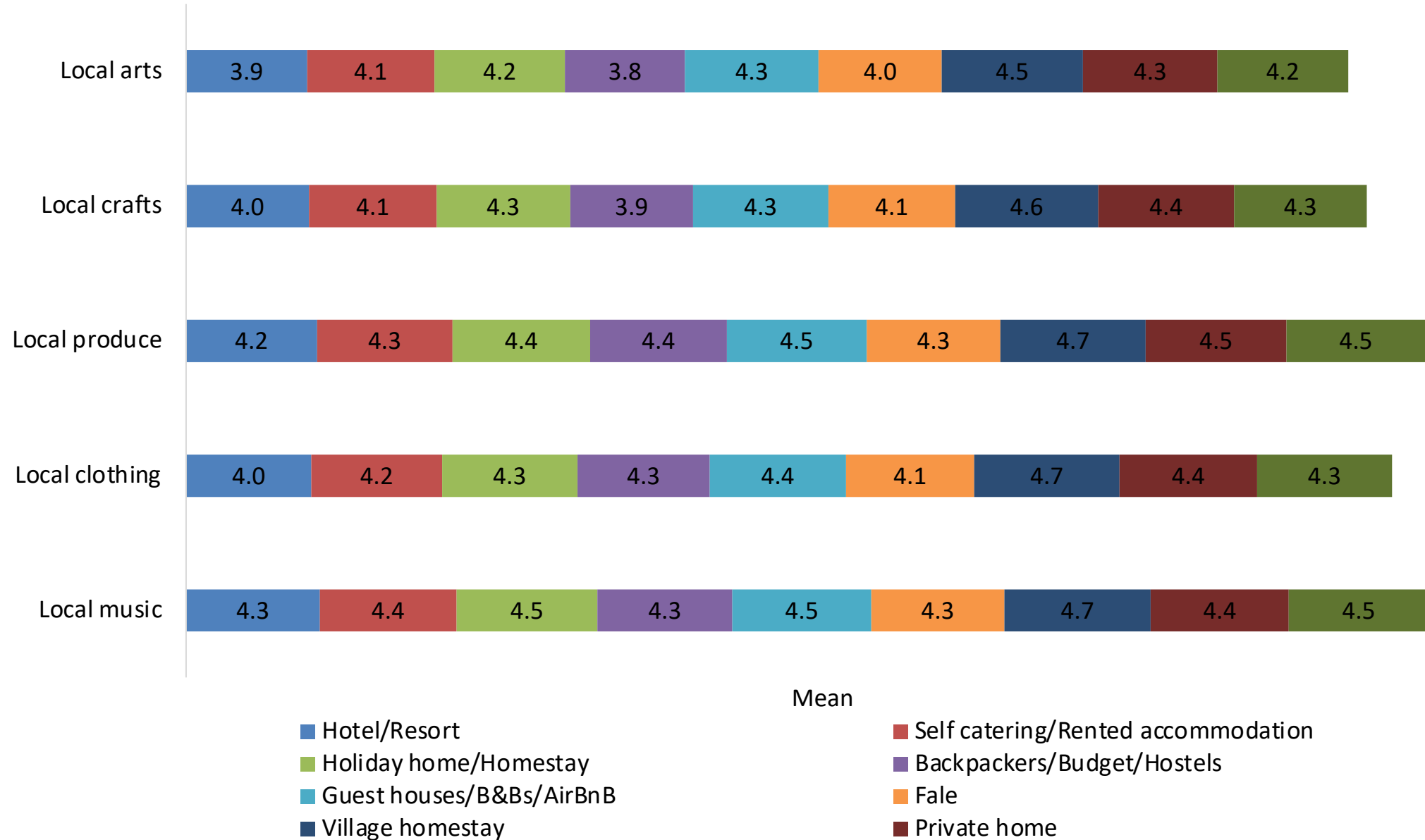
Backpackers/Budget/Hostels

Fale

Private home



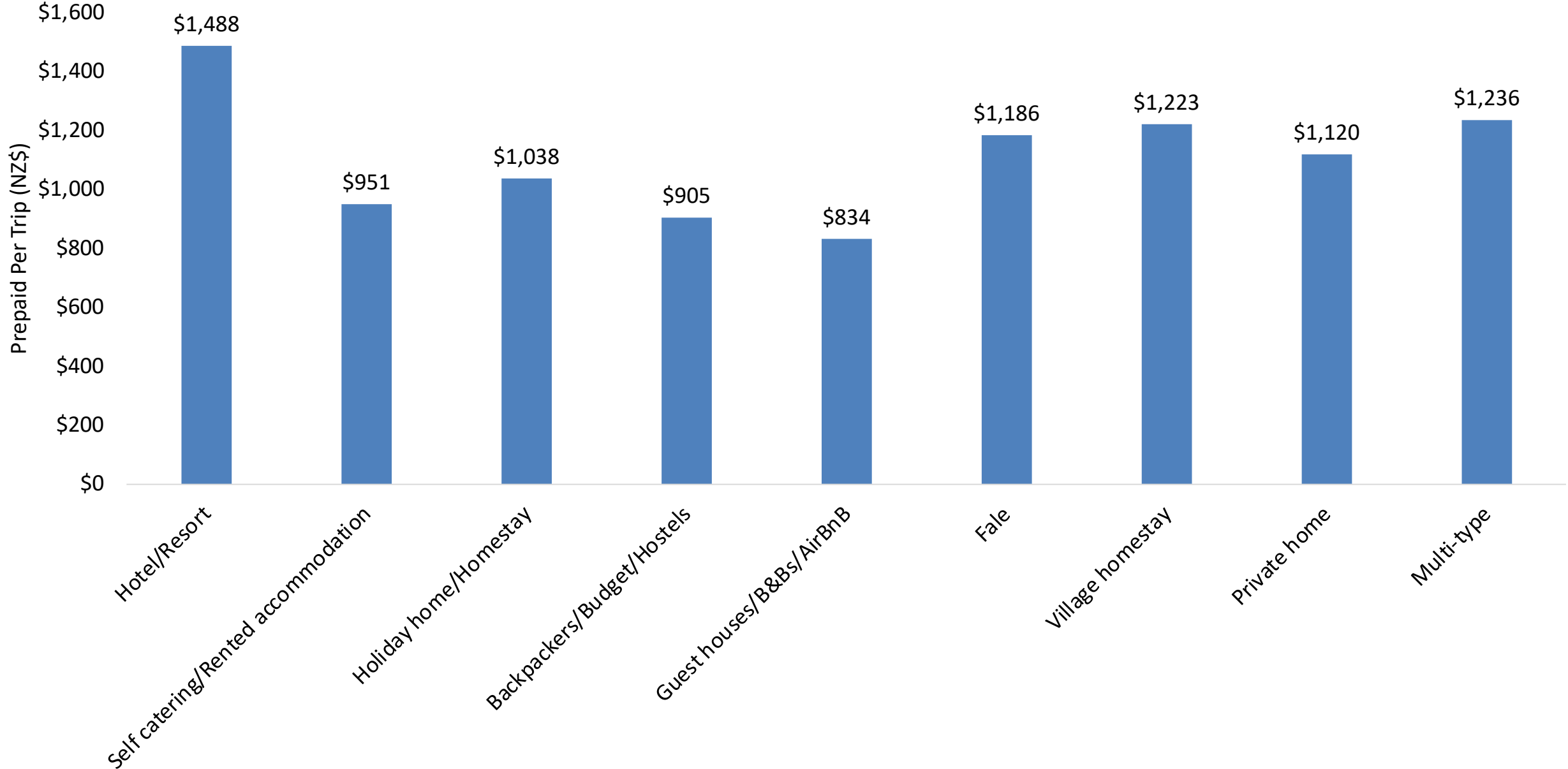
# Shopping Activities (Satisfaction Mean)



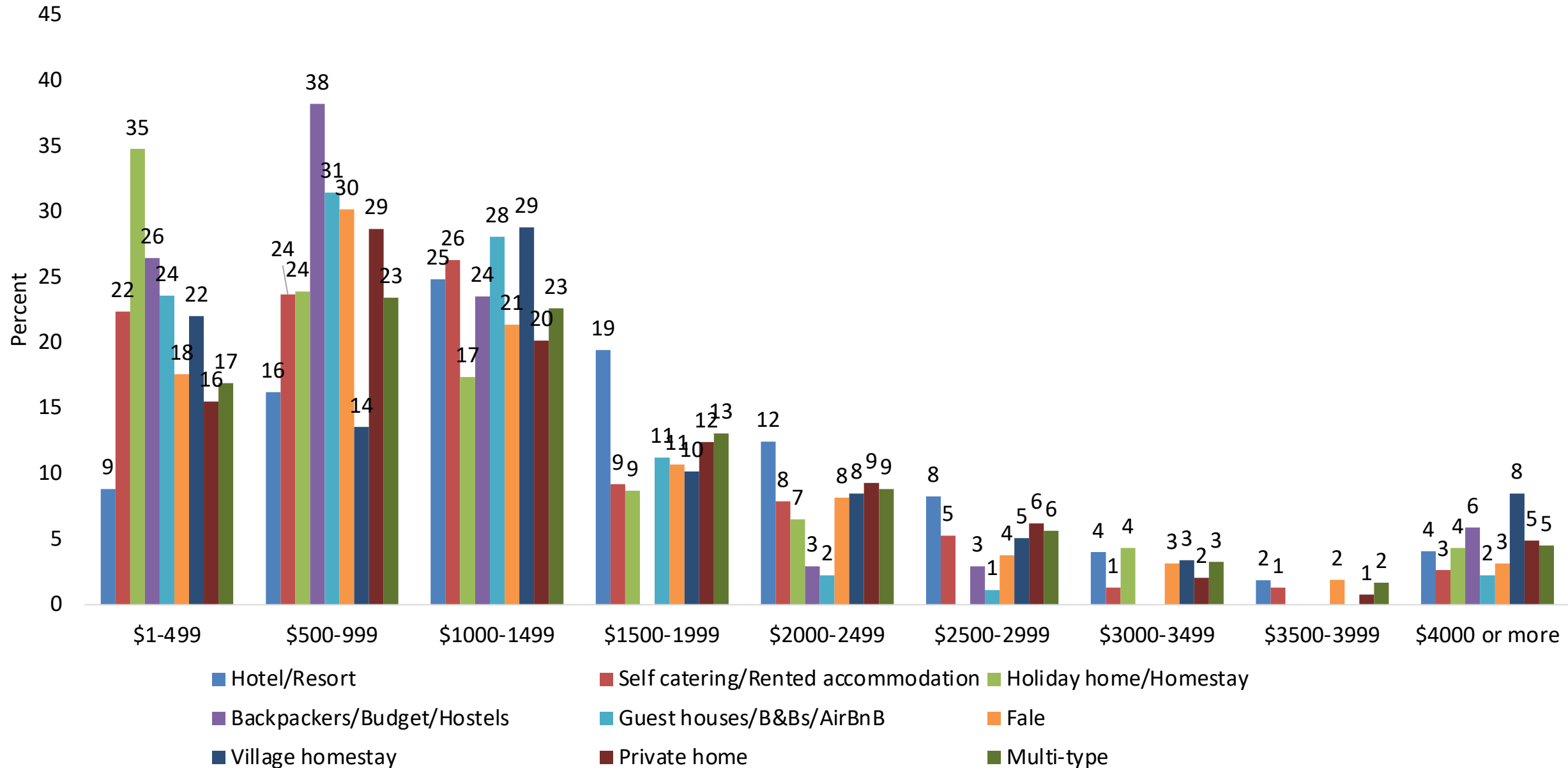
# Structure



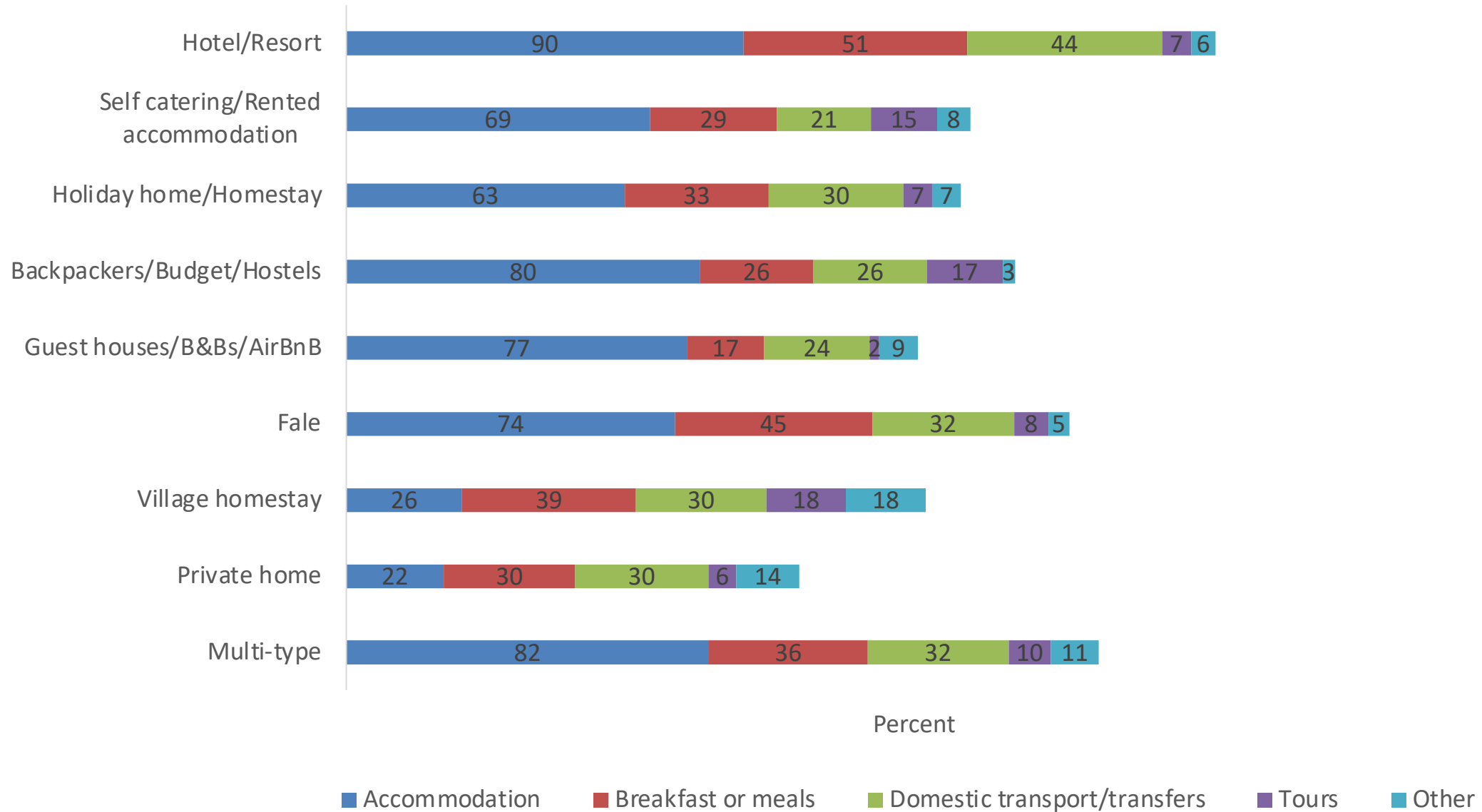
# Prepaid Expenditure per Trip (NZ\$)



# Prepaid Expenditure per Person per Trip (NZ\$)

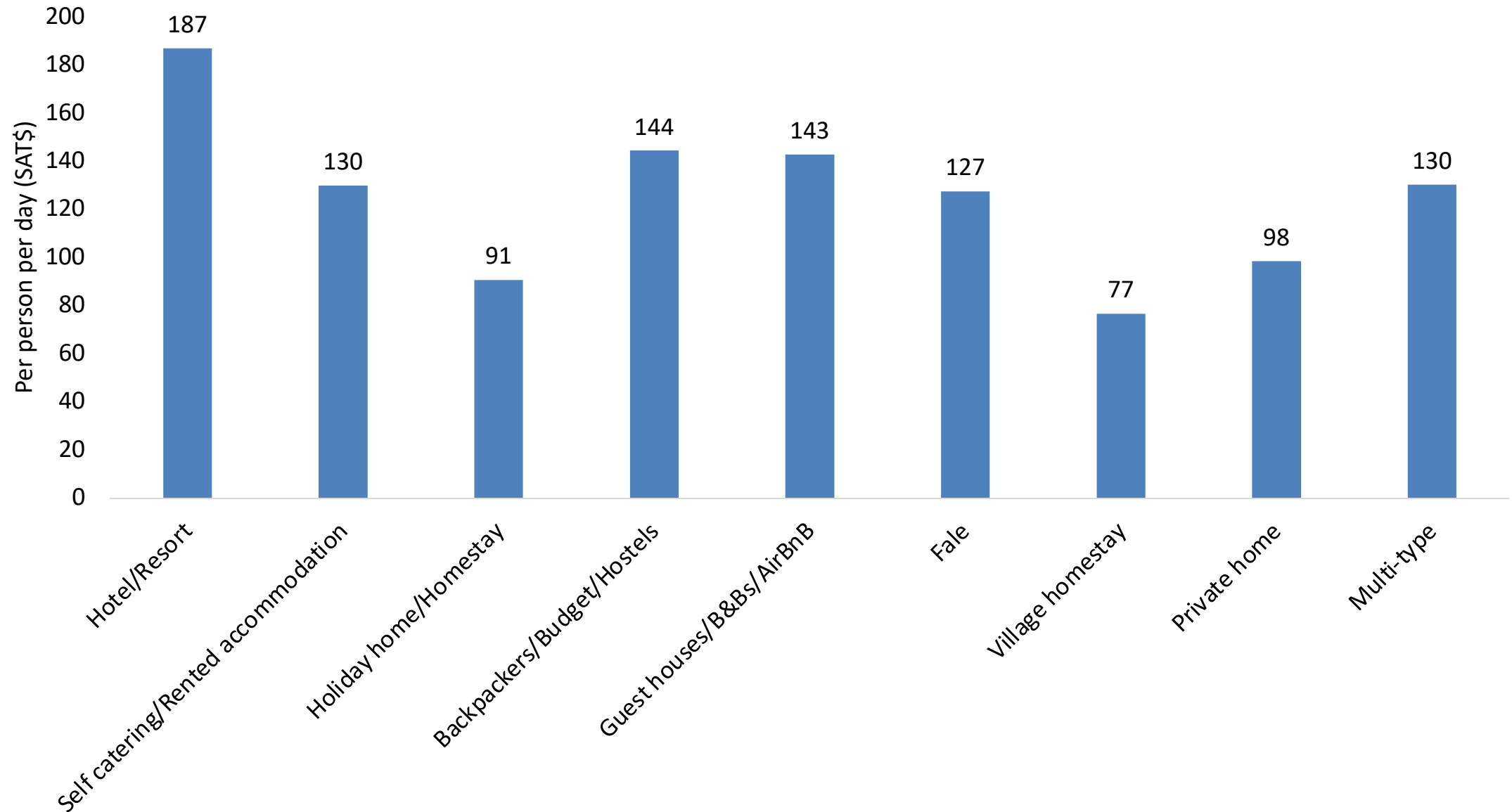


# Prepaid Items



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

# Spend in Samoa per Person per Day (SAT\$)



# Spend in Samoa per Person per Day

	Hotel/Resort	Self catering/Rented accommodation	Holiday home/Homestay	Backpackers/Budget/Hostels	Guest houses/B&Bs/AirBnB	Fale	Village homestay	Private home	Multi-type
Accommodation	35%	27%	27%	32%	29%	35%	10%	8%	26%
Restaurants cafes & bars	28%	14%	16%	18%	14%	14%	9%	11%	17%
Vehicle rental	9%	10%	15%	13%	15%	15%	11%	10%	13%
Shopping	8%	9%	10%	7%	11%	9%	14%	12%	9%
Tours/activities	6%	4%	4%	7%	3%	5%	3%	3%	4%
Groceries	4%	12%	9%	8%	11%	7%	13%	20%	10%
Others	3%	9%	5%	5%	4%	1%	17%	12%	6%
Petrol	2%	4%	5%	3%	3%	5%	6%	6%	5%
Donations	2%	5%	6%	1%	7%	4%	14%	13%	7%
Bus/taxi	2%	2%	1%	4%	1%	2%	2%	1%	1%
Internet/telecommunication	1%	2%	1%	1%	2%	1%	1%	2%	1%
Ferry	1%	0%	1%	1%	0%	1%	1%	1%	1%

# Expenditure by Accommodation Type (NZ\$)

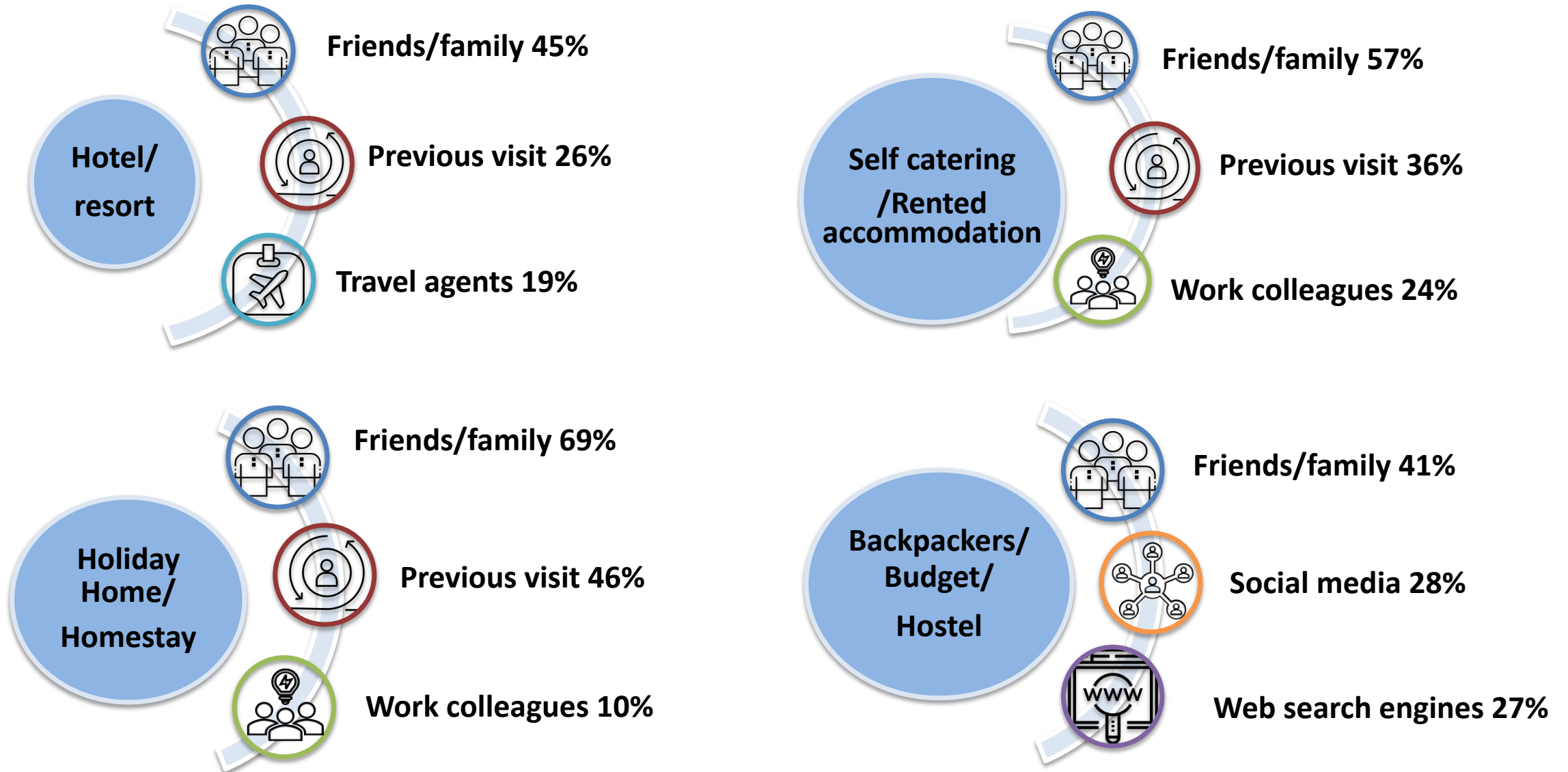
	Hotel/ Resort	Self catering/Rented accommodation	Holiday home/ Homestay	Backpackers/ Budget /Hostel	Guest houses /B&B/AirBnB	Fale	Village homestay	Private home	Multi-type
<b>Total spend flowing into Samoa economy – Whole Trip</b>	\$1,545	\$1,297	\$1,108	\$1,097	\$1,085	\$1,289	\$1,240	\$1,252	\$1,517
<b>Total spend flowing into Samoa economy – Per Day</b>	\$221	\$121	\$104	\$147	\$138	\$144	\$94	\$108	\$132



# Structure

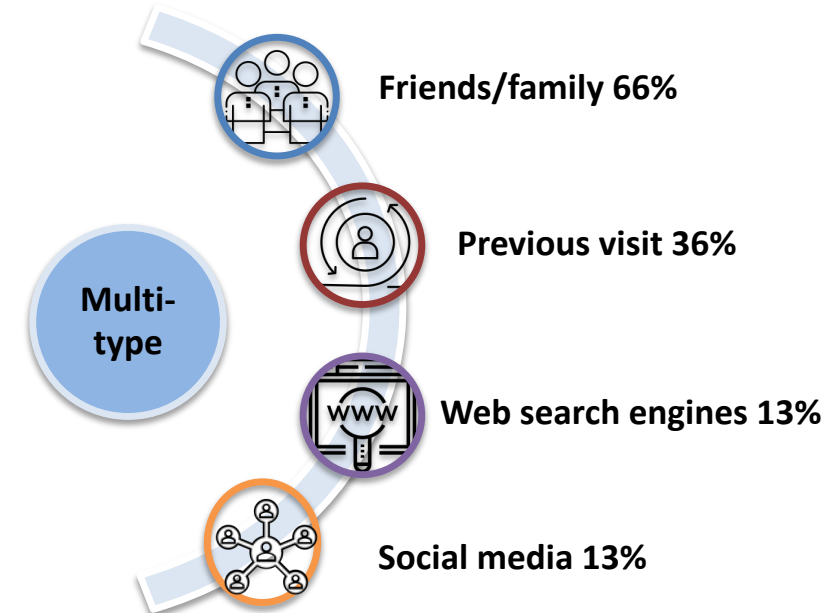
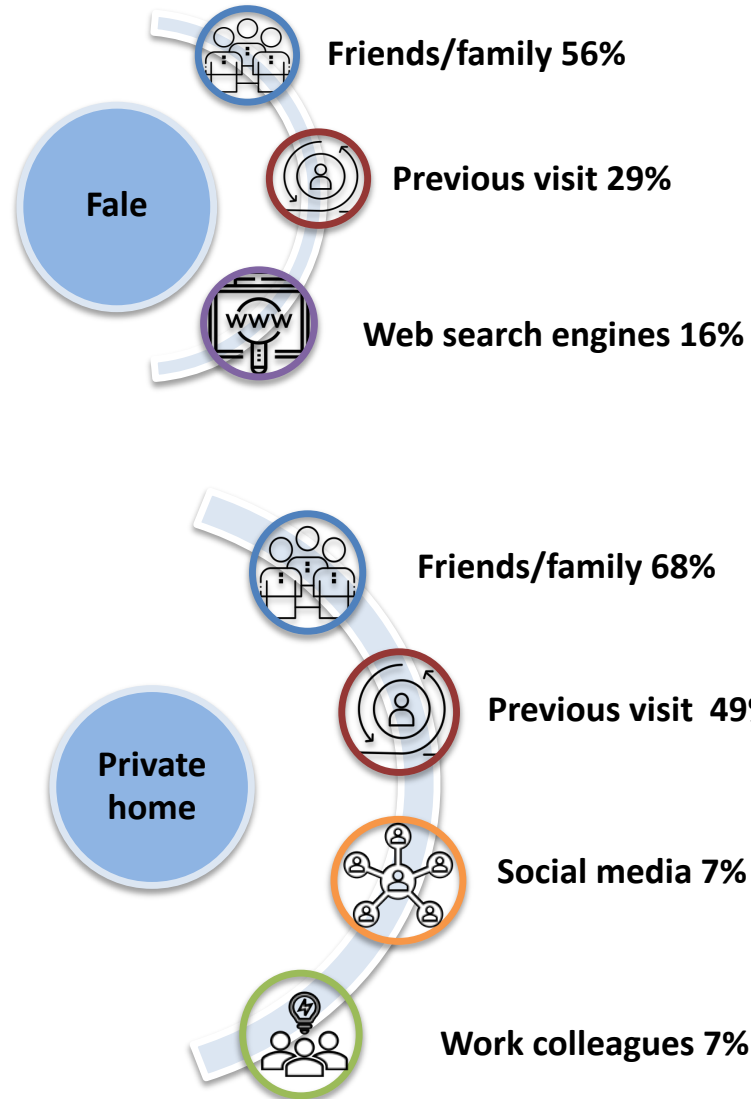
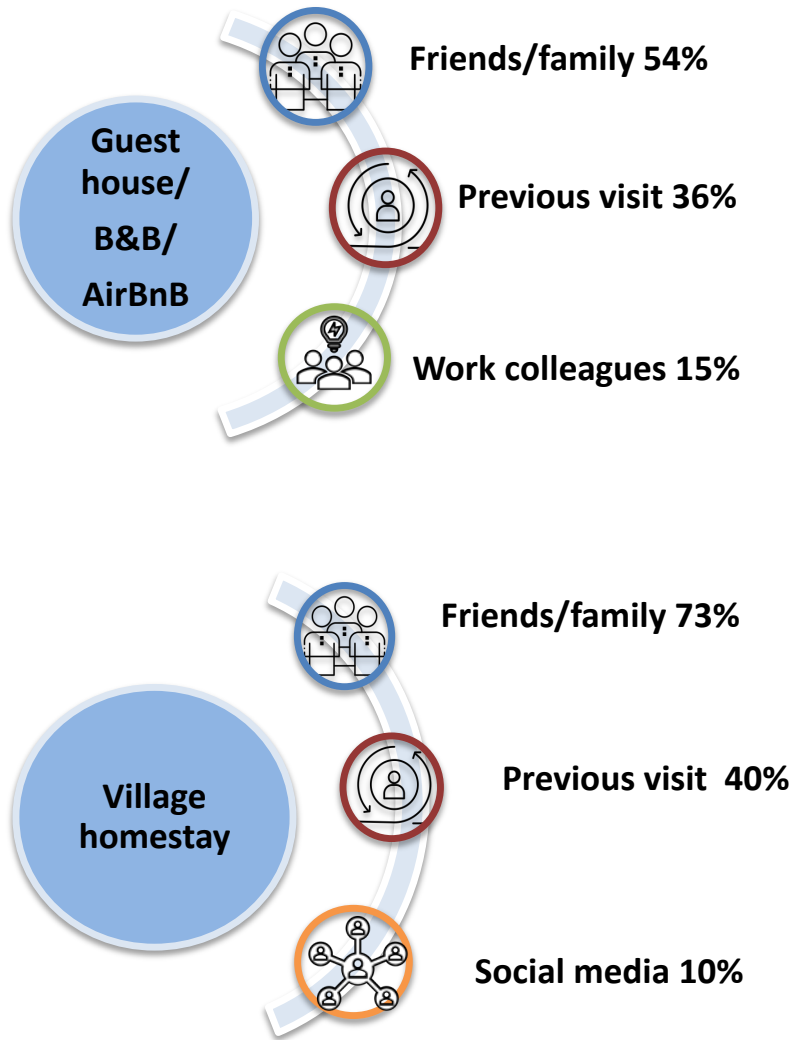


# How did you find out about Samoa as a destination?



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

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

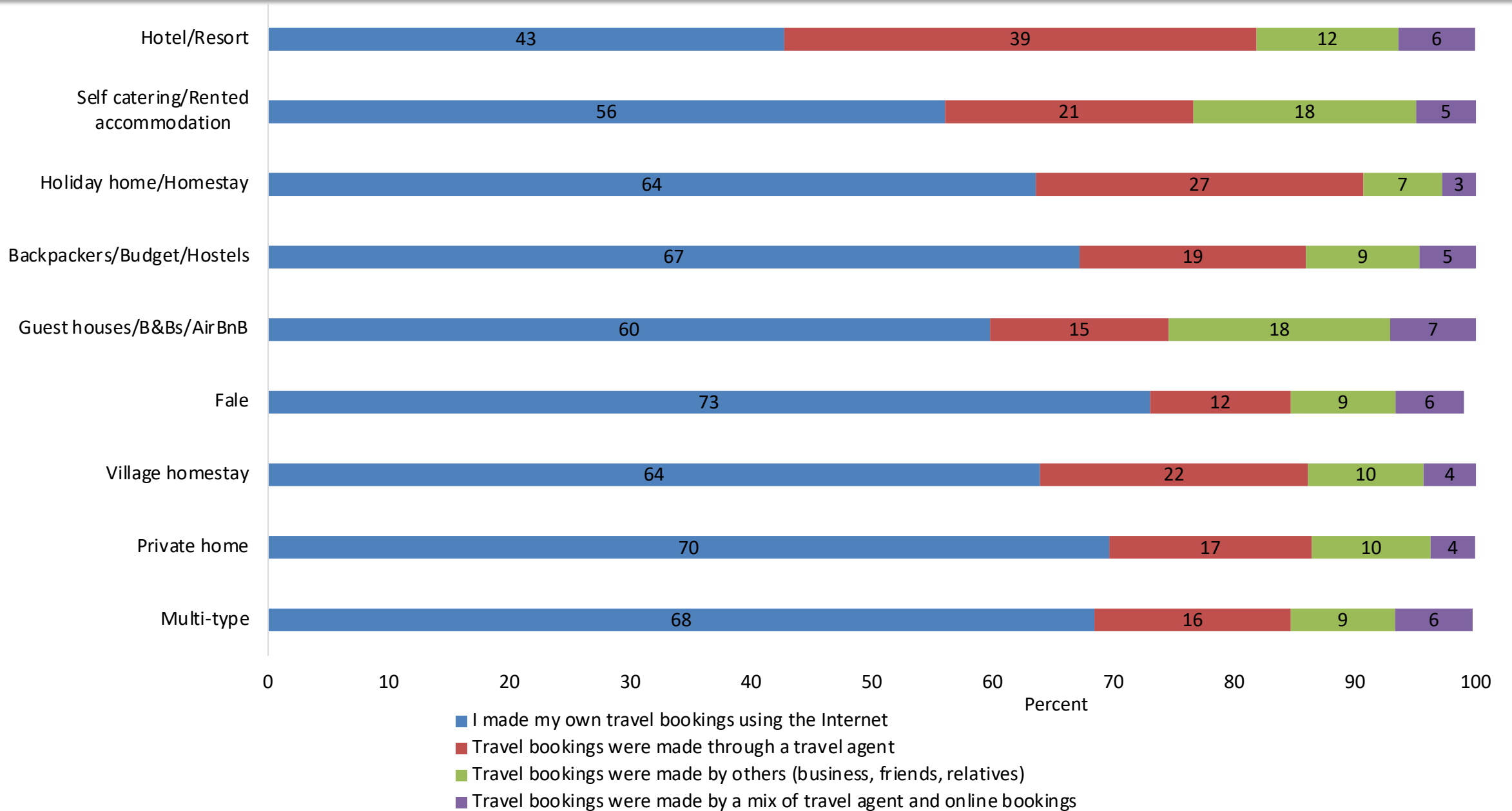
# Top 3 Information Sources Used for Planning

	Top 1	Top 2	Top 3
<b>Hotel/Resort</b>	Web search engines	Friends/family	General travel website
<b>Self catering/Rented accommodation</b>	Friends/family	Previous visits	Web search engines
<b>Holiday home/Homestay</b>	Friends/family	Previous visits	Social media
<b>Backpackers/Budget/Hostels</b>	Web search engines	General travel website	Friends/family
<b>Guest houses/B&amp;Bs/AirBnB</b>	Friends/family	Web search engines	General travel website
<b>Fale</b>	Friends/family	Web search engines	General travel website
<b>Village homestay</b>	Friends/family	Previous visits	Social media
<b>Private home</b>	Friends/family	Previous visits	Social media
<b>Multi-type</b>	Friends/family	Web search engines	Previous visits

# Top 3 Influential Factors of Choosing Samoa

	Top 1	Top 2	Top 3
Hotel/Resort	Warm and sunny weather	Friendly people	Quiet and relaxing
Self catering/Rented accommodation	Friendly people	Quiet and relaxing	Culture and history
Holiday home/Homestay	Friends and family in Samoa	Warm and sunny weather	Quiet and relaxing
Backpackers/Budget/Hostels	Warm and sunny weather	Natural attractions/eco-tourism/photography	Culture and history
Guest houses/B&Bs/AirBnB	Friendly people	Warm and sunny weather	Culture and history
Fale	Beach and swimming	Warm and sunny weather	Quiet and relaxing
Village homestay	Friends and family in Samoa	Culture and history	Quiet and relaxing
Private home	Friends and family in Samoa	Culture and history	Quiet and relaxing
Multi-type	Warm and sunny weather	Friendly people	Quiet and relaxing

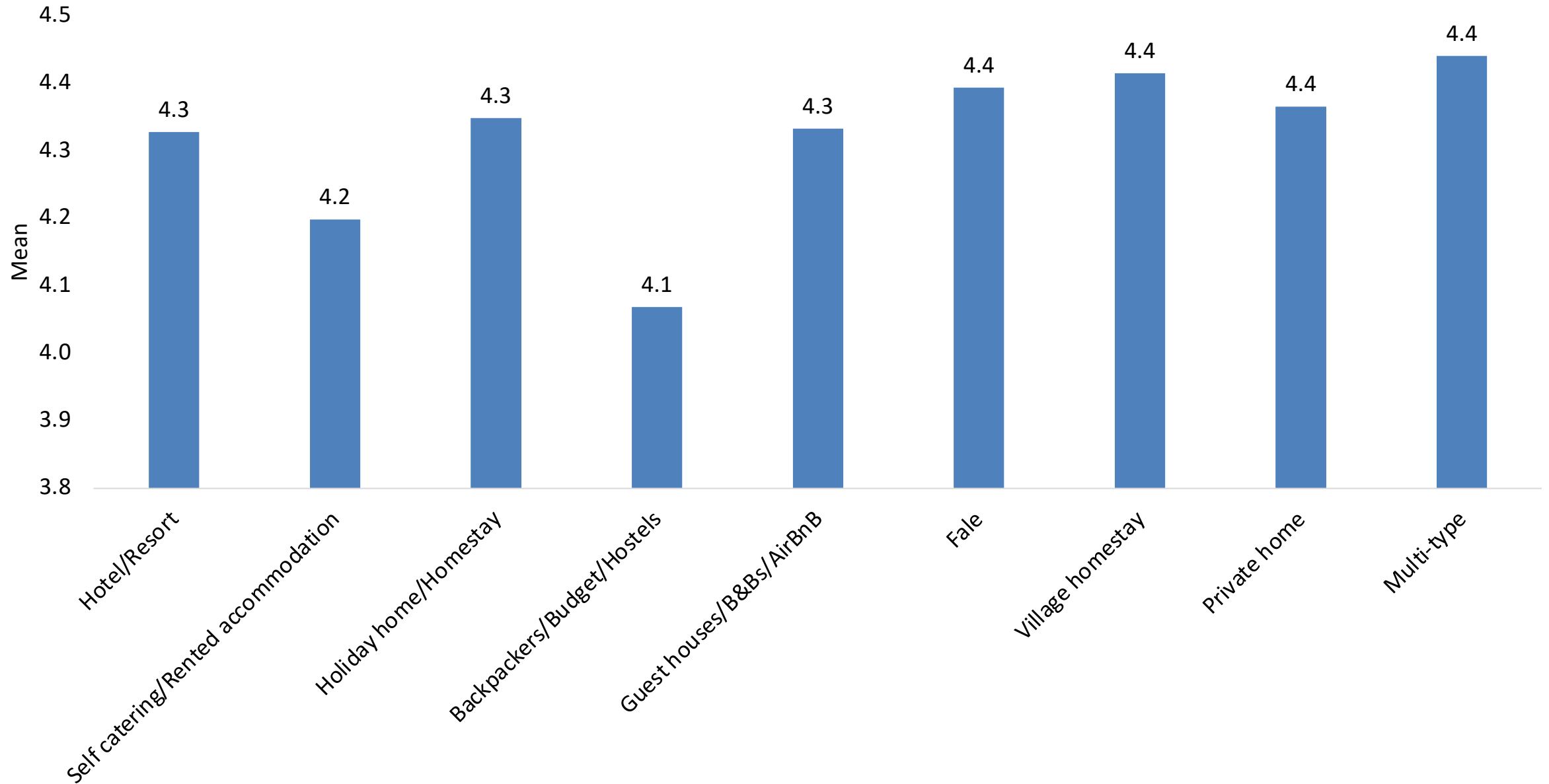
# Travel Purchasing Behaviour



# Structure

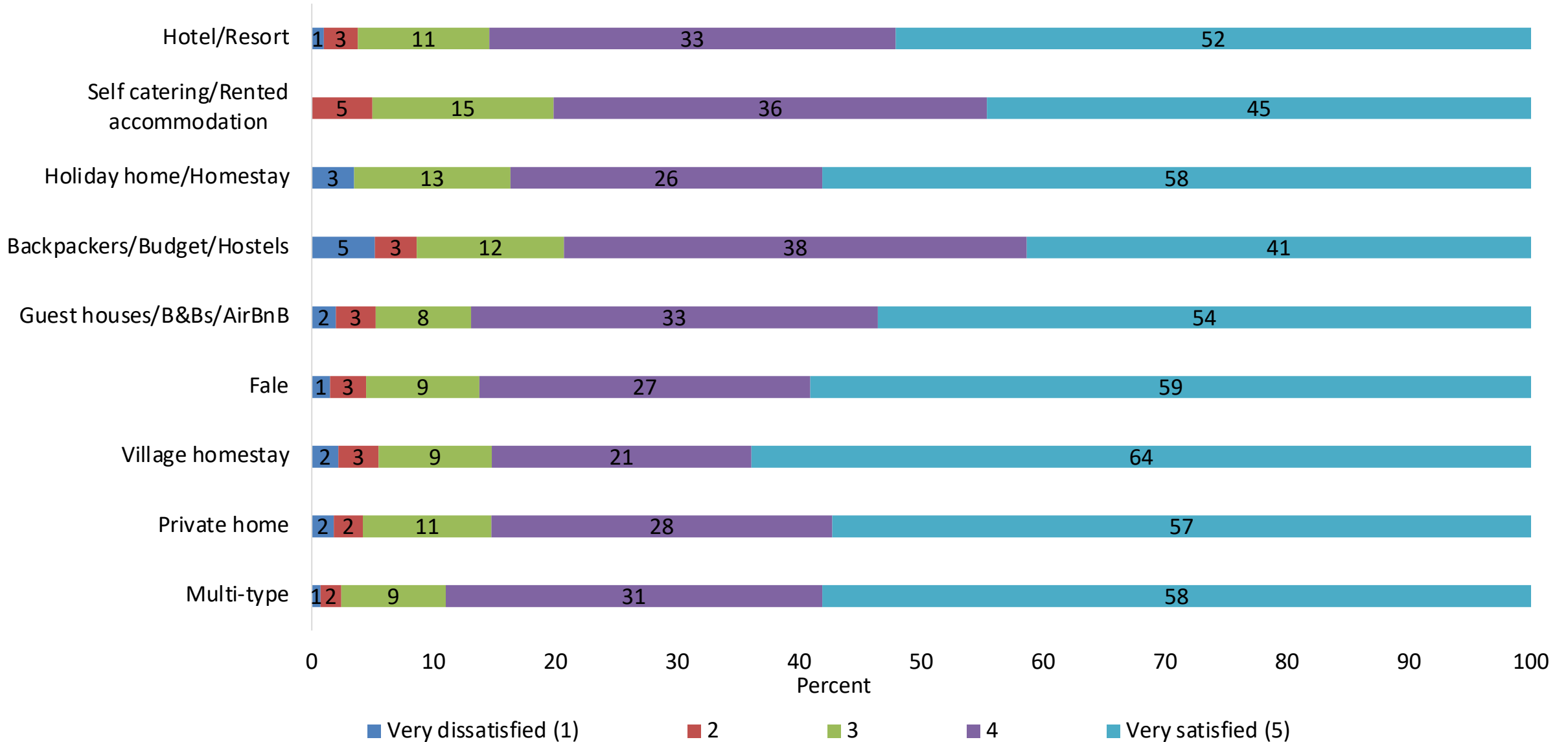


# Visitor Satisfaction with Overall Experience

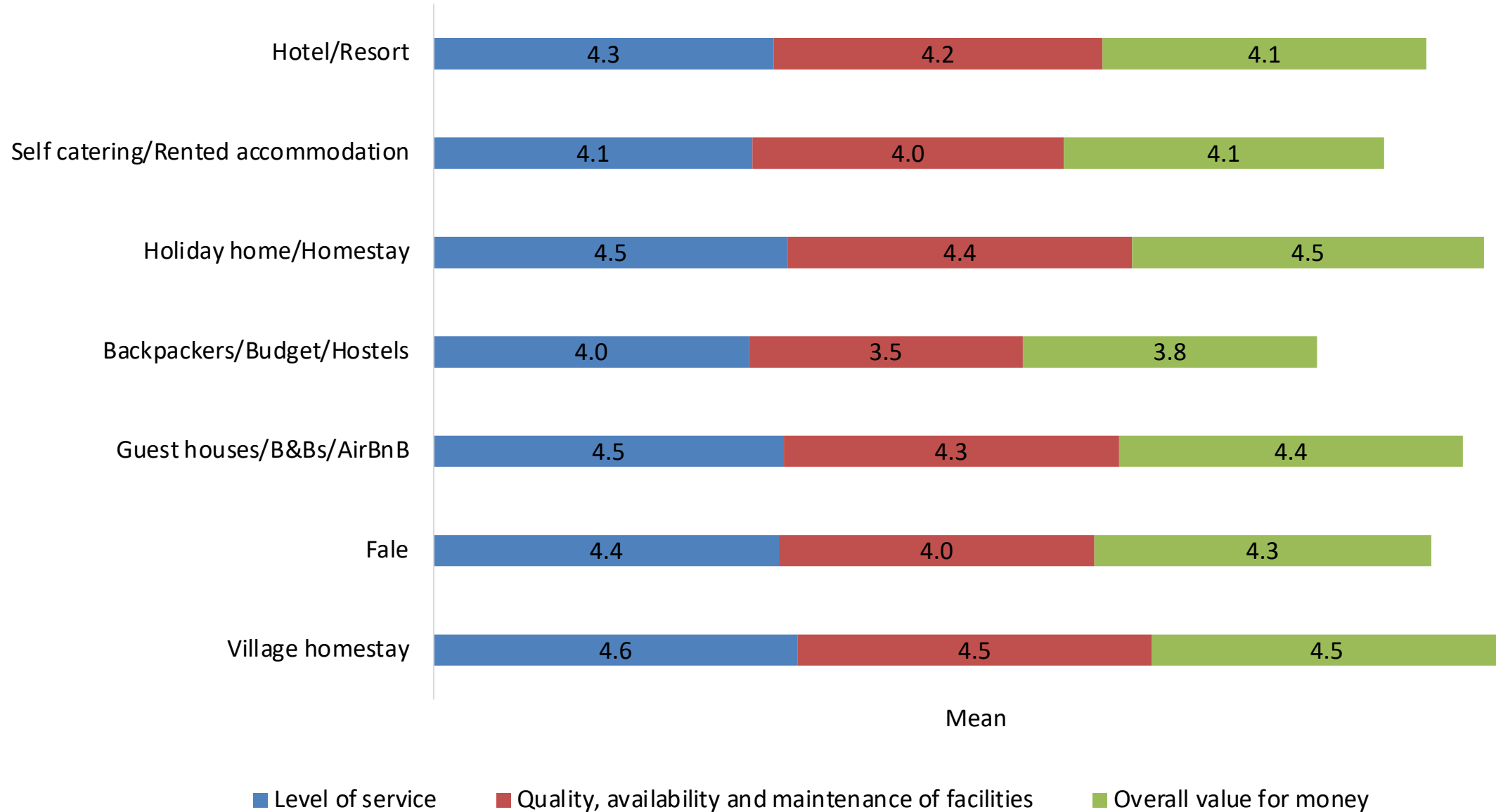




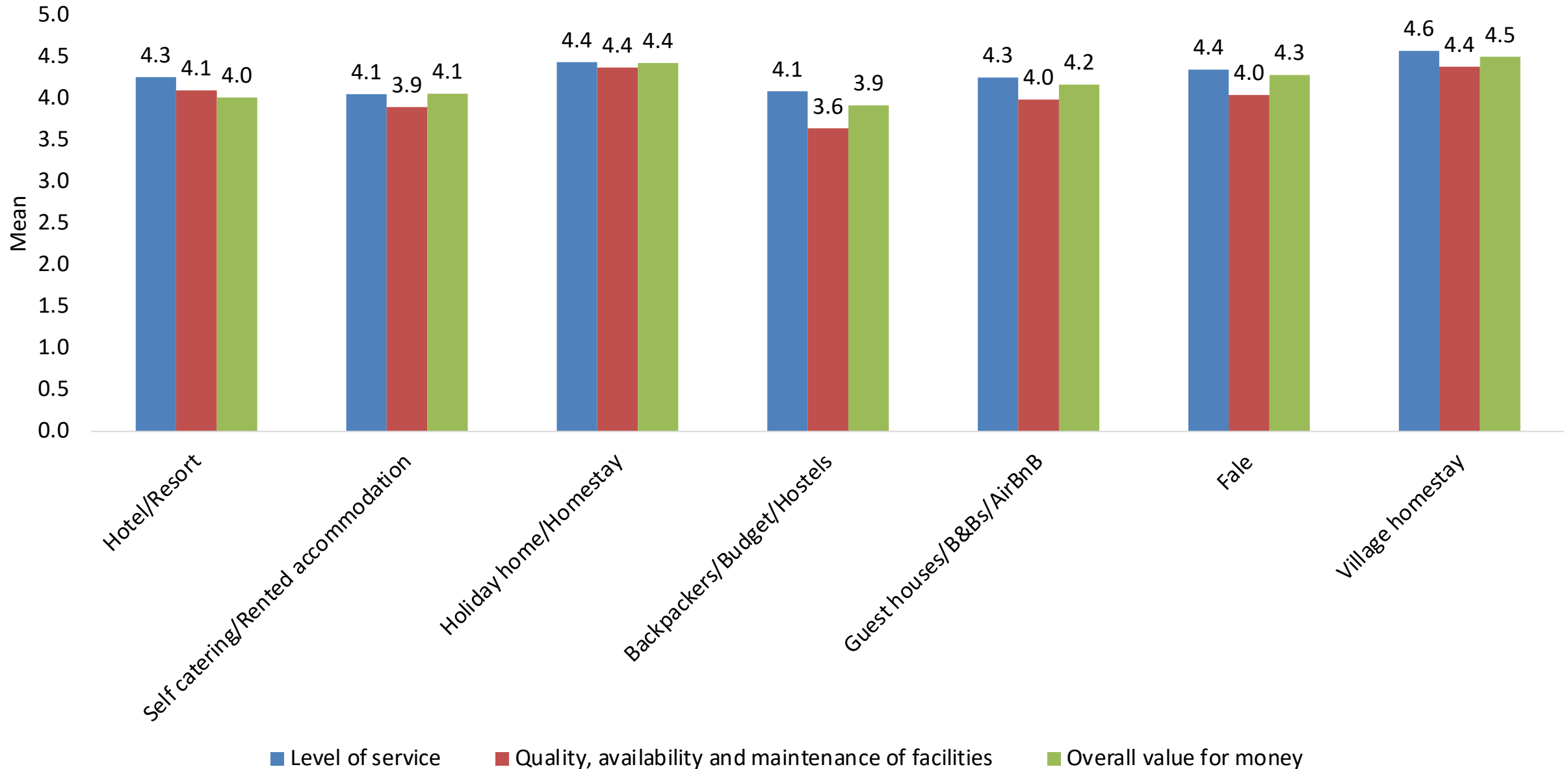
# Visitor Satisfaction Levels



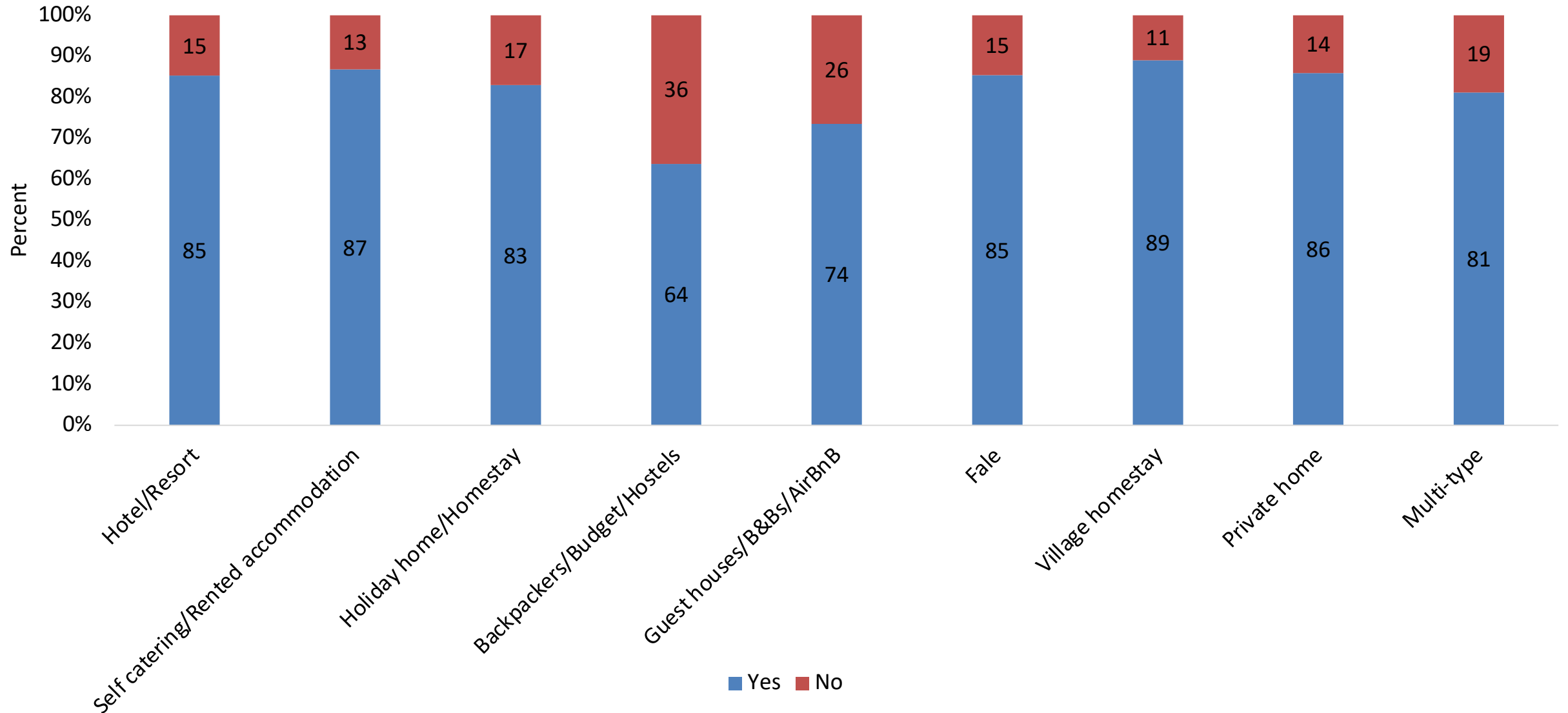
# Visitor Satisfaction with Accommodation



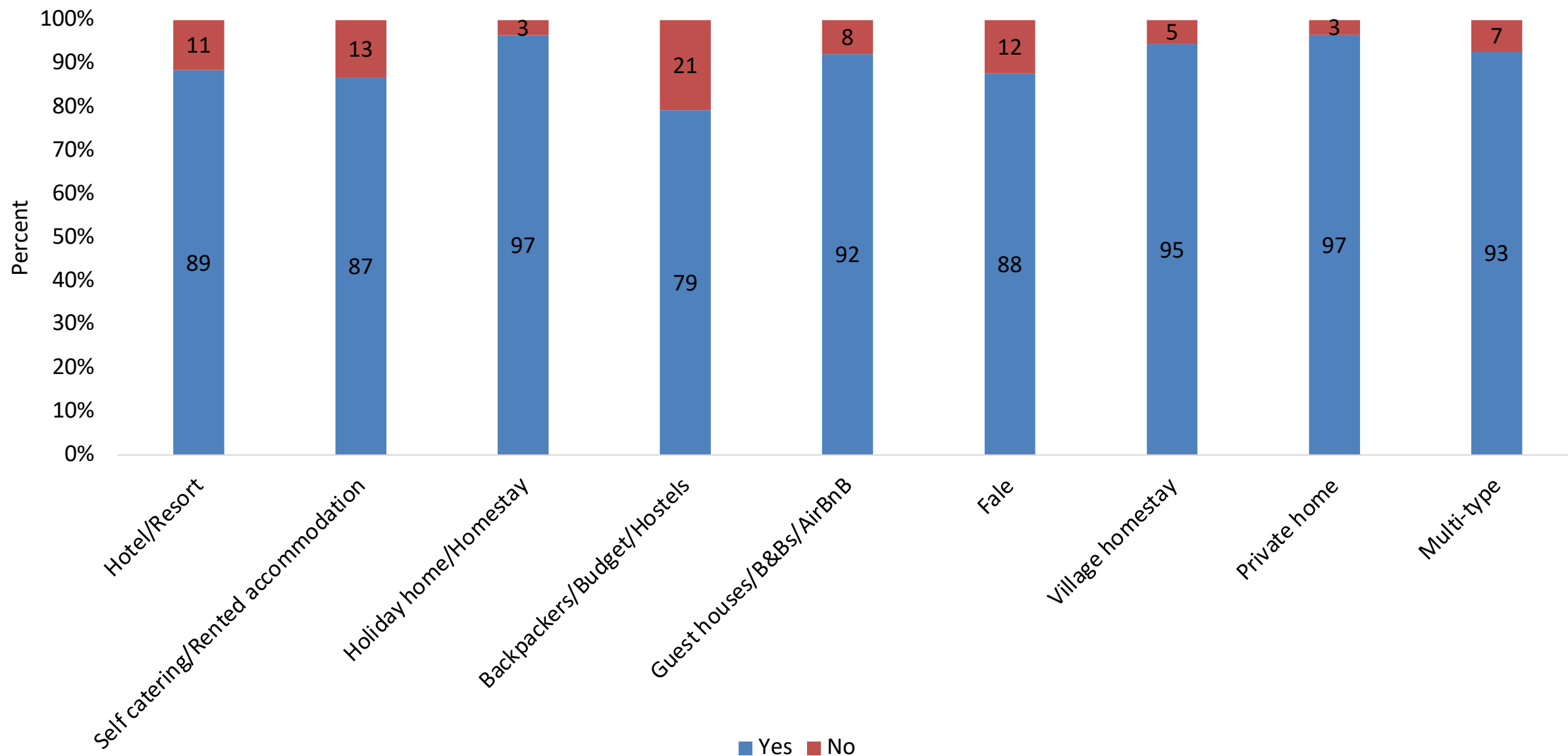
# Visitor Satisfaction with Accommodation - Multi-type



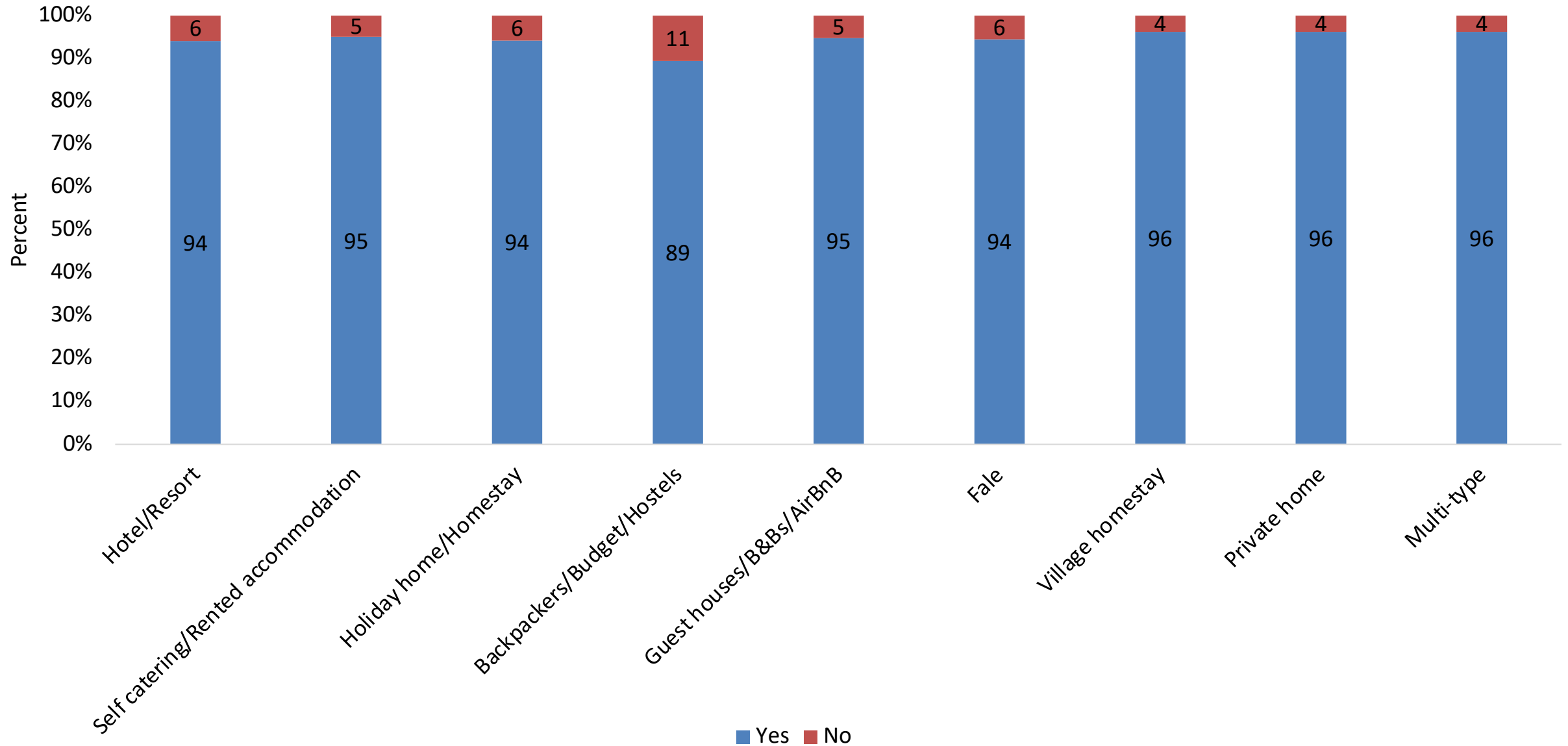
# Is Samoa the only country you visited?



# Willingness to Return to Samoa



# Willingness to Recommend Samoa



# Degree of Satisfaction with Services

	Most satisfied	Least satisfied
Hotel/Resort	<ul style="list-style-type: none"> <li>• <b>The friendliness of the people in Samoa 4.7</b></li> <li>• Airport arrival/departure experience 4.3</li> </ul>	<ul style="list-style-type: none"> <li>• Internet and phone availability, cost and coverage 3.4</li> <li>• General shopping opportunities 3.4</li> </ul>
Self catering/Rented accommodation	<ul style="list-style-type: none"> <li>• <b>The friendliness of the people in Samoa 4.5</b></li> <li>• The experience of renting a vehicle 4.2</li> </ul>	<ul style="list-style-type: none"> <li>• Internet and phone availability, cost and coverage 3.4</li> </ul>
Holiday home/Homestay	<ul style="list-style-type: none"> <li>• <b>The friendliness of the people in Samoa 4.5</b></li> <li>• The information that was available when planning this trip 4.4</li> </ul>	<ul style="list-style-type: none"> <li>• Internet and phone availability, cost and coverage 3.6</li> </ul>
Backpackers/Budget/Hostels	<ul style="list-style-type: none"> <li>• <b>The friendliness of the people in Samoa 4.4</b></li> <li>• Airport arrival/departure experience 4.1</li> </ul>	<ul style="list-style-type: none"> <li>• Internet and phone availability, cost and coverage 3.3</li> </ul>
Guest houses/B&Bs/AirBnB	<ul style="list-style-type: none"> <li>• <b>The friendliness of the people in Samoa 4.5</b></li> <li>• Variety of things to see and do 4.3</li> </ul>	<ul style="list-style-type: none"> <li>• Internet and phone availability, cost and coverage 3.4</li> </ul>
Fale	<ul style="list-style-type: none"> <li>• <b>The friendliness of the people in Samoa 4.7</b></li> <li>• Airport arrival/departure experience 4.3</li> <li>• Value for money 4.2</li> </ul>	<ul style="list-style-type: none"> <li>• General shopping opportunities 3.3</li> <li>• Internet and phone availability, cost and coverage 3.4</li> </ul>
Village homestay	<ul style="list-style-type: none"> <li>• <b>The friendliness of the people in Samoa 4.5</b></li> <li>• Variety of things to see and do 4.5</li> </ul>	<ul style="list-style-type: none"> <li>• Internet and phone availability, cost and coverage 3.8</li> </ul>
Private home	<ul style="list-style-type: none"> <li>• <b>The friendliness of the people in Samoa 4.4</b></li> <li>• Variety of things to see and do 4.4</li> </ul>	<ul style="list-style-type: none"> <li>• Internet and phone availability, cost and coverage 3.5</li> </ul>
Multi-type	<ul style="list-style-type: none"> <li>• <b>The friendliness of the people in Samoa 4.5</b></li> <li>• Variety of things to see and do 4.4</li> </ul>	<ul style="list-style-type: none"> <li>• Internet and phone availability, cost and coverage 3.5</li> </ul>

# Structure





# Top Most Appealing Aspects

<b>Hotel/Resort</b>	 47% Local people	 43% Environment	 16% Ambience and atmosphere	 13% Activities/attractions/entertainment/events
<b>Self catering/Rented accommodation</b>	 45% Local people	 35% Environment	 15% Activities/attractions/entertainment/events	 15% Culture
<b>Holiday home/Homestay</b>	 35% Local people	 26% Environment	 20% Culture	 14% Ambience and atmosphere
<b>Backpackers/Budget/Hostels</b>	 49% Local people	 34% Environment	 21% Activities/attractions/entertainment/events	 11% Culture
<b>Guest houses/B&amp;Bs/AirBnB</b>	 42% Local people	 38% Environment	 19% Activities/attractions/entertainment	 17% Culture
<b>Fale</b>	 44% Local people	 43% Environment	 16% Culture	 15% Activities/attractions/entertainment
<b>Village homestay</b>	 36% Environment	 30% Local people	 17% Culture	 13% Food and beverage
<b>Private home</b>	 34% Environment	 27% Local people	 18% Culture	 13% Food and beverage
<b>Multi-type</b>	 43% Environment	 39% Local people	 19% Culture	 13% Activities/attractions/entertainment/events

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

## Most Appealing Aspects – Hotel/Resort

- 
- | Rank | Reason                  | Percentage |
|------|-------------------------|------------|
| 1    | Local people            | 47%        |
| 2    | Environment             | 43%        |
| 3    | Ambience and atmosphere | 16%        |



# Most Appealing Aspects – Hotel/Resort

## Comments:

Friendly people, lovely service, gorgeous weather.

We love the people and that every visit you see real progress and improvement - unusual in the Pacific.

The relaxing environment and the natural beauty that has been left untouched.

The people, the culture and the spirit of the people.  
Loved the beaches, and the scenery. AND KOKO  
SAMOA ICE CREAM.







# Most Appealing Aspects – Self catering/Rented accommodation

## Comments:

Our accommodation staff were very helpful and a pleasure to deal with. My mother stayed with them for a month while our house was being built and very accommodating to our needs.

Beautiful Island filled with nature and friendly people.

Environmental cleanliness plus the food - especially taro & taro leaves in coconut cream and the reasonably priced pastries.

The food, culture and relaxed atmosphere.

Good taxi service and efficient. Overall restaurant options adequate.



## Most Appealing Aspects – Holiday home/Homestay

- 
- 1 **35% Local people**
- 2 **26% Environment**
- 3 **20% Culture**



# Most Appealing Aspects – Holiday home/Homestay

## Comments:

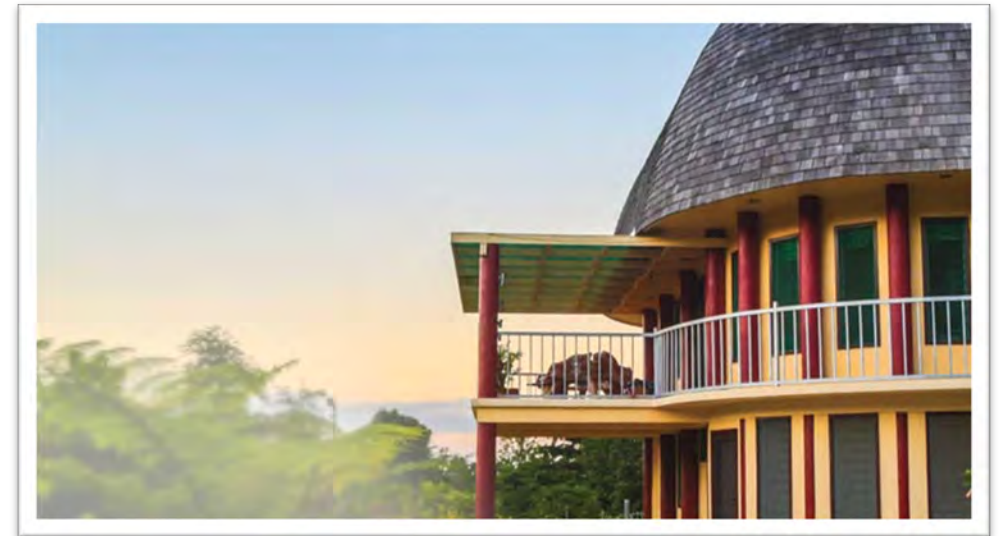
The friendly loving people. Loved getting off the plane and hearing the beautiful trio of Samoan men singing live. Such a beautiful way to be welcomed into Samoa. Loved seeing all the churches as we drove from the airport to our destination and loved seeing everyone burying their dead on their family property.

The peace and quiet and observing the cultural atmosphere

Cleanliness of rural villages compared to the city.

Culture was beautiful most people were very friendly. DRIVES through the village was beautiful especially when it was clean & tidy.

The creativity of the locals in the crafts they sell at the markets. Not only crafts but the clothes, flowers and lots more.



# Most Appealing Aspects – Backpackers/Budget/Hostels

1

49% Local people

2

34% Environment

3

21% Activities, attractions, entertainment, and events





# Most Appealing Aspects – Backpackers/Budget/Hostels

## Comments:

The people were so friendly ,I felt as if I was at a home away from home. I can't express how approachable and welcoming EVERYONE was. Even down to the construction worker beside the airport standing on a hill of dirt waving the plane goodbye. The natural locations were beautiful and it was so easy to find way around the island and tourist attractions.

Friendly environment and with the friendly people.

Their smiling face, the young and the old and how they respect the old.

Swimming, snorkelling. Beaches.

Everything. People are so incredibly welcoming.  
The water is so prisitine and everything is amazing.





# Most Appealing Aspects – Guest houses/B&Bs/AirBnB

## Comments:

The people in itself. We drove from the airport to Matautu, Apia and along that whole way. There were the people waving back at us as we waved. I miss how the lands were surrounded by the nature of the trees, plants and animals. I loved how appealing the Apia markets were also with the variety of food stalls, clothing & all they had available.

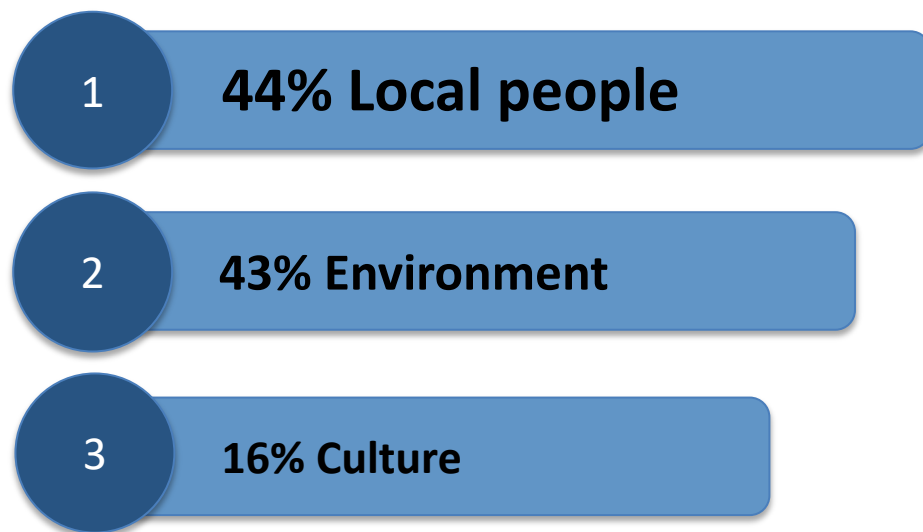
The people and the relaxed nature of the Island.  
The beaches along the Southern Coast.

Culture and people were amazing and friendly.

Lots of new experiences and attractions/sights to see.



## Most Appealing Aspects – False





# Most Appealing Aspects – Fale

## Comments:

Samoa was a fantastic place to visit for a birthday family event and was ideal for having the right mix of relaxing and exploring. The resort with beach fale was delightful along with all the staff. The beach was beautifully maintained by staff and they were very informative about the safety aspects of our beach. I learnt that the Samoan culture and way of life is extremely important to them which was very refreshing.

We enjoyed that it was laid back and much more authentic than other Pacific islands. People were so friendly!

Snorkeling with corals fish and turtles in the lagoon, warm and clear water, and lying in the sun, as well as friendly people.

Fales.



## Most Appealing Aspects – Village homestay

- 
- | Rank | Category     | Percentage |
|------|--------------|------------|
| 1    | Environment  | 36%        |
| 2    | Local people | 30%        |
| 3    | Culture      | 17%        |



# Most Appealing Aspects – Village homestay

## Comments:

The art and the effort village member put into display their pride and joy of Samoan role models, such as Joseph Parker. Also the churches are so eye catching.

The infrastructure - roads etc, huge improvement.

The cultural experience and the people are friendly and always welcoming. The food as well and the way they live just shows how grateful we should be with what we have.

The friendly of the people, the quietness of the villages and the beauty of flowers along the way from the airport to Apia. The churches and how they beautify their dead loved ones beside their houses.





# Most Appealing Aspects – Private home

1 34% Environment

2 27% Local people

3 18% Culture





# Most Appealing Aspects – Private home

## Comments:

Tropical paradise. Slow relaxing pace. Cost to stay in a resort. Cultural music night and local food.

The atmosphere, beautiful beaches and it is an unspoilt country that's is not overly populated with tourist. Still so natural and untouched.

The beaches of course and the people.





























It's always seeing my family and the familiar places from my childhood.

Sightseeing of new building in the Capital City. The atmosphere around Samoa. Helpful people who are willing to go the extra mile.

Cleanliness and friendly people.




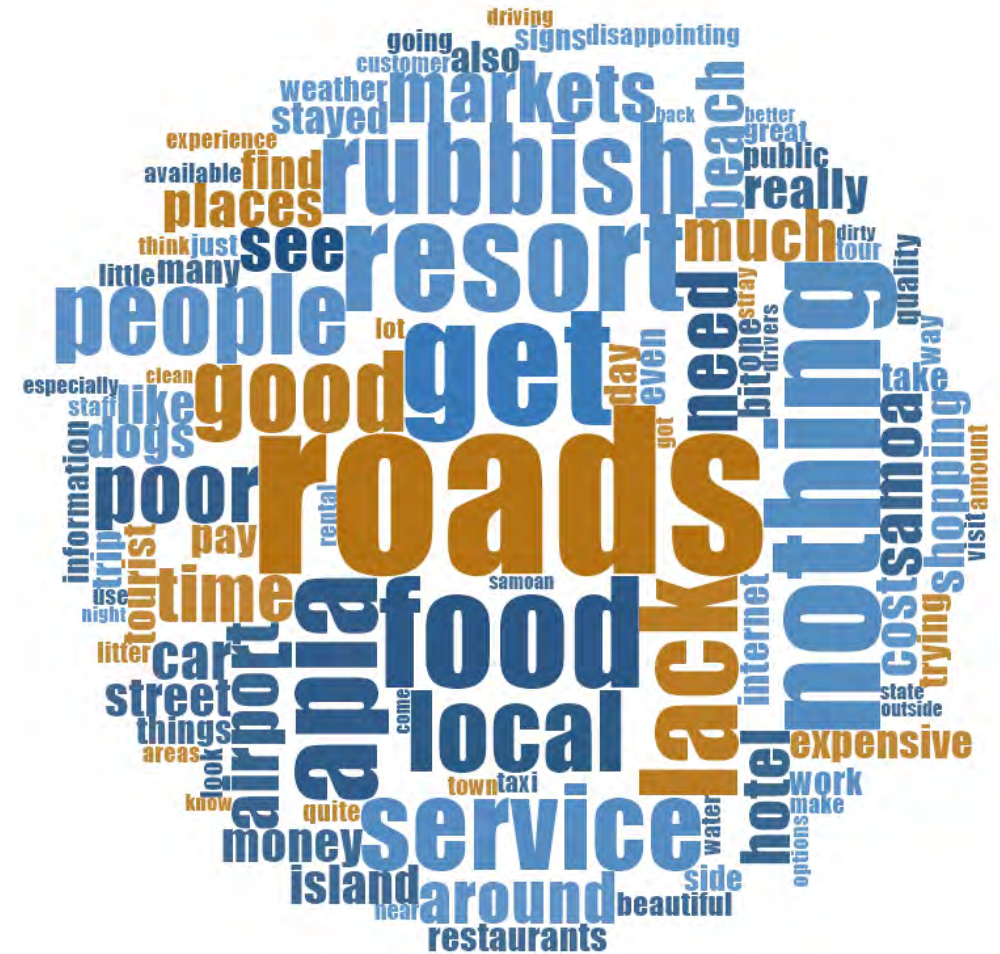
# Top Least Appealing Aspects

<b>Hotel/Resort</b>	 21% Infrastructure, public services and facilities	 10% Food and beverage	 10% Rubbish and environment
<b>Self catering/Rented accommodation</b>	 18% Infrastructure, public services and facilities	 12% Social issue	 10% Rubbish and environment
<b>Holiday home/Homestay</b>	 31% Infrastructure, public services and facilities	 12% Customer service	 10% Social issue  10% Shopping
<b>Backpackers/Budget/Hostels</b>	 22% Infrastructure, public services and facilities	 10% Rubbish and environment	 10% Feeling unwelcome and exploited
<b>Guest houses/B&amp;Bs/AirBnB</b>	 23% Infrastructure, public services and facilities	 11% Rubbish and environment	 11% Stray animals and mosquitos
<b>Fale</b>	 23% Infrastructure, public services and facilities	 14% Rubbish and environment	 12% Food and beverage
<b>Village homestay</b>	 30% Infrastructure, public services and facilities	 10% Social issue	 9% Rubbish and environment
<b>Private home</b>	 29% Infrastructure, public services and facilities	 11% Social issue	 11% Rubbish and environment
<b>Multi-type</b>	 25% Infrastructure, public services and facilities	 14% Rubbish and environment	 9% Social issue

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

## Least Appealing Aspects – Hotel/Resort

- 
- | Rank | Sector                                      | Percentage |
|------|---|------------|
| 1    | Infrastructure, public service & facilities | 21%        |
| 2    | Food and beverage                           | 10%        |
| 3    | Rubbish & environment                       | 10%        |



# Least Appealing Aspects – Hotel/Resort

## Comments:

Lack of street name signs, condition of pavements, lack of information and officials at the bus station at the flea market and the failure of the meeting company to have the welcoming flowers as stated on our booking which greatly disappointed my wife.

The rubbish and lack of signage that the road was closed between Lalomanu and the cross-island road. Went around the coast planning to do the loop and get back across the island but the road was closed and even there the signage was extremely poor.

Prices of food.

The lack of variety in food as we stayed and a long way to others restaurants.

Rubbish in villages State of roads.





## Least Appealing Aspects – Self catering/Rented accommodation

- 
- | Rank | Issue                                       | Percentage |
|------|---|------------|
| 1    | Infrastructure, public service & facilities | 18%        |
| 2    | Social issue                                | 12%        |
| 3    | Rubbish & environment                       | 10%        |



# Least Appealing Aspects – Self catering/Rented accommodation

## Comments:

The customer service in Apia is appalling . I'm a customer services manager for a global company and this is one factor that always degrades Samoa...In addition to that are the roads in the villages outback. Very bad conditions.

Very expensive for value, very dirty, risk for disease was too great to enjoy fresh water swimming, electricity was overly expensive and discouraged a necessary airconditioned apartment. Form laws to punish Taxi drivers who overcharge.

Less variety of food and opening times.

Rubbish everywhere, and the poor stray dogs that need loving homes, and food and the skinny horses.



## Least Appealing Aspects – Holiday home/Homestay

- 
- | Rank | Issue                                       | Percentage |
|------|---|------------|
| 1    | Infrastructure, public service & facilities | 31%        |
| 2    | Customer service                            | 12%        |
| 3    | Social issue                                | 10%        |



# Least Appealing Aspects – Holiday home/Homestay

## Comments:

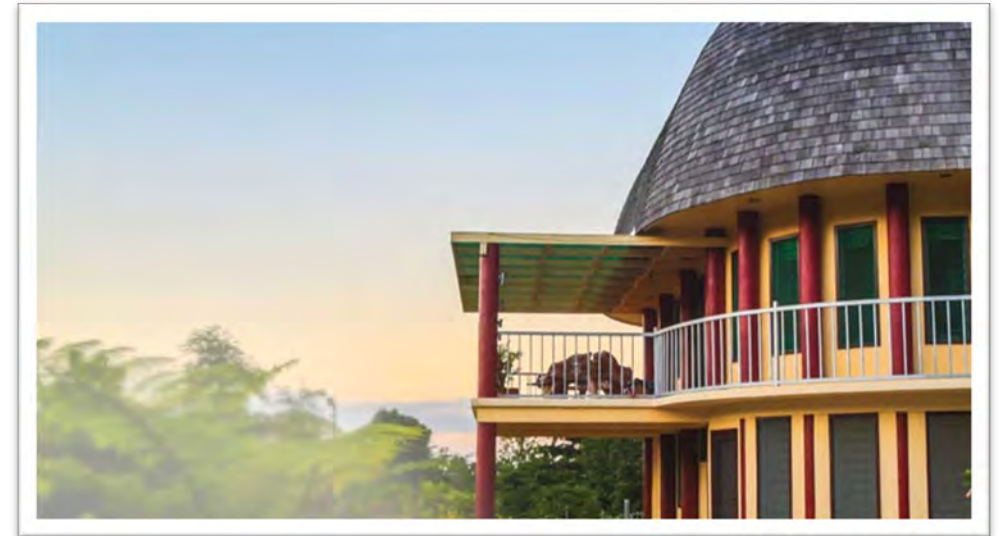
Road, paying to swim at any beaches, but especially the roads couldn't believe how bad they were.

The customer service at some of the supermarkets.

Cost of food even in supermarkets. Rental car place was awful!

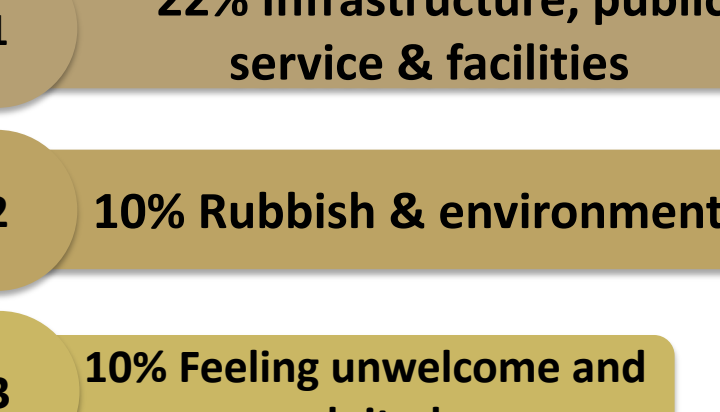
The lack of media coverage of Savai'i island in terms of internet and technology.

Overall improvement re quality of life and facilities in the village. Cost of living has gone up, with very little or no Village income to cover the cost increase. Also the continued pressure put on the community to contribute to their local Church, with money they don't have.





## Least Appealing Aspects – Backpackers/Budget/Hostels

- 
- 1** **22% Infrastructure, public service & facilities**
- 2** **10% Rubbish & environment**
- 3** **10% Feeling unwelcome and exploited**



# Least Appealing Aspects – Backpackers/Budget/Hostels

## Comments:

The road condition.

Shopping, it was hard for me to find nice souvenirs.

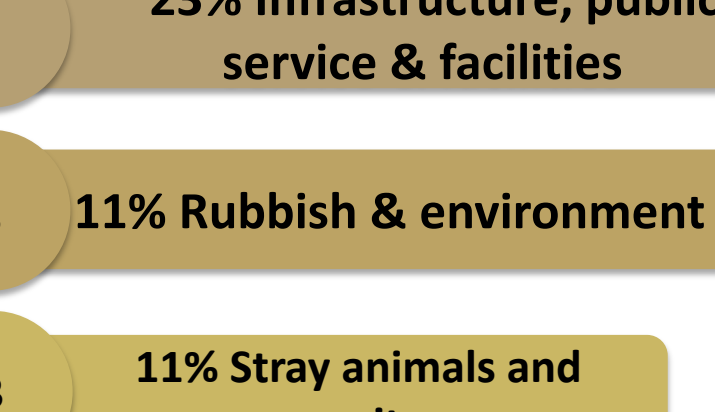
Not very many places to eat out in Apia. Limited restaurants.

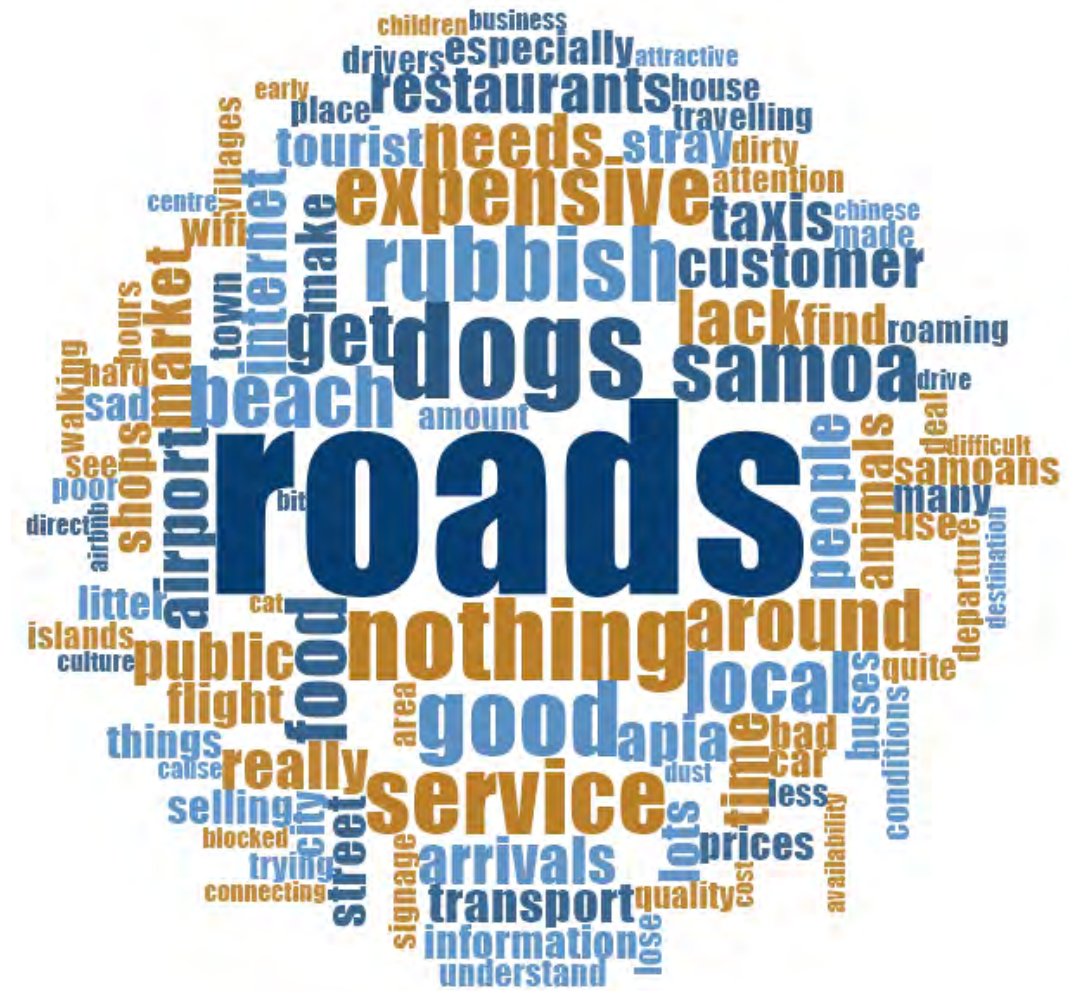
During Christmas days as well new year days is not possible to get information because information centre was closed all time of my visit.

Hard to find places, rubbish.



## Least Appealing Aspects – Guest houses/B&Bs/AirBnB

- 
- 1 23% Infrastructure, public service & facilities
- 2 11% Rubbish & environment
- 3 11% Stray animals and mosquitos



# Least Appealing Aspects – Guest houses/B&Bs/AirBnB

## Comments:

The city of Apia and the villages when travelling through were very dirty with rubbish everywhere. Was surprised the flight attendant travelling to Samoa gave announcements in both English and Samoan - have never had this experience before on an Air NZ flight travelling to any of the other islands.

No road signage, very difficult to find Fagali'i airport.

Dirty toilets especially the ferry terminal on Savai'i or lack of public toilets. Lots of rubbish.

The poor animals. Samoans are definitely not animal lovers and I therefore cannot understand why families keep dogs and cats and do not look after or feed them. It is just terrible.

Expensive, hard to navigate without rented car, poor public transport, insufficient tourist information.





# Least Appealing Aspects – Fale

1

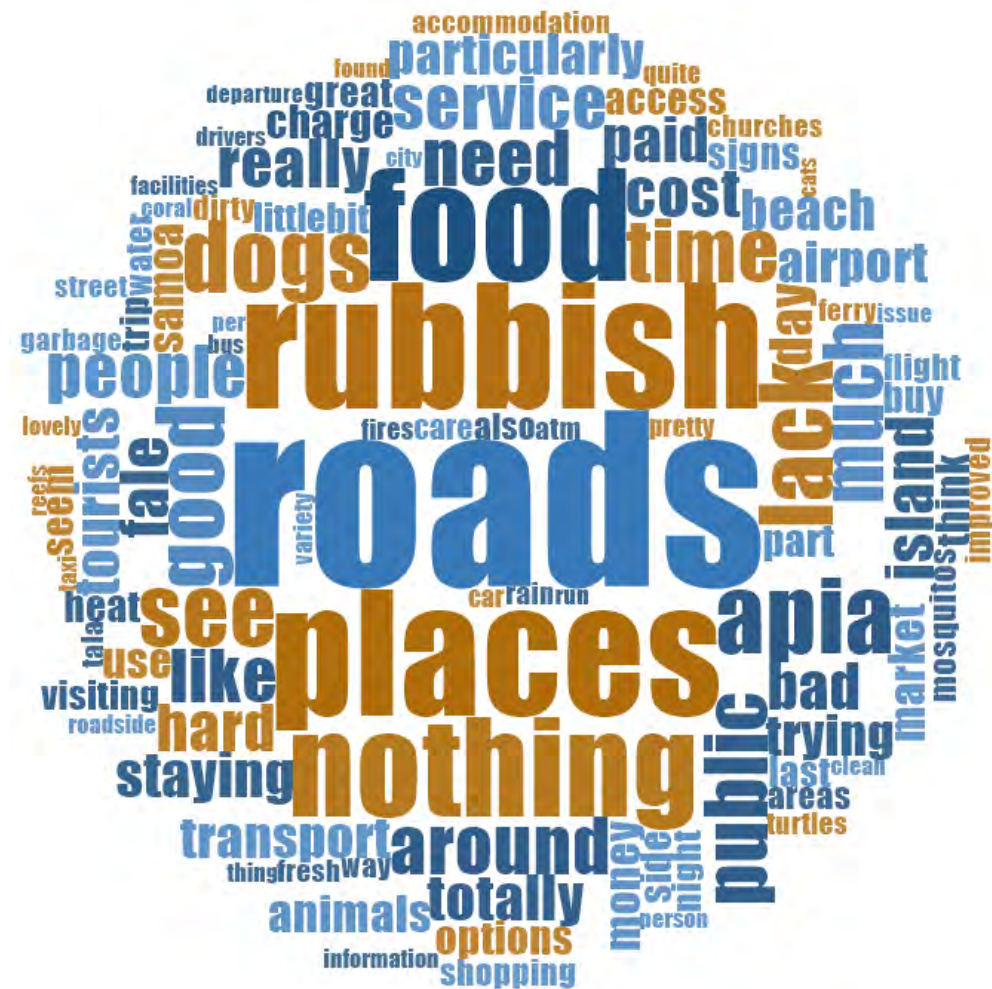
23% Infrastructure, public service & facilities

2

14% Rubbish & environment

3

12% Food and beverage



# Least Appealing Aspects – Fale

## Comments:

Only downside was that we couldn't find a place to buy snorkel in Apia, and destroyed parts of main road. It was also quite hard to find food during the day somewhere else than in resorts.

Difficult to get around on public transport because there is no clear timetables for the buses.

Plastic and rubbish on roadside.

Availability of ATMs.

Lack of road signs for directions.

Lack of places for tourists to get unprocessed food.



## Least Appealing Aspects – Village homestay

- 30% Infrastructure, public service & facilities**

- ## 10% Social issue

- ## 9% Rubbish & environment





# Least Appealing Aspects – Village homestay

## Comments:

The Roads still needs improvement and it's Hospital Services even in the Motootua General Hospital, especially.

No public transport on Sunday.

The children skipping school to beg. The parents make them do it. The internet coverage


Seeing little children selling goods out on the roads during school times and just not really nice to see this happening in our homelands.

Rubbish pick ups or no rubbish bins for your rubbish and dumping of rubbish in bushes along tracks use to go to blow holes or clifftops.





## Least Appealing Aspects – Private home

- 
- | Rank | Issue                                       | Percentage |
|------|---|------------|
| 1    | Infrastructure, public service & facilities | 21%        |
| 2    | Social issue                                | 11%        |
| 3    | Rubbish & environment                       | 11%        |



# Least Appealing Aspects – Private home

## Comments:





























The road, the road to the outback was shocking. Definitely need to fix the road, so many pot holes everywhere my poor cousin had to drive extra slow & careful around the holes on the road. Very dangerous Samoa, please fix this.

Seeing young children out late at nights or during the day in town selling grocery products like box of matches when they should be in school or in bed. That is the most concerning matter or imperative issues in my mind instantly.

Too many stores owned by Asians. Recycling and rubbish. Poor are poorer, rich are richer land are leased and owned by foreigners which is very disturbing.

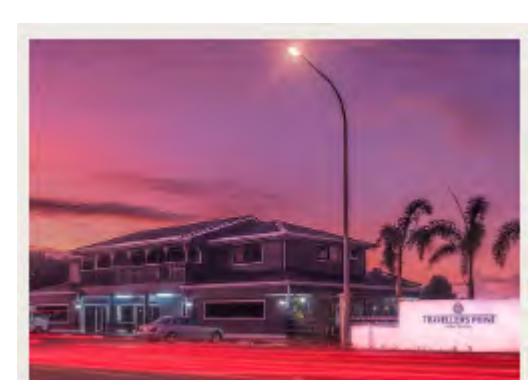


# Suggestions for Improvement

Hotel/Resort	 35% Infrastructure, public services and facilities	 13% Food and drinks	 11% Customer service	
Self catering/Rented accommodation	 36% Infrastructure, public services and facilities	 24% Customer service	 12% Food and drinks	
Holiday home/Homestay	 36% Infrastructure, public services and facilities	 25% Customer service	 9% Food and drinks	
Backpackers/Budget/Hostels	 29% Infrastructure, public services and facilities	 24% Information	 19% Accommodation	
Guest houses/B&Bs/AirBnB	 42% Infrastructure, public services and facilities	 16% Information	 10% A longer stay or to visit more places	
Fale	 40% Infrastructure, public services and facilities	 13% Food and drinks	 8% Activities and attractions	
Village homestay	 54% Infrastructure, public services and facilities	 15% Car rentals	 10% A longer stay or to visit more places	
Private home	 45% Infrastructure, public services and facilities	 18% Customer service	 7% Airport facilities & service	 7% Social issue
Multi-type	 39% Infrastructure, public services and facilities	 15% Customer service	 11% Food and drinks	

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





**THANK YOU**  
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*The views expressed in this publication do not necessarily reflect those of the New Zealand Government.*