

Vanuatu International Visitor Survey

July – September 2019

ANSWER.
THE CALL OF
Vanuatu

AUT


NEW ZEALAND
FOREIGN AFFAIRS & TRADE
Aid Programme

Vanuatu
DISCOVER WHAT MATTERS
www.vanuatu.travel


NZTRI
NEW ZEALAND TOURISM
RESEARCH INSTITUTE

Report Structure



Respondents (Jul – Sep 2019)

Total number of e-mails sent: **16,560**



Conversion
rate of
11.5%

Total number of responses: **1,899**

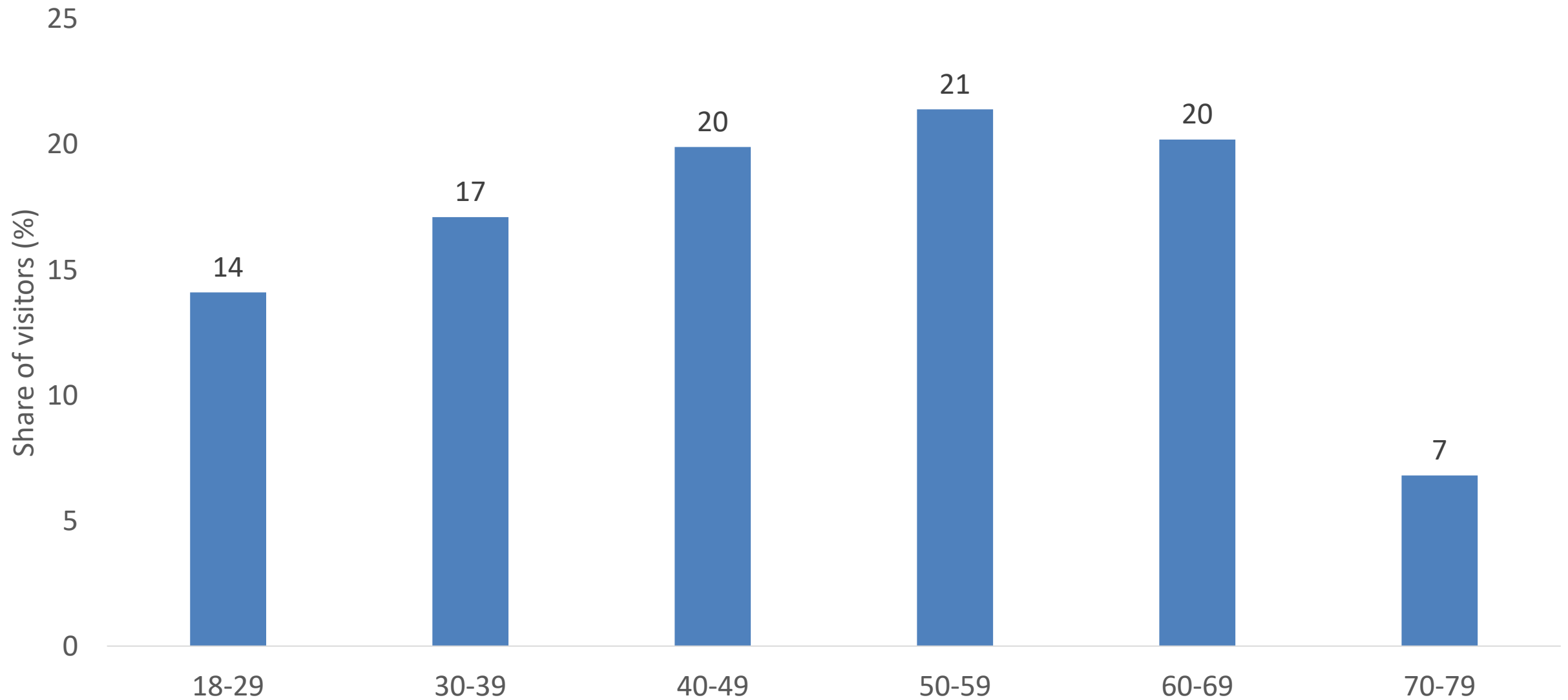


Responses cover a total of
2,622 adults and **456 children**



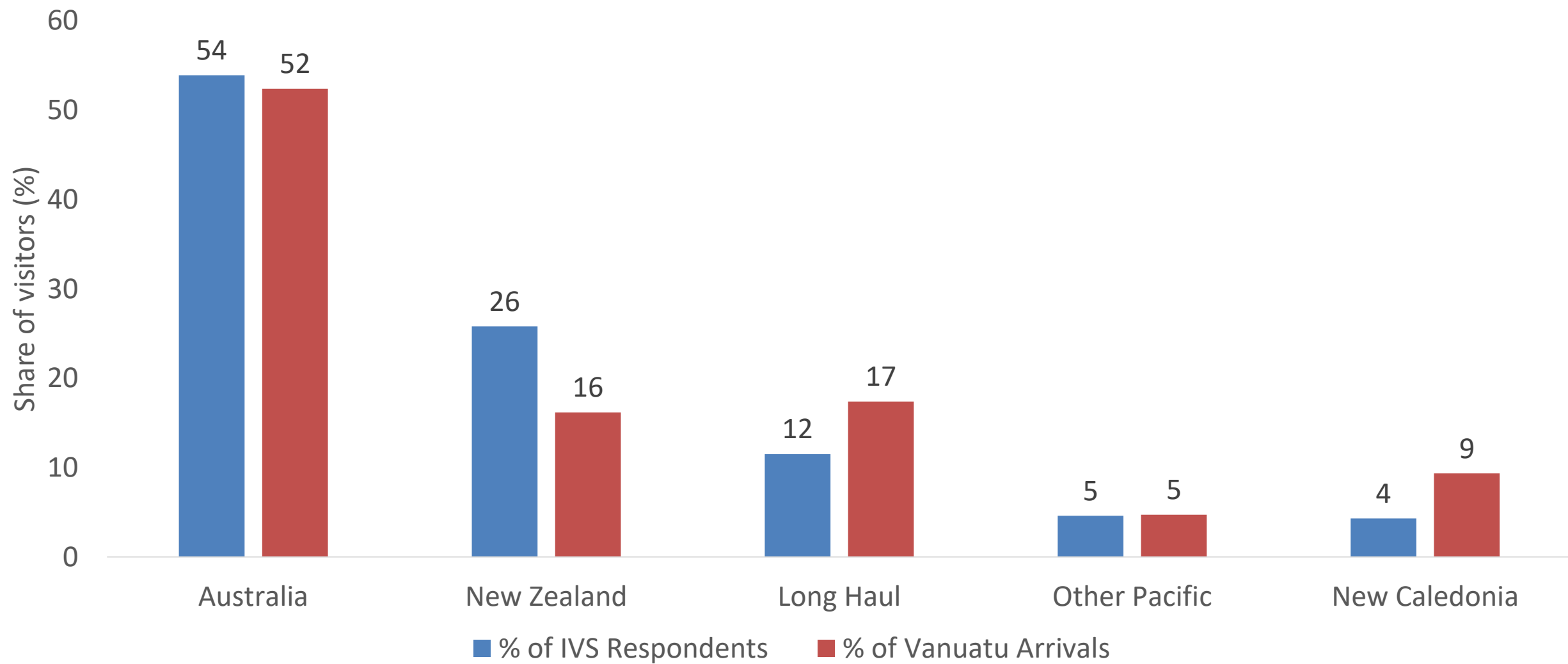
8.4% of all
visitors during
the period

Age



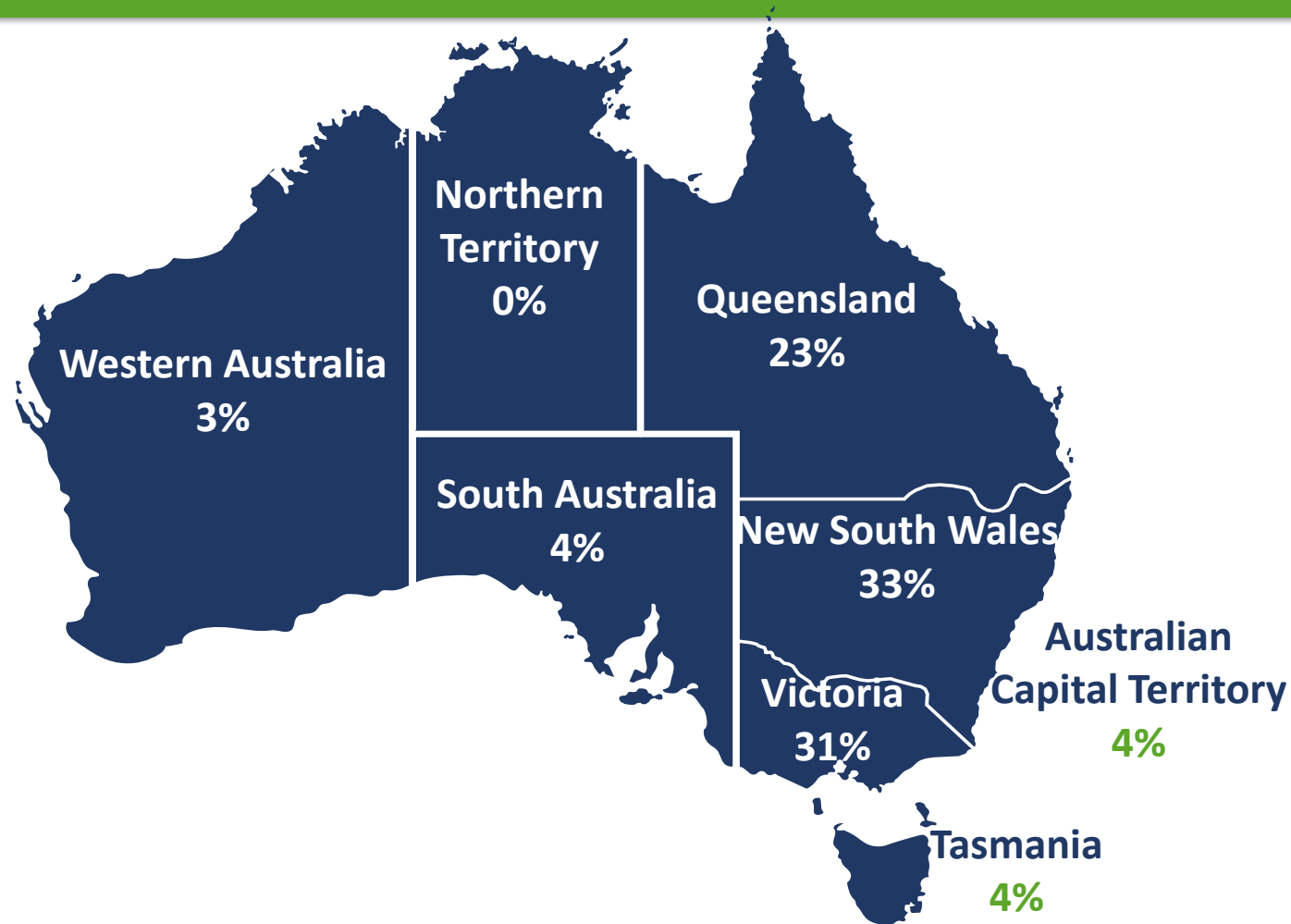
Note: due to rounding, total does not sum to 100%

Country of Origin



Note: due to rounding, some totals do not sum to 100%

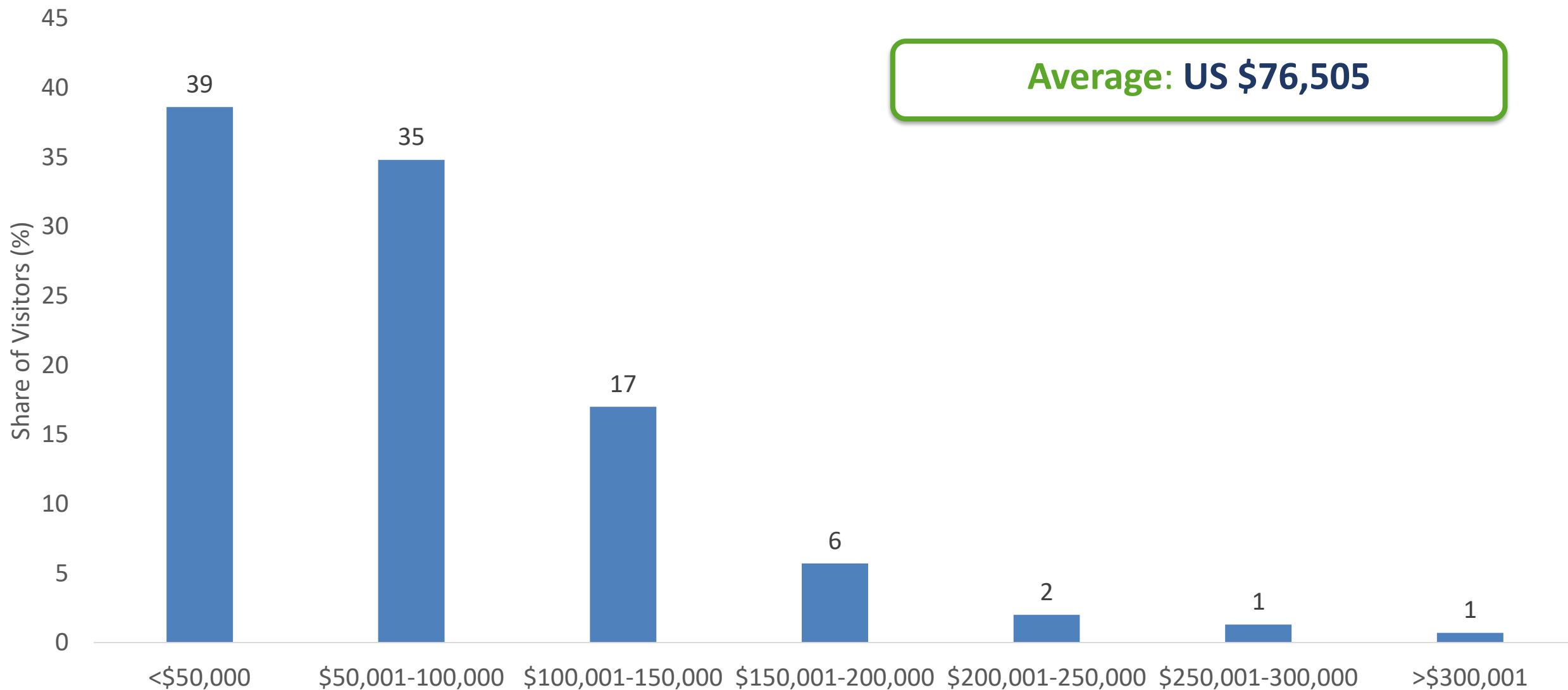
Australian Respondents - IVS Respondent Data



New South Wales, Queensland and Victoria make up **87%** of all Australian visitor arrivals

Note: due to rounding, total does not sum to 100%

Annual Household Income

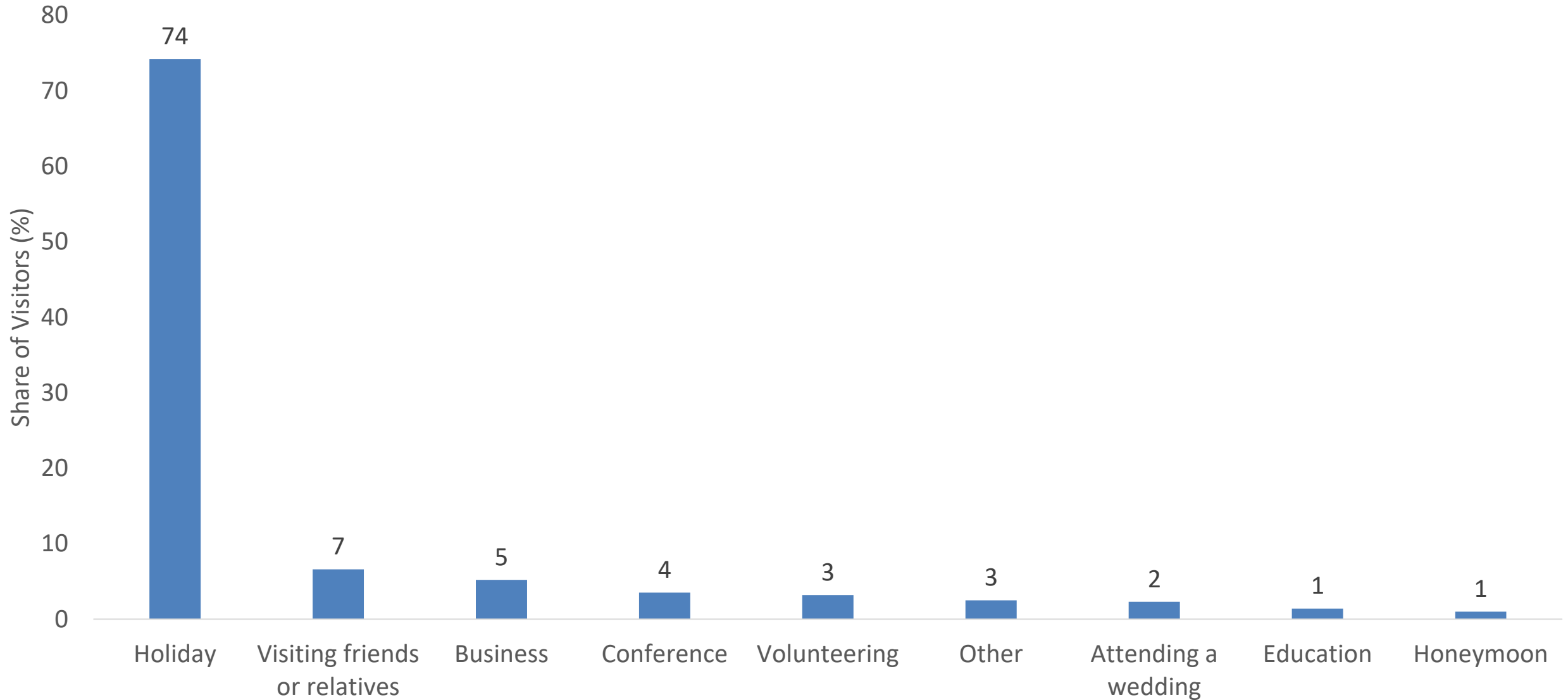


Note: due to rounding, total does not sum to 100%

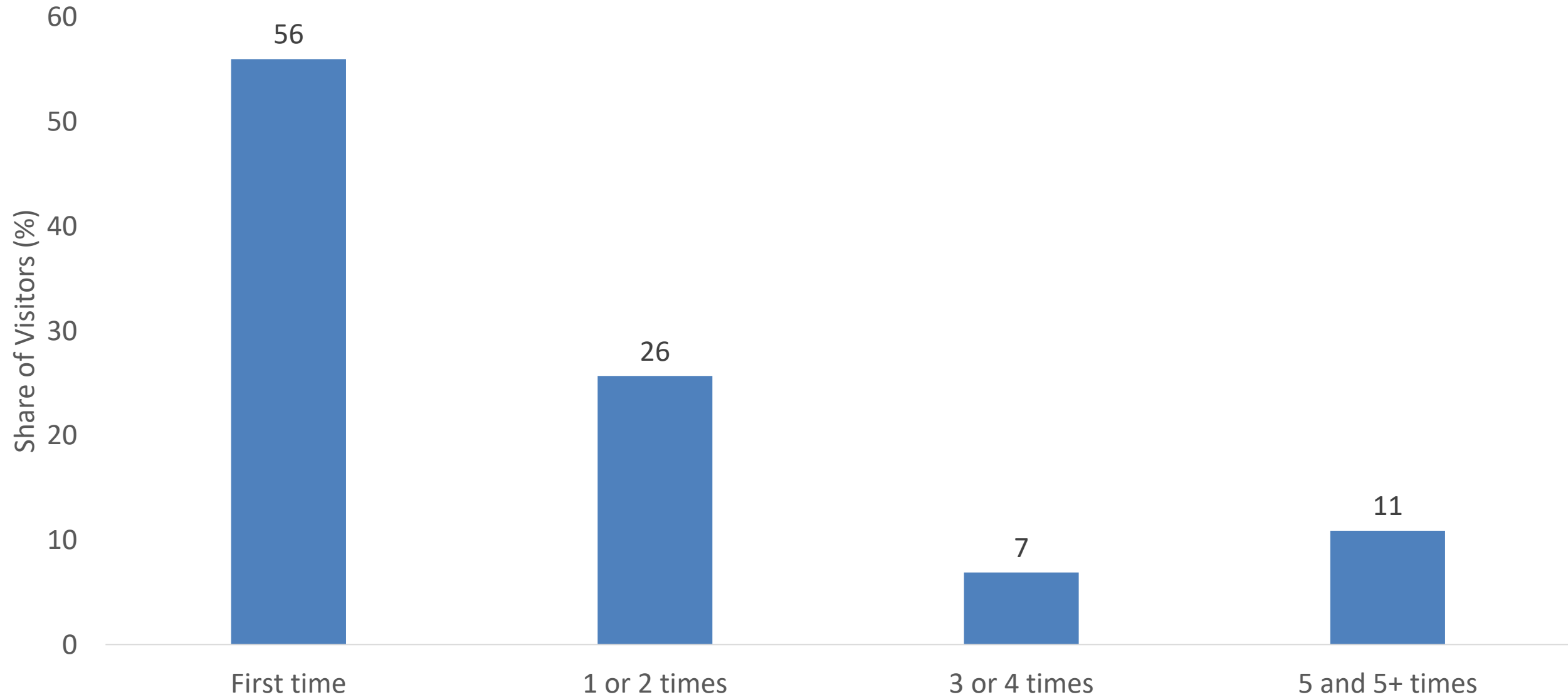
Report Structure



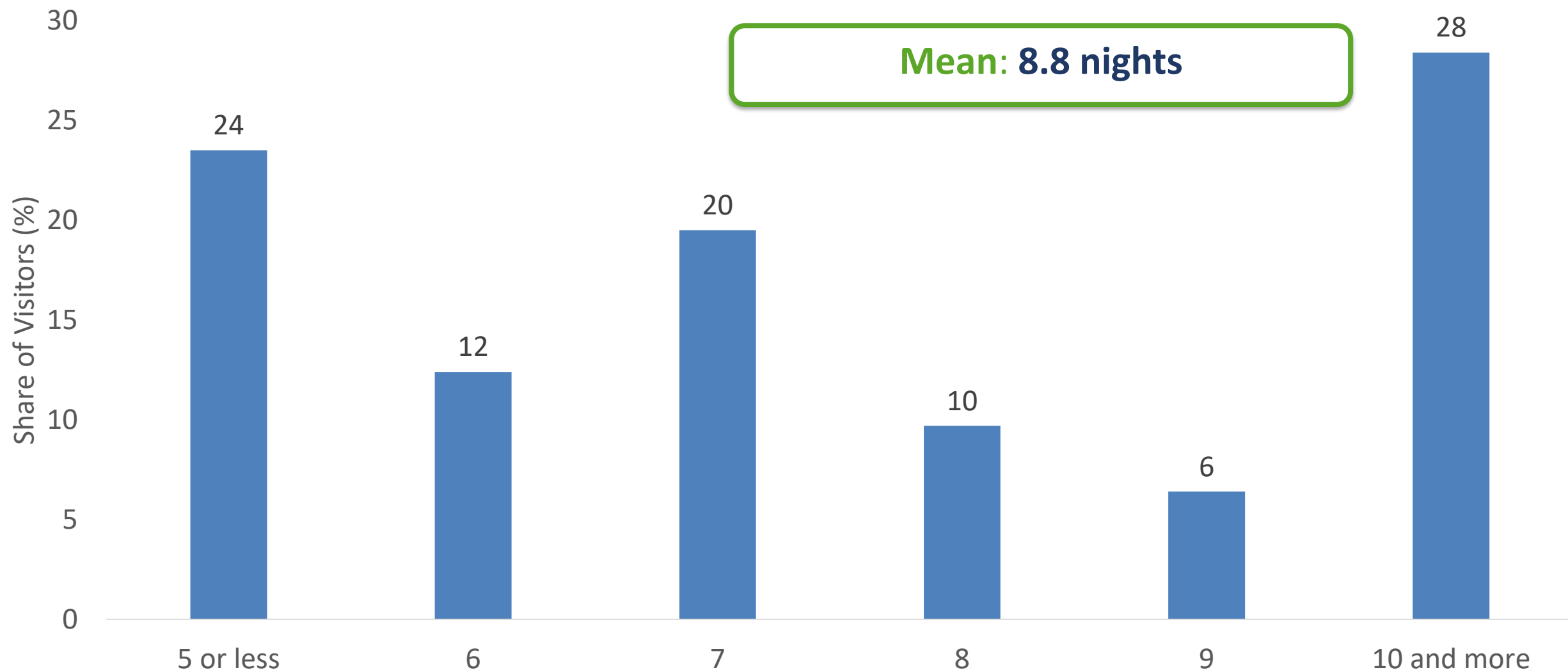
Main Purpose of Visit



Previous Visits



Length of Stay (nights)



Note: 31 and 31+ days as outliers were removed for length of stay analysis

Airlines Used for Travel



Air Vanuatu

63%



australia

18%



11%* (code share)



7%

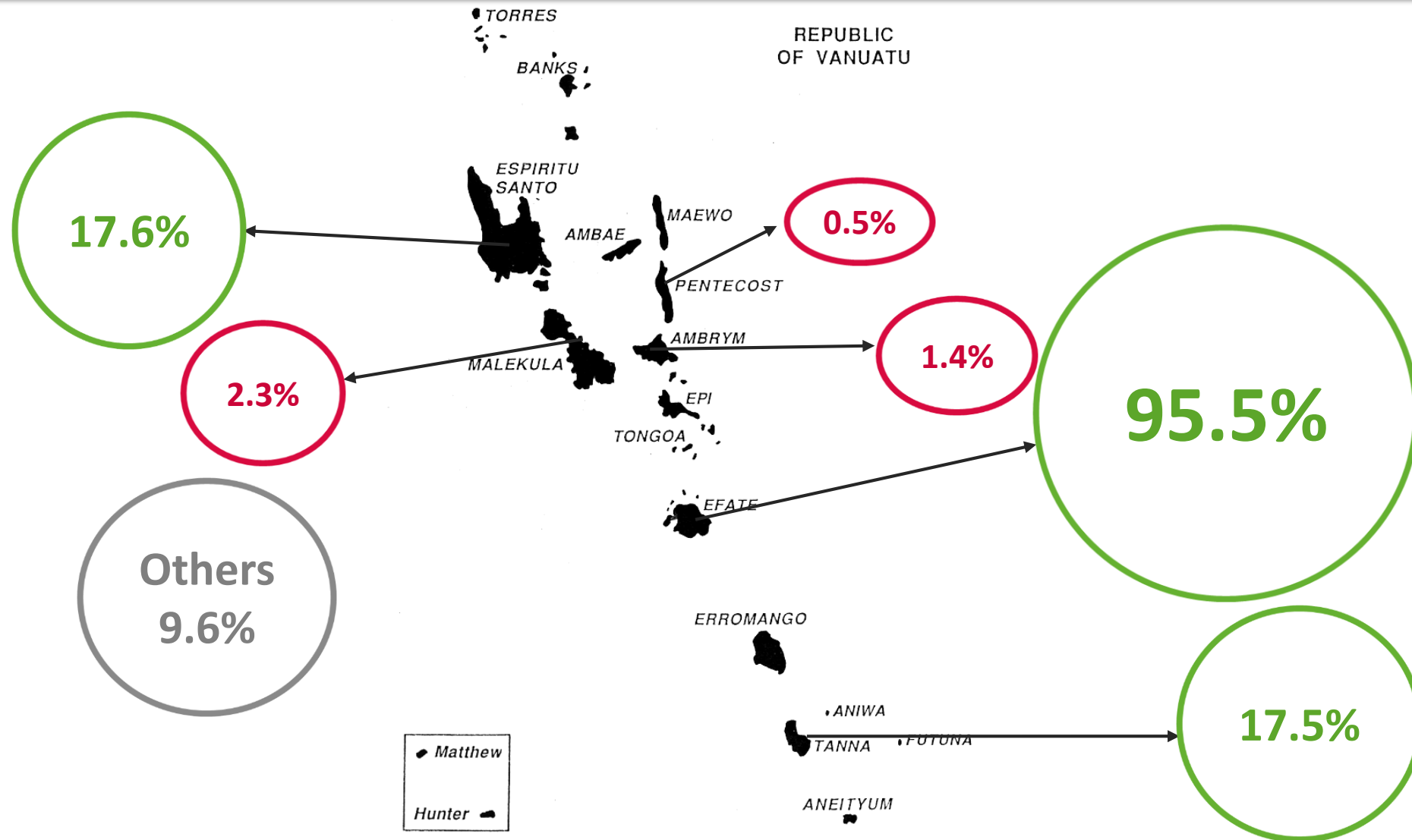


9%

**Others (Air Niugini, Air
New Zealand, Solomon
Airlines)**

5%

Islands Visited



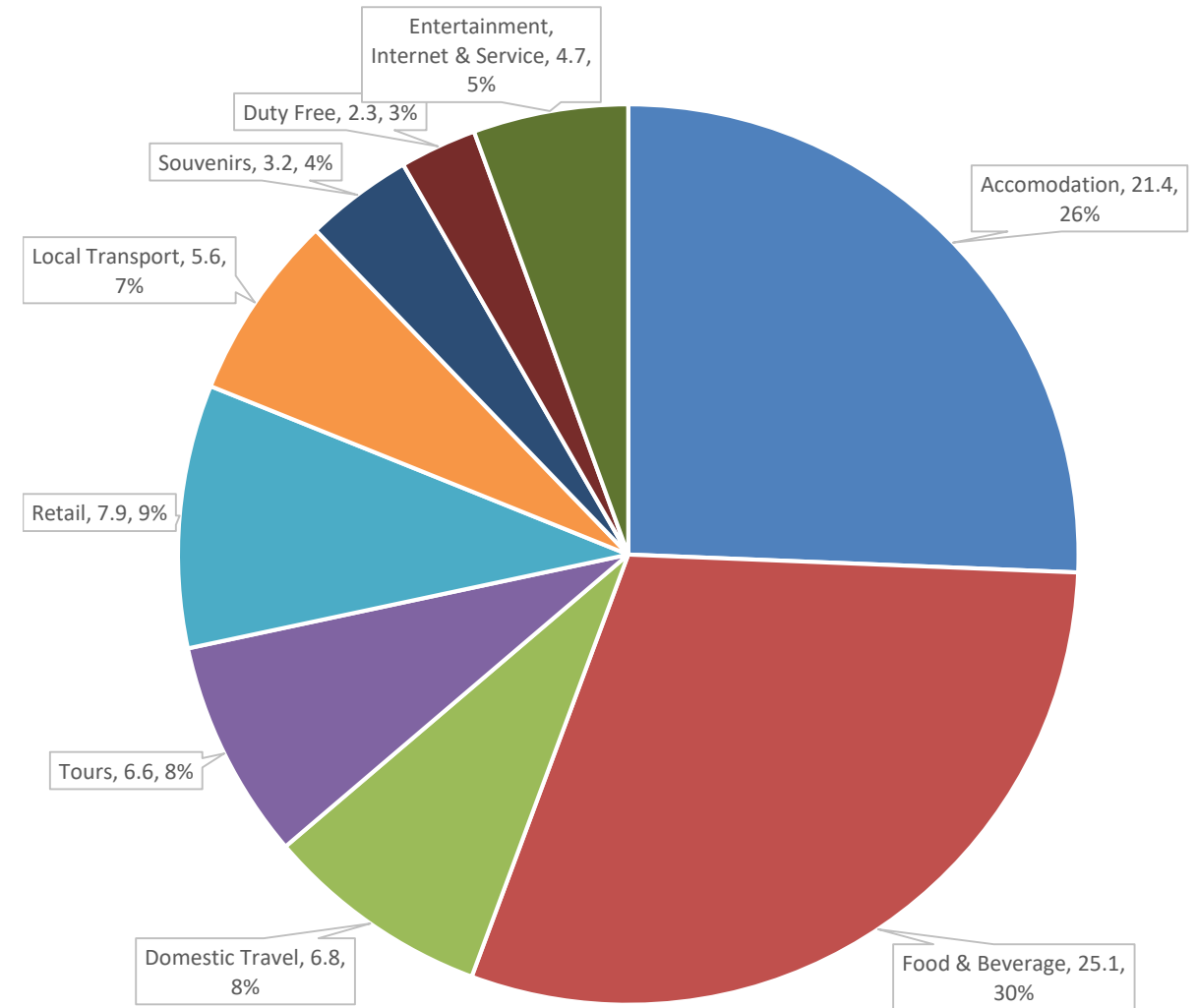
Note: Multiple responses, therefore total does not add up to 100%

Report Structure



Average Spend while in Vanuatu per day

Overall - US\$84 (Vt \$9,588) per day



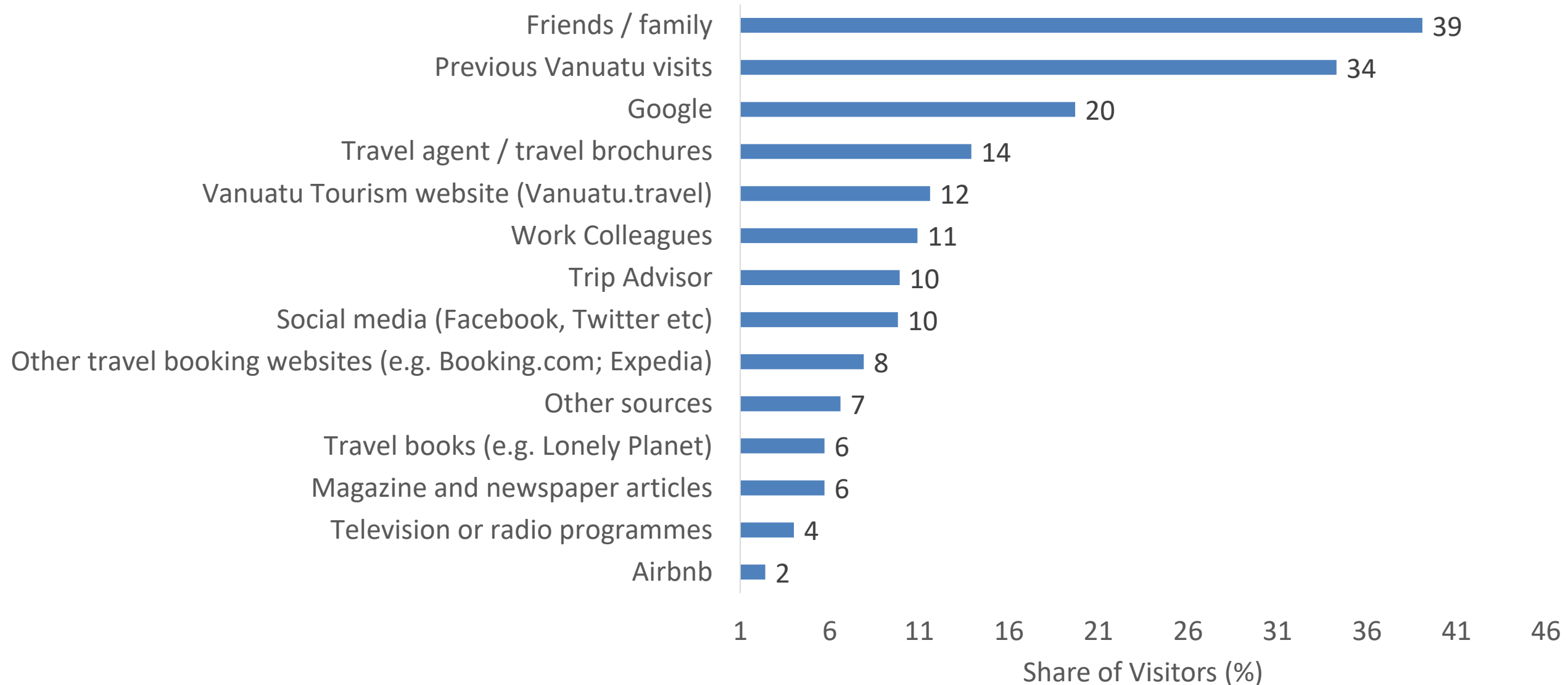
Visitor Expenditure – Per Person and Total

	Pre-Paid Spend flowing into Vanuatu	+	In-country Spend	=	Total Spend
Per Day	US \$94 Vt \$10,704		US \$84 Vt \$9,588		US \$178 Vt \$20,292
Whole Trip	US \$769 Vt \$87,775		US \$689 Vt \$78,644		US \$1,458 Vt \$166,419

Report Structure



Sources of Information



Travel Purchasing Behaviour

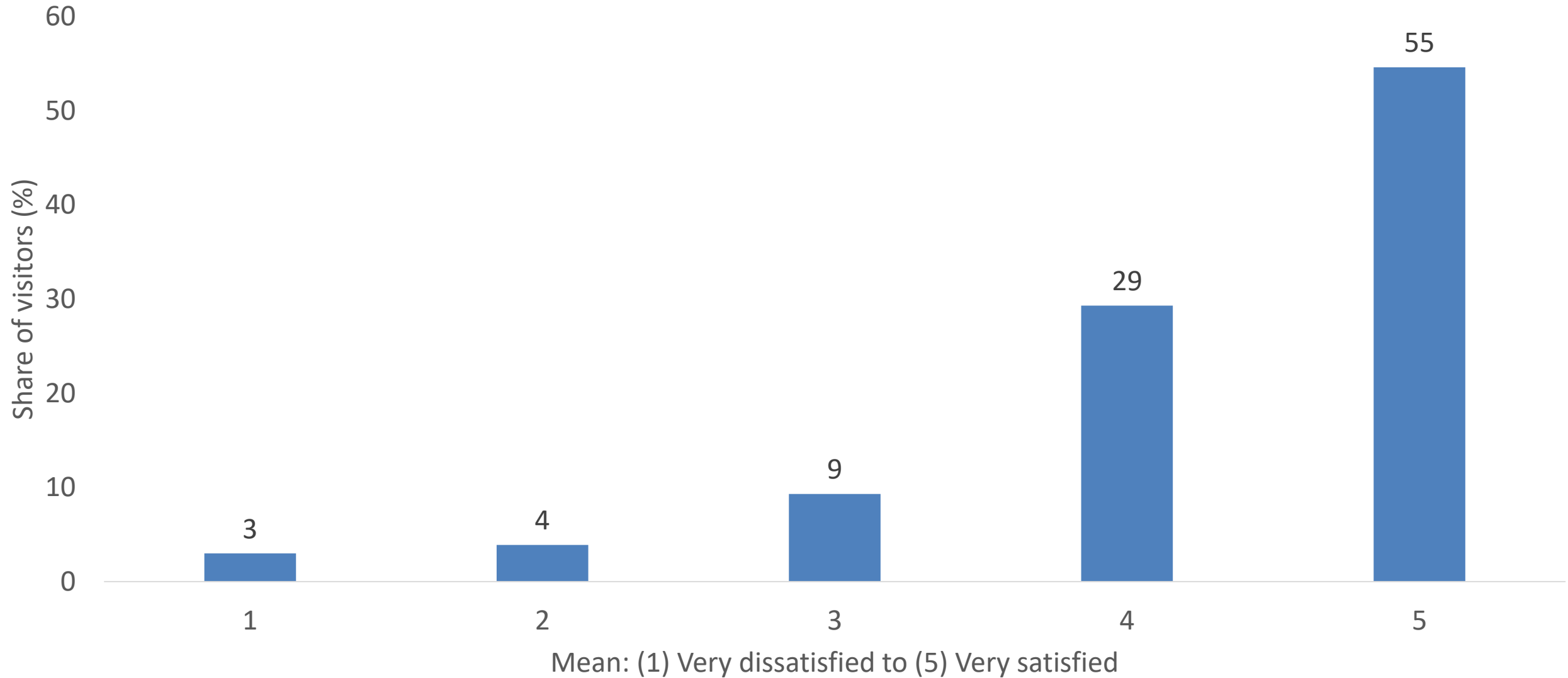


Note: due to rounding, total does not sum to 100%

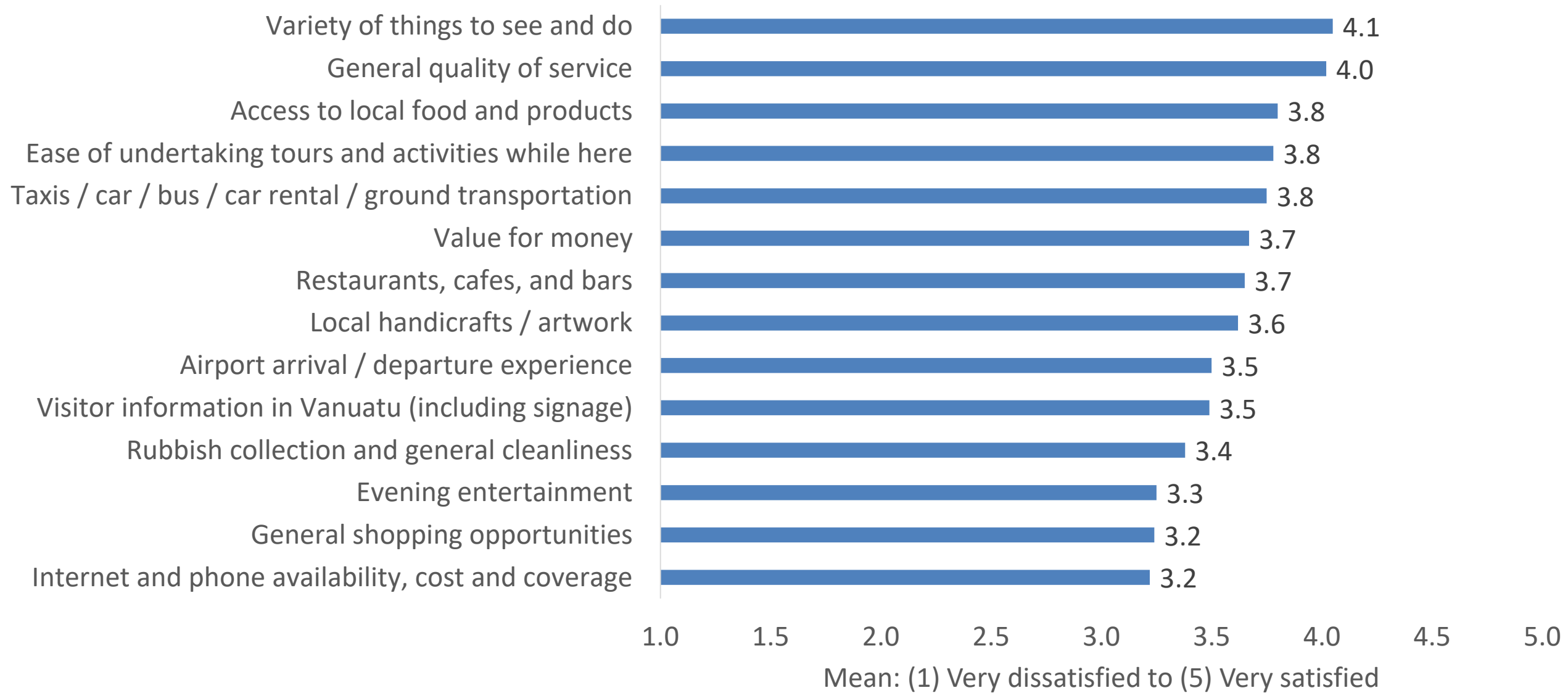
Report Structure



Visitor Overall Satisfaction



Degree of Satisfaction



Most Appealing aspects

Theme	Percent
Local people	47.9%
Environment, cleanliness, climate	33.0%
Activities, attractions and entertainment, events	28.4%
Atmosphere	14.1%
Culture and history	7.5%
Accommodation	5.4%
Food and Beverage	5.4%
Convenience	3.2%
Level of service	2.9%
Overall good experience	2.9%
Un-commercial	2.0%
Transport	1.5%
Local market	1.4%
Safety	1.2%
New developments	0.9%
Value for money	0.8%

Most Appealing Aspects of Vanuatu

"The friendliness of the local people. They were always so happy and ready to chat."

"I would love to see Vanuatu promote itself more as a destination that cares about sustainability and eco tourism."

"The snorkelling and the proximity of it. You can snorkel right off the beach, and there is very good coral and fish. Finding great hidden spots were the best spots. The waterfalls were also beautiful."

"I came for the relaxation and peace - and found it perfect for that."



Least appealing aspects

Theme	Percent
Price of goods and services	17.8%
Public services, facilities and infrastructure	17.5%
Rubbish, cleanliness and natural environment care	17.0%
Food and beverage	11.8%
Attractions and activities	10.3%
Local people, standard of service	8.8%
Bus, rental cars, scooters or transport	8.6%
Accommodation	6.7%
Airport and flight related issues	6.3%
Shops and the shopping experience	5.4%
Port Vila	4.9%
Chinese influence	4.7%
Social divide and social issues	3.6%
Stray animals and mosquitos, diseases	3.1%
Weather	2.7%
Safety-related issues	2.4%
Other tourists	0.7%
Cruise ships	0.6%
Too touristy	0.4%

Least Appealing Aspects of Vanuatu

"Probably the public infrastructure - signs in the Port were hard to find - we got lost trying to navigate a map in the shopping centre and find the streets - footpaths, bins etc are wonderful along the foreshore - not so much as you try to find restaurants within walking distance in the general district.."

"Too expensive to eat at restaurants, not really value for money, especially in Tanna. Also the organised tours seemed to be overpriced."

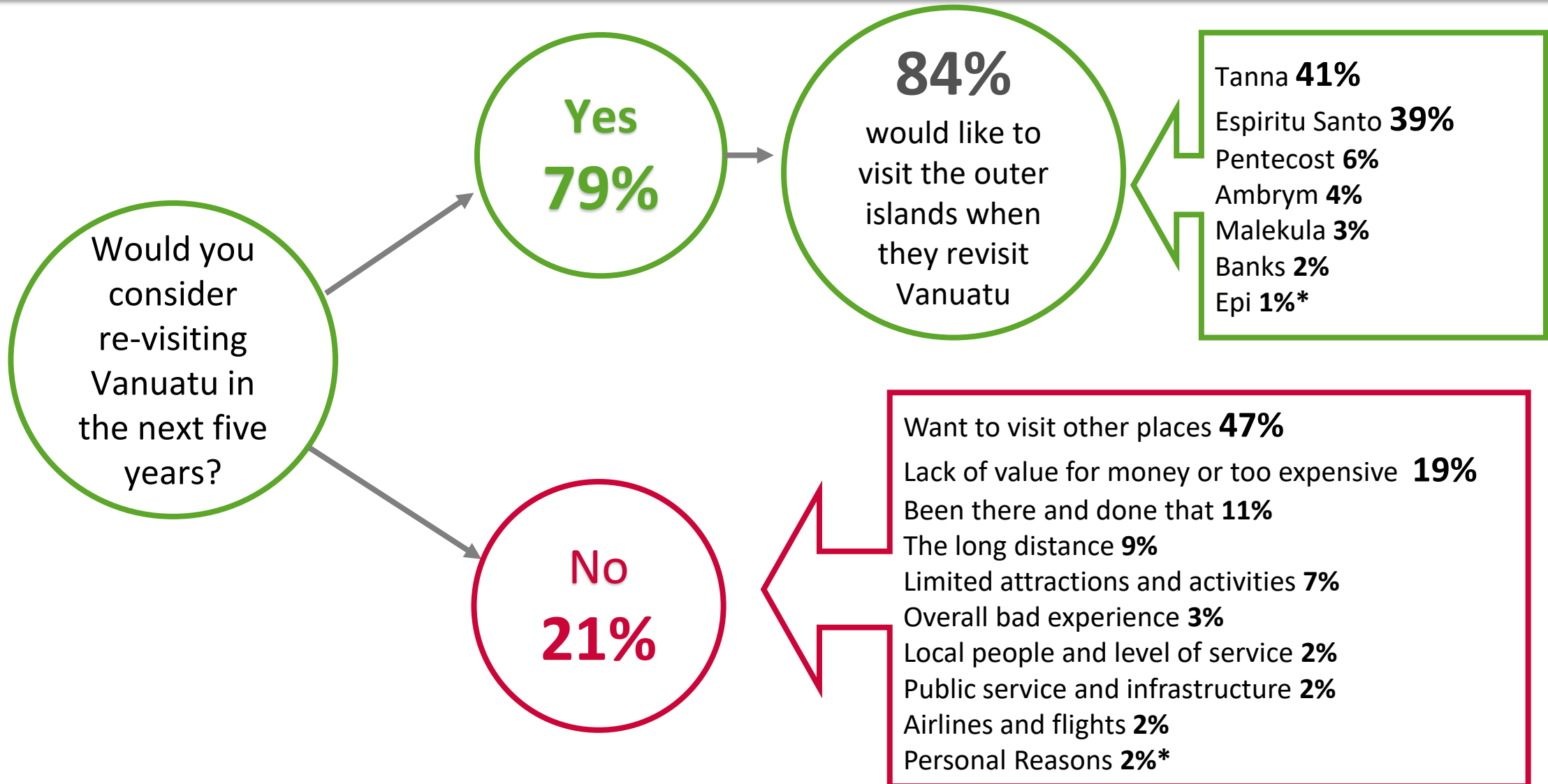
"The lack of recycling, some beaches had a lot of rubbish on them and saw a lot of people burning their rubbish which was not very pleasant.."



Suggestions for Improvement

Theme	Percent
Public services and infrastructure	29.4%
Entertainment, activities, transport	12.5%
Environment (cleanness, rubbish, nature)	11.2%
Food quality and price	10.6%
Charges, entrance fee, value for money	10.1%
Flight Related Issues	7.8%
Social issues	7.7%
Accommodation	7.5%
Local People, Standards of Service	6.6%
Shopping experience	3.1%
Weather	2.7%
Sickness	2.5%
Stray animals	1.6%
Safety	1.2%

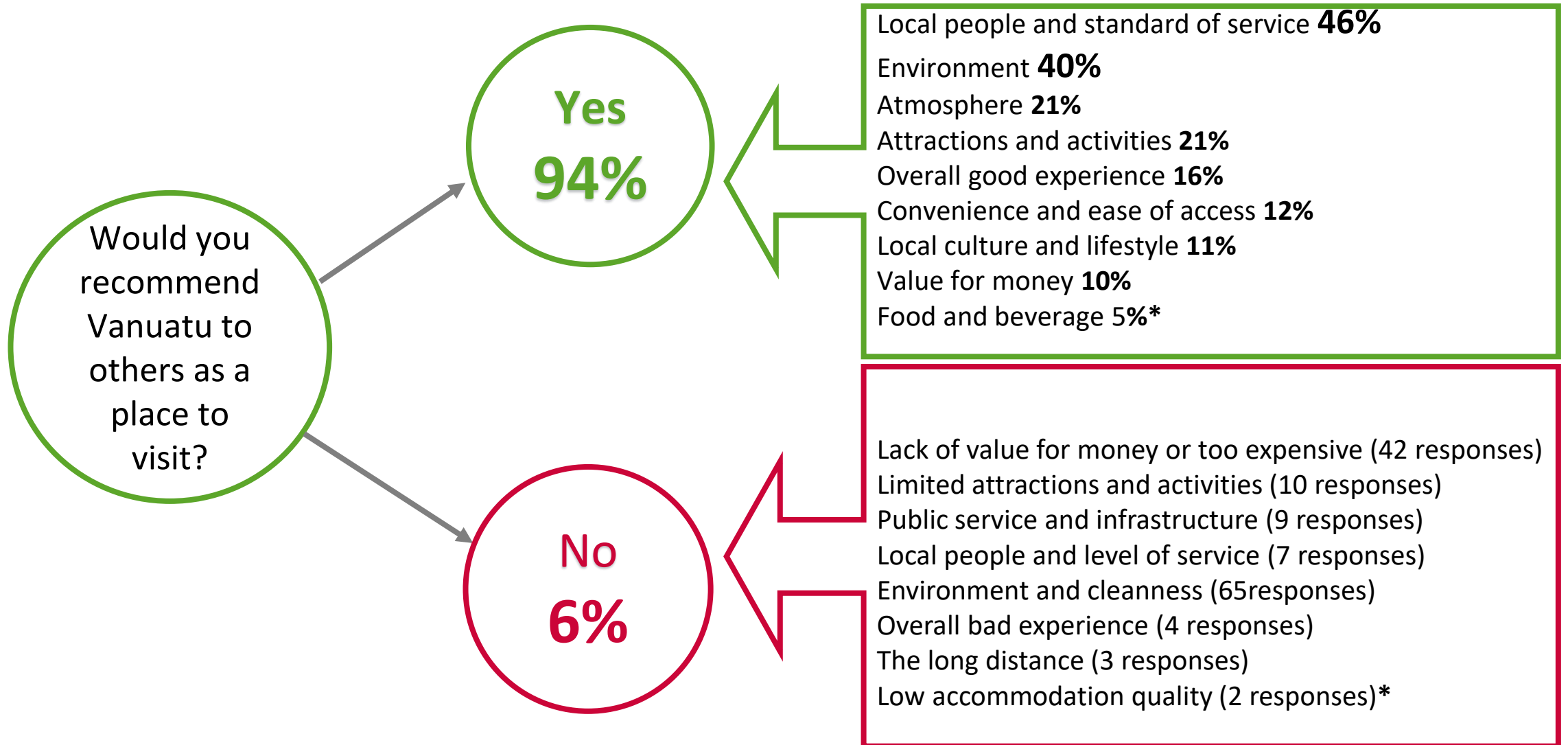
Willingness to Return



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

* Other reasons/Islands have not been included due to low percentages

Willingness to Recommend



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

* Other reasons have not been included due to low percentages

Comparison with Previous July-September Qtr

	Jul - Sep 2018	Jul - Sep 2019
Total number of emails sent	15191	16560
Total number of responses	1565	1899
Conversion rate	10.30%	11.50%
Number of respondents covered	2294	3078
% if all visitors during the period	7	8.4
Australian respondents	New South Wales:41%; Victoria:21%; Queensland:23%	New South Wales:37%; Victoria:31%; Queensland:23%
Average annual household income (US\$)	80397	76505
Main purpose of visit	Holiday:71%; Business:4%; VFR:8%	Holiday:74%; Business:5%; VFR:7%
First time visitors	61%	56%
Mean: length of stay	8.5 nights	8.8 nights
Airlines used for travel	Air Vanuatu:60%; Virgin Australia:23%; Qantas:11%	Air Vanuatu:63%; Virgin Australia:18%; Qantas:11%
Islands visited	Efate:94.7%; Santo:18.2%; Tanna:19.2%	Efate:95.5%; Santo:17.6%; Tanna:17.5%
Total spend whole trip (US\$)	1573	1458

Comparison with Previous July-September Qtr

	Jul - Sep 2018	Jul - Sep 2019
Sources used for planning	Friends/family:44%; Previous Vanuatu visits:29%; Google:21%	Friends/family:39%; Previous Vanuatu visits:34%; Google:20%
Travel purchasing behaviour	Direct with airlines and / or accommodation places: 36%; Through a travel agent store:26%; Through a travel booking website: 24%	Direct with airlines and / or accommodation places: 36%; Through a travel agent store:24%; Through a travel booking website: 27%
Visitor overall satisfaction	83% visitors are satisfied or very satisfied with the trip	84% visitors are satisfied or very satisfied with the trip
Most appealing aspects	Local people: 52.2%; Environment, cleanliness, climate: 30.5%; Activities, attractions and entertainment, events:28.0%	Local people: 47.9%; Environment, cleanliness, climate: 33.0%; Activities, attractions and entertainment, events:28.4%
Least appealing aspects	Public services, facilities and infrastructure: 29.9%; Rubbish, cleanliness and natural environment care:19.0%; Food and beverage:12.7%	Price of goods and services: 17.8%; Public services, facilities and infrastructure:17.5%; Rubbish, cleanliness and natural environment care:17.0%
Suggestions for improvement	Public services and infrastructure: 35.8%; Charges, entrance fees and value for money:10.0%; Food quality and prices:9.8%	Public services and infrastructure: 29.4%; Entertainment, activities, transport:12.5%; Environment (cleanliness, rubbish, nature):11.2%
% who say return	77%	79%
% who say recommend	93%	94%



Thank you

www.nztri.org.nz

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