

# Vanuatu International Visitor Survey

July – September 2018



# Report Structure



# Respondents (Jul – Sep 2018)

Total number of e-mails sent: **15,191**



Conversion  
rate of  
**10.3%**

Total number of responses: **1,565**

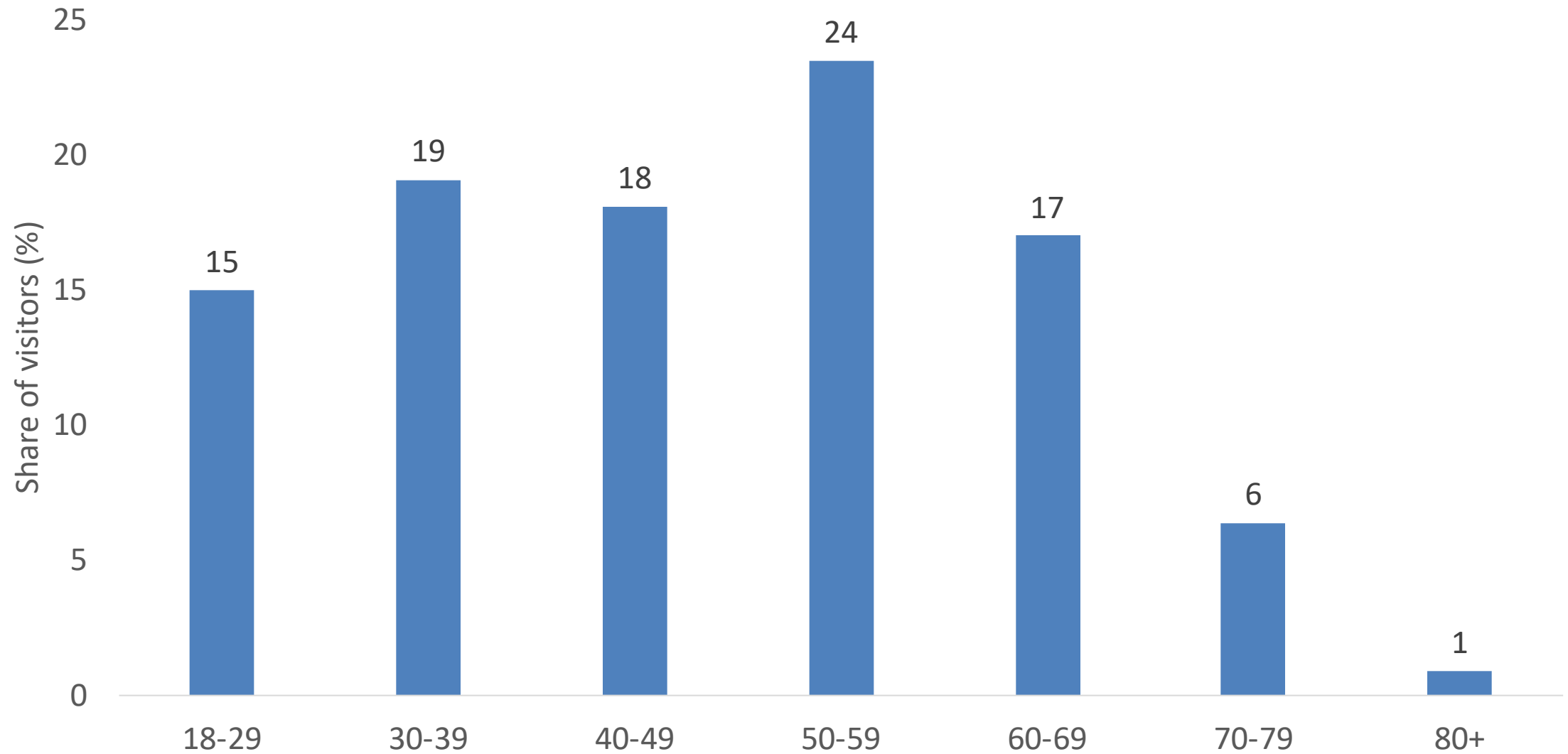


Responses cover a total of  
**1,935 adults** and **359 children**

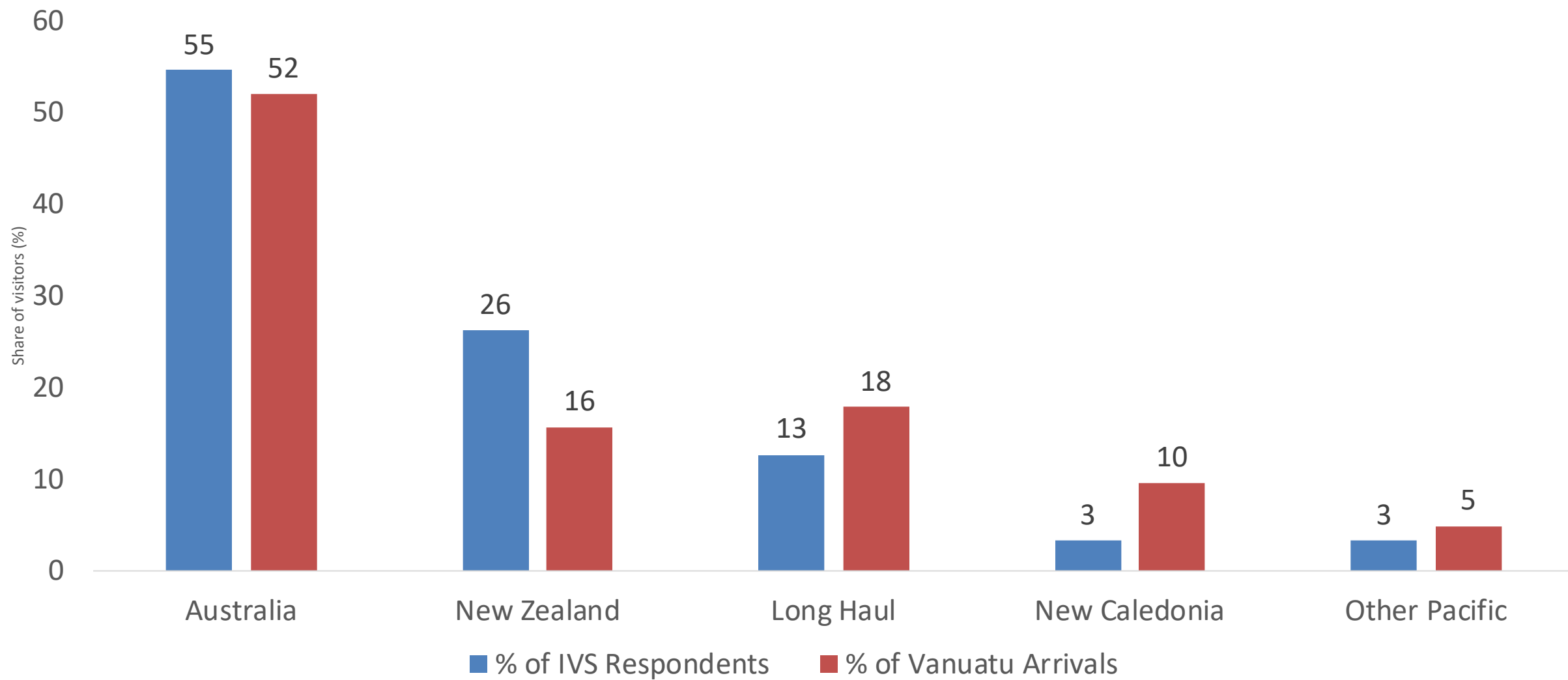


**7%** of all  
visitors during  
the period

# Age

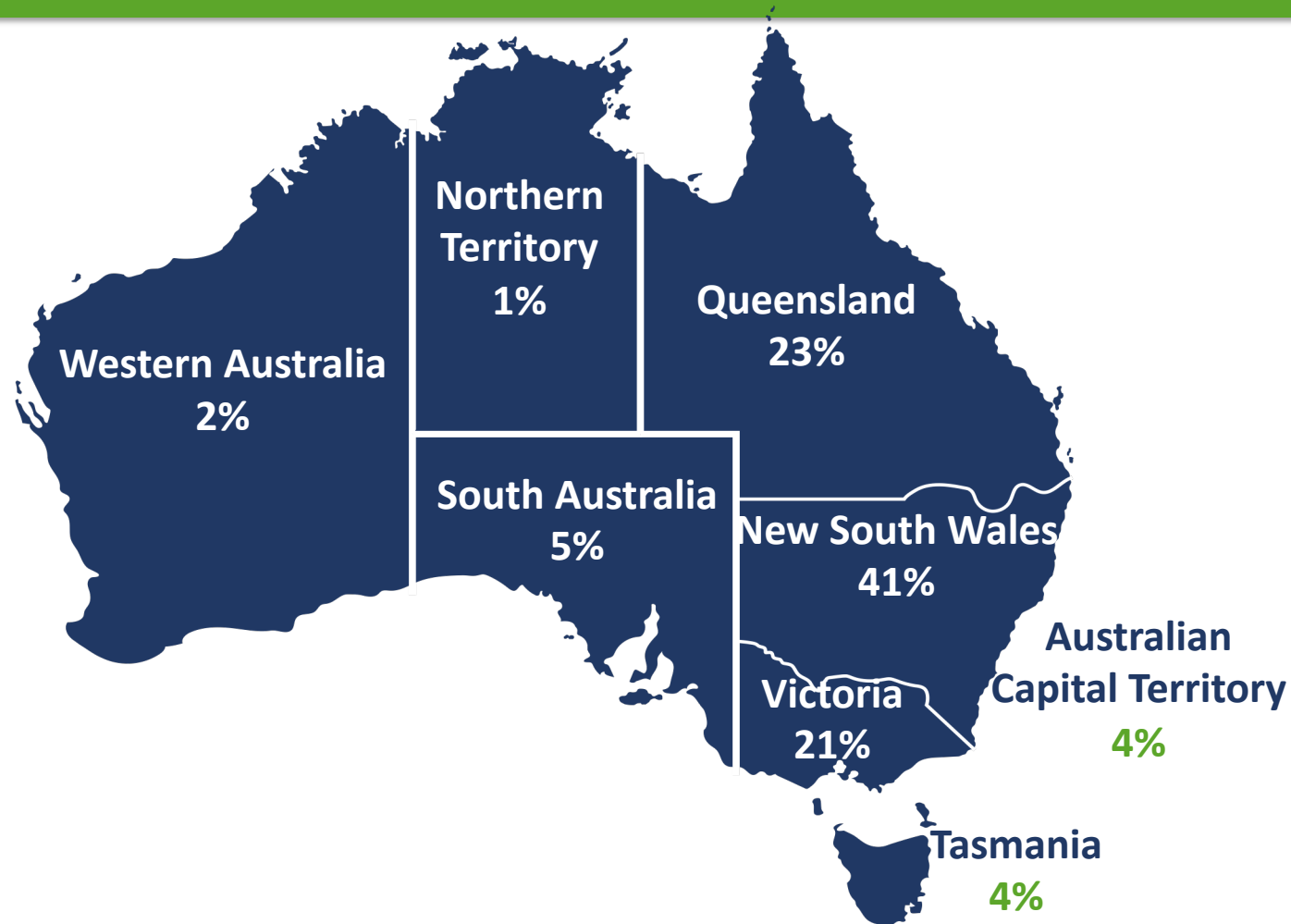


# Country of Origin



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

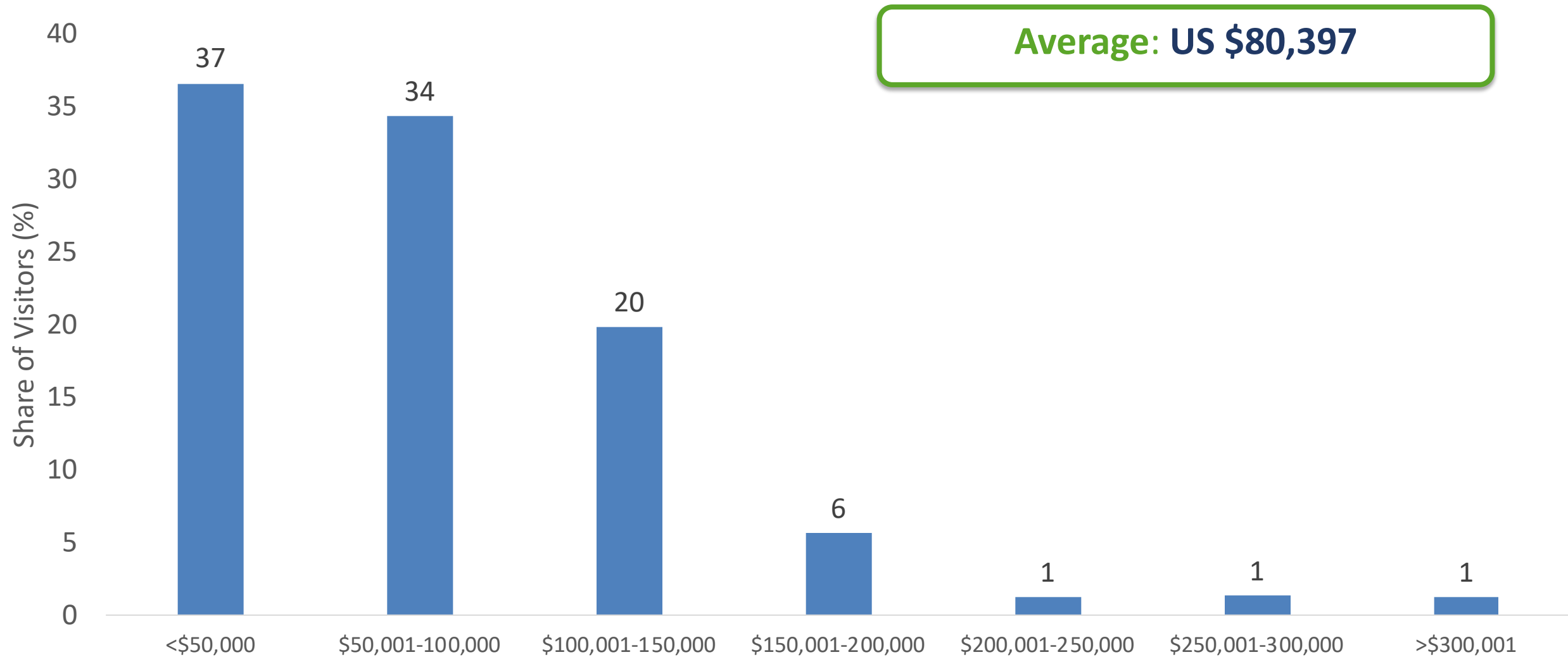
# Australian Respondents - IVS Respondent Data



New South Wales, Queensland and Victoria make up **85%** of all Australian visitor arrivals

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

# Annual Household Income

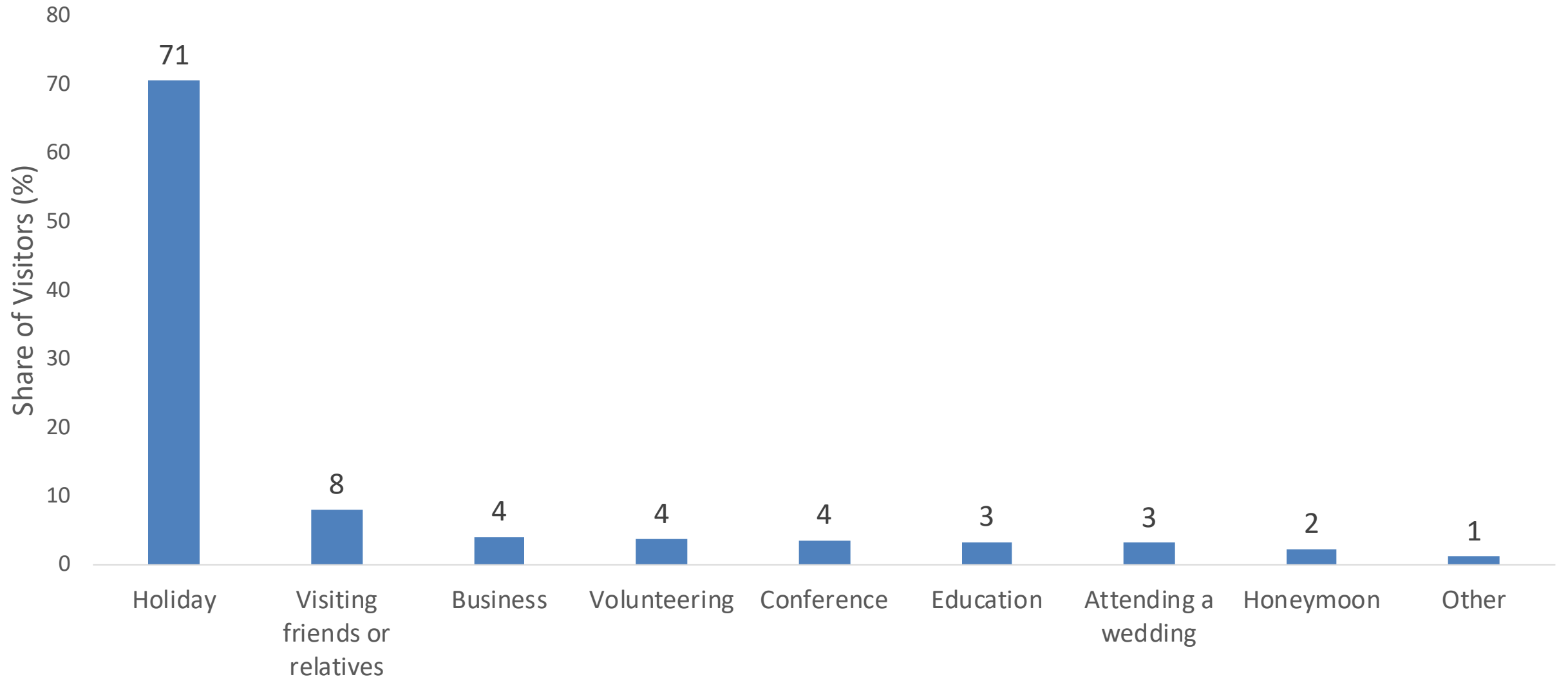


# Report Structure

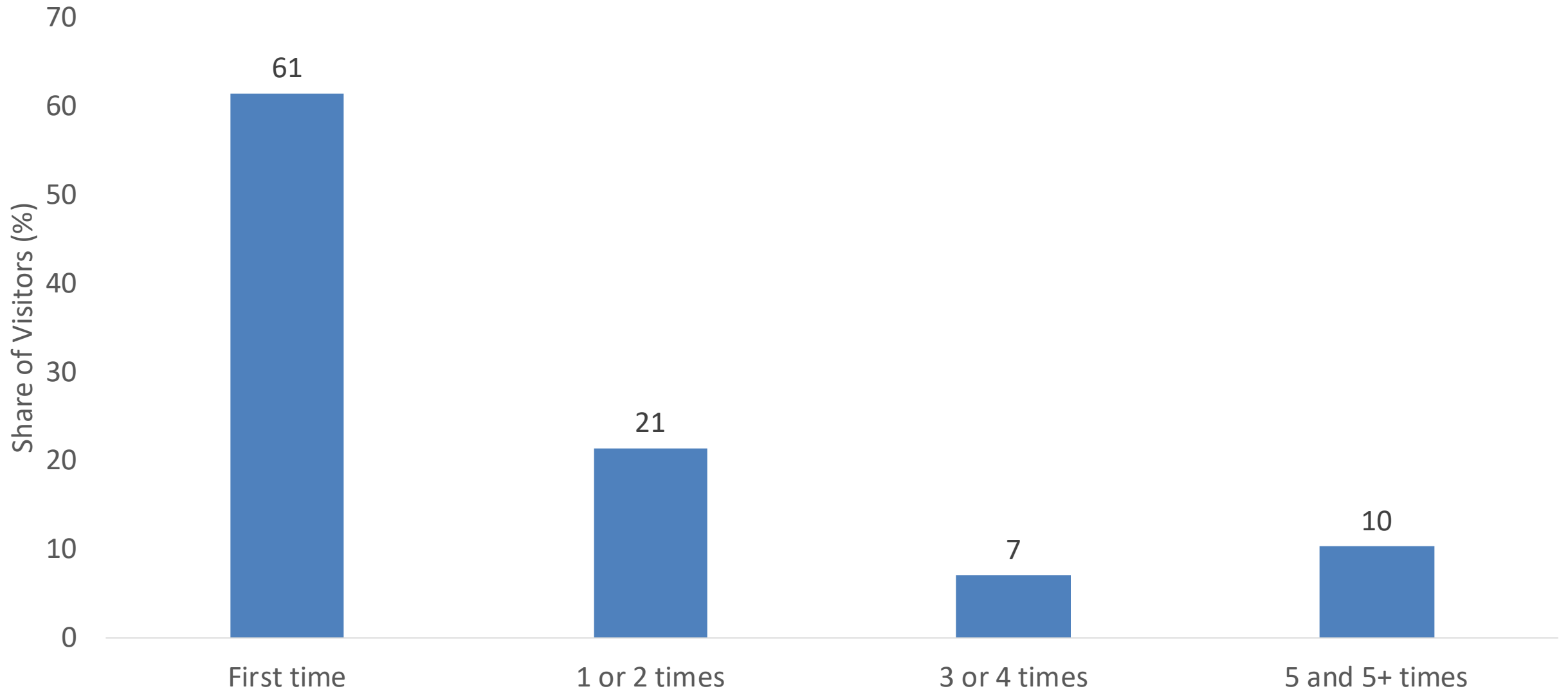




# Main Purpose of Visit

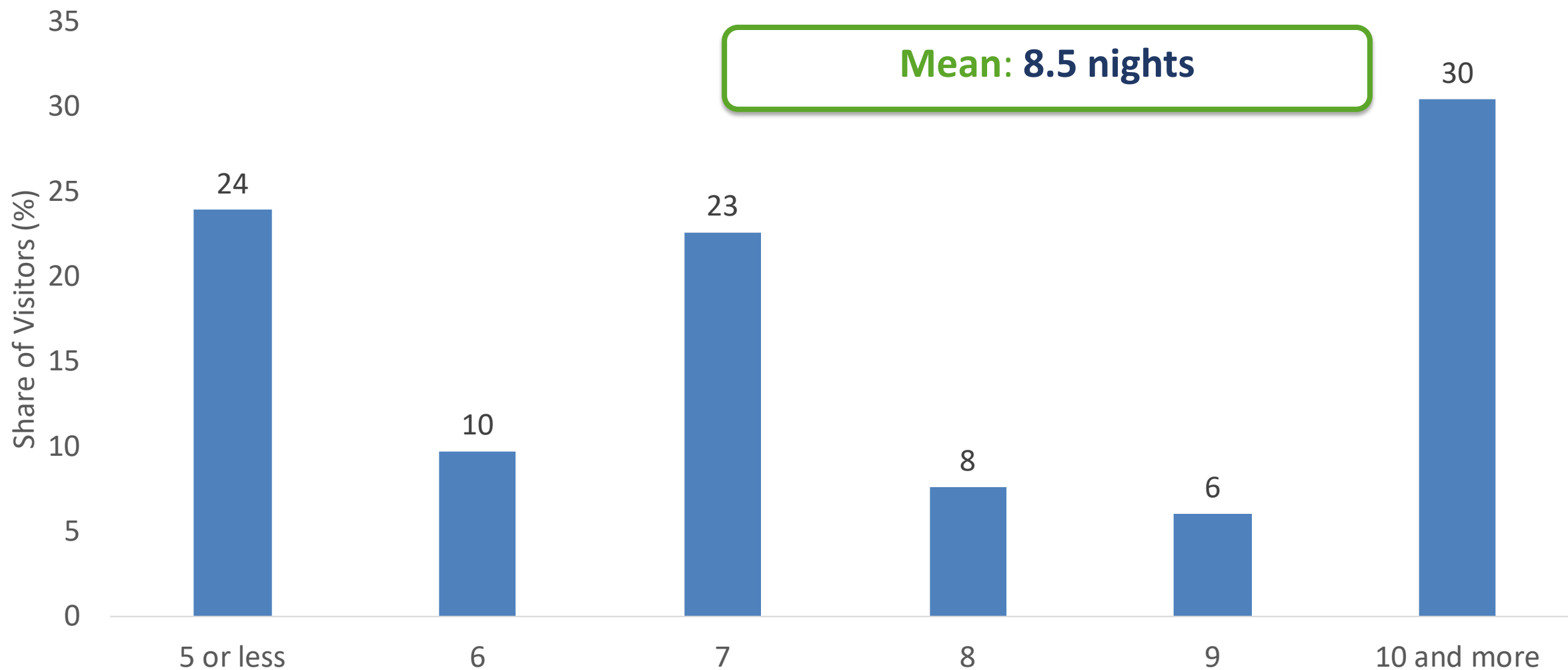


# Previous Visits



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

# Length of Stay (nights)



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

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

# Airlines Used for Travel



*Air Vanuatu*

**60%**



australia

**23%**



**11%\*** (code share)



**8%**

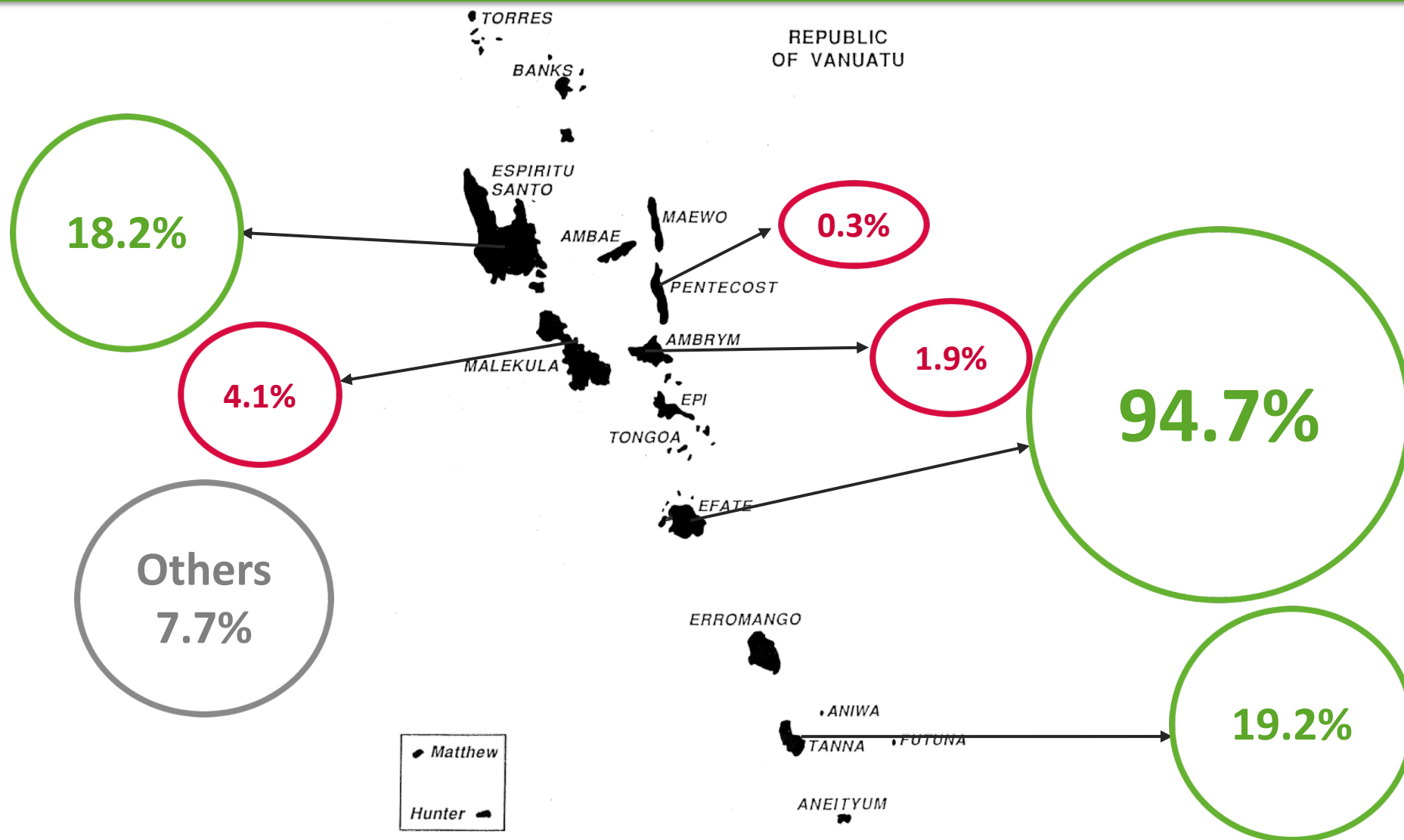


**8%**

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

**5%**

# Islands Visited



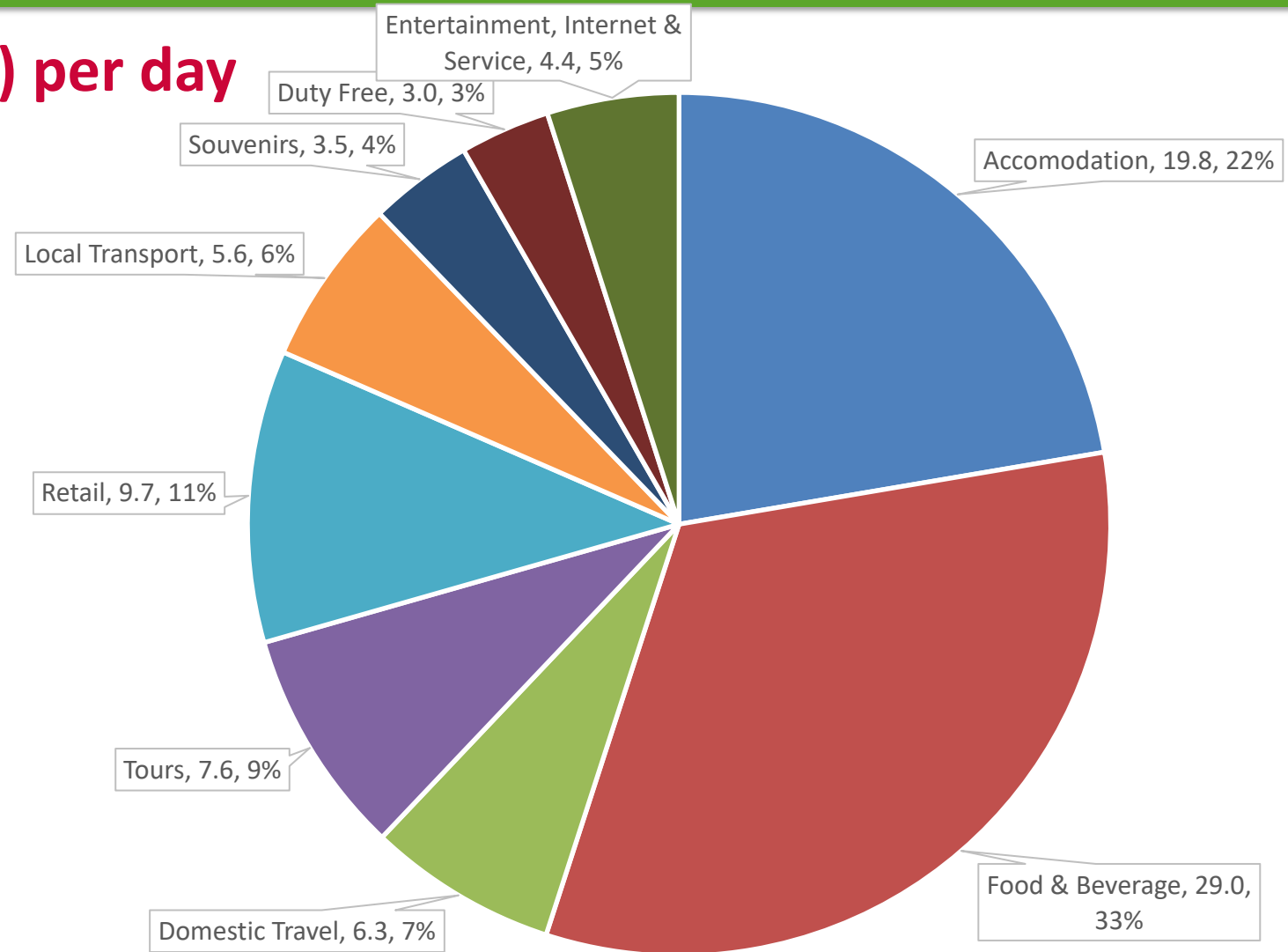
Note: Multiple responses, therefore total does not add up to 100%

# Report Structure



# Average Spend while in Vanuatu per day

**Overall - US\$89 (Vt \$9,923) per day**



# Visitor Expenditure – Per Person and Total

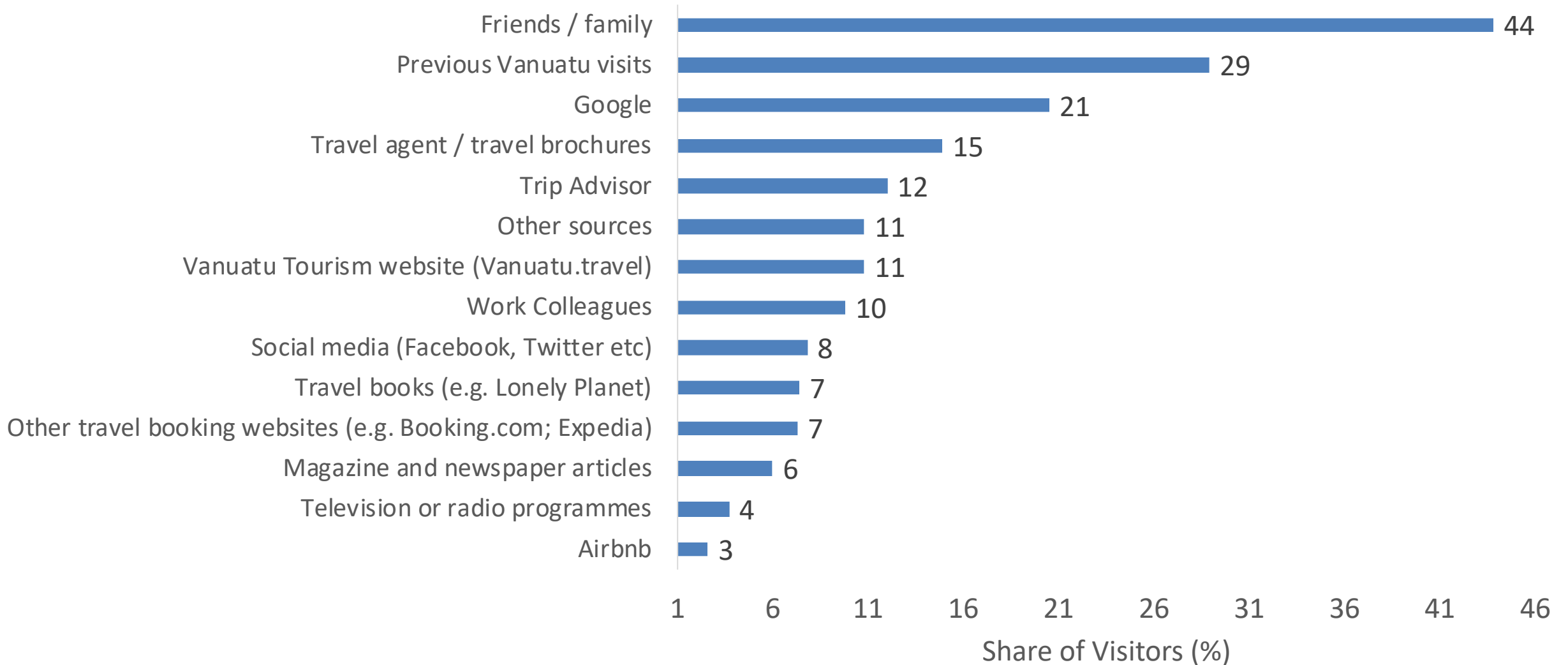
	Pre-Paid Spend flowing into Vanuatu	+	In-country Spend	=	Total Spend
Per Day	US \$96 Vt \$10,704		US \$89 Vt \$9,923		US \$185 Vt \$20,627
Whole Trip	US \$816 Vt \$90,980		US \$757 Vt \$84,402		US \$1,573 Vt \$175,382



# Report Structure



# Sources Used for Planning



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

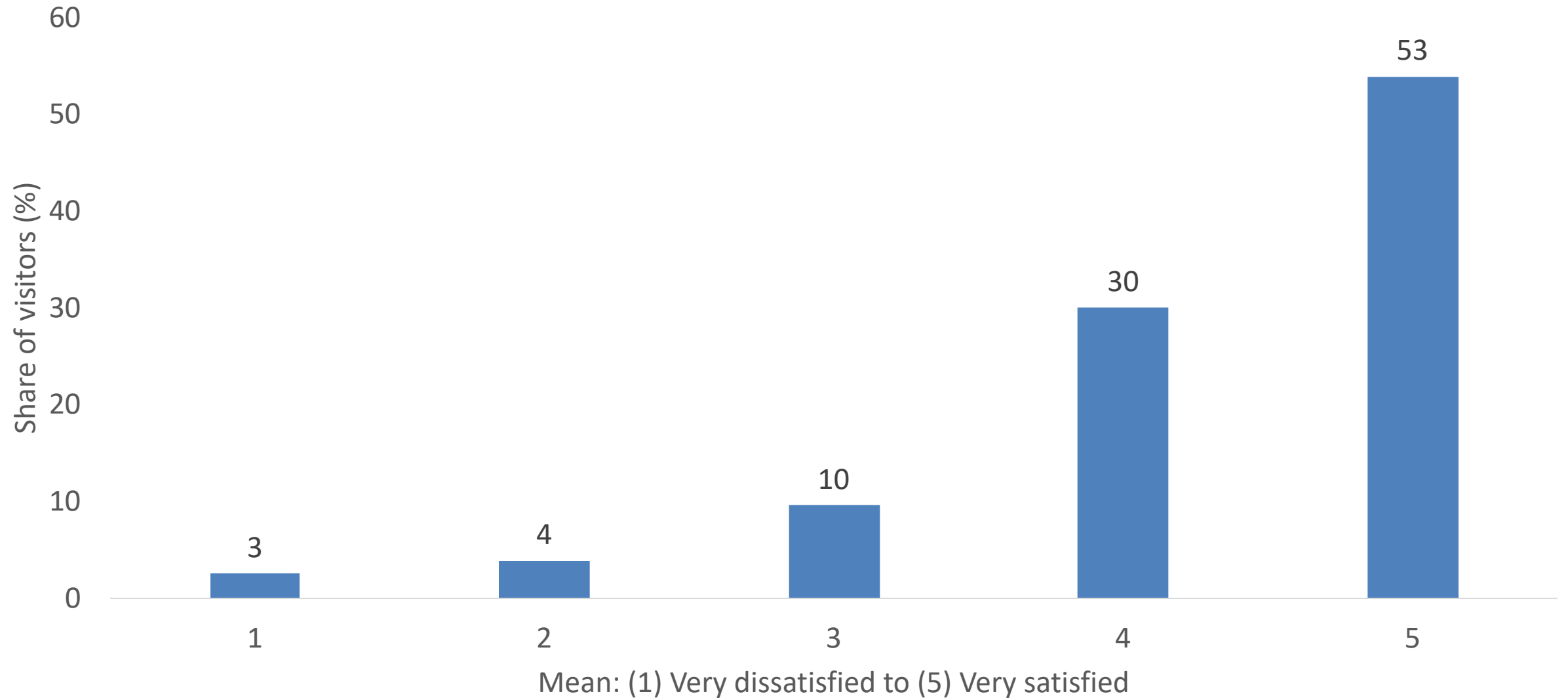
# Travel Purchasing Behaviour



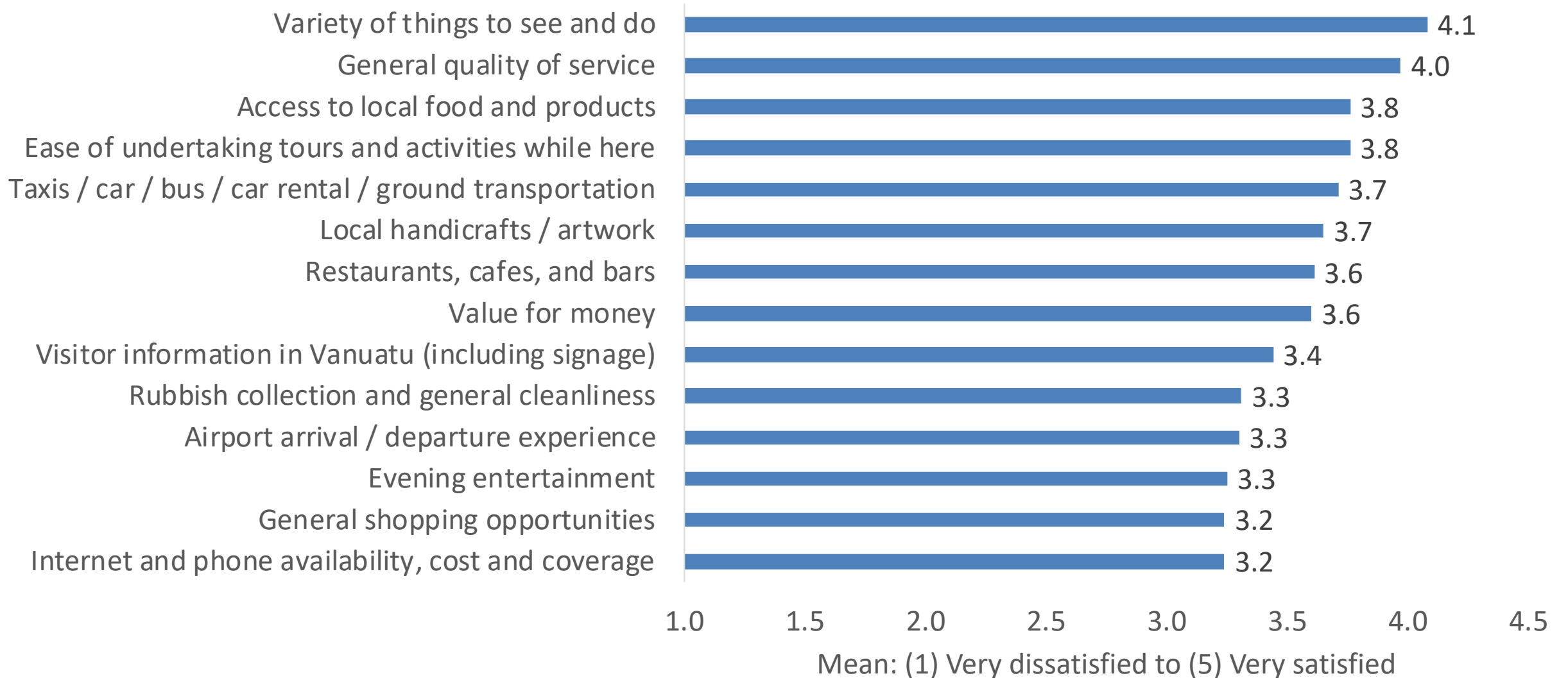
# Report Structure



# Visitor Overall Satisfaction



# Degree of Satisfaction



# Most Appealing Aspects

Theme	Percent
Local people	52.2%
Environment, cleanliness, climate	30.5%
Activities, attractions and entertainment, events	28.0%
Atmosphere	14.9%
Culture and history	7.3%
Food and beverage	5.6%
Accommodation	5.2%
Convenience	4.4%
Level of service	2.5%
New developments	2.2%
Overall good experience	2.2%
Uncommercial	1.6%
Value for money	1.6%
Safety	1.3%

# Most Appealing Aspects of Vanuatu

**"Definitely the friendly people and beautiful beaches. Loved the laid back lifestyle."**

**"The beauty of Tanna Island in the winter with clear sky where I got to see stars and the milky way with my naked eyes. Also the visit to mount Yasur volcano was the life changing experience. It was the first time in my life seeing volcanic eruption. The Yakel village was amazing too."**

**"The Ni Van people are so very friendly. Felt welcome and safe wherever we went. Snorkelling was sensational and the visit to the Tanna Volcano was the absolute highlight.."**

**"Cleanliness of the areas I was in, especially along the waterfront by the hotel."**





# Least Appealing Aspects

Theme	Percent
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	11.3%
Local people and standard of service	9.0%
Flight related issues	8.4%
Social divide and social issues	7.4%
Attractions and activities	7.3%
Shops and the shopping experience	5.6%
Port Vila	5.5%
Accommodation	5.2%
Means of transport	5.1%
Weather	4.9%
Safety-related issues	1.9%
Stray animals, mosquitos and diseases	1.7%
Cruise ships	0.9%
Too touristy	0.9%

# Least Appealing Aspects of Vanuatu

**"Lack of public toilets. Poor roads. Very expensive, especially when eating out. Port Vila was quite dirty and smelly around the food market. Our bathroom at the resort had a bad sewage smell. Could not connect to Wi-Fi at resort and staff were unhelpful in regards to this."**

**"It was too expensive to travel around with a family."**

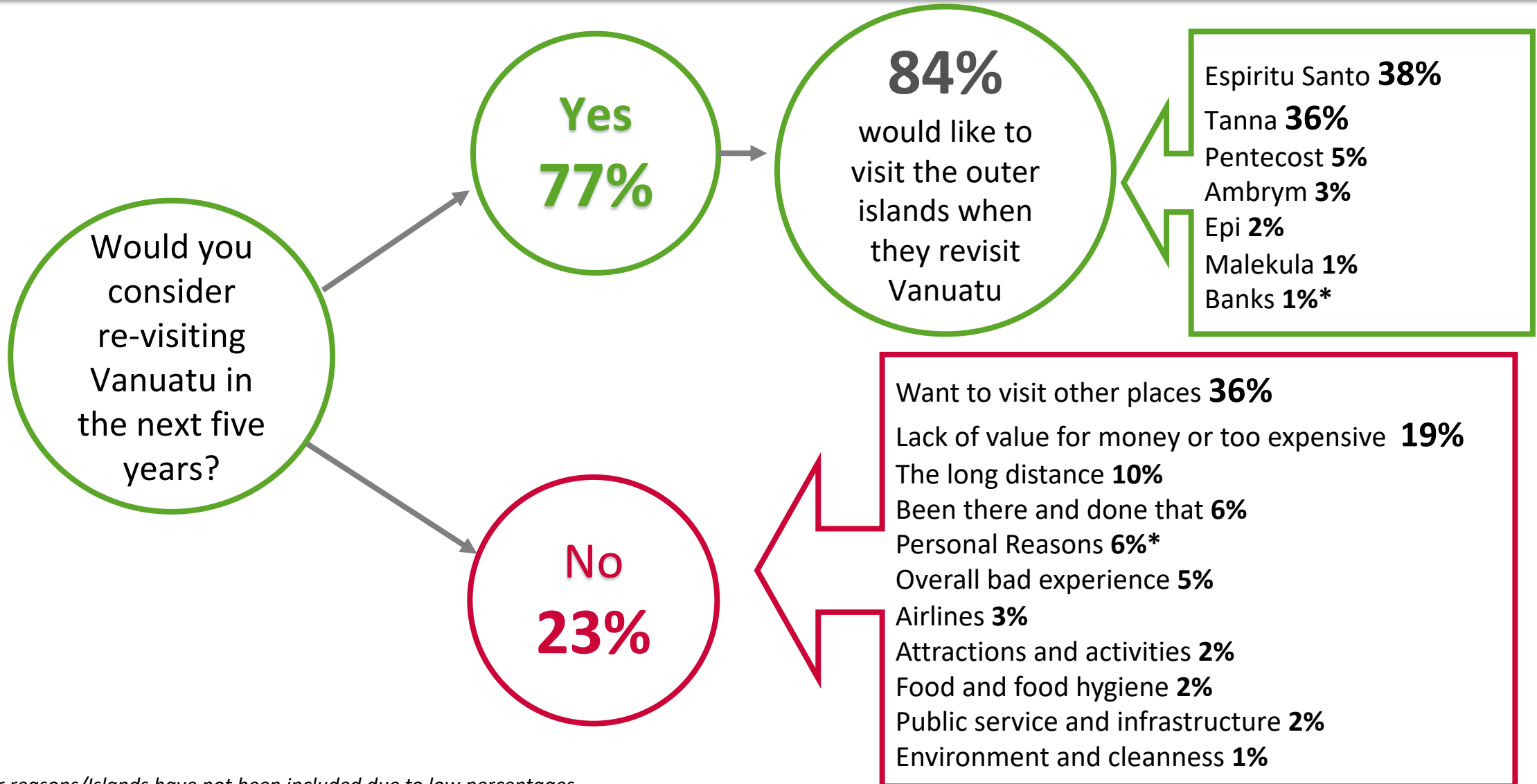
**"It's made very hard to do some excursions on your own without a guided tour, you don't feel welcome as an independent traveller. Service in accommodation definitively needs improvement. Poor breakfast quality."**



# Suggestions for Improvement

Theme	Percent
Public services and infrastructure	35.8%
Charges, entrance fees and value for money	10.0%
Food quality and prices	9.8%
Entertainment, activities and transport	8.0%
Accommodation	7.9%
Environment (cleanness, rubbish and nature)	7.6%
Flight related issues	7.4%
Weather	4.6%
Local people and standards of service	4.2%
Social issues	2.1%
Shopping experience	2.1%
Safety	0.8%
Sickness	0.7%
Stray and endangered animals	0.6%

# Willingness to Return



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

# Willingness to Recommend



*\* Other reasons have not been included due to low percentages*





[www.nztri.org.nz](http://www.nztri.org.nz)

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