



**SAMOA INTERNATIONAL VISITOR SURVEY**

# **IVS SNAPSHOTS, COVID RESPONSES and COMPARISONS**

**August – October 2022  
International Visitors**

# Background

- The Pacific Tourism Data Initiative (PTDI) team would like to acknowledge the Samoa Tourism Authority (special mention to Kitiona Pogi, Dwayne Bentley, Werner Tuatagaloa and the broader email collection and processing team) and Samoa Immigration for their support in this ongoing research.
- The Samoa border was reopened in August 2022. The August – October 2022 Samoa International Visitor Survey (IVS) data set is analysed to help us understand the international visitors' profile and their spending since the border re-opened.
- There is a total of 751 respondents in the August – October 2022 Samoa IVS data set. Within these 751 respondents, 62% of respondents (n=463) only visited Upolu, labelled “Upolu Only”; 25% of respondents (n=184) visited either only Savai'i or Savai'i and other places, which is labelled “Savai'i”.
- The IVS snapshot includes: (1) the comparison between August – October 2022 IVS results and 2019 IVS annual results; (2) COVID responses; (3) indicative quotes from November – December 2022 IVS dataset; and (4) the comparison between the “Upolu Only” group and the “Savai'i” group.
- Data have been weighted based on actual arrivals by country of residence over the same time period. This ensures that results are representative of all visitor arrivals, thereby ensuring that over-sampled or under-sampled countries of residence are adjusted accordingly.



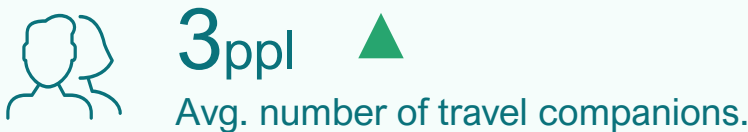
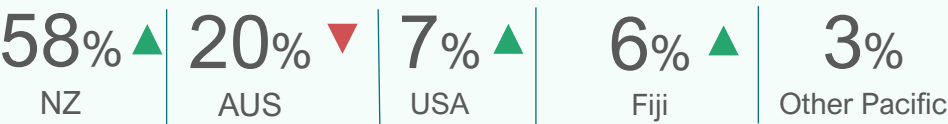
IVS SNAPSHOTS

# KEY INDICATORS COMPARISONS

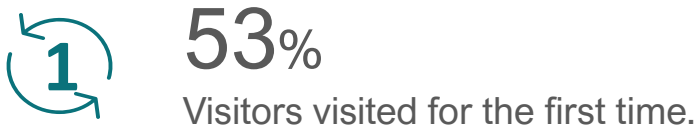
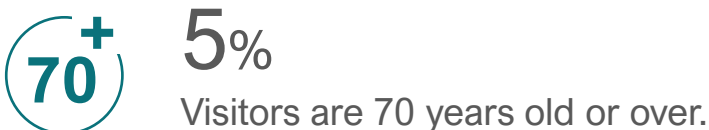
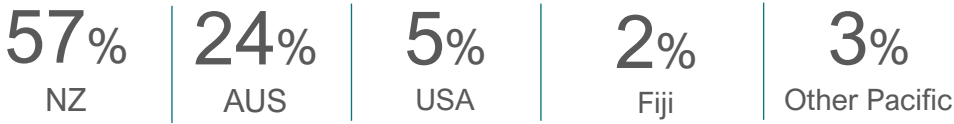
AUG to OCT 2022 vs. 2019 Annual



# Aug to Oct 2022



# 2019 Annual



Note: Only the result of Country of Origin is unweighted.

# Aug to Oct 2022



## PURPOSE OF VISIT



4.4/5

Overall, visitors are very satisfied.



94% ▼

Visitors are willing to recommend.



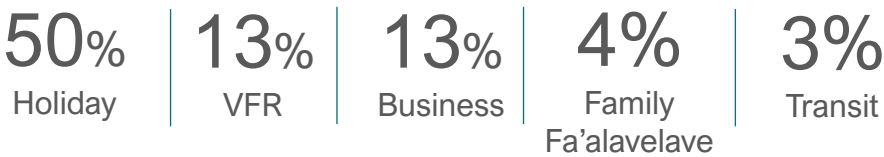
94% ▲

Visitors are willing to return.

# 2019 Annual



## PURPOSE OF VISIT



4.4/5

Overall, visitors are very satisfied.



95%

Visitors are willing to recommend.



91%

Visitors are willing to return.

# Aug to Oct 2022



PREPAID  
EXPENDITURE



IN-COUNTRY  
SPEND

**NZ\$1,853/SAT\$3,104**  
Prepaid per trip

**NZ\$129/SAT\$216**  
In-country spend per day

55%

Flowing into local  
economy rate



x **10.8** nights  
Average length of stay

**NZ\$1,019/SAT\$1,707**  
Prepaid per trip

**NZ\$1,393/SAT\$2,334**  
In-country spend per trip



TOTAL  
ECONOMIC  
IMPACT

**NZ\$2,412/SAT\$4,041** per trip ▲  
**NZ\$223/SAT\$373** per day ▲

# 2019 Annual



PREPAID  
EXPENDITURE



IN-COUNTRY  
SPEND

**NZ\$1,466/SAT\$2,587**  
Prepaid per trip

**NZ\$92/SAT\$162**  
In-country spend per day

55%

Flowing into local  
economy rate



x **8.5** nights  
Average length of stay

**NZ\$806/SAT1,423**  
Prepaid per trip

**NZ\$782/SAT\$1,377**  
In-country spend per trip

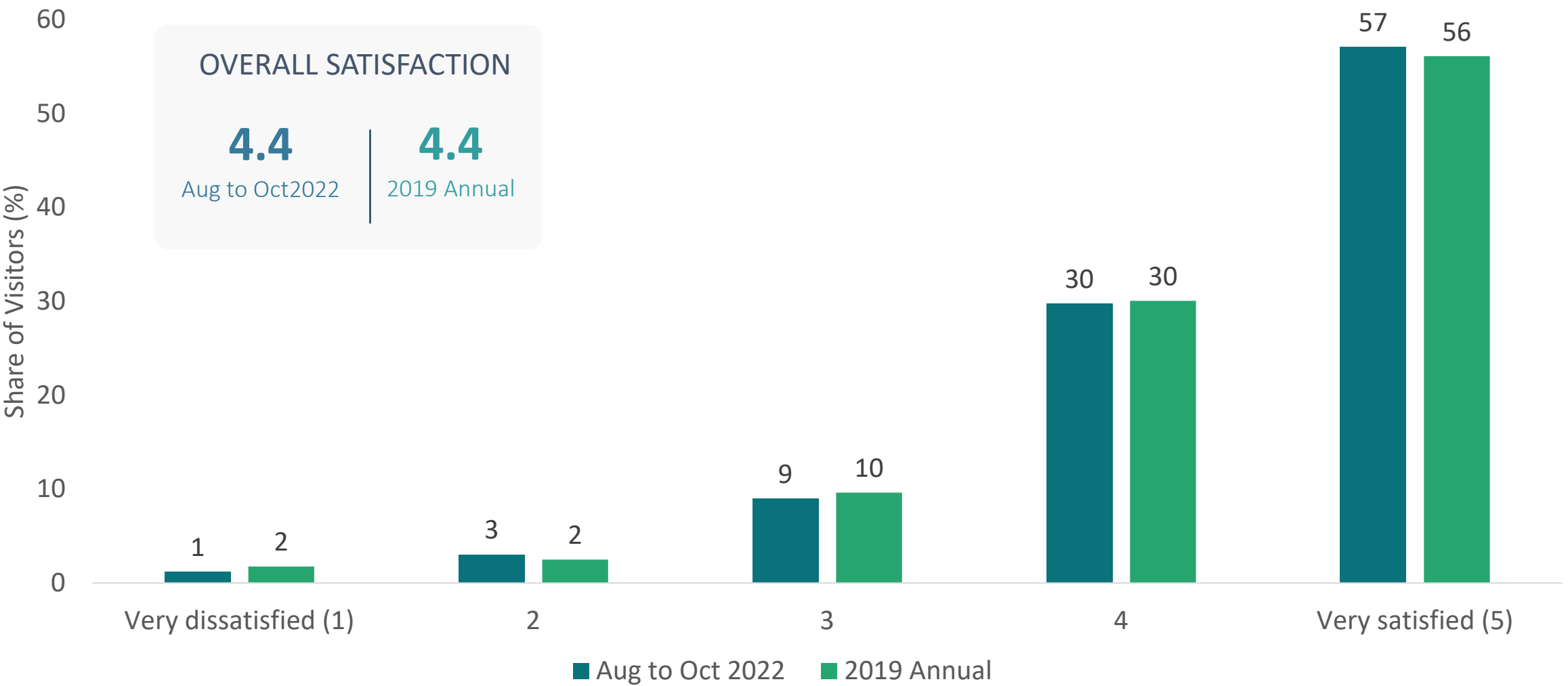


TOTAL  
ECONOMIC  
IMPACT

**NZ\$1,588/SAT\$2,800** per trip  
**NZ\$187/SAT\$330** per day

Note: Currency transfer based on the average of the period.

There are consistent rates of “satisfied” and “very satisfied” visitors from the Aug to Oct 2022 period compared with the previous pre-covid period (2019 Annual).

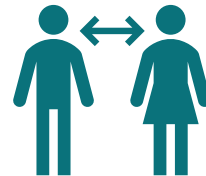




COVID BULLETIN

# COVID RESPONSES AND COMMENTS

AUG to OCT 2022 vs. 2019 Annual

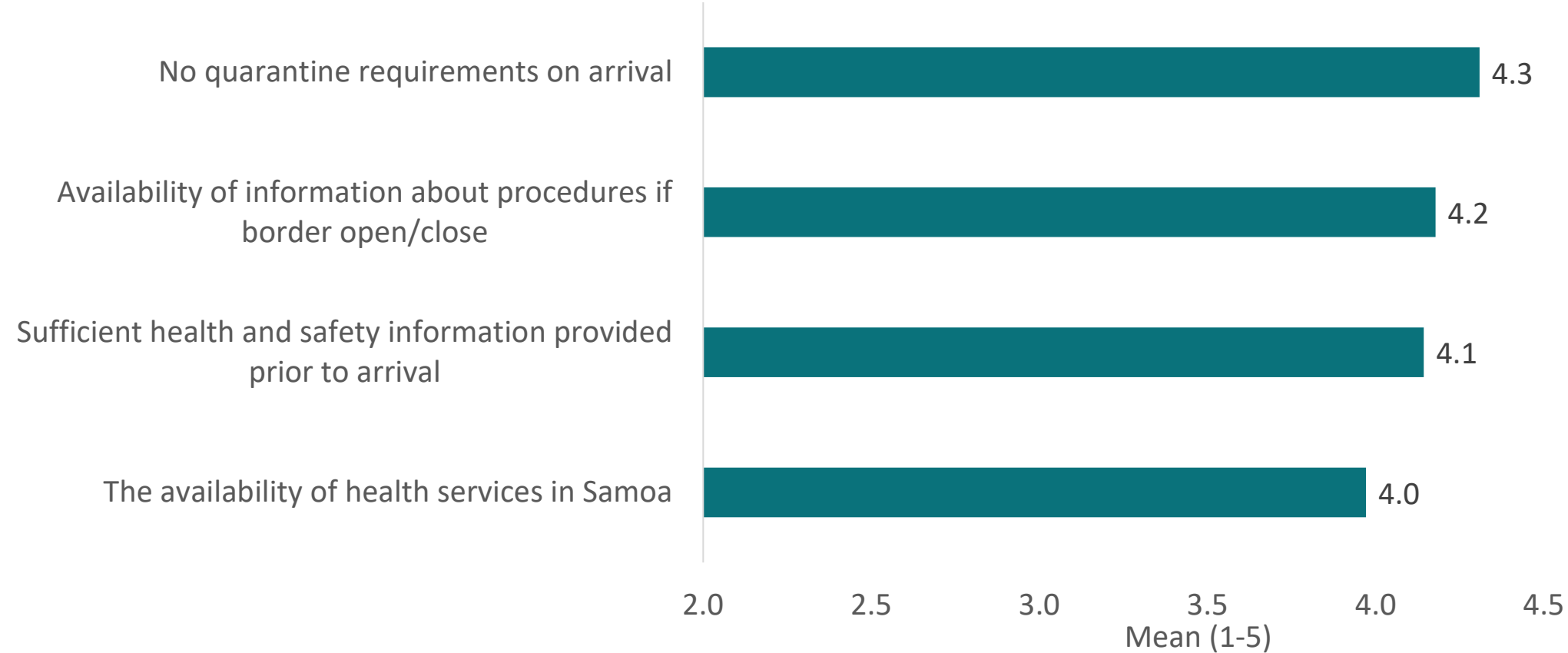


*Note: Total IVS Aug - Oct responses N=751.  
Analysis based on weighted.*



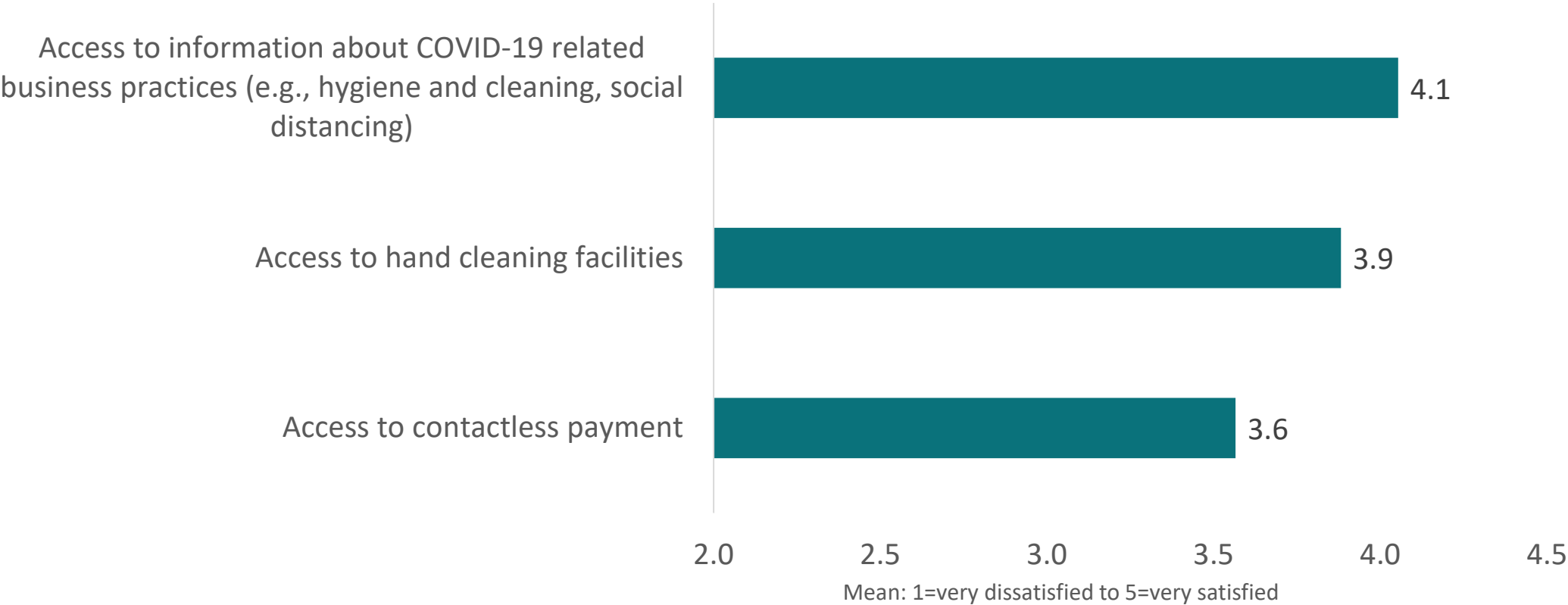
# No quarantine requirement tends to be the most important COVID related factor in the decision to travel to Samoa

**Q** How important were the following factors in your decision to travel to Samoa?



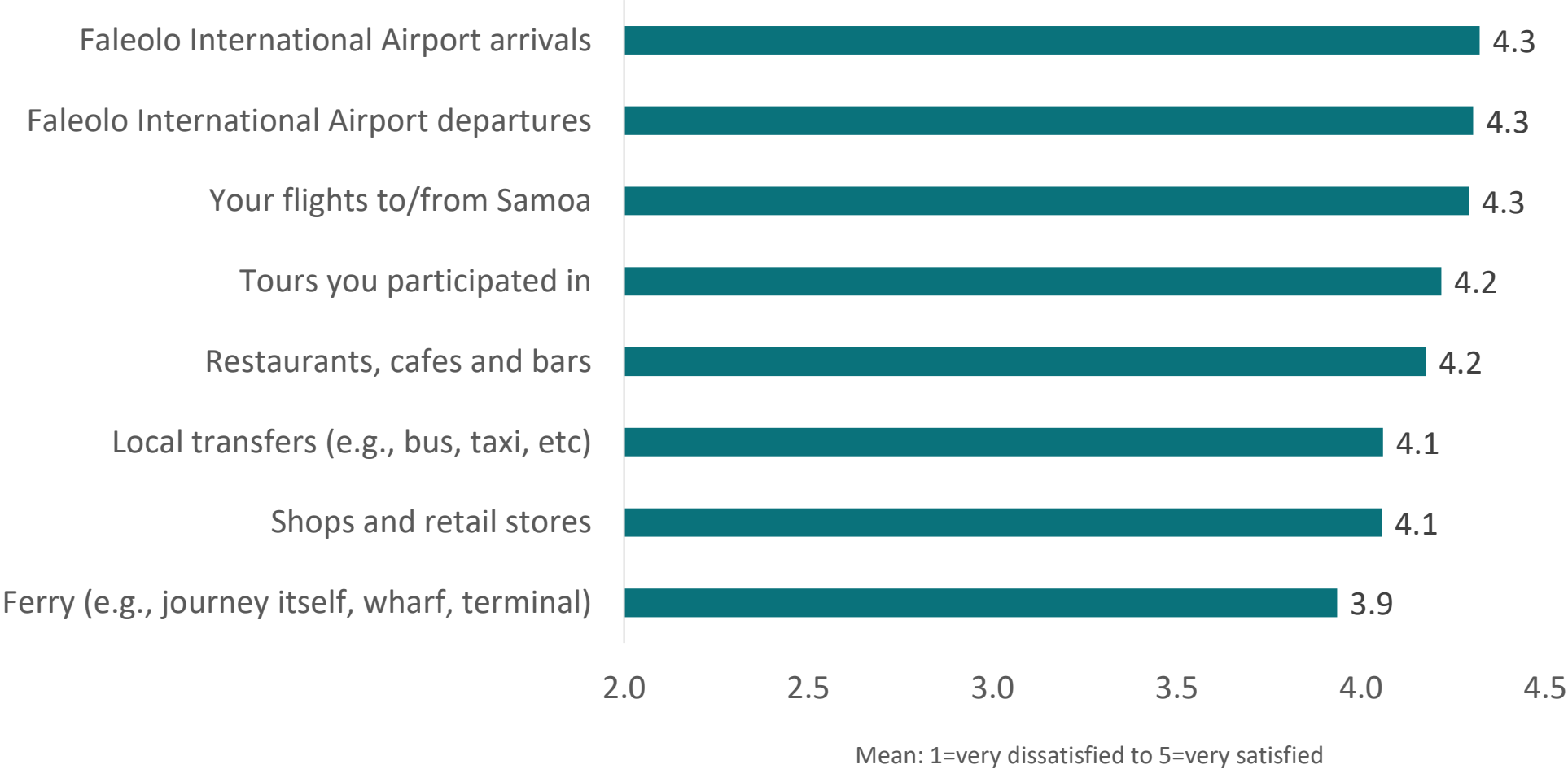
# Visitors are satisfied with the ease of access to information about COVID-19 related business practices

**Q** Satisfaction with COVID practices

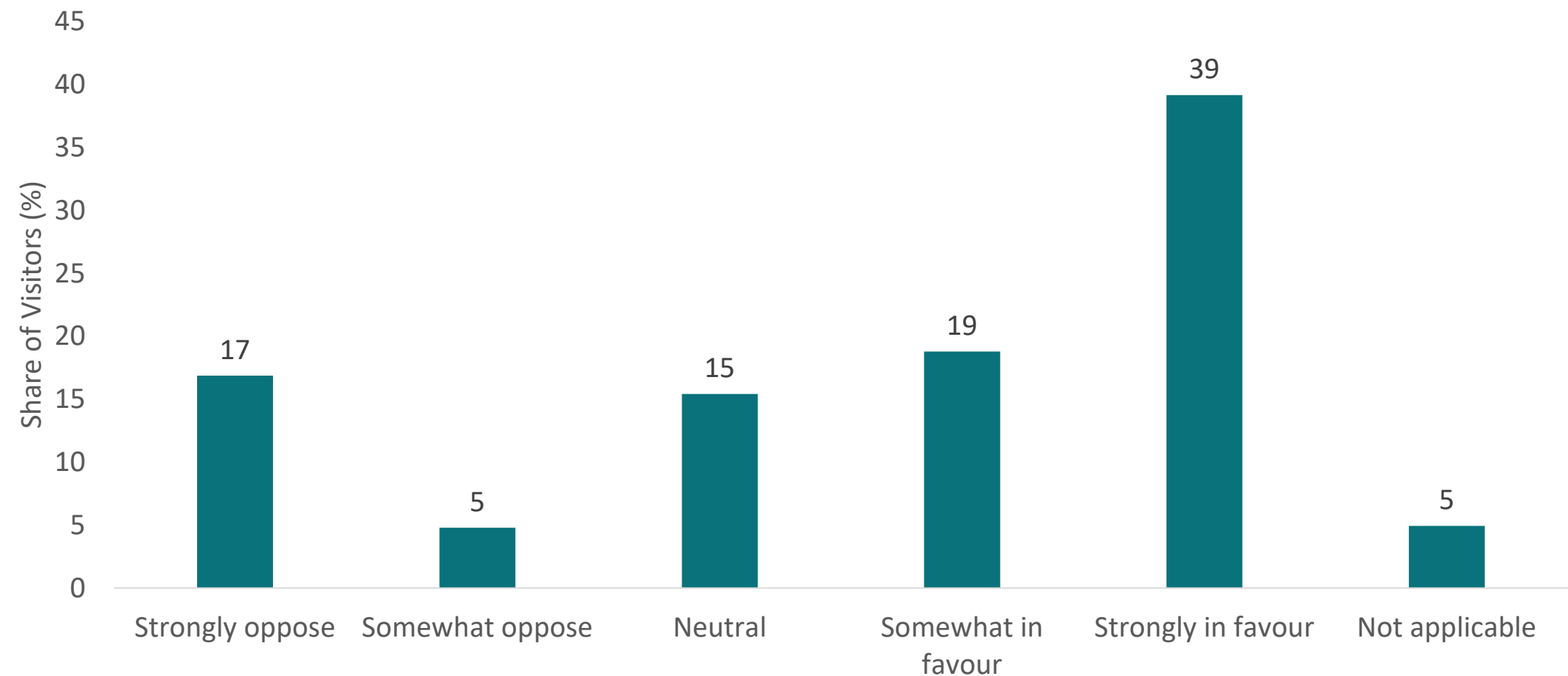


# Visitors are generally satisfied with health and safety measures in different settings in Samoa

## Q Satisfaction with Health and Safety Measures



Nearly two in five respondents (39%) are “Strongly in favour” of the proposed 20 Tala levy to be added to the departure fee and included in the air ticket

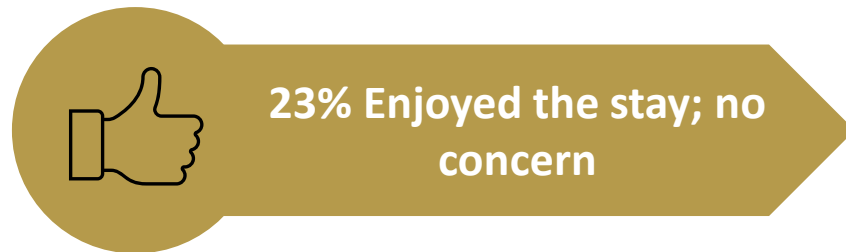
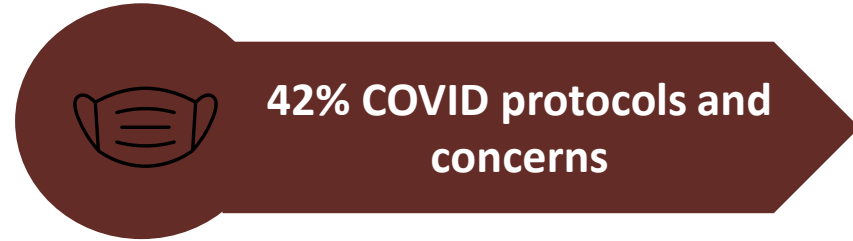




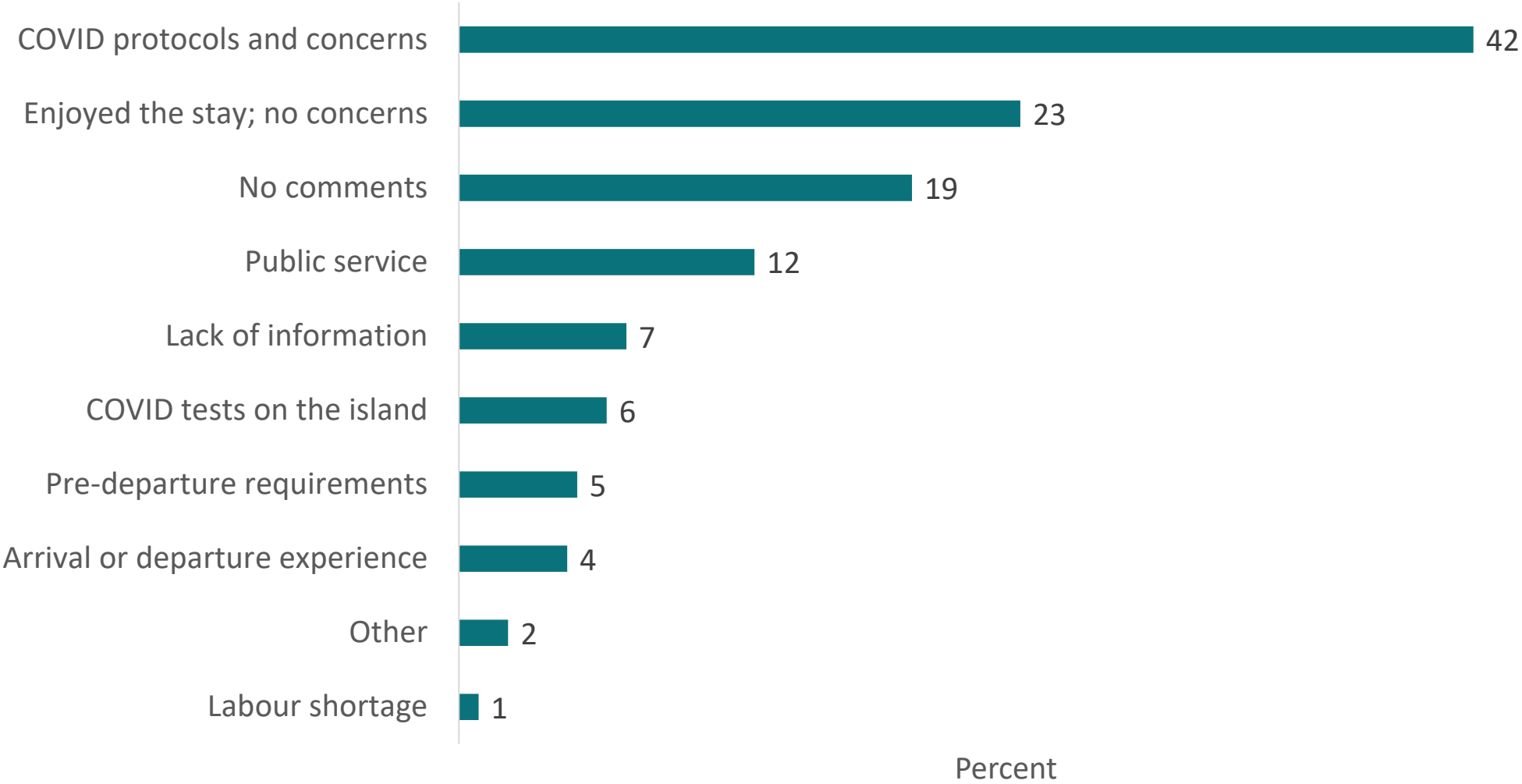
## COVID comments

- A total of 247 respondents in the Aug-Oct 2022 IVS dataset provided further comments about their perception of COVID-19 related management during their time in Samoa. Within these 247 respondents, 19% of respondents had no comments regarding COVID in Samoa.

# COVID comments



# COVID comments



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

## COVID protocols and concerns (42%)



- **Positive**

- “Everything was perfect in terms of services provided directly for COVID 19...The pre-departure information of what Samoa expected from each passenger that would arrive in Samoa was really helpful.”
- “I felt safe travelling around the island with a mask on buses and in busy areas. Great safety precautions having only the fully vaccinated people to visit etc. So Samoa keep safe!”
- “Great health measures implemented my Ministry of Health in regards to COVID-19 protocol.”

*To be continued*



## COVID protocols and concerns (42%)



- **Negative**

- “...Some of the rules regarding covid testing were confusing & costs us NZ\$400 just for tests alone only to arrive in Samoa & find out others only provided results from a RATs test that was NZ\$50. The inconsistency of valid information was annoyingly hard to find.”
- “The day 2 test is unnecessary when an expensive pre-departure test is required anyway. Such measures seem redundant when Samoa is so highly vaccinated.”
- “People were not wearing masks and there was no social distancing. Hand sanitizers not available in shops/banks/restaurants etc.”
- “Requiring COVID test within 3 days of arrival and paperwork required to travel is restrictive and needing a supervised test before departure is definitely a very large negative being costly and restrictive”

## Enjoyed the stay; no concerns (23%)



- “Great to have Samoa back open.”
- “ Samoa is recovering and so is the world. It will return back to it’s normal self until then the best people can do is be patient and support local businesses. ”
- “ Love Samoa, can't wait to go back. ”
- “ Extremely satisfied. ”
- “ I didn’t really have any issues with the Covid measures and precautions it was all under control thanks. ”
- “ We felt safe and protected. ”
- “ The best place for a relaxing holiday. ”
- “ Beautiful Samoa is BACK. Keep improving. ”
- “ I really enjoyed my trip to Samoa. ”

## Public service (12%)



- **Positive**
- “Well organized the front line workers and staff.”
- “The check-up at the hospital on the third day since we arrived was great, it was easy to find because of good information, and it was advised by the health workers at the airport. It was great seeing all of them in all their COVID uniforms helping us with the right papers to fill and the information helped a lot.”
- “Health officials are very good right from the airport and they manage the visitors well.”
- “Great and accessible medical care while ill.”

*To be continued*

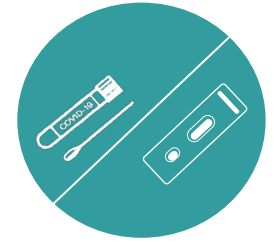
## Public service (12%)



- **Negative**
- “The healthcare workers who took our RAT tests did not swab all the way up the nostril. Instead just swabbed around the nostril hole. My concern is that the readings may be incorrect and there be people who are positive Covid entering our beloved country and risk the health of the people of Samoa.”
- “Health Workers must treat everyone equally, not only just returning Samoans but all visitors. An incident upon our arrival, a few Samoan returning passengers were cutting through the lines and were processed by the Health Workers while all other passengers were waiting in line.”
- “More health centres needed in Samoa for testing.”



## Other comments related to COVID



- “I think that you struck the right balance at the time we visited of protecting your people while also safely welcoming visitors...”
- “I didn’t really have any issues with the Covid measures and precautions it was all under control thanks.”
- “We didn’t know if we had to test for Covid for immigration to Samoa. Please switch to an easy short accessible governmental page like a homepage.”
- “Clear signs outside stores. More information needed about 3-day Covid check - costs etc and locations.”
- “They cancelled the need to test the day we arrived. Many visitors on our flight were upset about how much they spent testing to have it cancelled.”
- “The process of showing vaccination certificates etc to airport staff was smooth and easy. All experiences at Faleolo airport was really good.”
- “The arrival process at the international airport was very unorganized and could be streamlined significantly.”
- “... Did not have its procedures in place and many of our requests went unanswered or were not completed e.g. new beach towel, or bathroom towel etc. I realise they were starting up and had been short of suitable trained staff but it was frustrating and annoying at times.”

## Nov to Dec 2022 IVS Dataset:

### COVID protocols - Positive



“Good to see Samoa **protecting** their people from Covid-19.”

“Appreciated **hand sanitizer** and so many things outdoors! I still wore mask inside and a few people asked me why (in a nice way). “

“Very well done, **information** are very well written and understood. **Health protocol** and procedures are amazingly done. **Safety of visitors** were indeed prioritized. “

“I was satisfied with the actions of the people of Samoa towards **covid awareness and precaution.**”

“I saw most of the people in Samoa were **followed the rules and guidelines** on how to protect Samoa from Covid by using hand sanitizer, cover their mouth when they cough.”

“...Your government appears to have managed the pandemic as well as could be expected. I travel to Samoa for my work and I was satisfied that the COVID situation was being **well managed...**”

## Nov to Dec 2022 IVS Dataset:

### Enjoyed the stay; no concerns



“A **safe** environment each day.”

“Felt **safe** the whole time.”

“No everything was **under control**.”

“No concerns. Grateful there was **no need to worry** about Covid.”

“COVID-19 wasn’t a worry for me and my family we felt **safe** and didn’t feel like there was COVID-19 plus everyone just knew what to do when it comes to being clean and keeping them self from not getting sick.”

“We felt **safe** wherever we went because ourselves and our locals took every **precautions to be safe** around others in the community and at home. Thank you.”

## Nov to Dec 2022 IVS Dataset:

### COVID protocols and concerns - Negative



“A lot of shops did not have access to **hand sanitizer** or **contactless payment**.”

“The only concern I had when in Samoa is not having any access to **hand sanitisers** when entering a restaurant or a shop.”



“Glad I didn't catch it whilst here. Nobody **wears masks** despite sneezing or obviously having flu symptoms. No **social distancing**.”

“They need to be more up to date with covid need more people to **wear masks** and more places to **wash your hands or sanitizer** available.”



“A lot of people did not adhere to **wearing masks**. **Covid tracer** not as effective.”

“Not many **contactless payment** options available. Should require people to **wear mask** between AM Samoa and Apia vise versa when flying on those small planes. People were coughing the entire trip over to Apia. Just a thought.”



“I caught COVID in Samoa - I suspect on my last day . There was very little apparent **awareness of risk or protective measures** . **Zero use of masks**.”

“There was more that could have been done for **Covid 19 protocols** to have made it safer for both tourists and locals  
Protocols not very **visible**.”



## Nov to Dec 2022 IVS Dataset:

### No restrictions; easy to travel - Positive



“Very happy that there's **no travel restrictions** due to covid.”

“Delighted to travel with **no COVID restrictions**.”

“Since the **borders are open freely**, I have seen less Covid restrictions which is easier for travelers to move around.”

“I had no concerns about Covid 19. I appreciate that everyone has gone on with their lives and that this island is **open for travel** and has **no restrictions**.”

“**No mask** made it easier to shop, talk, move around, see some smiles.”

“So glad **all restrictions** for Samoa were **opened** in time for our unplanned trip. We had travel insurance in case needed. Good to see Samoa still encouraging its people to have high level of public awareness but at the end of the day it's an individual responsibility to their loved ones.”

“I was satisfied with everything COVID wise , we stayed up to date with travel procedures and made sure we **didn't have to quarantine** as this probably would of affected if we had come.”

## Nov to Dec 2022 IVS Dataset:

### Public service/Information - Negative



“Have not received **sufficient info** about the spread of the virus.”

“**No information** was given to us when we arrived about what to do if we contracted Covid in Samoa.”

“We felt safe as we did our best to be safe, at the same time notice **very little safety precautions** were taken and put in place!”

“I went because husband was working. So was on my own most of the time. But finding **tourist information** was extremely difficult. And the town was not attractive or feeling safe to wander.”

“Lack of **medical experience** or no close hospital at the airport. There’s hardly any **hand hygiene** around.”

“Recommend **filters water** cooler machine in the airport departing gates . There was a sign that there was a filtered water station however, it appeared it had been removed.”

## Nov to Dec 2022 IVS Dataset:

### Other comments related to COVID



“Travellers should still have a **negative rapid test** before boarding the **flight**.”

“In Samoa, everything is like normal as if no COVID19. Despite the fact that it is still spreading within the country. For me and my family, we are still **vigilant and taking necessary precautions**.”

“Too **expensive** maybe the government should put down the **prices**.”

“**Apia** and surrounding areas need to be **cleaned the hygiene** was my main issue public toilets are disgusting and McDonald's toilets need some attention.”

“...**Service** was below average on most accounts with exception to a couple. I wouldn't recommend Samoa as a holiday destination to anyone. I'd rate Samoa on average 4/10.”

“To be honest, COVID was a minor consideration when booking to travel to Samoa. The biggest concern was the **borders closing unexpectedly (from the New Zealand side)**. I feel that everything was **well balanced** in Samoa regarding staying safe without being overbearing or restrictive...”

“...Both Inter Island **Ferry Terminal** -MUST HAVE 'MORE CLEAN TOILETS For both Male & Female -it was absolutely DISGUSTING...”

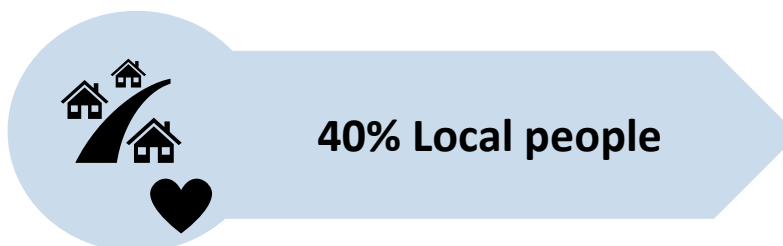
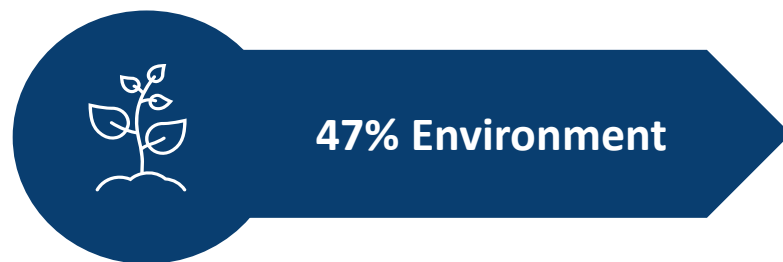
INDICATIVE QUOTES

# LOCAL PEOPLE, ENVIRONMENT, AND BUSINESS

AUG & OCT 2022 vs. 2019 Annual

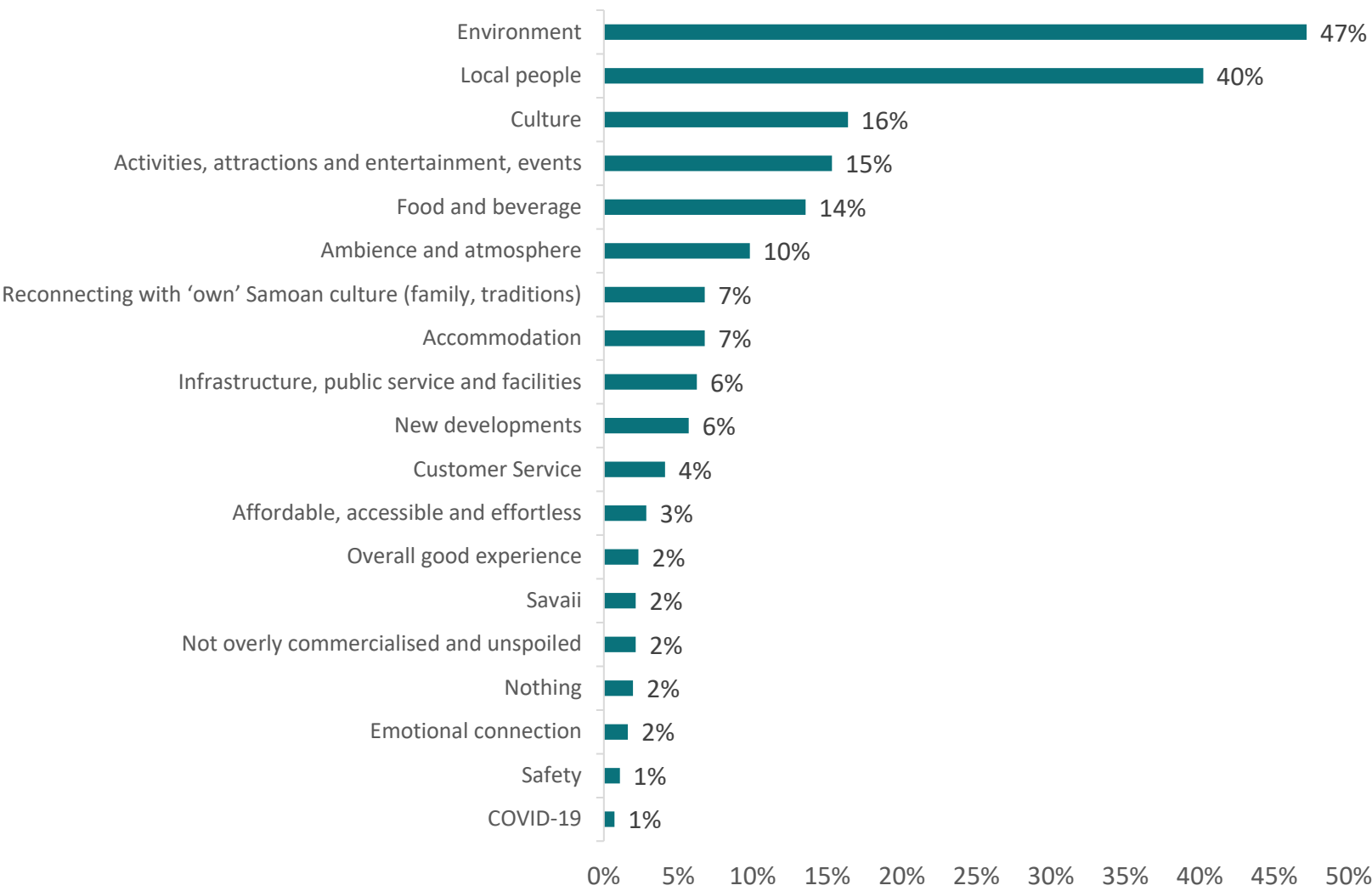


## Most Appealing Aspects





# Most Appealing Aspects



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

Images: <https://www.facebook.com/SamoaTourismAuthority>



# Most appealing – Environment (47%)



## ENVIRONMENT

- “Lush jungle, beautiful clean water.”
- “Beautiful scenery.”
- “It is a natural and unspoilt place which is beautiful. It retains its cultural integrity and is not too over-commercial like the trappings of Fiji. It allows you to relax and just be you. I really love the place.”
- “Beautiful beaches.”
- “The most attractive in my last visit to Samoa is the cleanest of each village (Nu"u). How beautiful family homes with flowers in the front of their house. Everything is needed and clean.”
- “The landscape and natural beauty of Samoa - just wonderful.”
- “The weather and the natural beauty of the island.”



# Most appealing – Local People (40%)



- “The people! They're the best part.”
- “warmth and friendliness.”
- “...The people smiling and waving everywhere you went.”
- “Friendliness of Samoan people.”
- “The welcoming nature of the people...”
- “The friendly people are so amazing. Happiest people.”
- “The people. this is what makes Samoa great.”
- “The people. How friendly and accommodating people are.”
- “...Loved the people I felt really welcome.”
- “Wonderful people, kind and helpful...”
- “...how people would greet and smile every time meeting at different places.”

# Most appealing – Culture (16%)



- “The village decorations for the 60th Independence Day competition.”
- “The flags for the celebration of independence.”
- “The cultural and religious aspects of Samoa.”
- “Clean and beautiful villages, well decorated for Independence celebrations.”
- “How beautiful the inland villages were kept maintained.”
- “...the beautiful gardens that I saw.”
- “Samoa has moved forward in maximising its tourist program and has made excellent progress in beautifying her island paradise and keeping her culture intact.”
- “...the way of life culturally and religiously.”
- “...cultural affiliation events...”

# Nov to Dec 2022 IVS Dataset:

## Most appealing – Environment



ENVIRONMENT

“**Cleanliness and beautiful** of the country especially Apia town.”

“Very **beautiful scenery, clean water** to swim. To Sua was magical. Fiafia night was fun.”

“The island is very **beautiful**. It has **improved** in many ways since the last time I visited Samoa.”

“The island is one of the most **naturally beautiful** islands in the world. Mountains, jungles, beaches, waterfalls. But it need more to attract tourists than just natural beauty!”

“Generally stunning - people take such pride in their property - homes and gardens. **Was so clean and tidy, and beautiful.**”

“A **beautiful, unspoilt paradise**, hopefully you can maintain that uniqueness so that many others can also enjoy all that Samoa can offer...”

“Nature - Samoa is a very **beautiful island**, perhaps the most beautiful place I have been to. Props to the Samoan Gov't and community for keeping the island **clean**. I enjoyed the drives and the views and the beaches.”

“Everything, even after a 3 year closure due to COVID Sāmoa is still as **beautiful** as ever! The most appealing would be the **pure nature of maintenance** of the culture.”

# Nov to Dec 2022 IVS Dataset:

## Most appealing – Local People



“Gorgeous country and islands with very **friendly Samoans**.”

“Arriving when we were landing so beautiful. People so **friendly** and obliging when asking about different things. The coach driver was so great and explained everything as we travelled to resort. Amazing place wouldn’t hesitate to go again.”

Beautiful landscapes, **friendly people**, and **high level of service** at hotels and cafes.

Everyone I met was so **friendly and welcoming**. I felt very safe as a solo young female traveller. The natural attractions were fantastic as well

**Local interaction.** Sometimes could be coerced into donating money but for the most part was all very **friendly and helpful** when needed help.

Best part of Samoa is always relaxing and **chatting with locals**, enjoying a beer at sunset, walking or swimming at the beach. Samoan people are always lovely, helpful and friendly.

Samoans are very **friendly and inclusive** people. Most of the people I was in contact with **spoke English** quite good which I find impressive. I love the traditional food and then best of all is lua'au 🍴

“Most of all was how people in Samoa welcoming the overseas people and they were **really friendly** which made my trip very comfortable and more interesting not only for my but for my two kids who I bring them with me to Samoa for their very first time in Samoa and they didn’t want to come back to New Zealand as they loved every bit about Samoa and their people.”

# Nov to Dec 2022 IVS Dataset:

## Most appealing – Culture



“Is the place itself, so unique and **rich in culture**, environment and scenery.”

“Less traffic compared to Fiji. Most businesses owned by Samoans. Lot of **church buildings** and of high standard.”

“Friendly People, **A Christian Nation, Culture**, Clean Environment and Delicious local food.”

“Church buildings - Different **churches with its unique designs.**”

“Experiencing a **different culture** found it exciting , a new experience, friendly people and we will be back with the family next time.”

“...Being immersed back into **customary norms of faasamoa**, the *language and culture*. Always a blessing to be reminded that life isn’t always about living glamorous and that happiness is really found in the simplest of things....like enjoying a coconut drink on a beach.”

“...What I found most attractive was seeing my people having the strength to live with limited resources and using nature to build, eat& survive from. Seeing my **culture thrive** with limited opportunities and having the disadvantage of the privileges I have in my country makes me a proud Samoan, its a heartfelt reminder for me to be grateful for what I have and what im able to achieve in the near future to be one of the people to help maintain the identity and culture through its history and help my country in every way needed. Personally that was the most attractive thing to me.”

## Least Appealing Aspects



**22% Infrastructure, public services and facilities**



## 14% Rubbish and natural environment

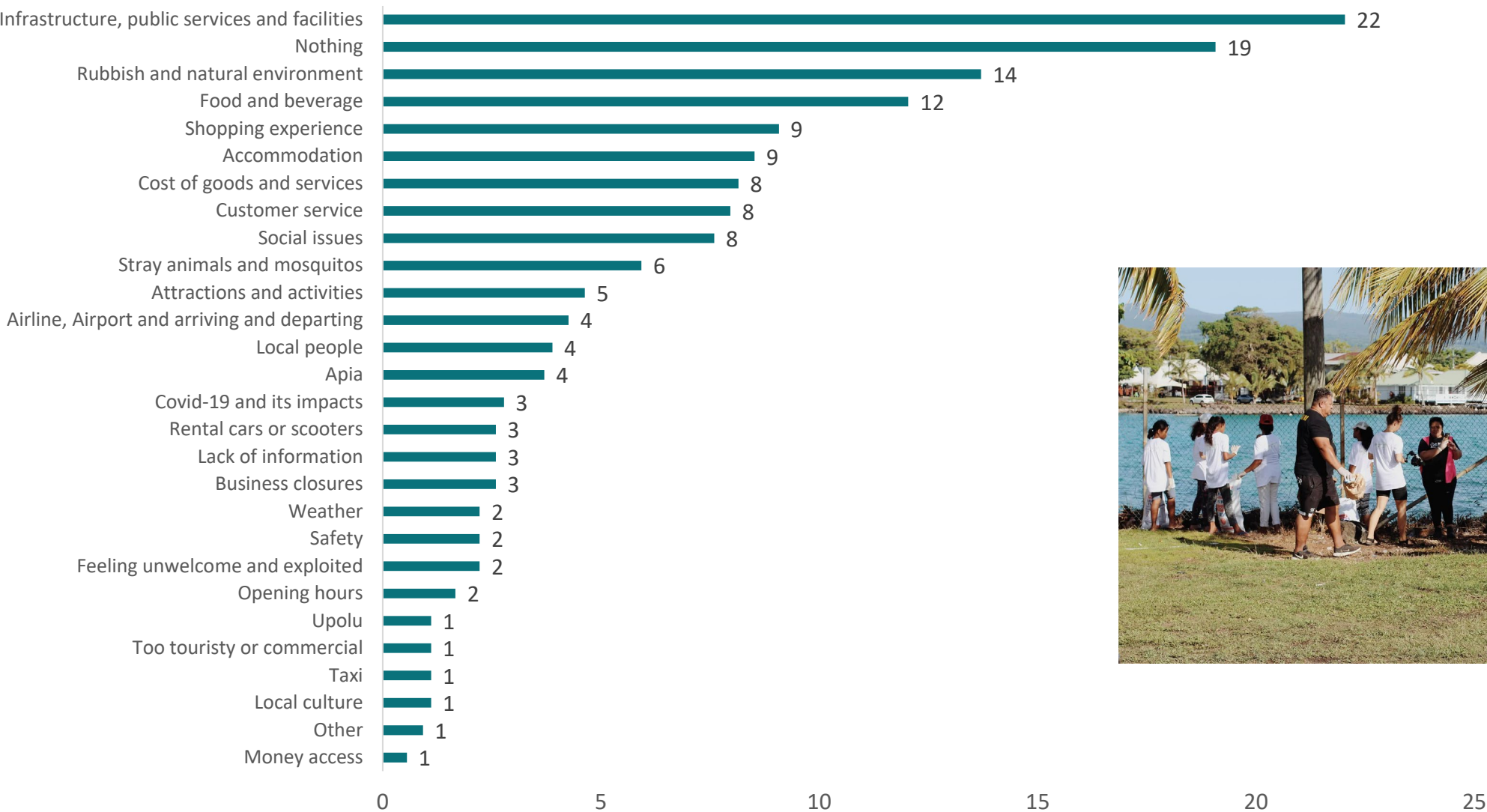


## 12% Food and beverage





# Least Appealing Aspects



Note: Multiple responses, therefore total does not add up to 100%  
Images: <https://www.facebook.com/takemetosavaii>



# Least appealing – Infrastructure, public services and facilities (22%)



INFRASTRUCTURE,  
PUBLIC SERVICES &  
FACILITIES

- “The roads, especially the main road leading from Faleolo to Apia. It is terrible even worse than when I was there in 2019.”
- “The public facilities especially the bathrooms. Very untidy.”
- “Infrastructure, particularly the road; poor, rough and unstable to drive on.”
- “Poor internet connectivity - and expensive.”
- “The connectivity of cell phones while away from the hotel was frustrating.”
- “The lack of large visible road signs for directions especially at intersections. We drove ourselves around and got lost a lot.”
- “Travel on Savaii ferry. Left before the timetabled time - left us stranded on island.”
- “The public buses when it gets full, people have to sit on each other when the Bus is full.”

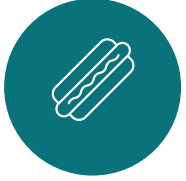
# Least appealing – Rubbish and natural environment (14%)



RUBBISH &  
ENVIRONMENT

- “...I also would say I was completely shocked and appalled to see all the litter thrown all over the roads, in reserves, at the beach, and it seems no one cares about the environment there.”
- “Central Apia a little dirty.”
- “We felt the rubbish laying around the roadside had got really bad since we last came (2019). So the villages need to encourage rubbish bins, collections, cleanliness again if you want tourists back...”
- “Not as clean as it was pre-Covid.”
- “General environmental degradation. In places the dumping of rubbish near roads.”
- “Sooo disappointed about the state of the coral and lack of fish whilst snorkelling.”
- “The littering was very bad and shocking to see people throw rubbish into the sea. That definitely has to change.”
- “...villages in Upolu have become dirty.”

# Least appealing – Food and beverage (12%)



## FOOD & BEVERAGE

- “The food... more fresh fish, vegetables, and produce, and more traditional dishes. Too much imported or food that was trying to imitate other Western dishes.”
- “Price increases in food and beverage.”
- “I would have enjoyed it if the places we stayed had more authentic local cuisine. I would have loved to have some palusami for example, and even taro wasn't on the menu. I can get western food at home. I really enjoy trying new things to eat.”
- “Supply chain issues affecting a variety of foods/goods...”
- “Dietary requirements as I have several issues with food.”
- “A little disappointed in the eating options and the cocktails weren't great (anywhere).”
- “Would have liked more options for light meals/snacks/sandwiches during the day rather than paying for restaurant meals. Food was very good but choices were often limited.”
- “Lack of food options for vegetarians.”

# Nov to Dec 2022 IVS Dataset:

## Least appealing – Infrastructure, public services and facilities



INFRASTRUCTURE,  
PUBLIC SERVICES AND  
FACILITIES

“Lack of public **transport**.”

“Lack of **medical**.”

“Not enough **public toilets**!”

“Rubbish in some areas. **Roadworks** on the road to the airport.”

“The road from the **airport to Apia** did not give a good first impression.”

“Lack of **hygienic facilities** at local market on wharf and availability of **public toilets**.”

“**Internet** access, ability to use **credit card**, limited restaurant options for Samoan local food.”

“Lack of **information** to figure out where things are - maps, descriptions, pictures. More **internet** access, info for National Park and hiking trails, vegetarian food would be great!”

“The **cellphone** coverage. My husband and I had to spend a lot of money on changing sims cards everything as they didn’t work the first week of our visits.”

“It was quite difficult to get around particularly on Savai'i so I was glad to have the option of hiring a car. There was also a lack of **signage and directions** to many of the tourist spots I visited and I had to rely on google maps pointing me in the right direction.”

## Nov to Dec 2022 IVS Dataset:

### Least appealing – Rubbish and natural environment



“The rubbish - on Savai'i there was a lot of **rubbish** outside of the villages.”

“The **pollution on the roadside** when travelling around the island of Upolu in Particular. It appeared people just thought **rubbish** out of their cars as they were driving. Savaii was lot cleaner.”

“**Rubbish** every where . **Plastic wrappers** . Rubber off cuts , apparent lack of pride in local surroundings.”

“Town - too much **rubbish** and needs to be maintained even going to the back villages, so much **rubbish along the side of the road**. Witnessed cars in front of us **throwing their rubbish** out the window.”

“The amount of rubbish discarded everywhere we saw a local bus stop and throw **rubbish into a river** And struggled with the lack of animal welfare for the horses tethered without shelter or water.”

“Need to improve **cleanliness of public areas**, roads, paths, run down/abandoned buildings in Apia. The back villages are much cleaner and visually appealing with roadside gardens and fresh cut lawns, no litter.”

“So much **rubbish along the coastline** - government needs to have strict laws to ensure no one throws any rubbish out their windows. Please keep Samoa clean like Rarotonga. Pay villagers along the coastline to keep it clean.”

# Nov to Dec 2022 IVS Dataset:

## Least appealing – Food and beverage



FOOD& BEVERAGE

“Very **expensive** for food and drinks.”

“The **standard of the food** in the hotel restaurants could be improved.”

“Poor food options at **supermarkets** i.e processed foods.”

“Restaurants that their **menu** is very poor. Should have deleted all the other food list if they don't have it on the day...Service needs improving in most places.”

“Not enough **local beer (shortages) and the food shortages**. Many places didn't have Oka?? Also sometimes what is on the menu is different to what you get on your plate.”

LACK of TROPICAL **Fruits** (Pawpaw, Pineapple ,Passion fruits, Avocados, Mangos etc) - **Local Produce** (Palusami ,Breadfruits) Pastries (Samoan Pineapple Pies, Faáusi, Pagi Popo etc). The Tourists and overseas based Samoan are after these foods - incredibly frustrating when Samoa's Top Hotels in Town can't provide them . Same excuse its **NOT available or NOT in season**. Then you venture out to the Markets its abundance. You don't mind paying for it as long its available. Customer Services needs addressing.”

“No raw **fish or sahim** or **poke** or fish dishes in most restaurant when there are heaps of fish on the road and everywhere and its on the menu but most of the time we are told sorry not today. We were very disappointed. When your a Samoan returning home you want to eat **local food** not chicken and chips or steak.”

“My last visit to Samoa in 2019, I was inspired by their use of paper plates, straws, glass bottles drinks, etc...However, my Recent visit in 2022, I was disappointed to be served my **food on plastics**.”

# Nov to Dec 2022 IVS Dataset:

## Least appealing – Customer services



“**Customer Services** is really bad.”

“Some of the **customer service at Taumeasina** was very poor for the **amount of money** we spent there. Compared to Fiji where customer service is beyond amazing.”

“Lack of **customer service** throughout **shops** like Tanoa, Tanoa Tusitala **Hotel**. It’s hard to want to support your local businesses when they don’t have **the right attitude**.”

“The lack of **customer service at hotels and car rentals**, very appalling service...They need **training**, we book family run motels & hotels and car rental places to support small businesses but it's these small businesses that end up giving Samoa and the hospitality industry a bad name due to **lack of training in Customer Service**.”

“Too many **inexperienced staff** working in hotels...Overall, the service and **maintenance of the hotels** visited were disappointing. If I could, I would love to train our people in **customer service - with a smile!**”

“Businesses and people being **rude** to and/**or ripping off** their own people who were visiting from overseas. Making us feel like we are not welcome or they are mad at us for no reason... We need to teach our people **customer service**, also not to raise the **prices of products** because they know we do not live there. So embarrassing and very dishonest. Be better! Do better!

“The customer service of our people. I understand Samoa is currently having to forgo their skilled labourers for the schemes that are happening so many are **new to the workforce** - especially in the **customer service/hospitality sector**, but the *attitudes, lack of attention and inability* to provide simple things like smiles & manners is incredible. And what I noticed was how **differently** we were treated when they realised we were fluent samoan visitors.”

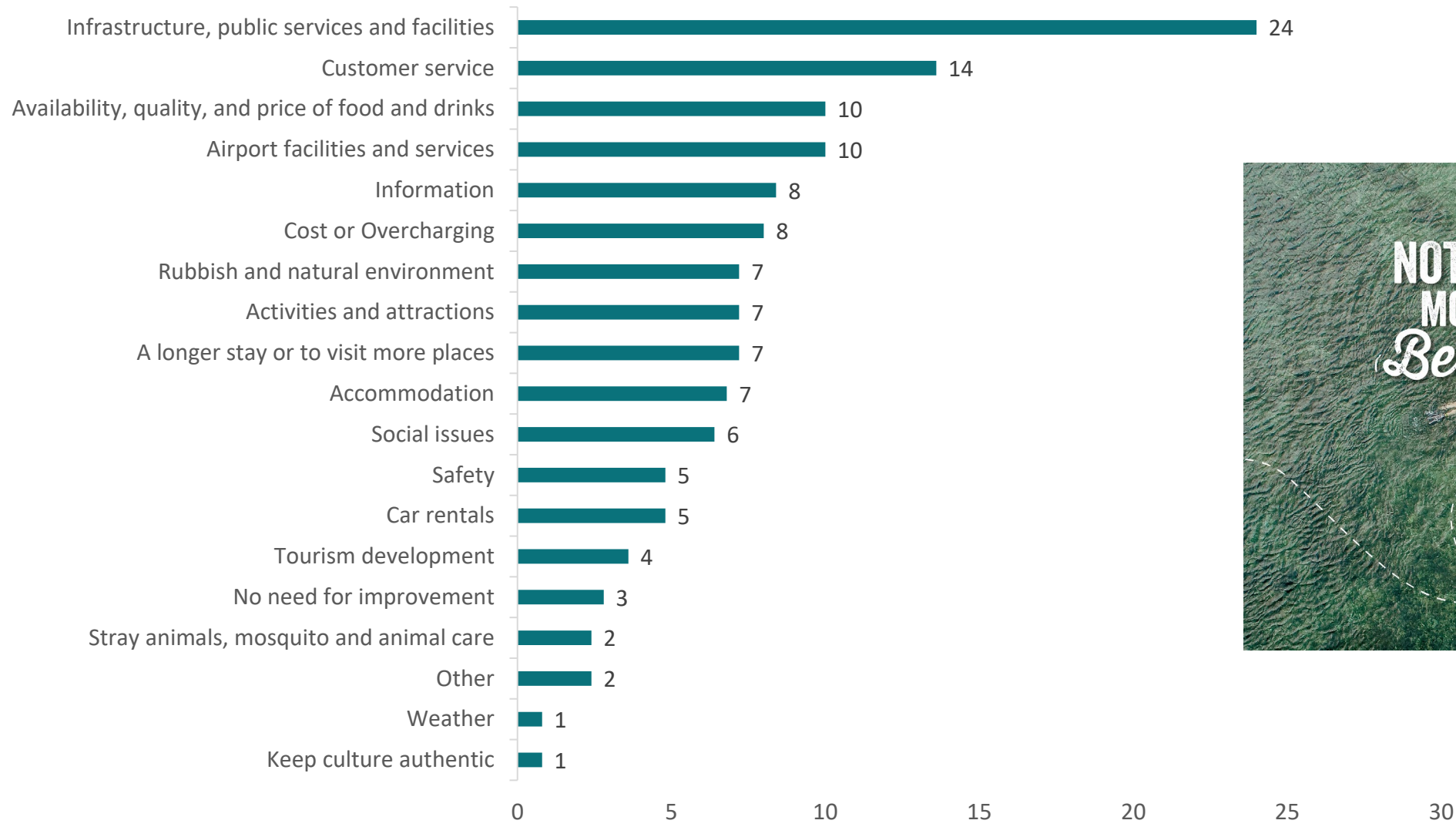


## Suggestions for Improvements



hospitality  
customer resort  
road clean internet  
staff food hotel beach  
cost car service apia  
local waters airport rubbish  
airfares  
information

# Suggestions for Improvements



Note: Multiple responses, therefore total does not add up to 100%.  
Images: <https://www.facebook.com/SamoaTourismAuthority>

# Improvement– Infrastructure, public services and facilities (24%)



INFRASTRUCTURE,  
PUBLIC SERVICES AND  
FACILITIES

- “Improved internet access throughout the capital, e.g, WiFi.”
- “Internet services and cost should be cheaper.”
- “The government really needs to work on our road.”
- “Fixing the road so the journey into Apia is pleasant.”
- “Better road signage.”
- “More waste management.”
- “Need more toilets in town for the public and they need to be clean.”
- “Sidewalks.”
- “...develop more restaurants and similar amenities towards airport and wharves; improve road conditions; build more visitors depots around the islands for visitors' information gatherings.”
- “Public Transport.”

# Improvement – Customer Service (14%)



## CUSTOMER SERVICE

- “Customer service training for staff in small businesses as well as staff in major hotels who deal with customers face to face.”
- “Customer service is very poor, they need to upgrade their customer service, especially at the airport and retailers.”
- “The people working at the airport gates, need to upskill in customer service. The checkout people for the airlines are awesome but the ones that stand at the gate letting you in were very rude on this trip.”
- “You need to give the airport officers some lessons about customer service and to really stop serving their family first before other people. Be professional.”
- “Hospitality services & training.”
- “Service was often slow and inconsistent, meals and drinks were forgotten, bills inaccurate.”
- “Everyone speaking Samoan made it hard to communicate for us who don't speak or understand Samoan. The language barrier.”

# Improvement – Availability, quality and price of food and drinks (10%)



FOOD AND DRINKS

- “More restaurants selling Samoan food.”
- “Better choice of foods more variety.”
- “I've got acute diarrhoea bug from drinking cooldrink from the market, on arrival travellers must be warned to drink only bottled water.”
- “Cost of dining.”
- “Level of service and limited food options on the menu due to covid and staffing.”
- “More upgraded and organic/good dining/restaurants.”
- “More tonic water.”

# Improvement – Airport facilities and services (10%)



- “Airport services upon arrival. Airports staff and immigration services must treat all visitors equally with respect.”
- “Process at arrival at the airport.”
- “The airport service and maybe chairs for older folks to sit while waiting for bags or exchanging money.”
- “More competition for flights perhaps & cheaper fares to encourage/enable more visitors.”
- “Affordable flights with more options of dates availability.”
- “Cheaper airfares.”
- “The covid response at the airport was too much.”
- “Reopen duty-free shopping on arrival at the airport.”
- “Information brochures before exiting the plane.”

## Nov to Dec 2022 IVS Dataset:

### Improvement– Infrastructure, public services and facilities



INFRASTRUCTURE

“**Internet** connection.”

“Need to improved **toilets public**.”

“Good **road signs** so you can find the road you need to travel down.”

“Adding more **streetlights** to the roads as it tends to get very dark and is unsafe for not only tourist but locals that have to walk home after a long day of work.”

“To have more **rubbish bins** around each villages.”

“**Road signage**. Online notification that Sliding rocks was closed. Also **information** that swimming was not allowed on a Sunday...”

“Pick up your **rubbish** and stop playing **loud music** at all the beaches.”

“Improved and more frequent **public transport**, and a **general clean-up** of roadside.”

“**Airport service** was too slow at the immigration side not considering parents with kids and elderly to prioritise.”

“**Dog control, rubbish on roadsides cleaned up, public hospital** standards maintained, Tsunami memorial cleaned up ...respect for those who died

# Nov to Dec 2022 IVS Dataset:

## Improvement – Customer Service



SERVICE

“**Customer service, Hospitality, Cleanliness** of furniture, buildings etc.”

“**Taxi or Ubers** should have a meter.”

“More **attention to detail** in service areas **restaurant**.”

“Better customer service with a **smile**.”

“A good **training** is needed for **general customer service**.”

“**Level of service** to overseas people. **More chairs** for bigger guests.”

“Customer service **training** of **resort staff** but understand Samoa has only recently opened post COVID.”

“Some **hospitality areas** could be improved - need better **training** and pay for staff on.”

“**Customer service** throughout. We talk about Samoans being the nicest people but we didn’t feel that way at all. My husband is Tongan and he didn’t feel **welcome** a lot of the time.”

“Your **customer service at airport** and everywhere could improve with a friendly smile and going over and above to help your customers.”



## Nov to Dec 2022 IVS Dataset:

### Improvement – Availability, quality and price of food and drinks



FOOD& BEVERAGE

“Level of **service for drinks** in particular.”

“Food restaurant **quality**.”

“**Availability** of consumer goods and **food options** ..and improve on customer service and staffing.”

“Like to see **MORE Local Food & Fruits** into the Resorts & Hotel.”

“More **food options**, more Vailima!”

“More **healthy food** available.”

“Need more rental cars, and **access to umu food**, it was a challenge to find cooked umu food to purchase.”

“The **quality** of the meals.”

“Would be nice to have a **Samoan food shop** at salelologa wharf. That DMC restaurant is so **expensive** and **not Samoan food** at all, and **unhealthy**, people are voicing their concern about costly living but I saw families dining in there omg. We went to the market but it was only taro **available**.”

## Nov to Dec 2022 IVS Dataset:

### Improvement – Airport facilities and services



AIRPORT

“**More airlines and flights** to Samoa to reduce airfare **costs**.”

“Better **service** and organisation at the airport.”

“**Food court** at the airport and town. **Sitting area** specifically for passengers.”

“**Eftpos** at vendors at the international airport.”

“**Service** of security guards at the airport because they are representing Samoa and especially he’s working where tourists depart and arriving.”

“Airnz flight times being a bit more convenient and **avoiding last minute cancellation** of flight.”

“More transport like **shuttles** at the airport.”

“The staff at the airport could process people a lot earlier into the **airside terminal** and the **stores** should open, no **duty free stores** were open airside.”

“More **direct flights**/ improving on **facilities**.”



## BREAKDOWN ANALYSIS

## COMPARISON OF VISITORS TO UPOLU ONLY vs VISITORS TO SAVAI'I



*Note: 1) Total IVS Aug - Oct responses N=751.  
2) Of 751 respondents, 463 respondents only visited Upolu, and 184 respondents either only visited Savai'i or Savai'i and other places.  
3) Analysis based on weighted.*

# Upolu Only

 **PREPAID  
EXPENDITURE**

 **IN-COUNTRY  
SPEND**

**NZ\$1,931/SAT\$3,235**  
Prepaid per trip

**NZ\$130/SAT\$218**  
In-country spend per day

**55%**  
Flowing into local  
economy rate

 x **9.7** nights  
Average length of stay

**NZ\$1,062/SAT\$1,779**  
Prepaid per trip

**NZ\$1,262/SAT\$2,115**  
In-country spend per trip

 **TOTAL  
ECONOMIC  
IMPACT**

**NZ\$2,324/SAT\$3,894** per trip  
**NZ\$239/SAT\$401** per day

# Savai'i


 **PREPAID  
EXPENDITURE**

 **IN-COUNTRY  
SPEND**

**NZ\$1,664/SAT\$2,787**  
Prepaid per trip

**NZ\$142/SAT\$238**  
In-country spend per day

**55%**  
Flowing into local  
economy rate

 x **12.7** nights  
Average length of stay

**NZ\$915/SAT\$1,533**  
Prepaid per trip

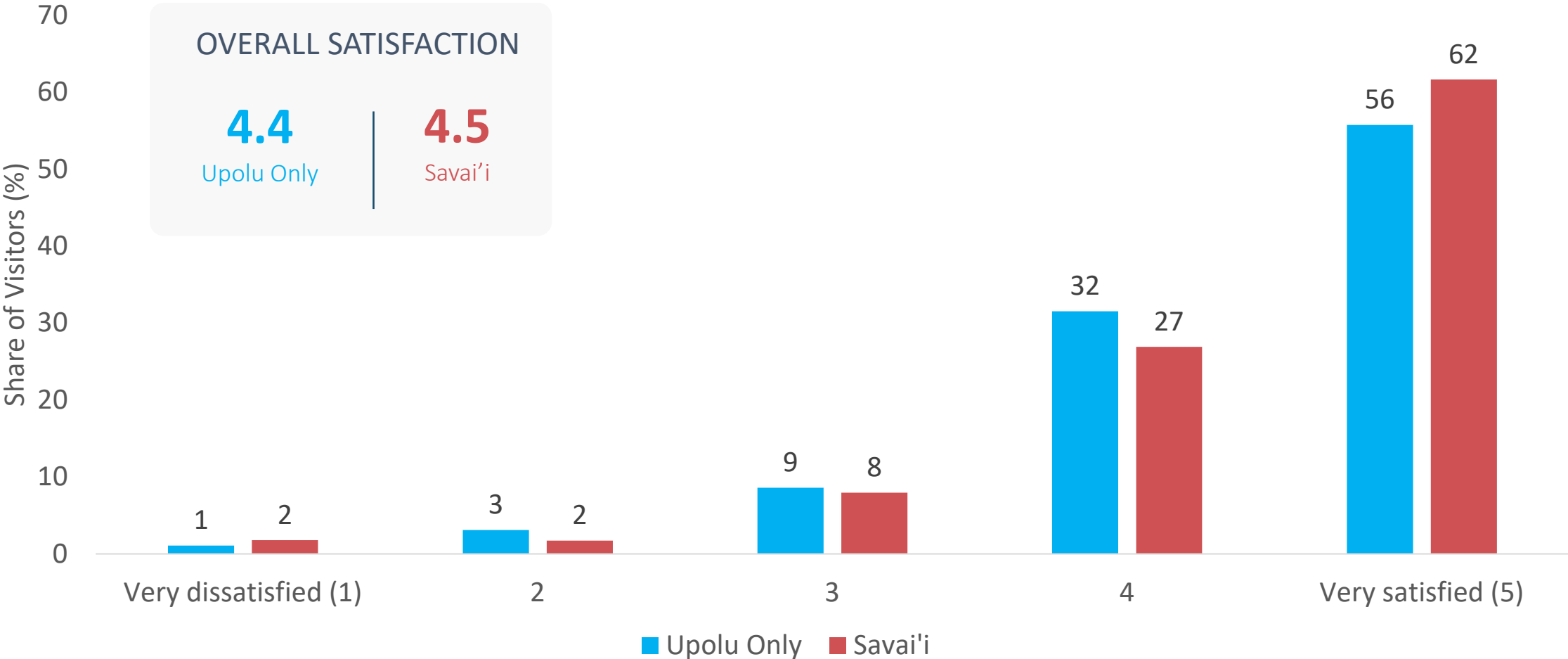
**NZ\$1,804/SAT\$3,023**  
In-country spend per trip

 **TOTAL  
ECONOMIC  
IMPACT**

**NZ\$2,719/SAT\$4,556** per trip  
**NZ\$214/SAT\$359** per day

*Note: Currency transfer based on the average of the period.*

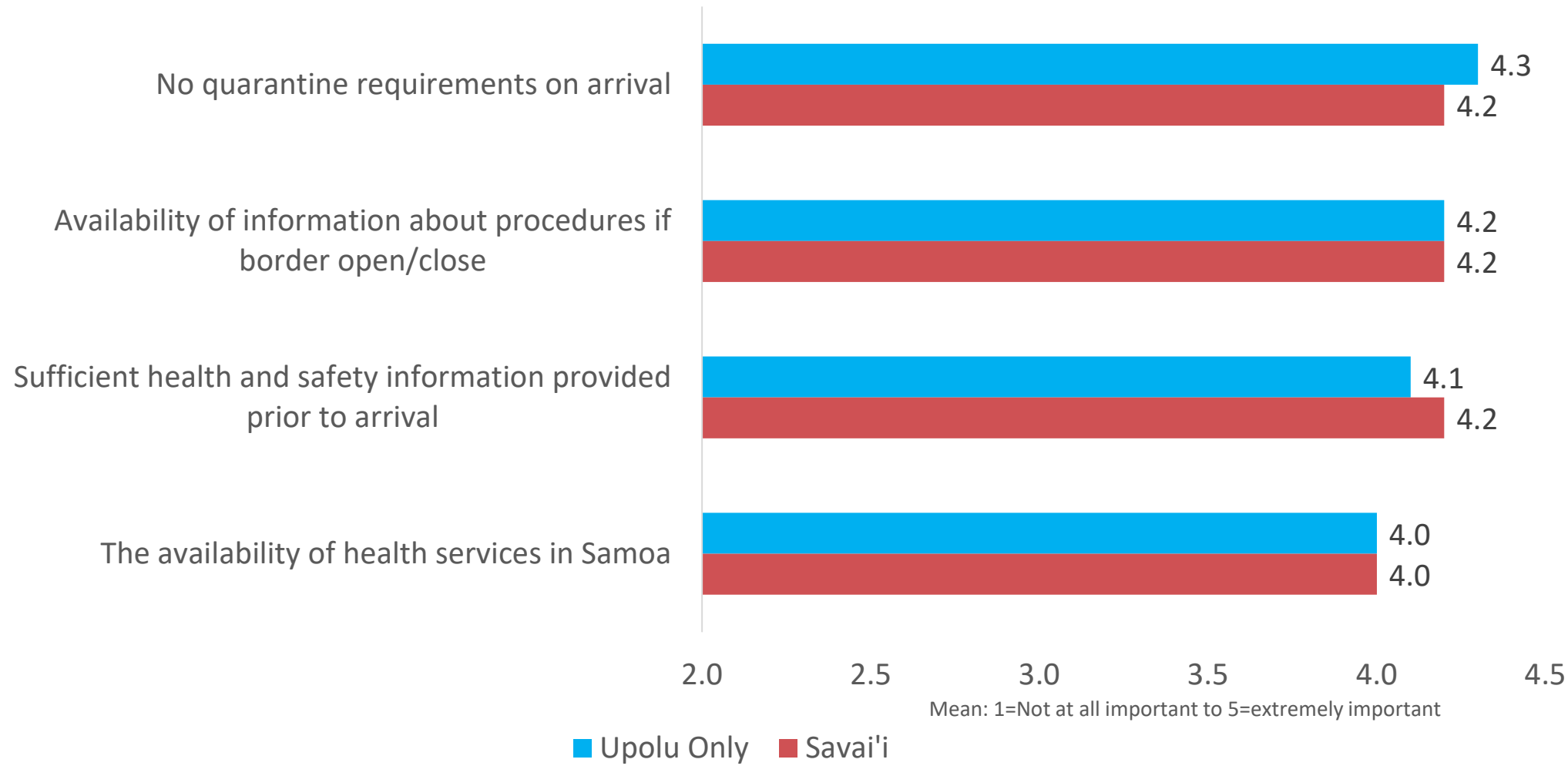
# There are more “Very satisfied” visitors to Savai’i than visitors to Upolu only.



Due to rounding, some totals may not correspond with the sum of the separate figures.

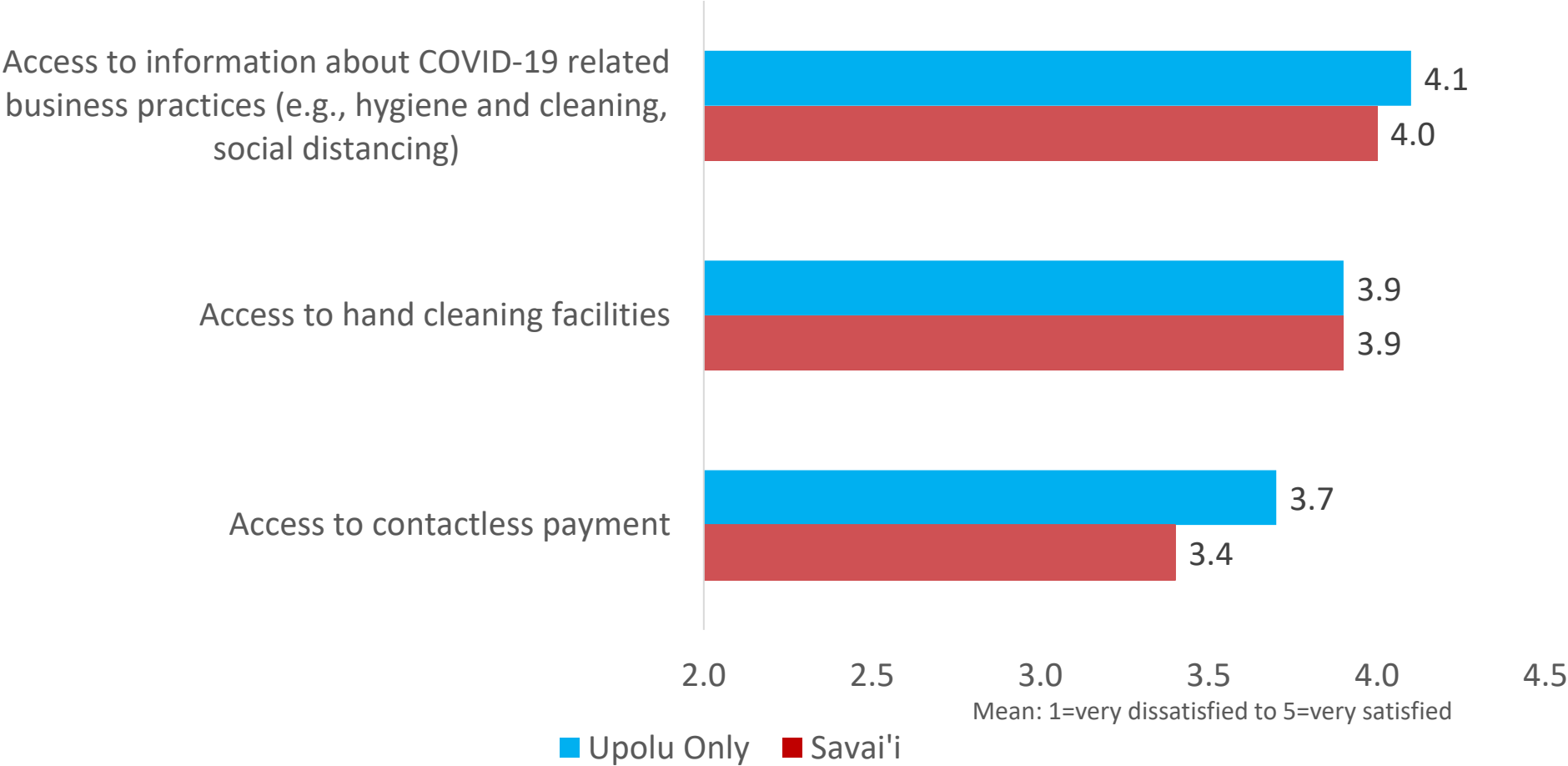
# COVID Section 1: Visitors to Upolu only and Savai'i show similar importance levels in terms of factors in the decision to travel to Samoa

**Q** How important were the following factors in your decision to travel to Samoa?



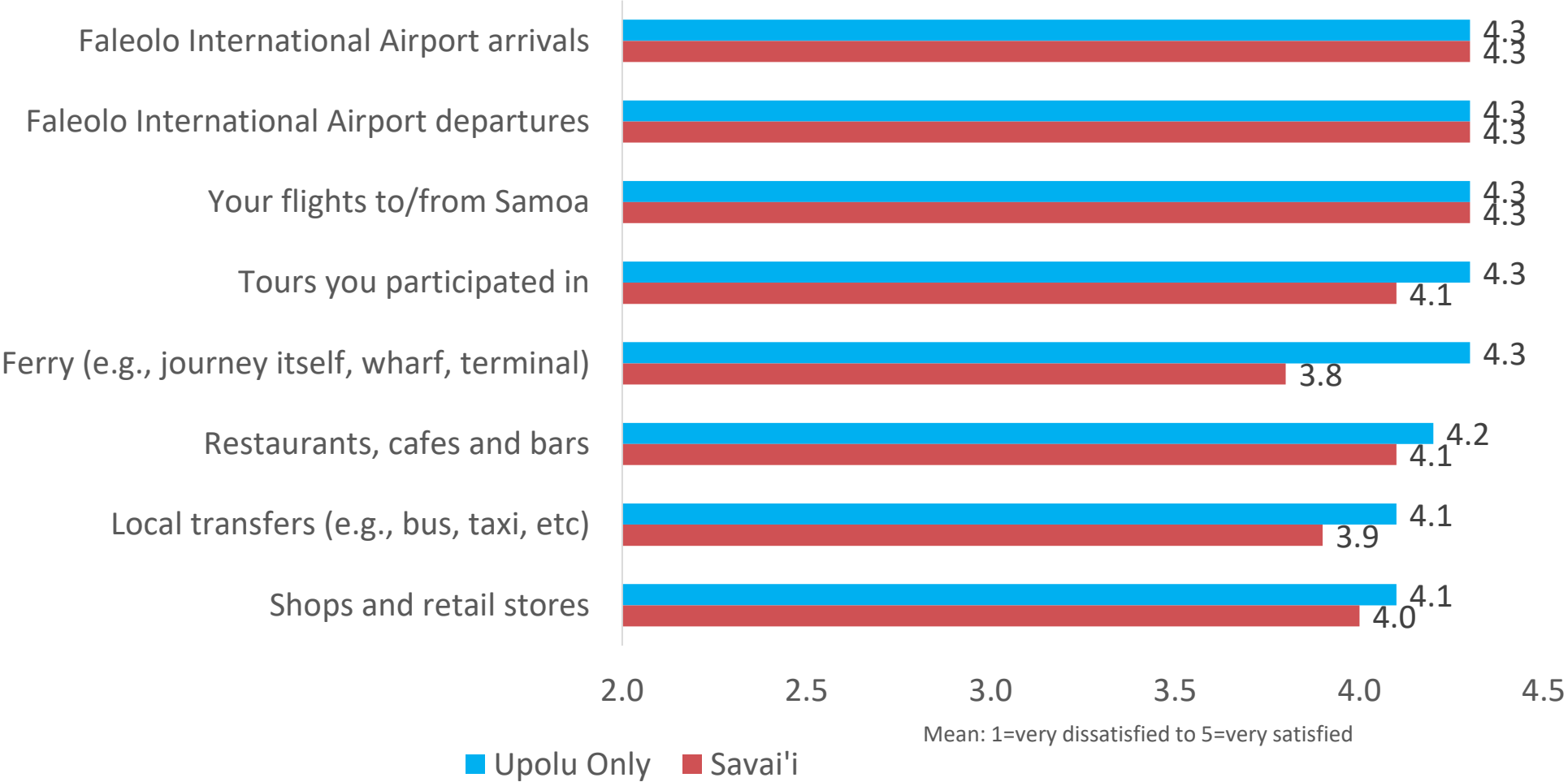
# COVID Section 2: Visitors to Upolu only are much satisfied with the ease of access to information about COVID-19 related business practices and contactless payment

Q Satisfaction with COVID practices



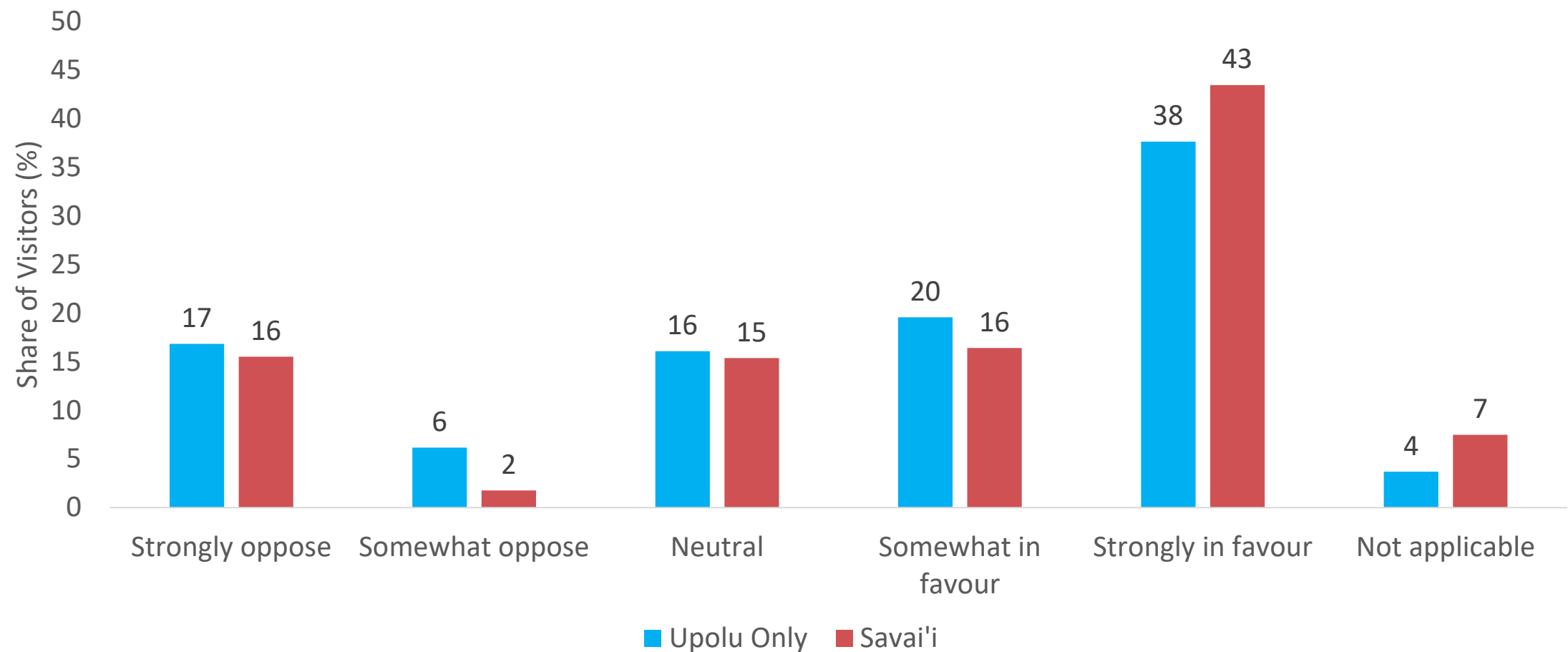
# COVID Section 3: Visitors to Upolu only are generally satisfied with health and safety measures in different settings in Samoa than visitors to Savai'i

## Q Satisfaction with Health and Safety Measures





# Visitors to Savai'i are more “Strongly in favour” of the proposed 20 Tala levy to be added to the departure fee included in the air ticket



Due to rounding, some totals may not correspond with the sum of the separate figures.





NEW ZEALAND  
FOREIGN AFFAIRS & TRADE  
MANATŪ AORERE



# Thank you

Team Leader: Mark Orams

Email: [mark.orams@aut.ac.nz](mailto:mark.orams@aut.ac.nz)

Authorship: M. Orams, J. Yi, B. Bai, J. Mehen, M. Leonhartsberger, and Amber Mulder