

# PNG INTERNATIONAL VISITOR SURVEY

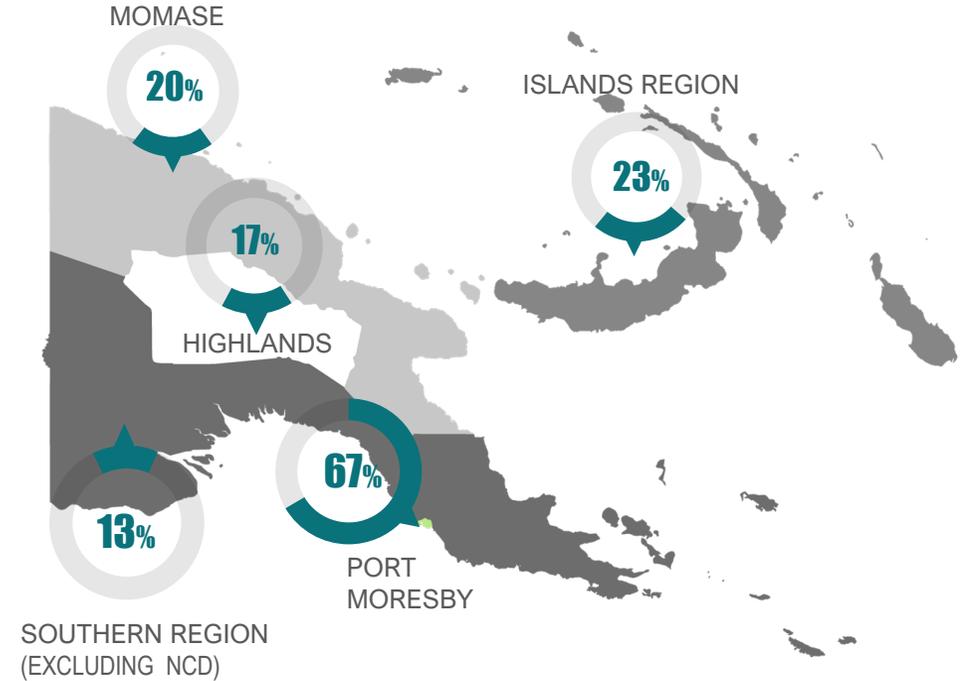
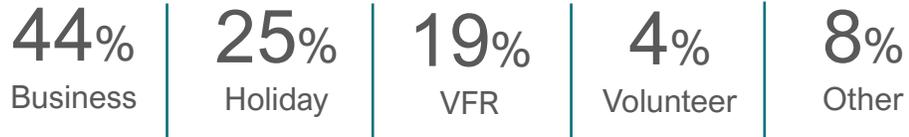
## VISITATION OVERVIEW JUNE 2022-MAY 2023



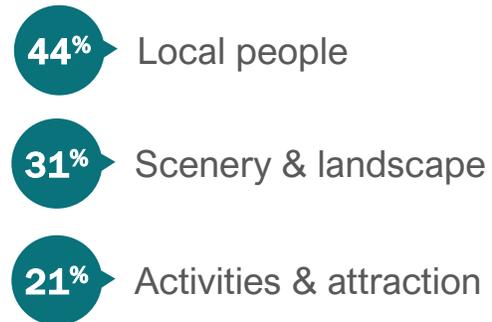
### COUNTRY OF ORIGIN



### PURPOSE OF VISIT



### MOST APPEALING



### LEAST APPEALING



32%  
60 years old or over



\$86,453  
Avg. household income

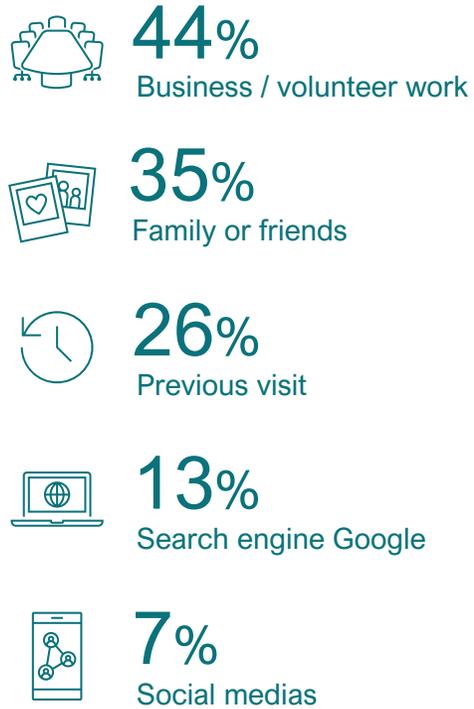


46%  
1<sup>st</sup> time visitor



48%  
Solo traveller

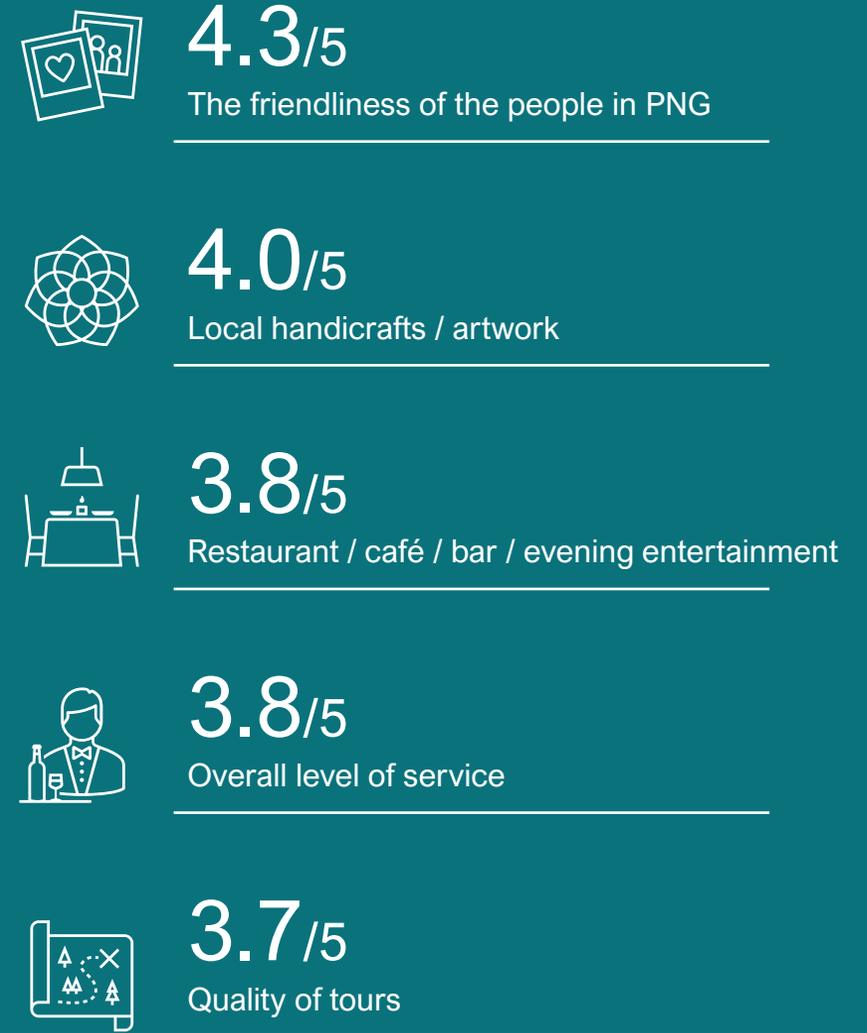
## TOP 5 INFORMATION CHANNELS TO FIND OUT ABOUT PNG



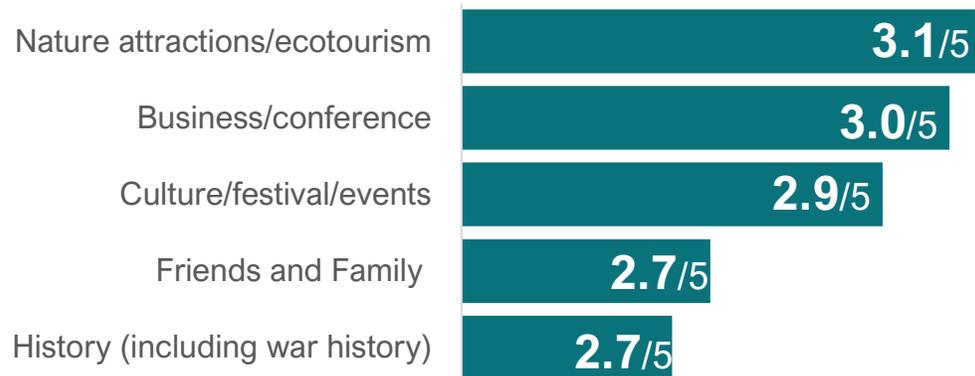
## TOP 5 METHODS OF TRAVEL BOOKING



## TOP 5 LEVEL OF SATISFACTIONS WITH VARIOUS TRAVEL EXPERIENCE IN PNG



## TOP 5 INFLUENTIAL FACTORS IN DECISION TO TRAVEL TO PNG



## TOTAL ECONOMIC IMPACT

# USD 120 MILLION

FROM 47,362 VISITORS



PREPAID  
EXPENDITURE

**\$2,379**

Prepaid per trip



IN-COUNTRY  
SPEND

**\$86**

In-country spend per day

**65%**

Flowing into local  
economy rate



X **11.4** nights  
Average length of stay

**\$1,547**

Prepaid per trip

**\$988**

In-country spend per trip



TOTAL  
EXPENDITURE

**\$2,535** per visitor per trip

**\$221** per visitor per day

Note: US dollars



## MOST PARTICIPATED ACTIVITIES



**64%**  
Local  
Market



**55%**  
Sightseeing



**52%**  
Visiting  
villages



**51%**  
Visiting  
beach



## SATISFACTION



**3.9/5**

Overall, visitors are satisfied.



**92%**

Visitors are willing to return.



**84%**

Visitors are willing to recommend.