



Samoa International Visitor Survey January – June 2019



January - June 2019 Respondents



Total number of e-mails sent: **23,150**

Conversion Rate of **19%**



Total number of responses: **4,393**

6% of all
visitors
during the
period *



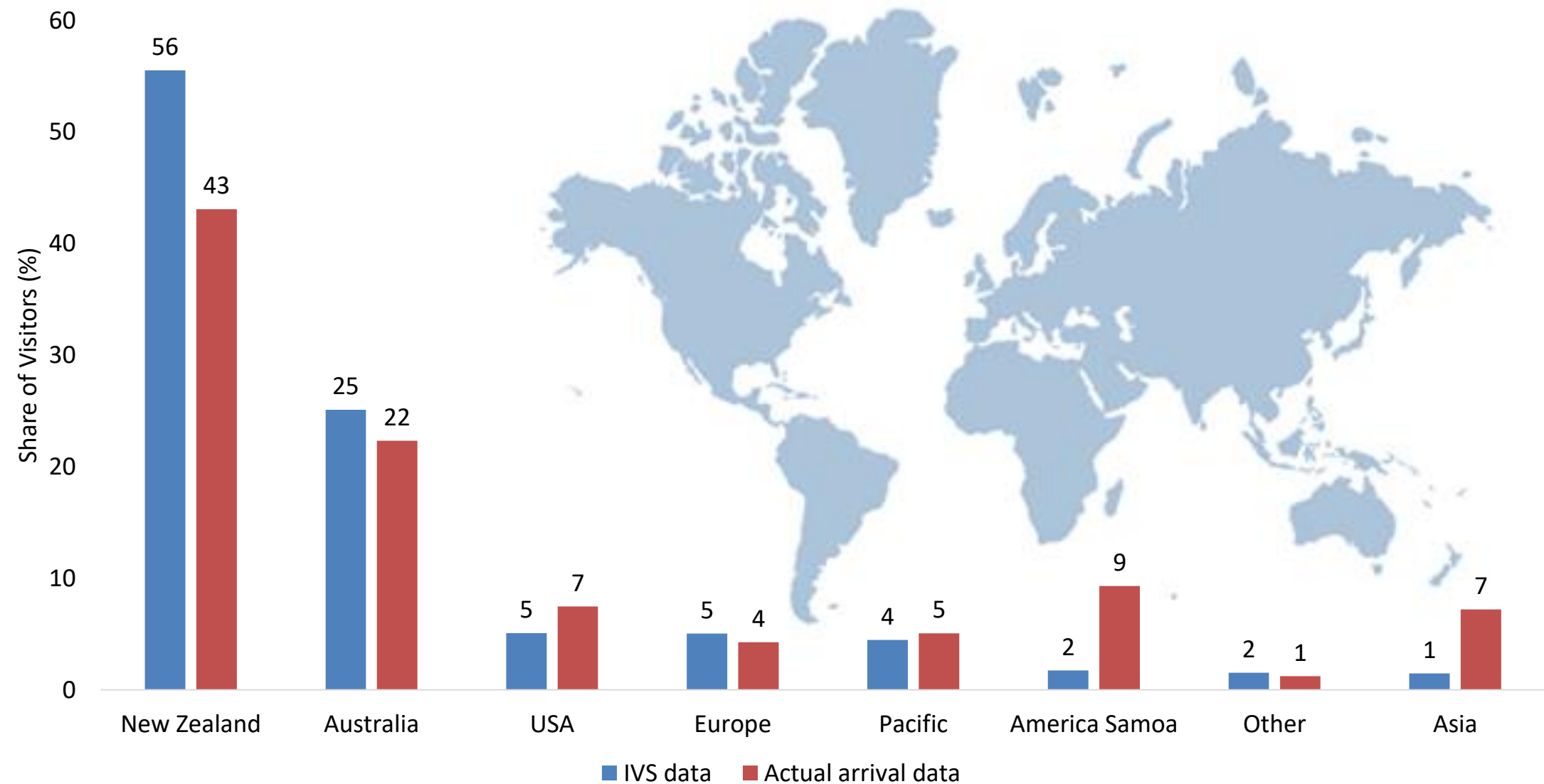
Expenditure Responses cover a total of
7,067 adults and **1,358 children**

11% of all
visitors
during the
period *

Visitor Characteristics



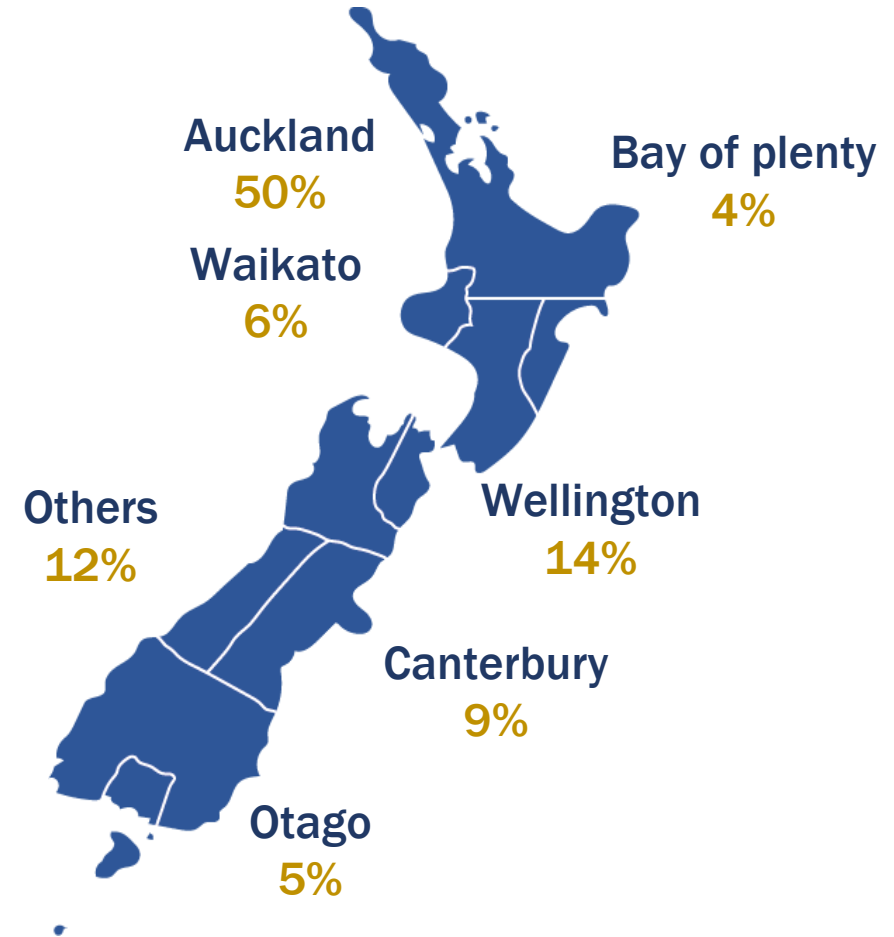
Country of Origin



Note: survey data (unweighted)

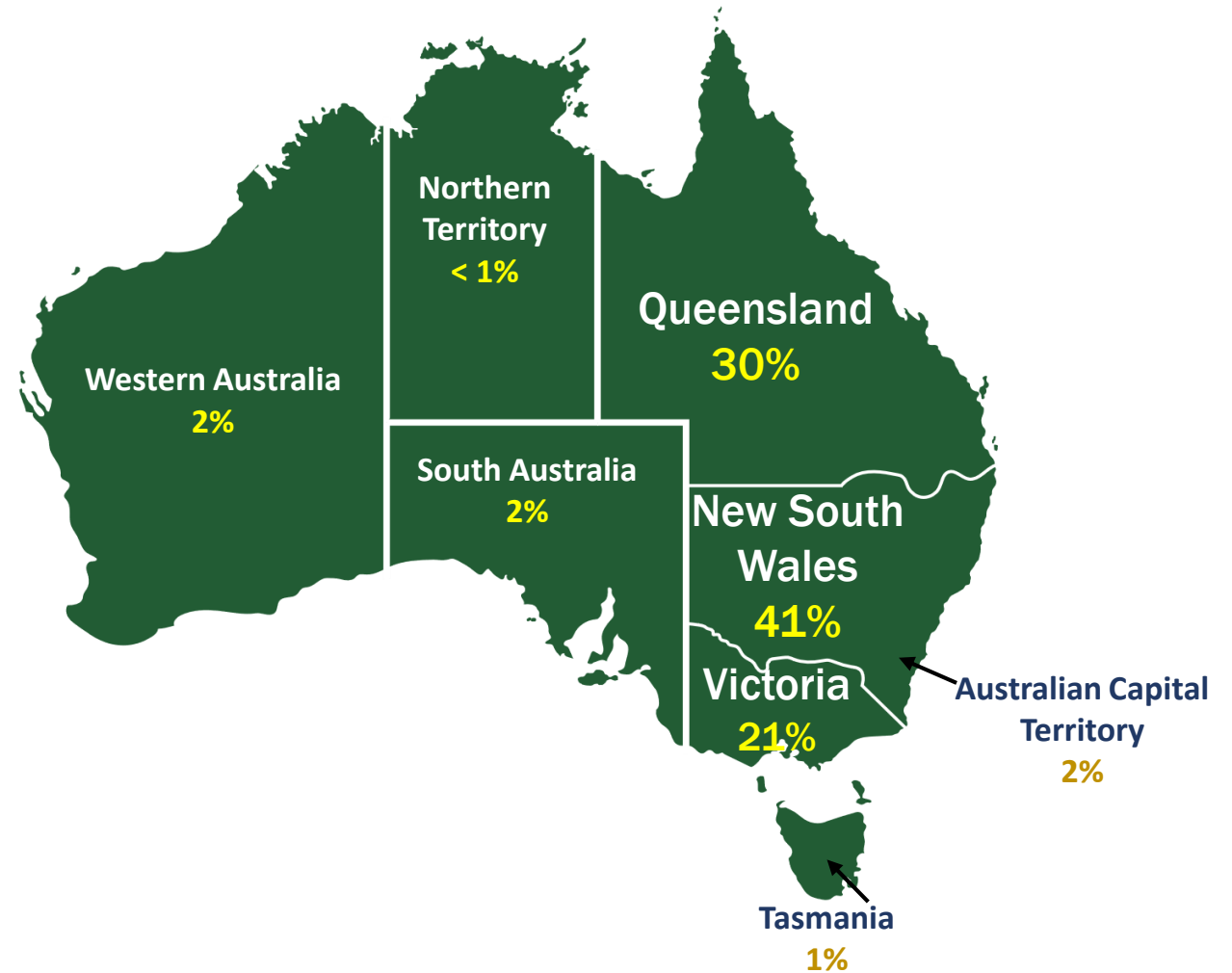
New Zealand Respondents

Auckland, Wellington, Canterbury make up **73%** of all New Zealand visitor arrivals.



Australian Respondents

New South Wales, Queensland, and Victoria account for **92%** of all Australian visitor arrivals.



Sample Characteristics

Gender

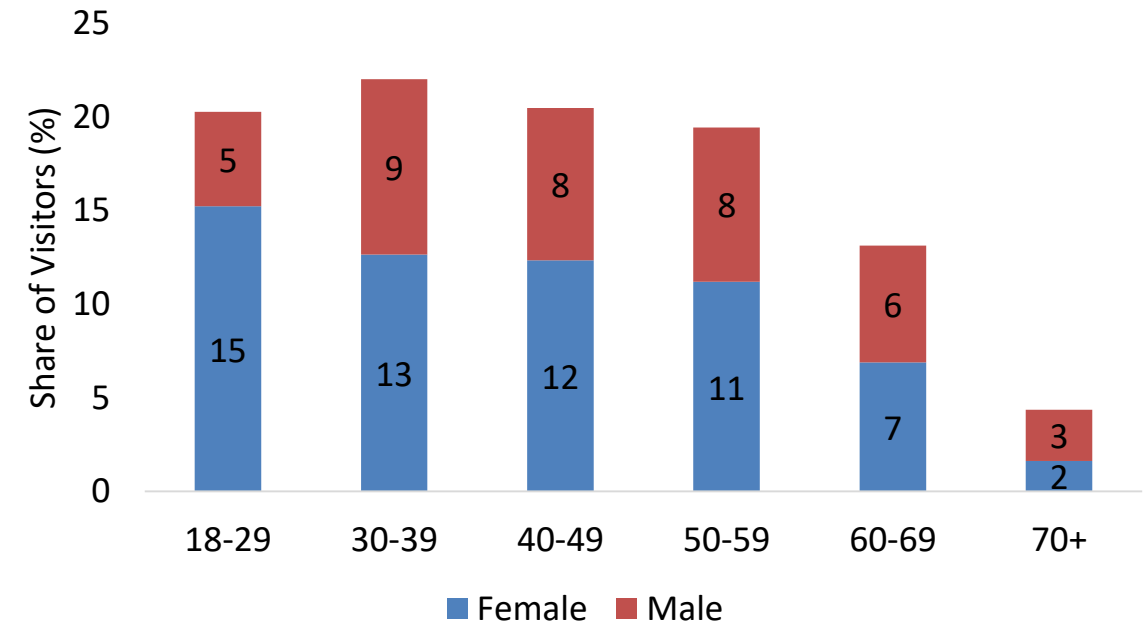


Female **60%**

Highest Qualification

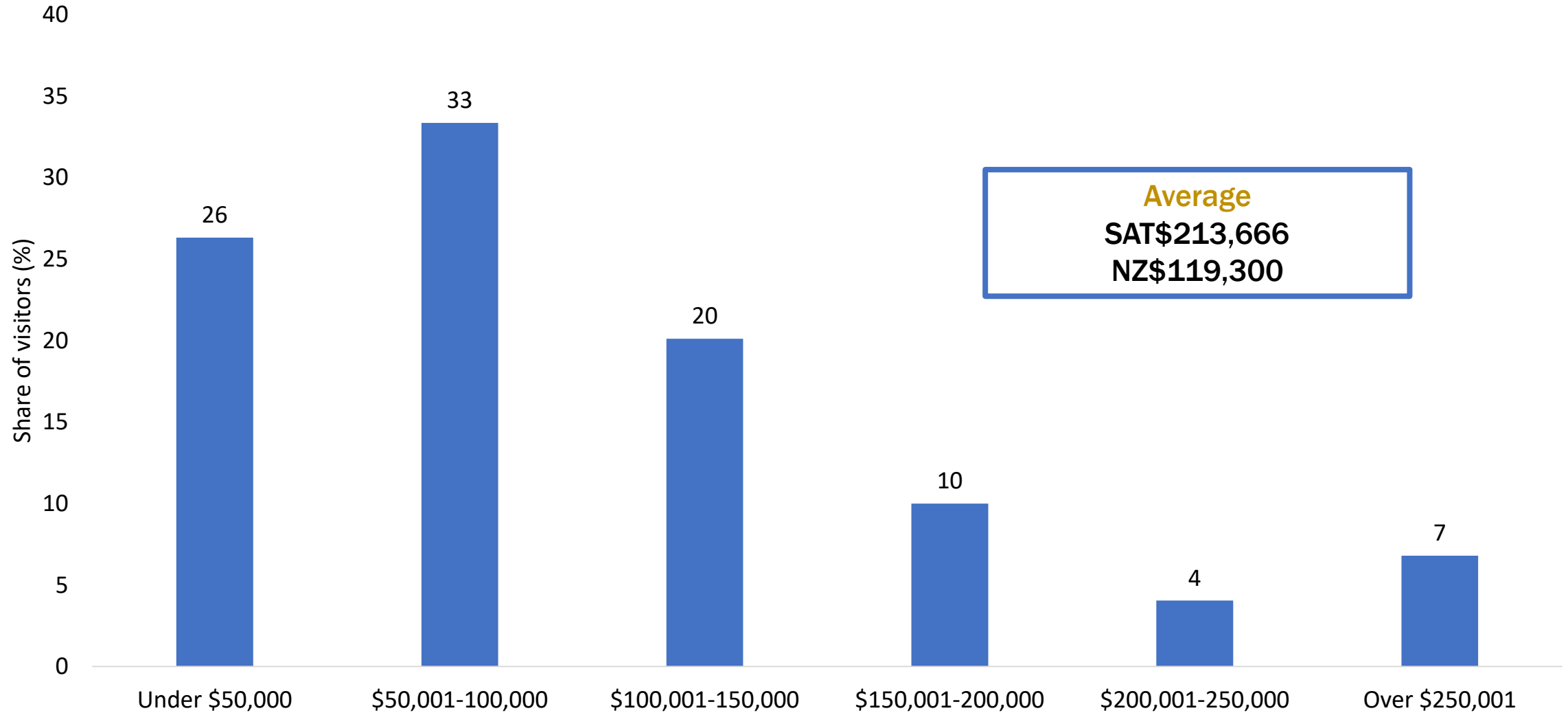
- **73%** Tertiary qualification
- **20%** High school qualification
- **5%** Other
- **2%** No formal qualification

Distribution of Age



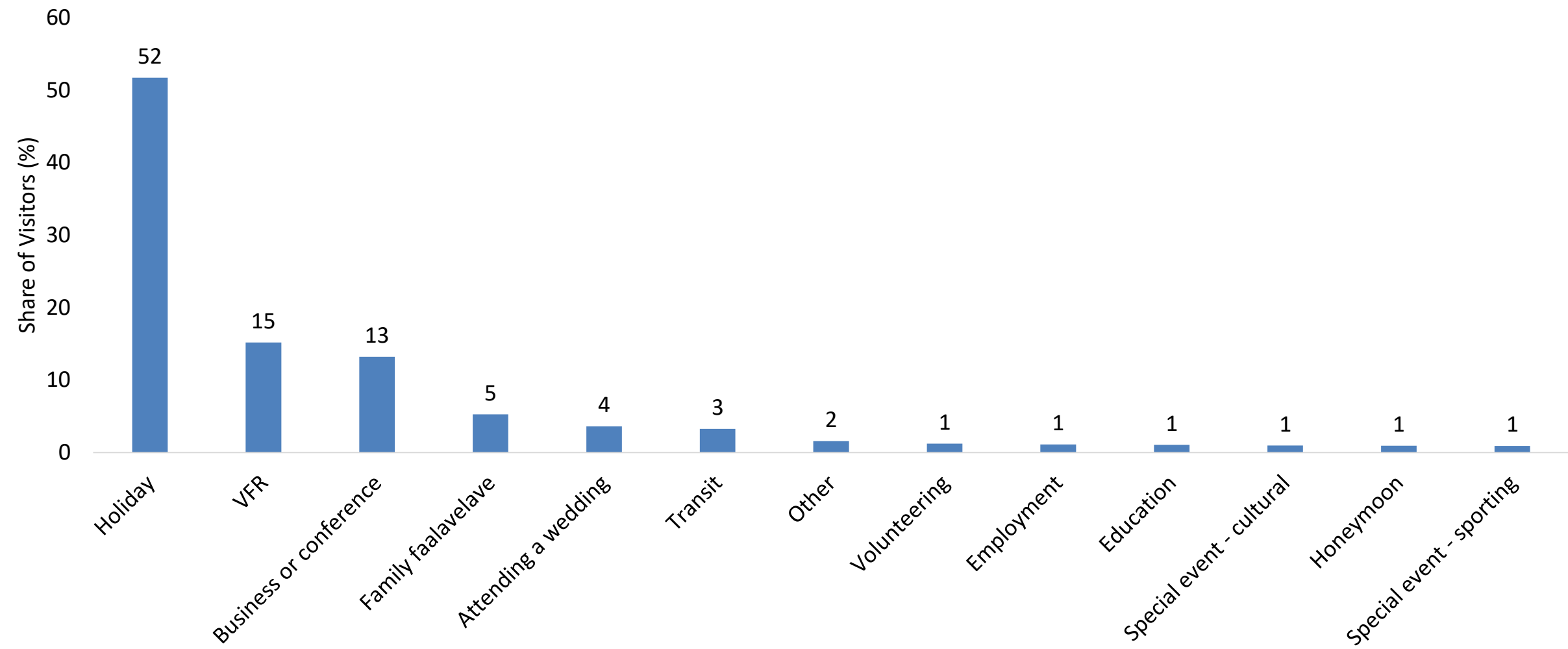
Visitor Characteristics

Annual Household Income (NZ\$)



Visitor Characteristics

Main Purpose of Visit



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

Visitor Characteristics

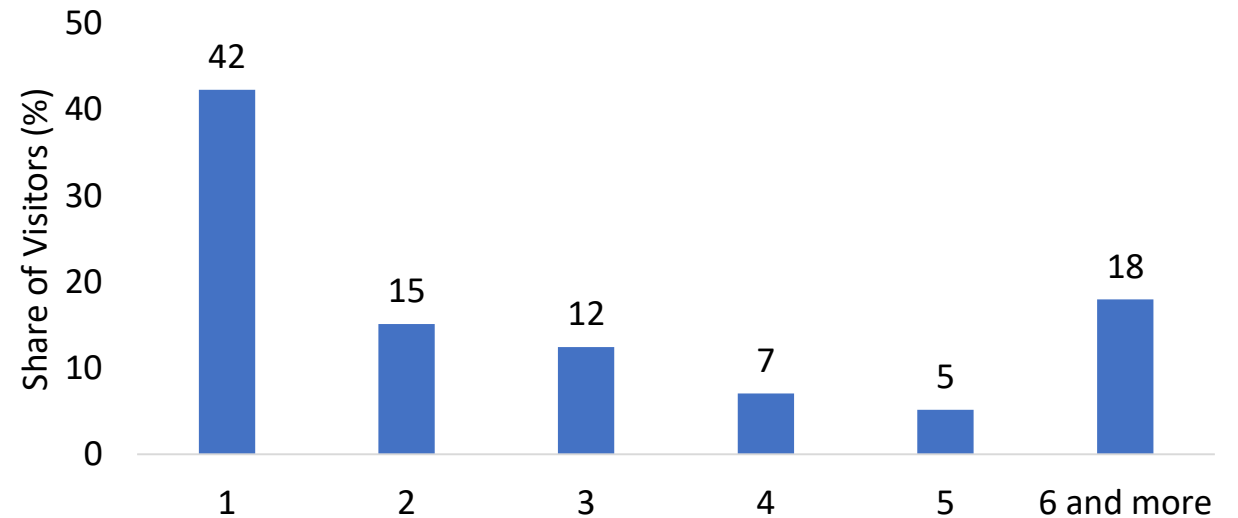
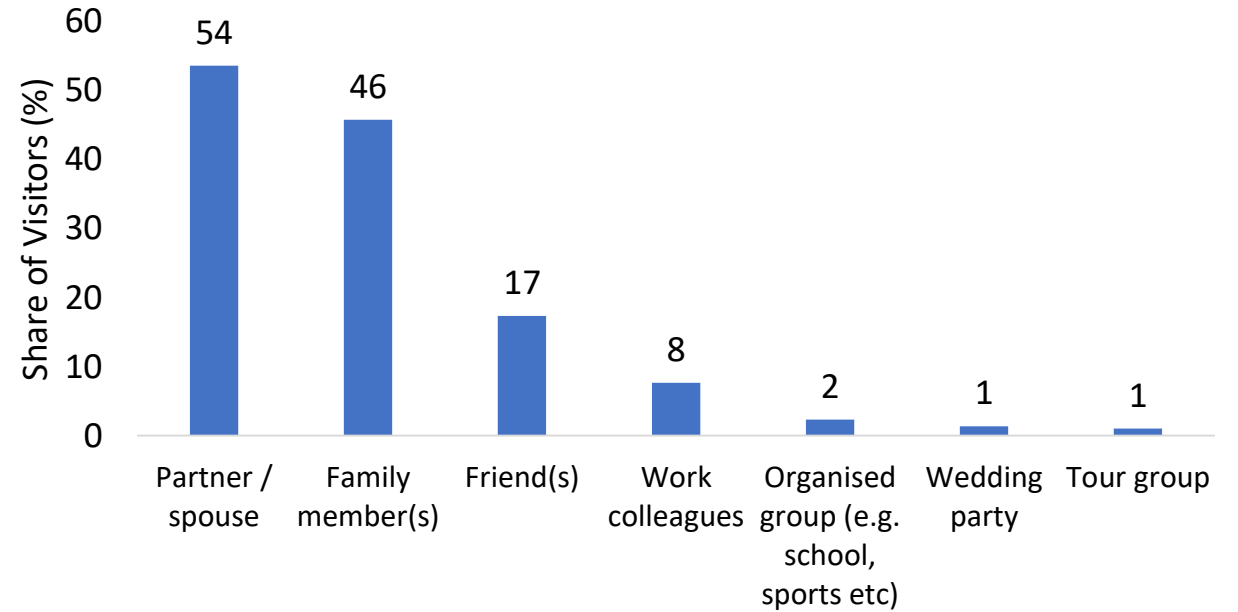
Travel Companions

27%
Travel alone

73%
with companions

Category of Companions *

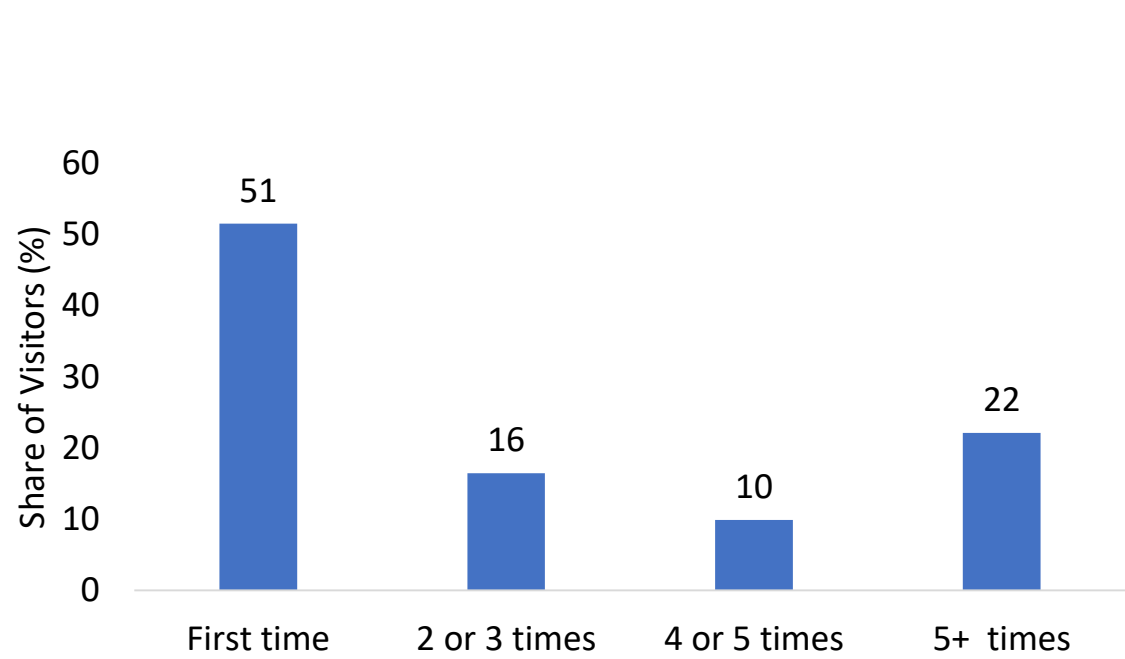
Number of Companions



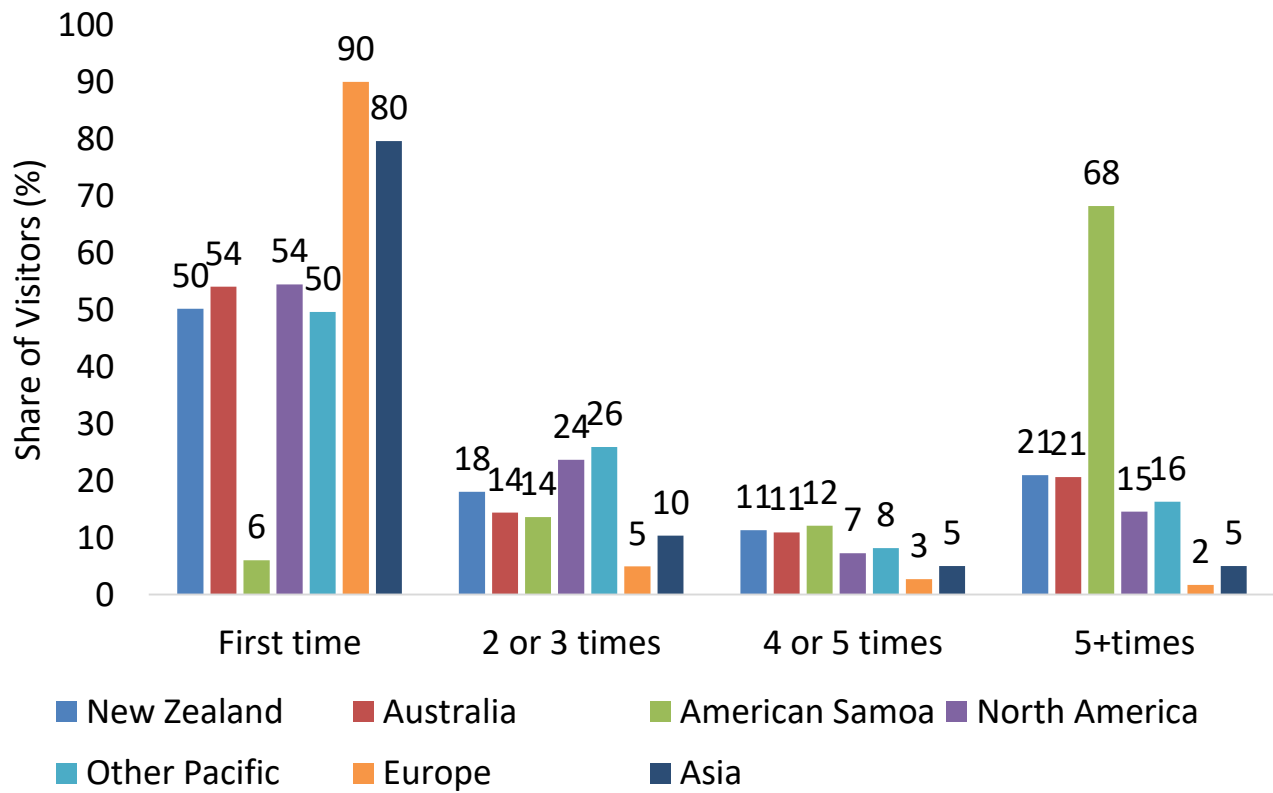
*Multiple responses, therefore total does not add up to 100%.

Previous Visits

Overall

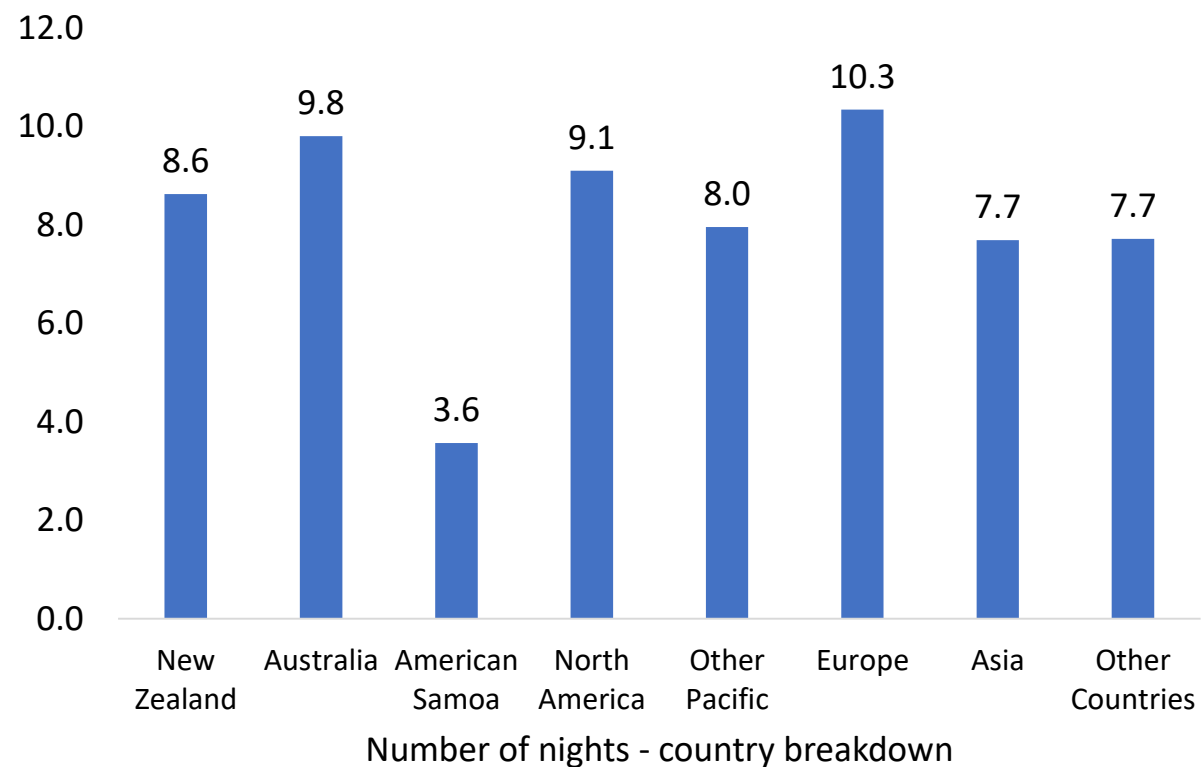
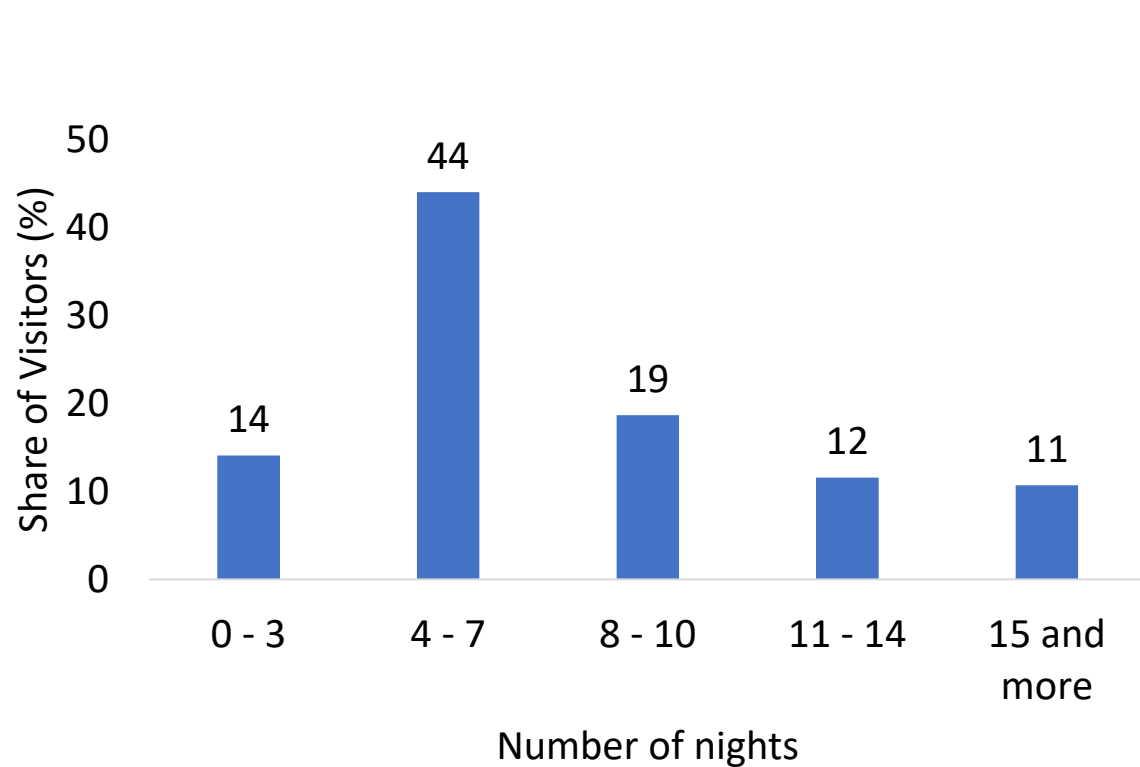


Country breakdown



Length of Stay

Average length of stay: **8.4 nights**



Destinations & Airlines



For **76%** of visitors,
Samoa is the sole
destination for their
trip.

For **24%** of
visitors, Samoa
is part of a larger
journey ➔

- **40%** Fiji
- **39%** New Zealand
- **18%** American Samoa
- **16%** Australia
- **12%** Other Pacific
- **7%** USA



AIRLINES USED

- **47%** Air New Zealand
- **29%** Samoa Airways
- **18%** Fiji Airways
- **13%** Virgin Australia
- **3%** Talofa Airways
- **2%** Other

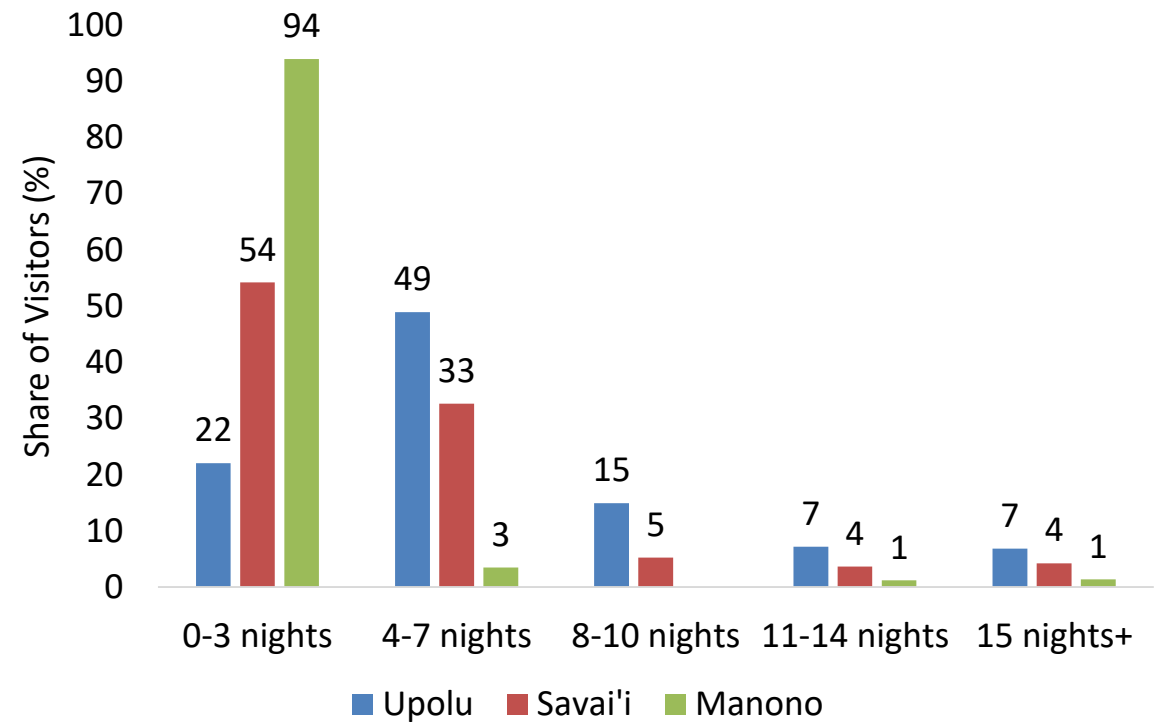
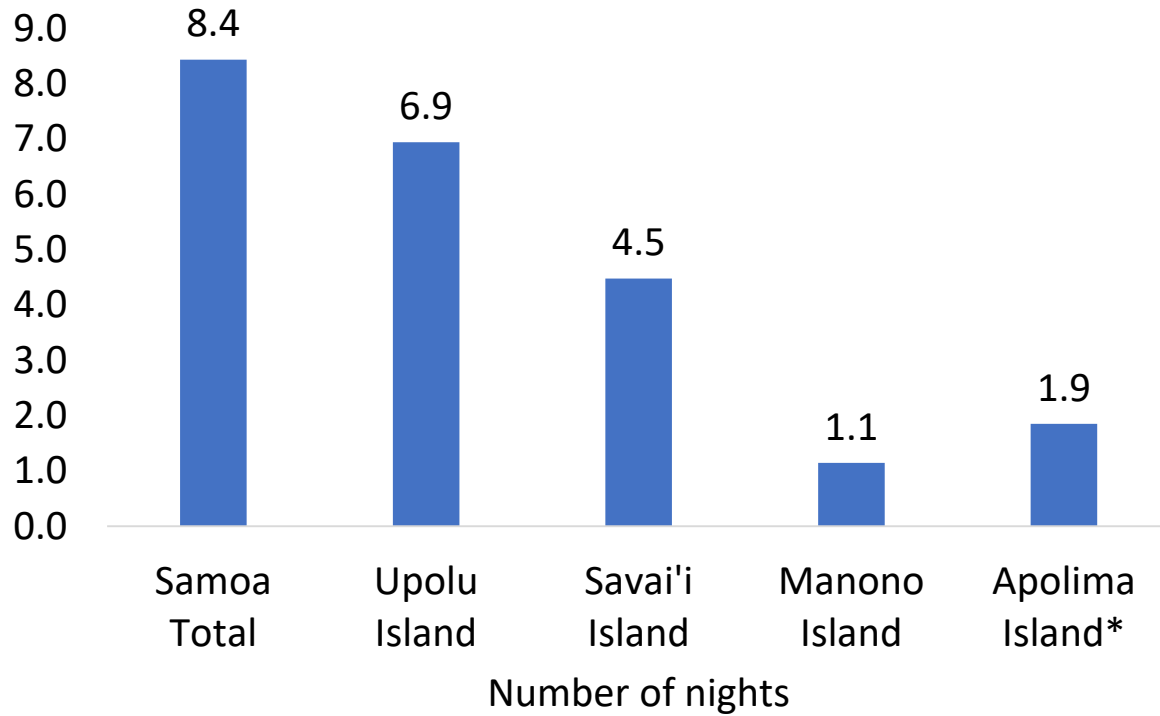
Islands Visited



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

Islands Visited

Average length of stay in Samoa and on each island

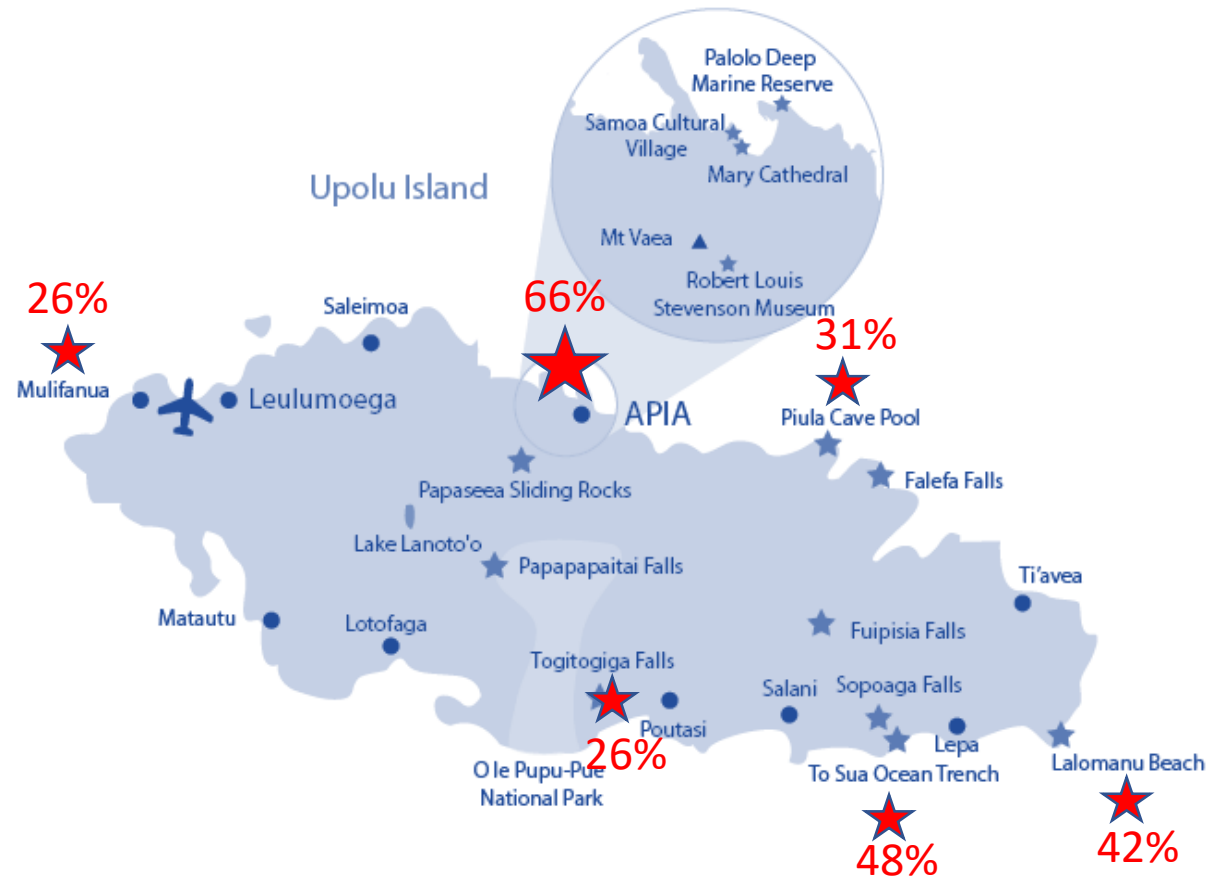


Destinations Visited

Upolu Island

Top 6 popular attractions *

- 66% Apia
- 48% To Sua Ocean Trench
- 42% Lalomanu Beach
- 31% Piula Cave Pool
- 26% Mulifanua
- 26% Togitogiga Falls



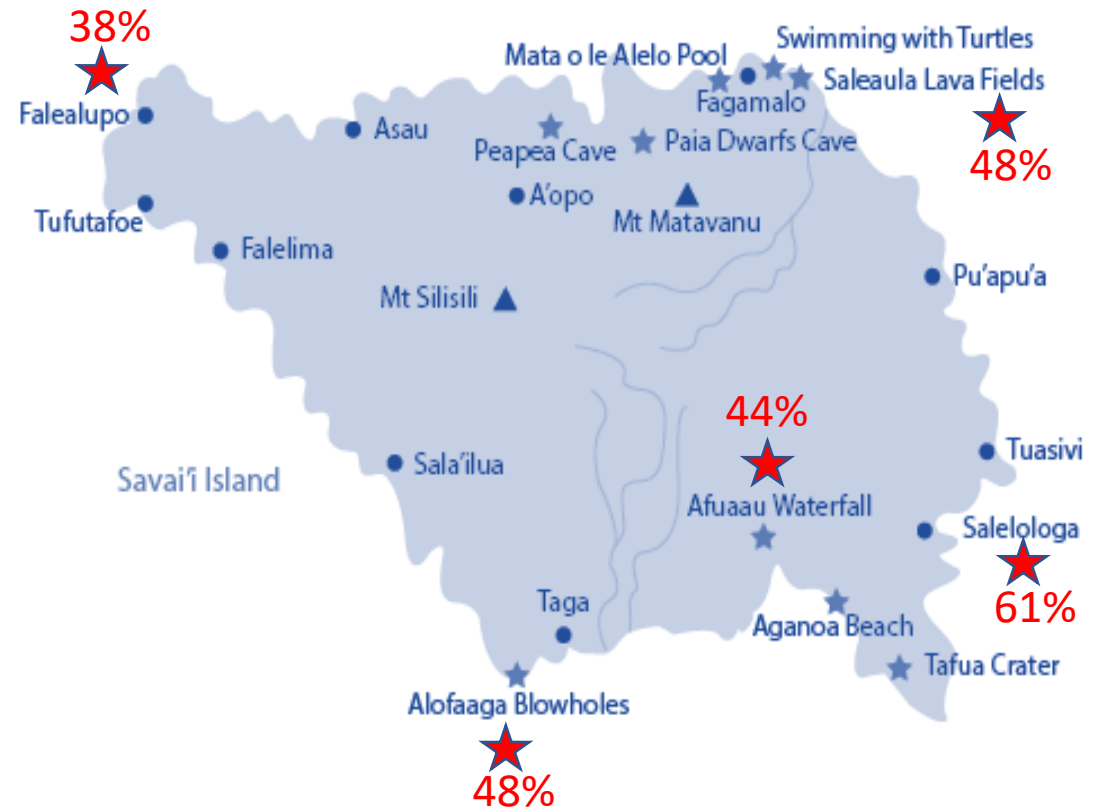
Note: Multiple responses, therefore total does not add up to 100%.

Destinations Visited

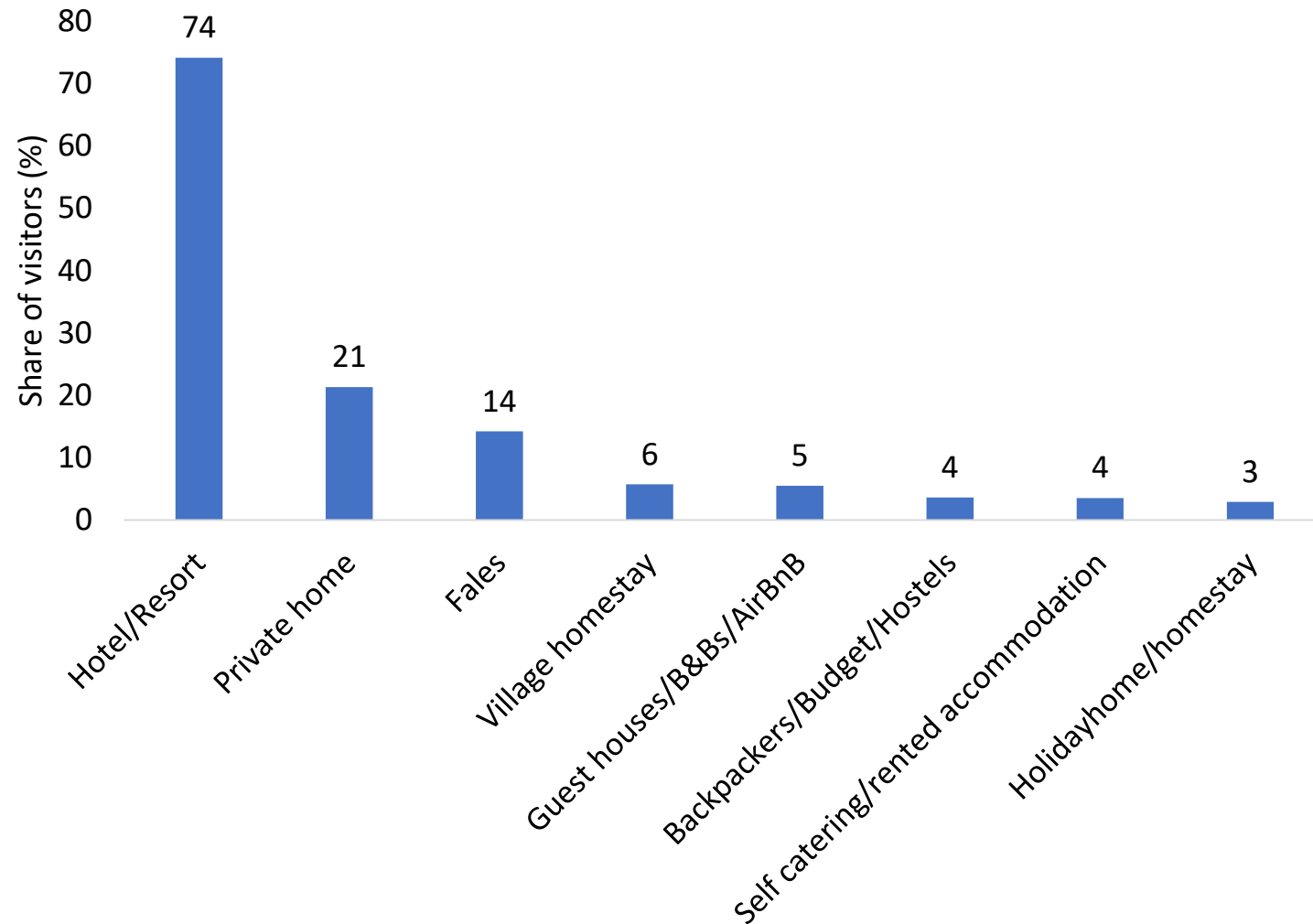
Savai'i Island

Top 5 attractions *

- **61%** Salelologa
- **48%** Alofaaga Blowholes
- **48%** Saleaula Lava Fields
- **44%** Afuaau Waterfall
- **38%** Falealupo

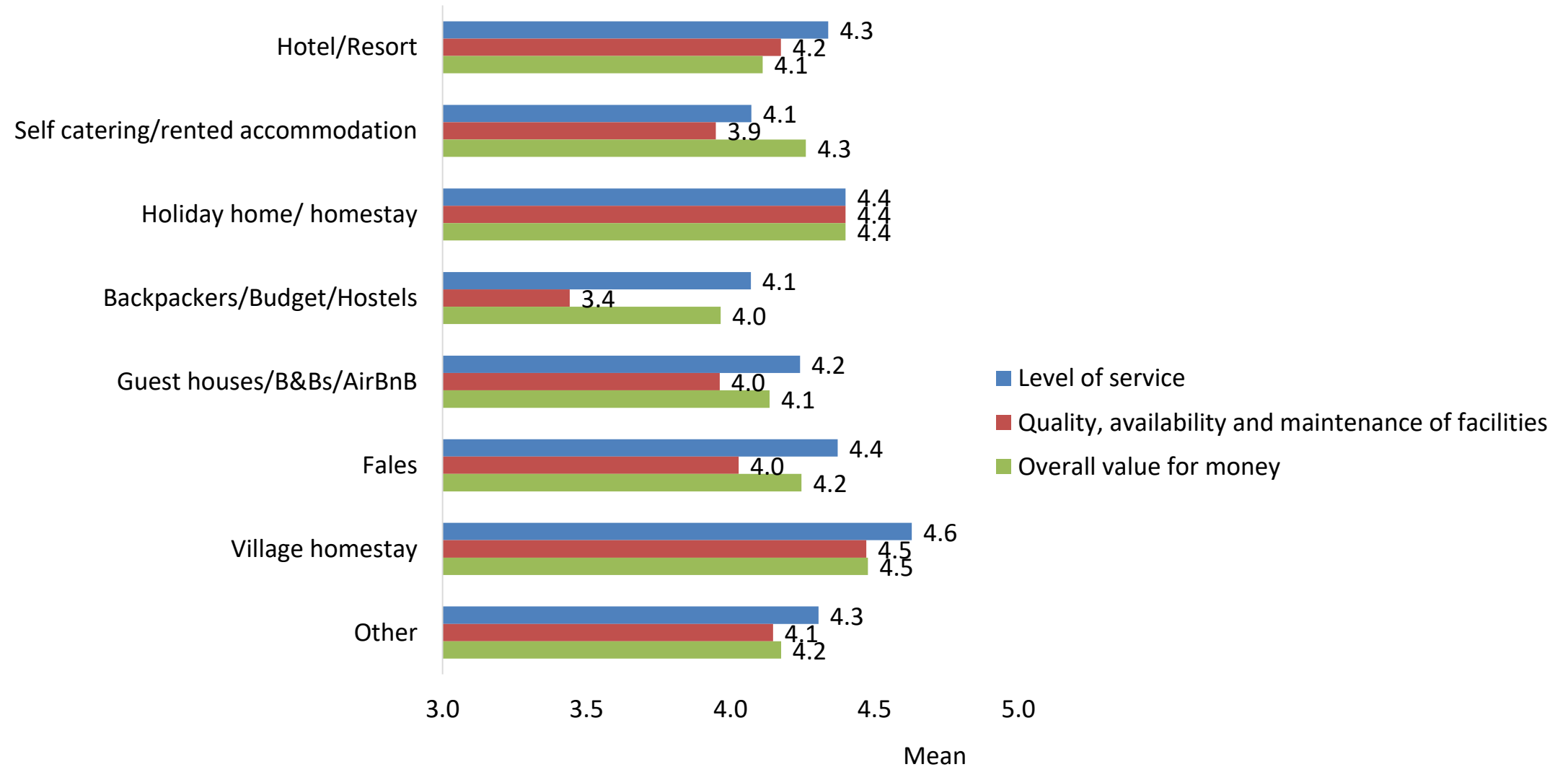


Types of Accommodation Used



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

Satisfaction with Accommodation

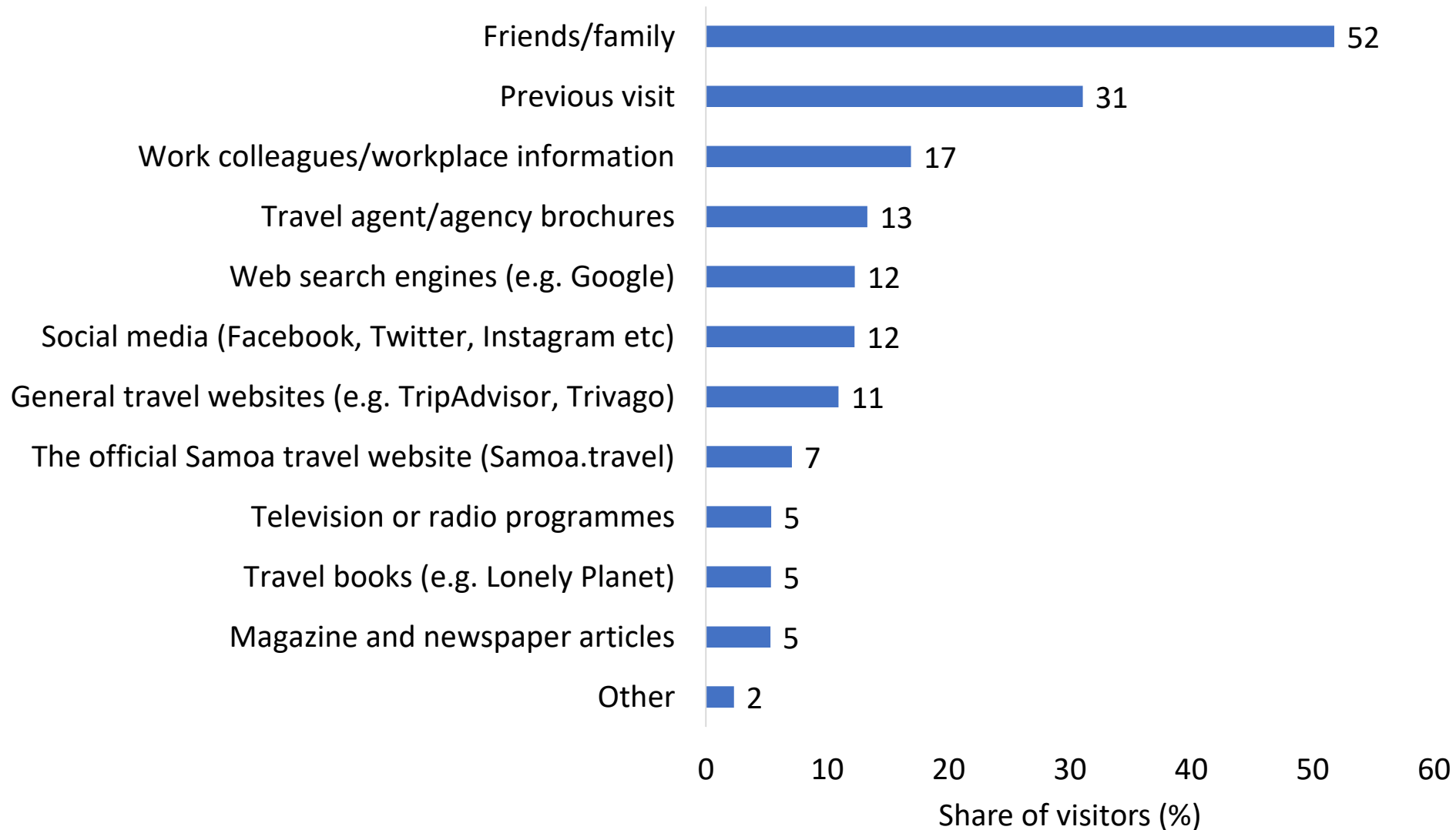


Note: Degree of satisfaction with accommodation stayed in (mean score out of 5).

Information Sources & Purchasing Behaviour



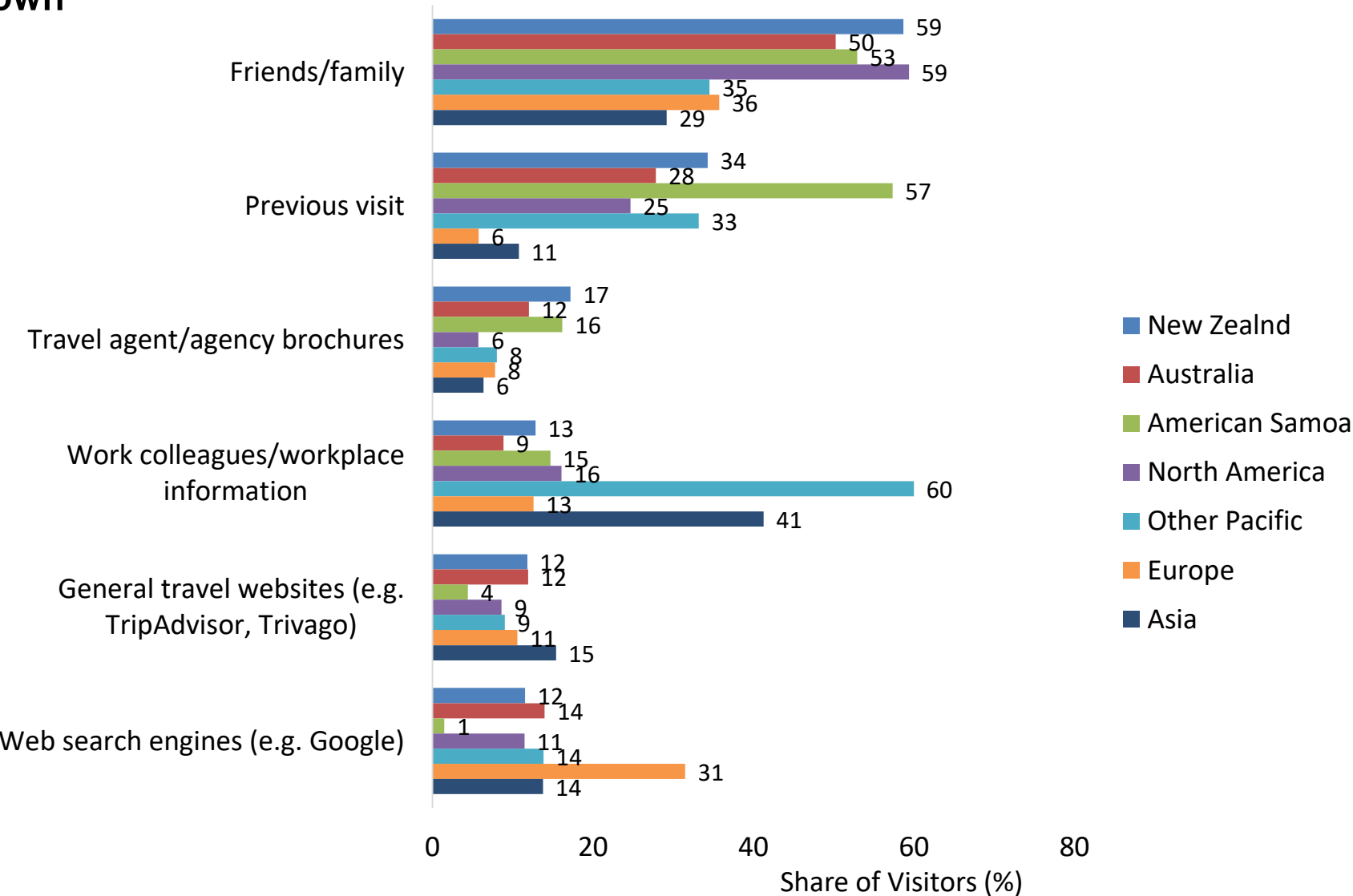
How Did You Find Out About Samoa?



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

How Did You Find Out About Samoa?

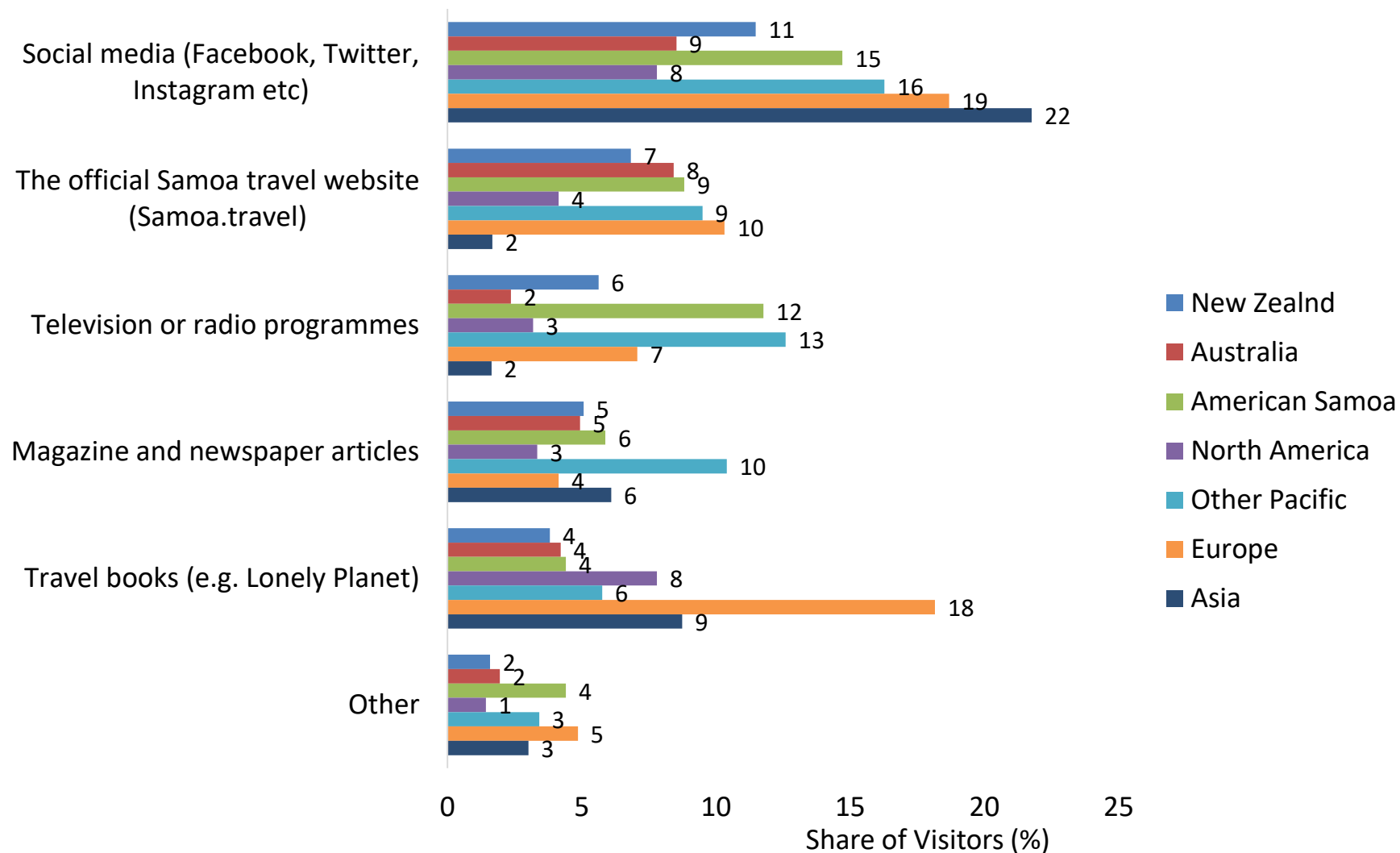
Country breakdown



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

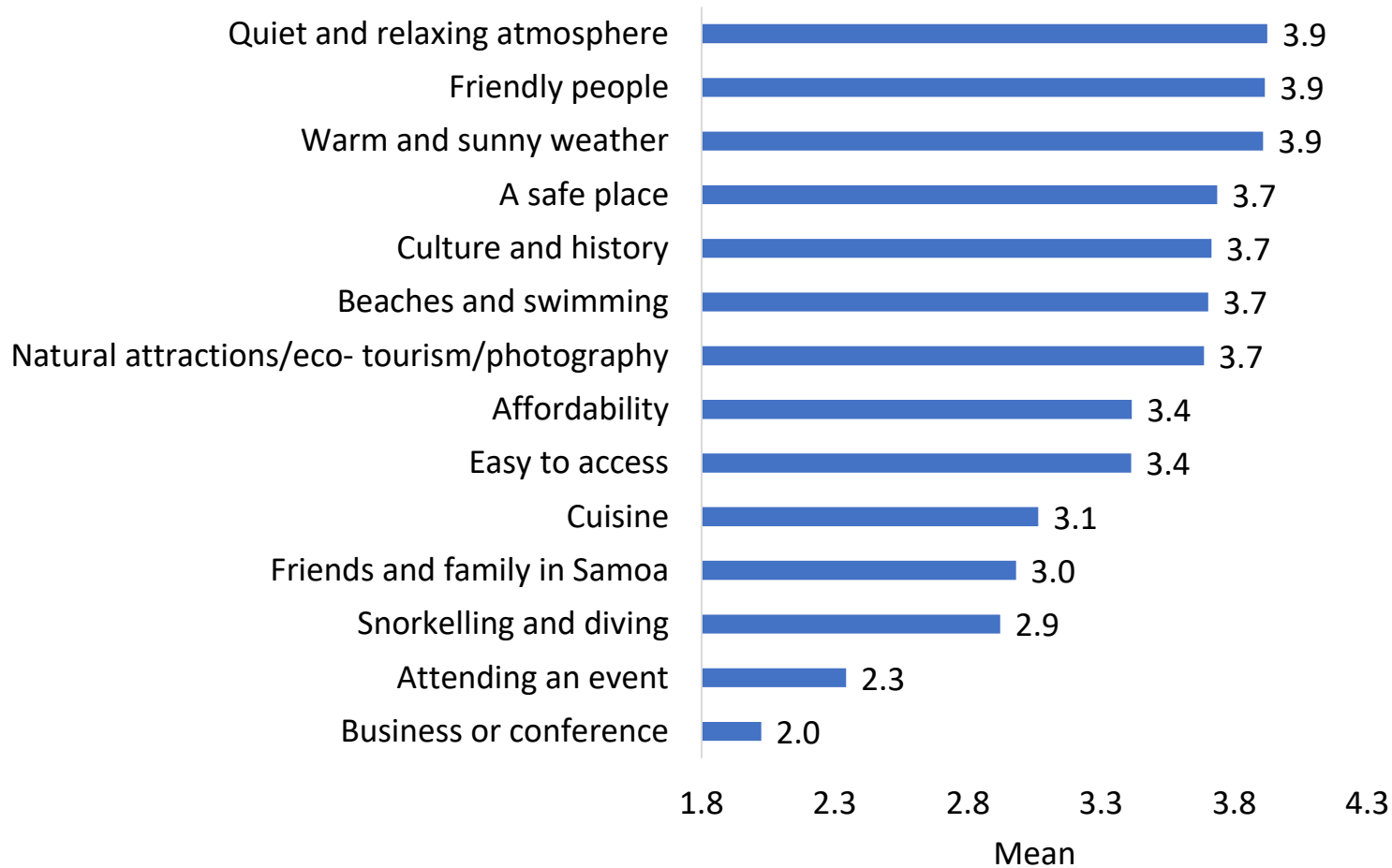
How Did You Find Out About Samoa?

Country breakdown cont.



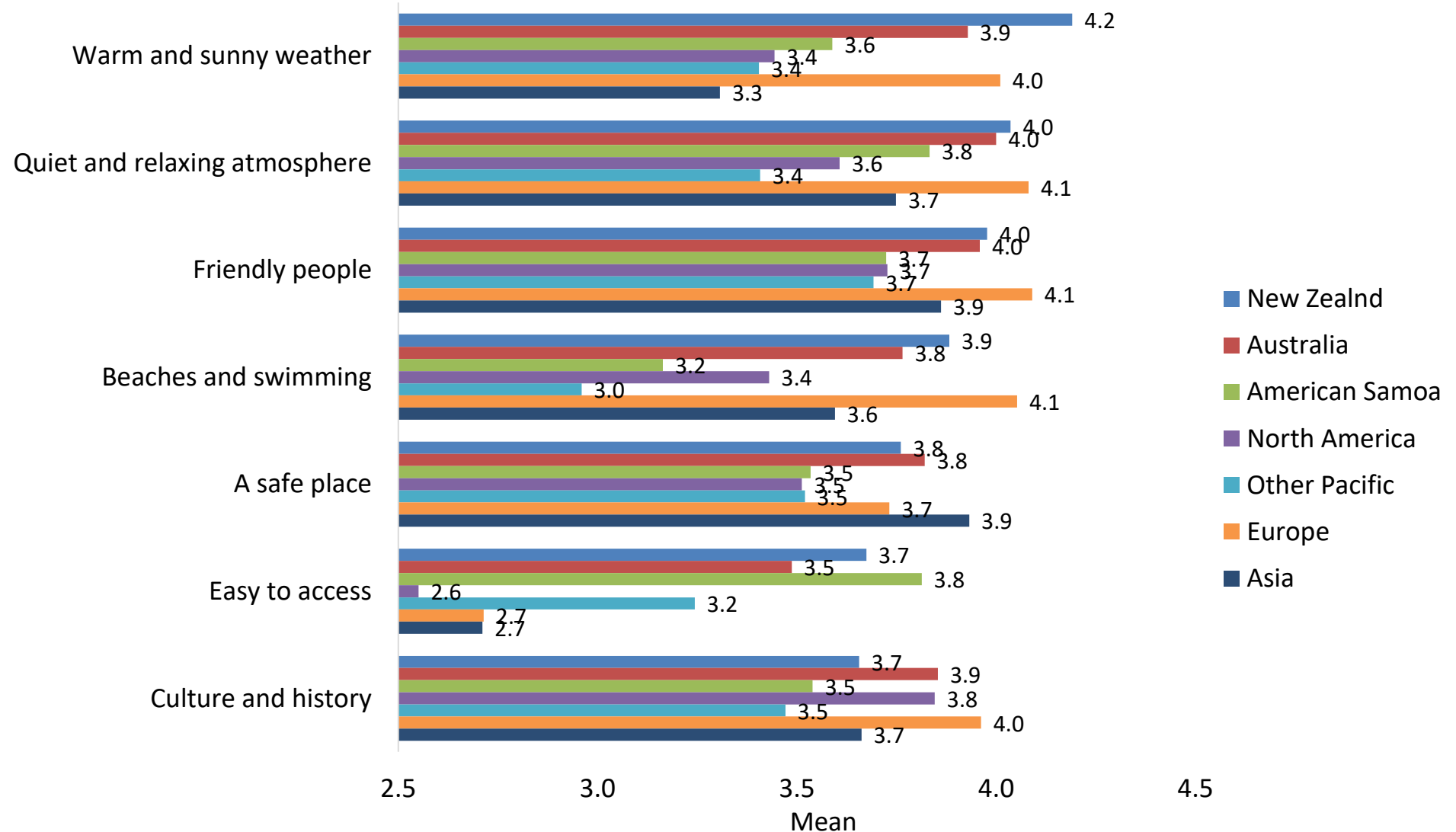
Note: Multiple responses, therefore total does not add up to 100%.

Factors Influencing the Visit to Samoa



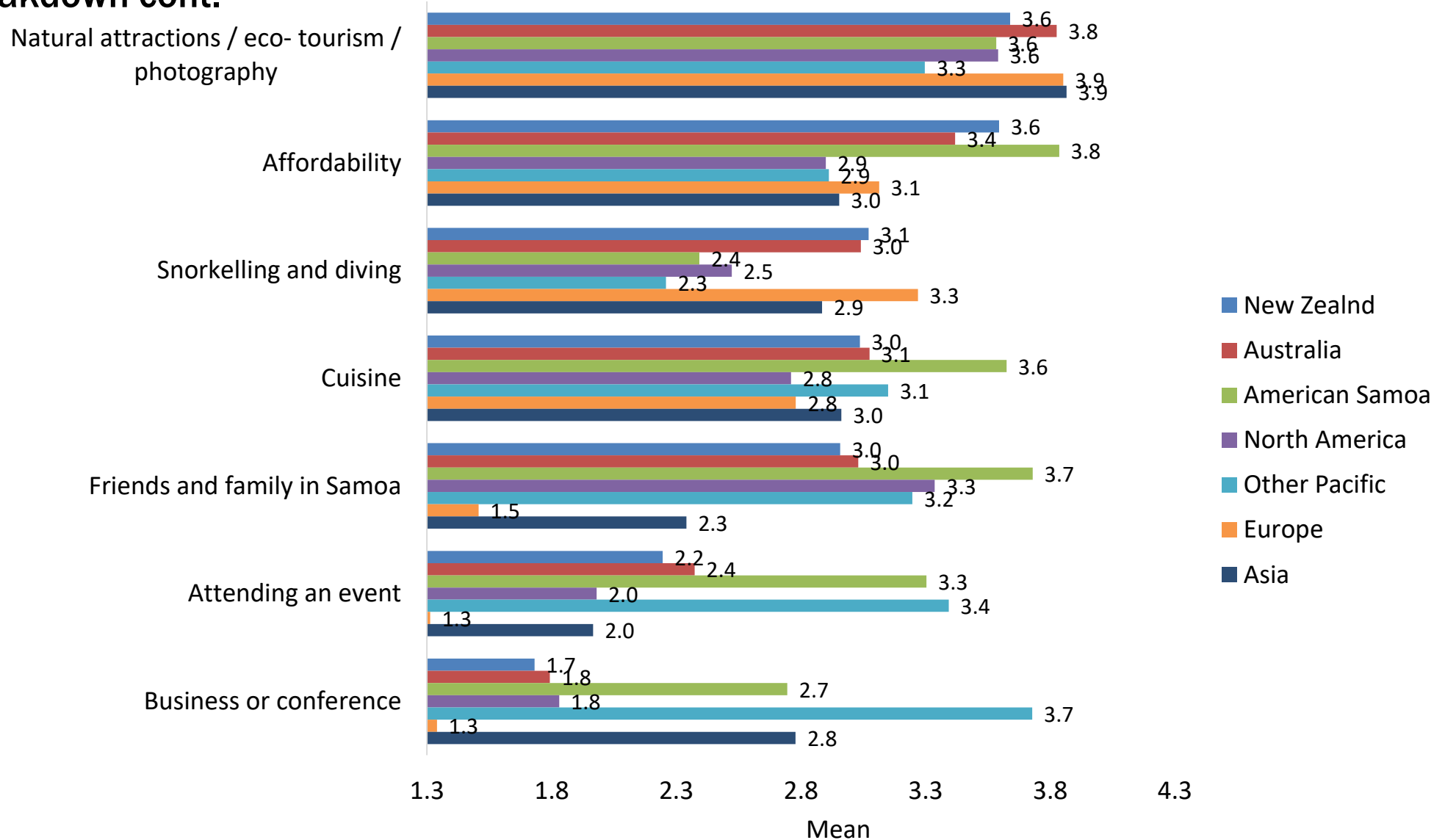
Factors Influencing the Visit to Samoa

Country breakdown

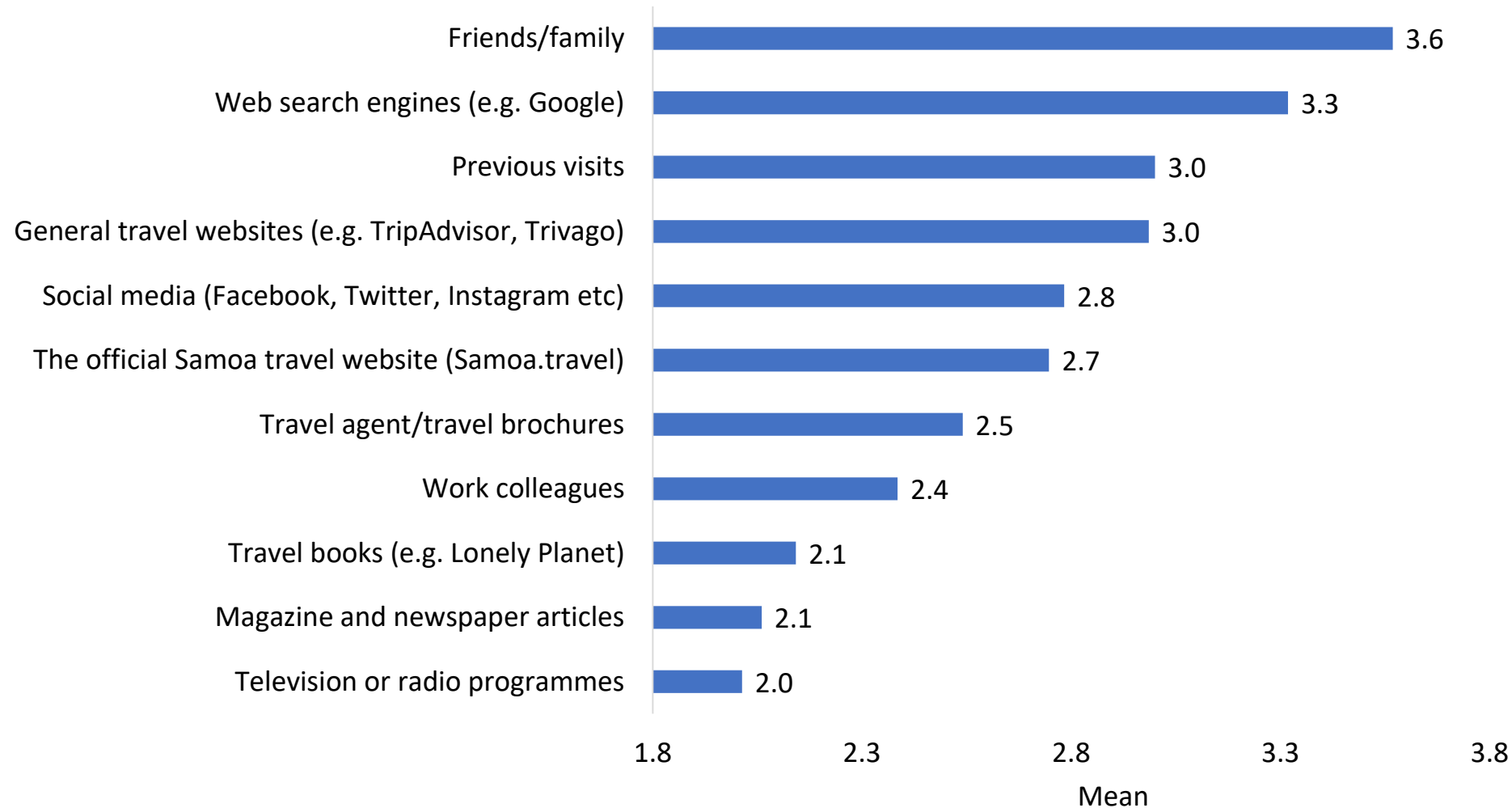


Factors Influencing the Visit to Samoa

Country breakdown cont.

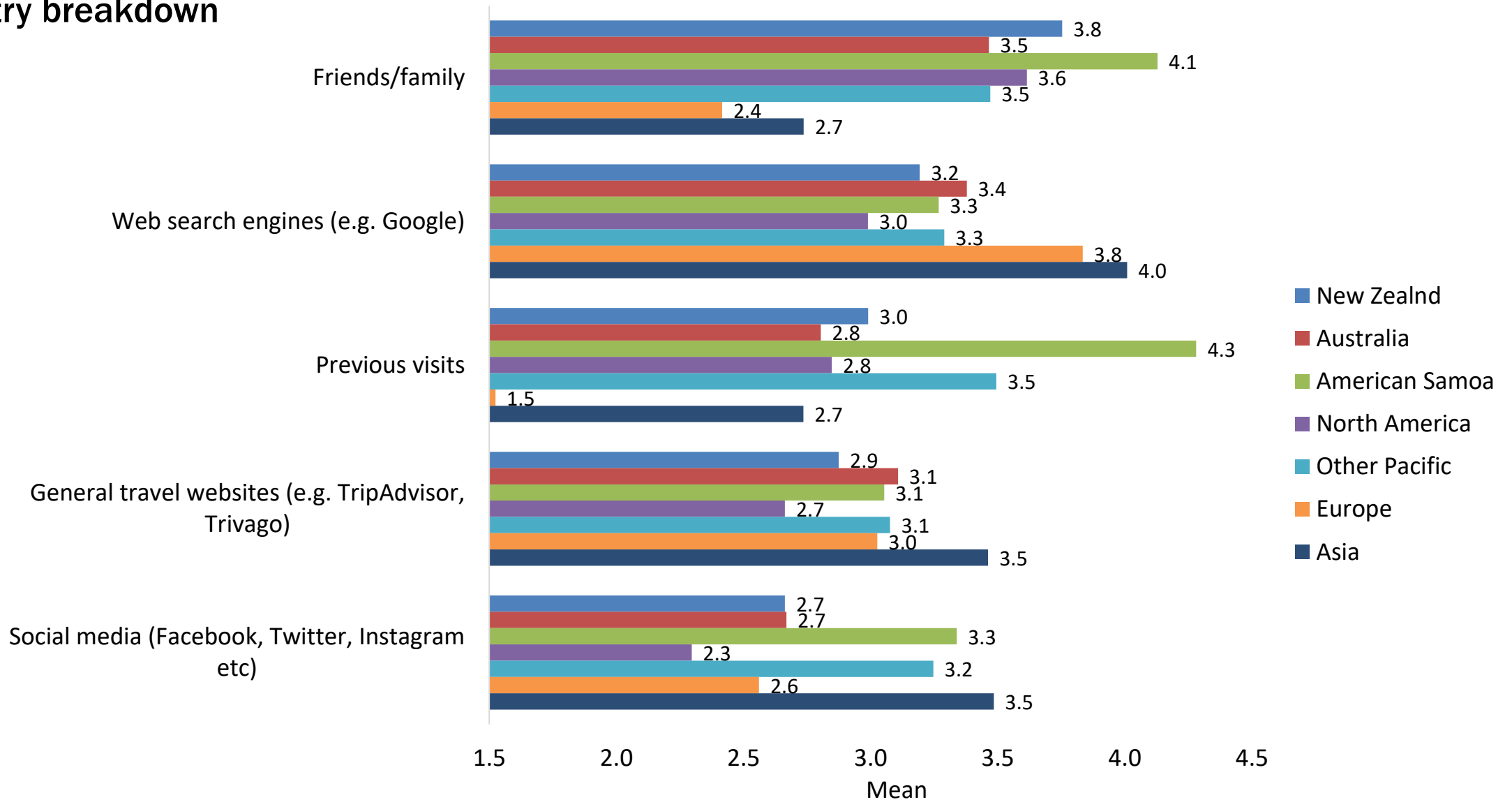


Information Sources Used for Planning



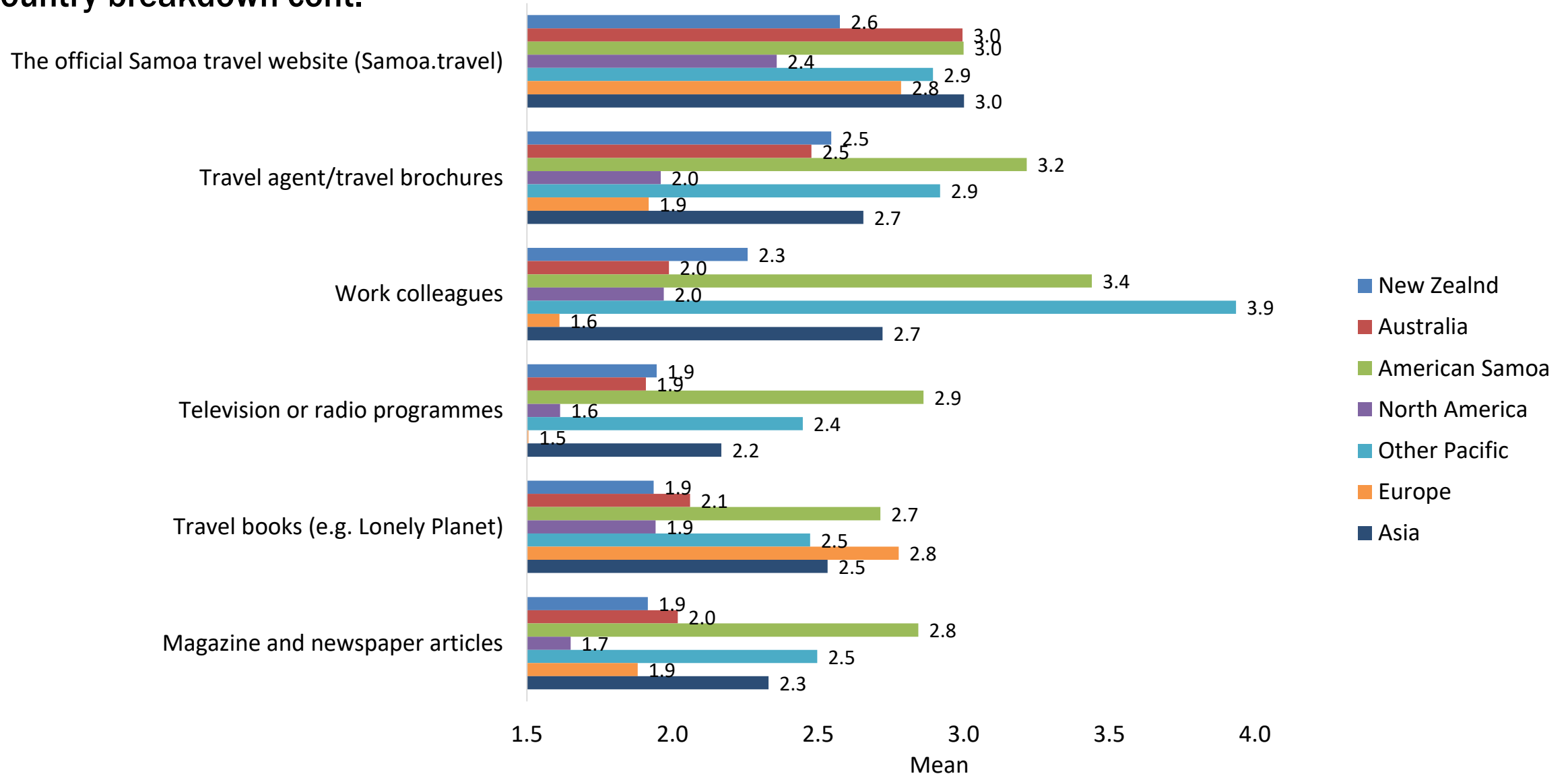
Information Sources Used for Planning

Country breakdown

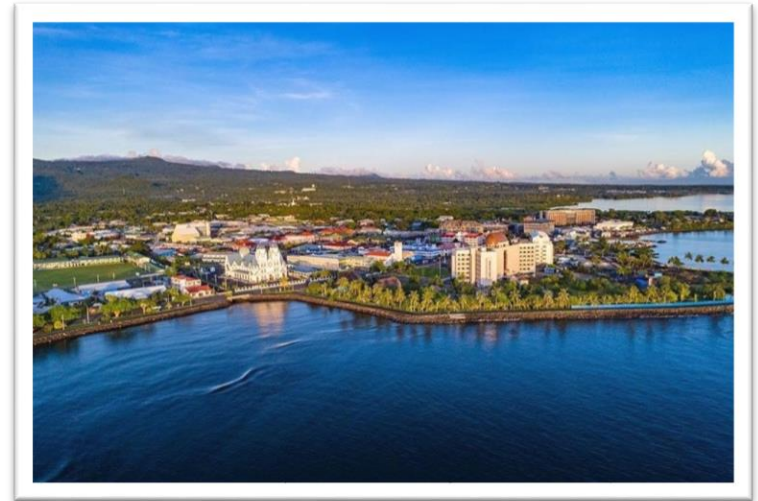
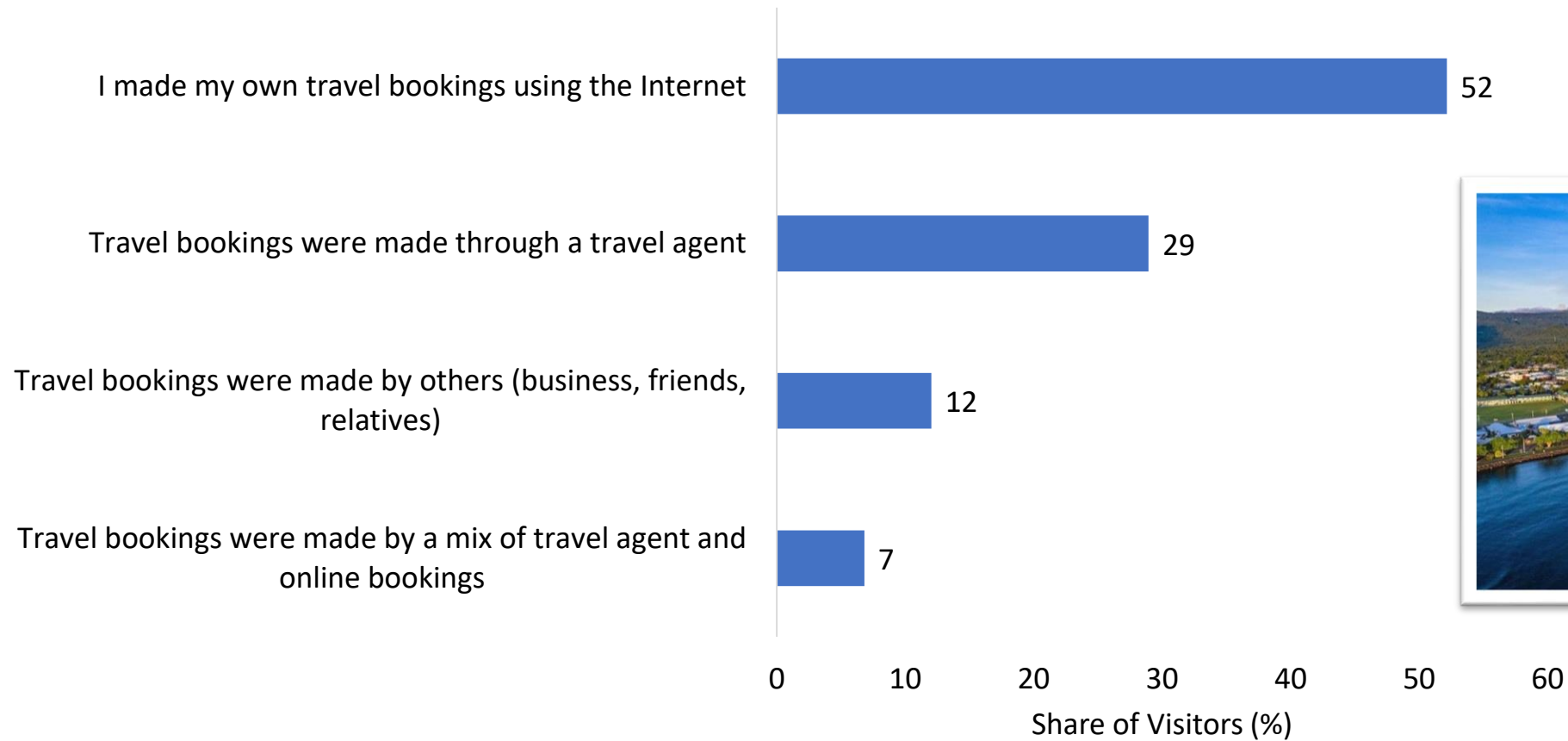


Information Sources Used for Planning

Country breakdown cont.

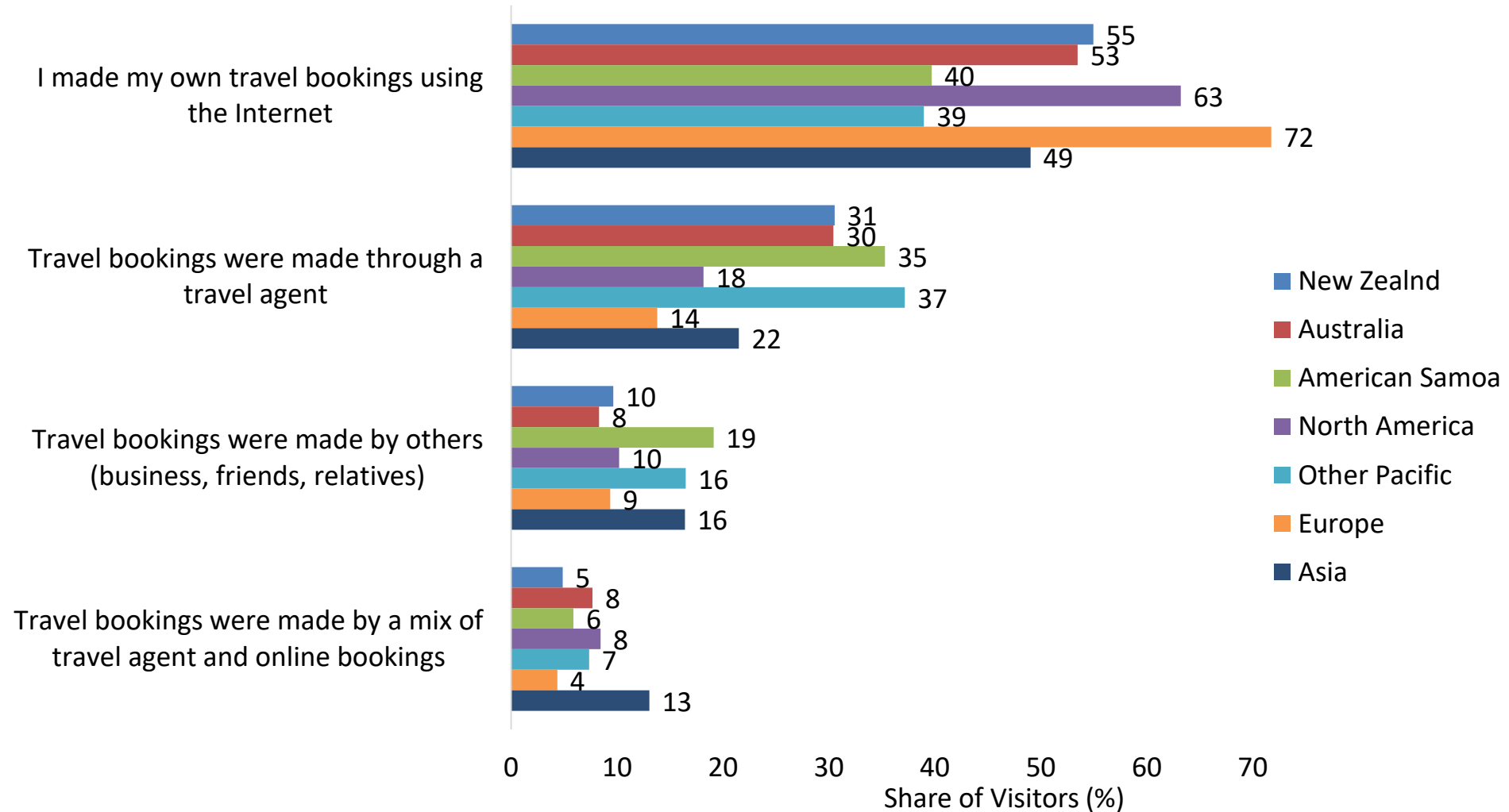


How Did You Purchase Your Travel?



How Did You Purchase Your Travel?

Country breakdown



Visitor Expenditure

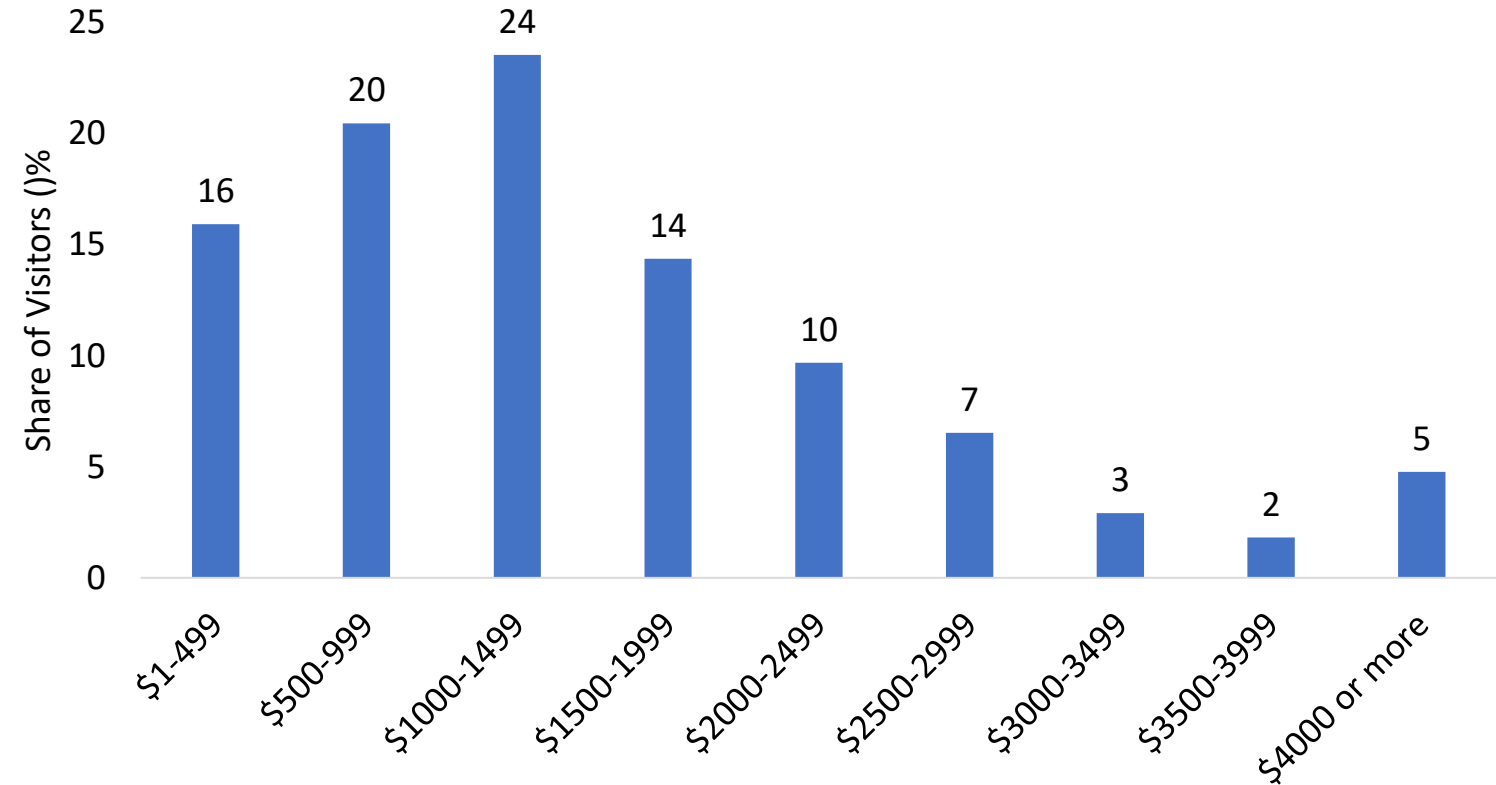


Prepaid Expenditure

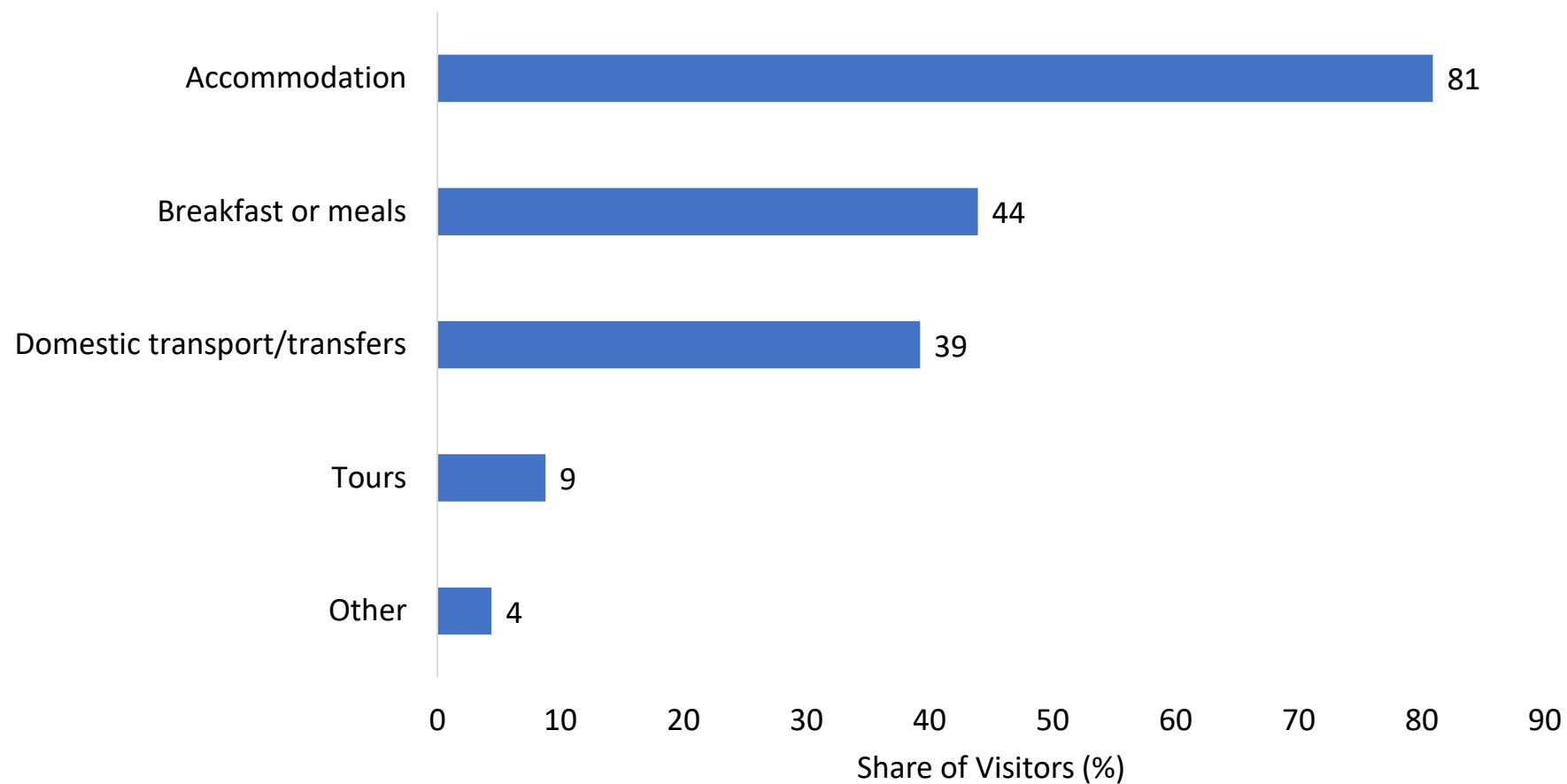
Per person prior to arrival

SAT\$2,450

NZ\$1,368



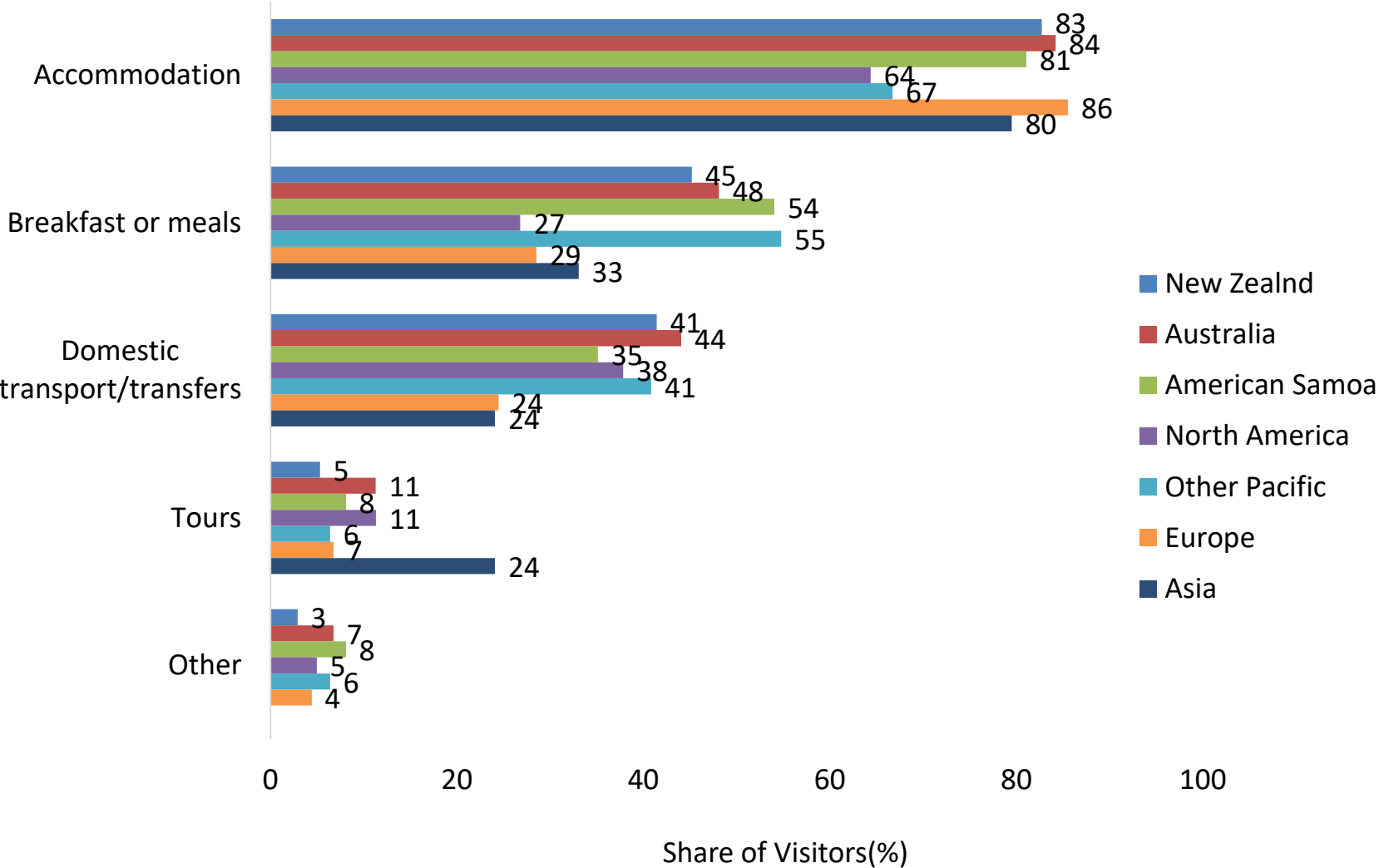
Prepaid Items



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

Prepaid Items

Country breakdown



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

In-country Expenditure Per Person Per Day

Expenditure Items	Covering people 8,425	
	Mean (SAT\$)	(% of spend)
Accommodation	44	27
Restaurants cafes & bars	32	20
Vehicle rental	18	11
Shopping	15	9
Groceries	13	8
Donations	13	8
Tours/activities	7	4
Other	6	4
Petrol	6	4
Internet/telecommunication	3	2
Bus/taxi	3	2
Ferry	2	1
Total Expenditure	162	100



Per visitor per day while in Samoa:

SAT\$162/NZ\$90



In-country Expenditure Per Person Per Day (SAT\$)

Market breakdown

Markets	New Zealand	Australia	American Samoa	North America	Other Pacific	Europe	Asia
Accommodation	39	42	37	44	57	59	98
Restaurants cafes & bars	32	35	33	28	31	36	40
Vehicle rental	17	21	13	20	11	17	25
Donations	13	15	11	16	11	2	12
Groceries	12	15	12	24	16	6	13
Shopping	11	14	24	26	31	10	18
Tours/activities	6	8	5	5	5	8	14
Other	6	10	2	6	3	4	2
Petrol	6	7	6	8	4	4	7
Bus/taxi	2	2	6	3	5	4	7
Internet/telecommunication	2	3	5	5	6	3	4
Ferry	1	2	1	3	1	2	3
Total in-country spend (SAT\$)	146	173	156	188	181	155	243

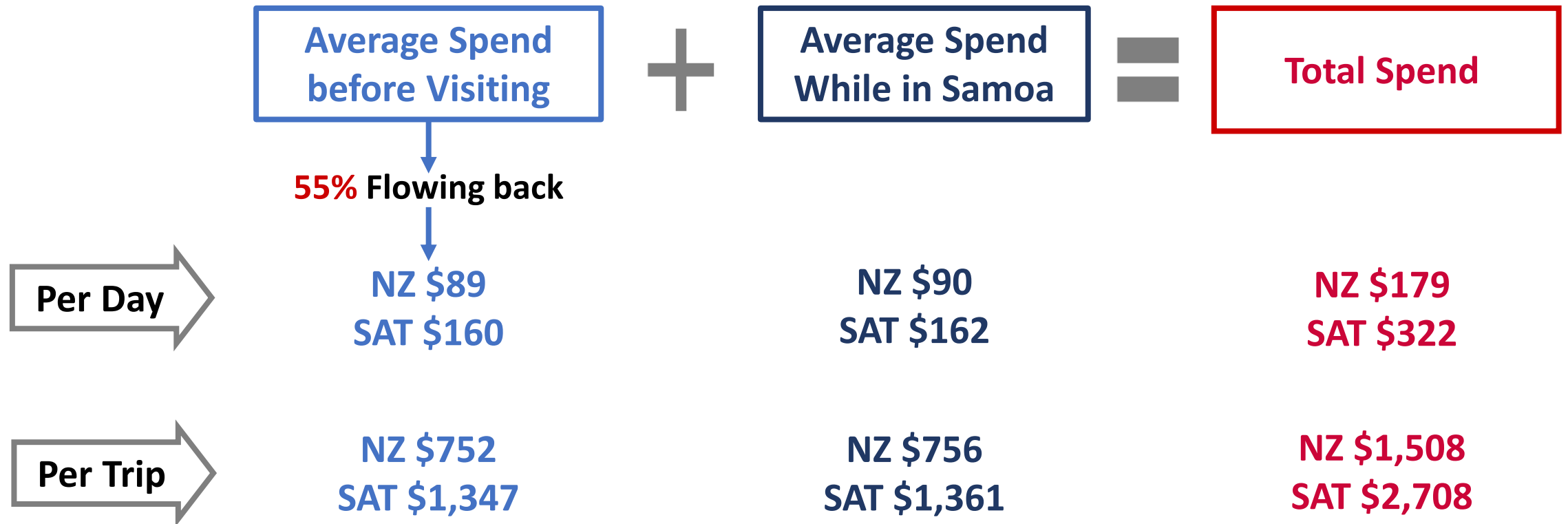
Average Total Expenditure Per Person Per Day (SAT\$)

Market breakdown

Markets	New Zealand	Australia	American Samoa	North America	Other Pacific	Europe	Asia
55% pre-paid expenditure	138	156	173	209	245	120	278
In-country spend	146	173	156	188	181	155	243
Total spend (SAT\$)	284	329	329	397	426	275	521

Contribution to Samoa Economy per Visit

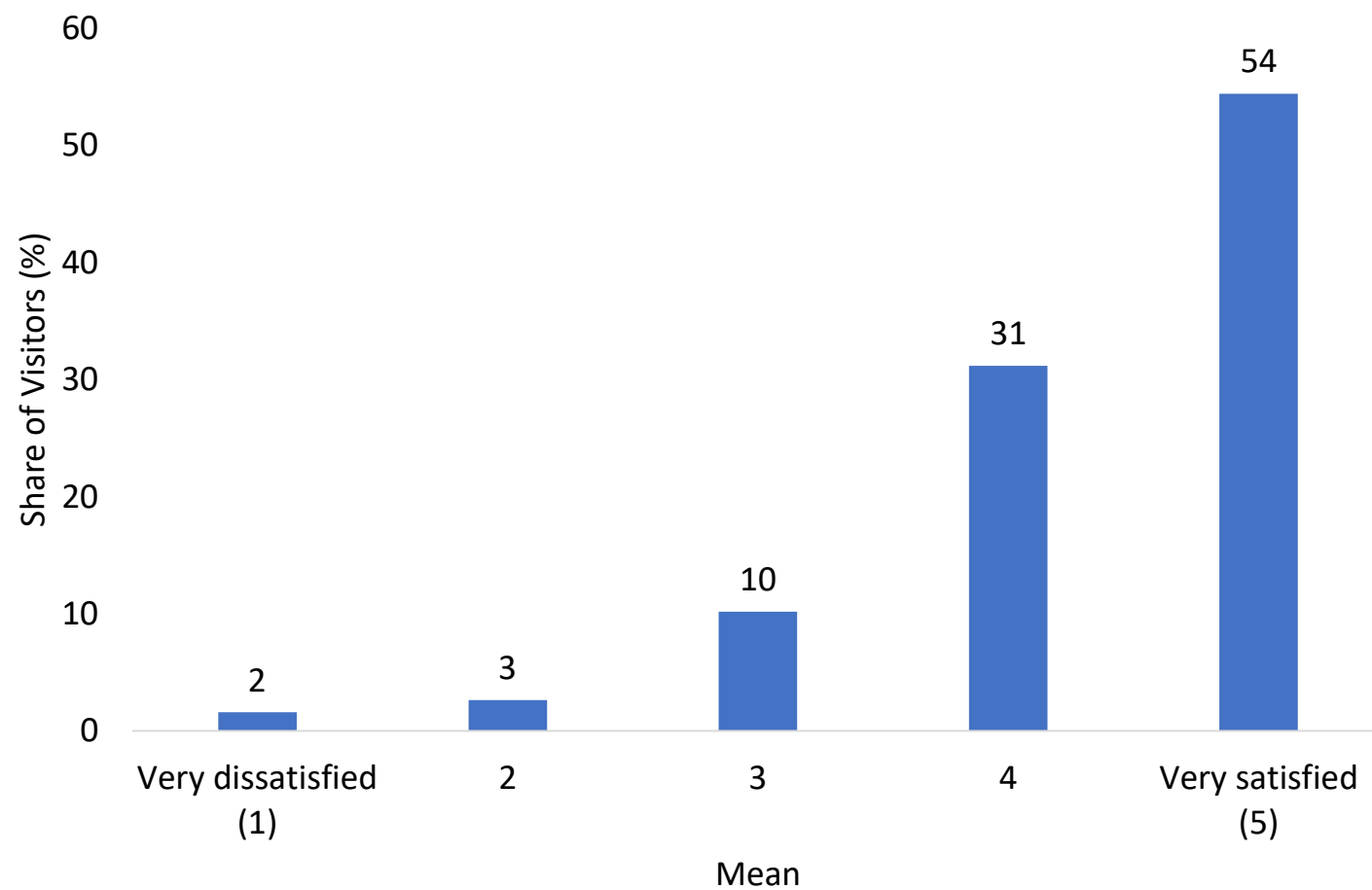
Visitor Expenditure – Per Person & Total



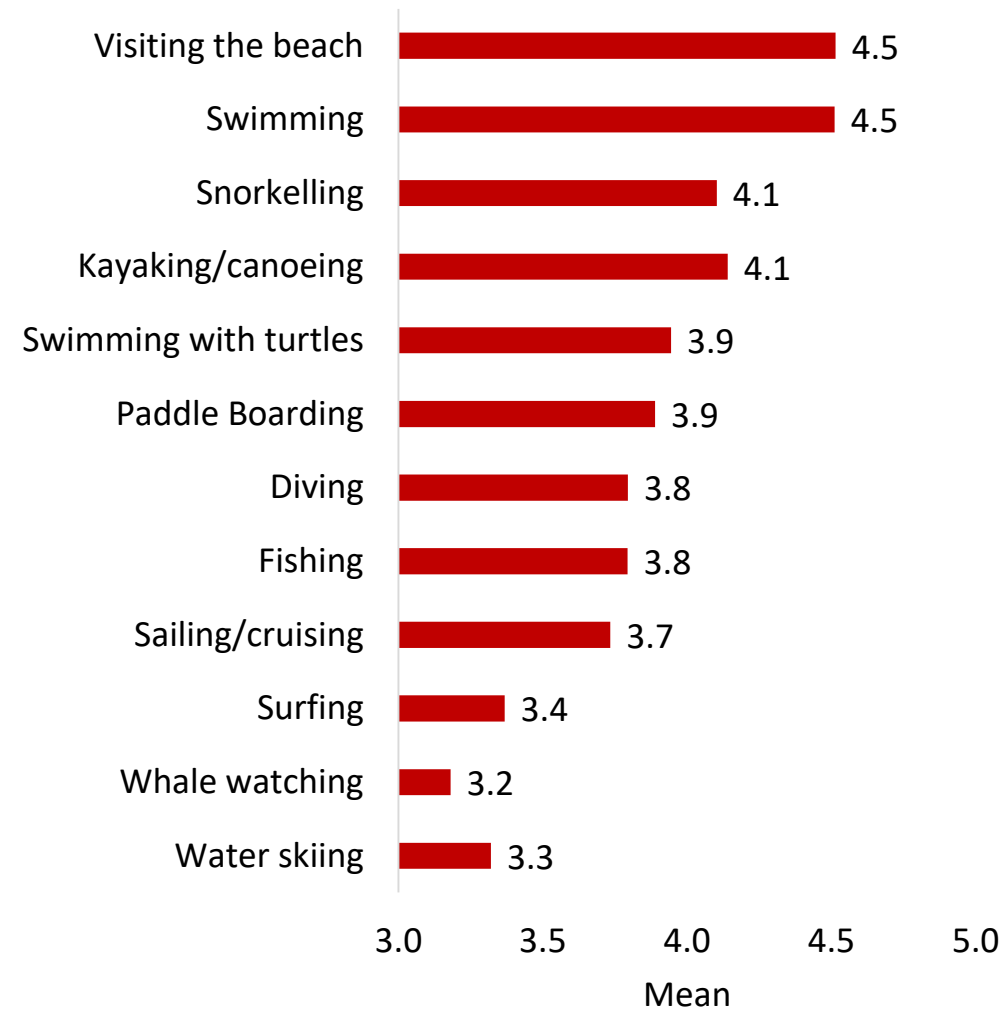
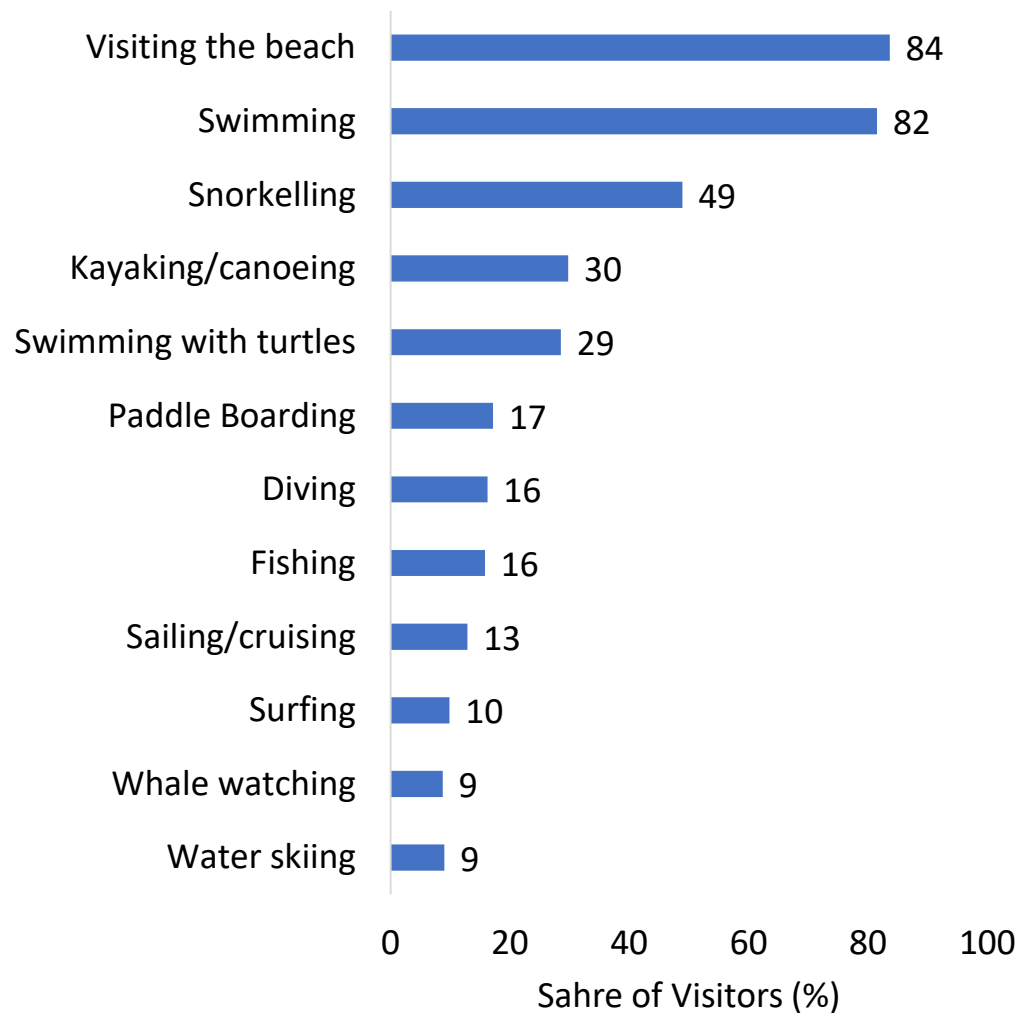
Visitor Satisfaction



Overall Satisfaction

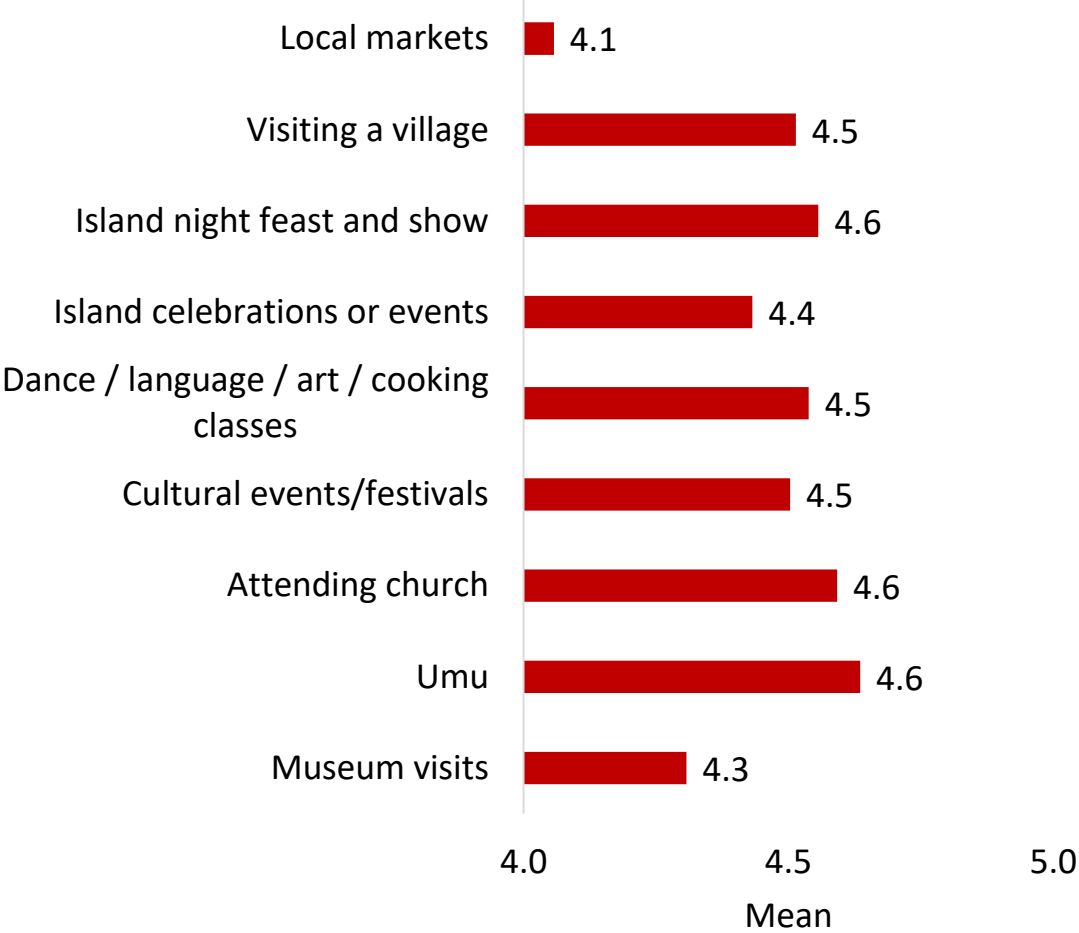
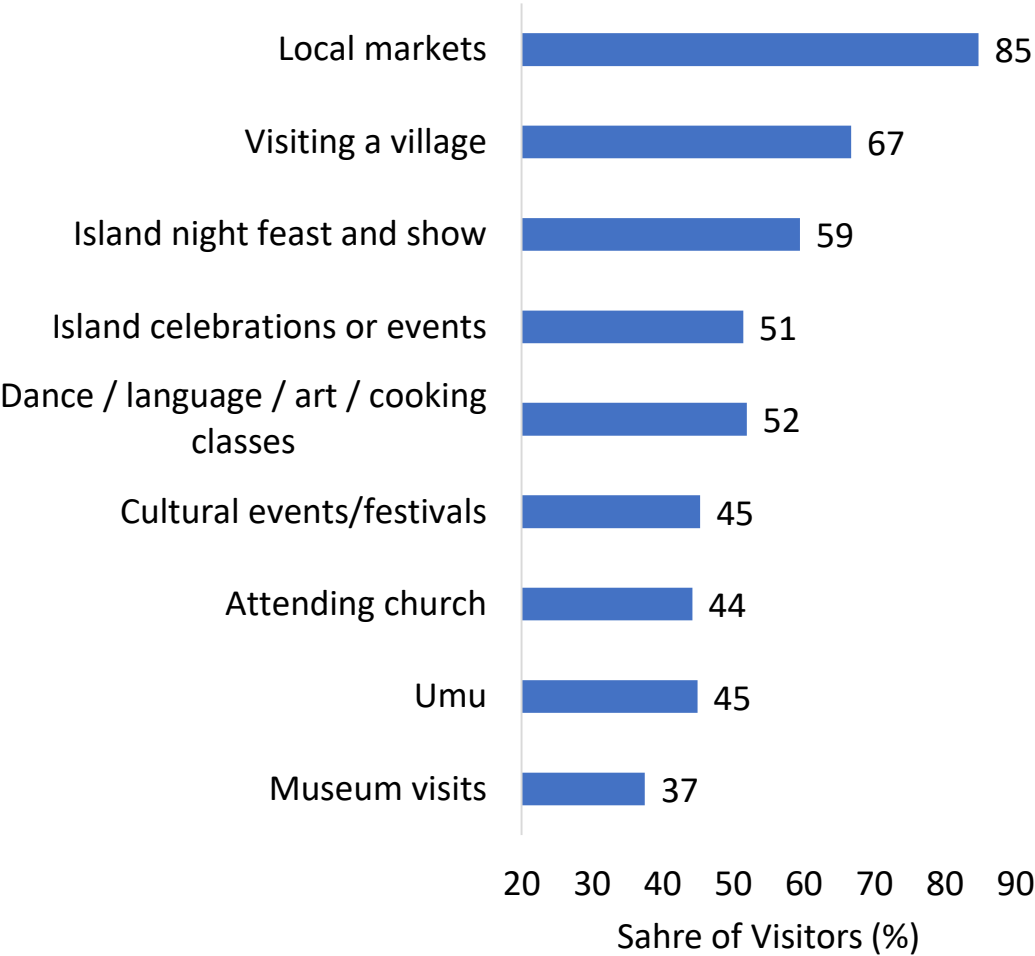


Water Based Activities (Participation and Satisfaction)



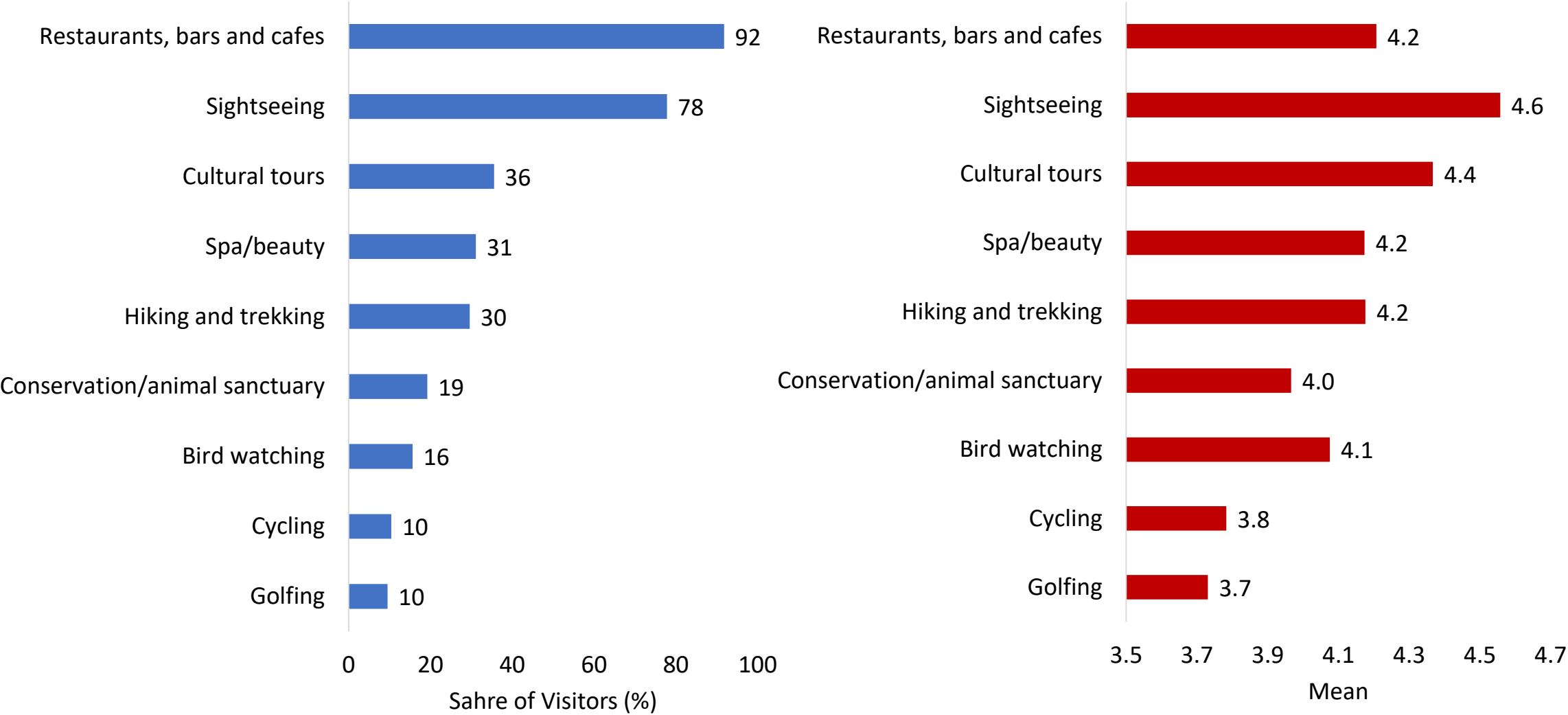
Note: Multiple responses, therefore total does not add up to 100%.

Cultural Interaction Activities (Participation and Satisfaction)



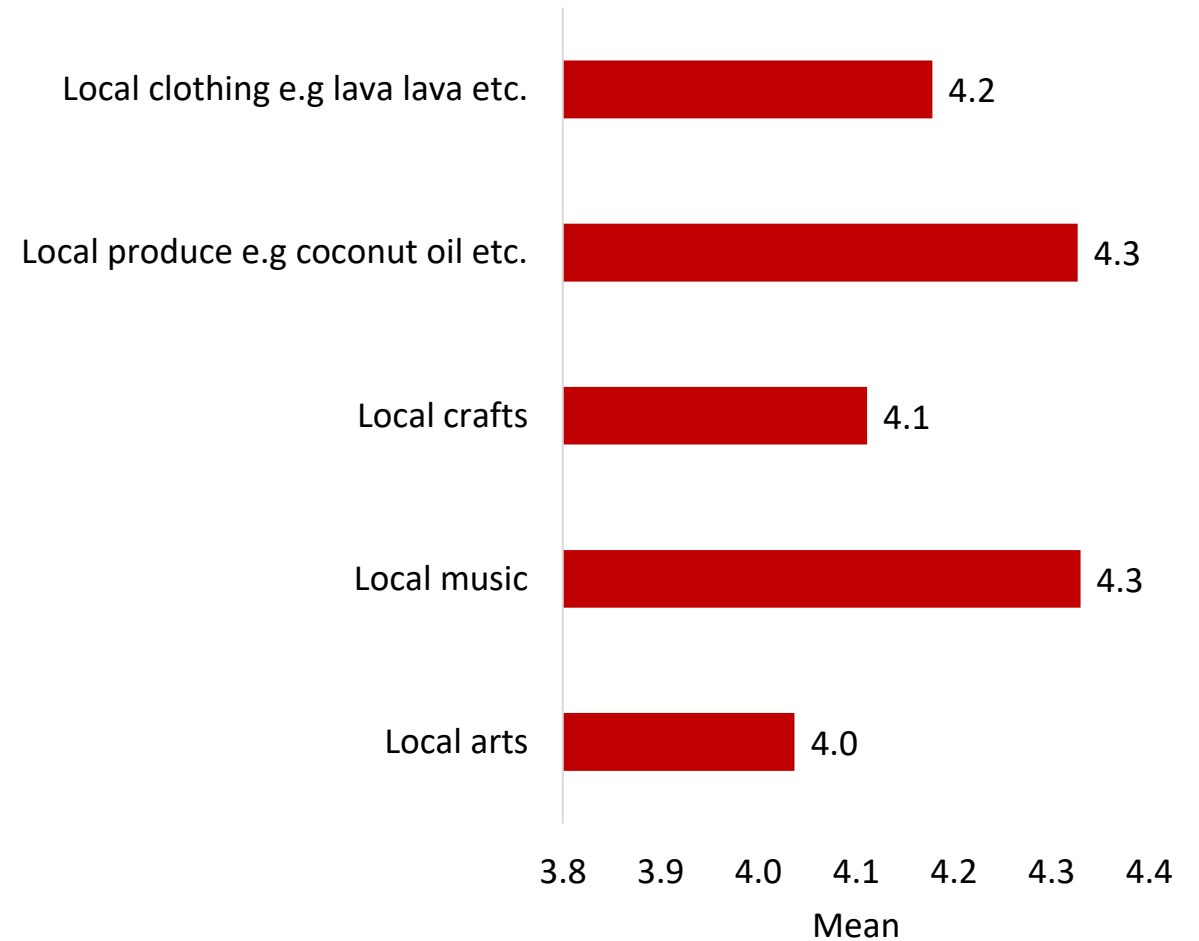
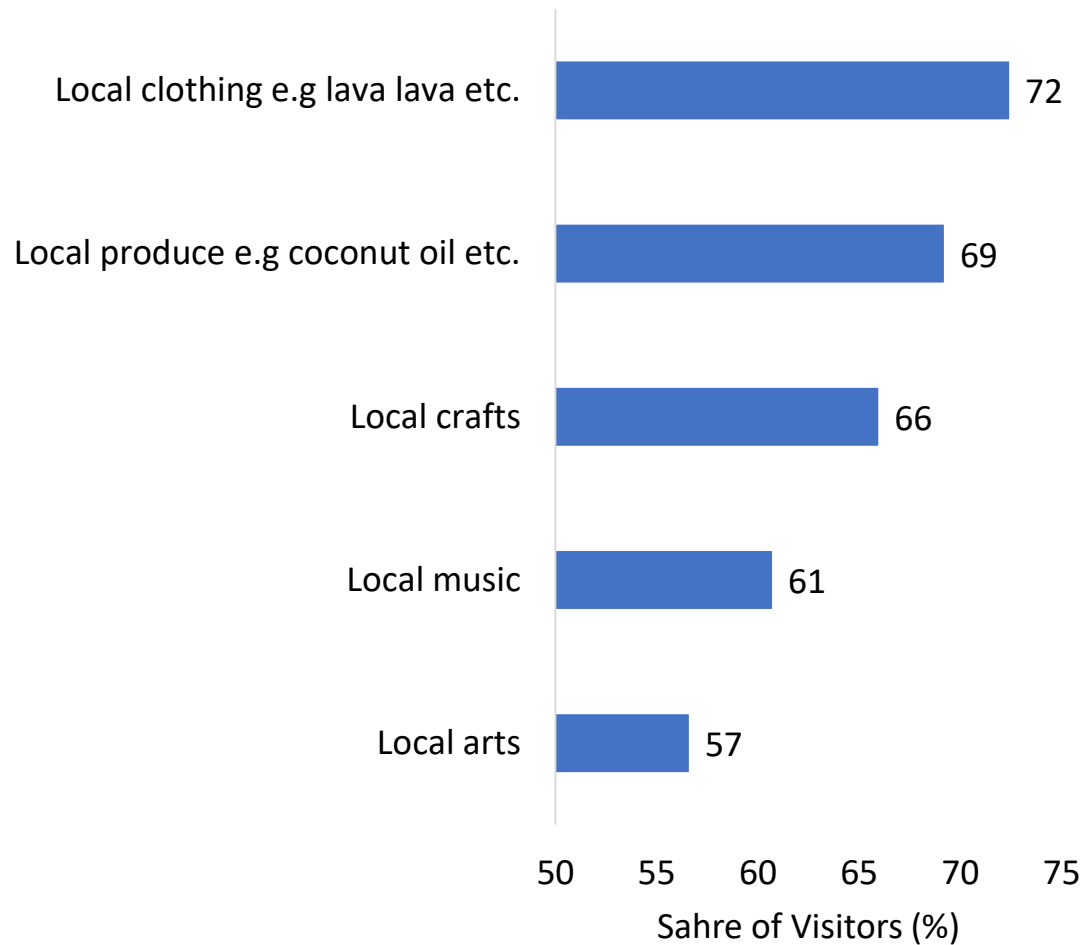
Note: Multiple responses, therefore total does not add up to 100%.

Land Activities and Touring (Participation and Satisfaction)



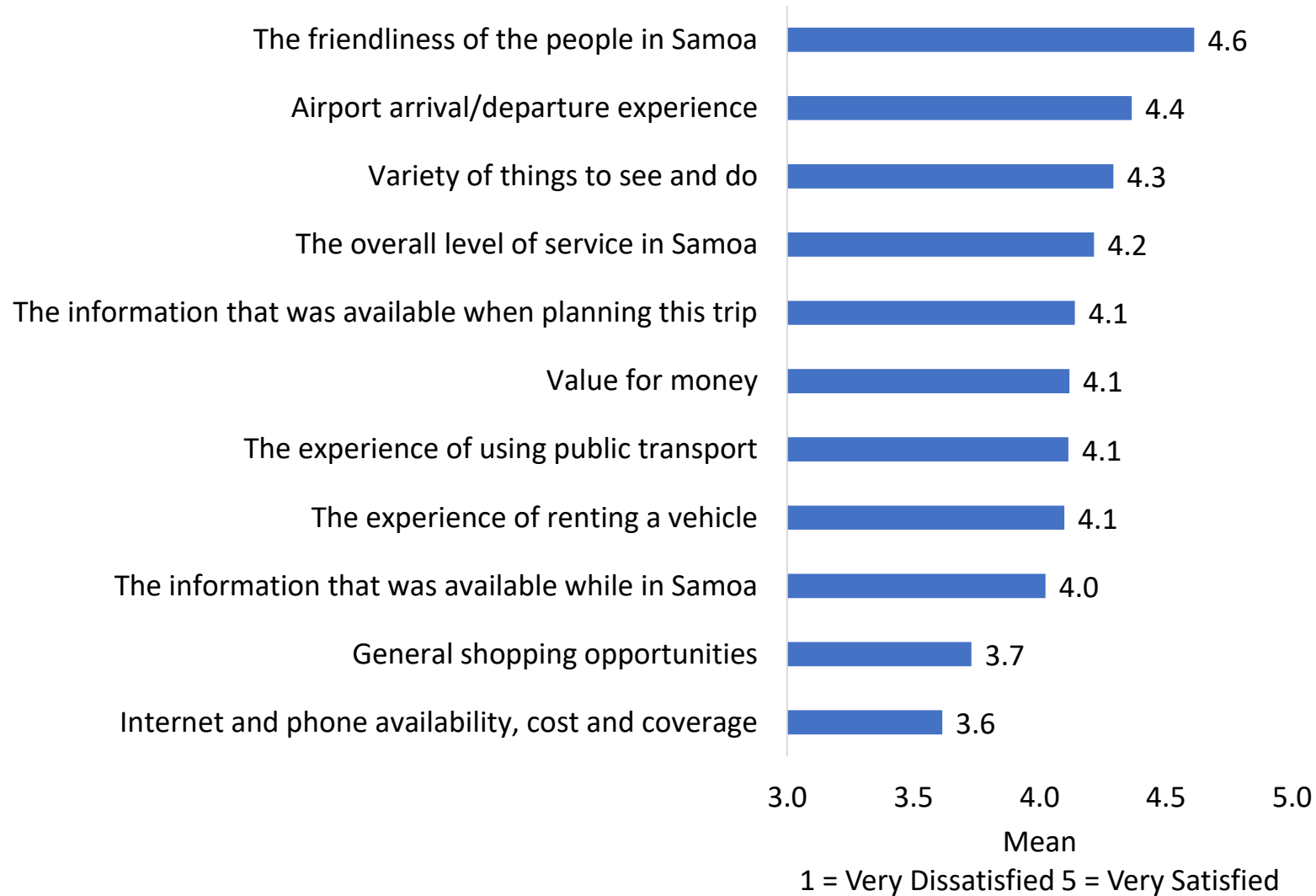
Note: Multiple responses, therefore total does not add up to 100%.

Shopping (Participation and Satisfaction)



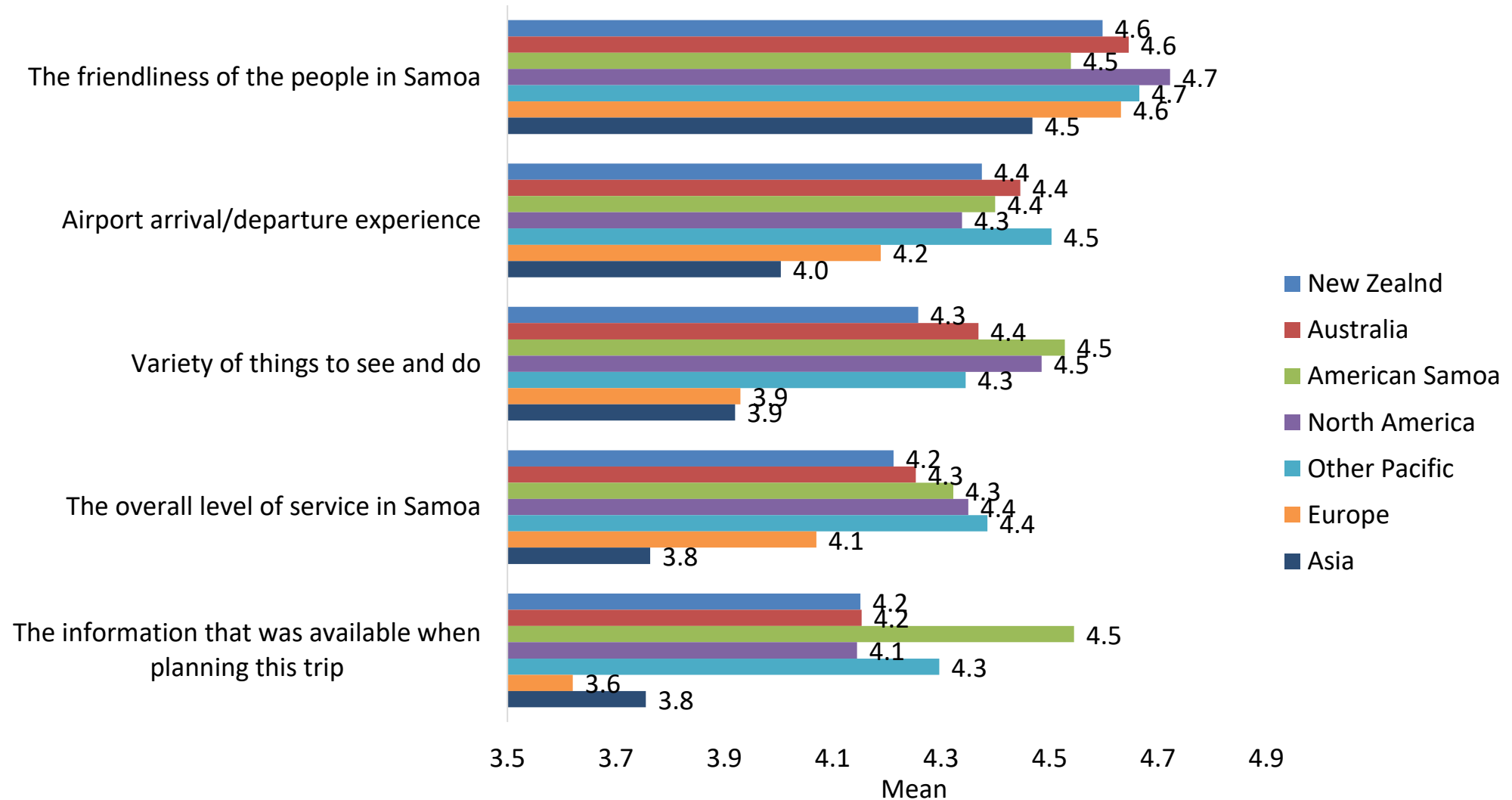
Note: Multiple responses, therefore total does not add up to 100%.

Satisfaction with Samoa



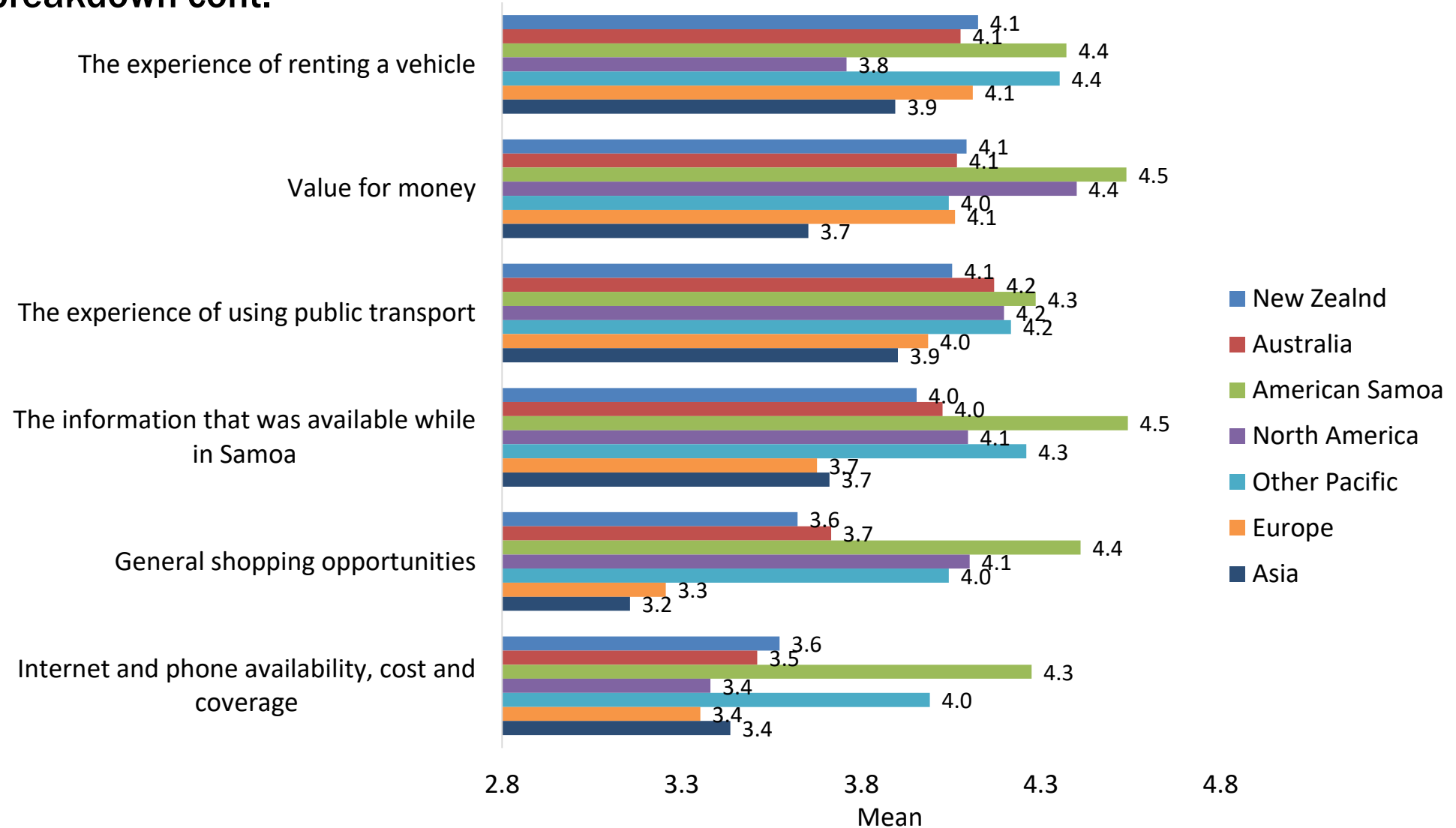
Satisfaction with Samoa

Country breakdown



Satisfaction with Samoa

Country breakdown cont.



Most Appealing Aspects



55% Environment,
cleanliness & weather



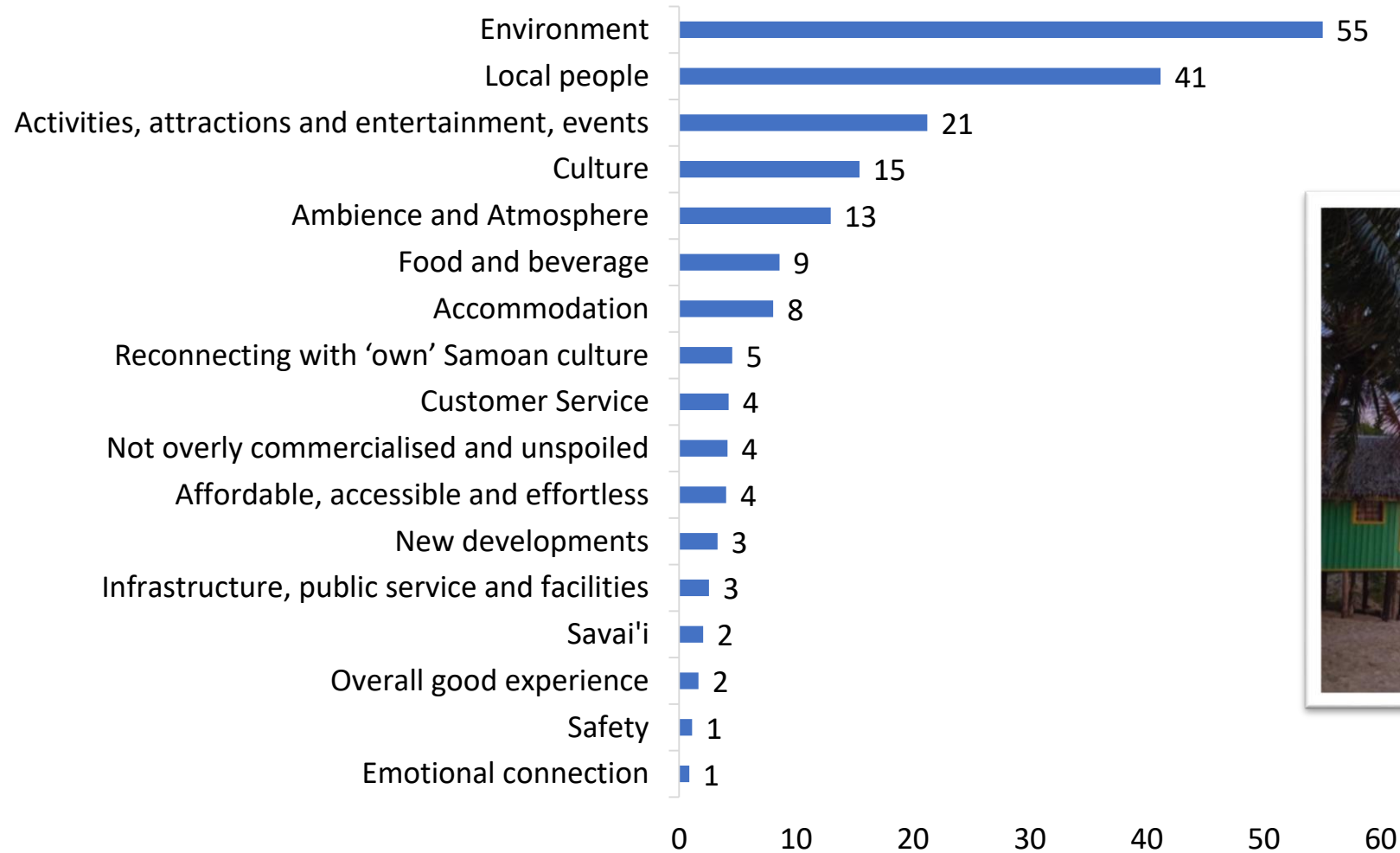
41% Local people



21% Activities, attractions,
entertainment & events



Most Appealing Aspects



Most Appealing Aspects

Comments:

- “The whole country was so beautiful, there wasn’t loads of waste everywhere, the natural beauty shone through making it a magical holiday.”
- “Such genuine, authentic, happy people whose identity is so secure in their culture.”
- “There was a lot to see in Upolu, we wish we would have stayed there longer.”
- “The people are lovely and proud of their culture and country.”
- “The calmness, peacefulness of Samoa. We were able to have some downtime and relax.”
- “The diet of typical Samoan fruits, vegetables, root fruits (ex. taro), coconut, coco drink, fish and seafood, etc.”
- “The friendliness and efficiency of the owners and staff at our accommodation.”

Least Appealing Aspects



22% Infrastructure, public services and facilities



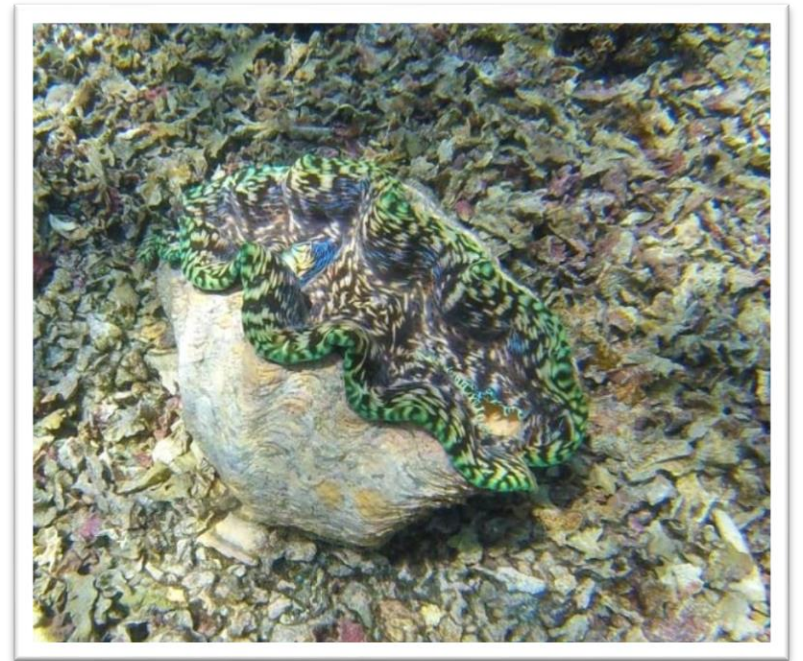
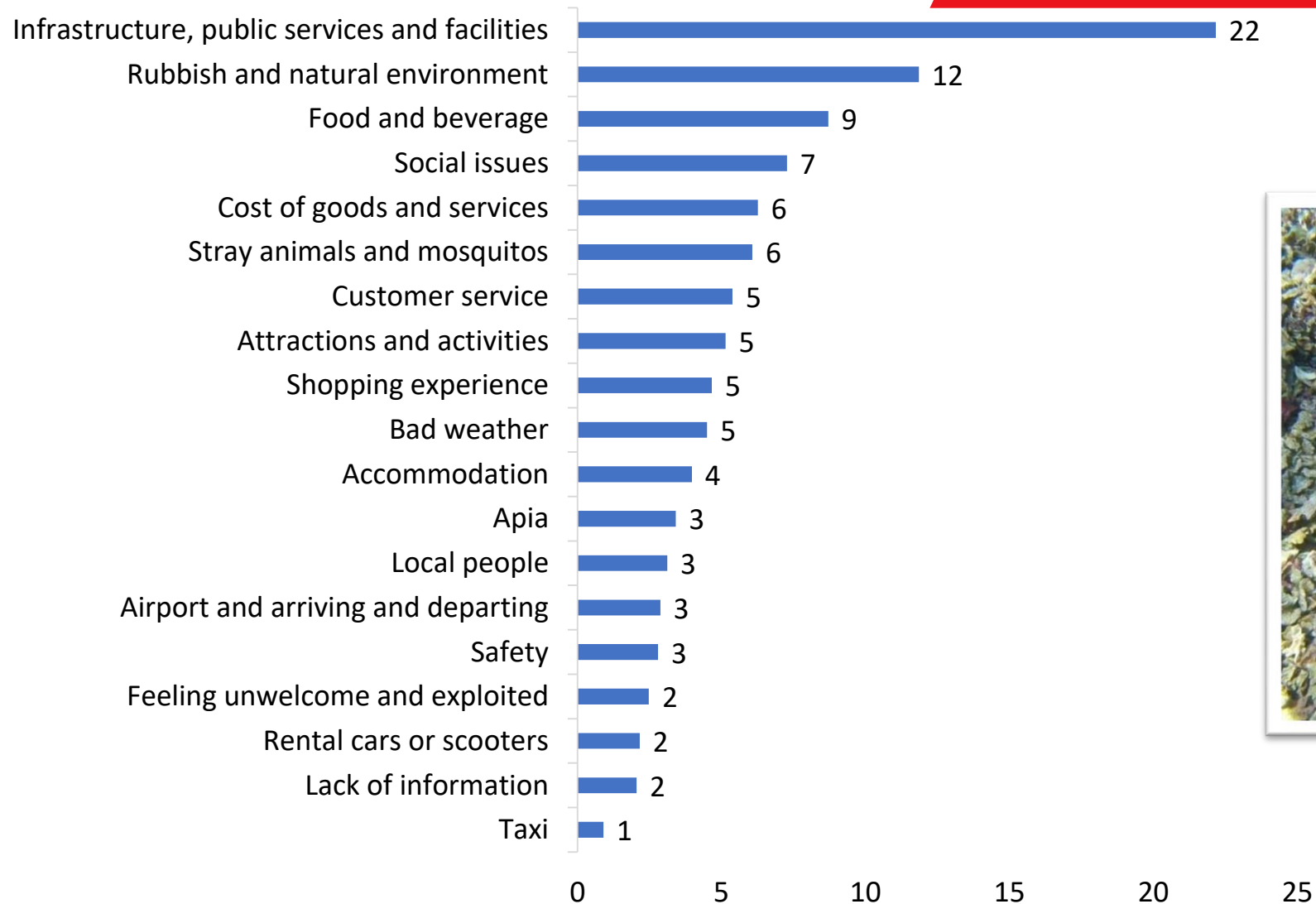
12% Rubbish and natural environment



9% Food and beverage



Least Appealing Aspects



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

Image from: <https://www.facebook.com/SSTA.Savaii/>.

Least Appealing Aspects

Comments:

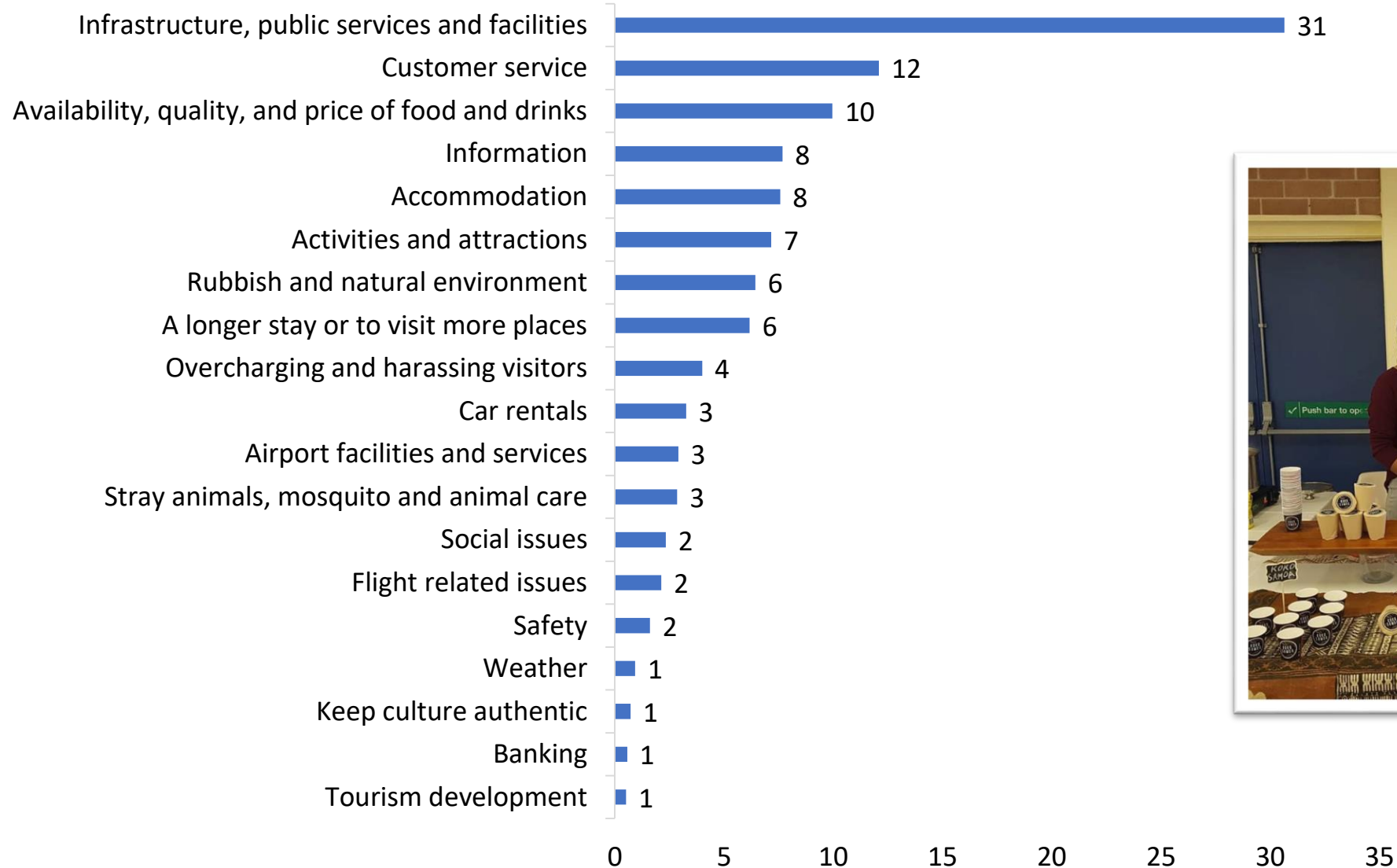
- “The main roads were terrible, I feel for the locals. The main reason we didn't do much (attraction wise) was specifically due to the very poor conditions of the road network.”
- “There was so much rubbish around the island and we saw many locals just throwing rubbish from their cars etc.”
- “Some of the local food standards. I loved the food, but the hygiene side of things were pretty poor because I had diarrhoea from day 1 until I departed Samoa.”
- “The low wages the local people are paid.”
- “Price of clothing and groceries are relatively expensive...also internet is very expensive.”

Least Appealing Aspects

Comments:

- “The neglect and treatment of domestic animals was upsetting to see. In particular while driving down the southwest coast we saw many emaciated and sick horses tied to posts with no shade, water or food.”
- “Customer service. Very disappointed! No one says hello, can I help you? Too busy talking to themselves, and this happens in the popular well-known shops.”
- “Lack of attractions for kids.”
- “The Markets didn't really have much variety of souvenirs so didn't get any presents for friends.”

Suggestions for Improvements



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

Image from: <https://www.facebook.com/SSTA.Savaii/>.

Suggestions for Improvements

- “Roads are full of puddles damaging tires and costing, running water is often short overnight and in some days. Basic essentials that could improve visit with families, having no water is actually a health risk.”
- “The council investing money into the roads and rubbish bins.”
- “Second rate service because I’m an overseas born Samoan. Obvious discrimination and different treatment from palagi tourists to Samoan tourists.”
- “More information about the ferry services and how they work. Maybe there should be a defined and clear timetable. Also wished the Sua Trench was open earlier on Sunday even though I know this is when everyone is attending church service.”

Would you return to Samoa ?

Top 4 reasons for NOT returning to Samoa :



91% Yes



9% No *



- 41% Visit other places around the world or already have visited
- 14% Limited attractions, activities and entertainment
- 13% Cost of goods and services
- 10% Under developed

Reason not to re-visit Samoa

Comments:

- “I loved it and would recommend it to anyone but as I have now been there, I feel no need to go back as I will go and explore other places in the world I have not been to yet.”
- “It is very far from Sweden and if we ever travel to the South Pacific, we would like to visit other islands. But do strongly recommend Samoa to friends.”
- “Not much more for us to see and it was too hot for me.”
- “Dangerous dogs, a lack of regard for health and safety, too expensive.”
- “This was my third trip to Samoa, even though I love the place, I feel like it hasn’t changed in the past 30 years since I first went there. There are other places to visit.”

Would you recommend Samoa?



95% Yes



5% No *



Top 4 reasons for NOT recommending Samoa :

- 25% Expensive
- 20% Lack of facilities
- 17% Limited attractions, activities and entertainment
- 12% Lack of environment care

Reason not to Recommend Samoa

Comments:

- “Not really. I have travelled extensively, and there are many other places with comparable natural beauty that are many times cheaper/better value. I don't blame Samoa for seeking the high end tourism market.”
- “Not really because Samoa needs to look at the roads especially from the airport all the way to Apia.”
- “Most people would find Samoa the same as us. Nice but not enough to do. It would suit some people who like to sit at resorts, relax and drink.”
- “Rubbish and pollution.”



Thank You!

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Key contributions: Mindy Sun, Jin Yi, Devika Raj,
and Nadja Udby