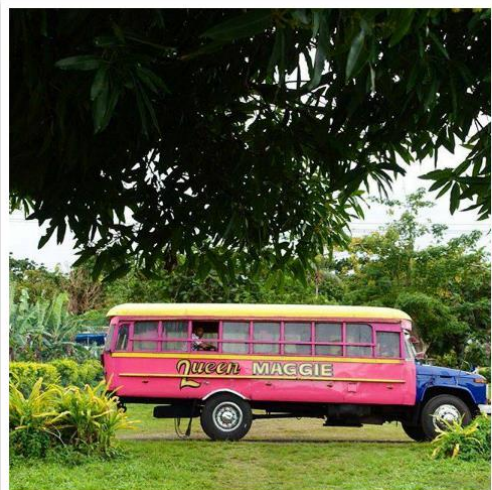


Apia Water Front Development Insights from the International Visitor Survey





Samoa International Visitor Survey January – December 2018



January - December 2018 Respondents



Total number of e-mails sent: **42,452**

Conversion Rate of **19%**



Total number of responses: **7,982**

5% of all
visitors
during the
period *



Expenditure Responses cover a total of
12,598 adults and **2,847 children**

9% of all
visitors
during the
period *

Most Appealing Aspects



**55% Environment,
cleanliness & weather**



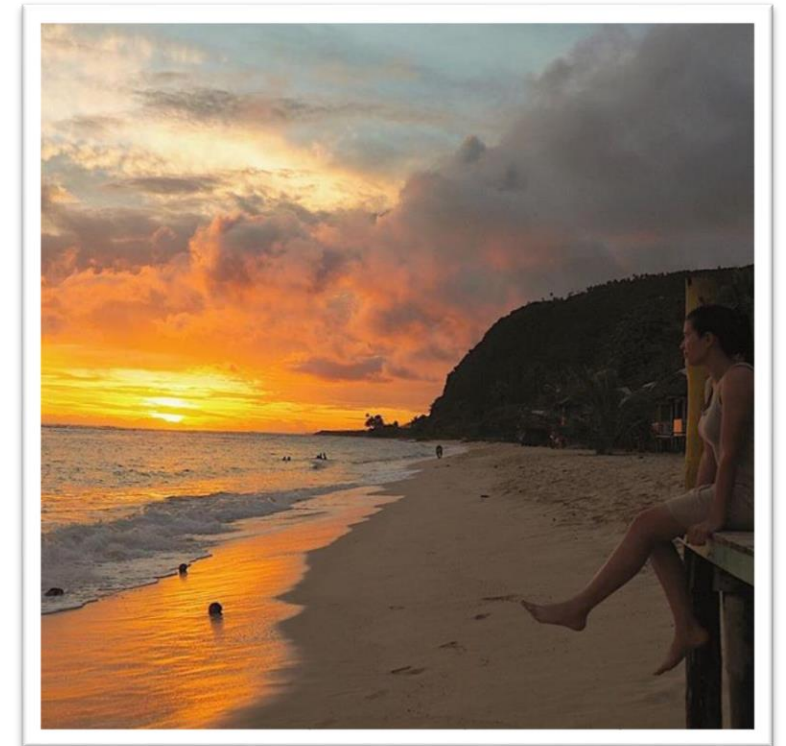
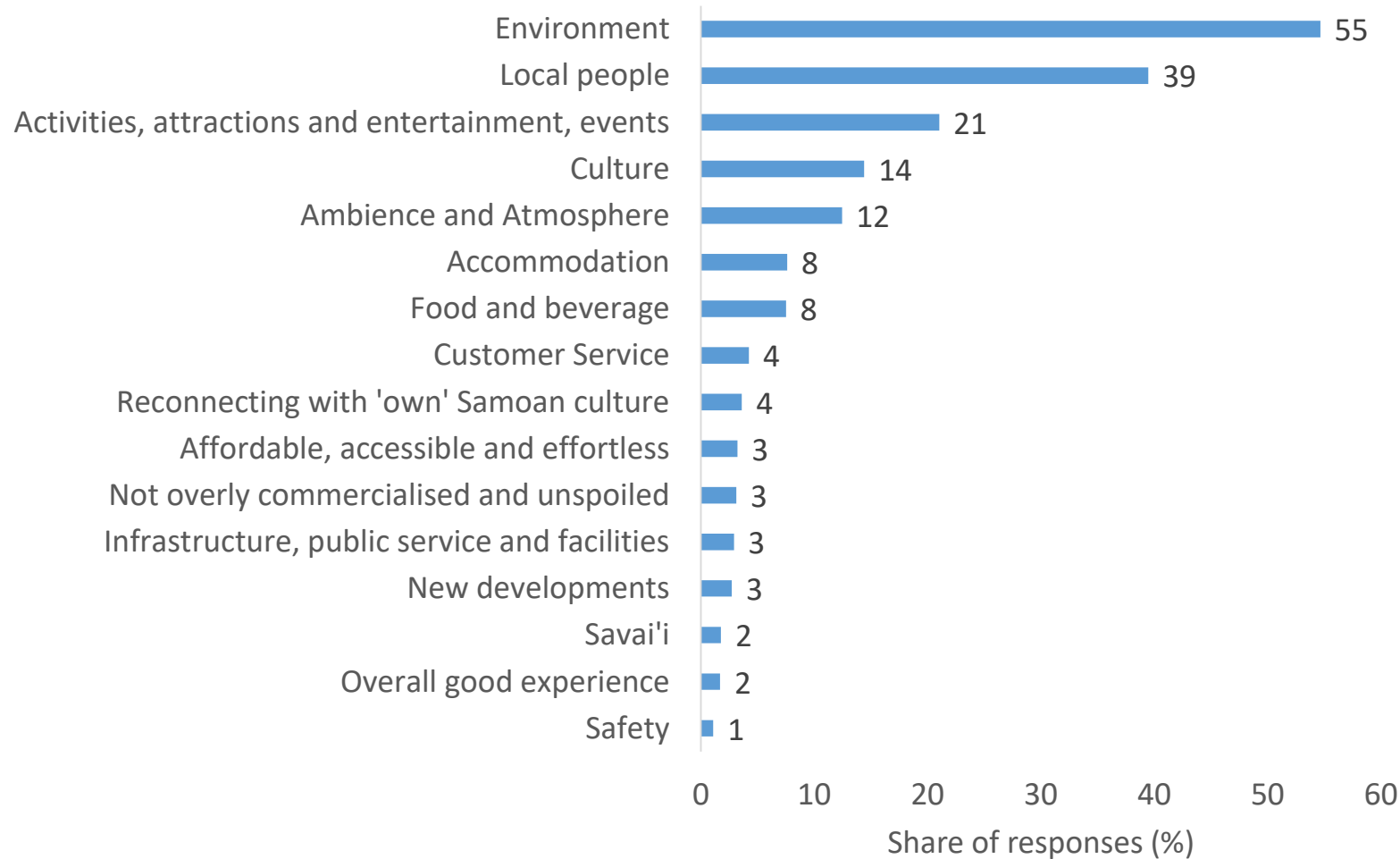
39% Local people



**21% Activities, attractions,
entertainment & events**



Most Appealing Aspects



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

Least Appealing Aspects



25% Infrastructure, public services and facilities



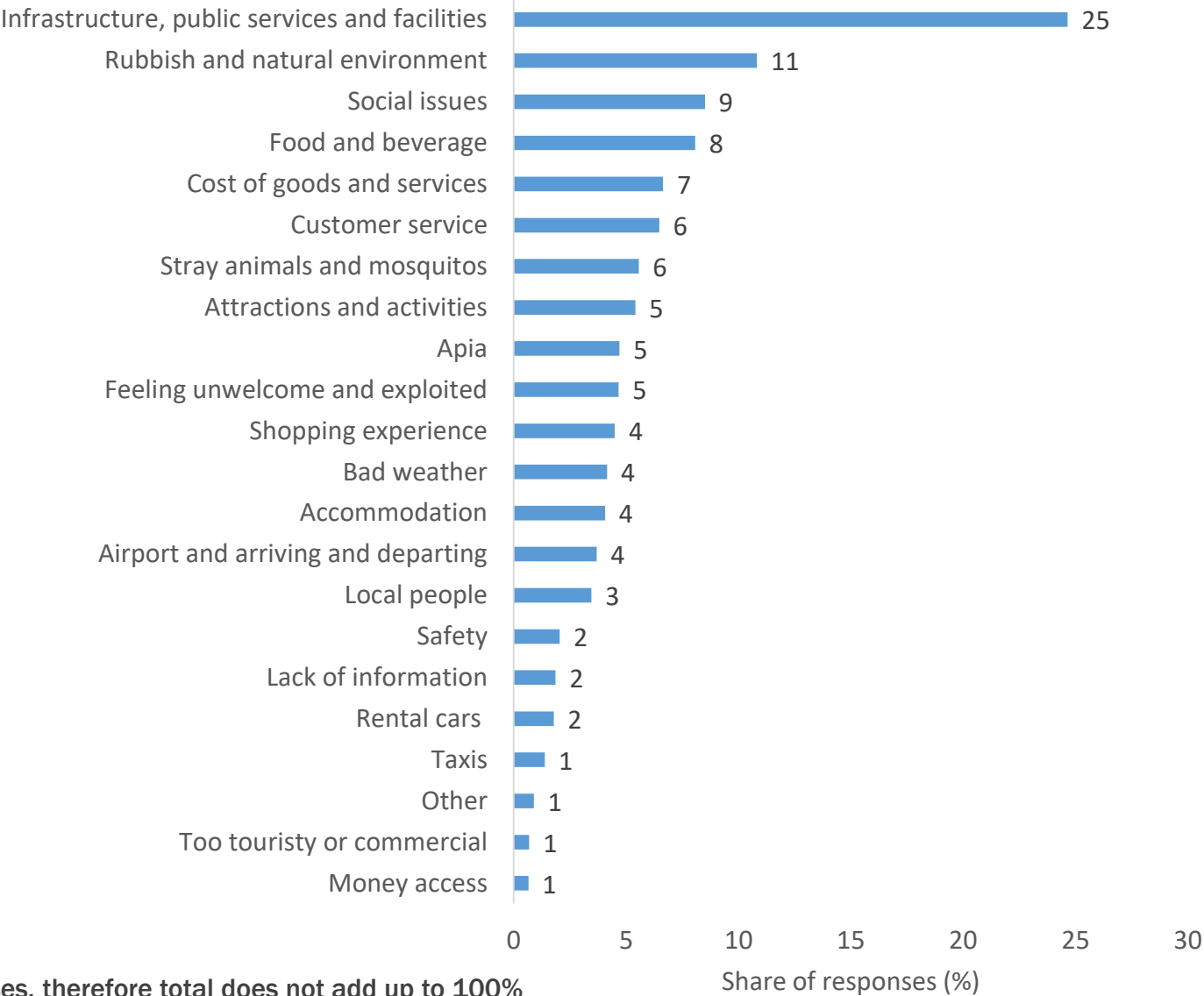
11% Rubbish and natural environment



9% Social issues

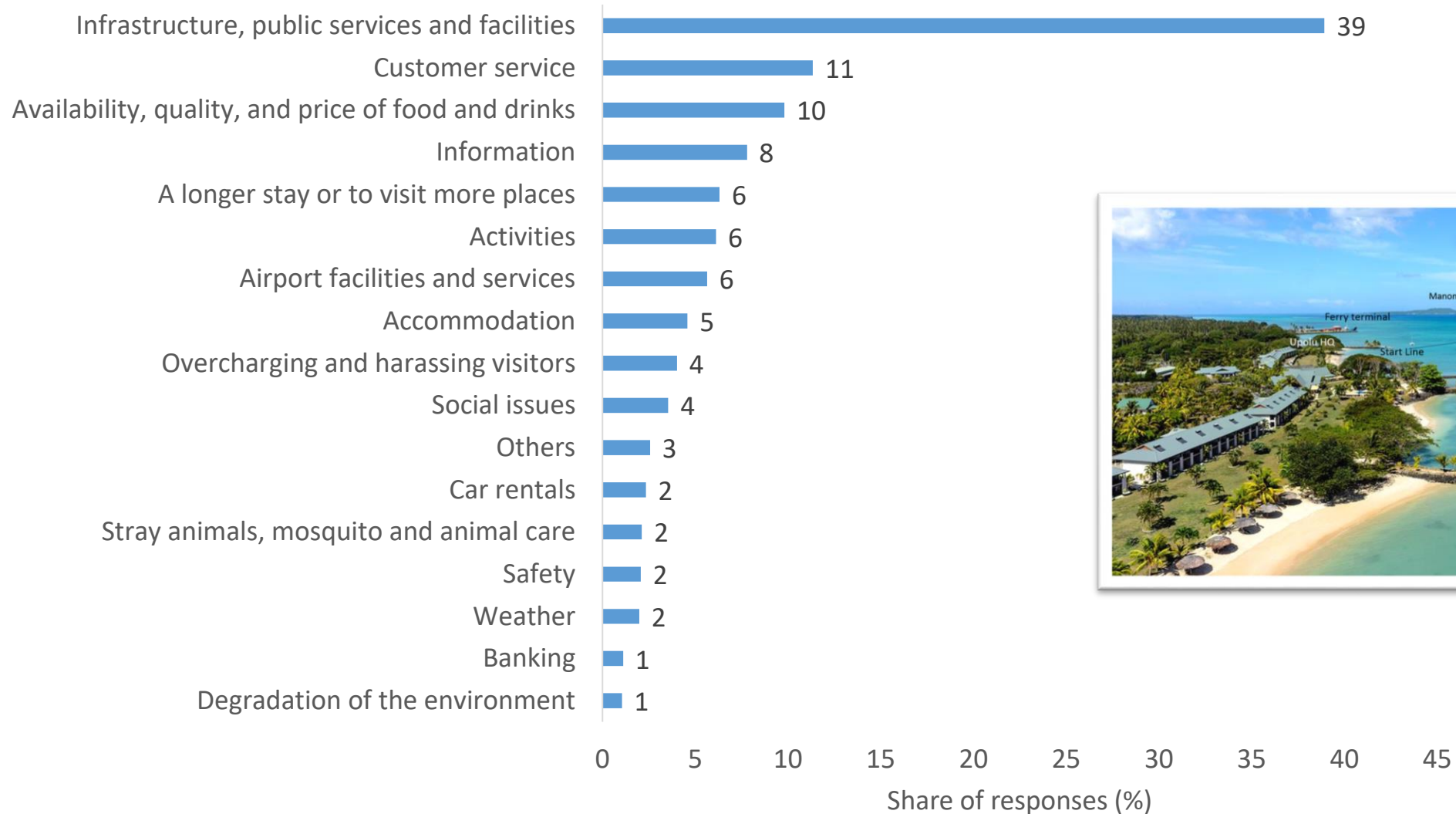


Least Appealing Aspects



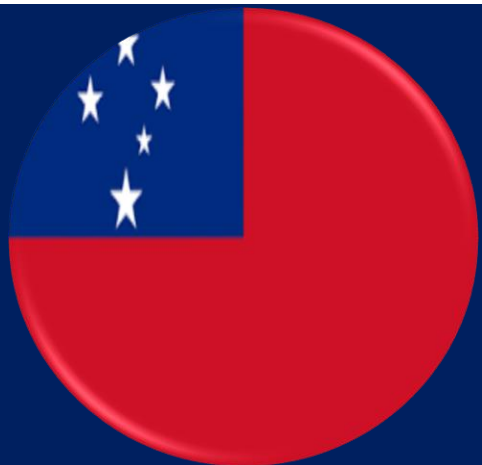
Note: Multiple responses, therefore total does not add up to 100%
Image from: <https://www.facebook.com/SSTA.Savaii/>.

Suggestions for Improvements



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

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



Water Front comments

Samoa International Visitor Survey (January – December 2018)

Most Appealing Aspects

- ...and the barrier that surrounds the town from the reef. Enjoyed the walk along this.
- How clean Apia is... road to Vailima has improved.
- The upgraded development of the Town of Apia...The modern APIA.
- The gradual improvement in Apia's roads and streets.
- Seeing development of Apia, especially the roads....
- I was impressed with the tidy road frontages around the island and in Apia.
- Many promising infrastructural developments around Apia, looks to translate the city centre into a very good one for everyone, including tourists.

Least Appealing Aspects

- Sad to see some big old buildings have not been able to be restored- wish I had the money to come and restore them and make the water front not look like such a ghost town... Rubbish around the water front.
- Walking on the dangerous footpaths. Easy to fall over.
- The paths in Apia could do with some repair especially if walking at night.
- The lack of footpaths along the road makes walking feel unsafe. The dirtiness of the harbour in Apia.
- Apia footpaths needed work - only for the surefooted.
- Apia is not a very appealing destination. It could be a pretty town, but the central city is untidy, lacks attractions, and we were told it was unsafe at night.

Improvement

- Taking pride in being litter free and turning the water front by the bus station and surrounding market into a tourist attraction with its crankiness.
- Rubbish needs to be cleared from Apia shoreline.
- Street signs in Apia.
- Better footpaths in Apia city (these were positively dangerous).
- More activities/attractions in Apia. Went to visitor centre and there wasn't much.
- Cleanliness in Apia central and public toilets as well as in some hotels.
- Better road to Apia, more road signage. 9 hole golf course.
- Being able to feel safer walking around Apia. I really enjoy walking but it is very difficult to do.

Opportunities to gain deeper insights

- Identify key tourism indicators
 - Safety
 - Access
 - Environment
 - Apia ambience
 - Visits to and time spent in Apia
- Utilise existing survey dimensions (qualitative Qs)
- Develop supplemental questions – spin-off from IVS and can also be used for other visitor groups eg Cruise

Where to from here????

- Engagement from stakeholders?
- Funding options and opportunities? or alternative options?