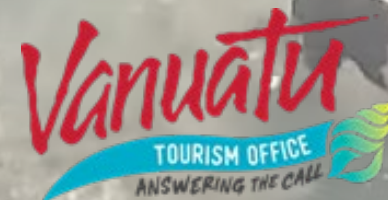


Vanuatu International Visitor Survey January 2015 – March 2020

Repeat Visitor Insights: All Visitors

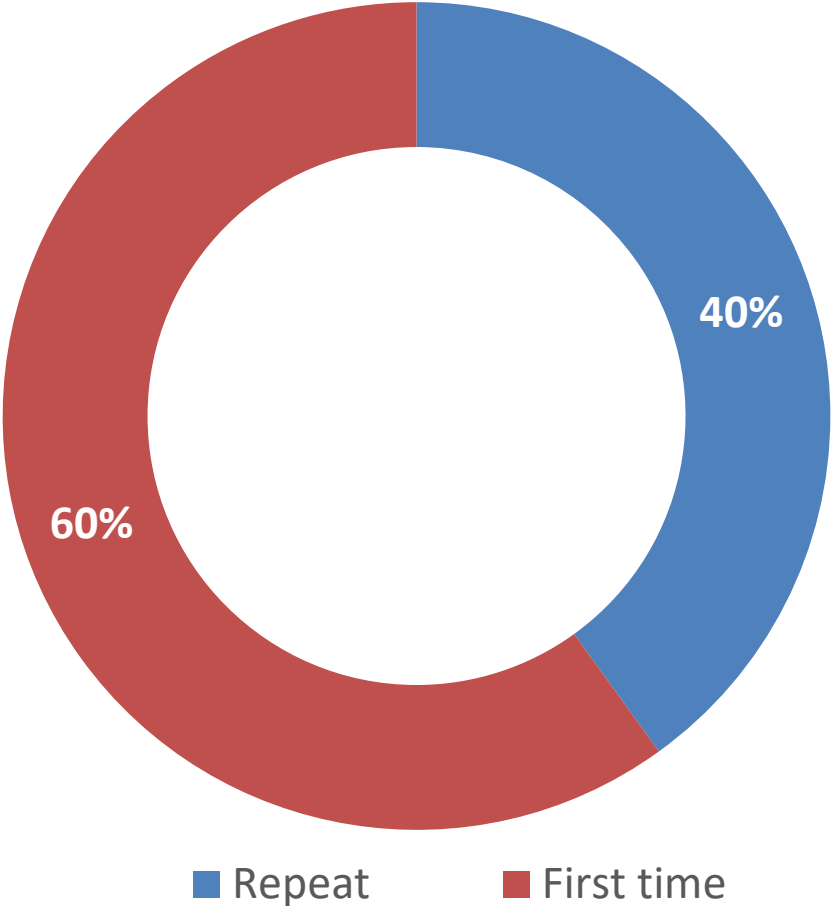


Report Structure

NB unless noted all data relates to the Jan 2015 – March 2020 period



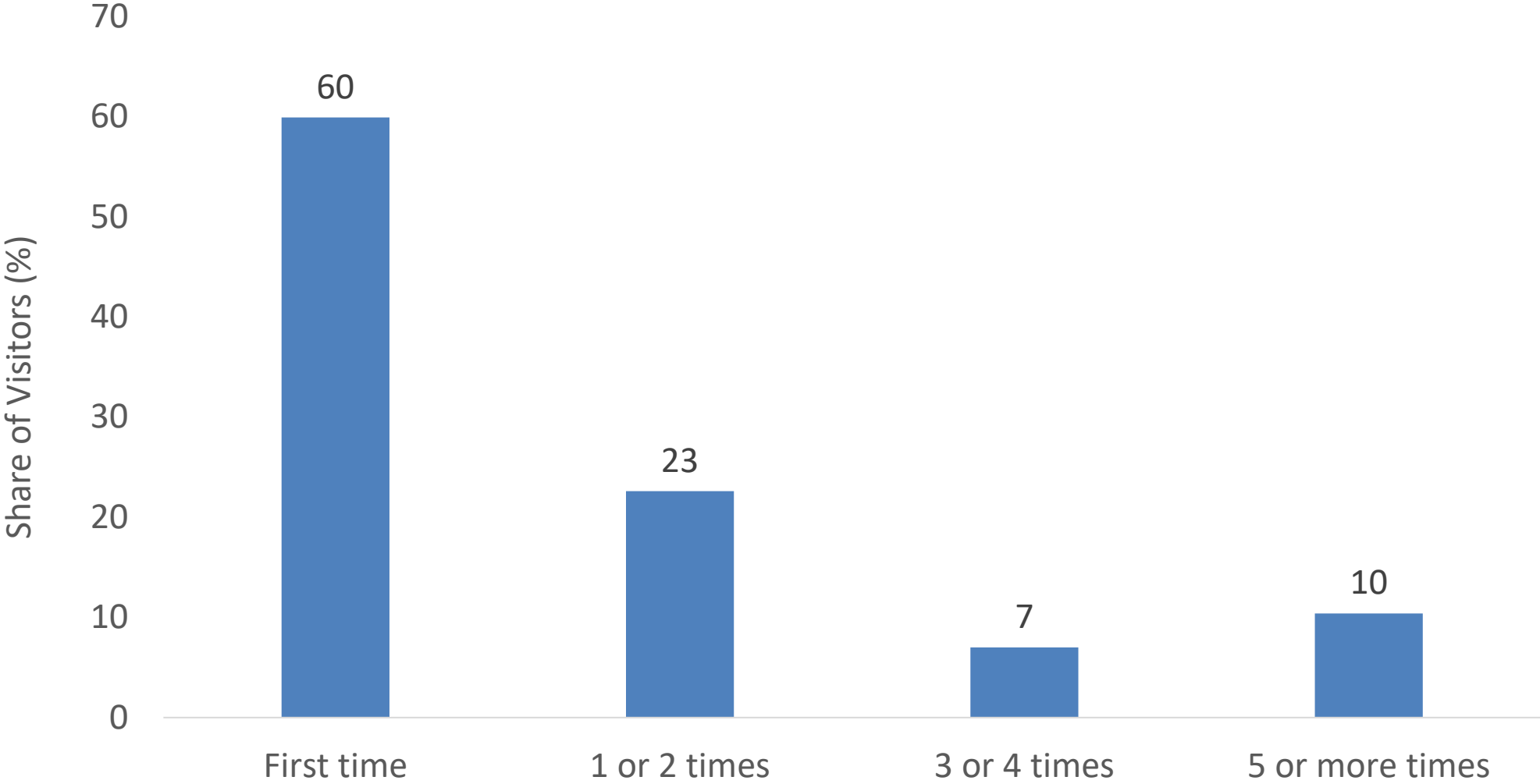
Repeat and First-time Visitors (Jan 2015 - Mar 2020 IVS Data)



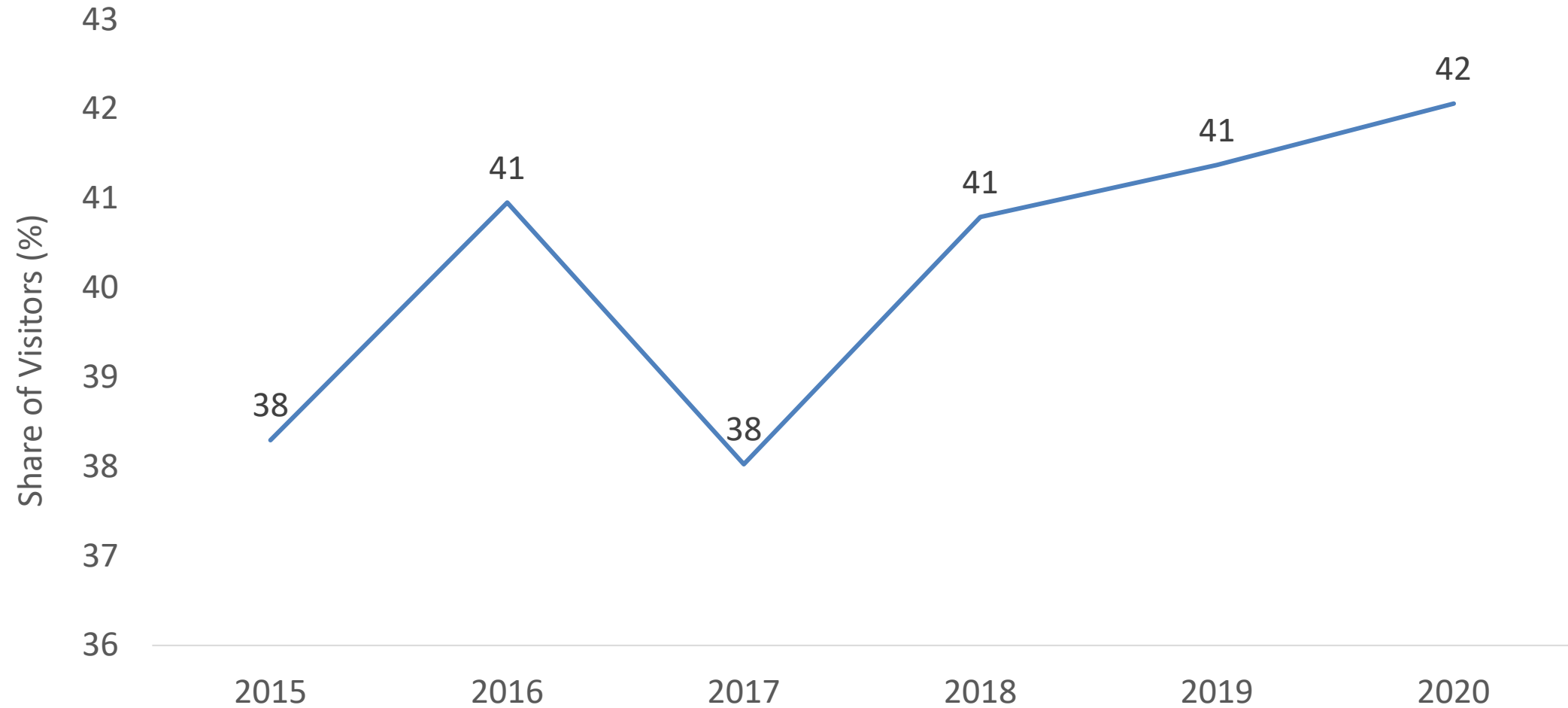
Total number of visitors
13,029 First time visitors
8,718 Repeat visitors

Note: based on total number of respondents 24,384.

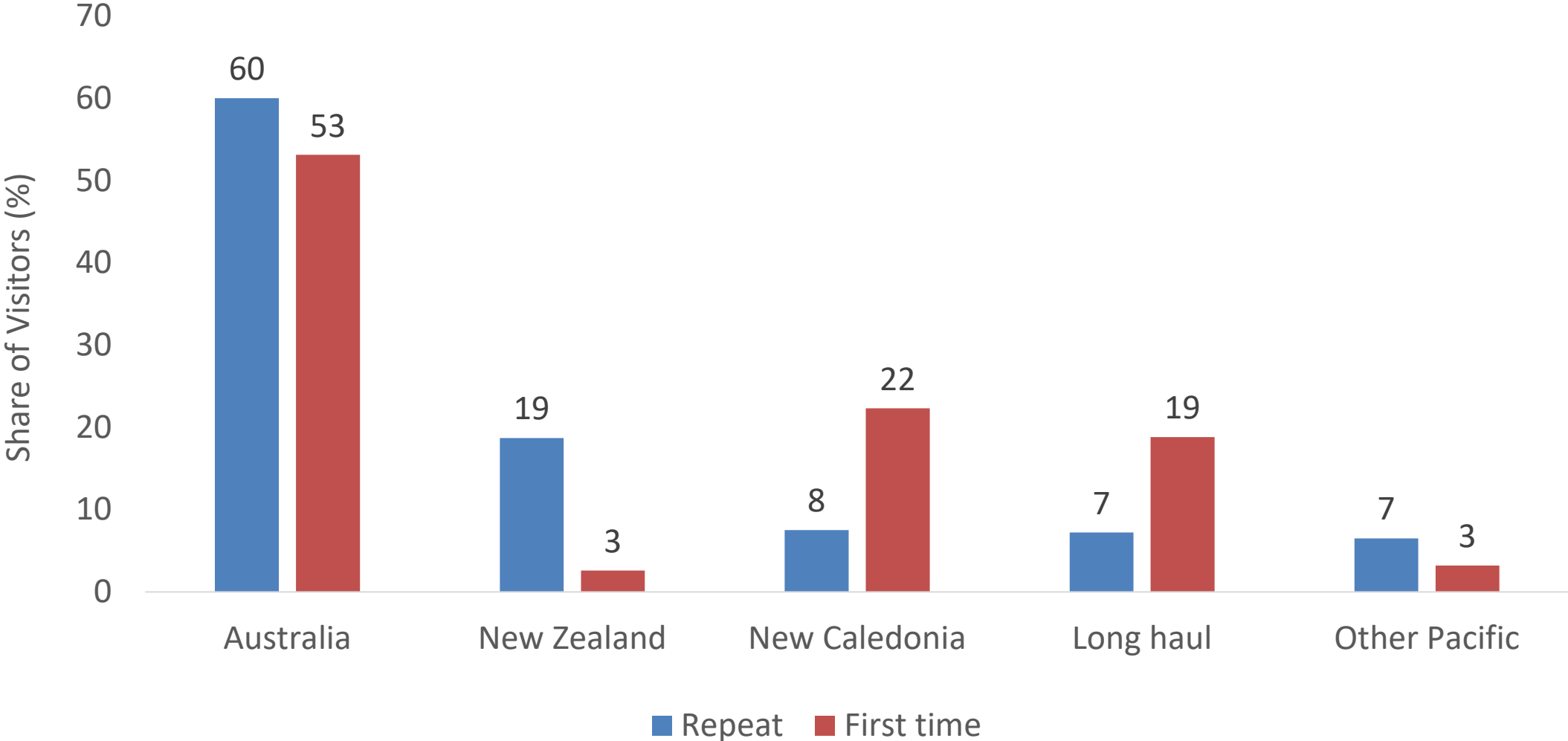
17% of visitors have visited 3 or more times...



Repeat visitors have increased by >10% over 5 years

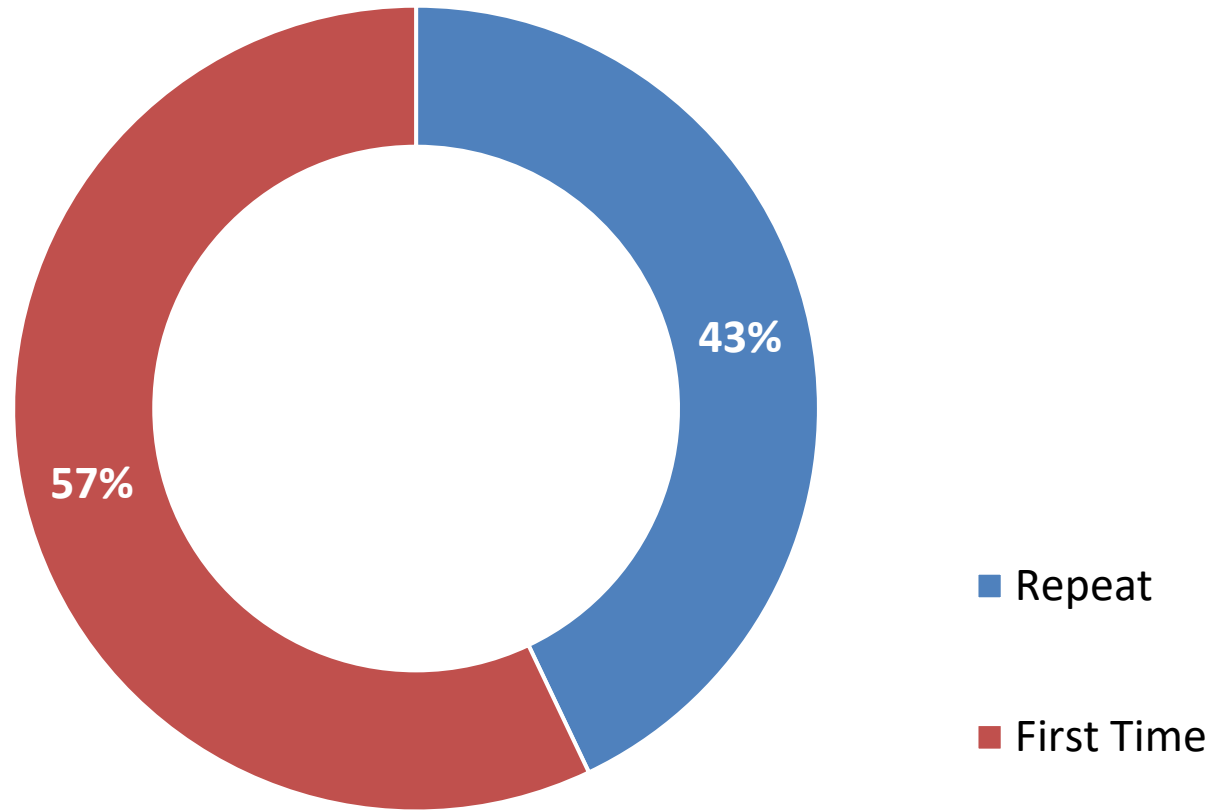


Australia dominates the repeat visitor market

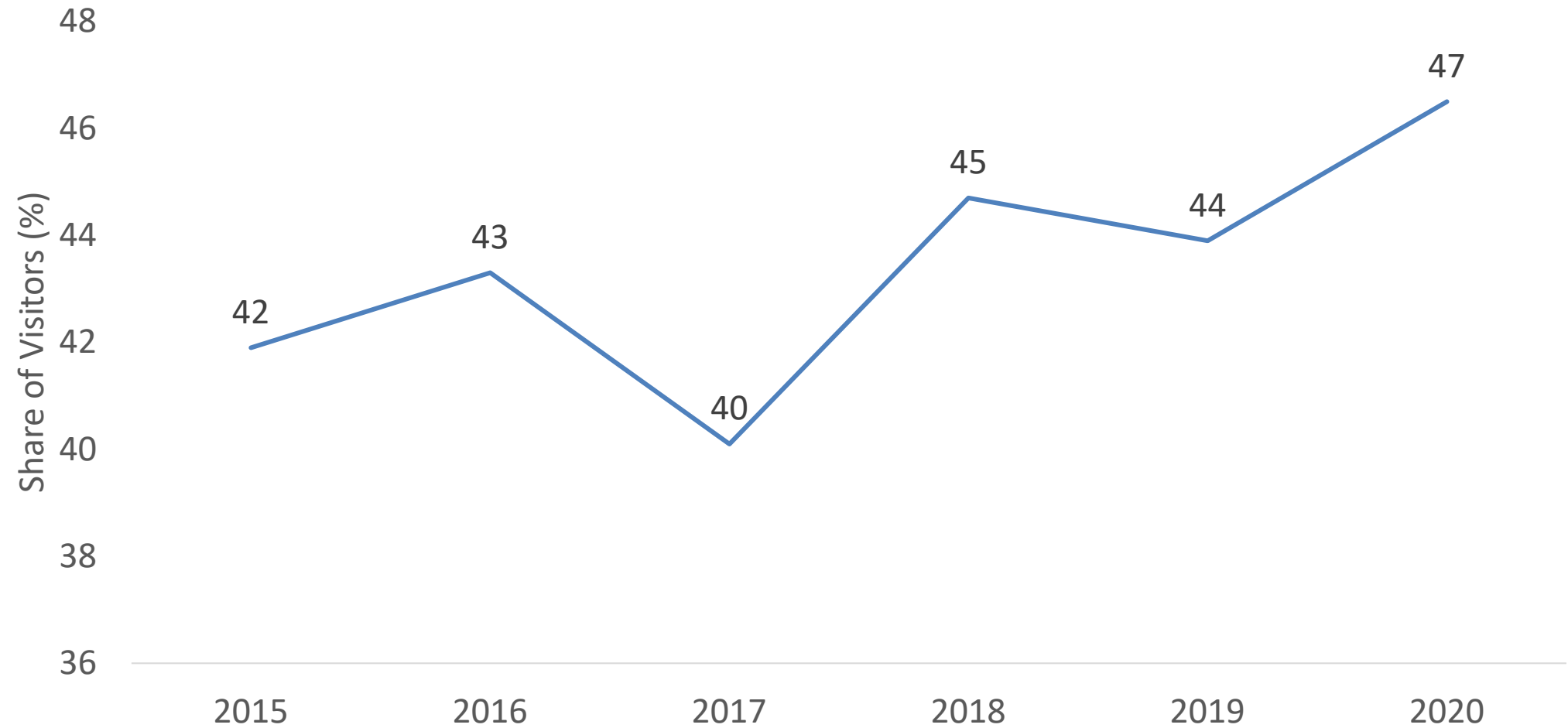


Note: due to rounding, some totals do not sum to 100%

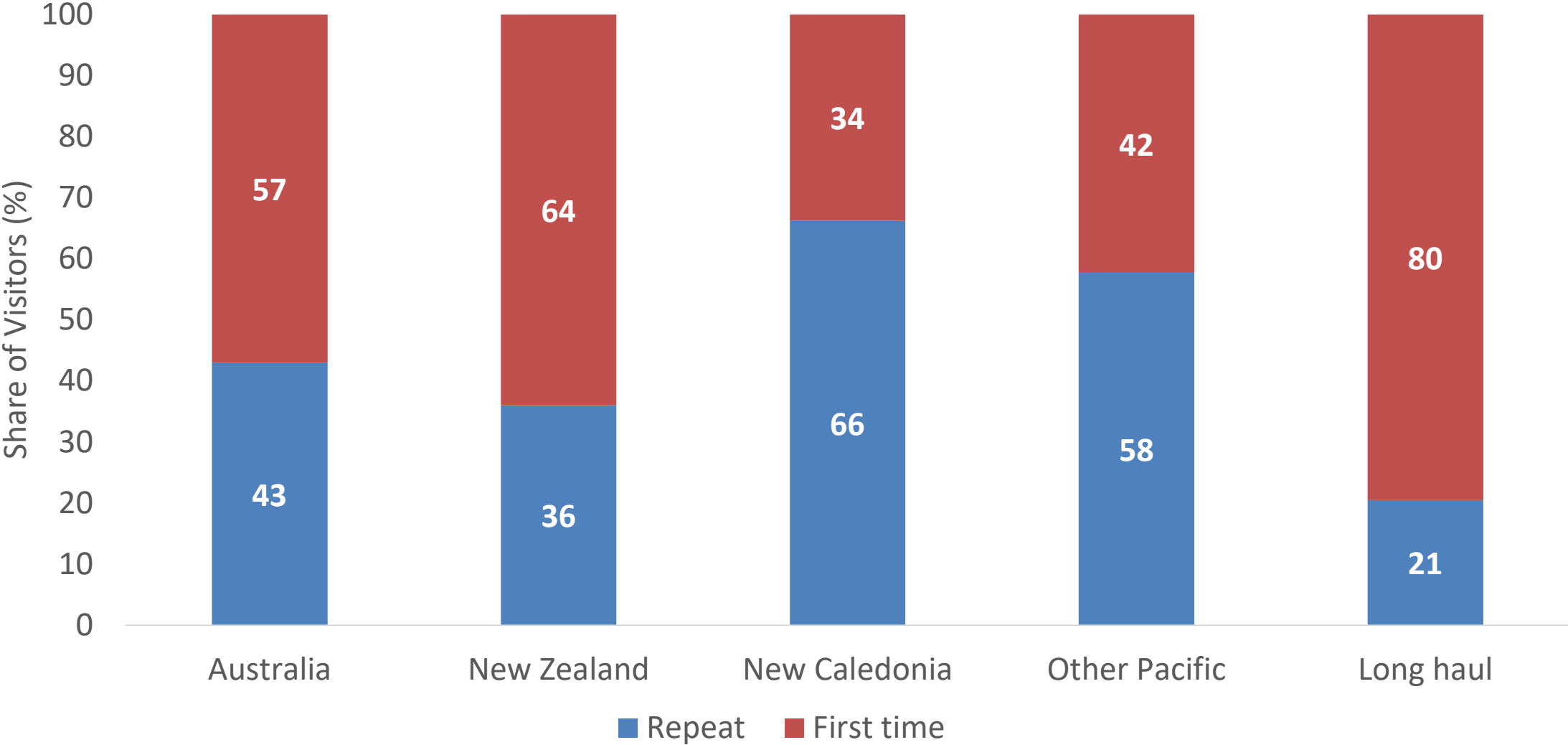
43% of Australian visitors (2015-2020) are repeat visitors



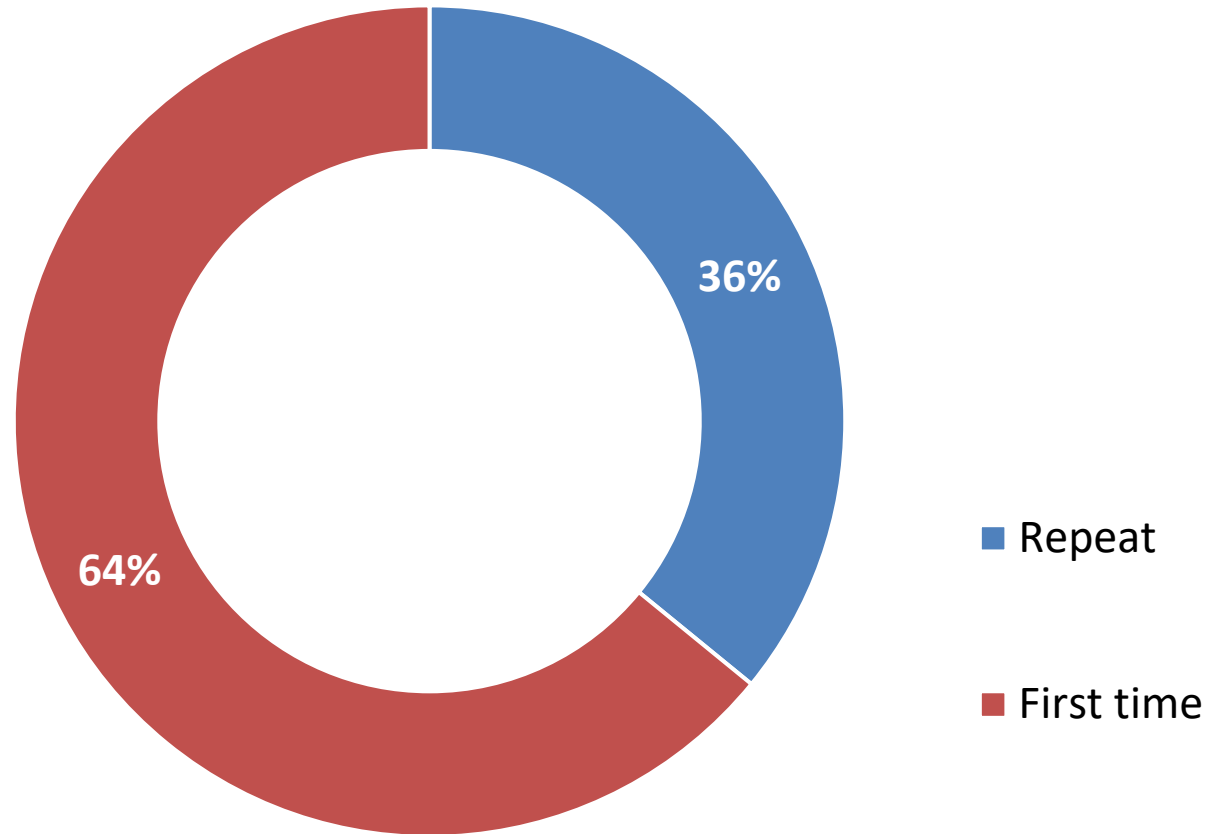
Repeat Visitors are growing in importance for the Australian Market



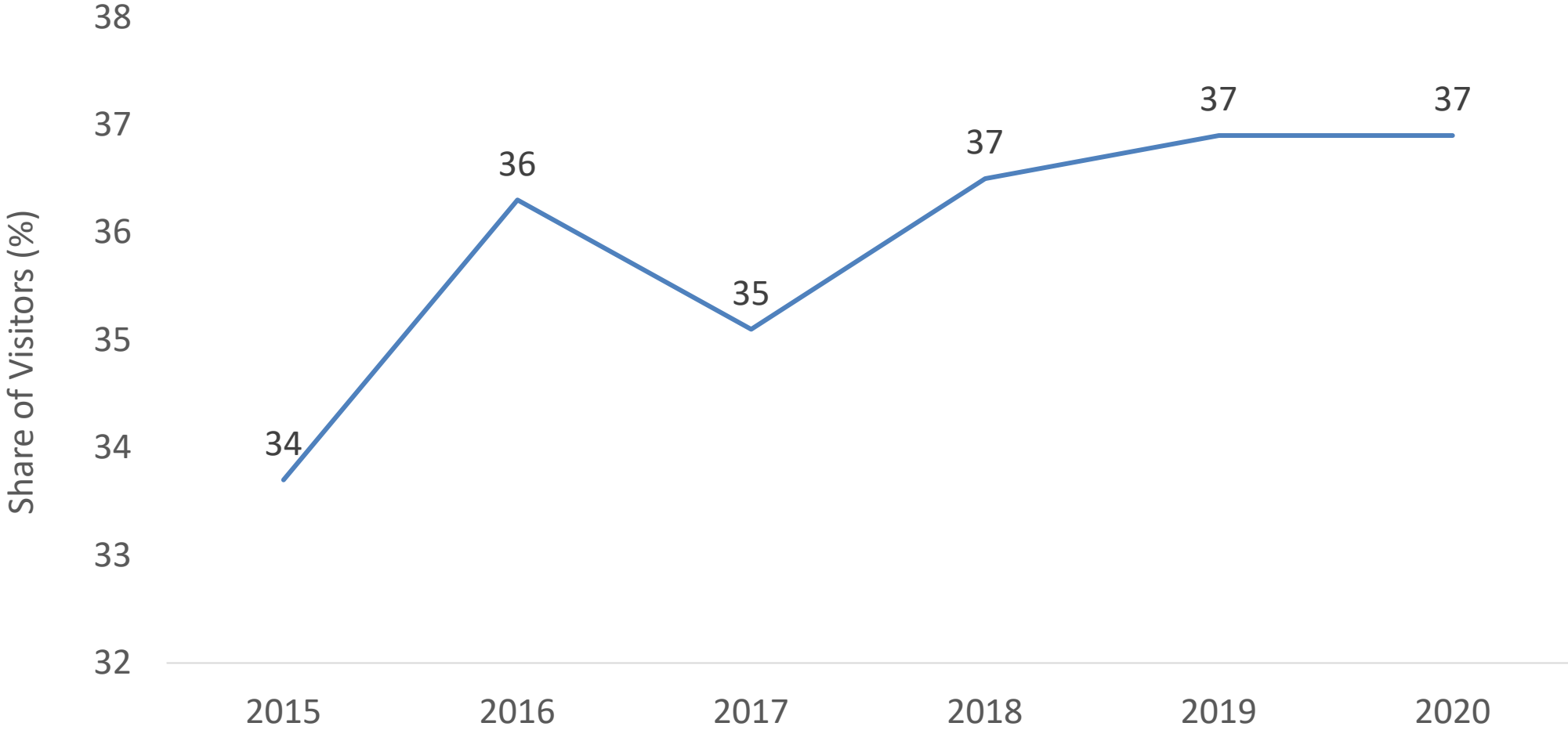
New Caledonia has the highest ratio of repeat visitors



36% of the Holiday Market (2015-2020) are repeat travellers



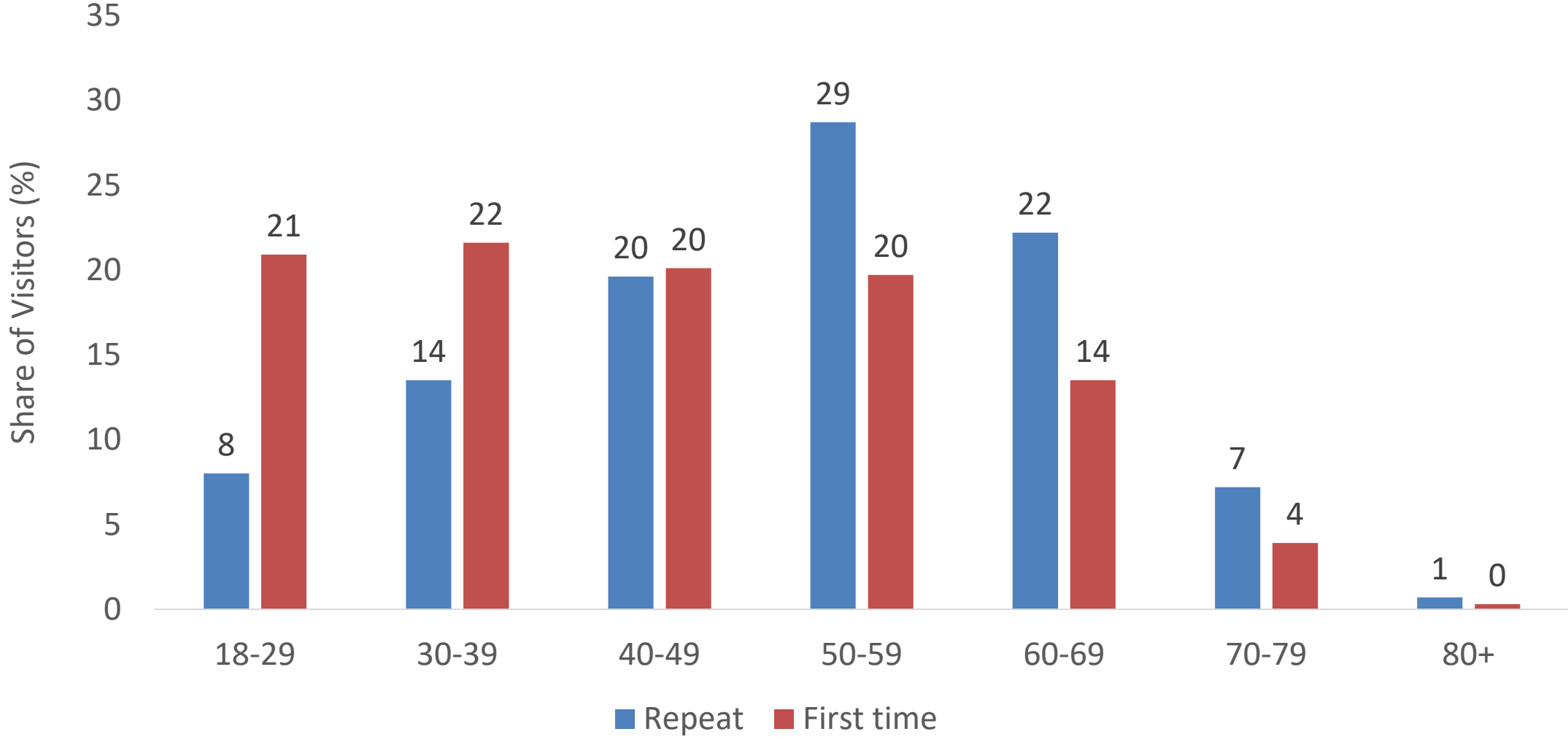
The repeat visitor share of the Holiday market has grown by 8% since 2015 but has been static in recent years



Report Structure

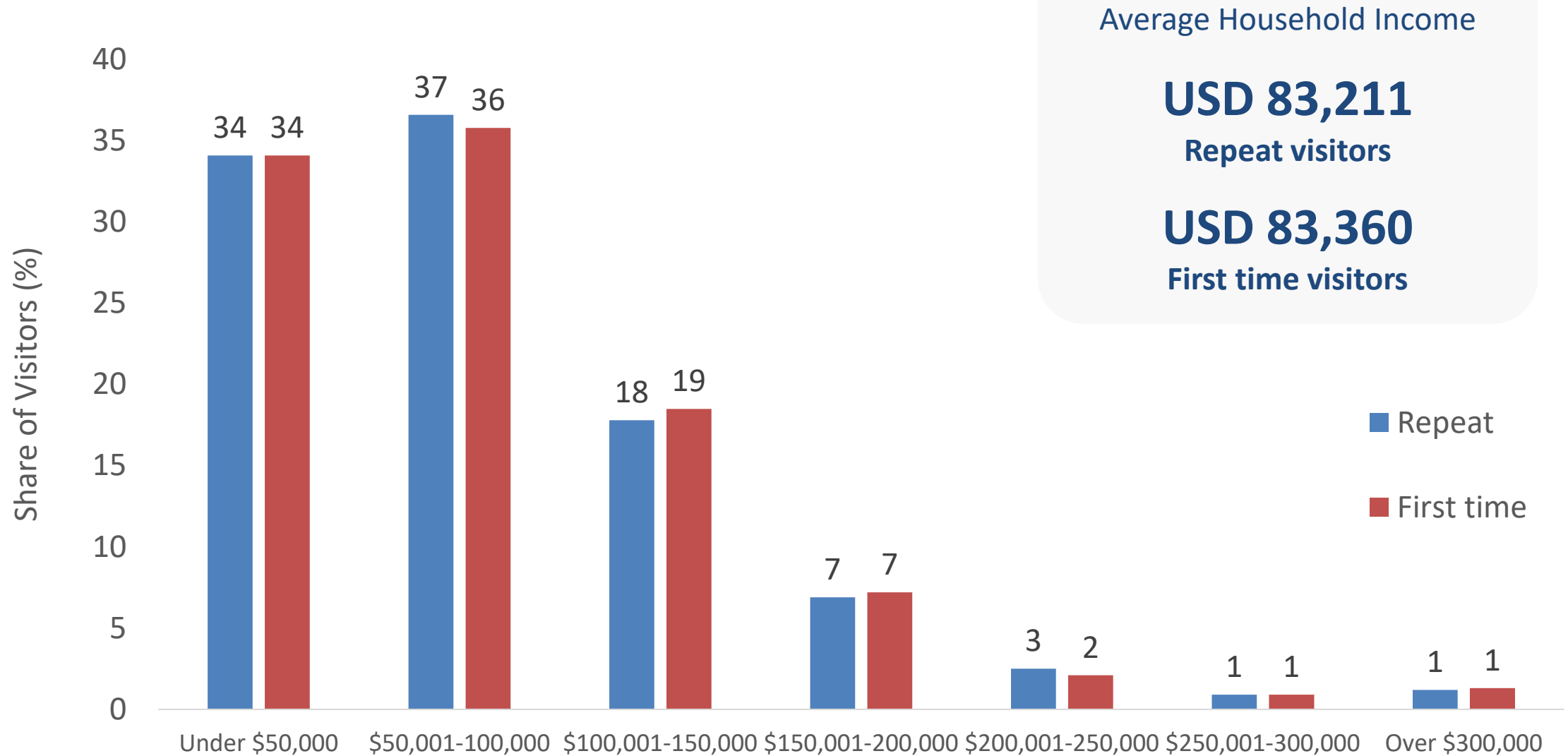


Repeat visitors tend to be in older age groups



Note: due to rounding, total does not sum to 100%

Household income does not vary greatly by repeat visitation



Average Household Income

USD 83,211

Repeat visitors

USD 83,360

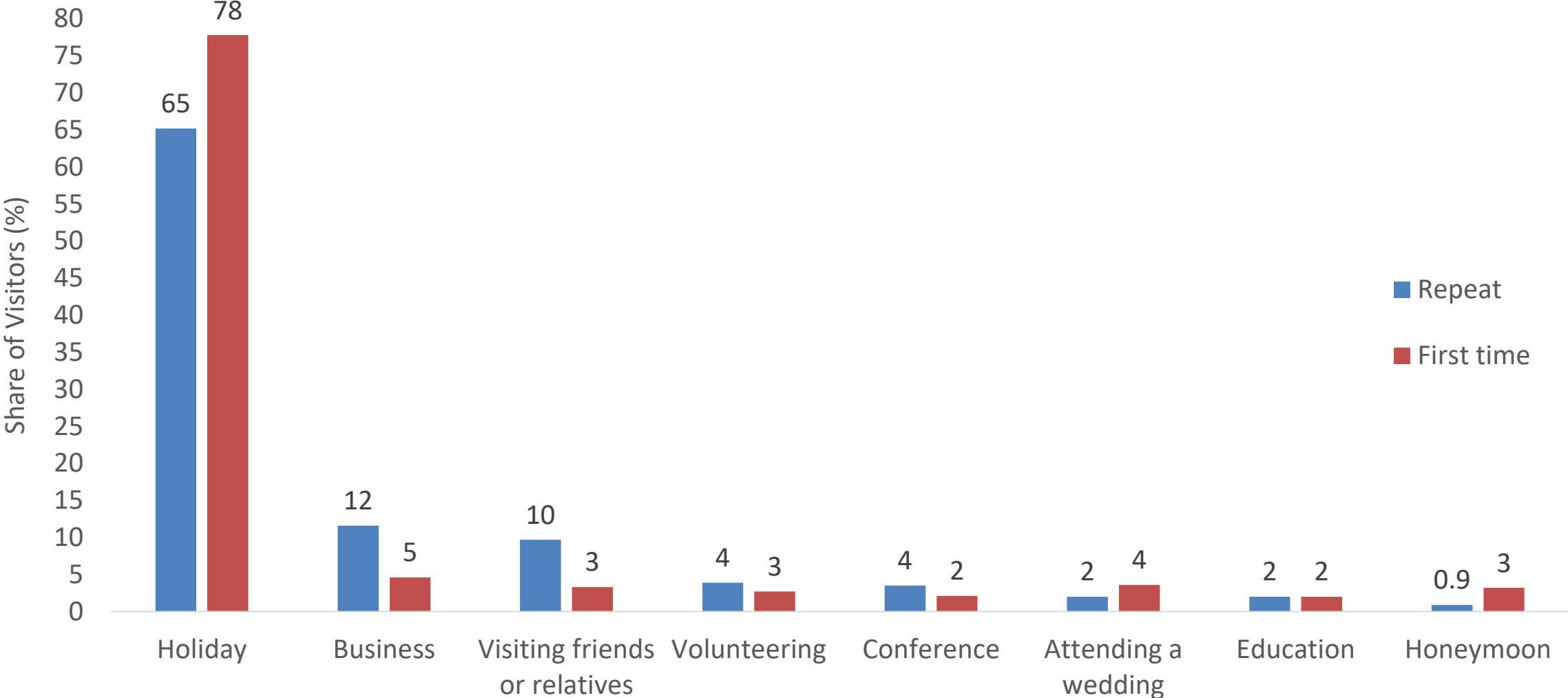
First time visitors

Repeat

First time

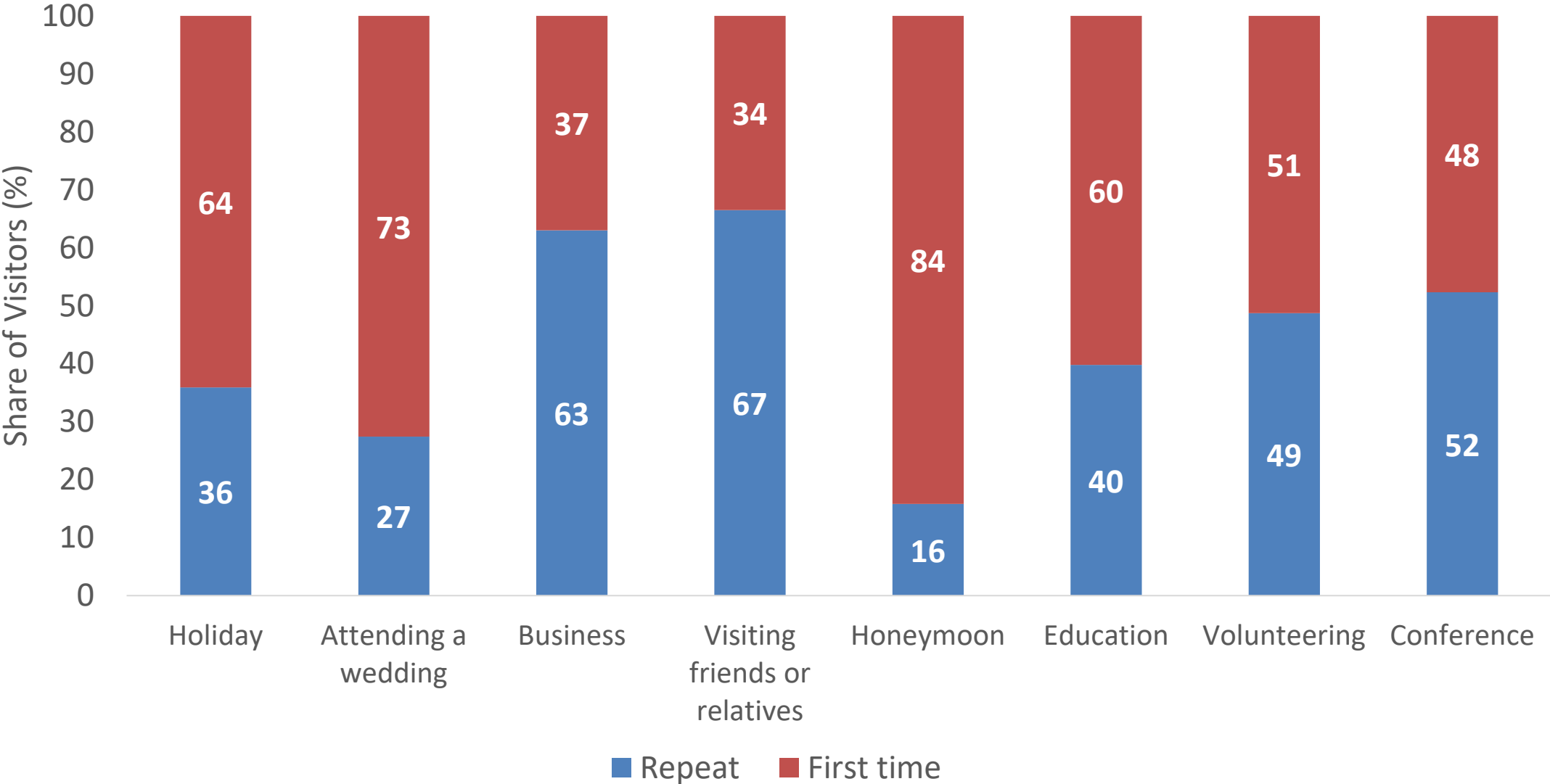
Note: due to rounding, total does not sum to 100%

Holiday visitors dominate first time and repeat travel



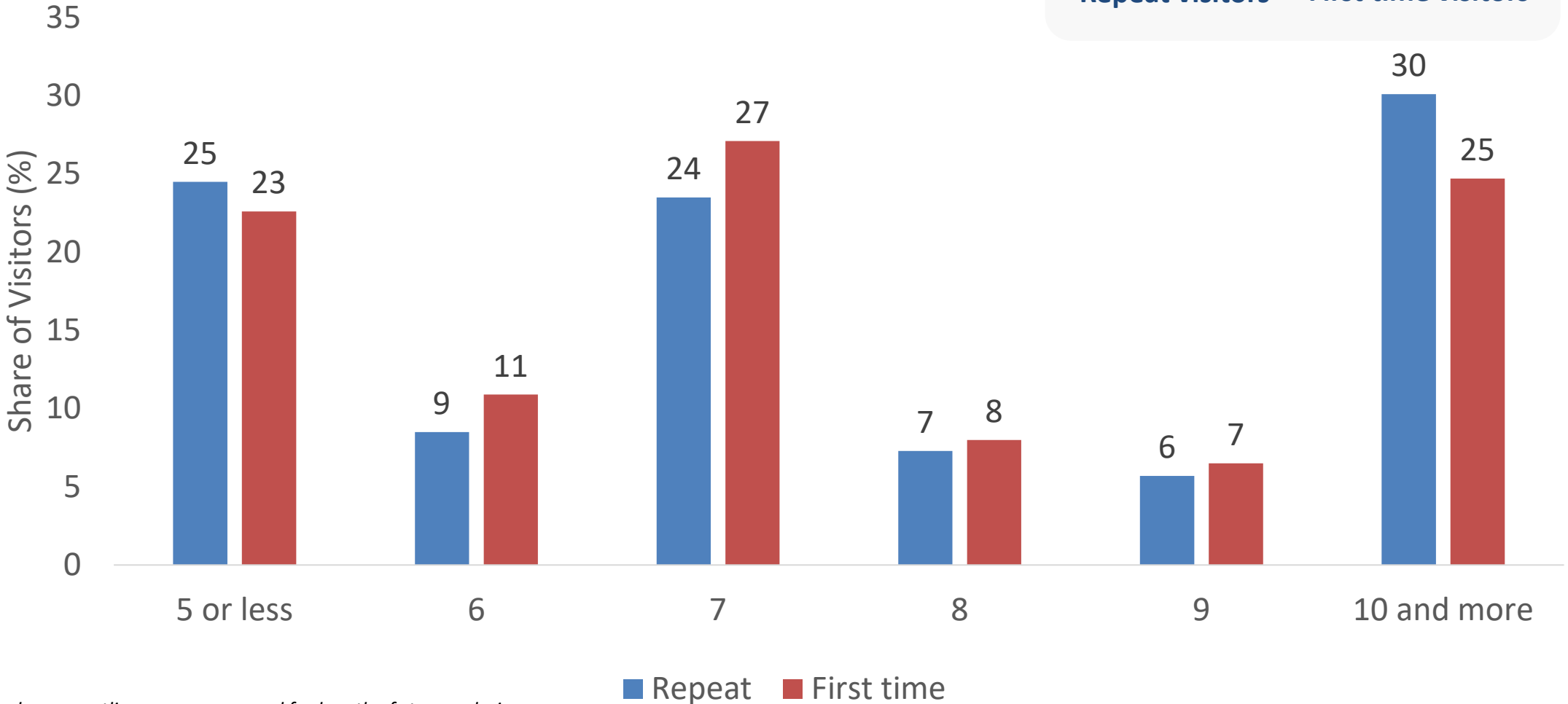
Note: due to rounding, some totals do not sum to 100%

Business and VFR travel are most heavily repeat visitor oriented



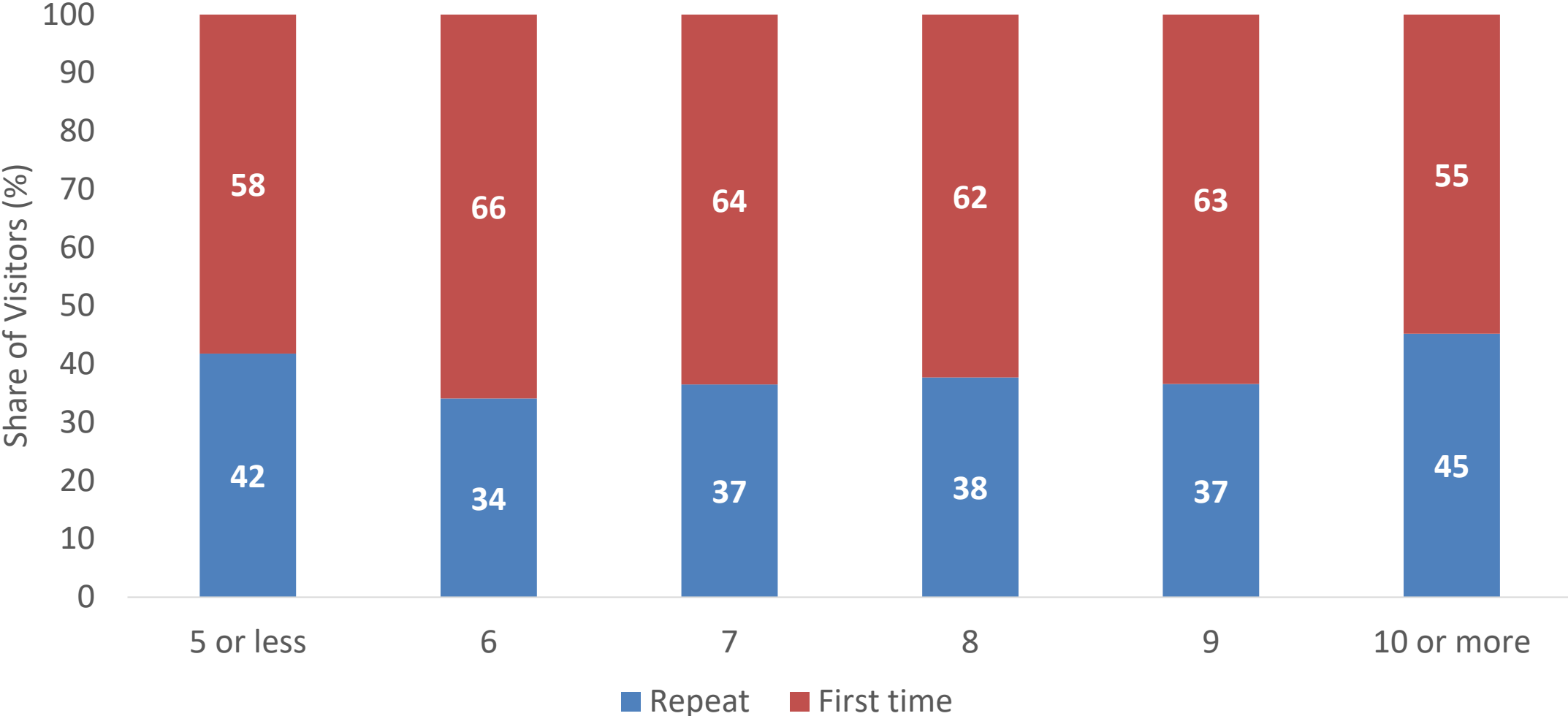
Repeat visitors stay a little longer

Mean
8.4 nights Repeat visitors
8.0 nights First time visitors

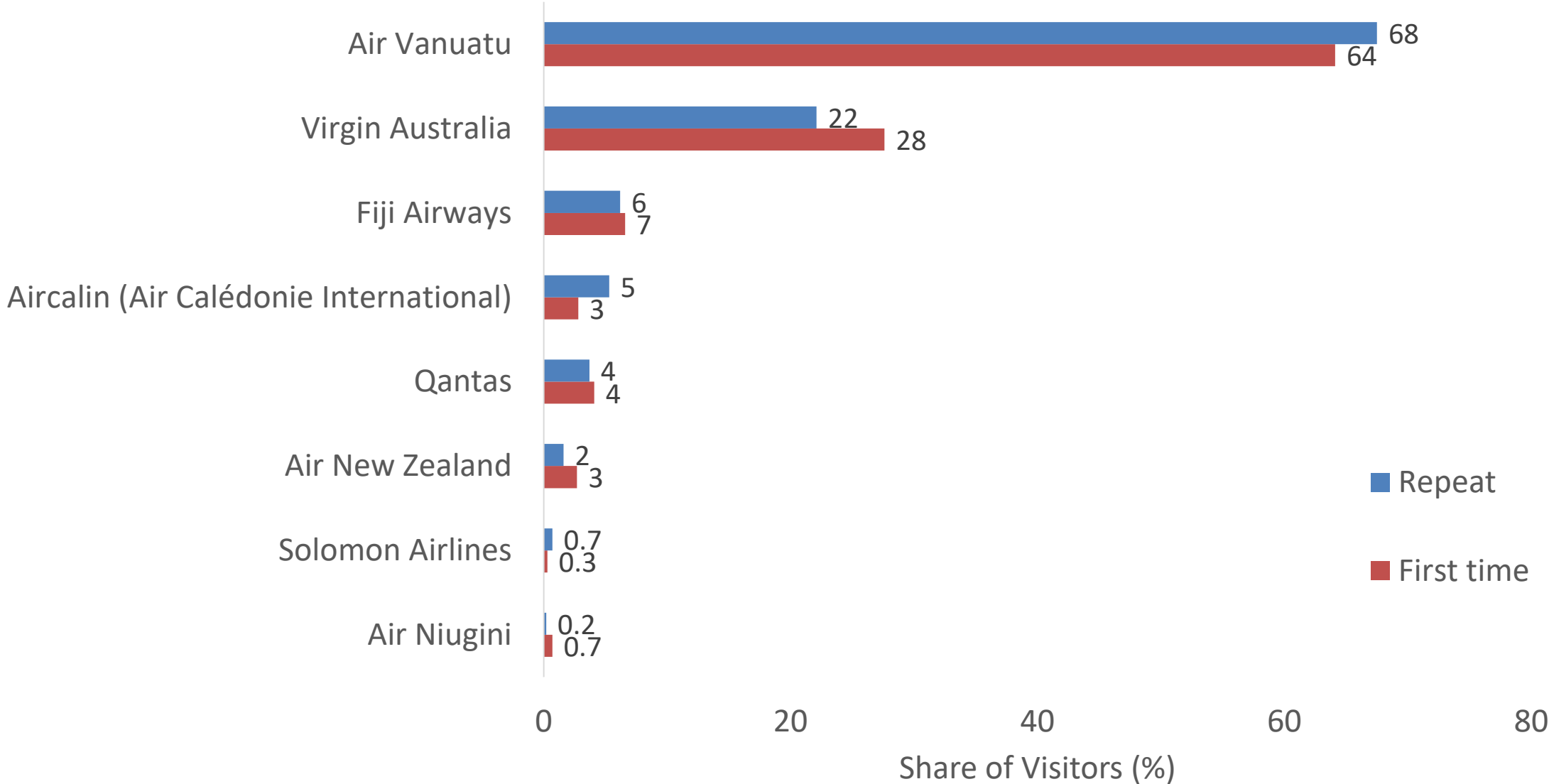


Note: 31 and 31+ days as outliers were removed for length of stay analysis

Repeat visitors are more significant among short and long term stay groupings

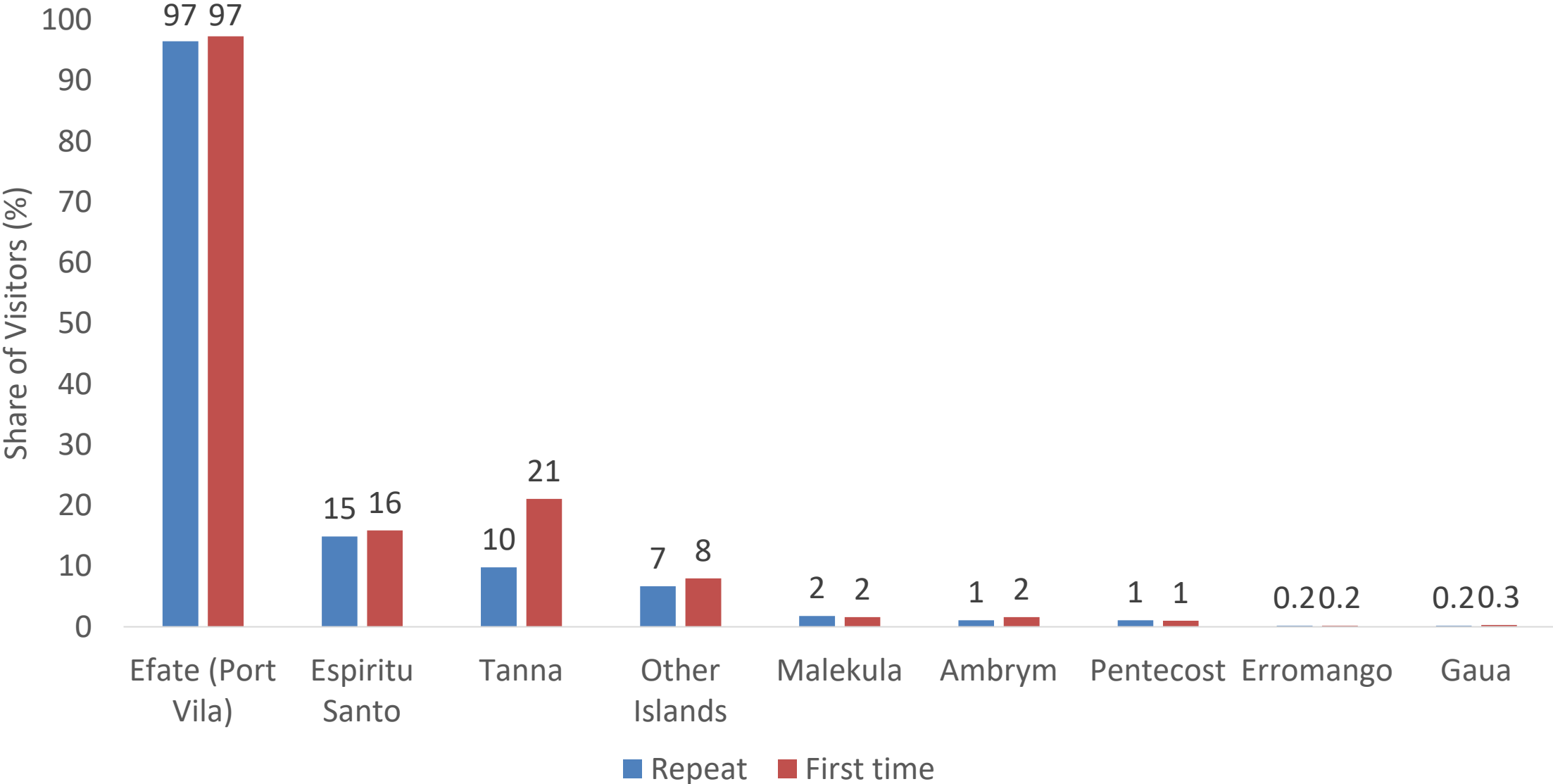


Repeat visitors are less likely to travel on Virgin



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

Islands visited are similar for repeat and first-time visitors with the exception of Tanna



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

Report Structure

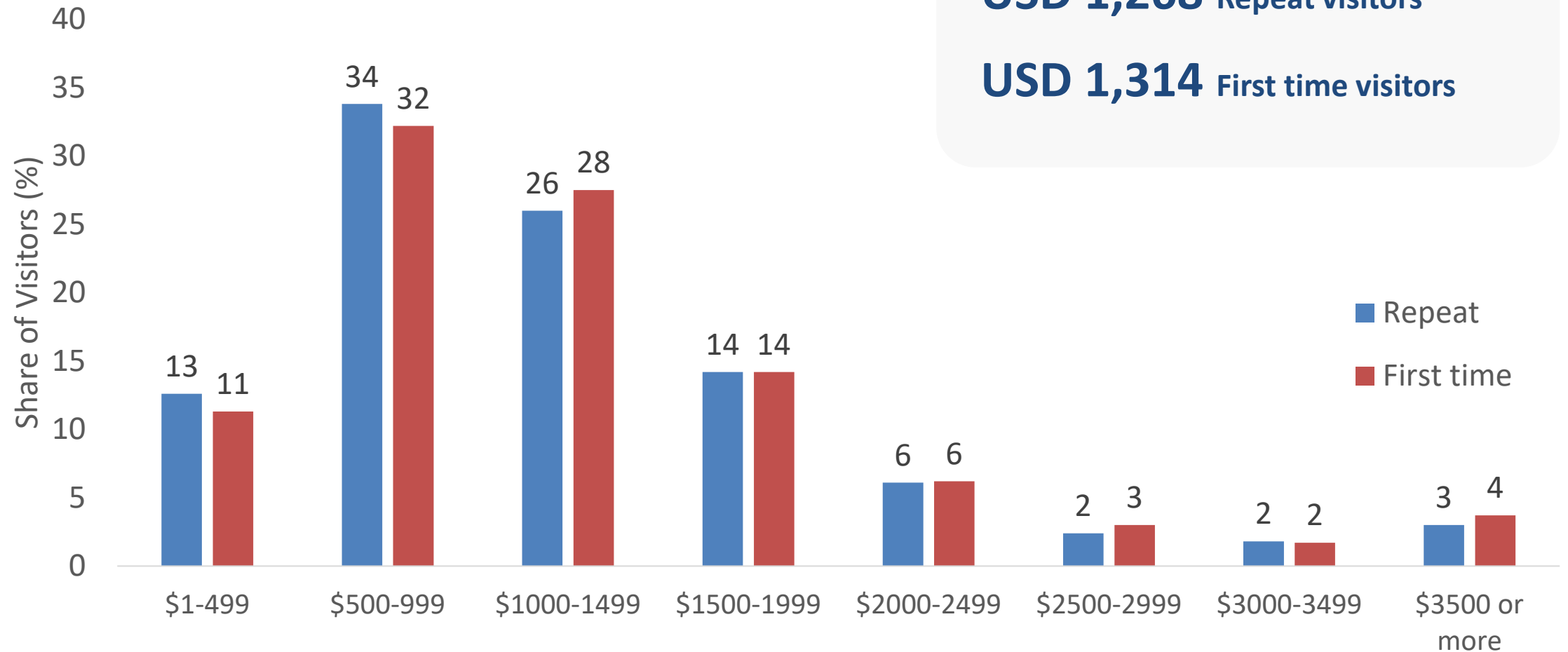


Prepaid expenditure by repeat visitors is lower

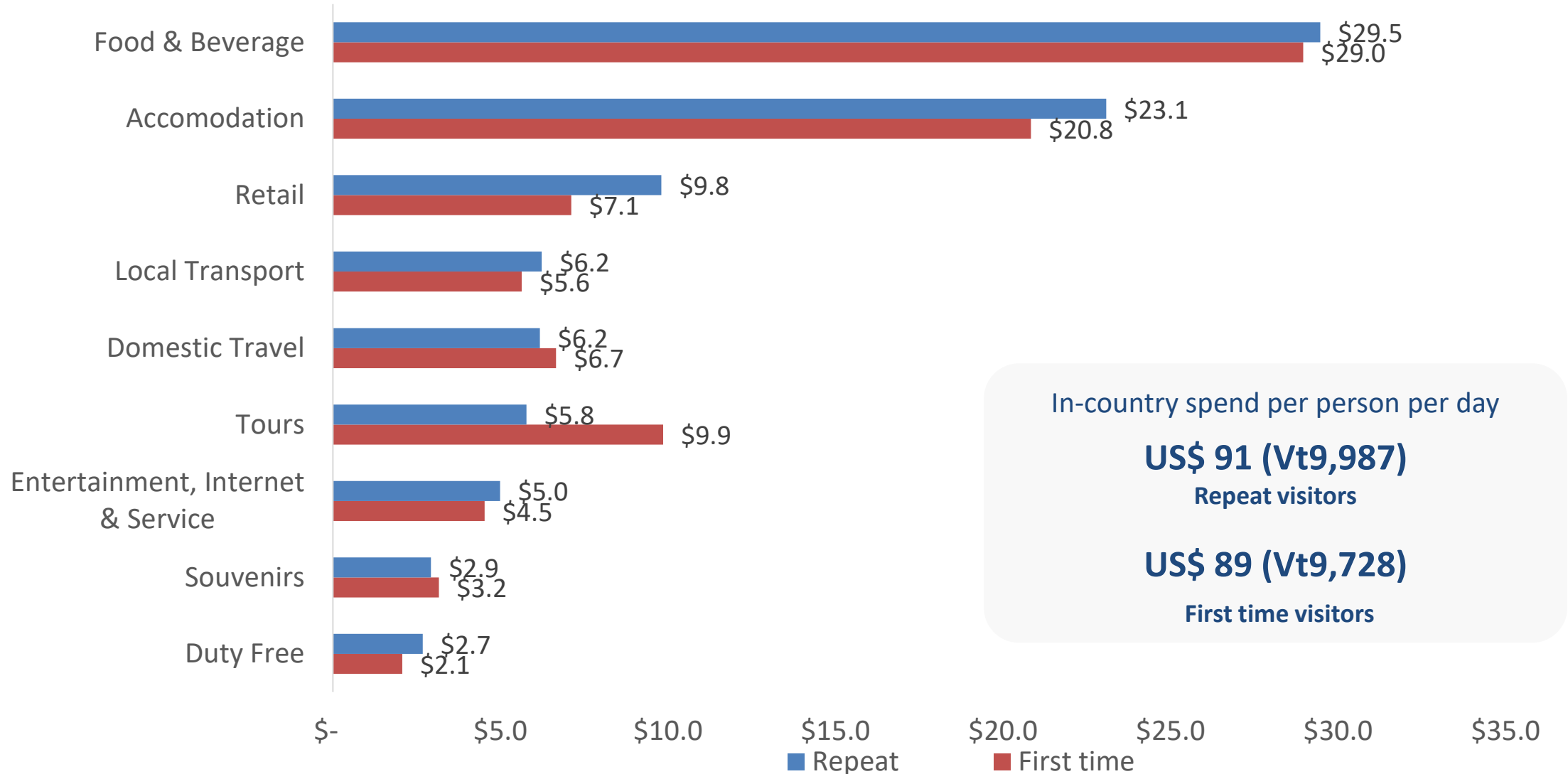
Average Prepay Per Person

USD 1,268 Repeat visitors

USD 1,314 First time visitors



In-country spend is slightly higher among repeat visitors



Note: US\$ in the pie chart

Visitor Expenditure – Per Person and Total

Pre-Paid Spend flowing into Vanuatu
+
In-country Spend
=
Total Spend

Per Day

US \$94
Vt \$10,352

US \$91
Vt \$9,987

US \$186
Vt \$20,339

Repeat

US \$102
Vt \$11,224

US \$89
Vt \$9,728

US \$191
Vt \$20,952

First-time

Whole Trip

US \$792
Vt \$86,851

US \$764
Vt \$83,793

US \$1,557
Vt \$170,644

Repeat

US \$821
Vt \$90,016

US \$712
Vt \$78,017

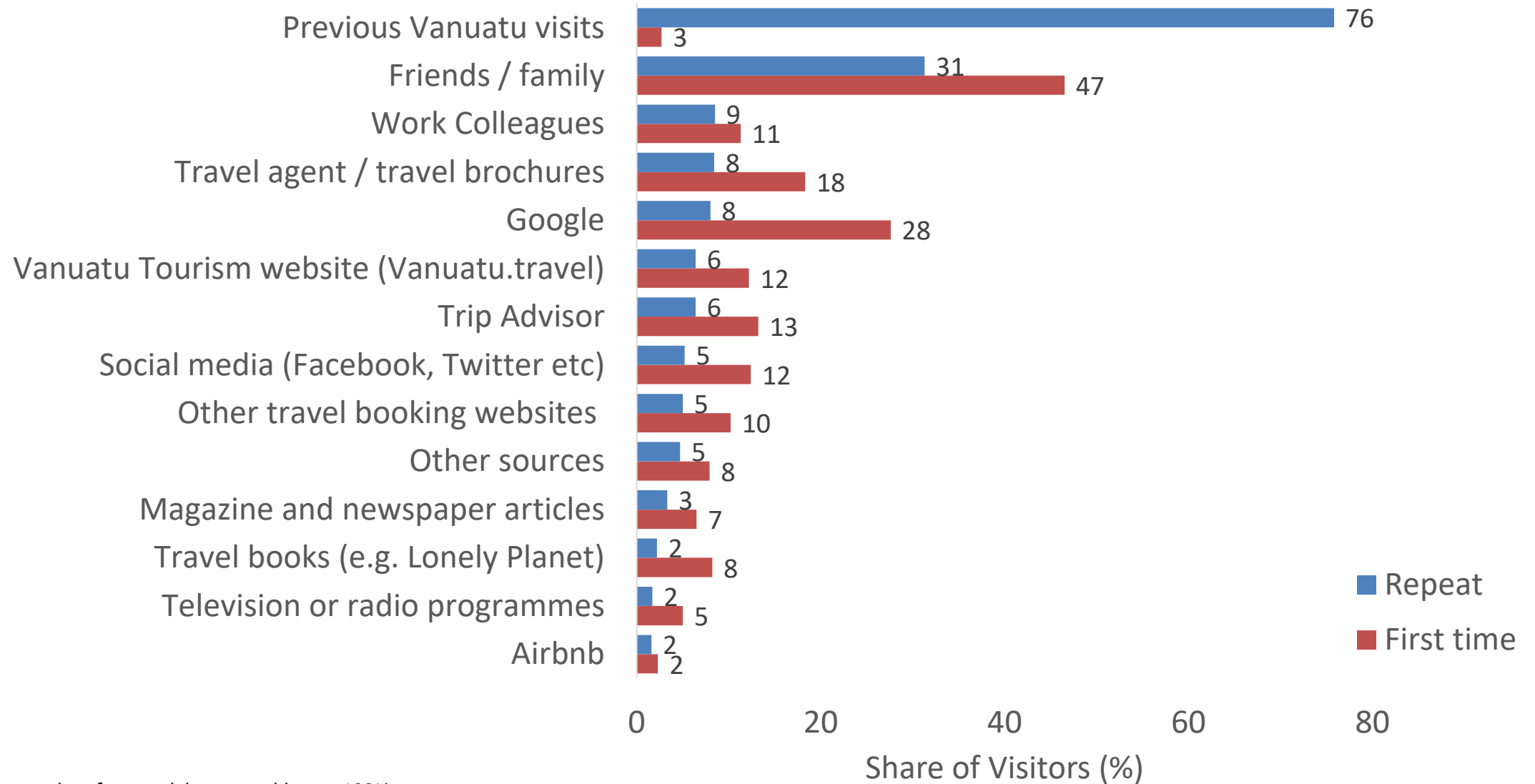
US \$1,533
Vt \$168,033

First-time

Report Structure

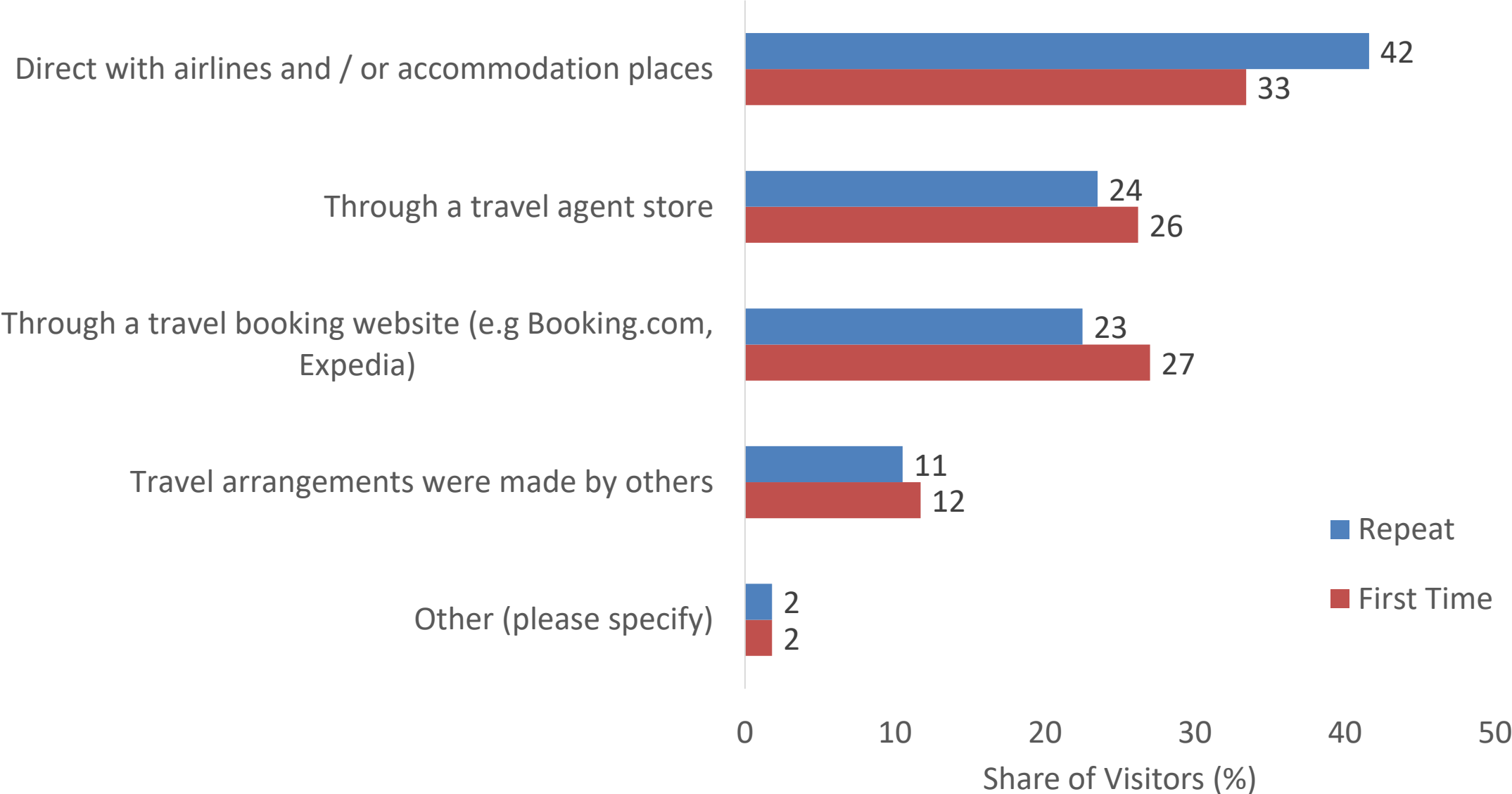


Repeat visitors rely heavily on their previous visit for Information (IVS Jan 2018 - Mar 2020)



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

Repeat visitors are more likely to book directly with businesses (IVS Jan 2018 - Mar 2020)

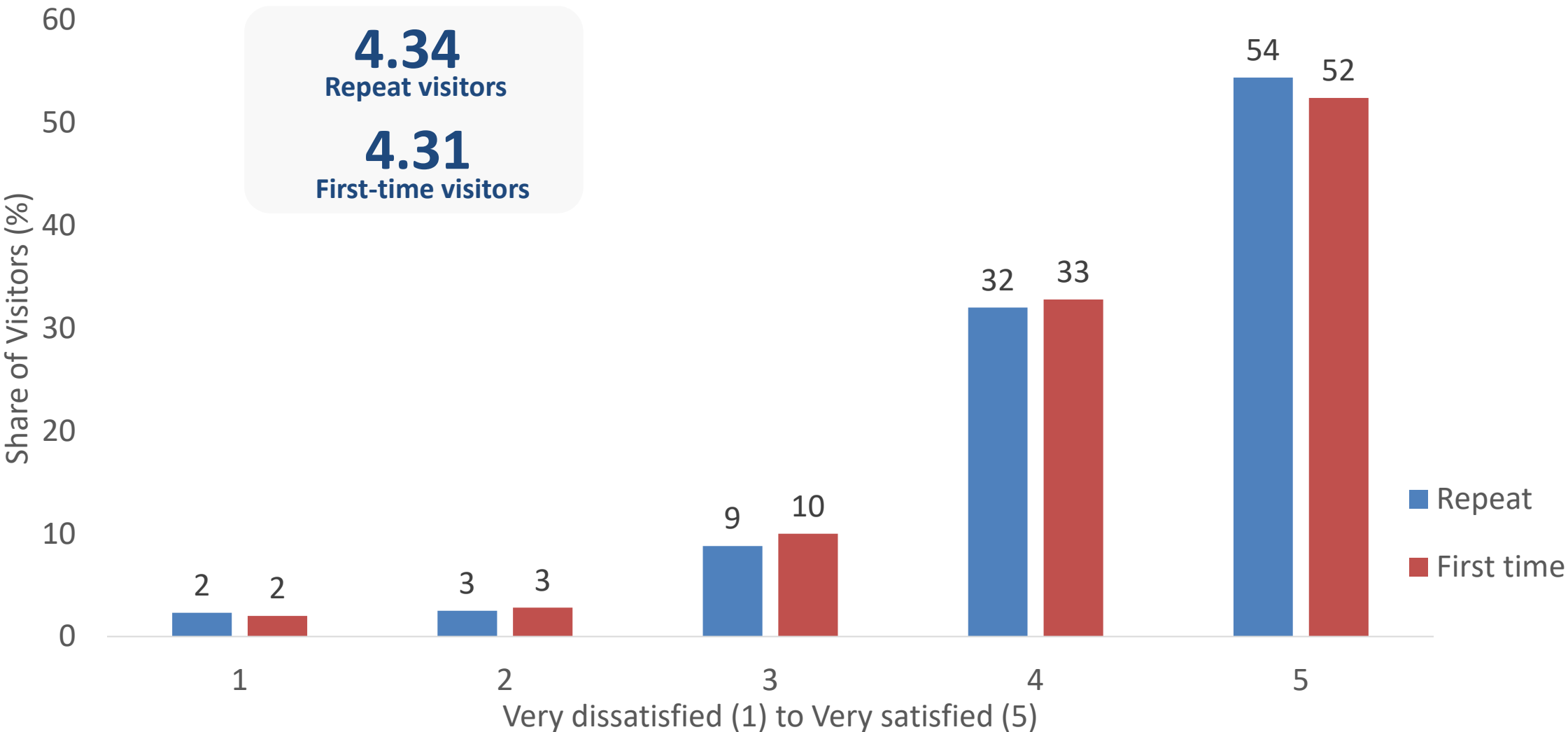


Note: due to rounding, total does not sum to 100%

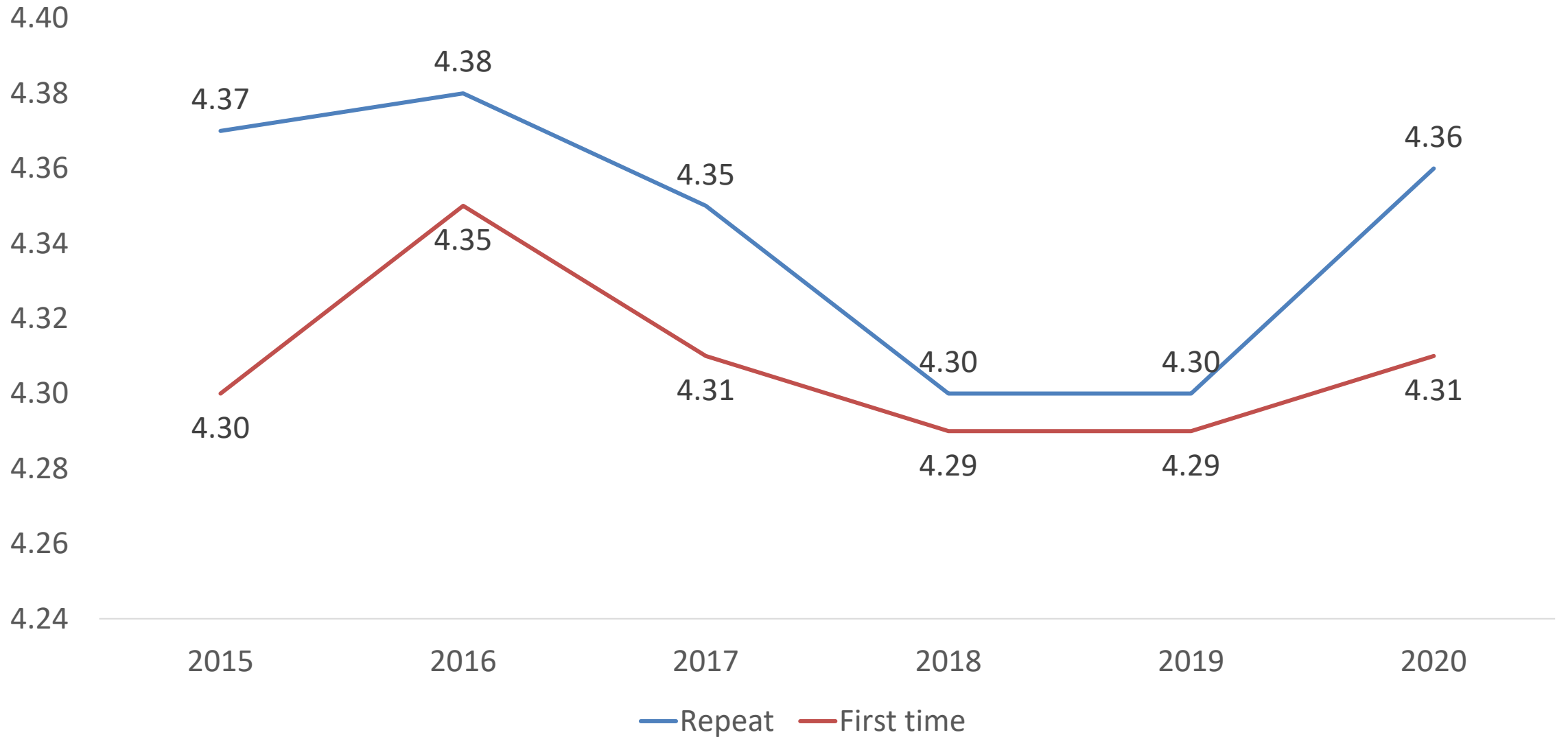
Report Structure



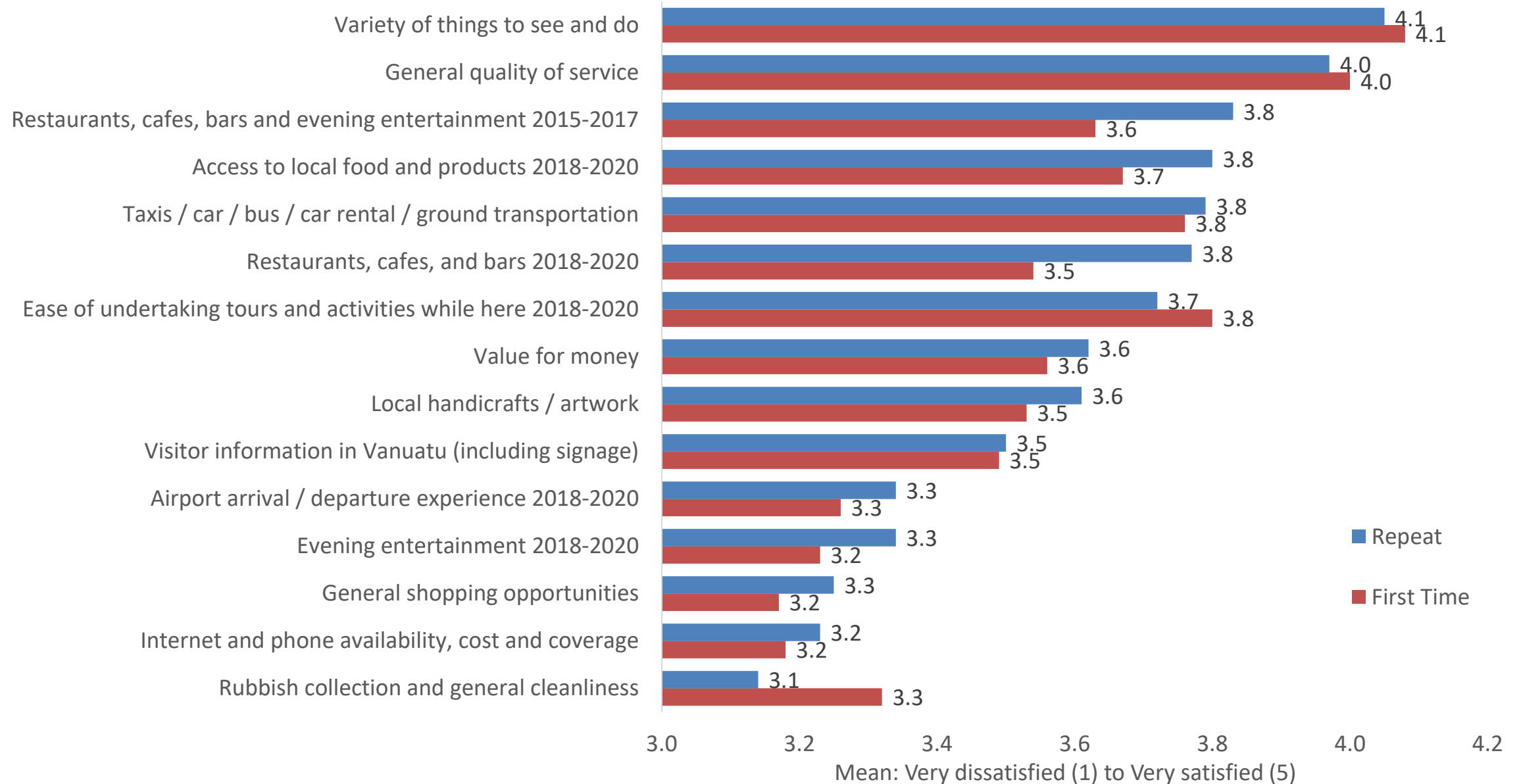
Repeat visitors are slightly more satisfied overall



Visitor satisfaction rates have remained consistent over time

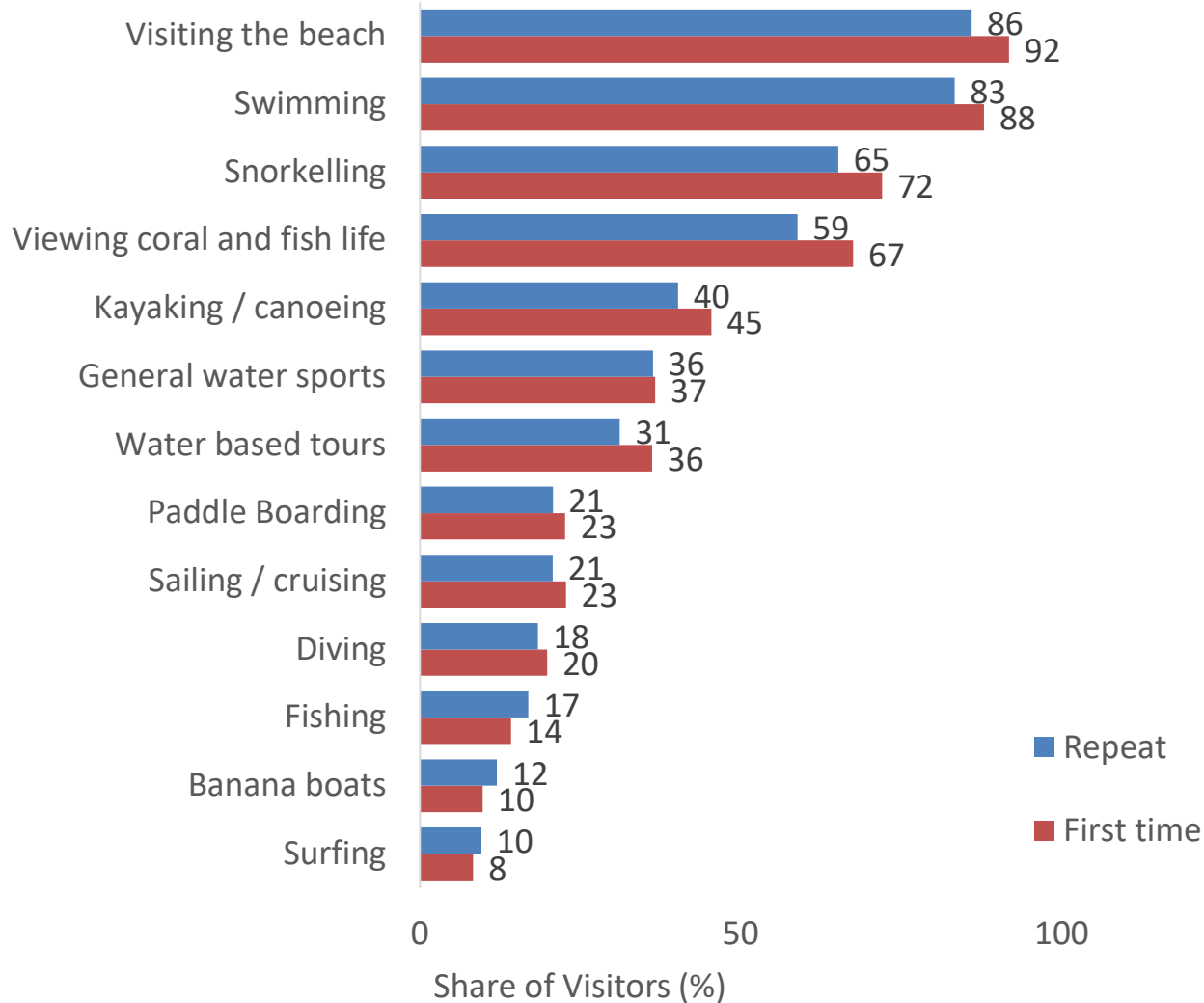


Repeat visitors tend to be more satisfied (except for rubbish and cleanliness)

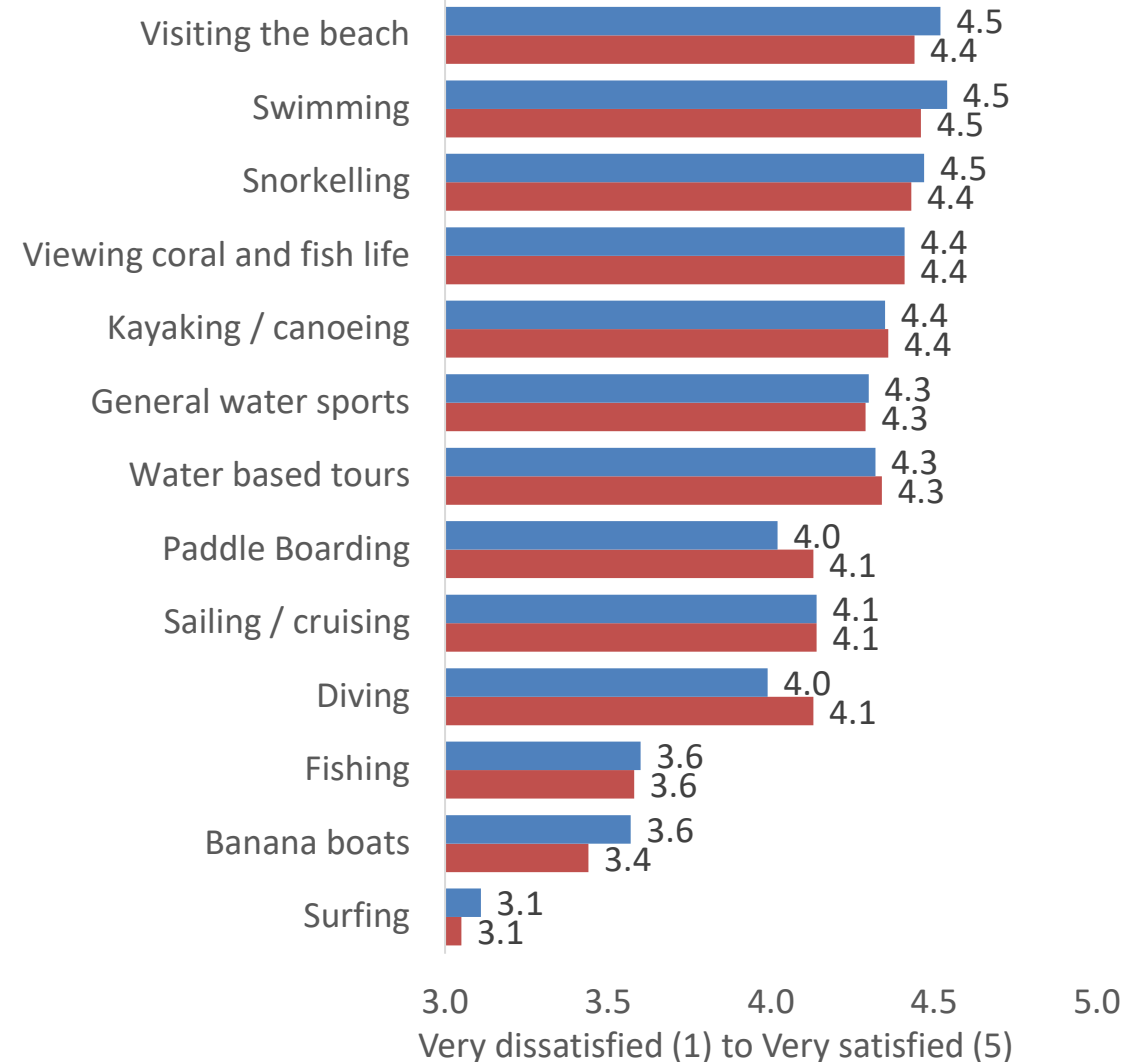


Water-based Activities (IVS Jan 2018 - Mar 2020)

Participation Rate

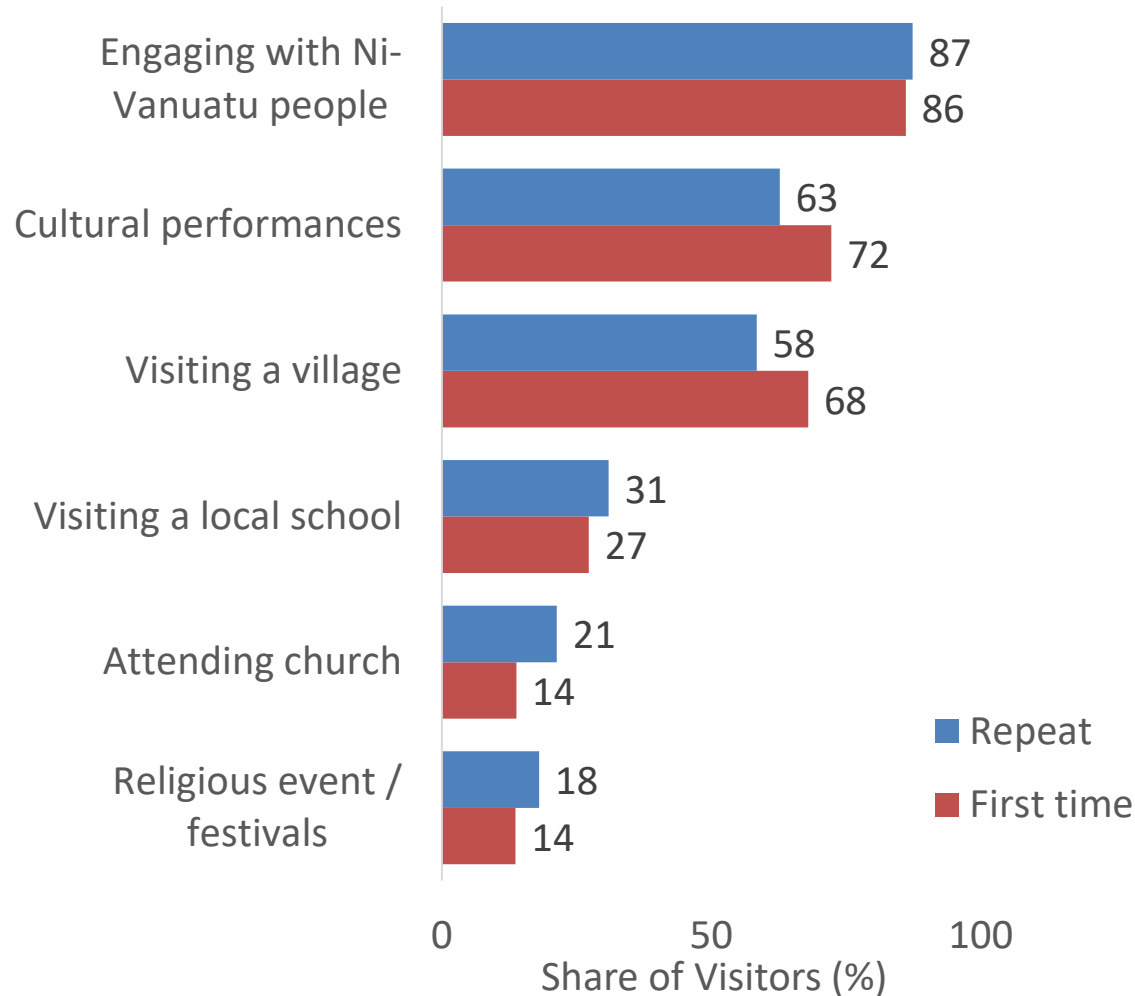


Satisfaction

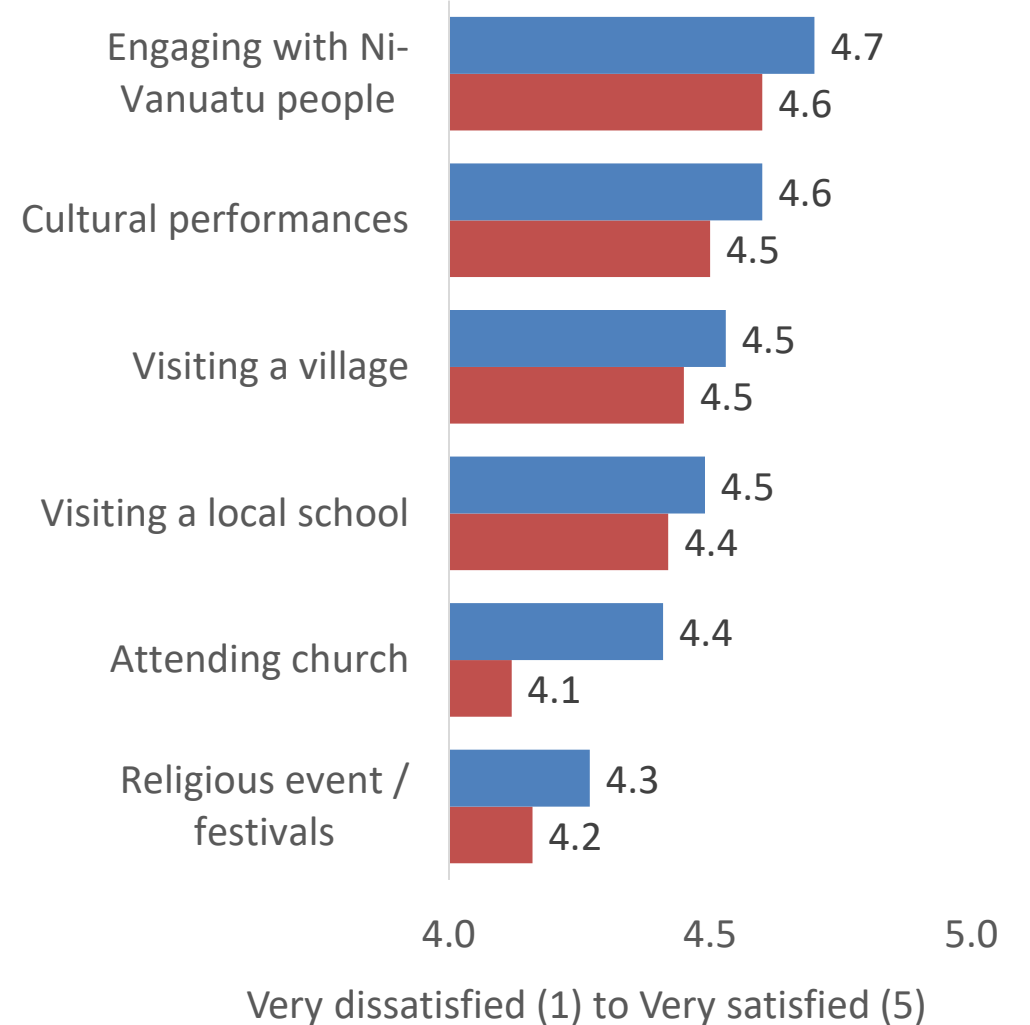


Cultural Interaction (IVS Jan 2018 - Mar 2020)

Participation Rate

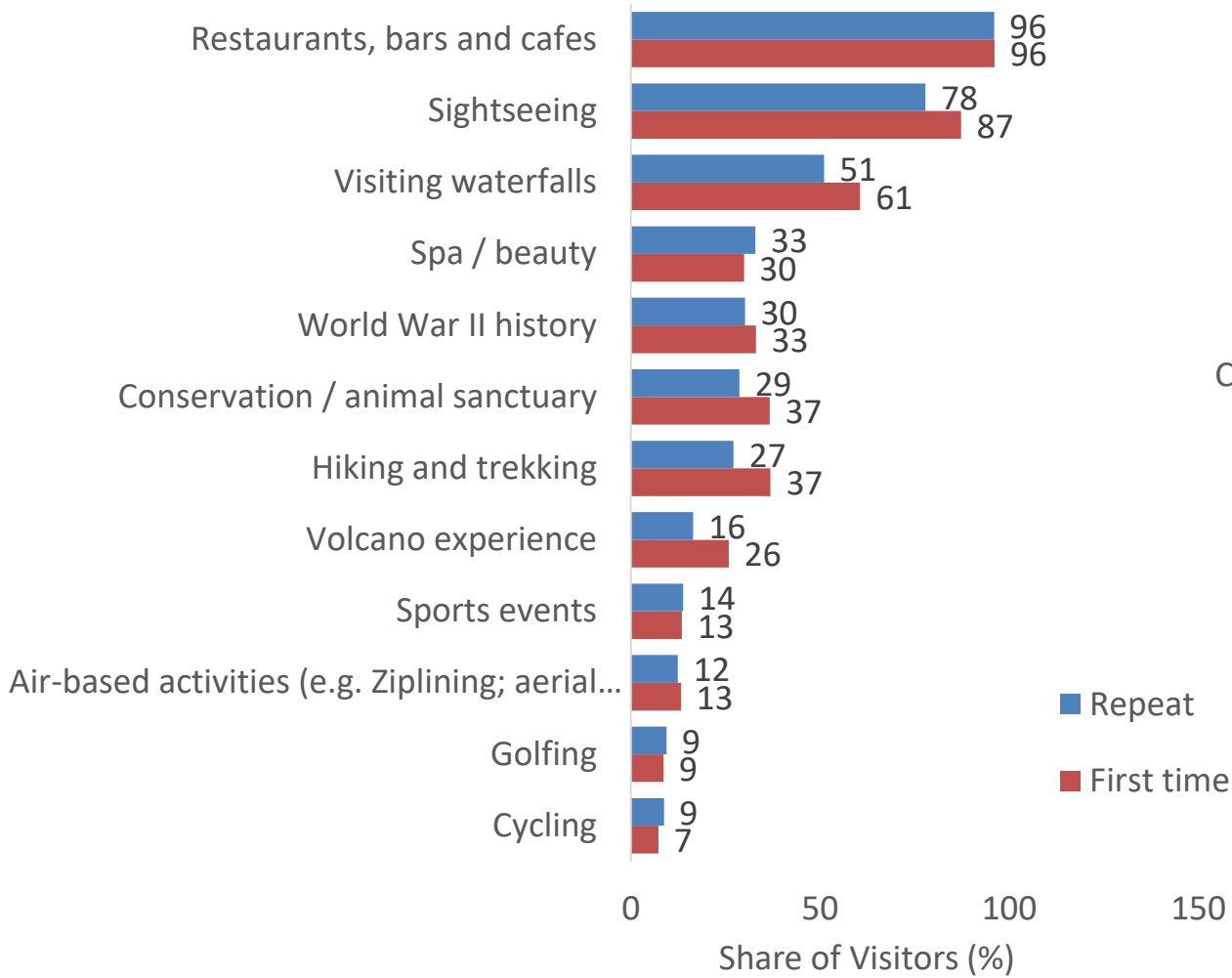


Satisfaction

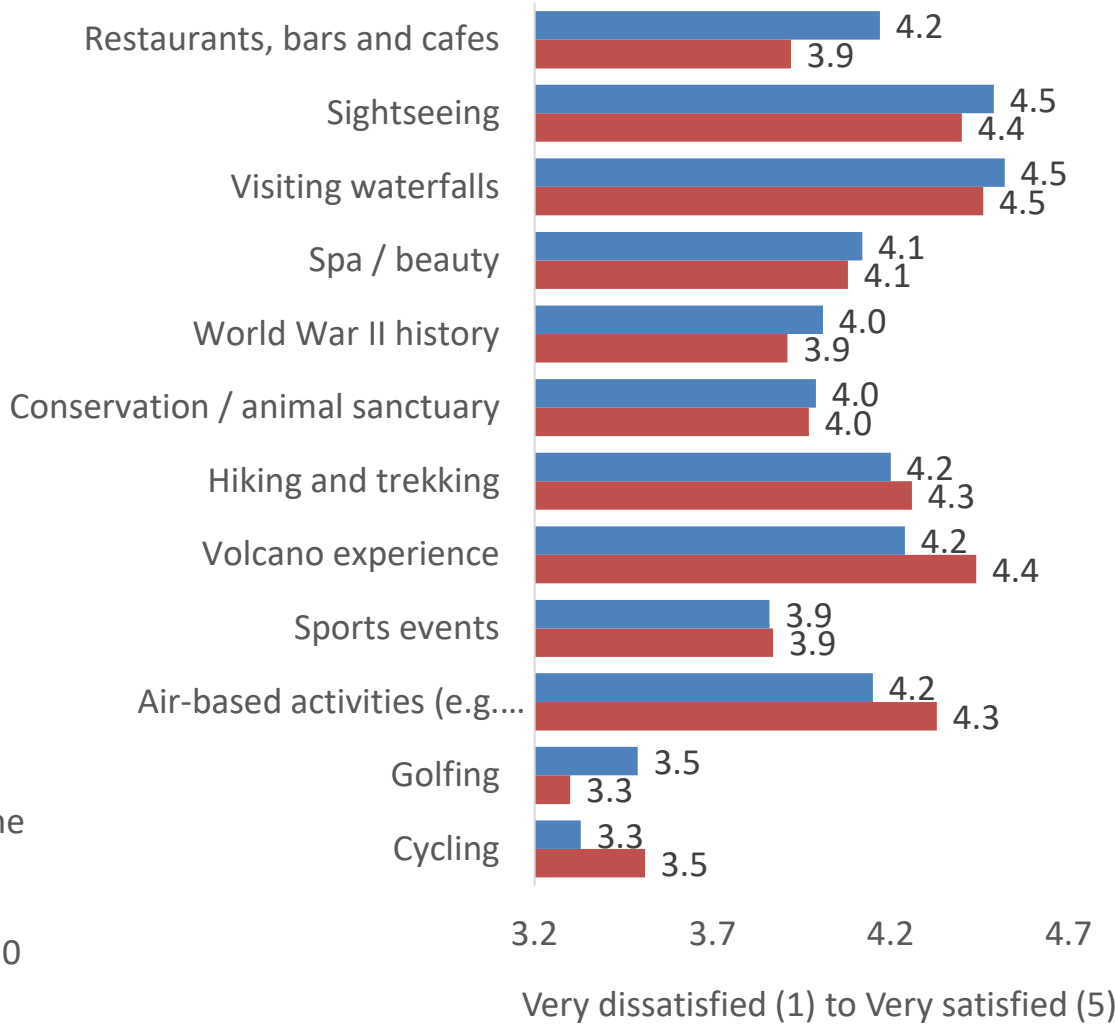


Land-based Activities (IVS Jan 2018 - Mar 2020)

Participation Rate

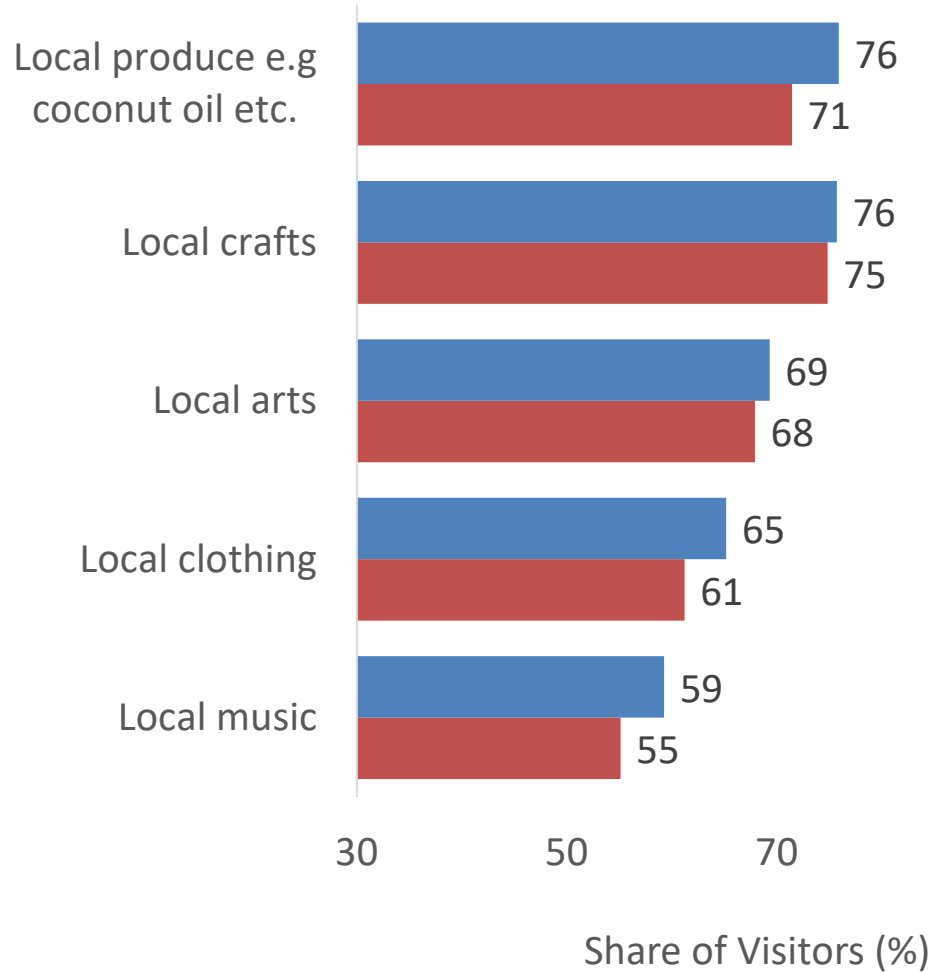


Satisfaction

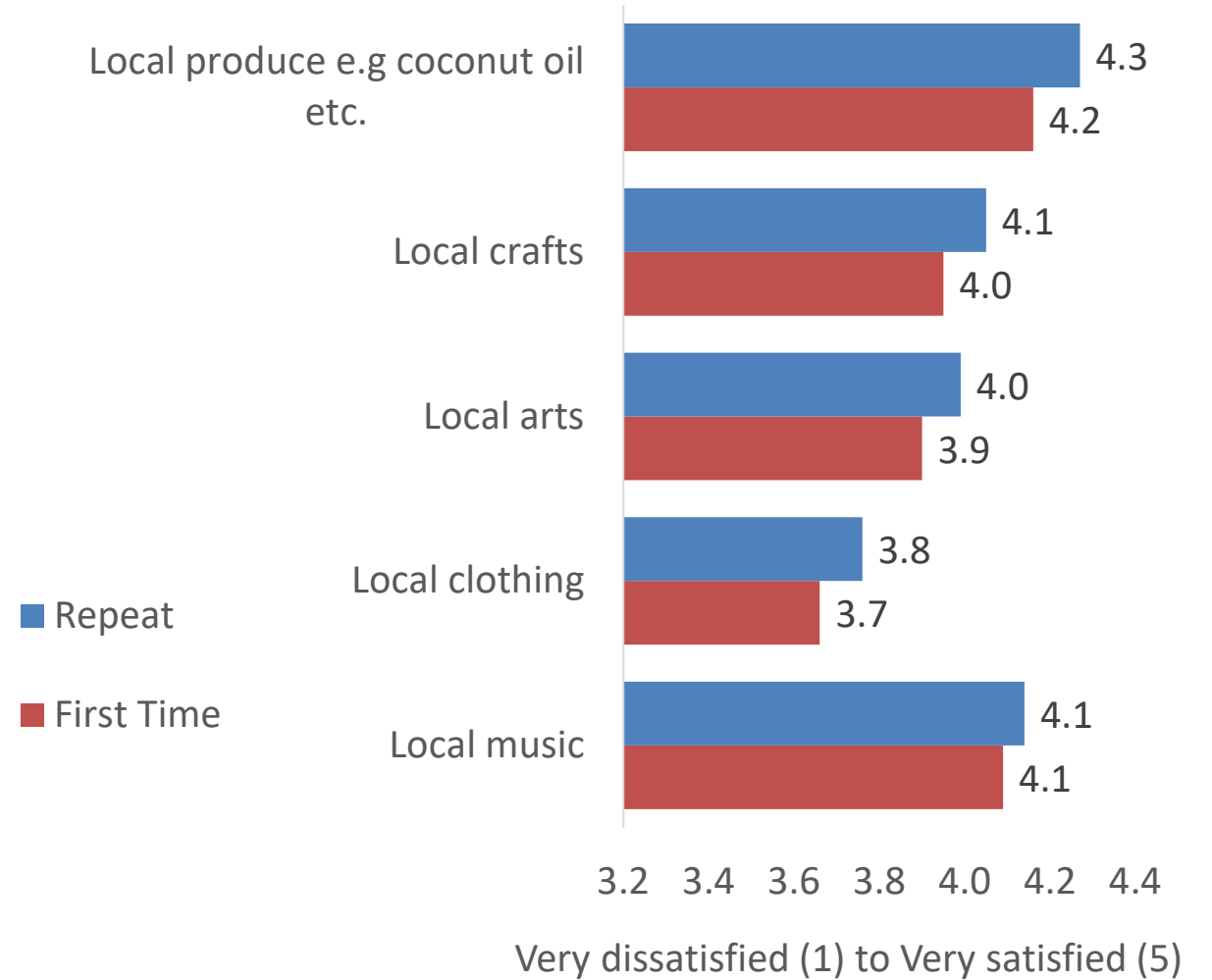


Shopping (IVS Jan 2018 - Mar 2020)

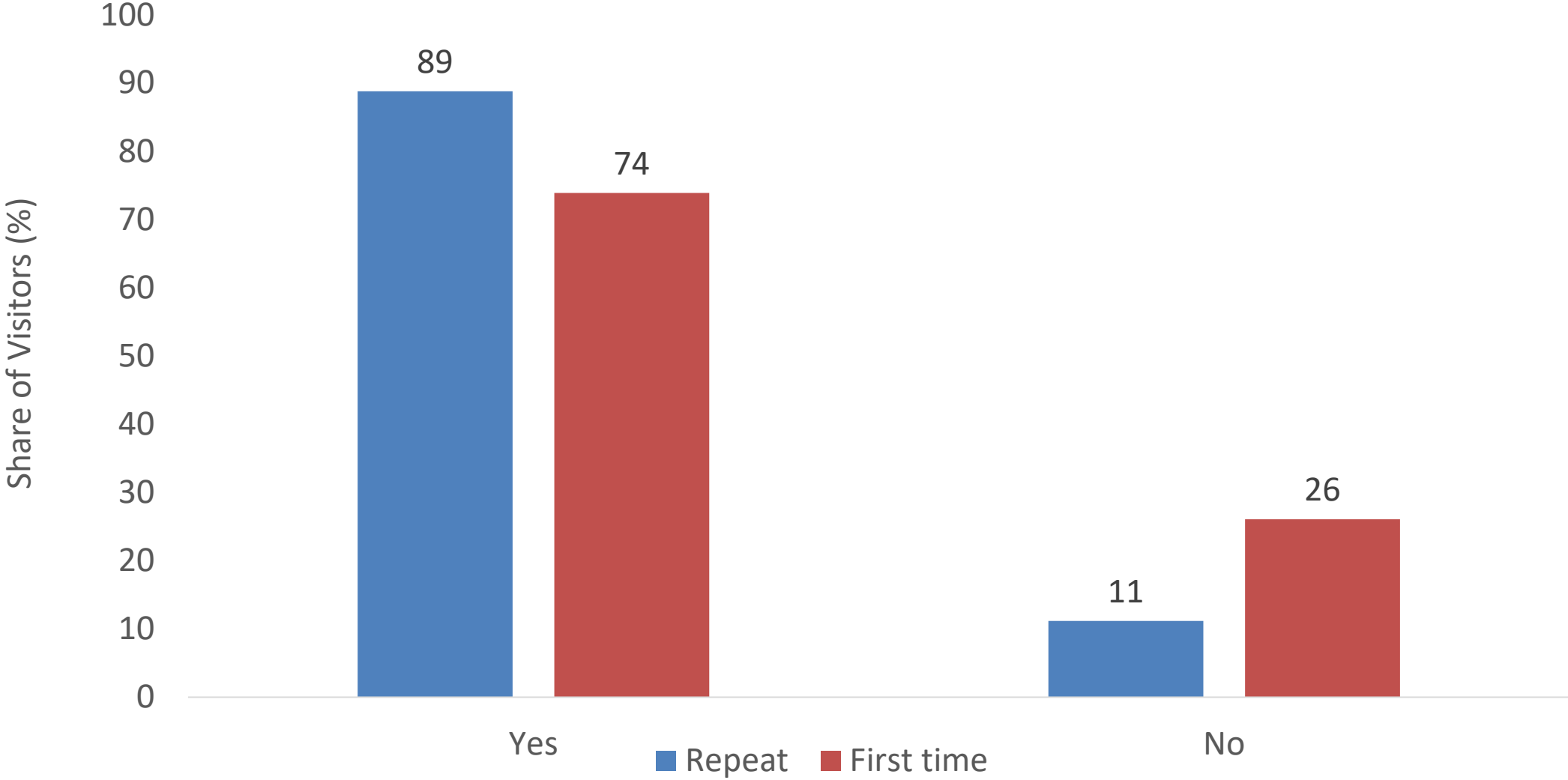
Participation Rate



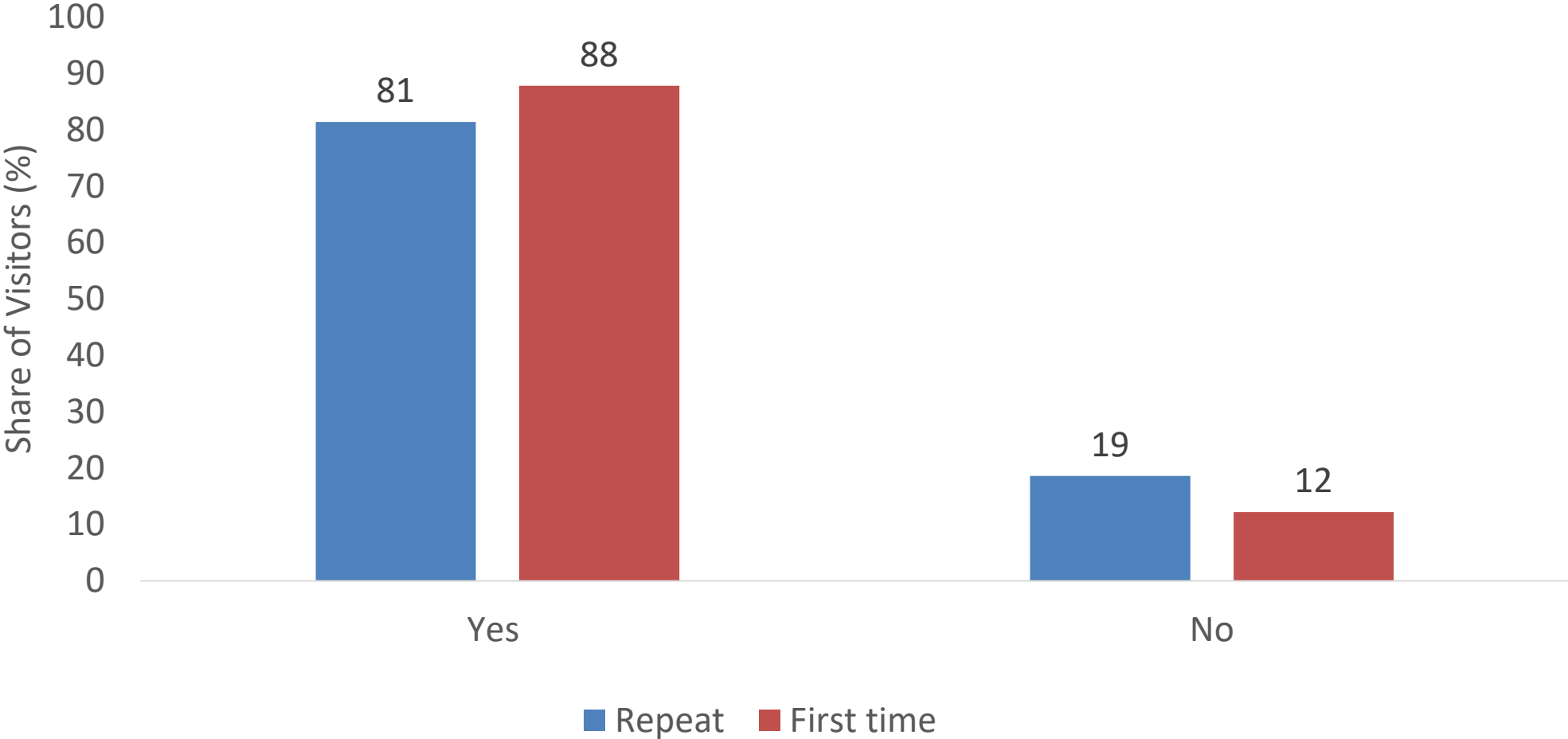
Satisfaction



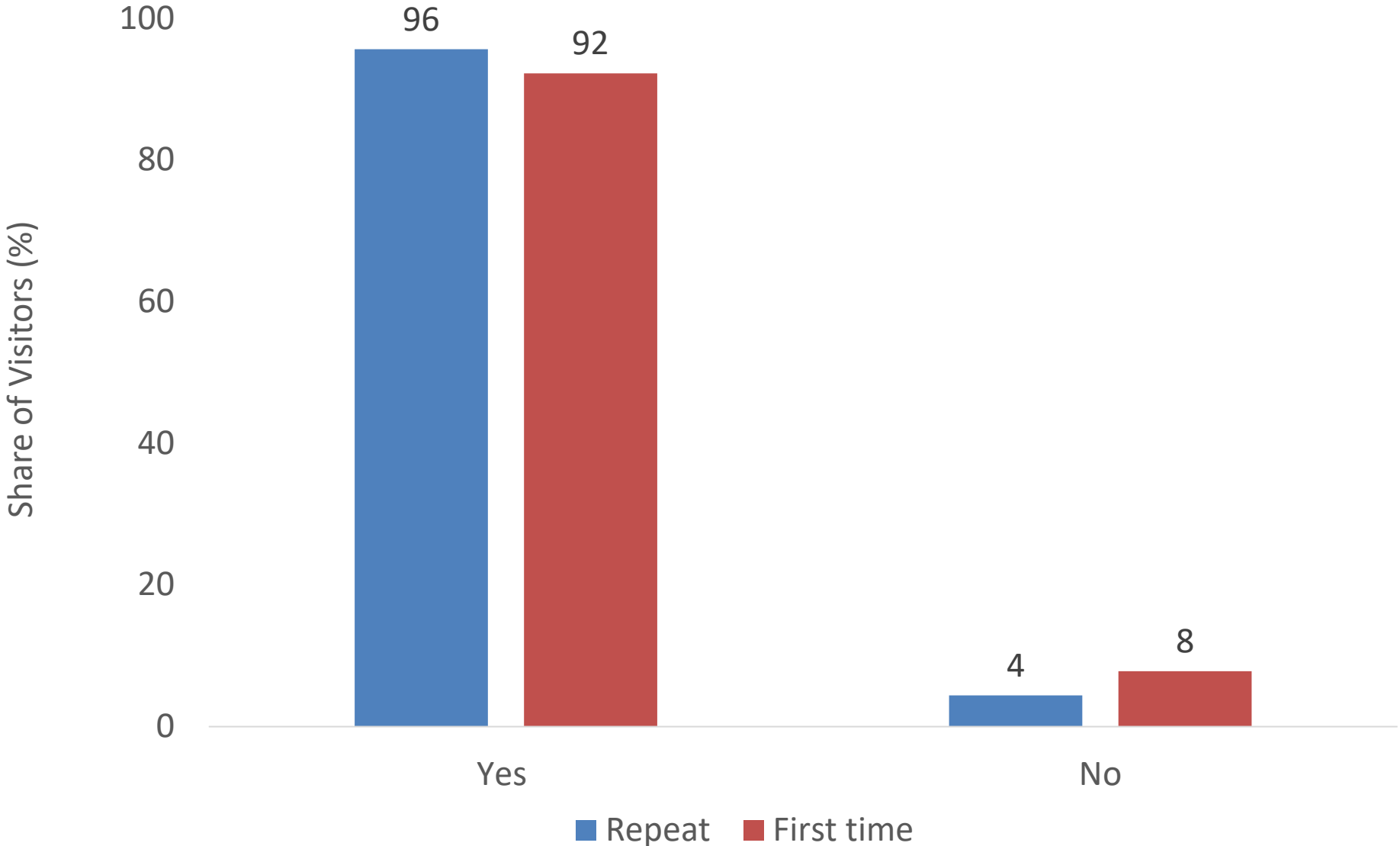
Repeat visitors show a higher willingness to return



Repeat visitors show less willingness to visit Outer Islands



Repeat visitors are more willing to recommend Vanuatu





Thank you

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