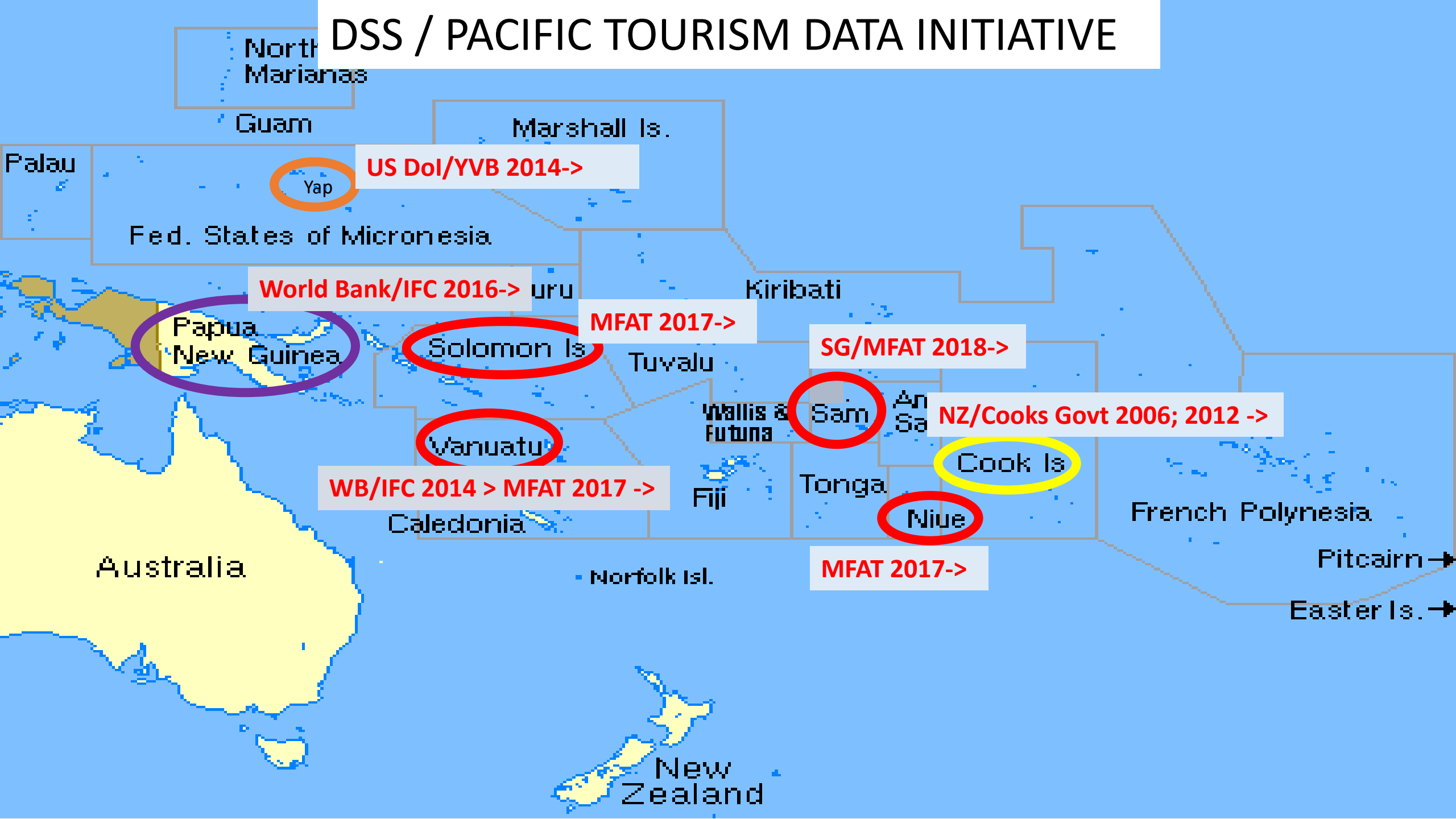


Pacific Tourism Data Initiative: Niue October 2017 – March 2019

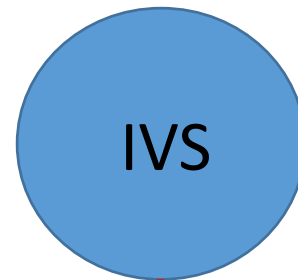
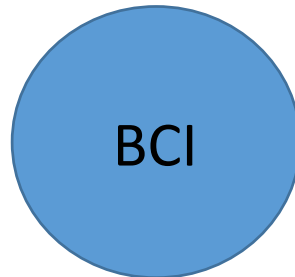


DSS / PACIFIC TOURISM DATA INITIATIVE

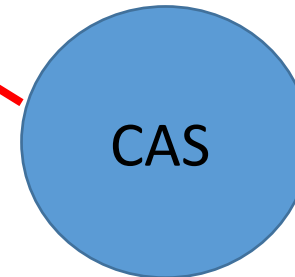
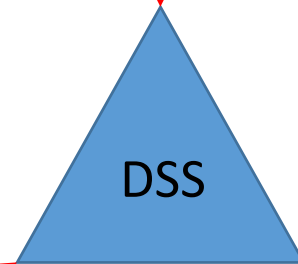


THREE PILLARS OF A DECISION SUPPORT SYSTEM

Business Confidence
Index/Survey:



Visitor Survey: Stats,



Community
Awareness/Attitudes
Survey

IVS October 2017 to September 2018



Total number of valid e-mails sent: **4,042**

CONVERSION RATE OF **35.8%**



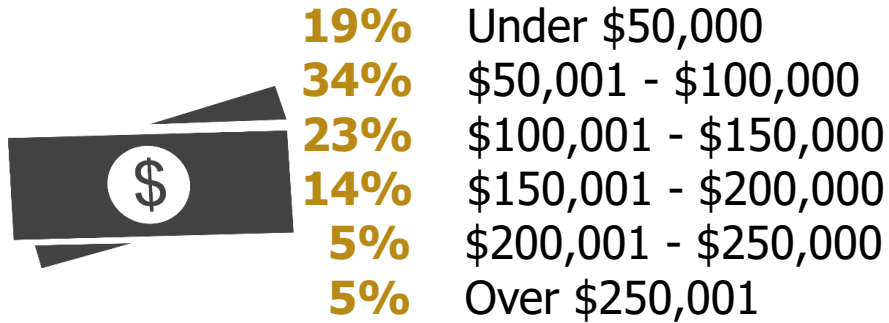
Total number of responses: **1,446**



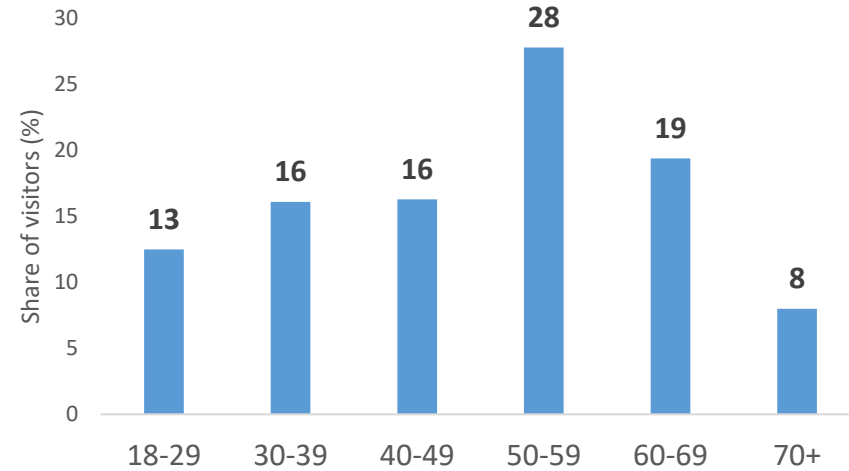
Spend responses cover a total of
2,577 adults and 416 children

Well educated, high income visitors

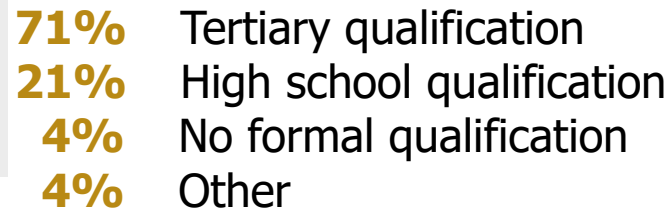
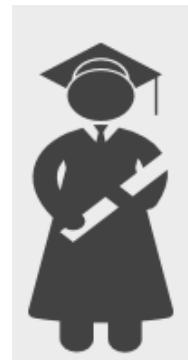
Annual Household Income (NZ\$)



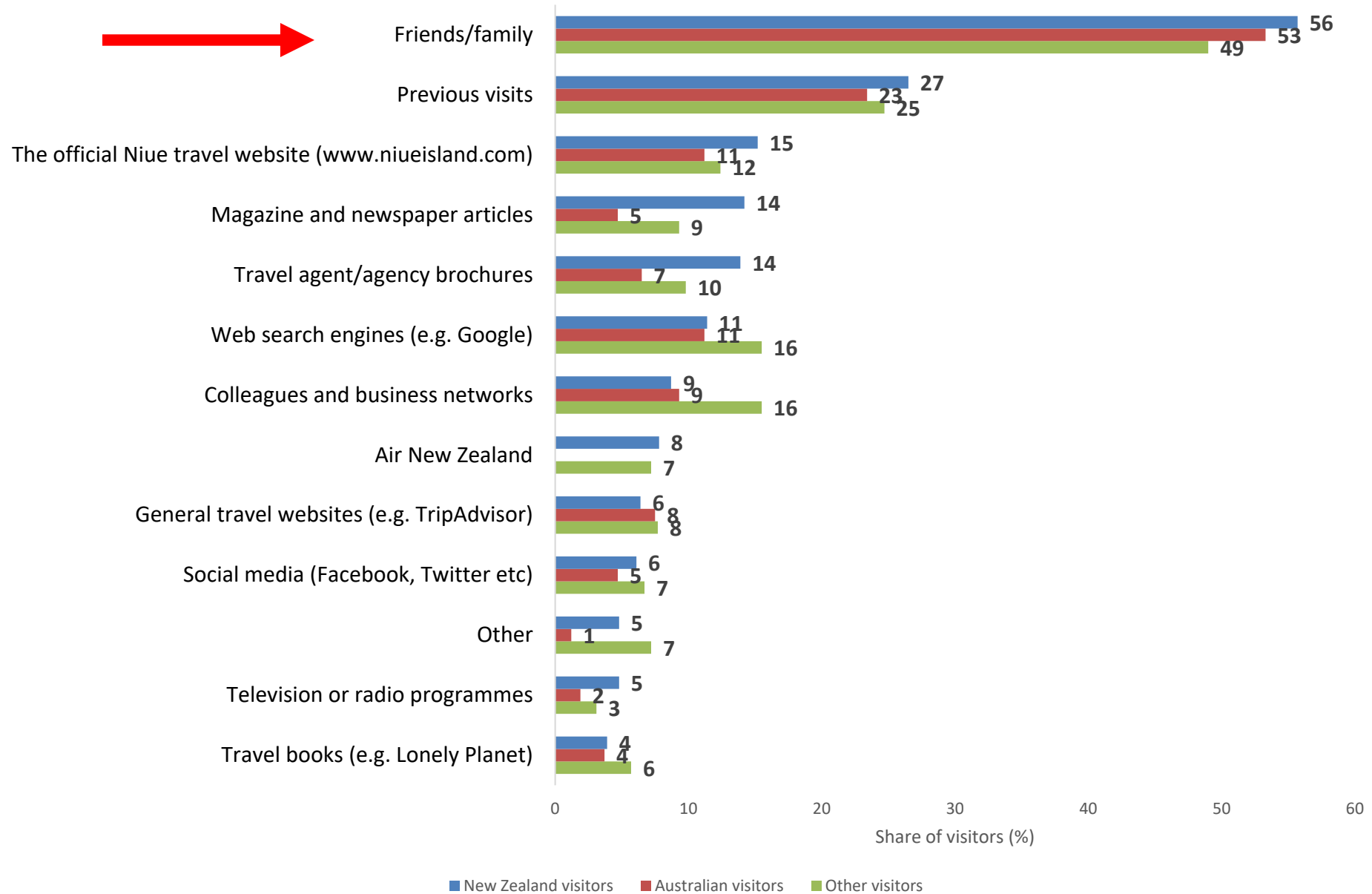
Age Distribution



Highest Qualification

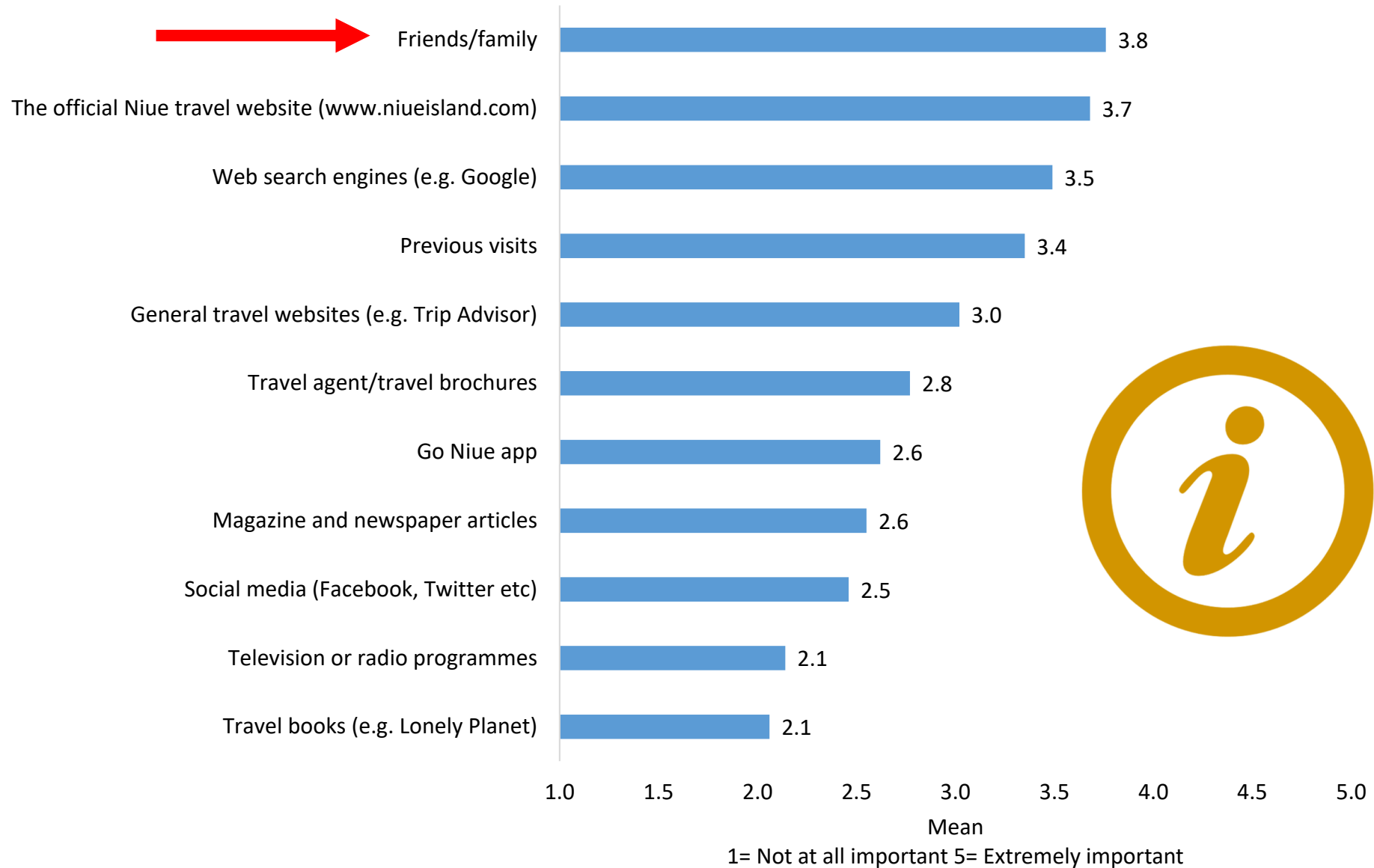


How did you find out about Niue? Word of mouth is vital...



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

Importance of Information Sources Used for Planning



Niue Visitor Expenditure – Per Person & Total

Length of stay:
8.5 nights

Average Spend
before Visiting

+

Average Spend
While in Niue

=

Total Spend

40% Flowing back

Per Day

NZ\$ \$65

NZ\$ \$103

NZ\$ \$168

Per Trip

NZ\$ \$550

NZ\$ \$871

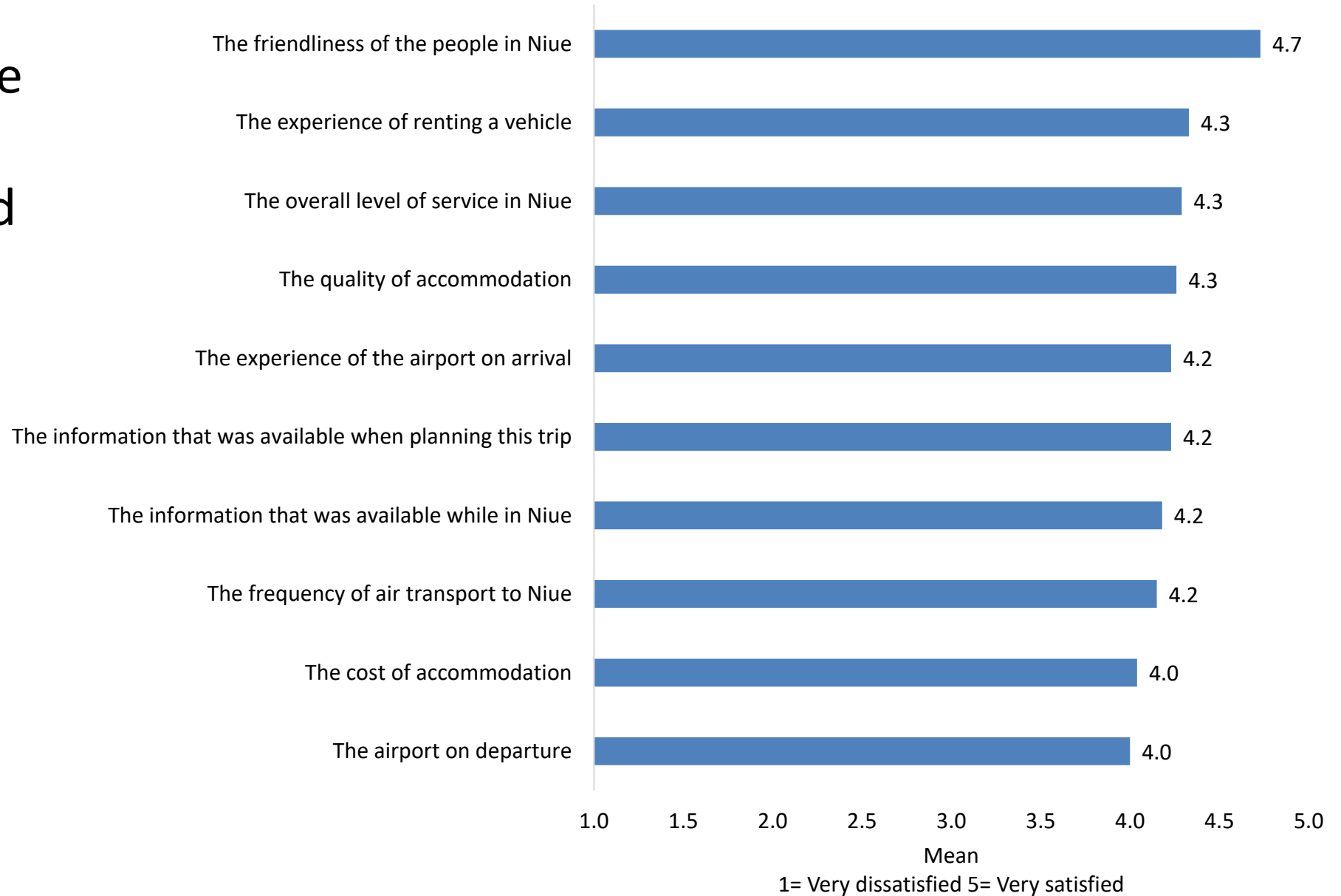
NZ\$ \$1,421

Estimated economic impact: 10,000 visitors = \$14.2 m in direct impact

Satisfaction with the Niue

Overall Experience

64% Very Satisfied
28% Satisfied



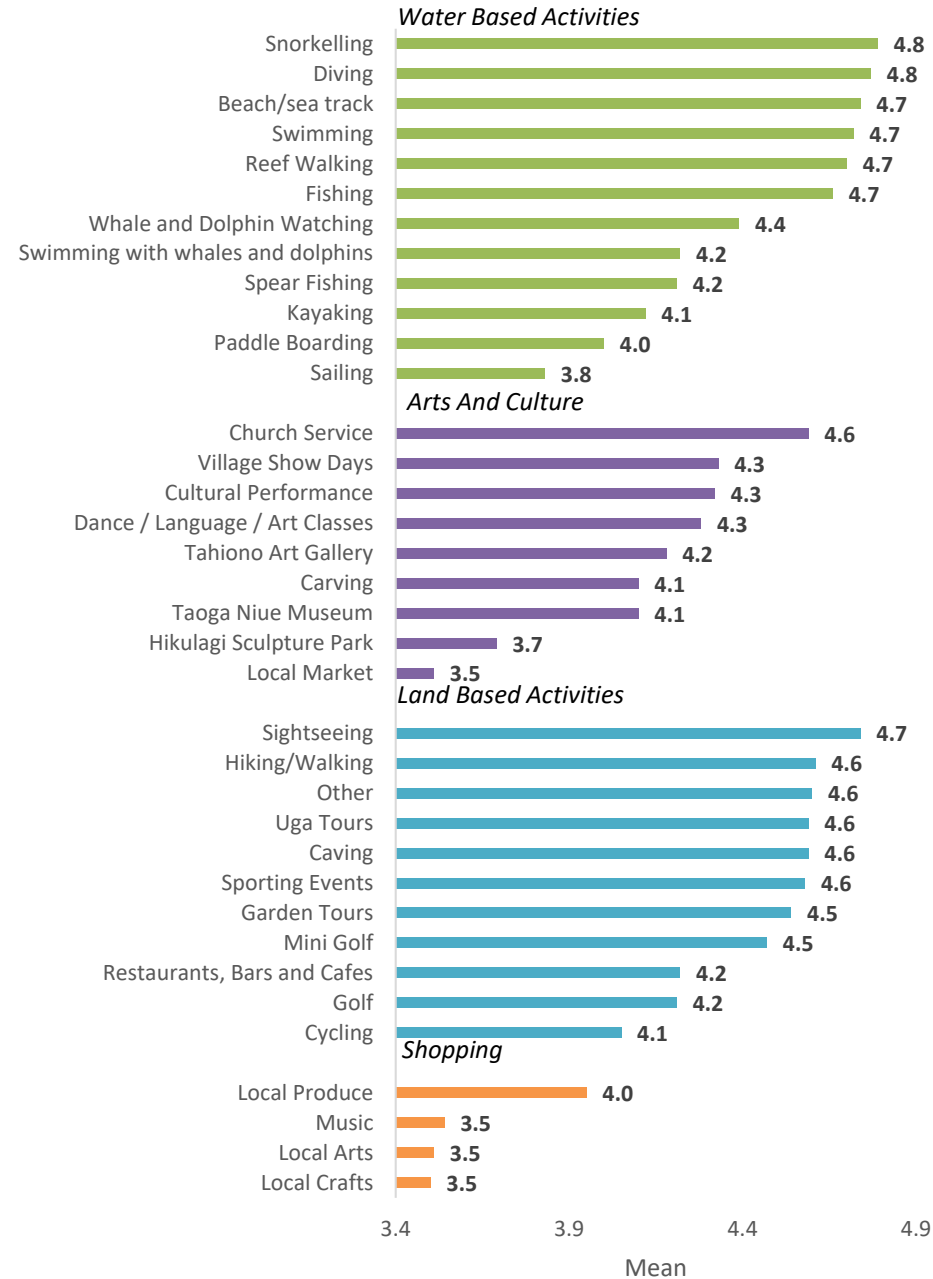
Satisfaction with Activities

**WATER-BASED
ACTIVITIES
AVERAGE 4.4**

**ARTS AND
CULTURE
AVERAGE 4.1**

**LAND-BASED
ACTIVITIES
AVERAGE 4.5**

**SHOPPING
AVERAGE 3.6**



Most Appealing Aspects

49%

Environment &
Cleanliness

39%

Activities &
Attractions

38%

Local
People

Least Appealing Aspects

47%

Public Services,
Facilities and
Infrastructure

11%

Food and
beverage

8%

Animals-related
issues

Least Appealing Aspects

*“The **roads**!!!! Riddled with **pot-holes**!!!!”*

*“Lack of **clear signage** to some areas. More hand rails on sea tracks, and board walks to improve access for the less able bodied in some areas. **Maintenance/upkeep** of tracks and stairs.”*

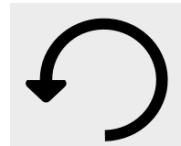
*“**Phone service. Internet speed.**”*

*“We couldn’t get any **information** at all while we were there. With very **limited internet access**, it was challenging to find any information to help us with our holiday while we were there.”*

*“Felt the **toilets** at the sea tracks could have been cleaner. Roading needs improving.”*

*“The **stray dogs** running out at you when you run or cycle.”*

Return and Recommend



91% of visitors say that they would consider re-visiting Niue



97% of visitors said that they would recommend the destination to their family and friends

Niue Business Confidence Index Research



Respondents (6 Sept - 11 Nov 2018)

Total number of e-mails sent:
254 Businesses



28%

Total number of responses:
72



Major challenges for the business in next five years

Theme	Share of respondents
Staff	27%
Competition	21%
Increasing costs	19%
Infrastructure	18%
Government policy	15%
Investment and financial issues	10%
Business growth	8%
Natural disasters	6%
Climate and weather	3%

“Finding staff, increasing cost of purchases, infrastructure - particularly power outages which cost businesses a lot of money.”

“More businesses in operation, offering similar goods means competition is high.”

“Infrastructure not being upgraded or at least progressively upgraded (Water/Power/Roads).”

“Major challenges would be the client not able to adhere to a savings plans for a deposit to get a loan at the local bank and to utilize my service. Also the increasing cost to build a home or an investment property on the Island with NCT & freight costs.”

“The weak focus of government from policy to regulation level on waste management and their linking partnerships with NGOs, CSOs and the private sector.”

* Respondents could give more than one answer, so total does not add up to 100%.



Community Attitudes Survey 2019

This survey is about your attitudes towards tourism in Niue.

By completing the survey you are giving consent to
participate in this research.



Cook Islands Community Survey: Tourism Attitudes/Awareness





Pacific Tourism Data Initiative - Niue

<http://www.nztri.org.nz/ptdi-reporting-niue>

Pacific Tourism Data Initiative :: Niue



Available Resources

-  [Niue Business Confidence Index Survey - \(Feb 2019\)](#)
-  [Niue International Visitor Survey - Results Report \(October 2017 to September 2018\)](#)
-  [Niue International Visitor Survey - Presentation \(October 2017 to September 2018\)](#)
-  [International Visitor Pilot Report – Six month report \(October 2017 to March 2018\)](#)

Thank you!

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Key contributions: Sam Li, Caroline Qi, Birthe Bakker