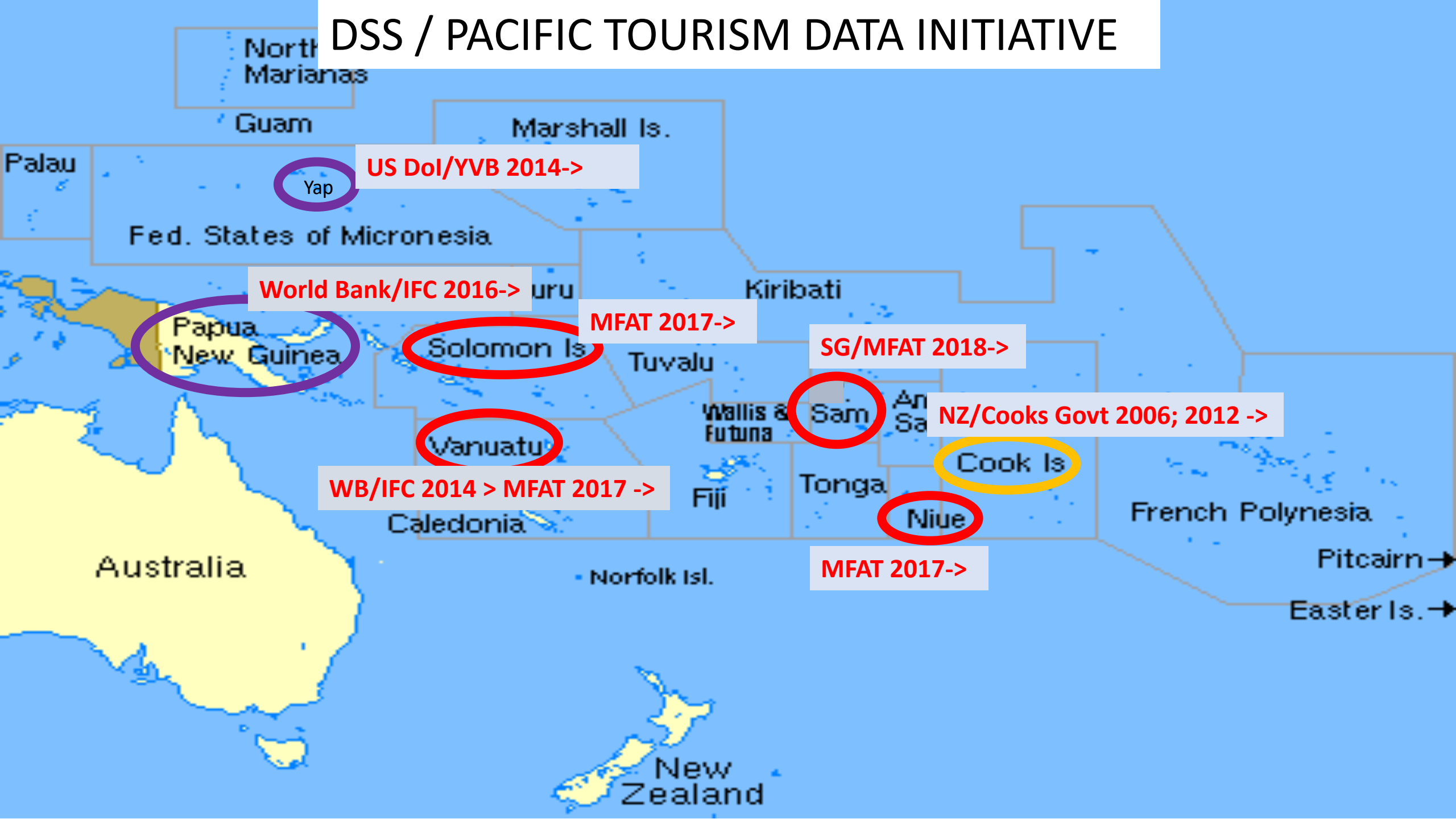




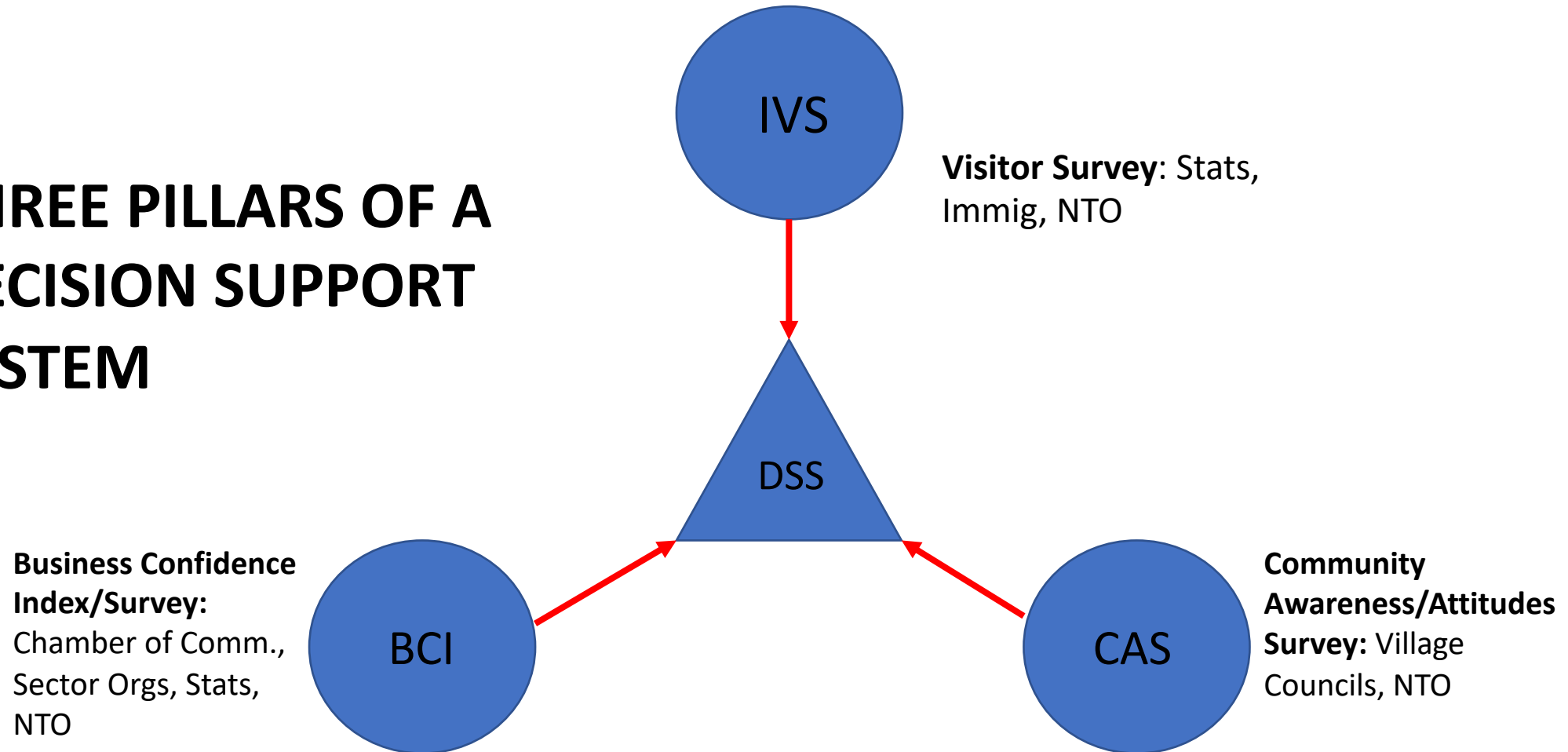
Samoa International Visitor Survey January – December 2018



DSS / PACIFIC TOURISM DATA INITIATIVE



THREE PILLARS OF A DECISION SUPPORT SYSTEM



January - December 2018 Respondents



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

Conversion Rate of **19%**



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

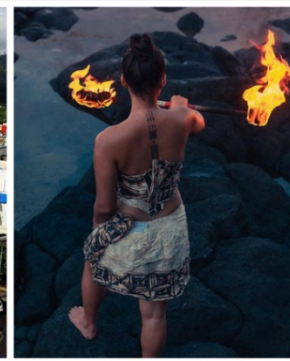
5% of all
visitors
during the
period *



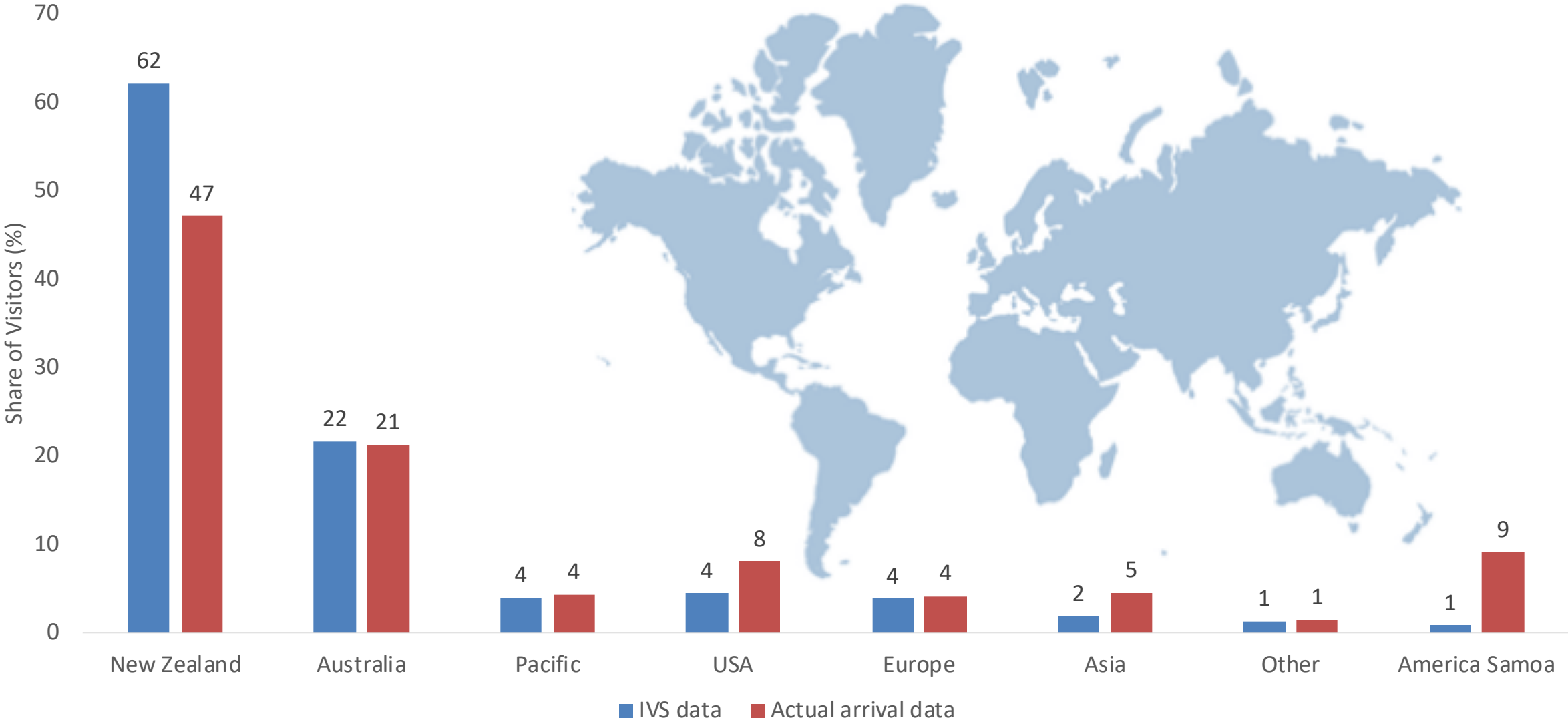
Expenditure Responses cover a total of
12,598 adults and **2,847 children**

9% of all
visitors
during the
period *

Visitor Characteristics



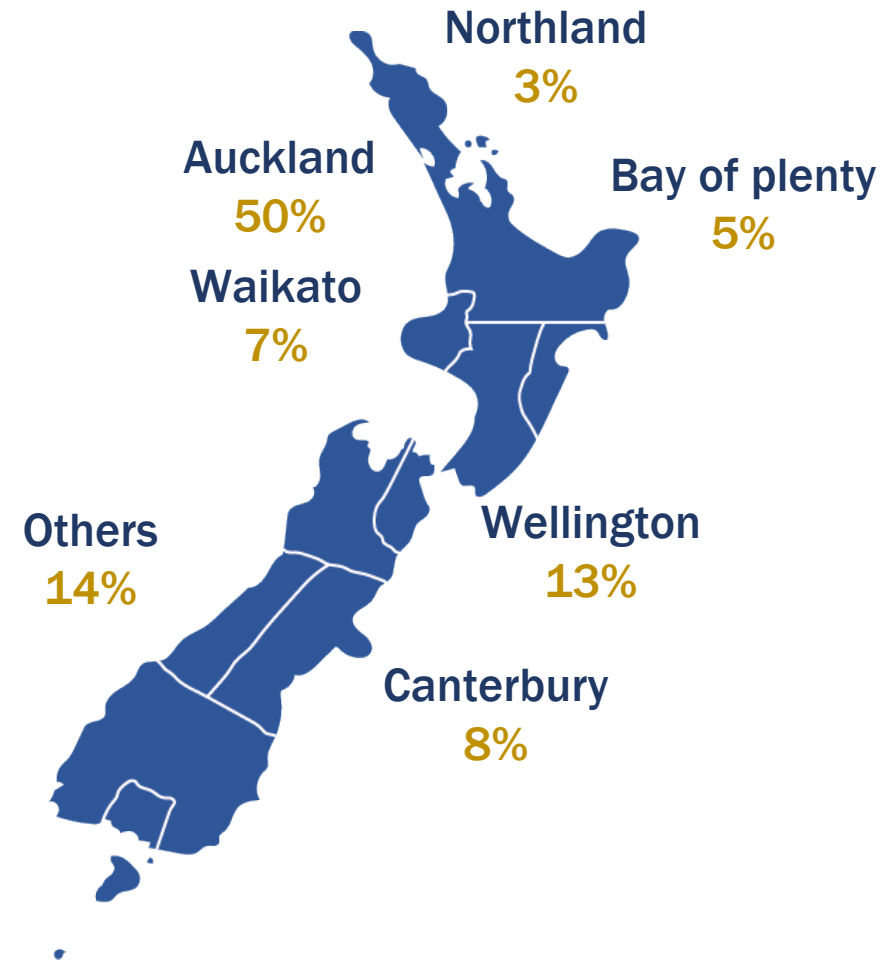
Country of Origin



Note: survey data (unweighted)

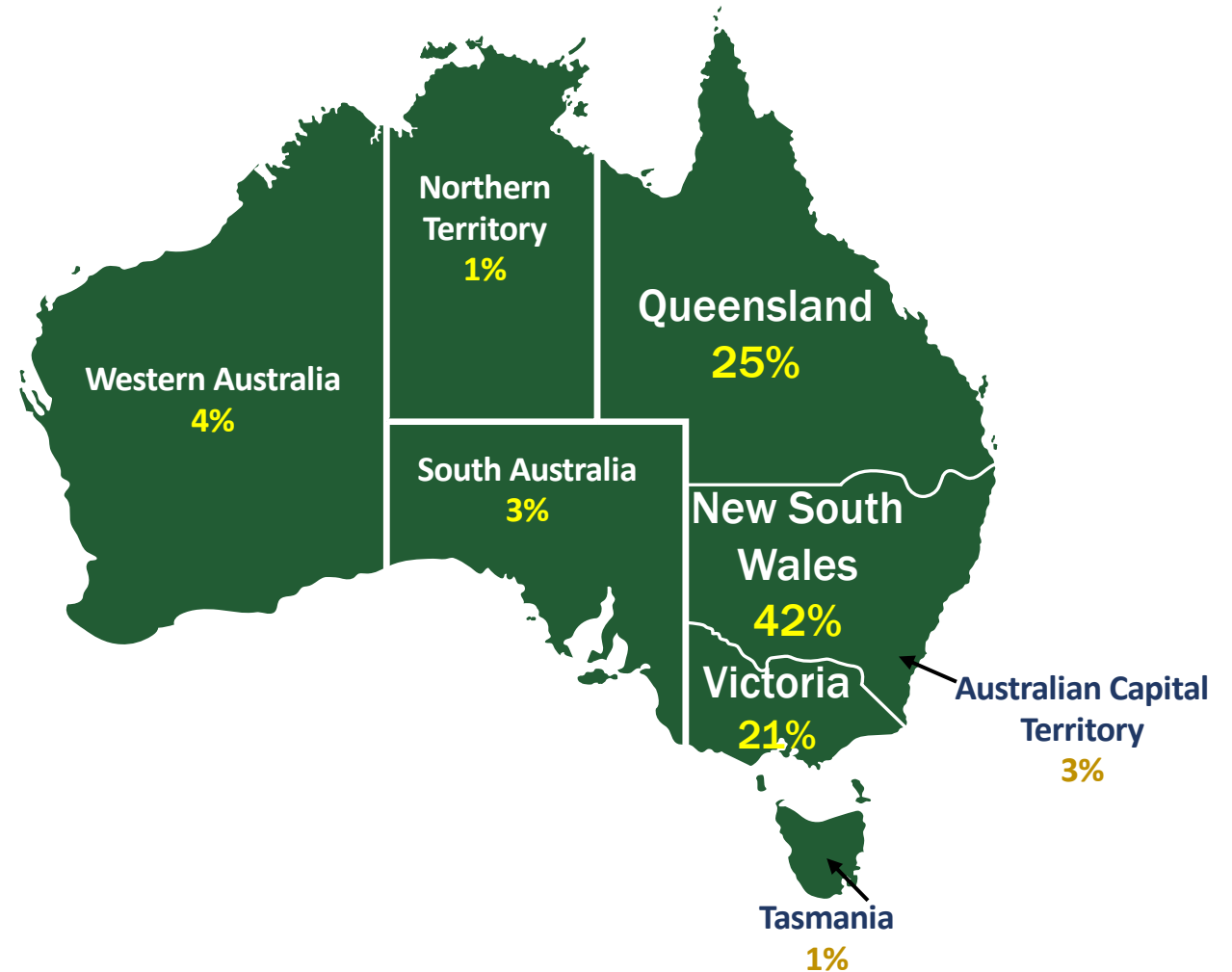
New Zealand Respondents

Auckland, Wellington, Canterbury make up **71%** of all New Zealand visitor arrivals.



Australian Respondents

New South Wales, Queensland, and Victoria account for **88%** of all Australian visitor arrivals.



Note: Only major areas included.

Sample Characteristics

Gender



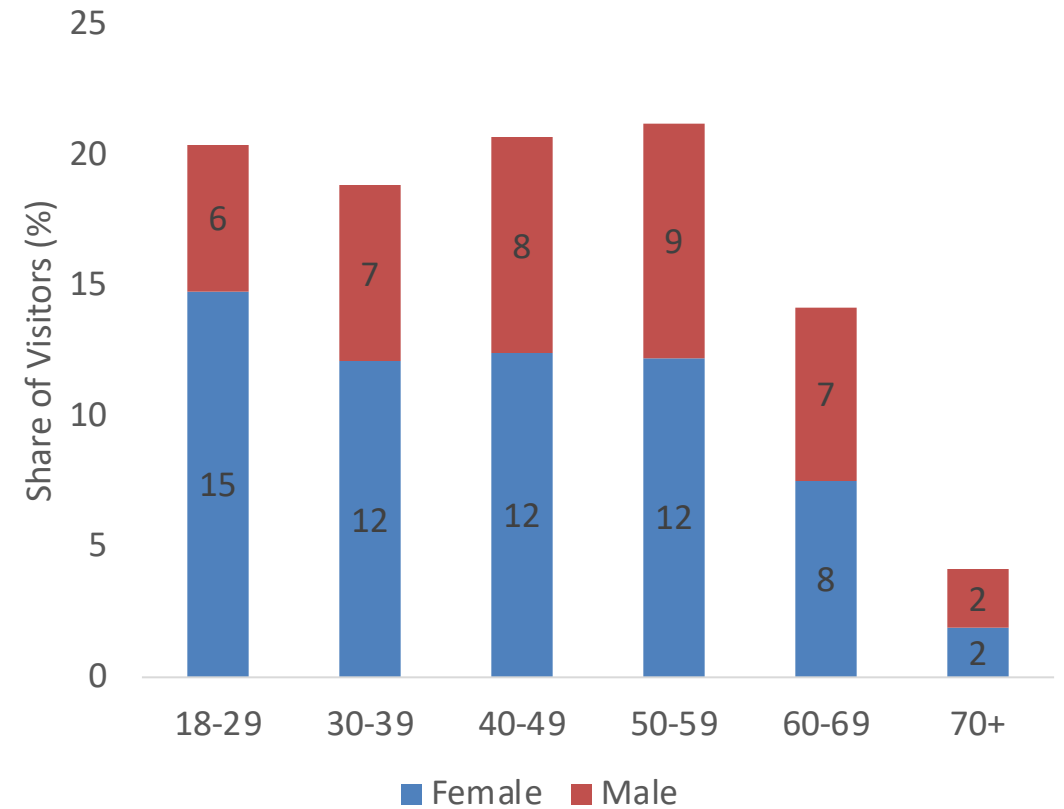
Female 61%

Highest Qualification



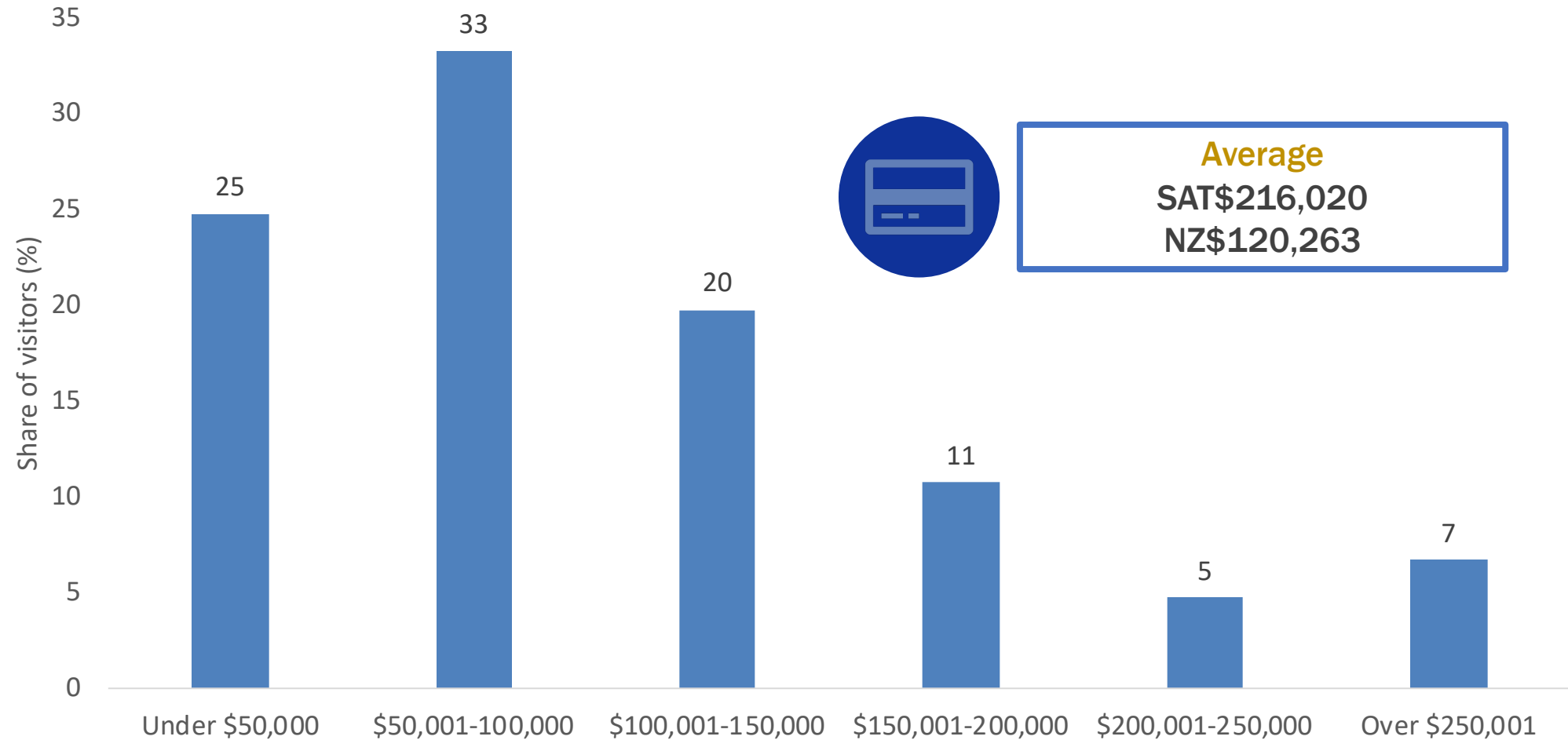
- **75%** Tertiary qualification
- **19%** High school qualification
- **4%** Other
- **2%** No formal qualification

Distribution of Age



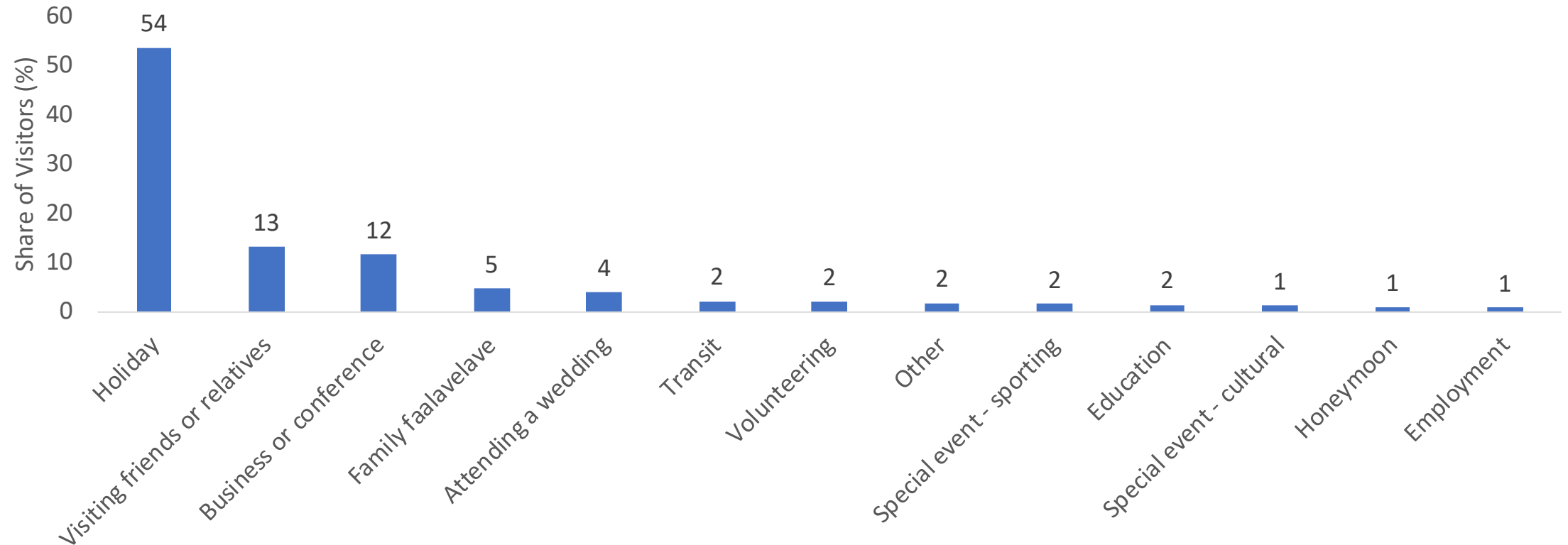
Visitor Characteristics

Annual Household Income (NZ\$)



Visitor Characteristics

Main Purpose of Visit



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

Visitor Characteristics

Travel Companions

25%
Travel alone

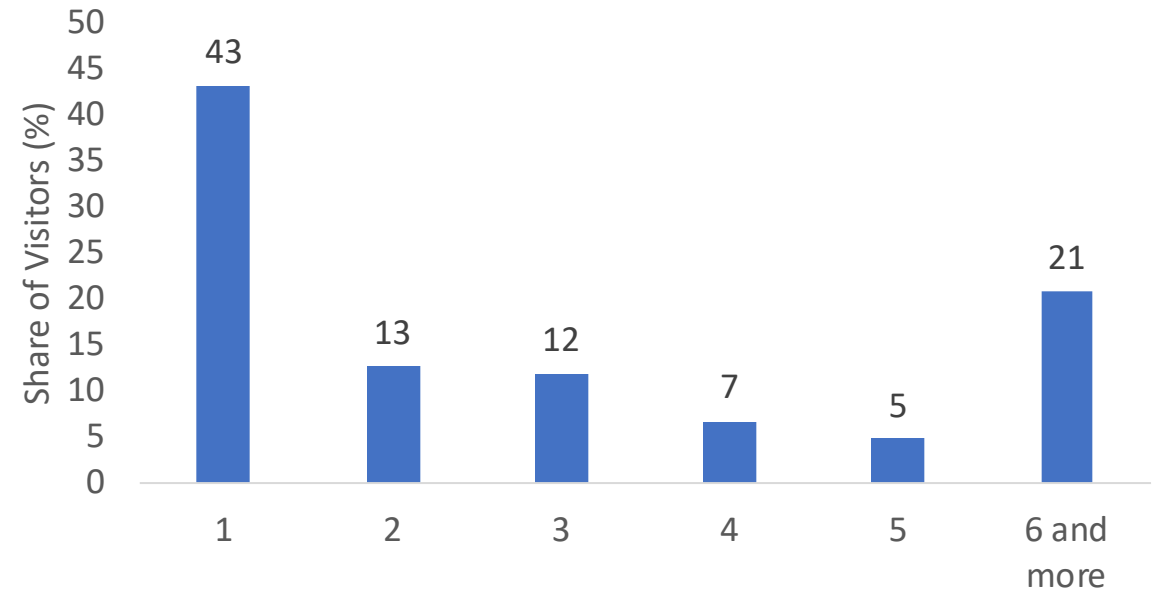
75%
with companions

With

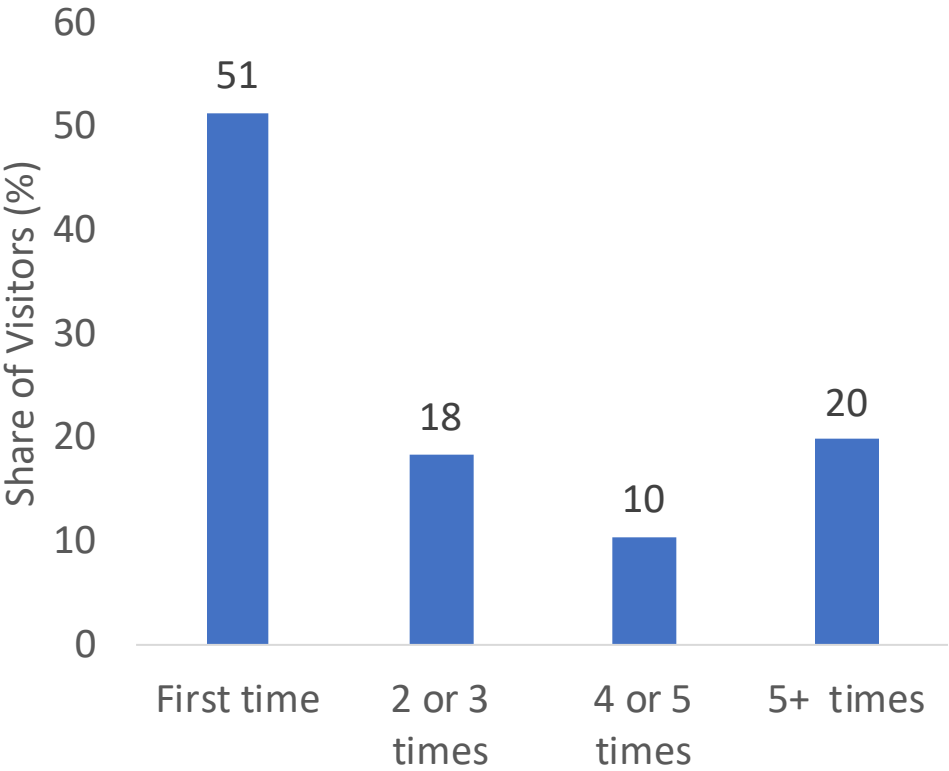
56% Partner/spouse
43% Family member(s)
17% Friend(s)
7% Work colleagues

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

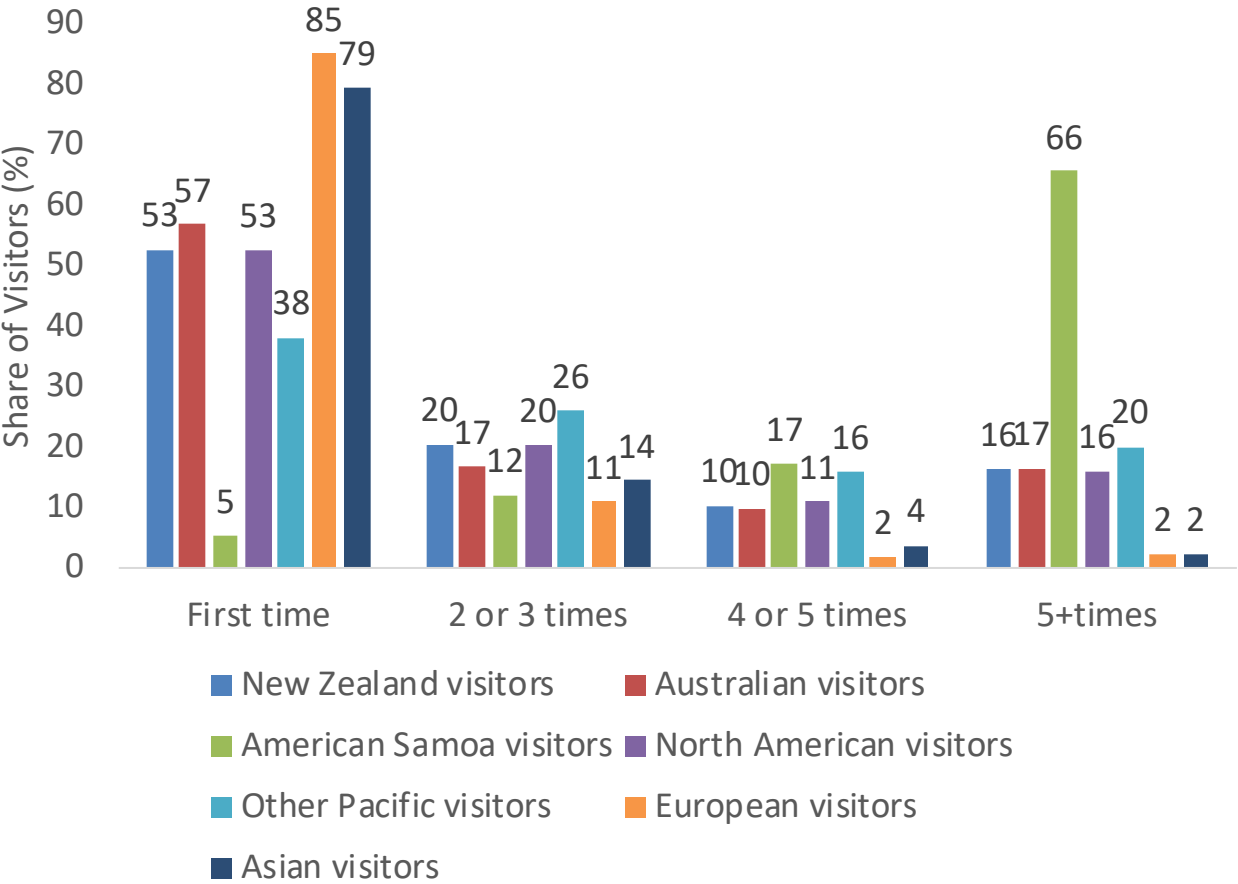
Number of Companions



Previous Visits

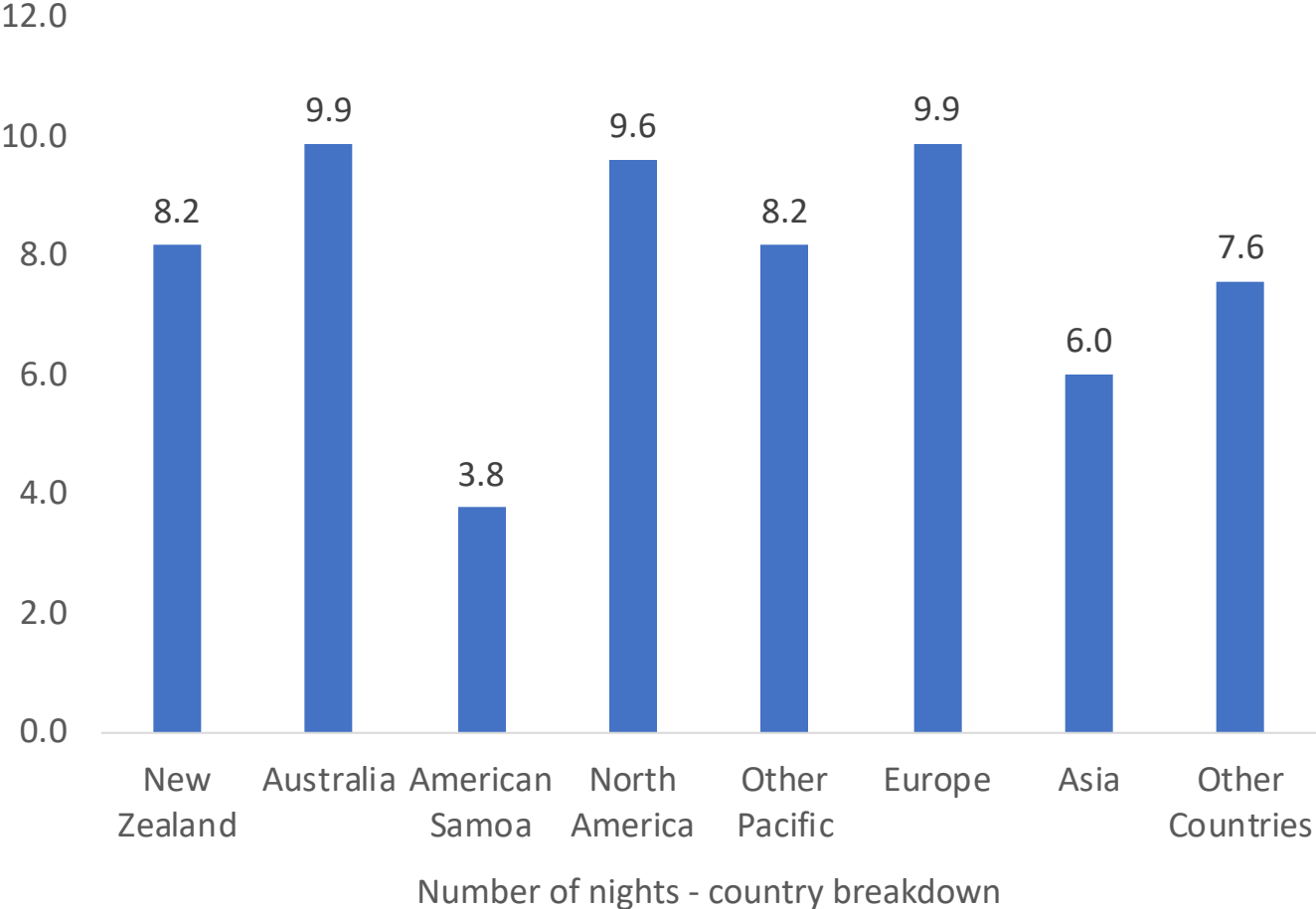
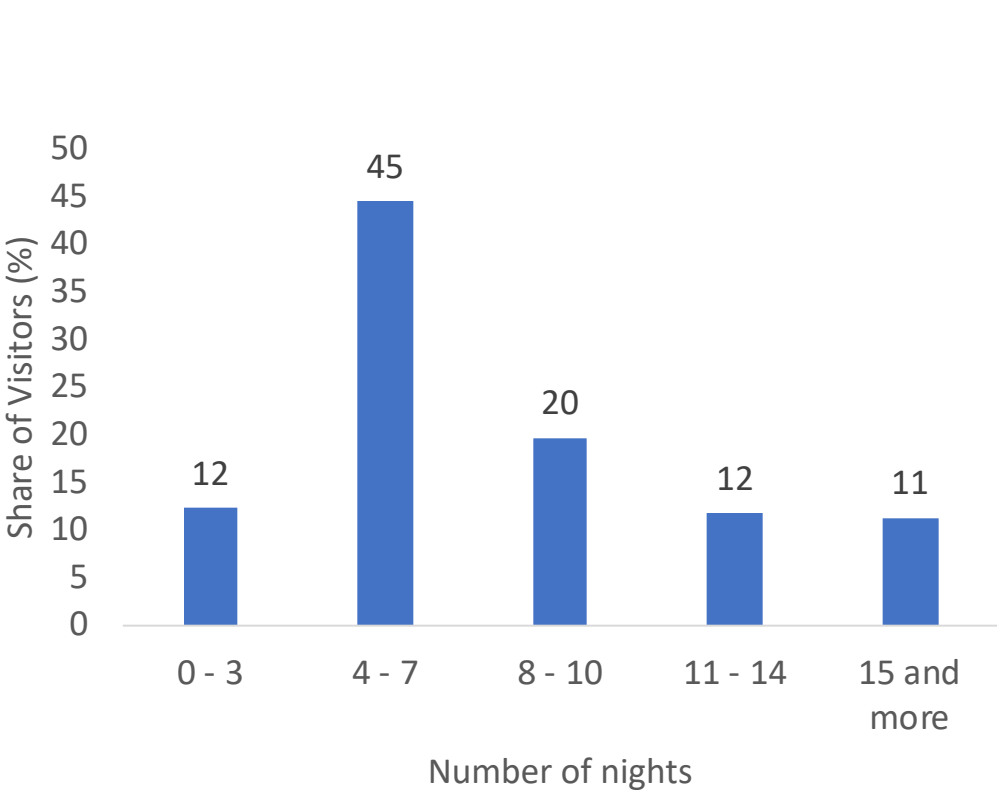


Country breakdown



Length of Stay

Average length of stay: 8.2 nights



Destinations & Airlines



For **80%** of visitors,
Samoa is the sole
destination for their
trip.

For **20%** of
visitors, Samoa
is part of a larger
journey ➔

- **38%** Fiji
- **30%** New Zealand
- **16%** Other Pacific
- **15%** Australia
- **13%** American Samoa
- **6%** USA

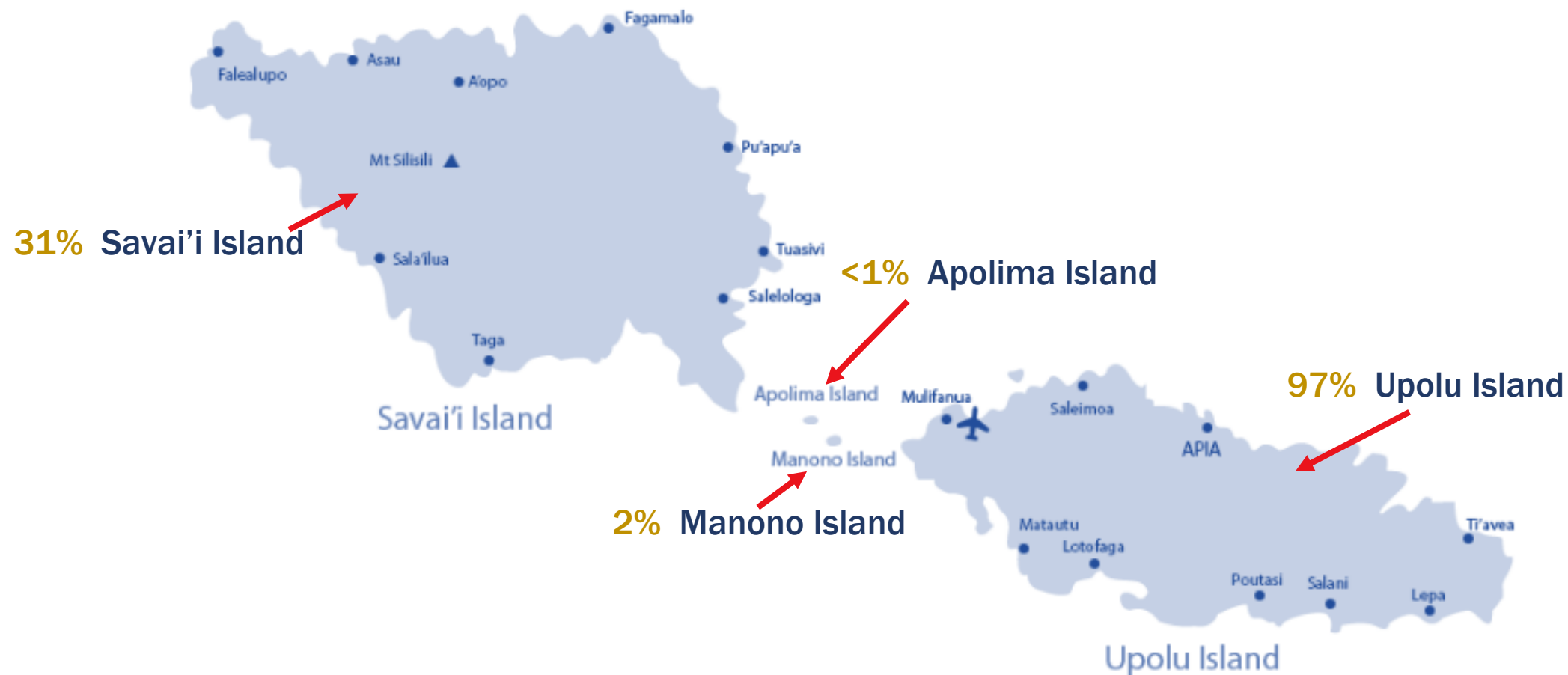


AIRLINES USED

- **52%** Air New Zealand
- **21%** Samoa Airways
- **18%** Fiji Airways
- **13%** Virgin Australia
- **4%** Talofa Airways
- **2%** Other

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

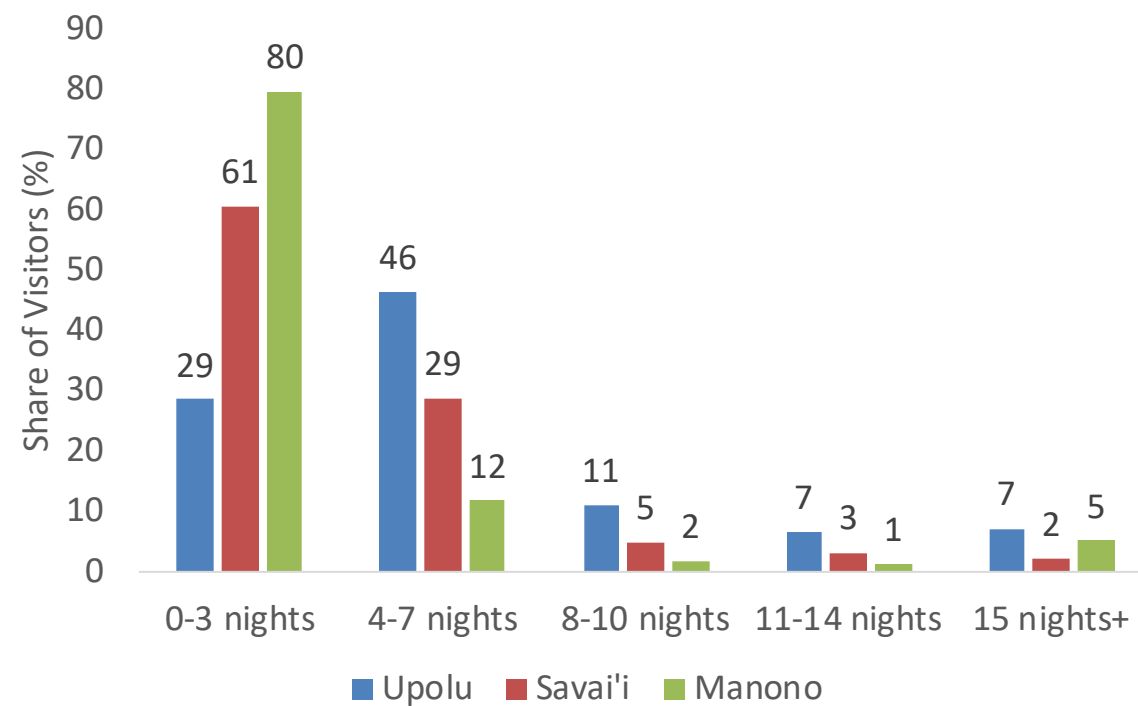
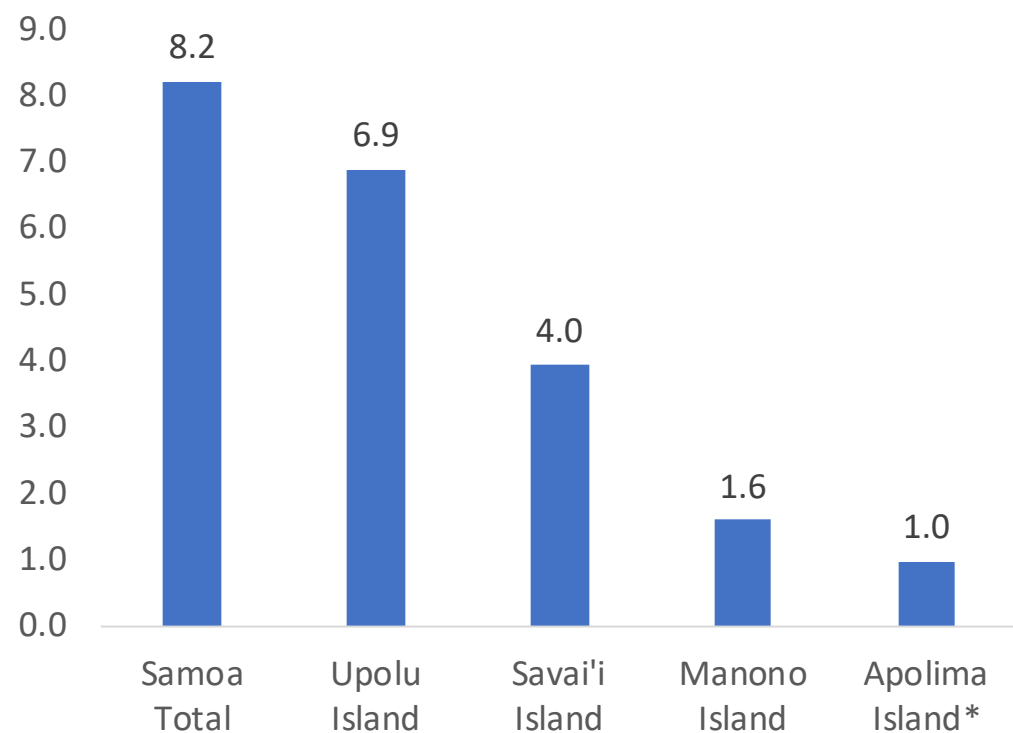
Islands Visited



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

Islands Visited

Average length of stay in Samoa and on each island



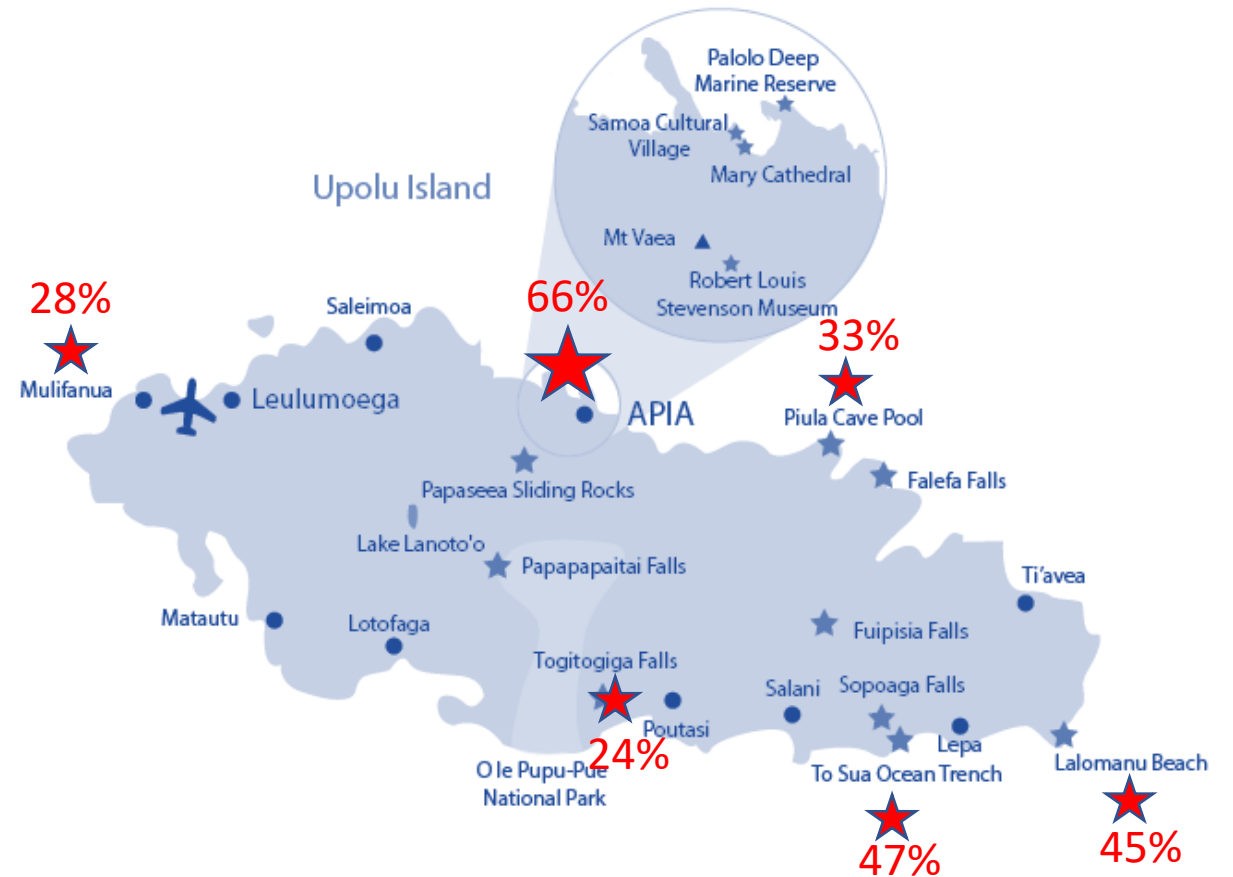
Note: *n=15.

Destinations Visited

Upolu Island

Top 6 popular attractions *

- 66% Apia
- 47% To Sua Ocean Trench
- 45% Lalomanu Beach
- 33% Piula Cave Pool
- 28% Mulifanua
- 24% Togitogiga Falls



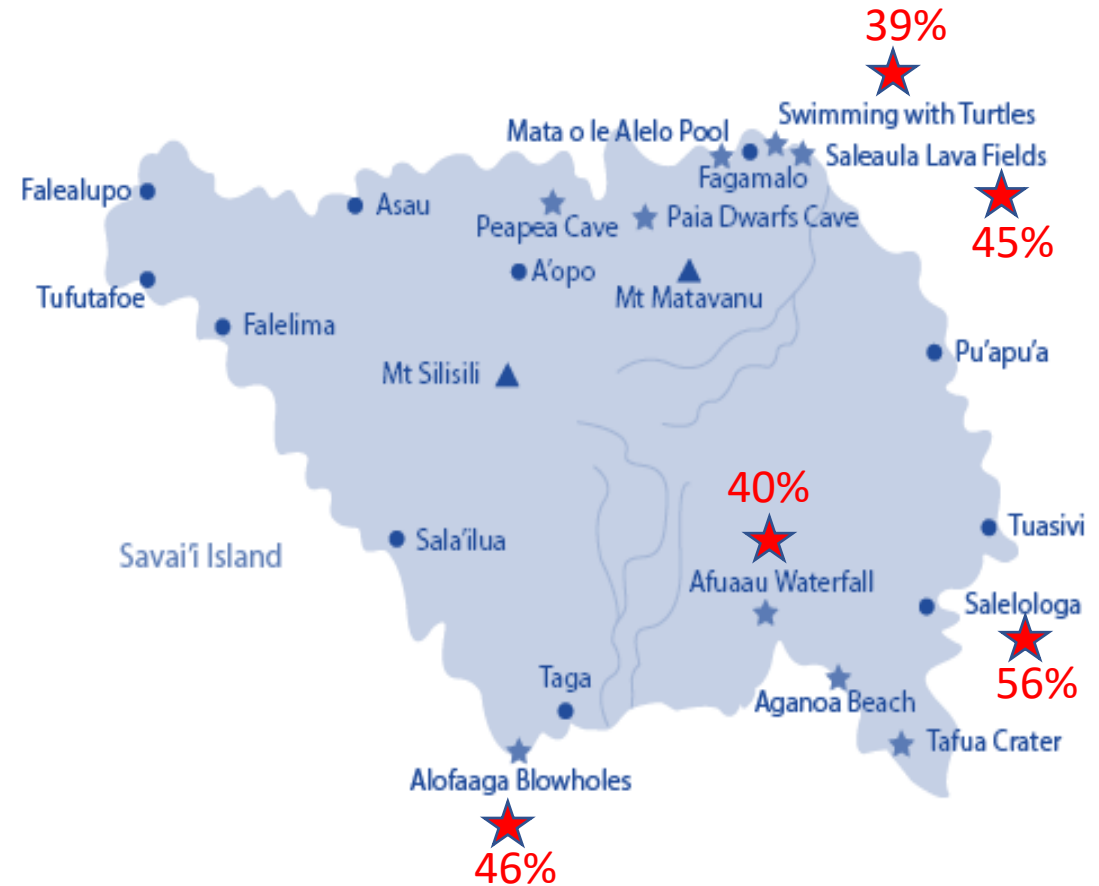
Note: Multiple responses, therefore total does not add up to 100%.

Destinations Visited

Savai'i Island

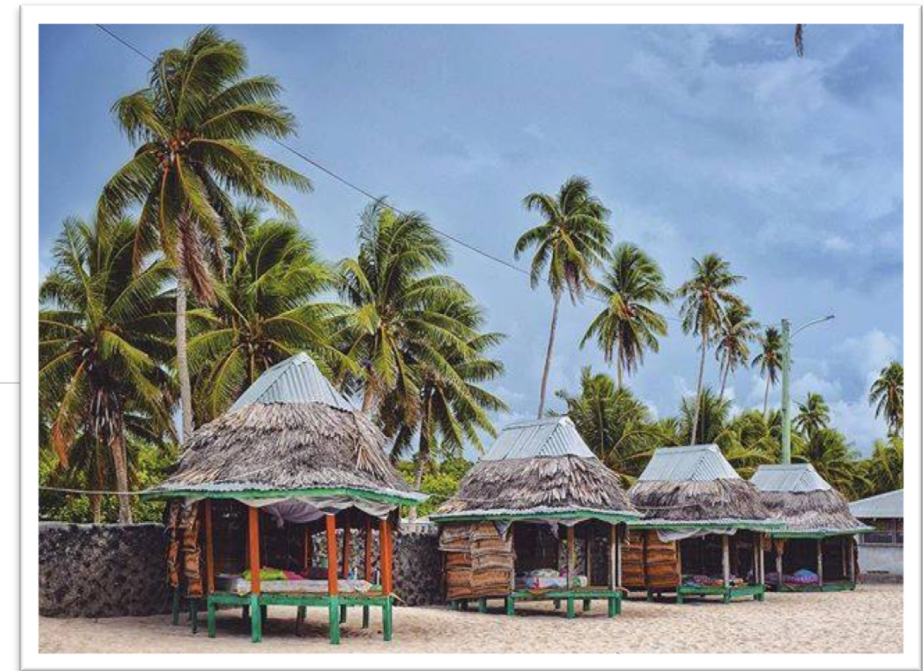
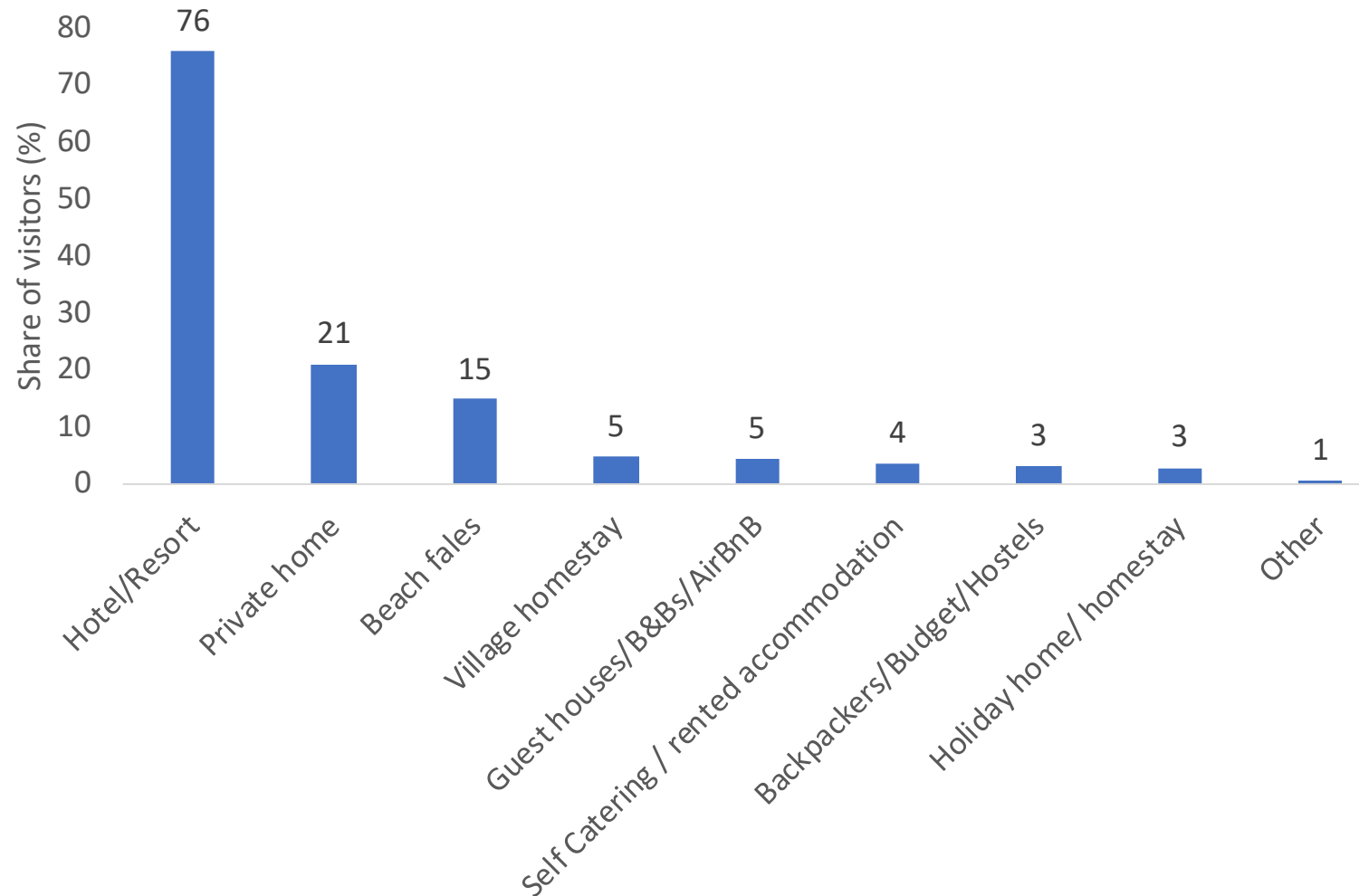
Top 5 attractions *

- 56% Salelologa
- 46% Alofaaga Blowholes
- 45% Saleaula Lava Fields
- 40% Afuaau Waterfall
- 39% Swimming with Turtles



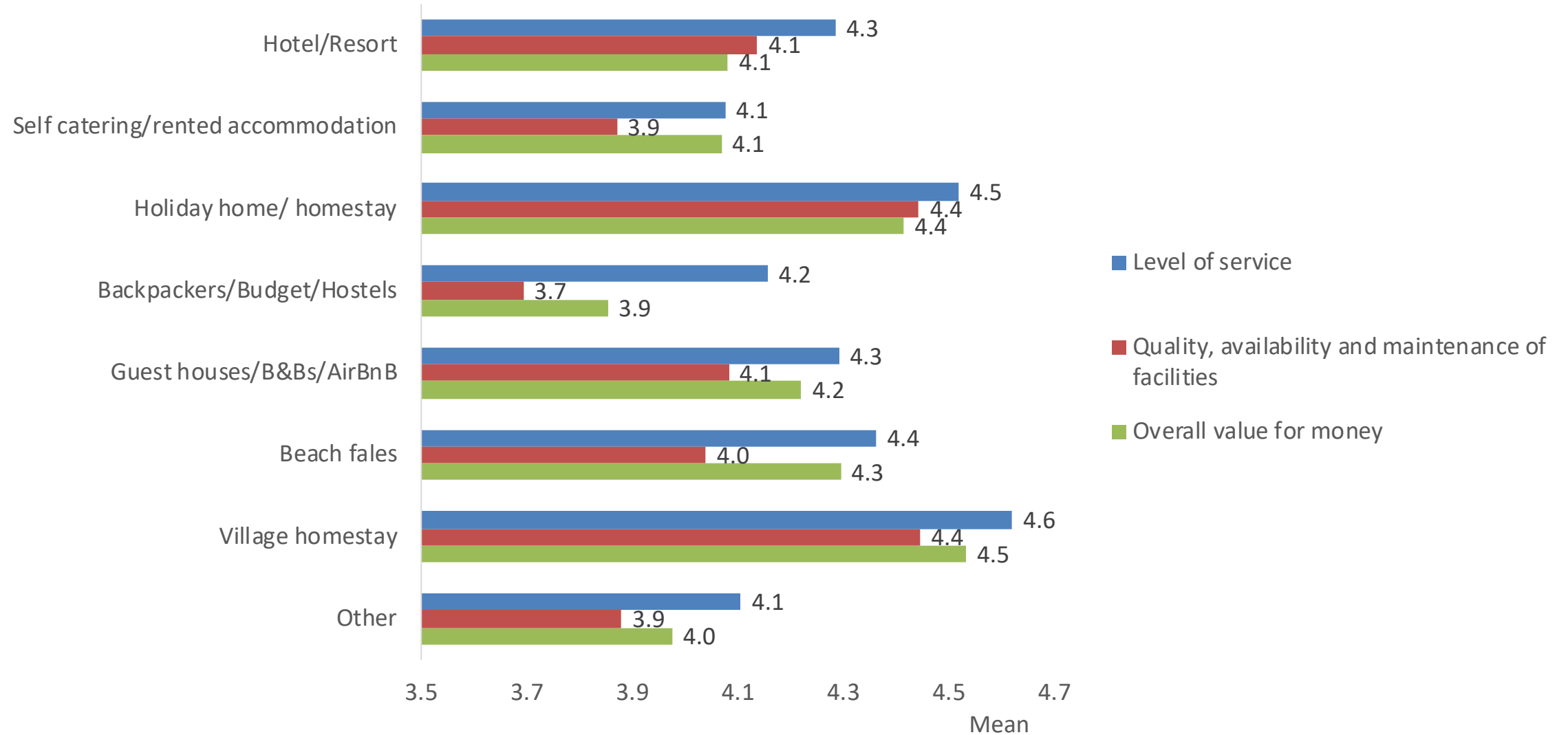
Note: Multiple responses, therefore total does not add up to 100%.

Types of Accommodation Used



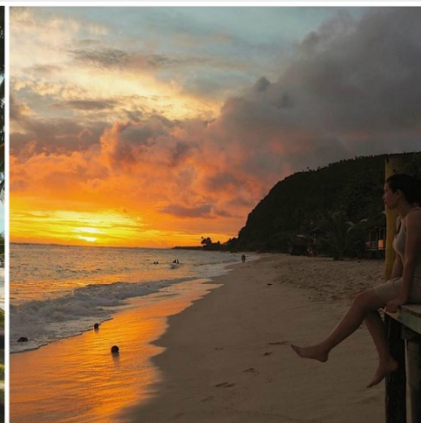
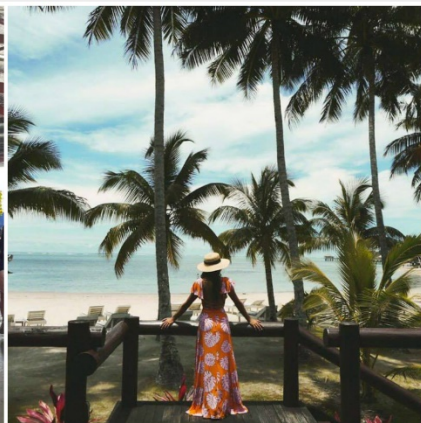
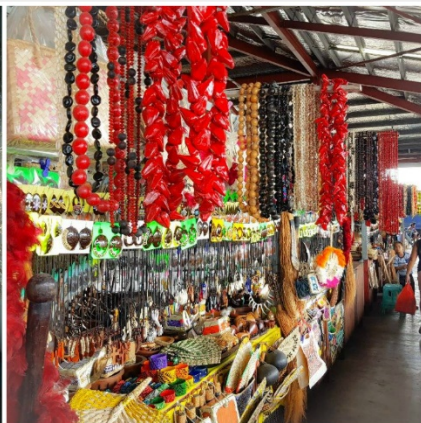
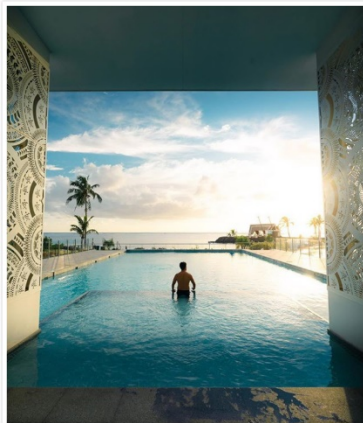
Note: Multiple responses, therefore total does not add up to 100%.
Image from: <https://www.facebook.com/SamoaTourismAuthority/>.

Satisfaction with Accommodation

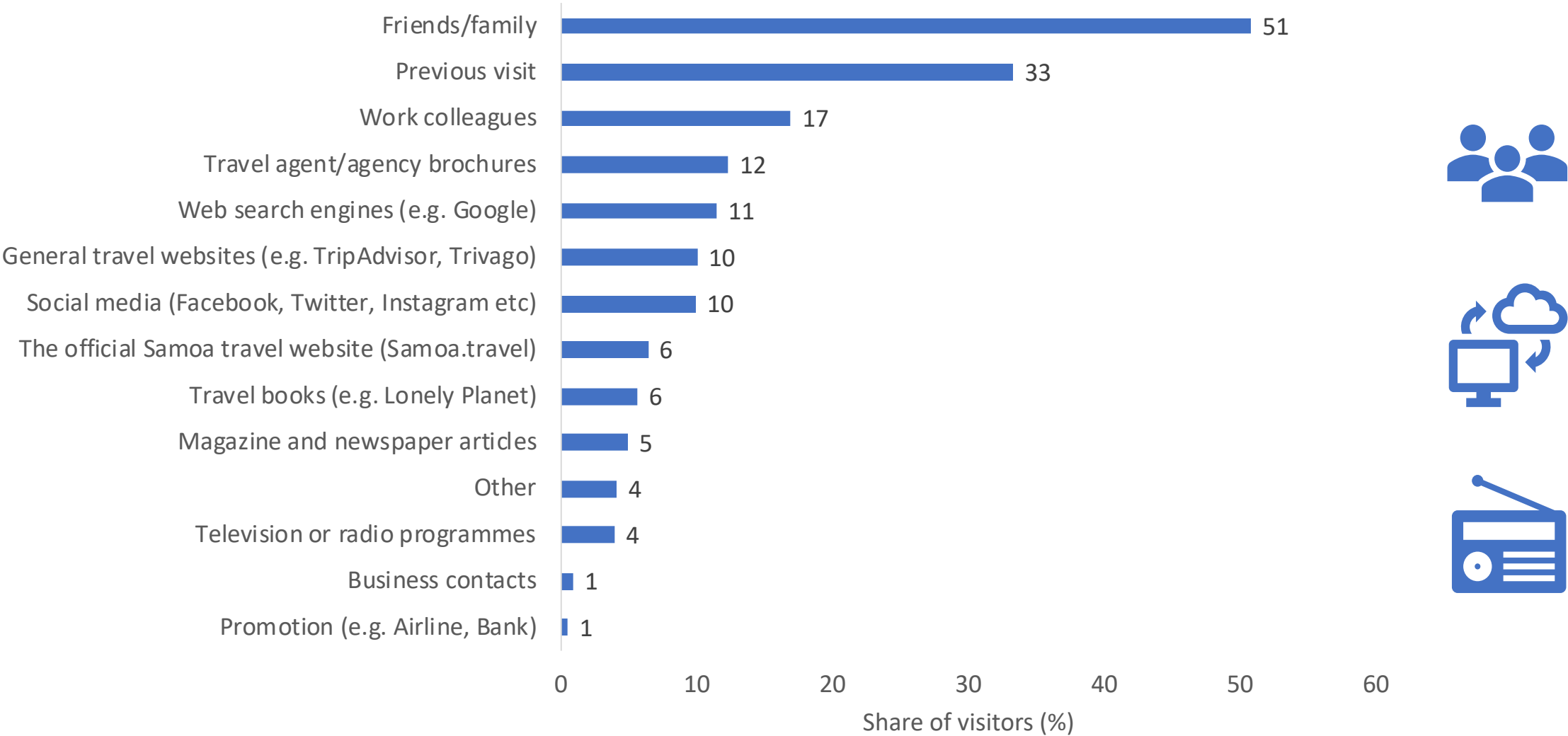


Note: Degree of satisfaction with accommodation stayed in (mean score out of 5).

Information Sources & Purchasing Behaviour



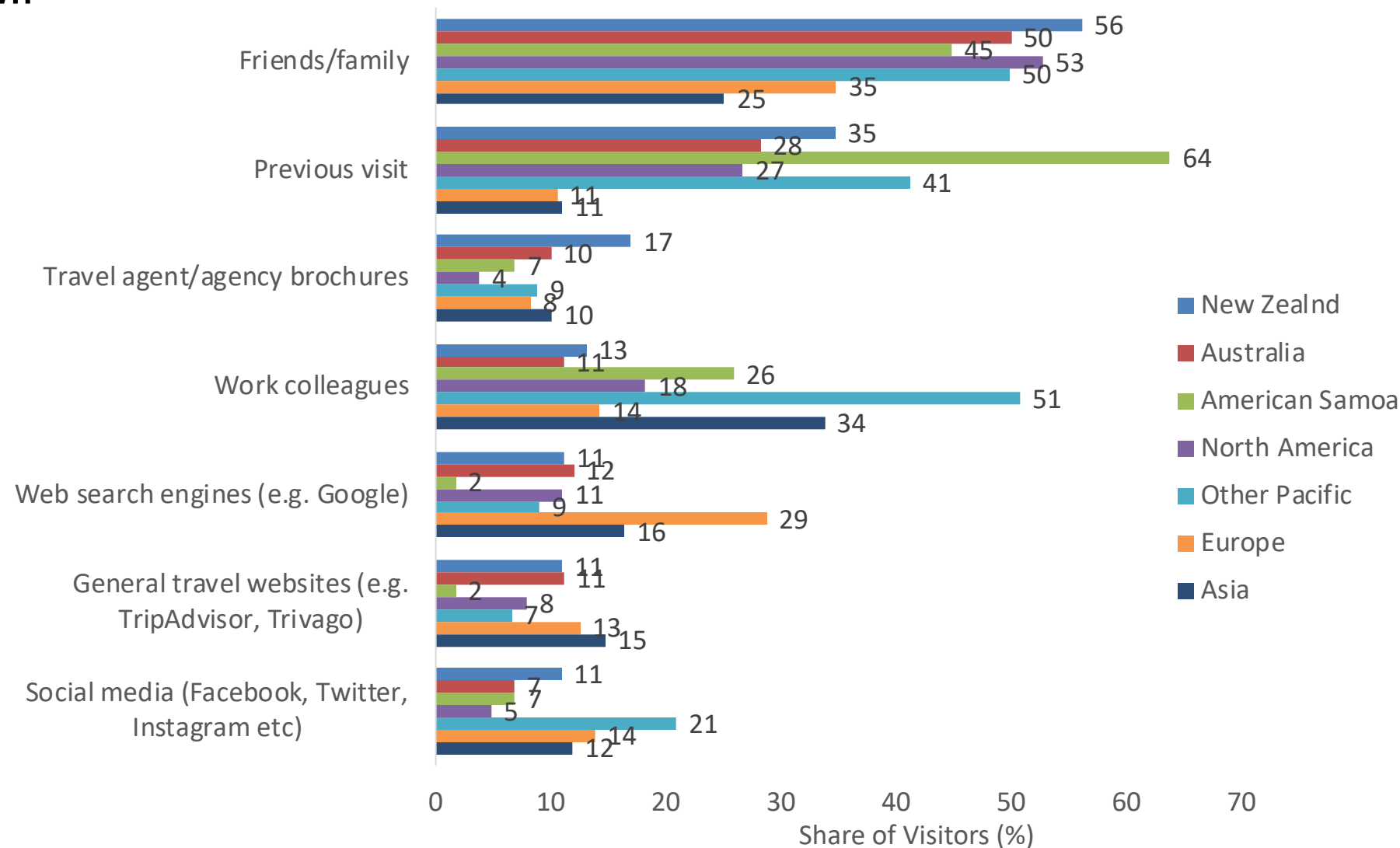
How Did You Find Out About Samoa?



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

How Did You Find Out About Samoa?

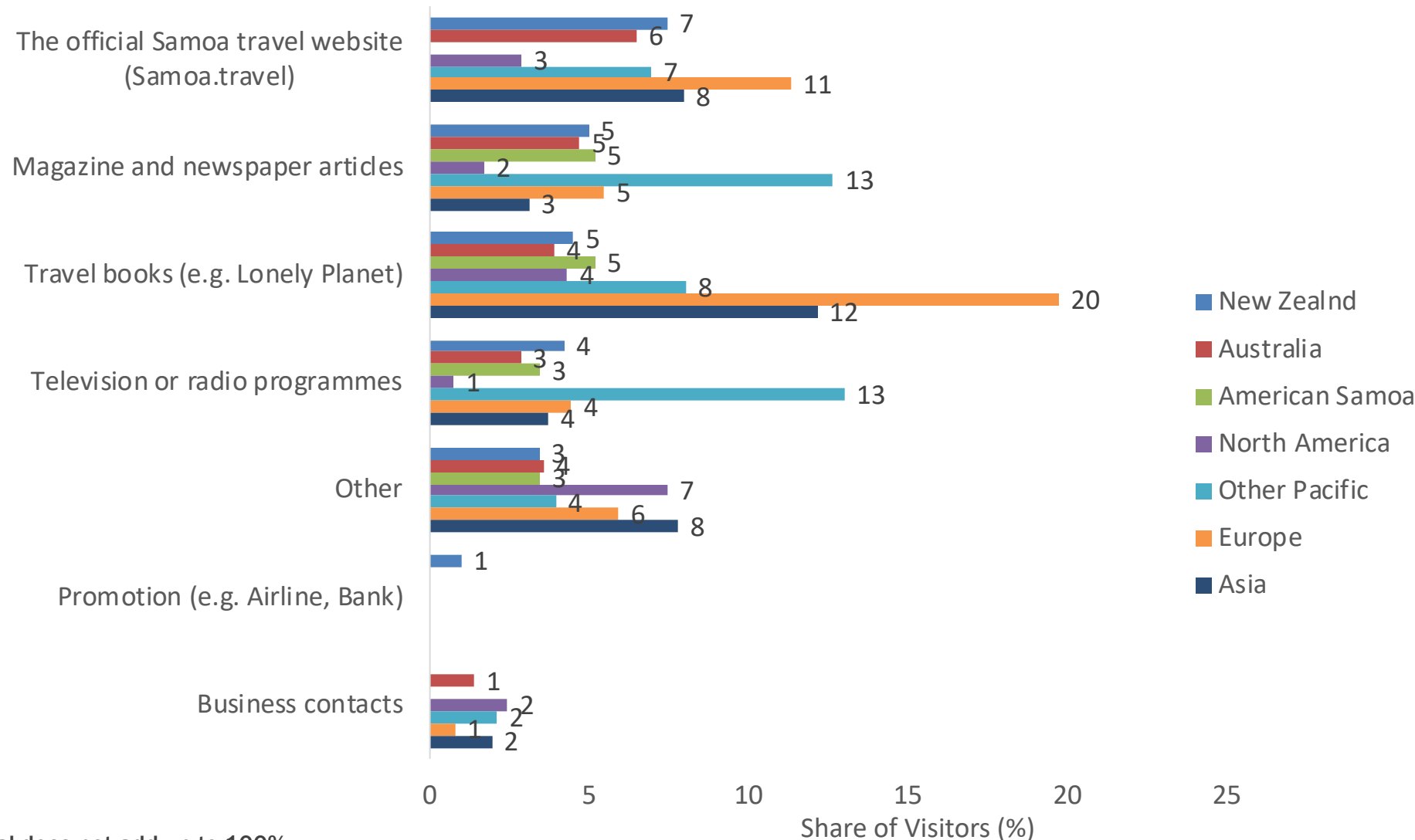
Country breakdown



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

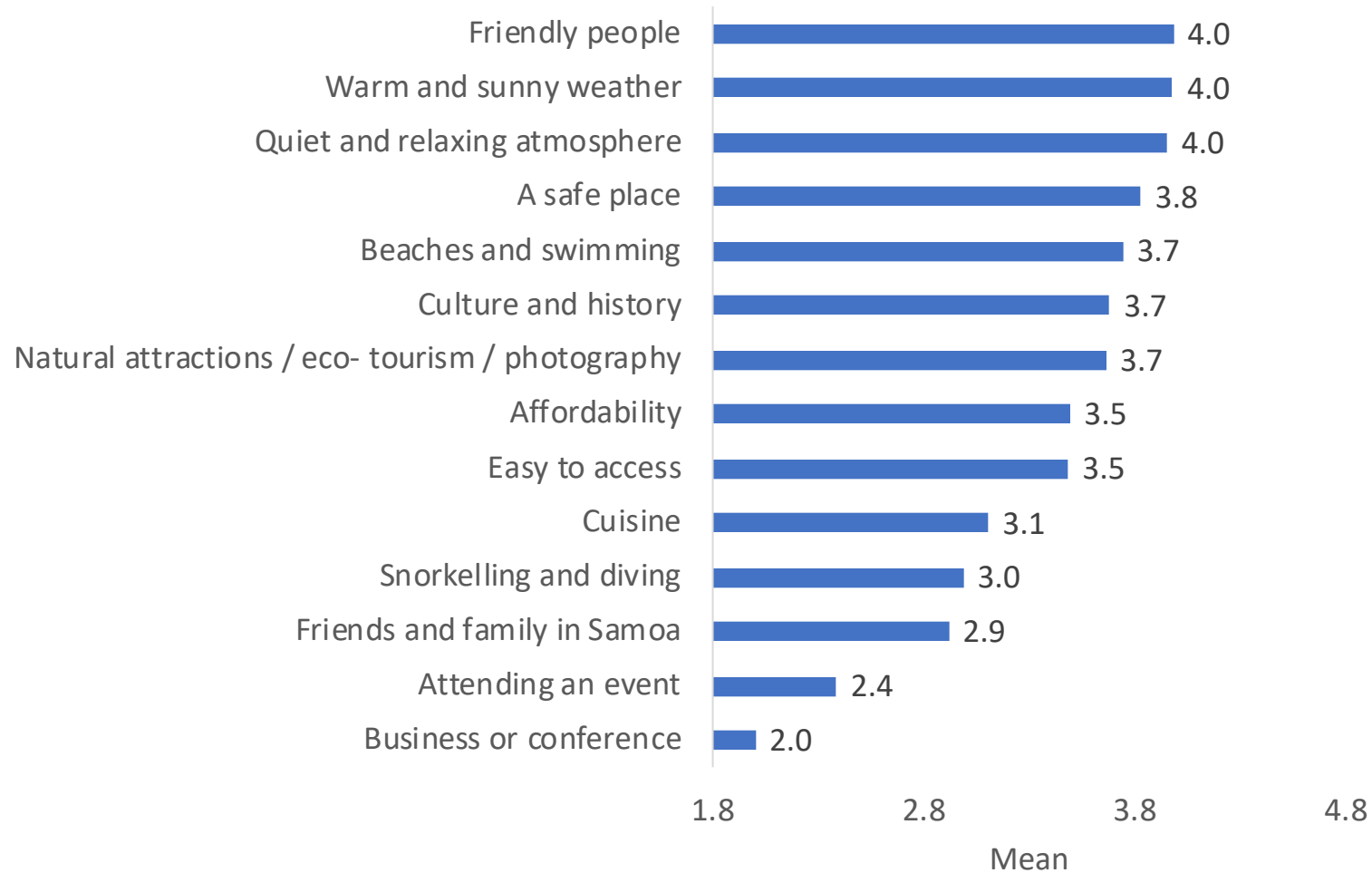
How Did You Find Out About Samoa?

Country breakdown cont.



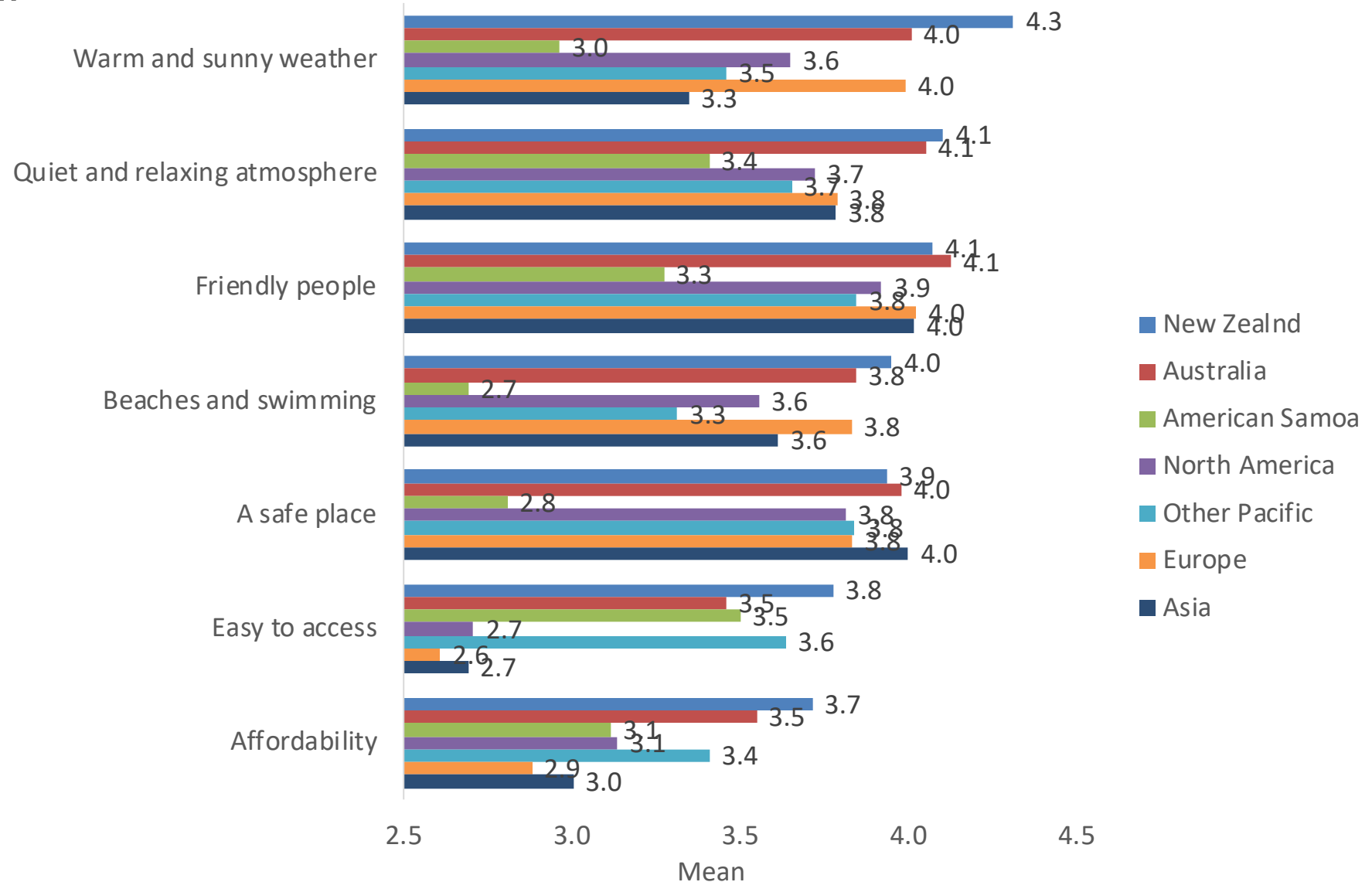
Note: Multiple responses, therefore total does not add up to 100%.

Factors Influencing the Visit to Samoa



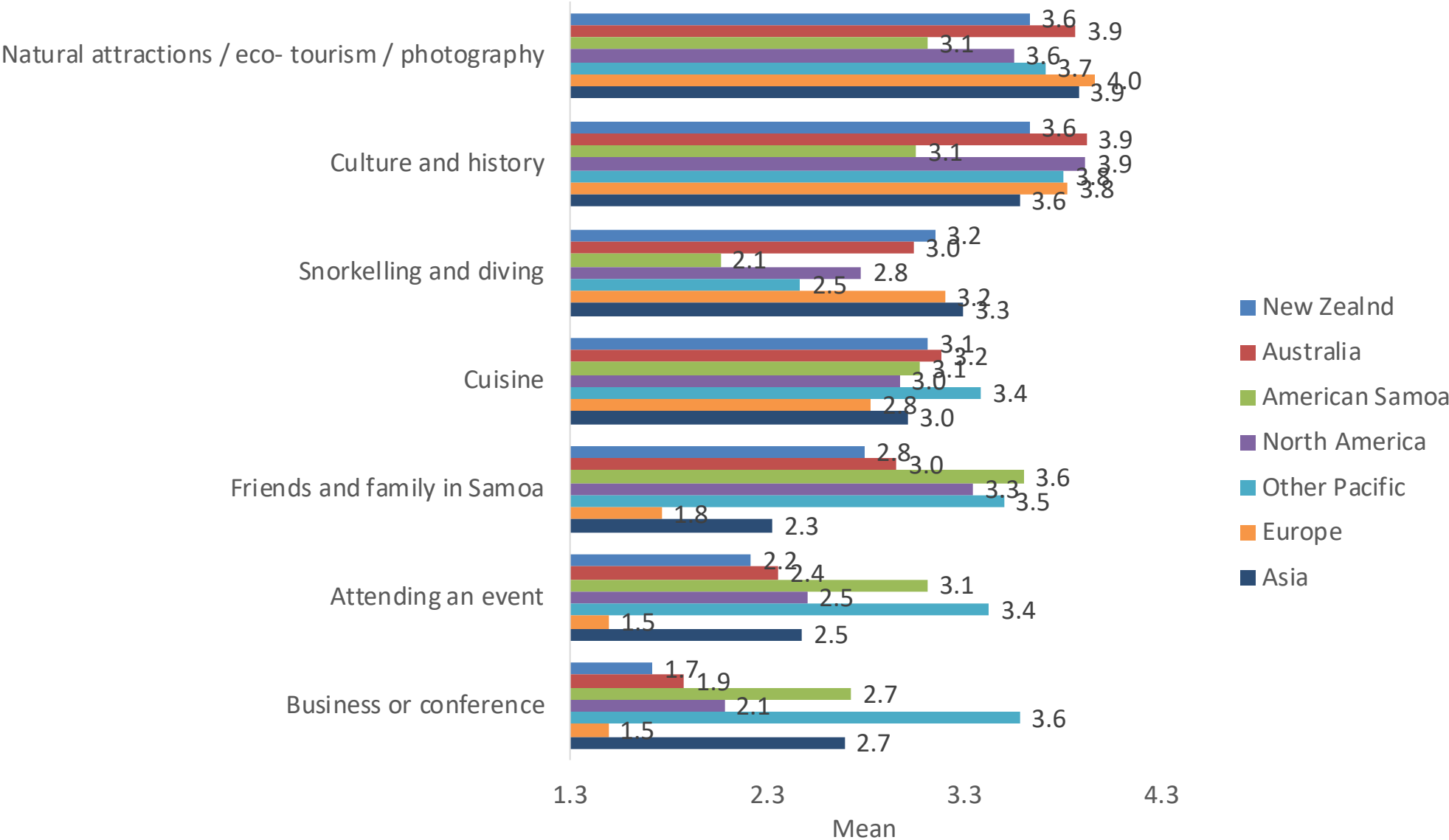
Factors Influencing the Visit to Samoa

Country breakdown

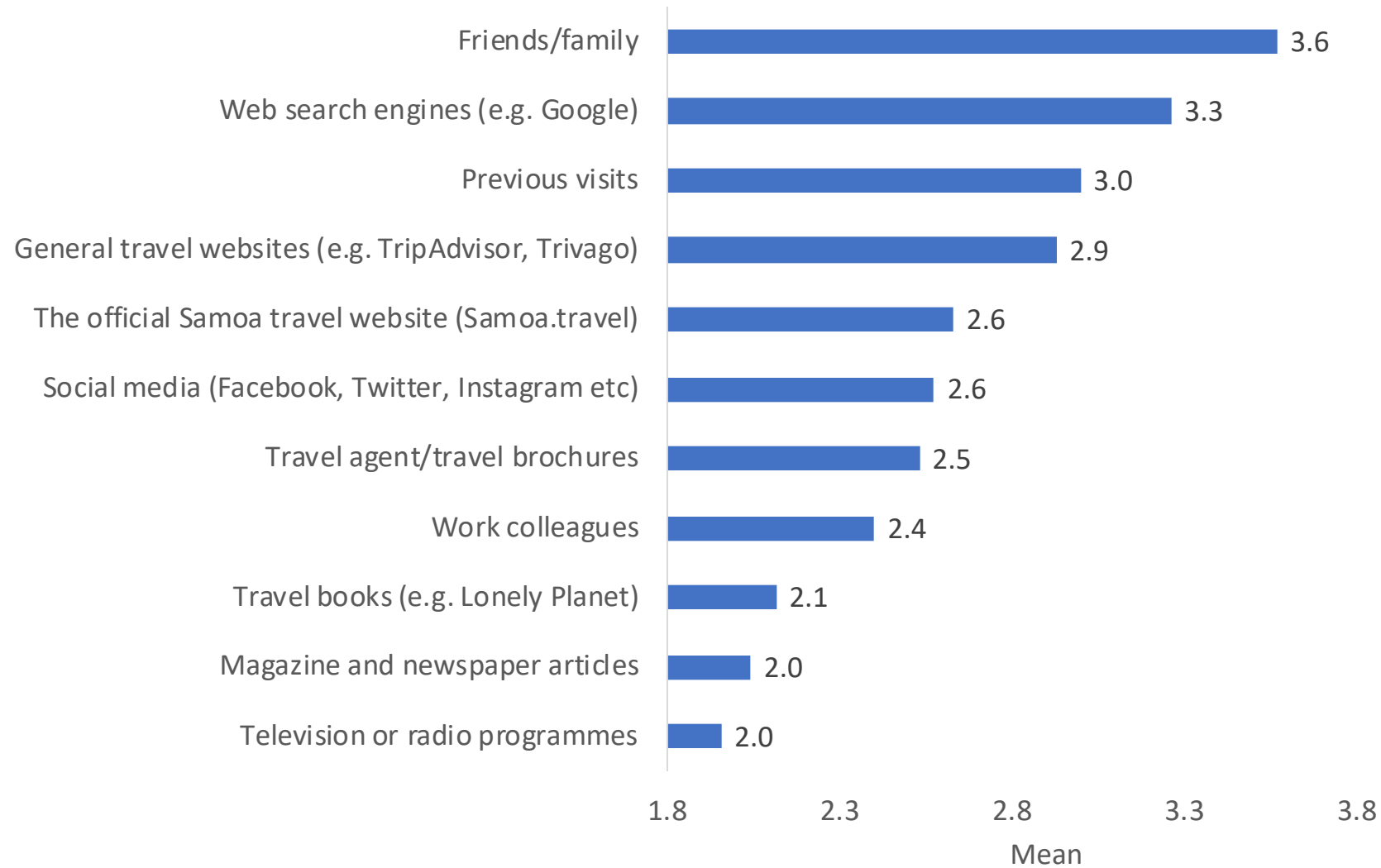


Factors Influencing the Visit to Samoa

Country breakdown cont.

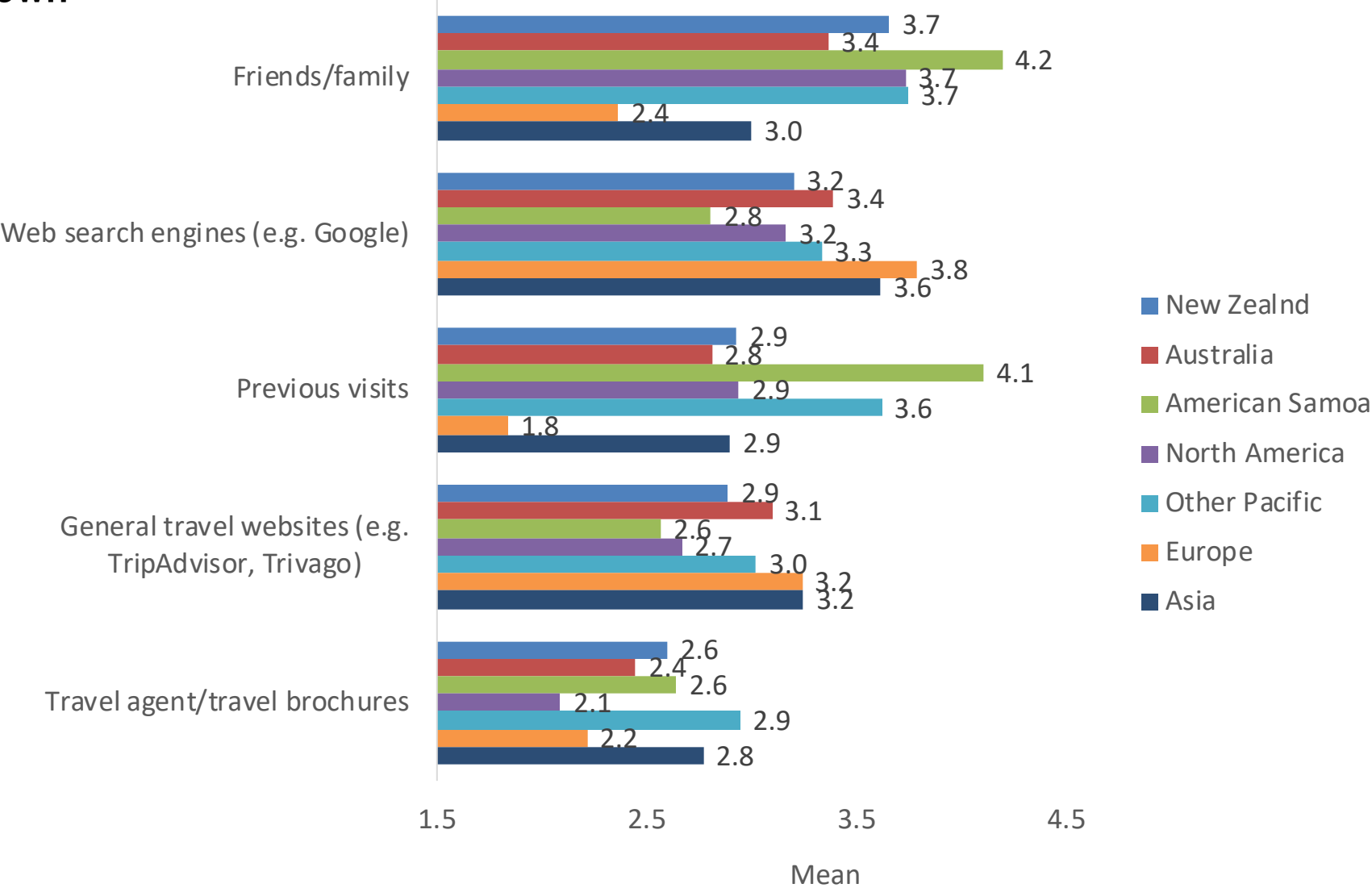


Information Sources Used for Planning



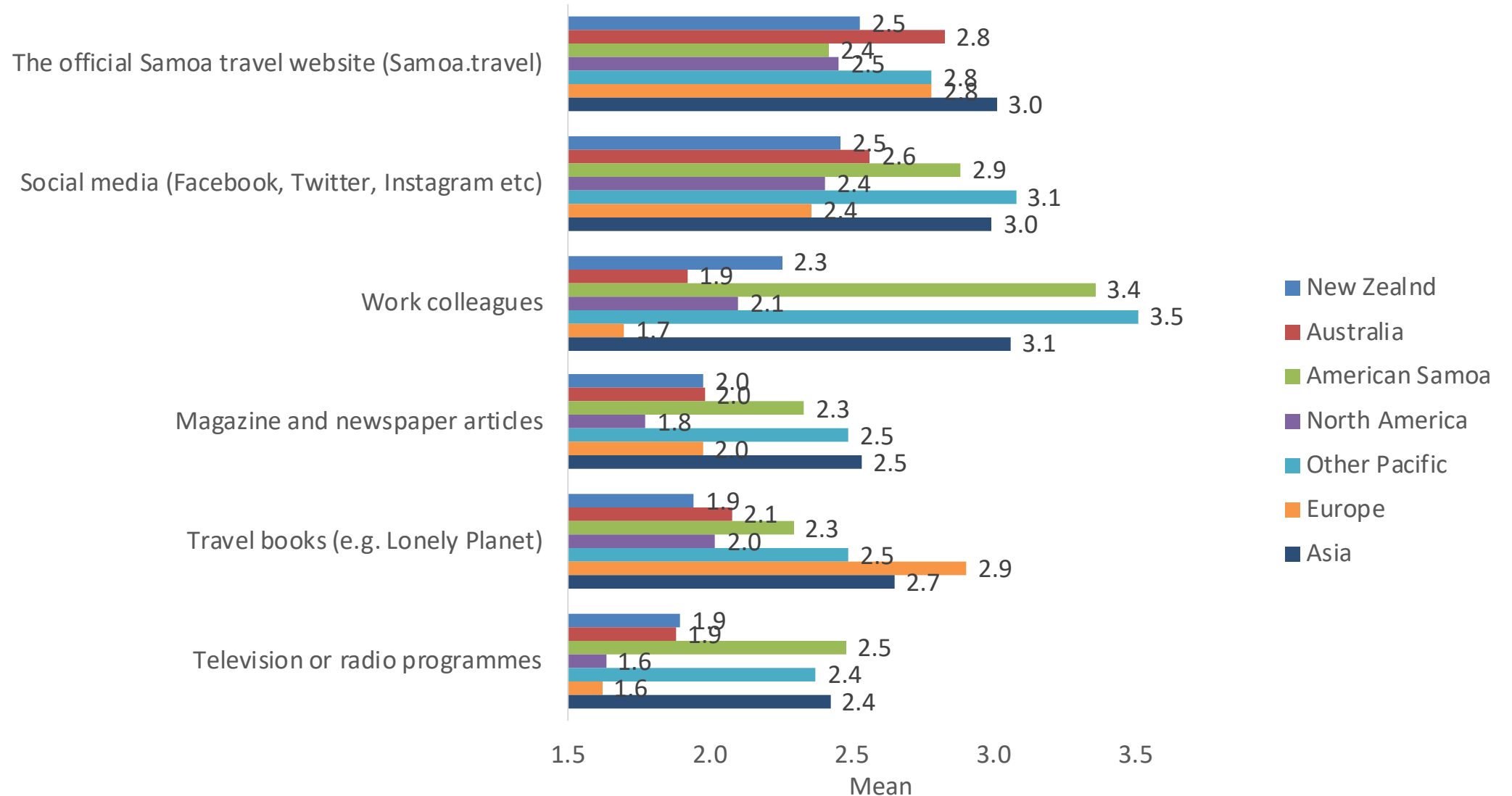
Information Sources Used for Planning

Country breakdown

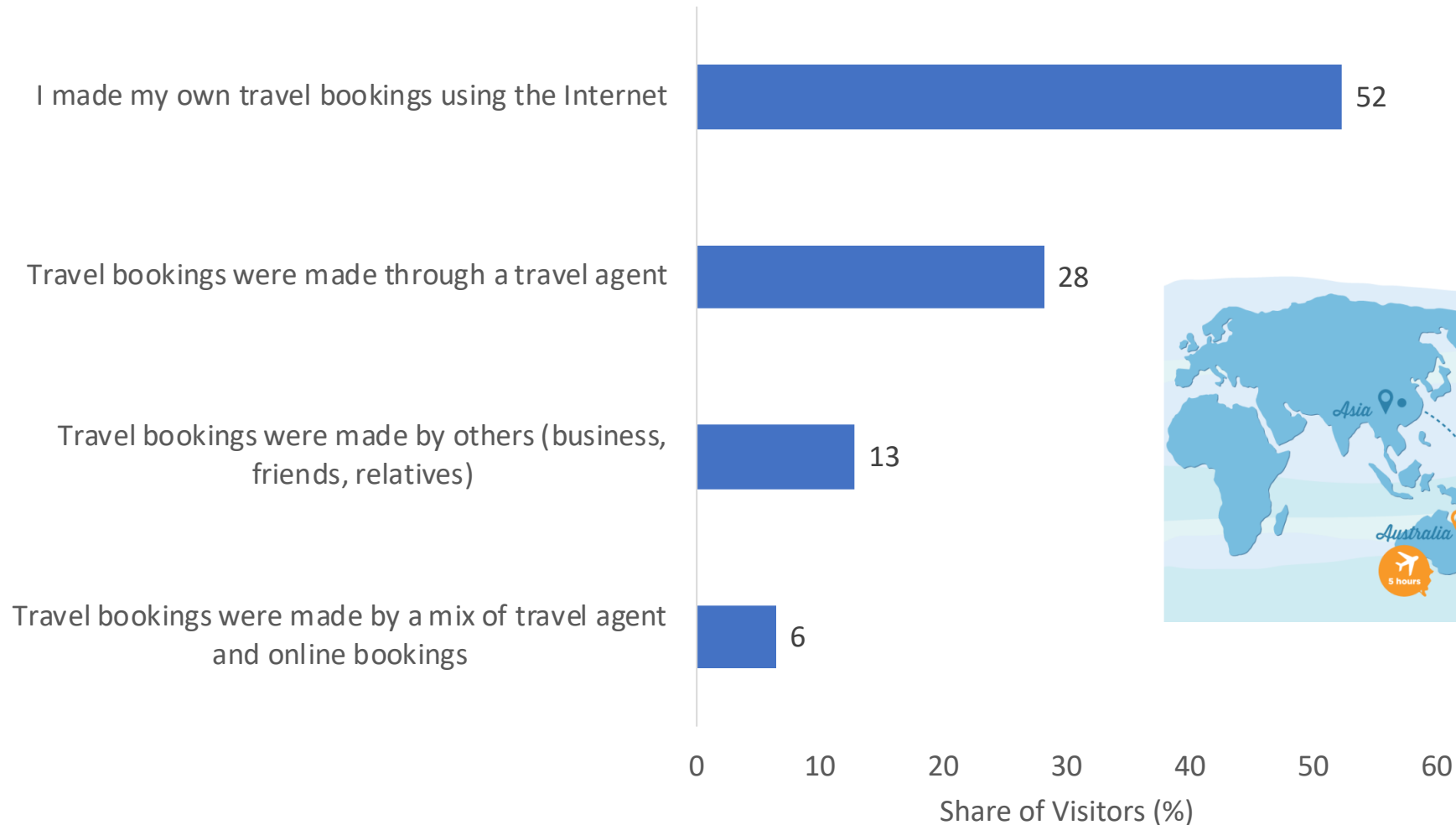


Information Sources Used for Planning

Country breakdown cont.

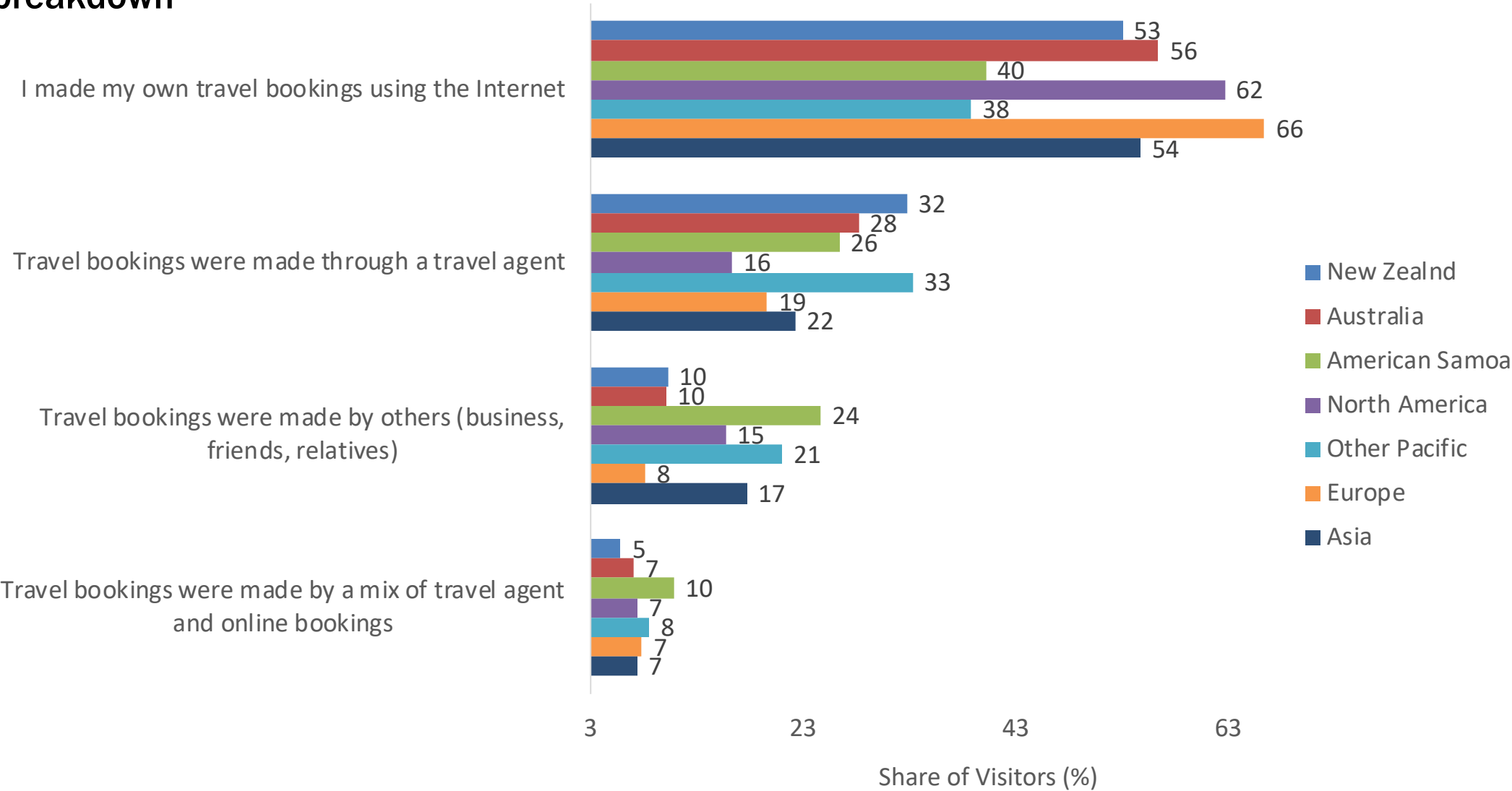


How Did You Purchase Your Travel?



How Did You Purchase Your Travel?

Country breakdown



Visitor Expenditure

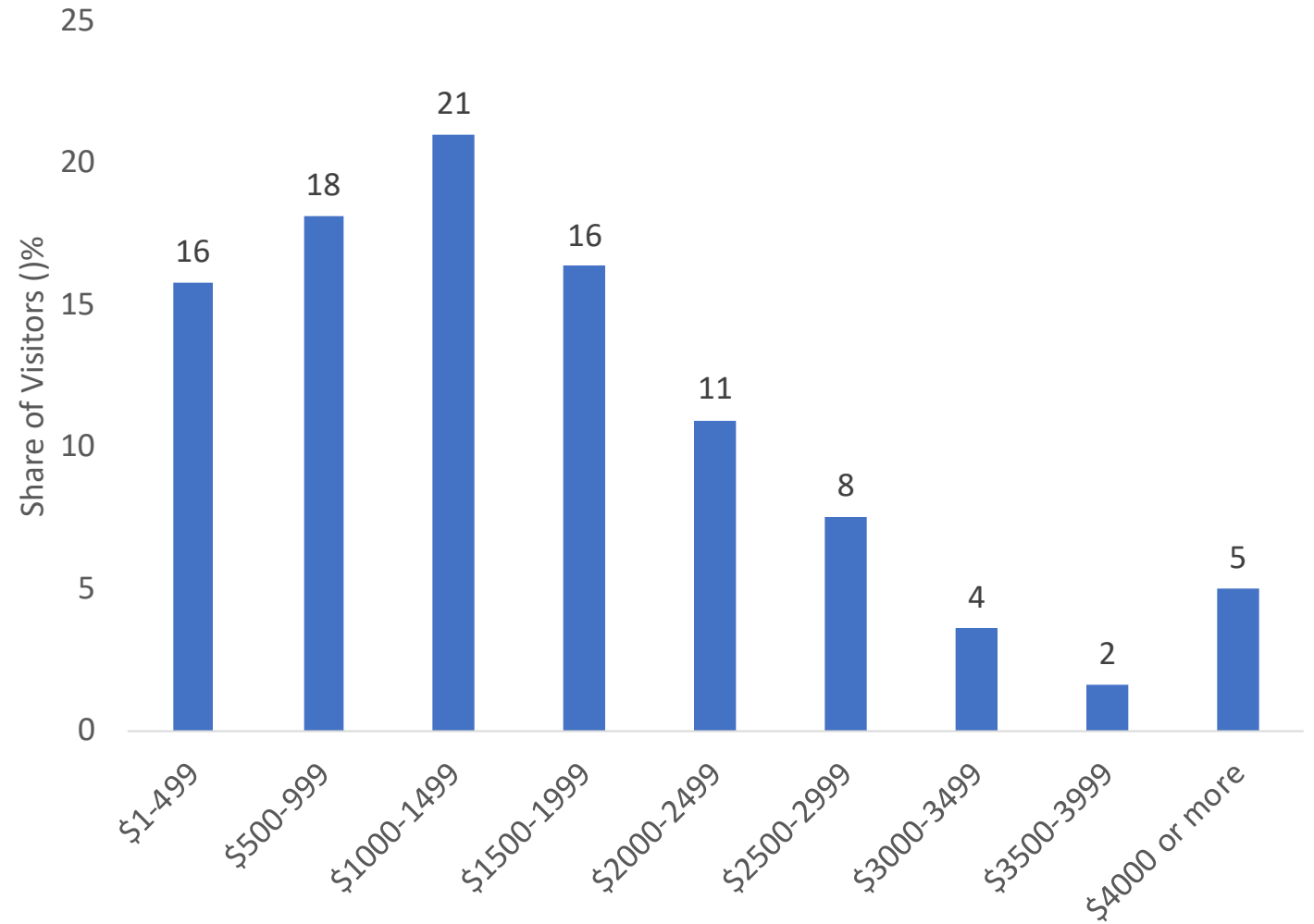


Prepaid Expenditure

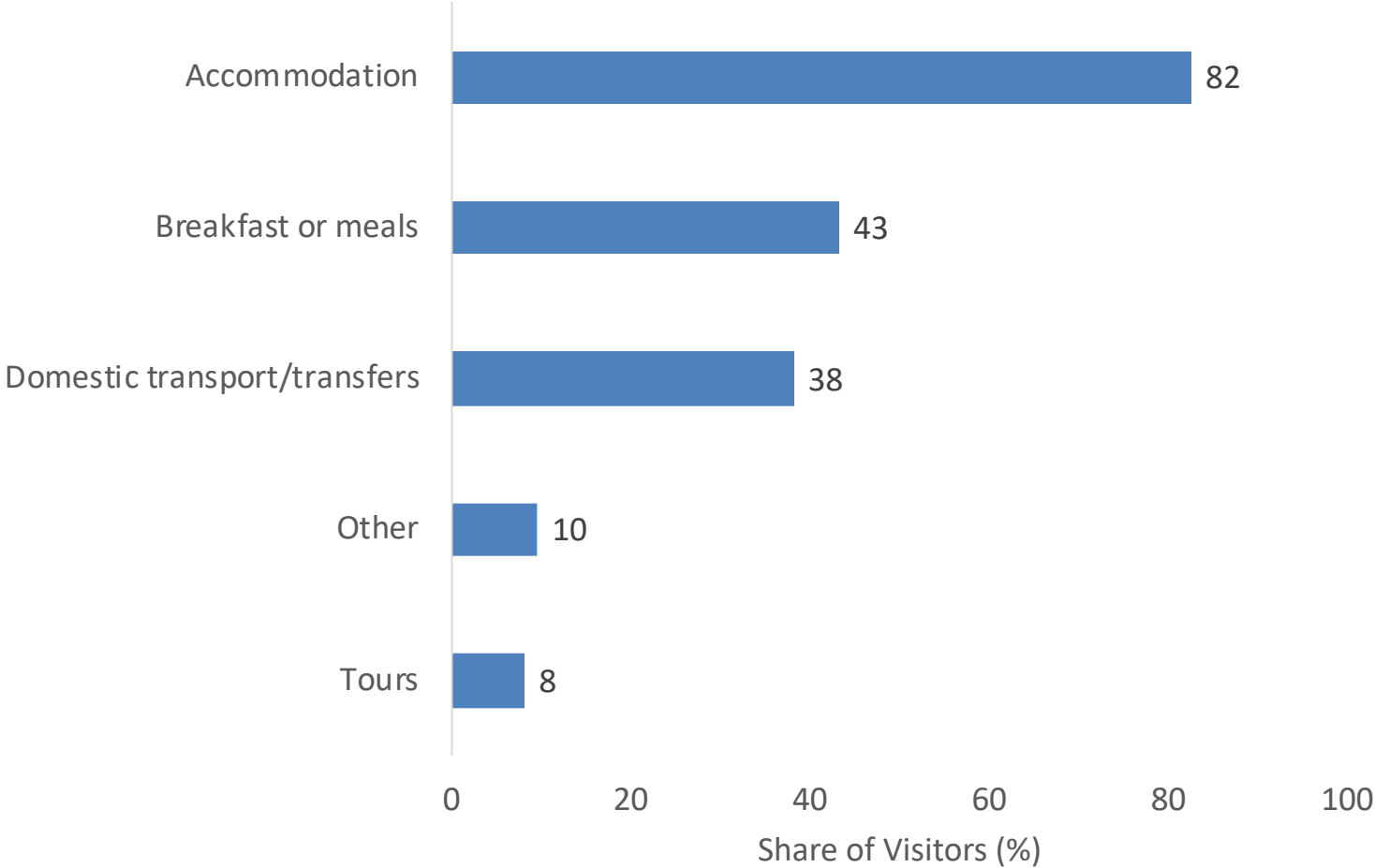
Per person prior to arrival

SAT\$2,461

NZ\$1,370



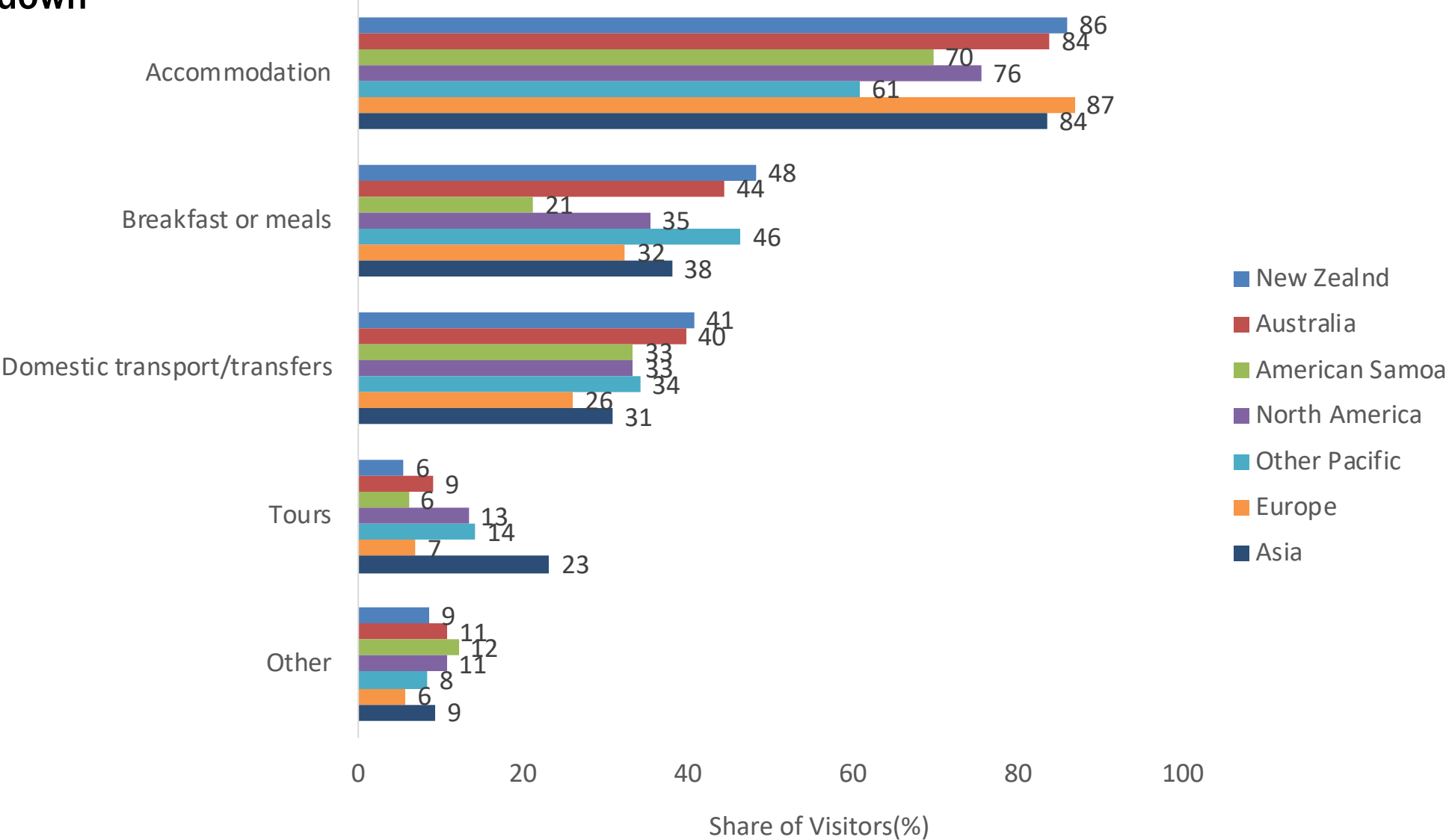
Prepaid Items



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 15,445	
	Mean (SAT\$)	(% of spend)
Accommodation	47	30
Restaurants cafes & bars	33	21
Vehicle rental	16	10
Shopping	15	9
Groceries	13	8
Other	9	5
Tours/activities	8	5
Donations	6	4
Petrol	5	3
Bus/taxi	3	2
Internet/telecommunication	1	1
Ferry	1	1
Total Expenditure	158	100



Per visitor per day while in Samoa:

SAT\$158/NZ\$88



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

Market breakdown

Markets	New Zealand	Australia	American Samoa	North America	Other Pacific	Europe	Asia
Accommodation	44	42	37	52	46	72	115
Restaurants cafes & bars	35	32	22	25	29	39	69
Vehicle rental	16	17	11	17	10	16	33
Shopping	12	14	22	21	28	11	33
Groceries	11	13	18	18	24	9	22
Tours/activities	8	7	3	6	6	7	37
Other	7	12	11	4	19	4	6
Petrol	5	6	4	5	5	6	7
Donations	5	7	9	13	2	5	2
Bus/taxi	2	2	4	4	5	4	7
Ferry	1	1	1	2	1	2	3
Internet/telecommunication	1	1	4	2	3	1	3
Total in-country spend (SAT\$)	146	154	148	169	179	178	337

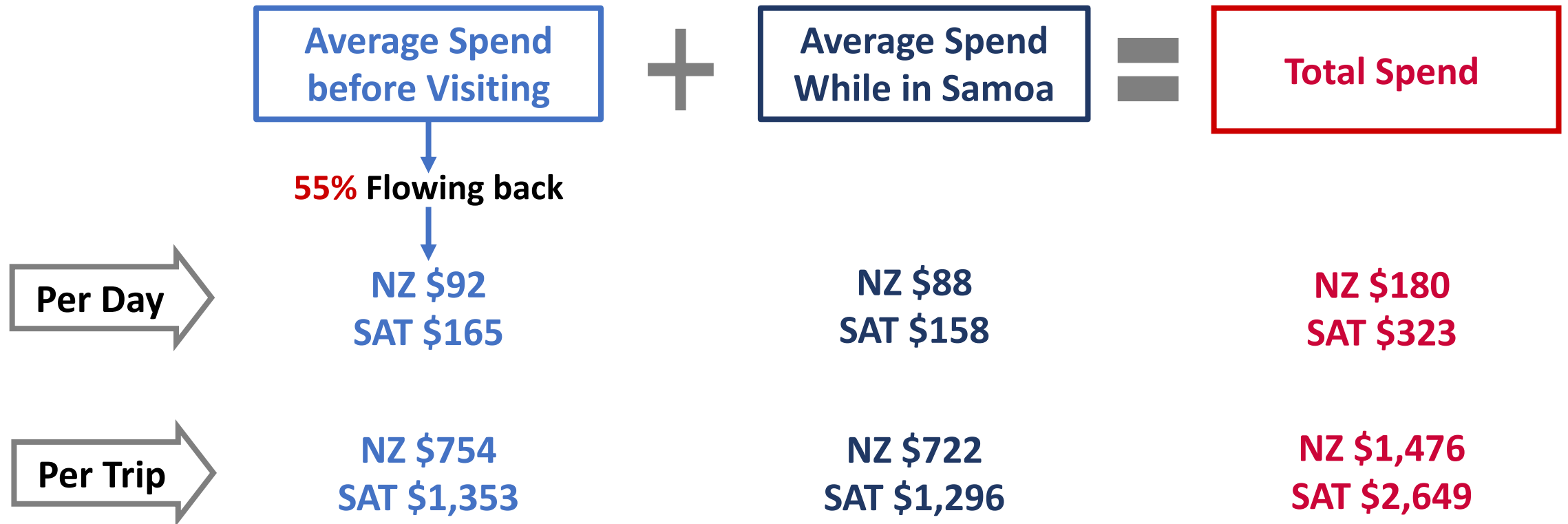
Average Total Expenditure Per Person Per Day (SAT\$)

Market breakdown

Markets	New Zealand	Australia	American Samoa	North America	Other Pacific	Europe	Asia
55% pre-paid expenditure	154	200	60	196	148	215	184
In-country spend	146	154	148	169	179	178	337
Total spend (SAT\$)	300	354	208	365	327	393	521

Contribution to Samoa Economy per Visit

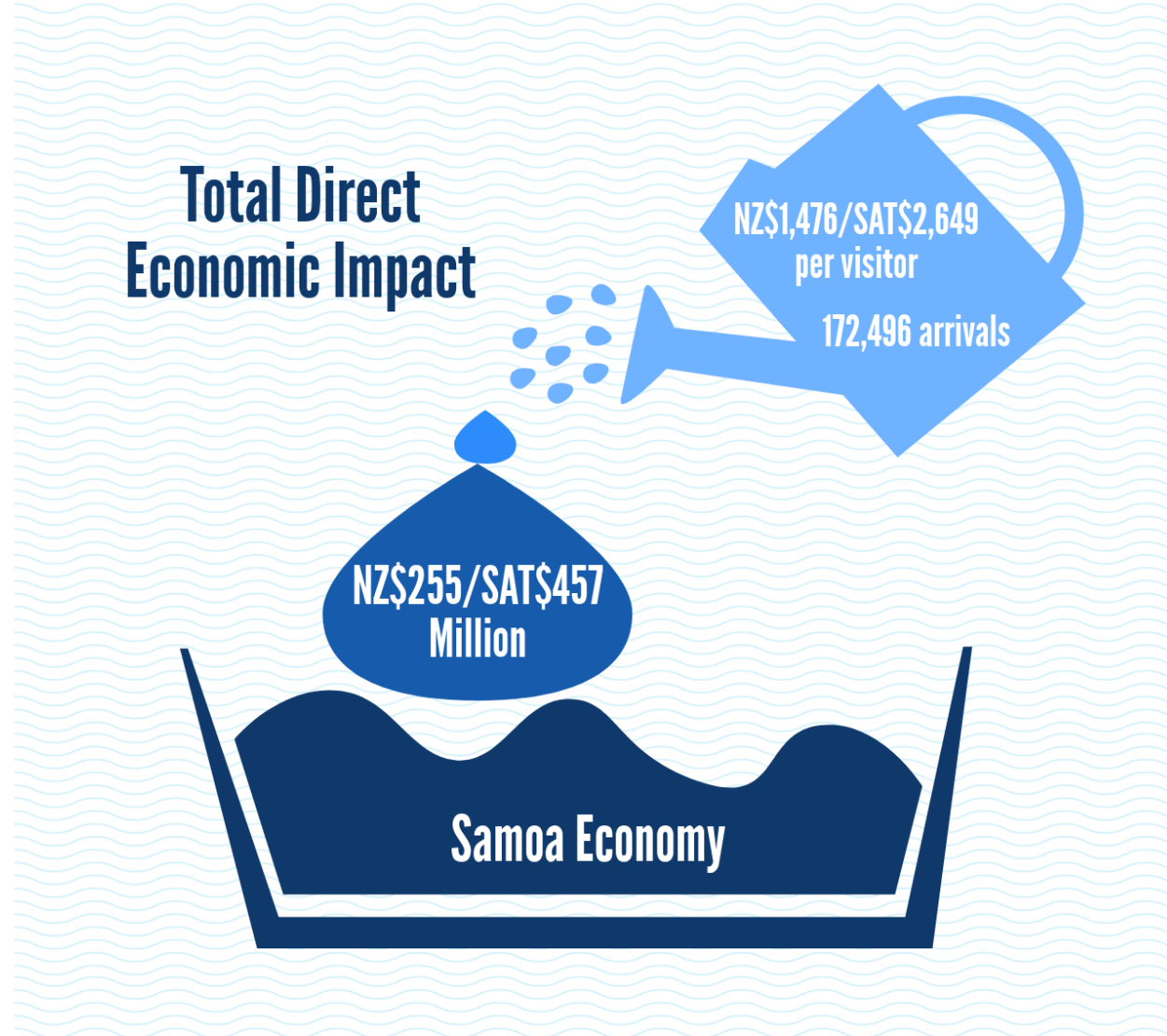
Visitor Expenditure – Per Person & Total



Spending

	Upolu Only	Savai'i
Average spend per person prior to arrival flowing back to Samoa	SAT\$1,290/NZ\$718	SAT\$1,489/NZ\$829
Average spend in country per person per day	SAT\$157/NZ\$87	SAT\$153/NZ\$85
Average length of stay in Samoa (nights)	7.2	10.5
TOTAL SPEND PER VISIT FLOWING BACK TO LOCAL ECONOMY	SAT\$2,420/NZ\$1,344	SAT\$3,096/NZ\$1,722

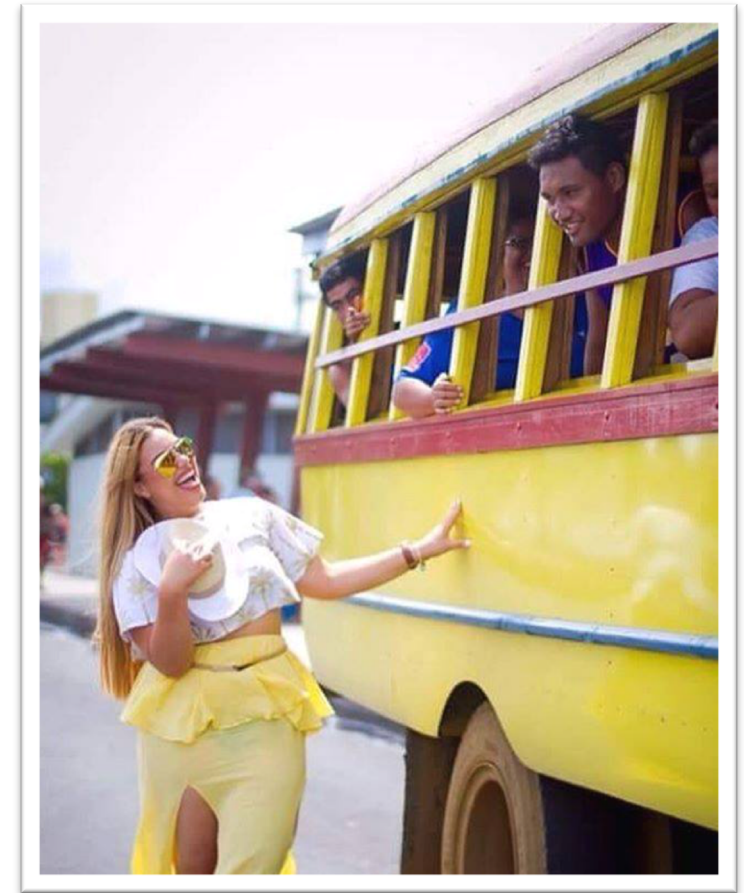
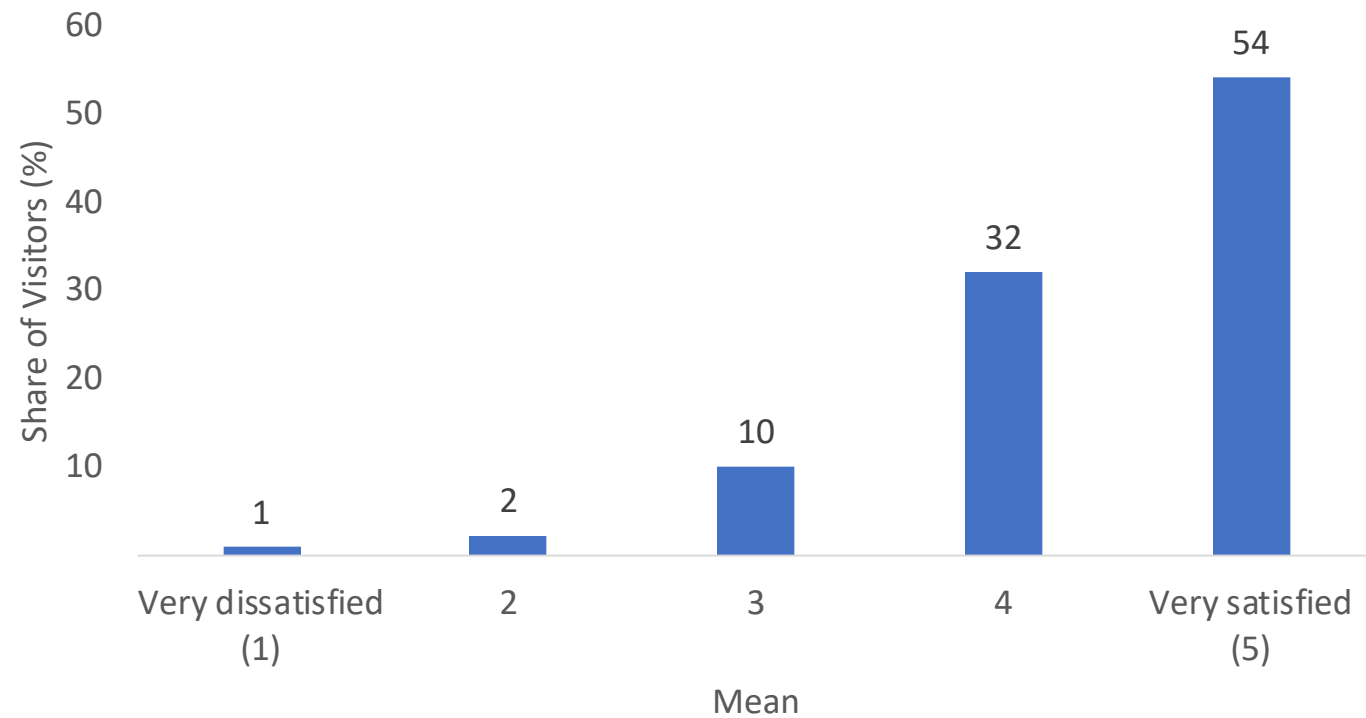
Contribution to Samoa Economy - 2018



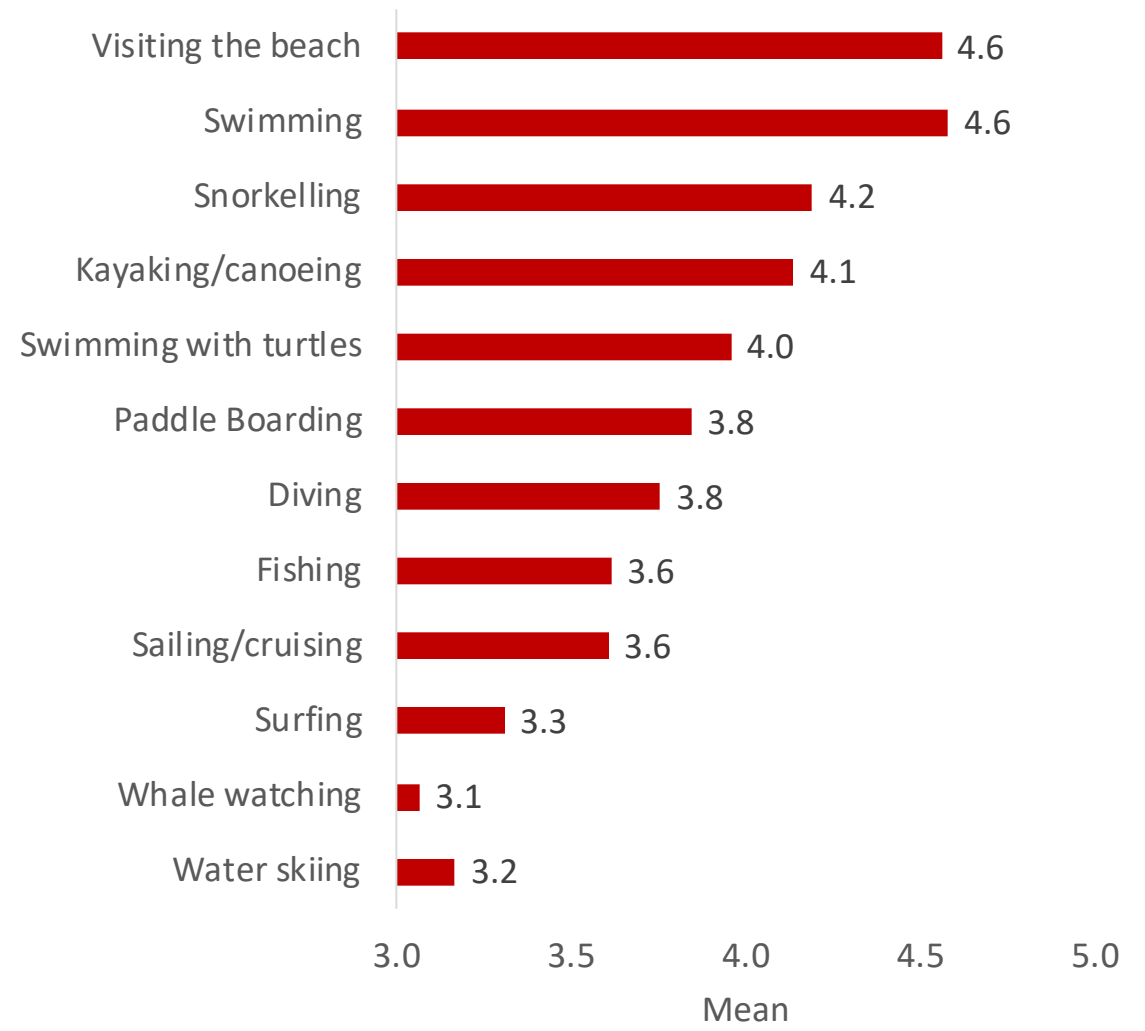
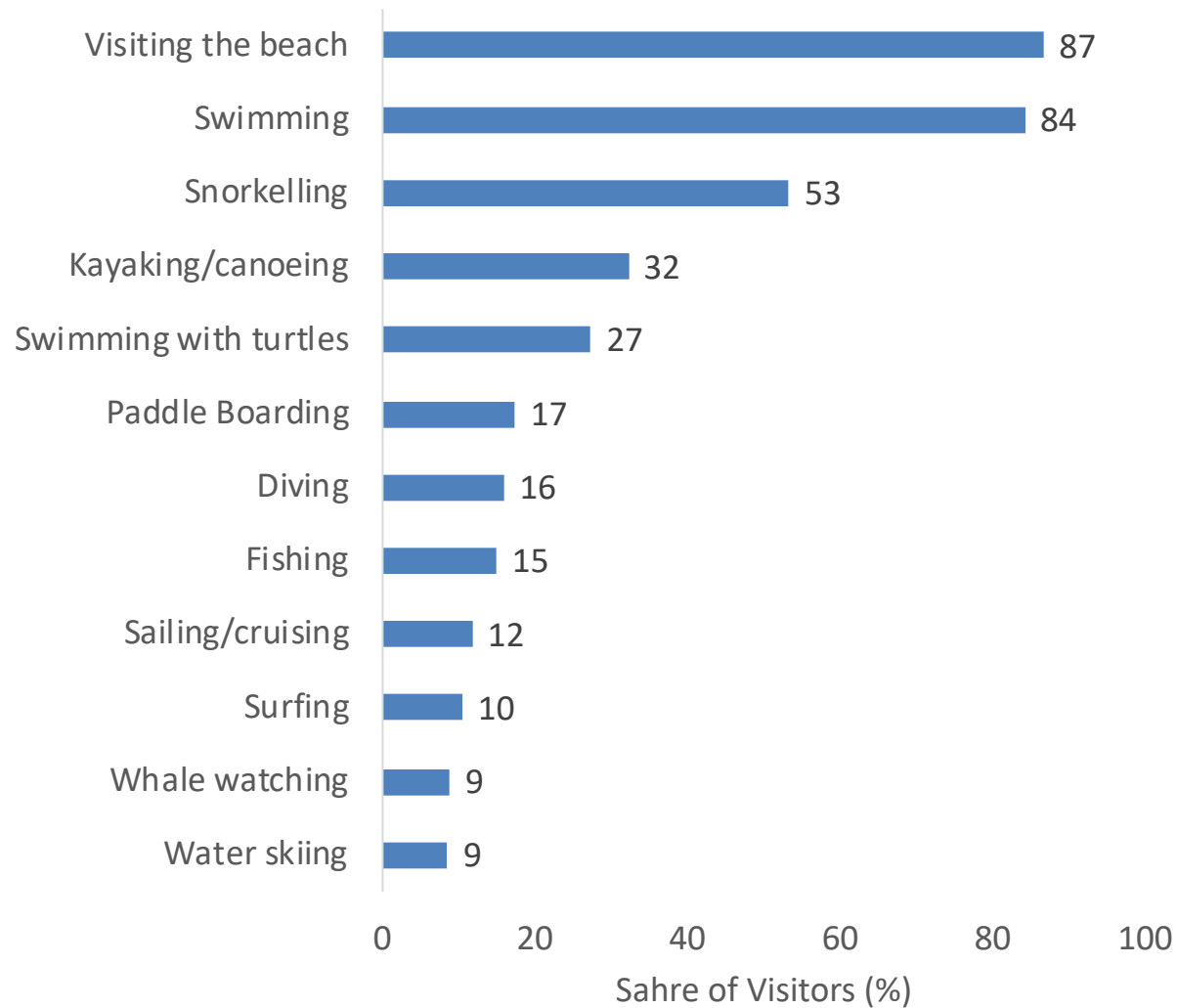
Visitor Satisfaction



Overall Satisfaction

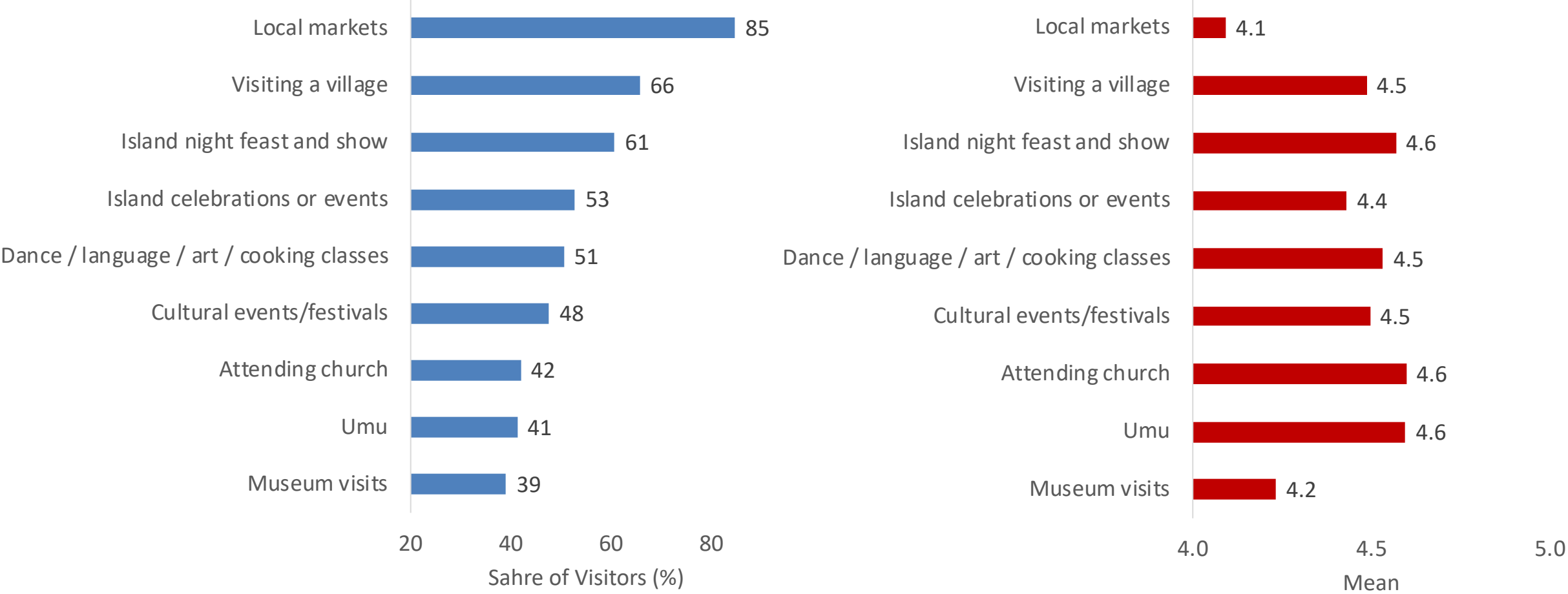


Water Based Activities (Participation and Satisfaction)



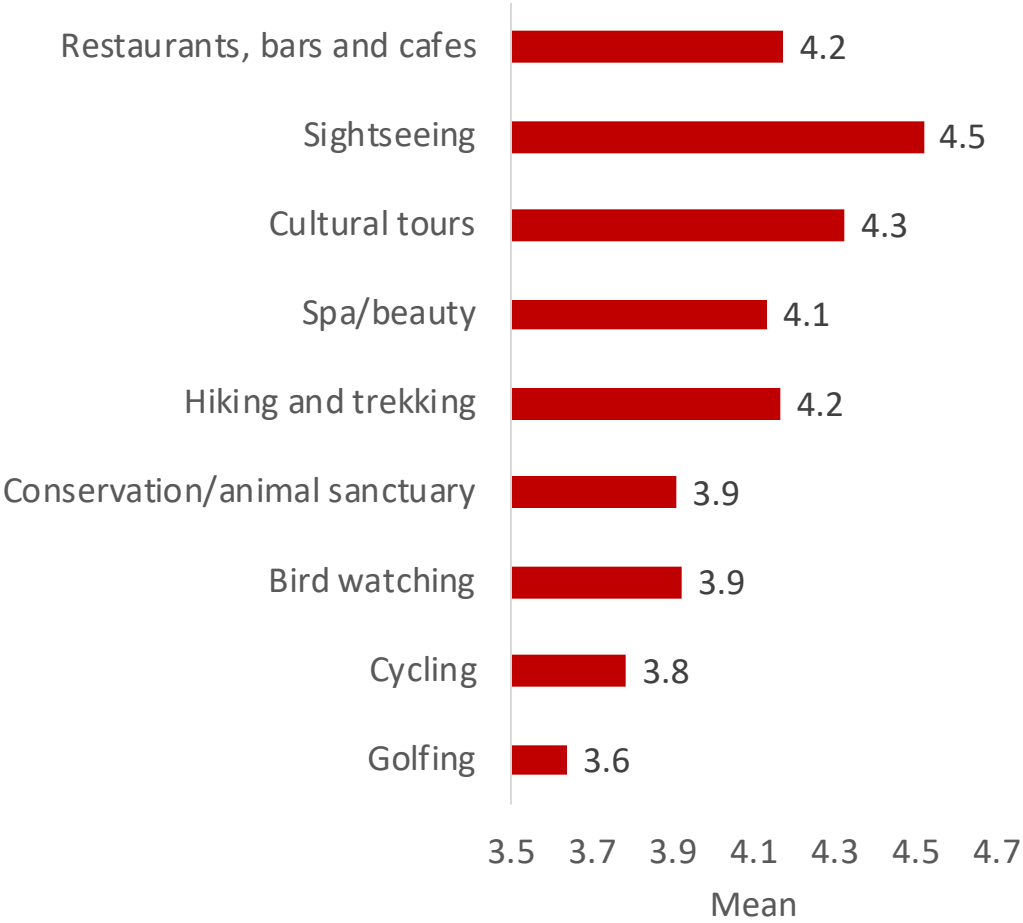
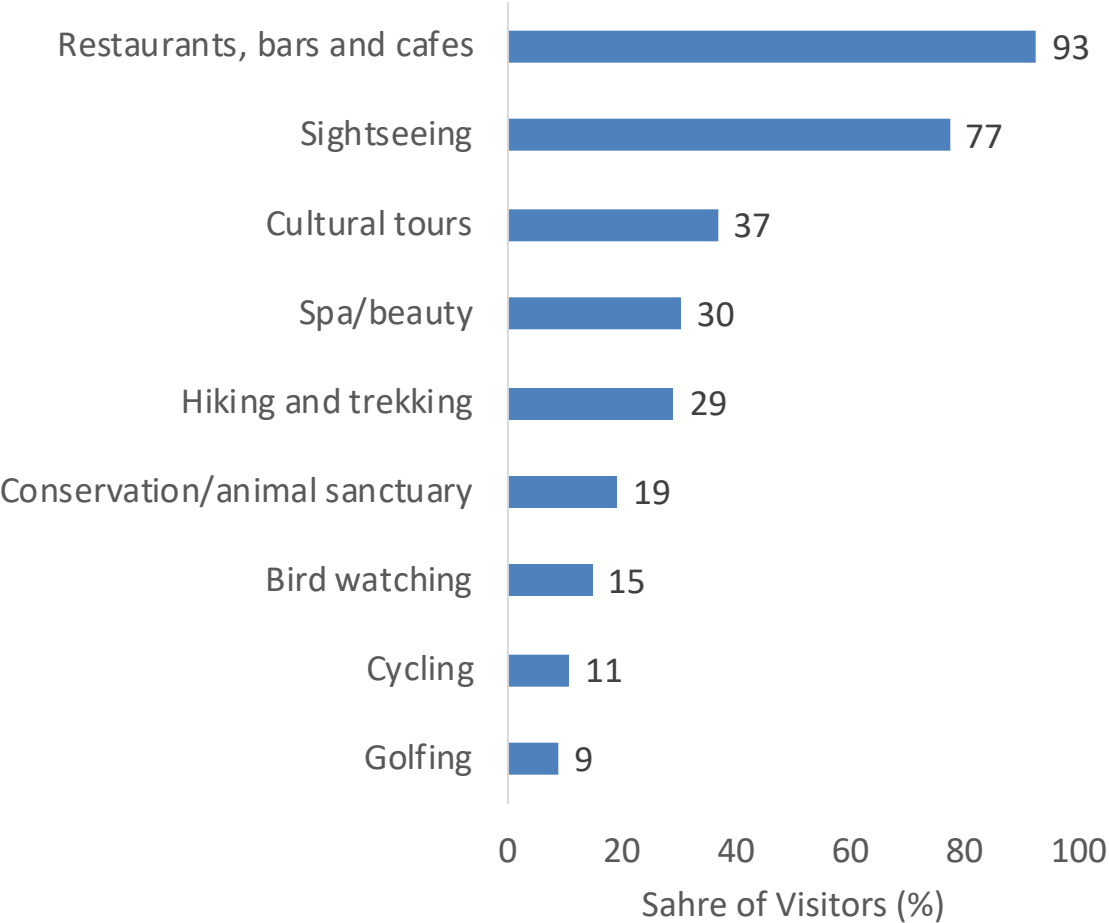
Note: Multiple responses, therefore total does not add up to 100%.

Cultural Interaction Activities (Participation and Satisfaction)



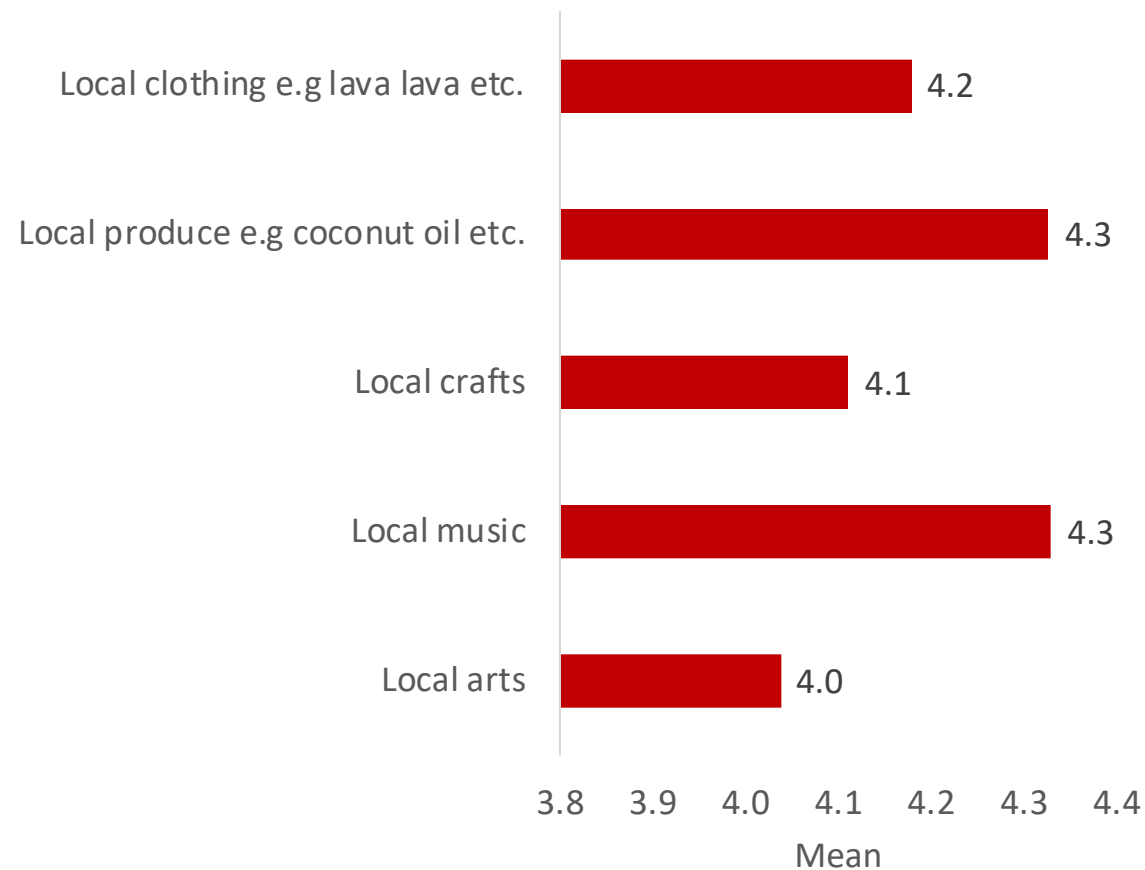
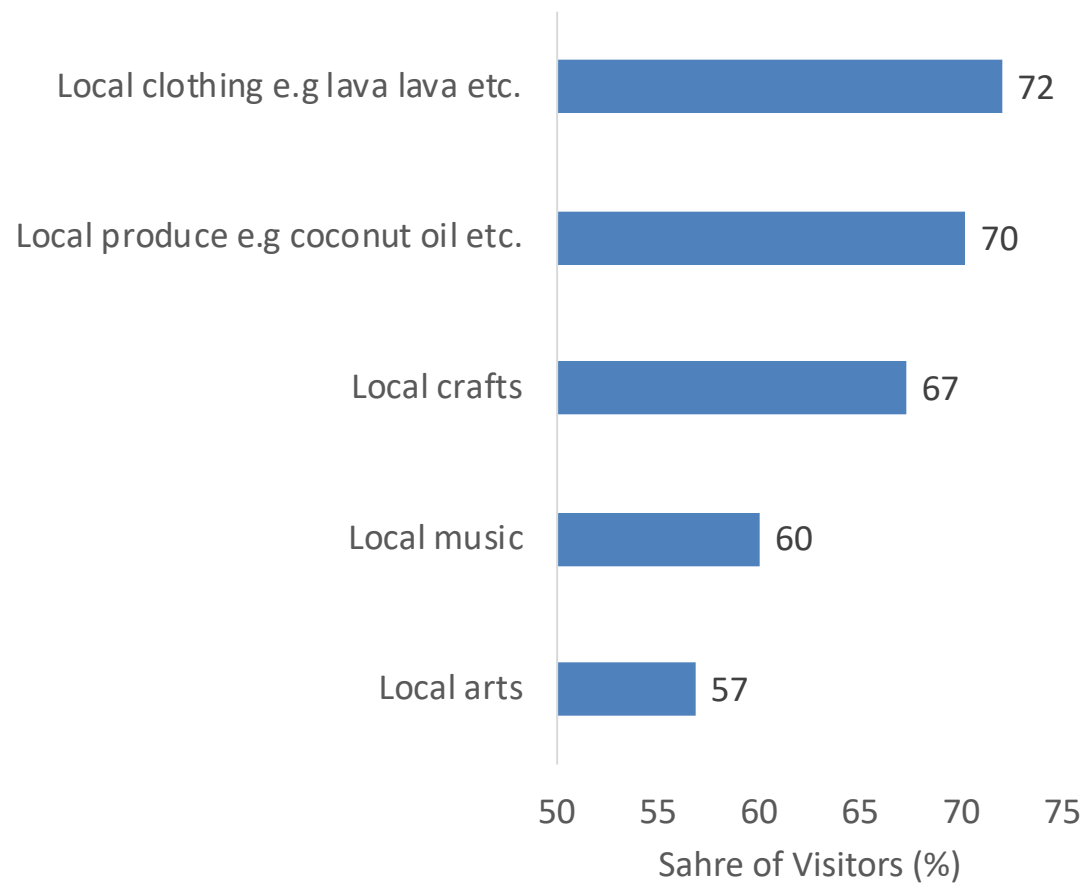
Note: Multiple responses, therefore total does not add up to 100%.

Land Activities and Touring (Participation and Satisfaction)



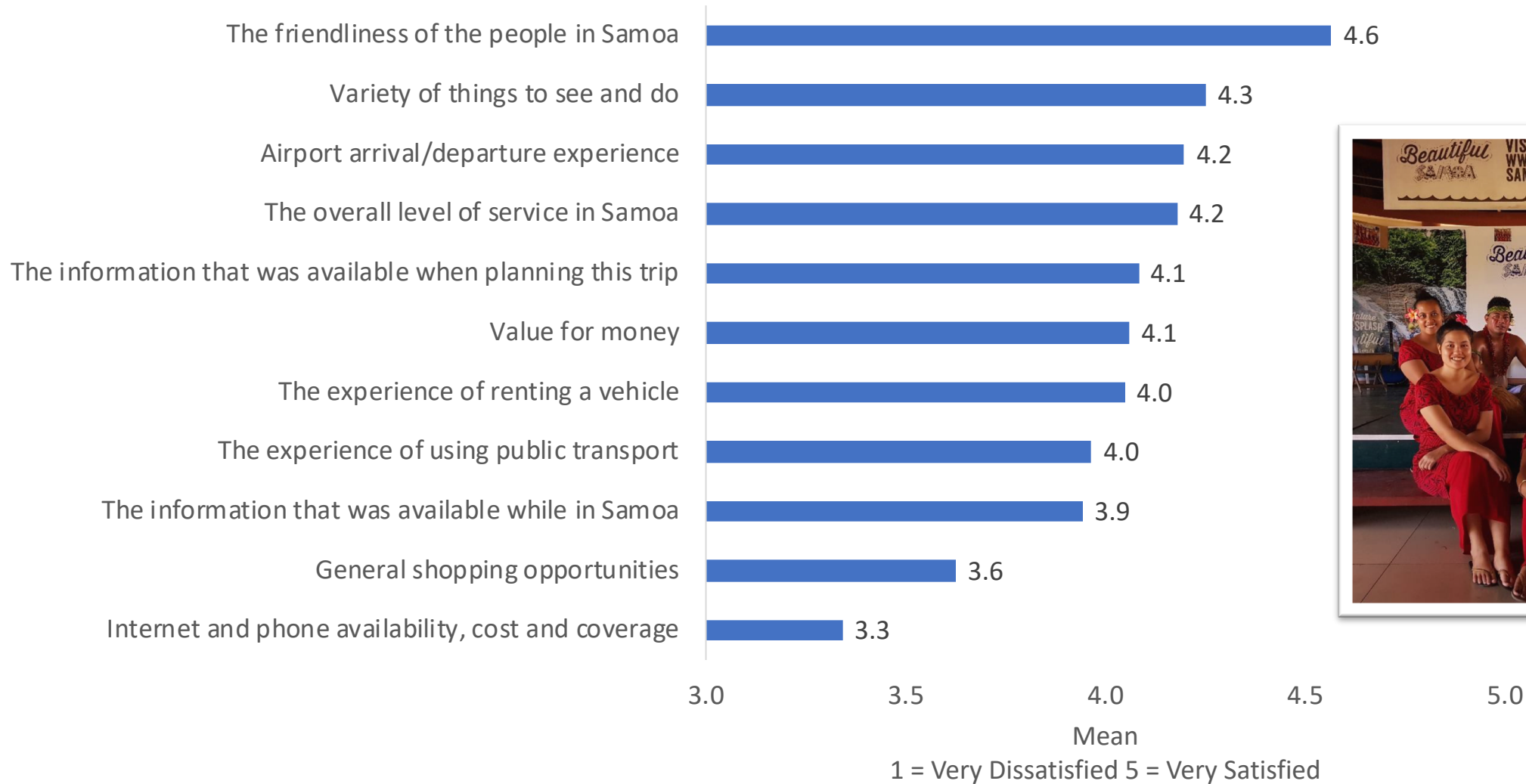
Note: Multiple responses, therefore total does not add up to 100%.

Shopping (Participation and Satisfaction)



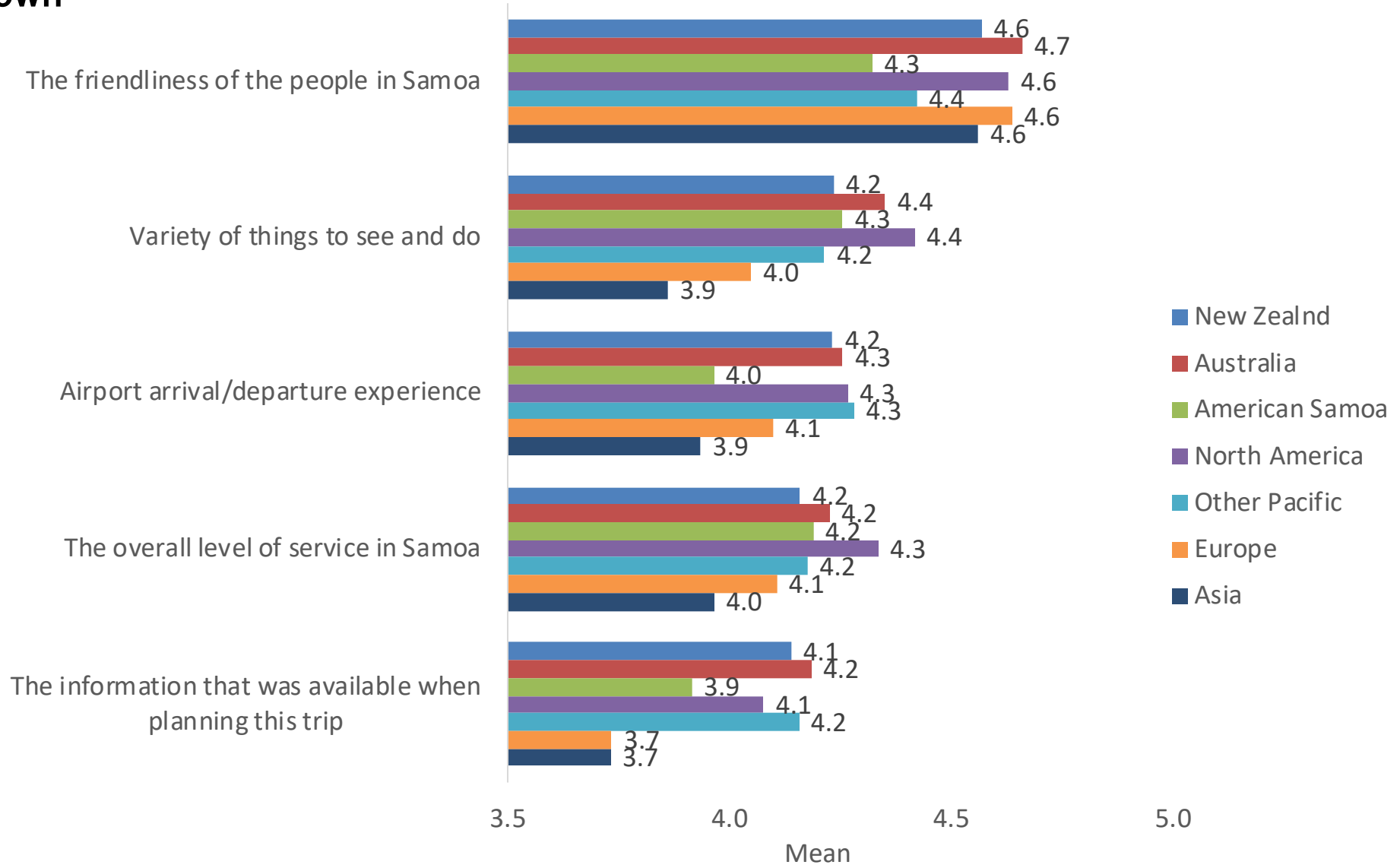
Note: Multiple responses, therefore total does not add up to 100%.

Satisfaction with Samoa



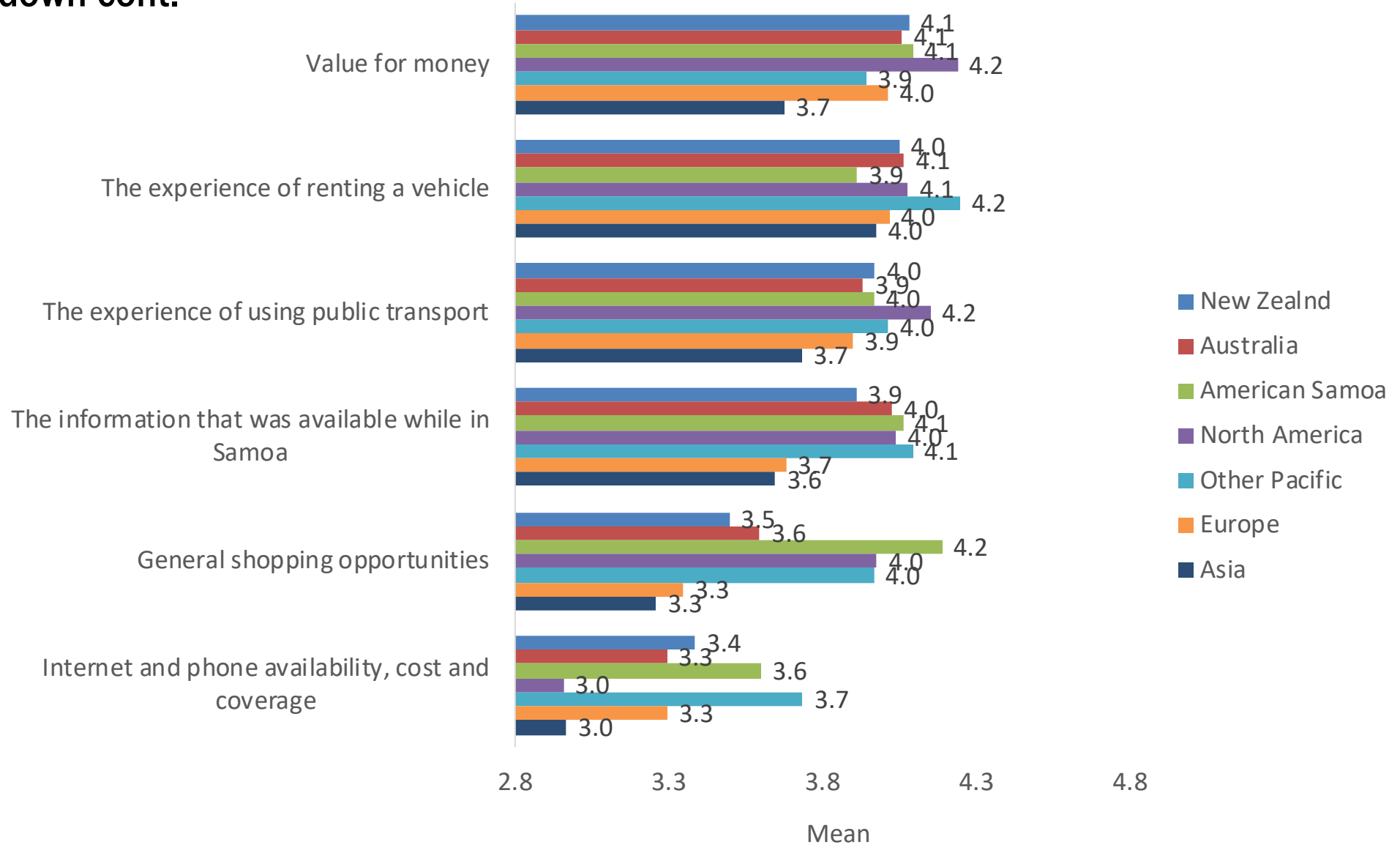
Satisfaction with Samoa

Country breakdown



Satisfaction with Samoa

Country breakdown cont.



Most Appealing Aspects



**55% Environment,
cleanliness & weather**



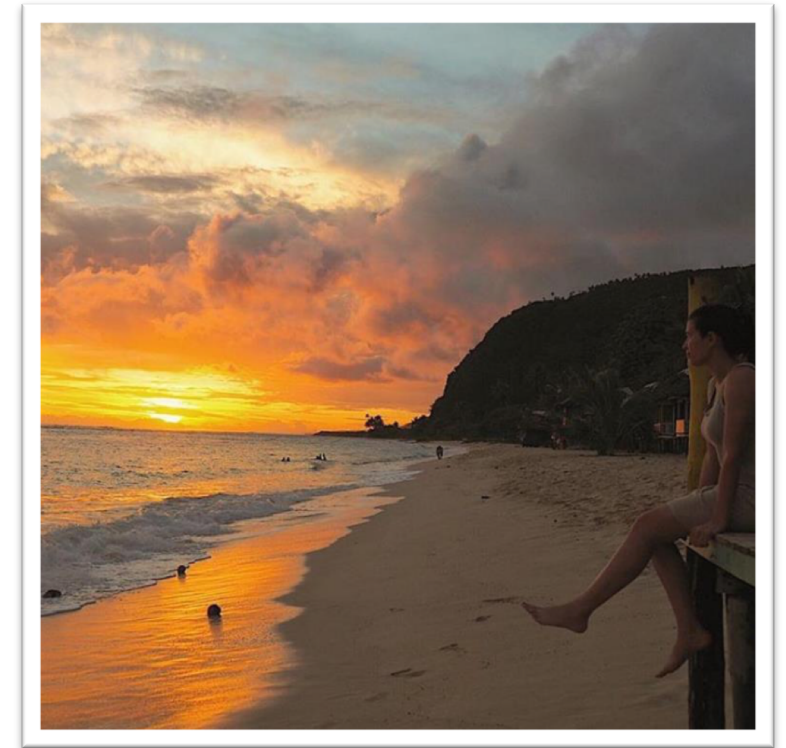
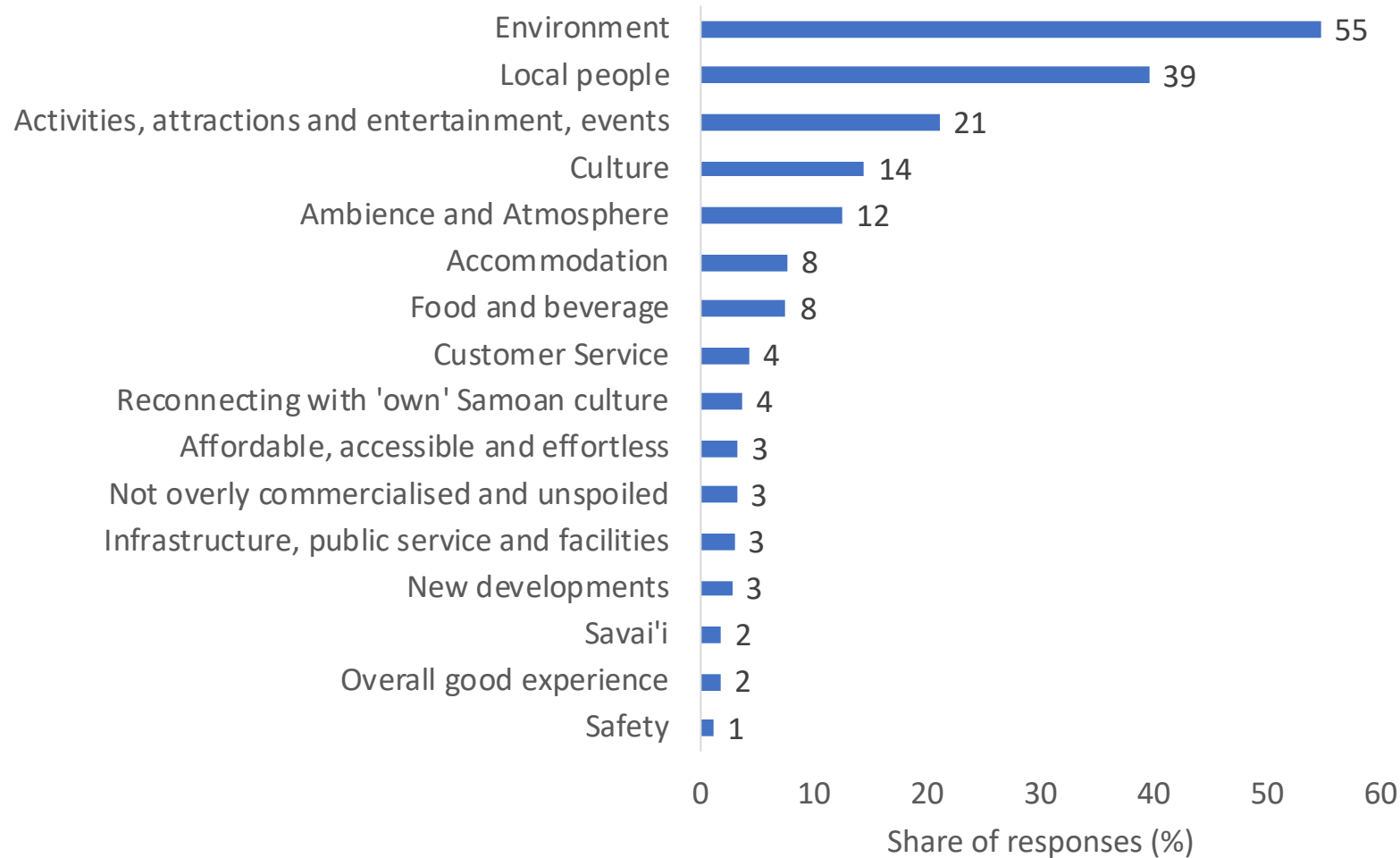
39% Local people



**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/>.

Most Appealing Aspects

Comments:

- “A combination of the beautiful and friendly people and the amazing beaches and waterfalls.”
- “The people of Samoa are so friendly and welcoming, everywhere we went they were so lovely!”
- “My favourite things were swimming at To Sua and Afuauu waterfalls. And I loved it when I was able to find traditional healthy foods to eat. I also loved the markets.”
- “The people, the culture, the interesting and unique lifestyle.”
- “Quietness, away from hustle and bustle of big cities and crowded towns.”
- “The beautiful Resort we stayed at. Friendly staff and excellent service.”
- “The natural way of cooking food and mostly fruits and food are organic.”

Least Appealing Aspects



25% Infrastructure, public services and facilities



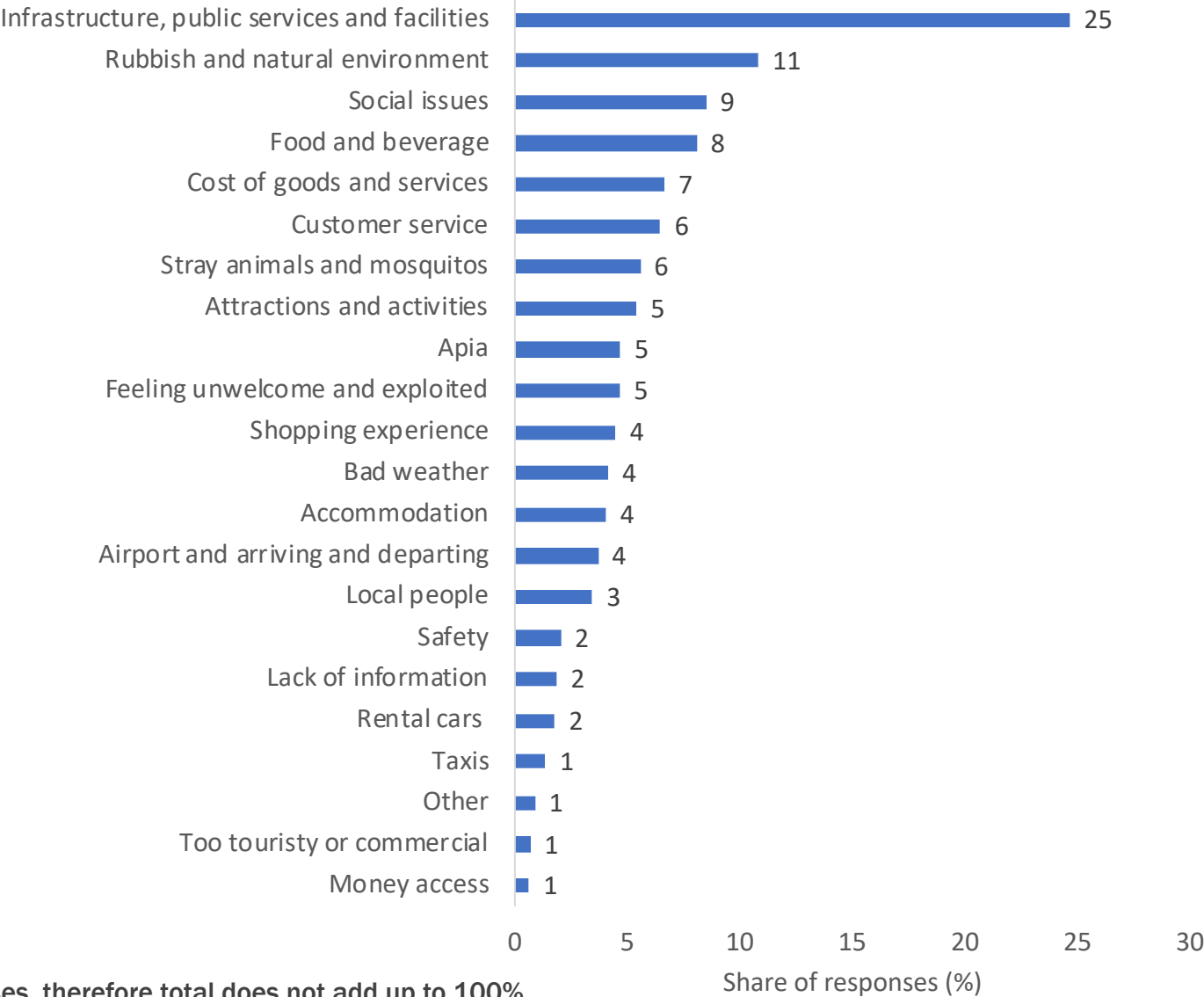
11% Rubbish and natural environment



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/>.

Least Appealing Aspects

Comments:

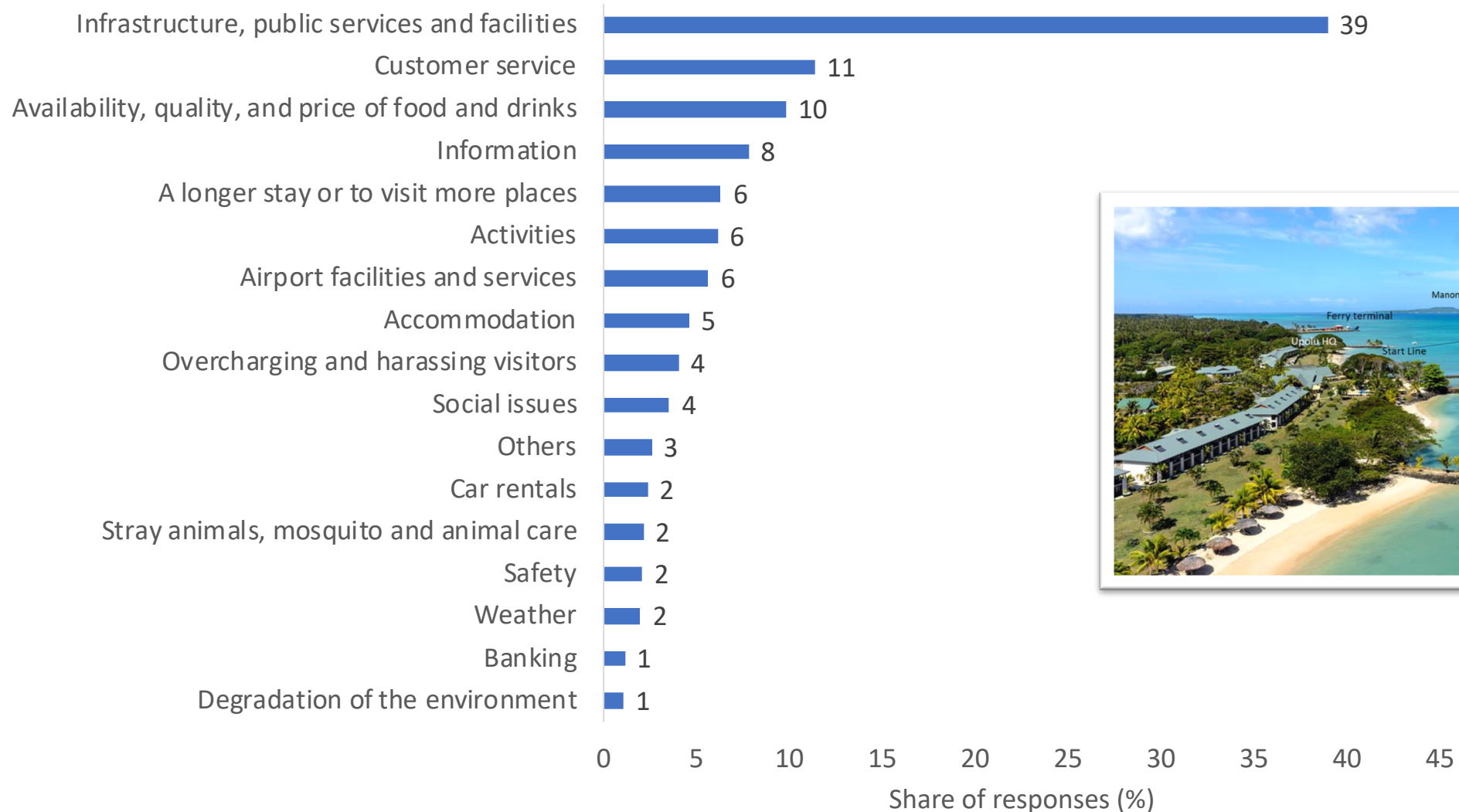
- “Terrible state of the roads. Far too many potholes that need filling in or patches of the road resurfaced.”
- “Overwhelming amount of rubbish and waste in the streets and near waterways, particularly on the beaches.”
- “There were children roaming and begging at 1:00am around town.”
- “Some of the food was trying to be too western. We would have liked to eat more local food.”
- “The government needs to take some action on the wandering dogs. I grew up on a farm with dogs I am not scared of dogs but on 3 occasions in Samoa I was threatened by dogs. This so detracts from the Samoa experience.”

Least Appealing Aspects

Comments:

- “Paying entrance fees for everything - it adds up a lot over the time you're there!”
- “Service is very slow from the restaurants and hotels. Samoa is a beautiful country with culture really needs to work on customer service please.”
- “I would have to say that the least attractive thing about Samoa was the youth, I've been to Samoa 3 times and every time I've been confronted by youth either younger or the same age as me asking for money and getting aggressive if I don't comply.”
- “Very few activities for an island country.”

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

- “Stop polluting area by not rubbishing your surroundings. Villagers should be educated on handling of rubbish.”
- “Professionalism of airport workers needs to be improved, specifically immigration officers.”
- “More freedom to walk the streets without the thought of dogs attacking you.”
- “More bank ATM's.”

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
- 13% Cost of goods and services
- 12% Limited attractions, activities and entertainment
- 11% Under developed

Reason not to re-visit Samoa

Comments:

- “I liked it, but I feel as though I explored it all and would prefer to visit other countries than to retrace my steps.”
- “Other places to go. It was lovely, and happy to recommend to others.”
- “Things are very expensive in Samoa and I didn’t feel the quality and the service met my expectations.”
- “I found it a little too rudimentary - lacking in information about things to see and do so we could make a plan of our time. I like a bit more activity and adventure.”
- “I found it more expensive than Fiji and did not find the people as friendly as Fiji.”

Would you recommend Samoa?



95% Yes



5% No *



Top 4 reasons for NOT recommending Samoa :

- 20% Expensive
- 16% Limited attractions, activities and entertainment
- 10% Low customer service
- 9% Not friendly locals

Reason not to Recommend Samoa

Comments:

- “Also value for money is not that great- it was more expensive than we expected.”
- “Other islands are much more attractive like Vanuatu or Cook Islands.”
- “If Samoa can cater more to the tourists, I would recommend it as a destination vacation to friends. If not, it does not offer the luxuries of most pacific island vacation getaways. Samoa needs to catch up with surrounding islands who open their doors to tourism, e.g., Tahiti, Fiji, Cook Islands, Hawaii, just to name a few....”
- “The people lack manners and can be rude to outsiders.”

Some Key Takeaway Messages

- Considerable opportunity to develop visitor yield – especially in areas related to culture, food, shopping, land-based activities and tours
- Visitor satisfaction and willingness to recommend are high – but it is important to continue to improve, especially in areas such as quality of facilities and value for money.
- Infrastructure, telecommunications, environmental care are key areas to focus on more generally.
- You have a strong industry with great opportunities to generate further benefit for the Samoan people. Your people and your environment are your greatest assets.

Plans for 2019

- Mining of IVS data – purpose of visit, further market segmentation, outer island dimensions etc etc....
- Sharing information via web-platform and translating data into policy and business performance outcomes
- 2019 January-June reporting
- Business survey to provide demand side perspectives
- IVS development – new questions, new languages?
- Continue to develop regional comparative insights



Thank You!

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