

Length of Stay & Market Expenditure

Samoa International Visitor Survey

January – December 2018

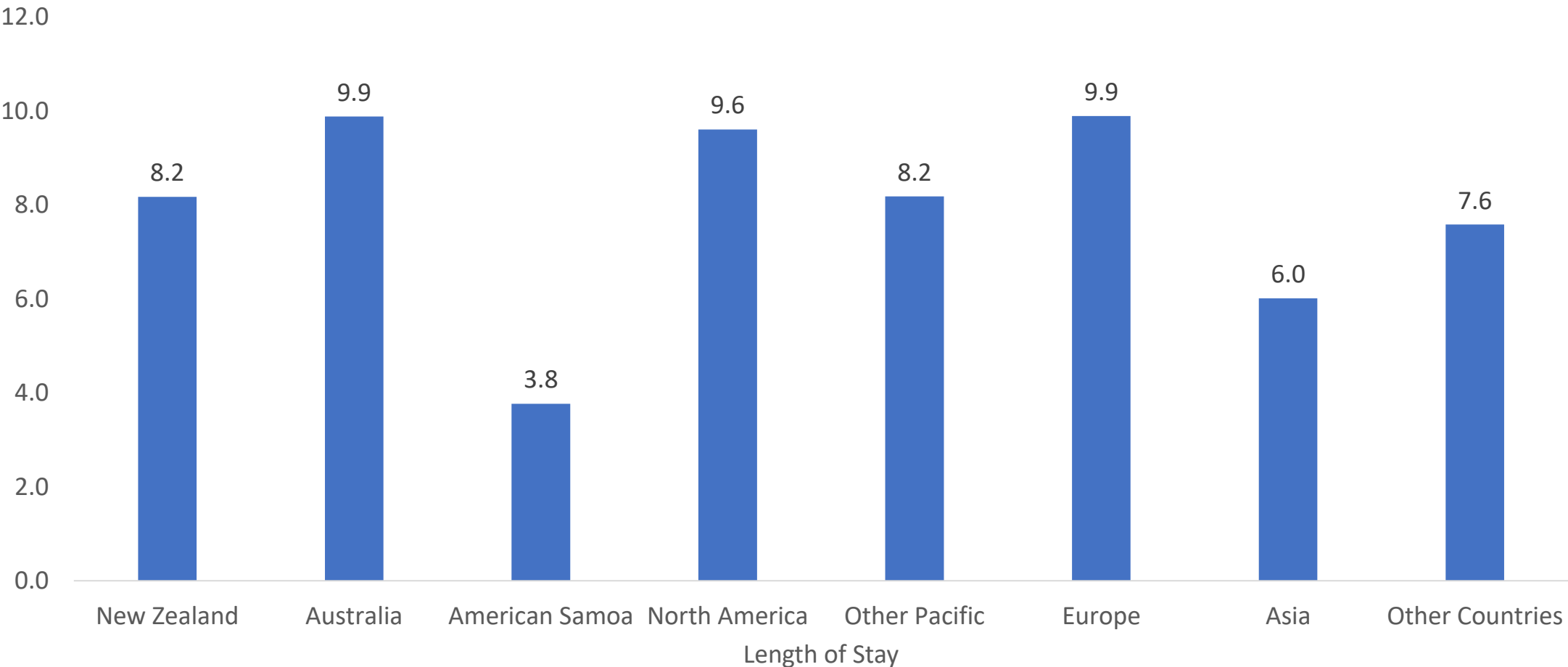




Overall Analysis

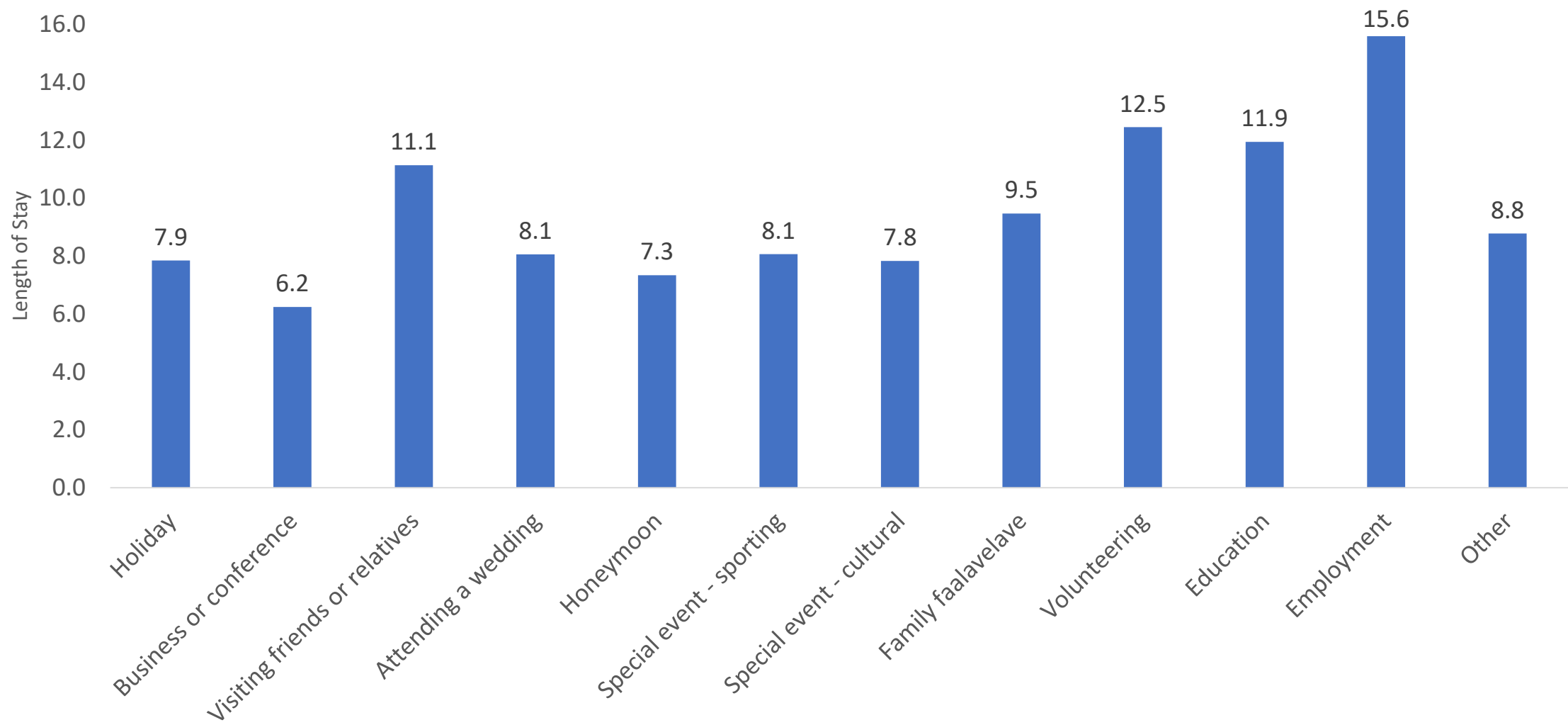
Length of Stay

Market breakdown



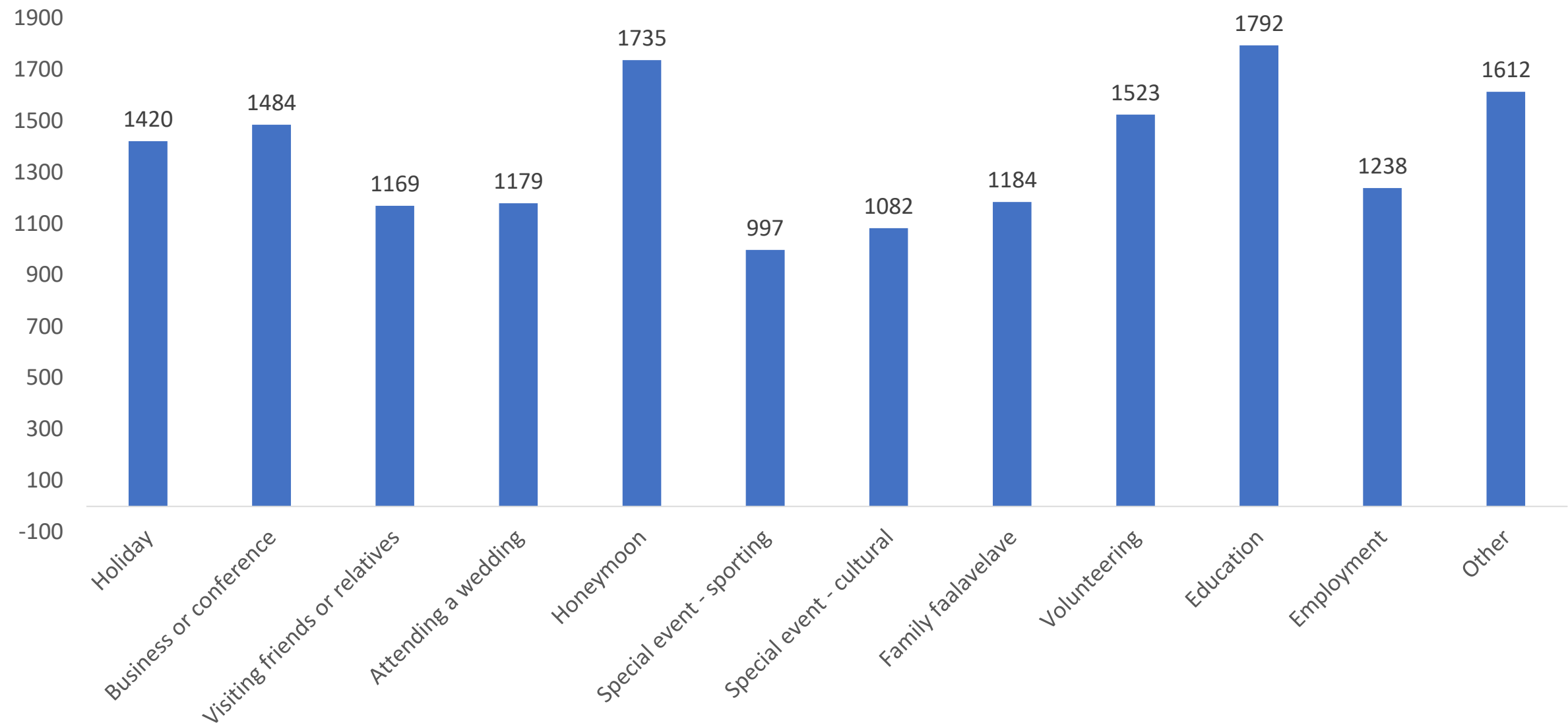
Length of Stay

Purpose of visit breakdown



Prepaid Per Person Per Trip (NZD)

Purpose of visit breakdown



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

Purpose of visit breakdown (1)

Purpose of travel	Holiday	Business or conference	VFR	Attending a wedding	Honeymoon	Special event - sport
Accommodation	55	97	21	47	71	38
Restaurants cafes & bars	44	48	16	35	64	18
Vehicle rental	17	21	13	23	19	10
Petrol	5	5	5	7	4	4
Bus/taxi	3	6	1	2	3	2
Ferry	1	2	1	1	0	1
Groceries	8	14	15	13	23	12
Shopping	13	25	12	16	15	13
Tours/activities	11	6	4	7	16	4
Donations	2	6	9	9	0	4
Internet/telecommunication	1	4	1	1	1	2
Other	4	16	11	16	3	2
TOTAL	164	251	109	177	219	110

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

Purpose of visit breakdown (2)

Per person per day	Special event - cultural	Family faalavelave	Volunteering	Education	Employment	Other
Accommodation	27	24	55	59	31	36
Restaurants cafes & bars	21	12	20	19	27	33
Vehicle rental	18	16	8	9	14	21
Petrol	5	7	4	2	12	12
Bus/taxi	1	1	4	4	2	2
Ferry	2	1	2	1	1	2
Groceries	10	20	20	24	28	24
Shopping	14	19	6	13	30	19
Tours/activities	4	3	4	6	13	3
Donations	13	17	2	4	1	21
Internet/telecommunication	1	1	2	2	3	3
Other	13	18	1	5	2	18
TOTAL	129	139	128	149	166	195

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

Visit purpose breakdown (1)

Purpose of visit	Holiday	Business or conference	VFR	Attending a wedding	Honeymoon	Special event - sporting
55% pre-paid expenditure	179	235	104	144	234	122
In-country spend	164	251	109	177	219	110
Total spend (SAT\$)	343	485	212	321	453	232

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

Visit purpose breakdown (2)

Purpose of visit	Special event - cultural	Family faalavelave	Volunteering	Education	Employment	Other
55% pre-paid expenditure	136	123	121	148	78	181
In-country spend	129	139	128	149	166	195
Total spend (SAT\$)	266	262	249	297	244	377



Category Combined Analysis

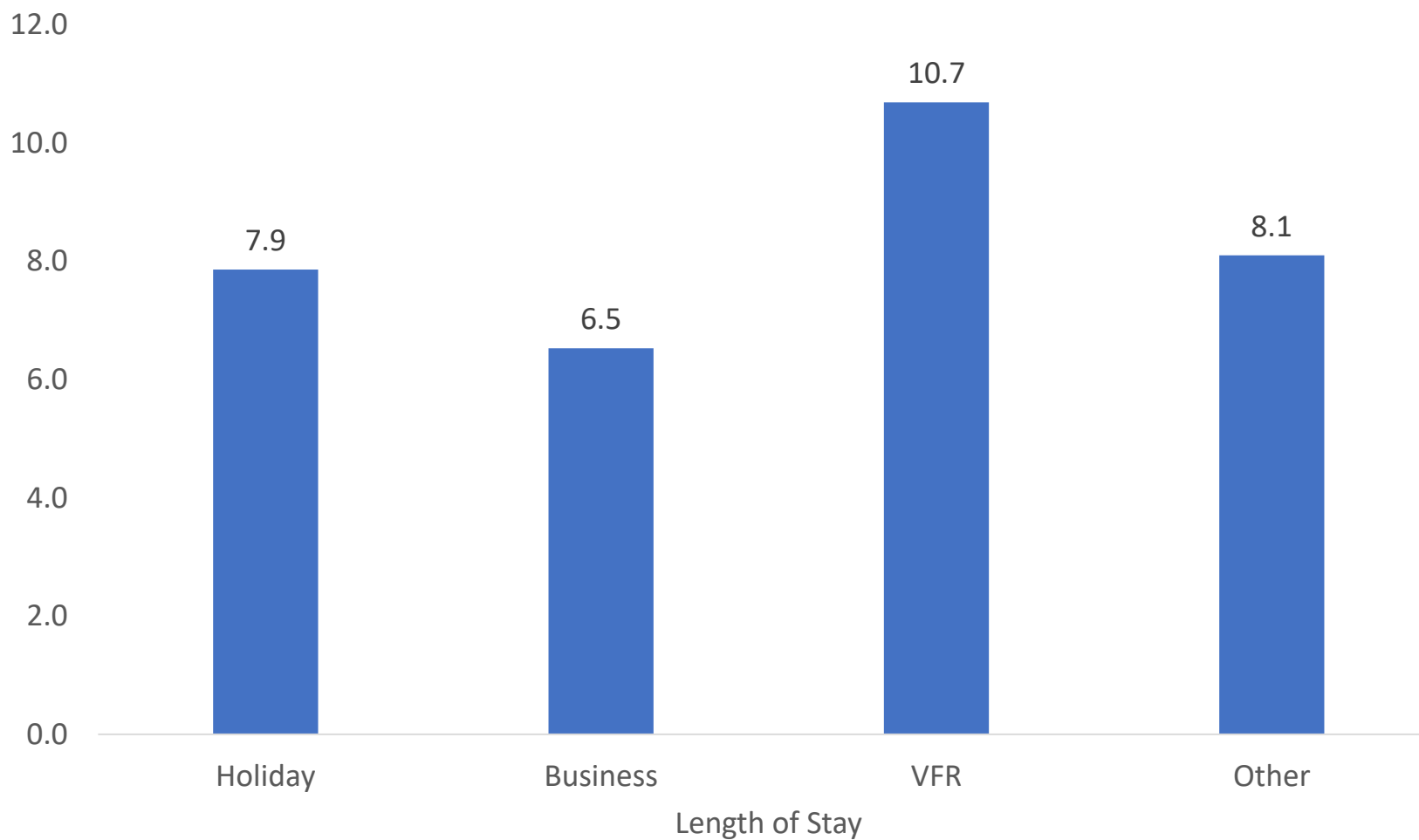
– Purpose of Travel

Category combined rules

- Holiday = Holiday + Attending a wedding + Honeymoon + Special event Sporting + Special event Cultural
- Business = Business or conference + Employment
- VFR = VFR + Family faalavelave
- Other = Volunteering + Education + Other

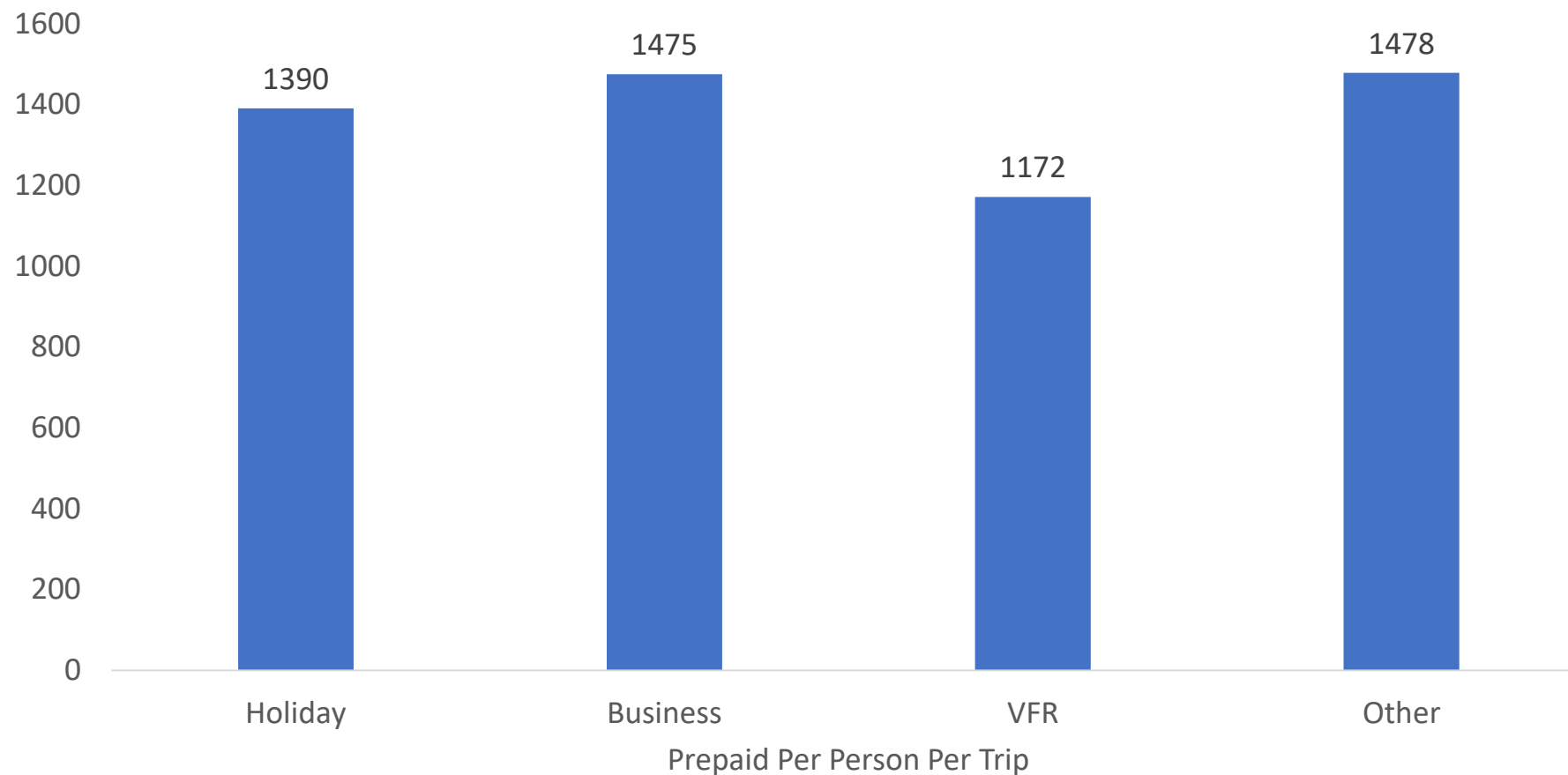
Length of Stay

Purpose of visit breakdown



Prepaid Per Person Per Trip (NZD)

Purpose of visit breakdown



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

Purpose of visit breakdown

Purpose of travel	Holiday	Business	VFR	Other
Accommodation	53	91	21	48
Restaurants cafes & bars	42	47	15	24
Vehicle rental	17	21	13	12
Shopping	13	27	14	13
Tours/activities	10	8	3	4
Groceries	9	17	16	22
Other	5	15	12	7
Petrol	5	7	6	6
Donations	3	6	11	8
Bus/taxi	3	6	1	4
Ferry	1	2	1	2
Internet/telecommunication	1	4	1	3
Total	163	250	116	151

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

Visit purpose breakdown

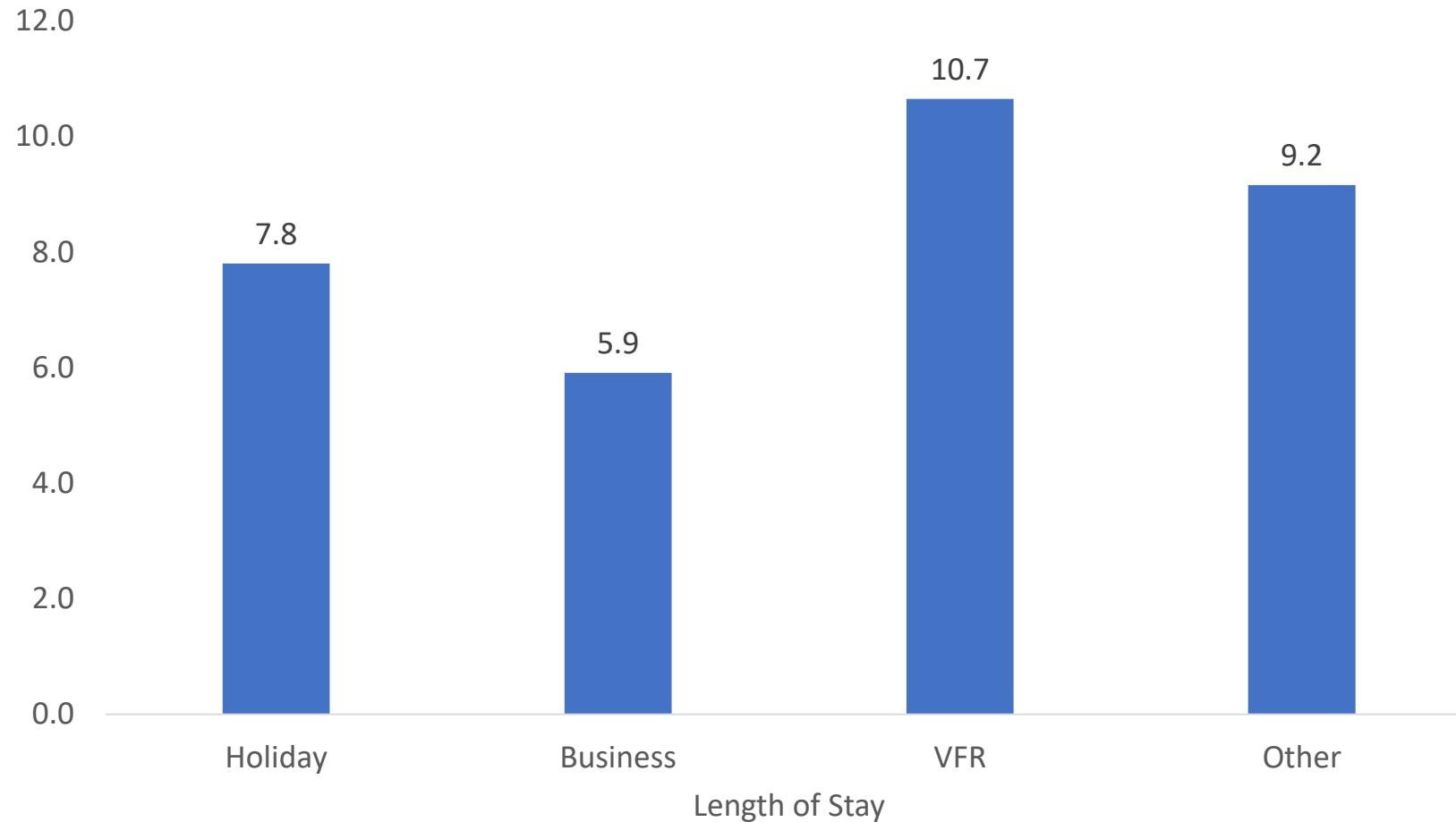
Purpose of visit	Holiday	Business	VFR	Other
55% pre-paid expenditure	175	223	108	180
In-country spend	163	250	116	151
Total spend (SAT\$)	338	473	224	331



Category Combined Analysis – New Zealand Market

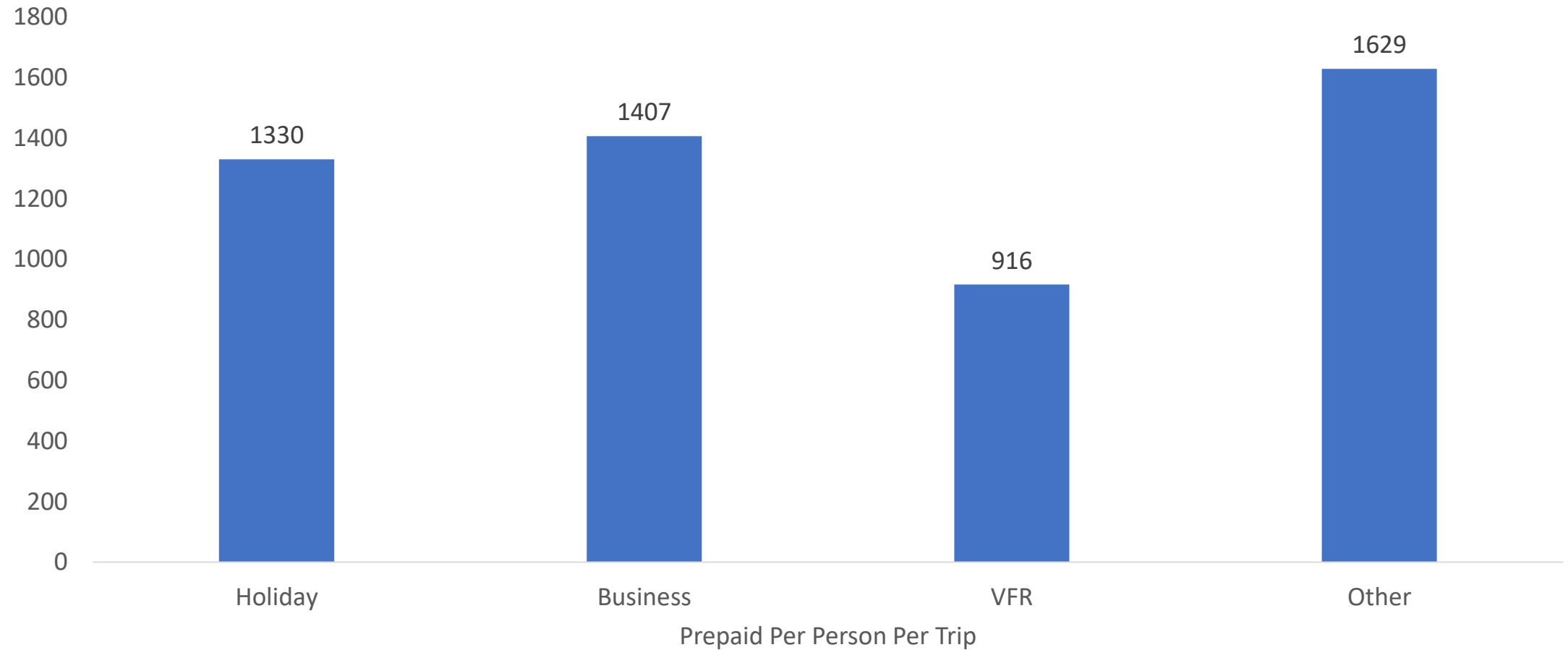
Length of Stay_New Zealand Market

Purpose of visit breakdown



Prepaid Per Person Per Trip (NZD)_New Zealand Market

Purpose of visit breakdown



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

Purpose of visit breakdown

New Zealand Market

Visit Purpose	Holiday	Business	VFR	Other
Accommodation	50	101	17	47
Restaurants cafes & bars	43	52	13	26
Vehicle rental	16	27	13	16
Shopping	12	14	10	12
Tours/activities	10	3	3	5
Groceries	8	13	15	17
Other	5	7	12	11
Petrol	4	10	5	6
Donations	3	7	8	13
Bus/taxi	2	5	1	1
Ferry	1	1	1	2
Internet/telecommunication	1	3	1	3
Total	155	243	99	159

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

Visit purpose breakdown

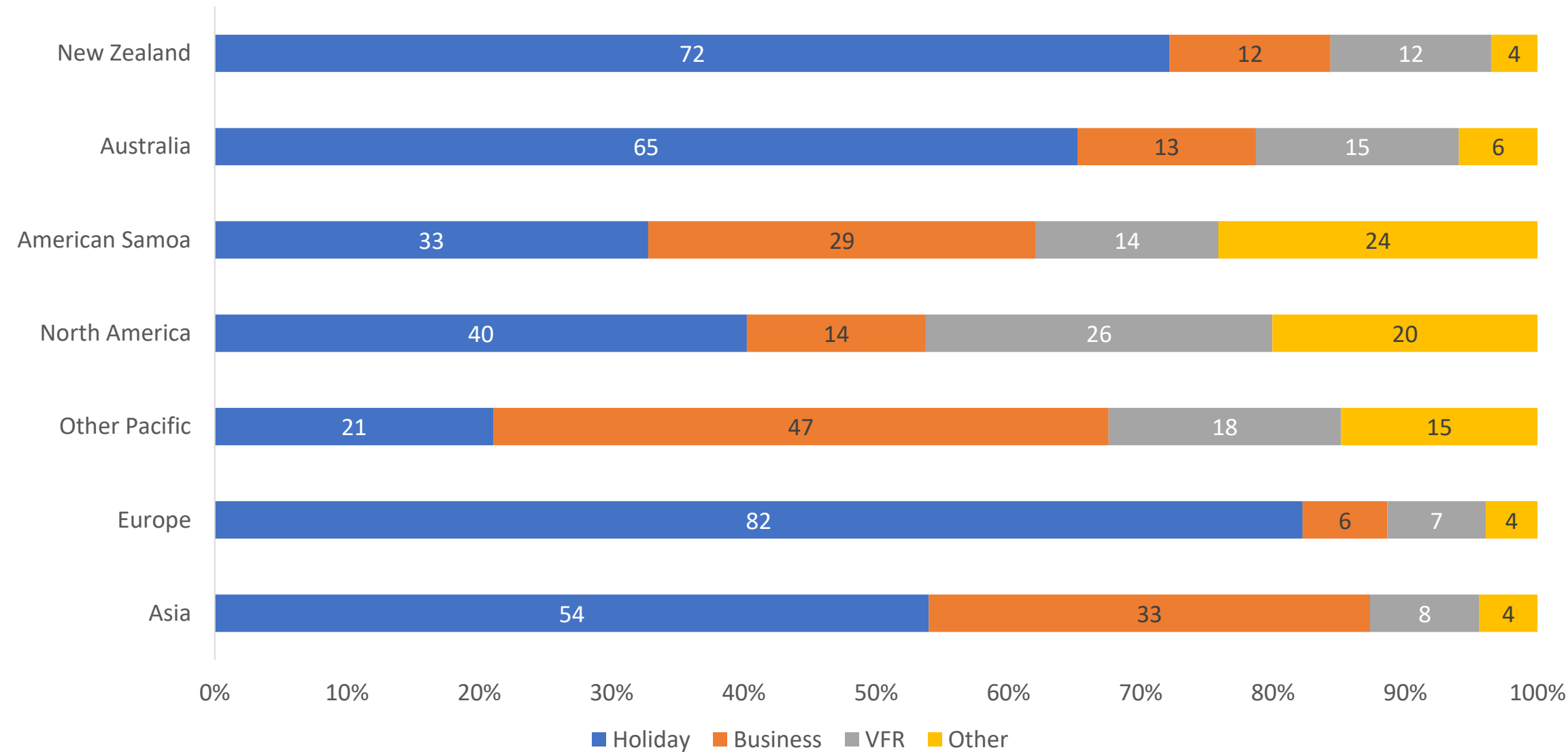
New Zealand Market

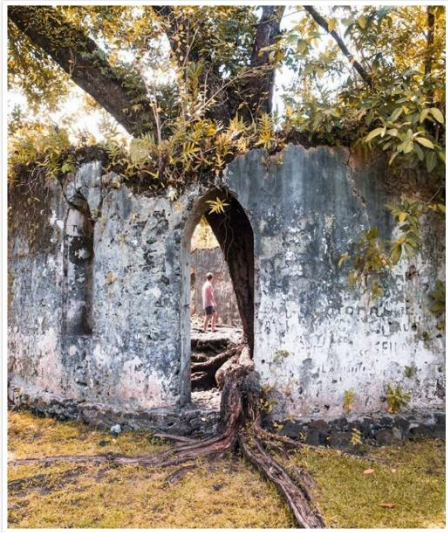
Purpose of visit	Holiday	Business	VFR	Other
55% pre-paid expenditure	168	235	85	176
In-country spend	155	243	99	159
Total spend (SAT\$)	323	478	184	335

The image features two horizontal bars. The top bar is blue and has a diagonal cut on its right side. The bottom bar is red and is positioned below the blue one, starting from the point where the blue bar is cut. The text 'Purpose of Visit – Market Breakdown' is written in white on the red bar.

Purpose of Visit – Market Breakdown

Purpose of Visit – Market Breakdown





Thank You!

Team Leader: Simon Milne

Email: simon.milne@aut.ac.nz

Web: <http://www.nztri.org/>

Key contributions: Jin Yi, Mindy Sun