

PNG INTERNATIONAL VISITOR SURVEY IVS INSIGHTS & COVID RESPONSES

June - December 2022

Background

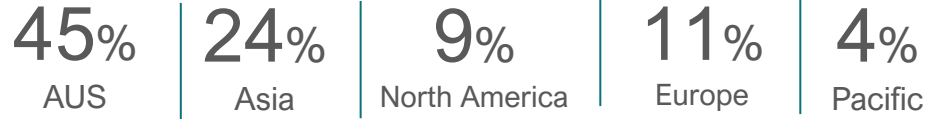
- IVS data from June to December 2022 is analysed to help us understand the visitor experience and gain insights into tourism recovery in Papua New Guinea after the border reopening.
- Report include key sections of visitor profile and characteristics, decision-making, spending, satisfaction as well as COVID responses.
- NB All analyses are weighted to arrival data (Jun–Dec) by sourcing market.
- All reports from the IVS are available at [Pacific Tourism Data Initiative Resource Page](#)

PNG INTERNATIONAL VISITOR SURVEY

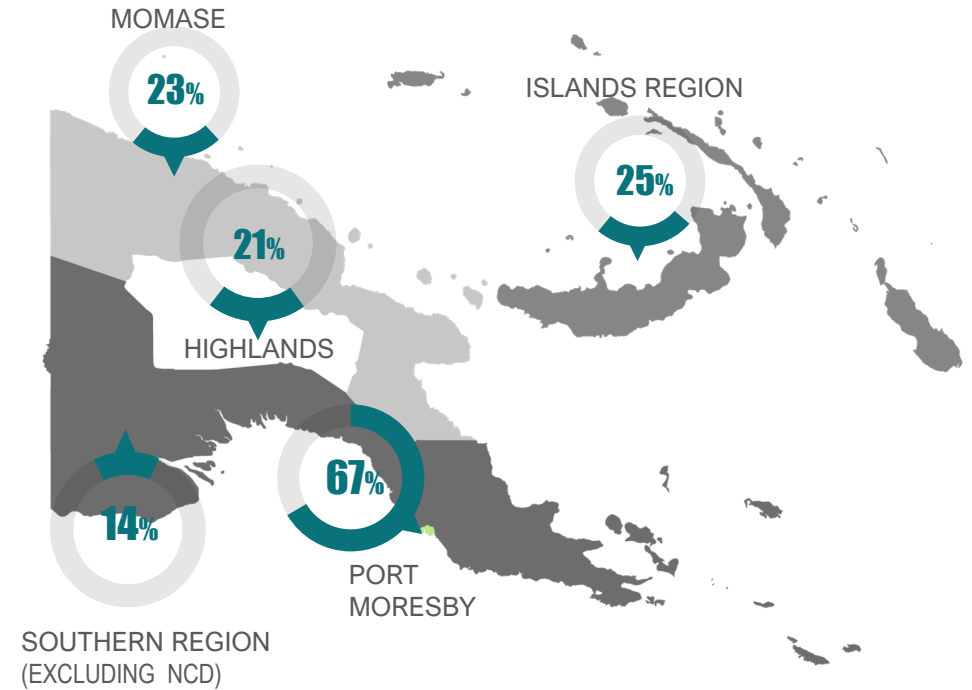
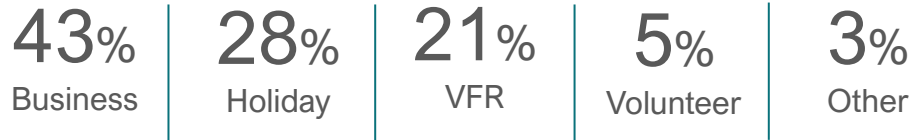
SUMMARY OF KEY FINDINGS JUN-DEC 2022



COUNTRY OF ORIGIN



PURPOSE OF VISIT



11%
70 years old or over



\$90,384
Avg. household income

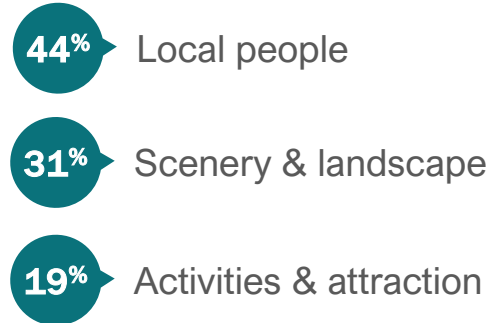


49%
1st time visitor

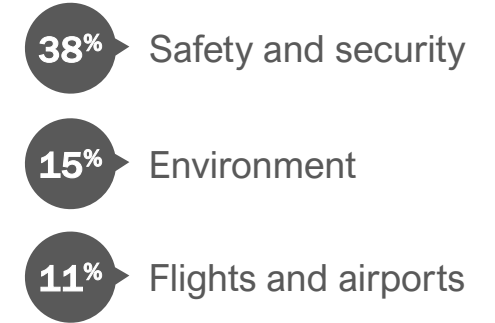


47%
Solo traveller

MOST APPEALING



LEAST APPEALING



TOTAL ECONOMIC IMPACT

USD 62 MILLION

FROM 24,477 VISITORS



PREPAID EXPENDITURE

\$2,477

Prepaid per trip



IN-COUNTRY SPEND

\$76

In-country spend per day

65%

Flowing into local economy rate



X **11.9** nights
Average length of stay

\$1,610

Prepaid per trip

\$907

In-country spend per trip



TOTAL EXPENDITURE

\$2,517 per visitor per trip

\$212 per visitor per day

Note: US dollars



MOST PARTICIPATED ACTIVITIES



66%
Local Market



57%
Sightseeing



54%
Visiting villages



52%
Visiting beach



SATISFACTION



3.9/5

Overall, visitors are very satisfied.



91%

Visitors are willing to return.



84%

Visitors are willing to recommend.

Report Structure



Visitor Profile



Visitor
Characteristics
& Preferences



Information &
Decision Making



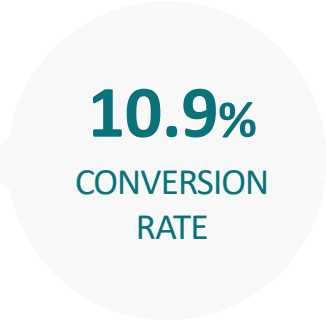
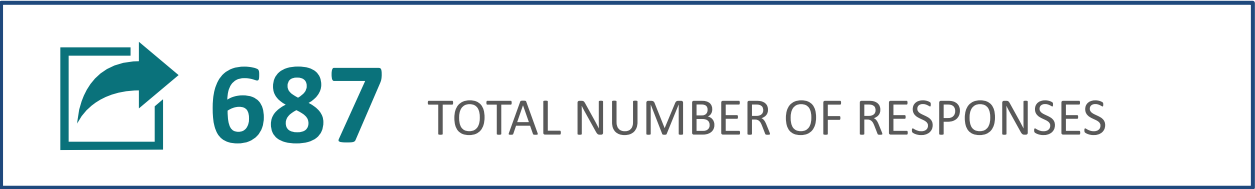
Visitor Spending
and Impact



Visitor
Satisfaction

Respondents (June-December 2022)

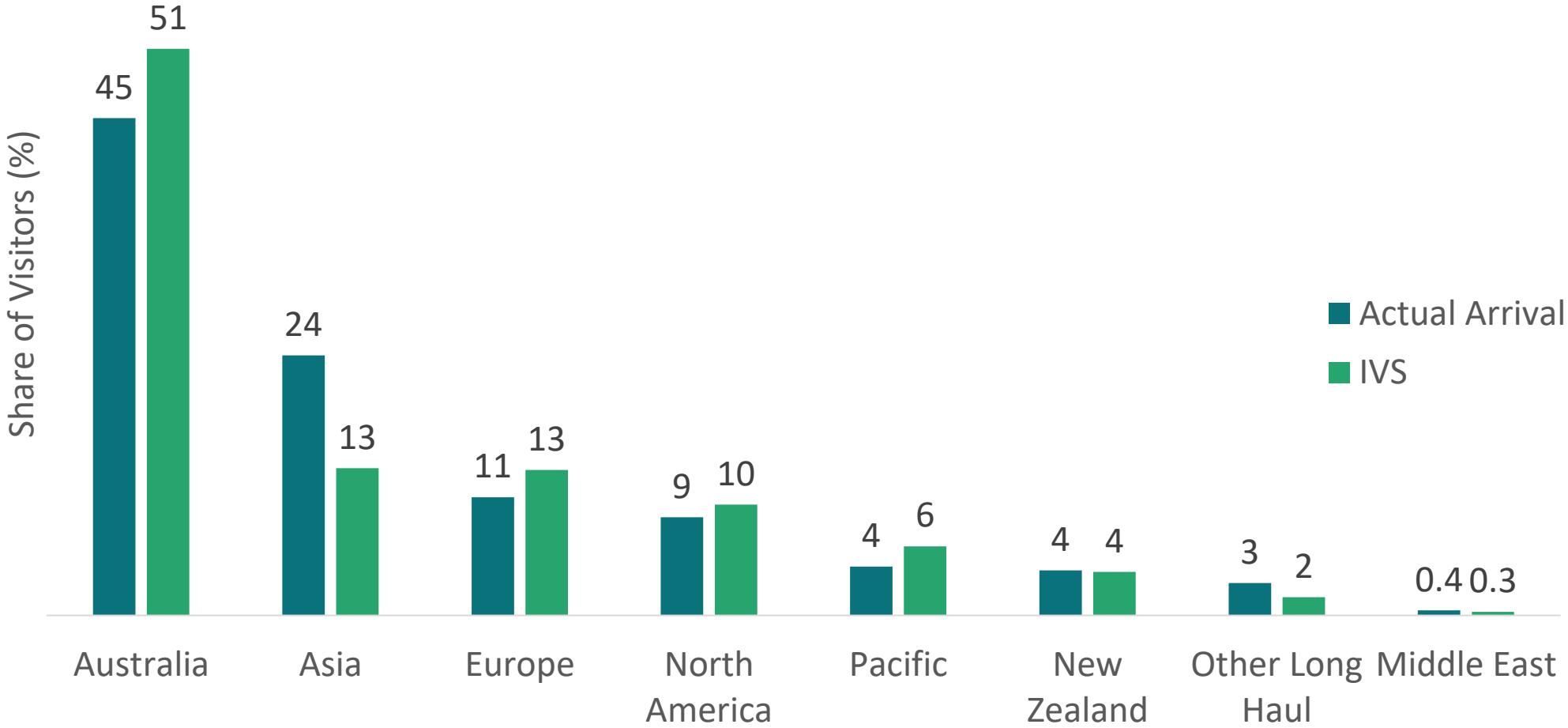
RESPONSES RATE



RESPONSES COVER

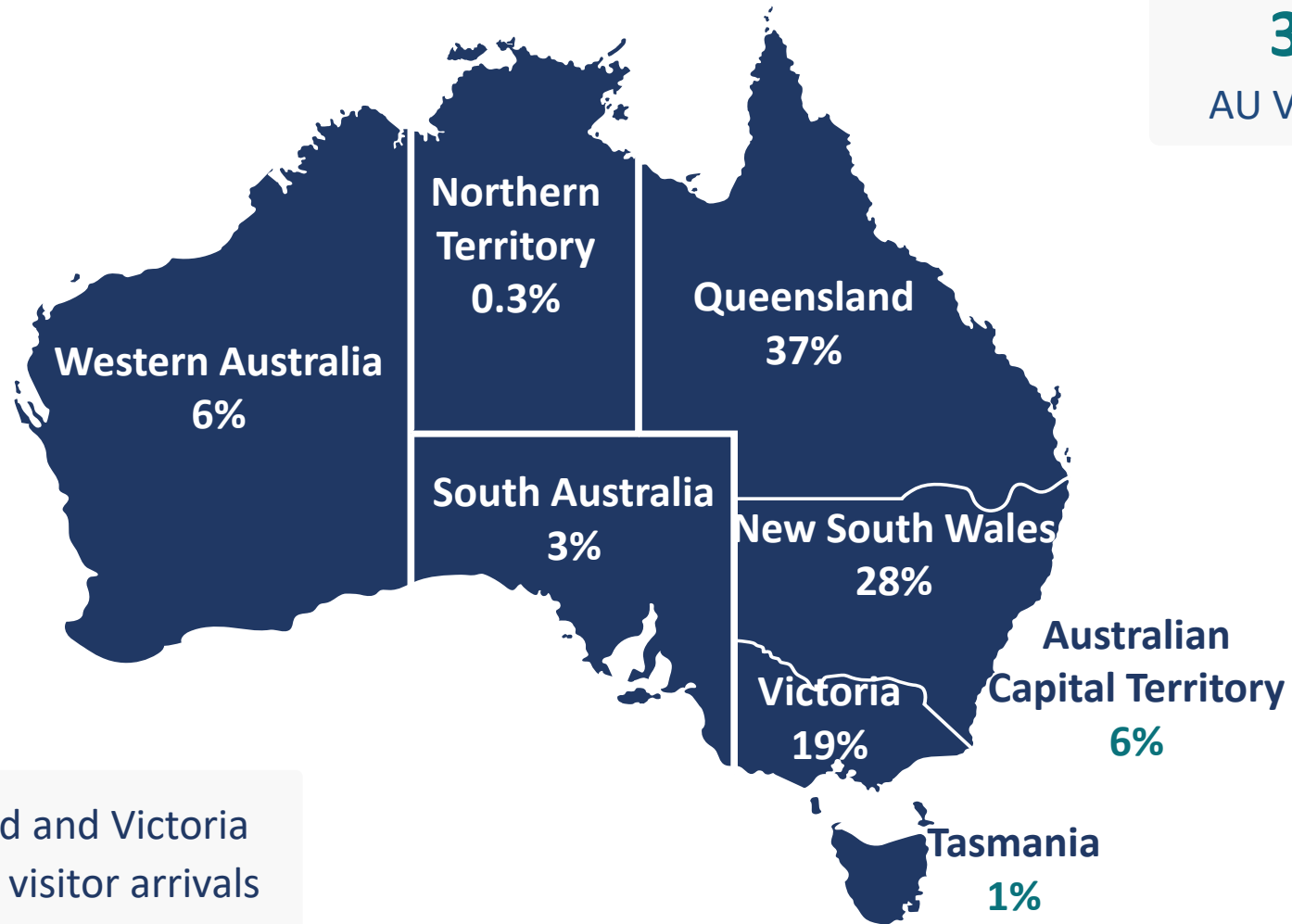


Country of Origin: IVS Respondents vs. Actual Arrival



Australian Respondents - IVS Respondent Data

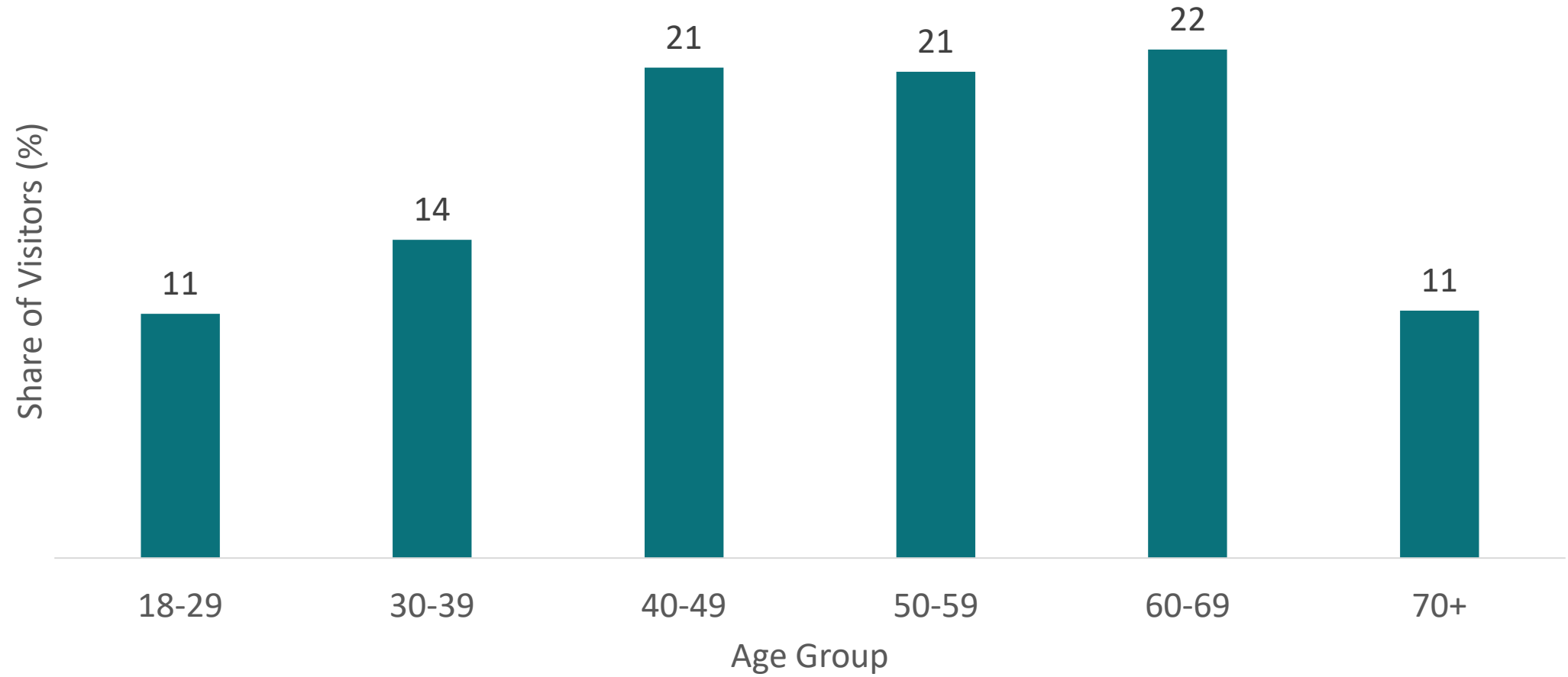
TOTAL
312
AU VISITORS



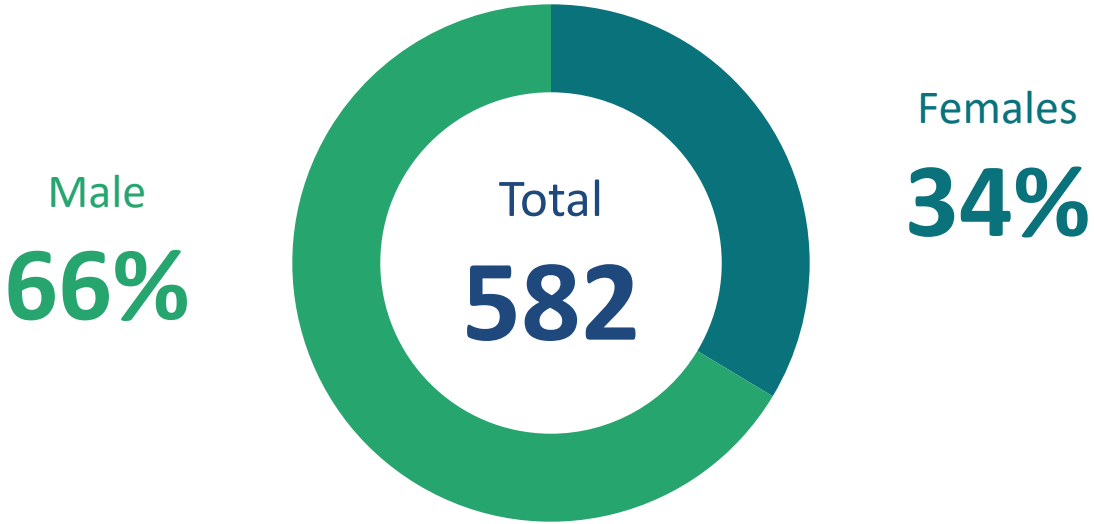
New South Wales, Queensland and Victoria make up **84%** of all Australian visitor arrivals

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

Age Group

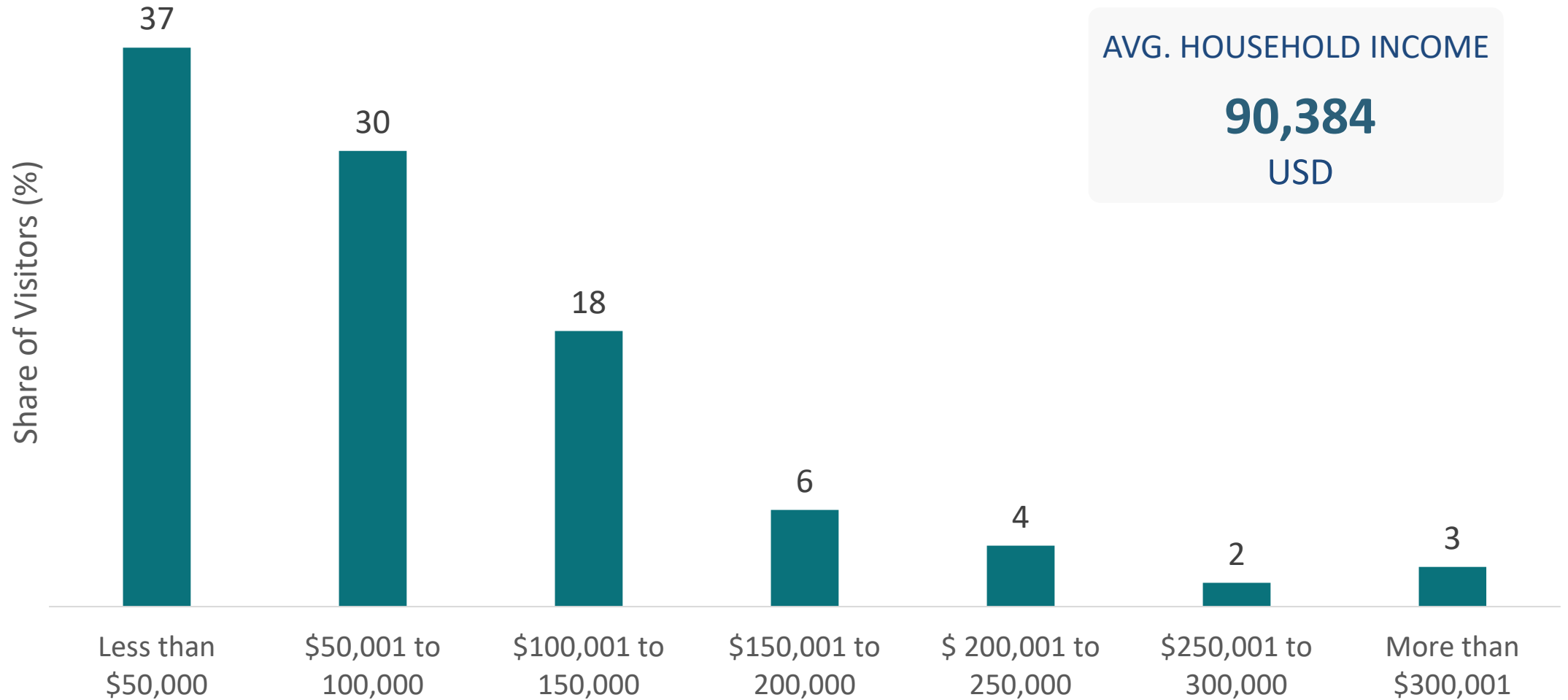


Gender Group



Note: Total number of valid responses for gender is 582, 26 responses were removed due to missing values.

Annual Household Income



Note: Percentage figures are rounded

Report Structure



Methodology
& Visitor Profile



Visitor
Characteristics
& Preferences



Information &
Decision Making

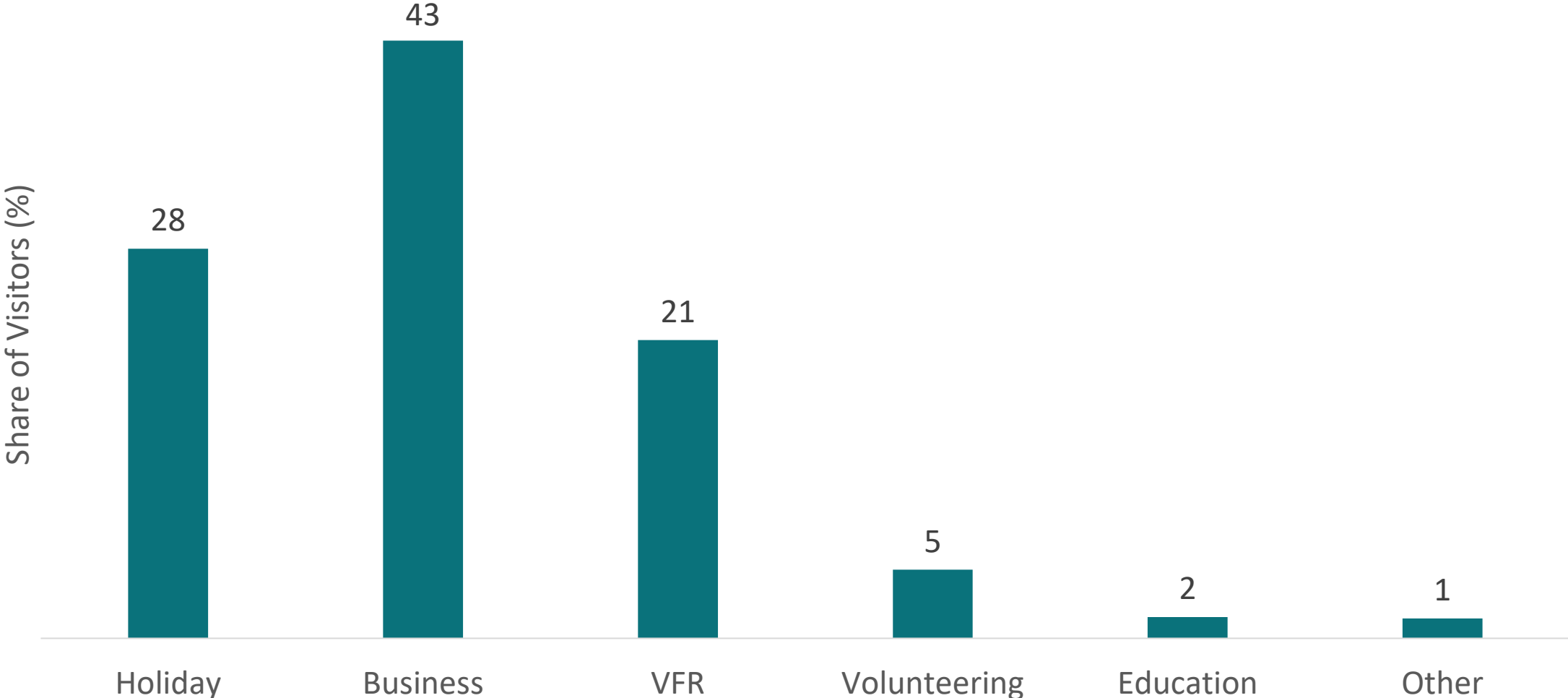


Visitor Spending
and Impact

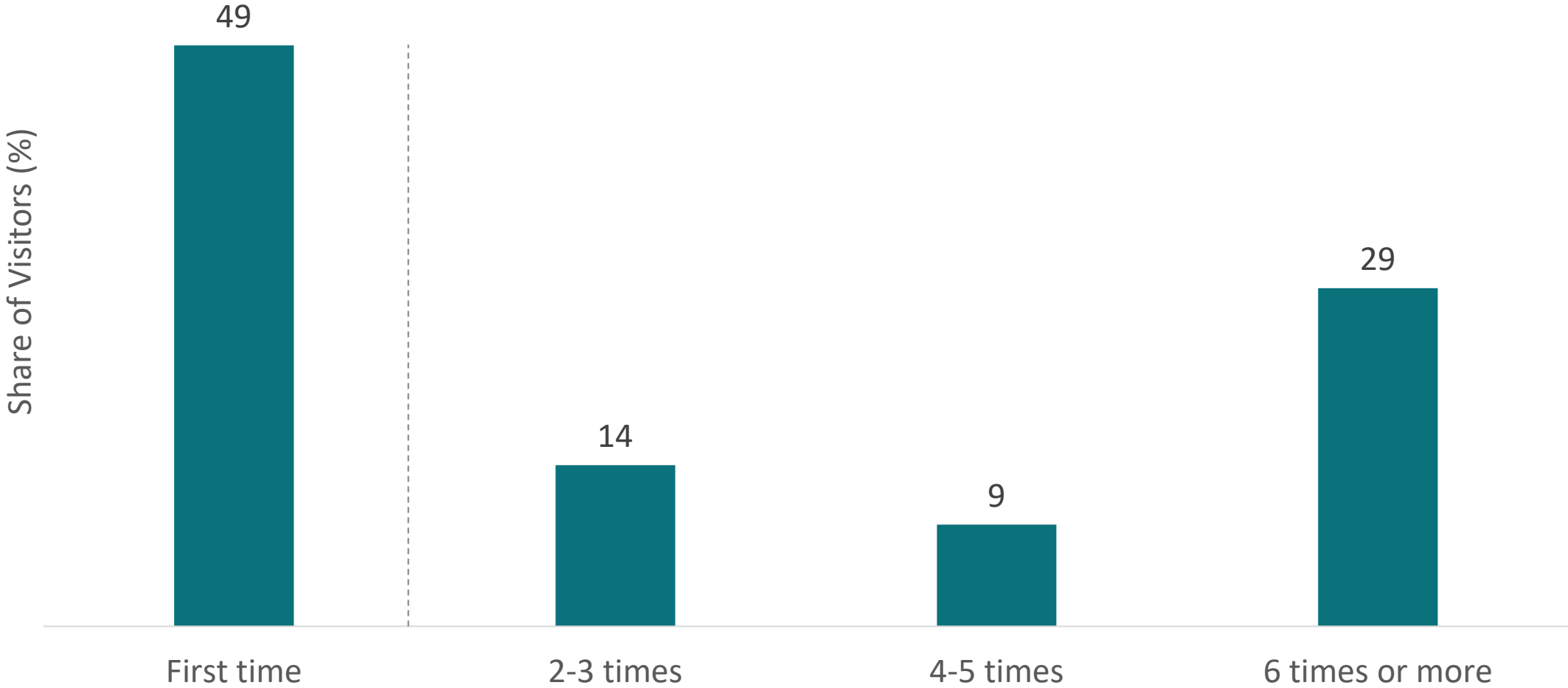


Visitor
Satisfaction

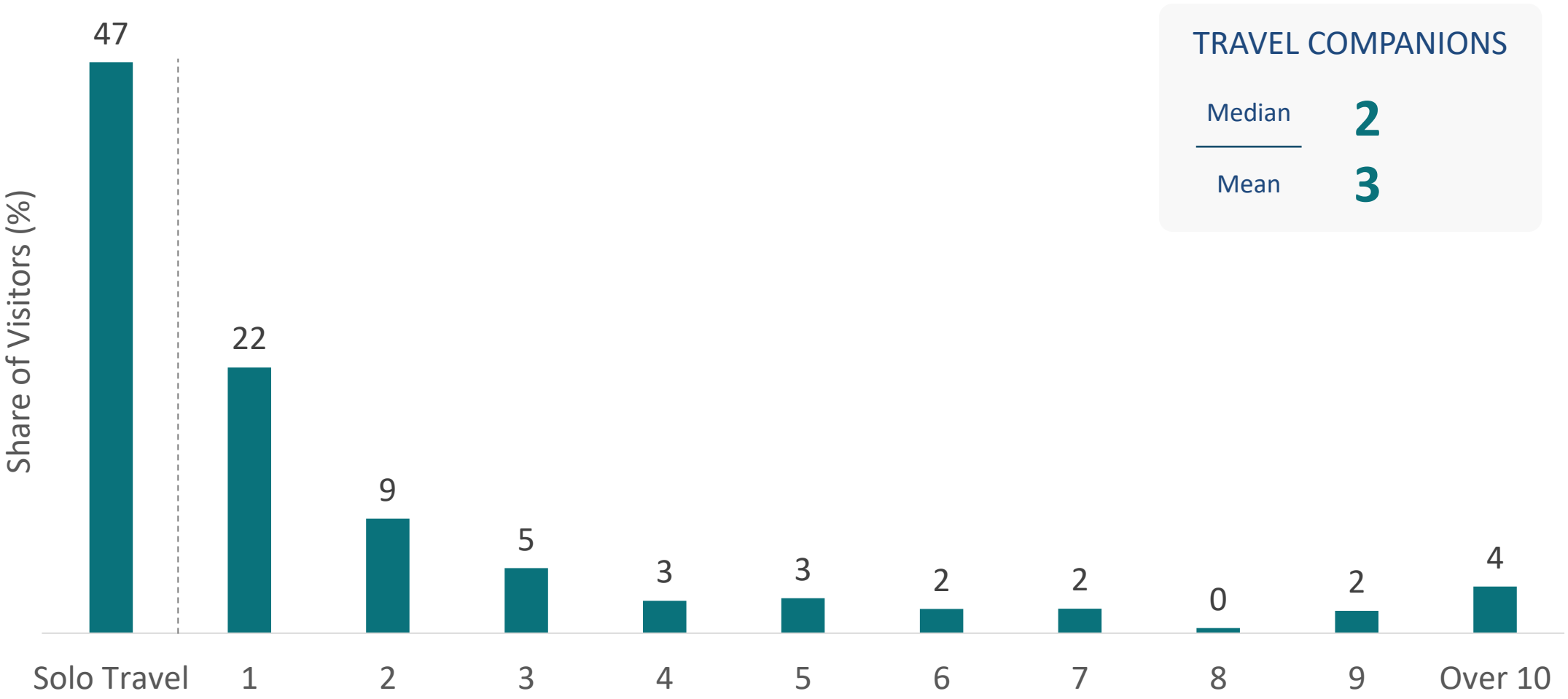
Purpose of Visit



Previous Visits



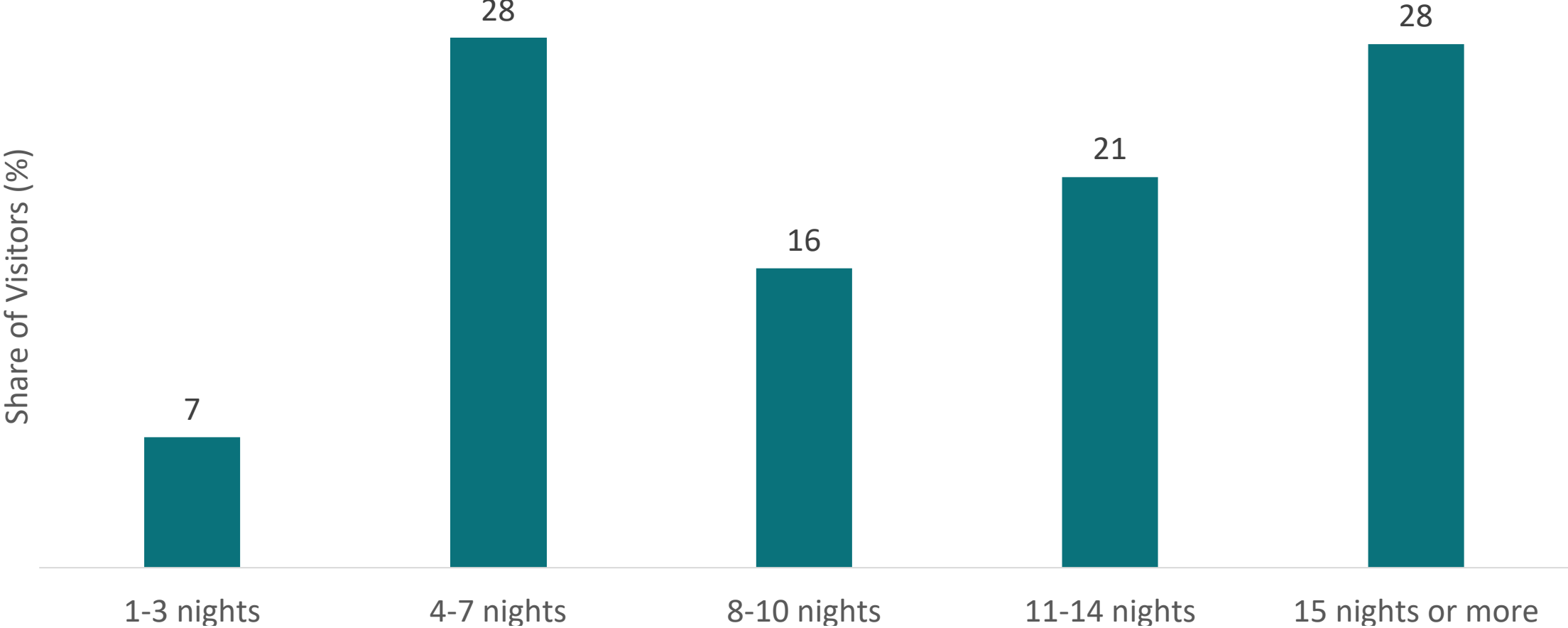
Travel Group Size



Note: Percentage figures are rounded

Length of Stay

AVG. LENGTH OF STAY
11.9
NIGHTS



Note: 30 and 30+ days as outliers were removed for length of stay analysis

Airlines Used for Travel



71%



3%



28%



2%

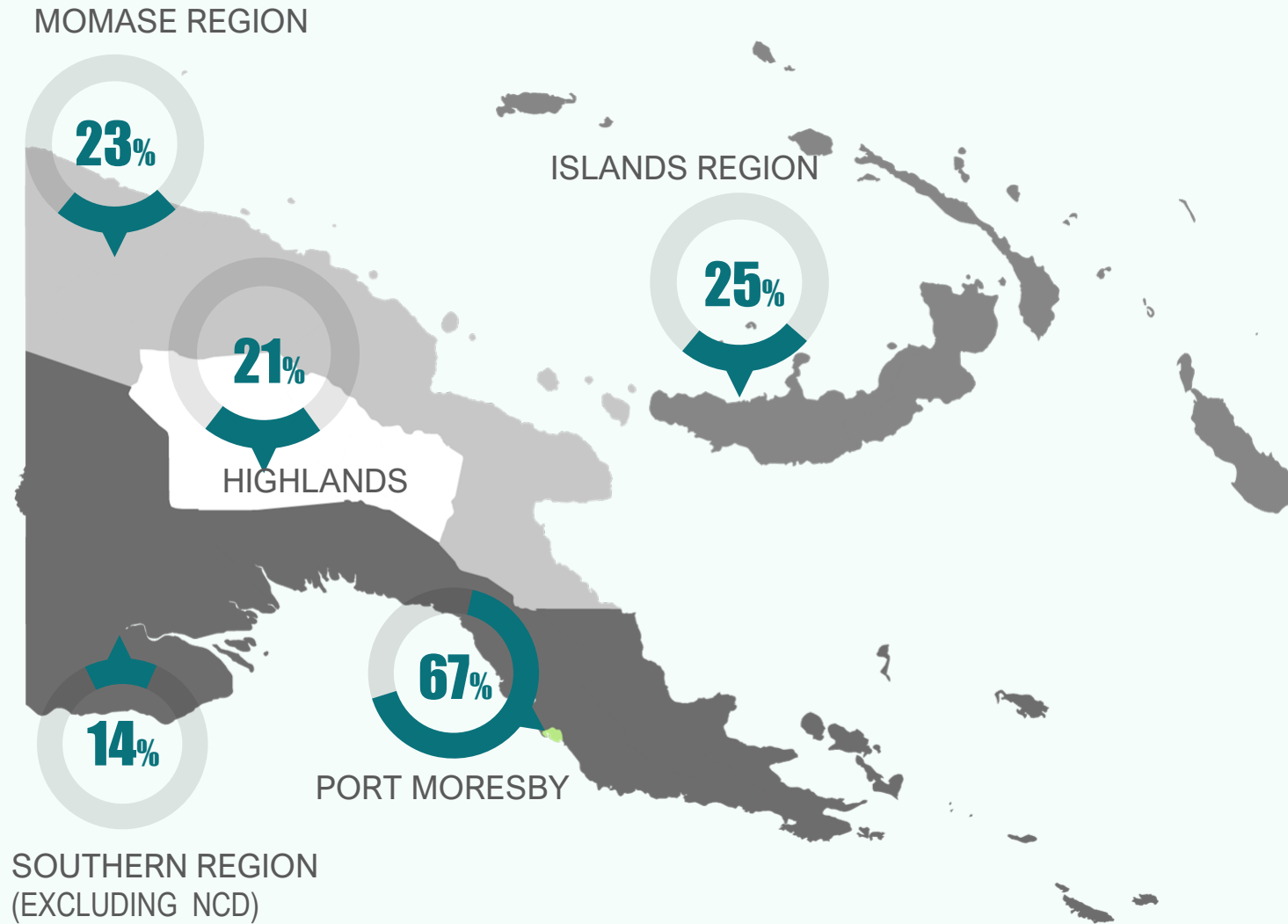


7%

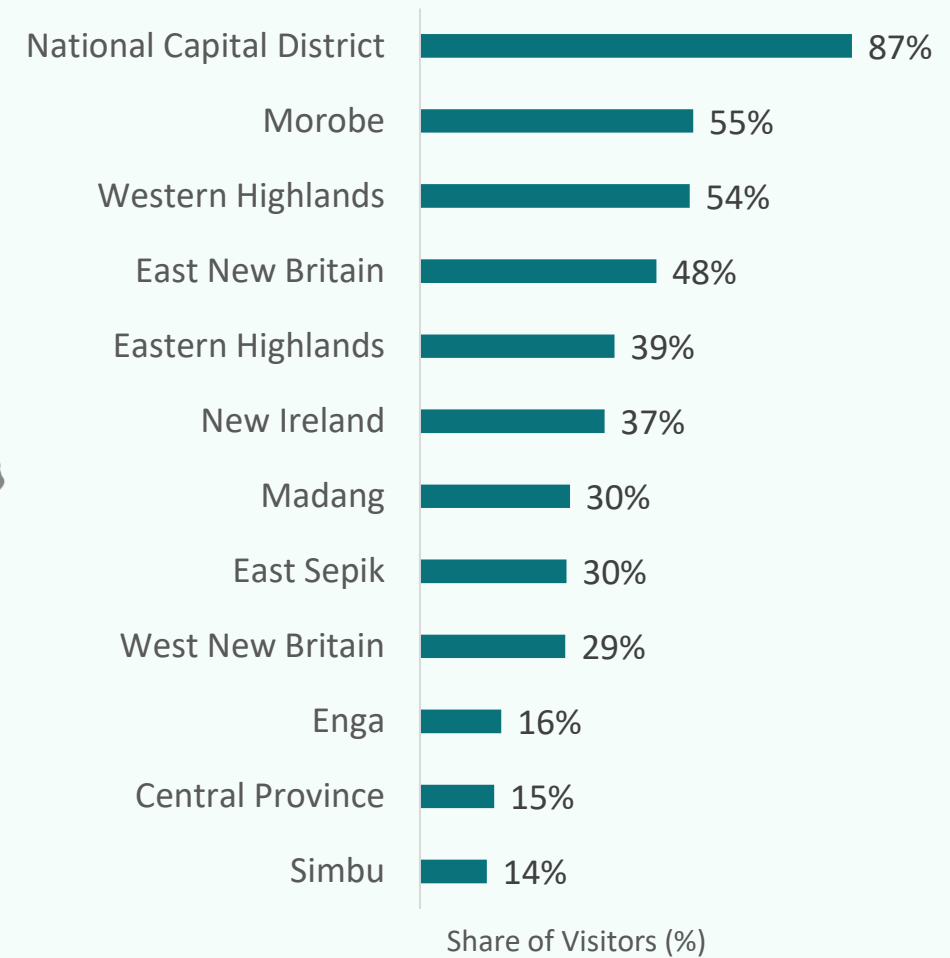
Others
(Singapore Airlines,
Qatar Airlines, etc)

4%

Islands Visited



Islands Visited Top 12

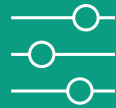


Note: Multiple responses, therefore total does not add up to 100%

Report Structure



Methodology
& Visitor Profile



Visitor
Characteristics
& Preferences



Information &
Decision Making



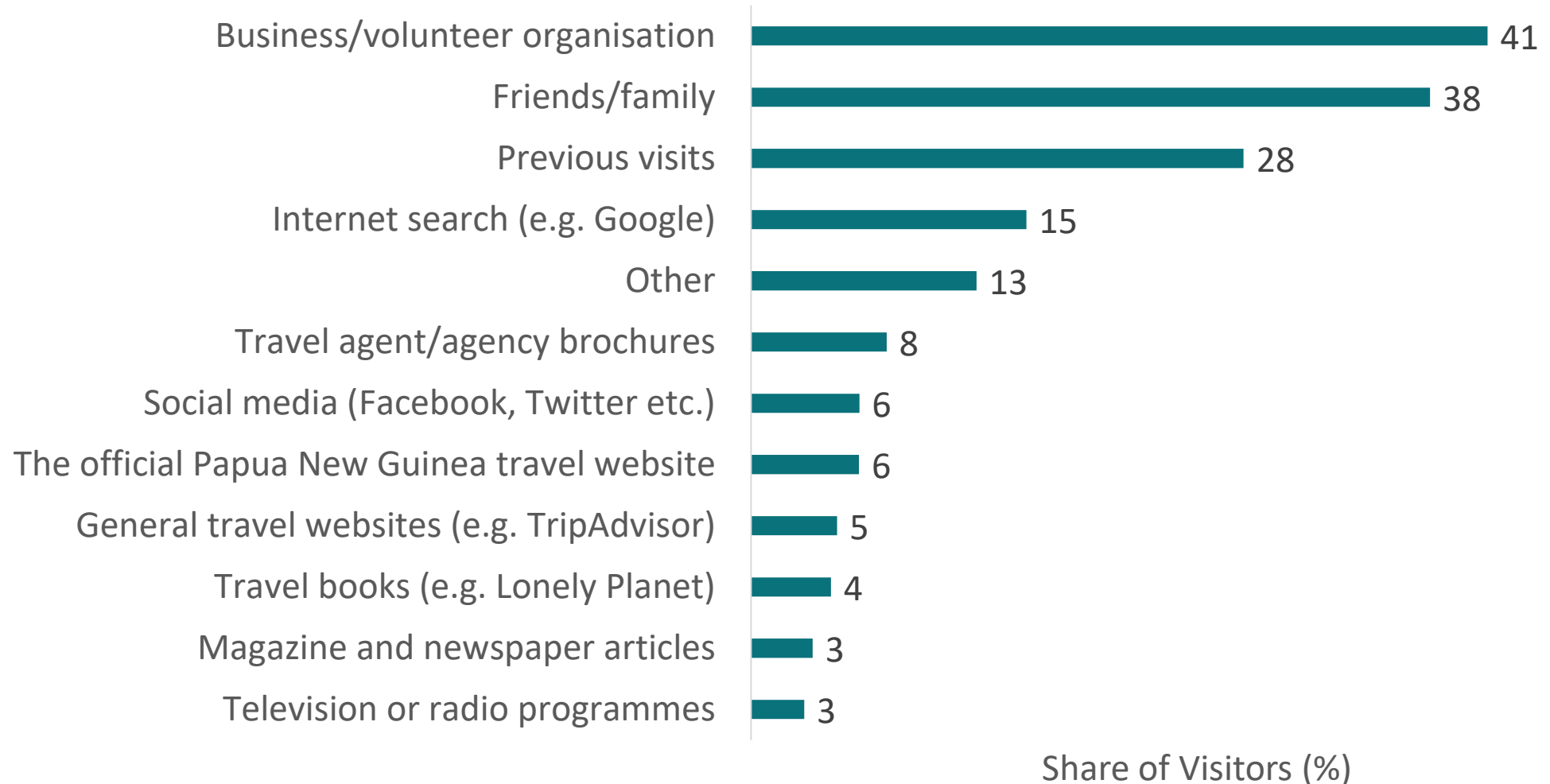
Visitor Spending
and Impact



Visitor
Satisfaction

Information Source

Q How did you find out about PNG as a destination?

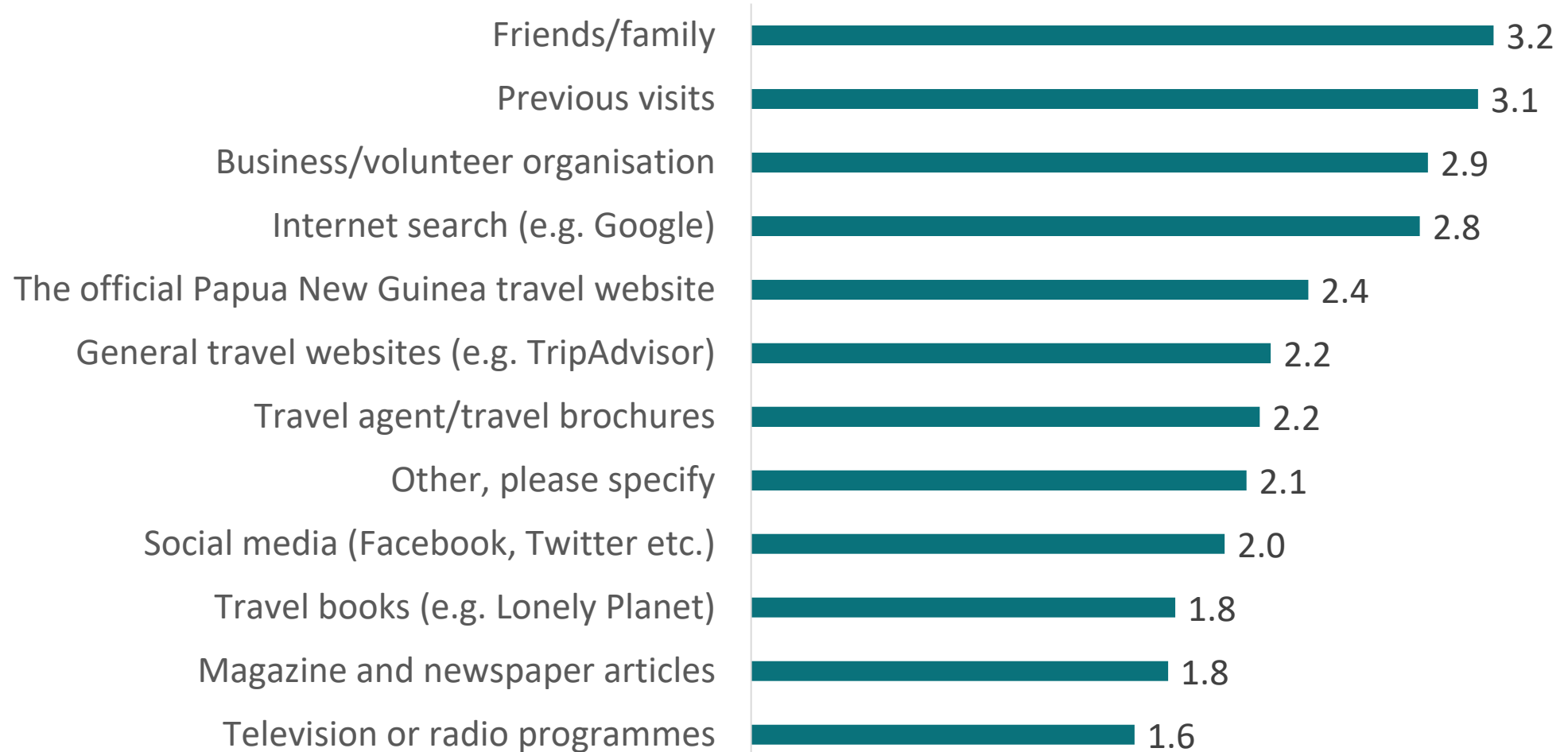


Note: Multiple responses, therefore total does not add up to 100%

Information Source-Importance

Q

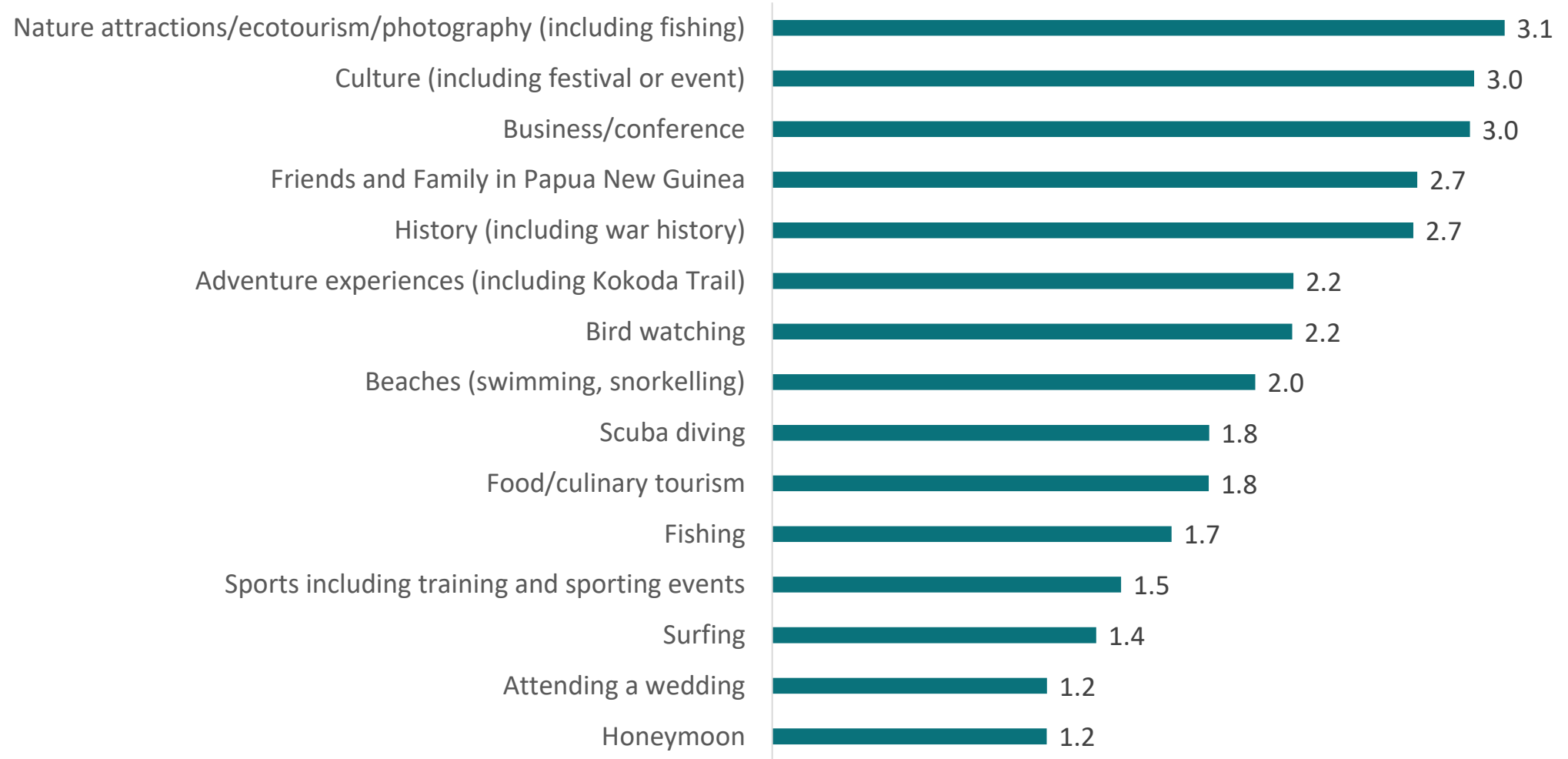
How important were the information source when planning your trip?



Mean: 1=Not at all important to 5=Extremely important

Influential Factors

Q Influential factors in travel to PNG



Mean: 1=No influence to 5=Primary reason to visit

Methods of Purchasing

Q How did you purchase your travel?



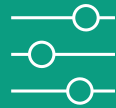
Share of Visitors (%)

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

Report Structure



Methodology
& Visitor Profile



Visitor
Characteristics
& Preferences



Information &
Decision Making

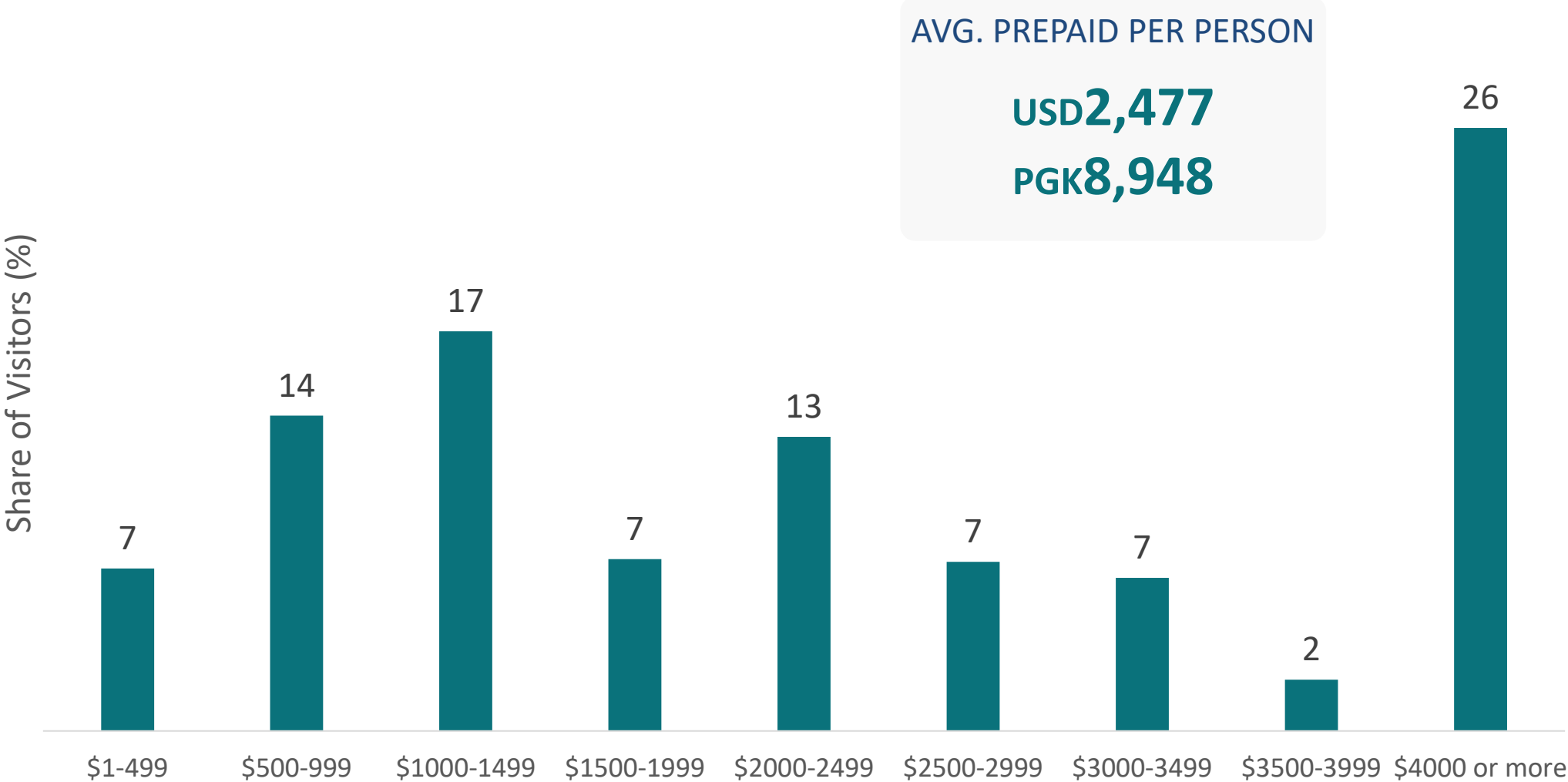


Visitor Spending
and Impact



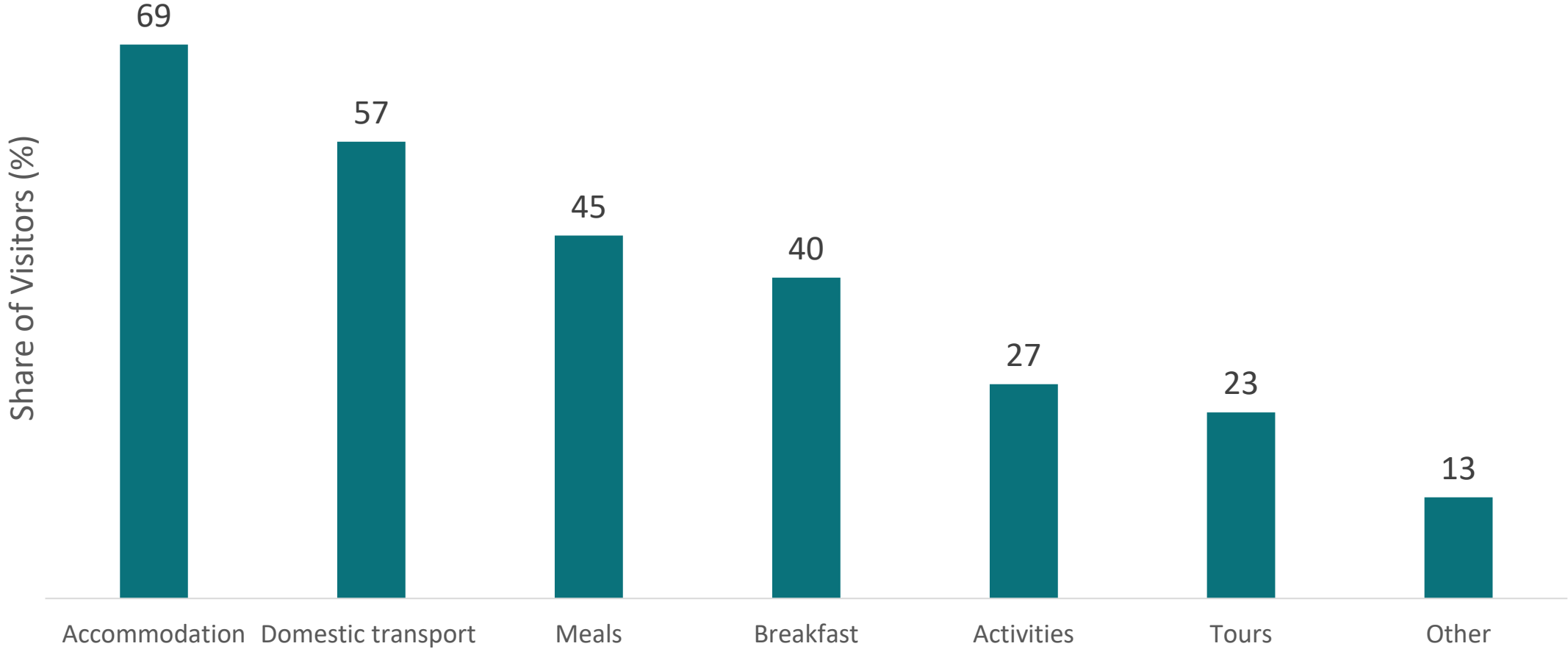
Visitor
Satisfaction

Prepaid Expenditure Per Person



Note: Percentage figures are rounded

Prepaid Items



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

In-country Spend Per Person Per Day

	Local Spend Per Person Per Day		
	<u>% of sector</u>	<u>USD</u>	<u>PGK</u>
Accommodation	38	29	105
Food & Beverage	20	15	55
Domestic Travel	11	8	30
Retail	10	8	28
Souvenir	5	4	14
Tour	5	4	14
Local Transport	4	3	10
Other	3	3	10
Internet & Service	3	2	9
TOTAL	100	76	275

Economic Impact – Per Person and Total

Average Spend Prior to arrival

Per Person Per Trip

Flowing into local economy rate – estimated 65%

Per Person Per Trip

Per Person per Day

Average Local Spend

Length of Study (nights) - mean 11.9 nights

Per Person Per Trip

Per Person per Day

Total Economic Impact-Per Trip

Total Economic Impact-Per Day

Visitor Expenditure Per Person & Total

USD

PGK

2,477

8,948

1,610

5,816

135

489

907

3,277

76

764

2,517

9,093

212

764

Report Structure



Methodology
& Visitor Profile



Visitor
Characteristics
& Preferences



Information &
Decision Making

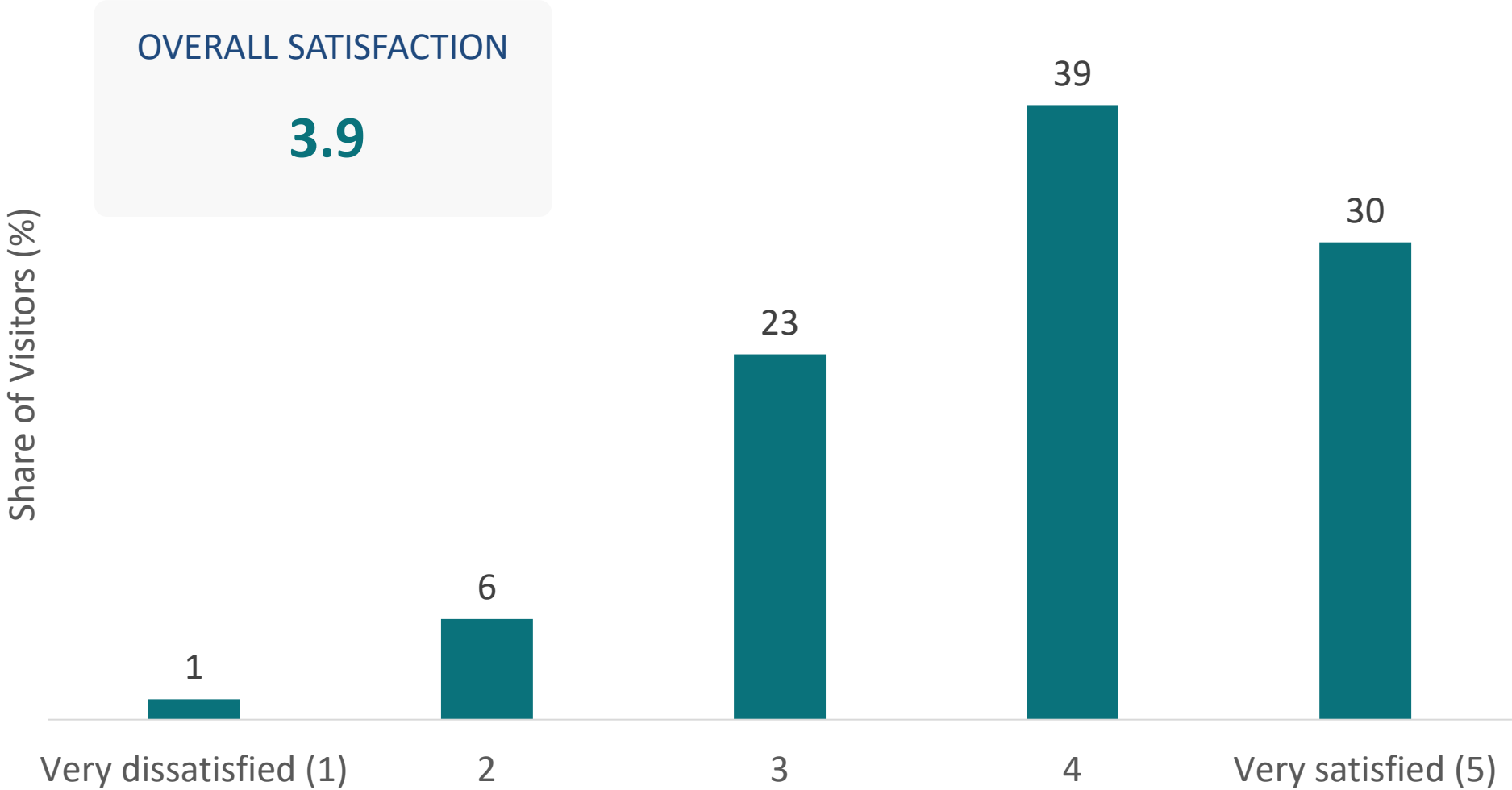


Visitor Spending
and Impact

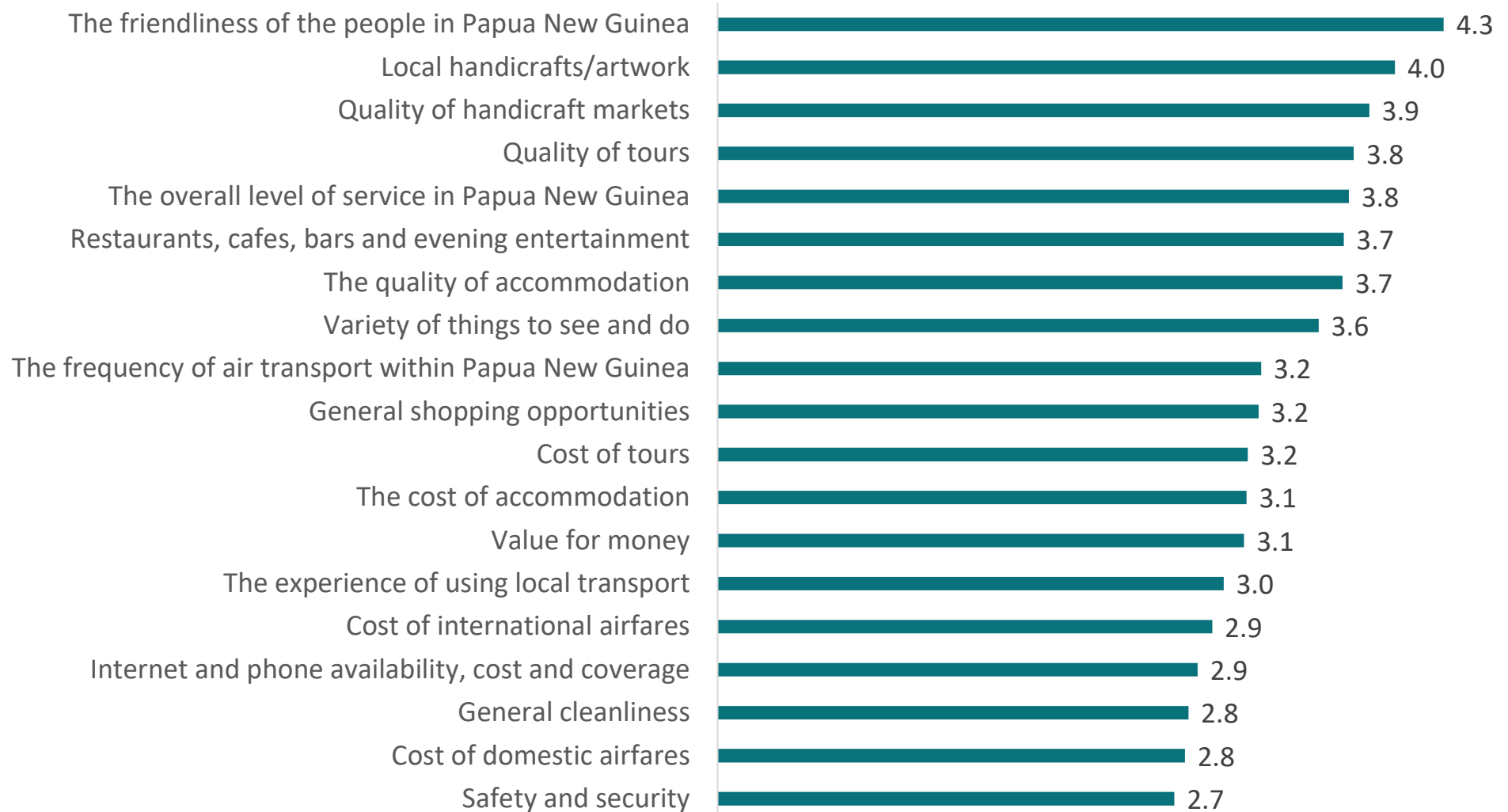


Visitor
Satisfaction

Visitor Satisfaction



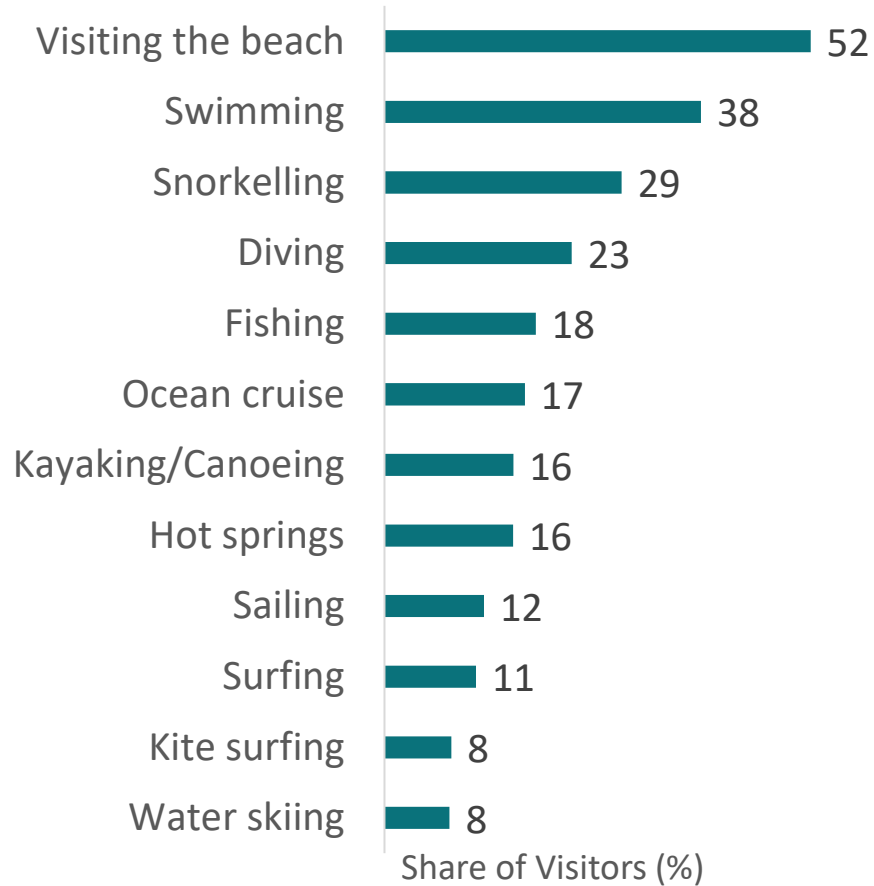
Satisfaction with Travel Experience



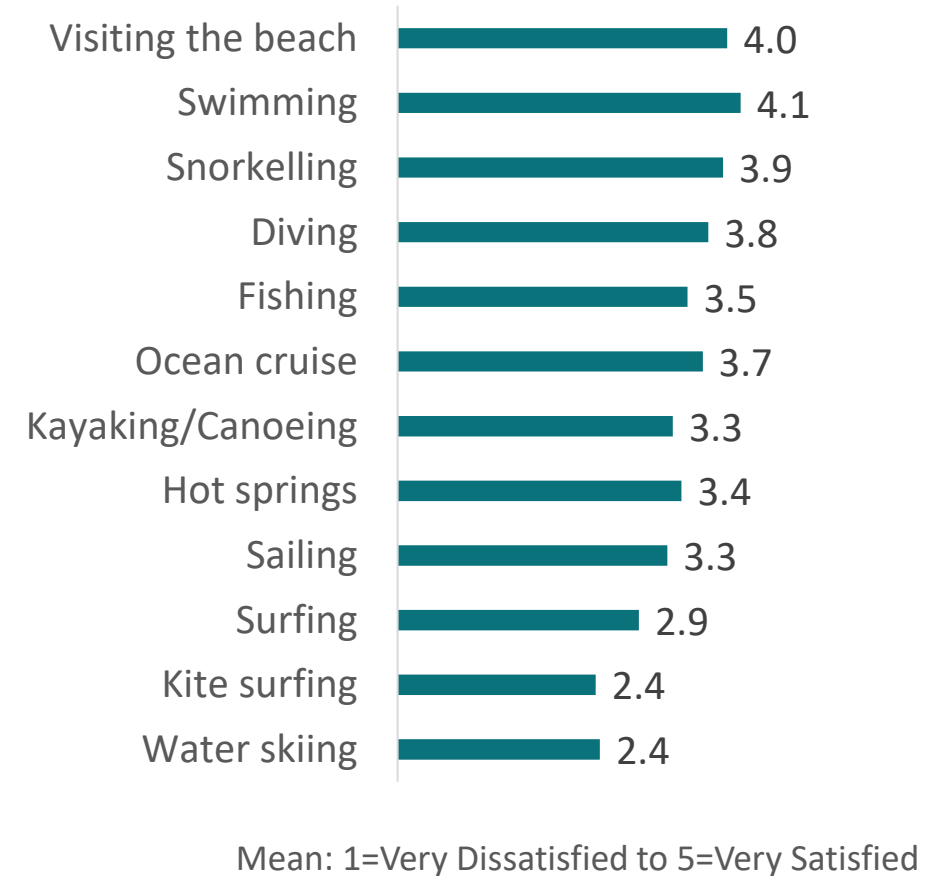
Satisfaction: 1=Very Dissatisfied to 5= Very Satisfied

Water-based Activities

Partickipation Rate

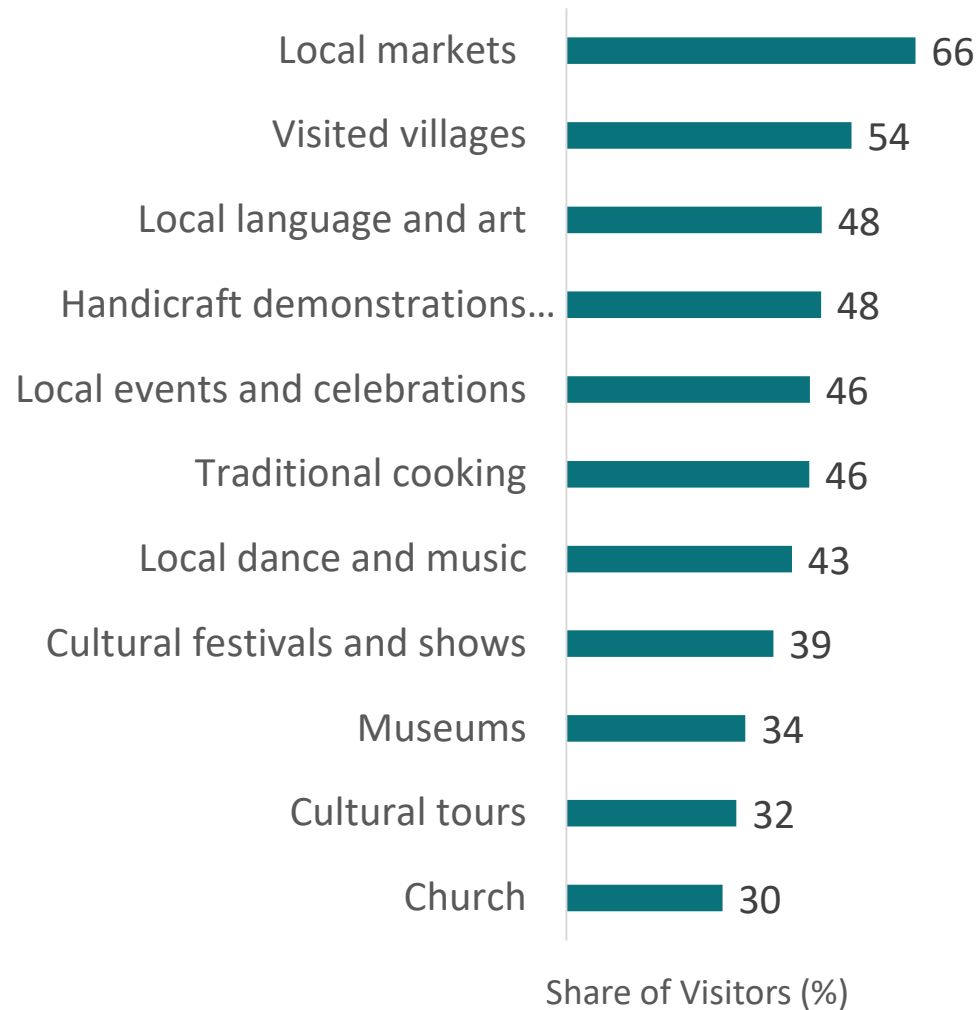


Satisfaction

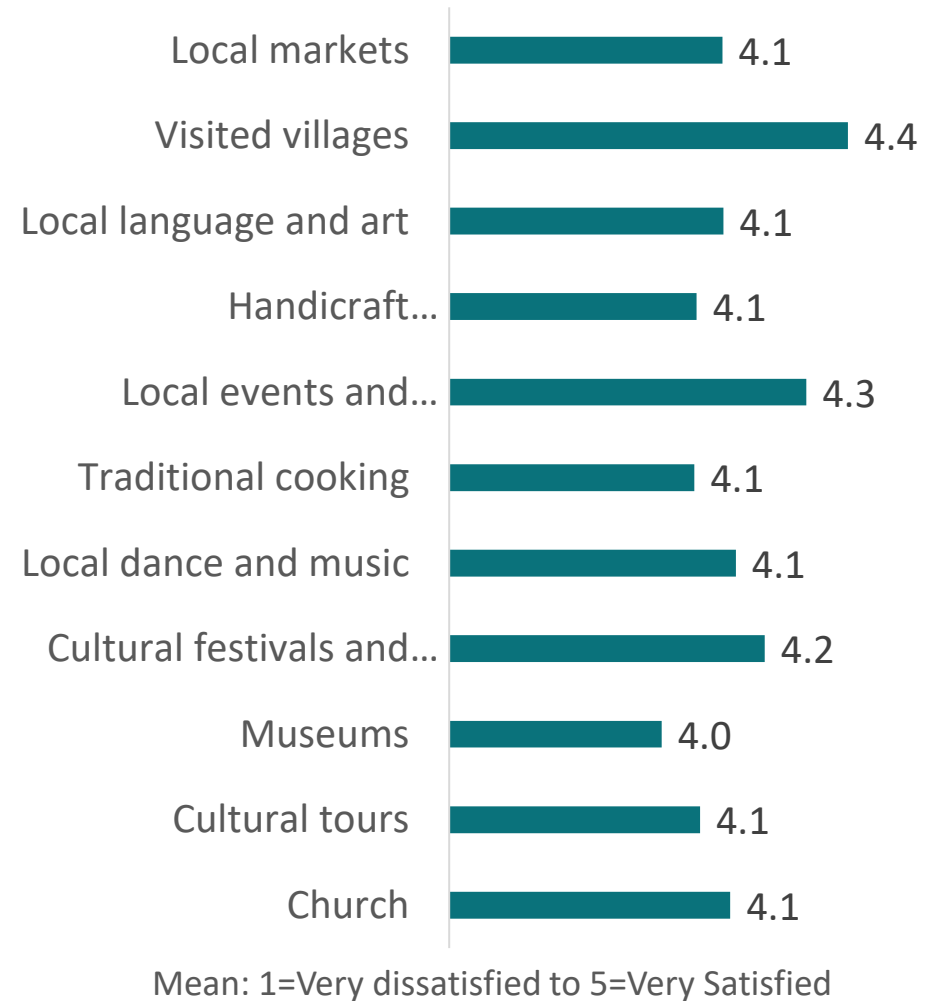


Cultural-Interactions

Participation Rate

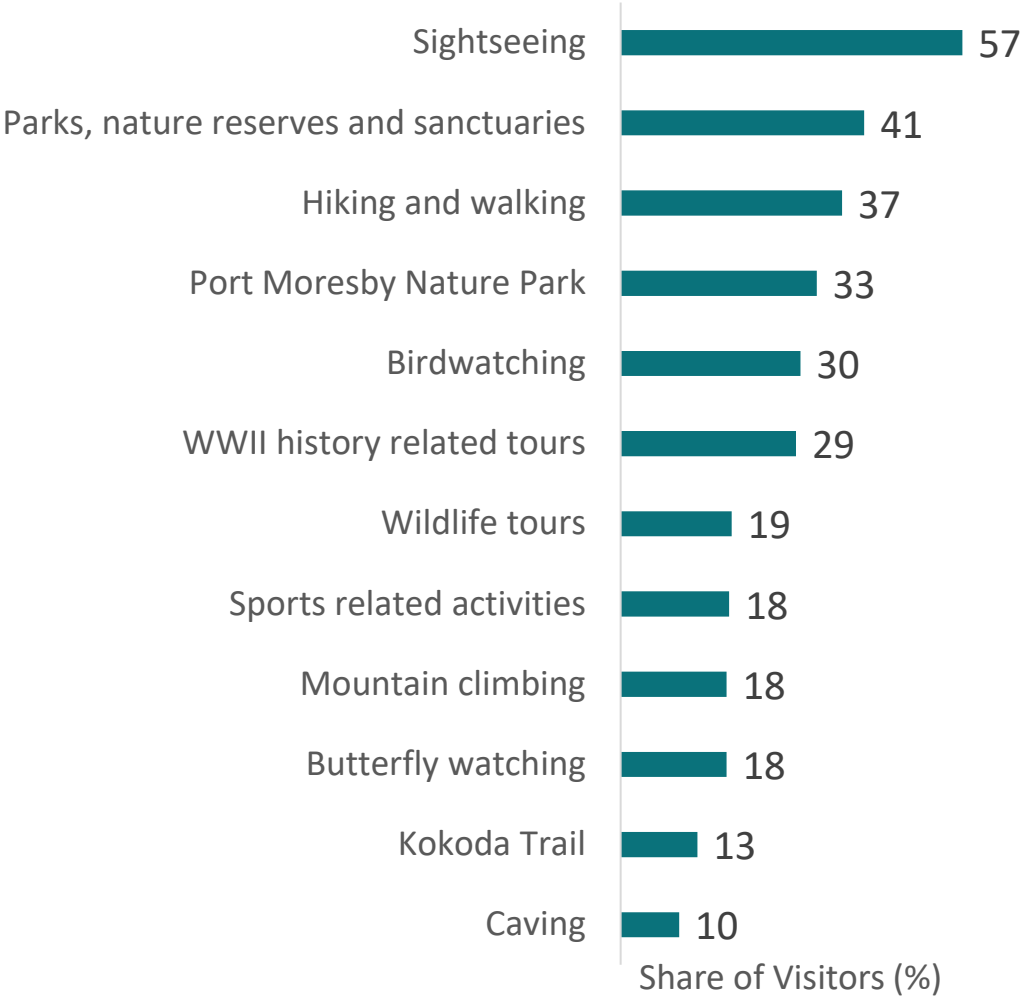


Satisfaction

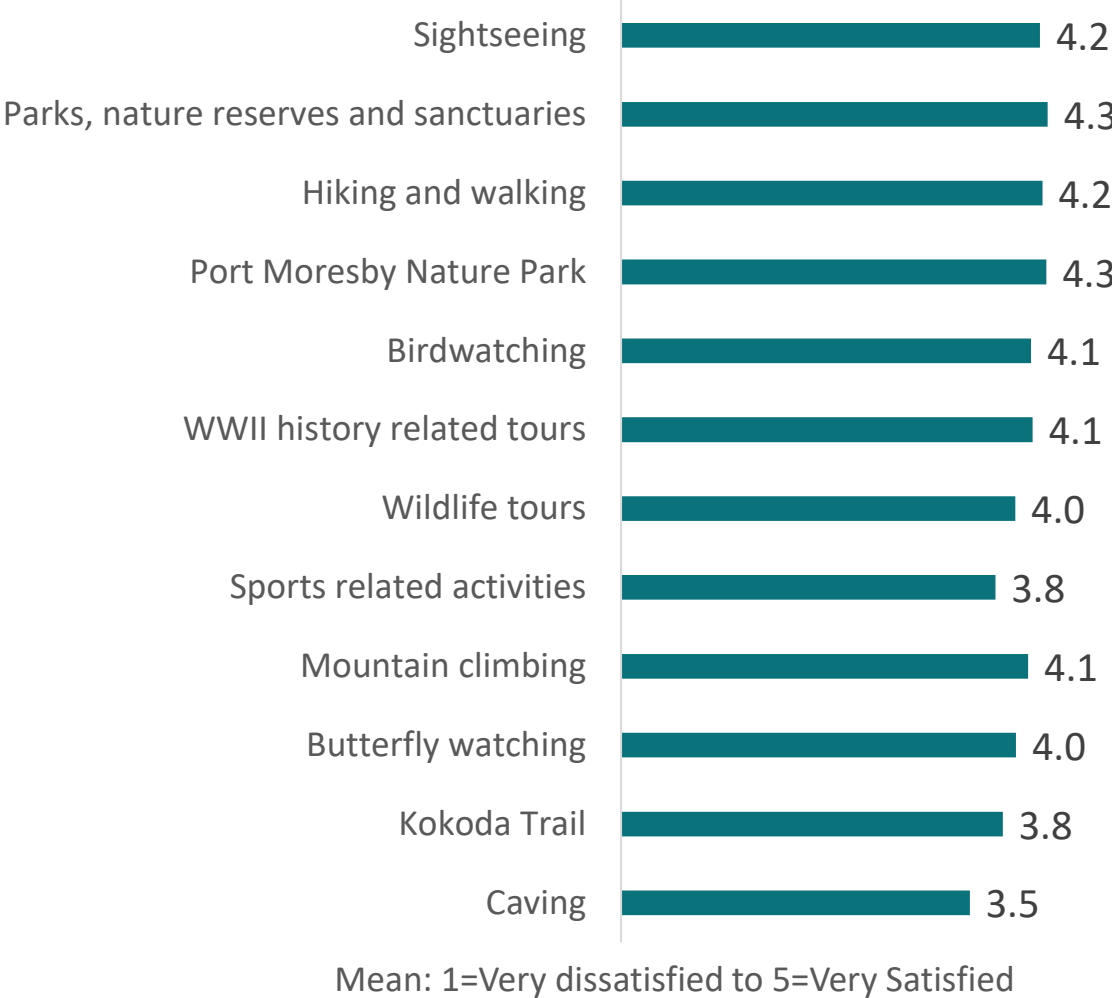


Land-based Activates

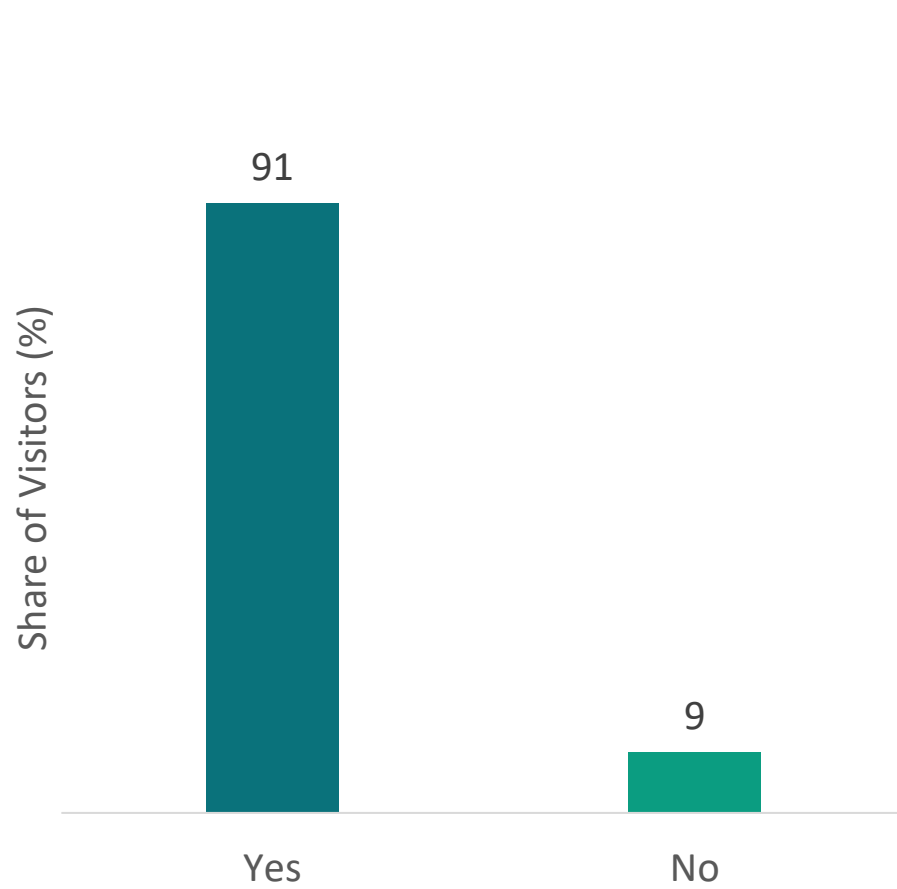
Partickipation Rate



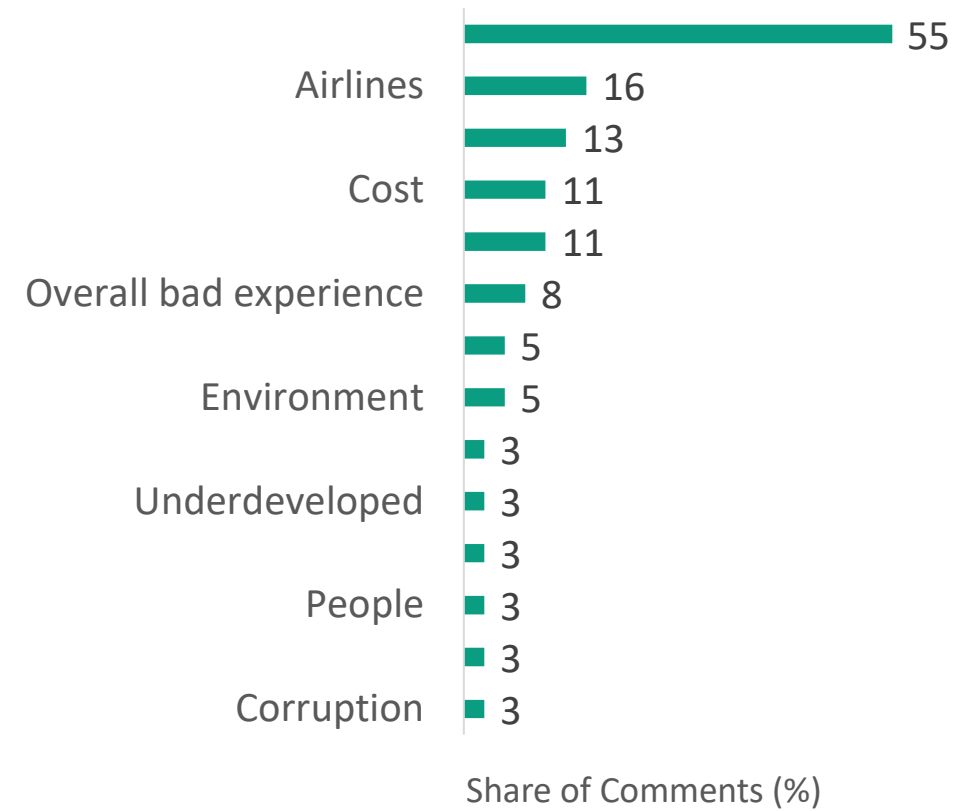
Satisfaction



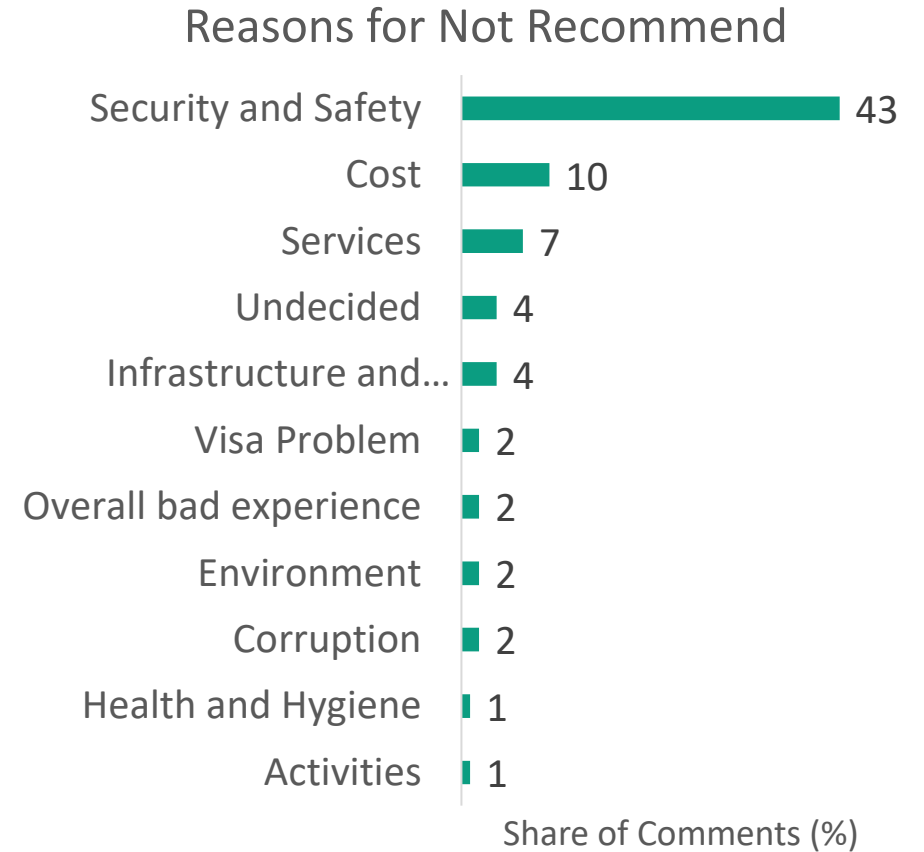
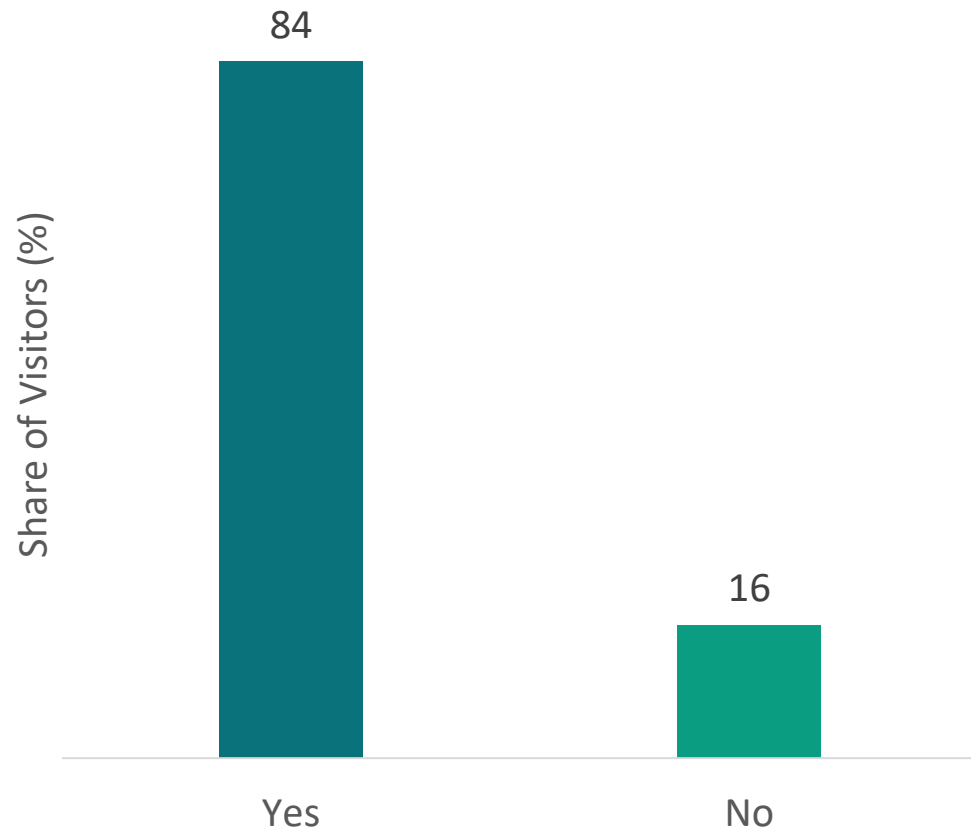
Willingness to Return



Reasons for Not Return



Willingness to Recommend



Most Appealing Aspects



Note: Qualitative analysis, the responses can add to more than 100%.

Most Appealing – Local People

- + Hospitality of the people, sense of community...
- + The culture and the friendliness of most of the people.
- + People are extremely friendly and polite.
- + Meeting local people and staying with them in the villages and hearing about their lives.
- + PNG people as some of the best people in the world!
- + The people in PNG were lovely and very kind. This was something due to the crime rate (or at least the reputation for crime) that left my team somewhat stand offish. I think that the crime rate needs to be sorted out for the true depth of the PNG people to prevail and become known.
- + Spectacular local bilas during special welcome ceremonies for our team.



Most Appealing – Scenery and Landscapes



31%

Share of
comments

- + The beauty in nature and in the gardens.
- + The reefs and the mountains.
- + The nature between east new Britain, sogeri loloata and Toutu absolutely beautiful.
- + The beauty of the highlands - and the fact that you can buy strawberries on the roadside.
- + The nature & wildlife was very cool lots of variety. The people overall were very kind and welcoming to us
- + Being part of the coral triangle and the vast variety of corals.
- + My last days at Tufi, at Jebo and Garewa guest houses, where you have a wonderful white-sand beach, peace and quiet, a fantastic sunrise, and wonderful hosts (Lancelot & Windora, and Fabian & Mildred).
Even the weather was great.

Most Appealing – Activities and Attraction

- + Kavieng
- + The beach, nice building, museums
- + The Scuba Diving
- + Visiting rural churches on Sabbath
- + Kokoda Trail
- + Quality and access to coral reefs
- + Daily life of PNG people in Port Moresby and a mountain village close to Simbu, Goroka show, Wildlife, Tribu fight and riots
- + Goroka festival, village visits with dance, chanting, etc; seeing the terrain, animals, birds; Stanley hotel in port Moresby
- + Attending the PNG Independence Day celebrations - very interesting to see and hear traditional dances, music and dress. Also nice that it was possible to move around the area and didn't have to just travel by car.

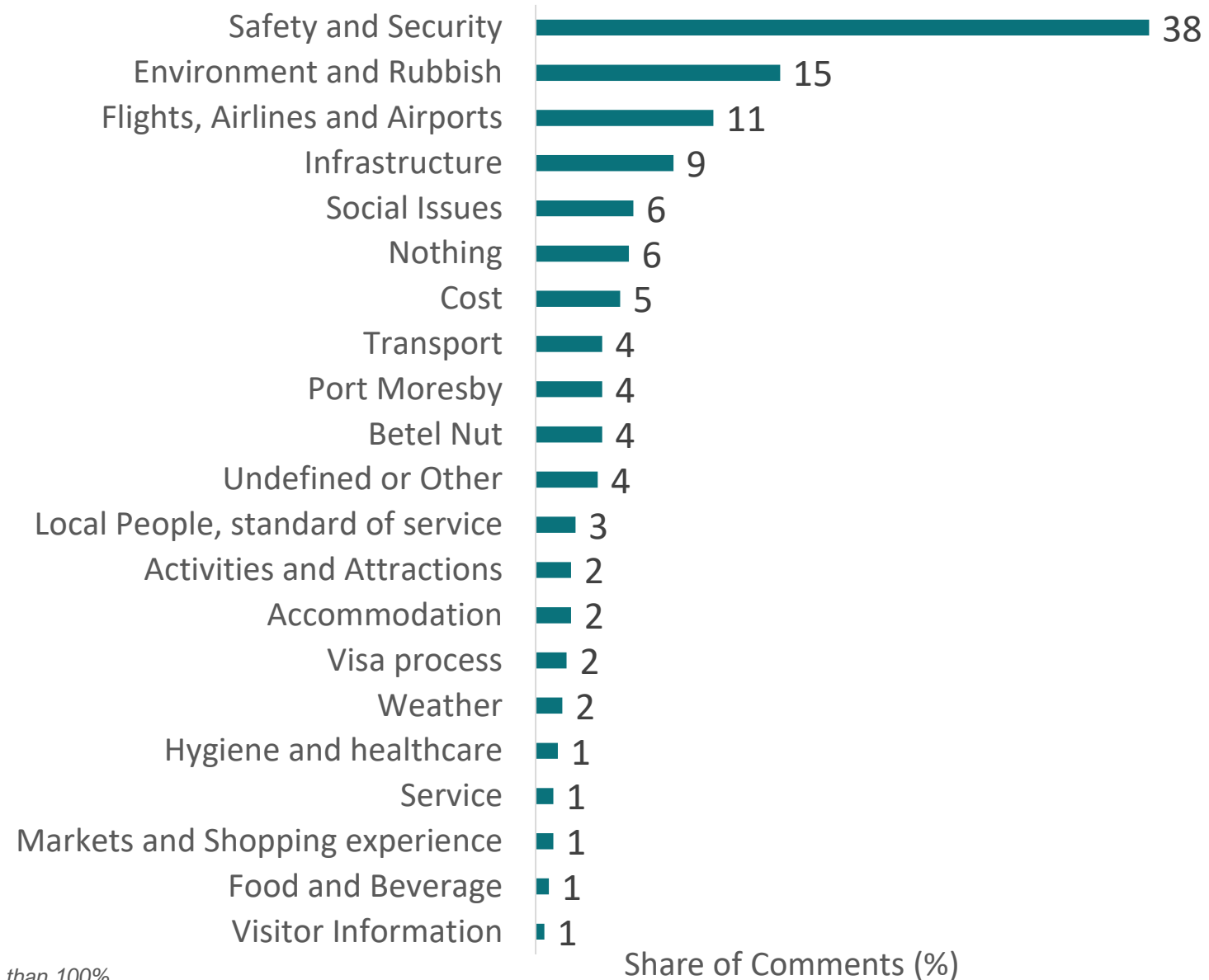


19%
Share of
comments

Most Appealing – Others

- + Culture, people, history, tribal history
- + The opportunity to see a variety of cultures. Mudmen, wigmen, Sili Uli women, Skeleton people, and others
- + Visiting the Tribes (especially the Huli) and the snorkelling and underwater life
- + Views of market Valley and Bulolo
- + Visiting the papua club
- + Loloata Island Resort, where I stayed all the time
- + Forests, villages, all-night funeral-singing; local food
- + The talent of local artists
- + love the hotels and the nature...

Least Appealing Aspects



Note: Qualitative analysis, the responses can add to more than 100%.

Least Appealing – Security and Safety



38%
Share of
comments

- + violence in Goroka (not directed at us);
- + The fact that it wasn't safe to walk around by myself
- + Civil unrests and violence affected our journey very negatively.
- + Rubbish thrown all over the roads. Fights happening in the middle of the road, didn't see the presence of police anywhere.
- + ...Security is a huge issue in downtown Port Moresby - cannot walk to nearby restaurants or cafes from hotel due to risk of being mugged or worse.
- + Security issues around Goroka and recent post-election security issues. Also we were there during the 7.6 earthquake, which was rather exciting and had potential for more serious impact.

Least Appealing – Environment and Rubbish



- + Dirty streets and roadways.
- + General sanitation and amount of garbage.
- + Water situation in the village is in need of urgent attention.
- + The lack of public sanitation/cleanliness of restaurants in Goroka.
- + Uncleanliness of the district. Too much waste littered on the ground.
- + Betel nut chewing and spitting, plastic pollution, garbage problem.
- + The cleanliness of streets in some areas. The quality of roads could do with improvement.

Least Appealing – Flights, Airlines and Airports

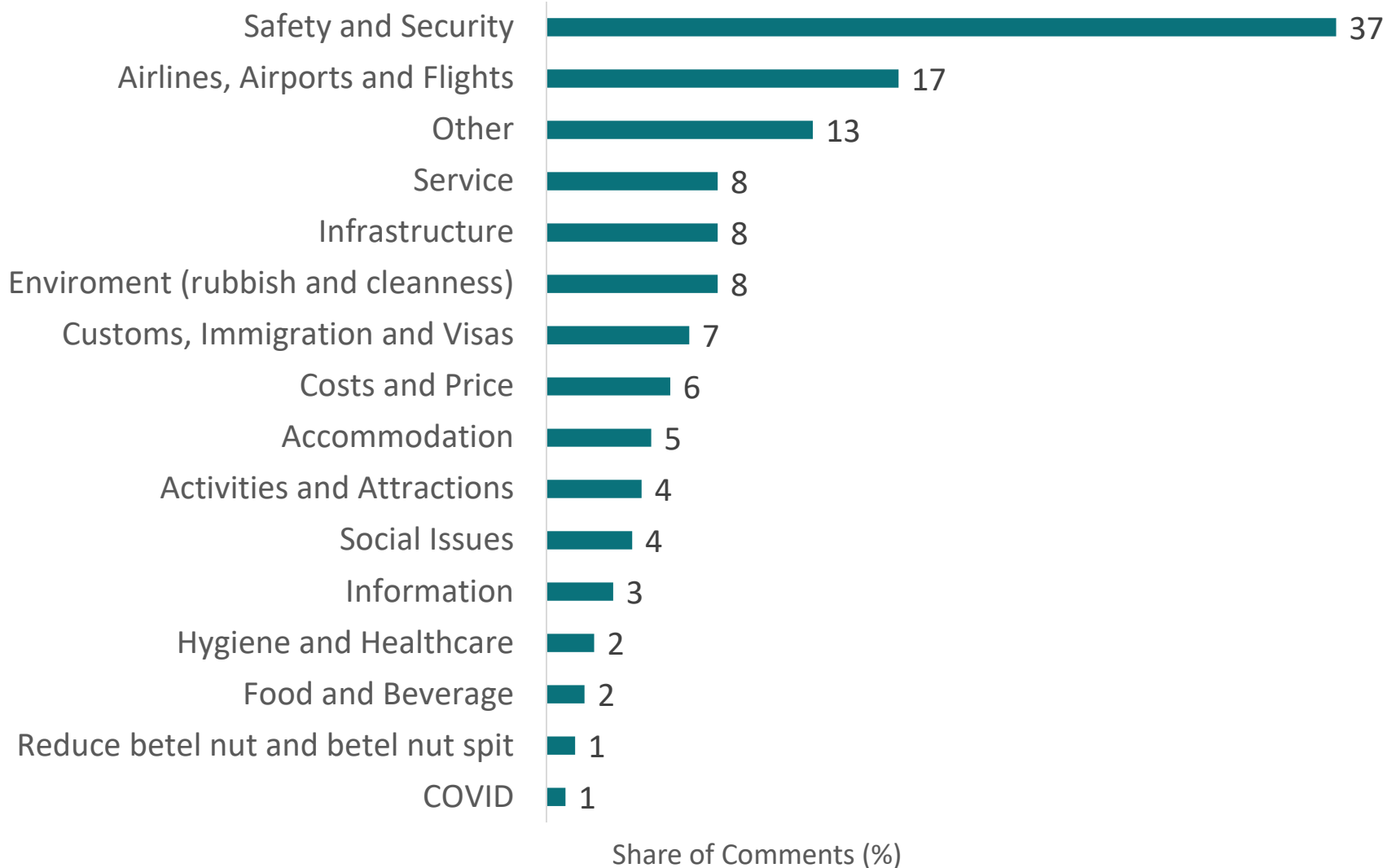


- + Number of flights in and out of PNG
- + Technical problems with aircraft
- + The security, especially the some employee of the airport under the arrival the one who check your luggage
- + Flight cancelled due to technical problems after boarding it but before takeoff. Had to self-finance accommodation overnight, not reimbursed by either Air Niugini or Qantas.
- + the poor time performance of airlines. Both the actual flights were fine, but all but one of scheduled internal flights ran several hours late
- + The problems with domestic air travel. Air Niugini was horrible as a company. The staff turned out to be excellent, but not the company itself.

Least Appealing – Other

- + Corruption
- + The signs of poverty and lack of health and social care.
- + The strike of the airport authority.
- + The violence and disregard of children's well-being.
- + public transportation, technology infrastructure (internet coverage), electricity availability, accessibility to running water in some areas.
- + The state of the roads.
- + How expensive the guest house in Misima was, and random overpriced things. Domestic airline was also extortionate. How bare the market was of fresh food- mainly betelnut.
- + The betel nut stains on the sidewalks and safety.
- + Getting the visa took forever (I had to cancel my first planned trip because it did not arrive in time and I lost US\$1000 in airfare). Also found flights difficult to book and schedule.
- + Transport is difficult. Taxi drivers have special prices for foreigners.

Suggestion for Improvement



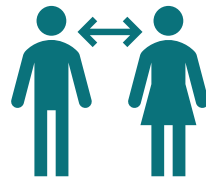
Note: Qualitative analysis, the responses can add to more than 100%.

Suggestions for Improvement

- + Better safety and more budget travel options.
- + Sort out the security in downtown, so that visitors can securely take a walk from their hotel (Grand Papua) to local restaurants and cafes.
- + Make access easy, the visa was a nightmare, you lost my application and we made 30 phone calls to track it down. A huge mess. Also airline check-in was usually slow and complicated.
- + Improve customer service at the airport, even if it's just giving information to travellers.
- + Infrastructure: electricity, internet, running water, access to medical care, public transportation
- + Cleanliness of the town, rubbish everywhere.
- + A general upgrade in the level and quality of service.
- + The Visa system can be extremely difficult & they respond to emails or phone calls.
- + Proper governing and policing to provide, care for the vulnerable people, and opportunity for the locals.
- + Overall safety and pricing. Value for money is rather low.

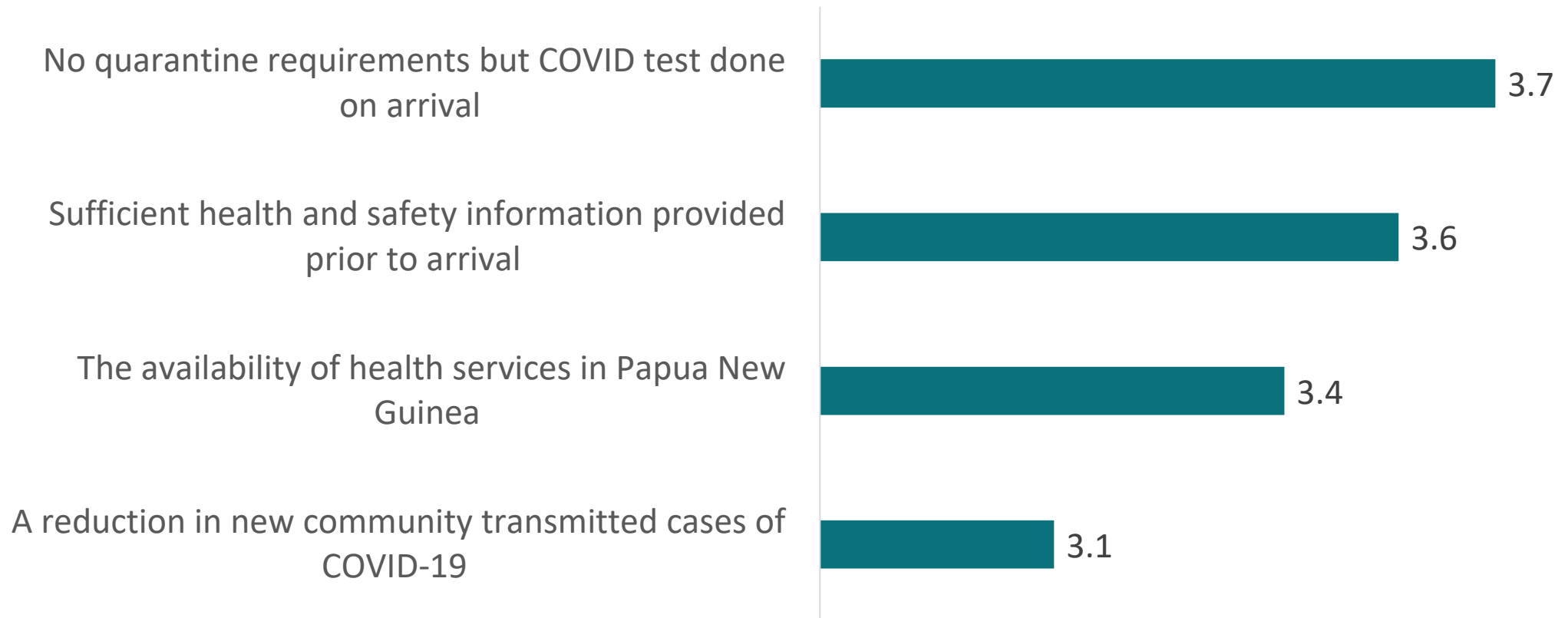
2022 JUN-DEC VISITORS

COVID RESPONSES



COVID-related Factors in Decision-making

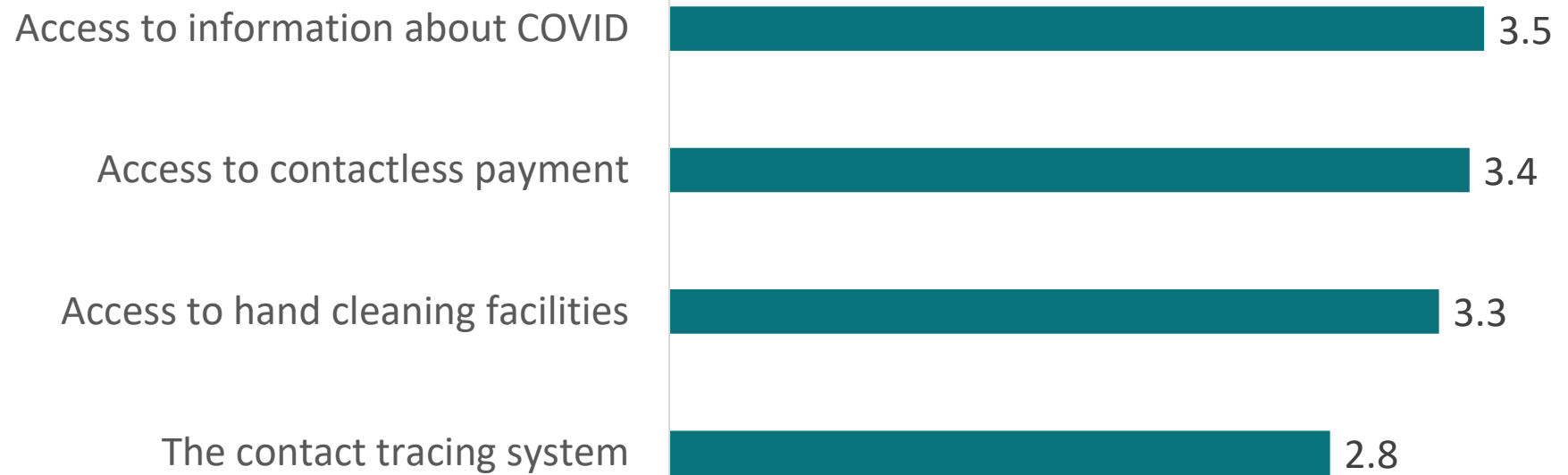
Q How important were the following factors in your decision to travel to PNG?



Mean: 1=Not at all important to 5=Extremely important

COVID Practice in Islands

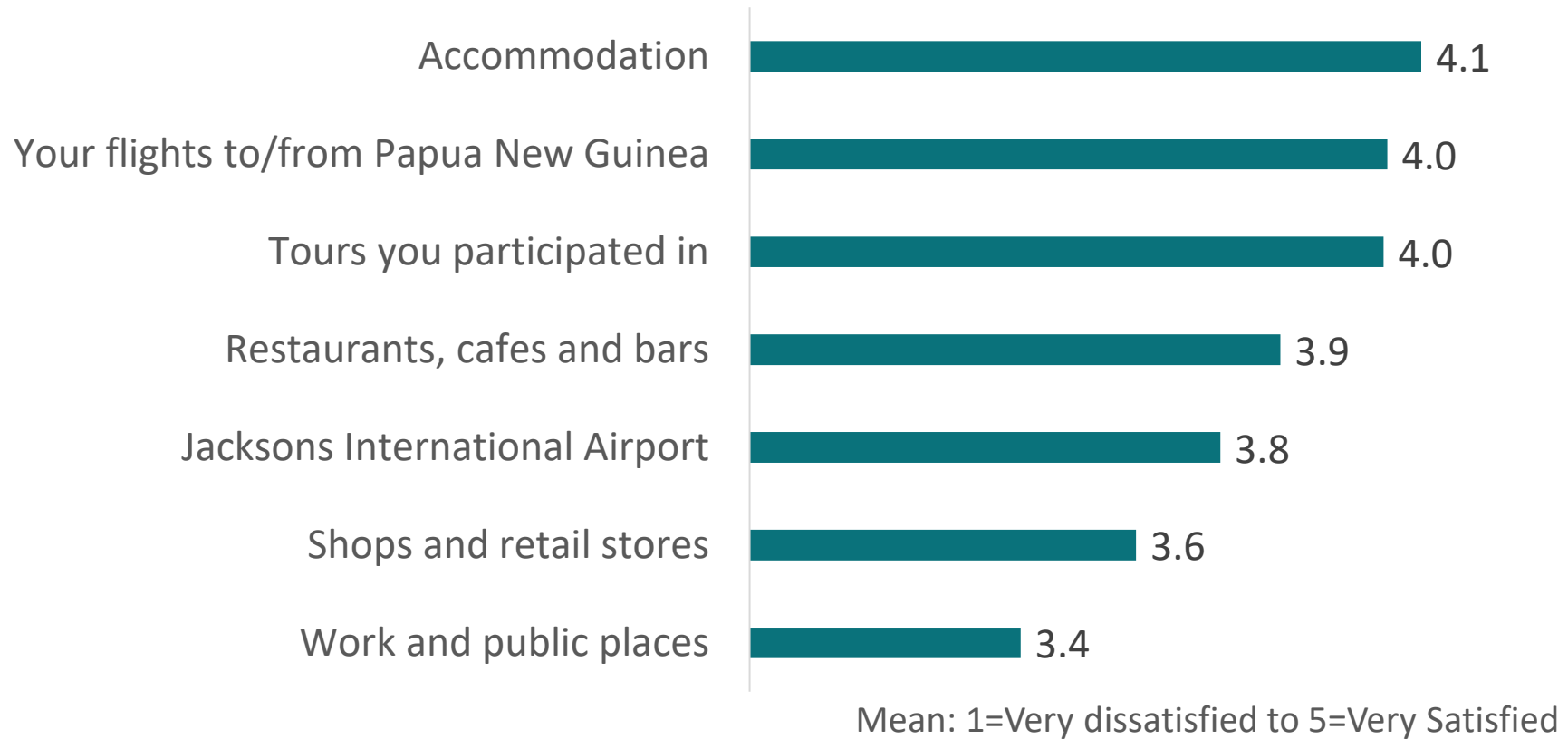
Q Satisfaction with COVID practices



Mean: 1=Very dissatisfied to 5=Very Satisfied

Health and Safety Measures

Q Satisfaction with Health and Safety Measures



Futher Feedback on COVID-19



COVID Comments – Positive Quotes

52%
NO CONCERNS



- + It is Covid Safe.
- + Covid measures were in place and enforced in malls and hotels.
- + I wasn't concerned - I'm one that believes it is within our community now and need to learn to live with it.
- + biggest factor in coming to png re covid was dropping all testing requirements
- + I had no issues. Utilized provided resources and carried my own resources.
- + Facilities offered sanitizer and digital thermometers, masks were mandatory etc. So I felt safe
- + During my visit, masks were not already mandatory in public places which was great. That time, COVID cases were really low in PNG, kudos.

6%
HAPPY WITH NO MORE
RESTRICTION



- + I am so glad that all testing and vaccine requirements have been dropped! I don't think covid is a big health risk now.
- + Glad that the vaccine requirement was lifted. I would not have been there if it were still in effect.
- + I'm happy because there was no PCR test conducted on arrival. Also, I was able to get my visa on arrival.

COVID COMMENTS - CONCERNS

13%
CONCERNS OF
PROTOCOLS



- + No one takes precautions, no masking or social distancing. That's the only downside to the trip
- + Hand sanitiser is required and more people wearing and enforcing the use of masks
- + nobody seemed to care about it. I was the only one wearing mask in the airport, and it is very hot with no AC, but I was not too worried
- + Difficult to find handwashing facilities at the National Orchid Park.
- + I tested positive after arriving back in Australia
- + During the tour we were taken to crowded local markets, it was hot, a lot of people sick and we came back to Australia with COVID. Staff still are made to work when they are sick as they don't get paid for sick days. Very unsafe for transmission of COVID. Also customers were not isolating who had COVID. Not taken seriously at all.

6%
ARRIVAL/DEPARTURE
EXPERIENCE



- + Airport testing (in previous visit in May 2022) was chaotic, frightening, and very off putting,
- + Obtaining visas was next to impossible and severely delayed. the immigration authorities made a complete mess of this.

Thank you

Website: [Pacific Tourism Data Initiative - AUT](#)

PTDI Team Leader: Professor Mark Orams; Professor Peter Kim

Authorship: B. Bai, J. Yi, P. Kim, M. Orams, K. Malacarne, D. Akbar