

Niue Visitor Survey

October 2017 – September 2018



The views expressed in this publication do not necessarily reflect those of the New Zealand Government

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**NEW ZEALAND
FOREIGN AFFAIRS & TRADE**
MANATŪ AORERE




NZTRI
NEW ZEALAND TOURISM
RESEARCH INSTITUTE

October 2017 to September 2018 Respondents



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

CONVERSION RATE OF **35.8%**



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



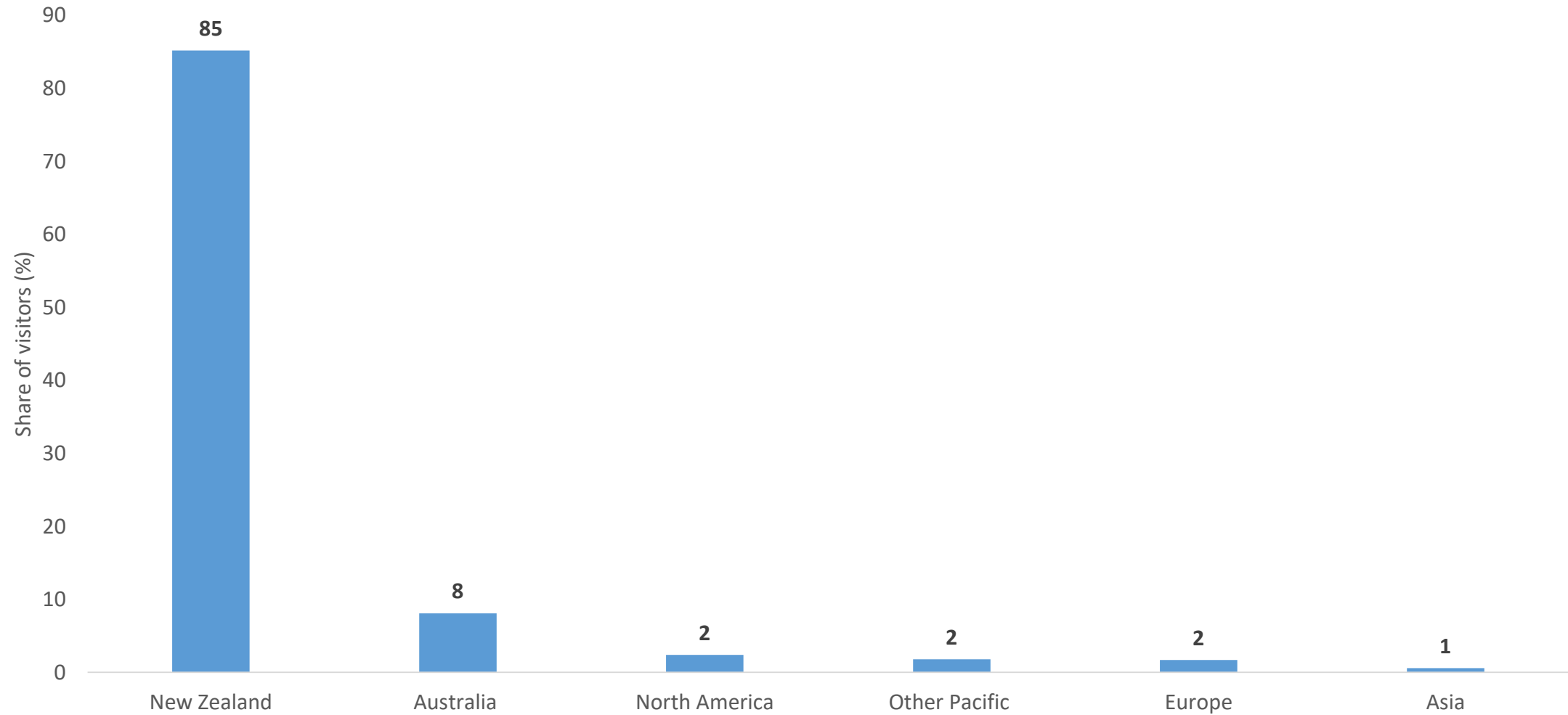
Responses cover a total of
2,577 adults and **416 children**



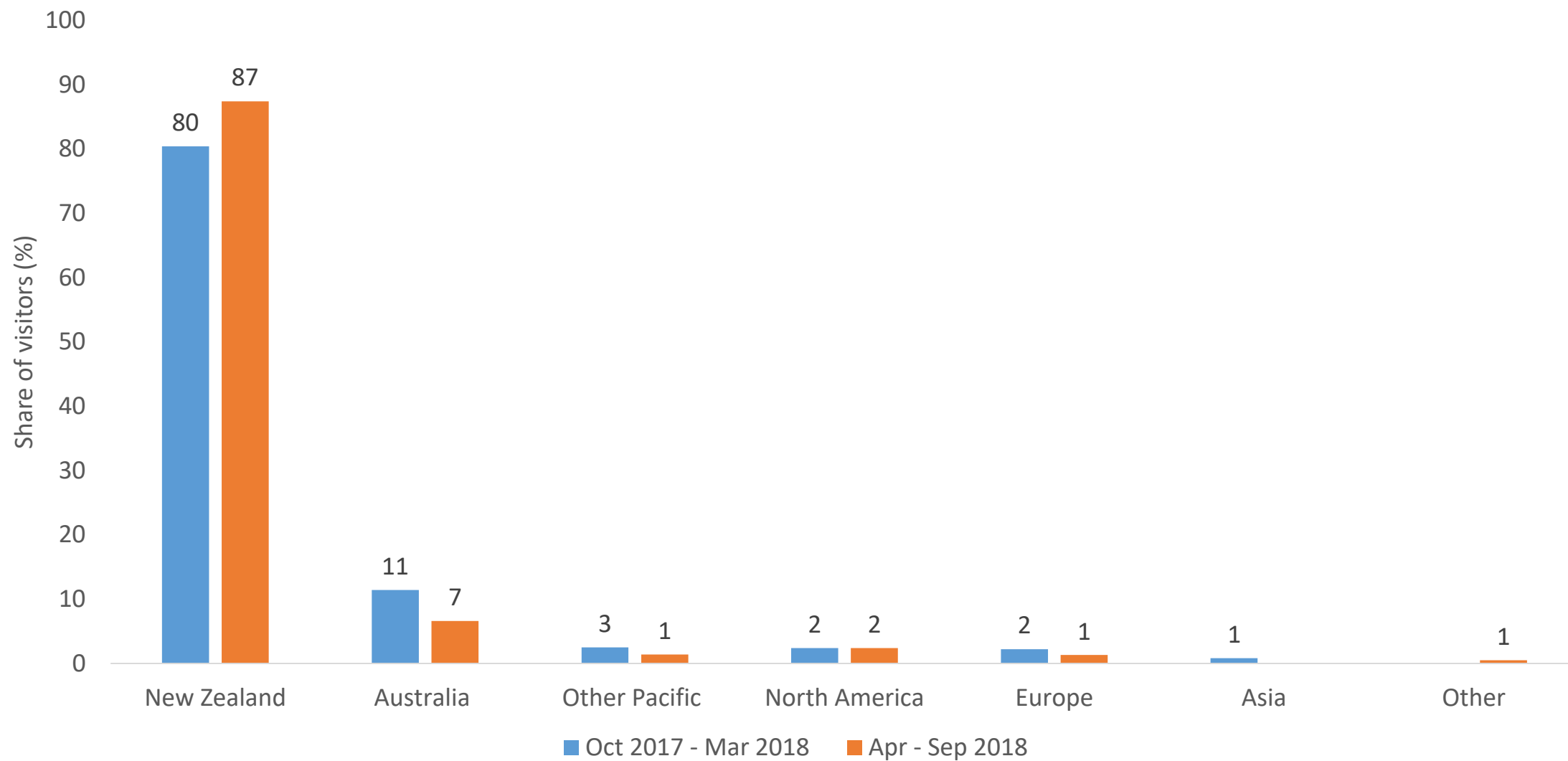
The characteristics of visitors to Niue

Age, gender, education, country of origin, income, purpose of visit, travelling companions, number of previous visits, length of stay, type of accommodation, transport used, information sources, purchasing behaviour

Country of Origin

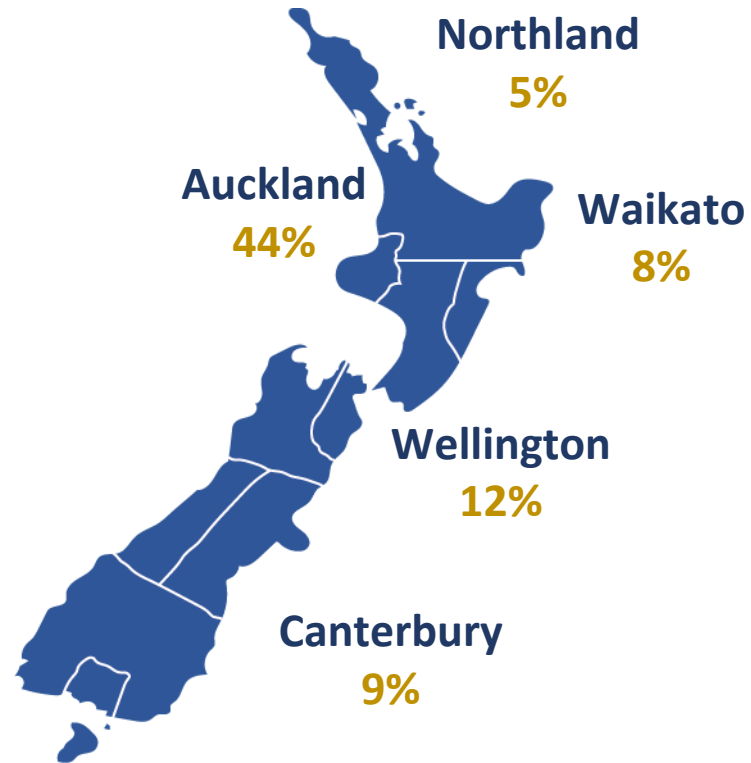


Country of Origin



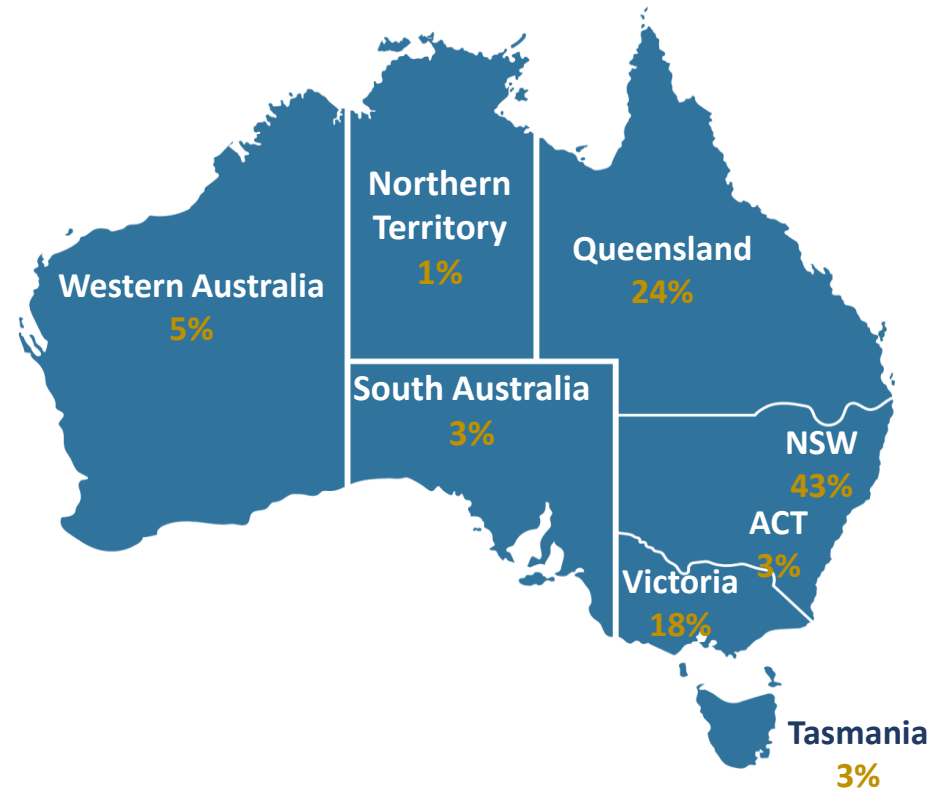
Note: Numbers may not sum to 100% due to rounding.

New Zealand Respondents



Auckland, Wellington, Waikato, Canterbury, and Northland make up **77%** of all New Zealand visitor arrivals

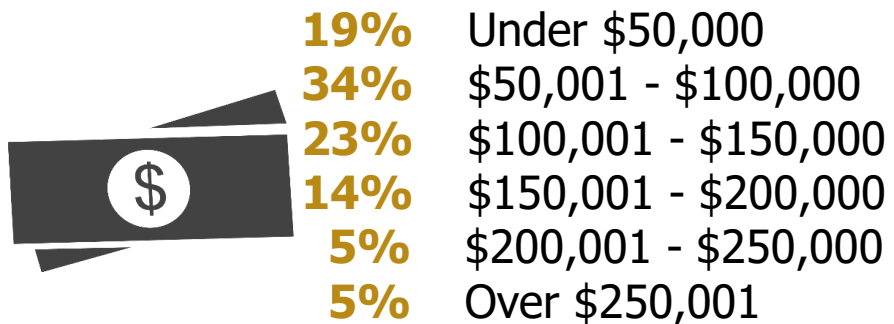
Australian Respondents



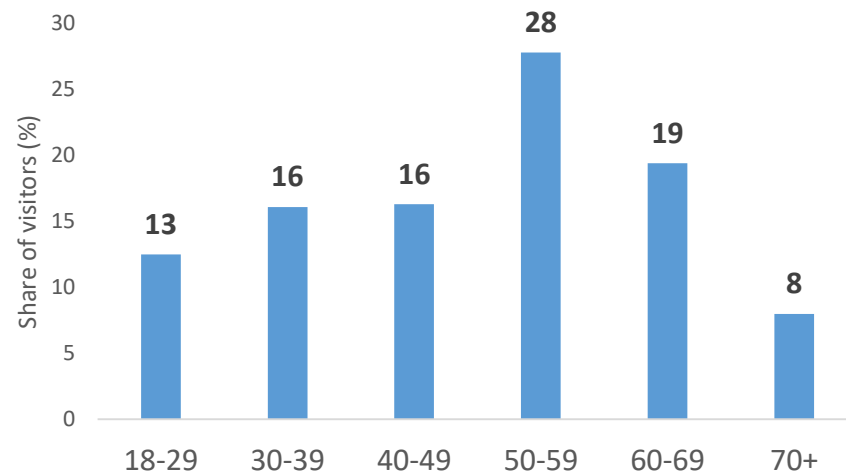
New South Wales, Queensland and Victoria make up
85% of all Australian visitor arrivals

Visitor Characteristics

Annual Household Income (NZ\$)



Age Distribution



Highest Qualification



71%	Tertiary qualification
21%	High school qualification
4%	No formal qualification
4%	Other

Gender



60%	Female
40%	Male

Visitor Characteristics

Main Purpose of Visit

- 74%** Holiday
- 9%** Visiting friends or relatives
- 8%** Other reasons
- 8%** Business or conference
- 2%** Attending a wedding

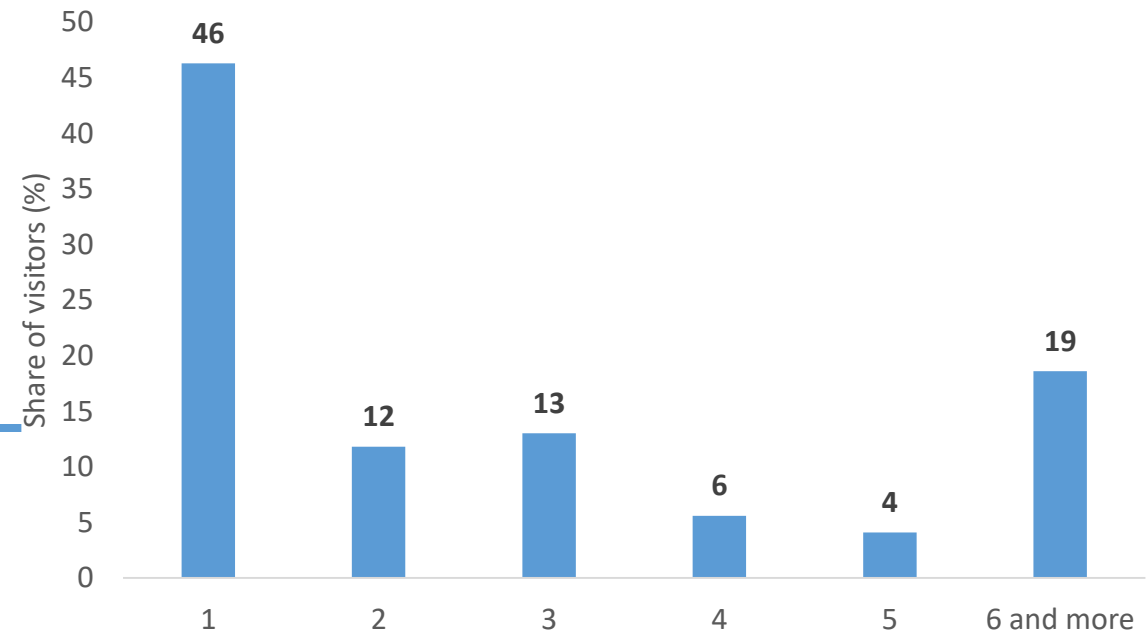
Travel Companions

- 13%** of visitors travelled to Niue by themselves
- 87%** with others

Travel with*

- 67%** Partner/Spouse
- 38%** Family Group
- 19%** Friends

Number of Companions

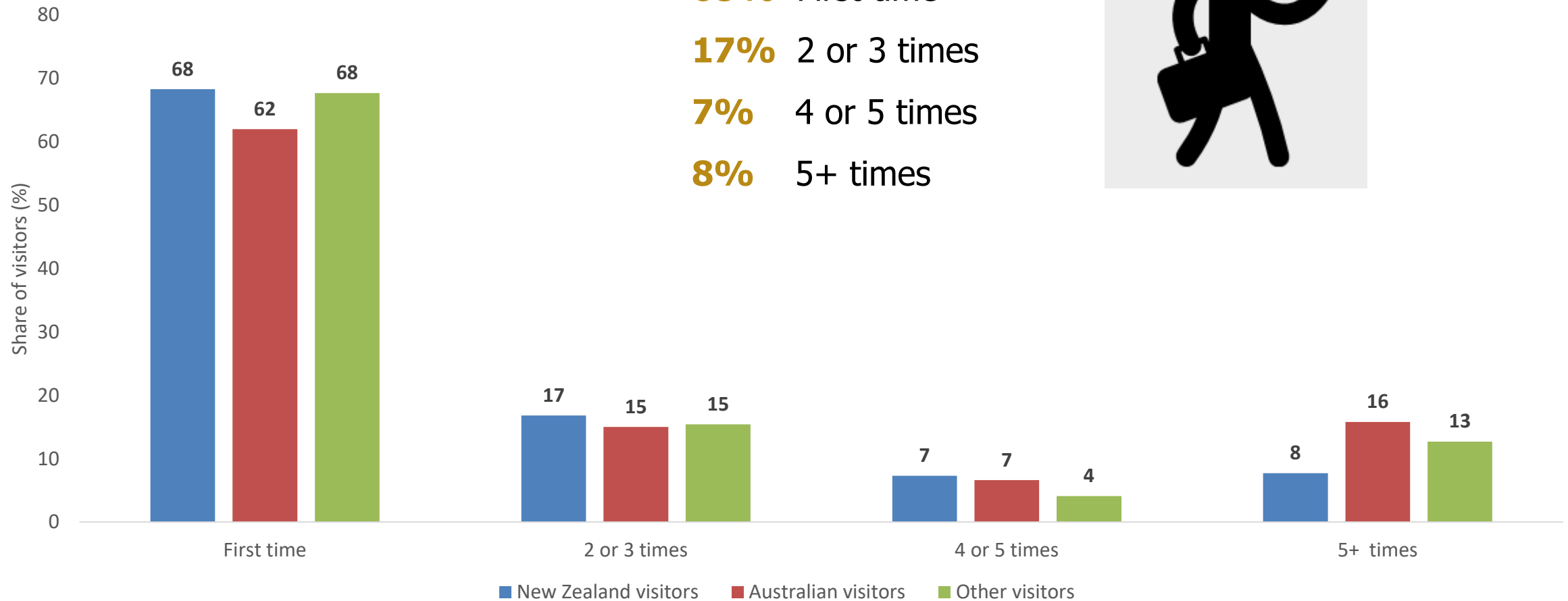


*: Multiple responses, therefore total does not add up to 100%

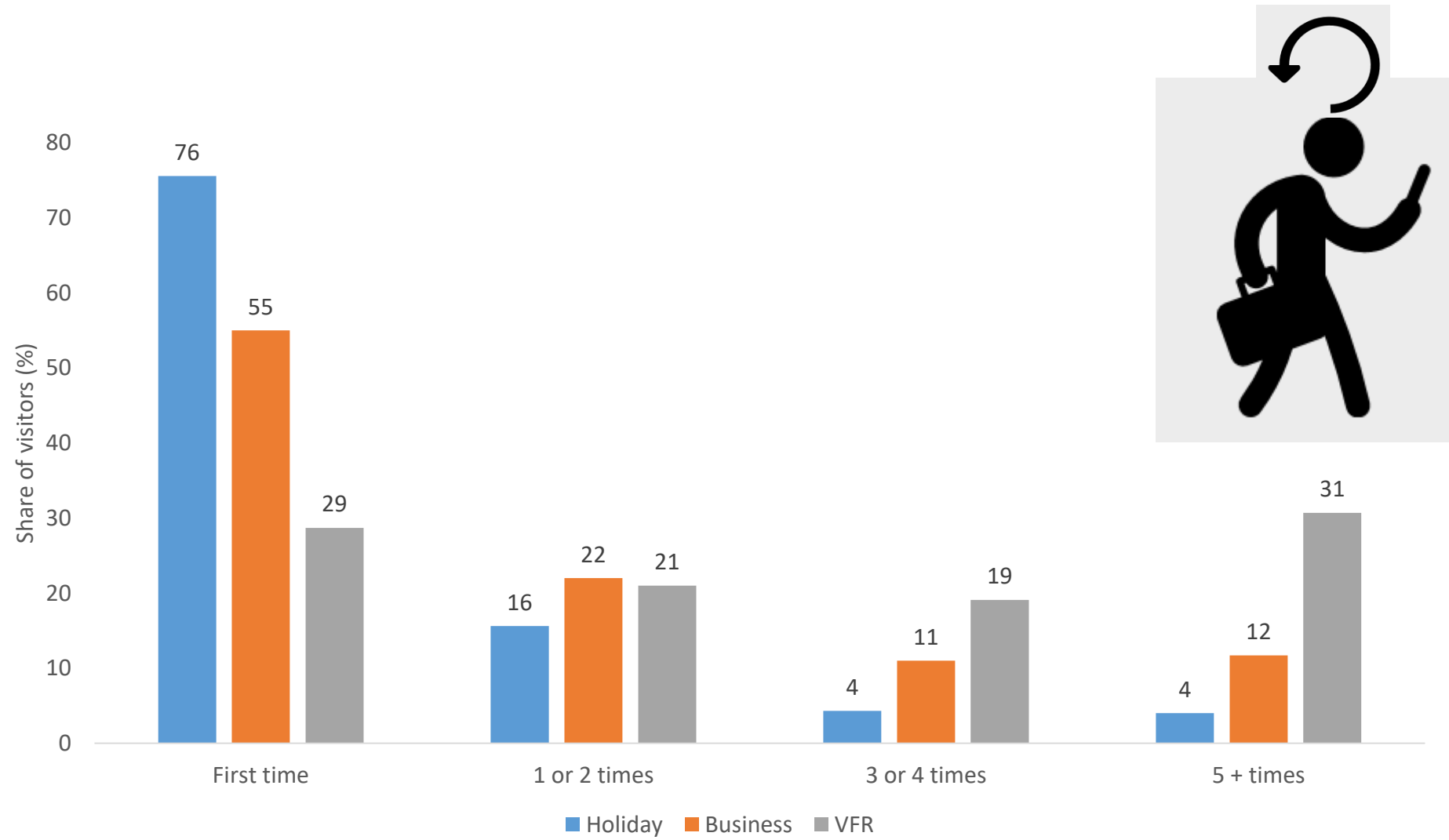
Previous Visits

All visitors

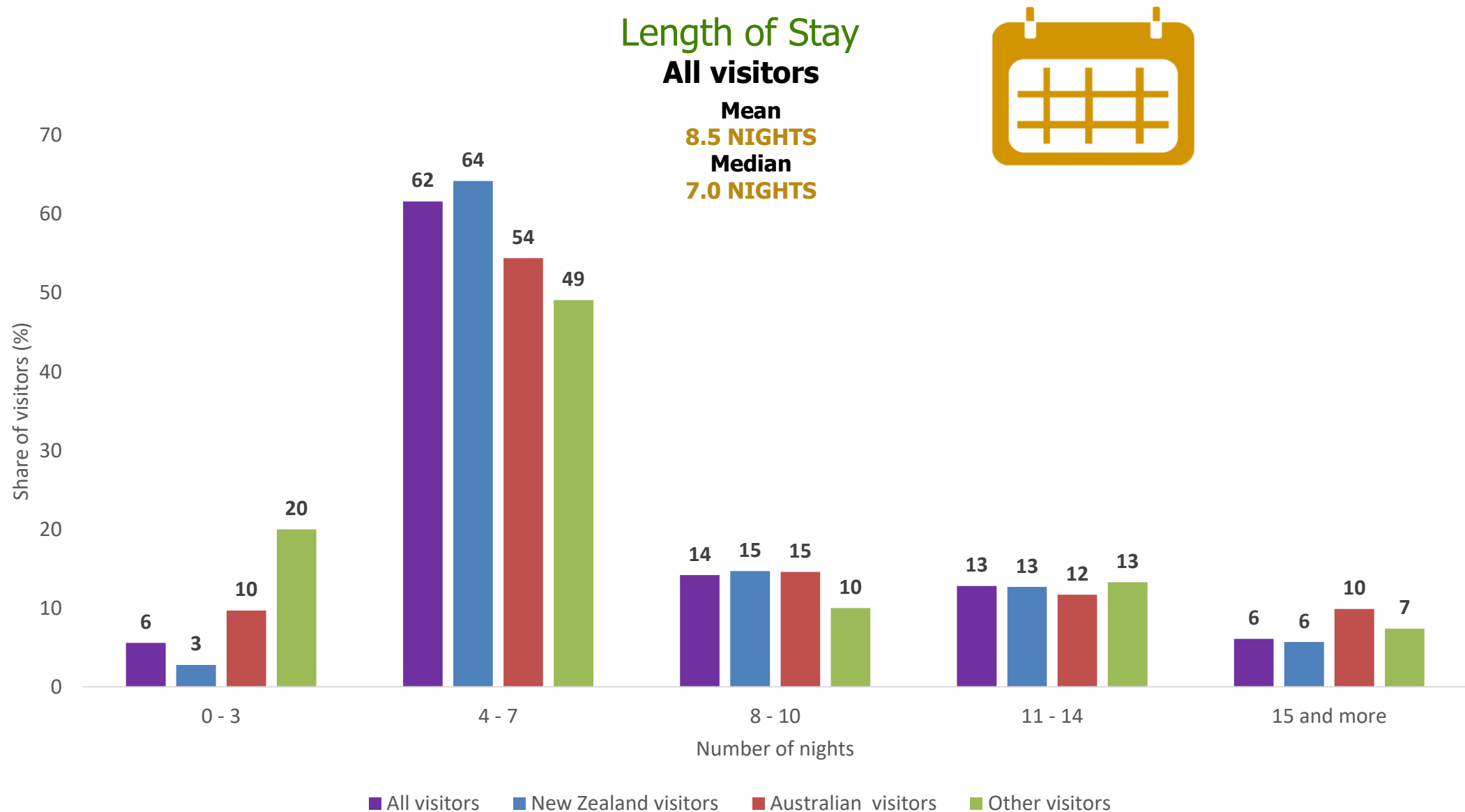
- 68% First time
- 17% 2 or 3 times
- 7% 4 or 5 times
- 8% 5+ times



Previous Visits



Visitor Length of Stay



Note: Some numbers may not sum to 100% due to rounding.

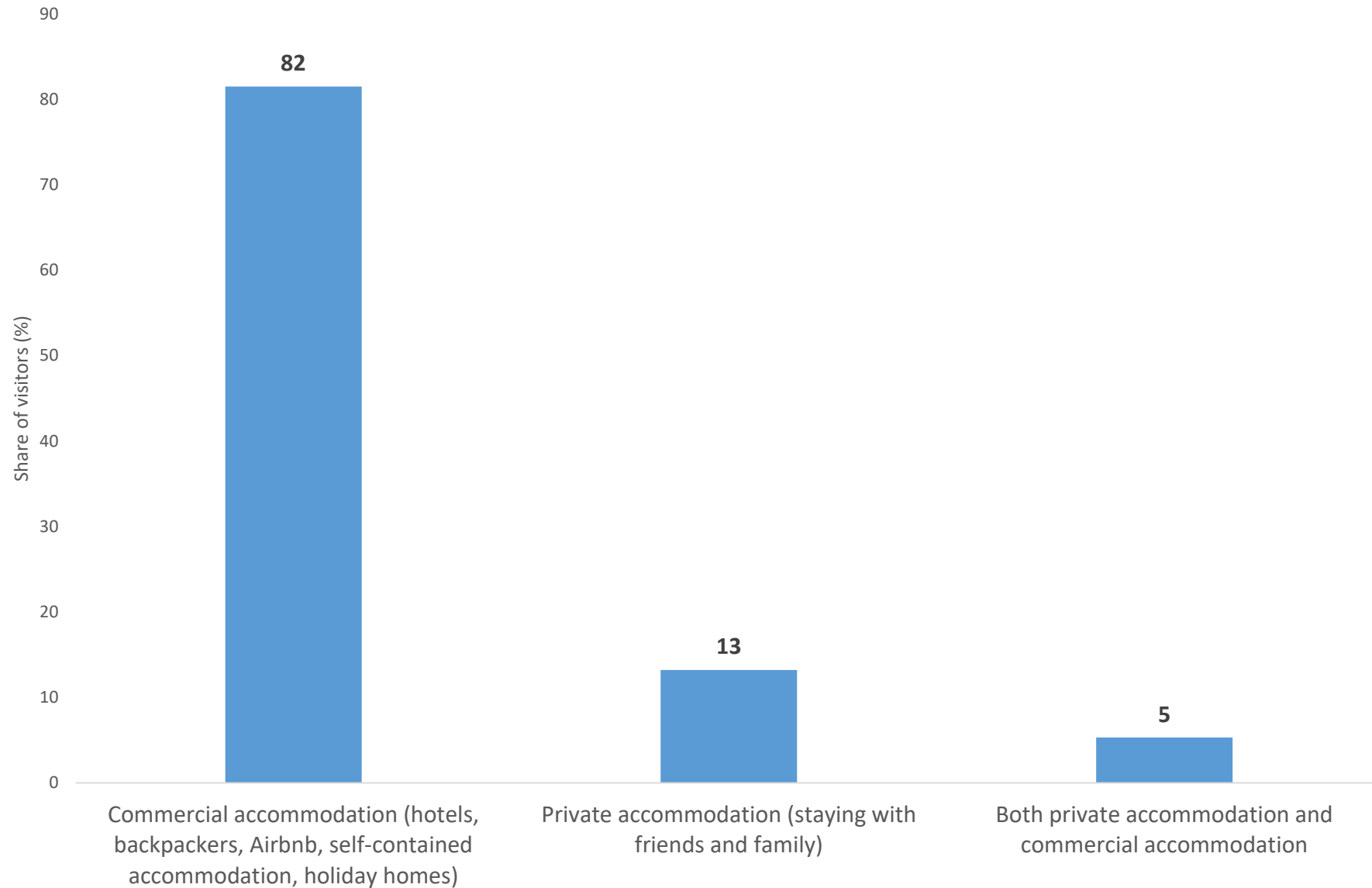
Note: 31+ days (including 31) as outliers were removed for analysis

Visitor Length Of Stay

	Overall	New Zealand	Australia	Other markets	Holiday visitors	Non-holiday visitors	Business visitors	VFR visitors
Mean (Nights)	8.5	8.5	8.9	8.0	8.1	9.8	7.2	11.8
Median (Nights)	7.0	7.0	7.0	7.0	7.0	7.0	7.0	10.0

Note: 31+ days (including 31) as outliers were removed for analysis

Type of Accommodation



Destinations and Airlines

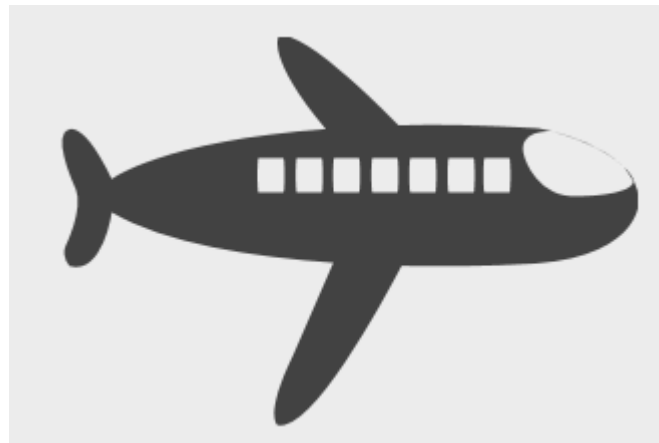


For **89%** of visitors,
Niue is the sole
destination for their trip.

For 11% of visitors Niue was part of a
larger journey *



- 81%** New Zealand
- 39%** Other Pacific Countries
- 11%** Australia
- 6%** Asia
- 3%** North America
- 1%** Europe

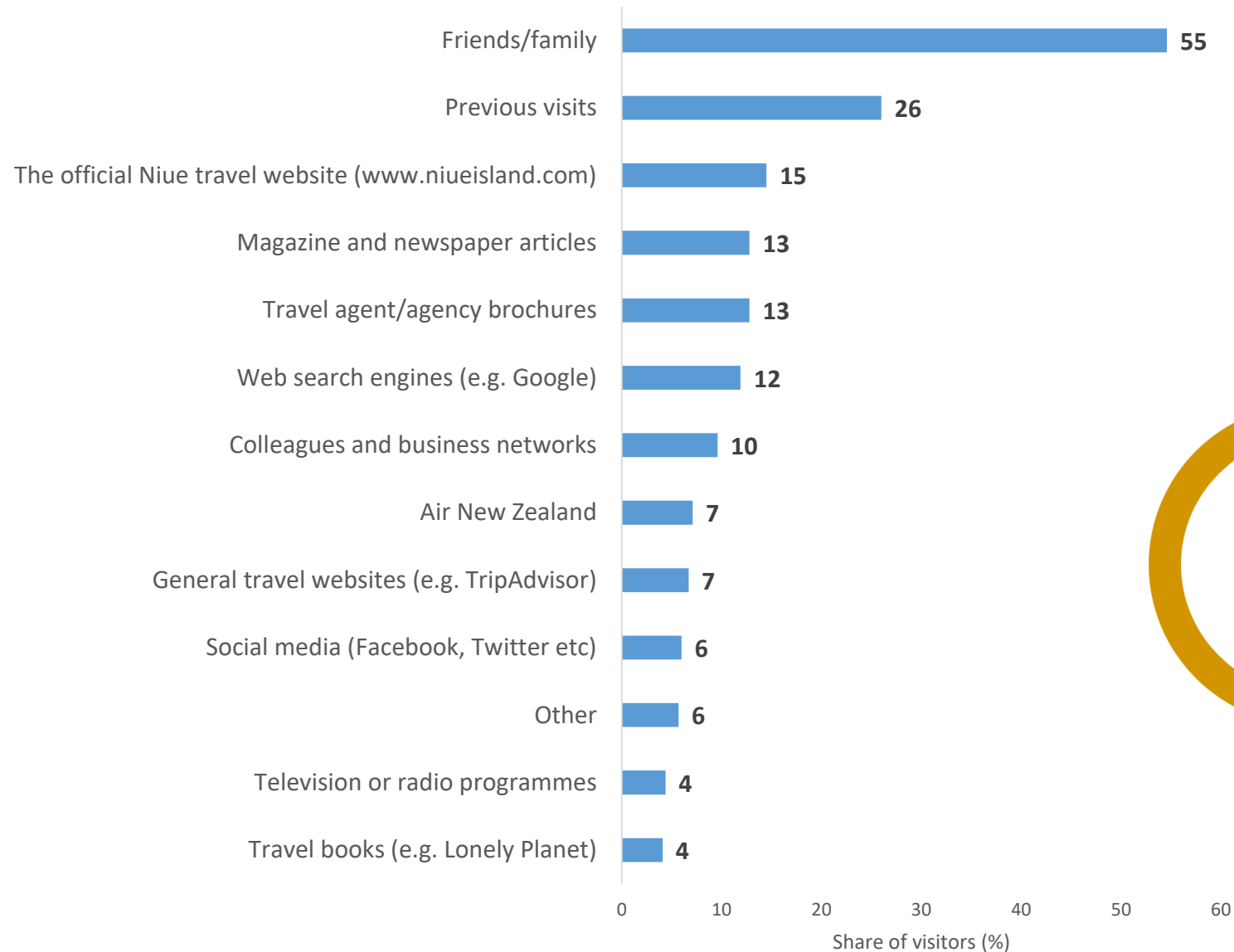


Transport Used

- 99.9%** Air New Zealand
- 0.1%** Private Charter Plane

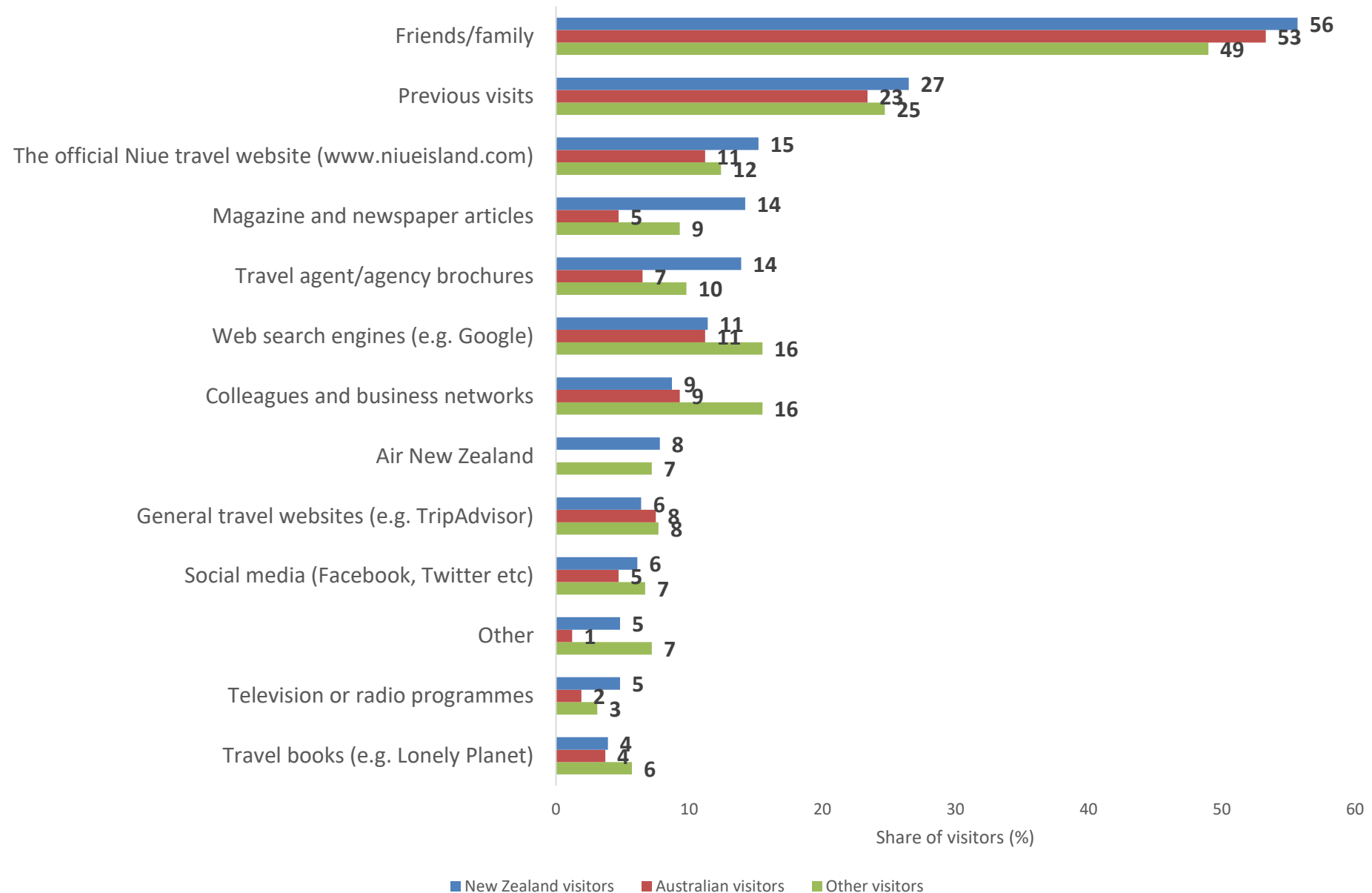
*: Multiple responses, therefore total does not add up to 100%

How did you find out about Niue?



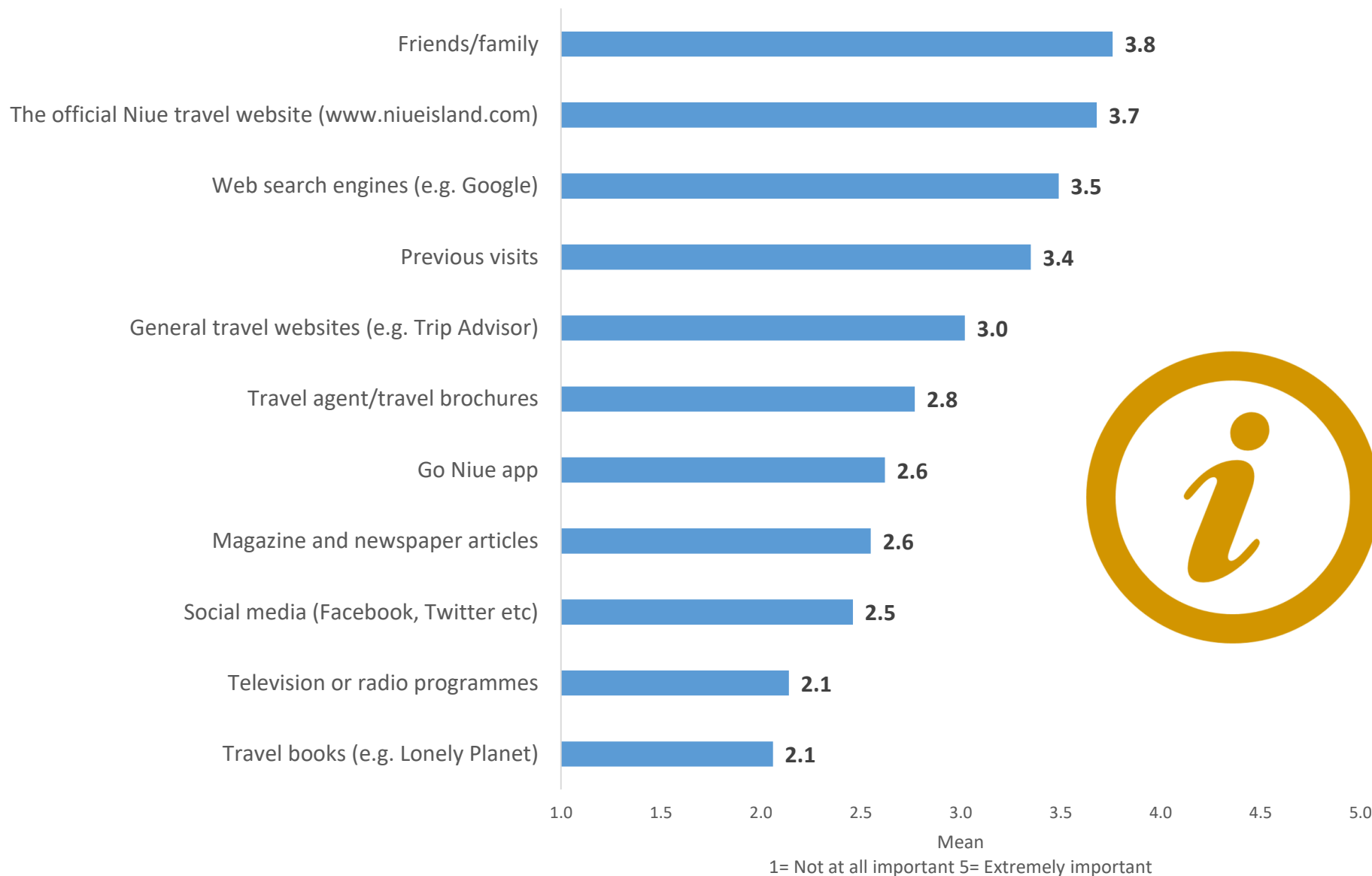
Note: Multiple responses, therefore total does not add up to 100%

How did you find out about Niue?

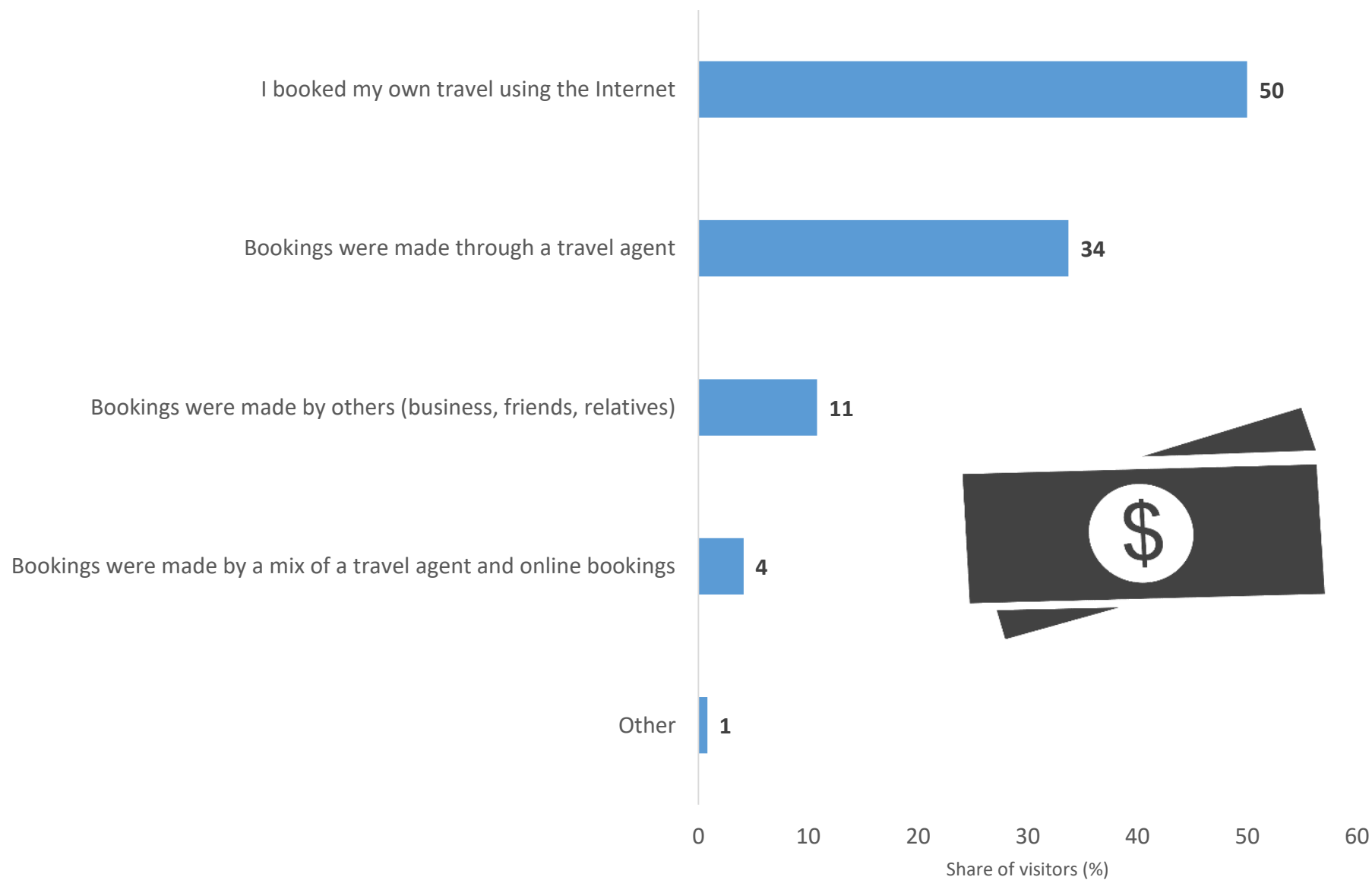


Note: Multiple responses, therefore total does not add up to 100%

Importance of Information Sources Used for Planning



How did you purchase your travel?

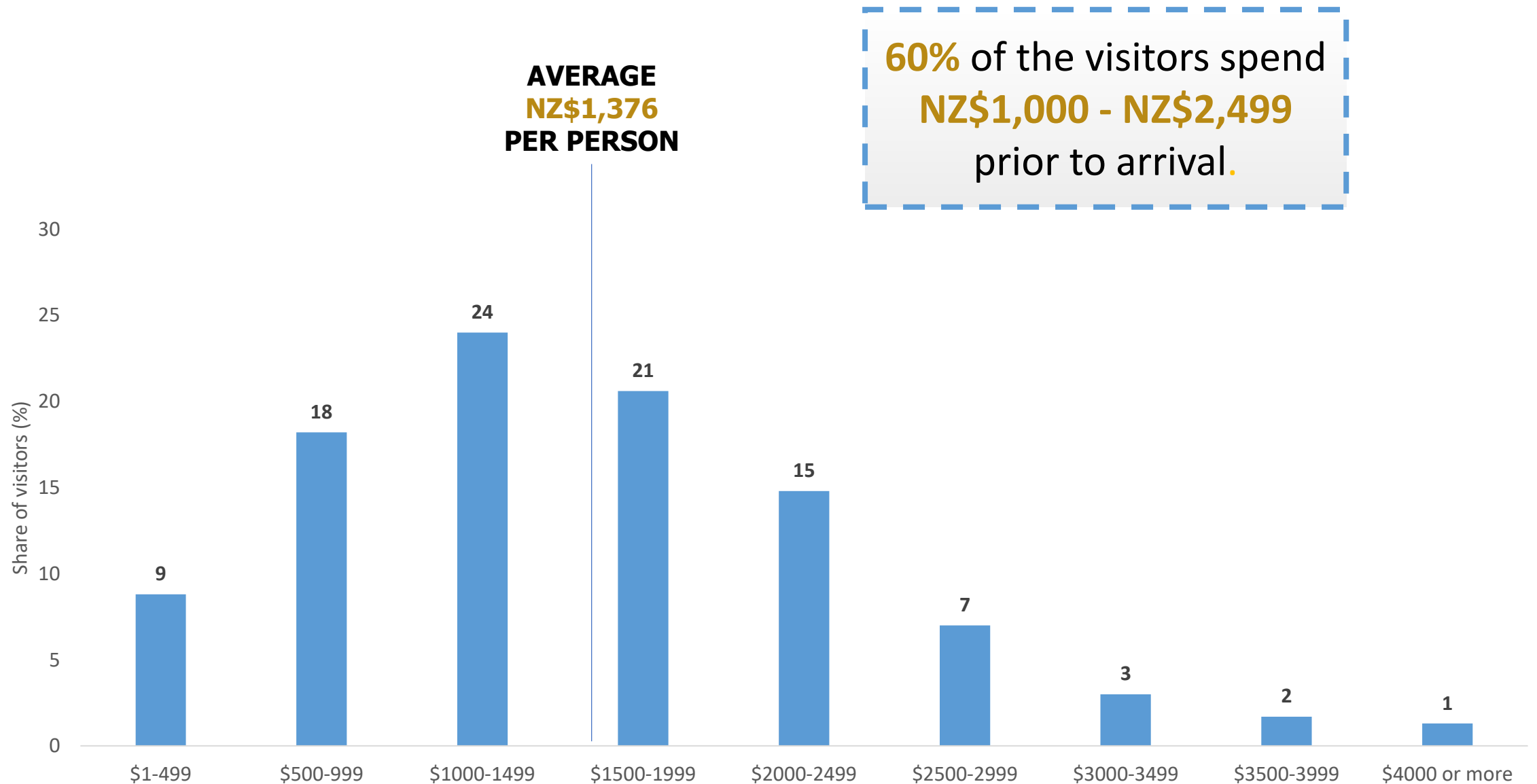




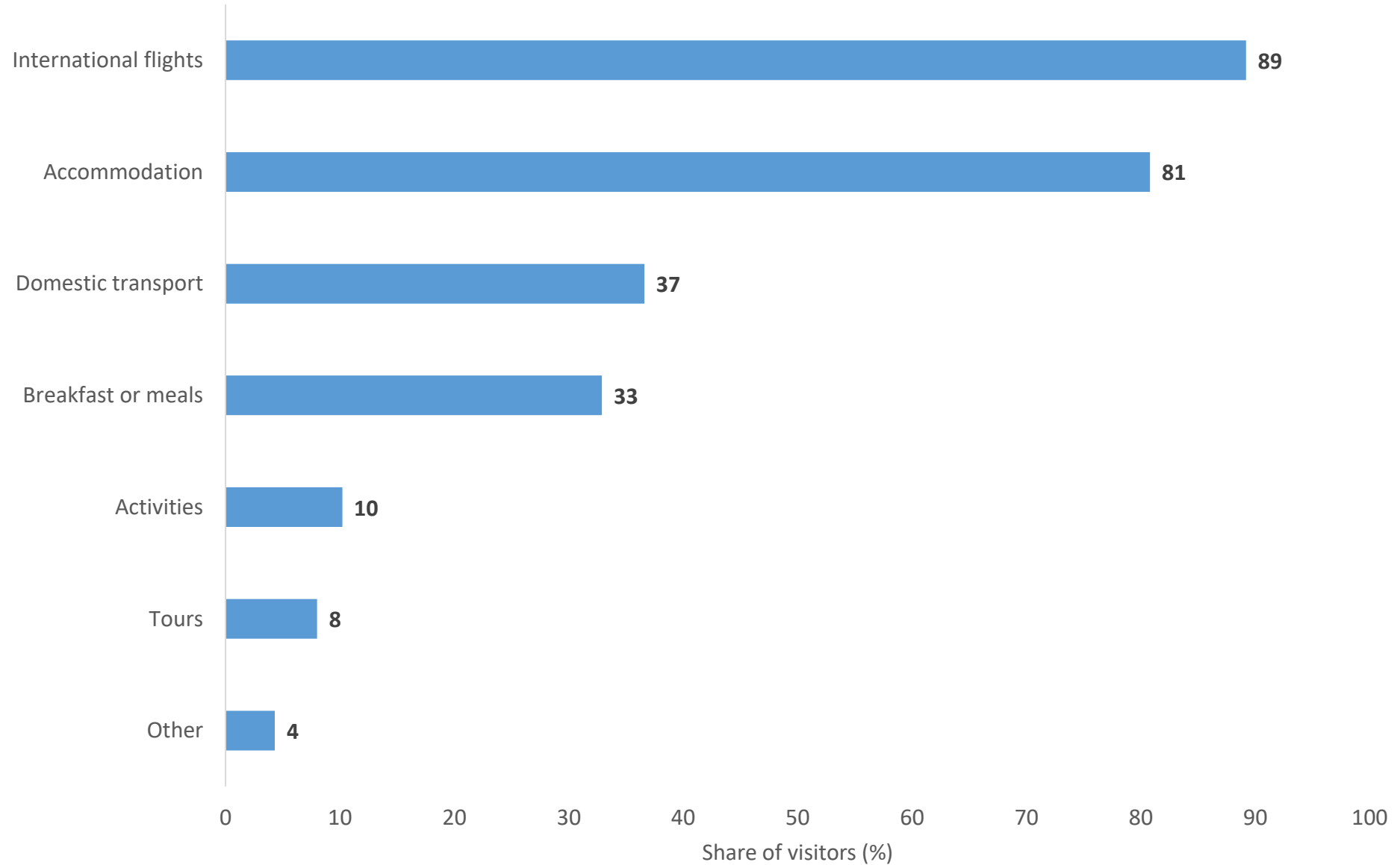
Visitor expenditure

Money spent prior to arrival and while in Niue, and a breakdown of spending

Pre-paid Expenditure



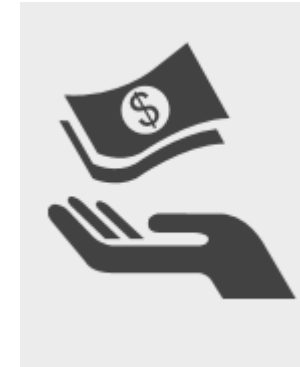
Pre-paid Items



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

Local Expenditure Per Person Per Day

Expenditure Items	Mean (NZ\$)	(% of spend)
Accommodation	32.2	31.4
Restaurants, cafes and bars	23.9	23.3
Vehicle rental	11.5	11.2
Groceries	9.1	8.9
Activities	8.6	8.4
Shopping	4.7	4.6
Petrol	4.4	4.3
Donations	2.5	2.4
Other	1.9	1.9
Arts and Crafts	1.8	1.7
Internet and telecommunication	1.4	1.3
Services	0.5	0.5



Each visitor spends
on average a total of
NZ\$103 per day
while in Niue

Note: Number does not sum to 100% due to rounding.

Local Expenditure NZ\$ Per Person Per Day

Expenditure Items	New Zealand	Other
	Responses:(n=1140)	Responses:(n=306)
Accommodation	32.2	32.1
Restaurants, cafes and bars	24.5	20.4
Vehicle rental	11.3	12.6
Activities	9.1	6.1
Groceries	8.9	10.1
Shopping	4.6	5.0
Petrol	4.4	4.6
Donations	2.0	5.0
Other	1.9	2.3
Arts and Crafts	1.5	3.4
Internet and telecom	1.3	2.0
Services	0.5	0.3

Totals
New Zealand NZ\$102
Other NZ\$104

Note: Other countries Include Australia

Local Expenditure NZ\$ Per Person Per Day

Expenditure Items	Holiday	Business	VFR
	(Responses=1066)	(Responses: n=118)	(Responses: n=127)
Accommodation	37.9	68.9	8.8
Restaurants, cafes and bars	27.6	38.4	9.6
Vehicle rental	11.9	12.5	7.8
Activities	11.5	2.6	1.1
Groceries	8.7	11.7	8.6
Shopping	4.6	4.4	4.4
Petrol	4.3	4.9	3.5
Arts and Crafts	1.8	1.6	1.8
Other	1.5	1.9	0.6
Donations	1.2	1.9	4.7
Internet and telecommunication	1.0	6.7	1.1
Services	0.6	0.3	0.0

Totals

Holiday **NZ\$113**

Business **NZ\$156**

VFR **NZ\$52**

Local Expenditure NZ\$ Per Person Per Day

Expenditure Items	Oct 2017 – Mar 2018	Apr – Sep 2018
	(Responses: n=458)	(Responses: n=988)
Accommodation	25.4	36.2
Restaurants, cafes and bars	18.4	27.1
Vehicle rental	10.5	12.1
Groceries	9.2	9.0
Petrol	4.5	4.3
Activities	4.4	11.2
Shopping	4.3	4.9
Donations	3.6	1.8
Other	3.0	1.3
Arts and Crafts	2.1	1.6
Internet and telecommunication	1.4	1.3
Services	0.2	0.6

Totals

Oct 2017- Mar 2018 **NZ\$87**

Apr – Sep 2018 **NZ\$111**

Contribution to Niue Economy

**AVERAGE SPEND
BEFORE VISITING**

PER PERSON
NZ\$1,376



40% FLOWING BACK



PER PERSON
PER VISIT
NZ\$550

PER PERSON
PER DAY
NZ\$65



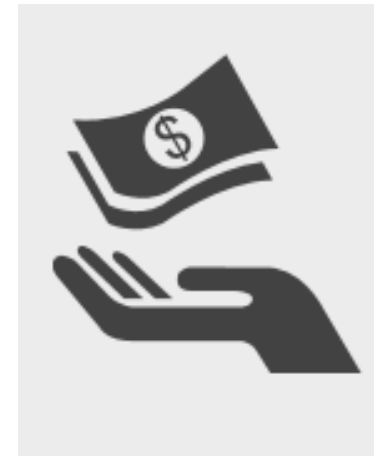
**AVERAGE SPEND
WHILE IN NIUE**

PER PERSON
PER VIST
NZ\$871

PER PERSON
PER DAY
NZ\$103



**PER PERSON PER DAY
NZ\$168
PER PERSON PER VISIT
NZ\$1,421**

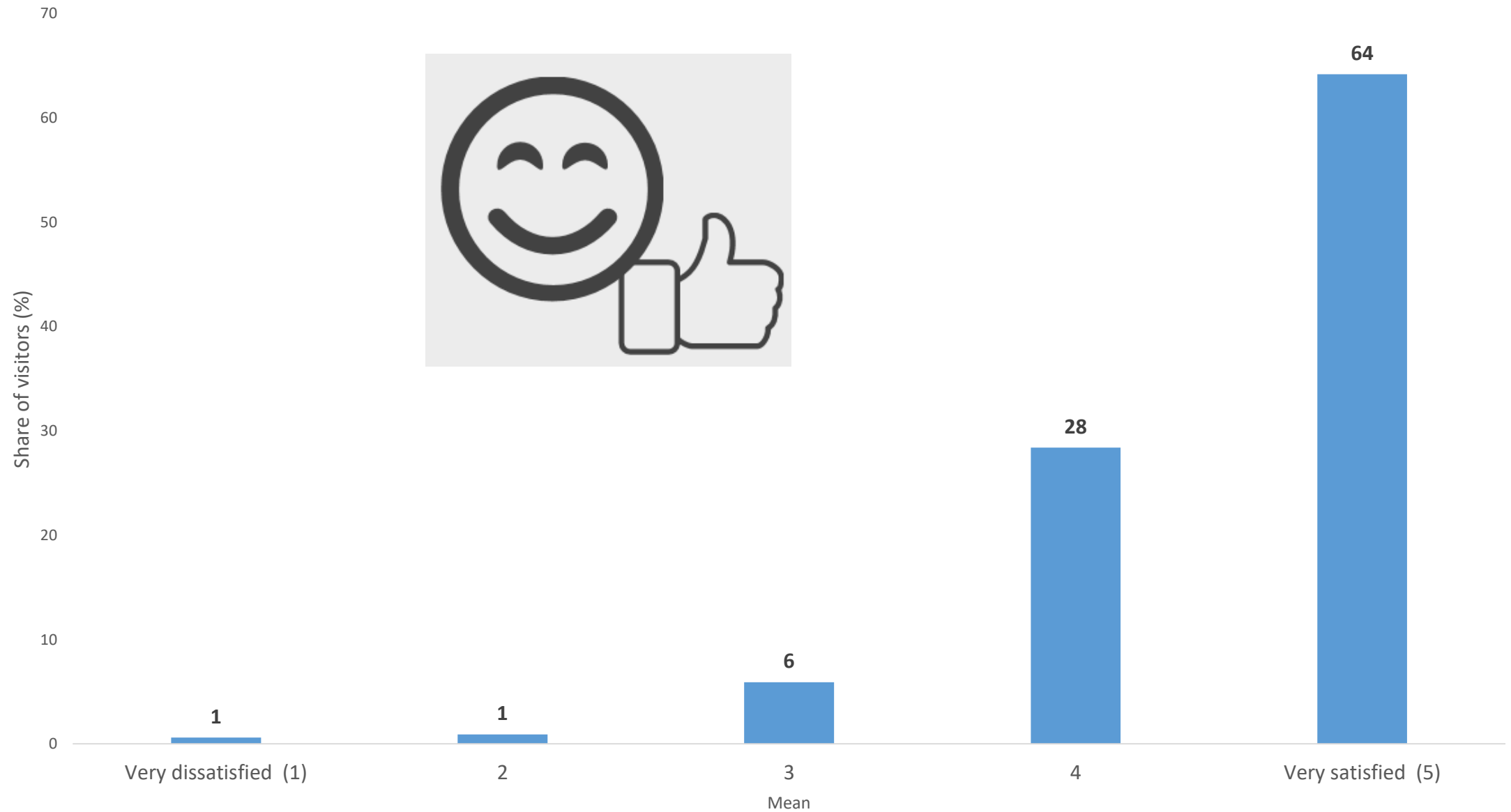




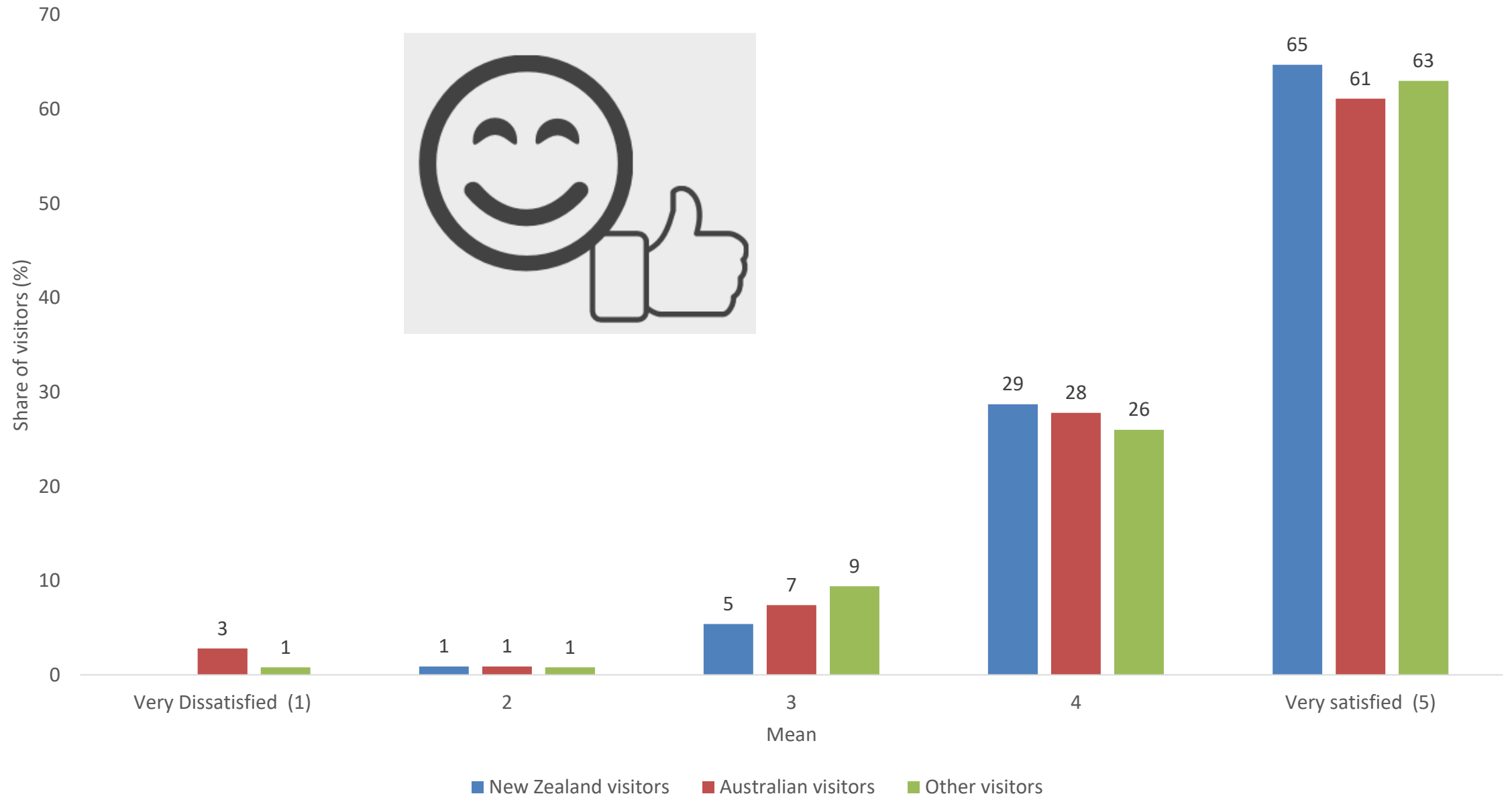
Visitor satisfaction

Most and least appealing elements of the visit, overall satisfaction

Overall Satisfaction



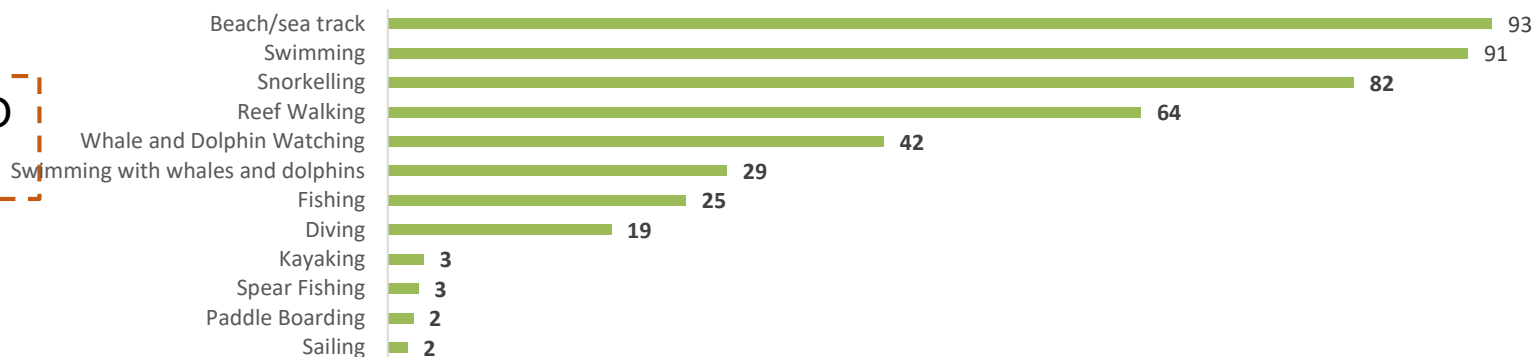
Overall Satisfaction



Degree of Participation in Activities

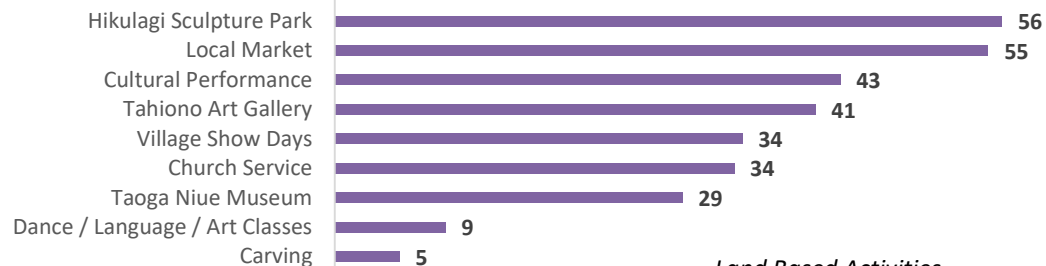
WATER-BASED ACTIVITIES

Water Based Activities



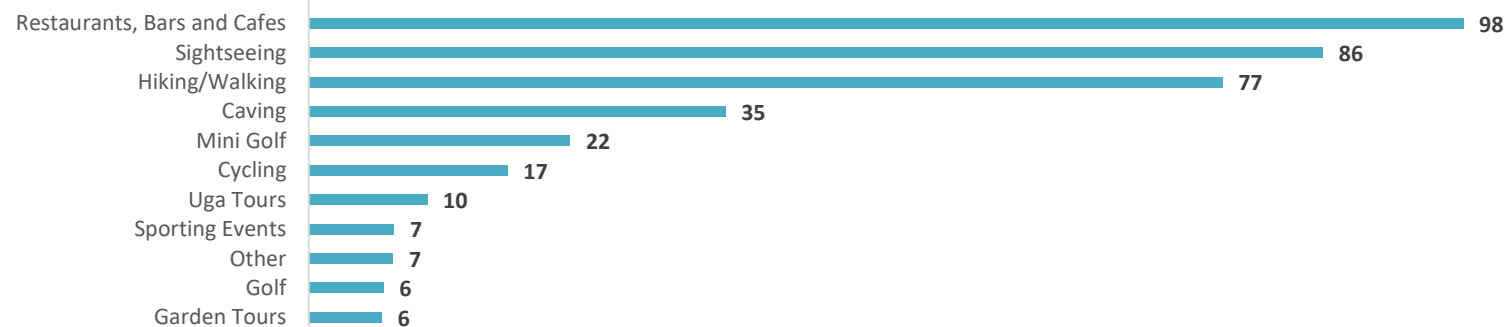
ARTS AND CULTURE

Arts And Culture



LAND-BASED ACTIVITIES

Land Based Activities



SHOPPING

Shopping



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

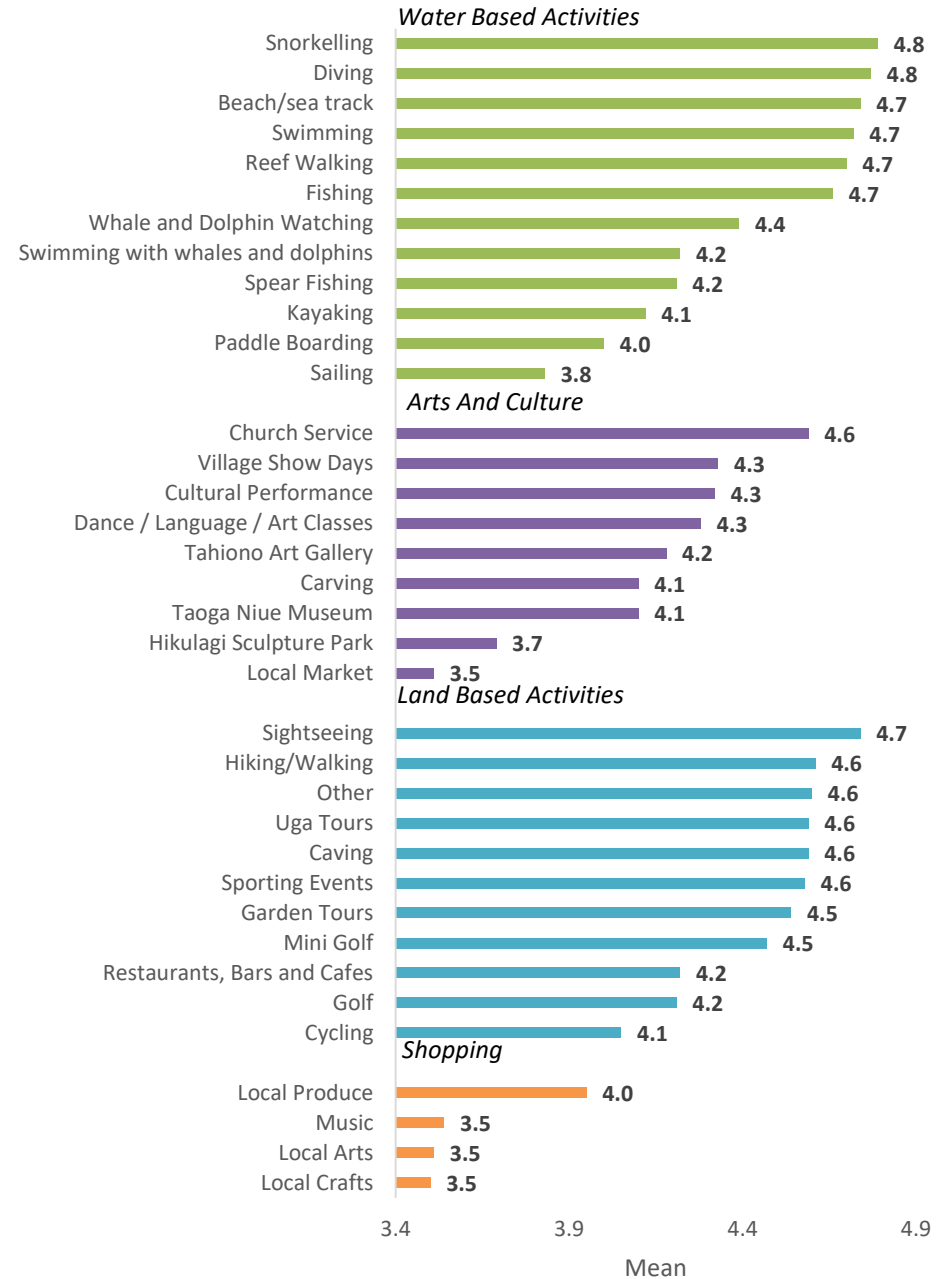
Satisfaction with Activities

**WATER-BASED
ACTIVITIES**
AVERAGE 4.4

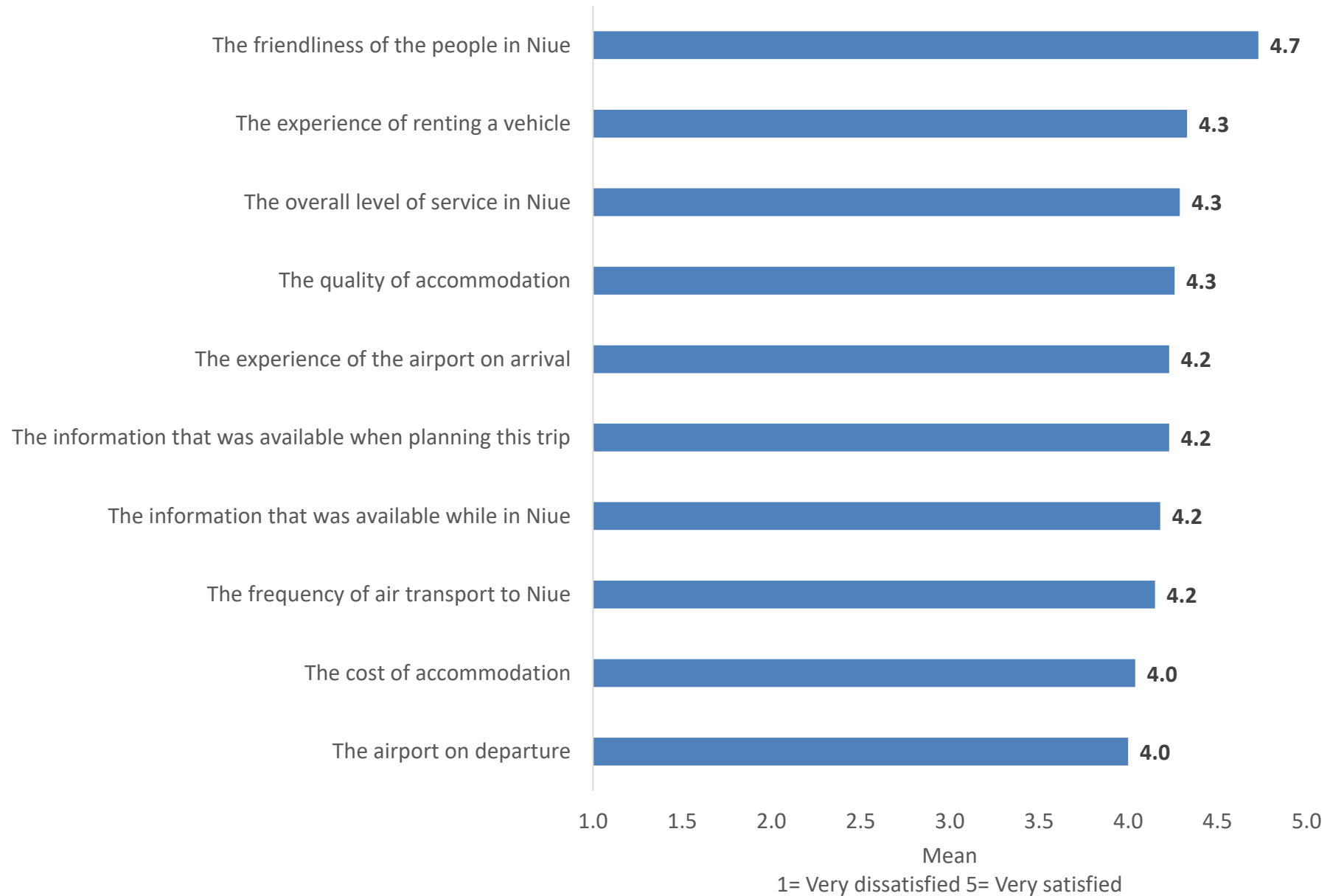
**ARTS AND
CULTURE**
AVERAGE 4.1

**LAND-BASED
ACTIVITIES**
AVERAGE 4.5

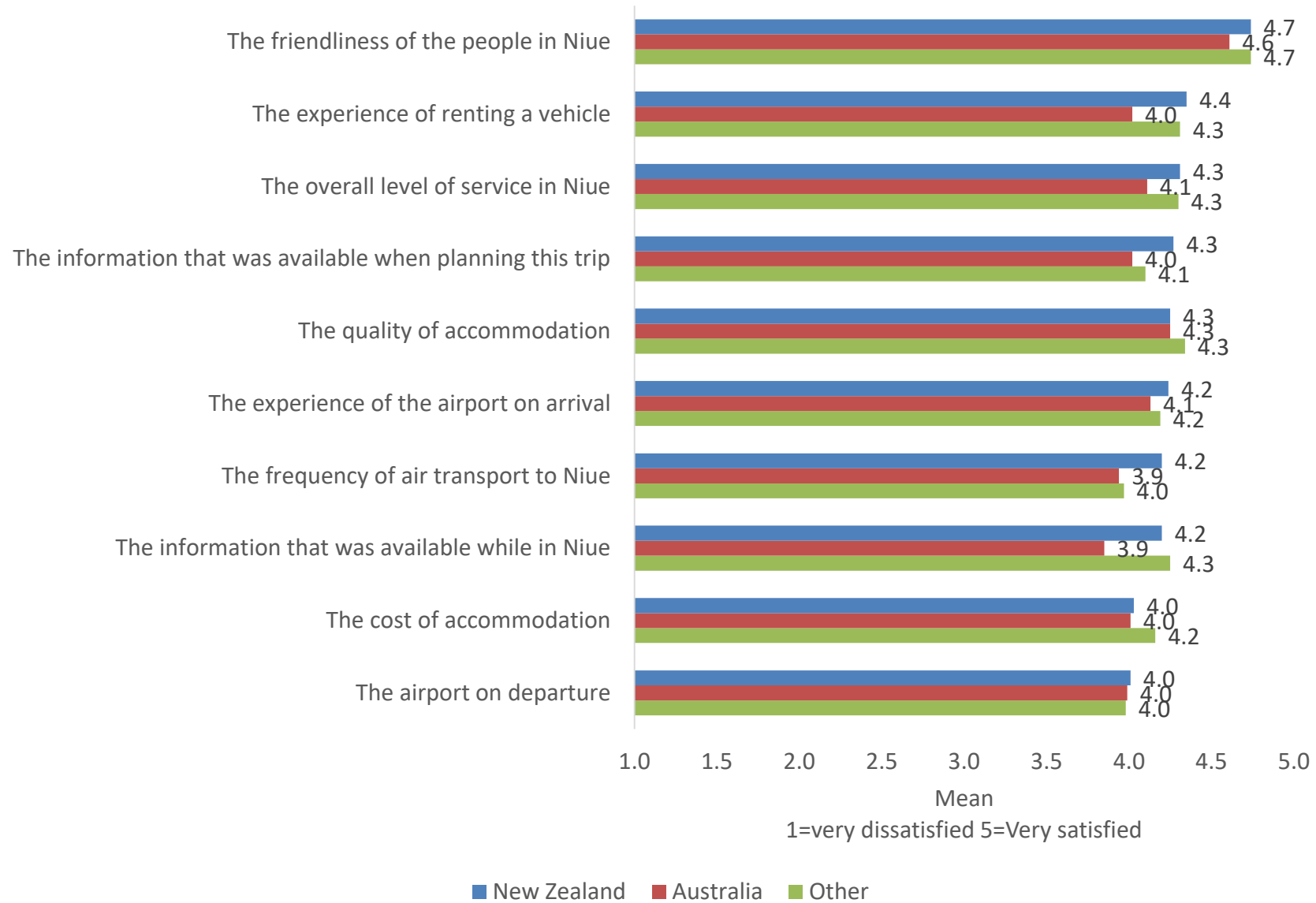
SHOPPING
AVERAGE 3.6



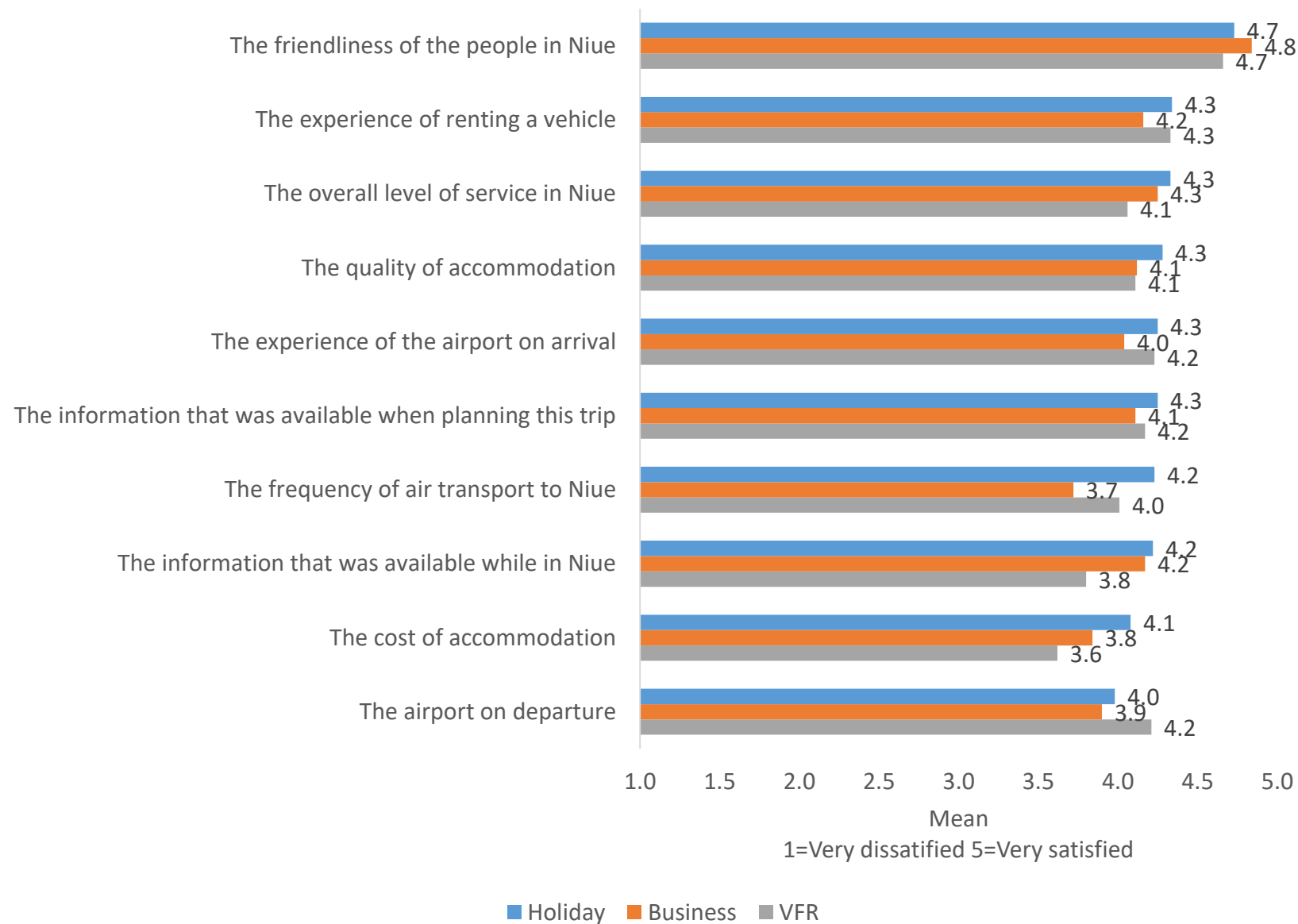
Satisfaction with the Niue



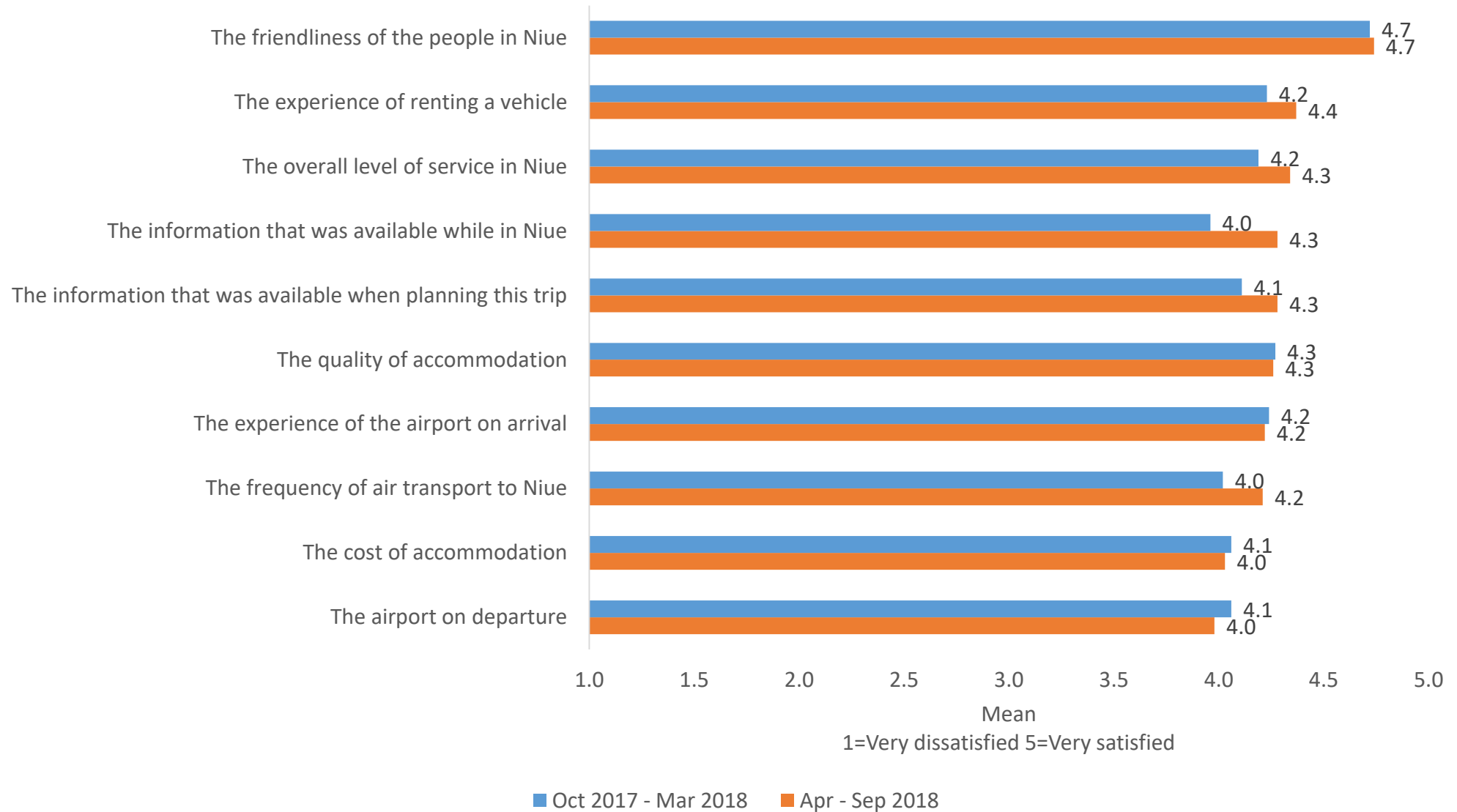
Satisfaction with the Niue



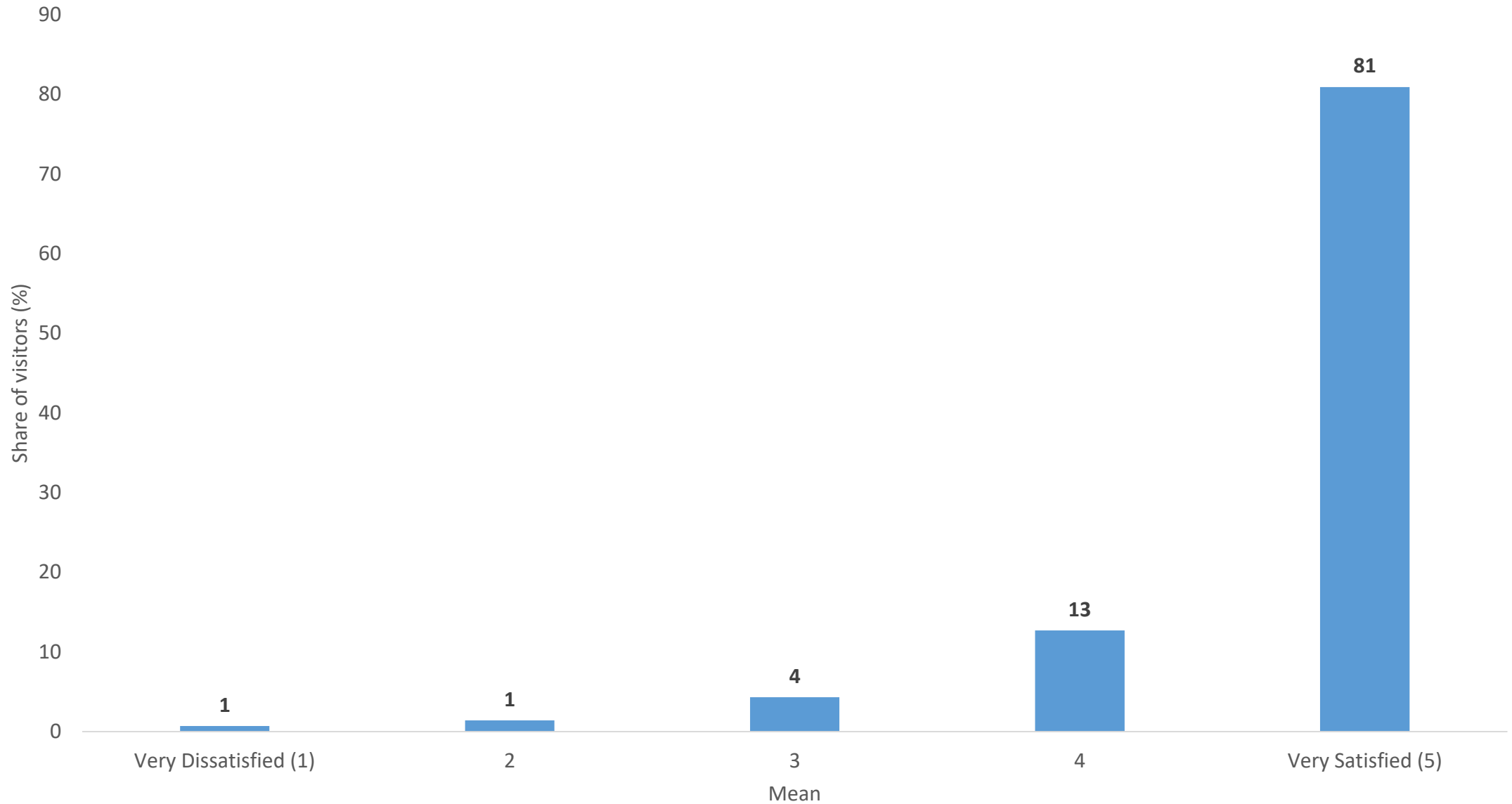
Satisfaction with the Niue



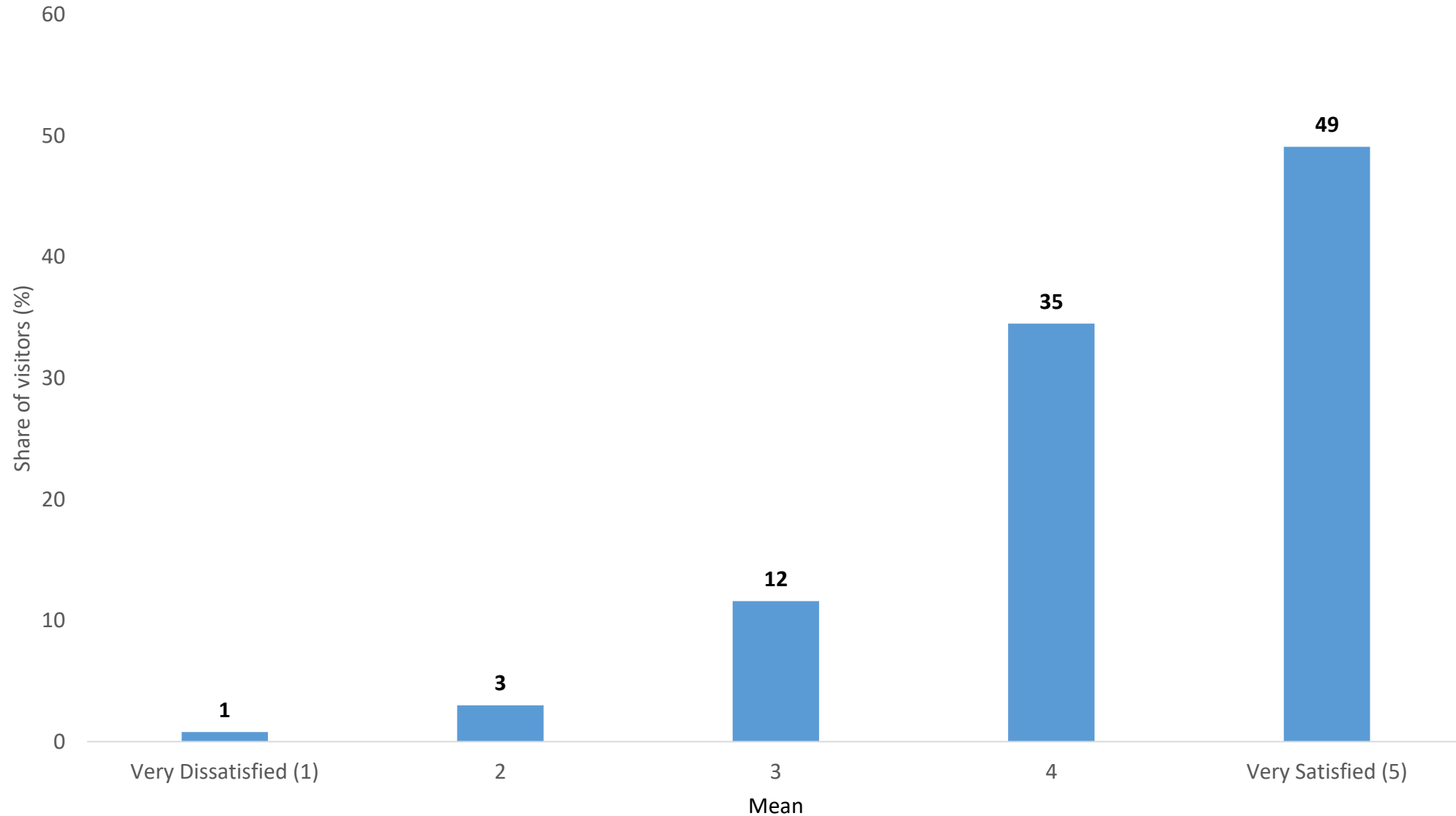
Satisfaction with the Niue



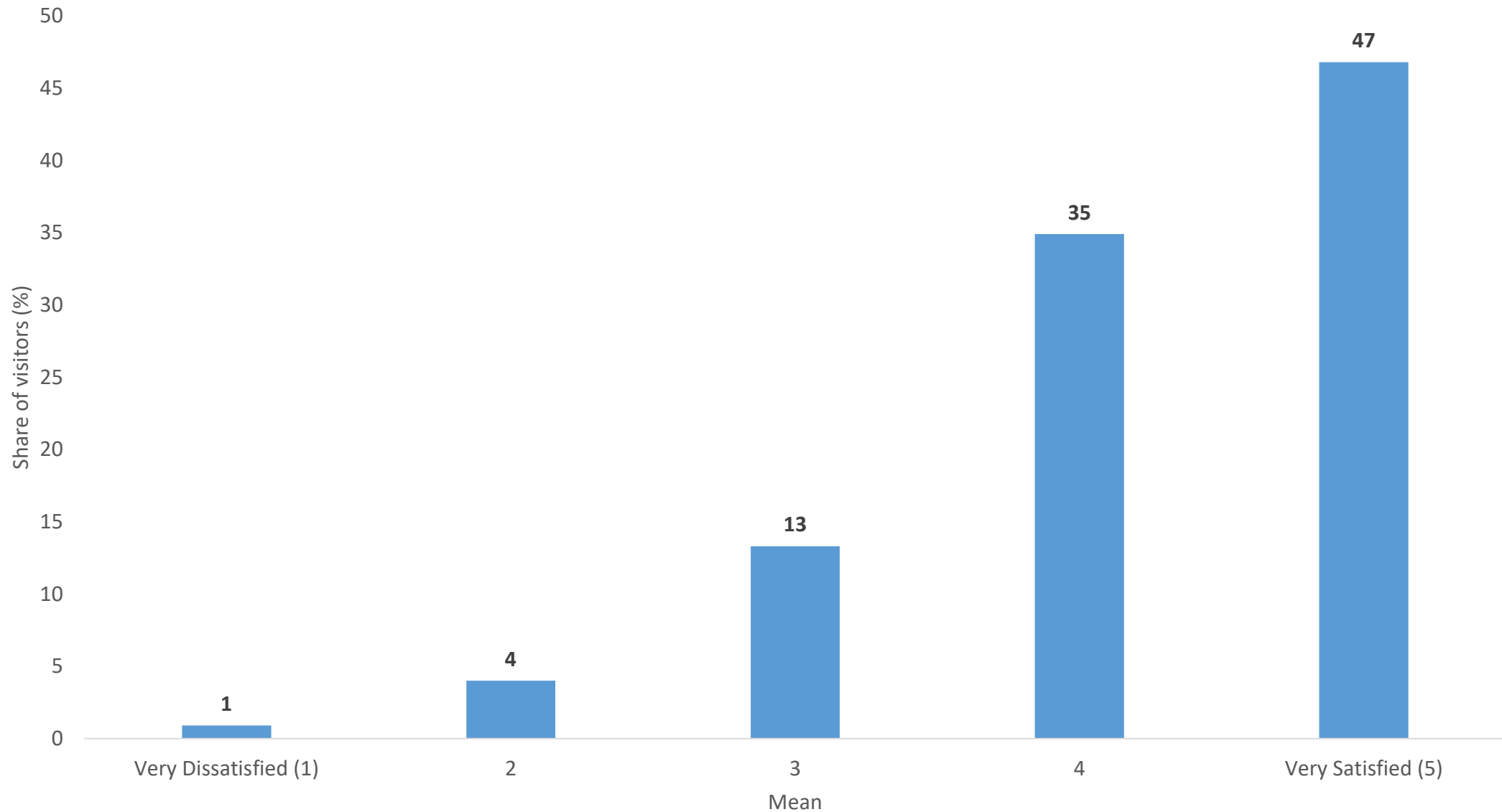
The friendliness of people in Niue



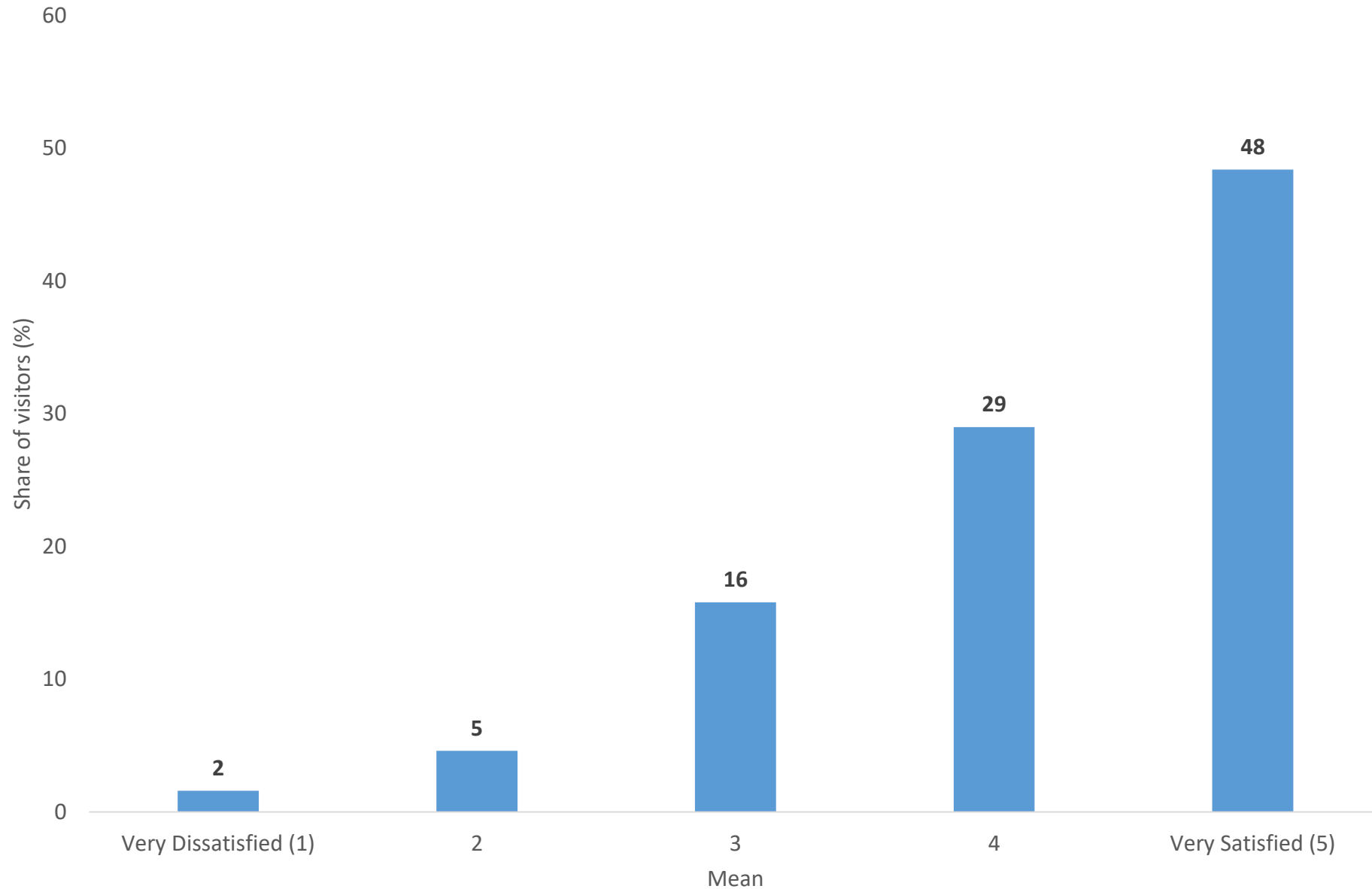
The quality of accommodation



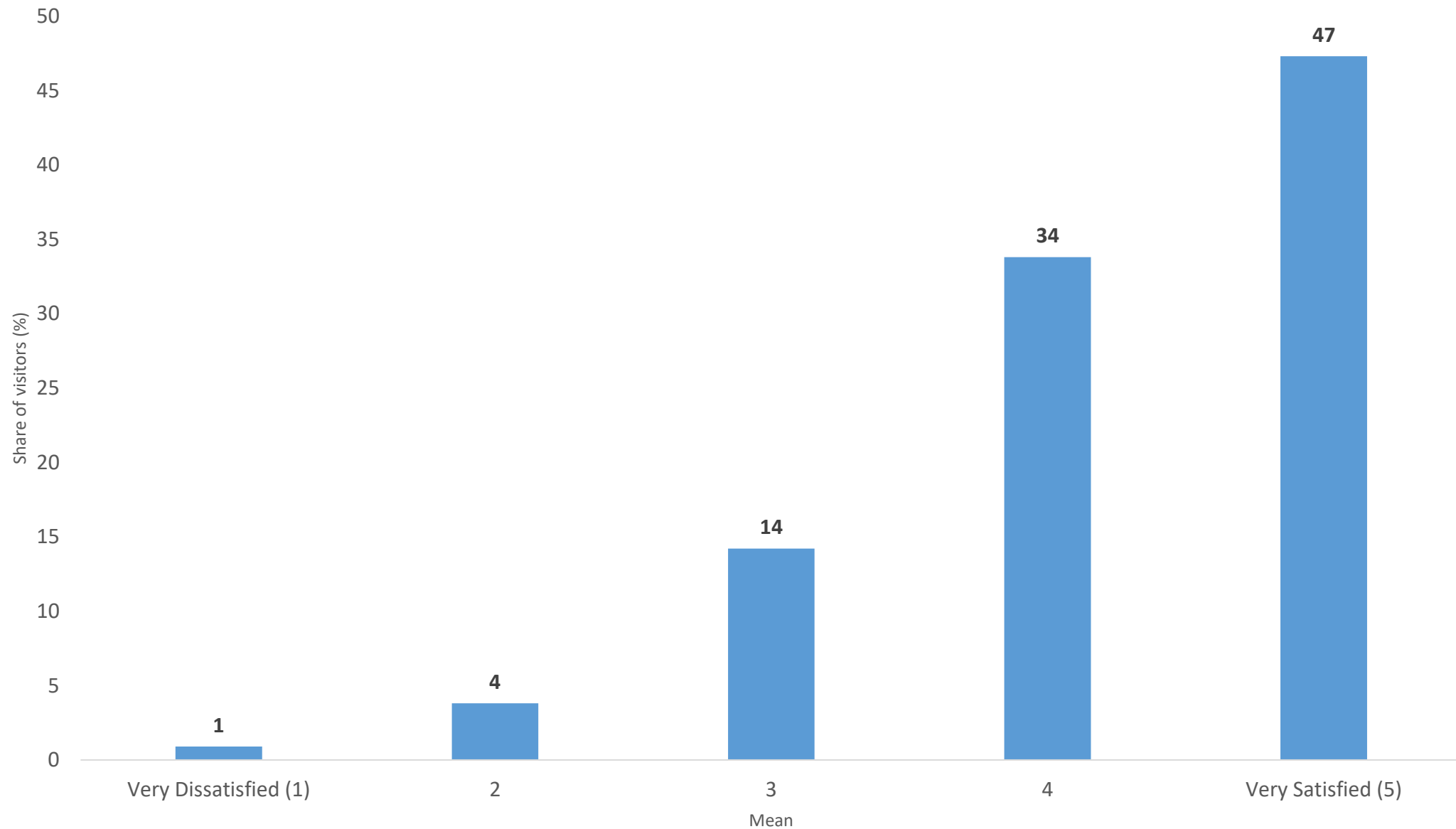
The information available for planning



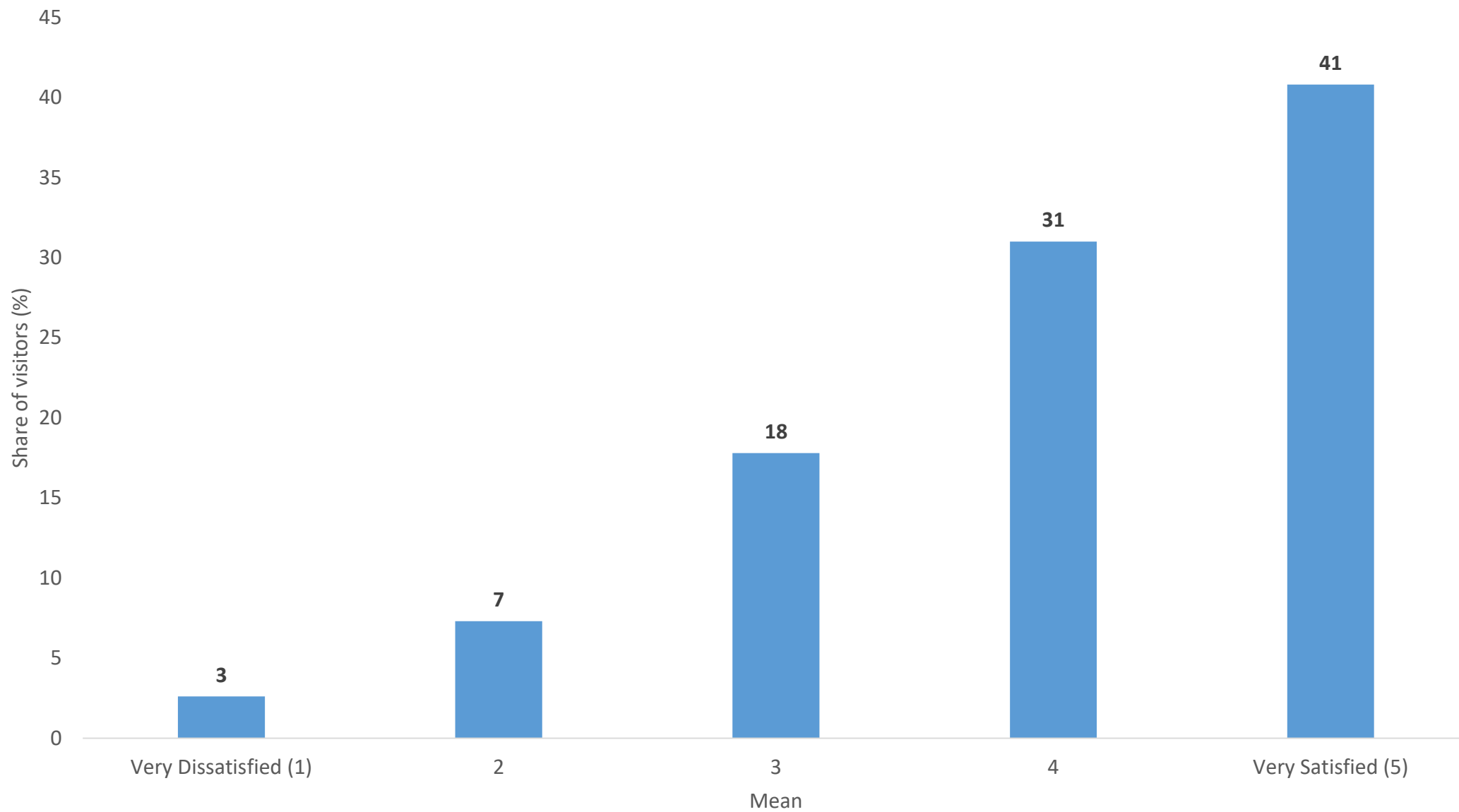
The information that was available while in Niue



The experience of the airport on arrival



The airport on departure



Most Appealing Aspects

49%

Environment &
Cleanliness

39%

Activities &
Attractions

38%

Local
People

Most Appealing Aspects

Themes	Share of respondents
Environment and cleanliness	49%
Activities and attractions	39%
Local people	38%
Atmosphere	20%
Un-commercial (unspoiled)	17%
Food and beverage	8%
Weather	7%
Convenience	4%
Culture	3%
Accommodation	3%
Public facilities	2%
Overall good experience	2%
Visiting friends and family	1%
Level of service	1%
Safety	1%

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

Most Appealing Aspects

Environment & Cleanliness (49%)

*“The reefs, snorkelling and coral... Needs careful management of this delicate **environment**.”*

*“The **scenery** and that it wasn't all built up and 'flash'. That it wasn't over run with people. It felt very laid back and authentic. I really hope it doesn't out grow itself as this is Niue's point of different and what would make me return again! I even liked the fact that there were chickens and dogs happily wandering around although it wasn't great to see sick, unwell dogs.”*

*“How **natural** and **unspoiled** it is. The **dramatic scenery**.”*

*“The land, **the environment** - it is all pretty much **untainted** and **untouched** - caves, arches, coast still very much in its **natural state**...”*

Most Appealing Aspects

Activities & Attractions (39%)

*“**Snorkelling**, water clarity, abundance of sea life.”*

*“The **sea tracks** and the **fishing/spearfishing**. Please invest more in maintaining the **sea tracks** as these are really unique to Niue and **amazing**.”*

*“Loved the clearness of the water and the ease to go **swimming**, **snorkelling** and **exploring**.”*

*“The **natural activities** were fantastic. The **caves** and **sea tracks** were all unique and beautiful.*

*“The **land & things to see/do**. The island and everything on it is like nowhere else in the world and it is the **most amazing place**.”*

Most Appealing Aspects

Local People (38%)

“The friendly Niuean people.”

“The beautiful people of Niue...very welcoming and friendly.”

“Met some very friendly locals who were happy to share their knowledge of Niue.”

“The friendliness of the people - as always. They make you feel welcome without being in your face and there are plenty of places to go and things to do without feeling you are impinging on their lives too much, and also without meeting hordes of other visitors.”

“The friendly and warm smiles of the Locals when being greeted at the Airport.”

Most Appealing Aspects

Other Comments on Most Appealing Aspects

*"Enjoy the **laid back lifestyle** of Niue as well as the **scenic views** of the coastline."*

*"**Not many tourists! Not over commercialised!**"*

*"The **food freshness** of the **fish** and **veges**."*

*"Seeing & hearing aspects of **Niue culture**."*

*"Peace and quiet. **Little traffic**. Nature at its most natural."*

*"The **weather** was **perfect**."*

*"Loved seeing my **family and friends** in Niue."*

*"**Ease of travel** around with rental car."*

*"I loved how **isolated and quiet** it felt in Niue, how it wasn't too touristy (Also loved the wonderful people, the fresh food and the incredible snorkelling!)."*

Least Appealing Aspects

47%

Public Services,
Facilities and
Infrastructure

11%

Food and
beverage

8%

Animals-related
issues

Least Appealing Aspects

Themes	Share of respondents
Public services and facilities and infrastructure	47%
Food and beverage	11%
Animals-related issues	8%
Opening hours	7%
Price of goods and services	6%
Rubbish and care for the natural environment	6%
Attractions and activities	5%
Airport	5%
Customer service	4%
Accommodation	4%
Shopping, products, and markets	3%
Abandoned cars and houses	3%
Poor weather	2%

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

Least Appealing Aspects

Public Services, Facilities and Infrastructure (47%)

*“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.”*

Least Appealing Aspects

Food and beverage (11%)

*“No **fresh fish**!! Limited **tropical fruit**. Would be lovely to have more local produce but understand challenges of environment, and people leaving Niue to live elsewhere. We brought almost all of our **own food**.”*

*“Was difficult to work out what was **open** and when as far as **restaurants** and **cafes** went.”*

*“I would have like to have sampled more **local food**.”*

*“In the restaurants and cafes (ate out around 8-9 times at 5 different restaurants and cafes over the week) we struggled to find **food suitable for young kids** but mainly Nena and Pa who are in their 80s now and its hard for them.”*

*“Dining out **quality and price of food** in **supermarkets**.”*

Least Appealing Aspects

Animals-related issues (8%)

*“Potholes in road, **aggressive dogs**, **roosters** early in the morning!!!”*

*“**Flies** and **mosquitoes**!”*

*“Some of the **dogs** look very sick and unhealthy.”*

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

“Stray animals begging for food at our accommodation.”

*“**Roosters** crowing at all hours of the day and especially **waking you up in the morning** crowing right outside your door repeatedly when you wanted a sleep in.”*

Least Appealing Aspects

Other Comments

*“More **recycling option** would be favourable.”*

*“The **local market** was a disappointment...few crafts, foods, short hours in the very early morning.”*

*“Would love to find more locals selling their **handicrafts**.”*

*“Some **customer service staff** were **unfriendly** and one coffee took 40 minutes but we did not complain.”*

*“The **amount of plastic and rubbish** at the wharf and Utuko, littering on the roadside. Tomb Point needs clearing (if possible) on the northern side for better visibility.”*

*“**Rental car** and roads”*

*“**Airport departure** too early, too long waiting.”*

Suggestions for Improvement



59% provided
suggestions for
improvements

- 49%** Public Services and Infrastructure
- 12%** The Quality/Cost of Food and Beverage
- 7%** Customer Service
- 6%** Opening hours
- 6%** Attractions and Activities
- 6%** Accommodation
- 5%** A Longer Stay
- 4%** More information

Suggestions for Improvement

*“Locals need to **learn to recycle** or burn paper rubbish.”*

*“Please **fix the roads**. They weren't as bad on previous visits.”*

*“Move the airport to an electronic **check in system**.”*

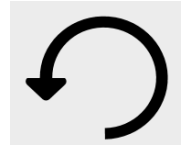
*“Spend the aid money on **upgrading and maintaining the roads**.”*

*“Would've liked to see more **fresh island style food** not fried food.”*

*“**Activities available** during the holiday season.”*

*“More **eco-friendly approach** and awareness of how visitors can help protect this paradise.”*

Would return to Niue?



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

Reasons Not To Return

Visit Other Destinations

Have Seen/Done All They Could See/Do

Limited Attractions and Activities

Have Already Revisited

Expensive Cost

Not suitable for older travellers

Weather

Poor Facilities and Infrastructure

A long travel distance

Return to Niue

*"I have seen it now and there are so **many other places** in the world to visit."*

*"**Not enough to do** to repeat the visit, although water was amazing."*

*"Too **boring**."*

*"Not until the **roads are better** especially the west coast road."*

*Although we have not participated in all activities which Niue offers, we have visited all the places around the island. We have many other islands to visit. We might have returned to Niue if it was **more accessible**."*

*"Too **far away**."*

Recommending Niue



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

Reasons Not To Recommend

Limited Attractions and Activities

Not suitable for everyone/old travellers

Other Pacific Islands are better

Keep it as a secret

Not value for money

Poor facilities and infrastructure construction

Recommending Niue

*“It is beautiful but for **older travellers** the roads wreck the spine!”*

*“Only if they enjoy the water. There **wasn't much to do** on land for people who don't like the ocean!”*

*“Not really suitable for **older tourists**.”*

*“Wouldn't recommend to everyone, it is more of an **adventure** than a hang out at the beach.”*

Thank you!



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Key contributions: Simon Milne, Sam Li, Caroline Qi, Birthe Bakker