

SAMOA

INTERNATIONAL VISITOR SURVEY INSIGHTS

New Zealand Visitors

2018-2020

Beautiful
SAMOA

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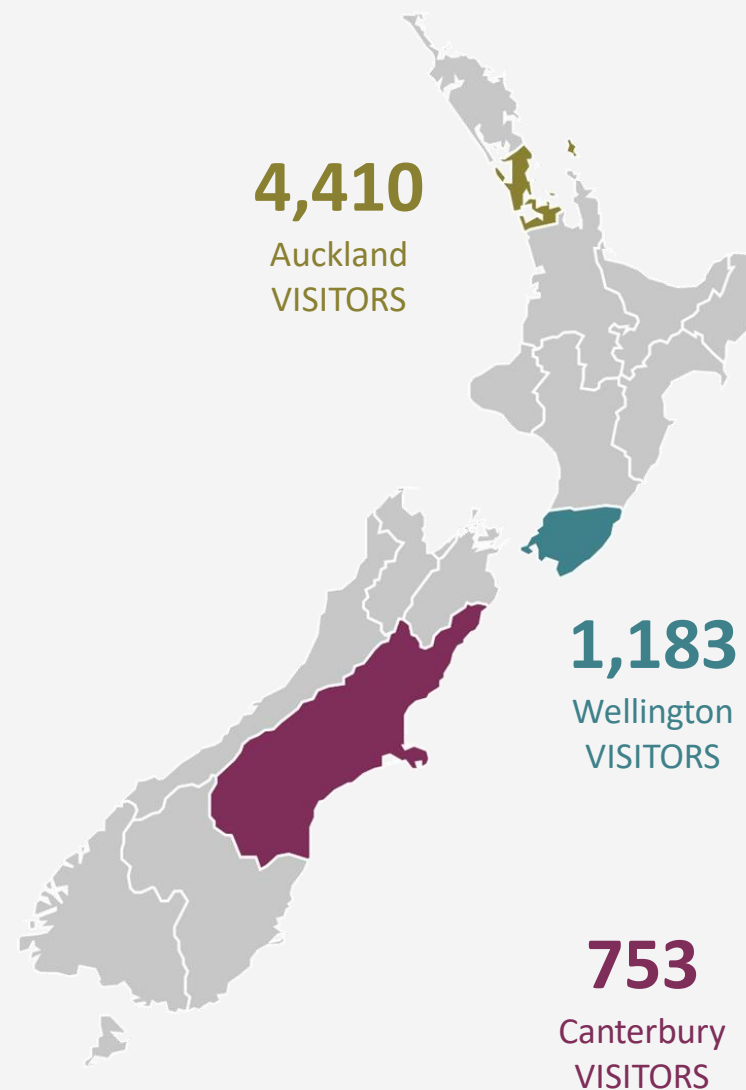
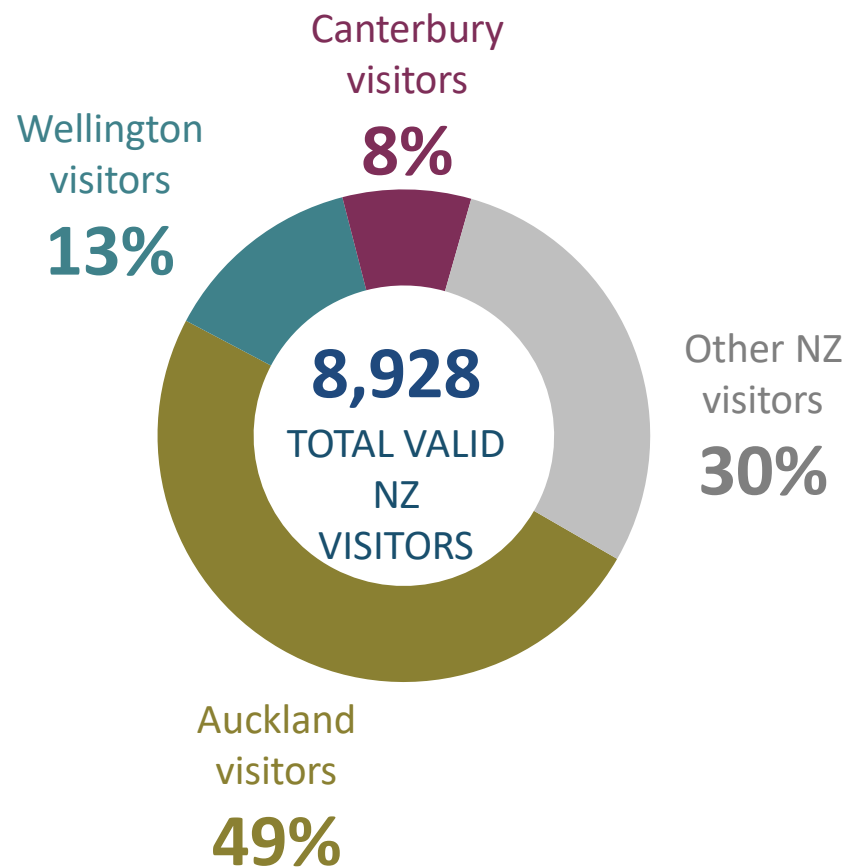
NZTRI
NEW ZEALAND TOURISM
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Background

- The 2018-2020 IVS data set is analysed to help us understand the spending profile and outer islands visitation of New Zealand Visitors to Samoa.
- Visitors from Auckland, Wellington, and Canterbury are compared
- NB The 2018-2020 dataset includes data from Jan 2018 to March 2020.
- All reports from the IVS are available at:

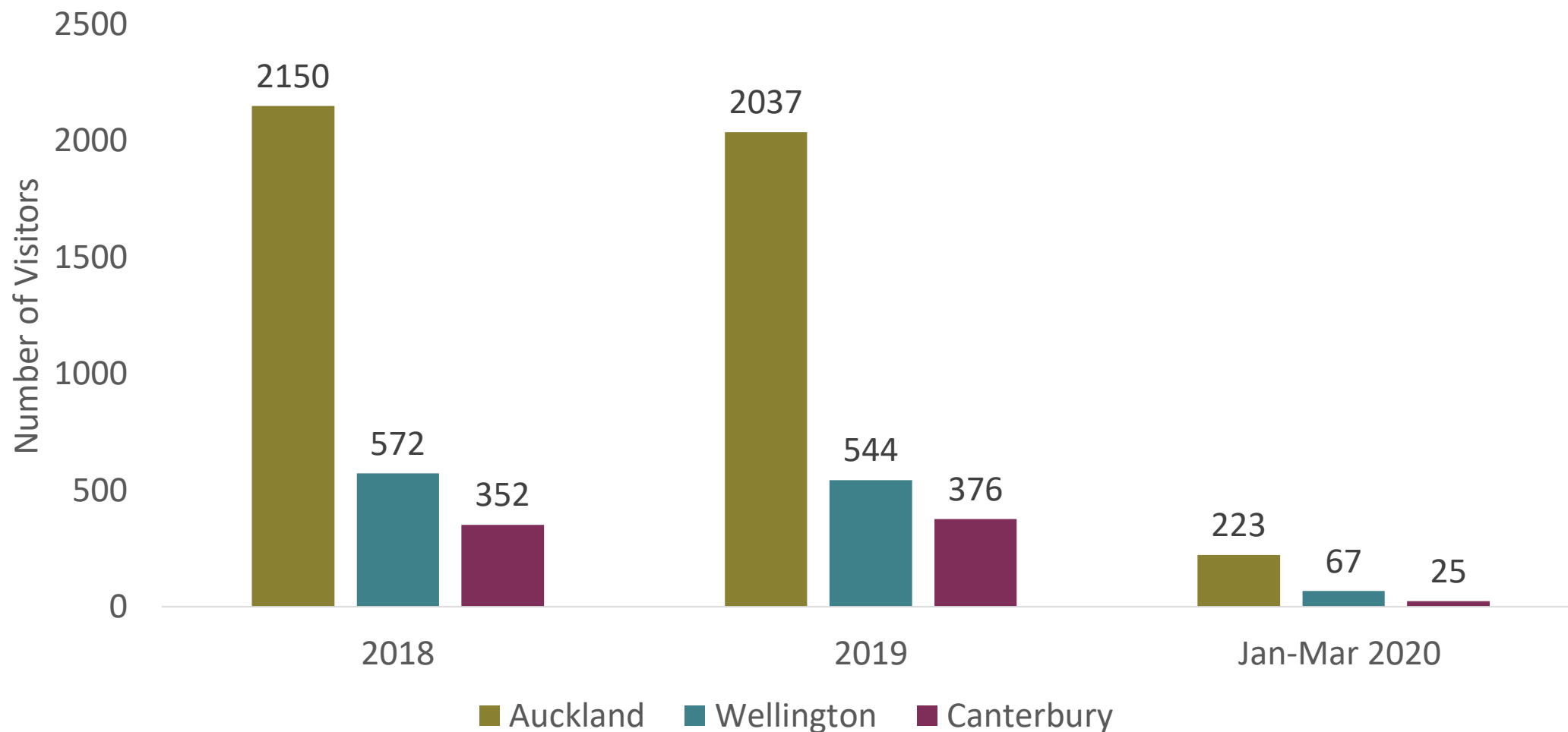
<https://www.nztri.org.nz/5603353-ptdi-samoa>

The New Zealand survey respondents – IVS 2018-2020

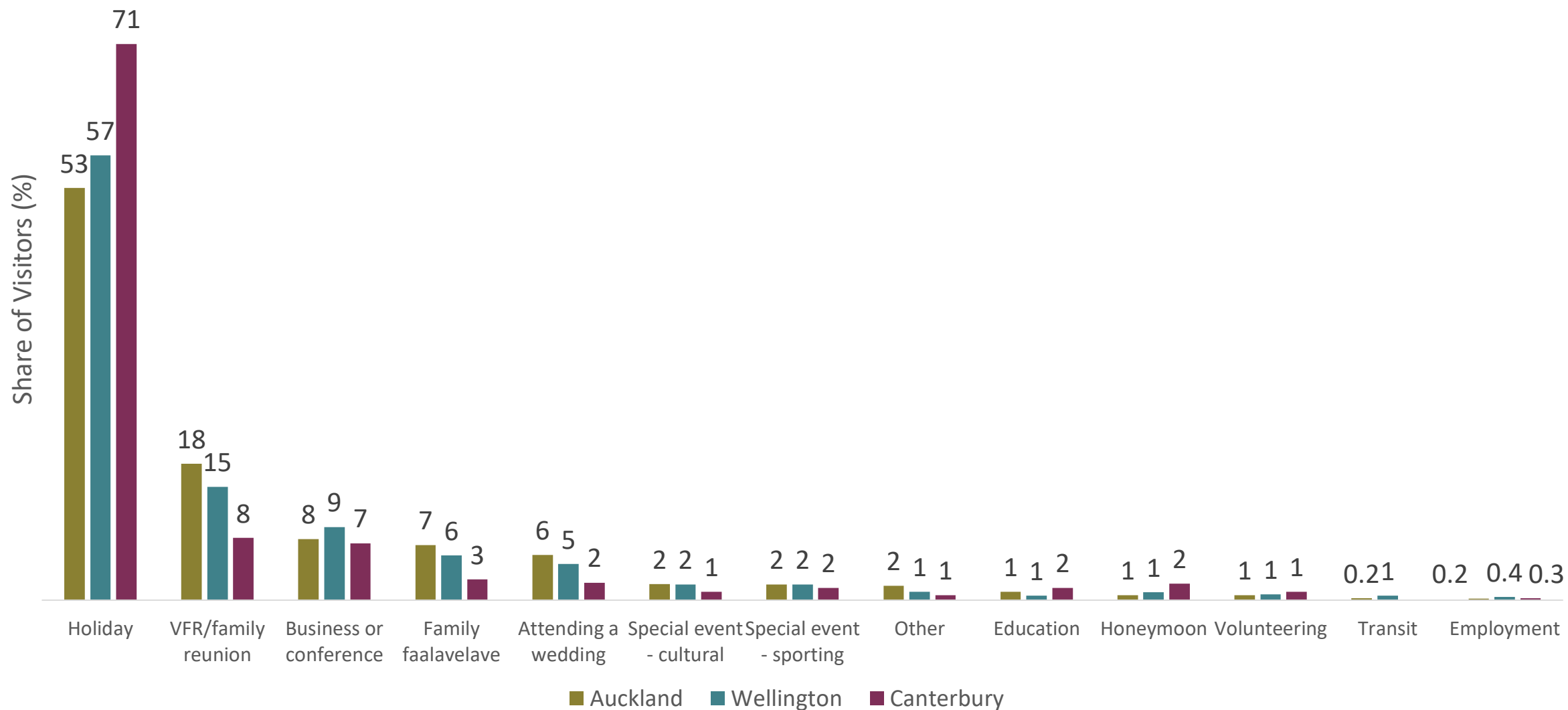


Note: Total New Zealand visitors is 9,029

The number of surveyed New Zealand Visitors to Samoa



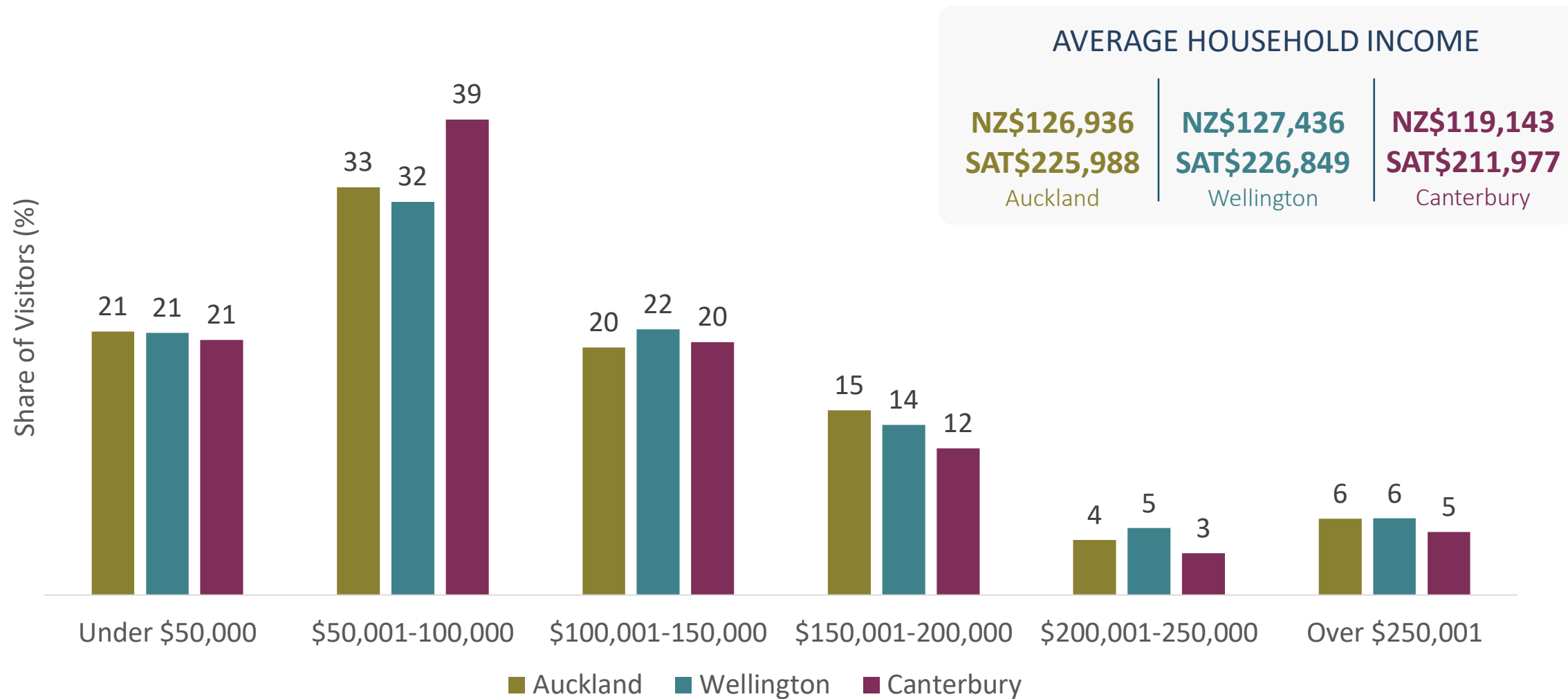
Canterbury visitors are most likely to be travelling for a holiday



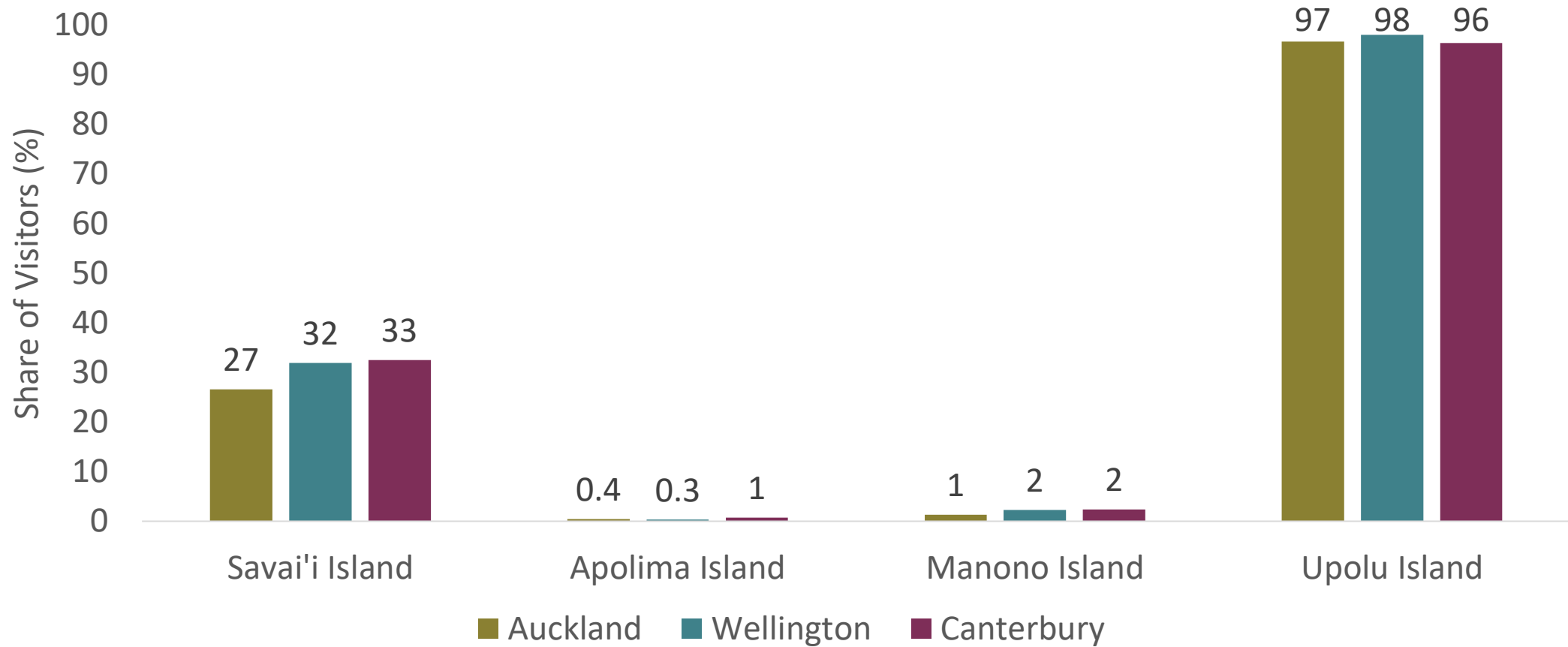
Auckland visitors tend to have a younger age profile. Nearly half of visitors from Canterbury are aged 50+.



Wellington visitors have the highest annual average household income.

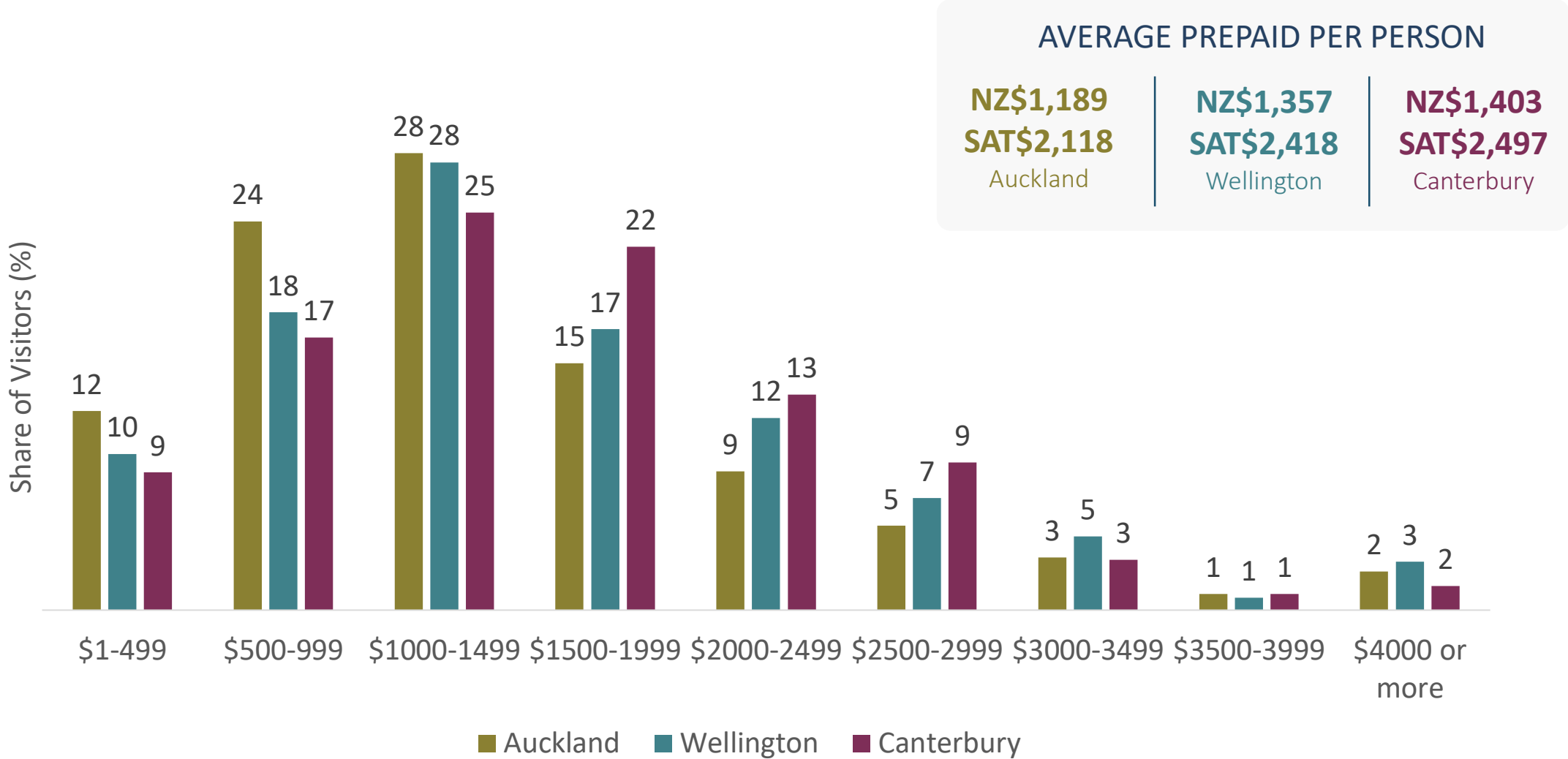


Wellington and Canterbury visitors are more likely to travel to Savai'i than their Auckland counterparts.



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

Canterbury visitors paid more prior to arrival than those from Auckland and Wellington.



Note: Percentage figures are rounded

Spend across the three groups is very similar

Expenditure Items (NZ\$/SAT\$)	Auckland	%	Wellington	%	Canterbury	%
Accommodation	22/39	27	22/39	28	25/44	31
Restaurants, cafes & bars	17/30	21	16/29	20	20/35	24
Vehicle rental	10/17	12	8/14	10	8/14	10
Vehicle petrol	3/6	4	3/5	3	3/5	3
Bus/taxi	0.8/1.5	1	1/2	1	1/2	2
Ferry	0.7/1.2	1	0.7/1.3	1	1/2	1
Groceries	7/12	9	7/12	8	5/10	7
Shopping	7/12	8	7/12	8	6/10	7
Tours/activities	3/5	4	3/6	4	4/8	6
Donations	6/10	7	6/11	8	3/5	4
Internet/telecommunication	1/2	1	0.7/1.3	1	0.7/1	1
Other	3/6	4	5/9	6	4/6	5
Total (NZ\$/SAT\$)	79/141	100	80/142	100	80/142	100

Economic Impact – Per Person and Total

NZ\$/SAT\$	Auckland	Wellington	Canterbury
Average Spend Prior to arrival			
Per Person Per Trip	\$1,189/\$2,118	\$1,357/\$2,418	\$1,403/\$2,497
<i>Flowing into local economy rate – estimated 55%</i>			
Per Person Per Trip	\$654/\$1,165	\$747/\$1,330	\$772/\$1,374
Per Person per Day	\$77/\$137	\$84/\$149	\$89/\$159
<i>Length of stay (nights)</i>	<i>8.5</i>	<i>8.9</i>	<i>8.7</i>
Average Local Spend			
Per Person - Per Trip	\$672/\$1,199	\$712/\$1,264	\$696/\$1,235
Per Person per Day	\$79/\$141	\$80/\$142	\$80/\$142
Total Economic Impact-Per Trip	\$1,326/\$2,364	\$1,459/\$2,594	\$1,468/\$2,609
Total Economic Impact-Per Day	\$156/\$278	\$164/\$291	\$169/\$301

An aerial photograph of a tropical forest, likely a palm tree plantation. A dirt road runs vertically through the center of the image. A white van is parked on the road, facing downwards. The trees are dense and green, with some shadows cast on the ground. The overall scene is bright and clear.

Thank you

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