

Vanuatu International Visitor Survey

January – March 2019



AUT



NEW ZEALAND
FOREIGN AFFAIRS & TRADE
Aid Programme

Vanuatu
DISCOVER WHAT MATTERS
www.vanuatu.travel

NZTRI
NEW ZEALAND TOURISM
RESEARCH INSTITUTE

Report Structure



Respondents (Jan – Mar 2019)

Total number of e-mails sent: **6,818**



Conversion
rate of
11.1%

Total number of responses: **757**

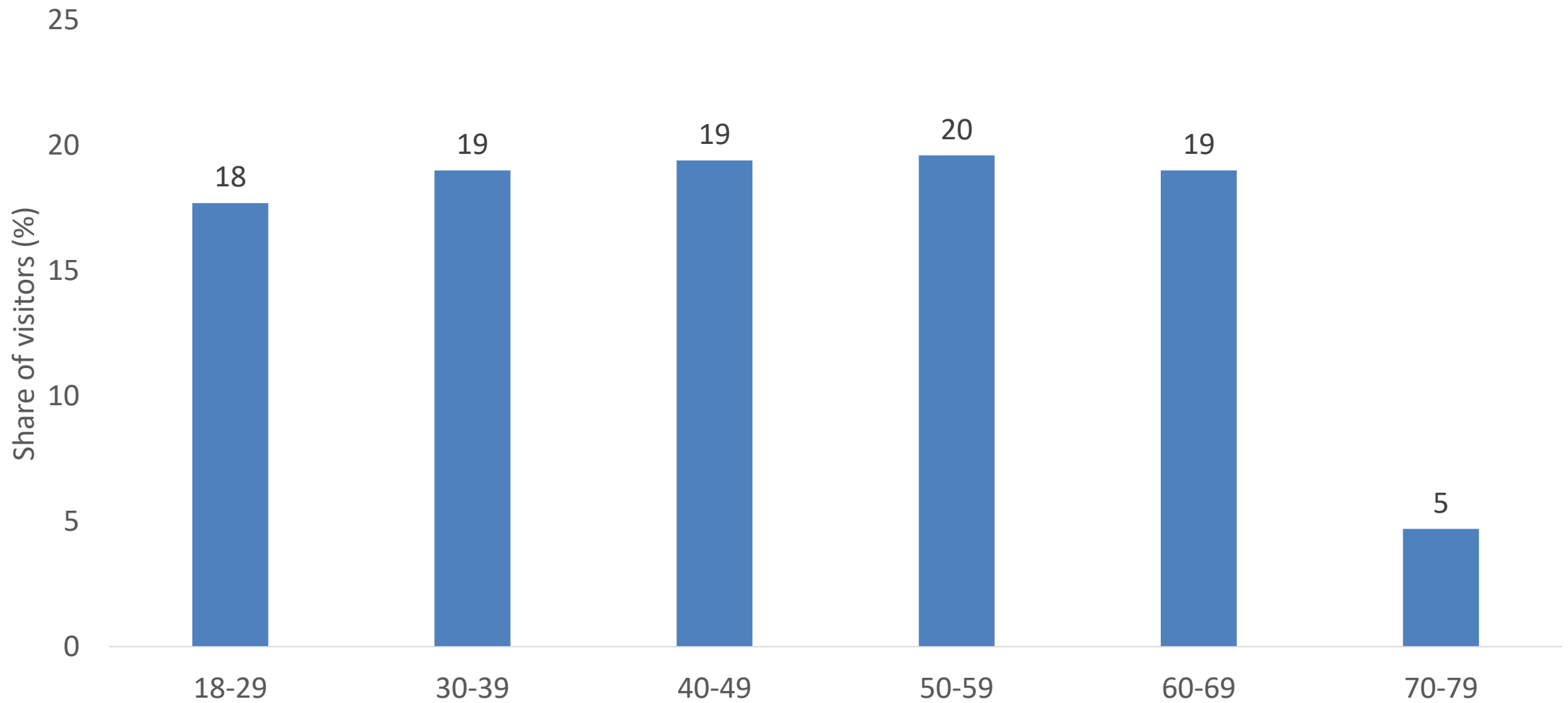


Responses cover a total of
965 adults and **126 children**

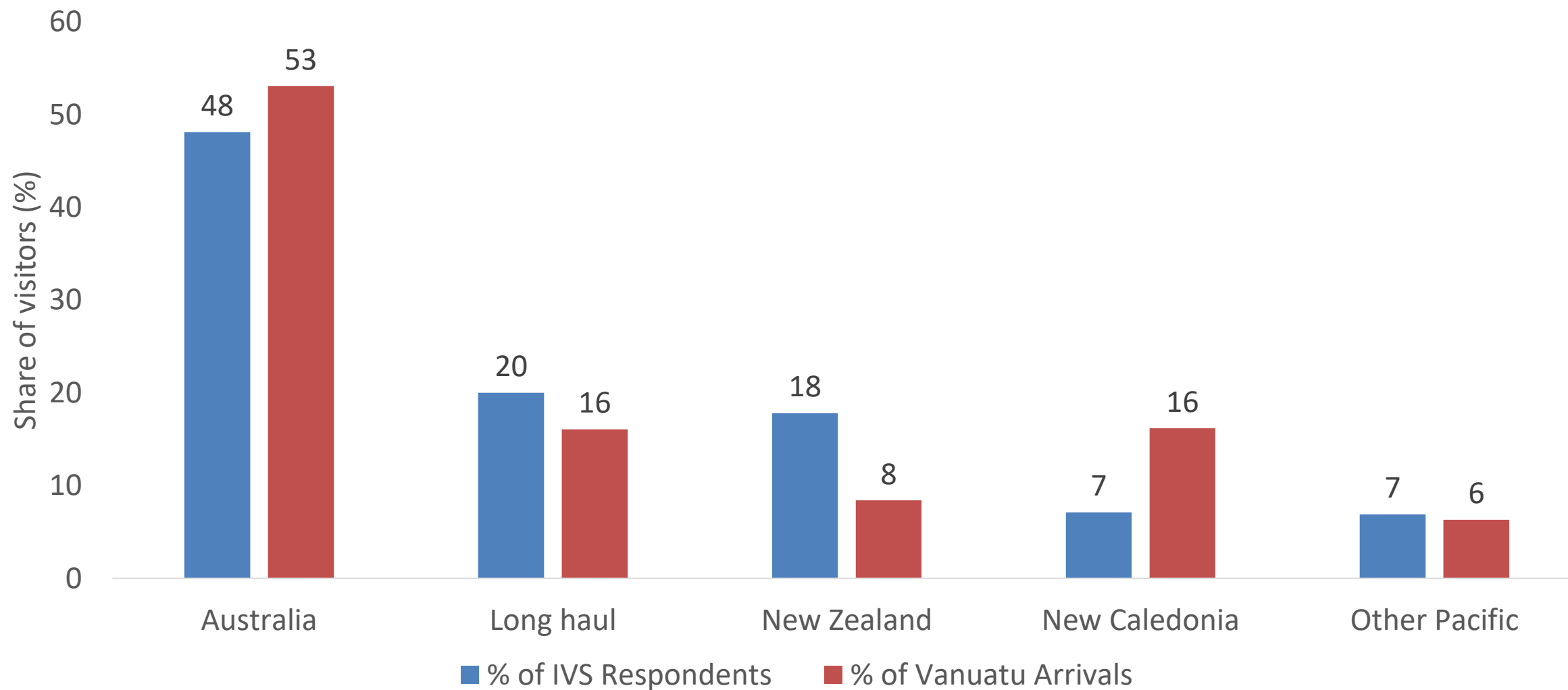


4.9% of all
visitors during
the period

Age

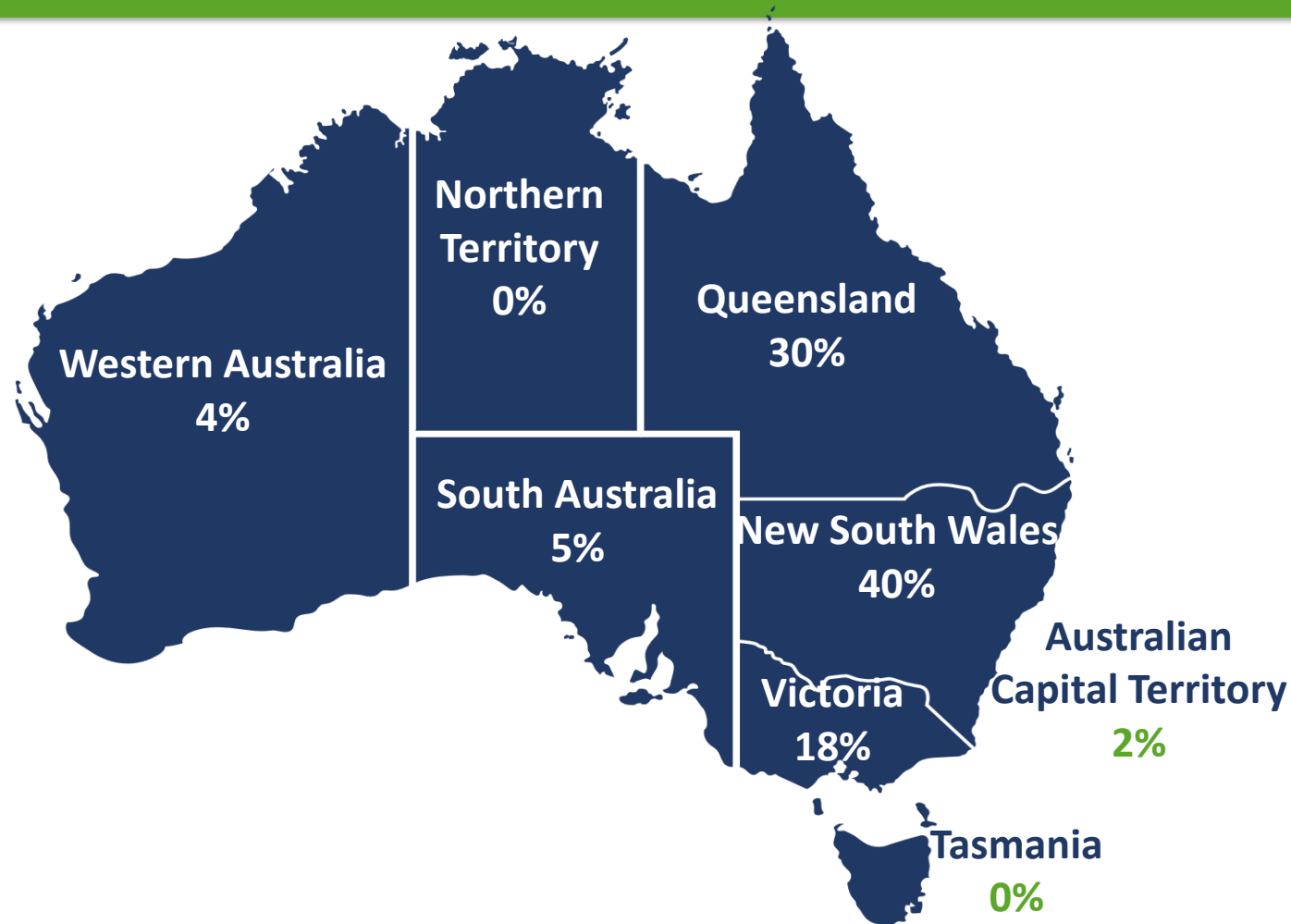


Country of Origin



Note: due to rounding, some totals do not sum to 100%

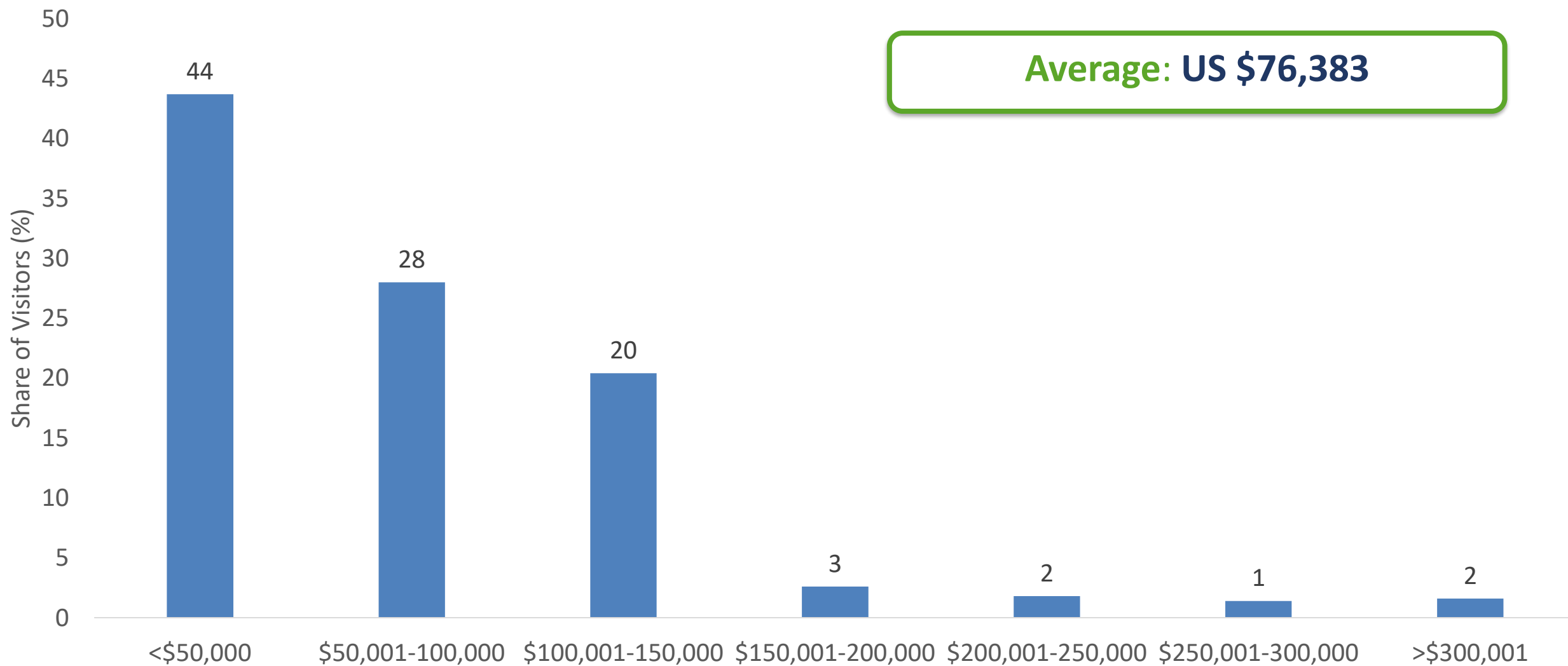
Australian Respondents - IVS Respondent Data



New South Wales, Queensland and Victoria make up **88%** of all Australian visitor arrivals

Note: due to rounding, some totals do not sum to 100%

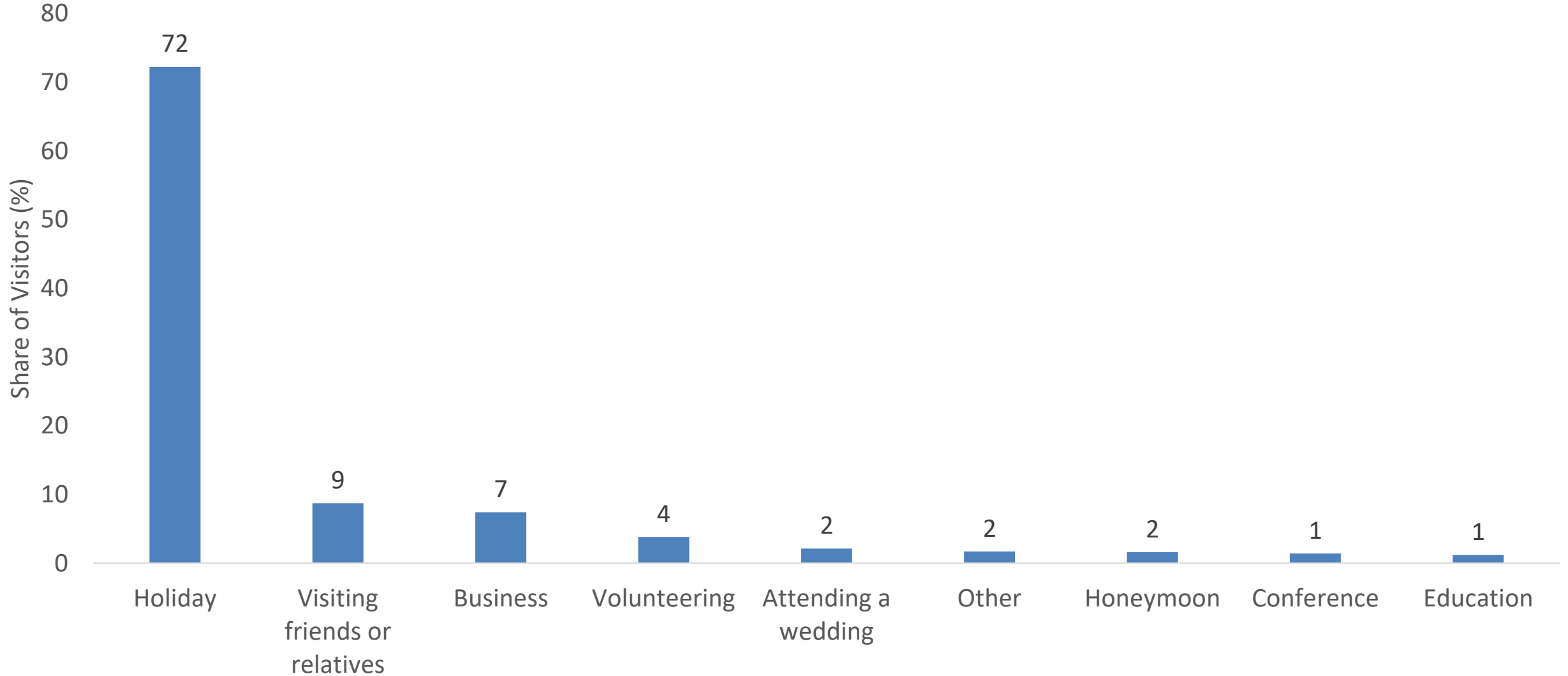
Annual Household Income



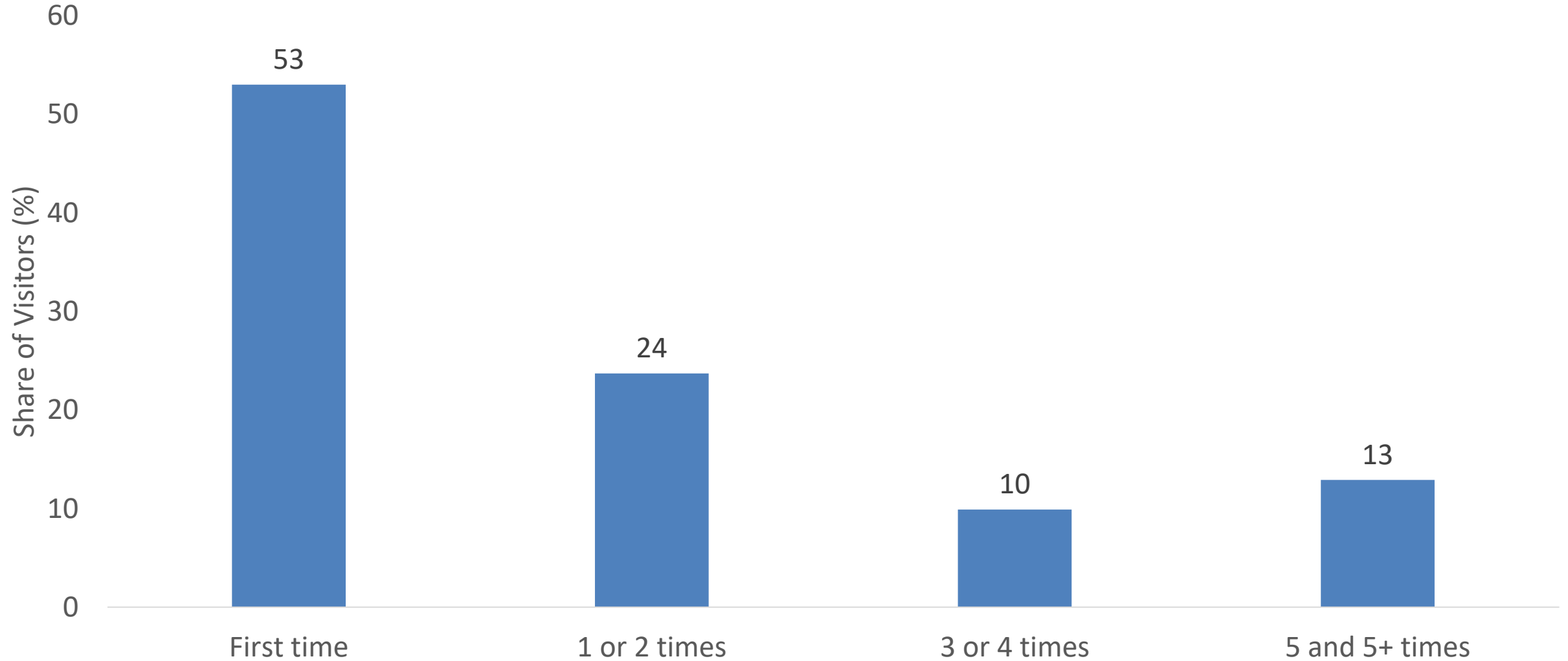
Report Structure



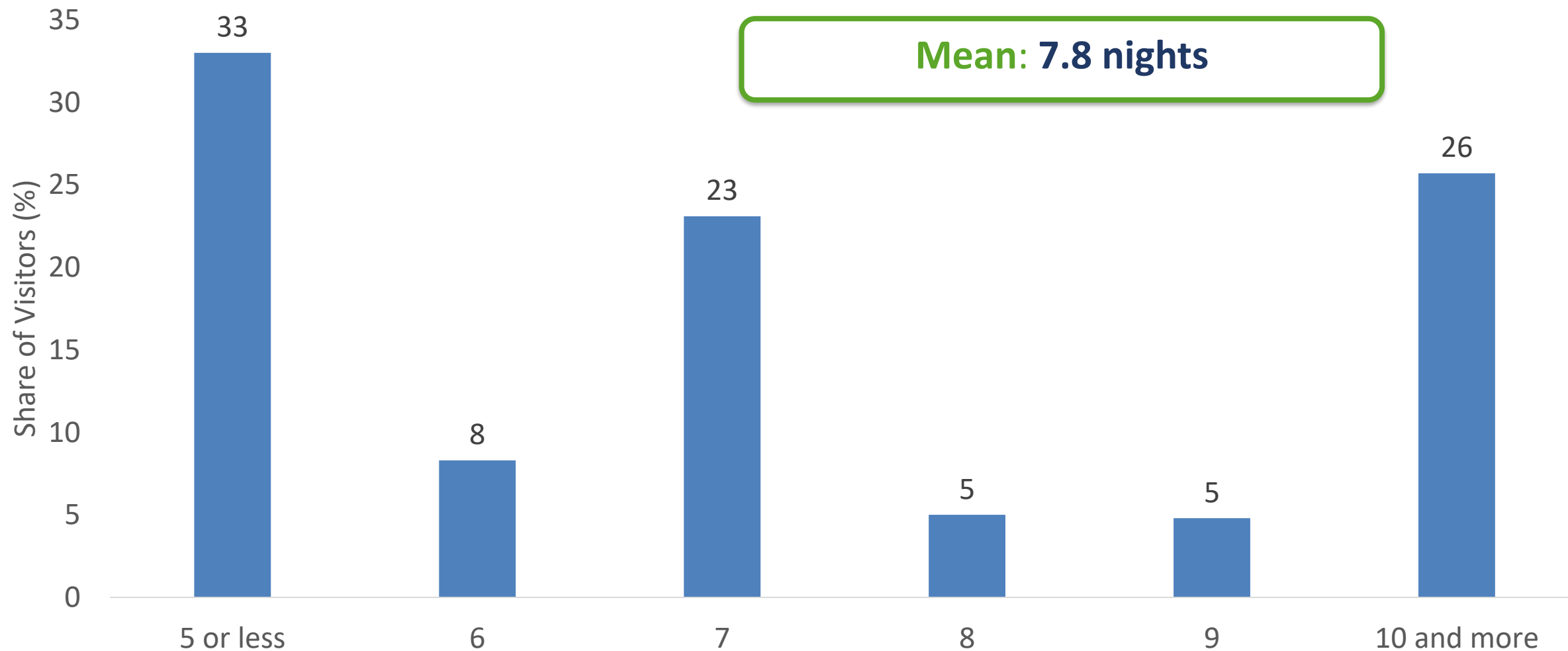
Main Purpose of Visit



Previous Visits



Length of Stay (nights)



Note: 31 and 31+ days as outliers were removed for length of stay analysis

Airlines Used for Travel



Air Vanuatu

57%



australia

23%



10%



9%* (code share)

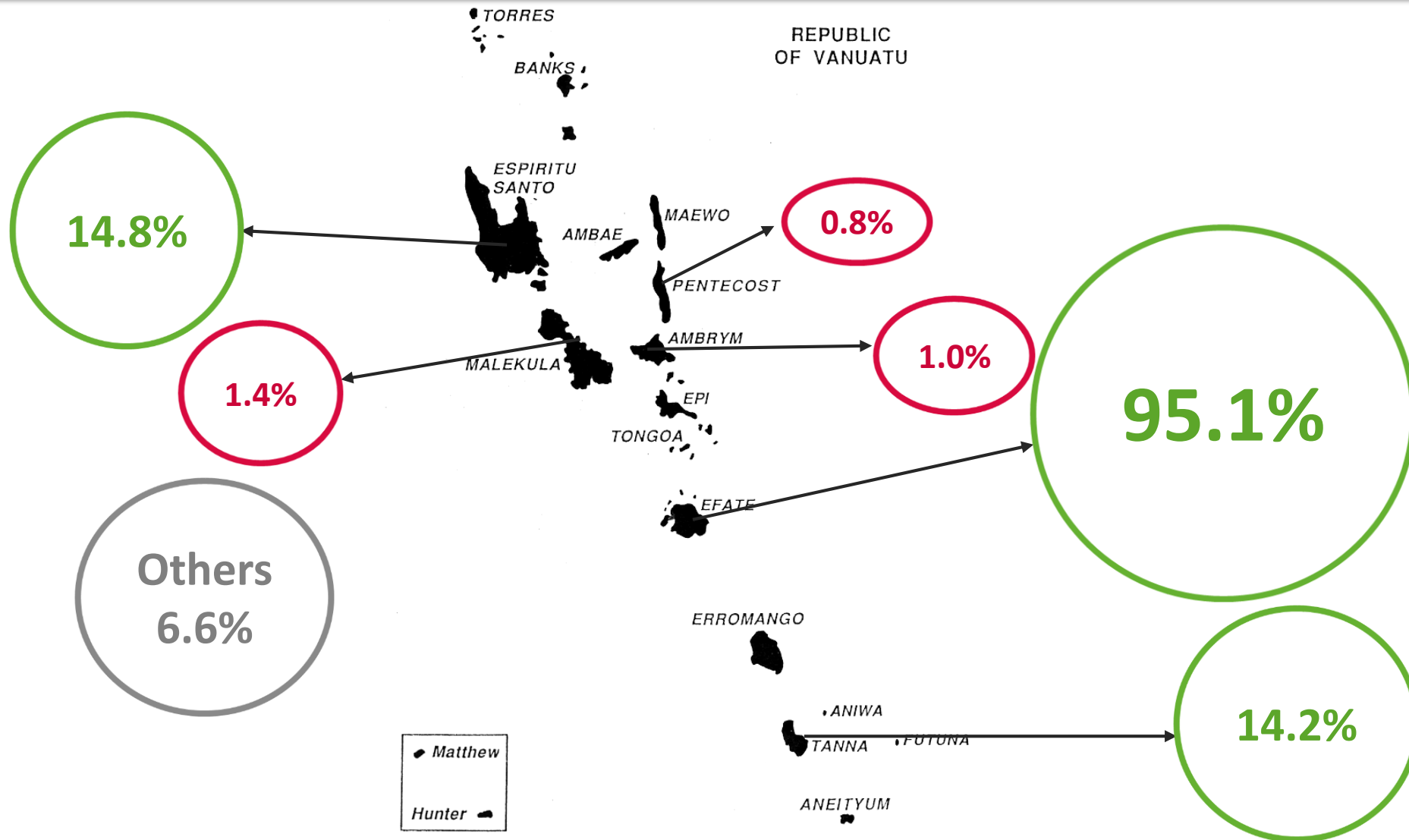


9%

Others (Air Niugini, Air
New Zealand, Solomon
Airlines)

4%

Islands Visited



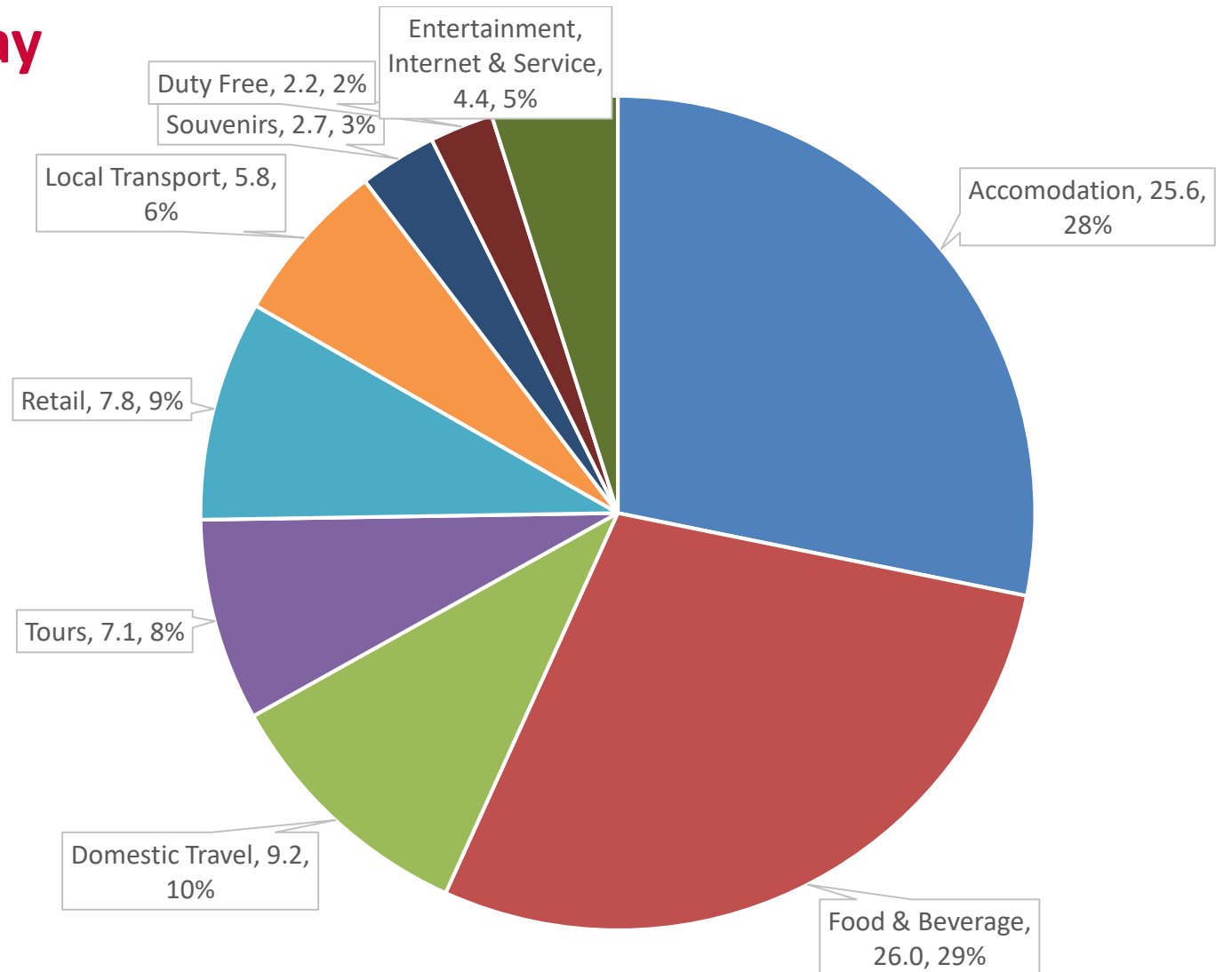
Note: Multiple responses, therefore total does not add up to 100%

Report Structure



Average Spend while in Vanuatu per day

Overall - US\$91 (Vt \$10,335) per day



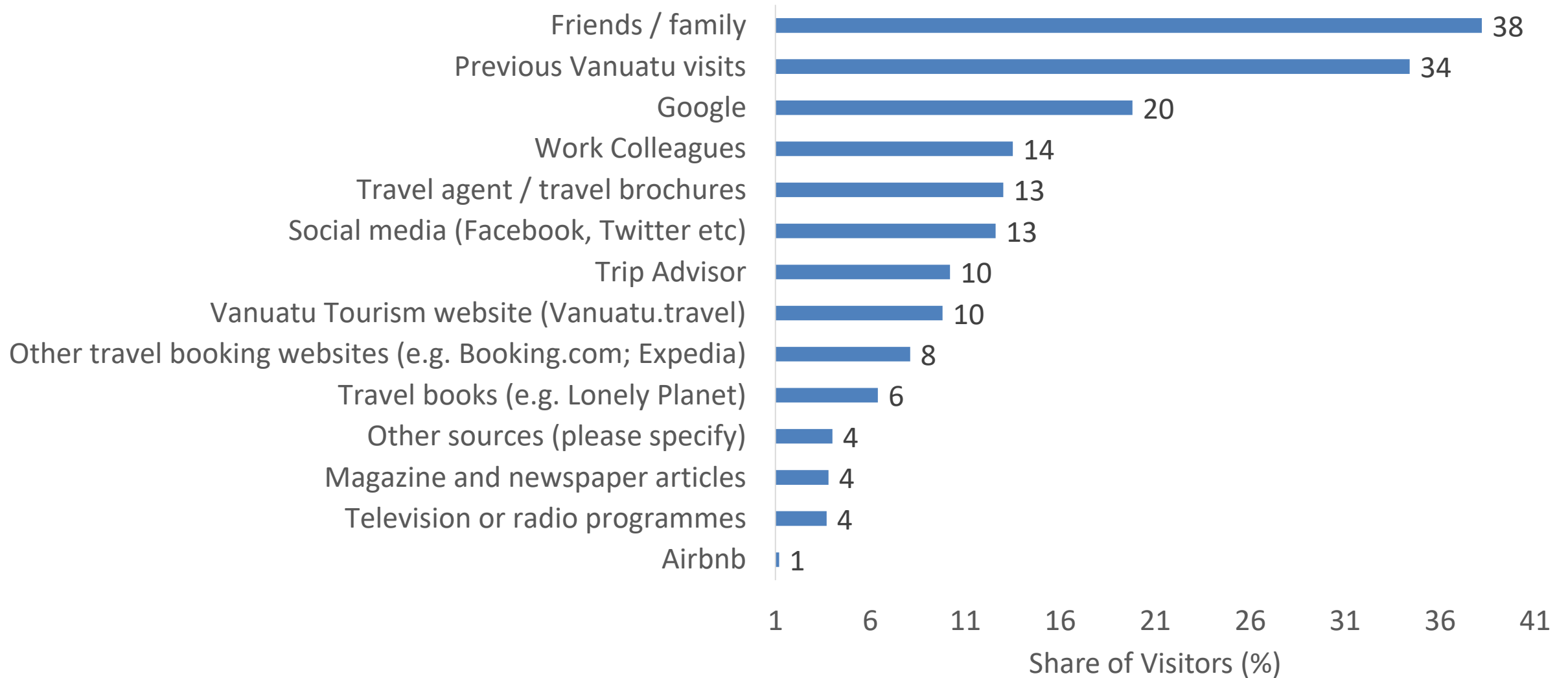
Visitor Expenditure – Per Person and Total

	Pre-Paid Spend flowing into Vanuatu	+	In-country Spend	=	Total Spend
Per Day	US \$90 Vt \$10,221		US \$91 Vt \$10,335		US \$181 Vt \$20,556
Whole Trip	US \$703 Vt \$79,841		US \$710 Vt \$80,636		US \$1,413 Vt \$160,477

Report Structure

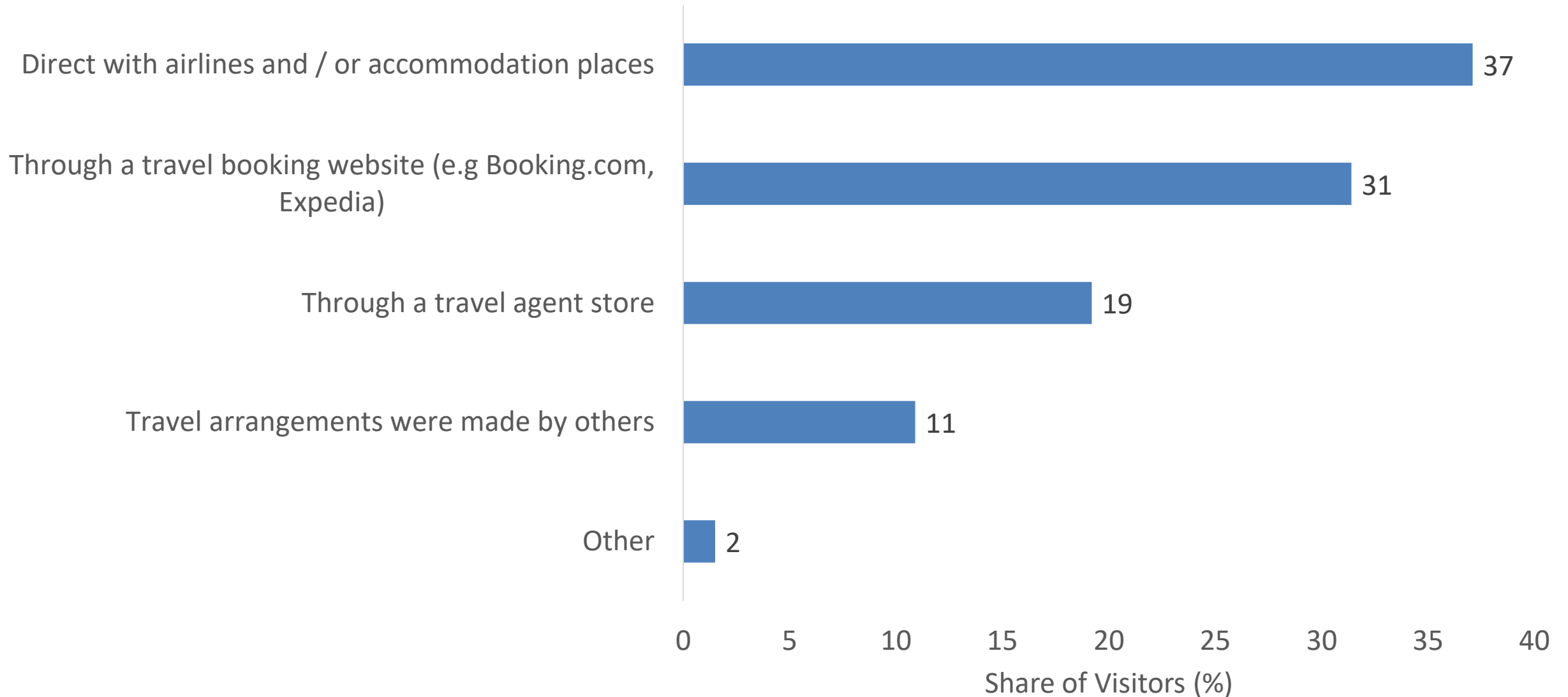


Sources Used for Planning



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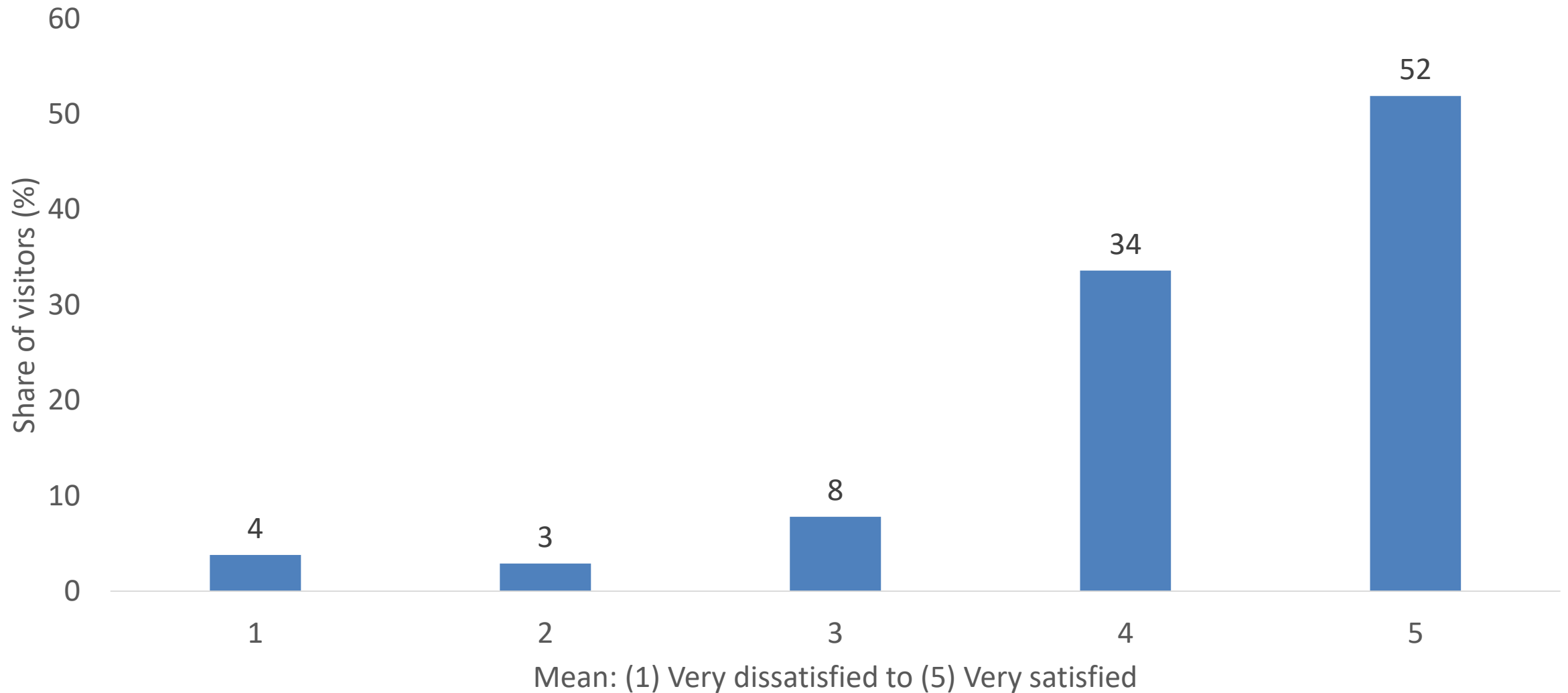
Travel Purchasing Behaviour



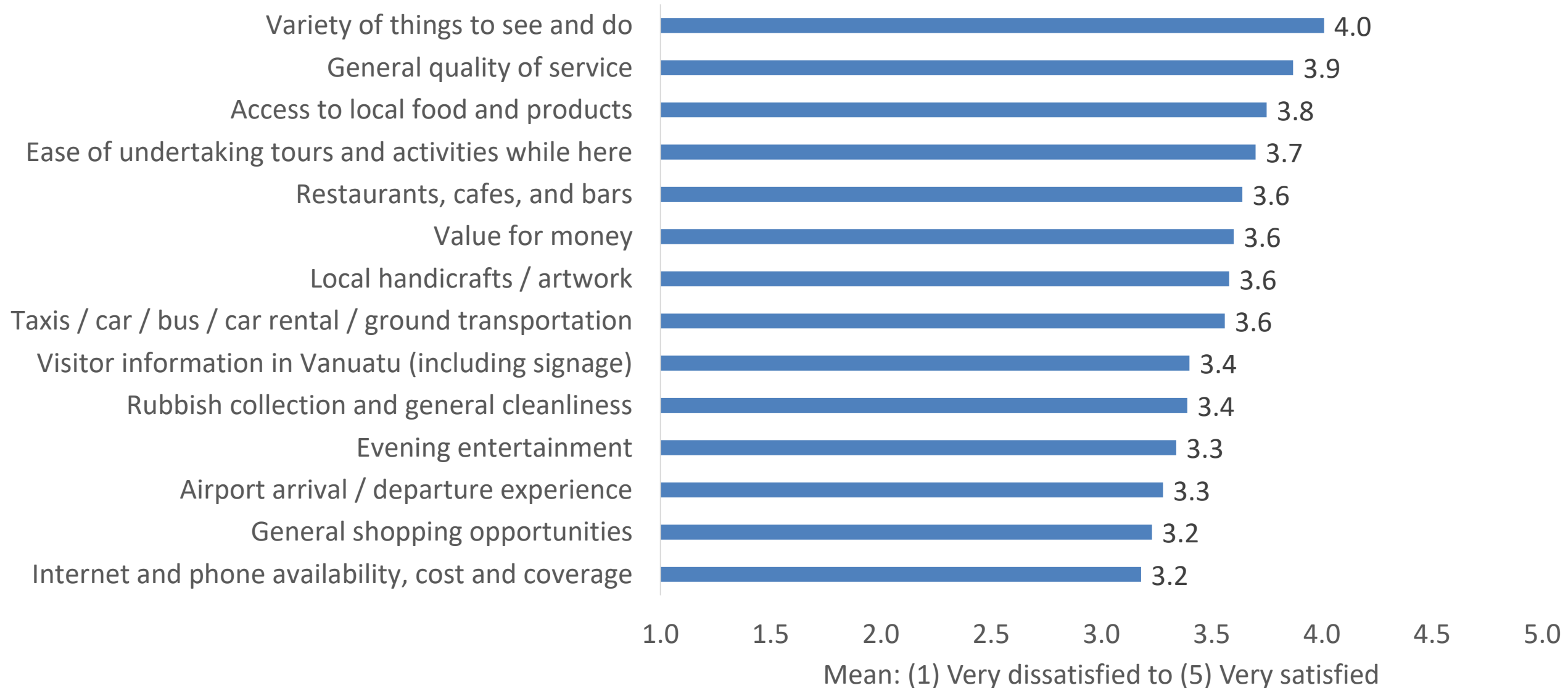
Report Structure



Visitor Overall Satisfaction



Degree of Satisfaction



Most Appealing aspects

Theme	Percent
Local people	47.2%
Activities, attractions and entertainment, events	33.0%
Environment, cleanliness, climate	31.0%
Atmosphere	16.5%
Culture and history	7.9%
Food and Beverage	6.2%
Accommodation	5.9%
Level of service	4.9%
Convenience	3.5%
Un-commercial	2.0%
Safety	1.9%
New Developments	1.4%
Overall good experience	1.4%
Value for money	1.4%

Most Appealing aspects of Vanuatu

"The new walkway by the sea front in Port Vila which was still in construction the last time I was there. The cultural items selling shed is quite nice as well. Good job Vanuatu!"

"How the people look after the environment. They maintain clean cleanliness and safety of the island."

"How happy all the people are and how welcoming and engaging they all were. Also, the beaches and scenery were amazing."

"I really enjoyed the welcome in the villages, the contact with the Ni Van, we slept in the villages, we cooked and ate with a family, unforgettable experience at the volcano, discovery of corals, beaches, blue holes... we also saw the making of the Kava in a family in Santo"

"The genuineness and simplicity."

"Quiet, slow pace. Very relaxing. Extremely friendly people. The diving and snorkeling were exceptional."

"The lack of imported plastics and pollution from the continents. It is so good to live with what nature provides only, away from all the plastic non sense."



Least appealing aspects

Theme	Percent
Public services, facilities and infrastructure	27.3%
Price of goods and services	14.1%
Rubbish, cleanliness and natural environment care	13.6%
Attractions and activities	9.7%
Food and beverage	9.2%
Local people, standard of service	7.7%
Accommodation	7.5%
Port Vila	7.2%
Airport and flight related issues	6.8%
Chinese influence	4.8%
Shops and the shopping experience	3.5%
Weather	3.2%
Safety-related issues	3.0%
Bus, rental cars, scooters or transport	2.8%
Social divide and social issues	2.8%
Stray animals and mosquitos, diseases	2.3%
Too touristy	1.0%
Cruise ships	0.7%
Other tourists	0.3%

Least appealing aspects of Vanuatu

"We got sick from the water, and half our holiday we were sick because there was not proper sanitation"

"General maintenance has not been completed for fencing and walkways with the waterways not clean enough for locals to swim. This should be attended to quickly as it's a main attraction and good for the community"

"The bus drivers are not very courteous, and do not drive defensively. There are far too many buses. There still are a lot of pot holes in the roads around Port Vila. Can not swim in the harbour because apparently it is polluted with sewage, and there doesn't seem to be an action plan to correct the situation"

"Influence of Chinese companies that seem to be taking over the island"

"Communication coverage and cost"

"Road ways very untidy and rough"

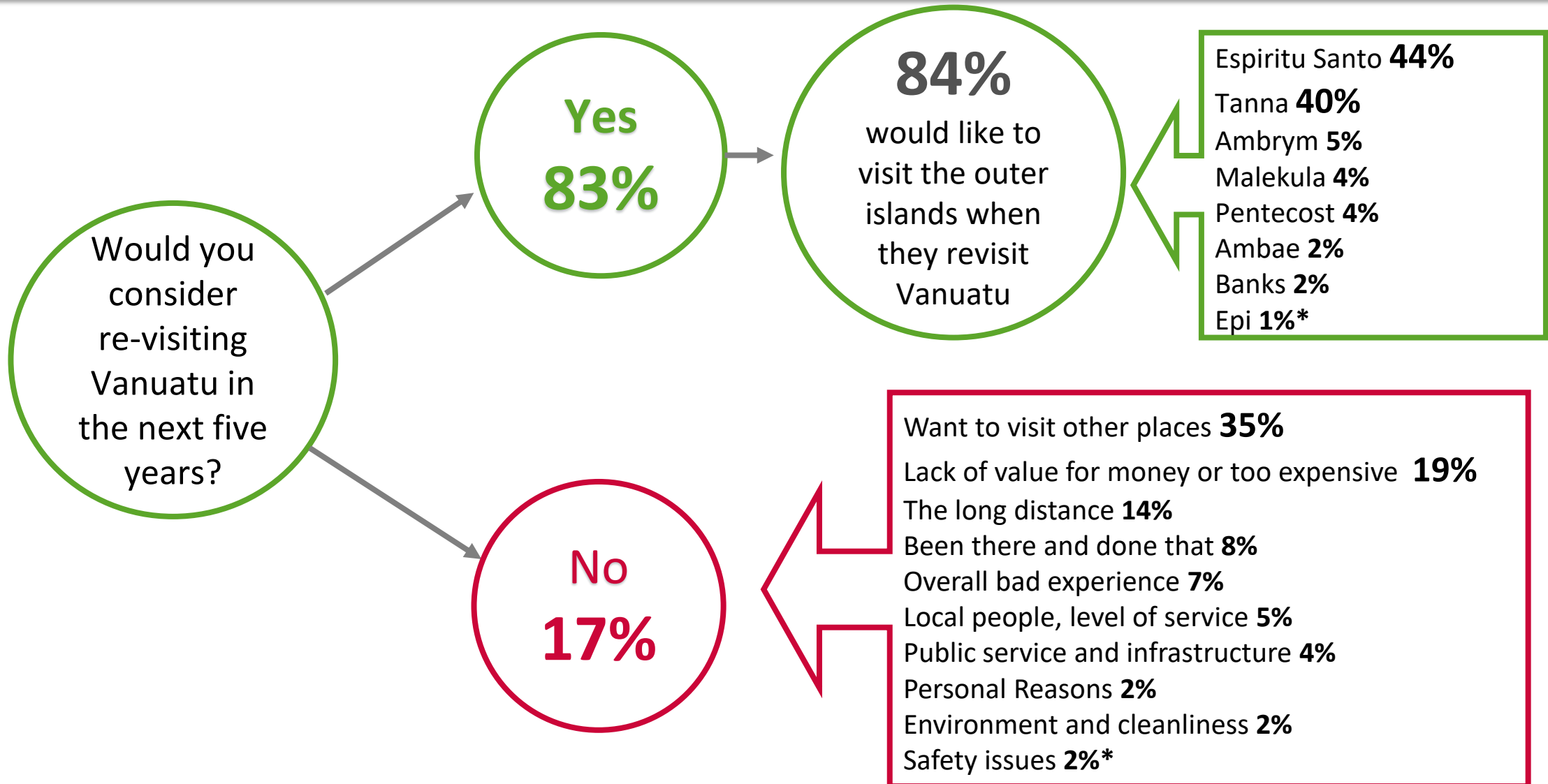
"the resort where we stayed; the arrival at the airport with no air-conditioning, where we had to sit for almost 4 hours because the driver couldn't get to us and pick us up... (traffic jam). The cost of food at the resort - crazy prices"



Suggestions for Improvement

Theme	Percent
Public services and infrastructure	41.5%
Charges, entrance fee, value for money	10.1%
Entertainment, activities, transport	10.1%
Food quality and price	9.5%
Local People, Standards of Service	8.2%
Accommodation	7.3%
Environment (cleanness, rubbish, nature)	5.4%
Social issues	4.7%
Shopping experience	3.2%
Flight Related Issues	2.5%
Sickness	1.6%
Safety	1.3%

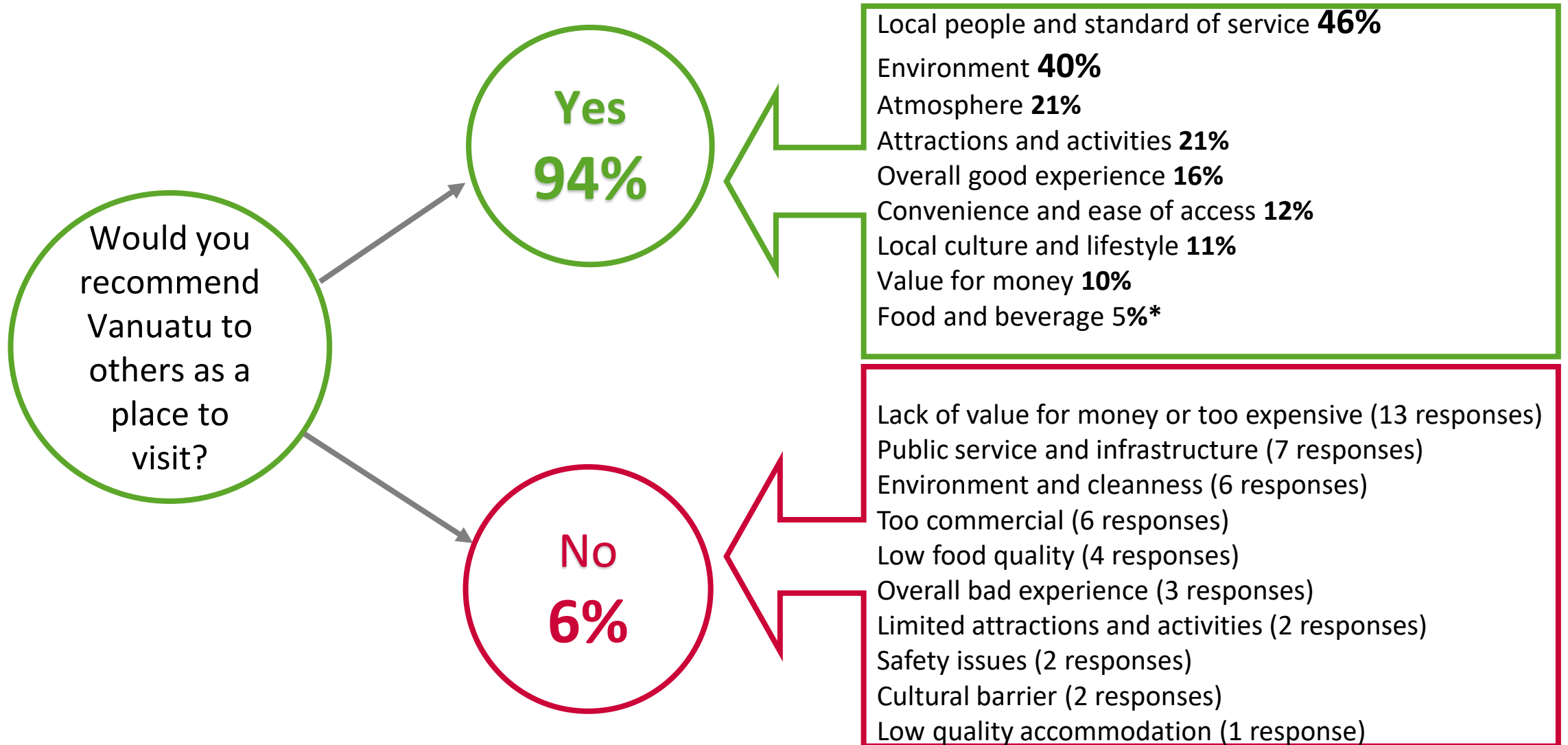
Willingness to Return



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

* Other reasons/Islands have not been included due to low percentages

Willingness to Recommend



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