

Samoa

INTERNATIONAL VISITOR SURVEY REPORT

August 2022 – July 2023

Beautiful
SAMOA



NEW ZEALAND
FOREIGN AFFAIRS & TRADE
MANATŪ AORERE

AUT

Key Notes

- IVS data from August 2022 – July 2023 are analysed to understand the visitor experience and gain insights into tourism recovery after the border reopening.
- Key comparisons are carried out between the January - December 2019 IVS data and the August 2022 – July 2023 IVS data.
- Key results include visitor profile and characteristics, decision-making, spending and satisfaction.
- All reports from the IVS are available at the [Pacific Tourism Data Initiative Resource Page](#)

SUMMARY OF KEY FINDINGS 2019 vs. 2023

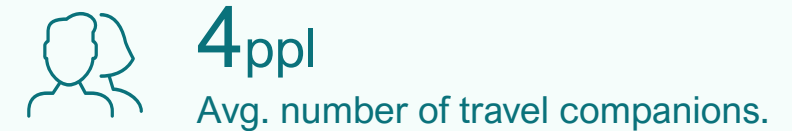
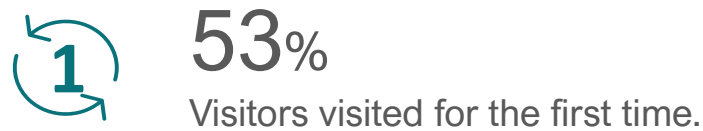
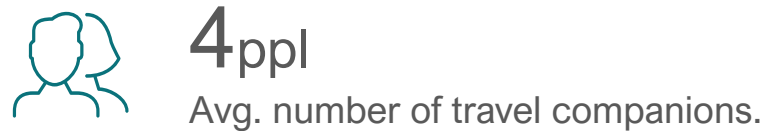
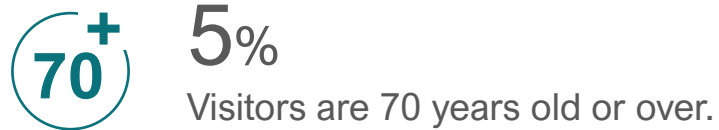
Jan-Dec 2019

COUNTRY OF ORIGIN



Aug 2022-Jul 2023

COUNTRY OF ORIGIN



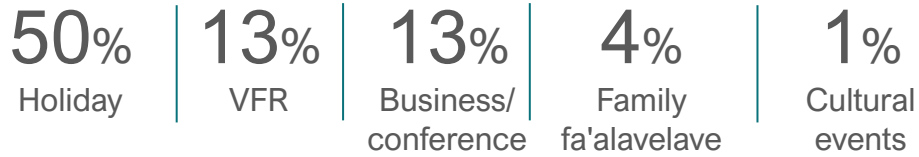
Note: NZ dollars.

SUMMARY OF KEY FINDINGS 2019 vs. 2023

Jan-Dec 2019



PURPOSE OF VISIT



4.4/5

Overall, visitors are very satisfied.



95%

Visitors are willing to recommend.



91%

Visitors are willing to return.

Aug 2022-Jul 2023



PURPOSE OF VISIT



4.4/5

Overall, visitors are very satisfied.



96% ▲

Visitors are willing to recommend.



93% ▲

Visitors are willing to return.

SUMMARY OF KEY FINDINGS 2019 vs. 2023

Jan-Dec 2019

 PREPAID EXPENDITURE

\$1,466

Prepaid per trip

55%

Flowing into local economy rate

\$806

Prepaid per trip

 IN-COUNTRY SPEND

\$92

In-country spend per day



x **8.5** nights
Average length of stay

\$782

In-country spend per trip

 ECONOMIC IMPACT

\$1,588 per trip

\$187 per day

Aug 2022-Jul 2023

 PREPAID EXPENDITURE

\$1,742 ▲

Prepaid per trip

55%

Flowing into local economy rate

\$959 ▲

Prepaid per trip

 IN-COUNTRY SPEND

\$113▲

In-country spend per day



x **10.2** nights ▲
Average length of stay

\$1,153▲

In-country spend per trip

 ECONOMIC IMPACT

\$2,112 per trip ▲

\$207 per day ▲

Report Structure



Visitor Profile



Visitor
Characteristics
& Preferences



Information &
Decision Making



Visitor Spending
& Impact



Visitor
Satisfaction

Respondents (Aug 2022-Jul 2023)

Total number of e-mail invitations sent:
37,924



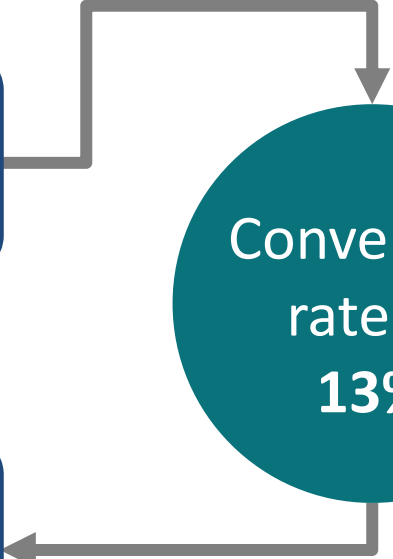
Total number of responses: **5,075**



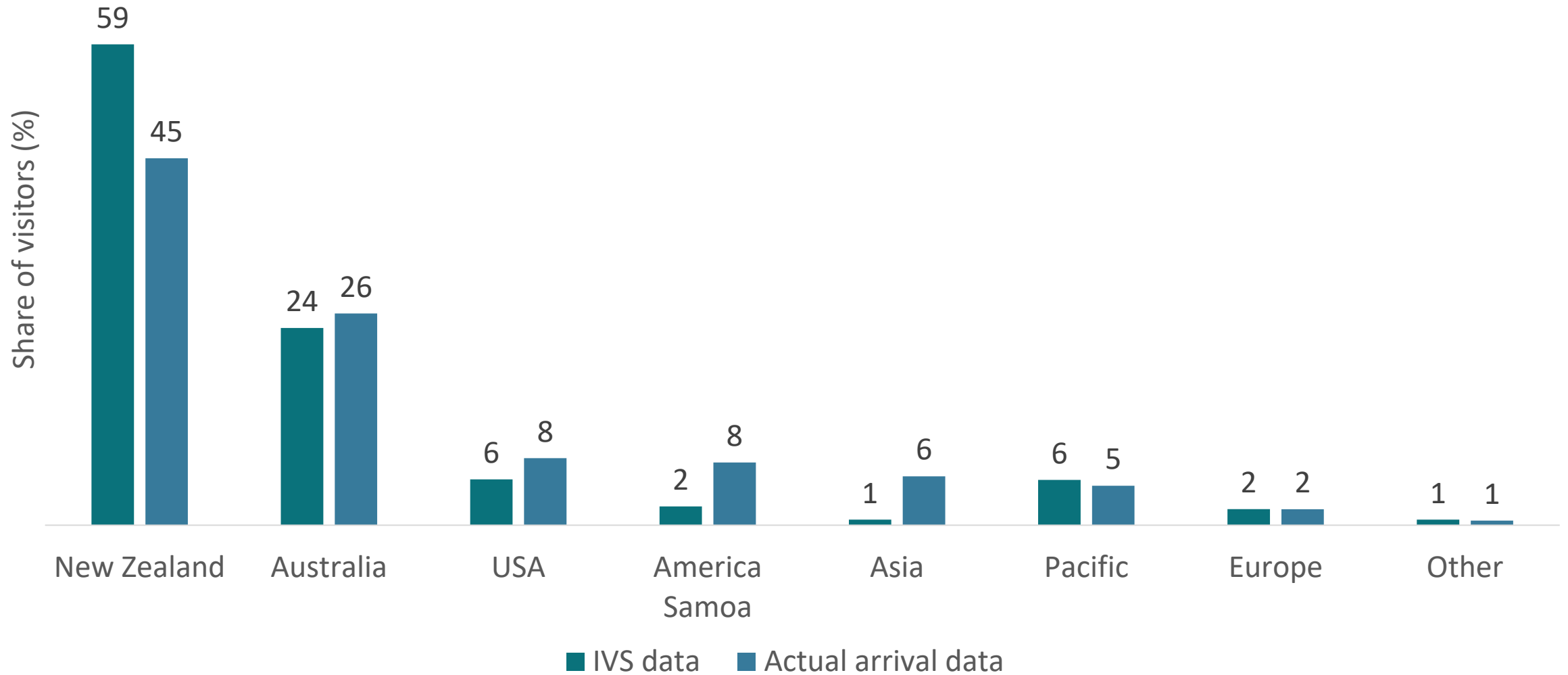
Responses cover a total of
8,376 adults and **2,046 children**



Conversion
rate of
13%

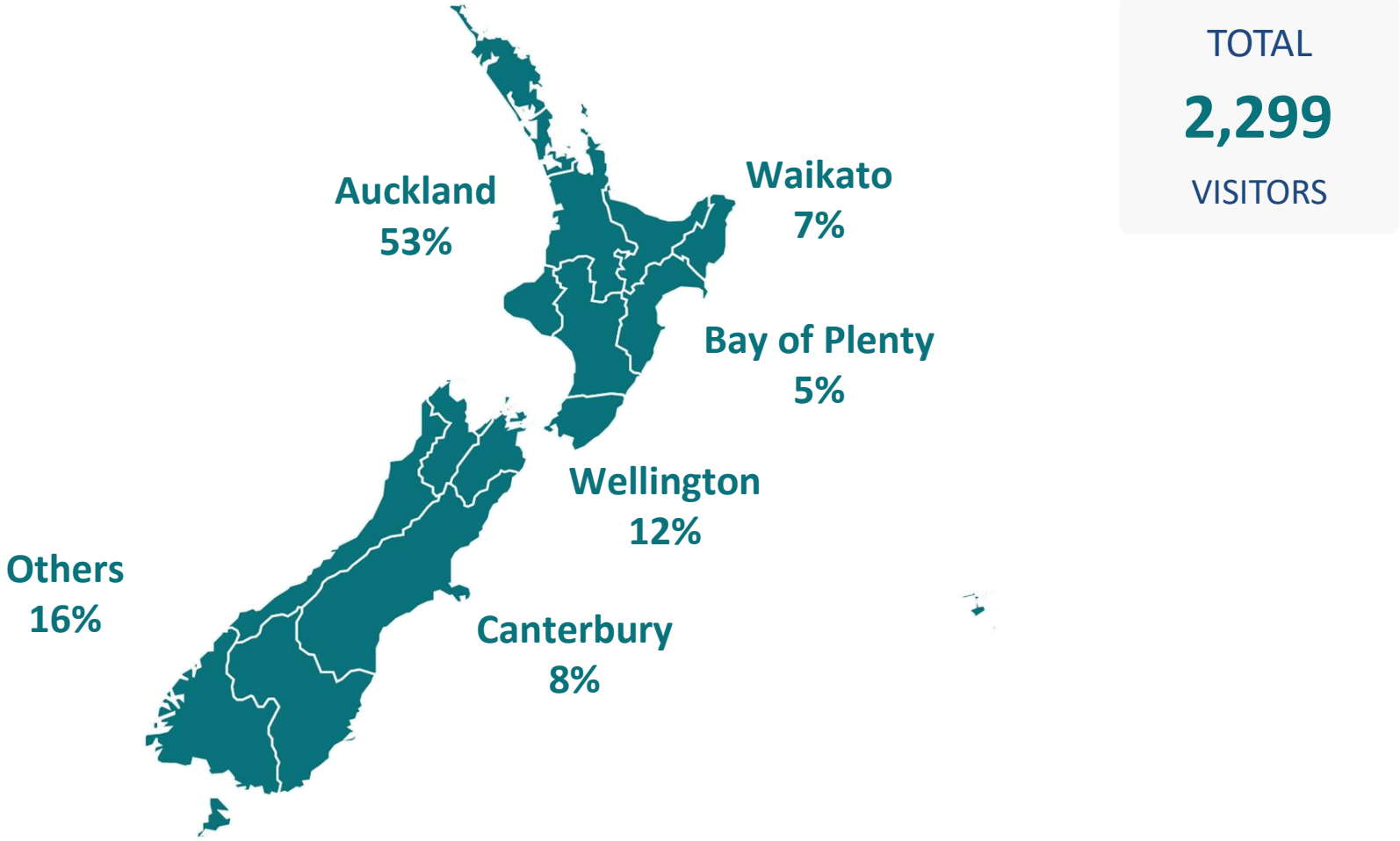


Country of Origin



Note: Survey data (unweighted)

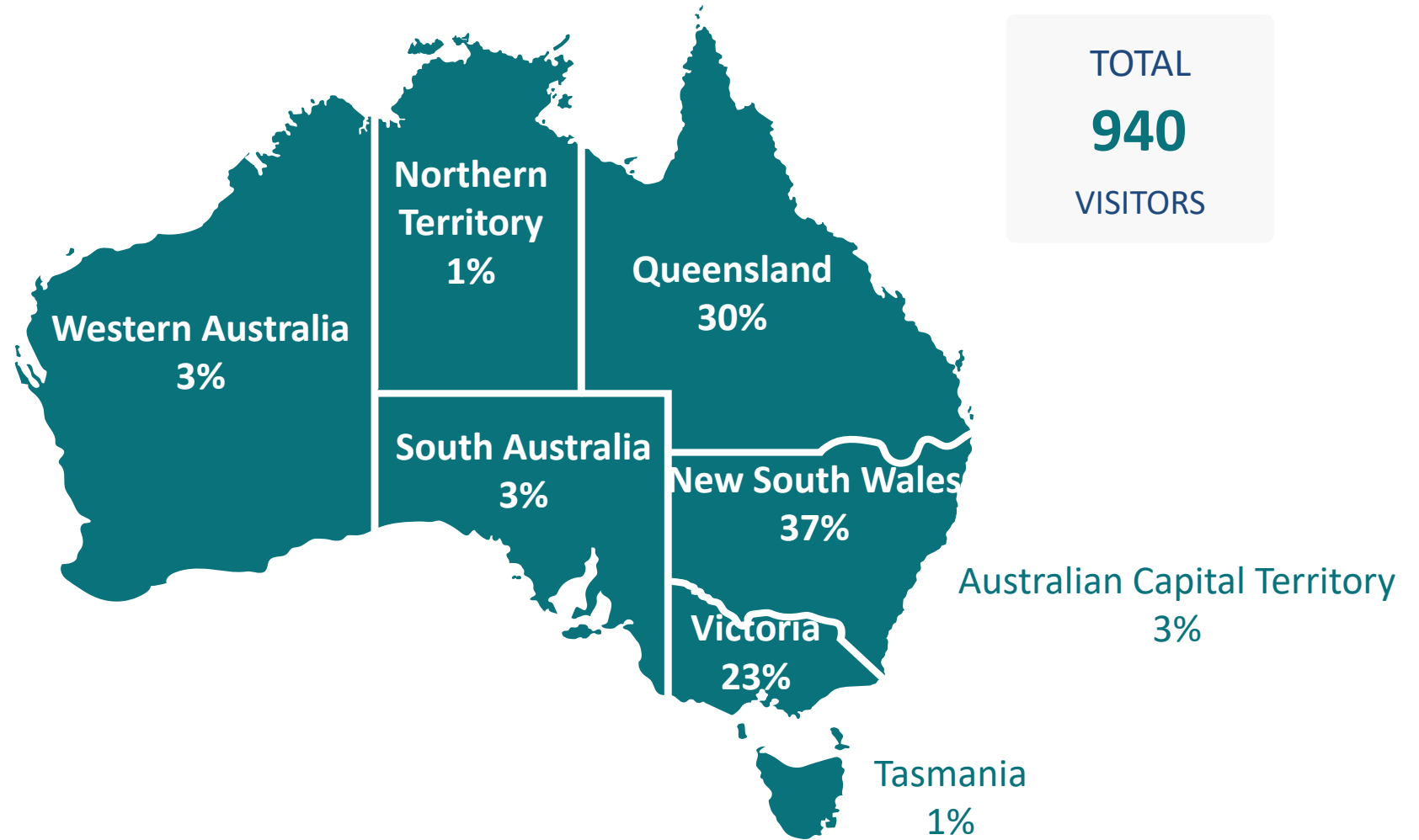
New Zealand Respondents – IVS Respondent data



Auckland, Wellington and Canterbury make up **73%** of all New Zealand visitor arrivals

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

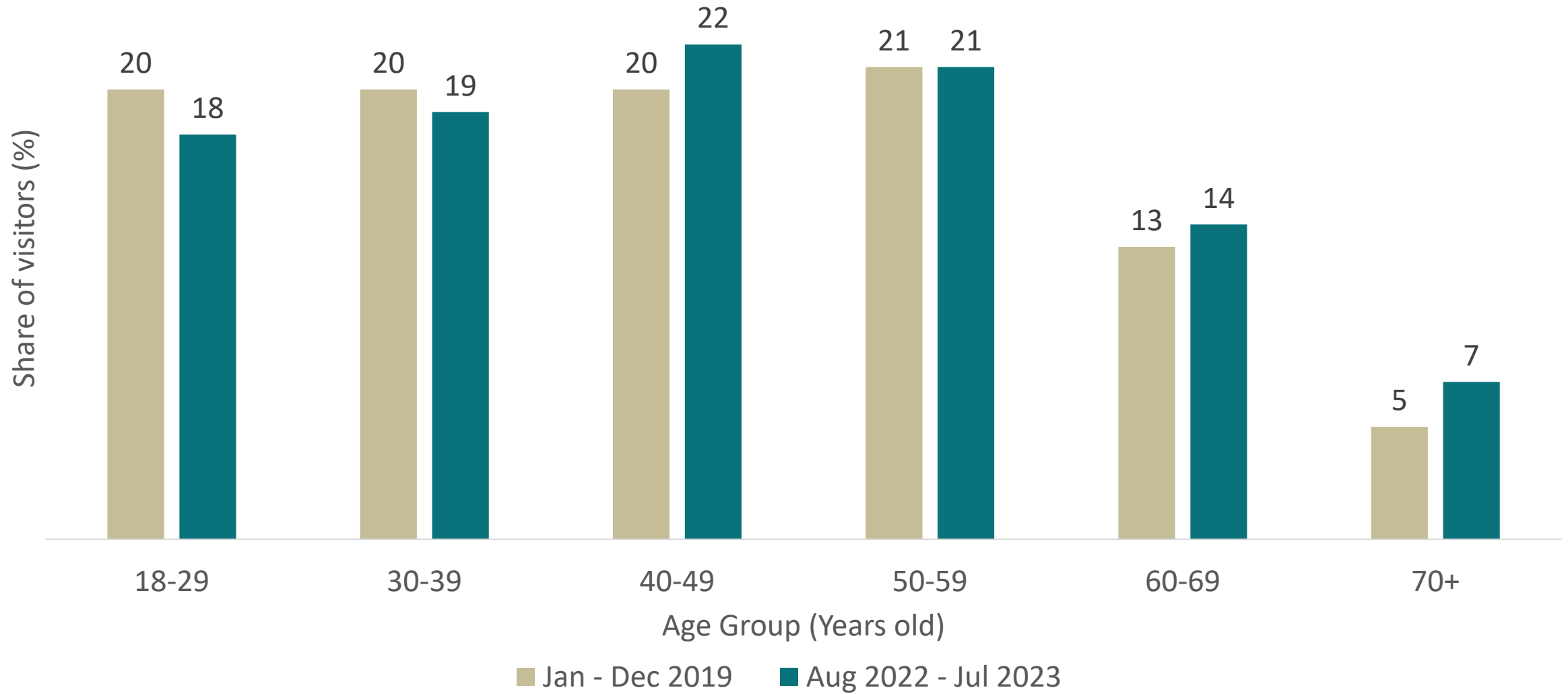
Australian Respondents – IVS Respondent data



New South Wales, Queensland and Victoria and make up **90%** of all Australian visitor arrivals

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

Age



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

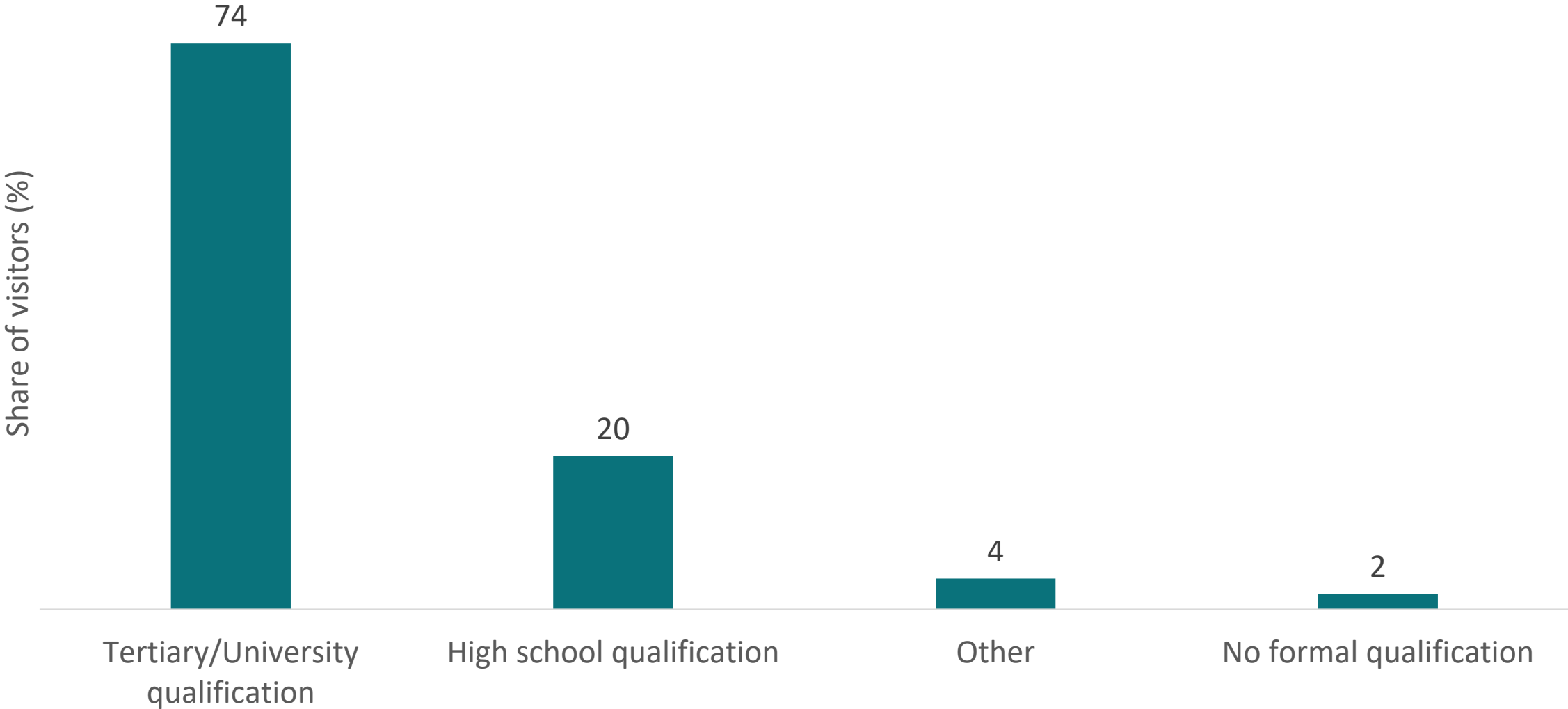
Gender

36%
Male



64%
Female

Education



Annual Household Income

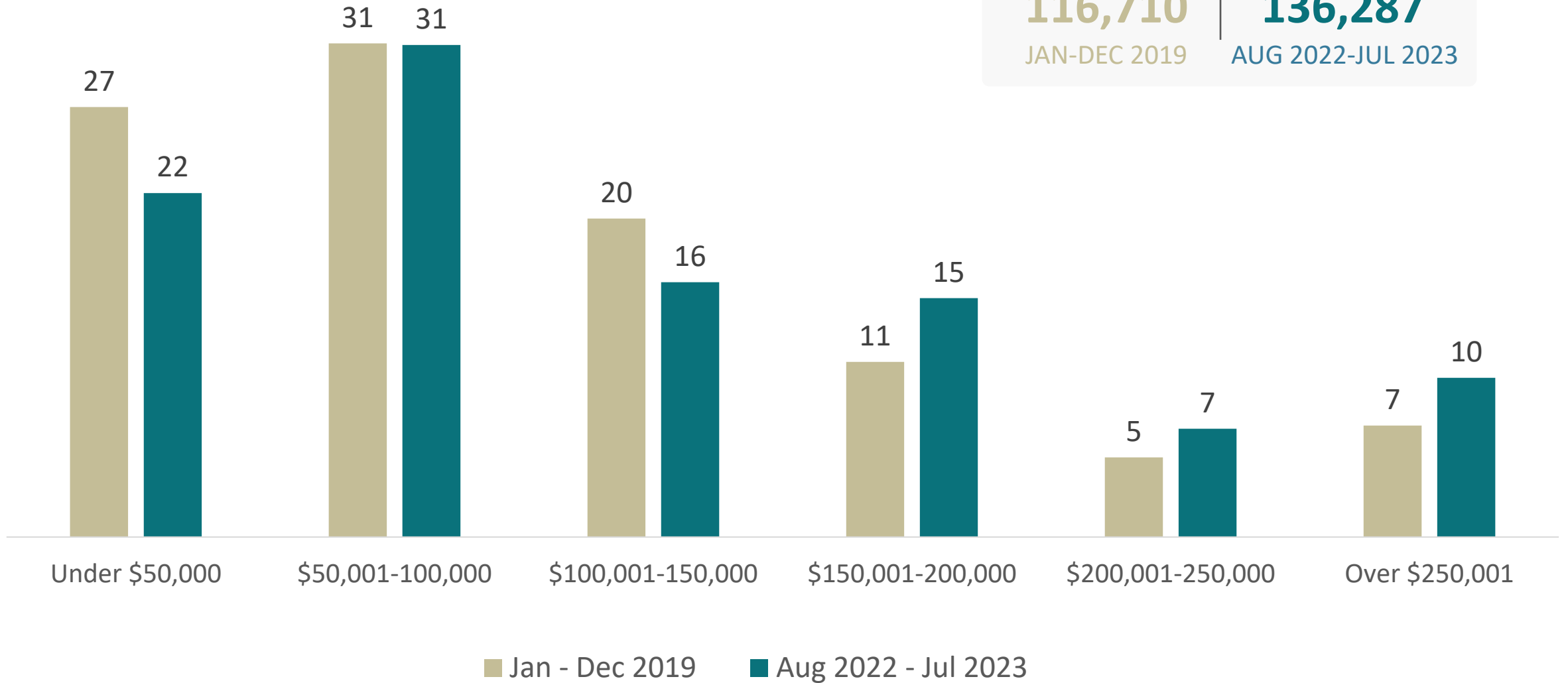
Avg. Household Income

116,710

JAN-DEC 2019

136,287

AUG 2022-JUL 2023



Note: NZ dollars. Due to rounding, total does not sum to 100%

Report Structure



Visitor Profile



Visitor
Characteristics
& Preferences



Information &
Decision Making

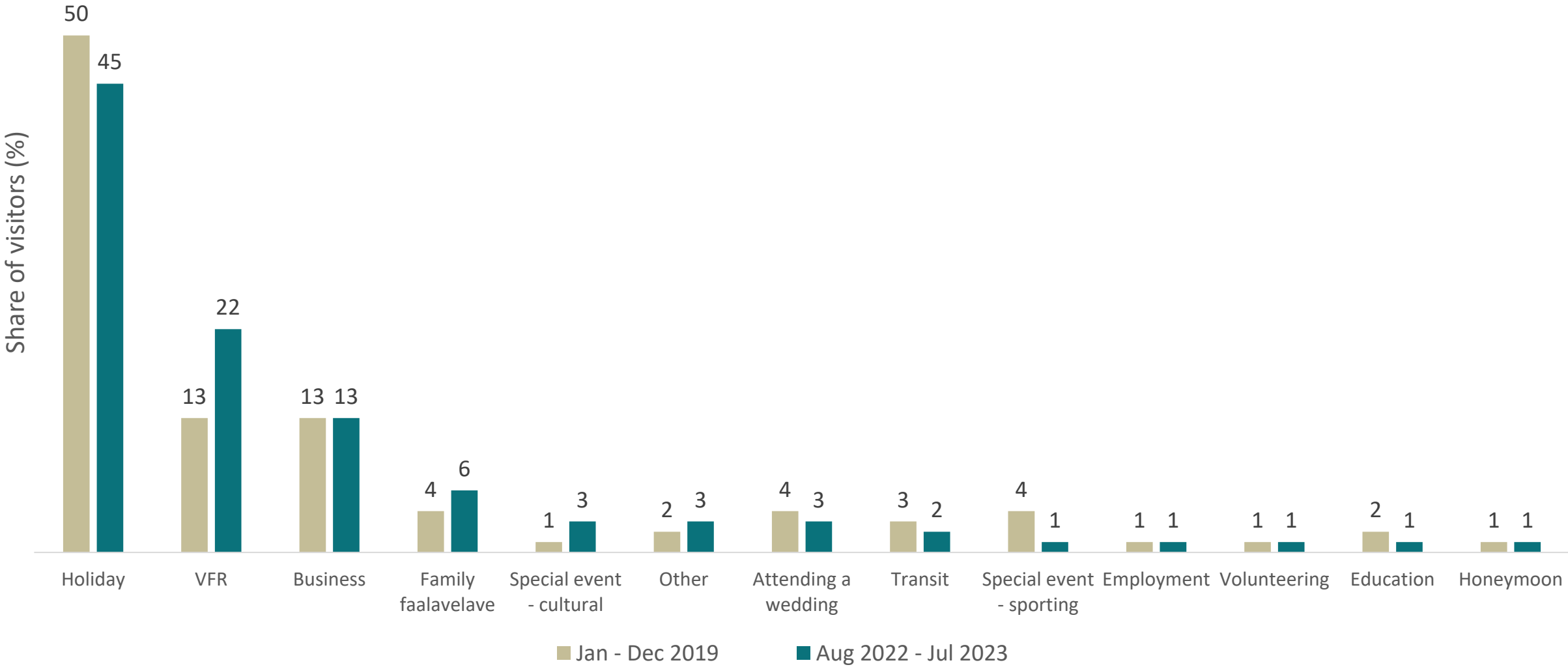


Visitor Spending
& Impact



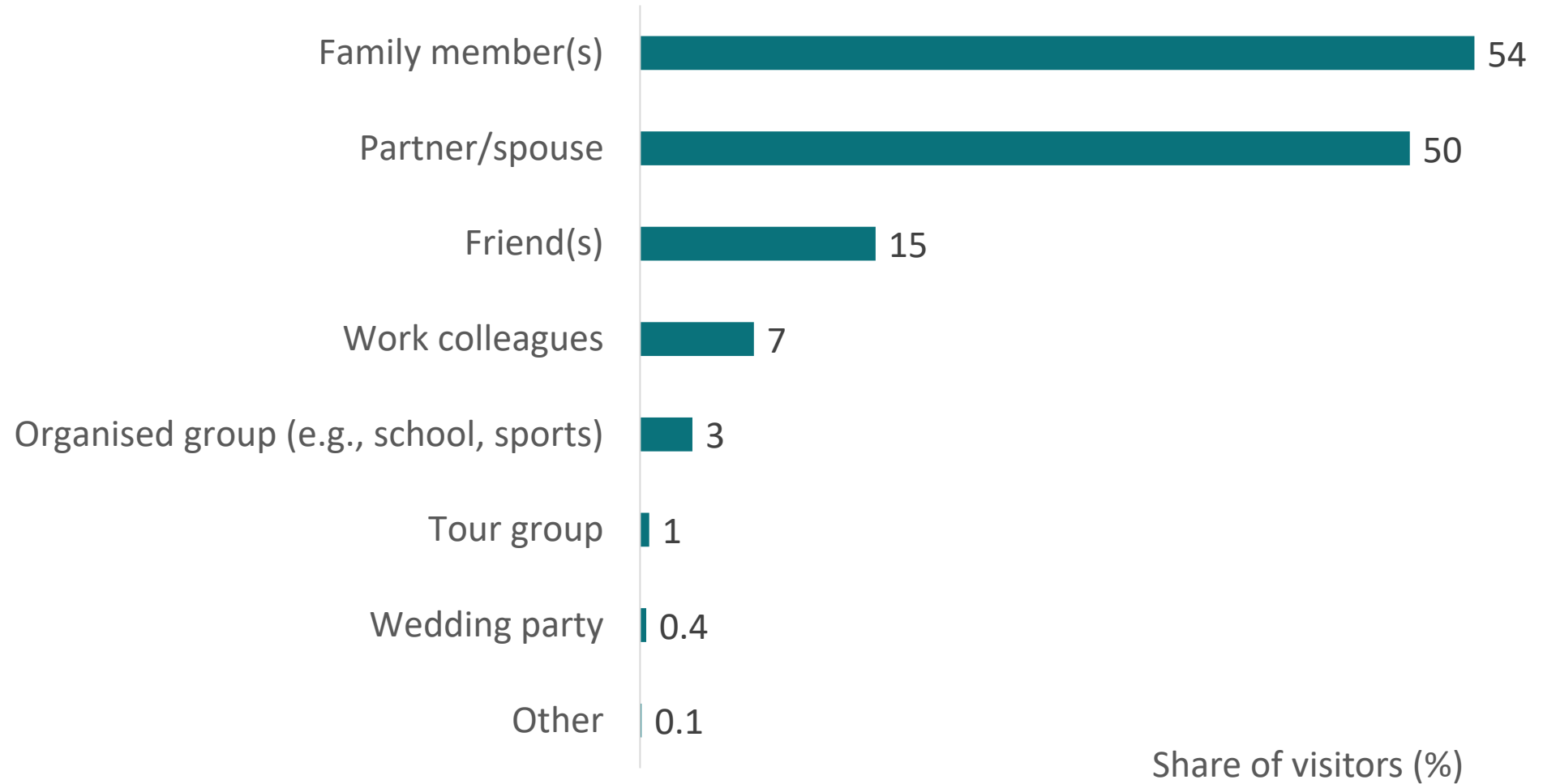
Visitor
Satisfaction

Purpose of Visit



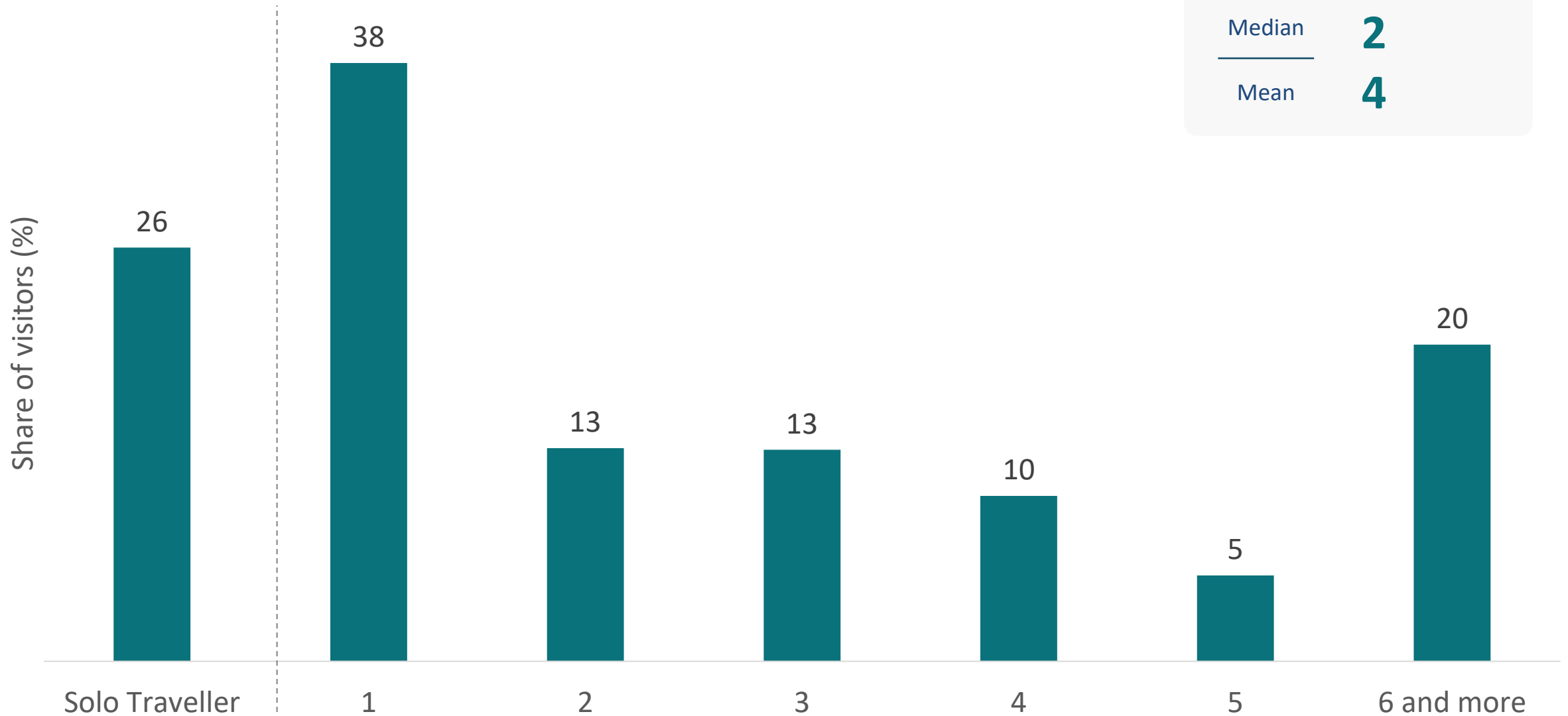
Note: Due to rounding, total does not sum to 100%

Travel Companions



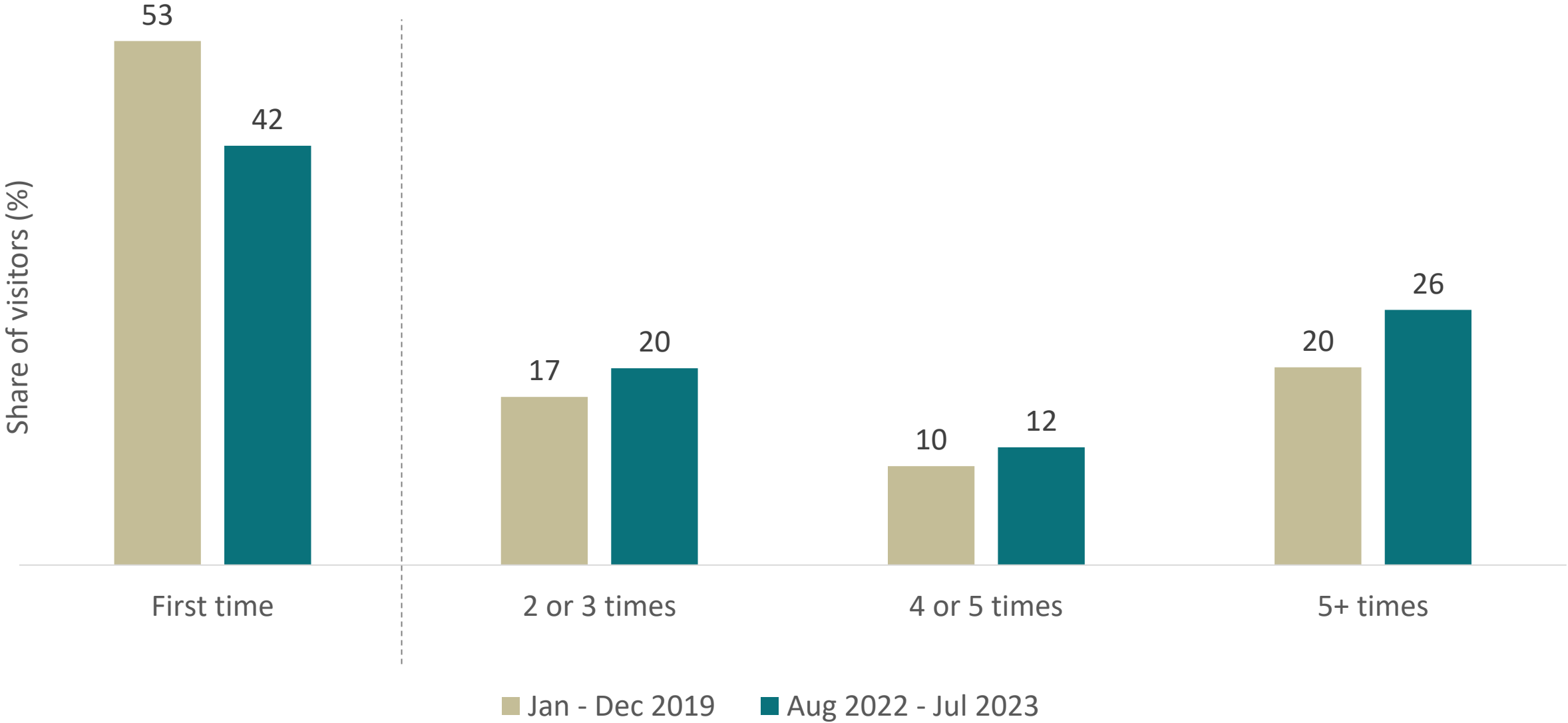
Share of visitors (%)

Number of Travel Companions



Note: N = 3,028 (excluding those travelling alone N = 1,179). Due to rounding, total does not sum to 100%.

Previous Visits



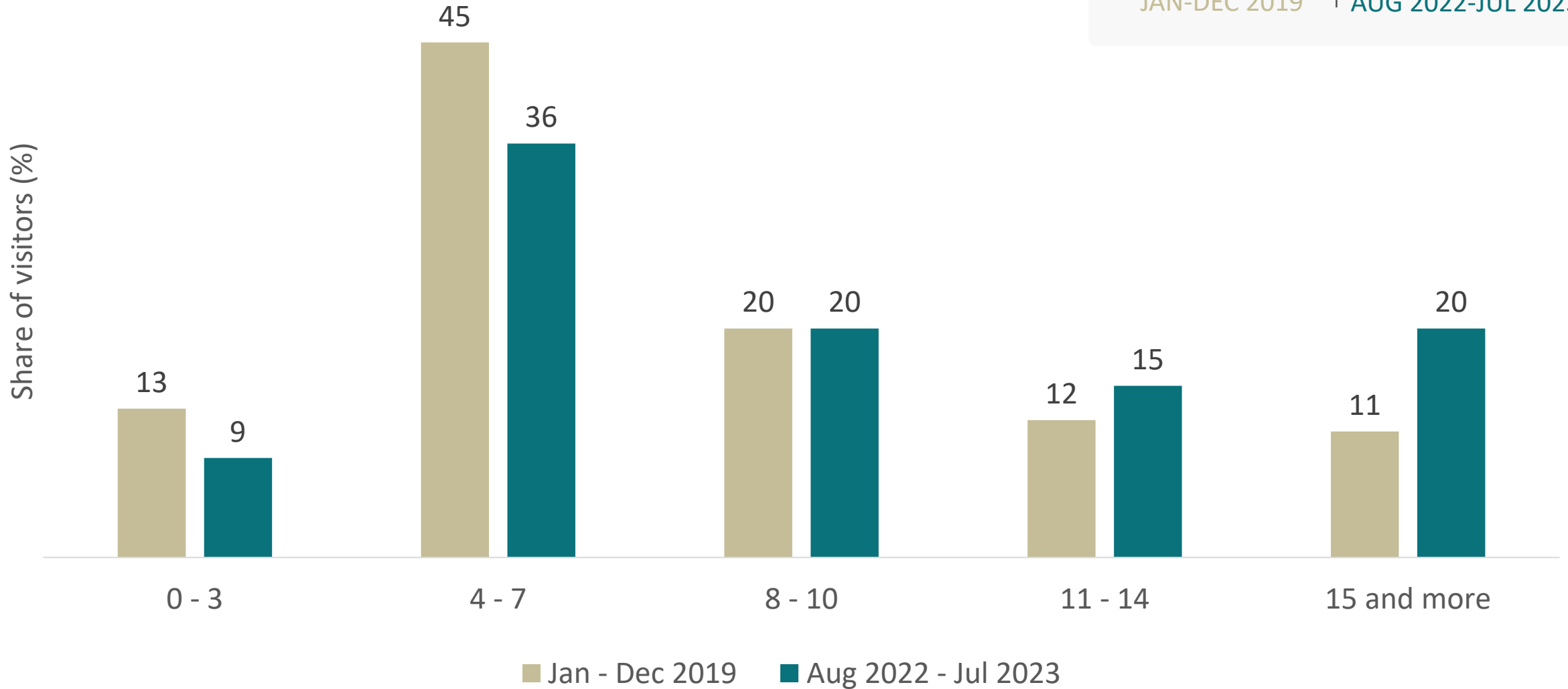
Note: Due to rounding, total does not sum to 100%

Length of Stay (nights)

Avg. Length of Stay (nights)

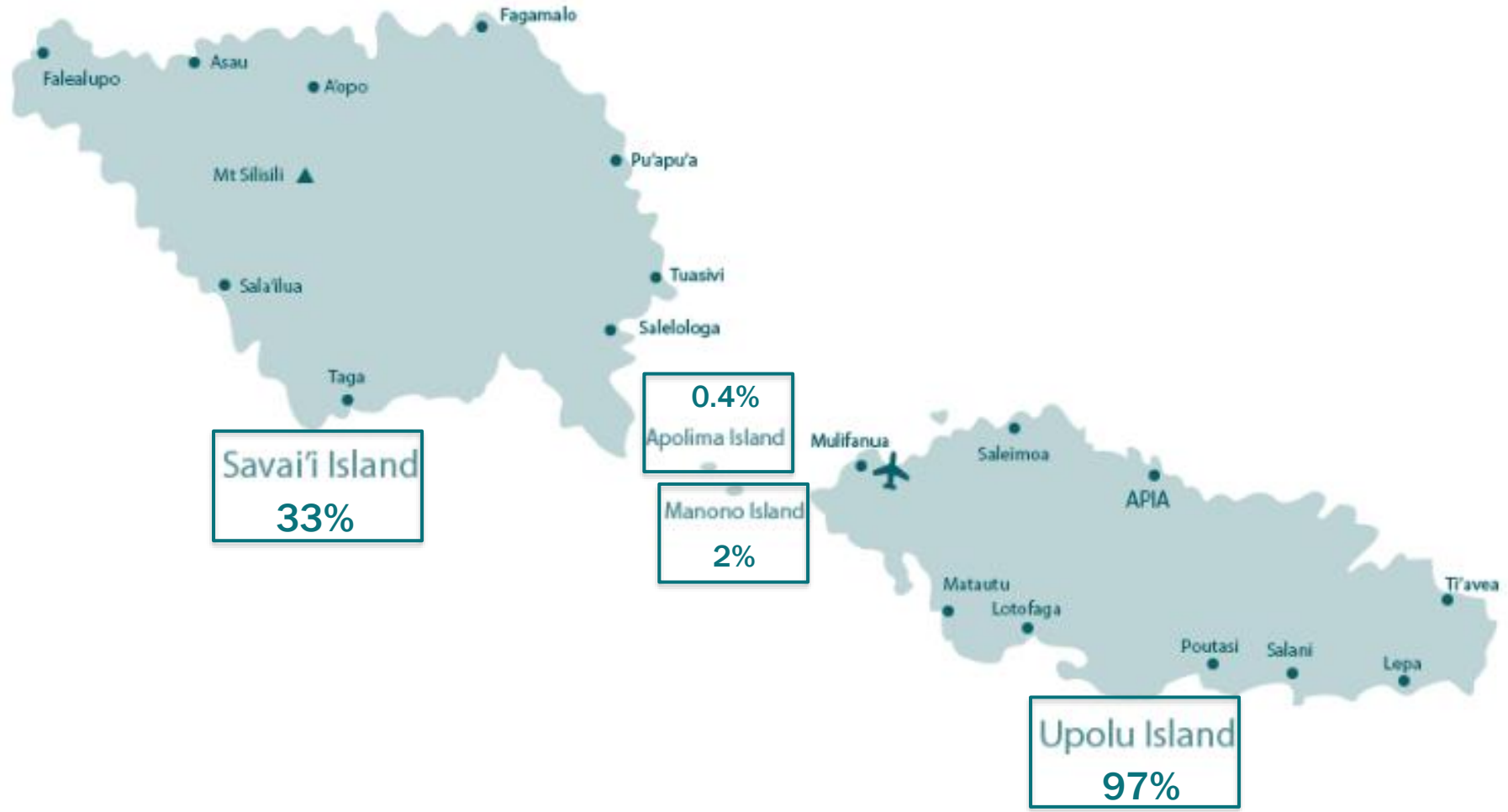
8.5 | **10.2**

JAN-DEC 2019 | AUG 2022-JUL 2023



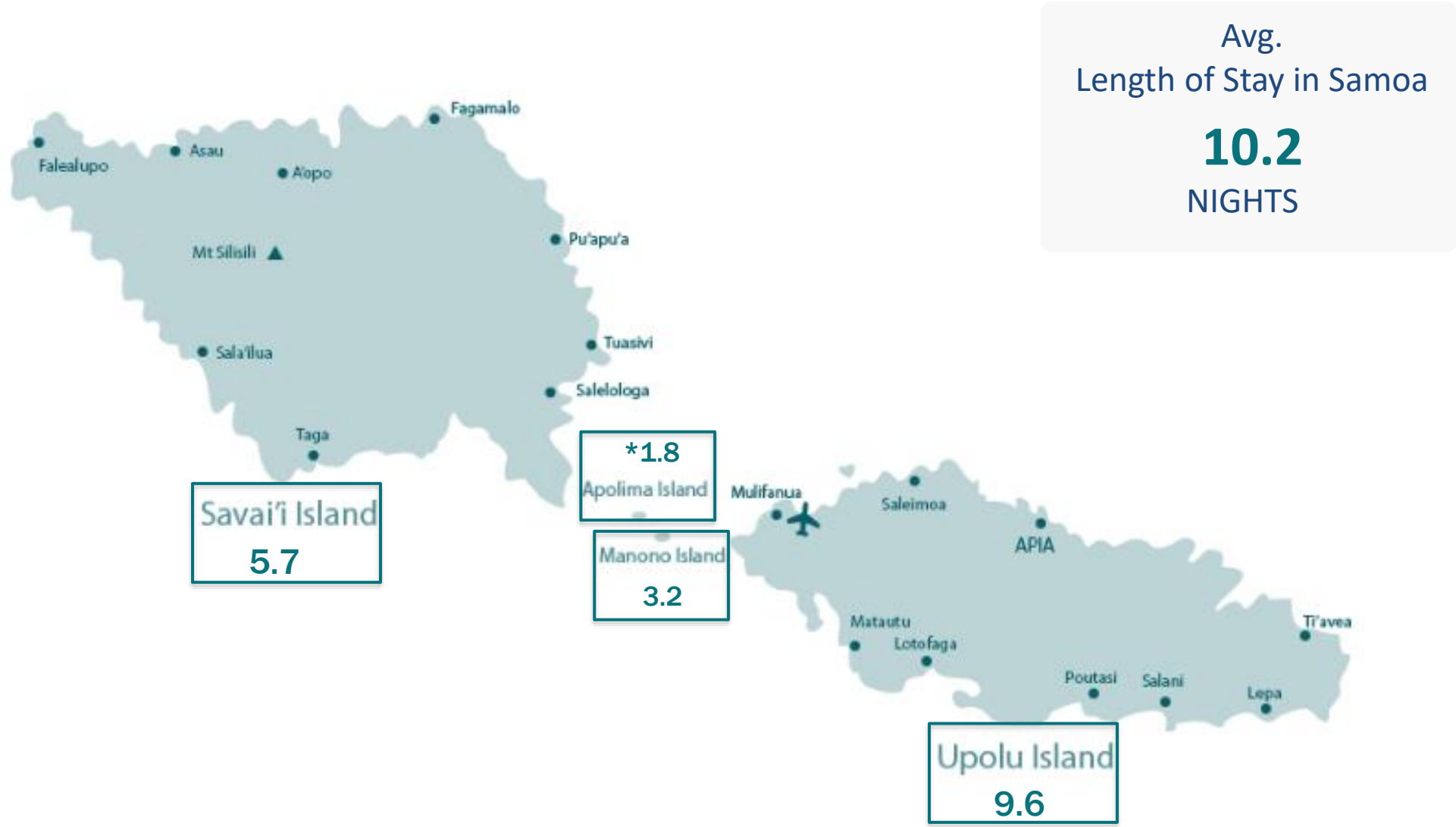
Note: 31 and 31+ days as outliers were removed for length of stay analysis.

Islands Visited



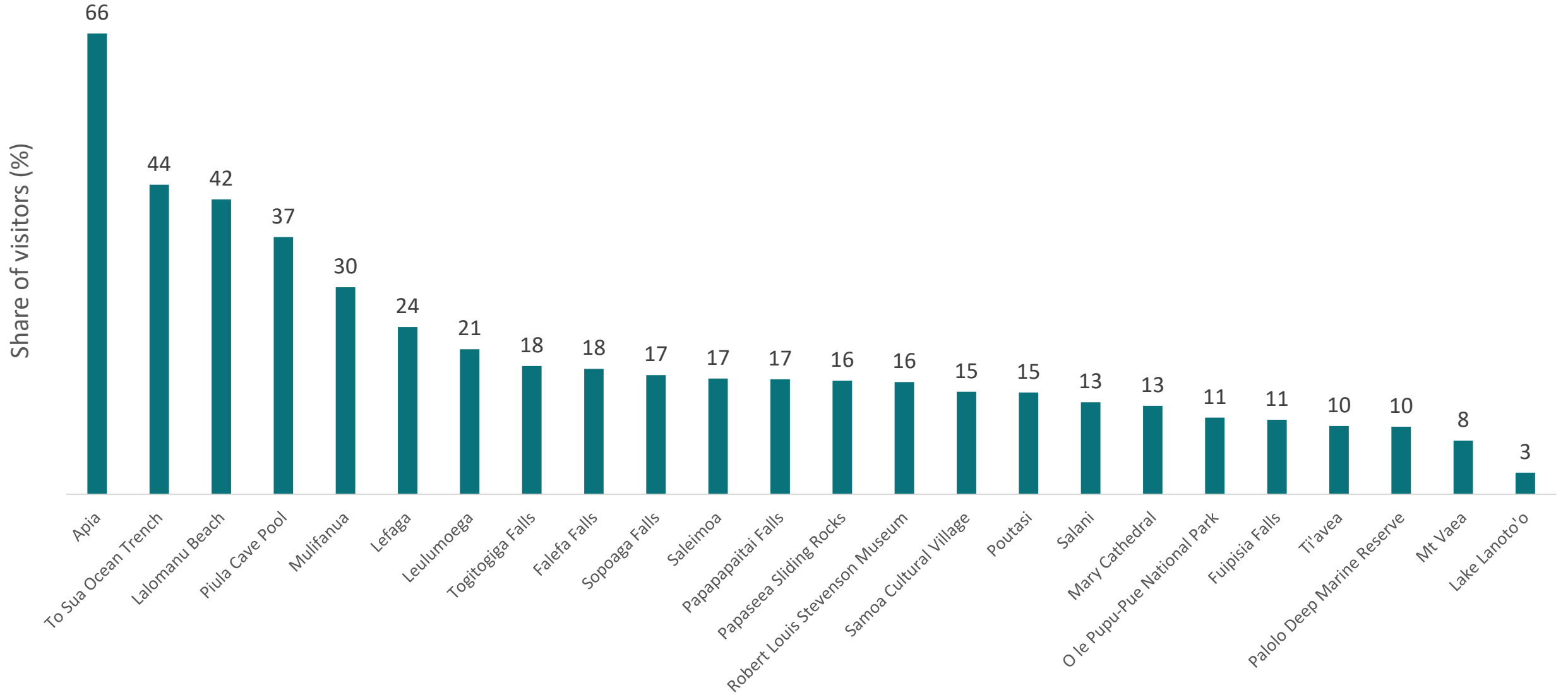
Note: Multiple responses, therefore total does not add up to 100%

Average Length of Stay on Each Province (Nights)



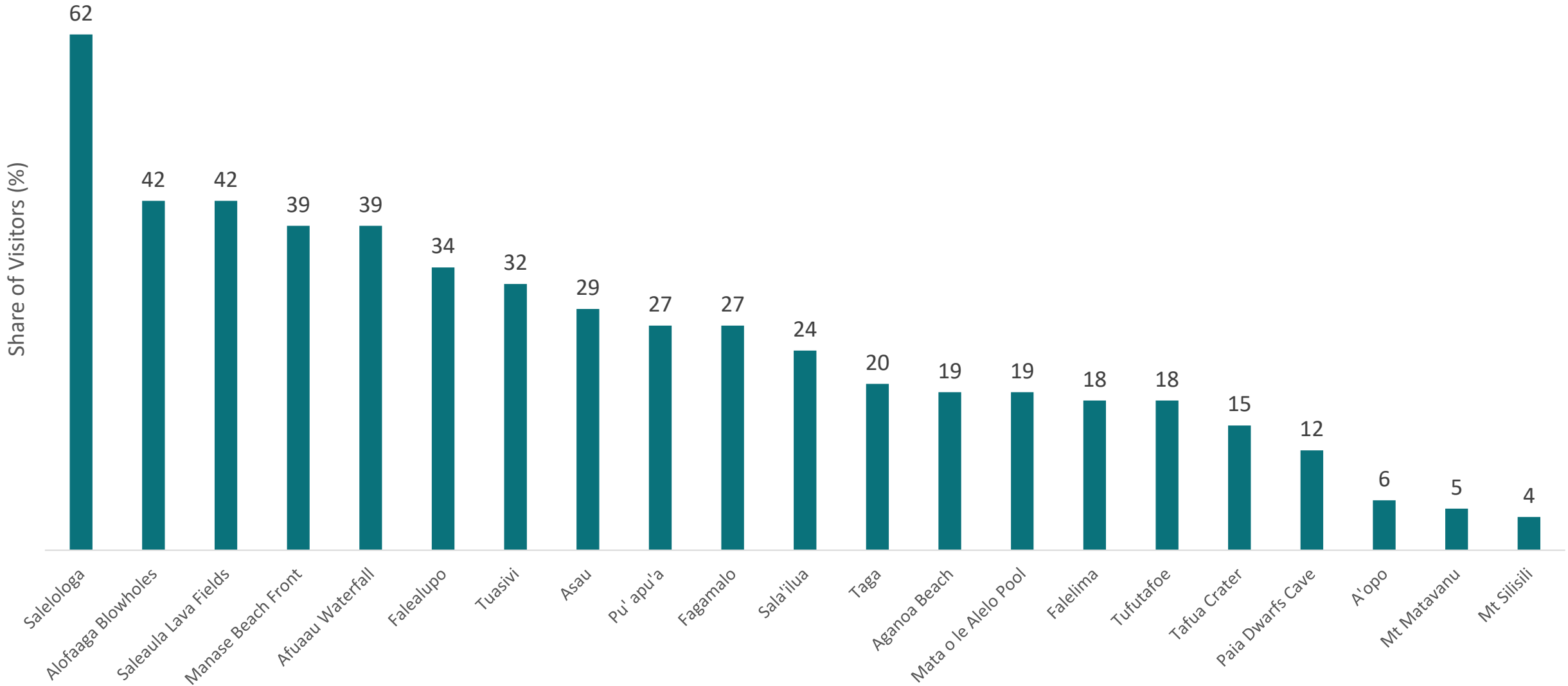
Note: *: n <= 10

Upolu Island Visited Places



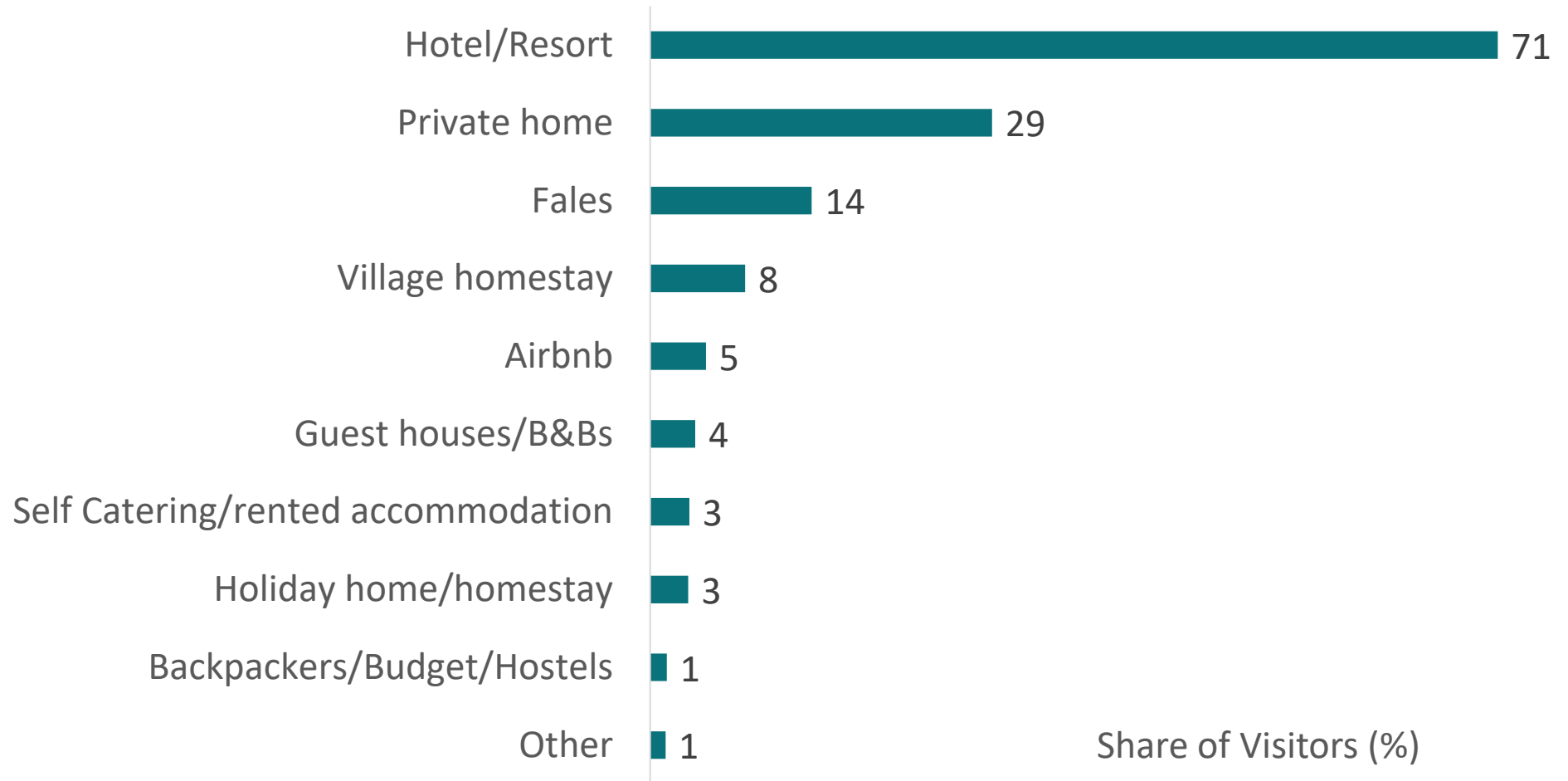
Note: Multiple responses, therefore total does not add up to 100%

Savai'i Island Visited Places



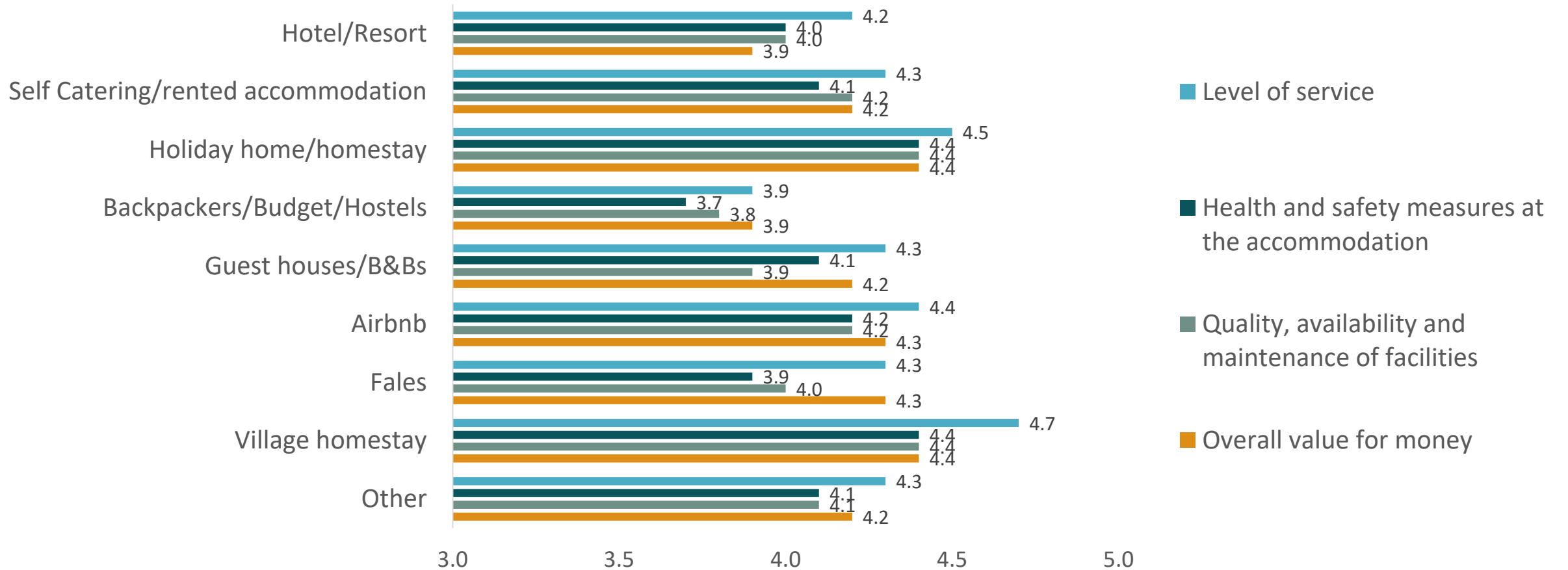
Note: Multiple responses, therefore total does not add up to 100%

Types of Accommodation Stayed



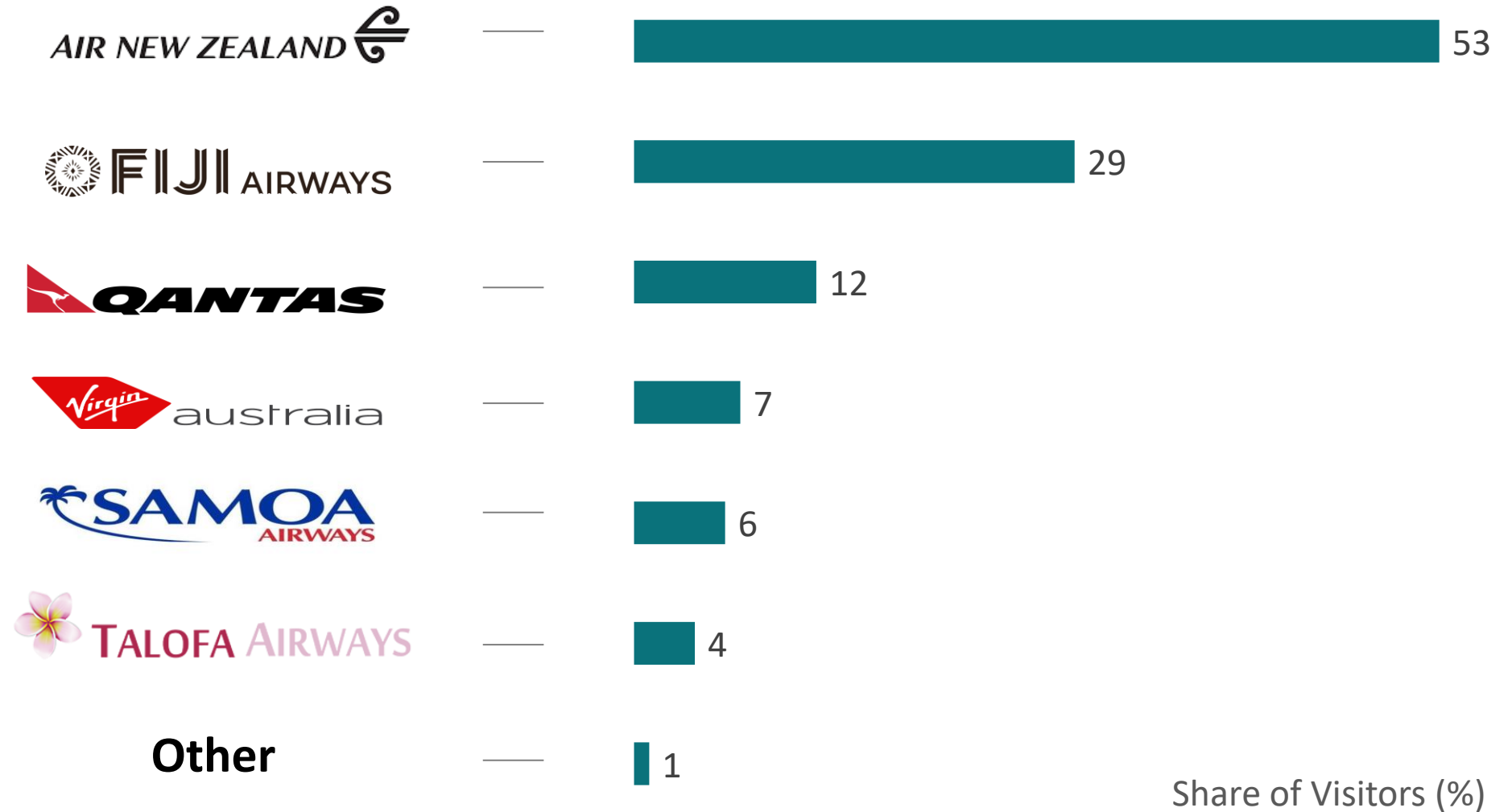
Note: Multiple responses, therefore total does not add up to 100%

Satisfaction with Accommodation Used



Scale: 1=Very dissatisfied to 5=Very satisfied

Airlines Used for Travel



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

Destinations

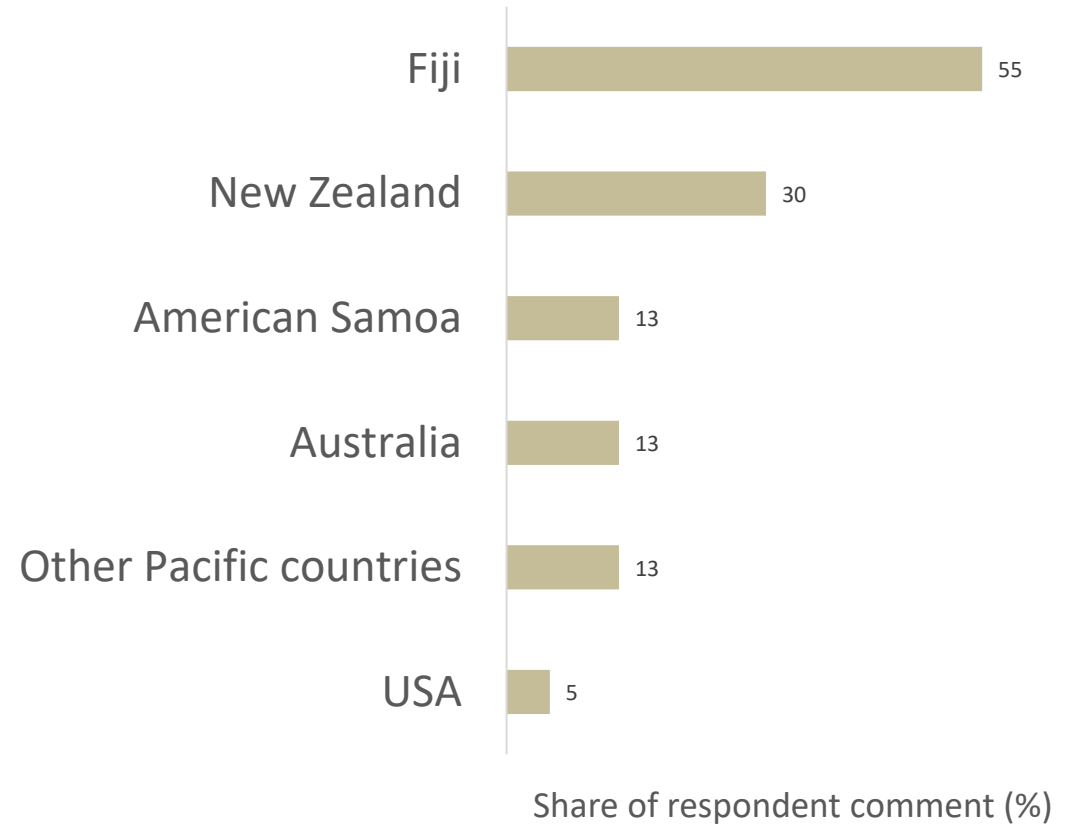
Samoa Only

78%
Yes



22%
No

Other destinations included



Report Structure



Visitor Profile



Visitor
Characteristics
& Preferences



Information &
Decision Making

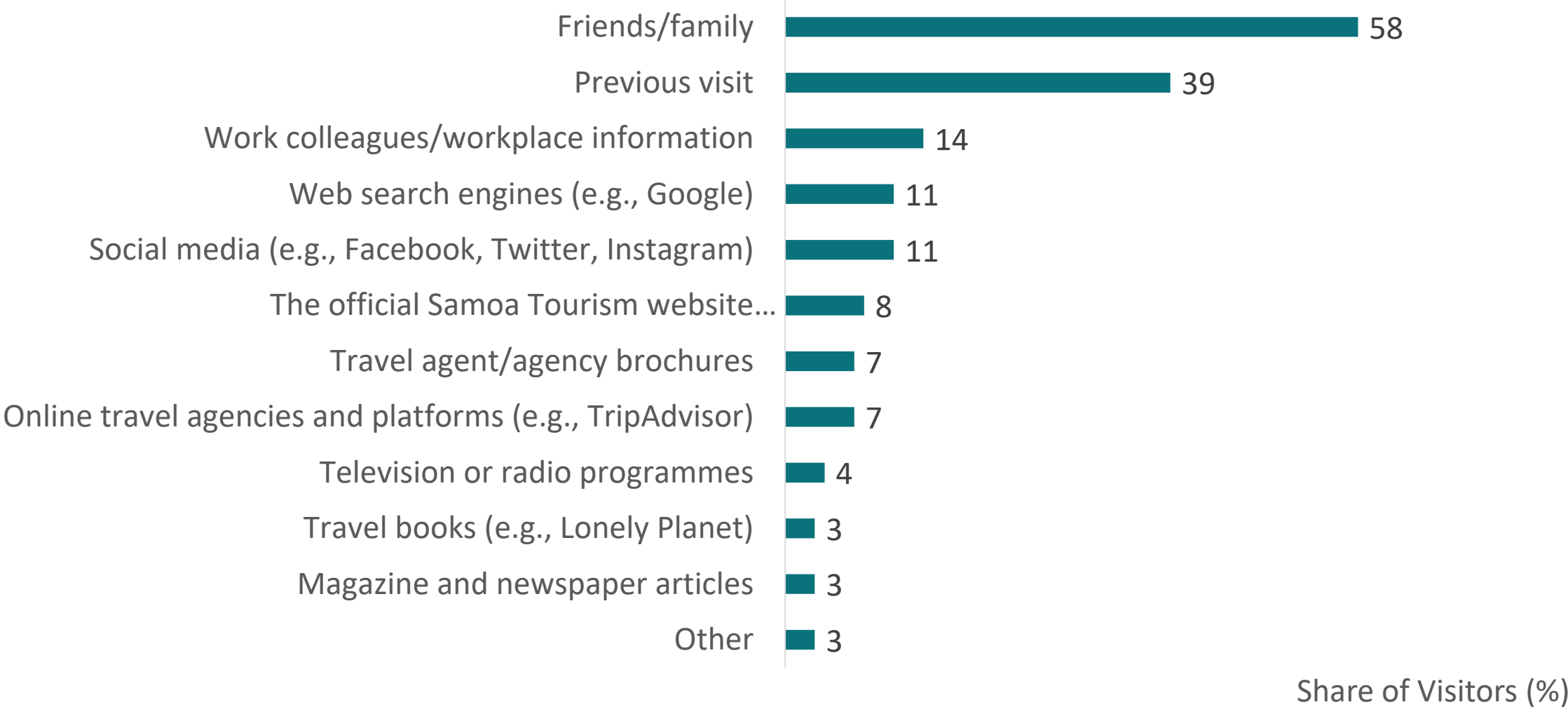


Visitor Spending
& Impact



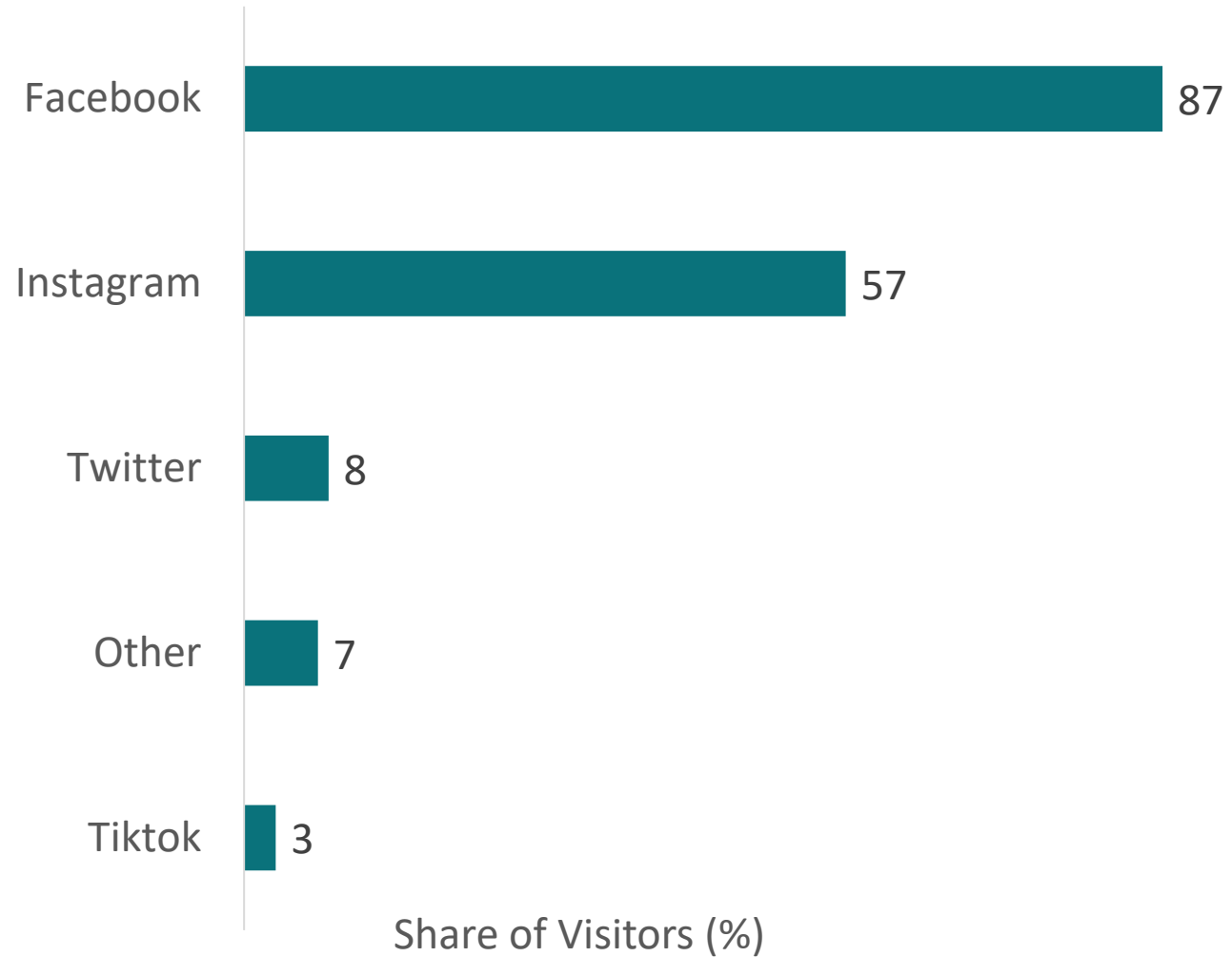
Visitor
Satisfaction

Information Source: How Did You Find Out About Samoa as a Destination?



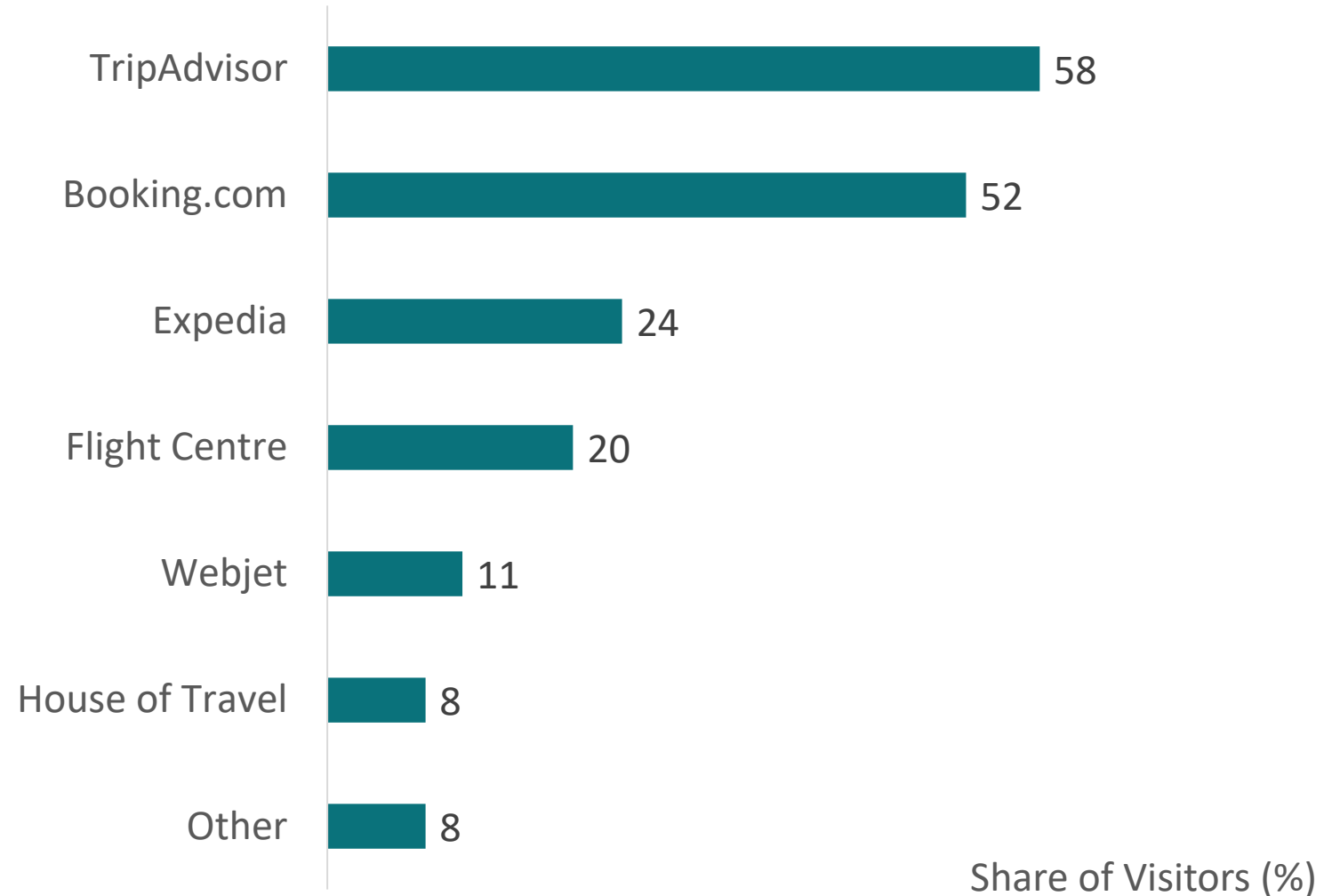
Note: Multiple responses, therefore total does not add up to 100%

Information Source: What Kind of Social Media Did You Use?



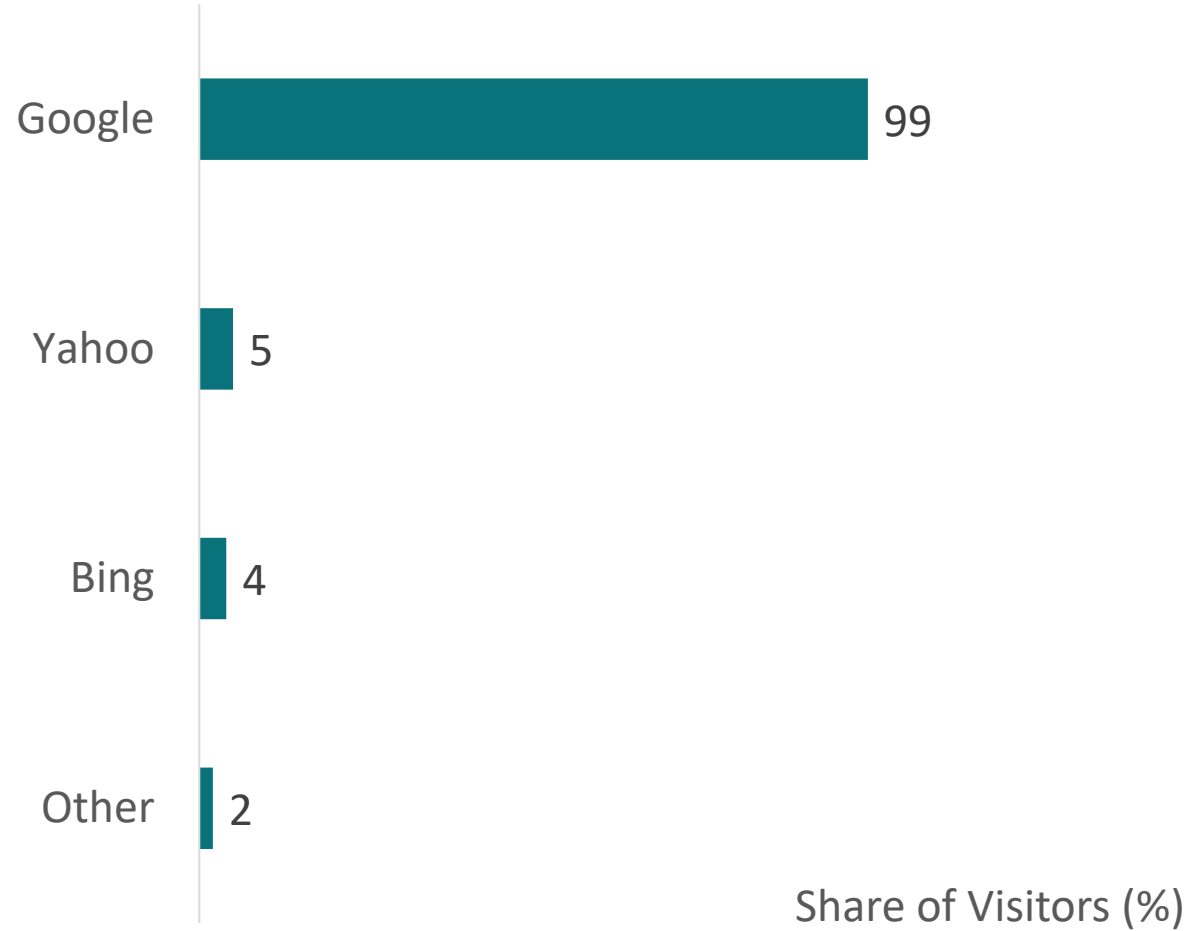
Note: Multiple responses, therefore total does not add up to 100%

Information Source: What Kind of Online Travel Agencies and Platforms Did You Use?



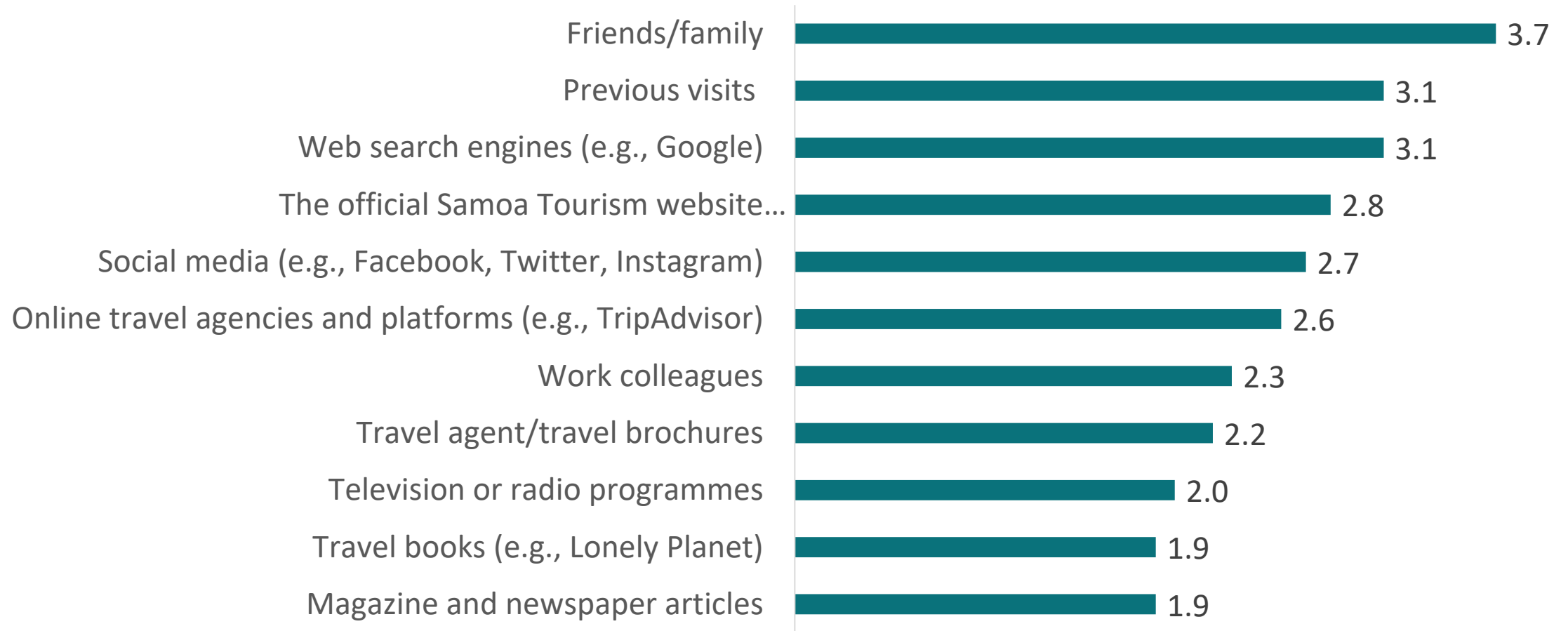
Note: Multiple responses, therefore total does not add up to 100%

Information Source: What Kind of Web Search Engines Did You Use?



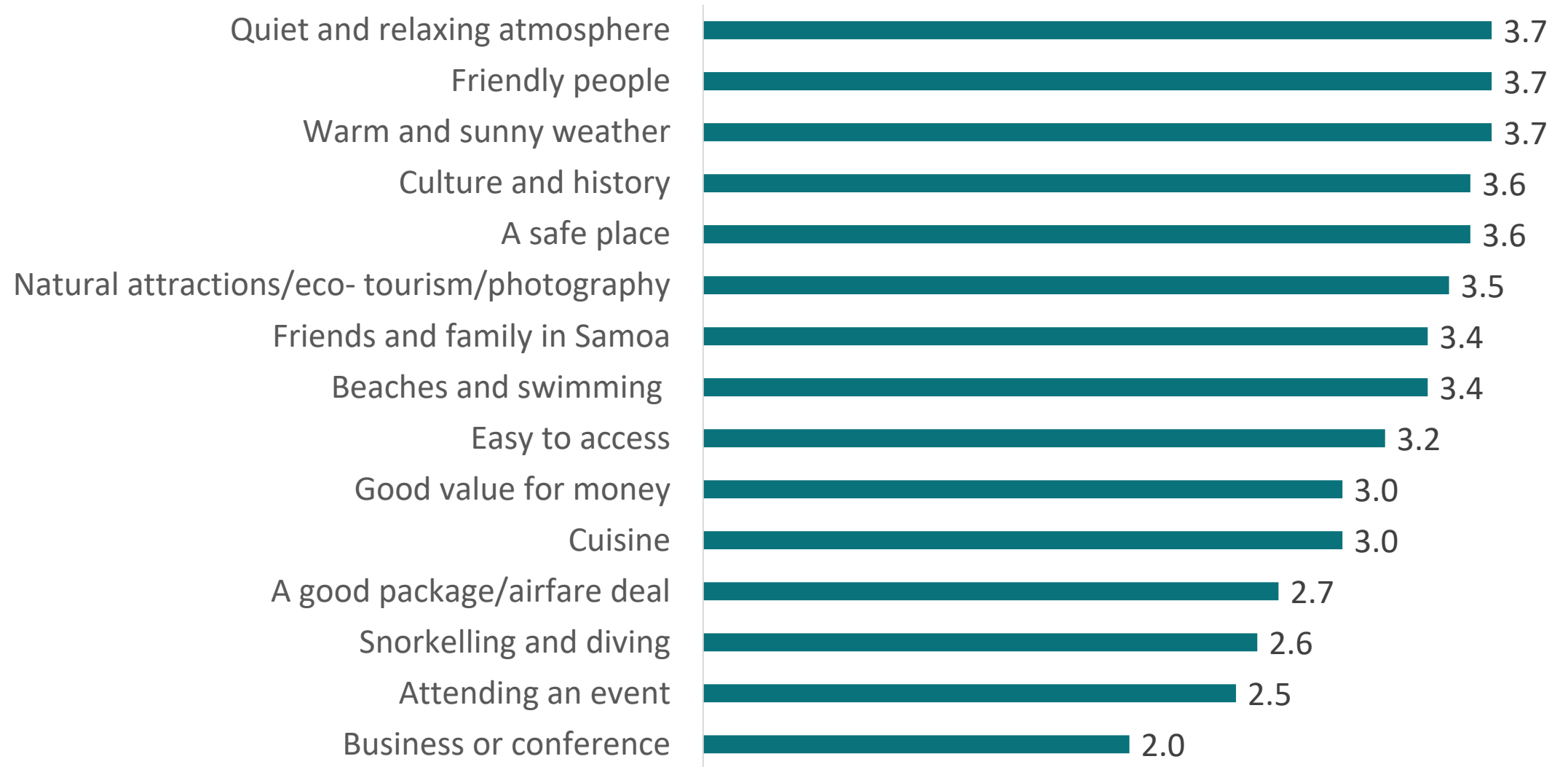
Note: Multiple responses, therefore total does not add up to 100%

Information Source: How Important Was the Information Source When Planning Your Trip?



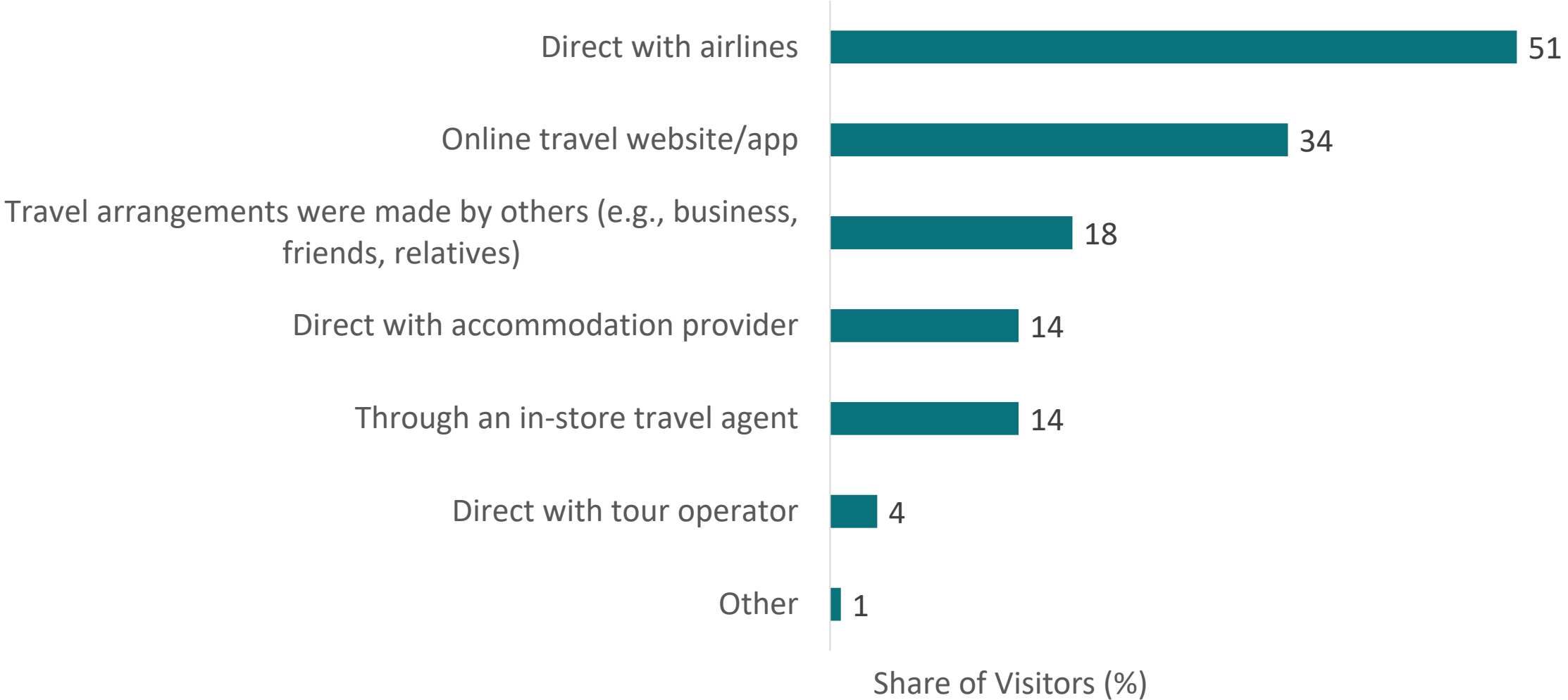
Scale: 1=Not at all important to 5=Extremely important

Influential Factors on the Decision to Choose Samoa



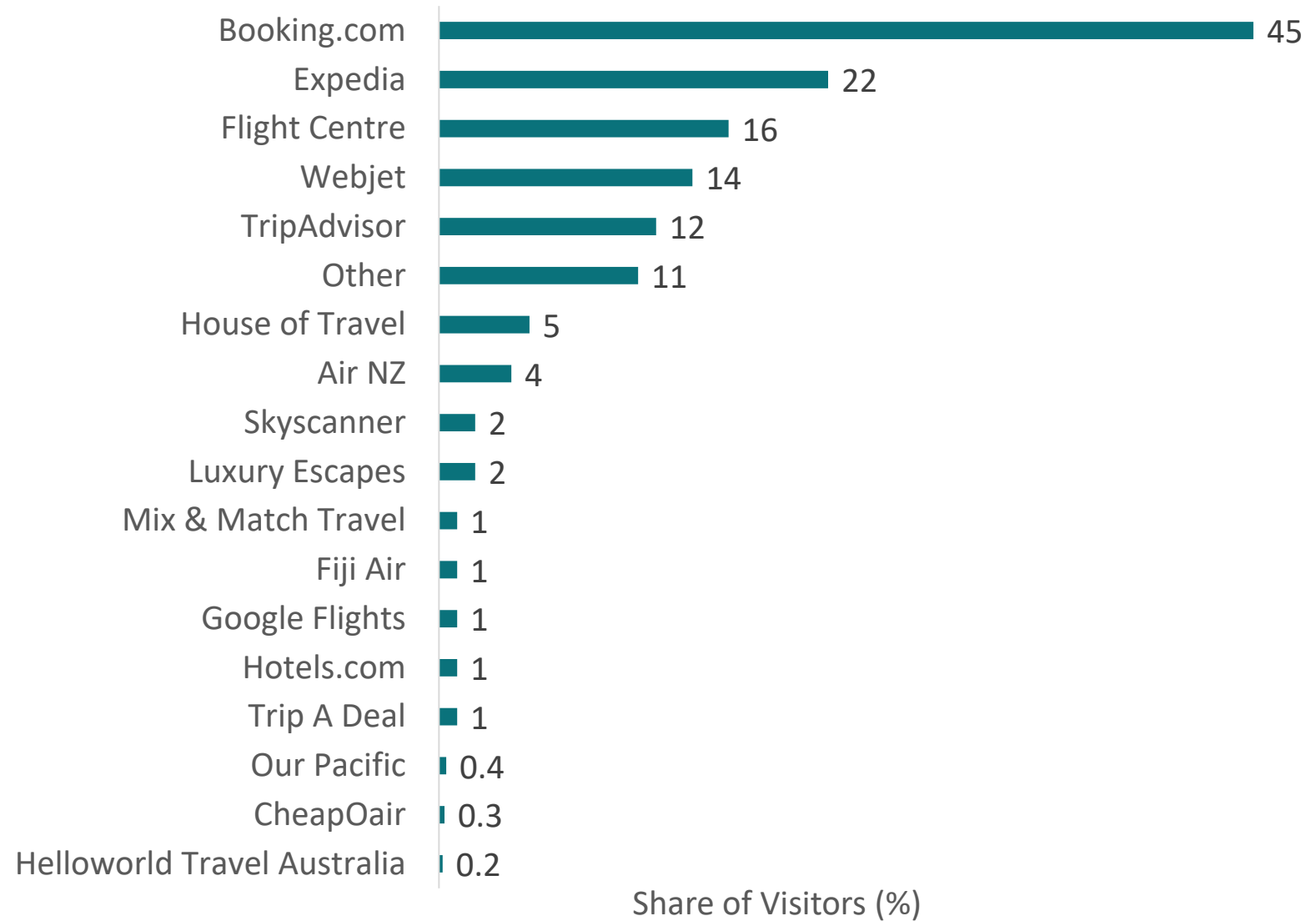
Scale: 1=Not at all important to 5=Extremely important

Purchasing of Travel



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

What Kind of Online Travel Agency Did You Use When Book Your Travel?



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

Report Structure



Visitor Profile



Visitor
Characteristics
& Preferences



Information &
Decision Making

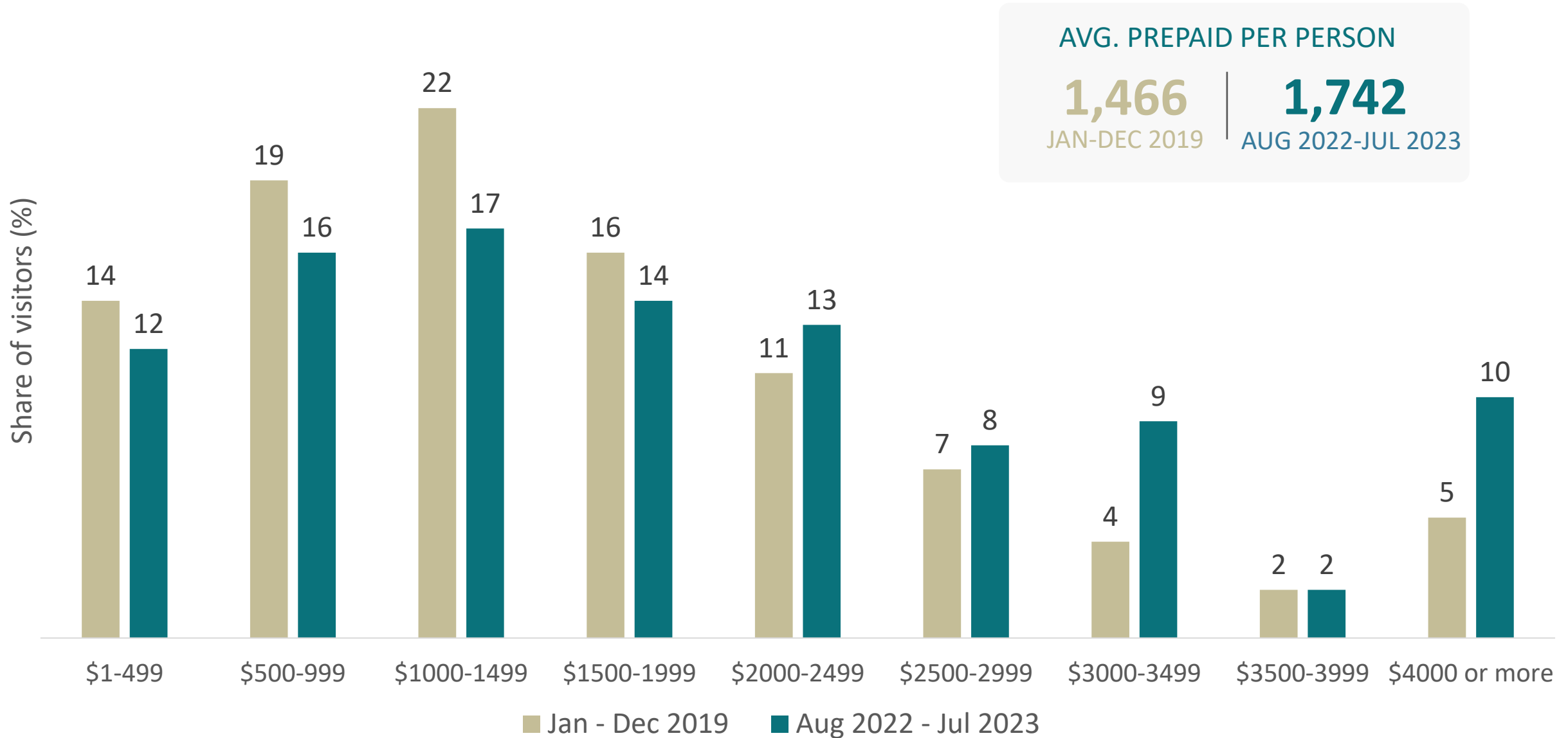


Visitor Spending
& Impact



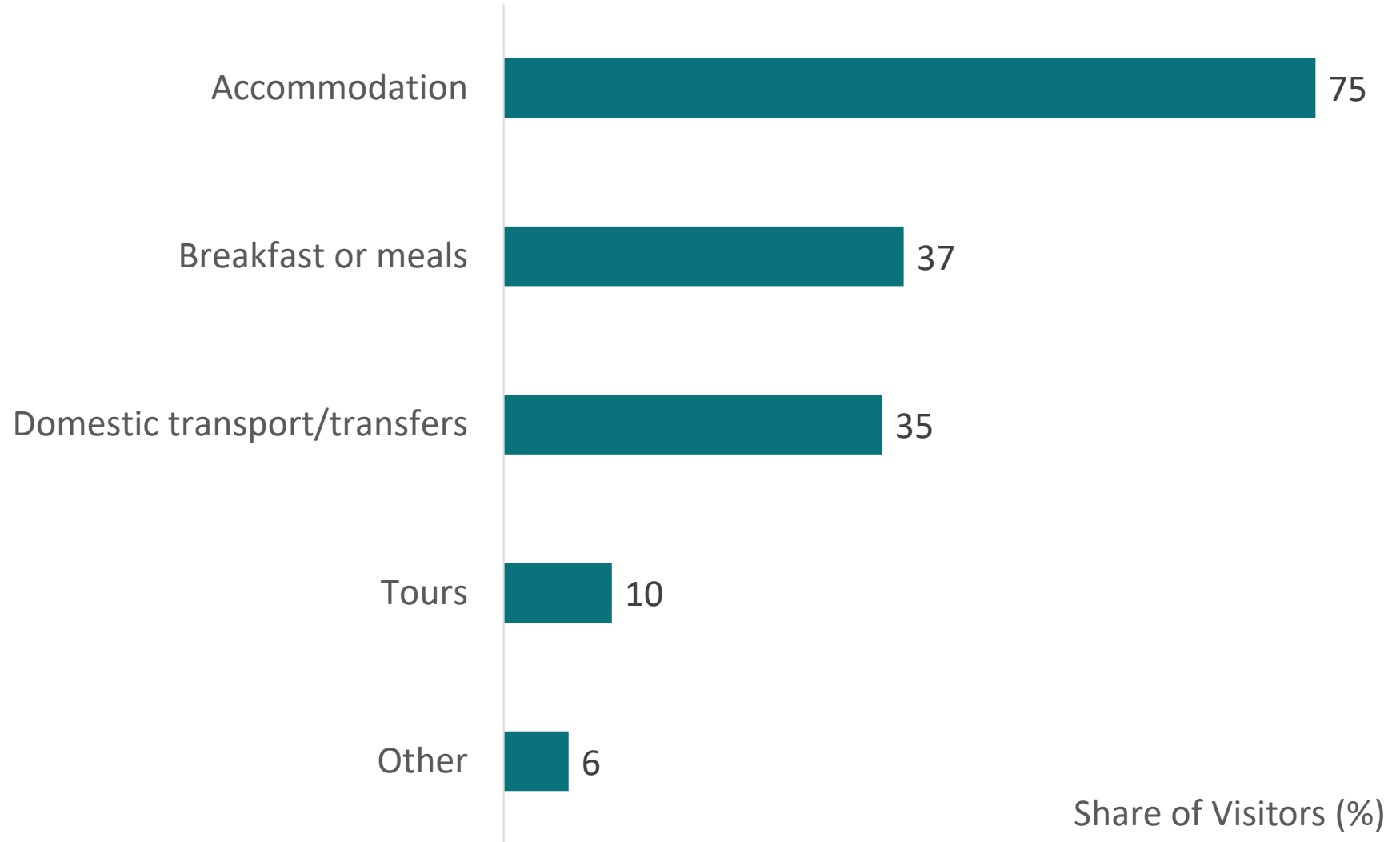
Visitor
Satisfaction

Prepaid Expenditure



Note: NZ dollars

Prepaid Items



Share of Visitors (%)

In-country Spend Per Person Per Day While in Samoa (NZ\$)

| | JAN-DEC 2019 | | AUG 2022-JUL 2023 | |
|----------------------------|---------------------------|--------------------|---------------------------|--------------------|
| | <u>Per Person Per Day</u> | <u>% of sector</u> | <u>Per Person Per Day</u> | <u>% of sector</u> |
| Accommodation | 26 | 28 | 32 | 28 |
| Restaurants, Cafes & Bars | 18 | 20 | 18 | 16 |
| Groceries | 7 | 8 | 12 | 10 |
| Donations | 7 | 7 | 11 | 10 |
| Vehicle rental | 10 | 10 | 11 | 10 |
| Shopping | 9 | 9 | 10 | 9 |
| Other | 4 | 4 | 8 | 7 |
| Tours/activities | 4 | 4 | 4 | 4 |
| Petrol | 3 | 4 | 4 | 4 |
| Internet/telecommunication | 2 | 2 | 2 | 1 |
| Bus/taxi | 2 | 2 | 1 | 1 |
| Ferry | 1 | 1 | 1 | 1 |
| Total | 92 | | 113 | |

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

In-country Spend Per Person Per Day While in Samoa (SAT\$)

| | JAN-DEC 2019 | | AUG 2022-JUL 2023 | |
|----------------------------|---------------------------|--------------------|---------------------------|--------------------|
| | <u>Per Person Per Day</u> | <u>% of sector</u> | <u>Per Person Per Day</u> | <u>% of sector</u> |
| Accommodation | 46 | 28 | 55 | 28 |
| Restaurants, Cafes & Bars | 32 | 20 | 31 | 16 |
| Groceries | 13 | 8 | 20 | 10 |
| Donations | 12 | 7 | 20 | 10 |
| Vehicle rental | 17 | 10 | 20 | 10 |
| Shopping | 15 | 9 | 17 | 9 |
| Other | 7 | 4 | 13 | 7 |
| Tours/activities | 7 | 4 | 7 | 4 |
| Petrol | 6 | 4 | 7 | 4 |
| Internet/telecommunication | 3 | 2 | 3 | 1 |
| Bus/taxi | 3 | 2 | 2 | 1 |
| Ferry | 1 | 1 | 1 | 1 |
| Total | 162 | | 196 | |

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

Economic Impact – Per Person and Total (NZ\$)

| | JAN-DEC 2019 | AUG 2022-JUL 2023 |
|--|-------------------|--------------------|
| Average Spend Prior to Arrival | NZ\$ | NZ\$ |
| Per Person Per Trip | 1,466 | 1,742 |
| <i>Flowing into local economy rate – estimated</i> | <i>55%</i> | <i>55%</i> |
| Per Person Per Trip | 806 | 959 |
| Per Person per Day | 95 | 94 |
| <hr/> | | |
| Average Local Spend | | |
| <i>Length of Study (nights) - mean</i> | <i>8.5 nights</i> | <i>10.2 nights</i> |
| Per Person Per Trip | 782 | 1,153 |
| Per Person per Day | 92 | 113 |
| <hr/> | | |
| Total Economic Impact-Per Trip | 1,588 | 2,112 |
| Total Economic Impact-Per Day | 187 | 207 |

Economic Impact – Per Person and Total (SAT\$)

| | JAN-DEC 2019 | AUG 2022-JUL 2023 |
|--|-------------------|--------------------|
| Average Spend Prior to Arrival | SAT\$ | SAT\$ |
| Per Person Per Trip | 2,587 | 3,016 |
| <i>Flowing into local economy rate – estimated</i> | <i>55%</i> | <i>55%</i> |
| Per Person Per Trip | 1,423 | 1,662 |
| Per Person per Day | 168 | 163 |
| <hr/> | | |
| Average Local Spend | | |
| <i>Length of Study (nights) - mean</i> | <i>8.5 nights</i> | <i>10.2 nights</i> |
| Per Person Per Trip | 1,377 | 1,999 |
| Per Person per Day | 162 | 196 |
| <hr/> | | |
| Total Economic Impact-Per Trip | 2,800 | 3,661 |
| Total Economic Impact-Per Day | 330 | 359 |

Report Structure



Visitor Profile



Visitor
Characteristics
& Preferences



Information &
Decision Making

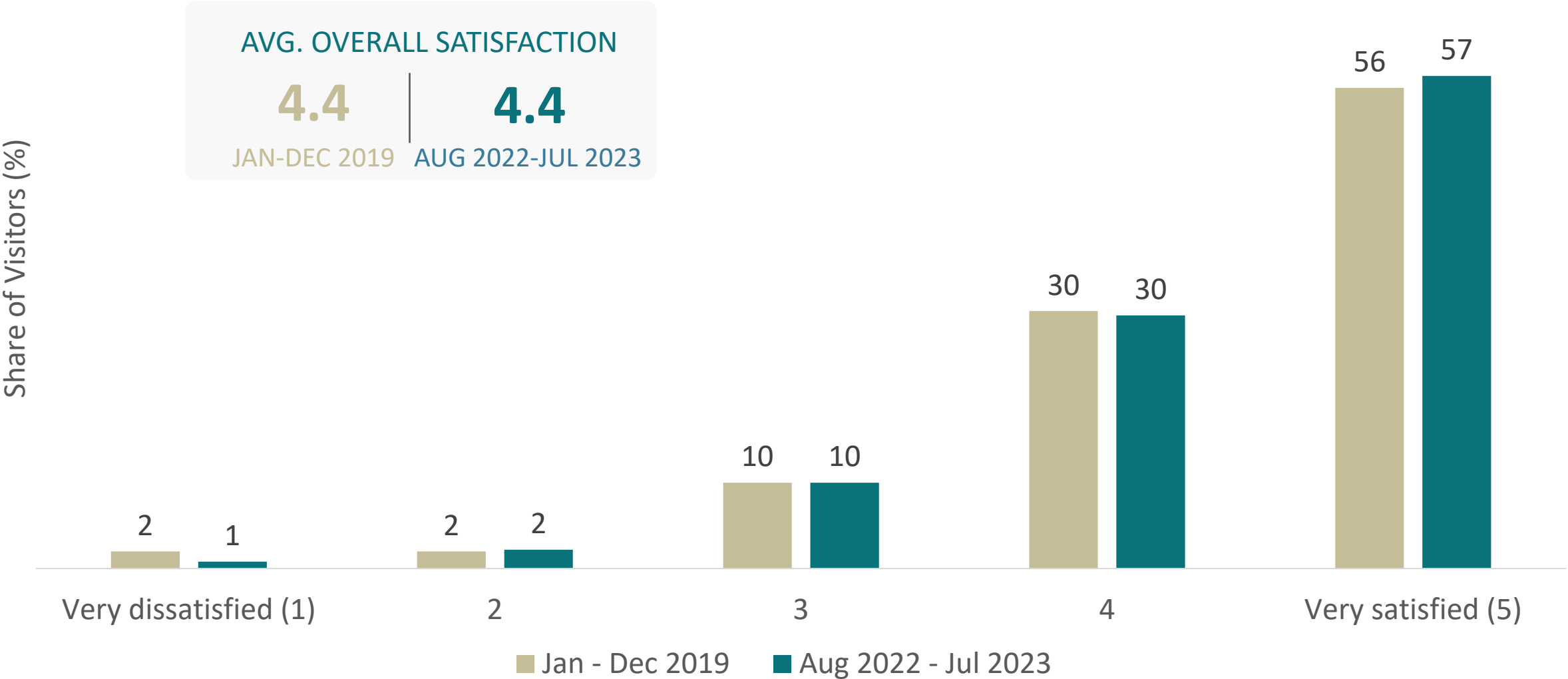


Visitor Spending
& Impact



Visitor
Satisfaction

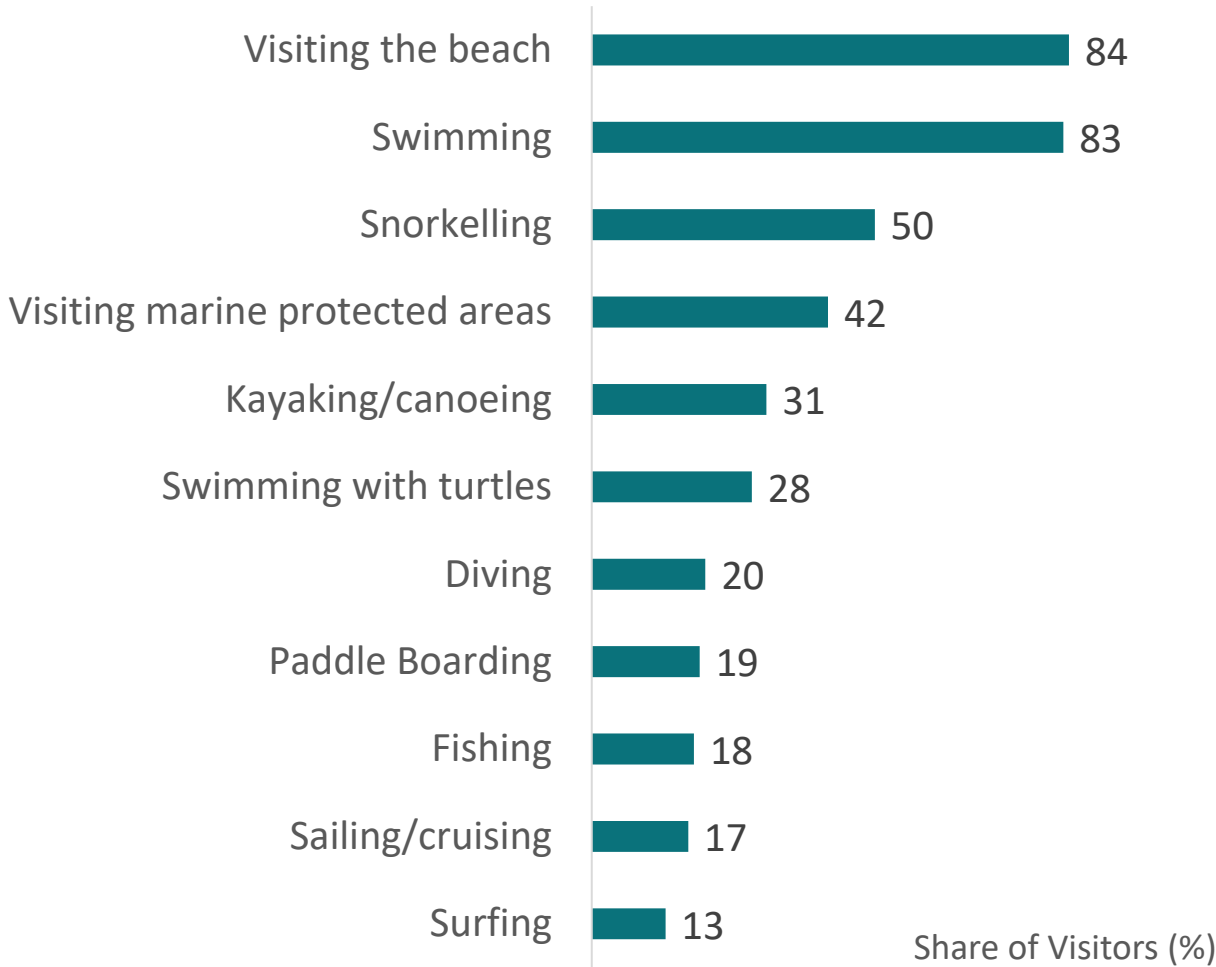
Visitor Overall Satisfaction



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

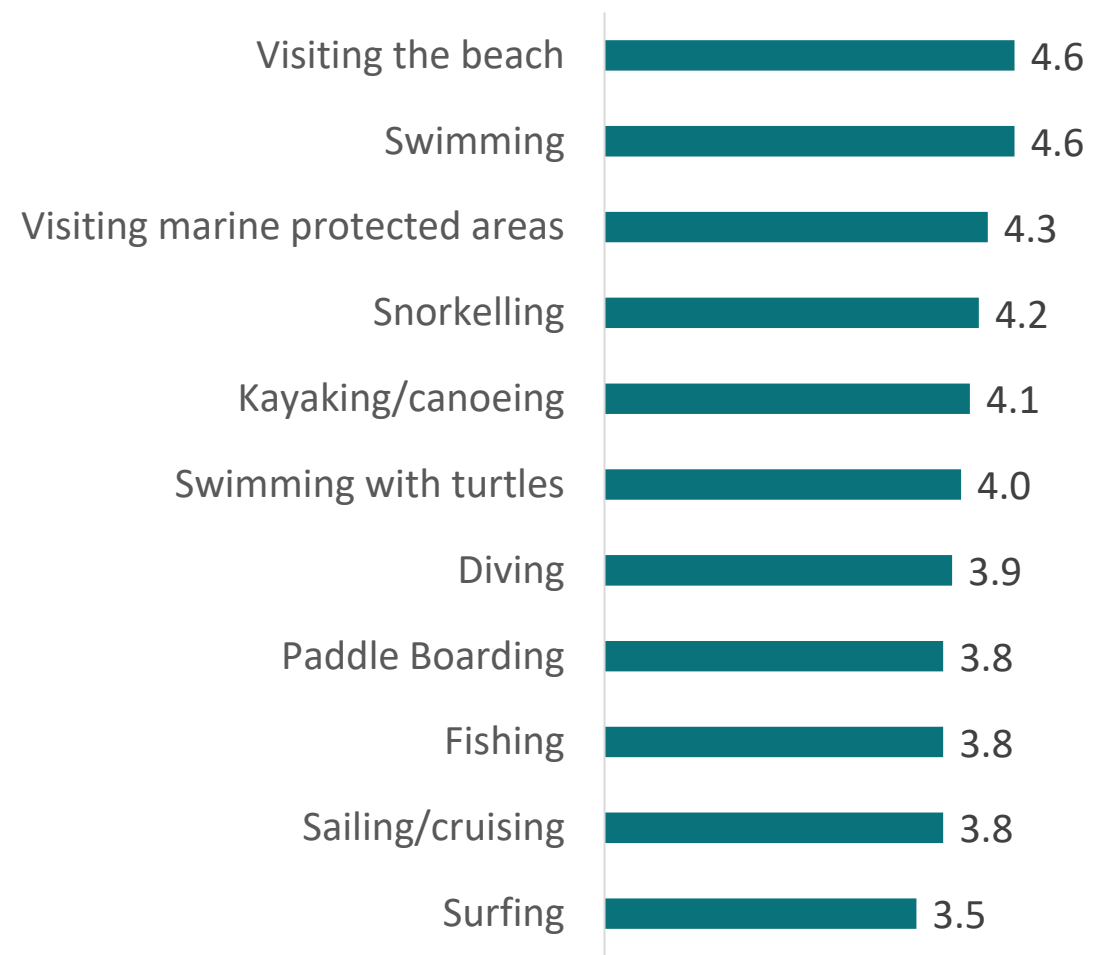
Water-based Activities

Participation



Share of Visitors (%)

Satisfaction



Scale: 1=Very dissatisfied to 5=Very satisfied

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

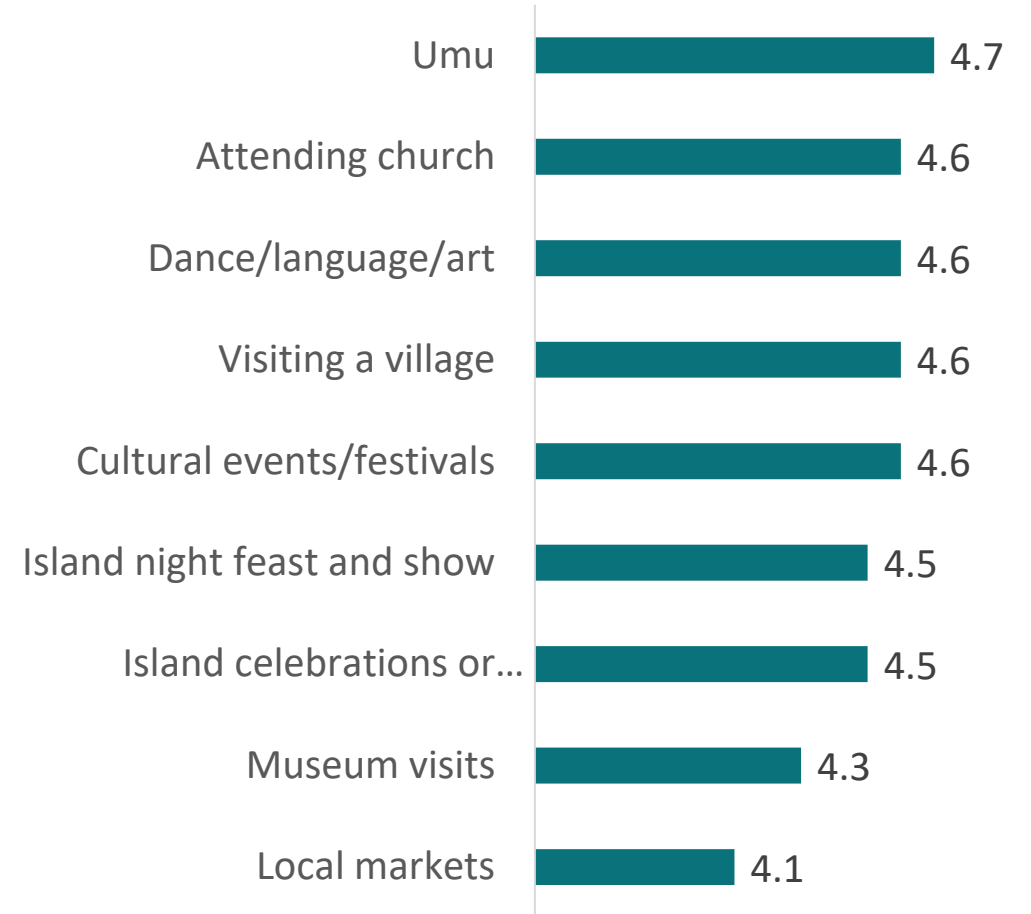
Cultural Interaction

Participation



Share of Visitors (%)

Satisfaction

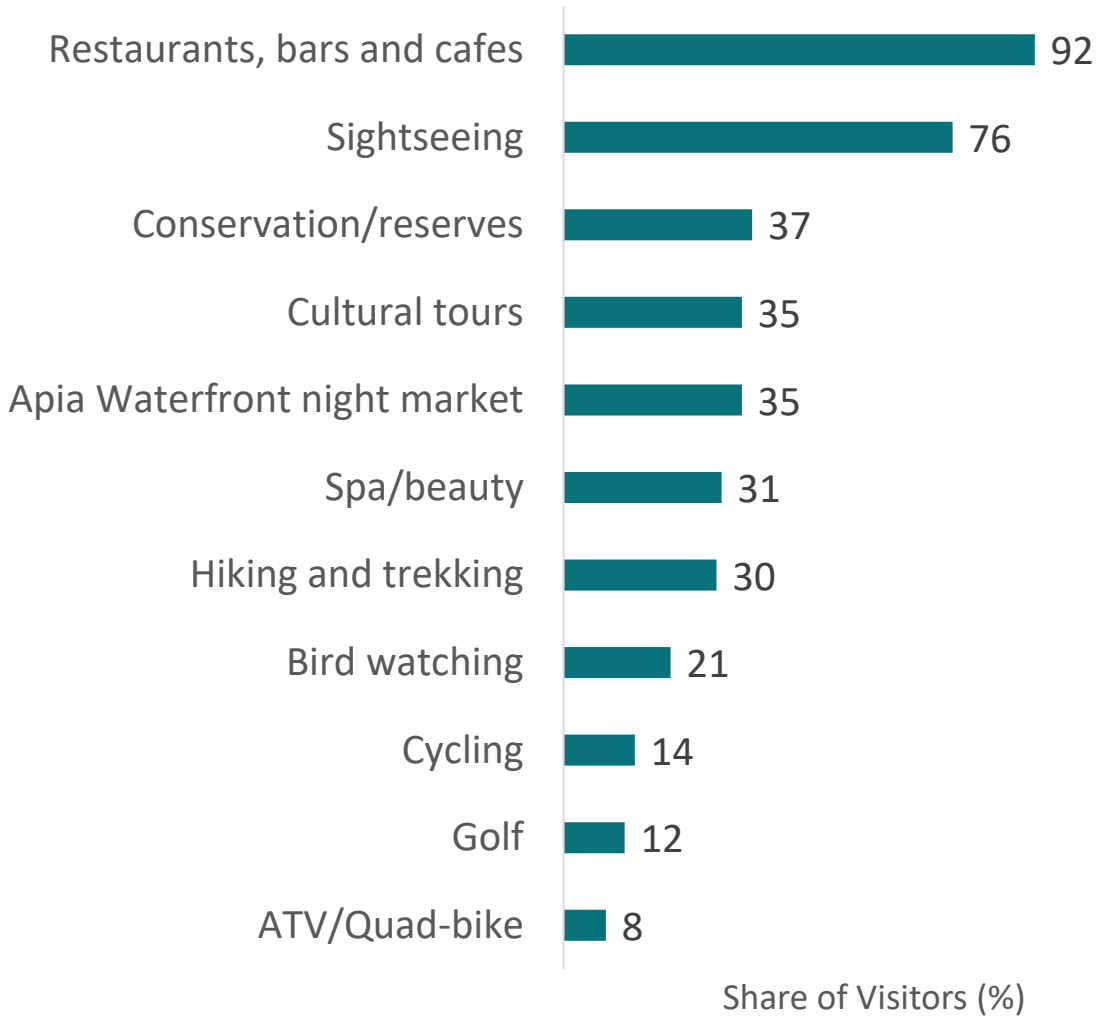


Scale: 1=Very dissatisfied to 5=Very satisfied

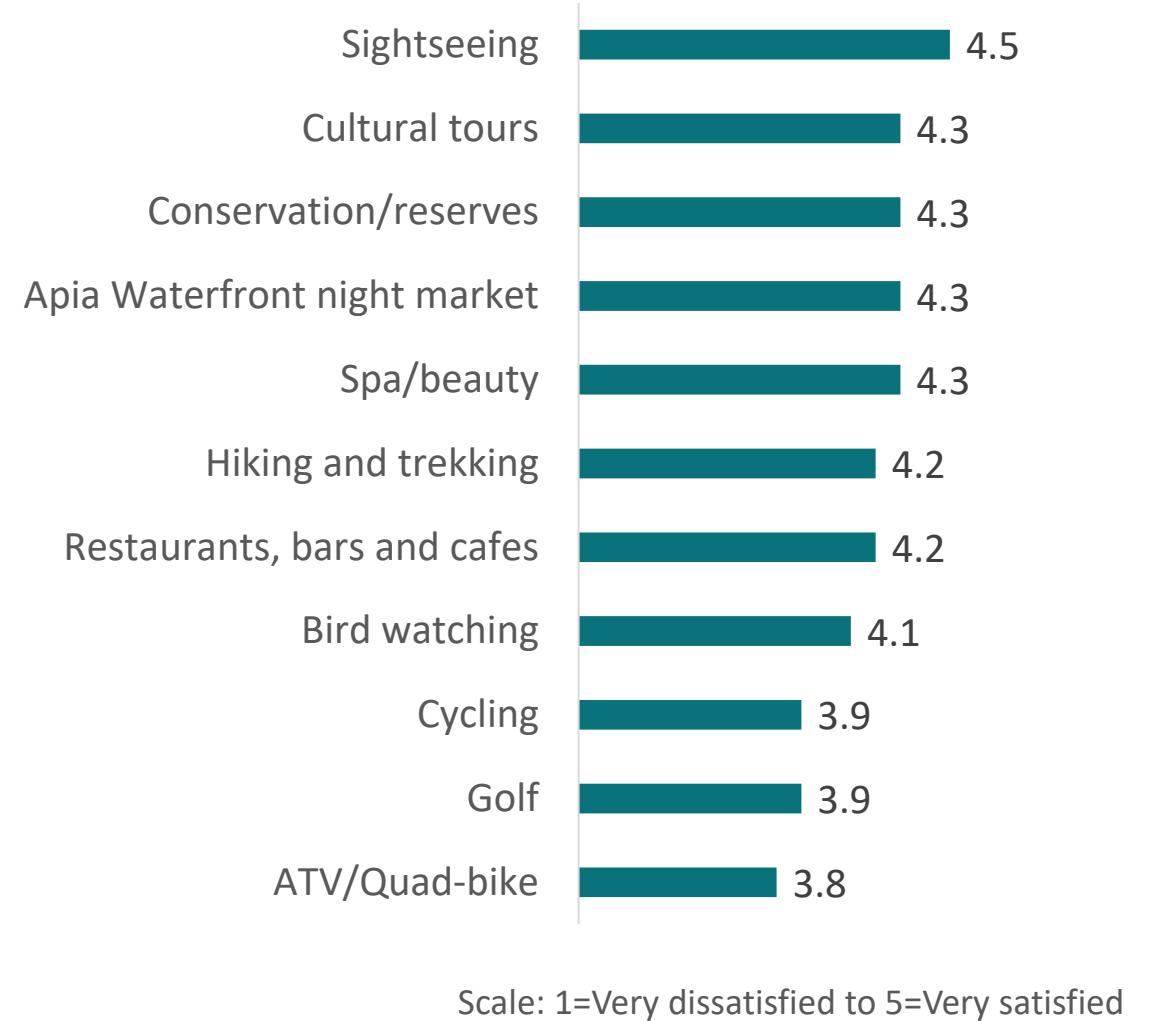
Note: Multiple responses, so total does not add up to 100%

Land-based Activities

Participation



Satisfaction



Scale: 1=Very dissatisfied to 5=Very satisfied

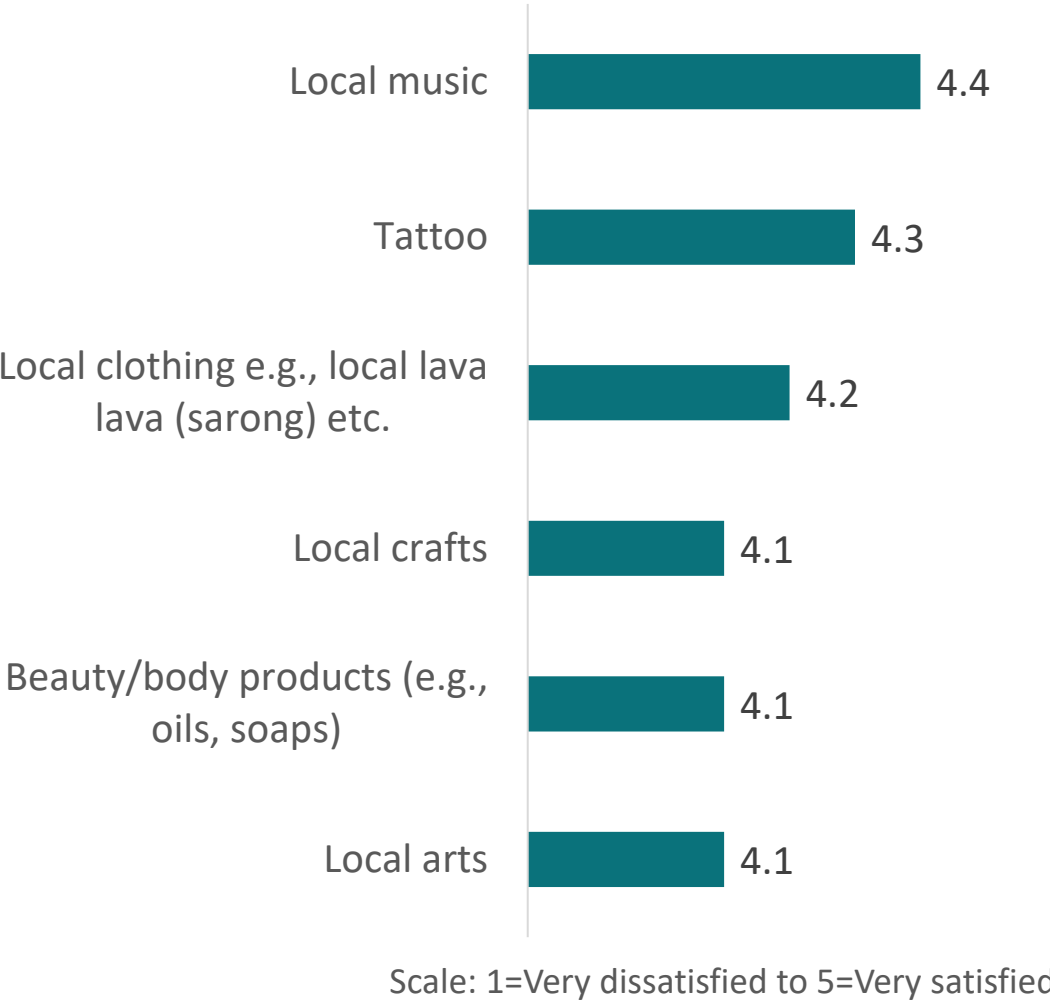
Note: Multiple responses, so total does not add up to 100%

Shopping Activities

Participation

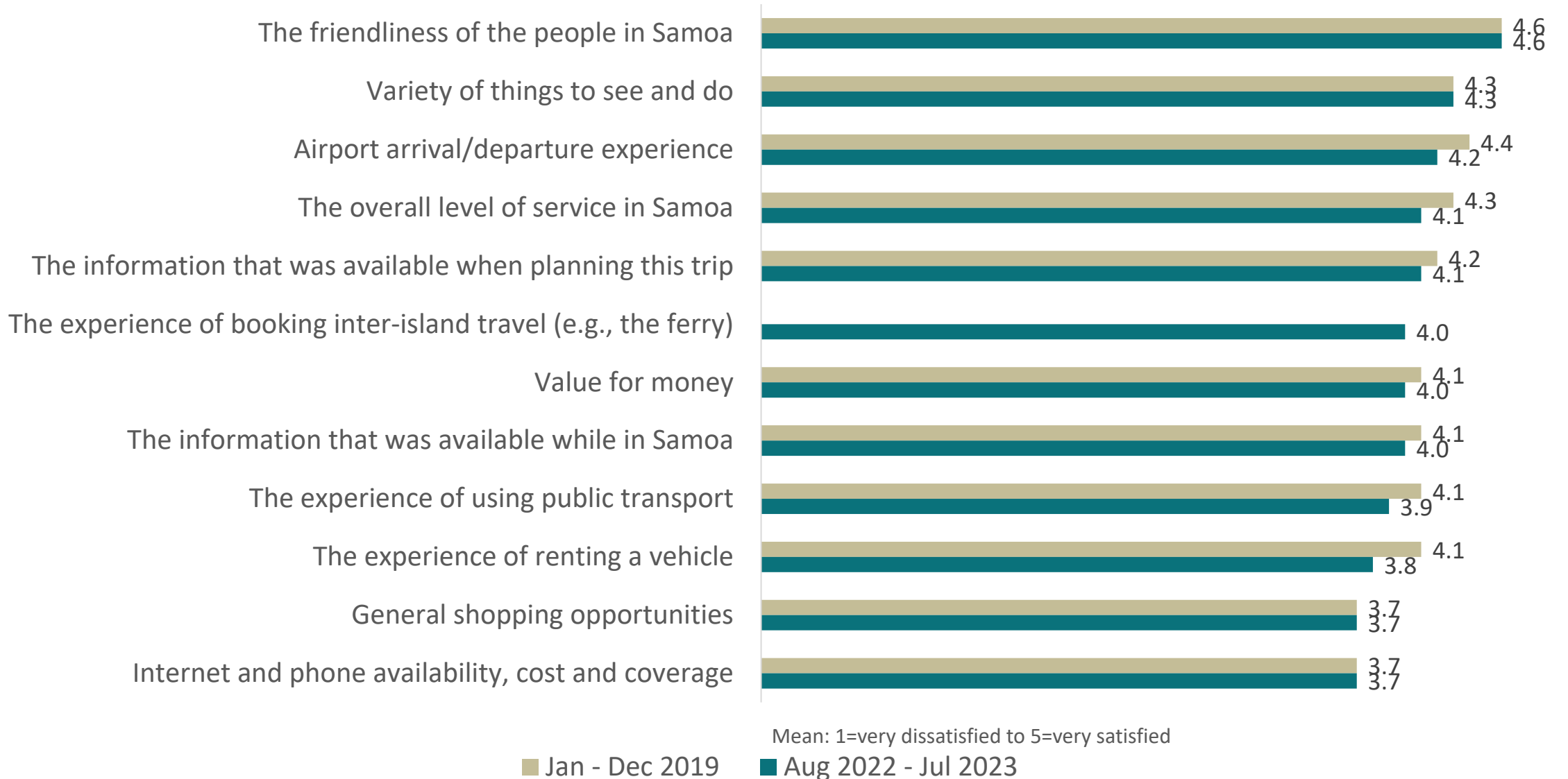


Satisfaction



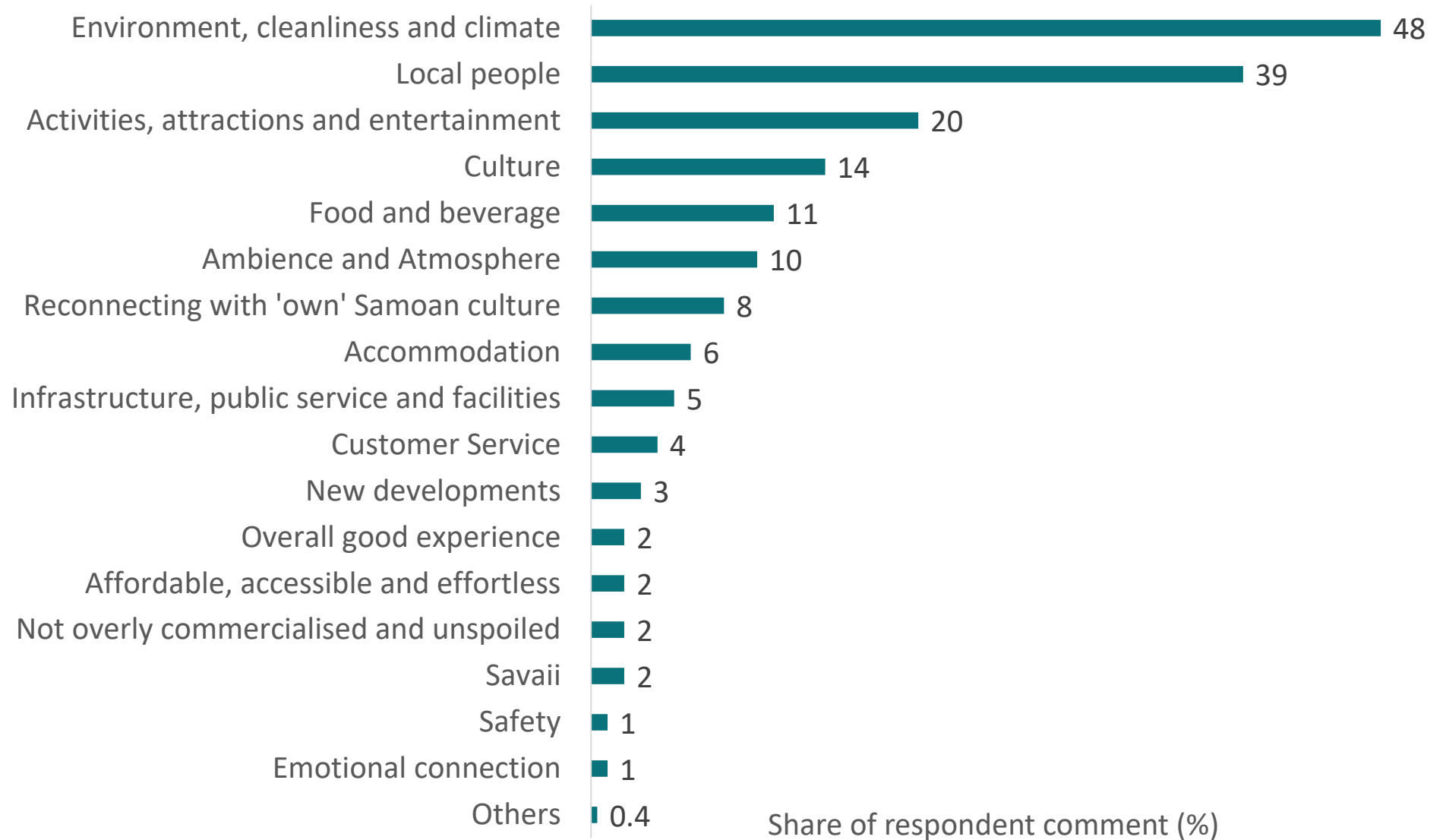
Note: Multiple responses, so total does not add up to 100%

Satisfaction with Samoa Services



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

Most Appealing Aspects of Samoa



Note: Total responses for the question N = 3,961. Multiple responses, so total does not add up to 100%

Most Appealing – Environment, cleanliness and climate



- + Greenery, beaches and nature
- + Everywhere you look is postcard pretty.
- + It's very peaceful in Samoa, I loved how clean it is in Samoa
- + Great beaches and weather. Loved the gardens and villages
- + Beautiful native plants and forest houses and waterfront and ocean views.
- + Flora and fauna was so beautiful, bright, colourful and lush, which complemented the springs and sea.
- + Enjoying the simple beauty of the island - the palm trees on the side of the road, the people. the local shops and the freshness of the food!
- + Samoa is a very clean and beautiful island. Lefuega beach was absolutely stunning and also To Sua, so many natural beautiful places to see. Can't wait till I can return!!! ❤️ Samoa

Most Appealing – Local People



- + The kindness of Samoans.
- + How relaxing and welcoming everyone was.
- + Definitely the people, real genuine and very hardworking.
- + The people were genuine and treated us with total respect and humility and as a local.
- + The pride of the proud people and their love of the country is attractive to me as a visitor.
- + Loved the people, played volleyball with the village children, attended church with the locals.
- + The friendliness and openness of the Samoan people. We learned so much about the culture by just talking to taxi drivers.
- + The people and sense of community in Samoa. I liked the feeling that despite only being there for a short time frame, I felt like I belonged.

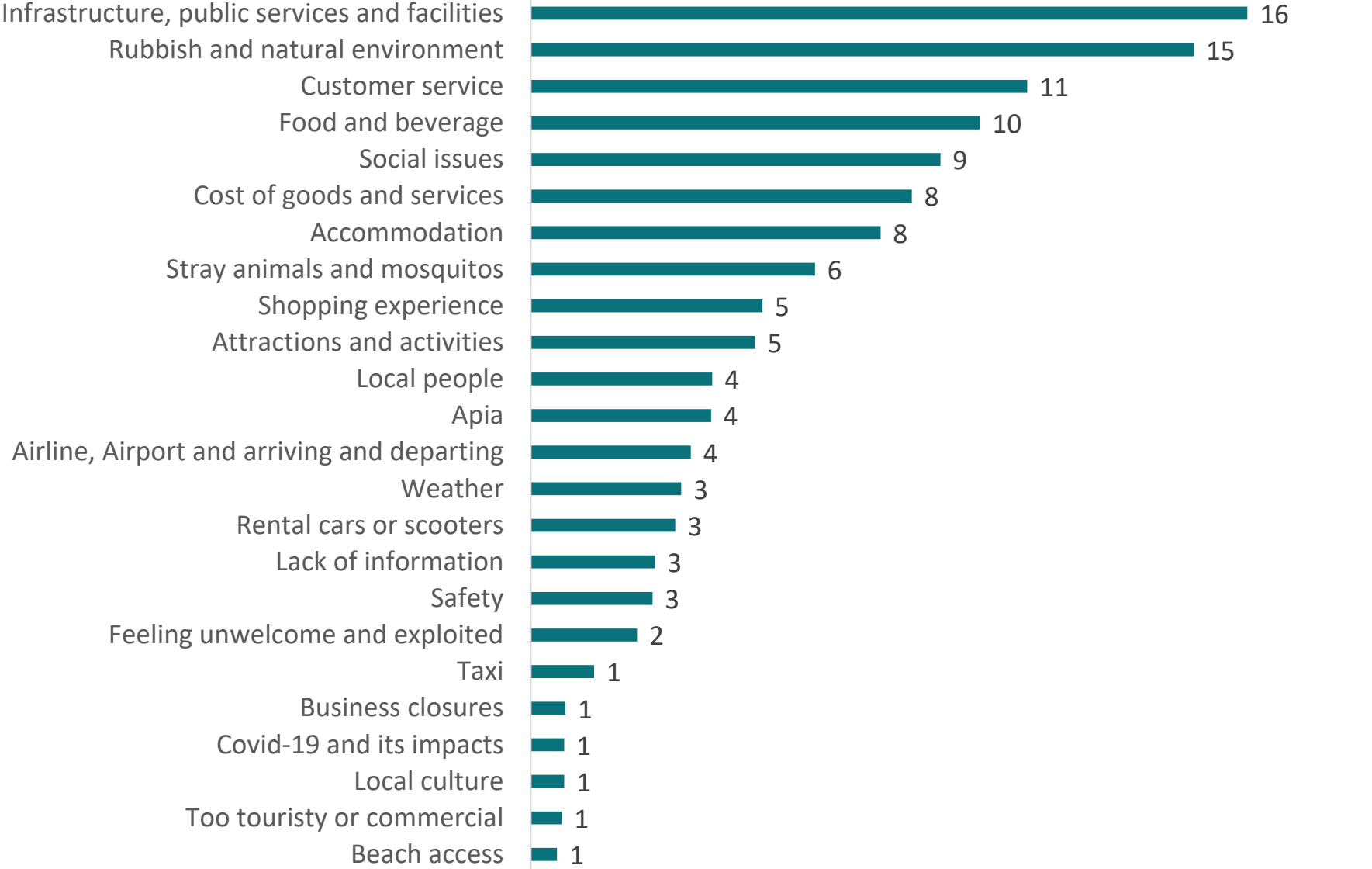
Most Appealing – Activities, attractions and entertainment



20%
Share of
comments

- + Variety of natural attractions, especially turtle swim.
- + Lalomanu Beach, Piula Cave Pools and Paapaili Sliding Rocks.
- + To-Sua, Sopo'afa waterfalls and Robert Louis Stevenson Museum.
- + The cultural shows - singing, dancing, fire dancing and music in church.
- + The beautiful beaches and being able to snorkel straight off them. The coastline and waterfalls too.
- + Visiting villages and seeing cultural activities and the people's hospitality within the village was phenomenal and breathtaking.
- + Riding the local buses and seeing the beautiful vegetation and experiencing traditional Samoan ways of life, going with the flow.
- + Cycling round the island was a wonderful experience. The landscape is beautiful, the people were super friendly and traffic was slow and gave cyclists space on the roads.

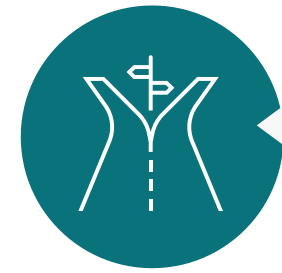
Least Appealing Aspects of Samoa



Share of respondent comment (%)

Note: Total responses for the question N=3,779. Multiple responses, so total does not add up to 100%.

Least Appealing – Infrastructure and public services



16%

Share of
comments

- + The potholes on the roads.
- + Poor road signs or directions to places of interest. We got lost more than once.
- + Not many public rubbish bins.
- + Having to find public toilets all around the island, and if one is found ...it's usually untidy.
- + The water is some of the freshest in the world from mountains. However, comes out of the taps for the locals dirty and contaminated.
- + It was difficult to find things to do, there was no WI-FI anywhere so couldn't research anything once I was in the country or book my onwards travel without purchasing a SIM card.
- + Relatively limited tourism infrastructure--seems like expansion is underway, but choices at present are limited (compared, say, to Fiji).
- + Public transport from Apia to South accross island - very low frequency, very difficult to find bus on busstand, uncomfortable bus.

Least Appealing – Rubbish and environment



15%
Share of
comments

- + Rubbish, lack of conservation efforts.
- + Plastics everywhere and besides the main road in Apia.
- + When cycling around Savaii, the amount of litter on the side of the road was shocking.
- + Watching trash being thrown into the ocean. It was disappointing to see that happen right in front of me.
- + We noticed the coral there was disappearing.
- + Even that beautiful high waterfall had rubbish where one stood to view.
- + The amount of rubbish in villages was most unattractive & the green nature of Samoa is spoilt by so much rubbish.

Least Appealing Aspects – Customer service



11%

Share of
comments

- + Customer service staff in many social outings are not very obliging to one's needs.
- + Customer service - overheard many times people serving me and speaking rudely about me not knowing that I understand Samoan.
- + The Tourism Fale/information office was NO use at all. Not really interested in helping me other than giving me one tour guides phone number.
- + Often times staff said they would help you with something but actually they didn't understand or didn't care so nothing was done.
- + The service that people provide in the shops. Very bad frontliners and never smile when people come in for shopping.
- + Some of the workers don't seem satisfied with their jobs therefore give out a negative energy when scanning our food.
- + Some service staff were terrible. We sat at our table in the resort we were staying at for over an hour without getting served.

Least Appealing Aspects – Food and beverage



- + No food stalls or street food.
- + No fruit at restaurants and cafes.
- + Fresh seafood was hard to find.
- + Had some very disappointing meals...for such a beautiful lush island we found it hard to get fresh vegetables and everything is fried.
- + Lack of options around alcohol drinks purchases.
- + Find it very difficult to buy diet drinks visited 11 location supermarkets and superstores, to get three cans of diet lemonade.
- + Local restaurants not selling traditional Samoan food. Trying to westernise .
- + Visiting stores and markets and enquiring for basic food products only to be told numerous times that (several) items are not in stock.

Suggestions for Improvement



Share of respondent comments (%)

Note: Total responses for the question N=1,918. Multiple responses, so total does not add up to 100%.

Suggestions for Improvement - Indicative Quotes

- + More waste and recycle bins next to the beach.
- + Roads going to the beaches should really make it smooth. Even the roads going towards the villages away from town.
- + Internet connection throughout the island should be improved. Better data connectivity for better exposure in regards to tourism.
- + Customer service really lacks in Samoa. All workers who provide customer service would benefit from having some basic customer service training.
- + We waited over an hour and an hour or so for our food. Management said they were short staffed. It was frustrating. Hope they can pay their staff more or provide better benefits.
- + Have Samoan food in restaurants. More availability of local food options.
- + Perhaps offer more fruit and veg grown on the island. More fresh food, less fried food.
- + Please encourage restaurants and hotels to fix leaky faucets. Huge huge waste of water.
- + The maintenance of the hotels. Making sure the rooms are up to standard and are healthy enough for people, especially children to stay in.

Willingness to Return

93%
Yes



7%
No

Reasons for Not Willing to Return -Indicative Quotes

- + I have other places to visit, I would recommend it though.
- + Flights not direct so hard to get there.
- + I feel like I have seen everything.
- + Very expensive for what you get and the lack of good food when you want it.
- + Because of food and guest services even though staff were fantastic.
- + Nothing special. Boring. Poor food. Untrustable taxi drivers.

Willingness to Recommend

96%
WILLING TO
RECOMMEND



4%
NOT WILLING
TO
RECOMMEND

Reasons for Not Willing to Recommend - Indicative Quotes

- + It's really hot.
- + Not enough to do in the rain, isn't really a food destination.
- + As for a beginner traveller unless you had heap of money to stay in a fancy resort it would have been too rough and dirty and disorganised
- + After Samoa, we stayed in Fiji for a few days. There was such a big difference in Customer Service and the quality of the accommodations. Samoa needs a lot of work still in training hotel/resort staff, cleanliness in the resorts and in public restrooms, and the quality of their accommodations.

Thank you

Authorship: D. Zhu, B. Bai, J. Doan, Vi. Tran, B. Bakker, P. Kim and M. Orams

Beautiful
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