

Niue Visitor Survey

October 2018 – March 2019



AUT



**NEW ZEALAND
FOREIGN AFFAIRS & TRADE**

MANATŪ AORERE



NZTRI
NEW ZEALAND TOURISM
RESEARCH INSTITUTE

October 2018 to March 2019 respondents



Total number of e-mails sent: **1,700**

CONVERSION RATE OF **33.5%**



Total number of responses: **569**



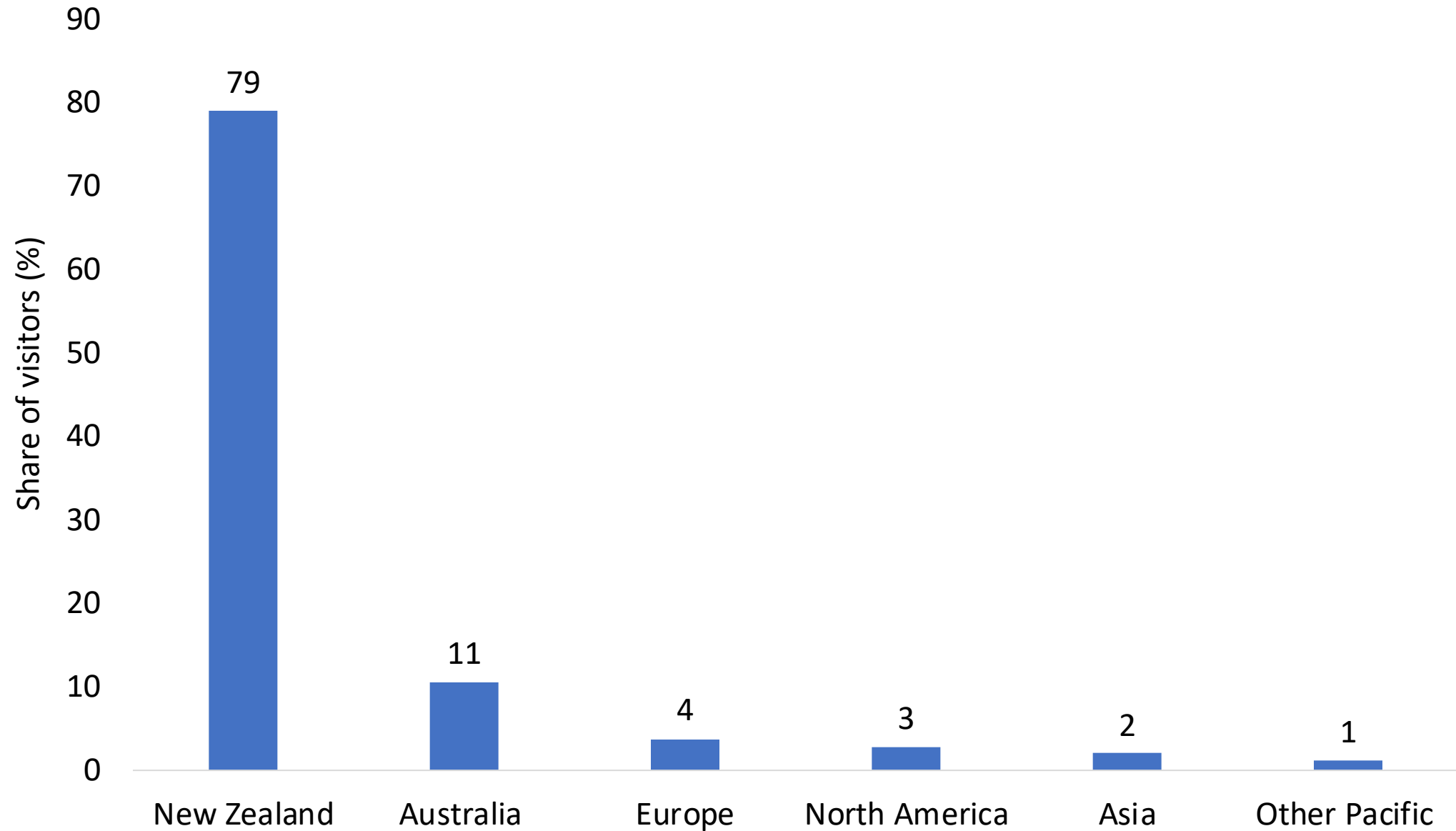
Responses cover a total of
977 adults and **129 children**



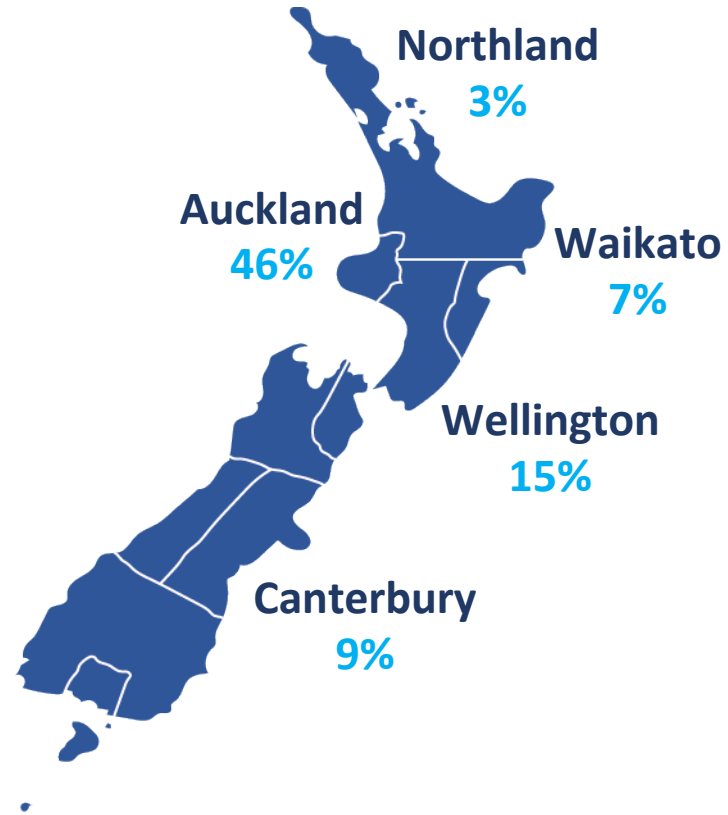
The characteristics of visitors to Niue

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

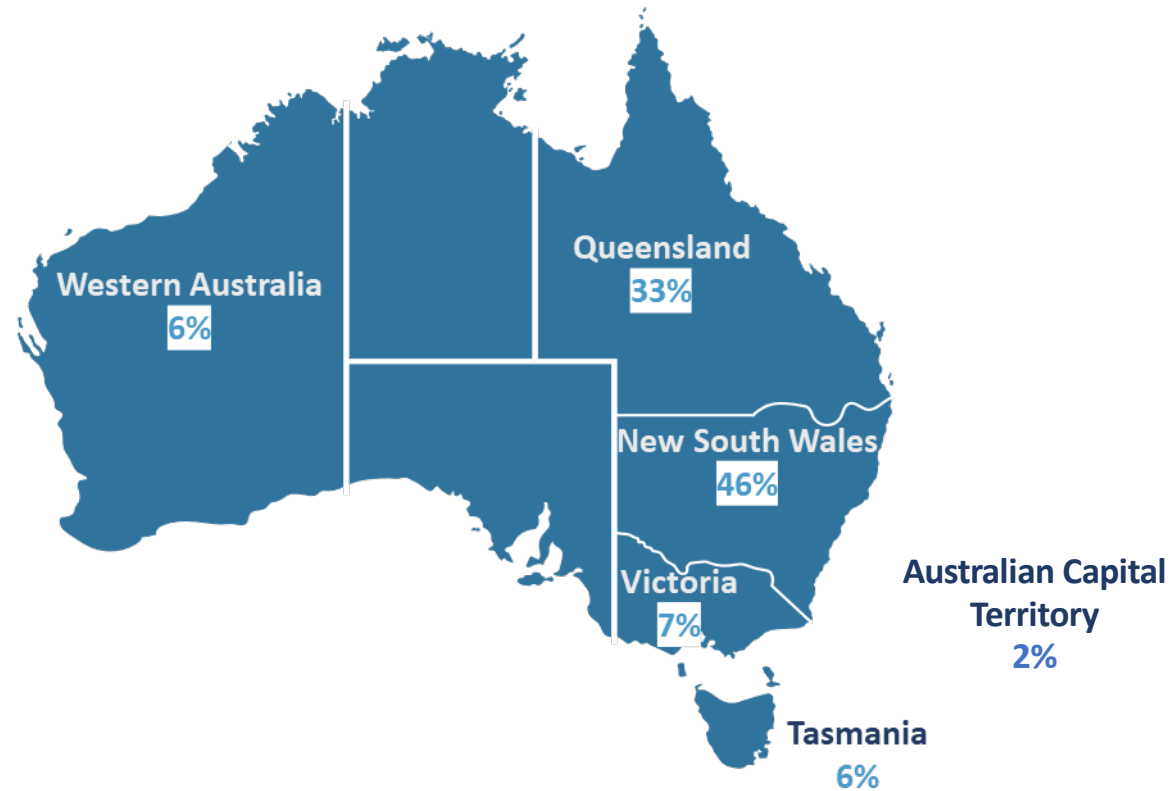


New Zealand respondents



Auckland, Wellington, Waikato, Canterbury, and Northland make up **80%** of all New Zealand visitor arrivals

Australian respondents



New South Wales, Queensland and Victoria make up **86%** of all Australian visitor arrivals

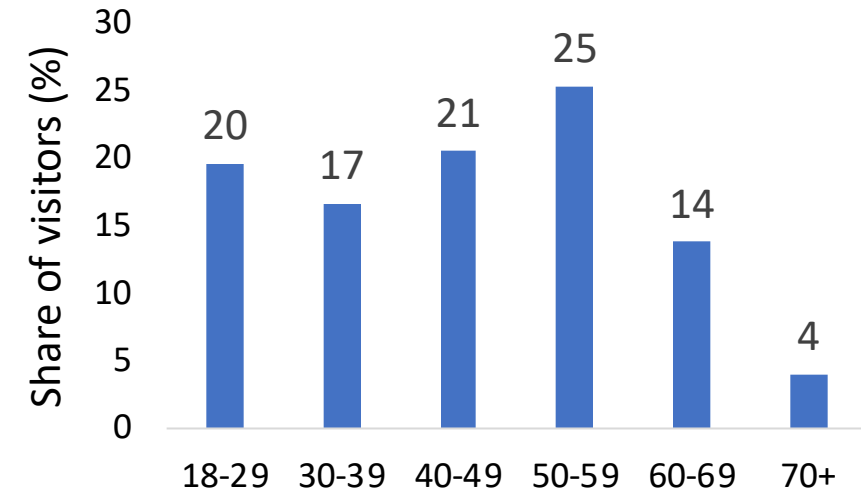
Visitor characteristics

Annual household income (NZ\$)

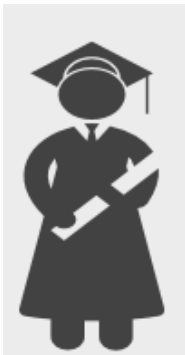


17%	Under \$50,000
33%	\$50,001 - \$100,000
28%	\$100,001 - \$150,000
11%	\$150,001 - \$200,000
6%	\$200,001 - \$250,000
5%	Over \$250,001

Distribution of age



Highest qualification



75%	Tertiary qualification
20%	High school qualification
3%	No formal qualification
2%	Other

Gender



60%	Female
39%	Male
1%	Gender diverse

Visitor characteristics

Main Purpose of Visit



65% Holiday



16% Visiting friends or relatives



7% Business or conference



2% Attending a wedding

Travel Companions*



59% Partner/Spouse



47% Family group



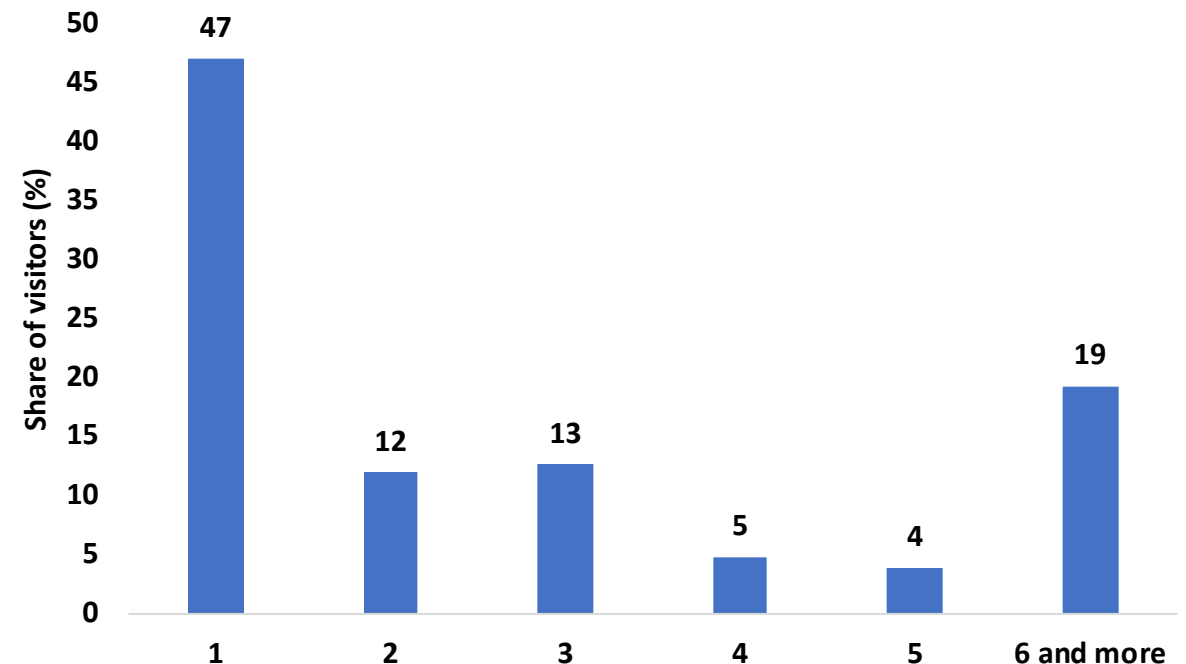
16% Friends

Number of Companions



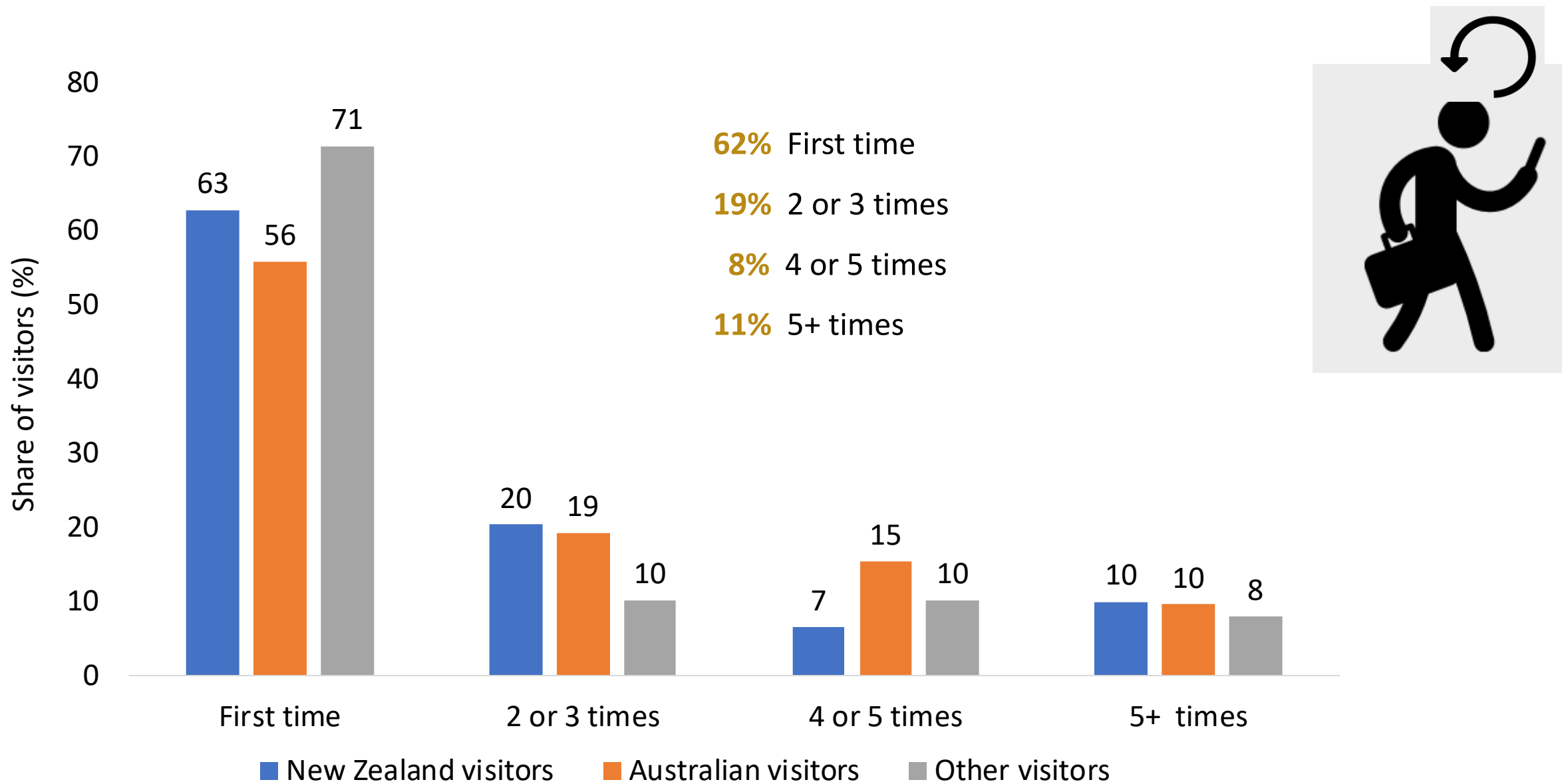
83% of visitors travelled to Niue with others, **17%** by themselves

...of the visitors who travelled to Niue with companions:



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

Previous visits



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

Visitor characteristics



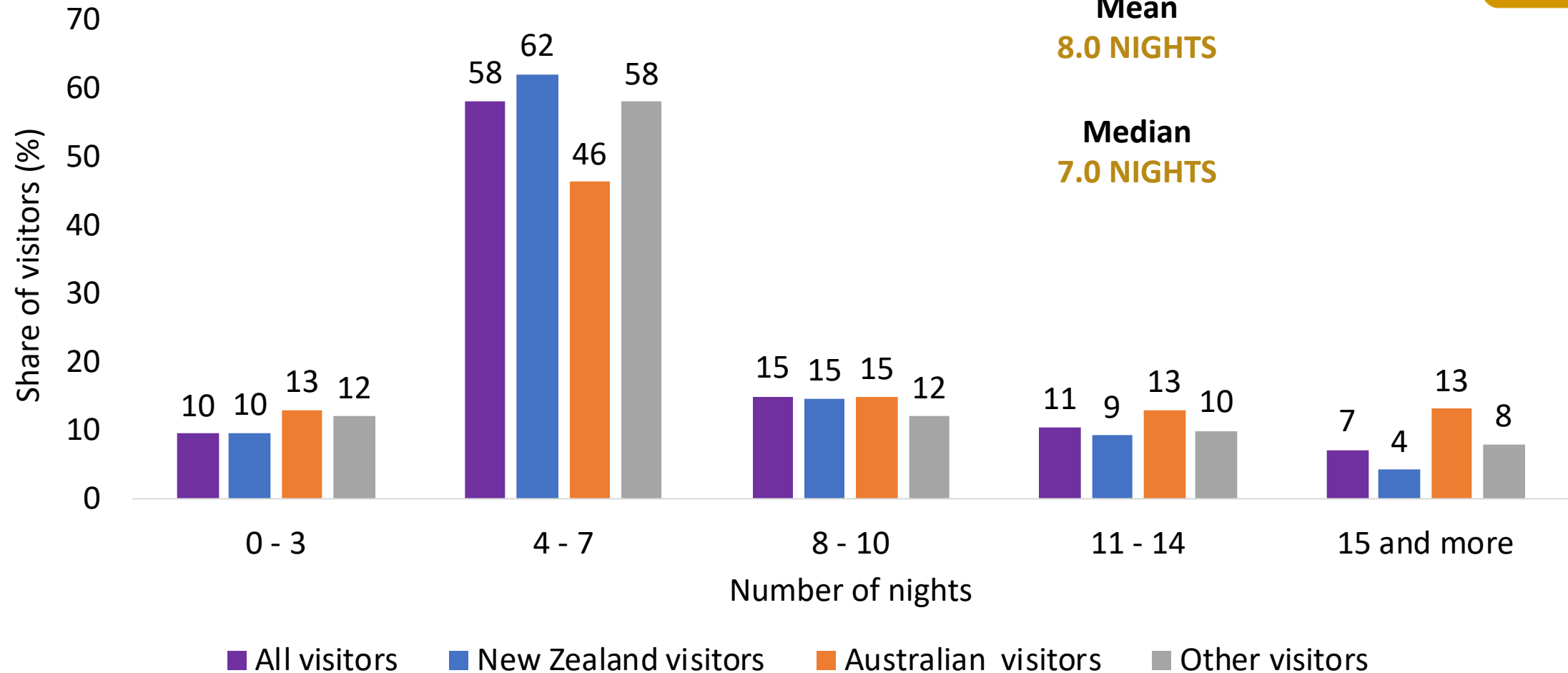
Length of Stay

Mean

8.0 NIGHTS

Median

7.0 NIGHTS

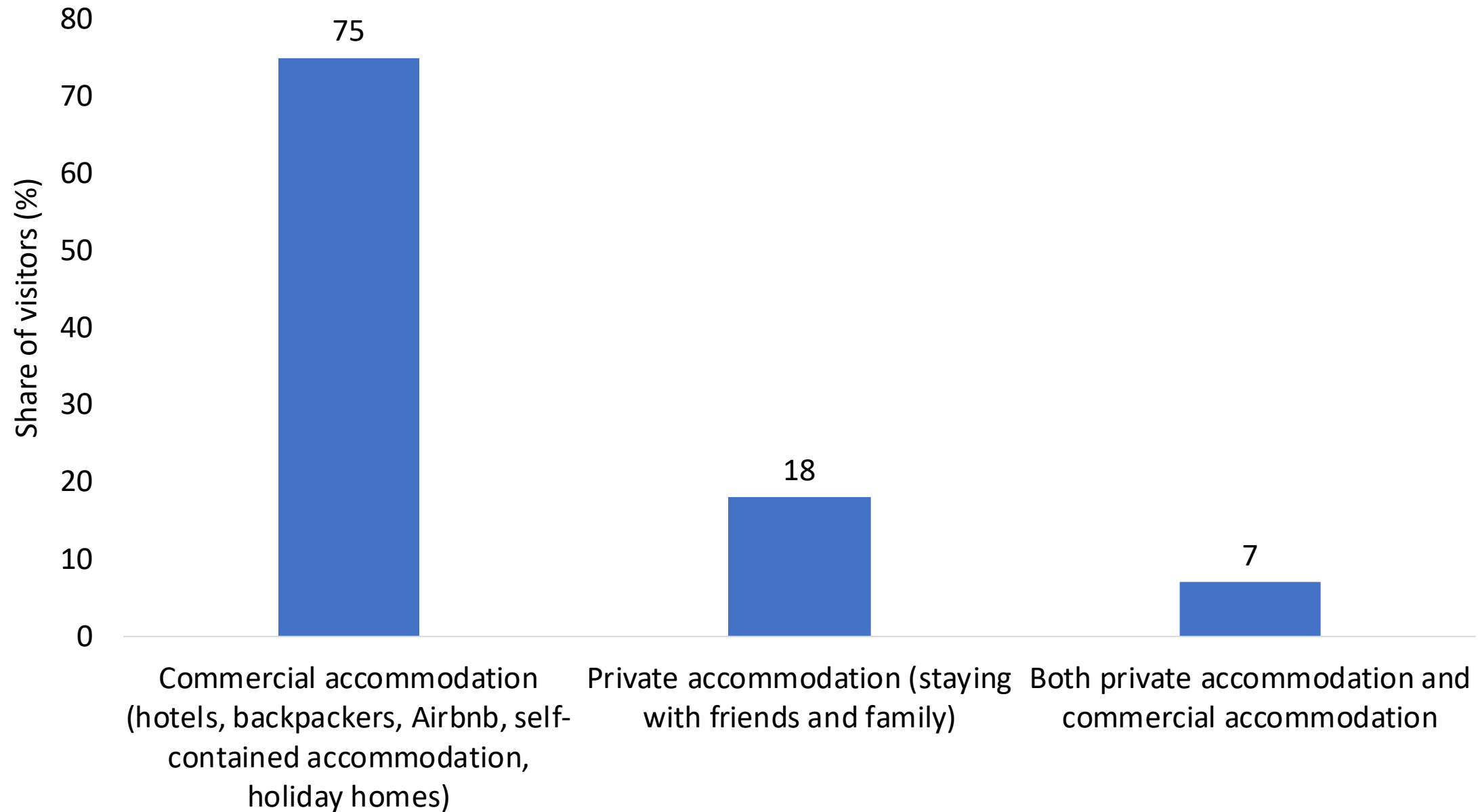


Length of stay

	Overall	New Zealand	Australia	Other markets	Holiday visitors	Non-holiday visitors	Business visitors	VFR visitors
Mean (Nights)	8.0	7.7	8.9	8.0	7.7	8.5	5.4	10.8
Median (Nights)	7.0	7.0	7.0	7.0	7.0	7.0	5.5	9.0

Note: 31+ days as outliers were removed for analysis

Type of accommodation



Destinations and airlines

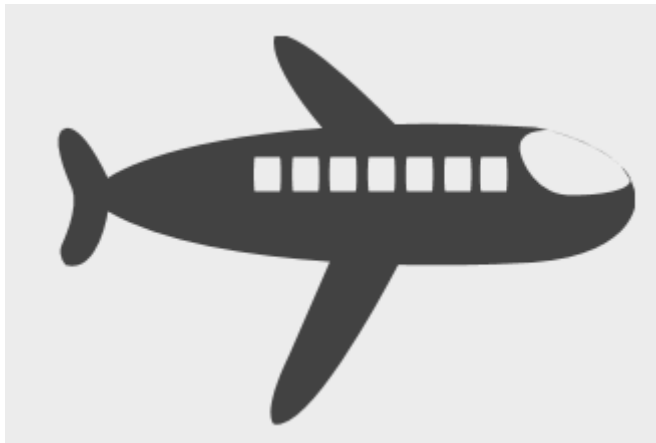


For **90%** of visitors, Niue is the sole destination for their trip.

For 10% of visitors Niue was part of a larger journey



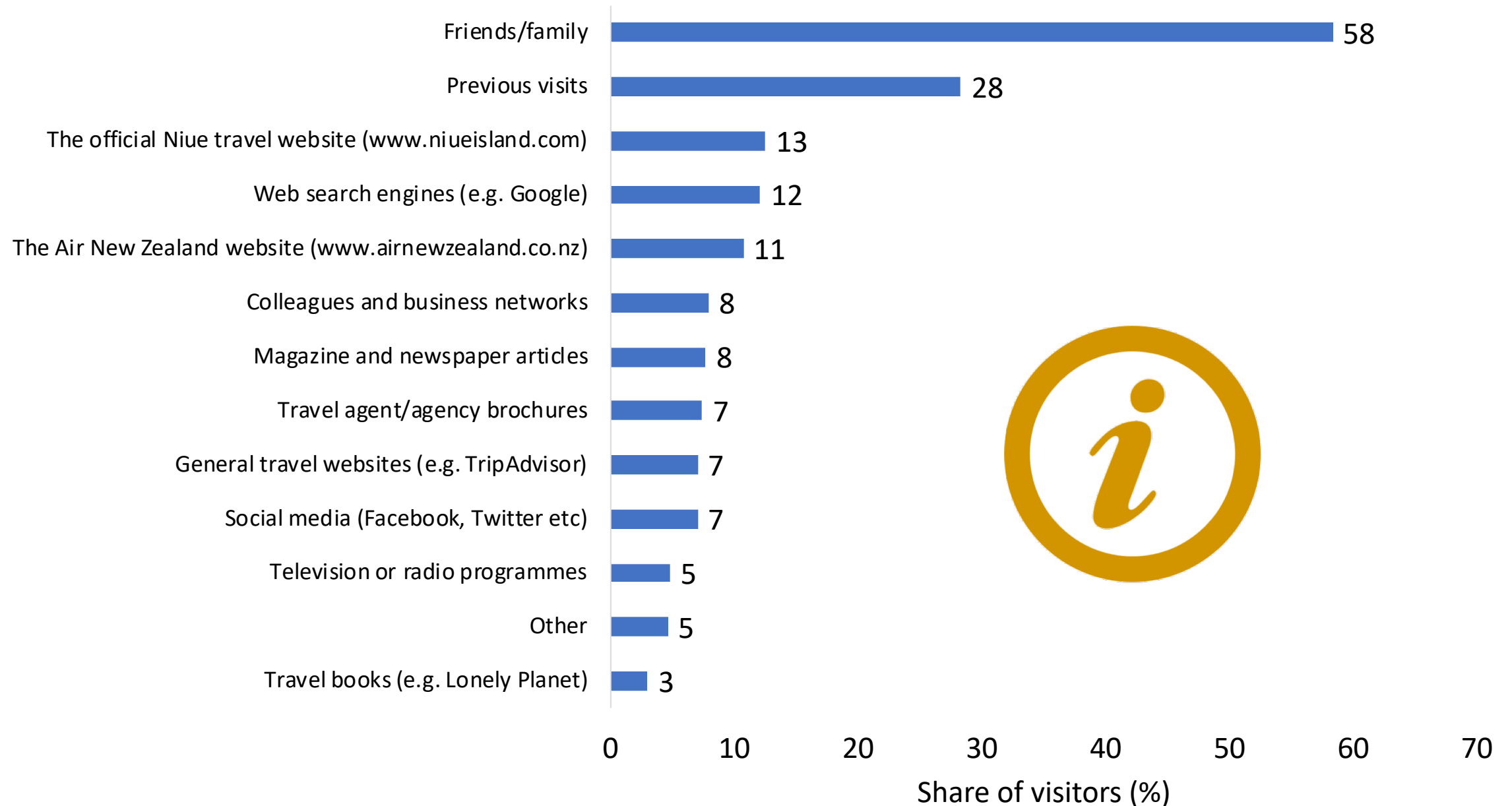
- 87%** New Zealand
- 21%** Other Pacific Countries
- 10%** Asia
- 6%** Australia
- 6%** North America



Transport Used

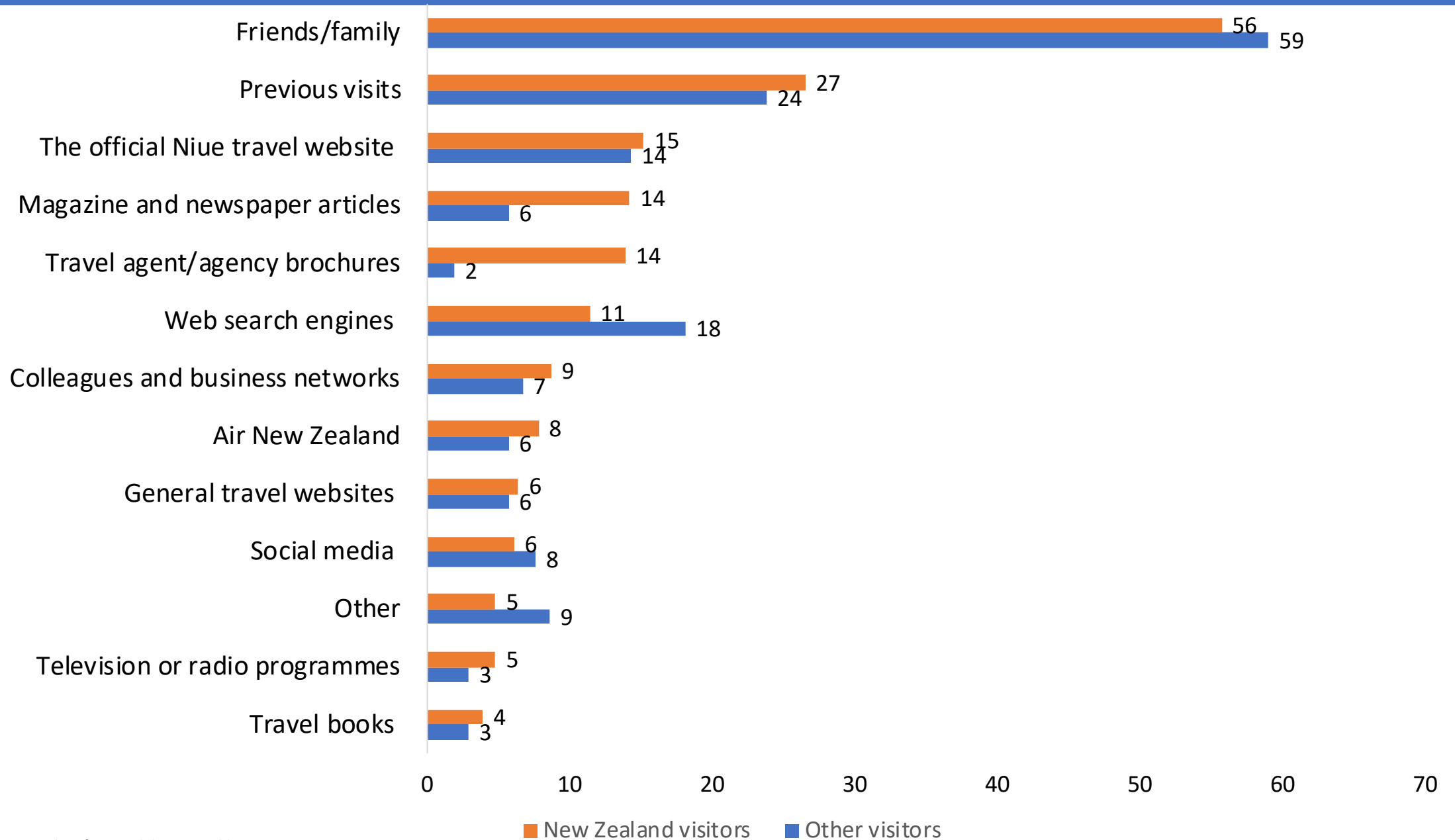
- 99.5%** Air New Zealand
- 0.5%** Private Charter Plane

How did you find out about Niue?



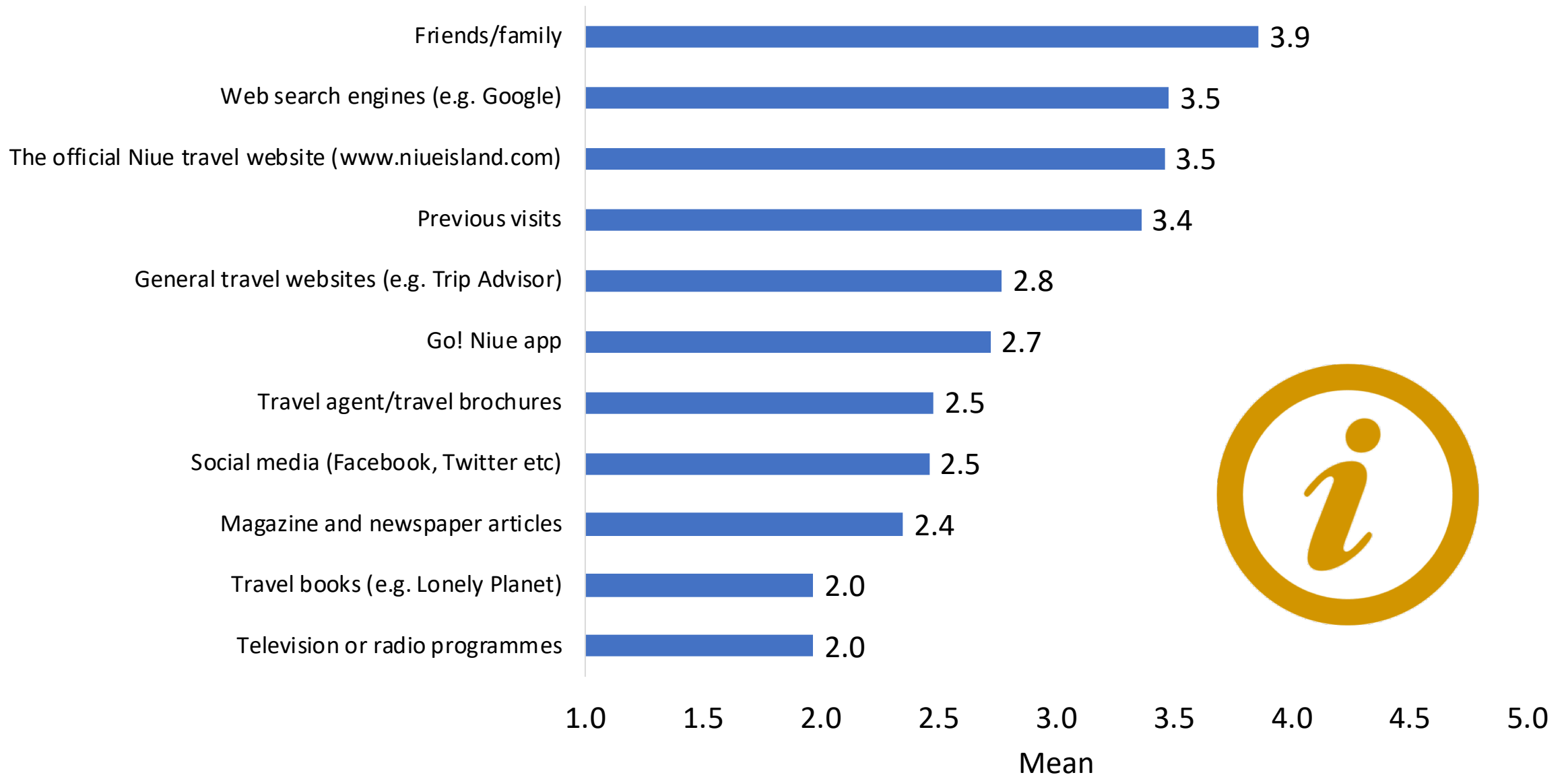
Note: Multiple responses, therefore total does not add up to 100%

How did you find out about Niue?

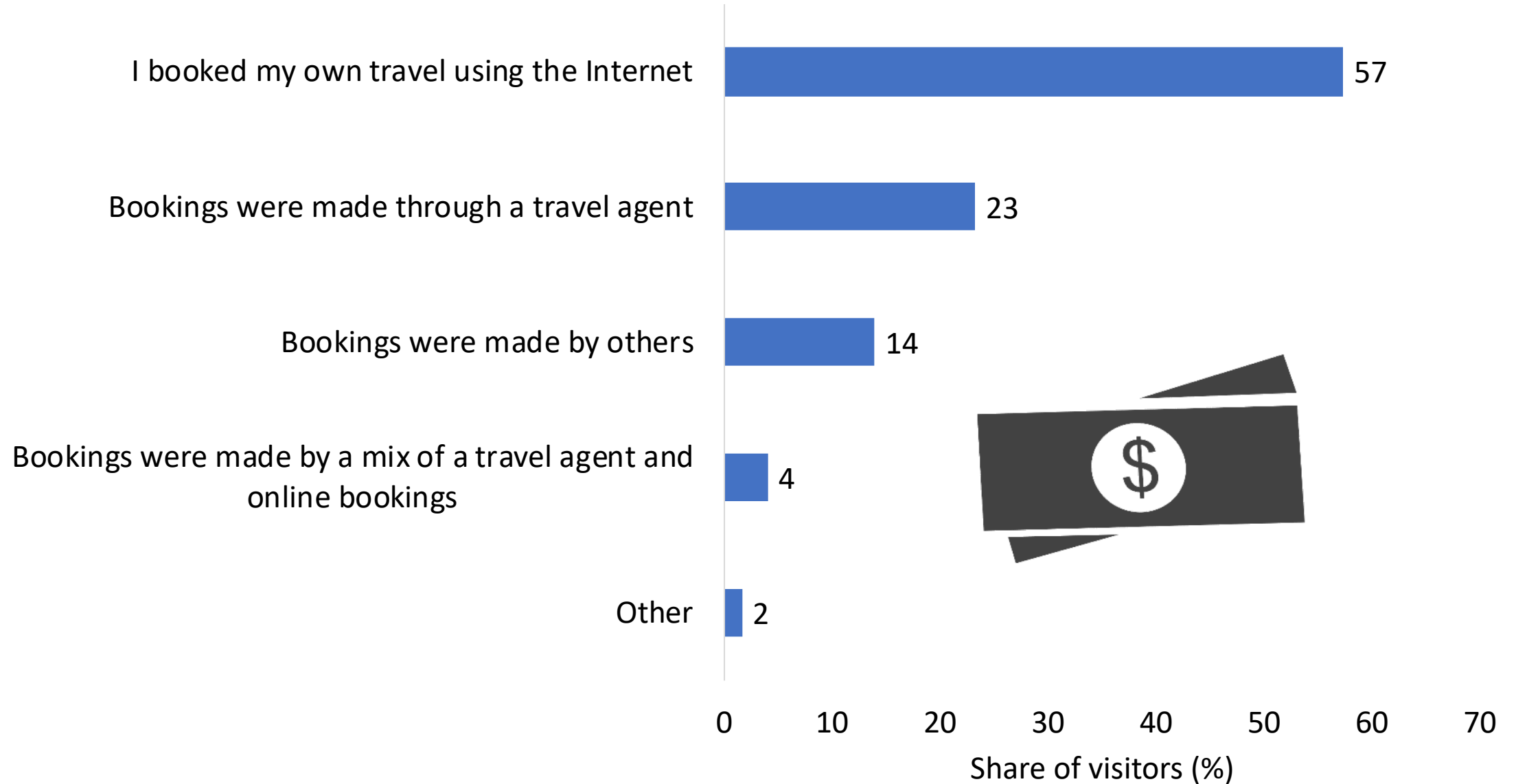


Note: Multiple responses, therefore total does not add up to 100%

Importance of information sources for planning



How did you purchase your travel?

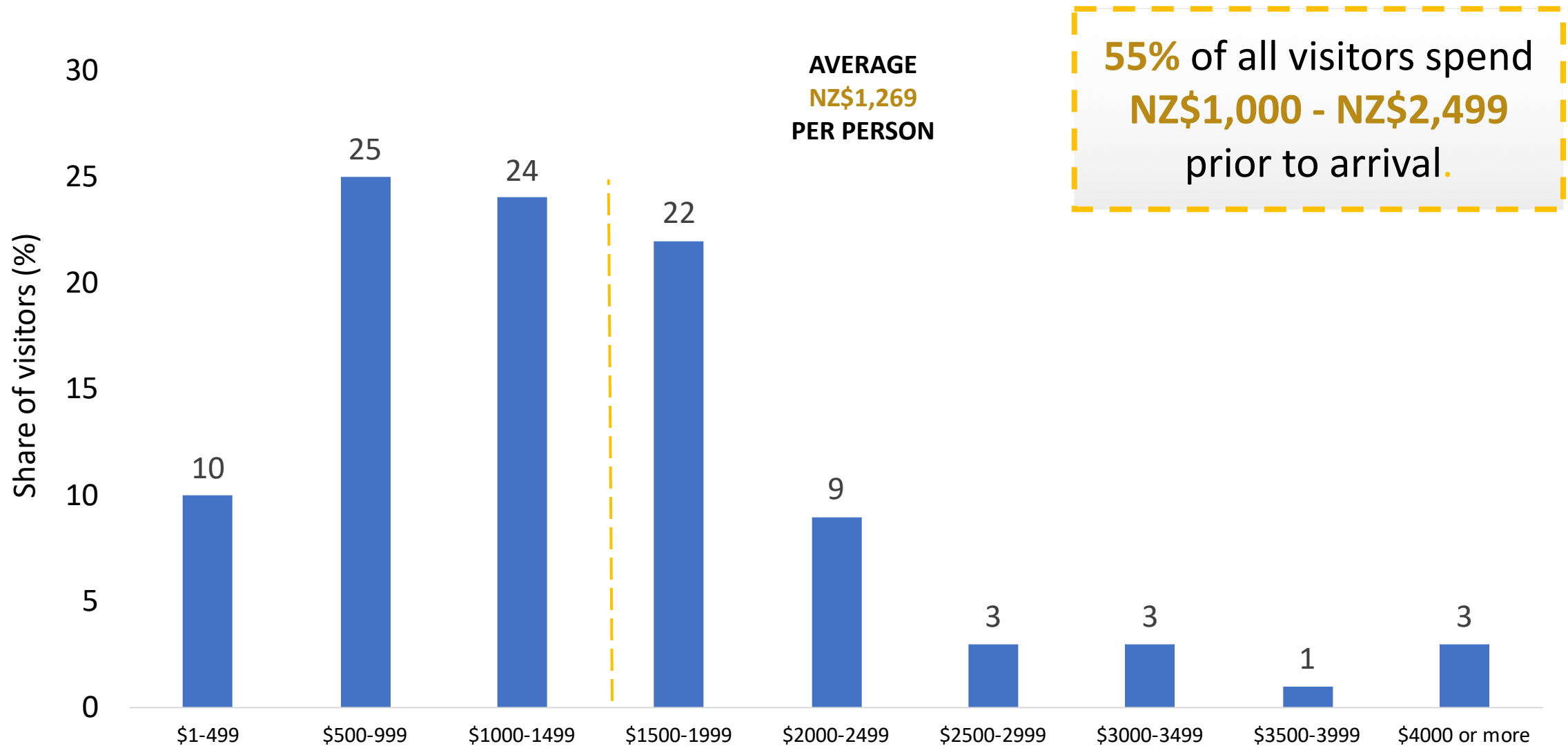




Visitor expenditure

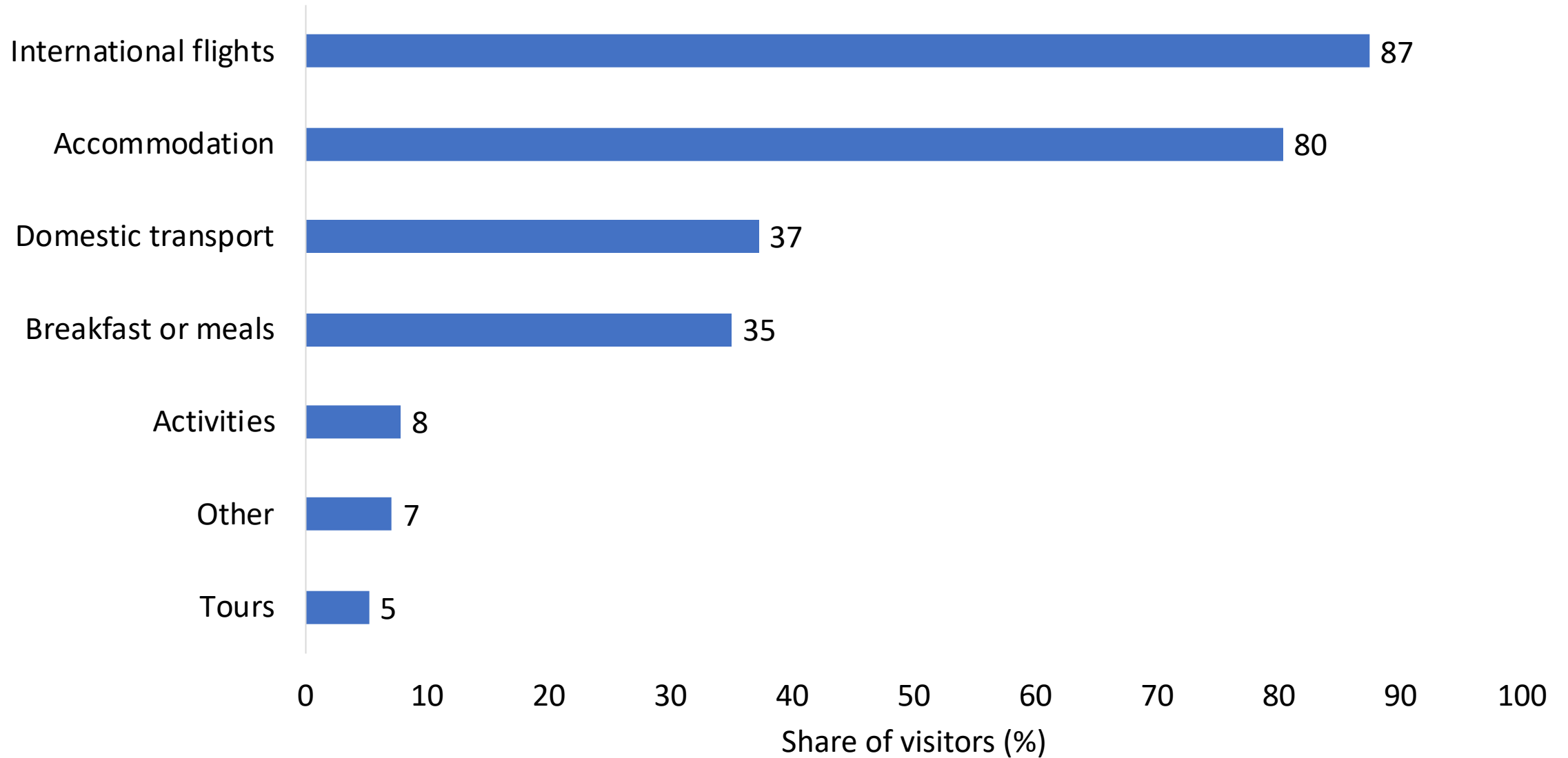
Money spent prior to arrival and while in Niue, and a breakdown of spending

Pre-paid expenditure



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

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	28.1	28.5
Restaurants, cafes & bars	24.2	24.5
Vehicle rental	11.5	11.7
Groceries	10.4	10.6
Activities	6.0	6.0
Shopping	4.9	4.9
Petrol	4.8	4.9
Donations	2.7	2.7
Other	2.4	2.4
Internet and telecommunication	2.0	2.0
Local arts and crafts	1.6	1.6
Services	0.3	0.3



Each visitor spends on average a total of **NZ\$99** per day **while** in Niue

Local expenditure by country of origin

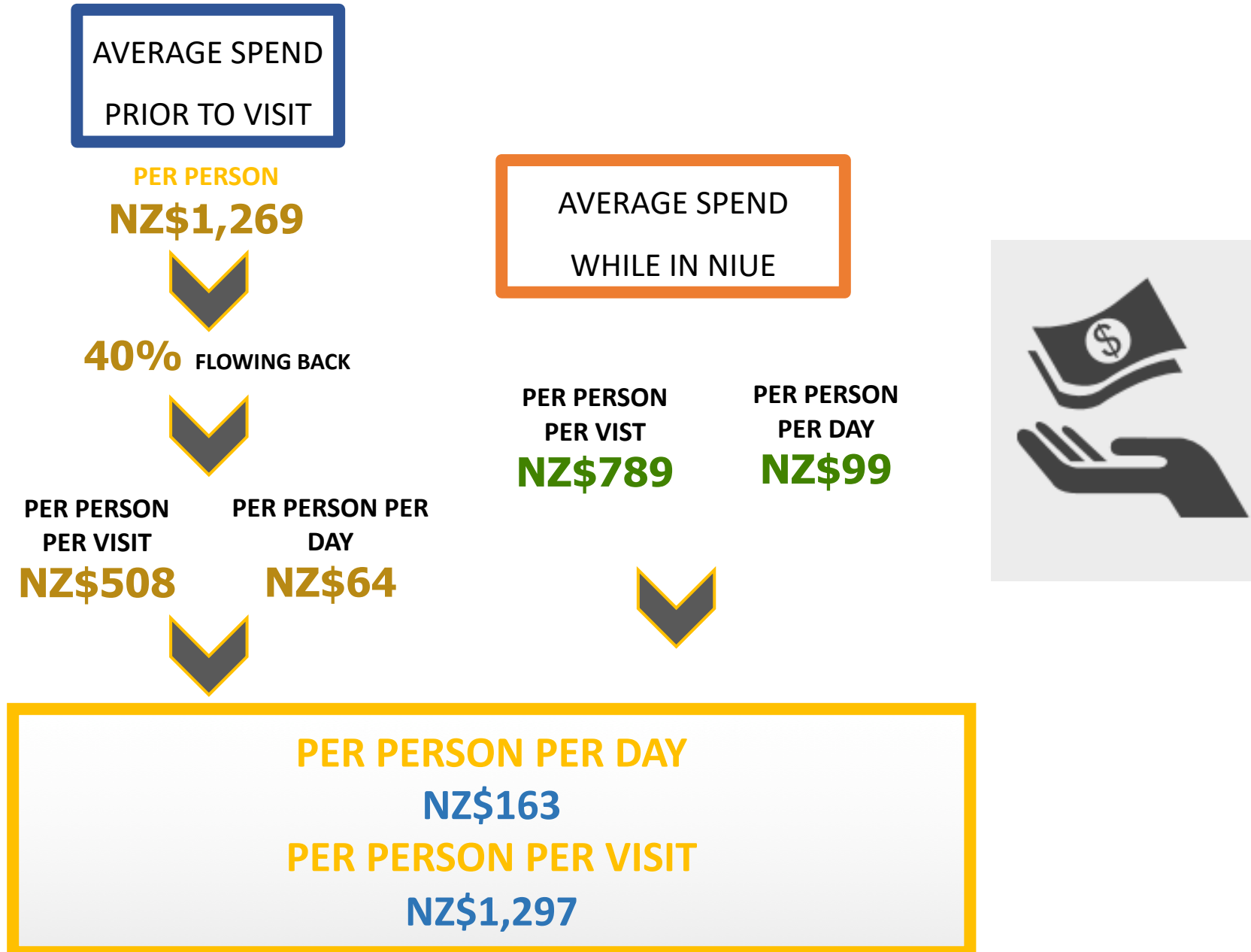
Expenditure items	New Zealand n=406	Other (including Aus) n=105
Accommodation	28.8	29.0
Restaurants, cafes & bars	26.4	19.5
Vehicle rental	12.0	10.4
Groceries	9.6	14.2
Activities	6.7	3.5
Petrol	5.1	4.1
Shopping	5.0	5.0
Other	2.9	1.1
Donations	2.1	3.9
Internet and telecommunication	1.9	2.3
Local arts and crafts	1.6	1.7
Services	0.3	0.1

Totals

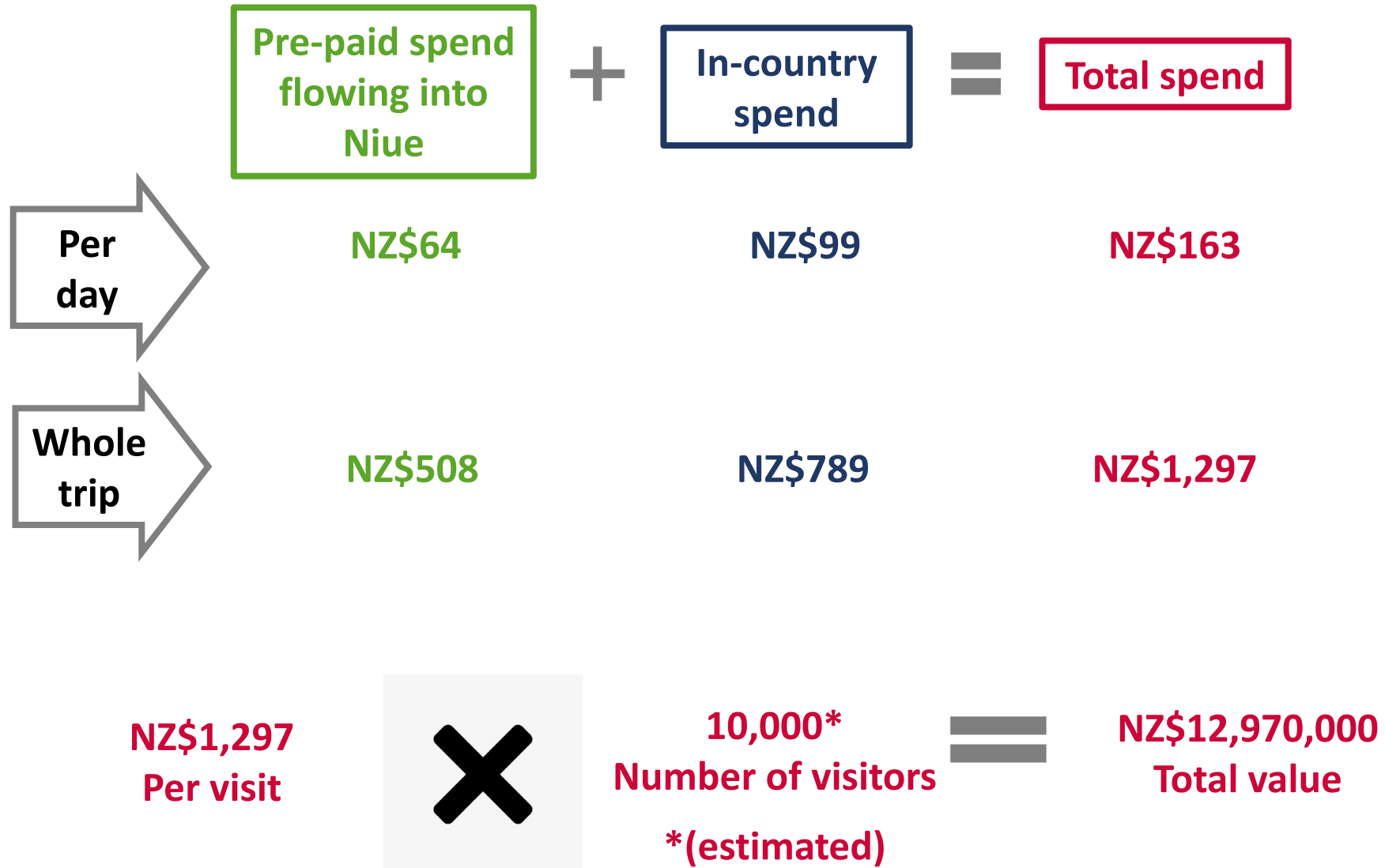
New Zealand **NZ\$102**

Other **NZ\$95**

Contribution to the Niuean economy



Contribution to the Niuean economy

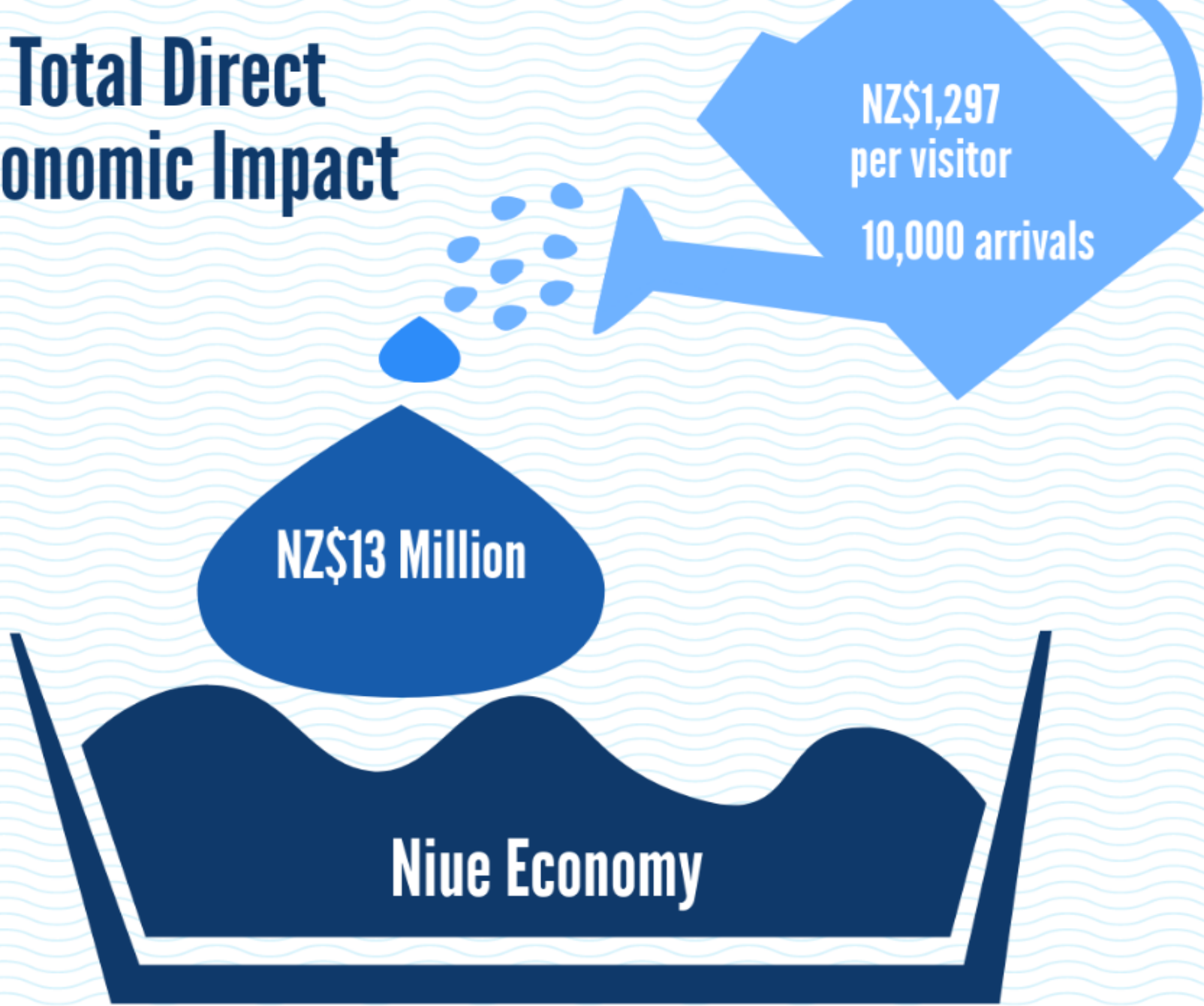


Total Direct Economic Impact

NZ\$1,297
per visitor
10,000 arrivals

NZ\$13 Million

Niue Economy

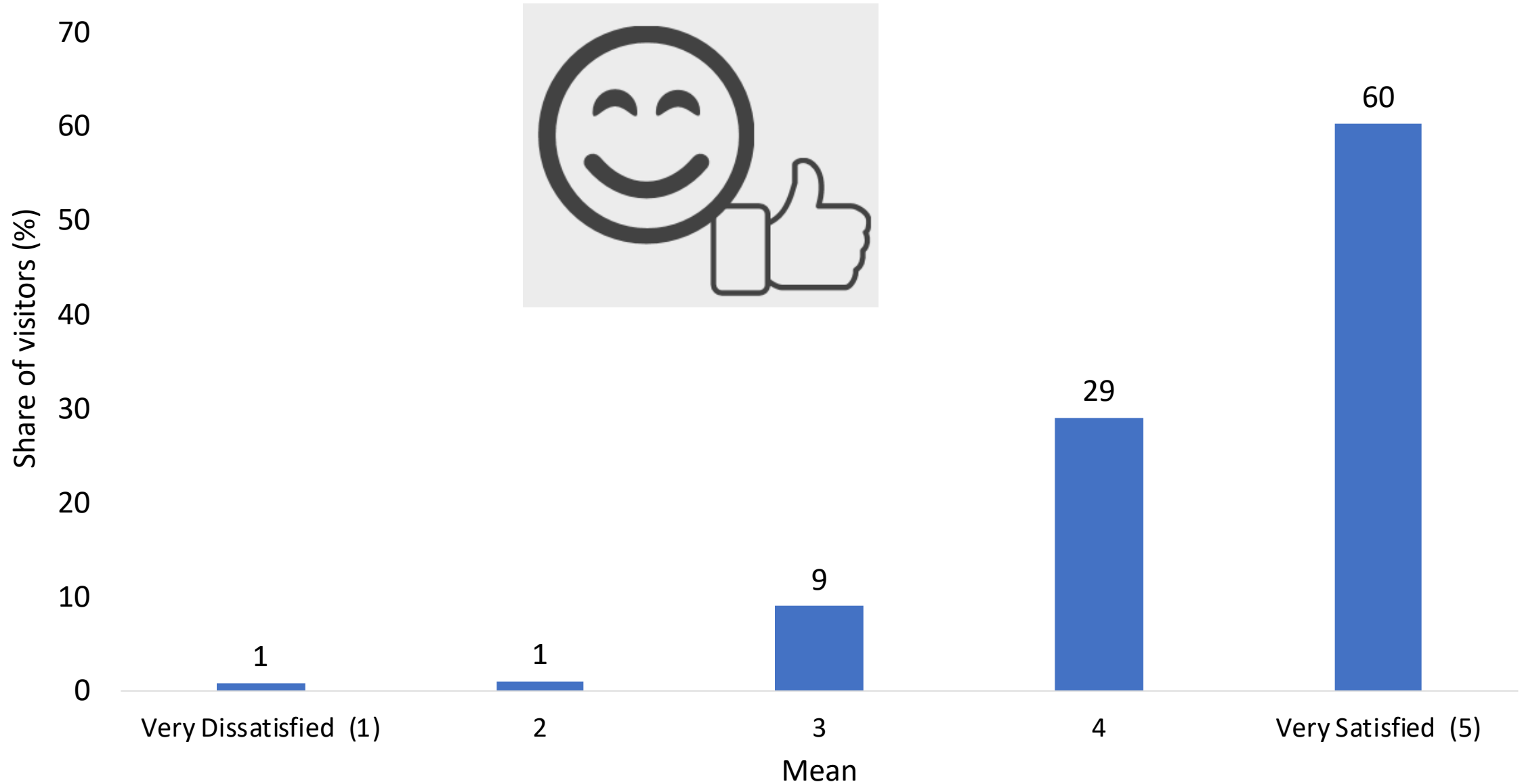




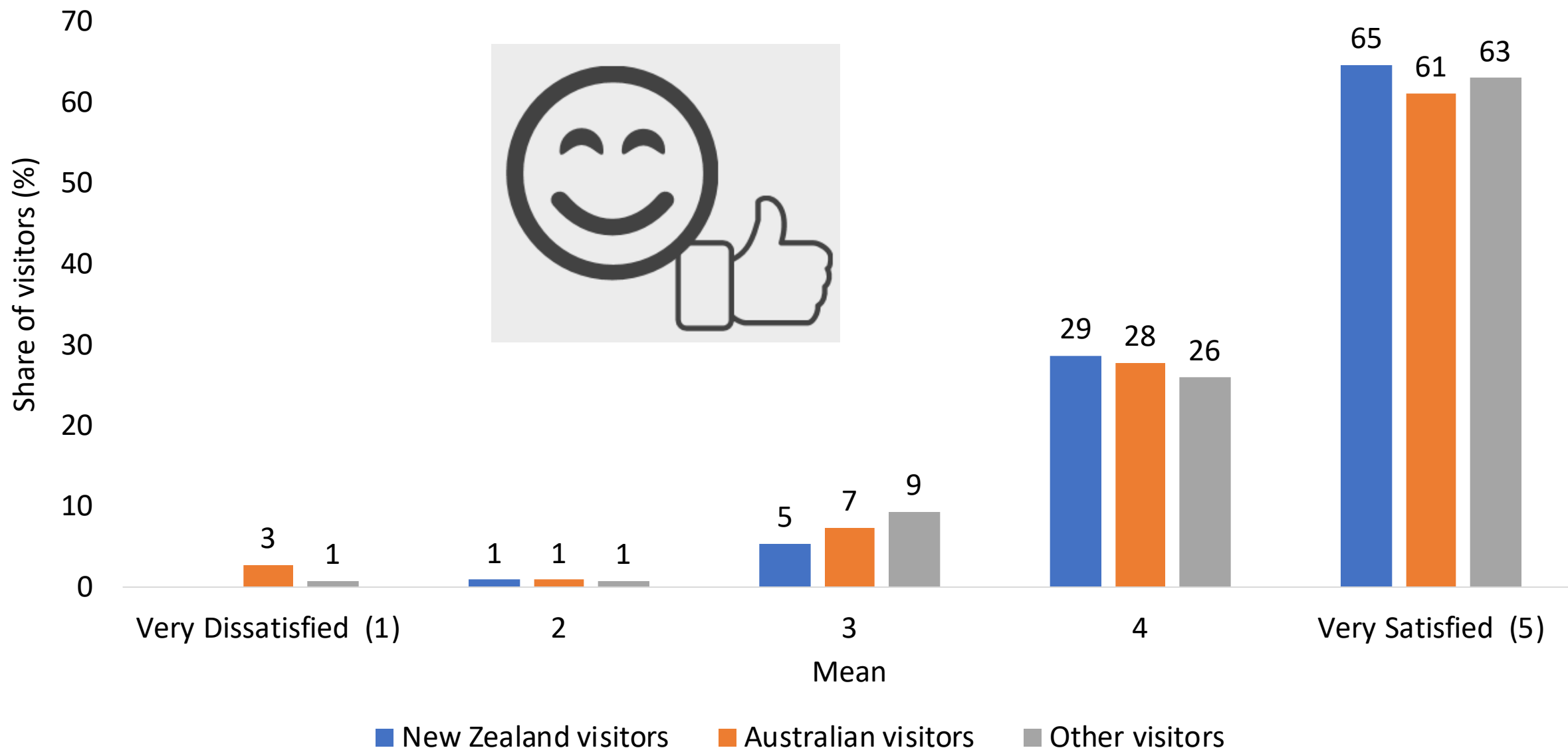
Visitor satisfaction

Most and least appealing elements of the visit, overall satisfaction

Overall satisfaction



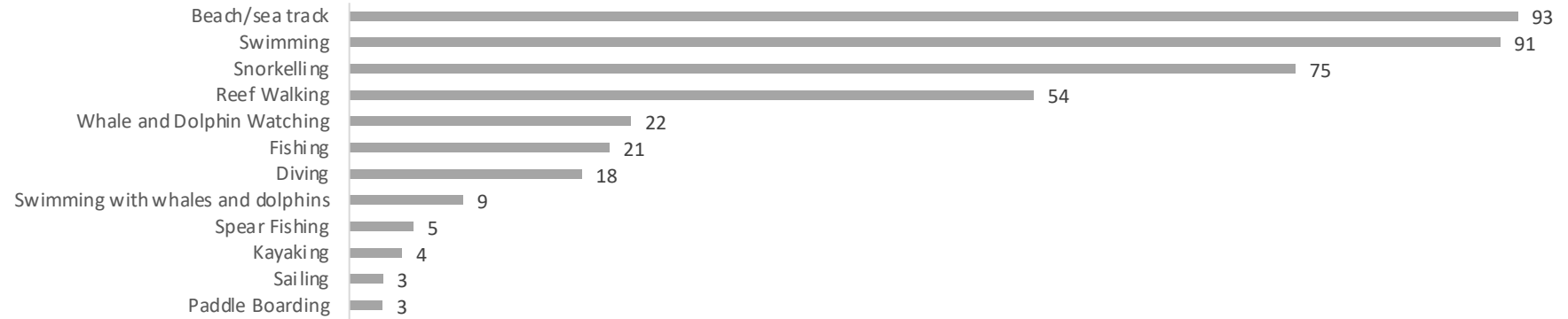
Overall satisfaction by country of origin



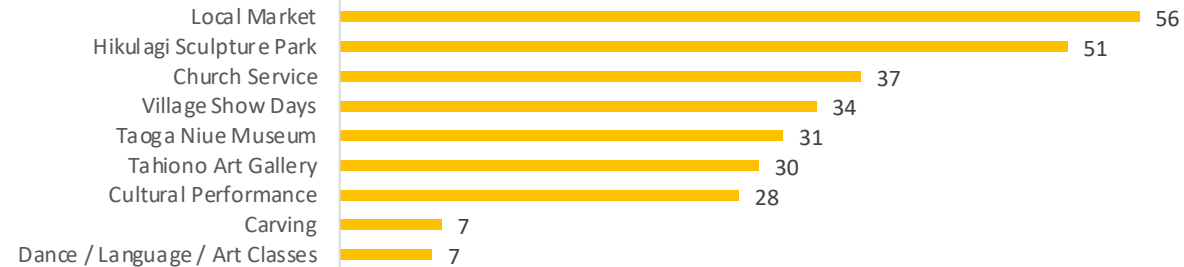
Note: Numbers may not sum to 100% due to rounding.

Degree of participation in activities

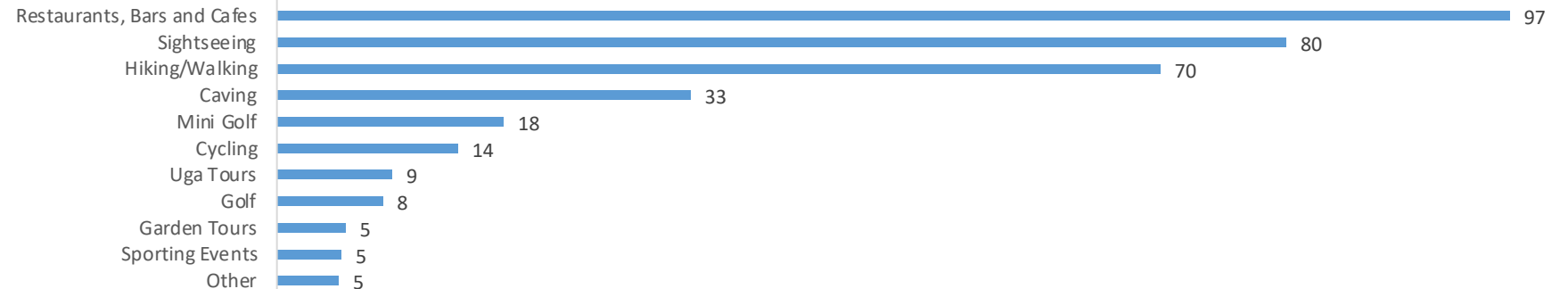
WATER-BASED ACTIVITIES



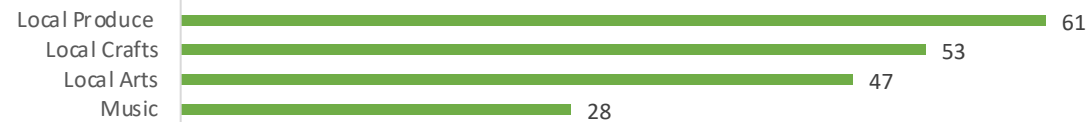
ARTS AND CULTURE



LAND-BASED ACTIVITIES



SHOPPING



0 10 20 30 40 50 60 70 80 90 100

Share of visitors (%)

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

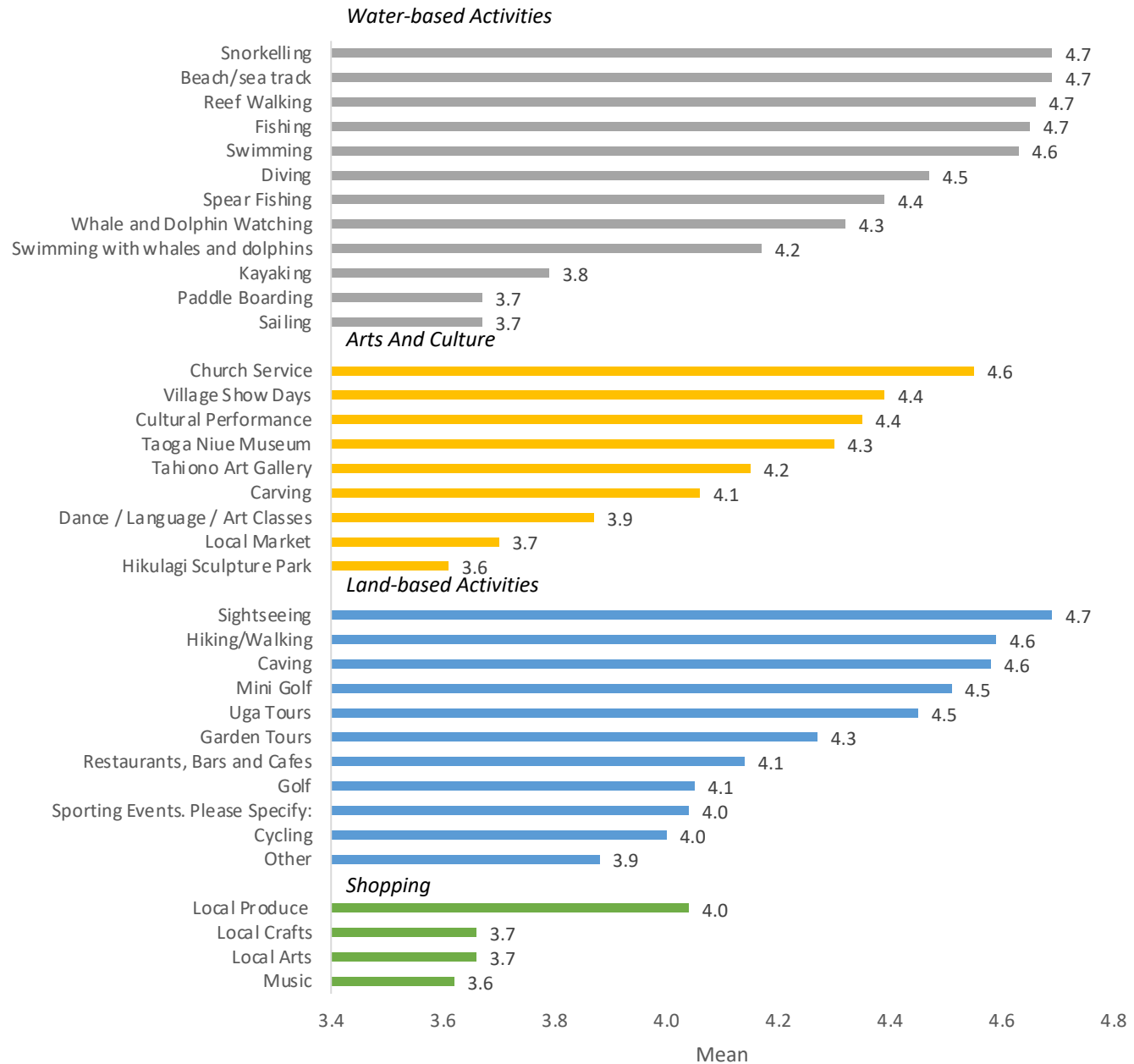
Satisfaction with Activities

**WATER-BASED
ACTIVITIES**
AVERAGE 4.3

**ARTS AND
CULTURE**
AVERAGE 4.1

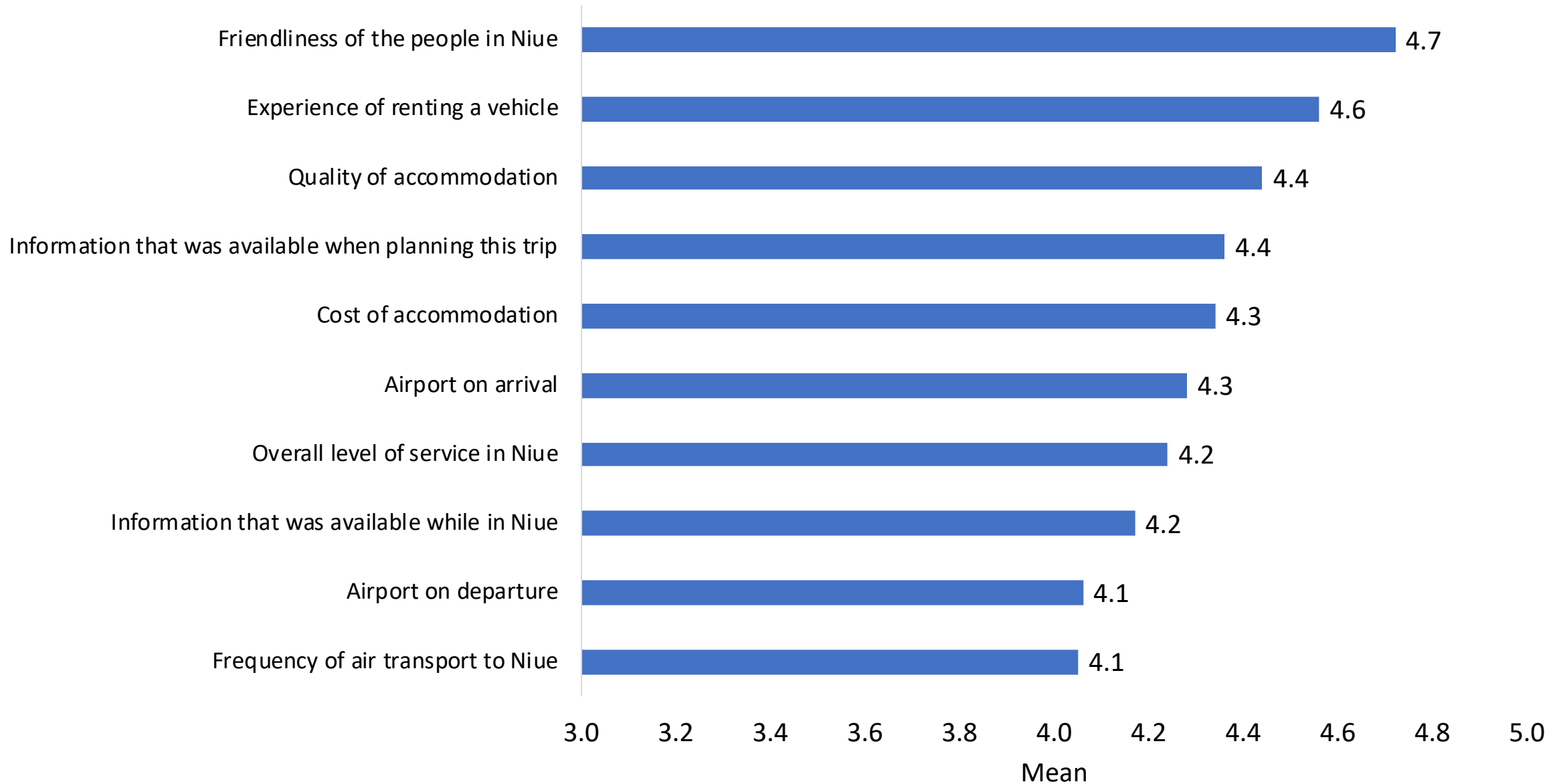
**LAND-BASED
ACTIVITIES**
AVERAGE 4.3

SHOPPING
AVERAGE 3.7

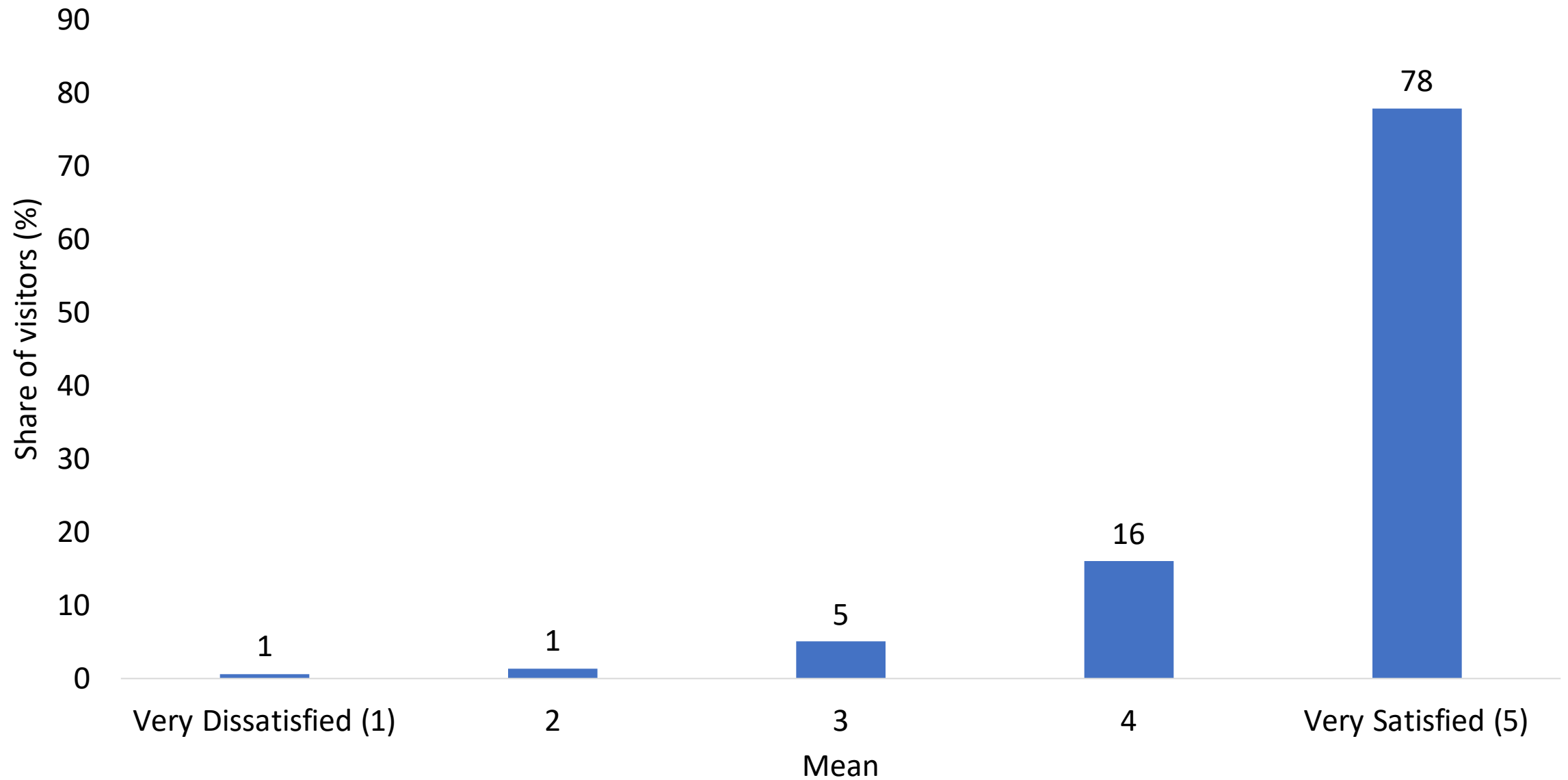


Note: Multiple responses, therefore total does not add up to 100%

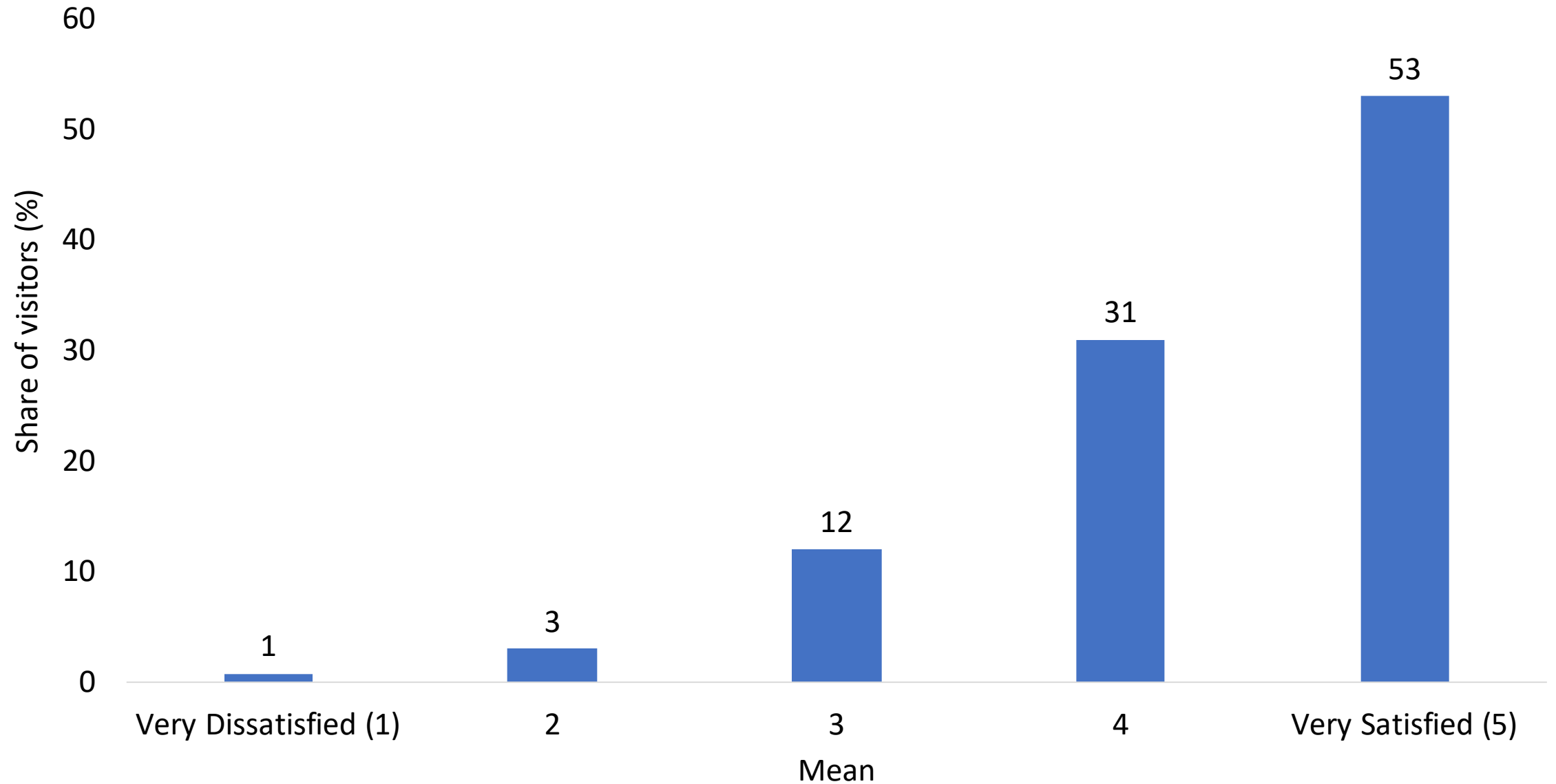
Satisfaction with Niue



Friendliness of people in Niue

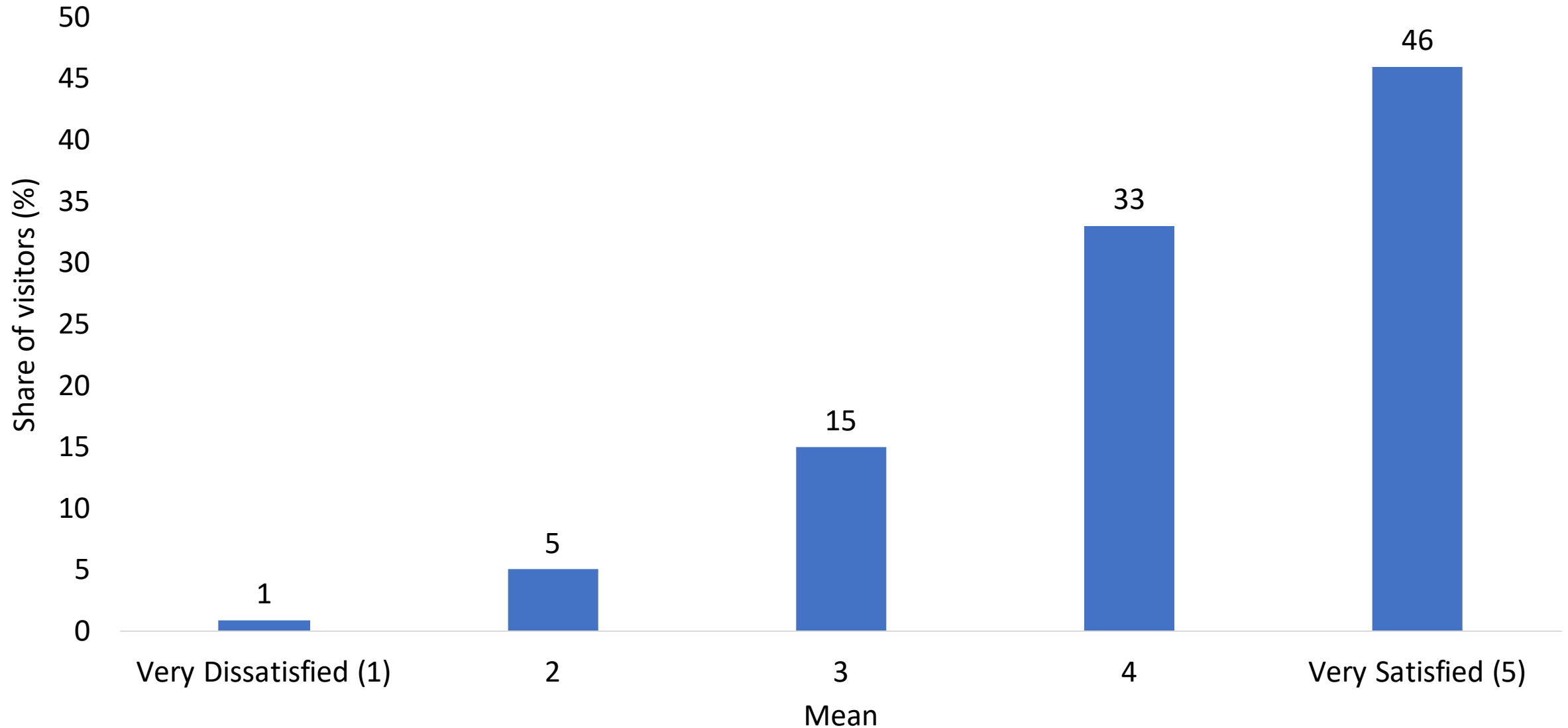


The quality of accommodation



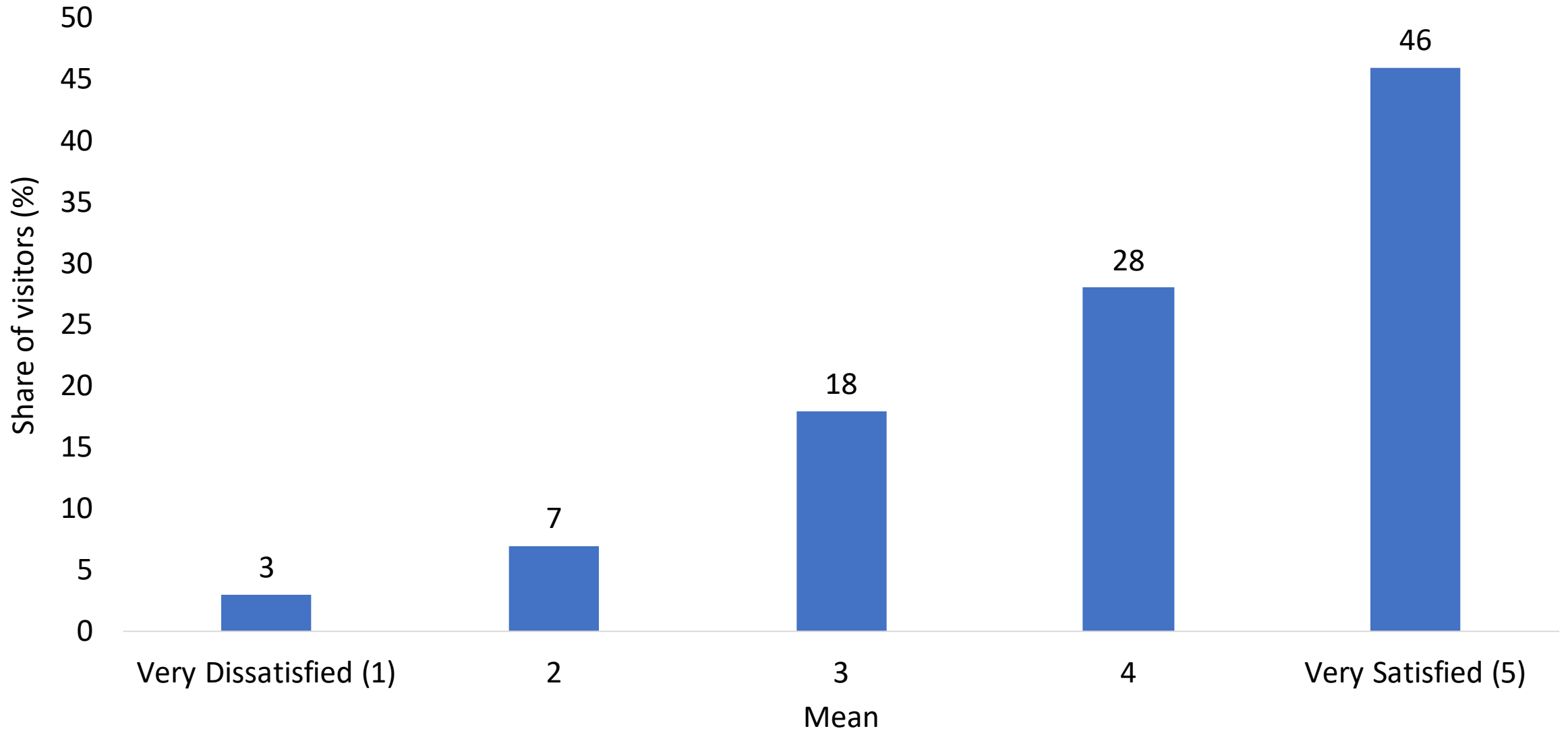
Note: Numbers may not sum to 100% due to rounding.

Information available prior to visit



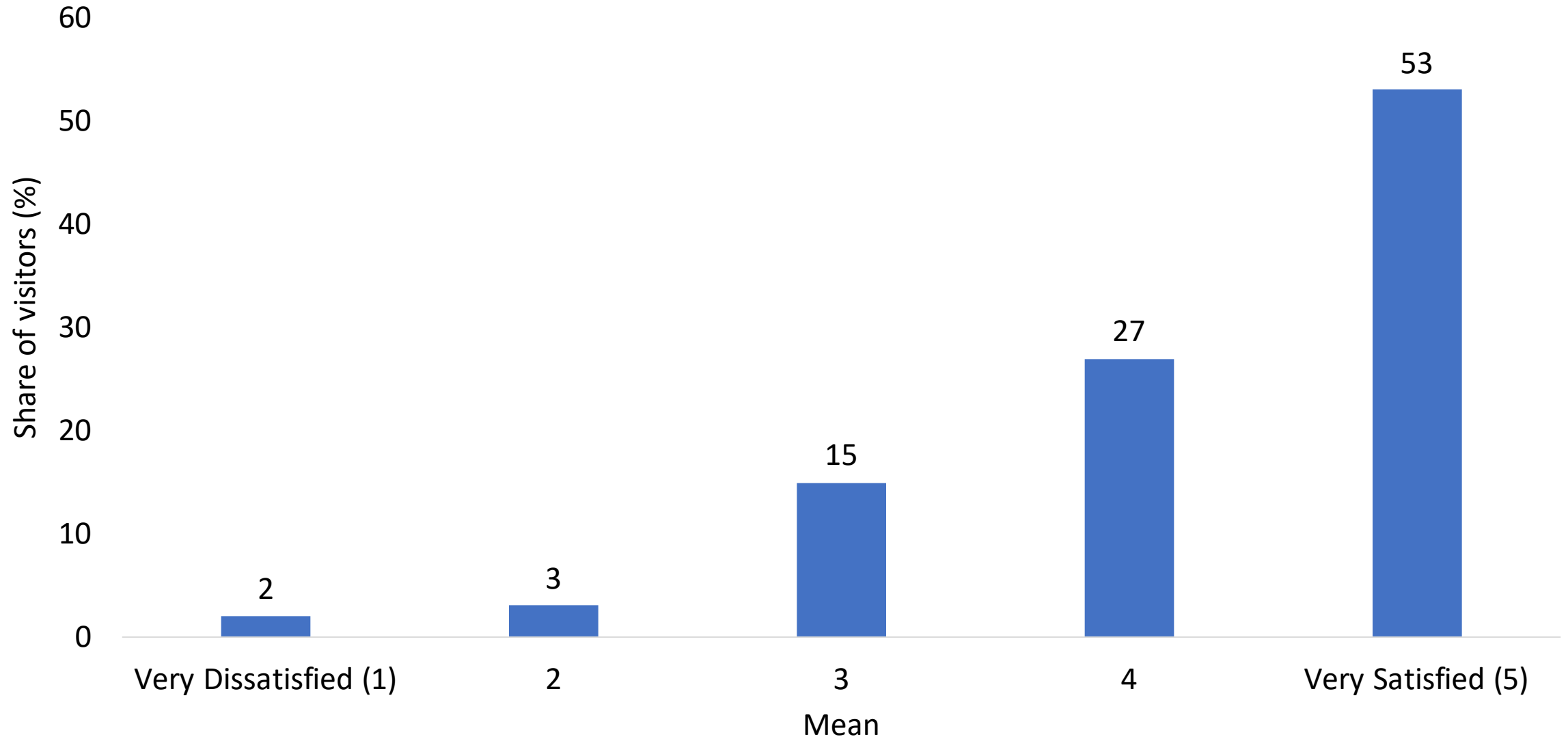
Note: Numbers may not sum to 100% due to rounding.

Information available while in Niue



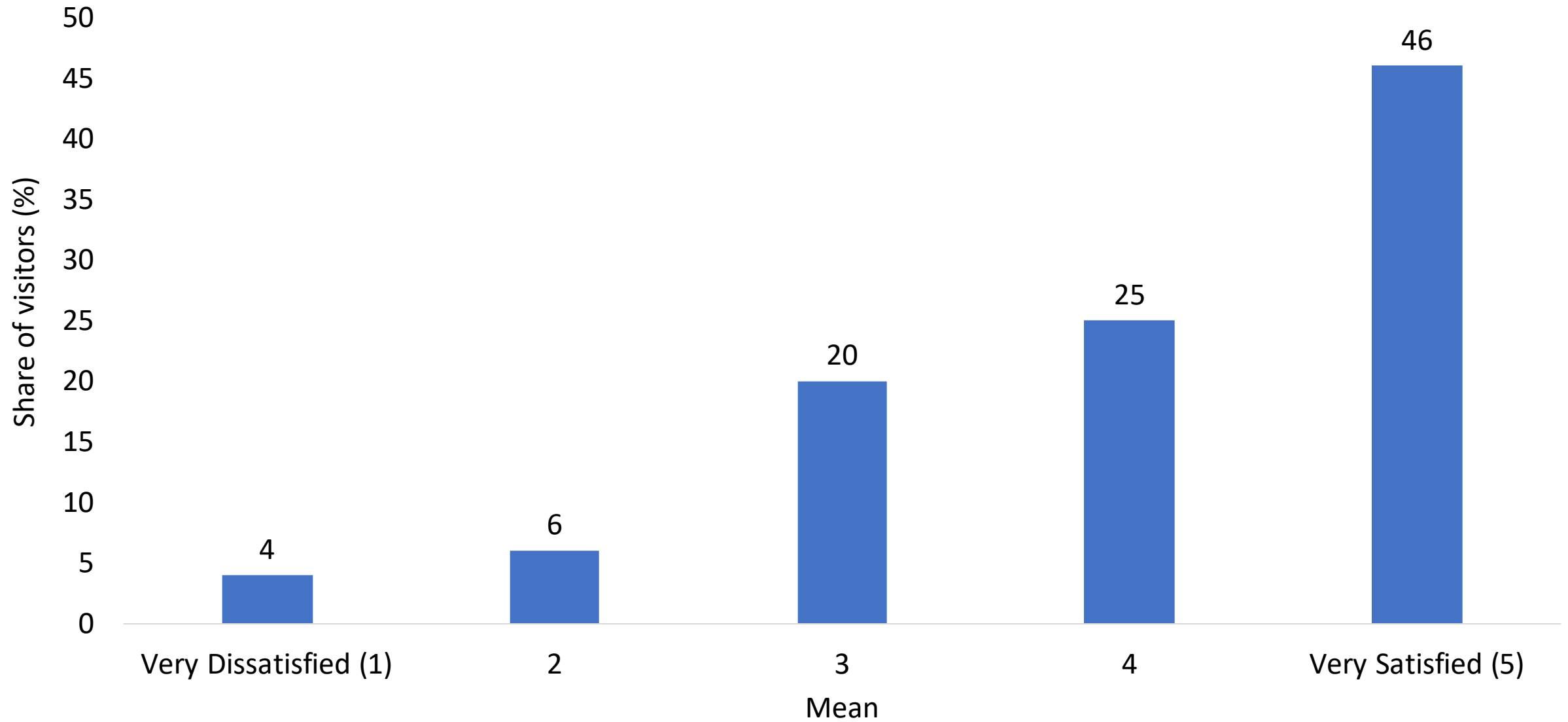
Note: Numbers may not sum to 100% due to rounding.

Experience of the airport on arrival



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

Airport on departure



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

Top 3 most appealing aspects

42%

Activities &
attractions

40%

Environment
and cleanliness

32%

Local
people

Most appealing aspects

Themes	Share of respondents (%)
Activities and attractions	42%
Environment and cleanliness	40%
Local people	32%
Atmosphere	14%
Un-commercial	8%
Food and beverage	7%
Overall good experience	4%
Weather	3%
Accommodation	3%
Public facilities	3%
Visiting friends and family	2%
Safety	1%
Culture	1%
Level of service	1%

Note: Share of respondents who made a comment that falls into each theme. Respondents could give more than one answer, so total does not add up to 100%.

Most appealing aspects

Activities & attractions (42%)

“All of the [natural spots](#) to visit and [swim/snorkel](#) in. I enjoyed everything.”

“Great variety of [marine life](#), healthy [coral](#) and clear water. Very friendly people.”

“The beauty of Niue is still astonishing With a great community and [tours the island](#) is still beautiful as I remember e.g. [The Water Sparkling Awesome tours](#) and delicious Coconut crabs/Uga with the smell of the tropics Niue will always be in my heart.”

“[Museum](#) was an awesome upgrade from previous.”

“Clarity of water and snorkelling at some of the sites like [Matapa Chasm](#) and [Limu pools](#).”

Most appealing aspects

Environment & cleanliness (40%)

*“Loved the **natural pristine environment**. Great family destination with teenagers.”*

*“**The crystal clear water**, the coastal tracks, pools, chasms, the big waves, the rock formations, the lack of tourists.”*

*“The peace and **tranquillity**, how **unspoilt** the island is. It was a true relaxing holiday.”*

*“It's quiet, **the water is so clean** and the snorkelling world class, we cycled a lot and really enjoyed that.”*

*“The unspoiled **landscape**.”*

Most appealing aspects

Local people (32%)

“What it is for small population in the middle of the Pacific. The people were lovely & friendly.”

“The friendliness of everyone on the island made me feel very welcome, especially as I was travelling by myself.”

“The friendliness and opportunities to talk about Niue... The locals were always welcoming and quickly recognised and welcomed us on repeat visits to cafe etc. They were also very willing to answer questions and help whenever required.”

“Everyone we met was pleasant and helpful. The lack of crowds. The slower pace.”

Most appealing aspects

Other comments on most appealing aspects

“Lack of development to cater for tourism - keep it that way. I don't want to come to a another Rarotonga or Fiji.”

“Villages are making a real effort to trim sides of roads. Church service was nice too. Matavai is really nice. Supermarket was good.”

“It wasn't commercialized and it was still natural. Not too many tourists was a massive plus.”

“The whales. My children's grandfather is Niuean, so family and history.”

“Friendly people and the services in general has improved very much.”

Top 3 least appealing aspects

45%

Public services,
facilities and
infrastructure

11%

Food and
beverage

8%

Animal-related
issues: mosquitoes,
flies and stray dogs

Least appealing aspects

Themes	Share of respondents (%)
Public services, facilities and infrastructure	45
Food and beverage	11
Animal-related issues: mosquitoes, flies and stray dogs	8
Attractions and activities	8
Opening hours of business	7
Weather and season	5
Customer service	5
Airport and flight related issues	5
Price of goods and services	5
Rubbish and not taking caring of the natural environment	4
Accommodation	4
Shopping experience	4
Abandoned houses and cars	2
Local people	2
Tourism information	2

Note: Share of respondents who made a comment that falls into each theme. Respondents could give more than one answer, so total does not add up to 100%.

Least appealing aspects

Public services, facilities and infrastructure (45%)

“Roads with pot holes (HEAPS)...you cannot enjoy the drive due to bumps on the road...”

“The roads. Surface abysmal and would have to be very careful at night.”

“The potholes in the roads!!!!”

“The quality of the road surface, particularly between Alofi and Makefu.”

“Expensive Accommodation, lack of public transport, bad road condition.”

“The roads, lack of beaches, infrastructure in general. The local supermarket spent a lot of money on a fancy Uga statue instead of sealing their driveway making it difficult to access the supermarket after the rain.”

Least appealing aspects

Food and beverage (11%)

*“Hard to **access restaurants** during Constitution week holidays and on Sundays.”*

*“Worried about the increase in tourist numbers: will put squeeze on most areas, e.g. chasms, not enough room to cater for more people; **little fresh fruit and veges**; no opportunity to **buy fresh fish** as tourist.”*

*“Difficult at times working out **what restaurants/ cafes were open**.”*

*“Airport on departure **poor quality of food** for the **cost**.”*

*“**Fresh food choices**. Most restaurants only offered burgers and chips. I wanted fresh food. Lots of **restaurants/cafes were closed**/uneven opening hours despite what the app suggested.”*

Least appealing aspects

Animal-related issues: mosquitoes, flies and stray dogs (8%)

*“The **roaming dogs** a bit worrying - they put me off going for walks a bit.”*

*“**Flies**- they were everywhere!”*

*“**Cats, dogs, roosters.**”*

*“Number of **street cats** coming into restaurants and begging for food.”*

*“My only downer would be the **mosquitoes**, but that is to be expected on a tropical Island.”*

Least appealing aspects

Other comments

*“Sad to see so many **abandoned cars** and so much **plastic rubbish** - in our opinion the NZ govt needs to assist in dealing with this issue.”*

*“The **hours for shops, restaurants and cafes** are extremely confusing. This is very hard for tourists to understand or find a place to eat and we struggled with this, even though we had the **Go Niue app** it was still incorrect when we would show up to a place and it was closed.”*

*“**Lack of information** - no updates on go Niue app, word of mouth more reliable than signage e.g. market days.”*

*“Being charged “**tourist rates**.”*

“Some of the locals have a huge problem with international guests.”

Suggestions for improvement



60% provided
suggestions for
improvements

- 42% Public services and infrastructure
- 14% Attractions and activities
- 14% Food and beverage
- 12% More information
- 11% Opening hours
- 7% Shops and shopping experience
- 5% Flight related issues
- 4% Accommodation
- 4% Customer service
- 4% Stay longer

Suggestions for improvement

*“Please **fix the potholes** and get aircon in the **supermarket**. It's hot and we found it uncomfortable trying to buy stuff.”*

*“**Road infrastructure** and better maps and **signage**.”*

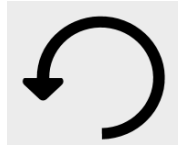
*“**Information** about the above fishing would have helped us choose a better time, also we felt some **locals** were antagonist about tourists and it made us uncomfortable.”*

*“I used the Go! Niue app as a guide of what to expect, but unfortunately a lot of the **activities and events** it listed **don't operate off-peak**.”*

*“Improved communications on which **cafes/restaurants open** on which days (there was a helpful brochure at airport but was out of date). Just a notice even at commercial centre would be great.”*

*“More flexible **flight schedules**.”*

Return to Niue



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

Reasons not to return

Limited attractions and activities

Visit other destinations

Have already revisited

Too far

Not suitable for older travellers

Expensive cost

Poor facilities and infrastructure

Food and beverage

The change of Niue

Reasons not to return to Niue

“Been there done that.”

“I like to go somewhere different every time I travel.”

“Been, not much there. I’d go to see the other islands.”

“Too difficult to get to.”

“Too far away and too small for a 2nd visit.”

“Would rotate and explore other locations. Wouldn't attend with children due to lack of beach access.”

“Very far from Israel and expensive to arrive, and we will come again only if we knew for sure that we will see and swim with dolphins and whales.”

Recommending Niue



96% of visitors said that they would recommend the destination to their family and friends

Reasons not to recommend

Limited attractions and activities

Not value for money

Not sure

Too far

Would not recommend in the low season

Too many tourists

Not a tourist-friendly destination

Reasons not to recommend Niue

“Expensive for what I got.”

“Nothing was open.”

“Would only recommend if they were coming for the diving.”

“I loved parts of Niue and the sea tour was awesome, but the daily search for somewhere to swim and snorkel was frustrating.”

“On its own it has limited appeal unless you are into diving.”

“There's nothing to do, little to see, you need a car, you have to stay for at least 3 days, lack of accommodation choices, it's a traveller's destination rather than a holiday destination.”

“A rip off 24 dollars for 2 pieces of fish and chips, the place is surrounded by fish. Tour operators are lazy.”

Thank you!



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