

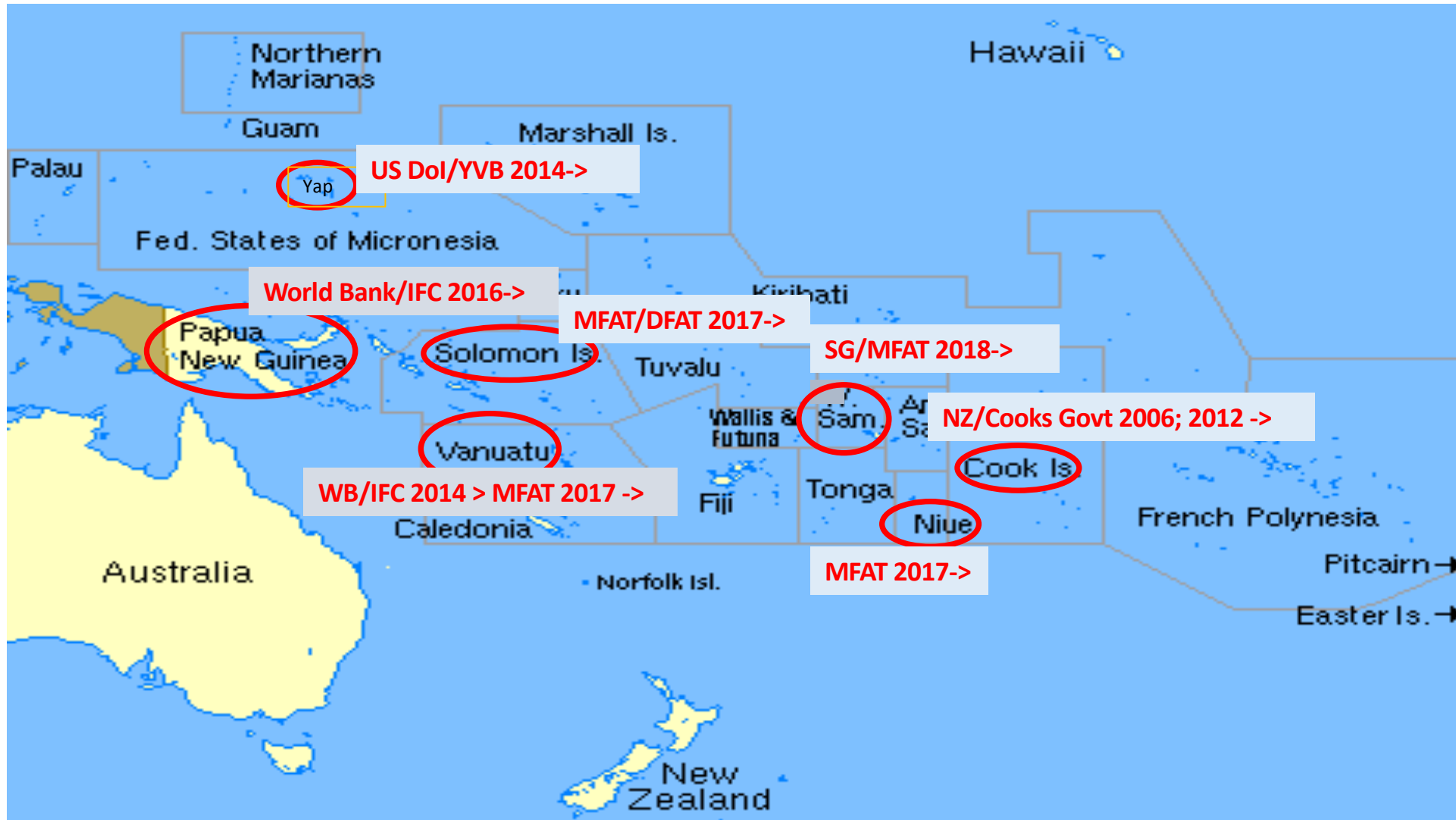
# Niue Visitor Survey

October 2017 – September 2018



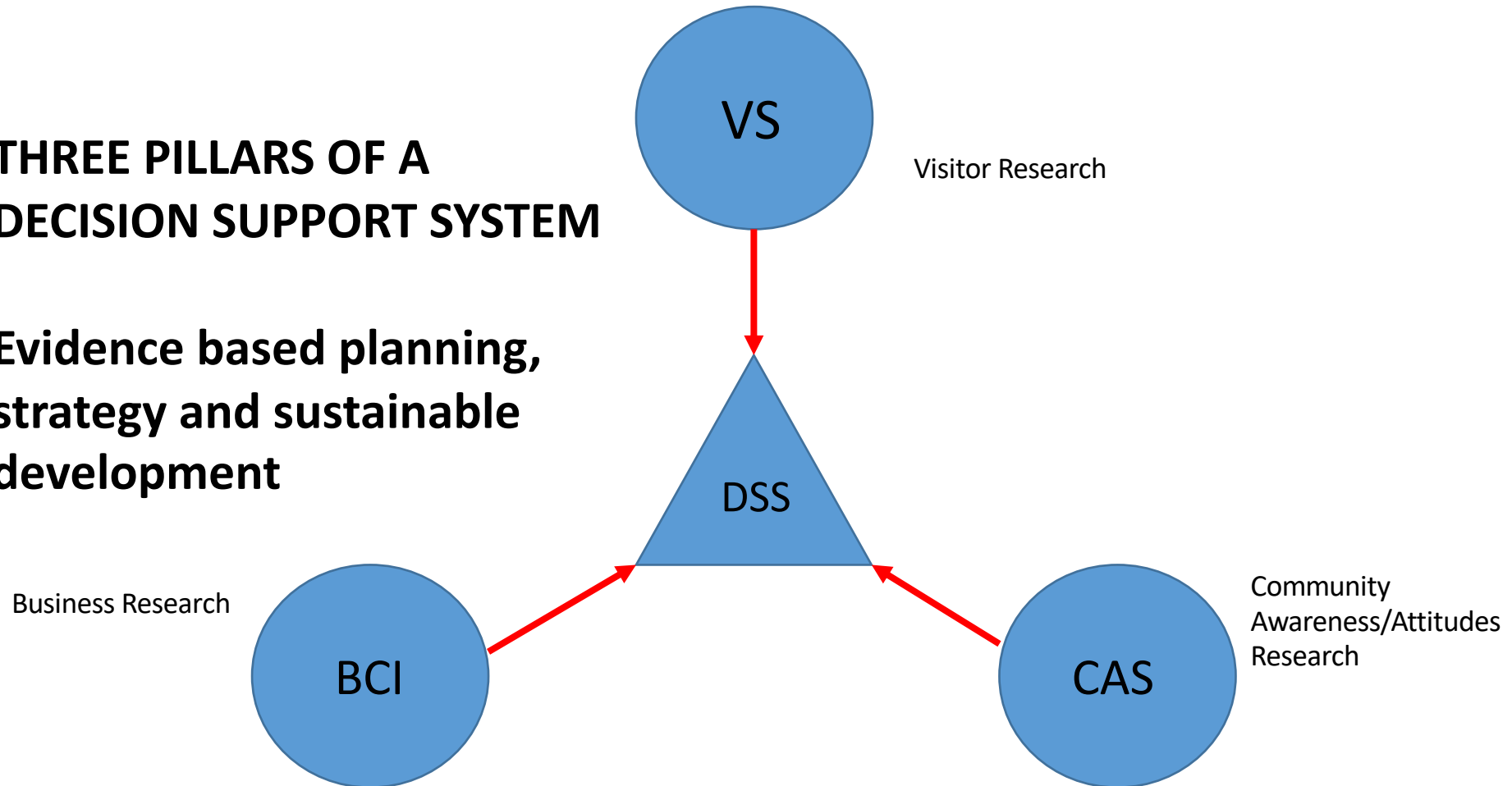
The views expressed in this publication do not necessarily reflect those of the New Zealand Government.

# PACIFIC TOURISM DATA INITIATIVE



## THREE PILLARS OF A DECISION SUPPORT SYSTEM

**Evidence based planning,  
strategy and sustainable  
development**



# October 2017 to September 2018 Respondents



Total e-mail invitations sent: **4,042**

RESPONSE RATE OF **35.8%**



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



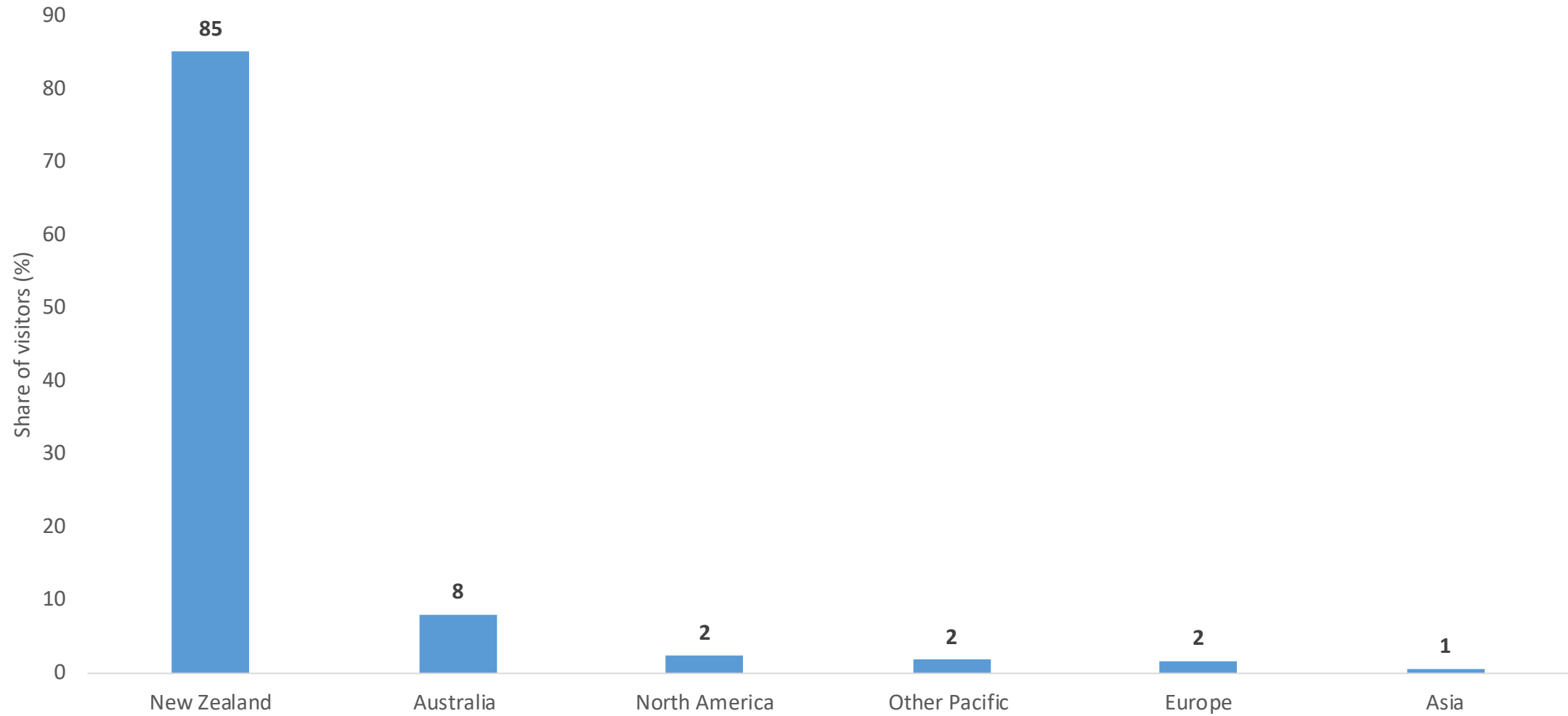
Visitor Spend Responses cover  
**2,577 adults** and **416 children**



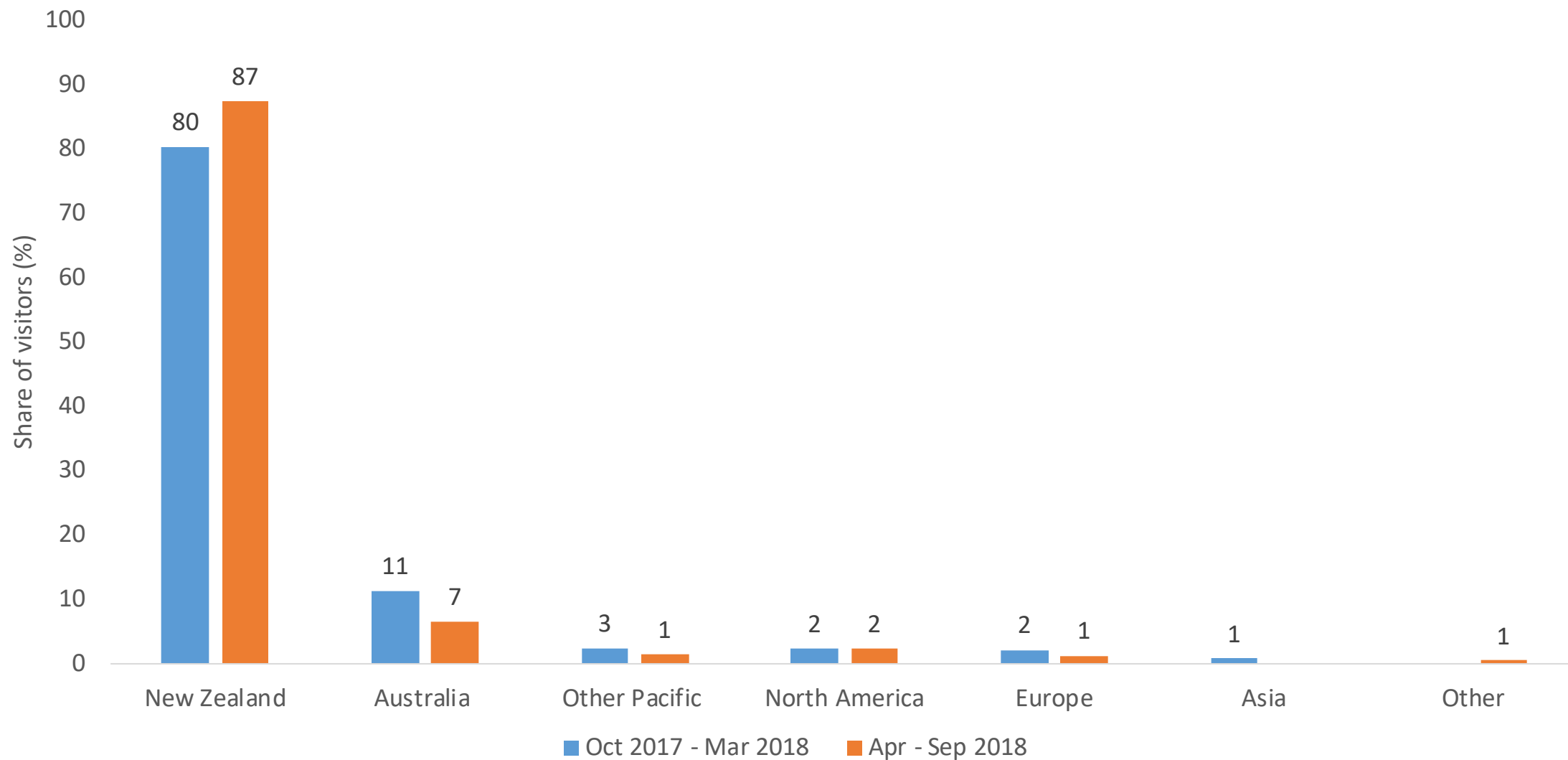
# The characteristics of visitors to Niue

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

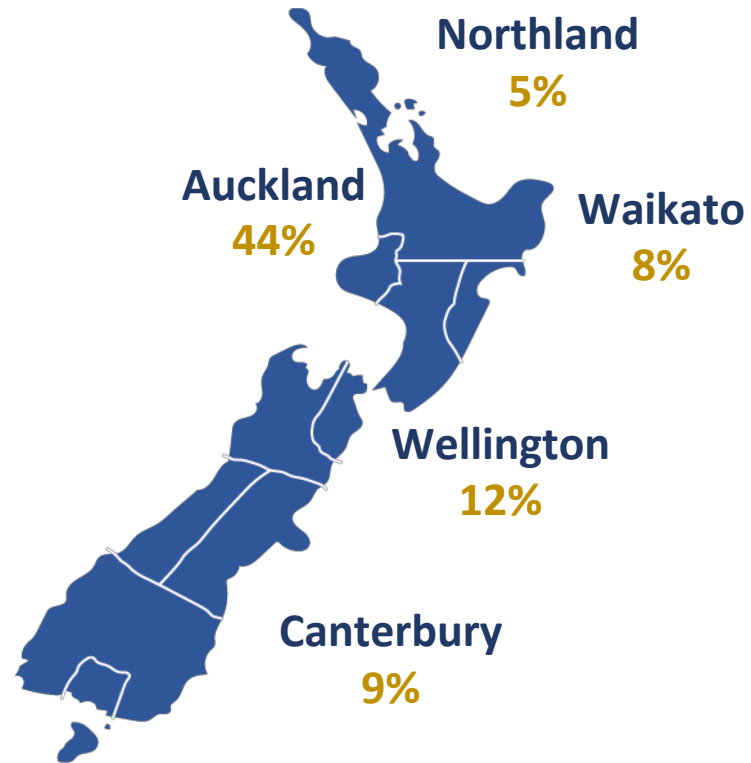


# Country of Origin



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

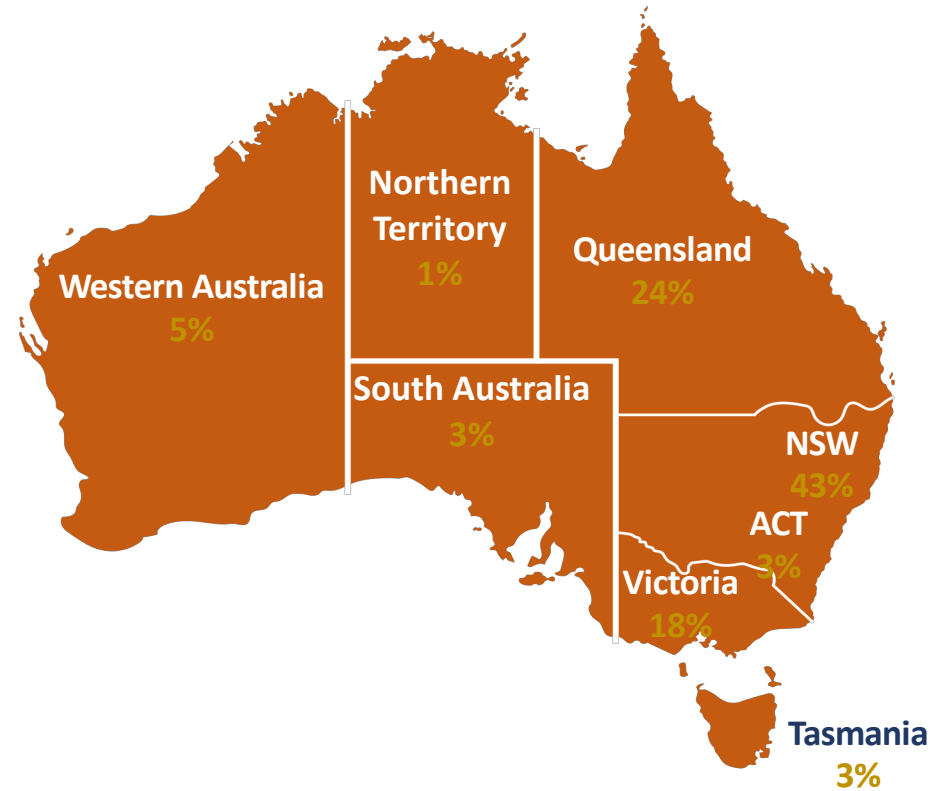
# New Zealand Respondents



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



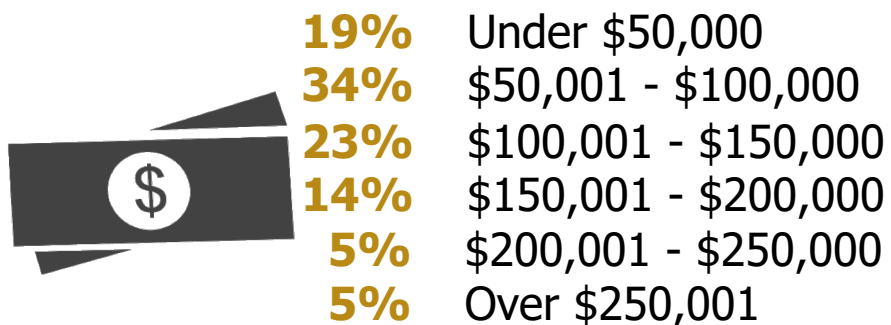
# Australian Respondents



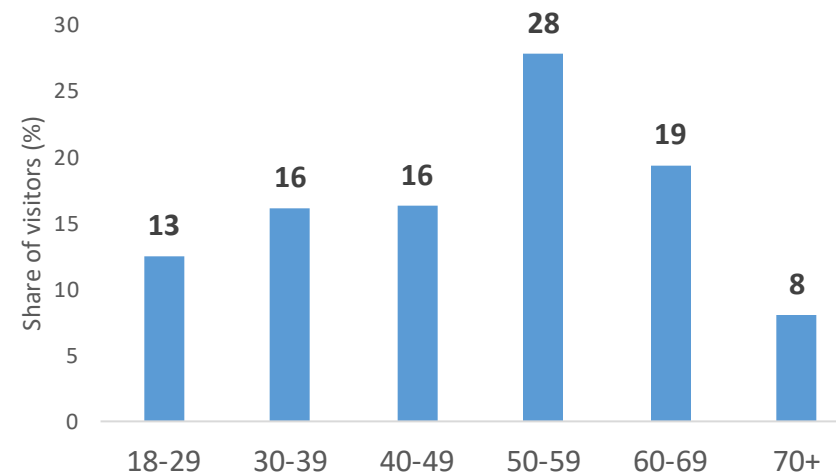
New South Wales, Queensland and Victoria make up **85%** of all Australian visitor arrivals

# Respondent Characteristics

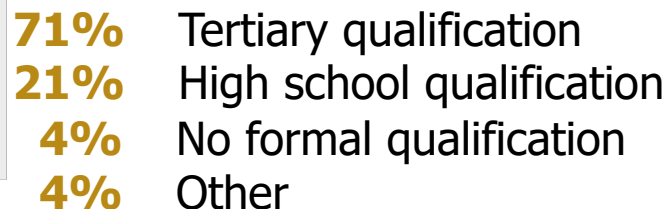
## Annual Household Income (NZ\$)



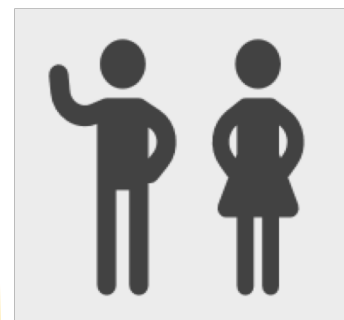
## Age Distribution



## Highest Qualification



## Gender



# Visitor Characteristics

## Main Purpose of Visit

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

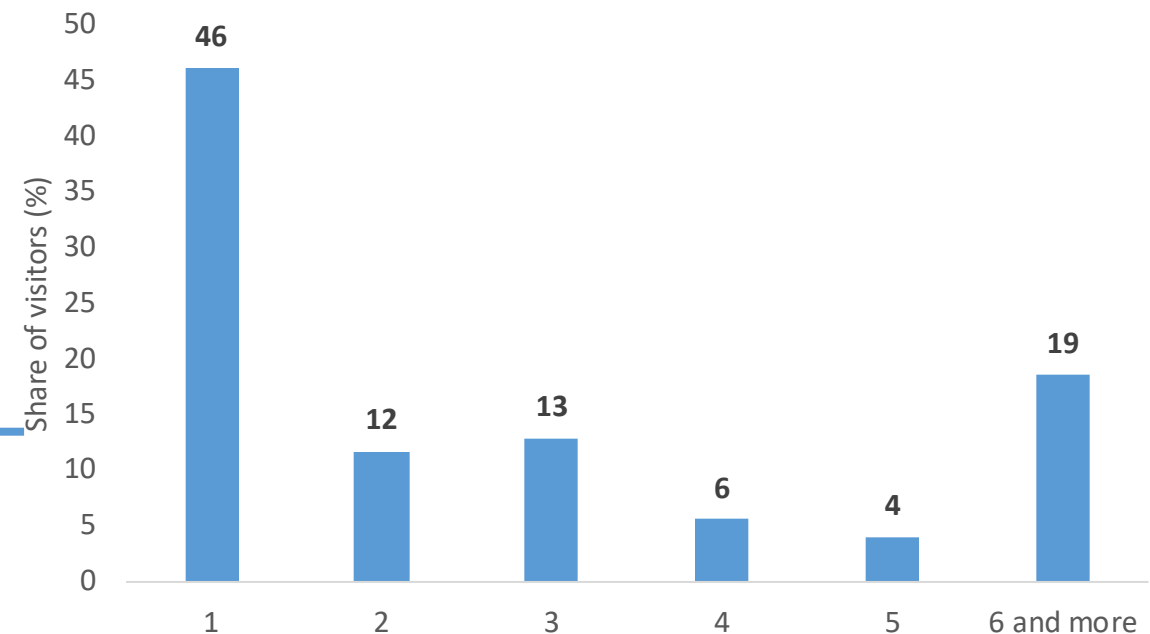
## Travel Companions

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

## Travel with\*

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

## Number of Companions

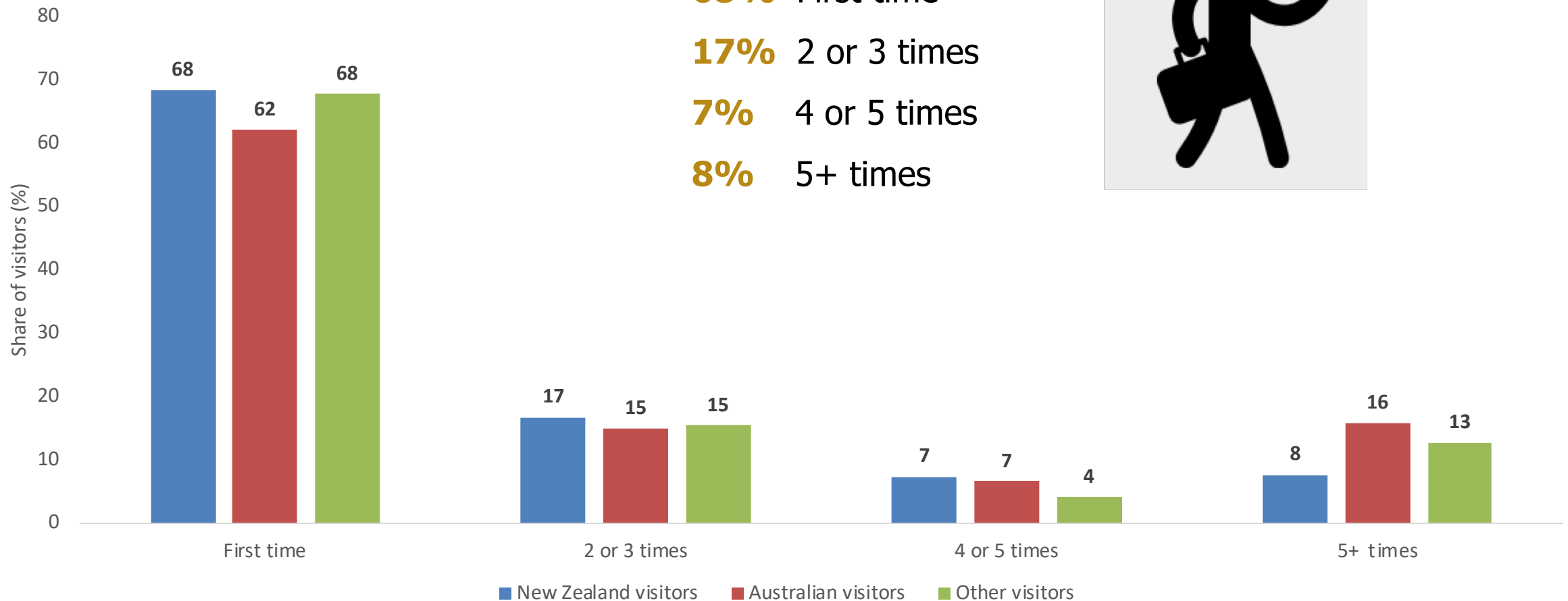


\*: Multiple responses, therefore total does not add up to 100%

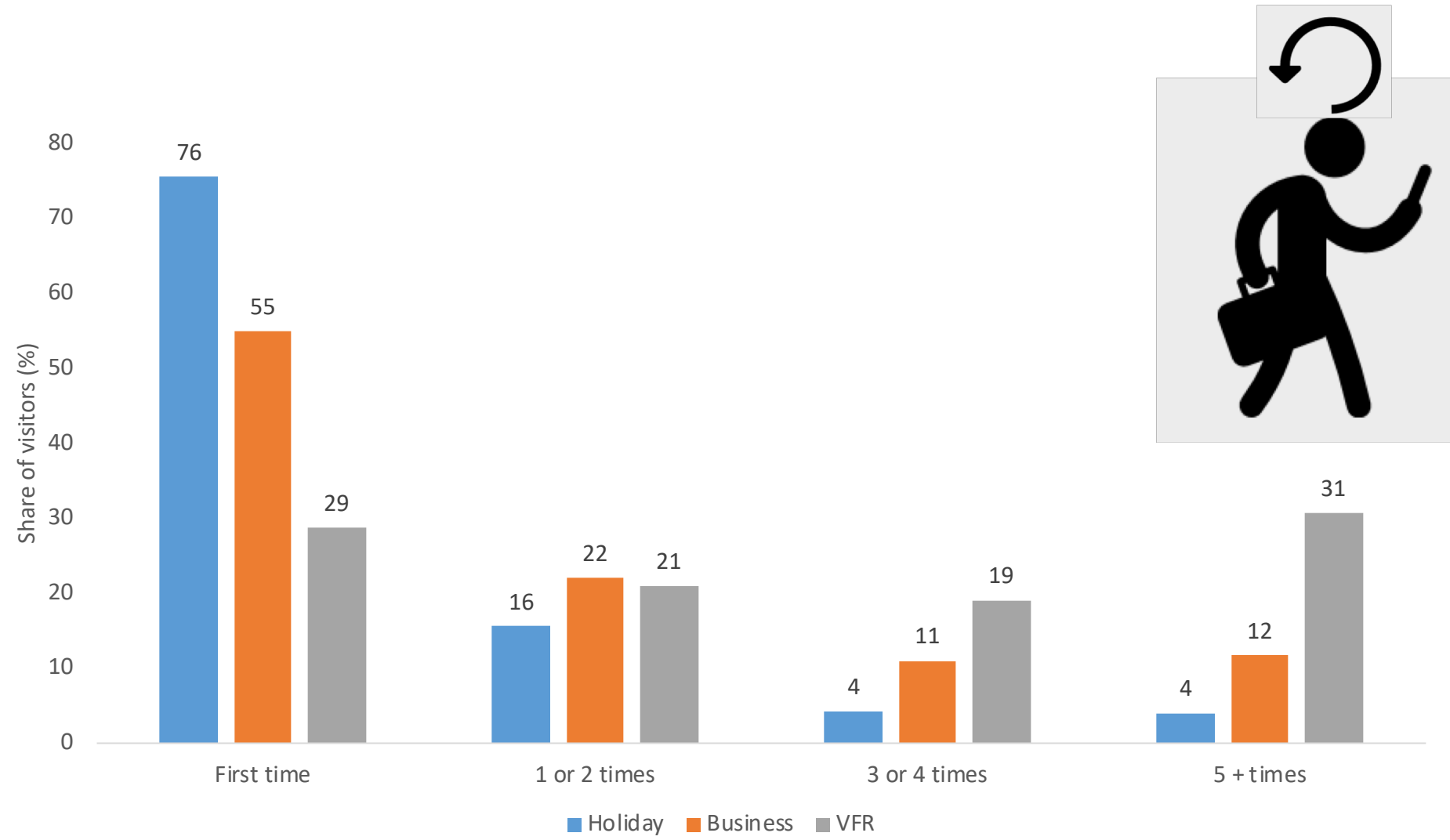
# Previous Visits

## All visitors

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



# Previous Visits

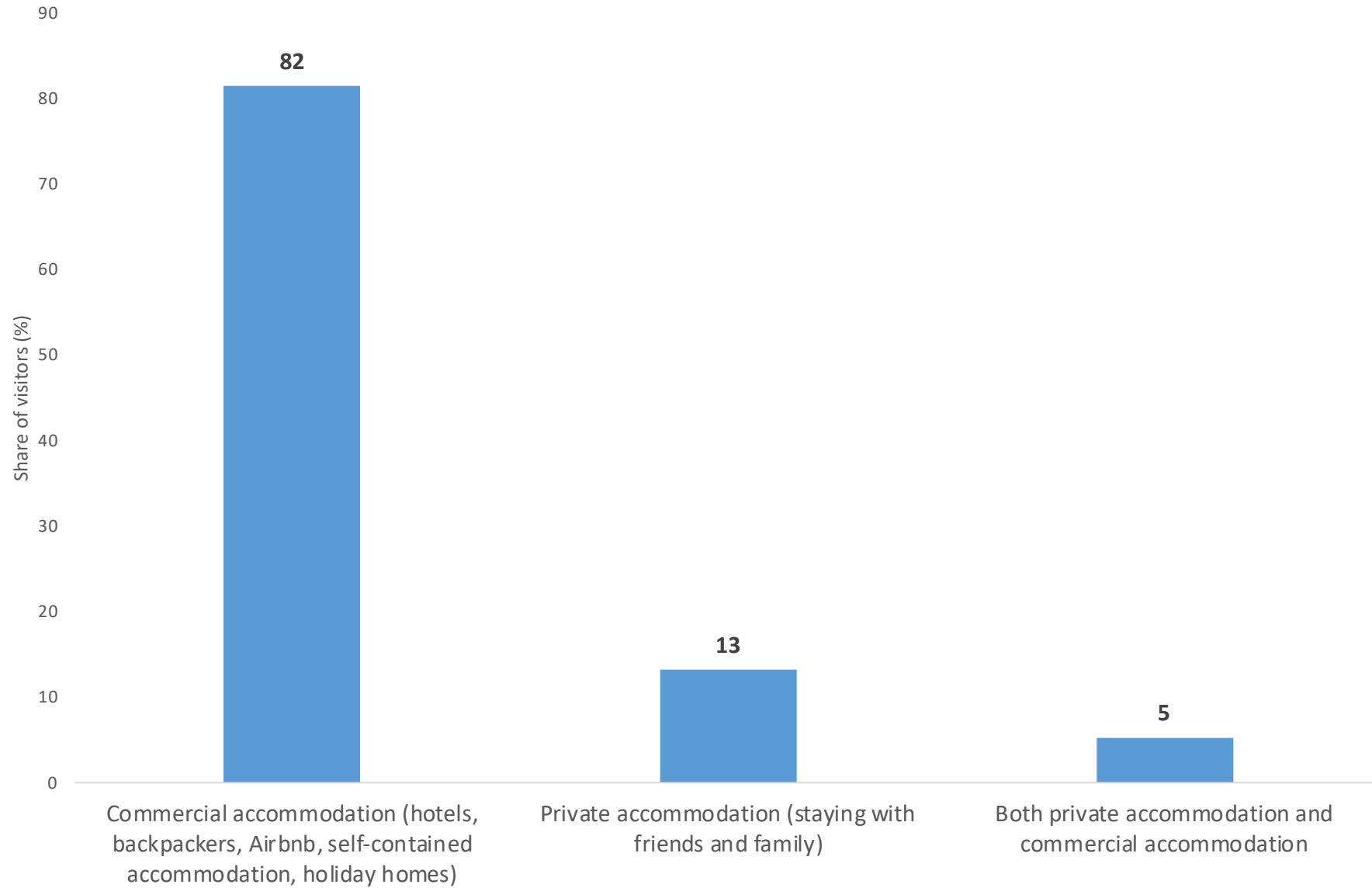


# Visitor Length Of Stay

	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

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

# Type of Accommodation



# Destinations and Airlines

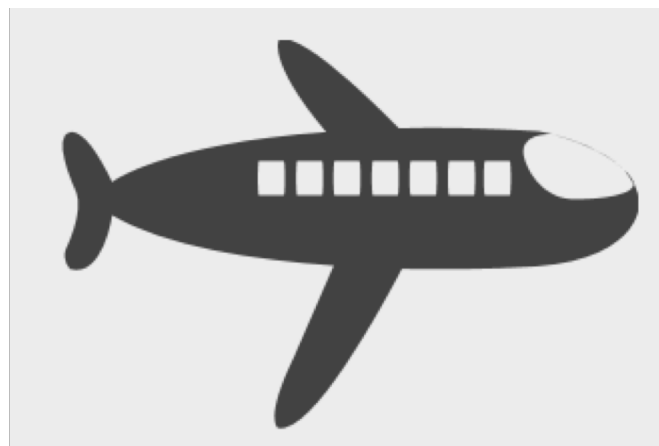


For **89%** of visitors,  
Niue is the sole  
destination for their trip.

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



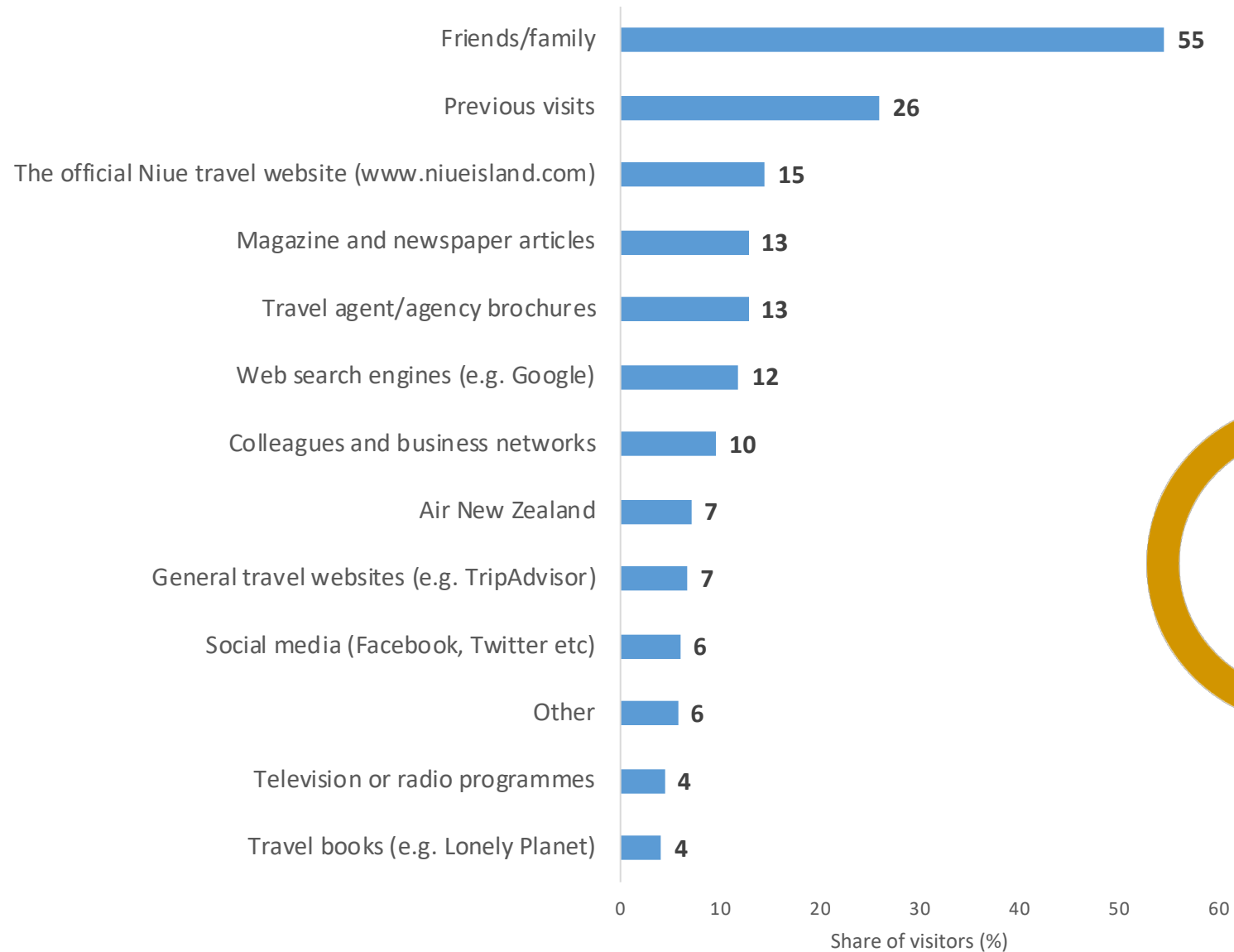
## Transport Used

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

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

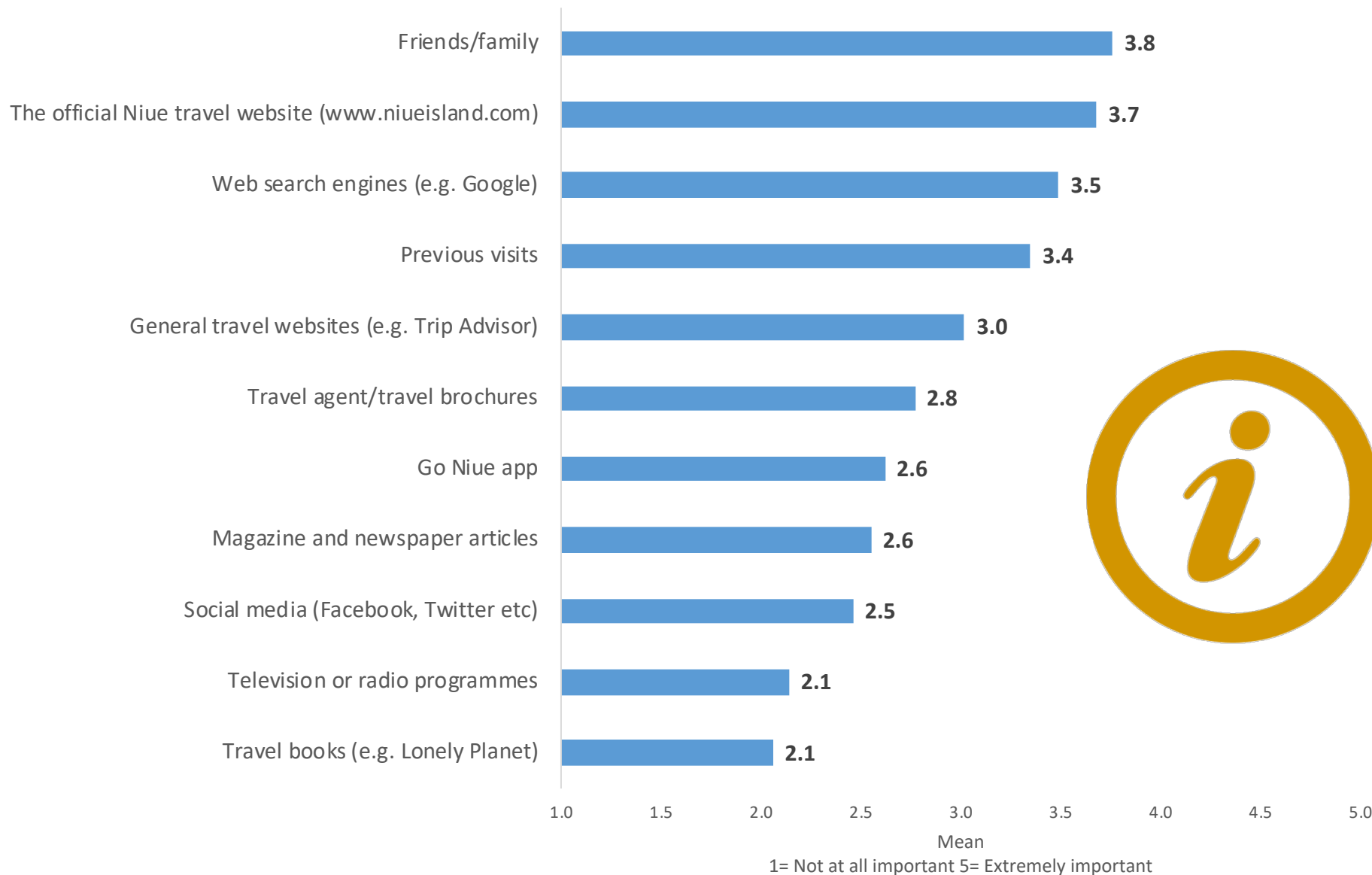


# How did you find out about Niue?

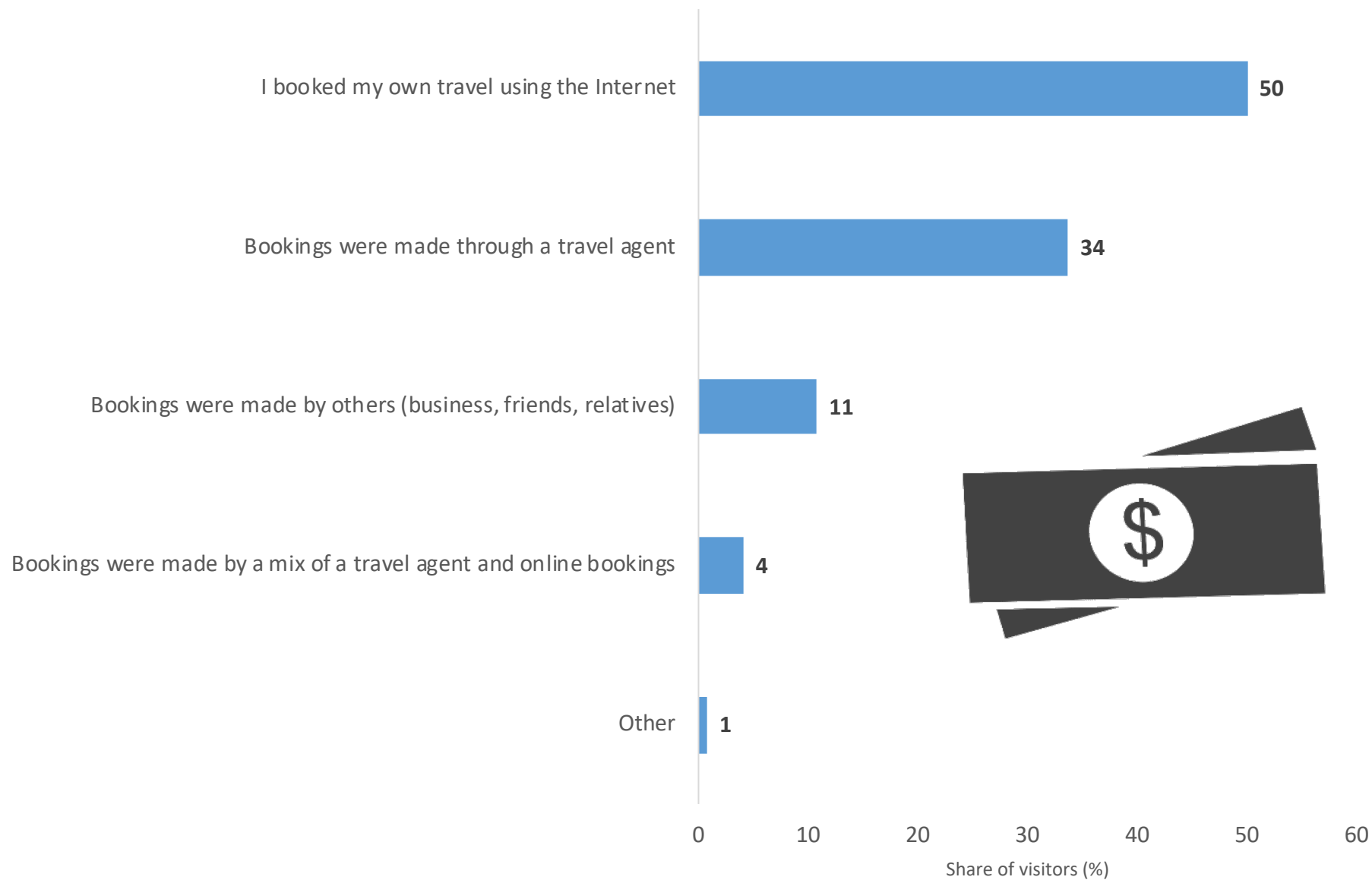


*Note: Multiple responses, therefore total does not add up to 100%*

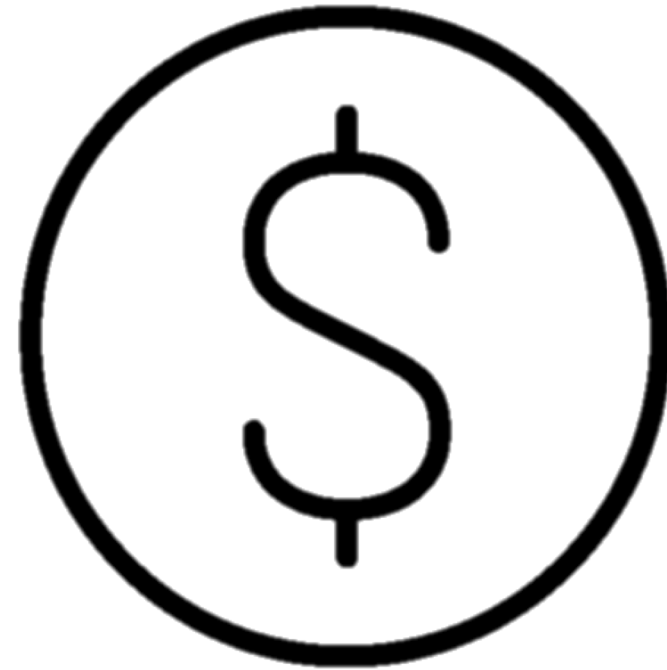
# Importance of Information Sources Used for Planning



# How did you purchase your travel?



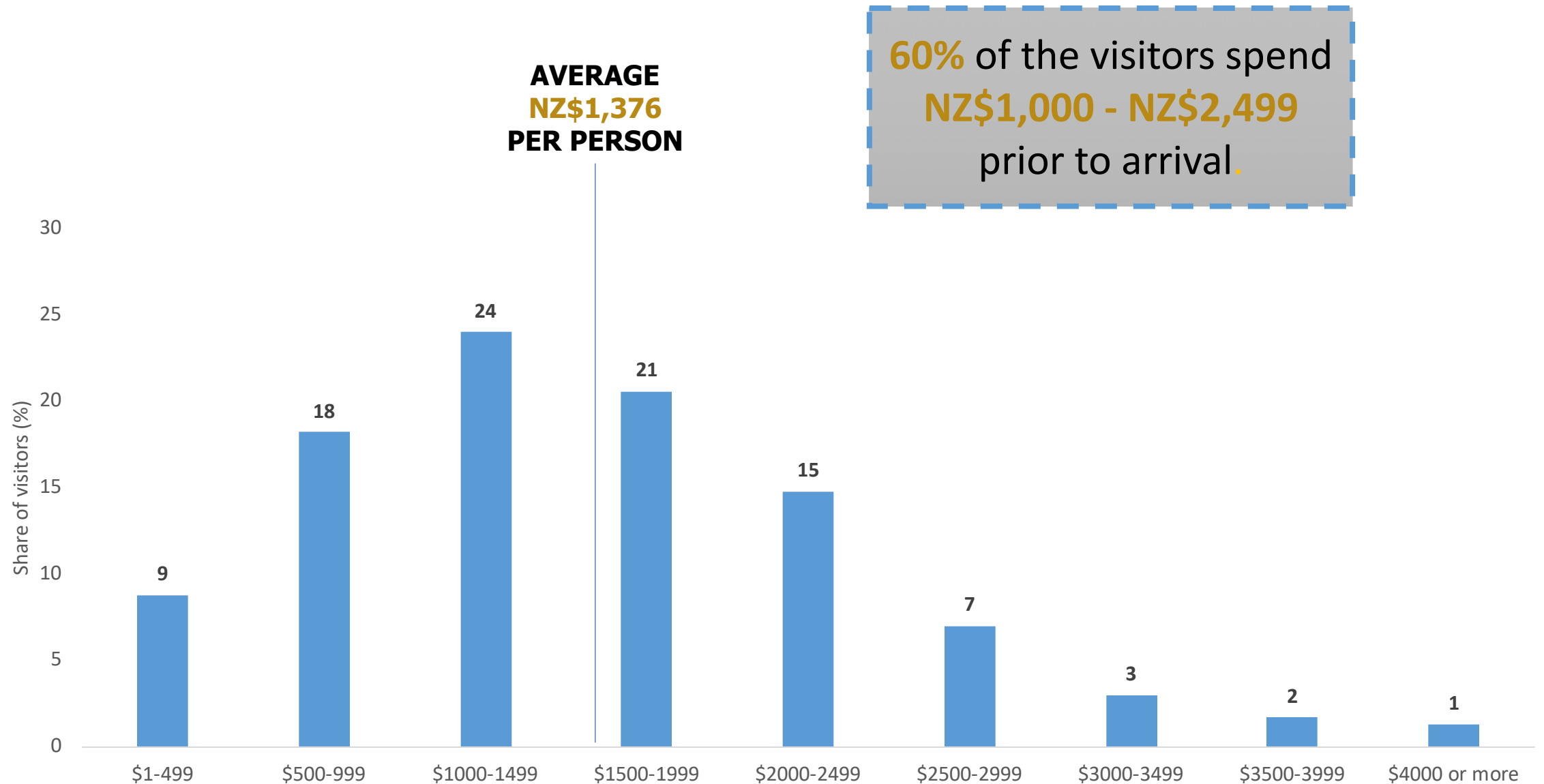
**N.B. Visitor Spend Responses cover 2,577 adults and 416 children as individual respondents may cover more than one person in their spending.**



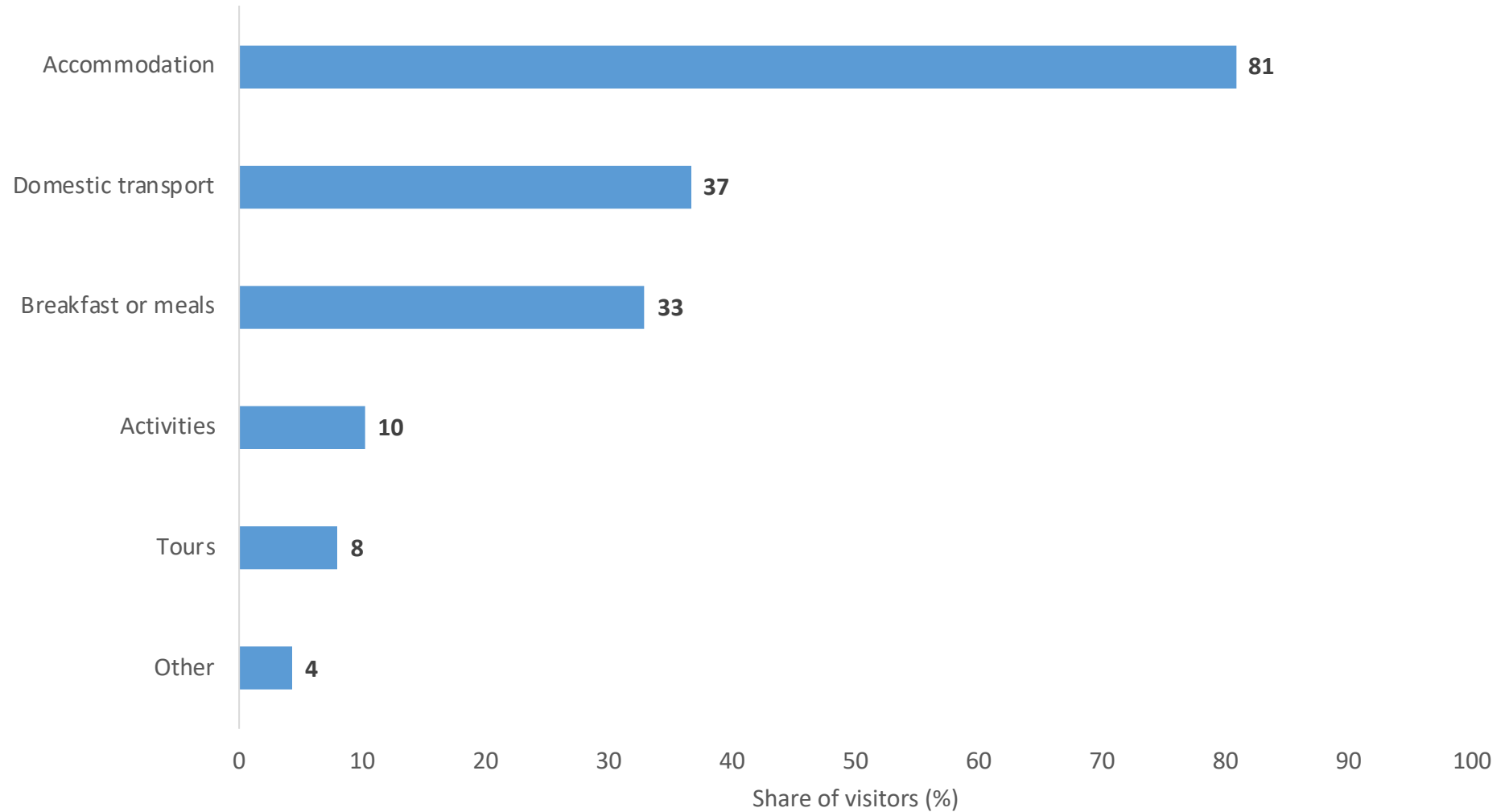
## Visitor expenditure

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

# Pre-paid Expenditure



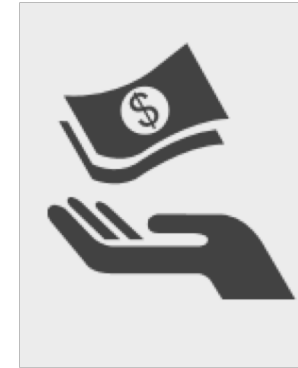
# Pre-paid Items



*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	Oct 2017 – Mar 2018	Apr – Sep 2018
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**



# Local Expenditure NZ\$ Per Person Per Day

Expenditure Items

Holiday

Business

VFR

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

# 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**



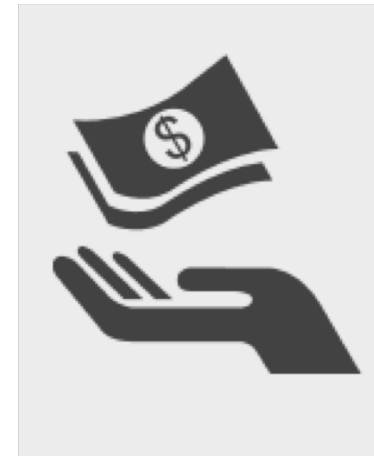
**AVERAGE SPEND  
WHILE IN NIUE**

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**

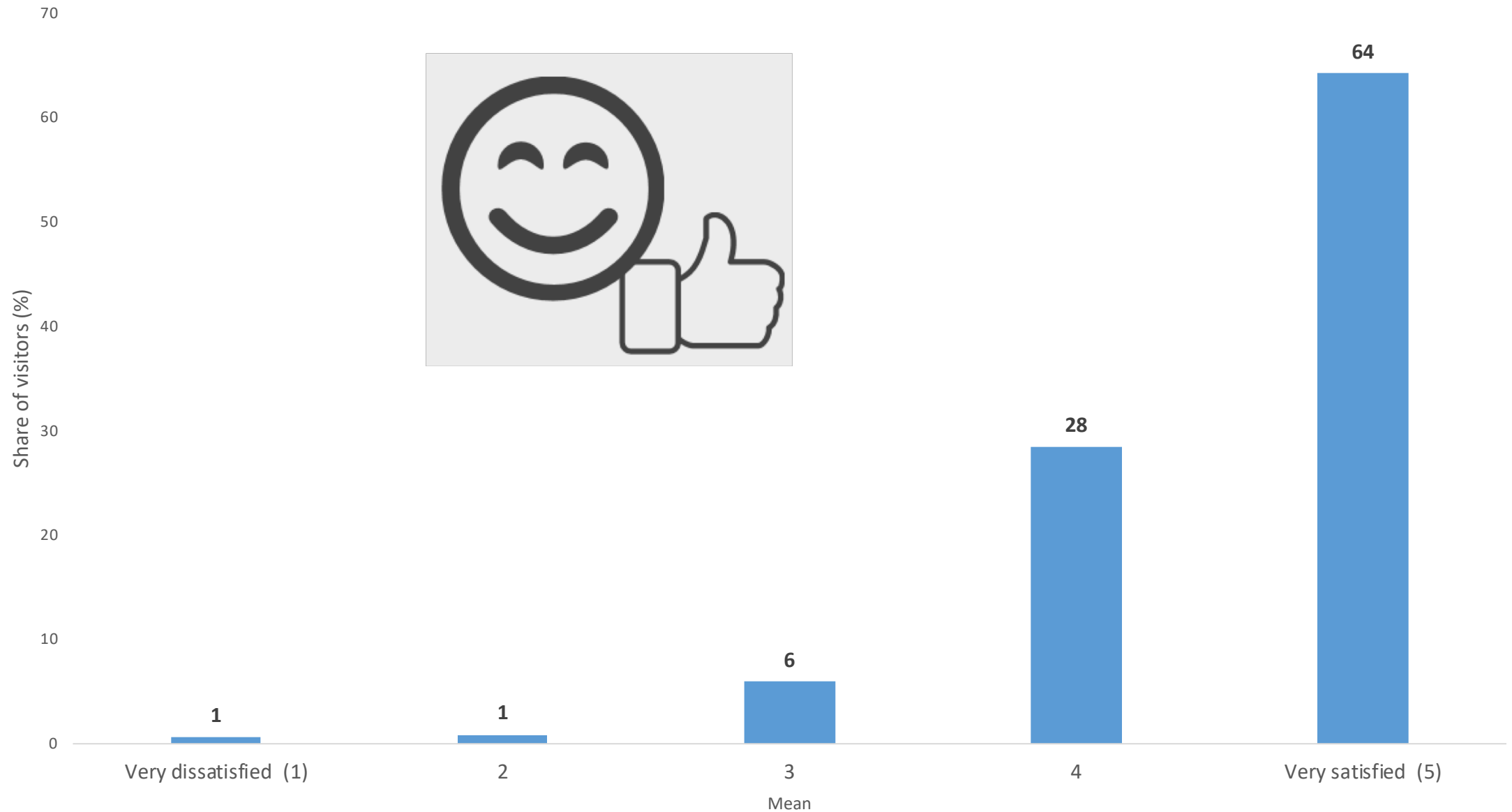




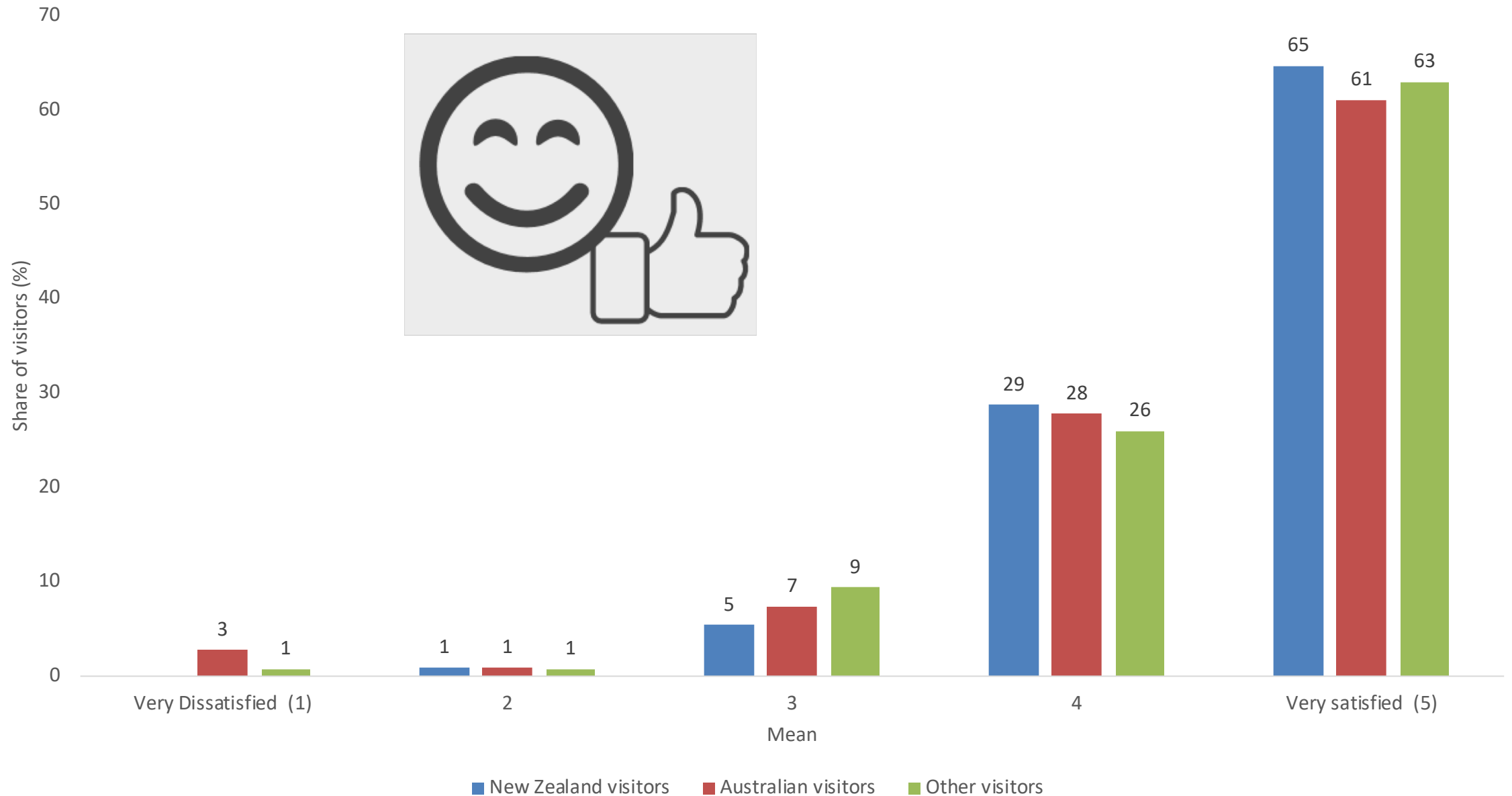
# Visitor satisfaction

Most and least appealing elements of the visit, overall satisfaction

# Overall Satisfaction with Niue Stay

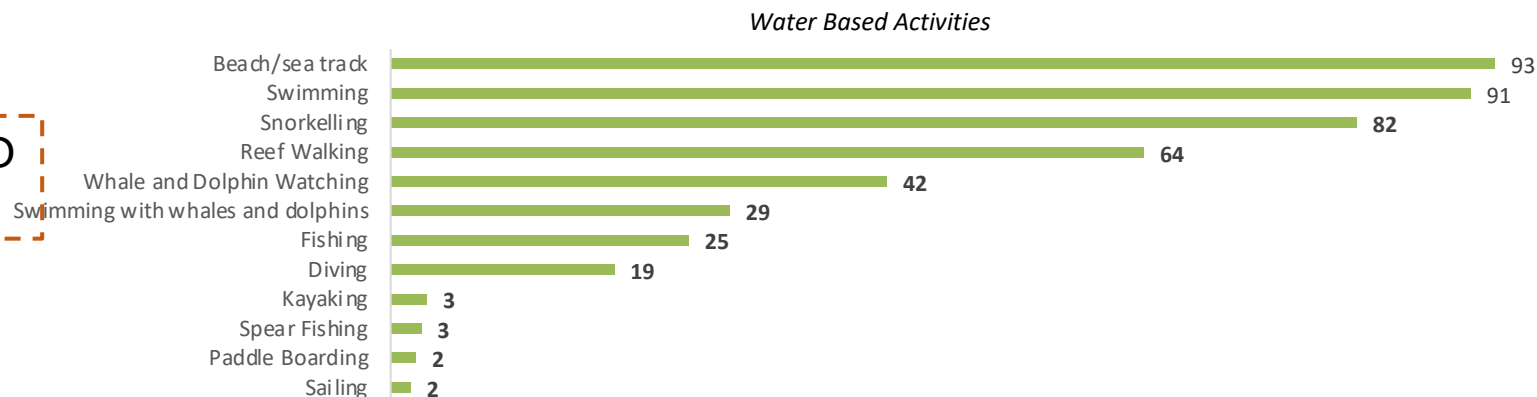


# Overall Satisfaction

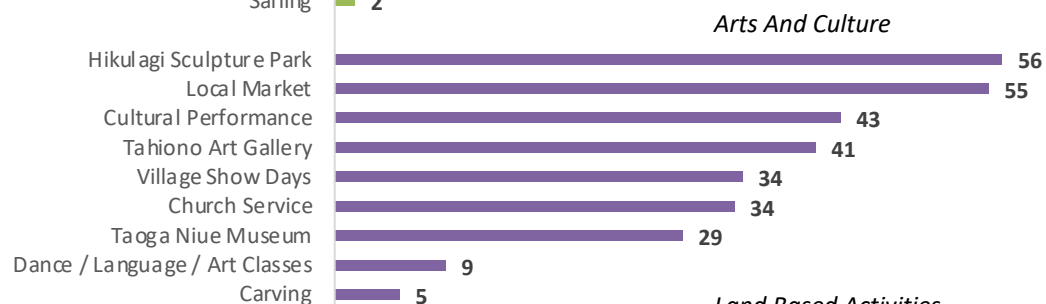


# Degree of Participation in Activities

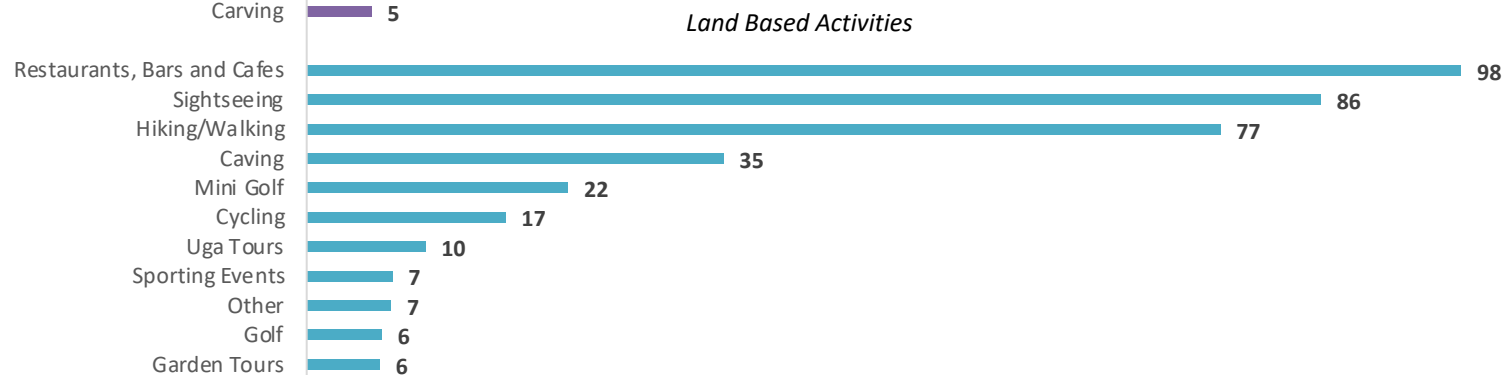
## WATER-BASED ACTIVITIES



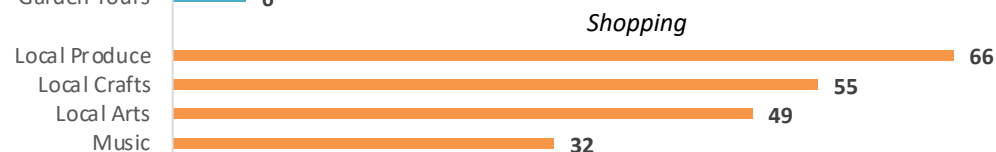
## ARTS AND CULTURE



## LAND-BASED ACTIVITIES



## SHOPPING



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

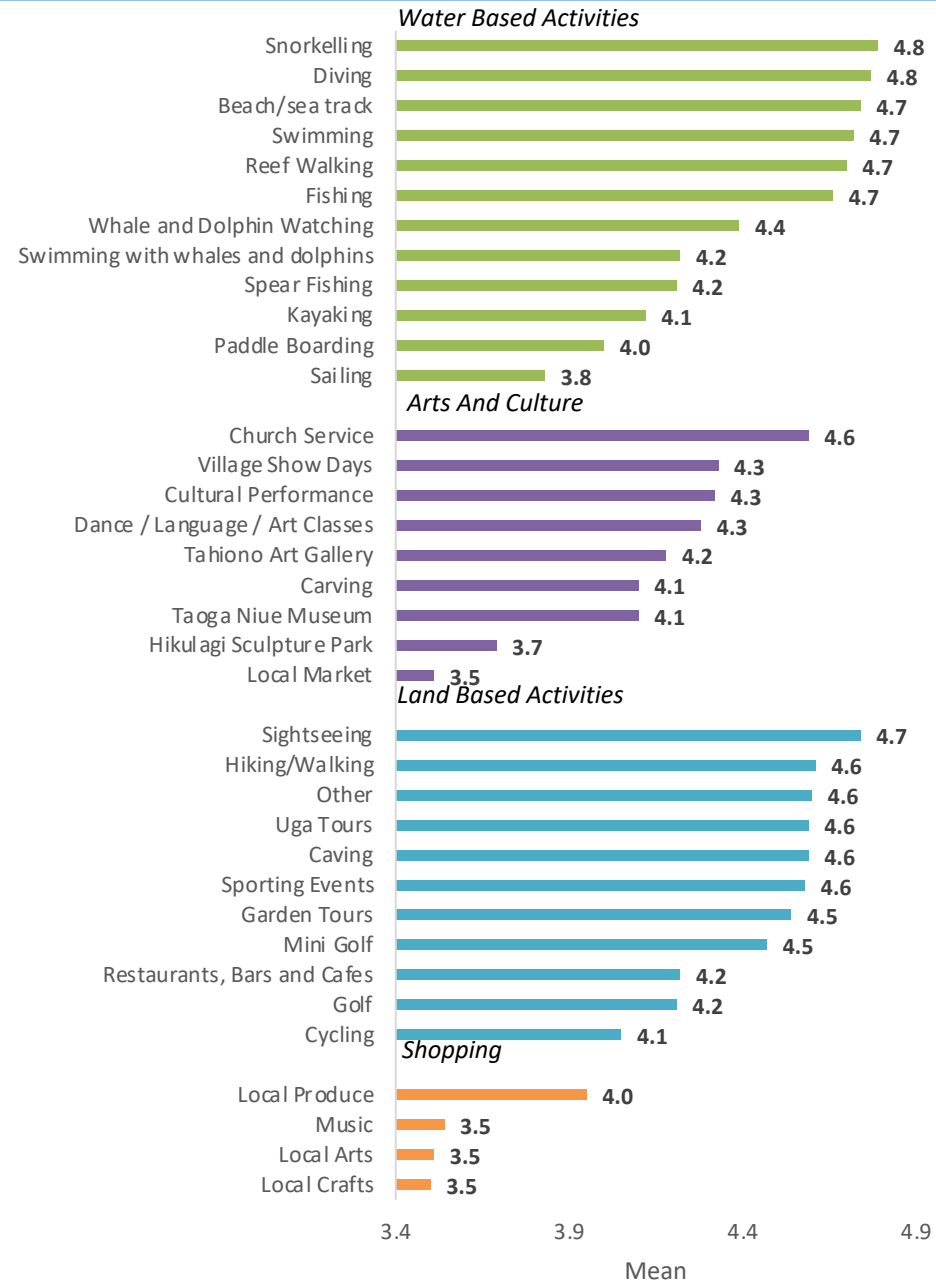
# Satisfaction with Activities

**WATER-BASED  
ACTIVITIES**  
AVERAGE 4.4

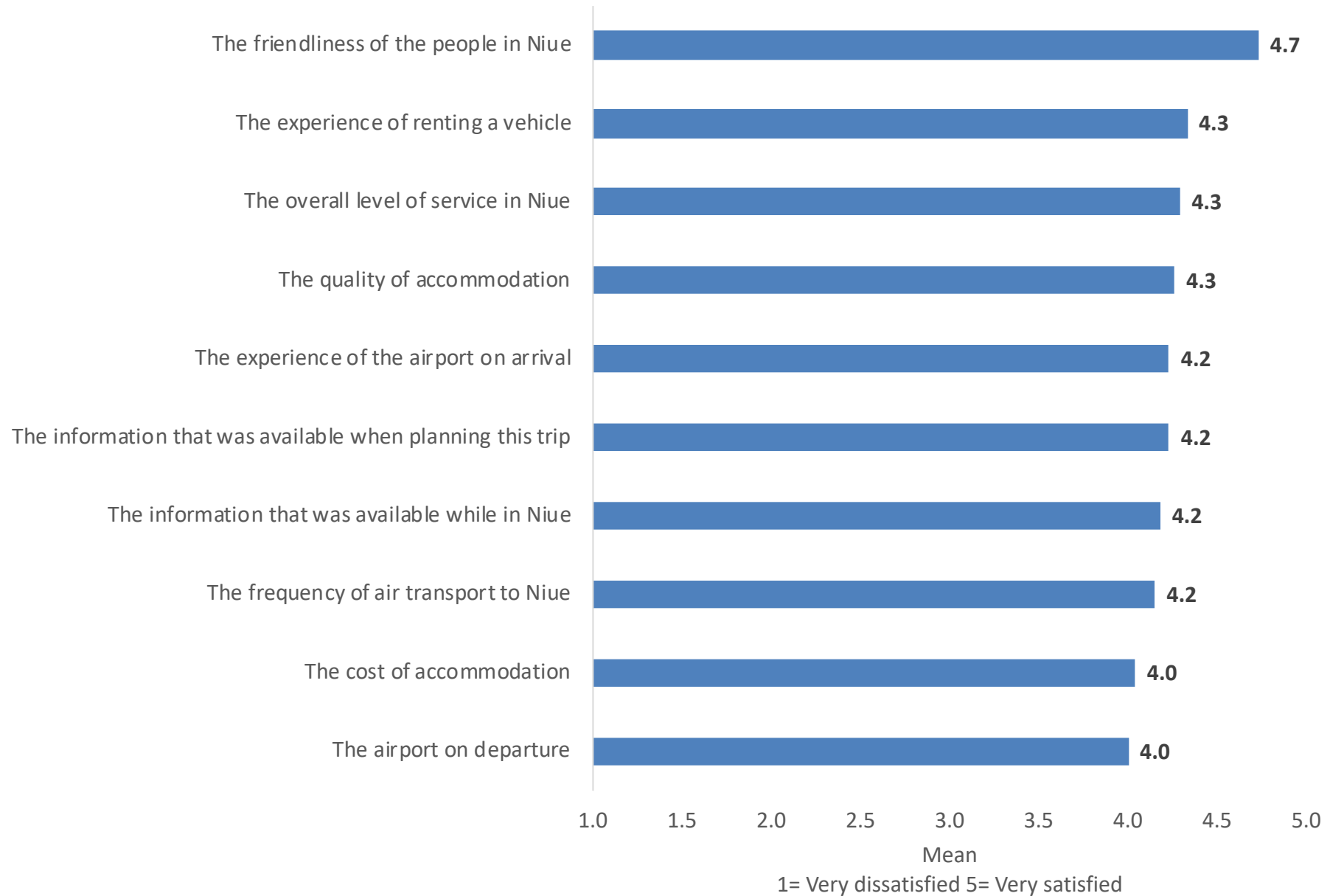
**ARTS AND  
CULTURE**  
AVERAGE 4.1

**LAND-BASED  
ACTIVITIES**  
AVERAGE 4.5

**SHOPPING**  
AVERAGE 3.6



# Satisfaction with Niue





# 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 (travel, currency)	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 (access, cost)	11%
Animal-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

## Animal-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 options** 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.”*

*“**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**.”*

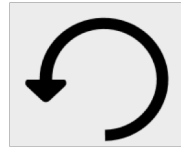
*“Spend the aid money on **upgrading and maintaining the roads**.”*

*“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!



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

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

## Pacific Tourism Data Initiative :: Niue



## International Visitor Pilot Report – Six month report (October 2017 to March 2018)

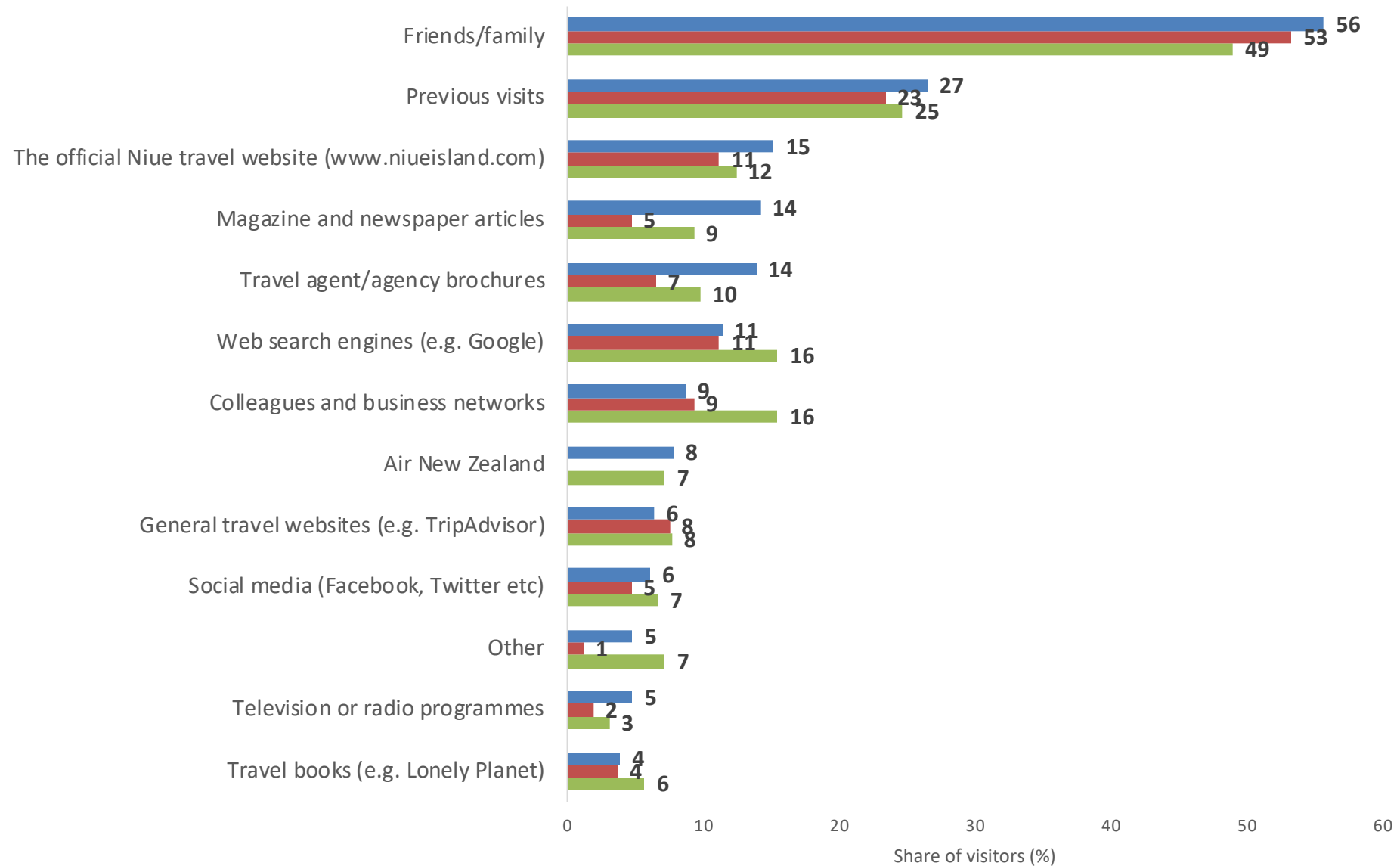
 Niue International Visitor Survey Instrument

Niue Business Confidence Index - Survey Instrument

 Niue Community Attitudes Toward Tourism - Survey Instrument [DRAFT - IN DEVELOPMENT]

Pacific Tourism Data Initiative: Supporting Evidence Based Planning and Development. Presentation to MFAT 12.06.18

# How did you find out about Niue?



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