

# Visitors to Upolu Only vs Savai'i Visitors

Samoa International Visitor Survey (January – December 2018)

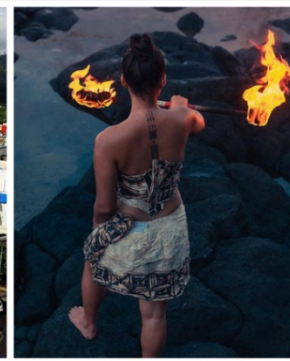


# Number of visitors

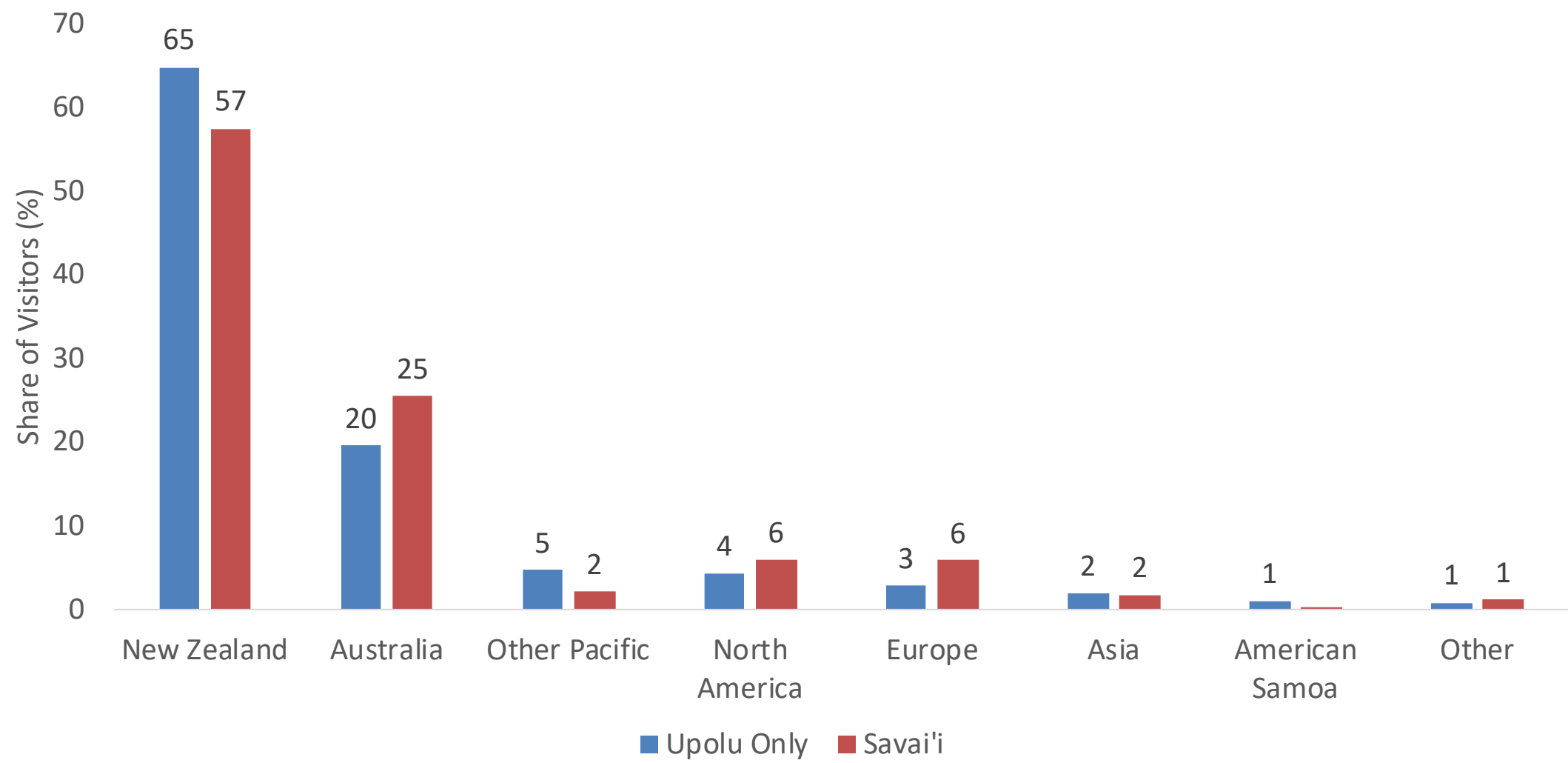




# Visitor Characteristics

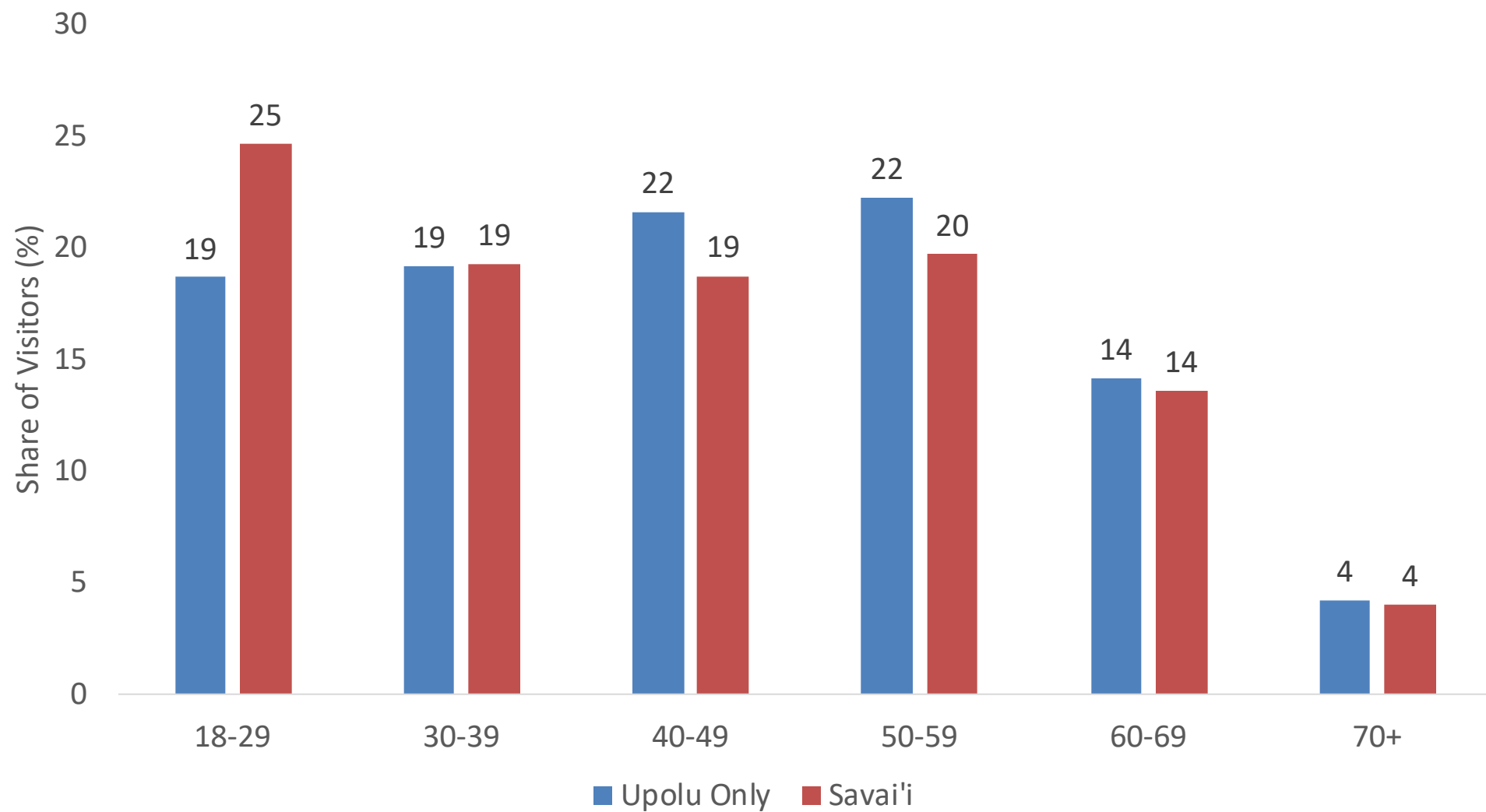


# Country of Origin

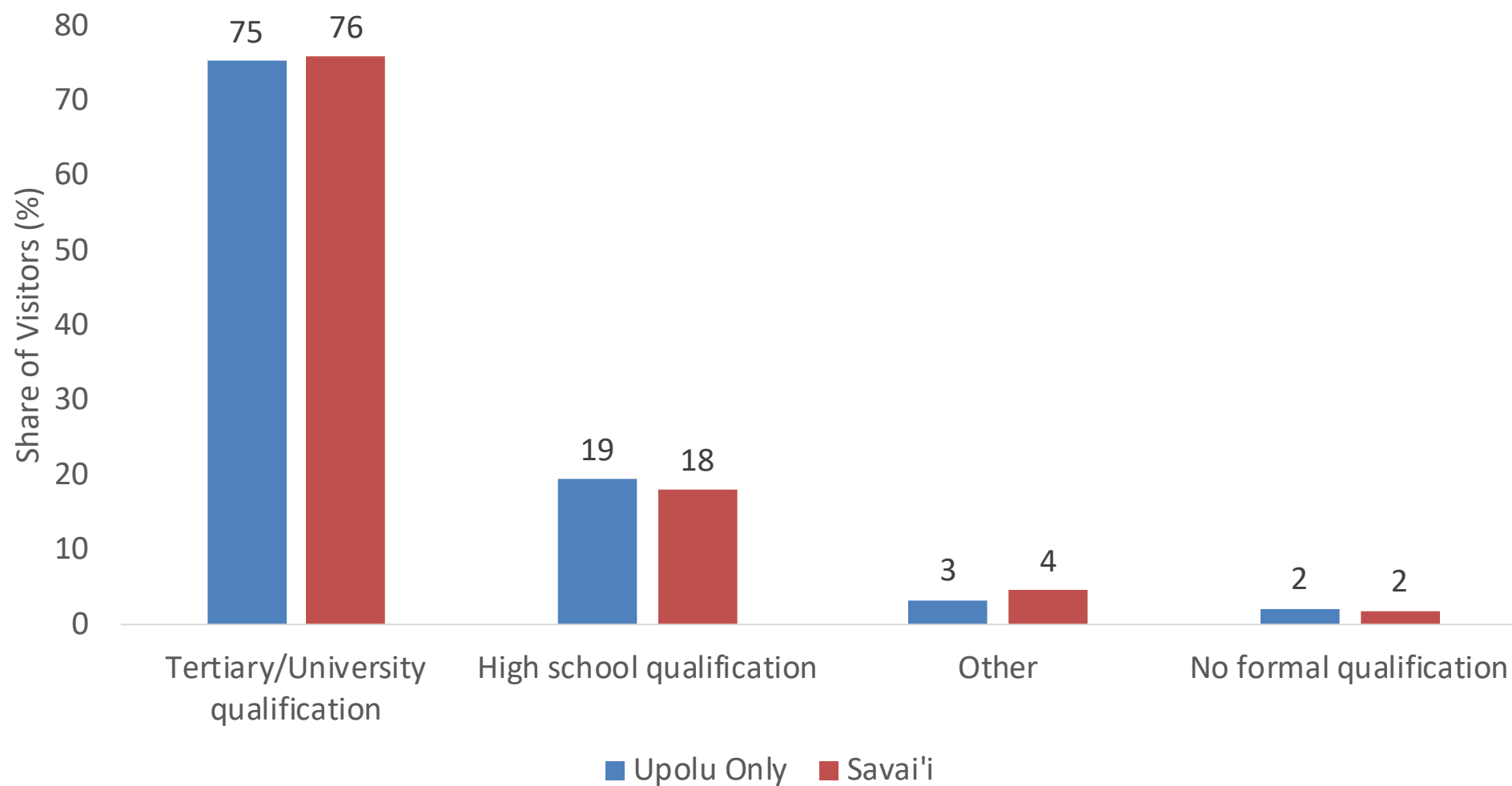


Note: survey data thus unweighted.

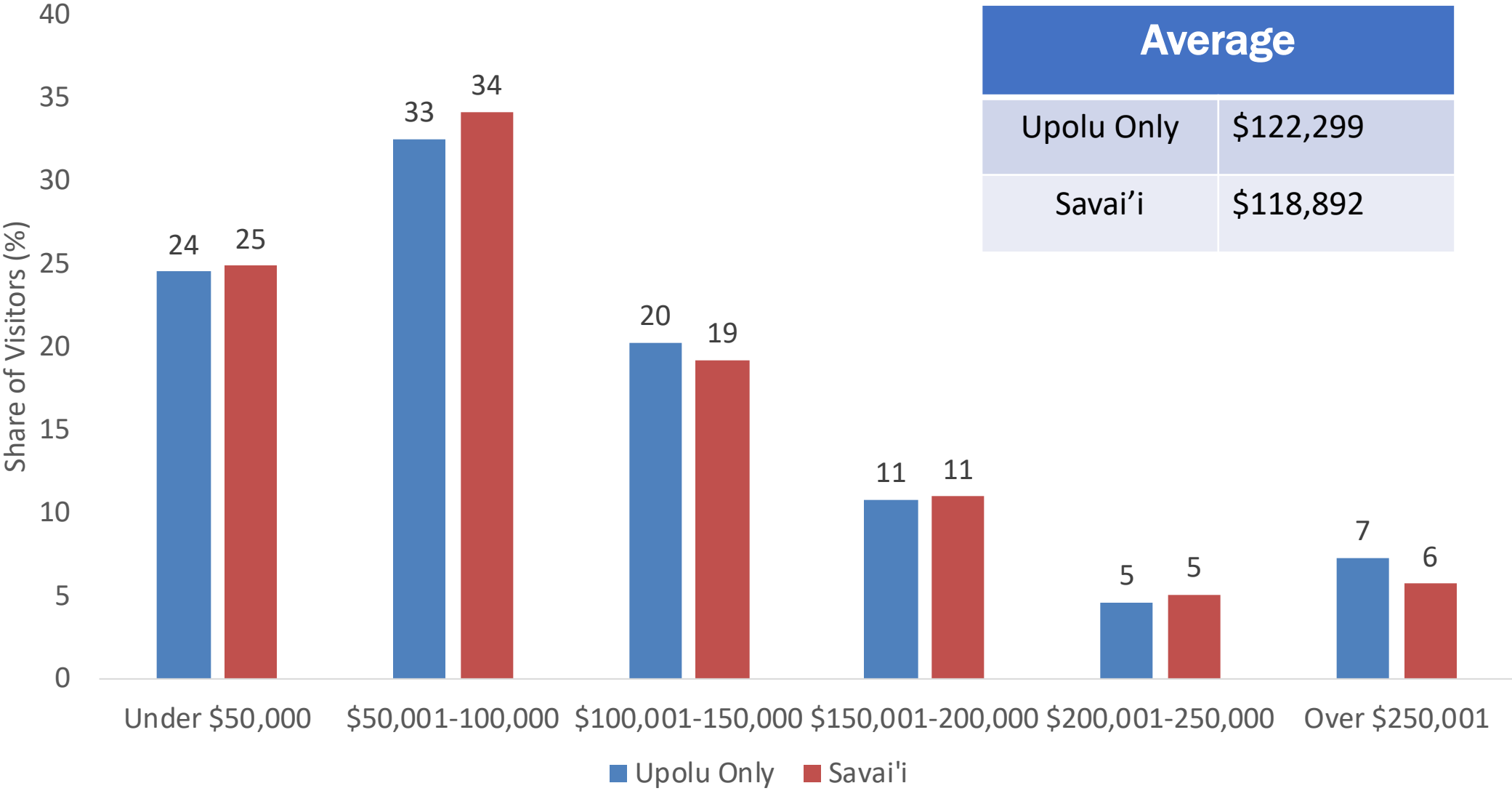
# Distribution of age groups



# Highest qualifications

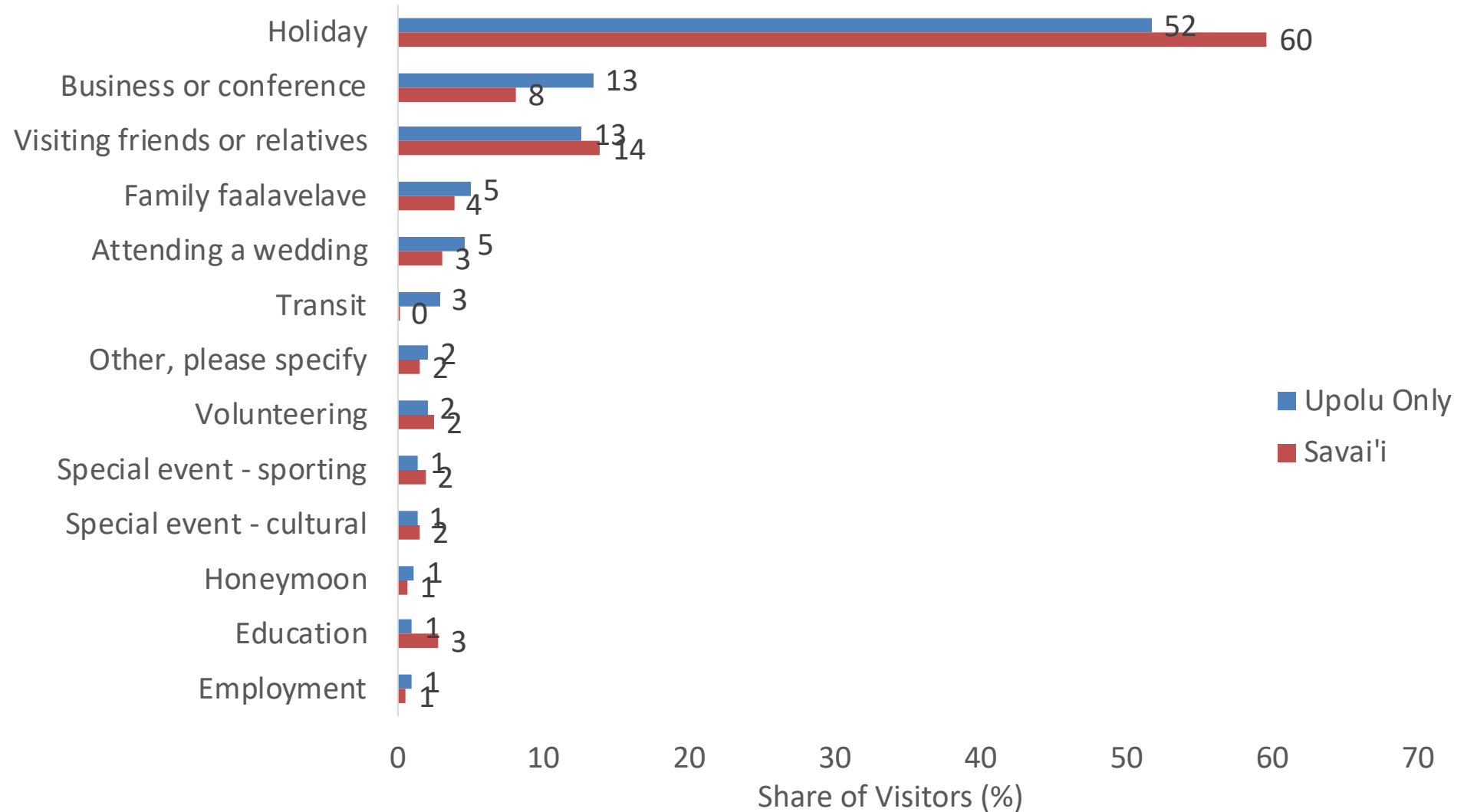


# Annual household income in NZD



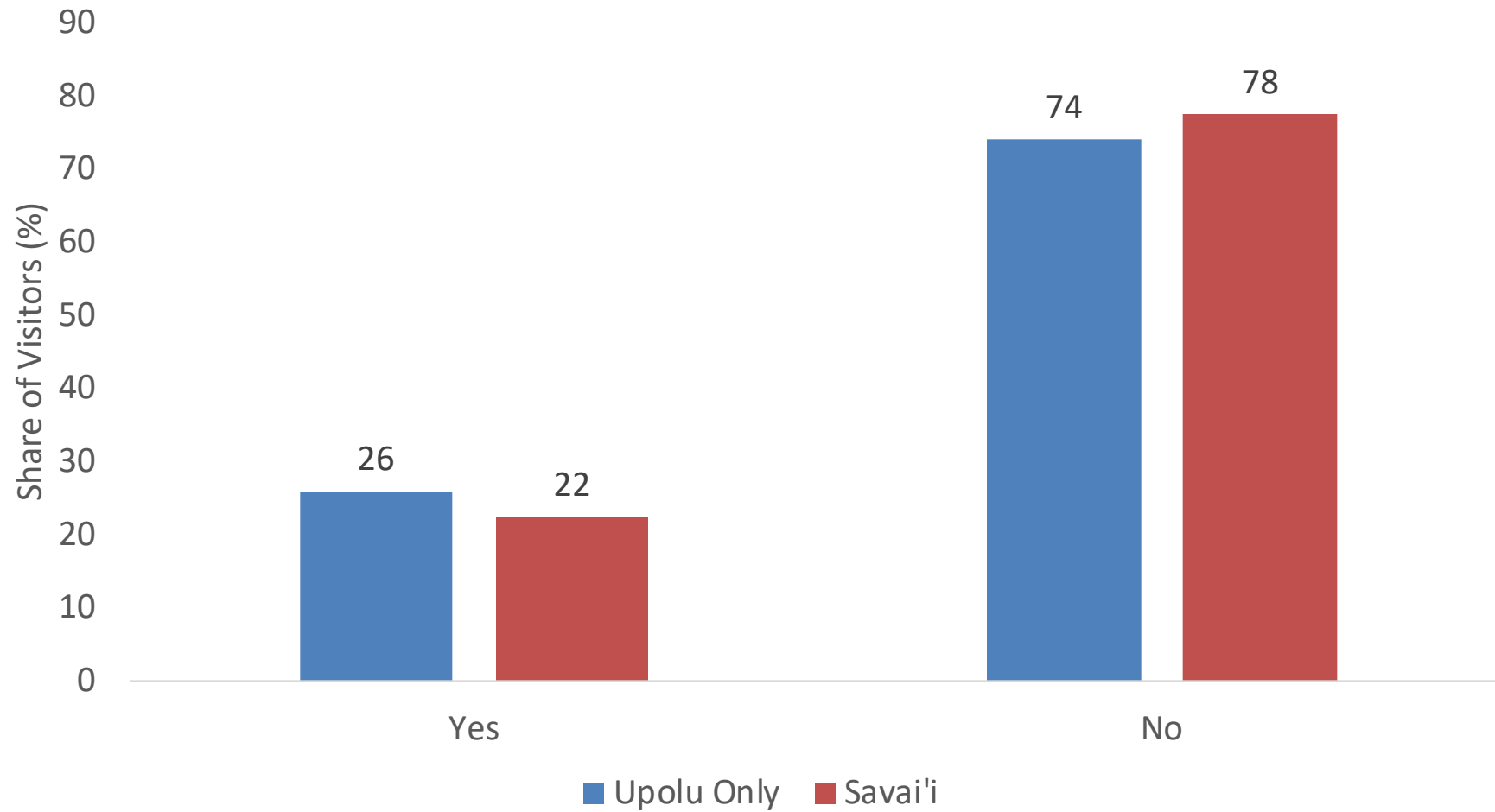
Average	
Upolu Only	\$122,299
Savai'i	\$118,892

# Main purpose of visit

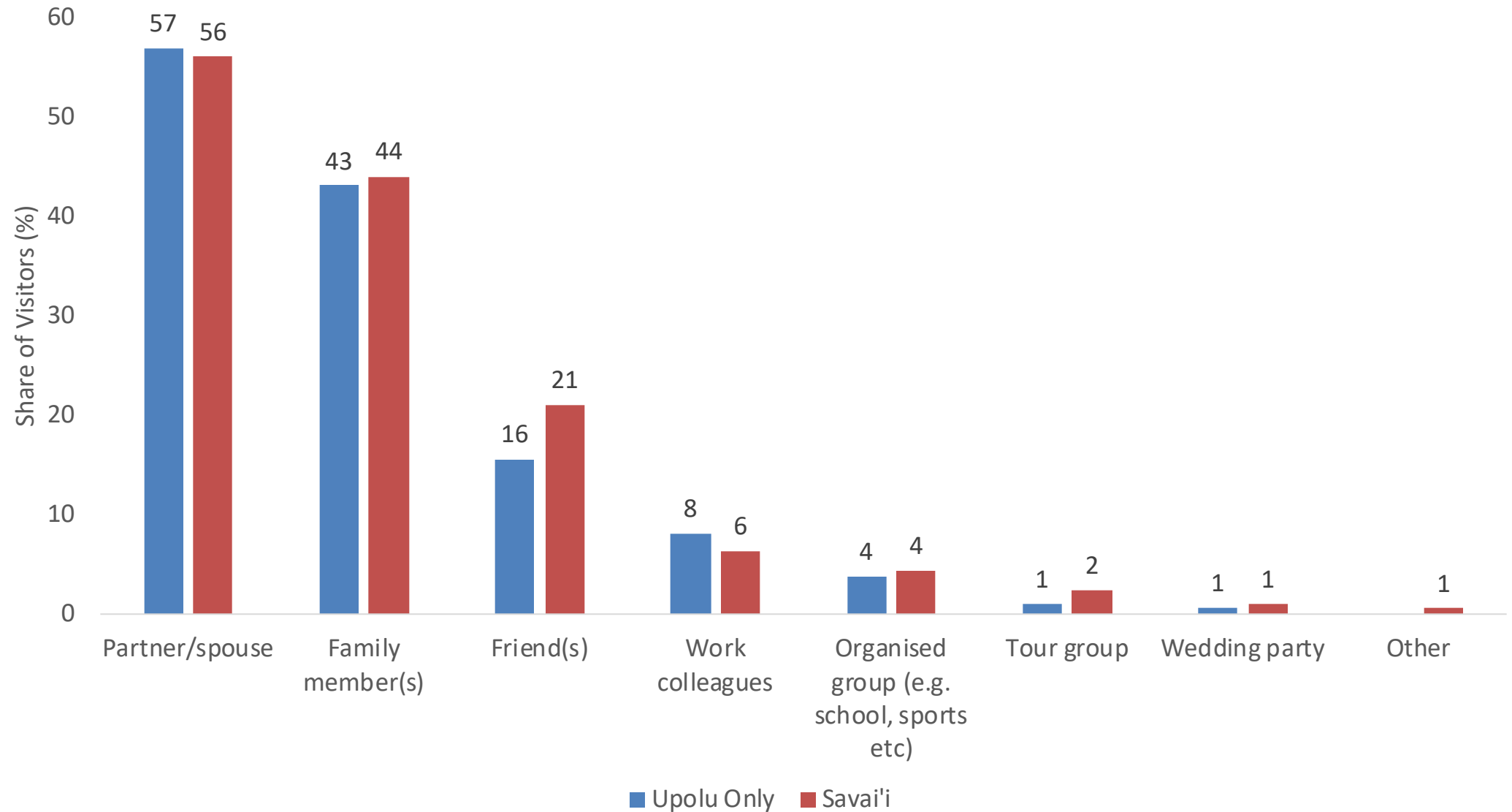




# Travelling to Samoa alone or not?

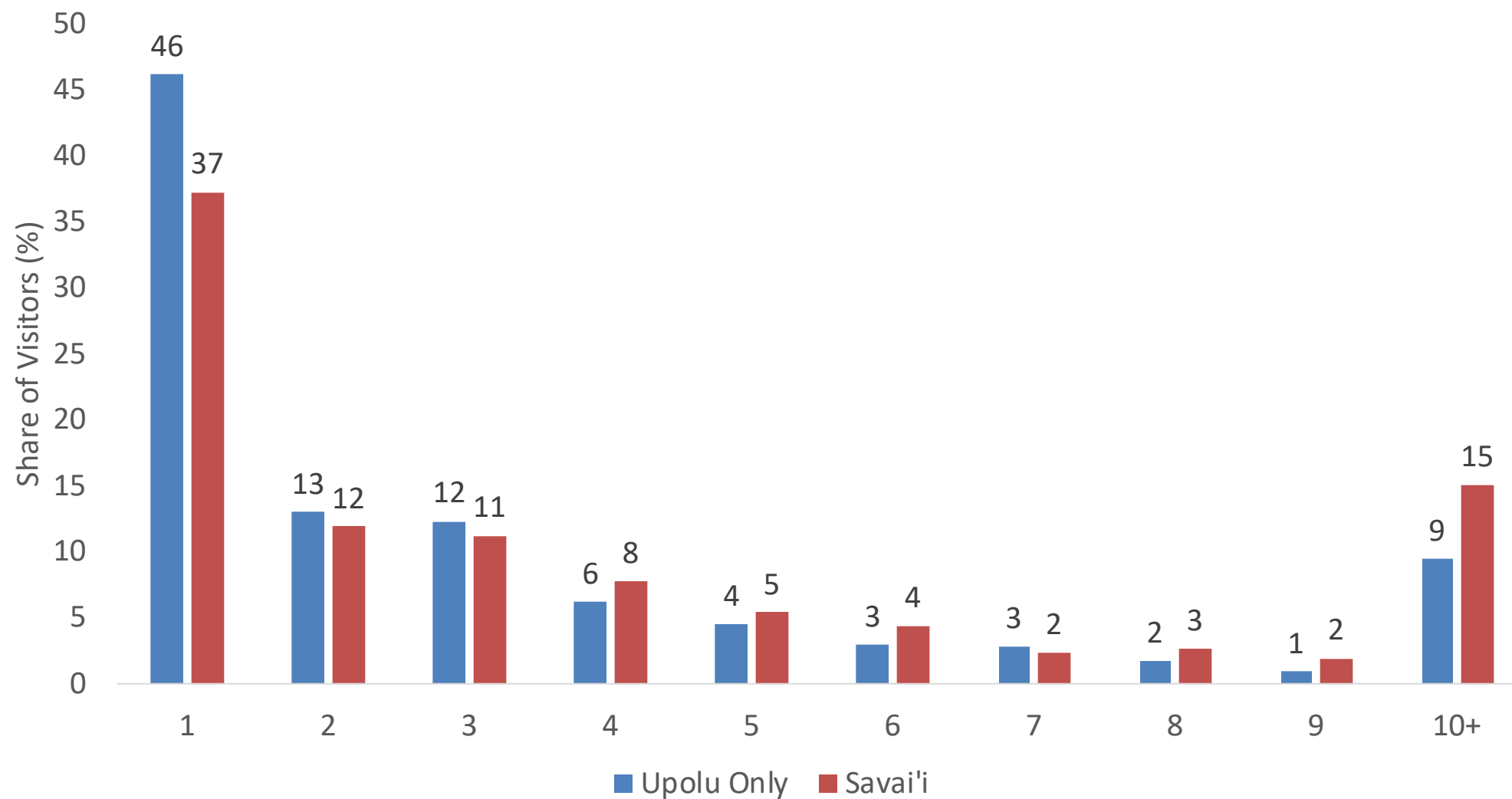


# Travelling with whom?

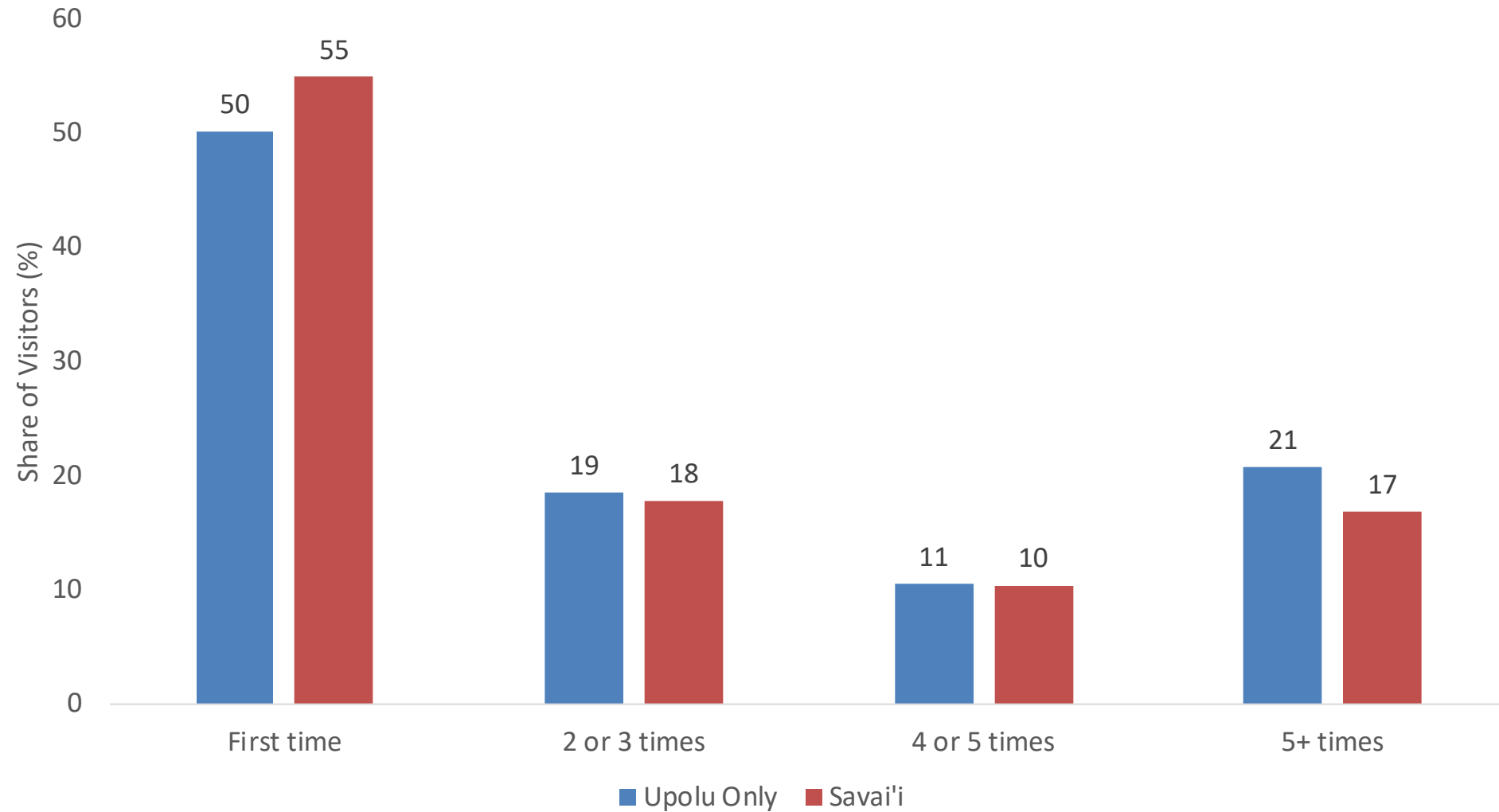


\*Multiple responses, therefore total does not add up to 100%.

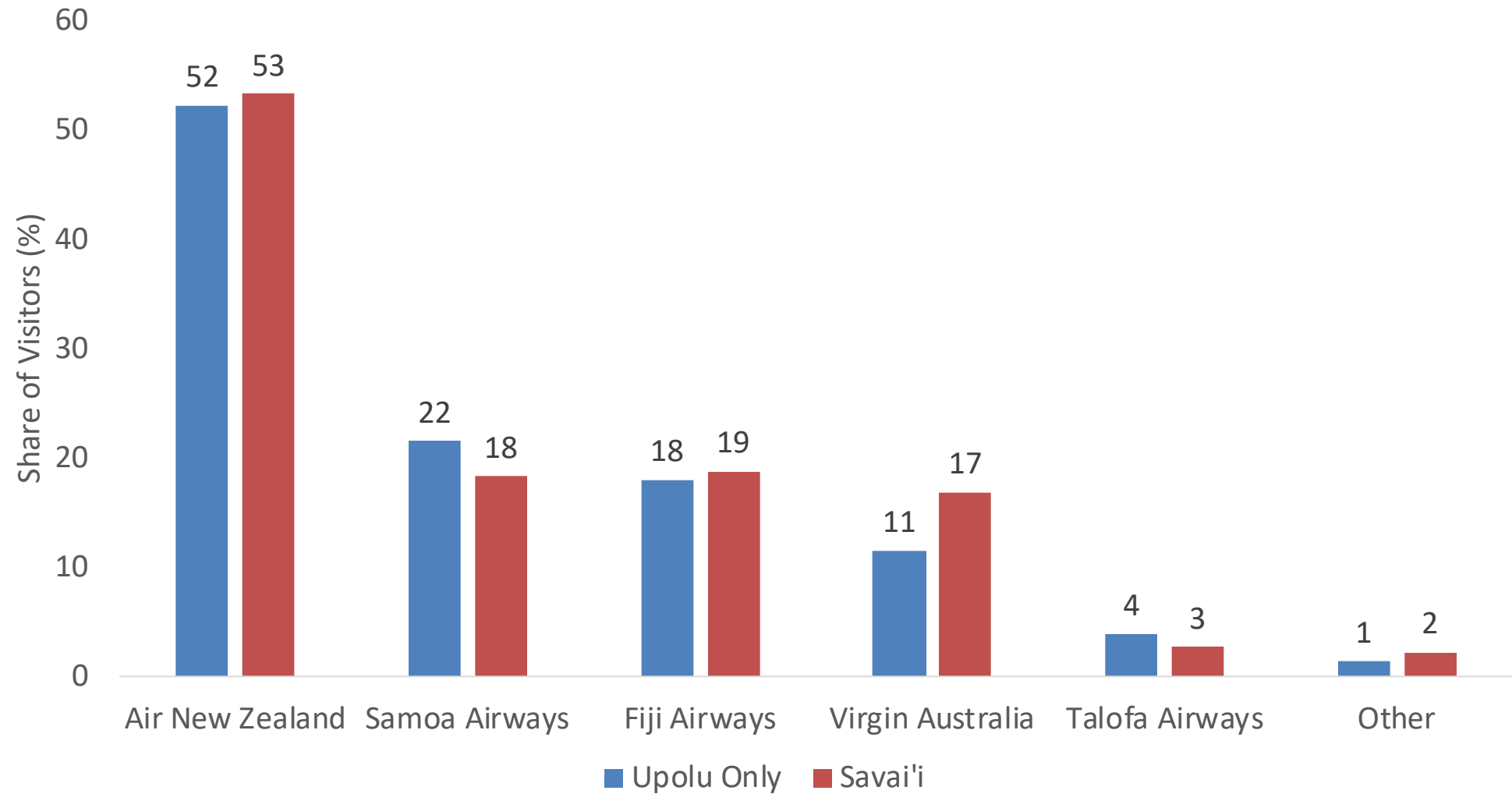
# Number of companions



# Previous visits to Samoa

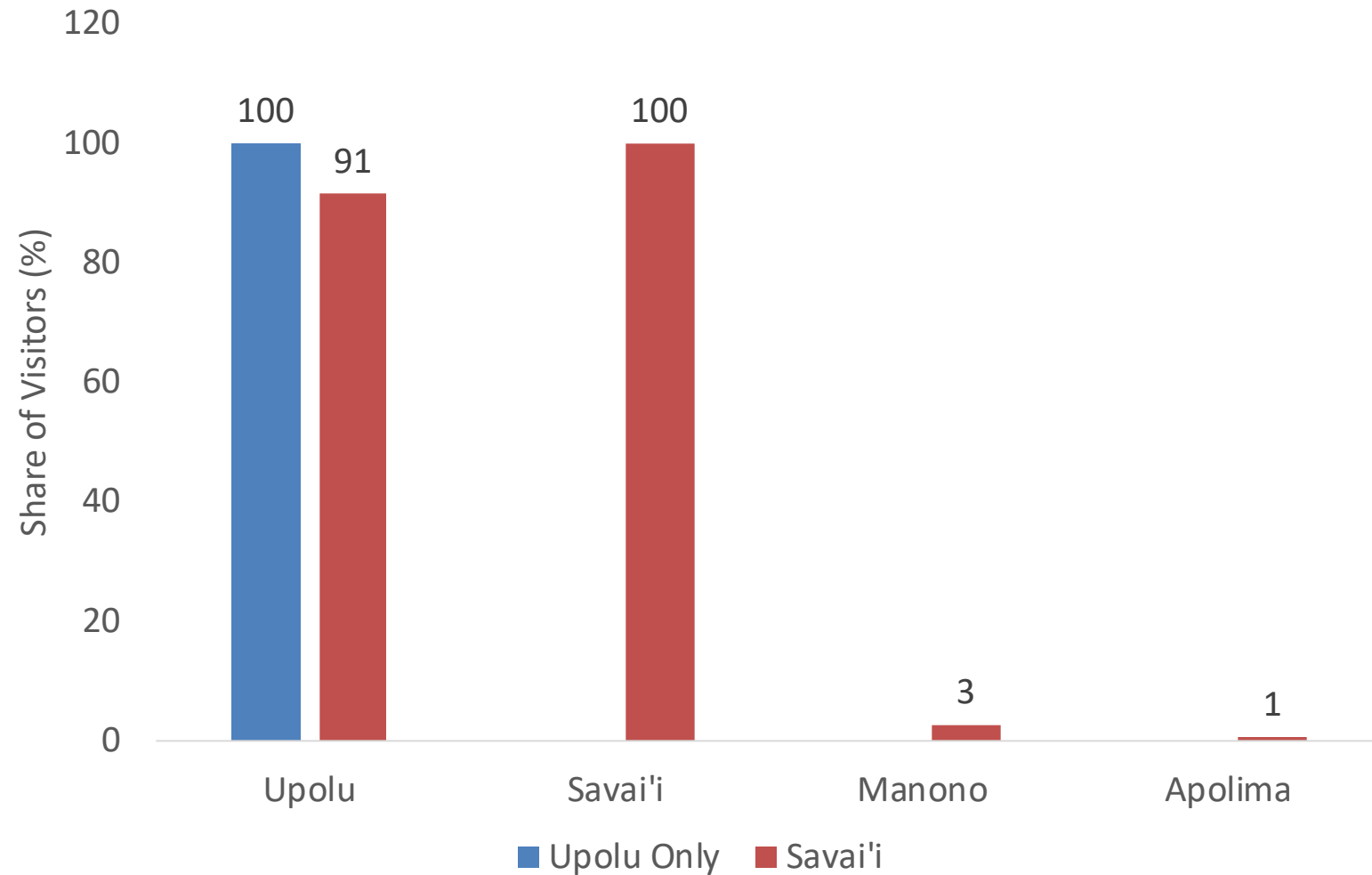


## Airline used



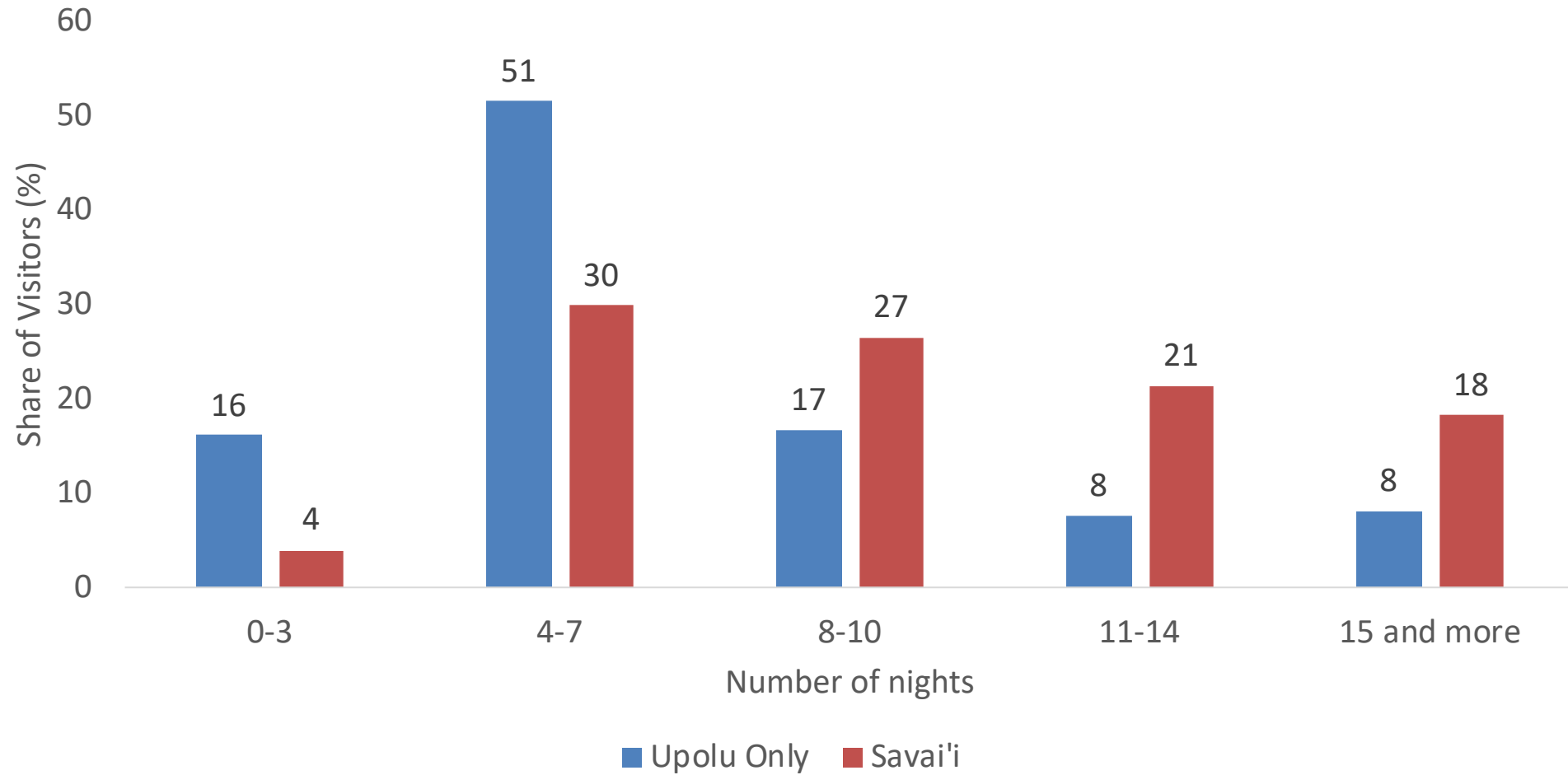


# Islands Visited



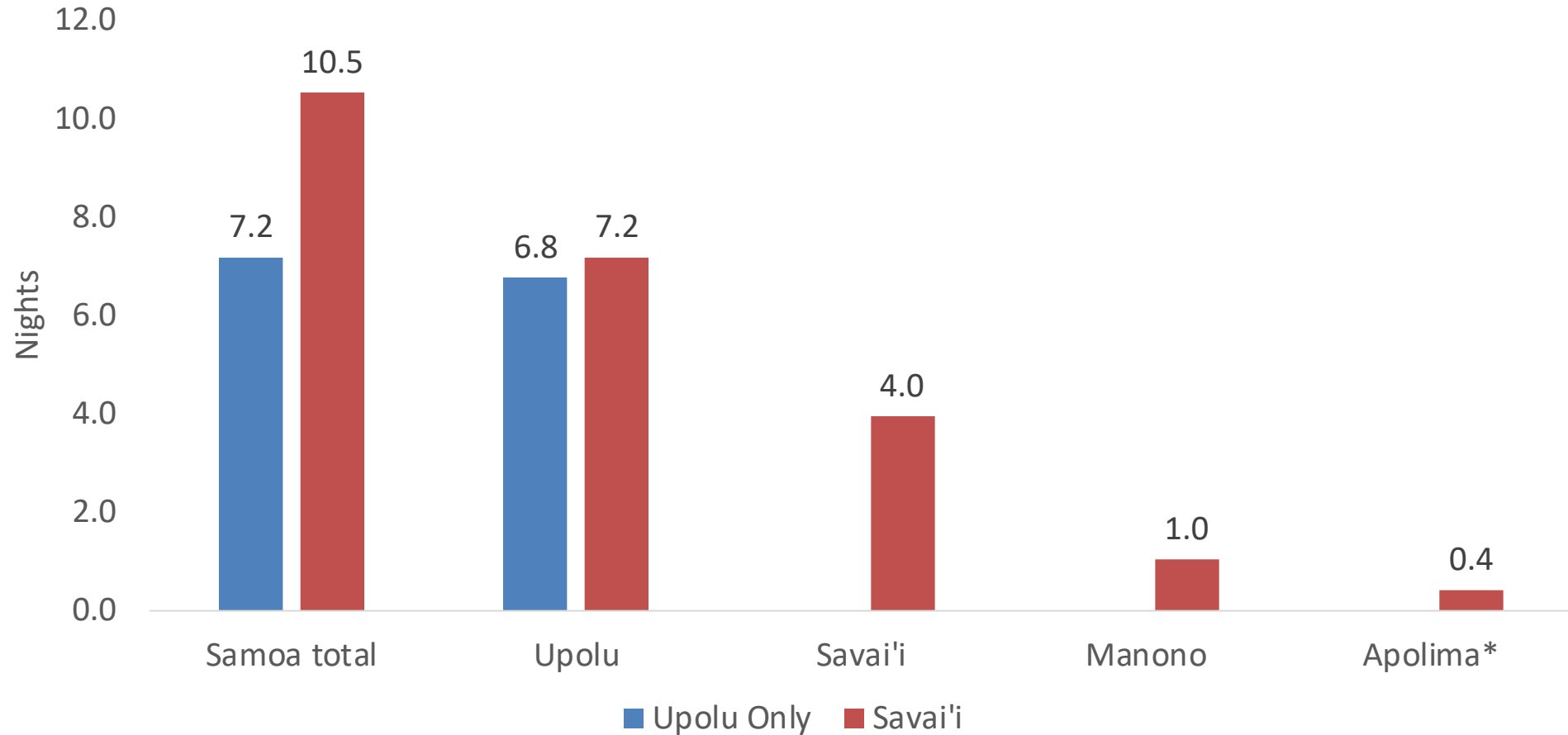
\*Multiple responses, therefore total does not add up to 100%.

# Length of stay



# Average length of stay

Average length of stay in the Samoa and on each island



\*: n=9

# Attractions Visited

## Upolu Only

### Top attractions on Upolu \*

- 69% Apia
- 43% To Sua Ocean Trench
- 41% Lalomanu beach
- 31% Piula Cave Pool
- 23% Togitogiga Falls
- 21% Papapapaitai Falls

## Savai'i & Upolu

### Top attractions on Upolu \*

- 57% Apia
- 54% To Sua Ocean Trench
- 53% Lalomanu beach
- 47% Mulifanua
- 39% Piula Cave Pool
- 29% Robert Louis Stevenson Museum

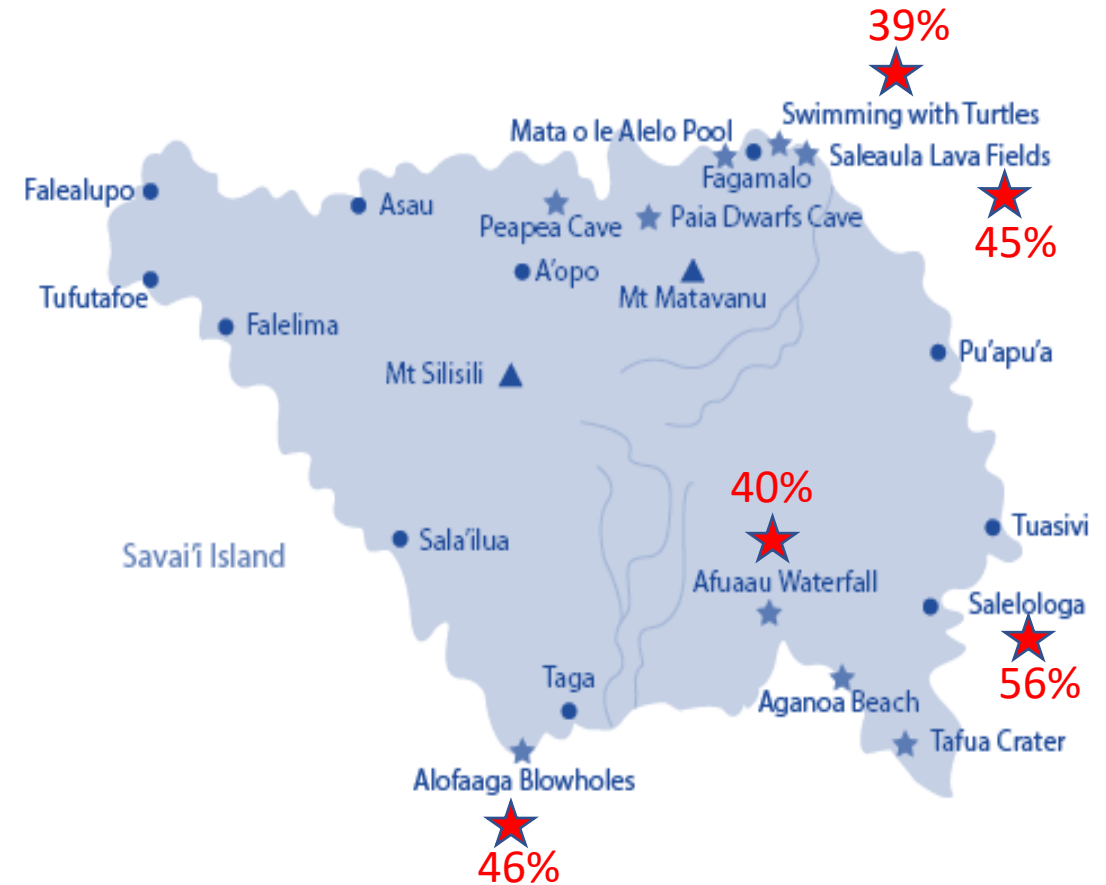
\*Multiple responses, therefore total does not add up to 100%.

# Destinations Visited

## Savai'i Island

### Top attractions - Savai'i \*

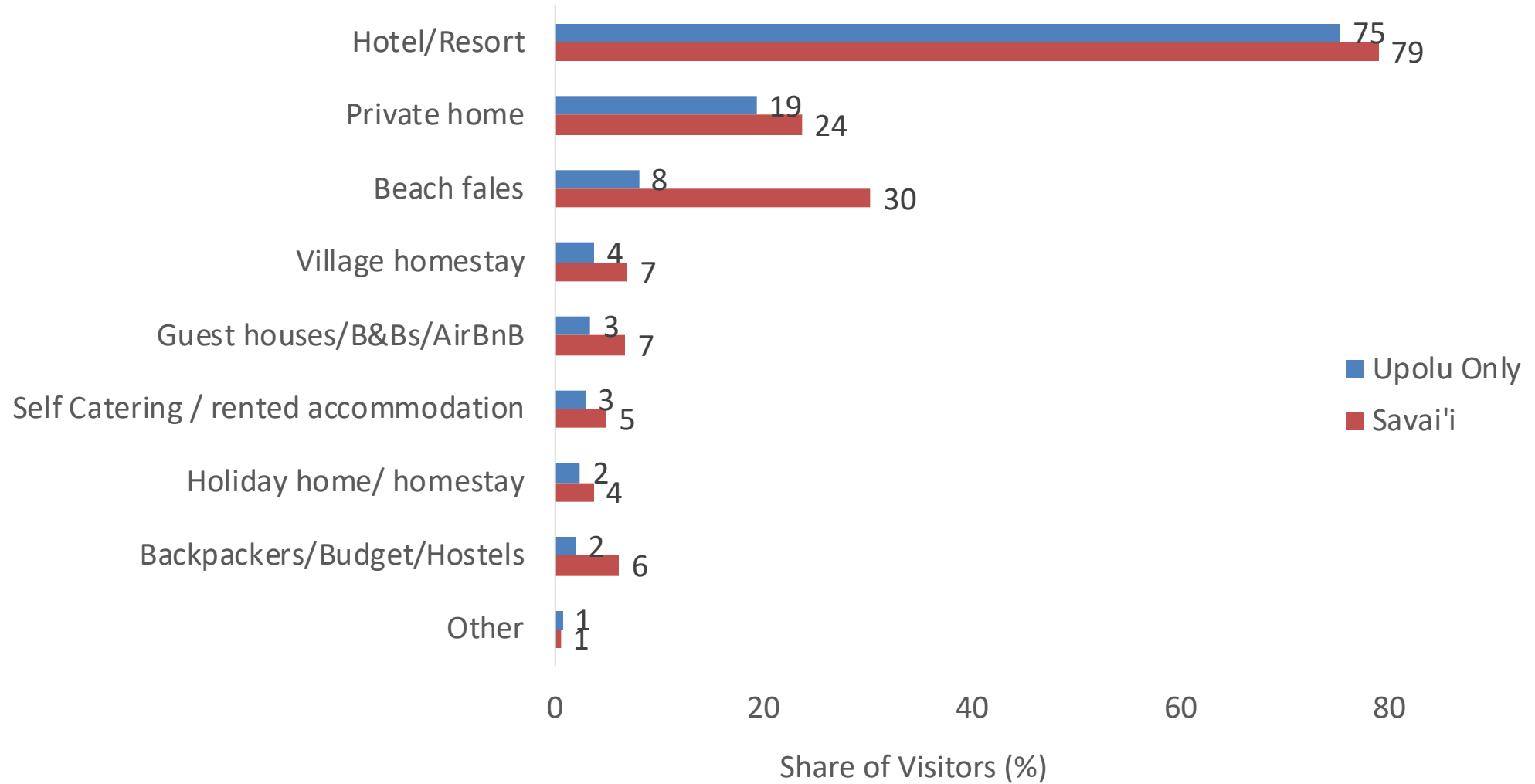
- 56% Salelologa
- 46% Alofaaga Blowholes
- 45% Saleaula Lava Fields
- 40% Afuaau Waterfall
- 39% Swimming with Turtles



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

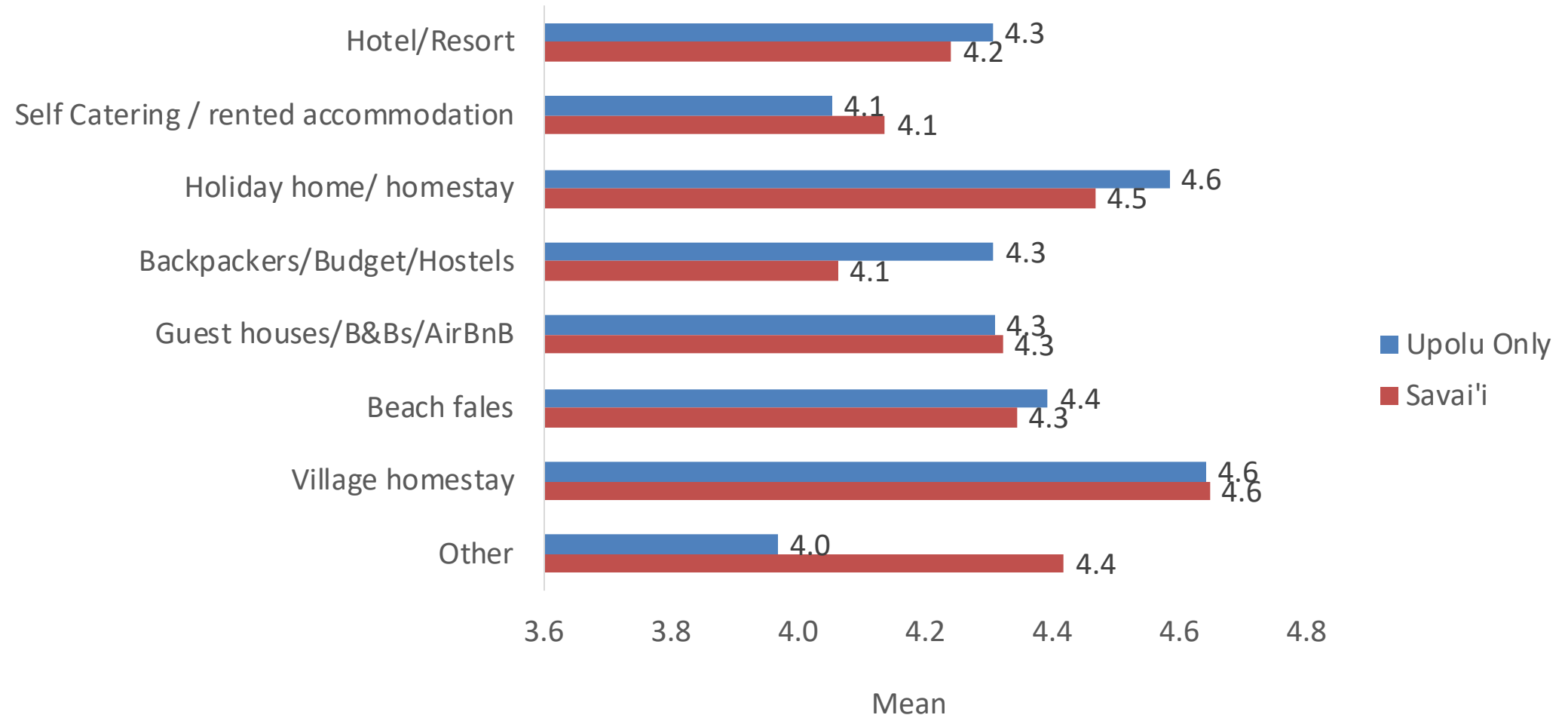


# Accommodation types



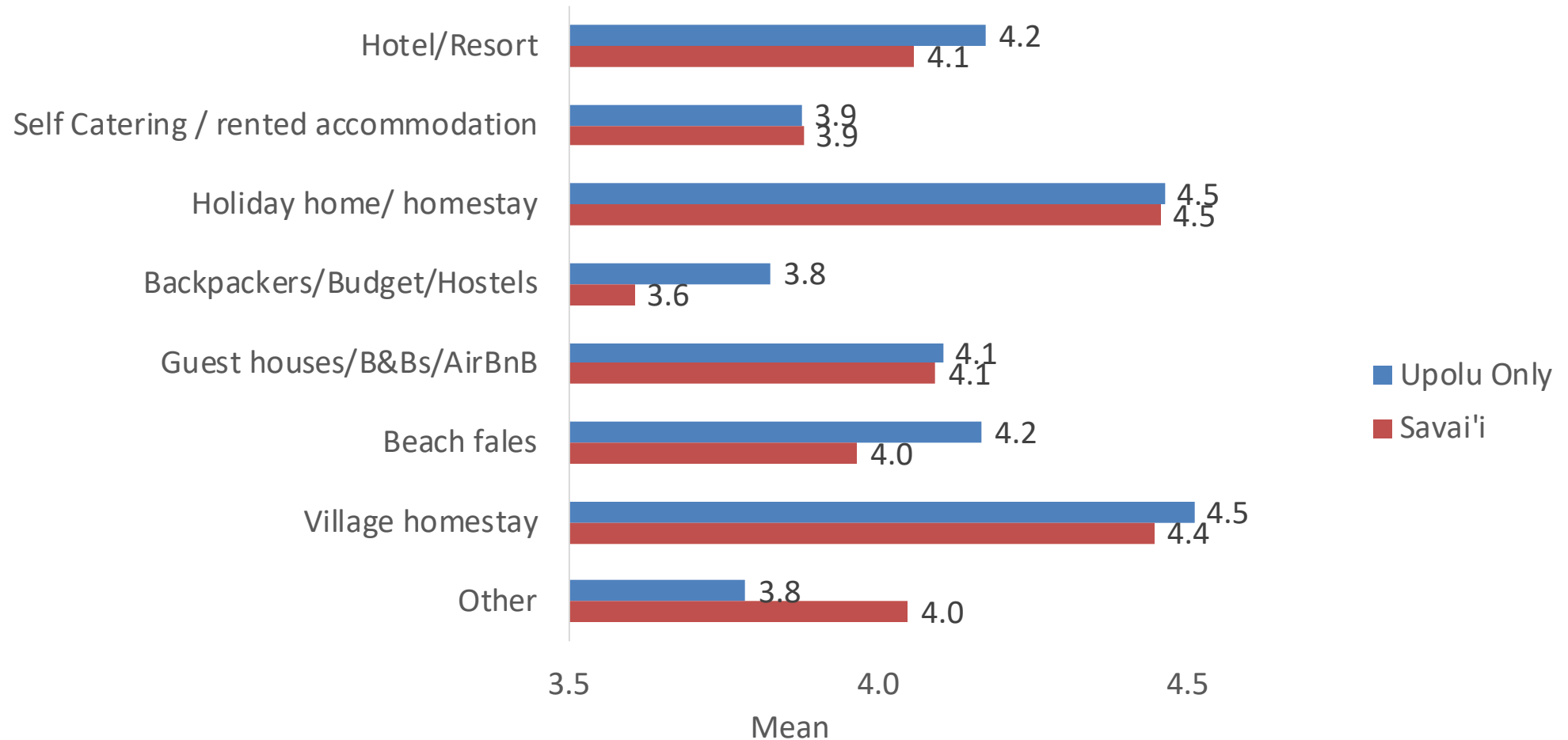
# Satisfaction with accommodation types

## Level of service



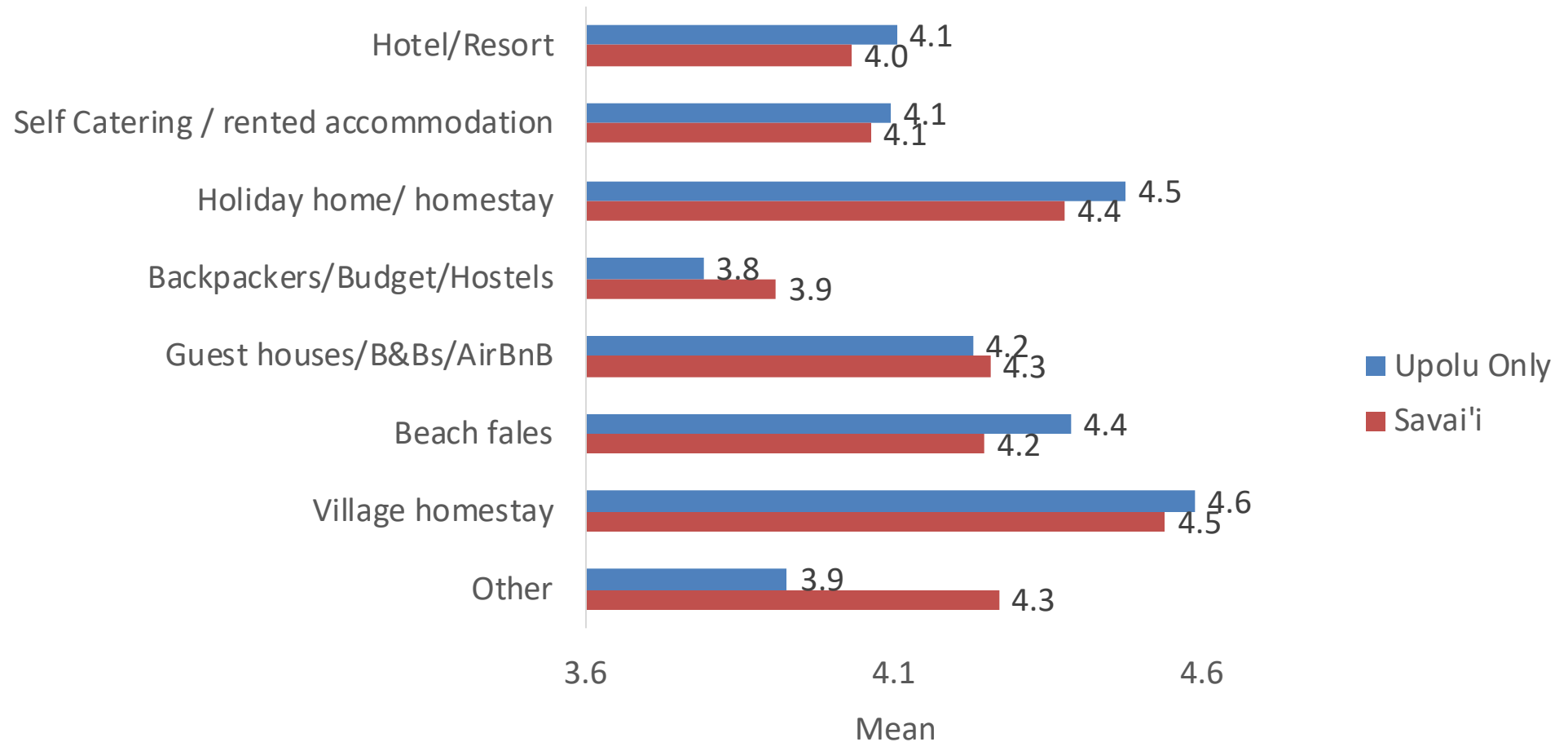
# Satisfaction with accommodation types

## Quality, availability and maintenance of facilities

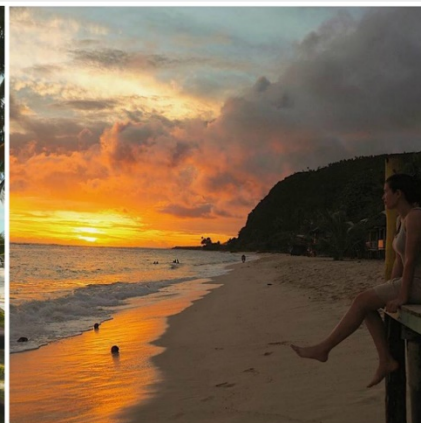
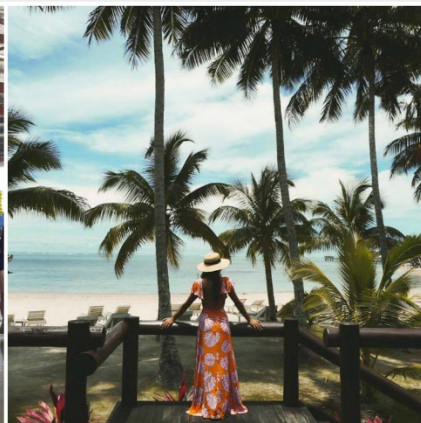
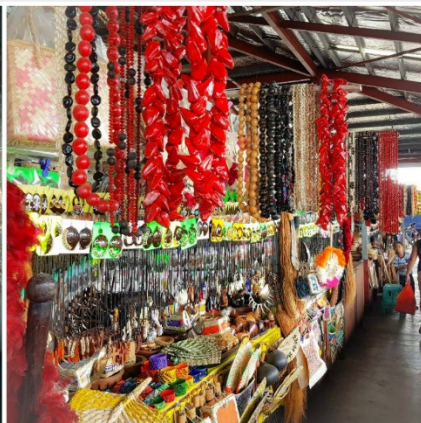
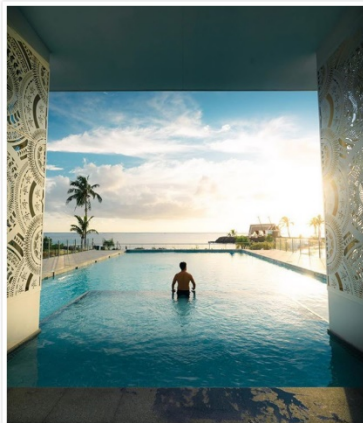


# Satisfaction with accommodation types

## Overall value for money

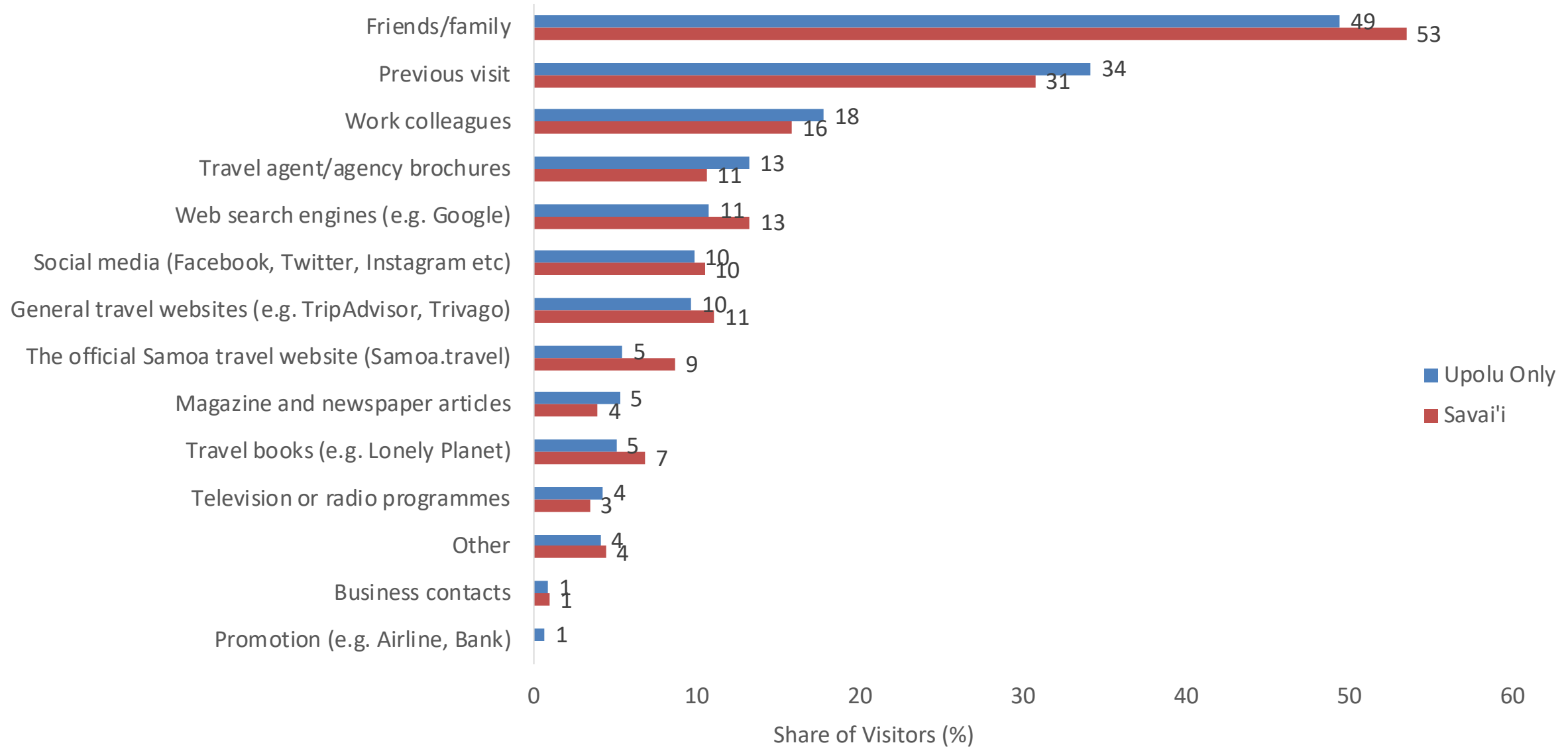


# Information Sources & Purchasing Behaviour

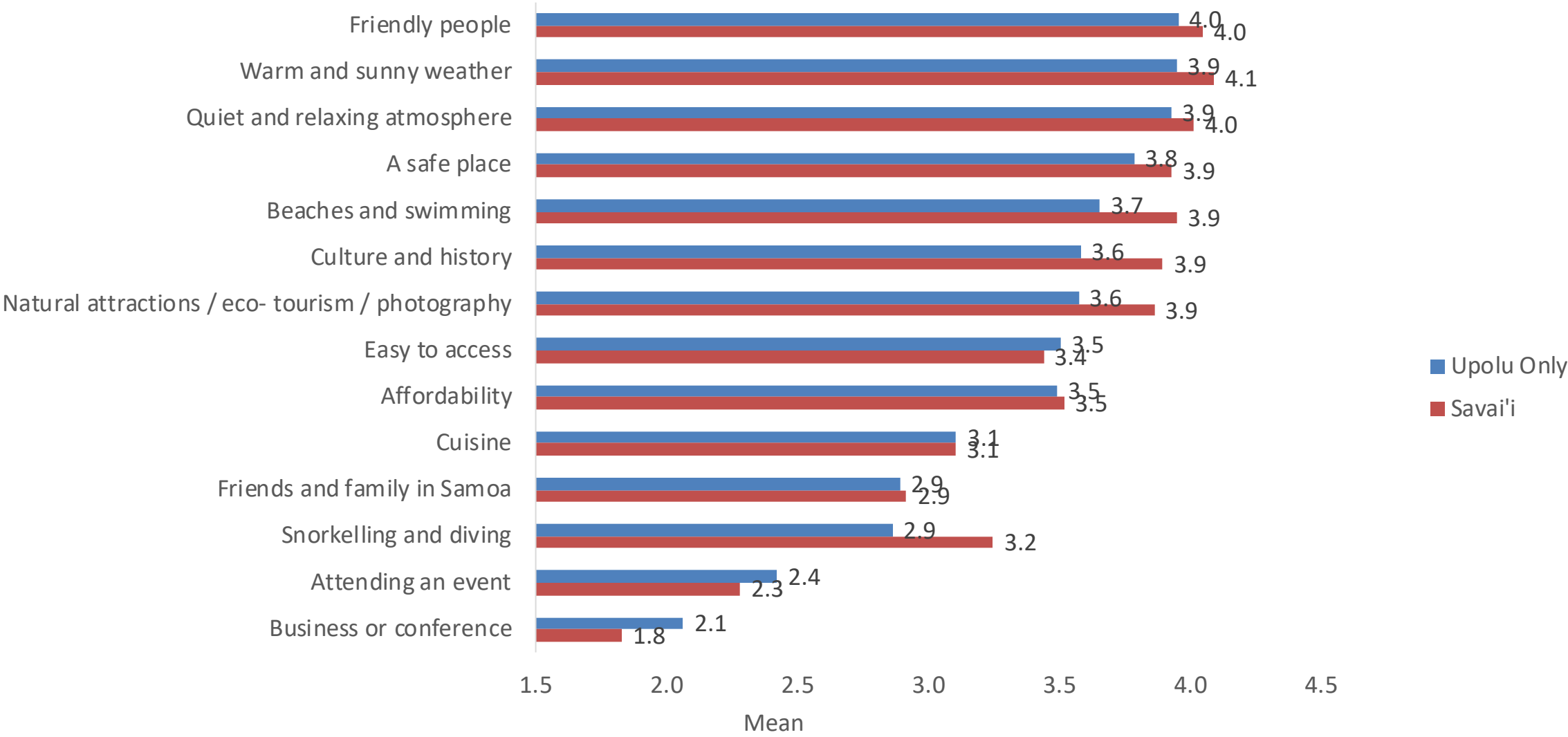




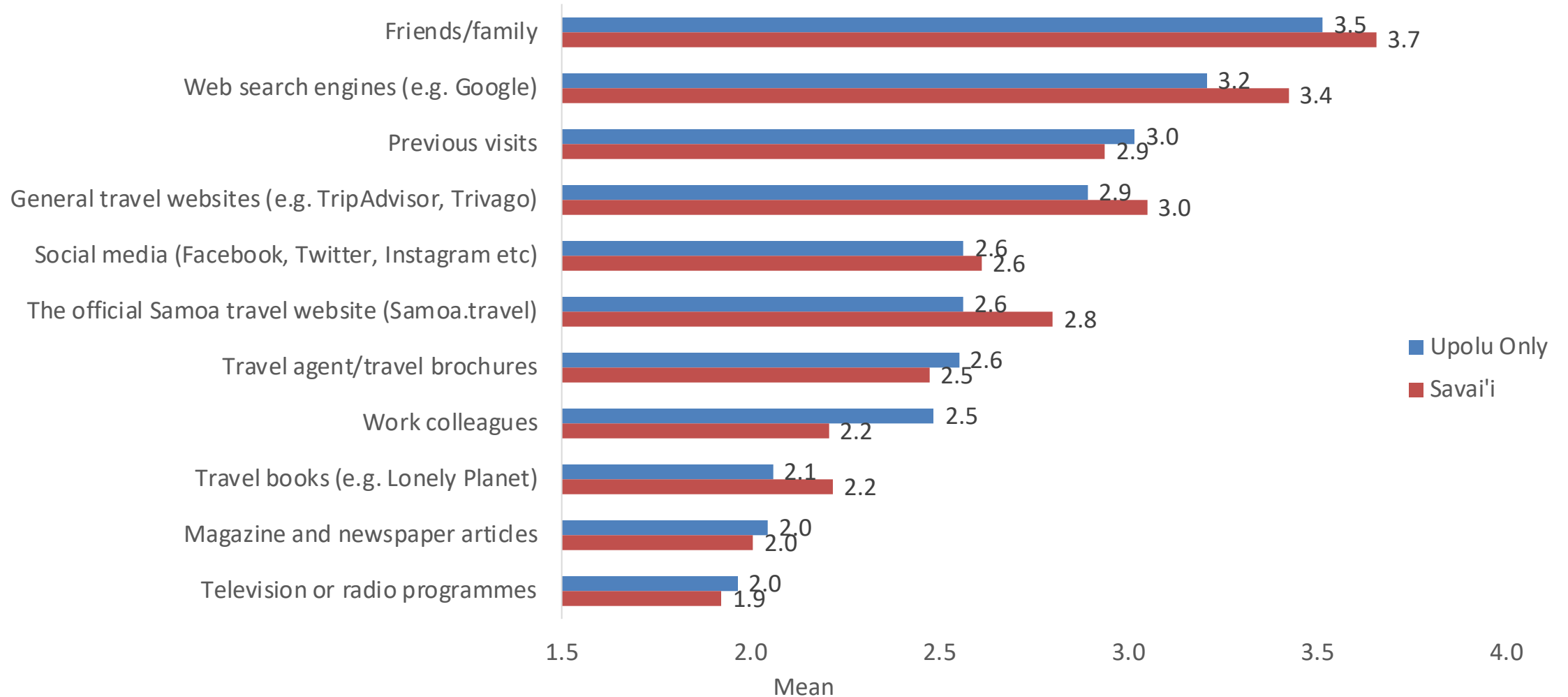
# How did you find out about Samoa?



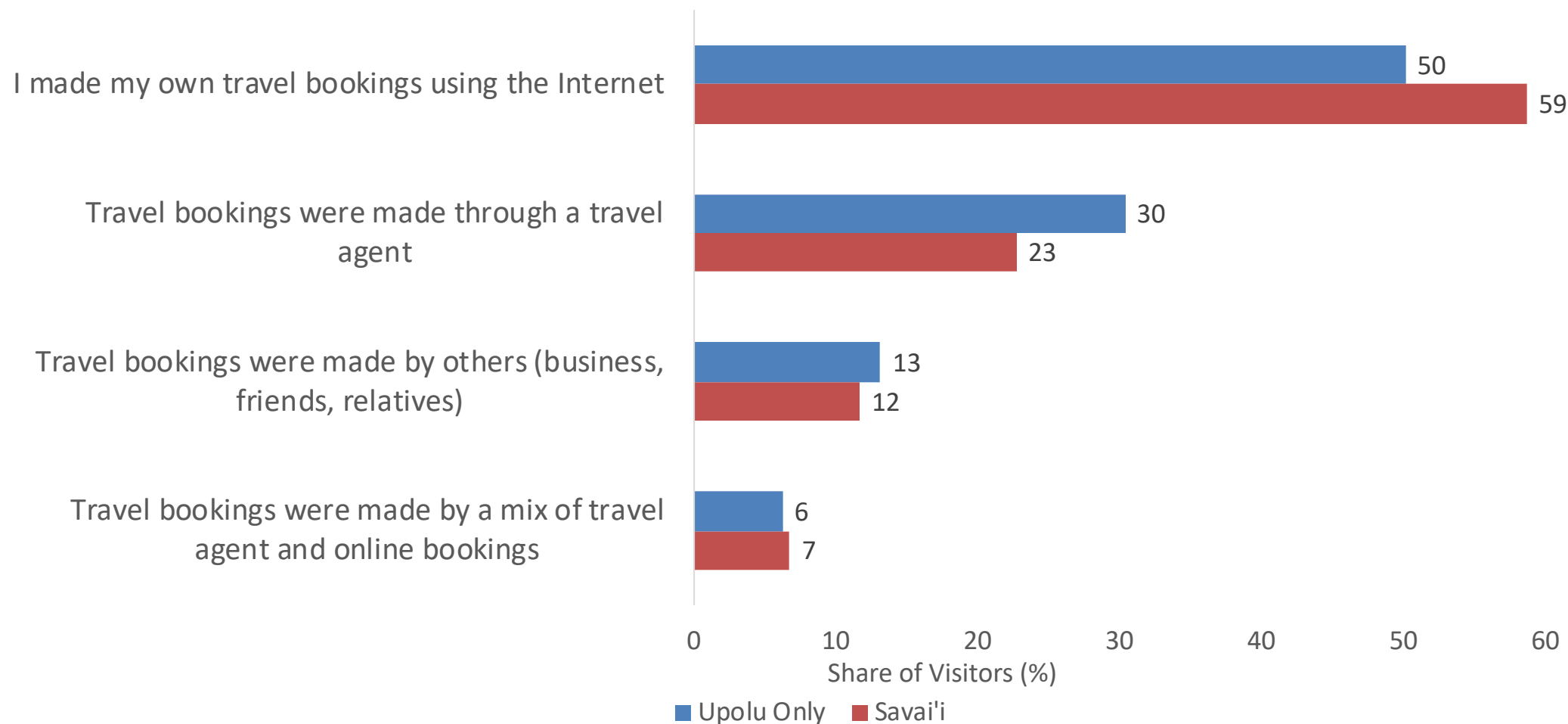
# Influential factors in your choice to visit Samoa



# Importance of information sources



# How did you purchase your travel?

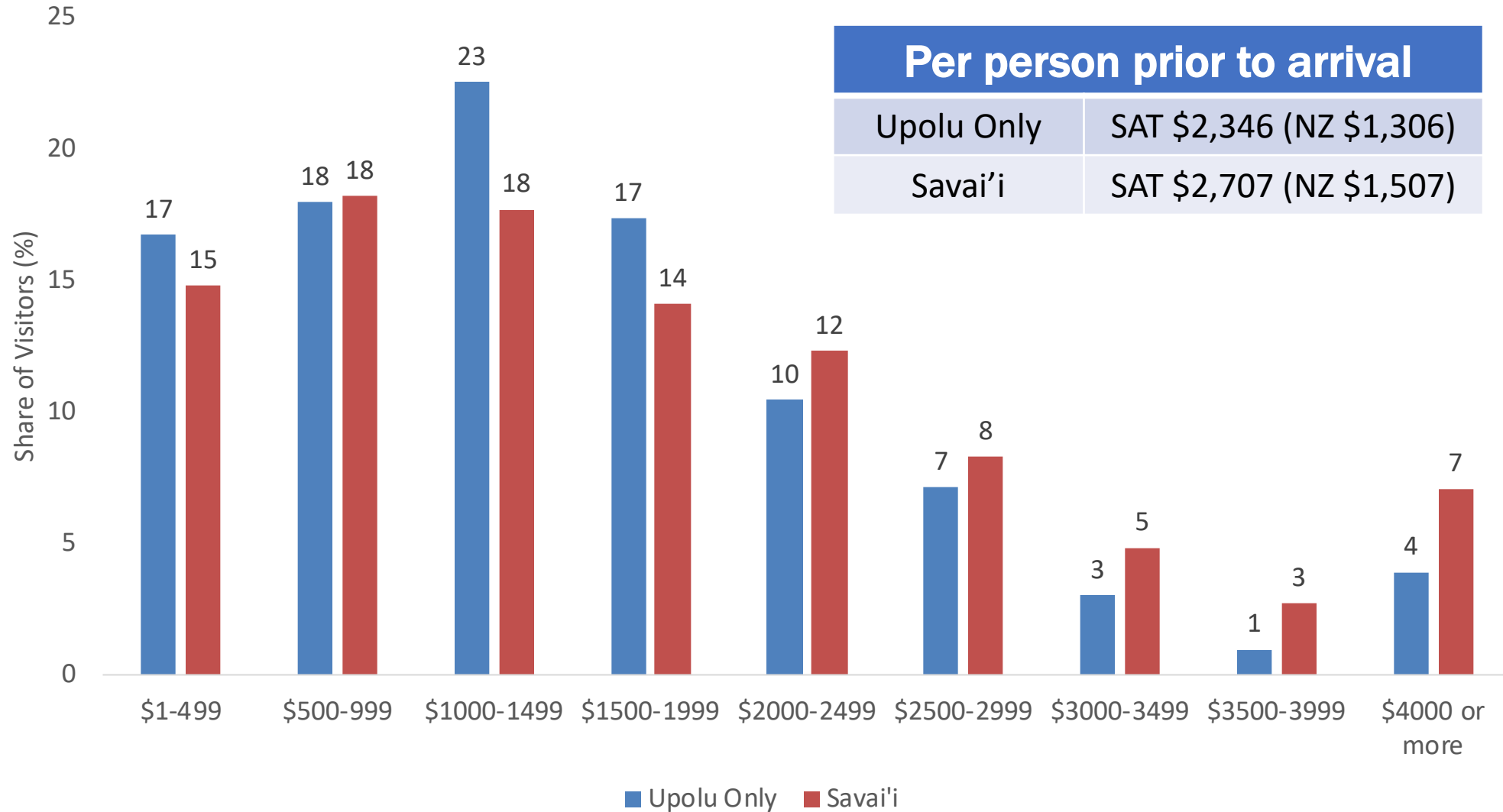


# Visitor Expenditure

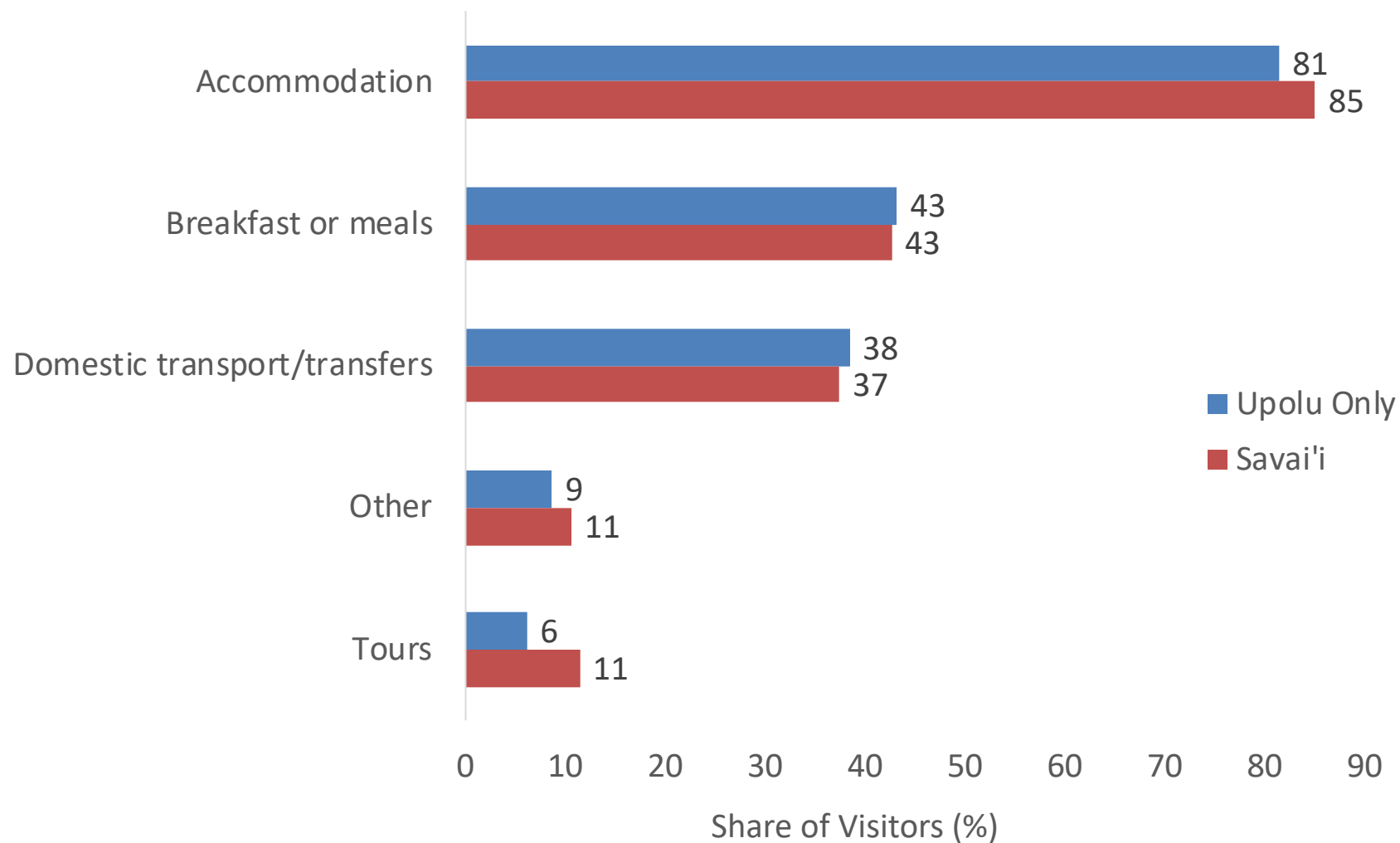




# Prepaid Expenditure



# Prepaid Items



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

## In-Country Expenditure Per Person Per Day

Expenditure Items	Upolu Only (SAT\$)	Savai'i (SAT\$)
Accommodation	45	47
Restaurants cafes & bars	35	30
Vehicle rental	15	17
Petrol	5	6
Bus/taxi	3	2
Ferry	0	3
Groceries	12	13
Shopping	16	12
Tours/activities	8	8
Donations	7	6
Internet/telecommunication	2	1
Other	9	7
<b>Total Expenditure</b>	<b>157</b>	<b>153</b>



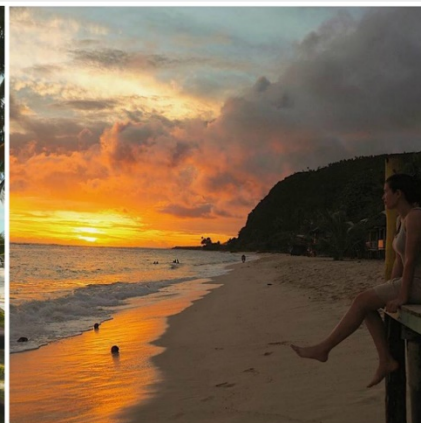
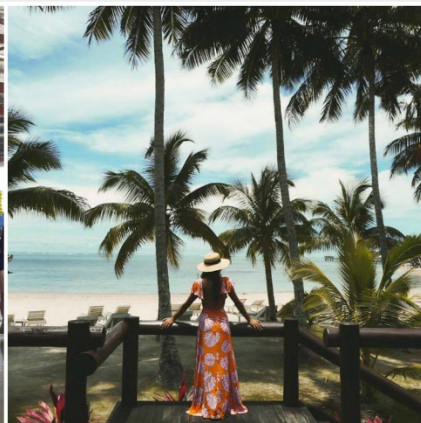
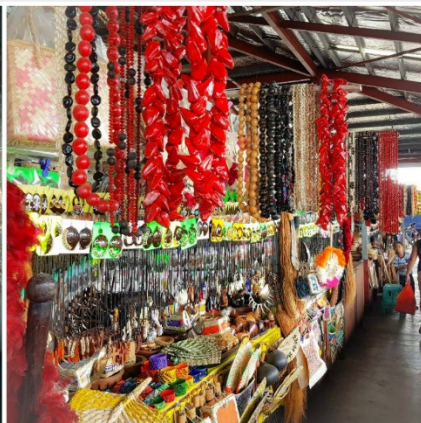
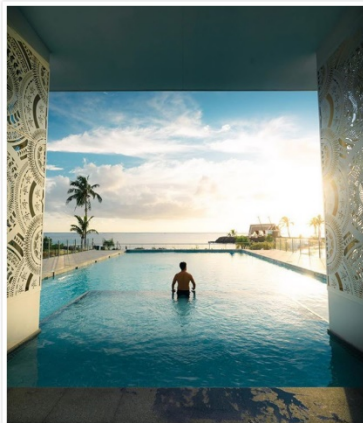
### Per person per day while in:

Upolu Only	SAT \$157 (NZ \$87)
Savai'i	SAT \$153 (NZ \$85)

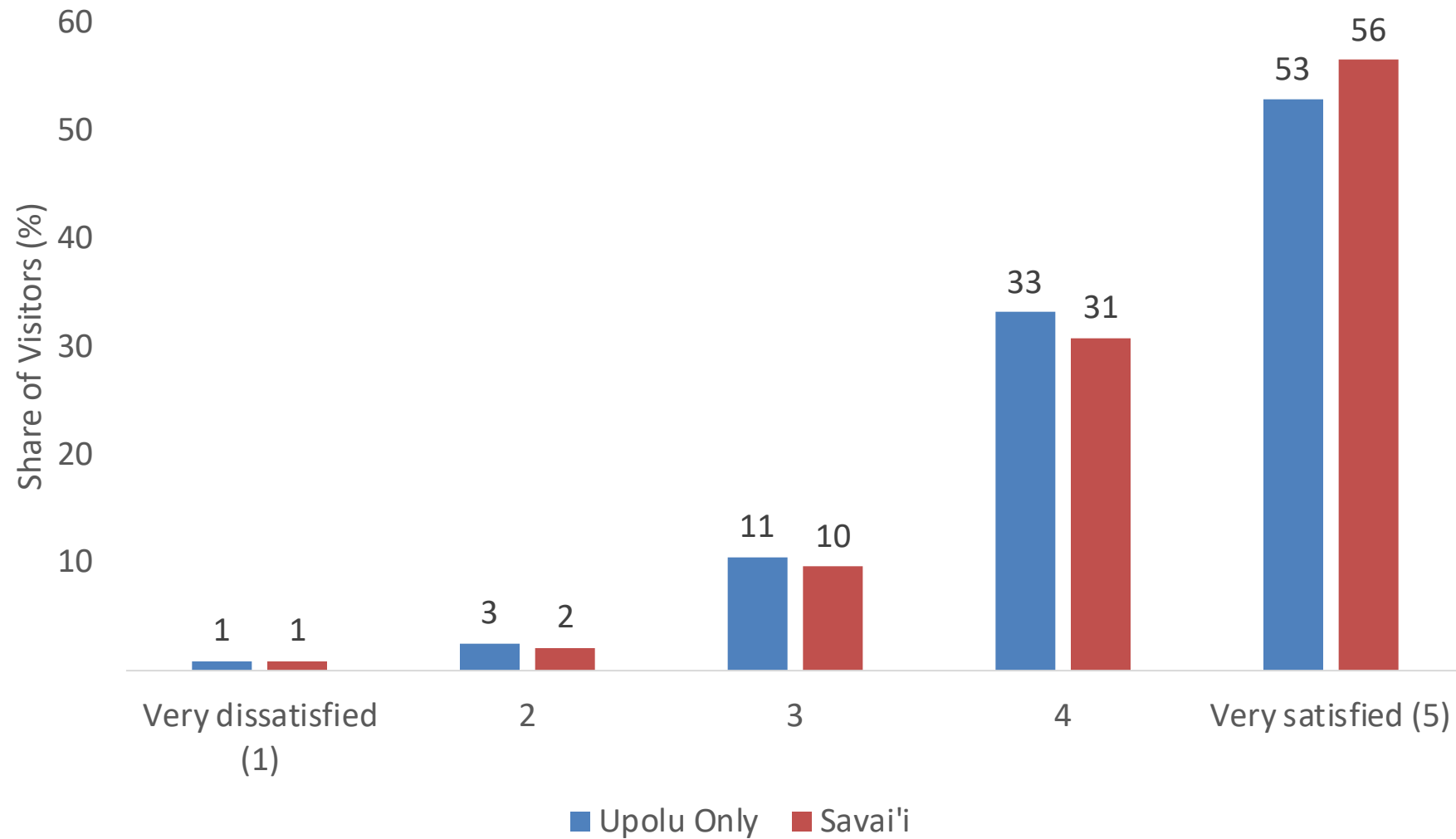
# Spending

	Upolu Only	Savai'i
Average spend per person <b>prior to arrival</b> flowing back to Samoa	SAT\$1,290/NZ\$718	SAT\$1,489/NZ\$829
Average spend <b>in country</b> per person per day	SAT\$157/NZ\$87	SAT\$153/NZ\$85
Average length of stay in Samoa (nights)	7.2	10.5
<b>TOTAL SPEND PER VISIT FLOWING BACK TO LOCAL ECONOMY</b>	<b>SAT\$2,420/NZ\$1,344</b>	<b>SAT\$3,096/NZ\$1,722</b>

# Visitor Satisfaction

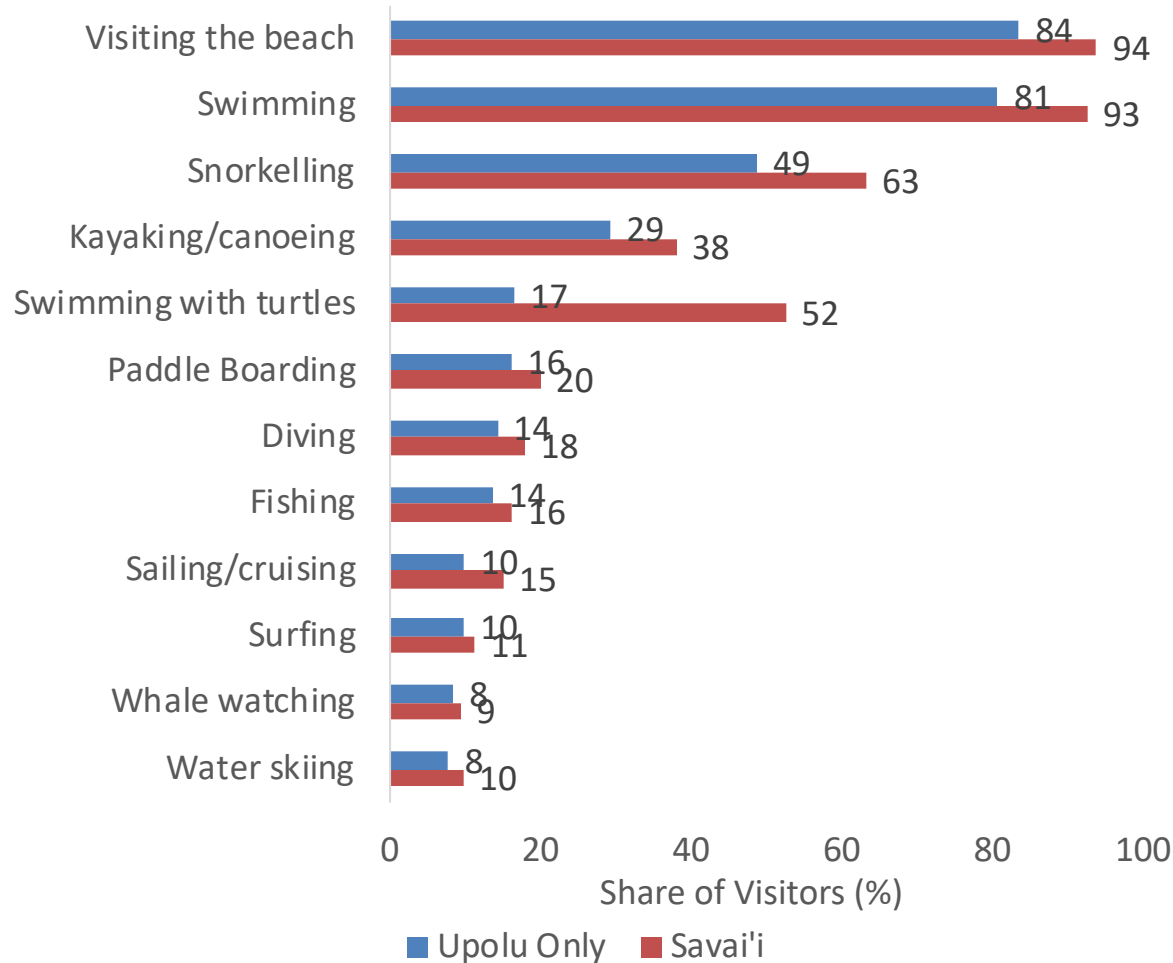


# Overall satisfaction

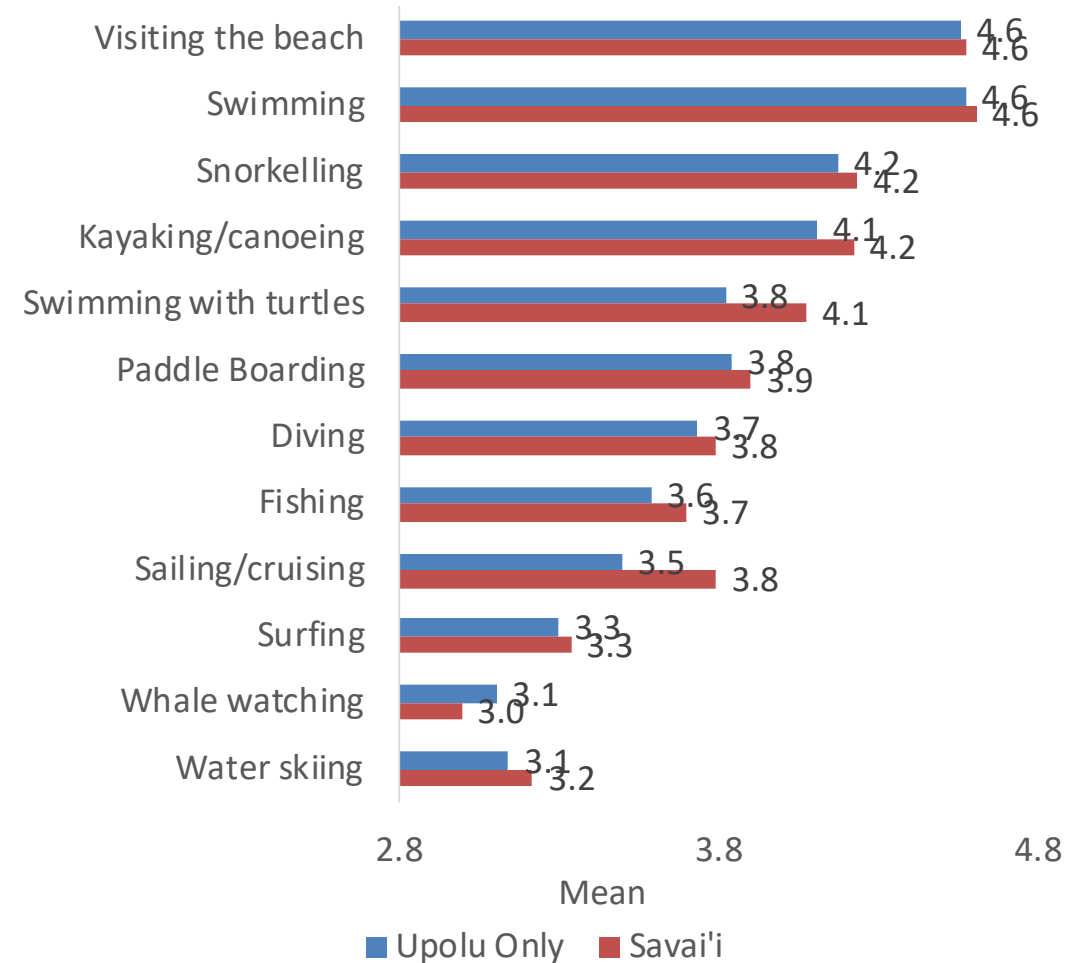


# Water-based Activities

## Degree of Participation

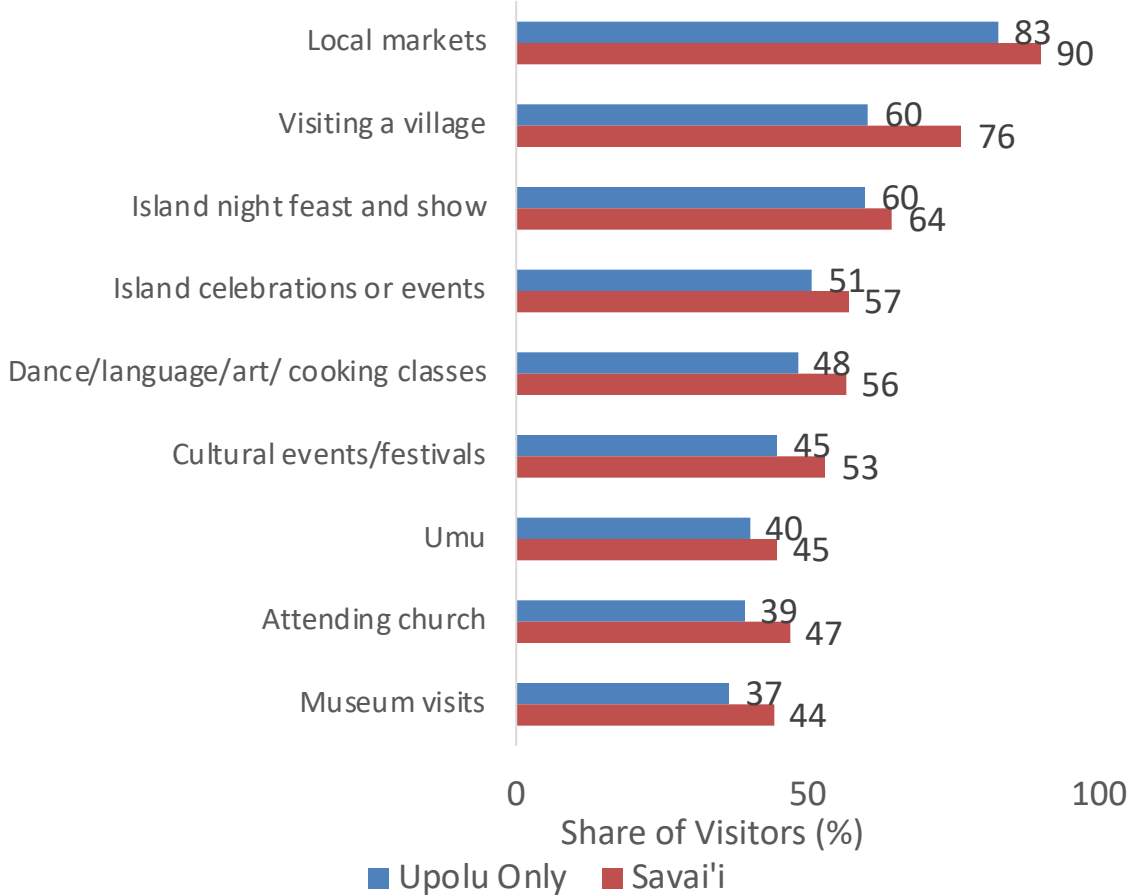


## Degree of Satisfaction

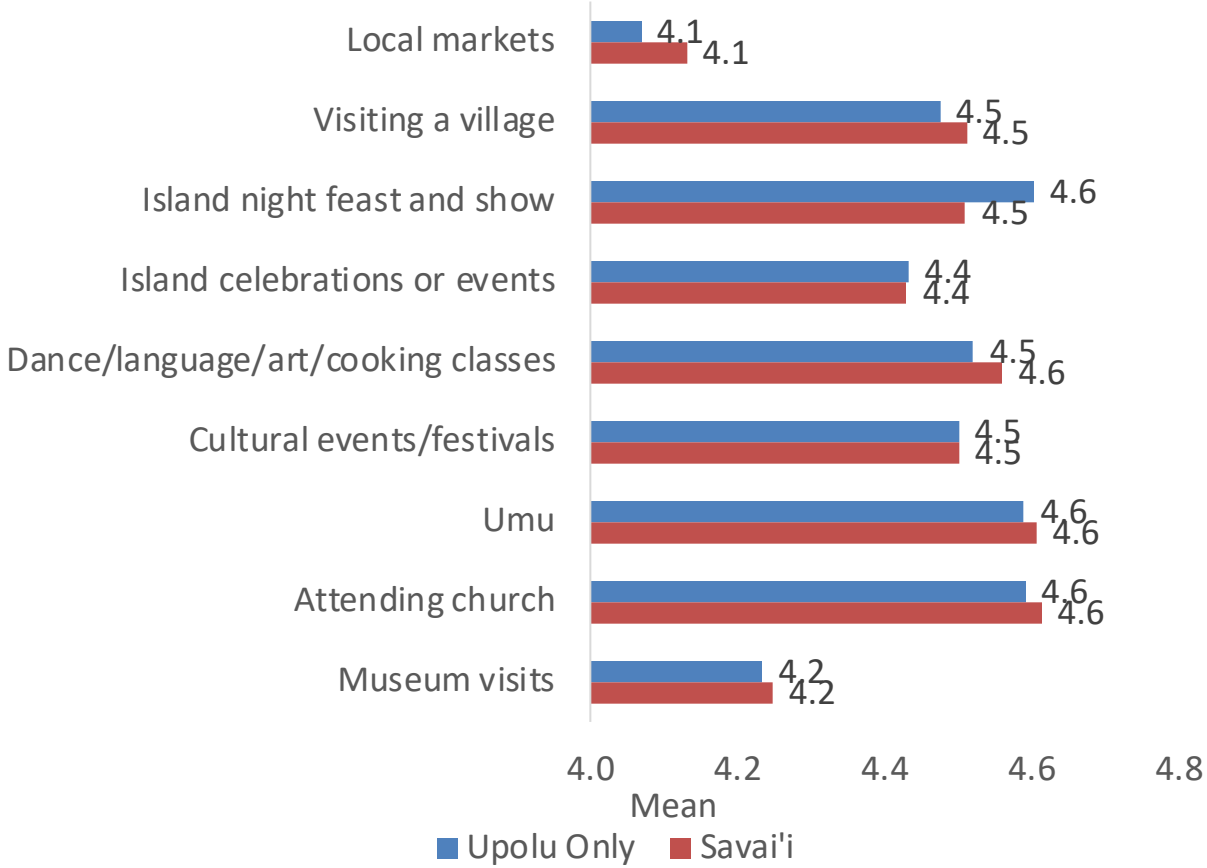


# Cultural Interactions

## Degree of Participation



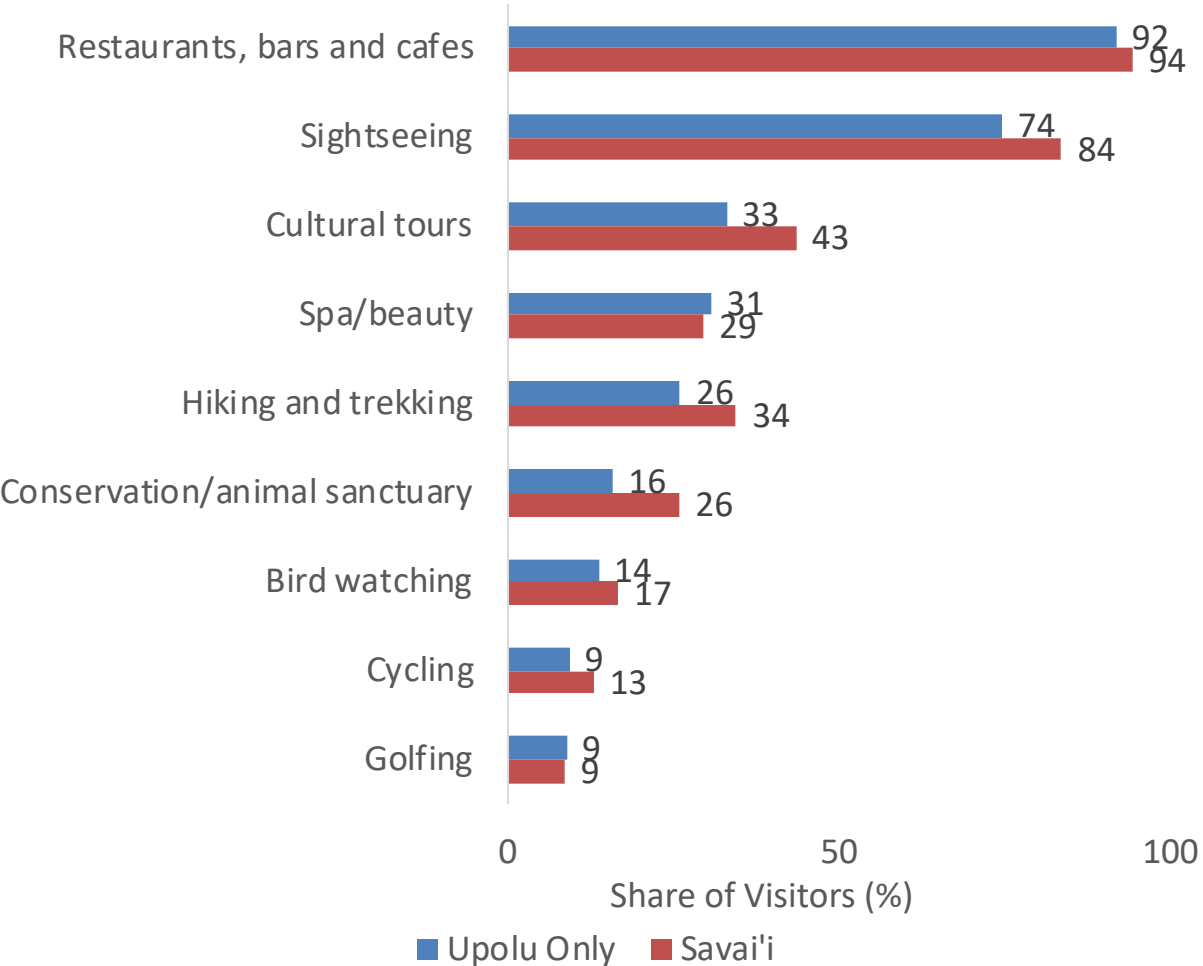
## Degree of Satisfaction



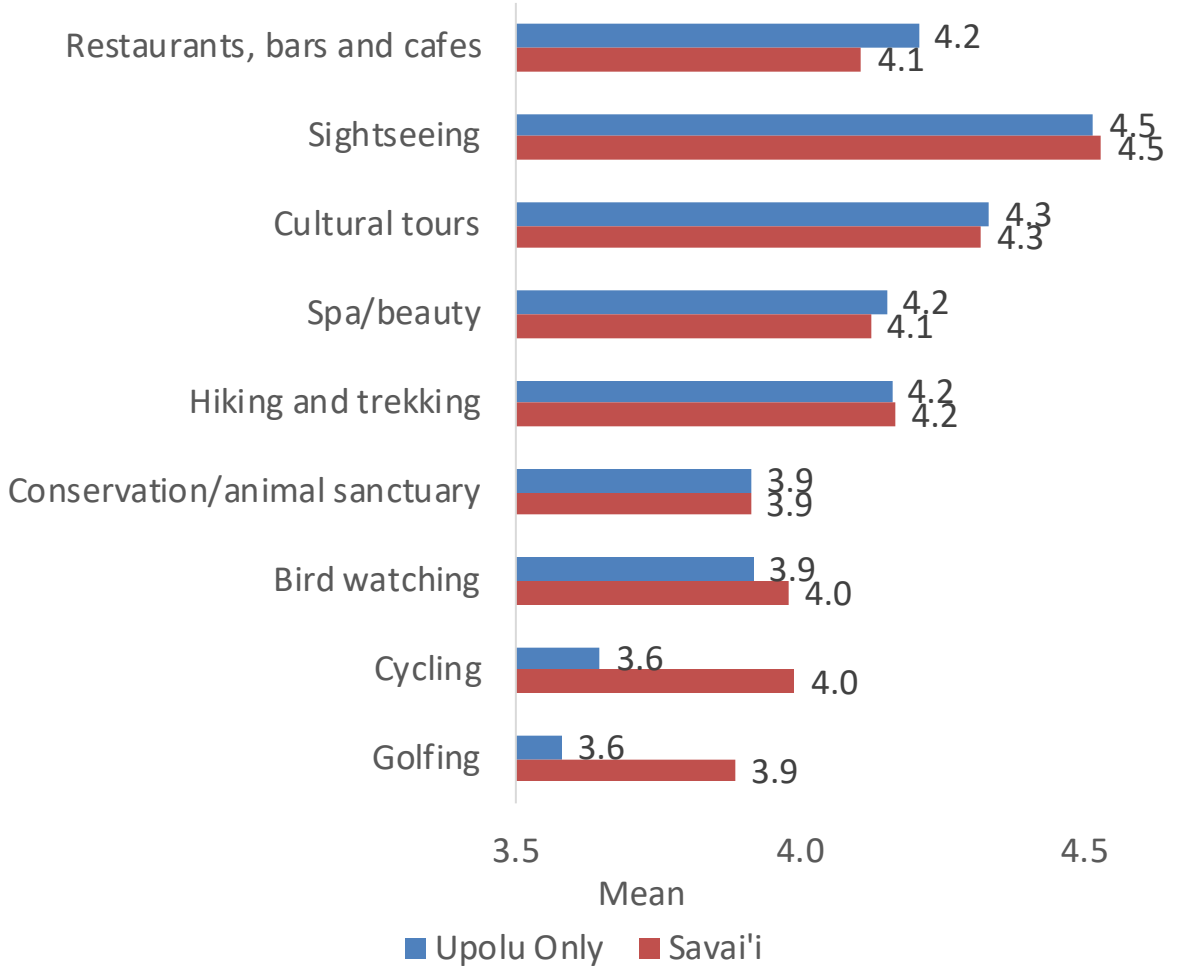


# Land-based Activities

## Degree of Participation

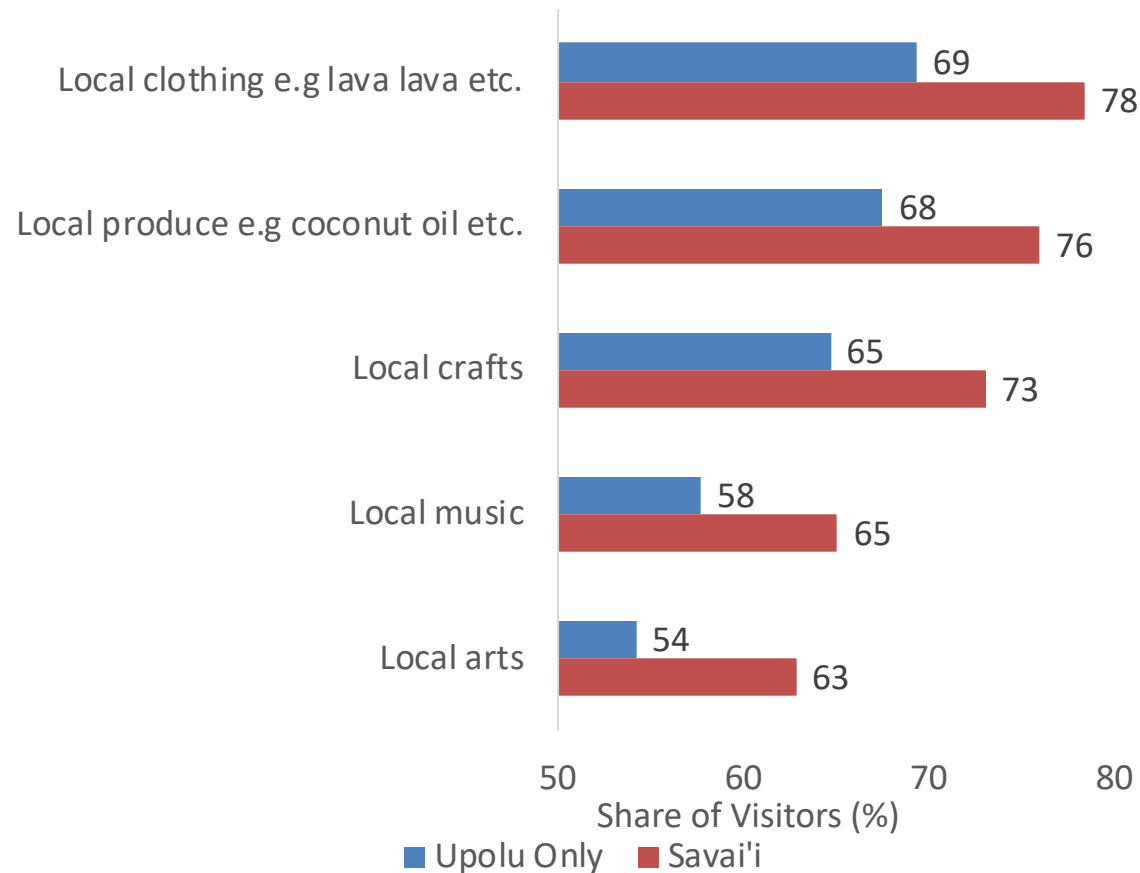


## Degree of Satisfaction

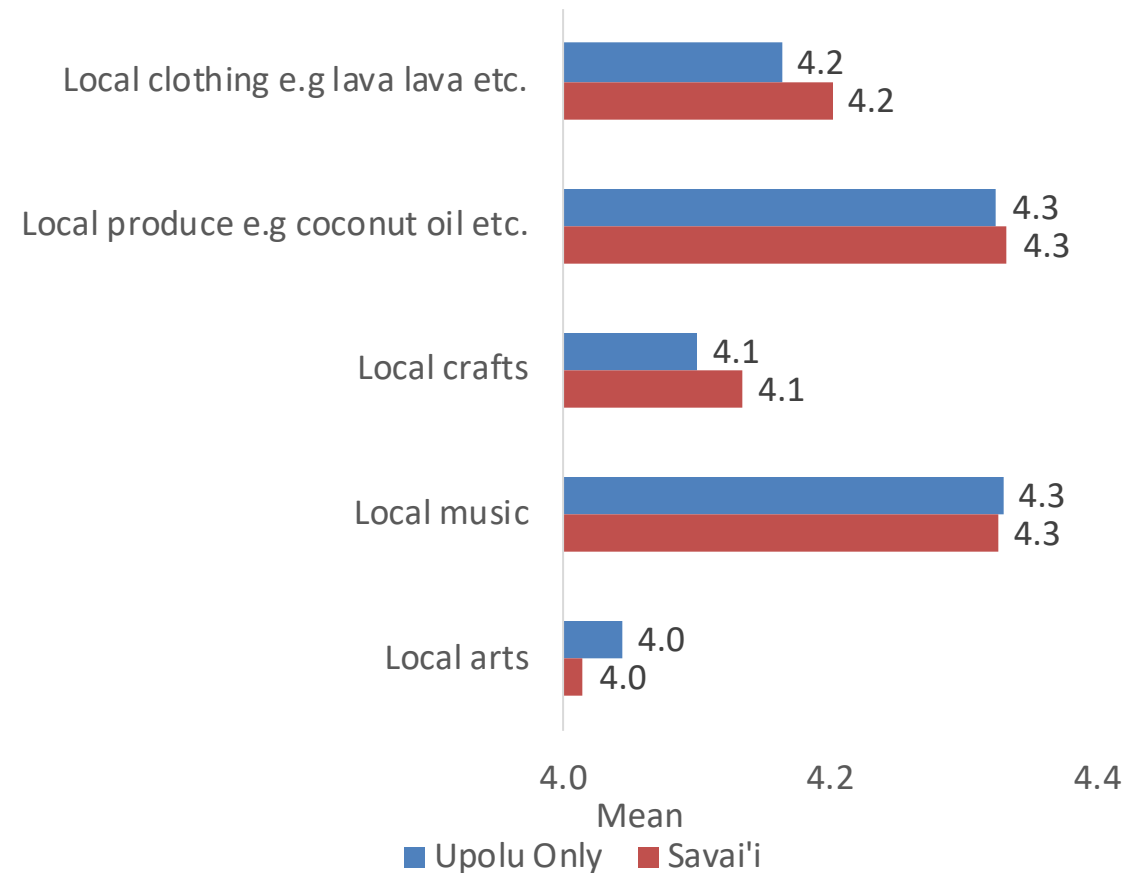


# Shopping

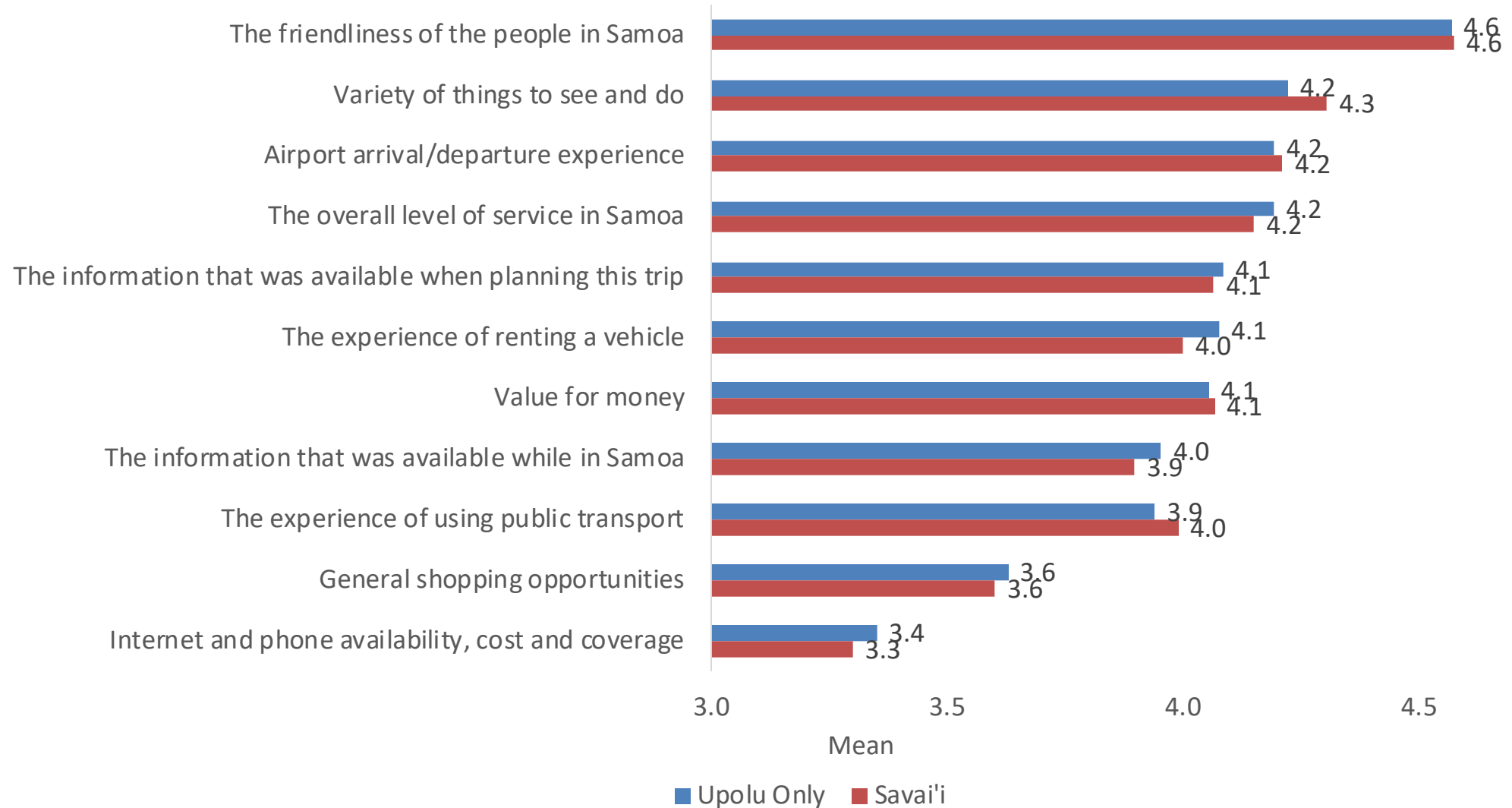
## Degree of Participation



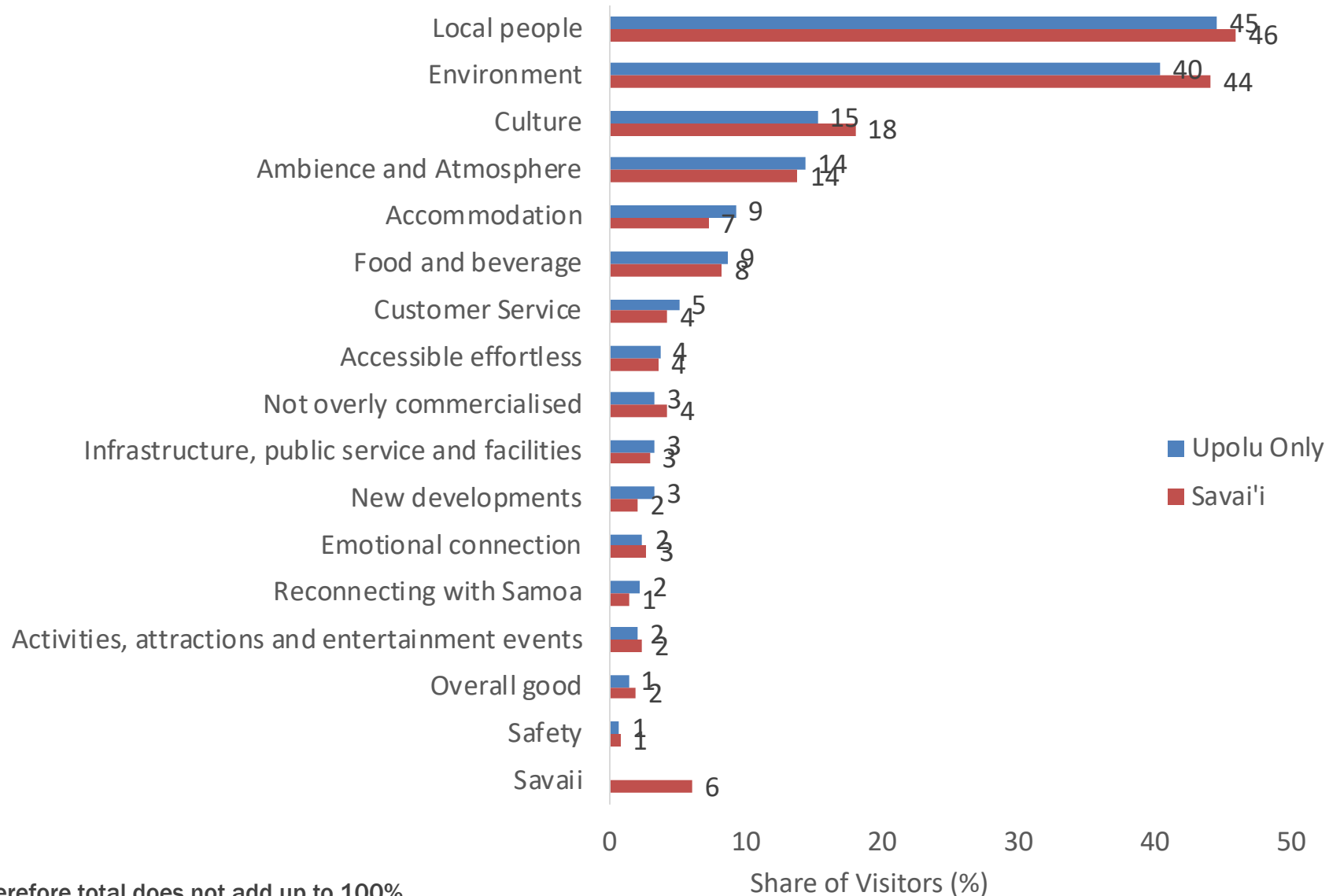
## Degree of Satisfaction



# Satisfaction with Samoa



# Most Appealing Aspects\*



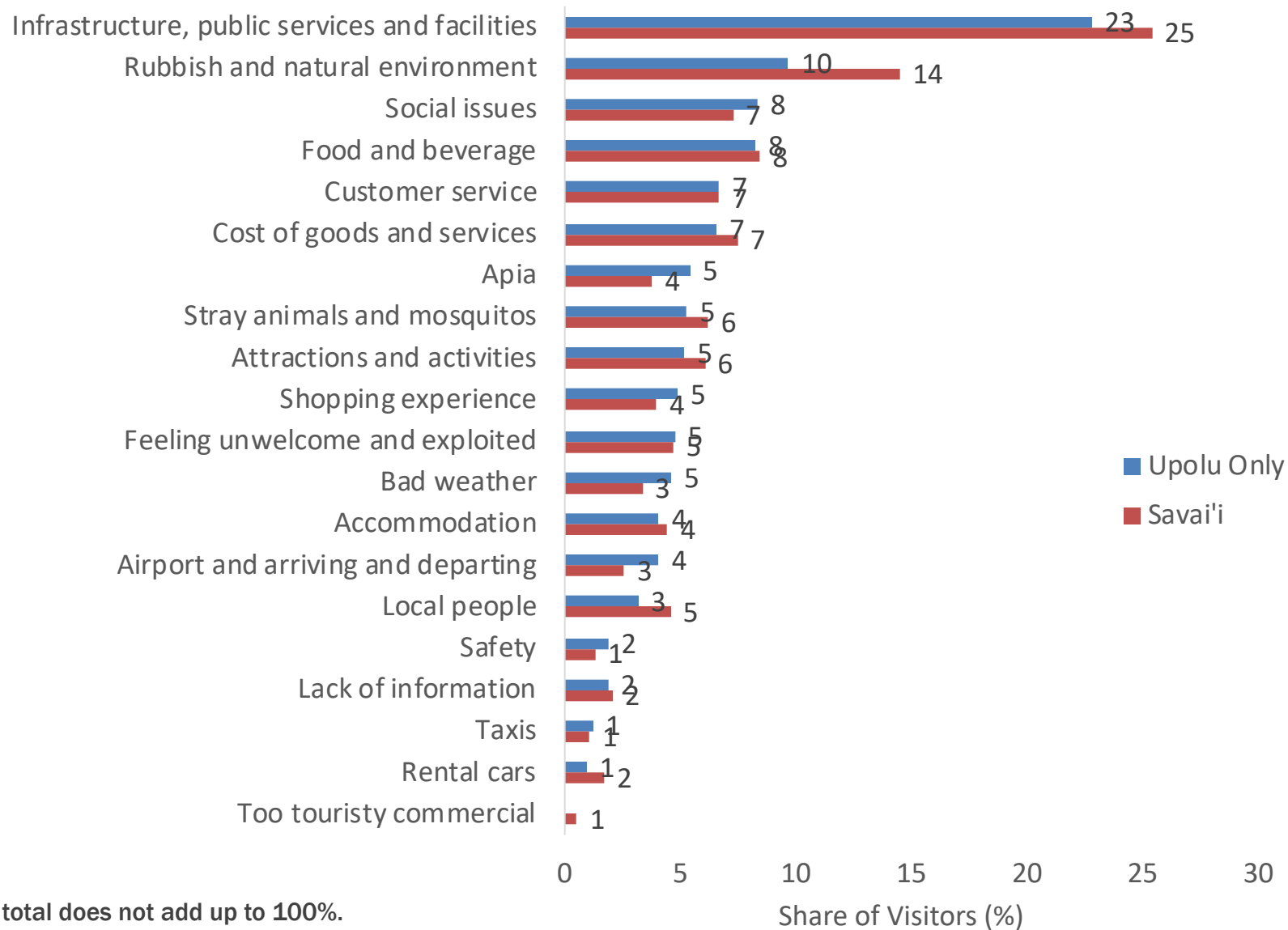
Note: Multiple responses, therefore total does not add up to 100%.

\*: Survey data thus unweighted.

## Most Appealing Aspects

- I found Savai'i to be a beautiful gem for Samoa. Untouched, pristine waters and just everything about the island etc was amazing!!!
- I loved Savai'i and staying in a family owned beach fale. The family were so friendly and warm and cooked us amazing traditional foods.
- Cycled around Savai'i and had a fantastic time, was surprised how few other tourist about which was good for us as we did not book ahead each day for accommodation. Locals very friendly and loved using the small village shops. Beaches out of this world. The information centre in Salelologo was very helpful.
- Flowers and cleanliness of the villages along the road around the island of Upolu.
- Upolu south coast is the BEST.

# Least Appealing Aspects\*



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

\*: Survey data thus unweighted.

# Least Appealing Aspects

## Comments - Upolu Only

- The rubbish in the waterways and along the coastline on Upolu. Very sad that people do not use the rubbish bins that are provided.
- The numerous amount of potholes on the roads in Upolu.
- Cost of everything. Resorts in Upolu were not up to standard i.e. no hot water facilities.
- Most of the takeaway food in Apia/ Upolu was highly processed or unhealthy and for someone who likes a wholegrain mostly organic diet rich in fresh vegetables this was a challenge in Apia.

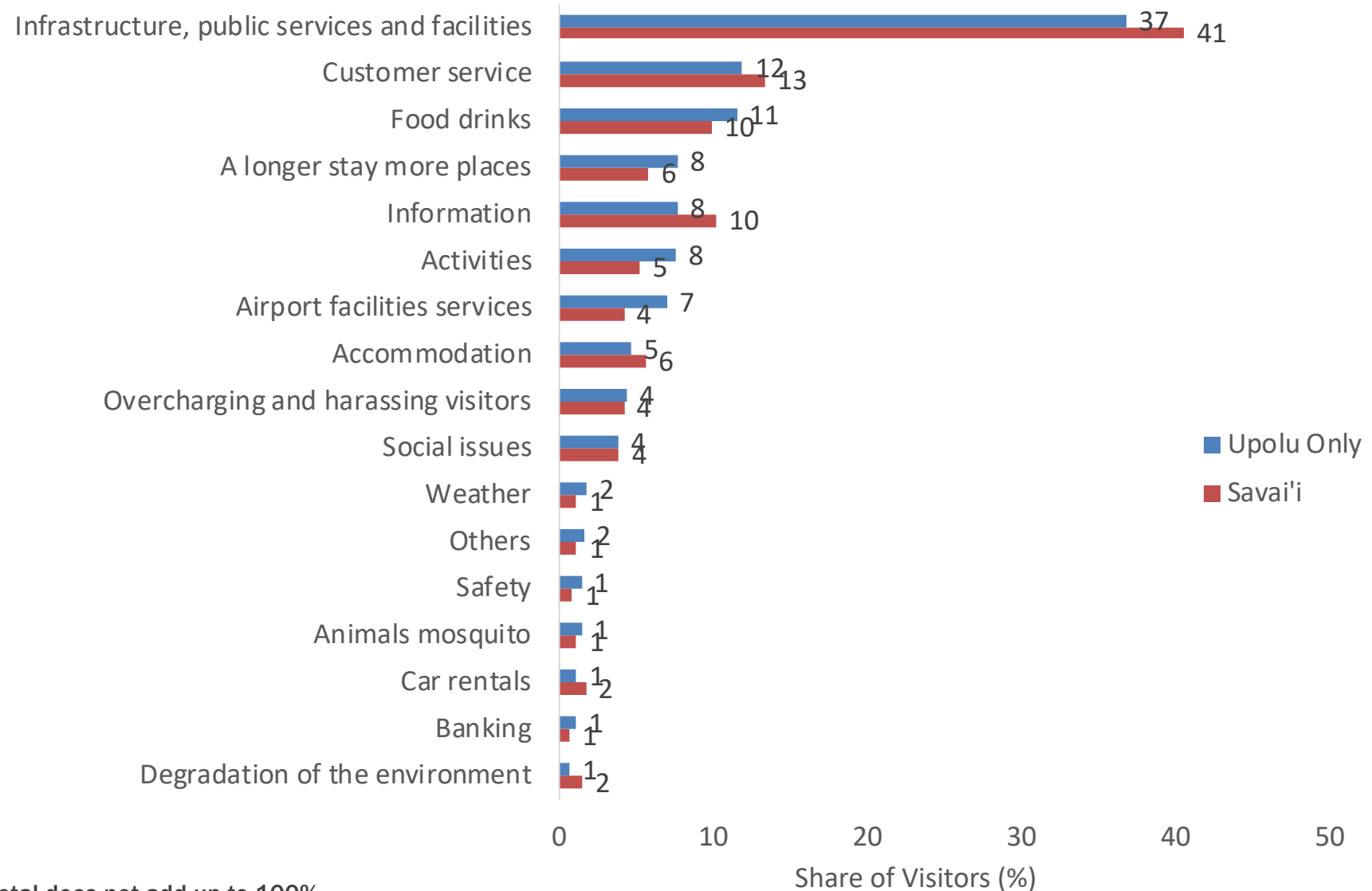
## Least Appealing Aspects

### Comments – Savai'i

- Savai'i holiday fares, very expensive when booked over the internet and no value for money. Also we arrived on a Sunday and had a rental car booked with budget car rentals, but their office was not open and it took a long time to get a car.
- Ferry tickets to Savai'i with a car were really hard to get in advance.
- Disgusting toilet facilities at ferry terminal on Savai'i and unclean on ferry plus discrimination on who can board in car.



# Improvements\*



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

\*: Survey data thus unweighted.

## Comments - Upolu Only

- More flight flexibility. Suggest you arrive during the day light hours especially if your accommodation is on the south east side of the Upolu island.
- More cleaning up on the main roads especially in Upolu.
- No levees on some of the beaches near the resorts on the south coast of Upolu.
- Have more shops open... Flight access to Upolu.
- The roads in Upolu and phone coverage.

## Comments – Savai'i

- Public Bathrooms in both Upolu and especially Savai'i.
- A visit to Savai'i also, not just Upolu.
- More ferry's possibilities to go to Savai'i (book the transfer with the car).
- Improve network access at Savai'i.
- Staying there longer and visiting Savai'i and doing some scuba.

# Future intentions



## Return

Upolu Only	92% would return
Savai'i	89% would return



## Recommendation

Upolu Only	95% would recommend
Savai'i	95% would recommend



# Thank You!

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