

SAMOA

INTERNATIONAL VISITOR SURVEY INSIGHTS

Australia Visitors

2018-2020

Beautiful
SAMOA

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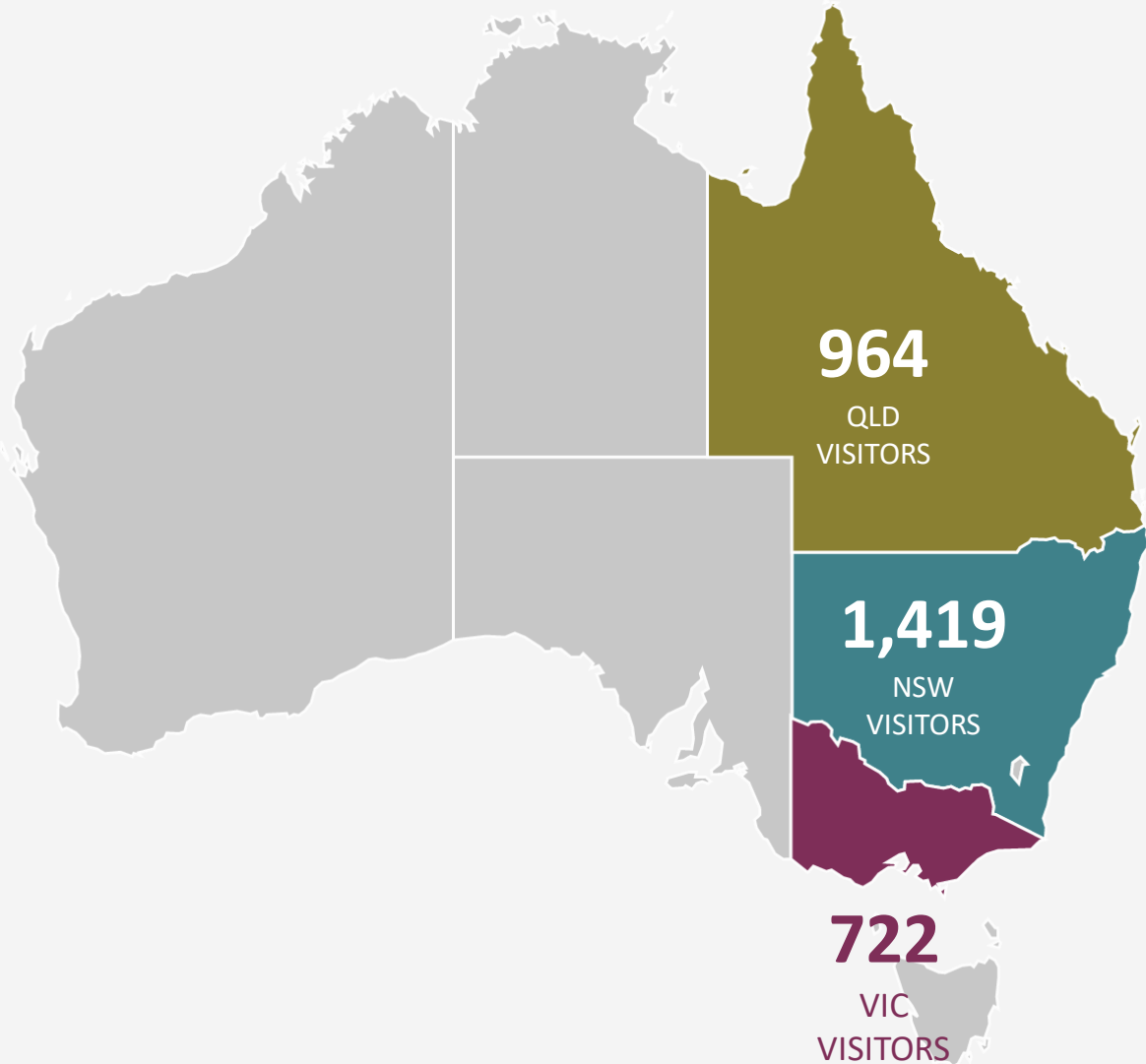
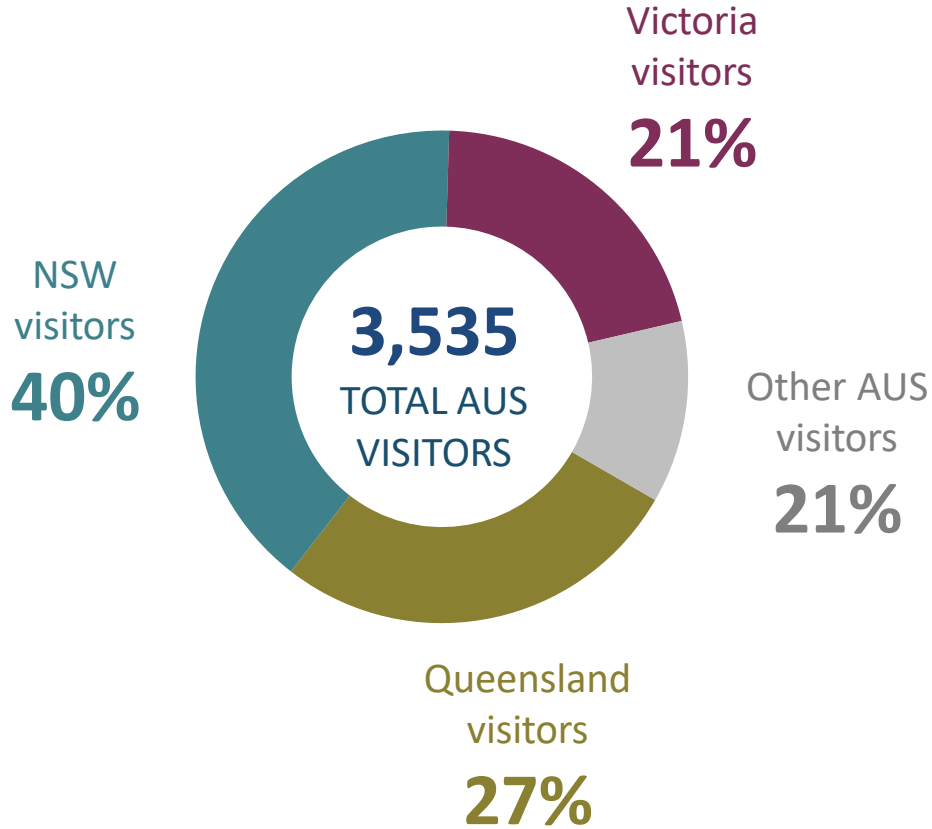
NZTRI
NEW ZEALAND TOURISM
RESEARCH INSTITUTE

Background

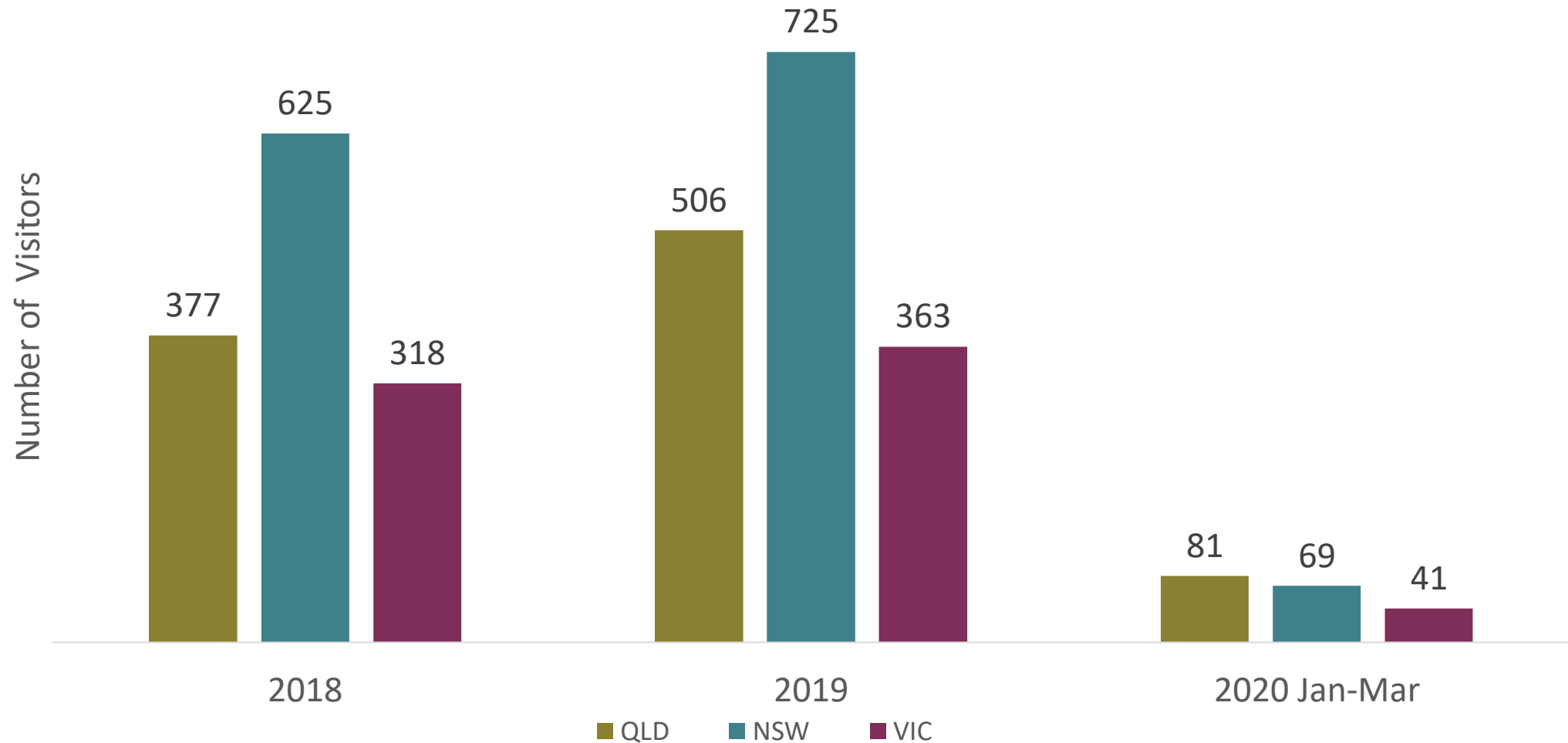
- The 2018-2020 IVS data set is analysed to help us understand the spending profile and outer islands visitation of Australia visitors to Samoa within the time frame.
- Visitors from Queensland (QLD), New South Wales (NSW), and Victoria (VIC) are compared with each other.
- NB The 2018-2020 dataset includes data from Jan 2018 to March 2020.
- All reports from the IVS are available at:

<https://www.nztri.org.nz/5603353-ptdi-samoa>

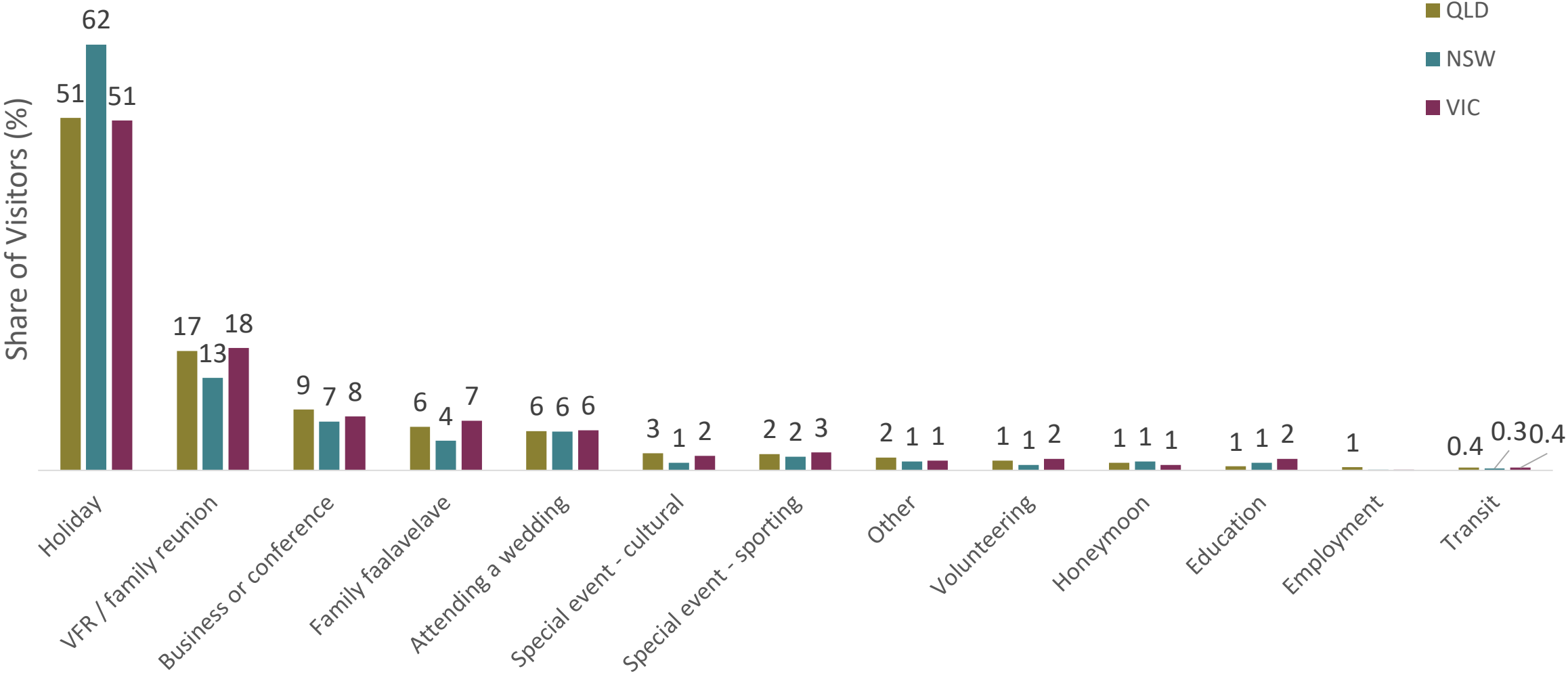
The Australian survey respondents - IVS 2018-2020



The number of surveyed Australia Visitors to Samoa grew from 2018 to 2019, with COVID-19 impacting year 2020.

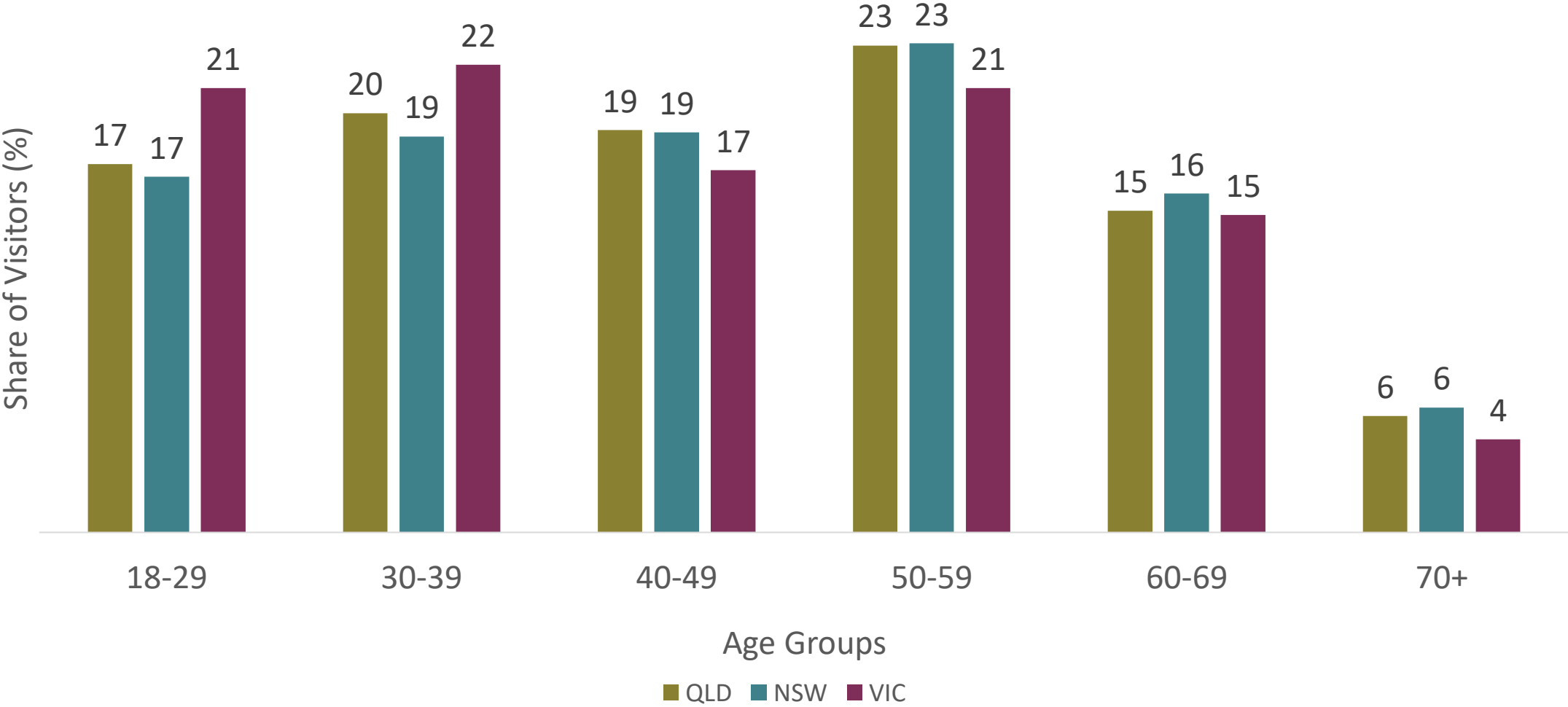


NSW visitors are more likely to be travelling for a holiday than their counterparts from QLD and VIC.



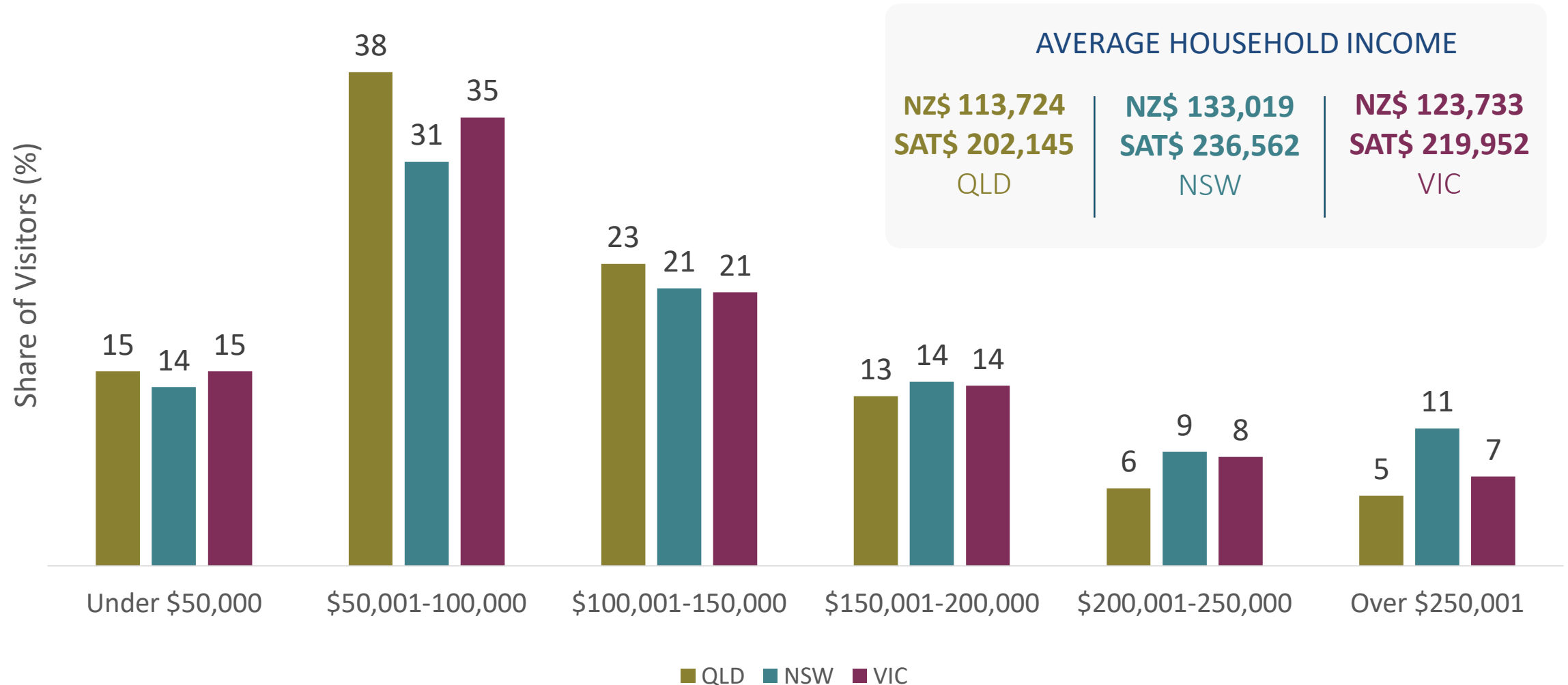
Note: Percentage numbers are rounded.

Victoria visitors have a slightly younger age profile than other Australian groups.



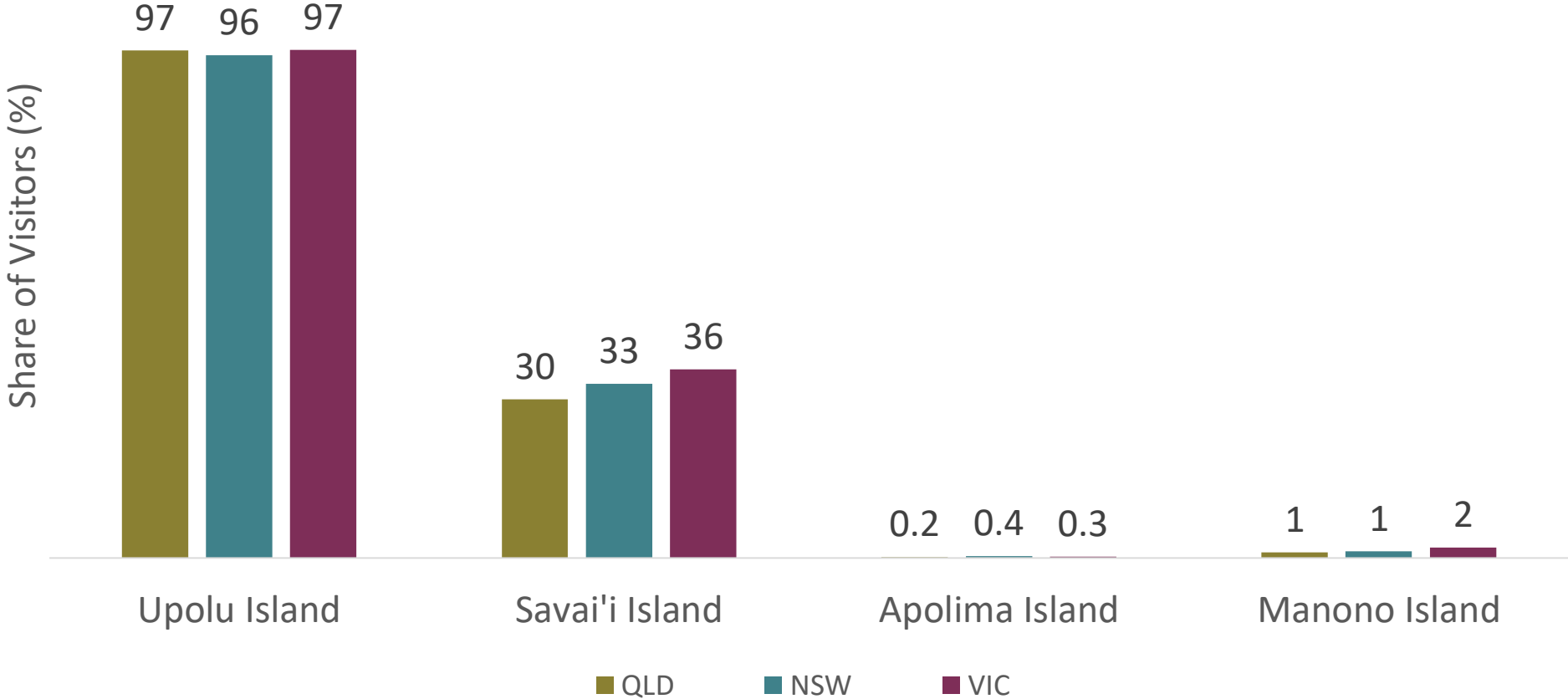
Note: Percentage numbers are rounded.

The average household income for NSW visitors is higher than QLD and VIC visitors. One in five NSW visitors has a HH income of over NZ\$200,000.



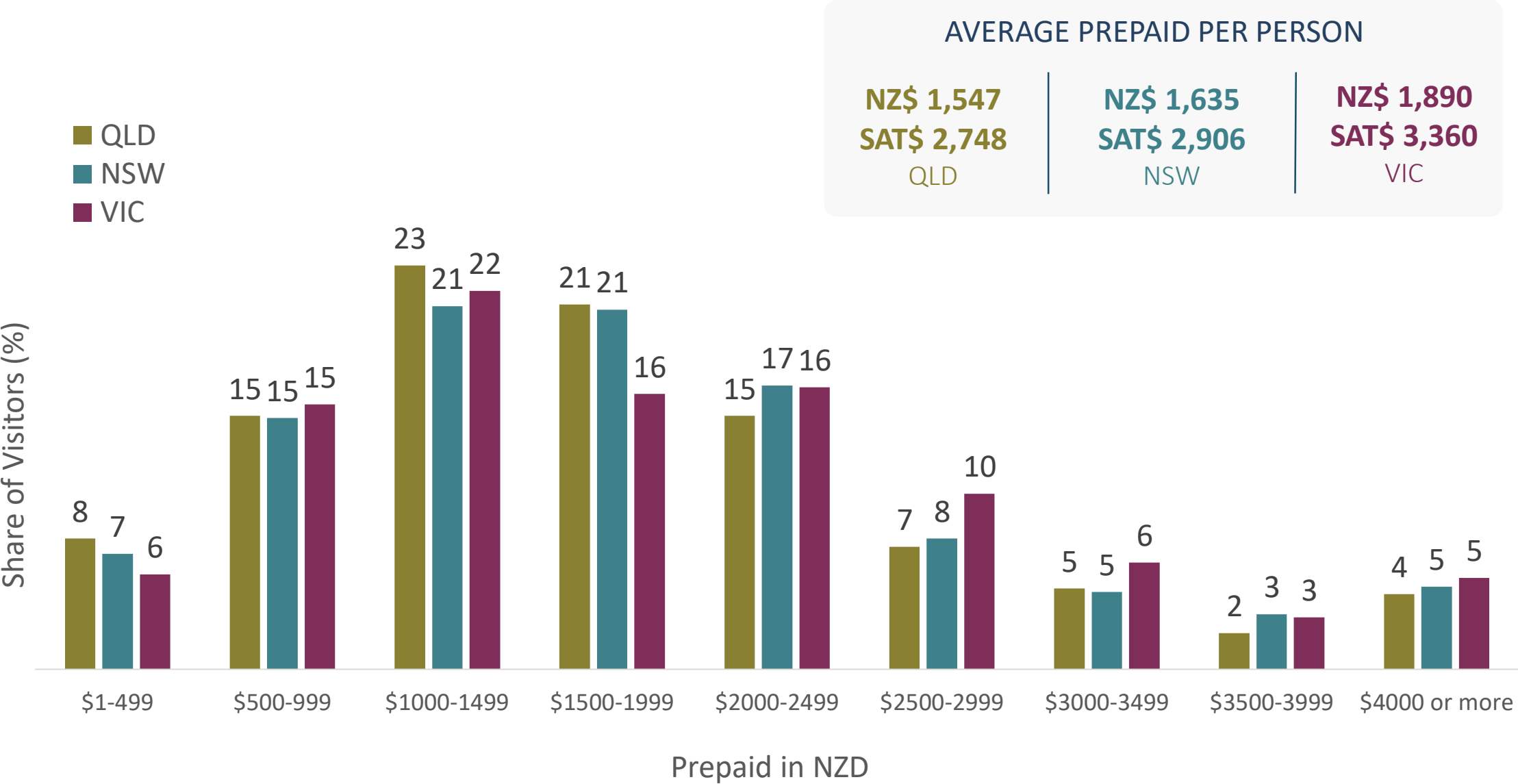
Note: Percentage numbers are rounded.

Victoria visitors are more likely to travel beyond Upolu Island to Savai'i Island compared to Queensland and NSW visitors.



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

Victoria visitors paid more prior to arrival than Queensland and NSW visitors.



Note: Percentage figures are rounded

Visitors from Queensland have the greatest in-country spend, Victoria the lowest

Expenditure Items (NZ\$ / SAT\$)	QLD	%	NSW	%	VIC	%
Accommodation	22 / 40	23	25 / 45	26	21 / 38	24
Restaurants, cafes & bars	17 / 31	18	20 / 35	21	17 / 30	19
Vehicle rental	10 / 19	11	11 / 20	12	11 / 20	13
Vehicle petrol	4 / 7	4	3 / 6	4	4 / 7	4
Bus/taxi	1 / 2	1	1 / 2	1	1 / 2	1
Ferry	0.8 / 1.4	1	0.8 / 1.4	1	0.7 / 1.3	1
Groceries	10 / 17	10	8 / 14	8	8 / 14	9
Shopping	9 / 16	9	8 / 13	8	8 / 14	9
Tours/activities	4 / 7	4	4 / 8	5	4 / 6	4
Donations	9 / 16	9	7 / 13	8	7 / 12	7
Internet/telecommunication	2 / 3	2	1 / 2	1	1 / 2	1
Other	8 / 15	9	6 / 10	6	7 / 12	8
Total	97 / 172	100	95 / 169	100	89 / 158	100

Note: Figures are rounded

Visitors from Victoria have the longest length of stay and highest total economic impact per visit. NSW visitors have the highest impact per day.

	QLD	NSW	VIC
Average Spend Prior to arrival (NZ\$ / SAT\$)			
Per Person Per Trip	\$1,547 / \$2,748	\$1,635 / \$2,906	NZ\$1,890 / \$ 3,360
<i>Flowing into local economy rate – estimated 55%</i>			
Per Person Per Trip	\$851 / \$1,511	\$899 / \$1,599	\$1,039 / \$1,848
Per Person per Day	\$87 / \$ 154	\$96 / \$171	\$97 / \$172
<i>Length of stay (nights)</i>	9.8	9.4	10.8
Average Local Spend (NZ\$ / SAT\$)			
Per Person Per Trip	\$952 / \$1,687	\$890 / \$1,584	\$959 / \$1,702
Per Person per Day	\$97 / \$172	\$95 / \$169	\$89 / \$158
Total Economic Impact-Per Trip	\$1,803 / \$3,198	\$1,789 / \$3,183	\$1,998 / \$3,550
Total Economic Impact-Per Day	\$184 / \$326	\$191 / \$340	\$186 / \$330

An aerial photograph of a tropical beach. The top left shows clear turquoise water meeting a white sandy shore. A line of thatched-roof huts, interspersed with palm trees and other greenery, runs along the beach. The overall scene is bright and serene.

Thank you

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