

# Vanuatu International Visitor Survey

Jan – Mar 2018



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

# Report Structure



# Respondents (Jan - Mar 2018)

Total number of e-mails sent: **8,844**



Conversion  
rate of  
**12%**

Total number of responses: **1,056**

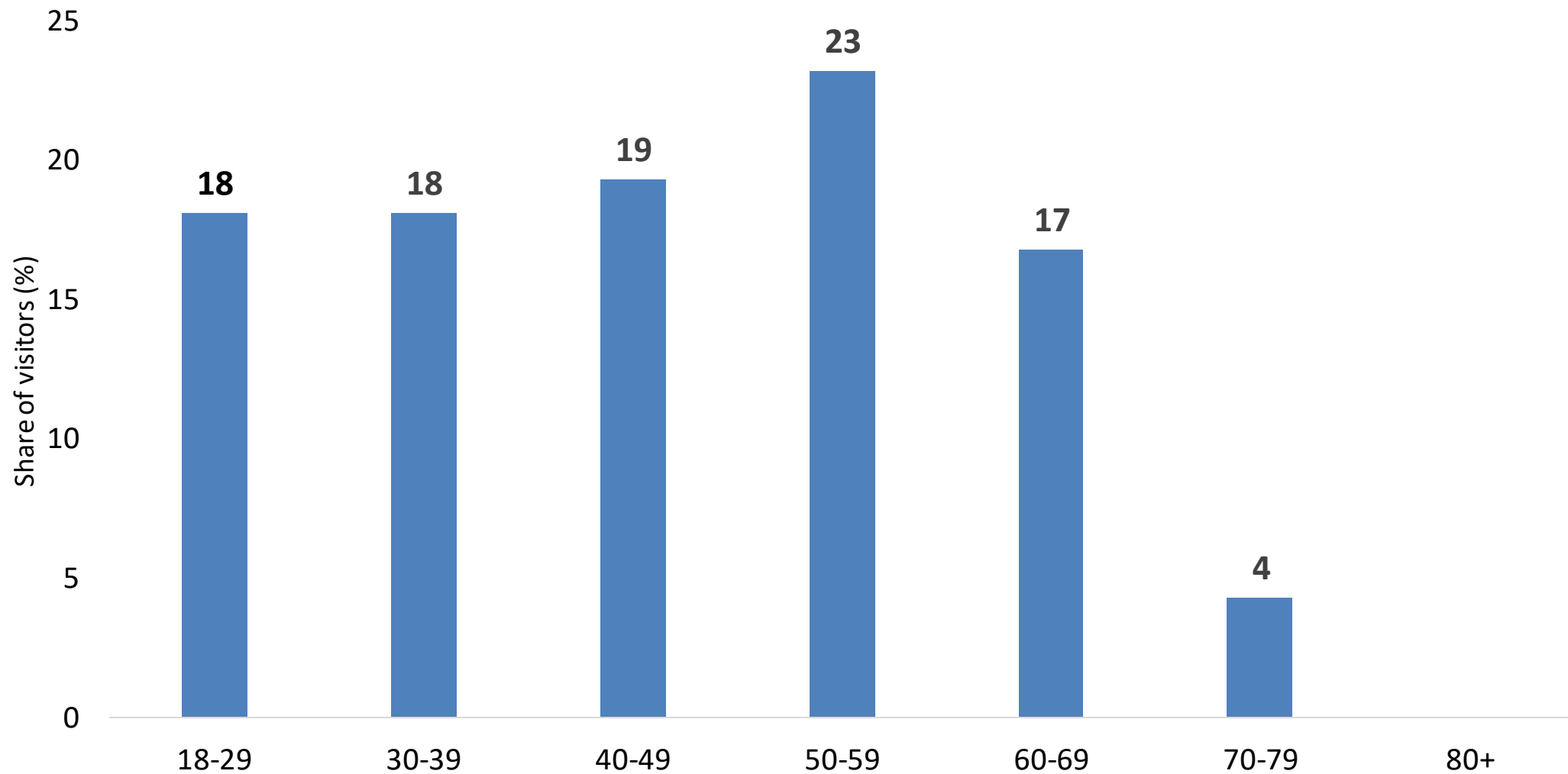


Responses cover a total of  
**1,400** adults and **239** children



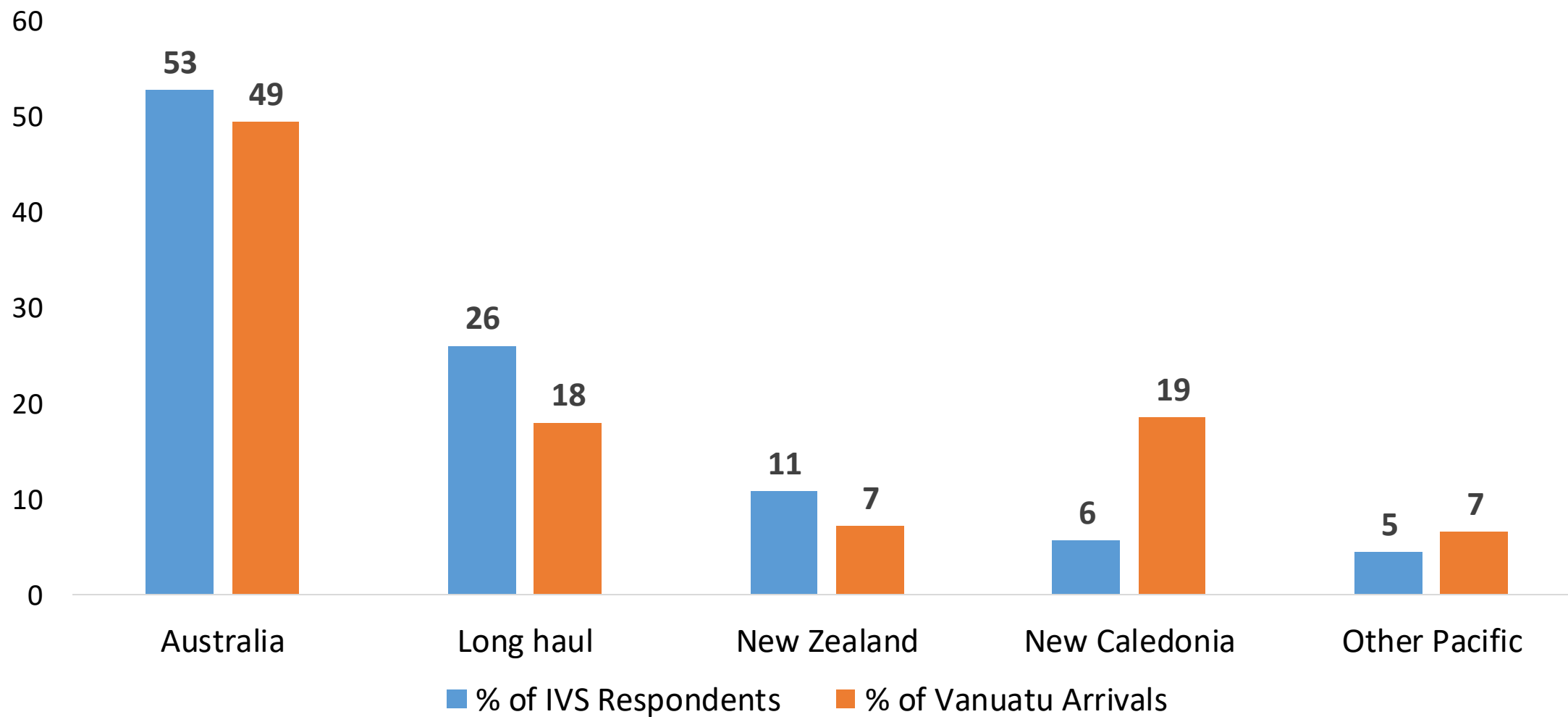
**7%** of all  
visitors during  
the period

# Age



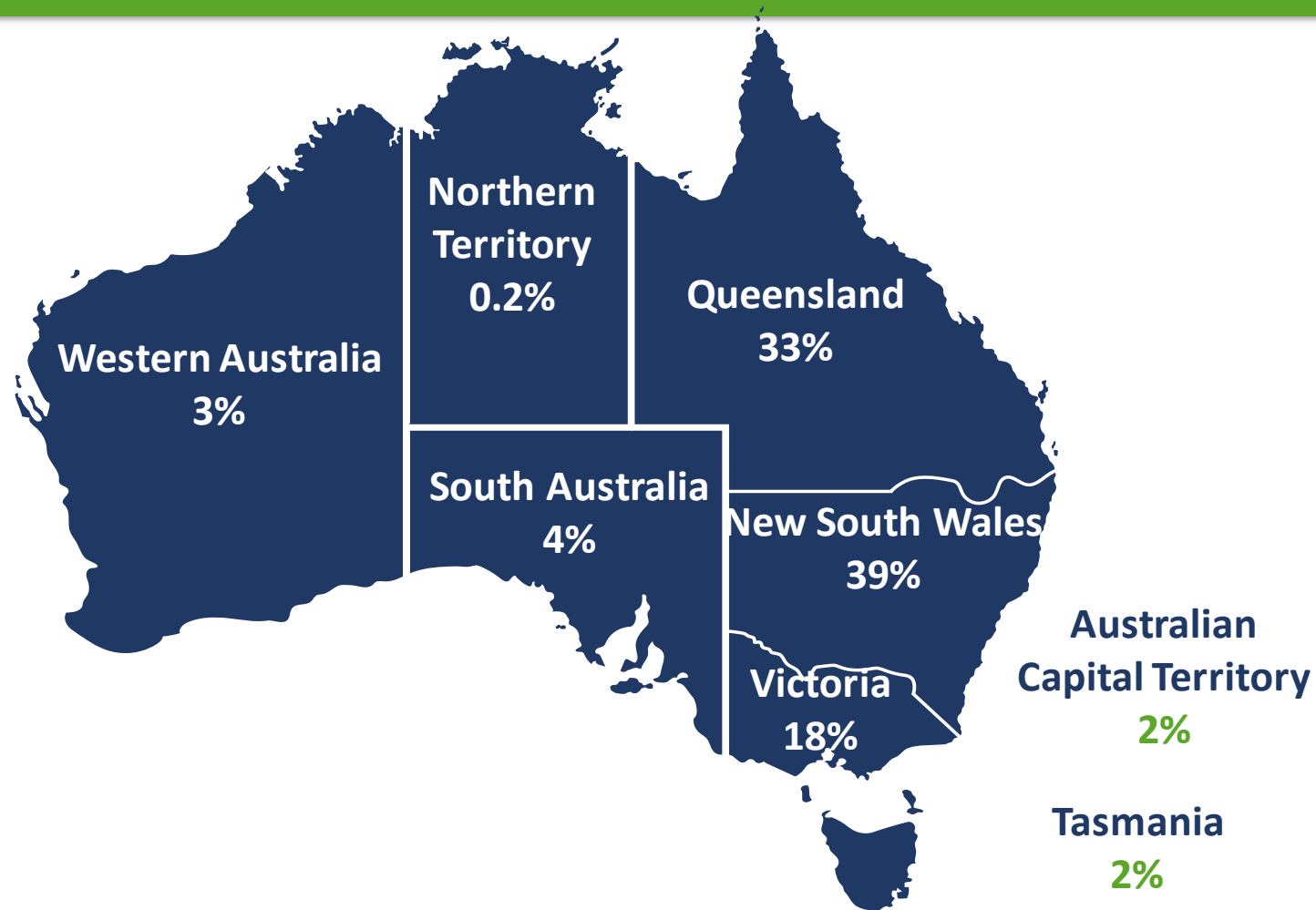
*Note: due to rounding some totals do not sum to 100%*

# Country of Origin



*Note: due to rounding some totals do not sum to 100%*

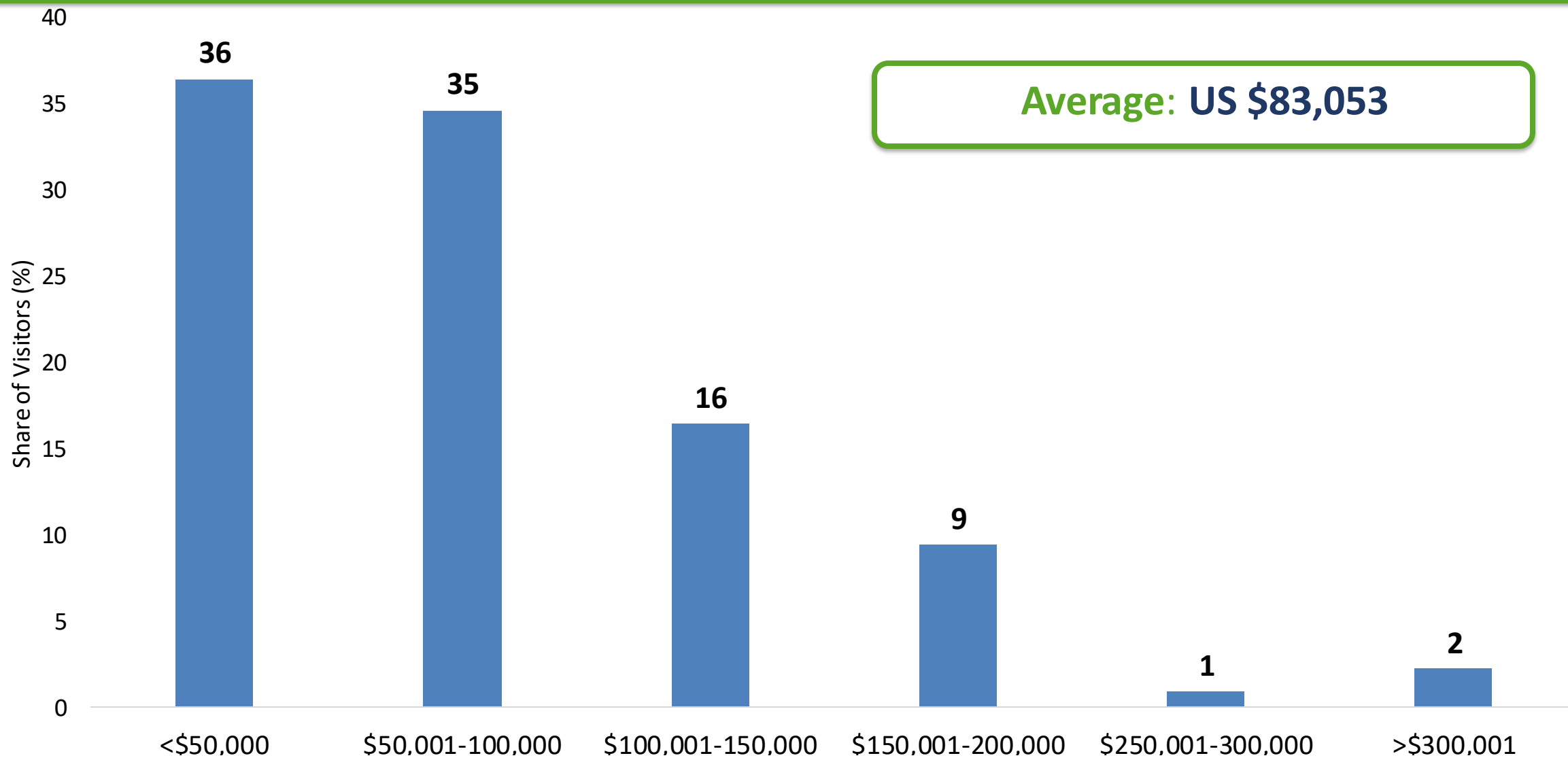
# Australian Respondents - IVS Respondent Data



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

*Note: due to rounding some totals do not sum to 100%*

# Annual Household Income



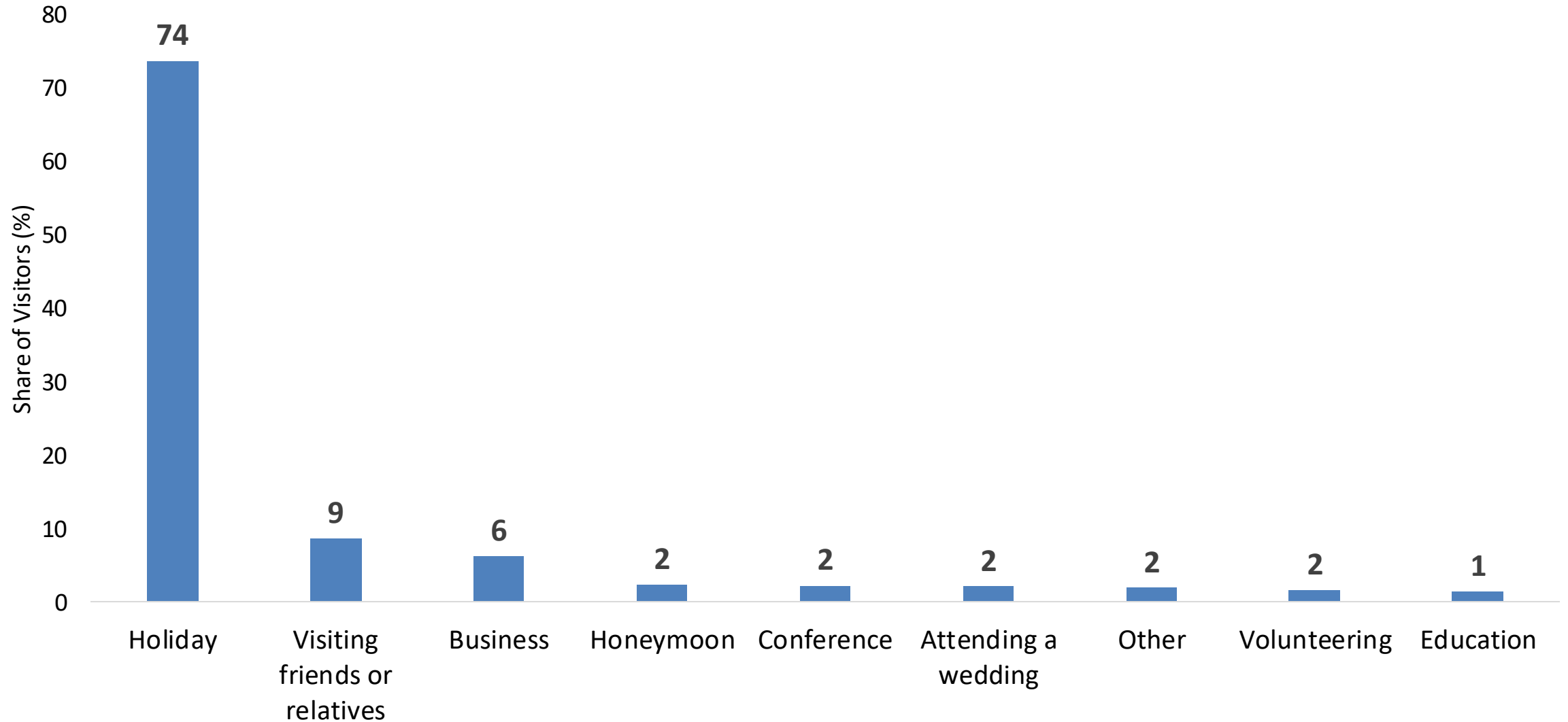
*Note: due to rounding some totals do not sum to 100%*

# Report Structure

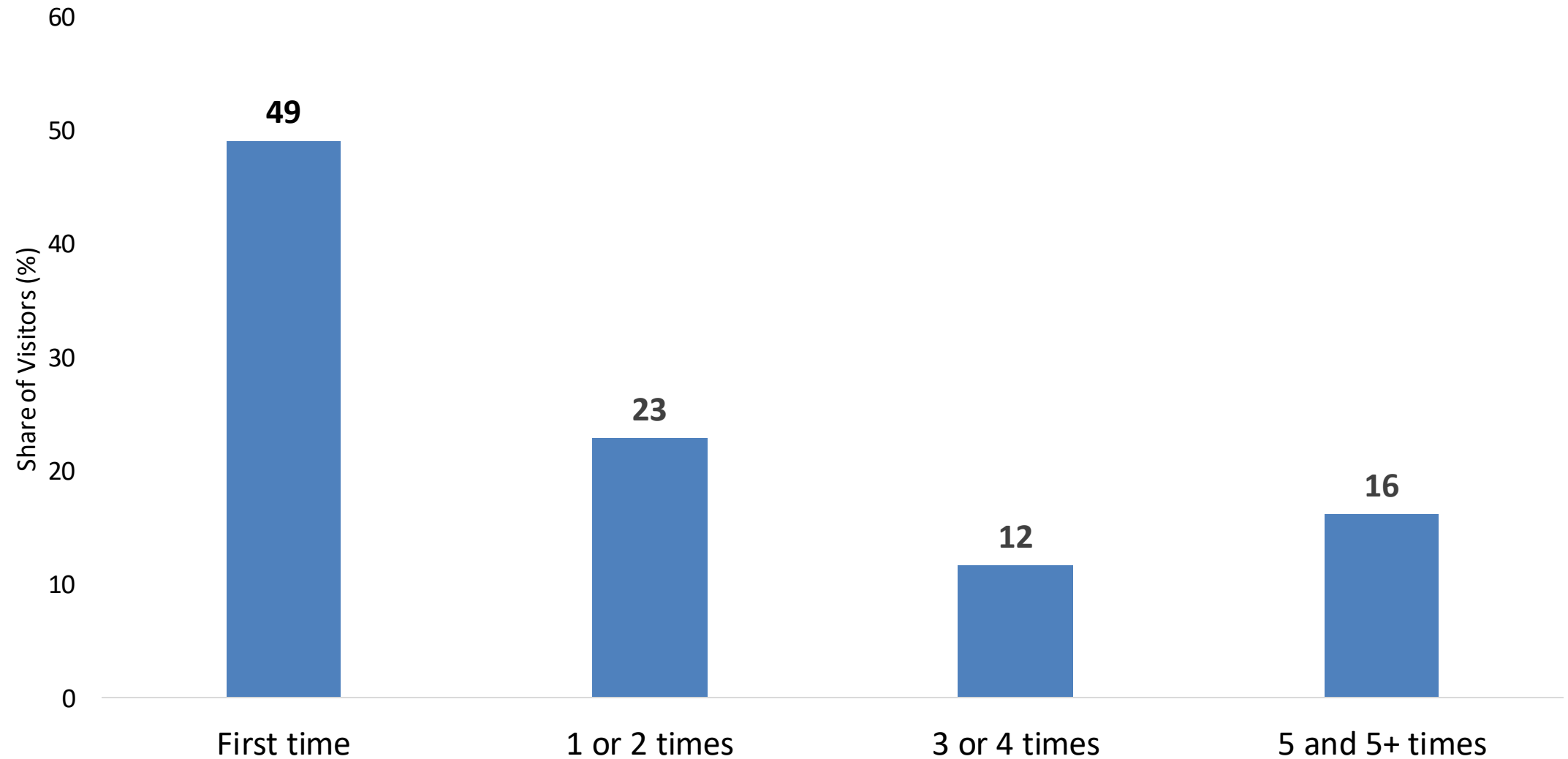




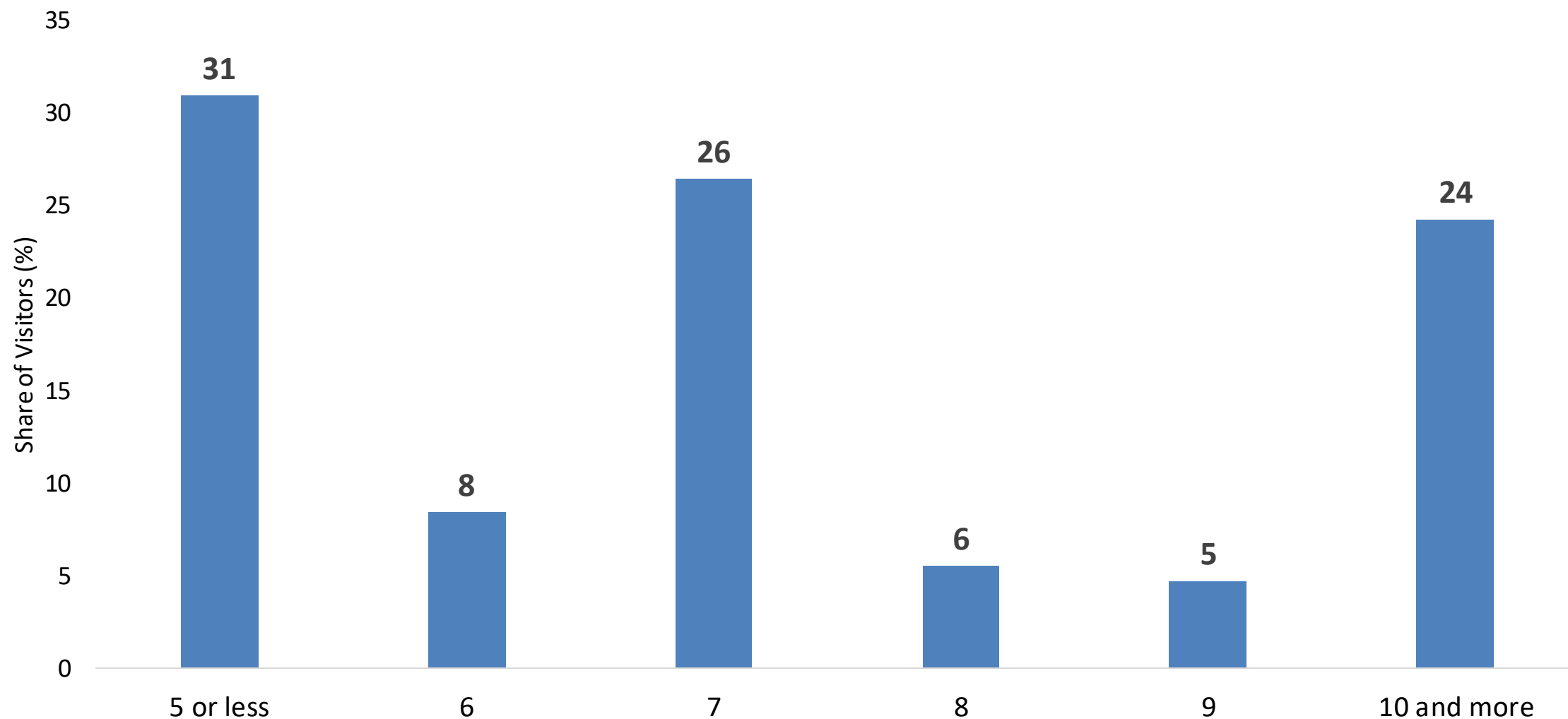
# Main Purpose of Visit



# Previous Visits



# Length of Stay (nights)



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

# Airlines Used for Travel



*Air Vanuatu*

**55%**



australia

**24%**



**11%**



**9%**

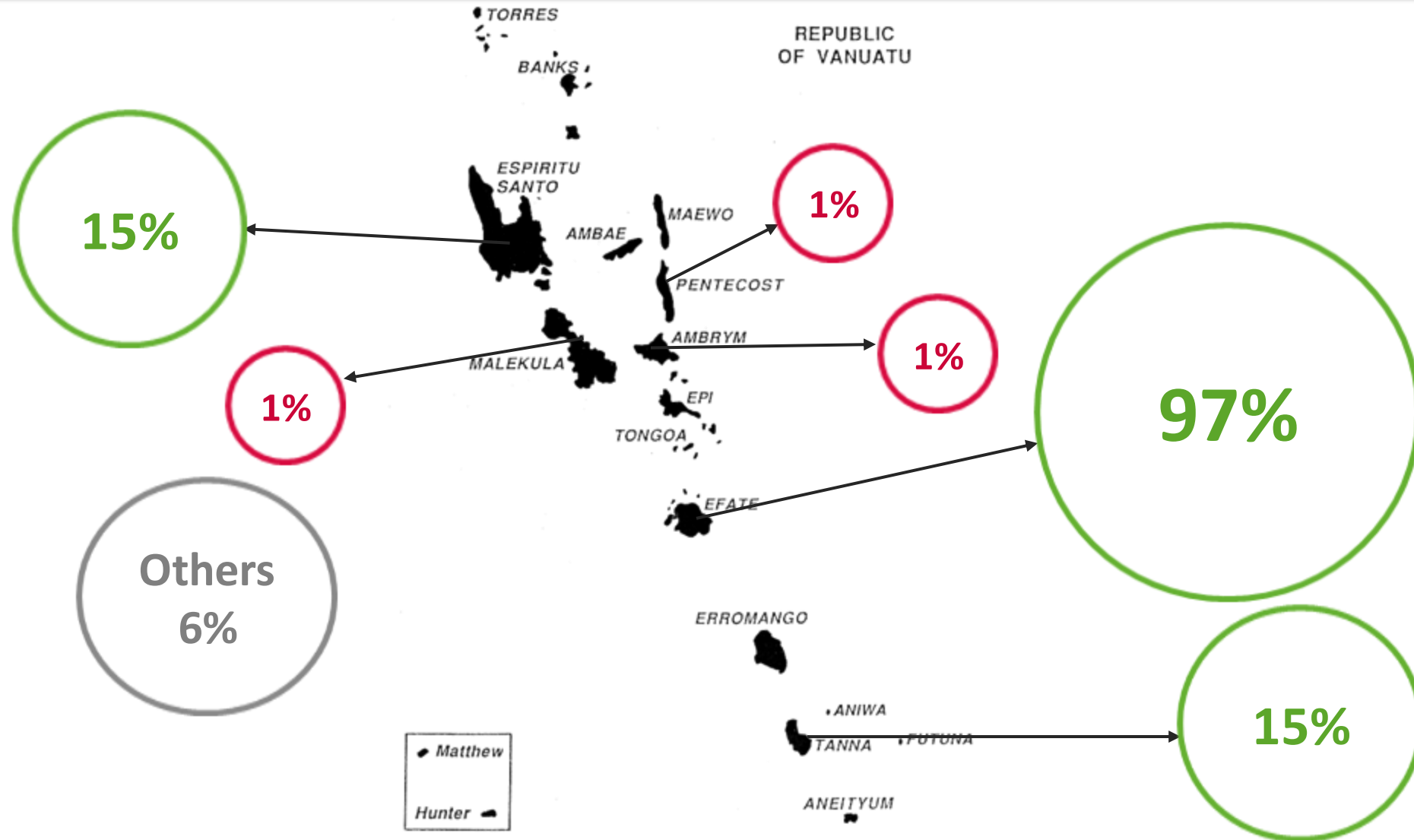


**7%**

Others (Air Niugini, Air  
New Zealand, Solomon  
Airlines)

**5%**

# Islands Visited

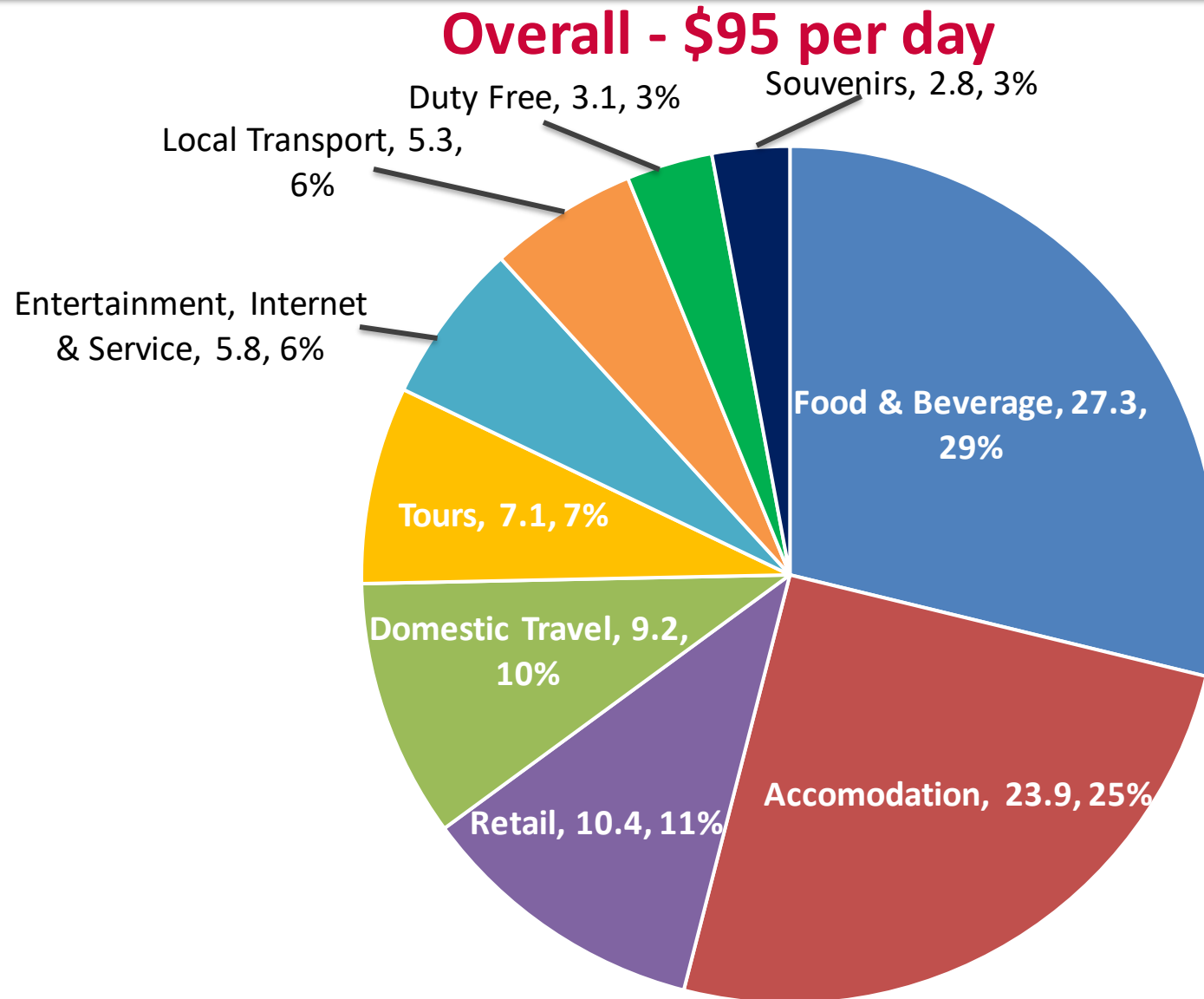


Note: Multiple responses, therefore total does not add up to 100%

# Report Structure



# Average Spend while in Vanuatu per day



# Visitor Expenditure – Per Person and Total

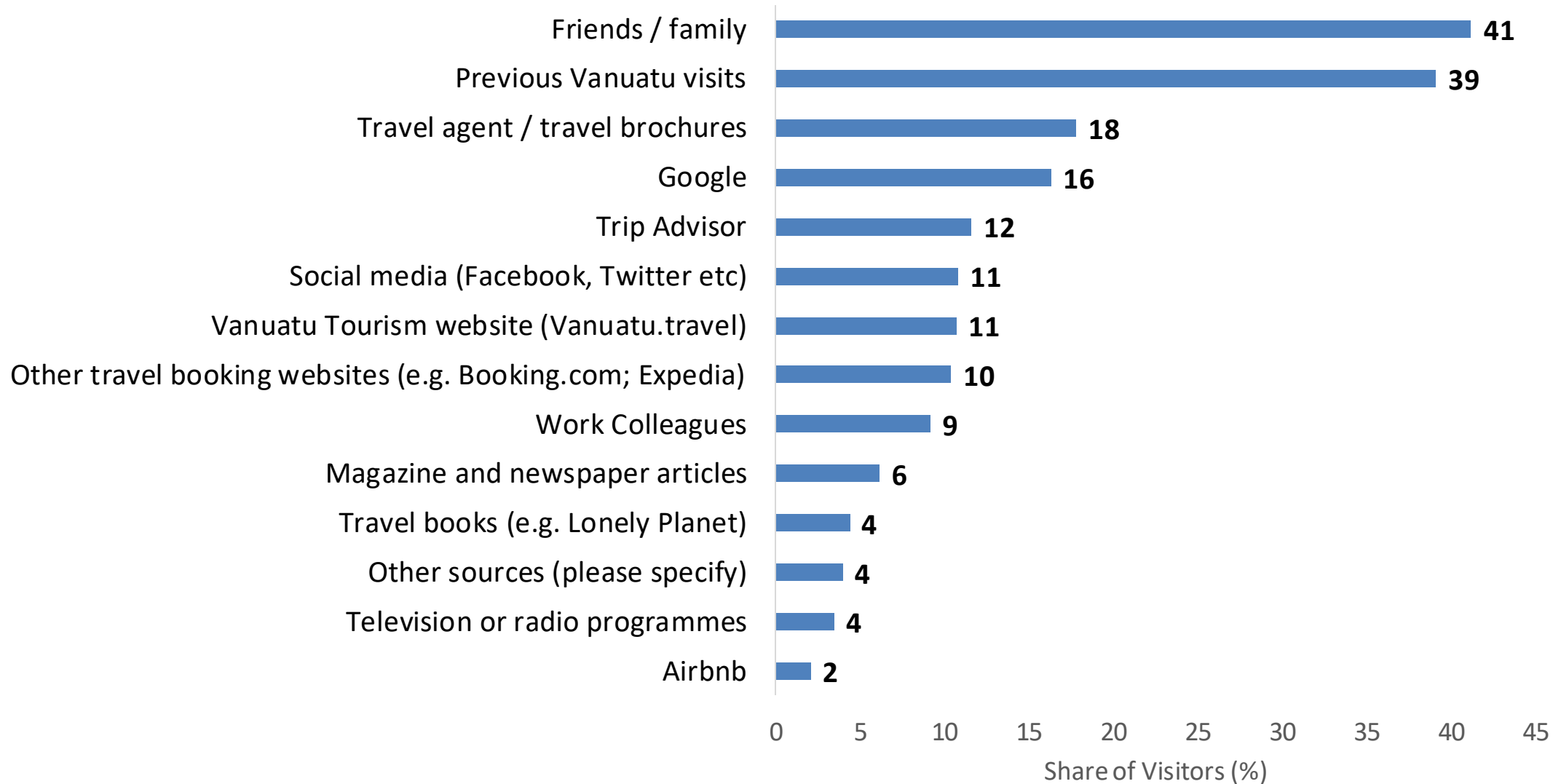
	Pre-Paid Spend flowing into Vanuatu	+	In-country Spend	=	Total Spend
Per Day	US \$97 Vt \$10,359		US \$95 Vt \$10,130		US \$192 Vt \$20,489
Whole Trip	US \$748 Vt \$79,708		US \$732 Vt \$78,002		US \$1,480 Vt \$157,710



# Report Structure

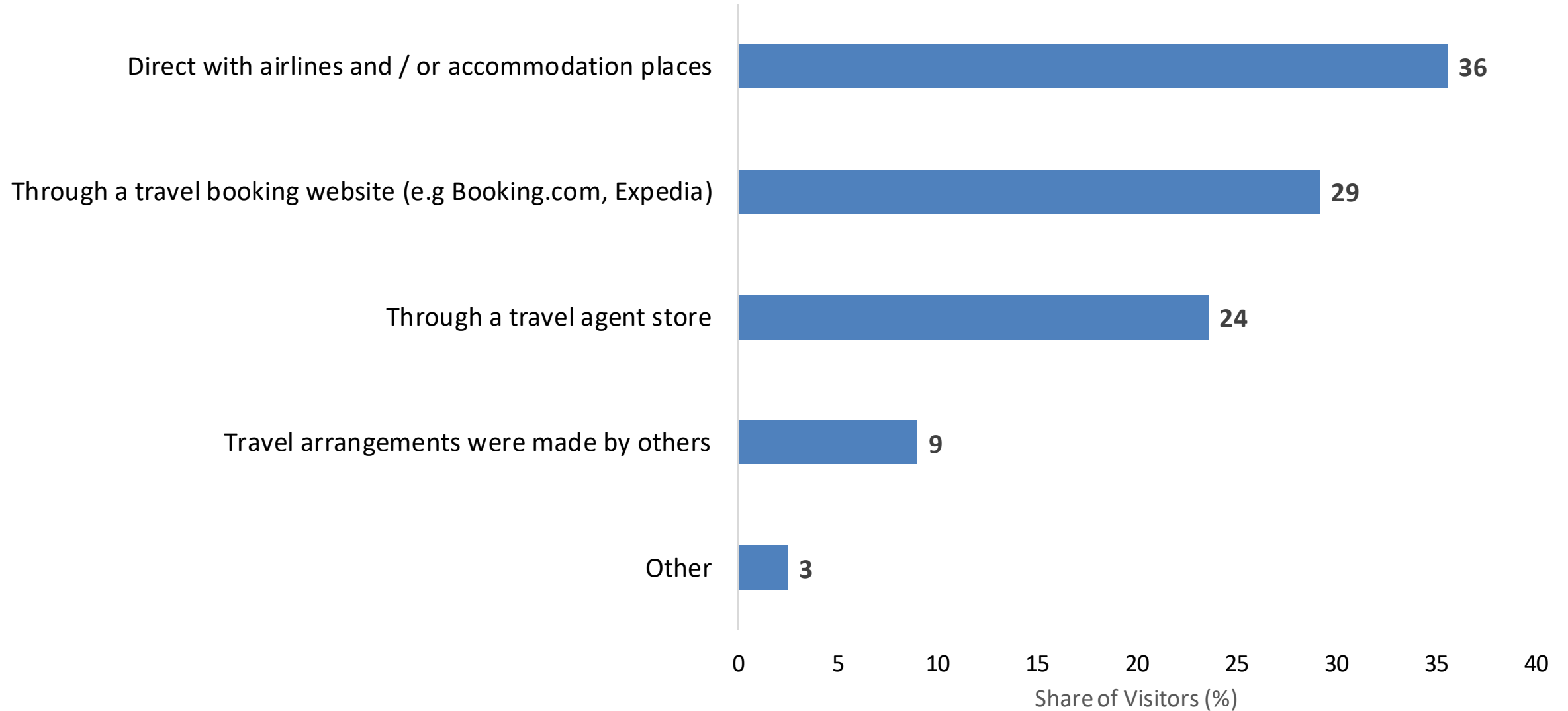


# Sources Used for Planning



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

# Travel Purchasing Behaviour

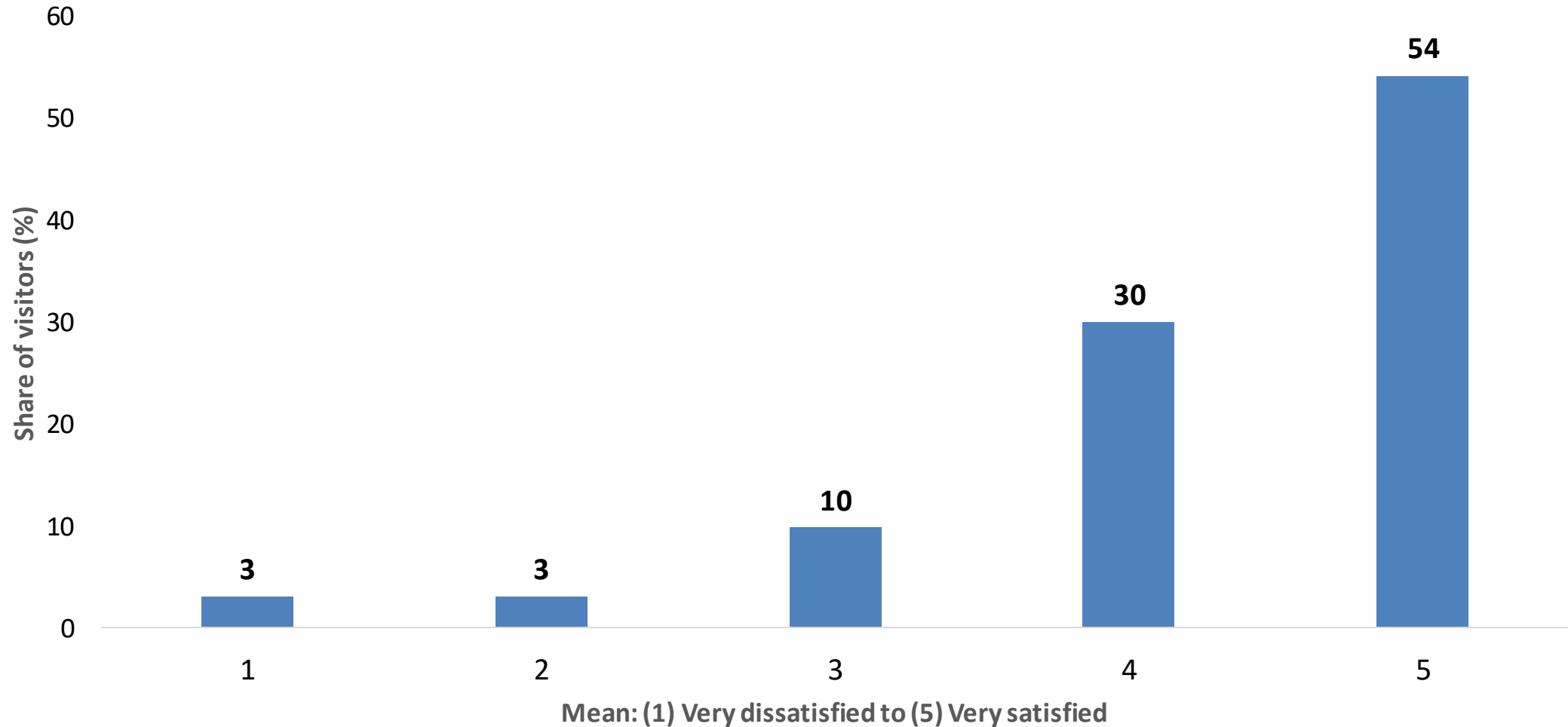


*Note: due to rounding some totals do not sum to 100%*

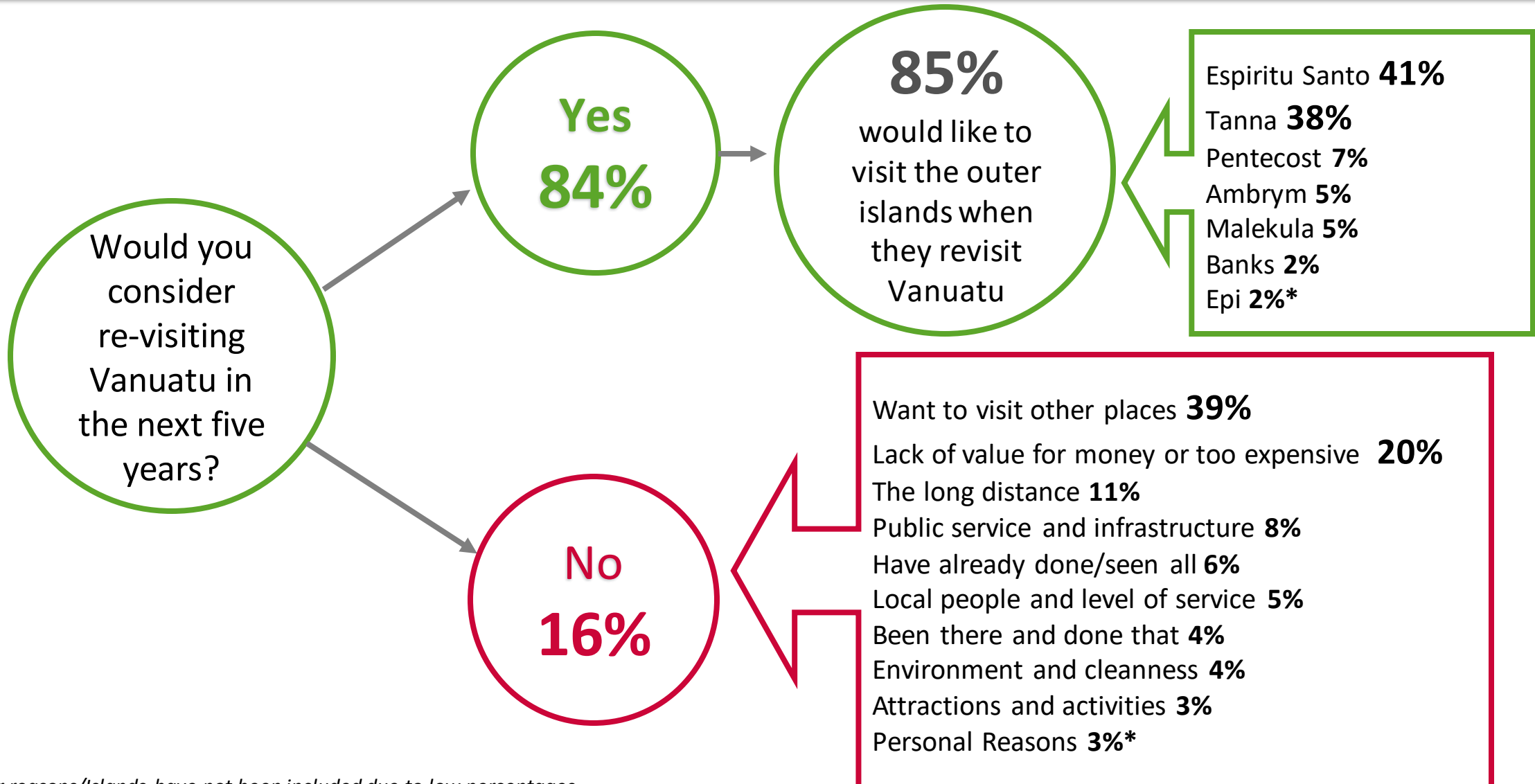
# Report Structure



# Visitor Overall Satisfaction

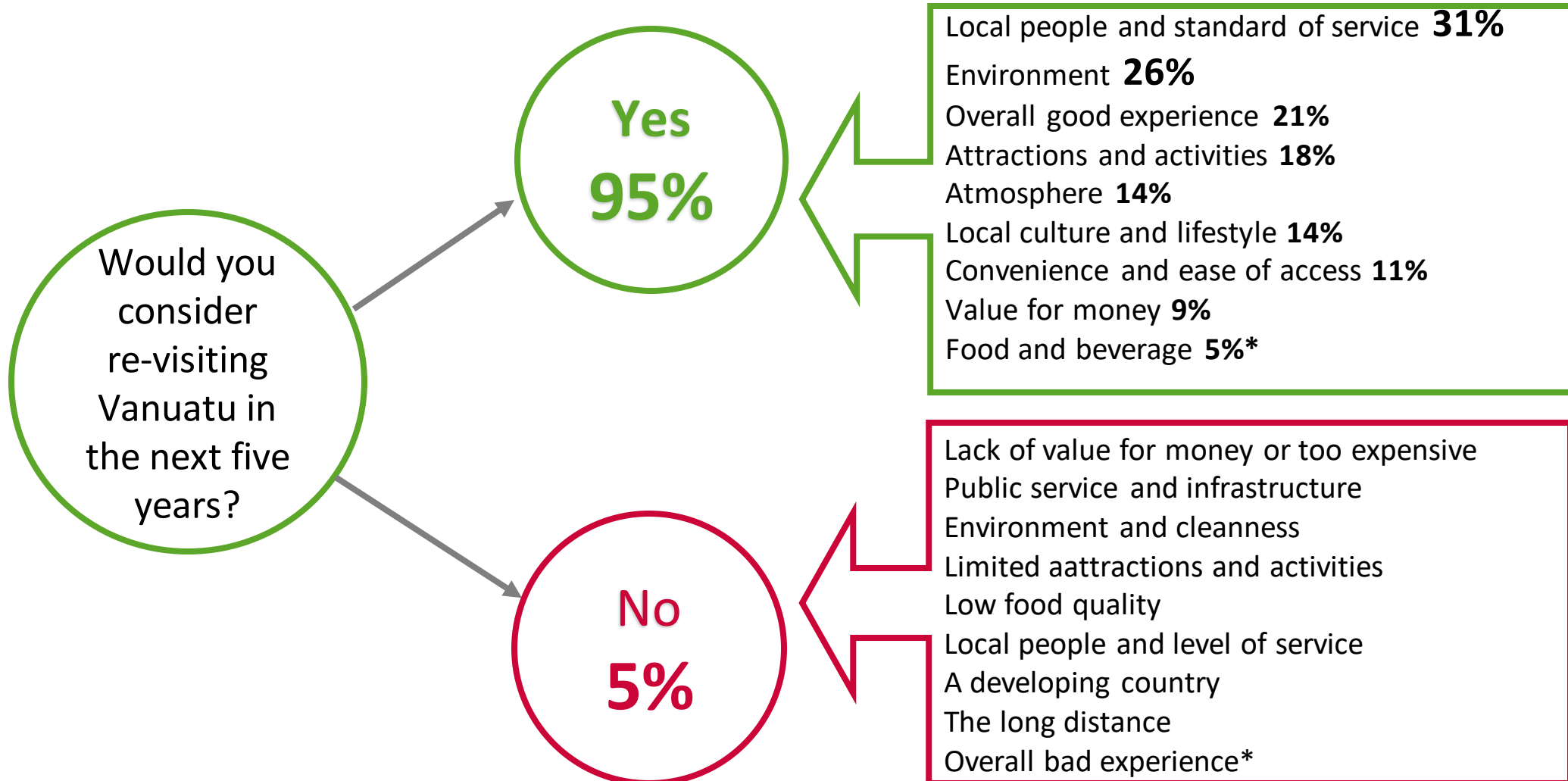


# Willingness to Return



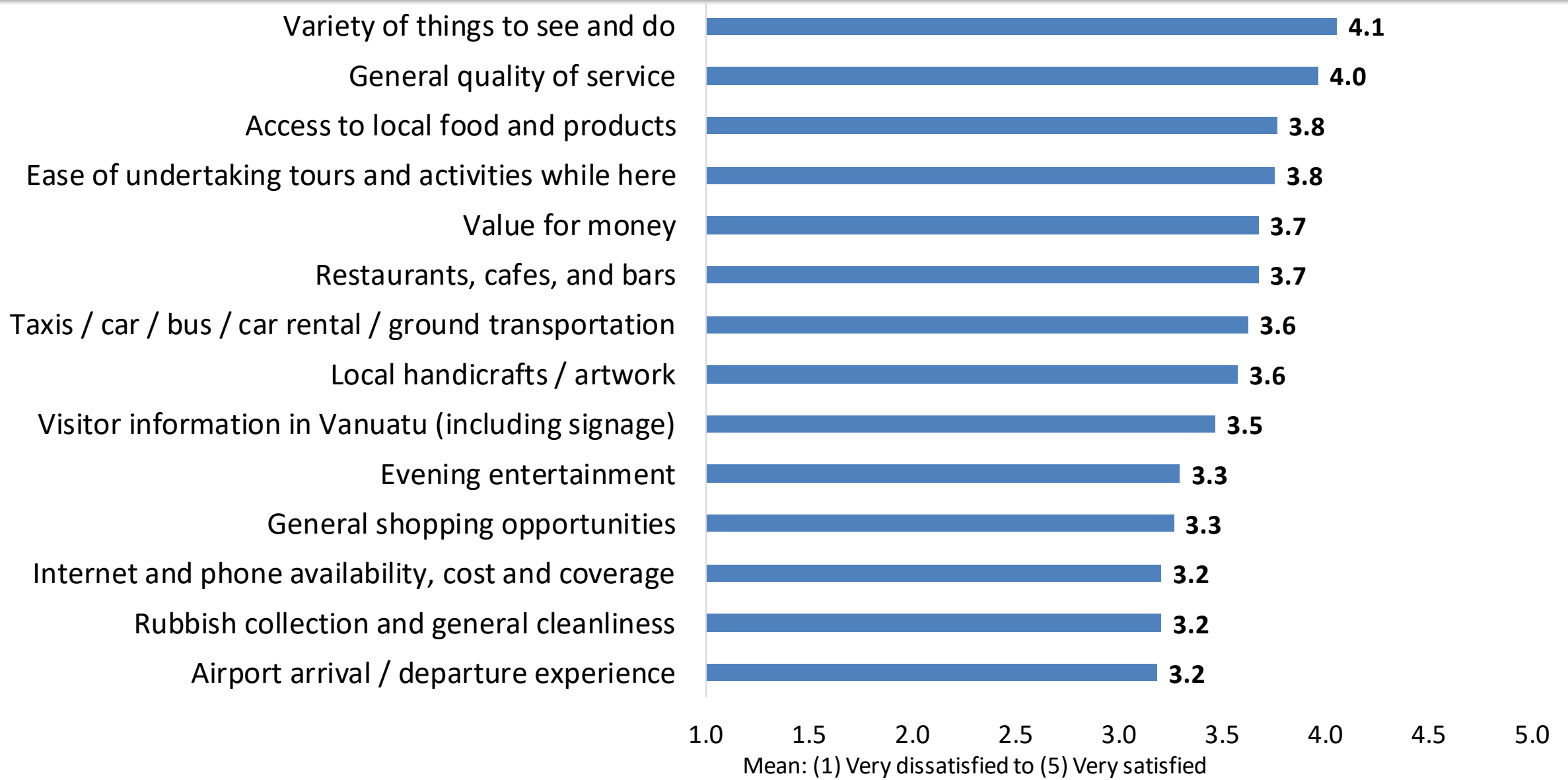
\* Other reasons/Islands have not been included due to low percentages

# Willingness to Recommend



\* Other reasons have not been included due to low percentages

# Degree of Satisfaction





# Most Appealing Aspects

Theme	Percent
Local people	48.7%
Environment, cleanliness, climate	35.1%
Activities, attractions and entertainment, events	26.9%
Atmosphere	15.2%
Culture and history	8.2%
Food and beverage	7.1%
Level of service	5.3%
Accommodation	5.1%
Convenience	4.2%
New developments	2.4%
Safety	2.0%
Uncommercial	1.7%
Value for money	1.2%
Overall good experience	1.0%

# Most Appealing Aspects of Vanuatu

**"The crystal clear sea waters. Loved that the water was blue and clear, exactly as the travel brochures showed. Plus the sea water was so warm, very inviting to swim. Vanuatu is a tropical paradise."**

**"The people and their welcoming ways. And the fact that natural beauty and individuality of Vanuatu is still intact despite the high amount of tourism."**

**"The recent refurbishment of the waterfront in Pt Vila is fantastic, it's a big improvement and has made it attractive and user-friendly for visitors and locals alike."**

**"Cultural and social interaction. Practicing Bislama. Talking about life around a shell of kava. Talking to people in the street. Warm water and open beaches."**



# Least Appealing Aspects

Theme	Percent
Public services, facilities and infrastructure	27.5%
Price of goods and services	18.8%
Rubbish, cleanliness and natural environment care	14.3%
Social divide and social issues	11.3%
Food and beverage	10.8%
Attractions and activities	8.0%
Bus, rental cars, scooters or transport	6.8%
Local people and standard of service	5.9%
Shops and the shopping experience	5.6%
Accommodation	3.2%
Weather	3.2%
Cruise ships	3.0%
Stray animals, mosquitos and diseases	2.4%
Flight related issues	2.3%
Safety-related issues	1.9%
Port Vila	1.6%
Other tourists	1.4%

# Least Appealing Aspects of Vanuatu

**"I found things more expensive than I was expecting, there also seemed to be a lack of locally made clothing, all the cloth seemed to be imported from Thailand or China then sewn in Vanuatu, but the designs seemed foreign to Vanuatu."**

**"Chinese influence in shops/commerce."**

**"Lots of things were shut because we visited out of season, but we did not discover the problem until we had already arrived. There is not always up-to-date info saying whether attractions are open until you get there."**



# Suggestions for Improvement

Theme	Percent
Public services and infrastructure	42.3%
Charges, entrance fees and value for money	11.4%
Food quality and prices	7.7%
Entertainment, activities and transport	6.8%
Local people and standards of service	6.6%
Environment (cleanness, rubbish and nature)	5.6%
Social issues	4.1%
Shopping experience	3.9%
Flight related issues	2.9%
Accommodation	2.7%
Weather	1.7%
Safety	1.2%
Stray and endangered animals	1.2%
Sickness	0.2%





[www.nztri.org.nz](http://www.nztri.org.nz)

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