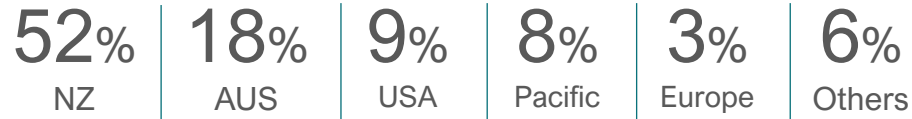


TONGA INTERNATIONAL VISITOR SURVEY

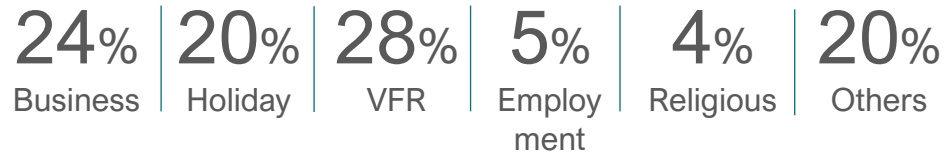
SUMMARY OF FINDINGS JAN-APR 2023



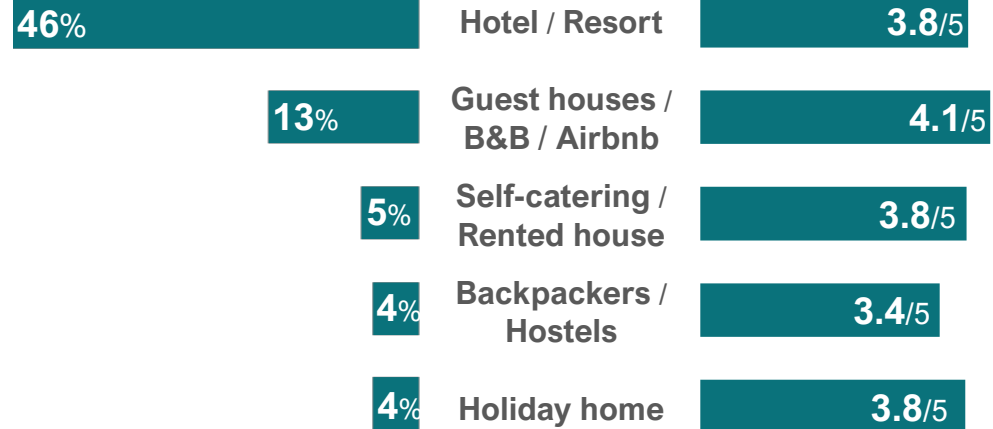
COUNTRY OF ORIGIN



PURPOSE OF VISIT



ACCOMMODATION



VALUE FOR MONEY

60+

17%

60 years old or over



T\$234,547

Avg. household income

1

34%

1st time visitor



4ppl

Avg. travel group size

MOST APPEALING

46%

Local people

30%

Scenery & landscape

17%

Activities & attraction

LEAST APPEALING

26%

Infrastructure, facility

13%

Customer service

13%

Rubbish, environment care

TOP 5 INFORMATION CHANNEL TO FIND OUT ABOUT TONGA

 **49%**
Friends or family

 **36%**
Previous visit

 **20%**
Workplace information

 **10%**
Search engine Google

 **9%**
Social medias

TOP 5 METHODS OF TRAVEL BOOKING

 **49%**
Direct with airline

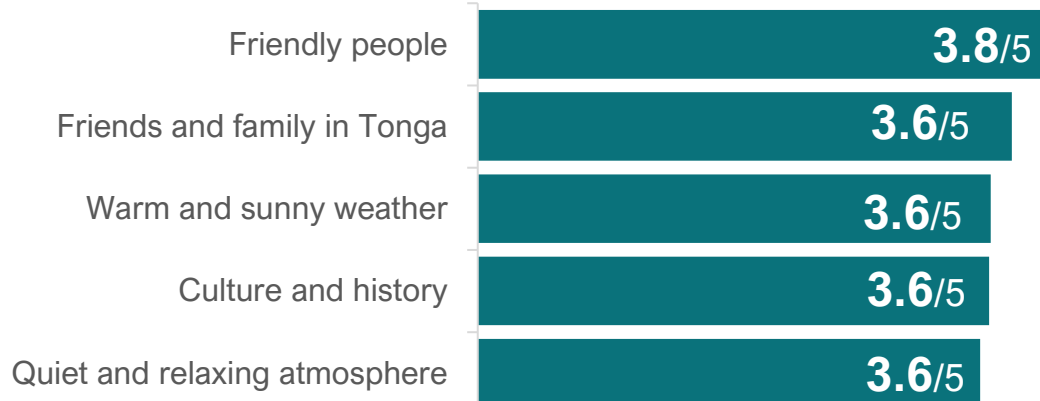
 **28%**
Online travel websites

 **16%**
Arranged by others


 **14%**
Travel agent / travel broker


 **8%**
Direct with accommodation


TOP 5 INFLUENTIAL FACTORS IN DECISION TO TRAVEL TO TONGA



TOP5 LEVEL OF SATISFACTIONS WITH VARIOUS TRAVEL EXPERIENCE

 **4.4/5**
The friendliness of the people in Tonga

 **3.8/5**
Airport arrival / departure experience

 **3.6/5**
The overall level of service in Tonga

 **3.6/5**
Variety of things to see and do

 **3.6/5**
Value for money

TOTAL ECONOMIC IMPACT

TOP\$ 36 MILLION

FROM 12,626 VISITORS



PREPAID
EXPENDITURE

T\$ 2,608

Prepaid per trip

40%

Flowing into local
economy rate

T\$ 1,043

Prepaid per trip



TOTAL
EXPENDITURE

T\$ 2,874 per visitor per trip

T\$ 327 per visitor per day



IN-COUNTRY
SPEND

T\$ 208

In-country spend per day



X **8.8** nights
Average length of stay

T\$ 1,831

In-country spend per trip



MOST PARTICIPATED ACTIVITIES



91%

Markets /
handicraft



82%

Visiting
beach



79%

Sightseeing



78%

Local
produce



SATISFACTION



4.1/5

Overall, visitors are very satisfied.



74%

Visitors are likely to return.



71%

Visitors are likely to recommend.