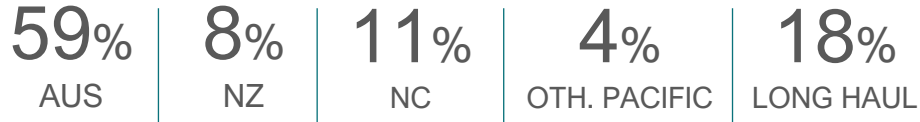


VANUATU INTERNATIONAL VISITOR SURVEY

VISITATION OVERVIEW JAN-JUN 2023



COUNTRY OF ORIGIN



PURPOSE OF VISIT



25%

60+ years old or over



\$90,935

Avg. household income



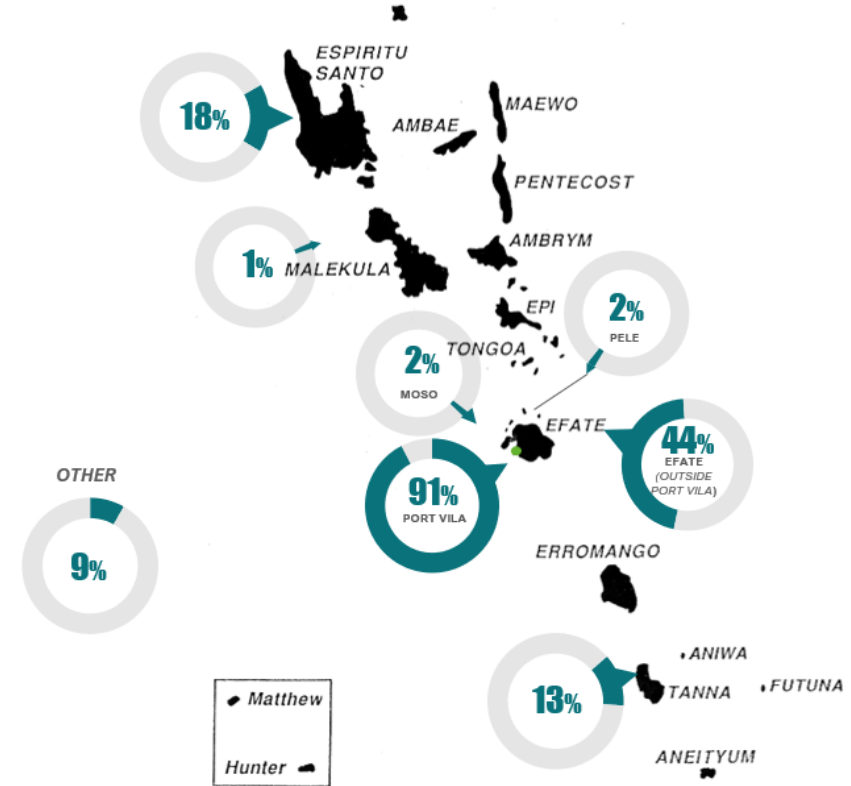
50%

1st time visitor

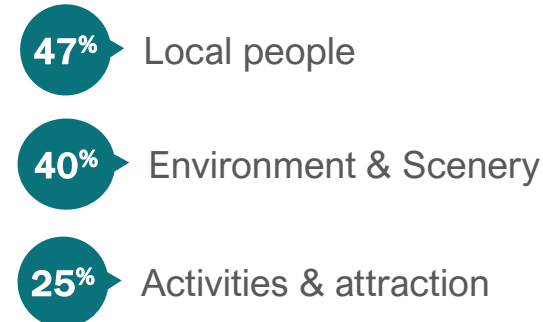


3ppl

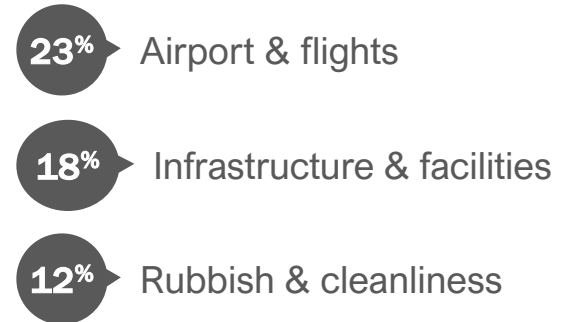
Avg. travel group size



MOST APPEALING

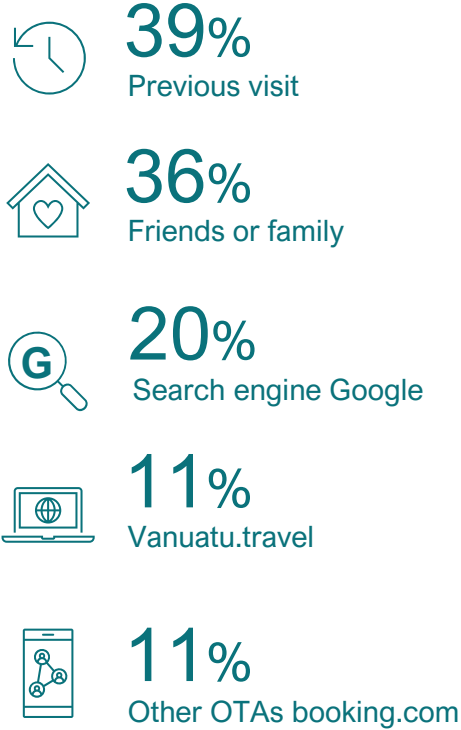


LEAST APPEALING



Note: currency in US dollars.

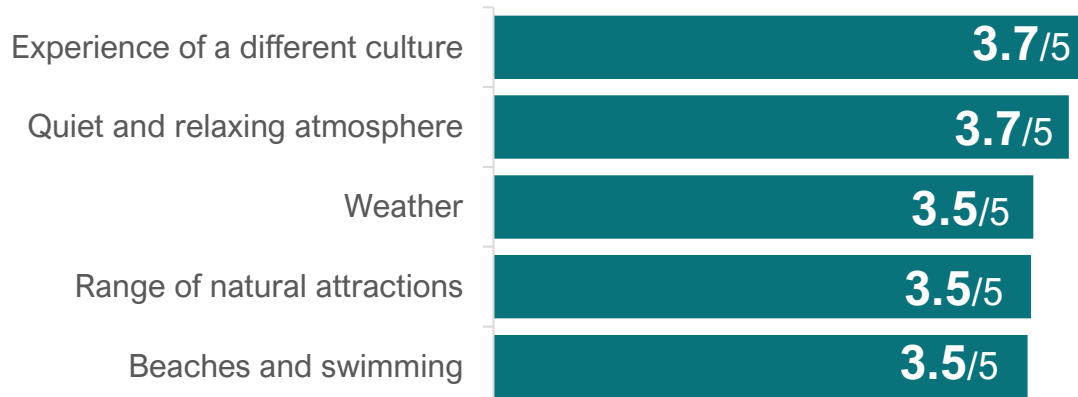
TOP 5 INFORMATION CHANNEL TO FIND OUT ABOUT VANUATU



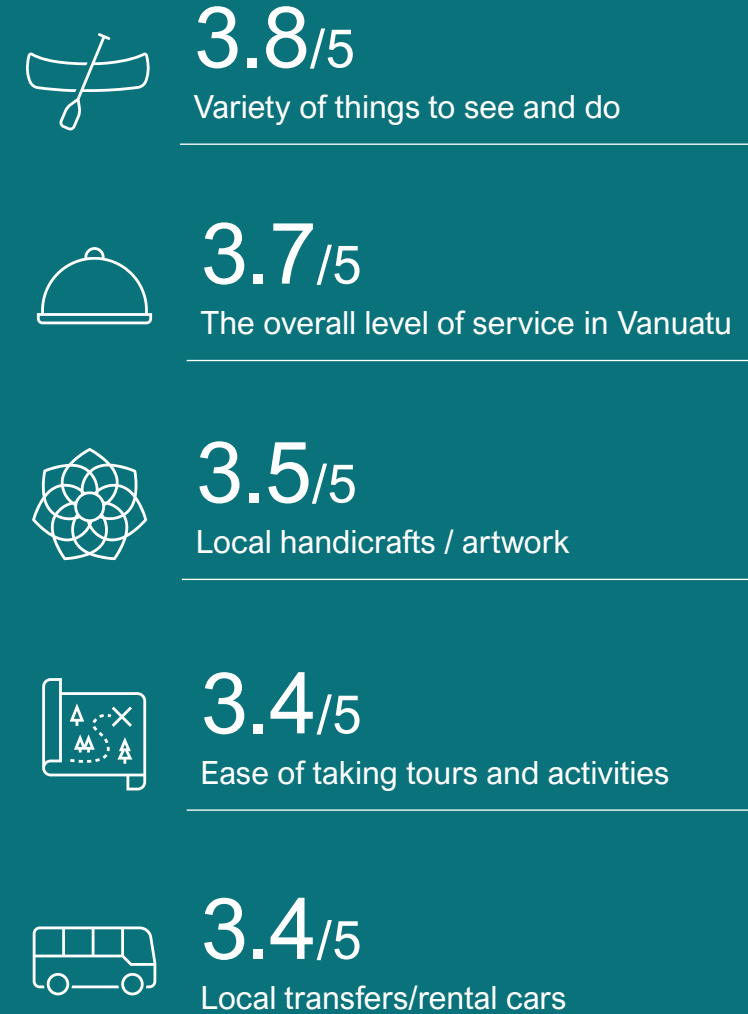
TOP 5 METHODS OF TRAVEL BOOKING



TOP 5 INFLUENTIAL FACTORS IN DECISION TO TRAVEL TO VANUATU



TOP 5 LEVEL OF SATISFACTIONS WITH VARIOUS TRAVEL EXPERIENCE



TOTAL ECONOMIC IMPACT

US\$ 54.6 MILLION

FROM 31,930 VISITORS



PREPAID EXPENDITURE

\$1,358

Prepaid per trip

62.5%

Flowing into local economy rate

\$849

Prepaid per trip



ECONOMIC IMPACT

\$1,709

 per trip

\$191

 per day

IN-COUNTRY SPEND

\$96

In-country spend per day



X **9** nights
Average length of stay

\$860

In-country spend per trip



MOST PARTICIPATED ACTIVITIES



95%

Visiting beach



86%

Sightseeing



85%

Swimming



84%

Engaging Ni-Vanuatu



SATISFACTION



4.1/5

Overall, visitors are very satisfied.



74%

Visitors are likely to return.



89%

Visitors are likely to recommend.