

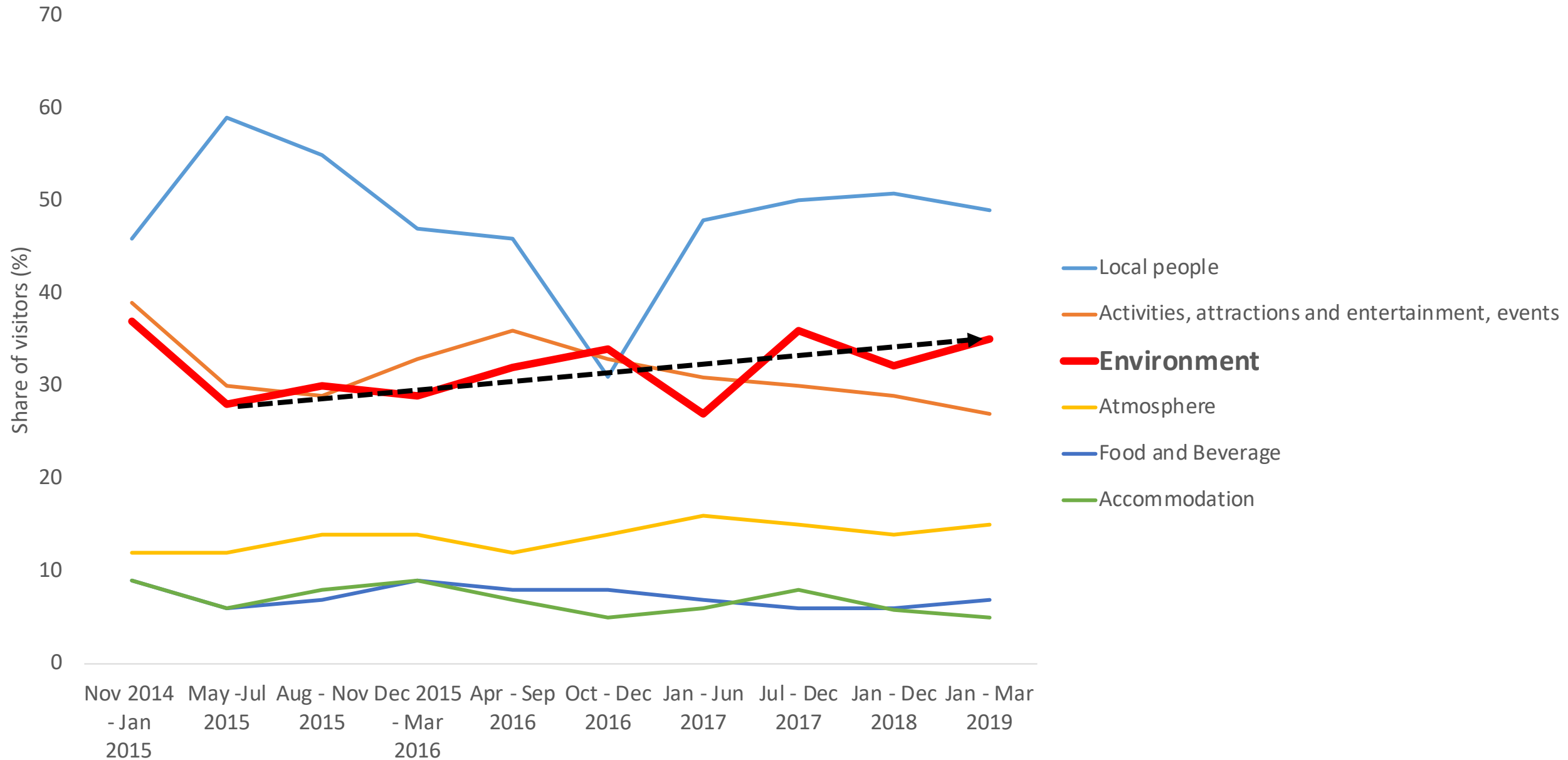
# Vanuatu International Visitor Survey

Vanuatu Tourism Forum, 26 August 2019, Port Vila

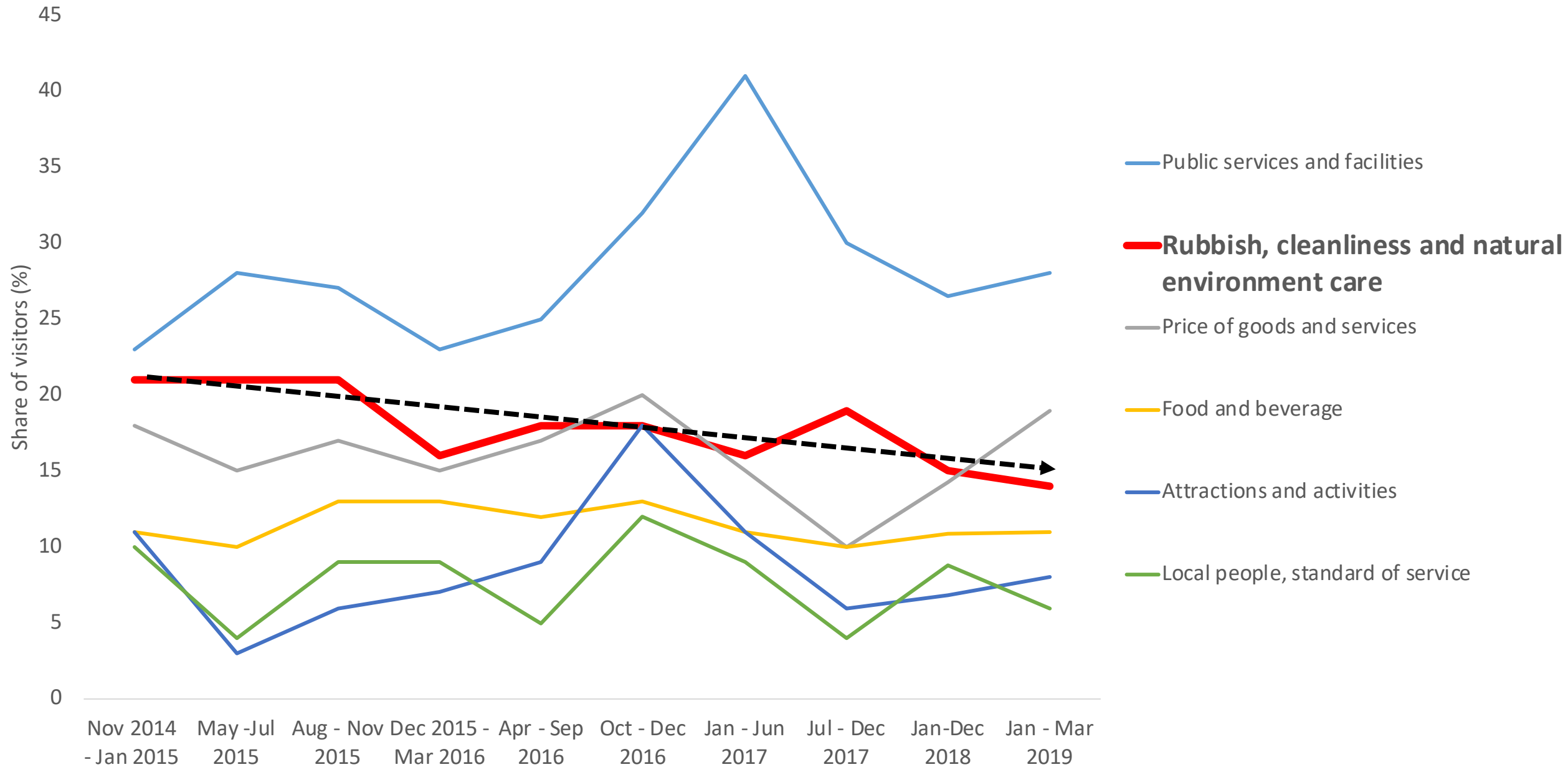
## Visitor Perspectives on the Environment



# Most Appealing Aspects of Vanuatu Visit (IVS Data)



# Least Appealing Aspects of Vanuatu Visit (IVS Data)



# Least Appealing Aspects/Improvements (IVS Data)

**“We found a lot of garbage in the ocean and on the coast. Plastics and other things, also barbed wire and other waste. It would be nice if the conservation of nature was taken seriously”**

**“The terrible smell near the market when getting off the ferry; areas where there is a lot of rubbish lying around - for instance in a village near the Mele Cascades”**

**“I think the local people making more effort to keep Port Vila clean and not throwing rubbish everywhere.”**



**“A policy on reducing plastic use and some infrastructure for getting rid of the rest. Vanuatu’s nature is a unique pearl; I think filling it up with plastic trash is almost a crime.”**

**“The general cleanliness of the country side needs to be addressed. This is something that your Pacific neighbours should provide consultation with for an effective and sustainable waste management system”**

# Regional IVS Data: Least Appealing - Environment

Country	% Responses
Yap	3
Niue	4
Cook Is.	8
Samoa	11
<b>Vanuatu</b>	<b>15</b>
PNG	18
Solomon Is	35

# Key Takeaways

- Perception of environmental quality is a key factor influencing visitor satisfaction
- Vanuatu's performance is not as strong as some competitors
- An 'all of government/society' approach is required
- Integrate visitor feedback on the environment into tourism industry performance measurement and sustainability barometers/indicators (eg Cook islands).

# THANK YOU



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