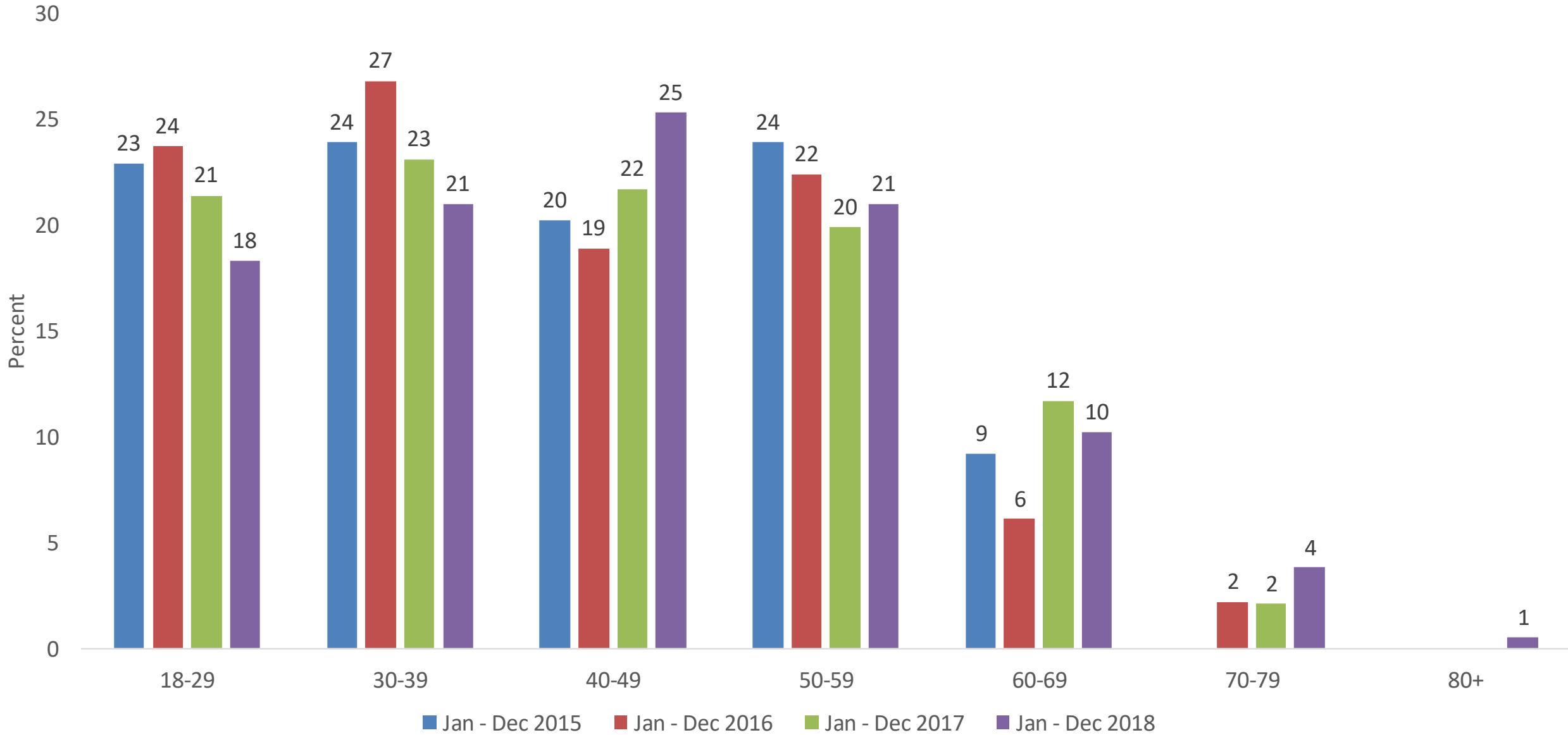


# Vanuatu International Visitor Survey

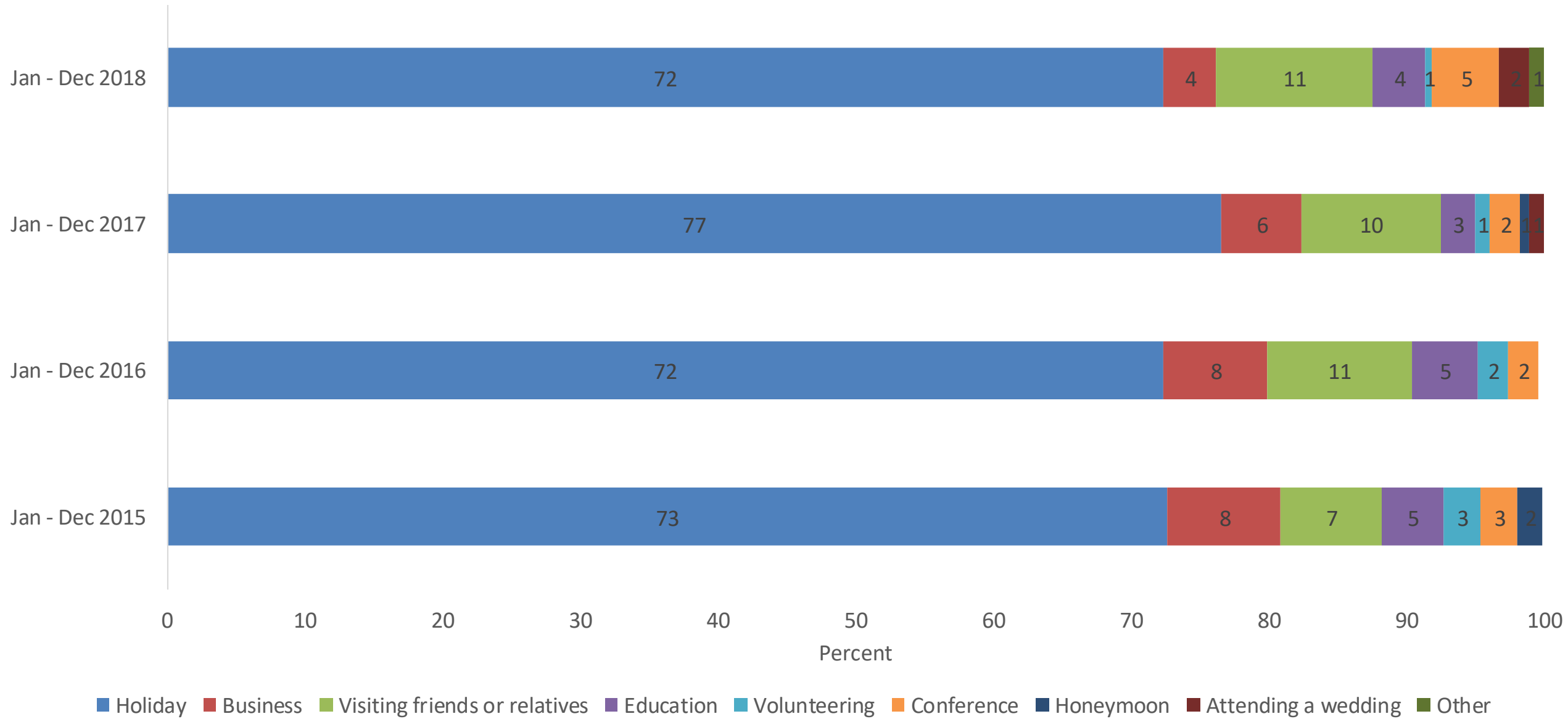
## New Caledonia Market Data Mining



# Age

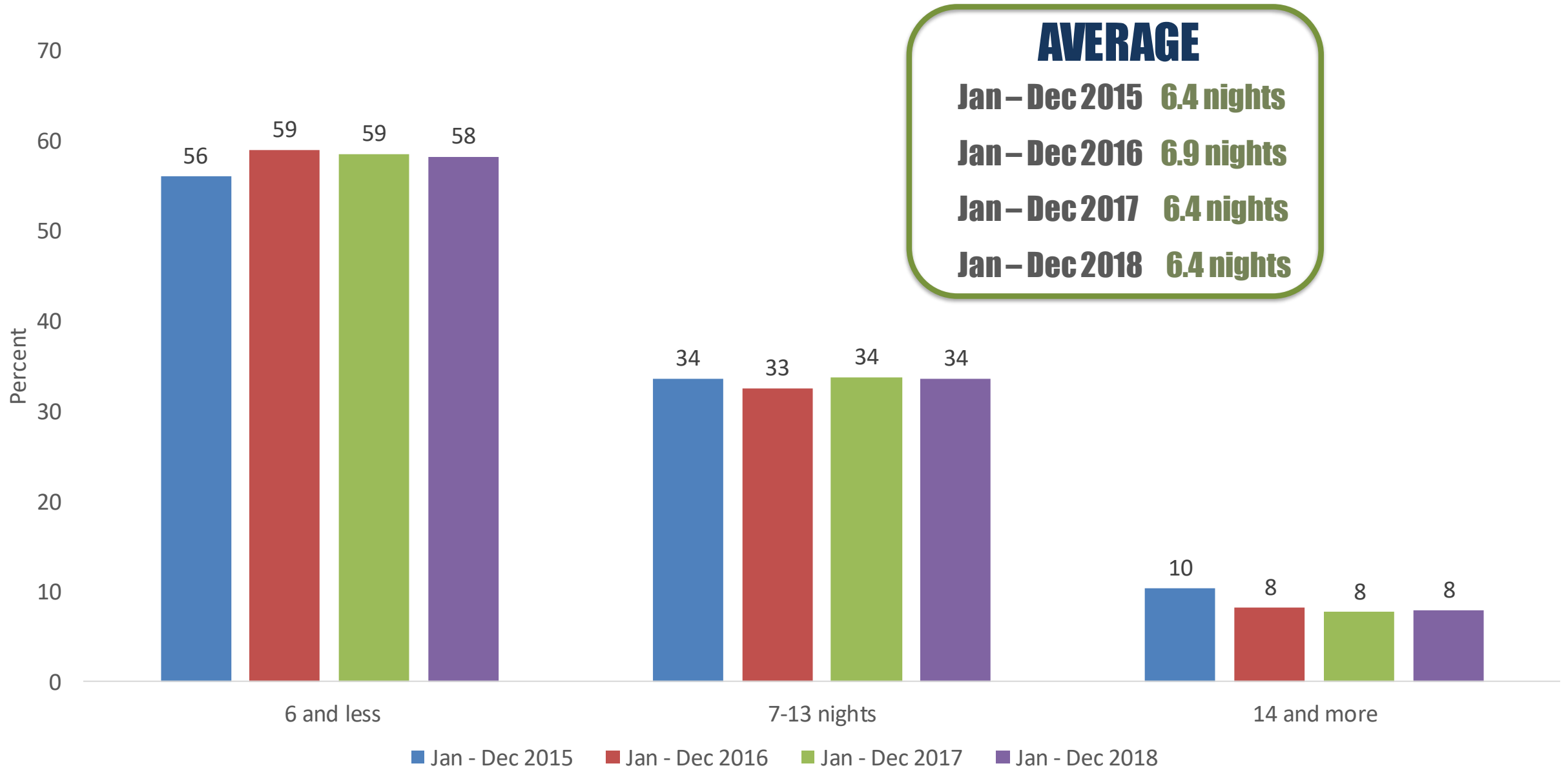


# Main Purpose Of Visit



Note: due to rounding, some figures do not add up to 100%

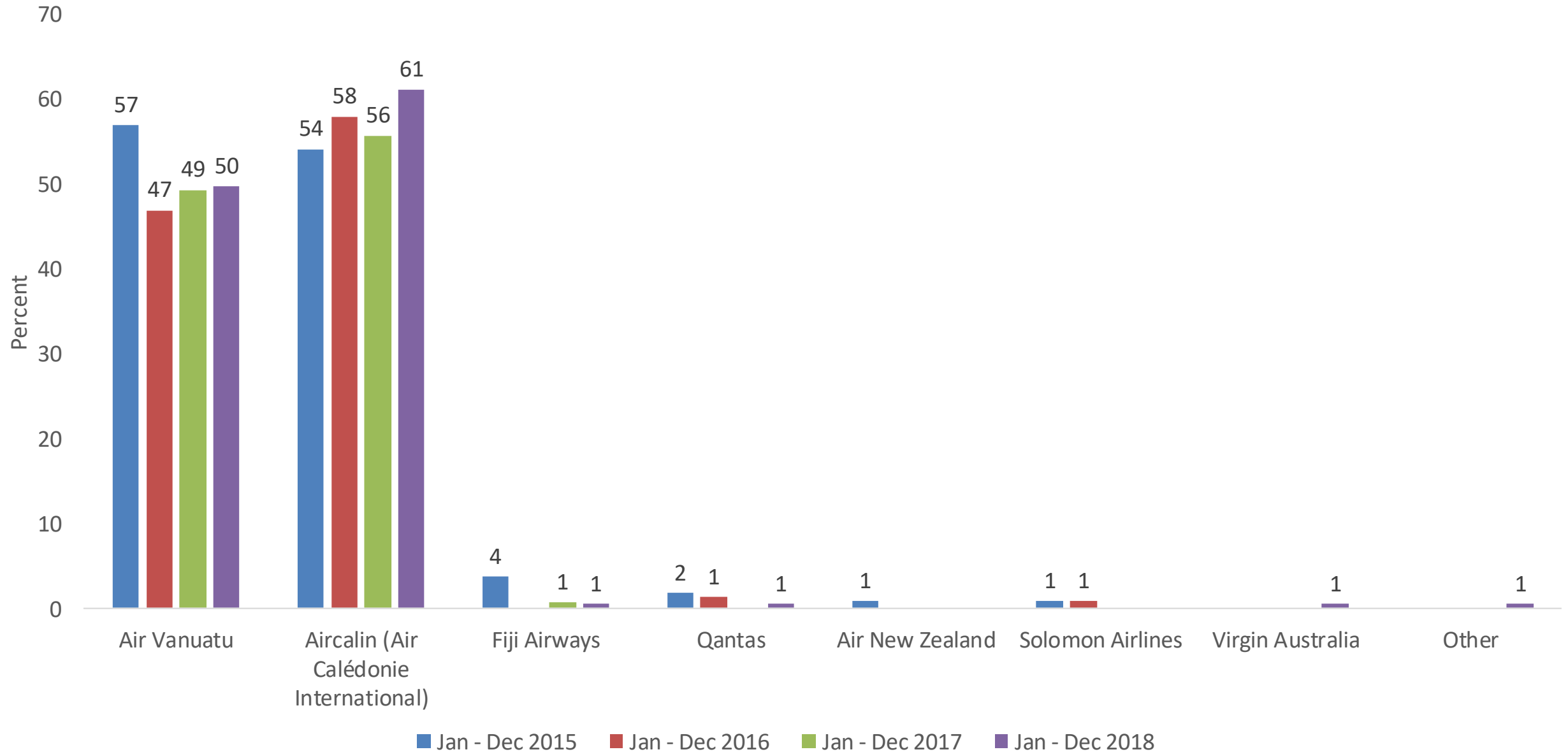
# Length Of Stay (Nights)



Note: due to rounding, some figures do not add up to 100%

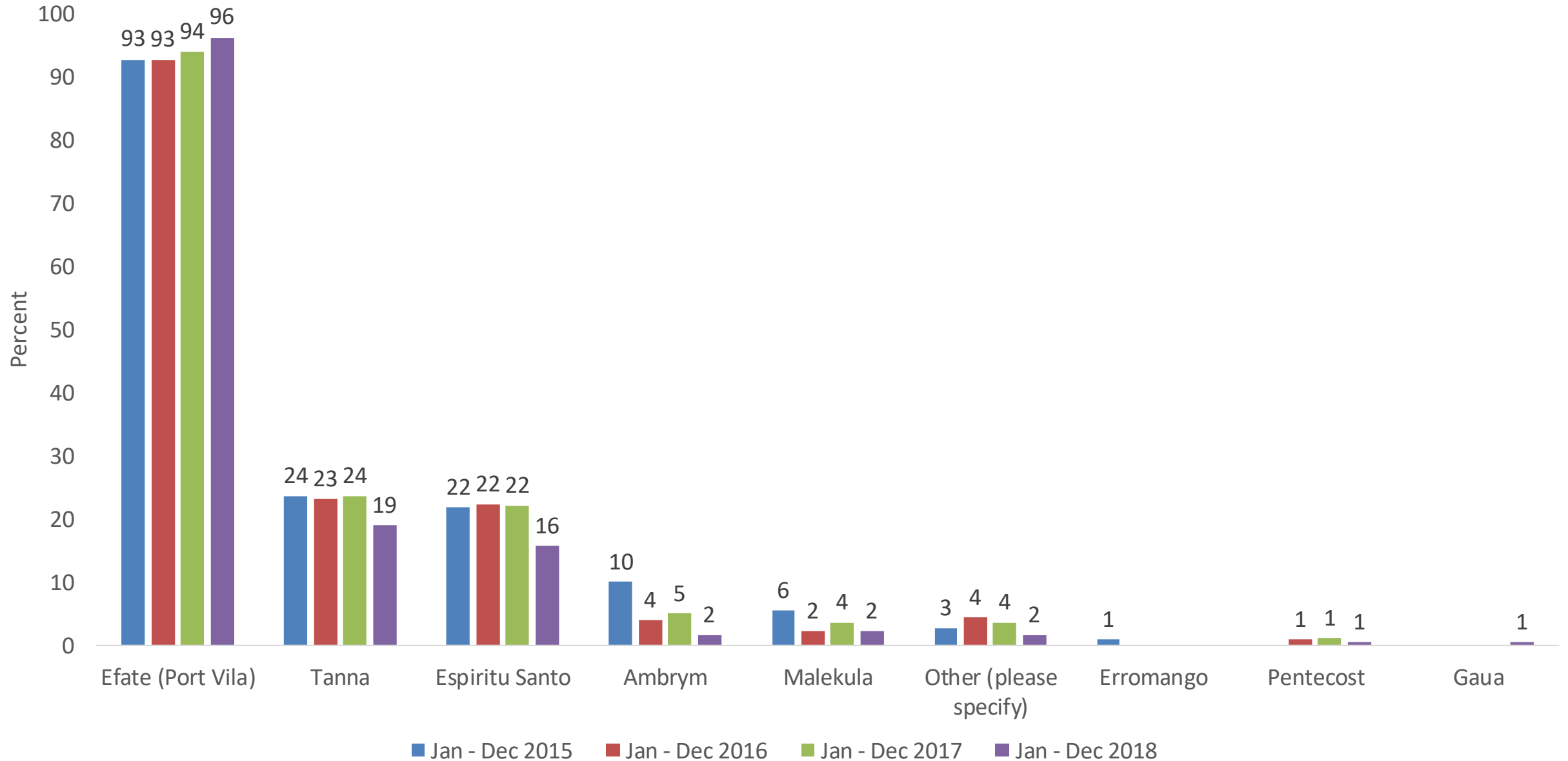
Note: 31+ days as outliers were removed for length of stay analysis

# Airlines Used For Travel



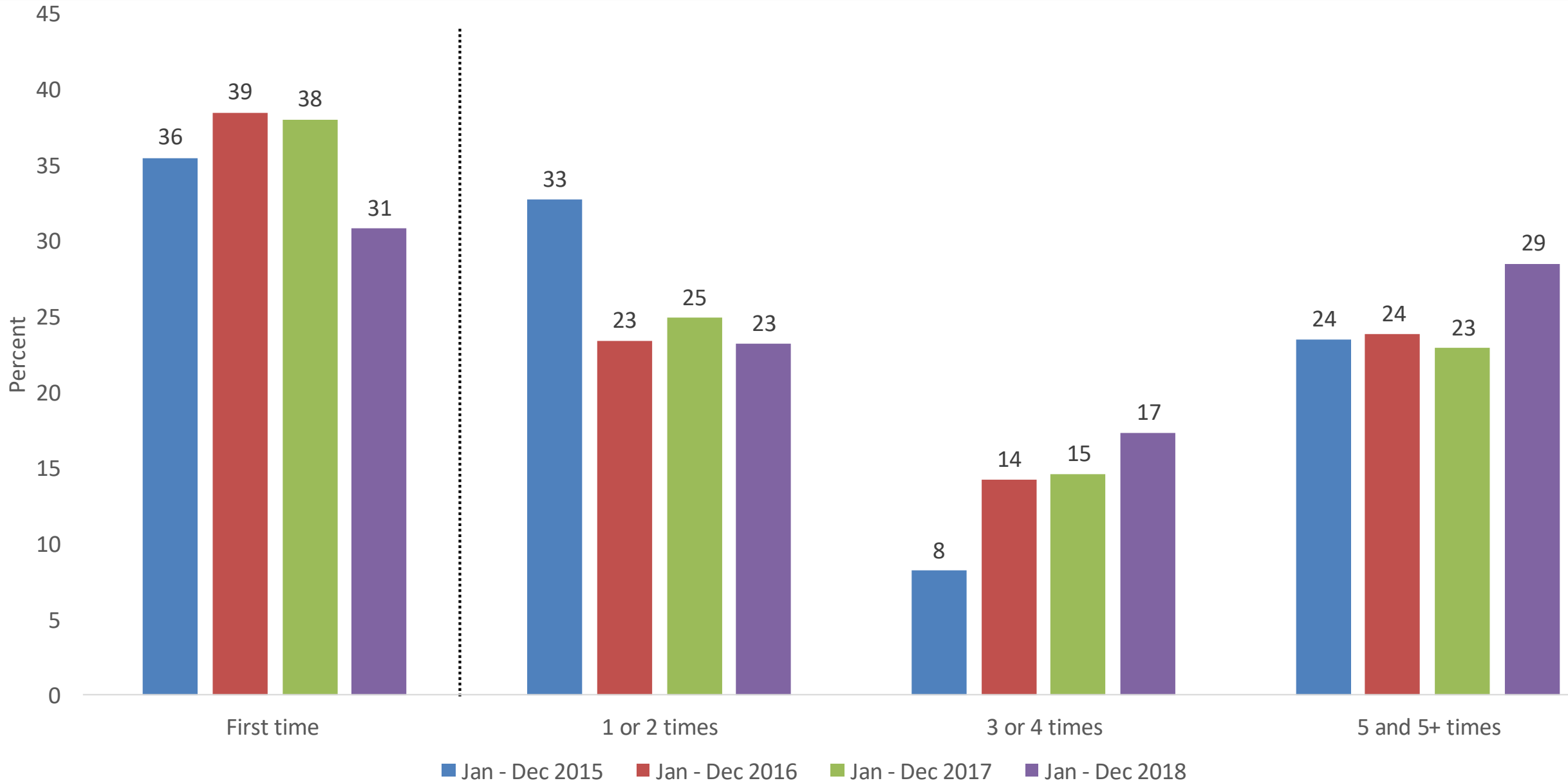
*Note: Multiple responses, therefore total does not add up to 100%*

# Islands Visited



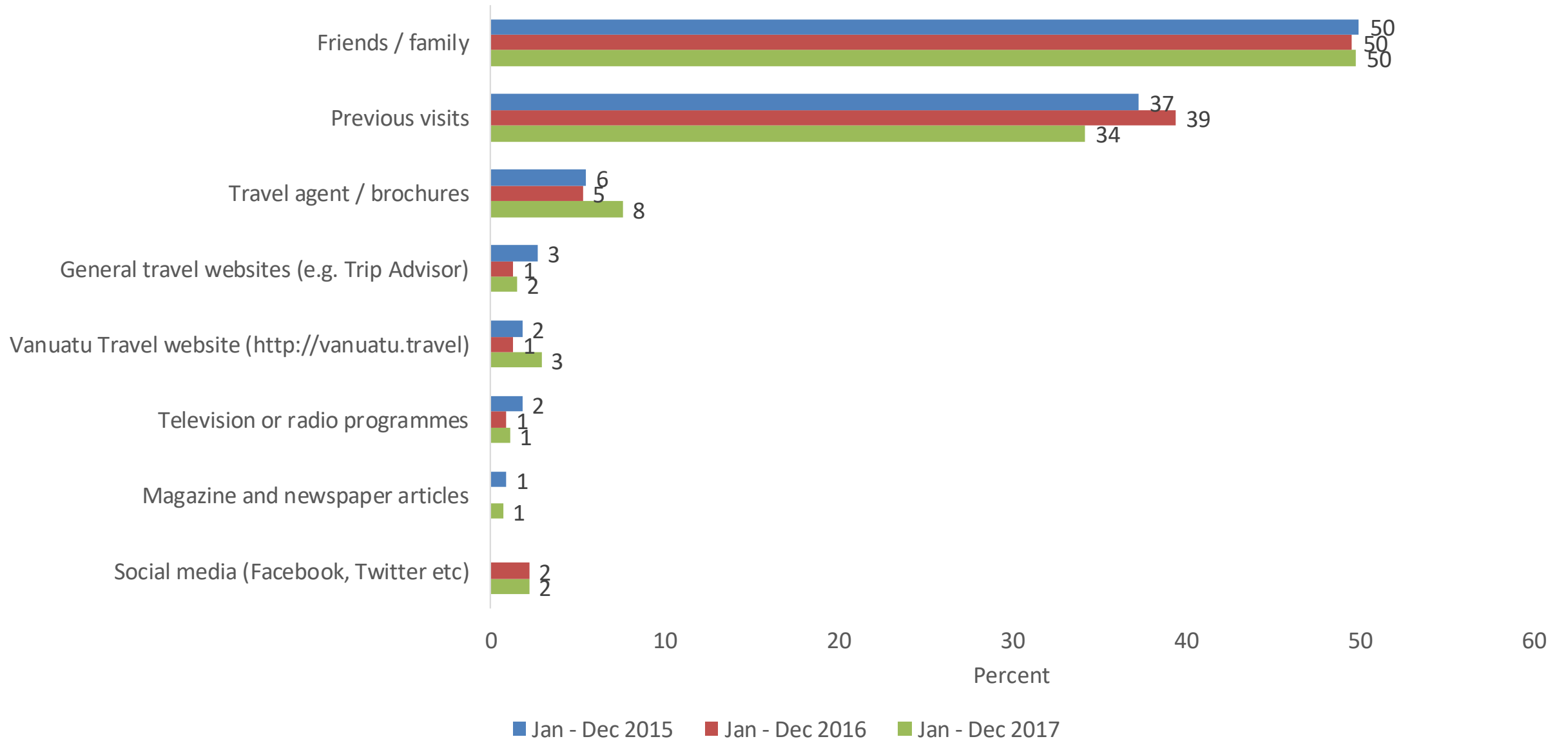
Note: Multiple responses, therefore total does not add up to 100%

# Previous Visits



Note: due to rounding, some figures do not add up to 100%

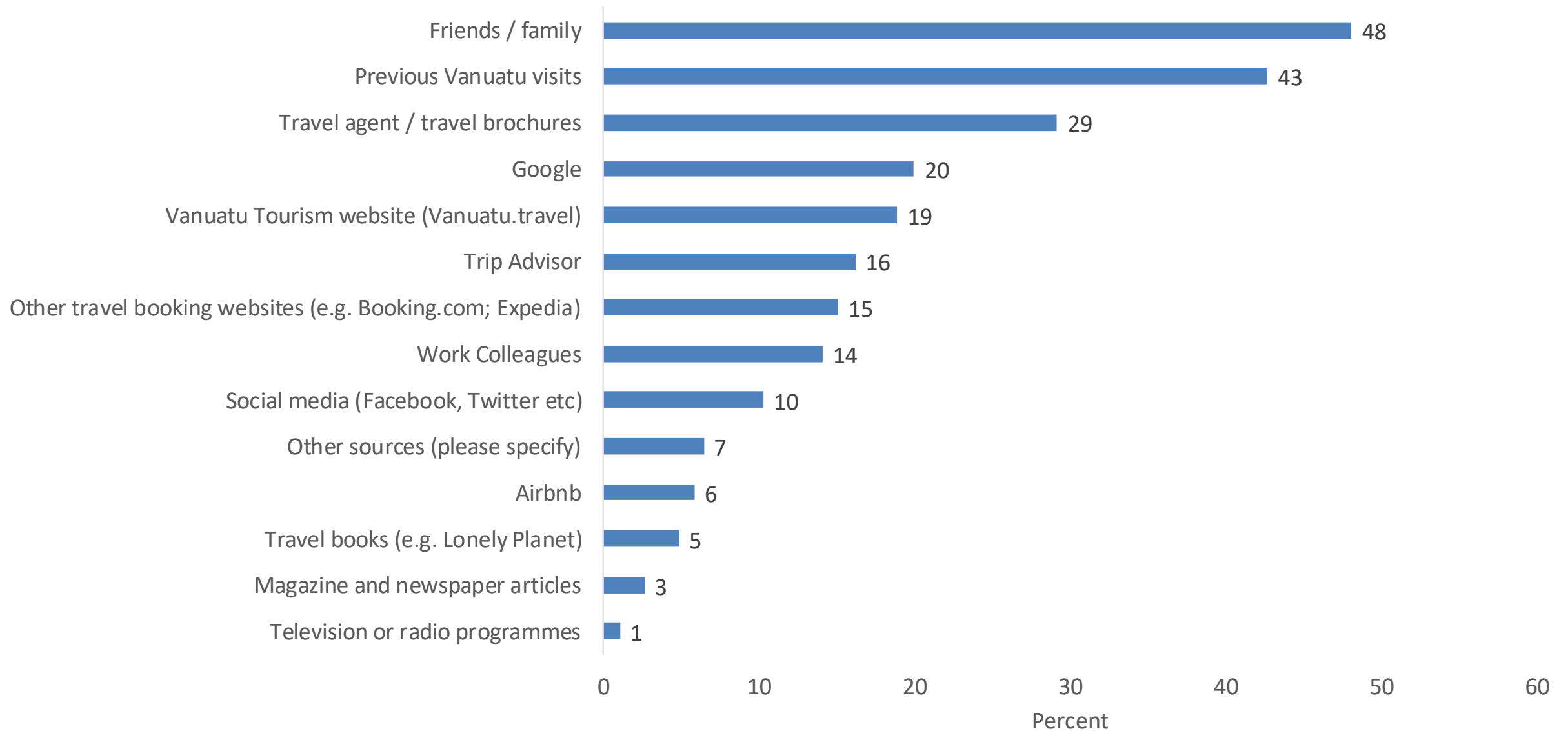
# How Did You Find Out About Vanuatu?



Note: due to rounding, some figures do not add up to 100%



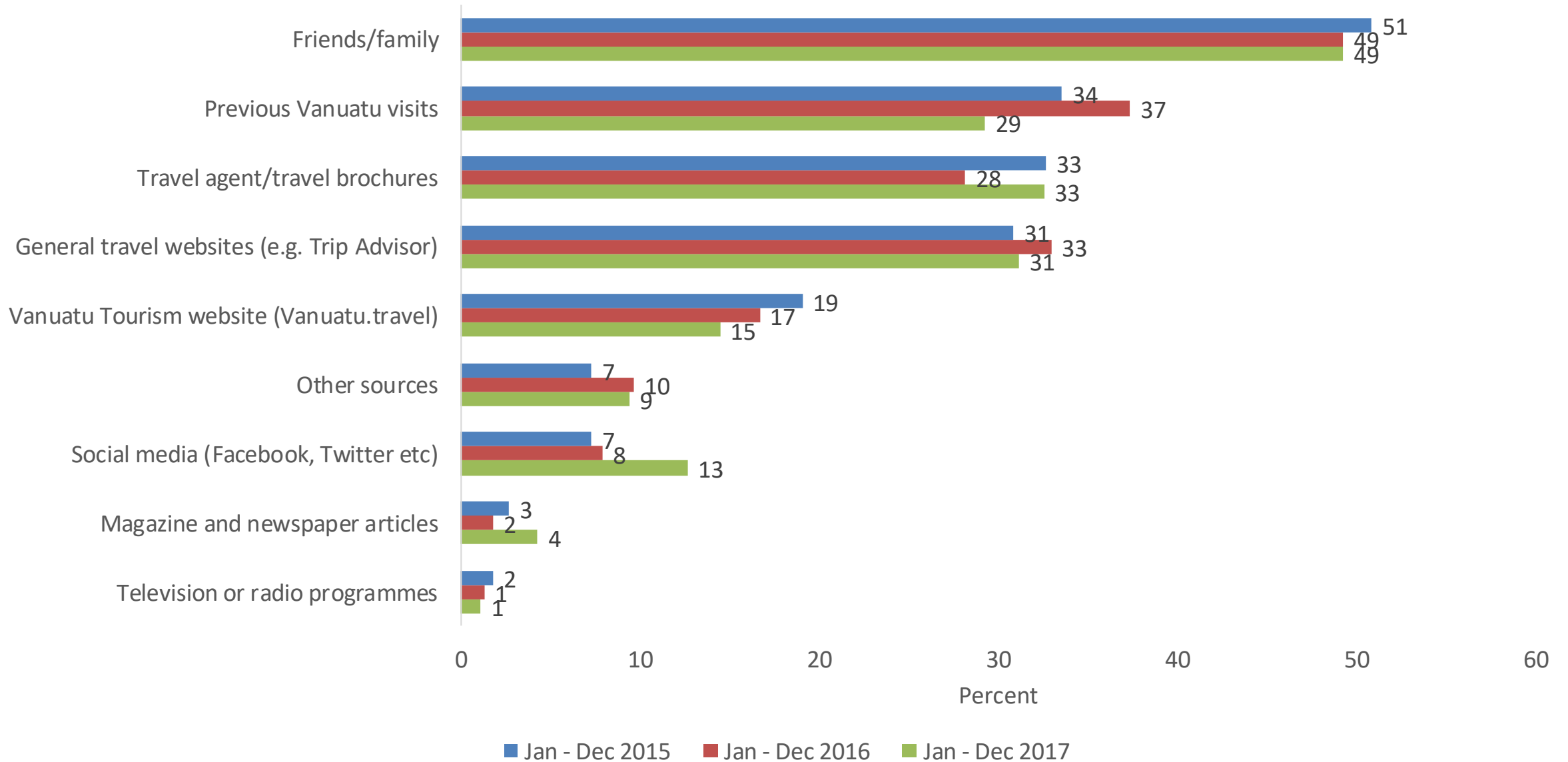
# How Did You Find Out About Vanuatu? (Jan – Dec 2018)



*Note: due to rounding, some figures do not add up to 100%*

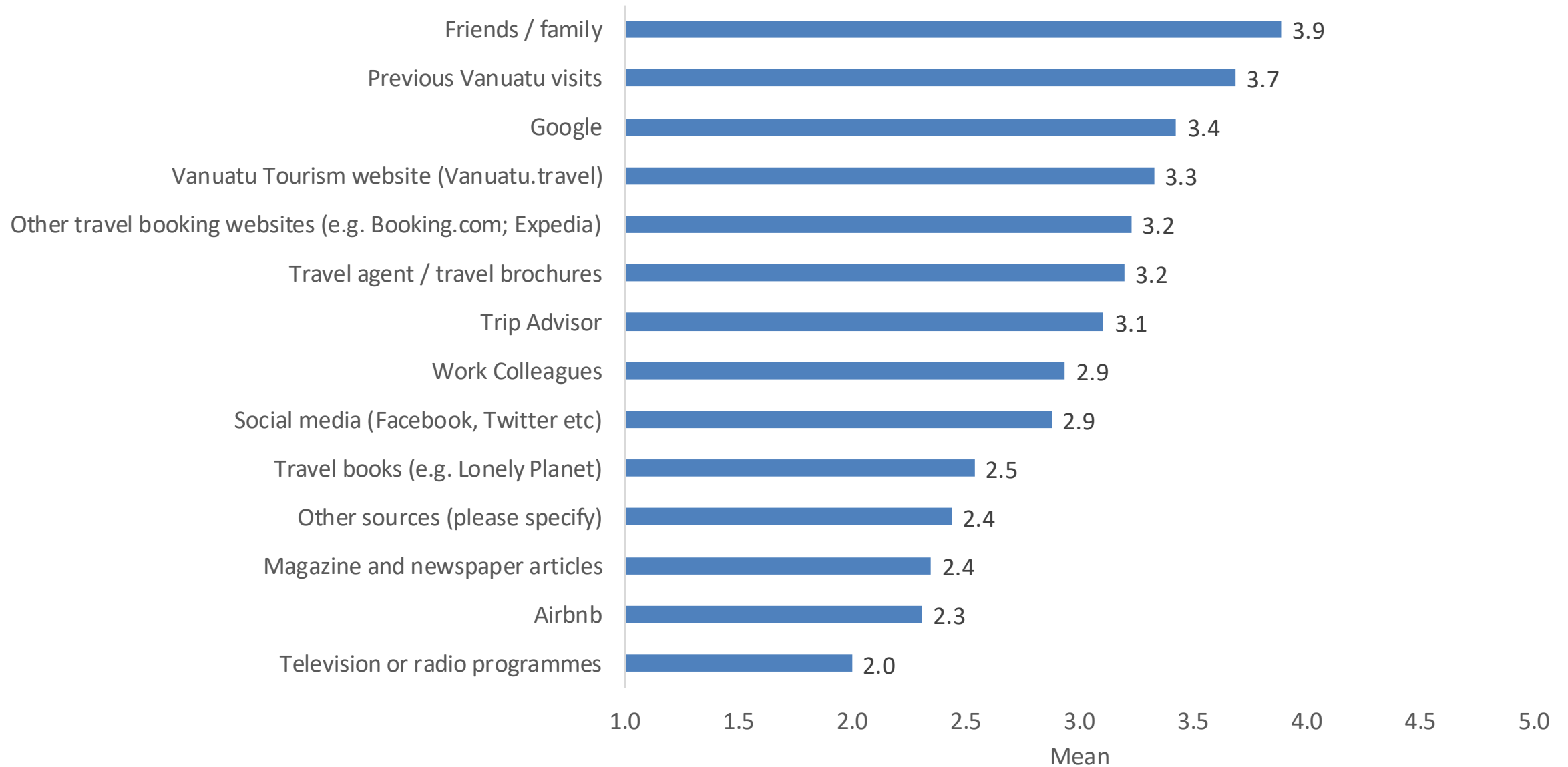
*Note: the type of this question was changed after Jan 2018; therefore, the comparison is not provided.*

# Sources Used For Planning



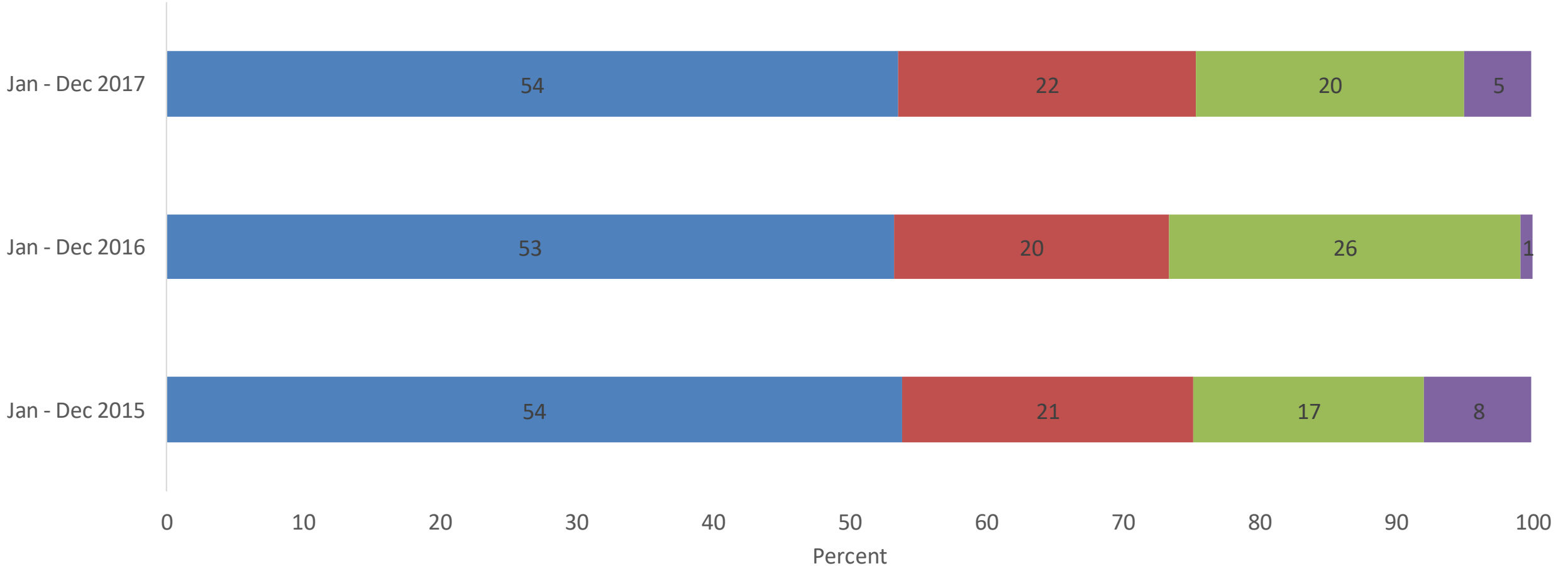
Note: Multiple responses, therefore total does not add up to 100%

# Importance Of Sources Used For Planning (Jan – Dec 2018)



*Note: the type of this question was changed after Jan 2018; therefore, the comparison is not provided.*

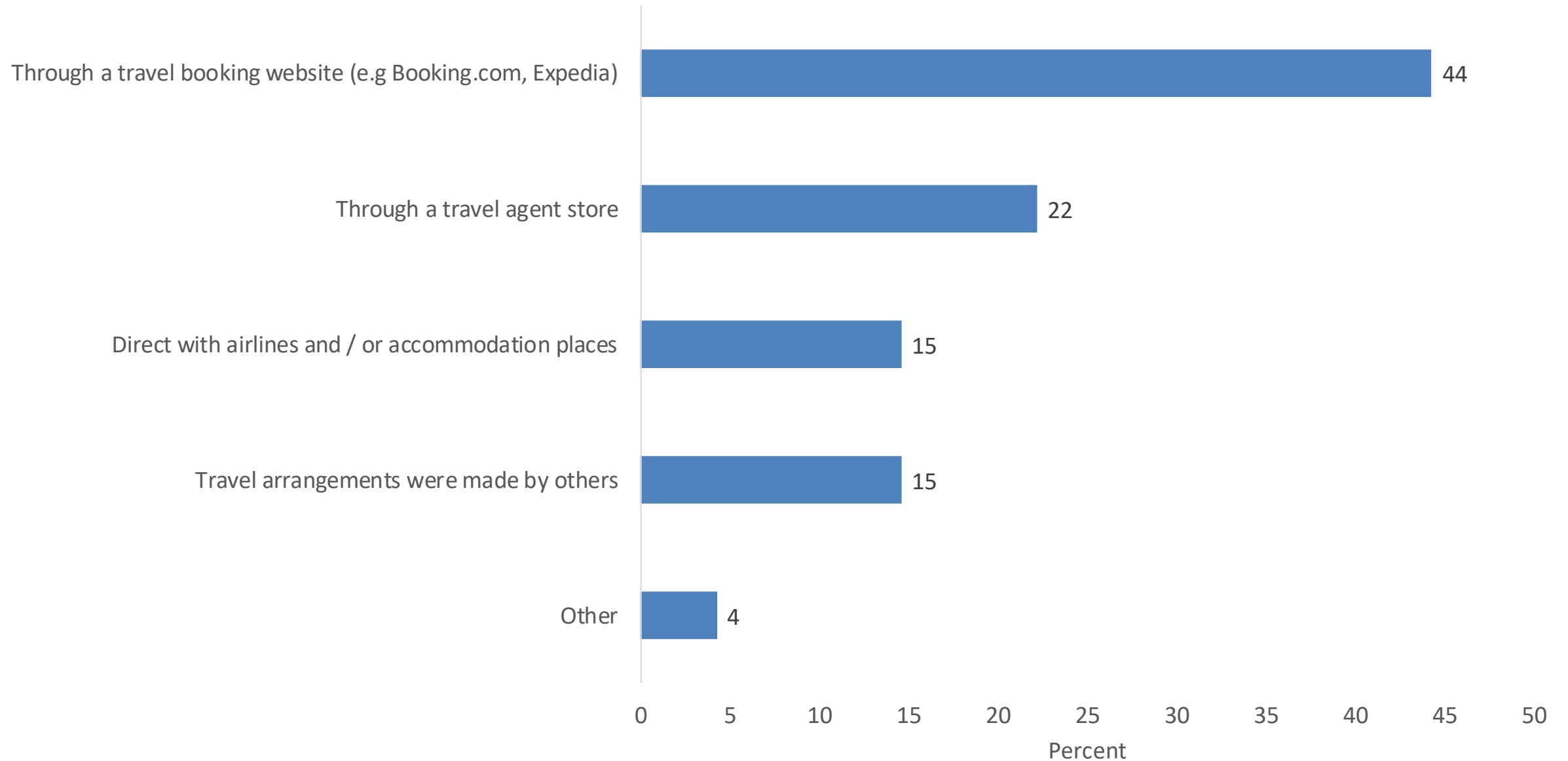
# Travel Purchasing Behaviour



- I made my own travel arrangement (through online website or booked with hotels/airlines)
- I purchased a pre-paid travel package through a travel agent
- Travel arrangements were made by others (business, friends, relatives)
- Other

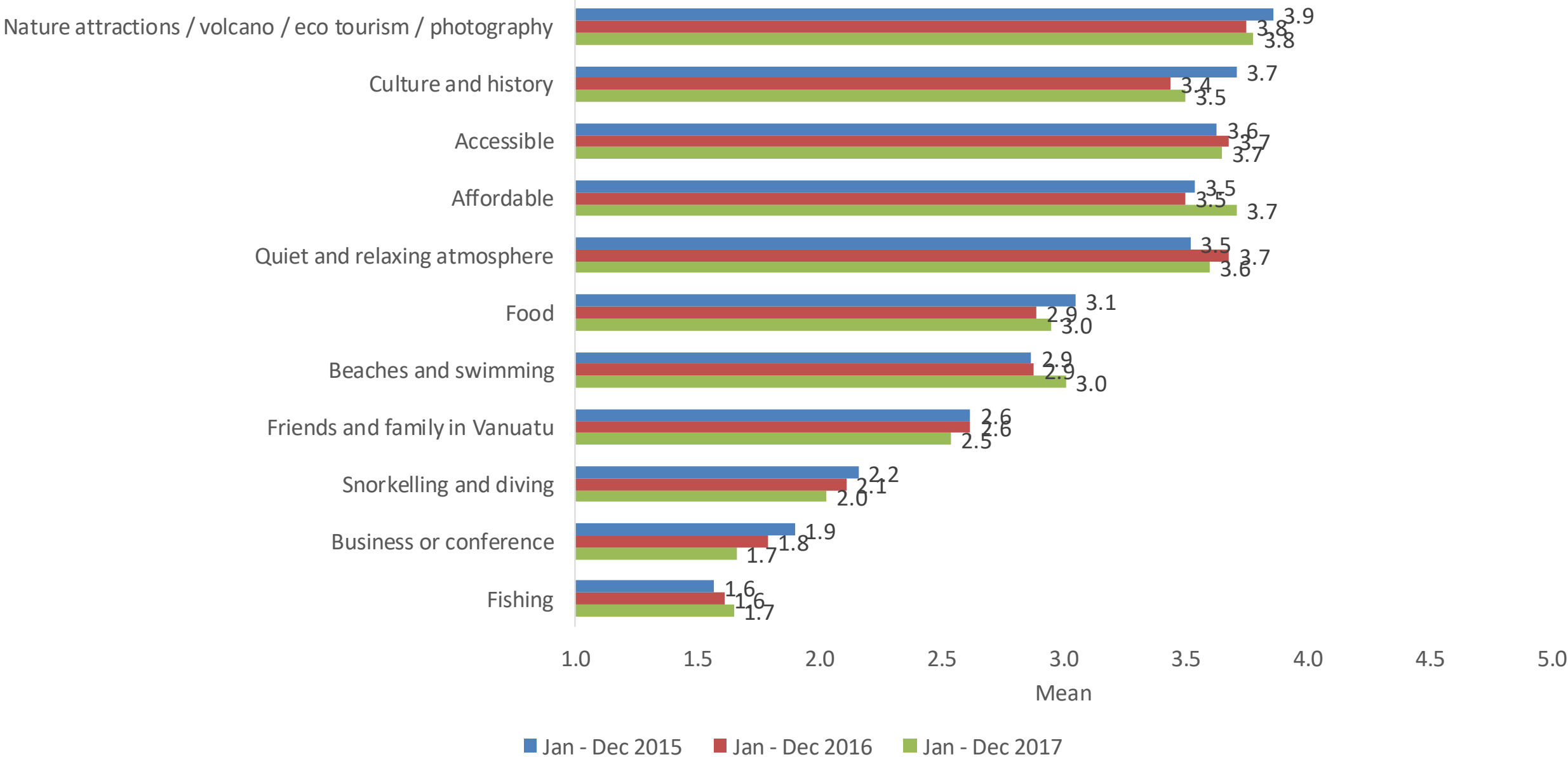
*Note: due to rounding, some figures do not add up to 100%*

# Travel Purchasing Behaviour (Jan – Dec 2018)

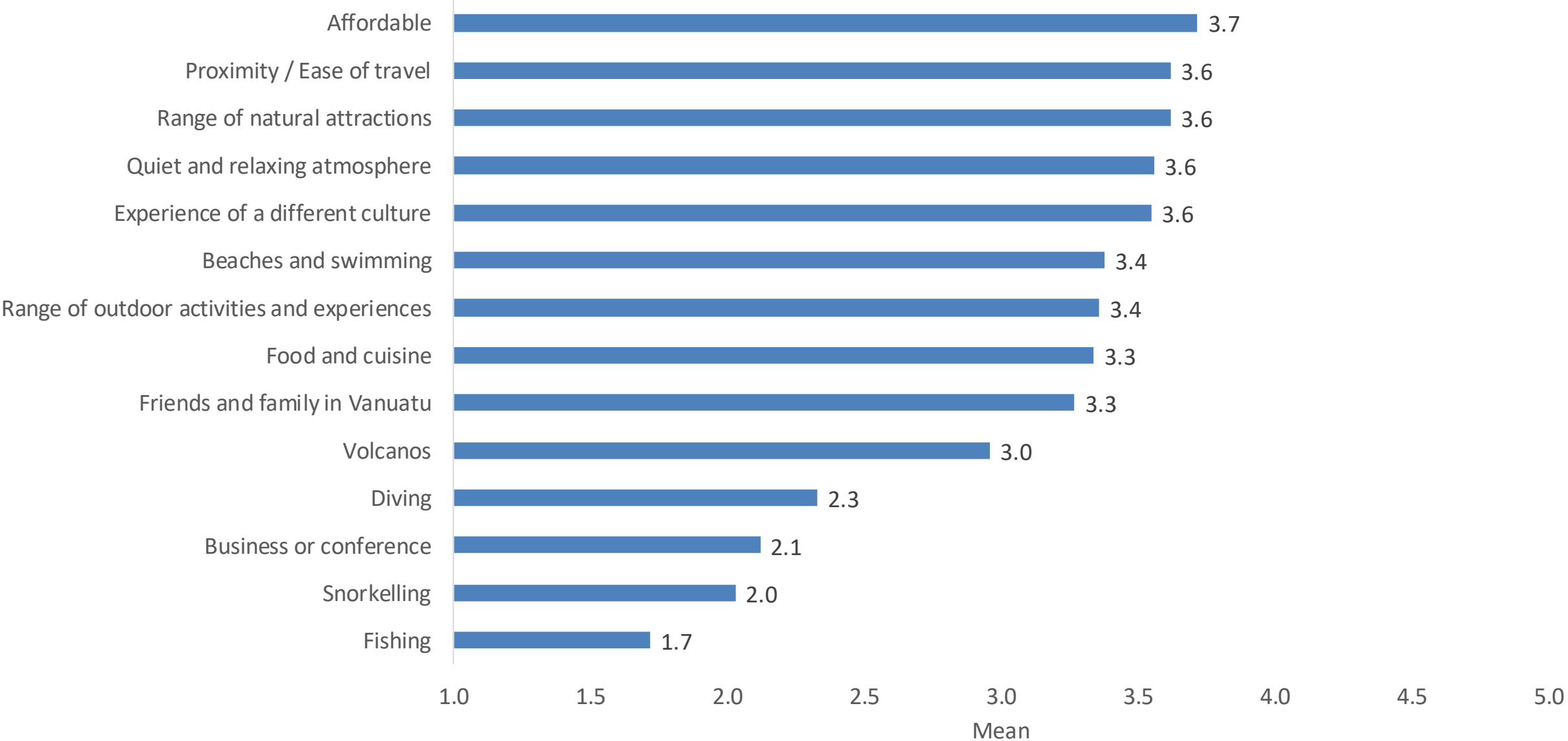


*Note: the items of this question were changed after Jan 2018; therefore, the comparison is not provided.*

# Influences On The Decision To Choose Vanuatu

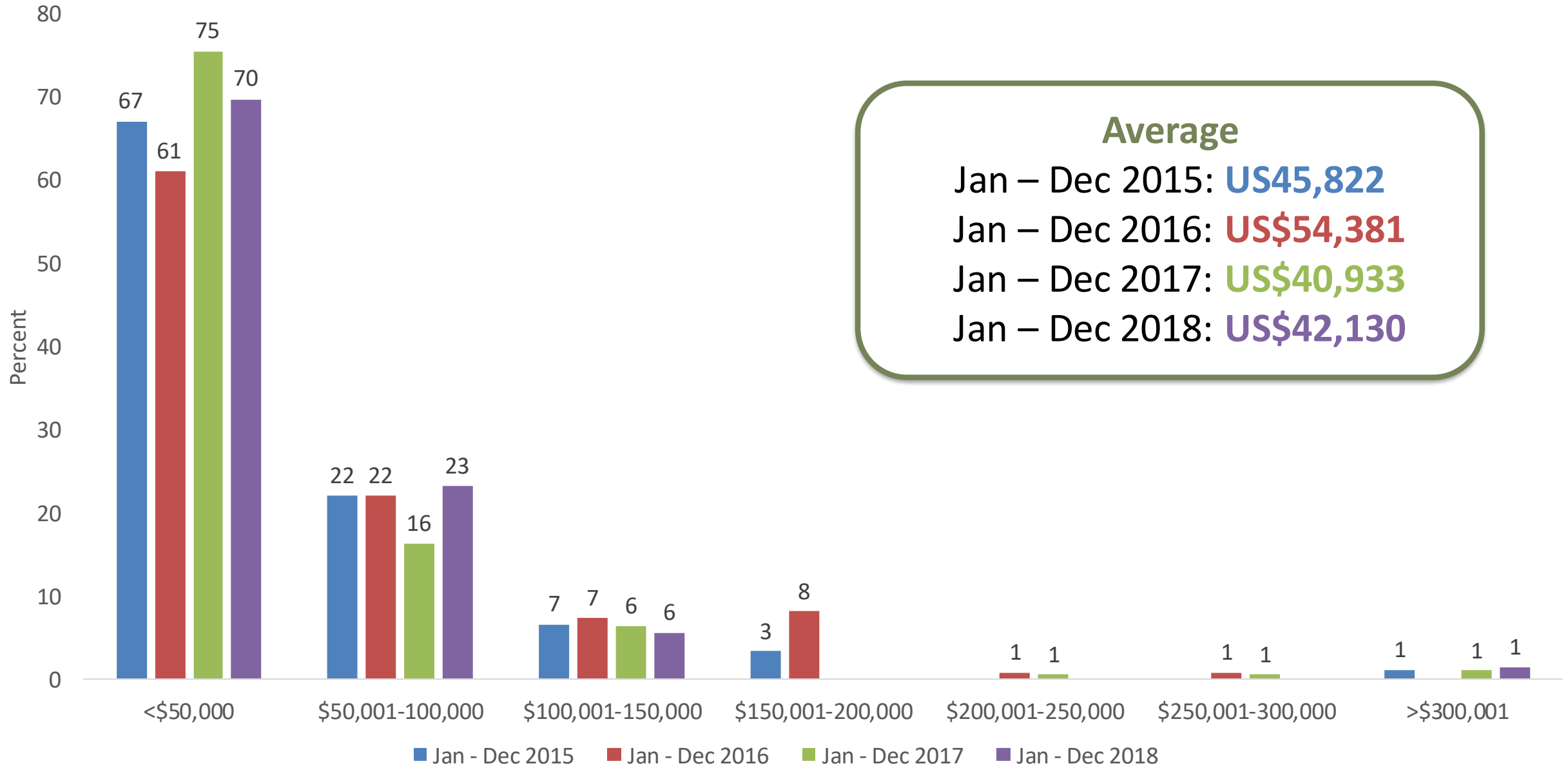


# Influences On the Decision To Choose Vanuatu (Jan – Dec 2018)



*Note: the items of this question were changed after Jan 2018; therefore, the comparison is not provided.*

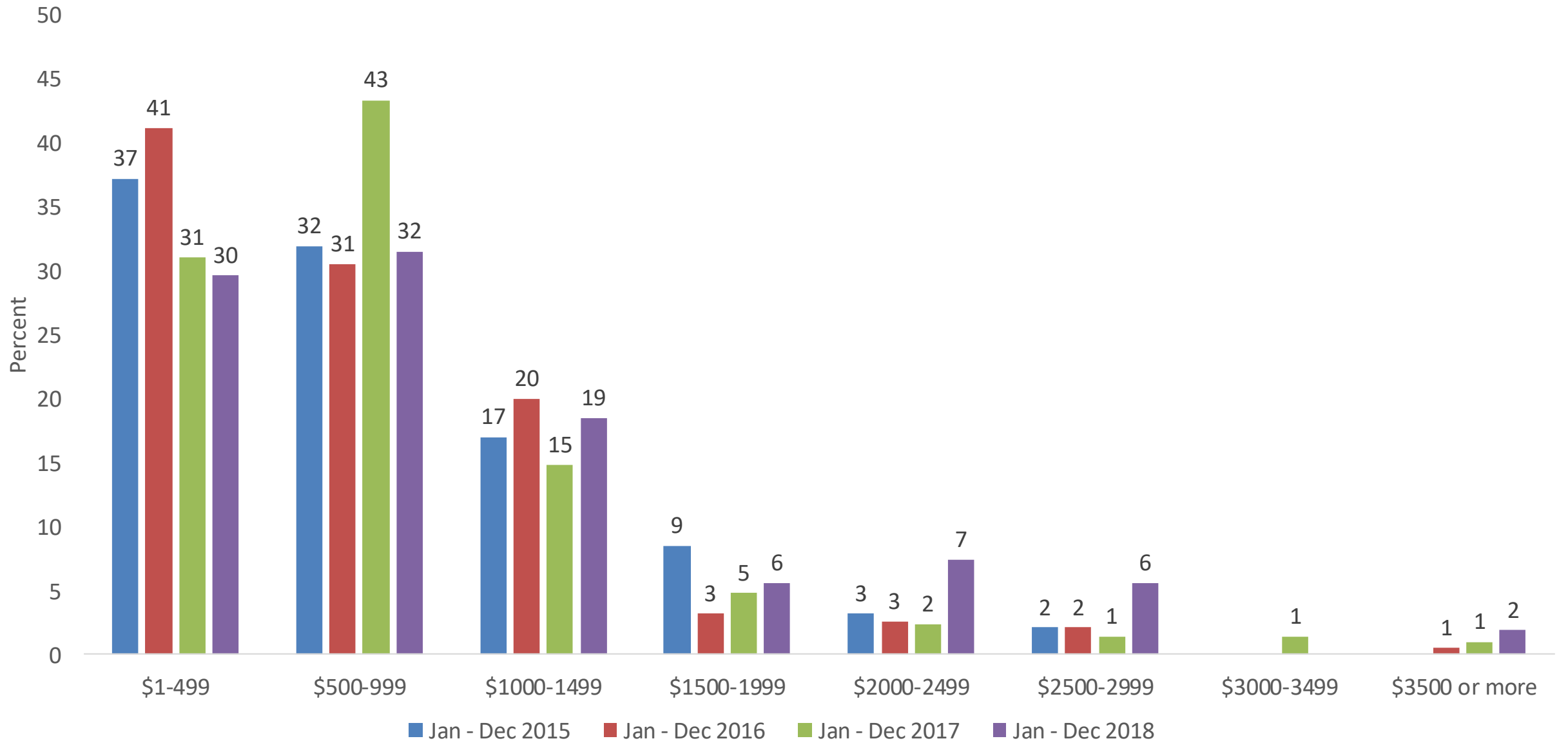
# Annual Household Income



**Average**  
Jan – Dec 2015: **US\$45,822**  
Jan – Dec 2016: **US\$54,381**  
Jan – Dec 2017: **US\$40,933**  
Jan – Dec 2018: **US\$42,130**

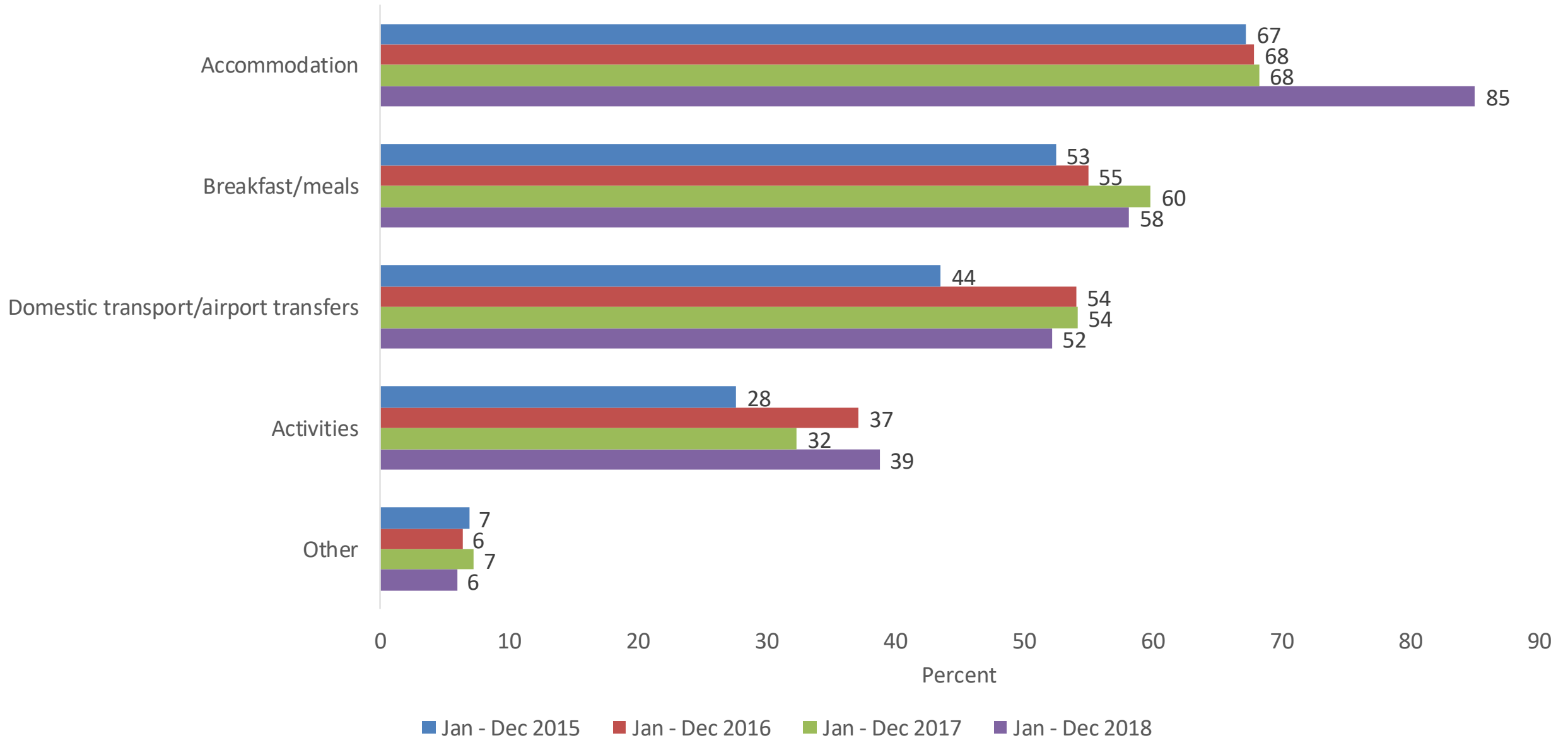


# Prepay (US\$)



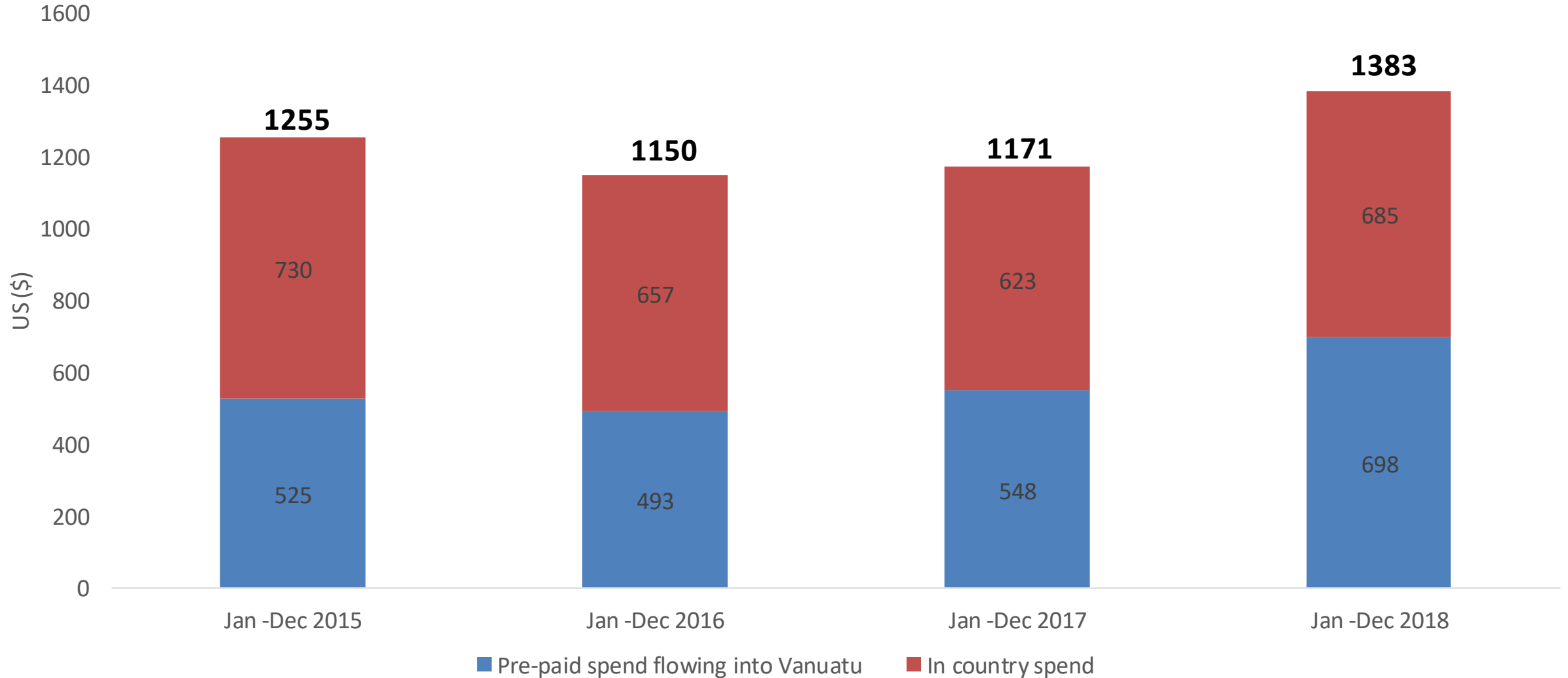
Note: due to rounding, some figures do not add up to 100%

# Prepay Items



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

# Expenditure Per Person Per Visit (US\$)



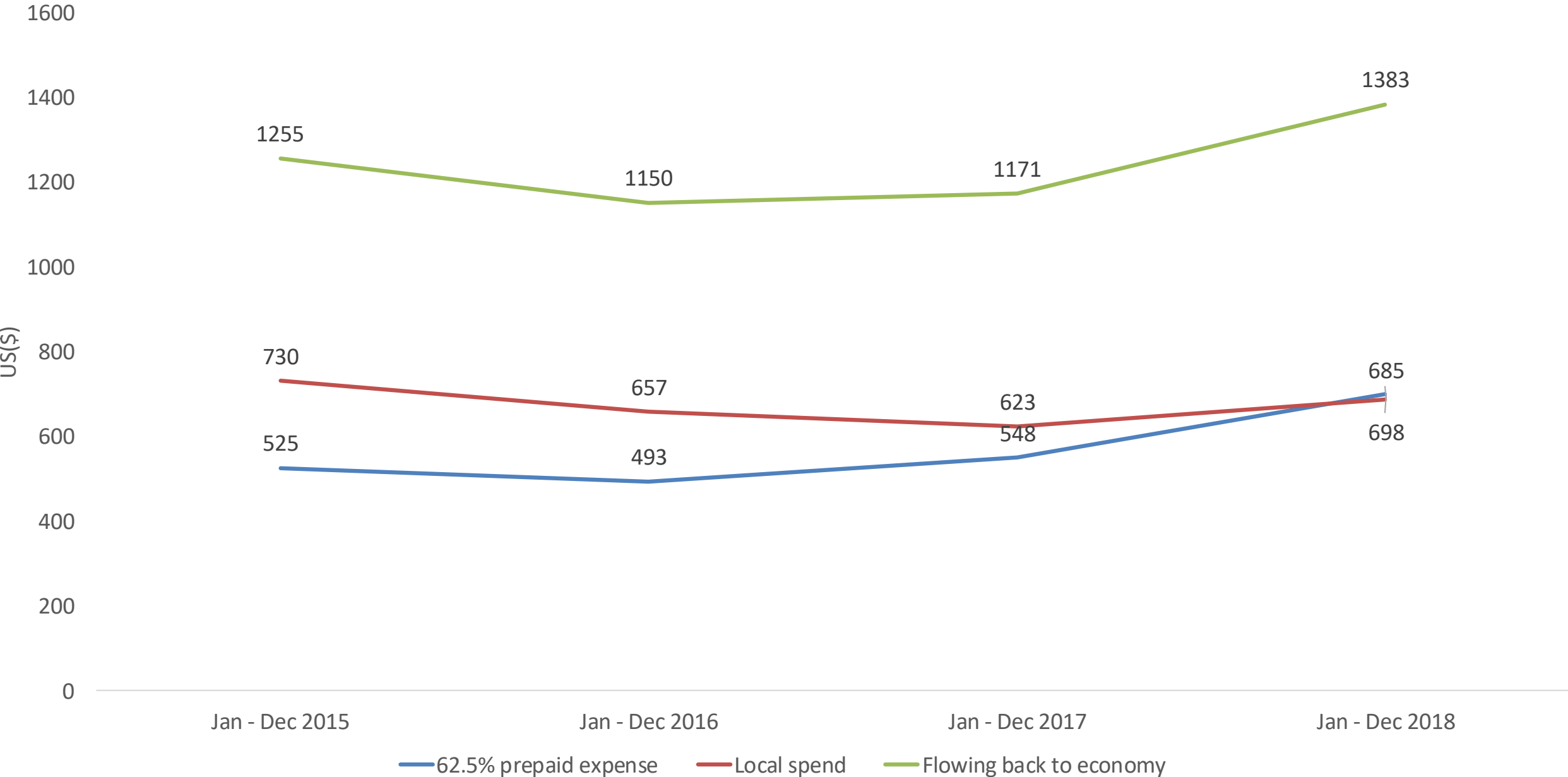
# Expenditure By Year (US\$)

	Jan – Dec 2015	Jan – Dec 2016	Jan – Dec 2017	Jan – Dec 2018
<b>Average Spend Prior to arrival</b>				
Per Person - Whole Trip	\$840	\$788	\$877	\$1,117
<b>Flowing into local economy</b> - Estimated 62.5% of the pre-paid spend flows into the Vanuatu economy				
Per Person - Whole Trip	\$525	\$493	\$548	\$698
Per Person per Day	\$82	\$72	\$86	\$109
Length of stay	6.4 nights	6.9 nights	6.4 nights	6.4 nights
<b>Average Spend while in Vanuatu</b>				
Per Person - Whole Trip	\$730	\$657	\$623	\$685
Per Person per Day	\$114	\$95	\$97	\$107
<b>Total spend flowing into Vanuatu economy – Whole Trip</b>	<b>\$1,255</b>	<b>\$1,150</b>	<b>\$1,171</b>	<b>\$1,383</b>
<b>Total spend flowing into Vanuatu economy – Per Day</b>	<b>\$196</b>	<b>\$167</b>	<b>\$183</b>	<b>\$216</b>

# Expenditure By Year (Vt)

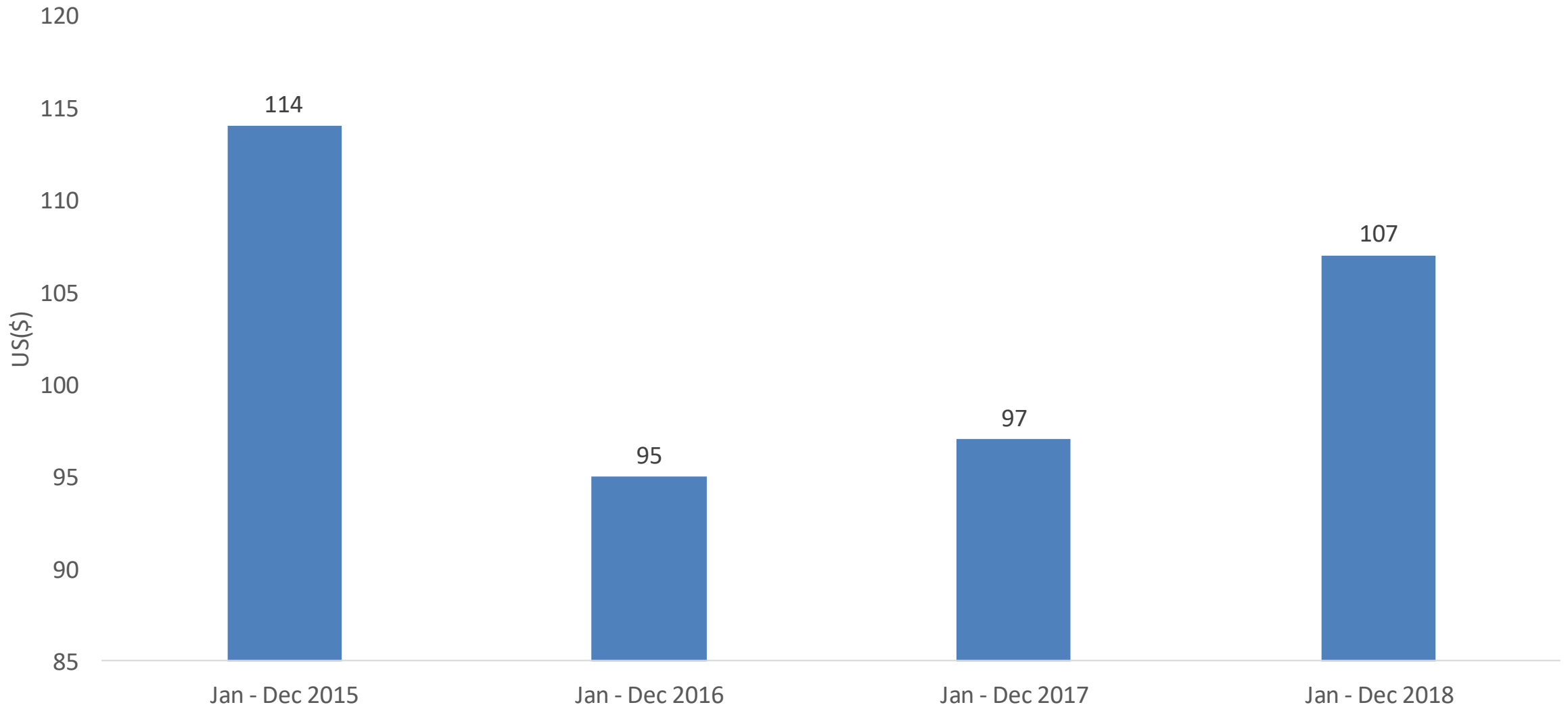
	Jan – Dec 2015	Jan – Dec 2016	Jan – Dec 2017	Jan – Dec 2018
<b>Average Spend Prior to arrival</b>				
Per Person - Whole Trip	Vt 88,704	Vt 85,991	Vt 94,399	Vt 122,859
<b>Flowing into local economy</b> - Estimated 62.5% of the pre-paid spend flows into the Vanuatu economy				
Per Person - Whole Trip	Vt 55,440	Vt 53,799	Vt 58,986	Vt 76,773
Per Person per Day	Vt 8,659	Vt 7,857	Vt 9,257	Vt 11,989
Length of stay	6.4 nights	6.9 nights	6.4 nights	6.4 nights
<b>Average Spend while in Vanuatu</b>				
Per Person - Whole Trip	Vt 77,088	Vt 71,695	Vt 67,059	Vt 75,343
Per Person per Day	Vt 12,038	Vt 10,367	Vt 10,441	Vt 11,769
<b>Total spend flowing into Vanuatu economy – Whole Trip</b>	<b>Vt 132,528</b>	<b>Vt 125,494</b>	<b>Vt 126,044</b>	<b>Vt 152,116</b>
<b>Total spend flowing into Vanuatu economy – Per Day</b>	<b>Vt 20,698</b>	<b>Vt 18,224</b>	<b>Vt 19,698</b>	<b>Vt 23,758</b>

# Overall Visitor Spend Time Series Trends

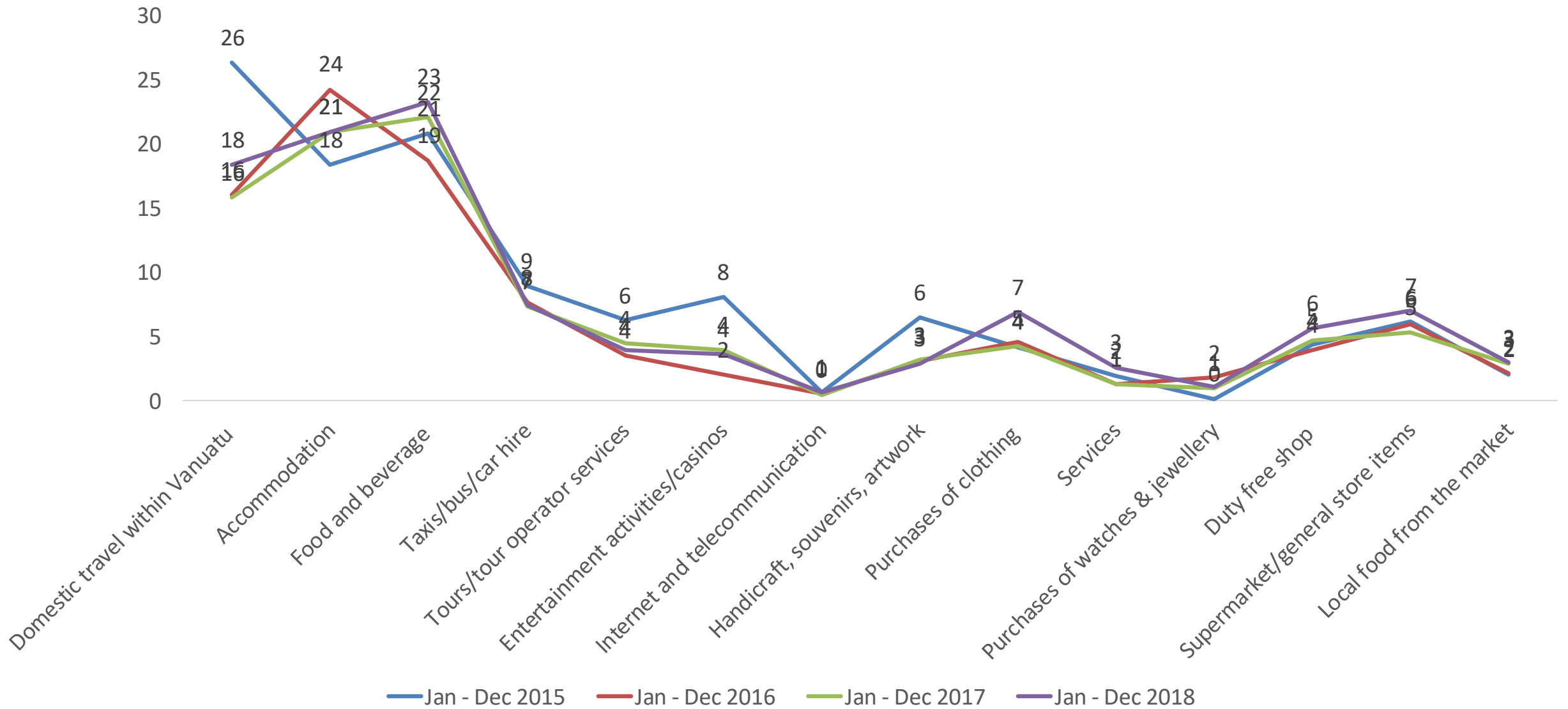


# Average Spend While In Vanuatu Per Day (US\$)

## PER PERSON PER DAY

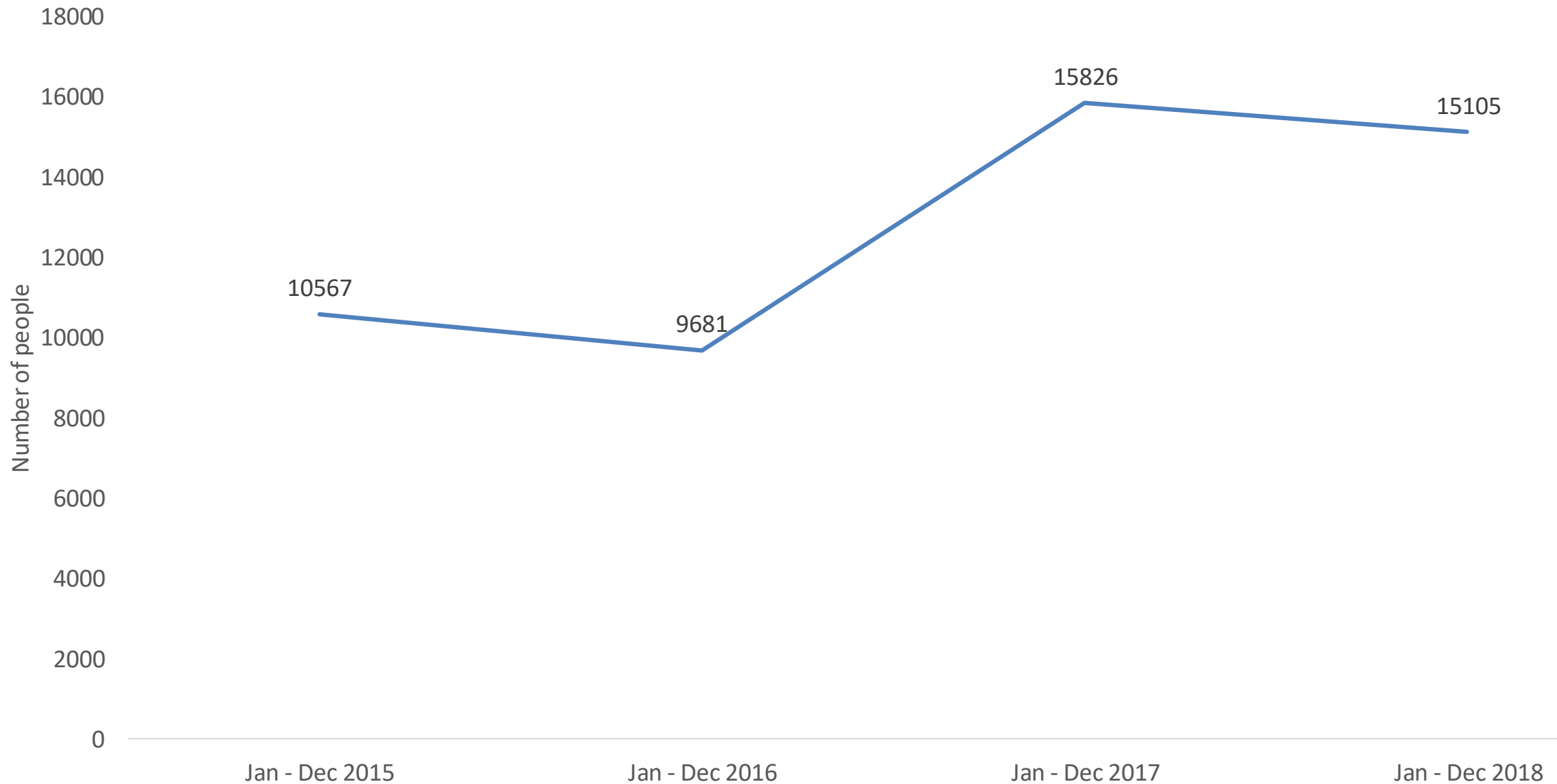


# Average Spend While In Vanuatu Per Day Breakdown(US\$)





# Number Of New Caledonia Visitors



# Visitor Expenditure – Per Person and Total (Jan-Dec 2015)

	Pre-Paid Spend flowing into Vanuatu	+	In-country Spend	=	Total Spend
Per Day	US\$82		US\$114		US\$196
Whole Trip	US\$730		US\$525		US\$1,255

## Direct economic impact on Vanuatu for Jan-Dec 2015

US\$13.3 million in total

US\$1.1 million per month

# Visitor Expenditure – Per Person and Total (Jan-Dec 2016)

	Pre-Paid Spend flowing into Vanuatu	+	In-country Spend	=	Total Spend
Per Day	US\$72		US\$95		US\$167
Whole Trip	US\$493		US\$957		US\$1,150

## Direct economic impact on Vanuatu for Jan-Dec 2016

US\$11.1 million in total

US\$0.9 million per month

# Visitor Expenditure – Per Person and Total (Jan-Dec 2017)

	Pre-Paid Spend flowing into Vanuatu	+	In-country Spend	=	Total Spend
Per Day	US\$86		US\$97		US\$183
Whole Trip	US\$548		US\$623		US\$1,171

## Direct economic impact on Vanuatu for Jan-Dec 2017

US\$18.5 million in total

US\$1.5 million per month

# Visitor Expenditure – Per Person and Total (Jan-Dec 2018)

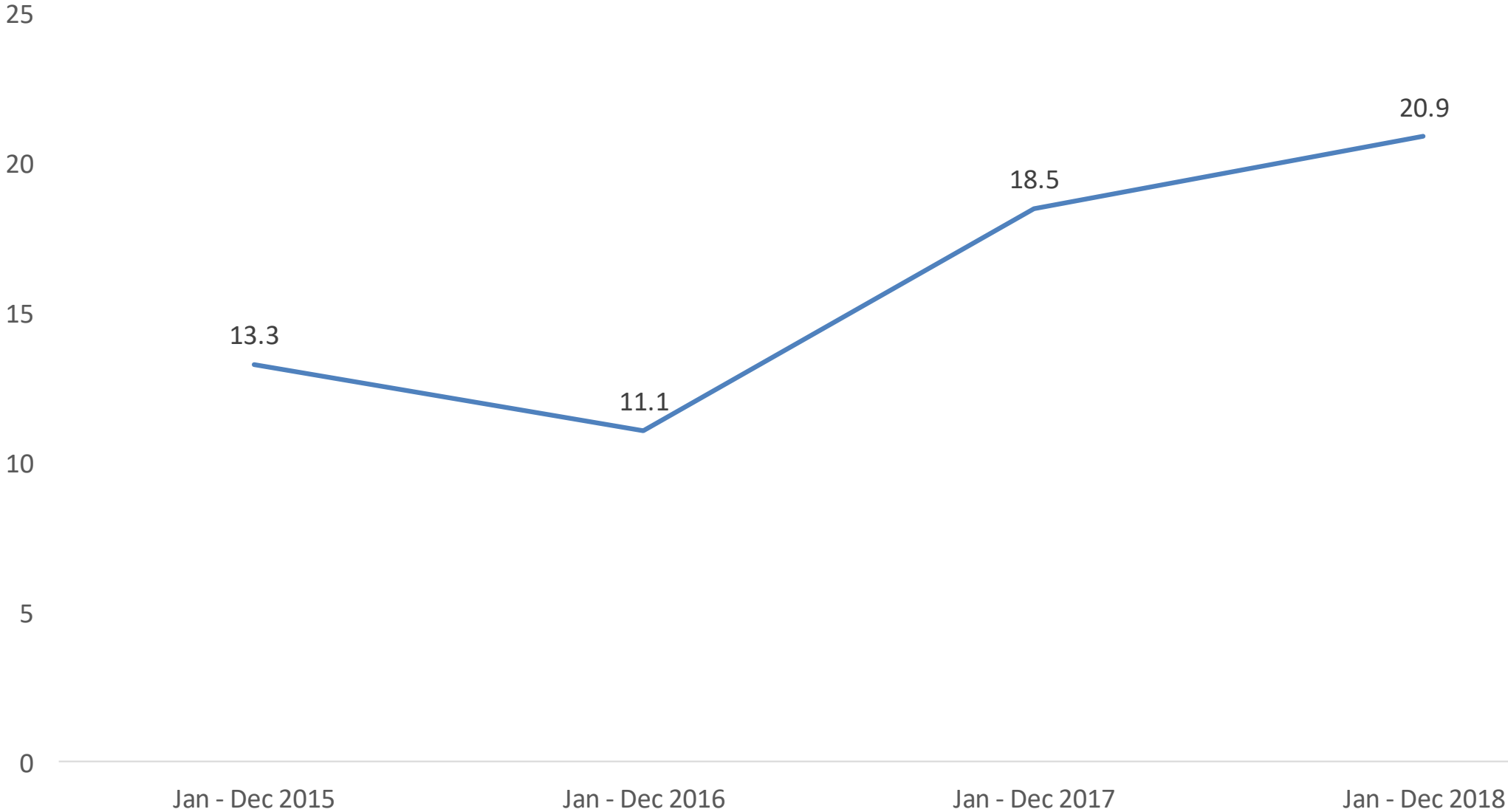
	Pre-Paid Spend flowing into Vanuatu	+	In-country Spend	=	Total Spend
Per Day	US\$109		US\$107		US\$216
Whole Trip	US\$698		US\$685		US\$1,383

## Direct economic impact on Vanuatu for Jan-Dec 2018

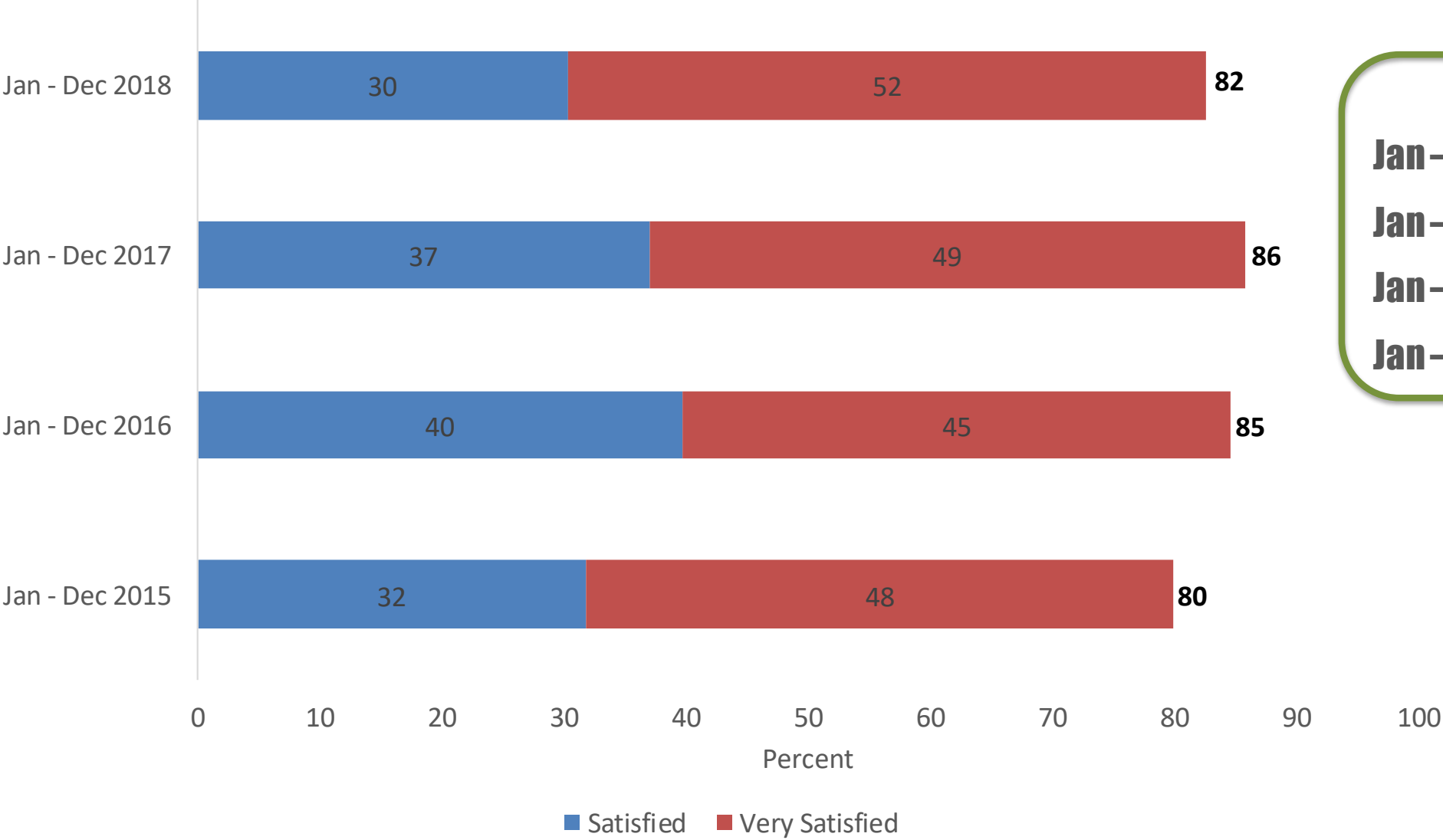
US\$20.9 million in total

US\$1.7 million per month

# Direct Economic Impact On Vanuatu (US\$ million)



# Satisfaction By Year



**MEAN**

**Jan - Dec 2015 4.2**

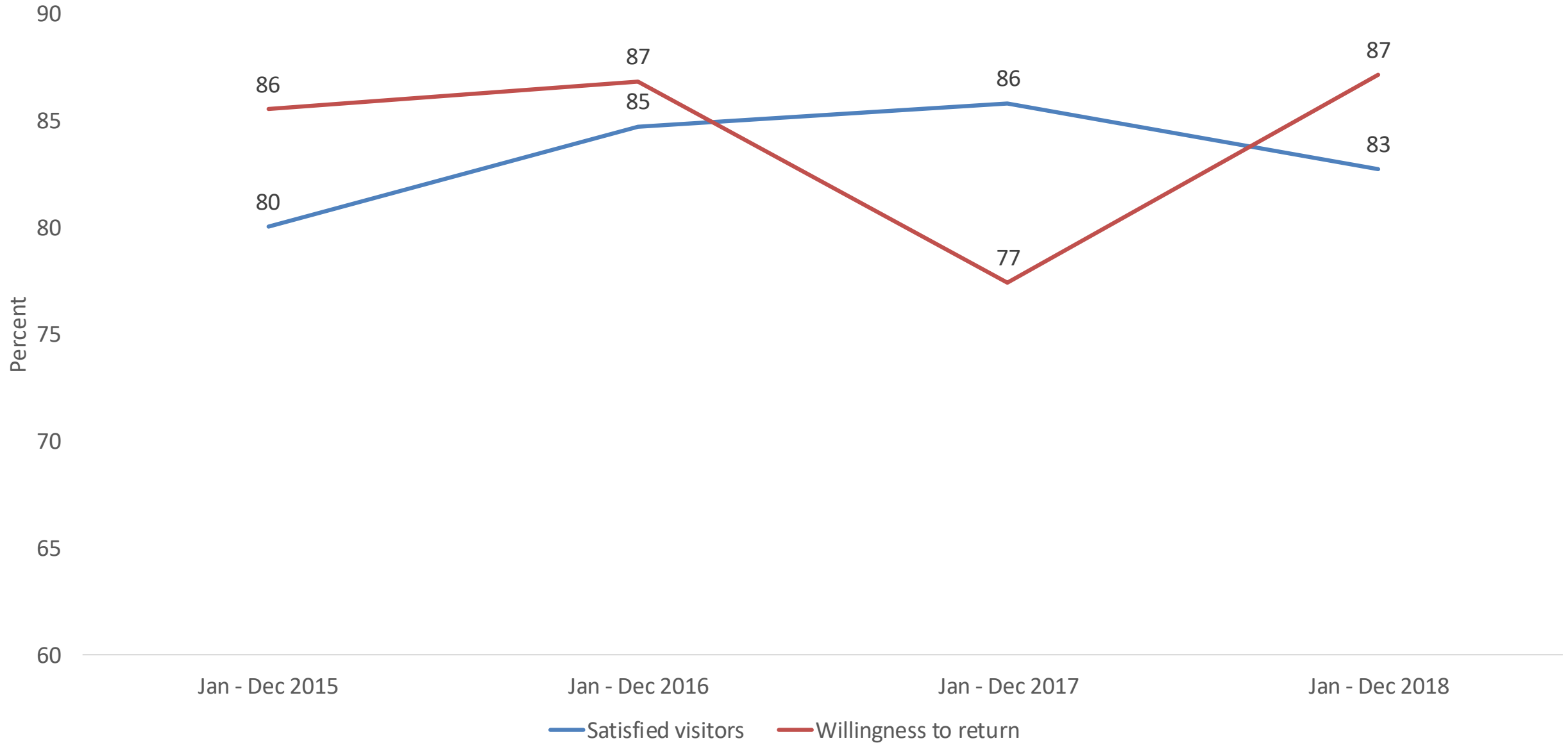
**Jan - Dec 2016 4.2**

**Jan - Dec 2017 4.3**

**Jan - Dec 2018 4.2**

\* Satisfied includes respondents who answered 'satisfied' or 'very satisfied'

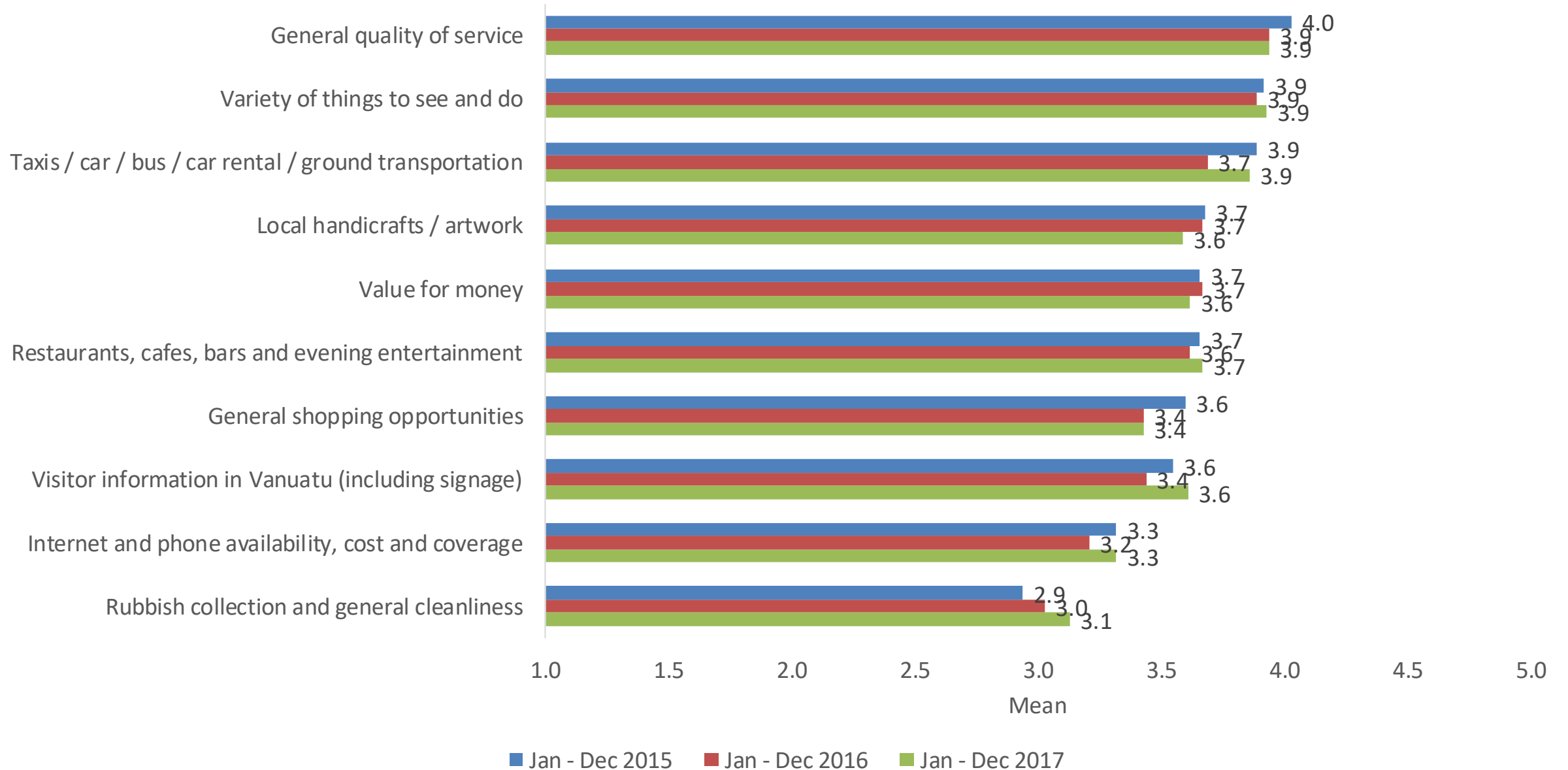
# Willingness to Return and Satisfaction



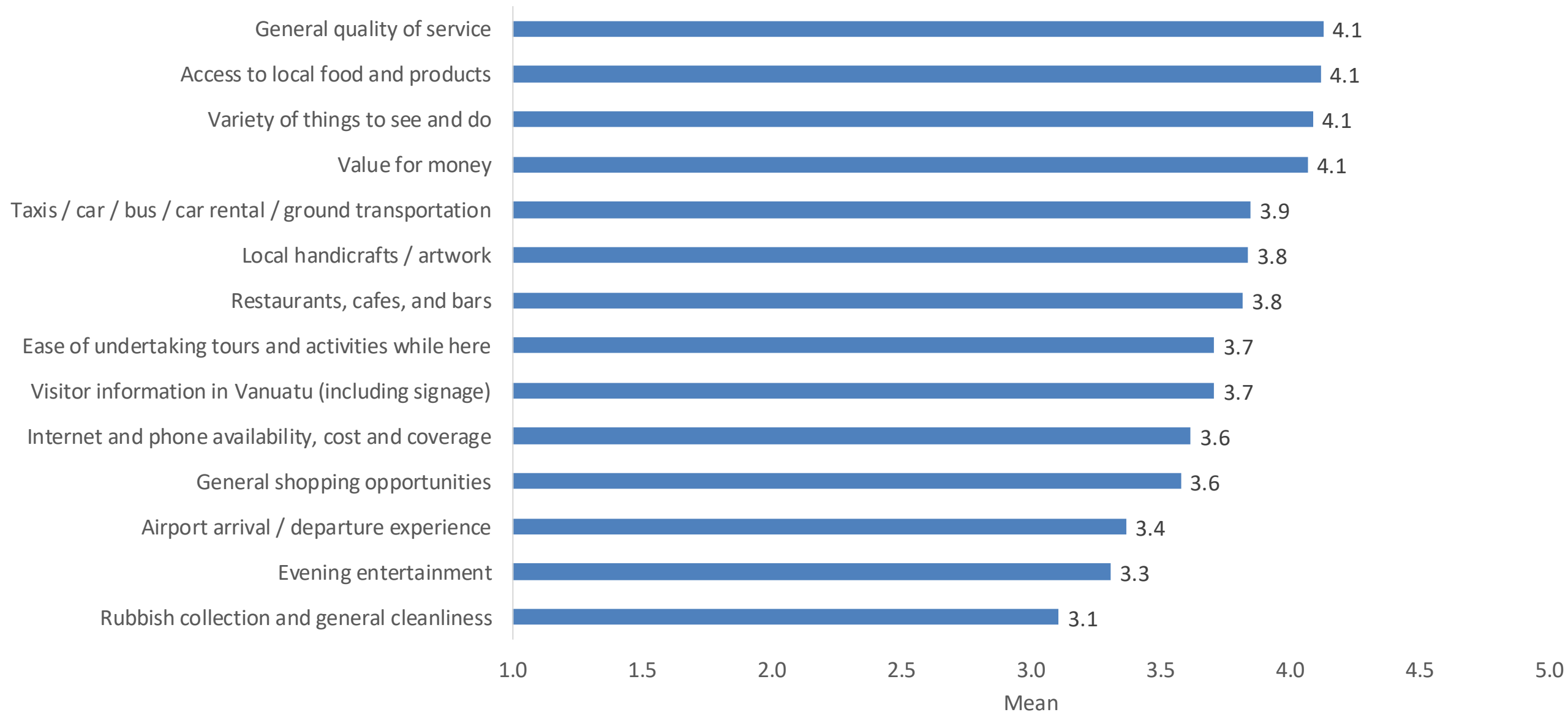
\* Satisfied includes respondents who answered 'satisfied' or 'very satisfied'



# Degree Of Satisfaction



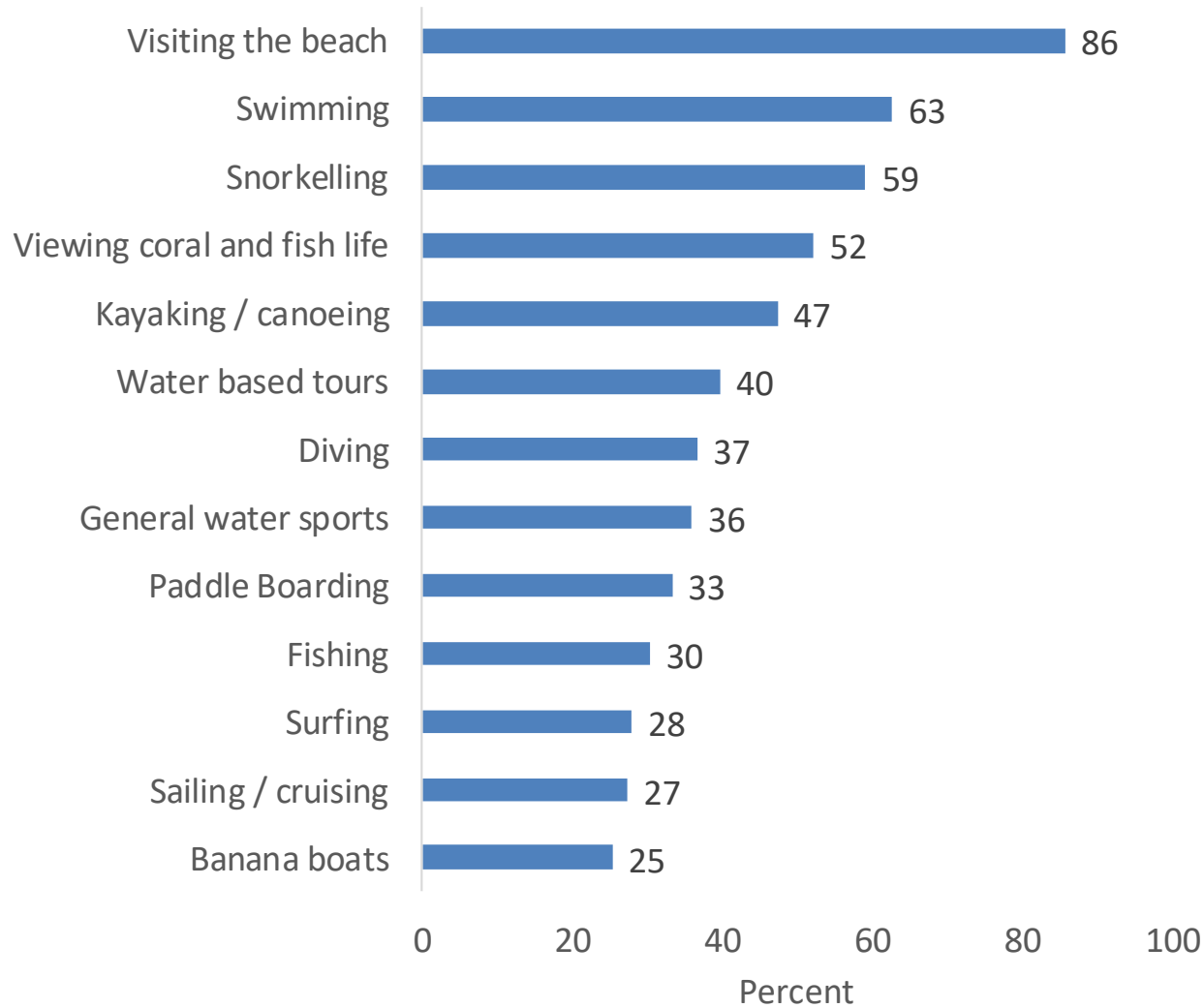
# Degree Of Satisfaction (Jan – Dec 2018)



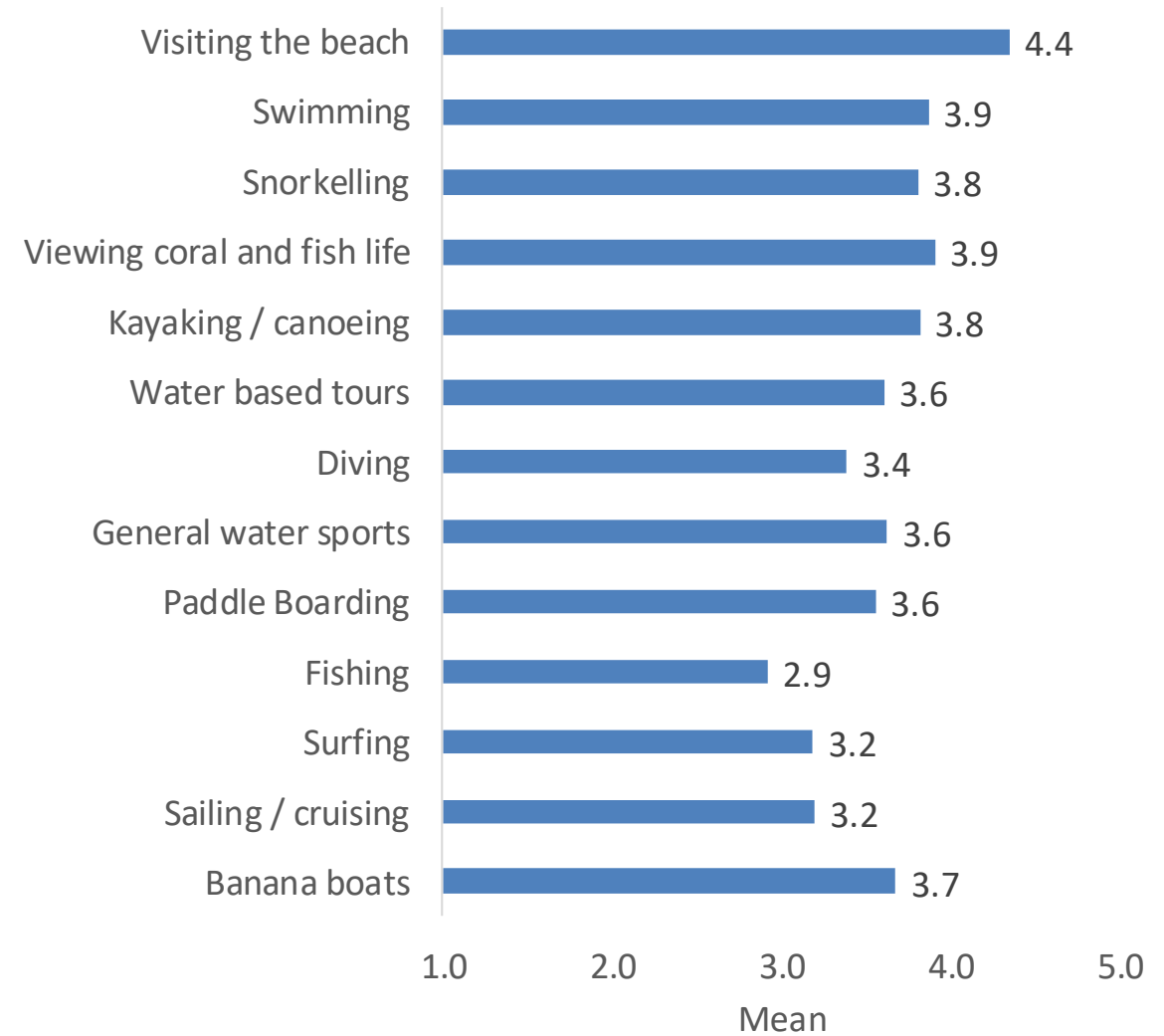
*Note: the items of this question were changed after Jan 2018; therefore, the comparison is not provided.*

# Water Based Activities (Jan - Dec 2018)

## Degree of Participation



## Satisfaction

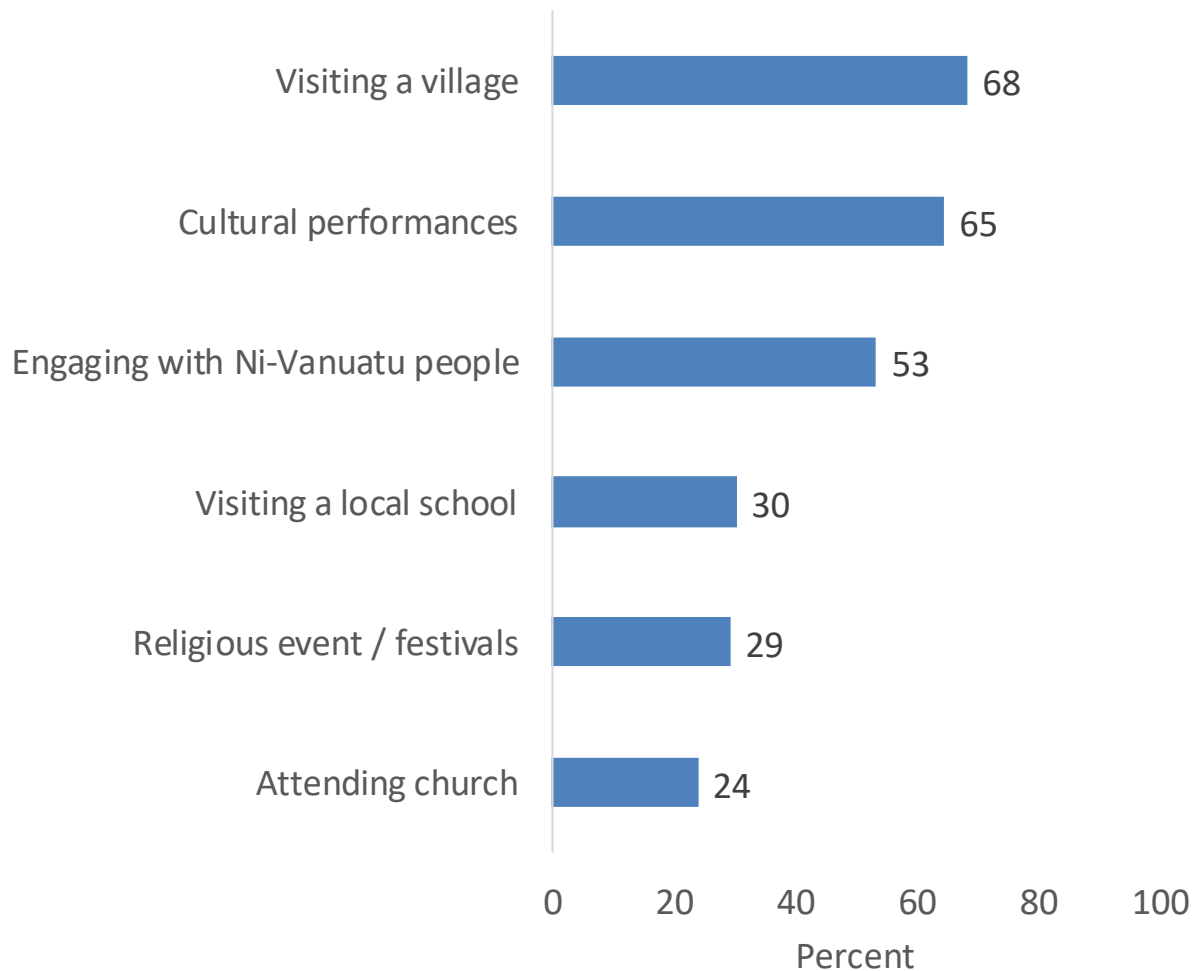


Note: Multiple responses, therefore total does not add up to 100%

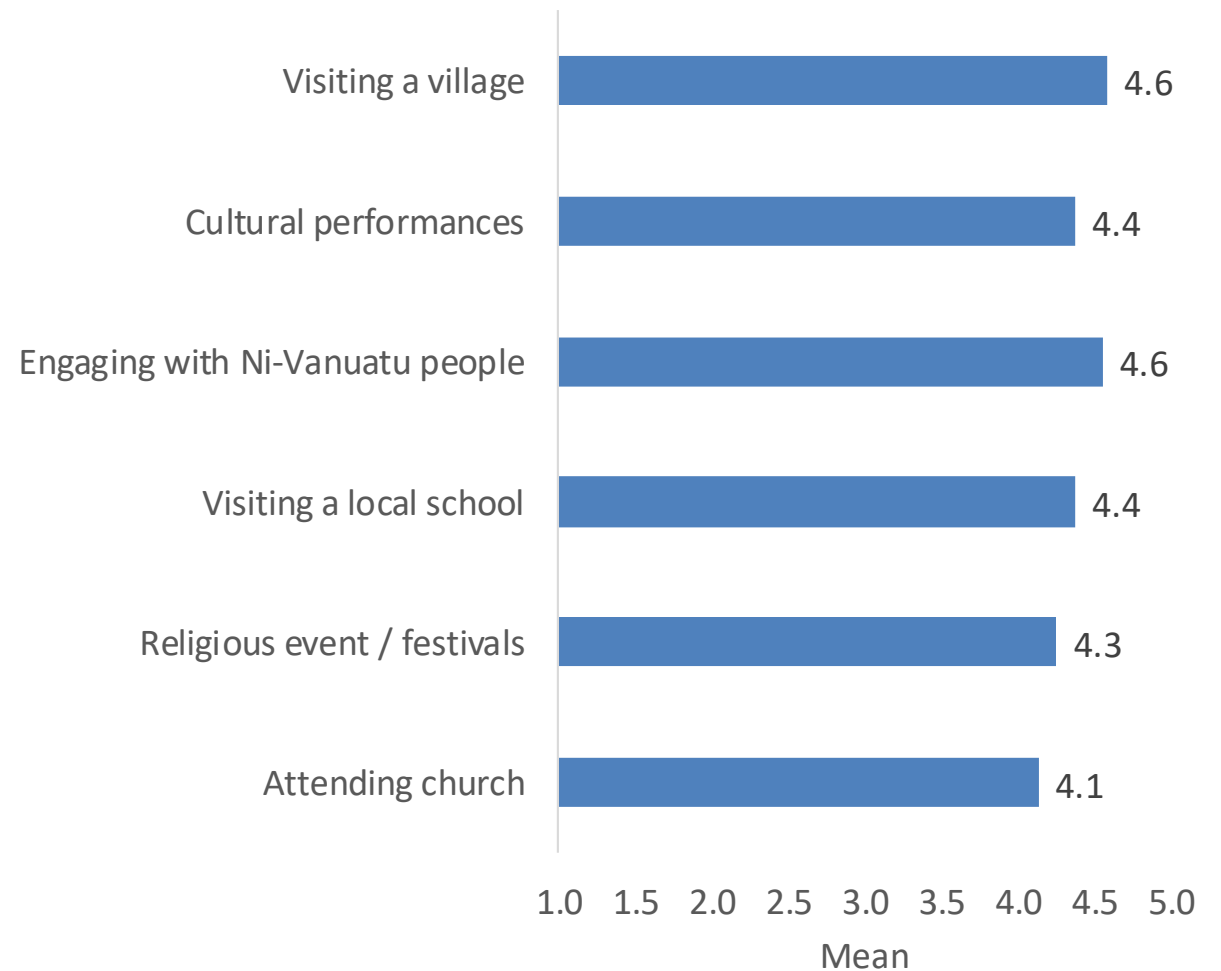
Note: the questions were added after Jan 2018; therefore, the comparison is not provided.

# Cultural Interaction Activities (Jan - Dec 2018)

## Degree of Participation



## Satisfaction

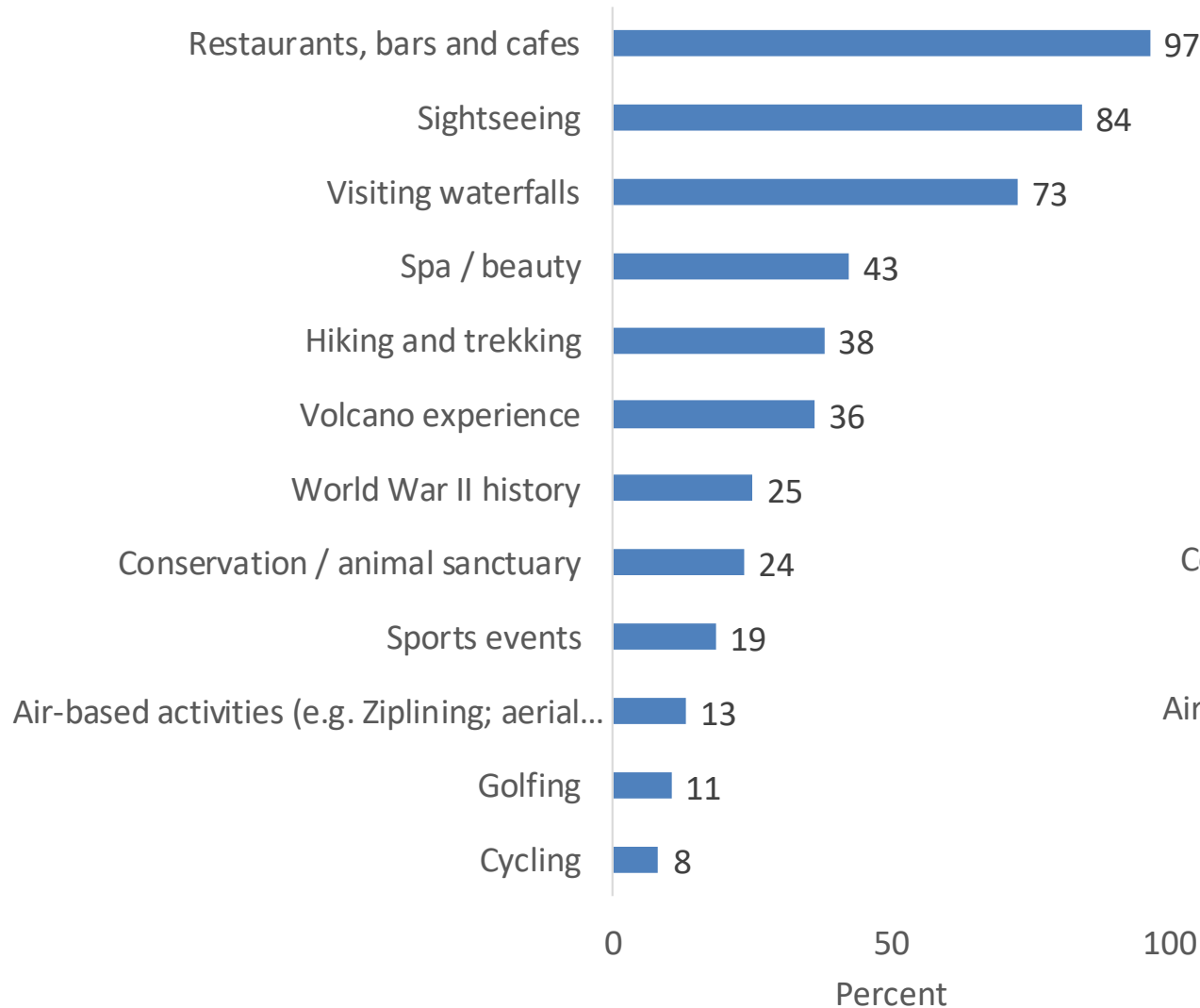


*Note: Multiple responses, therefore total does not add up to 100%*

*Note: the questions were added after Jan 2018; therefore, the comparison is not provided.*

# Land Based Activities And Touring (Jan - Dec 2018)

## Degree of Participation



## Satisfaction

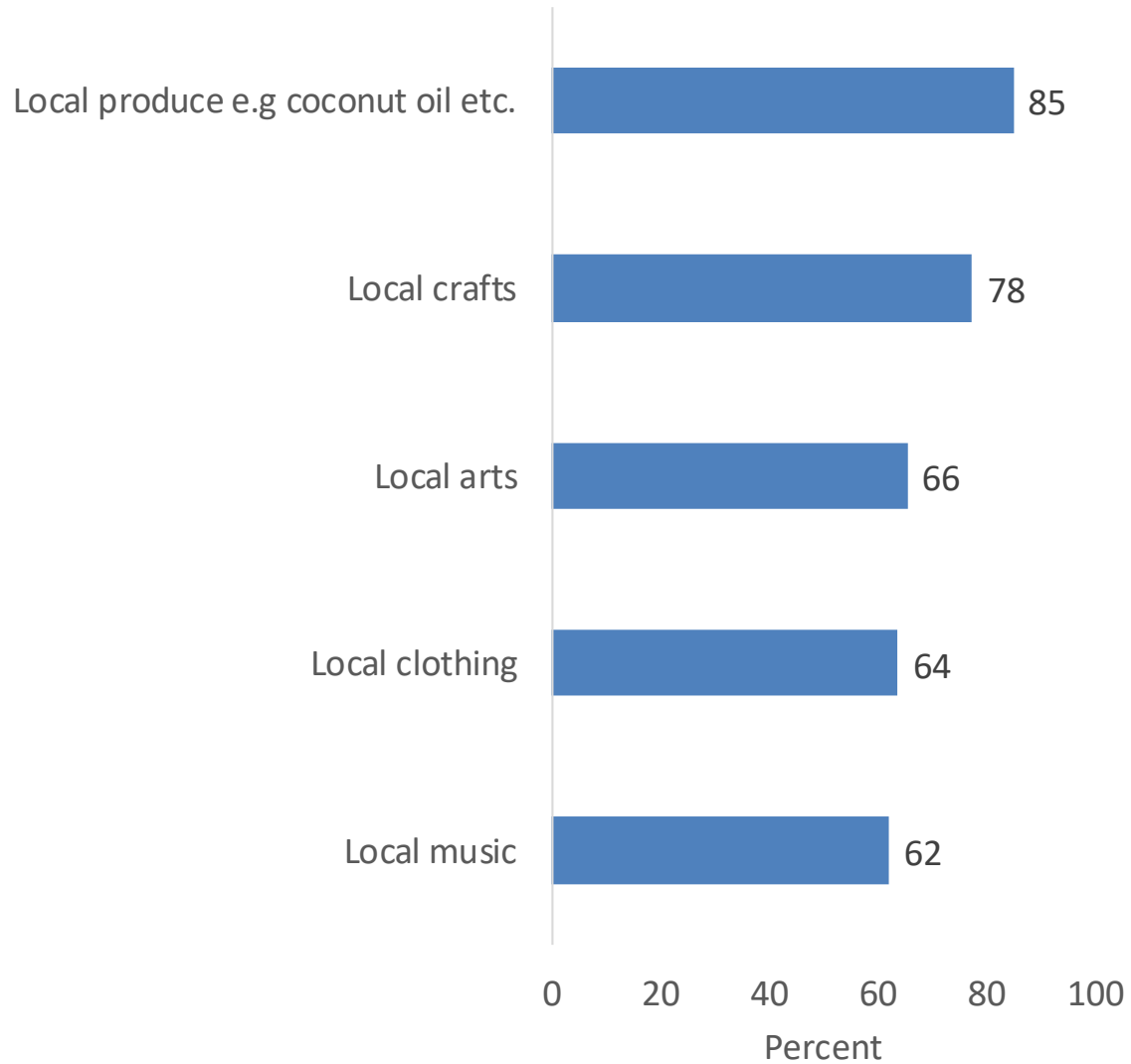


Note: Multiple responses, therefore total does not add up to 100%

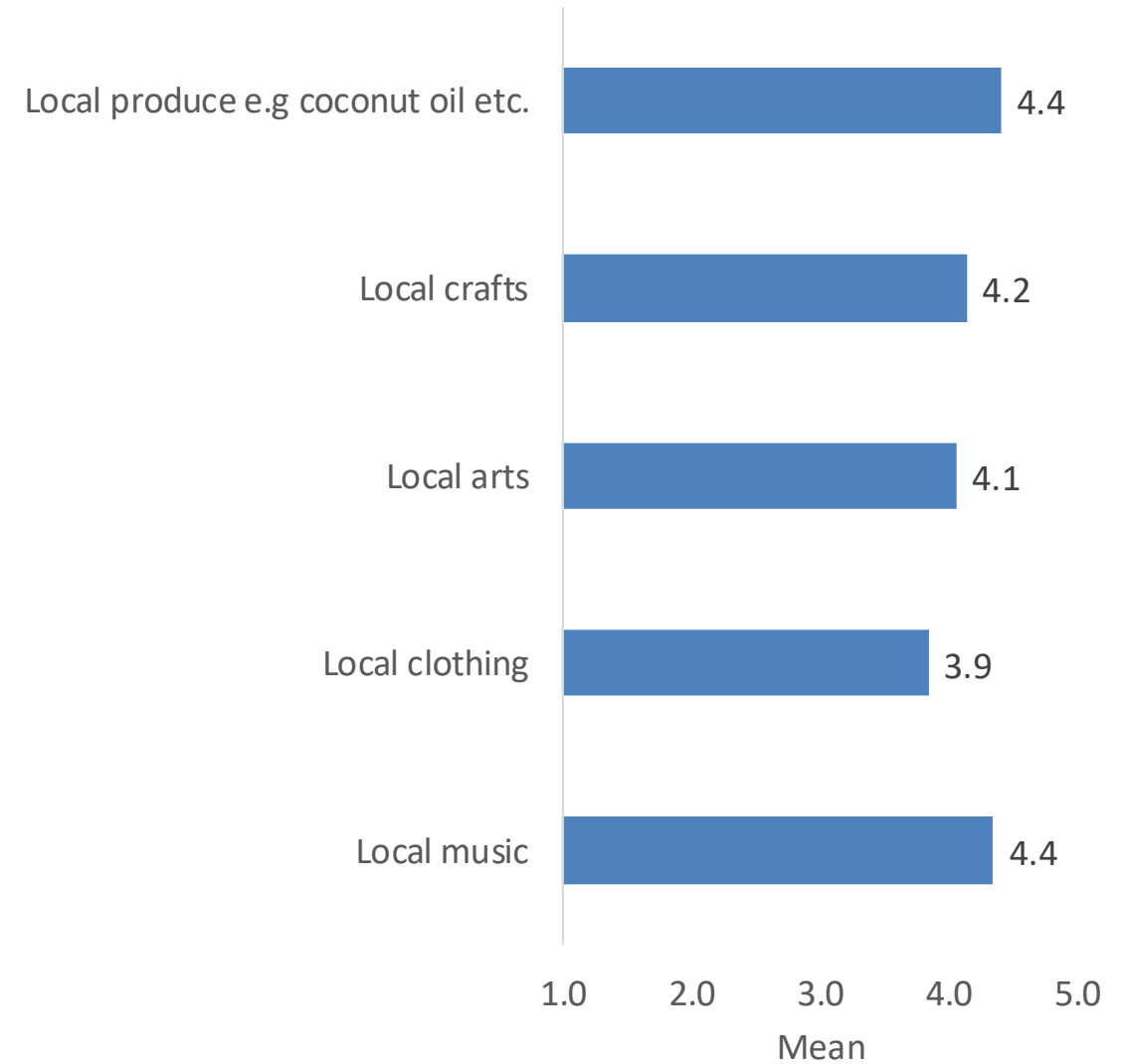
Note: the questions were added after Jan 2018; therefore, the comparison is not provided.

# Shopping (Jan - Dec 2018)

## Degree of Participation



## Satisfaction



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

*Note: the questions were added after Jan 2018; therefore, the comparison is not provided.*

# Comments and feedback to:

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

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