



# ACCESSIBILITY



# Understanding the Vanuatu 70+ Tourist Market

Accessibility

## Data mining report

Vanuatu welcomes everyone to visit, regardless of age or ability. Port Vila's beautiful new seafront is fully accessible and includes public toilets which are accessible to all.

Several hotels and resorts in Port Vila and Luganville have accessible facilities, which enable guests with young children, older visitors, and people with disabilities to enjoy a safe and comfortable Vanuatu holiday.

### November 2018

### Milne, S., and Li, S.

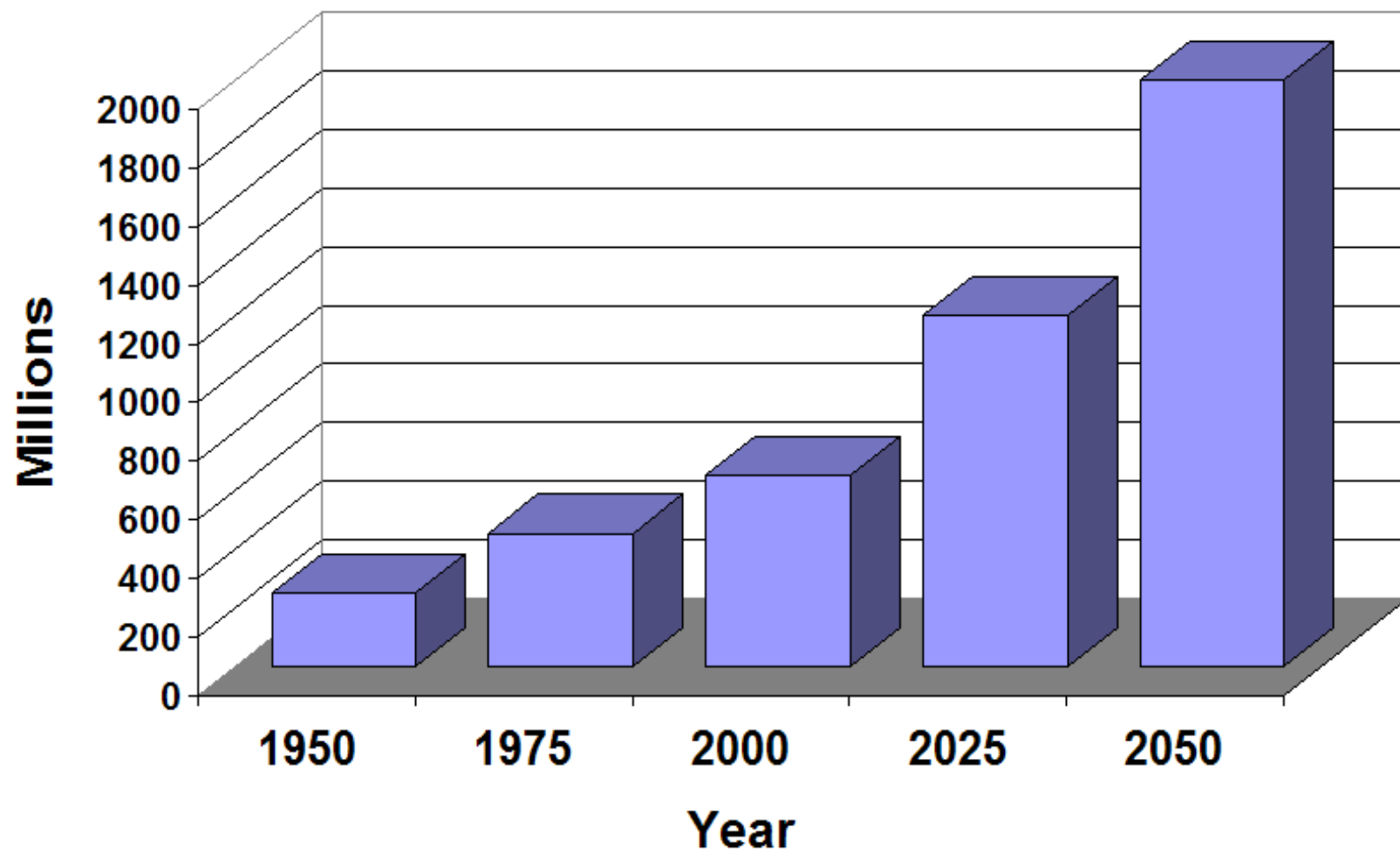


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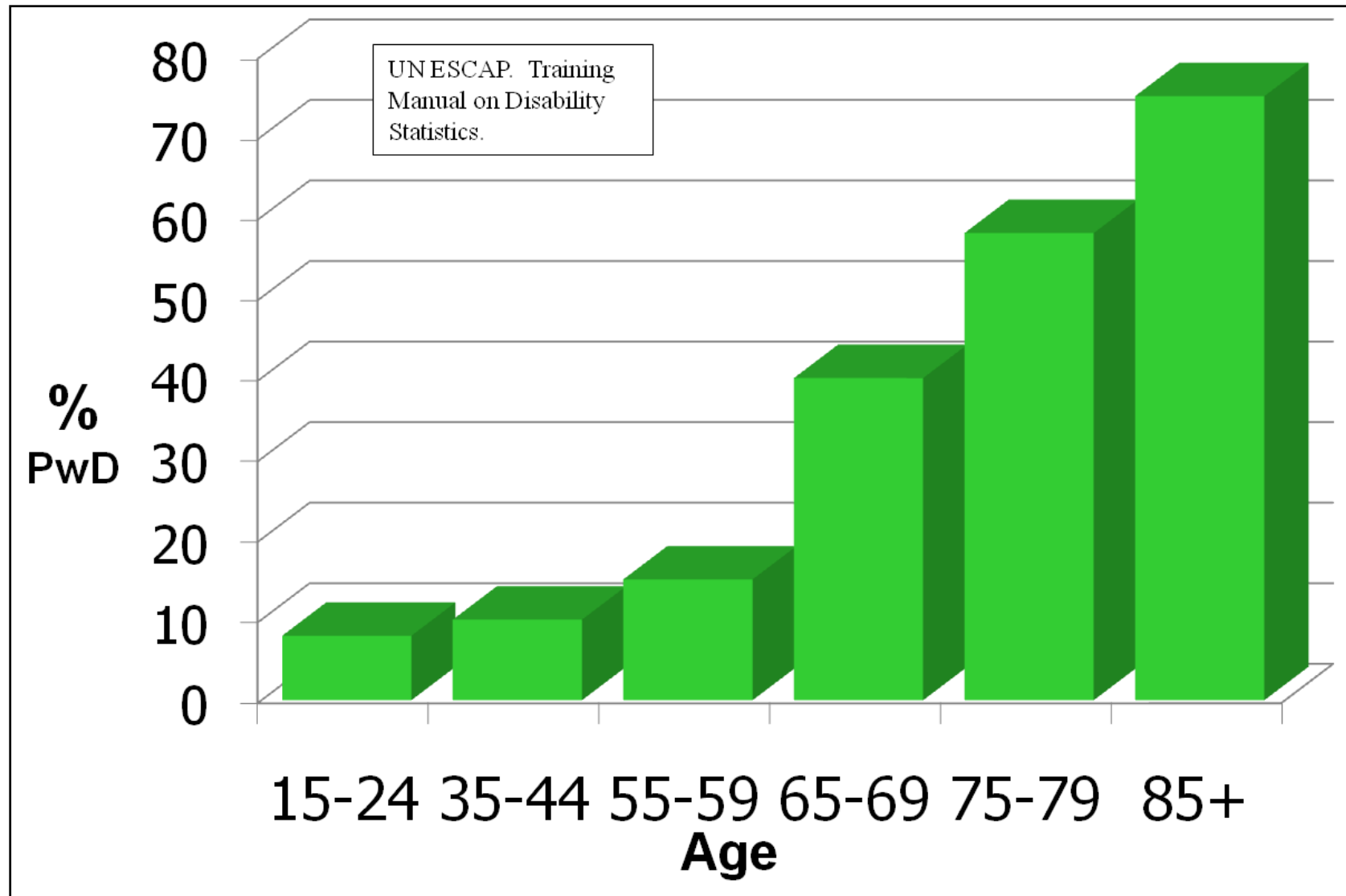
Access Tourism is also known as Accessible Tourism, Inclusive Tourism, or Universal Tourism. Tourism that is accessible enables people with access requirements to:

*“function independently and with equity and dignity through the delivery of universally designed tourism products, services, and environments”*  
(Darcy, Cameron, & Pegg, 2010).

## World Population 60 or Older



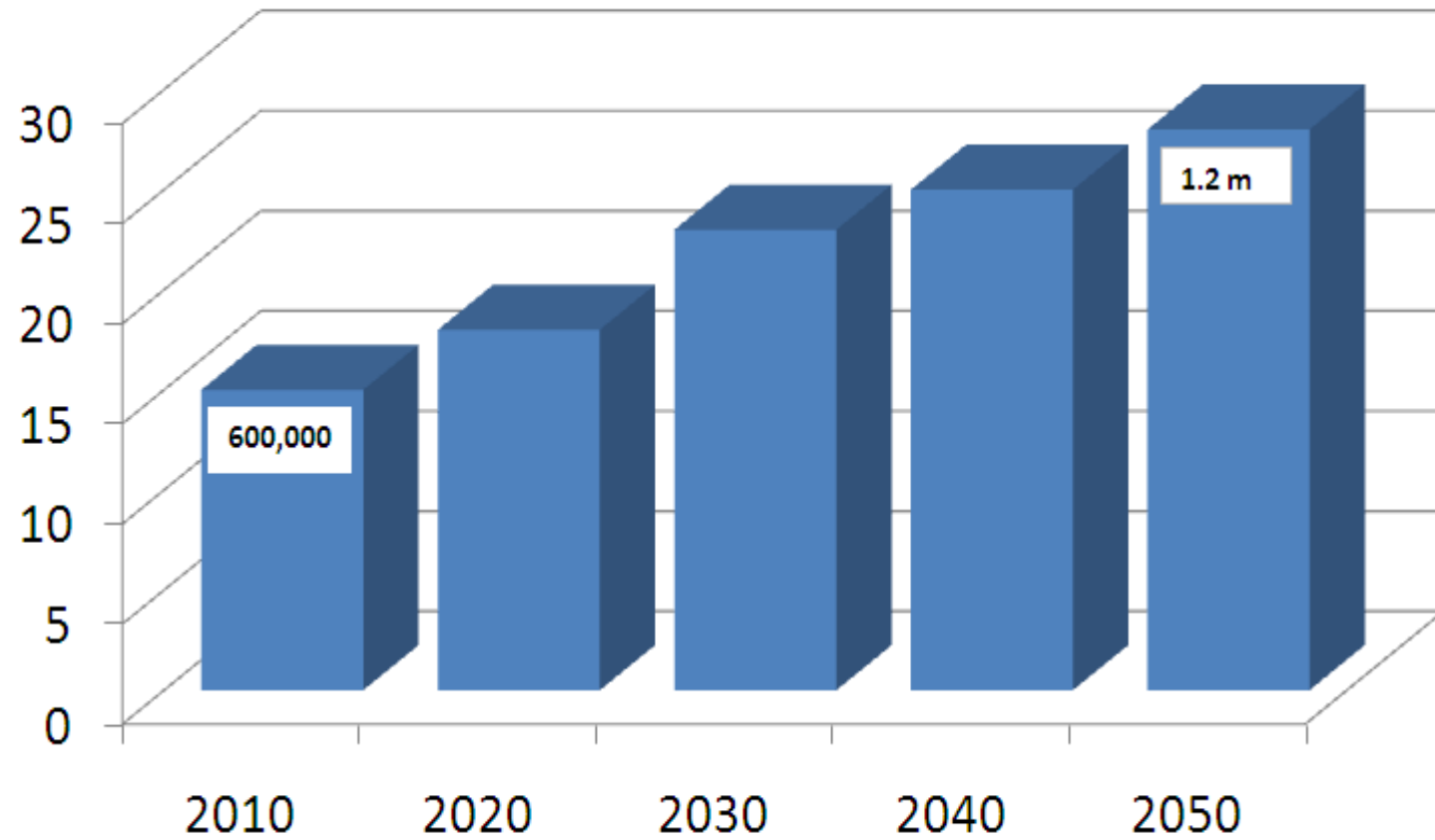
# Percentage of People with Disability by Age Group



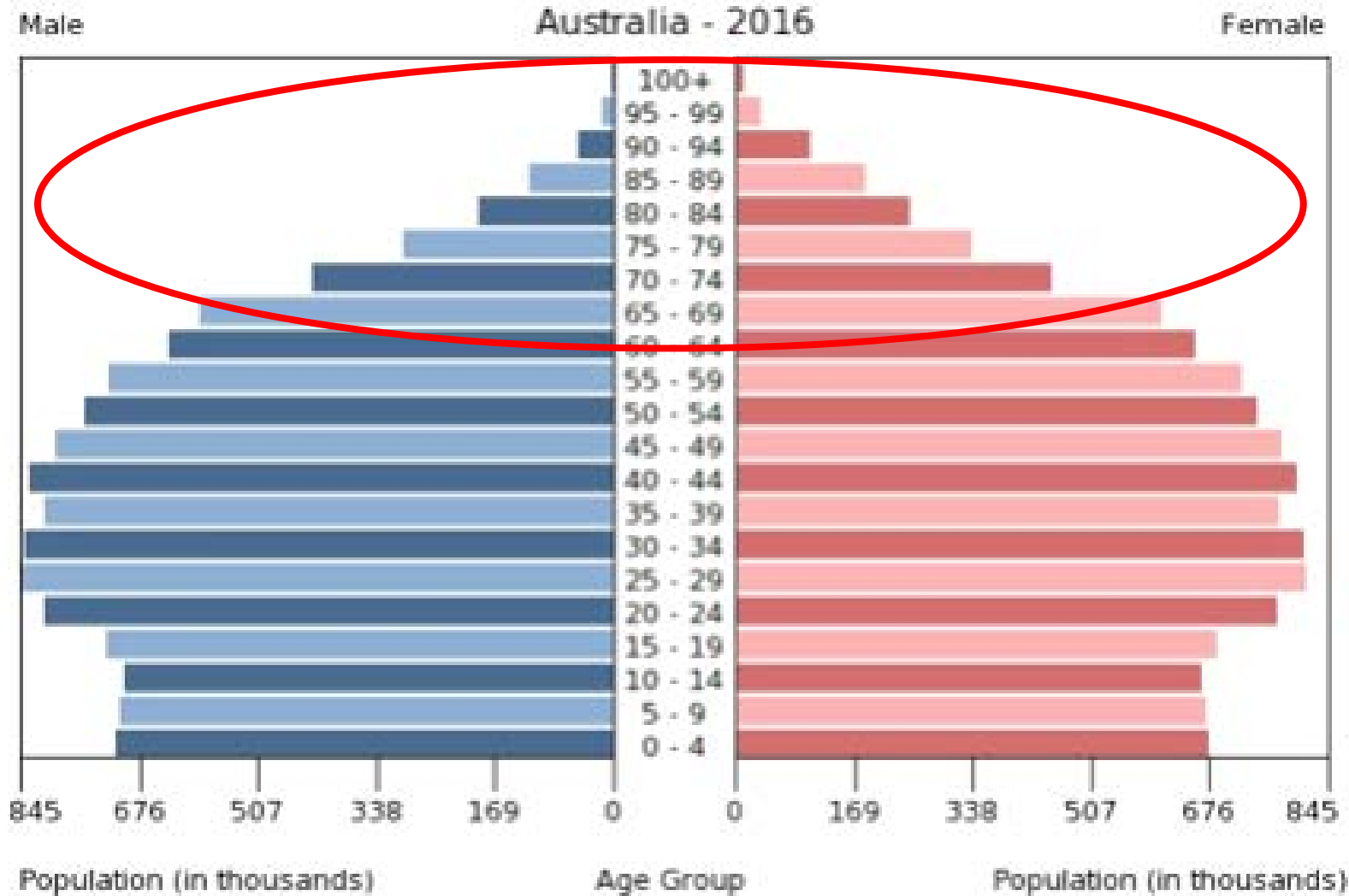
15% of the global population, roughly 1 billion people, live with some form of disability. With populations ageing rapidly, the number of persons experiencing obstacles will only rise. (WHO)

In Europe the accessible tourism market has been estimated at approximately 27% of the total population and 12% of the tourism market (EU).

## % of the NZ Population Over 65



# Aging Population in Australia



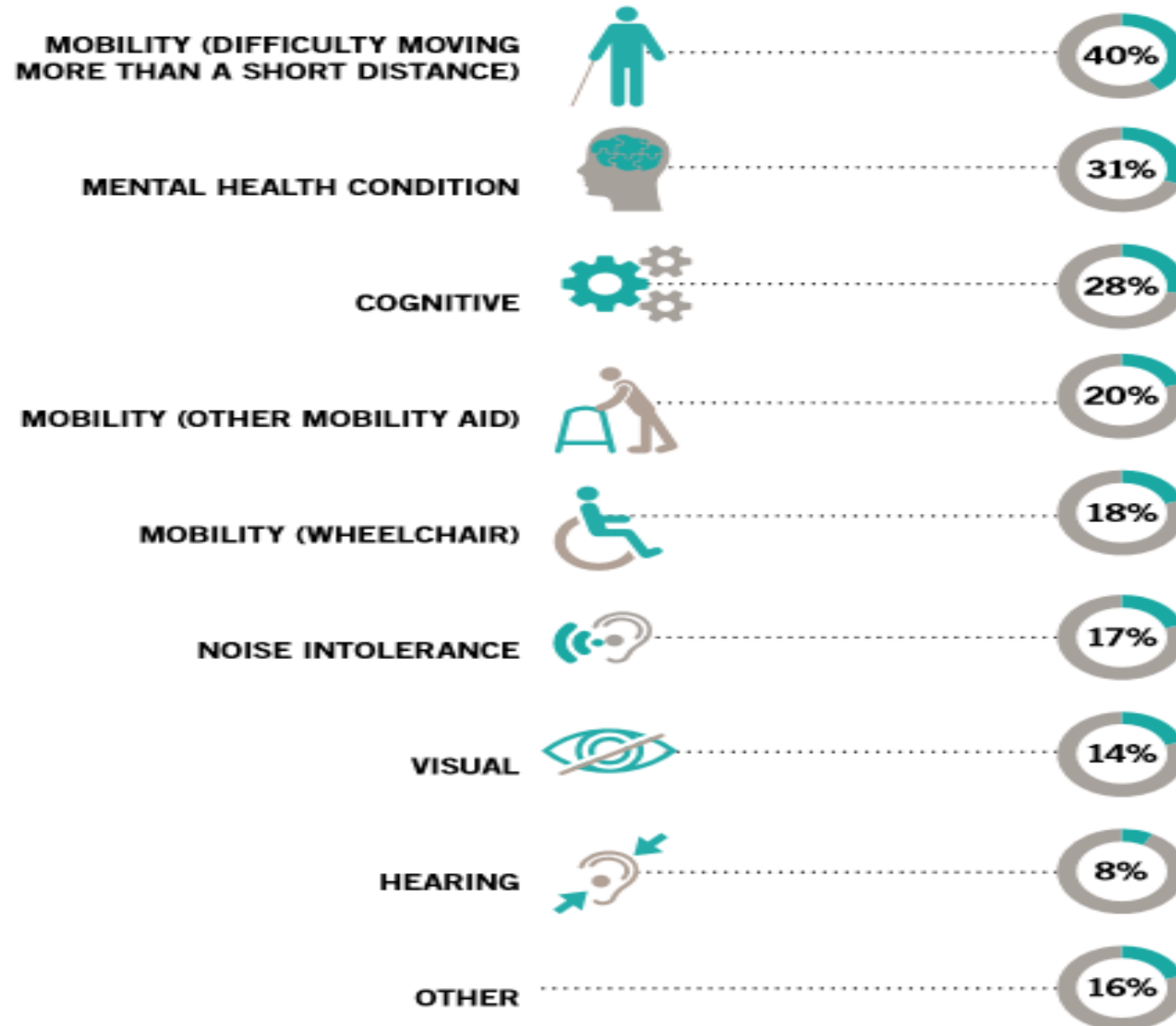
**3.8 million**

Australians (15% of the population) are aged 65 and over in 2017

Source: Australian Bureau of Statistics,  
Australian Institute of Health and Welfare

# DISABILITIES FACED BY RESPONDENTS

Respondents may have more than one disability



Source: Australian Government – Accessible Tourism Factsheet in Australia and Queensland (2018)



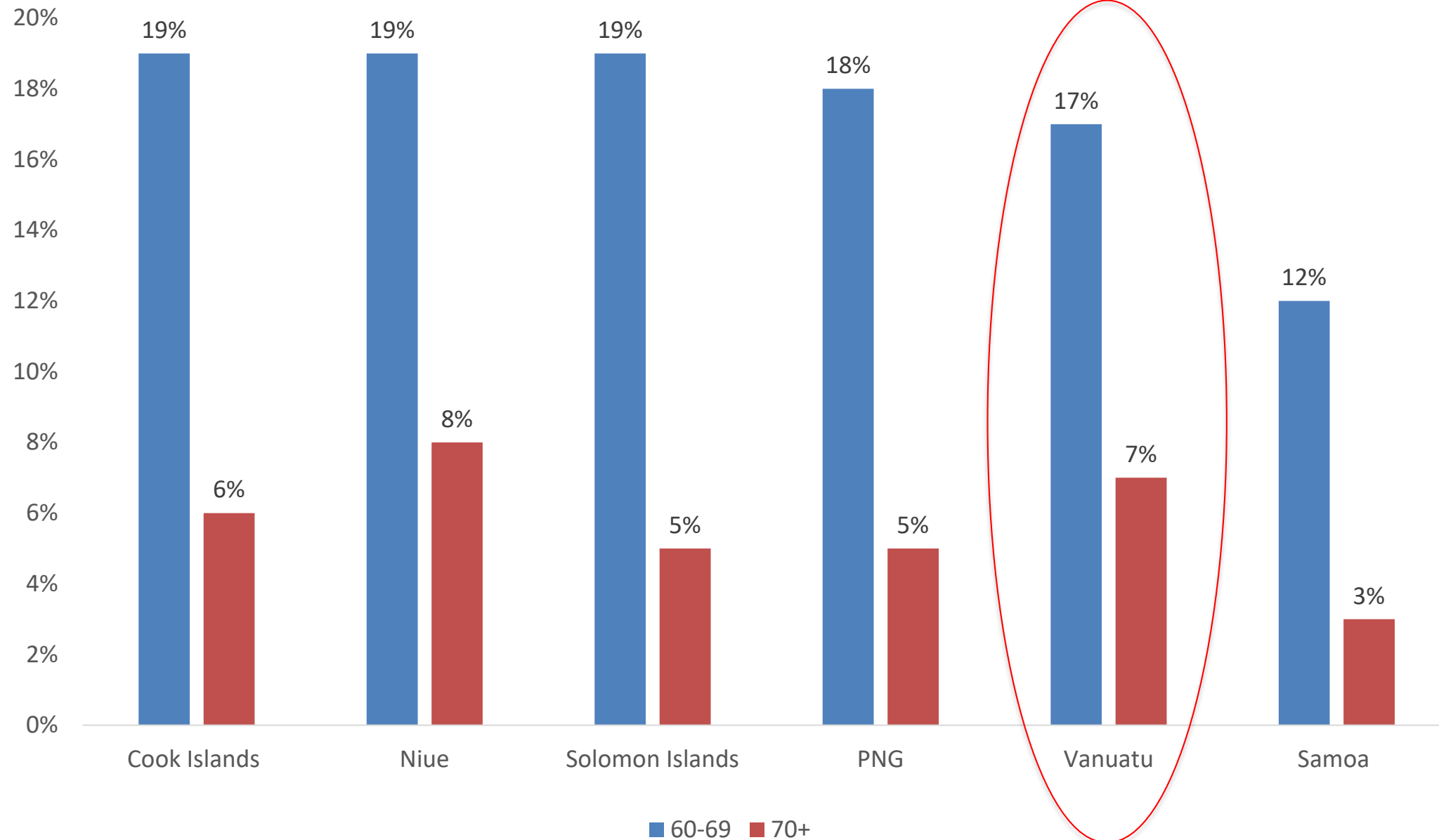
# **THE VANUATU CONTEXT**

**HOLIDAY VISITORS 70+ years vs ALL HOLIDAY VISITORS (excluding the 70+ market)**

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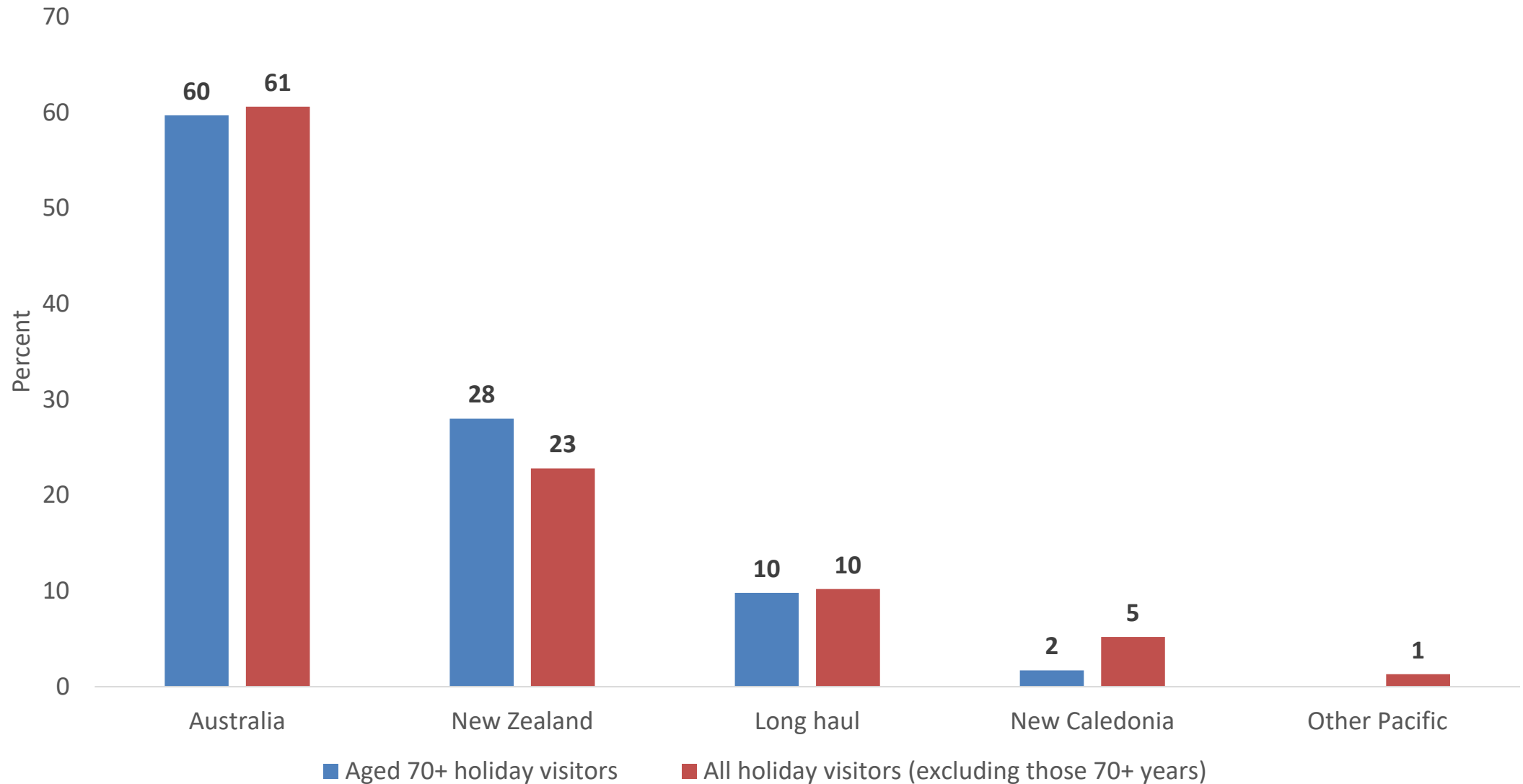
**(Data Mining from IVS 2015-2017/2018)**

# Pacific Island Countries: Air Visitors AGED 60+/70+



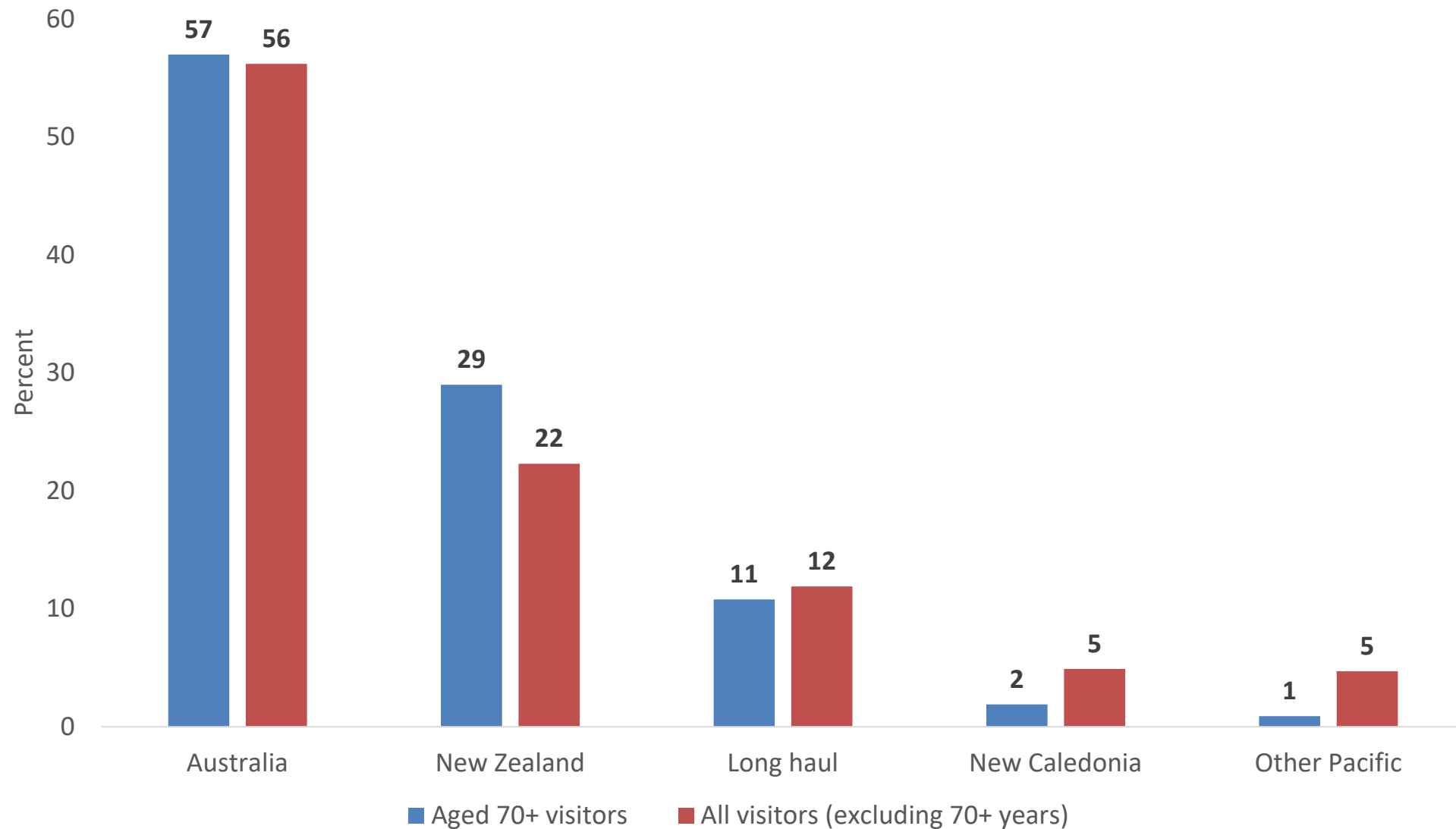
Cook Islands	Jul 2017 to Jun 2018
Samoa	Jan to Jun 2018
Niue	Oct 2017 to Sep 2018
Solomon Islands	Oct 2017 to Jun 2018
PNG	Jan to Jun 2018
Vanuatu	Jan to Jun 2018

# Country of Origin – holiday visitors



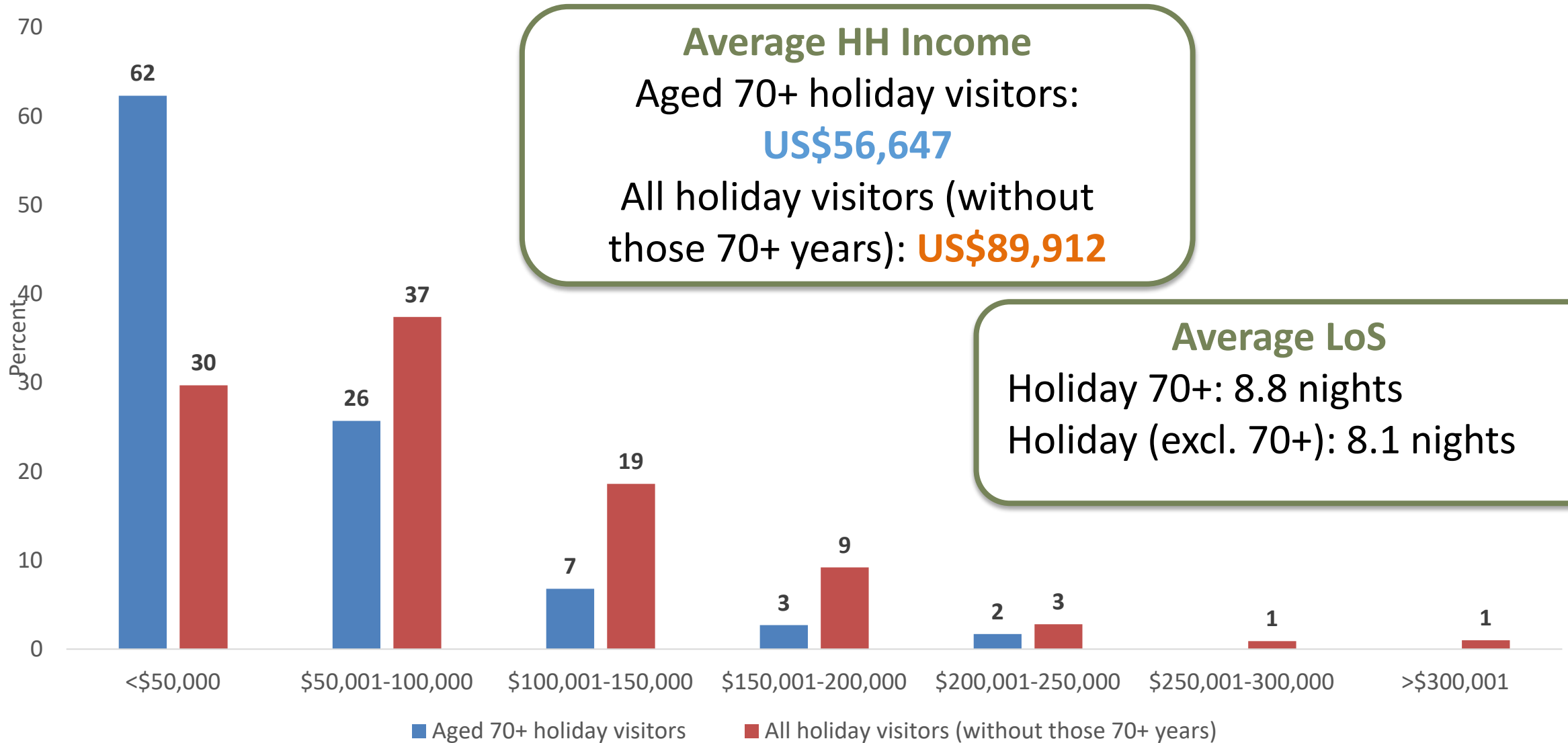
*Note: The analysis is based on data from Jan 2015 – Dec 2017*

# Country of Origin – all visitors



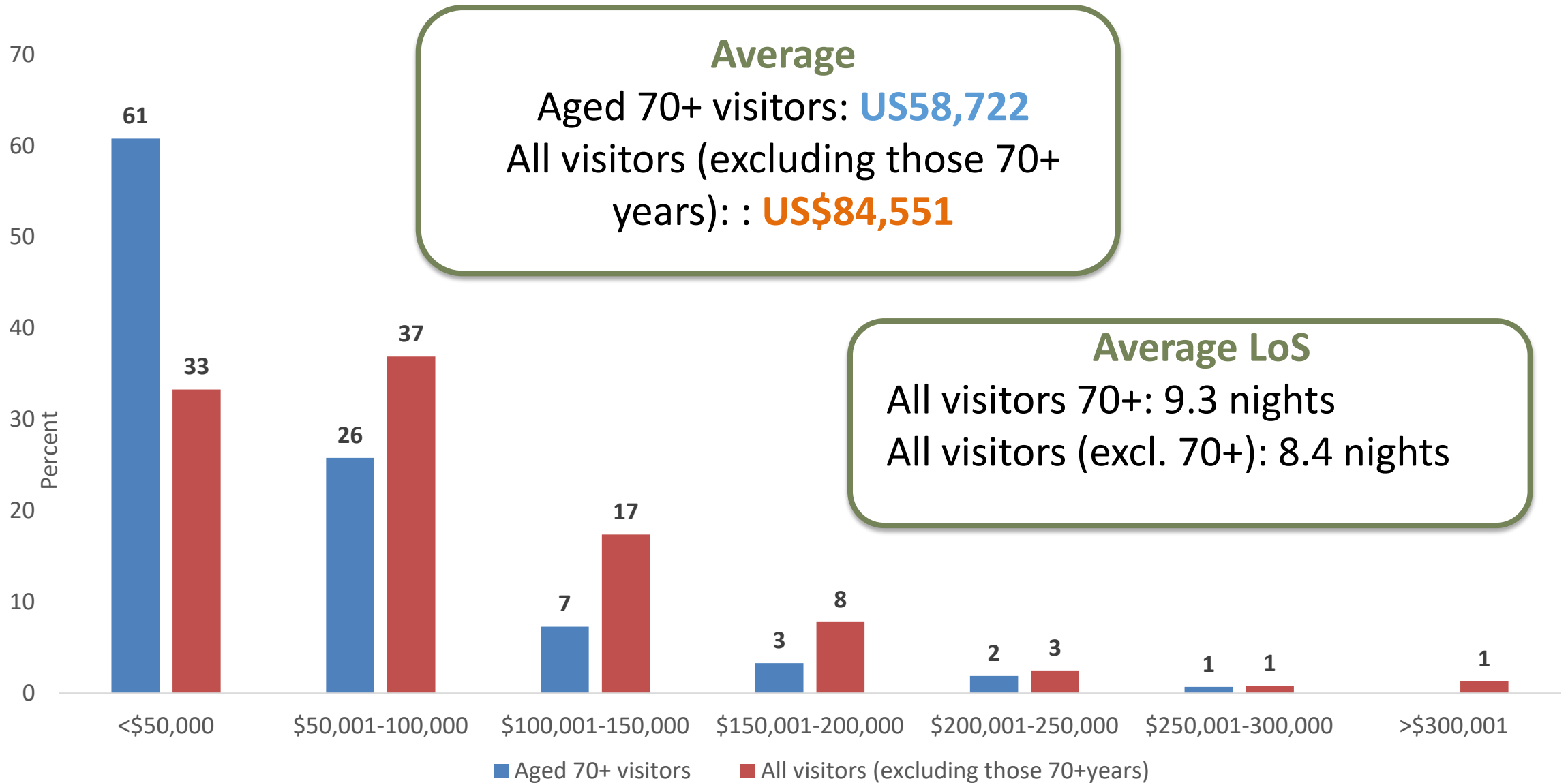
*Note: The analysis is based on data from Jan 2015 – Dec 2017*

# Holiday Visitors - Household Income and Length of Stay.....



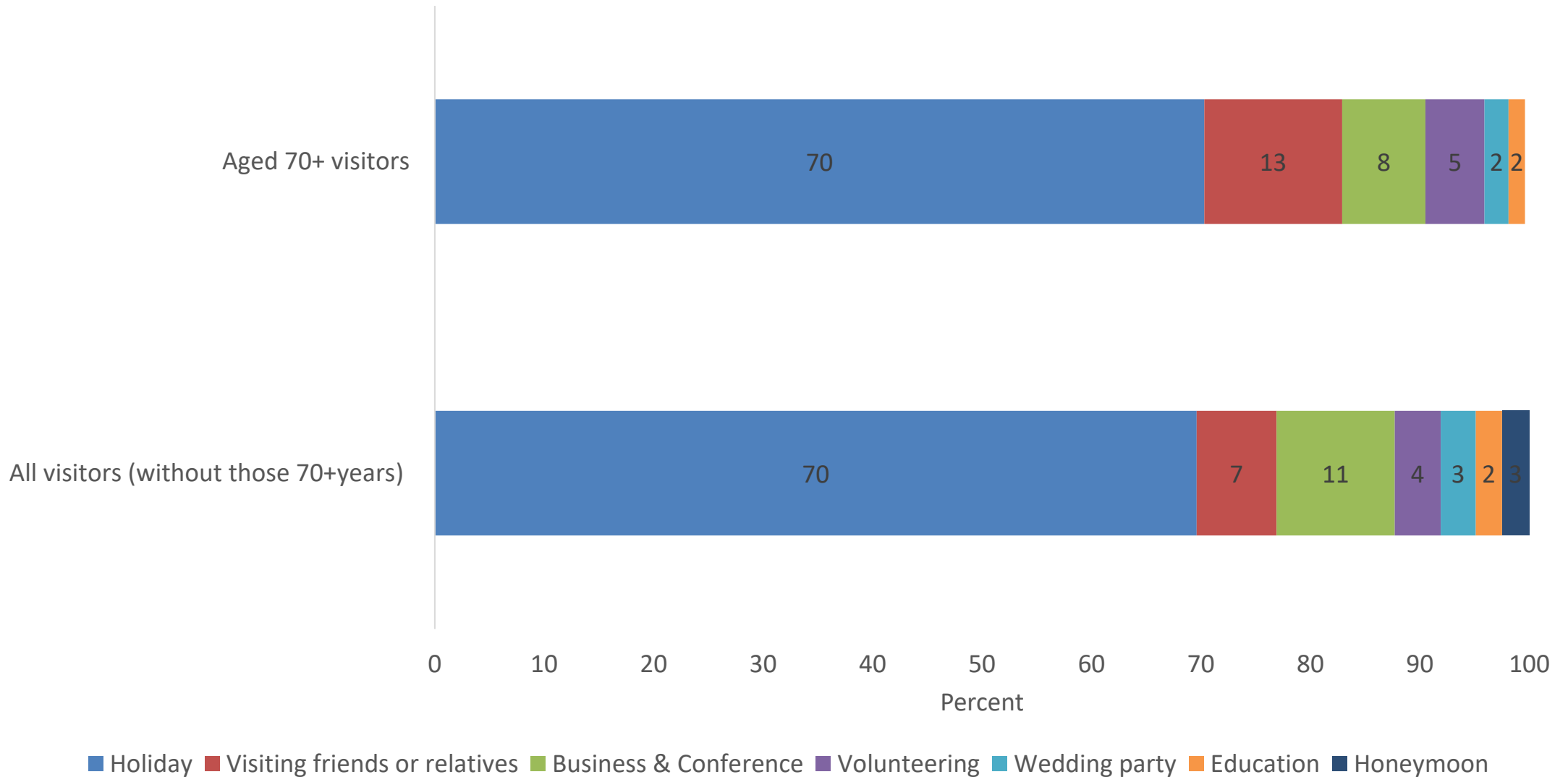
Note: The analysis is based on data from Jan 2015 – Dec 2017

# All Visitors - Annual Household Income and length of stay...



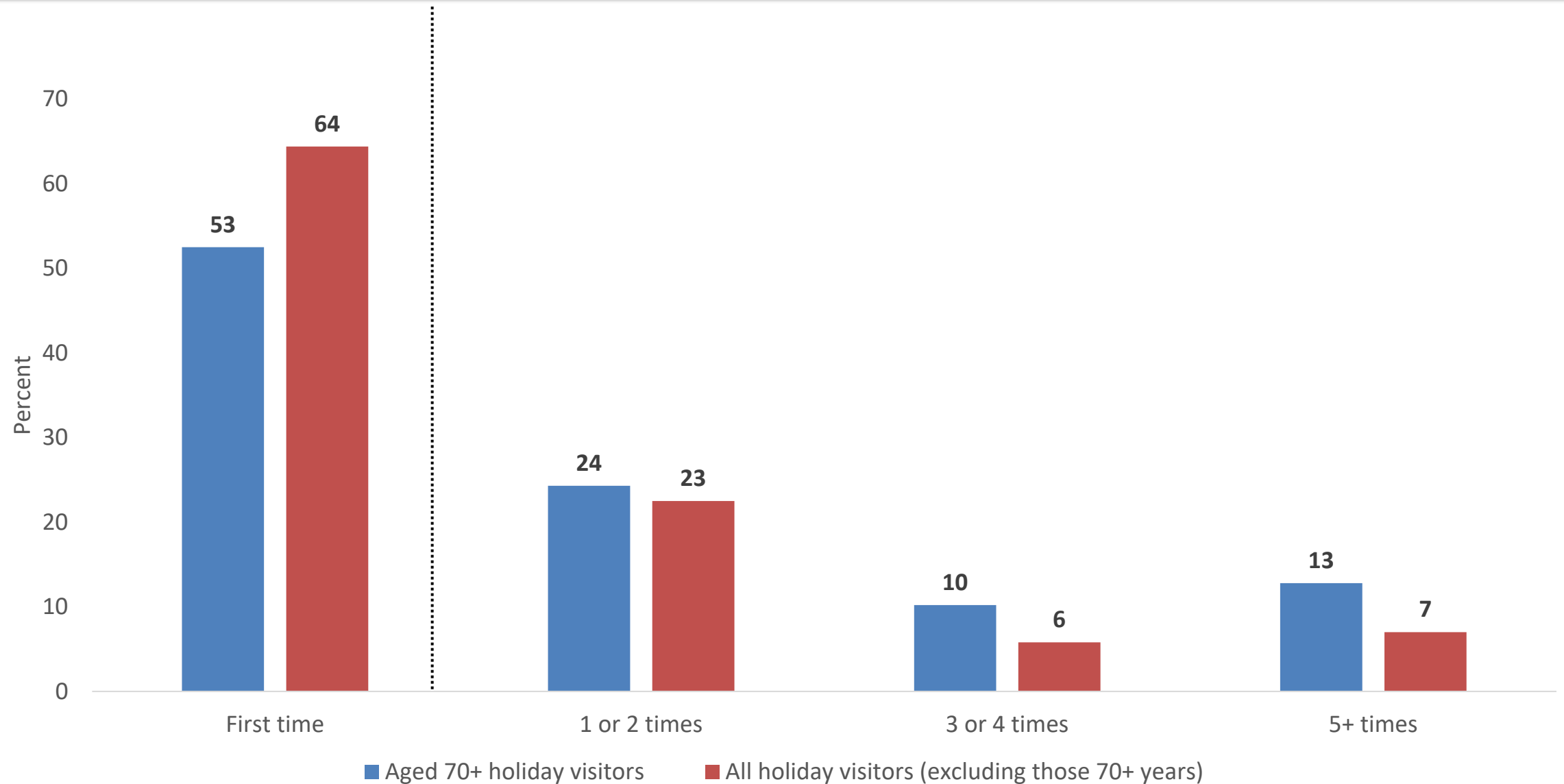
Note: The analysis is based on data from Jan 2015 – Dec 2017

# Main Purpose of Visit



*Note: The analysis is based on data from Jan 2015 – Dec 2017*

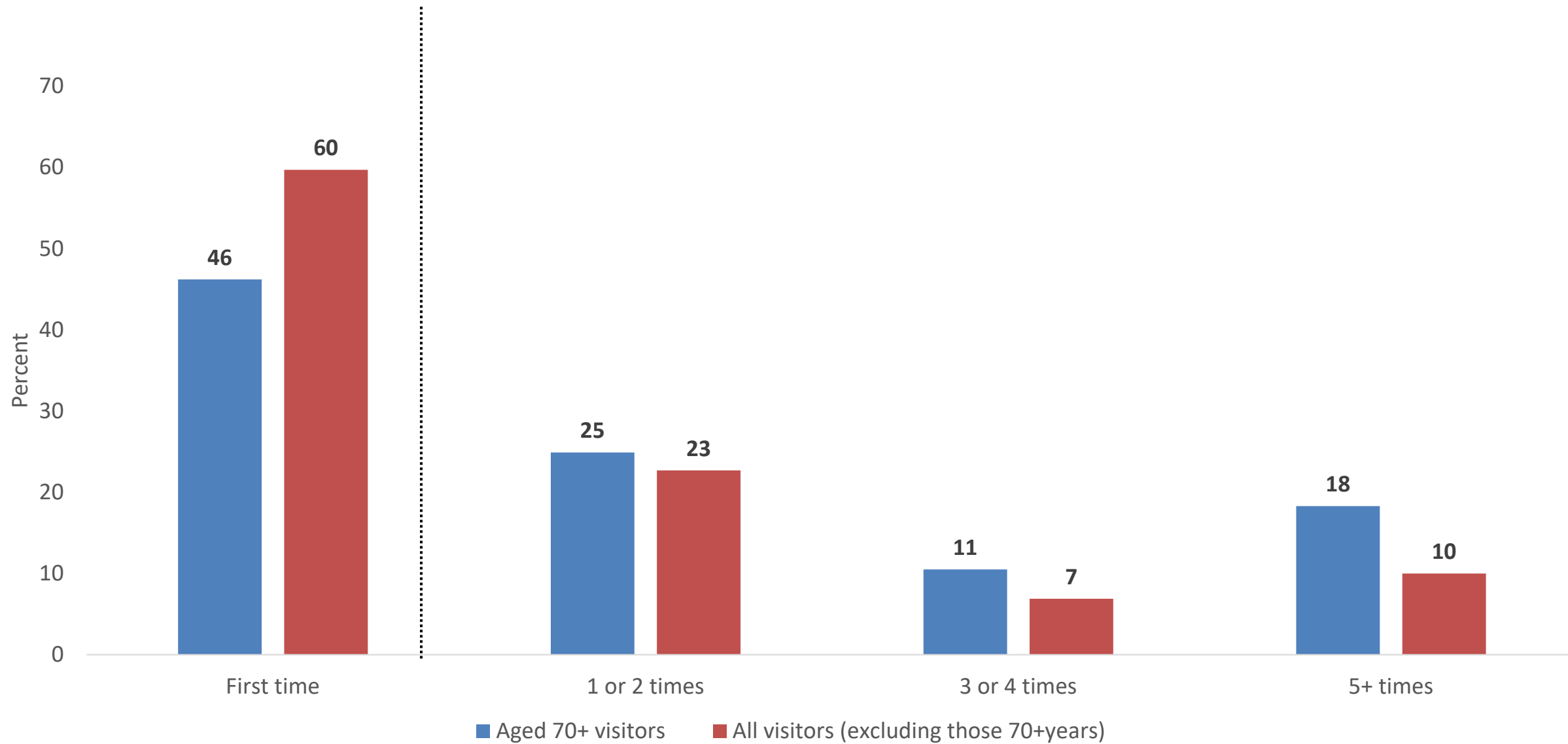
# Previous Visits – holiday visitors



*Note: The analysis is based on data from Jan 2015 – Dec 2017*

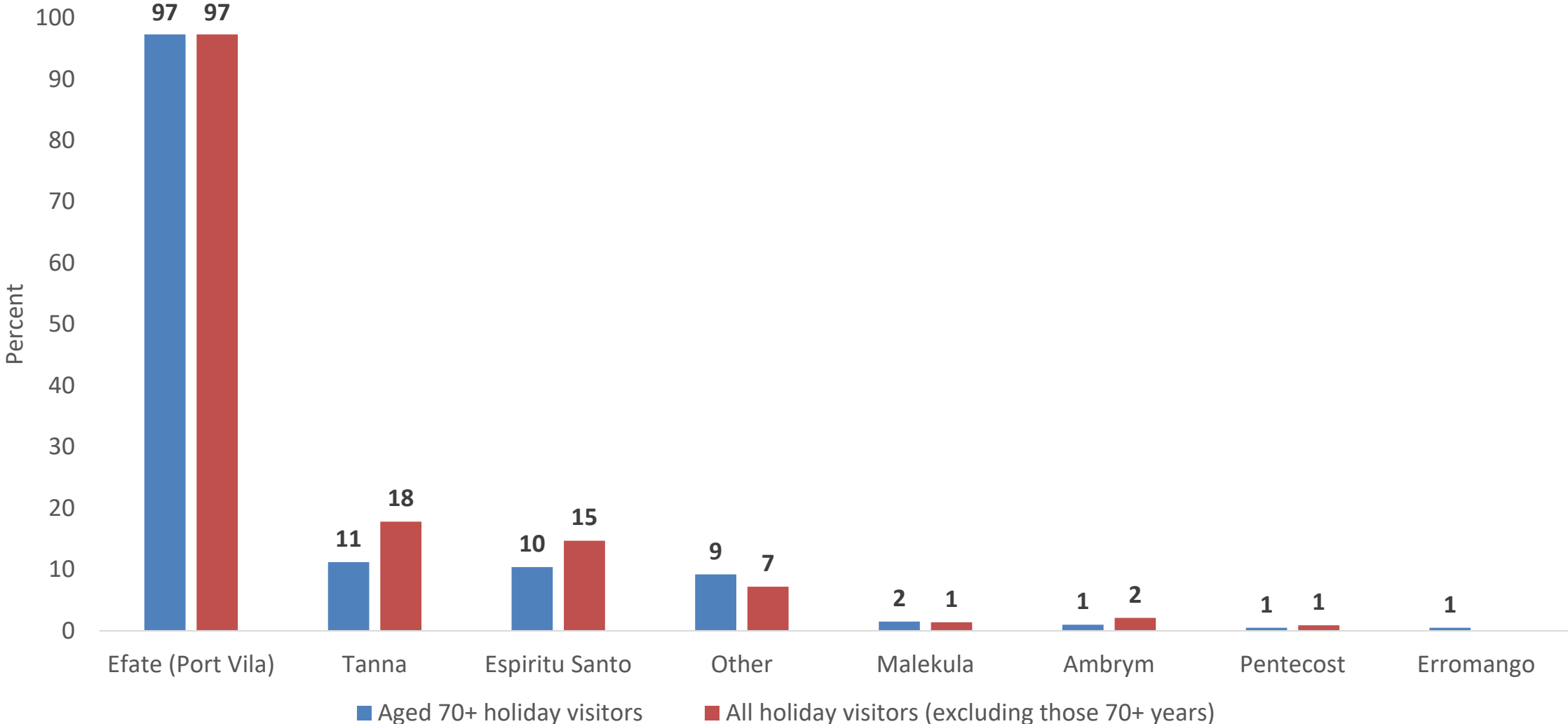


# Previous Visits – all visitors



*Note: The analysis is based on data from Jan 2015 – Dec 2017*

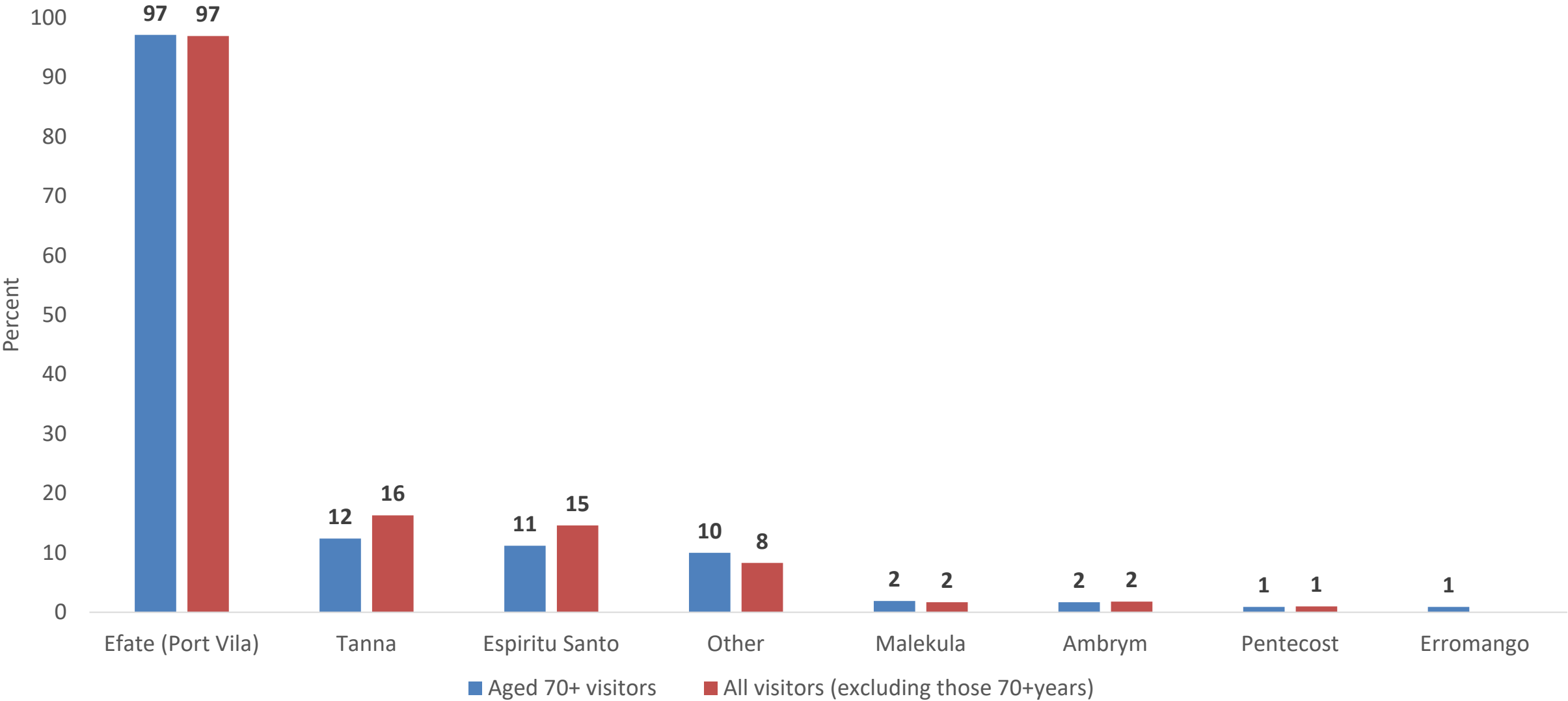
# Outer Islands Visited – holiday visitors



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

Note: The analysis is based on data from Jan 2015 – Dec 2017

# Outer Islands Visited – all visitors

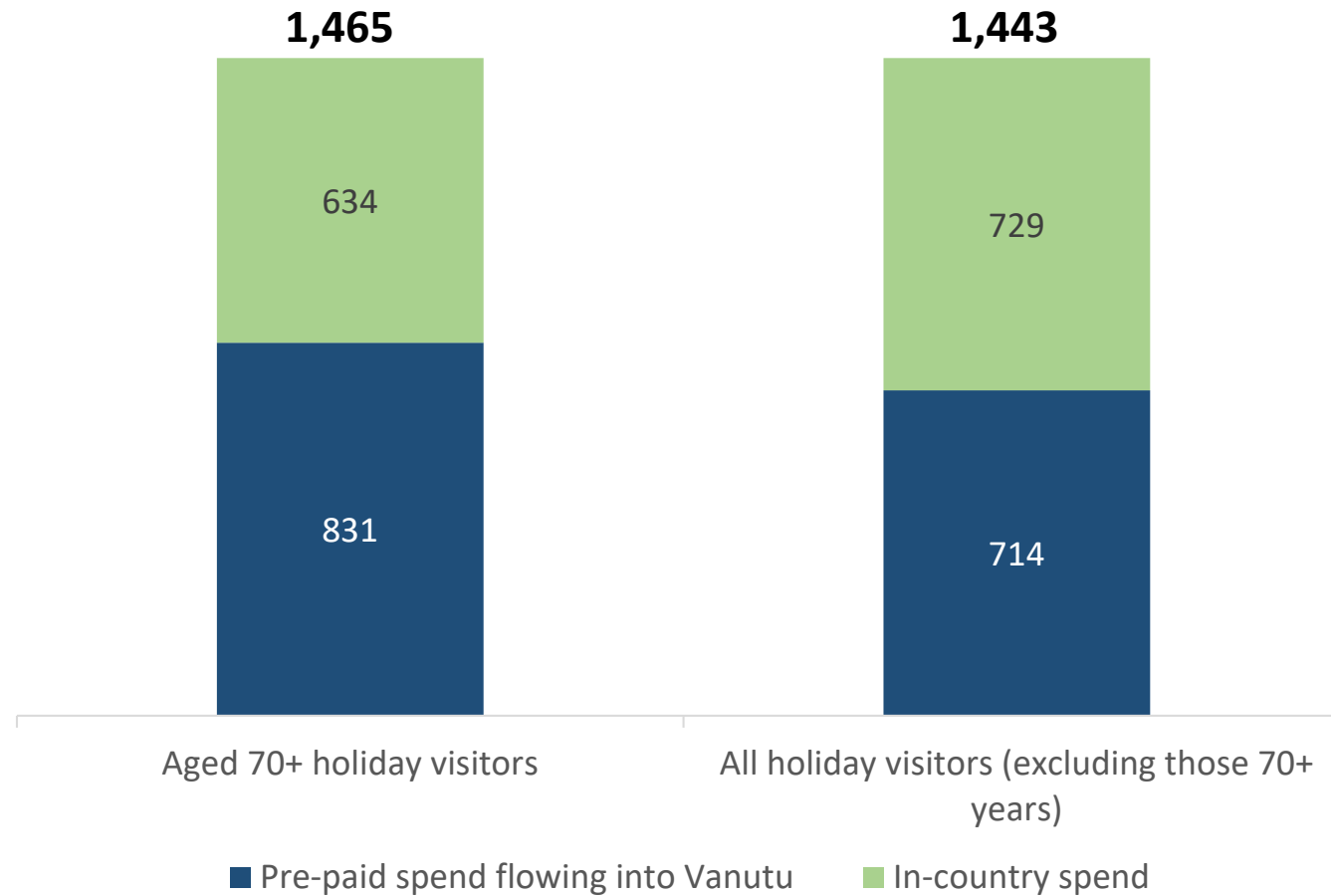


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# Expenditure by Market – holiday visitors

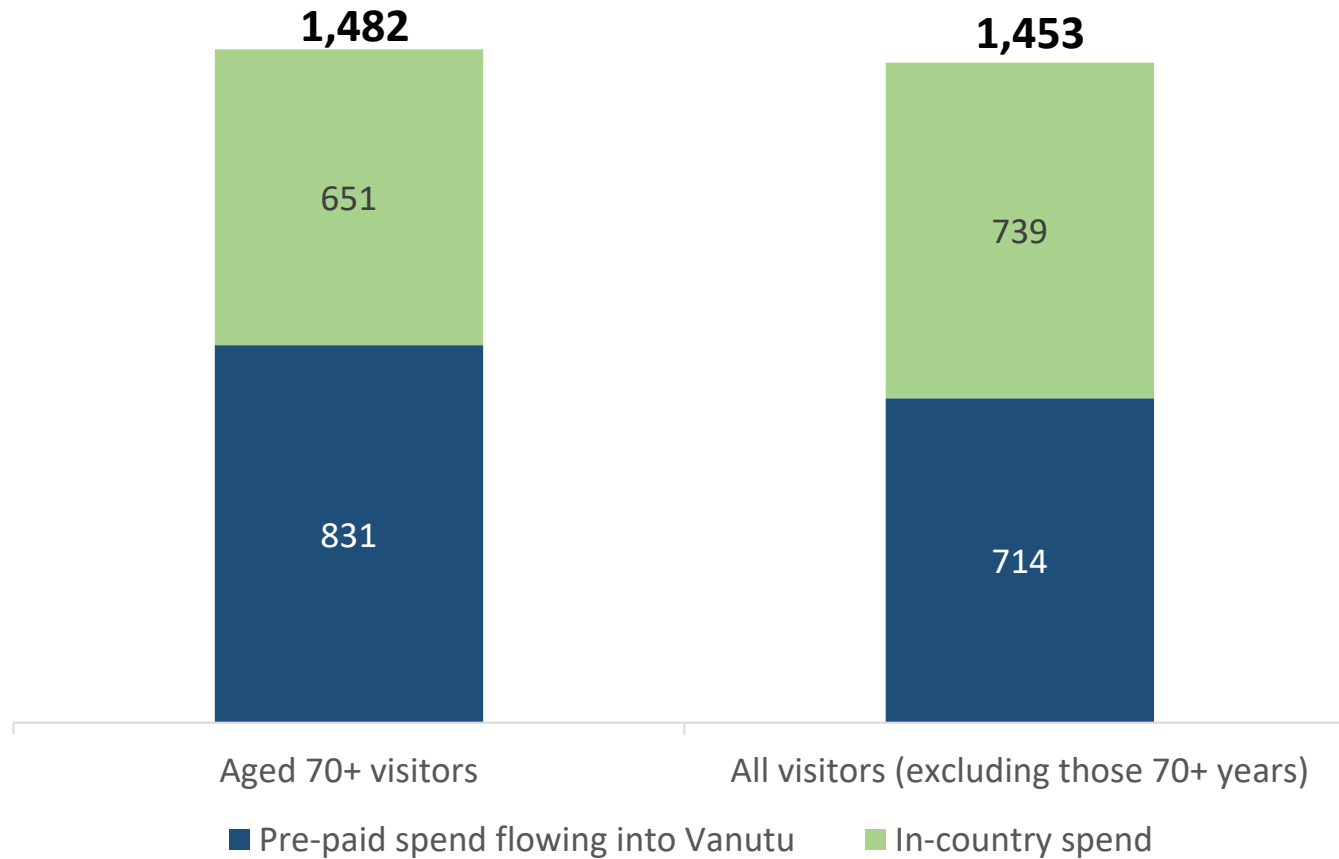
## PER PERSON PER VISIT



*Note: The analysis is based on data from Jan 2015 – Dec 2017*

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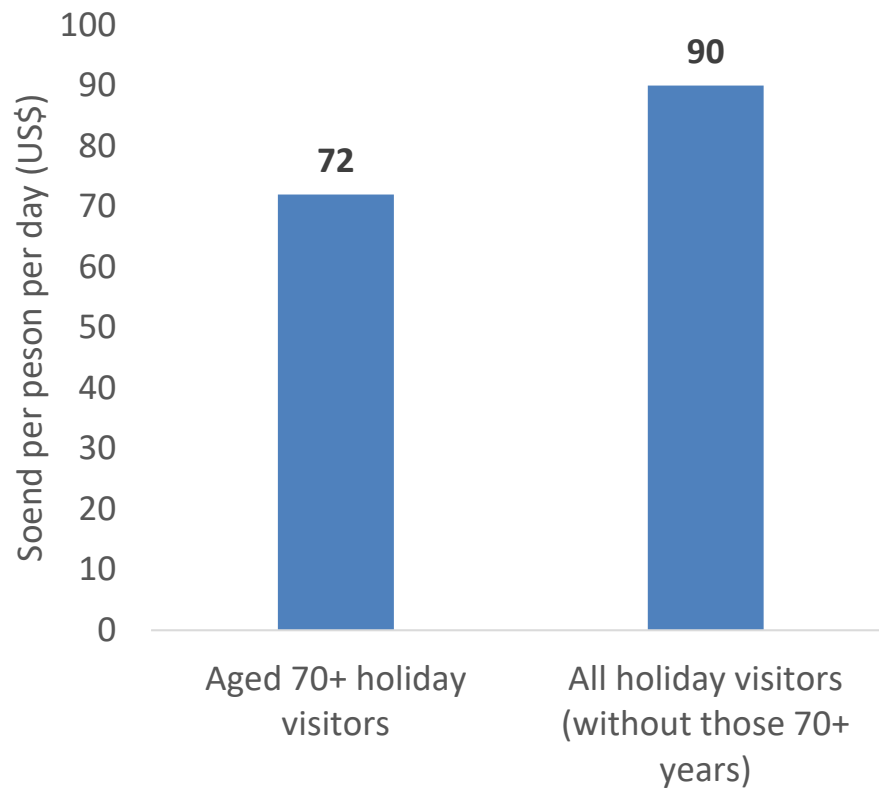
# Expenditure by Market

Covering people	n=1,168	n=913	n=23,163	n=20,090
Markets	Aged 70+ visitors	Aged 70+ holiday visitors	All visitors (excluding those 70+ years)	All holiday visitors (excluding those 70+ years)
62.5% pre-paid expenditure(US\$)	831	831	714	714
In-country spend(US\$)	651	634	739	729
<b>Total spend (US\$)</b>	<b>1482</b>	<b>1465</b>	<b>1453</b>	<b>1443</b>

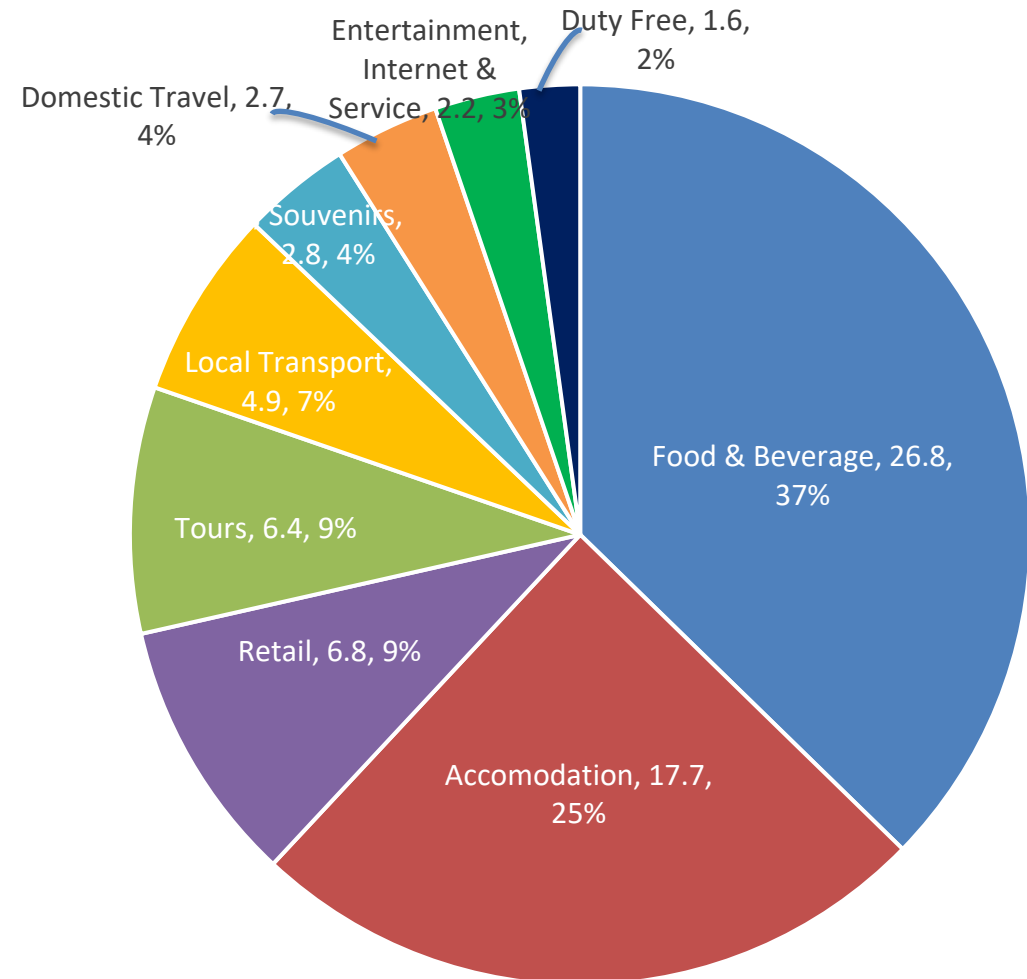
Note: The analysis is based on data from Jan 2015 – Dec 2017

# Average Spend while in Vanuatu per day – holiday visitors

## PER PERSON PER DAY



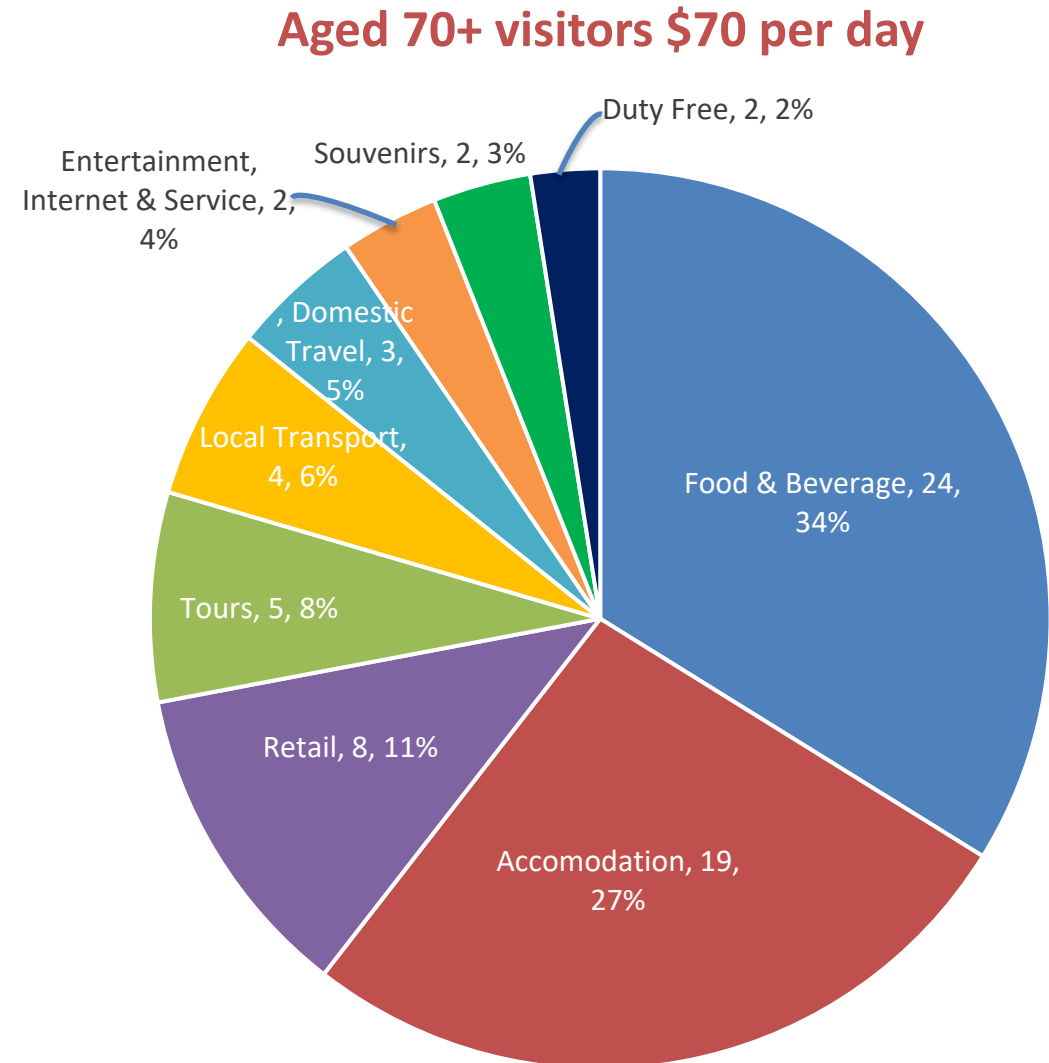
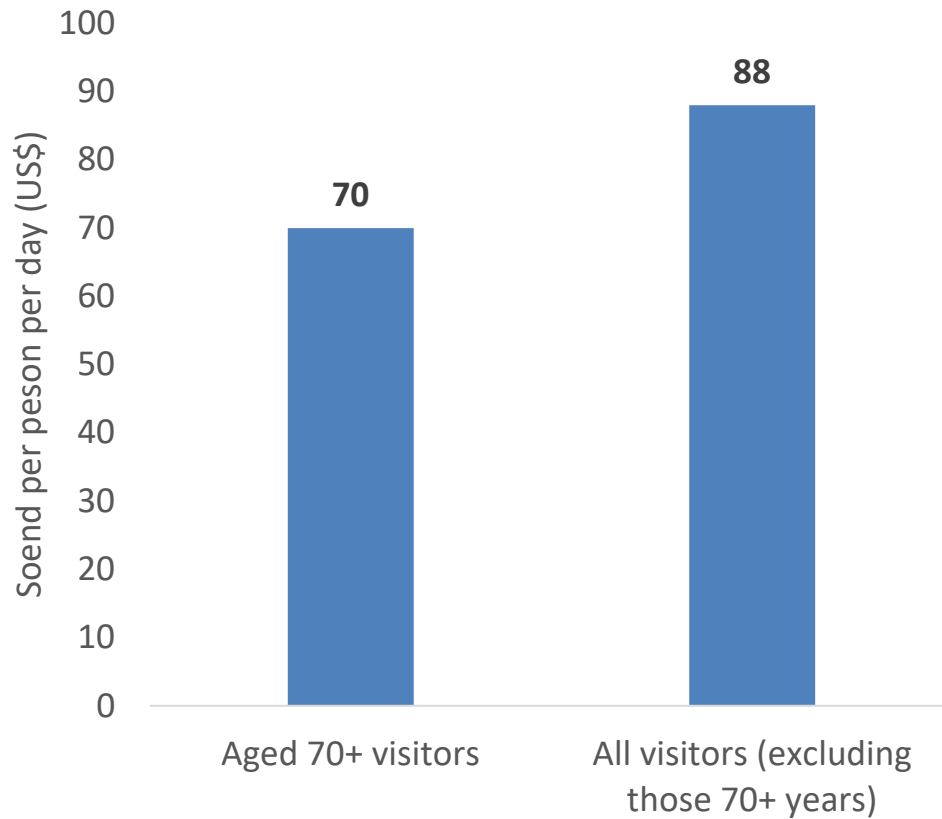
## Aged 70+ holiday visitors \$72 per day



Note: The analysis is based on data from Jan 2015 – Dec 2017

# Average Spend while in Vanuatu per day – all visitors

## PER PERSON PER DAY



Note: The analysis is based on data from Jan 2015 – Dec 2017





# Influences on the decision to choose Vanuatu – holiday visitors

## Influences on the decision to choose Vanuatu (score out of 5)

Aged 70+ holiday visitors	Quiet and relaxing atmosphere <b>3.8</b>	Accessible 3.7	Affordable 3.6	Culture and history 3.4
All holiday visitors (excluding those 70+ years)	Quiet and relaxing atmosphere <b>3.9</b>	Beaches and swimming 3.7	Accessible 3.6	Nature attractions / volcano / eco tourism / photography 3.5

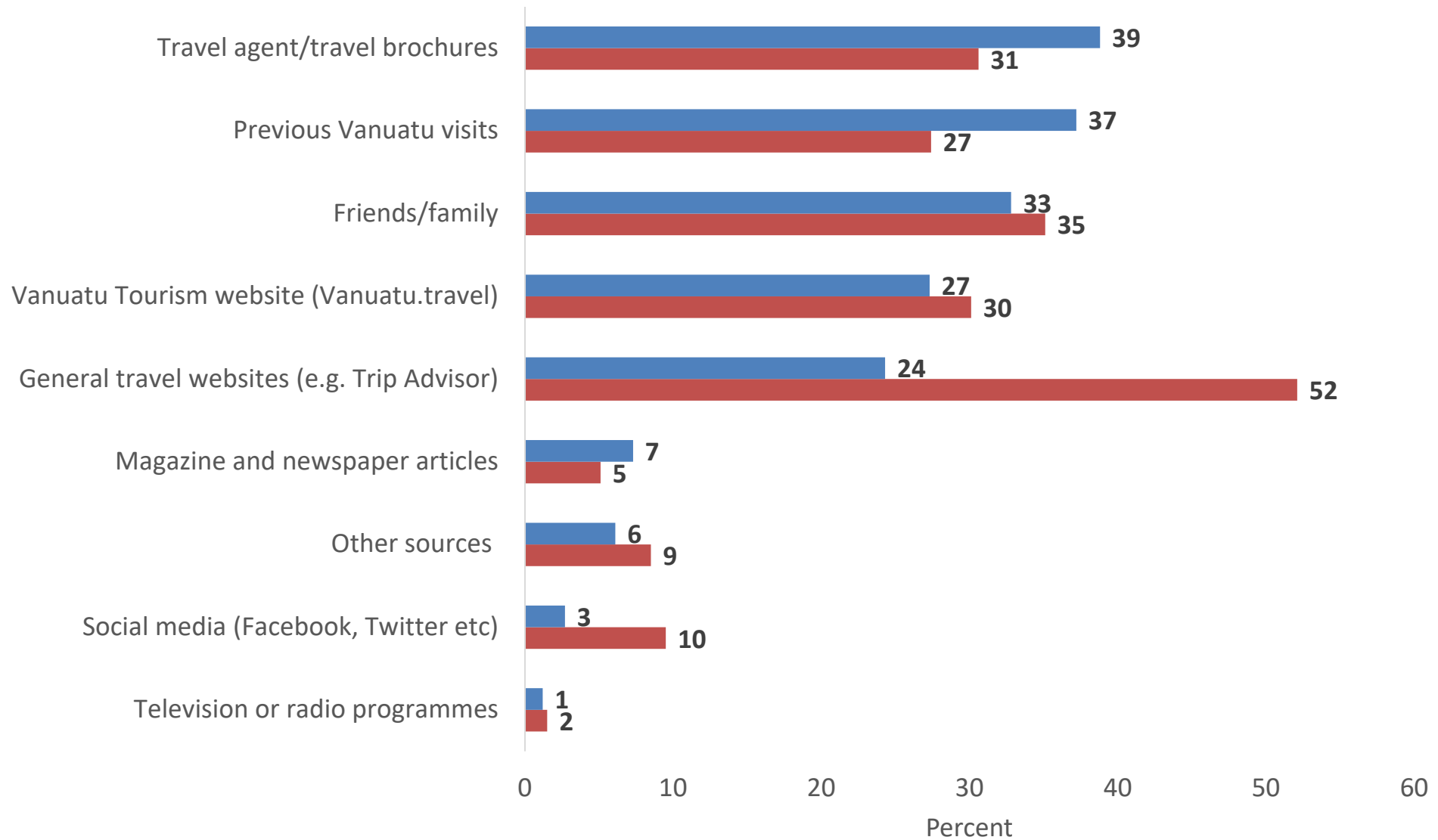


# Influences on the decision to choose Vanuatu - all visitors

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All visitors (excluding those 70+ years)	Quiet and relaxing atmosphere <b>3.7</b>	Beaches and swimming 3.5	Nature attractions / volcano / eco tourism / photography 3.4	Accessible 3.4

# Sources of information used for trip planning - holiday visitors



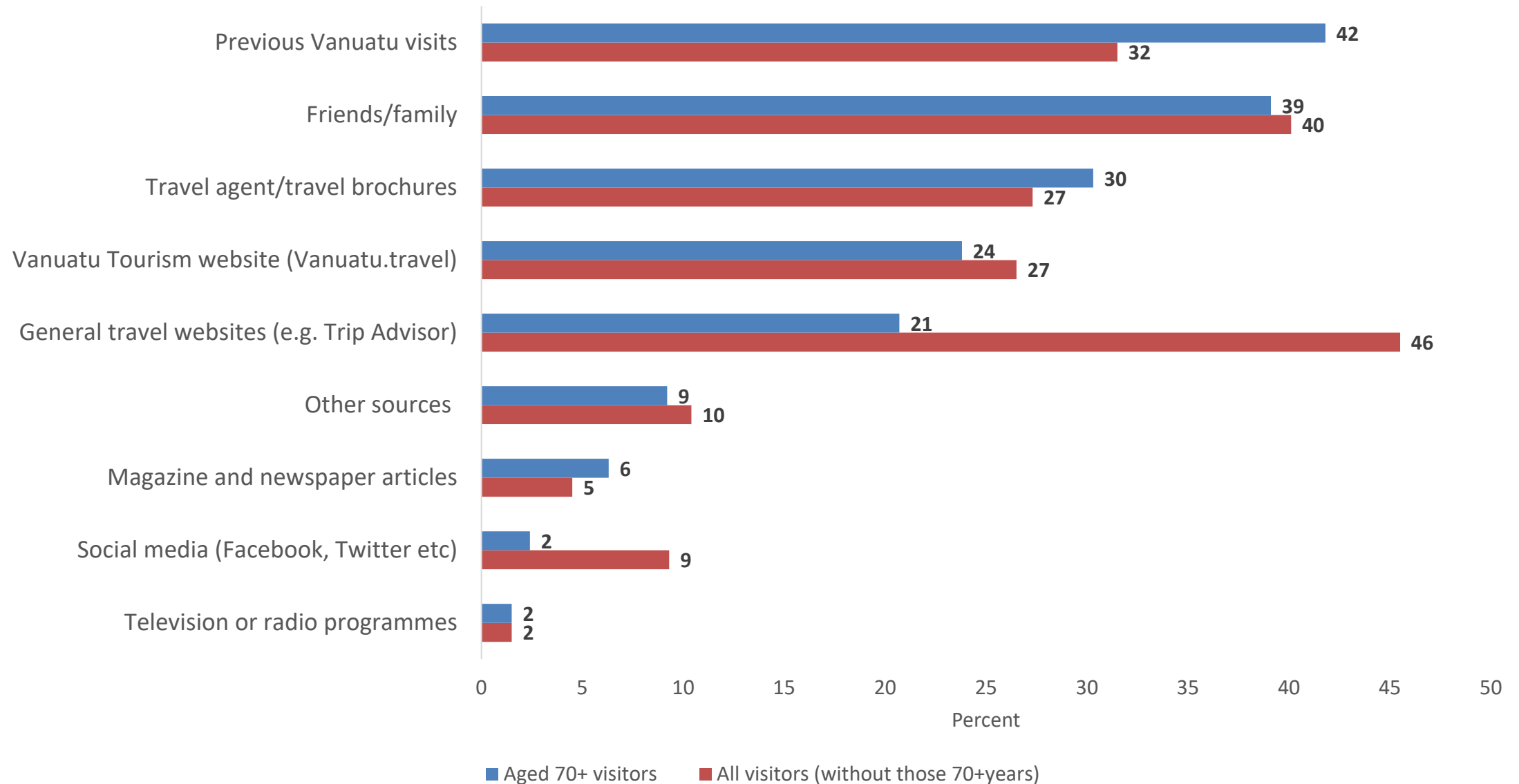
■ Aged 70+ holiday visitors

■ All holiday visitors (without those 70+ years)

*Note: The analysis is based on data from Jan 2015 – Dec 2017*

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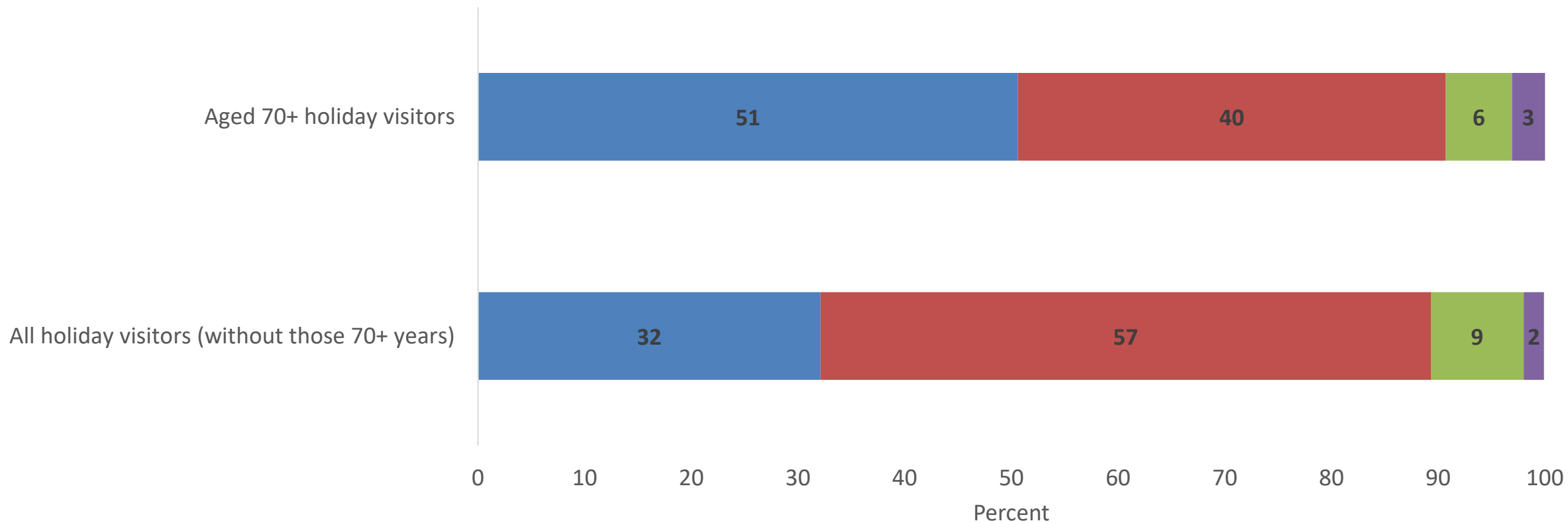
# Sources of information used for trip planning – all visitors



Note: The analysis is based on data from Jan 2015 – Dec 2017

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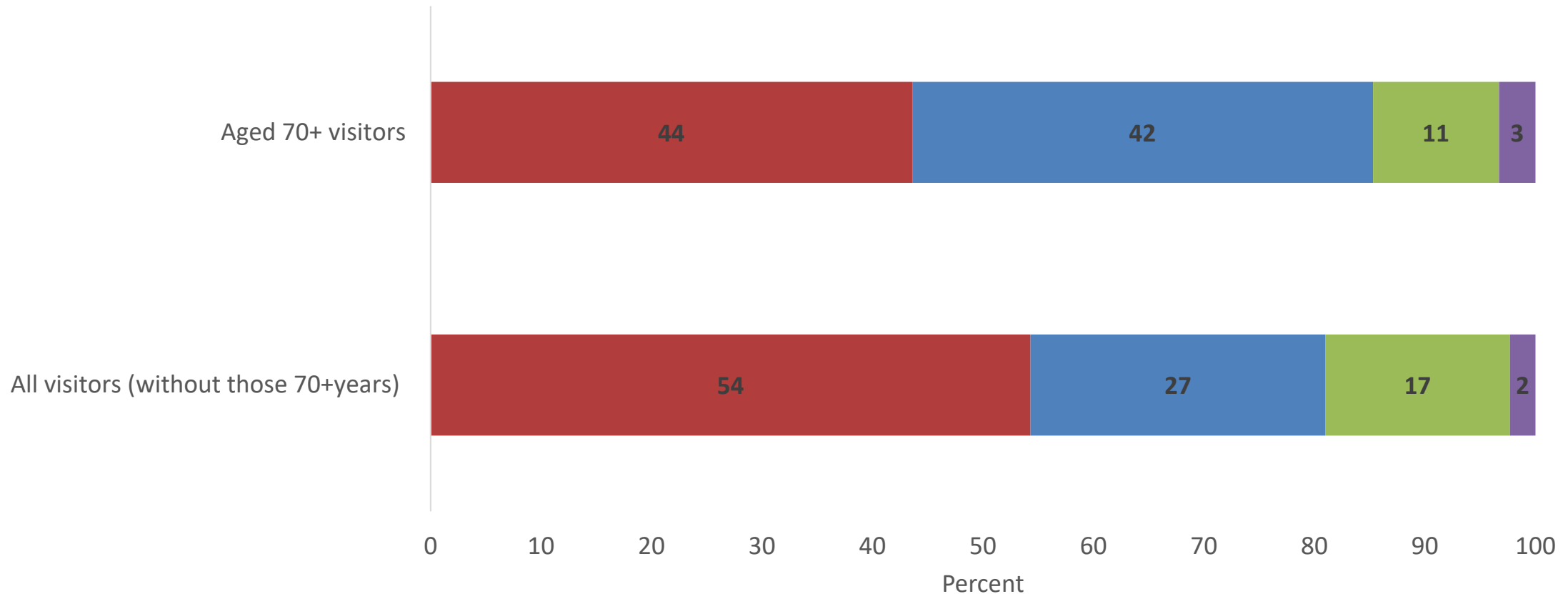
# Travel Purchasing Behaviour – holiday visitors



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

*Note: The analysis is based on data from Jan 2015 – Dec 2017*

# Travel Purchasing Behaviour – all visitors

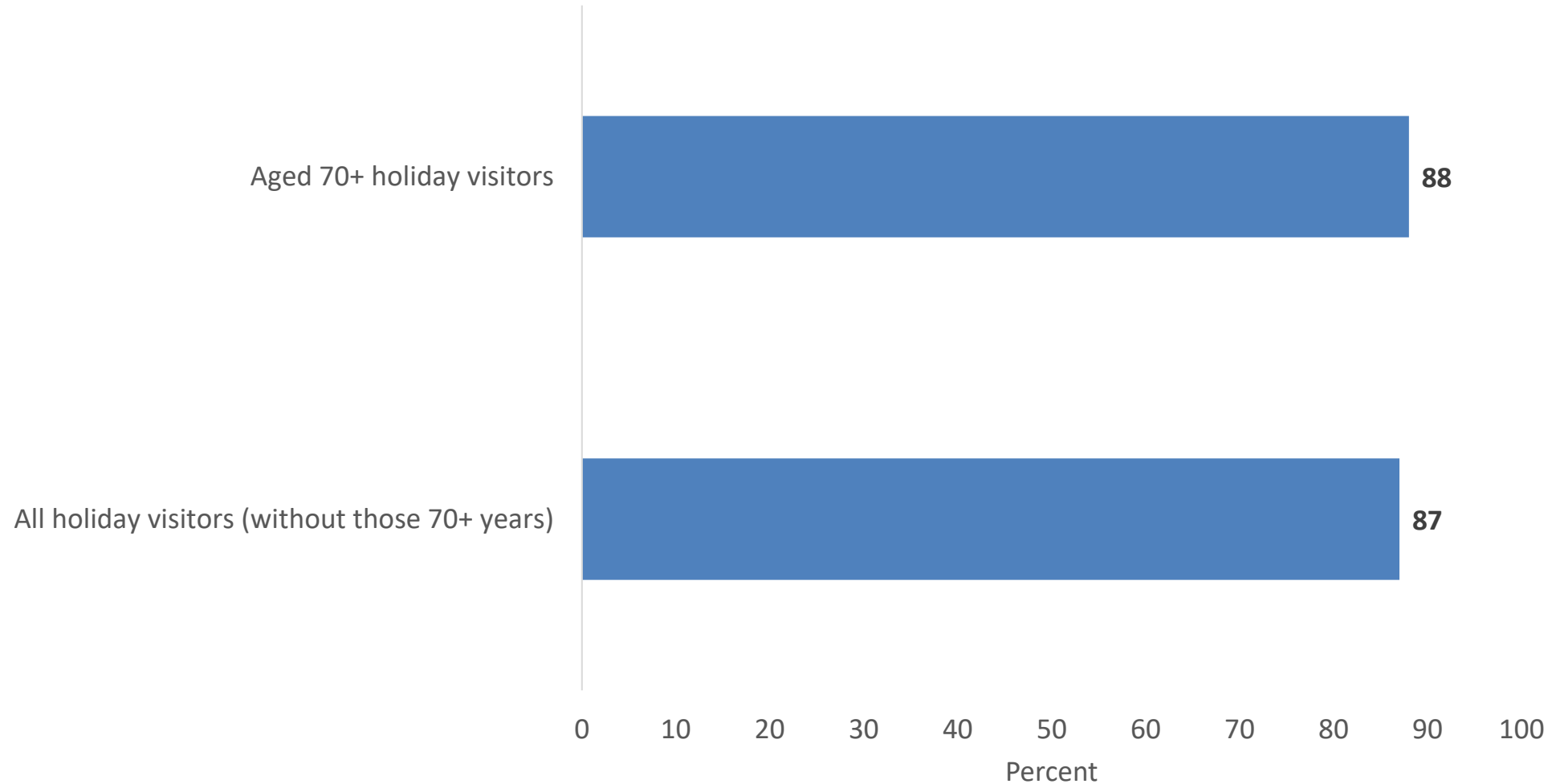


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- Other

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# Visitor Satisfaction - holiday visitors

## Overall Satisfaction\*

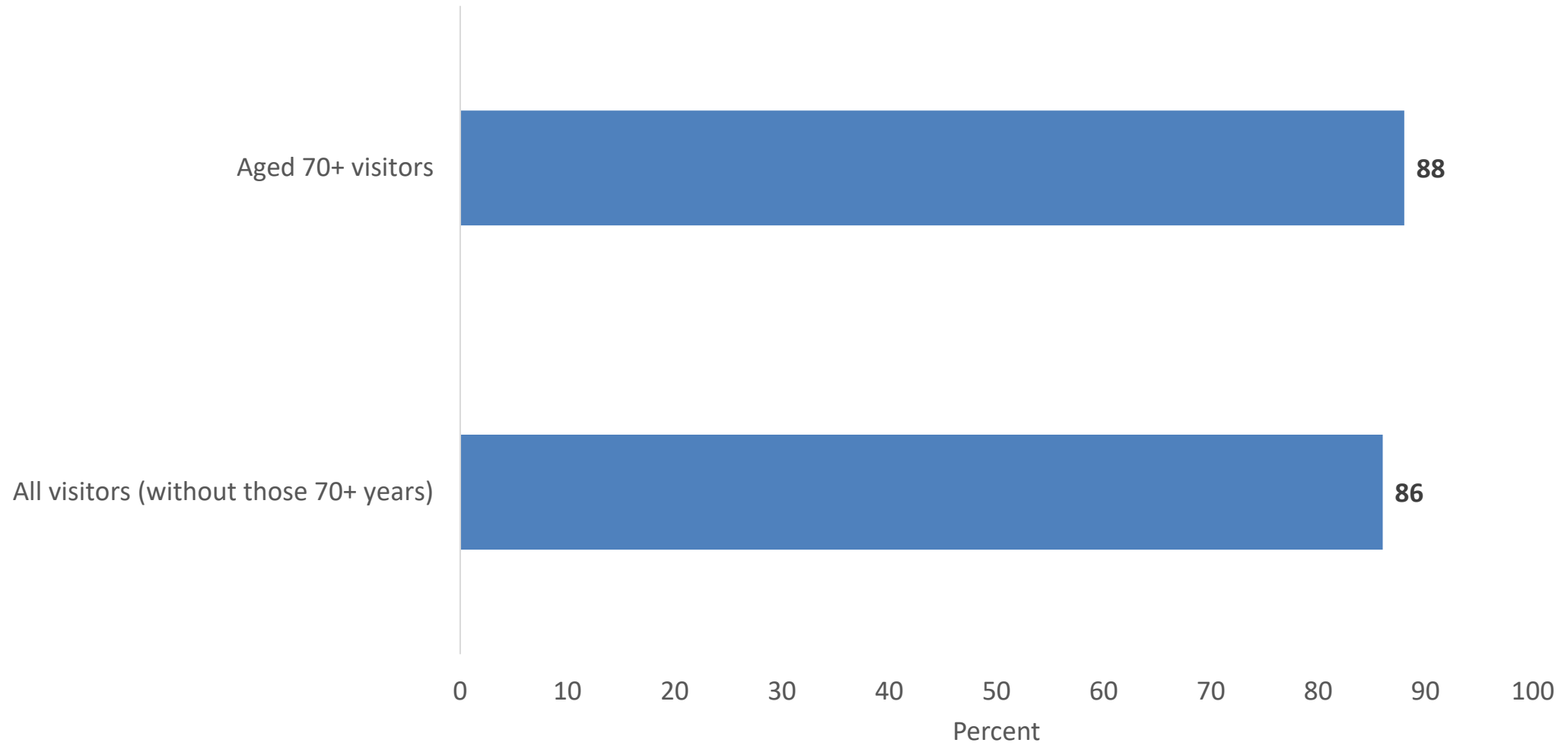


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\* Satisfied includes respondents who answered 'satisfied' or 'very satisfied'

# Visitor Satisfaction – all visitors

## Overall Satisfaction\*

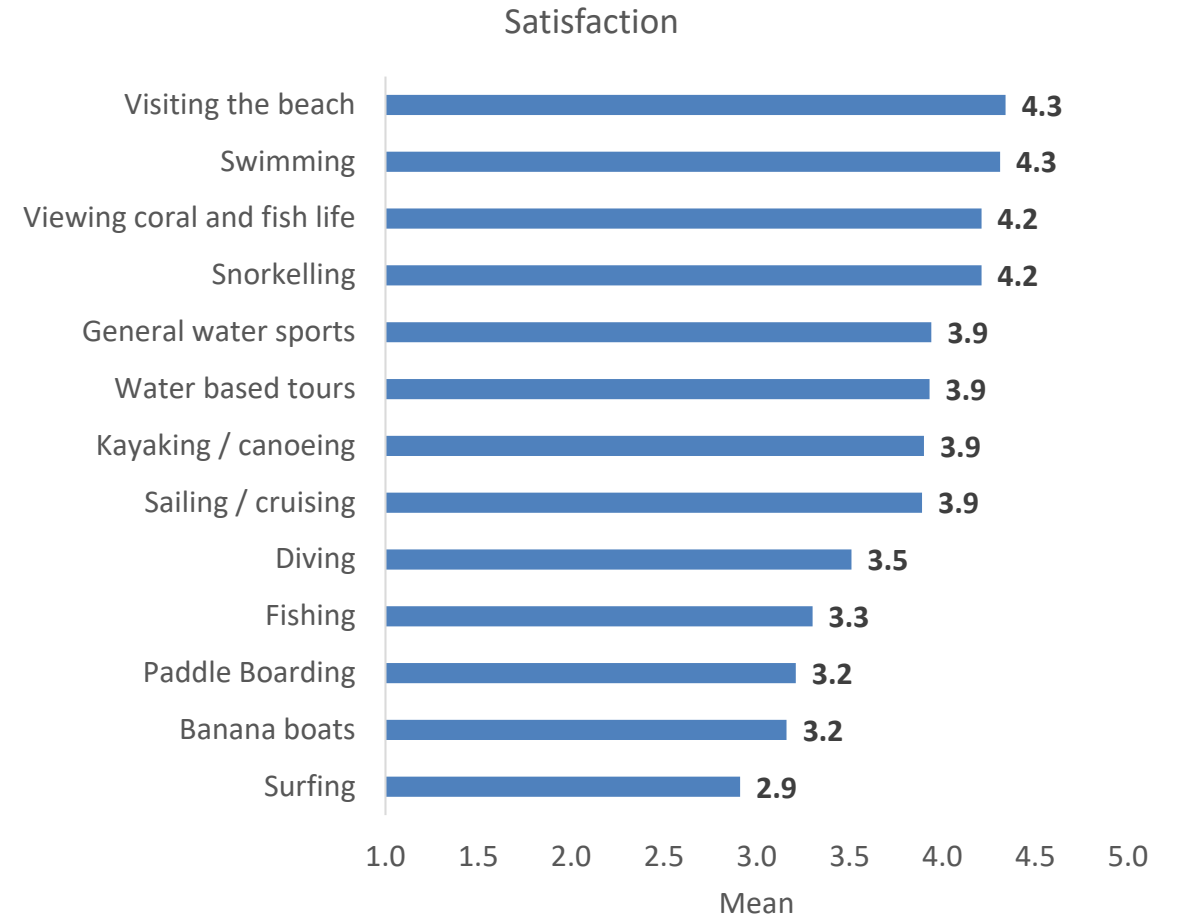
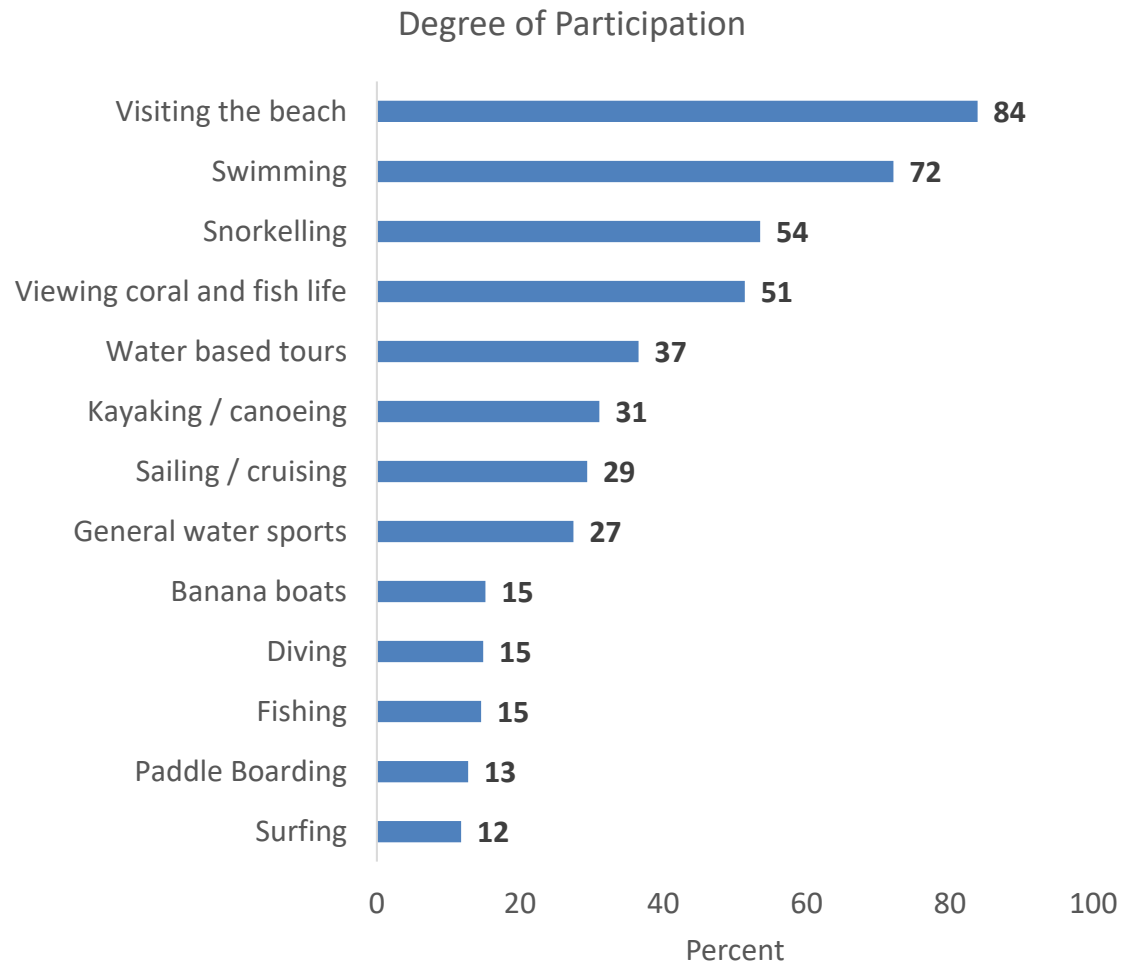


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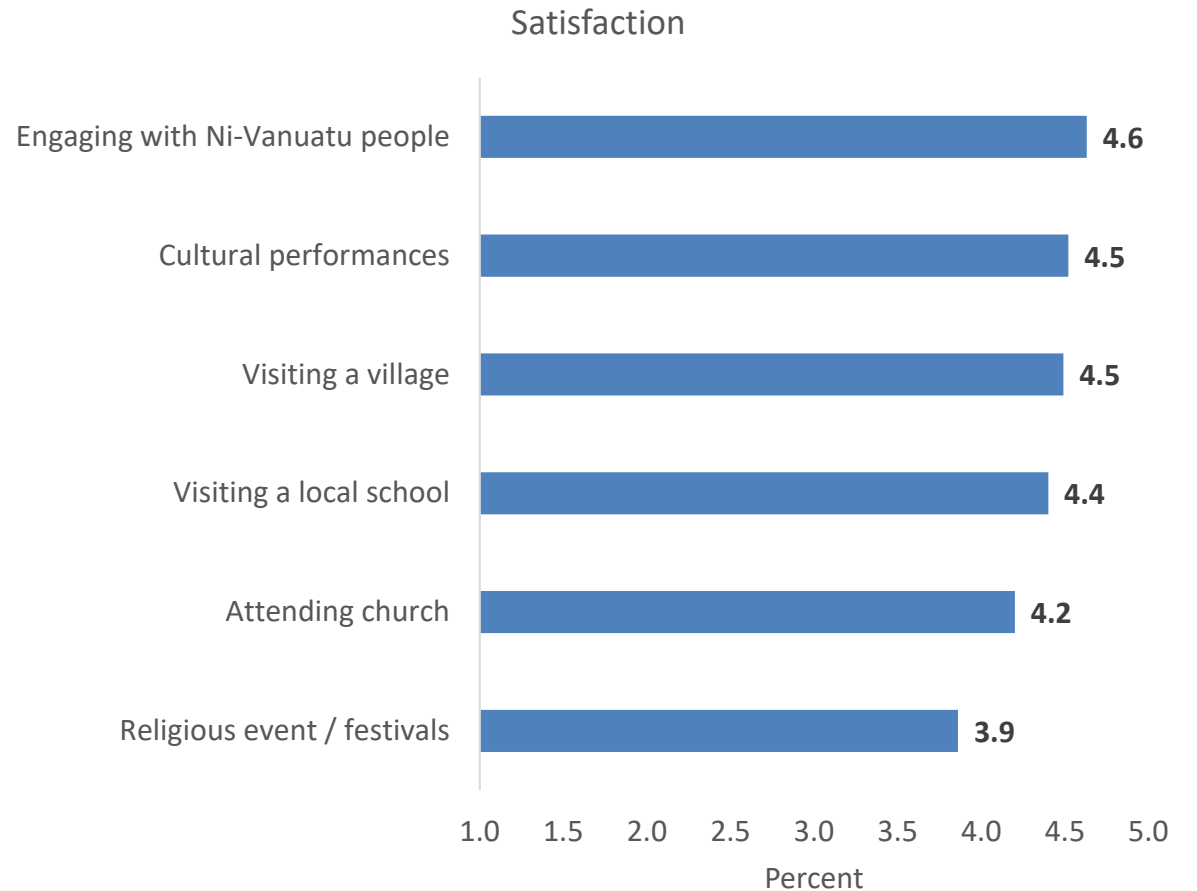
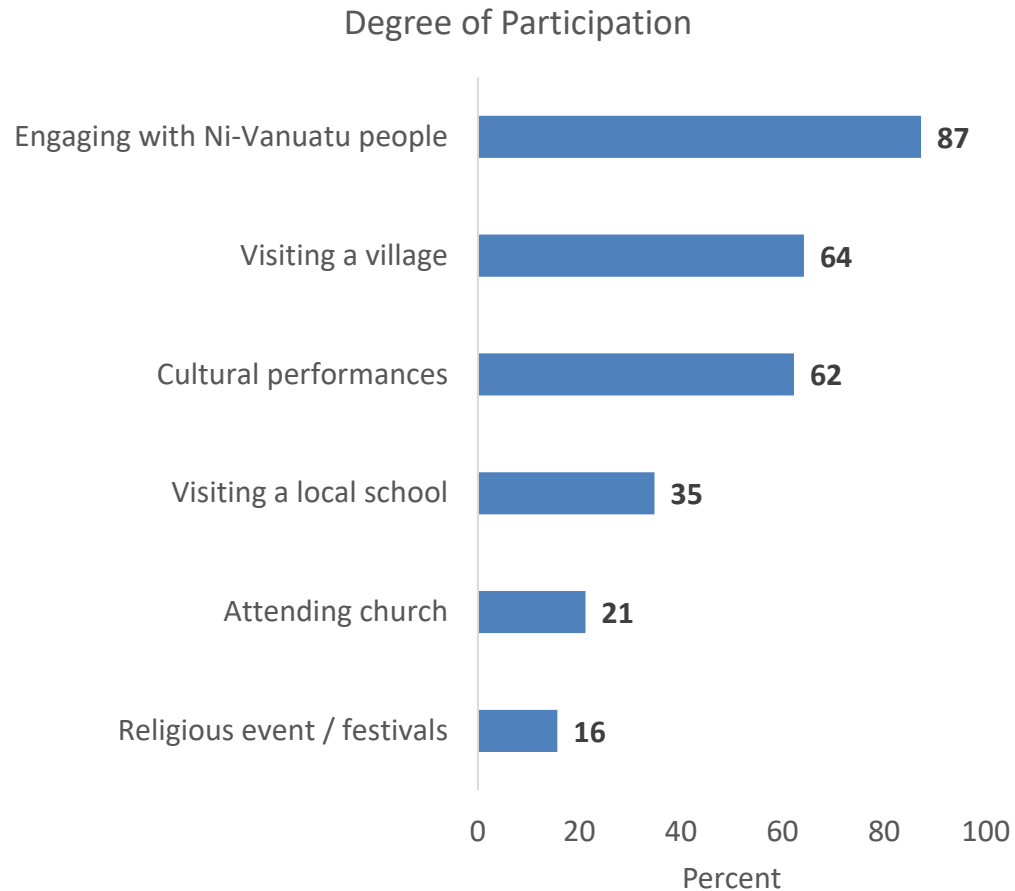
# Aged 70+ all visitors - Water Based Activities



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

Note: The analysis is based on data from Jan – Jun 2018

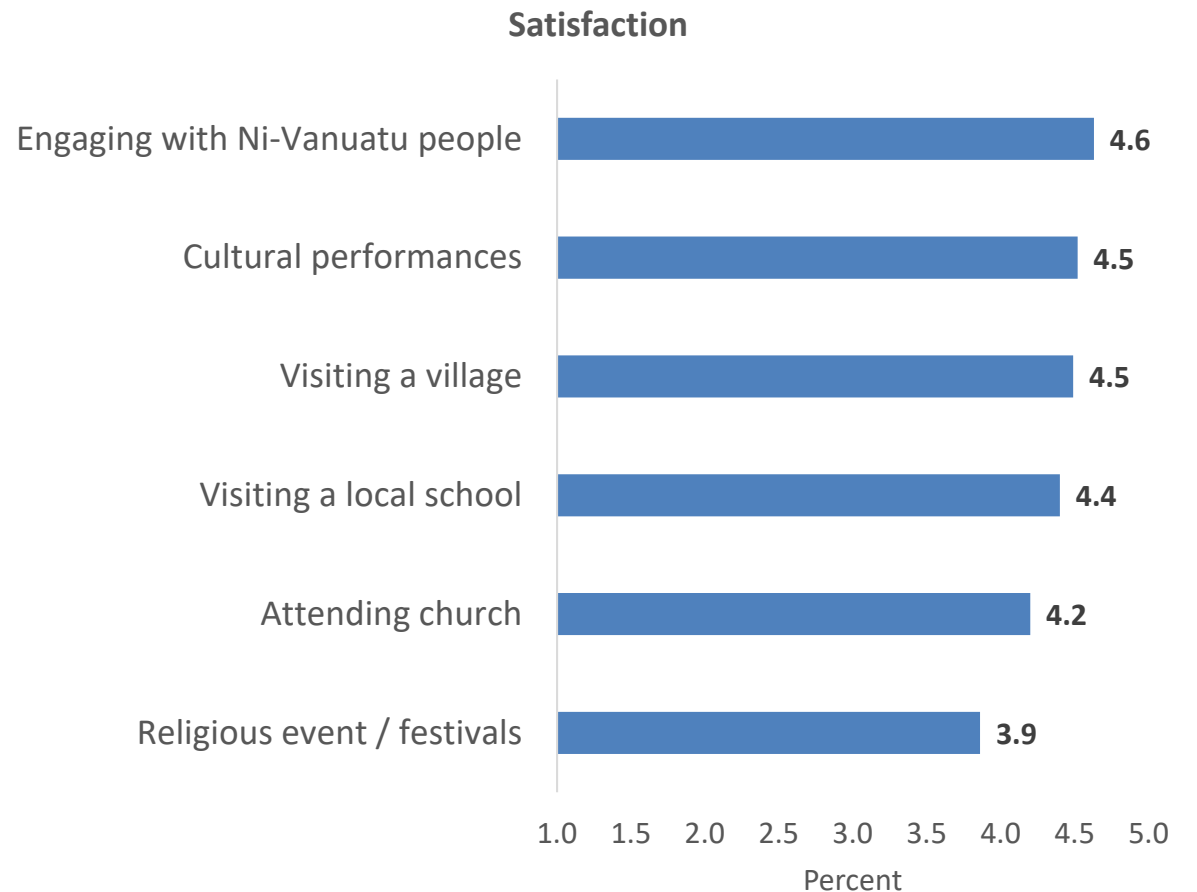
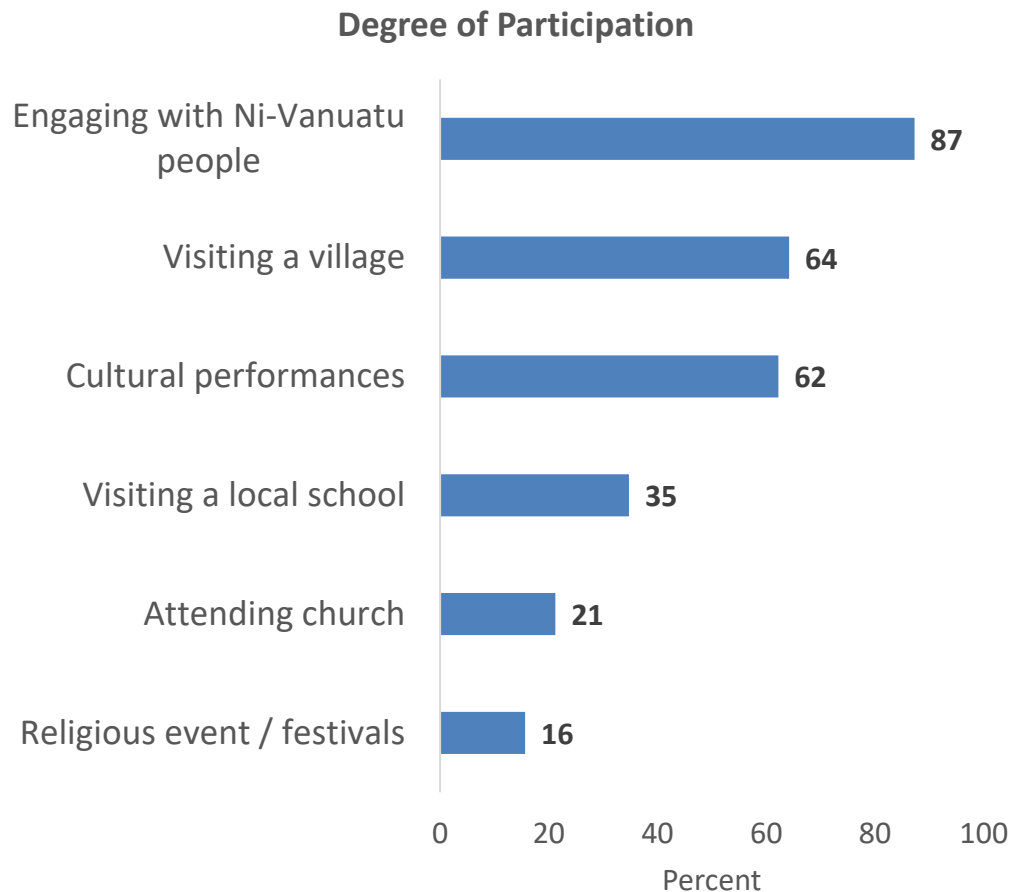
# Aged 70+ all visitors – Cultural Interaction Activities



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# Aged 70+ all visitors – Cultural Interaction Activities

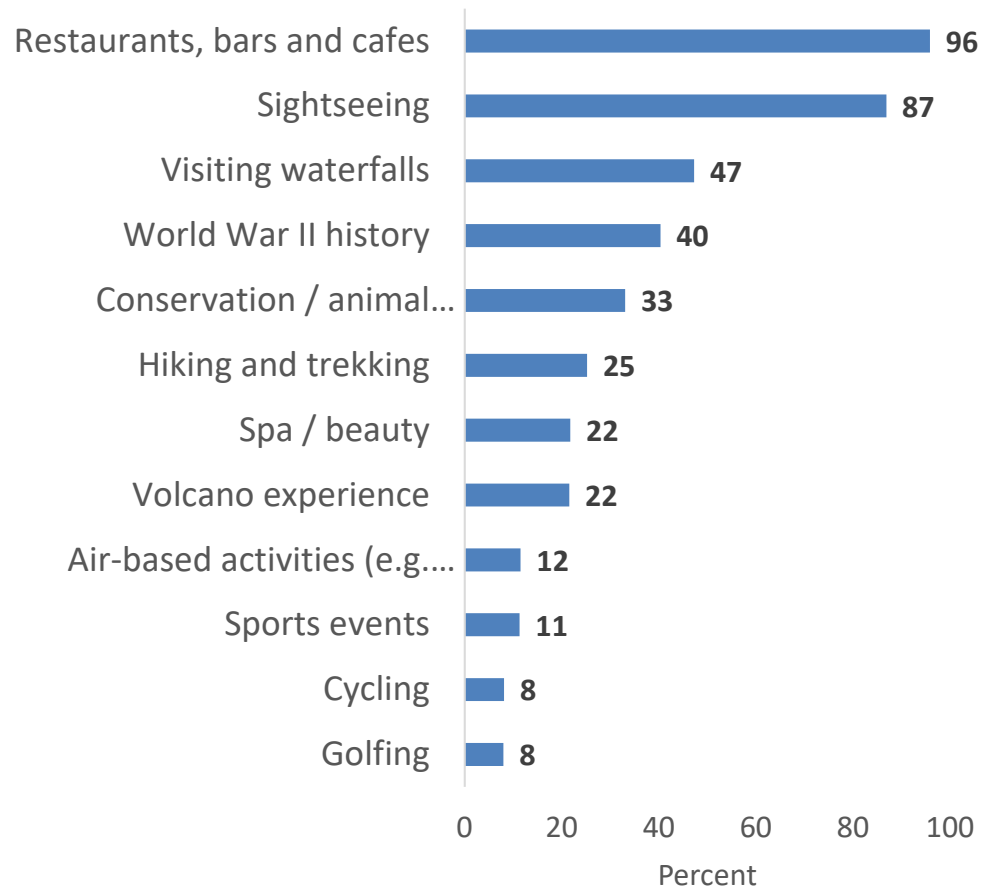


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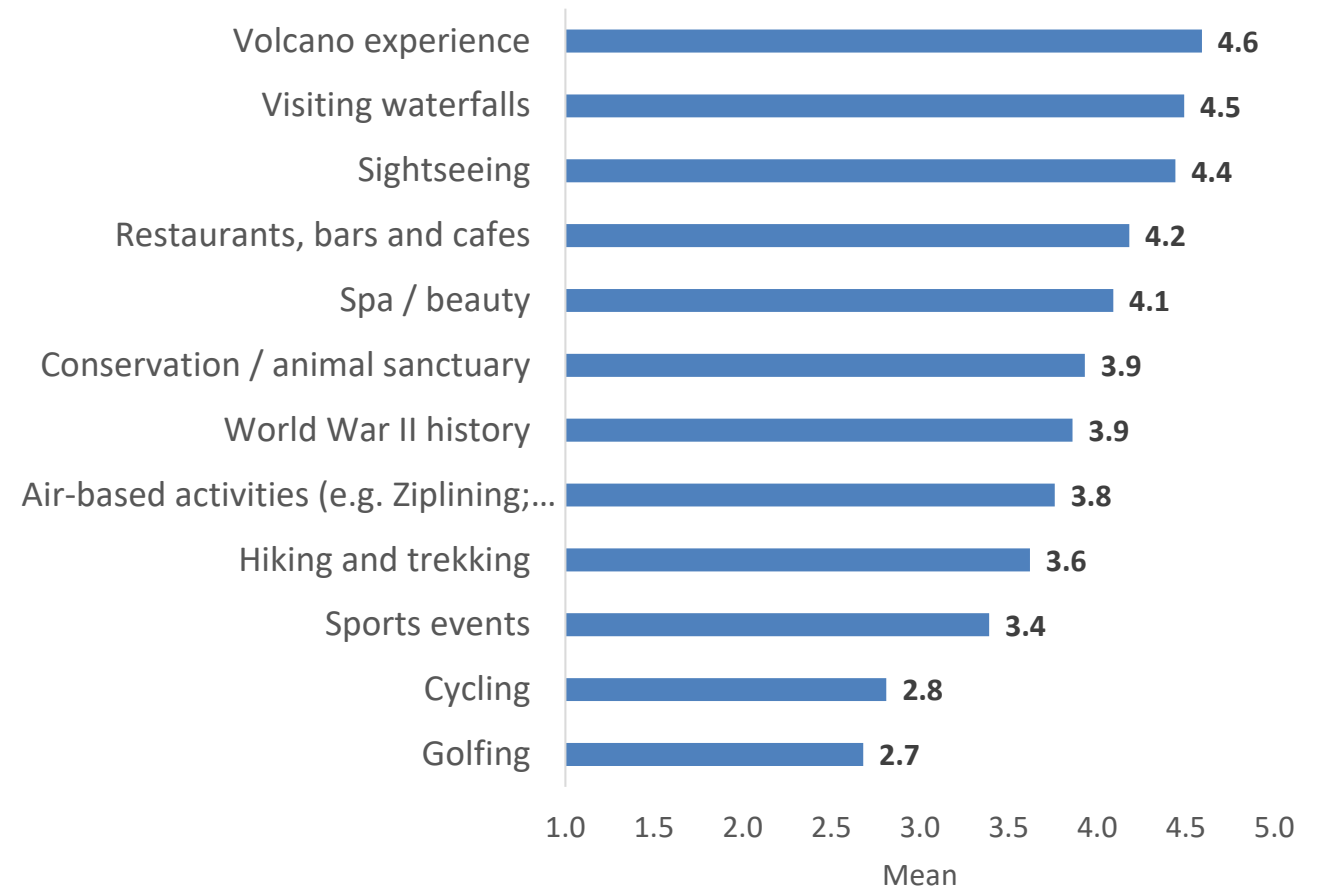
# Aged 70+ all visitors - Land Based Activities and Touring

## Degree of Participation



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

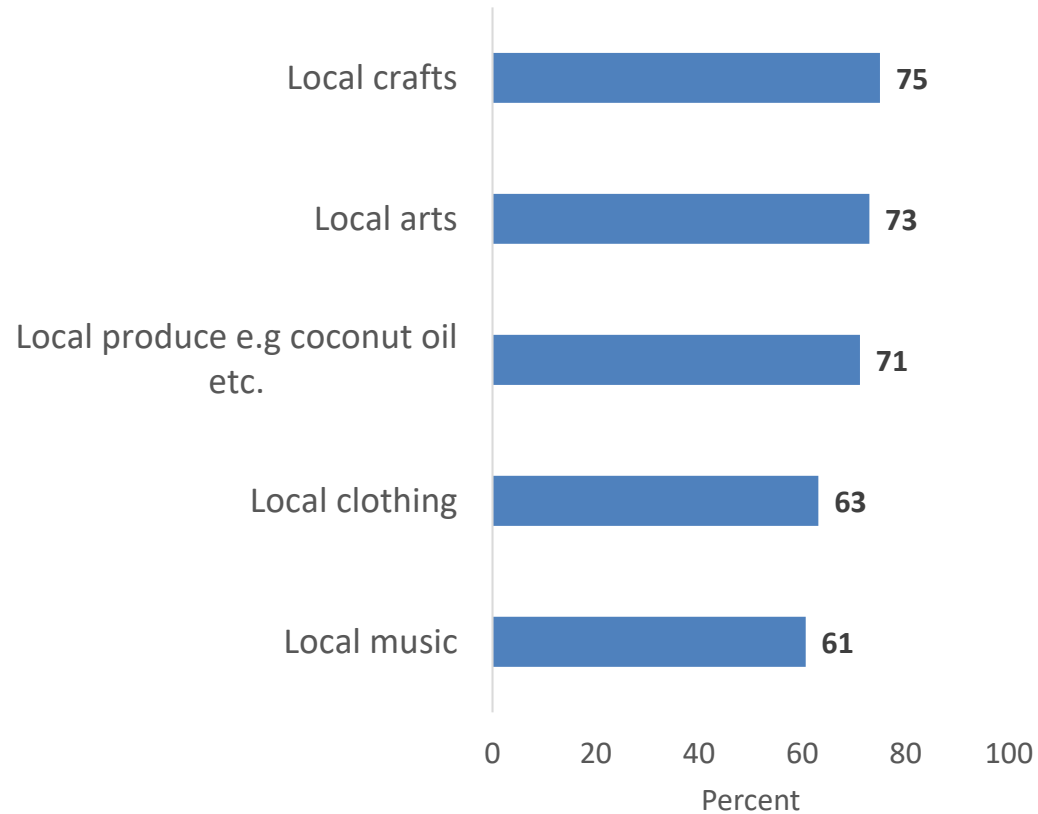
## Satisfaction



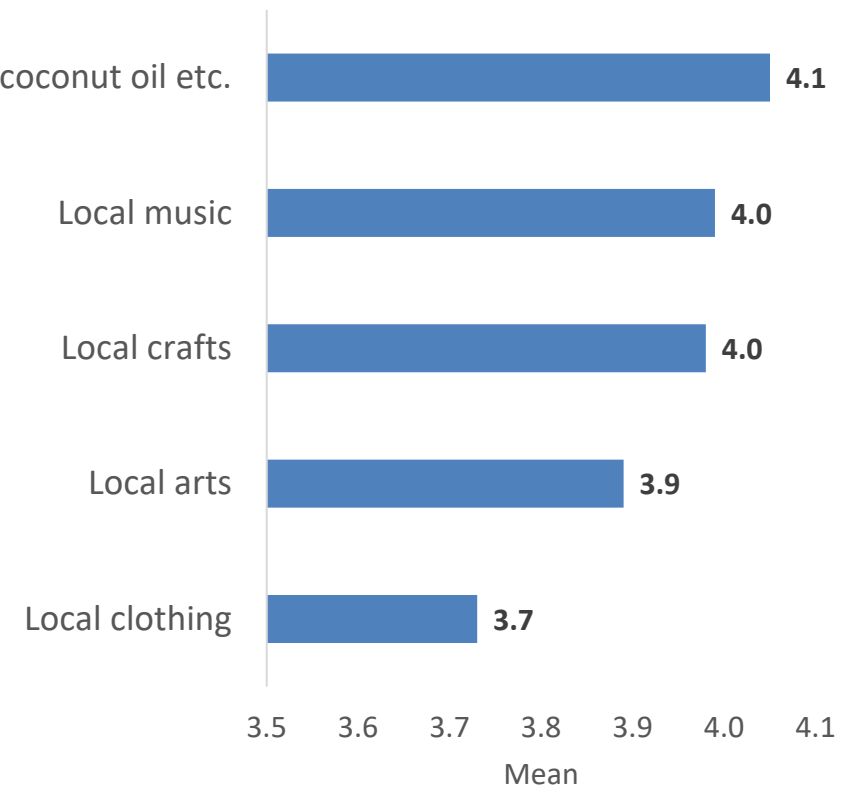
Note: The analysis is based on data from Jan – Jun 2018

# Aged 70+ all visitors - Shopping

## Degree of Participation



## Satisfaction



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

Note: The analysis is based on data from Jan – Jun 2018

# 70+ Holiday - most appealing ...the people...

“Friendliness, easy access ability of most things on Efate”

“The courtesy the Ni-Vanuatu people show to us, as elderly people. The quiet unassuming manner of everyone and, of course, the beautiful smiles.”

“the friendliness of the local people and able to communicate in English”

# 70+ Holiday - Least Appealing ...transport

“Airport was very crowded, long delays to get to customs, when we were leaving.”

“I felt that as a older single female I was being picked on by the airline agent. Because of the way I was treated at the airport I won't stay again.”

“Virgin and Air Vanuatu planes leaving 15 mins apart and long queues in stifling heat to board the plane. I felt I was going to faint”

“As I was incapacitated with a hip problem, I found it difficult to climb into the minibuses and other things that I was involved with. Nothing much for the handicapped.”

“Being over 70 we found it difficult to get into the buses”

# 70+ Holiday - Least appealing...infrastructure

“Our only disappointment was that we were not informed about the difficulty of the terrain, including broken hand railing on the walk to the waterfall. This is not a suitable walk for the elderly.”

“More accessible public toilets for the elderly”

“I was saddened by the lack of facilities of the main hospital”



# 70+ Holiday - Least appealing ....

## Accommodation and Access

“Needed to be on the lower level of accommodation - not having the 45 steps to our unit”

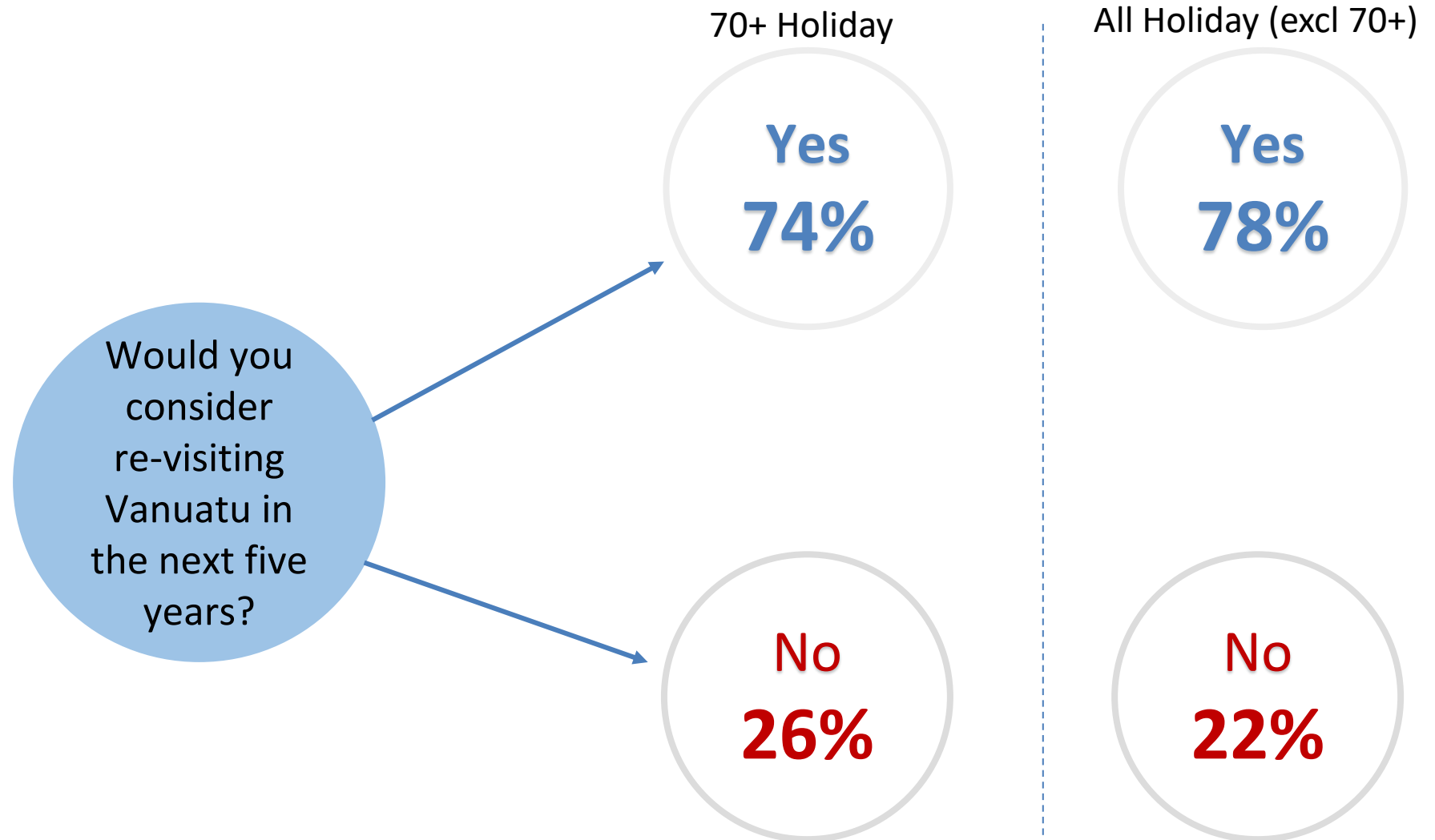
“Nothing in particular, except that the resort seemed unprepared for a fairly simple medical need. This was somewhat rectified by the personal intervention of the manager.”

“We really needed a bit more information on what was available for those with limited mobility\*”

# Recommendations.....

- Add a wider range of specific information online and for agents
- Think about improvements for elderly access at the airport
- Emphasize access issues in new property and infrastructure design e.g. toilets, enhanced signage
- Find ways to develop access to areas where elderly visitors can spend money, try to improve transport availability and attraction access
- Continue to grow and develop the VTO access tourism pages and links, prepare ambassadors for the special needs of this market.

# Holiday visitors willingness to return



# All visitors willingness to return

