

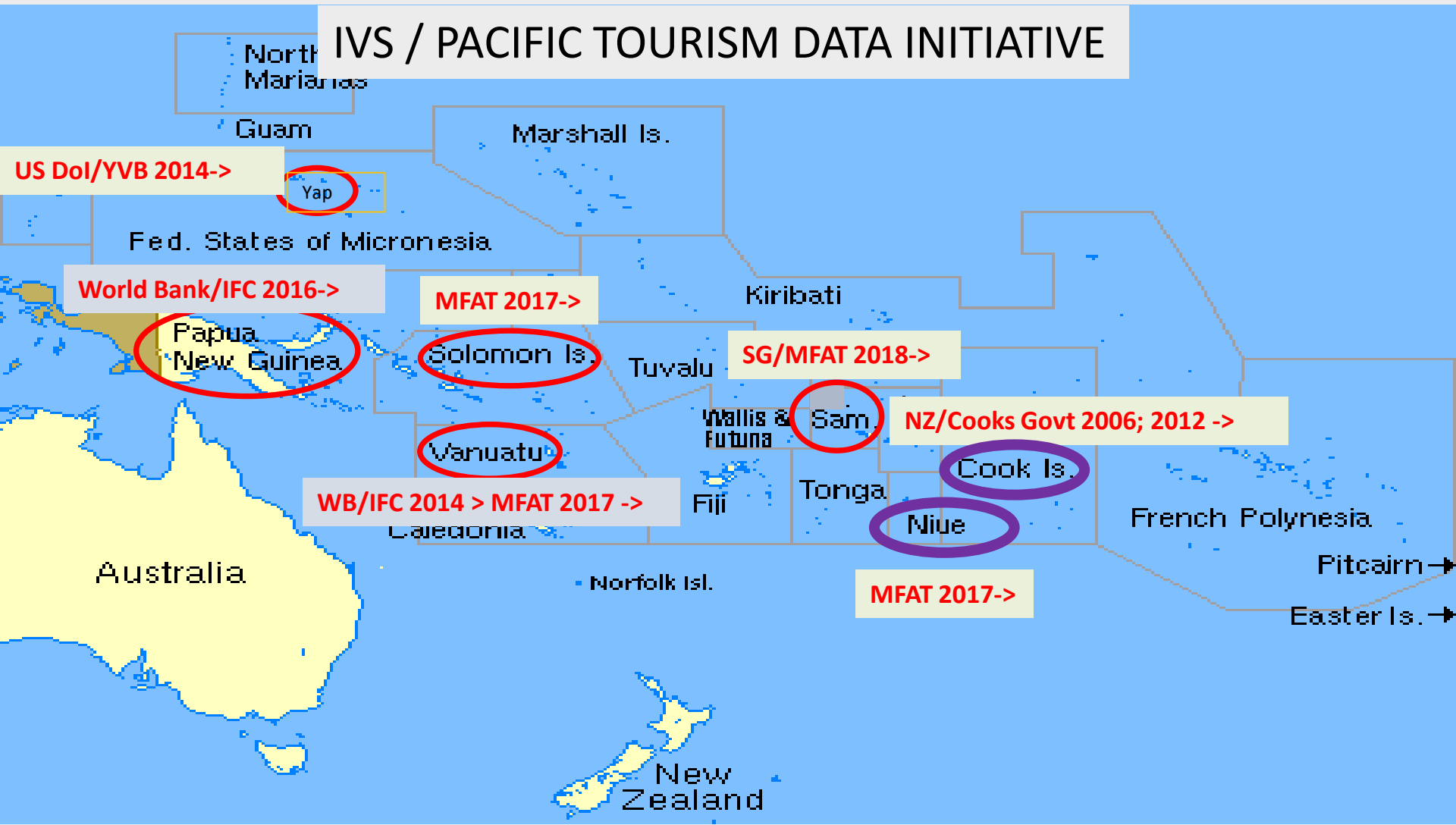
# Niue Visitor Survey

October 2017 – March 2018



The views expressed in this publication do not necessarily reflect those of the New Zealand Government.

# IVS / PACIFIC TOURISM DATA INITIATIVE



# October 2017 to March 2018 Respondents



Total number of e-mails sent: **1384**

CONVERSION RATE OF **33.1%**



Total number of responses: **458**



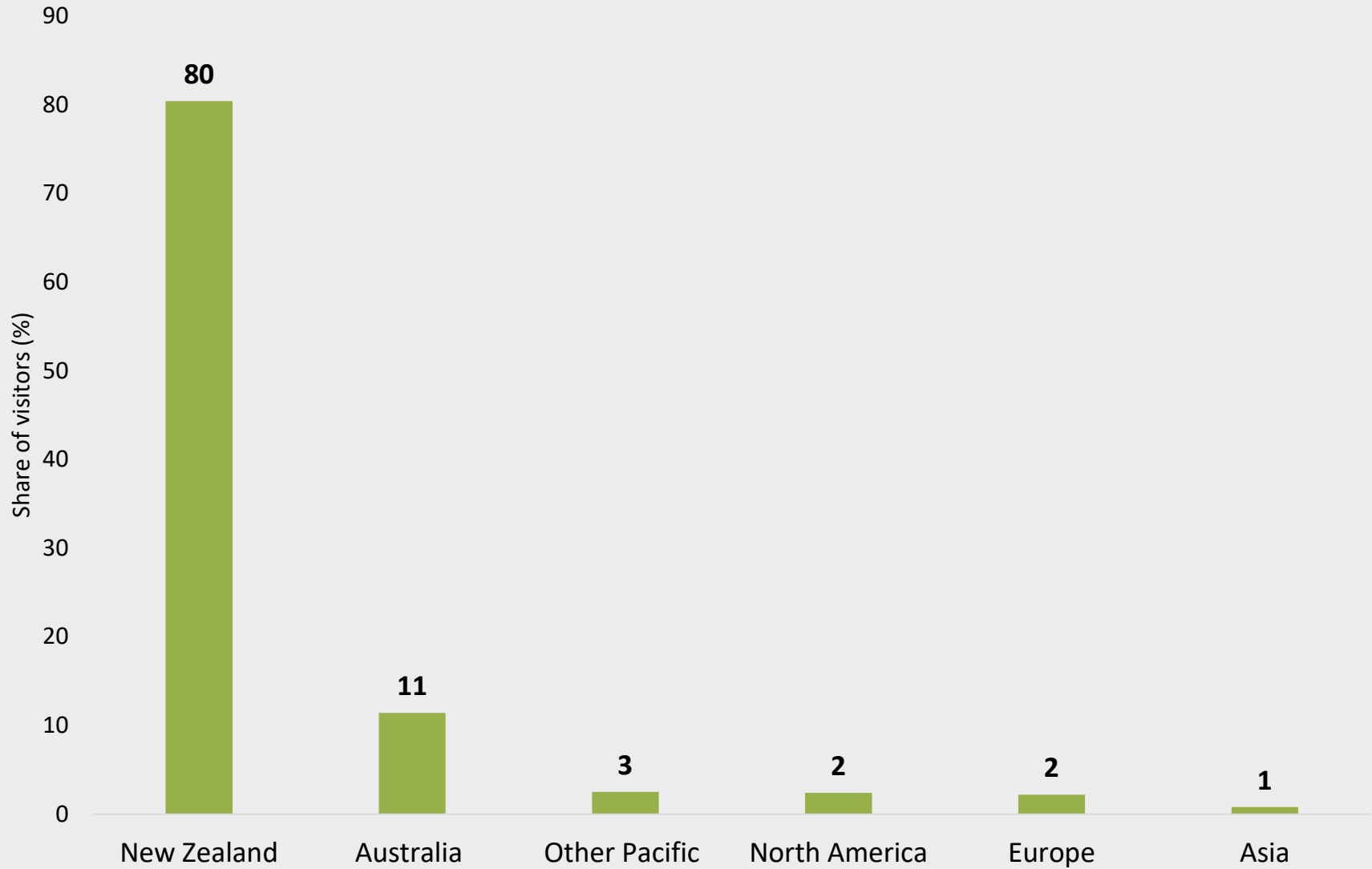
Responses cover a total of  
**856 adults** and **207 children**



# The characteristics of visitors to Niue

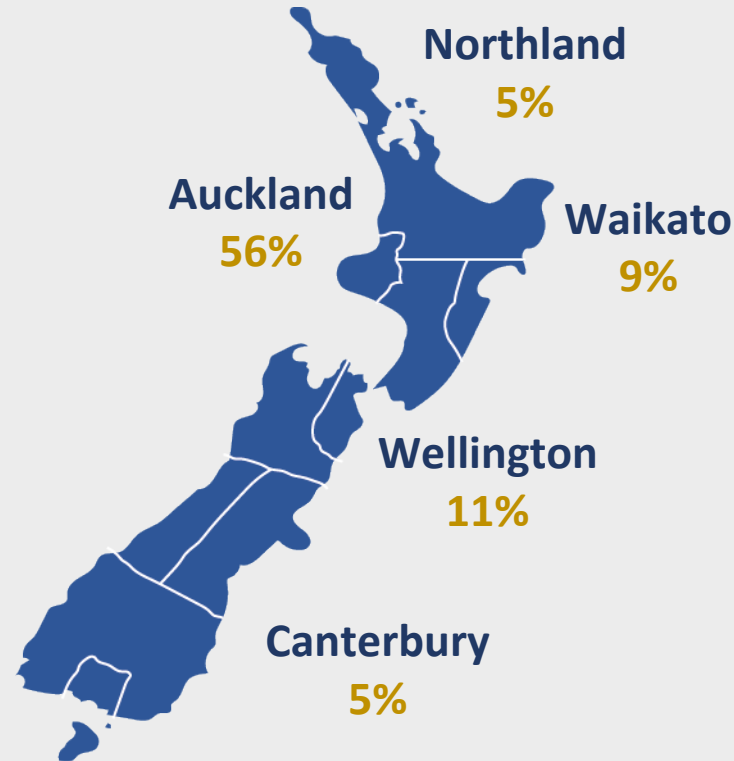
Age, gender, education, country of origin, income, purpose of visit, travelling companions, number of previous visits, length of stay, type of accommodation, transport used, information sources, purchasing behaviour

# Country of Origin



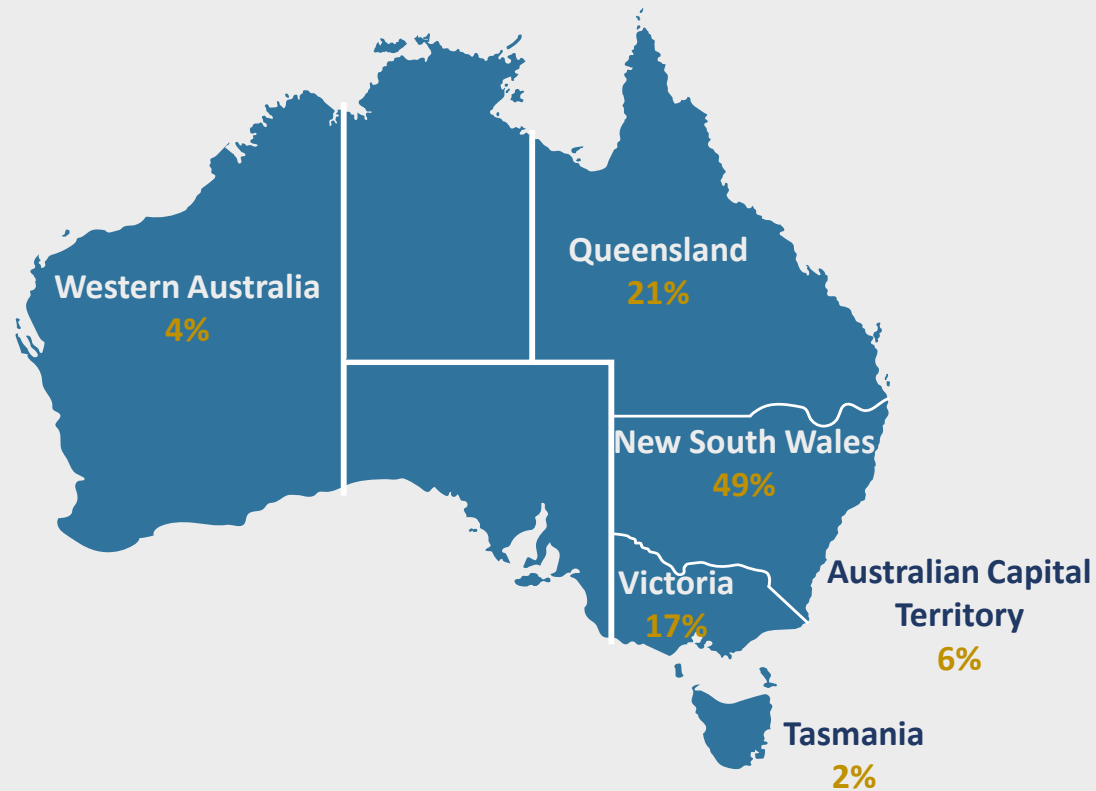
*Note: Numbers may not sum to 100% due to rounding.*

# New Zealand Respondents



Auckland, Wellington, Waikato, Canterbury, and Northland make up **86%** of all New Zealand visitor arrivals


# Australian Respondents



New South Wales, Queensland and Victoria make up  
up  
**87%** of all Australian visitor arrivals

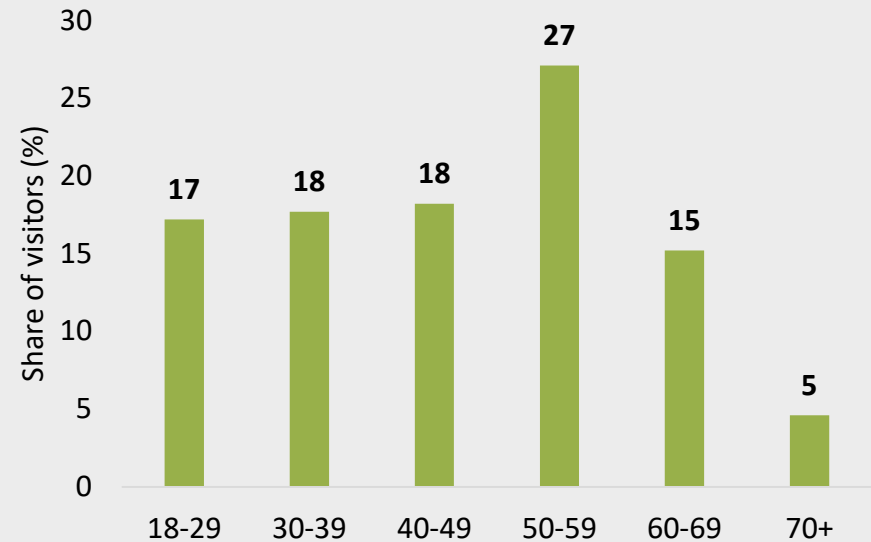
# Visitor Characteristics

## Annual Household Income (NZ\$)



<b>23%</b>	Under \$50,000
<b>36%</b>	\$50,001 - \$100,000
<b>21%</b>	\$100,001 - \$150,000
<b>11%</b>	\$150,001 - \$200,000
<b>4%</b>	\$200,001 - \$250,000
<b>6%</b>	Over \$250,001

## Distribution of Age



## Highest Qualification



<b>69%</b>	Tertiary qualification
<b>22%</b>	High school qualification
<b>6%</b>	No formal qualification
<b>3%</b>	Other

## Gender



<b>60%</b>	Female
<b>40%</b>	Male



# Visitor Characteristics

## Main Purpose of Visit



**60%** Holiday



**14%** Visiting friends or relatives



**11%** Business or conference



**4%** Attending a wedding

## Travel Companions\*



**60%** Partner/Spouse



**50%** Family Group



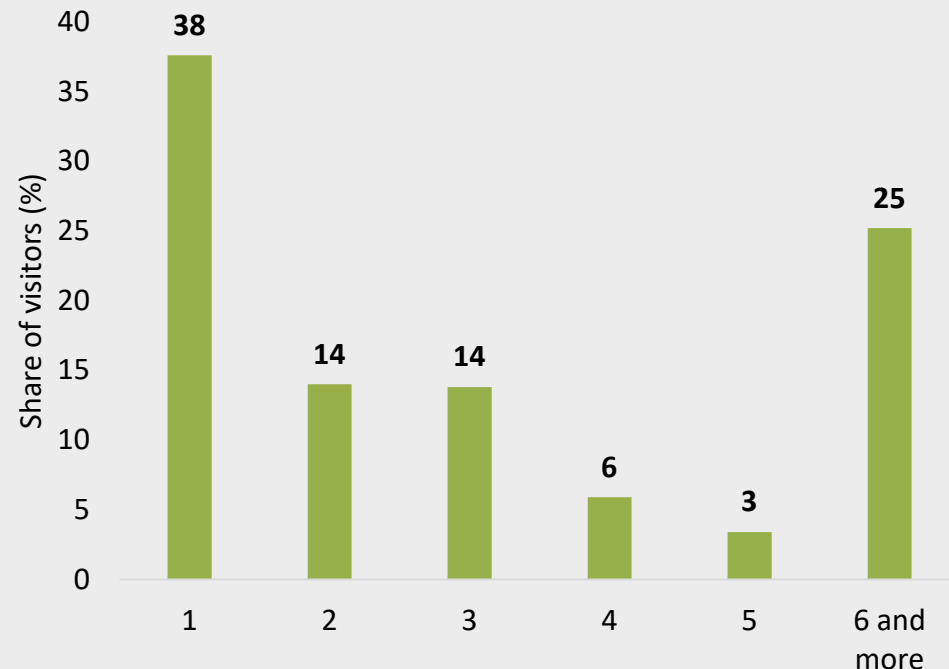
**17%** Friends

## Number of Companions



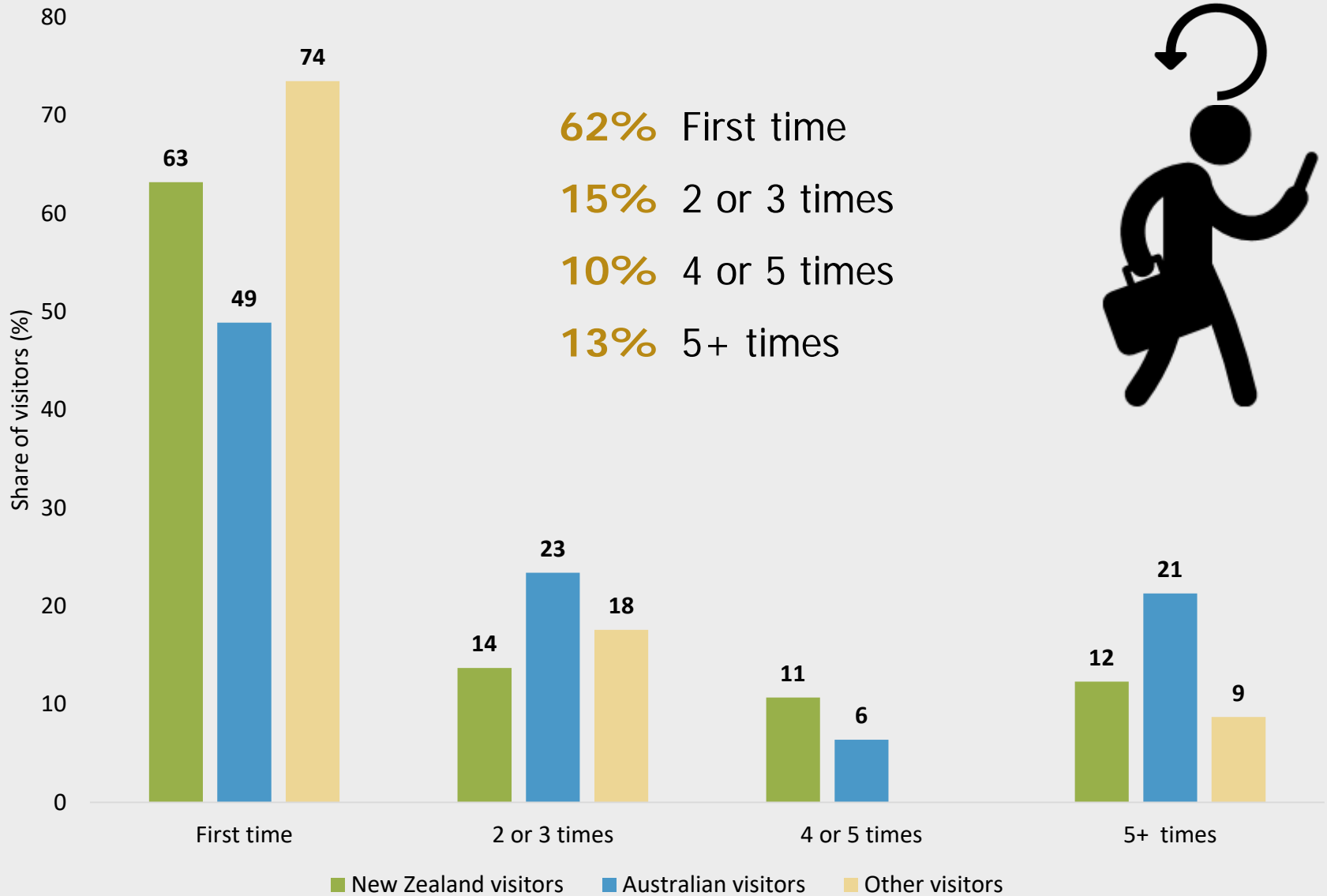
**19%** of visitors travelled to Niue by themselves, **81%** with others

...of the Visitors Who Travelled to Niue with Companions:



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

# Previous Visits



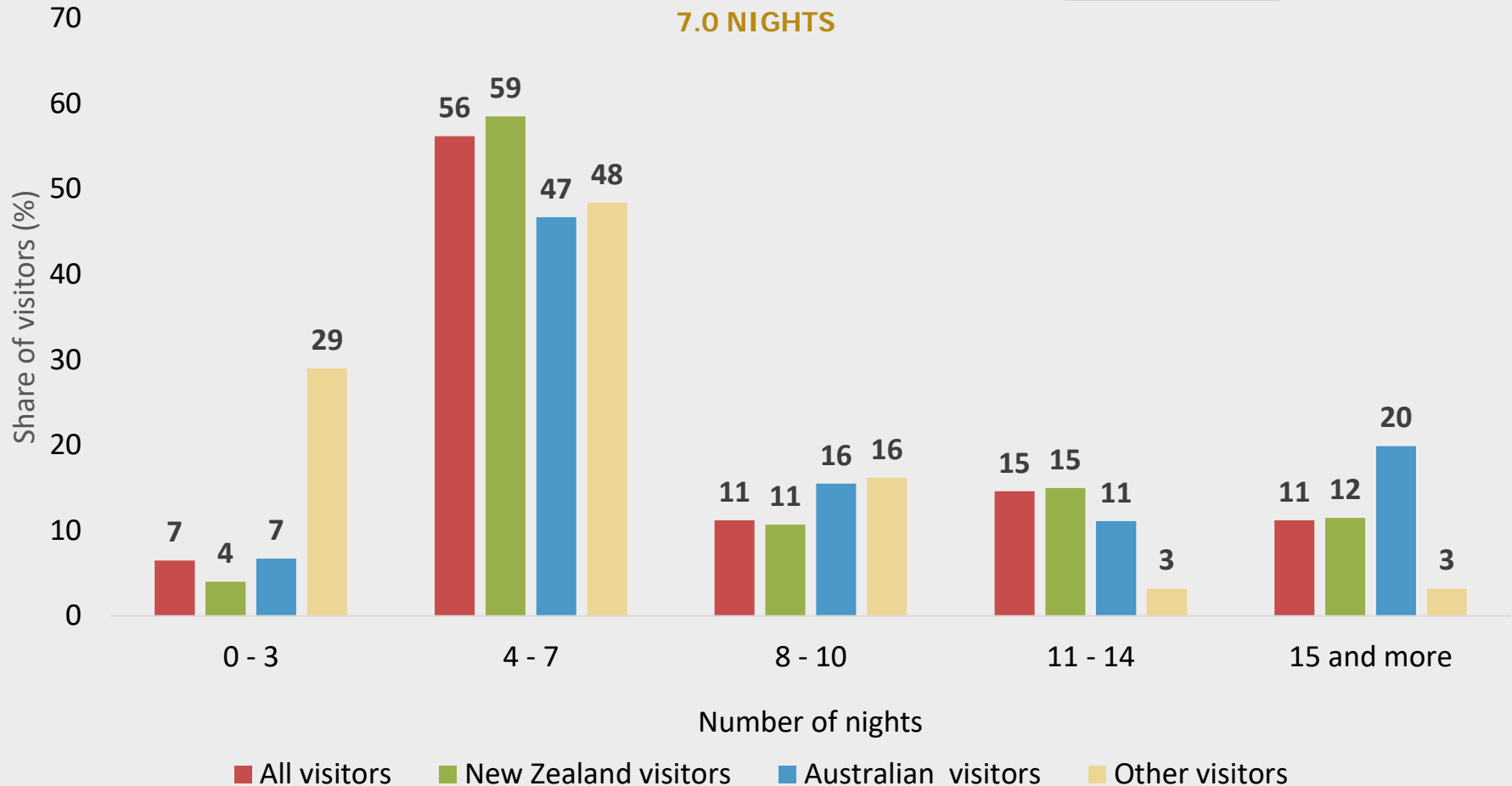
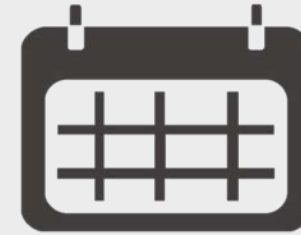
Note: Numbers may not sum to 100% due to rounding.

# Visitor Characteristics

## Length of Stay

Mean  
9.2 NIGHTS

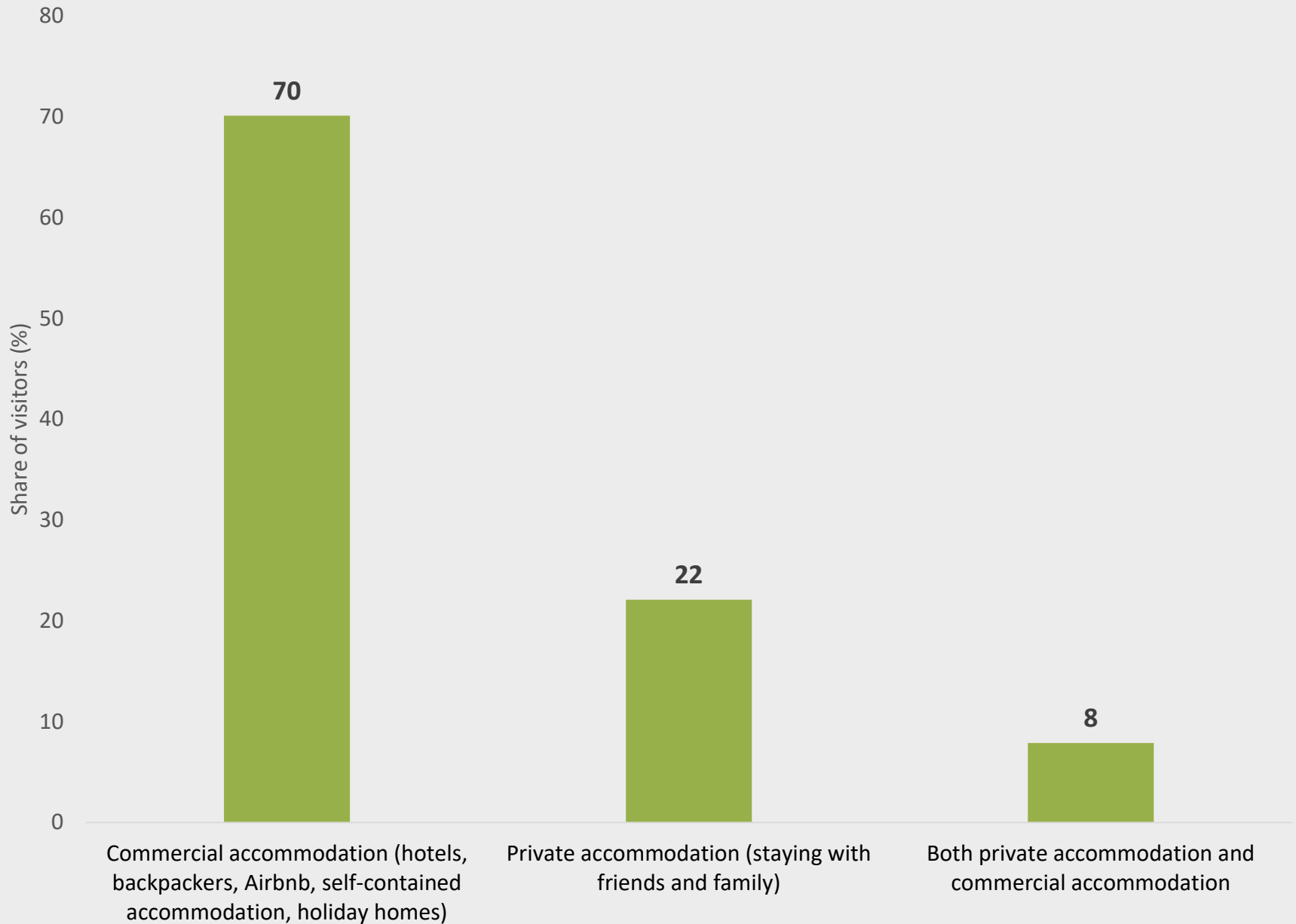
Median  
7.0 NIGHTS



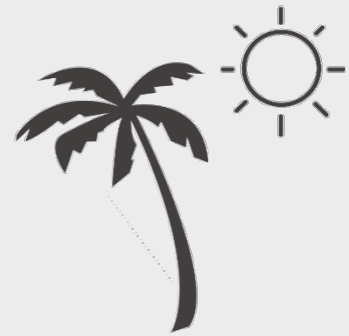
Note: Numbers may not sum to 100% due to rounding.

Note: 31+ days as outliers were removed for analysis

# Type of Accommodation



# Destinations and Airlines



For **84%** of visitors,  
Niue is the sole  
destination for their trip.

For 16% of visitors Niue was part of a  
larger journey



- 88%** New Zealand
- 43%** Other Pacific Countries
- 12%** Australia
- 8%** Asia
- 3%** North America
- 2%** Europe

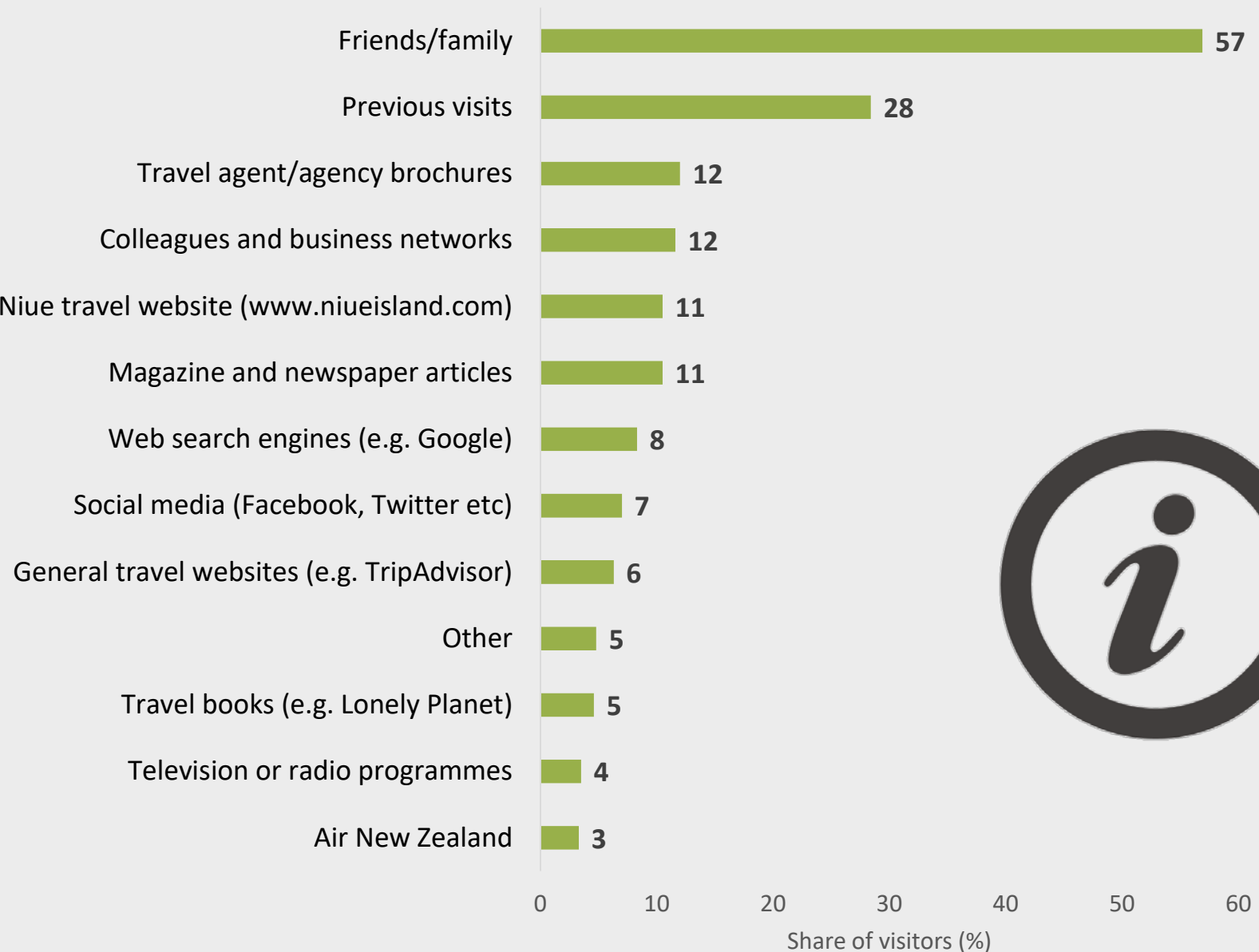


## Transport Used

- 99.8%** Air New Zealand
- 0.2%** Private Charter Plane

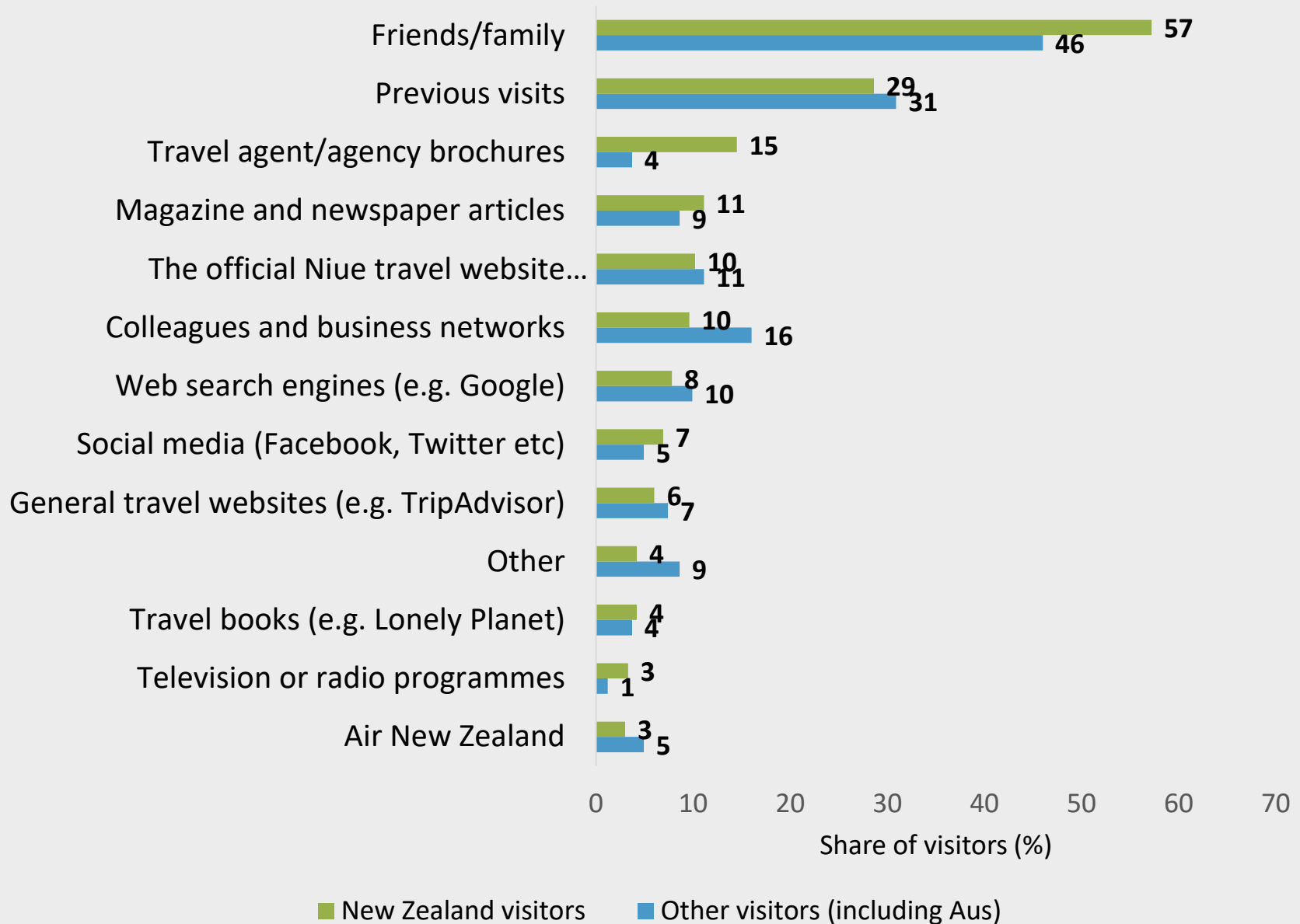
*Note: Multiple responses, therefore total does not add up to 100%*

# How did you find out about Niue?



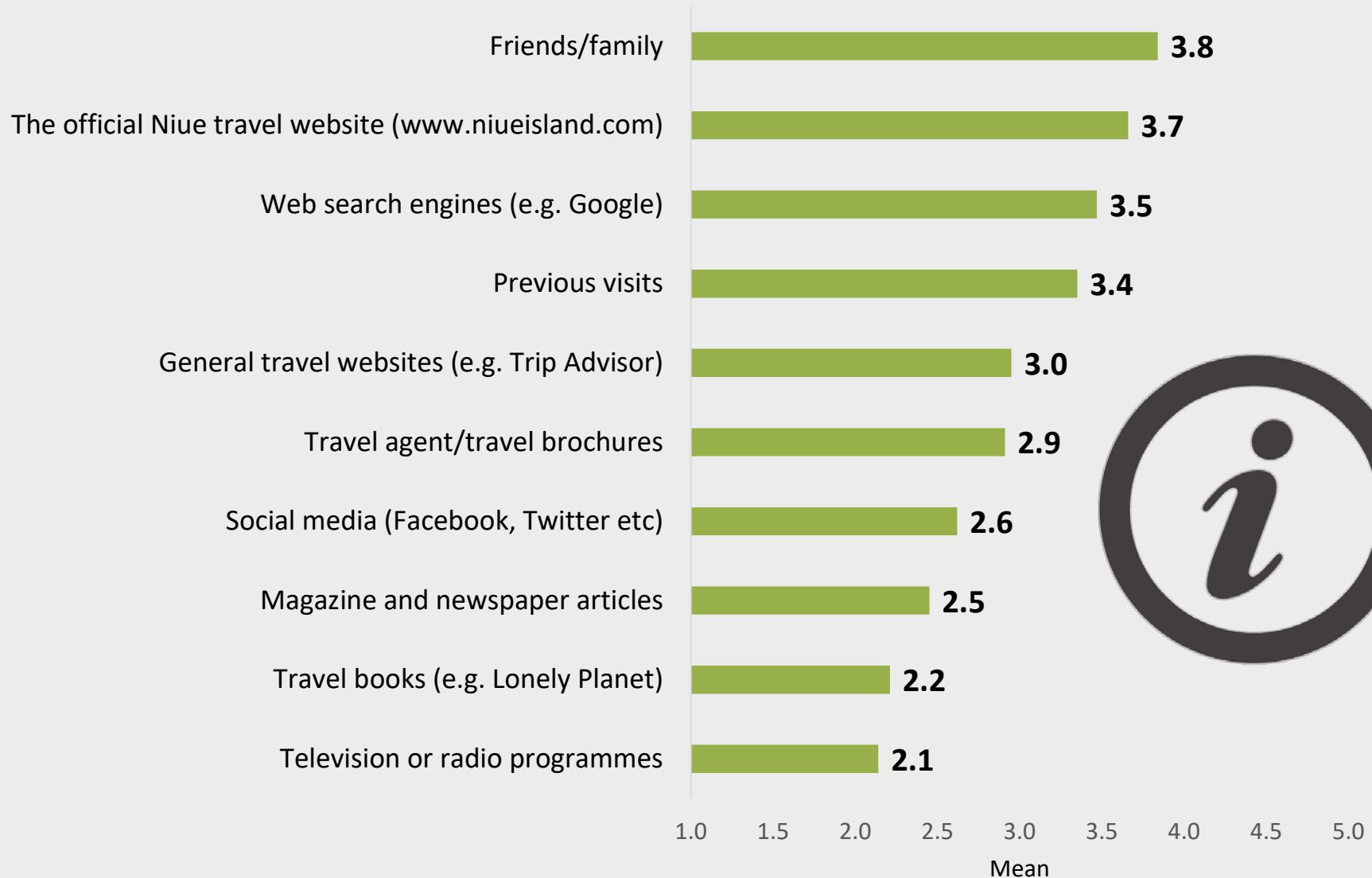
*Note: Multiple responses, therefore total does not add up to 100%*

# How did you find out about Niue?



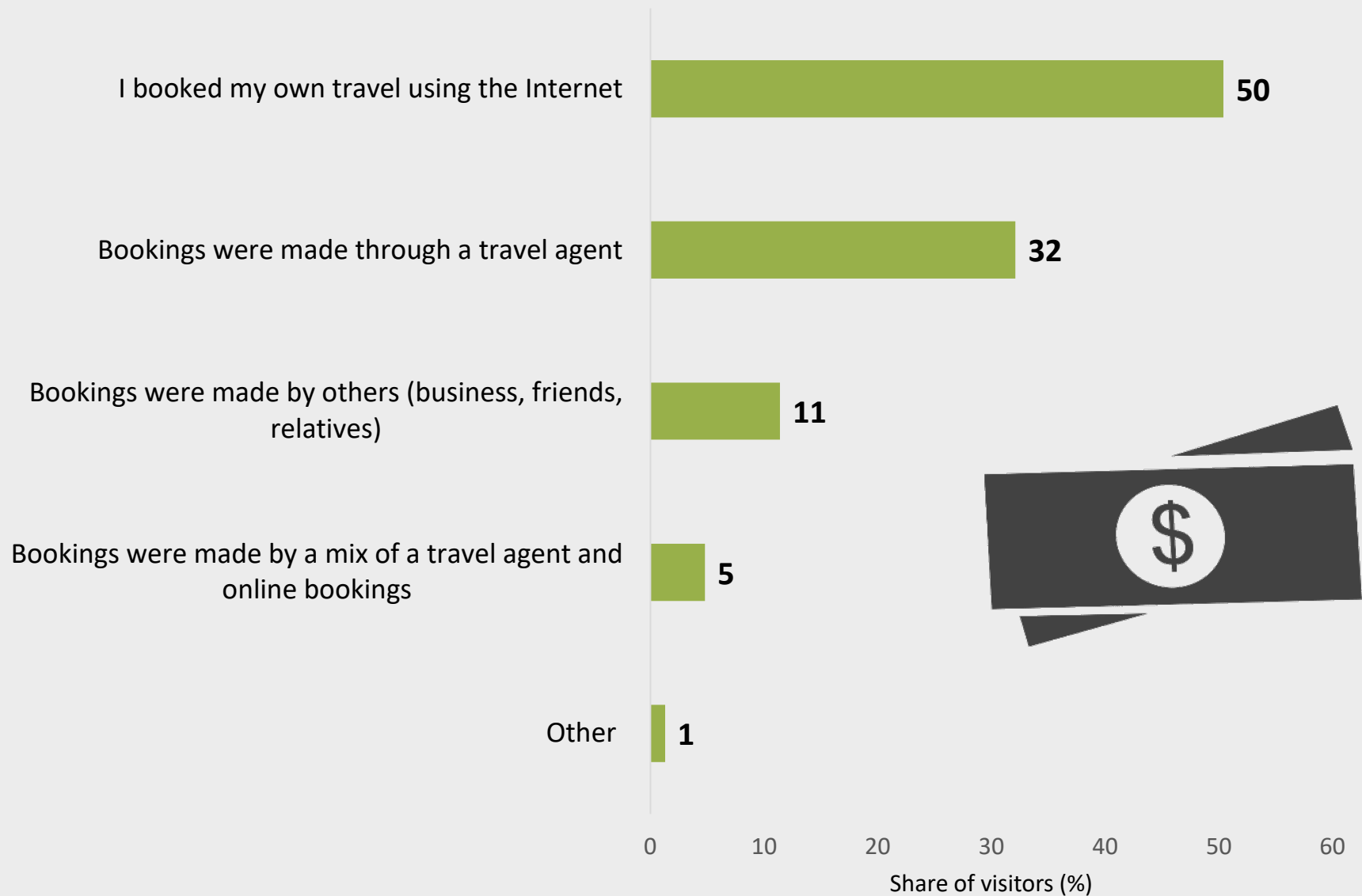
Note: Multiple responses, therefore total does not add up to 100%

# Importance of Information Sources Used for Planning





# How did you purchase your travel?



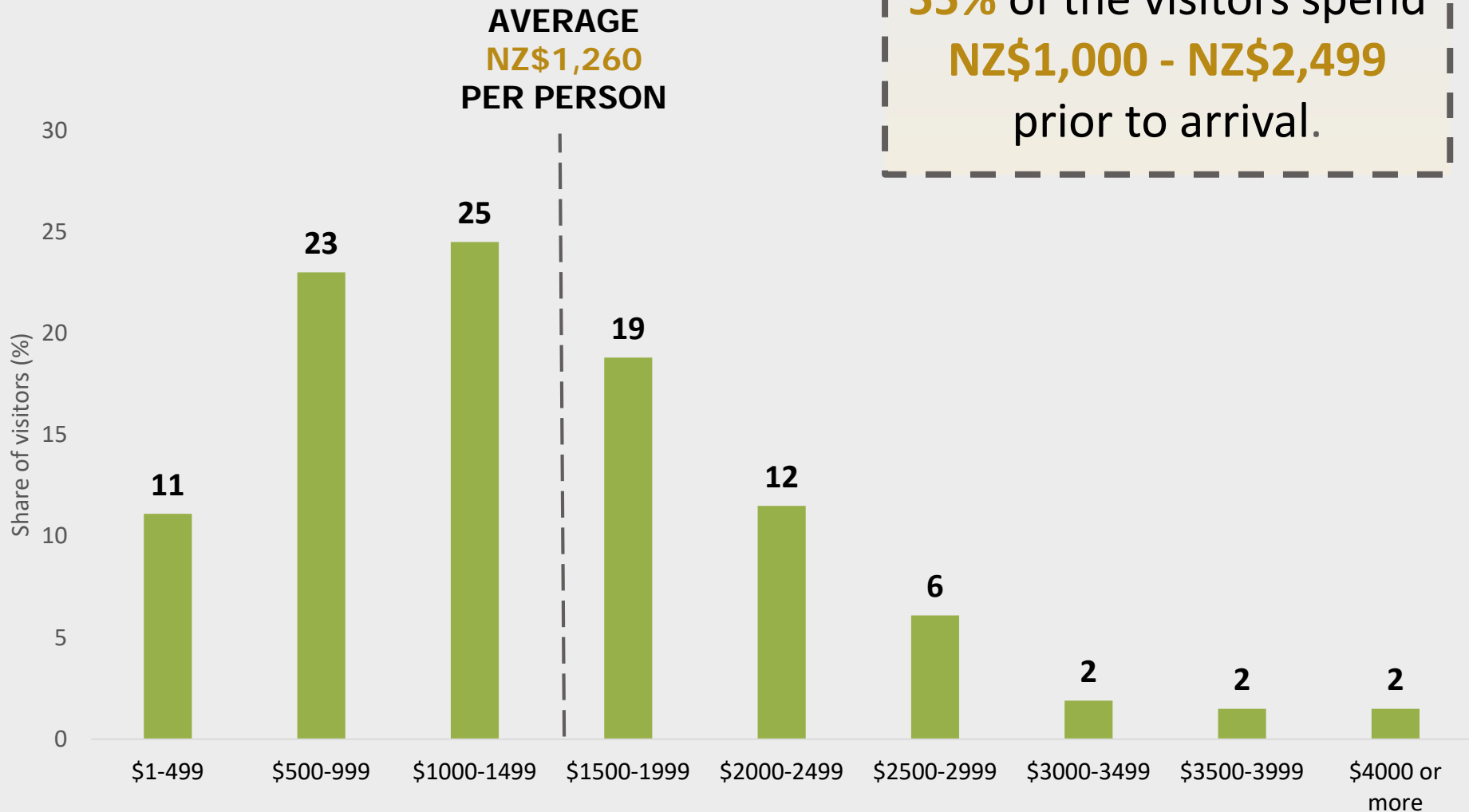
*Note: Numbers may not sum to 100% due to rounding.*



# Visitor expenditure

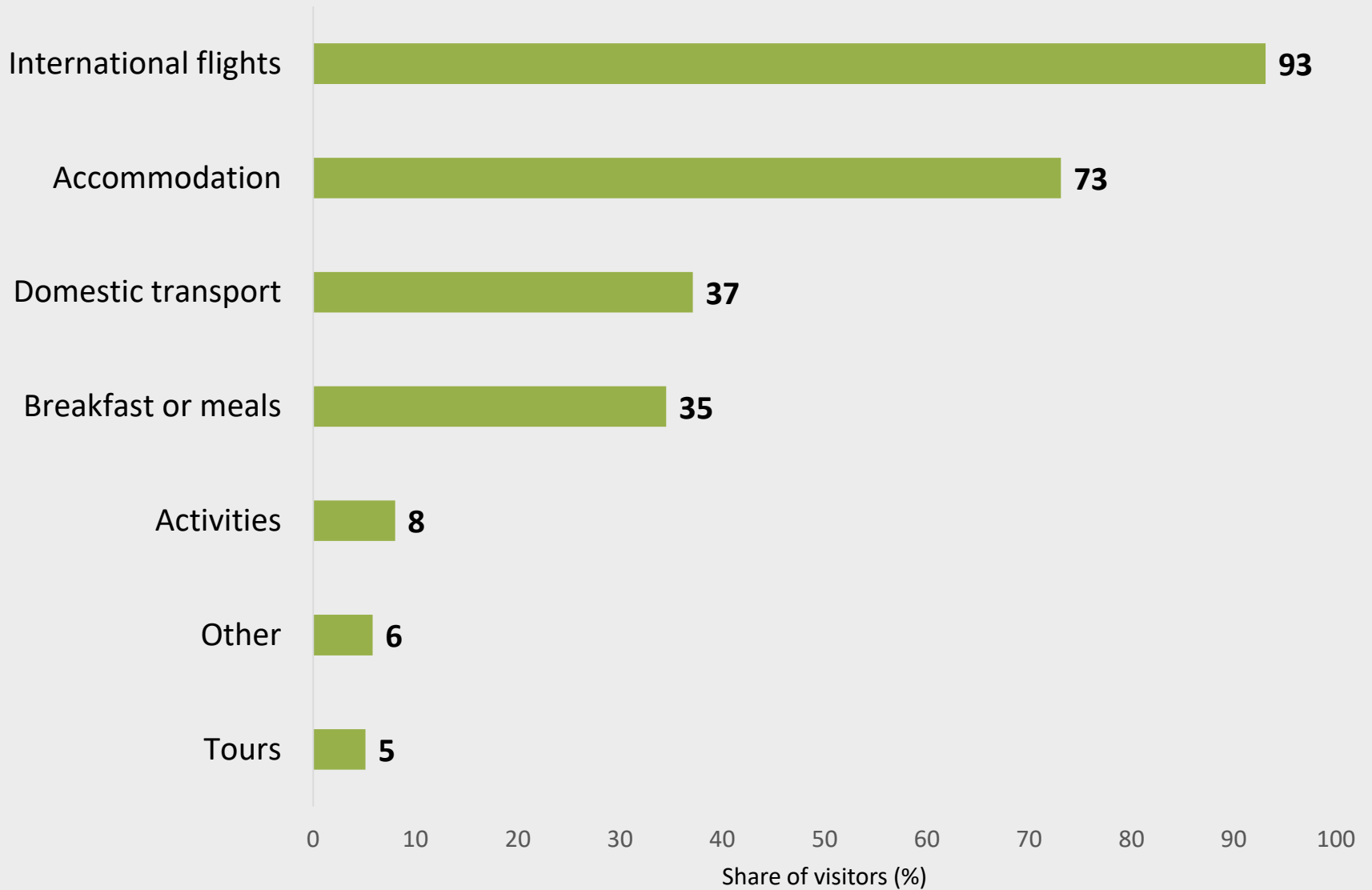
Money spent prior to arrival and while in Niue, and a breakdown of spending

# Pre-paid Expenditure



*Note: Numbers may not sum to 100% due to rounding.*

# Pre-paid Items



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

# Local Expenditure Per Person Per Day

Expenditure Items	Mean (NZ\$)	(% of spend)
Accommodation	25.4	29.1
Restaurants, cafes and bars	18.4	21.2
Vehicle rental	10.5	12.0
Groceries	9.2	10.6
Petrol	4.5	5.2
Activities	4.4	5.0
Shopping	4.3	4.9
Donations	3.6	4.2
Other	3.0	3.5
Arts and Crafts	2.1	2.4
Internet and telecommunication	1.4	1.6
Services	0.2	0.3



Each visitor spends on average a total of **NZ\$87** per day **while in Niue**

# Local Expenditure NZ\$ Per Person Per Day

Expenditure Items	New Zealand n=332	Other (including Aus) n=81
Accommodation	22.8	30.8
Restaurants, cafes and bars	18.5	17.8
Vehicle rental	10.1	10.6
Groceries	8.8	9.5
Activities	4.6	3.7
Petrol	4.3	5.1
Shopping	3.9	5.3
Other	2.7	4.8
Donations	2.6	7.5
Arts and Crafts	1.5	4.3
Internet and telecommunication	1.3	1.7
Services	0.2	0.5

## Totals

New Zealand **NZ\$81**

Other **NZ\$102**

# Contribution to Niue Economy

AVERAGE SPEND  
BEFORE VISITING

PER PERSON  
**NZ\$1,260**



**40%** FLOWING BACK



PER PERSON  
PER VISIT  
**NZ\$504**

PER PERSON  
PER DAY  
**NZ\$55**



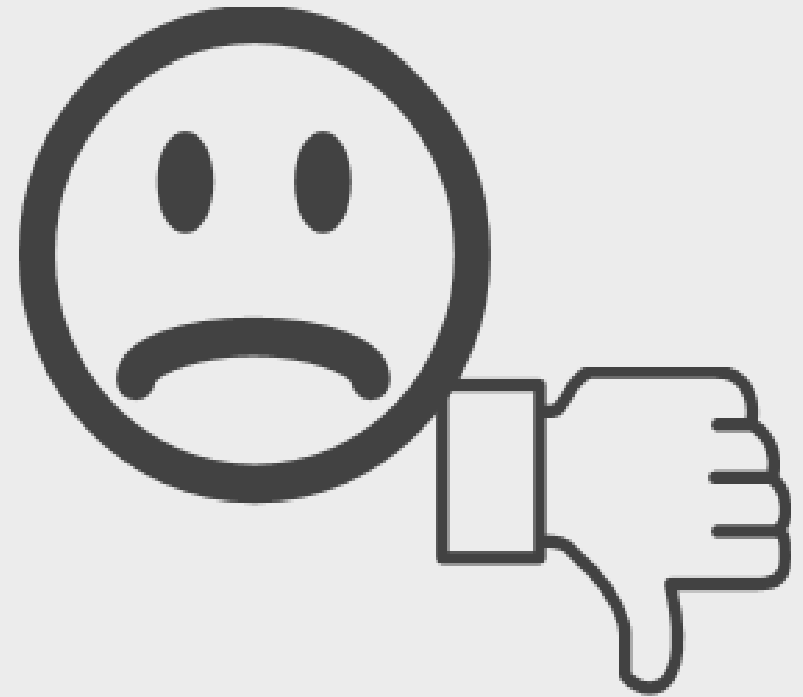
PER PERSON PER DAY  
**NZ\$142**  
PER PERSON PER VISIT  
**NZ\$1,304**

AVERAGE SPEND  
WHILE IN NIUE

PER PERSON  
PER VIST  
**NZ\$800**

PER PERSON  
PER DAY  
**NZ\$87**



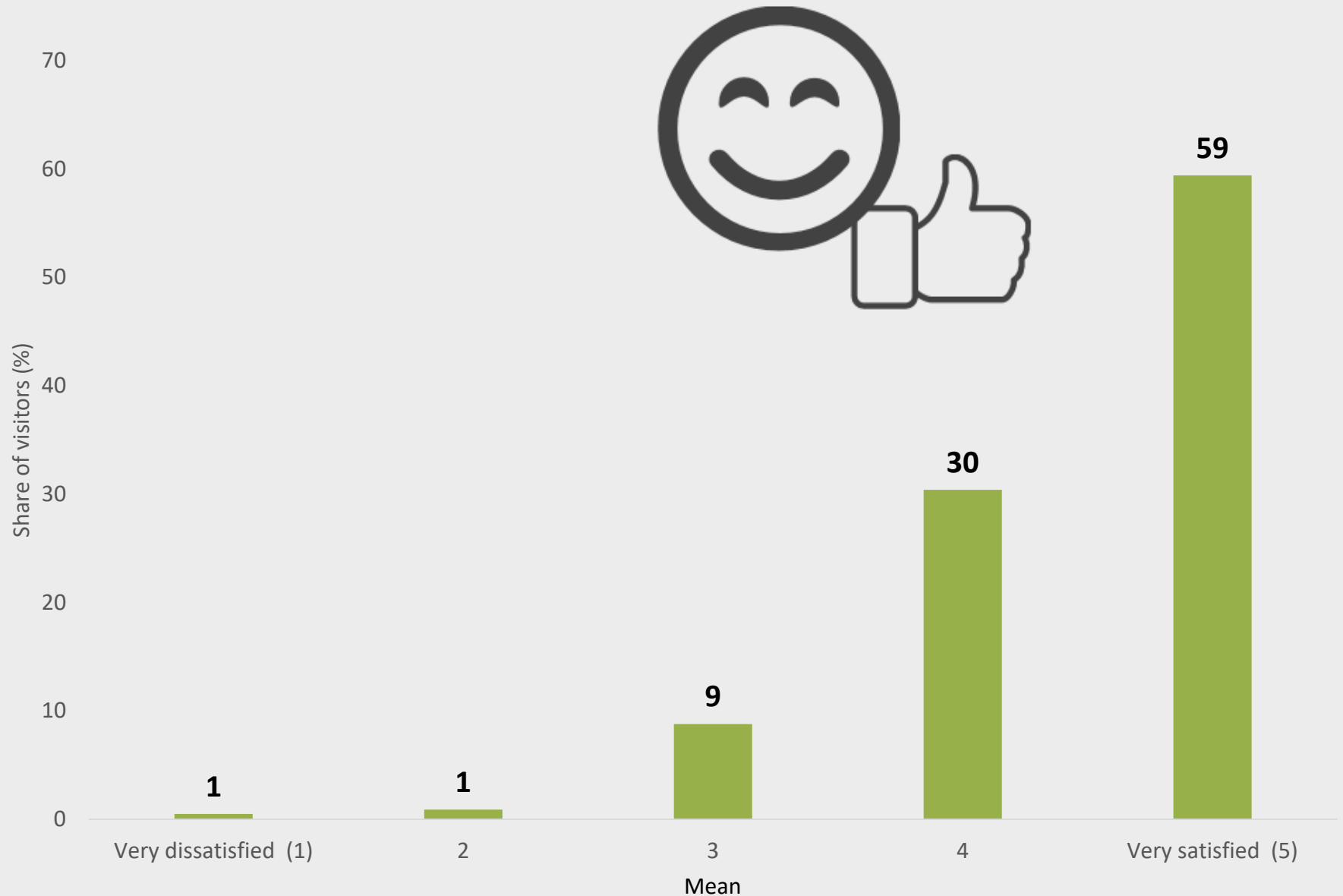


# Visitor satisfaction

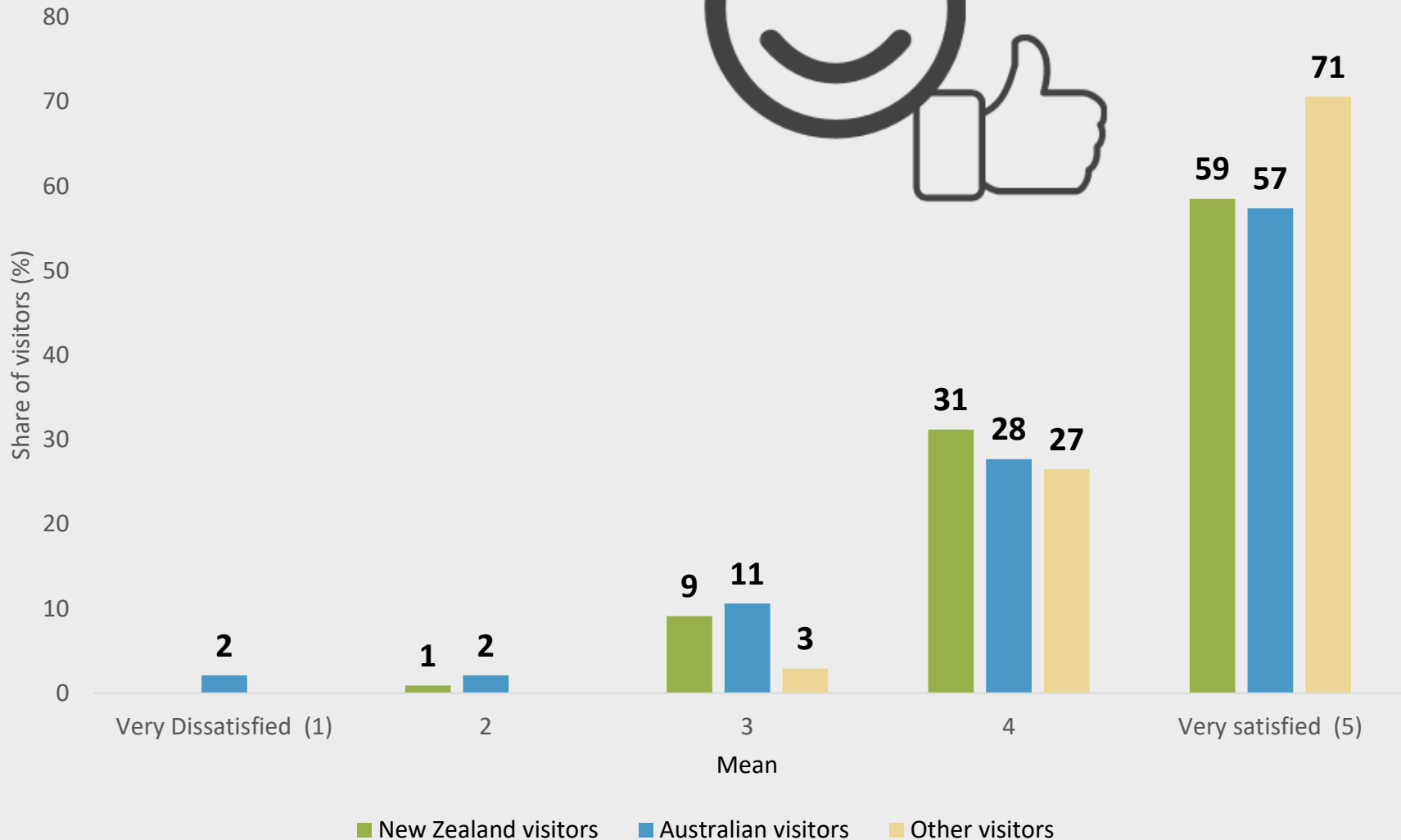
Most and least appealing elements of the visit, overall satisfaction



# Overall Satisfaction



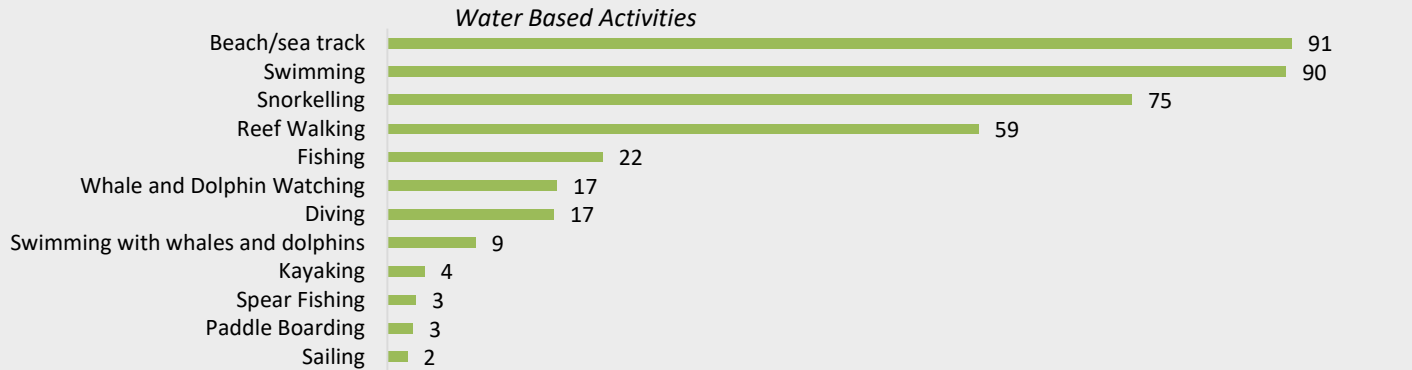
# Overall Satisfaction



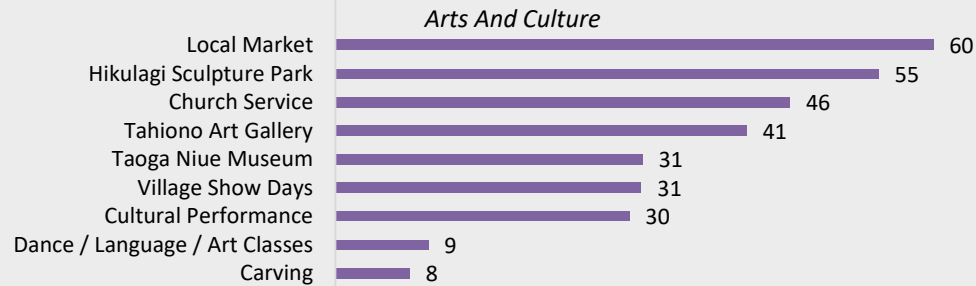
Note: Numbers may not sum to 100% due to rounding.

# Degree of Participation in Activities

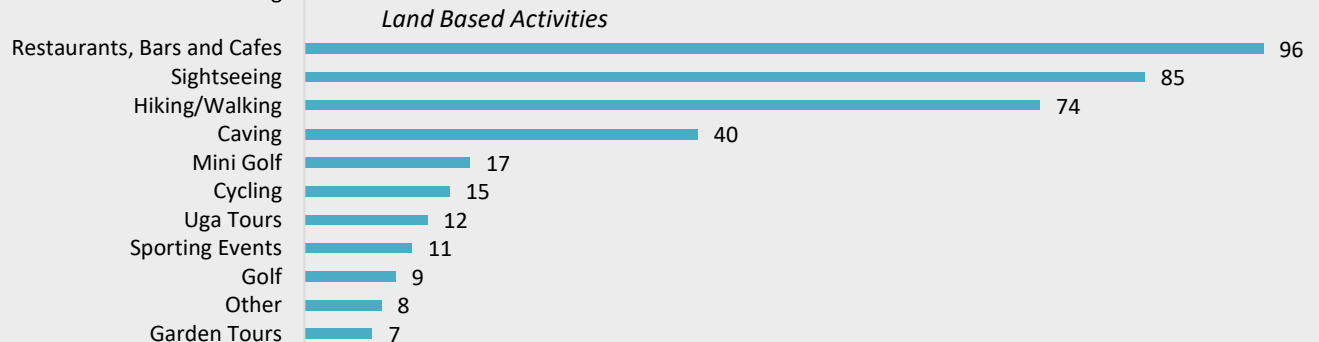
## WATER-BASED ACTIVITIES



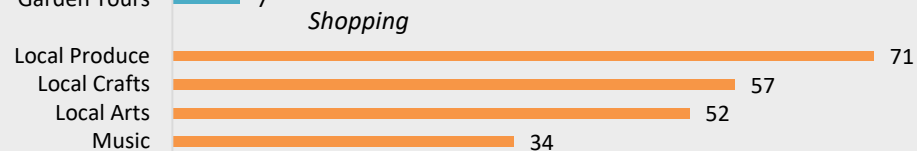
## ARTS AND CULTURE



## LAND-BASED ACTIVITIES



## SHOPPING



0 10 20 30 40 50 60 70 80 90 100  
Share of visitors (%)

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

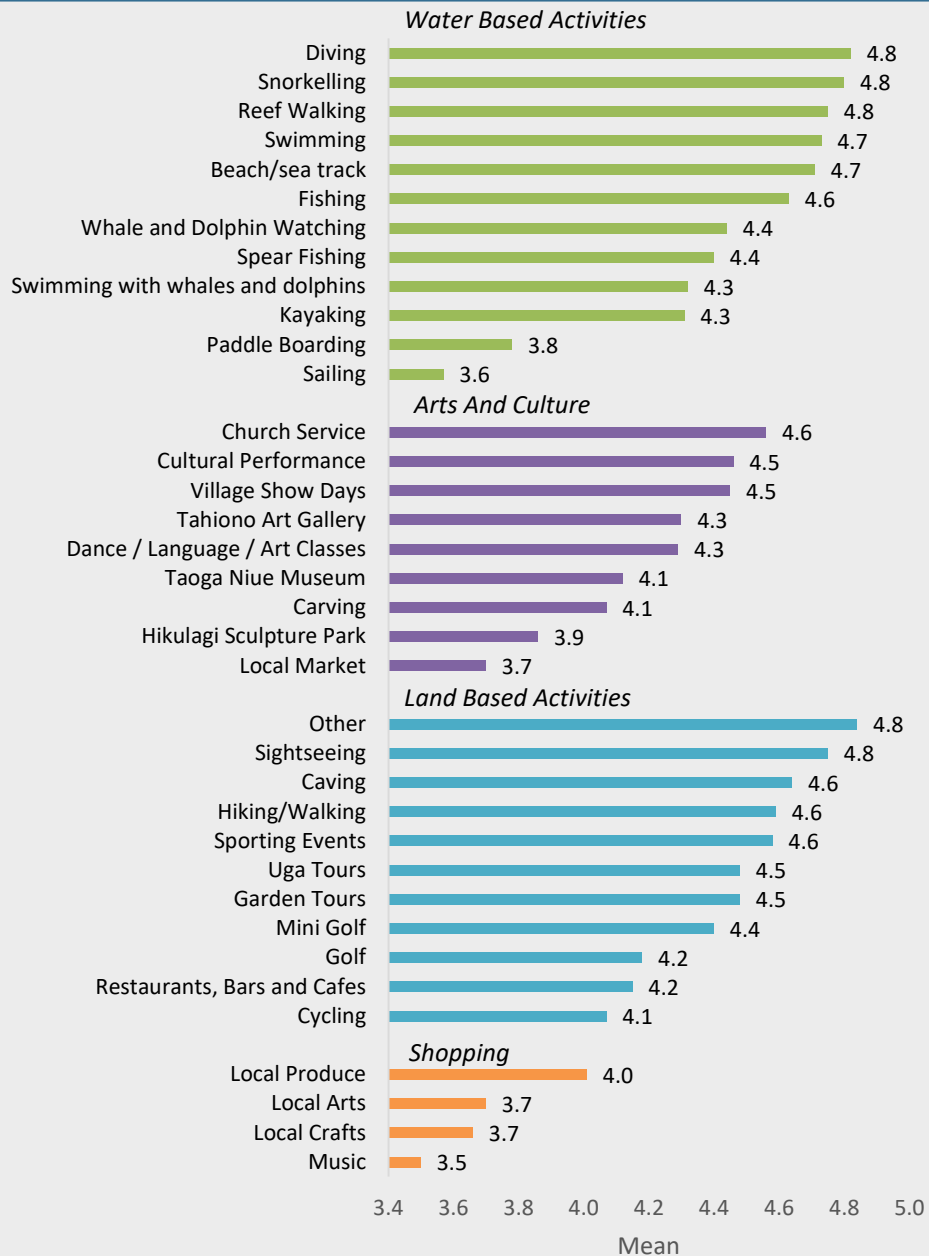
# Satisfaction with Activities

**WATER-BASED  
ACTIVITIES**  
AVERAGE 4.4

**ARTS AND  
CULTURE**  
AVERAGE 4.2

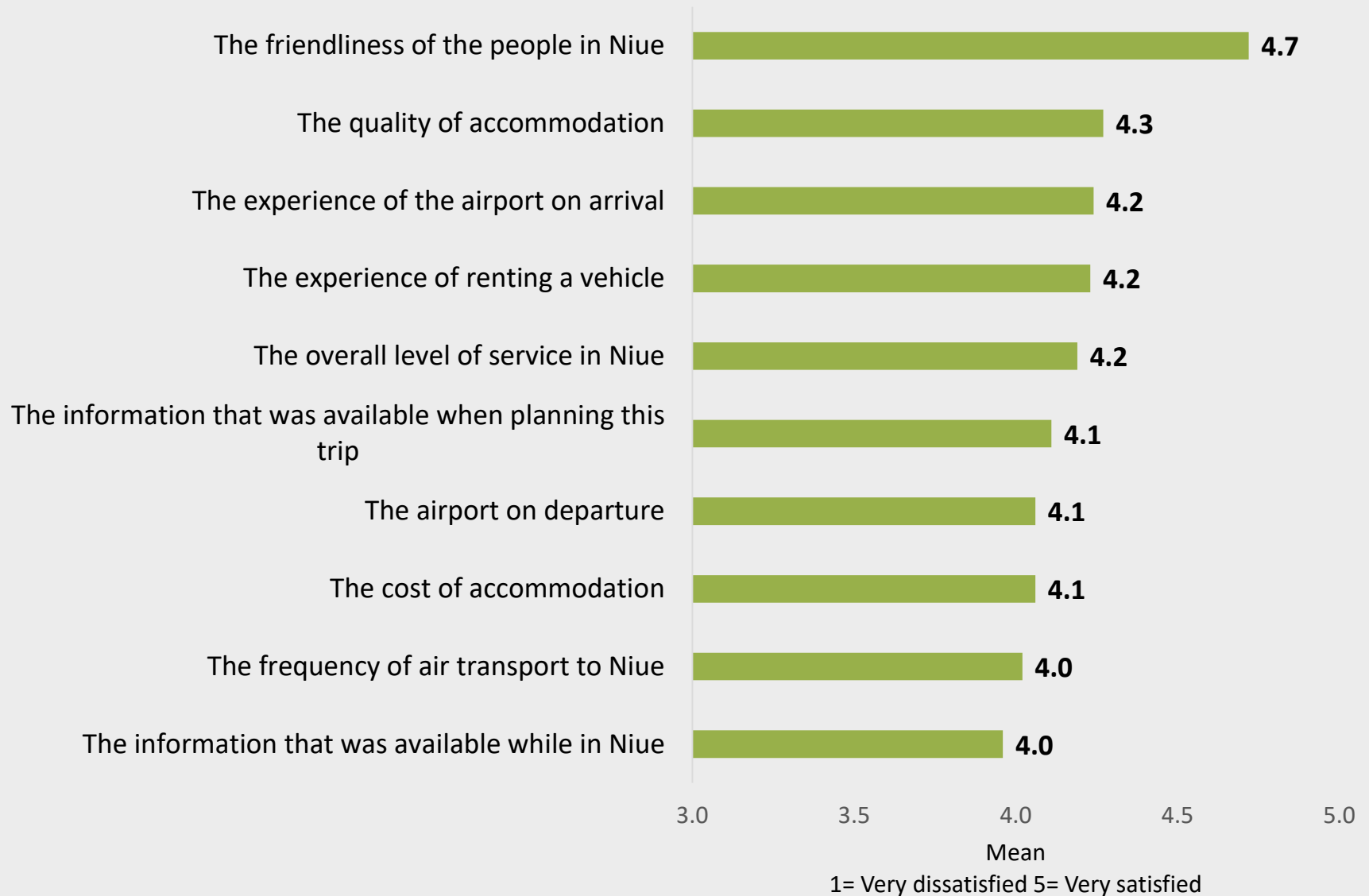
**LAND-BASED  
ACTIVITIES**  
AVERAGE 4.5

**SHOPPING**  
AVERAGE 3.7

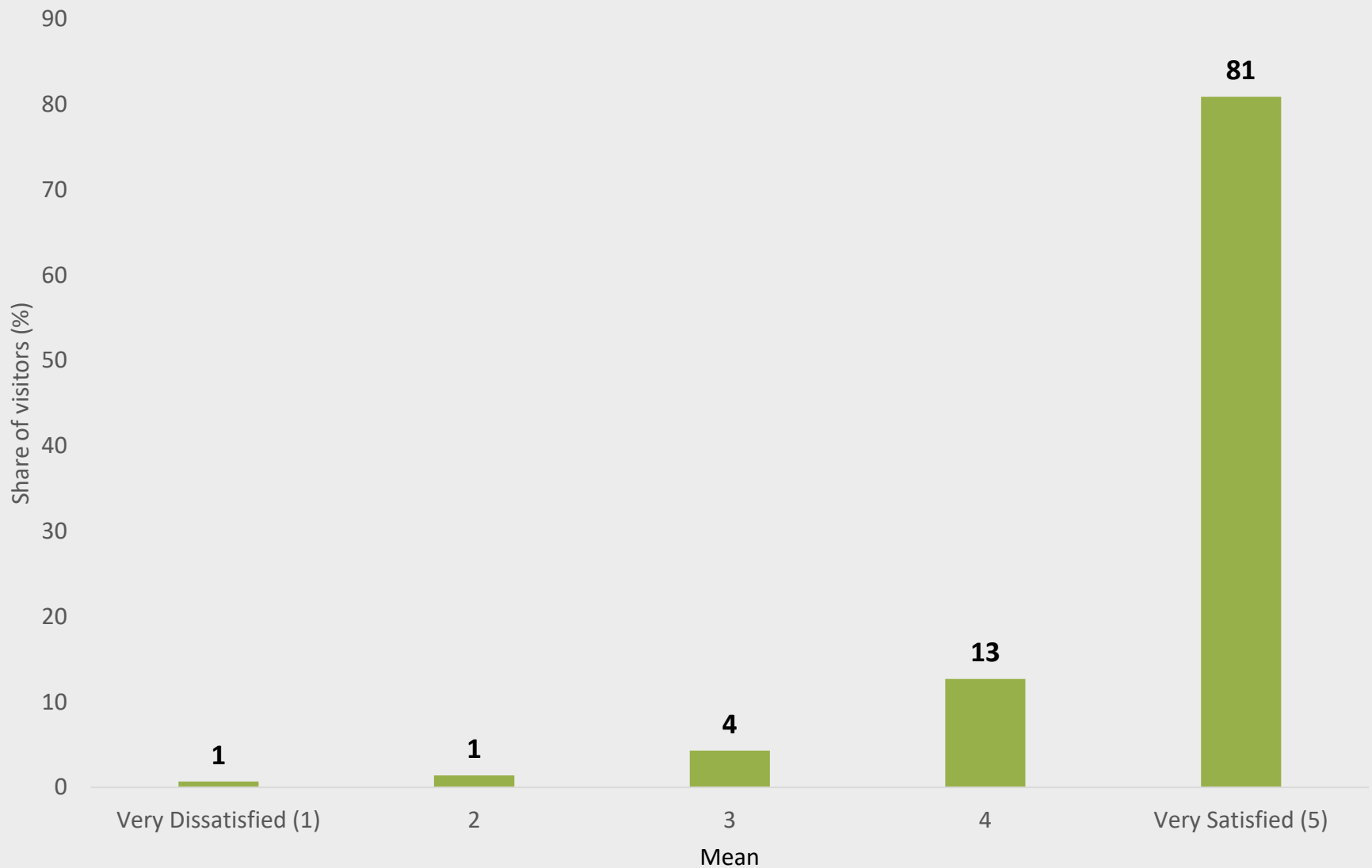


Note: Multiple responses, therefore total does not add up to 100%

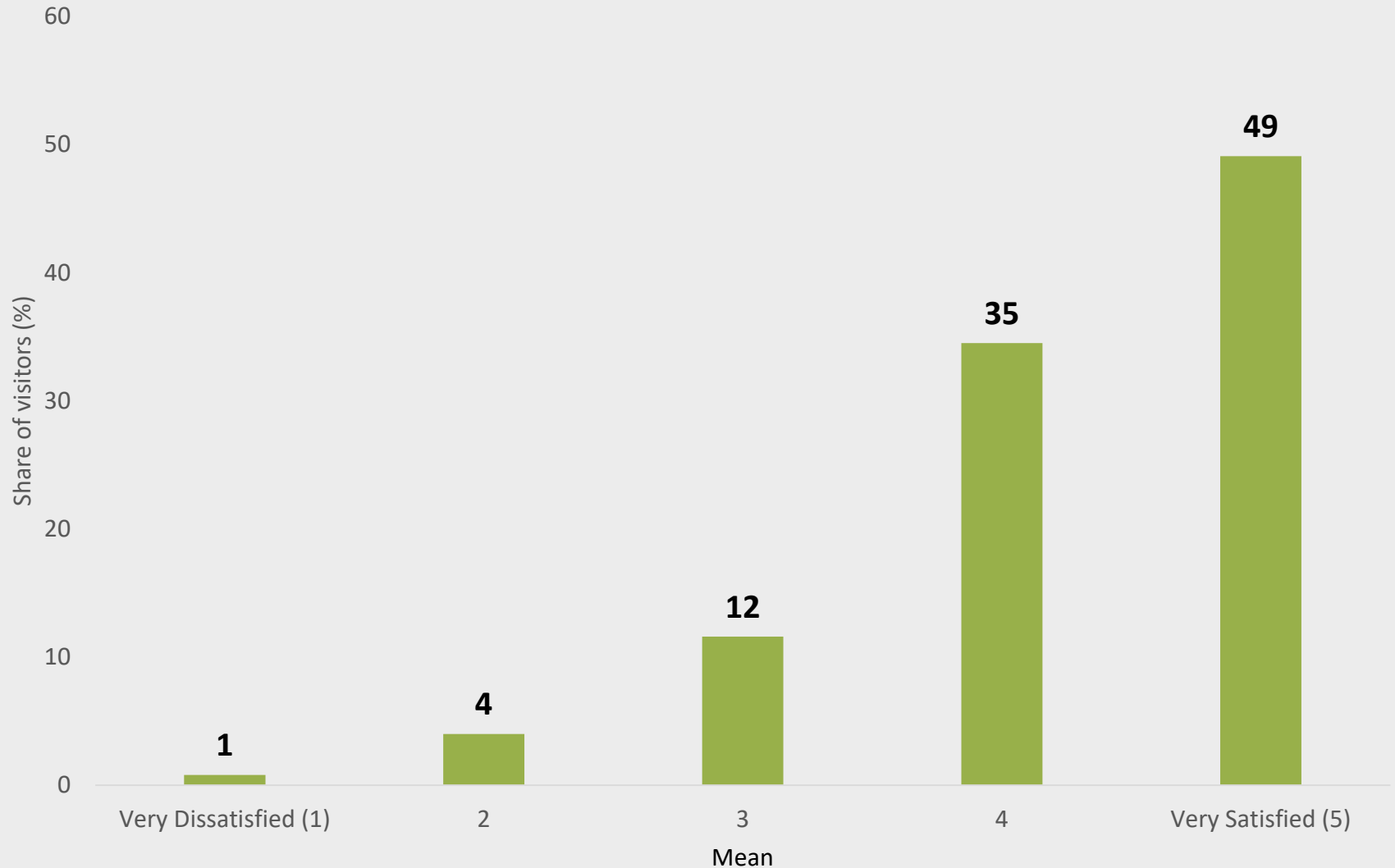
# Satisfaction with the Niue



# The friendliness of people in Niue

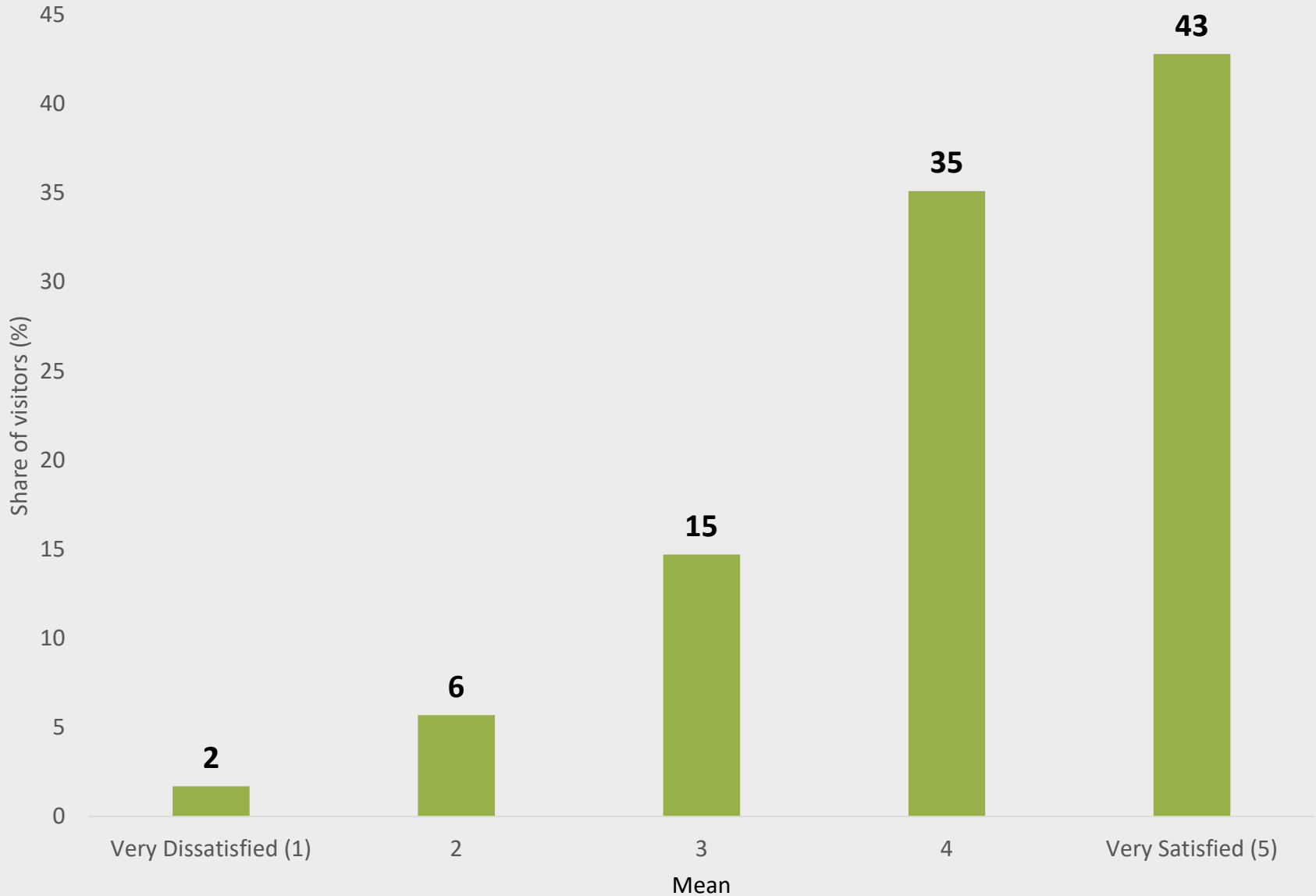


# The quality of accommodation



*Note: Numbers may not sum to 100% due to rounding.*

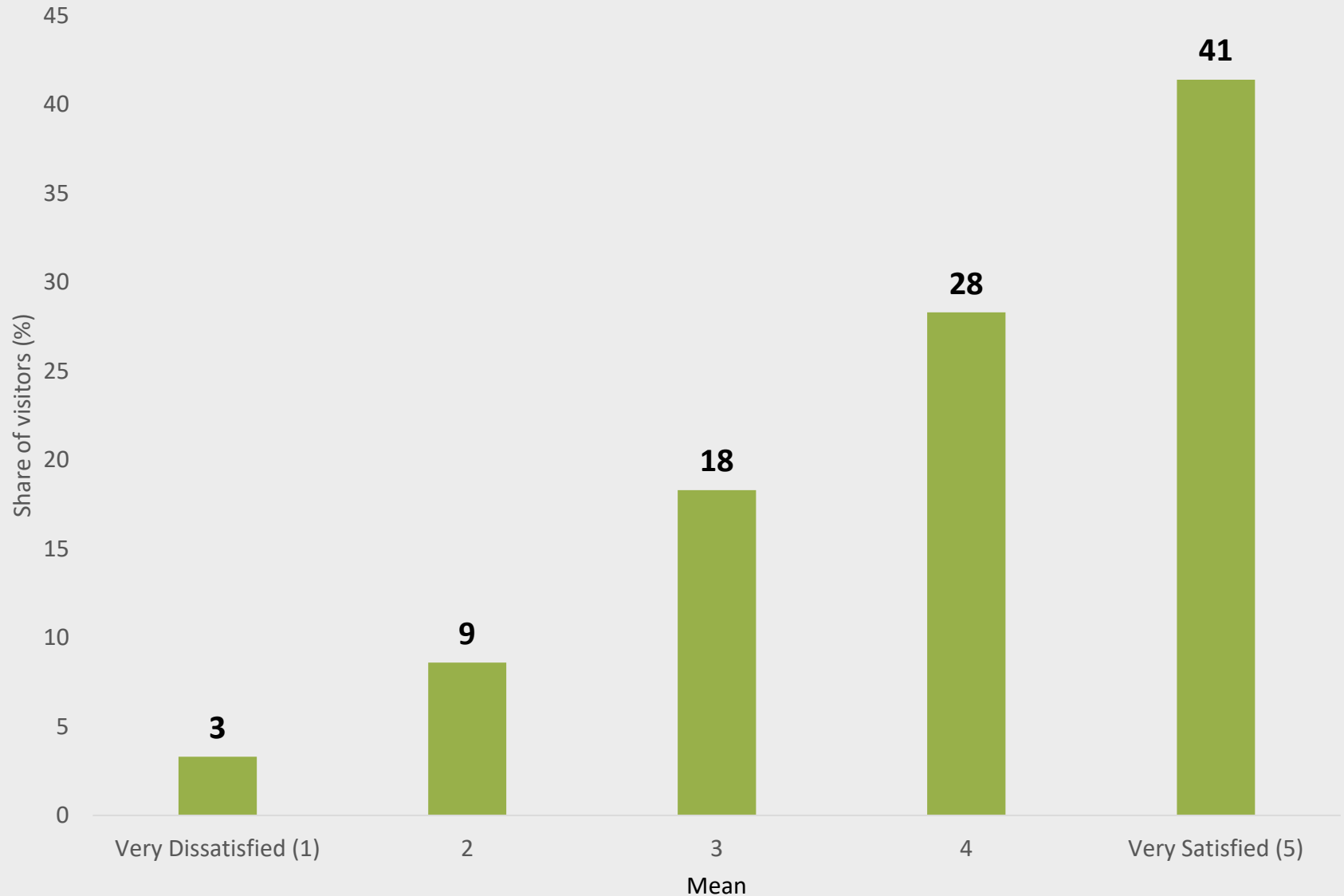
# The information available for planning



*Note: Numbers may not sum to 100% due to rounding.*

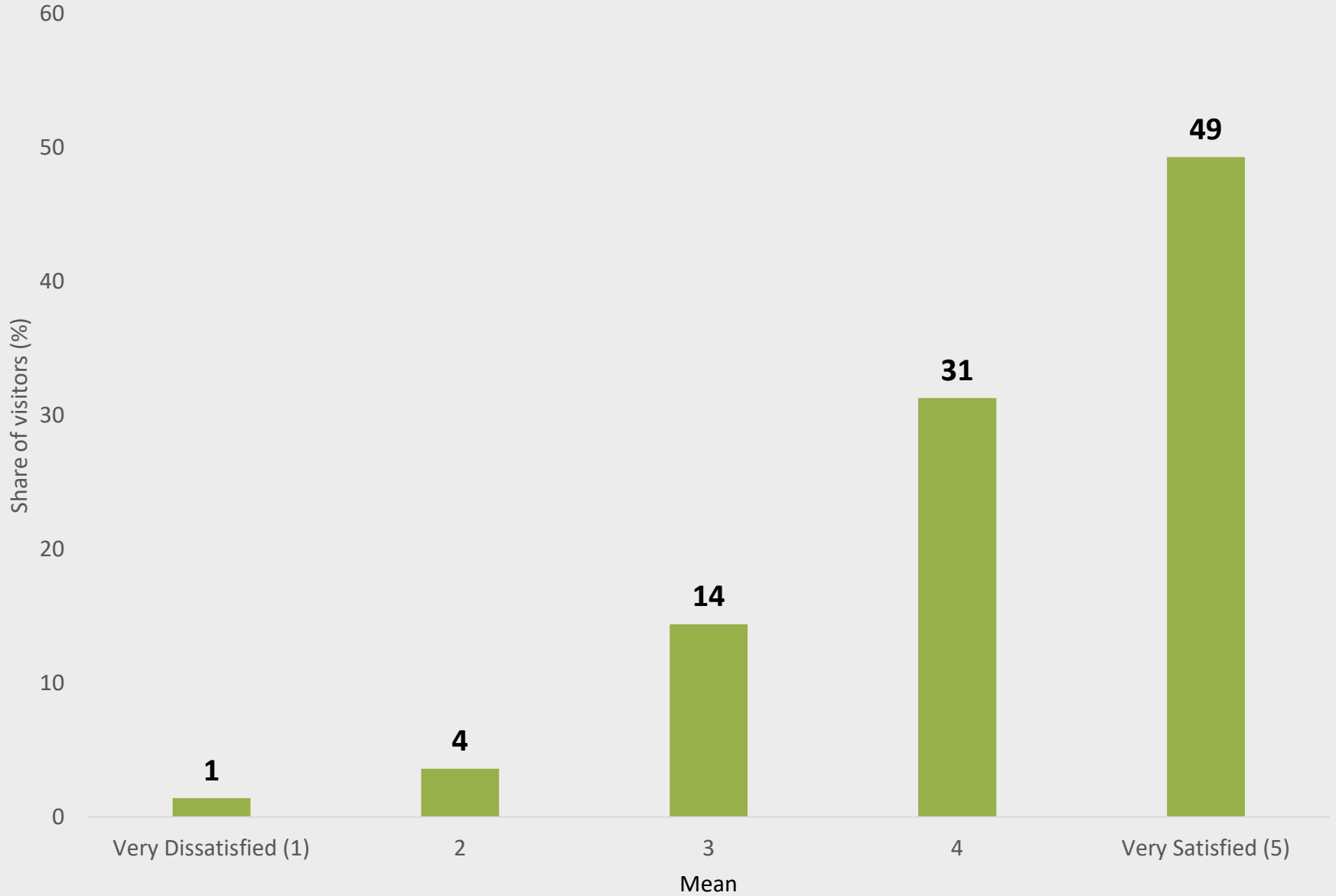


# The information that was available while in Niue



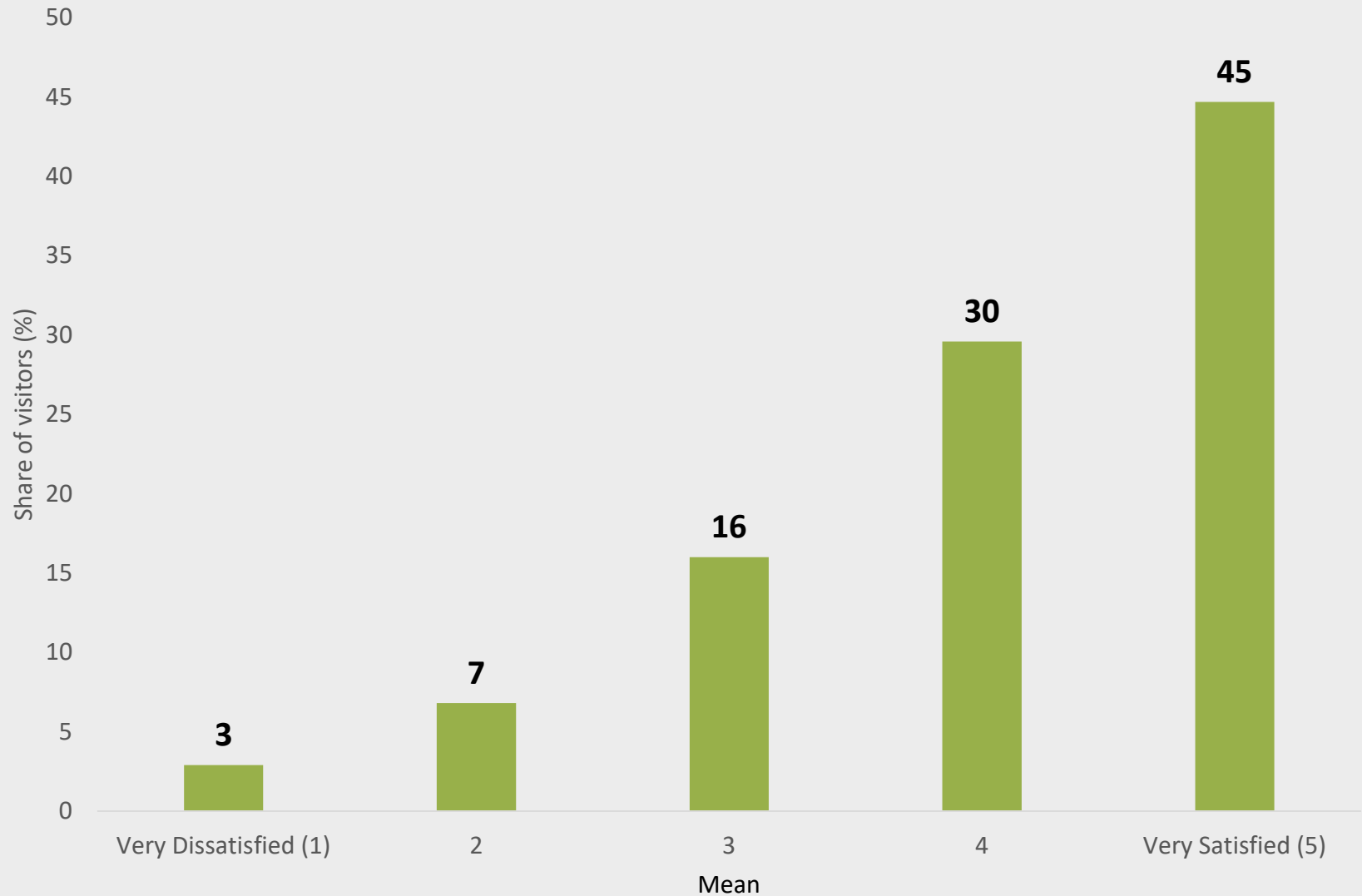
*Note: Numbers may not sum to 100% due to rounding.*

# The experience of the airport on arrival



*Note: Numbers may not sum to 100% due to rounding.*

# The airport on departure



*Note: Numbers may not sum to 100% due to rounding.*

# Most Appealing Aspects

46%

Environment &  
Cleanliness

36%

Local  
People

29%

Activities &  
Attractions

# Most Appealing Aspects

<b>Themes</b>	<b>Share of respondents (%)</b>
<b>Environment and cleanliness</b>	46
<b>Local people</b>	36
<b>Activities and attractions</b>	34
<b>Atmosphere</b>	14
<b>Non-commercial</b>	11
<b>Food and beverage</b>	9
<b>Culture</b>	4
<b>Accommodation</b>	3
<b>Weather</b>	3
<b>Friends and family</b>	2
<b>Convenience</b>	2
<b>Overall good experience</b>	2
<b>Level of service</b>	1
<b>Public facilities</b>	1

Note: Share of respondents who made a comment that falls into each theme. Respondents could give more than one answer, so total does not add up to 100%.

# Most Appealing Aspects

## Environment & Cleanliness (46%)

*“Gorgeous unspoiled island, that would be the most appealing in the Pacific Islands.”*

*“How clean the island was, no rubbish or plastic everywhere, such a difference than the likes of some other islands in the Pacific, fantastic job!”*

*“How natural and unspoiled it is. The dramatic scenery.”*

*“The land, the environment - it is all pretty much untainted and untouched - caves, arches, coast still very much in its natural state...”*

*“The beauty of the coast and rain forests. The natural environment.”*

# Most Appealing Aspects

## Local People (36%)

*“Friendly and respectful people.”*

*“The beautiful people of Niue...very welcoming and friendly.”*

*“Met some very friendly locals who were happy to share their knowledge of Niue.”*

*“The local community - I was made to feel so welcome that I didn't feel like a visitor/tourist. Everyone made an effort to say hello and offer assistance.”*

*“The people were very humble and nice!!!!!!”*

*“The locals were friendly which made the trip even more better.”*

# Most Appealing Aspects

## Activities & Attractions (29%)

“The *sea tracks* and the *fishing/spearfishing*. Please invest more in maintaining the *sea tracks* as these are really unique to Niue and *amazing*.”

“The *reef walks* and *snorkelling, caving* and *hiking*. Loved *riding* the island on our rental motorbikes.”

“Fantastic *snorkelling conditions, better than anywhere else* I have tried.”

“Amazing *snorkelling* and *swimming* in crystal clear water. *Wonderful scenic beach tracks* and access in difficult terrain.”

“The *land & things to see/do*. The island and everything on it is like nowhere else in the world and it is the *most amazing place*.”



# Most Appealing Aspects

## Other Comments on Most Appealing Aspects

“How *laid back* and *relaxed things* are.”

“*Not many tourists! Not over commercialised!*”

“The *food, freshness* of the *fish* and *veges*.”

“Seeing & hearing aspects of *Niue culture*.”

“Having a *nice resort* to stay in.”

“The *weather* was *perfect*.”

“Loved seeing my *family and friends* in Niue.”

“*Ease of travel* around with rental car.”

“Was really impressed by the *availability of public facilities* (eg toilets) pretty much everywhere we went. And the fact they were all *clean* and *tidy*.”

# Least Appealing Aspects

49%

Public Services,  
Facilities and  
Infrastructure

12%

Opening Hours

9%

Mosquitoes,  
Flea and Stray,  
Noisy Animals

# Least Appealing Aspects

Themes	Share of respondents (%)
<b>Public services, facilities and infrastructure</b>	49
<b>Opening hours</b>	12
<b>Mosquitoes, flies and stray, noisy animals</b>	9
<b>Food and beverage</b>	8
<b>Attractions and activities</b>	7
<b>Price of goods and services</b>	6
<b>Customer service</b>	6
<b>Rubbish and taking caring of the natural environment</b>	6
<b>Poor weather</b>	4
<b>Accommodation</b>	3
<b>Local people</b>	2
<b>Law and Legislation</b>	2
<b>Flight related issues</b>	1
<b>Safety</b>	1

Note: Share of respondents who made a comment that falls into each theme. Respondents could give more than one answer, so total does not add up to 100%.

# Least Appealing Aspects

## Public Services, Facilities And Infrastructure (49%)

*“The **roads!!!!** Riddled with **pot-holes!!!!**”*

*“Lack of **clear signage** to some areas. More hand rails on sea tracks, and board walks to improve access for the less able bodied in some areas. **Maintenance/upkeep** of tracks and stairs.”*

*“**Phone service. Internet speed.**”*

*“We couldn’t get any **information** at all while we were there. With very **limited internet access**, it was challenging to find any information to help us with our holiday while we were there.”*

*“The **awful state of the roads**. This distracted seriously from the visitor experience, especially when we biked 12 km each way to and from Alofi. **The lack of communications facilities** was a shock – e.g., no newspapers. At all.”*

# Least Appealing Aspects

## Opening Hours (12%)

*“That some places were **only open one or two days a week.**”*

*“The **hours of the cafes** were variable and hard to predict.”*

*“**Everything shut** during the week we were there.”*

*“**No shops open** when we travelled - not even Niue Tourism!”*

*“Tourism office was **closed** for the whole time I was there. Most **cafes closed** for the holidays.”*

*“Not many **shops open**, not many **restaurants open.**”*

*“Was difficult to work out what was **open** and when as far as **restaurants** and **cafes** went.”*

# Least Appealing Aspects

Mosquitoes, Flies and Stray, Noisy Animals (9%)

*“Flies and mosquitoes!”*

*“Flies- they were everywhere!”*

*“The stray dogs running out at you when you run or cycle.”*

*“Dogs roaming and hornet population.”*

*“The roosters crowing from 1 am at night.”*

# Least Appealing Aspects

## Other Comments

*“Lack of **vegetarian options** for eating.”*

*“The **local market** was a disappointment...few crafts, foods, short hours in the very early morning.”*

*“The **shops/cafes/bakery** were **very expensive**. Especially if you & your family would like to eat out.”*

*“Some **customer service staff** were **unfriendly** and one coffee took 40 minutes but we did not complain.”*

*“The **amount of plastic and rubbish** at the wharf and Utuko, littering on the roadside. Tomb Point needs clearing (if possible) on the northern side for better visibility.”*

*“The **hotel** itself was going through a refurb that we had not been advised of and the menu was the same everyday ....”*

# Suggestions for Improvement



**61%** provided suggestions for improvements

- 52%** Public Services and Infrastructure
- 12%** Customer Service
- 11%** Opening hours
- 8%** The Quality/Cost of Food and Beverage
- 7%** Attractions and Activities
- 5%** Accommodation
- 4%** Price of goods and services
- 4%** A Longer Stay



# Suggestions for Improvement

*“Please **fix the roads**. They weren't as bad on previous visits.”*

*“There is **a lack of service** in cafes, restaurants and with accommodation providers. They do not seem to **care about customer service** and providing **a quality service** to their clientele.”*

*“Have your **shops and tours open!**”*

*“Would've liked to see more **fresh island style food** not fried food.”*

*“**Activities available** during the holiday season.”*

*“**Cleanliness of rooms** wasn't great & never maintained.*

*“**Less expensive.**”*

# Return to Niue

## Reasons Not To Return



**93%** of visitors indicated that they would consider re-visiting Niue

Visit Other Destinations

Have Already Revisited

Limited Attractions and Activities

Inconvenient

Poor Facilities and Infrastructure

Construction

Expensive Cost

Low Level of Service

Have Seen All They Could See

# Why not return to Niue....

*“I have seen it now and there are so **many other places** in the world to visit.”*

*“Feel we've done and seen most everything.”*

*“**Not enough to do** to repeat the visit, although water was amazing. “*

*“Very **inconvenient.**”*

*“Not until the **roads are better** especially the west coast road.”*

*“...it is way too **expensive.**”*

# Recommending Niue



**97%** of visitors said that they would recommend the destination to their family and friends

## Reasons Not To Recommend

Not Suitable For Everyone, Particularly

Older Tourists

Limited Attractions and Activities

Other Pacific Countries are better

Poor Facilities and Infrastructure

Construction

# Recommending Niue

*“It is beautiful but for **older travellers** the roads wreck the spine!”*

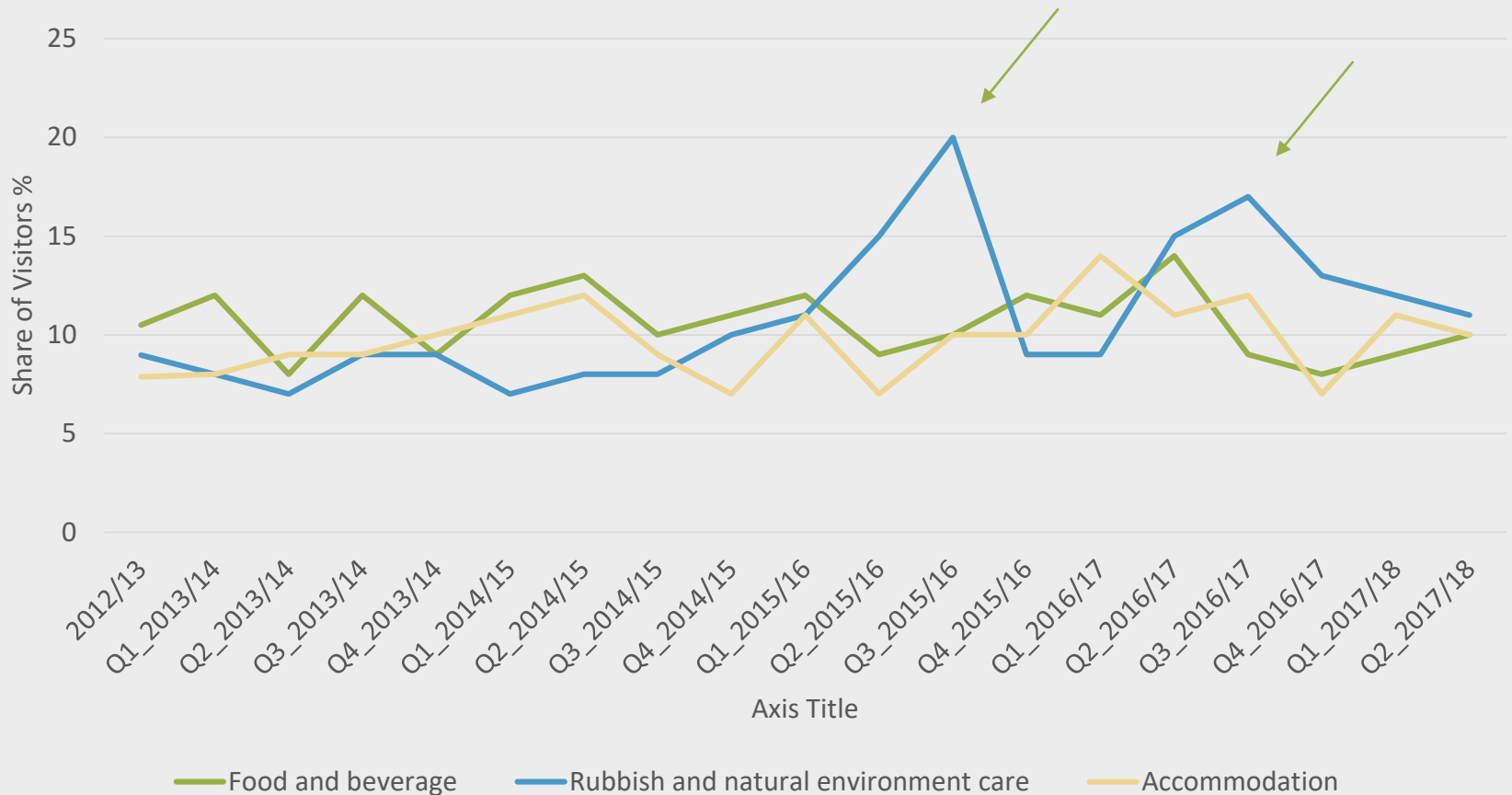
*“Not really appealing to anyone in **our age group (early retired)** unless like us there was family involved on the island.”*

*“Only if they enjoy the water. There **wasn't much to do** on land for people who don't like the ocean!”*

*“There are many Pacific islands that **offer a warmer cultural experience for better value.**”*

*“**Power going off** at times and **poor internet** was an issue.”*

# Cook Islands Least Appealing Aspects



# Niue Business Confidence Index

## High season 2018/ Low 2019

Tourism is everyone's business – coverage of all sectors

Understand critical issues/needs and challenges

Information on economic linkages, labour needs etc

Differences between high and low season confidence and attitudes

# **Niue Community Survey: Tourism Attitudes/Awareness**

**Late 2018/Early 2019**

Thoughts on capacity

Benefits and costs

Carrying capacity



# OVRTOURISM/UNDERTOURISM

Ratio of Locals: Air Visitors 2016

Papua New  
Guinea

1: 0.03

Fiji

1: 0.9

New Zealand

Local 1: Visitors 0.7

Palau

1: 7.6

Niue

1: 9

Cook Islands

1: 12.5

# Thank you!



Simon Milne, Sam Li and Michelle Hunt  
simon.milne@aut.ac.nz  
[www.nztri.org](http://www.nztri.org)

# Length Of Stay

	<b>Overall</b>	<b>New Zealand</b>	<b>Australia</b>	<b>Other markets</b>	<b>Holiday visitors</b>	<b>Non-holiday visitors</b>	<b>Business visitors</b>	<b>VFR visitors</b>
<b>Mean (Nights)</b>	<b>9.2</b>	<b>9.4</b>	<b>10.2</b>	<b>6.4</b>	<b>8.4</b>	<b>10.3</b>	<b>6.6</b>	<b>12.2</b>
<b>Median (Nights)</b>	<b>7.0</b>	<b>7.0</b>	<b>7.0</b>	<b>10.0</b>	<b>7.0</b>	<b>7.0</b>	<b>6.0</b>	<b>10.0</b>

*Note: 31+ days as outliers were removed for analysis*

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