

Vanuatu

INTERNATIONAL VISITOR SURVEY INSIGHTS

New Caledonia Visitors – Segmentation by Level of Satisfaction

2015-2020



Background

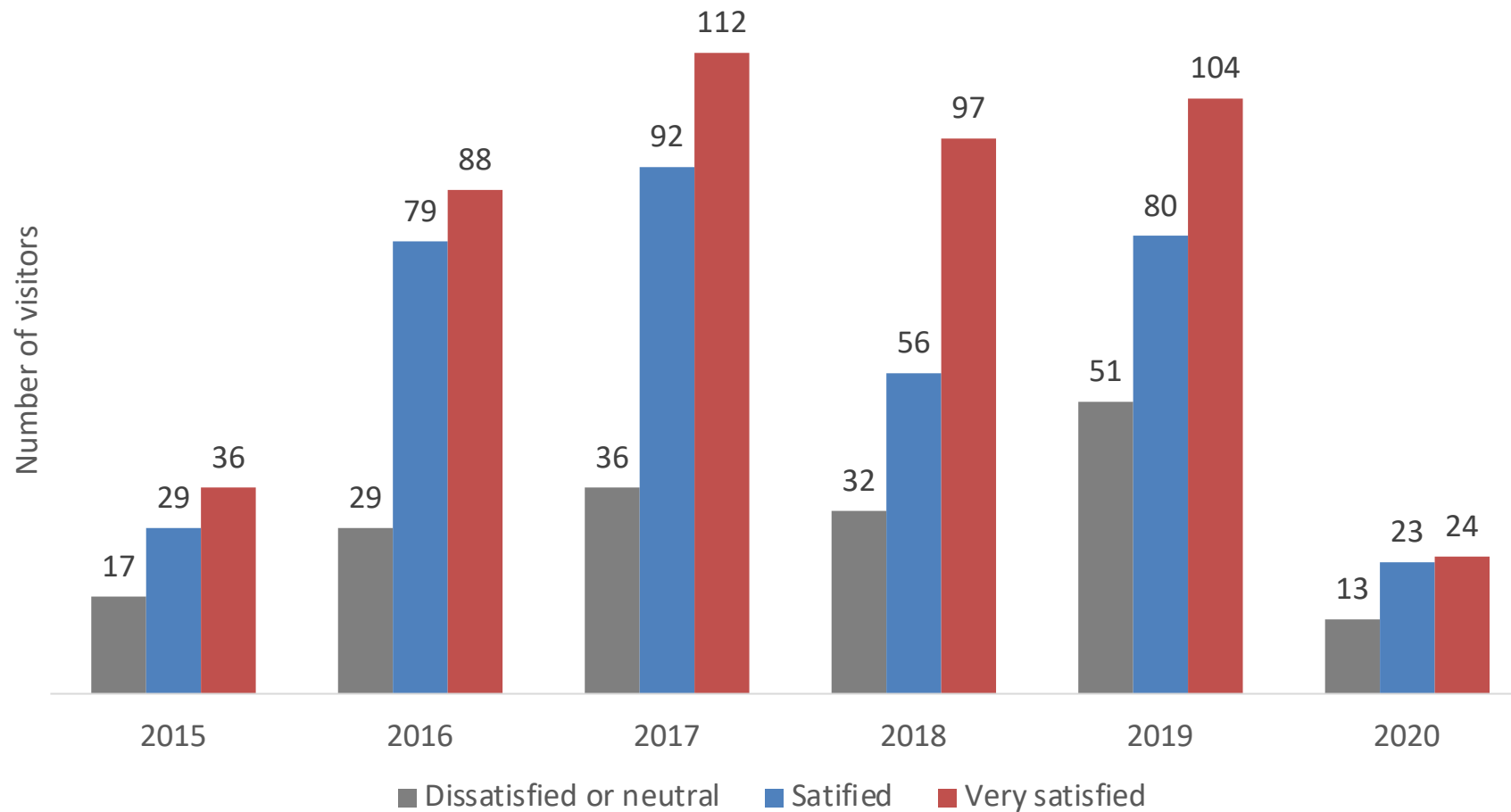
- The 2015-2020 IVS data set is analysed to help us understand the profile of New Caledonia (NC) visitors to Vanuatu by comparing very satisfied, satisfied and neutral/dissatisfied groups.
- Based on the question “How satisfied were you with your overall experience of Vanuatu on this most recent visit?”, very satisfied visitors (labelled ‘Very satisfied’) are compared with satisfied visitors (labelled ‘Satisfied’) and other dissatisfied/neutral visitors (labelled ‘Dissatisfied or neutral’)
- NB The 2020 dataset only includes data from January to March 2020.
- All reports from the IVS are available at:

<https://www.nztri.org.nz/6289433-ptdi-vanuatu>

New Caledonia (NC) survey respondents - IVS 2015-2020: Level of reported satisfaction



Number of surveyed NC Visitors dissatisfied/neutral, satisfied, and very satisfied



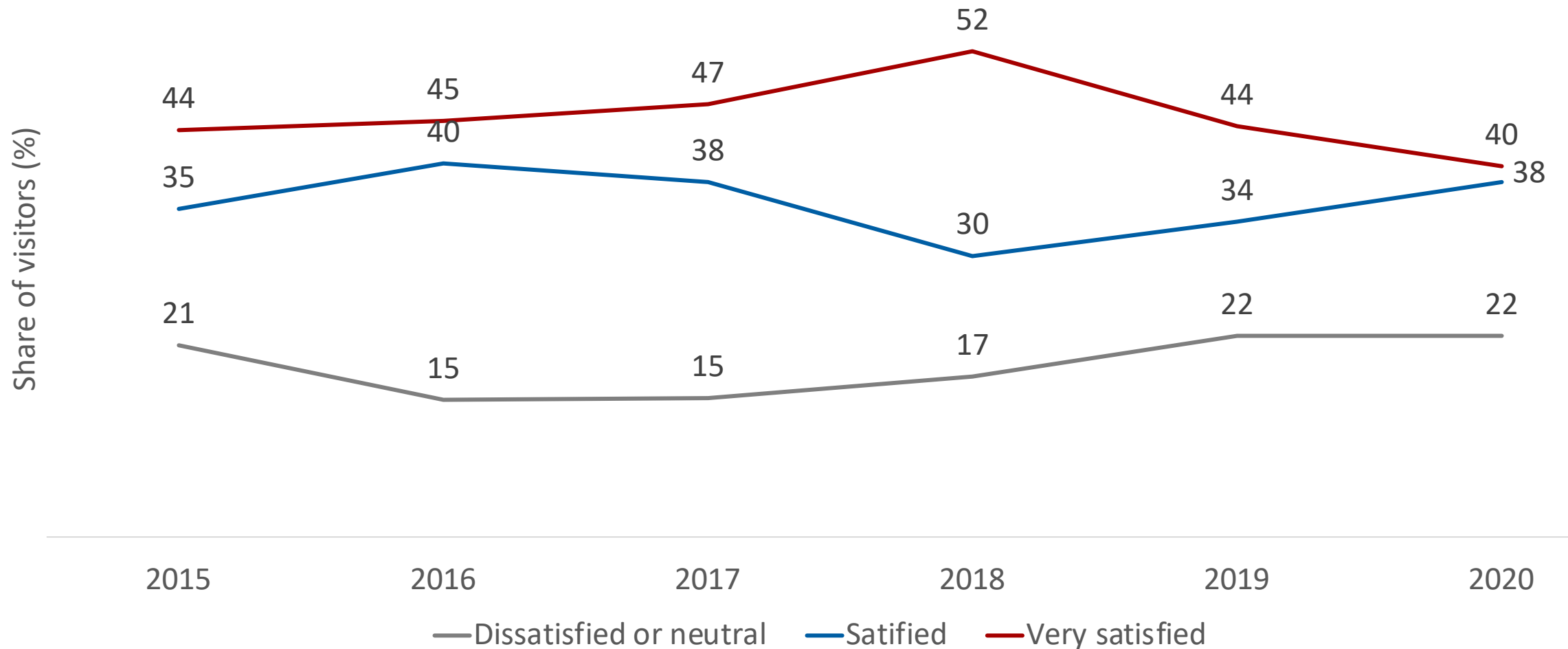
TOTAL

178
Dissatisfied or neutral

359
Satisfied

461
Very satisfied

The percentage of very satisfied NC visitors steadily increased from 2015 to 2018.



Report Structure



Visitor
Profile



Visitor
Characteristics
& Preferences



Information &
Decision Making

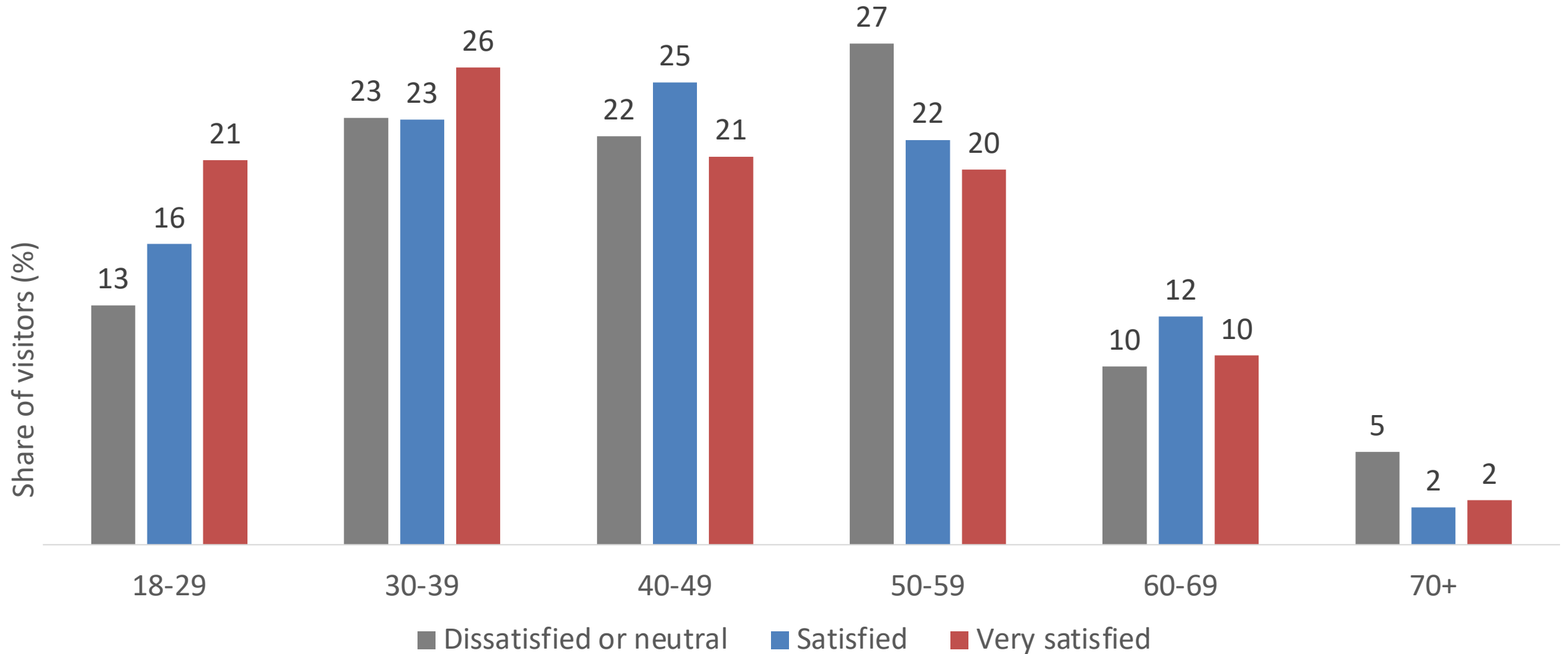


Visitor Spending
and Impact

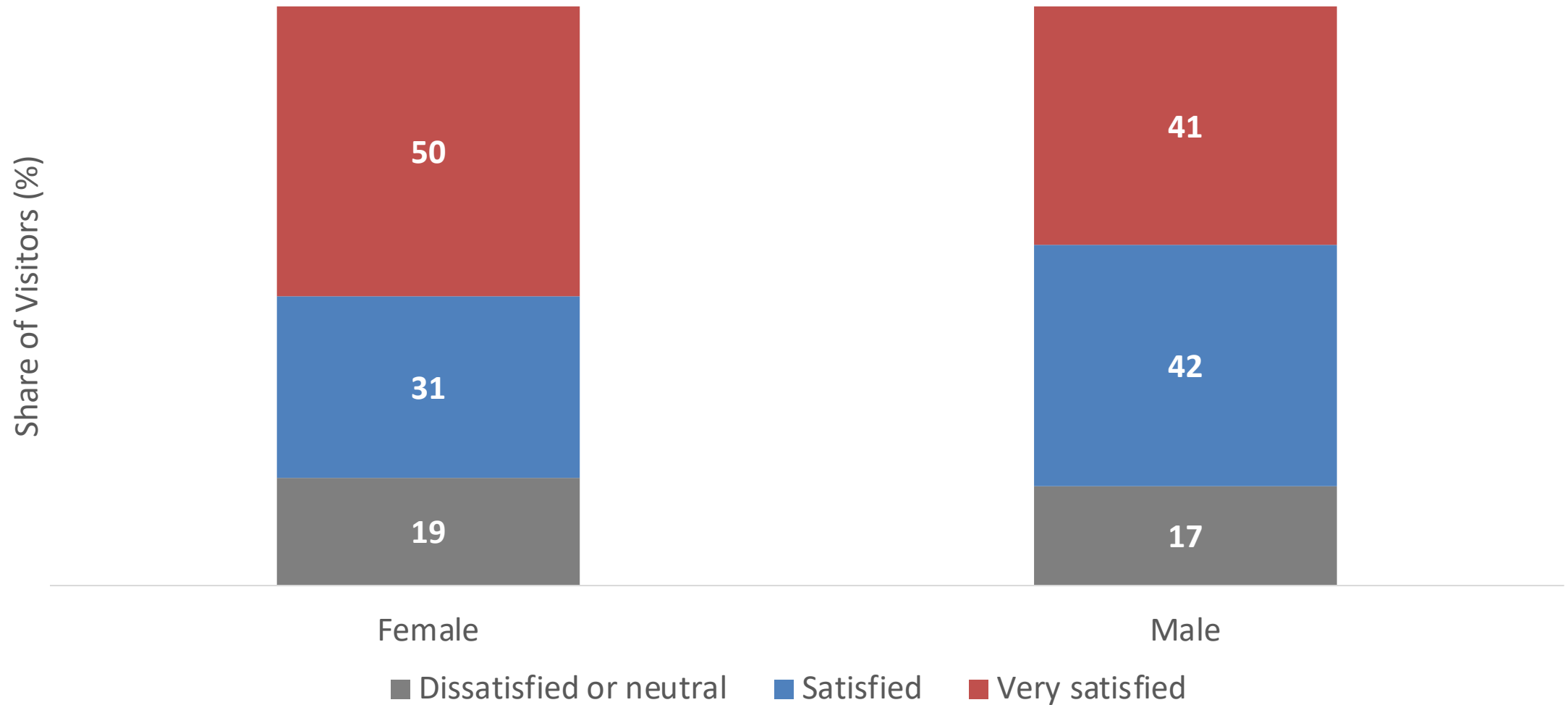


Visitor
Satisfaction

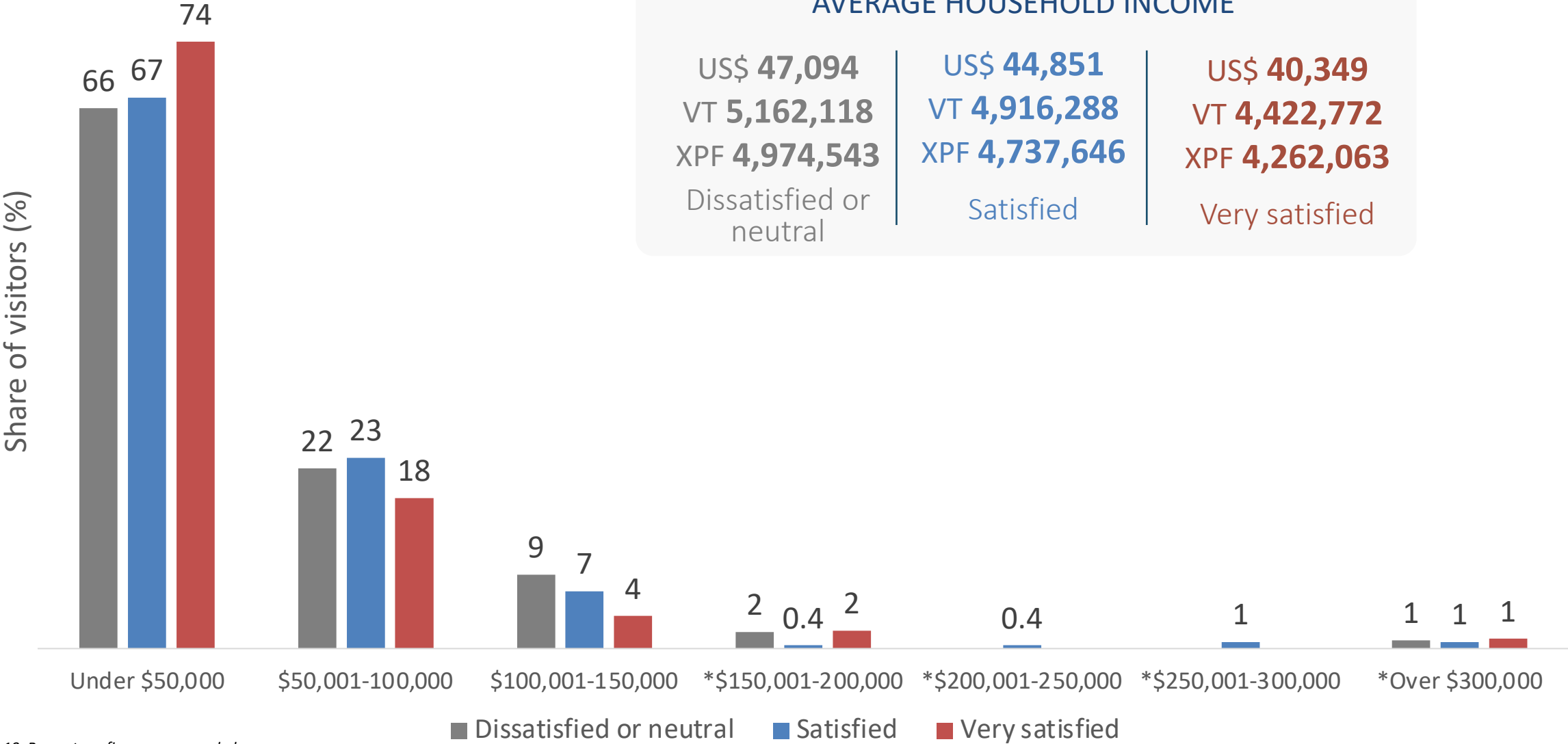
Very satisfied visitors have a slightly younger age profile than satisfied visitors.



Female visitors are more likely to be very satisfied than male visitors.



The average household income for very satisfied visitors is lower than those who are satisfied. Dissatisfied/neutral visitors have the highest income.



Note: *n<10; Percentage figures are rounded

Report Structure



Visitor
Profile



Visitor
Characteristics
& Preferences



Information &
Decision Making

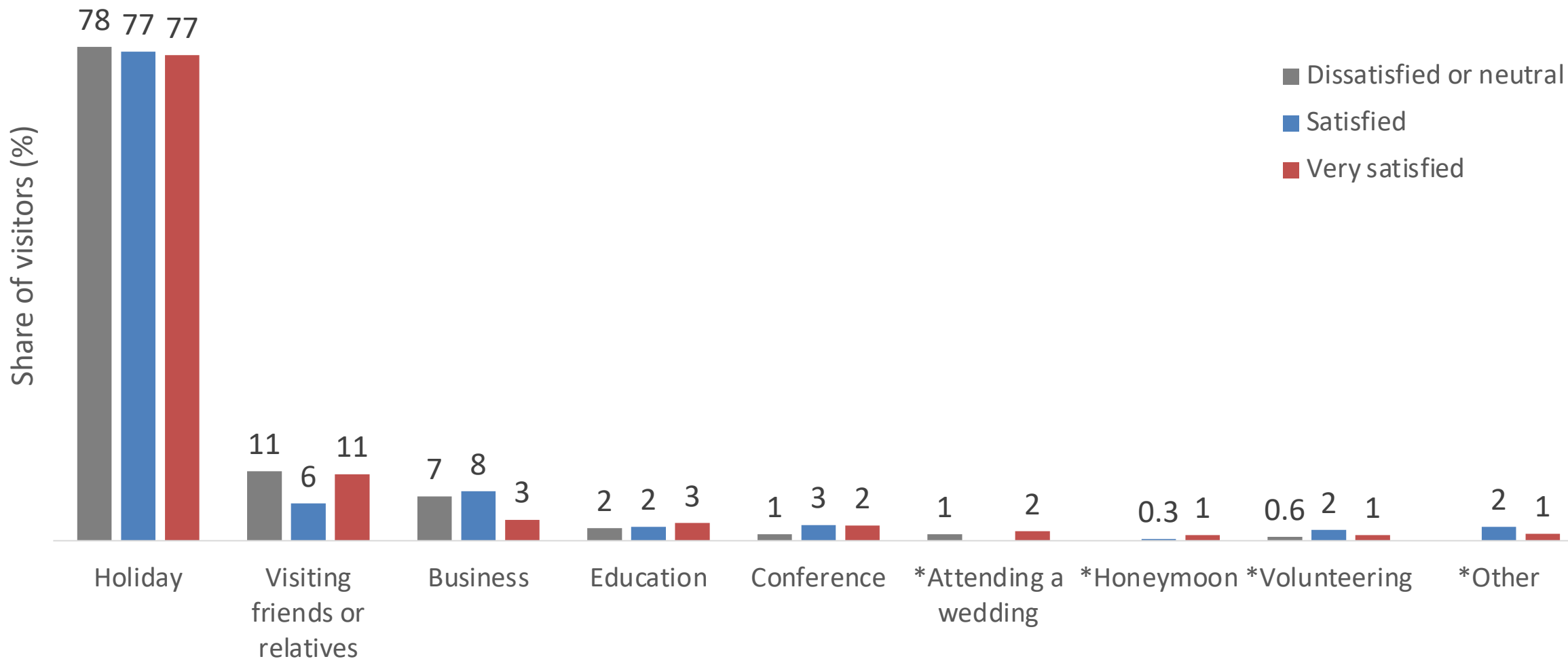


Visitor Spending
and Impact



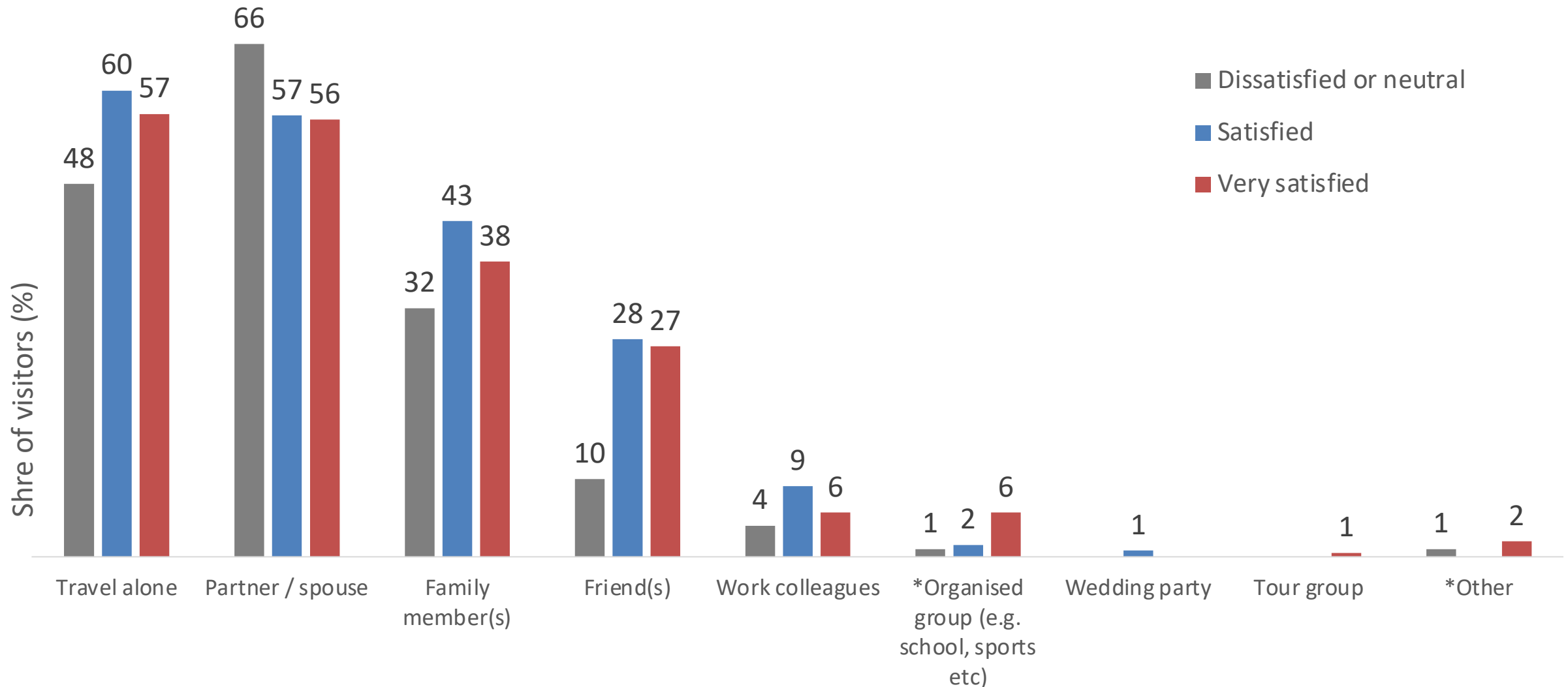
Visitor
Satisfaction

Very satisfied visitors are more likely to indicate “visiting friends and relatives” as their main purpose of visit, there is less emphasis on business activities compared to satisfied visitors. Rates of holiday visitation are similar.



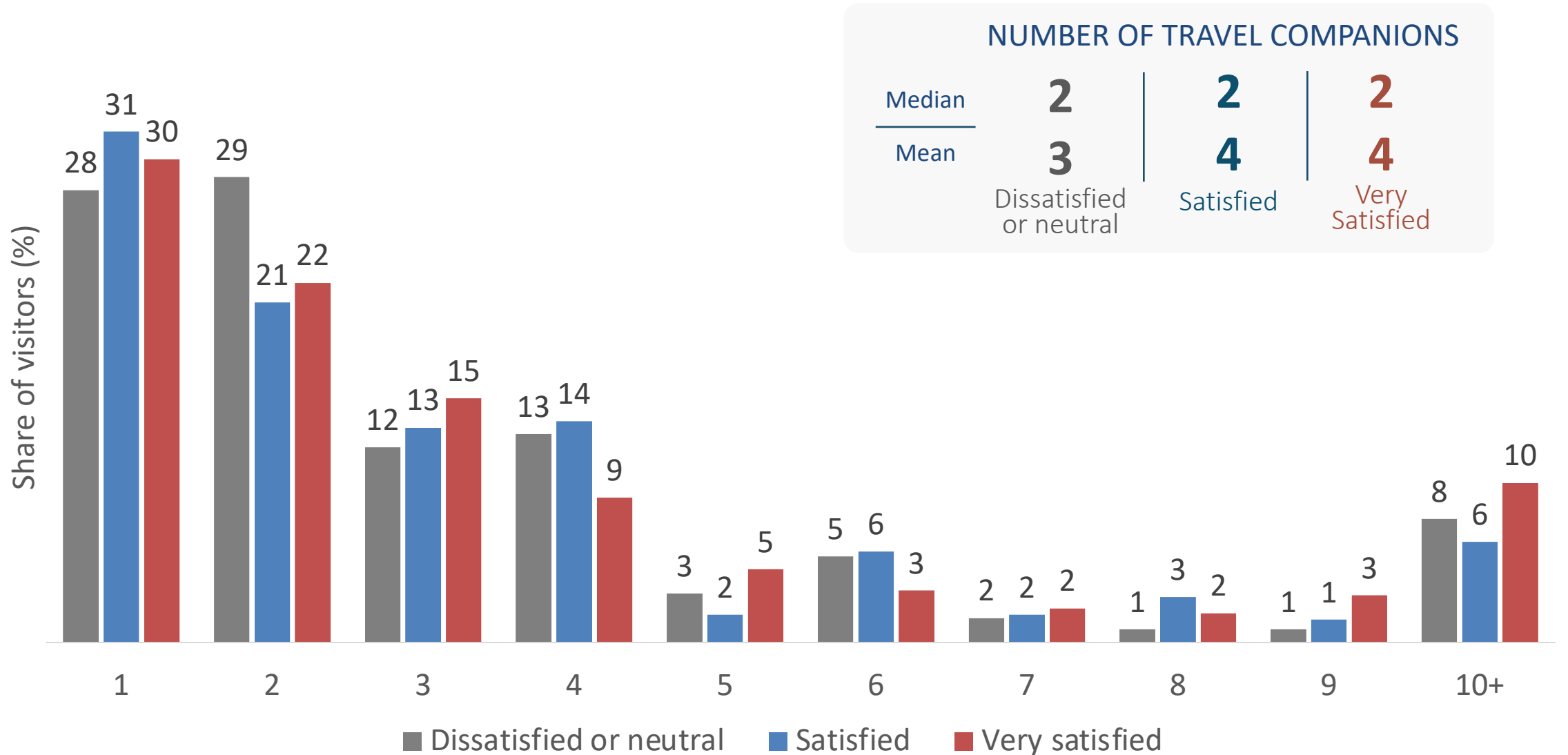
*n<10

Very satisfied visitors are more likely to travel with an organised group, and less likely to travel with family, work colleagues, or to travel alone compared with those who are satisfied. Dissatisfied/neutral travellers are more likely to be with a partner/spouse.



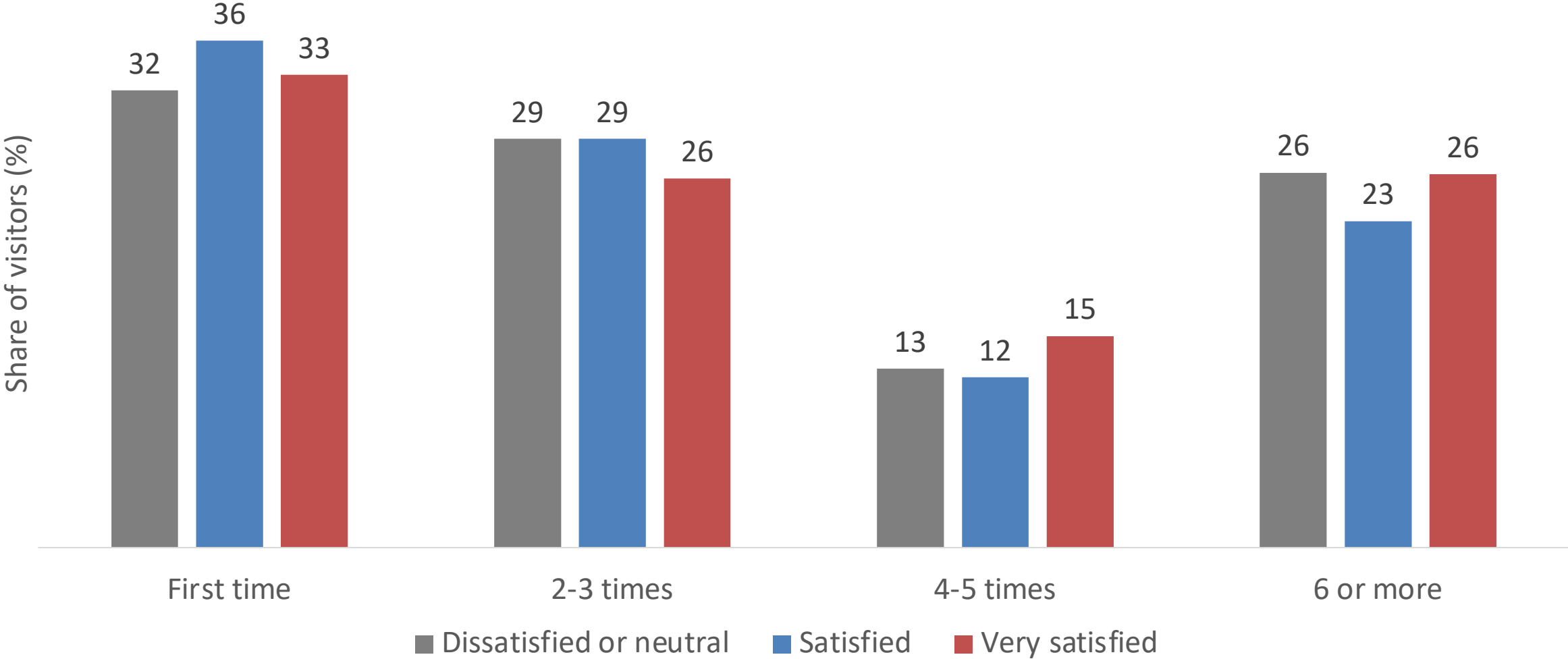
Note: *n<10; Multiple responses, therefore total does not add up to 100%

Very satisfied visitors have a largely similar travel group size compared to satisfied visitors.

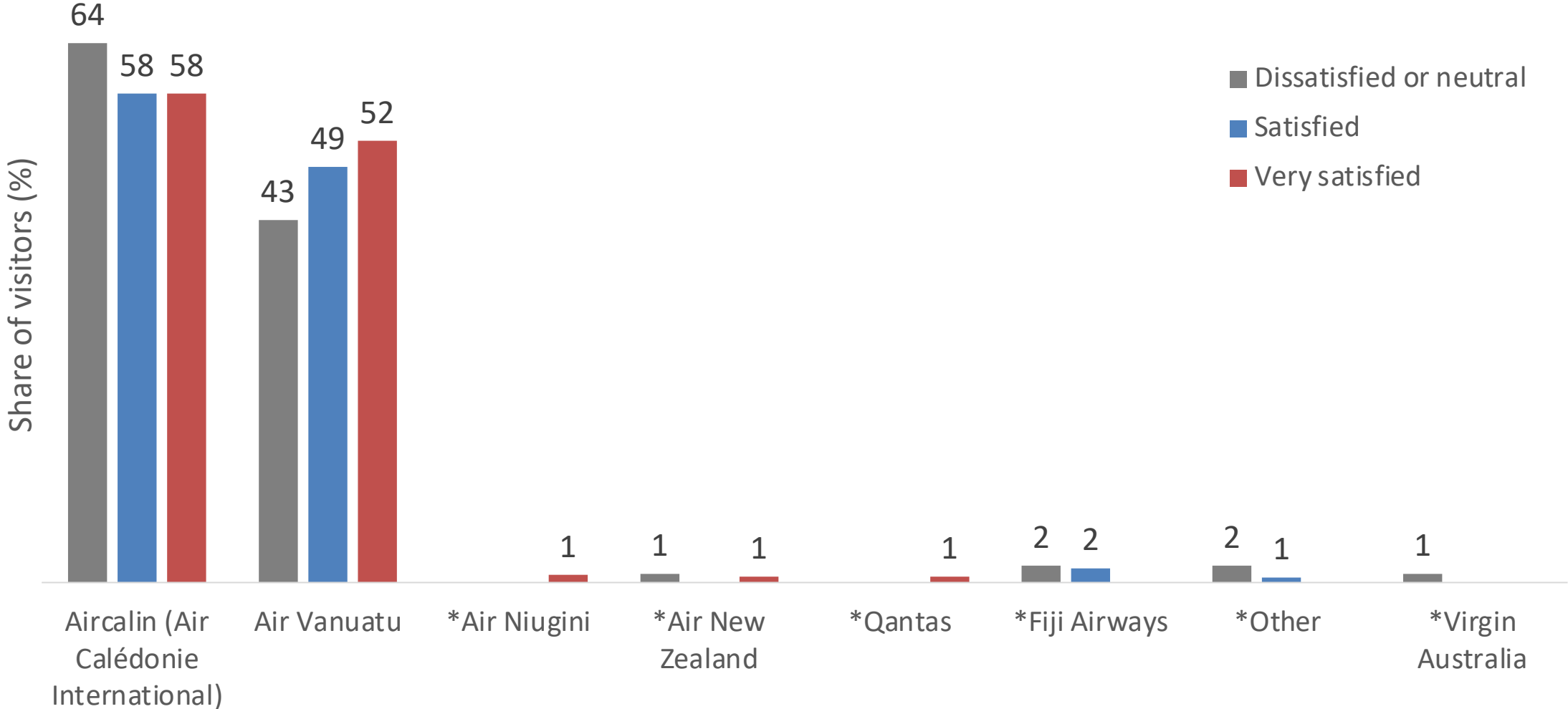


Note: Percentage figures are rounded

Very satisfied visitors are more likely to be repeat travellers to Vanuatu than their satisfied counterparts

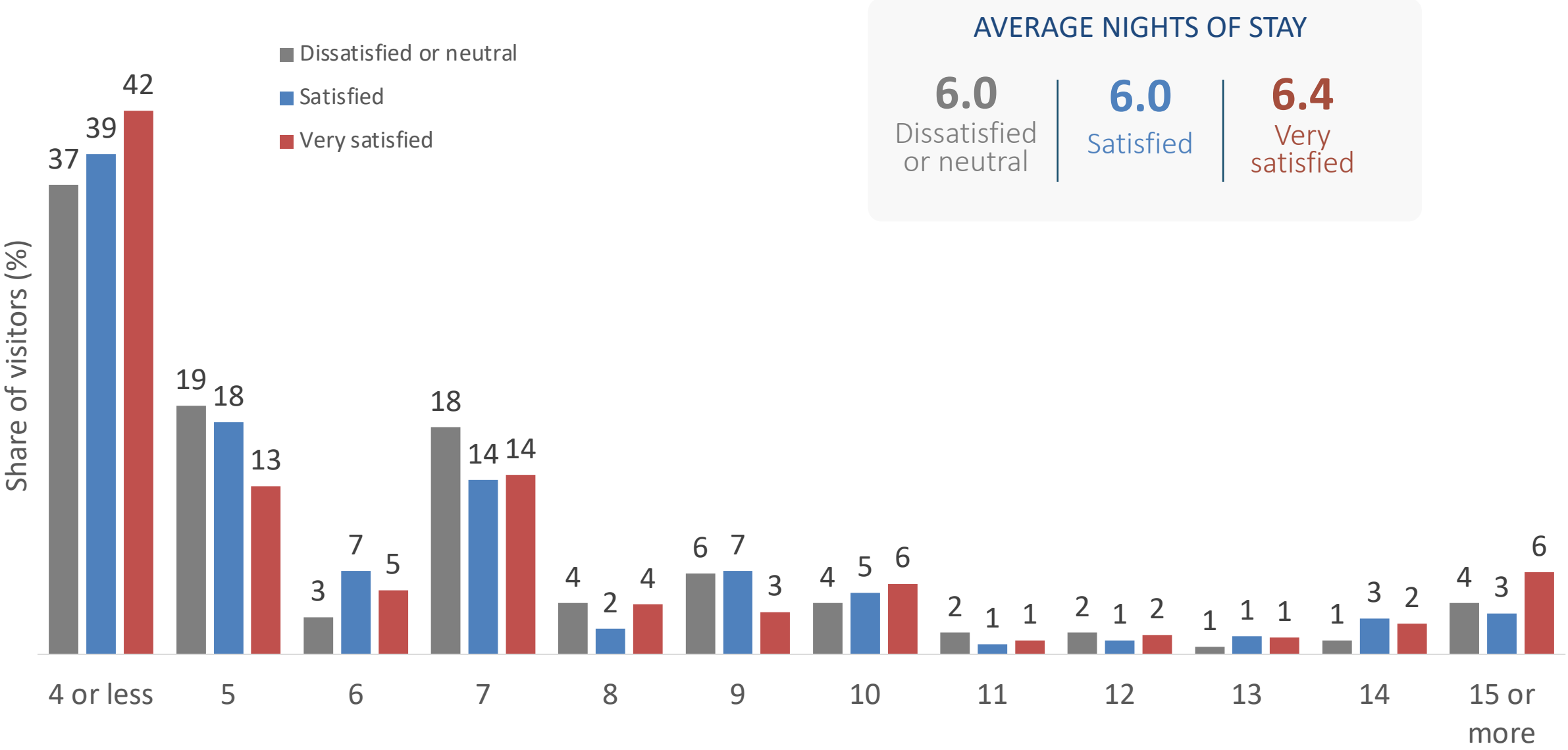


Very satisfied visitors are more likely to take Air Vanuatu than satisfied visitors. Dissatisfied visitors are more likely to have used Aircalin.



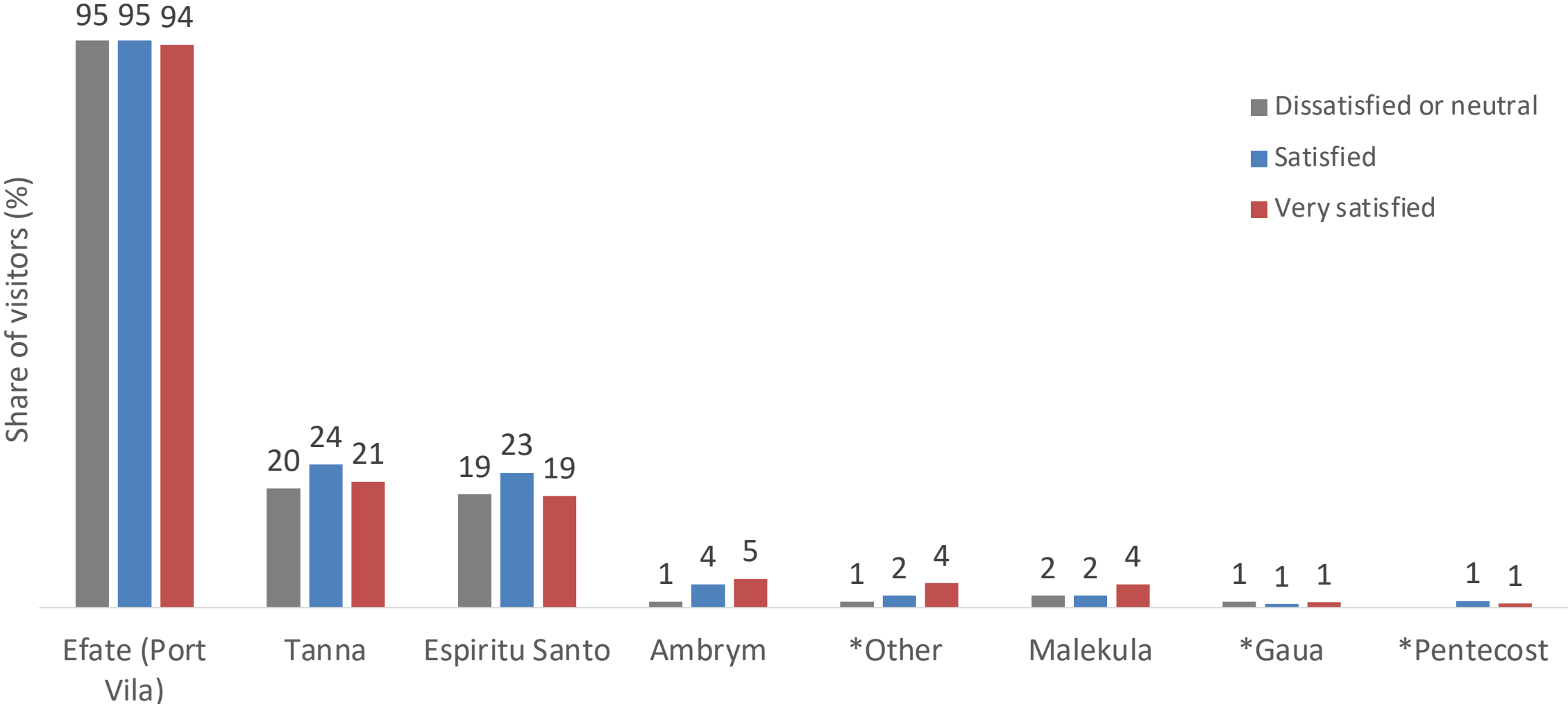
*n<10

Very satisfied visitors stay slightly longer in Vanuatu than satisfied visitors.



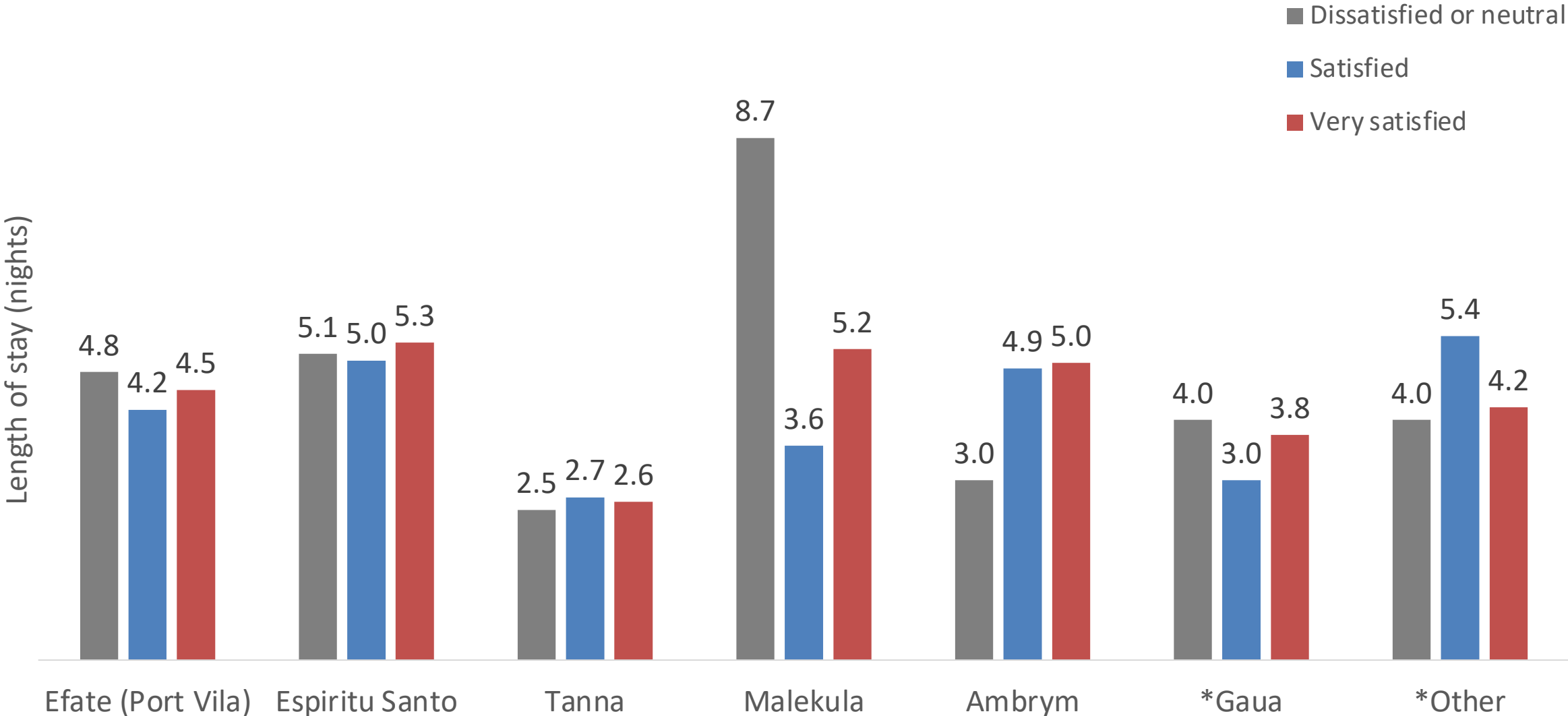
Note: 31 and 31+ days as outliers were removed for length of stay analysis

Satisfied visitors are more likely to travel to Tanna or Santo, Very Satisfied Visitors are more likely to travel to other provinces.



Note: *n<10; Multiple responses, therefore total does not add up to 100%

Average nights spent on each island by visitors to that island



Note: *n<10; 31 and 31+ days as outliers were removed for length of stay analysis

Report Structure



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& Preferences



Information &
Decision Making



Visitor Spending
and Impact

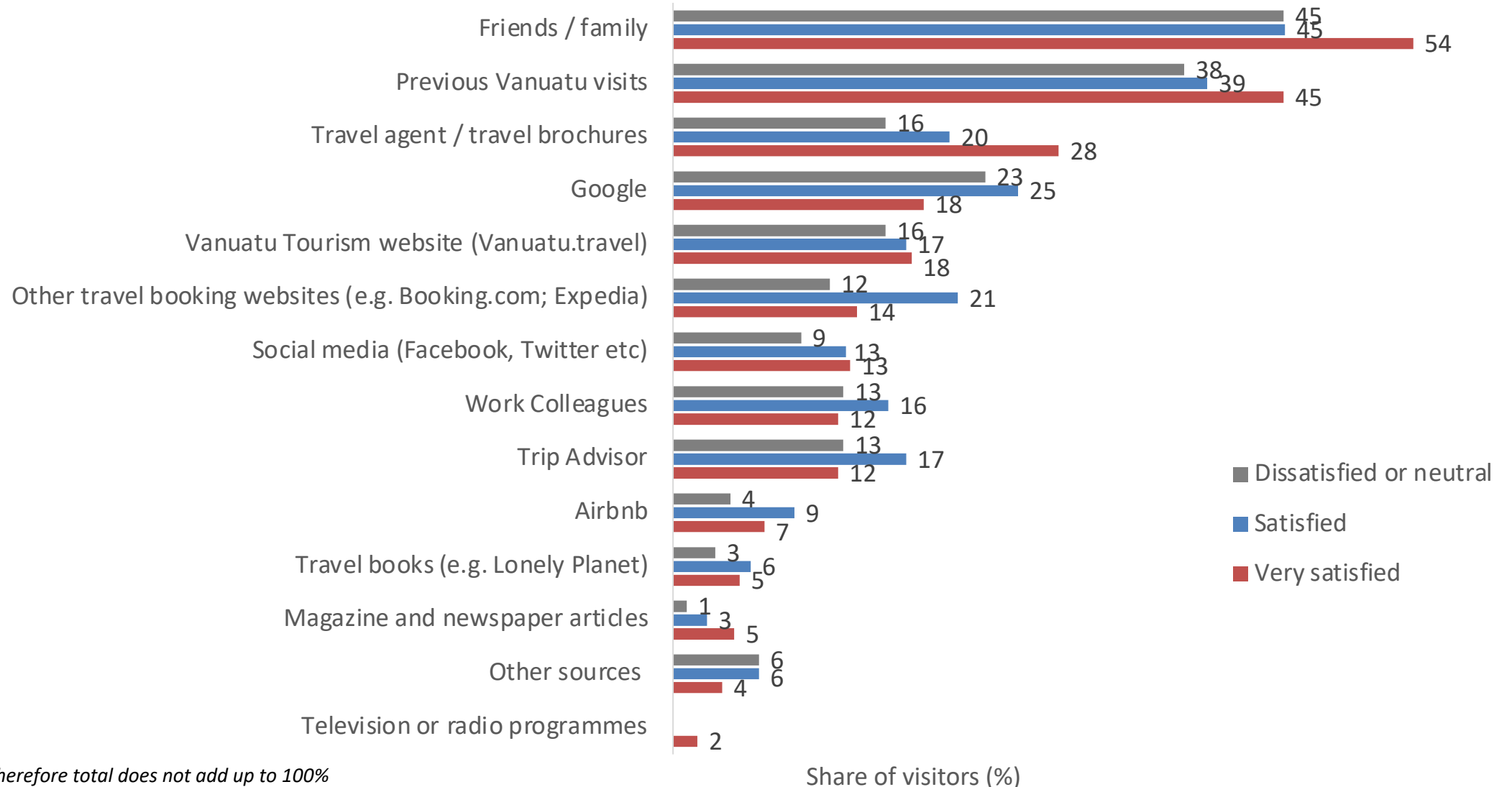


Visitor
Satisfaction

Very satisfied visitors rely more heavily on friends/family, previous visits, and travel agent or travel brochures.

Q

How did you find out about Vanuatu as a destination?

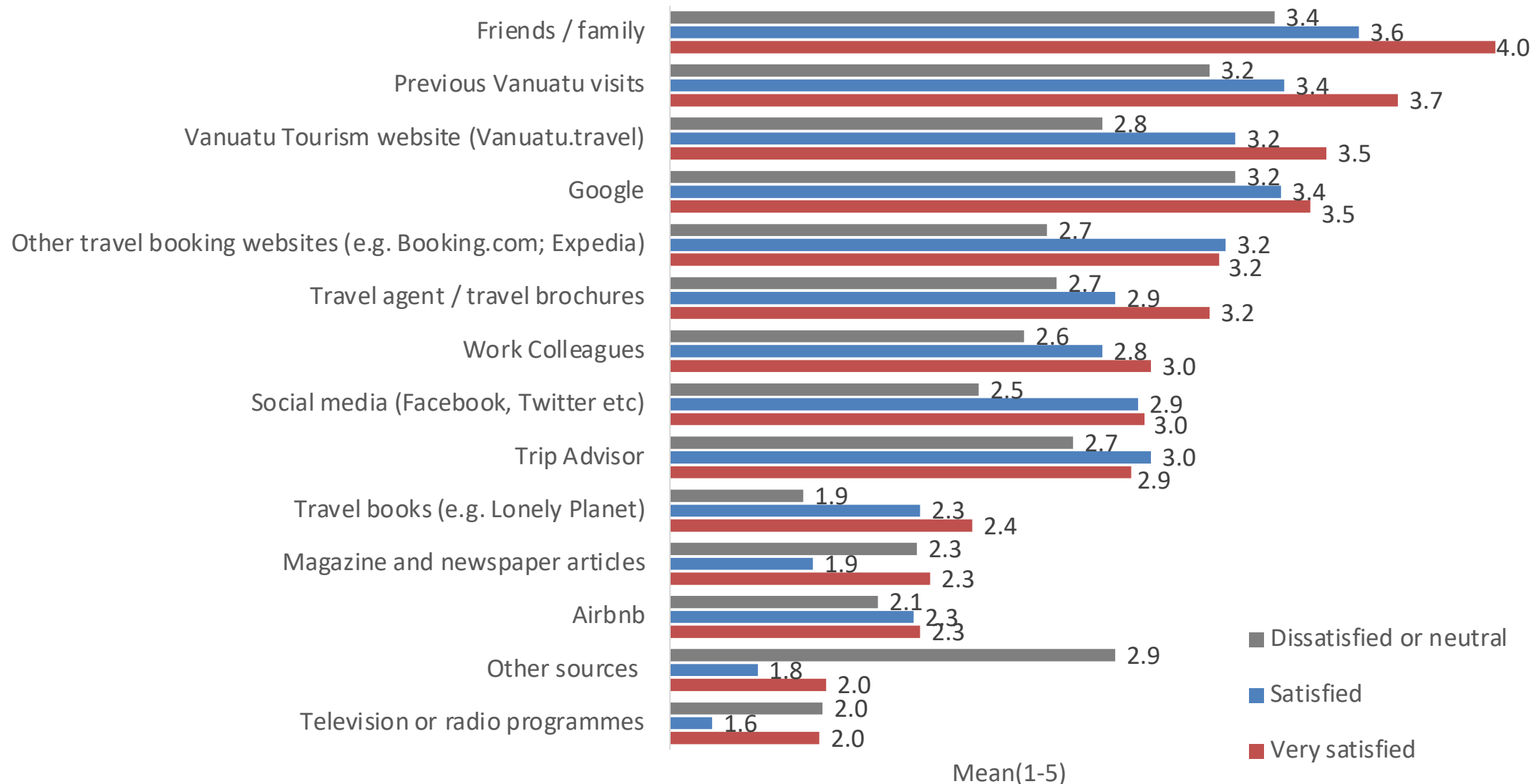


Note: Multiple responses, therefore total does not add up to 100%

Share of visitors (%)

Friends/family, previous visits, the Vanuatu Tourism website, Google search, travel agent /brochures, work colleagues, travel books, magazine/newspaper articles, and television/radio programmes are more important information sources for very satisfied visitors

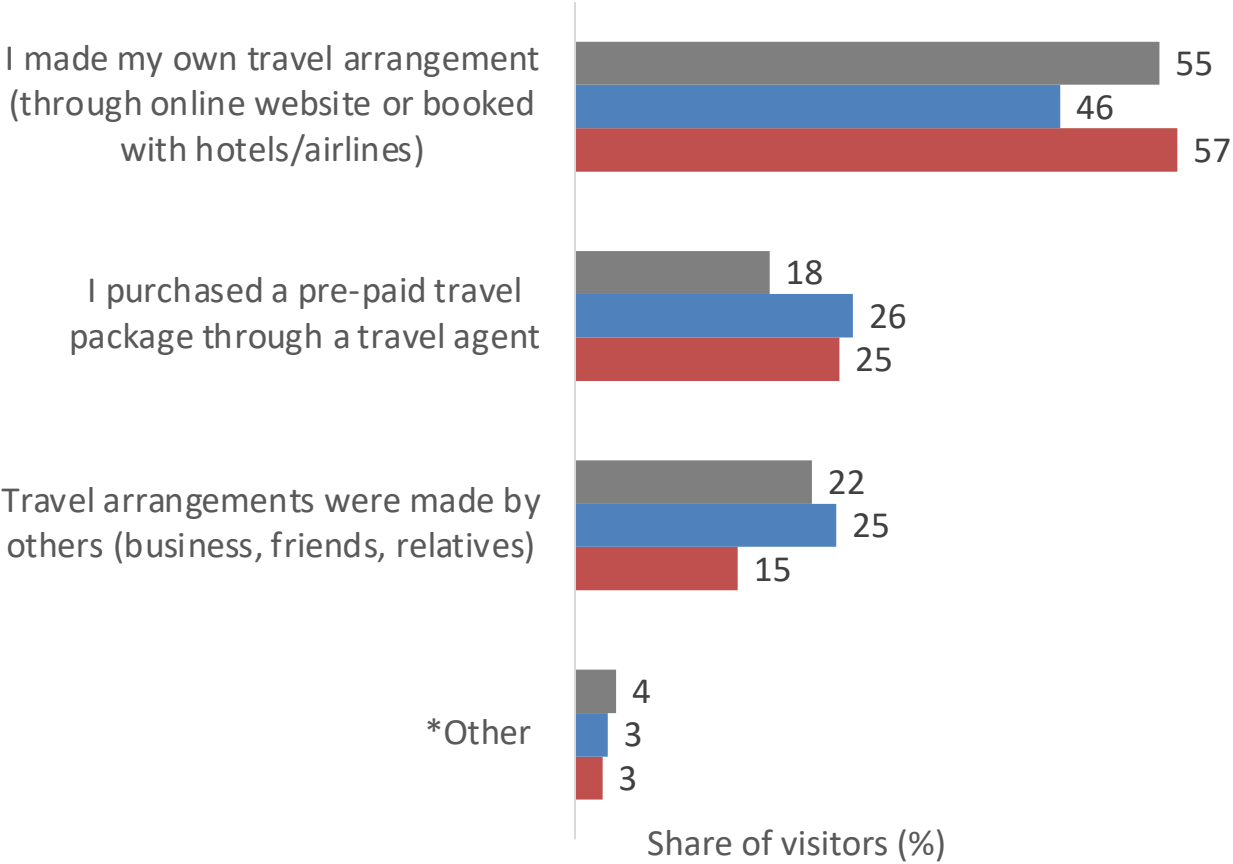
Q How important the following information sources were during your travel planning?



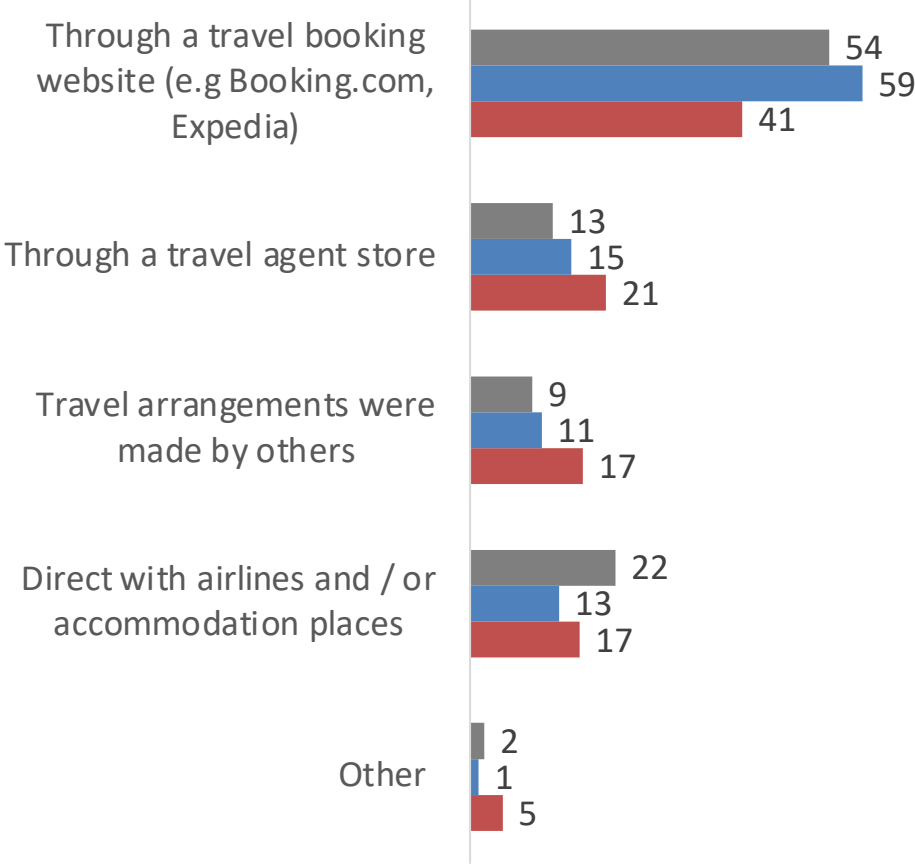
A lower percent of very satisfied visitors made their own travel arrangements through a travel booking website.

Q How did you purchase your travel?

2015-2017

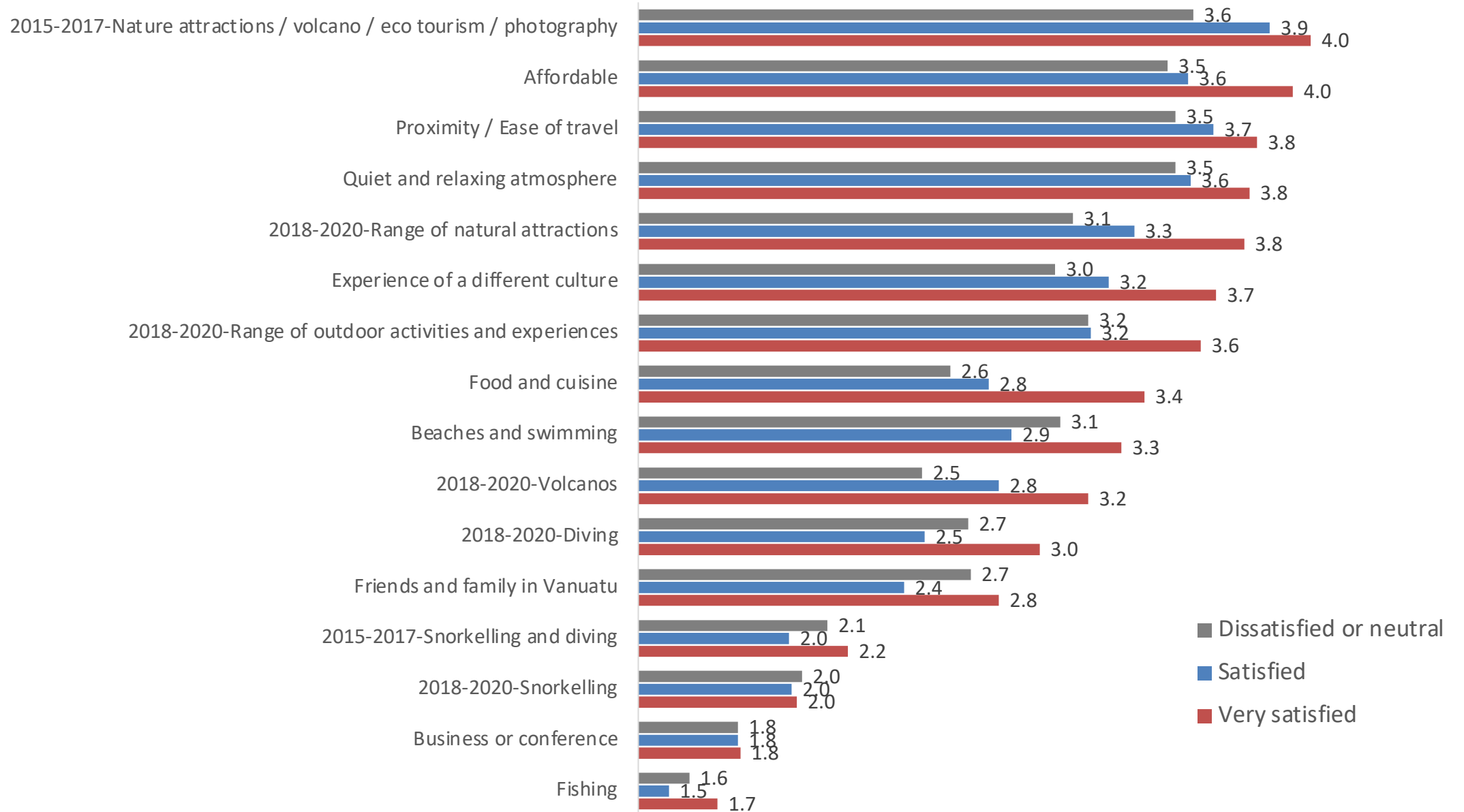


2018-2020



■ Dissatisfied or neutral ■ Satisfied ■ Very satisfied

IVS 2018-2020 Influential factors: Almost all factors except “business and conference” are more influential for very satisfied visitors.



Note: the survey questions were updated from 2018

Mean: 1=No influence to 5=Prime reason for visit

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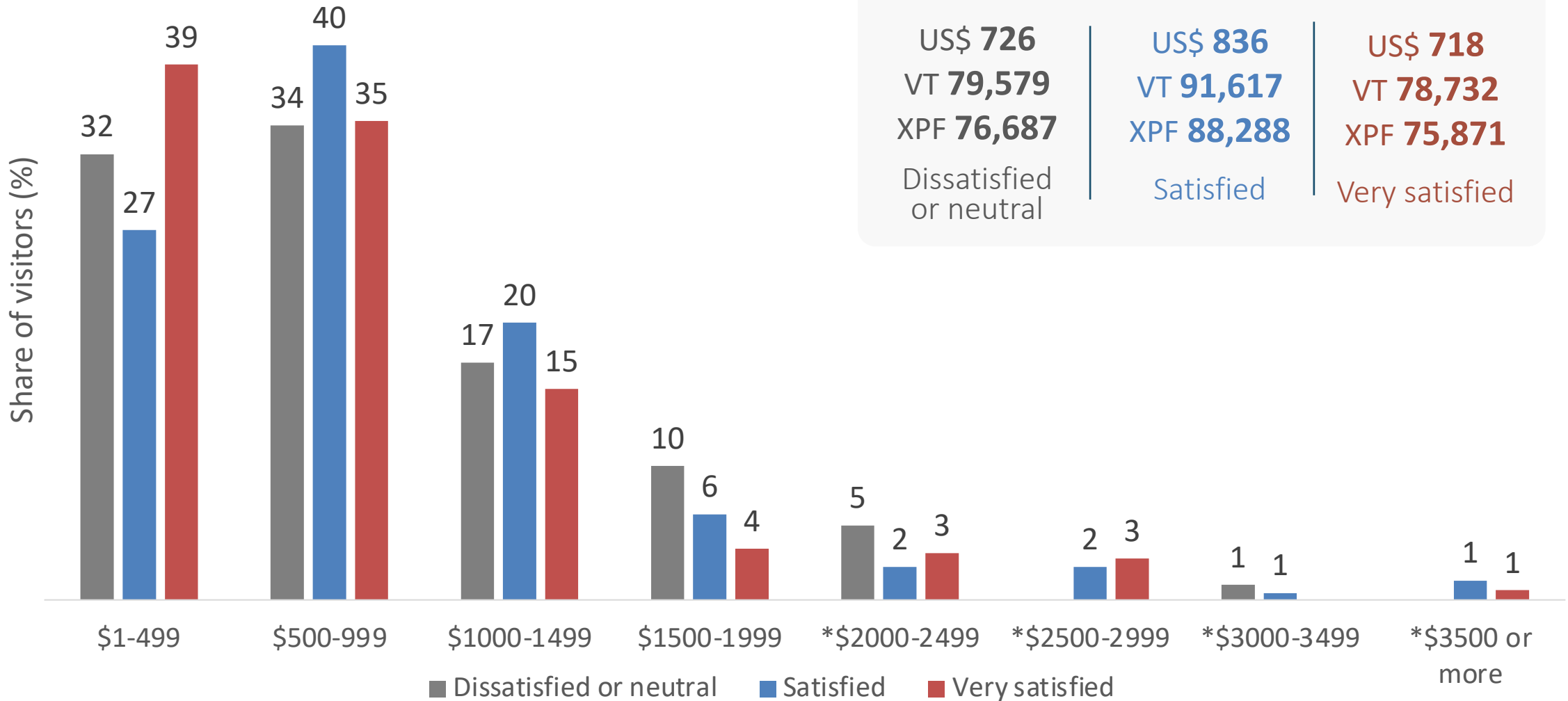


Visitor Spending
and Impact



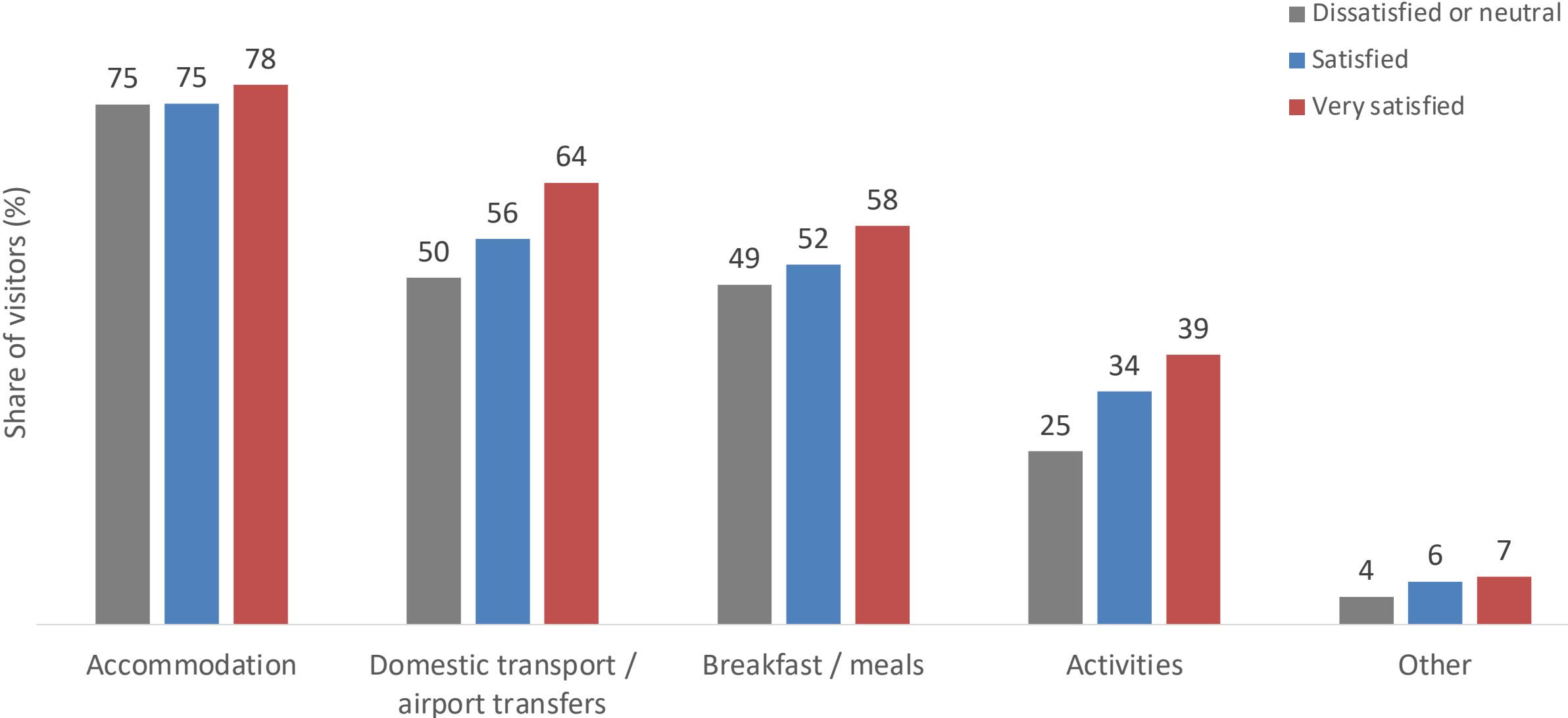
Visitor
Satisfaction

Very satisfied visitors generally paid less prior to arrival than satisfied visitors.



Note: *n<10; Percentage figures are rounded

Prepaid items: very satisfied visitors are more likely to spend on accommodation, domestic transport, meals, and activities.



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

**In-country spend: very satisfied visitors spend less per day than satisfied visitors.
Dissatisfied visitors have the highest in-country spend.**

	DISSATISFIED or NEUTRAL US\$/VT/XPF			SATISFIED US\$/VT/XPF			VERY SATISFIED US\$/VT/XPF		
Accommodation	34	3727	3591	29	3177	3061	22	2360	2275
Food and beverage	26	2850	2746	28	3073	2961	21	2320	2236
Domestic travel	23	2521	2429	23	2486	2395	19	2119	2042
Taxi / Bus / Car	10	1096	1056	11	1157	1115	7	785	757
Supermarket	9	987	951	8	831	801	6	621	598
Duty Free	8	877	845	6	695	669	5	536	517
Clothing	6	658	634	5	502	483	5	535	515
Tours	4	438	423	5	567	546	4	455	438
Handicrafts	5	548	528	5	529	510	4	426	410
Entertainment	8	877	845	4	421	405	4	420	405
Market food	4	438	423	2	249	240	3	287	277
Services	2	219	211	2	237	228	2	225	217
Watches / Jewellery	1	110	106	1	120	116	1	144	139
Internet	1	110	106	1	58	56	1	66	64
Total	US\$141	VT15,455	F14,894	US\$129	VT14,140	F13,626	US\$103	VT11,290	F10,880

Economic Impacts: very satisfied visitors have a lower spend per day and per visit than their ‘satisfied’ and neutral/dissatisfied counterparts.

	DISSATISFIED or NEUTRAL	SATISFIED	VERY SATISFIED
	*US\$/VT/XPF	*US\$/VT/XPF	*US\$/VT/XPF
Average Spend Prior to arrival			
Per Person Per Trip	726/79592/76700	836/91617/88288	718/78732/75871
Flowing into local economy rate – estimated 62.5%			
Per Person Per Trip	454/49745/47937	522/57260/55180	449/49207/47419
Per Person per Day	76/8332/8030	88/9624/9274	70/7725/7444
Length of stay (nights)	6.0	6.0	6.4
Average Local Spend			
Per Person Per Trip	842/92269/88916	765/83903/80854	657/71979/69364
Per Person per Day	141/15455/14894	129/14101/13589	103/11300/10889
Total Economic Impact-Per Trip	1,296/142,014/136,853	1,287/141,163/136,034	1,106/121,186/116,783
Total Economic Impact-Per Day	217/23,788/22,924	217/23,725/22,863	173/19,025/18,333

Report Structure



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Decision Making



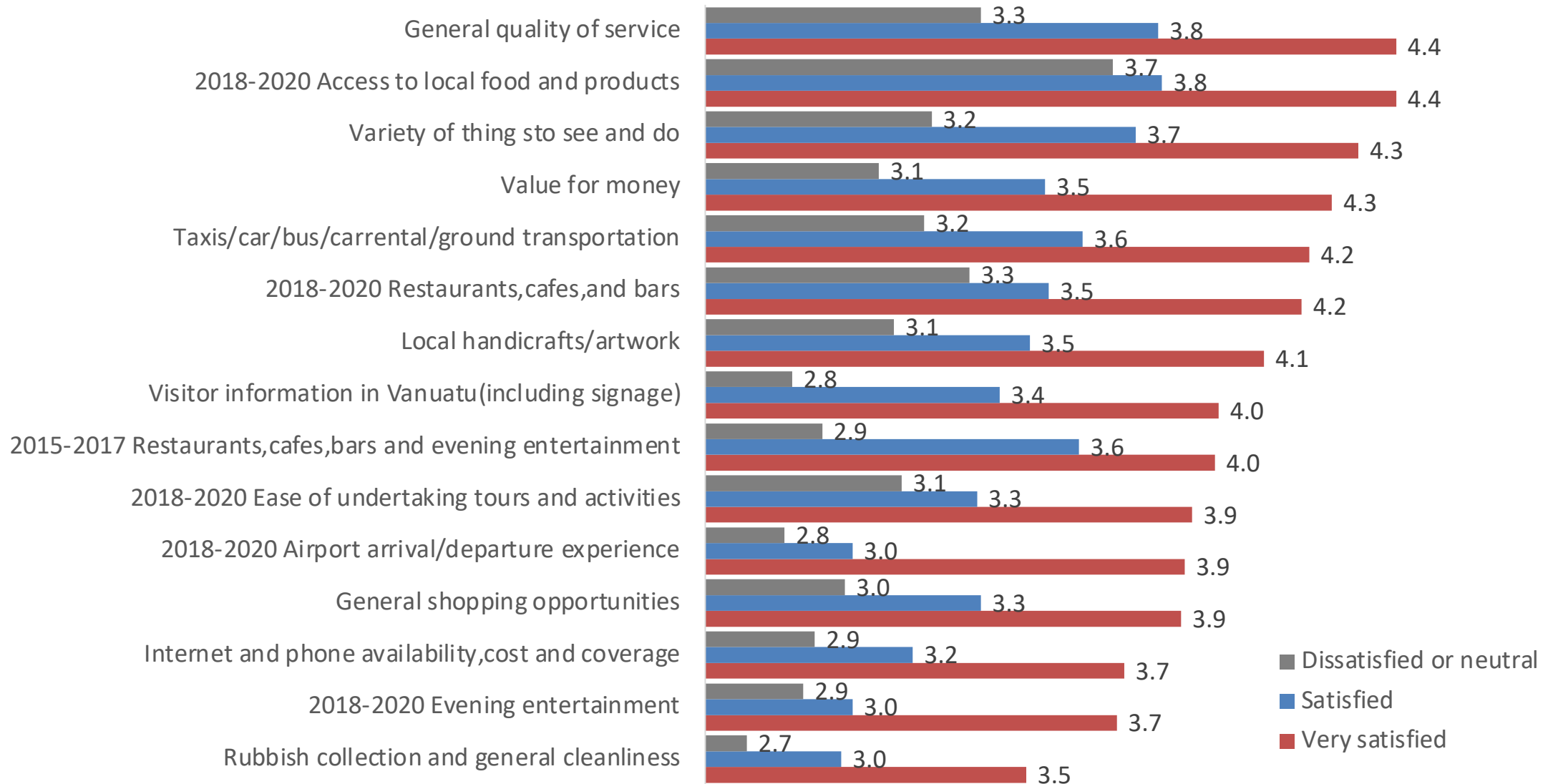
Visitor Spending
and Impact



Visitor
Satisfaction

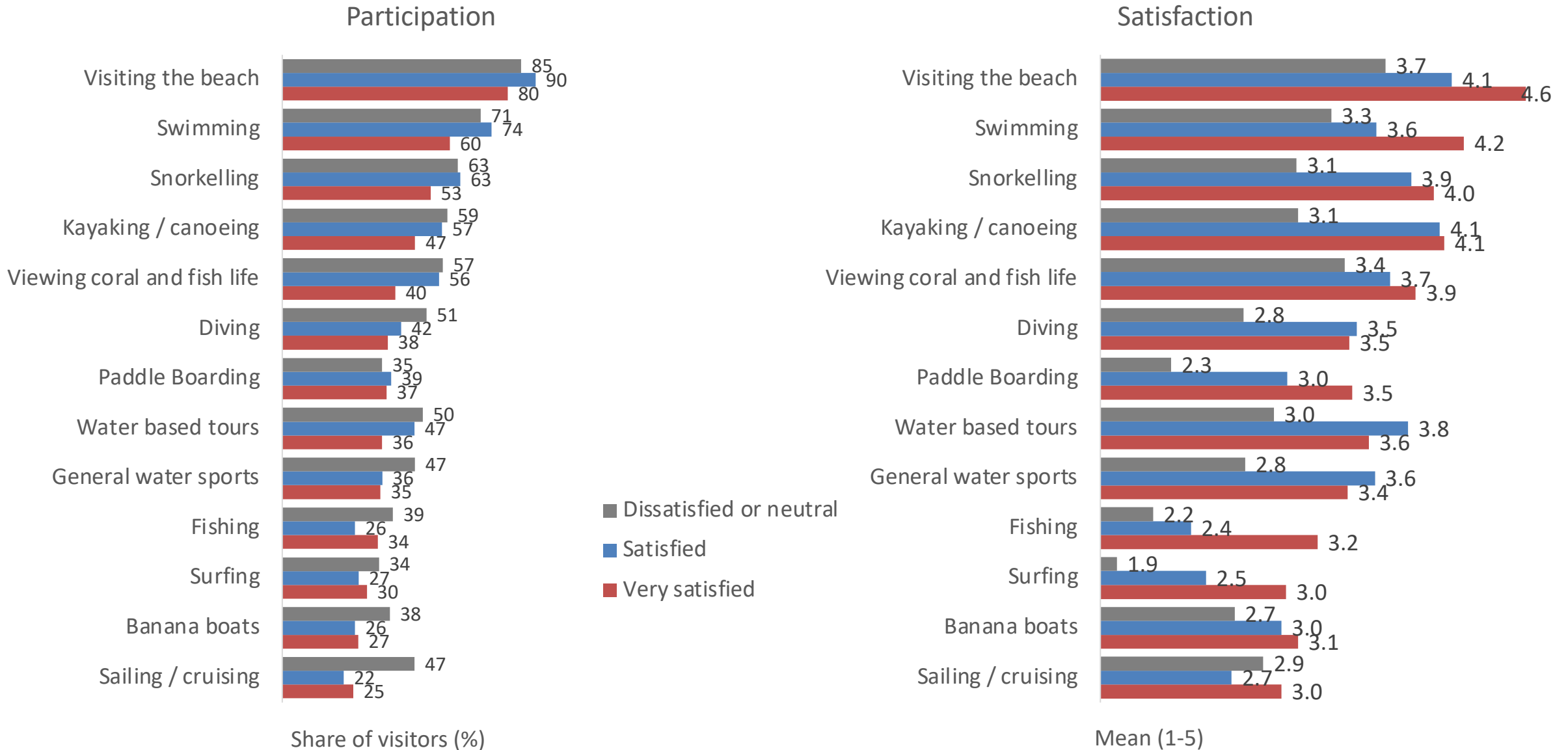
Very satisfied visitors are far more satisfied with a range of travel experiences.

Satisfaction with services and facilities in Vanuatu

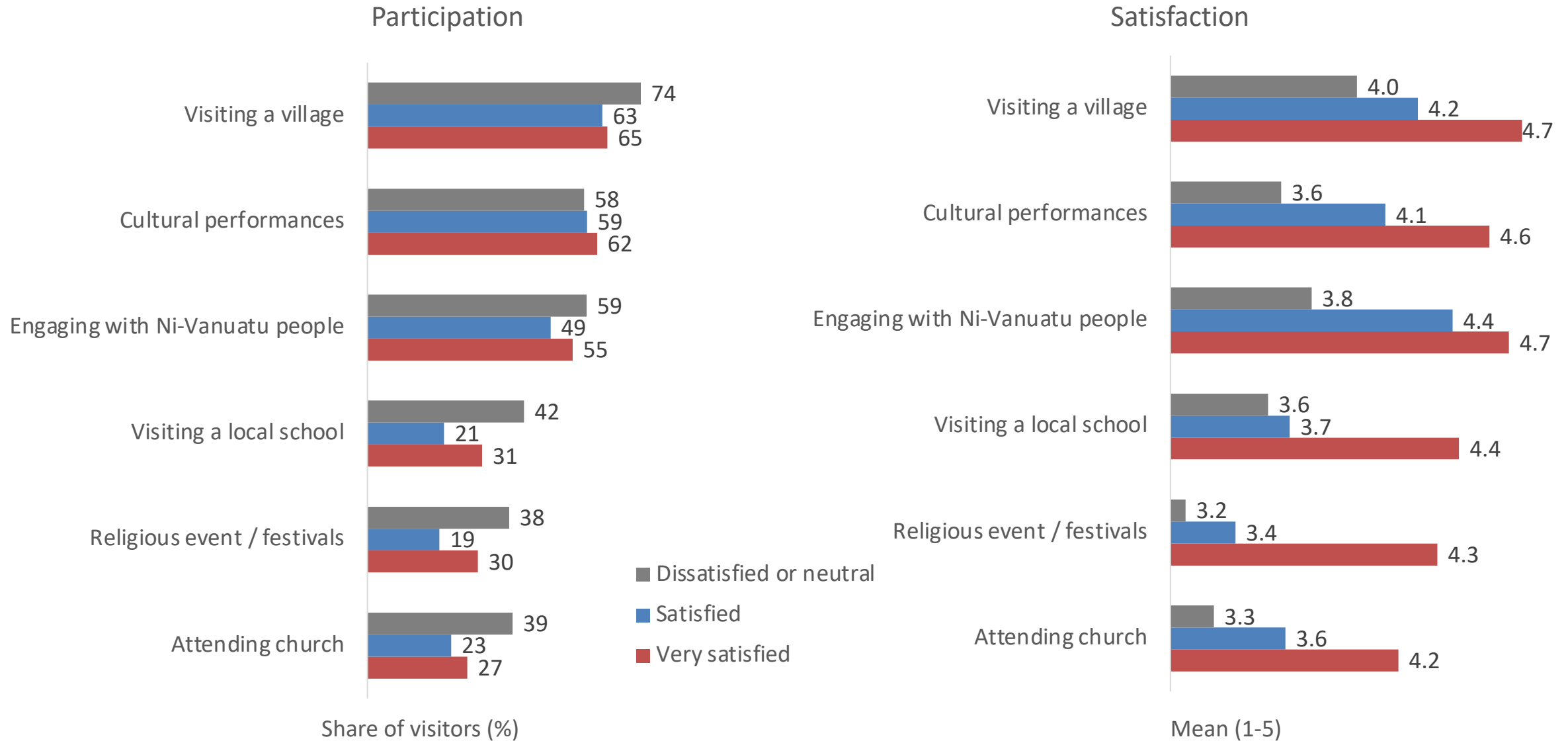


Mean (1-5)

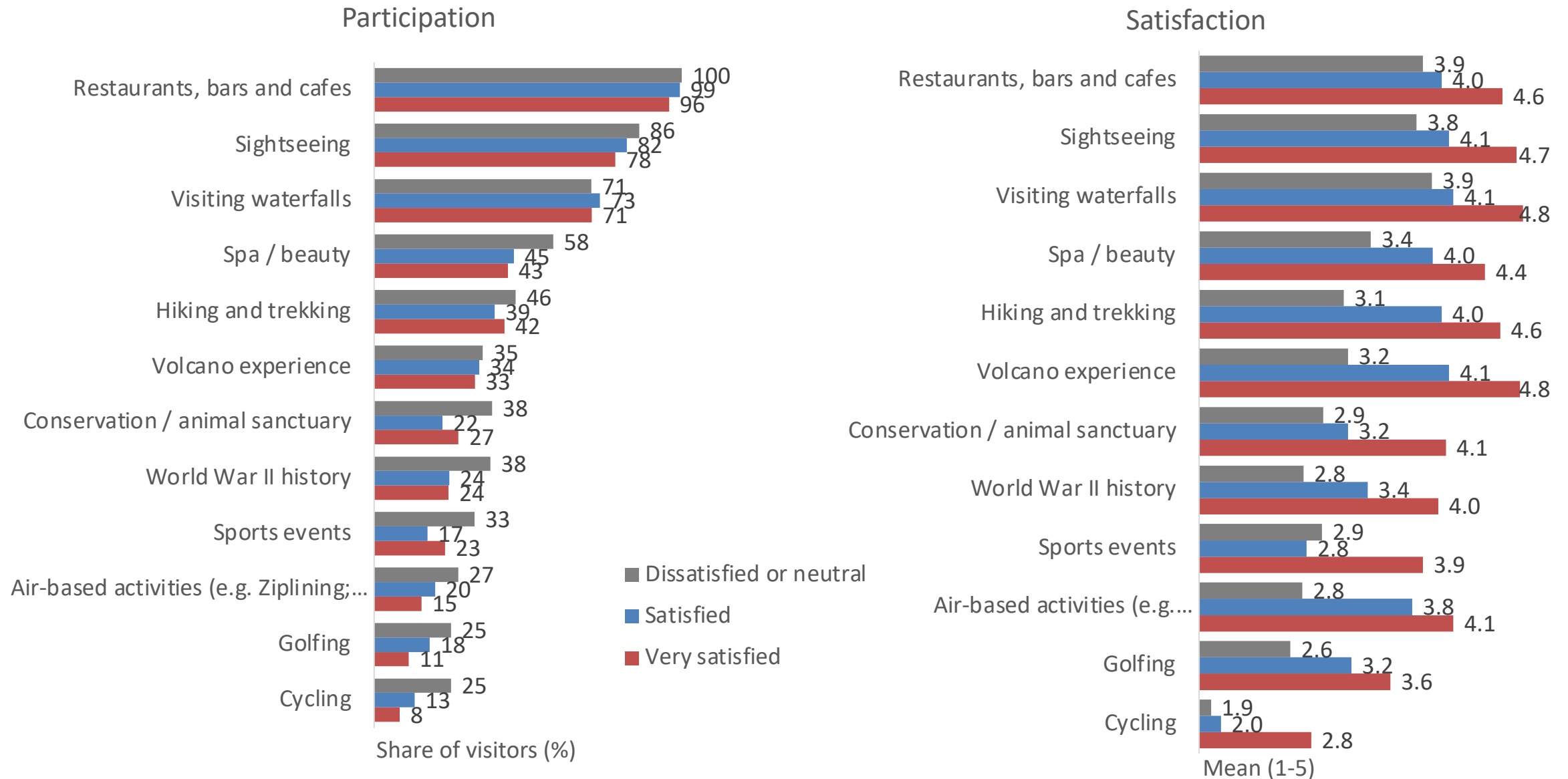
IVS 2018-2020: very satisfied visitors have lower participation in most water-based activities, however the levels of satisfaction with major activities are generally higher, except water-based tours and general water sports.



IVS 2018-2020: Very satisfied visitors exhibit higher levels of participation in, and satisfaction with, cultural experiences.

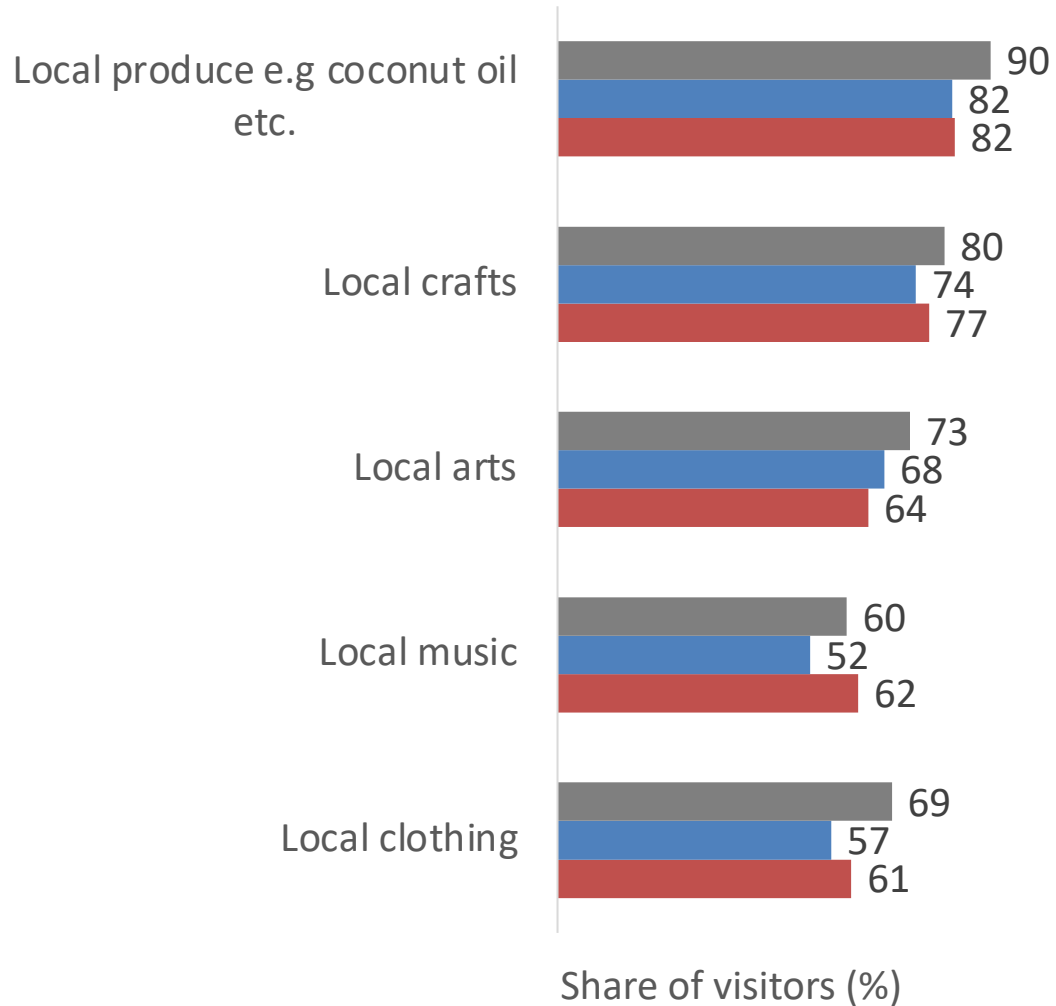


IVS 2018-2020: very satisfied visitors have lower participation in most land-based activities except volcano, air-based activities, golf and cycling; however the levels of satisfaction are higher.

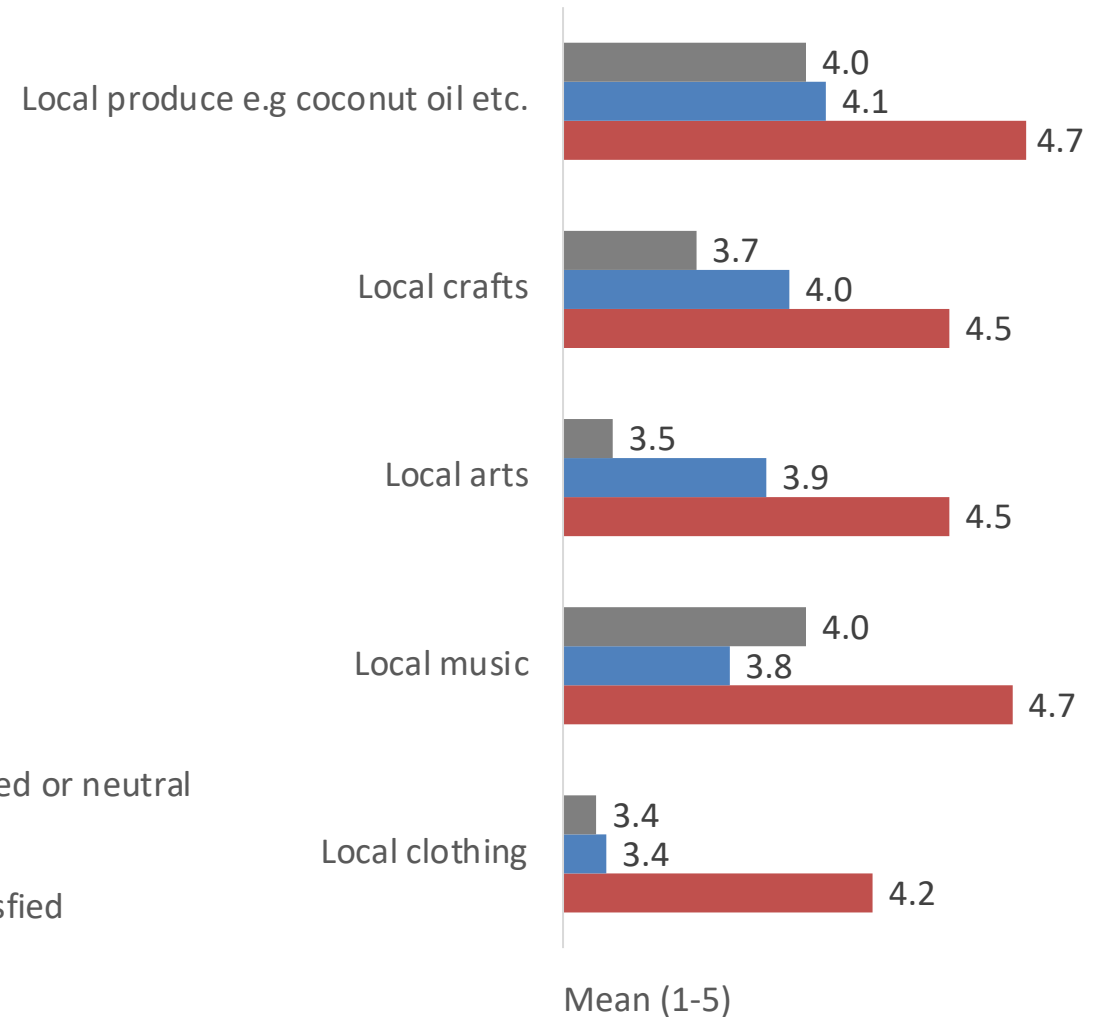


IVS 2018-2020: very satisfied visitors are more likely to participate in shopping activities except for local arts, satisfaction with shopping tends to be considerably higher.

Participation

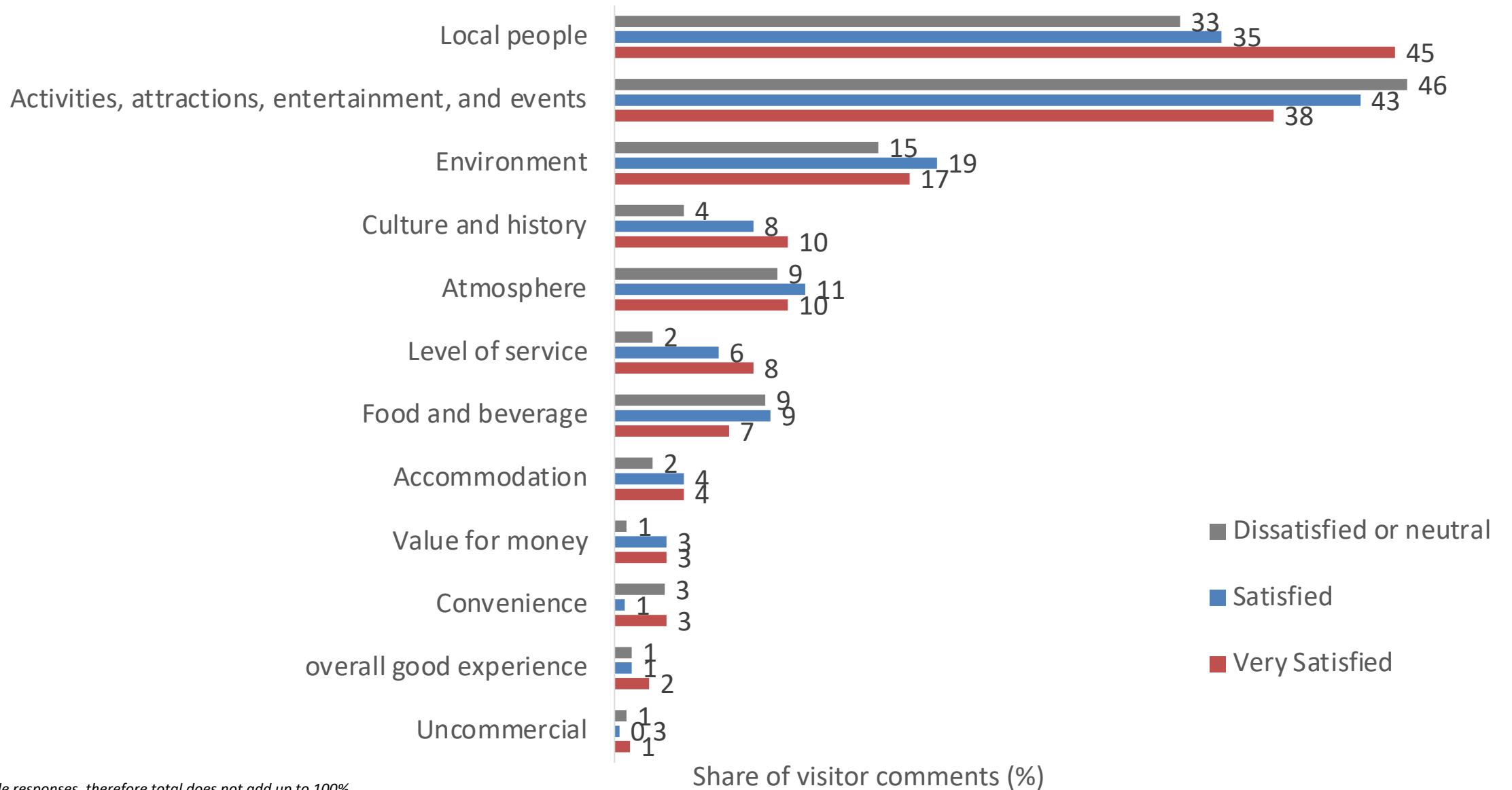


Satisfaction



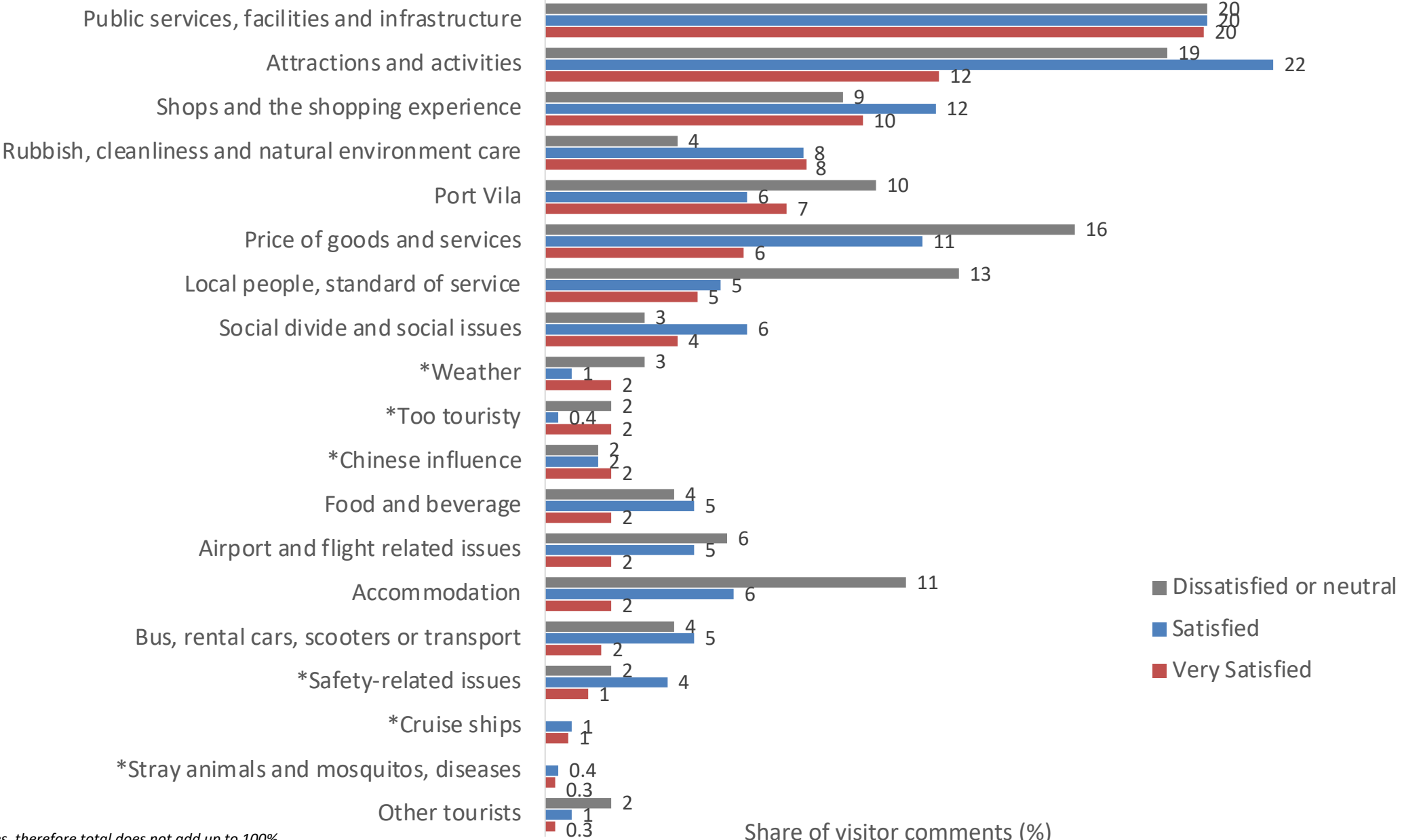
■ Dissatisfied or neutral
■ Satisfied
■ Very satisfied

Most appealing aspects: very satisfied visitors have more positive comments on local people, level of services, culture and history, accommodation, and convenience of the destination.



Note: *n<10; Multiple responses, therefore total does not add up to 100%

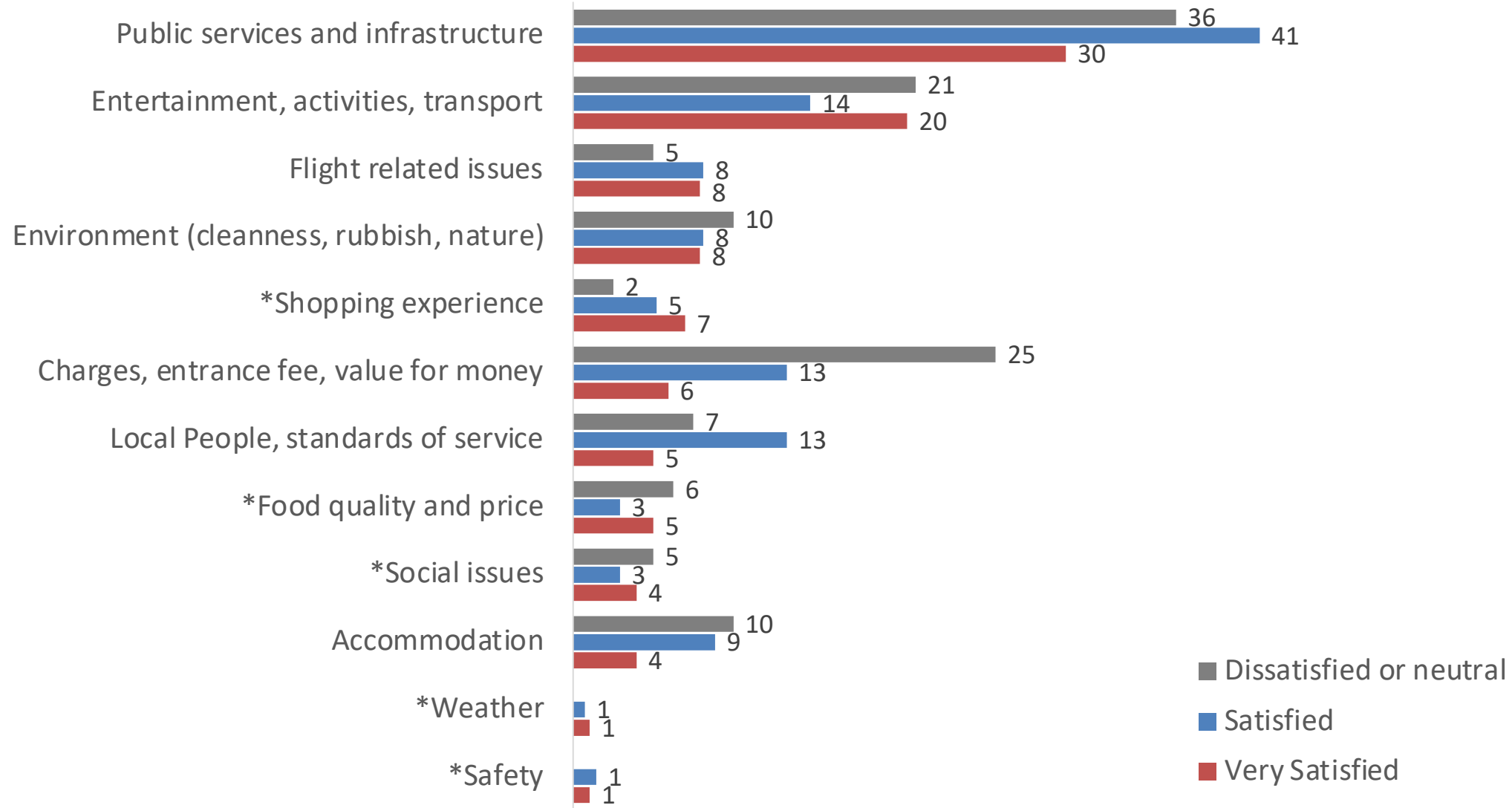
Least appealing aspects: very satisfied visitors provide fewer negative comments than their satisfied counterparts, with the exception of Port Vila. Dissatisfied/neutral visitors are far more likely to highlight least appealing factors relating to accommodation, service standards, price/value for money and Port Vila.



Note: *n<10; Multiple responses, therefore total does not add up to 100%

Share of visitor comments (%)

Suggested Improvements: very satisfied visitor comments tend to focus on infrastructure/public services and entertainment. Neutral/dissatisfied visitors place an additional strong focus on value for money, accommodation and environment.



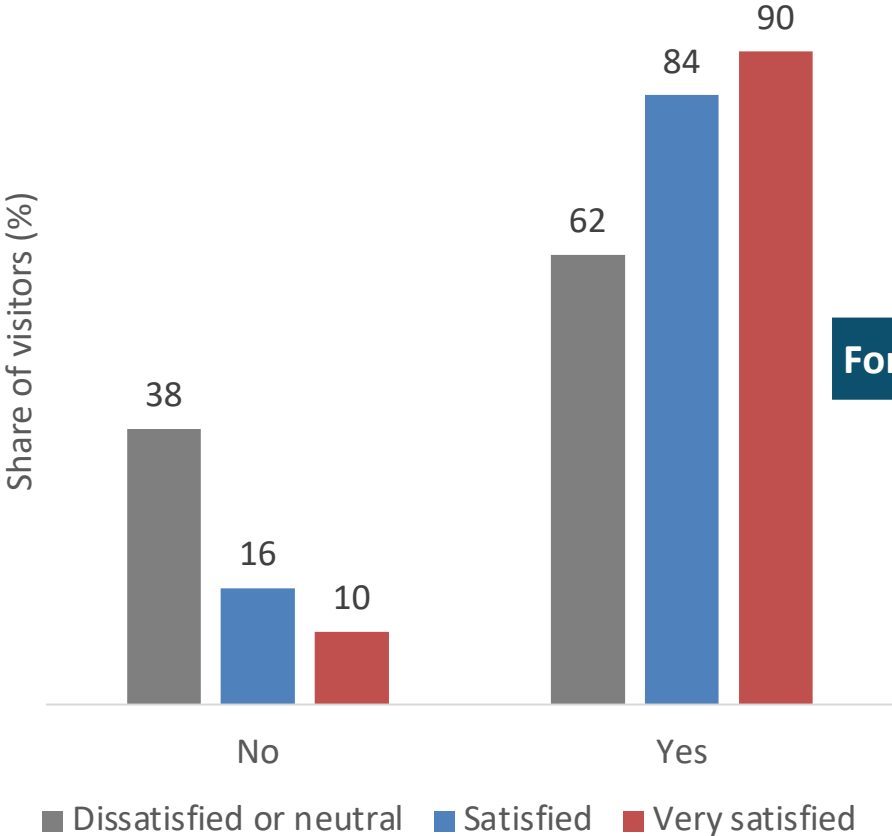
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Share of visitor comments (%)

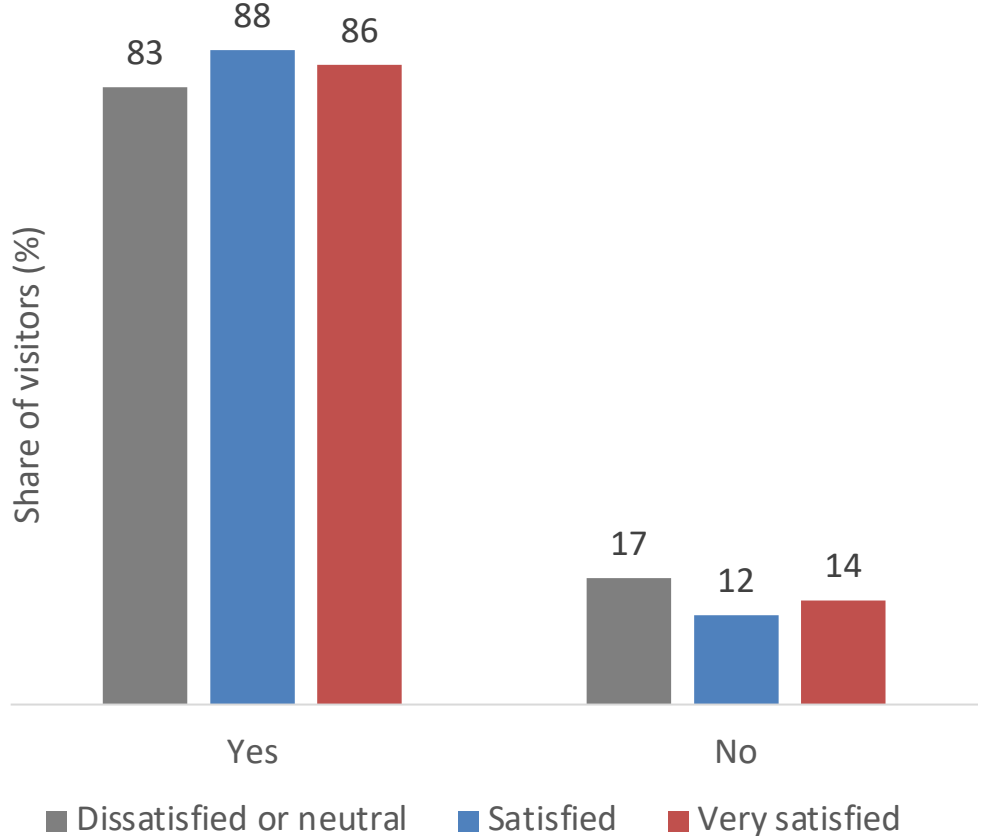
Very satisfied visitors are more likely to say that they would like to return, but the willingness to visit outer islands on the next visit is relatively consistent across all groups.

Willingness to return

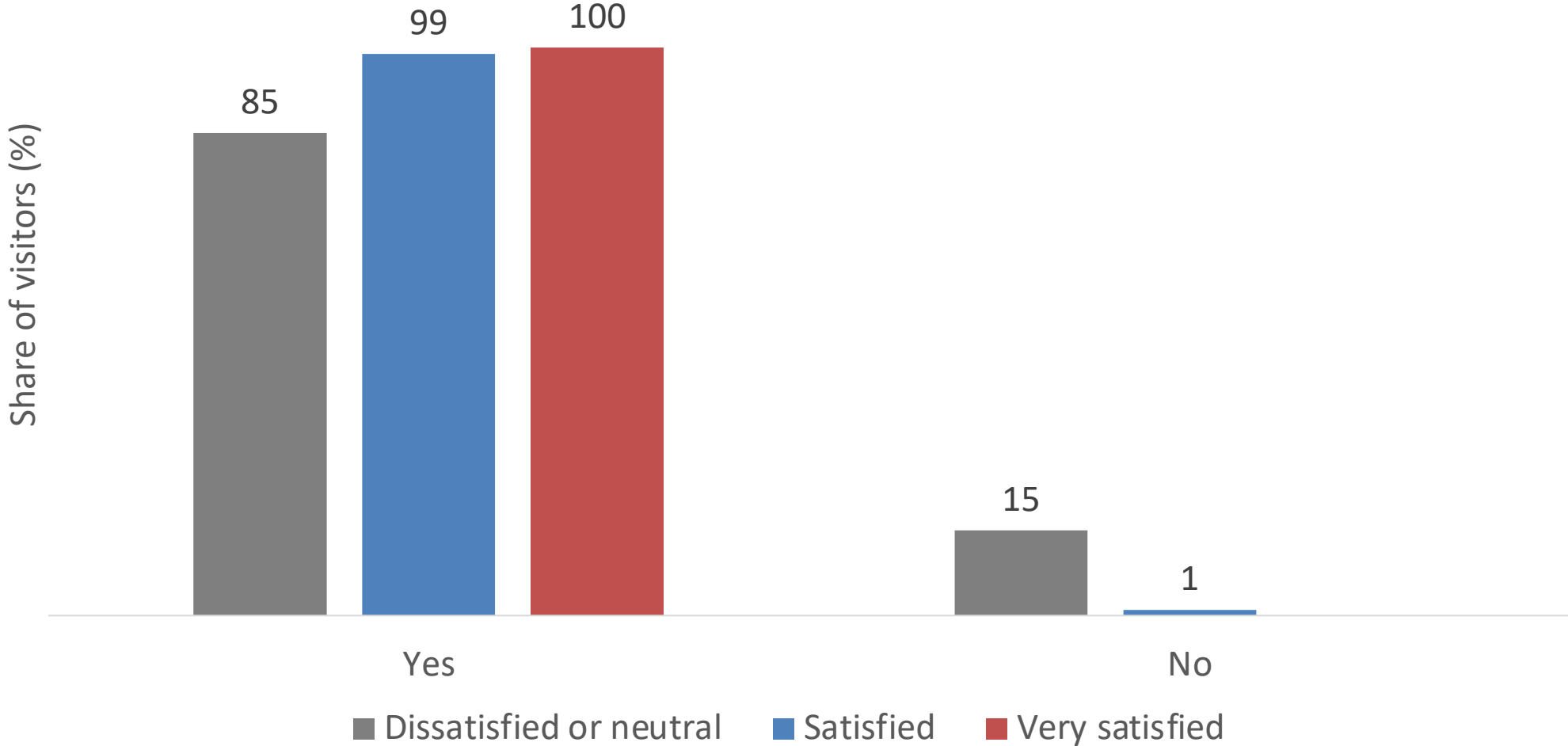
Willingness to Visit Outer Islands for Next Trip



For those who said "yes" →



Willingness to recommend Vanuatu increases significantly with higher satisfaction levels.



Thank you

A photograph of a volcanic eruption at night. In the foreground, two people are seen from behind, looking towards a bright, glowing lava flow. The lava is spilling over rocky terrain, creating a dramatic scene of fire and light. The background is dark, with the sky showing a gradient from deep blue to purple. The overall mood is awe and wonder.

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