



Visitors to Lalomanu vs others' Visitors

Samoa International Visitor Survey (January – December 2018)



Number of visitors



3,373 (45%)

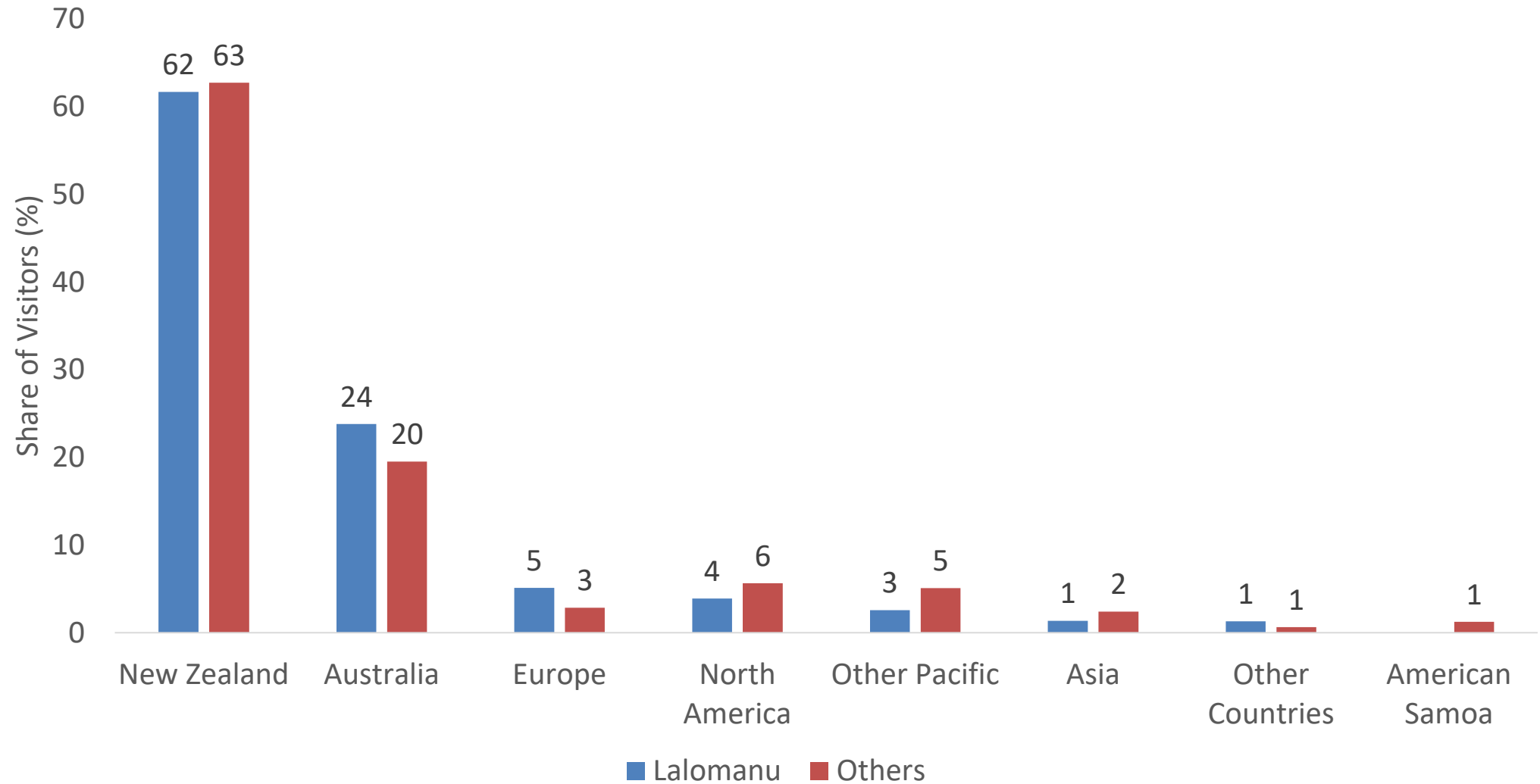
Lalomanu visitors

Note: survey data thus unweighted.

A decorative graphic consisting of a blue trapezoidal shape on the left and a red rectangular shape on the right, both pointing towards the center. The text 'Visitor Characteristics' is centered within the red shape.

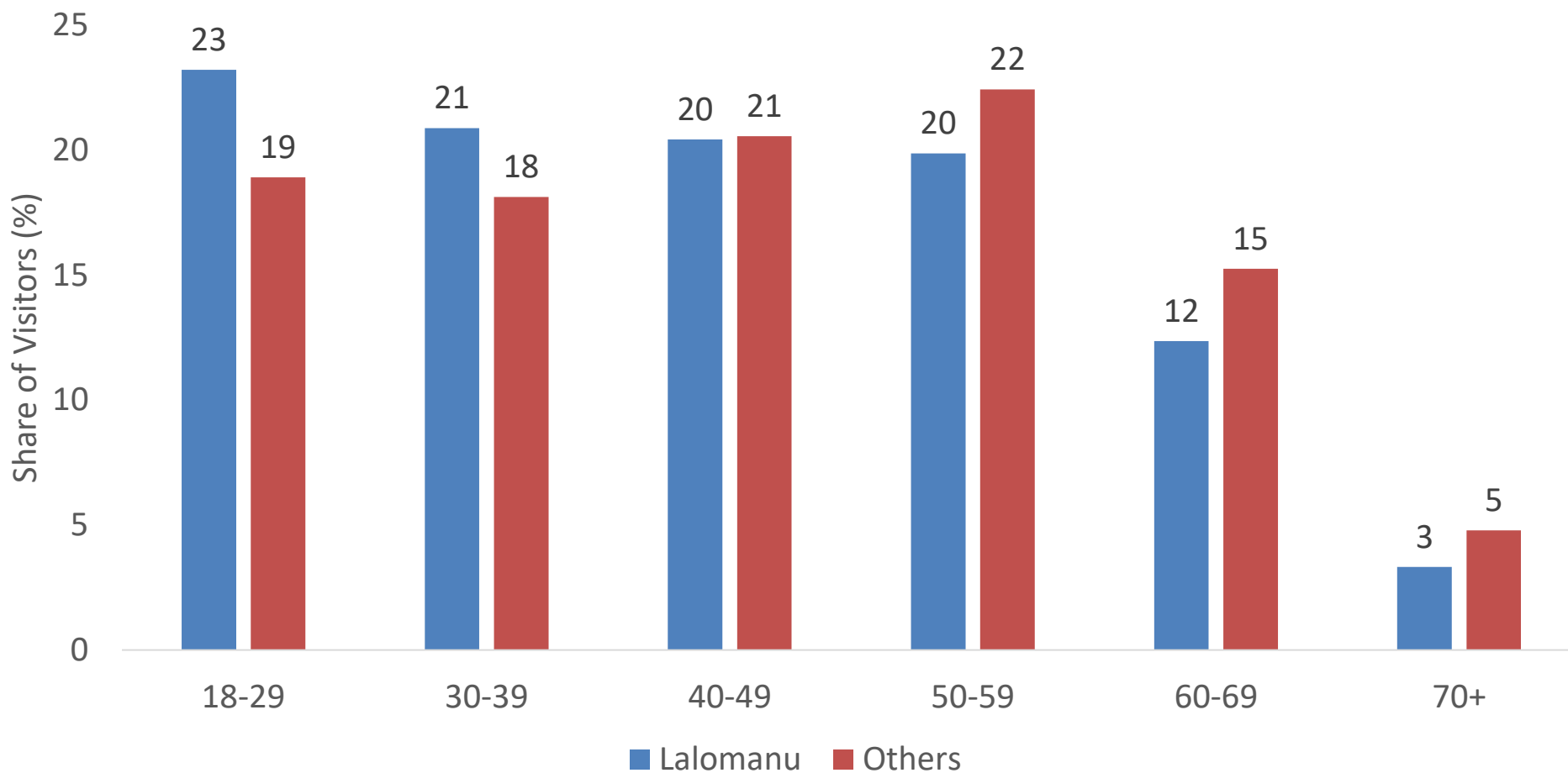
Visitor Characteristics

Country of Origin

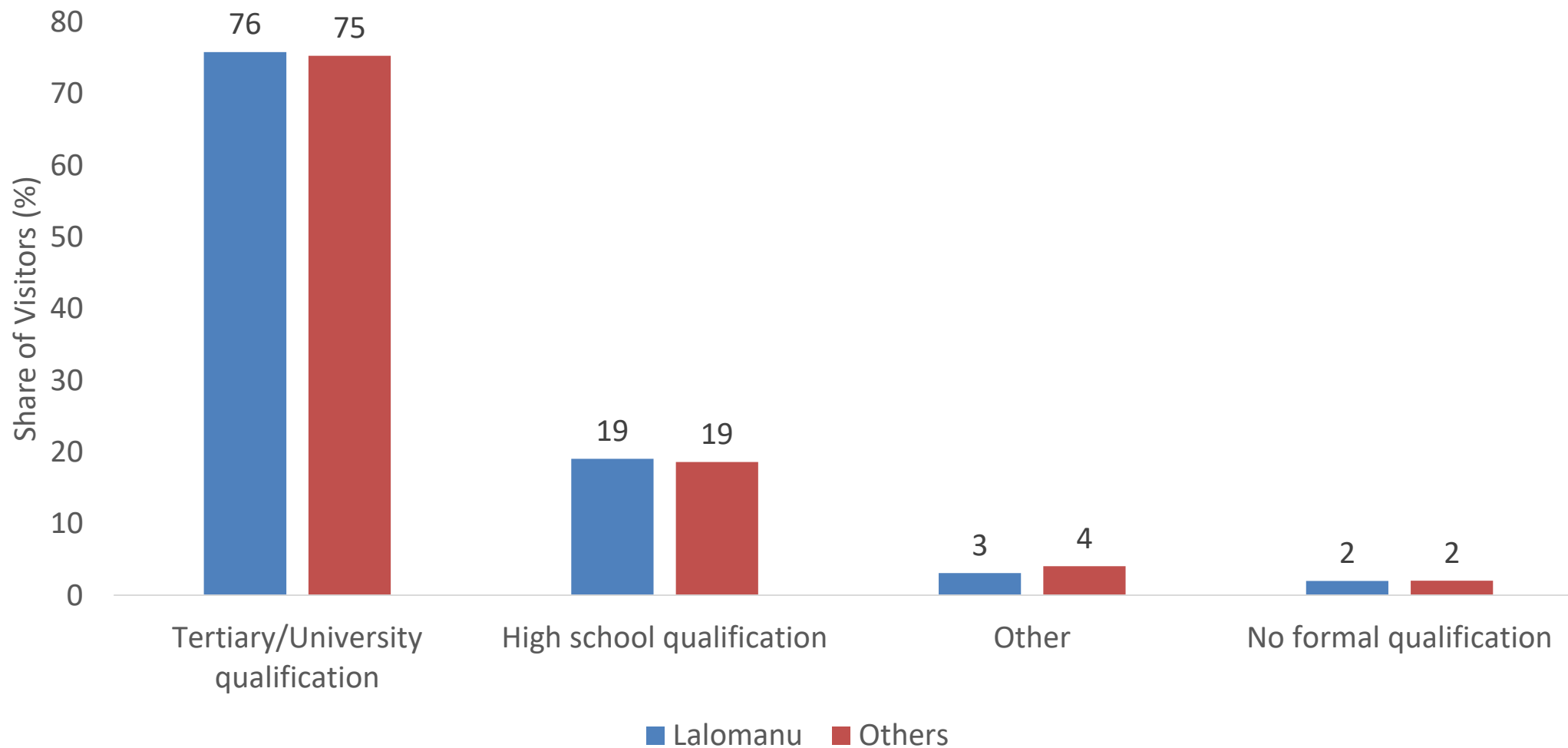


Note: survey data thus unweighted.

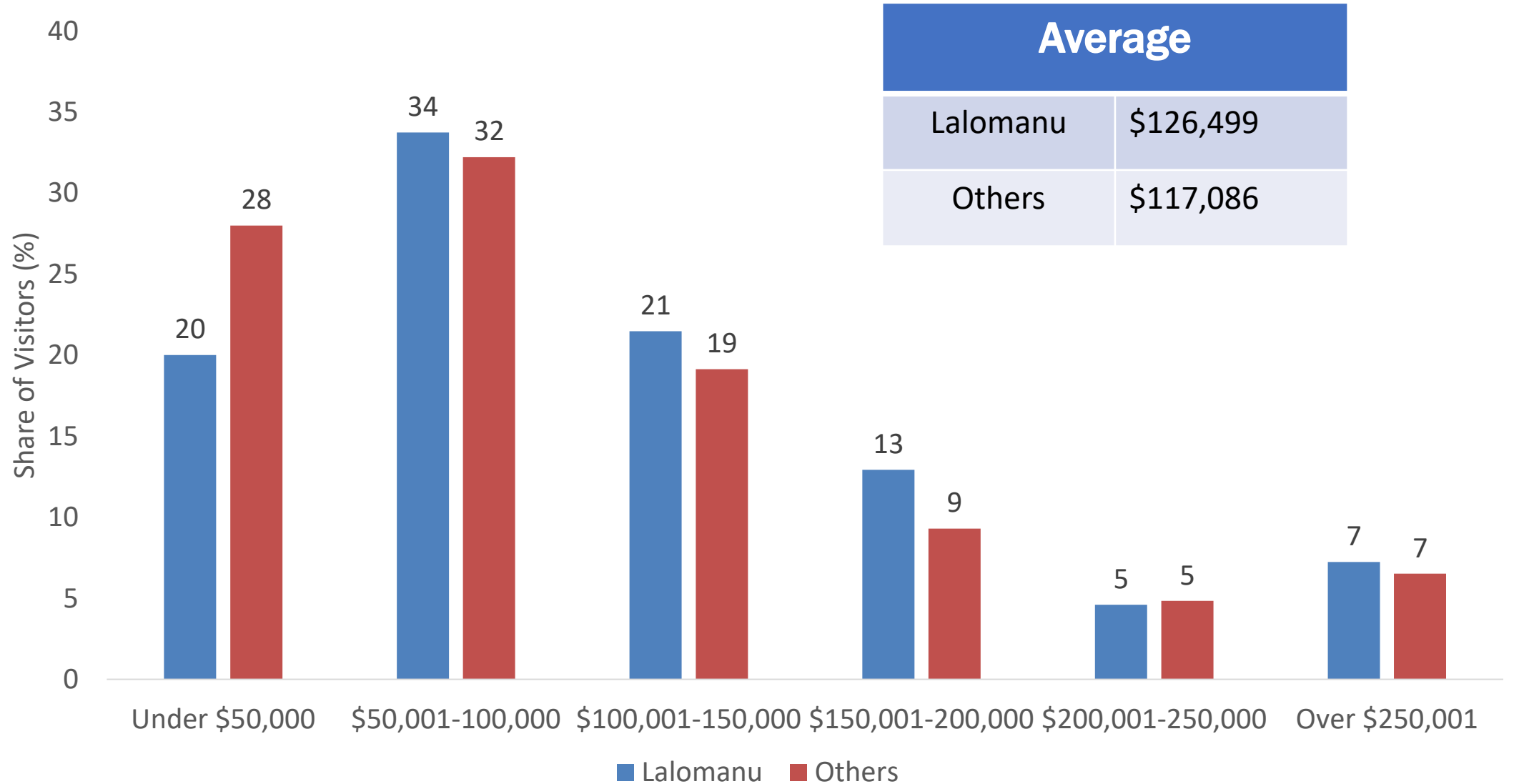
Distribution of age groups



Highest qualifications



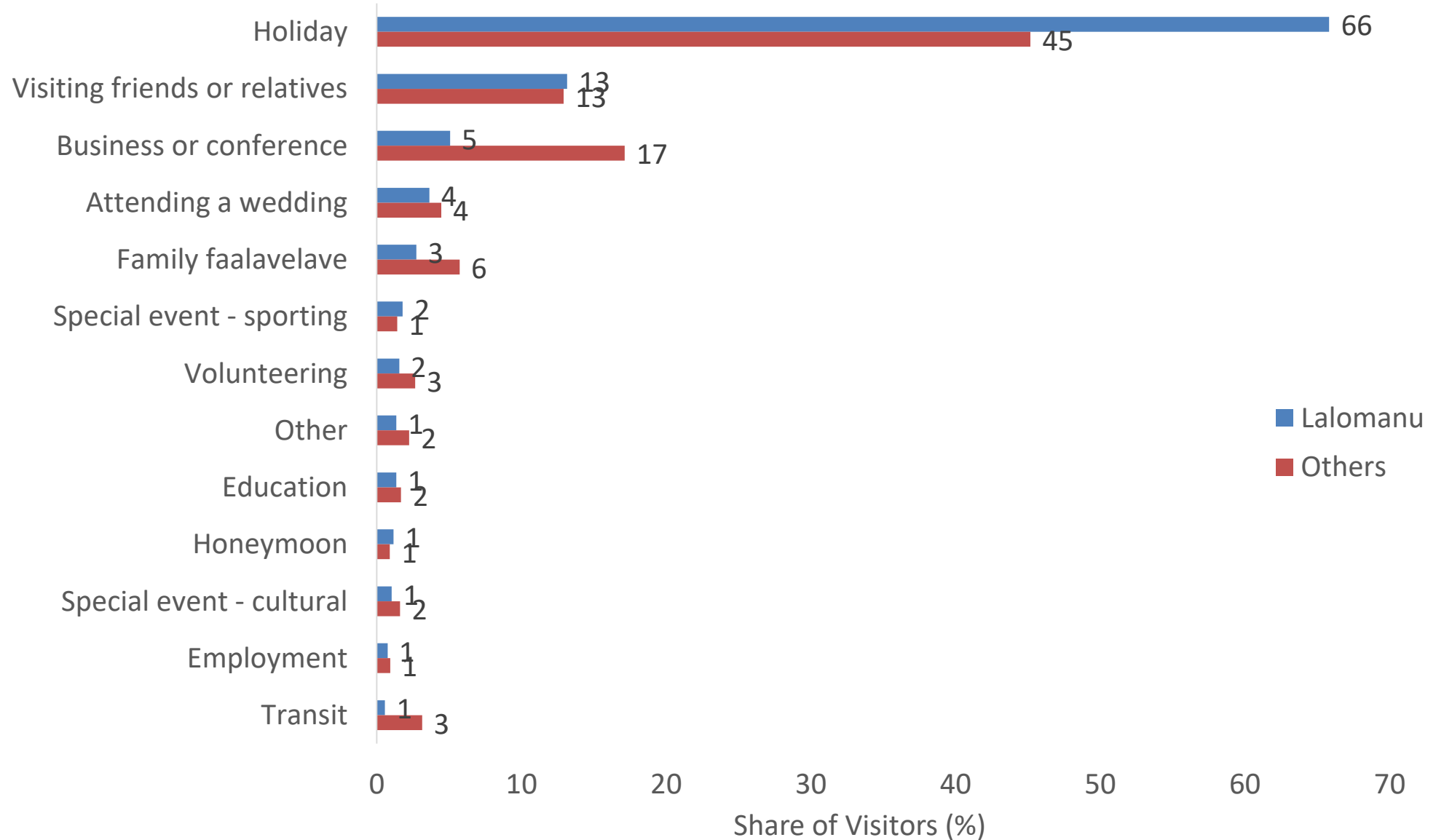
Annual household income in NZD



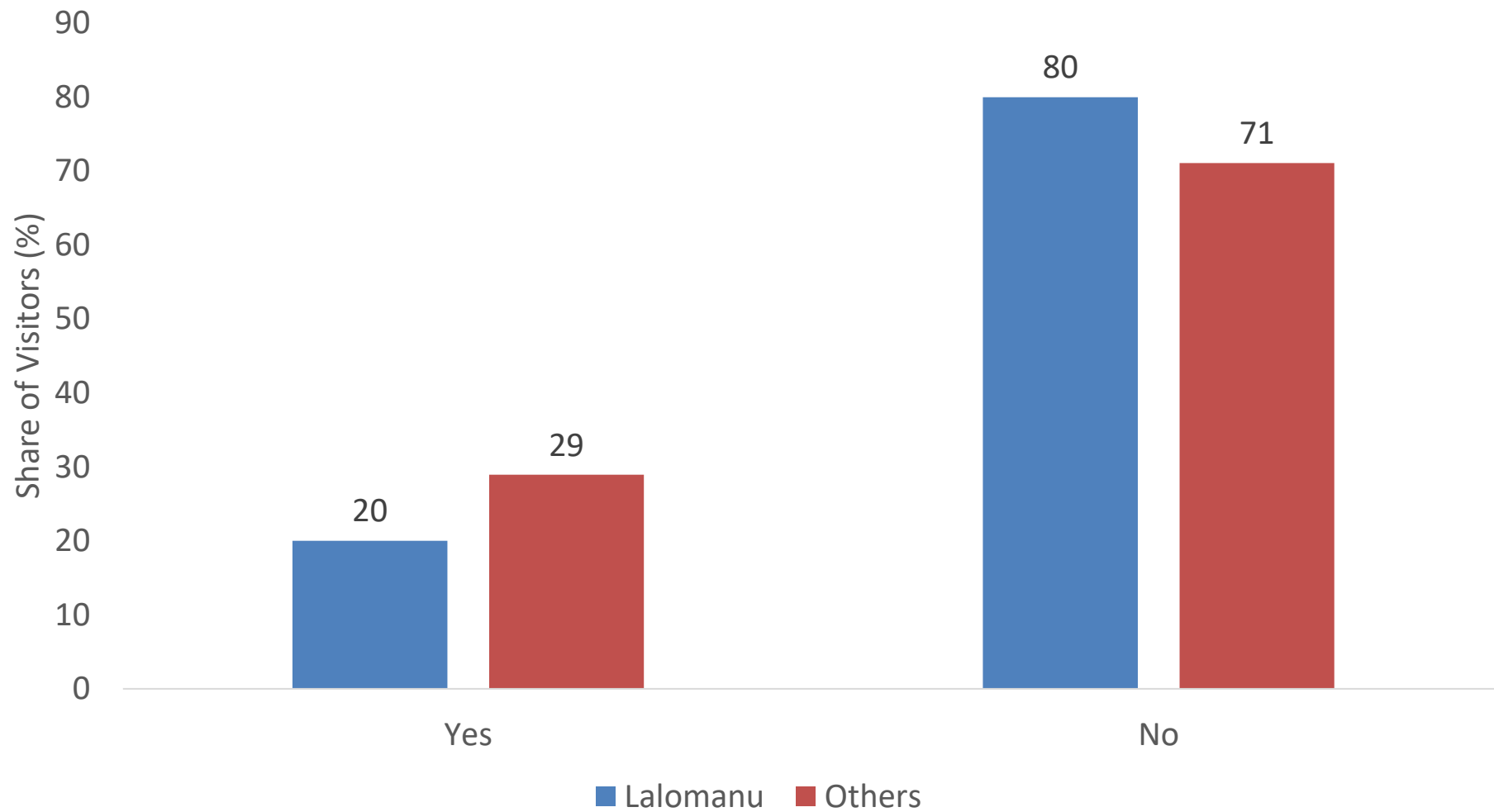
Average

Lalomanu	\$126,499
Others	\$117,086

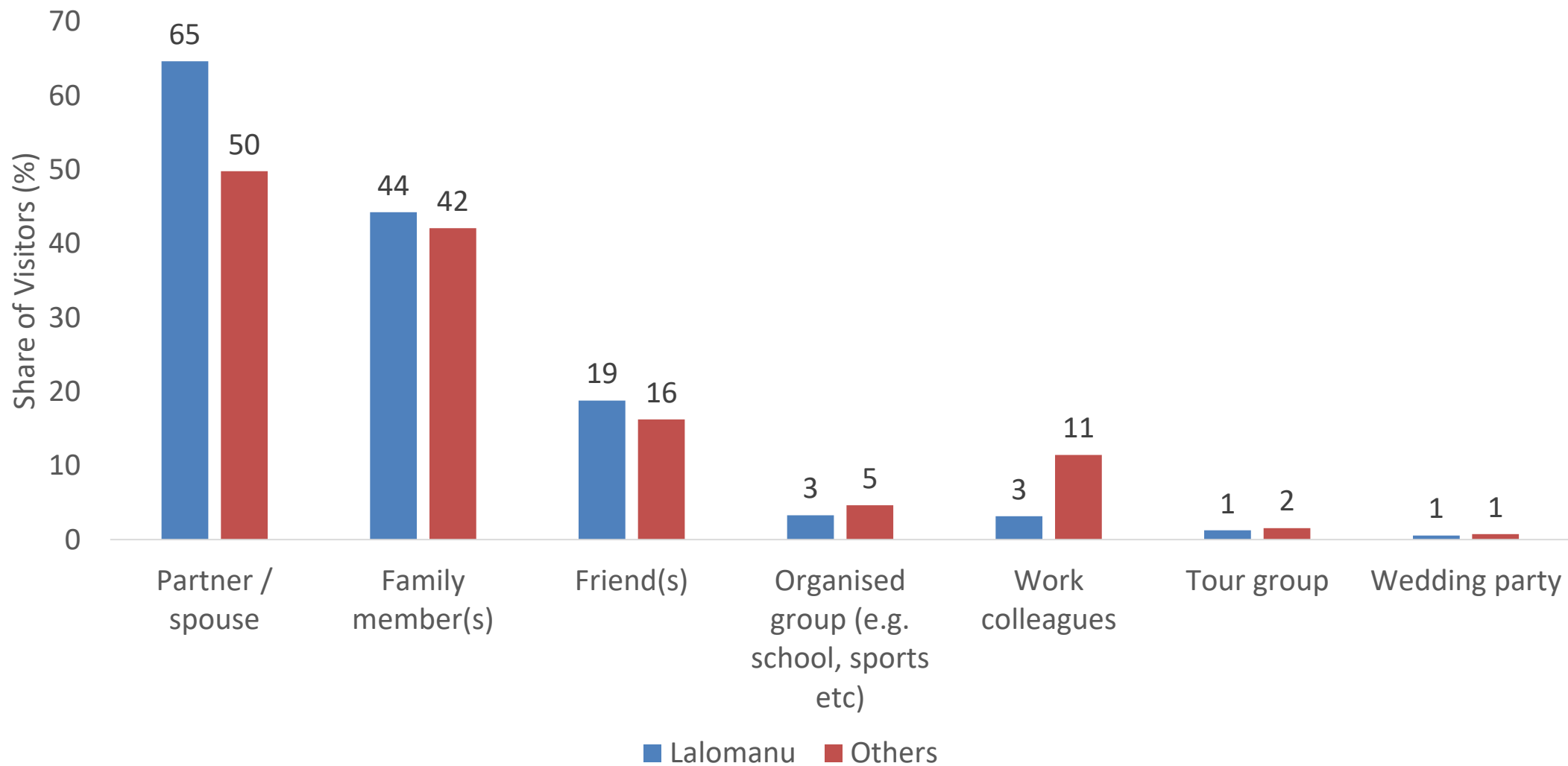
Main purpose of visit



Travelling to Samoa alone or not?

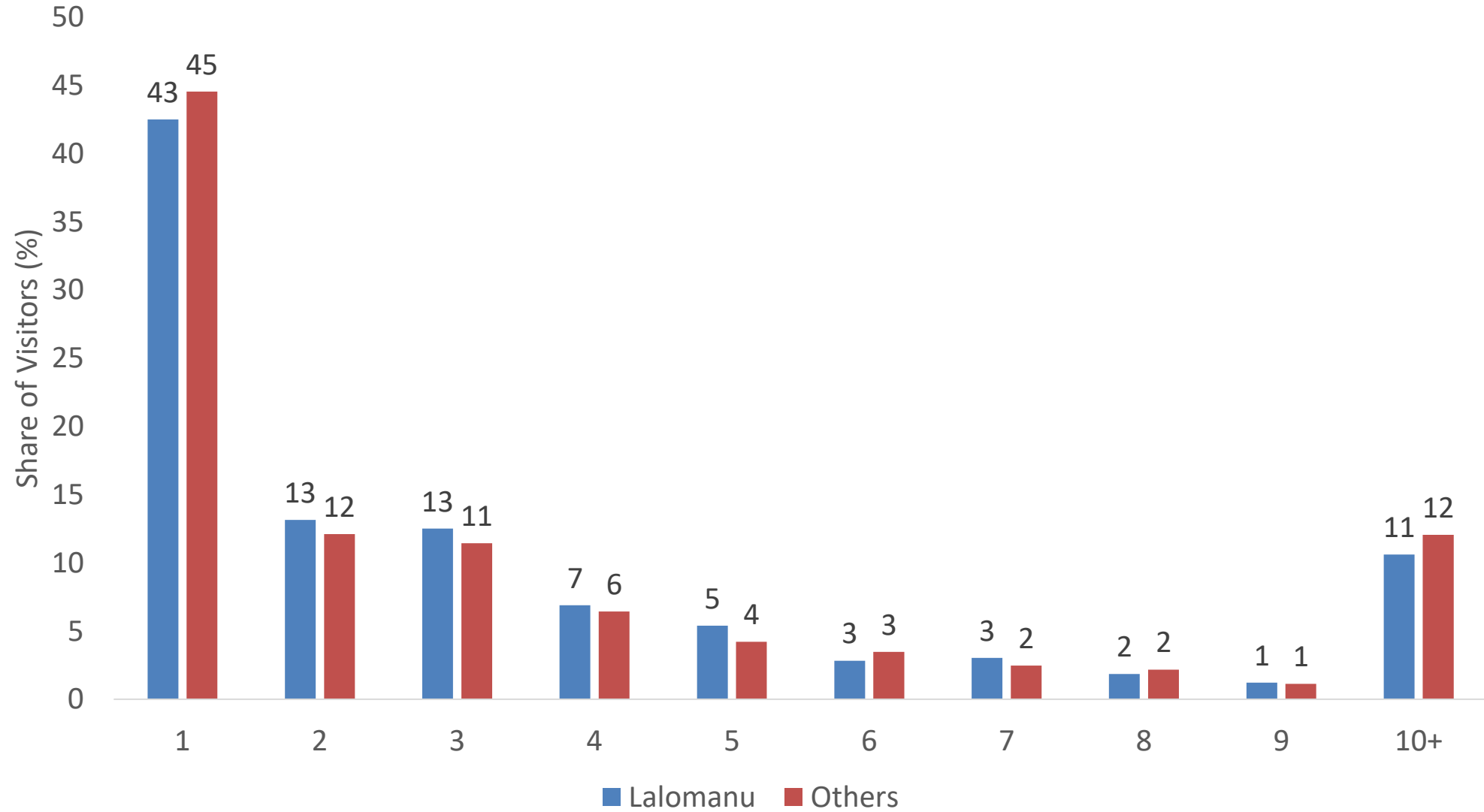


Travelling with whom?

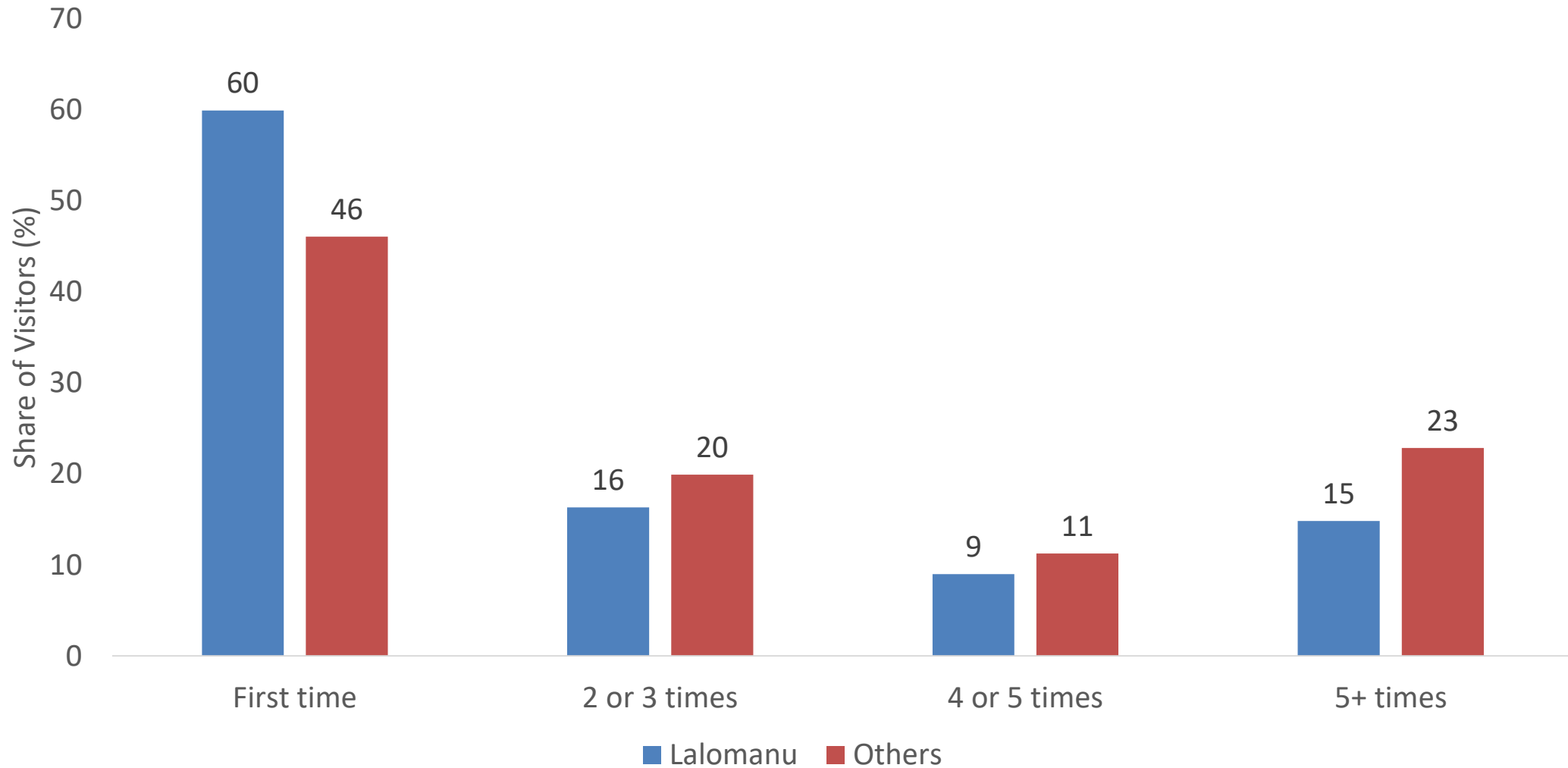


*Multiple responses, therefore total does not add up to 100%.

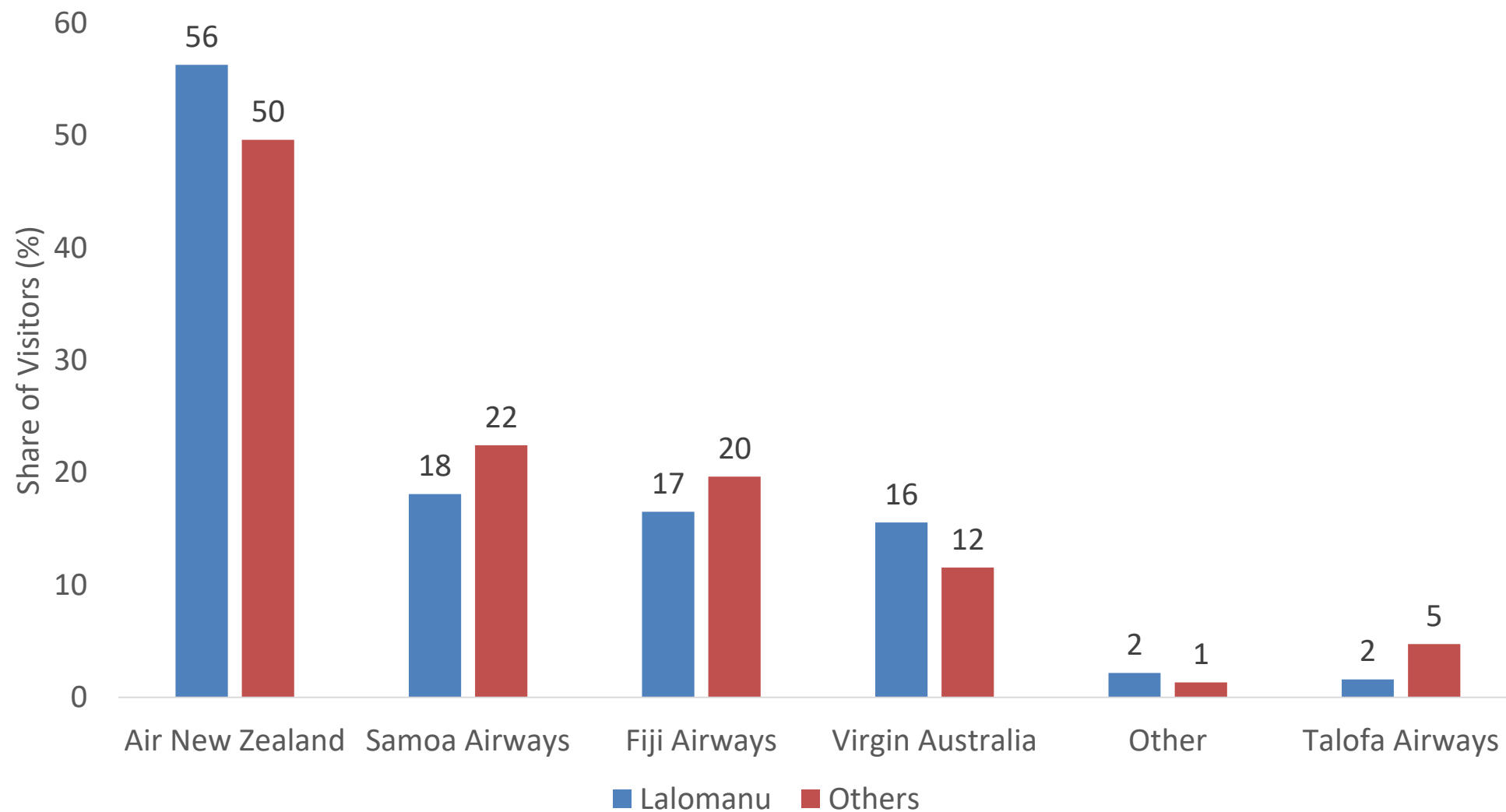
Number of companions



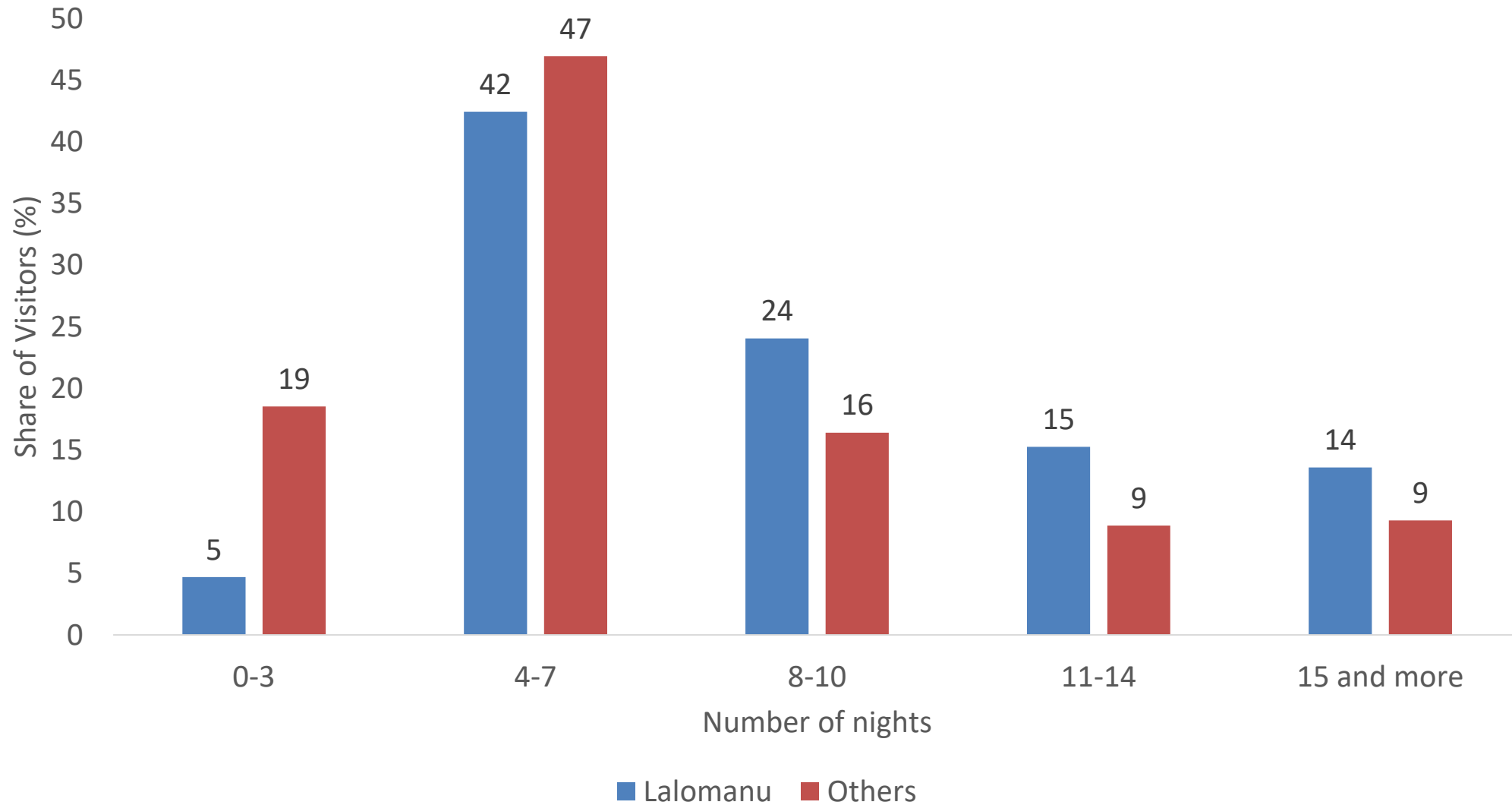
Previous visits to Samoa



Airline used

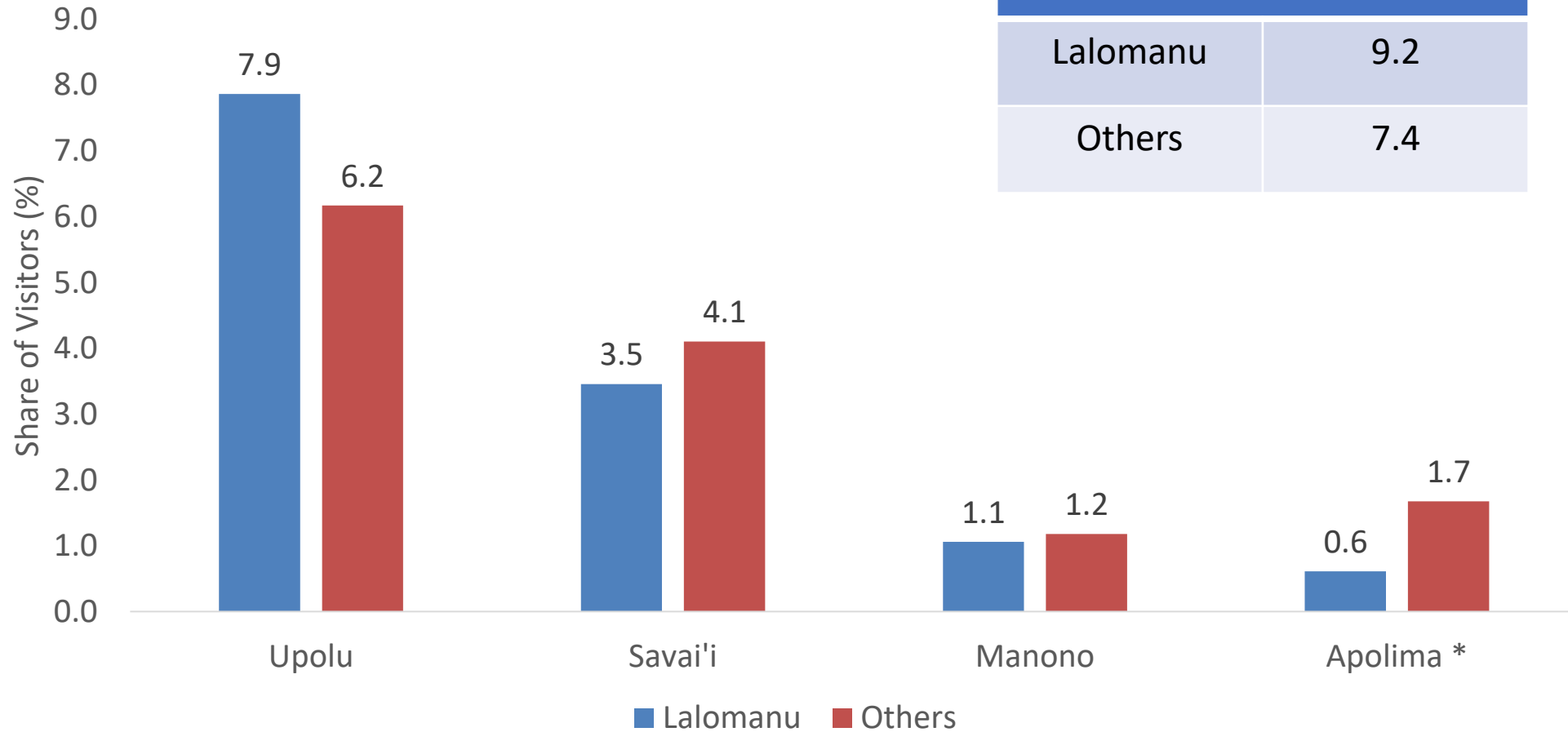


Length of stay



Average length of stay

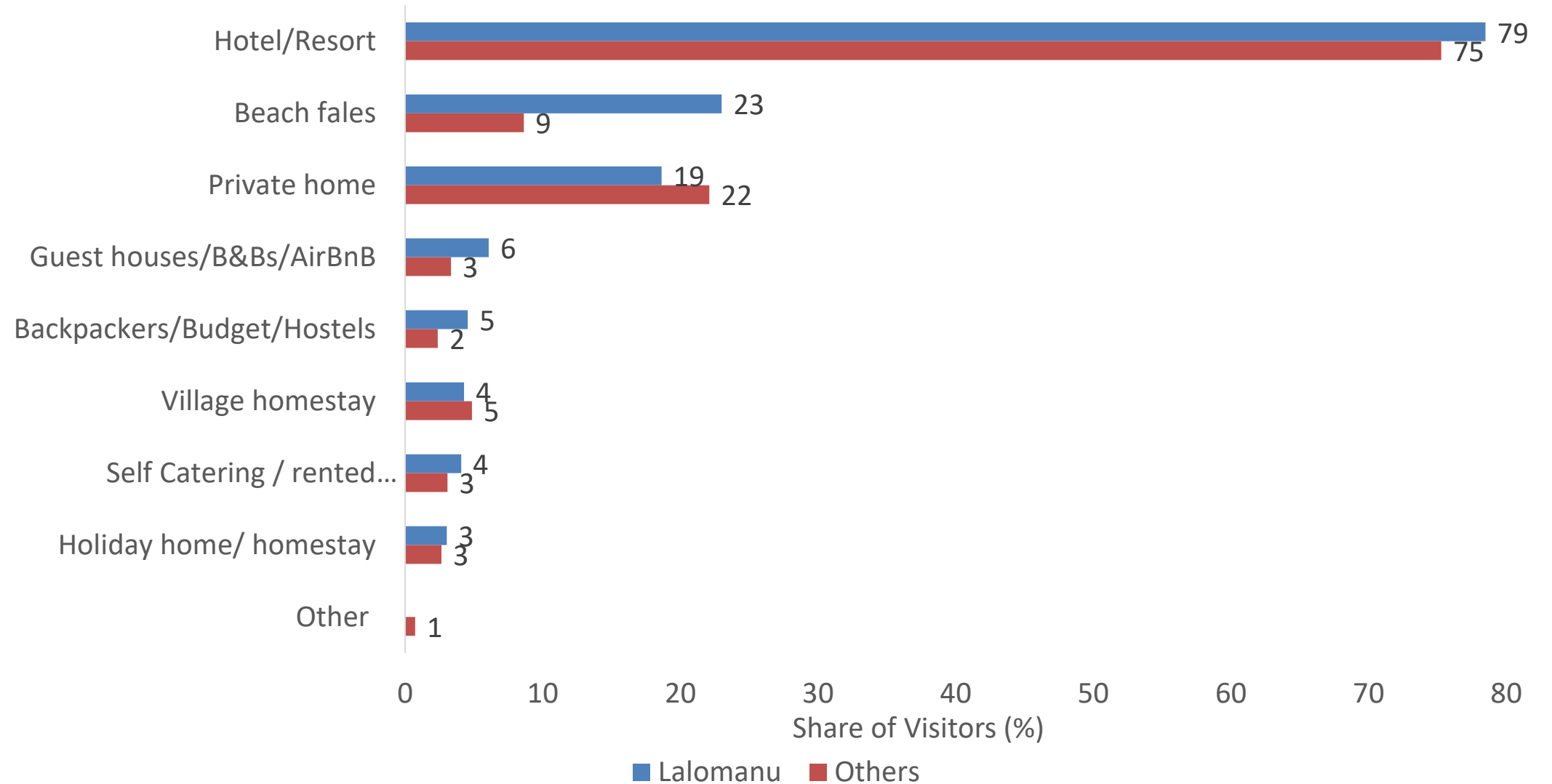
Average length of stay on each island



Average LoS (nights)	
Lalomanu	9.2
Others	7.4

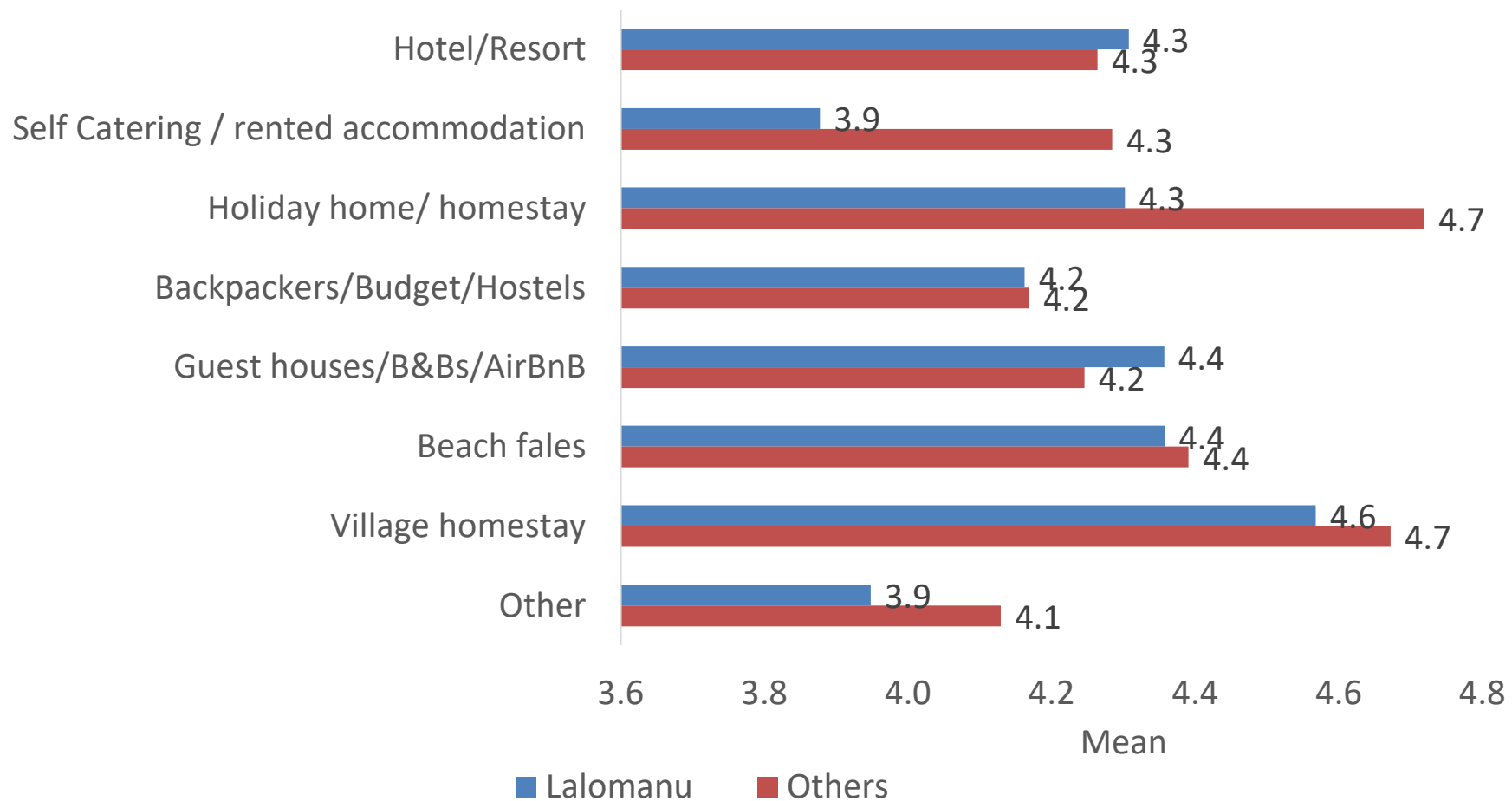
*: n≤10

Accommodation types



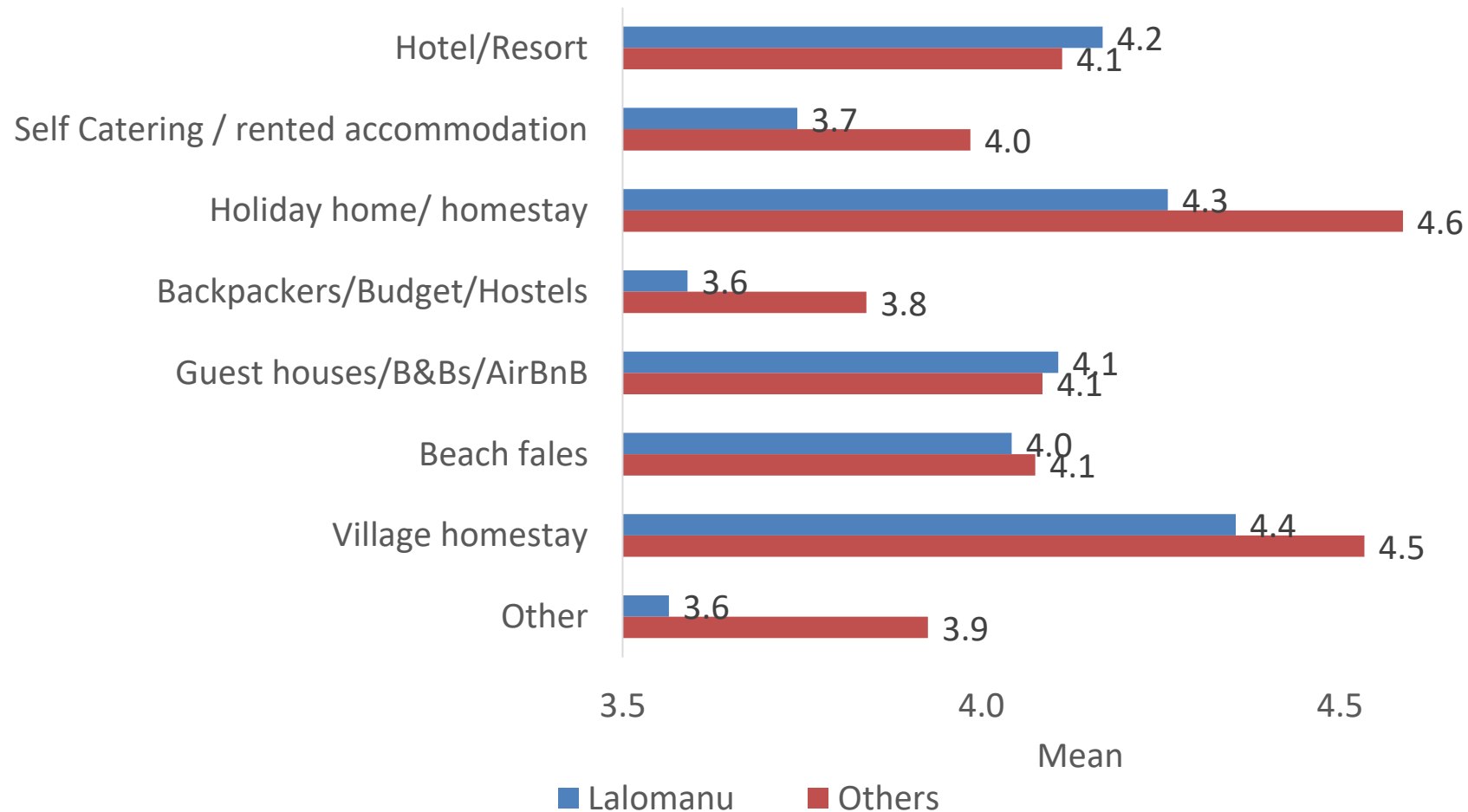
Satisfaction with accommodation types

Level of service



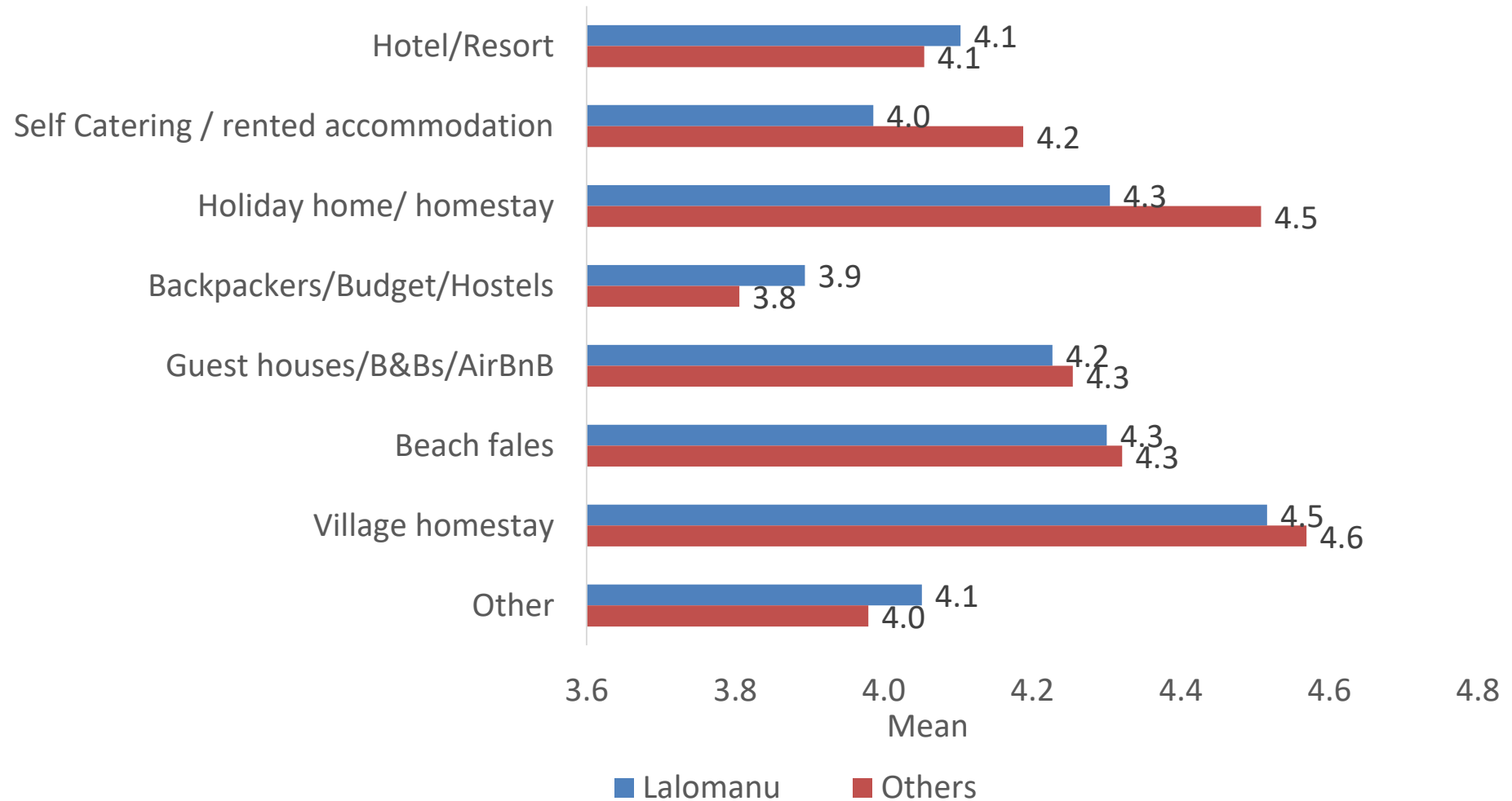
Satisfaction with accommodation types

Quality, availability and maintenance of facilities



Satisfaction with accommodation types

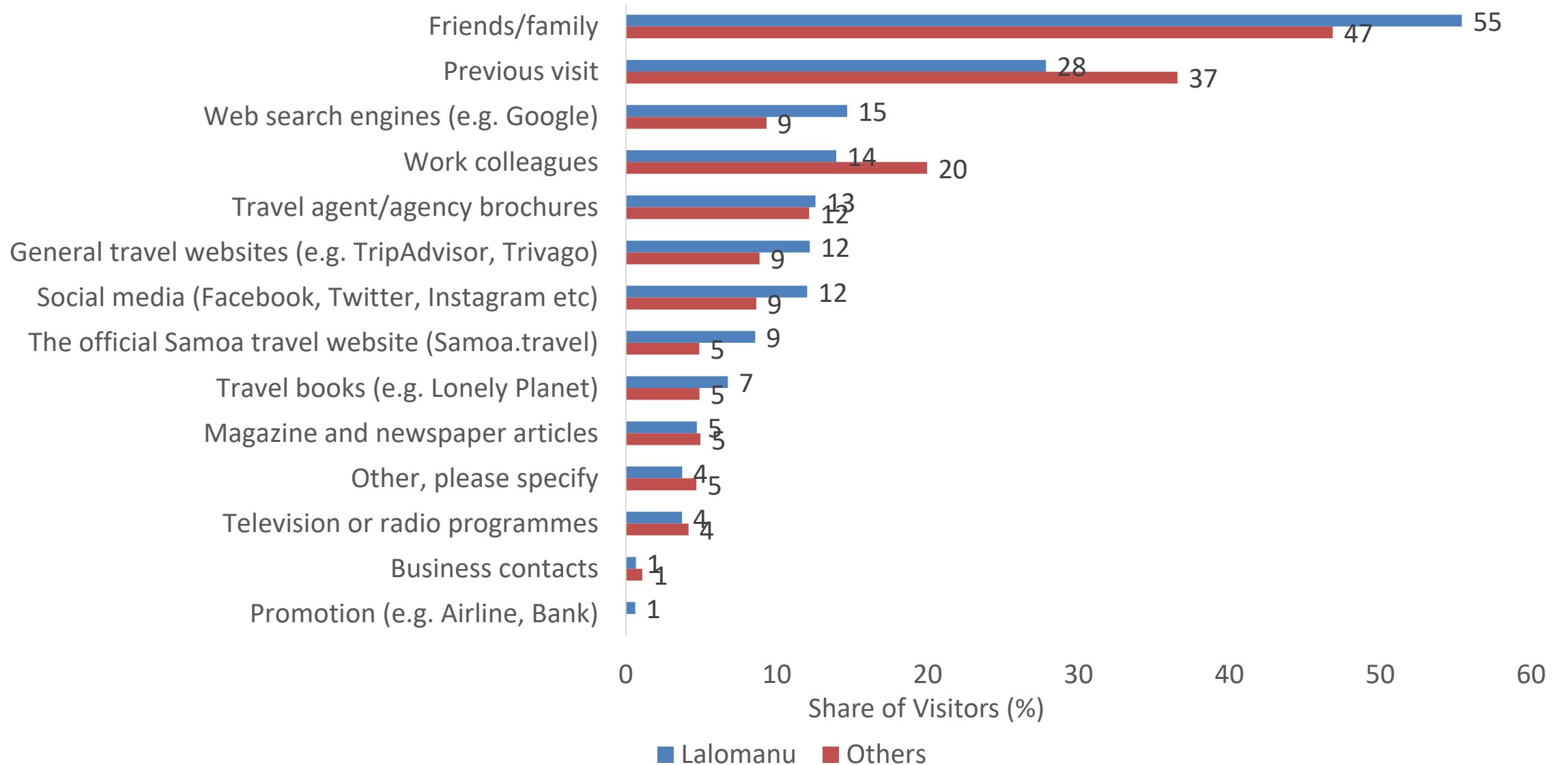
Overall value for money



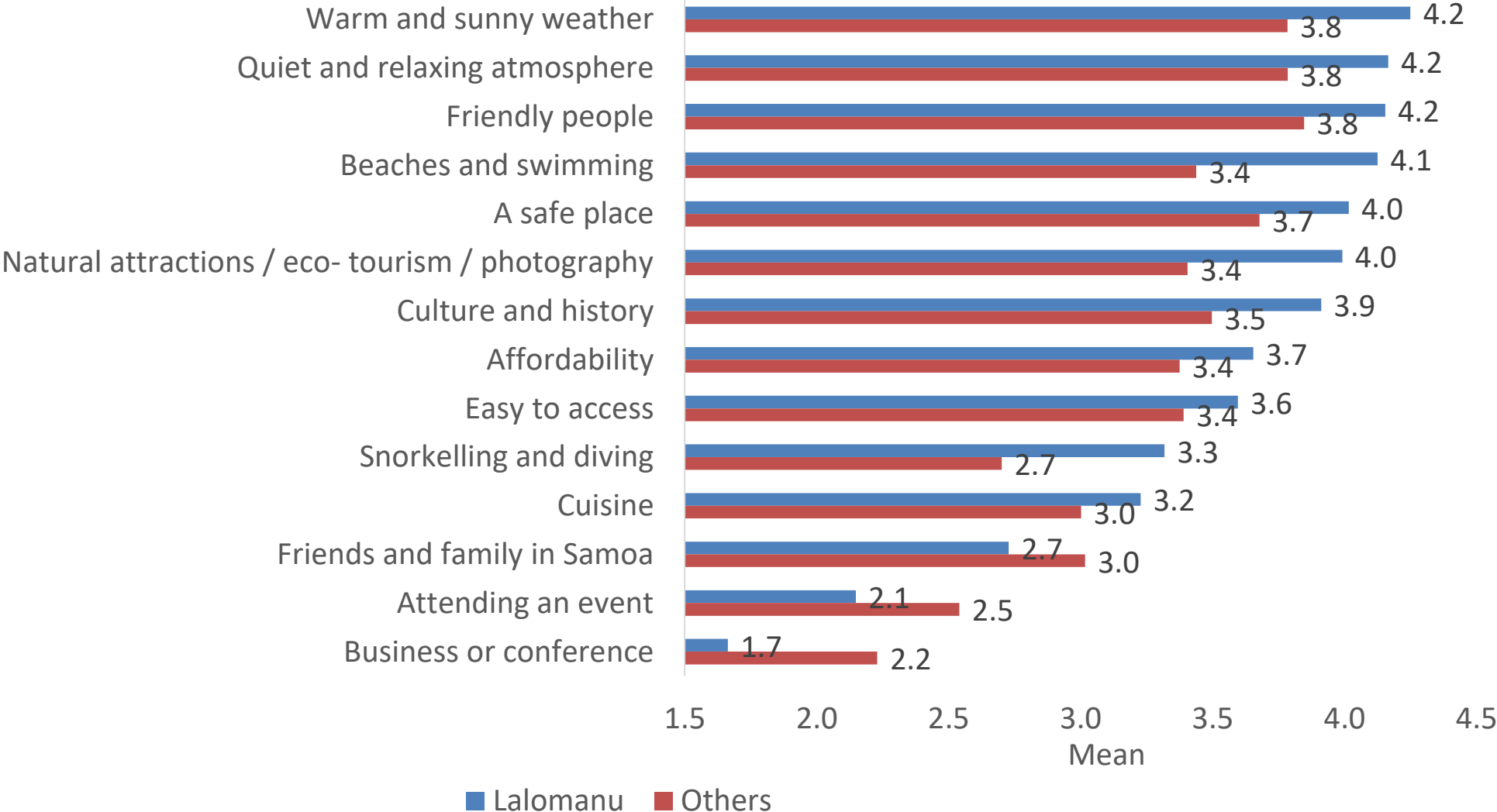


Information Sources & Purchasing Behaviour

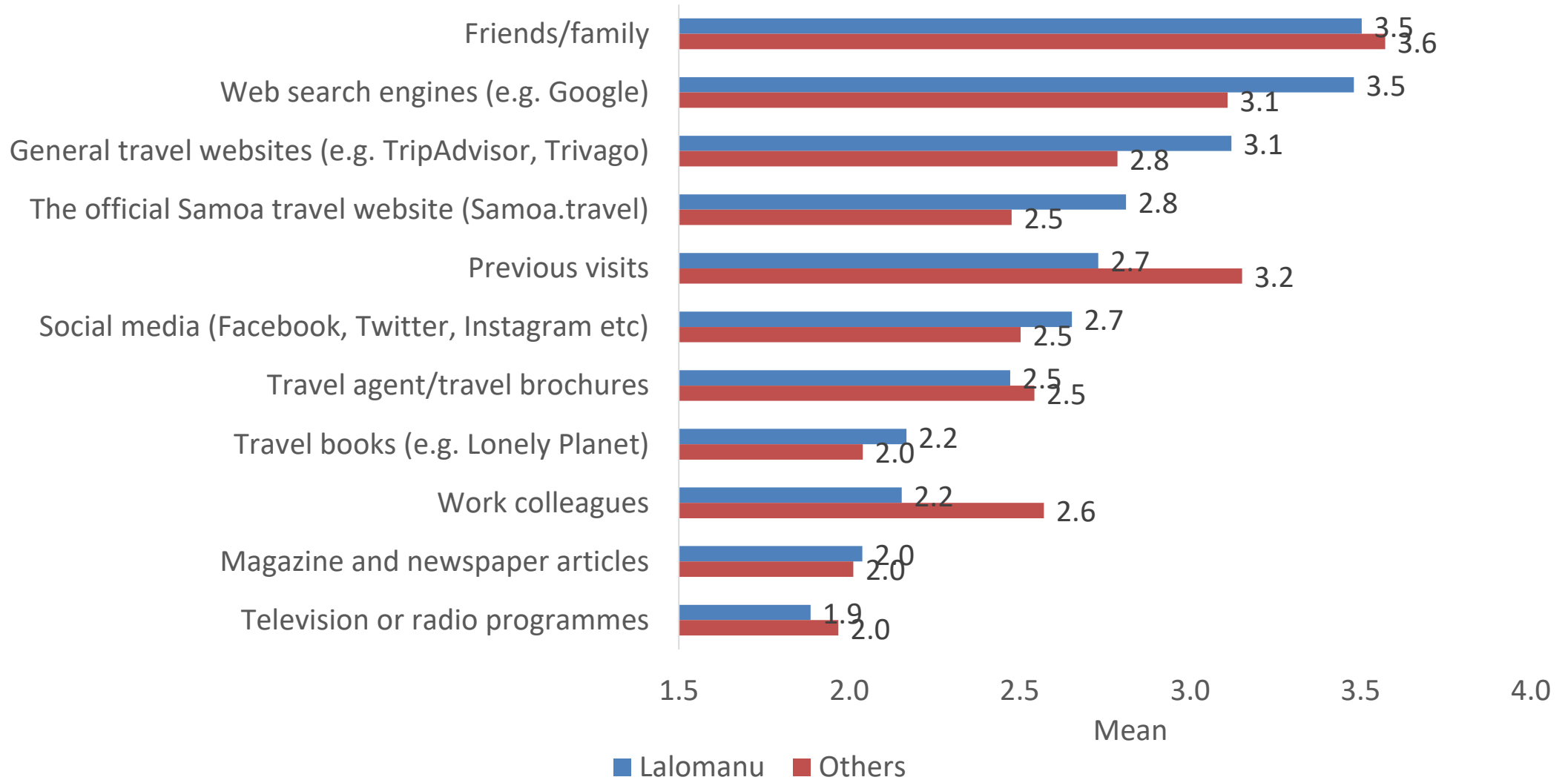
How did you find out about Samoa?



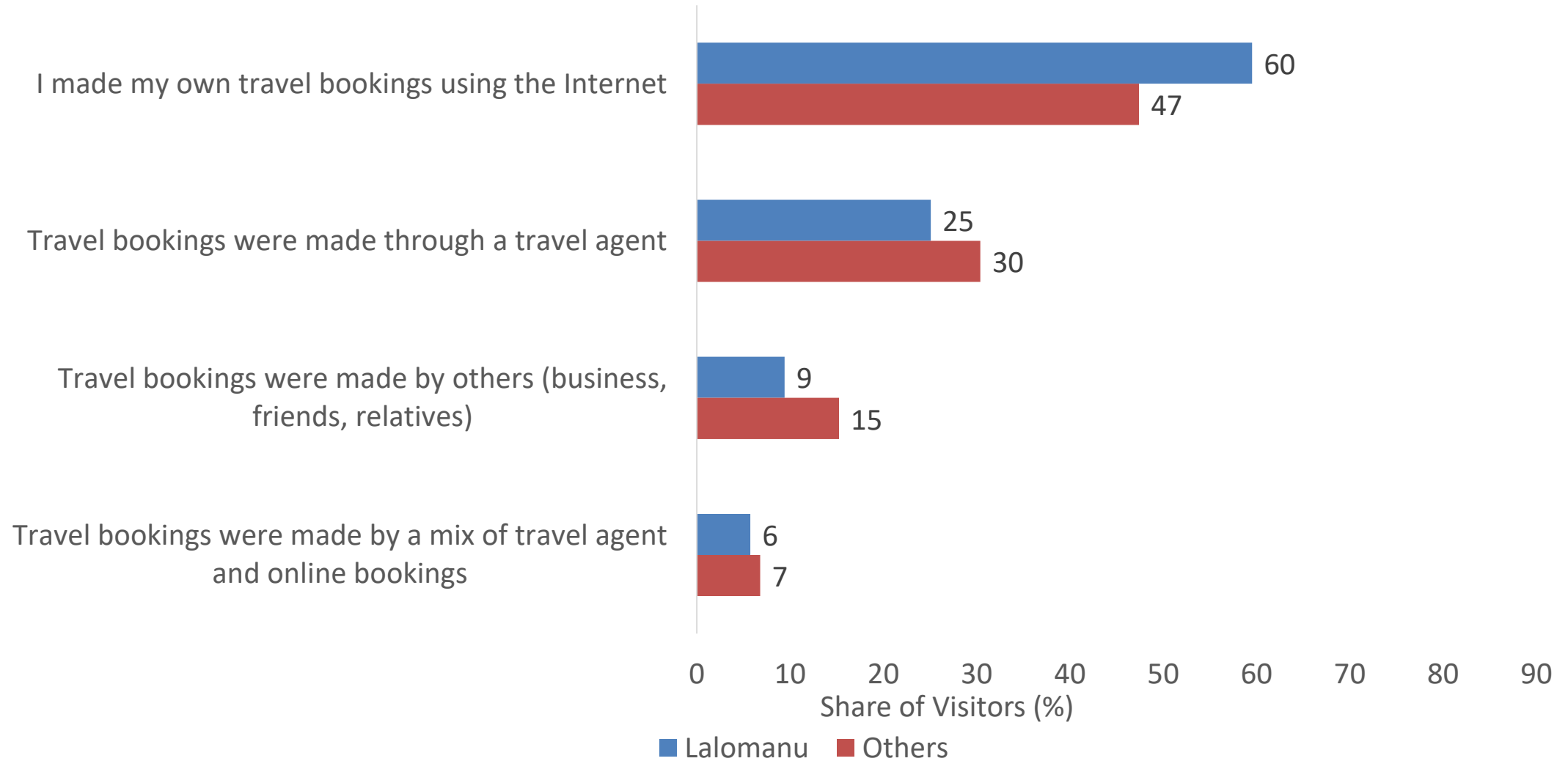
Influential factors in your choice to visit Samoa



Importance of information sources



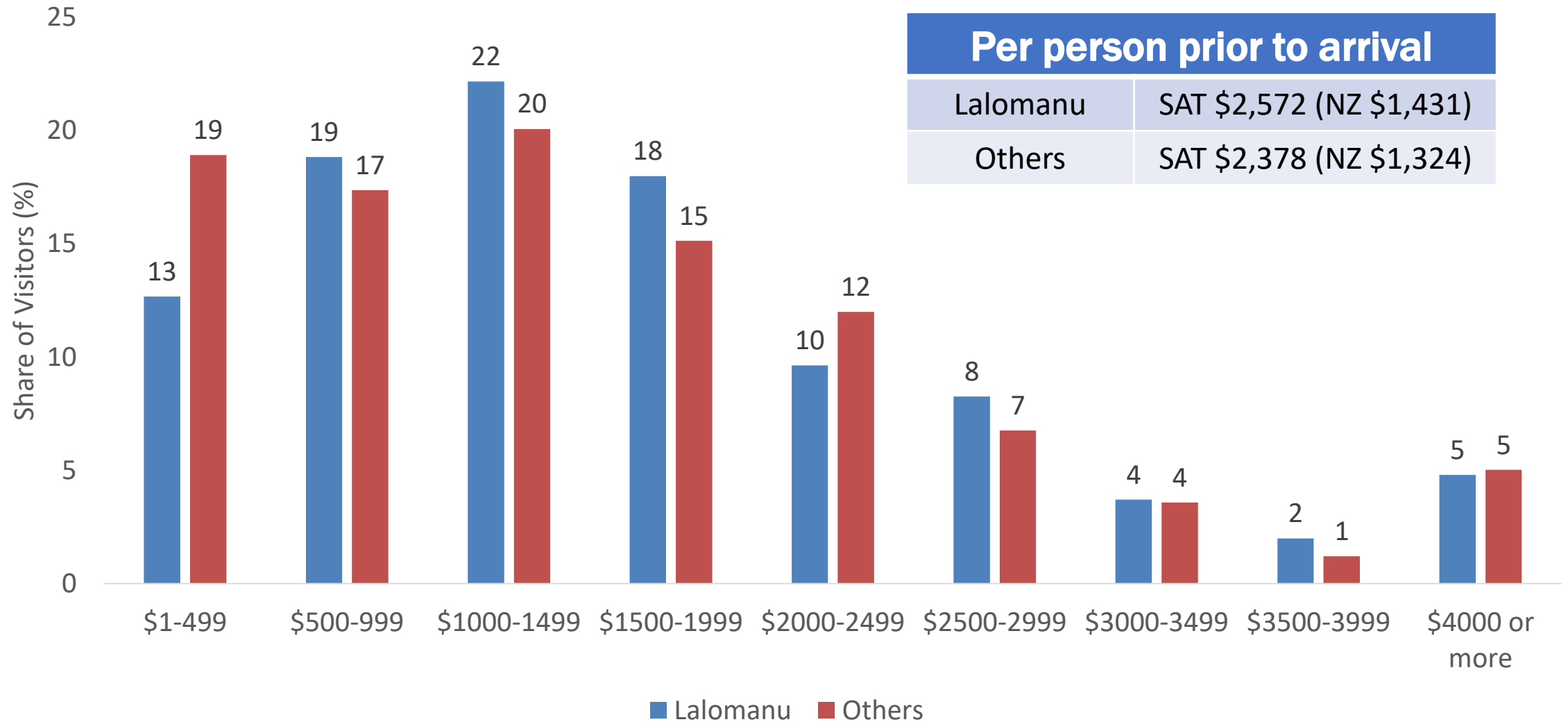
How did you book your travel?





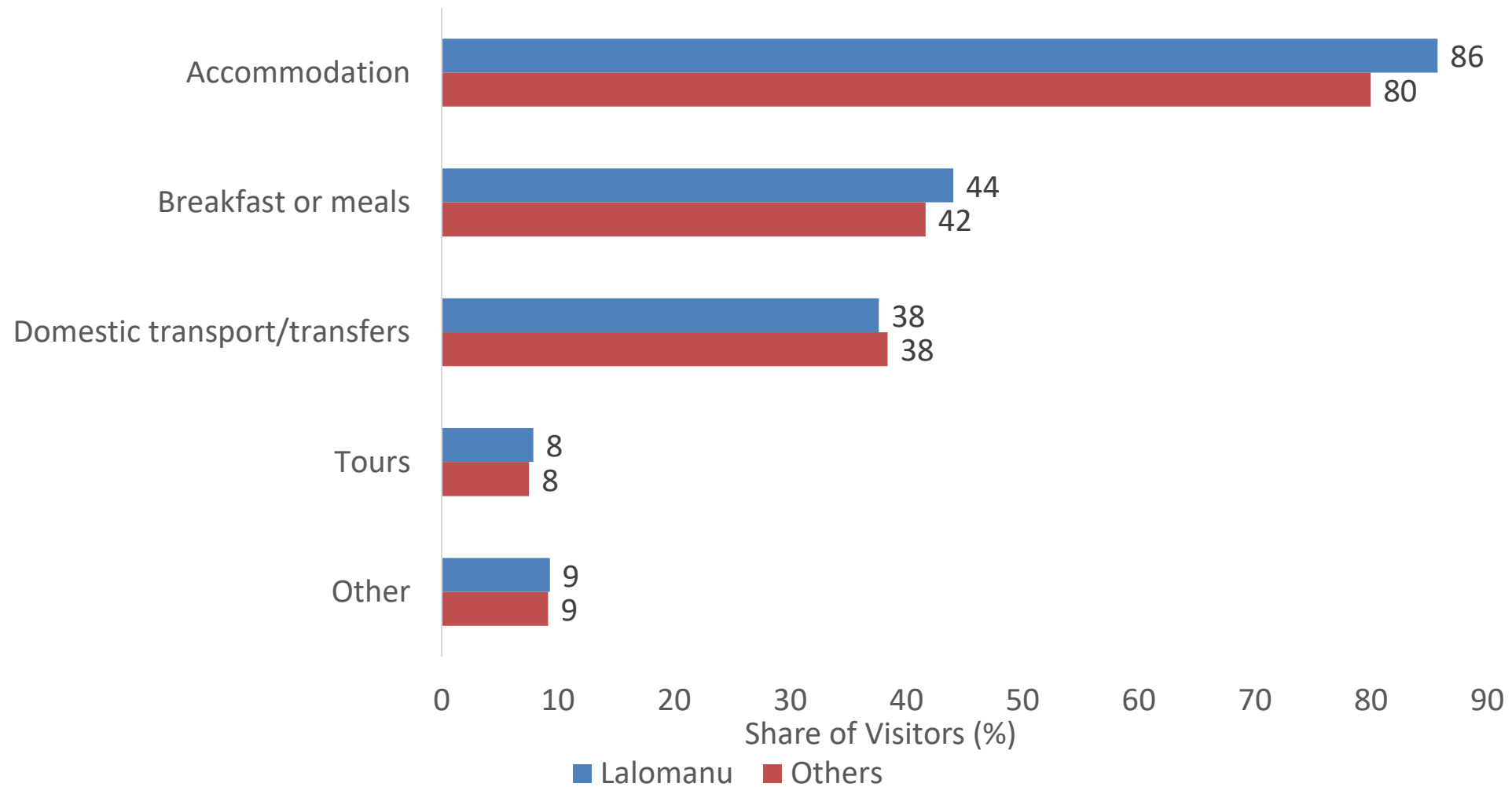
Visitor Expenditure

Prepaid Expenditure



Per person prior to arrival	
Lalomanu	SAT \$2,572 (NZ \$1,431)
Others	SAT \$2,378 (NZ \$1,324)

Prepaid Items



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

In-Country Expenditure Per Person Per Day

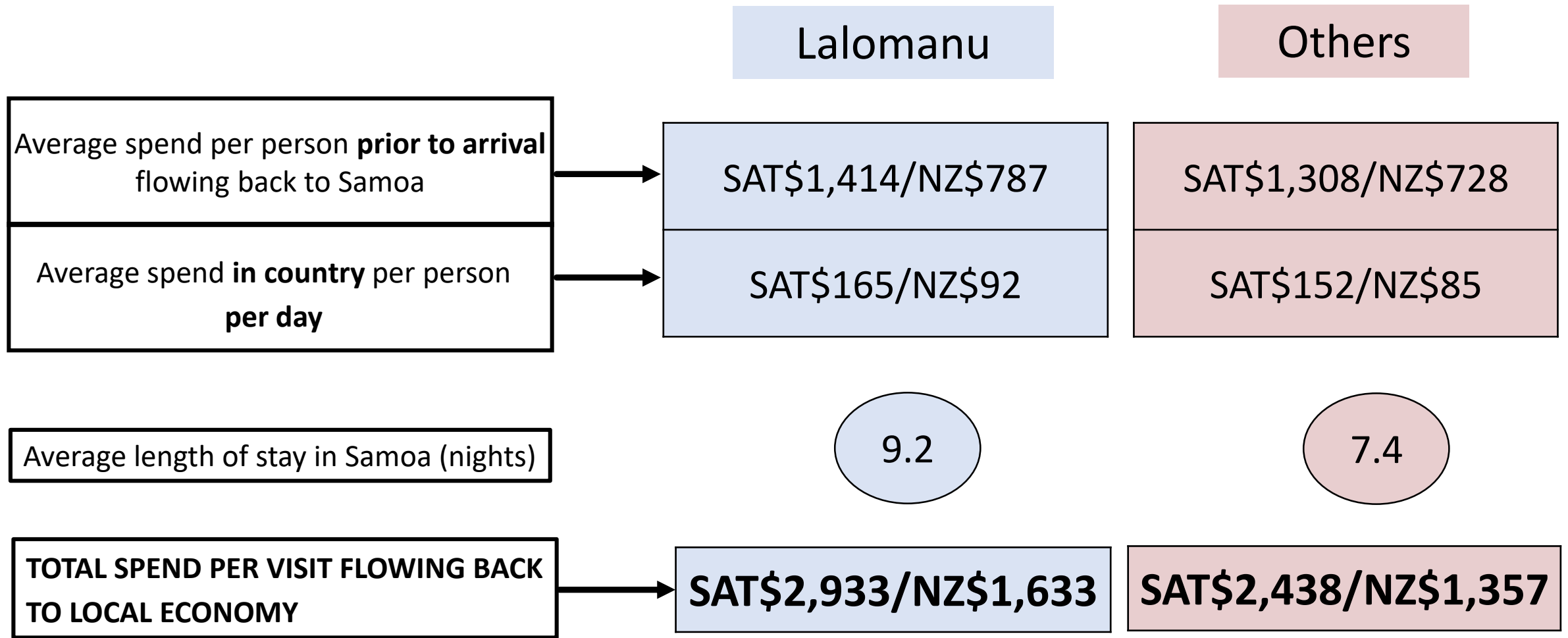
Expenditure Items	Lalomanu (SAT\$)	Others (SAT\$)
Accommodation	51	43
Restaurants cafes & bars	35	33
Vehicle rental	19	14
Petrol	6	5
Bus/taxi	2	3
Ferry	2	1
Groceries	13	12
Shopping	15	15
Tours/activities	9	7
Donations	5	8
Internet/telecommunication	1	1
Other	6	10
Total Expenditure	165	152



Per person per day while in:

Lalomanu	SAT \$165 (NZ \$92)
Others	SAT \$152 (NZ \$85)

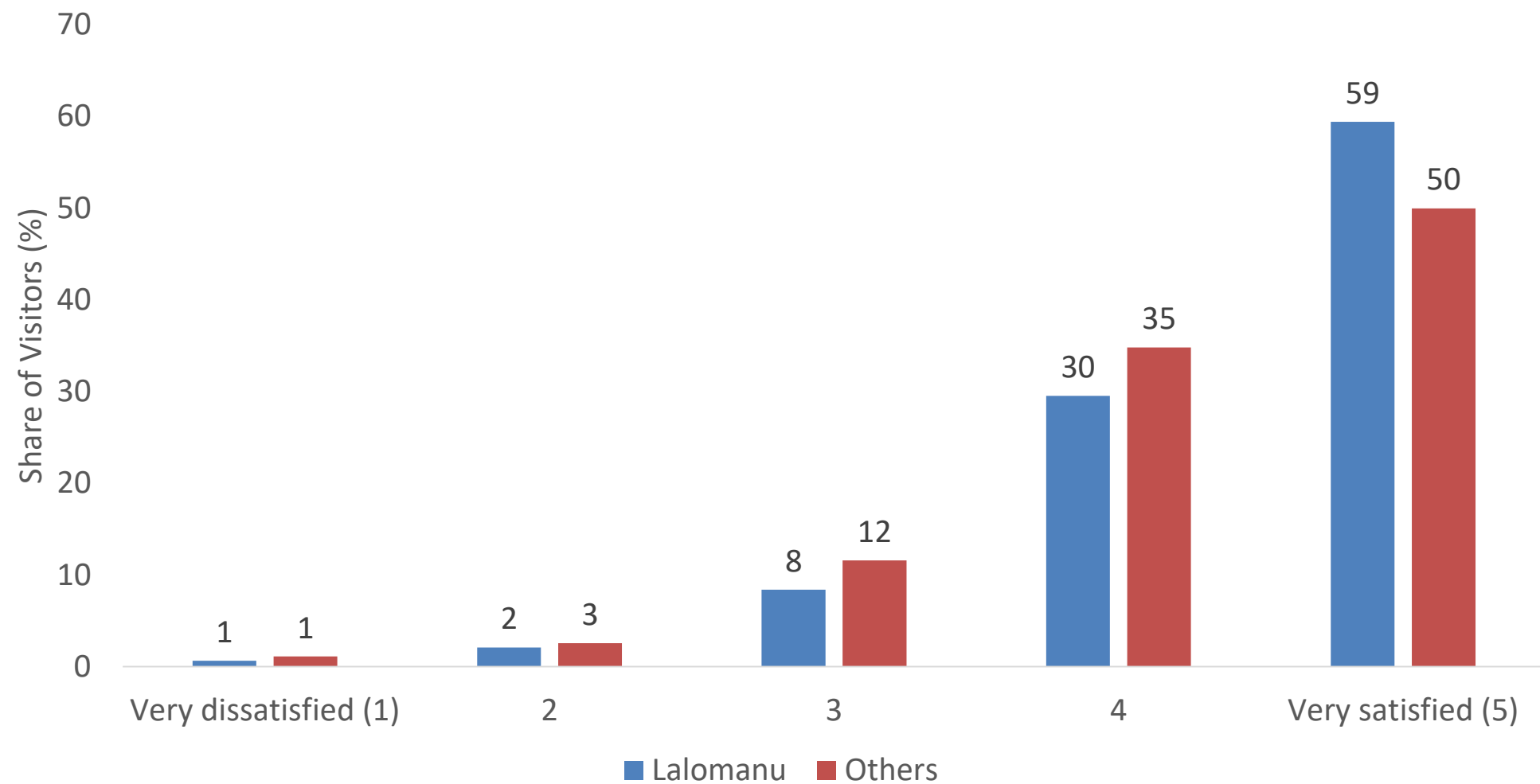
Spending



A decorative graphic consisting of a blue trapezoidal shape on the left and a red rectangular shape on the right, both with a slight upward slant on their top edges. The text 'Visitor Satisfaction' is centered in white on the red background.

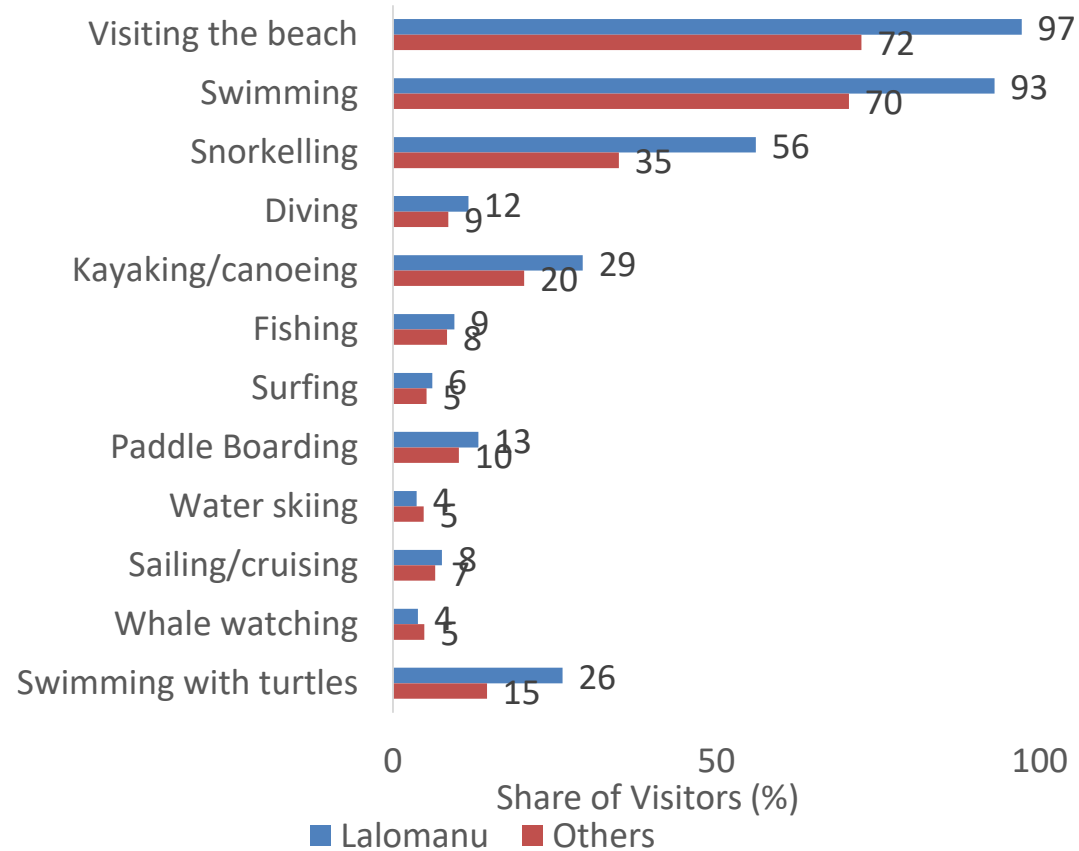
Visitor Satisfaction

Overall satisfaction

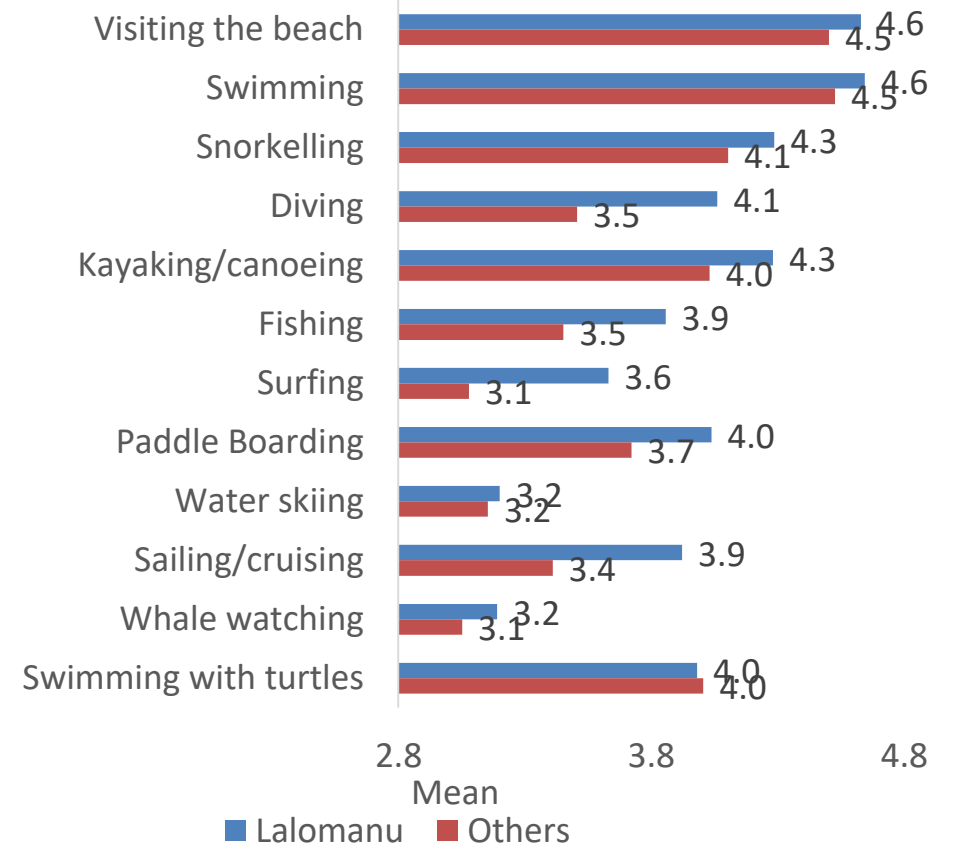


Water-based Activities

Degree of Participation

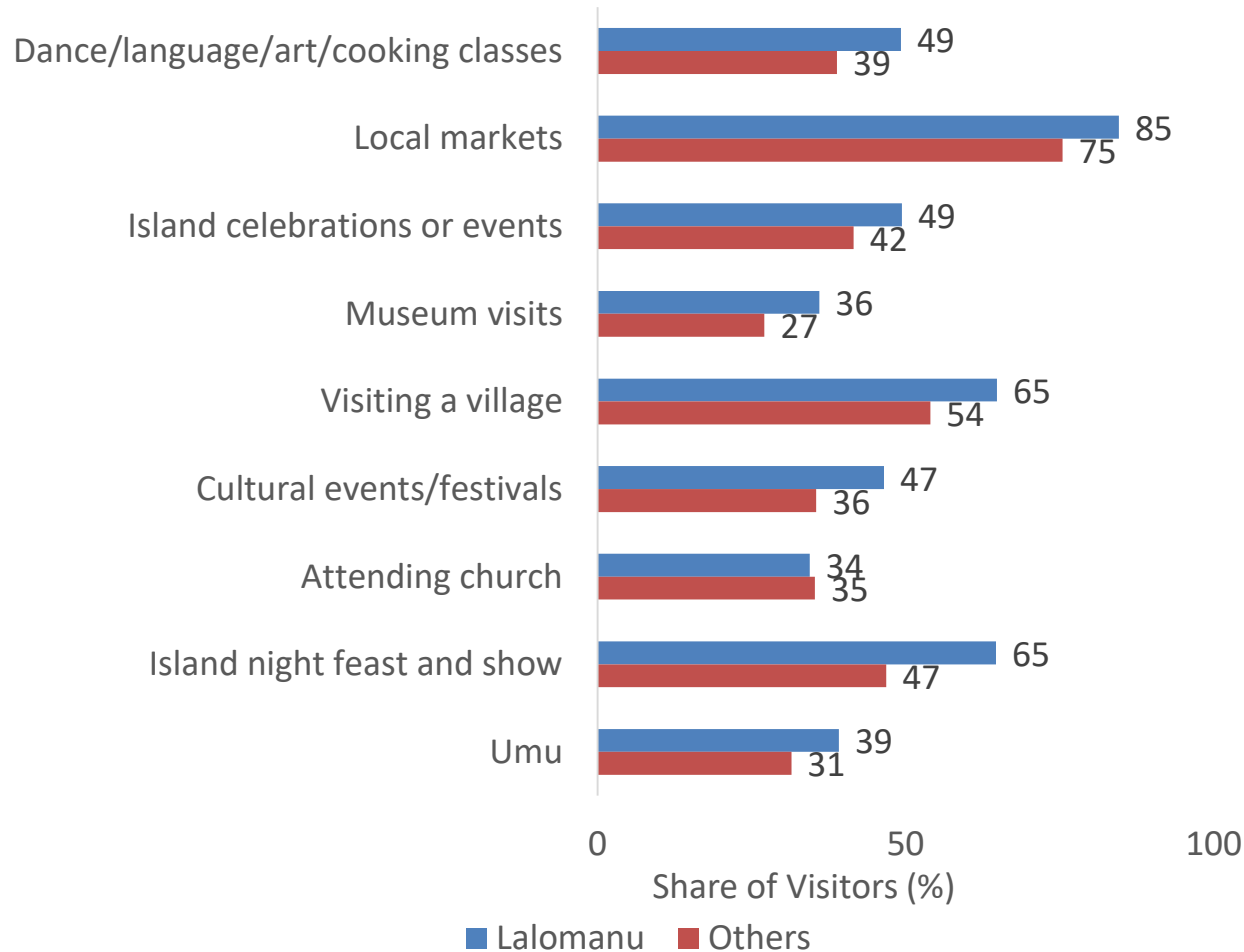


Degree of Satisfaction

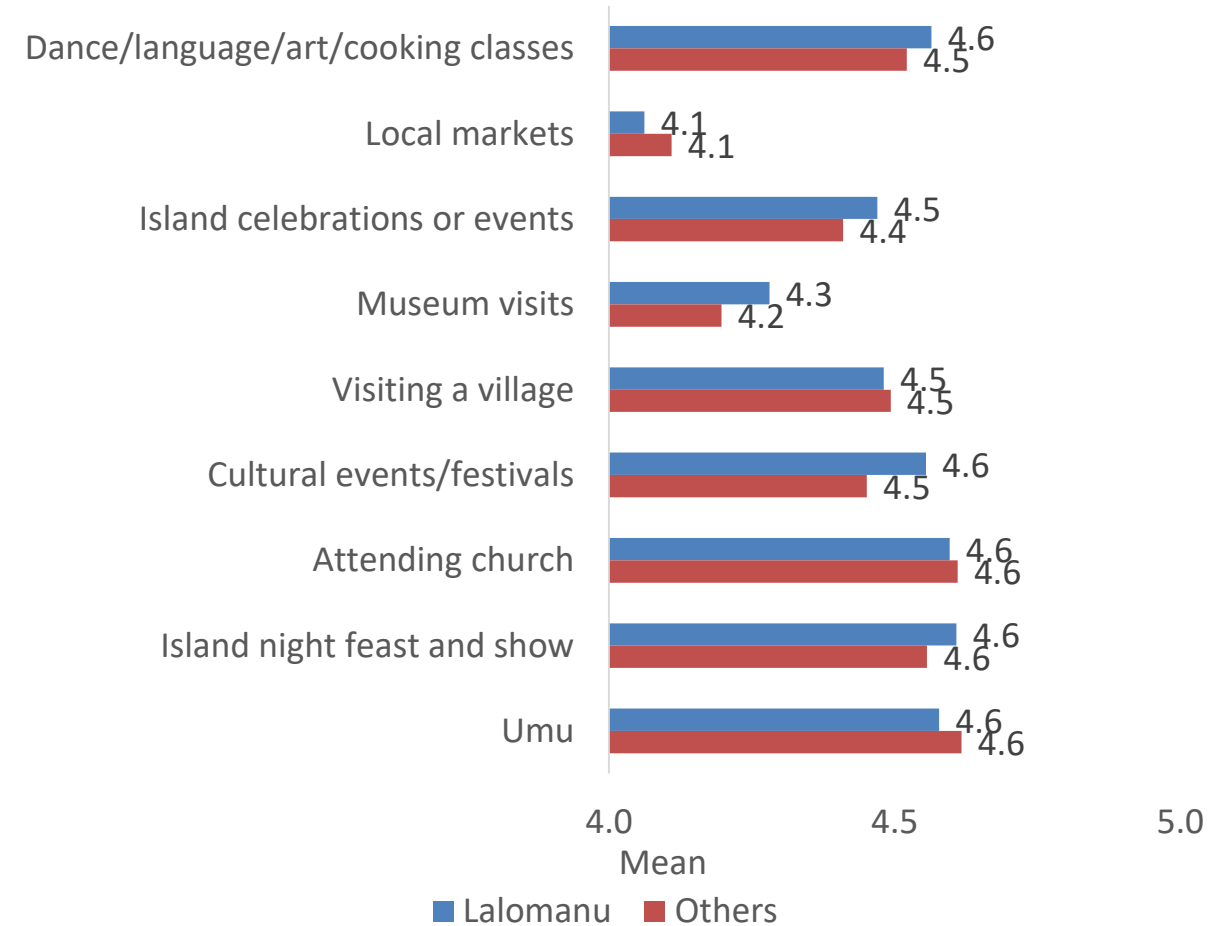


Cultural Interactions

Degree of Participation

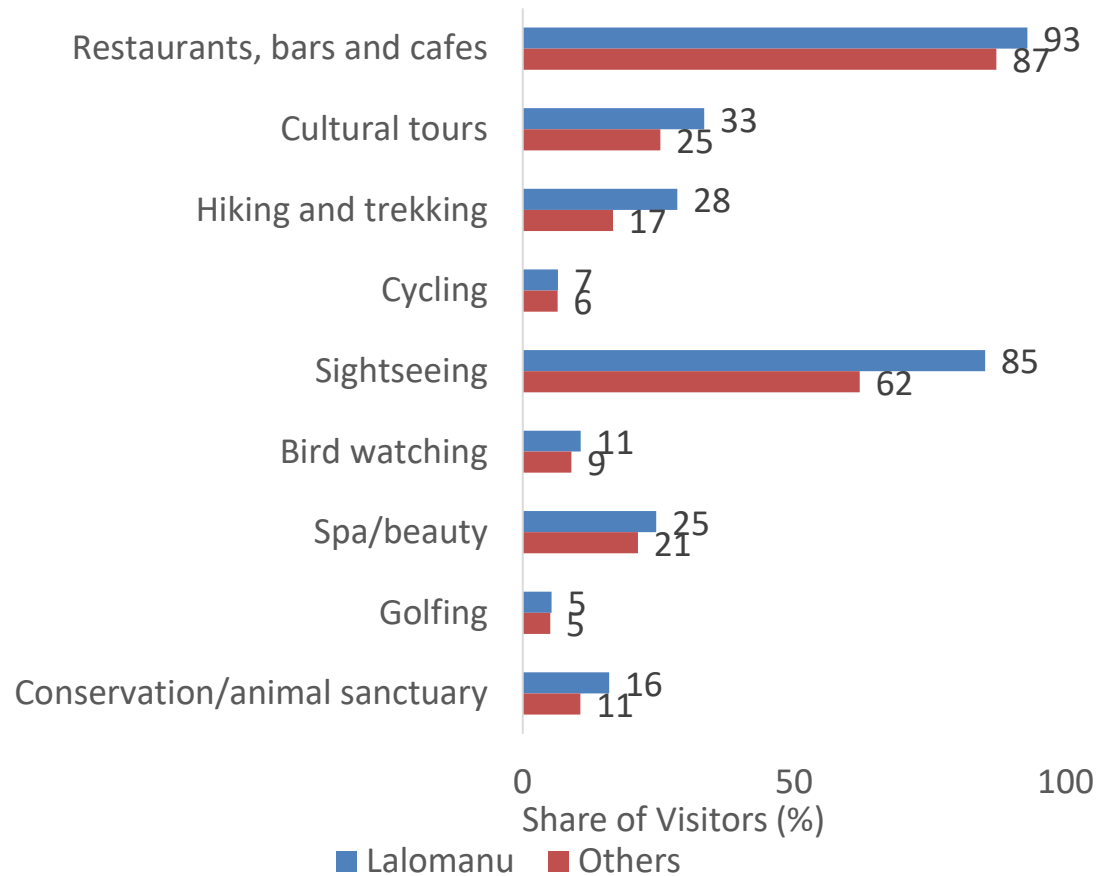


Degree of Satisfaction

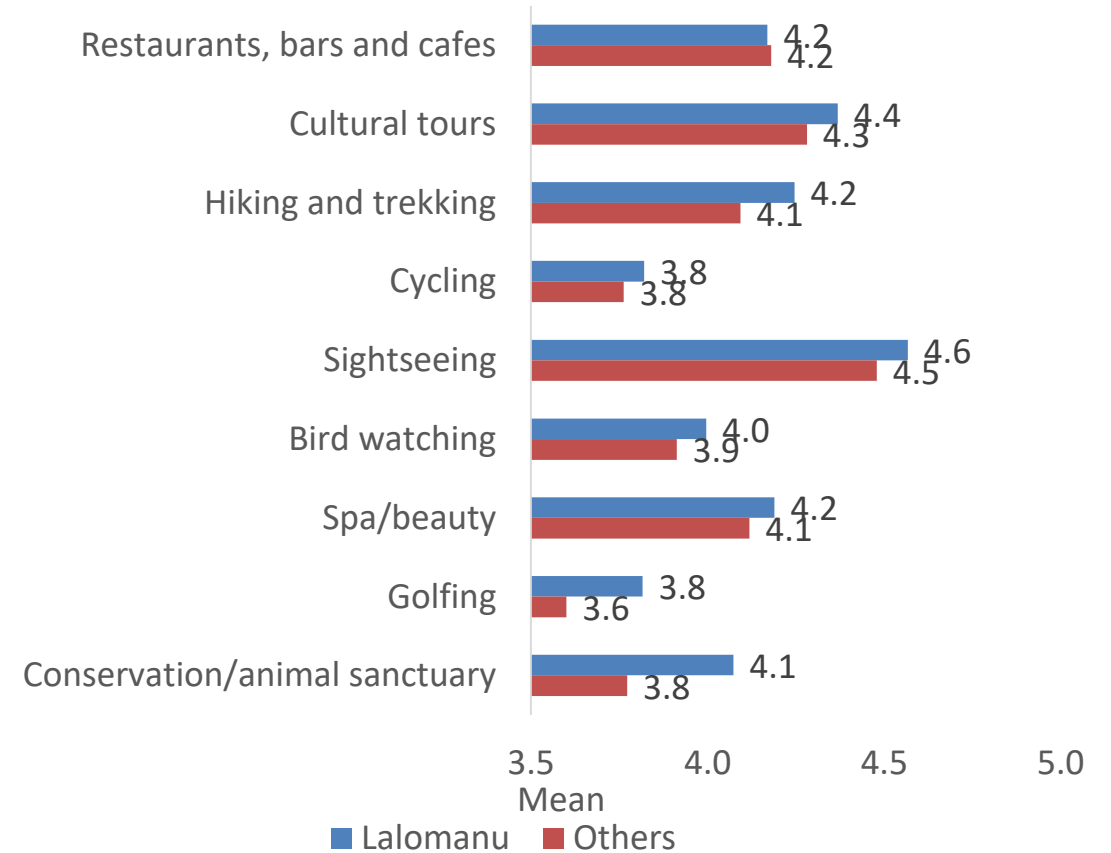


Land-based Activities

Degree of Participation

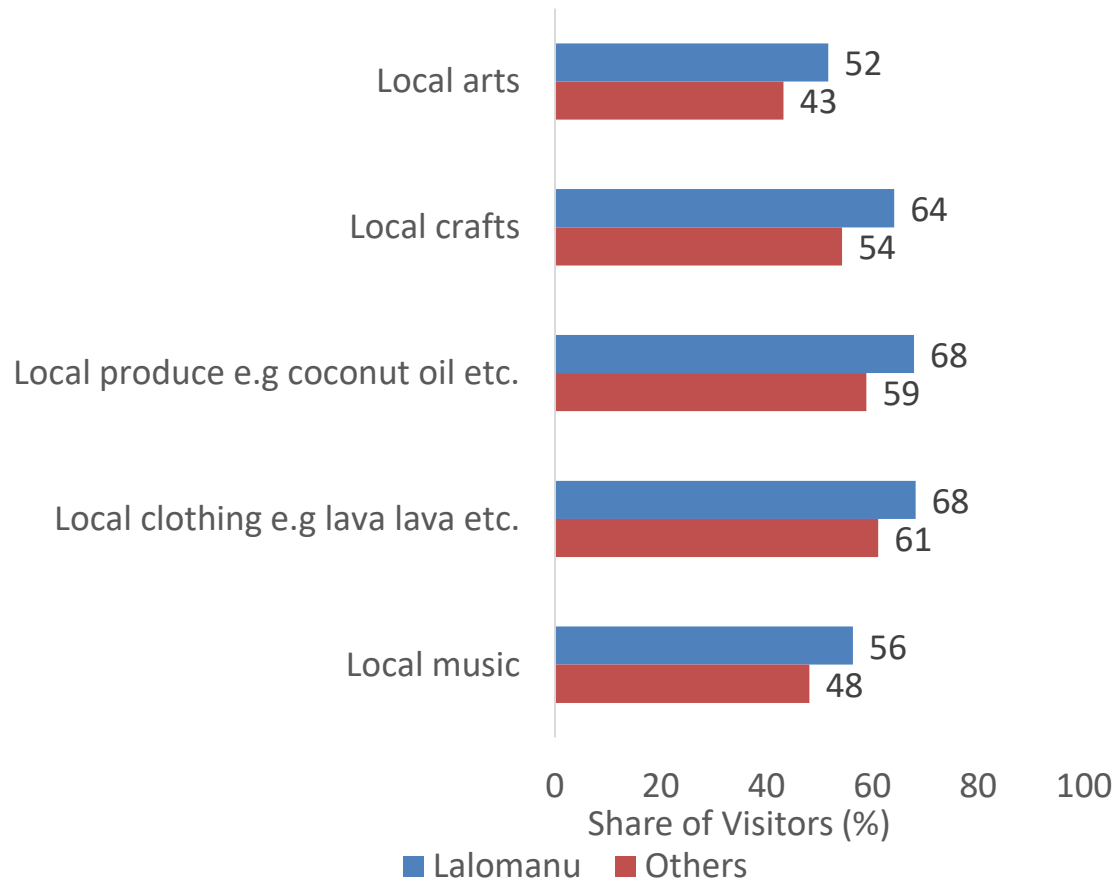


Degree of Satisfaction

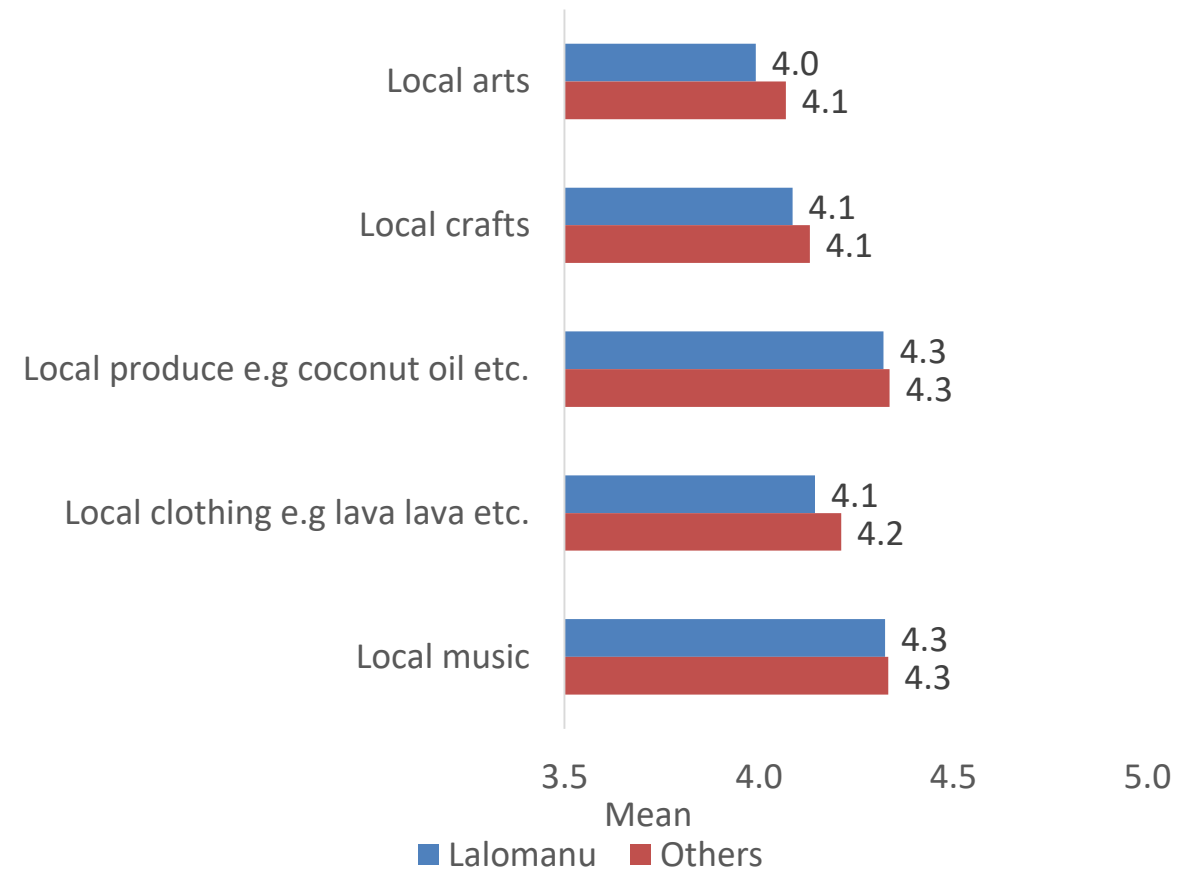


Shopping

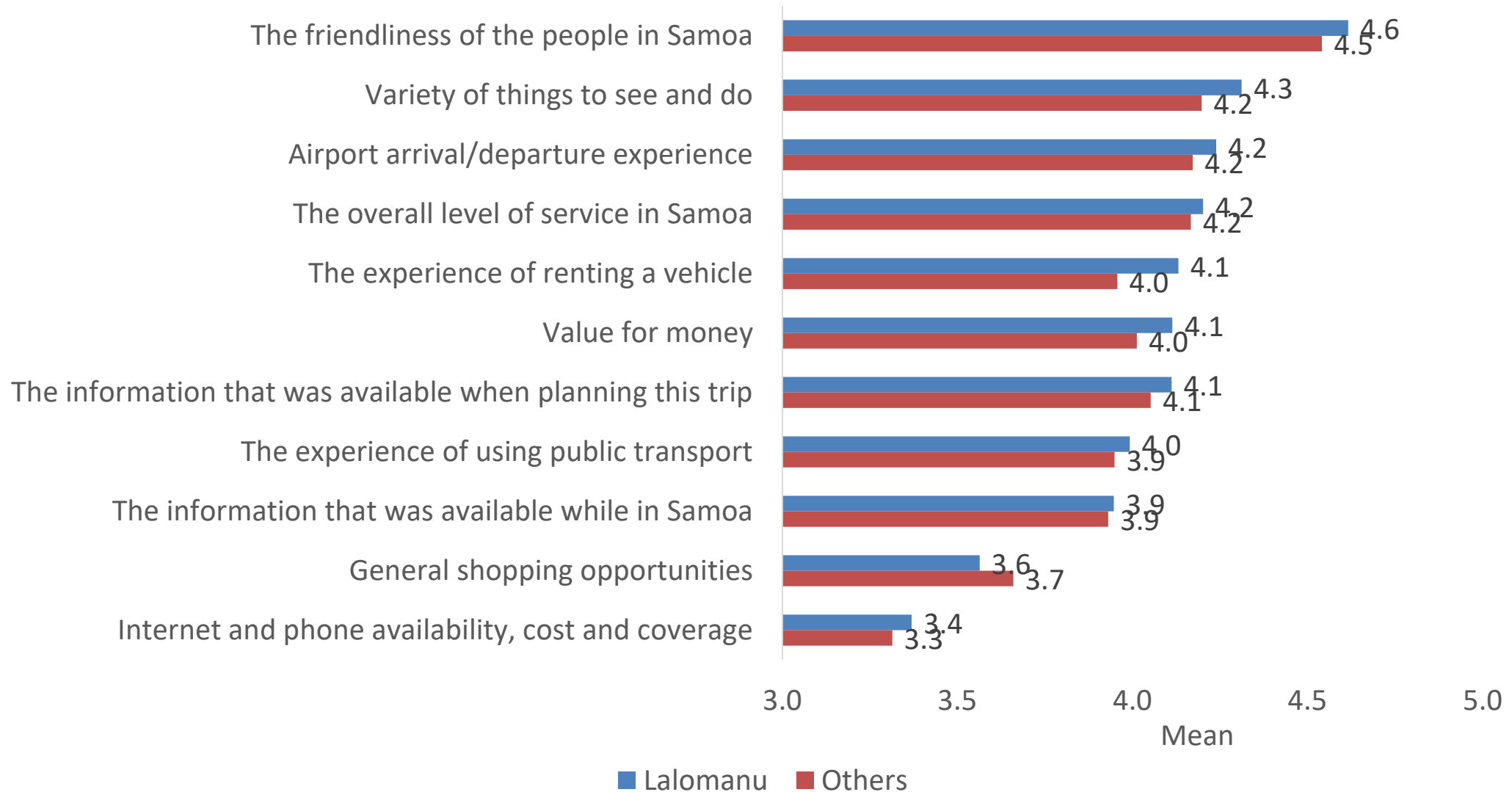
Degree of Participation



Degree of Satisfaction



Satisfaction with Samoa



Most Appealing Aspects

- Lalomanu Beach.
- I love the beautiful To Sua and the beaches at Lalomanu. Nice and clean and beautiful scenery.
- Spending time at Lalomanu church and beach fale.
- Relaxing and getting to know the area around Lalomanu.
- The church buildings, going through the villages, the people are very welcoming, and Lalomanu beach was definitely a highlight
- Lalomanu Beach was stunning. As Namua Island.
- The beaches leading up to lalomanu , the scenery and waterfalls
- The beauty and cleanliness of the beach at Lalomanu and the neatness of the villages and the pride they take in their gardens. The Litia Sini had excellent food but talking to people staying elsewhere it seems that food isn't as good in other resorts.

Least Appealing Aspects

- The heat and some customer service at Lalomanu taufua beach fale.
- No ATM machines at Lalomanu.
- Asked to pay \$40 to park and go to the Lalomanu Beach by local children.
- The beach resorts in Lalomanu.
- There were a couple of incidents at Lalomanu while we were there, attacks on women. Police didn't not seem to take the complaints very seriously.
- Quite expensive accommodation, road in the way to Lalomanu was a bit destroy.
- On our trip around the island we stopped at a beautiful beach at Lalomanu, we were acousted by a very ordinary woman who wanted to charge us \$50 to walk on her beach.
- The lack of customer value in some places. A restaurant at the Lalomanu beach had the worst food and even worse employees.

Improvement

- Be nice to have signs e.g road signs to Tourism destinations like Lalomanu beach.
- Police need to address the aggressive people demanding money off tourists at Lalomanu Beach.
- ATM at Lalomanu.
- Importantly, there was a landslide that occurred near Lalomanu and there was no Safety Signs or Signals for Tourist to drive onto the Beach side to get to the other side of the road to continue.
- A money machine in Lalomanu.
- Advised the tourist that Lalomanu Beach and many other places are not free charge for parking.
- To make sure that there are no Kilikiti games being played anywhere near the roads in the outer villages going to Lalomanu from Falefa.
- Some beach fale at Lalomanu need some works!

Future intentions



Return

Lalomanu	91% would return
Others	91% would return



Recommendation

Lalomanu	96% would recommend
Others	95% would recommend



Thank You!

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