



VANUATU INTERNATIONAL VISITOR SURVEY FACTSHEET

1. Air arrivals directly injected USD 150 million into the Pacific island nation of Vanuatu in 2015. This includes pre and in-country spend.
2. The survey found the internet is the primary source for planning visits with 44 percent of visitors using general travel websites to research their trip and 28 percent using the Vanuatu tourism site.
3. Close to half of all visitors book directly with accommodation and tour operators, and spend on average USD 171 per day on their visit, including pre and in-country spend.
4. 38 percent of visitors travel to the island as a pair, suggesting that couples are a key visitor segment for the country.
5. Visitors from Australia, New Zealand and New Caledonia dominate arrivals, with friends, family and previous visits the leading influences in deciding on Vanuatu.
6. Australia and New Zealand markets tend to be more influenced in their decision to travel to Vanuatu by its accessibility and the opportunity to relax. Long-haul travellers are more likely drawn to cultural and environmental factors.
7. Long-haul passengers spend more than visitors from New Zealand and Australia, at USD 187 per person per day, spend longer in Vanuatu, and are more likely to visit the outer islands. Yet, long-haul passengers make up less than 15 percent of arrivals.
8. Chinese visitors stay longer and spend more than the average visitor before they arrive and while they are in-country, outlaying USD 254 per day compared to the average visitor spend of USD 171 per day.
9. One in ten visitors has previously been to Vanuatu on a cruise. The more recently a cruise was taken, the greater the degree of influence exerted on return travel decisions to Vanuatu.
10. Only 15 percent of travellers visit Tanna and Santo, and two percent or less visit other outer islands. However, 85 percent of visitors would like to include an outer island on a return visit.
11. Visitors suggest better roads, public services, rubbish collection and access to the internet would improve their overall experience.
12. The price of goods and services was identified as one of the least appealing aspects, with visitors also wanting more shopping opportunities.
13. Travellers rate meeting friendly Ni-Vanuatu people as the most enjoyable aspect of their trip, followed by the natural environment, attractions and activities. Four out of every five visitors say they would like to return to Vanuatu.
14. CYCLONE PAM: Yield per visitor across all visitor markets diminished significantly in the wake of Cyclone Pam. The hardest hit market regarding yield reduction was long haul at minus 30 percent. The Pacific market was the least hard hit and has largely rebounded.
15. CYCLONE PAM: The New Zealand, minus 19 percent, and Australian, minus 13 percent, yield figures remain considerably lower than the pre-cyclone statistics. The average length of stay decreased slightly from the pre-cyclone period but appears to be returning to pre-disaster levels.