



VANUATU NATIONAL TOURISM BUSINESS IMPACT SURVEY 2020

Comparison between 1st & 2nd impact surveys on COVID-19 pandemic on Vanuatu tourism businesses

Is Your Tourism Business Operational Right Now?

APRIL-20

FULLY OPERATIONAL **55%**

CLOSED INDEFINITELY/
CEASED TRADING **45%**

AUGUST-20

21% FULLY OPERATIONAL

3% CLOSED INDEFINITELY/
CEASED TRADING

37% CLOSED (DORMANT/INTENDING
TO REOPEN)

39% PARTIALLY OPERATIONAL

Demographic Composition Of Respondents

PROVINCE	APRIL-20	AUGUST-20
SHEFA PROVINCE	46%	21%
SANMA PROVINCE	17%	28%
TAFEA PROVINCE	14%	8%
MALAMPA PROVINCE	12%	4%
TORBA PROVINCE	11%	7%
PENAMA PROVINCE	1%	0%

STATUS OF TOURISM ACCREDITATION PERMIT

	APRIL-20	AUGUST-20
FULL PERMIT	46%	56%
CONDITIONAL PERMIT	17%	25%
NO PERMIT	12%	11%

CATEGORIES	APRIL-20	AUGUST-20
Accommodation provider	42%	51%
Tour operator/inbound operator	25%	41%
Bar/restaurant	17%	0%
Dive Operator	3%	0%
Event Management	5%	8%
Handicraft/art shop	8%	0%
Car Rental/Buggy Hire	0%	0%

How has employment been affected by the COVID-19 Pandemic?

Impact, average number of employees per business	Averages			Total numbers (all respondents)		
	Apr-20	Aug-20	Trend	Apr-20	Aug-20	Difference
Full-time employees before COVID-19 Pandemic	11.1	11.7	6%	2,953	3,295	342
Full-time employees now	3.3	4.8	45%	876	1,342	466
Difference in no. of f/t staff, pre- to post-COVID	-7.8	-6.9	-11%	-2,077	-1,953	124
Part-time employees before COVID-19 Pandemic	2.4	4.4	82%	642	1,233	591
Part-time employees now	1.6	2.2	38%	428	624	196
Difference in no. of p/t staff, pre- to post-COVID	-0.8	-2.2	169%	-214	-609	-395
Employees on paid leave due to COVID-19	1.7	1.4	-22%	462	381	-81
Employees on unpaid leave due to COVID-19	6.1	2.4	-61%	1,633	677	-956
Employees terminated due to COVID-19	1.1	3.5	215%	300	296	-4
Total employees pre COVID	13.5	16.1		3,595	4,528	933
Total employees post COVID	4.9	7.0		1,304	1,966	662
Net loss of employees	-8.6	-9.1		-2,291	-2,562	-271
Total employees on leave, made redundant or terminated since COVID Pandemic began	9.0	7.3		2,395	1,354	-1,041

What kind of impact(s) did the COVID-19 border closure have on your business?

Impact	Apr-20	Aug-20
Reduced workforce	44%	51%
Slowed supply chain	23%	19%
Decreased revenue/income	76%	73%
Increased expenses	19%	24%
Decreased efficiency	36%	31%
Decreased productivity	54%	36%
Caused us to close certain locations	19%	13%
Caused us to close completely	42%	37%

What is the main tourist market for your business?

APRIL-20

AUGUST-20

International
Market

34% 57%

Domestic
Market

8% 6%

Both (International
& Domestic)

58% 37%



The first survey asked if businesses were aware of the Govt's ESP, and how it would affect their decision-making about staffing.

The first survey found that 56% of businesses either didn't know much about it, or hadn't heard of it.

In the second survey, 72% of businesses said they had applied for the ESP, for a total of 2,469 employees, an average of 12 employees per business. Of these, 41% had still not received all of the ESP payments that they had applied for, 42% had received some payments, and just 17% had received all payments.



What are the three main areas of your business affected by the COVID-19 Pandemic that you need assistance with?

Areas	Apr-20	Aug-20	Trend
Communications (e.g. regular news/industry updates, newsletters)	36%	39%	+3%
Financial management (e.g. writing a business plan, financial contingency planning)	46%	54%	+8%
Health (e.g. how to deal with hygiene practices, food safety, first aid)	32%	48%	+16%
Human Resources (e.g. job sharing, scheduling leave, retention strategies, training, performance reviews)	29%	23%	-7%
Marketing (e.g. creating a brochure/web page, using social media, branding, customer service)	61%	54%	-7%
Operations (e.g. power and water supply, waste management, climate change mitigation)	29%	25%	-4%
Product development (e.g. product extensions, customer value proposition, new target markets)	52%	57%	+5%
Tourism permits (how to apply, how to get a full permit, insurance)	10%	23%	+13%
Other	8%	1%	-7%

Businesses affected by TC Harold

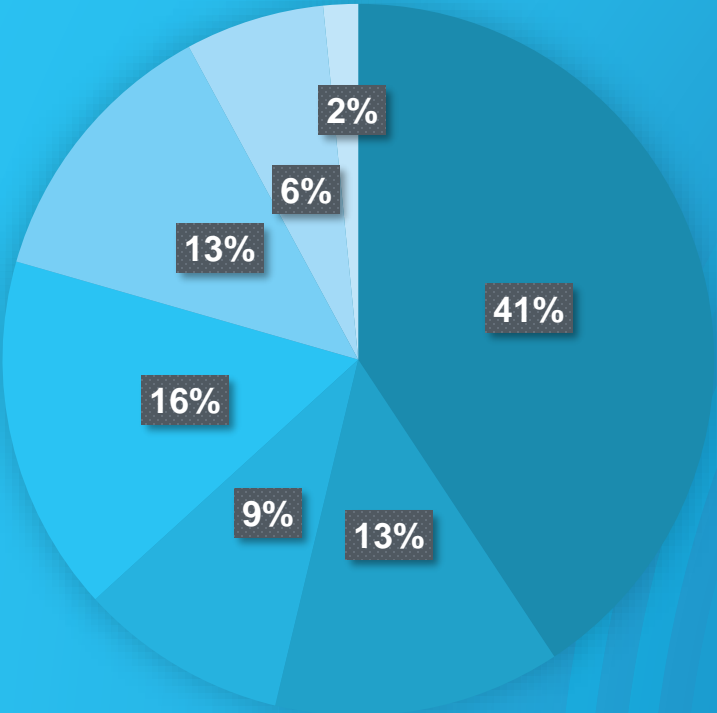
In April, 58% of businesses said they were unaffected by TC Harold. In the August survey four months later, this number had increased – 64% now said they were not affected.

Of the 36% businesses that said they are were affected by TC Harold in the August survey, 62% of them said they were now in recovery.



NEW FINDINGS

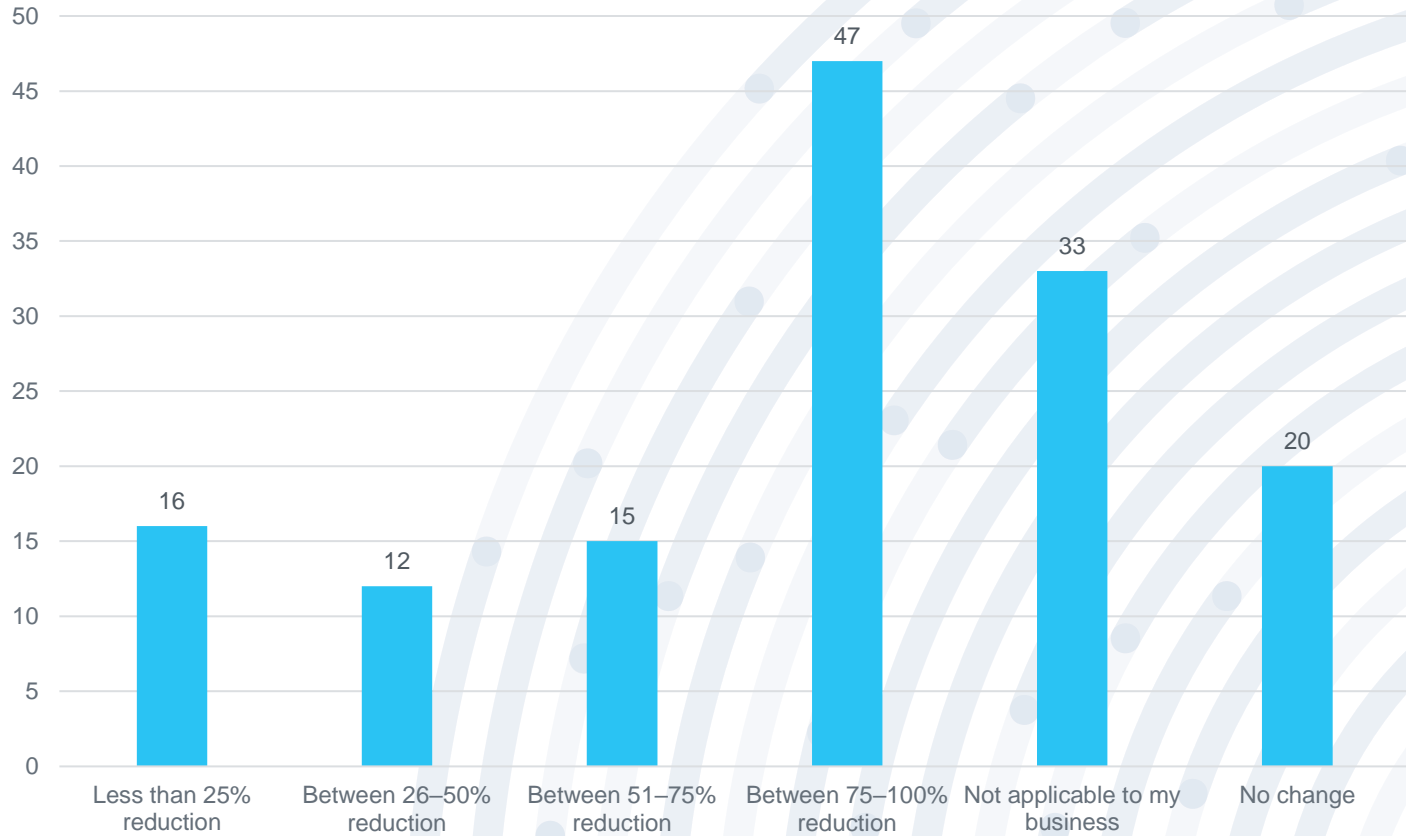
What difference in revenue do you expect to see in 2020 compared with 2019?



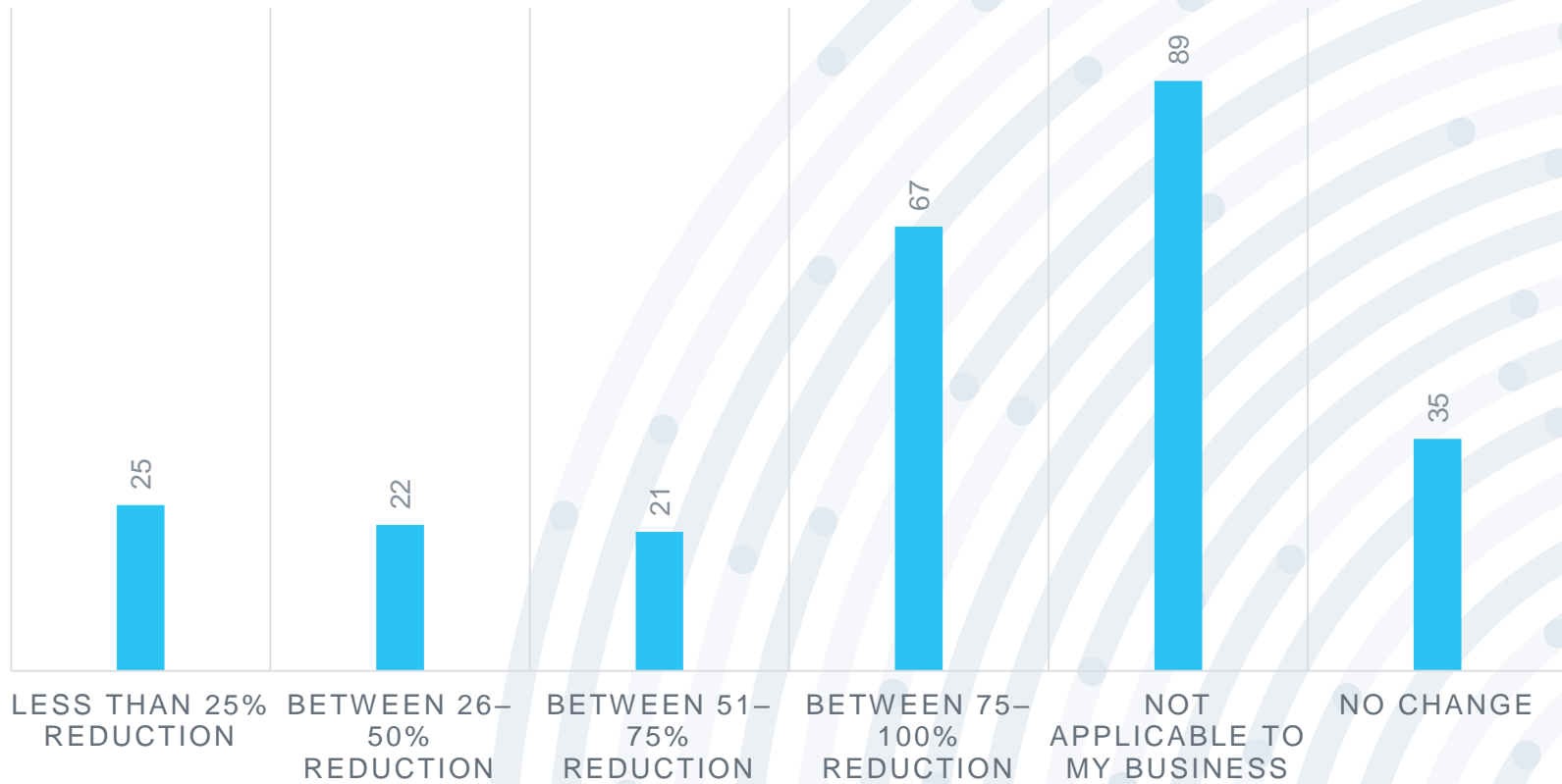
- Less than 25% of 2019 revenue
- Between 26–50% of 2019 revenue
- Between 51–75% of 2019 revenue
- Between 76–100% of 2019 revenue
- More than 100% of 2019 revenue
- I expect to see the same amount of revenue
- Other

Less than 25% of 2019 revenue	103
Between 26–50% of 2019 revenue	33
Between 51–75% of 2019 revenue	24
Between 76–100% of 2019 revenue	41
More than 100% of 2019 revenue	32
I expect to see the same amount of revenue	16
Other	4

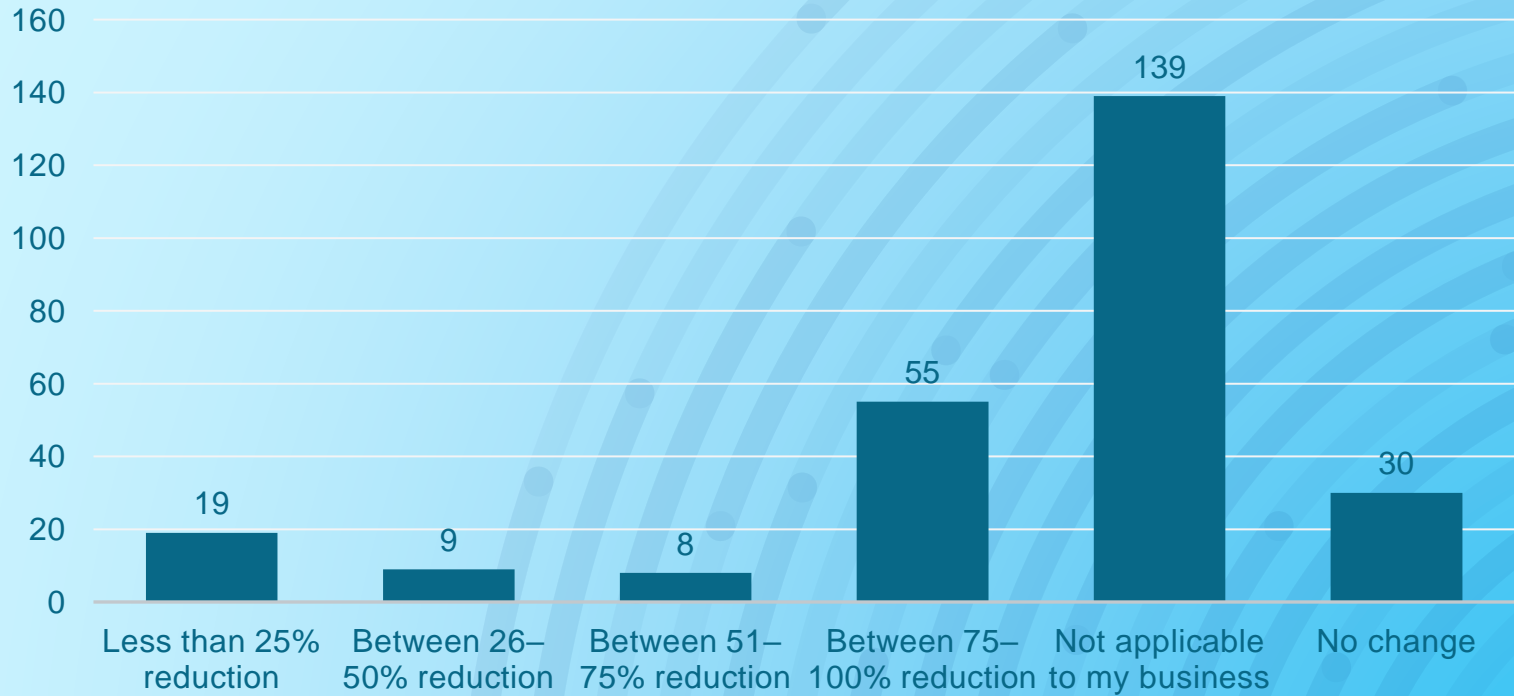
How has the border closure affected your purchases of local fruit and vegetables?



How has the border closure affected your purchases of handicrafts?

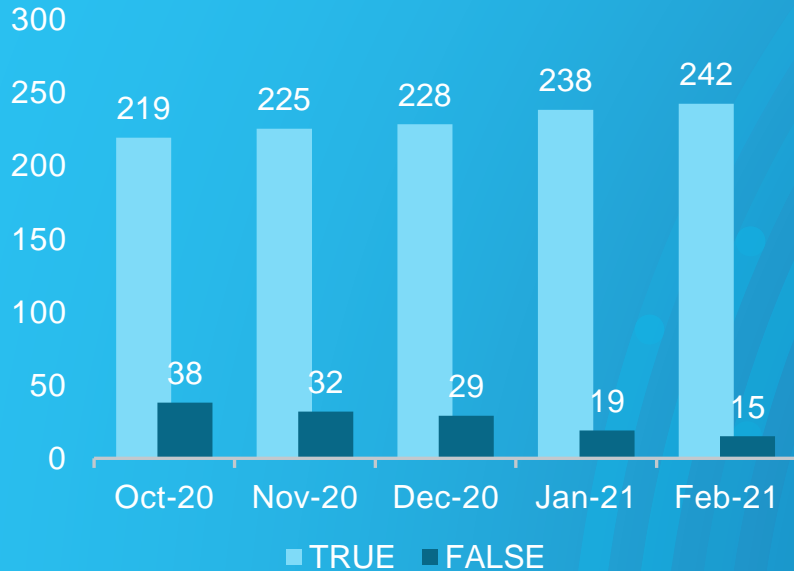


How has the border closure affected your purchases of tour activities?

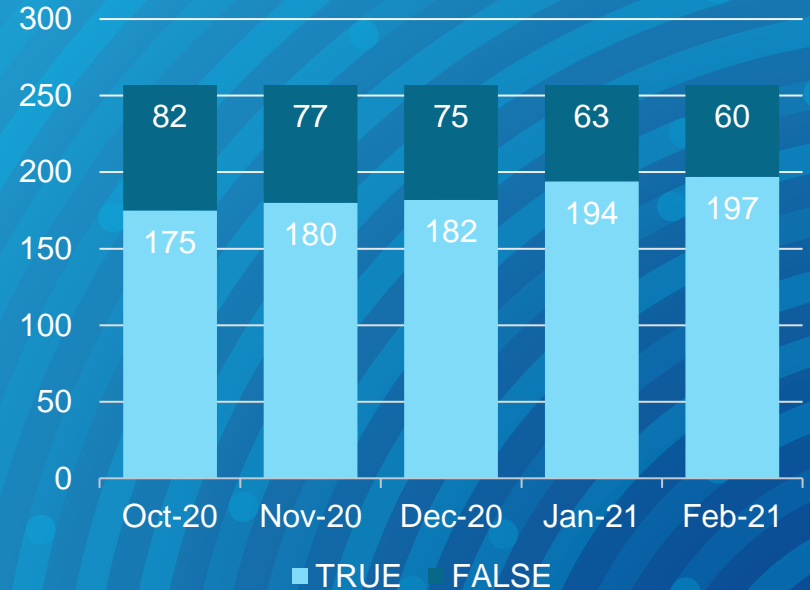


Effect of Tamtam bubble & ESP on business readiness for border reopening

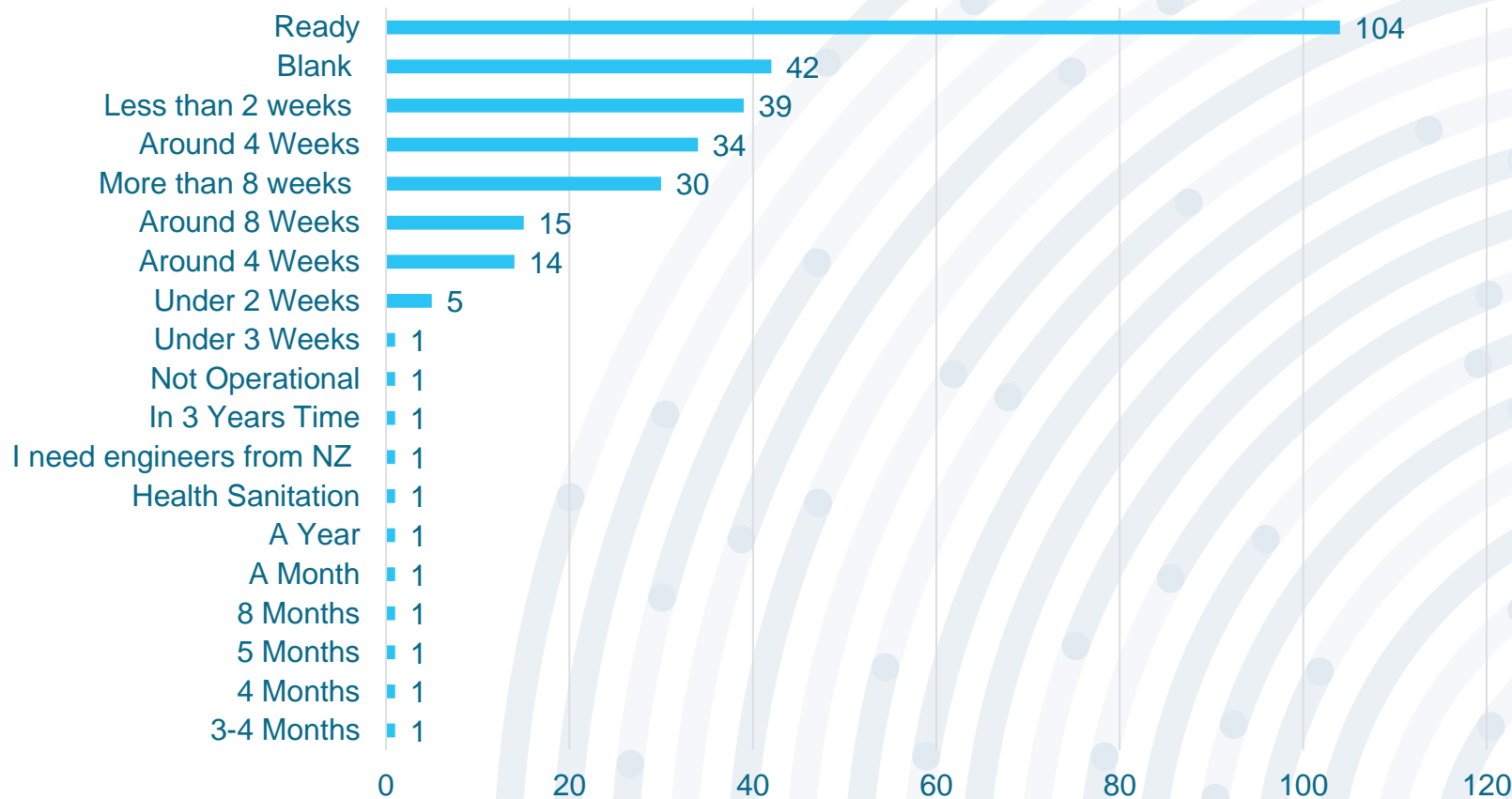
If the border was opened as part of the 'Tamtam Bubble' and the ESP package WAS extended beyond the end of 2020, would you be able to open to international tourist?



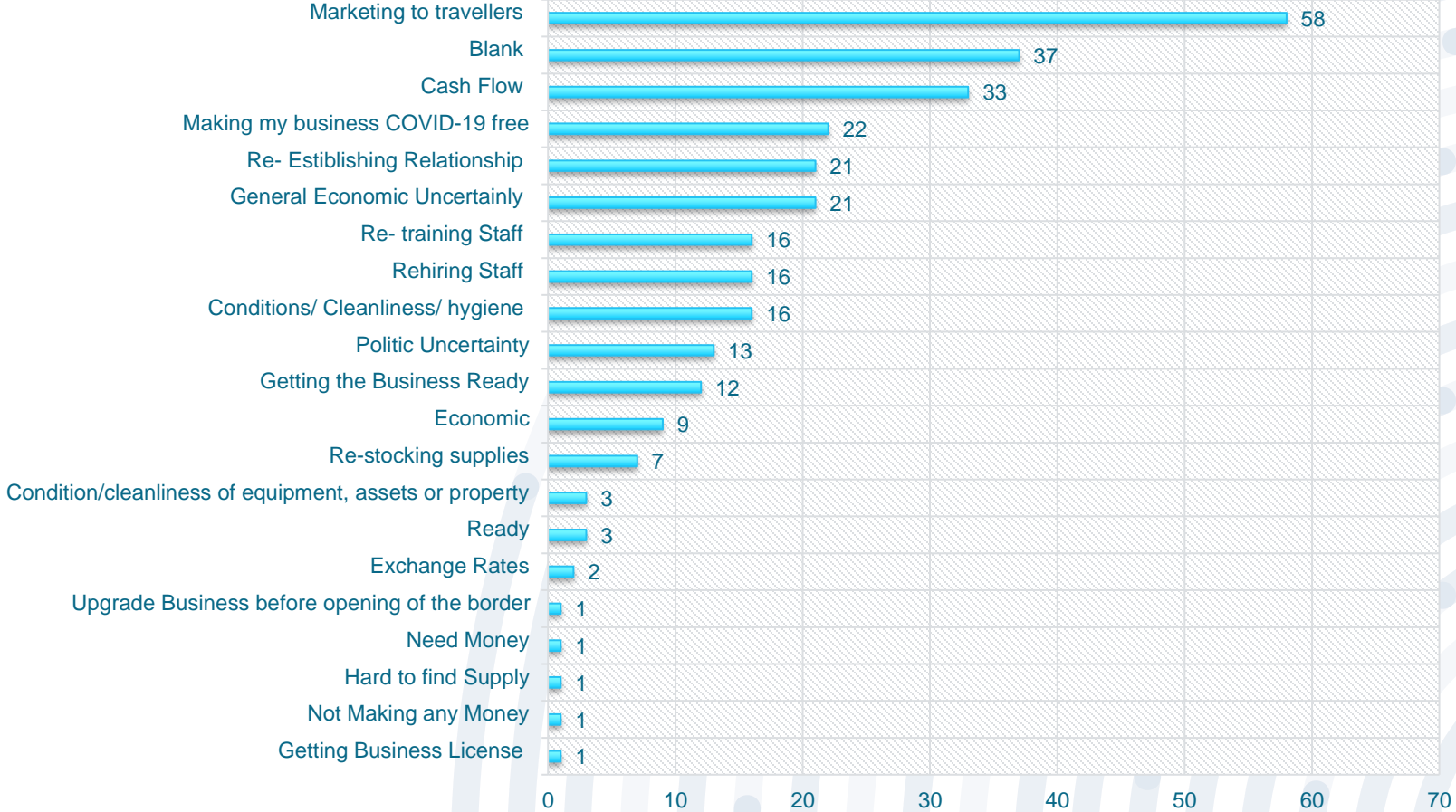
If the border was opened as part of the 'Tamtam Bubble' and the ESP package WAS NOT extended beyond the end of 2020, would you be able to open to international tourist?



How long do you think you will need to prepare your business for any reopening of the border?









What do you think will be the main challenges to getting your business ready for the opening of the border?



Importance of different source markets to tourism businesses

Main Markets

	Australian Market	6131
	New Zealand Market	945
	New Caledonia Market	415
	European Market	376
	China Market	219
	USA Market	288

Other Market

Asia
Austria
Italy
Russia
Canada
England
Fiji
France
Japan
Singapore
Solomon Island
Spain

Niche Markets

Cruise Ships & Yachts	6
Corporate Travelers	4
Film Crews & Photographers	3
Group Travelers	3

Other Territorial Markets

Pacific Islands	9
Japan	6
Canada	2
South America	1



THANK YOU!