



VANUATU INTERNATIONAL VISITOR SURVEY FACTSHEET

1. Air arrivals directly injected USD 150 million or VUV 17 billion into the Pacific island nation of Vanuatu last year in 2015. This includes pre and in-country spend.
2. The report finds 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 or VUV 18,954 on their visit, including pre and in-country spend.
4. Thirty-eight percent of visitors travel to the island as a pair, suggesting that couples are an essential visitor segment for the country.
5. Visitors from Australia, New Zealand and New Caledonia dominate arrivals, with friends and family and previous visits the leading influences in deciding on Vanuatu.
6. Australia and New Zealand markets tend to be more influenced by their desire to come to Vanuatu by accessibility and the opportunity to relax. Long-haul travellers are more likely to be influenced by cultural and environmental factors.
7. Long-haul passengers spend more than visitors from New Zealand and Australia, at USD 187 or VUV 20,728 per person per day, spend longer in Vanuatu, and are more likely to visit the outer islands. Yet, long-haul tourists make up less than 15 percent of arrivals.
8. Emerging market visitors from China stay longer than average and spend considerably more on pre-travel: USD 2,005 or VUV 222,253 compared to the average of USD 1,217 or VUV 134,903 and in-country, USD 116 VUV12, 858 compared to the average of USD 83 or VUV 9,200.
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 2 percent or less to other outer islands. However, 85 percent of visitors would like to include an outer island on the 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 were noted 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, and 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 -30 percent, with the Pacific market the least hard hit and this has largely rebounded.
15. CYCLONE PAM: The New Zealand, - 19 percent, and Australian – 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.