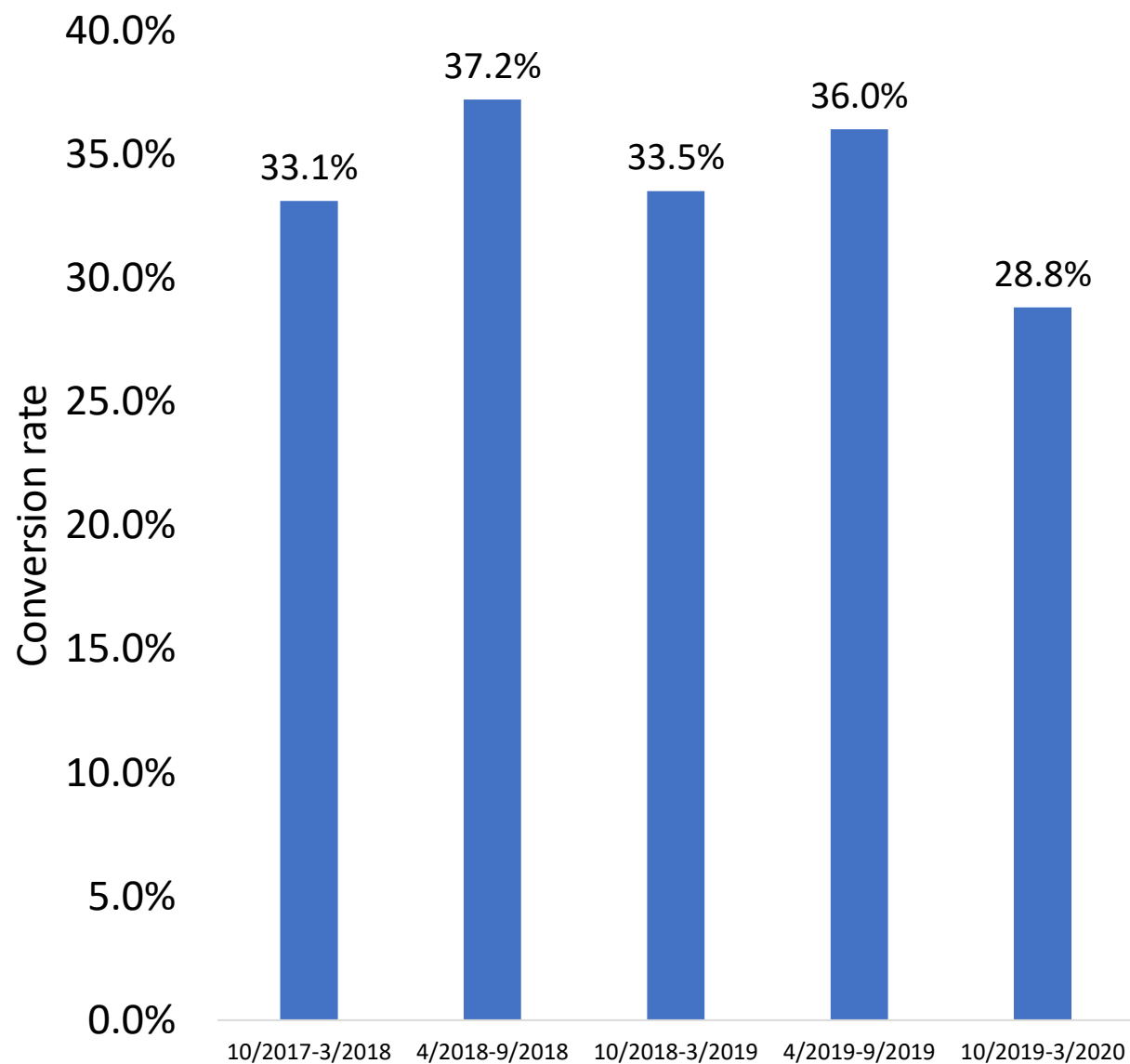
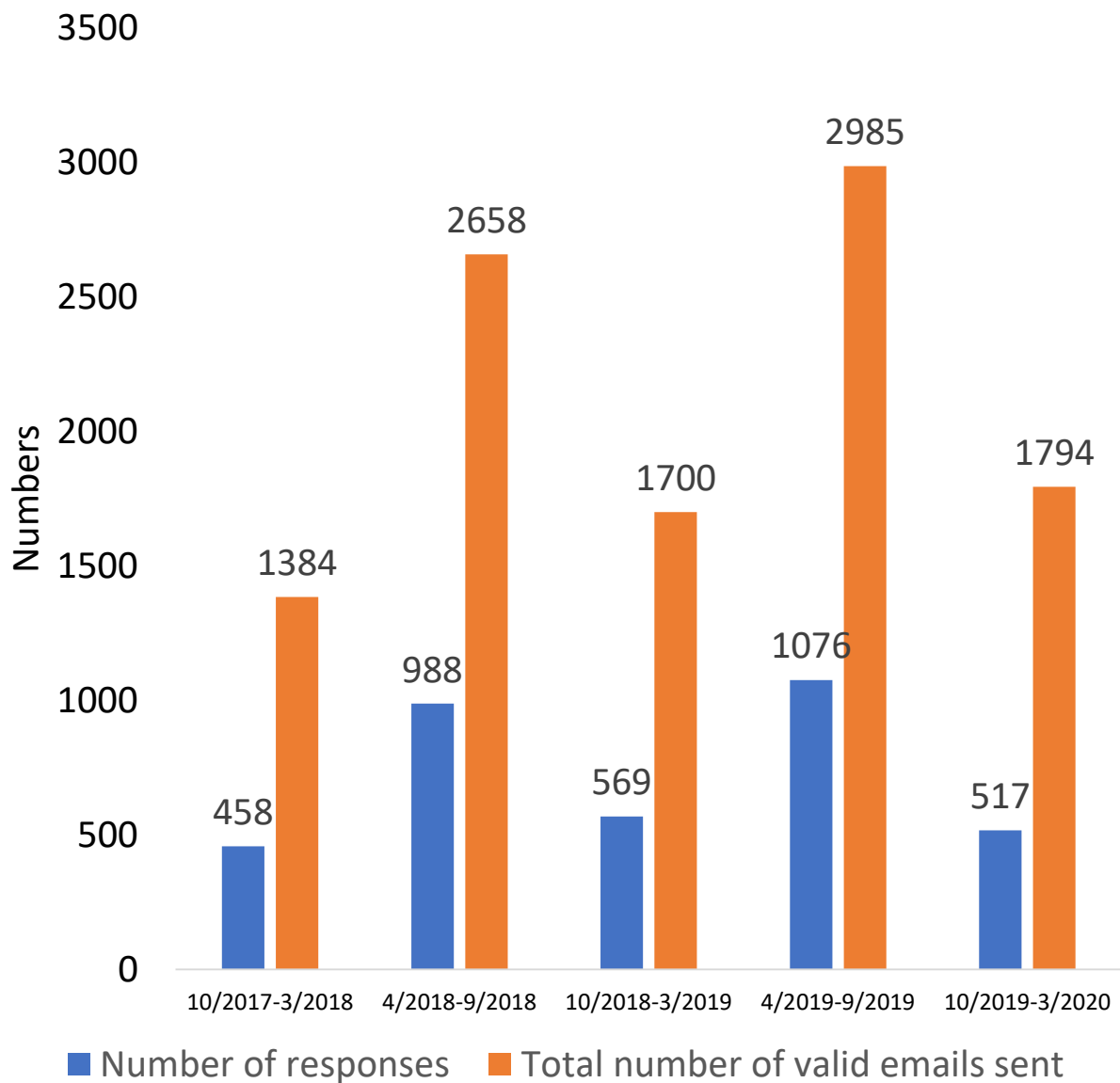


Niue Visitor Survey Time Series Data

October 2017 – March 2020



Respondents

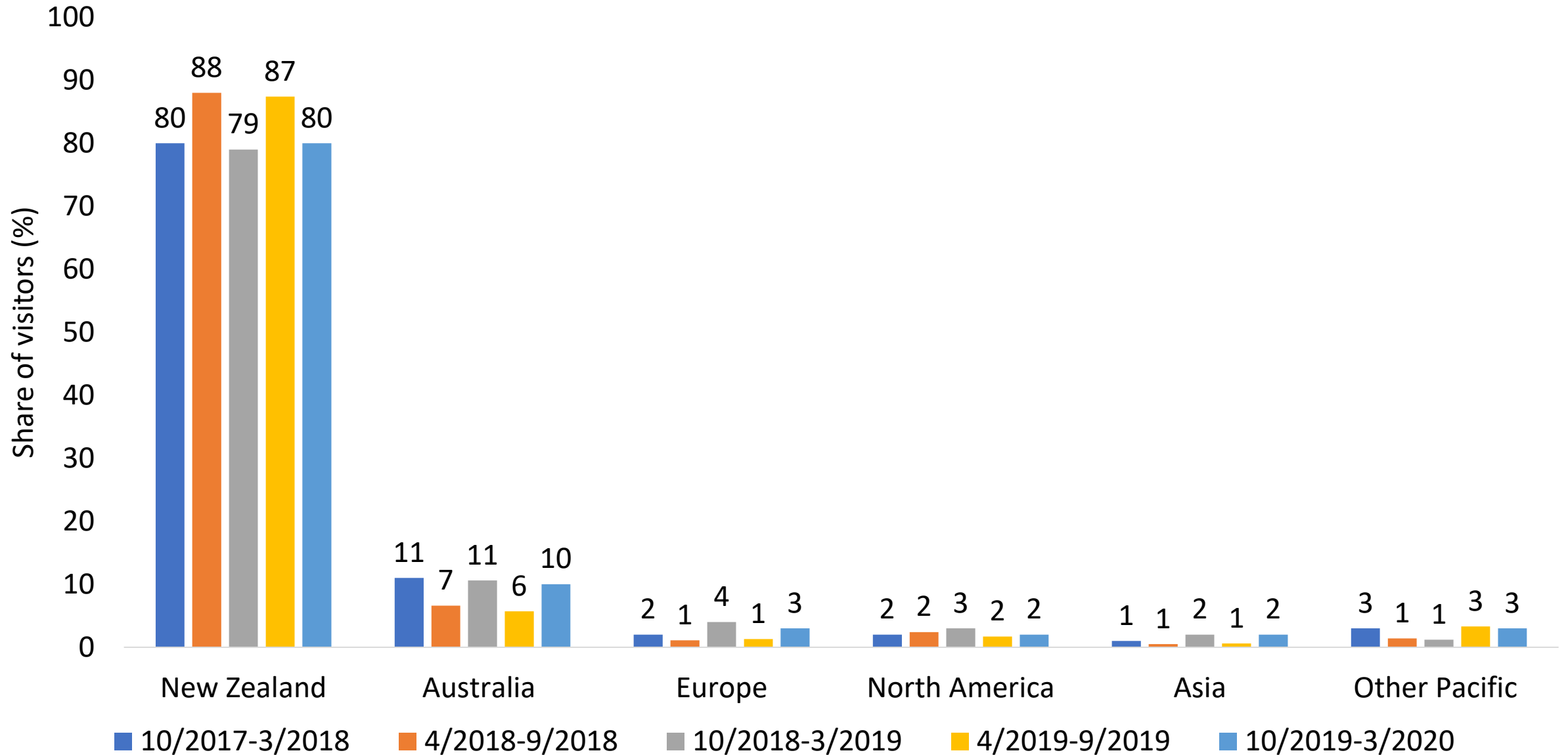




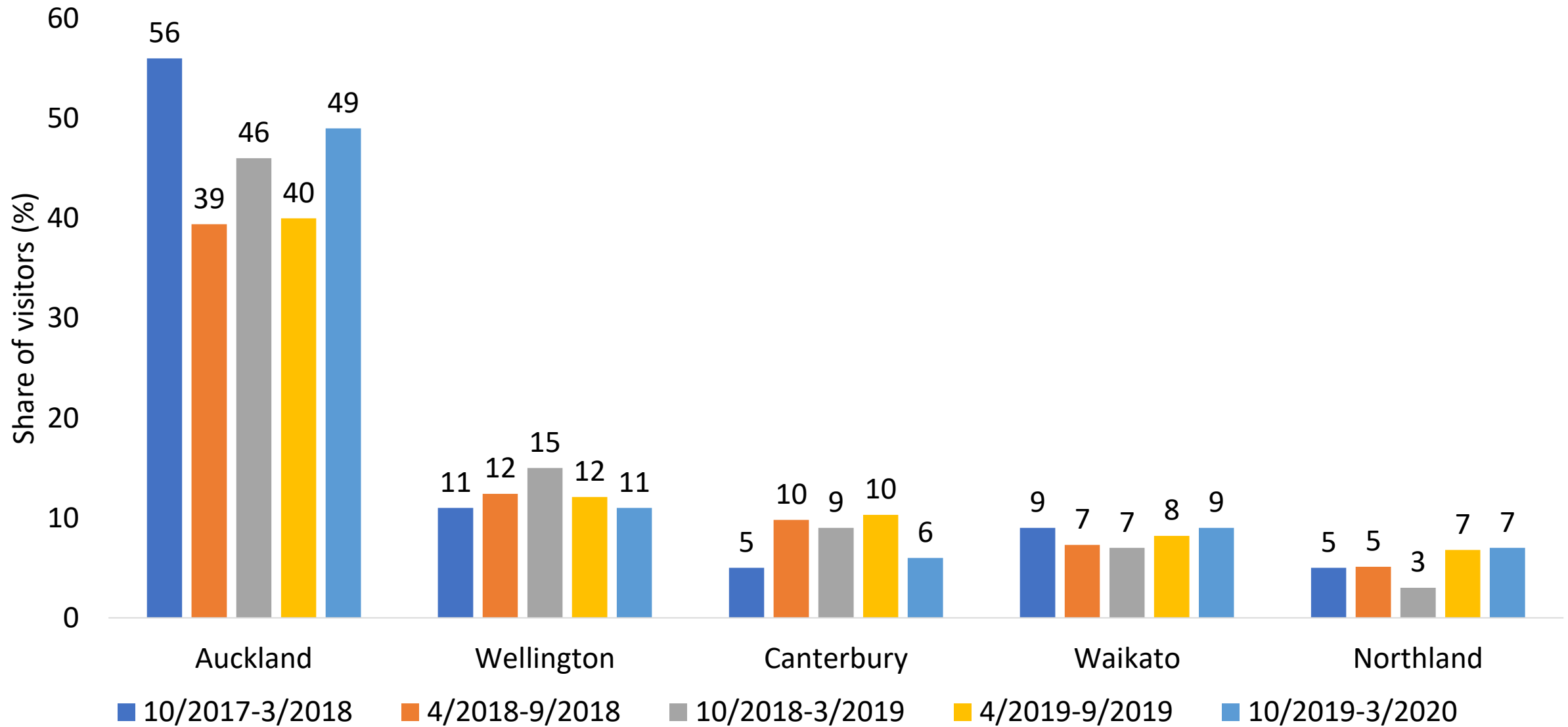
The characteristics of visitors to Niue

Age, gender, education, country of origin, income, purpose of visit, travelling companions, number of previous visits, length of stay, type of accommodation, transport used, information sources, purchasing behaviour

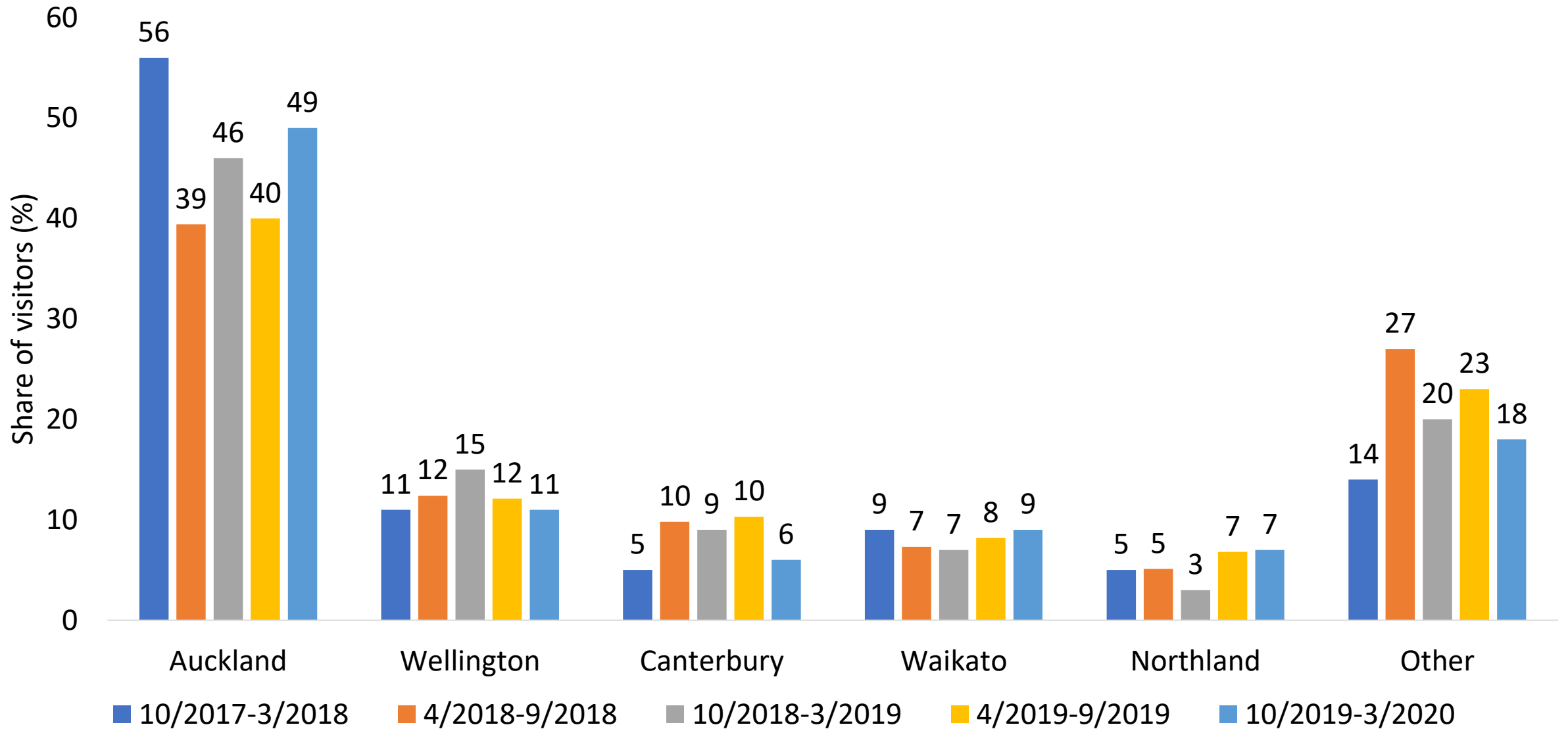
Country of origin



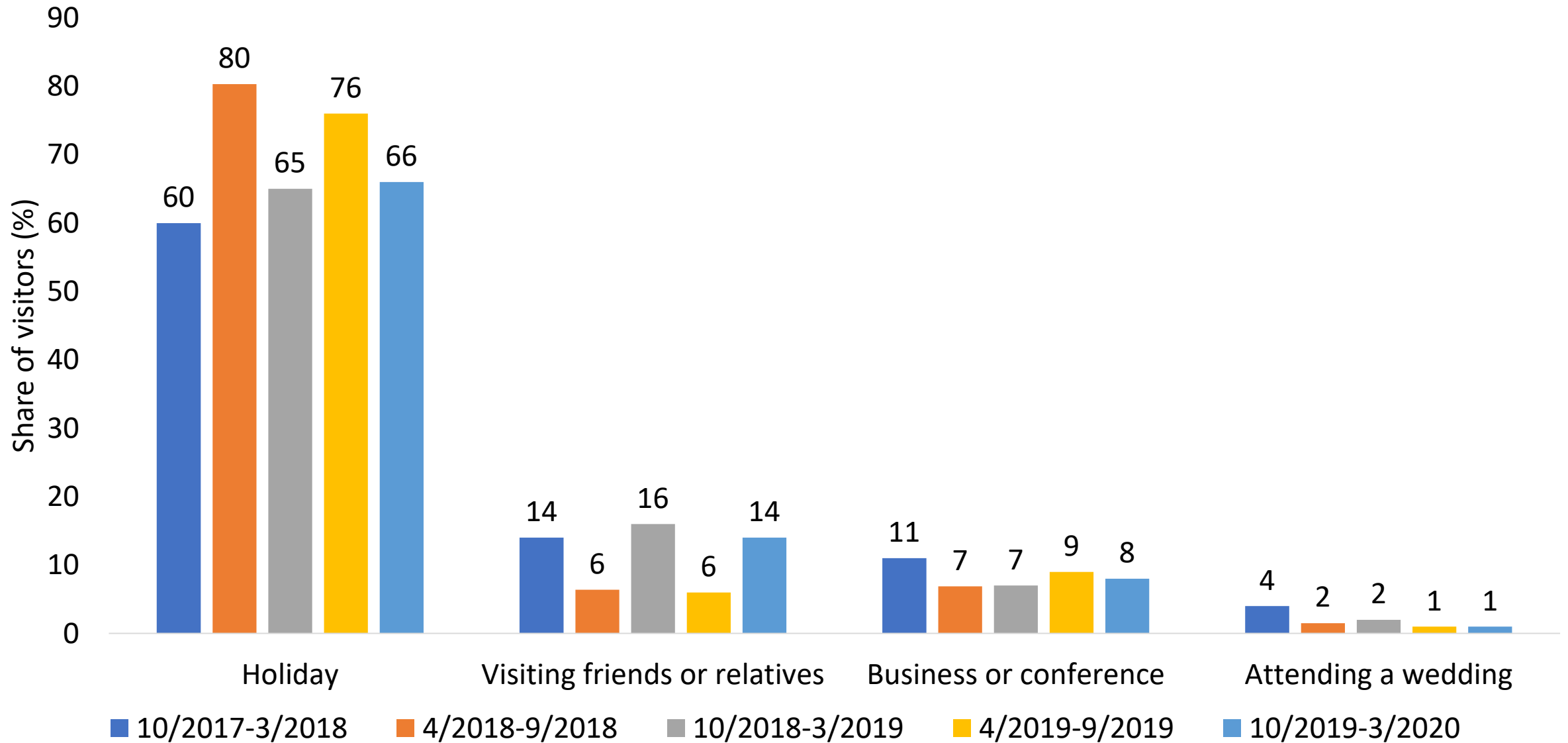
New Zealand respondents (Top 5 regions)



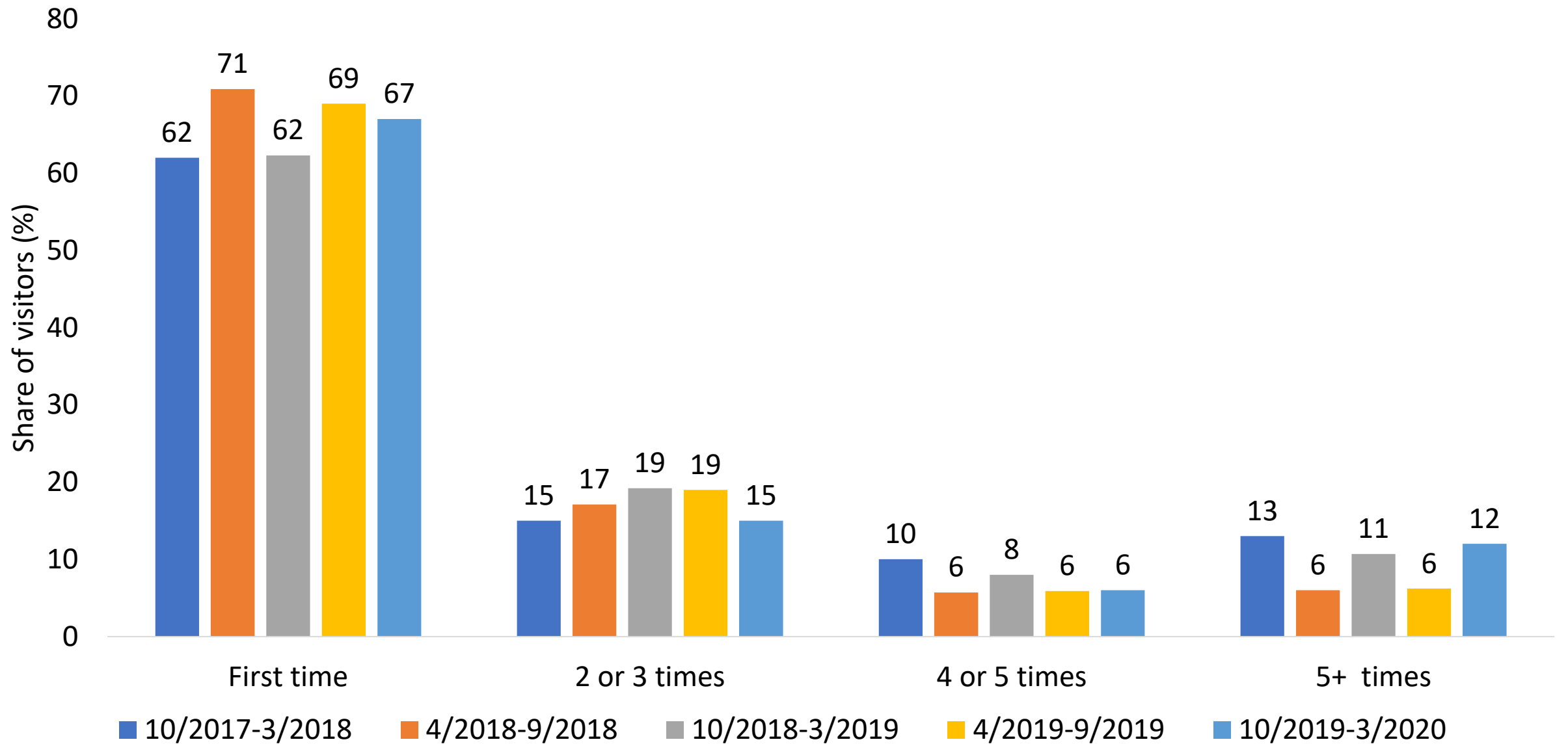
New Zealand respondents



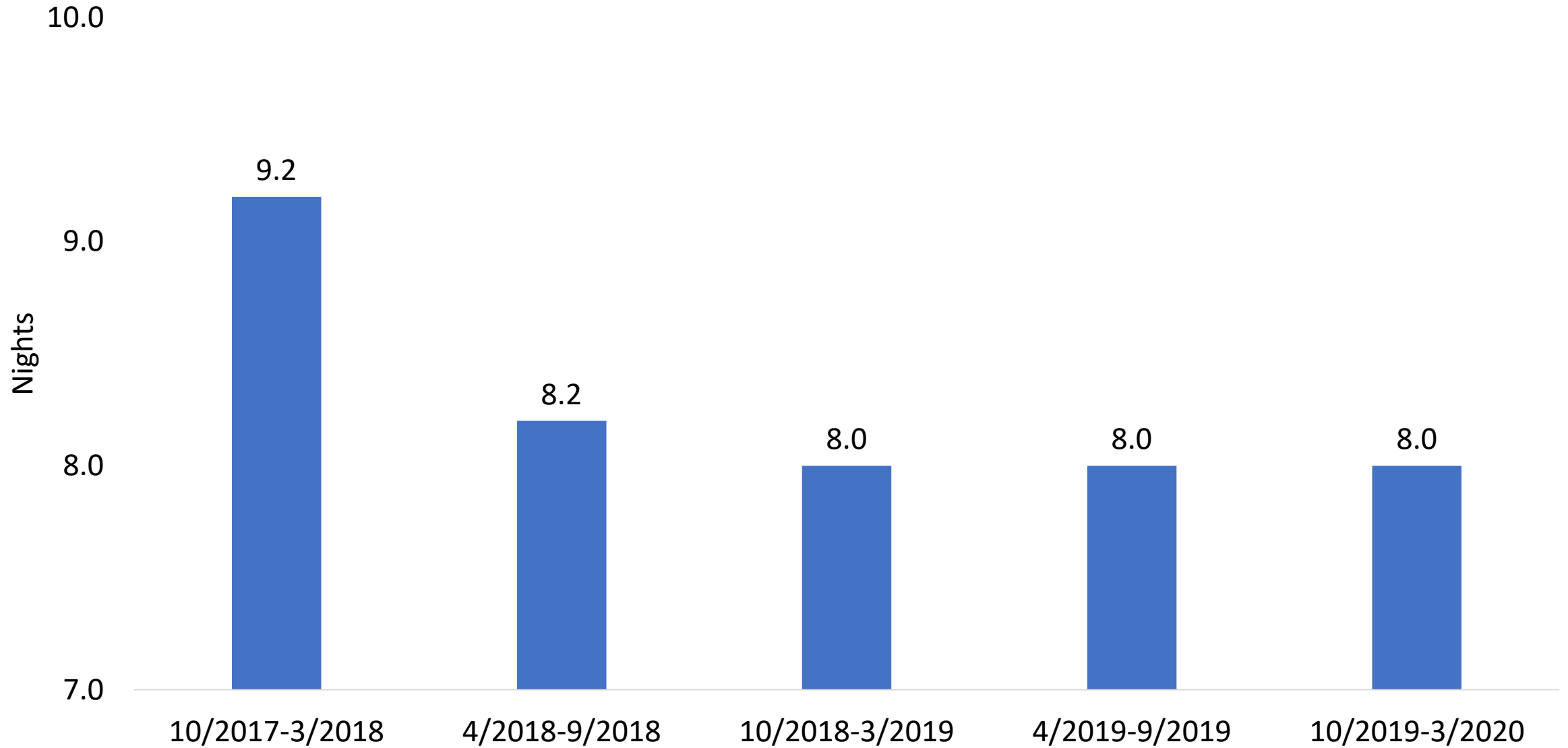
Main purpose of visit (Top 4)



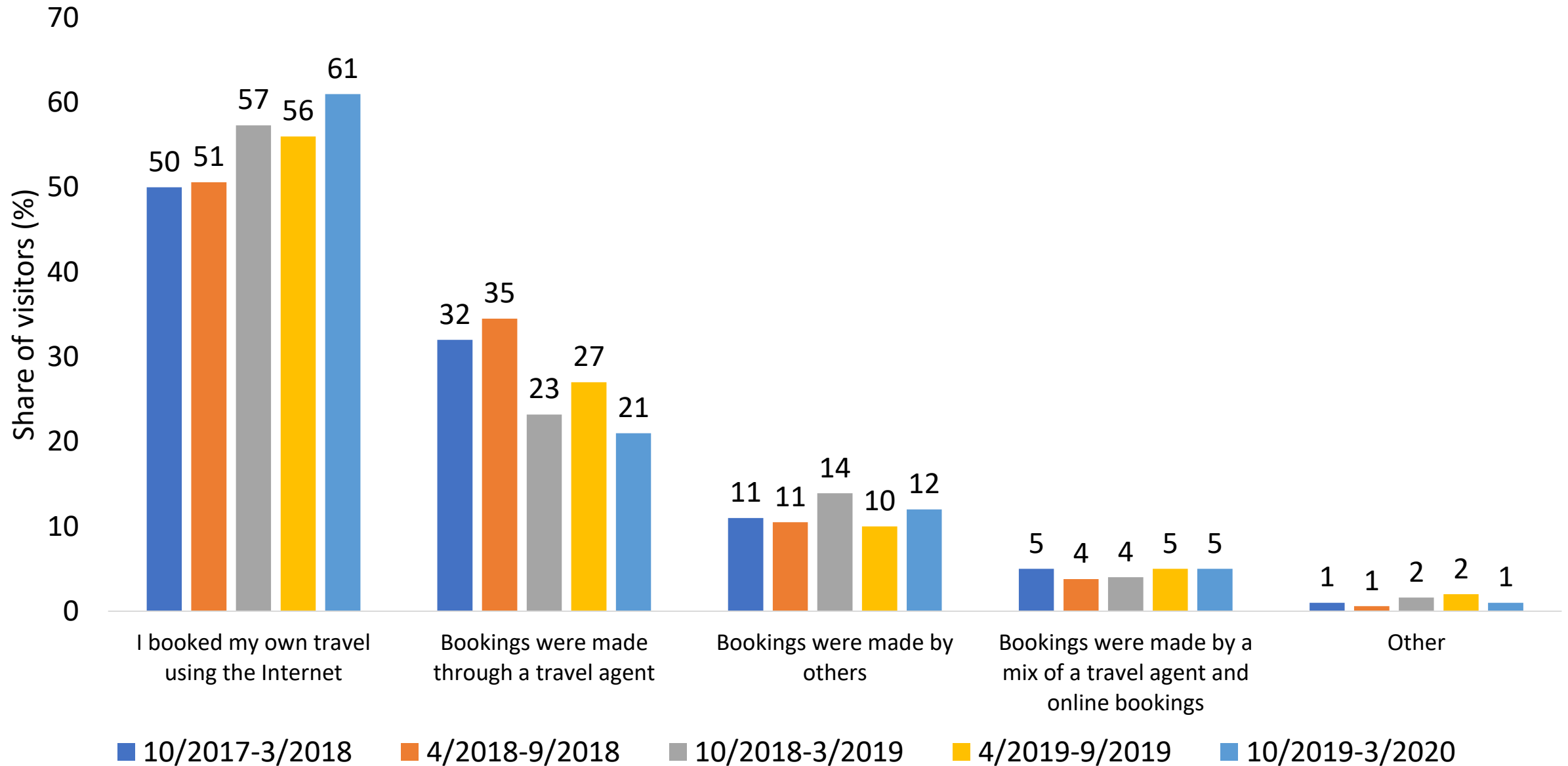
Previous visits

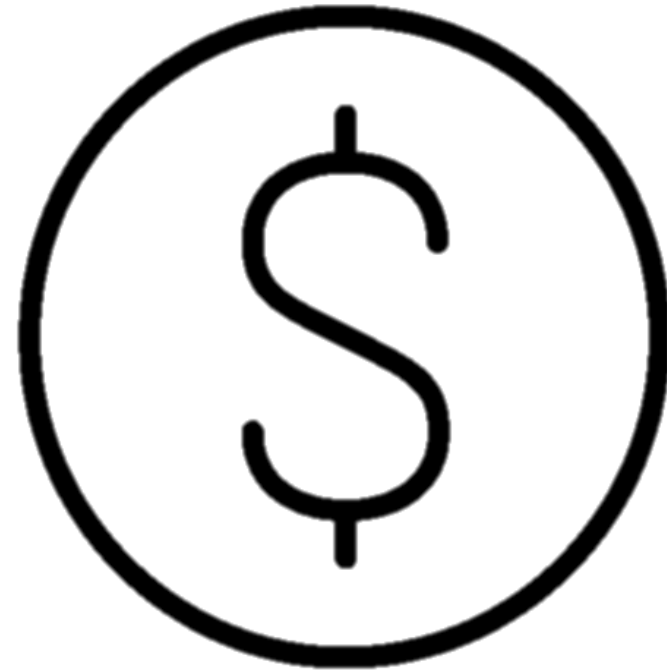


Average length of stay



How did you purchase your travel?

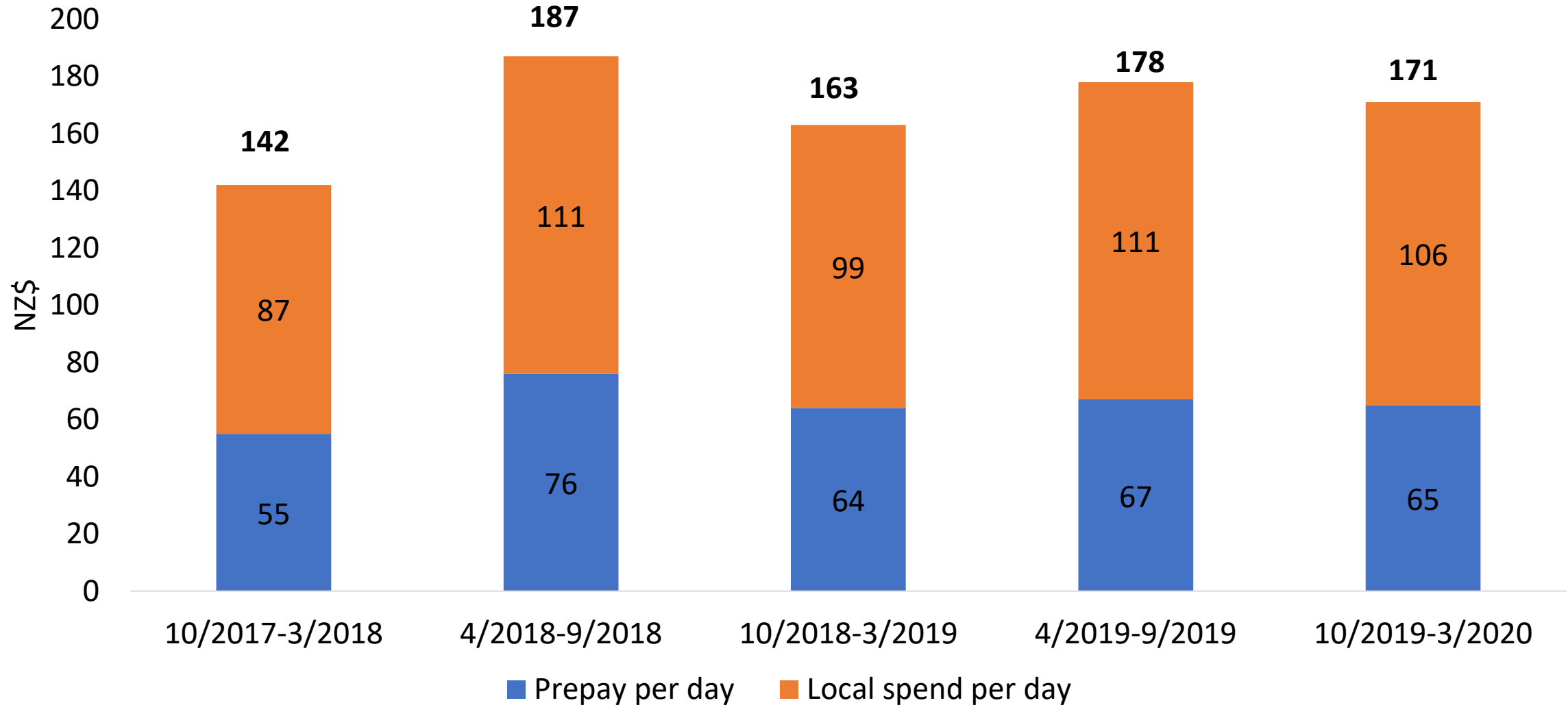




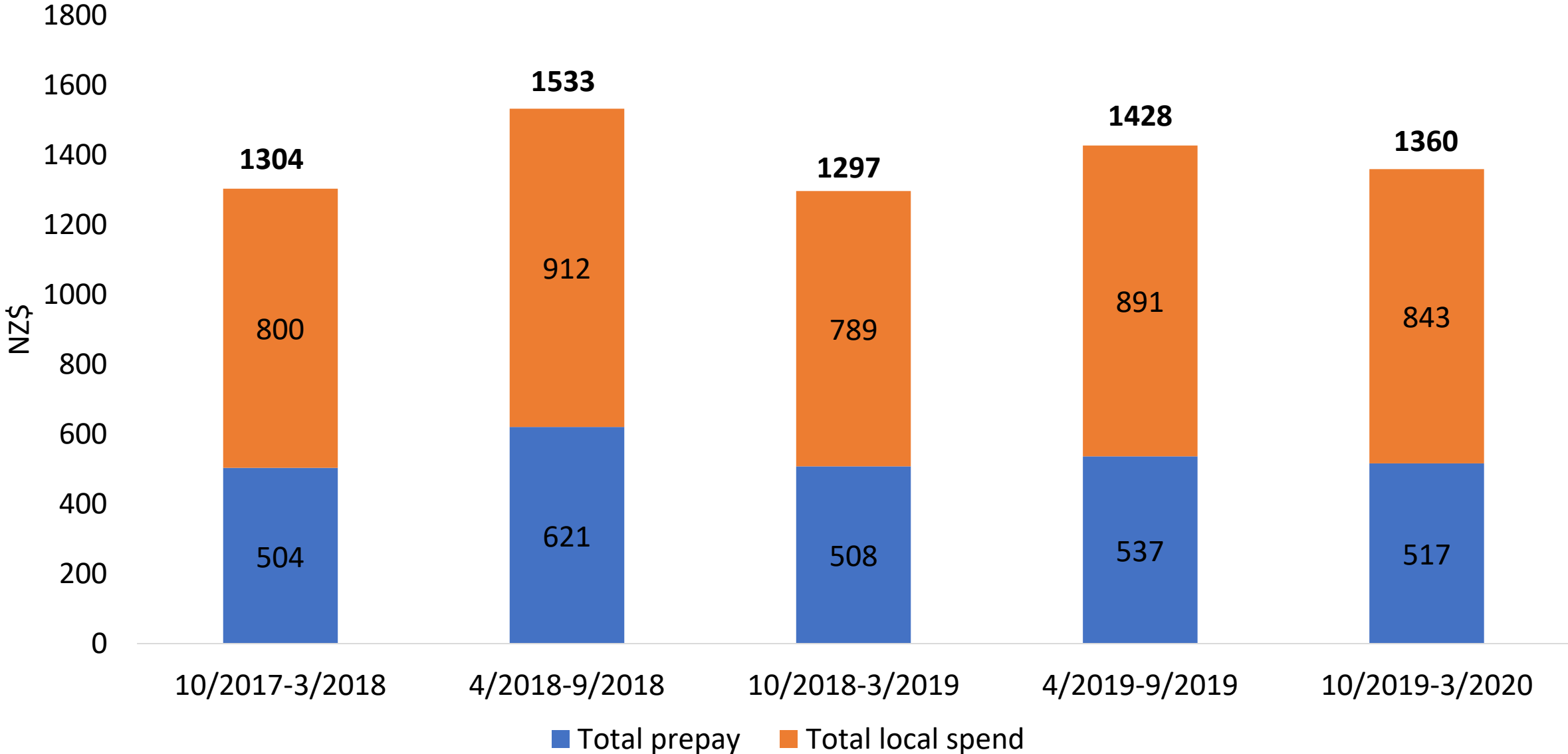
Visitor expenditure

Money spent prior to arrival and while in Niue, and a breakdown of spending

Prepay and local spend per person per day



Total spend per person per visit

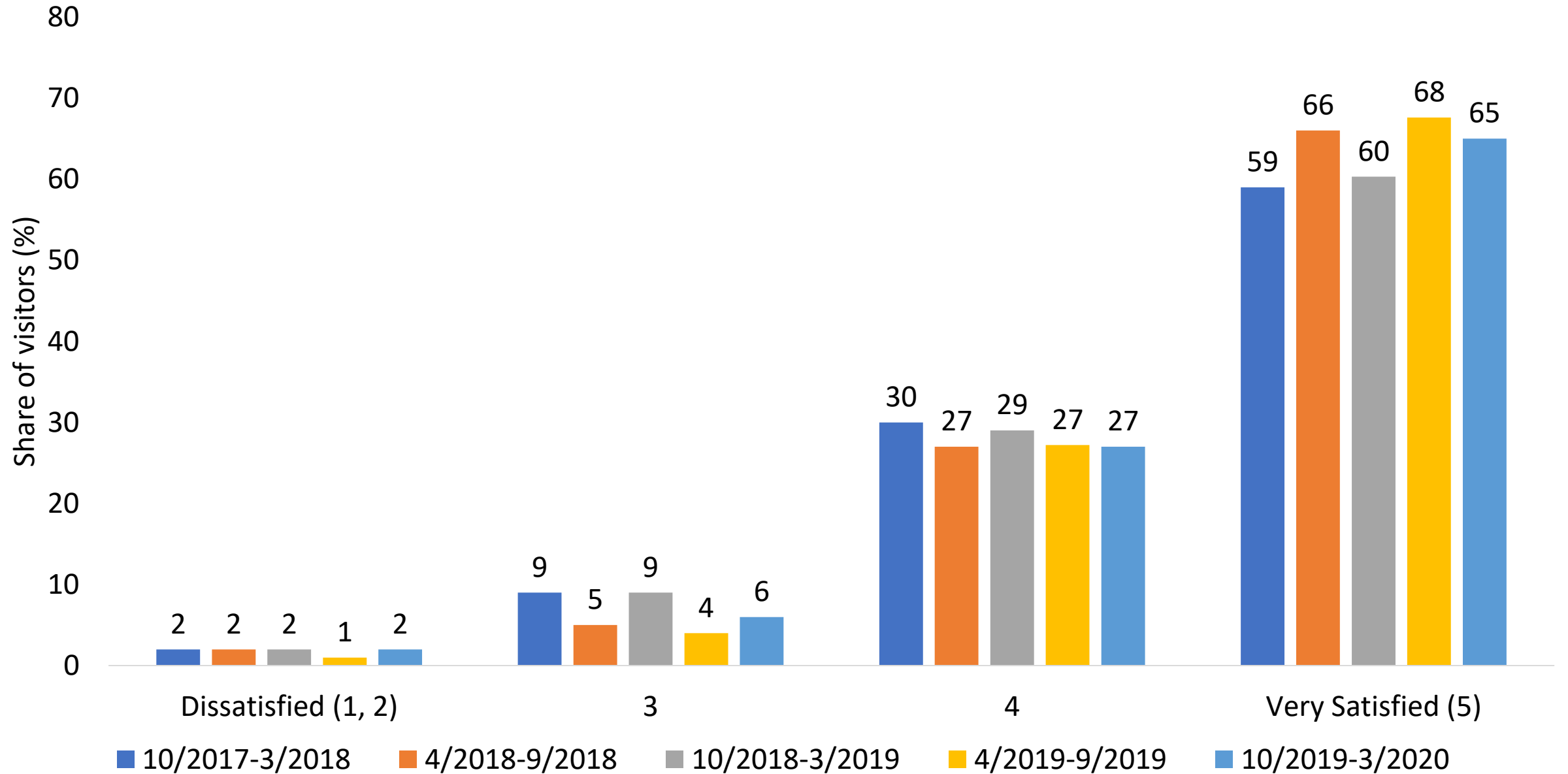




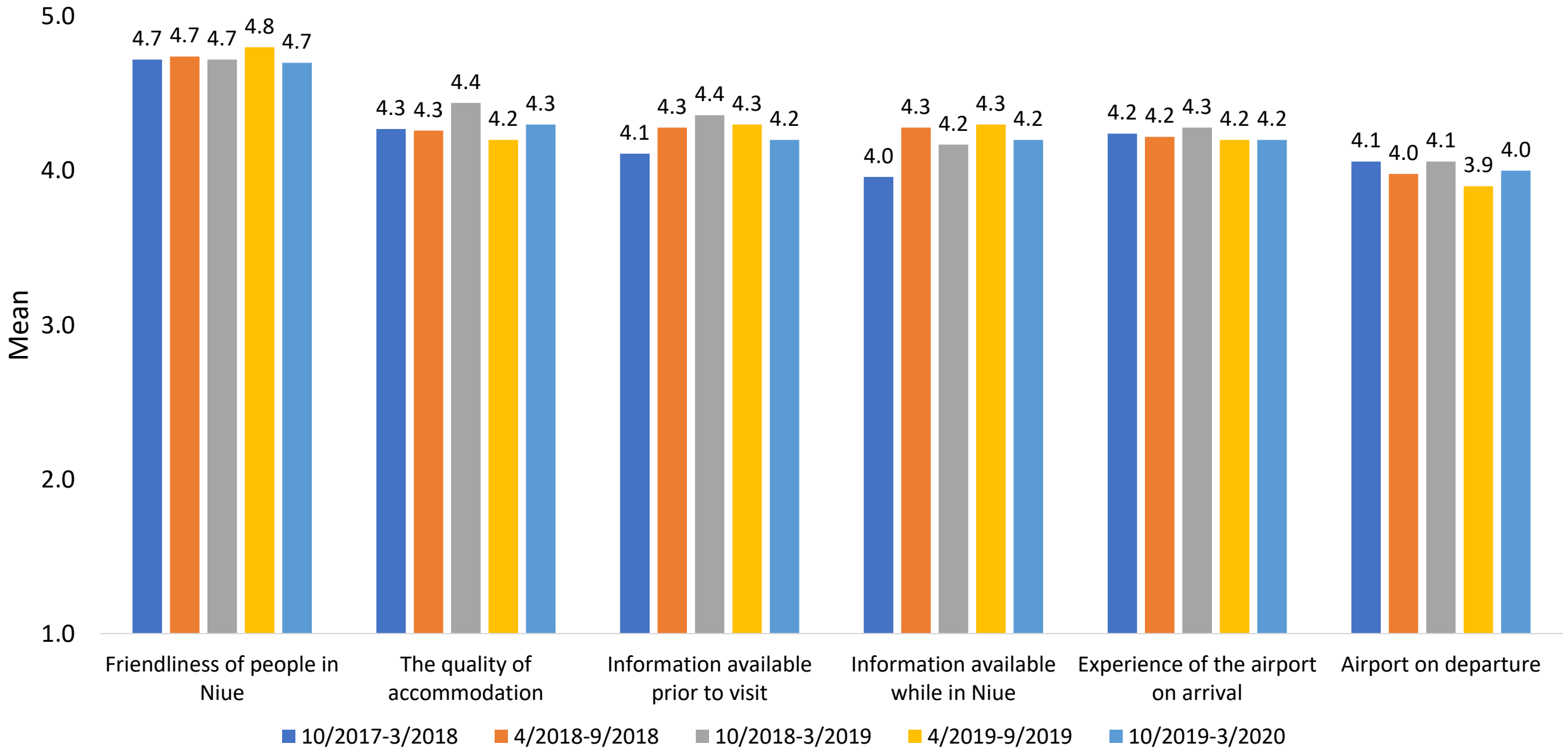
Visitor satisfaction

Most and least appealing elements of the visit, overall satisfaction

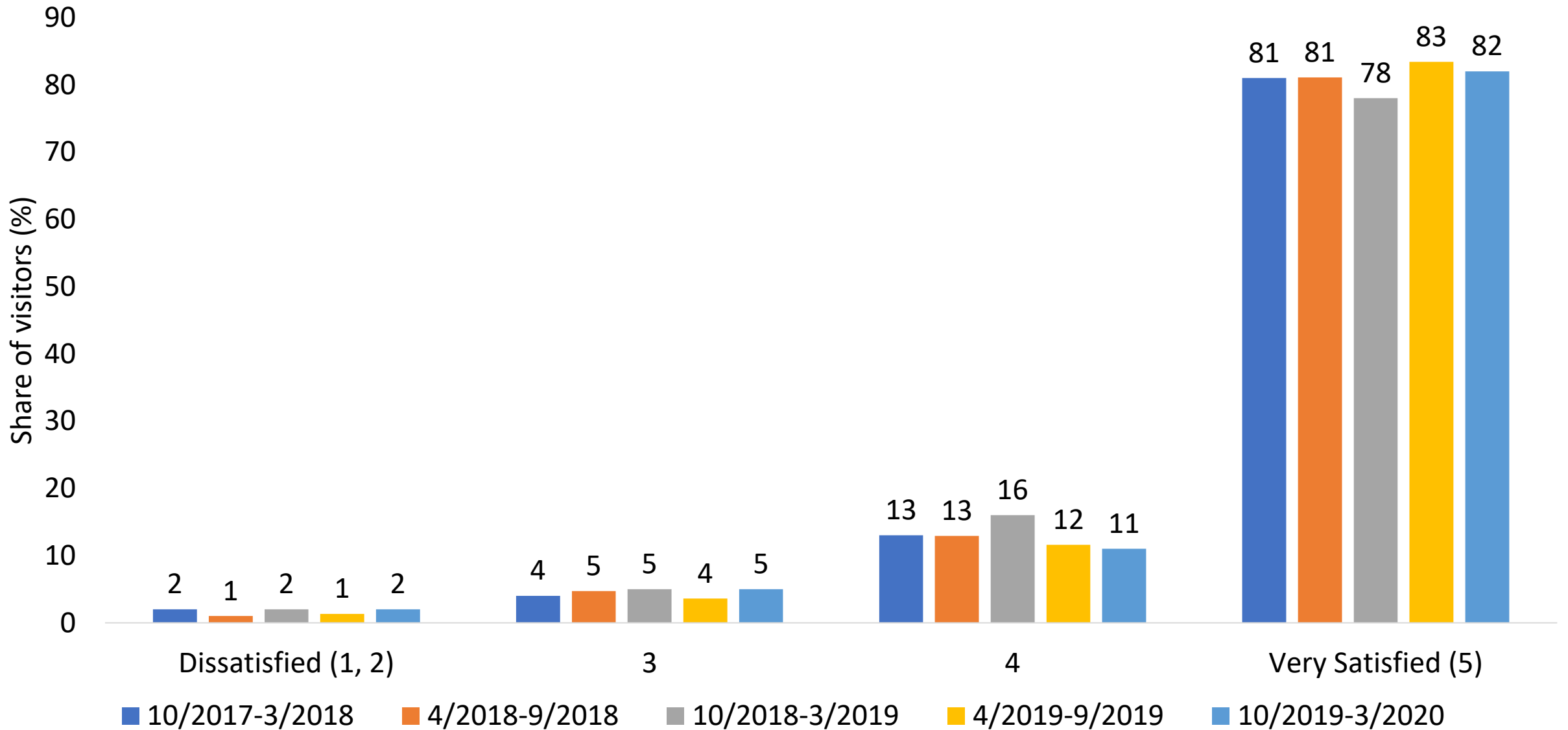
Overall satisfaction



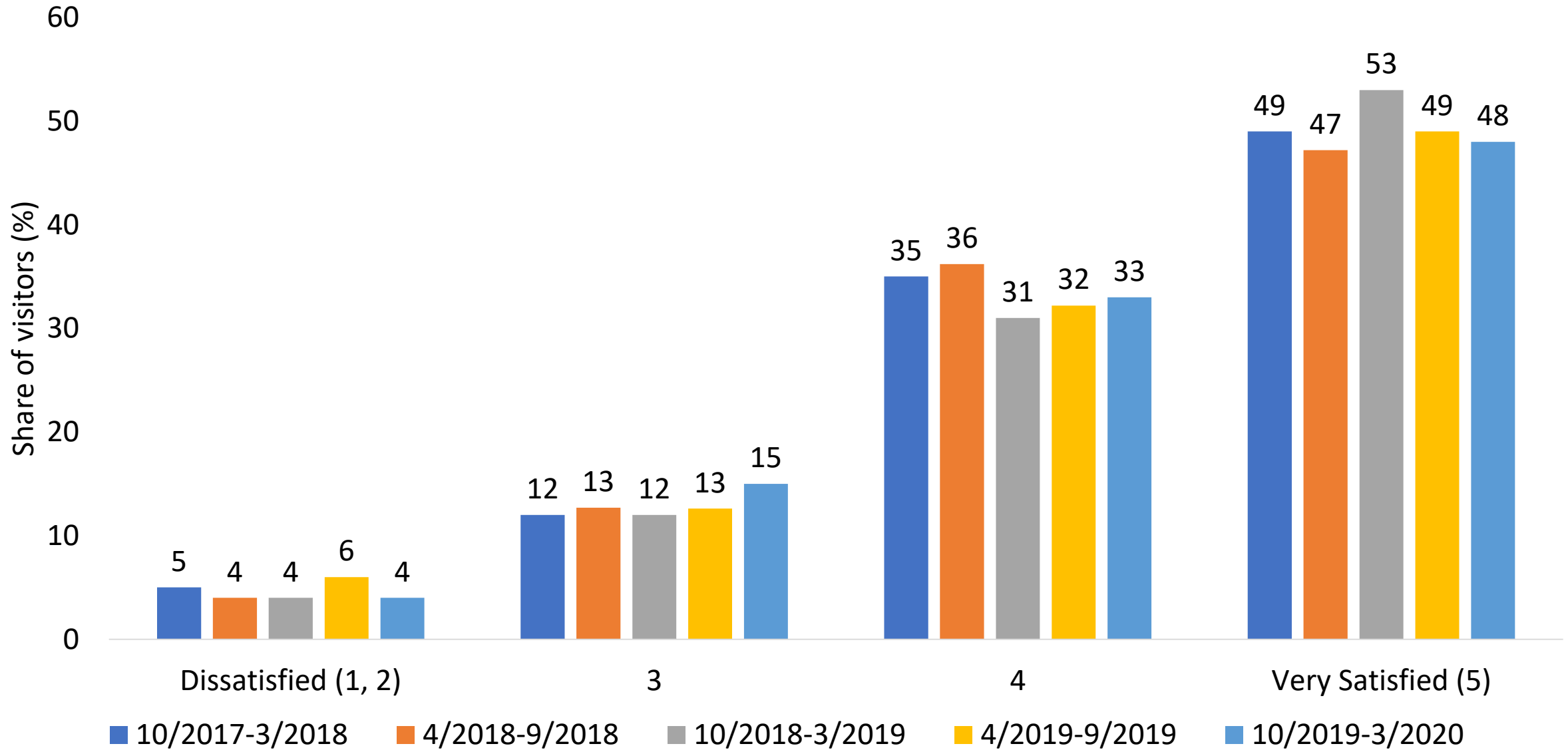
Average satisfaction level



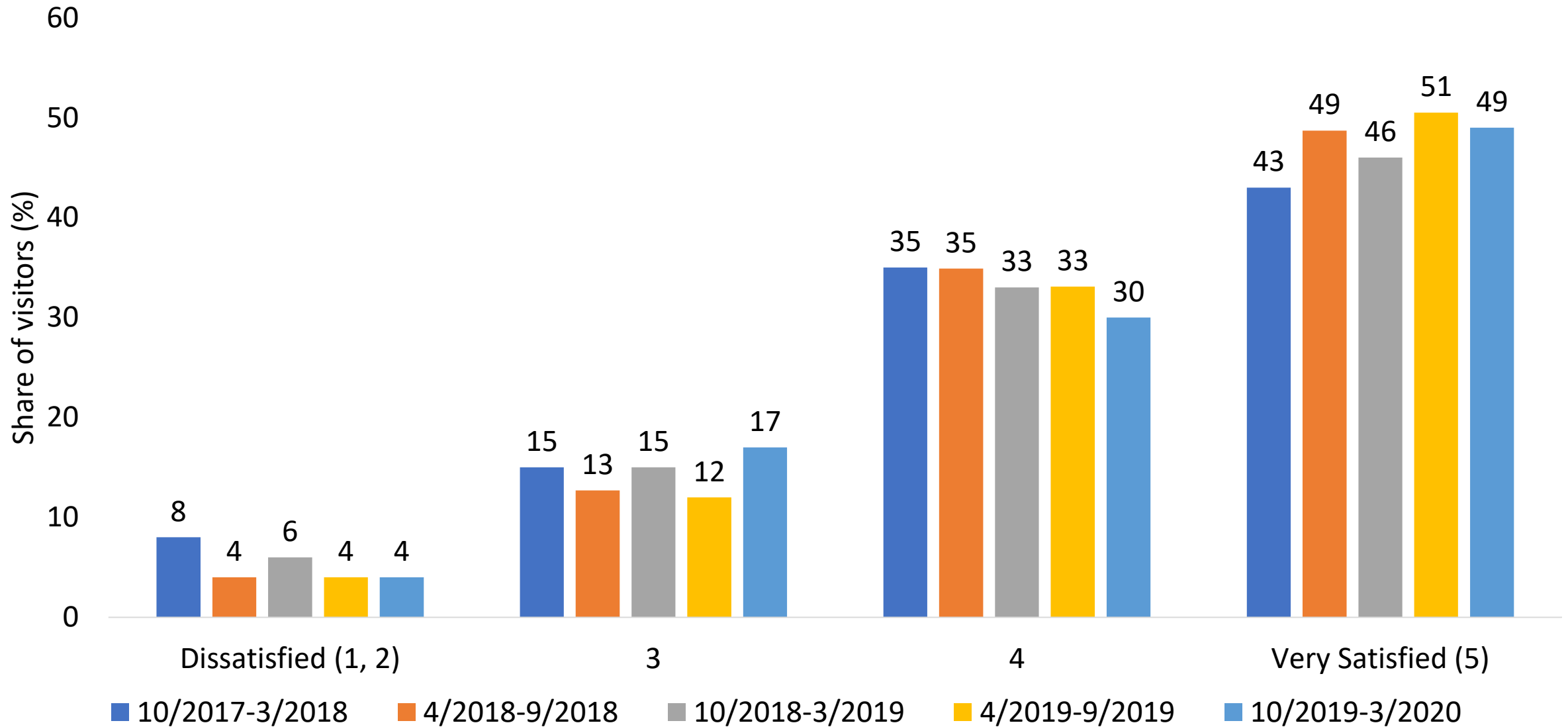
Friendliness of people in Niue



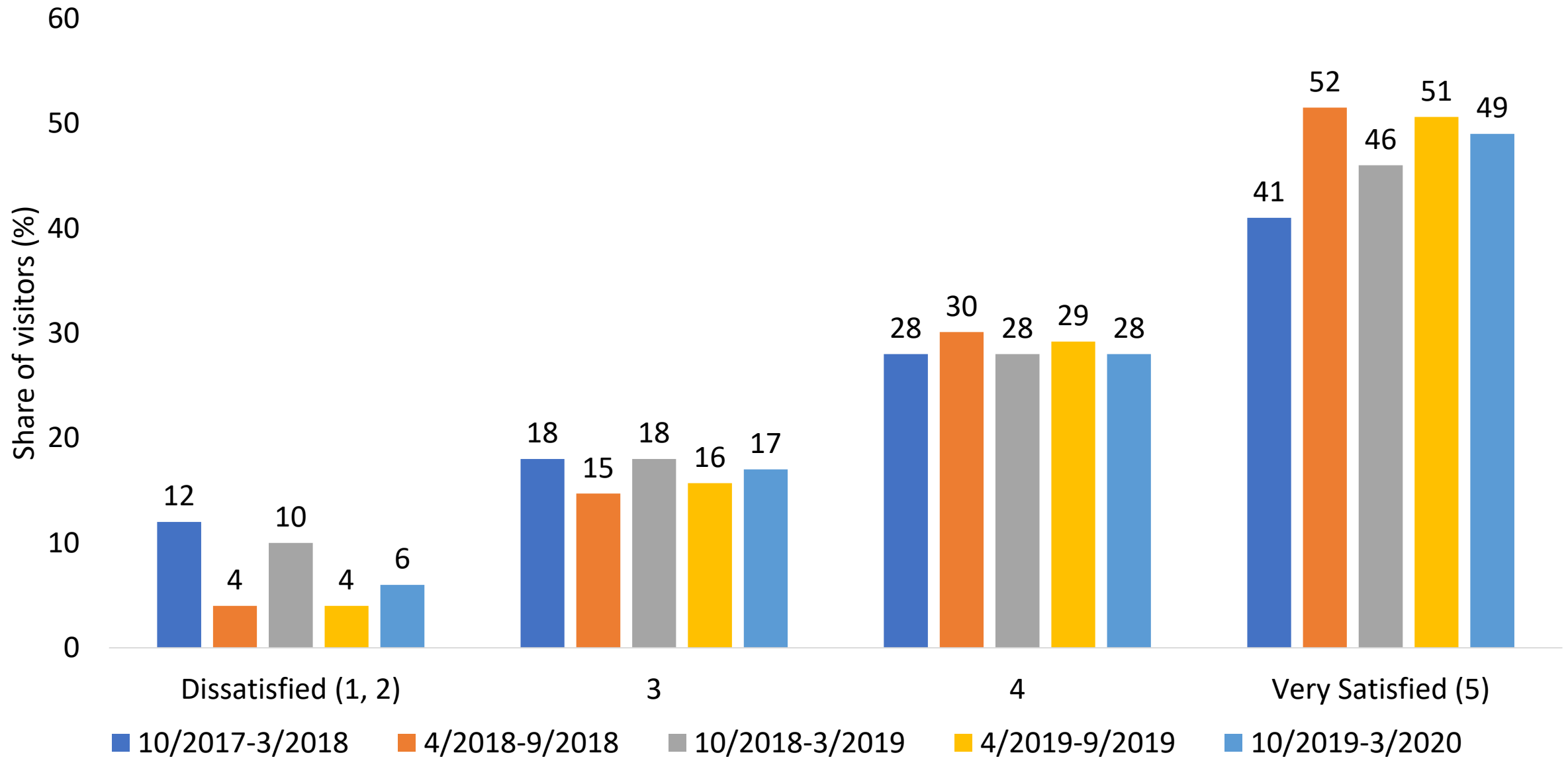
The quality of accommodation



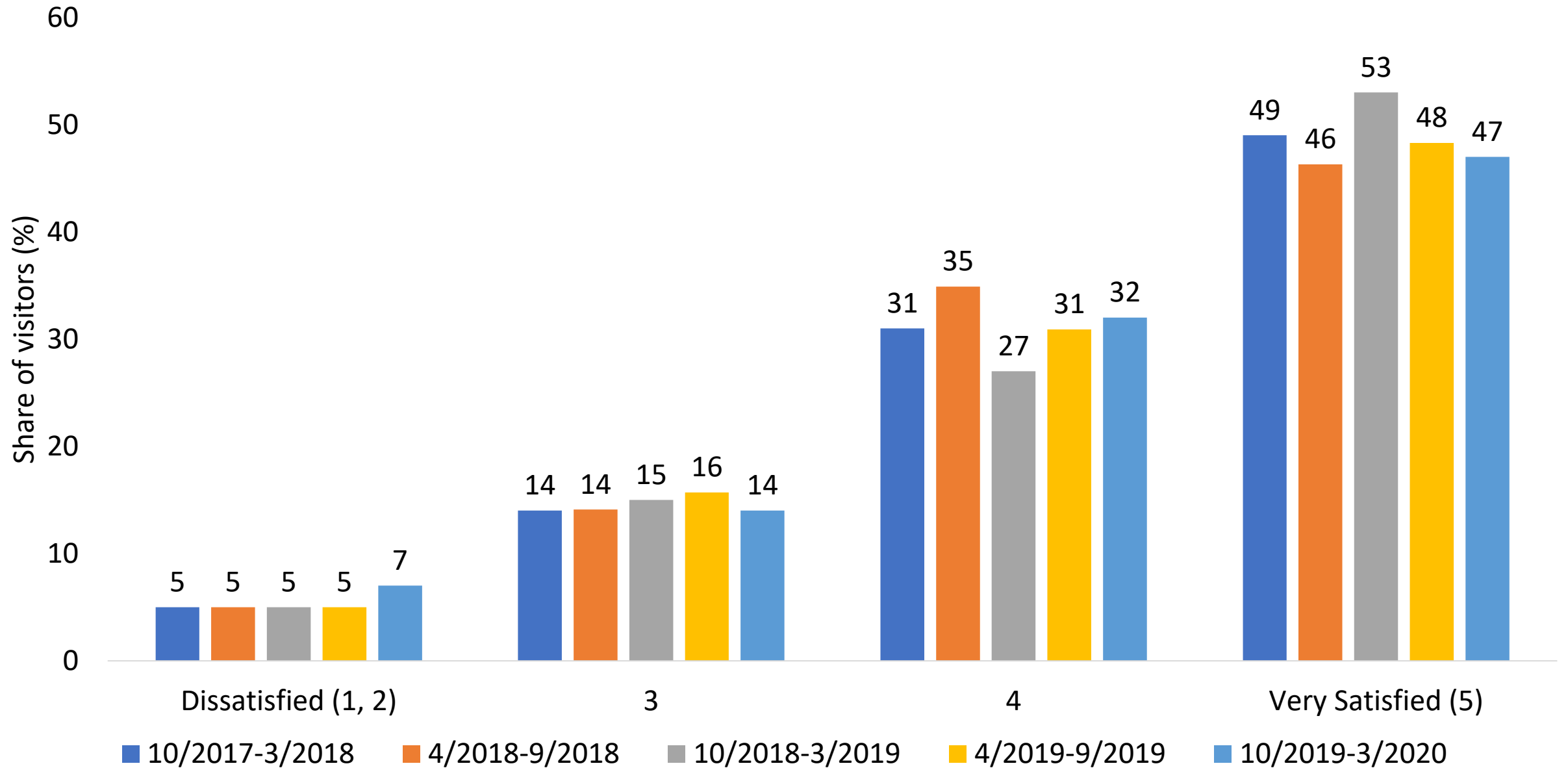
Information available prior to visit



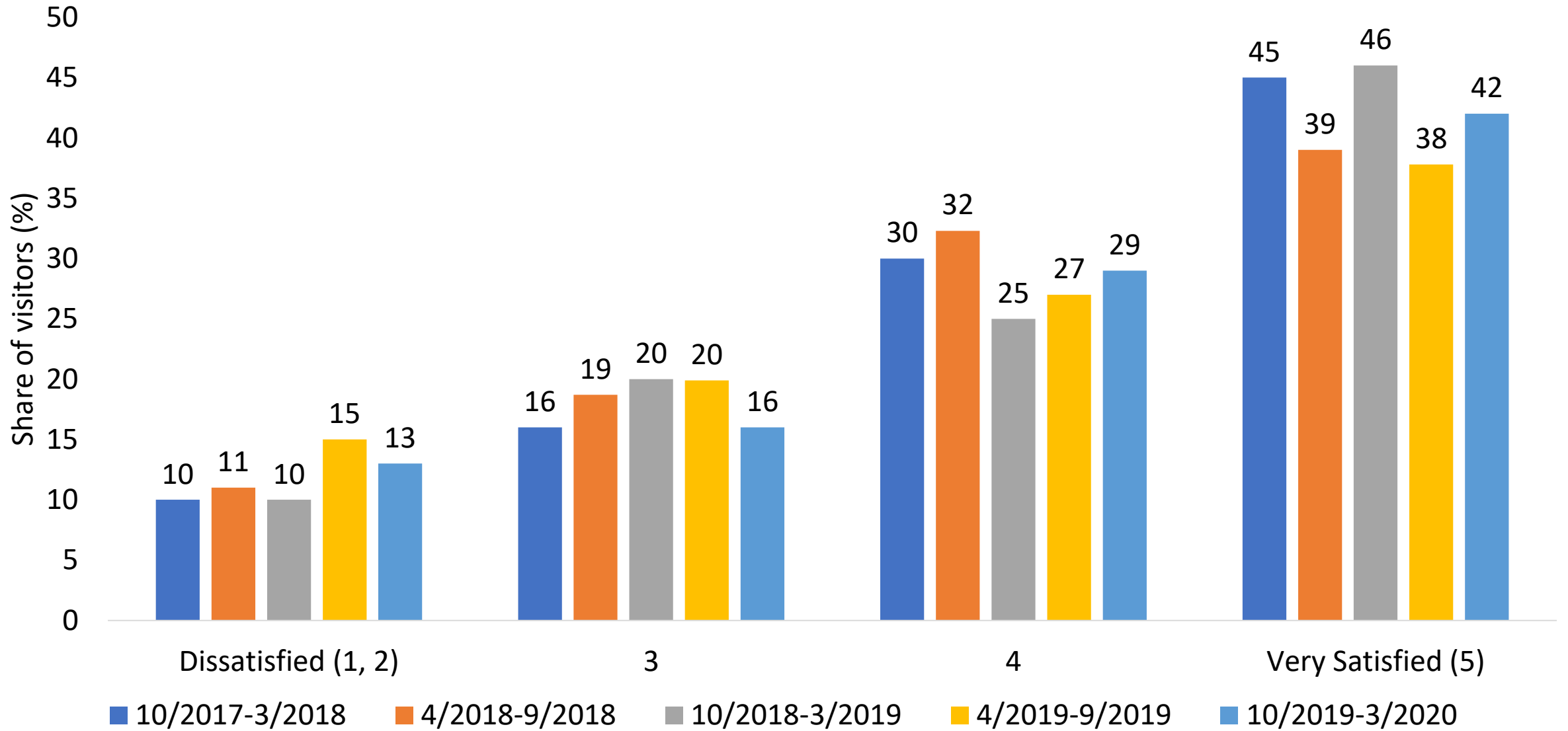
Information available while in Niue



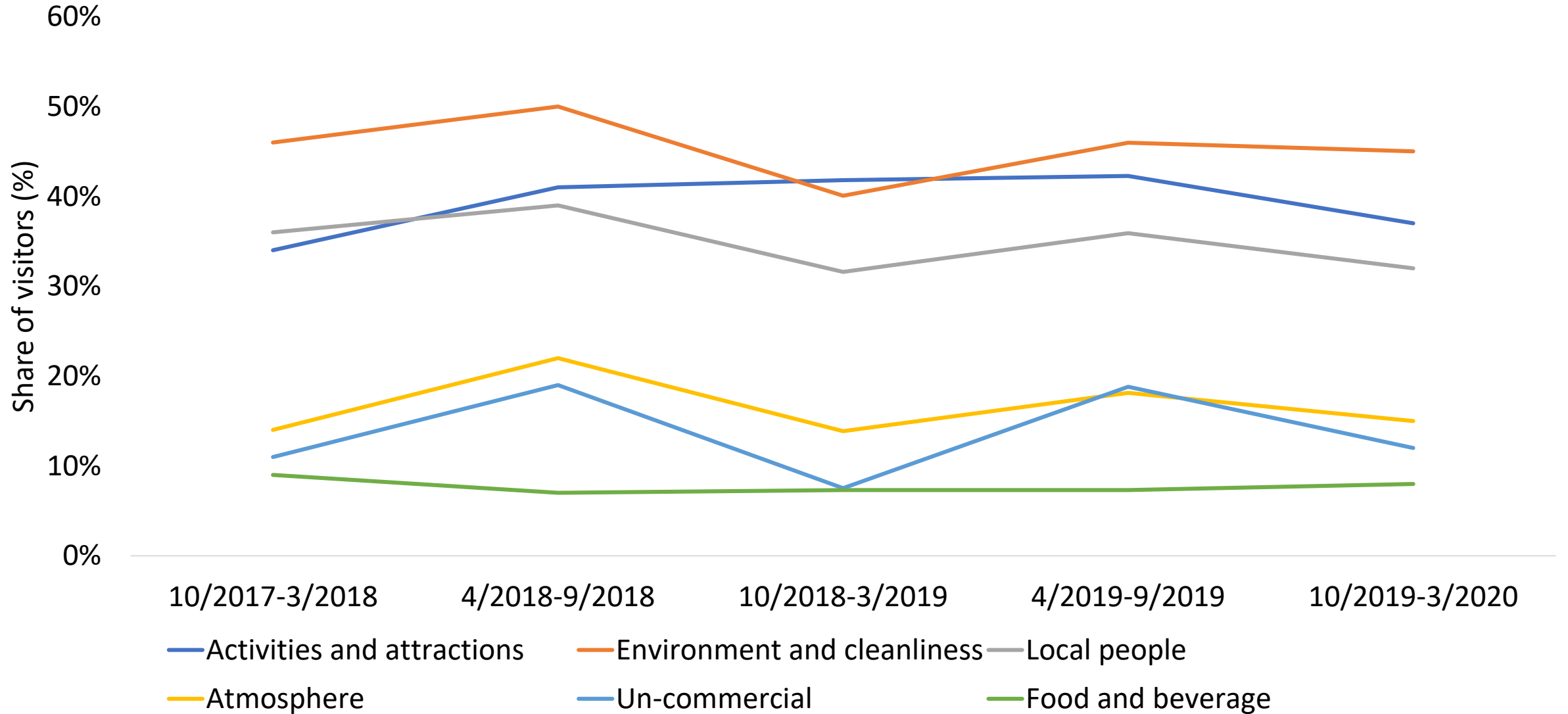
Experience of the airport on arrival



Airport on departure



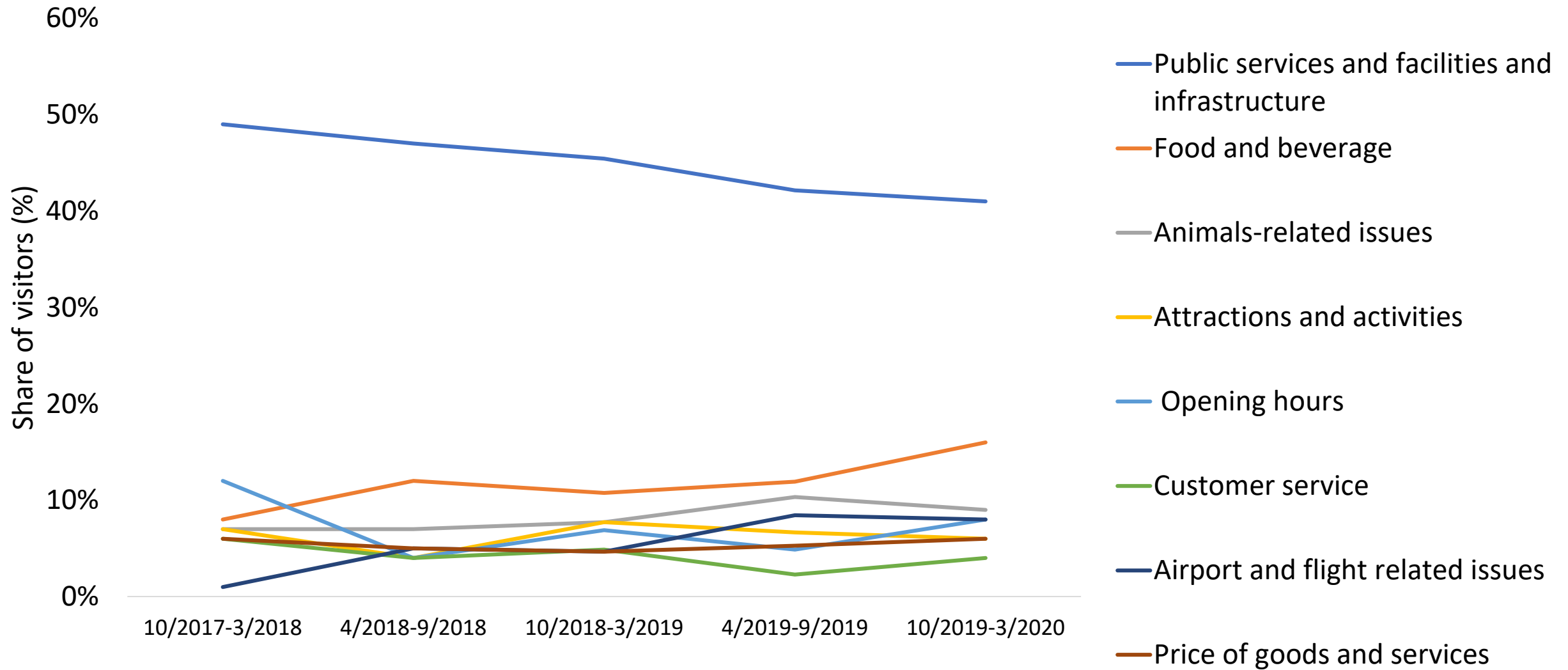
Most appealing aspects



Most appealing aspects

	10/2017-3/2018	4/2018-9/2018	10/2018-3/2019	4/2019-9/2019	10/2019-3/2020
Activities and attractions	34%	41%	42%	42%	37%
Environment and cleanliness	46%	50%	40%	46%	45%
Local people	36%	39%	32%	36%	32%
Atmosphere	14%	22%	14%	18%	15%
Un-commercial	11%	19%	8%	19%	12%
Food and beverage	9%	7%	7%	7%	8%

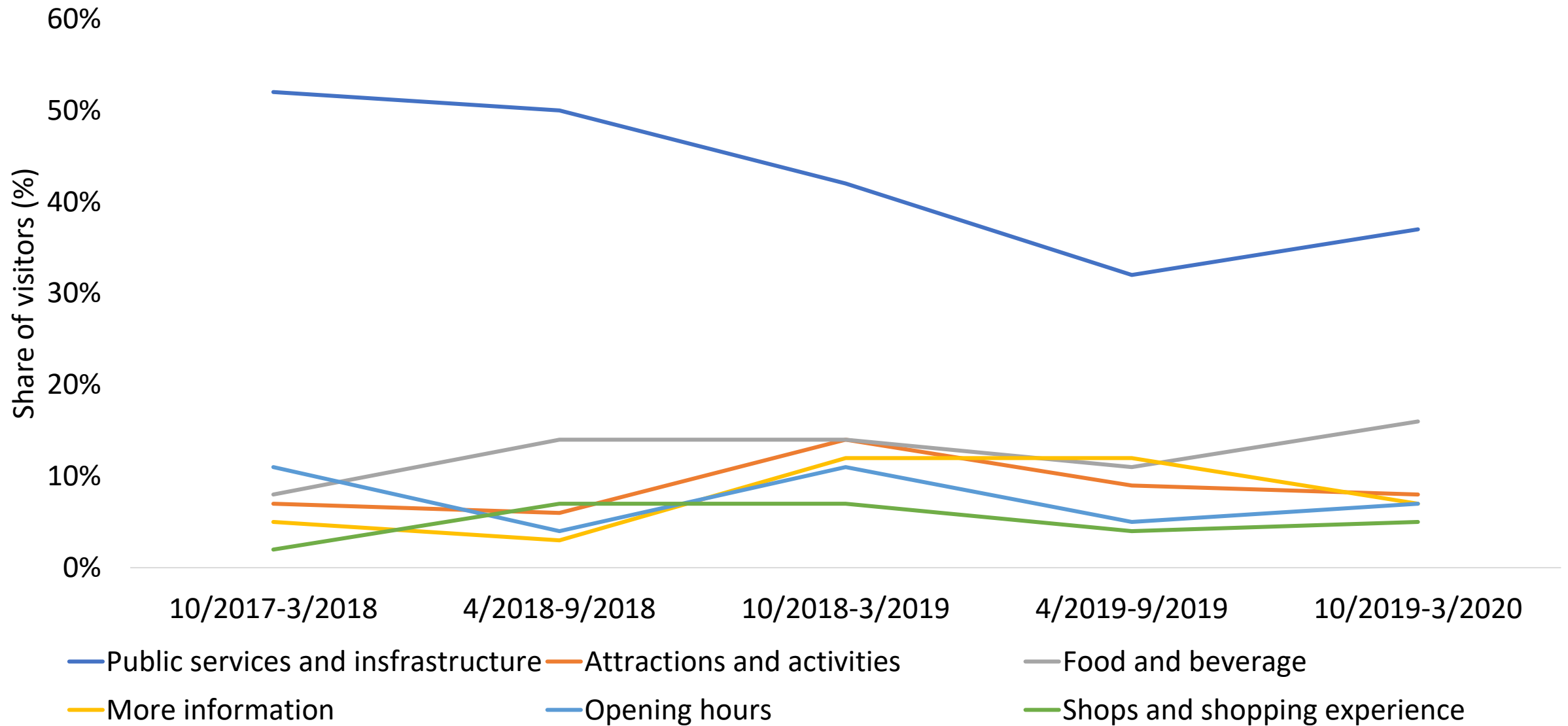
Least appealing aspects



Least appealing aspects

	10/2017-3/2018	4/2018-9/2018	10/2018-3/2019	4/2019-9/2019	10/2019-3/2020
Public services and facilities and infrastructure	49%	47%	45%	42%	41%
Food and beverage	8%	12%	11%	12%	16%
Animals-related issues	7%	7%	8%	10%	9%
Attractions and activities	7%	4%	8%	7%	6%
Opening hours	12%	4%	7%	5%	8%
Customer service	6%	4%	5%	2%	4%
Airport and flight related issues	1%	5%	5%	8%	8%
Price of goods and services	6%	5%	5%	5%	6%

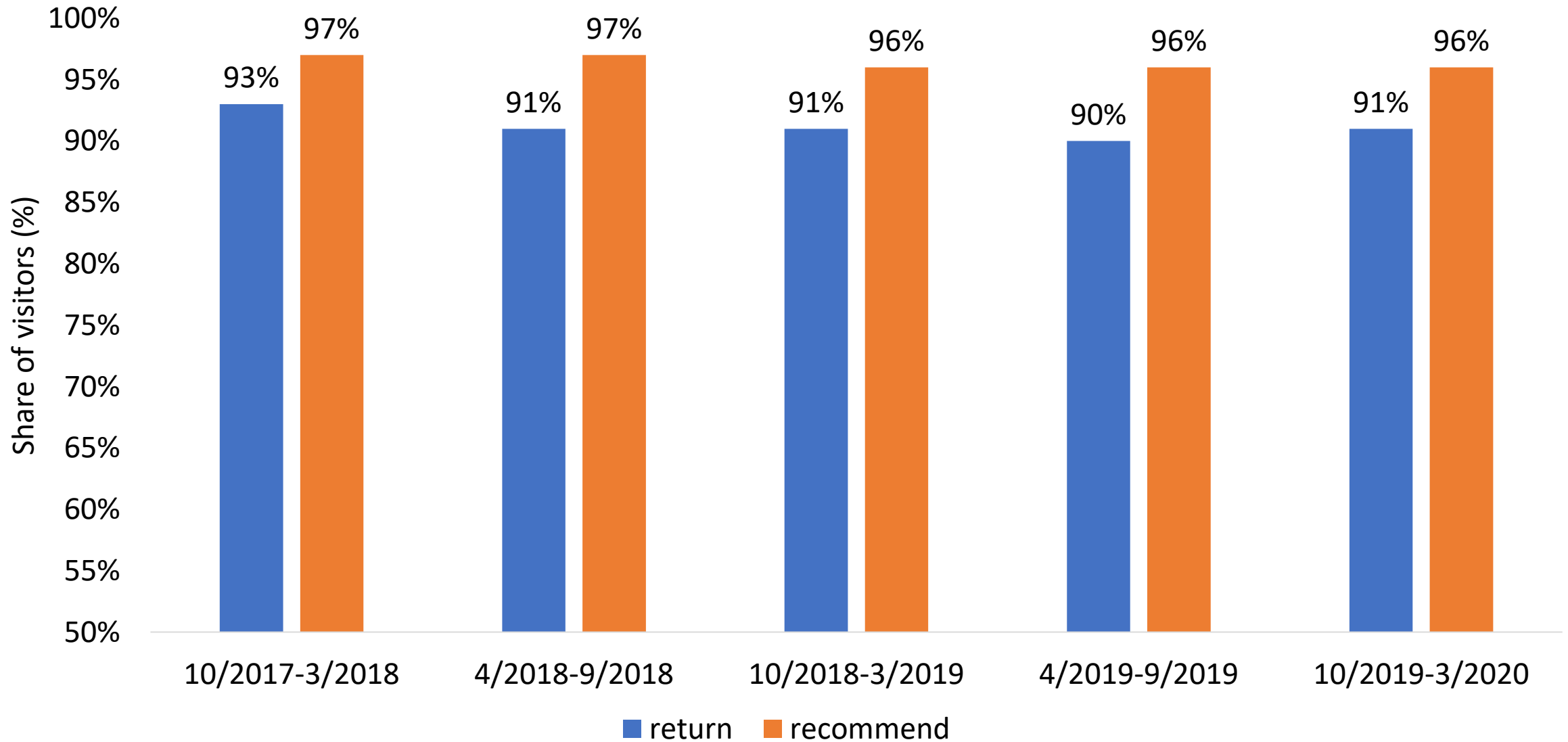
Suggestions for improvement



Suggestions for improvement

	10/2017-3/2018	4/2018-9/2018	10/2018-3/2019	4/2019-9/2019	10/2019-3/2020
Public services and infrastructure	52%	50%	42%	32%	37%
Attractions and activities	7%	6%	14%	9%	8%
Food and beverage	8%	14%	14%	11%	16%
More information	5%	3%	12%	12%	7%
Opening hours	11%	4%	11%	5%	7%
Shops and shopping experience	2%	7%	7%	4%	5%

Willingness to return and recommend to others



Thank you!



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<http://www.nztri.org/>