

## IVS Presentation on Findings of 2005

The International Visitor Survey is a program that is currently being carried out at two of our main ports of entry; Nadi and Nausori, with main objective of getting feedbacks from visitors through one-to-one interview on their experience during their stay in the country.

Established in 1988, IVS was part of the Ministry's initiative to establish a body responsible for collating through interviews, statistical information and other feedbacks from visitors on their experiences during their visit.

The main objective of the survey is to provide the Ministry of Tourism, the Fiji Visitors Bureau and the tourism industry with information on the characteristics, attitudes and expenditure of visitors upon their visit into the country.

The study this year was carried out on a sample of 3500 interviews based on the schedule given by ATS. An initial mechanism that was used was the Departure Cards supplied by Immigration provided by both ATS and AFL.

Statistics indicated that the total visitor numbers for the year was just under half a million with those within the age group of 20-29 and 30-39 being the highest traveler numbers. It also revealed that there were more males than females coming in Australia and New Zealand still constitutes the highest arrival numbers with direct flights from New Zealand contributing approximately 34%, direct New Zealand flights approximately 20%, flights from New Zealand to Australia to Fiji around 8%, Japan return with 5% and Intra Pacific constituting around 4%.

Around 83% of all visitors come to Fiji for holiday which is quite high for long-haul countries of origins, such as Asia, Europe and America. The Pacific statistics show that surrounding island countries still constitute the highest rate is quite high as we are the *hub* of the Pacific. Analysis undertaken reveal that three quarter of the visitors come in for Rest and Relaxation while those that come in for Backpacking and Education have a longer period of stay.

With regards to the average length of stay, statistics indicate that Japan visitors spend an average of six (6) days categorizing them as having the shortest average length of stay and Europe visitors have the highest length of stay as most of them are Backpackers.

Approximately 77% of total visitor nights are for holidays followed by those that come to Visit Friends and Relatives, Education and Business Travelers. Backpackers constitute of approximately 12% of the visitors to Fiji but over 14%

of the visitor nights. They also tend to have an average length of stay of about ten (10) days compared to 7.5 for the other holiday travelers.

Nadi, the Coral Coast and Mamanucas have the highest number of total visitor nights, with 72% of the total nights spent in Fiji.

It was also identified that approximately 60% of the visitors spend at least a few nights in the Ba Province and Repeat visitors spend approximately two (2) days longer than first time visitors. Suva was identified as the area where there was highest amount spent due to Conferences and other activities that are usually undertaken in the area.

An item that was also identified under the analysis is the Spending pattern of our Visitors of which around \$115m in shopping is spent in the country. On decision making, it has been identified that Backpackers tend to make their decisions further out but make their bookings closer to the time of travel and are also less likely to use Travel Agents rather use Internets and other avenues for their bookings.

Of the sample interviewed, 73% indicated that the **"People"** are still the biggest attraction of the island.