INTERNATIONAL VISITOR SURVEY

EAST NEW BRITAIN and MILNE BAY

CUSTOM REPORT

Papua New Guinea
A MILLION DIFFERENT JOURNEYS

NZTRI
NEW ZEALAND TOURISM RESEARCH INSTITUTE

Australian Aid

NEW ZEALAND
FOREIGN AFFAIRS & TRADE

IFC International Finance Corporation
WORLD BANK GROUP
Creating Markets, Creating Opportunities

KEY TAKEAWAYS

EAST NEW BRITAIN & MILNE BAY

- Visitors to ENB and MB are staying longer and spending more than the average visitors to PNG
- ENB has a strong appeal with high-spending North America, Europe and UK markets. While MB has a strong Australian market.
- MB operators should consider how to increase arrivals from the Asian dive market and the UK cultural market.
- ENB has an interesting solo, holiday traveler market while MB tends to draw groups. Operators in each destination should consider how to cater to different groups on price and product experience.
- Key niche markets in ENB are cultural, soft adventure and historical tourism. Developing new niche activities could increase the average length of stay in the province.
- Visitors to both ENB and MB use the internet to plan and book trips. Visitors to MB also rely on traditional channels like travel agents for trip planning.
- Operators in both ENB and MB should communicate with visitors before trips to prepare them for challenging travel conditions with delayed flights and poor road infrastructure as these are key issues for travelers.
- Despite challenges, satisfaction levels for both provinces are high.

VISITOR SPEND EAST NEW BRITAIN

2017 TOTAL VISITORS

USD 10.9M
TOTAL SPEND USD

PGK 35.6M
TOTAL SPEND PGK

6,480
TOTAL VISITORS

USD 263
PER VISITOR
PER DAY

6.4 nights
AVERAGE LENGTH
OF STAY IN ENB

USD 1,683
PER VISITOR
PER TRIP IN ENB

In 2017, travelers that visited ENB spent 14% more per day and stayed in country 2 more days than the average visitor to PNG. Overall, they spent $3,235 on their entire trip, over 35% more than the average visitor to PNG.

Figures exclude employment and cruise visitors
Weighted responses = 137

VISITOR SPEND MILNE BAY

2017 TOTAL VISITORS

USD 13.1M
TOTAL SPEND USD

PGK 42.8M
TOTAL SPEND PGK

5,962
TOTAL VISITORS

8.5 nights
AVERAGE LENGTH OF STAY IN MB

USD 259
PER VISITOR PER DAY

USD 2,202
PER VISITOR PER TRIP IN MB

In 2017, travelers that visited MB spent 12% more per day and stayed in country 2 more days than the average visitor to PNG. Overall, they spent $3,186 on their entire trip, almost 35% more than the average visitor to PNG.

Figures exclude employment and cruise visitors
Weighted responses = 129

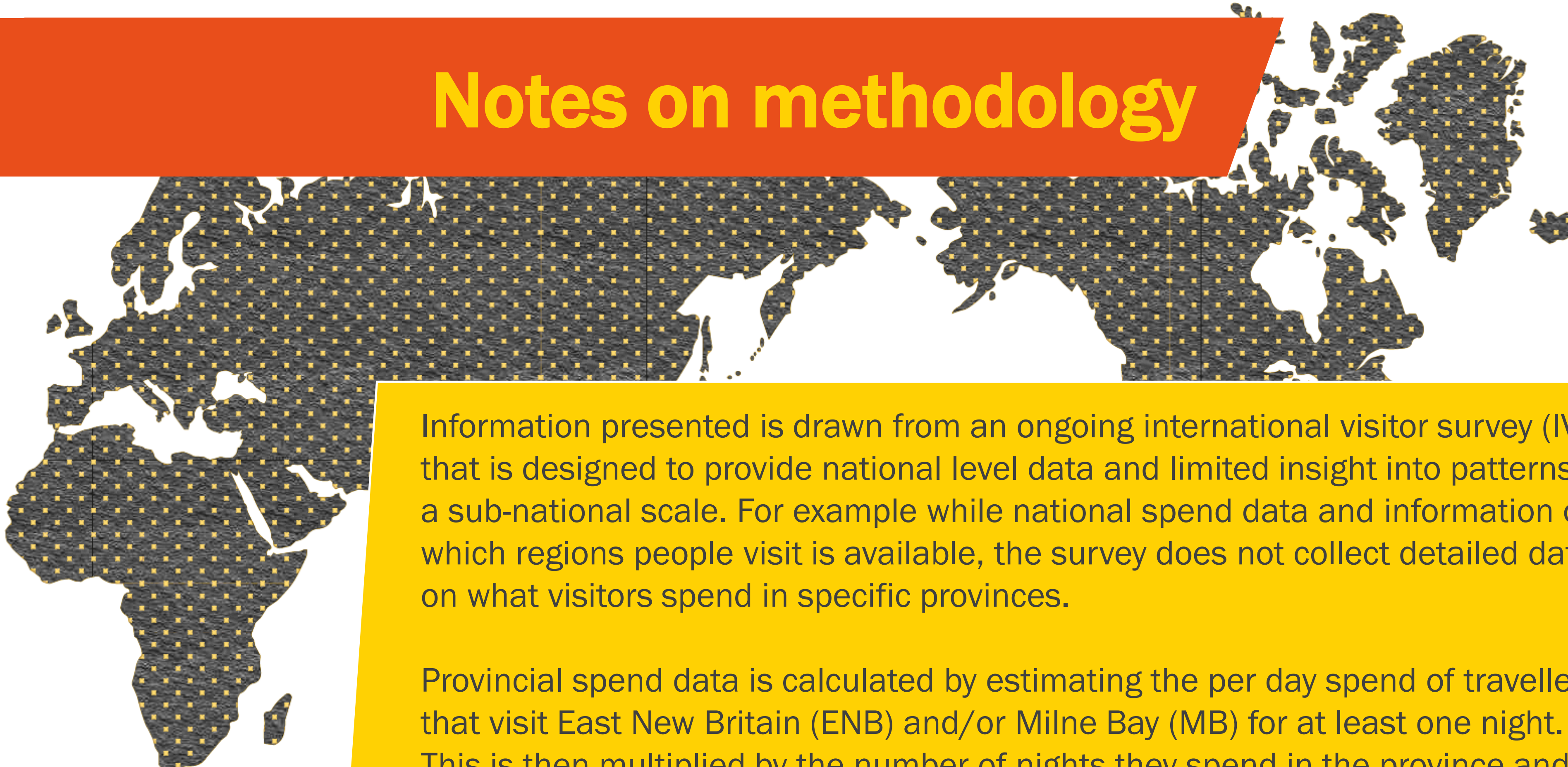
IVS PROVINCIAL REPORTS

EAST NEW BRITAIN and MILNE BAY

January – June 2018

DATA FROM 6 MONTHS

Notes on methodology



Information presented is drawn from an ongoing international visitor survey (IVS) that is designed to provide national level data and limited insight into patterns at a sub-national scale. For example while national spend data and information on which regions people visit is available, the survey does not collect detailed data on what visitors spend in specific provinces.

Provincial spend data is calculated by estimating the per day spend of travellers that visit East New Britain (ENB) and/or Milne Bay (MB) for at least one night. This is then multiplied by the number of nights they spend in the province and by the number of visitors to each province to determine overall spend. The analysis assumes that visitors that travel to ENB and/or MB will spend the same amount of money every day of their trip to PNG regardless of specific destinations.

Figures are based on small sample sizes, therefore caution is urged in using this material for decision making. To avoid skewing the data set with outlying data any respondent who stays more than 31 nights was removed from the analysis.

INTERNATIONAL VISITOR SURVEY

EAST NEW BRITAIN

JANUARY – JUNE 2018

DATA FROM 6 MONTHS

VISITOR SPEND EAST NEW BRITAIN

JAN – JUN 2018 TOTAL VISITORS

USD 2.67M
TOTAL SPEND USD

PGK 8.72M
TOTAL SPEND PGK

2,010
TOTAL VISITORS

5.4 nights
AVERAGE LENGTH OF STAY IN ENB

USD 246
PER VISITOR PER DAY

USD 1,328
PER VISITOR PER TRIP IN ENB

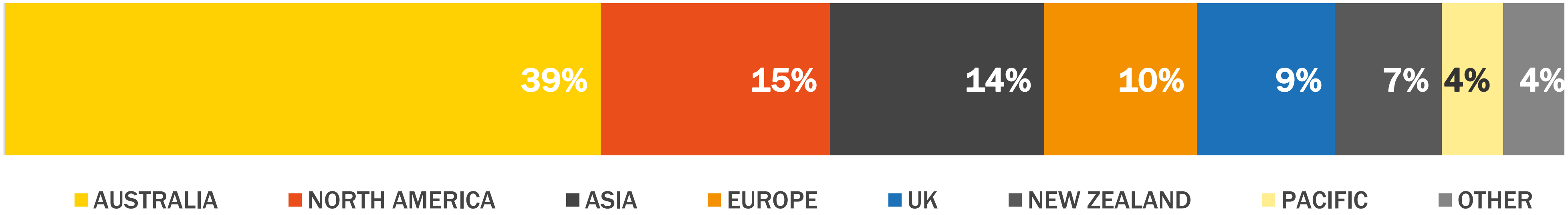
In the first 6 months of 2018, travelers that visited ENB spent 4% more per day and stayed in country 2.3 more days than the average visitor to PNG. Overall, they spent $2,930 on their entire trip, 30% more than the average visitor to PNG.

Figures exclude employment and cruise visitors
Responses include those that visited ENB for at least one night. Weighted responses = 54

TOTAL VISITORS BY MARKET ENB

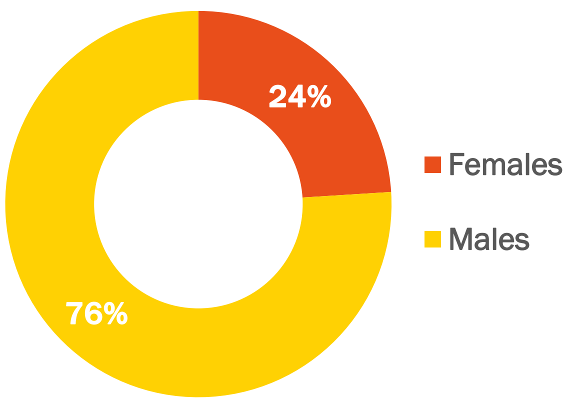
JAN – JUN 2018 TOTAL VISITORS

TOTAL VISITORS (%) BY MARKET

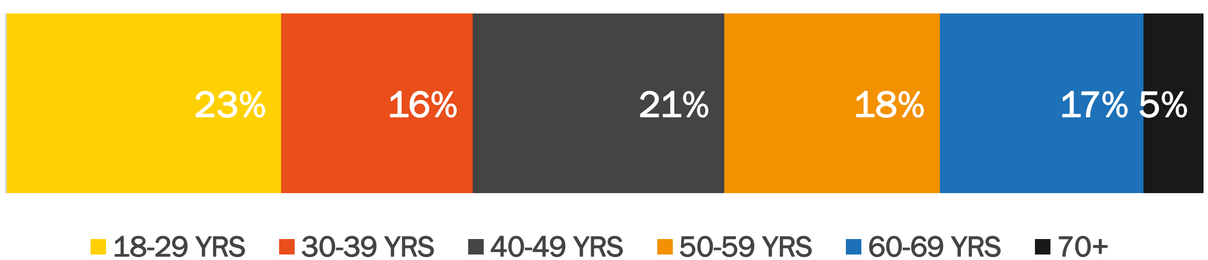


DEMOGRAPHICS OF VISITORS TO ENB

GENDER



AGE



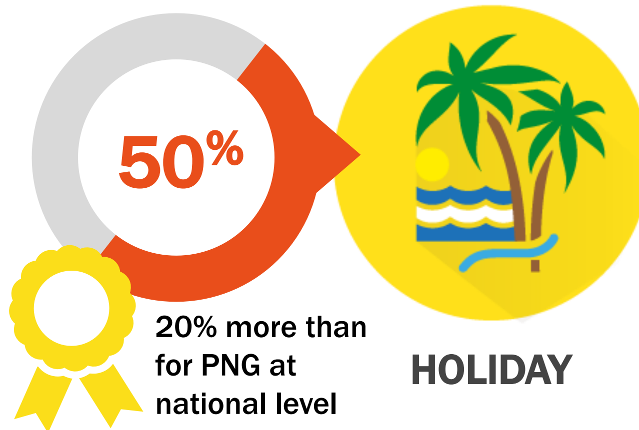
ENB has specific appeal for long haul markets. Visitors from North America and Europe/UK make up 34% of ENB visitors versus 14% at the national level. The high percentage of male visitors is likely due to the strong business market.

Responses include those that visited ENB for at least one night.

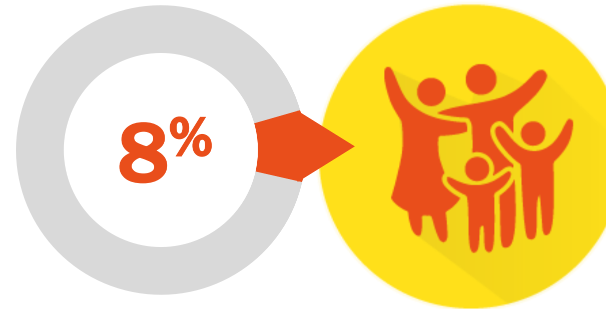
PURPOSE OF VISIT ENB

JAN – JUN 2018 TOTAL VISITORS

BUSINESS

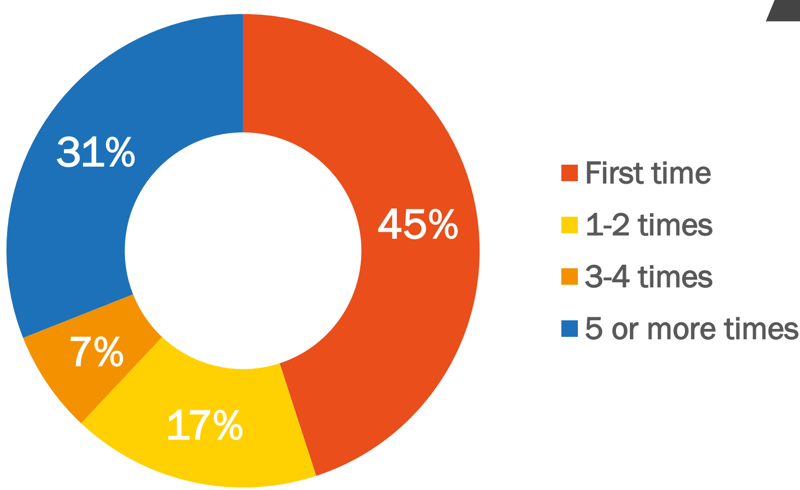


HOLIDAY

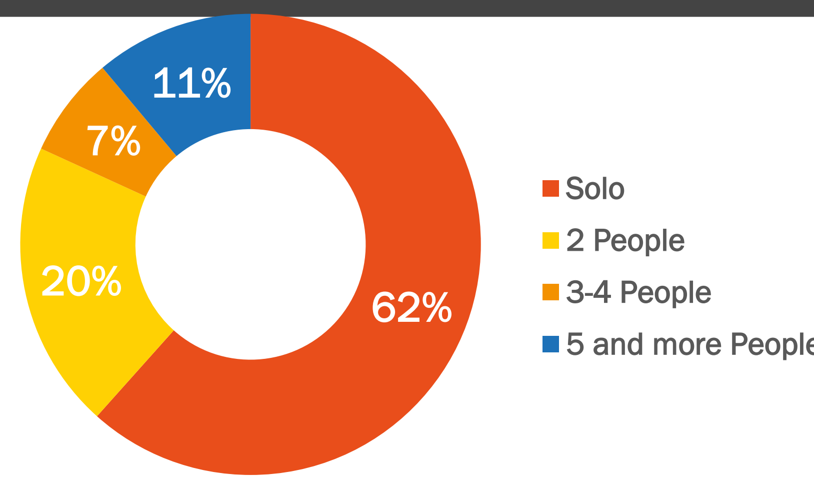


VISITING FRIENDS & RELATIVES

NUMBER OF VISITS TO PNG



GROUP SIZE



ENB has a high percentage of solo travelers. With lower levels of business travel to ENB, this points to solo holiday visitors. Businesses should consider how to better serve solo travelers for price competitiveness and activities.

Responses include those that visited ENB for at least one night.

TOWNS VISITED IN ENB

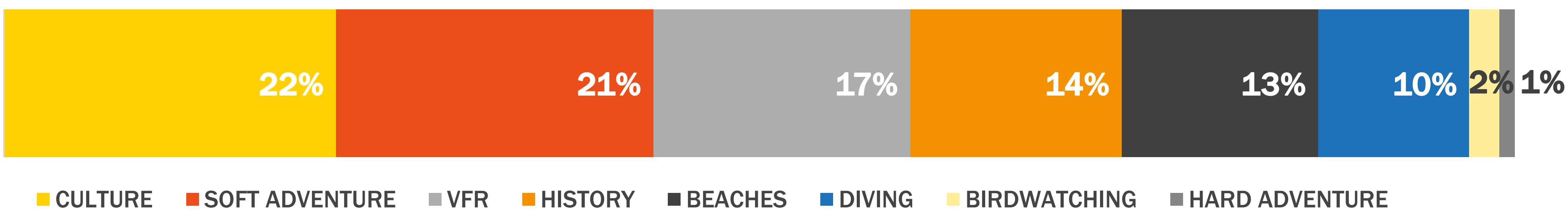
JAN – JUN 2018 TOTAL VISITORS

- 90% 1. Rabaul
- 81% 2. Kokopo
- 32% 3. Rabaul North Coast & Islands
- 12% 4. Duke of York Islands
- 12% 5. Baining

AVERAGE LENGTH OF STAY IN ENB

5.4 NIGHTS

NICHE MARKETS: PRIMARY REASON FOR HOLIDAY VISITS TO PNG



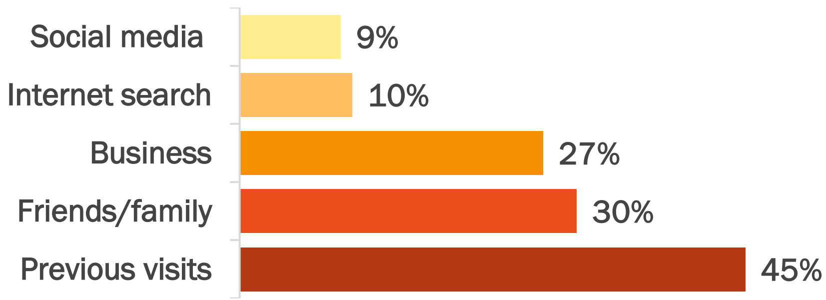
Most visitors spend time in Rabaul and Kokopo. Operators in towns farther afield should consider developing niche products to draw more visitors. Cultural, soft adventure and historical experiences are top draws for travelers that visit ENB. More activities could increase the average length of stay in the province.

Responses include those that visited ENB for at least one night.

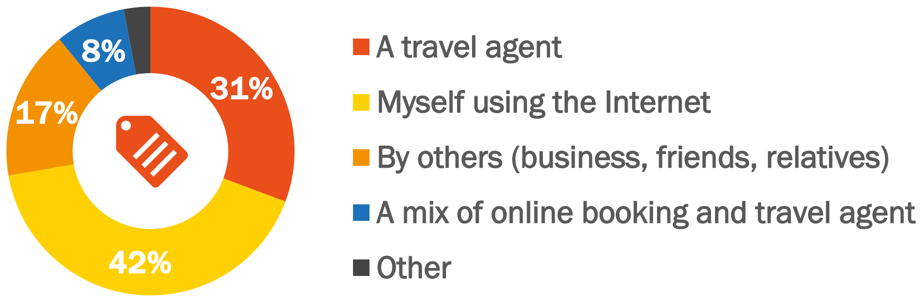
PLANNING AND BOOKING

JAN – JUN 2018 TOTAL VISITORS

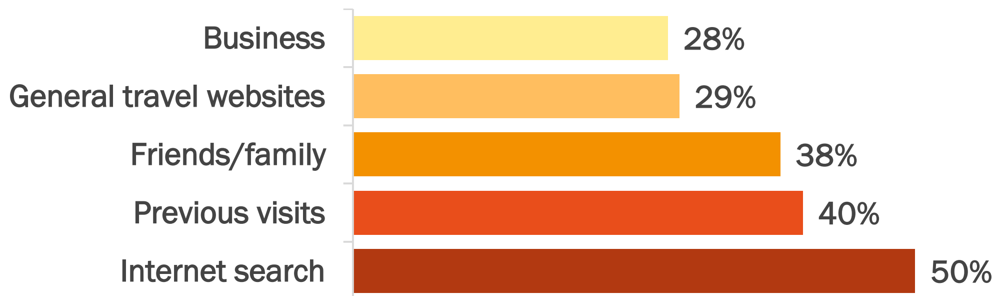
HOW DID YOU FIND OUT ABOUT PNG? TOP 5 OPTIONS



HOW DID YOU PURCHASE YOUR TRAVEL?



INFORMATION SOUCRES USED FOR PLANNING. TOP 5

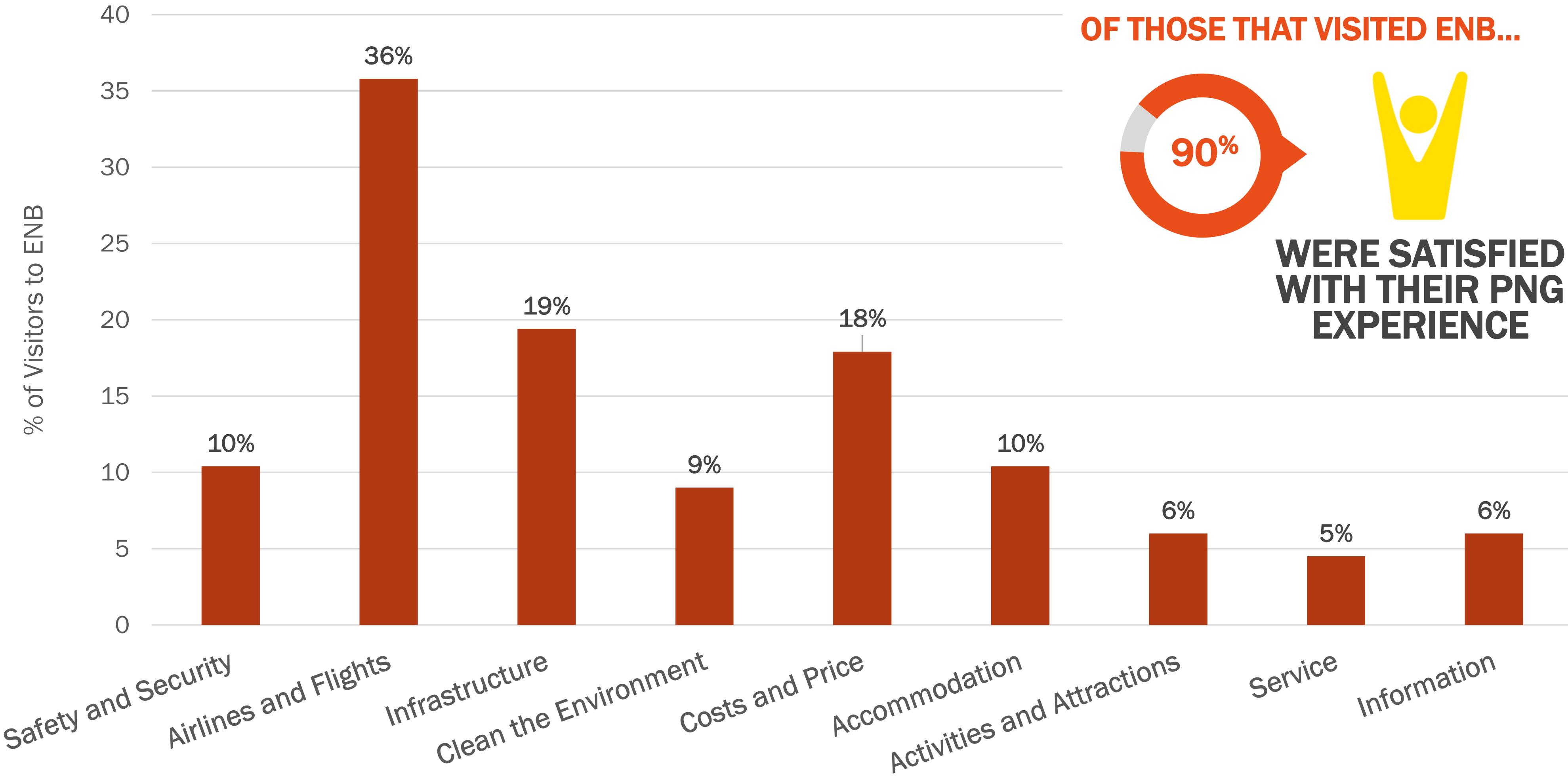


While visitors to ENB are not being reached by destination awareness campaigns, they do rely on the internet for trip planning and booking. Operators in ENB should ensure they have a strong web presence and online booking platforms to meet visitor needs.

Responses include those that visited ENB for at least one night.
Multiple responses, therefore totals do not add up to 100%

IMPROVEMENTS ENB

JAN – JUN 2018 TOTAL VISITORS



OF THOSE THAT VISITED ENB...

90%

WERE SATISFIED WITH THEIR PNG EXPERIENCE

ENB's biggest challenges are airlines/flights, infrastructure, and costs. Operators should consider how they can provide more information to guests to prepare them for challenging travel conditions and how to create experiences that offer value for money. Despite challenges, visitors still have high levels of satisfaction.

Responses include those that visited ENB for at least one night. Multiple responses, therefore totals do not add up to 100%

INTERNATIONAL VISITOR SURVEY

MILNE BAY

JANUARY – JUNE 2018

DATA FROM 6 MONTHS

VISITOR SPEND MILNE BAY

JAN – JUN 2018 TOTAL VISITORS

USD 4.66M
TOTAL SPEND USD

PGK 15.24M
TOTAL SPEND PGK

1,836
TOTAL VISITORS

9.8 nights
AVERAGE LENGTH OF STAY IN MB

USD 259
PER VISITOR PER DAY

USD 2,538
PER VISITOR PER TRIP IN MB

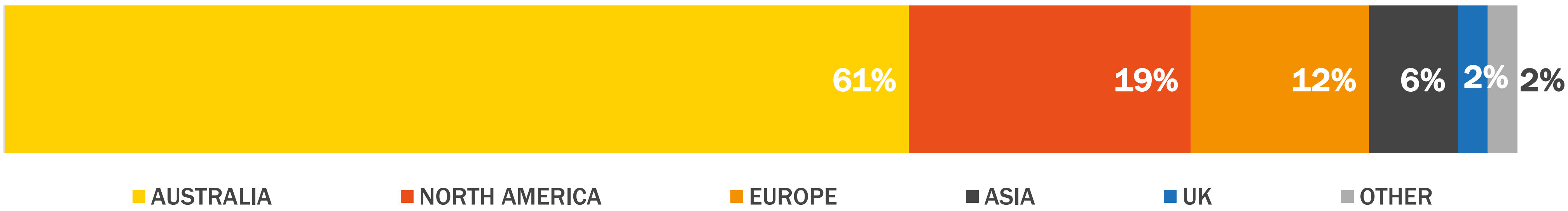
In the first 6 months of 2018, travelers that visited MB spent 10% more per day and stayed in country 3 more days than the average visitor to PNG. Overall, they spent $3,260 on their entire trip, 45% more than the average visitor to PNG.

Figures exclude employment and cruise visitors
Responses include those that visited MB for at least one night. Weighted responses = 49

TOTAL VISITORS BY MARKET

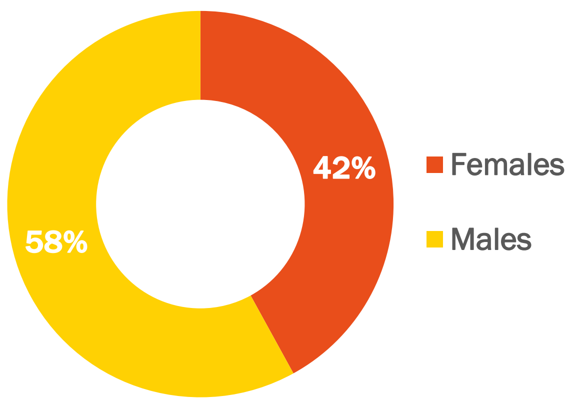
JAN – JUN 2018 TOTAL VISITORS

TOTAL VISITORS (%) BY MARKET

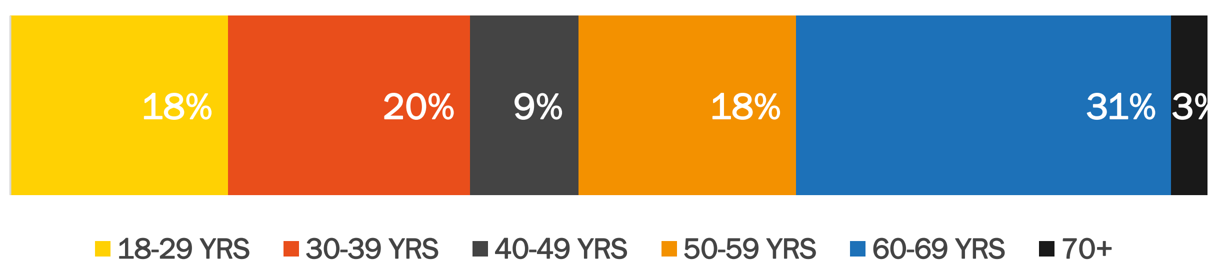


DEMOGRAPHICS OF VISITORS TO MB

GENDER



AGE

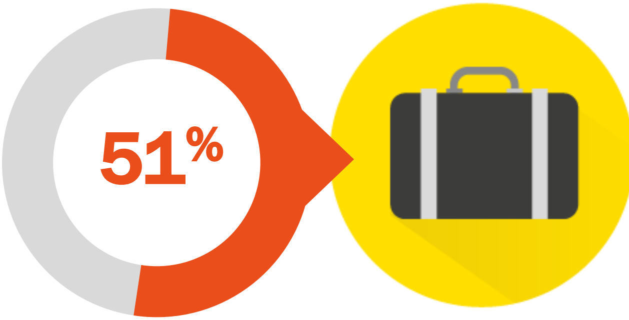


MB has a strong Australian market as well as good appeal with North Americans and Europeans. More than 50% of visitors to MB are over the age of 50. Operators should look for ways to attract more Asians and UK visitors, particularly for diving, and consider the needs of older and more wealthy tourists in product development.

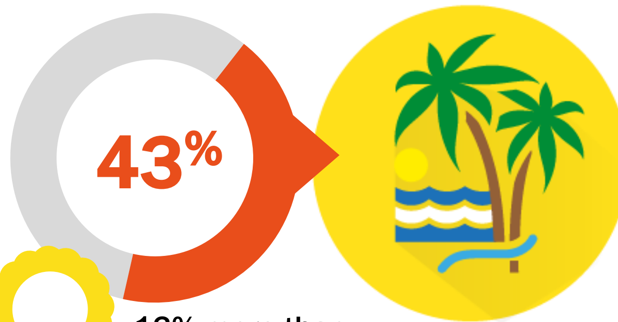
Responses include those that visited MB for at least one night.

PURPOSE OF VISIT

JAN – JUN 2018 TOTAL VISITORS

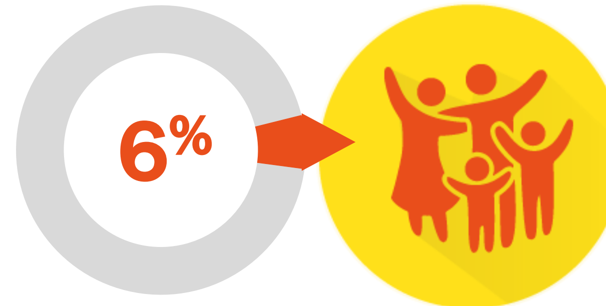


BUSINESS



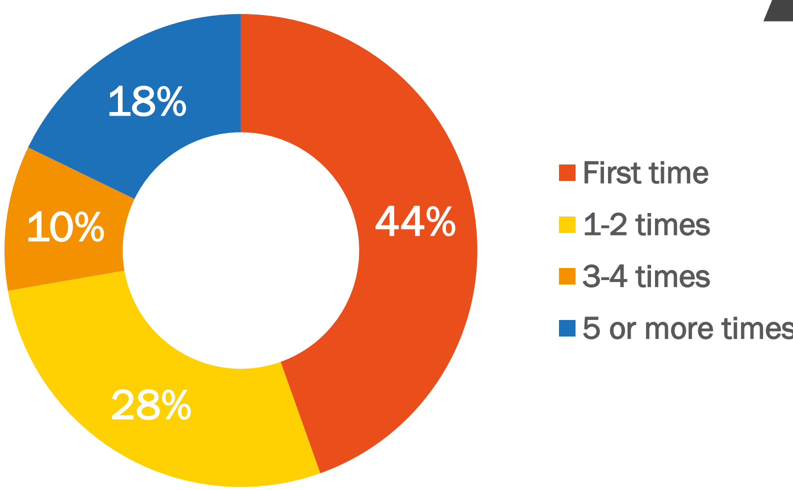
13% more than for PNG at national level

HOLIDAY

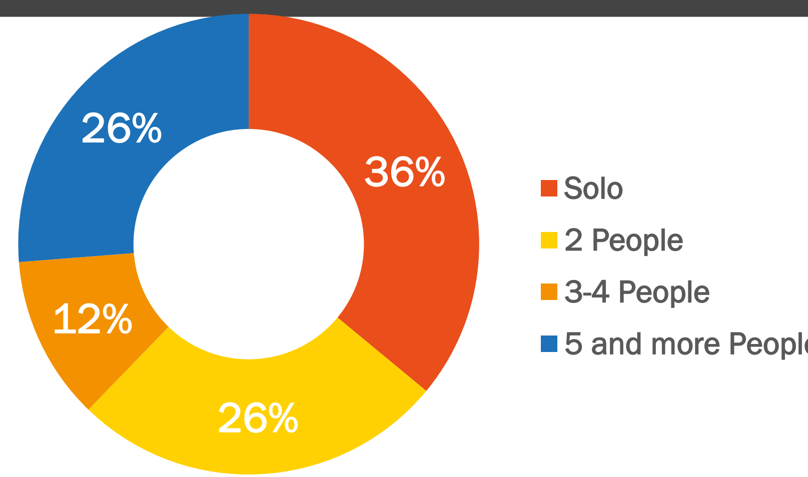


VISITING FRIENDS & RELATIVES

NUMBER OF VISITS TO PNG



GROUP SIZE



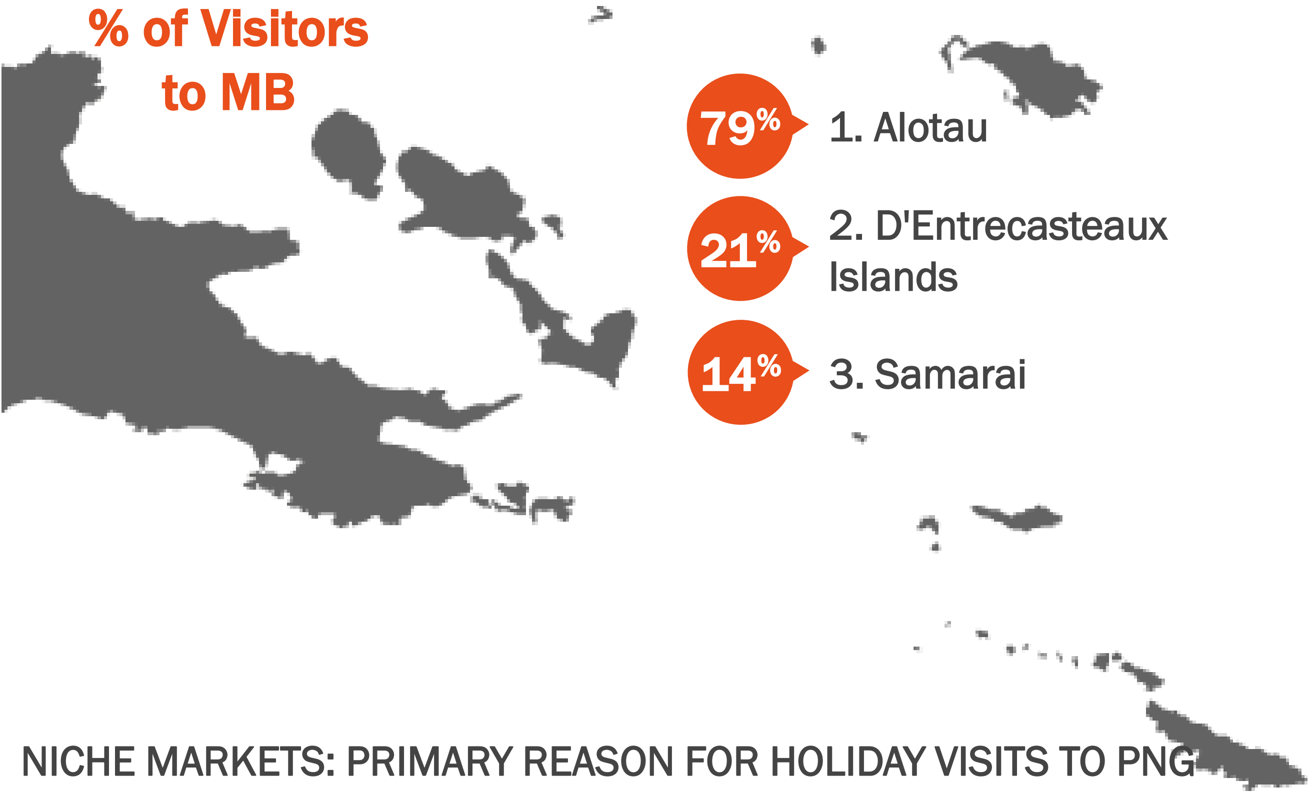
Over 60% of visitors to MB are coming in as a couple or group, with 26% visiting in a group of 5 or more. Operators should consider how to cater to these larger groups in terms of accommodation investment, pricing, and product experiences.

Responses include those that visited MB for at least one night.

TOWNS VISITED IN MB

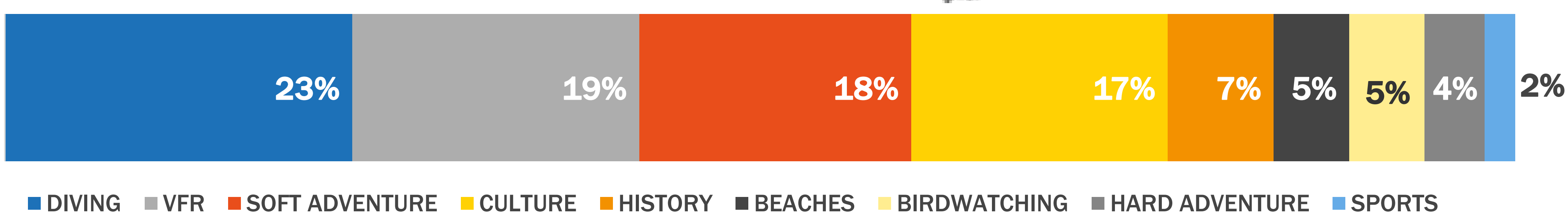
JAN – JUN 2018 TOTAL VISITORS

% of Visitors to MB



- 79% 1. Alotau
- 21% 2. D'Entrecasteaux Islands
- 14% 3. Samarai
- 9% 4. Conflict Islands
- 8% 5. Kwato, Deka Deka Islands, Logea, Saliba, Basilaki, Doini and Sideia
- 7% 6. Engineer Islands
- 6% 7. Louisiade Archipelago
- 2% 8. Trobriand Islands
- 2% 9. Woodlark Island

NICHE MARKETS: PRIMARY REASON FOR HOLIDAY VISITS TO PNG



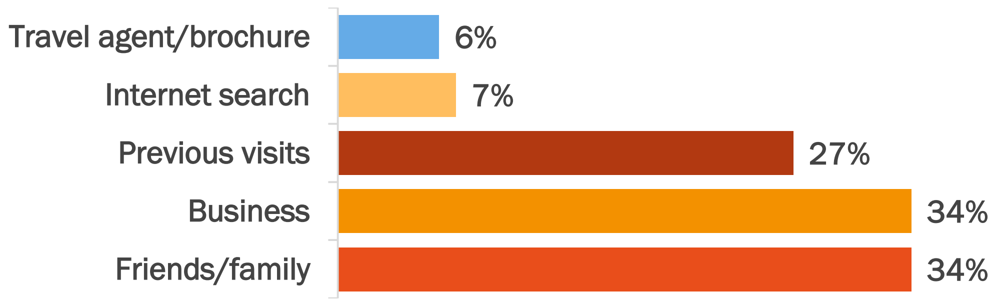
There are lower levels of tourists visiting destinations outside of Alotau. Operators in other areas should look at how to leverage the strong dive market or develop alternative products that focus on soft adventure and cultural experiences to attract more visitors.

Responses include those that visited MB for at least one night. Multiple responses, therefore totals do not add up to 100%

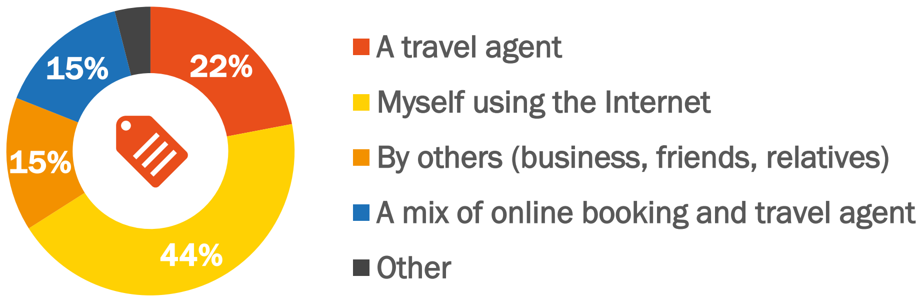
PLANNING, BOOKING, & SATISFACTION

JAN – JUN 2018 TOTAL VISITORS

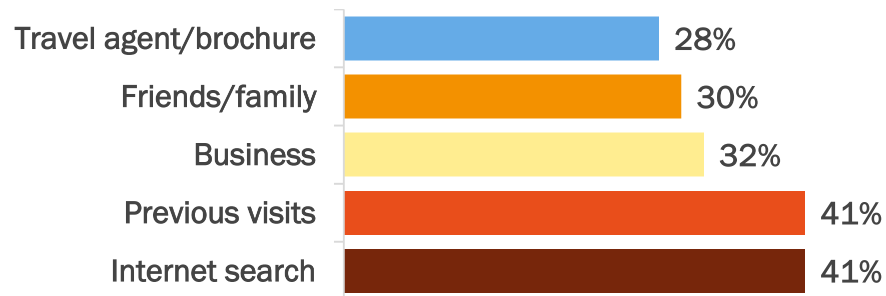
HOW DID YOU FIND OUT ABOUT PNG? TOP 5 OPTIONS



HOW DID YOU PURCHASE YOUR TRAVEL?



INFORMATION SOUCRES USED FOR PLANNING. TOP 5

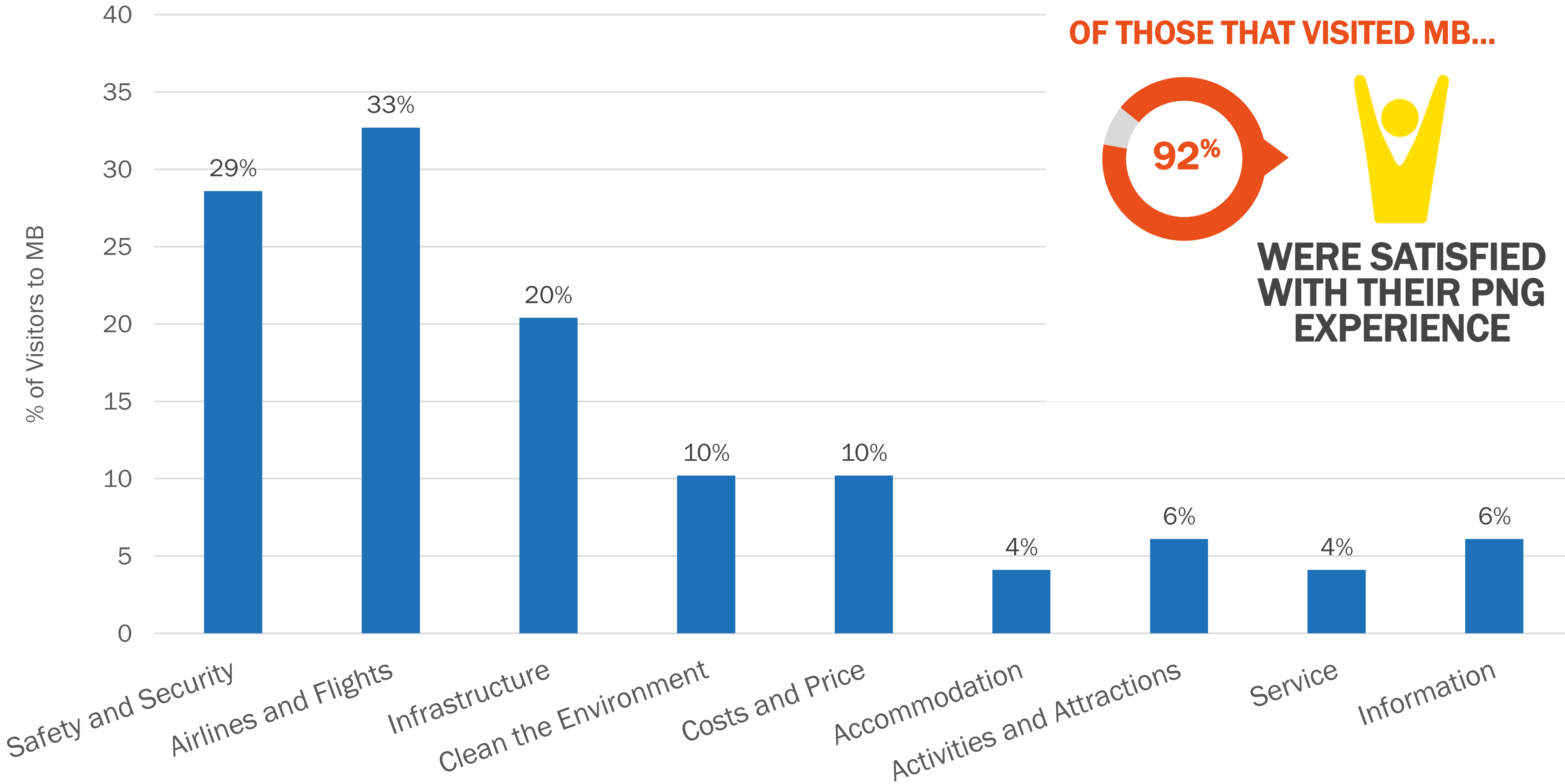


Visitors to MB are using travel agents for destination selection and trip planning more than other provinces, but still rely on the internet to book. MB operators should employ a mixture of traditional marketing with agents and online sales with web-based booking platforms.

Responses include those that visited MB for at least one night. Multiple responses, therefore totals do not add up to 100%

IMPROVEMENTS ENB

JAN – JUN 2018 TOTAL VISITORS



OF THOSE THAT VISITED MB...

92%

WERE SATISFIED WITH THEIR PNG EXPERIENCE

MB's biggest challenges are airlines/flights, safety/security, and infrastructure. Operators should communicate early and often with potential tourists to provide information on security precautions, destination safety, and challenging travel conditions. Despite challenges, visitors still have high levels of satisfaction.

Responses include those that visited MB for at least one night. Multiple responses, therefore totals do not add up to 100%

Australian Aid

IFC's work in Papua New Guinea is guided by the Papua New Guinea Partnership. Australia, New Zealand, and IFC are working together through the partnership to promote sustainable economic development, reduce poverty and stimulate private sector investment in Papua New Guinea.

NEW ZEALAND
FOREIGN AFFAIRS & TRADE