Summary of the Key Findings

Total Direct Economic Impact for Jan-Dec 2017

Figures exclude employment and cruise visitors

US $204.8 Million flowing back to the PNG economy
from a total of 86,403 visitors
US $2,371 spend per visitor per trip
US $231 per visitor per day

PGK 670.9 million flowing back to the PNG economy
PGK 7,767 spend per visitor per trip
PGK 757 per visitor per day
Summary of the Key Findings

Total Direct Economic Impact for Jan-Dec 2017
Figures exclude employment and cruise visitors

**East New Britain Visitor**
- Per Day: US $263, PGK 861
- Whole Trip: US $3,208, PGK 10,509

**Milne Bay Province Visitor**
- Per Day: US $259, PGK 848
- Whole Trip: US $3,189, PGK 10,442

**National Capital District Visitor**
- Per Day: US $244, PGK 800
- Whole Trip: US $2,304, PGK 7,548
### Respondent Profile and Characteristics
- 63% from AU/NZ
- 55% under 50 years
- 64% male
- 74% - household income less than US $100,000

### Decision Making
- Culture and History was the top influencing reason for holiday visitors to choose PNG
- Top 3 sources holiday visitors use to plan:
  - Friends and family
  - Travel agent/brochures
  - Internet

### Satisfaction
- 92% would return
- 74% are satisfied
- 43% of Holiday visitors are most satisfied with People
- 28% Holiday visitors are least satisfied with Safety and Security
Direct Economic Impact – Spend in Country and Prior to Arrival

Summary

- $80.3 million Accommodation
- $61.2 million Airfares
- $20.4 million Food and Beverage
- $10.8 million Local Transport
- $9.6 million Domestic Travel
- $7.3 million Tours
- $6.8 million Retail
- $3.1 million Souvenirs
- $2.6 million Other
- $2.6 million Internet & Service

Economy
US $204.8 million

Note: Due to rounding, figures will vary slightly. Spend figures are in USD
Presentation Structure

Visitor Profile

Visitor Characteristics and Preferences

Visitor Spending and Impact

Information and Decision Making

Visitor Satisfaction
Visitor Characteristics – IVS Respondent Data

Responses
- 2132 Number of respondents

Age
- 13% 18-29 years old
- 18% 30-39 years old
- 24% 40-49 years old
- 22% 50-59 years old
- 18% 60-69 years old
- 5% 70+ years old

Gender
- 36% Females
- 64% Males

Household Income (USD)
- 40% Under $50,000
- 34% $50,000-$100,000
- 26% Over $100,001

Country of Origin
- 54% Australia
- 12% Asia
- 10% North America
- 9% New Zealand
- 7% Europe
- 7% Pacific
- 0.4% Other

Note: Due to rounding some totals will add to 99% or 101%
Respondents

- Total number of emails sent: 16,280
- Total number of responses: 2,132
- Spend responses cover a total of 2,173 adults and 185 children
- Conversion Rate: 13.1%
- 2.5 % of all visitors during the period
IVS Response Rate Data

Note: Due to rounding some totals will add to 99% or 101%
Country of Origin

- **Australia**: 54% of Total Respondents, 53% of Total Arrivals (Jan-Dec)
- **Asian countries**: 12% of Total Respondents, 22% of Total Arrivals (Jan-Dec)
- **North America**: 10% of Total Respondents, 6% of Total Arrivals (Jan-Dec)
- **New Zealand**: 9% of Total Respondents, 5% of Total Arrivals (Jan-Dec)
- **European countries**: 7% of Total Respondents, 8% of Total Arrivals (Jan-Dec)
- **Pacific countries**: 7% of Total Respondents, 5% of Total Arrivals (Jan-Dec)
- **Other countries**: 0% of Total Respondents, 1% of Total Arrivals (Jan-Dec)
Australian Respondents – IVS Postcode Respondent Data

Top 3 Postcode Areas

<table>
<thead>
<tr>
<th>Postcode</th>
<th>Area</th>
</tr>
</thead>
<tbody>
<tr>
<td>4870</td>
<td>Cairns</td>
</tr>
<tr>
<td>4000</td>
<td>Brisbane</td>
</tr>
<tr>
<td>4810</td>
<td>Townsville</td>
</tr>
</tbody>
</table>
US Respondents – IVS Respondent Data

1% or less of US respondents come from Florida, Idaho, Michigan, Minnesota, Missouri, Tennessee, Alaska, Arkansas, Indiana, Louisiana, Nebraska, New Hampshire, New Jersey, South Carolina, Utah, Vermont, Wisconsin. Not shown on map.
Note: Data is weighted by visitor arrival data excluding cruise and employment visitors
Visitor Characteristics – Summary

**Airlines Used**
- 64% Air Niugini
- 28% Qantas
- 13% Virgin Australia
- 6% Philippine Airlines
- 2% PNG Air

**Travel Companions**
- 47% Solo
- 23% One companion

**Purpose of Visit**
- 37% Business
- 26% Holiday
- 19% Visiting Friends/Family

**Length of Stay**
- 10.3 Nights on average
- 55% Stayed 7 days or more

**Previous Visits**
- 42% First trip
- 20% 1 or 2 times
- 10% 3 or 4 times
- 28% 5+ times

**Regions Visited on Trip**
- 77% Papua Region
- 82% National Capital District
- 20% Islands Region
- 20% Momase Region
- 16% Highlands Region

Note: Due to rounding some totals will add to 99% or 101%
Note: Multiple responses, therefore totals do not add up to 100%
Main Purpose of Visit – Australia and New Zealand

Visitor Characteristics and Preferences

<table>
<thead>
<tr>
<th>Purpose</th>
<th>Australia</th>
<th>New Zealand</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business</td>
<td>29</td>
<td>46</td>
</tr>
<tr>
<td>VFR</td>
<td>6</td>
<td>11</td>
</tr>
<tr>
<td>Holiday</td>
<td>36</td>
<td>16</td>
</tr>
<tr>
<td>Volunteering</td>
<td>5</td>
<td>11</td>
</tr>
<tr>
<td>Other</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>Education</td>
<td>22</td>
<td>21</td>
</tr>
</tbody>
</table>

Note: Other includes open text responses
Main Purpose of Visit – Asia and Pacific

**Asia**

- Business: 62
- Holiday: 17
- VFR: 14
- Volunteering: 1
- Other: 3
- Education: 4

**Pacific**

- Business: 54
- VFR: 25
- Other: 9
- Education: 7
- Volunteering: 3
- Holiday: 3

Note: Due to rounding some totals will add to 99% or 101%

Note: Other includes open text responses
Main Purpose of Visit – North America and Europe

### North America

- **Holiday**: 44
- **Business**: 18
- **Other**: 22
- **VFR**: 4
- **Volunteering**: 2

### Europe

- **Holiday**: 45
- **Business**: 13
- **Other**: 26
- **VFR**: 10
- **Volunteering**: 5

*Note: Other includes open text responses*
Previous visits – Country/Region Market

- First time visitors: 42%
- 1 or 2 times: 20%

Note: Due to rounding some totals will add to 99% or 101%
Previous Visits – Purpose of Visit

- First time: 62%
- 1 or 2 times: 35%
- 3 or 4 times: 19%
- 5+ times: 13%

- Holiday: 23%
- Business: 22%
- VFR: 19%

Note: Due to rounding some totals will add to 99% or 101%
Average Length of Stay – Country/Region Market

AVERAGE

- Australia: 9.6 nights
- New Zealand: 10.3 nights
- Asia: 10.6 nights
- Pacific: 9.2 nights
- North America: 12.6 nights
- Europe: 13.0 nights

Note: 31 nights or more were removed from analysis
Average Length of Stay – Purpose of Visit

Note: 31 nights or more were removed from analysis

Note: Due to rounding some totals will add to 99% or 101%

**Average Length of Stay by Purpose of Visit**

- **Holiday**: 10.5 nights
- **Business**: 9.7 nights
- **VFR**: 11.3 nights

<table>
<thead>
<tr>
<th>Length of Stay</th>
<th>Holiday</th>
<th>Business</th>
<th>VFR</th>
</tr>
</thead>
<tbody>
<tr>
<td>5 or less nights</td>
<td>18</td>
<td>41</td>
<td>25</td>
</tr>
<tr>
<td>6 nights</td>
<td>6</td>
<td>8</td>
<td>7</td>
</tr>
<tr>
<td>7 nights</td>
<td>8</td>
<td>7</td>
<td>11</td>
</tr>
<tr>
<td>8 nights</td>
<td>6</td>
<td>3</td>
<td>2</td>
</tr>
<tr>
<td>9 nights</td>
<td>6</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>10 and more nights</td>
<td>56</td>
<td>39</td>
<td>51</td>
</tr>
</tbody>
</table>
Average Length of Stay (ALoS) – NCD Visitors in PNG and Province Visited

NCD Visitors ALoS in PNG

| National Capital District | 9.5 nights |

NCD Visitors ALoS in NCD

| National Capital District | 6.9 nights |

Note: Due to rounding some totals will add to 99% or 101%
## Airlines Used for Travel – Country/Region Market

### Visitor Characteristics and Preferences

<table>
<thead>
<tr>
<th>Country/Region</th>
<th>64% Total Visitors</th>
<th>28% Total Visitors</th>
<th>13% Total Visitors</th>
</tr>
</thead>
<tbody>
<tr>
<td>Australia</td>
<td>57%</td>
<td>42%</td>
<td>15%</td>
</tr>
<tr>
<td>New Zealand</td>
<td>30%</td>
<td>38%</td>
<td>47%</td>
</tr>
<tr>
<td>Asia</td>
<td>77%</td>
<td>5%</td>
<td>4%</td>
</tr>
<tr>
<td>Pacific</td>
<td>92%</td>
<td>6%</td>
<td>3%</td>
</tr>
<tr>
<td>North America</td>
<td>69%</td>
<td>31%</td>
<td>10%</td>
</tr>
<tr>
<td>Europe</td>
<td>81%</td>
<td>7%</td>
<td>8%</td>
</tr>
</tbody>
</table>

Note: Multiple responses, therefore totals do not add up to 100%
Visitor Characteristics and Preferences

Regions Visited – Papua Region excluding the NCD

- Papua Region excluding NCD: 19%
- Central Province: 48%
- Milne Bay Province: 29%
- Northern Province: 26%
- Western Province: 12%
- Gulf Province: 5%

Note: Multiple responses, therefore totals do not add up to 100%
### Visitor Characteristics and Preferences

**Momase Region**
- **Holiday**: 24%
- **Business**: 19%
- **VFR**: 16%

**Highlands Region**
- **Holiday**: 22%
- **Business**: 12%
- **VFR**: 16%

**Islands Region**
- **Holiday**: 30%
- **Business**: 15%
- **VFR**: 15%

**Papua Region**
- **Holiday**: 69%
- **Business**: 81%
- **VFR**: 78%

*Note: Multiple responses, therefore totals do not add up to 100%*
Percentage of All Visitors by Purpose of Visit to Papua Region* and NCD

Papua Region Visitors (Excluding NCD)
- Holiday: 71%
- Business: 73%
- VFR: 79%

National Capital District Visitors
- Holiday: 62%
- Business: 75%
- VFR: 78%

Note: Multiple responses, therefore totals do not add up to 100%

*: Papua Region visitors excludes visitors from the NCD
Regions Visited – Country

**Average Length of Stay in Region**

- **Papua Region**: 8.4 nights
- **National Capital District**: 6.7 nights
- **Islands Region**: 9.4 nights
- **Momase Region**: 8.3 nights
- **Highlands Region**: 7.9 nights

Note: Multiple responses, therefore totals do not add up to 100%
Detailed Information on NCD Visitors

National Capital District Visitors: 54,555 Total Visitors*

- **Length of stay in PNG**: 9.5 nights

- **Purpose of Visit**
  - 43% Business
  - 20% Visiting Friends/Family
  - 19% Holiday

- **Country of Origin**
  - 52% Australia
  - 14% Asia
  - 10% North America
  - 9% New Zealand
  - 8% Pacific
  - 6% Europe
  - 1% Other

*Note: Based on IVS data and not official statistics*
Visitor Expenditure – Per Person and Total

Pre-Paid Spend flowing into PNG

Per Day

- US $138
  - PGK 452

Whole Trip

- US $1,417
  - PGK 4,642

In-country Spend

- US $93
  - PGK 305

Total Spend

- US $231
  - PGK 757

Direct economic impact on PNG for Jan - Dec 2017
US $204.8 million / PGK 670.9 million in total
## National Capital District Visitor Expenditure – Per Person and Total

<table>
<thead>
<tr>
<th></th>
<th>Pre-Paid Spend flowing into PNG</th>
<th>In-country Spend</th>
<th>Total Spend</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Per Day</strong></td>
<td><strong>US $137</strong> PGK 449</td>
<td><strong>US $107</strong> PGK 351</td>
<td><strong>US $244</strong> PGK 800</td>
</tr>
<tr>
<td></td>
<td><strong>US $1,294</strong> PGK 4,239</td>
<td><strong>US $1,010</strong> PGK 3,309</td>
<td><strong>US $2,304</strong> PGK 7,548</td>
</tr>
</tbody>
</table>
Expenditure by Purpose of Visit USD

Per Person Per Visit

<table>
<thead>
<tr>
<th>Purpose of Visit</th>
<th>Pre-paid spend flowing into PNG</th>
<th>In-country spend</th>
</tr>
</thead>
<tbody>
<tr>
<td>Holiday</td>
<td>1,897</td>
<td>962</td>
</tr>
<tr>
<td>Business</td>
<td>1,208</td>
<td>1,137</td>
</tr>
<tr>
<td>VFR</td>
<td>744</td>
<td>652</td>
</tr>
</tbody>
</table>
Prior to Arrival Visitor Expenditure

Visitor Spending and Impact Methodology

- **PRE-PAID**
  - visitor spend per person
  - AIRFARES x 50%
  - OTHER ITEMS x 50%

- **AIRFARES**
  - 25% amount flowing to PNG
  - x 50%

- **OTHER ITEMS**
  - 40% amount flowing to PNG
  - x 80%

- **COOK ISLANDS**
  - 40% flowing to the local economy

- **VANUATU**
  - 62.5% flowing to the local economy

65%

Pre-paid spend per visitor flowing to PNG
Breakdown of Pre-Paid Spend

- 50% for flights
- 40% for accommodation
- 5% for transportation
- 5% for meals
Average Spend Per Person Per Visit

<table>
<thead>
<tr>
<th>Region</th>
<th>Pre-paid spend flowing into PNG</th>
<th>In-country spend</th>
</tr>
</thead>
<tbody>
<tr>
<td>Australia</td>
<td>1,244</td>
<td>792</td>
</tr>
<tr>
<td>New Zealand</td>
<td>1,053</td>
<td>932</td>
</tr>
<tr>
<td>Asia</td>
<td>1,460</td>
<td>1,262</td>
</tr>
<tr>
<td>Pacific</td>
<td>1,121</td>
<td>911</td>
</tr>
<tr>
<td>North America</td>
<td>2,369</td>
<td>1,168</td>
</tr>
<tr>
<td>Europe</td>
<td>2,127</td>
<td>1,124</td>
</tr>
</tbody>
</table>

Visitor Spending and Impact

Expenditure by Source Market USD
Percentage of Visitors Spending on Areas Prior to Arrival – Purpose of Visit

<table>
<thead>
<tr>
<th>Area</th>
<th>Holiday</th>
<th>Business</th>
<th>VFR</th>
</tr>
</thead>
<tbody>
<tr>
<td>International flights</td>
<td>89</td>
<td>93</td>
<td>98</td>
</tr>
<tr>
<td>Accommodation</td>
<td>79</td>
<td>61</td>
<td>30</td>
</tr>
<tr>
<td>Domestic transport</td>
<td>74</td>
<td>42</td>
<td>40</td>
</tr>
<tr>
<td>Breakfast or meals</td>
<td>66</td>
<td>42</td>
<td>23</td>
</tr>
<tr>
<td>Activities</td>
<td>46</td>
<td>11</td>
<td>9</td>
</tr>
<tr>
<td>Tours</td>
<td>46</td>
<td>5</td>
<td>5</td>
</tr>
<tr>
<td>Other</td>
<td>6</td>
<td>6</td>
<td>3</td>
</tr>
</tbody>
</table>

Note: Multiple responses, therefore totals does not add up to 100%
Average in Country Spend (USD) per person per day

**By Market**

<table>
<thead>
<tr>
<th>Region</th>
<th>Spend per person per day (US$)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Australia</td>
<td>83</td>
</tr>
<tr>
<td>New Zealand</td>
<td>91</td>
</tr>
<tr>
<td>Asia</td>
<td>119</td>
</tr>
<tr>
<td>Pacific</td>
<td>99</td>
</tr>
<tr>
<td>North America</td>
<td>93</td>
</tr>
<tr>
<td>Europe</td>
<td>87</td>
</tr>
<tr>
<td>Overall</td>
<td>93</td>
</tr>
</tbody>
</table>

**Overall – US $93 per day**

- Accommodation: $34.6
- Food & Beverage: $16.4
- Tours: $9.2
- Domestic Travel: $10.2
- Internet & Service: $3.0
- Souvenirs: $3.3
- Other: $2.9
- Local Transport: $5.5
- Retail: $7.7
Average in Country Spend (USD) by Australia and New Zealand Visitors

**Australia – US $83 per day**

- Accommodation: $27.5
- Food & Beverage: $15.3
- Tours: $9.9
- Domestic Travel: $9.0
- Retail: $7.0
- Local Transport: $4.3
- Other: $3.9
- Internet & Souvenirs Service: $2.7

**New Zealand – US $91 per day**

- Accommodation: $44.4
- Food & Beverage: $15.4
- Tours: $1.0
- Domestic Travel: $14.5
- Retail: $6.1
- Local Transport: $2.9
- Souvenirs: $2.8
- Internet & Service: $2.4
- Other: $1.4

Visitor Spending and Impact
Average in Country Spend (USD) by Asia and Pacific Visitors

**Asia – US $119 per day**

- Accommodation: $52.5
- Food & Beverage: $19.5
- Local Transport: $10.7
- Domestic Travel: $10.2
- Retail: $9.3
- Internet & Service: $4.2
- Souvenirs: $3.6
- Other: $1.3
- Tours: $7.4

**Pacific – US $99 per day**

- Accommodation: $34.9
- Food & Beverage: $19.0
- Domestic Travel: $7.3
- Retail: $15.6
- Local Transport: $6.3
- Souvenirs: $6.8
- Other: $4.0
- Tours: $0.8
- Internet & Service: $4.7

Visitor Spending and Impact
Average in Country Spend (USD) in PNG by North America and Europe Visitors

North America – US $93 per day

- Accommodation: $37.5
- Food & Beverage: $17.8
- Domestic Travel: $11.7
- Other: $8.2
- Tours: $4.7
- Internet & Service: $4.3

Europe – US $87 per day

- Accommodation: $30.4
- Food & Beverage: $16.6
- Domestic Travel: $13.4
- Tours: $11.4
- Other: $1.1
- Souvenirs: $4.1
- Local Transport: $2.7
- Retail: $5.4
- Internet & Service: $1.5
Presentation Structure

Visitor Profile

Visitor Characteristics and Preferences

Visitor Spending and Impact

Information and Decision Making

Visitor Satisfaction
Information Sources and Decision Making

How did you find out about PNG?

All Visitors

- 39% Friends and Family
- 38% Previous Visits
- 28% Business/Volunteer organisation

Holiday Visitors

- 48% Friends and Family
- 27% Previous Visits
- 15% Travel agent/agency brochures

How did you purchase your travel?

All Visitors

- 32% Travel Agent
- 31% By Myself
- 29% By Others

Holiday Visitors

- 38% Travel Agent
- 35% By Myself
- 15% By Others

Note: Multiple responses, therefore totals do not add up to 100%

*:Mean figures
Information Sources and Decision Making

What influenced your decision making*? All Visitors

2.9/5 Business and Conference
2.8/5 Culture and History
2.7/5 Nature attractions/ecotourism/photography

What influenced your decision making*? Holiday Visitors

3.6/5 Culture and History
3.2/5 Nature Attractions, Ecotourism, Photography
2.9/5 Adventure Experiences

Note: Multiple responses, therefore totals do not add up to 100%  
*:Mean figures
### Information Sources for Planning

#### All Visitors

<table>
<thead>
<tr>
<th>Source</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Friends and Family</td>
<td>43%</td>
</tr>
<tr>
<td>Previous Visits</td>
<td>41%</td>
</tr>
<tr>
<td>Business/Volunteer organisation</td>
<td>25%</td>
</tr>
<tr>
<td>Internet Search (e.g. Google)</td>
<td>19%</td>
</tr>
</tbody>
</table>

#### Holiday Visitors

<table>
<thead>
<tr>
<th>Source</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Friends and Family</td>
<td>43%</td>
</tr>
<tr>
<td>Travel Agent/Agency Brochures</td>
<td>29%</td>
</tr>
<tr>
<td>Internet Search (e.g. Google)</td>
<td>28%</td>
</tr>
<tr>
<td>Previous Visits</td>
<td>26%</td>
</tr>
</tbody>
</table>

*Note: Multiple responses, therefore totals do not add up to 100%*
Sources Used for Planning – Purpose of Visit

Note: Multiple responses, therefore totals does not add up to 100%
Travel Purchasing Behaviour – Source Market

Made my own travel arrangements using the internet

<table>
<thead>
<tr>
<th>Region</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Australia</td>
<td>35%</td>
</tr>
<tr>
<td>New Zealand</td>
<td>30%</td>
</tr>
<tr>
<td>Asia</td>
<td>24%</td>
</tr>
<tr>
<td>Pacific</td>
<td>10%</td>
</tr>
<tr>
<td>North America</td>
<td>38%</td>
</tr>
<tr>
<td>Europe</td>
<td>33%</td>
</tr>
</tbody>
</table>

Arrangements were made by a travel agent

<table>
<thead>
<tr>
<th>Region</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Australia</td>
<td>31%</td>
</tr>
<tr>
<td>New Zealand</td>
<td>35%</td>
</tr>
<tr>
<td>Asia</td>
<td>32%</td>
</tr>
<tr>
<td>Pacific</td>
<td>38%</td>
</tr>
<tr>
<td>North America</td>
<td>36%</td>
</tr>
<tr>
<td>Europe</td>
<td>31%</td>
</tr>
</tbody>
</table>

Travel arrangements were made by others

<table>
<thead>
<tr>
<th>Region</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Australia</td>
<td>27%</td>
</tr>
<tr>
<td>New Zealand</td>
<td>27%</td>
</tr>
<tr>
<td>Asia</td>
<td>37%</td>
</tr>
<tr>
<td>Pacific</td>
<td>43%</td>
</tr>
<tr>
<td>North America</td>
<td>15%</td>
</tr>
<tr>
<td>Europe</td>
<td>20%</td>
</tr>
</tbody>
</table>

Note: Multiple responses, therefore totals do not add up to 100%
Travel Purchasing Behaviour – Purpose of Visit

Information and Decision Making

- **Holiday**: 38% travel arrangements were made through a travel agent, 35% made their own arrangements using the Internet, 15% were made by others, 11% was a mix of online booking and using a travel agent, and 1% was other.

- **Business**: 33% travel arrangements were made through a travel agent, 20% made their own arrangements using the Internet, 42% were made by others, 5% was a mix of online booking and using a travel agent, and 1% was other.

- **VFR**: 21% travel arrangements were made through a travel agent, 52% made their own arrangements using the Internet, 20% were made by others, 7% was a mix of online booking and using a travel agent, and 1% was other.

- **Travel arrangements made through a travel agent**
- **I made my own travel arrangement using the Internet**
- **Travel arrangements made by others (business, friends, relatives)**
- **Travel arrangements was a mix of online booking and using a travel agent**
- **Other**
Travel Purchasing Behaviour – National Capital District

- Travel arrangements were made by others (business, friends, relatives)
- I made my own travel arrangement using the Internet
- Travel arrangements were made through a travel agent
- Travel arrangements was a mix of online booking and using a travel agent
- Other
Cruise visits to PNG – Australia and New Zealand Holiday Visitors

Been on a cruise to PNG before?

- Yes - 5%
- No - 95%

If Yes, how many times?

- 1: 22%
- 2: 7%
- 3: 7%
- 4: 22%
- 5+: 5%

Did a previous cruise influence your decision to come back to PNG?

- No influence
- Little influence
- Some influence
- Very influential
- Prime reason

Note: Due to rounding some totals will add to 99% or 101%
Visitor Satisfaction* by Country and Purpose of Visit

74% of total visitors were satisfied
77% of first time visitors were satisfied
69% of repeat visitors were satisfied

* A satisfied visitor includes respondents who answered ‘satisfied’ or ‘very satisfied’
Visitor Satisfaction* by Region

*A satisfied visitor includes respondents who answered ‘satisfied’ or ‘very satisfied’
Willingness to Return – All Visitors

Would you return to PNG?

- Yes 92%
- No 8%

Reasons not to return to PNG*
- Security and safety 46%
- Would like to visit somewhere else 20%
- Cost 17%
- Overall bad experience 6%
- Environment 6%
- Infrastructure 5%
- Airlines 5%
- Activities 4%
- Would only visit PNG for Business not as a tourist 4%

* Other reasons have not been included due to low percentages.
Willingness to Return – National Capital District Visitors

Would you return to PNG?

Yes 91%

No 9%

Reasons not to return to PNG*
- Security and Safety: 54%
- Would like to visit somewhere else: 17%
- Cost: 15%
- Environment: 8%
- Overall bad experience: 4%*

* Other reasons have not been included due to low percentages

N=106
Least and Most Appealing – Overall and Holiday Visitors

Most Appealing – All Visitors
- People: 43%
- Scenery or Landscape: 30%
- Activities and Attractions: 25%

Least Appealing – All Visitors
- Safety and Security: 34%
- Environment and Rubbish: 26%
- Infrastructure: 18%

Most Appealing - Holiday Visitors
- People: 43%
- Activities and Attractions: 39%
- Scenery or Landscape: 32%

Least Appealing - Holiday Visitors
- Safety and Security: 28%
- Environment and Rubbish: 27%
- Infrastructure: 16%

Note: Multiple responses, therefore totals do not add up to 100%
Suggestions for Improvement – All Visitors and Holiday Visitors

Note: Multiple responses, therefore totals do not add up to 100%
Suggestions for Improvement – National Capital District

Note: Multiple responses, therefore totals do not add up to 100%
Participation in Water Based Activities – All Visitors vs Holiday Visitors

- **Visiting the beach**
  - All visitors: 69%
  - Holiday visitors: 60%

- **Swimming**
  - All visitors: 48%
  - Holiday visitors: 49%

- **Snorkelling**
  - All visitors: 34%
  - Holiday visitors: 25%

- **Diving**
  - All visitors: 31%
  - Holiday visitors: 19%

- **Fishing**
  - All visitors: 16%
  - Holiday visitors: 16%

- **Kayaking/Canoeing**
  - All visitors: 10%
  - Holiday visitors: 8%

- **Hot Springs**
  - All visitors: 11%
  - Holiday visitors: 8%

- **Sailing**
  - All visitors: 6%
  - Holiday visitors: 6%

- **Ocean cruise**
  - All visitors: 5%
  - Holiday visitors: 5%

- **Surfing**
  - All visitors: 7%
  - Holiday visitors: 3%

- **Water Skiing**
  - All visitors: 1%
  - Holiday visitors: 1%
Participation in Cultural Based Activities – All Visitors vs Holiday Visitors

- Local markets: 68% (All visitors), 67% (Holiday visitors)
- Visited villages: 36% (All visitors), 46% (Holiday visitors)
- Local dance and music: 26% (All visitors), 35% (Holiday visitors)
- Local events and celebrations: 25% (All visitors), 23% (Holiday visitors)
- Traditional cooking: 22% (All visitors), 27% (Holiday visitors)
- Museums: 22% (All visitors), 30% (Holiday visitors)
- Cultural festivals and shows: 22% (All visitors), 27% (Holiday visitors)
- Cultural tours: 18% (All visitors), 28% (Holiday visitors)
- Church: 14% (All visitors), 17% (Holiday visitors)
- Local language and art: 17% (All visitors), 20% (Holiday visitors)

Visitor Satisfaction

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<th>10</th>
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</table>
Participation in Land Based Activities – All Visitors vs Holiday Visitors

- Sightseeing
- Hiking and walking
- Port Moresby Nature Park
- WWII history related tours
- Parks, nature reserves and animal sanctuaries
- Birdwatching
- Kokoda Trail
- Sports related activities
- Mountain climbing
- Wildlife tours
- Butterfly watching
- Caving

Visitor Satisfaction

- All visitors
- Holiday visitors
Participation in Water Based Activities – All Visitors vs National Capital District Visitors

- Visiting the beach: 69% (All visitors) vs 72% (National Capital District visitors)
- Swimming: 48% (All visitors) vs 49% (National Capital District visitors)
- Snorkelling: 25% (All visitors) vs 20% (National Capital District visitors)
- Diving: 19% (All visitors) vs 14% (National Capital District visitors)
- Fishing: 16% (All visitors) vs 14% (National Capital District visitors)
- Kayaking/Canoeing: 10% (All visitors) vs 7% (National Capital District visitors)
- Hot Springs: 8% (All visitors) vs 5% (National Capital District visitors)
- Sailing: 6% (All visitors) vs 6% (National Capital District visitors)
- Ocean cruise: 5% (All visitors) vs 5% (National Capital District visitors)
- Surfing: 3% (All visitors) vs 1% (National Capital District visitors)
- Water Skiing: 1% (All visitors) vs 1% (National Capital District visitors)
Participation in Cultural Based Activities – All Visitors vs National Capital District Visitors

- Local markets: All visitors 68%, National Capital District visitors 68%
- Visited villages: All visitors 31%, National Capital District visitors 26%
- Local dance and music: All visitors 26%, National Capital District visitors 26%
- Local events and celebrations: All visitors 25%, National Capital District visitors 25%
- Traditional cooking: All visitors 23%, National Capital District visitors 22%
- Museums: All visitors 22%, National Capital District visitors 22%
- Cultural festivals and shows: All visitors 22%, National Capital District visitors 22%
- Cultural tours: All visitors 18%, National Capital District visitors 18%
- Church: All visitors 17%, National Capital District visitors 18%
- Local language and art: All visitors 17%, National Capital District visitors 18%

Visitor Satisfaction

Share of visitors (%)

0 10 20 30 40 50 60 70 80

All visitors National Capital District visitors
Participation in Land Based Activities – All Visitors vs National Capital District Visitors

Visitor Satisfaction

- Sightseeing
- Hiking and walking
- Port Moresby Nature Park
- WWII history related tours
- Parks, nature reserves and animal sanctuaries
- Birdwatching
- Kokoda Trail
- Sports related activities
- Mountain climbing
- Wildlife tours
- Butterfly watching
- Caving

Share of visitors (%)

All visitors vs National Capital District visitors

Visitor Satisfaction
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.