

## **Table of Contents**

---

<b>1.</b>	<b>Summary of Survey Findings.....</b>	<b>4</b>
1.1	Purpose and Previous Visits.....	4
1.2	Length of Stay in Papua New Guinea.....	4
1.3	Source of Information.....	5
1.4	Previous Visits.....	5
1.5	Province Visited.....	5
1.6	Tourism Expenditure.....	5
1.7	Tourism Activities.....	6
1.8	Tourist Opinion & Reactions.....	6
<b>2.</b>	<b>Background.....</b>	<b>6</b>
2.1	Introduction.....	6
2.2	Objective.....	7
2.3	Methodology & Definitions.....	7
<b>3.</b>	<b>Visitor Profile.....</b>	<b>9</b>
3.1	Purpose of Visit.....	9
3.2	Age Groups.....	10
3.3	Previous Visits to PNG.....	11
3.4	Travel Companion.....	12
<b>4.</b>	<b>Travel Patterns and Motivations.....</b>	<b>13</b>
4.1	Trip Planning.....	13
4.2	Trip Motivations.....	14
4.3	Travel concerns.....	15
4.4	Length of Stay.....	15
4.5	Type of Transport used.....	16
4.6	Type of Accommodation Used.....	17
<b>5.</b>	<b>Travel Behaviour.....</b>	<b>18</b>
5.1	Source of information.....	18
5.2	Internet Usage.....	19
5.3	Places Visited.....	20
5.4	Destination and Knowledge.....	21
5.5	Activities Undertaken.....	23
5.6	Occupation.....	25
5.7	Holiday Satisfaction.....	26
<b>6.</b>	<b>Length of Stay.....</b>	<b>29</b>
<b>7.</b>	<b>Tourism Expenditure.....</b>	<b>32</b>

## Tables & Charts

---

### Tables:

#### **4. Visitor Profile**

1.	Purpose of Visit by Market Area.....	8
2.	Age Group by Market Area.....	9
3.	Age Group by Purpose of Visit.....	9
4.	Previous Visits to Papua New Guinea by Market Area.....	10
5.	Previous Visits to Papua New Guinea by Purpose of Visit.....	10
6.	Travel Companion by Market Area.....	11
7.	Travel Companion by Purpose of Visit.....	11

#### **5. Travel Behaviour Pattern**

8.	Information Sources by Market Area.....	12
9.	Provincial Travel Distribution by Market Area.....	13
10.	Provincial Travel Distribution by Purpose of Visit.....	14
11.	Activities Undertaken by Market Area.....	15
12.	Activities Undertaken by Purpose of Visit.....	15
13.	Length of Stay Distribution by Market Area.....	16
14.	Length of Stay Distribution by Purpose of Visit.....	16

#### **6. Tourist Expenditure**

15.	Total Expenditure by Market Area.....	17
16.	Average Per Head & Daily Expenditure by Market Area.....	18
17.	Average Per Head & Daily Expenditure by Purpose of Visit.....	19
18.	Distribution of Itemized Expenditure by Market Area.....	20
19.	Distribution of Itemized Expenditure by Purpose of Visit.....	20

#### **7. Opinions & Reactions**

21.	General Comments by Respondents.....	22
-----	--------------------------------------	----

### **Appendix:**

Survey Findings and Recommendations	23
-------------------------------------	----

## 1. Summary of Survey Findings

During the Visitor Survey undertaken in the financial year 2007, a total of 1,400 visitors were sampled and analyzed by categories of Purpose of Visit, Country of Residence, Age Groups, Duration of Stay in the country and more others. The sample distribution by country was as follows:

Country	Sample	Percentage (%)
Australia	653	46%
Other Asia	240	17%
USA	149	11%
New Zealand	80	6%
UK	77	5%
Oceania	53	4%
Other Europe	49	3%
Japan	25	2%
Germany	23	2%
Canada	19	2%
France	18	1%
Africa	14	1%
<b>Total</b>	<b>1,400</b>	<b>100%</b>

### 1.1 Purpose of Visits

- Overall, almost 45 percent of the respondents sampled in this Visitor Survey were genuine holiday visitors while 50 percent indicated that their purpose of visit was for business reasons and 5 percent were other visitors including church workers, volunteers and educationists.
- Visitors from America, Japanese and European markets were strongly holiday oriented, while the majority of the visitors from Asia were more on business reasons.
- Repeat visits appeared to be consistently high throughout the different markets. However, more than 25% of the visitors from the USA Market and another 20% from Japan were first time visitors.

### 1.2 Length of Stay in Papua New Guinea

- The average length of stay (ALS) in 2007 was 18.1 days/nights.
- The average length of stay (ALS) of visitors from the long haul markets was slightly higher than 18 days.
- Japanese markets average length of stay was 11.2 days/nights, while the UK and German markets was 17.3 and 16.8 days/nights.
- The average length of stay for the US and Canadian tourists were the highest with 19.2 and 21.5 days respectively.

### **1.3 Source of Information:**

- The internet, verbal (word of mouth) and magazines/brochures appeared to be the major sources of information for visitors to source information about Papua New Guinea.
- Airlines, Travel Shows, and TV/Radio were low impact sources of information for the visitors.
- The Travel Books, Internet and Lonely Planet appeared to be the most used source of information amongst visitors from the long haul markets.

### **1.4 Previous Visits:**

- 78 percent of the respondents were first time visitors while 22 percent were repeat visitors.
- Majority of the visitors from America, Japan, Germany and from UK were visiting Papua New Guinea for the first time, while many visitors from Australia and New Zealand also have visited the country several times before.
- Most (65 percent) of the first time visitors to the country came for holiday/leisure reasons.
- More than 64% of the respondents from the European markets were first time visitors, who came mostly on holiday purposes.

### **1.5 Destinations Visited in PNG:**

- Regional visitation around PNG was proportionately distributed.
- The Provinces with higher visitation were Kokoda, Madang, East New Britain, West New Britain, Western Highlands and Eastern Highlands Province. However this varied across the different market segments and purpose of visit.
- Holiday was the main purpose of the majority of those who traveled out to these main centers/destinations.

### **1.6 Tourism Expenditure:**

- Total foreign earnings from tourism (genuine tourists) in 2007 amounted to K300 million or US\$95 million compared to the K208 million in 2005.
- The overall average expenditure per visitor in Papua New Guinea was estimated at K9,831.75 or US\$3,111.75. The average daily expenditure per visitor was K556.60 or US\$172.55
- The highest spenders, in terms of average expenditure per person per trip, were the Japanese visitors (K784.76 or US\$243.28 and the American visitors K597.57 or US\$185.25.
- The level of expenditure by holiday tourists was highest in terms of average per person (K9,831.75 or 3,111.75).
- On average, only 4% of the visitor expenditure was incurred on meals and drinks. The highest spending on average was incurred on accommodation, tours and airfares in PNG.

### ***1.7 Tourism Activities Engaged By Visitors:***

- The majority of the Holiday visitors came to Papua New Guinea to experience and enjoy the attractive scenery of both underwater and land, and the diverse cultures.
- Diving and water sports (fishing canoeing, swimming rafting) have the highest preference among most of the visitors. Sight seeing and nature related activities (trekking) also had higher preference among the respondents.
- Most of the visitors on business purposes have had taken time off to engage in some tourism activities. Majority of them engaged themselves in the activity of general sight seeing and diving.

### ***1.8 Opinions and Reactions:***

- \* Favourable comments on Papua New Guinea appeared to be highest response from visitors.
- The Law and Order problem in PNG was highlighted throughout by the different markets and market segments but was not mentioned to be discouraging factors for traveling away from PNG.
- The only factors mentioned to be discouraging to travelers were High cost on airfares and accommodation in Papua New Guinea.
- Bad images portrayed of PNG by its major source markets from the negative media coverage overseas were reported as another major contributing factor for scaring travelers off.
- As usual friendly people, diverse culture and nature received very high favourable response.

## **2. Background**

### ***2.1 Introduction:***

This report covers the result of the sixth round visitor survey conducted in Papua New Guinea from March to June 2007. The first visitor survey was conducted in 1996 and until then it is carried out on an annual basis.

The ongoing visitor survey project is an important component of the country's Tourism Research Information collection Program. The survey project is co-ordinated by the Marketing & Research Division of the Papua New Guinea Tourism Promotion Authority.

### ***2.2 Objectives:***

Tourism is developing as an important contributor to the economy of Papua New Guinea, and with its cultural and natural diversity has the potential to expand. Therefore, the use of up-to-date, reliable and comprehensive data is imperative for the successful operation in both public and private sector, especially when the management has to move from sometimes inspirational style of the past to a more strategically planned business of the present and the future.

In addition to the traditional statistics based on tourist arrivals, more data is required in measuring both the quality and quantity, as well as real and perceived structures of the product offered. Systematically conducted visitor surveys are among those tools which become more important.

The aims of this Visitor Survey were to:

- profile the existing trends of visitors by the different markets and market segments;
- assess the travel behavior patterns;
- identify positive assets as well as constraints of the tourism products;
- identify sources of information about PNG amongst the visitors;
- measure the average length of stay by the different markets;
- measure visitor expenditure on the services and products offered which in turn accounts for the quantified foreign exchange earnings from tourism;
- rate the services offered in PNG based on the visitors experience;
- measure the distribution of tourists to the different areas in PNG;
- investigate tourism activities undertaken by visitors and;
- gauge opinions, reactions and general comments about PNG as a tourist destination.

### ***2.3 Methodology & Definitions:***

The survey was carried out by the Tourism Promotion Authority with partnership with the Queensland University of Australia within the framework of its annual work program.

Like previous visitor surveys, this survey adopted the face-to-face enumeration method utilizing standard questionnaires as attached in Appendix 1.

The survey was designed to enumerate at least two to three in any number of visitors departing the International Airport in Port Moresby, after having completed the necessary immigration and customs formalities.

The response rate has been good throughout. In order to achieve representative results, all filled questionnaires were screened and validated and a sample representing all market areas and purpose of visit were selected for the survey period for data entry and analysis.

Data entry, analysis of results and final report was done in-house by the TPA Research and Statistics Division.

*Note:* Due to time constraints and limited length of survey not enough questionnaires have been sampled and the respondents number is less.

Note also that a reasonable about of respondents in this Survey were genuine holidaymakers (tourists). It was TPA's intention to target the holiday visitors to identify positive assets and constraints of Papua New Guinea's tourism products and services from a real tourist perspective.

## Definitions:

**Visitor-** Any person who travels to a country other than that in which he/she has his/her usual residence but outside his/her usual environment or who travels within the country outside his/her usual environment for a period not exceeding 12 months and whose main "purpose of visit" is other than the exercise of an activity remunerated from within the country or place visited.

**Tourist -** A visitor whose visit is for at least one night and not more than 12 Months, and whose main "purpose of visit" may be under one of the following three groups

- (a) *leisure and holidays*
- (b) *business and professional*
- (c) *other tourism purposes*

**VFR -** Refers to those who travel to a destination with the main aim of Visiting Friends & Relatives.

**Arrival -** All data refer to arrivals and not to actual number of people travelling. One person visiting the same country several times during the year is counted each time as a new arrival.

**ALS -** Refers to the "Average Length of Stay"

**ADE -** Refers to the "Average Daily Expenditure".

**AEH -** Refers to the "Average per Head Expenditure

**FIT -** Refers to the "Free Independent Travelers.

**Respondents** – Is the total number of visitors sampled in this survey.

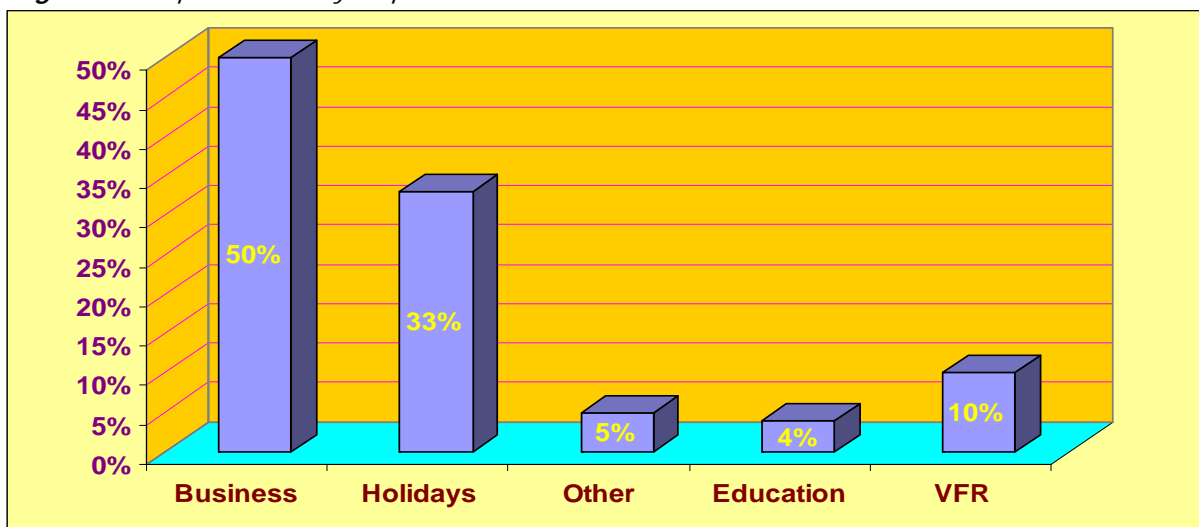
### 3 Visitor Profile:

#### 3.1 Purpose of Visit.

Visitors were asked to indicate the main reason for visiting Papua New Guinea and the results were as follows:

Overall, 33 percent of the 1400 sampled respondents were holiday tourists. Those that came for business reasons accounted for 50 percent of the total. 10 percent of the respondents indicated that their purpose of visit was to visit friends and relatives, while 9 percent responded that they came for other purposes including education, missionary work and volunteer work.

*Figure 1: Purpose of Visit by Purpose*



Visitors from the Japanese, American and European markets were strongly leisure oriented, while the main motivation for visitors from the Asian market were for business. The proportion of Visit Friends and Relatives visitors were high among USA, Germany, United Kingdom and New Zealand. The Australian market had a higher share of the visitors for holiday.

*Table 1. Visitors Sample by Purpose of Visit and Country of Residence*

Country	Business	Holidays	Other	Education	VFR	Total
Africa	12	4	3	2	4	25
Australia	310	201	22	18	54	605
Canada	15	18	8	1	2	44
France	9	12	2	0	3	26
Germany	8	13	3	3	8	35
Japan	17	26	2	0	5	50
New Zealand	22	18	2	3	8	53
Oceania	32	6	3	9	5	55
Other Asia	182	43	4	6	20	255
Other Europe	16	22	1	2	8	49
Russia	7	5	3	0	2	17
UK	24	32	5	1	4	66
USA	45	56	3	0	16	120
<b>Total Respondents</b>	<b>699</b>	<b>456</b>	<b>61</b>	<b>45</b>	<b>139</b>	<b>1400</b>



### 3.2 Age Group

Visitors were asked to indicate their age group and the results are as follows:

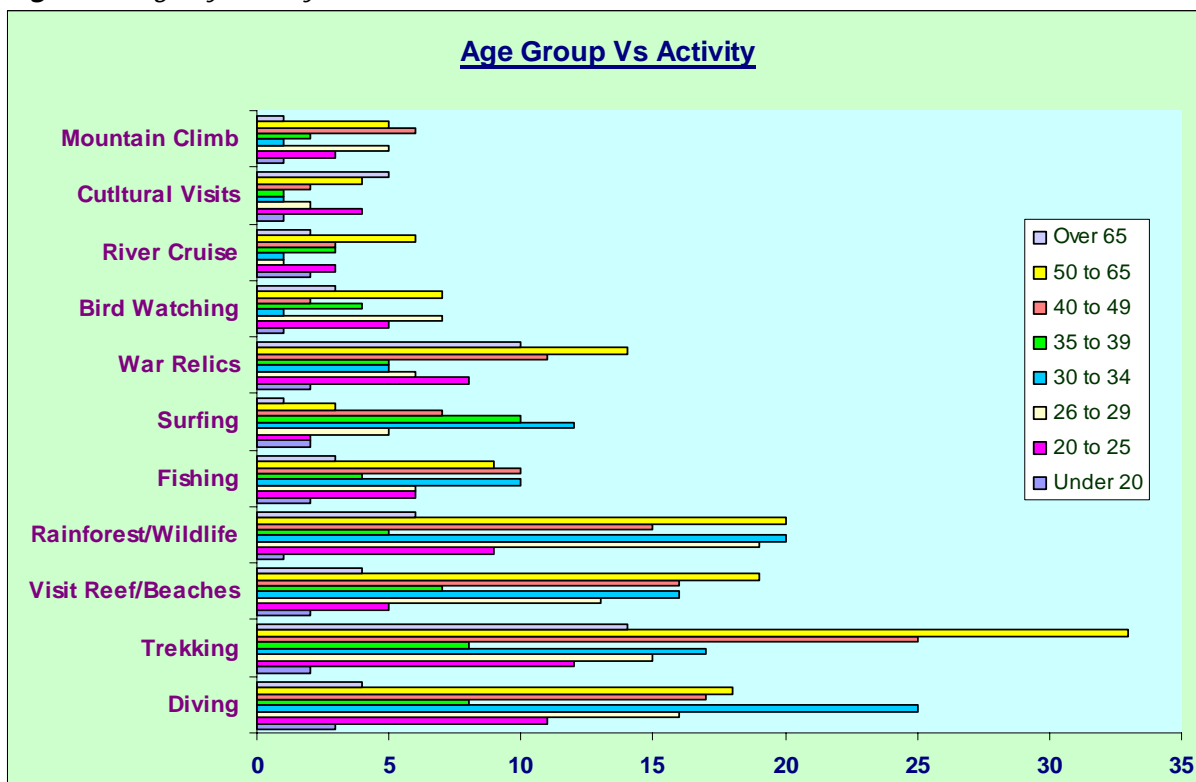
Of all the respondents, more than 20 percent were age between 50 to 59 years old. One quarter of the visitors were older age group (over 50 years), while 35 percent were younger age group below 40 years old.

Table 2. Age Group by Market Area

Age Group	Aust.	New Zealand	Pacific Islands	Japan	Other Asia	UK	German	Other Europe	USA	Other Countries	Total
Under 20 Yrs	4	1	0	3	2	0	2	0	1	0	13
20-25 Yrs	3	4	1	0	1	0	1	5	2	2	19
26-29 Yrs	3	3	3	0	0	11	1	2	9	3	35
30-39 Yrs	14	1	1	7	4	6	3	2	6	7	51
40-49 Yrs	7	4	3	3	9	4	0	3	14	3	50
50-59 Yrs	8	1	2	5	4	4	5	11	19	8	67
60-65 Yrs	9	3	0	2	5	6	5	1	14	3	48
Over 65 Yrs	5	3	2	5	13	3	4	2	21	2	60
<b>Total</b>	<b>53</b>	<b>20</b>	<b>12</b>	<b>25</b>	<b>38</b>	<b>34</b>	<b>21</b>	<b>26</b>	<b>86</b>	<b>28</b>	<b>343</b>

More than 60% of the older age group (50-65) were popular in War Relics, Trekking and Wildlife, while more younger age group (30 and below) were popular in War Relics, Cultural Activities, Bird watching and Sightseeing. On the other hand, the middle age group (30-50) years of age came purposely for diving.

Figure 2: Age by Activity Undertaken



### 3.3 Previous Visits to PNG

Visitors were asked if they have traveled to PNG before:

Repeat travel often bears a positive relationship to knowledge of the market and the level of satisfaction.

Those who responded “No” to the first part of the question indicated that this was their first visit. Those who responded with a “Yes” were defined as repeat visitors, who have visited previously. The objective of seeking how frequent the visitation were was to ascertain what kind of pattern existed and if it were by market area and purpose of visit.

The study showed a relatively high share of newcomers from all of the visitor source markets. A high proportion of visitors from Australia & New Zealand were repeat visitors.

*Table 3. Previous Visits to Papua New Guinea by Market Area*

Market Area	Previous Visits				Total	Total %
	Yes		No			
	No.	%	No.	%		
Australia	79	67	39	33	<b>118</b>	100
New Zealand	18	60	12	40	<b>30</b>	100
Pacific Islands	4	24	13	76	<b>17</b>	100
Japan	6	25	18	75	<b>24</b>	100
Other Asia	9	20	35	80	<b>44</b>	100
United Kingdom	13	26	37	74	<b>50</b>	100
German	5	22	17	88	<b>22</b>	100
Other Europe	4	14	25	86	<b>29</b>	100
USA	23	20	90	80	<b>113</b>	100
Other Countries	5	13	33	87	<b>38</b>	100
<b>Total</b>	<b>166</b>	<b>34</b>	<b>319</b>	<b>66</b>	<b>485</b>	<b>100</b>

Most of the visitors from Germany (88%), USA (80%) and Japan (75%) were newcomers to PNG.

The share of repeat visit was proportionate throughout the market segment. However, most visitors in all the purpose of visit came to PNG for the first time.

*Table 4. Previous Visits to Papua New Guinea by Purpose of Visit*

Purpose of Visit	Previous Visits – Survey Response				Total	Total %
	Yes		No			
	No.	%	No.	%		
Business	26	23	87	77	<b>113</b>	100
Holiday/Leisure	29	13	196	87	<b>225</b>	100
Visit Friends/ Relatives	8	15	45	85	<b>53</b>	100
Education	4	29	10	71	<b>14</b>	100
Church Work	4	15	23	85	<b>27</b>	100
Other	4	11	31	89	<b>35</b>	100
No Response	0	0	1	100	<b>1</b>	100
<b>Total</b>	<b>75</b>	<b>16</b>	<b>393</b>	<b>84</b>	<b>468</b>	<b>100</b>

### 3.4 Travel Companion

Question: Whom are you traveling with on this trip?

Overall 52 percent of the total respondents were traveling alone. Markets including America (54%), UK (74%), New Zealand (87%) and Pacific (73%) had higher proportion of visitors for individual travel.

More than 53 percent of the visitors from Japan were traveling together on group tour and 16 percent with spouse. The German and Other European markets showed a higher share of visitors traveling with companion either on group tour or with family and spouse (50% and 65%).

Table 5. Travel Companions by Market Area

Market Area	Travel Companion					Total
	Alone	With Spouse	With Family	Group Tour	Not Sated	
Australia	32	15	0	0	0	47
New Zealand	13	2	0	0	0	15
Pacific Islands	11	4	0	0	0	15
Japan	25	16	3	52	1	97
Asia	32	5	1	2	3	43
United Kingdom	31	6	0	2	8	47
German	13	12	2	1	2	30
Other Europe	9	10	2	5	0	26
USA	60	26	4	10	11	111
Other Countries	17	7	6	3	4	37
<b>Total</b>	<b>243</b>	<b>103</b>	<b>18</b>	<b>75</b>	<b>29</b>	<b>468</b>

Majority (78%) of the visitors on business were individual travelers, while most (60%) of the holiday visitors were traveling in groups with spouse, family and group tour.

The other purposes of visits including Education and Church work had a high percentage of response for traveling alone.

Table 6. Travel Companion by Purpose of Visit

Purpose of Visit	Travel Companion					Total
	Traveling Alone	With Spouse	With Family	Group Tour	Not Sated	
Business	88	10	1	7	7	113
Holiday/Leisure	79	75	13	48	10	225
Visit Friends	28	13	3	3	6	53
Education	10	0	0	1	3	14
Church Work	16	4	1	4	2	27
Other	22	1	0	11	1	35
No Response	0	0	0	1	0	1
<b>Total</b>	<b>243</b>	<b>103</b>	<b>18</b>	<b>75</b>	<b>29</b>	<b>468</b>

## 4. Travel Patterns & Motivations

### 4.1 Trip Planning

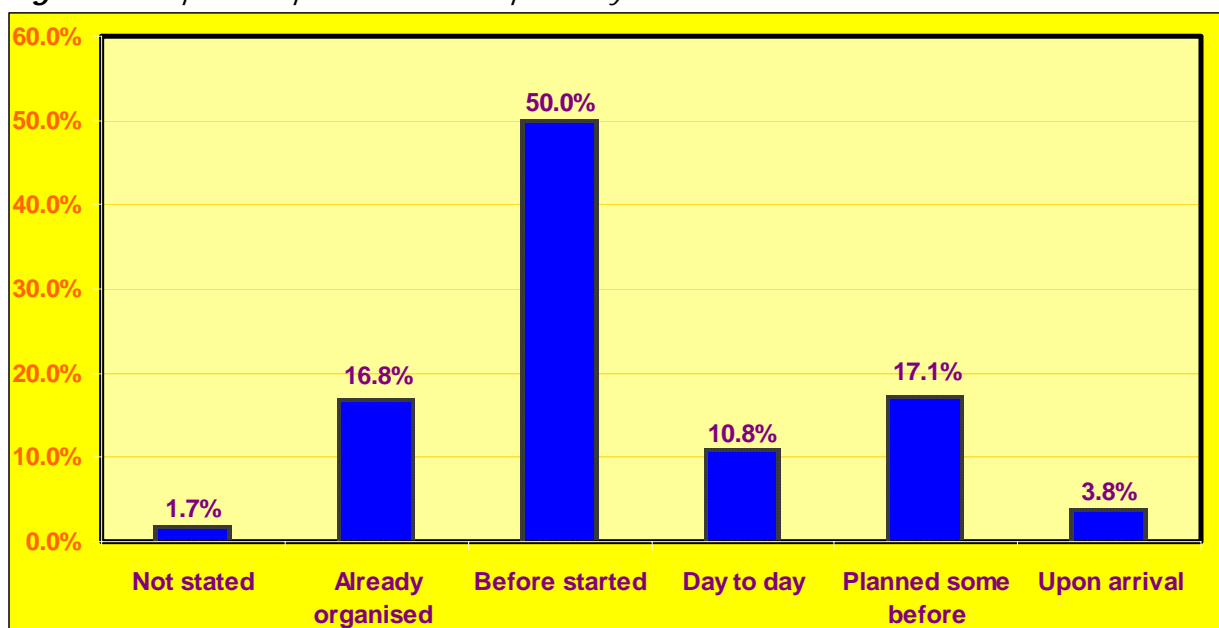
Visitors were asked to describe on how they planned the trip, and more than 50% stated that most of their trip was organized before starting the trip, while planning trip itinerary upon arrival was the least preferred approach to planning trip.

Most (67%) of the visitors came on organized trips and their trip was planned in advance, while 11% of the travellers stated that they planned some their trip itinerary from day to day and 4% indicated trip planning upon arrivals. Those that have come on already organized trips and planned before starting the trip were mostly genuine holiday makers.

**Table 7: Trip Planning by Source Market**

Country	Not stated	Already organised	Before started	Day to day	Some before	Upon arrival
Africa	2	1	8	0	3	0
Australia	6	148	330	67	71	21
Canada	0	2	8	7	2	0
France	1	4	4	2	7	0
Germany	0	2	10	2	8	1
Japan	0	2	16	3	3	1
New Zealand	1	1	53	8	14	0
Oceania	2	4	23	7	12	2
Other Asia	3	29	104	23	62	12
Other Europe	3	2	20	4	8	4
Russia	0	1	4	0	2	0
UK	3	6	41	12	12	3
USA	2	28	64	13	29	7
<b>Total</b>	<b>23</b>	<b>230</b>	<b>685</b>	<b>148</b>	<b>233</b>	<b>51</b>

**Figure 3: Graphical Representation of trip Plan by Visitors**



## 4.2 Trip Motivation

Visitors were asked to indicate if Culture, Heritage, Adventure, Nature and Business Opportunities have influenced their travel.

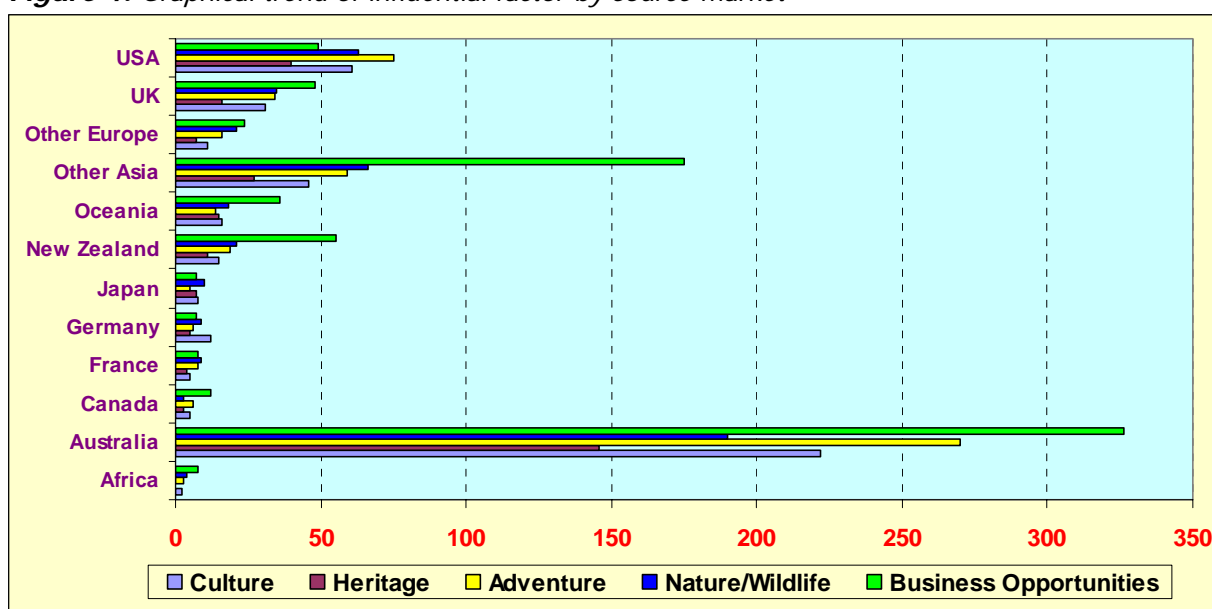
Adventure travel was the most influential factor for most of the holiday travellers that visited Papua New Guinea. More than 30 percent indicated Adventure, followed by Nature/Wildlife (28%), Culture (26%) and Heritage, which was rated the least by 24% of the travellers.

Most holiday travellers from Australia (45%), USA (47%), Canada (40%), Germany (38) and Japan (35%) were influenced by Culture, Nature/Wildlife and Adventure. On the other hand, a good number of travellers (31%) were influenced by the growing business opportunities in PNG, and most of the business travellers were from Australia and New Zealand and the Asian countries.

**Table 8: Attraction by Source Market**

Country	Culture	Heritage	Adventure	Nature/Wildlife	Business Opport.
Africa	2	0	3	4	8
Australia	222	146	270	190	326
Canada	5	3	6	3	12
France	5	4	8	9	8
Germany	12	5	6	9	7
Japan	8	7	5	10	7
New Zealand	15	11	19	21	55
Oceania	18	15	14	18	36
Other Asia	46	27	59	66	175
Other Europe	11	7	16	21	24
UK	31	16	34	35	48
USA	61	40	75	63	49
<b>Total</b>	<b>434</b>	<b>281</b>	<b>515</b>	<b>449</b>	<b>755</b>

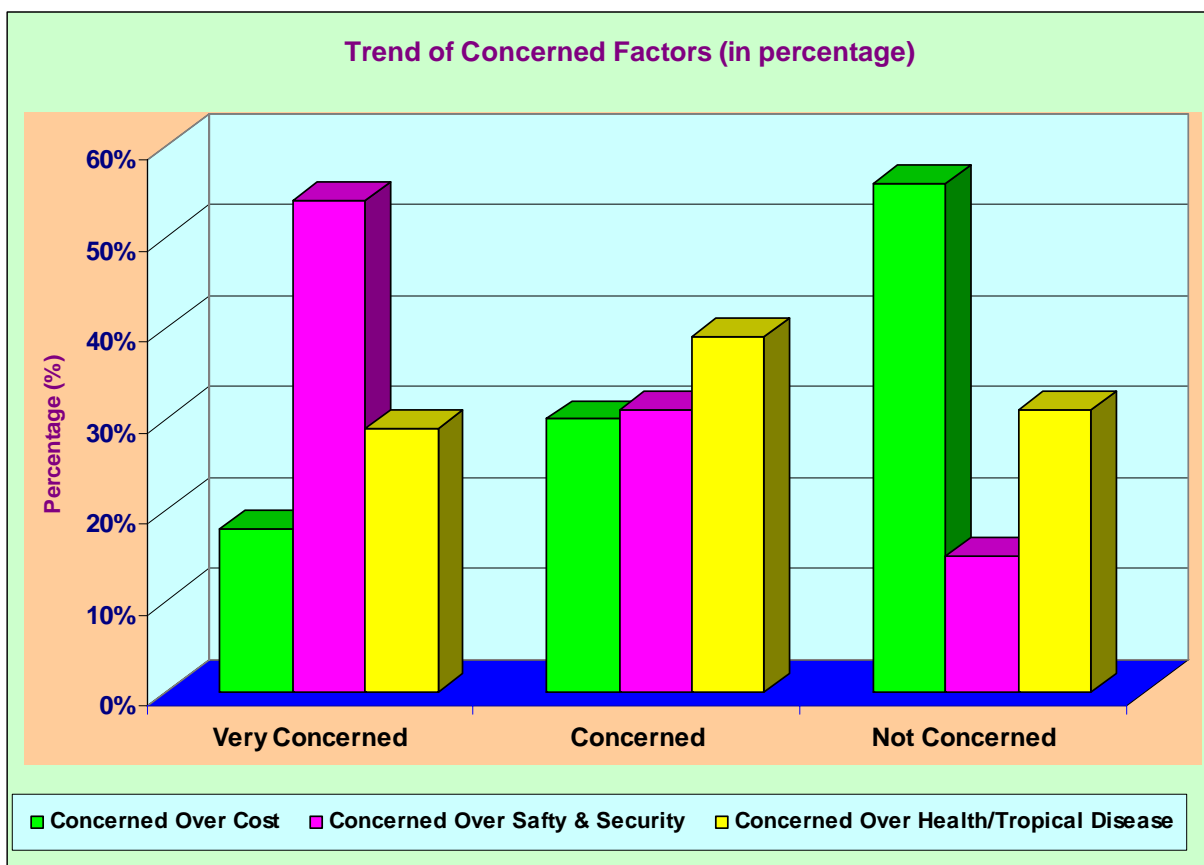
**Figure 4: Graphical trend of influential factor by source market**



### 4.3 Travel Concern

Visitors were asked to indicate if they had any concern over Cost, Safety & Security and Health/Tropical Disease and the result show that Safety and Security was the most concerned area for most (55%) of the visitors, followed by Health/Tropical Disease (30%) and Concerned over cost (15%) respectively.

Concerned Over:	Very Concerned	Concerned	Not Concerned
Concerned Over Cost	220	531	599
Concerned Over Safty & Security	689	525	152
Concerned Over Health/Tropical Disease	366	662	330
<b>Total</b>	<b>1275</b>	<b>1718</b>	<b>1081</b>



More than 55% of the travellers indicated that they were very concerned over safety and security while planning their trip, while concern over cost was the least influential factor.

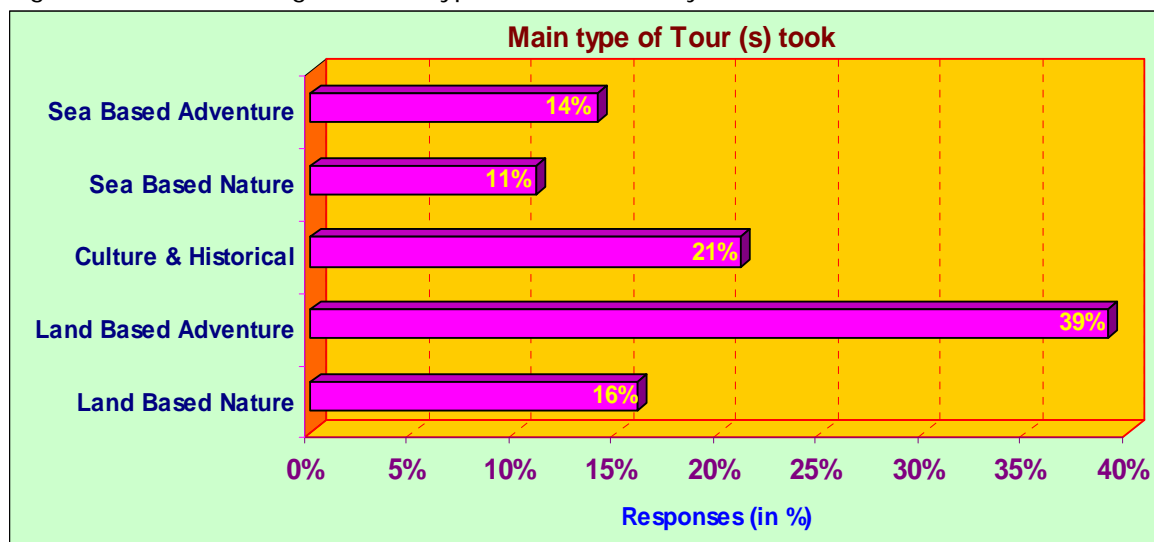
About 38% of the respondents indicated that they were concerned over their health, especially tropical diseases like Malaria and others. Those who were concerned over safety and security and tropical diseases were mostly first time travellers.

### 4.4 Tour Types Taken

Visitors were asked to indicate the type of tours that they have taken during their trips and the results are as follows: Please continue to the next page...

Main Type of Tour	No. of Responds
Land Based Nature	59
Land Based Adventure	141
Culture & Historical	77
Sea Based Nature	39
Sea Based Adventure	53
<b>Total</b>	<b>369</b>

Figure 5: Trend showing the main types of tour taken by visitors in PNG



Most (39%) of the travellers took Land Based Adventure tours, followed by Culture & Historical Site visits (21%), Land Based Nature (16%), Sea Based Adventure (14%) and Sea Based Nature (11%).

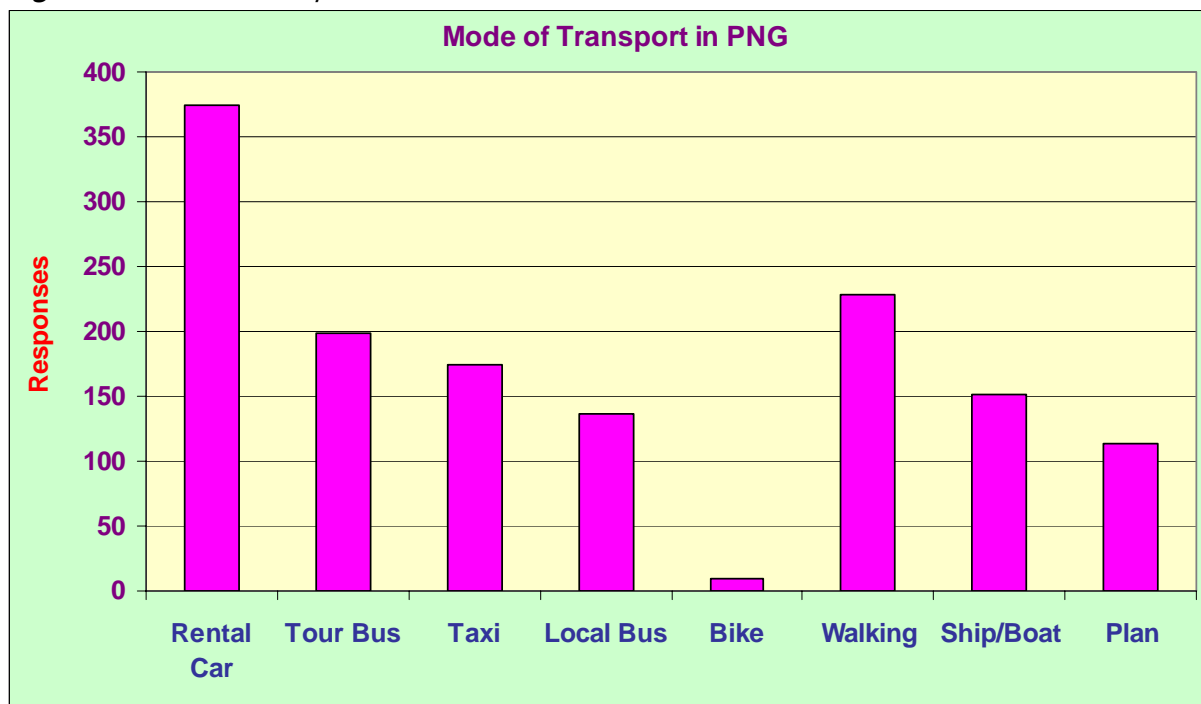
#### 4.5 Type of Transport Used

Question was asked to find out the type of transport used by visitors in Papua New Guinea, and as shown below: The use of rental car and taxi was high among business travellers, while holiday visitors favoured walking, tour buss ship/boat and domestic plans.

Type of Transport	Respond
Rental Car	375
Tour Bus	199
Taxi	174
Local Bus	137
Bike	9
Walking	229
Ship/Boat	152
Plan	113
<b>Total</b>	<b>1388</b>

Most (28%), especially business travellers used rental cars to travel around PNG, while most holiday travellers prefer to walk (17%), Travel on Tour Bus (14%), Taxi (13%) and Ship/Boat (11%) to travel between place to place in Papua New Guinea.

**Figure 5: Mode of Transport used in PNG**



#### 4.6 Type of Accommodation Used

Question was asked to find out the type of accommodation used by visitors while in PNG:

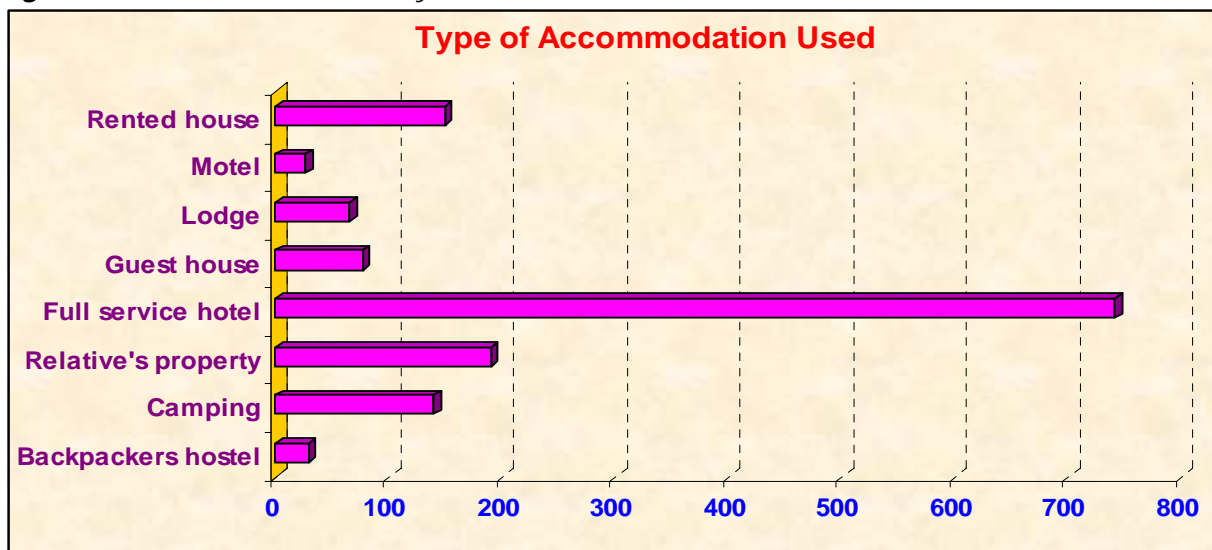
	Backpackers hostel	Camping	Relative's property	Full service hotel	Guest house	Lodge	Motel	Rented house	
Africa	0	0	3	4	2	1	0	1	
Australia	9	108	93	286	27	30	11	62	
France	0	4	2	8	1	0	0	2	
Germany	1	1	5	7	6	1	0	2	
Japan	6	0	3	15	0	0	0	0	
NZ	1	2	10	45	4	6	2	5	
Oceania	1	2	11	28	0	0	3	4	
Asia	4	7	28	225	16	9	3	34	
Europe	1	0	6	24	4	2	0	5	
UK	2		6	35	3	8	2	13	
USA	4	16	23	64	14	9	6	22	
<b>Total</b>	<b>29</b>	<b>140</b>	<b>190</b>	<b>741</b>	<b>77</b>	<b>66</b>	<b>27</b>	<b>150</b>	



As clearly shown below, more than 50% said they stayed in full serviced hotels, 14% said they stayed with relatives while those stayed in Guest Houses and Lodges represented 6% and 5% respectively. Those that used the Guest Houses and Lodges were genuine holiday makers, while those that stayed in full serviced hotels were made up of both holiday and business travellers.

Visitors from all the source markets preferred to stay in a full serviced hotel (52%), followed by relative's property (14%) and rented house (11%), camping scored 10% while guest houses and lodges were equally rated. The least preferred were Motel and backpackers hostel.

**Figure 6: Accommodation Used by Visitors in PNG**



## 5. Travel Behaviour

### 5.1 Source of Information

Question was asked to find out the source of information used to know about Papua New Guinea before traveling. Most indicated Word of Mouth and Internet/Website as the major source of information used to know about Papua New Guinea.

More than 40 percent and 27 percent sourced information on PNG from verbal (word of mouth) by friends and relatives and internet. Travel Shows, TV/Radio and others including Airlines were low impact sources of information for the visitors. However, the internet appeared to be the most used sources of information amongst visitors from the long haul markets.

**Table 9. Information Sources by Market Area**

Information Sources	Austra	New Zealand	Pacific Islands	Japan	Other Asia	UK	German	Other Europe	USA	Other Countries	Total
TV/Radio	6	4	2	9	2	9	1	2	28	3	66
Word of mouth	99	12	5	27	18	16	10	12	62	18	279
Travel shows	5	0	1	0	2	0	1	0	3	2	14
Magazines	26	5	3	22	3	6	0	5	29	6	105
Internet	75	7	1	10	6	18	9	10	41	13	190
Other sources	5	2	1	2	3	5	4	1	10	2	35
<b>Total</b>	<b>216</b>	<b>30</b>	<b>13</b>	<b>70</b>	<b>34</b>	<b>54</b>	<b>25</b>	<b>30</b>	<b>173</b>	<b>44</b>	<b>689</b>

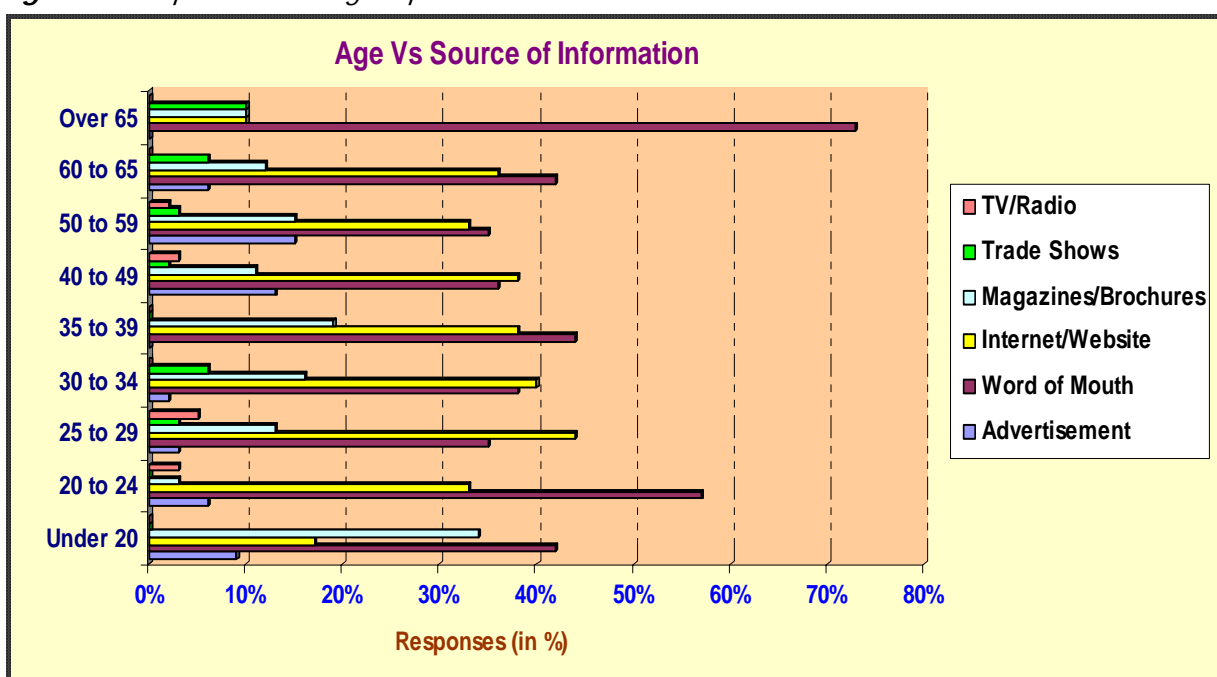
**Note:** This was a multiple response question, where one respondent have more than one information source.

Below is an analysis done to find out the source of information about Papua New Guinea reaching different age group. The results show that younger (20-35 yrs) and (40-50 yrs) are depending very much on word of mouth and the internet/website to get information about Papua New Guinea, while older people (55-60+ yrs) are relying heavily on information told by other people.

Table 10 : Information Sources by Age Group

Age Group	Advertsmtnt	Word/Mouth	Int/Websit	Mag/Broches	T/Shows	TV/Radio	Total
Under 20	1	7	4	5	0	1	18
20 to 24	2	21	12	1	0	1	37
25 to 29	1	14	18	5	1	2	41
30 to 34	1	20	32	8	3	0	64
35 to 39	0	16	14	7	0	0	37
40 to 49	11	31	33	9	1	2	87
50 to 59	10	24	23	10	2	1	70
60 to 65	1	7	6	2	1	0	17
Over 65	0	18	10	1	1	0	30
<b>Total</b>	<b>27</b>	<b>158</b>	<b>152</b>	<b>48</b>	<b>9</b>	<b>7</b>	<b>401</b>

Figure 6: Graph & Percentage representation



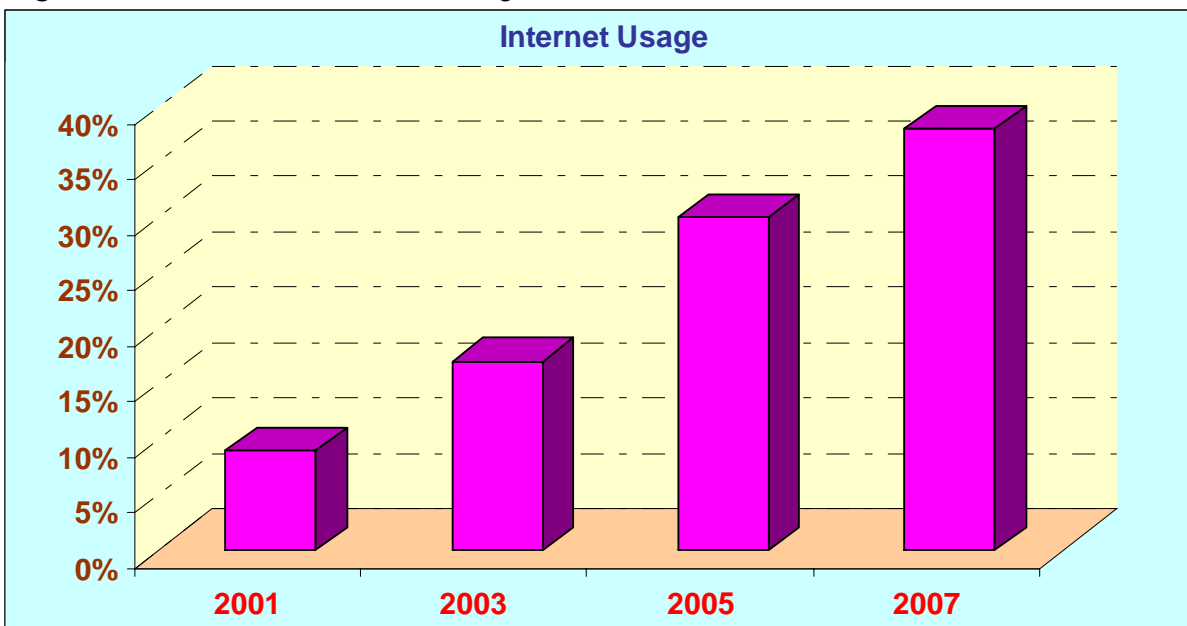
## 5.2 Internet Usage

The graph on the next page was developed to analyze the trend in which Internet was used as a source of information in different years.

More than 37 percent of the visitors in the year 2007 survey responded to have used Internet as their source of information. This result continues the upward trend of Internet use from year 2003 and the highest use observed in 2007, which confirms the importance of the Internet as a source of information.

The highest Internet users were among Japanese (34%), America (42%), Europe (45%) and Australia (35%) respectively.

**Figure 7: Annual Trend of Internet Usage**



### 5.3 Places Visited

The visitors were asked to name the places they visited during the trip:

Most of the international arrivals in PNG are through Port Moresby. However, not all visitors that arrive stay in the entry point but are distributed among the other provinces in the country. Distributions of visitors among the provinces vary according to different market segments and purpose of visit.

The Provinces with higher visitation were Madang, Morobe, West New Britain, Western Highlands, Eastern Highlands and New Ireland Province.

**Figure 8: Destinations Visited in PNG**

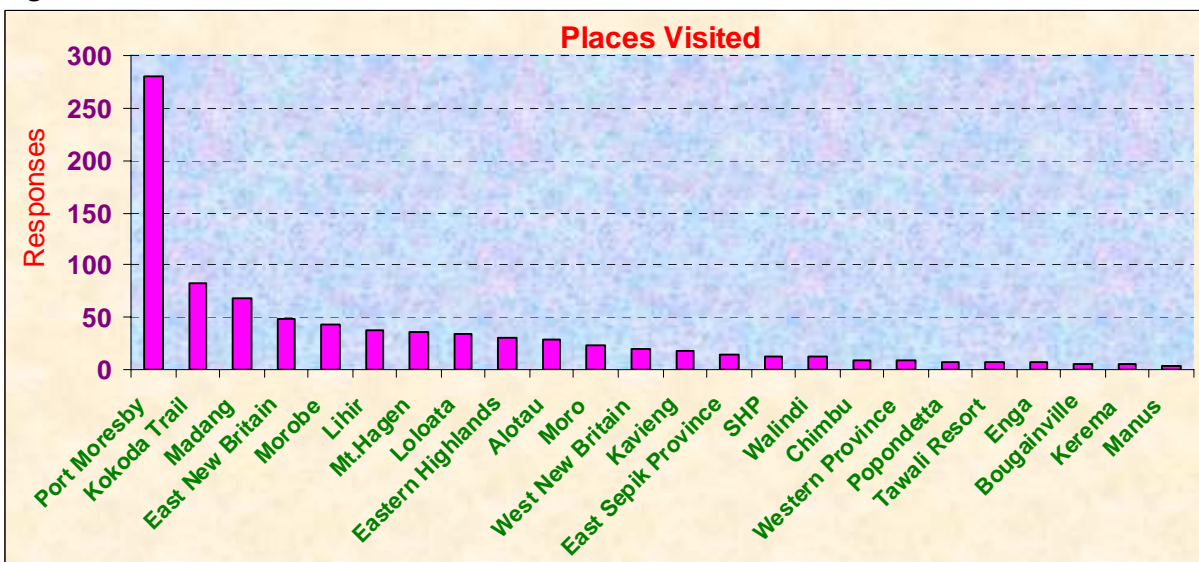


Table 11. Provincial Travel Distribution by Market Area

Provinces	Austra	New Zealand	Pacific Islands	Japan	Other Asia	UK	German	Other Europe	USA	Other Countries	Total
Western Prov	1	2	0	0	3	0	1	0	2	0	9
Gulf Prov	1	0	0	0	1	1	2	0	1	0	6
Kokoda	18	4	1	24	3	3	13	5	11	1	83
Port Moresby	56	9	18	54	42	21	13	10	49	20	292
Milne Bay Prov.	1	1	0	7	1	3	2	3	9	3	30
Oro Prov.	1	0	0	1	0	2	0	1	3	1	9
SHP (Mendi)	3	0	1	0	1	2	2	2	2	1	14
Enga Prov	3	1	0	1	0	0	0	0	3	1	9
WHP (Mt. Hagen)	4	4	1	5	3	2	4	3	10	2	38
Simbu Prov	1	1	0	0	0	1	1	1	3	2	10
EHP (Goroka)	2	4	0	2	3	5	3	2	5	4	30
Morobe Prov	8	3	1	4	3	4	3	3	10	4	43
Madang Pro	12	2	5	31	8	9	5	6	10	11	99
ESP (Wewak)	1	0	1	3	4	3	2	3	2	2	21
WSP (Vanimo)	0	1	0	3	1	3	2	3	3	4	20
Manus Prov	0	0	0	0	0	1	1	0	1	1	4
NIP (Kavieng)	8	1	1	7	1	4	5	2	12	2	43
ENB (Rabaul)	3	3	2	9	2	12	4	8	12	2	57
WNBP (Kimbe)	5	1	1	5	3	9	7	4	11	6	52
NSP (Buka)	1	2	0	1	2	0	0	1	2	3	12
<b>Total</b>	<b>129</b>	<b>39</b>	<b>32</b>	<b>157</b>	<b>81</b>	<b>85</b>	<b>70</b>	<b>57</b>	<b>161</b>	<b>70</b>	<b>881</b>

Note: This was a multiple response question. One visitor has visited more than one place in a trip.

Holiday/Leisure was the main purpose of the majority of those who traveled out to the provinces. However, 41 percent of the visitors to North Solomon Province was on business trip. Oro, Milne Bay and Southern Highlands Provinces were dominated by holiday tourists (86%), (67%) and (59%).

More foreign settlers in Eastern Highlands, East New Britain, Morobe and Madang provinces was indicated by a higher visitation of Visit Friends & Relatives visitor.

Table 12. Provincial Travel Distribution by Purpose of Visit

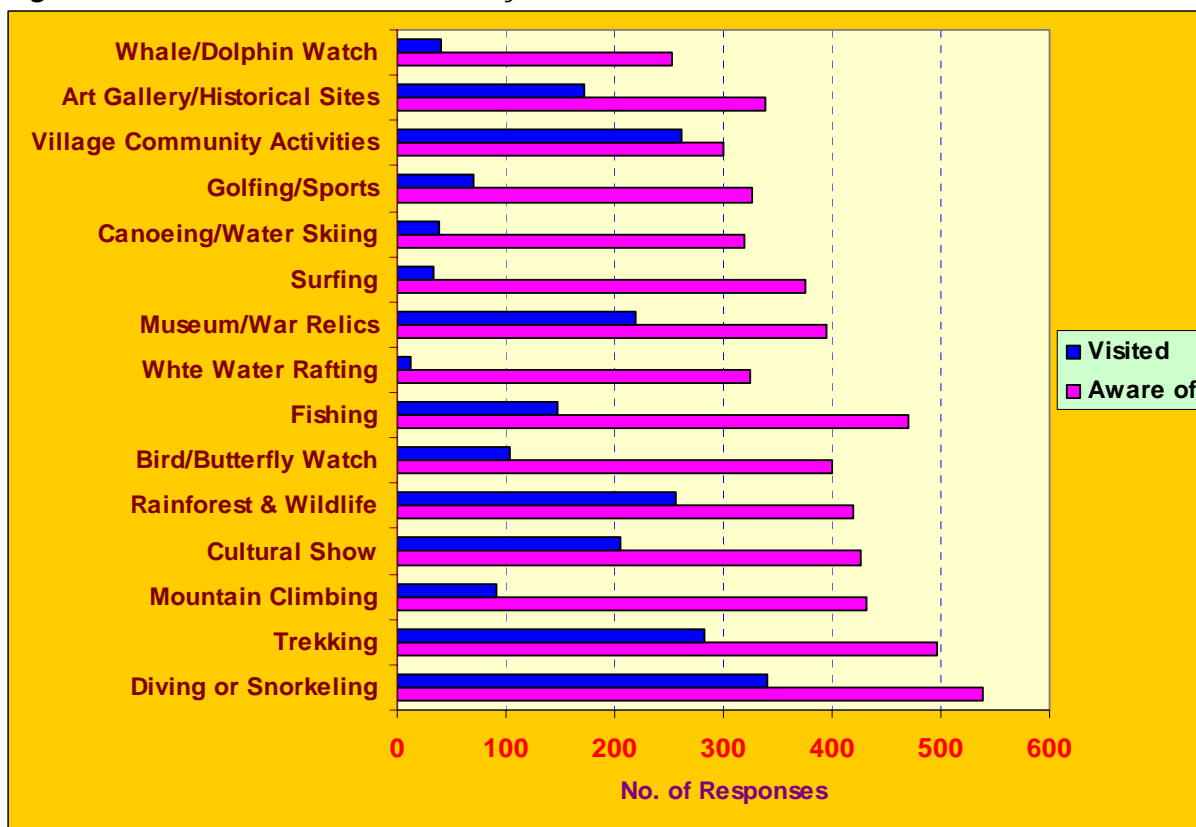
Provinces	Business	Holiday/Leisure	Visit Friends Relative	Education	Church work	Other/Volunteer work	Total
Western Prov	3	2	1	1	1	1	9
Gulf Prov	0	1	2	0	2	1	6
Kokoda	8	49	14	2	6	3	83
Port Moresby	80	112	53	8	11	28	292
Alotau	7	15	1	1	0	6	30
Popondetta	2	7	0	0	0	0	9
SHP (Mendi)	4	3	5	0	2	0	14
Enga Prov	2	2	0	0	1	4	9
WHP (Mt. Hagen)	11	12	8	1	2	4	38
Simbu Prov	2	5	1	0	1	1	10
EHP (Goroka)	6	10	7	3	2	2	30
Morobe Prov	11	20	6	1	4	3	43
Madang Pro	22	31	17	4	12	13	99
ESP (Wewak)	4	13	2	1	1	0	21
WSP (Vanimo)	0	12	6	1	0	1	20
Manus Prov	2	0	2	0	0	0	4
NIP (Kavieng)	10	28	2	0	2	1	43
ENB (Rabaul)	8	35	5	0	3	6	57
WNBP (Kimbe)	6	39	3	0	2	2	52
NSP (Buka)	5	3	1	0	1	2	12
<b>Total</b>	<b>193</b>	<b>399</b>	<b>136</b>	<b>23</b>	<b>53</b>	<b>78</b>	<b>881</b>

## 5.1 Destination & Activity Knowledge

Table 13: Product Rating

Activity	Aware of	Visited	Poor	Fair	Excellent
Diving or Snorkeling	539	341	1%	13%	86%
Trekking	497	283	2%	12%	86%
Mountain Climbing	432	92	5%	22%	73%
Cultural Show	427	206	3%	21%	76%
Rainforest & Wildlife	420	256	1%	14%	85%
Bird/Butterfly Watch	400	104	5%	30%	67%
Fishing	471	148	2%	26%	73%
White Water Rafting	324	13	6%	62%	33%
Museum/War Relics	395	220	7%	34%	60%
Surfing	376	34	10%	40%	52%
Canoeing/Water Skiing	319	38	7%	34%	60%
Golfing/Sports	327	71	12%	45%	43%
Village Community Activities	300	262	10%	42%	50%
Art Gallery/Historical Sites	338	172	3%	22%	76%
Whale/Dolphin Watch	252	41	5%	41%	56%

**Figure 9: Products Aware of or Visited by Tourists**



### 5.5 Activities Undertaken

Question was asked to find out the major activities undertaken by visitors:

The majority of the visitors came to PNG to experience the natural attractions of both land and under-water. These motivations influence the activities during the stay. Sight-seeing and nature related activities like trekking and bird watching were high performance among the visitors. Diving and other water sports such as surfing, cruising and rafting were also high undertaken activities.

Every Japanese visitor had a hobby or an interest for some activity or passion. Nearly all of the Japanese who visited Papua New Guinea engaged in tourism activities offered in the country. A greater number of visitors from the market came for Diving (29%), Nature (21%) and Cultural experiences (14%).

The visitors from the American market undertook almost all of the activities, while most (29%) of the European visitors concentrated in aquatic activities.

*Table 14. Activities Undertaken by Market Area*

Market Area	Activities										Total
	Diving/ Snokelling	Water Sport	Surfing	Trekking	Bird Watching	Mountain Climbing	Culture	History/ War	Sight seeing	Other	
Australia	18	15	5	11	3	3	8	14	26	16	119
New Zealand	2	2	0	2	0	0	2	5	9	12	34
Pacific Islands	1	1	1	0	1	0	3	1	9	5	22
Japan	67	16	2	7	3	9	33	14	37	40	228
Other Asia	8	8	1	2	4	2	6	4	20	20	75
United Kingdom	22	17	1	9	4	4	13	13	27	23	133
German	19	16	1	6	11	2	15	10	18	27	125
Other Europe	14	11	0	9	4	2	10	7	11	13	81
USA	58	32	2	23	20	14	45	30	76	64	364
Other Countries	22	7	0	8	6	3	12	9	10	14	91
<b>Total</b>	<b>231</b>	<b>125</b>	<b>13</b>	<b>77</b>	<b>56</b>	<b>39</b>	<b>147</b>	<b>107</b>	<b>243</b>	<b>234</b>	<b>1272</b>

The most popular engaged activities among the genuine holiday visitors were nature base activities, which accounted for 27 percent, diving 22 percent, cultural performance 13 percent and visiting history/war relics 8 percent.

Majority of the business visitors responded to have taken time off to undertake activities in the country. A higher number (23%) of them did sight seeing and 15 percent involved in diving.

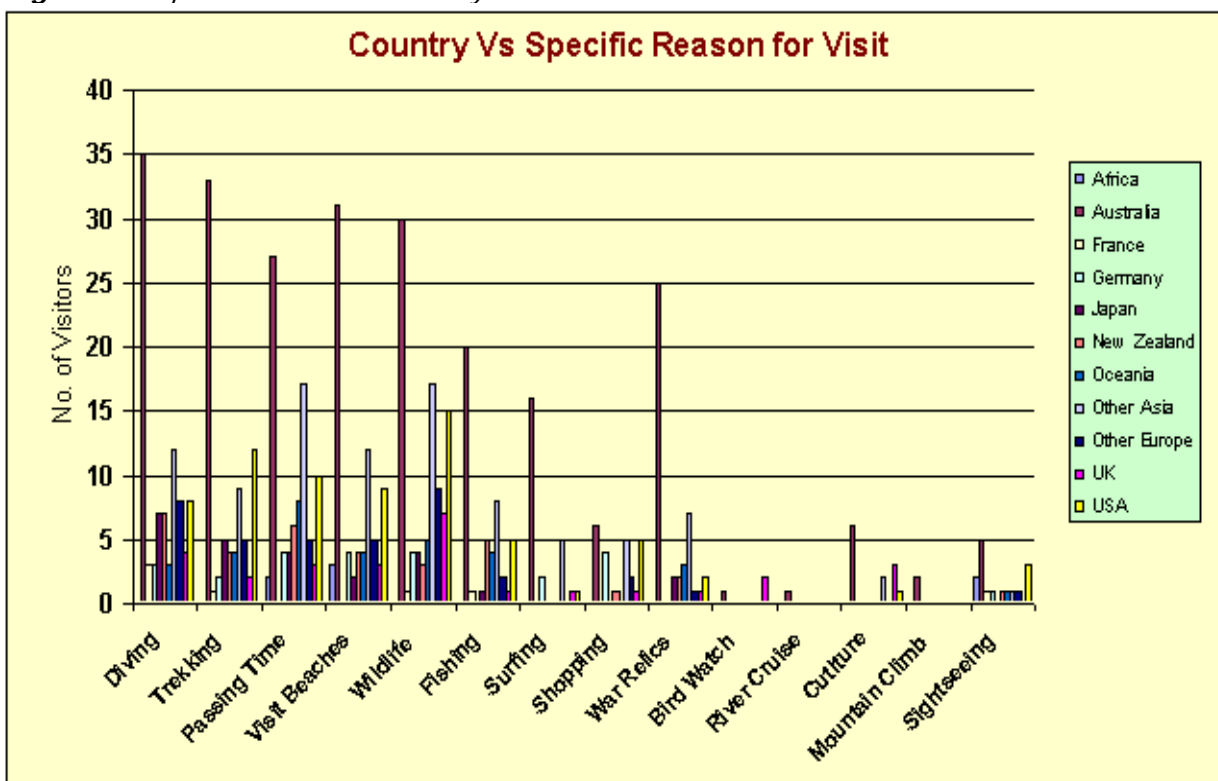
*Table 15. Activities Undertaken by Purpose of Visit*

Purpose of Visit	Activities – Response										Total
	Diving/ Snokelling	Water Sport	Surfing	Trekking	Bird Watching	Mountain Climbing	Culture Show	History/ War Relics	Sight seeing	Other	
Business	29	17	1	8	7	4	17	15	46	52	196
Holiday/Leisure	155	83	9	40	32	16	90	59	117	101	702
Visit Friends/R	17	12	2	13	6	6	18	13	34	39	160
Education	5	5	0	5	2	1	2	3	10	10	43
Church Work	8	3	1	3	3	2	10	6	19	15	70
Other	17	5	0	8	6	10	10	11	17	17	101
<b>Total</b>	<b>231</b>	<b>125</b>	<b>13</b>	<b>77</b>	<b>56</b>	<b>39</b>	<b>147</b>	<b>107</b>	<b>243</b>	<b>234</b>	<b>1272</b>

Note: This was a multiple response question, which one visitor responded to have undertaken more activities during the stay in the country.

**Please refer to graph on the next page:**

**Figure 10: Specific Reason for Visit by Source Market**



### 5.6 Occupation

Visitors were given the option to indicate their occupation:

*Table 16: Occupation by source market*

Country	Self-employed	Missionary	Clerical	Public Service	Service Industry	Tradesperson
Africa	2	1	2	0	1	0
Australia	93	9	20	29	9	25
Germany	5	2	1	2	2	1
Japan	2	0	0	2	3	1
New Zealand	11	1	2	3	1	6
Oceania	3	0	3	6	1	2
Other Asia	18	1	8	4	7	6
Other Europe	5	2	5	1	4	1
UK	8	0	4	3	1	0
USA	24	7	2	6	6	4
<b>Total</b>	<b>171</b>	<b>23</b>	<b>47</b>	<b>56</b>	<b>35</b>	<b>46</b>

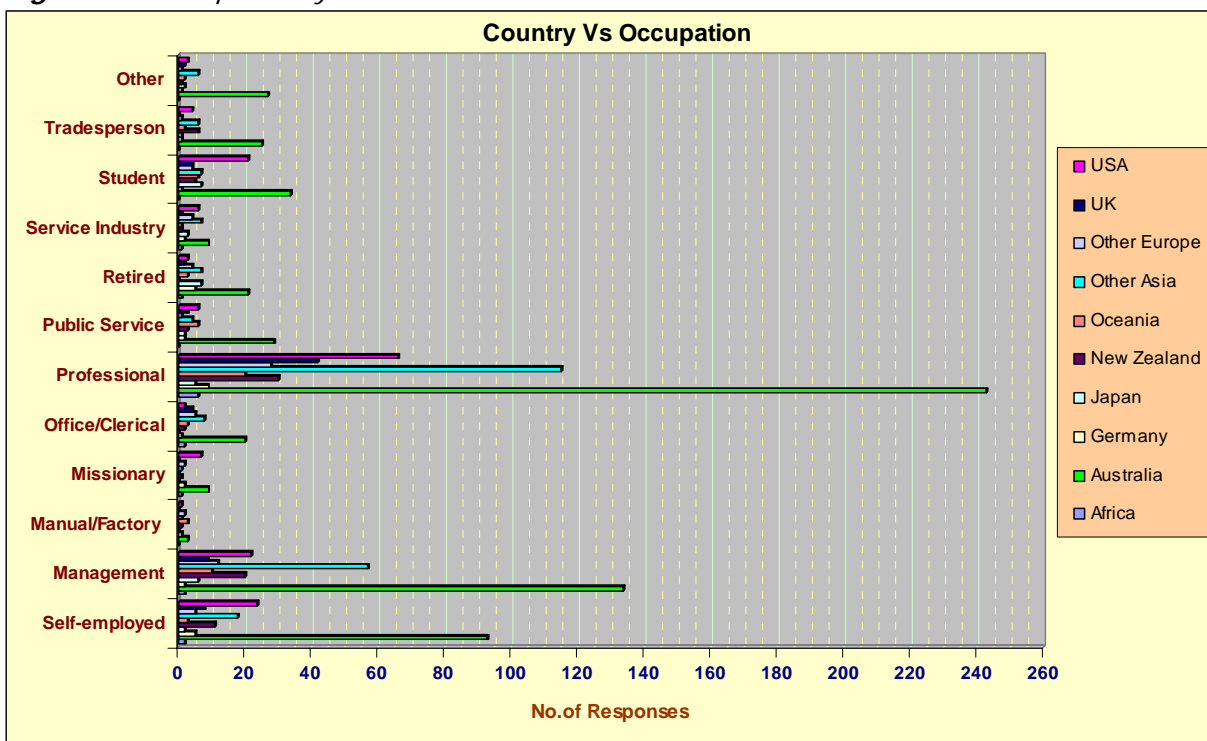
Most (45%) of the travellers were self-employed, 15% came from the public sector, tradesperson made up 13%, followed by Clerical (13%) and Service Industry, which made up 10 percent of the total sample surveyed.

By source market, more than 50% of the travellers from Australia, Asia, United States and Japan were Professionals, while most travellers from Europe came from the public service.

Most of the Professionals, Public Servants, Students and Retired came for holiday purposes, while most from the service industry and self-employed came on business.



**Figure 11: Occupation by Source Market**



### 5.7 Holiday Satisfaction

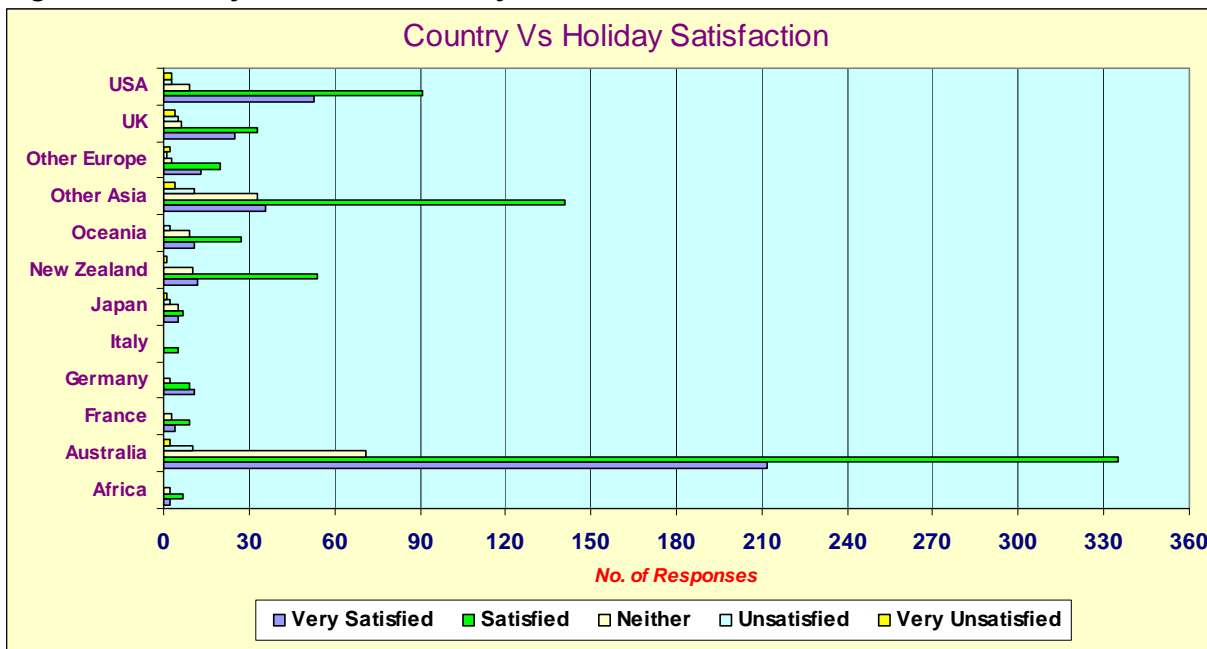
The question, how satisfied were you with your holiday in Papua New Guinea was asked to measure the satisfaction level of genuine tourists:

Most (56%) of the visitors indicated that they were satisfied with their holiday in PNG, followed closely by 30% of respondents who said their holiday was very satisfied.

More than 50 percent of the respondents from Australia, New Zealand, Asia and Oceania responded that they were satisfied with their holiday in PNG. On the other hand, most USA and European visitors commented that they were very satisfied with their holidays.

Country	Very Satisfied	Satisfied	Neither	Unsatisfied	Very Unsatisfied
Africa	2	7	2	0	0
Australia	212	335	71	10	2
France	4	9	3	0	0
Germany	11	9	2	0	0
Italy	0	5	0	0	0
Japan	5	7	5	2	1
New Zealand	12	54	10	0	1
Oceania	11	27	9	2	0
Other Asia	36	141	33	11	4
Other Europe	13	20	3	1	2
UK	25	33	6	5	4
USA	53	91	9	3	3
<b>Total</b>	<b>384</b>	<b>738</b>	<b>153</b>	<b>34</b>	<b>17</b>

**Figure 12: Holiday Satisfaction Trend by Source Market**



**Areas for improvement**

The respondents were also given the opportunity to write comments on the questionnaire in response to the question *“What changes or improvements could be made to increase Papua New Guinea’s appeal as a travel destination?”* The most common comments are reported below. Airfares to and within Papua New Guinea (7.4%), security issues (25%), access & road conditions (5%), General cleanliness in towns (5%), and services delivery (17%) continue to be major concerns of visitors. There were also some comments about improved public transport (especially taxis) (3%); bad press releases overseas (3%), delivery of information (6%), direct international flights into provinces (1%), directions & signage at the airport terminals and highways (6%) were common suggestion.

Hence we can see that travel to PNG faces some real challenges. Further notes and explanations of the comments are listed below the table.

**Table 17: Areas for Improvements by Market Area**

Areas for Improvements	Market Area											Total
	Aust	NZL	Pacific Island	Japan	Asia	UK	Germn	Other Europe	USA	Canad	Other Countrs	
Poor Law & Order	29	9	8	5	10	7	3	10	18	4	3	<b>106</b>
Criminal Activity	15	1	5	0	3	3	0	8	9	4	0	<b>48</b>
Poor Security	69	12	12	26	25	11	8	14	33	12	3	<b>225</b>
Very Dirty Towns	35	6	3	16	13	1	1	4	13	1	0	<b>93</b>
Monopoly-Airline	28	8	4	0	10	6	2	5	12	6	3	<b>84</b>
Airfares High	22	7	2	10	10	13	8	12	18	10	1	<b>113</b>
Int'nl Flights-Province	4	2	0	0	1	4	0	0	0	1	0	<b>12</b>
High Cost	20	6	0	7	4	5	5	8	7	0	0	<b>62</b>
PMV/Taxi Servic bad	15	4	2	5	5	3	1	3	1	3	0	<b>42</b>
Poor Road network	25	5	0	3	10	4	1	3	11	7	1	<b>70</b>
Corruption	10	2	0	0	1	0	0	2	0	1	0	<b>16</b>
Very Slow Services	11	4	0	35	3	2	1	5	6	3	0	<b>70</b>
Poor Immigrat'n Servs	19	1	2	24	1	0	0	1	4	0	0	<b>52</b>
Information/Signage	23	2	0	33	7	2	2	6	5	2	2	<b>84</b>
Negative Publicity Over	30	3	0	0	0	3	0	0	1	1	0	<b>38</b>
Infrastructure Poor	42	13	0	47	30	12	11	21	18	7	5	<b>206</b>
Communicat'n Poor	13	3	0	3	6	4	0	9	10	5	1	<b>54</b>
Rural no Services	20	1	0	22	6	5	2	11	13	6	5	<b>91</b>
Other Areas	17	3	2	5	2	4	7	3	9	7	3	<b>62</b>
<b>Total Responses</b>	<b>447</b>	<b>92</b>	<b>40</b>	<b>241</b>	<b>147</b>	<b>89</b>	<b>52</b>	<b>125</b>	<b>188</b>	<b>80</b>	<b>27</b>	<b>1528</b>

### **Airfare issues**

Many international visitors to Papua New Guinea have sighted high cost on both international and domestic airfare as major hindrance to travel to the country. This has been and is still a very big area of concern. When there is high cost on travel there is less choice of travel. However, PNG's currency devaluation is believed to be offset by higher number of visitors from countries with higher value in currency. PNG will succeed to report surprisingly good results on the visitor arrivals from its source markets if those markets are made to understand by lowering these high levels of costs to the exceptional level as several years ago.

### **Airline Issues**

Further comments raised by the visitors in addition to airfares were concerns for allowing airline competition (8%) and direct international flights (3%) into recommended tourist destinations like Madang and West New Britain provinces.

As it is generally known, monopoly in the airline industry has serious adverse consequence for all International visitors as well as nationals, including higher prices and other conditions that harm travelers who need to travel to, from, and within the country.

### **Security, Safety/Crime issues**

Nowadays tourism destinations around the world are struggling with the issue of traveler safety. Many of the visitors to PNG reported that at the top of their list of reasons not to travel internationally is the concern for personal safety.

Furthermore, the visitors have stressed heavily that crime and safety issue in the country is a big concern. Though Papua New Guinea can be guaranteed as safer destination than other countries now facing bigger safety challenges, the internal phenomena such as robbery and holdup on international visitors are very dangerous to tourism development.

As tourism is everyone's business, it is absolute concern of every Papua New Guinean to make sure international visitors have safety and peace of mind in our provinces and homes they visit.

Seriously though, it's time to stop talking and start taking action to confront the safety and crime issues facing our tourism industry. Let's place real accountability on offenders, and put in place the required funding to rehabilitate those who can be, and [deal with the rest effectively](#). We must stop the cycle of crime.

### **[Bad Media publicity overseas](#)**

Controlling the reporting of crimes and crises in our country is another bigger issue. The perception of Papua New Guinea among the international source markets, as reported, has been very dangerous and unsafe place. This negative perception among the source markets resulted from continuous bad media coverage abroad. Many visitors, during their visit to the country however, reported that the real of what they perceived and expected of the country was not as very serious as those evoked by countries in Europe and Asia.

The first lesson is, like in other countries crimes and crises do really happen in Papua New Guinea. The second is, when we're in a hole, we mustn't keep digging.

Today's media communications are almost instantaneous. Radio, TV and internet can flash news globally in seconds. 24 hour news channels can detail every small movement in a story hour after hour. In such a world, it is easy to know how to manage communications in a crisis, even if we can't control the media, we can do our best to influence it. It is essential, we can reduce the negative aspects of things every time and carefully put the country's positive side of the story, take control and look concerned.

### **[Infrastructure Issue](#)**

The visitors complained that the country lacks basic infrastructure from the provincial down to the village level. They said if the government could provide the basic infrastructure needs of Papua New Guinea, people would see great change in tourism and other economic activities in the country.

Infrastructure is an umbrella term for many activities and basic structures and facilities necessary for a country to function efficiently. Infrastructure includes public utilities such as buildings, transport, energy resources, roads, telecommunications, pipe borne water supply, ports, airports, etc. It has been designed as the totality of basic physical facilities upon which all other economic activities in a system depend. The availability of efficient infrastructure services is a key requirement for the take-off of private investment. Regular and adequate power supply, good transportation and port facilities, as well as efficient telecommunications services are all necessary to complement private sector initiative in the production and delivery of services.

### **[Efficiency of Service delivery](#)**

While infrastructure are the basic services of a country, the issue of efficiency in delivering certain services in PNG are also discussed based on visitors comments.

Visitors have constantly raise their concern about being very slow-time-consuming delivery of services (especially at immigration), ill-maintained toilets, poor transport (taxis) services and constant cancellation of flights that has lead them to spend extra time and money beyond their budget. Bad impressions will continue to develop among to the international source markets if we do not improve on these weakness areas.

### Information delivery/Directions & signage issues

More than six percent of the respondents reported on the unavailability of Directions and Signage at certain places where required. Most first time visitors are often confused which way to go to their desired specific places as there are no signs or directions given, especially on arrival within the international terminal area and on pathway indicating the terminals (international & domestic) or on streets directing to the hotels.

### Appearance of public places

About 8 percent of the responses were sighted on the general hygiene and graffiti on walls within the vicinity of main centers.

Rubbish including plastic bags, beetle nut husks/stains; markets at unregistered areas and improper drainage system were mentioned to be disgusting. These all constitute bad impression on the country which all in all act as slowing catalysts to tourism development.

### Services rating

Visitors were asked, according to their experiences, to rate services offered in Papua New Guinea. The services rating points were from "1=Very Poor", "2=Poor", "3=Average", "4=Good" to 5="Very Good".

Higher proportion of the responses on services ratings were between average and good among all the services listed below. Services including airlines, accommodation and food & beverages received favorable ratings from Average to Very Good. However, communication services had a higher proportion of response for unfavorable rating from average to very poor.

*Table 18: Services Rating by Market Area*

Services	Ratings					Total Response
	1	2	3	4	5	
Land/Sea Transport	24	133	218	208	43	<b>626</b>
Accommodation	7	46	237	434	204	<b>928</b>
Airlines	16	75	275	481	138	<b>985</b>
Tours	11	20	136	159	43	<b>369</b>
Immigration	49	79	252	283	76	<b>739</b>
Communication	131	233	254	200	42	<b>860</b>
Food & Beverages	13	57	316	470	113	<b>969</b>
General Services	26	79	387	343	75	<b>910</b>
<b>Total Responses</b>	<b>277</b>	<b>722</b>	<b>2075</b>	<b>2578</b>	<b>734</b>	<b>6386</b>

## **6.1 Length of Stay**

Visitors were asked to indicate the length of stay in PNG:

This question was asked to measure the total average length of stay in 2007 for each visitor source markets. While the total average length of stay increased (18.1 days) in the year from 17.3 days in 2005, notable differences exist in the distribution pattern. For majority of the visitors, the most frequent values were one to seven days (29%) and eight to fourteen days (24%).

In terms of average stay by purpose of visit, business had a higher value of 17 days while holiday visitors had 14 days in the year. Refer to the figures illustrating the fact about length of stay for the two major visitor trip purpose categories.

The pattern for Holiday travelers is more evenly distributed from a range of one to seven days and eight to fourteen days, reflecting the common length of holiday travelers.

The length of stay for business visitors also included a larger proportion who stay for very long periods, over ranging from twenty-nine days and over. This is true as it reflects short-term employees and business operators in the country.

In 2007 the average length of stay (11.2 days) for Japanese visitors increased from 10 days in 2005. Similar increases were observed on average stay for the other source markets including America (19 from 18 days), Pacific Islands (23.1 from 22 days) and Asia (20.8 from 20 days). While the Australian market increased from 16.8 days to 17.5 days in 2005, the UK(17.3), Germany(16.8), and New Zealand(18.4), all increased from lower average length of stay in 2005.

Japanese visitors were normally distributed between the 1-7 days and 8-14 days period. Visitors from the European and American markets are more evenly distributed in the range one to seven and eight to fourteen days while the Asians and Australians stay much longer beyond fourteen days.

*Table 19: Length of Stay & Market Area*

Length of Stay	Market Area											Total
	Aust	NZL	Pacifi Island	Japan	Asia	UK	Gern	Oth Eu	USA	Can	Other Countrs	
1-7 Days	64	19	17	75	37	22	5	20	18	17	6	<b>300</b>
8-13 Days	78	13	11	39	13	8	12	13	46	9	3	<b>245</b>
14-20 Days	19	5	2	10	10	15	2	18	17	5	0	<b>103</b>
21-27 Days	24	8	0	2	15	6	2	1	8	2	1	<b>69</b>
Over 28 Days	26	6	35	14	26	3	2	12	20	15	2	<b>161</b>
<b>Total</b>	<b>211</b>	<b>51</b>	<b>65</b>	<b>140</b>	<b>101</b>	<b>54</b>	<b>23</b>	<b>64</b>	<b>109</b>	<b>48</b>	<b>12</b>	<b>878</b>

## 6.2 Tourism expenditure

The following section presents the results of question asked on spending by each visitor from the time of arrival to the time of departure. The denomination is PNG Kina and average 2007 US\$ @ 0.3165 = K1

In Papua New Guinea, tourism is one of the main foreign exchange earners. It contributes about 2.5 percent to the Gross Domestic Product (GDP). The main source of information about the amount received from tourism is the visitor survey.

Hardly, any visitor remembers exactly how much have been spent during the stay in the country. Therefore the estimate calculation of total receipts may be more or less than the actual amount receipt in a year.

Based on the holiday/leisure arrivals figure from January to December, an estimate of overall tourist expenditure in Papua New Guinea is calculated. The average daily expenditure per visitor from the individual countries of residence multiplied by the total number of holiday visitors from each country in the year and average length of stay for each country.

The total foreign exchange earning in 2007 increased to 300 million Kina (US\$95m) from K208 million (US\$64m) in 2005 and K30 million in 2003.

The highest total expenditures were by Australia (US\$45 mill) followed closely by Asia (US\$10 mill), USA (US\$11 mill), Japan (US\$7 mill), and Germany and UK by (US\$4 mill) each.

*Total Tourist Expenditure by Market Area*

Country	Average length of Stay	Tourist Arrivals	Daily Expdt.	Average /Head Expenditure		Total Expenditure		%tage Share
				Kina	US\$	Kina	('000 US\$)	
Australia	17.5	16,612	480.42	8,407.35	2,660.92	139,662,898.20	44,203,307.28	47
New Zealand	18.4	1,044	394.16	7,252.54	2,295.43	7,571,655.94	2,396,429.10	2.5
Pacific Islands	23.1	929	488.61	11,286.89	3,572.30	10,485,521.74	3,318,667.63	3.5
Japan	11.2	2,419	784.76	8,789.31	2,781.81	21,261,345.73	6,729,215.92	7.1
Asia	20.8	3,907	397.09	8,259.47	2,614.12	32,269,757.10	10,213,378.12	10.8
United Kingdom	17.3	1,415	570.36	9,867.23	3,122.97	13,962,127.62	4,419,013.39	4.7
Germany	16.8	1,027	689.41	11,582.09	3,665.73	11,894,804.38	3,764,705.59	4
Other Europe	16.2	848	554.72	8,986.46	2,844.21	7,620,521.47	2,411,895.05	2.6
USA	19.2	3,124	597.57	11,473.34	3,631.31	35,842,726.66	11,344,222.99	12
Canada	21.5	380	579.28	12,454.52	3,941.85	4,732,717.60	1,497,905.12	1.6
Other Countries	16.7	1,459	586.23	9,790.04	3,098.54	14,283,669.82	4,520,781.50	4.8
<b>Total Average</b>	<b>18.1 days</b>	<b>33,164</b>	<b>556.60</b>	<b>9,831.75</b>	<b>3,111.74</b>	<b>299,587,746.25</b>	<b>94,819,521.69</b>	<b>100</b>

On average, as is particularly the case, holiday travelers (including VFR) spend the most while those here on business spend considerably less. The chart below signifies this.

*Table 21: Average Per Head & Daily Expenditure by Purpose of Visit*

Average Expenditure	Purpose of Visit							Total
	Business	Holiday	VFR	Educat'n	M & C	Church Work	Other	
Per head Expenditure (Kina)	8181.80	9123.0	6337.3	10044.3	5964.3	11174.2	8375.0	8616.8
Per head Expenditure (\$US)	2507.72	2769.20	1942.38	3078.58	1828.06	3424.89	2566.94	2641.05
<b>Length of Stay</b>	<b>18</b>	<b>11.4</b>	<b>15.6</b>	<b>28.6</b>	<b>9.5</b>	<b>26.7</b>	<b>21.8</b>	<b>17.3</b>
Daily Expenditure (Kina)	454.54	800.26	406.24	351.20	627.82	418.51	384.17	498.08
Daily Expenditure (\$US)	139.32	245.28	124.51	107.64	192.43	128.27	117.75	152.66
<b>Total</b>	<b>360</b>	<b>317</b>	<b>83</b>	<b>83</b>	<b>28</b>	<b>71</b>	<b>88</b>	<b>1030</b>

Outside of International airfare, which for the most part does not benefit PNG's economy directly, visitors spend the most on accommodation including meals and beverages, with these expenditure accounting for more than 23 percent of total expenditure. Other visitor expenditure categories that accounted for higher proportions of the spending were Tours (13%), Shopping (11.2%) and Domestic airfare (9%).

## Conclusion

The PNG Tourism Promotion Authority has been endeavoring to achieve a favorable result in tourism performance relating to visitor numbers, foreign earnings and length of stay in the year 2007. Visitor arrivals number in the year is expected to increase by more than 20% and the associated areas such as tourism earnings and length of stay have increased compared to 2005.

These overall results are encouraging and represent a considerable achievement, but a number of issues arise from a deeper analysis of the visitor exit survey. In particular, the Authority is aware of the concerns being voiced by the international visitors in relation to the question of what changes or improvements are needed to increase PNG's appeal as a tourism destination. These concerns must be addressed accordingly if we are to continue to achieve the growth envisaged for the years ahead.

## **Findings and Recommendations**

### *The Survey found that:-*

- The use of internet by international visitors to source information on PNG is growing rapidly. More than 37 percent of the visitors in the year 2007 survey responded to have used Internet as their source of information. This result continues the upward trend of Internet use from year 2003 and the highest use observed in 2007, which confirms the importance of the Internet as a source of information. Therefore, well detailed and easily accessible websites should be developed by those involve in the tourism business and linked to the TPA website for effective distribution of the information to consumers.
- A good number of visitors (especially the younger and older age group) have also indicated 'Word of Mouth" as the main source of information to know about Papua New Guinea and its tourism potentials. So, for visitors to tell other people in their country the good things about PNG, tourism operators and service providers must give the tourists quality and value for money services.
- The use of Brochures/Magazines is another growing form of information source. Therefore, more up-to-date Brochures and Magazines should be developed and distribute to key wholesalers and retailers in Trade Shows and Workshops.
- The majority of the Holiday visitors came to Papua New Guinea to experience and enjoy the attractive scenery of both underwater and land, and the diverse cultures. Diving and water sports (fishing canoeing, swimming rafting) have the highest preference among most of the visitors. Sight seeing and nature related activities (trekking) also had higher preference among the respondents. Therefore, more of these attractions should be promoted by tourism operators both in the internet and brochures/magazines.
- Total foreign earnings from holiday tourists in 2007 amounted to K300 million or US\$95 million compared to the K208 million in 2005.
- The overall average expenditure per visitor in Papua New Guinea was estimated at K9,831.75 or US\$3,111.75. The average daily expenditure per visitor was K556.60 or US\$172.55
- The highest spenders, in terms of average expenditure per person per trip, were the Japanese visitors (K784.76 or US\$243.28 and the American visitors K597.57 or US\$185.25).
- The level of expenditure by holiday tourists was highest in terms of average per person (K9,831.75 or 3,111.75).