



## STATISTICS UPDATE: INTERNATIONAL ARRIVAL STATISTICS

### DECEMBER 2016 HIGHLIGHTS

RELEASE DATE: 14<sup>th</sup> of March 2017

#### OVERVIEW

**Fig 1: International Visitor Arrivals: December 2015 to December 2016**



- International visitor's arrivals by air made up 21 % of total visitors to Vanuatu, in December 2016. Visitors by air increase over December 2015 and also increase over previous month.
- Visitor arrivals by air stood at 9,749. It increased by 7% over December 2015, it also increased by 30% over the previous month. The increased was reflected by the number of visitors who arrived for holiday.
- In December 2016, 16% or 1 in 6 visitors by air also travelled to outer islands.
- Cruise ship or day visitors made up 79% of total international visitors to Vanuatu in December 2016. The day visitors stood at 36,951 visitors. It Increased by 17% over same month in previous year and increased by 83% over the previous month.

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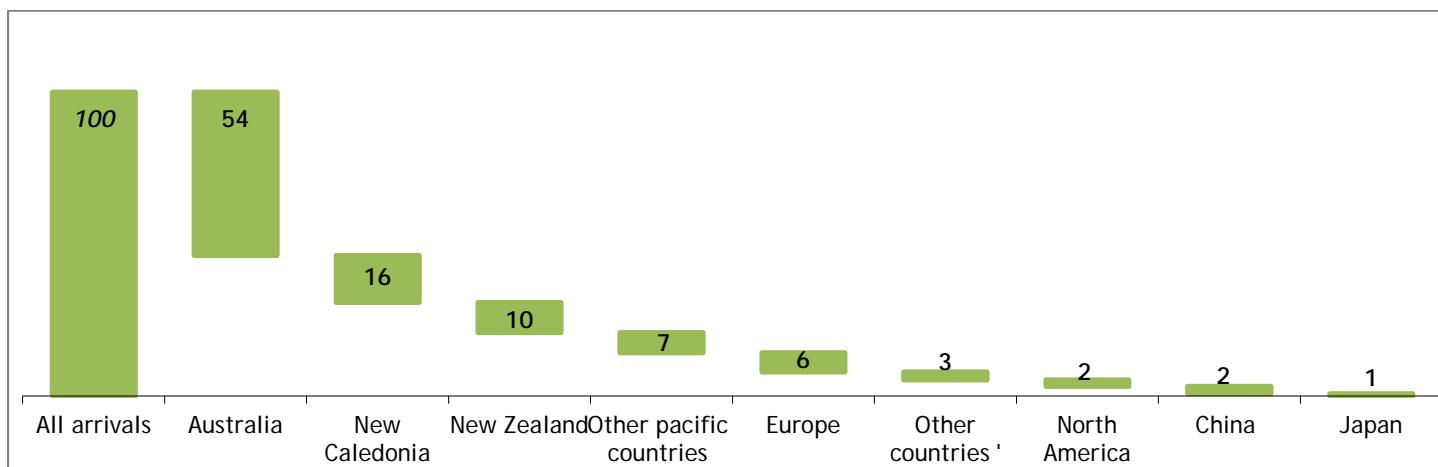
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### PURPOSE OF VISIT FOR VISITORS ARRIVING BY AIR

- Holiday visitors accounted for 79% of visitors arriving by air in December 2016. Visitors who arrived to visit friends and relatives at 10%, visitors arrived for business, meeting or conference at 7%, visitors who arrived for education and sports at 4% and visitors on transit made up 1%.

### COUNTRY OF USUAL RESIDENCE FOR VISITORS ARRIVING BY AIR

**Fig 2: Percentage share of visitors in December 2016 by Country of Usual Residence**



- Australian visitors continued to make up the highest number of visitors arriving by air at 54%, followed by New Caledonians visitors at 16%, New Zealanders at 10%, other pacific countries at 7%, Europeans visitors at 6%, other countries at 3%, North Americans and Chinese visitors at 2% each; and Japanese visitors at 1%.

### AVERAGE INTENDED LENGTH OF STAY FOR VISITORS ARRIVING BY AIR

- In December 2016, international visitor's arrivals spent an average of 10 days. It decreased by 1 day over December 2015 and it also decreased by 1 day over the previous month.

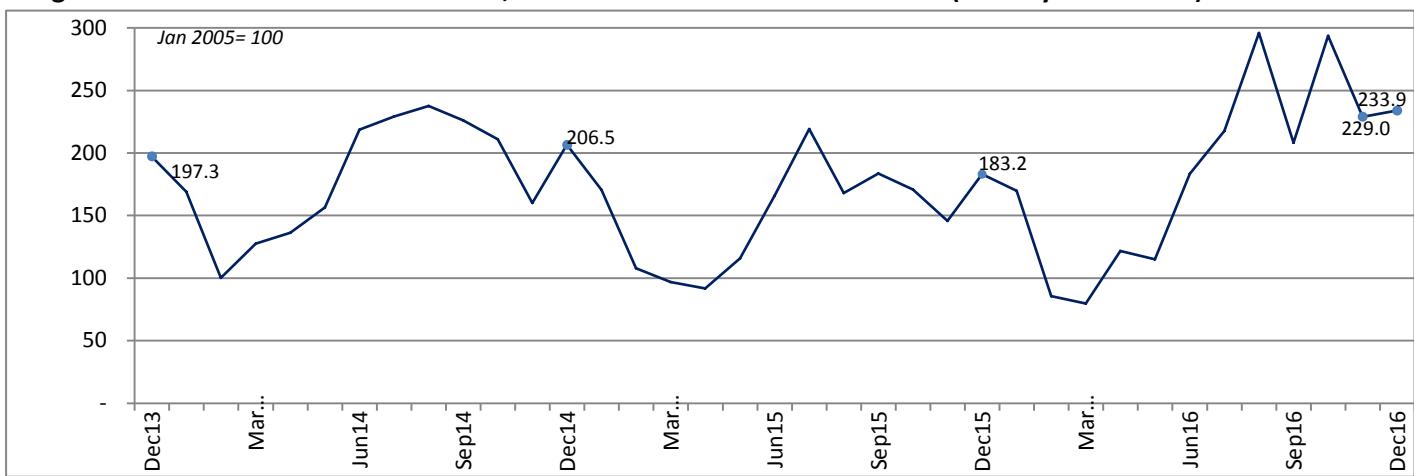
### AVERAGE AGE FOR VISITORS ARRIVING BY AIR

- The average age of visitors was 40 years in December 2016. The visitor's average age increased by 2 years over December 2016, however, it decreased by 1 day over the previous month.

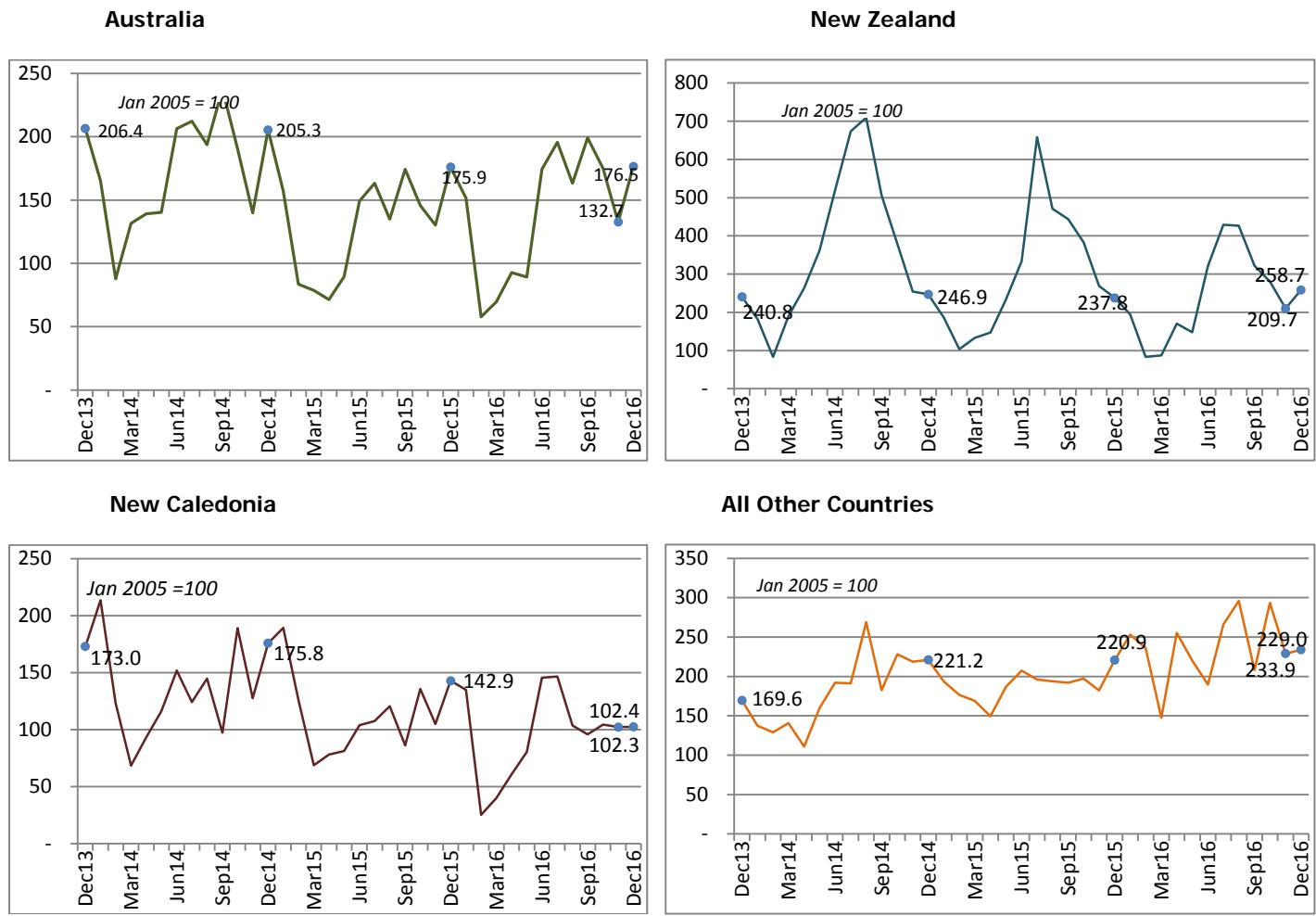
### VISITOR ARRIVAL INDEX<sup>1</sup>

Figure 3 shows the total number of visitor arrivals and arrivals from Australia, New Zealand, New Caledonia and all other countries combined to show trends in arrivals, with the number of visitors.

<sup>1</sup> Tourism in Vanuatu is seasonal, and it is difficult to analyse the changes in international arrivals and country of residence by looking at the monthly number of arrivals based on an index value of 100 in January 2005. This index allows analysis over time of the real increases and decreases in international air arrivals.

**Fig 3: Index of Total Air Visitor Arrivals, December 2013 to December 2016 (January 2005 = 100)**

- In December 2016, Index figures for all visitors' arrivals increased by 7% over December 2015. (Fig.3).

**Fig 4: Index of Visitor Arrivals and Country of Usual Residence, December 2013 to December 2016 (January 2005 = 100)**

Note: the vertical axis scale varies in each country chart.

- The New Caledonians market increased in index values at 35% in December 2016, followed by New Zealanders market increased by 9% and Australian market increased by 0.3% over December 2016.

### SUMMARY OF VISITORS TO OUTER ISLANDS

The visitors to outer islands in December 2016 are highlighted on Annex 1 and Annex 2 attached (page5 and page6).

### DATA SOURCE

All International arrival statistics by air provided in the report is sourced from completed Arrival and Departure cards at the Department of Immigration. Cruise ship figures are also sourced from the Department of Immigration.

### NEXT UPDATE (MONTHLY)

### RELEASE DATE

January 2017

07 April 2017

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## SUMMARY OF VISITORS TO OUTER ISLANDS<sup>2</sup> (SEE TABLE 7)

### Summary of Indicators

- In December 2016, Tafea Province received 38% of visitors arriving by air, followed by Sanma Province at 28%.
- Visitors travelling to outer islands spent an average of 6 days.

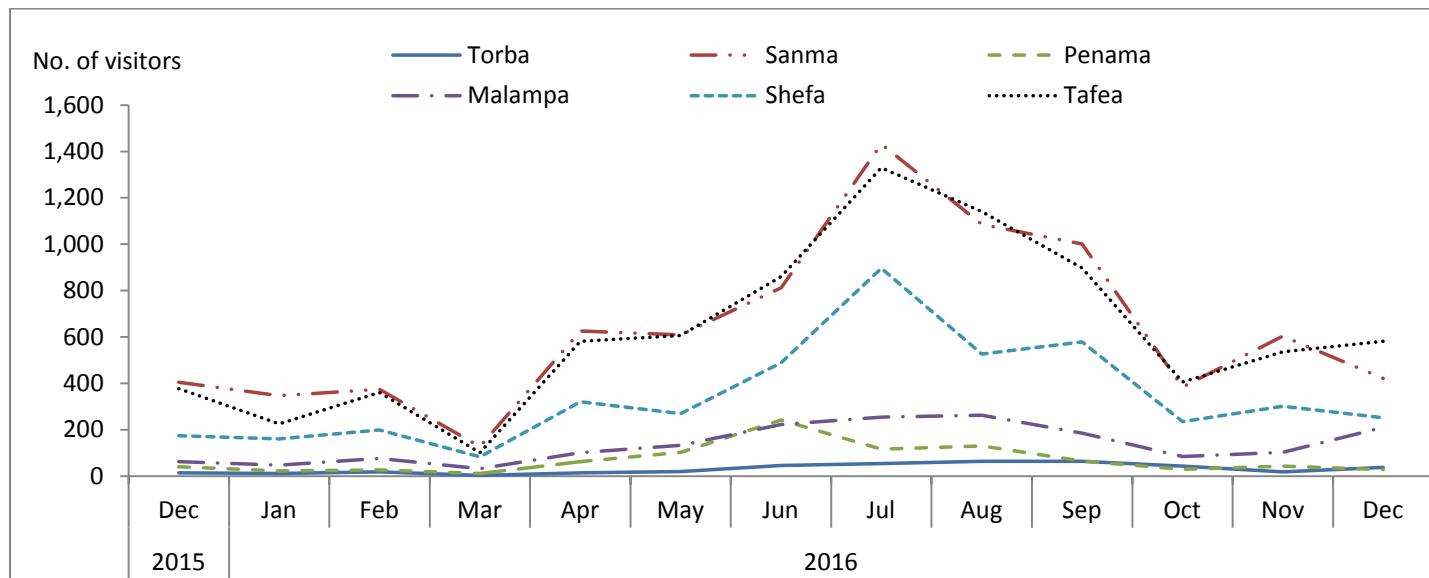


Figure 1: Summary of visitors to other province, December 2015 to December 2016

\*Excludes Efate Island

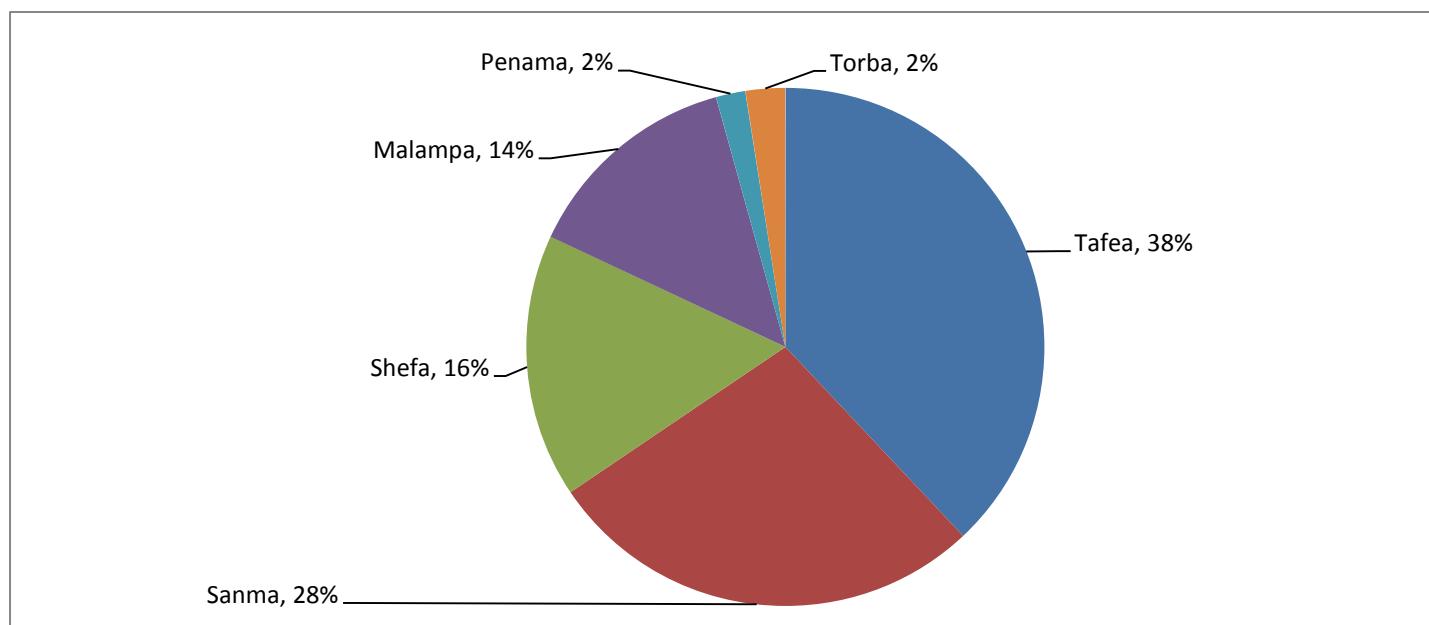


Figure 2: Proportion of visitors to other provinces, December 2016

\*Excludes Efate Island

<sup>2</sup> Data on visitors travelling to outer islands is only available from May 2014











**Table 5 : Visitors Arriving by Air Intended Length of Stay****Tableau 5 : Arrivée des Visiteurs à longue durée de Séjour**

| Year | Month | AVERAGE INTENDED LENGTH OF STAY / LA MOYENNE DE LONGUE DUREE DE SEJOUR |            |         | Année | Mois |
|------|-------|--|------------|---------|-------|------|
|      |       | Port Vila  | Luganville | Vanuatu |       |      |
| 2012 |       | 9.8  | 11.1       | 10.5    | 2012  |      |
| 2013 |       | 10.8   | 11.6       | 11.2    | 2013  |      |
| 2014 |       | 9.5  | 11.5       | 10.6    | 2014  |      |
| 2015 |       | 10.5   | 11.7       | 11.1    | 2015  |      |
| 2012 | Dec   | 8.9  | 12.7       | 10.8    | 2012  | Dec  |
| 2013 | Dec   | 11.1   | 12.2       | 11.6    | 2013  | Dec  |
| 2014 | Dec   | 9.7  | 13.1       | 11.4    | 2014  | Dec  |
| 2015 | Jan   | 8.9  | 9.2        | 9.0     | 2015  | Jan  |
|      | Feb   | 12.5   | 10.8       | 11.7    |       | Fév  |
|      | Mar   | 11.5   | 15.5       | 13.5    |       | Mar  |
|      | Apr   | 11.1   | 10.4       | 10.8    |       | Avr  |
|      | May   | 10.4   | 14.3       | 12.3    |       | Mai  |
|      | Jun   | 11.6   | 11.4       | 11.5    |       | Juin |
|      | Jul   | 11.7   | 12.5       | 12.1    |       | Juil |
|      | Aug   | 10.5   | 10.9       | 10.7    |       | Aoû  |
|      | Sep   | 9.5  | 10.8       | 10.2    |       | Sep  |
|      | Oct   | 9.5  | 11.6       | 10.5    |       | Oct  |
|      | Nov   | 8.9  | 10.3       | 9.6     |       | Nov  |
|      | Dec   | 10.2   | 12.4       | 11.3    |       | Dec  |
| 2016 | Jan   | 10.3   | 11.2       | 10.8    | 2016  | Jan  |
|      | Feb   | 11.4   | 10.7       | 11.0    |       | Fév  |
|      | Mar   | 8.5  | 13.7       | 11.1    |       | Mar  |
|      | Apr   | 11.2   | 11.2       | 11.2    |       | Avr  |
|      | May   | 9.3  | 13.3       | 11.3    |       | Mai  |
|      | Jun   | 9.8  | 12.6       | 11.2    |       | Juin |
|      | Jul   | 10.5   | 10.9       | 10.7    |       | Juil |
|      | Aug   | 10.6   | 12.6       | 11.6    |       | Aoû  |
|      | Sep   | 10.8   | 11.0       | 10.9    |       | Sep  |
|      | Oct   | 10.9   | 11.0       | 10.9    |       | Oct  |
|      | Nov   | 9.8  | 11.8       | 10.8    |       | Nov  |
|      | Dec   | 9.8  | 9.3        | 9.5     |       | Dec  |

Source: Immigration Department/Service de l'Immigration

**Table 6 : Visitors Arriving by Air Average Age**  
**Tableau 6 : Arrivée des Visiteurs par Age moyen**

| Year | Month | AVERAGE AGE OF VISITORS / L'AGE MOYEN DES VISITEURS |            |         | Année | Mois |
|------|-------|---|------------|---------|-------|------|
|      |       | Port Vila   | Luganville | Vanuatu |       |      |
| 2012 | Dec   | 36.6  | 36.9       | 36.8    | 2012  | Dec  |
| 2013 | Dec   | 29.8  | 33.6       | 31.7    | 2013  | Dec  |
| 2014 | Dec   | 34.3  | 35.2       | 34.7    | 2014  | Dec  |
| 2015 | Jan   | 33.3  | 36.2       | 34.8    | 2015  | Jan  |
|      | Feb   | 39.6  | 46.4       | 43.0    |       | Fév  |
|      | Mar   | 39.6  | 41.2       | 40.4    |       | Mar  |
|      | Apr   | 38.7  | 41.7       | 40.2    |       | Avr  |
|      | May   | 38.8  | 48.5       | 43.7    |       | Mai  |
|      | Jun   | 38.0  | 27.6       | 32.8    |       | Juin |
|      | Jul   | 38.1  | 43.8       | 41.0    |       | Juil |
|      | Aug   | 40.7  | 45.5       | 43.1    |       | Aoû  |
|      | Sep   | 37.6  | 40.1       | 38.8    |       | Sep  |
|      | Oct   | 37.2  | 42.4       | 39.8    |       | Oct  |
|      | Nov   | 39.9  | 41.6       | 40.7    |       | Nov  |
|      | Dec   | 39.9  | 36.2       | 38.0    |       | Dec  |
| 2016 | Jan   | 34.1  | 38.9       | 36.5    | 2016  | Jan  |
|      | Feb   | 40.5  | 42.2       | 41.3    |       | Fév  |
|      | Mar   | 38.4  | 39.6       | 39.0    |       | Mar  |
|      | Apr   | 39.6  | 39.6       | 39.6    |       | Apr  |
|      | May   | 42.0  | 45.6       | 43.8    |       | Mai  |
|      | Jun   | 37.4  | 42.1       | 39.8    |       | Juin |
|      | Jul   | 35.5  | 42.4       | 39.0    |       | Juil |
|      | Aug   | 40.7  | 43.5       | 42.1    |       | Aoû  |
|      | Sep   | 37.9  | 40.4       | 39.2    |       | Sep  |
|      | Oct   | 39.0  | 43.5       | 41.3    |       | Oct  |
|      | Nov   | 39.8  | 42.1       | 41.0    |       | Nov  |
|      | Dec   | 36.3  | 44.3       | 40.3    |       | Dec  |

Source: Immigration Department/Service de l'Immigration

