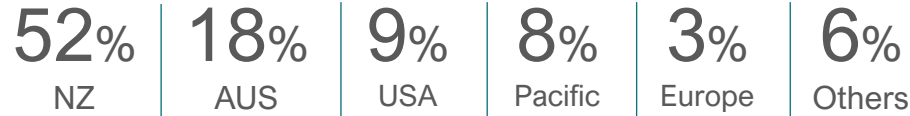


# TONGA INTERNATIONAL VISITOR SURVEY

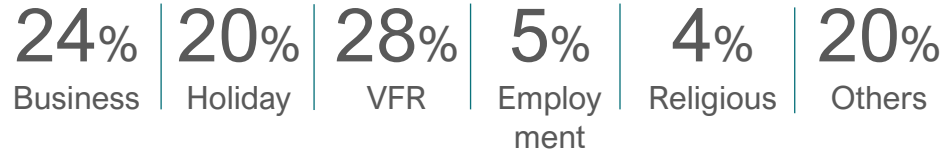
## SUMMARY OF FINDINGS JAN-APR 2023



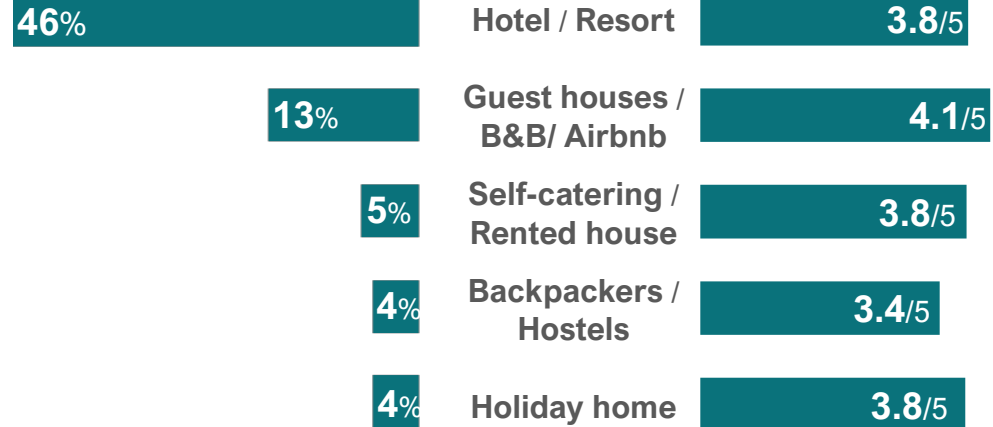
### COUNTRY OF ORIGIN



### PURPOSE OF VISIT



### ACCOMMODATION



### VALUE FOR MONEY

60+

17%

60 years old or over



T\$234,547

Avg. household income

1

34%

1<sup>st</sup> time visitor



4ppl

Avg. travel group size

### MOST APPEALING

46%

Local people

30%

Scenery & landscape

17%

Activities & attraction

### LEAST APPEALING

26%

Infrastructure, facility

13%

Customer service

13%


Rubbish, environment care

## TOP 5 INFORMATION CHANNEL TO FIND OUT ABOUT TONGA

 **49%**  
Friends or family

 **36%**  
Previous visit

 **20%**  
Workplace information

 **10%**  
Search engine Google

 **9%**  
Social medias

## TOP 5 METHODS OF TRAVEL BOOKING

 **49%**  
Direct with airline

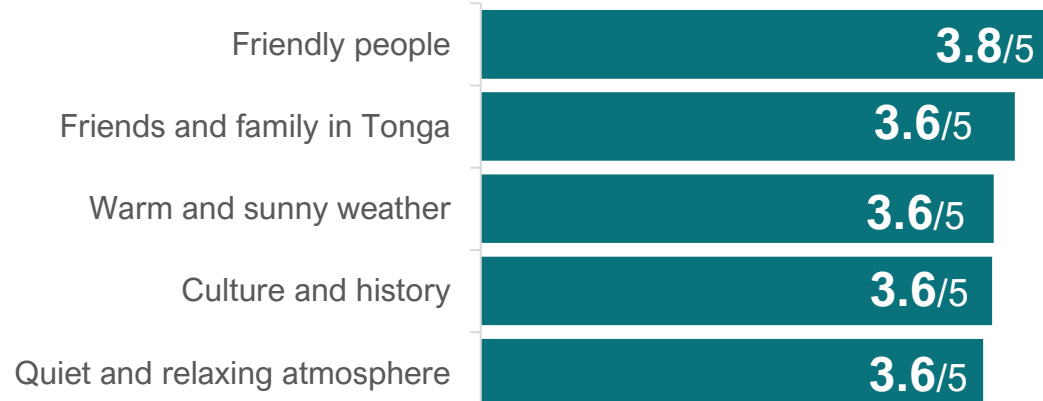
 **28%**  
Online travel website e.g. Booking.com

 **16%**  
Arranged by others


 **14%**  
Travel agent / travel broker

 **8%**  
Direct with accommodation

## TOP 5 INFLUENTIAL FACTORS IN DECISION TO TRAVEL TO TONGA



## TOP5 LEVEL OF SATISFACTIONS WITH VARIOUS TRAVEL EXPERIENCE

 **4.4/5**  
The friendliness of the people in Tonga

 **3.8/5**  
Airport arrival / departure experience

 **3.6/5**  
The overall level of service in Tonga

 **3.6/5**  
Variety of things to see and do

 **3.6/5**  
Value for money

## TOTAL ECONOMIC IMPACT

# TOP\$ 36 MILLION

FROM 12,626 VISITORS



PREPAID  
EXPENDITURE

**T\$ 2,608**

Prepaid per trip

**40%**

Flowing into local  
economy rate

**T\$ 1,043**

Prepaid per trip



TOTAL  
EXPENDITURE

**T\$ 2,874** per visitor per trip

**T\$ 327** per visitor per day



IN-COUNTRY  
SPEND

**T\$ 208**

In-country spend per day



X **8.8** nights  
Average length of stay

**T\$ 1,831**

In-country spend per trip



## MOST PARTICIPATED ACTIVITIES



**91%**

Markets /  
handicraft



**82%**

Visiting  
beach



**79%**

Sightseeing



**78%**

Local  
produce



## SATISFACTION



**4.1/5**

Overall, visitors are very satisfied.



**74%**

Visitors are likely to return.



**71%**

Visitors are likely to recommend.