PNG INTERNATIONAL VISITOR SURVEY

VISITATION OVERVIEW JUNE 2022-MAY 2023



COUNTRY OF ORIGIN

43% 25% 10% 9% 6%
Australia Asia Europe North America Pacific



PURPOSE OF VISIT

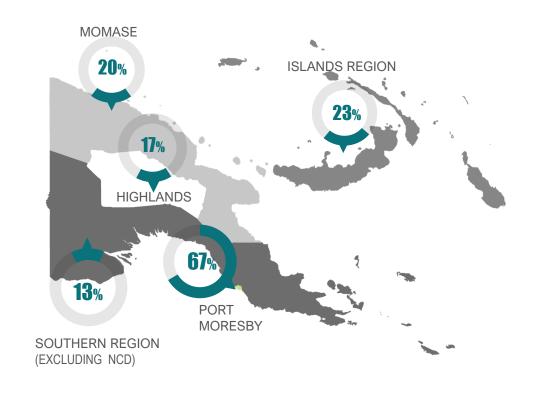
44% 25% 19% 4% 8% Volunteer Other













TOP 5 INFORMATION CHANNELS TO FIND OUT ABOUT PNG



44%

Business / volunteer work



35%

Family or friends



26%

Previous visit



13%

Search engine Google

History (including war history)



7%

Social medias

TOP 5 METHODS OF TRAVEL BOOKING



39%

Arranged by others



32%

Direct with airline



24%

Online travel websites



14%

Travel agent / travel broker



2.7/5

12%

Direct with accommodation

TOP 5 INFLUENTIAL FACTORS IN DECISION TO TRAVEL TO PNG

Nature attractions/ecotourism

Business/conference

Culture/festival/events

Friends and Family

3.1/5

2.9/5

TOP5 LEVEL OF SATISFACTIONS WITH VARIOUS TRAVEL EXPERIENCE IN PNG



4.3/5

The friendliness of the people in PNG



4.0/5

Local handicrafts / artwork



3.8/5

Restaurant / café / bar / evening entertainment



3.8/5

Overall level of service



3.7/5

Quality of tours

TOTAL ECONOMIC IMPACT

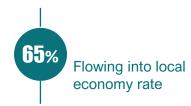
USD 120 MILLION

FROM 47,362 VISITORS



\$2,379

Prepaid per trip



\$1,547

Prepaid per trip



IN-COUNTRY SPEND

\$86

In-country spend per day



x **11.4** nights Average length of stay

\$988

In-country spend per trip

TOTAL EXPENDITURE

Note: US dollars

\$2,535 per visitor per trip **\$221** per visitor per day



MOST PARTICIPATED ACTIVITIES



64%

Local Market



55% Sightseeing



52% Visiting villages



51% Visiting beach



SATISFACTION



3.9/5

Overall, visitors are satisfied.



Visitors are willing to return.



84%

Visitors are willing to recommend.