

PAPUA NEW GUINEA

International Visitor Survey Report
January – June 2025



Photo Credit: David Kirkland

Acknowledgements

- ❖ The Pacific Tourism Organisation (SPTO) expresses its gratitude to all contributors to this report on IVS data from January to June 2025, which provides insights into the visitor experience and tourism recovery in Papua New Guinea post-border reopening.
- ❖ Thank you to the visitors for completing arrival and departure cards, enabling this analysis. Special thanks to the Papua New Guinea Tourism Promotion Authority (PNGTPA) for providing crucial arrival data and visitor emails to enable survey invitations to be dispatched in a timely manner.
- ❖ We also extend our sincere thanks to the New Zealand Government for their support and collaboration.
- ❖ Appreciation goes to the SPTO and PNGTPA researchers and analysts for their meticulous work on visitor profiles, decision-making processes, and expenditure and satisfaction.
- ❖ Further research is needed to refine economic impact estimates, particularly the rate of prepaid expenditure into the local economy. Your ongoing support is highly valued.
- ❖ Thank you to everyone involved.

Executive Summary

- ❖ The survey, conducted from January to June 2025, analyzed 1,415 responses out of 1,456 collected, representing 3% of actual visitors with a 22% response rate. Among the respondents, 46% were first-time visitors, and the average household income was between USD 60,000–79,999.
- ❖ Visitors were primarily attracted by nature attractions, cultural experiences, business opportunities, and connections with family and friends in Papua New Guinea. Historical aspects, such as World War II history, also played a significant role. Overall visitor satisfaction was high, with a rating of 4 out of 5. A substantial 93% of visitors indicated they would recommend PNG to others, and 86% expressed willingness to return.
- ❖ The average prepaid spend per visitor was USD 2,388, with an estimated 65% (USD 1,552) flowing into the local economy. When combined with in-country spending of USD 726, the total spend per visitor per trip was USD 2,278. Multiplying this by total visitor arrivals generated an *estimated** economic impact of USD 121 million (PGK 491 million) from January to June 2025.
- ❖ Visitors found the natural beauty, friendly locals, and cultural diversity most appealing. However, safety concerns, high costs, and challenges with domestic flights and infrastructure were the least appealing aspects. To improve the overall visitor experience, suggestions included enhancing cleanliness, improving safety and security, and addressing issues with domestic air travel.

*Note: *based on total visitor numbers of 53,379 for the January – June 2025 period.*

Background

- ❖ The Papua New Guinea International Visitor Survey (IVS) is an initiative of the Pacific Tourism Data Initiative, funded by the New Zealand Ministry of Foreign Affairs and Trade (NZMFAT) and conducted by the Pacific Tourism Organisation (SPTO). The survey analyzes data from January to June 2025 to better understand visitor experiences and provide insights into tourism recovery following the reopening of PNG's borders.
- ❖ During the first half of 2025, **air visitor arrivals increased to 53,379**, up from 48,622 in the same period of 2024. This growth was supported by the Papua New Guinea Tourism Promotion Authority (PNGTPA) and Government efforts to raise the country's profile through targeted marketing campaigns, improved air connectivity, and partnerships with regional carriers.
- ❖ Despite higher arrivals, **estimated spend per visitor dropped** from USD 3,106 to USD 2,278. The **average length of stay for short-term visitors (1-29 days)** declined from 10.4 to 9.6 days, while **spend per visitor per day** fell from USD 299 to USD 237. This was driven by an **increase in prepaid spend** (USD 2,286 → USD 2,388) but a **significant drop in in-country spend** (USD 1,620 → USD 726), suggesting that visitors are prepaying more for accommodation, experiences, and activities before arrival.
- ❖ The report covers visitor profiles and characteristics, information sources and decision-making, expenditure patterns, and satisfaction. Visitor emails were collected through passenger arrival and departure cards. An estimated 65% of prepaid expenditure flows into PNG's economy, based on benchmarks from other Pacific Island countries with national carriers, though further research is recommended to refine this estimate. All figures are reported in USD and PGK using average exchange rates for January-June 2025.

Disclaimer

- ❖ **Reproduction of Material** - Information contained within this publication, including all charts, information, and graphical representations, may be used, reproduced, or published without prior approval from SPTO and PNGTPA. However, the information source must be explicitly referenced and acknowledged in all modes of representation.
- ❖ The **survey instrument** used to collect data for the January to June 2025 period was similar, but not exact, to the survey instrument used in the January to June 2024 period. New questions were added, a handful of existing questions were removed, and the response options for some questions were altered.
- ❖ N.B. Our analysis uses IVS respondents, weighted with January to June 2025 arrival data from the Papua New Guinea Tourism Promotion Authority (PNGTPA) to ensure a representative sample. However, as with all sample-based data, some bias may remain. Users should consider this when interpreting the results.
- ❖ Please note that the Pacific Tourism Organization (SPTO) and the Papua New Guinea Tourism Authority (PNGTPA) **do not accept liability for any loss or damage incurred as a result of the use of information contained in this report.** Users are advised to exercise their own judgment in the use of any information provided.

IVS Respondents (January – June 2025)



6,340 TOTAL EMAILS SENT*



1,415 RESPONSES ANALYSED

22%
CONVERSION RATE

Note: 1,456 responses were received. After data cleaning, 1,415 responses remained.

RESPONDENTS REPRESENT**



1,576 ADULTS



118 CHILDREN

3%+
OF ALL VISITORS IN THIS PERIOD

*6,340 represents the number of valid emails that successfully reached respondents from a total of 9,590 emails sent.
**Based on the Local Spend Question – "How many adults and children were included in your local expenditures?".
+Calculated by dividing the total number of 'weighted' people reported in the Local Spend Question by the total actual arrivals to PNG from January to June 2025.

PNG International Visitor Survey

Snapshot January – June 2025



Report Structure



Visitor Profile



Visitor
Characteristics
& Preferences



Information &
Decision Making

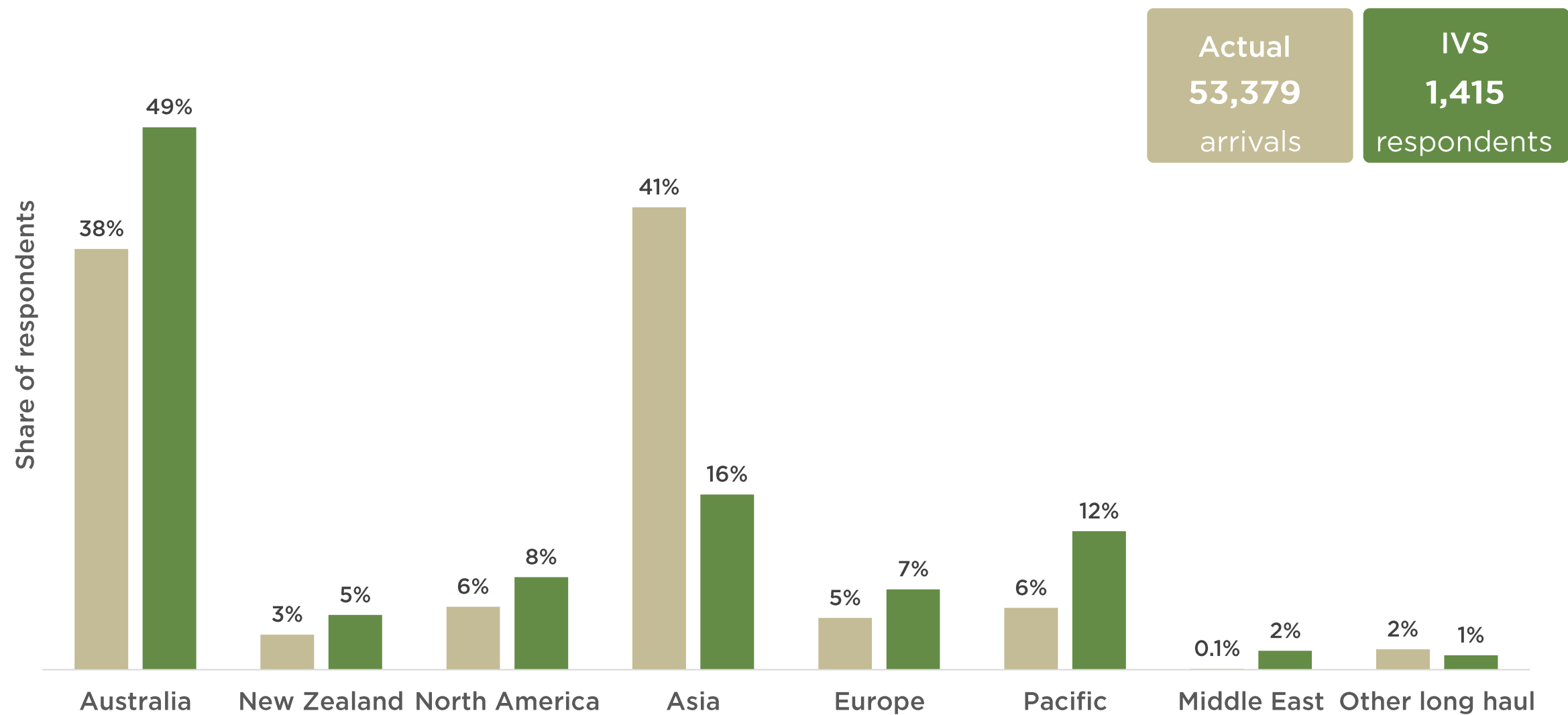


Visitor Spending
& Impact



Visitor
Satisfaction

Source Markets: IVS Respondents vs. Actual Arrival



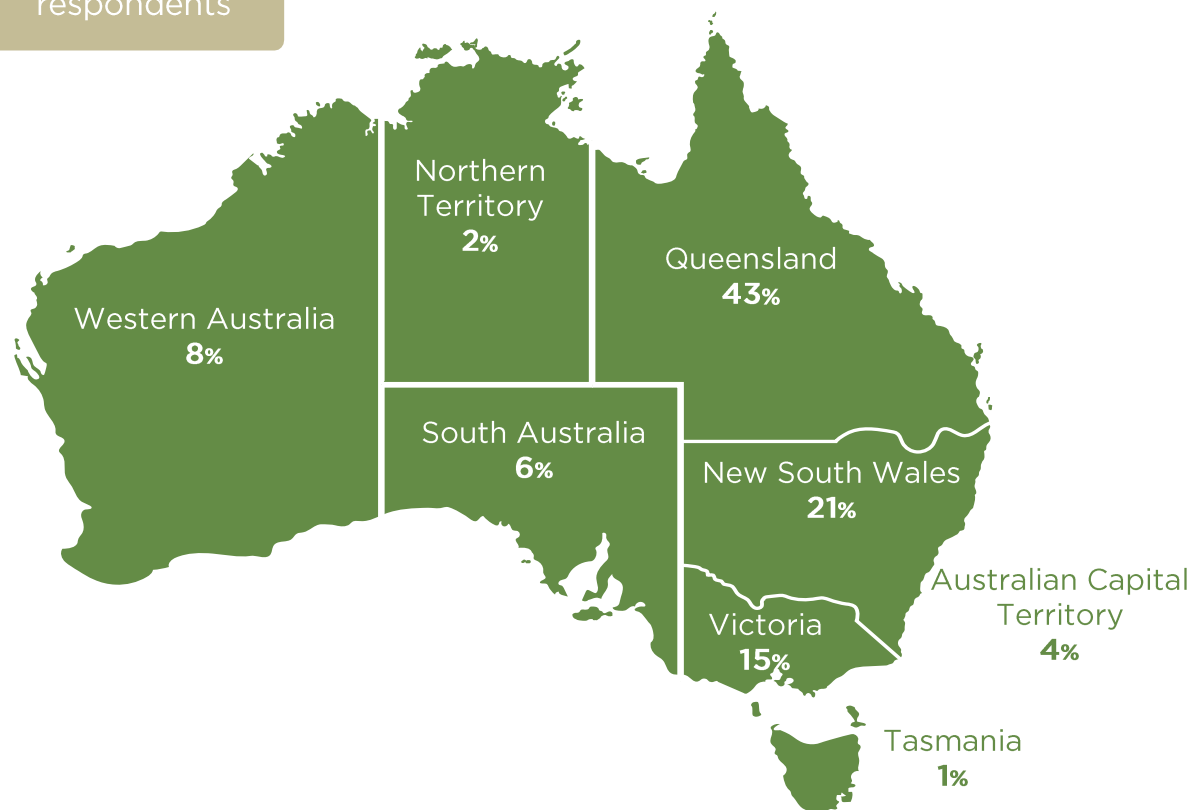
Note: The data presented is unweighted. To ensure a representative sample, weighting was applied to adjust for any undersampling or oversampling by source market. In this case, both Australia and Pacific are oversampled and Asia is undersampled.

Top Source Markets – Australia & New Zealand

687

Total
Australian
respondents

Respondents sample is unweighted

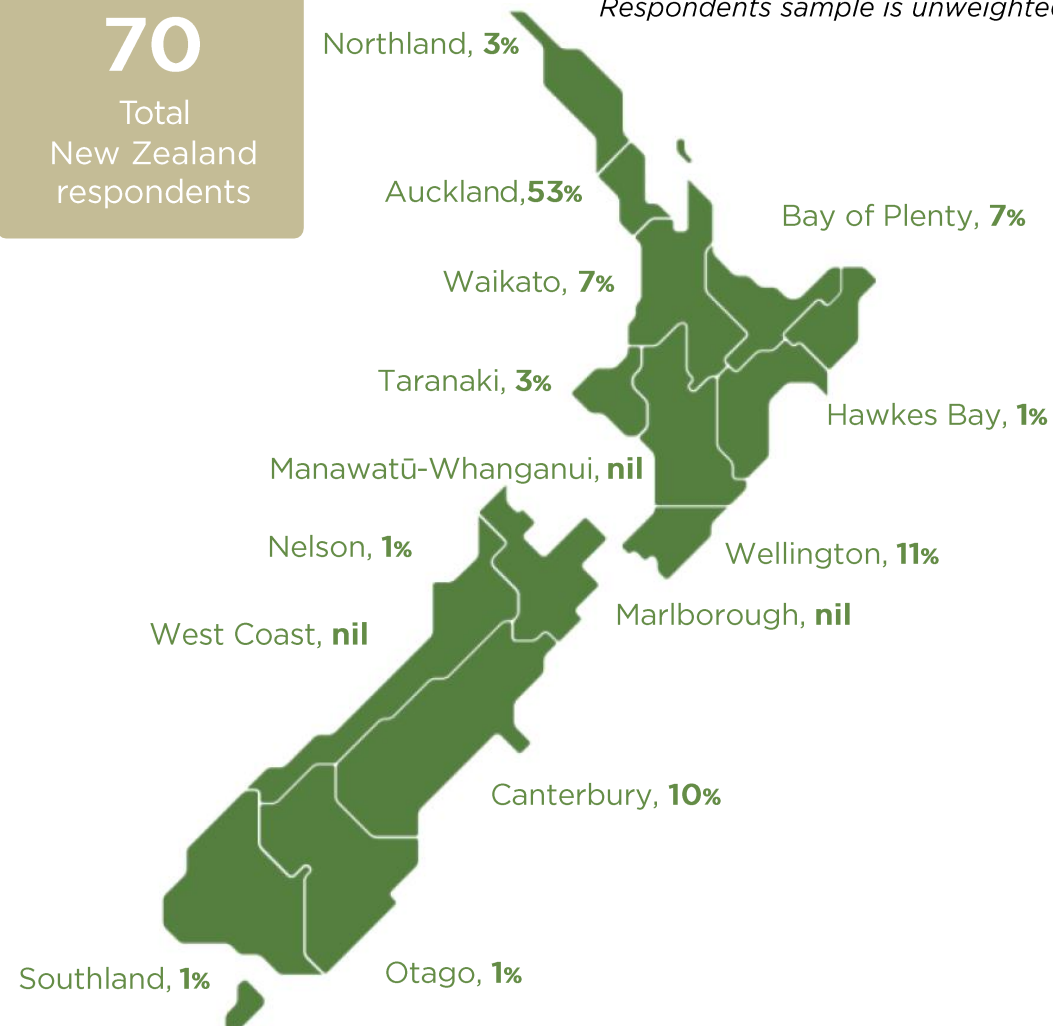


New South Wales, Queensland and Victoria make up **82%** of all Australian respondents

70

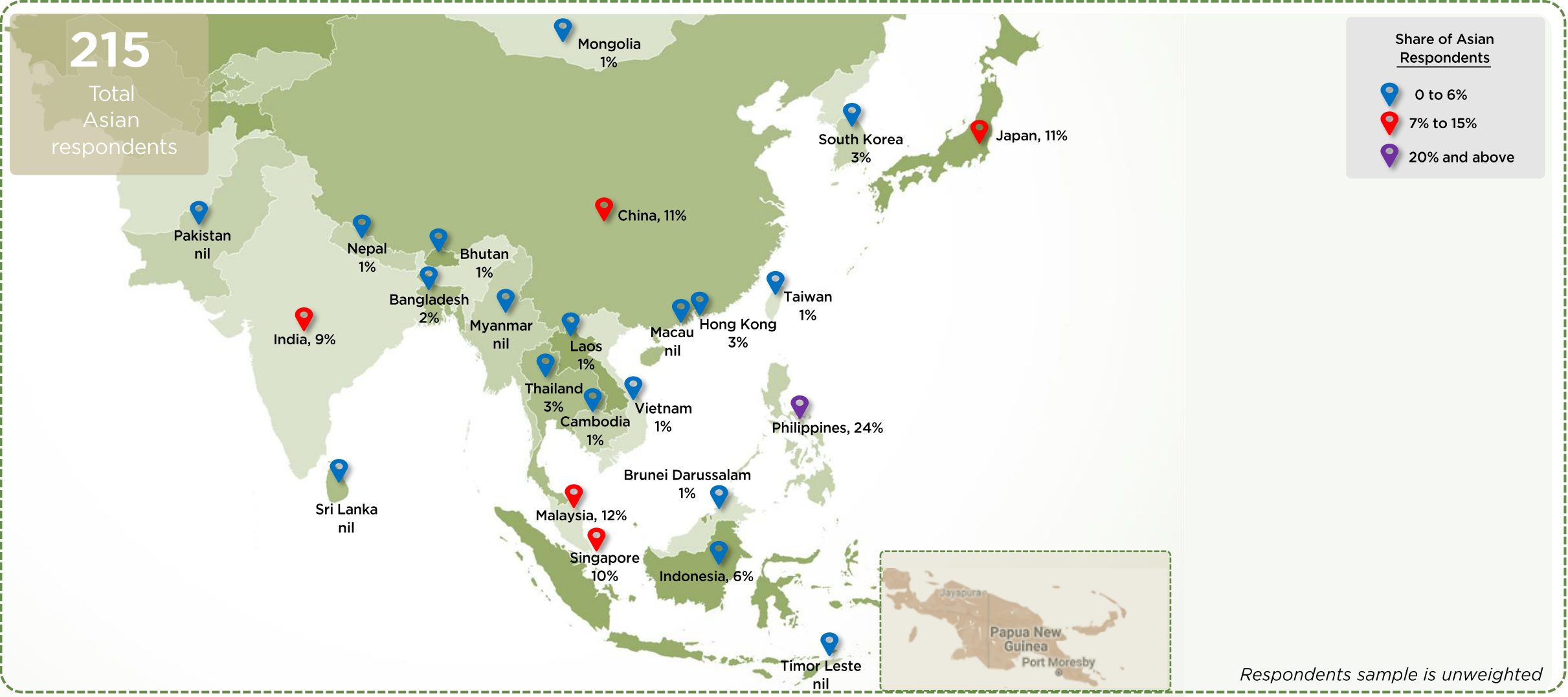
Total
New Zealand
respondents

Respondents sample is unweighted



Auckland, Wellington and Waikato made up **81%** of all New Zealand respondents

Top Source Markets – Asia



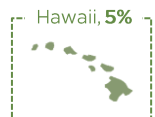
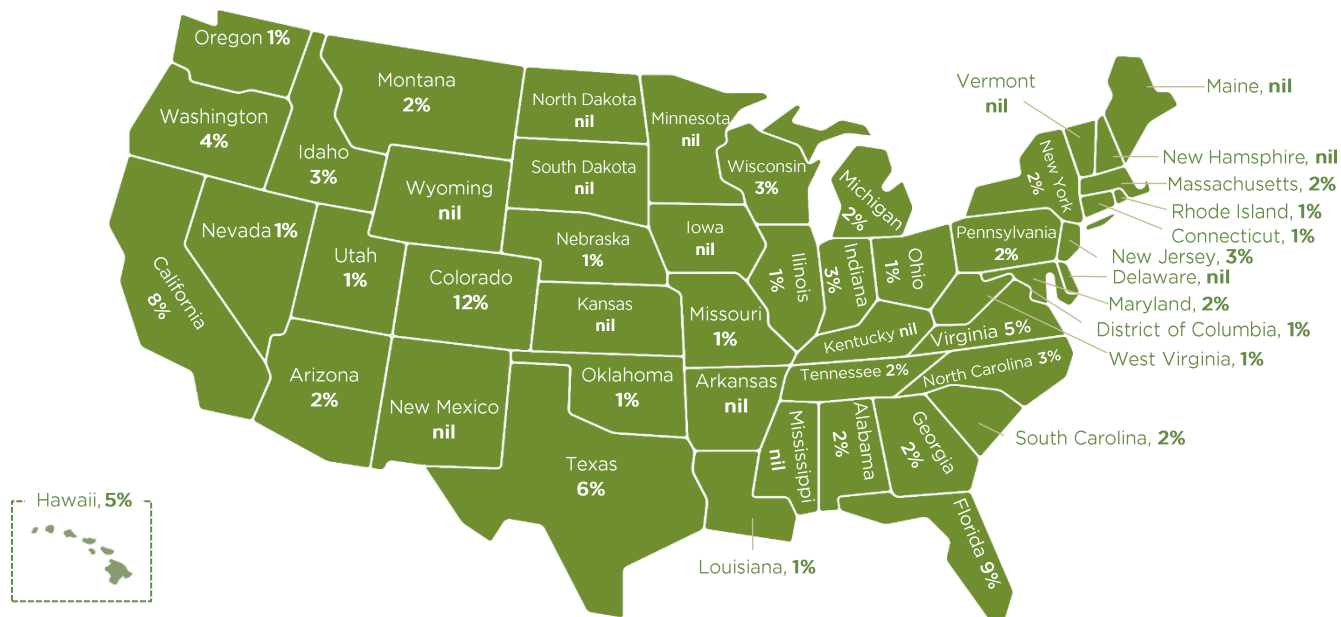
76% of Asian respondents are from the Philippines, Indonesia, Singapore, Japan, India and Malaysia.

Top Source Markets – North America (USA & Canada)

99

Total
American
respondents

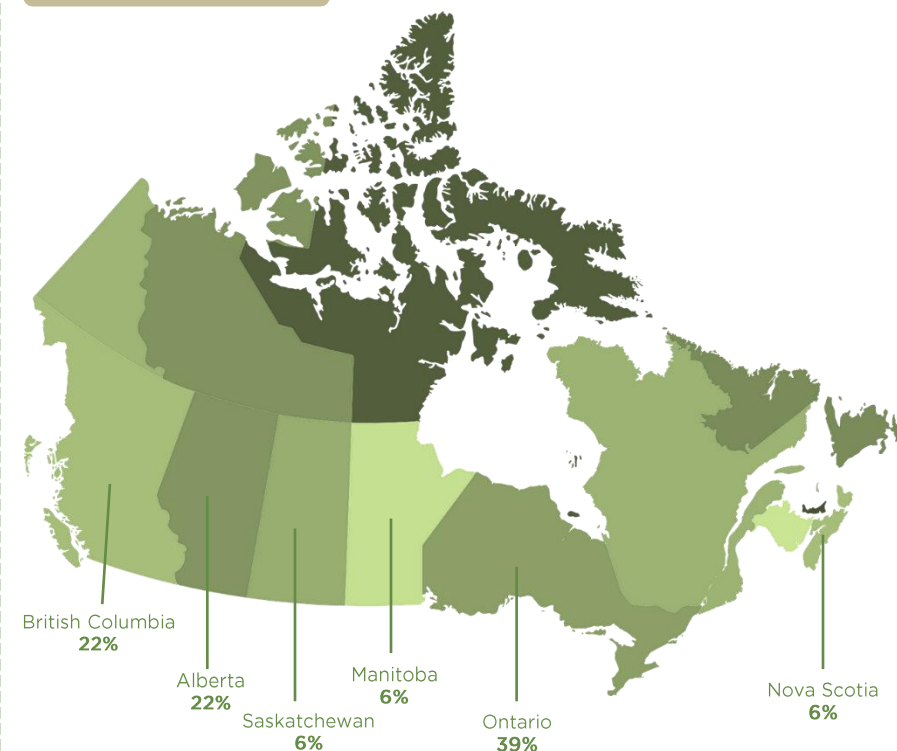
Respondents sample is unweighted



18

Total
Canadian
respondents

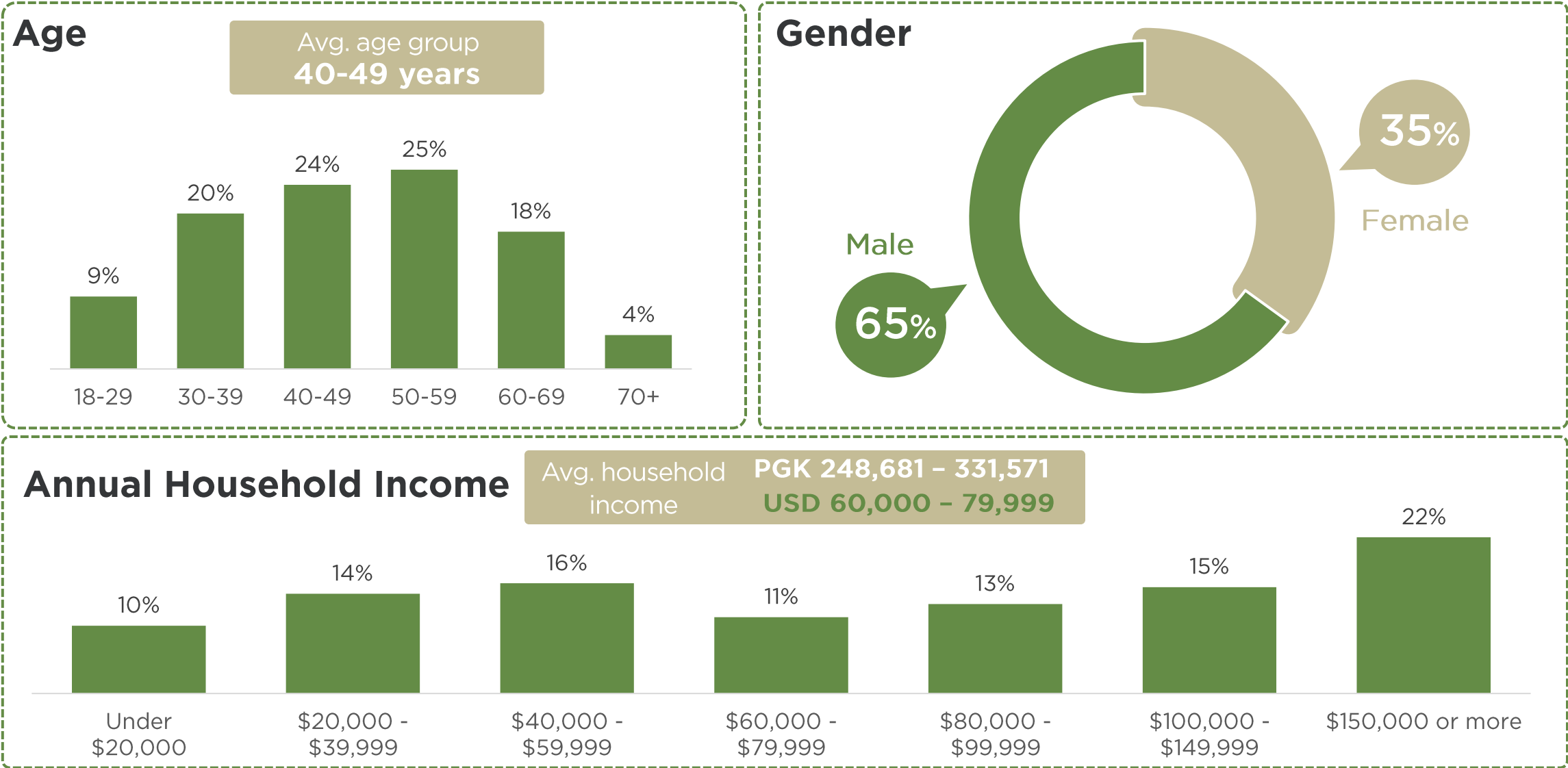
Respondents sample is unweighted



Respondents from 34 US states (including Hawaii and Alaska) visited PNG. No respondents from Connecticut, Delaware, Louisiana, Kansas, Nebraska, South Dakota, and Iowa participated. States with 'nil' percentages had no respondents.

Ontario and British Columbia made up 65% of all Canadian respondents

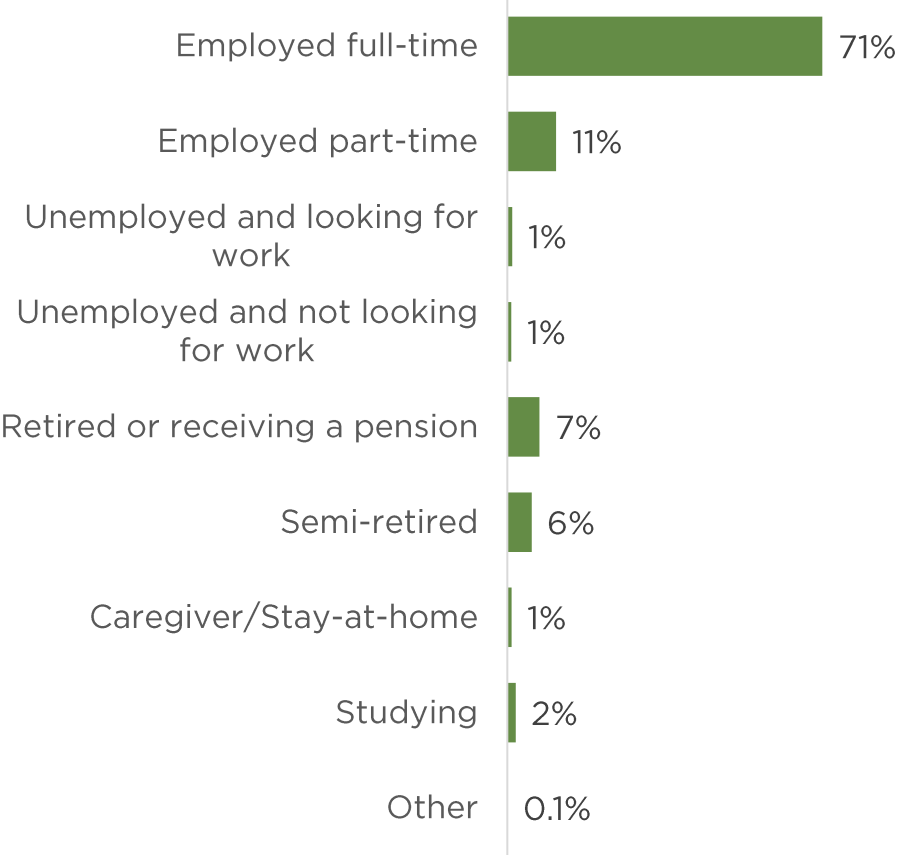
Respondent Demographics



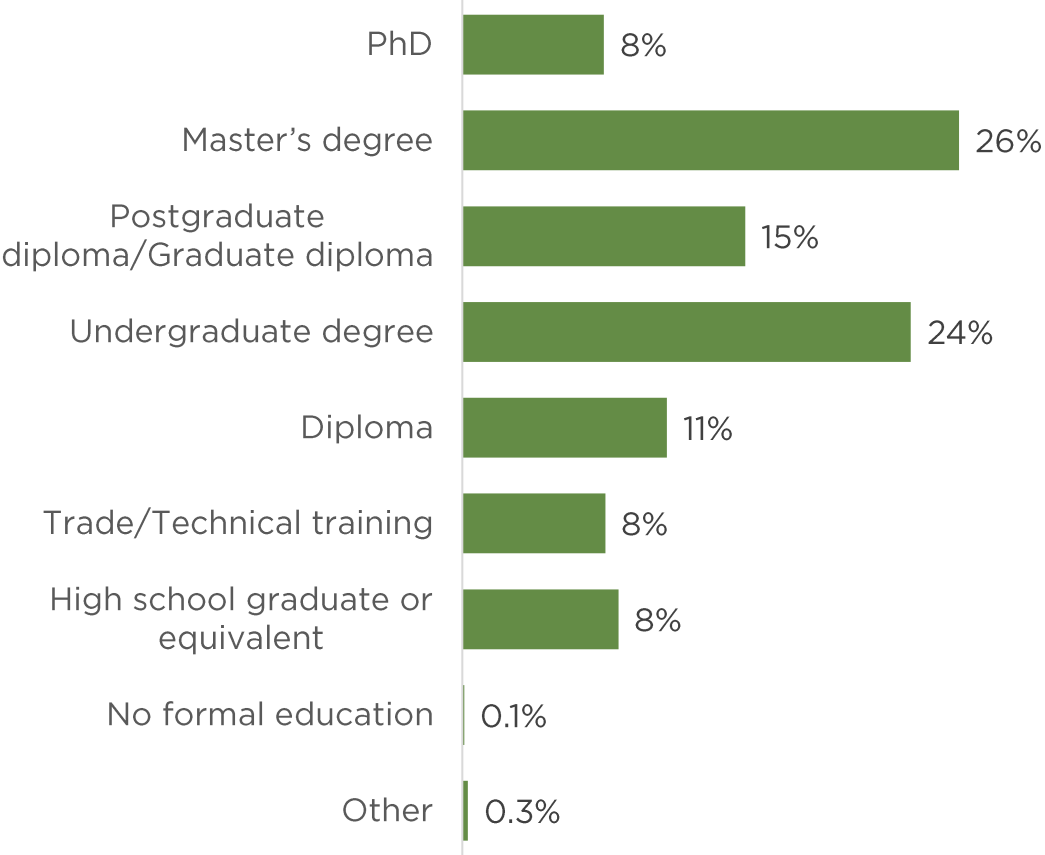
Note: Percentages reflect the share of IVS respondents and are weighted. All dollar values are reported in USD. To encourage greater respondent participation, the question was revised to closed answers, with a maximum option of USD \$150,000 or more. The average exchange rate to PGK and USD for January to June 2025 was applied.

Respondent Demographics

Employment status



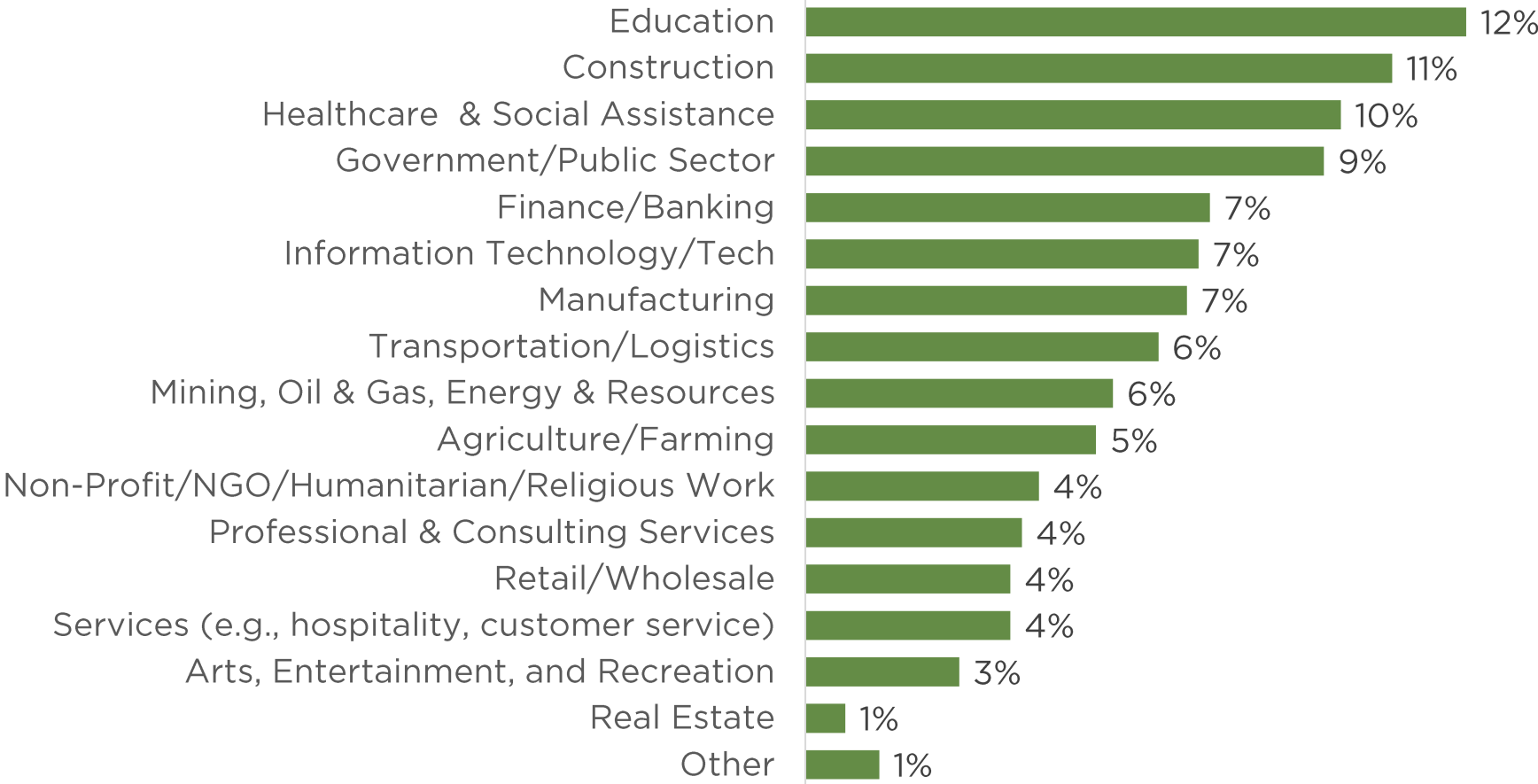
Education level



Note: Percentages reflect the share of IVS respondents and are weighted..

Respondent Demographics

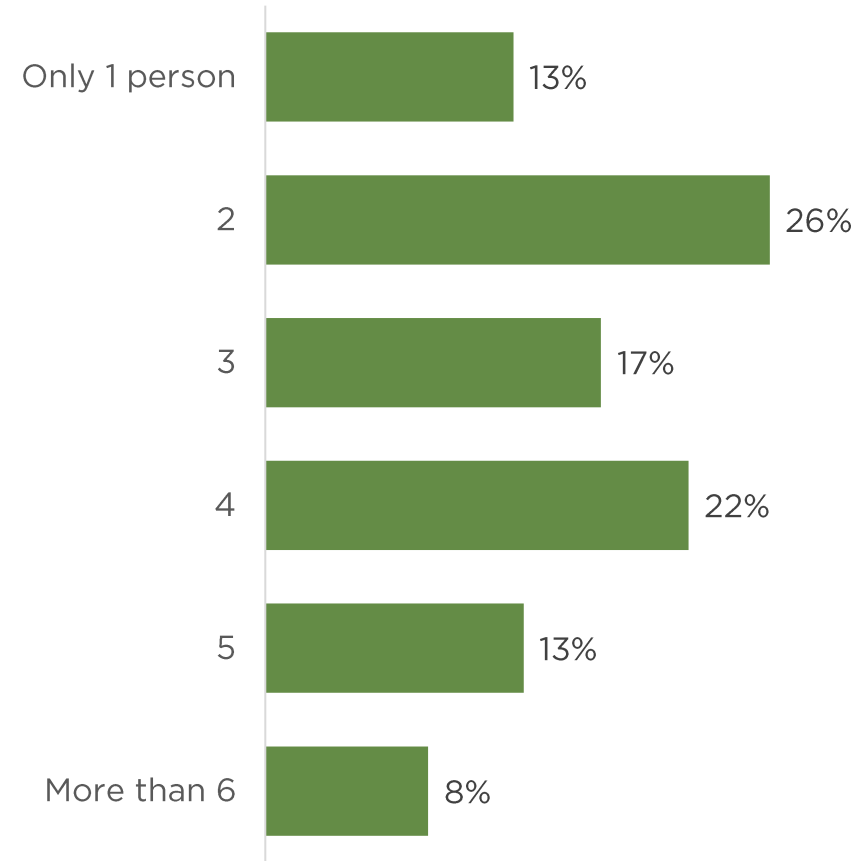
Industry Occupation



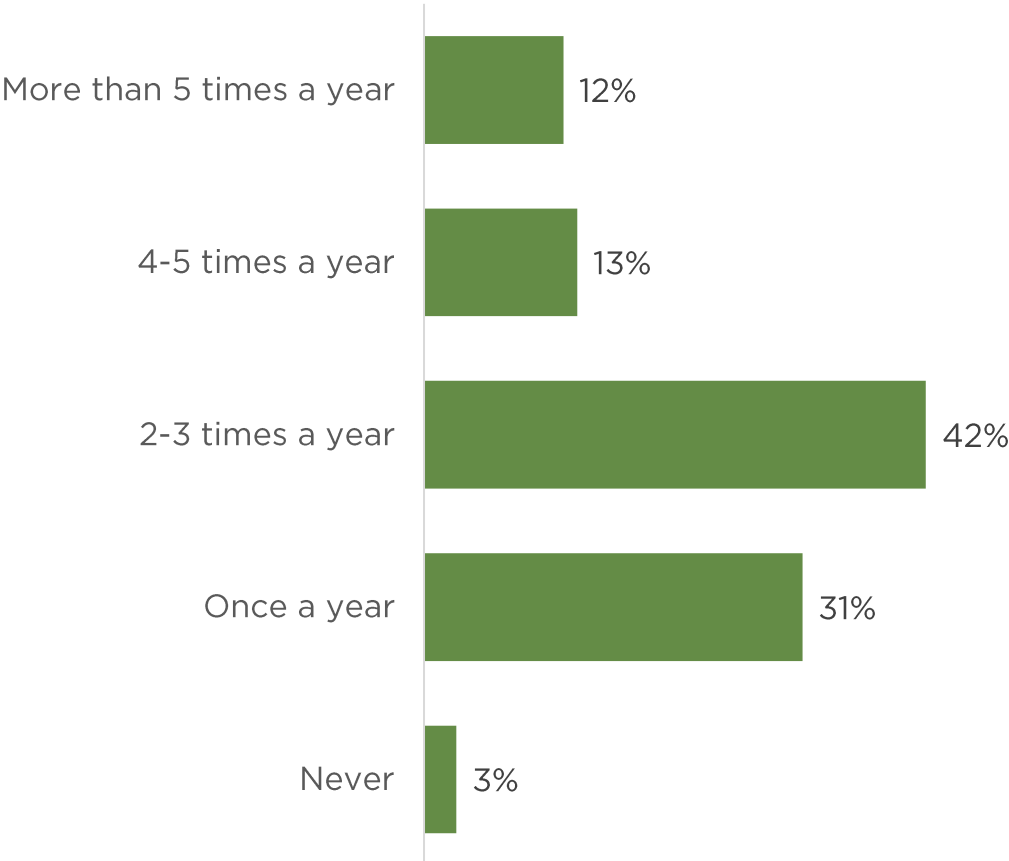
Note: Percentages reflect the share of IVS respondents and are weighted..

Respondent Demographics

Number of Household Occupants



Frequency of Travel for Leisure

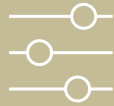


Note: Percentages reflect the share of IVS respondents and are weighted..

Report Structure



Visitor Profile



Visitor
Characteristics
& Preferences



Information &
Decision Making



Visitor Spending
& Impact

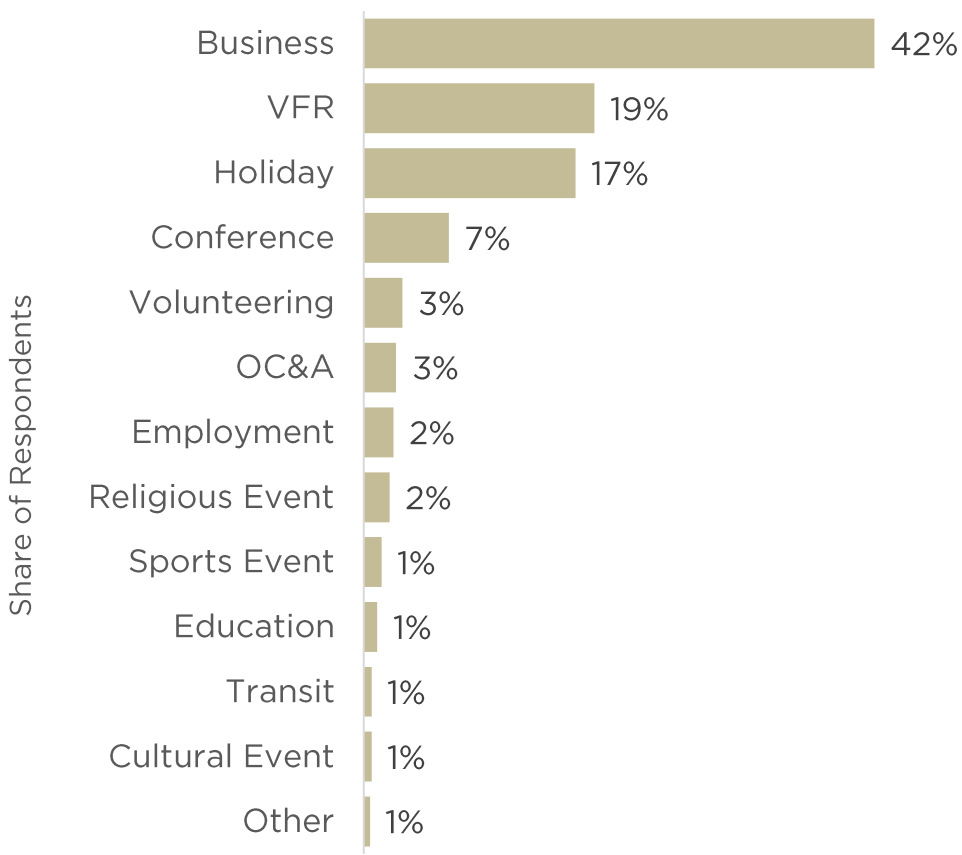


Visitor
Satisfaction

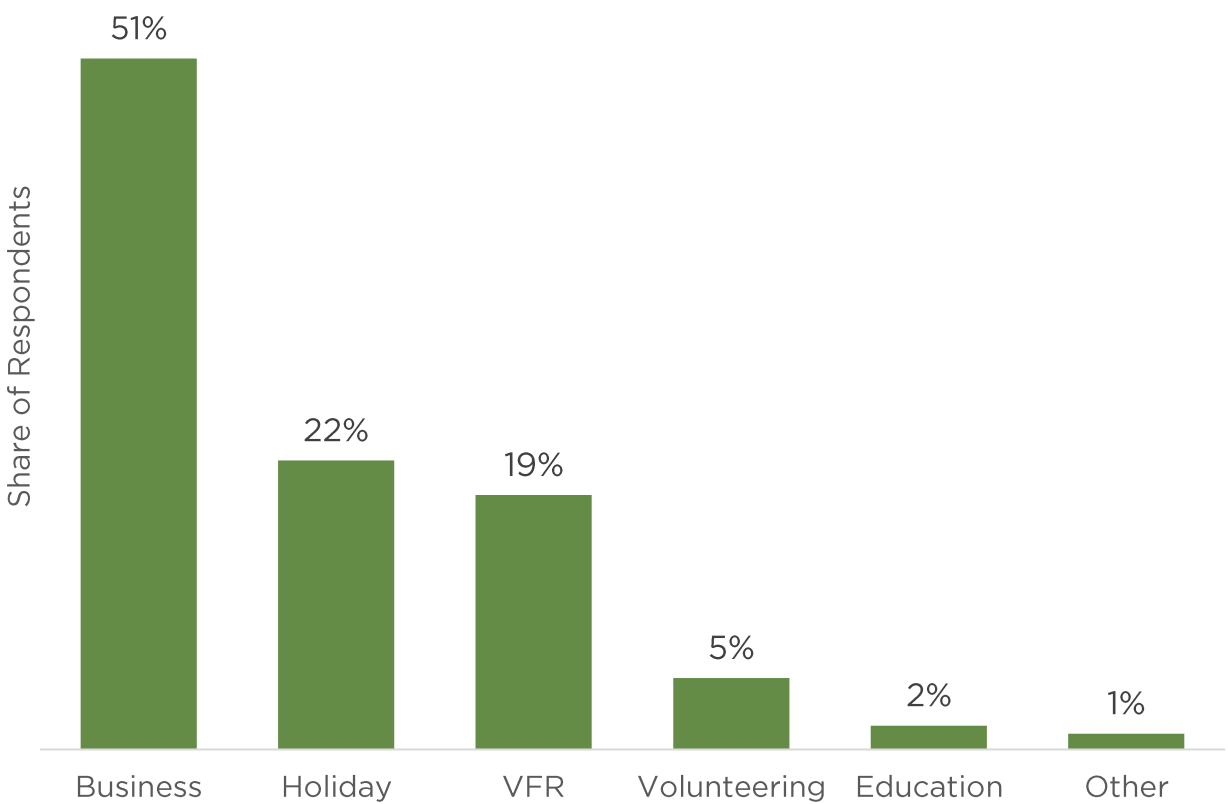
Purpose of Visit

Q What was the main purpose of your visit?

Survey Categories and Others-Recoded



Merged Categories



Note: Due to rounding, total does not sum to 100%

1. "Conference" and 'Employment are merged with "Business" | VFR stands for Visiting Friends and Relatives

2. "OC&A" ("Ocean Cruise and Adventures") and "Sport including special events" are merged with "Holiday"

3. "Religious event" is merged with "Volunteering" | "Cultural event" is merged with "Education" | "Transit" is merged with "Other"

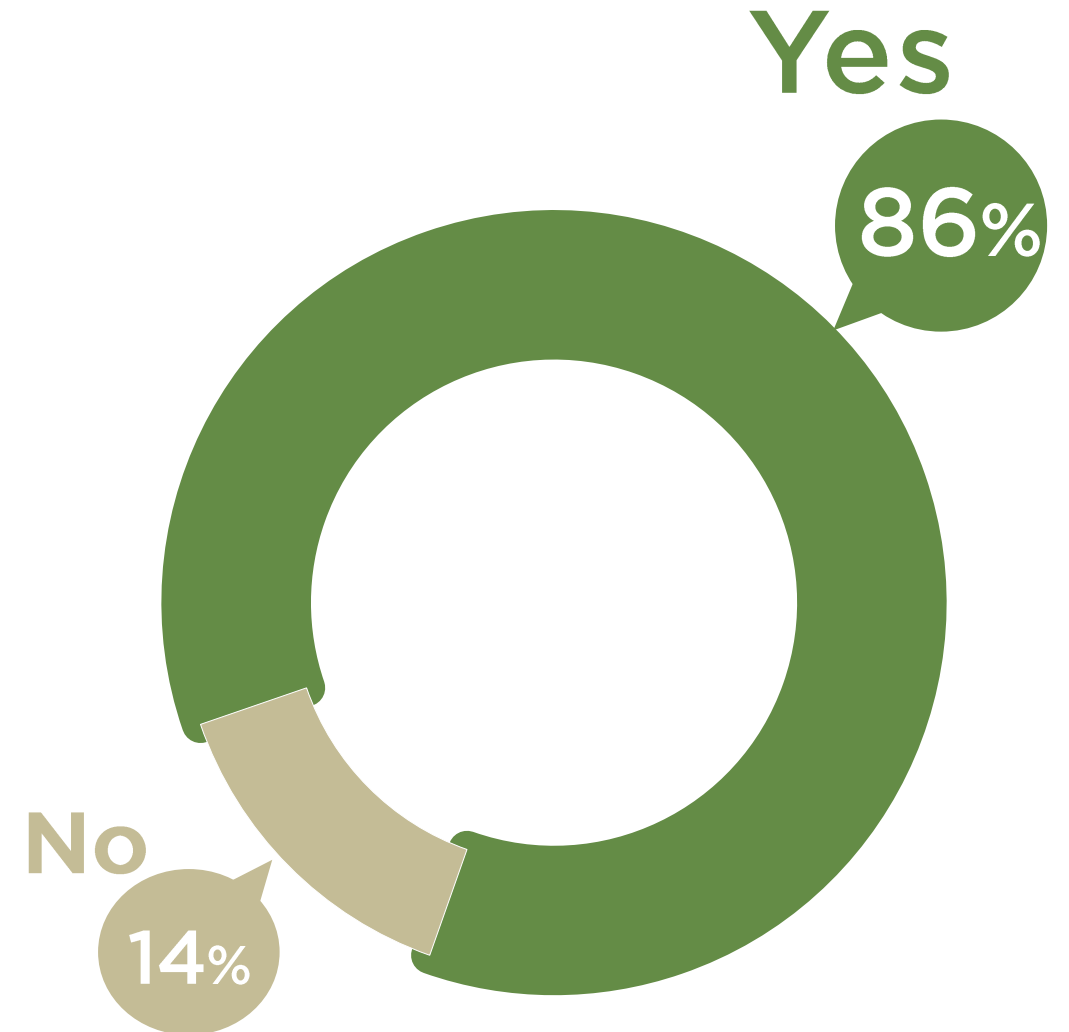
Bigger Trip

Other Countries Visited On The Same Trip



As part of a bigger trip, 42% of respondents also visited Australia, with 64% visiting Singapore, Solomon Islands, Philippines Fiji and New Zealand. 23% visited multiple countries in Asia, Europe and the Pacific, in addition to visiting PNG.

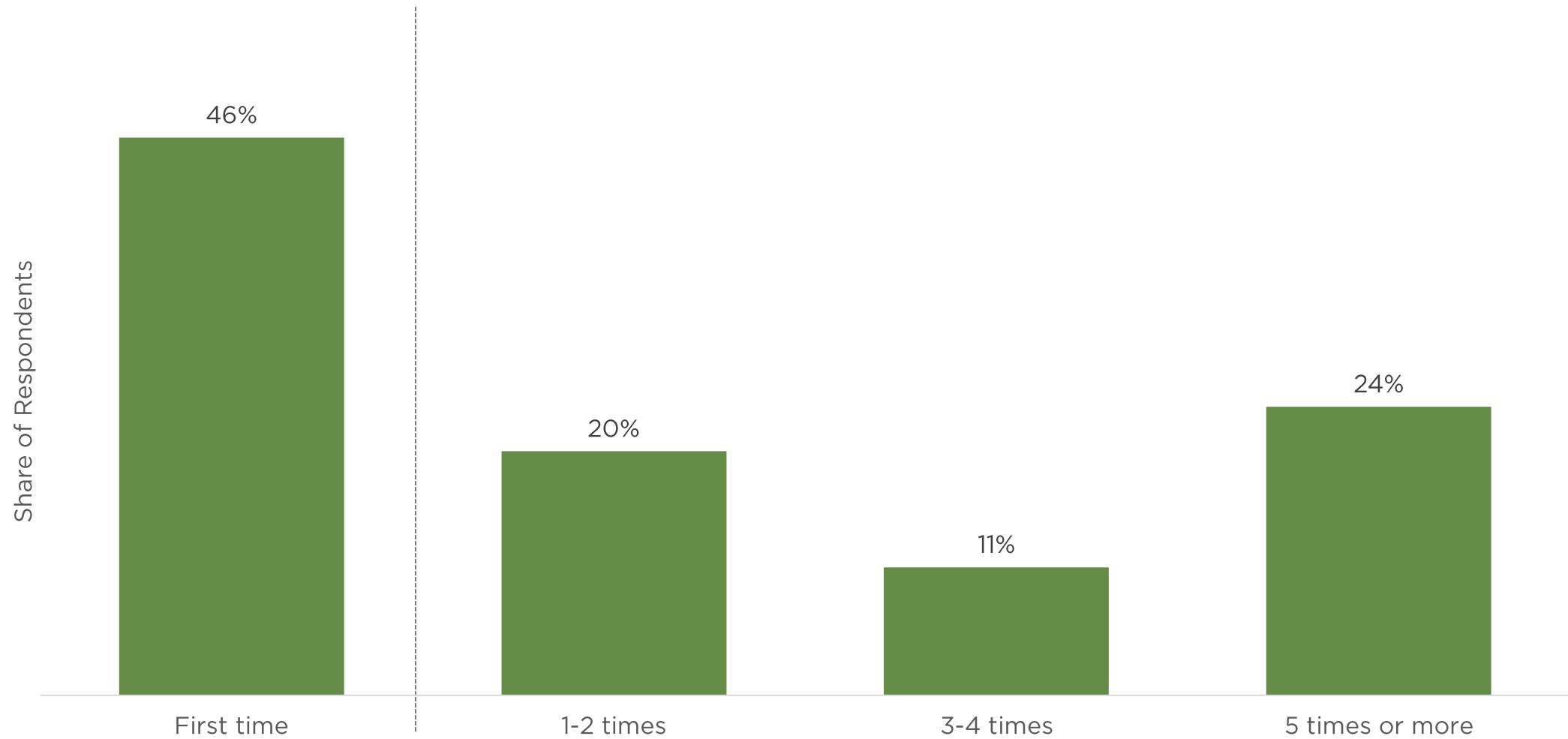
Q Was PNG the only country you visited on this trip?



Note: Total valid responses for this question N=1,333.

Previous Visits

Q How many other times have you been to PNG, not including this trip?

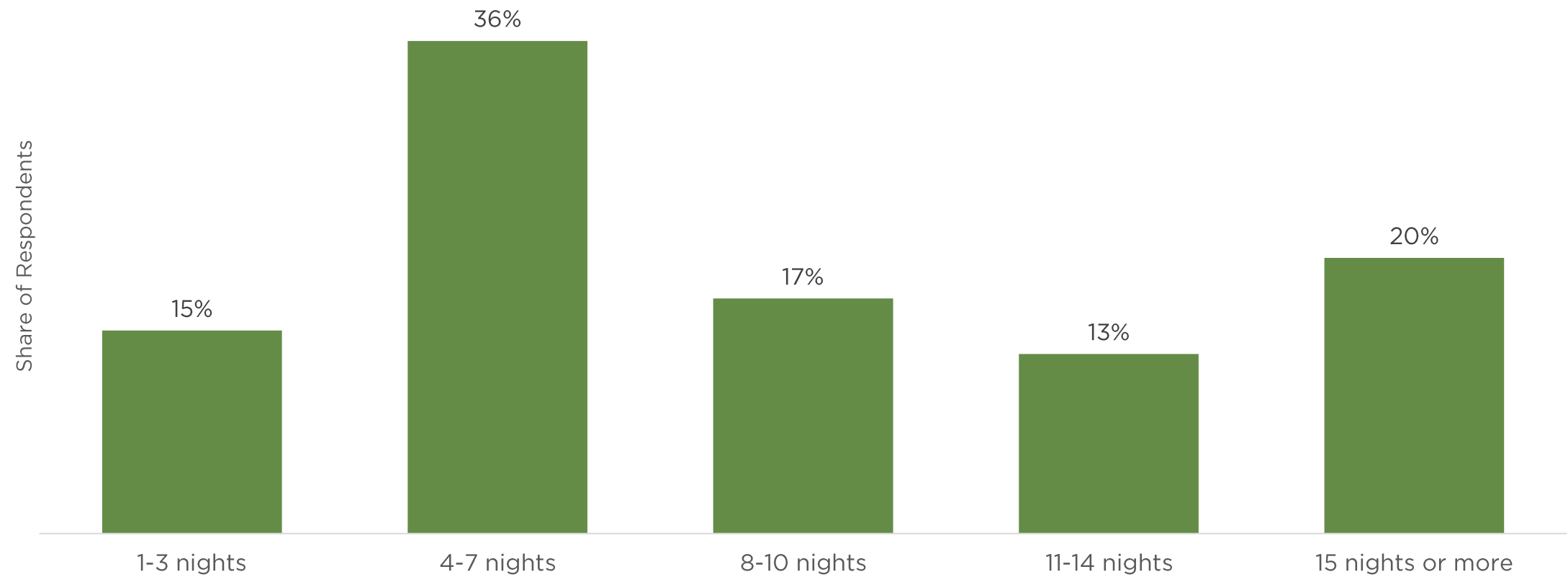


Note: Due to rounding, total does not sum to 100%.

Length of Stay (nights)

Q How many nights did you spend in PNG?

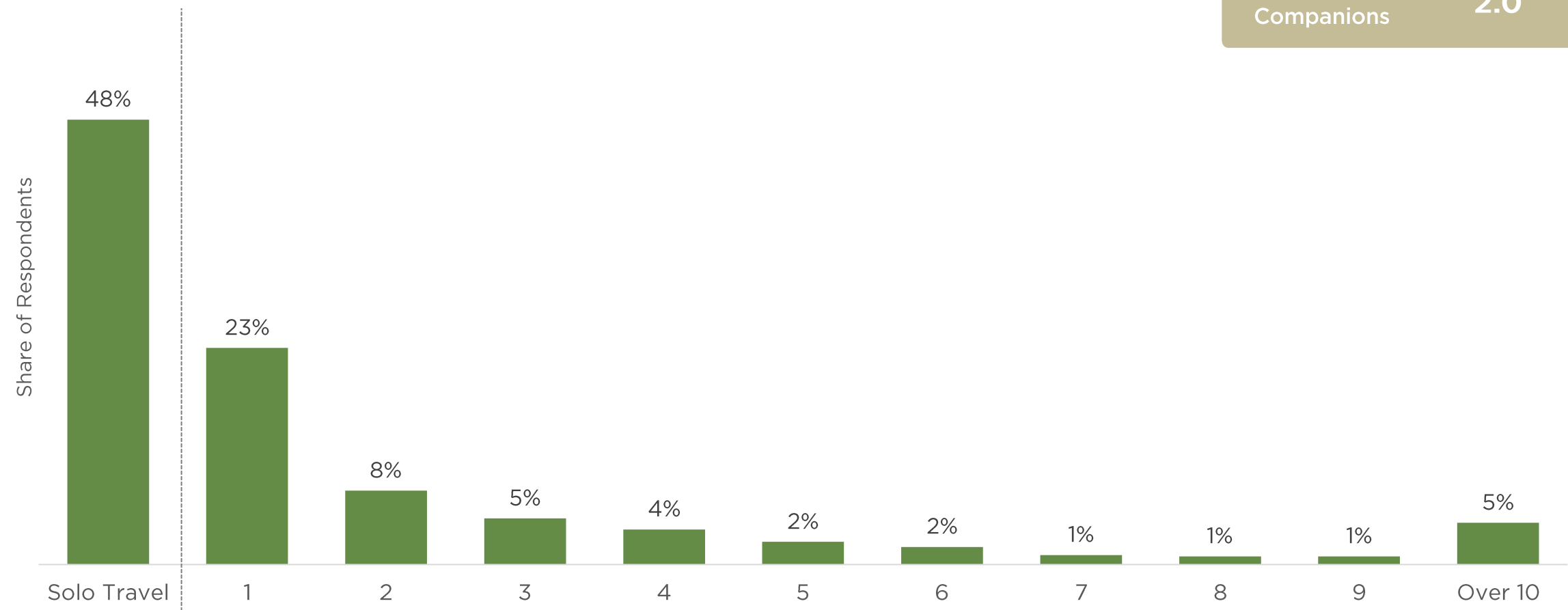
Avg. Length of Stay
9.6 nights



Note: Stays of 30 nights or more were excluded to focus on short-term visits. A 29-night threshold was set to include full-month stays, even in February.

Travel Group (Companions)

Q How many people accompanied you on this trip?

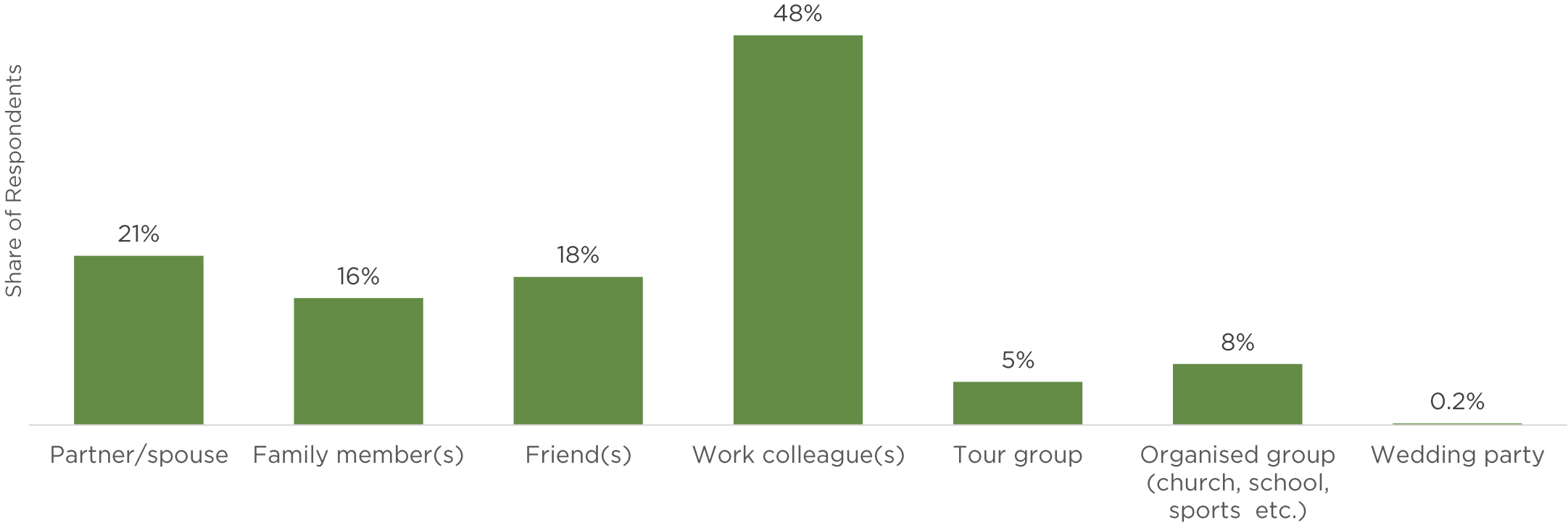


Avg. Travel Companions	3.9
Median Travel Companions	2.0

Note: Solo travelers (0 companions) were excluded to avoid skewing the mean and median results. The mean number of travel companions is 3.9, reflecting the presence of some very large groups, while the median is 2, indicating that half of respondents travel with two or fewer companions..

Travel Group Type

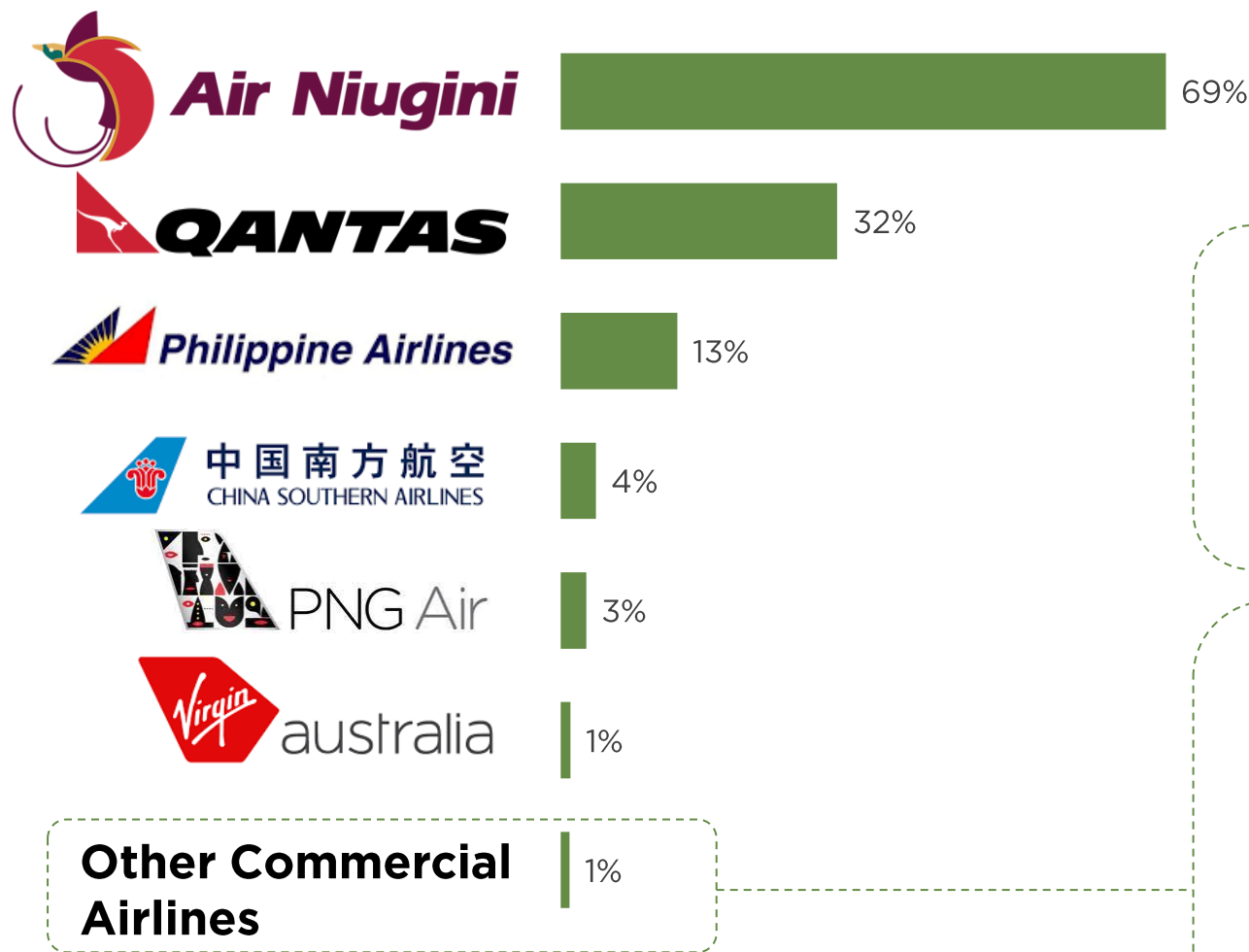
Q Who were your travelling companions?



Note: Percentages reflect the share of IVS respondents and are weighted. Data on travel companions, collected from January to May 2024, covers 6 months. Multiple responses may total over 100%.

Airlines Used for Travel

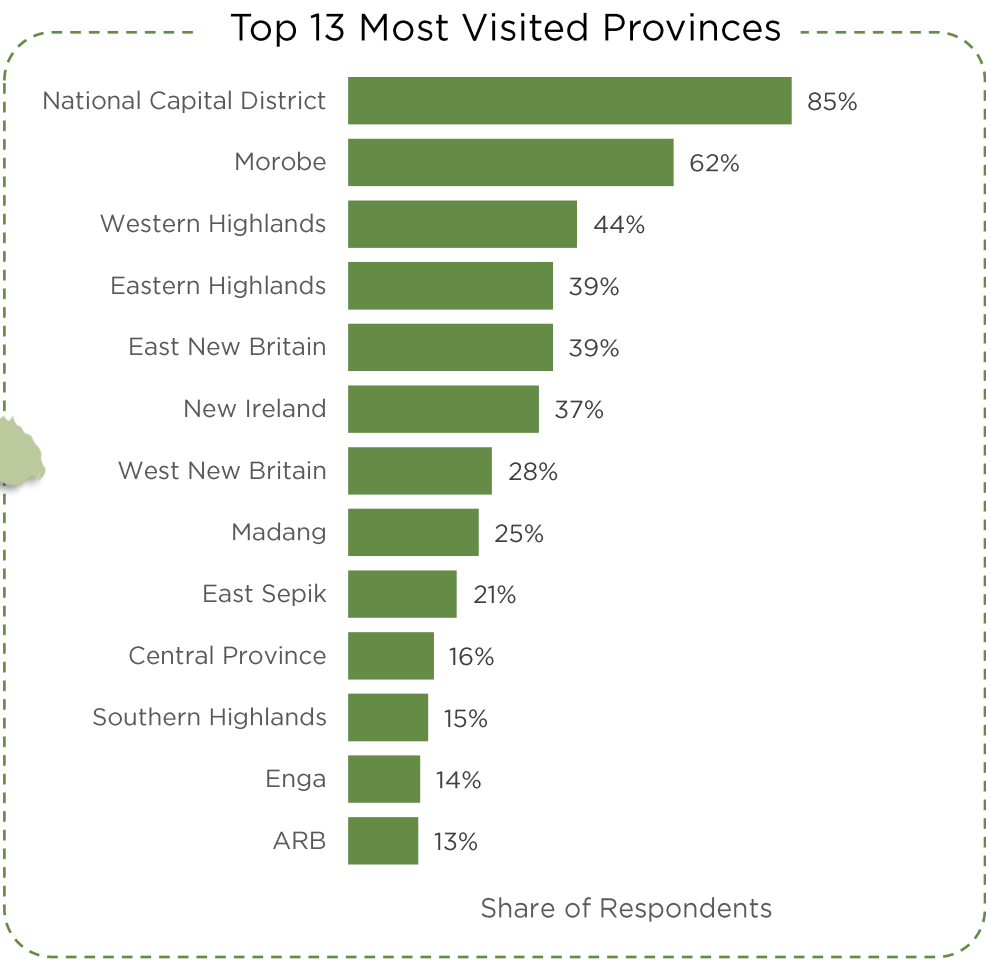
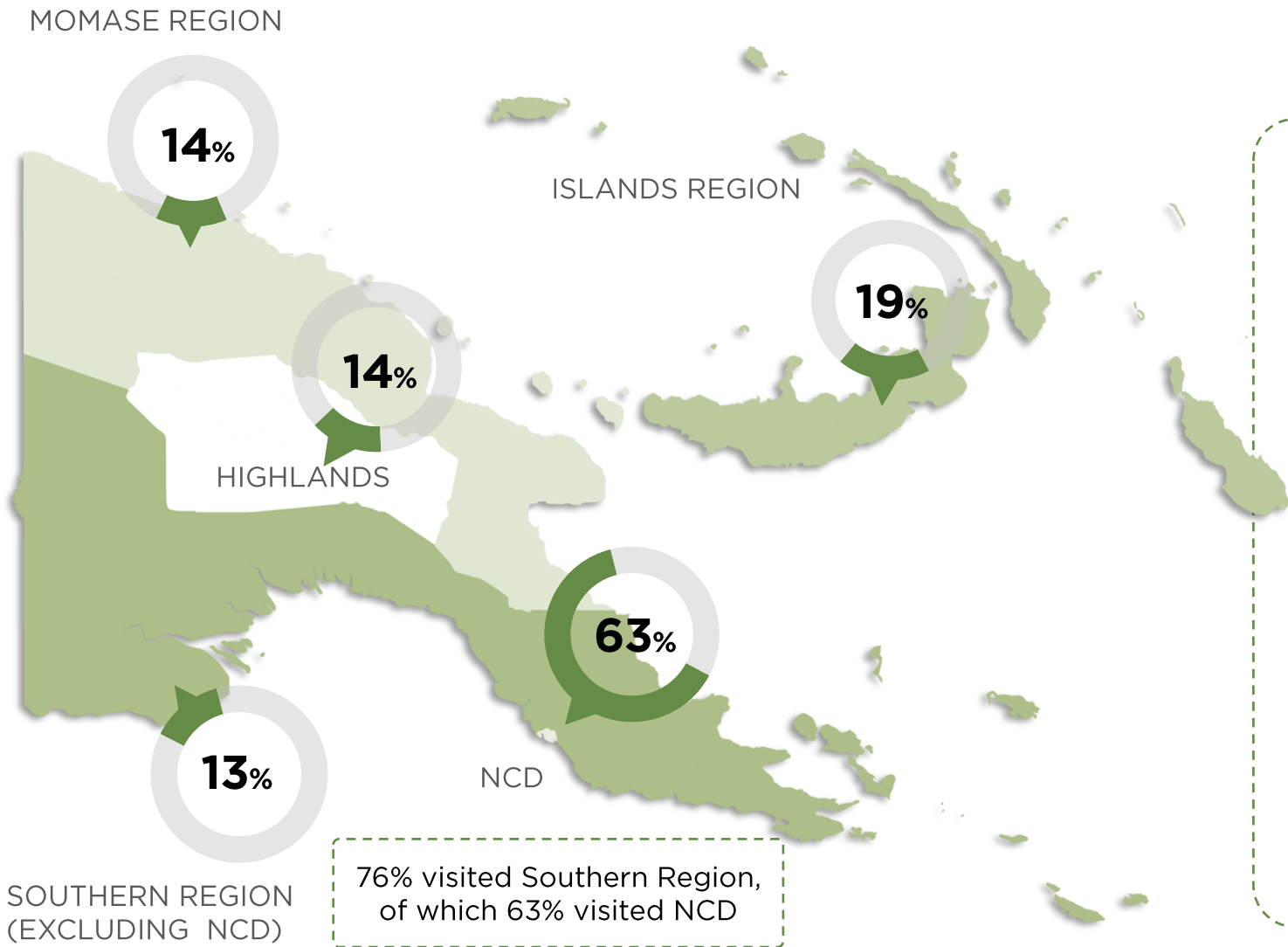
Q How did you travel to PNG?



Note:
1. Multiple responses, therefore total does not add up to 100%
2. "Other" modes of travel include Military Defence Aircraft, Medical Ship etc.

Top Region and Provinces Visited

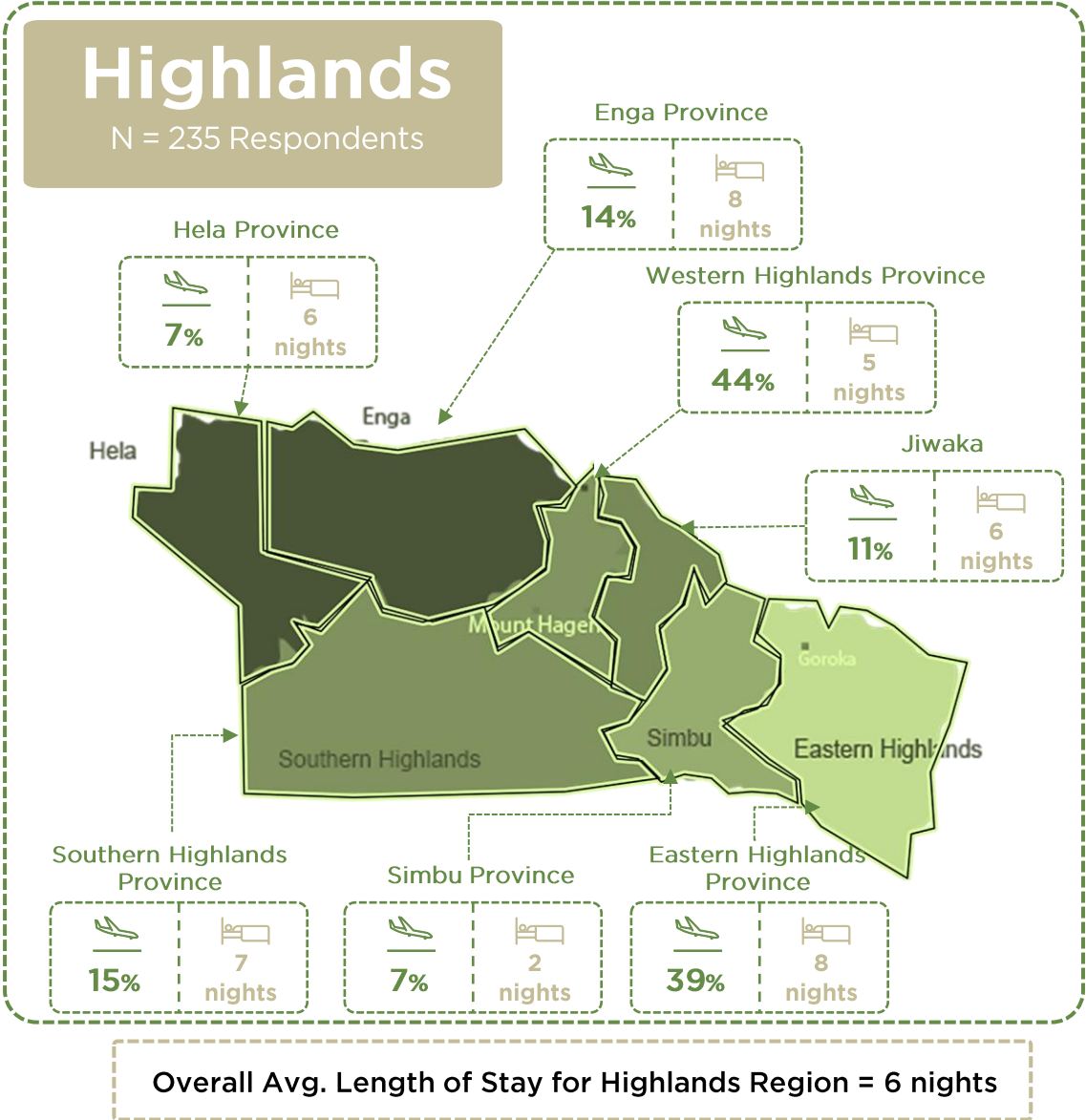
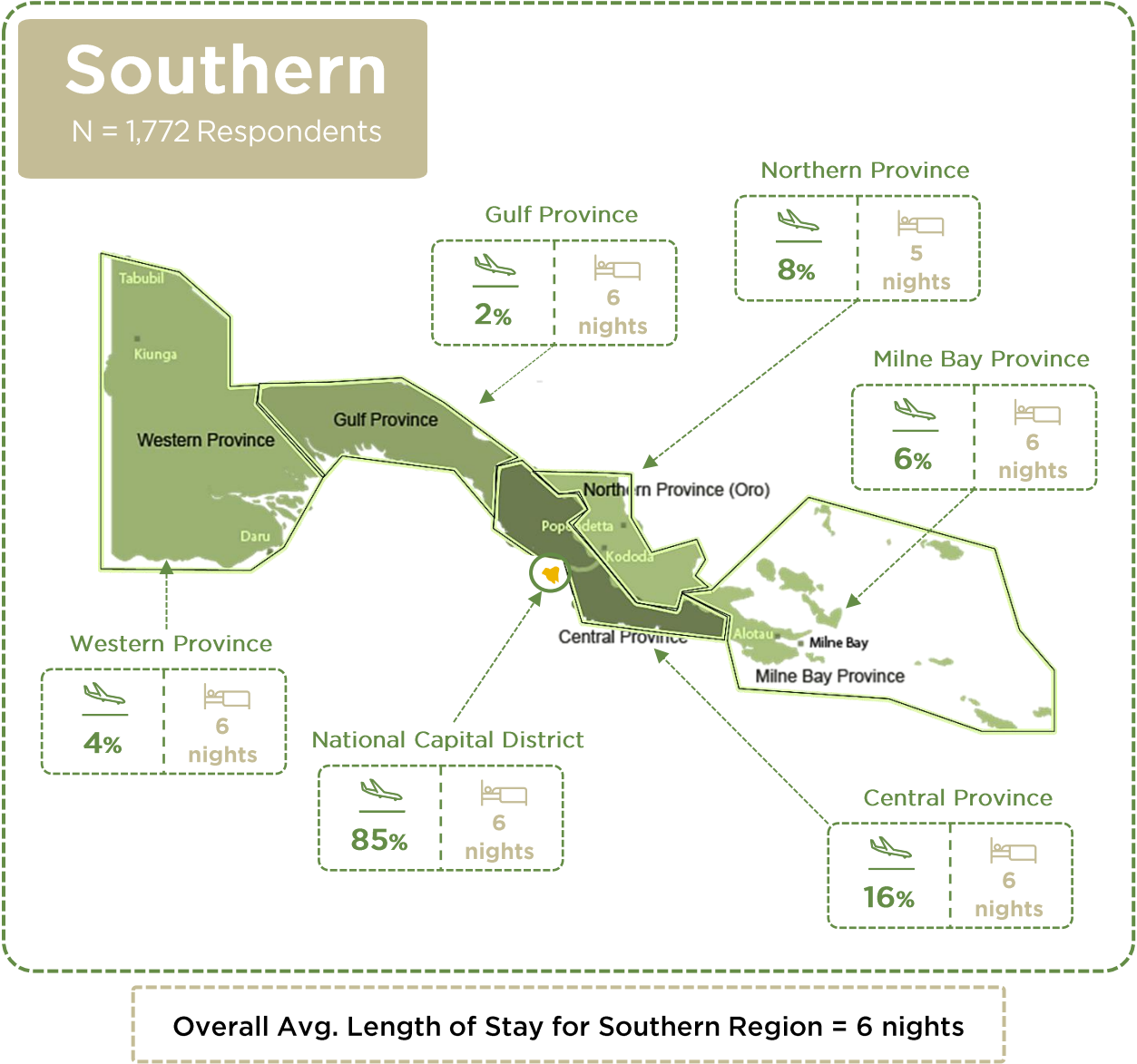
Q Which region(s) did you visit?



Note: Visitors can visit and stay in more than one region and province, so both diagrams use multiple response analysis. The first diagram shows the share of all visitors who visited each region (totals exceed 100%). The second shows the distribution of visits across provinces within each region (e.g., among visitors to the Southern Region, 85% visited NCD). NCD = National Capital District (Port Moresby); ARB = Autonomous Region of Bougainville.

Provinces Visited - Avg. Length of Stay

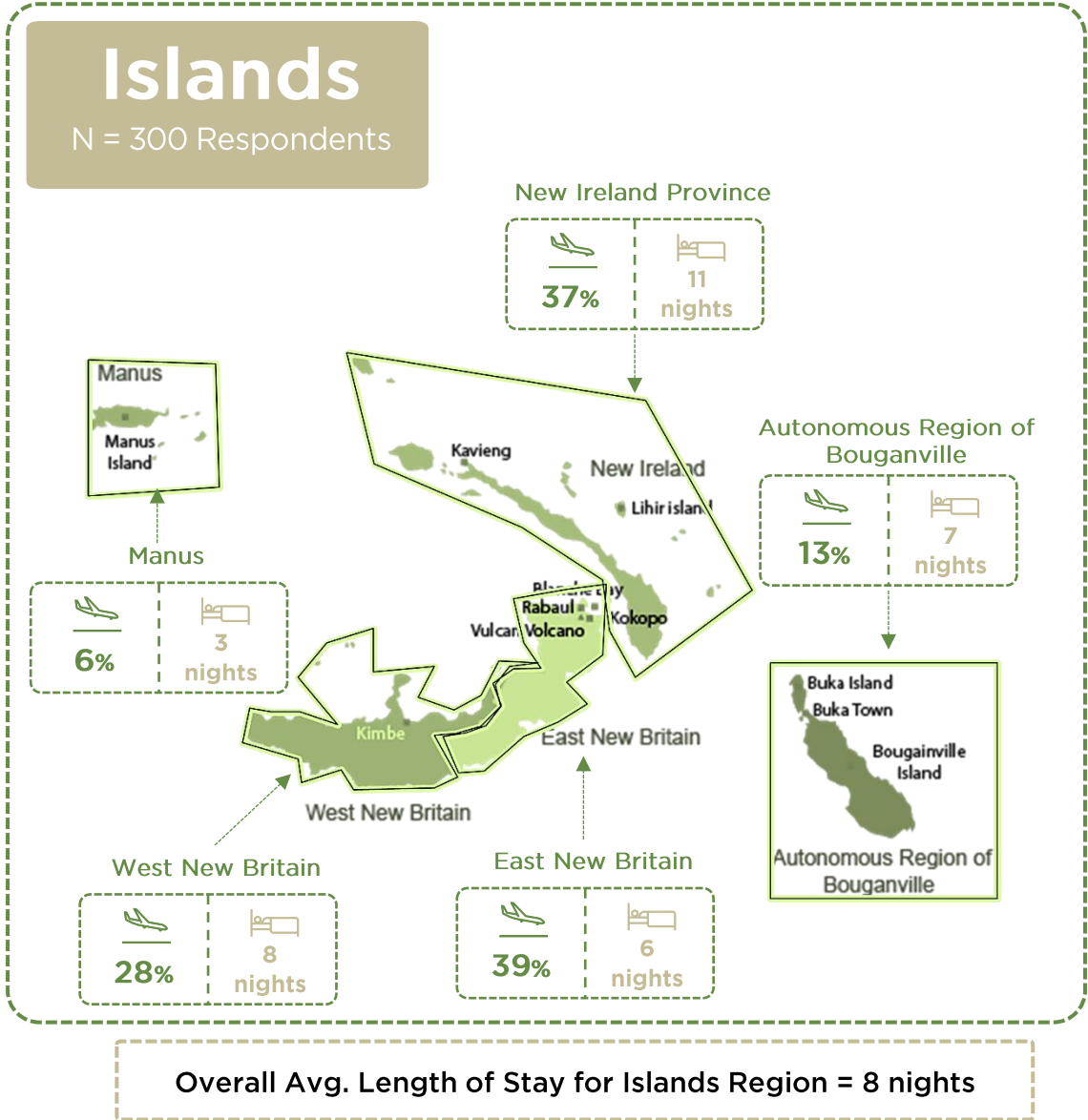
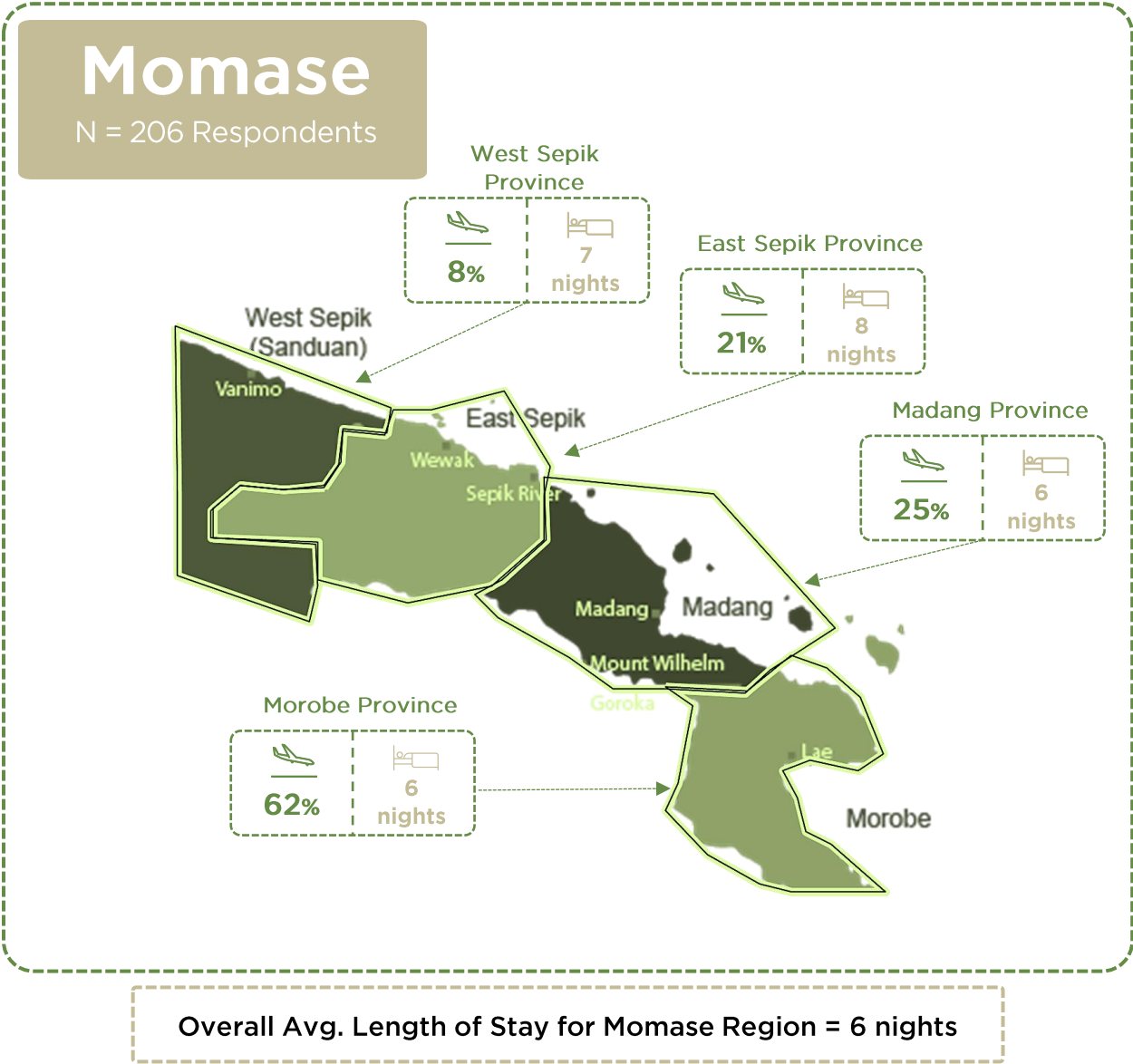
Q How many nights did you spend in each province?



Note: Multiple responses, therefore total does not add up to 100%. Stays of 30 nights or more were excluded to focus on short-term visits. A 29-night threshold was set to include full-month stays, even in February.

Provinces Visited - Avg. Length of Stay

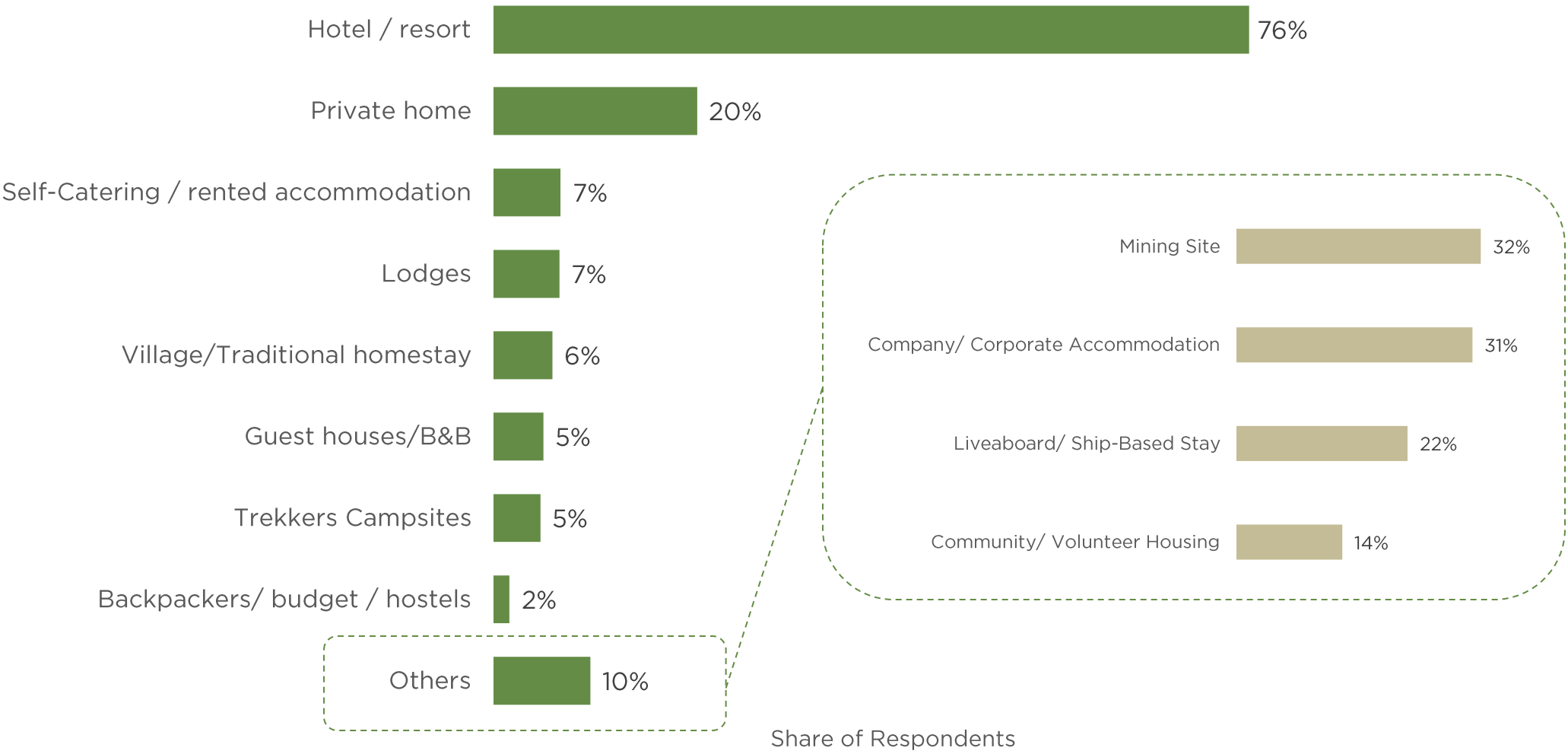
Q How many nights did you spend in each province?



Note: Due to multiple responses, the total does not add up to 100%. Stays of 30 nights or more were excluded to focus on short-term visits. A 29-night threshold was set to include full-month stays, even in February.

Type of Accommodation Stayed

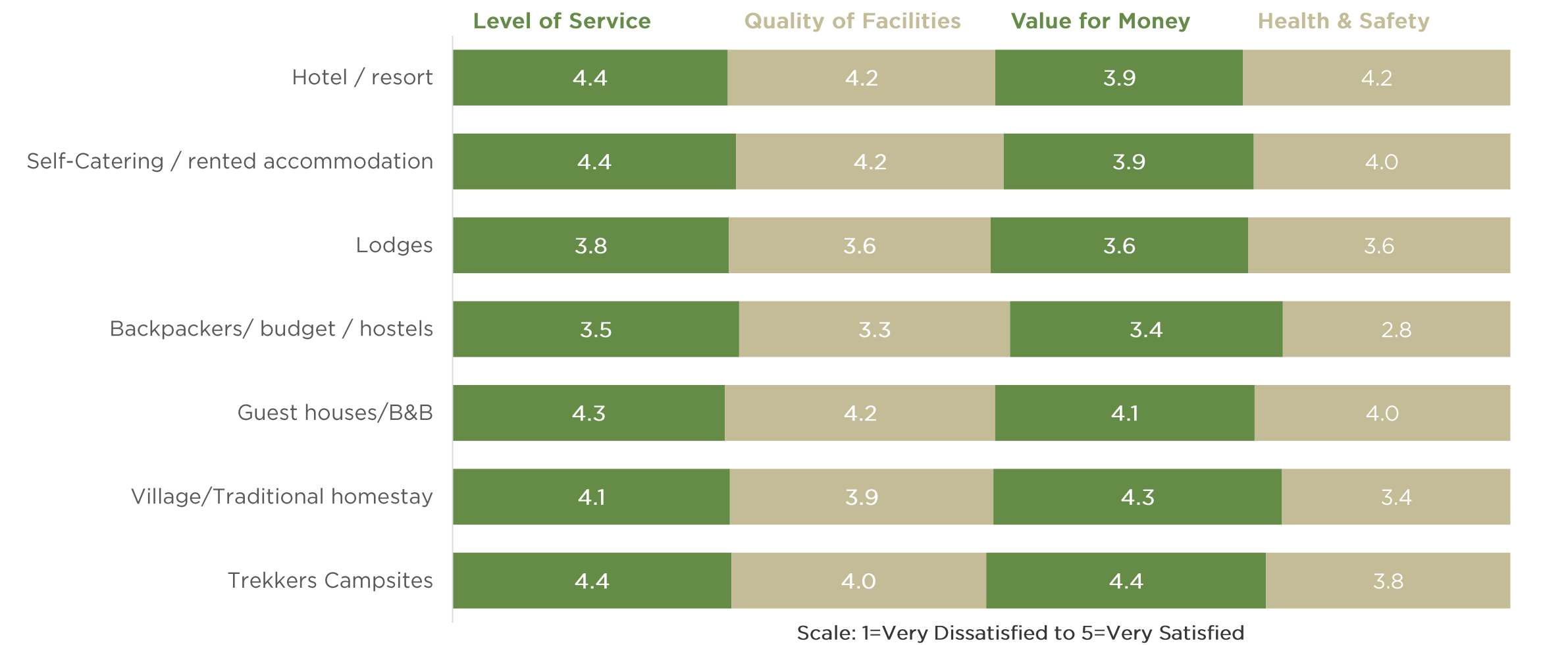
Q What type(s) of accommodation did you stay in?



Note: Totals may not add up to 100% due to multiple responses. Respondents noted in 'Others' non-standard accommodation types such as mining campsites and liveaboard/ship-based stays, that are mostly sponsored by third party. Respondents may use multiple accommodation types in a single trip.

Accommodation Satisfaction

Q How satisfied are you with the following aspects of the accommodation you stayed in?



Note: Score is the average of all the scores to each stated aspect of the accommodation.

Note: Ratings are shown with up to 1 decimal place to accurately reflect differences. Rounding could obscure important variations

Report Structure



Visitor Profile



Visitor
Characteristics
& Preferences



Information &
Decision Making



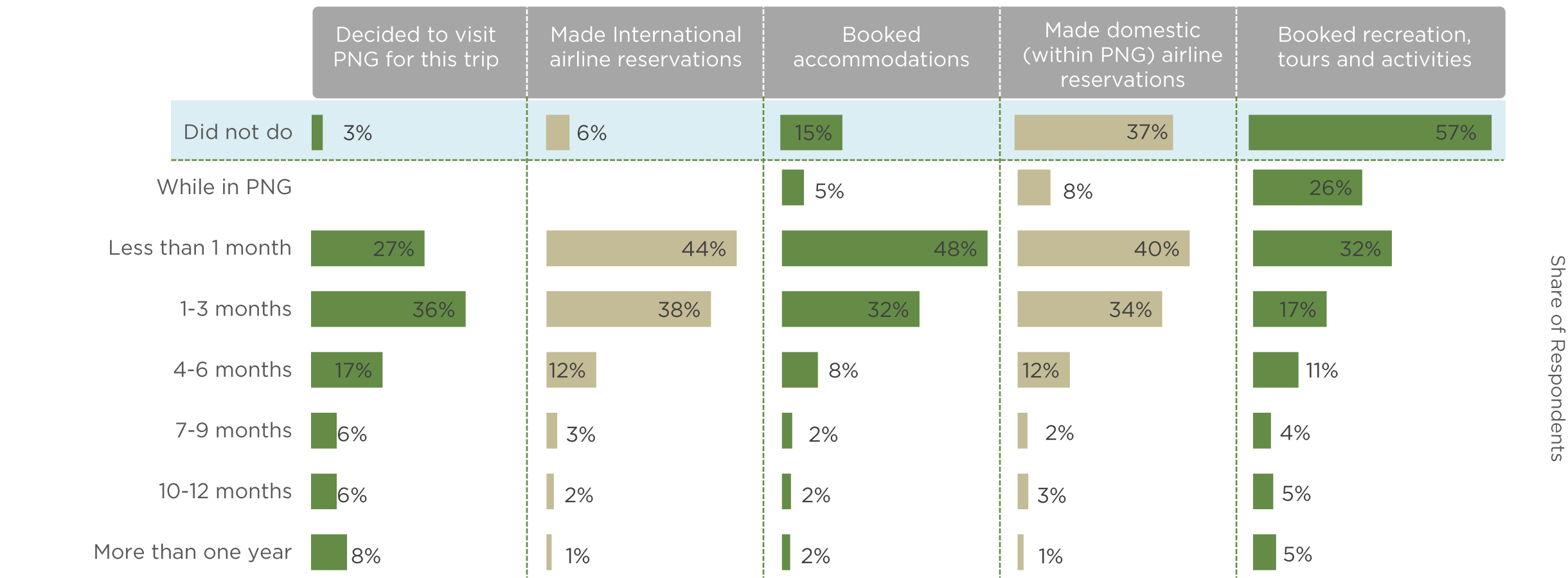
Visitor Spending
& Impact



Visitor
Satisfaction

Trip Planning and Booking Window

Q When did you start planning and making the below arrangements for your trip to PNG?



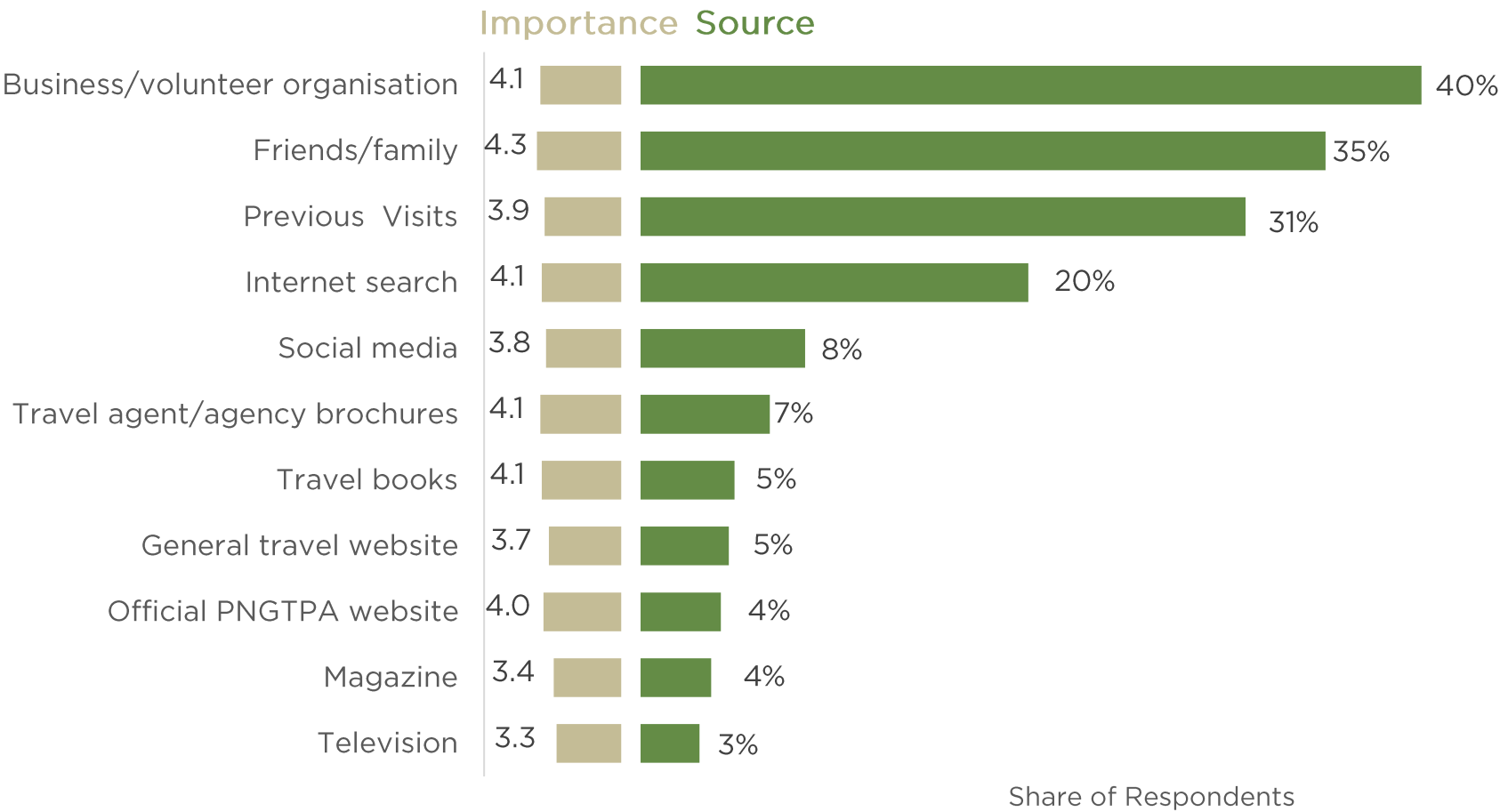
Share of Respondents

Note: The "Did not do" category was overwhelmingly predominant, making other categories appear relatively small. To clarify, frequency analysis was conducted twice: once including and once excluding this category. The second analysis, excluding the "Did not do" category, ensures that the remaining data totals add up to 100%, offering a clearer view of the proportions of the other categories.

Source of Information

Scale: 1=extremely unimportant to 5=extremely important

Q How did you find out about PNG as a destination?
Q How important was the information source?

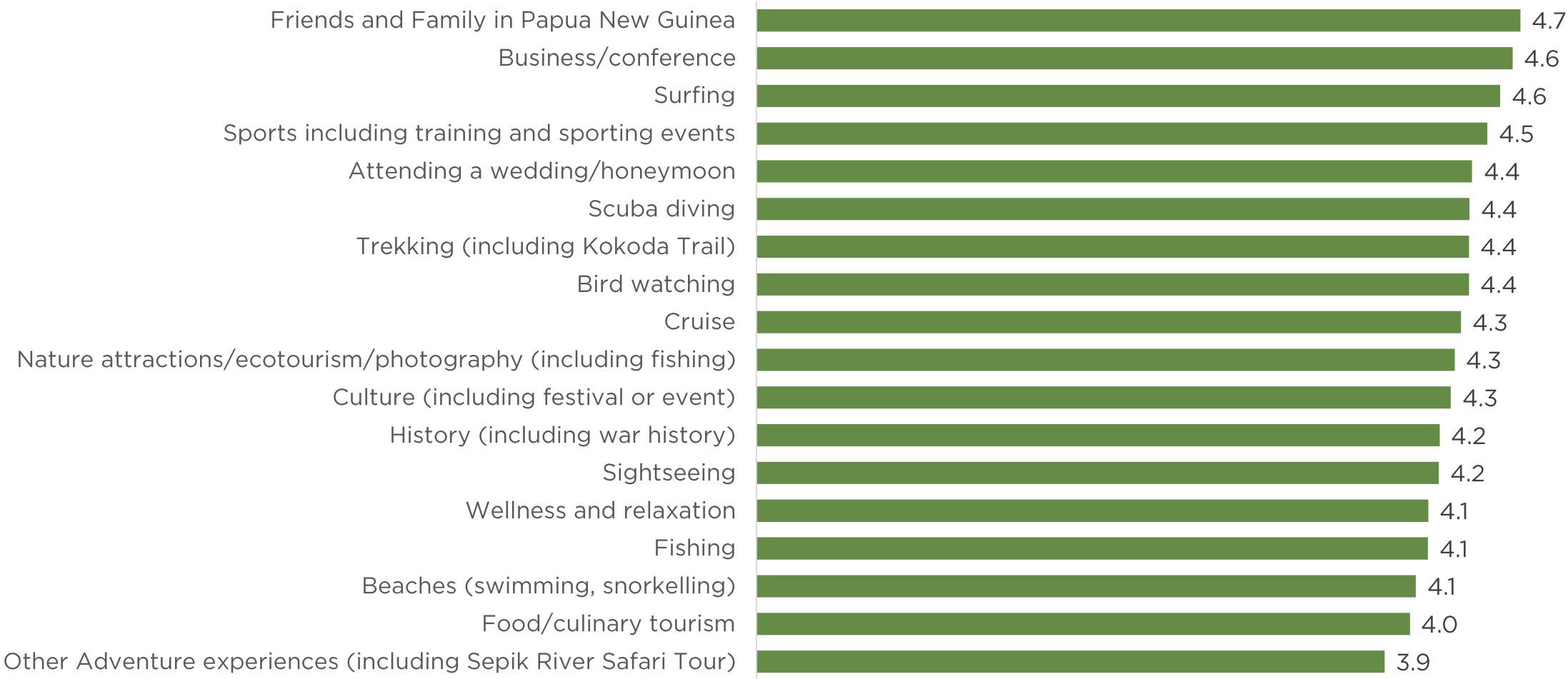


Note: Totals may not add up to 100% due to multiple responses. Ratings are shown with up to 1 decimal place to accurately reflect differences. Rounding could obscure important variations.

Influential Factors in Choosing PNG

Scale: 3=Some influence to 5=very influential

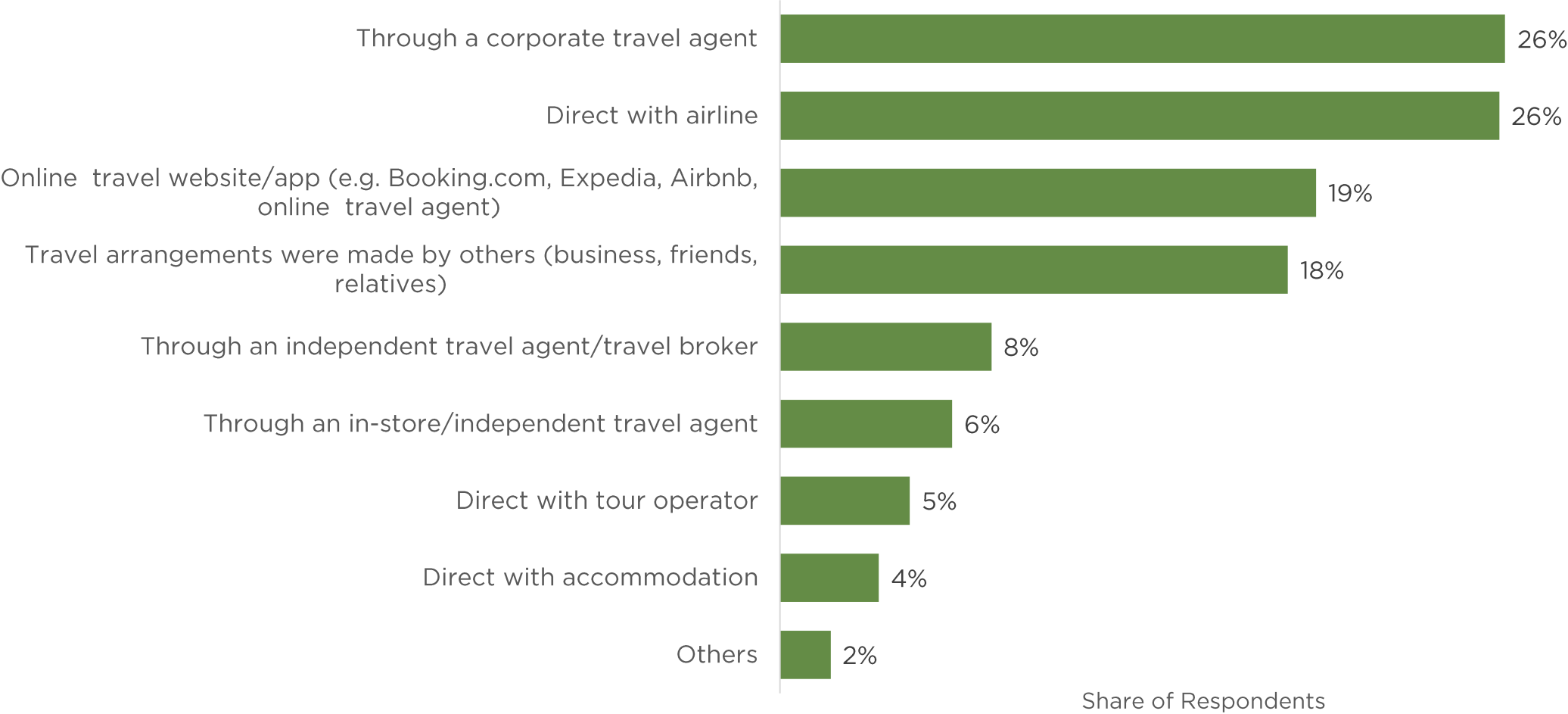
Q How influential were the following factors?



Note: Ratings are shown with up to 1 decimal place to accurately reflect differences. Rounding could obscure important variations.

Methods of Travel Bookings

Q How did you purchase your travel to PNG?



Note: Totals may not add up to 100% due to multiple responses.

Report Structure



Visitor Profile



Visitor
Characteristics
& Preferences



Information &
Decision Making



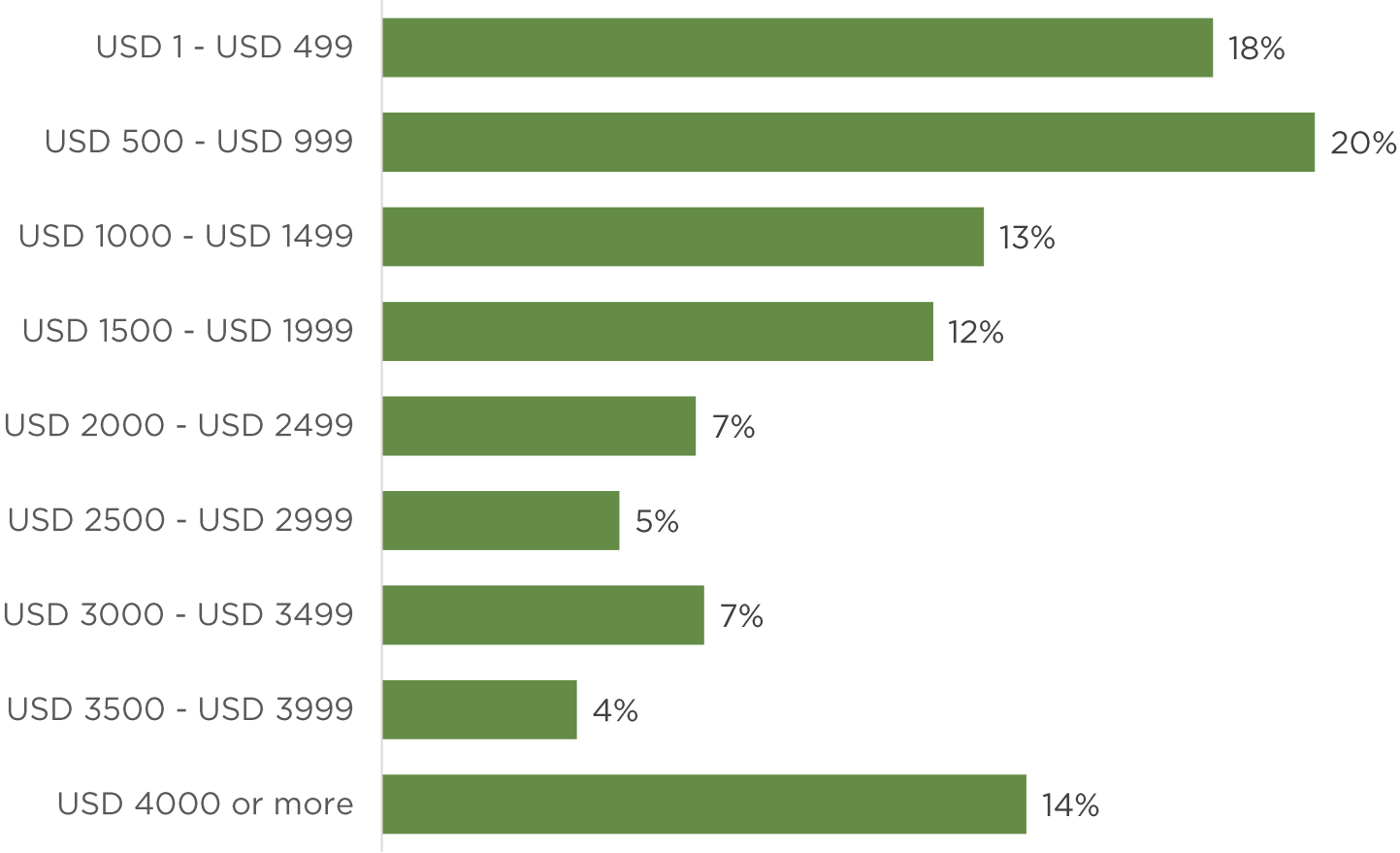
Visitor Spending
& Impact



Visitor
Satisfaction

Prepaid expenditure per person

Q How much did you pay prior to your arrival?



Share of Respondents

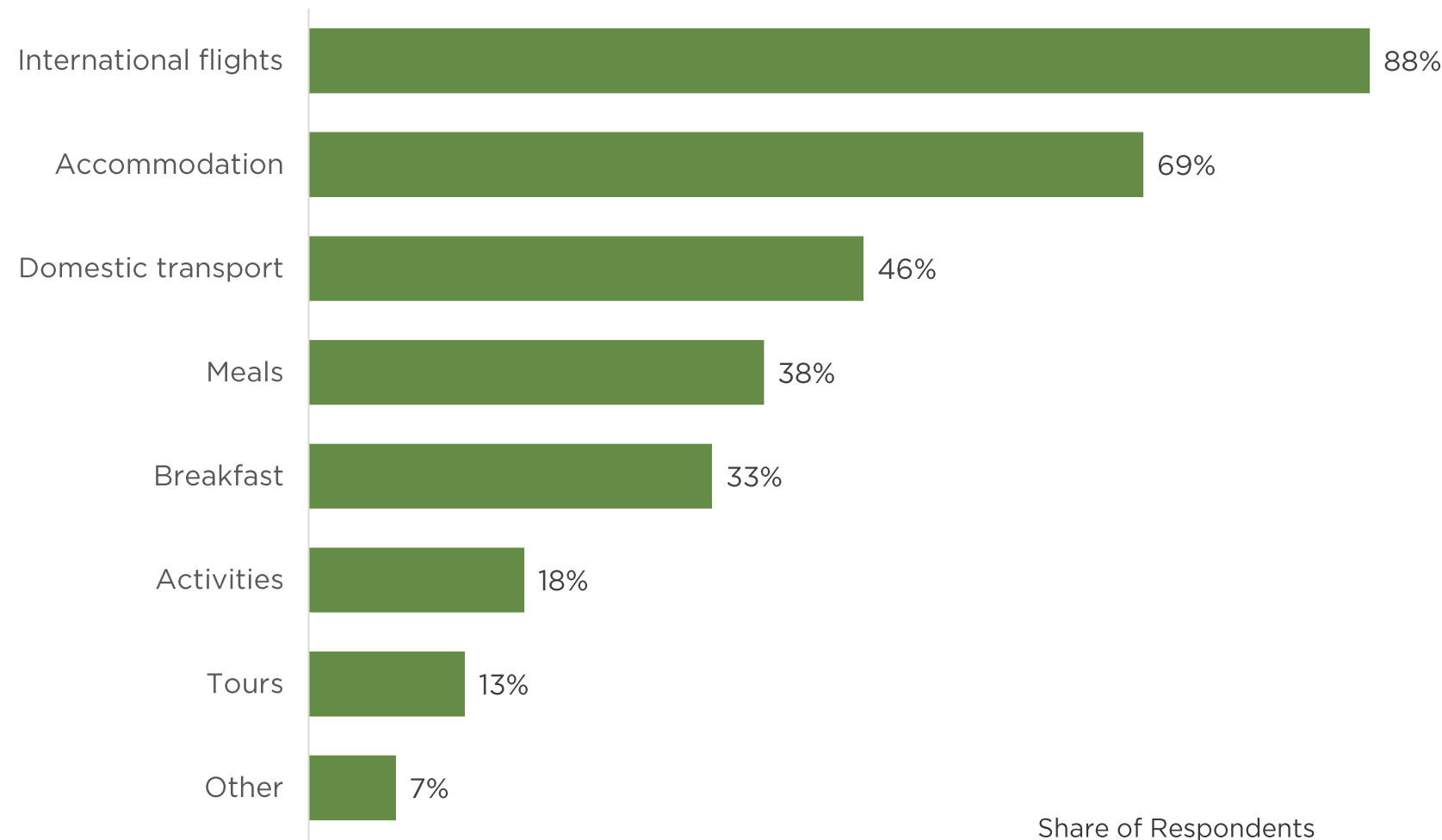
Avg. prepaid spend
USD 2,388

Avg. prepaid spend
PGK 9,635

Note: The average exchange rate to PGK and USD for January - June 2025 was applied.

Prepaid items

Q What did your prepaid expenditure include?



Share of Respondents

Note: Totals may not add up to 100% due to multiple responses. Respondents may not necessarily prepay for all the listed items and may not necessarily know the cost breakdown of their prepaid packages

In-country Spend Per Person Per Day While in PNG

	Local Spend Per Person Per Day		
	<u>% of sector</u>	<u>USD</u>	<u>PGK</u>
Accommodation	39	30	121
Food & Beverage	25	19	76
Domestic Travel	8	6	24
Retail	2	2	8
Souvenir	5	4	15
Tour	2	1	6
Local Transport	6	4	17
Other	13	9	39
Internet & Service	1	1	4
TOTAL	100	76	310

Note: Total Economic Impact-Per Trip and Per Day are per-person expenditures and can be used to estimate the total economic impact, through extrapolating to the total number of visitor arrivals during the surveyed period.

Economic Impact - Per Person and Total

	Visitor Expenditure Per Person & Total	
	USD	PGK
Average Spend Prior to arrival		
Per Person Per Trip	2,388	9,635
Flowing into local economy rate	estimated 65%	
Per Person Per Trip	1,552	6,263
Per Person per Day	161	652

Average Local Spend		
Length of Stay (nights)	mean 9.6 nights	
Per Person Per Trip	726	2,979
Per Person per Day	76	310

Total Economic Impact-Per Trip	2,278	9,242
Total Economic Impact-Per Day	237	961

Note: Total Economic Impact-Per Trip and Per Day are per-person expenditures and can be used to estimate the total economic impact, through extrapolating to the total number of visitor arrivals during the surveyed period.

JAN – JUN 2024

USD 151 MILLION

FROM 48,622 VISITORS



PREPAID
EXPENDITURE



IN-COUNTRY
SPEND

\$2,286

Prepaid per visitor per trip

\$156

In-country spend per day

65%

Flowing into
local economy
rate



x 10.4 nights
Average length of
stay

\$1,486

Prepaid per visitor per trip

\$1,620

In-country spend per trip



ECONOMIC
IMPACT

\$3,106 per visitor per trip

\$299 per visitor per day

JAN – JUN 2025

USD 121 MILLION ▼

FROM 53,379 VISITORS ▲



PREPAID
EXPENDITURE



IN-COUNTRY
SPEND

\$2,388 ▲

Prepaid per visitor per trip

\$76 ▼

In-country spend per day

65%

Flowing into
local economy
rate



x 9.6 nights ▼
Average length of
stay

\$1,552 ▲

Prepaid per visitor per trip

\$726 ▼

In-country spend per trip



ECONOMIC
IMPACT

\$2,278 per visitor per trip ▼

\$237 per visitor per day ▼

Note: US dollars. All amounts are per person. Weight adjusted.

Report Structure



Visitor Profile



Visitor
Characteristics
& Preferences



Information &
Decision Making



Visitor Spending
& Impact

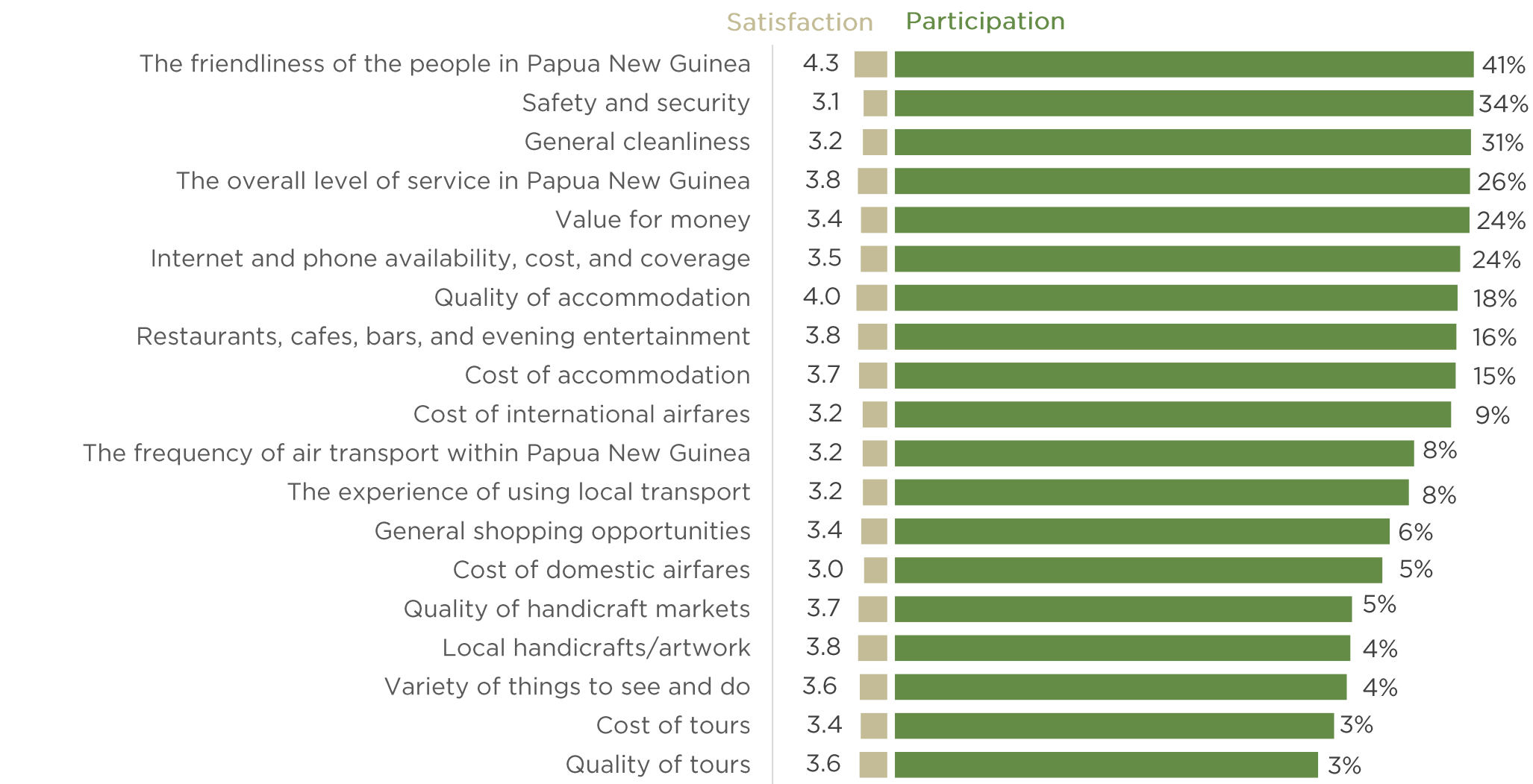


Visitor
Satisfaction

Satisfaction with Travel Experience

Scale: 1=very dissatisfied to 5=very satisfied

Q How satisfied were you with the following?



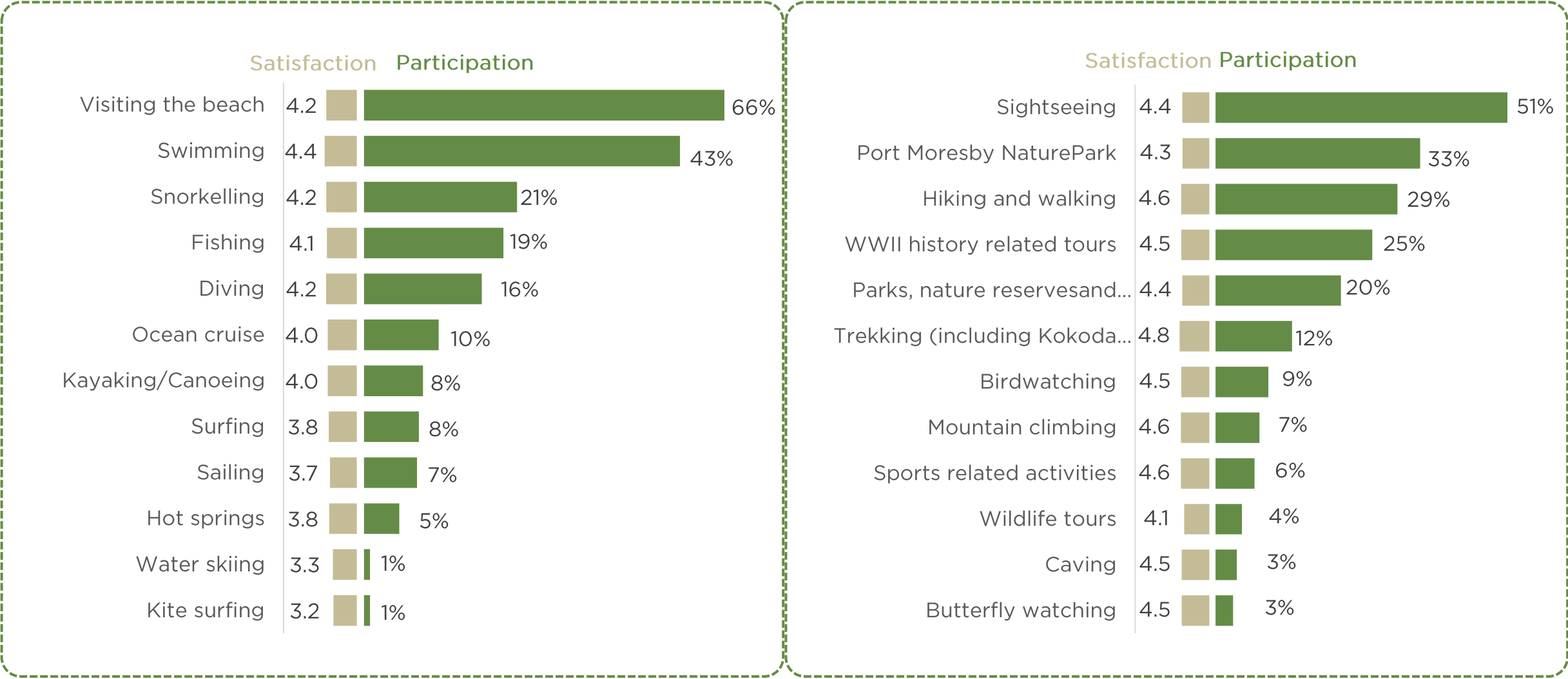
Note: Totals may not add up to 100% due to multiple responses.

Satisfaction with Activities

Q How satisfied were you with the following?

Water-based activities

Land-based activities



Scale: 1=very dissatisfied to 5=very satisfied

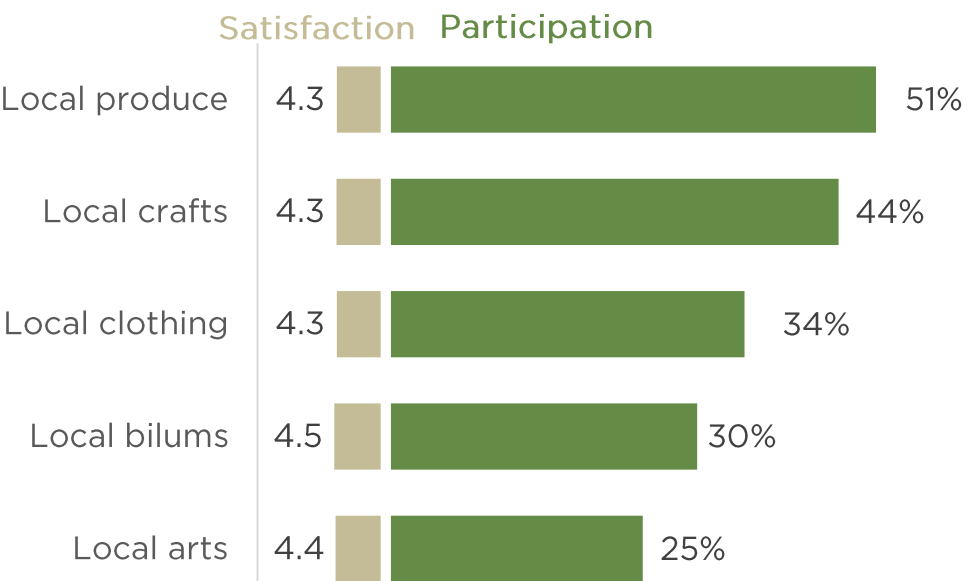
Satisfaction with Activities

Q How satisfied were you with the following?

Cultural activities



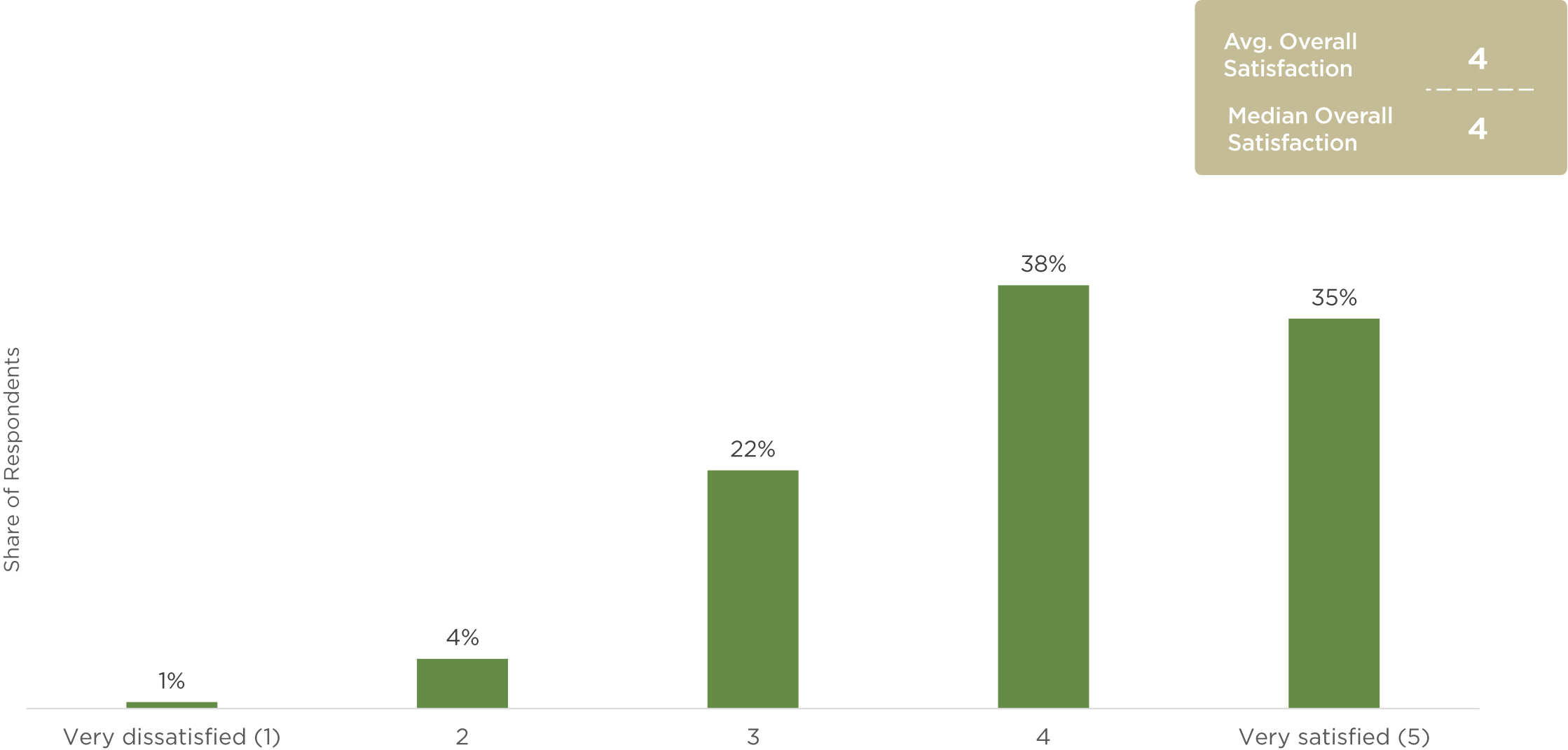
Shopping activities



Scale: 1=very dissatisfied to 5=very satisfied

Visitor Overall Satisfaction

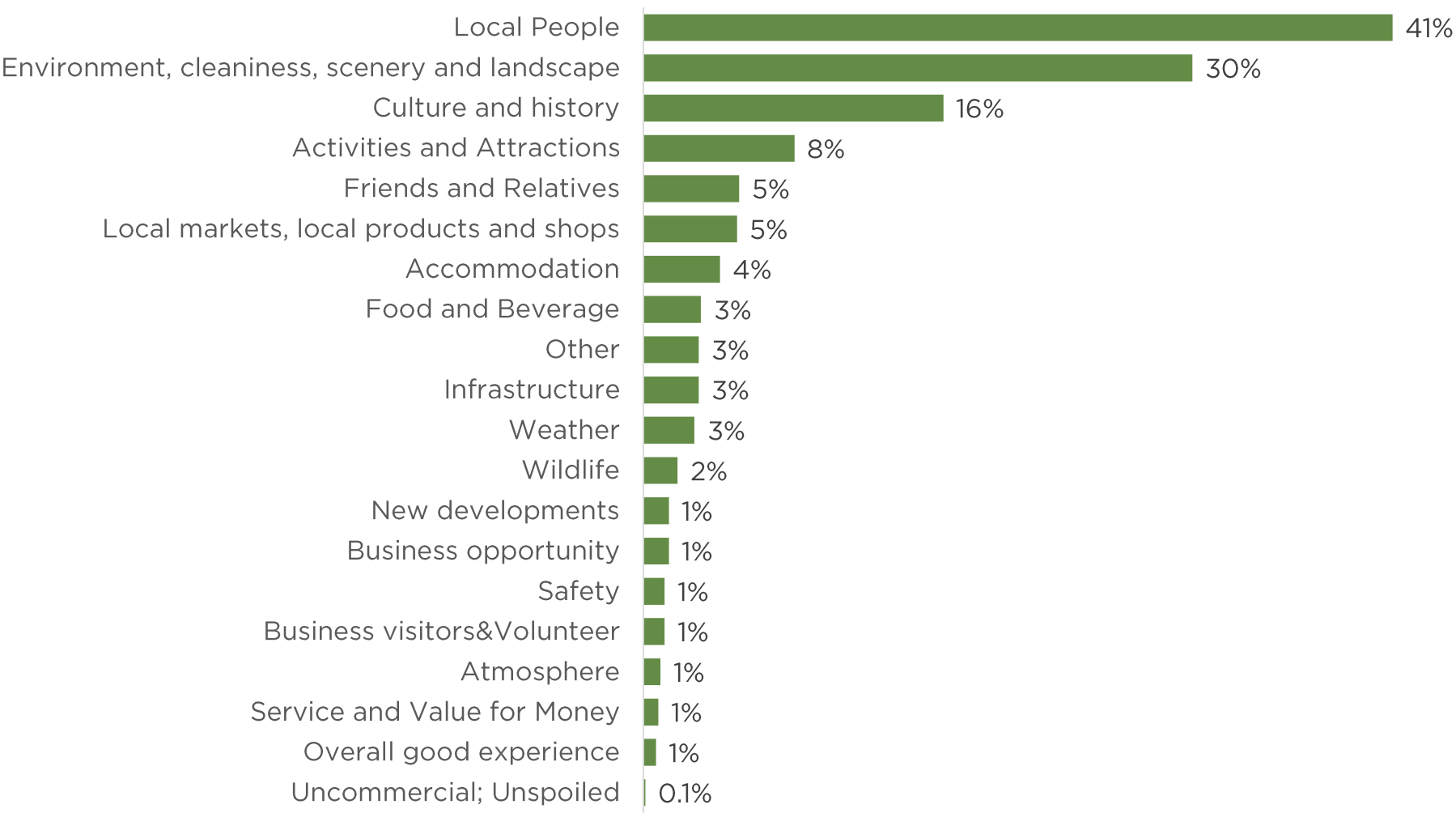
Q How satisfied were you with your overall experience of PNG?



Note: The mean overall satisfaction rating is 3.9 and the median rating is 4. The median shows that 50% of respondents have an overall satisfaction rating of 4 and above

Most Appealing Aspects of PNG

Q What did you find most appealing about PNG?

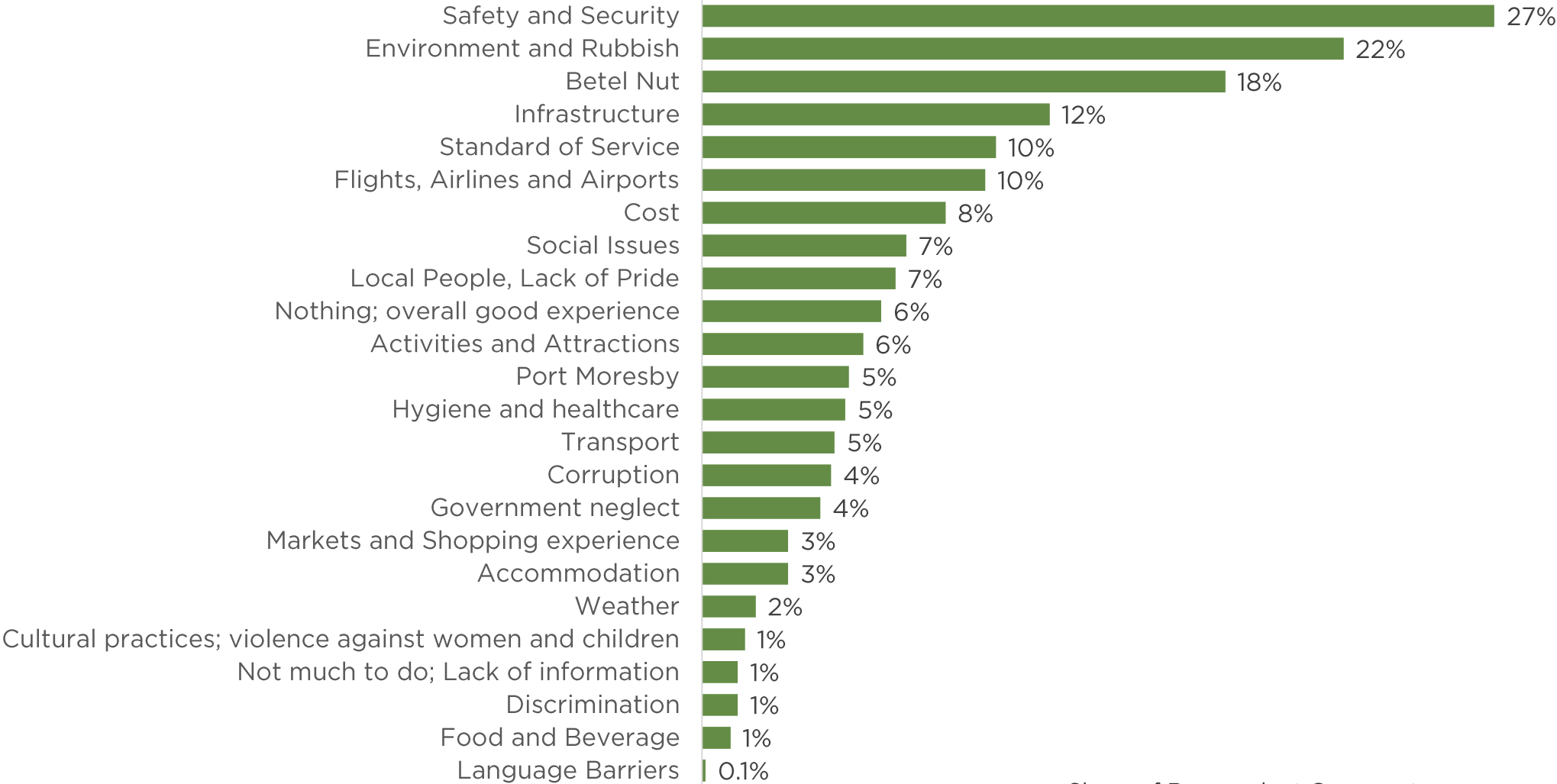


Share of Respondent Comments

Note: Total response N=858. Multiple response analysis, so total does not add up to 100%

Least Appealing Aspects of PNG

Q What did you find least appealing about PNG?



Share of Respondent Comments

Note: Total response N=804. Multiple response analysis, so total does not add up to 100%

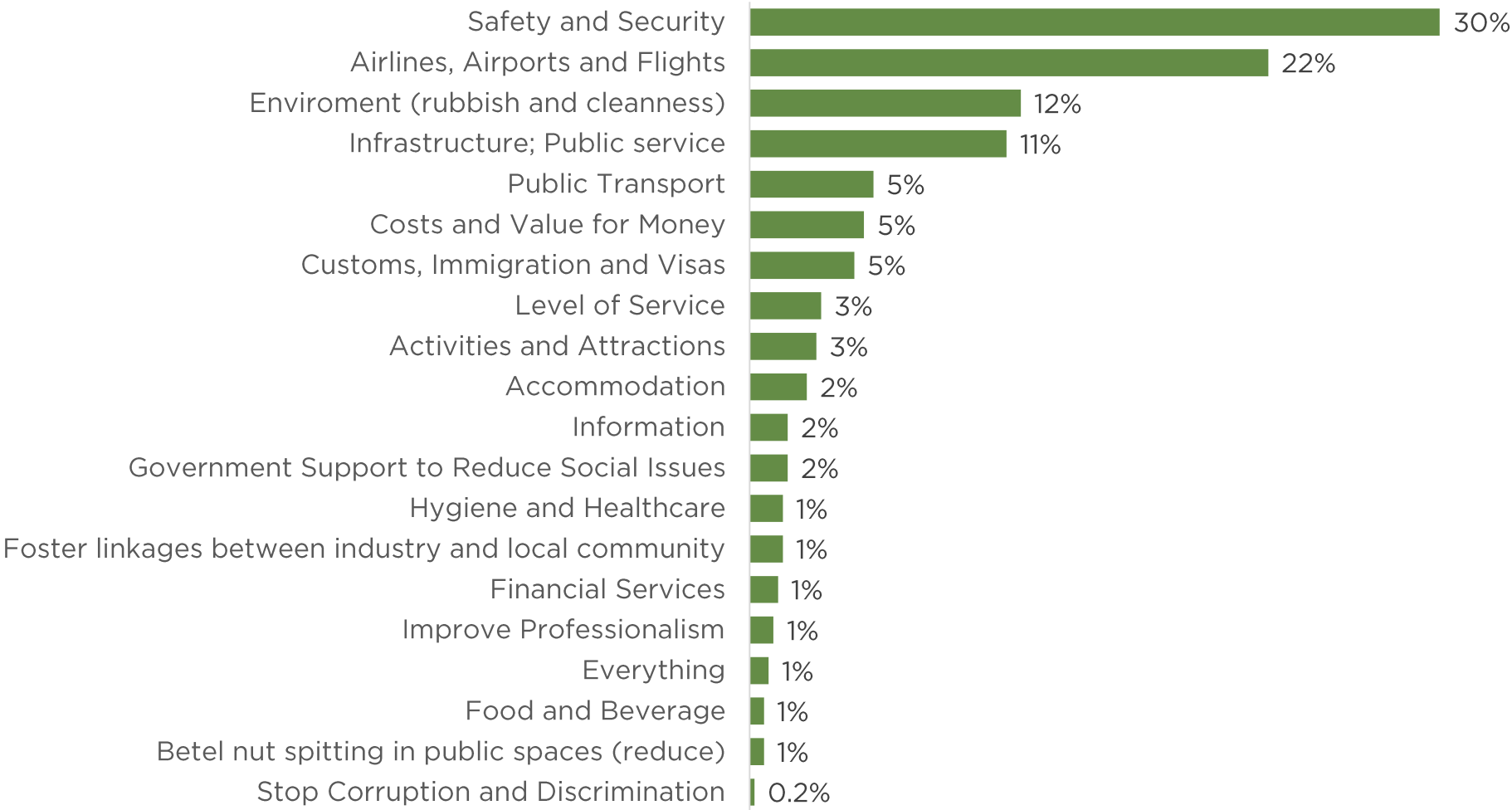
”

- ”



Suggestions for Improvement

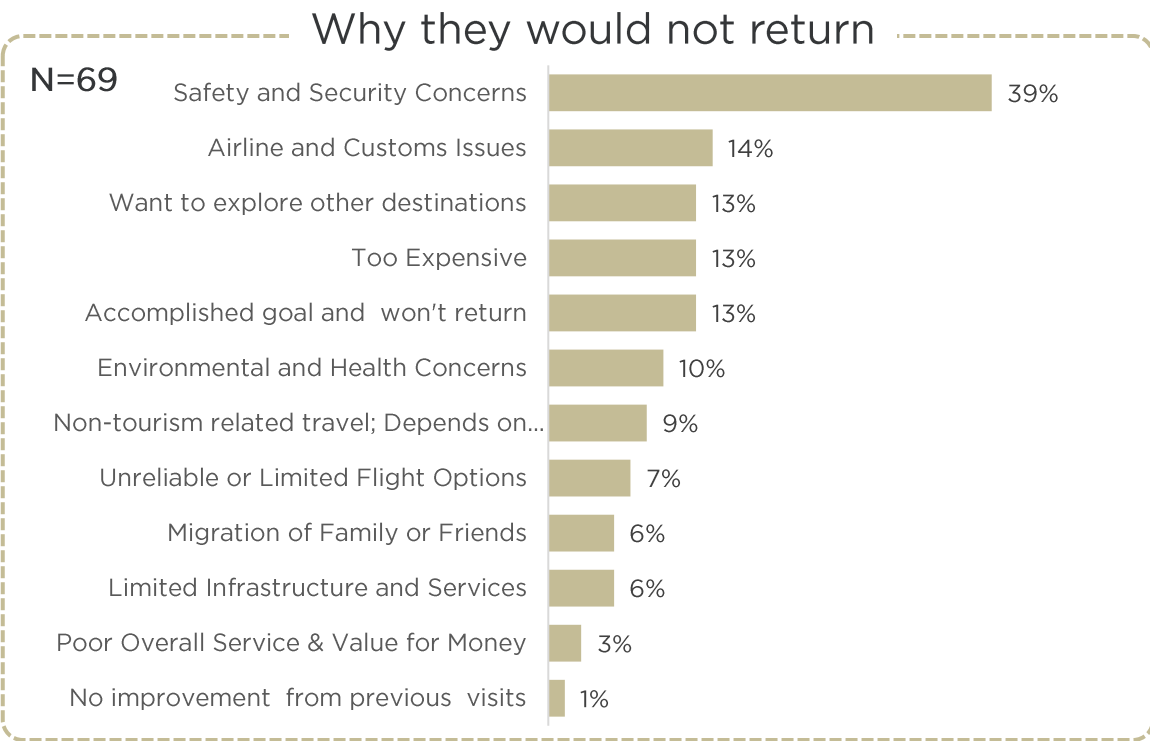
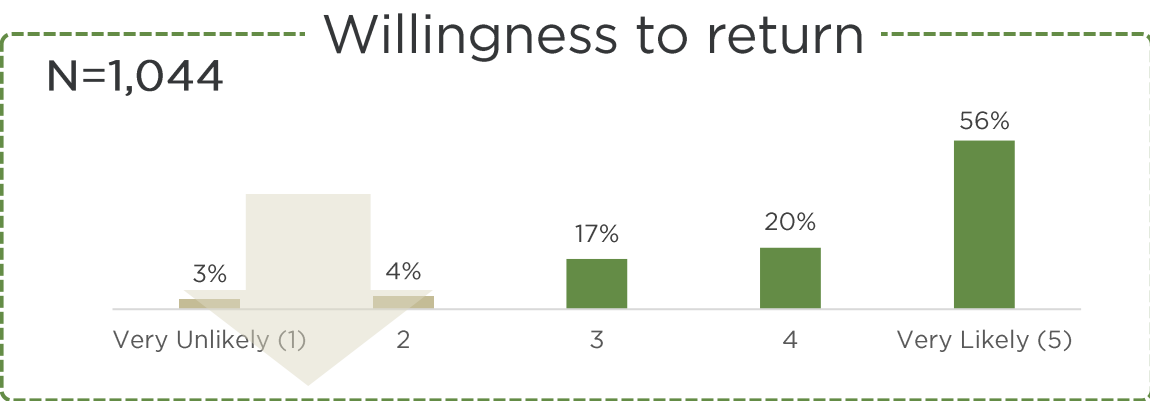
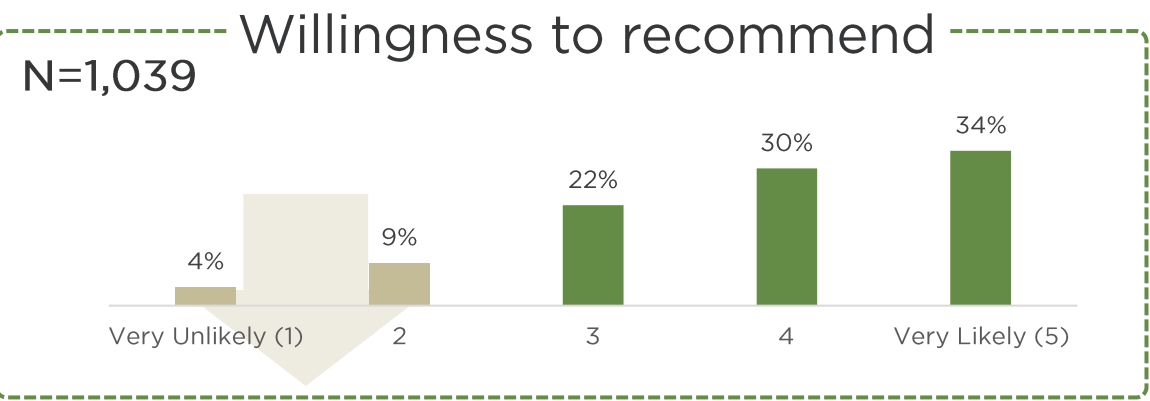
Q Is there anything that could have improved your visit to PNG?



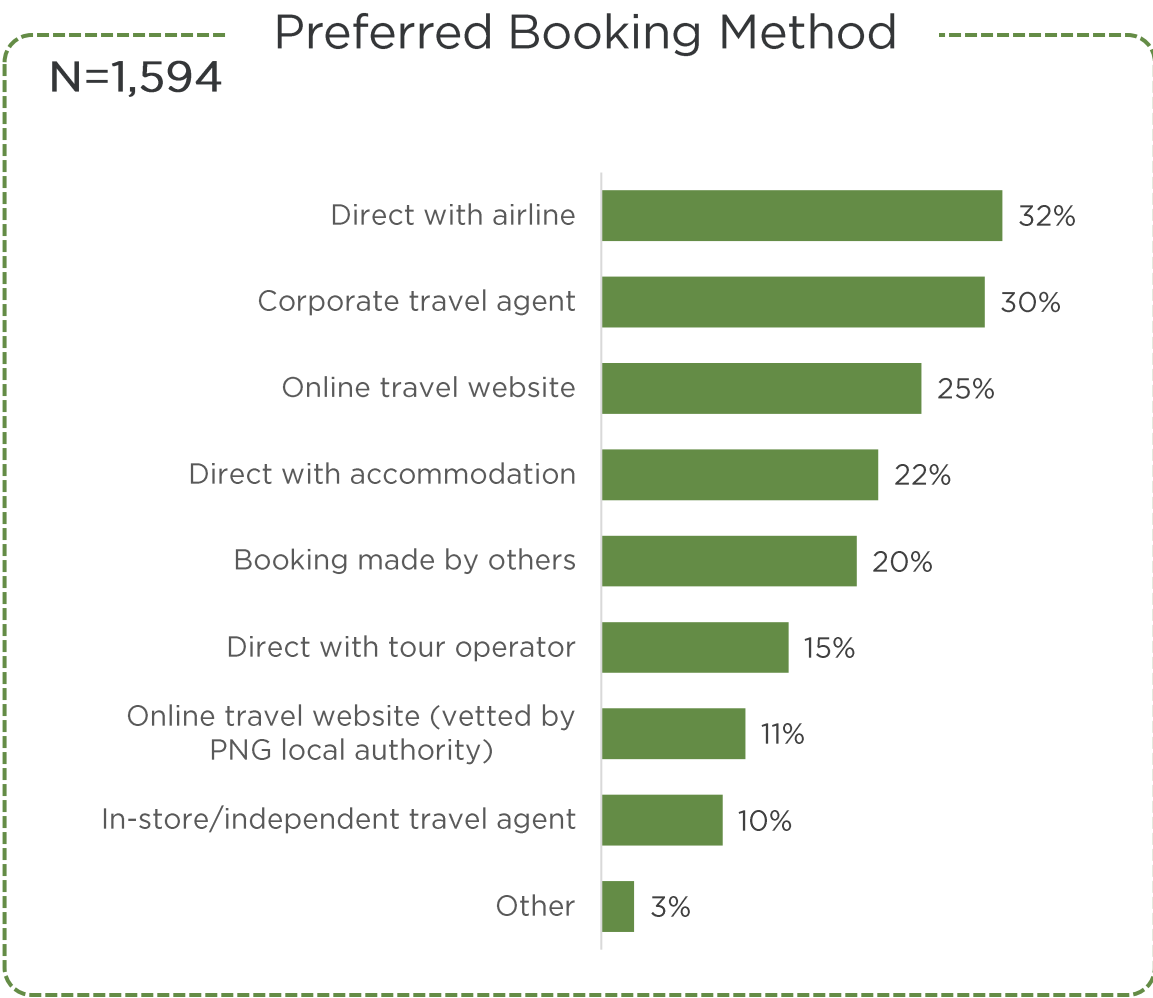
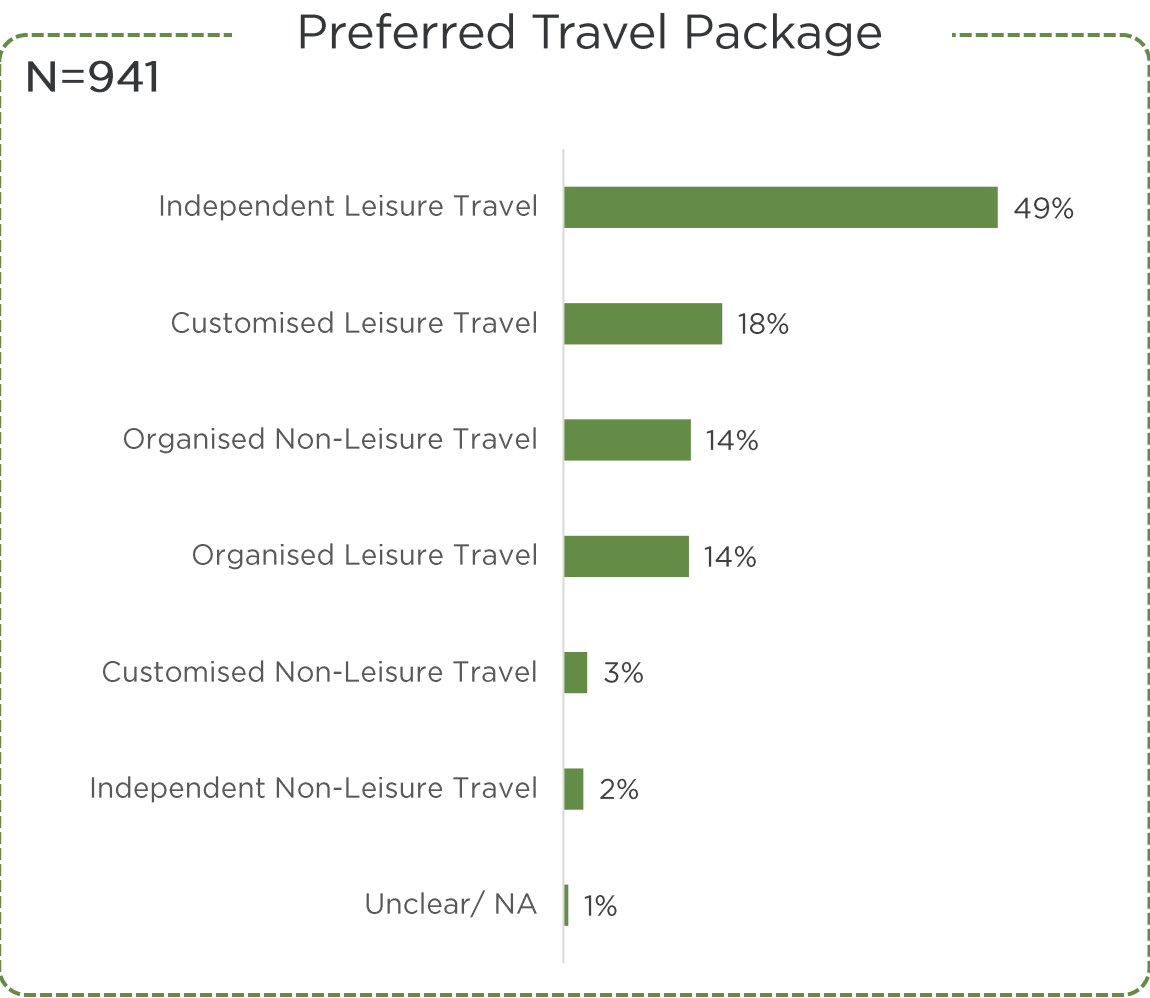
Share of Respondent Comments

Note: Total response N=485. Multiple response analysis, so total does not add up to 100%

Future Travel Intentions



Willingness to Return – Next Trip to PNG



Shows respondents' intended future travel plans to Papua New Guinea, combining package preference and booking method. Nearly half plan to travel independently (49%), with smaller shares using customized leisure packages (18%), fully organized leisure tours (14%), or non-leisure arrangements (14%). Respondents reported a mix of booking methods, including direct bookings, online platforms, corporate or in-store agents, and arrangements made by others, reflecting that multiple methods may be used for a single trip.



This report was prepared at SPTO by the Pacific Tourism Data Initiative team, in collaboration with the Papua New Guinea Tourism Promotion Authority and the New Zealand Government.

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Photo Credit: David Kirkland