

Niue Statistics Office
Ministry of Finance and Planning, Government of Niue
Telephone: (683) 4219, Email: statsniue@gov.nu

Statistical release:

TRAVELLING RESIDENTS and VISITORS OF NIUE

JANUARY – JUNE 2025

FIGURES AT A GLANCE

Summary table	Jan – Jun 2025
1) Total Arrivals:	5,311
2) Total Departures:	5,256
3) Net Migration:	55
4) Arrivals:	
Total Visitors:	4,044
Niuean	893
Non-Niuean	3,151
Visitors become residents	86
Total returning residents:	2,154
5) Departures:	
Total departing residents:	1,089
Res. Leaving Permanently	11
Total returning visitors:	4,167
6) Average Total Tourist Earning (000):	\$3,970,050.00
Niuean Visitors -	\$923,100.00
Non-Niuean visitors -	\$3,046,950.00

INTRODUCTION

Fakaalofa lahi atu,

The Honourable Minister and the Niue Statistics Office are very happy to put out this statistical release of Travelling residents and Visitors of Niue for the years ending 2022, 2023, and 2024.

There are five main parts with four supporting parts to this release:

1. Total Arrivals and Departures;
2. Movements: Quarterly, Six Months, and Twelve Months of Total Arrivals and Departures;
3. Net Migration: Summary;
4. Arrival Characteristics:
 - Niuean and Non Niuean Visitors
 - Returning Niuean and Non Niuean Residents
5. Departures Characteristics –
 - Travelling Niuean and Non Niuean Residents
 - Returning Niuean and Non Niuean Visitors
6. Definitions
7. General Information and Acknowledgements
8. Metadata

We hope these statistics will be of great help in evidence-based decisions, assessment and evaluation of existing policies and the formation of new policies thus leading the way to prosperity of Niue. Kia monuina e totouaga. Fakaau lahi.

GENERAL INFORMATION

The information contained in this release was compiled using the data sourced from the Immigration cards (at face value) distributed by and collected by the **Immigration Office** and its cooperating border agents **Niue Customs and Biosecurity**. In order for us to improve the usefulness of this statistical release we appreciate your comments. Please write to the Government Statistician, Niue Statistics Office, Finance and Planning, Government of Niue, Alofi, NIUE; or send an e mail to email address: statsniue@mail.gov.nu

ACKNOWLEDGEMENTS

Niue Statistics Office acknowledges the effort of the staff concerned in delivering the cards and ensuring that the information contained therein is relevant and useful to all users and stakeholders. Fakaau lahi mahaki, thank you very much. We look forward to your ongoing support so together we will provide good statistics for the use of policy makers of Niue and Government in their decisions to make Niue prosperous.

DISCLAIMER

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1. TOTAL ARRIVALS AND DEPARTURES

1.1 Total Arrivals & Departures by Months & Residential Status: January – June 2025

Arrivals:

Total arrivals for January–June 2025 were 5,311, comprising 1,267 resident arrivals and 4,044 visitor arrivals. Resident arrivals started high in January (337), dropped sharply in February (109), then partially recovered in March (238) and remained moderate through April (149), May (232) and June (202). Visitor arrivals were the main driver throughout, beginning at 440 in January, dipping to 211 in February, then rising strongly in March (574) and April (551) before reaching very high levels in May (1,127) and June (1,141).

Table 1.1: Total Arrivals by Months & Residential Status: January – June 2025

Arrivals	January	February	March	April	May	June	Total
Residents	337	109	238	149	232	202	1267
Visitors	440	211	574	551	1127	1141	4044
Total	777	320	812	700	1359	1343	5311

Departures:

Total departures for January–June 2025 reached 5,256, driven largely by 4,167 visitor departures compared with 1,089 resident departures. Resident departures fluctuated moderately across the six-month period, beginning with 191 in January, dipping in February, then rising to a peak of 231 in March before easing through April, climbing again in May, and ending at 153 in June. Visitor departures showed much stronger variation, starting high in January (748) before dropping sharply in February (182), then rising steadily from March (564) through June, with particularly strong peaks in May (1,012) and June (1,066). These patterns indicate that visitor travel was the key driver of total monthly movement.

Table 1.1: Total Departures by Months & Residential Status: January – June 2025

Departures	January	February	March	April	May	June	Total
Residents	191	147	231	150	217	153	1089
Visitors	748	182	564	595	1012	1066	4167
Total	939	329	795	745	1229	1219	5256

1.2 Total Arrivals and Departures by Carriers or Vessels: January – June 2025

Arrivals:

A total of 5,311 passengers across 88 movements were recorded. Air New Zealand (AirNZ) carried 5,121 passengers over 36 flights (≈96% of passengers; ≈41% of movements), averaging about 142 passengers per flight. Yachts accounted for 157 passengers over 50 movements (≈3% of passengers; ≈57% of movements), reflecting many small-craft calls with low loads (≈3 passengers per yacht). RNZAF contributed 25 passengers (1 movement) and other airlines 8 passengers (1 movement).

Departures:

A total of 5,256 passengers across 84 movements were recorded. AirNZ carried 5,075 passengers over 36 flights (≈97% of passengers; ≈43% of movements), averaging about 141 passengers per flight. Yachts carried 148

passengers over 46 movements ($\approx 3\%$ of passengers; $\approx 55\%$ of movements), again with small loads (≈ 3 passengers per yacht). RNZAF and other airlines each recorded 25 and 8 passengers, respectively (one movement each).

Arrivals exceeded departures by 55 passengers for the half-year, with the passenger balance dominated by scheduled AirNZ services, while yachts comprised the majority of movements but a small share of passengers.

Table 1.2: Total Arrivals and Departures by Carriers in Months: January – June 2025

Carrier/Months	Arrivals		Departures	
	Passengers	Movements	Passengers	Movements
AirNZ	5121	36	5075	36
RNZAF	25	1	25	1
Other airlines	8	1	8	1
Yachts	157	50	148	46
Total	5311	88	5256	84

2. MOVEMENTS: MONTHLY & 12 MONTHS ENDING 2022, 2023, and 2024

2.1 Movements of Arrivals and Departures

2.2.1 Monthly Movements:

Monthly arrivals moved from 760 in Dec to 777 in Jan (+17; +2.2%), fell to 320 in Feb (-457; -58.8%), then rebounded to 812 in Mar (+492; +153.8%) before easing to 700 in Apr (-112; -13.8%) and surging to 1,359 in May (+659; +94.1%); June was broadly steady at 1,343 (-16; -1.2%).

Table 2c: Proportion of Arrival Monthly Movements – January – June 2025

Arrivals	Dec'24	January	February	March	April	May	June
Residents	144	337	109	238	149	232	202
Visitors	616	440	211	574	551	1127	1141
Total	760	777	320	812	700	1359	1343
Difference		17	-457	492	-112	659	-16
% of movement		2.2%	-58.8%	153.8%	-13.8%	94.1%	-1.2%

Monthly departures rose from 818 in Dec to 939 in Jan (+121; +14.8%), dropped sharply to 329 in Feb (-610; -65.0%), rebounded to 795 in Mar (+466; +141.6%), dipped to 745 in Apr (-50; -6.3%), and climbed to 1,229 in May (+484; +65.0%), with Jun essentially level at 1,219 (-10; -0.8%).

Table 2d: Proportion of Departure Monthly Movements – January – June 2025

Departures	Dec'24	January	February	March	April	May	June
Residents	347	191	147	231	150	217	153
Visitors	471	748	182	564	595	1012	1066
Total	818	939	329	795	745	1229	1219
Difference		121	-610	466	-50	484	-10
% of movement		14.8%	-65.0%	141.6%	-6.3%	65.0%	-0.8%

2.2.2 Twelve Months Movement:

Total arrivals for January – June 2025 were 5,311, up 4.7% from 5,074 in the same period of 2024 (+237). Month-on-month year-over-year rates show early weakness—January -4.4%, February -29.4%, April -20.2%—offset by gains in March (+7.8%), and a strong mid-year surge in May (+29.2%) and June (+19.3%). The combined May–June increase (+524) more than compensated for earlier declines (net -287 across Jan–Apr).

Table 2a: Total monthly Arrivals for January – June 2025– Yearly difference and movement

Years	January	February	March	April	May	June	Total
2024	813	453	753	877	1052	1126	5074
2025	777	320	812	700	1359	1343	5311
Difference	-36	-133	59	-177	307	217	237
Rate of movement	-4.4%	-29.4%	7.8%	-20.2%	29.2%	19.3%	4.7%

Total departures for January – June were 5,256, down 2.1% from 5,370 in 2024 (-114). Large reductions in January (-28.2%) and February (-40.2%) drove Q1 down 19.3% year-over-year (2,063 vs 2,555), before a partial rebound in March (+14.1%) and sizable gains in May (+31.6%) and June (+18.9%) lifted Q2 to +13.4% (3,193 vs 2,815). Taken together with arrivals, the half-year balance improved from a net outflow of -296 (2024 H1) to a net inflow of +55 (2025 H1)—an overall turnaround of +351, driven by the stronger mid-year performance.

Table 2b: Total monthly Departures for January – June 2025– Yearly difference and movement

Years	January	February	March	April	May	June	Total
2024	1308	550	697	856	934	1025	5370
2025	939	329	795	745	1229	1219	5256
Difference	-369	-221	98	-111	295	194	-114
Rate of movement	-28.2%	-40.2%	14.1%	-13.0%	31.6%	18.9%	-2.1%

3. NET MIGRATION – SUMMARY

Net migration for January–June 2025 recorded an overall net gain of 55 persons, with monthly balances ranging from a net outflow in January (-162) and April (-45) to net inflows in March (+17), May (+130) and June (+124). Resident movements contributed a cumulative net inflow of 178, led by strong gains in January (+146) and additional positives in March (+7), May (+15) and June (+49), partly offset by small negatives in February (-38) and April (-1). Visitor movements, by contrast, summed to a net outflow of 123, despite positive balances in February (+29), March (+10), May (+115) and June (+75), which were outweighed by substantial outflows in January (-308) and a smaller outflow in April (-44).

Overall, the period shows a recovery from a weak January, with net balances improving through late Q1 and turning decisively positive in May–June. The resident surplus (+178) more than offset the visitor deficit (-123) to deliver the half-year net gain, with the combined May–June inflow (+254) accounting for the bulk of the positive result and highlighting sustained mid-year strength in net migration.

Table 1.1: Net migration by Months & Residential Status: January – June 2025

Net Migration	January	February	March	April	May	June	Total
Residents	146	-38	7	-1	15	49	178
Visitors	-308	29	10	-44	115	75	-123
Total	-162	-9	17	-45	130	124	55

4. ARRIVAL CHARACTERISTICS

Arriving persons in this release are characterised in three separate groups:

- 4.1 Niuean and Non-Niuean Visitors;**
- 4.2 Niuean and Non-Niuean visitors with an intent to stay; and**
- 4.3 Niuean and Non-Niuean Residents**

4.1 Niuean and Non-Niuean Visitors

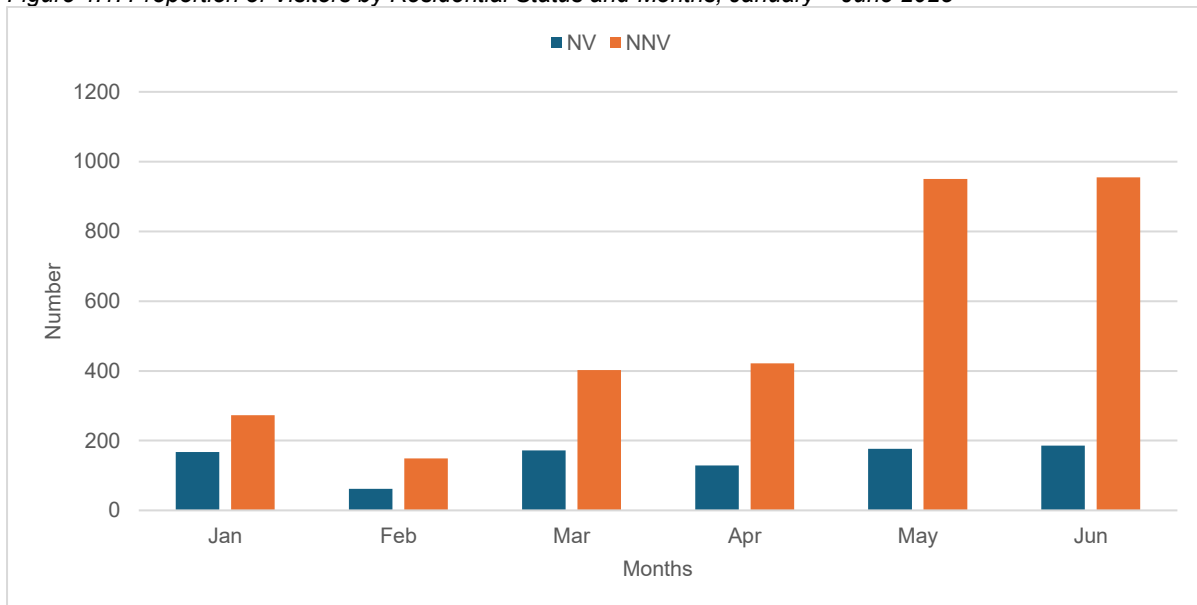
Total visitor arrivals for the half-year were 4,044, comprising 893 NV (22%) and 3,151 NNV (78%). Monthly totals rose from a low in February (211) to sustained peaks in May (1,127) and June (1,141); together, May–June accounted for 56% of all visitor arrivals.

NV arrivals were highest in June (186) and lowest in February (62), showing a generally upward pattern after February with a small dip in April. NNV arrivals increased every month after February, from 149 to 955 in June, with very strong mid-year levels in May (950) and June (955). NNV dominated each month—rising from 62% of visitors in January to about 84% by May–June—indicating that growth in overall visitor arrivals was driven primarily by the NNV stream.

Table 4.1: Total Visitors by Residential Status in Months: January – June 2025

Arrivals	January	February	March	April	May	June	Total
NV	167	62	172	129	177	186	893
NNV	273	149	402	422	950	955	3151
Total	440	211	574	551	1127	1141	4044

Figure 4.1: Proportion of Visitors by Residential Status and Months, January – June 2025



Total visitor change over the period January to June 2025 was +146, driven entirely by the NNV stream (+227), which offset a net decline in NV (-81). Monthly movements were negative across both streams in January (NV -73; NNV -147) and February (NV -30; NNV -56), turned positive in March (NV +23; NNV +52), dipped again in April (NV -28; NNV -83), and then strengthened markedly in May (NV +2; NNV +296) and June (NV +25; NNV +165). The strong May–June gains (+298 and +190, respectively) more than offset earlier declines, with the overall half-year increase attributable to sustained NNV growth despite a small net contraction in NV.

Table 4.2: Difference of Total Visitors by Residential Status in quarters: January – June 2025

Arrivals	January	February	March	April	May	June	Total
NV	-73	-30	23	-28	2	25	-81
NNV	-147	-56	52	-83	296	165	227
Total	-220	-86	75	-111	298	190	146

Rate changes mirror the absolute pattern: Total rates fell in January (-27.1%) and February (-19.0%), lifted in March (+10.0%), dipped in April (-12.7%), and accelerated through May (+28.3%) and June (+16.9%), yielding a modest half-year total of +2.9%. By residential status, NV contracted overall (-55.7% for the half-year) despite late gains (+14.3% in June), while NNV recorded a net increase of +9.8%, led by strong mid-year rates (+35.7% in May; +17.4% in June). Overall, the mid-year recovery and net growth in total visitors were driven primarily by NNV, with NV showing only a partial rebound by June.

Table 4.3: Rate of movement (%) of Total Visitors by Residential Status in quarters: January – June 2025

Arrivals	January	February	March	April	May	June	Total
NV	-47.7%	-19.2%	9.1%	-13.0%	0.9%	14.3%	-55.7%
NNV	-22.3%	-18.9%	10.4%	-12.5%	35.7%	17.4%	9.8%
Total	-27.1%	-19.0%	10.0%	-12.7%	28.3%	16.9%	2.9%

4.1.1 Visitors' Purpose of Visit by Month: January – June 2025

The purpose of visit for January to June 2025 period was dominated by Holiday/Vacation (2,271; 56.2%), followed by Visit Friends & Relatives (653; 16.1%), Business/Work (540; 13.4%), and Others (73; 1.8%). Volumes were markedly higher in Q2 (Apr–Jun: 2,819; 69.7%) than Q1 (Jan–Mar: 1,225; 30.3%), indicating a strong mid-year uplift led by Holiday/Vacation travel. A total of 507 or 12.5%, did not state their purpose of visit.

Table 4.4: Total Visitors by Purpose of Visit in Months: January – June 2025

Purpose of visit	January	February	March	April	May	June	Total
Business/Work	42	38	121	63	196	80	540
Holiday/Vacation	230	92	241	321	601	786	2271
Visit Friends and Relatives	99	46	110	97	150	151	653
Others	13	12	12	2	4	30	73
Not Stated	56	23	90	68	176	94	507
Total	440	211	574	551	1127	1141	4044

4.1.2 Visitors in Age Groups and Residential Status: January – June 2025

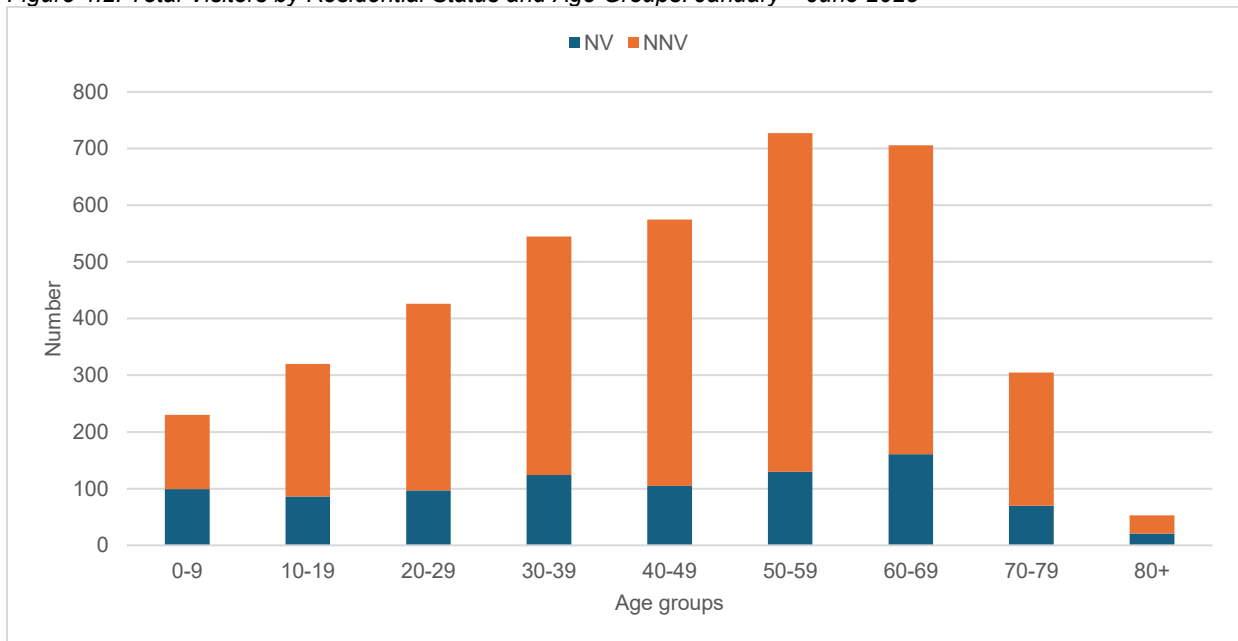
The largest shares of visitors in the January – June 2025 period, shown in table 4.5 and figure 4.2, were in the 50–59 and 60–69 cohorts (727; 18.0% and 706; 17.5%, respectively). Mid-life groups 30–39 (545; 13.5%) and 40–49 (575; 14.2%) together contributed 27.7%, bringing the combined 30–69 segment to 63.1% of all visitors. Younger cohorts were smaller: 20–29 (426; 10.5%), 10–19 (320; 7.9%), and 0–9 (230; 5.7%). Older visitors comprised 70–79 (305; 7.5%) and 80+ (53; 1.3%), while age not stated (999) accounted for 157 (3.9%).

The concentration of arrivals in the 50–69 range and the broad May–June surge indicate that mid-life and older adult travel dominated the mid-year increase in visitor arrivals. 157 visitors did not state their age.

Table 4.5: Visitors by Purpose of Visit in Months: January – June 2025

Age Group	January	February	March	April	May	June	Total
0-9	38	16	31	45	42	58	230
10-19	51	11	30	63	44	121	320
20-29	60	31	58	66	109	102	426
30-39	65	23	85	84	154	134	545
40-49	71	24	105	74	154	147	575
50-59	72	41	110	90	218	196	727
60-69	57	42	90	87	209	221	706
70-79	23	21	50	28	87	96	305
80+	3	2	10	2	16	20	53
Not Stated	0	0	5	12	94	46	157
Total	440	211	574	551	1127	1141	4044

Figure 4.2: Total Visitors by Residential Status and Age Groups: January – June 2025



4.1.3 Visitors' Address in Niue: January – June 2025

Figure 4.3 shows most visitors stayed at tourist accommodations (64%), followed by other accommodations in the villages (29%) and sea vessels (4%). Three per cent of visitors did not state their address whilst in Niue.

Figure 4.3: Proportion of Visitors' Places of Stay whilst in Niue - January – June 2025

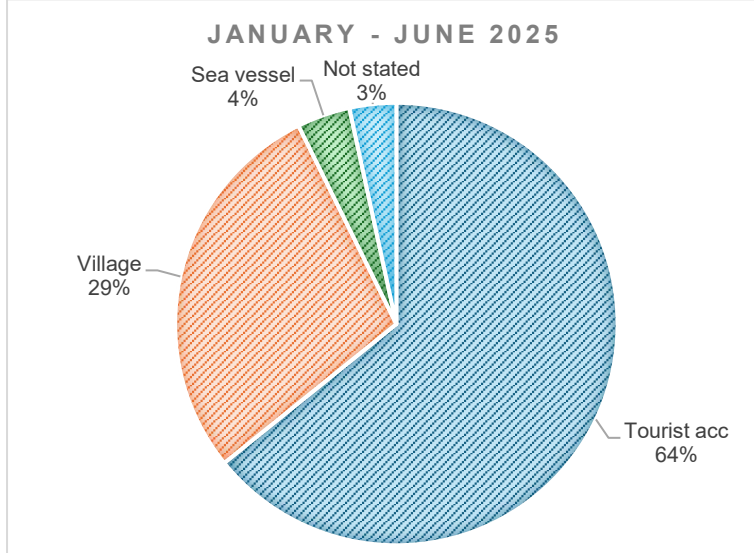


Table 4.6 shows that during the first half of 2025, village addresses accounted for 1,153 of the 4,044 recorded visitors stays in Niue. The distribution was concentrated in Alofi South (343; 29.8%), with the next largest shares in Tamakautoga (127; 11.0%), Tuapa (112; 9.7%), Avatele (101; 8.8%), and Alofi North (100; 8.7%); together these five localities accounted for ≈68% of all recorded addresses. Mid-tier locations included Hakupu (98; 8.5%), Lakepa (70; 6.1%), and Makefu (66; 5.7%), while smaller shares were observed for Liku (45; 3.9%), Mutalau (42; 3.6%), Hikutavake (25; 2.2%), Toi (16; 1.4%), Vaiea (6; 0.5%), and Namukulu (2; 0.2%).

Table 4.6: Visitors Addresses whilst in Niue - Villages: January – June 2025

Address in Niue	January	February	March	April	May	June	Total
Alofi South	58	27	60	59	81	58	343
Alofi North	17	3	21	19	14	26	100
Makefu	9	6	7	1	27	16	66
Tuapa	23	2	8	25	14	40	112
Namukulu	2	0	0	0	0	0	2
Hikutavake	1	3	4	1	5	11	25
Toi	2	1	0	0	12	1	16
Mutalau	9	14	4	7	4	4	42
Lakepa	17	3	24	9	7	10	70
Liku	5	0	11	4	4	21	45
Hakupu	24	8	2	7	19	38	98
Vaiea	0	1	0	1	3	1	6
Avatele	21	1	28	12	25	14	101
Tamakautoga	13	12	24	9	44	25	127
Total	201	81	193	154	259	265	1153

Across the half-year there were 2,891 recorded accommodation stays/uses, with the market dominated by Matavai Resort (1,580; 54.7%), shown below in table 4.7. The next largest providers were Taloa Heights (124; 4.3%), Alekis Motel (103; 3.6%), Namukulu Motel (93; 3.2%), Anaiki Motel (60; 2.1%), Kololoi's Guesthouse (41; 1.4%), Lau's Getaway (22; 0.8%), Peleni's Inn (21; 0.7%), Lialagi (18; 0.6%) and Damianas (15; 0.5%). Together, these top ten named establishments accounted for 2,077 stays (71.9%). "Others—no code" and "Others—coded" contributed 469 (16.2%) and 50 (1.7%), respectively, while Sea Vessel accounted for 157 (5.4%) and Not stated for 138 (4.8%).

Table 4.7: Visitors Addresses whilst in Niue – Transit/On Board/Tourist accommodation: January – June 2025

Top 10 tourist accommodations	January	February	March	April	May	June	Total
Matavai Resort	158	82	226	229	440	445	1580
Taloa Heights	1	1	17	20	39	46	124
Alekis Motel	7	4	17	12	28	35	103
Namukulu Motel	7	6	4	4	38	34	93
Anaiki Motel	3	3	1	2	16	35	60
Kololoi's Guesthouse	0	0	10	6	9	16	41
Lau's Getaway	4	1	4	3	0	10	22
Peleni's Inn	0	0	5	5	5	6	21
Lialagi	3	0	2	0	3	10	18
Damianas	2	0	1	2	10	0	15
Others-no code	28	22	53	67	146	153	469
Others-coded	4	2	9	10	14	11	50
Sea Vessel	0	0	5	12	94	46	157
Not stated	22	9	27	25	26	29	138
Total	239	130	381	397	868	876	2891

4.1.4 Visitors by Occupation and Residential Status: January – June 2025

Table 4.8 shows the occupation of visitors was led by Professionals (1,151; 28.5%), followed by Students/small children (565; 14.0%), Retired/unemployed (526; 13.0%), and Legislators/senior officials/managers (471; 11.6%). Mid-sized groups included Elementary occupations (342; 8.5%), Service workers/shop & market sales (182; 4.5%), Craft & related trades (171; 4.2%), and Clerks (167; 4.1%).

Smaller shares were Skilled agricultural/fisheries (78; 1.9%), Technicians & associate professionals (58; 1.4%), Plant/machine operators & assemblers (28; 0.7%), and Armed forces (19; 0.5%).

Not stated accounted for 286 or 7.1% of responses.

Table 4.8 Visitors by occupation and residential status: January – June 2025

Occupation	January	February	March	April	May	June	Total
Armed forces	0	0	0	16	1	2	19
Legislators, senior officials, managers	51	19	78	47	133	143	471
Professionals	126	59	194	156	321	295	1151
Technicians & associate professionals	6	4	6	10	16	16	58
Clerk	19	7	27	12	52	50	167
Service workers, shop & market sales workers	26	6	27	30	49	44	182
Skilled agricultural/fisheries workers	2	0	6	8	21	41	78
Craft & related trade	27	22	19	19	42	42	171
Plant/machine operators/assemblers	3	2	1	4	12	6	28
Elementary occupations	36	21	57	45	103	80	342
Retired/unemployed	33	33	71	53	163	173	526
Students/small children	94	27	61	110	92	181	565
Not Stated	17	11	27	41	122	68	286
Total	440	211	574	551	1127	1141	4044

4.1.5 Visitors Usual Country of Residence by Months: January – June 2025

Visitors' country of residence was dominated by New Zealand (3,090; 76.4%), followed by Australia (289; 7.1%) and Other Oceania (227; 5.6%). Smaller contributors were Asia (111; 2.7%), Europe (101; 2.5%), Northern America (32; 0.8%), Africa (4; 0.1%), and Southern America (3; 0.1%), with Not stated (187; 4.6%). New Zealand volumes were consistently high and peaked in June (923); Australia remained steady (72–75 in May–June), while Other Oceania spiked in March (81) before easing. Asian arrivals strengthened late in the period (May–June: 39–41, accounting for 82% of the half-year Asia total), and Europe was broadly stable across months.

Table 4.9 Total Visitors by Country of Residence in Months: January – June 2025

Country of residence	January	February	March	April	May	June	Total
New Zealand	353	151	424	447	792	923	3090
Australia	38	29	32	43	72	75	289
Other Oceania	9	7	81	14	87	29	227
Northern America	7	2	6	5	10	2	32
Southern America	1	0	0	1	0	1	3
Europe	15	8	19	14	24	21	101
Asia	7	11	2	11	39	41	111
Africa	1	1	1	0	1	0	4
Not stated	9	2	9	16	102	49	187
Total	440	211	574	551	1127	1141	4044

4.2 Niuean and Non-Niuean Visitors with an intend to stay/live in Niue

As shown in the table below, a total of 86 visitors with intention to stay were recorded for the period January–June. Monthly counts averaged 14.3 visitors, with values ranging from a minimum of 9 in April to a peak of 24 in May (a range of 15). The first three months (January–March) together accounted for 40 visitors, while April–June totalled 46, indicating a modest increase of +6 (or +15.0%) in the second half of the period.

Month-to-month movements were mixed. Numbers declined from 11 in January to 10 in February (-1; -9.1%), then rose to 19 in March (+9; +90.0%). A fall to 9 in April (-10; -52.6%) was followed by the May peak of 24 (+15; +166.7%), before easing to 13 in June (-11; -45.8%). May contributed the largest share of the half-year total (27.9%), followed by March (22.1%).

Table 4.10: Visitors with intent to stay/live in Niue for 3 months or more: January – June 2025

Months	January	February	March	April	May	June	Total
Visitors with intention to stay	11	10	19	9	24	13	86

4.3 Niuean and Non-Niuean Returning Residents

Total resident arrivals numbered 1,267, comprising of 1,107 NR (87.4%) and 160 NNR (12.6%). Monthly totals were highest in January (337), fell to a low in February (109), rebounded in March (238), eased in April (149), and then stabilised at moderate levels in May–June (232–202). By quarter, activity was stronger in Q1 (Jan–Mar: 684; 54.0%) than Q2 (Apr–Jun: 583; 46.0%), with an overall monthly average of about 211 arrivals.

NR drove the pattern throughout, peaking in January (274) and remaining elevated in March (219) and May (204), with the lowest level in February (96). NNR volumes were small but followed a similar shape, led by January (63) and May (28), and troughing in February (13). The NR share of monthly resident arrivals stayed dominant ranging from ~81% (Jan) to ~93% (Jun).

Table 4.11 Returning Residents and New residents of Niue: January – June 2025

Year	January	February	March	April	May	June	Total
NR	274	96	219	126	204	188	1107
NNR	63	13	19	23	28	14	160
Total	337	109	238	149	232	202	1267

4.3.1 Returning Residents' Usual Address in Niue: January – June 2025

Resident arrivals were concentrated in Alofi South (406; 32.0%) and Alofi North (128; 10.1%). Other high-volume localities were Hakupu (118; 9.3%), Avatele (103; 8.1%), and Tuapa (102; 8.1%); together, these five accounted for ≈68% of all recorded resident addresses. Mid-tier shares were observed for Lakepa (93; 7.3%), Tamakautoga (80; 6.3%), Mutalau (53; 4.2%), and Liku (50; 4.0%), with smaller totals in Makefu (42; 3.3%), Hikutavake (40; 3.2%), Vaiea (30; 2.4%), Toi (18; 1.4%), and Namukulu (4; 0.3%). The combined Alofi area (South+North) thus comprised 534 arrivals (≈42%), underscoring the concentration of returning residents around the capital.

The January peak was led by Alofi South (104), supported by Tuapa (36), Lakepa (27), Avatele (26) and Hakupu (25). After February's broad-based dip, the May uplift (232) was anchored by Alofi South (75) with additional

contributions from Hakupu (25), Avatele (21) and Lakepa (19); June (202) remained steady, again dominated by Alofi South (74) with consistent flows into Avatele (23), Lakepa (21) and Tuapa (15).

Table 4.12: Returning Residents Usual Addresses in Niue: January – June 2025

Address in Niue	January	February	March	April	May	June	Total
Alofi South	104	32	77	44	75	74	406
Alofi North	40	17	20	22	17	12	128
Makefu	13	3	6	3	8	9	42
Tuapa	36	10	21	10	10	15	102
Namukulu	0	0	2	0	2	0	4
Hikutavake	9	6	13	2	3	7	40
Toi	7	1	3	0	6	1	18
Mutalau	8	7	8	8	14	8	53
Lakepa	27	4	11	11	19	21	93
Liku	9	3	16	7	10	5	50
Hakupu	25	11	30	12	25	15	118
Vaiea	16	1	1	5	5	2	30
Avatele	26	8	20	5	21	23	103
Tamakautoga	17	6	10	20	17	10	80
Total	337	109	238	149	232	202	1267

5. DEPARTURE CHARACTERISTICS

Departing persons in this release are characterised in two separate groups:

8.1 Niuean and Non-Niuean Residents

8.2 Niuean and Non-Niuean Visitors

8.1 Niuean and Non-Niuean Residents

Total departures numbered 5,256, comprising 4,167 visitors (79.3%) and 1,089 residents (20.7%). Monthly totals were lowest in February (329) and then rose to sustained peaks in May (1,229) and June (1,219). Visitor departures drove the pattern throughout falling to a low in February (182) before climbing through March (564) and April (595) to peaks in May (1,012) and June (1,066). Resident departures were comparatively stable, ranging from a low of 147 in February to a high of 231 in March, with May (217) also elevated.

The concentration of departures in May–June underscores a strong mid-year travel period dominated by visitor movements, a similar pattern to arrivals with residents contributing a smaller but steady share.

Table 5.1: Total number of departures by residential status by month for Residents: January – June 2025

Residential Status	January	February	March	April	May	June	Total
Residents	191	147	231	150	217	153	1089
Visitors	748	182	564	595	1012	1066	4167
Total	939	329	795	745	1229	1219	5256

8.1.1 Departing Residents by Purpose of Leaving: January – June 2025

Resident departures totalled 1,089 of which the main purpose of leaving was Visit Friends & Relatives (VFR) with 293 (26.9%), followed by Business/Conference 170 (15.6%), Holiday/Vacation 131 (12.0%), Educational/Medical 126 (11.6%), and Other 87 (8.0%). Those who did not state their purpose of leaving totalled to 271 (24.9%).

VFR was highest in January (73) and March (56), while Business/Conference strengthened into Q2, peaking in May (56) after March (47). Holiday/Vacation also rose in Q2 (peak May: 34), whereas Educational/Medical was stronger in Q1 (Feb–Mar: 27 each) before easing later.

A total of **11 residents** reported intentions to leave Niue permanently during the period January–June 2025.

Table 5.2 Purpose of Leaving by quarters for Residents: January – June 2025

Purpose of Trip	January	February	March	April	May	June	Total
Resident Permanently Leaving	4	0	0	4	0	3	11
Business/Conference	5	12	47	25	56	25	170
Holiday/Vacation	25	11	23	19	34	19	131
Visit Friends and Relatives	73	40	56	40	50	34	293
Educational/Medical	21	27	27	14	22	15	126
Other	9	19	25	12	11	11	87
Not Stated	54	38	53	36	44	46	271
Total	191	147	231	150	217	153	1089

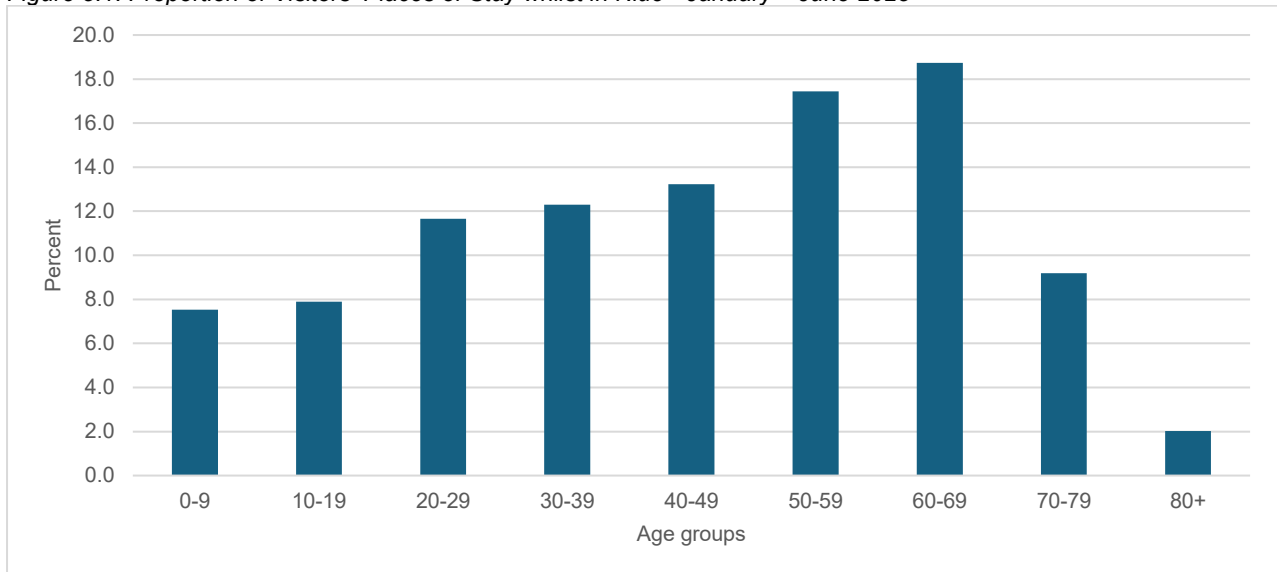
8.1.2 Departing Residents by Age Groups: January – June 2025

Residents departing by age was led by the 60–69 cohort (204; 18.7%) and 50–59 (190; 17.4%). Mid-life groups 40–49 (144; 13.2%) and 30–39 (134; 12.3%) were also substantial, while 20–29 contributed 127 (11.7%). Children and youth made up a smaller share—0–9 (82; 7.5%) and 10–19 (86; 7.9%)—and older adults comprised 70–79 (100; 9.2%) and 80+ (22; 2.0%). Combined, 40–69 accounted for ~49% of all resident departures, 50–69 for ~36%, 0–19 for ~15%, and 70+ for ~11%, indicating departures were concentrated among mid-life to older age groups. This is also shown in figure 5.1 below.

Table 5.3 Travelling Residents by Age Groups: January – June 2025

Age group	January	February	March	April	May	June	Total	Distribution
0-9	12	12	30	11	13	4	82	7.5
10-19	19	10	20	13	14	10	86	7.9
20-29	24	16	22	20	28	17	127	11.7
30-39	12	11	34	20	32	25	134	12.3
40-49	28	18	33	24	24	17	144	13.2
50-59	27	29	39	21	39	35	190	17.4
60-69	41	26	30	29	45	33	204	18.7
70-79	22	21	19	7	20	11	100	9.2
80+	6	4	4	5	2	1	22	2.0
Total	191	147	231	150	217	153	1089	100.0

Figure 5.1: Proportion of Visitors' Places of Stay whilst in Niue - January – June 2025



8.1.3 Departing Residents by Address in Niue: January – June 2025

For the period January to June of 2025, resident movements were concentrated in Alofi South (391; 35.9%) and Alofi North (87; 8.0%); together, the Alofi area accounted for 478 departures (~43.9%). Other higher-volume localities were Hakupu (96; 8.8%), Avatele (93; 8.5%), Lakepa (79; 7.3%), Tuapa (77; 7.1%) and Tamakautoga (76; 7.0%), while smaller shares were recorded for Mutalau (57; 5.2%), Liku (37; 3.4%), Makefu (36; 3.3%), Hikutavake (28; 2.6%), Toi (16; 1.5%), Vaiea (10; 0.9%) and Namukulu (6; 0.6%). The top six localities (Alofi South, Hakupu, Avatele, Alofi North, Lakepa and Tuapa) together comprised 823 departures (~75.6%), underscoring a strong spatial concentration of resident outflows.

Table 5.4: Residents – Usual Address in Niue: January – June 2025

Address in Niue	January	February	March	April	May	June	Total	Distribution
Alofi South	55	52	85	73	66	60	391	35.9
Alofi North	26	5	16	14	12	14	87	8.0
Makefu	6	3	7	4	12	4	36	3.3
Tuapa	8	23	10	10	12	14	77	7.1
Namukulu	2	2	1	0	1	0	6	0.6
Hikutavake	6	6	9	1	4	2	28	2.6
Toi	5	3	3	2	2	1	16	1.5
Mutalau	9	6	14	5	16	7	57	5.2
Lakepa	14	8	12	8	27	10	79	7.3
Liku	11	3	10	3	7	3	37	3.4
Hakupu	20	9	27	8	17	15	96	8.8
Vaiea	2	1	2	1	3	1	10	0.9
Avatele	16	15	14	10	22	16	93	8.5
Tamakautoga	11	11	21	11	16	6	76	7.0
Total	191	147	231	150	217	153	1089	100

8.2 Returning Visitors: Niuean and Non-Niuean

8.2.1 How Visitors Know of Niue: January – June 2025

The table below (Table 5.5) presents the number of visitors who reported how they heard about Niue during the period January–June 2025. The most frequently reported channel was Word of Mouth, accounting for 1,316 visitors (31.6%), followed by Niuean/family connections (875; 21.0%). A substantial proportion of responses were classified as Not Stated, with 960 visitors (23.0%), indicating that nearly one-quarter of visitors did not specify how they became aware of Niue.

Other reported sources included the Internet (215; 5.2%) and Work-related reasons (102; 2.4%). Responses grouped under Other accounted for 444 visitors (10.7%). Traditional media channels contributed relatively small shares, including Television (78; 1.9%), Newspaper (77; 1.8%), Magazine (57; 1.4%), and Travel Agents (43; 1.0%). No visitors reported learning about Niue through Tourism Promotions during the period.

Monthly patterns show a clear increase in total visitor movements in May and June, rising to 1,012 and 1,066 respectively. This increase was accompanied by strong growth in Word-of-Mouth responses, which rose sharply in May (357) and June (400). Internet-based responses also increased steadily over the period, reaching a peak of 85 in June. Traditional media sources recorded modest increases toward June, while Travel Agents remained consistently low and declined to a single response in June.

Table 5.5: How Visitors' Know of Niue by Month and Residential Status: January – June 2025

Hear about Niue	January	February	March	April	May	June	Total	Distribution
Niuean/family	267	43	159	106	144	156	875	21.0
Newspaper	7	0	10	3	15	42	77	1.8
Television	10	7	16	8	18	19	78	1.9
Magazine	8	4	7	8	15	15	57	1.4
Word of Mouth	170	50	159	180	357	400	1316	31.6
Internet	22	3	23	34	48	85	215	5.2
Work	3	9	33	13	32	12	102	2.4
Travel Agents	4	6	12	7	13	1	43	1.0
Tourism Promotions	0	0	0	0	0	0	0	0.0
Other	136	14	52	75	107	60	444	10.7
Not Stated	121	46	93	161	263	276	960	23.0
Total	748	182	564	595	1012	1066	4167	100.0

8.2.2 Average Expenditure of returning visitors by Residential Status: January – June 2025

The table below shows the visitors estimated expenditure whilst here in Niue by residential status. The total estimated expenditure was \$3.97 million across 3,470 visitors who reported an amount (i.e., excluding 697 Not Stated responses) with the largest share occurring in the \$1,200–\$2,499 expenditure group, which accounted for 1,128 visitors and \$2,086,800, representing more than half of all reported spending. NNV made up 71.5% of all visitors and contributed \$3,046,950, or 76.7% of total expenditure, while NV accounted for \$923,100. Across both groups, “Not Stated” responses were recorded for 697 visitors (16.7%), with no associated expenditure.

For NV, the \$1,200–\$2,499 category recorded the highest participation (268 visitors; \$495,800), while the \$2,500 category showed the lowest (28 visitors; \$70,000). NNV followed the same pattern, with 860 visitors in the \$1,200–\$2,499 group and 173 visitors in the \$2,500 group. Expenditure among NNV was concentrated in the higher-value categories, particularly \$1,200–\$2,499 and \$900–\$1,199.

Table 5.6: Total Visitors' Estimated Average Expenditure whilst in Niue by Residential Status: January – June 2025:

Expenditure groups	\$100 - \$299	\$300 - \$599	\$600 - \$899	\$900 - \$1,199	\$1,200 - \$2,499	\$2,500	Not Stated	Grand total
Average expenditure	\$150	\$450	\$750	\$1,050	\$1,850	\$2,500		
NV	159	129	118	178	268	28	306	1186
	\$23,850	\$58,050	\$88,500	\$186,900	\$495,800	\$70,000	-	\$923,100
NNV	306	366	388	497	860	173	391	2981
	\$45,900	\$164,700	\$291,000	\$521,850	\$1,591,000	\$432,500	-	\$3,046,950
Total	465	495	506	675	1128	201	697	4167
	\$69,750	\$222,750	\$379,500	\$708,750	\$2,086,800	\$502,500	-	\$3,970,050

Table 5.7 shows average estimated expenditure for visitors in Niue by residential status and month, January to June 2025. The total reported estimated visitor expenditure for January–June 2025 was \$3.97 million, based on 3,470 visitors who stated an expenditure band, with a further 697 (17%) not stating.

Monthly expenditure rose sharply across the half-year, climbing from \$606,200 in January to a low in February (\$170,600) before increasing steadily to \$534,200 in March and \$620,550 in April, then surging to \$997,950 in May

and peaking at \$1,040,550 in June. Across all months, NNV visitors dominated spending, contributing \$3.05 million (77%), compared with \$923,100 (23%) from NV visitors, reflecting both their higher numbers and their greater presence in the high-spend categories.

Table 5.7: Visitors' Average Expenditure whilst in Niue by Residential Status in Months: January – June 2025

Month	Expenditure groups	\$100 - \$299	\$300 - \$599	\$600 - \$899	\$900 - \$1,199	\$1,200 - \$2,499	\$2,500	Not Stated	Grand total
		Average expenditure	\$150	\$450	\$750	\$1,050	\$1,850		
January	NV	80	44	33	47	78	12	104	398
		\$12,000	\$19,800	\$24,750	\$49,350	\$144,300	\$30,000	-	\$280,200
	NNV	52	55	43	61	89	13	37	350
		\$7,800	\$24,750	\$32,250	\$64,050	\$164,650	\$32,500	-	\$326,000
January Total		132	99	76	108	167	25	141	748
		\$19,800	\$44,550	\$57,000	\$113,400	\$308,950	\$62,500	-	\$606,200
February	NV	4	6	4	9	11	1	25	60
		\$600	\$2,700	\$3,000	\$9,450	\$20,350	\$2,500	-	\$38,600
	NNV	4	16	20	24	40	4	14	122
		\$600	\$7,200	\$15,000	\$25,200	\$74,000	\$10,000	-	\$132,000
February Total		8	22	24	33	51	5	39	182
		\$1,200	\$9,900	\$18,000	\$34,650	\$94,350	\$12,500	-	\$170,600
March	NV	15	24	27	34	37	2	56	195
		\$2,250	\$10,800	\$20,250	\$35,700	\$68,450	\$5,000	-	\$142,450
	NNV	37	54	54	74	102	22	26	369
		\$5,550	\$24,300	\$40,500	\$77,700	\$188,700	\$55,000	-	\$391,750
March Total		52	78	81	108	139	24	82	564
		\$7,800	\$35,100	\$60,750	\$113,400	\$257,150	\$60,000	-	\$534,200
April	NV	22	17	16	23	40	6	30	154
		\$3,300	\$7,650	\$12,000	\$24,150	\$74,000	\$15,000	-	\$136,100
	NNV	45	42	50	62	152	30	60	441
		\$6,750	\$18,900	\$37,500	\$65,100	\$281,200	\$75,000	-	\$484,450
April Total		67	59	66	85	192	36	90	595
		\$10,050	\$26,550	\$49,500	\$89,250	\$355,200	\$90,000	-	\$620,550
May	NV	20	24	19	33	51	4	46	197
		\$3,000	\$10,800	\$14,250	\$34,650	\$94,350	\$10,000	-	\$167,050
	NNV	69	91	112	147	225	50	121	815
		\$10,350	\$40,950	\$84,000	\$154,350	\$416,250	\$125,000	-	\$830,900
May Total		89	115	131	180	276	54	167	1012
		\$13,350	\$51,750	\$98,250	\$189,000	\$510,600	\$135,000	-	\$997,950
June	NV	18	14	19	32	51	3	45	182
		\$2,700	\$6,300	\$14,250	\$33,600	\$94,350	\$7,500	-	\$158,700
	NNV	99	108	109	129	252	54	133	884
		\$14,850	\$48,600	\$81,750	\$135,450	\$466,200	\$135,000	-	\$881,850
June Total		117	122	128	161	303	57	178	1066
		\$17,550	\$54,900	\$96,000	\$169,050	\$560,550	\$142,500	-	\$1,040,550

8.2.3 Average Expenditure of visitors by Country or Region of Residence: January – June 2025

Total visitor estimated expenditure was \$3,970,050 across 4,167 visitors, giving an overall average of \$952.74 per person. The market was highly concentrated: New Zealand accounted for 78.8% of visitors (3,196) and \$3,130,300 of estimated expenditure, with an average of \$979 per person. Australia contributed 8.0% (326 visitors) and \$318,700, averaging \$978. Other Oceania provided 4.9% (197) and \$195,950, averaging \$995. Together, New Zealand and Australia made up 86.8% of visitors and 86.9% of total spend, while the top three source regions (NZ, Australia, Other Oceania) comprised 91.7% of visitors and estimated \$3,644,950 of expenditure on island. Smaller markets contributed modest volumes and values: Asia 87 visitors/\$65,000, Europe 65/\$56,550, Northern America 25/\$24,100, Africa 4/\$4,100, and Southern America 1/\$1,050. Those who did not state their country of residence in the “Not stated” group (266 visitors; 4.4%) accounted for estimation of \$174,300 expenditure.

Table 5.8: Visitors' Average Expenditure by Country or Region of Residence: January – June 2025

Countries of residence	Total number of visitors	Total Expenditure	Distribution (%)	Average expenditure per person
New Zealand	3196	\$3,130,300.00	78.8	\$979.44
Australia	326	\$318,700.00	8.0	\$977.61
Other Oceania	197	\$195,950.00	4.9	\$994.67
Northern America	25	\$24,100.00	0.6	\$964.00
Southern America	1	\$1,050.00	0.0	\$1,050.00
Europe	65	\$56,550.00	1.4	\$870.00
Asia	87	\$65,000.00	1.6	\$747.13
Africa	4	\$4,100.00	0.1	\$1,025.00
Not stated	266	\$174,300.00	4.4	\$655.26
Total	4167	\$3,970,050.00	100.0	\$952.74

6. DEFINITIONS

Total Arrivals	Total Arrivals refer to all passengers arriving in Niue on any vessel (air or surface) who have completed an Immigration Arrival Card. This total includes both residents and visitors, and each recorded entry represents one arrival movement.
Total Departures	Total Departures refer to all passengers departing Niue on any vessel (air or surface) who have completed an Immigration Departure Card. Each completed departure card represents one outbound movement.
Niuean Resident (NR)	A Niuean Resident (NR) is a person who is Niuean in ethnicity or nationality and is living in Niue permanently or has stayed in Niue for more than three months prior to the time of travel. This classification reflects both ethnic identity and established usual residence.
Non-Niuean Resident (NNR)	A Non-Niuean Resident (NNR) is a person who is not Niuean in ethnicity or nationality, but who lives permanently in Niue or has been living in Niue for more than three months. This includes long-term foreign residents.
Niuean Visitor (NV)	A Niuean Visitor (NV) is a person of Niuean ethnicity or nationality who usually resides overseas and is visiting Niue for a short-term stay of less than three months.
Non-Niuean Visitor (NNV)	A Non-Niuean Visitor (NNV) is a person not of Niuean ethnicity or nationality, whose usual residence is overseas, and who is visiting Niue for a short-term stay of less than three months.
Movements of Arrivals	Movement of Arrivals refers to the overall pattern and direction of change in the number of people entering Niue over time. It measures how arrival volumes shift between different reporting periods (such as months or quarters) and helps identify trends in inbound travel, including seasonal peaks, declines, or periods of stability.
Movements of Departures	Movement of Departures refers to the overall pattern and direction of change in the number of people leaving Niue over time. It tracks how departure volumes shift between reporting periods and highlights trends in outbound travel. This measure also provides insight into how outward movement contributes to short-term population change.
Net Migration	Net Migration measures the balance between arrivals and departures of residents. It is calculated as: <i>Net Migration = Resident Arrivals – Resident Departures</i> A positive value indicates net gain of residents, while a negative value indicates net loss.
Visitor	A visitor refers to any person who enters Niue for a temporary stay and does not intend to take up residence. This includes individuals travelling for purposes such as holiday, visiting family, business, sports, official duties, or other short-term activities. Visitors normally stay fewer than 12 months and retain their usual residence outside Niue.
Resident	A resident is a person who usually lives in Niue, regardless of citizenship, and who is returning to or departing from the country. Residents include: <ul style="list-style-type: none">• Niue citizens who normally live in Niue• Foreign nationals with long-term or permanent residence in Niue Movements recorded for residents relate to residential travel, not migration status changes.
Movement	Movement refers to the entry or exit of individuals across Niue's border, regardless of reason or duration of stay. Movements are classified by: <ul style="list-style-type: none">• Direction: Arrivals or Departures• Type of traveller: Visitor or Resident Each recorded movement represents one crossing of the border, not unique individuals.

Not Stated

Not stated applies when the required information is missing, incomplete, or not reported on the arrival or departure record. These cases are counted separately to maintain data accuracy and transparency.

7. METADATA

NIUE VISITORS AND TRAVELLING RESIDENTS' STATISTICS METADATA

1. Introduction

The Niue Statistics Office (NSO), in collaboration with the Niue Immigration Office (NIO), is responsible for the collection, processing, analysis, and dissemination of Niue Visitors and Travelling Residents Statistics (also referred to as Niue Tourism Statistics). These statistics provide key information on international visitor flows, resident travel, and population movements to support national planning, tourism development, and regional reporting requirements.

The compilation of these statistics is largely guided by the principles and concepts outlined in the *United Nations International Recommendations for Tourism Statistics (IRTS) 2008*, while also reflecting Niue's national legislative and operational context. The primary legislative instruments governing the collection and use of migration and tourism-related data include:

- Niue Immigration Act 2011
- Niue Statistics Act 2009

While international standards are applied where feasible, the primary purpose of these statistics is to meet Niue's national information needs. As a result, not all provisions of IRTS 2008 are applied in full, particularly where local data collection practices or resource constraints apply.

2. Metadata Requirements

To support a wide range of users—from general data users to policy analysts and researchers—the NSO ensures that comprehensive metadata are produced and disseminated alongside tourism and migration statistics. Metadata are provided at two complementary levels:

- **Reference Metadata:** Detailed explanatory information describing the scope, coverage, concepts, sources, methods, and quality of the dataset. Reference metadata are published electronically alongside statistical releases or in dedicated methodological documents.
- **Structural Metadata:** Metadata embedded within the statistical database itself, enabling users to extract definitions, classifications, and notes directly with the data. Structural metadata may also appear as footnotes or table annotations in statistical outputs.

2.1 Reference Metadata Items for Niue Visitors and Travelling Residents Statistics

(a) Legal Framework and Institutional Arrangements

The compilation, management, and dissemination of Niue Visitors and Travelling Residents Statistics are governed by the following legislation:

- Niue Immigration Act 2011
- Niue Statistics Act 2009

Under these legal frameworks, NSO is responsible for statistical production and dissemination, while NIO and other border agencies are responsible for the collection of administrative data at ports of entry and exit.

(b) Concepts and Definitions

Travel and Tourism

- **Travel:** The activity of persons moving between different geographical locations for any purpose and duration.
- **Tourism Trip:** A trip taken outside a traveller's usual environment for a duration of up to 30 days in Niue. Persons undertaking such trips are classified as *visitors*.

Visitors are further classified as:

- **Niuean Visitors:** Visitors of Niuean origin

- **Non-Niuean Visitors:** Visitors of foreign origin

Territories

- **Economic Territory:** The area under the effective economic control of the Government of Niue.
- **Statistical Territory:** The territory for which NSO compiles and reports visitor and traveller statistics.
- **Immigration Territory:** The territory to which Niue's immigration laws and regulations apply.

Usual Residence

- **Visitors:** Usual residence is determined by the traveller's permanent residential address outside Niue. Accommodation information collected refers to the place of stay within Niue.
- **Travelling Residents:** Usual residence is defined as a residential address within Niue.

Nationality and Citizenship

Information on citizenship and country of birth is collected for both visitors and travelling residents to support market analysis and population movement statistics.

Main Purpose of Travel

Travel purpose is classified as:

- **Personal:** Holiday/leisure, visiting friends or relatives, education, health, religion, transit, other
- **Business and Professional**
- **Not Stated**

(c) Data Sources and Integration Methodology

- **Primary Data Sources**
 - Immigration Arrival and Departure Cards (paper-based)
 - Immigration Online Arrival and Departure Cards
- **Secondary Data Sources**
 - Passenger manifests (e.g. cruise ship day visitors)
 - Yacht registration data (Customs Office)
 - Flight registration and movement records (Immigration Office)

Secondary sources are used to validate, supplement, or reconcile movement card data where required.

(d) Data Collection and Processing

Data are collected at ports of entry and exit by Immigration officials through both physical cards and online systems. Information from arrival and departure cards is verified against passenger manifests and administrative records to ensure completeness and accuracy.

Data are entered into an MS Access arrivals and departures database and subsequently exported to Excel for validation, aggregation, and statistical analysis. Quality checks are applied throughout the processing cycle to identify duplicates, inconsistencies, and missing values.

(e) Estimation and Imputation of Missing Migration Data

Where migration data are missing, NSO applies limited and transparent imputation methods in line with migration statistics metadata standards. Imputation is applied only after all available administrative records have been checked, including:

- Immigration arrival and departure registers
- Customs sea vessel registration records

Imputation methods applied include:

- **Column-level mean imputation**, where missing values for a variable are replaced with the mean of observed values within the same period.
- **Month-level mean imputation**, applied where all values for a given date are missing, using the average values for the same month to preserve seasonal patterns.

Mean imputation is applied only where missing values are minimal and assumed to be random. The objective is to maintain continuity of monthly and annual series while preserving observed trends. Imputation is limited in scope, and historically, all incoming sea vessels have been classified as Non-Niuean Visitors.

(f) Dissemination Policy

- Statistics are released on a **quarterly basis**, typically within **3–4 working days** following internal approval.
- NSO aims to move towards **monthly releases** as data systems and processing capacity improve.
- All publications are accompanied by explanatory notes and metadata to support correct interpretation.

(g) Additional Notes

Published outputs include explanatory notes on:

- Data revisions and updates
- Breaks in series
- Confidentiality and disclosure control
- Special categories or one-off events affecting the data

(h) Quality Reporting

Quality management of Niue Visitors and Travelling Residents Statistics is guided by the following dimensions:

- **Prerequisites of Quality:** Compliance with legislation; availability of trained staff and adequate resources
- **Relevance:** Alignment with user needs and national priorities
- **Credibility:** Professional independence and transparent statistical practices
- **Accuracy and Reliability:** Data reflect the intended concepts and are subject to validation
- **Timeliness and Punctuality:** Data released within agreed timeframes
- **Accessibility and Clarity:** Statistics and metadata are publicly available and easy to interpret