

Niue Statistics Office
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Statistical release:
**TRAVELLING RESIDENTS and
VISITORS OF NIUE**

Year ending 2022, 2023 and 2024

FIGURES AT A GLANCE

Summary table	2022	2023	2024
1) Total Arrivals:	3,932	9,445	12,418
2) Total Departures:	3,804	9,307	12,844
3) Net Migration:	128	138	-426
4) Arrivals:			
Total Visitors:	2,908	7,692	10,264
Niuean	859	2,083	2,443
Non-Niuean	2,049	5,609	7,821
Visitors become residents	45	43	59
Total returning residents:	1,024	1,753	2,154
5) Departures:			
Total departing residents:	1,220	1,768	2,369
Res. Leaving Permanently	40	19	35
Total returning visitors:	2,584	7,539	10,475
6) Average Total Tourist Earning (000):	\$ 2,245.75	\$ 6,154.15	\$ 9,962.65
Niuean Visitors -	\$ 440.25	\$ 1,339.35	\$ 1,922.60
Non-Niuean visitors -	\$ 1,805.50	\$ 4,814.80	\$ 8,040.05

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.

Fakaaue 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, Ministry of Finance and Planning, Government of Niue, Alofi, NIUE; or send an e mail to email address: statsniue@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. Fakaaue 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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A. BORDER STATUS INFORMATION

The following information provides contextual background on Niue's air and sea border settings during the period affected by international travel restrictions. These settings influenced the volume and pattern of passenger movements presented in this release and support interpretation of changes observed between 2020 and 2024.

March 2020 – October 2021

Both air and sea borders operated under strict entry controls.

- **Air Border:** Passenger flights were limited to essential travel only, with most arrivals restricted to returning residents, health personnel, and approved exemptions.
- **Sea Border:** Entry of all yachts, cruise ships, and private sea vessels was not permitted, except for emergency, medical evacuation, and patrol vessels.

November 2021

Border settings partially reopened for air travel under controlled conditions.

- **Air Border:** Limited commercial flights resumed, requiring vaccination, pre-departure testing, travel passes, and isolation upon arrival.
- **Sea Border:** Restrictions remained fully in place, and visiting yachts were still not permitted to enter Niue.

July 2022 – Air Border Fully Reopened

All remaining restrictions for air arrivals were removed, and commercial operations returned to standard procedures.

- Air New Zealand continued operating scheduled weekly flights, with plans to move toward twice-weekly services as demand increased.

October 2022 – Partial Reopening of Sea Border

Maritime restrictions for seafarers were eased, allowing yachts to enter Niue under managed conditions for the first time since early 2020.

- The first visiting yachts subsequently arrived in April 2023, marking the practical resumption of maritime visitor movements after a three-year period.

Air New Zealand Flight Frequency Increases: 2022–2024

Following the lifting of travel restrictions, scheduled air services expanded in stages:

- Twice-weekly flights operated from 16 September 2023 to 28 October 2023 as part of the phased recovery of international travel.
- Additional twice-weekly services operated from 1 November 2023 to 27 January 2024, responding to increased passenger demand

2023–2024

Both air and sea borders remained fully open, with:

- regular and occasional expanded air services stabilising, and
- maritime arrivals resuming through Alofi Bay.

Visitor movement increased strongly across this period, reflecting the combined effect of full border reopening and expanded air-service capacity.

B. METHODOLOGY

Data Sources

Migration statistics presented in this report are compiled from arrival and departure card information collected at the border through both online submissions and physical movement cards. All travellers are required to complete a movement card, which captures key variables including residency status, purpose of visit, age, sex, citizenship, occupation, country of residence, accommodation in Niue, and intended length of stay. For departing travellers, additional information is collected on how visitors became aware of Niue and their estimated expenditure.

Movement card data are routinely processed by the relevant border and statistical agencies, and aggregated counts are compiled for reporting periods in accordance with national and regional statistical standards. Where movement cards contained missing or incomplete information, supplementary data were obtained from the Immigration Office, Customs Office, and the Statistics New Zealand website.

Data Processing

All arrival and departure cards are checked for completeness and internal consistency prior to entry into the migration database. Records are processed using standard classification structures for all key variables. Duplicate cards are identified and removed, and any obvious data entry errors are corrected where verification is possible. Where information cannot be verified, values are coded as *Not Stated*.

Aggregated totals are cross-checked against card batches to ensure consistency between raw inputs and final datasets. All outputs are produced in aggregated form only, and no individual-level information is released.

Treatment of Missing or Incomplete Cards

A small number of arrival and departure cards were missing during the 2022–2024 period. In accordance with migration statistics metadata standards, these missing cases were imputed using mean substitution. Specifically, the proportional distribution of residency status for each reporting period was applied to allocate the missing records. This imputation was applied **only** to residency status (NR, NNR, NV, NNV) and not to any other migration variables.

The number of imputed cases was minimal for each year reported, and the overall impact on annual totals and observed trends is considered negligible.

In addition to these imputed cases, the dataset contains a number of *Not Stated* records. These arise from two sources:

1. Missing fields on cards that were submitted but incomplete; and
2. Instances where cards were not provided during processing.

As these cases cannot be reliably imputed for variables other than residency status, the affected records remain classified as *Not Stated*. Consequently, increases in *Not Stated* counts in later years reflect data collection and processing limitations rather than changes in traveller behaviour.

Classification

Arrival and departure cards collect largely similar information, with some variables specific to the type of movement. Departure cards include additional questions on duration of absence, reasons for leaving, how visitors became aware of Niue, and estimated expenditure. These questions apply to visitors only and are not collected for residents.

Residency status is classified into four groups: NR (Niue Resident), NNR (Non-Niue Resident), NV (Niue Visitor), and NNV (Non-Niue Visitor). Purpose of visit is coded using standard categories including Holiday, Visiting Relatives, Business, Conference, Education, Permanent Migration, Other, and Not Stated.

Occupation is coded using international standard occupational classifications. Country of birth, country of residence, and citizenship are coded using standard country codes and grouped into regional areas for reporting purposes, with New Zealand

and Australia shown separately due to their importance as Niue's principal tourism markets. Age is derived from date of birth and grouped into 10-year age bands. Visitor expenditure is calculated from the amounts reported on departure cards. Visitor accommodation is coded according to a standard accommodation classification list. Accommodation types that have not yet been formally classified are grouped under *Other* until an official code is assigned.

Calculation of Indicators

Year-on-year changes are calculated using both absolute differences and percentage changes relative to the previous year's totals. Shares of total movements are calculated by dividing category counts by annual total movements. Where relevant, component variables are presented as proportions of category totals to illustrate shifts between resident-related and visitor-related movements.

Data Quality Considerations

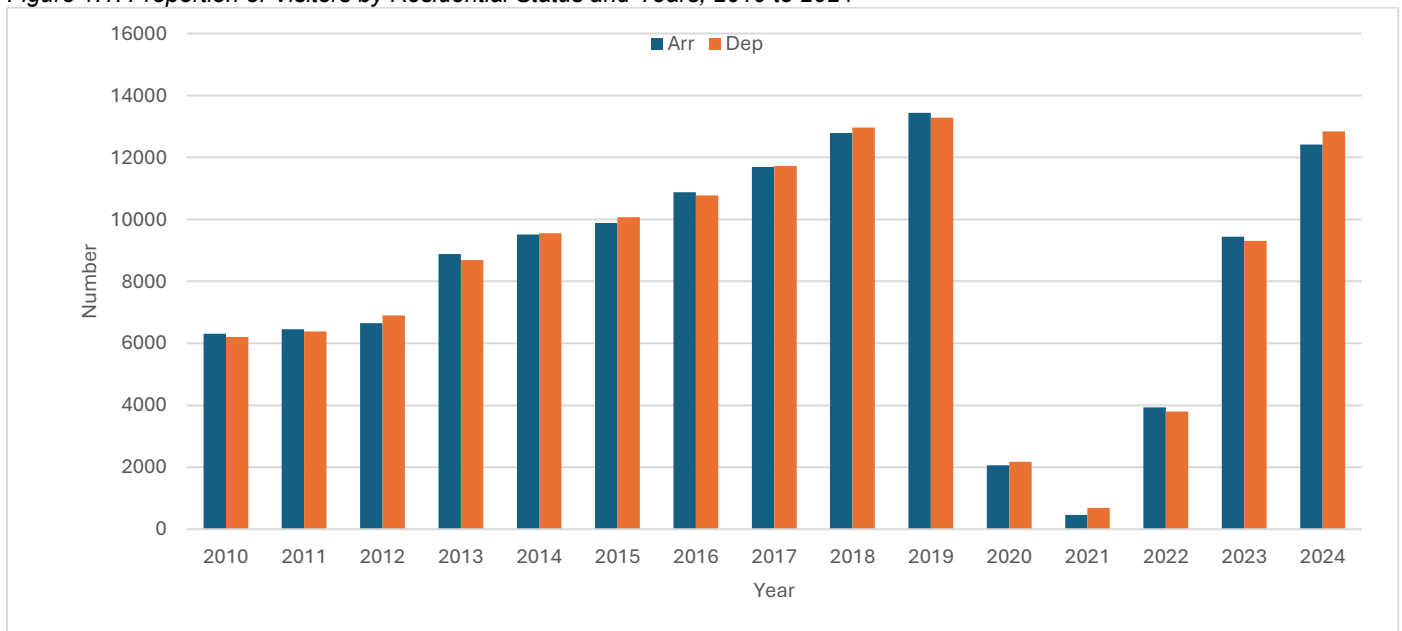
While most card fields are complete and reliable, some variables may be affected by respondent reporting behaviour or incomplete card completion. The *Not Stated* category is published transparently to reflect these limitations. Apart from the limited imputation applied to residency status, no additional estimation or adjustment methods have been used.

Users should note that some variables are self-reported and may be subject to reporting error. Data may be revised as additional information becomes available, and caution is advised when interpreting small sub-categories, particularly where imputation or higher levels of missing data are present.

1. TOTAL ARRIVALS AND DEPARTURES

Figure 1.1 shows long-term trends in visitor arrivals and departures between 2010 and 2024, highlighting a period of steady expansion in Niue’s visitor activity, followed by pandemic-related disruption and a strong recovery. Visitor arrivals increased consistently from 6,311 in 2010 to a peak of 13,440 in 2019, with departures following the same pattern, rising from 6,204 to 13,286 over the same period. This upward trend was sharply interrupted in 2020 and 2021, when arrivals fell to 2,066 and 462, and departures dropped to 2,175 and 692, reflecting global travel restrictions and border closures. A significant rebound began in 2022, with arrivals rising to 3,932 and departures to 3,804, accelerating further in 2023 to 9,445 arrivals and 9,307 departures. By 2024, visitor movements had nearly returned to pre-pandemic levels, with 12,418 arrivals and 12,844 departures, demonstrating a strong and sustained recovery across the sector.

Figure 1.1: Proportion of Visitors by Residential Status and Years, 2010 to 2024



1.1 Total Arrivals & Departures by Months & Residential Status: 2022, 2023, and 2024

Arrivals:

Table 1.1 shows the total arrivals increased steadily over the period 2022 to 2024, indicating sustained growth in inbound movements. In 2022, total arrivals numbered 3,932, comprising 1,024 resident arrivals and 2,908 visitor arrivals, with visitors accounting for 74.0% of all arrivals. Arrivals were lowest in April (52) and increased from mid-year, peaking in December (676); both resident and visitor arrivals reached their annual maxima in December, with 149 residents and 527 visitors recorded respectively. In 2023, total arrivals increased significantly to 9,445, an absolute increase of 5,513 (+140.2%) from 2022. Visitor arrivals rose sharply to 7,692 (+164.5%), while resident arrivals increased to 1,753 (+71.2%), increasing the visitor share of total arrivals to 81.4%. Monthly arrivals were lowest in January (405) and highest in December (1,148); resident arrivals peaked in March (217) and visitor arrivals peaked in July (995). In 2024, total arrivals rose further to 12,418, an increase of 2,973 (+31.5%) compared with 2023, driven by increases in both visitor arrivals (10,264; +33.4%) and resident arrivals (2,154; +22.9%). Arrivals were lowest in February (453) and highest in September (1,704), with visitor arrivals also peaking in September (1,491) and resident arrivals peaking in March (254).

Table 1.1: Total Arrivals by Months & Residential Status: 2022, 2023, and 2024

Year	Arrivals	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
2022	Res	58	62	46	38	83	60	84	130	75	111	128	149	1024
	Vis	20	19	17	14	44	78	322	515	481	492	379	527	2908
2022 Total		78	81	63	52	127	138	406	645	556	603	507	676	3932
2023	Res	146	149	217	134	149	99	121	107	85	154	193	199	1753
	Vis	259	294	345	545	659	590	995	716	630	900	810	949	7692
2023 Total		405	443	562	679	808	689	1116	823	715	1054	1003	1148	9445
2024	Res	153	156	254	215	223	175	194	169	213	89	169	144	2154
	Vis	660	297	499	662	829	951	1243	1267	1491	1014	735	616	10264
2024 Total		813	453	753	877	1052	1126	1437	1436	1704	1103	904	760	12418

Departures:

Total departures also increased markedly across the three-year period, mirroring trends observed in arrivals. In 2022, a total of 3,804 departures was recorded, consisting of 1,220 resident departures and 2,584 visitor departures, with visitors representing 67.9% of all departures. Departures were lowest in February (69) and peaked in December (622); resident departures reached their highest level in December (267), while visitor departures peaked earlier in August (507). In 2023, departures increased to 9,307, representing an increase of 5,503 departures (+144.7%) compared with 2022. Visitor departures rose to 7,539 (+191.8%), while resident departures increased to 1,768 (+44.9%), resulting in visitors accounting for 81.0% of total departures. The lowest monthly departures occurred in March (442) and the highest in December (1,108); visitor departures peaked in July (946) and resident departures peaked in December (273). In 2024, total departures increased further to 12,844, an increase of 3,537 (+38.0%) from 2023. Visitor departures reached 10,475 (+38.9%), while resident departures rose to 2,369 (+34.0%), with visitors accounting for 81.6% of all departures. The lowest monthly departures were recorded in February (550) and the highest in September (1,537); visitor departures peaked in September (1,362), while resident departures reached their annual maximum in December (347).

Table 1.2: Total Departures by Months & Residential Status: 2022, 2023, and 2024

Year	Departures	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
2022	Res	84	40	56	61	65	62	110	98	93	113	171	267	1220
	Vis	31	29	16	27	23	25	267	507	426	493	385	355	2584
2022 Total		115	69	72	88	88	87	377	605	519	606	556	622	3804
2023	Res	100	144	163	126	162	62	153	133	92	143	217	273	1768
	Vis	350	303	279	489	632	561	946	761	640	904	839	835	7539
2023 Total		450	447	442	615	794	623	1099	894	732	1047	1056	1108	9307
2024	Res	171	180	274	217	211	132	196	168	175	111	187	347	2369
	Vis	1137	370	423	639	723	893	1271	1281	1362	1036	869	471	10475
2024 Total		1308	550	697	856	934	1025	1467	1449	1537	1147	1056	818	12844

1.2 Total Arrivals and Departures by Carriers or Vessels: 2022, 2023, and 2024

Table 1.3 shows the total arriving and departing passenger by air or sea carriers as well as the number of movements for each carrier. As shown below, passenger volumes and recorded movements increased substantially between 2022 and 2024 for both arrivals and departures.

In 2022, total arrival passengers were 3,932 across 51 movements, and total departure passengers were 3,804 across 58 movements. Air New Zealand accounted for 3,769 arrival passengers (95.9%) and 3,640 departure passengers (95.7%), with 39 arrival movements and 40 departure movements. Other modes contributed relatively small passenger volumes, including

RNZAF with 102 arrival passengers and 89 departure passengers (each on 5 movements), and Other Sea Vessel with 31 arrival passengers and 31 departure passengers (each on 1 movement). Yacht activity was minimal in 2022, with 6 arrival passengers and 6 departure passengers on 3 movements in each direction.

In 2023, total arrival passengers increased to 9,445, up by 5,513 (+140.0%) from 2022, while total departure passengers increased to 9,307, up by 5,503 (+144.7%). Total movements also increased sharply, with arrival movements rising from 51 to 243 (+192; +376.5%) and departure movements rising from 58 to 244 (+186; +320.7%). Air New Zealand remained the dominant passenger carrier, recording 8,592 arrival passengers (91.0%) and 8,456 departure passengers (90.9%), on 61 movements in each direction. In contrast, Yacht movements accounted for the majority of movements, with 171 movements for both arrivals and departures, representing 70.4% of arrival movements and 70.1% of departure movements, although yacht passenger volumes were comparatively smaller at 664 arrival passengers (7.0%) and 659 departure passengers (7.1%). Additional activity was recorded for Other Airline* (150 arrival passengers on 9 movements; 152 departure passengers on 10 movements) and Air Rarotonga (39 arrival passengers; 40 departure passengers, each on 2 movements), while RNZAF and Other Sea Vessel recorded no passengers or movements in 2023.

In 2024, total arrival passengers increased further to 12,418, an increase of 2,973 (+31.5%) compared with 2023, and total departure passengers increased to 12,844, an increase of 3,537 (+38.0%). Total movements changed only slightly relative to 2023, increasing from 243 to 249 for arrivals (+6; +2.4%) and from 244 to 250 for departures (+6; +2.4%). Air New Zealand continued to account for the majority of passengers, recording 11,636 arrival passengers (93.7%) and 12,046 departure passengers (93.8%), on 88 movements in each direction. Yacht activity remained a major contributor to movements, with 154 movements for both arrivals and departures, representing 61.8% of arrival movements and 61.6% of departure movements, and passenger volumes of 630 arrivals (5.1%) and 637 departures (5.0%). RNZAF activity resumed in 2024 with 108 passengers for both arrivals and departures on 4 movements, while Air Rarotonga recorded 35 arrival passengers and 39 departure passengers (each on 2 movements); Other Airline recorded 9 arrival passengers (1 movement) and 14 departure passengers (2 movements), and Other Sea Vessel recorded no activity.

Other airlines refer to small and infrequent carriers operating into Niue. These include AirPNG, the Australian Air Force, Hong Kong Airlines, Lulutahi Airline, LYDAR, MedEvac services, Nauru Airlines, and a range of privately chartered operators. Cruise-ship activity is monitored separately and are however not included in this report. Cruise-ship passengers do not complete arrival or departure cards, their passenger counts are excluded from all arrival and departure totals in this report.

Table 1.3: Total Arrivals and Departures by Carriers: 2022, 2023, and 2024

Carriers	2022 Arrivals		2022 Departures		2023 Arrivals		2023 Departures		2024 Arrivals		2024 Departures	
	Passengers	Carrier Movements	Passengers	Carrier Movements	Passengers	Carrier Movements	Passengers	Carrier Movements	Passengers	Carrier Movements	Passengers	Carrier Movements
Air New Zealand	3769	39	3640	40	8592	61	8456	61	11636	88	12046	88
Yacht	6	3	6	3	664	171	659	171	630	154	637	154
RNZAF	102	5	89	5	-	-	-	-	108	4	108	4
Air Rarotonga	12	1	13	1	39	2	40	2	35	2	39	2
Other Airline*	12	2	25	8	150	9	152	10	9	1	14	2
Other Sea Vessel	31	1	31	1	-	-	-	-	-	-	-	-
Total	3932	51	3804	58	9445	243	9307	244	12418	249	12844	250

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

2.1 Movements of Arrivals and Departures: 2022, 2023, and 2024

Tables 2.1 and 2.2 present the monthly arrival and departure movements for 2021, 2022, 2023, and 2024. The year 2021 has been included to provide a comparative baseline for assessing changes and recovery trends observed in 2022 and the subsequent years.

Arrivals

Total monthly arrivals increased substantially between 2021 and 2024, indicating a strong upward trend over the period. In 2022, total arrivals rose sharply to 3,932, representing an increase of 3,322 arrivals compared with 2021, equivalent to 544.6% growth. Monthly arrivals were lowest in April (52) and increased markedly from mid-year, peaking in December (676). Elevated arrival volumes were also recorded in August (645), September (556), and October (603), indicating strong concentration of arrivals during the second half of the year.

In 2023, arrivals increased further to 9,445, an absolute increase of 5,513 arrivals from 2022, corresponding to 140.2% growth. The lowest monthly total was recorded in January (405), while arrivals peaked in December (1,148). High arrival volumes were sustained across much of the year, particularly in July (1,116), October (1,054), and November (1,003).

In 2024, arrivals continued to rise to 12,418, increasing by 2,973 arrivals compared with 2023, representing 31.5% growth. Monthly arrivals were lowest in February (453) and reached their highest level in September (1,704), with similarly high volumes recorded in July (1,437) and August (1,436).

Table 2.1: Total monthly Arrivals for 2021, 2022, 2023 and 2024 – Yearly difference and movement

Year	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total	Difference	Movement (%)
2021	15	27	35	35	65	115	60	50	0	23	120	65	610		
2022	78	81	63	52	127	138	406	645	556	603	507	676	3932	3322	544.6
2023	405	443	562	679	808	689	1116	823	715	1054	1003	1148	9445	5513	140.2
2024	813	453	753	877	1052	1126	1437	1436	1704	1103	904	760	12418	2973	31.5

Departures

Total monthly departures also increased markedly between 2021 and 2024, following a trajectory similar to that observed for arrivals. In 2022, total departures increased from 692 in 2021 to 3,804, representing an annual increase of 3,112 departures and 449.7% growth. Monthly departures were lowest in February (69) and increased strongly from mid-year, peaking in December (622). High departure volumes were also recorded in August (605) and October (606), indicating substantial outward movement during the latter half of the year.

In 2023, departures rose further to 9,307, an increase of 5,503 departures from 2022, equivalent to 144.7% growth. The lowest monthly departures were recorded in March (442), while the highest level was observed in December (1,108). Elevated volumes were sustained across many months, particularly in July (1,099), October (1,047), and November (1,056).

In 2024, total departures increased to 12,844, representing an increase of 3,537 departures compared with 2023 and 38.0% growth. Monthly departures were lowest in February (550) and peaked in September (1,537), with consistently high levels maintained from July to November. Overall, departures increased by 12,152 between 2021 and 2024, confirming a strong and

sustained upward trend in outward movement, with peak departure activity shifting from December in earlier years to September in 2024.

Table 2.2: Total monthly Departures for 2021, 2022, 2023 and 2024 – Yearly difference and movement

Year	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total	Difference	Movement (%)
2021	24	22	47	99	79	97	62	66	30	17	58	91	692		
2022	115	69	72	88	88	87	377	605	519	606	556	622	3804	3112	449.7
2023	450	447	442	615	794	623	1099	894	732	1047	1056	1108	9307	5503	144.7
2024	1308	550	697	856	934	1025	1467	1449	1537	1147	1056	818	12844	3537	38.0

2.2 Monthly Movements of Arrivals and Departures: 2022, 2023, and 2024

Arrivals

Arrival monthly movements shown in the table 2.3 fluctuated between positive and negative percentage changes in each year, with the greatest variability recorded in 2022 and comparatively narrower ranges in 2023 and 2024.

In 2022, arrival movements recorded their highest monthly increase in July (194.2%), with other large increases in May (144.2%) and August (58.9%). The lowest month was March (-22.2%), followed by April (-17.5%) and November (-15.9%). Positive monthly changes were recorded in 8 months, while negative changes were recorded in 4 months, indicating that increases were more frequent than declines in 2022.

In 2023, arrival movements recorded their highest monthly increase in July (62.0%), followed by October (47.4%) and March (26.9%), while the lowest month was January (-40.1%). Compared with 2022, the peak month remained July but the peak value declined by 132.2 percentage points (from 194.2% to 62.0%). Positive monthly changes were recorded in 7 months and negative changes in 5 months.

In 2024, arrival movements recorded their highest monthly increase in March (66.2%), followed by July (27.6%) and May (20.0%), while the lowest month was February (-44.3%), with further declines in October (-35.3%) and January (-29.2%). Relative to 2023, March increased by 39.3 percentage points (from 26.9% to 66.2%), while October declined by 82.7 percentage points (from 47.4% to -35.3%). In 2024, positive and negative months were evenly split (6 positive and 6 negative), indicating a more balanced pattern of increases and decreases across the year.

Table 2.3: Proportion of Arrival Monthly Movements in percentages (%)– 2022, 2023, and 2024

Arrival	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2022	20.0	3.8	-22.2	-17.5	144.2	8.7	194.2	58.9	-13.8	8.5	-15.9	33.3
2023	-40.1	9.4	26.9	20.8	19.0	-14.7	62.0	-26.3	-13.1	47.4	-4.8	14.5
2024	-29.2	-44.3	66.2	16.5	20.0	7.0	27.6	-0.1	18.7	-35.3	-18.0	-15.9

Departures

Departure monthly movements shown in table 2.4 also fluctuated between positive and negative percentage changes, with the widest variability recorded in 2022 and substantially narrower ranges in 2023 and 2024.

In 2022, departure movements recorded a pronounced peak in July (333.3%), followed by August (60.5%) and January (26.4%). The lowest month was February (-40.0%). Positive monthly changes were recorded in 7 months, negative changes in 4 months, and May recorded 0.0%, indicating no change in that month.

In 2023, departure movements peaked in July (76.4%), followed by October (43.0%) and April (39.1%), while the lowest month was January (-27.7%). Compared with 2022, the July peak declined by 256.9 percentage points (from 333.3% to 76.4%)

indicating markedly reduced month-to-month variability. Monthly changes were evenly distributed between increases and declines, with 6 positive and 6 negative months recorded.

In 2024, departures again peaked in July (43.1%), followed by March (26.7%) and April (22.8%), while the lowest month was February (-58.0%), with additional declines in October (-25.4%) and December (-22.5%). Relative to 2023, January increased by 45.8 percentage points (from -27.7% to 18.1%), while October declined by 68.4 percentage points (from 43.0% to -25.4%). Positive monthly changes were recorded in 7 months and negative changes in 5 months.

Table 2.4: Proportion of Departure Monthly Movements in percentages (%)– 2022, 2023, and 2024

Departures	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2022	26.4	-40.0	4.3	22.2	0.0	-1.1	333.3	60.5	-14.2	16.8	-8.3	11.9
2023	-27.7	-0.7	-1.1	39.1	29.1	-21.5	76.4	-18.7	-18.1	43.0	0.9	4.9
2024	18.1	-58.0	26.7	22.8	9.1	9.7	43.1	-1.2	6.1	-25.4	-7.9	-22.5

2.3 Twelve Month Movements of Arrivals and Departures: 2022, 2023, and 2024

Arrivals

The twelve-month difference in arrivals showed a clear transition from very large year-on-year increases in 2022, to moderating but still positive growth in 2023, and then to substantially smaller changes and late-year declines in 2024.

In 2022, all months recorded positive year-on-year changes in arrivals, ranging from a low of 20.0% in June to an exceptionally high peak of 2521.7% in October. Large increases were also observed in August (1190.0%), December (940.0%), July (576.7%), and September (556.0%), indicating strong concentration of growth in the second half of the year. The lowest values occurred in the first half of the year, including April (48.6%) and March (80.0%), although these remained positive.

In 2023, arrivals continued to record positive twelve-month differences in all months, but the magnitude of change was generally lower than in 2022 and more concentrated in the first half of the year. The highest increase occurred in April (1205.8%), followed by March (792.1%) and May (536.2%), with sustained positive changes also recorded in February (446.9%) and January (419.2%). From mid-year, increases reduced considerably, with the lowest monthly changes recorded in August (27.6%) and September (28.6%), and relatively modest increases in October (74.8%), November (97.8%), and December (69.8%).

In 2024, arrivals recorded substantially smaller year-on-year changes compared with the previous two years and included the first negative monthly results in the period shown. The largest monthly increase occurred in September (138.3%), followed by January (100.7%), while several months recorded low positive growth such as February (2.3%) and October (4.6%). Late-year outcomes declined below zero, with November (-9.9%) and December (-33.8%), indicating fewer arrivals relative to the same months in the previous year.

Table 2.5: Proportion of Arrival Twelve Month Difference Movements in percentages (%)– 2022, 2023, and 2024

Arrival	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2022	420.0	200.0	80.0	48.6	95.4	20.0	576.7	1190.0	556.0	2521.7	322.5	940.0
2023	419.2	446.9	792.1	1205.8	536.2	399.3	174.9	27.6	28.6	74.8	97.8	69.8
2024	100.7	2.3	34.0	29.2	30.2	63.4	28.8	74.5	138.3	4.6	-9.9	-33.8

Departures

The twelve-month difference in departures followed a similar trajectory to arrivals, with very large increases in 2022, moderating and consistently positive changes in 2023, and smaller changes with a late-year decline in 2024. Departures in 2022 also displayed greater volatility than arrivals, including months with negative year-on-year change alongside extremely large positive peaks later in the year.

In 2022, departures recorded very large year-on-year increases across most months, reaching a peak of 3464.7% in October, with other pronounced increases in September (1630.0%), November (858.6%), and August (816.7%). However, two months recorded negative movements—April (-11.1%) and June (-10.3%)—indicating short periods where departures fell below the same month in the previous year. The lowest month was April (-11.1%), while the overall pattern showed strong concentration of increases in the second half of the year, particularly from July (508.1%) through to December (583.5%).

In 2023, departures recorded positive twelve-month differences in all months, with higher increases concentrated in the first half of the year. The largest monthly increase occurred in May (802.3%), with similarly high values in June (616.1%), April (598.9%), and February (547.8%), and sustained increases in March (513.9%). From mid-year onwards, growth moderated substantially, with the lowest values recorded in September (41.0%) and August (47.8%), and comparatively modest increases recorded through the final quarter, including October (72.8%), November (89.9%), and December (78.1%).

In 2024, departures recorded smaller year-on-year changes relative to 2022 and 2023, including one month with no change and one month with negative change. The highest increase occurred in January (190.7%), followed by September (110.0%), while several months recorded relatively low positive movements such as February (23.0%) and October (9.6%). November recorded 0.0%, indicating no year-on-year change, and December declined to -26.2%, representing fewer departures compared with the same month in the previous year.

Table 2.6: Proportion of Departure Twelve Month Difference Movements in percentages (%)– 2022, 2023, and 2024

Departures	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2022	379.2	213.6	53.2	-11.1	11.4	-10.3	508.1	816.7	1630.0	3464.7	858.6	583.5
2023	291.3	547.8	513.9	598.9	802.3	616.1	191.5	47.8	41.0	72.8	89.9	78.1
2024	190.7	23.0	57.7	39.2	17.6	64.5	33.5	62.1	110.0	9.6	0.0	-26.2

3. NET MIGRATION

3.1 Net migration by residential status

Table 3.1 below shows total net migration remained positive in 2022 and 2023 before shifting to a net loss in 2024.

In 2022, total net migration was +128, with 7 months positive and 5 months negative. Monthly total net migration ranged from a low of -49 in November to a peak of +54 in December (range 103). Resident net migration recorded an annual total of -196, with the highest monthly value in August (+32) and the lowest in December (-118), indicating that resident net outcomes were negative overall despite occasional monthly gains. Visitor net migration in 2022 recorded an annual total of +324, peaking in December (+172) and reaching its lowest point in April (-13), with positive visitor net migration concentrated in the second half of the year, including July (+55), September (+55) and December (+172).

In 2023, total net migration increased slightly to +138, with 7 positive months and 5 negative months, and monthly totals ranging from -71 in August to +120 in March (range 191). Resident net migration improved relative to 2022, recording an annual total of -15, compared with -196 in 2022 (a reduction in net loss of 181), although the year still included a low of -74 in December and a peak of +54 in March. Visitor net migration recorded an annual total of +153, down from +324 in 2022 (a decrease of 171), with the lowest monthly value in January (-91) and the highest in December (+114). The monthly pattern for total net migration showed stronger gains in March (+120) and April (+64), followed by a marked decline in August (-71) and November (-53), before returning to a positive balance in December (+40).

In 2024, total net migration shifted to a net loss of -426, with 5 months positive and 7 months negative, and substantially wider month-to-month variation than previous years. Monthly total net migration ranged from -495 in January to +167 in September (range 662), with large net losses in the first two months (January -495 and February -97), followed by positive totals in mid-year including May (+118) and June (+101), and a peak in September (+167). Resident net migration recorded an annual total of -215, with a peak of +43 in June and a minimum of -203 in December, indicating a pronounced year-end decline in resident net outcomes. Visitor net migration recorded an annual total of -211, reversing from positive totals in 2022 and 2023; this category recorded its lowest monthly value in January (-477) and its highest in December (+145), with additional negative months including November (-134) and October (-22).

Table 3.1: Net Migration by Months & Residential Status: 2022, 2023, and 2024

Year	Net migration	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
2022	Res	-26	22	-10	-23	18	-2	-26	32	-18	-2	-43	-118	-196
	Vis	-11	-10	1	-13	21	53	55	8	55	-1	-6	172	324
2022 Total		-37	12	-9	-36	39	51	29	40	37	-3	-49	54	128
2023	Res	46	5	54	8	-13	37	-32	-26	-7	11	-24	-74	-15
	Vis	-91	-9	66	56	27	29	49	-45	-10	-4	-29	114	153
2023 Total		-45	-4	120	64	14	66	17	-71	-17	7	-53	40	138
2024	Res	-18	-24	-20	-2	12	43	-2	1	38	-22	-18	-203	-215
	Vis	-477	-73	76	23	106	58	-28	-14	129	-22	-134	145	-211
2024 Total		-495	-97	56	21	118	101	-30	-13	167	-44	-152	-58	-426

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

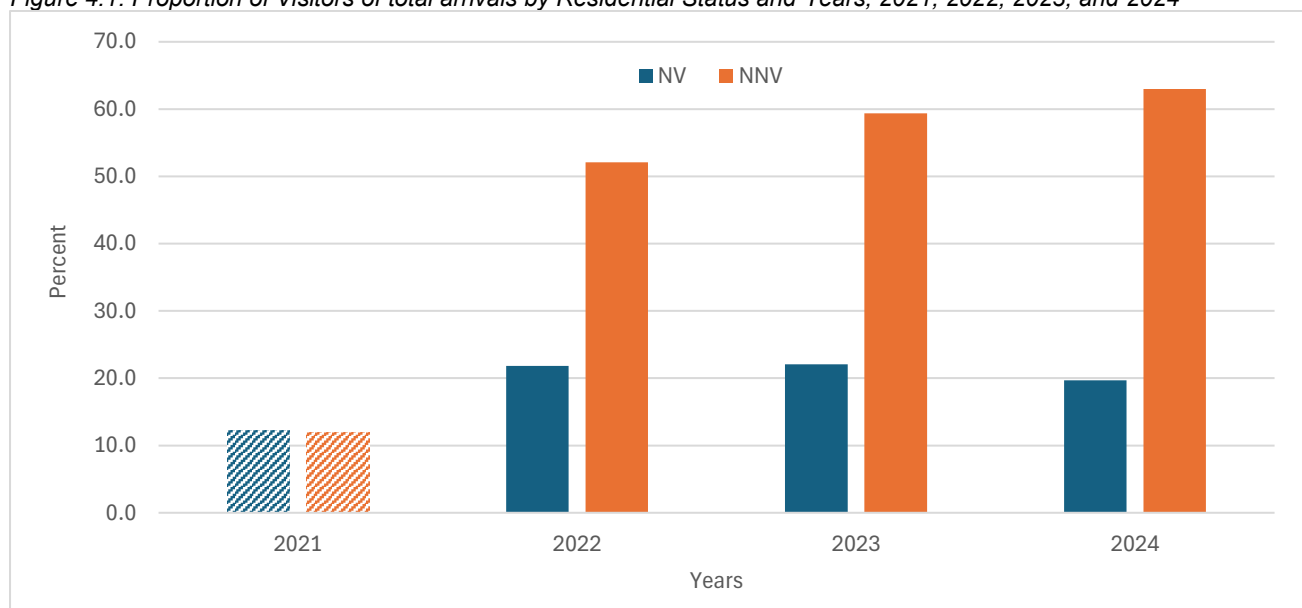
Figure 4.1 illustrates the proportions of Niue Visitors (NV) and Non-Niue Visitors (NNV) as shares of total visitor arrivals between 2021 and 2024. Visitor arrivals for 2021 are included for comparative purposes, while more detailed visitor statistics are presented in Table 4.1.

In 2021, the proportions of NV and NNV were broadly similar, accounting for 12.3 percent and 12.0 percent of total arrivals, respectively, indicating a relatively balanced distribution between the two residential status groups. By 2022, this balance shifted markedly. The proportion of NNV increased sharply to 52.1 percent, more than four times its share in 2021, while NV also rose to 21.8 percent. This change reflects a substantial increase in arrivals by non-resident visitors.

The trend continued in 2023, with NNV further increasing to 59.4 percent of total arrivals. Over the same period, the proportion of NV remained relatively stable at 22.1 percent, reinforcing the growing dominance of non-resident visitors within the overall visitor population.

By 2024, the gap between the two groups widened further. NNV reached its highest recorded proportion at 63.0 percent, while NV declined to 19.7 percent, representing a decrease from 2023 and the lowest NV share observed since 2021. Over the four-year period, the proportion of NNV increased by more than 50 percentage points, whereas NV proportions fluctuated within a narrower range of approximately 12 to 22 percent, resulting in an increasingly NNV-dominated visitor profile by 2024.

Figure 4.1: Proportion of Visitors of total arrivals by Residential Status and Years, 2021, 2022, 2023, and 2024



As reflected in figure 4.1, the overall increase in visitor arrivals was increasingly driven by Non-Niue Visitors.

In 2022, total visitors numbered 2,908, comprising 859 NV and 2,049 NNV. Monthly totals were lowest in April (14) and increased substantially in the second half of the year, peaking in December (527). NV arrivals peaked in December (301) and were lowest in April (8), while NNV arrivals peaked in August (424) and were lowest in April (6).

In 2023, total visitors increased to 7,692, an absolute increase of 4,784 (+164.5%) from 2022. This increase reflected growth in both categories, with NV rising to 2,083 (+1,224; +142.5%) and NNV rising to 5,609 (+3,560; +173.7%). NV arrivals peaked in December (569) and reached their lowest monthly level in August (48), while NNV arrivals peaked in July (869) and were lowest in January (159), indicating that the mid-year peak was driven primarily by NNV volumes.

In 2024, total visitors rose further to 10,264, increasing by 2,572 (+33.4%) from 2023. NV increased to 2,443 (+360; +17.3%), while NNV increased to 7,821 (+2,212; +39.4%), resulting in a larger contribution from NNV relative to NV. NV arrivals peaked in October (524) and were lowest in February (92), while NNV arrivals peaked in September (1,258) and were lowest in February (205).

Overall, total visitors increased from 2,908 in 2022 to 10,264 in 2024, an increase of 7,356 over the period, with growth concentrated in NNV, which increased by 5,772 (from 2,049 to 7,821), compared with an increase of 1,584 for NV (from 859 to 2,443).

Table 4.1: Total Visitors by Residential Status in Months: 2022, 2023, and 2024

Year	Res Status	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
2022	NV	9	9	9	8	16	36	54	91	116	125	85	301	859
	NNV	11	10	8	6	28	42	268	424	365	367	294	226	2049
2022 Total		20	19	17	14	44	78	322	515	481	492	379	527	2908
2023	NV	100	118	161	143	152	105	126	48	98	210	253	569	2083
	NNV	159	176	184	402	507	485	869	668	532	690	557	380	5609
2023 Total		259	294	345	545	659	590	995	716	630	900	810	949	7692
2024	NV	240	92	149	157	175	161	99	123	233	524	226	264	2443
	NNV	420	205	350	505	654	790	1144	1144	1258	490	509	352	7821
2024 Total		660	297	499	662	829	951	1243	1267	1491	1014	735	616	10264

Table 4.2, 4.3, and 4.4 shows visitors by residential status in quarters by total numbers, difference and rate of movement respectfully.

In 2022, quarterly totals were lowest in Quarter 1 (56) and highest in Quarter 4 (1,398), while NNV peaked earlier in the year in Quarter 3 (1,057 NNV) and NV peaked in Quarter 4 (511 NV). Compared with 2021, the largest quarterly increase occurred in Quarter 4 (+1,343) followed by Quarter 3 (+1,294), while smaller increases were recorded in Quarter 2 (+85) and Quarter 1 (+38). The corresponding rate of movement for total visitors was 211.1% in Quarter 1, 166.7% in Quarter 2, 5,391.7% in Quarter 3, and 2,441.8% in Quarter 4, with an overall annual movement rate of 1,864.9%.

In 2023, the quarterly totals ranged from a low of 898 in Quarter 1 to a high of 2,659 in Quarter 4, while NNV peaked in Quarter 3 (2,069 NNV) and NV peaked in Quarter 4 (1,032 NV). Quarterly increases relative to 2022 were highest in Quarter 2 (+1,658), followed by Quarter 4 (+1,261) and Quarter 3 (+1,023), with Quarter 1 increasing by +842. Movement rates for total visitors remained high in the first half of the year (1,503.6% in Quarter 1 and 1,219.1% in Quarter 2), but were

substantially lower in the second half (77.6% in Quarter 3 and 90.2% in Quarter 4), with an annual movement rate of 164.5%.

In 2024, quarterly totals were lowest in Quarter 1 (1,456) and highest in Quarter 3 (4,001), with NNV also peaking in Quarter 3 (3,546 NNV), while NV peaked in Quarter 4 (1,014 NV). Relative to 2023, quarterly changes were positive in Quarter 1 (+558), Quarter 2 (+648), and Quarter 3 (+1,660), but declined in Quarter 4 (-294) (including -18 NV and -276 NNV). The rate of movement for total visitors was 62.1% in Quarter 1, 36.1% in Quarter 2, and 70.9% in Quarter 3, before turning negative in Quarter 4 (-11.1%), with an annual movement rate of 33.4%.

Table 4.2: Total Visitors by Residential Status in quarters: 2021, 2022, 2023, and 2024

Year	Qtr 1			Qtr 2			Qtr 3			Qtr 4			Grand total		
	NV	NNV	Total	NV	NNV	Total	NV	NNV	Total	NV	NNV	Total	NV	NNV	Total
2021	4	14	18	29	22	51	11	13	24	31	24	55	75	73	148
2022	27	29	56	60	76	136	261	1057	1318	511	887	1398	859	2049	2908
2023	379	519	898	400	1394	1794	272	2069	2341	1032	1627	2659	2083	5609	7692
2024	481	975	1456	493	1949	2442	455	3546	4001	1014	1351	2365	2443	7821	10264

Table 4.3: Difference of Total Visitors by Residential Status in quarters: 2022, 2023, and 2024

Year	Qtr 1			Qtr 2			Qtr 3			Qtr 4			Grand total		
	NV	NNV	Total	NV	NNV	Total	NV	NNV	Total	NV	NNV	Total	NV	NNV	Total
2022	23	15	38	31	54	85	250	1044	1294	480	863	1343	784	1976	2760
2023	352	490	842	340	1318	1658	11	1012	1023	521	740	1261	1224	3560	4784
2024	102	456	558	93	555	648	183	1477	1660	-18	-276	-294	360	2212	2572

Table 4.4: Rate of movement (%) of Total Visitors by Residential Status in quarters: 2022, 2023, and 2024

Year	Qtr 1			Qtr 2			Qtr 3			Qtr 4			Grand total		
	NV	NNV	Total	NV	NNV	Total	NV	NNV	Total	NV	NNV	Total	NV	NNV	Total
2022	575.0	107.1	211.1	106.9	245.5	166.7	2272.7	8030.8	5391.7	1548.4	3595.8	2441.8	1045.3	2706.8	1864.9
2023	1303.7	1689.7	1503.6	566.7	1734.2	1219.1	4.2	95.7	77.6	102.0	83.4	90.2	142.5	173.7	164.5
2024	26.9	87.9	62.1	23.3	39.8	36.1	67.3	71.4	70.9	-1.7	-17.0	-11.1	17.3	39.4	33.4

4.1.1 Visitors' Purpose of Visit: 2022, 2023, and 2024

Table 4.5 shows the visitors main purpose of visit to Niue for 2022, 2023 and 2024.

In 2022, holiday travel represented the majority of movements, while visiting relatives and conference travel made up the next largest shares. Business travel and other purposes such as permanent migration and education remained comparatively small. There were 261 travellers who did not state their purpose. Overall, the 2022 distribution reflects moderate movement levels with clear concentration in leisure and family-related travel.

Strong growth was experienced in 2023 with holiday and visiting-relatives travel more than doubled, while conference and business travel rose significantly, supported by increased regional and international engagement. Movements for education, permanent migration, and "other" purposes also increased but remained smaller contributors. The "Not Stated" category rose sharply to 676.

By 2024, total arrivals increased further, driven again by growth in holiday travel, which reached its highest level of the period. Visiting-relatives and business travel continued their upward trends, while conference travel declined slightly but remained

much higher than in 2022. Education-related travel increased modestly. The “Not Stated” category expanded significantly to 1,548, becoming the second-largest group after holiday travel. Overall, the 2022–2024 period shows sustained growth across most travel purposes, led overwhelmingly by leisure and family visits, consistent with broader post-pandemic recovery patterns.

Detailed quarterly totals for visitors purpose of visit are presented in Appendix A, Table A.1 to support further analysis and interpretation.

Table 4.5: Total Visitors by Purpose of Visit: 2022, 2023, and 2024

Purpose of visit	2022			2023			2024		
	NV	NNV	Total	NV	NNV	Total	NV	NNV	Total
Business	8	79	87	18	208	226	35	419	454
Conference	8	276	284	33	563	596	56	463	519
holiday	315	1318	1633	783	3712	4495	819	5215	6034
Visiting Relatives	377	134	511	952	410	1362	979	612	1591
Migrating Permanently	19	16	35	24	23	47	19	22	41
Education	0	1	1	7	21	28	4	27	31
Other	27	69	96	80	182	262	12	34	46
Not Stated	105	156	261	186	490	676	519	1029	1548
Total	859	2049	2908	2083	5609	7692	2443	7821	10264

4.1.2 Visitors in Age Groups: 2022, 2023 and 2024

Figure 4.2 shows the age-group migration counts for visitors to Niue for the period 2022, 2023, and 2024.

The graph presents age-group migration counts for Niue Visitors (NV) and Non-Niue Visitors (NNV) for the period 2022 to 2024, alongside a marked increase in total visitor movements over the three-year period. Across all years and nearly all age groups, NNV recorded higher counts than NV, indicating that migration flows were predominantly driven by non-resident visitors. Overall growth was broad-based, with increases observed across all age cohorts.

Migration activity was concentrated in the 30–39, 40–49, 50–59, and 60–69 age groups, which consistently represented the largest travelling cohorts. The 50–59 age group emerged as the dominant category, increasing from 553 travellers in 2022 to 1,467 in 2023, and reaching 1,865 in 2024. Similarly, the 60–69 group grew from 482 to 1,259, and then to 1,718 over the same period, reflecting sustained mobility among older adults. In each of these cohorts, NNV accounted for the majority of movements, while NV numbers increased more modestly, reinforcing the dominance of non-resident visitors within the core working-age and early retirement populations.

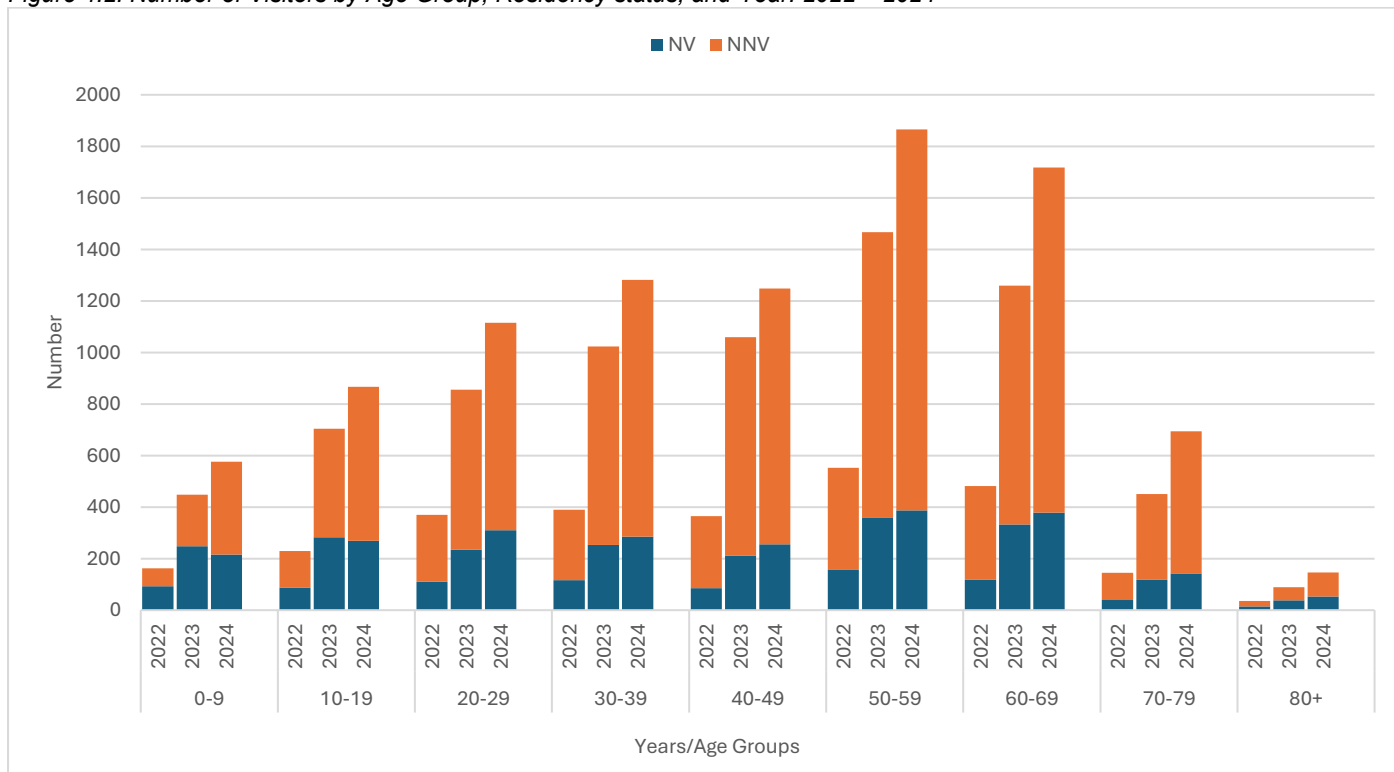
Younger age groups recorded lower overall migration volumes but showed steady growth over time. Traveller counts among children aged 0–9 and youth aged 10–19 increased consistently between 2022 and 2024, while the 20–29 age group more than doubled between 2022 and 2023. In 2022, movements among younger travellers and older adults aged 70 years and over accounted for relatively small shares of total arrivals; however, their contributions remained stable and increased gradually in subsequent years. NV migration among these younger cohorts remained comparatively limited, with NNV accounting for most growth.

By 2024, migration volumes reached their highest levels across most age categories, particularly among mid-life and older adult groups. The 30–39, 40–49, 50–59, and 60–69 cohorts all exceeded previous highs, while migration among older

travellers aged 70–79 and 80+ also continued to rise, despite remaining comparatively small in absolute terms. Overall, the age-distribution pattern between 2022 and 2024 demonstrates **broad and sustained growth across all cohorts**, driven largely by **non-resident, middle-aged and older adults**, consistent with the observed increase in total visitor movements over the period.

Detailed quarterly totals for visitors age groups are presented in Appendix A, Table A.2 to support further analysis and interpretation.

Figure 4.2: Number of Visitors by Age Group, Residency status, and Year: 2022 – 2024



4.1.3 Visitors' Address in Niue: 2022, 2023, and 2024

Figure 4.3 shows that the distribution of visitors' places of stay in Niue for the years 2022, 2023 and 2024 respectively.

In 2022, 56.5 percent of visitors stayed in tourist accommodation, followed by 36.6 percent who stayed in villages, while 1.3 percent stayed on sea vessels and 5.6 percent did not state their place of stay.

In 2023, the proportion of visitors staying in tourist accommodation decreased to 51.3 percent, while the share staying in villages remained relatively stable at 35.6 percent. Stays on sea vessels increased to 8.6 percent, and 4.6 percent of visitors did not specify their accommodation.

By 2024, the use of tourist accommodation rose again to 56.3 percent, while the proportion of visitors staying in villages declined to 31.2 percent. Sea-vessel stays accounted for 6.1 percent, and 6.3 percent of visitors did not state their place of stay.

Figure 4.3: Proportion of Visitors' Places of Stay whilst in Niue - 2022, 2023, and 2024

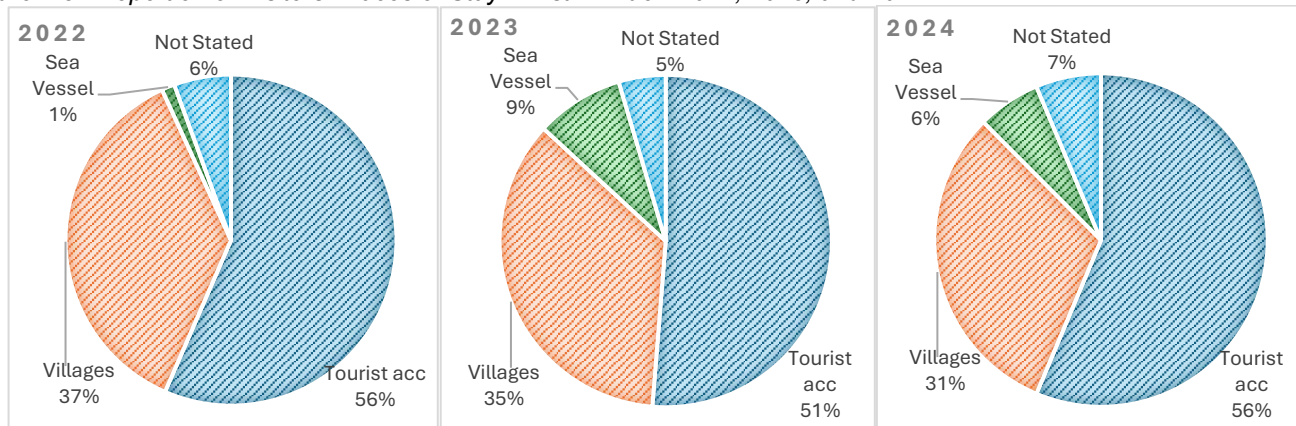


Table 4.7 presents visitor accommodation by village in Niue for 2022, 2023, and 2024, showing a substantial increase in recorded visitor addresses over the period. Growth was widespread across all villages, reflecting both rising visitor numbers and a broader geographic distribution of accommodation across the island.

Alofi South remained the primary location for visitor accommodation throughout the period. Total visitor addresses in Alofi South increased from 369 in 2022 to 922 in 2023, reaching 999 in 2024, making it the largest host village in each year. Alofi North also recorded consistent growth, rising from 84 visitors in 2022 to 220 in 2024. Together, the Alofi villages continued to account for a significant share of total visitor accommodation, reflecting their central location and concentration of services and tourism facilities.

Strong growth was also observed in several villages outside Alofi. Tamakautoga recorded an increase from 82 visitors in 2022 to 293 in 2024, while Lakepa rose from 100 to 279, Hakupu from 78 to 269, and Avatele from 50 to 256 over the same period. Northern villages such as Tuapa and Mutalau also experienced notable growth, with Tuapa increasing from 110 to 241 and Mutalau from 68 to 184.

Smaller villages—including Makefu, Namukulu, Hikutavake, Toi, Vaiea, and Liku—recorded lower absolute numbers but showed steady increases between 2022 and 2024. By 2024, nearly all villages hosted substantially more visitors than in 2022.

Table 4.7: Total Visitors Village-based addresses whilst in Niue: 2022, 2023, and 2024

Address in Niue	2022			2023			2024		
	NV	NNV	Total	NV	NNV	Total	NV	NNV	Total
Alofi South	160	209	369	451	471	922	452	547	999
Alofi North	60	24	84	126	86	212	119	101	220
Makefu	30	7	37	71	24	95	77	32	109
Tuapa	92	18	110	80	41	121	161	80	241
Namukulu	5	3	8	22	5	27	22	19	41
Hikutavake	18	1	19	54	8	62	64	18	82
Toi	5	0	5	18	3	21	20	28	48
Mutalau	63	5	68	103	28	131	149	35	184
Lakepa	75	25	100	153	37	190	180	99	279
Liku	33	13	46	127	28	155	71	46	117
Hakupu	66	12	78	178	80	258	178	91	269
Vaiea	7	2	9	14	10	24	33	31	64
Avatele	35	15	50	178	100	278	155	101	256
Tamakautoga	47	35	82	185	54	239	198	95	293
Total	696	369	1065	1760	975	2735	1879	1323	3202

Tables 4.8, 4.9, and 4.10 present the top 10 tourist accommodation establishments used by visitors to Niue in 2022, 2023, and 2024. While the full accommodation dataset includes a wider range of providers, the table highlights the leading establishments to illustrate trends within the formal tourism sector. Categories for “Other – coded” and “Other – not coded” capture additional accommodation providers not included in the top 10 or recorded with insufficient detail, while “Not stated” reflects visitors who did not state their accommodation.

Across all three years, Non-Niue Visitors (NNV) accounted for the majority of accommodation use and Scenic Matavai Resort remained the dominant accommodation provider throughout the period. Visitor numbers at Scenic Matavai increased from 829 in 2022 to 2,055 in 2023, and further to 3,240 in 2024, consistently maintaining the highest share of total visitors among all establishments.

Other major accommodation providers also recorded sustained growth over the period. Establishments such as Namukulu Motel, Taloa Heights, Anaiki Motel, Aleki’s Motel, Kololi’s Guesthouse, and Lau’s Getaway all showed year-on-year increases in visitor numbers, though at lower volumes than Scenic Matavai. By 2024, Taloa Heights (365 visitors) and Namukulu Motel (347 visitors) emerged as the next largest accommodation providers.

Visitors recorded under “Others – no code” increased from 204 in 2022 to 428 in 2023, and then to 924 in 2024. The “Sea Vessel” category also rose sharply in 2023 and remained high in 2024, while the number of visitors with “Not stated” accommodation increased from 162 in 2022 to 651 in 2024.

Detailed quarterly totals for all visitor accommodation—by village and tourist establishment—are provided in Appendix A, Table A.3 (village year quarterly), A.4 (tourist establishments year quarterly) and A.5 (year total for all tourist establishments) to support further analysis and interpretation.

Table 4.8: 2022 Visitors Top 10 Tourist accommodation

Address in Niue	NV	NNV	Total
Scenic Matavai	49	780	829
Namukulu Motel	4	135	139
Taloa Heights	15	110	125
Anaiki Motel	3	111	114
Aleki's Motel	4	61	65
Kololi's Guesthouse	9	46	55
Lau's Getaway	1	52	53
Helena's	0	21	21
Nic's Bungalow	2	13	15
Coral Gardens	1	5	6
Others-no code	31	173	204
Others-coded	2	16	18
Sea Vessel	0	37	37
Not stated	42	120	162
2022 Total	163	1680	1843

Table 4.9: 2023 Visitors Top 10 Tourist accommodation

Address in Niue	NV	NNV	Total
Scenic Matavai	56	1999	2055
Namukulu Motel	27	265	292
Taloa Heights	31	237	268
Anaiki Motel	16	230	246
Aleki's Motel	24	145	169
Lau's Getaway	1	121	122
Kololi's Guesthouse	17	77	94
Helena's	7	56	63
Lialagi	14	20	34
Kaliki Lodge	1	33	34
Others-no code	44	384	428
Others-coded	24	116	140
Sea Vessel	0	661	661
Not stated	61	290	351
2023 Total	323	4634	4957

Table 4.10: 2024 Visitors Top 10 Tourist accommodation

Address in Niue	NV	NNV	Total
Scenic Matavai	108	3132	3240
Taloa Heights	33	332	365
Namukulu Motel	8	339	347
Aleki's Motel	16	213	229
Anaiki Motel	8	197	205
Kololi's Guesthouse	16	109	125
Lau's Getaway	1	92	93
Lialagi	33	30	63
Damianias	5	31	36
Tukuitoga Guesthouse	4	23	27
Others-no code	83	841	924
Others-coded	7	121	128
Sea Vessel	0	629	629
Not stated	242	409	651
2024 Total	564	6498	7062

4.1.4 Visitors by Occupation and Residential Status: 2022, 2023, and 2024

Table 4.9 shows the visitors occupation for the period 2022 to 2024. Visitor movements by occupation increased substantially between 2022 and 2024, reflecting the overall growth in arrivals during the period. Growth was particularly concentrated in higher-skilled and economically active occupations, alongside notable increases among retired/unemployed persons and students/small children, indicating both labour-related and family-linked mobility.

The largest occupational group throughout the period was Professionals, rising sharply from 509 visitors in 2022 to 1,686 in 2023, and further to 2,529 in 2024. Substantial growth was also recorded among Legislators, senior officials, and managers, increasing from 280 in 2022 to 1,212 by 2024, and among Service, shop, and market sales workers, which more than tripled over the three-year period. Craft and related trade workers, clerks, and elementary occupations also showed strong upward trends, reflecting expanding participation across a range of skill levels.

Non-working and dependent categories formed a significant component of visitor movements. Retired or unemployed visitors increased from 295 in 2022 to 1,303 in 2024, while students and small children rose from 367 to 1,182 over the same period. In contrast, Technicians and associate professionals declined slightly in 2024 after peaking in 2023, and skilled agricultural and fisheries workers fell back following a temporary increase in 2023. The “Not stated” occupation category increased markedly, reaching 1,371 in 2024, highlighting ongoing data-quality limitations. Overall, the occupational profile indicates that recent migration growth to Niue has been driven mainly by professional, managerial, retired, and family-related groups, with NNV consistently dominating across occupations.

Detailed quarterly totals for all visitor occupation are provided in Appendix A, Table A.6 to support further analysis and interpretation.

Table 4.9: Visitors by occupation and residential status: 2022, 2023, and 2024

Occupation	2022			2023			2024		
	NV	NNV	Total	NV	NNV	Total	NV	NNV	Total
Armed forces	1	94	95	1	24	25	7	51	58
Legislators, senior officials, managers	66	214	280	135	622	757	195	1017	1212
Professionals	107	402	509	300	1386	1686	450	2079	2529
Technicians & associate professionals	144	463	607	112	497	609	99	392	491
Clerk	31	44	75	62	162	224	82	239	321
Service, shop & market sales workers	70	103	173	178	307	485	187	377	564
Skilled agricultural/fisheries workers	3	27	30	36	144	180	3	84	87
Craft & related trade	48	66	114	124	233	357	129	369	498
Plant/machine operators/assemblers	29	33	62	52	114	166	69	125	194
Elementary occupations	30	46	76	178	174	352	170	284	454
Retired/unemployed	87	208	295	220	719	939	261	1042	1303
Students/small children	161	206	367	482	618	1100	397	785	1182
Not Stated	82	143	225	203	609	812	394	977	1371
Total	859	2049	2908	2083	5609	7692	2443	7821	10264

4.1.5 Visitors Usual Country of Residence by Months: 2022, 2023, and 2024

Table 4.10 presents total visitor movements to Niue by country of residence for 2022, 2023, and 2024. New Zealand remained by far the dominant country of residence throughout the period. Total visitor numbers from New Zealand more than tripled from 2,396 in 2022 to 7,574 in 2024, accounting for the majority of overall growth. Arrivals from New Zealand increased sharply

between 2022 and 2023, before continuing to rise in 2024. In each year, NNV comprised the largest share of visitors from New Zealand, reinforcing its role as Niue's primary visitor market.

Australia was the second largest source country, with total visitors increasing steadily from 164 in 2022 to 525 in 2023, and further to 817 in 2024. Growth was also evident across other regions, including Other Oceania, Europe, Northern America, and Asia, although visitor numbers from these regions remained considerably smaller than those from New Zealand and Australia. European visitors rose notably between 2022 and 2023, before marginally easing in 2024, while visitors from Asia and Northern America showed continued growth over the period.

A notable feature of the data is the increase in visitors recorded under the "Not stated" country of residence category, which rose from 146 in 2022 to 795 in 2024. Overall, the distribution of visitors by country of residence highlights Niue's strong reliance on the New Zealand market, growing engagement with Australia and regional Oceania, and gradual diversification of visitor origins over time, consistent with the broader rise in visitor movements observed between 2022 and 2024.

Detailed quarterly totals for all visitor country of residence are provided in Appendix A, Table A.7 and Table A.8 to support further analysis and interpretation.

Table 4.10: Total Visitors by Country of Residence in Months: 2022, 2023, and 2024

Country of residence	2022			2023			2024		
	NV	NNV	Total	NV	NNV	Total	NV	NNV	Total
New Zealand	716	1680	2396	1821	3885	5706	1980	5594	7574
Australia	80	84	164	185	340	525	244	573	817
Other Oceania	26	69	95	36	275	311	43	310	353
Northern America	0	19	19	16	183	199	11	195	206
Southern America	0	1	1	0	38	38	0	12	12
Europe	0	68	68	4	377	381	2	288	290
Asia	0	19	19	0	136	136	0	204	204
Africa	0	0	0	0	14	14	0	13	13
Not stated	37	109	146	21	361	382	163	632	795
Total	859	2049	2908	2083	5609	7692	2443	7821	10264

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

Table 4.11 presents the annual number of visitors indicating an **intention to stay or live in Niue** for 2022, 2023, and 2024. Across the three-year period, the number of visitors expressing settlement intentions remained relatively low compared with total arrivals, but showed moderate year-to-year variation.

A total of 45 visitors reported an intention to stay or live in Niue in 2022. This figure declined slightly in 2023 to 43 visitors, indicating a broadly stable level of settlement-related intentions between the two years.

In 2024, the number of visitors indicating an intention to stay or live in Niue increased to 59, the highest level recorded during the period..

These figures form part of the overall annual visitor arrival totals reported in earlier sections.

Table 4.11: Visitors with intent to stay/live in Niue: 2022, 2023, and 2024

Year	Qtr 1	Qtr 2	Qtr 3	Qtr 4	Total
2022	3	2	19	21	45
2023	9	11	9	14	43
2024	28	15	6	10	59

4.3 Niuean and Non-Niuean Residents

Table 4.12 shows the number of returning residents of Niue increased across the period 2022 to 2024, with total returns rising from 1,024 in 2022 to 1,753 in 2023 and 2,154 in 2024.

Across all years, Niue Residents (NR) made up the clear majority of returning residents. In 2022, NR accounted for 900 returns (around 88 percent of the total), rising to 1,545 in 2023 and 1,878 in 2024. Non-Niue Residents (NNR) also increased over time, from 124 in 2022 to 208 in 2023 and 276 in 2024, although they consistently represented a smaller share of total returns.

Quarterly patterns show variability within each year, but the annual totals indicate a clear upward trend in return flows. Higher quarterly totals were generally observed in the latter half of 2022, while 2023 recorded elevated return volumes at both the beginning and end of the year. In 2024, returns remained high across all quarters, with particularly strong volumes in the middle of the year, contributing to the highest annual total observed during the period.

Table 4.12: Returning Residents of Niue: 2022, 2023, and 2024

Year	Qtr 1			Qtr 2			Qtr 3			Qtr 4			Total		
	NR	NNR	Total	NR	NNR	Total	NR	NNR	Total	NR	NNR	Total	NR	NNR	Total
2022	149	17	166	159	22	181	242	47	289	350	38	388	900	124	1024
2023	434	78	512	331	51	382	285	28	313	495	51	546	1545	208	1753
2024	485	78	563	540	73	613	501	75	576	352	50	402	1878	276	2154

4.3.1 Returning Residents' Usual Address in Niue: 2022, 2023, and 2024

Table 4.13 shows the number of returning residents by usual address in Niue increased steadily between 2022 and 2024, in line with overall growth in returning resident arrivals. Returning residents' usual addresses were concentrated in the Alofi area and increased across nearly all villages between 2022 and 2024. The Alofi South share remained the largest each year—355 (2022), 571 (2023), and 694 (2024)—while Alofi North also expanded from 73 to 201 over the same period. Combined, the Alofi villages accounted for roughly 42% of all recorded addresses in 2022, 40% in 2023, and 42% in 2024, underscoring their consistent role as the primary destinations for returning residents.

Beyond Alofi, most villages recorded broad-based growth. Notable increases between 2022 and 2024 were observed in Hakupu (from 95 to 249), Avatele (56 to 154), Tamakautoga (80 to 145), Lakepa (53 to 126), Tuapa (95 to 155), Mutalau (53 to 122), Makefu (39 to 84), and Liku (40 to 87). Smaller but positive changes were recorded in Toi (14 to 29), Hikutavake (22 to 60), and Namukulu (3 to 9). While Vaiea declined from 38 in 2023 to 19 in 2024, it remained above its 2022 level (13). The "Not stated" category decreased overall from 33 (2022) to 20 (2024) after a low of 5 in 2023.

In every village and year, Niue Residents (NR) comprised the majority of returning residents, with Non-Niue Residents (NNR) representing a smaller but rising share. For example, in 2024, NR/NNR totals were 542/152 in Alofi South, 169/32 in Alofi

North, 233/16 in Hakupu, and 145/9 in Avatele. This pattern—NR dominance alongside gradual NNR growth—is consistent across the island and aligns with the overall rise in return migration observed over 2022–2024.

Table 4.13: Returning Residents Usual Addresses in Niue: 2022, 2023, and 2024

Address in Niue	2022			2023			2024		
	NR	NNR	Total	NR	NNR	Total	NR	NNR	Total
Alofi South	278	77	355	455	116	571	542	152	694
Alofi North	67	6	73	115	23	138	169	32	201
Makefu	34	5	39	52	9	61	74	10	84
Tuapa	92	3	95	116	6	122	153	2	155
Namukulu	3	0	3	13	0	13	9	0	9
Hikutavake	22	0	22	64	0	64	60	0	60
Toi	12	2	14	22	5	27	27	2	29
Mutalau	50	3	53	63	5	68	112	10	122
Lakepa	50	3	53	122	1	123	123	3	126
Liku	37	3	40	69	4	73	77	10	87
Hakupu	94	1	95	212	8	220	233	16	249
Vaiea	12	1	13	25	13	38	11	8	19
Avatele	50	6	56	118	7	125	145	9	154
Tamakautoga	69	11	80	97	8	105	130	15	145
Not stated	30	3	33	2	3	5	13	7	20
Total	900	124	1024	1545	208	1753	1878	276	2154

5. DEPARTURE CHARACTERISTICS

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

5.1 Niuean and Non Niuean Residents

5.2 Niuean and Non Niuean Visitors

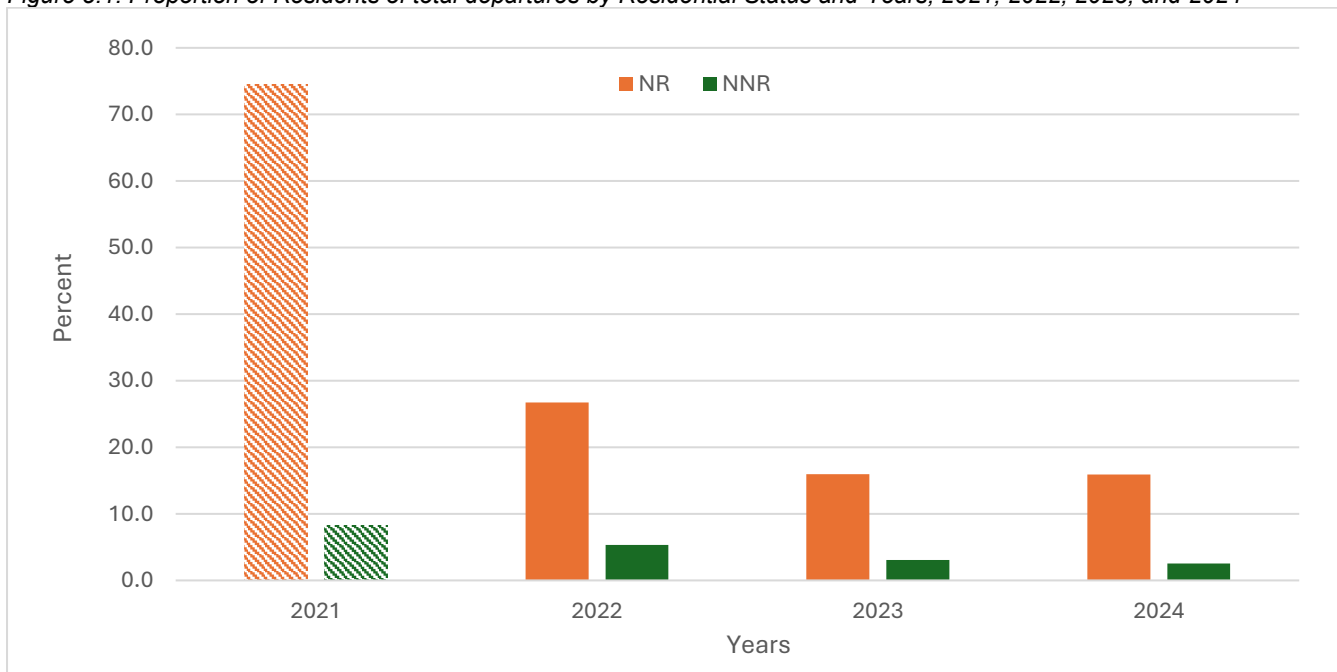
5.1 Niuean and Non Niuean Residents

Figure 5.1 shows the percentage distribution of returning residents from 2021 to 2024 by Niue Residents (NR) and Non-Niue Residents (NNR), with 2021 included for comparison. Across the period, NR consistently accounted for the larger share of returns, indicating that return migration to Niue was primarily driven by Niue residents rather than non-residents. In 2021, NR represented approximately 75 percent of returns, compared with about 9 percent for NNR, reflecting strong pandemic-related return movements among Niue residents amid restricted international travel.

From 2022 onwards, the proportion of NR returns declined substantially, falling to around 26 percent in 2022 and further to approximately 16 percent in 2023. Over the same period, the NNR share remained relatively low, at about 5 percent in 2022 and 3 percent in 2023. This shift suggests a normalisation of travel and migration patterns following the exceptional circumstances observed in 2021, with a more stable and reduced concentration of residential return movements.

In 2024, NR returns remained relatively steady at around 16 percent, while NNR continued to contribute a small share of approximately 2–3 percent. Despite year-to-year variation, the overall trend confirms that NR consistently dominated return movements throughout the period. This pattern contrasts with the growth in visitor arrivals, where increasing visitor activity reduced the proportional significance of residential movements, even though the absolute number of residential returns remained relatively stable.

Figure 5.1: Proportion of Residents of total departures by Residential Status and Years, 2021, 2022, 2023, and 2024



As reflected in figure 5.1, table 5.1 shows the total resident departures for the period 2022 to 2024, where the number of departures increases from 1,220 in 2022 to 1,768 in 2023 and 2,369 in 2024. Each year showed a clear seasonal pattern, with departures consistently peaking in December.

In 2022, resident departures totalled 1,220, comprising 1,017 NR and 203 NNR. Monthly departures ranged from a low of 40 in February to 267 in December, showing a strong shift toward higher volumes in the second half of the year. NR departures reached their lowest point in February (31) and their highest in December (208). NNR departures showed a similar seasonal pattern, from 4 in January to 59 in December.

In 2023, total resident departures rose to 1,768, an increase of 548 (+44.9%) from 2022. Both categories contributed to this growth, with NR departures increasing by 466, and NNR departures by 82. Monthly totals ranged from 62 in June to 273 in December, again showing concentrations in the final quarter (e.g., 217 in November and 273 in December). NR departures ranged from 51 in June to 220 in December, while NNR departures ranged from 11 in June to 53 in December. The mid-year low and year-end peak were common to both groups.

In 2024, resident departures rose further to 2,369, up 601 (+34.0%) from 2023. NR departures accounted for most of this increase, rising by 561 (to 2,044), while NNR departures increased by 40 (to 325). Monthly totals ranged from 111 in October to 347 in December, with high volumes recorded throughout the first three quarters (e.g., 274 in March, 217 in April, 196 in July). NR departures were lowest in October (94) and highest in December (259), while NNR departures ranged from 15 in June to 88 in December.

Table 5.1: Total number of departures by residential status by month for Residents: 2022, 2023, and 2024

Year	Residential Status	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
2022	NR	80	31	37	54	61	53	94	71	79	95	154	208	1017
	NNR	4	9	19	7	4	9	16	27	14	18	17	59	203
2022 Total		84	40	56	61	65	62	110	98	93	113	171	267	1220
2023	NR	83	127	142	95	144	51	133	115	78	117	178	220	1483
	NNR	17	17	21	31	18	11	20	18	14	26	39	53	285
2023 Total		100	144	163	126	162	62	153	133	92	143	217	273	1768
2024	NR	154	159	256	193	190	117	167	139	156	94	160	259	2044
	NNR	17	21	18	24	21	15	29	29	19	17	27	88	325
2024 Total		171	180	274	217	211	132	196	168	175	111	187	347	2369

5.1.1 Departing Residents by Purpose of Leaving: 2022, 2023, and 2024

Resident departures from Niue increased steadily between 2022 and 2024, rising from 1,017 in 2022 to 2,044 in 2024. Throughout the period, resident travel was predominantly temporary in nature, with movements largely driven by social, professional, and service-related purposes rather than permanent migration. Visits to friends and relatives consistently accounted for the largest share of resident departures.

In 2022, resident departures were dominated by Visit Friends and Relatives with 474 movements, followed by Holiday/Vacation travel (133) and Educational/Medical travel (143). Business/Conference travel accounted for 107 resident departures, while movements classified as Resident Permanently Leaving remained relatively low at 19. In 2023, overall resident departures increased markedly, driven by substantial growth in Business/Conference travel, which rose to 289 movements, and Holiday/Vacation travel, which increased to 254. Visit Friends and Relatives declined to 347 resident departures, while permanent departures fell further to 10.

In 2024, resident mobility continued to expand, with Visit Friends and Relatives increasing sharply to 585 departures, re-establishing it as the dominant travel purpose. Business/Conference travel rose slightly to 318 movements, while Educational/Medical travel increased significantly to 240. Holiday and vacation travel remained high at 268 departures. Resident permanently leaving increased to 25 movements but continued to represent a small proportion of total resident departures. Overall, the distribution of purposes indicates that resident migration from Niue is characterised by frequent short-term and circular travel rather than long-term out-migration.

Detailed quarterly totals for all resident purpose of trip are provided in Appendix B, Table B.1 to support further analysis and interpretation.

Table 5.2: Purpose of Leaving by quarters for Residents: 2022, 2023, and 2024

Purpose of Trip	2022			2023			2024		
	NR	NNR	Total	NR	NNR	Total	NR	NNR	Total
Resident Permanently Leaving	19	21	40	10	9	19	25	10	35
Business/Conference	107	6	113	289	34	323	318	19	337
Holiday/Vacation	133	47	180	254	73	327	268	36	304
Visit Friends and Relatives	474	90	564	347	78	425	585	102	687
Educational/Medical	143	12	155	130	12	142	240	18	258
Other	61	9	70	163	21	184	169	26	195
Not Stated	80	18	98	290	58	348	439	114	553
Total	1017	203	1220	1483	285	1768	2044	325	2369

5.1.2 Departing Residents by Age groups: 2022, 2023, and 2024

The figure (5.3) below illustrates that over the period 2022 to 2024, migration flows by age group were consistently dominated by NR, with NNR accounting for a smaller proportion across all age groups and years as previously highlighted.

In 2022, migration was largely concentrated among the working-age population. The highest numbers were recorded in the 50–59 year age group, with total migrant numbers slightly above 300 persons, followed by the 30–39 and 40–49 year age groups, each recording totals of approximately 250–260 persons. Migration among children aged 0–9 years and youth aged 10–19 years ranged between 120 and 160 persons, while substantially lower levels were observed among persons aged 70 years and over, particularly in the 80+ age group, where totals remained below 50 persons. Across all age groups, NR migrants comprised the majority of total migration.

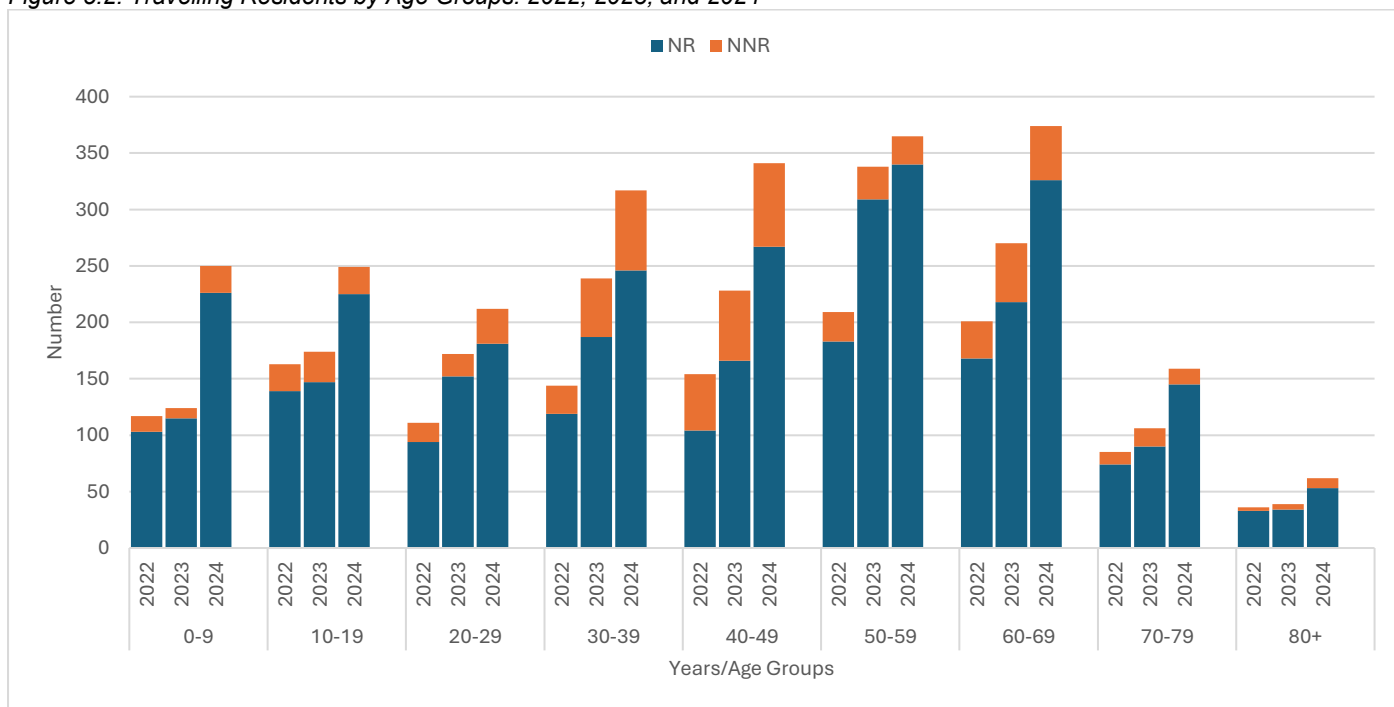
In 2023, total migration increased across most age groups compared with the previous year. The most noticeable increases occurred among persons aged 30–59 years, with the 50–59 year age group rising to approximately 340 migrants. Migration among those aged 40–49 years and 60–69 years also increased, reaching around 270 and 325 persons, respectively. Migration levels among younger age groups remained relatively stable, while migration among older age groups continued to be comparatively low. The overall pattern of NR dominance remained unchanged.

In 2024, migration levels reached their highest levels across several age cohorts. The 50–59 year age group recorded the largest number of migrants, at close to 370 persons, followed by the 30–39, 40–49, and 60–69 year age groups, each exceeding **300 persons**. Although the number of NNR migrants increased slightly in absolute terms, their share remained considerably smaller than that of NR migrants across all age groups. Migration among children and older persons continued

to be modest relative to the working-age population.

Detailed quarterly totals for all resident age-distributions are provided in Appendix B, Table B.2 to support further analysis and interpretation.

Figure 5.2: Travelling Residents by Age Groups: 2022, 2023, and 2024



5.1.3 Departing Residents by Address in Niue: 2022, 2023, and 2024

Over 2022–2024, total recorded migrants increased from 1,220 in 2022 to 1,768 in 2023 (+548; +44.9%) and to 2,369 in 2024 (+601; +34.0%), an overall rise of +1,149 (+94.2%). Non-residents (NR) remained the dominant group throughout, rising from 1,017 to 2,044, with their share increasing from 83.4% (2022) to 86.3% (2024). Non-new residents (NNR) increased from 203 to 325 over the period, though their share declined from 16.6% to 13.7%. Records with address not stated were first observed in 2023 (77 persons; 4.4% of total) and decreased in 2024 (39 persons; 1.6%).

In 2024, migration was concentrated in Alofi South (827; 34.9% of the total), followed by Hakupu (234; 9.9%), Avatele (188; 7.9%), Alofi North (168; 7.1%), and Tuapa (162; 6.8%). Other notable totals were recorded for Lakepa (145) and Tamakautoga (142), while smaller volumes were observed in the remaining villages (each ≤116). The NR component accounted for the majority of movements in every locality in 2024; Vaiea was the only village where NNR outnumbered NR (21 vs 18).

Between 2022 and 2024, all villages recorded increases in total migrants. The largest absolute rise occurred in Alofi South (+396), contributing 34.5% of the national increase. Substantial gains were also seen in Hakupu (+116), Avatele (+114), Lakepa (+81), Alofi North (+79), Tuapa (+65), Mutalau (+53) and Liku (+53). Smaller but consistent increases were recorded in Tamakautoga (+40), Hikutavake (+40), Makefu (+41), Toi (+17), Vaiea (+6), and Namukulu (+9). Overall, the period was characterised by broad-based growth led by NR movements, with the largest concentration in Alofi South and strong increases across several southern and central villages.

Detailed quarterly totals for all resident address in Niue are provided in Appendix B, Table B.3 to support further analysis and interpretation.

Table 5.3: Residents – Usual Address in Niue by Villages: 2022, 2023, and 2024

Address in Niue	2022			2023			2024		
	NR	NNR	Total	NR	NNR	Total	NR	NNR	Total
Alofi South	315	116	431	431	159	590	640	187	827
Alofi North	71	18	89	87	23	110	127	41	168
Makefu	47	6	53	45	9	54	83	11	94
Tuapa	92	5	97	123	6	129	159	3	162
Namukulu	2	0	2	9	0	9	11	0	11
Hikutavake	34	1	35	50	0	50	75	0	75
Toi	13	2	15	19	3	22	29	3	32
Mutalau	60	3	63	76	7	83	106	10	116
Lakepa	60	4	64	113	2	115	143	2	145
Liku	36	8	44	57	13	70	87	10	97
Hakupu	115	3	118	176	9	185	225	9	234
Vaiea	17	16	33	21	12	33	18	21	39
Avatele	63	11	74	104	13	117	179	9	188
Tamakautoga	92	10	102	108	16	124	127	15	142
Not stated	0	0	0	64	13	77	35	4	39
Total	1017	203	1220	1483	285	1768	2044	325	2369

5.2 Returning Visitors: Niuean and Non Niuean

5.2.1 How Visitors Know of Niue: 2022, 2023, and 2024

Table 5.4 presents the total number of visitors reporting how they heard about Niue. Visitors numbers increased markedly between from 2,584 visitors in 2022 (consisting of 713 NV and 1,871 NNV), to 7,539 in 2023 (1,967 NV and 5,572 NV) before reaching 10,475 in 2024 (2,807 NV and 7,668 NNV). Across all three years, Word of Mouth was consistently the strongest source of information, increasing from 1,312 mentions in 2022 to 2,393 in 2023, and further to 3,546 in 2024. This pattern reflects Niue’s continued reliance on personal networks, community connections, and returning visitors in generating visitor awareness.

In 2022, awareness was primarily driven by Word of Mouth, Niuean and family connections (506), and Other sources, while traditional media channels such as newspapers, magazines, and television contributed relatively fewer responses. By 2023, awareness had expanded across a wider range of channels, with increases in television references (153), newspaper mentions (89), and work-related awareness (167). Internet references rose modestly from 49 to 114, while responses indicating visitors had been “here before” increased to 167, suggesting growing familiarity with Niue among repeat visitors.

In 2024, awareness patterns shifted further towards digital and media-based channels. Internet references increased sharply to 626, reflecting stronger online visibility and the growing influence of digital platforms and social media. Newspaper, television, and magazine sources all recorded substantial increases, indicating broader promotional reach. Awareness through work-related channels continued to rise (222), while travel agents and tourism promotions also showed increases compared with earlier years. The “Other” category remained one of the largest sources of awareness (3,060), suggesting a wide range of unclassified or mixed ways in which visitors discovered Niue.

The number of visitors who did not state how they heard about Niue increased steadily over the period, from 204 in 2022 to 1,342 in 2023, reaching 2,037 in 2024, indicating rising non-response or incomplete reporting in recent years.

Detailed quarterly totals for all visitor hear about Niue are provided in Appendix B, Table B.4 to support further analysis and interpretation.

Table 5.4: How Visitors' Know of Niue by Month and Residential Status: 2022, 2023, and 2024

Hear about Niue	2022			2023			2024		
	NV	NNV	Total	NV	NNV	Total	NV	NNV	Total
Niuean/Family	414	92	506	955	97	1052	139	92	231
Newspaper	6	23	29	12	77	89	20	230	250
Television	3	29	32	11	142	153	30	175	205
Magazine	6	20	26	5	95	100	9	99	108
Word of Mouth	114	1198	1312	141	2252	2393	322	3224	3546
Internet	0	49	49	0	114	114	10	616	626
Work	1	88	89	1	166	167	2	220	222
Here Before	1	71	72	2	165	167	10	67	77
Travel Agents	0	28	28	0	46	46	0	50	50
Tourism Promotions	0	16	16	0	27	27	0	63	63
Other	62	159	221	404	1485	1889	1123	1937	3060
Not Stated	106	98	204	436	906	1342	1142	895	2037
Total	713	1871	2584	1967	5572	7539	2807	7668	10475

5.2.2 Average Expenditure of returning visitors by Residential Status: 2022, 2023, and 2024

Across the years shown in table 5.5, the spending distribution broadened as visitor arrivals grew, with the total estimated visitor expenditure increasing substantially over the period, rising from approximately \$2.25 million in 2022 to \$6.15 million in 2023, and further to \$9.96 million in 2024. In each year, NNV accounted for the majority of total expenditure, reflecting both higher visitor numbers and a greater concentration in higher spending categories compared with NV.

In 2022, most visitor expenditure was concentrated within the \$1,200–\$2,499 spending band, contributing an estimated \$1.28 million to total expenditure. Lower spending categories below \$600 accounted for smaller shares, while expenditure of \$2,500 and above contributed \$125,000 overall. NNV contributed approximately 80% of total visitor expenditure in 2022, with higher average spending levels than NV across most expenditure groups.

In 2023, estimated total visitor expenditure nearly tripled compared with 2022, reaching \$6.15 million. Growth was most pronounced in the \$1,200–\$2,499 band, which increased to approximately \$3.71 million, and the \$900–\$1,199 band, which exceeded \$1.09 million. The number of higher-spending visitors increased across most categories, particularly among NNV, who accounted for approximately 78% of total expenditure. Spending of \$2,500 and above also increased, contributing \$152,500.

In 2024, visitor expenditure rose further to an estimated \$9.96 million, driven by continued growth in both visitor numbers and higher expenditure levels. The \$1,200–\$2,499 category remained the largest contributor, accounting for over \$5.07 million, while expenditure of \$2,500 and above increased sharply to approximately \$1.66 million, indicating a rise in high-spending visitors. NNV expenditure accounted for the bulk of this increase, particularly in the higher expenditure bands above \$900.

While NV expenditure also increased compared with previous years, it remained concentrated in the mid-range expenditure groups.

Detailed quarterly totals for all resident address in Niue are provided in Appendix B, Table B.5 to support further analysis and interpretation.

Table 5.5: Visitors' Average Expenditure whilst in Niue by Residential Status: 2022, 2023, and 2024

Year	Expenditure groups	\$0	\$100 - \$299	\$300 - \$599	\$600 - \$899	\$900 - \$1,199	\$1,200 - \$2,499	\$2,500	Not Stated	Grand total
		Average expenditure	\$0	\$150	\$450	\$750	\$1,050	\$1,850		
2022	NV	14	108	81	92	71	113	14	220	713
		\$0	\$16,200	\$36,450	\$69,000	\$74,550	\$209,050	\$35,000	-	\$440,250
	NNV	7	304	273	329	220	578	36	124	1871
		\$0	\$45,600	\$122,850	\$246,750	\$231,000	\$1,069,300	\$90,000	-	\$1,805,500
2022 Total		21	412	354	421	291	691	50	344	2584
		\$0	\$61,800	\$159,300	\$315,750	\$305,550	\$1,278,350	\$125,000	-	\$2,245,750
2023	NV	31	331	195	197	240	412	16	545	1967
		\$0	\$49,650	\$87,750	\$147,750	\$252,000	\$762,200	\$40,000	-	\$1,339,350
	NNV	49	721	664	663	807	1595	45	1028	5572
		\$0	\$108,150	\$298,800	\$497,250	\$847,350	\$2,950,750	\$112,500	-	\$4,814,800
2023 Total		80	1052	859	860	1047	2007	61	1573	7539
		\$0	\$157,800	\$386,550	\$645,000	\$1,099,350	\$3,712,950	\$152,500	-	\$6,154,150
2024	NV	24	331	237	313	320	503	106	973	2807
		\$0	\$49,650	\$106,650	\$234,750	\$336,000	\$930,550	\$265,000	-	\$1,922,600
	NNV	2	863	939	959	1176	2240	556	933	7668
		\$0	\$129,450	\$422,550	\$719,250	\$1,234,800	\$4,144,000	\$1,390,000	-	\$8,040,050
2024 Total		26	1194	1176	1272	1496	2743	662	1906	10475
		\$0	\$179,100	\$529,200	\$954,000	\$1,570,800	\$5,074,550	\$1,655,000	-	\$9,962,650

5.2.3 Average Expenditure of returning visitors by Country or Region of Residence: 2022, 2023, and 2024

Table 5.6 shows the average expenditure of returning visitors by country of residence. Total visitor expenditure rose from \$2.25 million (2022) to \$6.15 million (2023) and reached \$9.96 million in 2024. Average expenditure per person eased from \$869 in 2022 to \$816 in 2023, before rebounding to \$951 in 2024—9% higher than in 2022 and 17% above 2023—indicating both a recovery in per-capita spend and the effect of a larger visitor base.

Across all years, New Zealand remained the dominant market, contributing 89.1% of visitors in 2022 (2,257), 81.1% in 2023 (5,328), and 78.2% in 2024 (7,600). Australia was the second-largest source and expanded its share from 5.9% (2022) to 8.9% (2023) and 10.0% (2024), with visitor numbers rising from 163 to 576 and 990 respectively. Other source markets also grew from small bases: Other Oceania (from 53 in 2022 to 384 in 2024), Northern America (from 22 to 171), and Europe (from 51 to 231). Asia increased notably to 208 visitors in 2024 (2.2% share). The Not stated category rose to 864 visitors (2.6%) in 2024.

Despite smaller volumes, several regions recorded higher average spend per person. In 2022, Asia led at an estimated \$1,243 per visitor, followed by Northern America (\$945) and New Zealand (\$887). In 2023, Africa recorded the highest per-capita spend (\$1,122), while Australia (\$949) and New Zealand (\$936) also performed strongly. By 2024, Africa again led (\$1,130),

with Asia (\$1,031), New Zealand (\$1,025), and Australia (\$1,002) all exceeding the \$1,000 mark. Although high-spend markets remain relatively small in number, the rebound in New Zealand's per-capita spend and continued growth from Australia were key drivers of overall expenditure in 2024.

Overall trend and data quality. The 2022–2024 period shows broad-based growth in both visitor numbers and total expenditure, with New Zealand and Australia underpinning the expansion and a gradual diversification into Asia, Northern America, and Europe. The temporary dip in average spend per person in 2023 was followed by a clear recovery in 2024, suggesting stronger pricing, longer stays, or higher-value activities. The Not stated records increased especially in 2023–2024.

Table 5.6: Visitors' Average Expenditure by Country or Region of Residence: 2022, 2023, and 2024

Year	Countries of residence	Total number of visitors	Total Expenditure	Distribution (%)	Average expenditure per person
2022	New Zealand	2257	\$2,001,250	89.1	\$886.69
	Australia	163	\$131,700	5.9	\$807.98
	Other Oceania	53	\$41,700	1.9	\$786.79
	Northern America	22	\$20,800	0.9	\$945.45
	Europe	51	\$19,300	0.9	\$378.43
	Asia	20	\$24,850	1.1	\$1,242.50
	Not stated	18	\$6,150	0.3	\$341.67
2022 Total		2584	\$2,245,750	100	\$869.10
2023	New Zealand	5328	\$4,988,250	81.1	\$936.23
	Australia	576	\$546,500	8.9	\$948.78
	Other Oceania	294	\$222,300	3.6	\$756.12
	Northern America	119	\$102,600	1.7	\$862.18
	Southern America	6	\$1,800	0	\$300.00
	Europe	172	\$152,150	2.5	\$884.59
	Asia	85	\$54,000	0.9	\$635.29
	Africa	9	\$10,100	0.2	\$1,122.22
	Not stated	950	\$76,450	1.2	\$80.47
2023 Total		7539	\$6,154,150	100	\$816.31
2024	New Zealand	7600	\$7,786,400	78.2	\$1,024.53
	Australia	990	\$992,450	10	\$1,002.47
	Other Oceania	384	\$338,350	3.4	\$881.12
	Northern America	171	\$150,400	1.5	\$879.53
	Southern America	4	\$3,300	0	\$825.00
	Europe	231	\$189,600	1.9	\$820.78
	Asia	208	\$214,350	2.2	\$1,030.53
	Africa	23	\$26,000	0.3	\$1,130.43
	Not stated	864	\$261,800	2.6	\$303.01
2024 Total		10475	\$9,962,650	100	\$951.09

6. APPENDICES

Appendix A: Passenger Arrival Tables

Table A.1: Total Visitors by Purpose of Visit in Quarters: 2022, 2023, and 2024

Year	Purpose of visit	Qtr 1			Qtr 2			Qtr 3			Qtr 4			Grand total		
		NV	NNV	Total	NV	NNV	Total	NV	NNV	Total	NV	NNV	Total	NV	NNV	Total
2022	Business	0	0	0	0	0	0	1	57	58	7	22	29	8	79	87
	Conference	0	17	17	1	36	37	1	125	126	6	98	104	8	276	284
	holiday	15	8	23	24	27	51	91	768	859	185	515	700	315	1318	1633
	Visiting Relatives	7	1	8	33	4	37	110	49	159	227	80	307	377	134	511
	Migrating Permanently	2	0	2	1	1	2	9	7	16	7	8	15	19	16	35
	Education	0	0	0	0	0	0	0	1	1	0	0	0	0	1	1
	Other	1	0	1	1	6	7	24	29	53	1	34	35	27	69	96
	Not Stated	2	3	5	0	2	2	25	21	46	78	130	208	105	156	261
2022 Total		27	29	56	60	76	136	261	1057	1318	511	887	1398	859	2049	2908
2023	Business	4	24	28	6	39	45	4	40	44	4	105	109	18	208	226
	Conference	14	68	82	6	221	227	5	155	160	8	119	127	33	563	596
	holiday	129	292	421	150	838	988	68	1569	1637	436	1013	1449	783	3712	4495
	Visiting Relatives	170	51	221	186	109	295	157	82	239	439	168	607	952	410	1362
	Migrating Permanently	6	11	17	6	3	9	6	2	8	6	7	13	24	23	47
	Education	1	4	5	6	14	20	0	2	2	0	1	1	7	21	28
	Other	19	46	65	9	79	88	6	13	19	46	44	90	80	182	262
	Not Stated	36	23	59	31	91	122	26	206	232	93	170	263	186	490	676
2023 Total		379	519	898	400	1394	1794	272	2069	2341	1032	1627	2659	2083	5609	7692
2024	Business	15	136	151	11	188	199	5	64	69	4	31	35	35	419	454
	Conference	1	23	24	5	55	60	15	257	272	35	128	163	56	463	519
	holiday	143	506	649	150	1235	1385	170	2674	2844	356	800	1156	819	5215	6034
	Visiting Relatives	185	142	327	220	141	361	178	145	323	396	184	580	979	612	1591
	Migrating Permanently	4	9	13	8	4	12	3	3	6	4	6	10	19	22	41
	Education	0	8	8	0	6	6	1	0	1	3	13	16	4	27	31
	Other	0	2	2	1	2	3	8	27	35	3	3	6	12	34	46
	Not Stated	133	149	282	98	318	416	75	376	451	213	186	399	519	1029	1548
2024 Total		481	975	1456	493	1949	2442	455	3546	4001	1014	1351	2365	2443	7821	10264

Table A.2: Visitors by Age group and Residential Status in Quarters: 2022, 2023, and 2024

Year	Age Group	Qtr 1			Qtr 2			Qtr 3			Qtr 4			Total		
		NV	NNV	Total	NV	NNV	Total	NV	NNV	Total	NV	NNV	Total	NV	NNV	Total
2022	0-9	9	2	11	5	2	7	21	33	54	58	32	90	93	69	162
	10-19	3	0	3	6	1	7	18	62	80	61	79	140	88	142	230
	20-29	1	6	7	12	20	32	37	122	159	60	112	172	110	260	370
	30-39	2	5	7	5	11	16	37	137	174	73	120	193	117	273	390
	40-49	2	4	6	8	10	18	21	145	166	54	121	175	85	280	365
	50-59	6	4	10	11	16	27	67	224	291	72	153	225	156	397	553
	60-69	2	7	9	10	14	24	38	230	268	68	113	181	118	364	482
	70-79	1	1	2	1	2	3	17	64	81	21	38	59	40	105	145
	80+	1	0	1	2	0	2	5	9	14	7	12	19	15	21	36
	Not Stated	0	0	0	0	0	0	0	31	31	37	107	144	37	138	175
2022 Total		27	29	56	60	76	136	261	1057	1318	511	887	1398	859	2049	2908
2023	0-9	44	17	61	49	48	97	26	71	97	129	64	193	248	200	448
	10-19	43	31	74	45	101	146	28	169	197	167	120	287	283	421	704
	20-29	48	79	127	36	175	211	31	174	205	120	192	312	235	620	855
	30-39	33	83	116	52	214	266	26	265	291	142	208	350	253	770	1023
	40-49	22	94	116	47	219	266	38	299	337	104	236	340	211	848	1059
	50-59	89	116	205	70	284	354	52	390	442	149	317	466	360	1107	1467
	60-69	80	70	150	62	222	284	50	397	447	140	238	378	332	927	1259
	70-79	15	23	38	34	63	97	10	146	156	59	100	159	118	332	450
	80+	5	5	10	5	10	15	6	21	27	22	15	37	38	51	89
	Not Stated	0	1	1	0	58	58	5	137	142	0	137	137	5	333	338
2023 Total		379	519	898	400	1394	1794	272	2069	2341	1032	1627	2659	2083	5609	7692
2024	0-9	28	55	83	55	87	142	36	111	147	97	107	204	216	360	576
	10-19	46	88	134	55	103	158	42	258	300	126	149	275	269	598	867
	20-29	62	123	185	57	221	278	57	311	368	134	150	284	310	805	1115
	30-39	59	148	207	69	254	323	53	415	468	105	179	284	286	996	1282
	40-49	45	167	212	49	204	253	47	453	500	115	168	283	256	992	1248
	50-59	86	161	247	78	387	465	71	723	794	152	207	359	387	1478	1865
	60-69	79	118	197	81	357	438	80	676	756	138	189	327	378	1340	1718
	70-79	23	38	61	33	145	178	35	288	323	52	80	132	143	551	694
	80+	10	4	14	16	21	37	11	53	64	16	15	31	53	93	146
	Not Stated	43	73	116	0	170	170	23	258	281	79	107	186	145	608	753
2024 Total		481	975	1456	493	1949	2442	455	3546	4001	1014	1351	2365	2443	7821	10264

Table A.3: Visitors Addresses whilst in Niue - Villages: 2022, 2023, and 2024

Year	Address in Niue	Qtr 1			Qtr 2			Qtr 3			Qtr 4			Grand total		
		NV	NNV	Total	NV	NNV	Total	NV	NNV	Total	NV	NNV	Total	NV	NNV	Total
2022	Alofi South	5	10	15	20	14	34	46	78	124	89	107	196	160	209	369
	Alofi North	0	0	0	1	0	1	40	15	55	19	9	28	60	24	84
	Makefu	5	0	5	4	2	6	6	2	8	15	3	18	30	7	37
	Tuapa	2	0	2	4	1	5	30	11	41	56	6	62	92	18	110
	Namukulu	0	0	0	2	0	2	0	1	1	3	2	5	5	3	8
	Hikutavake	3	0	3	1	1	2	4	0	4	10	0	10	18	1	19
	Toi	0	0	0	0	0	0	2	0	2	3	0	3	5	0	5
	Mutalau	1	0	1	13	0	13	16	2	18	33	3	36	63	5	68
	Lakepa	2	1	3	0	0	0	20	18	38	53	6	59	75	25	100
	Liku	5	0	5	3	5	8	10	5	15	15	3	18	33	13	46
	Hakupu	2	0	2	5	2	7	30	4	34	29	6	35	66	12	78
	Vaiea	0	0	0	1	0	1	0	1	1	6	1	7	7	2	9
	Avatele	0	1	1	1	4	5	10	6	16	24	4	28	35	15	50
	Tamakautoga	2	2	4	3	6	9	15	17	32	27	10	37	47	35	82
2022 Total		27	14	41	58	35	93	229	160	389	382	160	542	696	369	1065
2023	Alofi South	83	72	155	68	123	191	62	109	171	238	167	405	451	471	922
	Alofi North	17	24	41	22	18	40	20	23	43	67	21	88	126	86	212
	Makefu	11	4	15	13	9	22	6	7	13	41	4	45	71	24	95
	Tuapa	12	3	15	22	11	33	6	12	18	40	15	55	80	41	121
	Namukulu	2	0	2	8	4	12	3	0	3	9	1	10	22	5	27
	Hikutavake	9	1	10	24	2	26	1	1	2	20	4	24	54	8	62
	Toi	1	0	1	1	1	2	0	0	0	16	2	18	18	3	21
	Mutalau	15	4	19	27	7	34	8	6	14	53	11	64	103	28	131
	Lakepa	56	9	65	23	6	29	14	3	17	60	19	79	153	37	190
	Liku	10	5	15	16	7	23	13	6	19	88	10	98	127	28	155
	Hakupu	9	6	15	47	23	70	22	29	51	100	22	122	178	80	258
	Vaiea	3	5	8	2	1	3	1	0	1	8	4	12	14	10	24
	Avatele	61	8	69	33	21	54	16	50	66	68	21	89	178	100	278
	Tamakautoga	33	6	39	28	15	43	27	18	45	97	15	112	185	54	239
2023 Total		322	147	469	334	248	582	199	264	463	905	316	1221	1760	975	2735
2024	Alofi South	108	96	204	95	125	220	94	211	305	155	115	270	452	547	999
	Alofi North	35	23	58	23	13	36	9	27	36	52	38	90	119	101	220
	Makefu	15	4	19	28	9	37	9	11	20	25	8	33	77	32	109
	Tuapa	20	2	22	53	28	81	30	19	49	58	31	89	161	80	241
	Namukulu	3	1	4	6	5	11	11	12	23	2	1	3	22	19	41
	Hikutavake	7	1	8	18	7	25	11	3	14	28	7	35	64	18	82
	Toi	1	0	1	5	10	15	3	9	12	11	9	20	20	28	48
	Mutalau	26	10	36	22	10	32	36	7	43	65	8	73	149	35	184
	Lakepa	44	23	67	18	9	27	28	42	70	90	25	115	180	99	279
	Liku	16	9	25	15	7	22	15	16	31	25	14	39	71	46	117
	Hakupu	15	8	23	37	17	54	23	45	68	103	21	124	178	91	269
	Vaiea	16	13	29	4	5	9	6	10	16	7	3	10	33	31	64
	Avatele	30	18	48	20	19	39	36	45	81	69	19	88	155	101	256
	Tamakautoga	29	12	41	51	27	78	40	29	69	78	27	105	198	95	293
2024 Total		365	220	585	395	291	686	351	486	837	768	326	1094	1879	1323	3202

Table A.4: Visitors Addresses whilst in Niue – Top 10 Tourist accommodation: 2022, 2023, and 2024

Year	Address in Niue	Qtr 1			Qtr 2			Qtr 3			Qtr 4			Grand total		
		NV	NNV	Total	NV	NNV	Total	NV	NNV	Total	NV	NNV	Total	NV	NNV	Total
2022	Coral Gardens	0	0	0	0	1	1	0	2	2	1	2	3	1	5	6
	Anaiki Motel	0	0	0	0	2	2	3	78	81	0	31	31	3	111	114
	Kololi's Guesthouse	0	0	0	0	2	2	1	12	13	8	32	40	9	46	55
	Helena's	0	0	0	0	0	0	0	8	8	0	13	13	0	21	21
	Namukulu Motel	0	1	1	0	6	6	3	97	100	1	31	32	4	135	139
	Scenic Matavai	0	8	8	0	19	19	8	412	420	41	341	382	49	780	829
	Nic's Bungalow	0	1	1	0	1	1	2	7	9	0	4	4	2	13	15
	Taloa Heights	0	2	2	2	7	9	6	55	61	7	46	53	15	110	125
	Aleki's Motel	0	0	0	0	0	0	1	50	51	3	11	14	4	61	65
	Lau's Getaway	0	0	0	0	0	0	1	26	27	0	26	26	1	52	53
	Others-no code	0	2	2	0	3	3	4	100	104	27	68	95	31	173	204
	Others-coded	0	1	1	0	0	0	0	8	8	2	7	9	2	16	18
	Sea Vessel	0	0	0	0	0	0	0	31	31	0	6	6	0	37	37
Not stated	0	0	0	0	0	0	3	11	14	39	109	148	42	120	162	
2022 Total		0	15	15	2	41	43	32	897	929	129	727	856	163	1680	1843
2023	Anaiki Motel	0	9	9	9	63	72	3	120	123	4	38	42	16	230	246
	Kololi's Guesthouse	3	14	17	9	27	36	1	9	10	4	27	31	17	77	94
	Helena's	6	10	16	0	9	9	1	25	26	0	12	12	7	56	63
	Namukulu Motel	1	9	10	13	75	88	2	127	129	11	54	65	27	265	292
	Scenic Matavai	14	211	225	9	414	423	9	732	741	24	642	666	56	1999	2055
	Taloa Heights	4	20	24	6	82	88	9	88	97	12	47	59	31	237	268
	Aleki's Motel	3	9	12	2	35	37	3	62	65	16	39	55	24	145	169
	Lialagi	0	0	0	0	2	2	14	18	32	0	0	0	14	20	34
	Lau's Getaway	0	11	11	0	29	29	1	43	44	0	38	38	1	121	122
	Kaliki Lodge	0	0	0	0	17	17	1	15	16	0	1	1	1	33	34
	Others-no code	9	43	52	9	112	121	10	66	76	16	163	179	44	384	428
	Others-coded	11	12	23	3	32	35	3	45	48	7	27	34	24	116	140
	Sea Vessel	0	1	1	0	182	182	0	301	301	0	177	177	0	661	661
Not stated	6	23	29	6	67	73	16	154	170	33	46	79	61	290	351	
2023 Total		57	372	429	66	1146	1212	73	1805	1878	127	1311	1438	323	4634	4957
2024	Anaiki Motel	0	13	13	3	66	69	1	99	100	4	19	23	8	197	205
	Kololi's Guesthouse	1	13	14	7	27	34	1	54	55	7	15	22	16	109	125
	Damianas	0	0	0	0	3	3	3	22	25	2	6	8	5	31	36
	Namukulu Motel	1	16	17	1	90	91	1	160	161	5	73	78	8	339	347
	Scenic Matavai	36	454	490	15	710	725	7	1442	1449	50	526	576	108	3132	3240
	Taloa Heights	2	12	14	11	101	112	8	172	180	12	47	59	33	332	365
	Aleki's Motel	3	26	29	4	53	57	8	113	121	1	21	22	16	213	229
	Lialagi	1	5	6	21	22	43	0	0	0	11	3	14	33	30	63
	Lau's Getaway	0	15	15	0	20	20	0	41	41	1	16	17	1	92	93
	Tukuitoga Guesthouse	0	2	2	1	6	7	3	11	14	0	4	4	4	23	27
	Others-no code	6	70	76	23	230	253	23	433	456	31	108	139	83	841	924
	Others-coded	0	7	7	2	30	32	3	69	72	2	15	17	7	121	128
	Sea Vessel	0	6	6	0	241	241	0	347	347	0	35	35	0	629	629
Not stated	66	116	182	10	59	69	46	97	143	120	137	257	242	409	651	
2024 Total		116	755	871	98	1658	1756	104	3060	3164	246	1025	1271	564	6498	7062

Table A.5: Visitors Addresses whilst in Niue –Tourist accommodation: 2022, 2023, and 2024

Address In Niue	2022	2023	2024
Theresa's Guesthouse	1	9	2
Peleni's Inn	3	16	22
Coral Garden	6	6	2
Mamata's Guesthouse	2	12	2
Anaiki Motel	114	246	205
Kololoi's Guesthouse	55	94	125
Backpackers	21	63	4
Damianas	1	11	36
Stone Villas	5	21	10
Namukulu Motel	139	292	347
Matavai Resort	829	2055	3240
Lanutahi Fales	0	1	1
Nic's Bungalows	15	9	13
Aliutus Guesthouse	0	7	22
Taloa Heights	125	268	365
Alekis Motel	65	169	229
Lialagi	1	34	63
Clifftop Fales	3	1	2
Restoration Reef	1	1	2
73a/Petite Hatava	0	0	23
Lau's Getaway	53	122	93
Lillnya's Guesthouse	0	19	11
Ricky Makani's Accommodation	0	2	0
Kaliki Lodge	0	34	12
Tukuitoga Guesthouse	1	25	27
Other Accommodation	204	428	924
On Board Sea Vessel	37	661	629
Not Stated	162	351	651
Grand Total	1843	4957	7062

Table A.6: Visitors by occupation and residential status: 2022, 2023, and 2024

Year	Occupation	Qtr 1			Qtr 2			Qtr 3			Qtr 4			Total		
		NV	NNV	Total	NV	NNV	Total	NV	NNV	Total	NV	NNV	Total	NV	NNV	Total
2022	Armed forces	0	0	0	0	0	0	1	83	84	0	11	11	1	94	95
	Legislators, senior officials, managers	0	0	0	0	1	1	17	148	165	49	65	114	66	214	280
	Professionals	0	3	3	4	5	9	35	245	280	68	149	217	107	402	509
	Technicians & associate professionals	12	19	31	30	49	79	38	196	234	64	199	263	144	463	607
	Clerk	0	0	0	1	0	1	14	24	38	16	20	36	31	44	75
	Service, shop & market sales workers	0	0	0	4	0	4	33	50	83	33	53	86	70	103	173
	Skilled agricultural/fisheries workers	0	0	0	0	0	0	1	17	18	2	10	12	3	27	30
	Craft & related trade	0	1	1	0	2	2	20	37	57	28	26	54	48	66	114
	Plant/machine operators/assemblers	0	2	2	0	3	3	10	9	19	19	19	38	29	33	62
	Elementary occupations	0	1	1	3	1	4	12	28	40	15	16	31	30	46	76
	Retired/unemployed	4	1	5	6	8	14	23	117	140	54	82	136	87	208	295
	Students/small children	11	2	13	12	2	14	43	89	132	95	113	208	161	206	367
	Not Stated	0	0	0	0	5	5	14	14	28	68	124	192	82	143	225
2022 Total		27	29	56	60	76	136	261	1057	1318	511	887	1398	859	2049	2908
2023	Armed forces	0	1	1	0	1	1	1	3	4	0	19	19	1	24	25
	Legislators, senior officials, managers	30	97	127	40	201	241	18	188	206	47	136	183	135	622	757
	Professionals	52	145	197	66	317	383	51	509	560	131	415	546	300	1386	1686
	Technicians & associate professionals	21	60	81	11	111	122	22	198	220	58	128	186	112	497	609
	Clerk	10	13	23	15	38	53	8	69	77	29	42	71	62	162	224
	Service, shop & market sales workers	40	25	65	16	75	91	14	64	78	108	143	251	178	307	485
	Skilled agricultural/fisheries workers	1	4	5	12	43	55	9	74	83	14	23	37	36	144	180
	Craft and related trade	14	22	36	26	64	90	20	79	99	64	68	132	124	233	357
	Plant/machine operators/assemblers	15	7	22	12	36	48	8	31	39	17	40	57	52	114	166
	Elementary occupations	29	16	45	33	40	73	18	52	70	98	66	164	178	174	352
	Retired/unemployed	43	47	90	44	172	216	23	322	345	110	178	288	220	719	939
	Students/small children	70	54	124	86	151	237	59	234	293	267	179	446	482	618	1100
	Not Stated	54	28	82	39	145	184	21	246	267	89	190	279	203	609	812
2023 Total		379	519	898	400	1394	1794	272	2069	2341	1032	1627	2659	2083	5609	7692
2024	Armed forces	1	3	4	3	20	23	0	22	22	3	6	9	7	51	58
	Legislators, senior officials, managers	42	135	177	39	276	315	42	464	506	72	142	214	195	1017	1212
	Professionals	72	246	318	89	489	578	81	953	1034	208	391	599	450	2079	2529
	Technicians & associate professionals	35	75	110	20	82	102	15	198	213	29	37	66	99	392	491
	Clerk	18	31	49	16	60	76	14	112	126	34	36	70	82	239	321
	Service, shop & market sales workers	58	65	123	47	106	153	37	152	189	45	54	99	187	377	564
	Skilled agricultural/fisheries workers	1	7	8	1	25	26	0	43	43	1	9	10	3	84	87
	Craft and related trade	22	60	82	19	97	116	32	162	194	56	50	106	129	369	498
	Plant/machine operators/assemblers	9	20	29	18	38	56	10	46	56	32	21	53	69	125	194
	Elementary occupations	22	29	51	38	59	97	36	139	175	74	57	131	170	284	454
	Retired/unemployed	47	55	102	57	260	317	56	569	625	101	158	259	261	1042	1303
	Students/small children	64	114	178	99	185	284	51	311	362	183	175	358	397	785	1182
	Not Stated	90	135	225	47	252	299	81	375	456	176	215	391	394	977	1371
2024 Total		481	975	1456	493	1949	2442	455	3546	4001	1014	1351	2365	2443	7821	10264

Table A.7: Total Visitors by Country of Residence in Months: 2022, 2023, and 2024

Year	Country of residence	Qtr 1			Qtr 2			Qtr 3			Qtr 4			Total		
		NV	NNV	Total	NV	NNV	Total	NV	NNV	Total	NV	NNV	Total	NV	NNV	Total
2022	New Zealand	21	25	46	49	68	117	219	937	1156	427	650	1077	716	1680	2396
	Australia	3	3	6	10	1	11	32	37	69	35	43	78	80	84	164
	Other Oceania	3	0	3	1	5	6	10	26	36	12	38	50	26	69	95
	Northern America	0	0	0	0	0	0	0	6	6	0	13	13	0	19	19
	Southern America	0	0	0	0	0	0	0	0	0	0	1	1	0	1	1
	Europe	0	0	0	0	0	0	0	44	44	0	24	24	0	68	68
	Asia	0	1	1	0	1	1	0	6	6	0	11	11	0	19	19
	Africa	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	Not stated	0	0	0	0	1	1	0	1	1	37	107	144	37	109	146
2022 Total		27	29	56	60	76	136	261	1057	1318	511	887	1398	859	2049	2908
2023	New Zealand	338	357	695	373	920	1293	219	1457	1676	891	1151	2042	1821	3885	5706
	Australia	29	29	58	11	58	69	19	128	147	126	125	251	185	340	525
	Other Oceania	6	61	67	13	132	145	11	34	45	6	48	54	36	275	311
	Northern America	1	20	21	0	33	33	10	99	109	5	31	36	16	183	199
	Southern America	0	1	1	0	16	16	0	20	20	0	1	1	0	38	38
	Europe	0	23	23	0	113	113	3	150	153	1	91	92	4	377	381
	Asia	0	27	27	0	48	48	0	23	23	0	38	38	0	136	136
	Africa	0	0	0	0	3	3	0	11	11	0	0	0	0	14	14
	Not stated	5	1	6	3	71	74	10	147	157	3	142	145	21	361	382
2023 Total		379	519	898	400	1394	1794	272	2069	2341	1032	1627	2659	2083	5609	7692
2024	New Zealand	378	632	1010	416	1424	1840	368	2529	2897	818	1009	1827	1980	5594	7574
	Australia	45	79	124	62	105	167	47	284	331	90	105	195	244	573	817
	Other Oceania	10	96	106	12	39	51	6	131	137	15	44	59	43	310	353
	Northern America	1	16	17	0	46	46	6	118	124	4	15	19	11	195	206
	Southern America	0	1	1	0	4	4	0	7	7	0	0	0	0	12	12
	Europe	1	44	45	0	100	100	0	117	117	1	27	28	2	288	290
	Asia	0	18	18	0	59	59	0	89	89	0	38	38	0	204	204
	Africa	0	4	4	0	1	1	0	8	8	0	0	0	0	13	13
	Not stated	46	85	131	3	171	174	28	263	291	86	113	199	163	632	795
2024 Total		481	975	1456	493	1949	2442	455	3546	4001	1014	1351	2365	2443	7821	10264

Table A.8: Total Visitors by Country of Residence: 2022, 2023, and 2024

Country Of Residence	2022	2023	2024
New Zealand	2396	5706	7574
Australia	164	525	817
Fiji	18	67	98
Tonga	10	61	37
Western Samoa	11	47	47
Cook Islands	3	8	30
Other Pacific	53	128	141
USA	12	163	186
Canada	7	34	18
Other North America	0	2	2
Other South America	1	38	12
Austria	0	2	6
Belgium	0	6	1
Denmark	4	44	34
Finland	0	2	7
France	38	27	28
Germany	6	63	36
Greece	0	2	2
Ireland	0	4	0
Italy	0	11	14
Netherlands/Holland	2	20	11
Norway	0	8	9
Poland	0	7	8
Portugal	0	1	3
Russian Federation	0	0	6
Spain	0	16	5
Sweden	0	19	2
Switzerland	2	15	4
United Kingdom	11	116	90
Other European	5	18	24
China	12	57	110
Hong Kong	0	9	0
Japan	0	22	47
Malaysia	0	1	3
Singapore	0	4	1
South Korea	0	1	2
Taiwan	0	1	1
Phillippines	1	20	15
Other Asian	2	11	19
Middle East	4	10	6
South Africa	0	14	8
Other Africa	0	0	5
Not Stated	146	382	795
Grand Total	2908	7692	10264

Table A.9: Returning Residents Usual Addresses in Niue: 2022, 2023, and 2024

Year	Address in Niue	Qtr 1			Qtr 2			Qtr 3			Qtr 4			Total		
		NR	NNR	Total	NR	NNR	Total	NR	NNR	Total	NR	NNR	Total	NR	NNR	Total
2022	Alofi South	46	9	55	57	18	75	84	27	111	91	23	114	278	77	355
	Alofi North	11	2	13	6	0	6	16	2	18	34	2	36	67	6	73
	Makefu	12	1	13	4	0	4	11	4	15	7	0	7	34	5	39
	Tuapa	10	1	11	24	0	24	21	1	22	37	1	38	92	3	95
	Namukulu	0	0	0	0	0	0	2	0	2	1	0	1	3	0	3
	Hikutavake	3	0	3	1	0	1	6	0	6	12	0	12	22	0	22
	Toi	1	0	1	4	0	4	3	1	4	4	1	5	12	2	14
	Mutalau	14	0	14	5	2	7	9	0	9	22	1	23	50	3	53
	Lakepa	4	0	4	9	1	10	11	0	11	26	2	28	50	3	53
	Liku	4	0	4	9	0	9	18	3	21	6	0	6	37	3	40
	Hakupu	25	0	25	17	0	17	22	1	23	30	0	30	94	1	95
	Vaiea	4	0	4	3	0	3	2	0	2	3	1	4	12	1	13
	Avatele	11	0	11	4	0	4	11	3	14	24	3	27	50	6	56
	Tamakautoga	4	4	8	16	1	17	26	5	31	23	1	24	69	11	80
Not stated	0	0	0	0	0	0	0	0	0	30	3	33	30	3	33	
2022 Total		149	17	166	159	22	181	242	47	289	350	38	388	900	124	1024
2023	Alofi South	126	39	165	109	27	136	82	18	100	138	32	170	455	116	571
	Alofi North	29	13	42	25	4	29	29	1	30	32	5	37	115	23	138
	Makefu	16	2	18	14	7	21	6	0	6	16	0	16	52	9	61
	Tuapa	26	3	29	27	3	30	30	0	30	33	0	33	116	6	122
	Namukulu	0	0	0	3	0	3	2	0	2	8	0	8	13	0	13
	Hikutavake	19	0	19	13	0	13	13	0	13	19	0	19	64	0	64
	Toi	8	2	10	3	1	4	3	0	3	8	2	10	22	5	27
	Mutalau	15	3	18	9	1	10	15	1	16	24	0	24	63	5	68
	Lakepa	39	0	39	26	0	26	16	0	16	41	1	42	122	1	123
	Liku	19	1	20	12	1	13	11	0	11	27	2	29	69	4	73
	Hakupu	66	3	69	51	2	53	32	1	33	63	2	65	212	8	220
	Vaiea	9	5	14	2	1	3	7	2	9	7	5	12	25	13	38
	Avatele	38	2	40	22	2	24	15	1	16	43	2	45	118	7	125
	Tamakautoga	24	5	29	15	2	17	22	1	23	36	0	36	97	8	105
Not stated	0	0	0	0	0	0	2	3	5	0	0	0	2	3	5	
2023 Total		434	78	512	331	51	382	285	28	313	495	51	546	1545	208	1753
2024	Alofi South	111	44	155	175	41	216	152	39	191	104	28	132	542	152	694
	Alofi North	39	9	48	47	5	52	45	10	55	38	8	46	169	32	201
	Makefu	26	2	28	16	3	19	20	3	23	12	2	14	74	10	84
	Tuapa	47	1	48	36	0	36	41	0	41	29	1	30	153	2	155
	Namukulu	2	0	2	4	0	4	1	0	1	2	0	2	9	0	9
	Hikutavake	17	0	17	17	0	17	15	0	15	11	0	11	60	0	60
	Toi	12	0	12	8	2	10	1	0	1	6	0	6	27	2	29
	Mutalau	38	3	41	27	1	28	30	4	34	17	2	19	112	10	122
	Lakepa	24	1	25	36	0	36	41	2	43	22	0	22	123	3	126
	Liku	19	1	20	24	3	27	21	3	24	13	3	16	77	10	87
	Hakupu	60	5	65	70	7	77	60	2	62	43	2	45	233	16	249
	Vaiea	2	0	2	1	5	6	5	3	8	3	0	3	11	8	19
	Avatele	43	0	43	42	1	43	38	4	42	22	4	26	145	9	154
	Tamakautoga	35	5	40	37	5	42	28	5	33	30	0	30	130	15	145
Not stated	10	7	17	0	0	0	3	0	3	0	0	0	13	7	20	
2024 Total		485	78	563	540	73	613	501	75	576	352	50	402	1878	276	2154

Appendix B: Passenger Departure Tables

Table B.1: Purpose of Leaving by quarters for Residents: 2022, 2023, and 2024

Year	Purpose of Trip	Qtr1	Qtr2	Qtr3	Qtr4	Total
2022	Resident Permanently Leaving	11	6	7	16	40
	Business/Conference	2	14	41	56	113
	Holiday/Vacation	30	24	38	88	180
	Visit Friends and Relatives	82	107	123	252	564
	Educational/Medical	50	33	35	37	155
	Other	3	2	23	42	70
	Not Stated	2	2	34	60	98
2022 Total		180	188	301	551	1220
2023	Resident Permanently Leaving	6	1	0	12	19
	Business/Conference	58	61	101	103	323
	Holiday/Vacation	90	54	51	132	327
	Visit Friends and Relatives	85	79	81	180	425
	Educational/Medical	52	28	37	25	142
	Other	53	30	34	67	184
	Not Stated	63	97	74	114	348
2023 Total		407	350	378	633	1768
2024	Resident Permanently Leaving	11	4	5	15	35
	Business/Conference	62	95	119	61	337
	Holiday/Vacation	110	54	44	96	304
	Visit Friends and Relatives	155	135	159	238	687
	Educational/Medical	97	64	46	51	258
	Other	20	75	36	64	195
	Not Stated	170	133	130	120	553
2024 Total		625	560	539	645	2369

Table B.2: Travelling Residents by Age Groups: 2022, 2023, and 2024

Year	Age group	Qtr1	Qtr2	Qtr3	Qtr4	Total	Distribution
2022	0-9	23	22	23	49	117	9.6
	10-19	29	20	29	85	163	13.4
	20-29	27	13	37	34	111	9.1
	30-39	17	27	37	63	144	11.8
	40-49	14	25	45	70	154	12.6
	50-59	22	35	63	89	209	17.1
	60-69	30	28	43	100	201	16.5
	70-79	13	13	17	42	85	7
	80+	5	5	7	19	36	3
2022 Total		180	188	301	551	1220	100
2023	0-9	33	13	20	58	124	7
	10-19	51	33	27	63	174	9.8
	20-29	56	27	38	51	172	9.7
	30-39	52	39	55	93	239	13.5
	40-49	61	37	63	67	228	12.9
	50-59	74	65	83	116	338	19.1
	60-69	58	68	56	88	270	15.3
	70-79	12	21	26	47	106	6
	80+	10	6	9	14	39	2.2
	Not Stated	0	41	1	36	78	4.4
2023 Total		407	350	378	633	1768	100
2024	0-9	78	57	37	78	250	10.6
	10-19	84	40	36	89	249	10.5
	20-29	42	55	60	55	212	8.9
	30-39	78	76	75	88	317	13.4
	40-49	90	84	82	85	341	14.4
	50-59	78	101	107	79	365	15.4
	60-69	97	83	87	107	374	15.8
	70-79	39	37	38	45	159	6.7
	80+	12	15	17	18	62	2.6
	Not Stated	27	12	0	1	40	1.7
2024 Total		625	560	539	645	2369	100

Table B.3: Residents – Usual Address in Niue by Villages: 2022, 2023, and 2024

Year	Address in Niue	Qtr1	Qtr2	Qtr3	Qtr4	Total	Distribution
2022	Alofi South	76	66	108	181	431	35.3
	Alofi North	10	7	22	50	89	7.3
	Makefu	10	14	12	17	53	4.3
	Tuapa	14	26	19	38	97	8.0
	Namukulu	0	1	1	0	2	0.2
	Hikutavake	3	6	4	22	35	2.9
	Toi	0	1	3	11	15	1.2
	Mutalau	14	13	17	19	63	5.2
	Lakepa	10	3	18	33	64	5.2
	Liku	2	12	17	13	44	3.6
	Hakupu	16	12	27	63	118	9.7
	Vaiea	9	3	6	15	33	2.7
	Avatele	6	5	21	42	74	6.1
	Tamakautoga	10	19	26	47	102	8.4
2022 Total		180	188	301	551	1220	100.0
2023	Alofi South	139	115	136	200	590	33.4
	Alofi North	37	13	20	40	110	6.2
	Makefu	18	7	8	21	54	3.1
	Tuapa	33	17	24	55	129	7.3
	Namukulu	2	1	2	4	9	0.5
	Hikutavake	10	10	12	18	50	2.8
	Toi	9	3	4	6	22	1.2
	Mutalau	22	12	28	21	83	4.7
	Lakepa	24	30	34	27	115	6.5
	Liku	18	10	14	28	70	4.0
	Hakupu	41	37	41	66	185	10.5
	Vaiea	11	6	3	13	33	1.9
	Avatele	31	26	17	43	117	6.6
	Tamakautoga	12	22	35	55	124	7.0
	Not stated	0	41	0	36	77	4.4
2023 Total		407	350	378	633	1768	100.0
2024	Alofi South	190	204	199	234	827	34.9
	Alofi North	33	29	52	54	168	7.1
	Makefu	30	16	18	30	94	4.0
	Tuapa	37	40	39	46	162	6.8
	Namukulu	4	2	2	3	11	0.5
	Hikutavake	21	19	13	22	75	3.2
	Toi	10	10	1	11	32	1.4
	Mutalau	46	23	35	12	116	4.9
	Lakepa	42	36	29	38	145	6.1
	Liku	27	30	21	19	97	4.1
	Hakupu	63	55	58	58	234	9.9
	Vaiea	2	7	9	21	39	1.6
	Avatele	64	39	32	53	188	7.9
	Tamakautoga	29	38	31	44	142	6.0
	Not stated	27	12	0	0	39	1.6
2024 Total		625	560	539	645	2369	100.0

Table B.4: How Visitors' Know of Niue by Month and Residential Status: 2022, 2023, and 2024

Year	Hear about Niue	Qtr 1			Qtr 2			Qtr 3			Qtr 4			Grand total			Distribution
		NV	NNV	Total	NV	NNV	Total	NV	NNV	Total	NV	NNV	Total	NV	NNV	Total	
2022	Niuean/Family	31	2	33	22	7	29	141	56	197	220	27	247	414	92	506	19.6
	Newspaper	0	3	3	0	1	1	2	12	14	4	7	11	6	23	29	1.1
	Television	0	0	0	0	0	0	2	10	12	1	19	20	3	29	32	1.2
	Magazine	1	3	4	1	0	1	4	9	13	0	8	8	6	20	26	1.0
	Word of Mouth	7	25	32	4	37	41	39	586	625	64	550	614	114	1198	1312	50.8
	Internet	0	0	0	0	1	1	0	36	36	0	12	12	0	49	49	1.9
	Work	0	0	0	0	0	0	0	61	61	1	27	28	1	88	89	3.4
	Here Before	0	0	0	0	0	0	0	55	55	1	16	17	1	71	72	2.8
	Travel Agents	0	0	0	0	0	0	0	10	10	0	18	18	0	28	28	1.1
	Tourism Promotions	0	0	0	0	0	0	0	14	14	0	2	2	0	16	16	0.6
	Other	0	1	1	0	0	0	15	56	71	47	102	149	62	159	221	8.6
	Not Stated	2	1	3	1	1	2	63	29	92	40	67	107	106	98	204	7.9
2022 Total		41	35	76	28	47	75	266	934	1200	378	855	1233	713	1871	2584	100.0
2023	Niuean/Family	174	11	185	248	22	270	149	9	158	384	55	439	955	97	1052	14.0
	Newspaper	1	16	17	2	16	18	8	21	29	1	24	25	12	77	89	1.2
	Television	0	18	18	3	24	27	1	44	45	7	56	63	11	142	153	2.0
	Magazine	0	10	10	0	22	22	3	39	42	2	24	26	5	95	100	1.3
	Word of Mouth	33	187	220	15	369	384	22	959	981	71	737	808	141	2252	2393	31.7
	Internet	0	8	8	0	8	8	0	28	28	0	70	70	0	114	114	1.5
	Work	0	9	9	0	10	10	0	29	29	1	118	119	1	166	167	2.2
	Here Before	0	12	12	0	34	34	1	82	83	1	37	38	2	165	167	2.2
	Travel Agents	0	1	1	0	4	4	0	7	7	0	34	34	0	46	46	0.6
	Tourism Promotions	0	0	0	0	0	0	0	5	5	0	22	22	0	27	27	0.4
	Other	107	207	314	41	397	438	135	517	652	121	364	485	404	1485	1889	25.1
	Not Stated	98	40	138	93	374	467	58	230	288	187	262	449	436	906	1342	17.8
2023 Total		413	519	932	402	1280	1682	377	1970	2347	775	1803	2578	1967	5572	7539	100.0
2024	Niuean/Family	20	12	32	57	32	89	59	48	107	3	0	3	139	92	231	2.2
	Newspaper	6	15	21	6	67	73	7	105	112	1	43	44	20	230	250	2.4
	Television	9	26	35	13	51	64	5	56	61	3	42	45	30	175	205	2.0
	Magazine	3	19	22	2	21	23	3	54	57	1	5	6	9	99	108	1.0
	Word of Mouth	113	365	478	62	659	721	61	1596	1657	86	604	690	322	3224	3546	33.9
	Internet	4	32	36	2	144	146	1	333	334	3	107	110	10	616	626	6.0
	Work	0	58	58	2	84	86	0	77	77	0	1	1	2	220	222	2.1
	Here Before	3	13	16	1	10	11	1	36	37	5	8	13	10	67	77	0.7
	Travel Agents	0	22	22	0	5	5	0	23	23	0	0	0	0	50	50	0.5
	Tourism Promotions	0	8	8	0	13	13	0	42	42	0	0	0	0	63	63	0.6
	Other	260	251	511	218	413	631	228	716	944	417	557	974	1123	1937	3060	29.2
	Not Stated	484	207	691	154	239	393	146	317	463	358	132	490	1142	895	2037	19.4
2024 Total		902	1028	1930	517	1738	2255	511	3403	3914	877	1499	2376	2807	7668	10475	100.0

Table B.5: Visitors' Average Expenditure whilst in Niue by Residential Status in Quarters: 2022, 2023, and 2024

Year	Expenditure groups	\$0	\$100 - \$299	\$300 - \$599	\$600 - \$899	\$900 - \$1,199	\$1,200 - \$2,499	\$2,500	Not Stated	Grand total
	Average expenditure	\$0	\$150	\$450	\$750	\$1,050	\$1,850	\$2,500		
2022	Qtr1	3	25	10	9	2	7	0	20	76
		\$0	\$3,750	\$4,500	\$6,750	\$2,100	\$12,950	\$0	-	\$30,050
	Qtr2	2	26	3	19	1	7	0	17	75
		\$0	\$3,900	\$1,350	\$14,250	\$1,050	\$12,950	\$0	-	\$33,500
	Qtr3	2	155	142	198	157	394	32	120	1200
		\$0	\$23,250	\$63,900	\$148,500	\$164,850	\$728,900	\$80,000	-	\$1,209,400
	Qtr4	14	206	199	195	131	283	18	187	1233
		\$0	\$30,900	\$89,550	\$146,250	\$137,550	\$523,550	\$45,000	-	\$972,800
2022 Total		21	412	354	421	291	691	50	344	2584
		\$0	\$61,800	\$159,300	\$315,750	\$305,550	\$1,278,350	\$125,000	-	\$2,245,750
2023	Qtr1	11	152	119	95	112	235	11	197	932
		\$0	\$22,800	\$53,550	\$71,250	\$117,600	\$434,750	\$27,500	-	\$727,450
	Qtr2	13	210	165	153	194	381	9	557	1682
		\$0	\$31,500	\$74,250	\$114,750	\$203,700	\$704,850	\$22,500	-	\$1,151,550
	Qtr3	19	329	252	291	376	758	9	313	2347
		\$0	\$49,350	\$113,400	\$218,250	\$394,800	\$1,402,300	\$22,500	-	\$2,200,600
	Qtr4	37	361	323	321	365	633	32	506	2578
		\$0	\$54,150	\$145,350	\$240,750	\$383,250	\$1,171,050	\$80,000	-	\$2,074,550
2023 Total		80	1052	859	860	1047	2007	61	1573	7539
		\$0	\$157,800	\$386,550	\$645,000	\$1,099,350	\$3,712,950	\$152,500	-	\$6,154,150
2024	Qtr1	2	190	227	217	275	435	51	533	1930
		\$0	\$28,500	\$102,150	\$162,750	\$288,750	\$804,750	\$127,500	-	\$1,514,400
	Qtr2	4	301	251	311	339	562	98	389	2255
		\$0	\$45,150	\$112,950	\$233,250	\$355,950	\$1,039,700	\$245,000	-	\$2,032,000
	Qtr3	4	414	450	487	590	1182	309	478	3914
		\$0	\$62,100	\$202,500	\$365,250	\$619,500	\$2,186,700	\$772,500	-	\$4,208,550
	Qtr4	16	289	248	257	292	564	204	506	2376
		\$0	\$43,350	\$111,600	\$192,750	\$306,600	\$1,043,400	\$510,000	-	\$2,207,700
2024 Total		26	1194	1176	1272	1496	2743	662	1906	10475
		\$0	\$179,100	\$529,200	\$954,000	\$1,570,800	\$5,074,550	\$1,655,000	-	\$9,962,650

7. 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: $Net\ Migration = Resident\ Arrivals - Resident\ Departures$ 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.

8. 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 Immigration Regulations 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 Immigration Regulations 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) and Immigration Online Arrival and Departure Cards
- **Secondary Data Sources**
 - Passenger manifests (e.g. cruise ship day visitors), Yacht registration data (Customs Office), and 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