



Government of Niue



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# STATISTICAL RELEASE

## STATISTICAL RELEASE

### TRAVELLING RESIDENTS and VISITORS OF NIUE September Quarter 2018



AirNZ Flying to Niue



# Introduction

Fakaalofa lahi atu.

The Honourable Minister and Staff of Statistics Niue is very happy to put out this statistical release of Travelling residents and Visitors of Niue for the quarter ending September 30<sup>th</sup> 2018.

The graph (in the front page) depicted the total number of travellers for the same quarters (September) from 2007 to 2018 as generally increasing albeit the decrease in some years. In the same period of last year there was an increase of 8.7% in arrivals and 9.6% in departures.

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

- A. Figures at a Glance
  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. \*Customs Declaration Tables
    - Prohibited and Restricted Goods
    - Alcohol over person concession
    - Goods of more than NZ\$500.00
    - Goods for commercial use
    - Total of NZ\$10,000 or foreign equivalent currency
  6. \*Bio Security Declaration Tables
    - Food
    - Animals and animal products
    - Plant and Plant products
    - Equipment
    - Items used outdoor
    - Visitation to forests, farms or factories
    - Human remains or holy water
  7. \*Health Declaration Tables
  8. Departures Characteristics –
    - Travelling Niuean and Non Niuean Residents
    - Returning Niuean and Non Niuean Visitors
  9. Definitions
  10. General Information and Acknowledgements
  11. Metadata

Please find included in this release the new tables (\* depicted in parts 5, 6 and 7) of the arrival declarations passengers have to declare upon arrival to appropriate Border Agencies, namely Niue Customs, Niue Biosecurity including Public Health.

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. Fakaauae lahi.



KimRay Vaha

Government Statistician



### **DISCLAIMER**

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## **FIGURES AT A GLANCE**

**Reference period: 1<sup>st</sup> July – 30<sup>th</sup> September 2018**

<b>1) Total Arrivals:</b>	<b>4,166</b>
<b>2) Total Departures:</b>	<b>4,143</b>
<b>3) Net Migration:</b>	<b>23</b>
<b>4) Arrivals:</b>	
❖ Total Visitors:	3,751
❖ Niuean	554
❖ Non-Niuean	3,197
❖ Visitors become residents	12
❖ Total returning residents:	415
❖ Excursionists:	0
<b>5) Departures:</b>	
❖ Total departing residents:	462
❖ Res. Leaving Permanently:	9
❖ Total returning visitors:	3,681
❖ Excursionists:	0
<b>6) Average Total Tourist Earning (000):</b>	<b>\$3,233.1</b>
❖ Niuean Visitors -	\$336.7
❖ Non-Niuean visitors -	\$2,896.4

# 1.TOTAL ARRIVALS AND DEPARTURES

## 1.1 Total Arrivals & Departures by Months & Residential Status: July - September 2018

Table 1.1: Total Arrivals and Departures by Months & Residential Status: Jul - Sep 2018

Total Arrivals & Departures	July			August			September			Quarterly Total		
	Res.	Vis.	Total	Res.	Vis.	Total	Res.	Vis.	Total	Res.	Vis.	Total
Arrivals	126	1,348	1,474	162	1,265	1,427	127	1,138	1,265	415	3,751	4,166
Departures	174	1,276	1,450	148	1,270	1,418	139	1,136	1,275	461	3,682	4,143
Net Migration	-48	72	24	14	-5	9	-12	2	-10	-46	69	23

**Arrivals:** At the end of the second quarter 31<sup>st</sup> September 2018, a quarterly total of 4,166 travellers arrived in Niue. In individual months, there were 1,474 passengers arrived in July, 1,427 August and 1,265 in September.

**Departures:** At the end of quarter, a total of 4,143 travellers departed Niue; 1,270 persons in July, 1,418 in August and 1,275 in September.

There was no cruise ship came to Niue this quarter but the passengers from yachts were included.

## 1.2 Total Arrivals and Departures by Carriers or Vessels: July - September 2018

At the end of this quarter Air New Zealand remains to be the main carrier transporting a total of 7,685 passengers to and from Niue (3,855 arrivals and 3,830 departures).

Table 1.2: Total Arrivals and Departures by Carriers in Months: Jul - Sep 2018

Carrier/Months	July		August		September		Quarterly Total	
	Arr	Dep	Arr	Dep	Arr	Dep	Arr	Dep
AirNZ	1,346	1,322	1,333	1,132	1,176	1,186	3,855	3,830
RNZAF	0	0	0	0	0	0	0	0
Other airlines	0	0	4	6	9	9	13	15
Yachts	128	128	90	90	80	80	298	298
Cruise ships	0	0	0	0	0	0	0	0
Other ships	0	0	0	0	0	0	0	0
<b>Total</b>	<b>1,474</b>	<b>1,450</b>	<b>1,427</b>	<b>1,418</b>	<b>1,265</b>	<b>1,275</b>	<b>4,166</b>	<b>4,143</b>



## **2. MOVEMENTS: MONTHLY & 12 MONTHS ENDING SEPTEMBER** **2018**

*(NB: Data from Yachts are included only in some analysis but not in all)*

### **2.1 Movements of Arrivals**

**2.1.1 Monthly Movements:** The levels of movements of arrivals for each month of this quarter vary from month to month. In the July month there was an increase of 24.5%. A decrease of 3.2% in August and further decrease of 11.4% in June. (*Table 2a – left columns*).

**2.1.2 Twelve Months Movements:** In comparison with the same period last year (July - September 2017), there was a total difference of 114 more passengers came to Niue, an overall increase of 4.0%. In terms of individual months, the biggest move was seen in May, 14.3% increase in the number of arrivals (*table 2b left columns*). This simply means there were more travellers coming to Niue this year compared to the same period last year.

***Characteristics of these arrivals will be discussed in part 4 of this release.***

*Table 2a: **Movements** (Arrivals and Departures) by Months as of June 2018.*

<b>Months</b>	<b>Arrivals</b>	<b>% movement</b>	<b>Departures</b>	<b>% movement</b>
Jun 18	1,184	12.5%	1,086	16.4%
Jul 18	1,474	24.5%	1,450	33.5%
Aug 18	1,427	-3.2%	1,418	-2.2%
Sep 18	1,265	-11.4%	1,275	-10.1%

*Table 2b: **Arrivals & Departures** 2017 – 2018 Twelve Months Difference by Months (July - September)*

<b>Arrivals</b>	<b>July</b>	<b>August</b>	<b>September</b>	<b>Quarterly total</b>	<b>Departures</b>	<b>July</b>	<b>August</b>	<b>September</b>	<b>Quarterly total</b>
2017	1,153	1,380	1,299	3,832	2017	1,127	1,425	1,227	3,779
2018	1,474	1,427	1,265	4,166	2018	1,450	1,418	1,275	4,143
<b>Difference</b>	321	47	-34	334	<b>Difference</b>	323	-7	48	364
<b>Movement %</b>	27.8%	26.1%	-2.6%	8.7%	<b>Movement %</b>	28.6%	-0.5%	3.9%	9.6%

### **2.2 Movements of Departures**

**2.2.1 Monthly Movements:** The movement of departures for this quarter ending September 2018 depicted an increase of 33.5%. This followed by 2.2% decrease in August and a further decrease by 10.1% in September.

As more people coming, they are more going too. (*Table 2a – right columns*)

**2.2.2 Twelve Months Movement:** Compared with the same period 12 months ago the pattern of departures generally saw an increase of people leaving Niue to a total of 364 more 9.6% in 3 months. (*Table 2b - right*).

***Characteristics of these departures will be discussed in part 5 of this release.***

### **3. NET MIGRATION – SUMMARY**

Travelling residents and visitors is one of the factors or the crucial factor that affects the population number of Niue which means the movements of the net migration directly increases the population by the same if it's a net gain or decreases by the same if it's a net loss.

*Table 3: Net Migration: Jul - Sep 2018*

Net Arrivals & Departures by Residential Status	July			August			September			Quarterly Total		
	Res.	Vis.	Total	Res.	Vis.	Total	Res.	Vis.	Total	Res.	Vis.	Total
Net Migration	-48	72	24	14	-5	9	-12	2	-10	-46	69	23

As depicted, the figures showed a net gain of 23 passengers at the end of the quarter. There were 69 more visitors from overseas verses 46 less residents at the end of three months ending 30 September 2018.

There was no cruise ship that called into Niue this quarter.

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## **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**

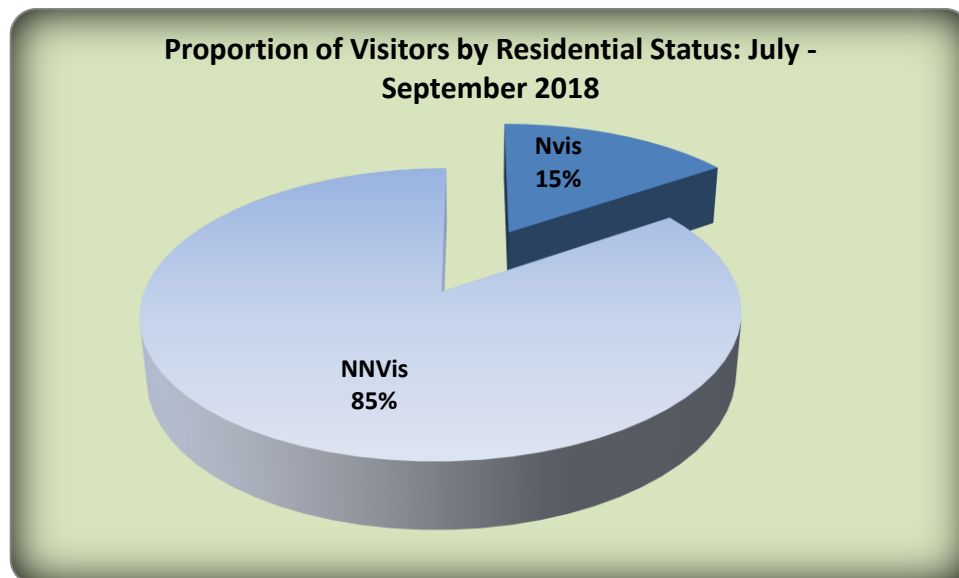
### **4.1 Niuean and Non-Niuean Visitors**

Six months into the tourist season (September 2018) a total of 3,751 visitors arrived in Niue (3,453 from airport and 298 from seaport) including those who have indicated they will be living in Niue for more than 30 days or with an intention to stay permanently. By residential status 554 were Niuean visitors and 3,197 were Non-Niuean visitors.

In months; a total of 1,348 arrived in July, 1,265 in August and 1,138 in September (*Table 4.1*). There were 12 visitors who stated they will be living in Niue for more than 3 months or with an intention to stay permanently.

*Table 4.1: Total Visitors by Residential Status in Months: Jul - Sep 2018*

Visitors by residential status	July			August			September			Quarterly Total		
	N Vis	NN Vis	Total	N Vis	NN Vis	Total	N Vis	NN Vis	Total	N Vis	NN Vis	Total
September Qtr Total	145	1,203	1,348	231	1,034	1,265	178	960	1,138	554	3,197	3,751



**Same period for previous year comparison.** In comparing this quarters' arriving visitor numbers with the same period last year (September 2017) there was a total increase of 11.2% or 379 more visitors, 121 more Niuean



visitors and 258 Non Niuean visitors. However, in individual months the numbers and the movements vary from month to month. (*Table 4.1a*).

The negative movements seen this quarter was attributed to the number of events that took place at the beginning of the season last year as oppose to this year.

*Table 4.1a: Total Visitors by Residential Status in Months: Jul - Sep 2018*

Total visitors by residential status	July			August			September		
	N Vis	NN Vis	Total	N Vis	NN Vis	Total	N Vis	NN Vis	Total
2017	136	887	1,023	155	1,057	1,212	142	995	1,137
2018	145	1,203	1,348	231	1,034	1,265	178	960	1,138
Difference	9	316	325	76	-23	53	36	-35	1
Rate of movement	6.6%	35.6%	31.8%	49.0%	-2.1%	4.4%	25.45	-3.5%	0.01%

Total Visitors by residential status	Quarterly Total		
	Niuean Visitor	Non Niuean Visitor	Total
2017	433	2,939	3,372
2018	554	3,197	3,751
Difference	121	258	379
Rate of movement	27.9%	8.8%	11.2%



#### 4.1.1 Visitors' Purpose of Visit by Month: July - September 2018

For the purpose of visiting Niue (including those who were intending to stay longer), the majority of the visitors came for personal reasons or purposes.

At the end of this quarter, there were 3,014 or 80.4% visitors came here on holiday/vacation, 407 or 10.9% who came to visit friends and relatives, 3 for education or other purposes and 12 saying they are migrating to Niue for more than 12 months or permanently. The rest, 315 or 8.4% came for business or related purposes.

Table 4.1.1: Total Visitors by Purpose of Visit in Months: Jul - Sep 2018

PURPOSE OF VISIT	July			August			September			Quarterly Total		
	Nvis	NNVis	Total	Nvis	NNVis	Total	Nvis	NNVis	Total	Nvis	NNVis	Total
Business	5	47	52	3	35	38	2	4	6	10	86	96
Conference	2	37	39	8	41	49	5	126	131	15	204	219
Holiday/Vacation	69	1074	1,143	114	903	1,017	88	766	854	271	2,743	3,014
Visiting Relatives	69	44	113	104	47	151	80	63	143	253	154	407
Education & Other	0	1	1	1	1	2	0	0	0	1	2	3
Migrating Permanently	0	0	0	1	7	8	3	1	4	4	8	12
<b>Total</b>	<b>145</b>	<b>1,203</b>	<b>1,348</b>	<b>231</b>	<b>1,034</b>	<b>1,265</b>	<b>178</b>	<b>960</b>	<b>1,138</b>	<b>554</b>	<b>3,197</b>	<b>3,751</b>

#### 4.1.2 Visitors in Age Groups and Residential Status: April - June 2018 (Data from yachts are not included):

The figures depicted a pattern of matured visitors who came to Niue as shown in Chart 4.1.2 and 4.1.3. The group with the highest number, 781 was from 50 – 59 years of age. Details are shown in table 4.1.2.

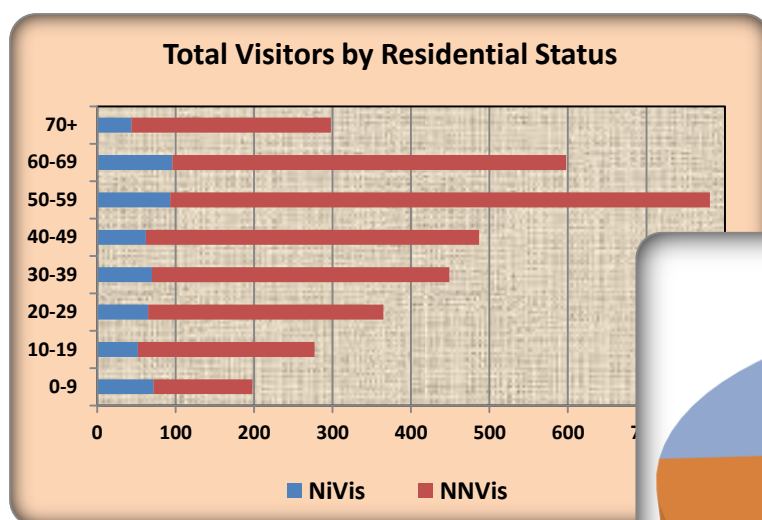


Chart 4.1.2: Visitors by Age Groups in Months: Jul - Sep 2018

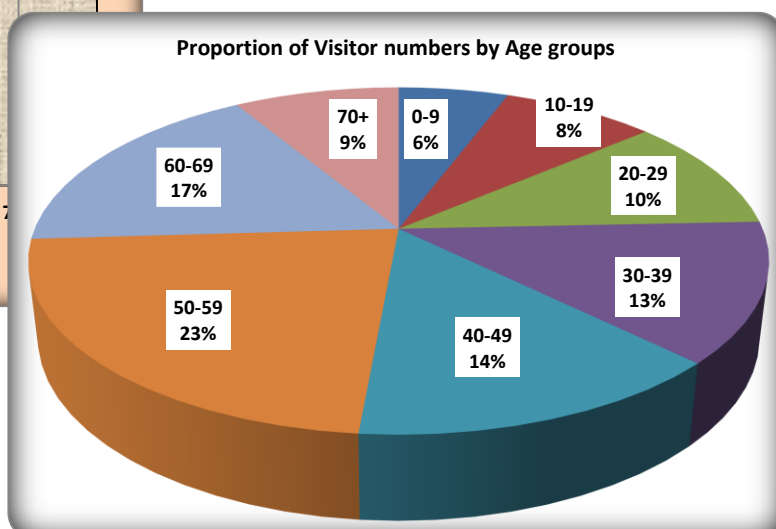


Chart 4.1.3: Proportion of Visitors by Age groups: Jul - Sep 2018

Table 4.1.2: Visitors by Purpose of Visit in Months: Jul - Sep 2018

Age /Months	July			August			September			Quarterly Total			
	N Vis	NN Vis	Total	N Vis	NN Vis	Total	N Vis	NN Vis	Total	N Vis	NN Vis	Total	%
0-9	15	55	70	34	18	52	23	53	76	72	126	198	5.7%
10-19	9	127	136	22	32	54	21	66	87	52	225	277	8.0%
20-29	15	94	109	27	116	143	23	90	113	65	300	365	10.6%
30-39	28	113	141	27	127	154	15	139	154	70	379	449	13.0%
40-49	19	149	168	19	123	142	24	153	177	62	425	487	14.1%
50-59	18	276	294	47	226	273	28	186	214	93	688	781	22.6%
60-69	32	179	211	37	190	227	27	133	160	96	502	598	17.3%
70+	9	82	91	18	112	130	17	60	77	44	254	298	8.6%
<b>Total</b>	145	1,075	1,220	231	944	1,175	178	880	1,058	554	2,899	3,453	100.0%

#### 4.1.3 Visitors' Address in Niue: July - September 2018

Of the (grand) total of 3,751 visitors, there were 979 (26.1%) said they're living in the fourteen villages of Niue.

The village of Alofi South remains the main place of stay for both Niuean and Non Niuean visitors followed by Hakupu and Makefu. Others are found in Table 4.1.3a below.

Table 4.1.3a: Visitors Addresses whilst in Niue - Villages: Jul- Sep 2018

Address in Niue	Niuean Visitor	Non Niuean Visitor	Total	Total% of Village	% of Grand Total
<b>Villages</b>	<b>508</b>	<b>471</b>	<b>979</b>	<b>100.0%</b>	<b>26.1%</b>
Alofi South	121	244	365	37.3%	9.7%
Alofi North	18	18	36	3.7%	1.0%
Makefu	30	56	86	8.8%	2.3%
Tuapa	38	13	51	5.2%	1.4%
Namukulu, Toi, Vaiea	8	7	15	1.5%	0.4%
Hikutavake	25	5	30	3.1%	0.8%
Mutalau	17	14	31	3.2%	0.8%
Lakepa	52	23	75	7.7%	2.0%
Liku	24	8	32	3.3%	0.9%
Hakupu	66	28	94	9.6%	2.5%
Avatele	46	37	83	8.5%	2.2%
Tamakautoga	63	18	81	8.3%	2.2%

Of the tourist accommodations the top 5 addresses were Scenic Matavai with 1,469 (59.7%) passengers ; Taloa Heights, Namukulu Cottages, Anaiki Motel and Kololi's Guesthouse. (Table 4.1.3b).

Table 4.1.3b: Visitors Addresses whilst in Niue – Transit/On Board/Tourist accommodation: Jul - Sep 2018

Address in Niue	Niuean Visitor	Non Niuean Visitor	Grand Total	% Total in Accommodations	% of Grand Total
<b>Airport/Transit</b>	<b>0</b>	<b>15</b>	<b>15</b>	<b>0.6%</b>	<b>0.4%</b>
<b>On Board Sea Vessel</b>	<b>0</b>	<b>298</b>	<b>298</b>	<b>12.1%</b>	<b>7.9%</b>
<b>Tourist Accommodations</b>	<b>46</b>	<b>2,413</b>	<b>2,459</b>	<b>100.0%</b>	<b>65.6%</b>
Matavai Resort/Villa/Apartments	20	1,449	1,469	59.7%	39.2%
Taloa Heights	8	188	196	8.0%	5.2%
Namukulu Motel	1	150	151	6.1%	4.0%
Anaiki Motel	0	88	88	3.6%	2.3%
Kololi's Guesthouse	6	75	81	3.3%	2.2%
Peleni's Inn	0	55	55	2.2%	1.5%
NICs Bungalows	0	48	48	2.0%	1.3%
Avi's Accommodation	0	36	36	1.5%	1.0%
Stone Villas	0	35	35	1.4%	0.9%
Alekis Motel	1	29	30	1.2%	0.8%
Coral Garden	0	24	24	1.0%	0.6%
Damianias	1	18	19	0.8%	0.5%
Kaliki Lodge	0	19	19	0.8%	0.5%
Aliutu Guesthouse	0	12	12	0.5%	0.3%
Clifftop Fales	0	11	11	0.4%	0.3%
Bellas Guesthouse	0	9	9	0.4%	0.2%
Theresa's Guesthouse	0	4	4	0.2%	0.1%
Lialagi	2	2	4	0.2%	0.1%
Restoration Reef	0	4	4	0.2%	0.1%
Nana Charlet Ocean View	0	4	4	0.2%	0.1%
Vinnies Guesthouse	0	3	3	0.1%	0.1%
Mamata's Guesthouse	0	2	2	0.1%	0.1%
Helena Jessop Fuifuihega	0	2	2	0.1%	0.1%
Lanutahi Fales	0	2	2	0.1%	0.1%
Gabes Motel	0	2	2	0.1%	0.1%
Tukuitoga Guesthouse	0	2	2	0.1%	0.1%
Liline Guesthouse	0	1	1	0.0%	0.0%
Other Accommodation	7	139	146	5.9%	3.9%

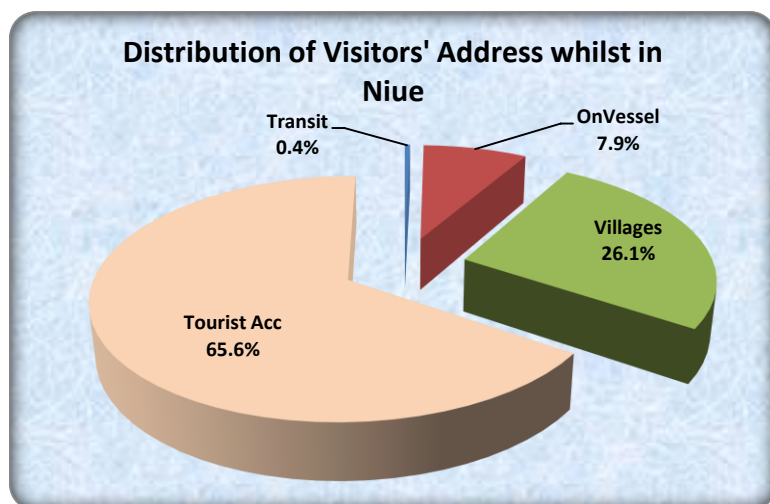


Chart 4.1.3: Proportion of Visitors' Places of Stay whilst in Niue - Jul - Sep 2018.

#### 4.1.4 Visitors by Occupation and Residential Status: July - September 2018 *(Data from Sea vessels not included)*

The numbers and distribution of visitors to Niue by occupation (of those who have stated) vary from one type to another. However the main group at any one time is dominated by Technicians and associate professionals.

The three top groups of travellers for this quarter were Technicians and associate professionals – 1,192 or 34.5%, followed by Professionals - 593 or 17.2%; followed by students and small children – 500 or 14.58%. See Table 4.1.4 below for other groups.

Overall, about 2,459 or 71.2% visitors have had employment or being employed before visiting Niue. The rest were those who were retired or unemployed plus students and little children.

Table 4.1.4 Visitors by occupation and residential status: Jul - Sep 2018

Occupation	Niuean Vis		Non-Niuean Vis		Grand total	
	#	%	#	%	#	%
0 - Armed forces	0	0.0%	9	0.3%	9	0.3%
1 - Legislators, senior officials, managers	22	0.6%	175	5.1%	197	5.7%
2 - Professionals	72	2.1%	521	15.1%	593	17.2%
3 - Technicians and associate professionals	132	3.8%	1,060	30.7%	1,192	34.5%
4 - Clerk	8	0.2%	18	0.5%	26	0.8%
5 - Service workers, shop & market sales workers	43	1.2%	123	3.6%	166	4.8%
6 - Skilled agricultural/fisheries workers	2	0.1%	34	1.0%	36	1.0%
7 - Craft and related trade	34	1.0%	104	3.0%	138	4.0%
8 - Plant/machine operators/assemblers	3	0.1%	28	0.8%	31	0.9%
9- Elementary occupations	28	0.8%	39	1.1%	67	1.9%
97 – Not Stated	2	0.1%	2	0.1%	4	0.1%
98 - Retired/unemployed	83	2.4%	411	11.9%	494	14.3%
99 - Students/small children	125	3.6%	375	10.9%	500	14.5%
Grand Total	554	16.0%	2,899	84.0%	3,453	100.0%

#### 4.1.5 Visitors Usual Country of Residence by Months: July - September 2018.

In knowing of the usual country of residence together with the purpose of visit of the visitors will assist in identifying the tourist markets of Niue as well as to know what expected of them and what products and services required of Niue to provide for them.

Table 4.1.5 below depicted the main visitor markets or country of residents and regions of visitors' for Niue.

Generally there was a 11.2% increase of visitors this year compared to the same period last year. The figures at the end of this quarter depicted New Zealand and Australia remains to be the main markets where visitors came from with a combined total 87.2% of the total number of visitors.

However in considering the distributions of countries or regions they came from, they were not the same for the two periods. For instance there was an increase of those visiting from New Zealand and slight decrease of those from Australia. There's a slight increase from the Pacific Islands and a decrease those from Americas. Details of where else they came can be seen below.

Table 4.1.5 Total Visitors by Country of Residence in Months: Jul - Sep 2018 and 2017

Months/ Countries and Regions	July	August	September	Total	2018		2017	
					Total	%	Total	%
New Zealand	1,080	1,026	938	3,044	3,044	81.2%	2,681	79.5%
Australia	101	80	58	239	239	6.4%	225	6.7%
Pacific Islands	13	22	34	69	69	1.8%	42	1.3%
USA & Canada	41	31	39	111	111	3.0%	133	4.0%
France	7	6	13	26	26	0.7%	0	0.0%
Germany	11	3	8	22	22	0.6%	25	0.7%
United Kingdom	6	11	7	24	24	0.6%	65	1.9%
Other European	57	41	25	123	123	3.3%	127	3.8%
China	3	6	2	11	11	0.3%	1	0.03%
Japan	24	26	5	55	55	1.5%	73	2.2%
Philippines	4	0	0	4	4	0.1%	-	-
Other countries	1	13	9	23	23	0.6%	0	0.0%
<b>TOTAL</b>	<b>1,348</b>	<b>1,265</b>	<b>1,138</b>	<b>3,751</b>	<b>3,751</b>	<b>100.0%</b>	<b>3,372</b>	<b>100.0%</b>



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

There are many reasons why visitors choose to stay in Niue longer than 3 months. In the light of the Government expanding its labour force market of Niue and workers are sought from overseas to come and work for a fixed period of time. Other reasons include visitors who have decided to emigrate to Niue from other countries to get away from adverse effects of climate change, for example those from Tuvalu. While the others were expatriate Niueans who have decided to return to Niue.

At the end of this quarter ending September 2018, there were 12 visitors who said they have come here and will stay longer than 3 months or up to 12 months and longer depending on circumstances, meaning a Non-Niuean visitor with an intend to stay or live in Niue as temporary residents and a Niuean visitor returning to live and work. (Table 4.2).

Table 4.2: Visitors with intent to stay/live in Niue: July - September 2018

Month/Residential status	July	August	September	Niuean	Non-Niuean	Total
Visitors	0	8	4	4	8	12



### 4.3 Niuean and Non Niuean Returning Residents

Niuean and Non Niuean residents who have travelled (leaving and returning) for various reasons (discussed in part 5 of this release) returned to Niue after being away for a period of less than 12 months.

At the end of this quarter a total of 415 of them returned – 126 in July, 162 in August and 127 in September. New residents of 12 were added to this group to make the overall total of 427. (*Table 4.3*)

*Table 4.3 Returning Residents and New residents of Niue: Jul - Sep 2018*

Returning & new residents by months	July			August			September			Total		
	Res.	New	Total	Res.	New	Total	Res.	New	Total	Res.	New	Total
<b>Total</b>	<b>126</b>	<b>0</b>	<b>126</b>	<b>162</b>	<b>8</b>	<b>170</b>	<b>127</b>	<b>4</b>	<b>131</b>	<b>415</b>	<b>12</b>	<b>427</b>

#### 4.3.1 Returning Residents' Usual Address in Niue: July – September 2018

Of the 415 returning residents (not including 12 new residents), their usual address or place of stay in Niue spread across all of the 14 villages. The village of Alofi South remains to be the main usual address of the returning residents this quarter with 142 or 34.2% of the total followed by Avatele 33 or 8% and Tuapa 32 or 7.7%. Others are shown on table 4.3.1.

*Table 4.3.1 Returning Residents Usual Addresses in Niue: Jul - Sep 2018*

Returning Resident Address in Niue	July	August	September	Qtr total	% of total
Alofi South	33	66	43	<b>142</b>	<b>34.2%</b>
Alofi North	15	13	7	<b>35</b>	<b>8.4%</b>
Makefu	7	6	6	<b>19</b>	<b>4.6%</b>
Tuapa	7	11	14	<b>32</b>	<b>7.7%</b>
Namukulu,Hikutavake,Toi	6	7	10	<b>23</b>	<b>5.5%</b>
Mutalau	2	12	10	<b>24</b>	<b>5.8%</b>
Lakepa	15	9	6	<b>30</b>	<b>7.2%</b>
Liku	5	4	10	<b>19</b>	<b>4.6%</b>
Hakupu	5	17	9	<b>31</b>	<b>7.5%</b>
Vaiea	6	4	1	<b>11</b>	<b>2.7%</b>
Avatele	15	10	8	<b>33</b>	<b>8.0%</b>
Tamakautoga	10	3	3	<b>16</b>	<b>3.9%</b>
<b>Grand Total</b>	<b>126</b>	<b>162</b>	<b>127</b>	<b>415</b>	<b>100.0%</b>

Of the 415 returnees, 66.0% were returning workers and the rest 34.0% of them were either not working or not in the labour force.





## **5. CUSTOMS DECLARATION TABLES**

This is the very first time Statistics Niue with the collaboration of Niue Customs Office attempt to report on the results identified by the travellers/visitors in the Customs Declaration portion of the Arrival cards. NB the responses are from those who were 18 years and above. No data from yachts is included.

We endeavour to explain the findings of the statistics in future releases, however further explanations can be obtained from Niue Customs office and Bio-security office of the Department of Agriculture, Fisheries and Forestry.

### **5.1 Prohibited or Restricted Goods**

Goods that maybe prohibited or restricted for example medicines, weapons, indecent publication, endangered species of flora or fauna, illicit drugs or drug paraphernalia.

*Table 5.1. Prohibited or Restricted Goods: Jul - Sep 2018*

<b>Response</b>	<b>July</b>	<b>August</b>	<b>September</b>	<b>Total</b>
Yes	16	42	19	<b>78</b>
No	1,186	1,200	1,032	<b>3,420</b>
Not Stated	144	95	134	<b>382</b>
Grand Total	<b>1,346</b>	<b>1,337</b>	<b>1,185</b>	<b>3,868</b>

### **5.2 Alcohol over person concession**

Alcohol over the personal concession (3.5 litres of spirit or 3.5 litres of liqueur or 3.5 litres of wine or 8 liters of beer (cans only or a combination of the above provided the total does not exceed the 3.5 litres)

*Table 5.2. Alcohol : July - Sep 2018*

<b>Response</b>	<b>July</b>	<b>August</b>	<b>September</b>	<b>Total</b>
Yes	7	10	5	<b>22</b>
No	1,190	1,226	1,037	<b>3453</b>
Not Stated	149	101	143	<b>393</b>
Grand Total	<b>1,346</b>	<b>1,337</b>	<b>1,185</b>	<b>3,868</b>

### **5.3 Goods of more than NZ\$500.00 in value**

Goods including gifts and souvenirs obtained or purchased duty free with a combined value of more than NZ\$500.00.

*Table 5.3. Goods value more than NZ\$500.00: Jul - Sep 2018*

<b>Response</b>	<b>July</b>	<b>August</b>	<b>September</b>	<b>Total</b>
Yes	0	2	2	<b>4</b>
No	1,197	1,234	1,040	<b>3,471</b>
Not Stated	149	101	143	<b>393</b>
Grand Total	<b>1,346</b>	<b>1,337</b>	<b>1,185</b>	<b>3,868</b>

## 5.4 Goods for commercial use

Goods carried for business or commercial use or goods carried on behalf of another person.

Table 5.4. Goods for commercial use: Jul – Sep 2018

Response	July	August	September	Total
Yes	8	15	2	25
No	1,189	1,221	1,040	3,450
Not Stated	149	101	143	393
Grand Total	<b>1,346</b>	<b>1,337</b>	<b>1,185</b>	<b>3,868</b>

## 5.5 NZ\$10,000 or foreign equivalent currency

A total of Ten Thousand Dollars (NZ\$10,000.00) or more in cash (includes bearer negotiable instruments) or foreign equivalent currency.

Table 5.5. NZ\$10,000.00 or more: Jul - Sep 2018

Response	July	August	September	Total
Yes	1	1	2	2
No	1,196	1,235	1,042	3,473
Not Stated	149	101	143	393
Grand Total	<b>1,346</b>	<b>1,337</b>	<b>1,185</b>	<b>3,868</b>

# 6. BIOSECURITY DECLARATION TABLES

This is also the very first attempt for Statistics Niue with the collaboration of Niue Biosecurity Office of the Department of Agriculture, Forestry and Fisheries (DAFF) and Public Health Office of the Department of Health to report on the results identified by the travellers/visitors in the Biosecurity and Health Declaration portion of the Arrival cards. NB: No data from cruise ship is included.

The main objective in knowing the information declared by arriving passengers is used to protect Niue's biological resources and environment. Niue operates strict quarantine procedures at all ports of entry to keep harmful pests and diseases out of the country.

We endeavour to explain the findings of the statistics in future releases.

## 6.1 Food

Any food cooked, uncooked, fresh, preserved, packaged or dried carried.

Table 6.1. Passengers carrying Food: Jul - Sep 2018

Response	July	August	September	Total
Yes	698	771	611	2080
No	500	475	432	1407
Not Stated	148	91	142	381
Grand Total	<b>1,346</b>	<b>1,337</b>	<b>1,185</b>	<b>3,868</b>

## 6.2 Animals and animal products

Animals or animal products including meat, dairy products, fish, honey, bee products, eggs, feathers, shells, raw wool, skins, bones or insects.

Table 6.2. Animal Products: Jul - Sep 2018

Response	July	August	September	Total
Yes	343	407	278	1,028
No	855	832	764	2,451
Not Stated	148	98	143	389
Grand Total	<b>1,346</b>	<b>1,337</b>	<b>1,185</b>	<b>3,868</b>

## 6.3 Plant and plant products

Plant and plant products including fruit, vegetables, leaves, nuts, parts of plants, flowers, seeds, bulbs, fungi, cane bamboo, rattan wood or straw.

Table 6.3. Plant and Plant Products: Jul - Sep 2018

Response	July	August	September	Total
Yes	343	349	251	943
No	855	888	791	2,534
Not Stated	148	100	143	391
Grand Total	<b>1,346</b>	<b>1,337</b>	<b>1,185</b>	<b>3,868</b>

## 6.5 Equipment

Equipment used with animal, plants or water, including gardening, beekeeping, fishing, water sport or diving activities.

Table 6.4. Equipment used before travelling: Jul - Sep 2018

Response	July	August	September	Total
Yes	326	264	116	706
No	872	973	926	2,771
Not Stated	148	100	143	391
Grand Total	<b>1,346</b>	<b>1,337</b>	<b>1,185</b>	<b>3,868</b>

## 6.6 Items used outdoor

Items used outdoors such as boots, golf or sports shoes, camping gear, hiking or sporting equipment.

Table 6.6. Items used outdoors: Jul - Sep 2018

Response	July	August	September	Total
Yes	158	140	41	339
No	1,039	1,097	1,002	3,138
Not Stated	149	100	142	391
Grand Total	<b>1,346</b>	<b>1,337</b>	<b>1,185</b>	<b>3,868</b>

## 6.7 Visitation to forests, farms or factories in the last 30 days

In the past 30 days (while outside Niue) have you visited a forest, had contact with animals (except domestic cats and dogs) or visited properties that farm or process animals or plants.

Table 6.7. Visitation to forests, farms or factories in the past 30 days: Jul - Sep 2018

Response	July	August	September	Total
Yes	68	56	25	149
No	1,129	1,181	1,017	3,327
Not Stated	149	100	143	392
Grand Total	<b>1,346</b>	<b>1,337</b>	<b>1,185</b>	<b>3,868</b>

## 6.8 Human remains or holy water

Do you have in possession human remains (ash) or holy water?

Table 6.8. Human remains or holy water: Jul - Sep 2018

Response	July	August	September	Total
Yes	2	3	3	8
No	1,194	1,233	1,039	3,466
Not Stated	150	101	143	394
Grand Total	<b>1,46</b>	<b>1,337</b>	<b>1,185</b>	<b>3,868</b>

# 7. HEALTH DECLARATION TABLES

The Health Department sets out to seek information that would ensure the health and safety of the residents of Niue is protected.

## 7.1 Infectious Diseases

Infectious diseases as declared by law in Niue include Acquired Immunodeficiency Syndrome (AIDS), Chicken Pox, Chikungunya, Cholera, Dengue Fever, Ebola Virus, Influenza, Leprosy, Measles, Rubella, Typhoid, Yellow Fever, Zika Virus and any other disease declared from time to time.

Table 7.1. Infectious diseases: Jul - Sep 2018

Infectious Diseases	Quarterly Total	%
Yes	<b>2</b>	<b>0.1%</b>
No	<b>3,857</b>	<b>99.7%</b>
Not Stated	<b>9</b>	<b>0.2%</b>
Total	<b>3,868</b>	<b>100.0%</b>

## 7.2 Illness Symptoms

Table 7.2. Illness Symptoms: Jul - Sep 2018

Symptoms	July	August	September	Quarterly Total
None	1,346	1,332	1,183	3,861
Fever	0	1	1	2
Cough	0	4	1	5
Headache	0	0	0	0
Diarrhoea	0	0	0	0
Rash	0	0	0	0
Not Stated	0	0	0	0
<b>Grand Total</b>	<b>1,346</b>	<b>1,337</b>	<b>1,185</b>	<b>3,868</b>

## **8. DEPARTURE CHARACTERISTICS**

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

- 8.1 Niuean and Non Niuean Residents**
  - 8.2 Niuean and Non Niuean Visitors**
- 

### **8.1 Niuean and Non Niuean Residents**

At the end of this quarter, starting 01 July to 30 September 2018, a total of 4,143 persons (*Table 1.1*) departed or left Niue for overseas, 462 were travelling residents of Niue, and 3,681 were returning visitors to their usual place or country of residence – 3,383 from the airport and 298 from the port by yachts.

#### **8.1.1 Departing Residents by Purpose of Leaving in July - September 2018**

Of the 462 the majority of residents were travelling for personal reasons, 355 (76.8%) in total – 284 on holiday and vacation, including visit friends and relatives, 5 on medical referrals and 66 for educational purposes. A total of 98 (22.5%) travelled overseas for businesses or conferences.

At the end of this quarter there were 9 or 2.0% of residents indicated to be leaving permanently.

Travelling residents will always have some impacts on the population number and developments of villages they came from. More importantly those who stated they were leaving permanently because this number will always impacted significantly on the growth of the residential population of Niue.

*Table 8.1.1 Purpose of Leaving by month for Residents: Jul - Sep 2018*

<b>Purpose of Leaving</b>	<b>July</b>	<b>August</b>	<b>September</b>	<b>Total</b>	<b>% Distribution</b>
Resident Permanently Leaving	3	6	0	9	2.0%
Holiday/Vacation	18	25	14	57	12.1%
Visit Friends and Relatives	87	73	67	227	49.2%
Educational	34	19	13	66	14.3%
Medical	2	1	2	5	1.1%
Business/Conference	30	24	44	98	21.3%
<b>Total</b>	<b>174</b>	<b>148</b>	<b>140</b>	<b>462</b>	<b>100.0%</b>

#### **8.1.2 Departing Residents by Age Groups: July - September 2018**

Travelling overseas is undertaken by all ages of the residential population (Niuean and Non-Niuean) of Niue. At the end of this quarter the age groups of travelling residents is wide spread, from as little as 8.7% in the 10-19 Age group to as high as 16.7% in the 50 – 59 Age group.

Table 8.1.2 Travelling Residents by Age Groups: Jul - Sep 2018

Age Groups	July	August	September	Total	% Distribution
0-9	13	12	22	47	10.2%
10-19	25	10	5	40	8.7%
20-29	28	16	17	61	13.0%
30-39	18	23	19	60	13.0%
40-49	26	17	22	65	14.1%
50-59	27	32	18	77	16.7%
60-69	24	27	18	69	15.0%
70+	13	11	19	43	9.3%
<b>Total</b>	<b>174</b>	<b>148</b>	<b>140</b>	<b>462</b>	<b>100.0%</b>

### 8.1.3 Departing Residents by Address in Niue: April - June 2018

Residents from the villages on Niue travelled abroad for a range of reasons may it be to visit friends or relatives, or on business related activities such as attending conferences, or on medical referrals or for entertainment. At the end of this quarter, from the total of 461 travelling residents, 168 or 36.4% were recorded from Alofi South, followed by 51 or 11.1% from Avatele and 48 or 10.4% from Hakupu. (See Table 8.1.3 below for details from other villages)

Table 8.1.3: Residents – Usual Address in Niue: Jul - Sep 2018

Address in Niue	July	August	September	Total	%
Alofi South	59	66	44	169	36.4%
Alofi North	11	5	17	33	7.2%
Makefu	3	5	7	15	3.3%
Tuapa	11	10	12	33	7.2%
Namukulu,Hikutavake,Toi	6	7	2	15	3.3%
Mutalau	7	10	6	23	5.0%
Lakepa	5	11	8	24	5.2%
Liku	7	6	4	17	3.7%
Hakupu	23	18	7	48	10.4%
Vaiea	3	6	3	12	2.6%
Avatele	21	10	20	51	11.1%
Tamakautoga	8	12	2	22	4.8%
<b>Total</b>	<b>164</b>	<b>166</b>	<b>132</b>	<b>462</b>	<b>100.0%</b>





## 8.2 Returning Visitors: Niuean and Non Niuean

### 8.2.1 How Visitors Know of Niue: April – June 2018

How visitors know of Niue helps the tourist industry to develop, monitor and assess their marketing strategies amongst other strategies in bringing more visitors to Niue.

Of the total 3,682 visitors who have visited Niue and returning to their usual place of residence at the end of this quarter, most of them, 2,396 or 65.1% knew of Niue is by Word of mouth followed by those who said they were Niueans or have families in Niue. Numbers and proportion of other ways of knowing about Niue if found below.

Table 8.2.1 How Visitors' Know of Niue by Month and Residential Status: Jul - Sep 2018

How visitors know of Niue by months	July			August			September			Qtr total	%
	N Vis	NN Vis	Total	N Vis	NN Vis	Total	N Vis	NN Vis	Total		
Niuean/Family	139	3	142	163	26	189	146	6	152	483	13.1%
Newspaper	1	27	28	1	18	19	0	25	25	72	2.0%
Television	0	49	49	3	24	27	0	24	24	100	2.7%
Magazine	1	57	58	2	53	55	0	19	19	132	3.6%
Word of mouth	11	828	839	18	729	747	0	810	810	2,396	65.1%
Internet	0	60	60	10	160	170	0	80	80	310	8.4%
Work related	0	5	5	0	2	2	0	13	13	20	0.5%
Here before	0	23	23	0	28	28	0	4	4	55	1.5%
Travel agents	0	14	14	0	6	6	0	1	1	21	0.6%
Promotions	0	0	0	0	0	0	0	0	0	0	0.0%
Other	0	35	35	1	21	22	0	12	12	69	1.9%
Not Stated	0	4	4	1	6	7	0	12	12	23	0.6%
<b>Total</b>	<b>152</b>	<b>1,105</b>	<b>1,258</b>	<b>199</b>	<b>1,073</b>	<b>1,272</b>	<b>146</b>	<b>1,006</b>	<b>1,152</b>	<b>3,681</b>	<b>100.0%</b>

### 8.2.2 Average Expenditure of returning visitors by Residential Status: July - September 2018

At the end of this quarter, the average expenditure indicated by visitors was NZD\$3.2M.

In terms of expenditure per person, of those who indicated to have spent money in Niue worked out to be an average of around \$955 per person and about \$136 per day per person (average of 7 days).

Table 8.2.2 Visitors' Average Expenditure whilst in Niue by Residential Status: Jul - Sep (Yachts not included)

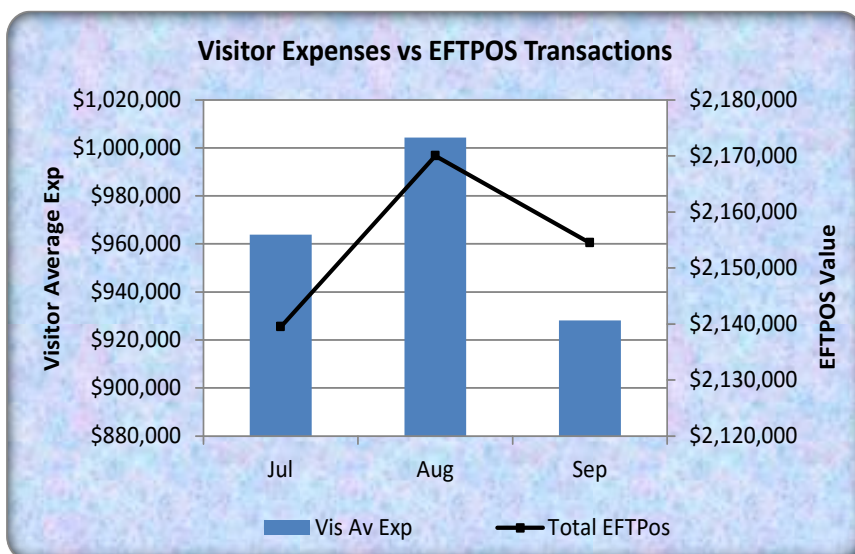
Expend. Grps		\$0	\$1-\$299	\$300-\$599	\$600-\$899	\$900-\$1,199	\$1,200-\$2,499	\$2500+	NS	Total
Ave. Expen.		\$0	\$150	\$450	\$750	\$1,050	\$1,850	\$2,500	\$0	
Quarterly Total	N Vis	3	133	111	61	56	85	2	46	497
		\$0	\$19,950	\$49,950	\$45,750	\$58,800	\$157,250	\$5,000	\$0	\$336,700
	NN Vis	32	435	512	464	446	947	13	37	2,886
		\$0	\$65,250	\$230,400	\$348,000	\$468,300	\$1,751,950	\$32,500	\$0	\$2,896,400
Grand Total		35	568	623	525	502	1,032	15	83	3,383
		\$0	\$85,200	\$280,350	\$393,750	\$527,100	\$1,909,200	\$37,500	\$0	\$3,233,100

Non Niuean visitors contributed about a total of \$2.9M which averages out to about \$856 per person (inclusive) which came out to \$122 per day whereas the Niuean Visitors contributed a total average of about \$0.3M with an average of \$677 per person which came out to \$96 per day(average of 7 days). This was the average amount expended by visitors who have departed and returned to their usual country of residence as per stated in the departure cards.

Note: This is not a perfect indicator of visitor's spending in Niue but it gives some indications of the level of spending they might have incurred whilst their stay in Niue at 7 days (average).

*Table 8.2.2a Visitors' Average Expenditure whilst in Niue by Residential Status in Months : Jul - Sep 2018*

Expend. Grps		\$0	\$1-\$299	\$300-\$599	\$600-\$899	\$900-\$1,199	\$1,200-\$2,499	\$2500+	Not Stated	Total
Ave. Expen.		\$0	\$150	\$450	\$750	\$1,050	\$1,850	\$2,500	\$0	
July	N Vis	2	39	44	17	23	24	1	2	152
		\$0	\$5,850	\$19,800	\$12,750	\$24,150	\$44,400	\$2,500	\$0	\$109,450
	NN Vis	18	187	200	134	127	320	8	2	996
		\$0	\$28,050	\$90,000	\$100,500	\$133,350	\$592,000	\$20,000	\$0	\$963,900
July Total		20	226	244	151	150	344	9	4	1,148
		\$0	\$33,900	\$109,800	\$113,250	\$157,500	\$636,400	\$22,500	\$0	\$1,073,350
August	N Vis	1	40	45	22	20	33	1	37	199
		\$0	\$6,000	\$20,250	\$16,500	\$21,000	\$61,050	\$2,500	\$0	\$127,300
	NN Vis	2	107	189	170	169	318	4	22	981
		\$0	\$16,050	\$85,050	\$127,500	\$177,450	\$588,300	\$10,000	\$0	\$1,004,350
August Total		3	147	234	192	189	351	5	59	1,180
		\$0	\$22,050	\$105,300	\$144,000	\$198,450	\$649,350	\$12,500	\$0	\$1,131,650
September	N Vis	0	54	22	22	13	28	0	7	146
		\$0	\$8,100	\$9,900	\$16,500	\$13,650	\$51,800	\$0	\$0	\$99,950
	NN Vis	12	141	123	160	150	309	1	13	909
		\$0	\$21,150	\$55,350	\$120,000	\$157,500	\$571,650	\$2,500	\$0	\$928,150
September Total		12	195	145	182	163	337	1	20	1,055
		\$0	\$29,250	\$65,250	\$136,500	\$171,150	\$623,450	\$2,500	\$0	\$1,028,100



In months, August featured higher in terms of visitor numbers as well as how much money they spent whilst in Niue.

Interesting enough the pattern of average expenditure of visitors this quarter is seen to be in parallel trend with the total amounts seen on expenditure found in EFTPOS transactions. (Please note there's only a portion of EFTPOS transactions is attributed to visitors which may include credit cards transactions)

### 8.2.3 Average Expenditure of visitors by Country or Region of Residence: July - September 2018

Table 8.2.3 Visitors' Average Expenditure by Country or Region of Residence: Jul - Sep 2018

Country of residence	No.of visitors	% of visitors	Total Avg Exp	% contribution	Avg Exp/per
New Zealand	2,855	77.6%	\$2,726,200	80.0%	\$954.89
Australia	269	7.3%	\$281,400	8.3%	\$1,046.10
Pacific Islands	86	2.3%	\$67,800	2.0%	\$788.37
USA & Canada	41	1.1%	\$31,850	0.9%	\$776.83
France	6	0.2%	\$7,000	0.2%	\$1,166.67
Germany	3	0.1%	\$3,650	0.1%	\$1,216.67
UK	12	0.3%	\$13,300	0.4%	\$1,108.33
European	35	1.0%	\$31,950	0.9%	\$912.86
China	25	0.7%	\$24,250	0.7%	\$970.00
Japan	28	0.8%	\$25,750	0.8%	\$919.64
Other Asian	18	0.5%	\$16,600	0.5%	\$922.22
Other countries	5	0.1%	\$3,350	0.1%	\$670.00
Yachts	298	8.1%	\$173,850	5.1%	\$583.39
<b>Total</b>	<b>3,681</b>	<b>100.0%</b>	<b>\$3,406,950</b>	<b>100.0%</b>	<b>\$925.55</b>

Table 8.2.3 depicted the distribution of visitors and the average contributions to the total spending whilst in Niue from countries and regions. New Zealand remains to be the main contributor in visitor numbers and in visitor expending (77.6% and 80% respectively) Followed by Australia (7.3% and 8.3%)

However, in terms of per capita contribution per country, the top spenders came from Germany (\$1,216/pp), France (\$1,166/pp), UK(\$1,108/pp) and Australia (\$1,046/pp). For all countries it was \$925 per person including yachties..



*The beautiful coral of Niue*

## **9. DEFINITIONS**

<b>Total Arrivals</b>	All passengers from all vessels (air and surface) to have arrived in Niue and have filled an Immigration Arrival Card
<b>Total Departures</b>	All passengers to have departed in all vessels (air and surface) and have filled an Immigration Departure Card
<b>Niuean Resident</b>	A person or someone who is Niuean in Ethnicity Nationality and is residing in Niue permanently or who have stayed in Niue for more than 3 months
<b>Non-Niuean Resident</b>	A person who is living permanently in Niue or who have been living in Niue for more than 3 months and is not a Niuean in Ethnicity or Nationality
<b>Niuean Visitor</b>	A person or someone who is visiting Niue and who is Niuean in Ethnicity or nationality and not to stay in Niue for more than 3 months
<b>Non-Niuean Visitor</b>	A person or someone who is visiting Niue and who is not a Niuean in Ethnicity or Nationality and not to stay in Niue for more than 3 months
<b>Movements of Arrivals</b>	The movement of arrivals highlight the rates of changes in the numbers of passengers from one period to another.
<b>Movements of Departures</b>	The number of departing passengers in months and quarters is always relative to the number of arriving passengers. If there were more people coming, there were more going. The significance of looking at this number lies with the fact of how it affects the total population of Niue. The general pattern is, just as many they came are those that left.
<b>Net Migration</b>	The number of arrivals minus the number of departures

## **10. GENERAL INFORMATION & ACKNOWLEDGEMENTS**



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 agents **Niue Customs**. **Statistics Niue** of Finance and Planning would like to acknowledge 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.

In order for us to improve the usefulness of this statistical release we appreciate your comments. Please write to the Government Statistician, Statistics Niue, Finance and Planning, Government of Niue, Alofi, NIUE; or send an e mail to email address: [statsniue@mail.gov.nu](mailto:statsniue@mail.gov.nu) or [kimray.vaha@mail.gov.nu](mailto:kimray.vaha@mail.gov.nu)  
Fakaaue lahi.

# **11. METADATA**

## **NIUE VISITORS AND TRAVELLING RESIDENTS STATISTICS METADATA**

### **1. INTRODUCTION:**

Statistics Niue (SN) the national statistics office (NSO) of Niue in close collaboration with Niue Immigration Office (NI) is responsible for the collection(NI), processing and dissemination (SN) of the Niue Visitors and Travelling Residents Statistics (also interchangeably known as Niue Tourism Statistics). The compilation of the Niue Visitors and Travelling Residents in many aspects based on the methodology and guidelines stipulated in the **United Nations International Recommendations for Tourism Statistics (IRTS) 2008** and related policy and legal documents of the Government of Niue, **Niue Immigration Act 2011**, **Niue Immigration Regulations 2011** & **Niue Statistics Act 2009** which relates to the visitors, intending residents and travelling residents and Niue Population National Developments. It is important to note that the compilation of these statistics is first and foremost for Niue national interest and requirements and secondly for other users including international comparison purposes, hence not all provisions in the IRTS 2008 are observed.

### **2. REQUIRED METADATA:**

Taking into account many types of users and uses for any given set of data, a broad spectrum of metadata requirements must be addressed. SN for this reason must make sufficient metadata available to enable the least and the most sophisticated users to readily assess data and their quality. SN have decided to follow one of the two levels metadata recommended as a minimum segmentation:

- *The Reference Metadata:* Reference metadata should be presented in the form of a detailed explanatory note describing the scope, coverage and quality of a data set. It should be made available electronically alongside the database or in a special publication;
- *The Structural Metadata:* Structural metadata should be presented as an integral part of the tourism statistics database that can be extracted together with any data item; it may be published as part of a statistical table.

#### **2.1 Reference metadata items for travelling residents and visitors statistics of Niue.**

##### **(a) Legal framework and institutional arrangements:**

**Niue Immigration Act 2011, Niue Immigration Regulations 2011 & Niue Statistics Act 2009** provide the Legal framework and the institutional arrangements of which the Visitors and Travelling Residents Statistics of Niue is compiled.

##### **(b) Underlying concepts and definitions**

**The Underlying concepts and definitions**

#### **Travel and Tourism:**

- *Travel* refers to the activity of *travellers*. A traveller is someone who moves between different geographical locations for any purpose and any duration. Niue visitors and travelling resident statistics records and reports on inbound travel of non-residents and outbound travel by residents.
- *Tourism trip* is one that takes a traveller to a main destination outside his/her usual environment for up to 30 days (in Niue). This traveller is called a *visitor*. There are two types of visitors who came to Niue:
  - *Niuean visitors* – Visitors with Niuean origins;
  - *Non- Niuean Visitors* – Visitors with foreign origins

#### **Territories:**

It is recommended that basic terms of territory and elements of Niue are in compliance to best practises in the pacific region specifically for:

- *Economic territory*  
The area under the effective control of the Government of Niue.
- *Statistical territory*  
Territory with respect to which travelers data are being compiled by SN.



- *Immigration territory*  
Territory in which the Immigration Laws and Regulations of a Niue applies.

#### **Usual Residence:**

- For visitors - SN uses the *permanent residential address* to identify the visitor markets, *Address in Niue* to identify where they live in Niue.
- For the travelling residents – SN uses *Address in Niue* to identify usual residence of traveller.

#### **Nationality and citizenship:**

- SN asks for the citizenship and country of birth to determine the nationality and citizenship of both visitors and travelling residents.

#### **Classification of tourism according to the main purpose of travel:**

- *Personal:*
  - 1.1 Holidays, leisure & recreation - ✓
  - 1.2 Visiting friends & relatives - ✓
  - 1.3 Education and training - ✓
  - 1.4 Health and medical care - ✓
  - 1.5 Religion/pilgrimages - ✓
  - 1.6 Shopping - x
  - 1.7 Transit - ✓
  - 1.8 Other - ✓
- 2. *Business and Professional*
- 3. *Not Stated*

#### **(c) Description of data sources used and methodology of data integration**

**Data sources:** The main data sources for this compilation are the Immigration Arrival and Departure cards. Other data sources used includes the passengers' manifest especially for compiling of one day visitors from cruise ships.

#### **(d) Description of data collection and data processing procedures**

**Data Collection** – the collection of data was initially done at the ports of entry and departure i.e the airport and seaport by the officials from Immigration office. The cards are collected and tallied against the passenger manifests to ensure accuracy of the numbers arriving passenger and departing passengers by Immigration officers before handing over to SN for entry and processing.

SN uses one standalone MSAccess databases to capture the data – one for Arrivals and one for Departures. A single database is something SN is looking forward to in terms of developments.

#### **(e) Estimation methods**

Estimation is not done in this compilation.

#### **(f) Dissemination policy**

Visitors and Travelling Residents Statistics of Niue is released every quarter – 7 to 14 days into the new quarter. NS endeavours to release these statistics monthly.

#### **(g) Additional explanations and footnotes concerning the data as required**

Explanatory notes on revisions, breaks in series, application of confidentiality rules, treatment of special categories of goods to be included in all the releases.

#### **(h) Quality reporting**

##### **a) Prerequisites of quality.**

The legal basis for compilation of the data stipulated in the Statistics Act 2009, Immigration Act 2011 and Immigration Regulations 2011 must always be observed and adhered to. There shall be at least a staff or officer of SN and IO available and dedicated to the compilation of Visitors and Travelling Residents Statistics (Tourism Statistics) of Niue. There shall be a computer in SN office for the entry and processing of Tourism Statistics.

##### **b) Relevance.**

SN must ensure the user's needs are met within given resource constraints.

- c) **Credibility.**  
SN must ensure that Tourism statistics is perceived as being produced professionally in accordance with appropriate statistics standards and using transparent data compilation and dissemination policies and practices.
- d) **Accuracy.**  
SN must ensure the accuracy of Tourism statistics as the degree to which the data correctly estimate or describe the quantities or characteristics they are designed to measure.
- e) **Timeliness.**  
SN must ensure timeliness in releasing the Tourism statistics to between 7 to 14 days after the period.
- f) **Accessibility.**  
Tourism statistics must be easily accessed by users.



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