



Pacific Trade Invest

PACIFIC BUSINESS MONITOR

COVID REFLECTIONS - TOURISM



**2,605
RESPONSES**

From key decision makers in
their business



**PACIFIC
REACH**

Based on responses from across
the Pacific region



**QUANTITATIVE
SURVEY**

The 5-minute surveys were
distributed by the PTI Network and
completed by respondents online



**LONG-TERM
TIMELINE**

All responses were collected
between 2020 -2022



INTRODUCTION

Over the course of 2020 to 2022, Pacific Trade Invest (PTI) commissioned Fifth Quadrant, an independent research agency, to run the regular PTI Pacific Business Monitor survey to understand the ongoing effects of COVID-19 on the Pacific's private sector. In addition to a global health emergency, COVID-19 caused an economic crisis and slowdown, impacting millions of businesses around the world, including those in the Pacific region.

On 5 May 2023, the World Health Organization (WHO) declared that COVID-19 no longer represents a global health emergency.

As such, this series of PTI Pacific Business Monitor - COVID Reflection reports offer a retrospective look at the data, re-segmented industry by industry. The reports re-analyse the data to offer new quantitative insights on how specific Pacific industries were impacted by the unprecedented circumstances of the last three years.

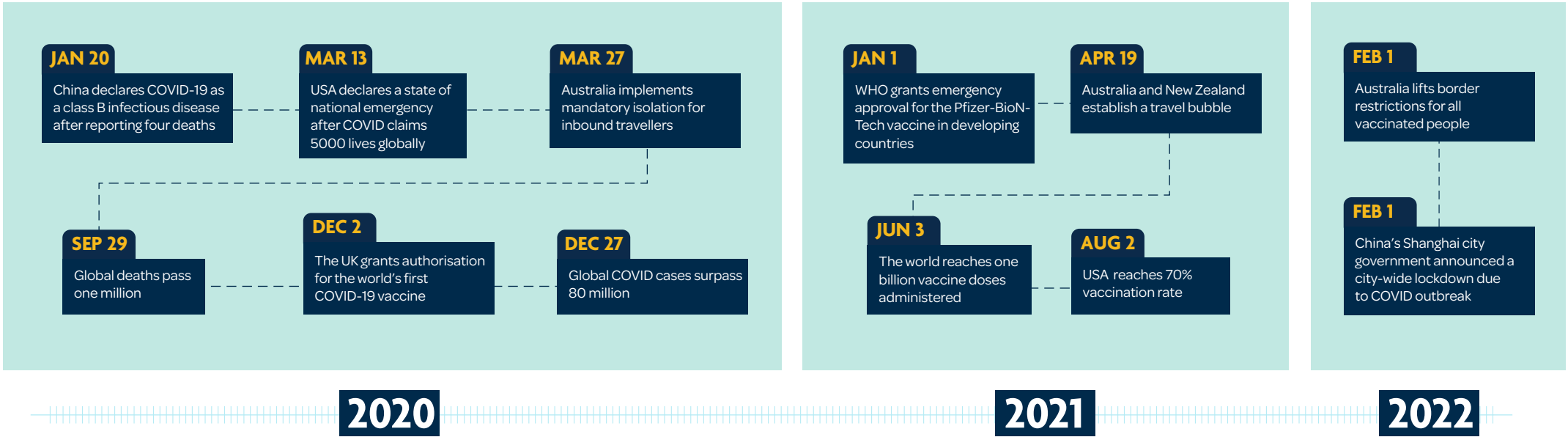
The objective of these reports is to provide governments, donors and stakeholders with valuable data on Pacific industries and their challenges, needs and opportunities.

ABOUT PTI

The PTI Network is an agency of the Pacific Islands Forum (PIF) and is the Pacific's leading trade and investment promotion agency. With offices in Australia, China and New Zealand, the PTI Network develops and promotes trade and investment across international markets.

These timelines show the progression of the pandemic in the Pacific Islands, compared to the rest of the world.

WORLD



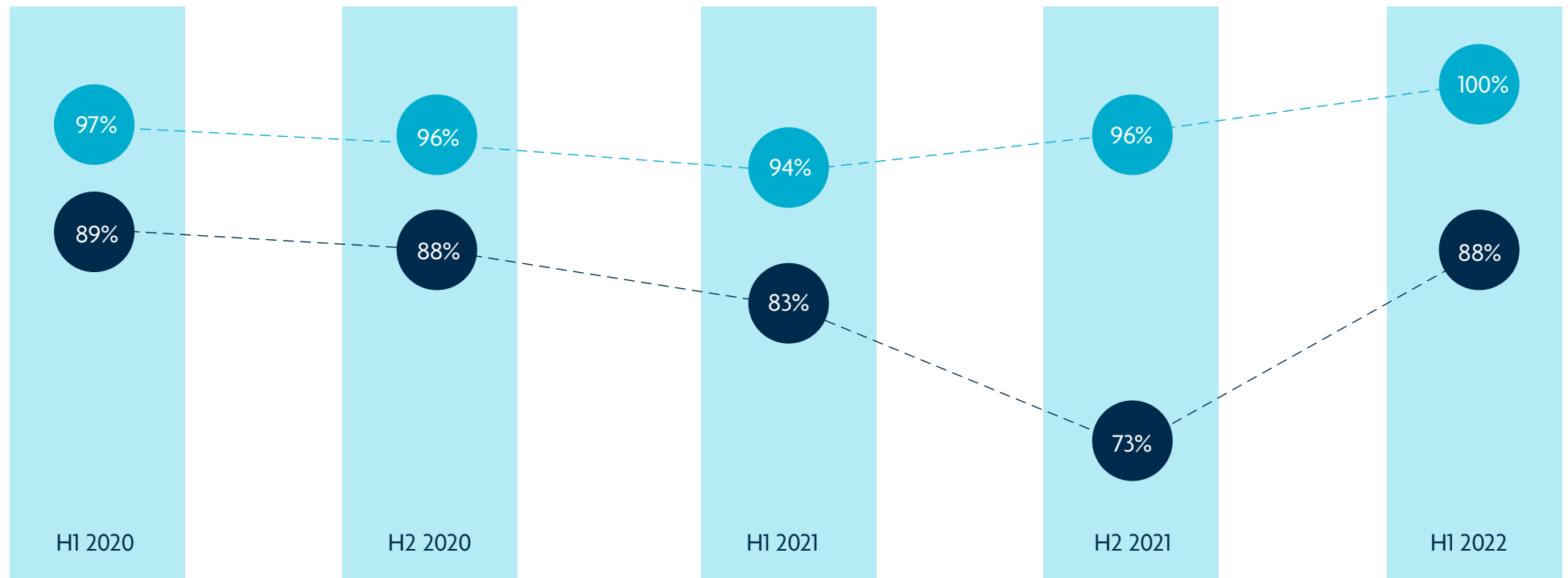
PACIFIC ISLANDS

IMPACT OF COVID-19

From the beginning of the pandemic, a greater number of tourism and hospitality businesses experienced negative effects on their business as a result of COVID-19 when compared to the general level across the Pacific.

Q1

How would you describe the impact of COVID-19 on your business since March 2020 (the start of the outbreak)?



● TOTAL NEGATIVE IMPACT - PACIFIC TOURISM

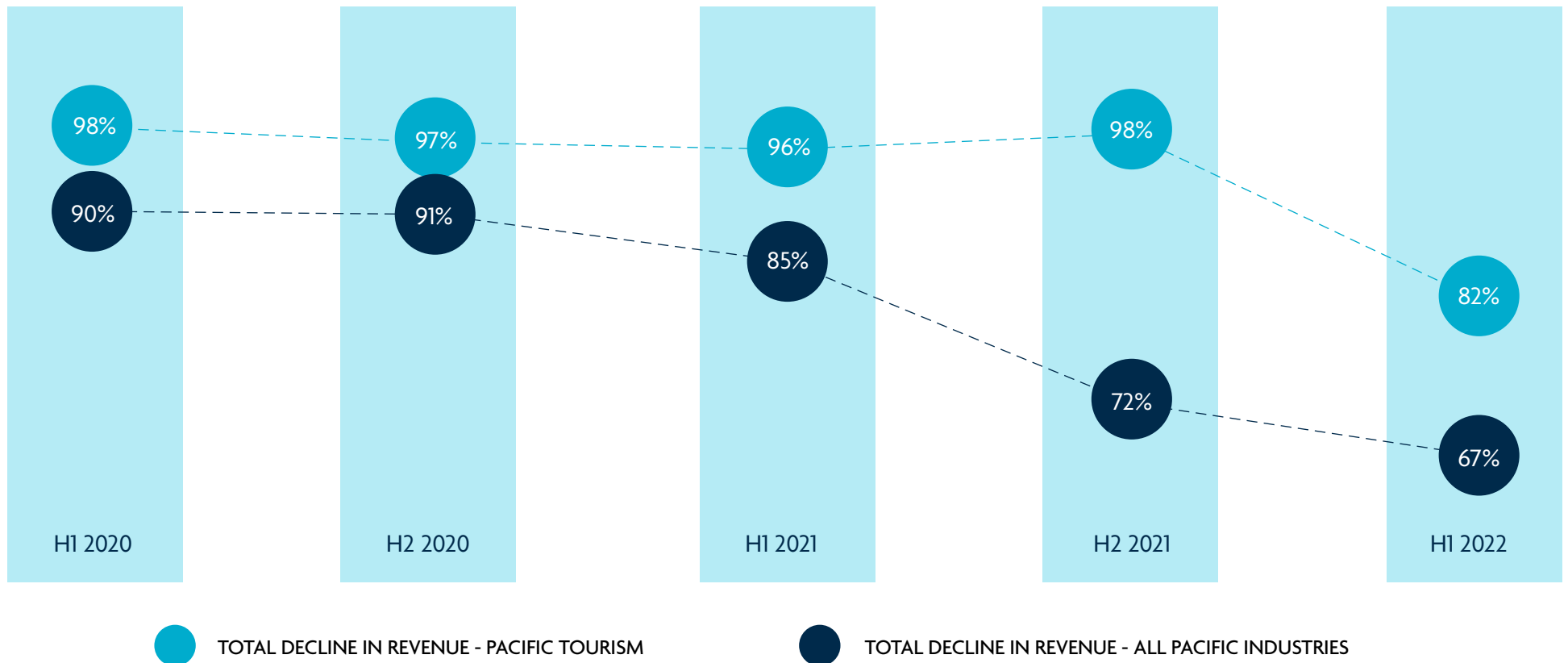
● TOTAL NEGATIVE IMPACT - ALL PACIFIC INDUSTRIES

IMPACT OF COVID-19

Q2

How does your current business sales/revenue compare to your pre-COVID revenues?

The pandemic was extremely tough for the tourism and hospitality industry throughout 2020 and 2021, with almost all businesses reporting a decline in revenue. Whilst the broader Pacific Islands reported a more positive ending to 2021, tourism and hospitality businesses only started to see improvements at the beginning of 2022.





IMPACT OF COVID-19

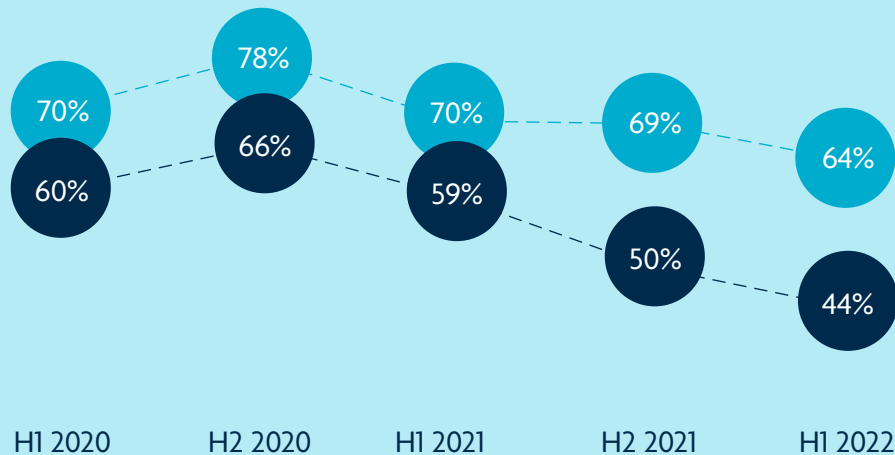
Q3

What impact has COVID-19 had on the following criteria over the past 3 months?

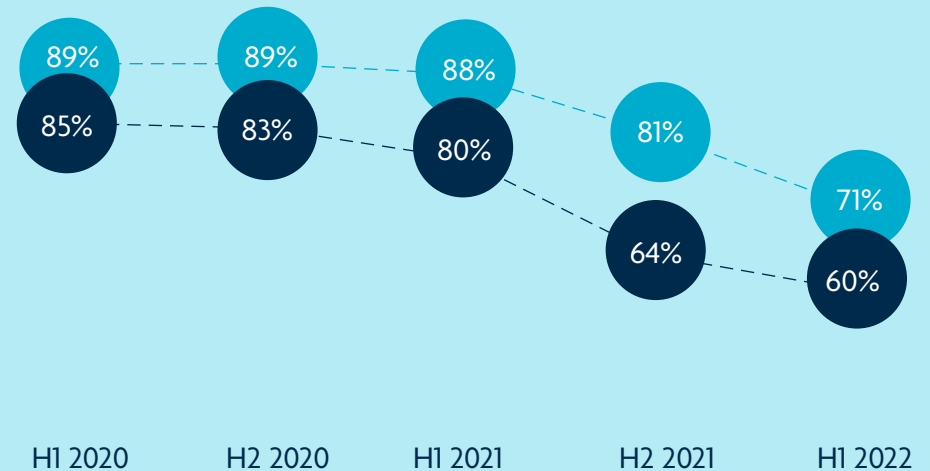
COVID-19 has heavily affected the mental health and wellbeing of the community across the tourism and hospitality industry. Fortunately, a positive trend started to emerge in 2022 as we saw the third consecutive decrease for both factors.

The tourism and hospitality industry was highly susceptible to the impacts of COVID-19 and this led to issues in the wider community, implying that tourism businesses are heavily relied upon in local economies.

Impact of COVID-19 on own mental health



Impact of COVID-19 on wellbeing of the community



TOTAL NEGATIVE IMPACT - PACIFIC TOURISM

TOTAL NEGATIVE IMPACT - ALL PACIFIC INDUSTRIES

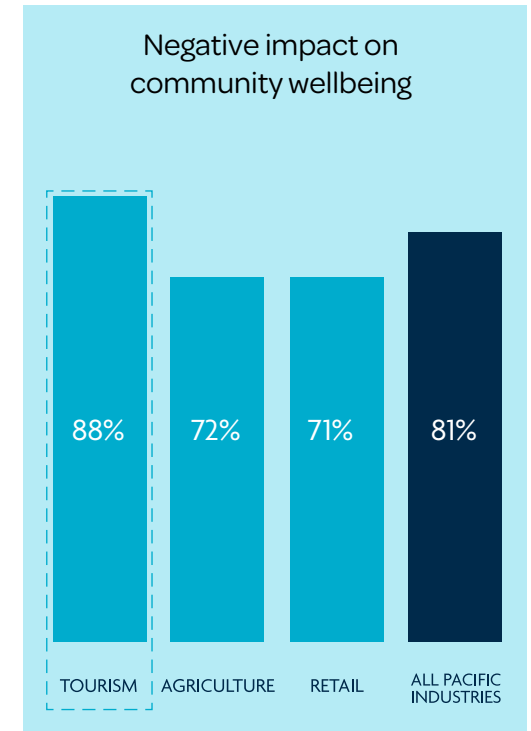
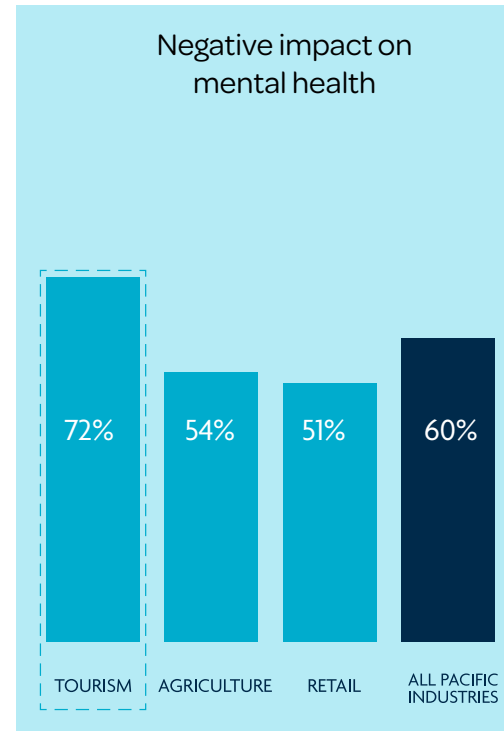
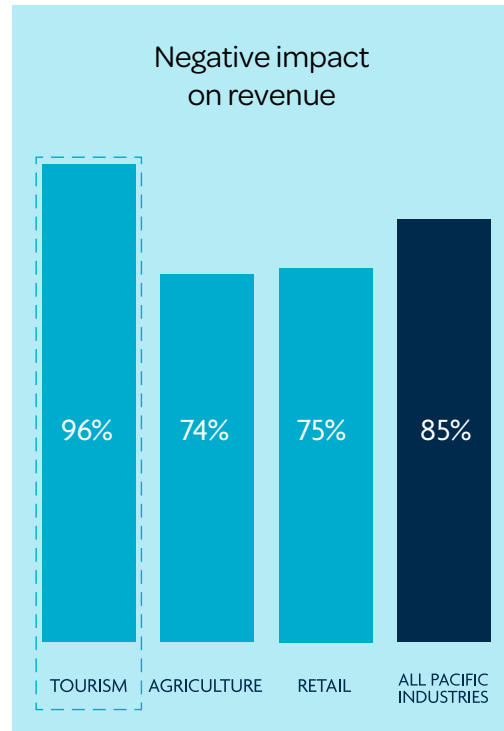
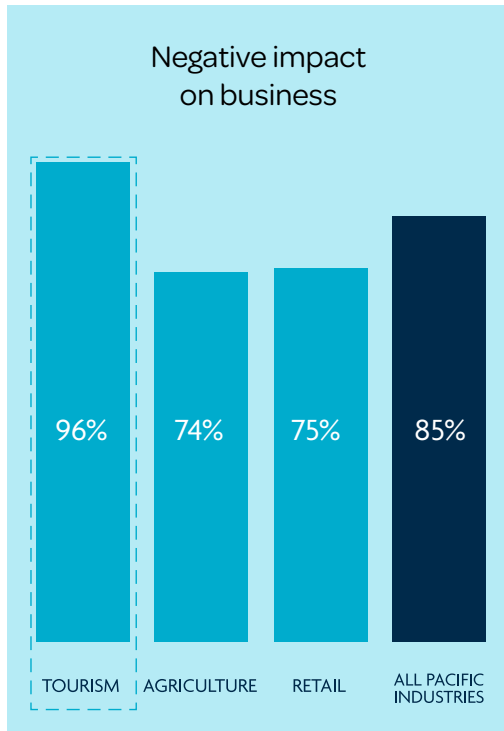
IMPACT OF COVID-19

Q4

How would you describe the impact of COVID-19 on...

Tourism has been the hardest hit sector across all key indicators with 96% experiencing lower revenue and 72% reporting an impact on their mental health. Also, not surprising that community wellbeing dropped as the tourism industry is such an important part of the economy.

INDUSTRY AVERAGES (ACROSS ALL SURVEYS 2020-2022)



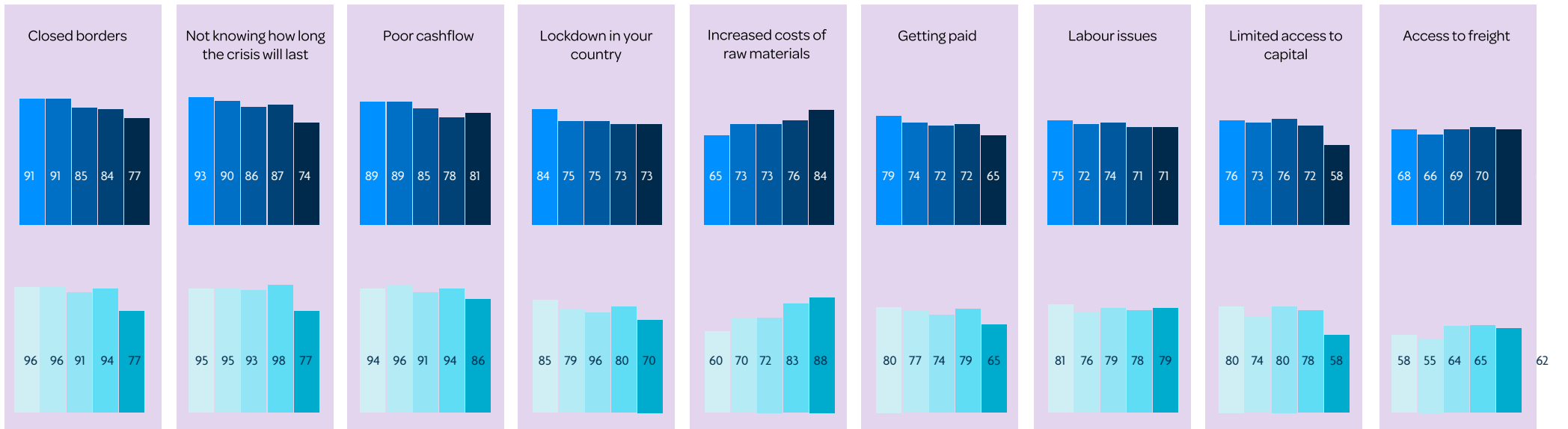
CHALLENGES

Business challenges peaked at the start of the pandemic due to large amounts of uncertainty and increasing border restrictions. As restrictions eased at the start of 2022, new challenges emerged, with the increasing price of products and raw materials impacting businesses generally and particularly the tourism and hospitality sector.

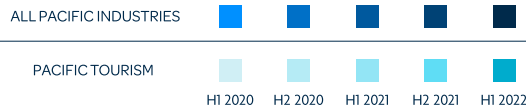
Q5

How challenging has your business found the following in the past month due to COVID-19 and the current market conditions?

ALL PACIFIC INDUSTRIES



TOTAL % CHALLENGED

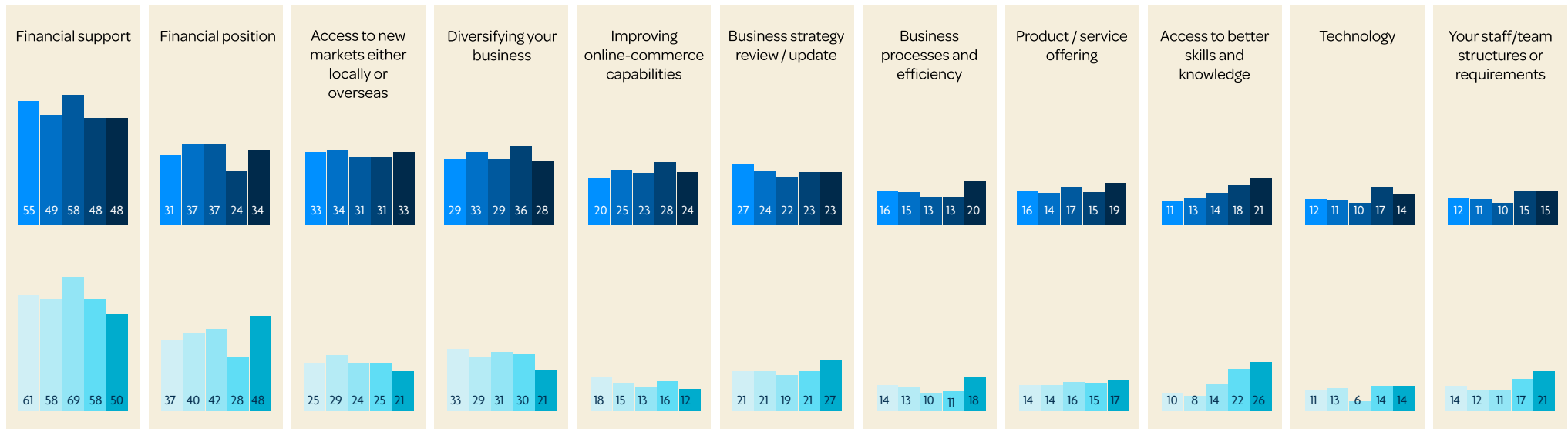


INITIATIVES

Q6

What are the top three initiatives that you need to action to support your business now?

Most businesses across the Pacific needed financial support to help achieve their objectives during the pandemic. While finances remain important, tourism businesses have increased their focus on improving employee skills and reviewing their strategy to support business growth post-pandemic.



TOTAL % IN NEED

ALL PACIFIC INDUSTRIES



PACIFIC TOURISM





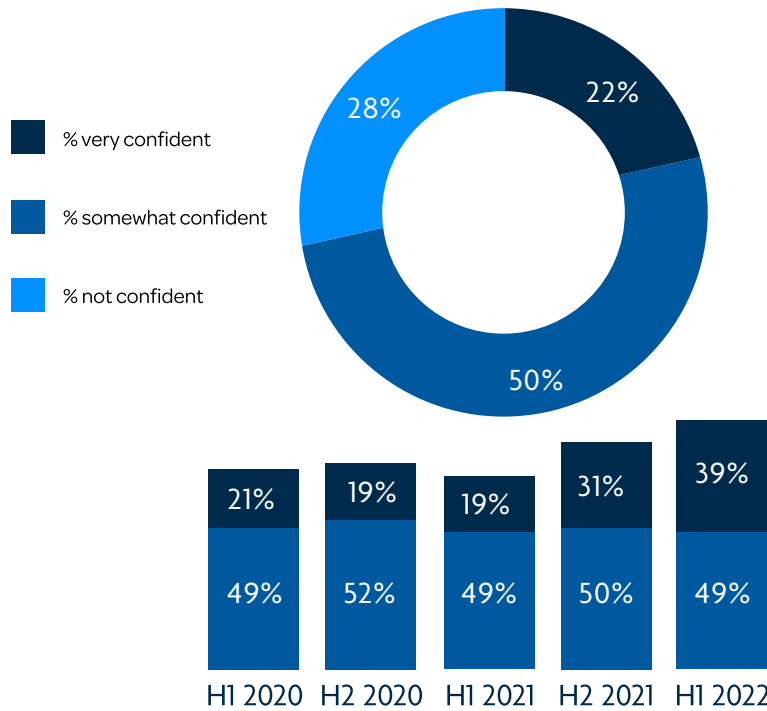
CONFIDENCE

Q7

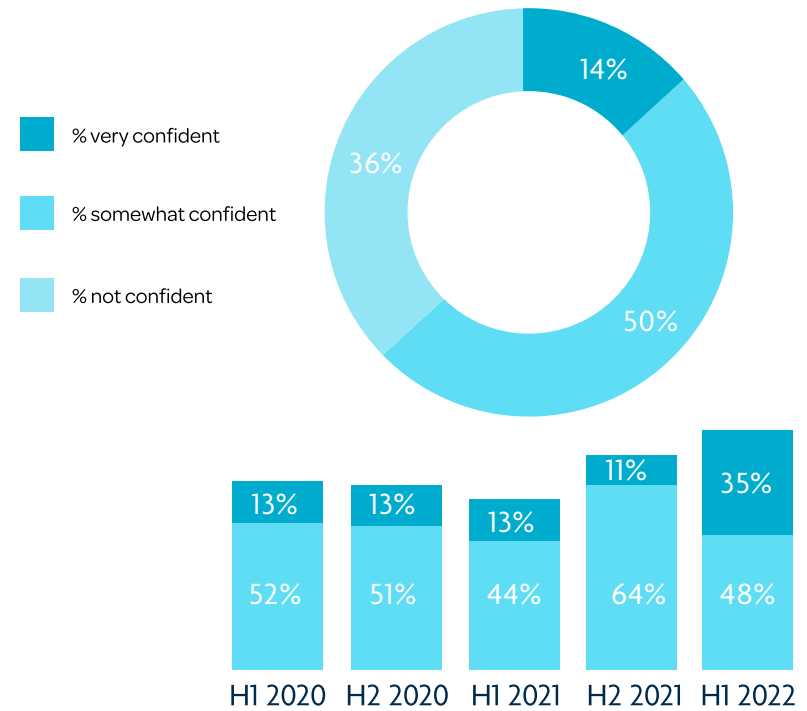
How confident are you that your business will survive the COVID-19 crisis?

Most tourism and hospitality companies were confident throughout the pandemic, with the lowest level recorded at 57% in 2021. Confidence peaked in 2022 as over a third of the industry stated they were very confident of survival.

CONFIDENCE - ALL PACIFIC INDUSTRIES



CONFIDENCE - PACIFIC TOURISM





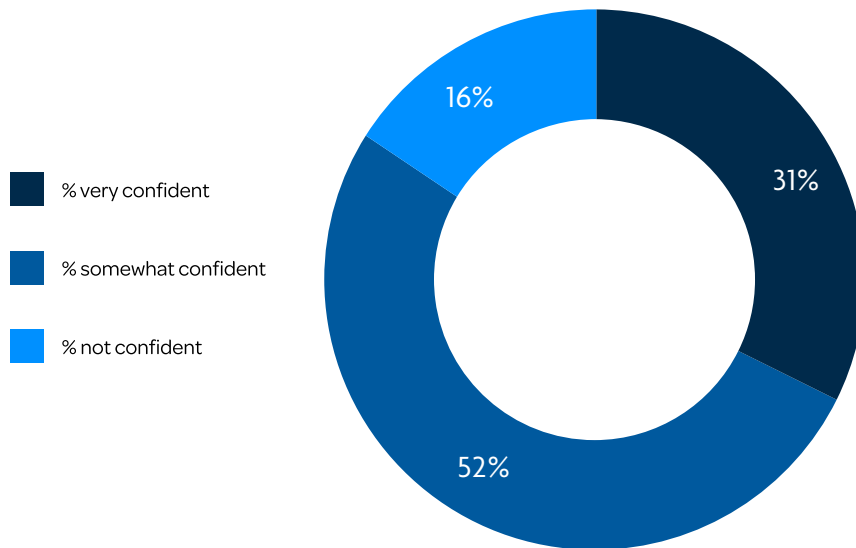
CONFIDENCE

Q8

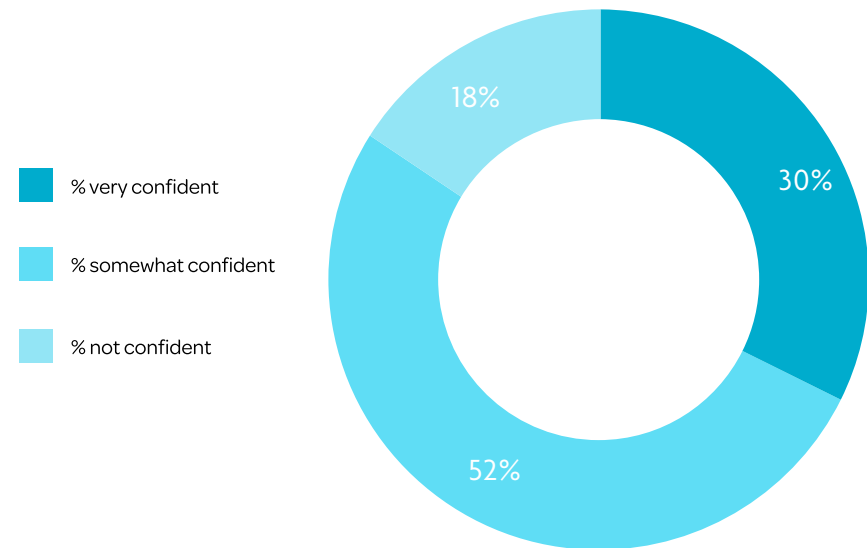
How confident are you that your business will build back stronger post the COVID-19 crisis?

30% of tourism companies were very confident they would build back stronger, suggesting the industry showed a strong level of optimism coming out of the pandemic, despite having to overcome emerging challenges.

CONFIDENCE - ALL PACIFIC INDUSTRIES

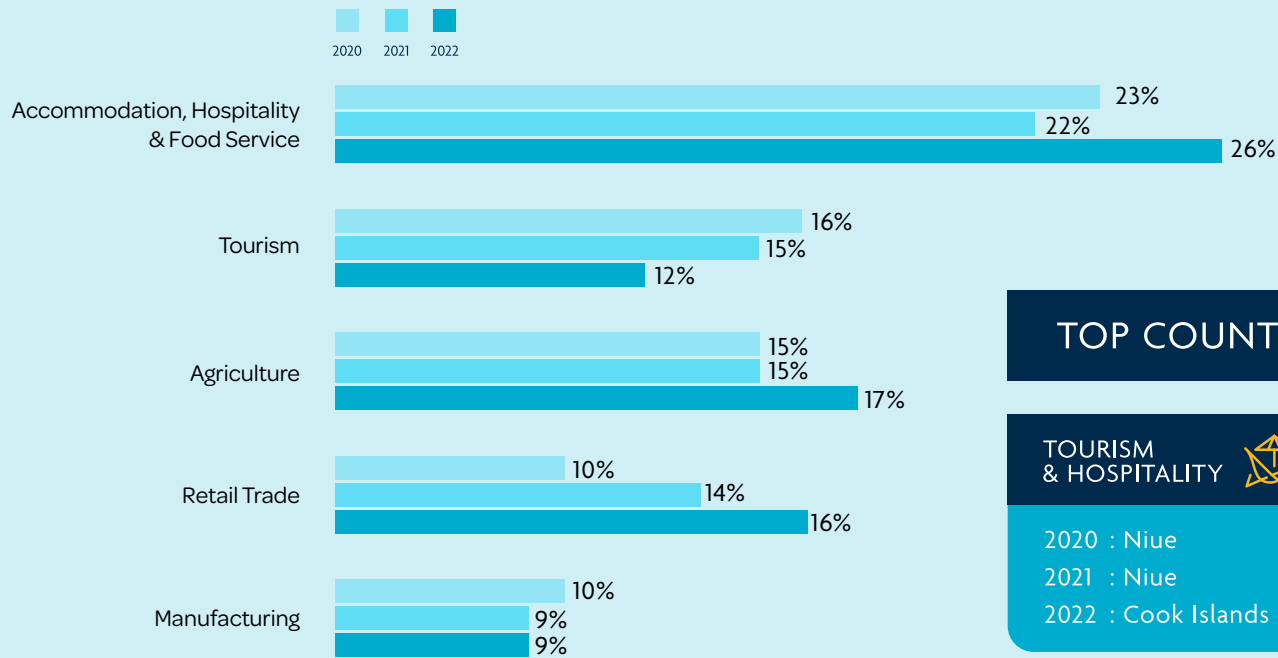


CONFIDENCE - PACIFIC TOURISM



SAMPLE COMPOSITION

Our sample is made up of respondents from a wide range of industries, with Accommodation, Hospitality & Food Service, Tourism, Agriculture, and Retail Trade well represented.



TOP COUNTRY CONTRIBUTORS PER YEAR BY INDUSTRY

TOURISM & HOSPITALITY



2020 : Niue
2021 : Niue
2022 : Cook Islands

AGRICULTURE



2020 : PNG
2021 : Fiji
2022 : Samoa

RETAIL TRADE



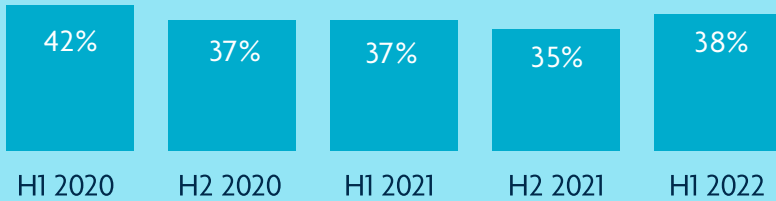
2020 : Tuvalu
2021 : Tuvalu
2022 : Tuvalu

SAMPLE COMPOSITION

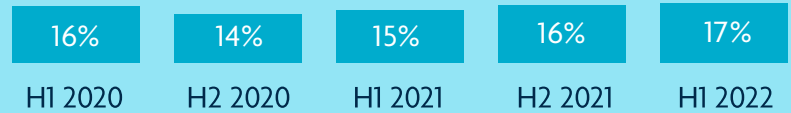
The four PTI Pacific Business Monitor - COVID Reflection reports have been re-segmented by the following industry classifications, as well as by female-led/owned businesses. Each cohort contributed a significant proportion of responses across the survey period.

This report consolidates and highlights responses from the tourism segmentation.

TOURISM & HOSPITALITY



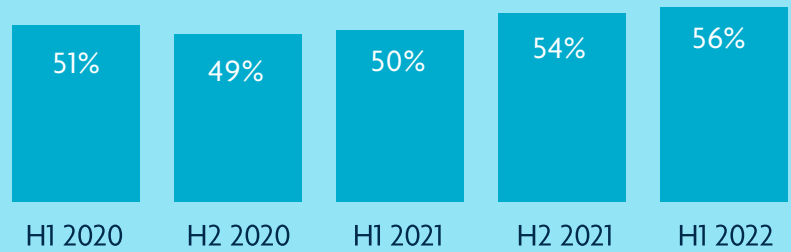
AGRICULTURE



RETAIL TRADE



FEMALE-LED





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