



Solomon Islands International Visitor Survey

January to December 2019



SOLOMON ISLAND GOVERNMENT



January to December 2019 Respondents



Total number of valid e-mails sent: **8,823**

Conversion Rate of **12.5%**



Total number of responses: **1,104**



*** 4.0% of all visitors during the period**



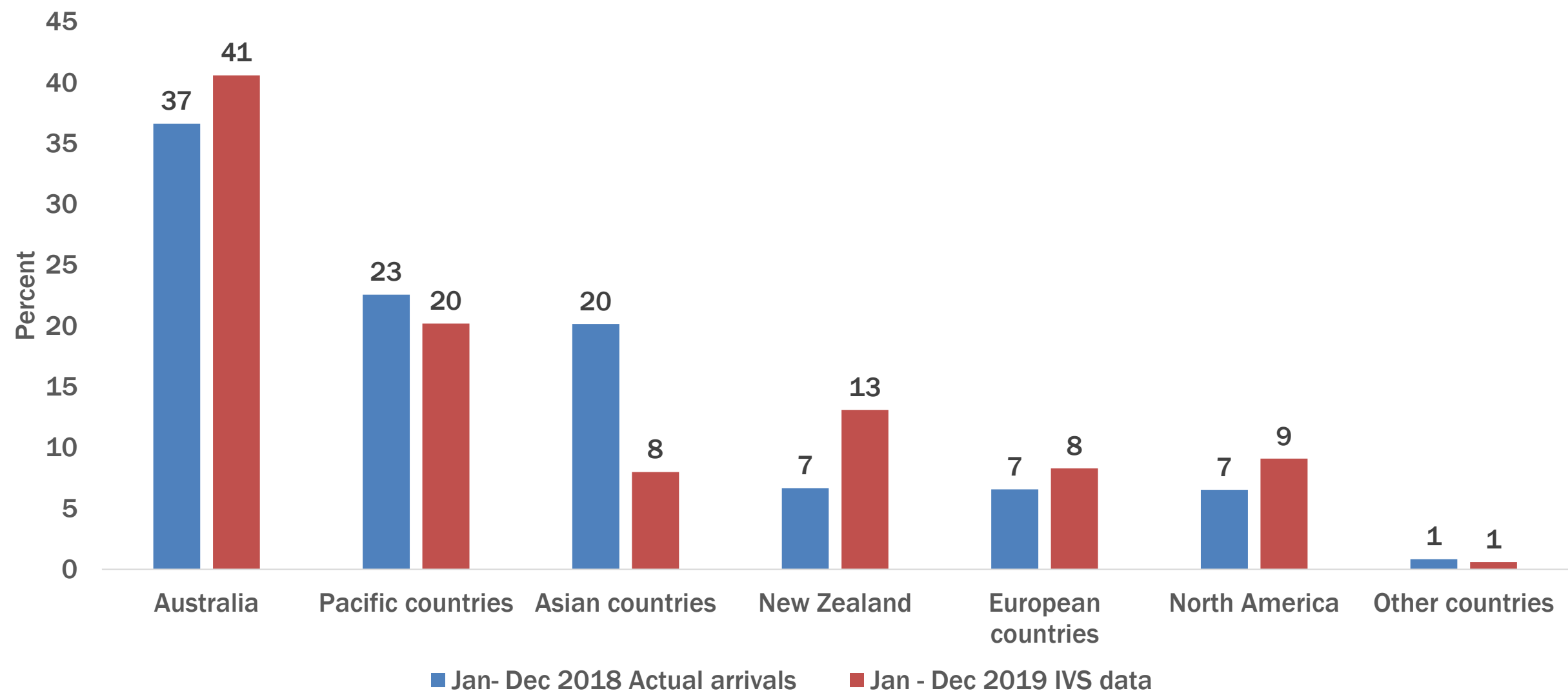
Solomon Islands

International Visitor Survey

Visitor Characteristics

Age, gender, education, country of origin, income, purpose of visit, travelling companions, number of previous visits, length of stay, type of accommodation, transport used, information sources, purchasing behaviour.

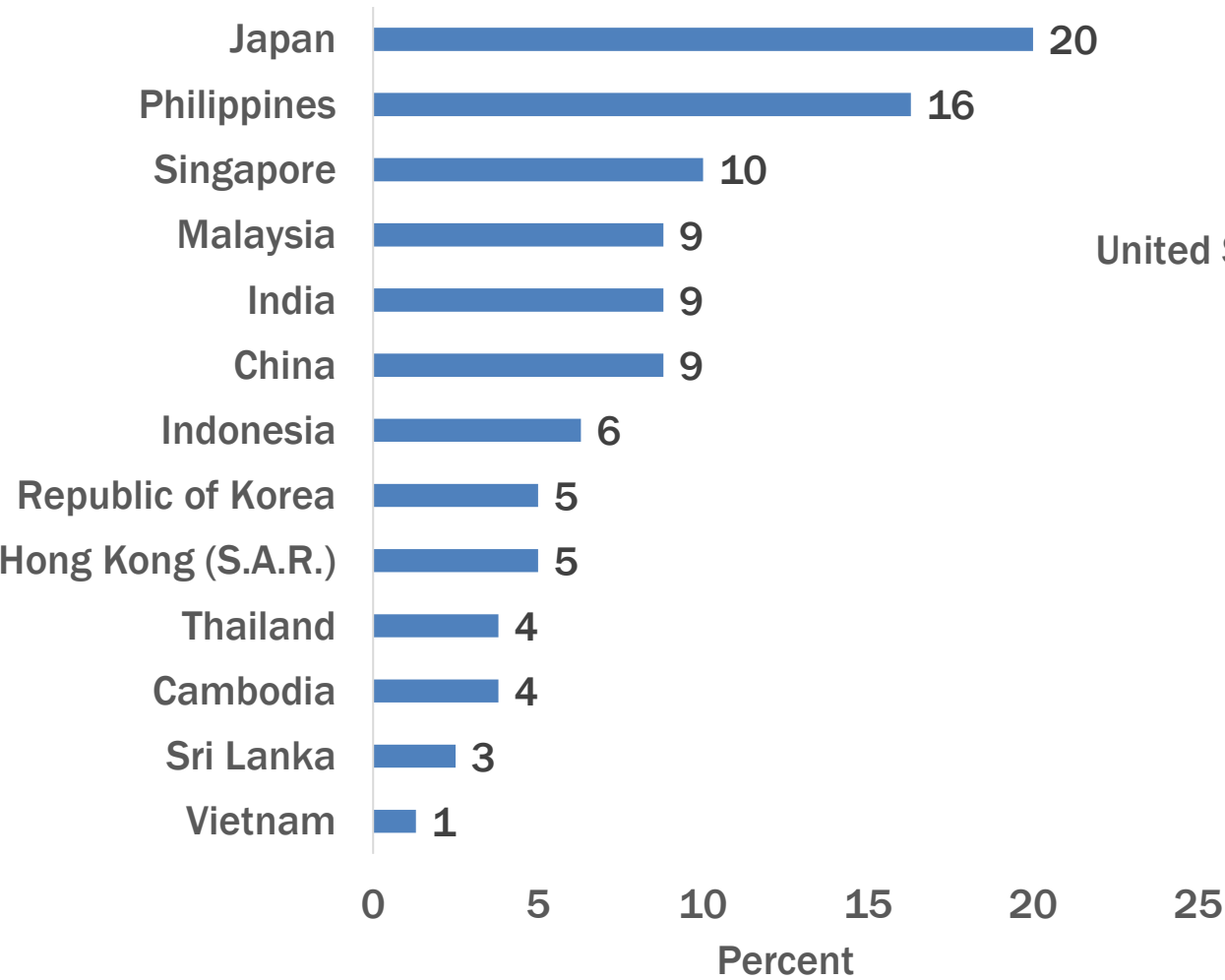
Country of Origin



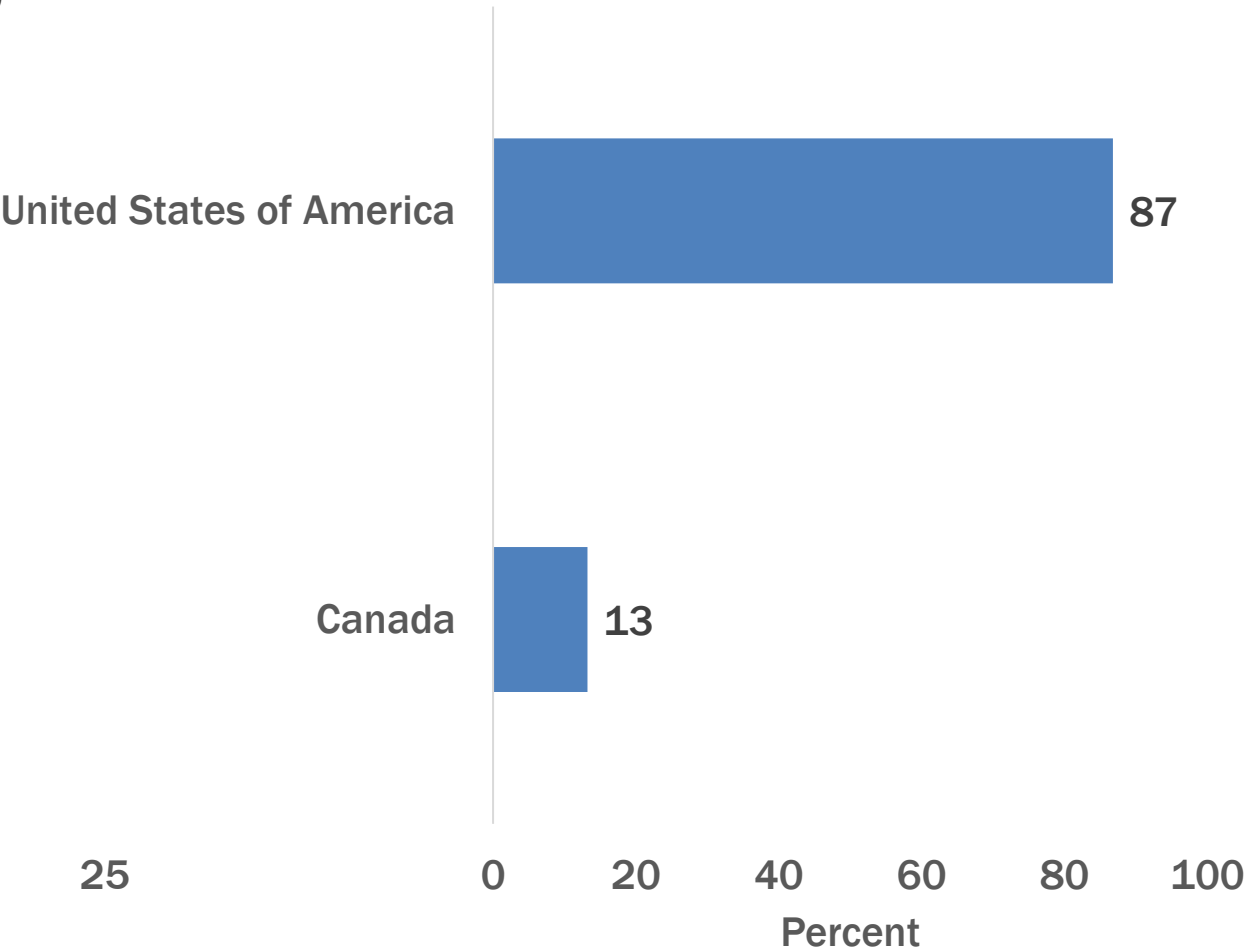
Note: Numbers may not sum to 100% due to rounding.

Country of Origin

Asia



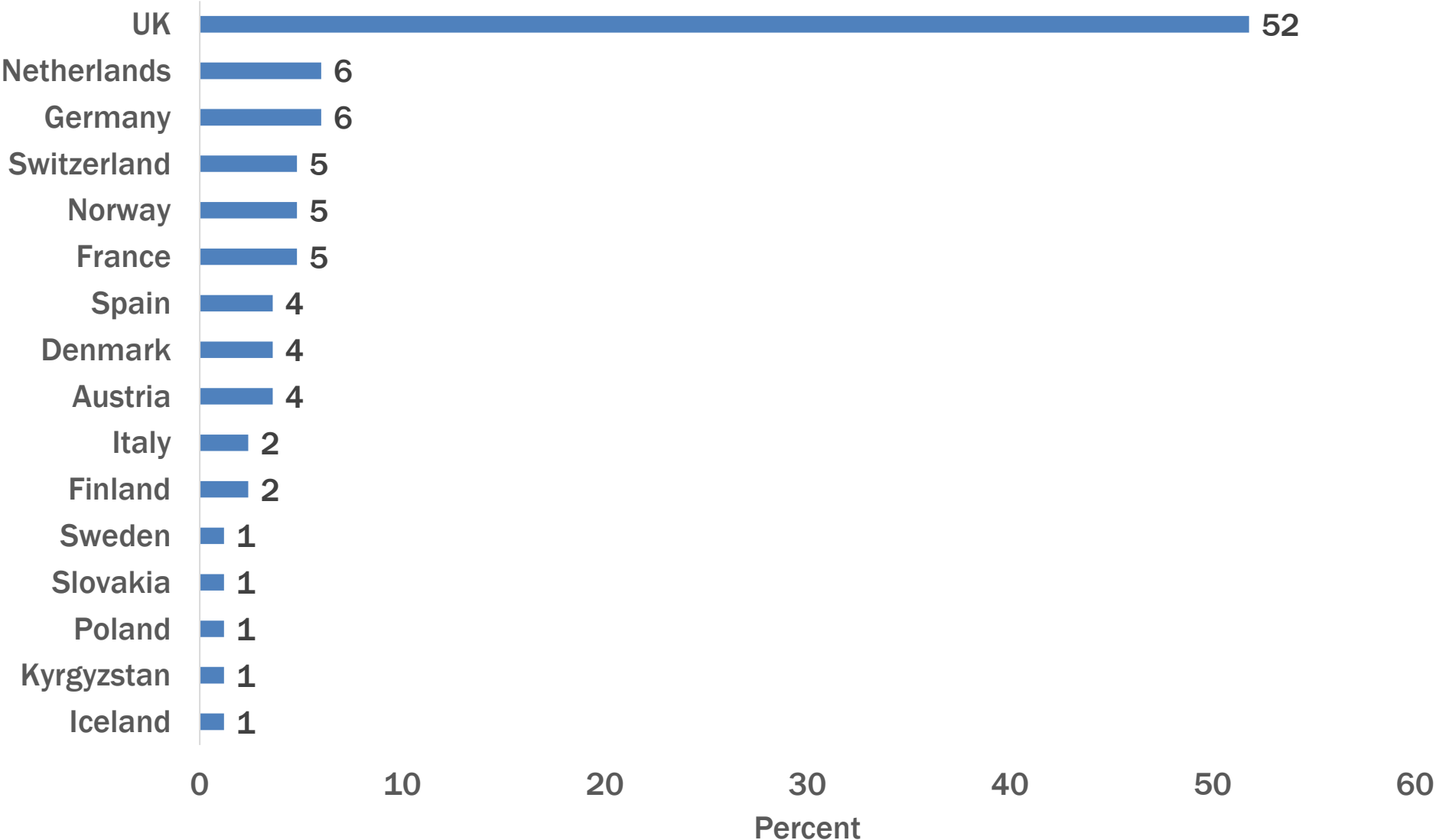
North America



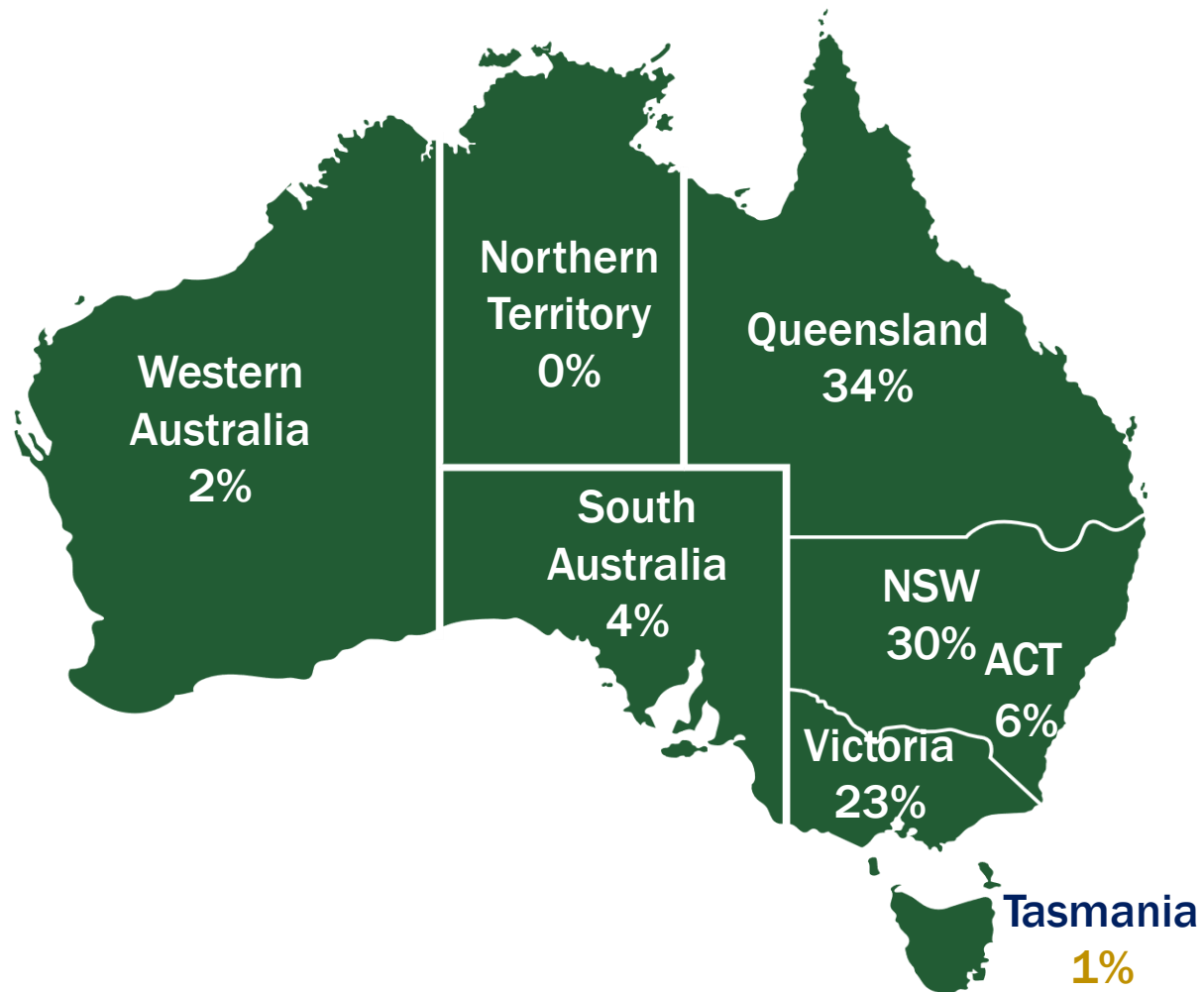
Note: Numbers may not sum to 100% due to rounding.

Country of Origin

Europe

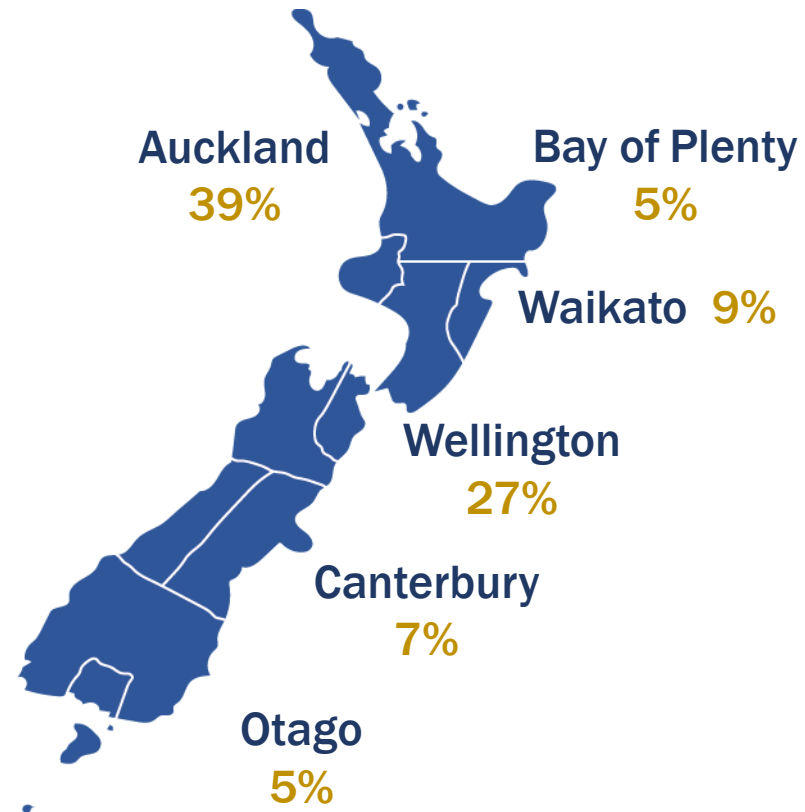


Australian Respondents



Queensland, New South Wales, and Victoria account for **87%** of all Australian arrivals

New Zealand Respondents



Auckland and Wellington make up **66%** of all New Zealand visitor arrivals

Visitor Characteristics

Annual Household Income (US\$)



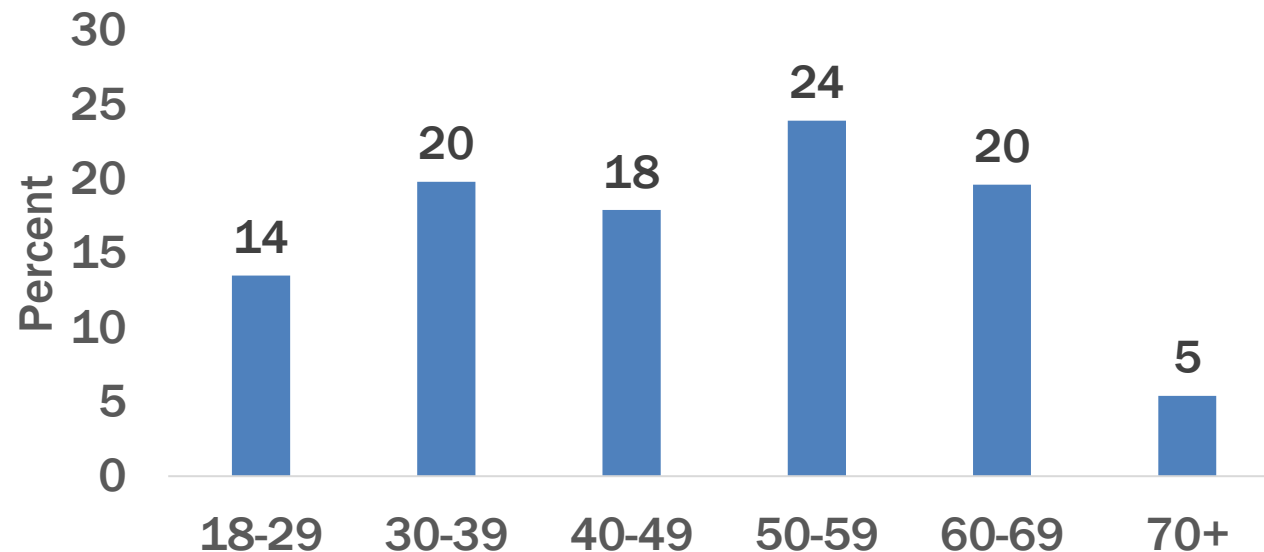
39%	Under \$50,000
34%	\$50,001 - \$100,000
15%	\$100,001 - \$150,000
7%	\$150,001 - \$200,000
3%	\$200,001 - \$250,000
3%	Over \$250,001

Highest Qualification



88%	Tertiary qualification
9%	High school qualification
2%	Other

Age Distribution



Respondent Gender

38%	Female
62%	Male

Visitor Characteristics

Main Purpose of Visit

46%	Business or conference
24%	Holiday
16%	Other
14%	Visiting friends or relatives

Travel with*

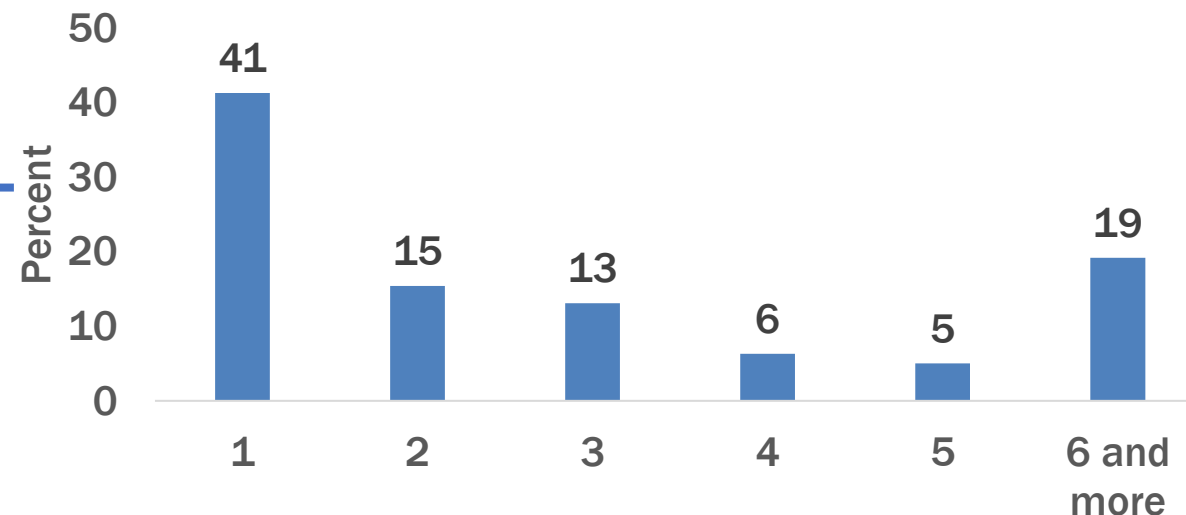
34%	Work colleagues
34%	Partner/Spouse
18%	Family member(s)
17%	Friends
10%	Organised group
2%	Tour group
2%	Other

Travel Companions

48% with others

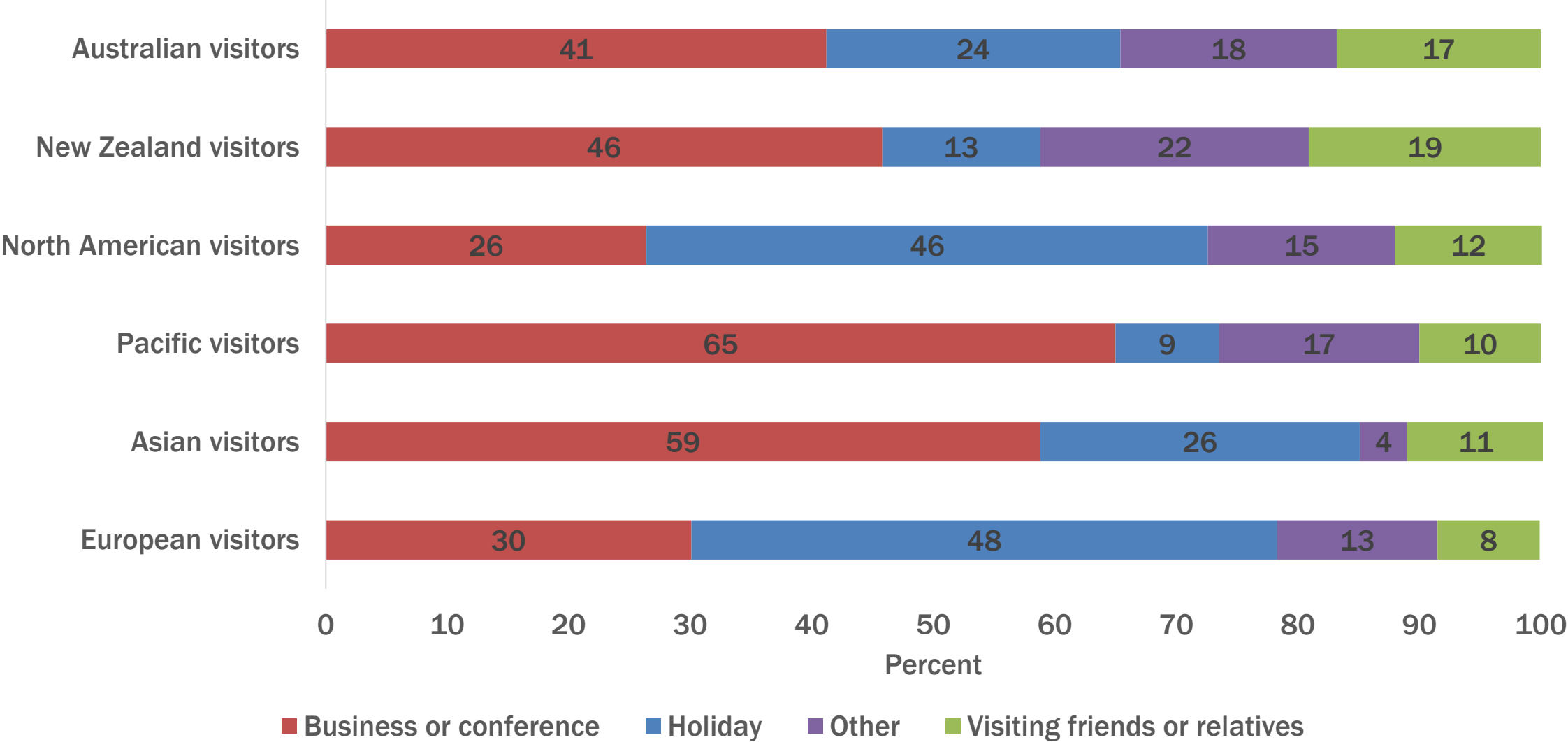
52% of visitors travelled to Solomon Islands by themselves

Number of Companions



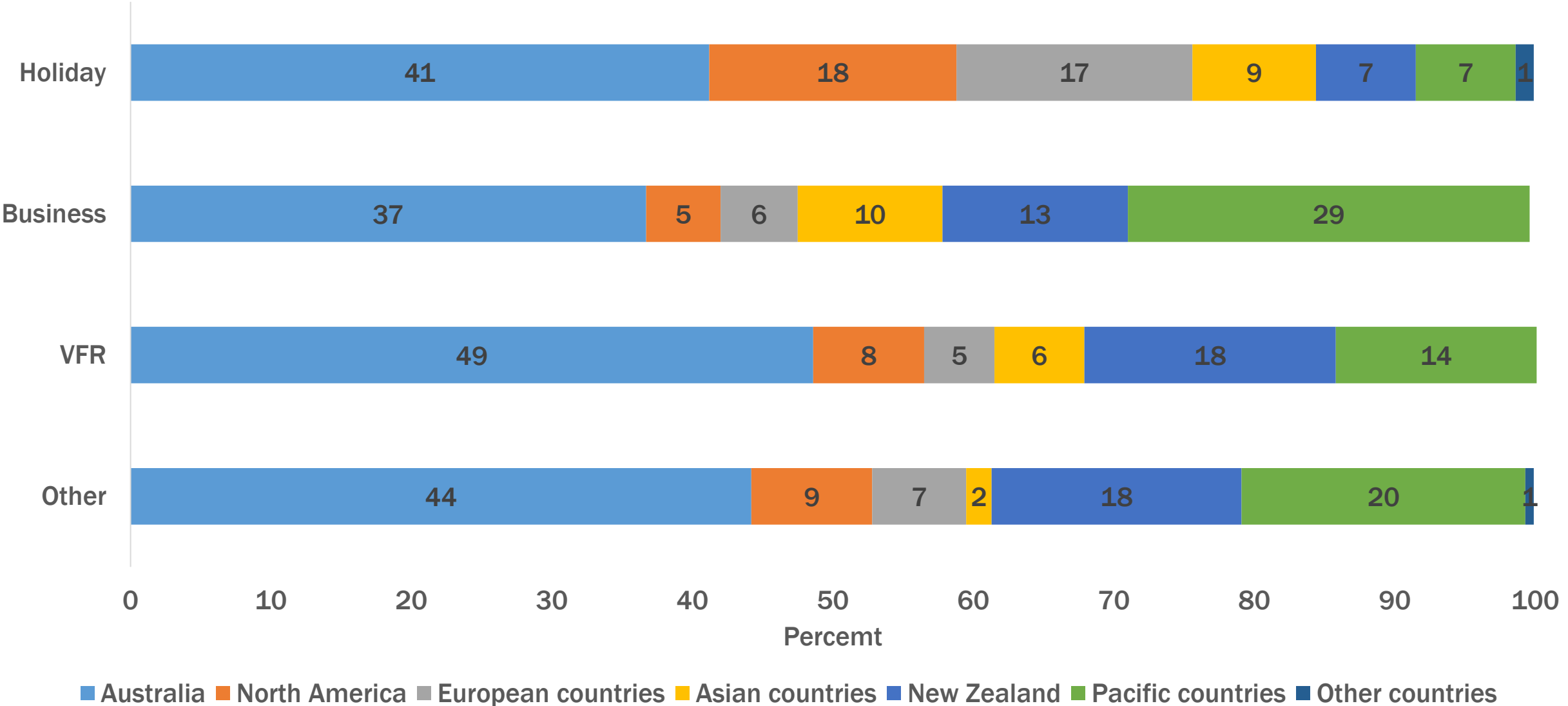
*: Multiple responses, therefore total does not add up to 100%.

Main Purpose of Visit



Note: Numbers may not sum to 100% due to rounding.

Main Purpose of Visit



Note: Numbers may not sum to 100% due to rounding.

Visitor Characteristics – Holiday Visitors

Travel Companions

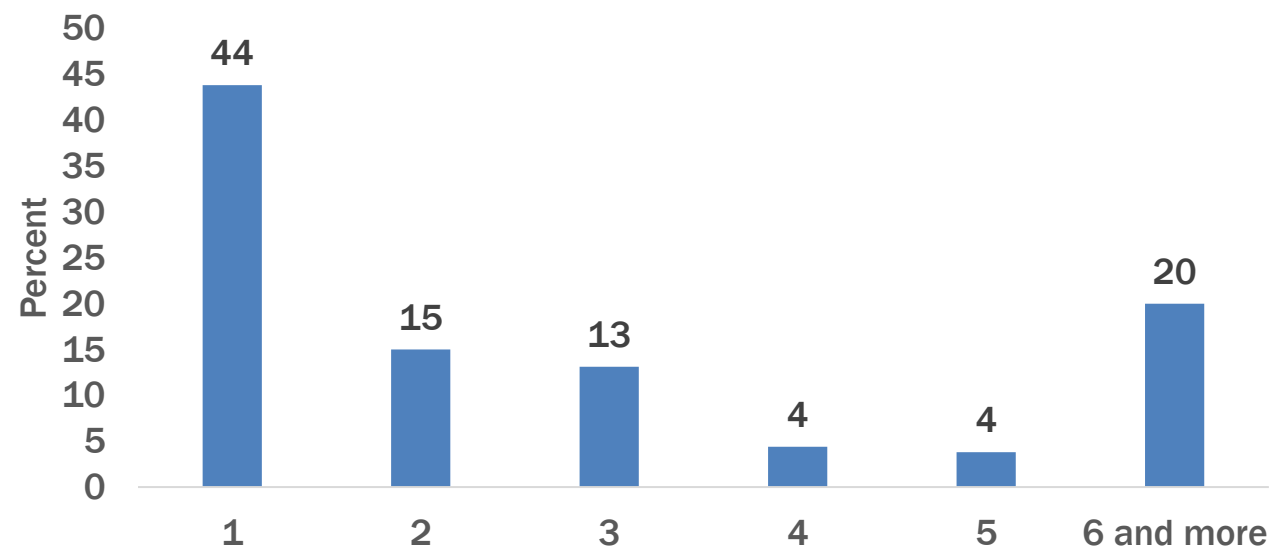
61% with others

39% of visitors travelled to Solomon Islands by themselves

Travel with*

56%	Partner/Spouse
33%	Friends
23%	Family member(s)
6%	Tour group
4%	Organised group
2%	Work colleagues
2%	Other

Number of Companions



*: Multiple responses, therefore total does not add up to 100%.

Visitor Characteristics – Business Visitors

Travel with*

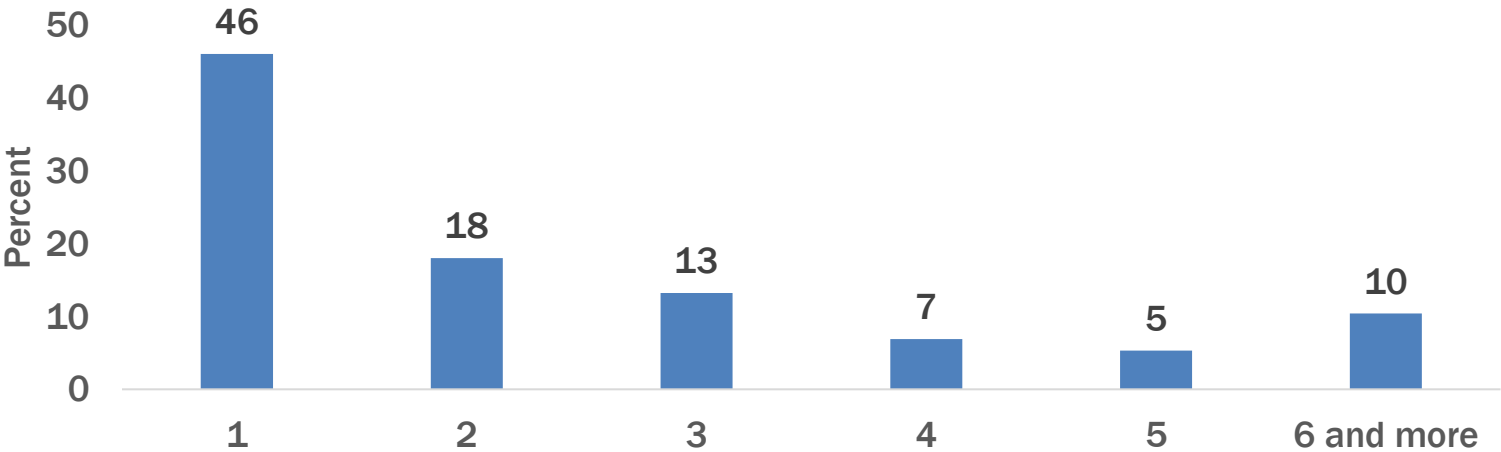
- 78% Work colleagues
- 16% Partner/Spouse
- 5% Organised group
- 3% Friends
- 3% Family member(s)
- 1% Other
- 1% Tour group
- 1% Wedding party

Travel Companions

38% with others

62% of visitors travelled to Solomon Islands by themselves

Number of Companions



*: Multiple responses, therefore total does not add up to 100%.

Note: Numbers may not sum to 100% due to rounding.

Visitor Characteristics – VFR Visitors

Travel Companions

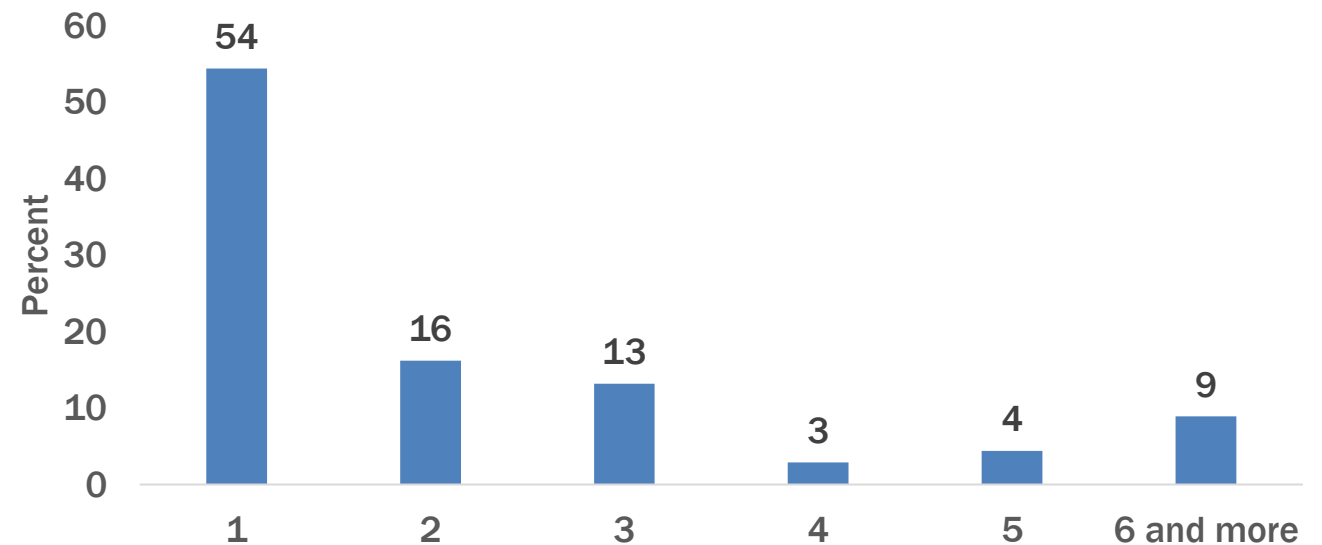
47% with others

53% of visitors travelled to Solomon Islands by themselves

Travel with*

58%	Family member(s)
45%	Partner/Spouse
18%	Friends
1%	Other

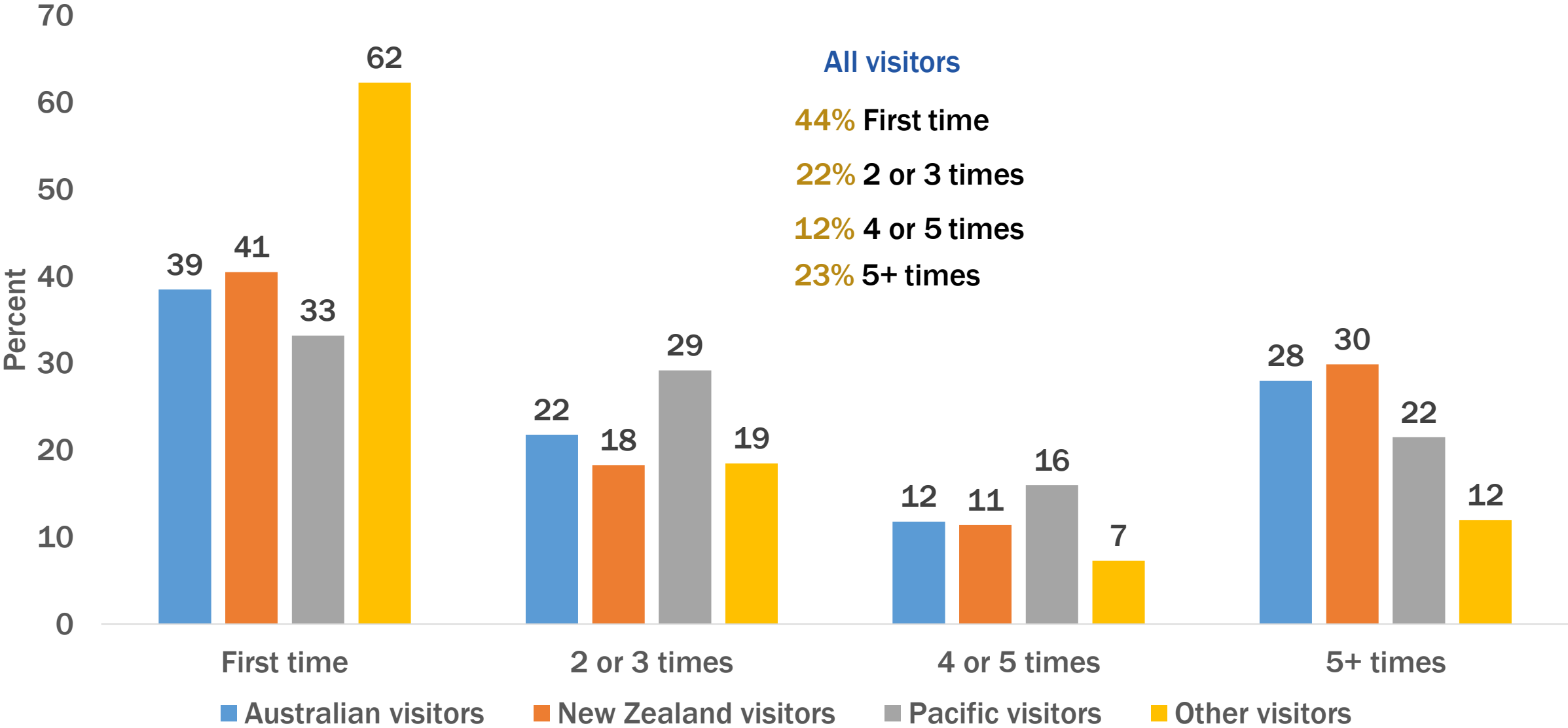
Number of Companions



*: Multiple responses, therefore total does not add up to 100%.

Note: Numbers may not sum to 100% due to rounding.

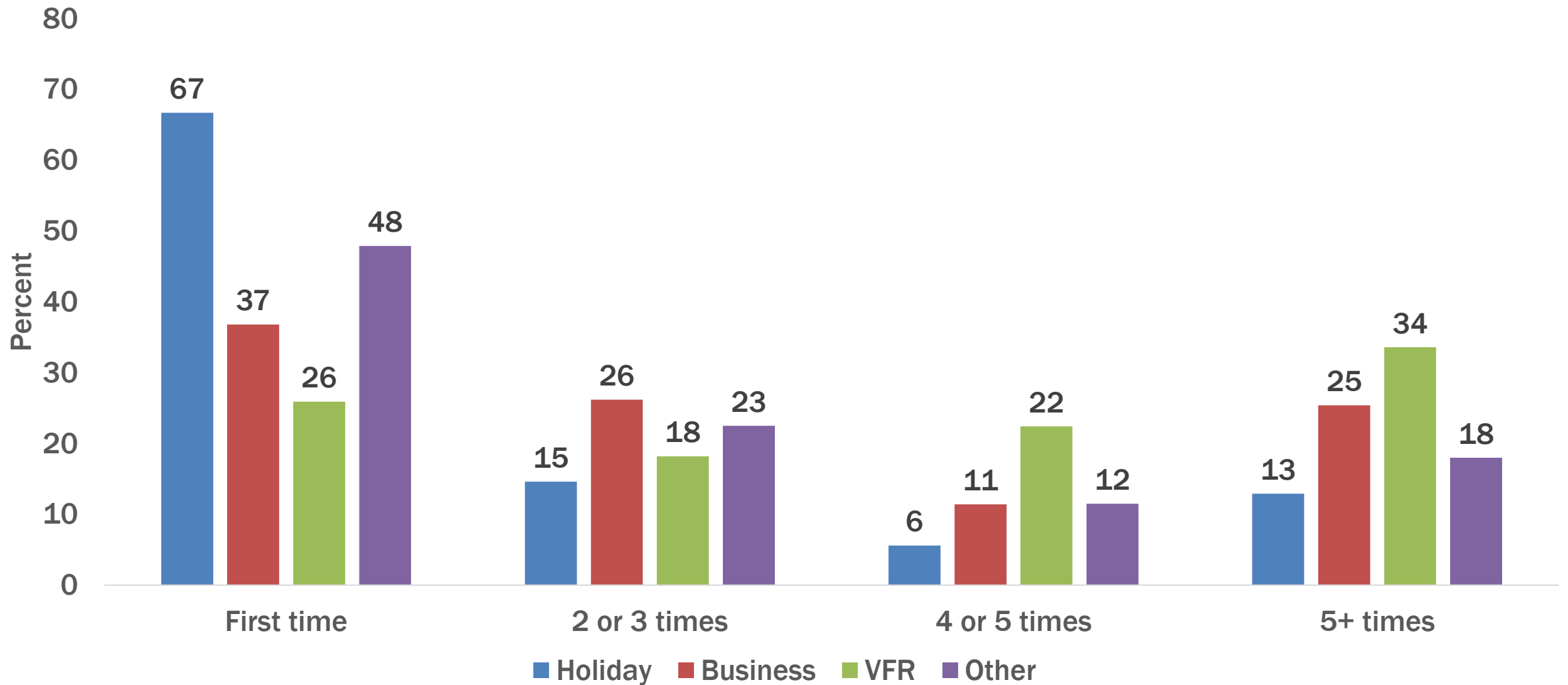
Previous visits (including most recent)



Note: Numbers may not sum to 100% due to rounding.

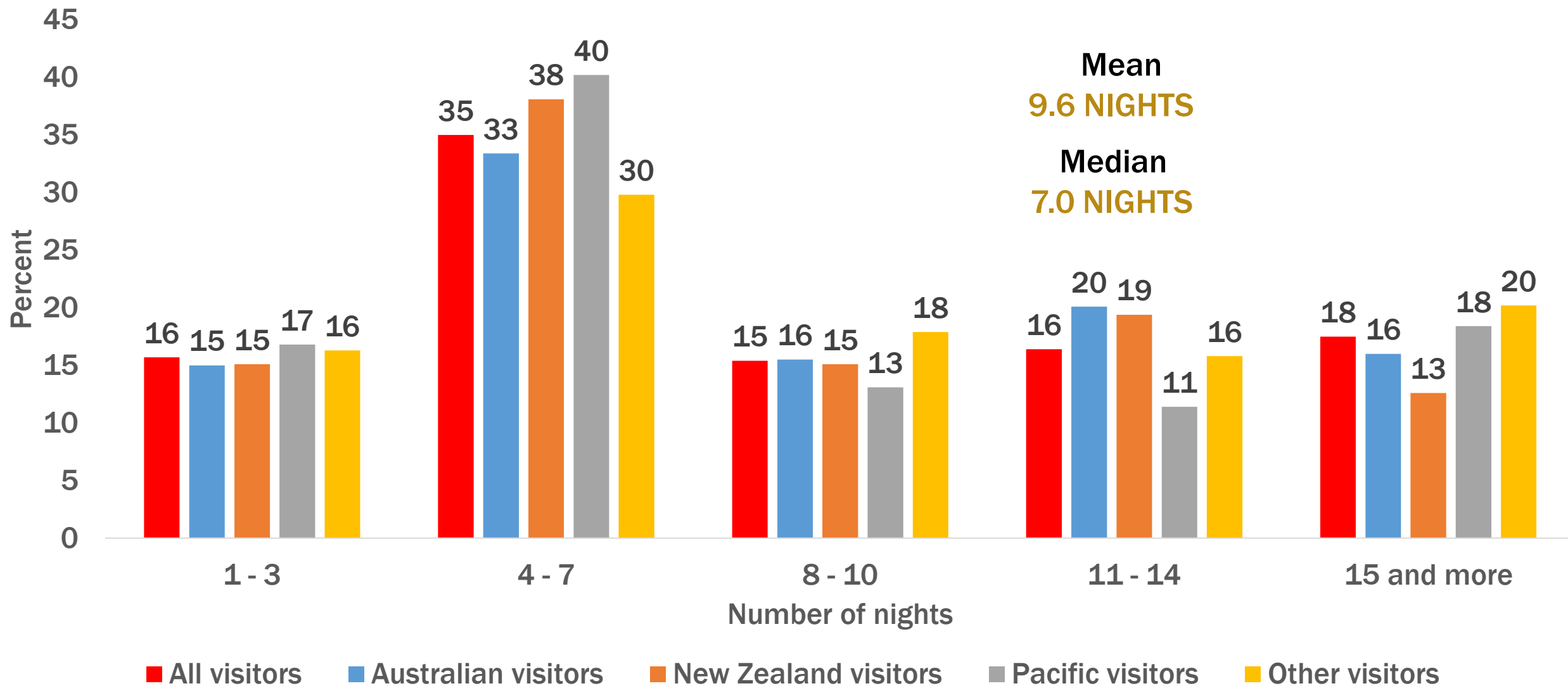
Note: Other visitors include visitors from

Previous visits (including most recent)



Note: Numbers may not sum to 100% due to rounding.

Length of Stay



Note: 31+ days (including 31) were considered as outliers and removed from the analysis.

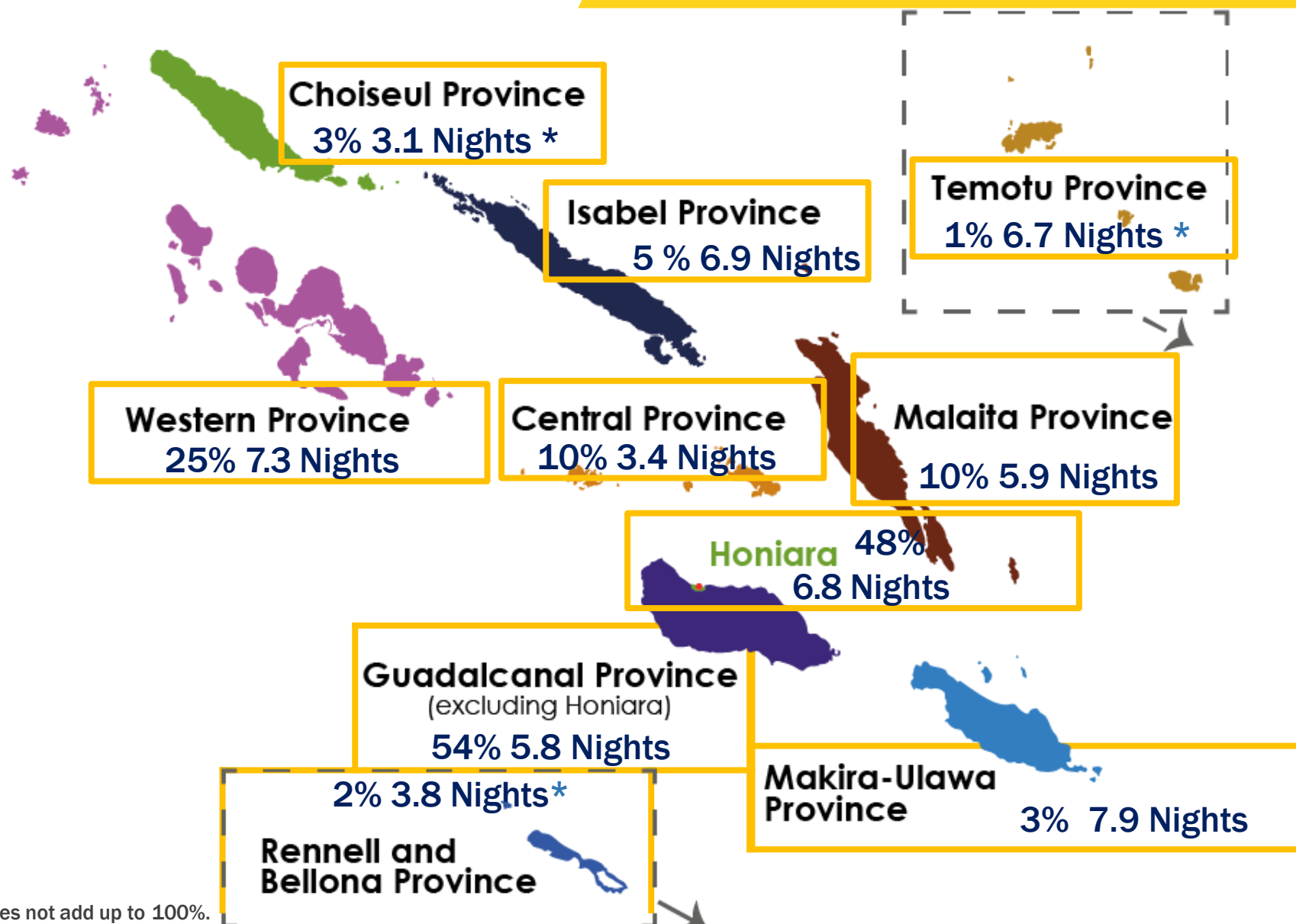
Note: Numbers may not sum to 100% due to rounding.

Length of Stay

	Overall	Australia	New Zealand	Pacific	Other markets	Holiday visitors	Business or conference visitors	VFR visitors
Mean (Nights)	9.6	9.5	9.0	9.2	10.0	9.9	8.1	11.3
Median (Nights)	7.0	8.0	7.0	7.0	8.0	9.0	6.0	9.5

Note: Mean value is used for the length of stay analysis.
31+ days (including 31) as outliers were removed for analysis.

Provinces Visited and Provincial Length of Stay



Note: *N less than 30.
Multiple responses, therefore total does not add up to 100%.

Provinces Visited and Provincial Length of Stay

Holiday and Business visitors

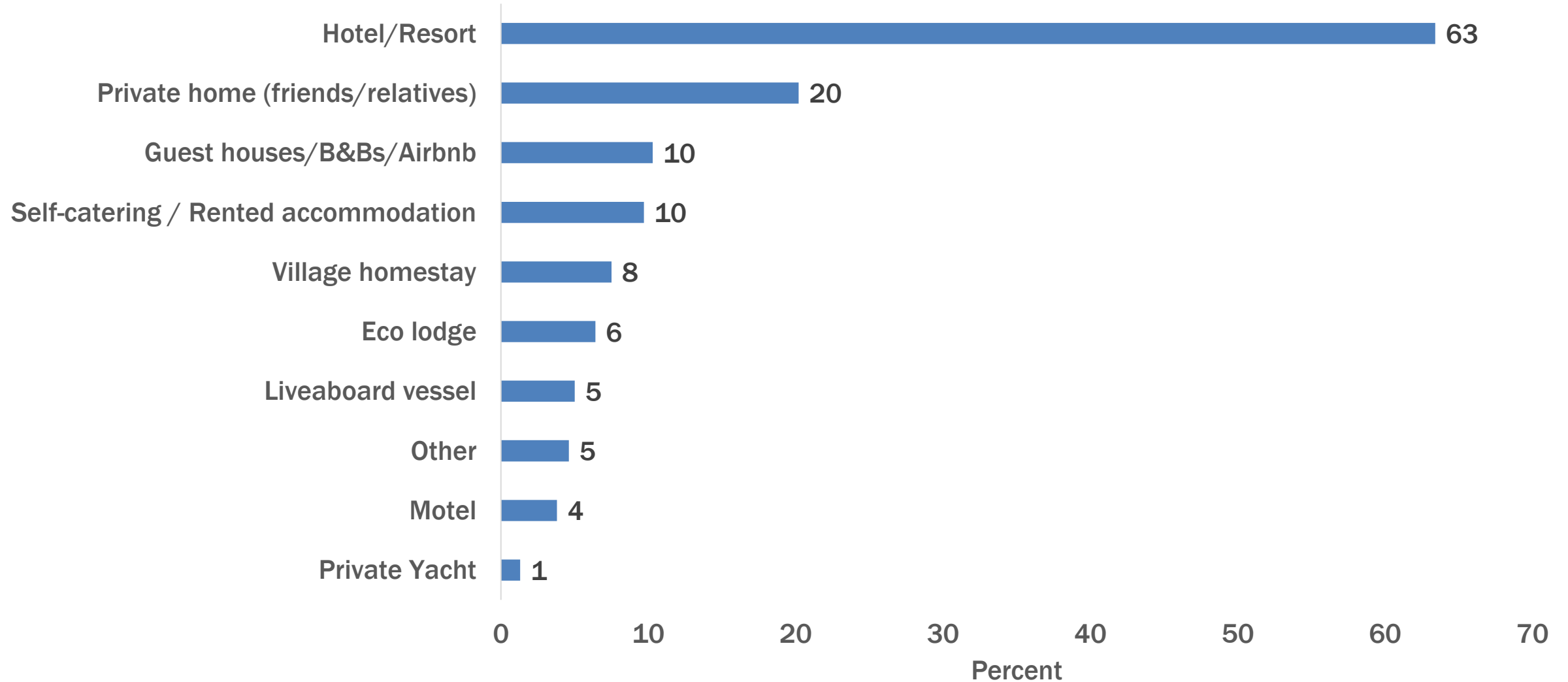
	Holiday visitors (%)	Business visitors (%)
Guadalcanal Province	58	50
Western Province	49	13
Honiara	36	56
Central Islands Province	20	6
Malaita Province	11	9
Isabel Province	8	5
Choiseul Province	5	3
Makira/Ulawa Province	2	2
Rennell & Bellona Province	1	3
Temotu Province	1	1

	Holiday visitors (Nights)	Business visitors (Nights)
Western Province	8.0	4.3
Isabel Province	6.5*	5.7*
Honiara	5.4	6.4
Malaita Province	4.3*	3.6
Guadalcanal Province (excluding Honiara)	4.1	6.7
Central Islands Province	3.6	2.6*
Temotu Province	3.5*	6.4*
Choiseul Province	2.9*	3.0*
Makira/Ulawa Province	2.5*	3.3*
Rennell & Bellona Province	2.0*	4.6*

Note: Multiple responses, therefore total does not add up to 100%.

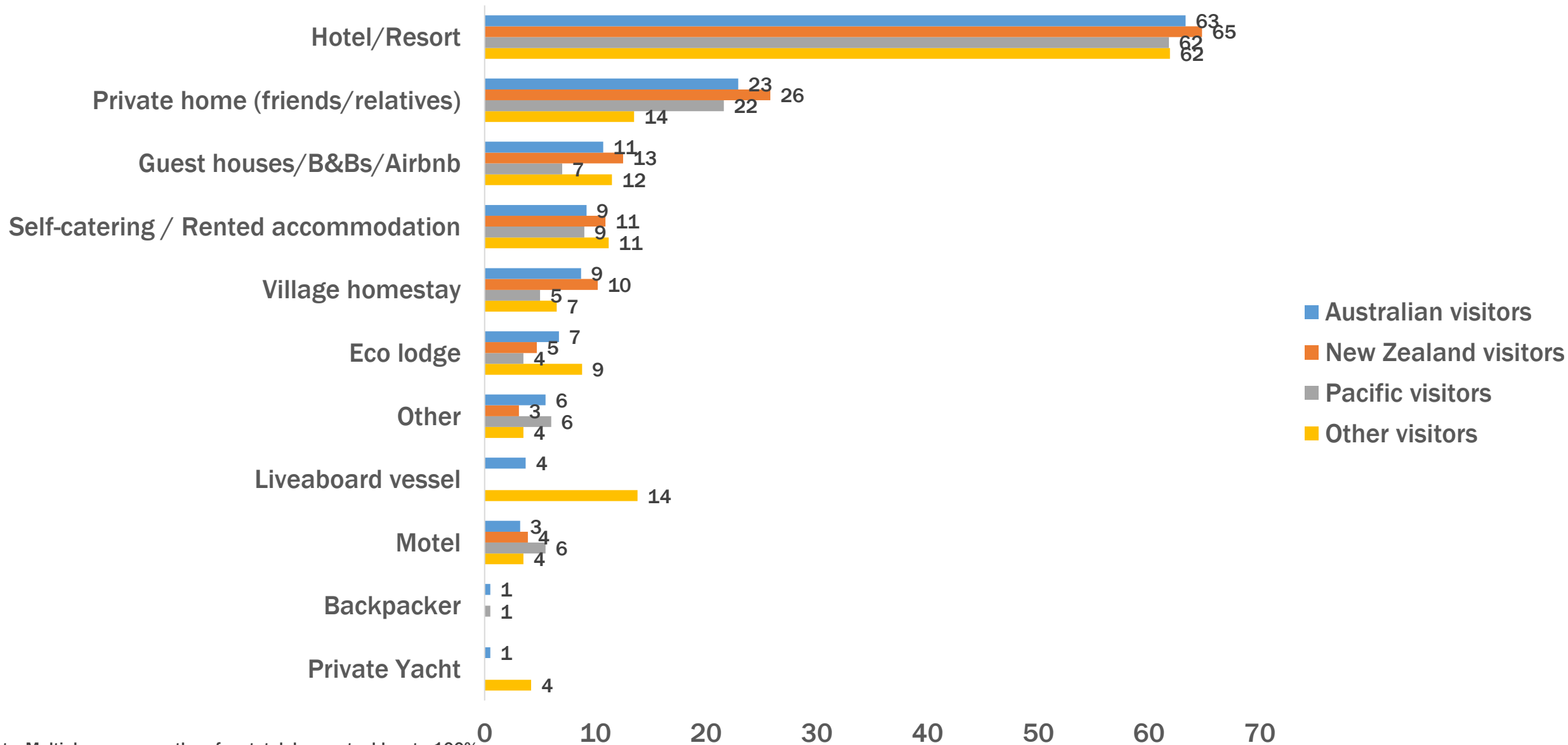
*N less than 30.

Types of Accommodation Used



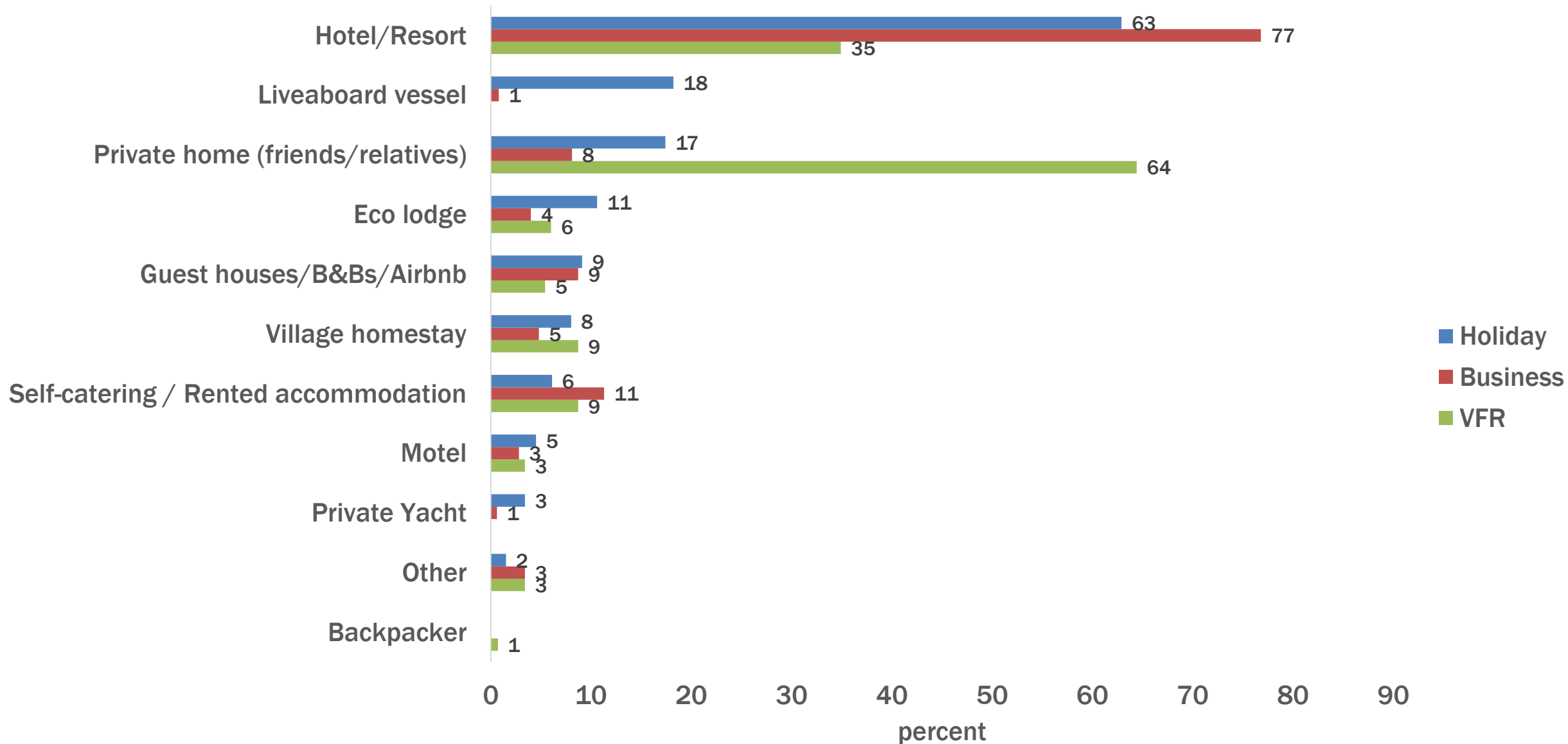
Note: Multiple responses, therefore total does not add up to 100%.

Types of Accommodation Used



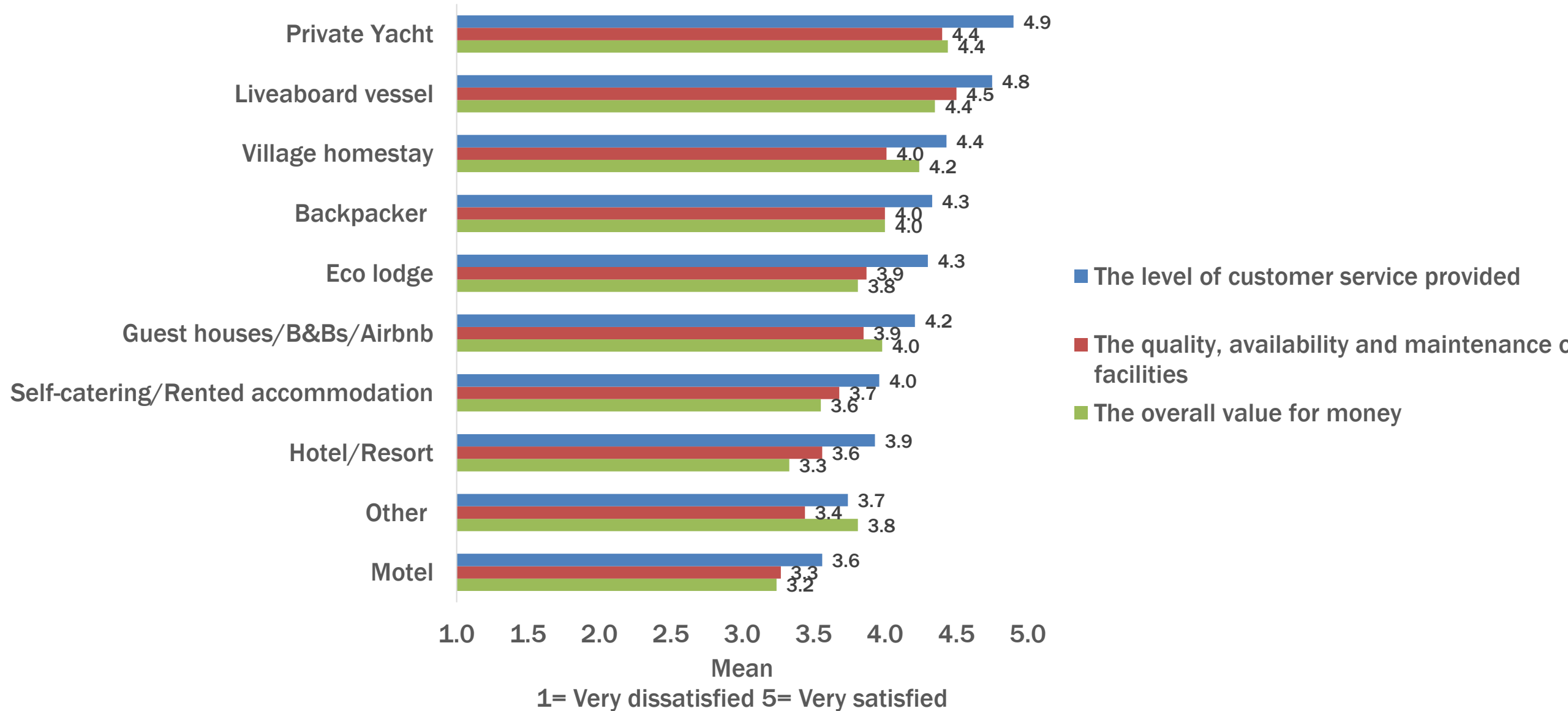
Note: Multiple responses, therefore total does not add up to 100%.

Types of Accommodation Used



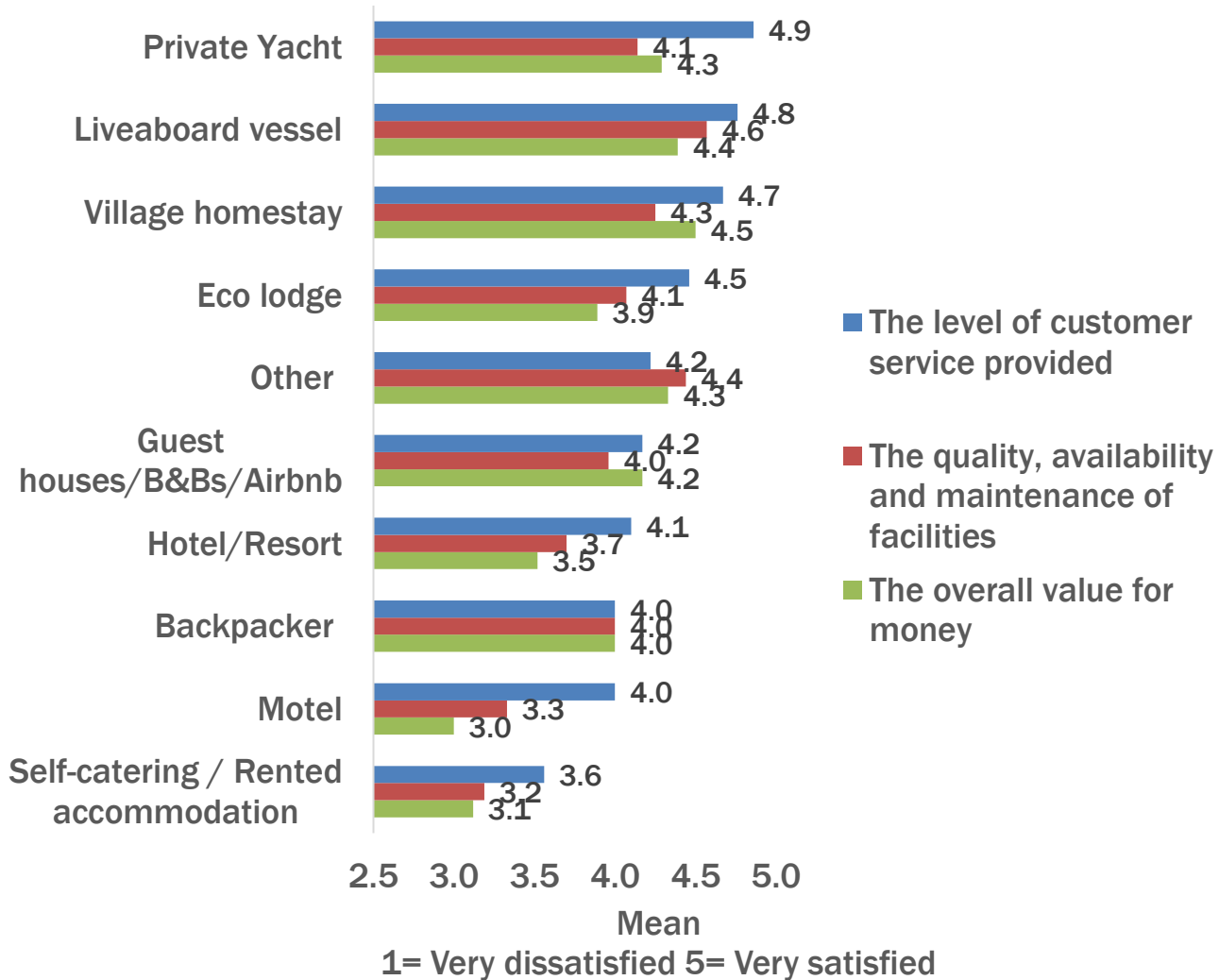
Note: Multiple responses, therefore total does not add up to 100%.

Satisfaction with Accommodation Used

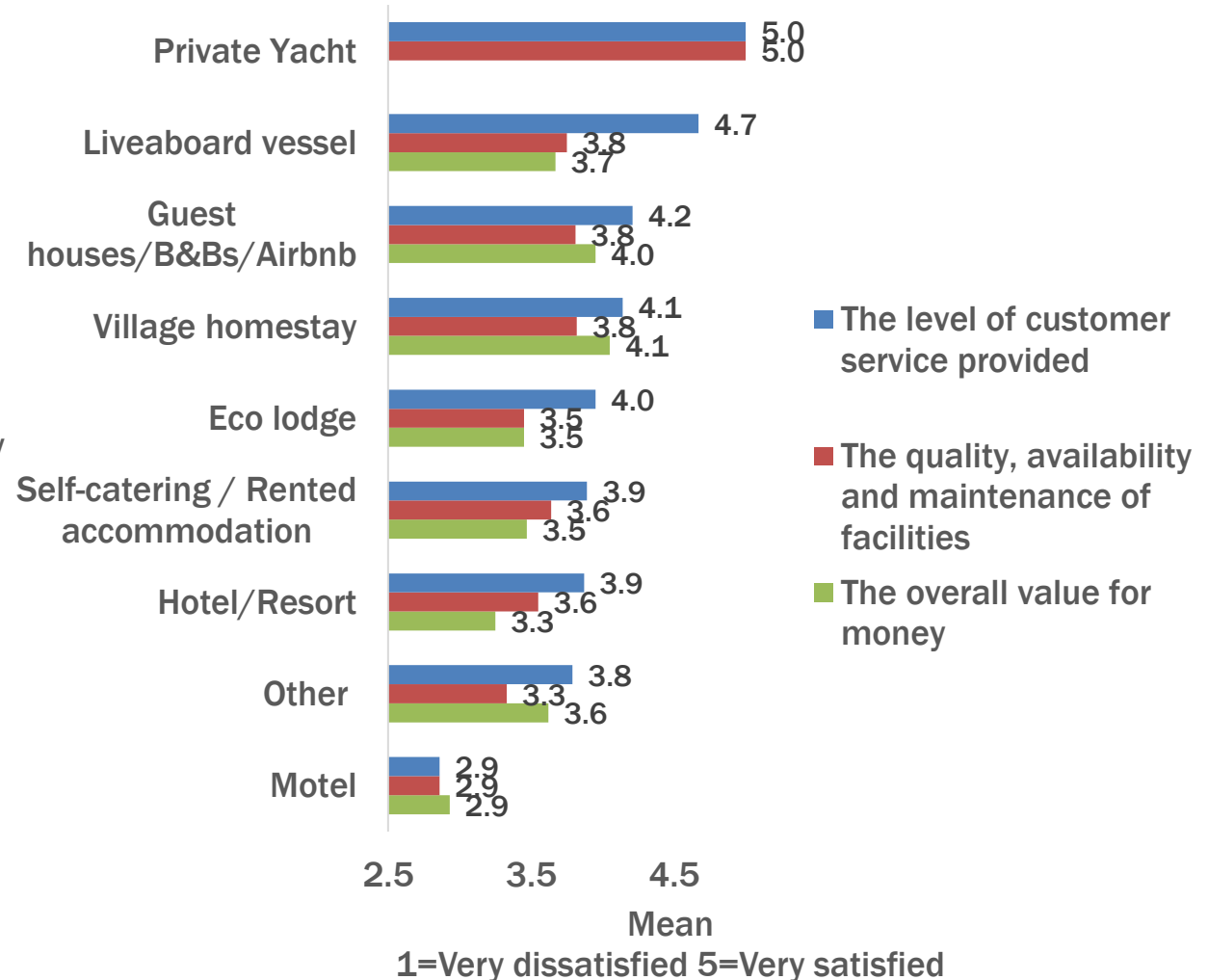


Satisfaction with Accommodation Used

Holiday



Business



Destinations and Airlines – All Visitors

For **29%** of all visitors, Solomon Islands was part of a larger journey. Among this group other destinations included:



- 62%** Other Pacific Countries
- 53%** Australia
- 10%** Asia
- 7%** New Zealand
- 2%** Europe
- 1%** North America
- 0.3%** Other

For **71%** of visitors, Solomon Islands is the sole destination on their trip.

Airlines Used

- 61%** Solomon Airlines
- 22%** Virgin Australia
- 19%** Air Niugini
- 13%** Fiji Airways
- 7%** Other
- 3%** Nauru Airlines
- 1%** Air Vanuatu

Destinations and Airlines – Holiday Visitors

For **42%** of holiday visitors, Solomon Islands was part of a larger journey, other destinations included:



- 68%** Other Pacific Countries
- 55%** Australia
- 13%** Asia
- 11%** New Zealand
- 1%** North America
- 1%** Europe
- 1%** Other

For **58%** of visitors, Solomon Islands is the sole destination on their trip.

Airlines Used

- 65%** Solomon Airlines
- 20%** Virgin Australia
- 15%** Air Niugini
- 14%** Fiji Airways
- 6%** Other
- 3%** Nauru Airlines
- 2%** Air Vanuatu

Destinations and Airlines – Business Visitors

For **24%** of business visitors, Solomon Islands was part of a larger journey, other destinations included:



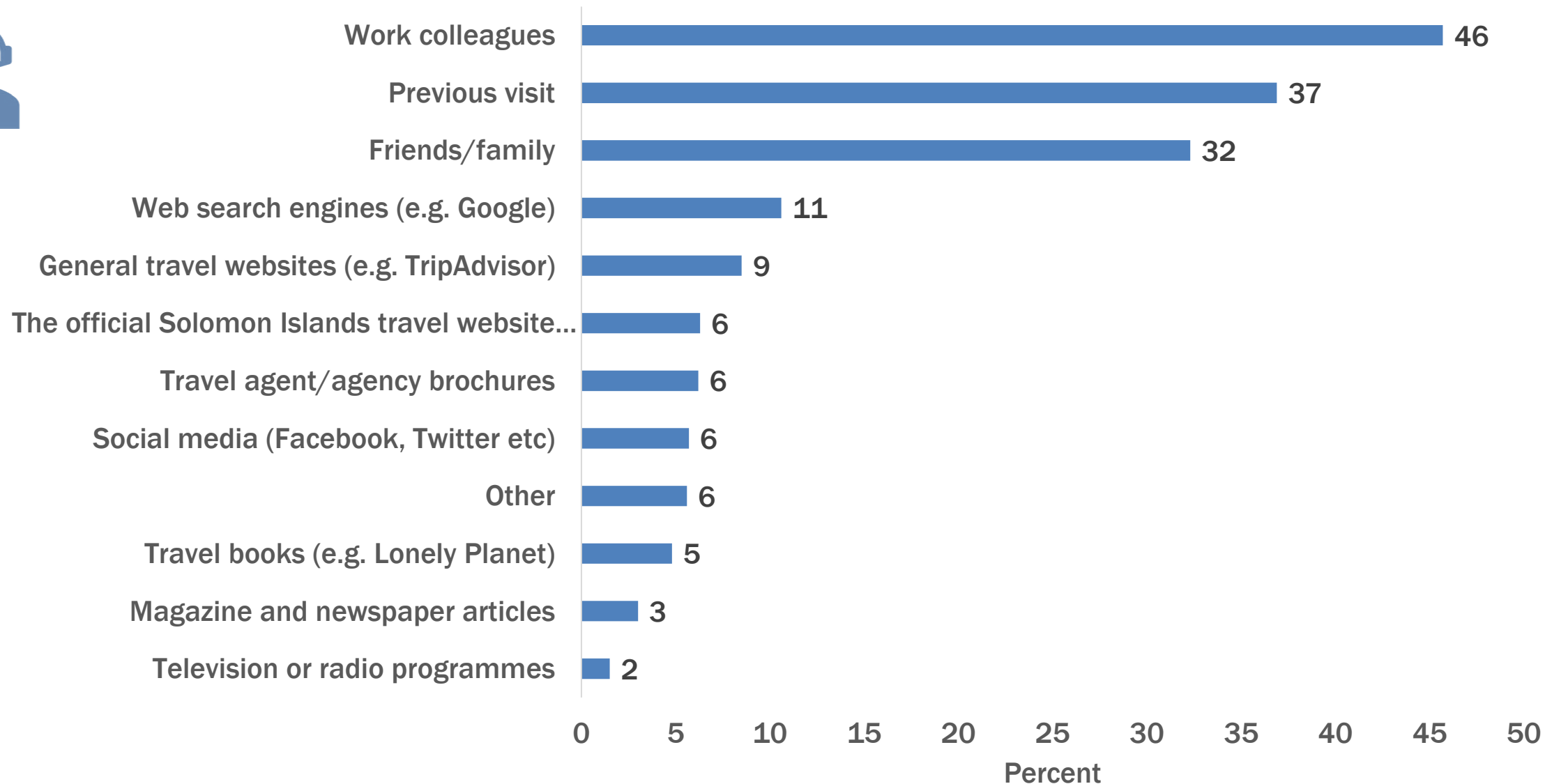
- 66%** Other Pacific Countries
- 45%** Australia
- 5%** Asia
- 4%** New Zealand
- 3%** Europe
- 2%** North America

For **76%** of visitors, Solomon Islands is the sole destination on their trip.

Airlines Used

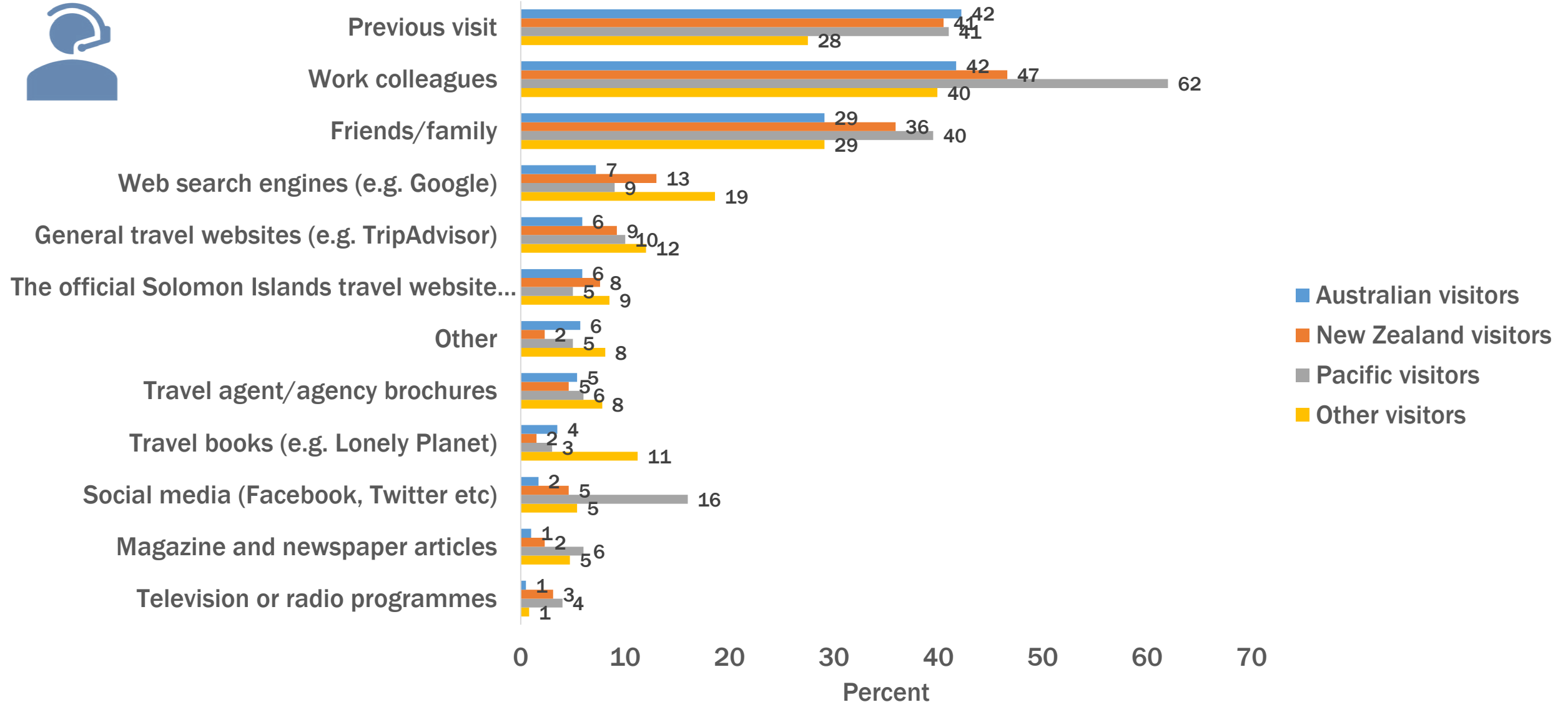
- 59%** Solomon Airlines
- 25%** Air Niugini
- 21%** Virgin Australia
- 12%** Fiji Airways
- 8%** Other
- 3%** Nauru Airlines
- 0.4%** Air Vanuatu

How Did You Find Out About the Solomon Islands?



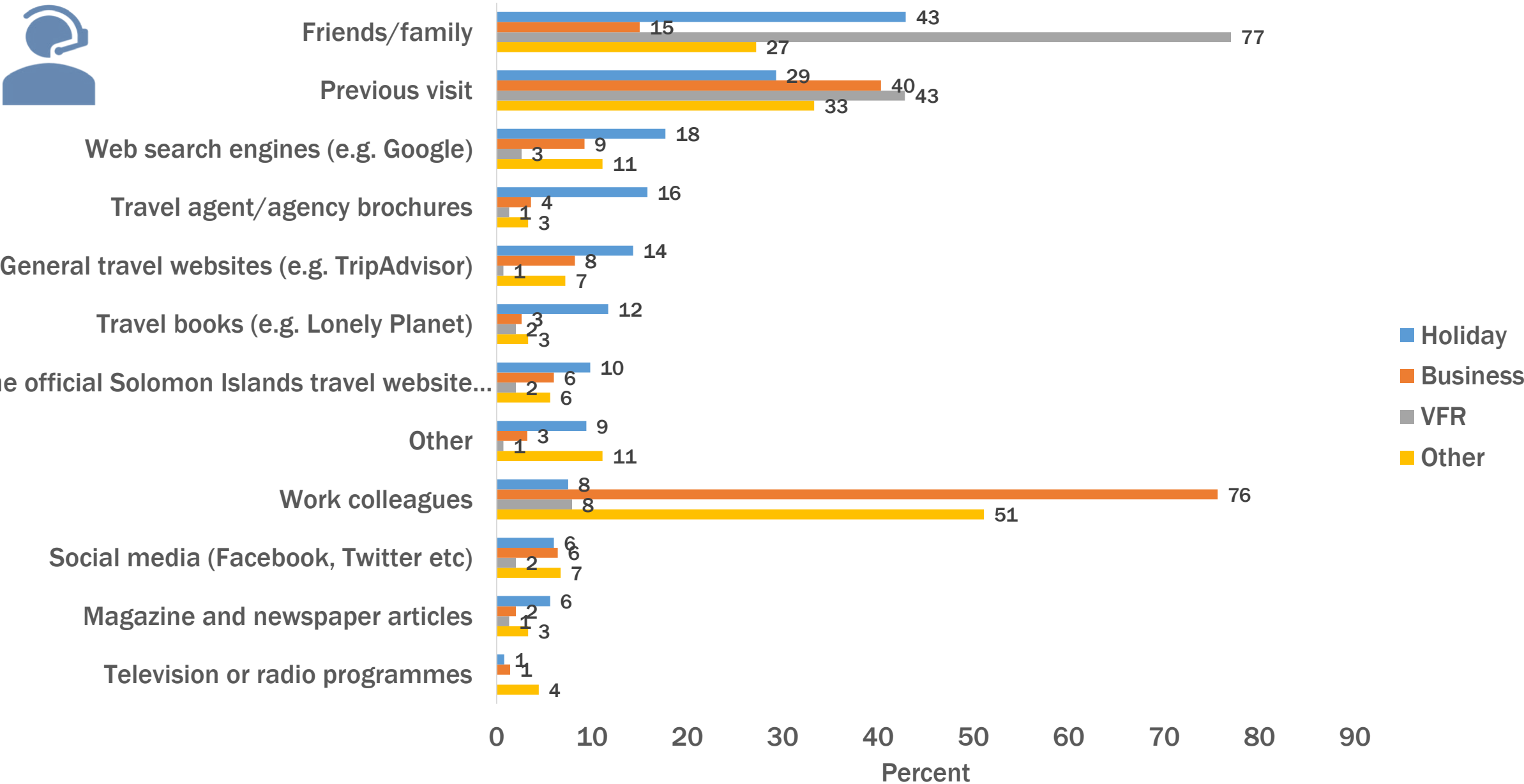
Note: Multiple responses, therefore total does not add up to 100%.

How Did You Find Out About the Solomon Islands?



Note: Multiple responses, therefore total does not add up to 100%.

How Did You Find Out About the Solomon Islands ?



Note: Multiple responses, therefore total does not add up to 100%.

Importance of Information Sources Used for Planning



Work colleagues/information from Organization

3.3

Previous visits

3.1

Friends/family

2.9

Web search engines (e.g. Google)

2.5

General travel websites (e.g. Trip Advisor)

2.2

Business websites (e.g. airline, hotel, tour)

2.1

The official Solomon Islands travel website (visitsolomons.com.sb)

2.1

Travel agent/travel brochures

1.9

Social media (Facebook, Twitter etc)

1.9

Travel books (e.g. Lonely Planet)

1.8

Magazine and newspaper articles

1.7

Television or radio programmes

1.5

1.2

1.7

2.2

2.7

3.2

Mean

1= Not at all important

5= Extremely important

Importance of Information Sources Used for Planning



Work colleagues/information from Organization

Previous visits

Friends/family

Web search engines (e.g. Google)

General travel websites (e.g. Trip Advisor)

The official Solomon Islands travel website...

Business websites (e.g. airline, hotel, tour)

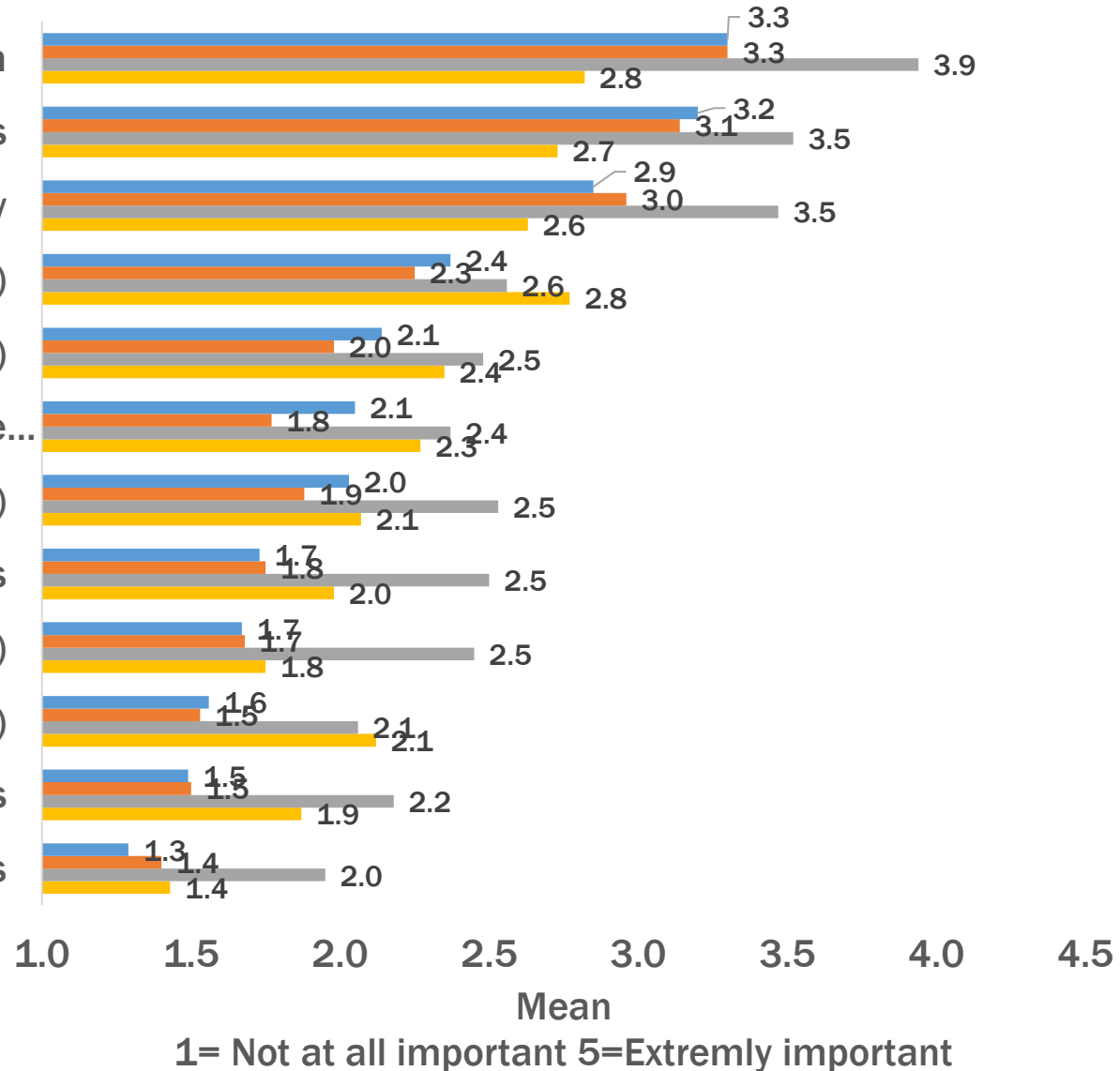
Travel agent/travel brochures

Social media (Facebook, Twitter etc)

Travel books (e.g. Lonely Planet)

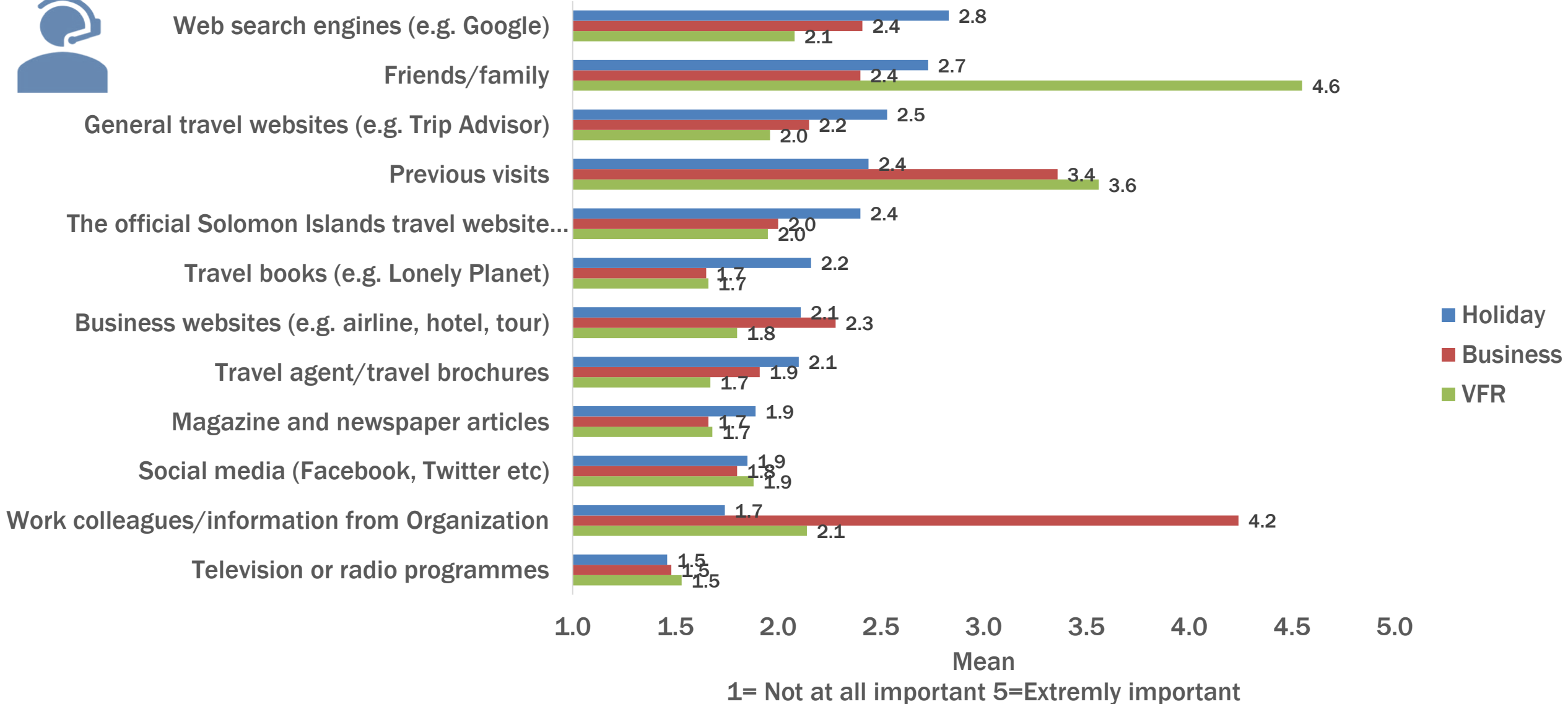
Magazine and newspaper articles

Television or radio programmes

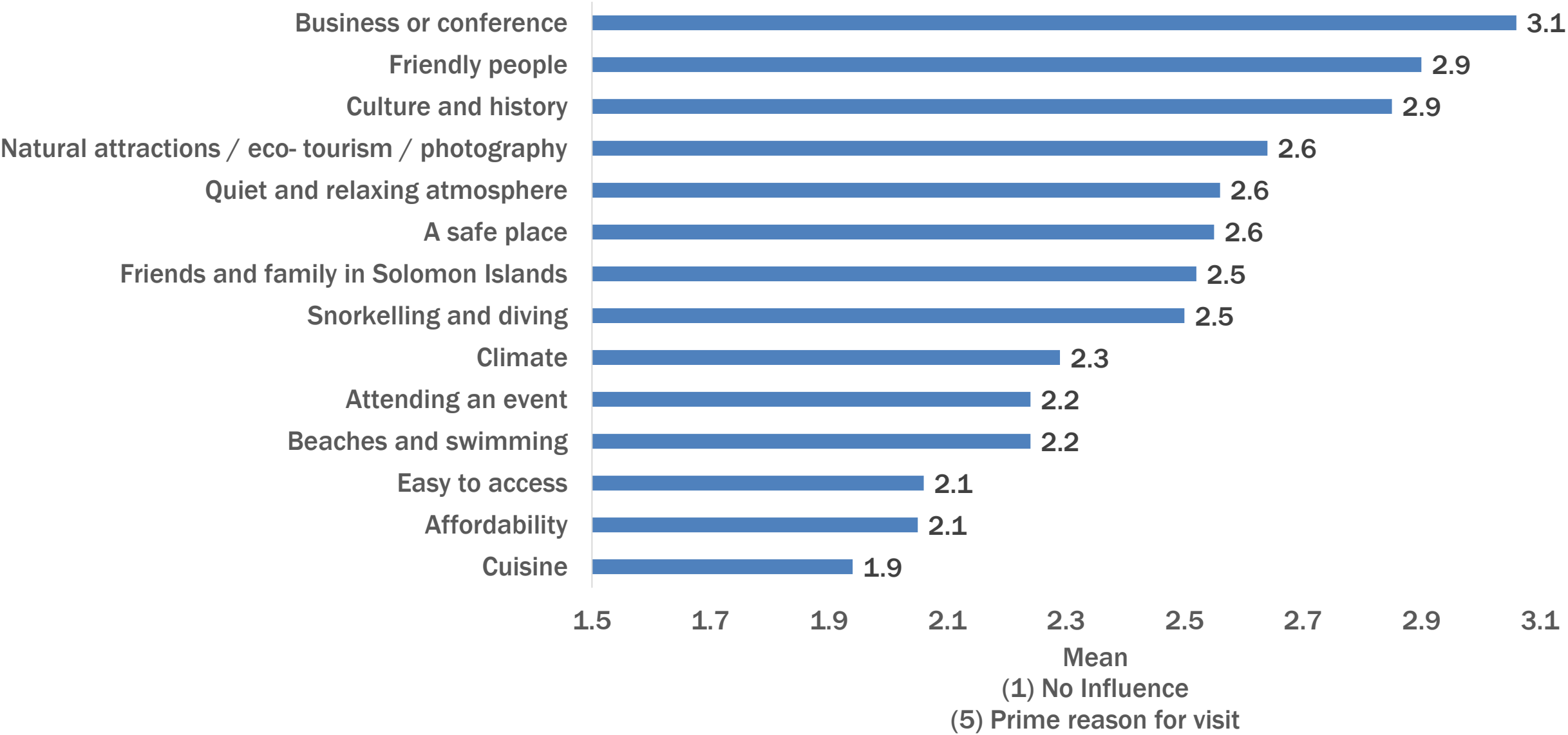


■ Australian visitors
■ New Zealand visitors
■ Pacific visitors
■ Other visitors

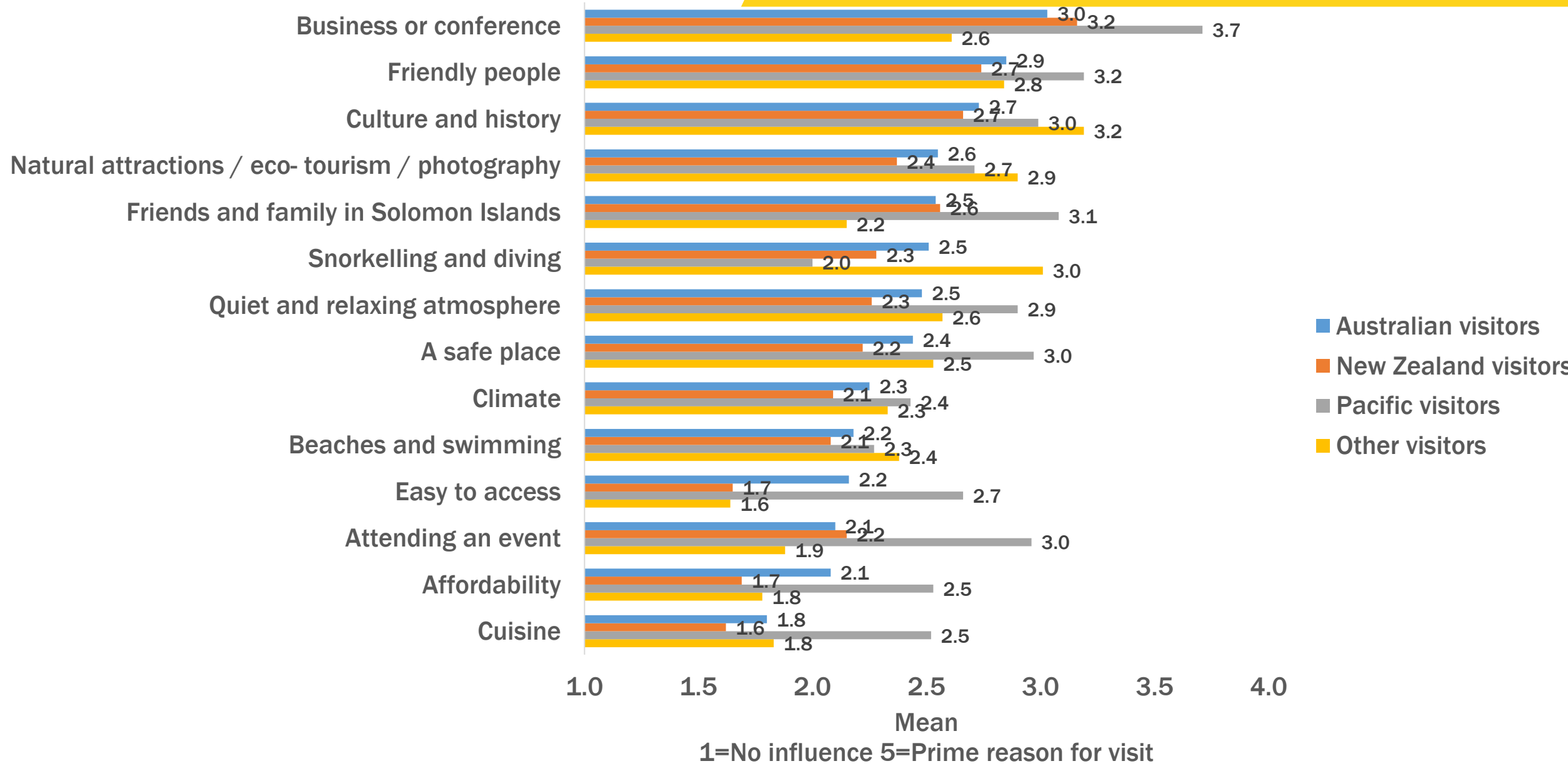
Importance of Information Sources Used for Planning



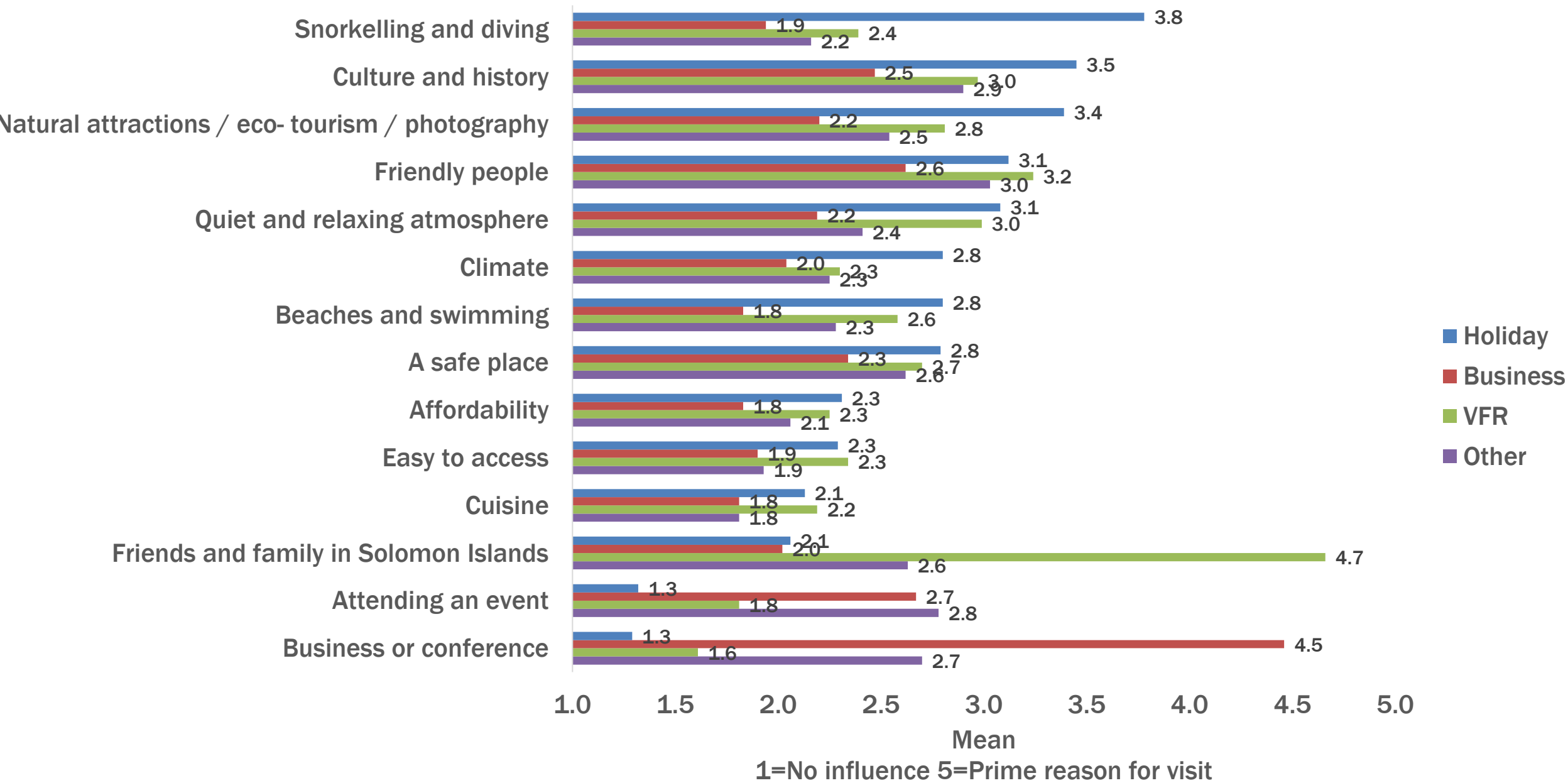
Factors Influencing the Decision to Visit Solomon Islands



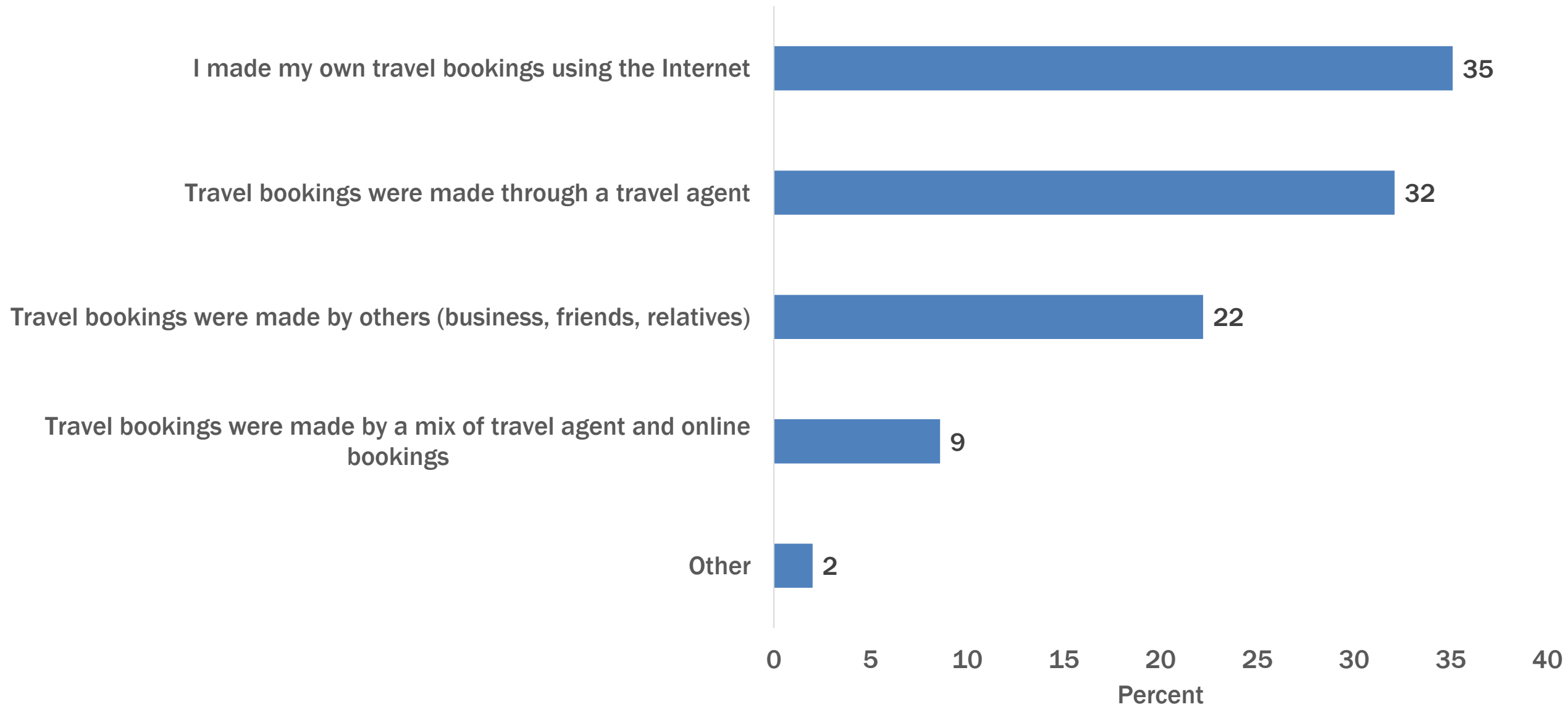
Factors Influencing the Decision to Visit Solomon Islands



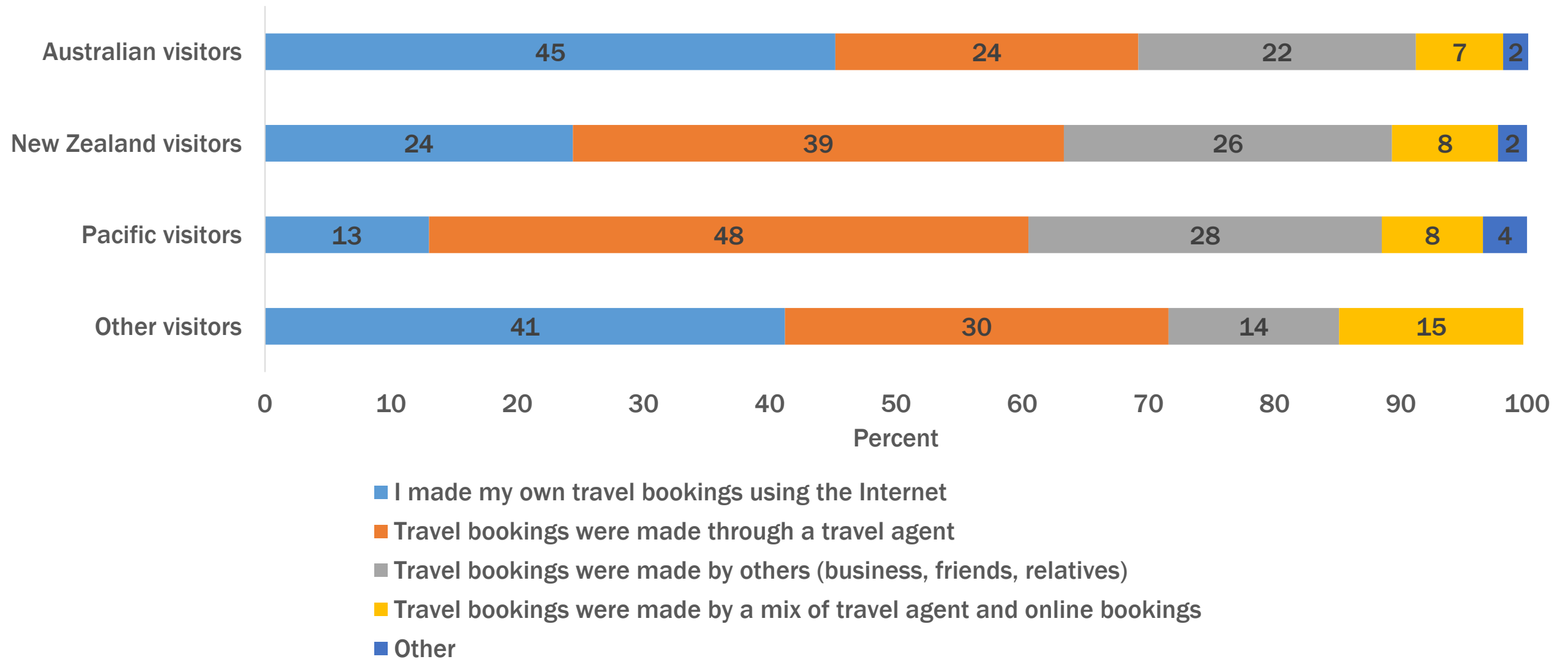
Factors Influencing the Visit to Solomon Islands



How Did You Purchase Your Travel?



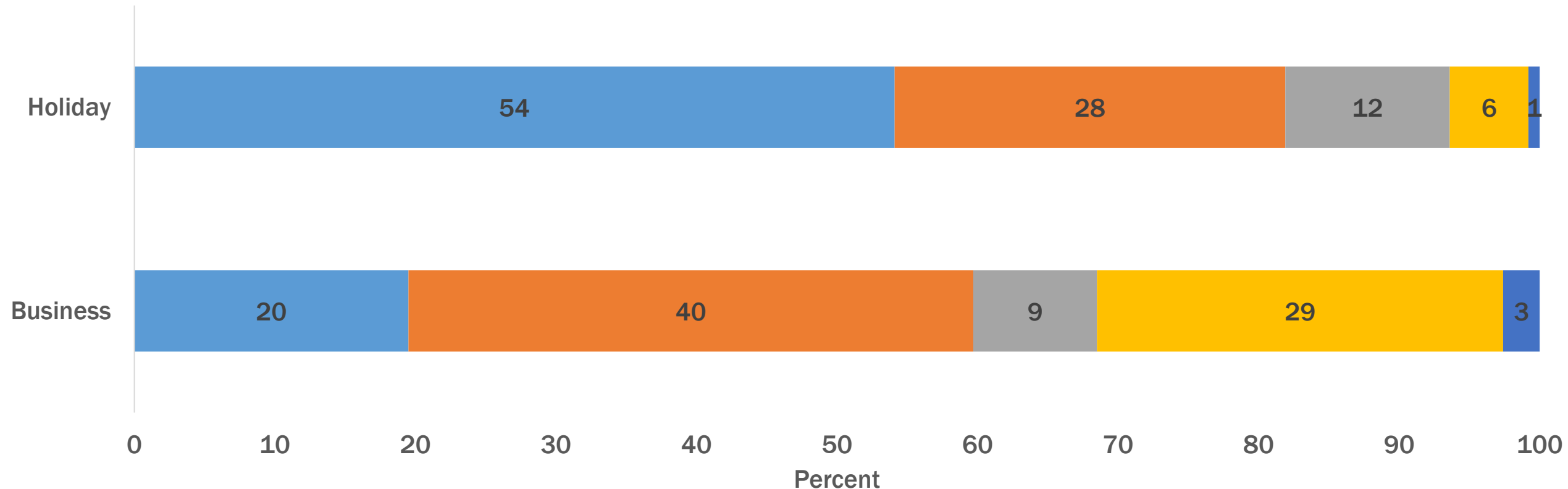
How Did You Purchase Your Travel?



Note: Numbers may not sum to 100% due to rounding.

How Did You Purchase Your Travel?

Holiday Visitors and Business Visitors



- I made my own travel bookings using the Internet
- Travel bookings were made through a travel agent
- Travel bookings were made by a mix of travel agent and online bookings
- Travel bookings were made by others (business, friends, relatives)
- Other



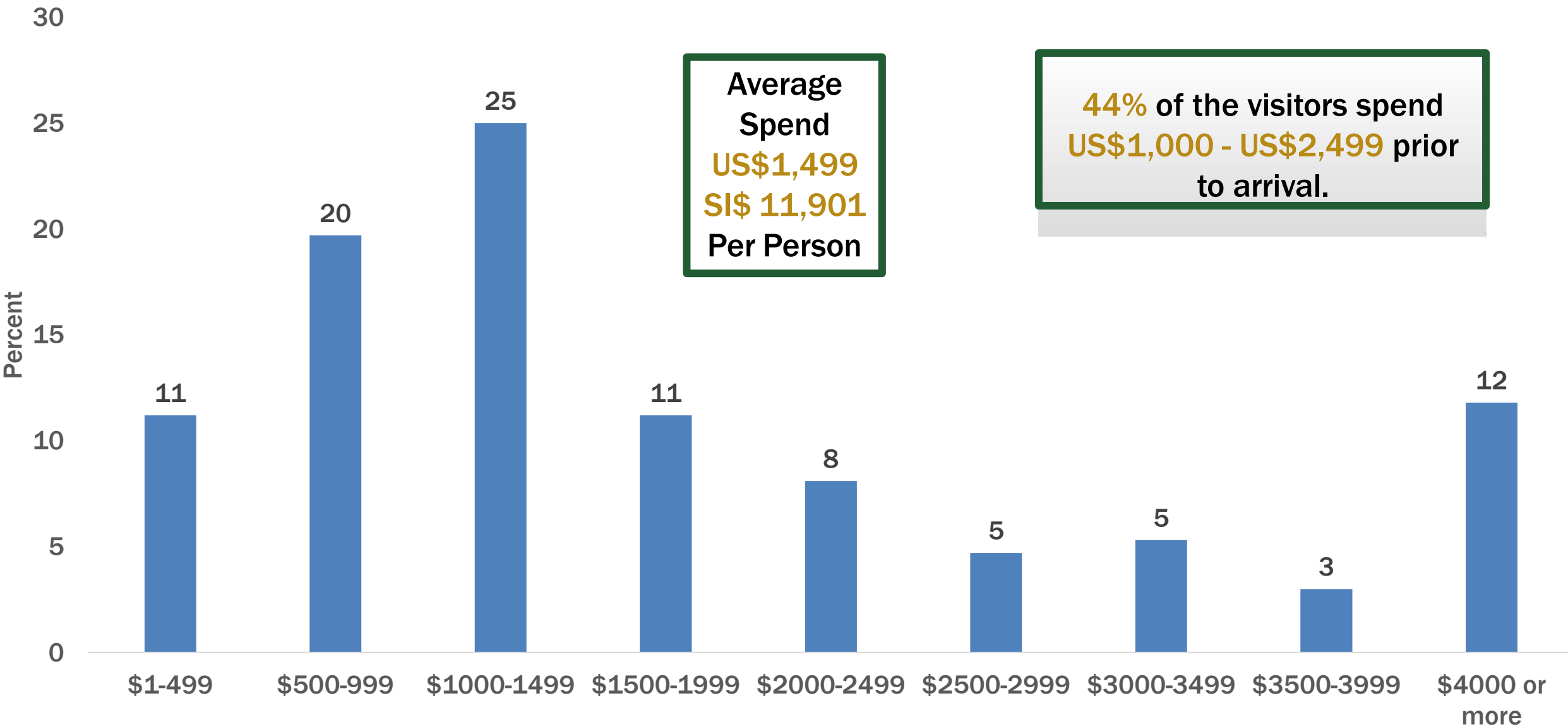
Solomon Islands

International Visitor Survey

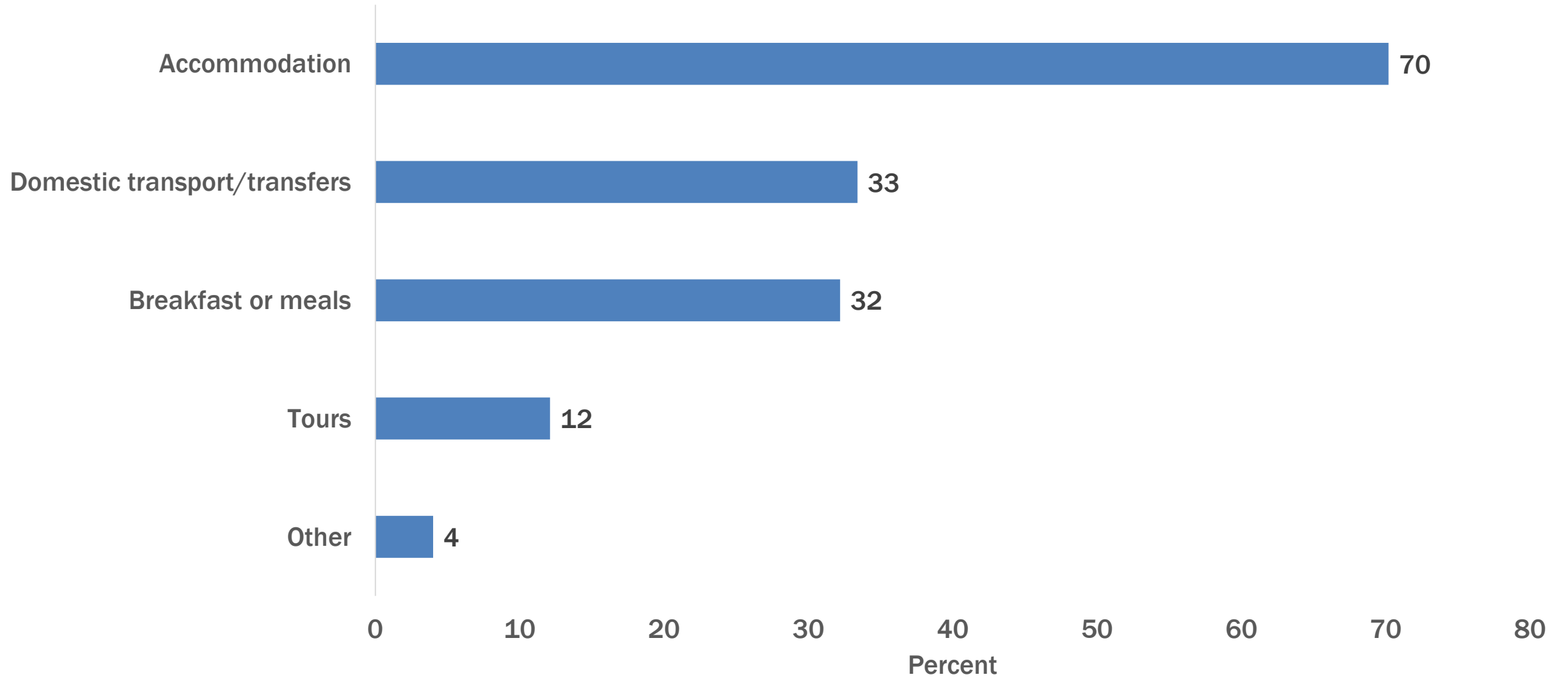
Visitor Expenditure

Money spent prior to arrival and while in Solomon Islands, and a breakdown of visitor spend.

Prepaid Expenditure

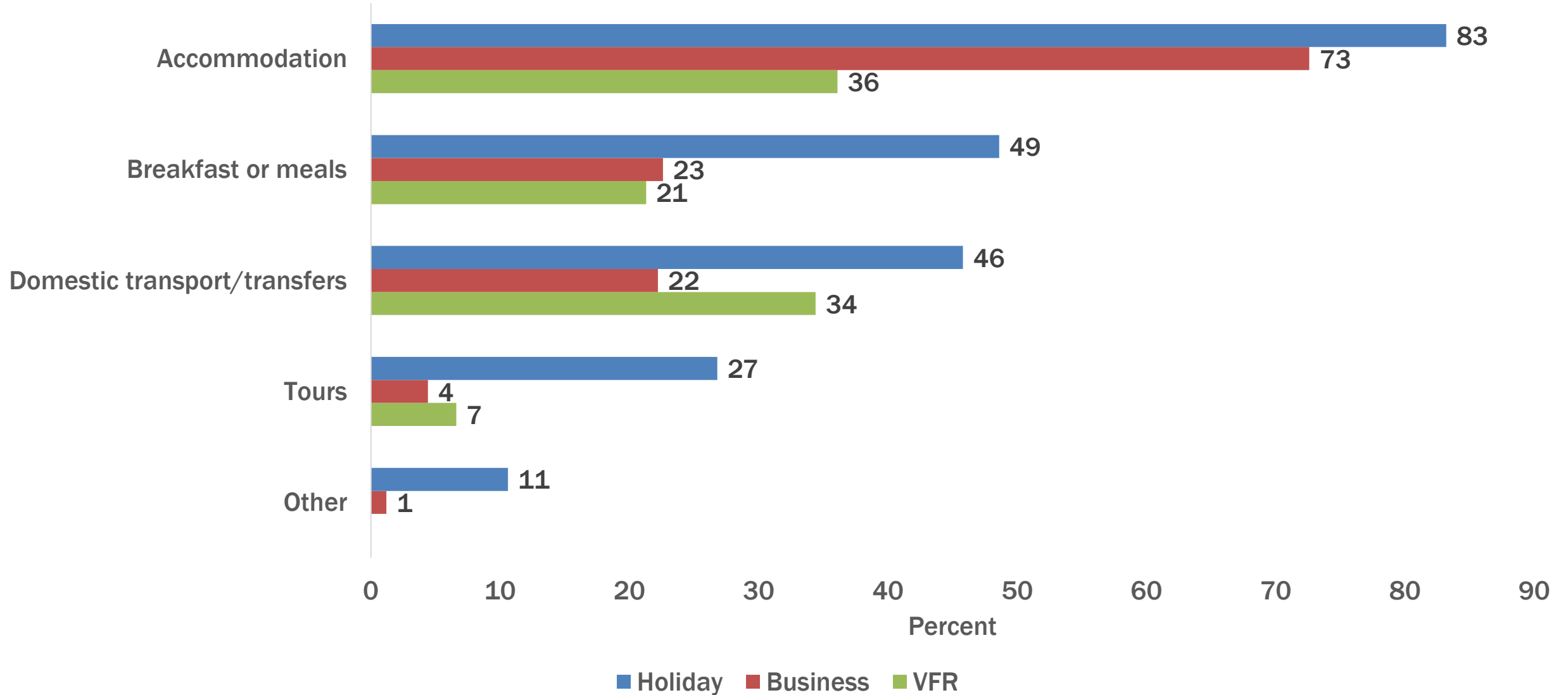


Prepaid Items



Note: Multiple responses, therefore total does not add up to 100%.

Prepaid Items



Note: Multiple responses, therefore total does not add up to 100%.

Local Expenditure Per Person Per Day

Figures cover a total of **1347 adults** and **235 children**

(covering 5.7% of visitor arrivals*)

Expenditure Items	Mean (US\$)	Mean (SI\$)	(% of spend)
Accommodation	23.0	182.9	39.3
Restaurants, cafes & bars	11.2	88.8	19.1
Groceries	4.1	32.5	7.0
Domestic flights	4.1	32.5	7.0
Shopping	3.9	31.1	6.7
Water activities	2.0	15.9	3.4
Internet cost	2.0	15.8	3.4
Other	1.9	14.7	3.2
Tours and sightseeing	1.8	14.3	3.1
Vehicle rental	1.7	13.8	3.0
Public transport	1.0	8.0	1.7
Petrol	1.0	7.7	1.7
Land based activities	1.0	7.6	1.6



Each visitor spends on average a total of **US\$59** (SI\$466) per day while in Solomon Islands

Local Expenditure Per Person Per Day – US\$ (Mean)

Expenditure Items	Australia n=405	New Zealand n=131	PICs n=201	Other n=260
Accommodation	18.1	28.3	22.6	31.8
Restaurants, cafes & bars	9.5	14.9	9.7	15.0
Domestic flights	3.6	8.6	1.8	5.6
Groceries	3.4	6.4	4.5	4.6
Shopping	2.9	3.2	4.7	5.6
Other	1.9	1.3	1.8	1.8
Water activities	1.5	1.9	1.4	3.6
Tours and sightseeing	1.5	1.7	1.4	2.8
Internet cost	1.1	3.3	2.8	2.6
Land based activities	0.9	0.9	1.0	1.2
Petrol	0.8	1.3	1.0	1.1
Vehicle rental	0.8	2.3	2.3	2.9
Public transport	0.5	1.4	1.7	1.2

Totals

Australia **US\$47 (SI\$370)**

New Zealand **US\$75 (SI\$599)**

PICs **US\$57 (SI\$450)**

Other **US\$80 (SI\$633)**

Local Expenditure Per Person Per Day – SI\$ (Mean)

Expenditure Items	Australia n=405	New Zealand n=131	PICs n=201	Other n=260
Accommodation	144.0	224.7	179.7	252.3
Restaurants, cafes & bars	75.2	118.4	76.7	119.5
Domestic flights	28.9	67.9	14.4	44.2
Groceries	26.8	50.5	35.5	36.6
Shopping	22.9	25.1	37.7	44.1
Other	14.9	10.4	14.0	14.5
Water activities	12.0	15.4	11.2	28.6
Tours and sightseeing	12.0	13.3	11.3	22.3
Internet cost	8.7	26.0	22.6	20.3
Land based activities	7.1	7.5	7.7	9.2
Petrol	6.7	10.6	7.7	8.9
Vehicle rental	6.3	18.1	17.9	23.2
Public transport	4.1	11.0	13.2	9.7

Totals

Australia **US\$47 (SI\$370)**

New Zealand **US\$75 (SI\$599)**

PICs **US\$57 (SI\$450)**

Other **US\$80 (SI\$633)**

Local Expenditure Per Person Per Day – US\$ (Mean)

Responses Expenditure Items	Holiday n=266	Business & Conference n=504	VFR n=152
Accommodation	14.5	46.7	7.3
Restaurants, cafes and bars	7.8	20.9	7.9
Water activities	4.8	1.0	1.5
Domestic flights	4.6	4.9	3.0
Shopping	4.4	5.4	2.1
Tours and sightseeing	3.6	1.4	1.3
Groceries	2.3	4.9	4.4
Internet cost	1.0	3.6	1.2
Land based activities	1.0	1.6	0.5
Other	0.9	3.6	1.5
Vehicle rental	0.8	3.9	1.1
Petrol	0.7	0.9	1.9
Public transport	0.6	1.5	0.5

Totals

Holiday **US\$47 (SI\$373)**

Business & Conference

US\$100 (SI\$797)

VFR **US\$34 (SI\$271)**

Local Expenditure Per Person Per Day – SI\$(Mean)

Responses Expenditure Items	Holiday n=266	Business & Conference n=504	VFR n=152
Accommodation	115.3	370.5	58.2
Restaurants, cafes and bars	61.6	166.0	62.7
Water activities	38.1	8.2	12.0
Domestic flights	36.2	39.2	23.8
Shopping	35.0	43.3	16.6
Tours and sightseeing	28.5	10.8	10.7
Groceries	18.0	38.6	35.0
Internet cost	8.2	28.6	9.8
Land based activities	7.8	12.7	3.7
Other	7.1	28.7	11.7
Vehicle rental	6.7	30.9	8.7
Petrol	5.8	6.9	14.7
Public transport	4.6	12.2	3.8

Totals

Holiday **US\$47 (SI\$373)**

Business & Conference

US\$100 (SI\$797)

VFR **US\$34 (SI\$271)**

Average Expenditure Per Visit (US\$/SI\$)

Respondents	N=405	N=131	N=201	N=260
Market	Australia	New Zealand	PICs	Other
Prepaid (60%)	US\$755/SI\$5,997	US\$712/SI\$5,649	US\$506/SI\$4,016	US\$1,369/SI\$10,866
In-country spend	US\$447/SI\$3,515	US\$675/SI\$5,391	US\$524/SI\$4,140	US\$800/SI\$6,330
Total spend	US\$1,202/SI\$9,512	US\$1,387/SI\$11,040	US\$1,030/SI\$8,156	US\$2,169/SI\$17,196

Average Expenditure Per Visit (US\$/SI\$)

Respondents	N=266	N=504	N=152
Purpose of visit	Holiday	Business & Conference	VFR
Prepaid (60%)	US\$1,223/SI\$9,708	US\$933/SI\$7,407	US\$724/SI\$5,750
In-country spend	US\$465/SI\$3,693	US\$810/SI\$6,546	US\$384/SI\$3,062
Total spend	US\$1,688/SI\$13,401	US\$1,743/SI\$13,863	US\$1,108/SI\$8,812

Contribution to Solomon Islands Economy

Average Prepaid
Spend

60%
Flowing Back

Per Person
Per Visit
US\$899
(SI\$7,106)

Per Person
Per Day
US\$94
(SI\$740)

Average Spend
While In Solomon
Islands

Per Person
Per Visit
US\$566
(SI\$4,474)

Per Person
Per Day
US\$59
(SI\$466)

Per Person Per Day
US\$153 (SI\$ 1,206)
Per Person Per Visit
US\$1,465 (SI\$ 11,580)



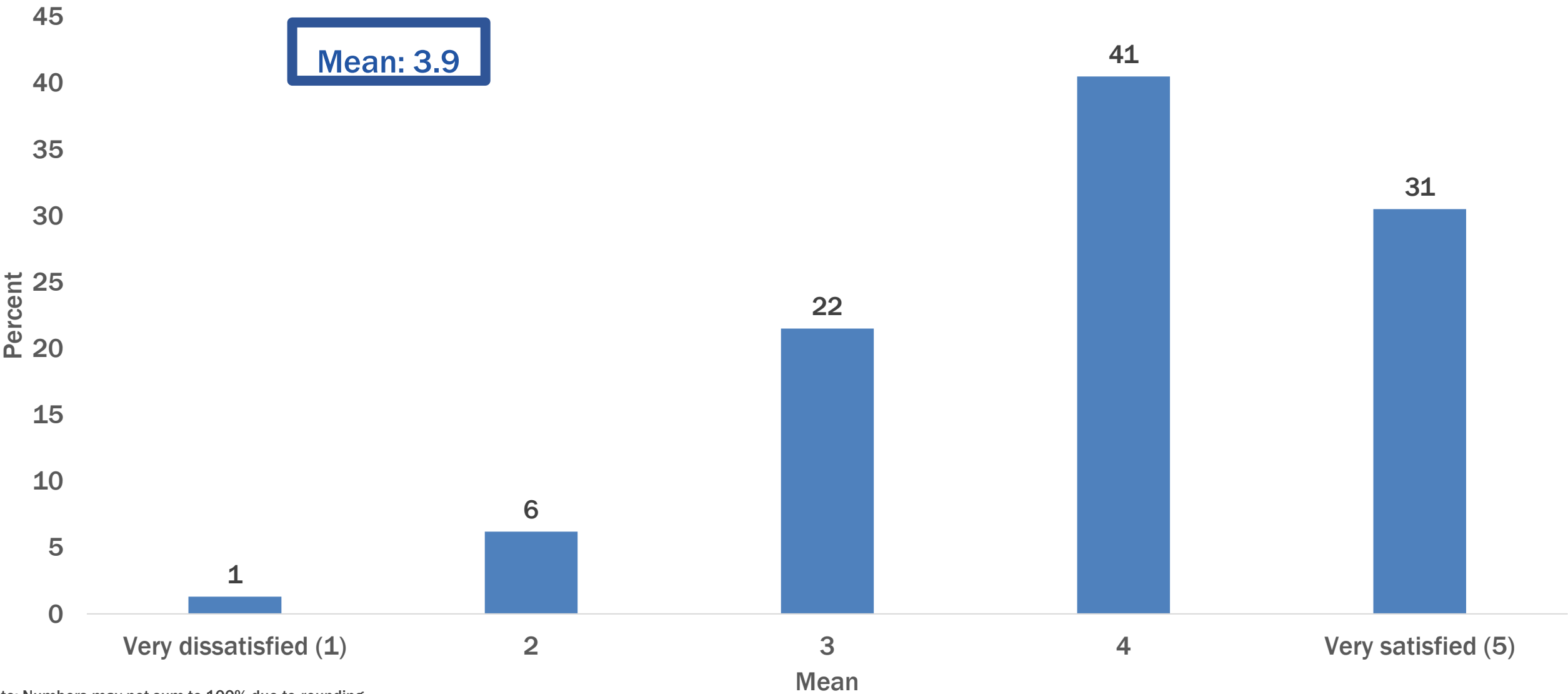
Solomon Islands

International Visitor Survey

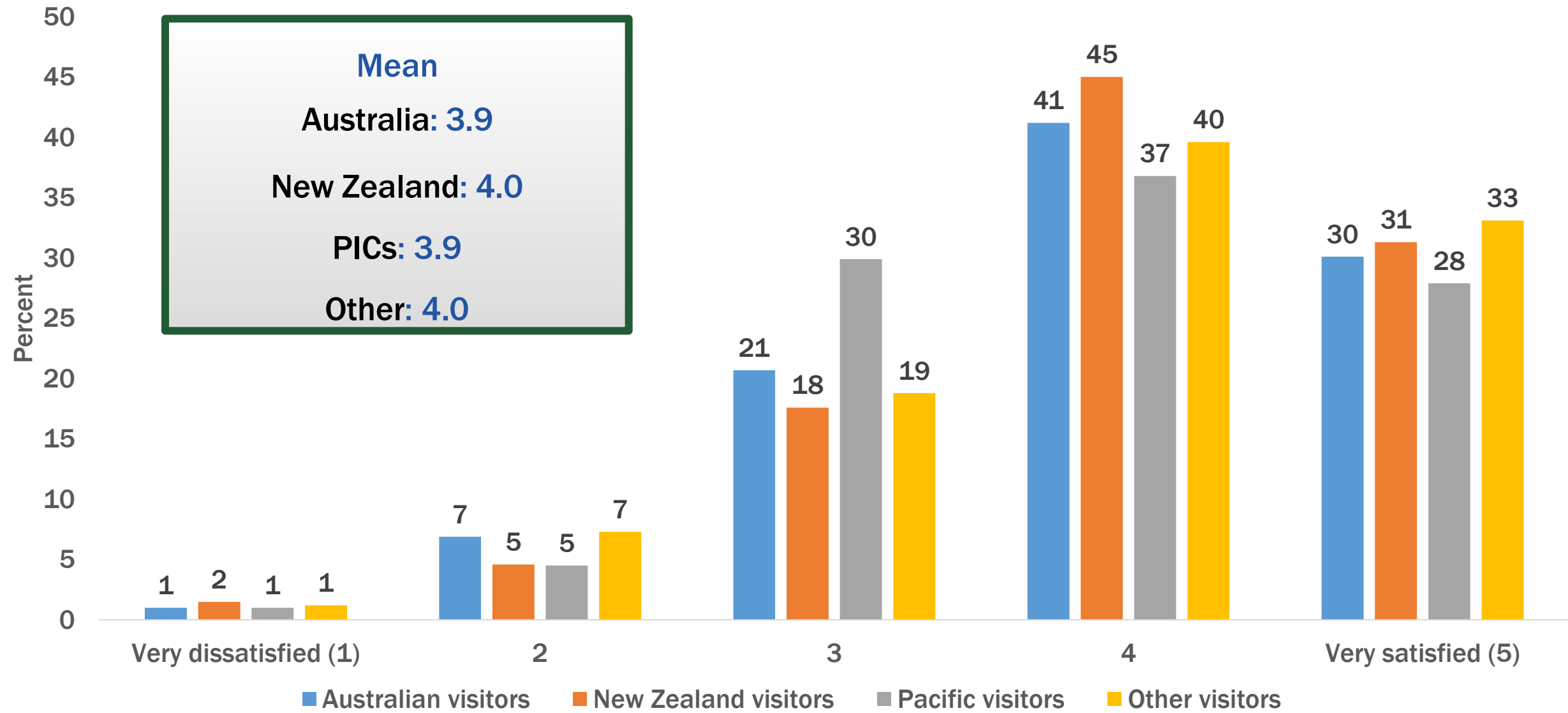
Visitor Satisfaction

Most and least appealing elements of the visit and overall satisfaction with Solomon Islands.

Overall Satisfaction

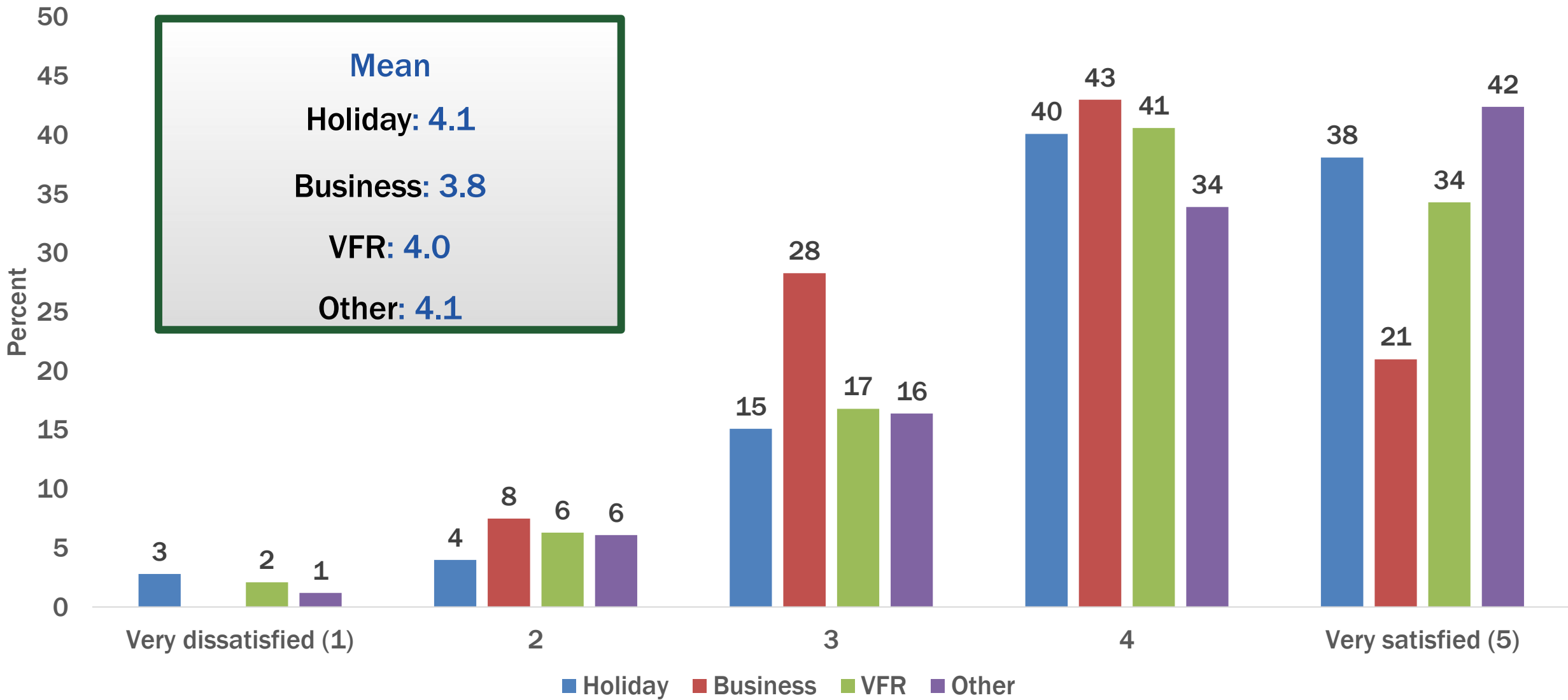


Overall Satisfaction



Note: Numbers may not sum to 100% due to rounding.

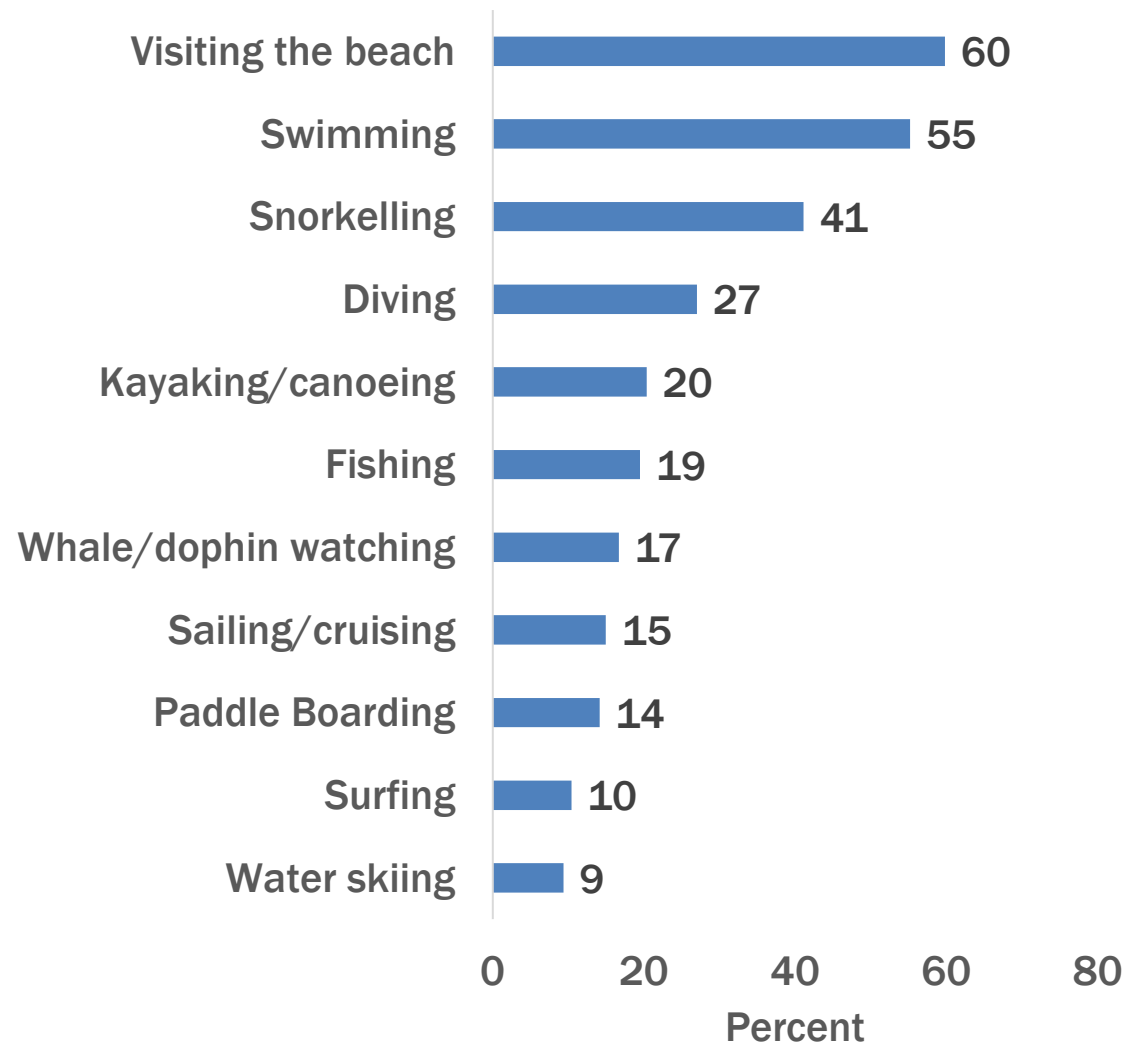
Overall Satisfaction



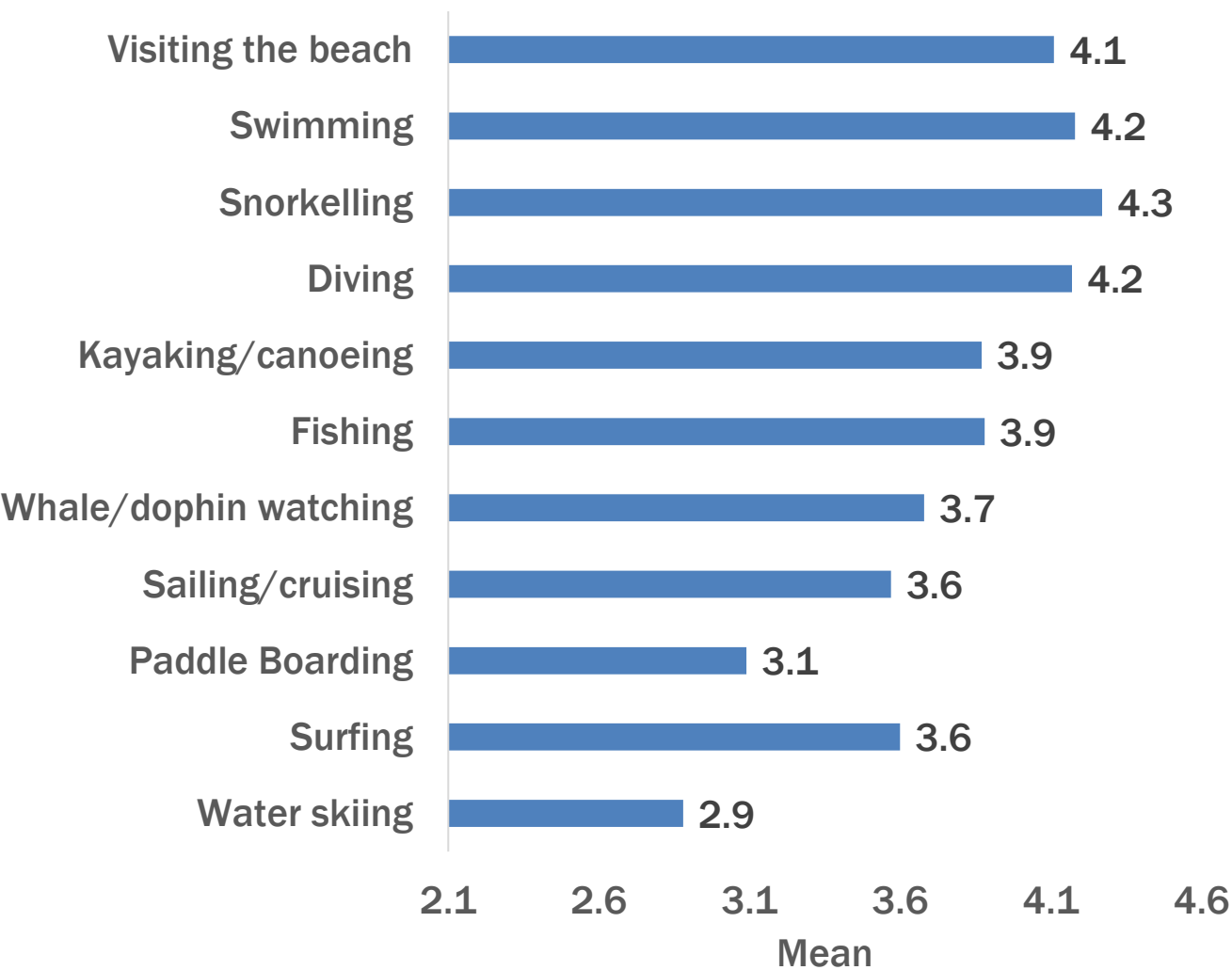
Note: Numbers may not sum to 100% due to rounding.

Water Based Activities

Degree of participation



Satisfaction

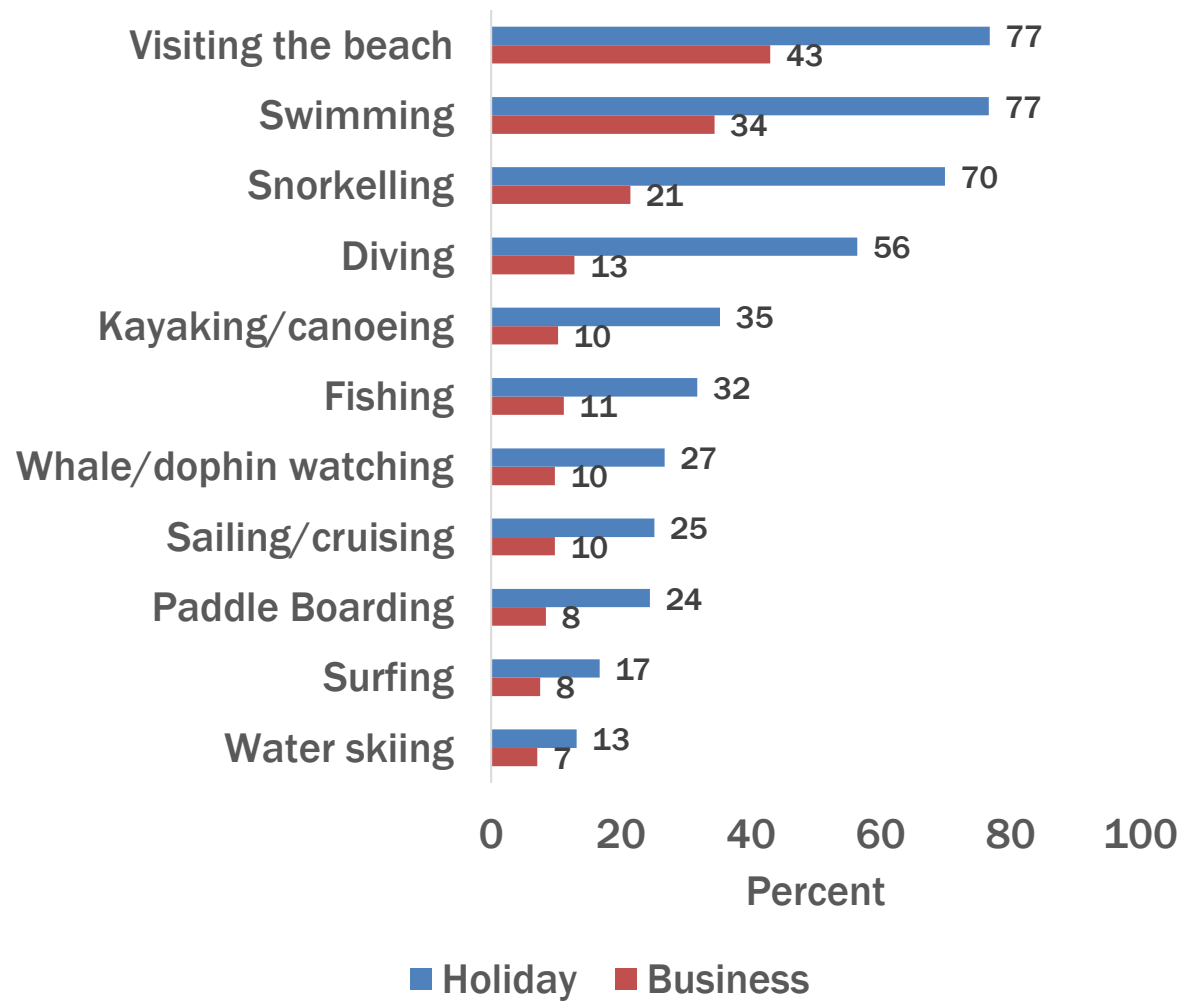


Note: Multiple responses, therefore total does not add up to 100%.

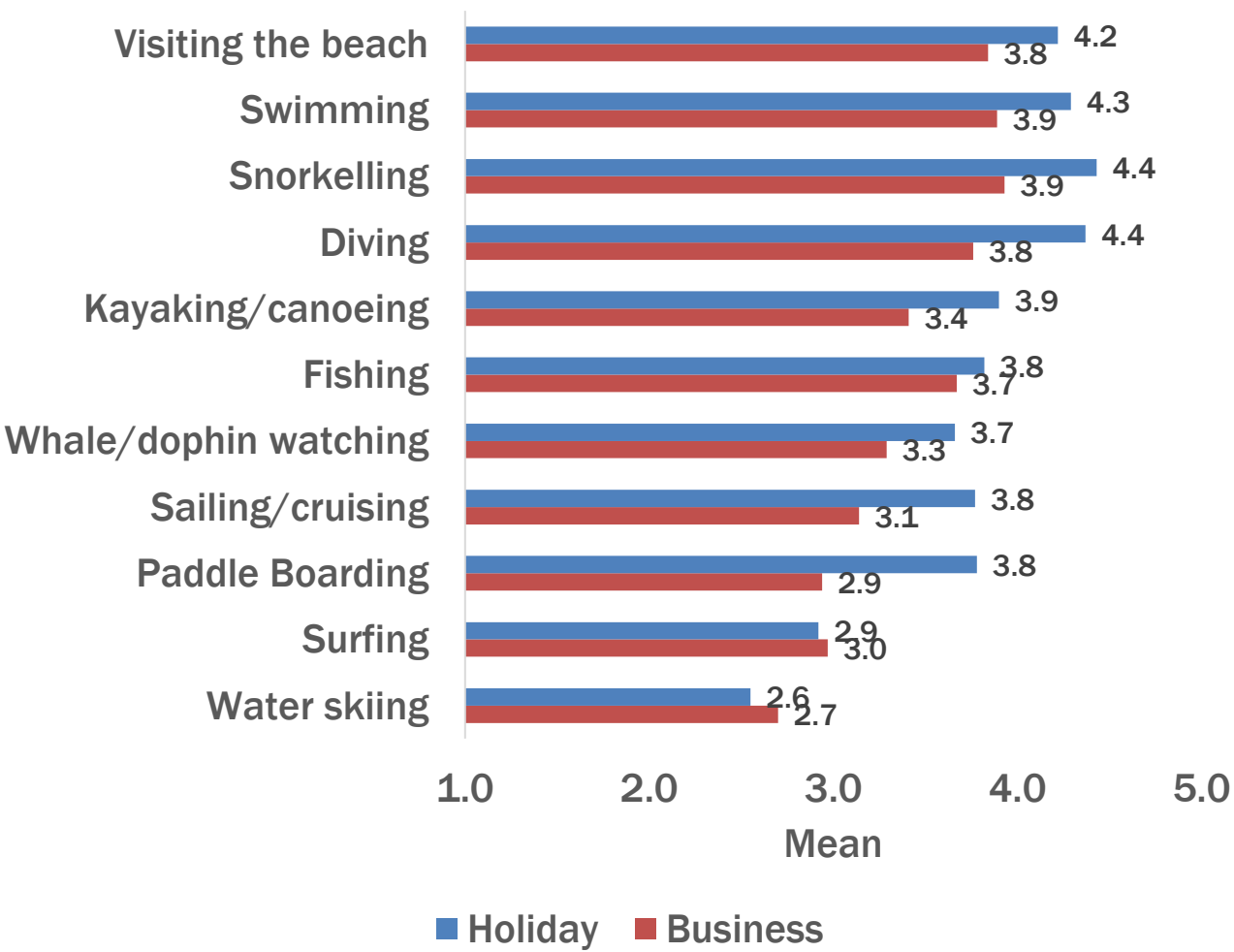
Water Based Activities

Holiday and Business Visitors

Degree of participation



Satisfaction



Note: Multiple responses, therefore total does not add up to 100%.

Cultural Interaction Activities

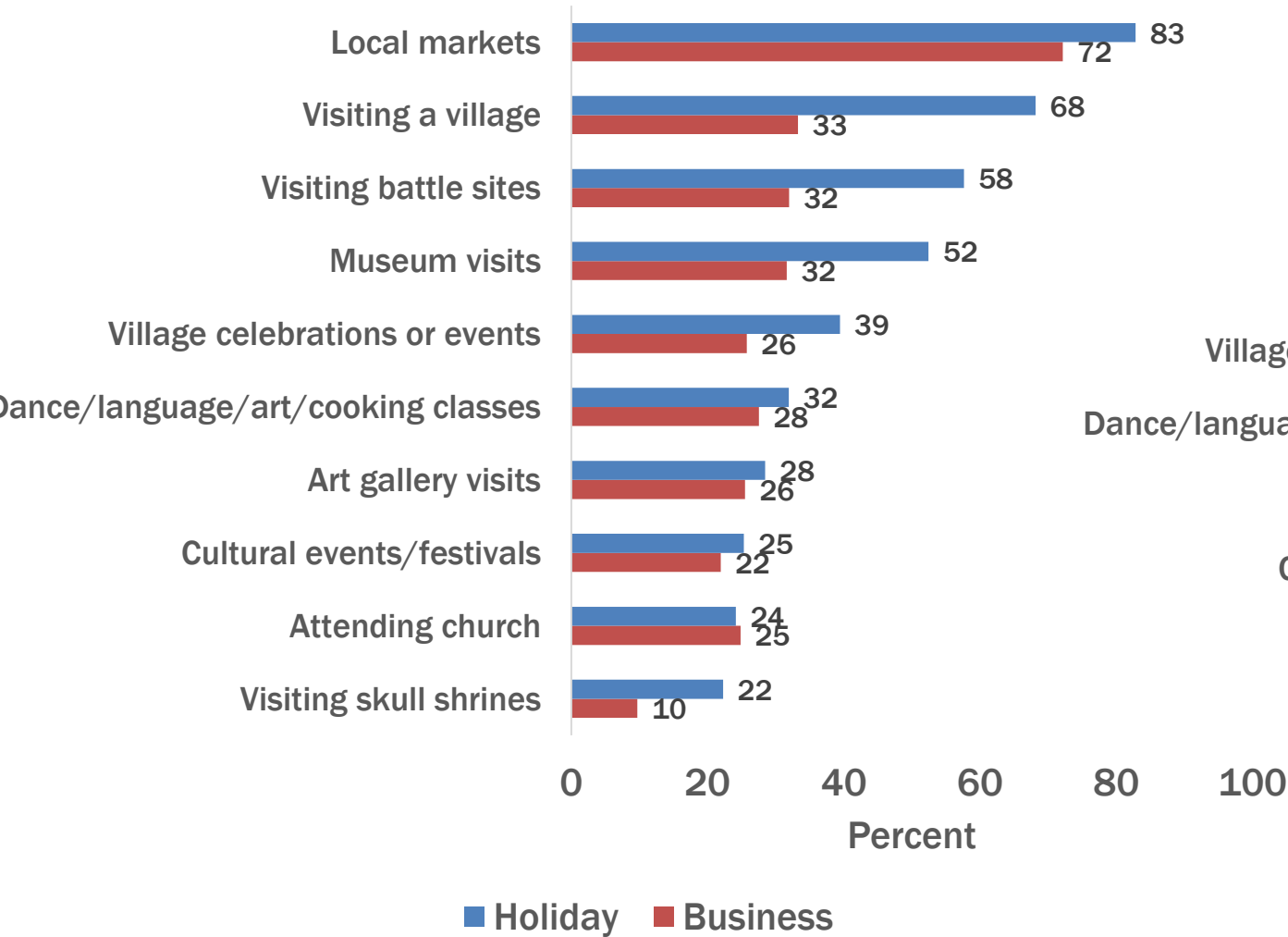


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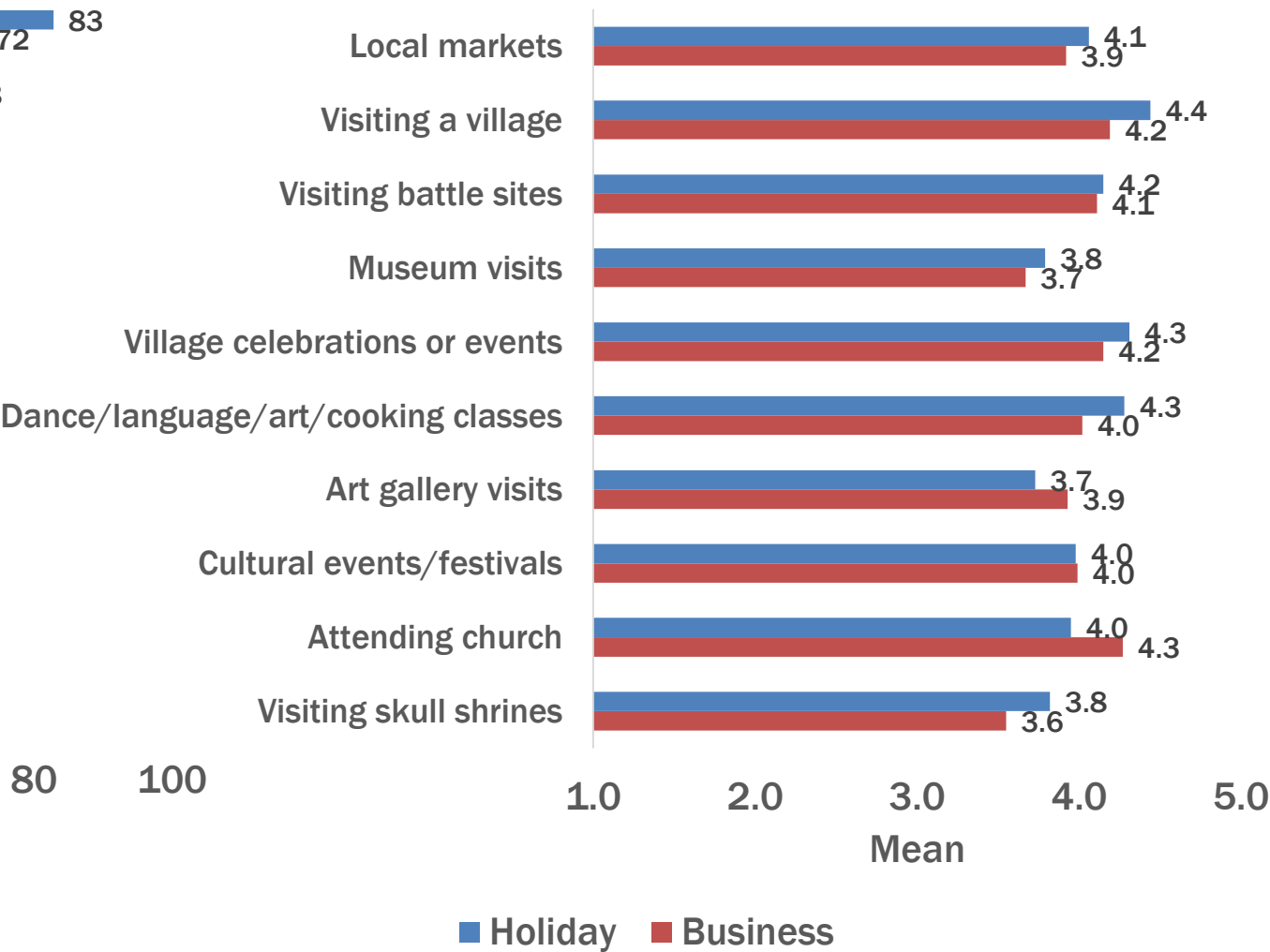
Cultural Interaction Activities

Holiday and Business Visitors

Degree of participation



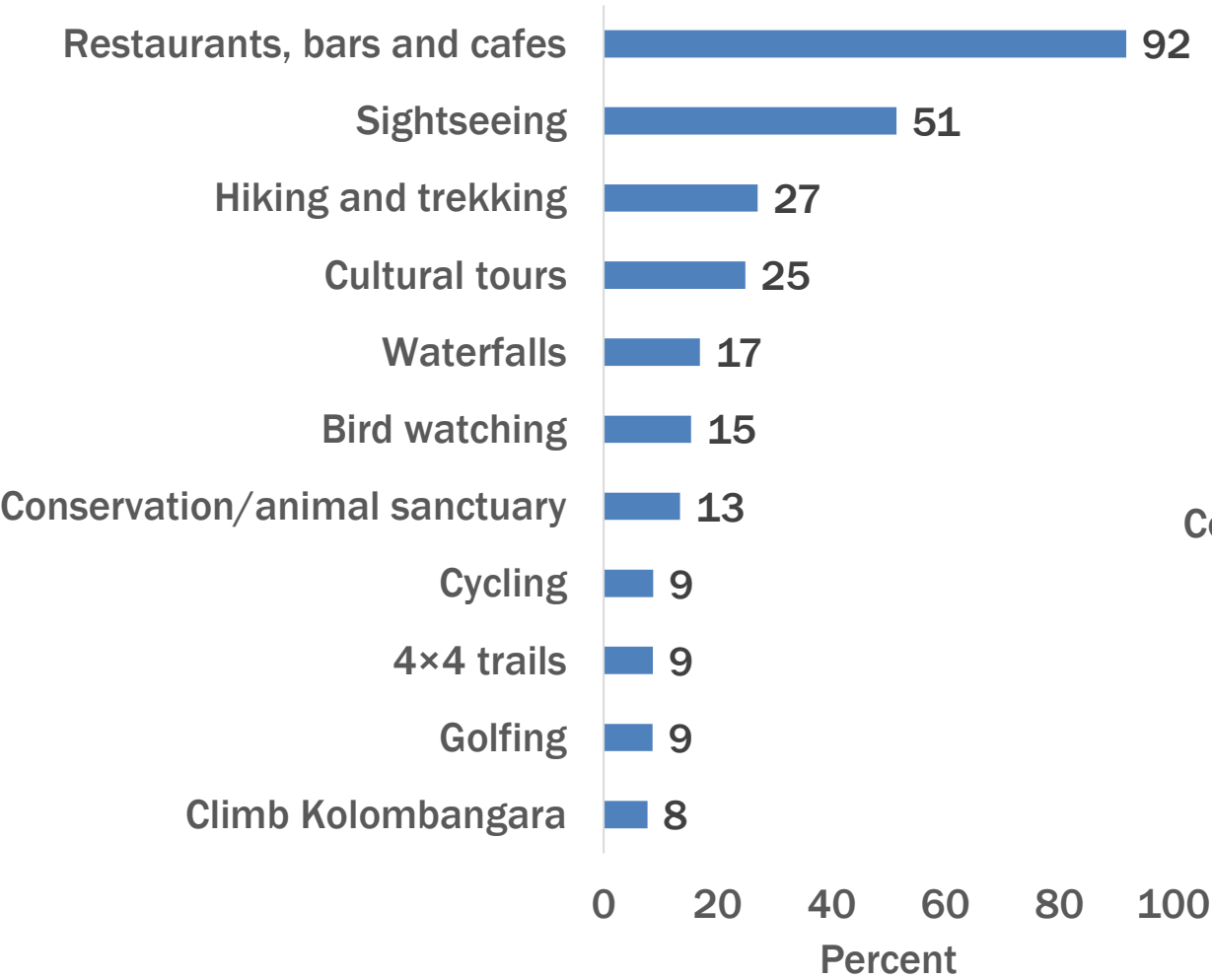
Satisfaction



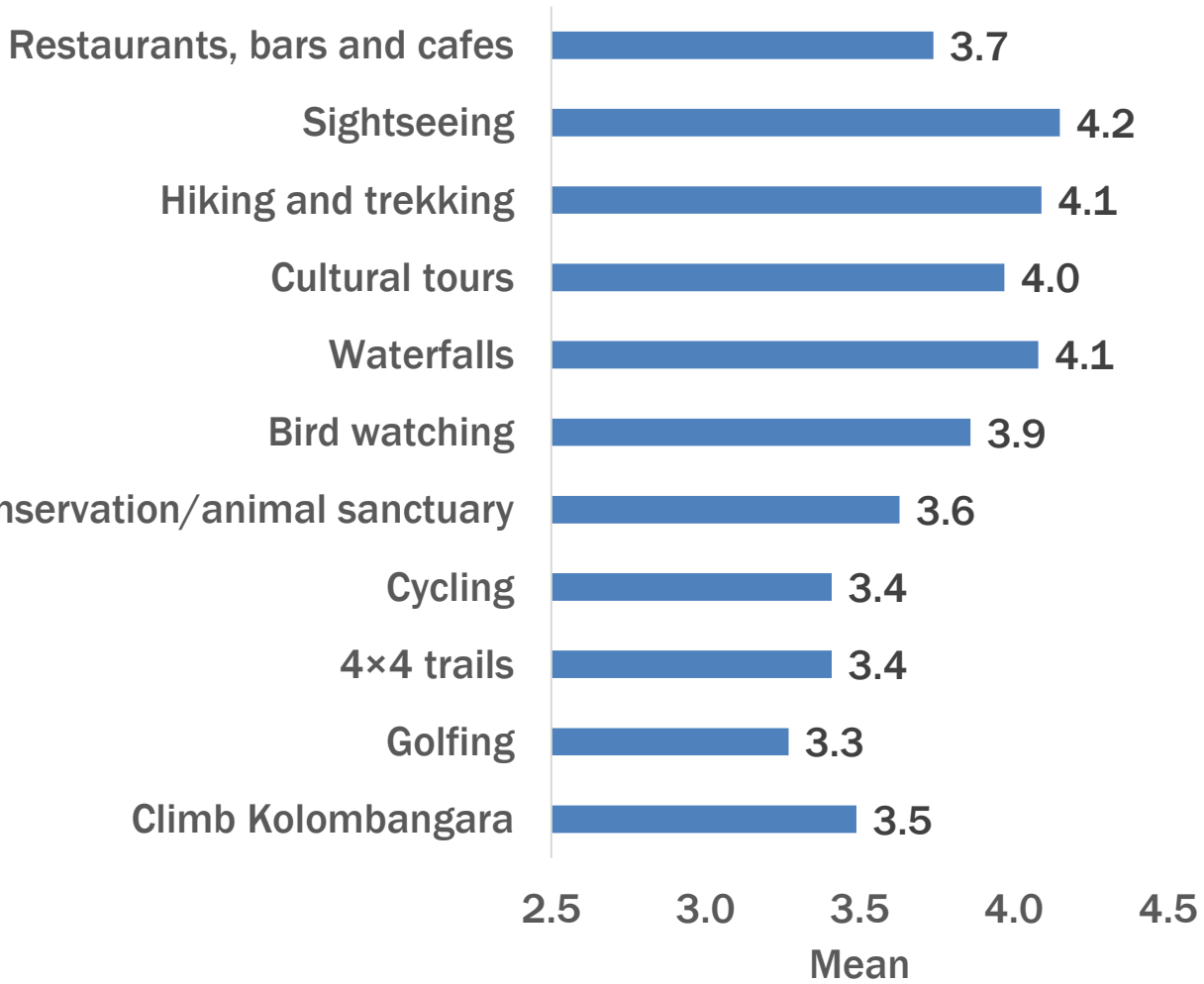
Note: Multiple responses, therefore total does not add up to 100%.

Land Based Activities and Touring

Degree of participation



Satisfaction

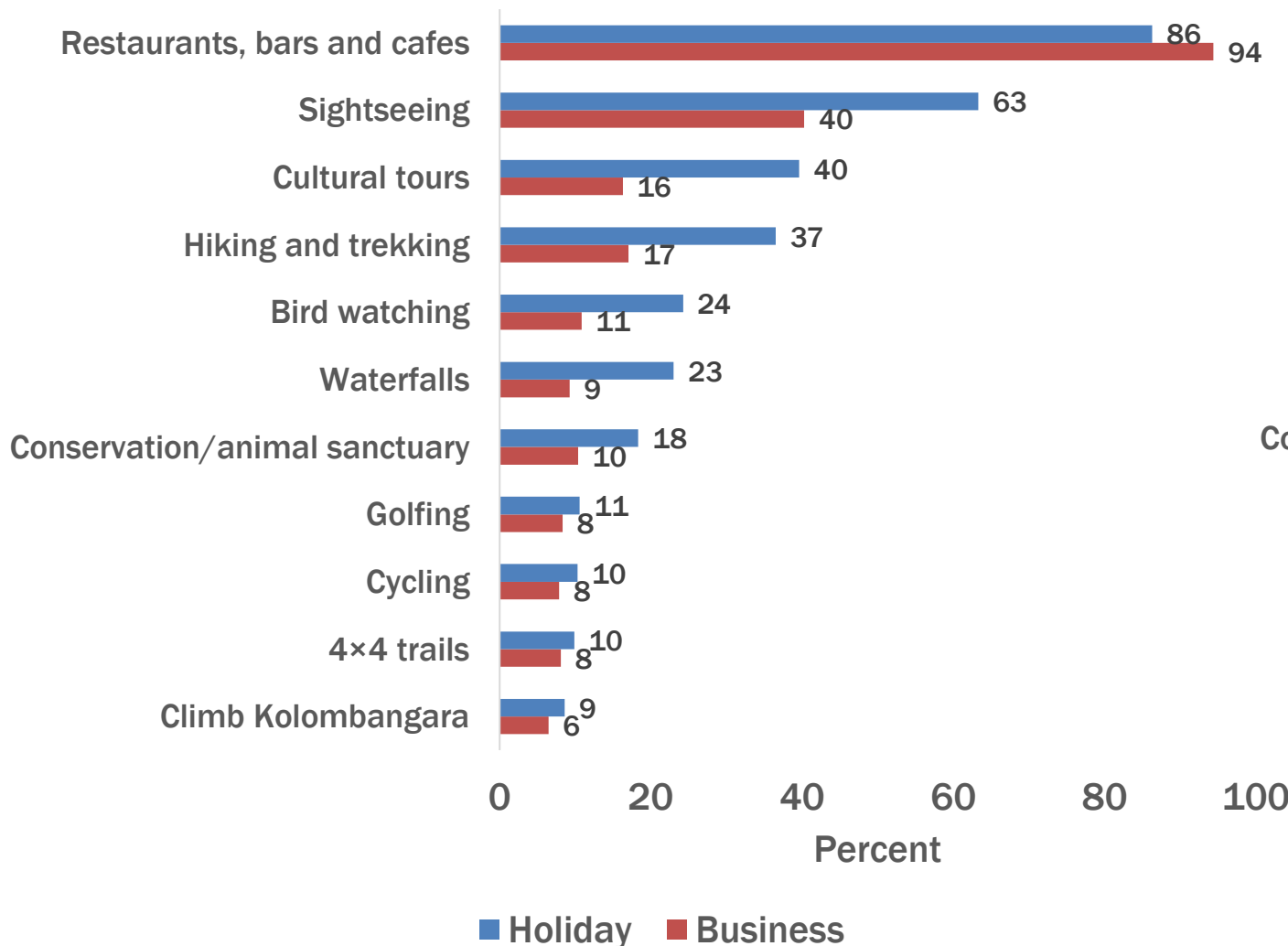


Note: Multiple responses, therefore total does not add up to 100%.

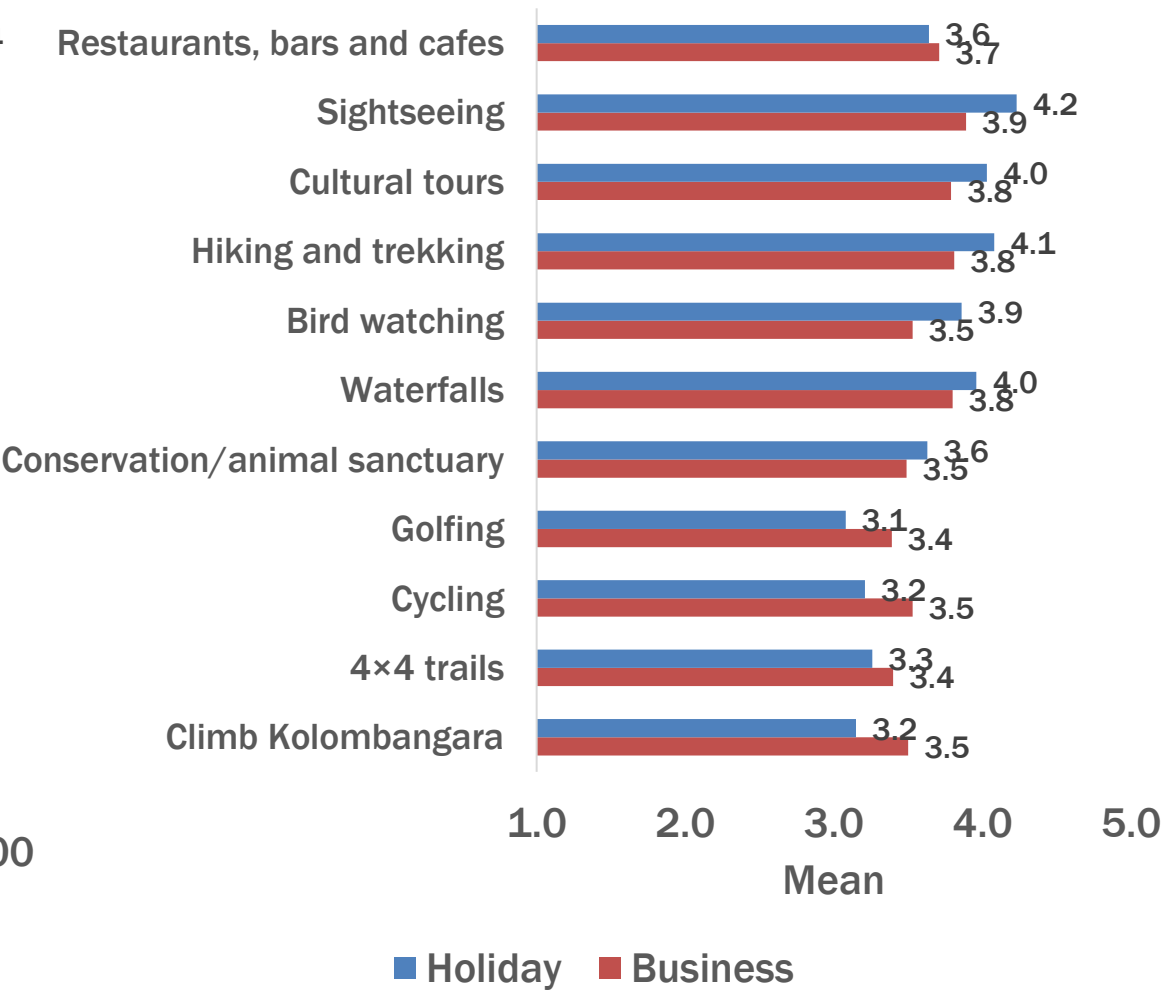
Land Based Activities and Touring

Holiday and Business Visitors

Degree of participation



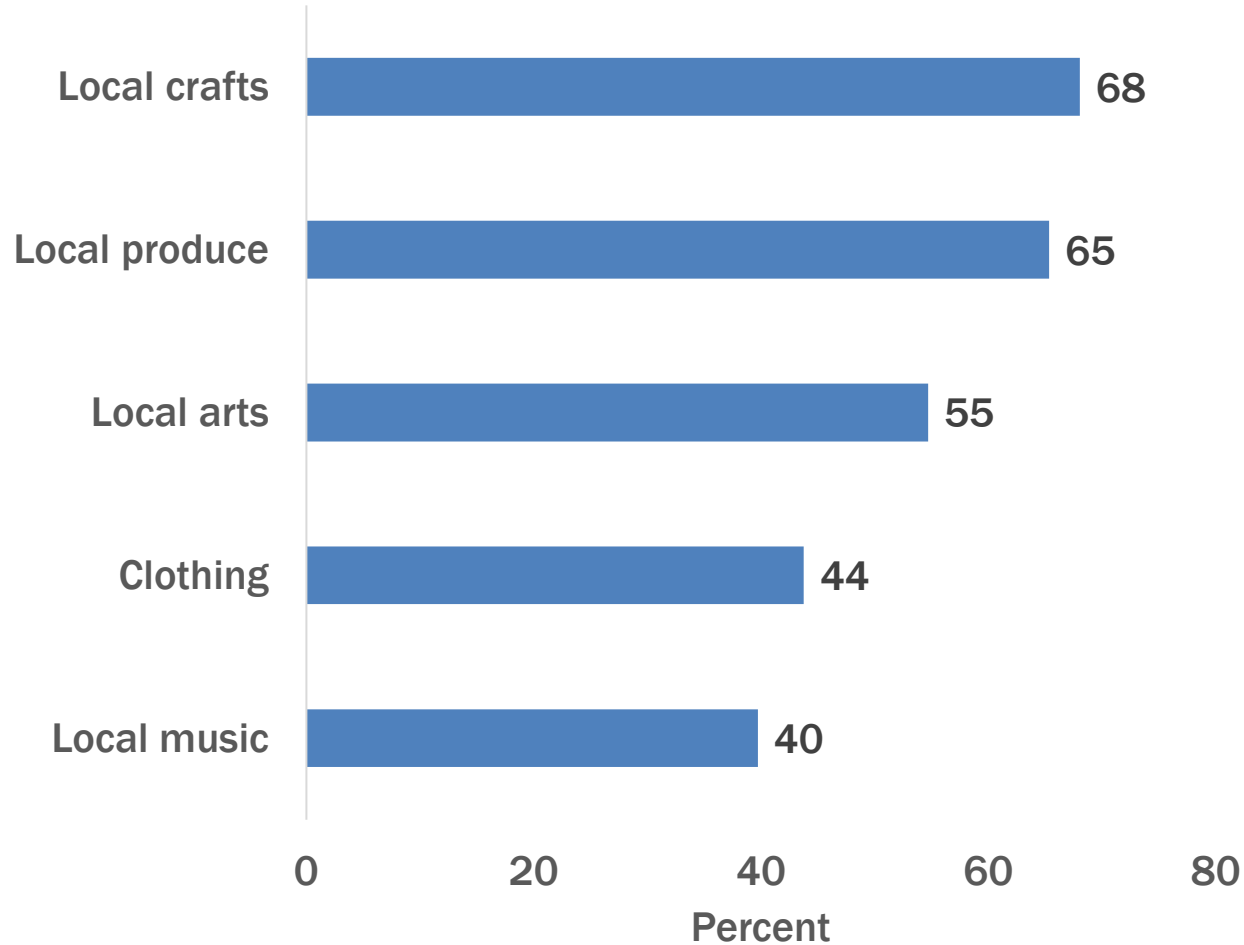
Satisfaction



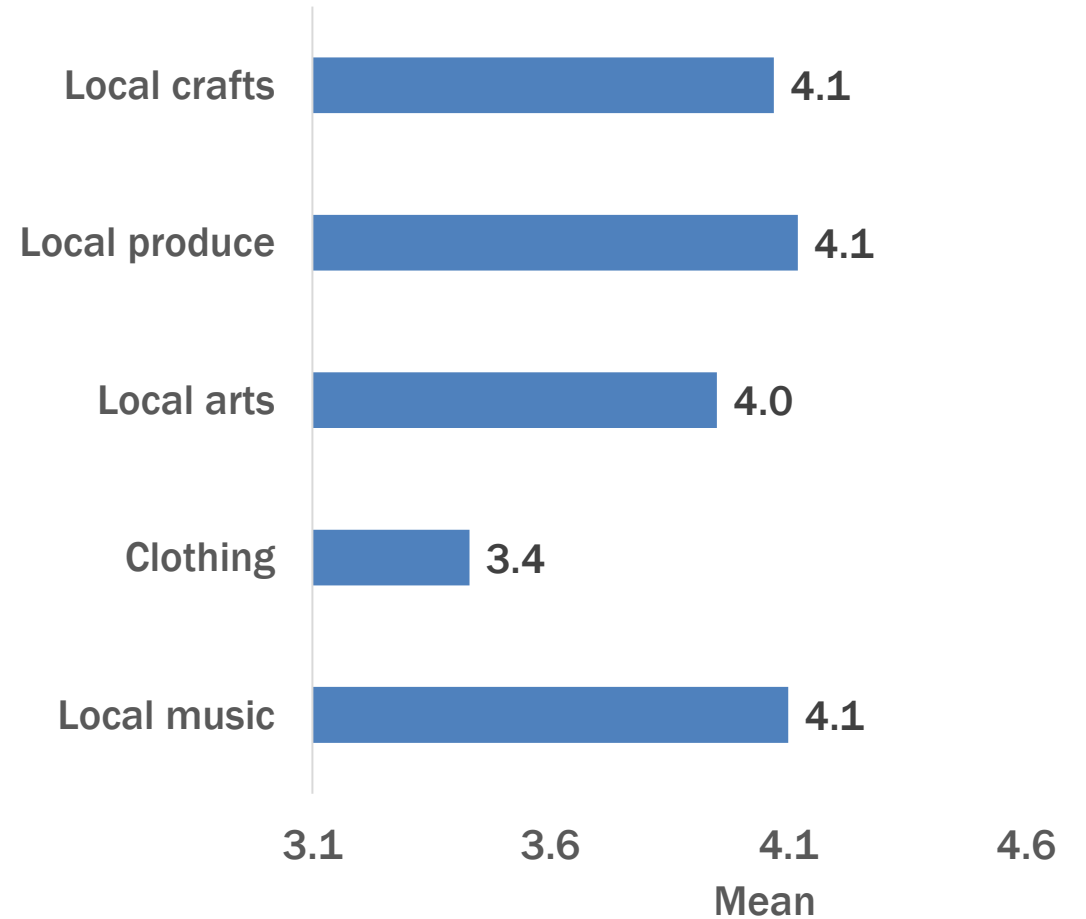
Note: Multiple responses, therefore total does not add up to 100%.

Shopping

Degree of Participation



Satisfaction

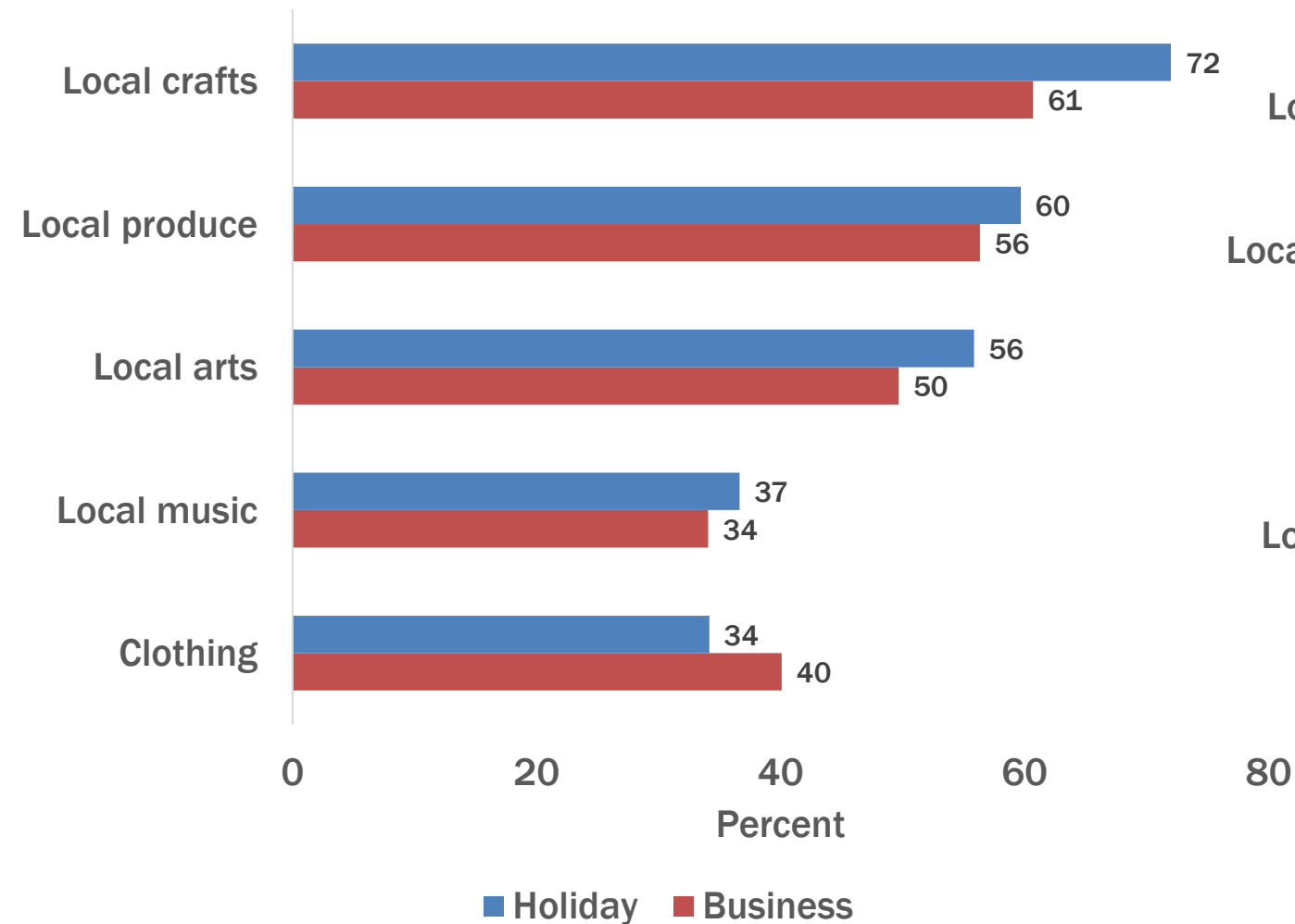


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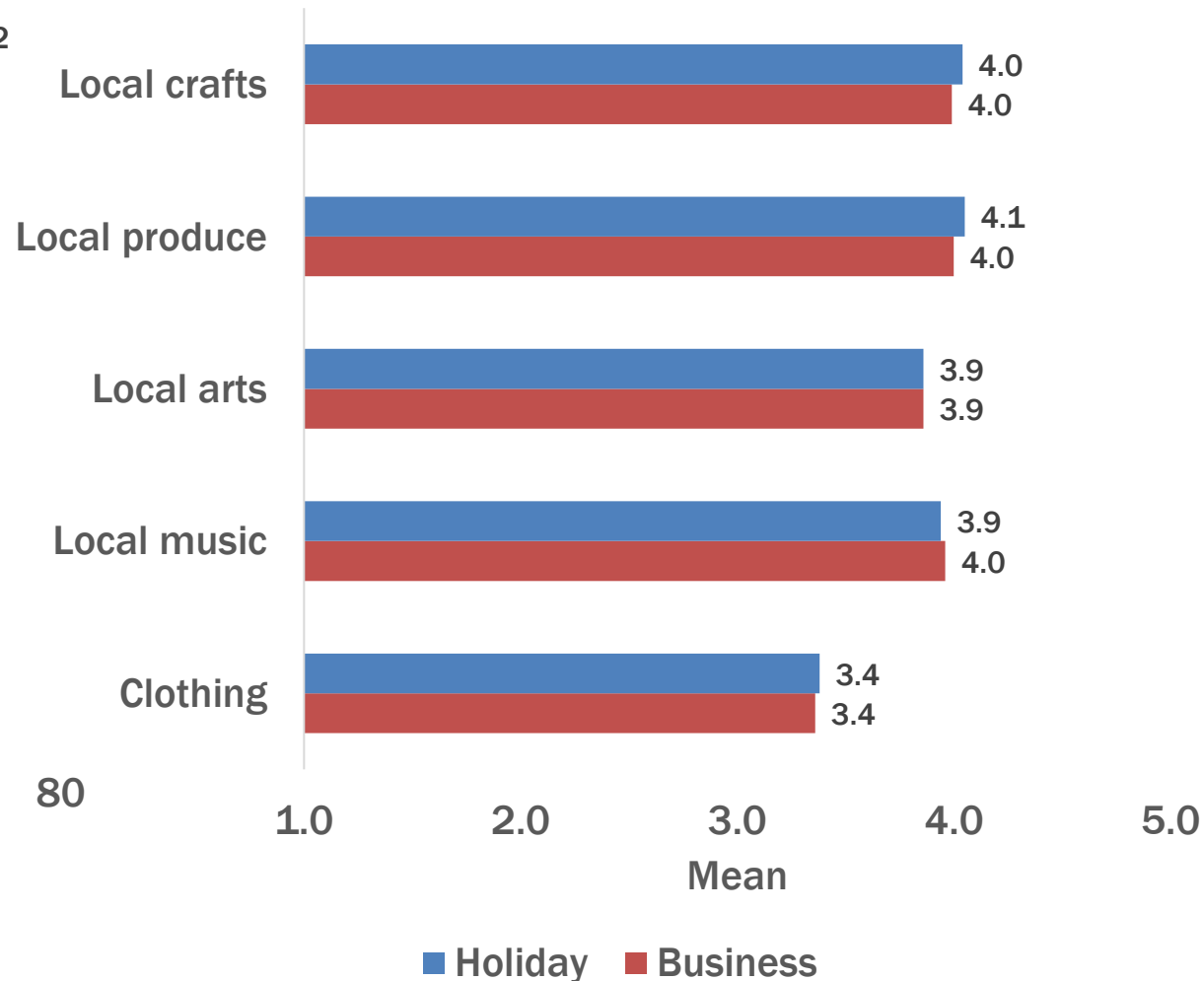
Shopping

Holiday and Business Visitors

Degree of participation

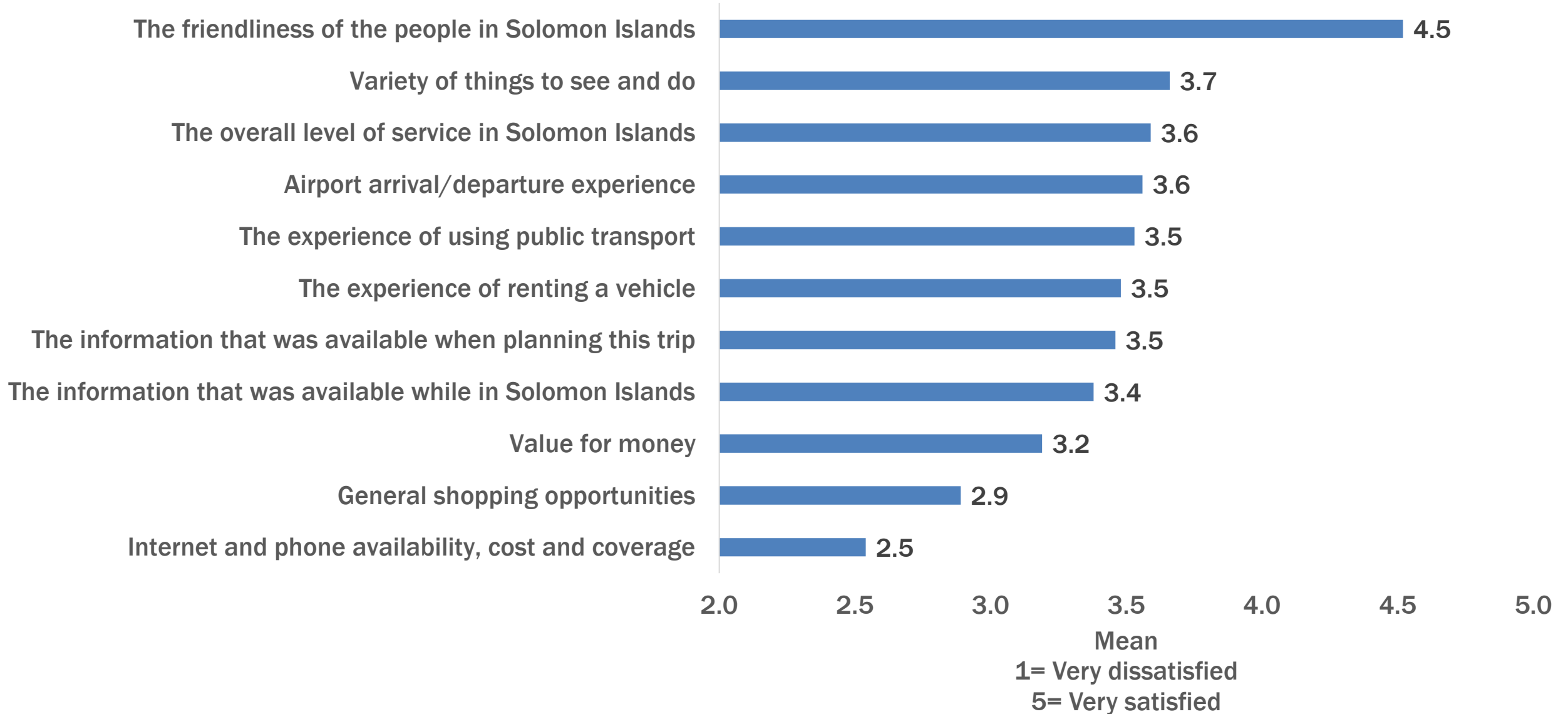


Satisfaction

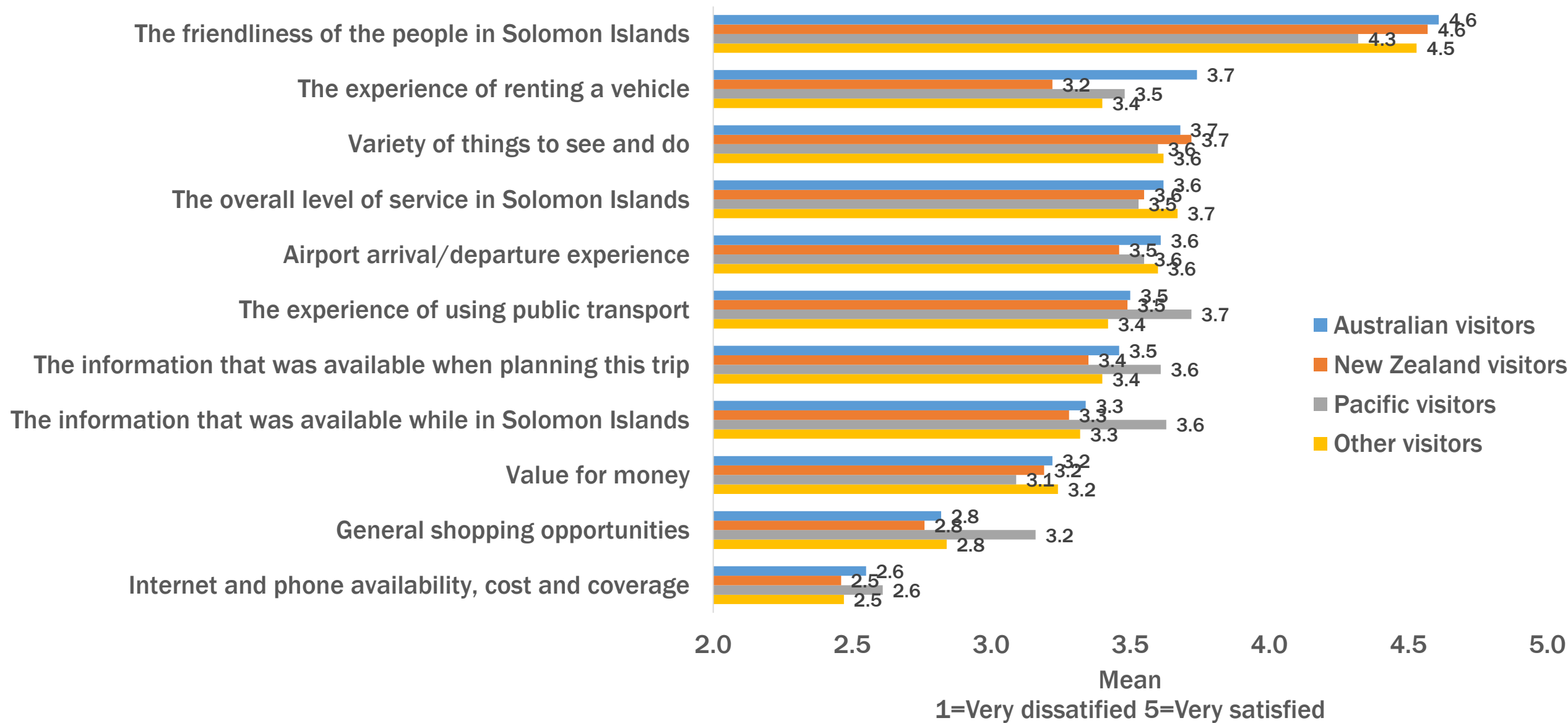


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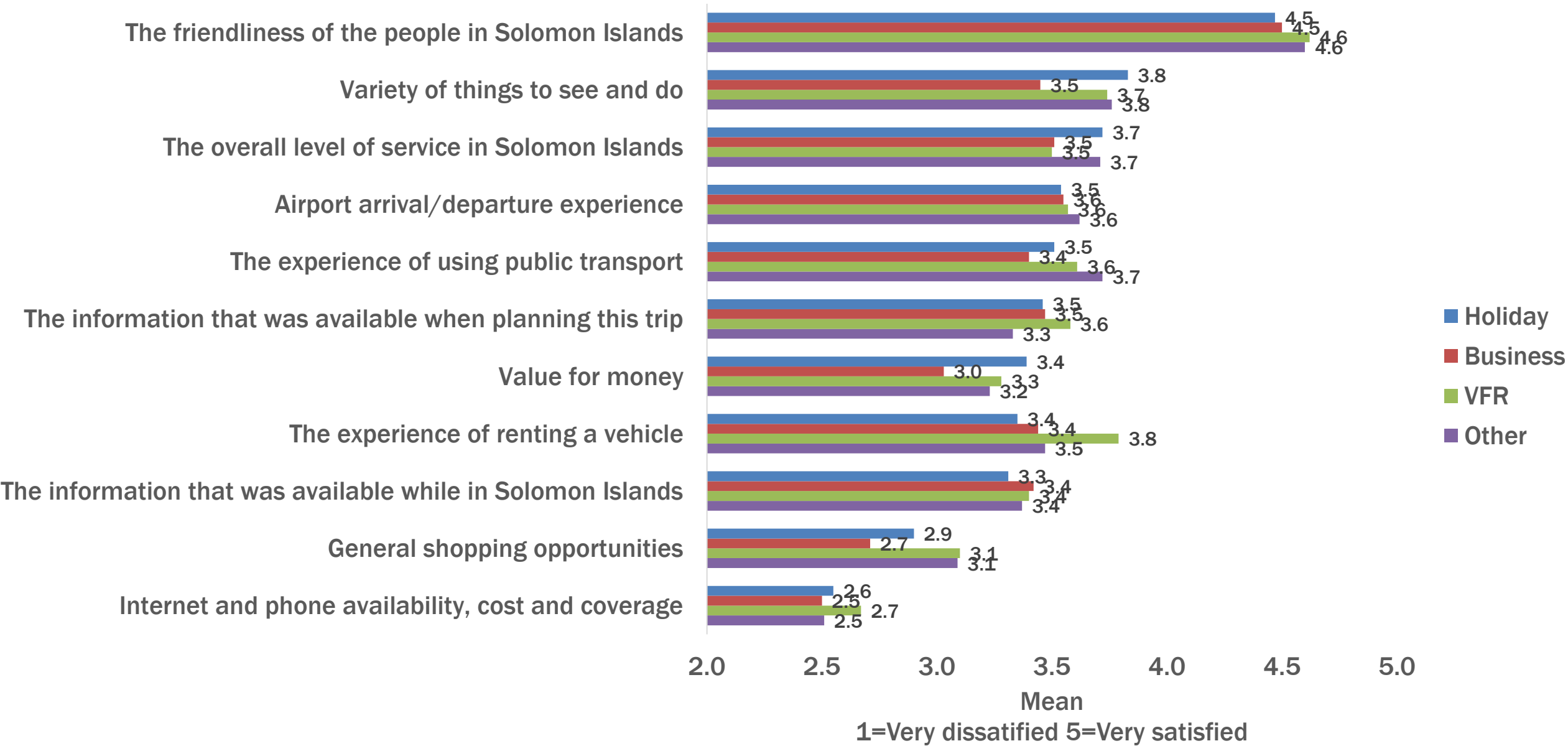
Satisfaction with the Solomon Islands



Satisfaction with the Solomon Islands



Satisfaction with the Solomon Islands



Most Appealing Aspects



30%

**Activities &
Attractions**



40%

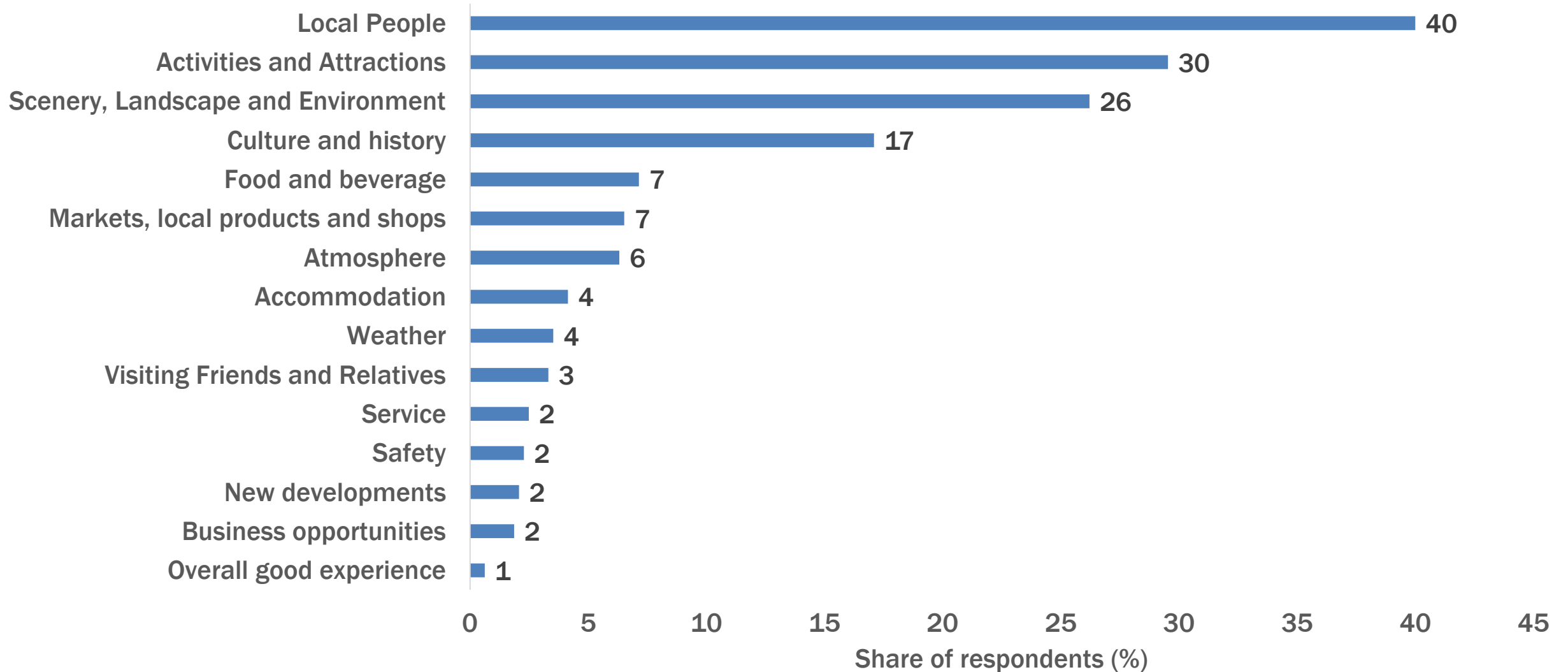
Local People



26%

**Scenery,
Landscape and
Environment**

Most Appealing Aspects



Note: Multiple responses, so total does not add up to 100%.

Most Appealing Aspects

Local People (40%)

“**Friendliness for Solomon islanders**, beauty of the islands, **happiness** of the children.”

“The people were **INCREDIBLY friendly** and **well informed**. I enjoyed speaking with people on the street, in the market and taxi drivers.”

“I just love the **friendly Smiles** and hospitality.”

“The way everyone just seems to not complain and **has a smile** on their face.”

“The local people we met were very **welcoming and friendly**, having our grandson, who is 2yrs. was like a magnet as local people obviously **love children**.”

“The People in Solomon Islands are one of the **most friendliest and helpful** I have ever met. I would love to go there often because of the people I met!.”

Most Appealing Aspects

Activities & Attractions (30%)

“**Fantastic diving** and relatively “**untouched**”.”

“The variety of **diving sites**”

“Was great to see more **cultural activities** and centres for young people.”

“**Diving and the coral** .There were not a lot of large fish life like sharks / mackerel over the 7 days that we dived.”

“The **snorkelling was spectacular**, and we loved visit Tetepare because it was protected and therefore had a greater abundance of sea life and wildlife.”

“Water activity - **boating / swimming**.”

Most Appealing Aspects

Scenery, Landscape and Environment (26%)

“Back to nature, off the grid, subsistence living , slower pace, friendly locals, beautiful coral.”

“The quality and preservation of the coral areas - due in large part to the care with which the dive company protected special areas from damage by careless or inexperienced divers.”

“The natural landscape, where you one can find peace and enjoyment by trekking in the bushes or swimming and diving in the lagoon where you knew and assured of pollution free waters.”

“Beautiful natural environment. The Solomon Islands needs to do everything it can to protect its beautiful natural resources.”

“The most attractive thing was the wild nature and authenticity of the island.”

Most Appealing Aspects

Other Comments

“I went entirely for work but really enjoyed getting to see the **military history** of the island.”

“I loved learning about the **local history**, especially around **World War Two**.”

“**Fruits from the market** - very sweet. **Fish market** - I like eating fish so I go and get my fish from here every day.”

“The fact that the place is very **laid back** and **non commercial**.”

“The quality of the diving and the **professionalism of the hotel** and **dive services**.”

“The **weather**, nice to **feel warm**.”

“**Arts and local artefacts** at the **market** and **general clothing shopping**.”

Least Appealing Aspects



34%

**Environment
and Rubbish**



29%

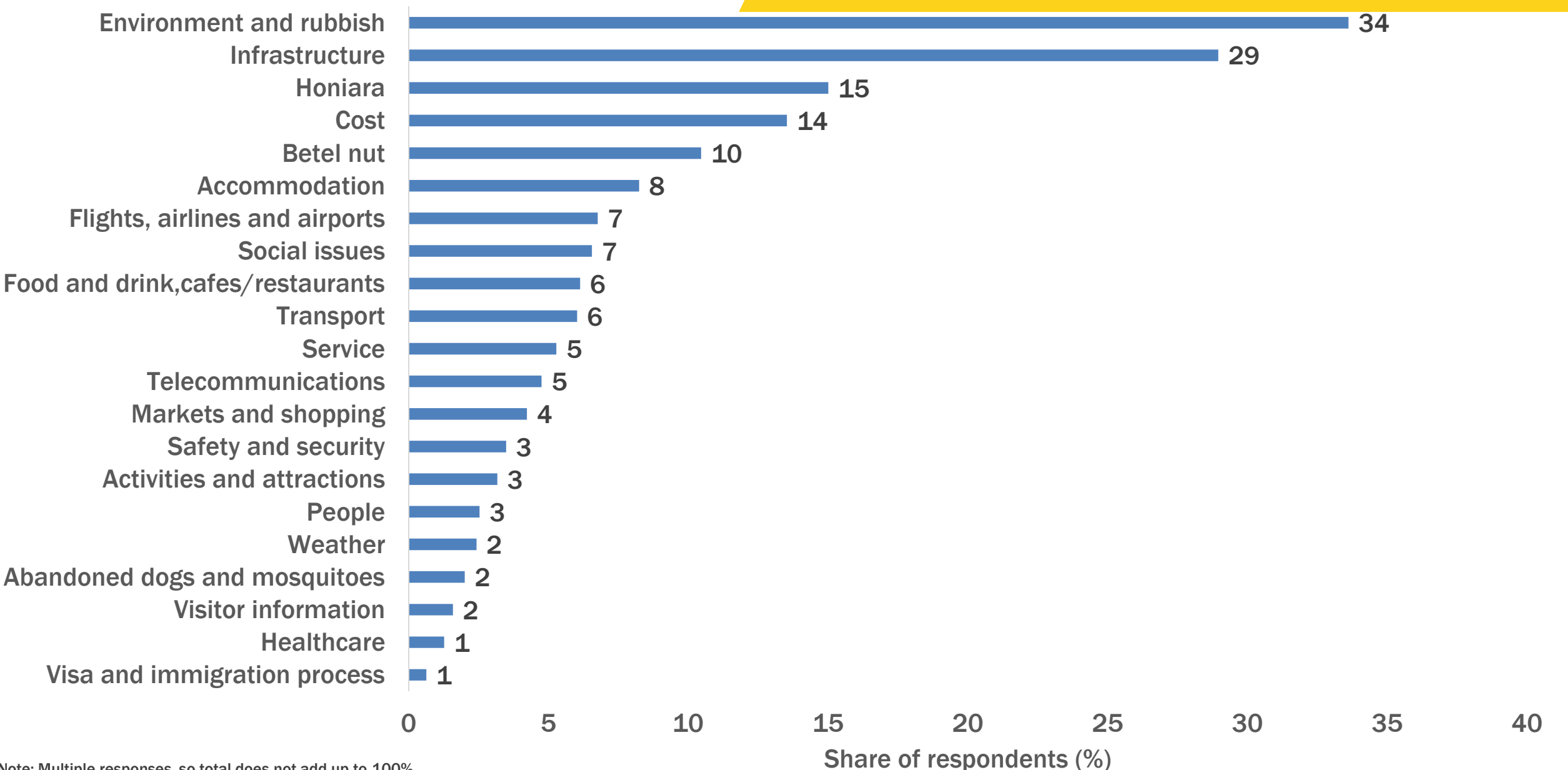
Infrastructure



14%

Cost

Least Appealing Aspects



Note: Multiple responses, so total does not add up to 100%.

Least Appealing Aspects

Environment and Rubbish (34%)

Dirty environment including Beetle nut spit, rubbish on streets and in waterways

“The rubbish everywhere , especially the plastic ! There is NO rubbish collection for the locals so they have nowhere to get rid of rubbish so just throw it anywhere especially in drains which flush it all into the sea.”

“Spitting all over the town with betel nut. It is a very nice place with nice shops and people but the betel spit makes the place so dirty and makes people not wanting to walk around stepping on the spits.”

“Honiara is like a giant rubbish bin. It makes me wonder where all of the aid money goes. There's no rubbish bins and public defecation is common.”

“The amount of rubbish thrown on the street and in the water.”

Least Appealing Aspects

Infrastructure (29%)

Quality of roads (includes potholes), plus traffic

“The road from the airport to the city was in horrible condition.”

“Roads were not great especially near the airport and on the west side of Honiara. Also traffic was very congested much of the time, on the one main road.”

Telecommunication connectivity

“Ongoing difficulties with telecommunications and availability/cost of internet.”

“Very poor internet and hard to find good signal/wifi.”

Water, electricity and power

“Poor water/toilet facilities.”

“The lack of power/internet.”

Least Appealing Aspects

Cost (14%)

Cost of accommodation

“Level of customer service in hotels, maintenance of hotel rooms, value for money.”

“Very expensive hotel accommodation and poor quality for what you pay for in comparison say with Vanuatu.”

Cost of telecommunication

“The availability and cost of internet were an issue while travelling for business.”

Cost of travel and activities

"Although there were lots of places to eat/drink in Honiara and some lovely beaches, we couldn't find many other affordable activities.”

“Cost and possibilities of inter-island travelling.”

Least Appealing Aspects

Other comments

Honiara

“Feeling unsafe in Honiara which also seemed a dirty place.”

“The "strip mall" layout of Honiara is terrible. No public transport. There is no CBD to speak of so walking to a variety of restaurants was impossible. There also wasn't much of a variety of restaurants open at night, and it was very expensive!”

Airport/Air services

“The airport both international and domestic need upgrade and need shuttle transfers to domestic or walk pathway in between airports.”

Accommodation

“The hotel accommodation was very very basic, in disrepair/ showers not working / air conditioning not working / sewage smells around the hotel

Customer service

“Not good customer service, needs improvement.”

Suggestions for Improvements



62% of respondents said that they would suggest some improvements based on their visit to Solomon Islands



- 36%** Public infrastructure
- 20%** Environment, cleanliness, hygiene
- 14%** Flights and airports
- 12%** Cost and price
- 10%** Accommodation
- 8%** Service
- 7%** Tours, activities, and attractions
- 6%** Food and drink
- 6%** Travel information
- 3%** Local people
- 3%** Safety and security
- 3%** Social issues

Suggestions for Improvements

“The **tourism information and activities** and the **road infrastructure**.”

“Have **tourist attractions/areas of significant sign** posted on the roads.”

“**Cheaper and more reliable and easier to use phone and internet service**.”

“Improved **policing of traffic**. **Peak hour traffic** in Honiara is appalling for such a small town.”

“People needs to look after their **environment** - **healthy environment** contributes to healthy living.”

“**More domestic airline carriers** to increase price competitiveness for inter-island travel.”

Return to Solomon Islands



90%
of visitors indicated that they
would consider
re-visiting Solomon Islands



Main Reasons Not To Return

- Poor value for money
- Only for business work
- Want to visit other destinations
- Environmental pollution
- Unsafe
- To visit friends and relatives
- Unfriendly people
- Poor facilities/infrastructure
- A long travel distance
- Poor accommodation
- Boring

Reasons not to return to Solomon Islands

“Not enough to bring me back. Did not feel at ease in terms of **safety**. I think there is a long way to go until its attractive to tourists. I was disappointed in the feel of the place - I felt like **locals** don't want us there. Very **dirty** in Honiara and this is really sad to see. I am glad I got to visit and I appreciate the history involved. I went for a cultural visit and to learn about the country which I achieved.”

“**Only for work. Its too expensive.**”

“Our **friends** will have left soon, **distance from UK, cost, lack of good holiday accommodation** in Honiara.”

"Would rather go to another place which **has more value for money**, especially regarding **accommodation**.”

Recommending Solomon Islands



84%

of visitors said that they
would recommend the
destination to their family
and friends



Reasons Not To Recommend

- Poor value for money
- Only to certain people
- Poor facilities and infrastructure
- Not a tourist destination
- Visit other destinations
- Limited attractions and activities
- Environmental pollution and rubbish
- Unsafe
- Poor accommodation
- Low level of service
- A long travel distance

Reason not to Recommend the Solomon Islands

“At the moment it feels a bit too hard to get around and **expensive** for what you get out of it, I would only recommend it to someone who is specifically interested in the history or some of the wildlife watching opportunities.”

“**Expensive and tourism infrastructure** poor. Ok for the young and adventurous..”

“**Not really catered for overseas visitors** especially westerners.”

“I did **not feel safe** in the Solomon Islands and it did **not offer an attractive destination** for a visitor.” Not a great tourist destination for R&R as it is very unclean, and expensive

“Not a great tourist destination for R&R as it is very **unclean**, and **expensive**.”

“Nothing of interest to do or see, **diving not worth the time or money**.”

An aerial photograph of a tropical island, likely in the Solomon Islands, featuring a dense green forest of palm trees and other tropical vegetation. The island is surrounded by a shallow lagoon with clear, turquoise water, transitioning into deeper blue waters further out. A sandy beach is visible along the edge of the island. In the background, other islands and a range of mountains are visible under a bright blue sky with scattered white clouds.

Thank you

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