

Solomon Islands

# INTERNATIONAL VISITOR SURVEY REPORT

July 2022 – June 2023



AUT

# Key Notes

- IVS data from July 2022 to June 2023 are analysed to understand the visitor experience and gain insights into tourism recovery after the border reopening.
- Key comparisons are carried out between the January to December 2019 IVS data and the July 2022 to June 2023 IVS data.
- Key results include visitor profile and characteristics, decision-making, spending and satisfaction.
- All reports from the IVS are available at the [Pacific Tourism Data Initiative Resource Page](#)

# Respondents (Jul 2022-Jun 2023)

Total number of e-mail invitations sent:  
**5,510**



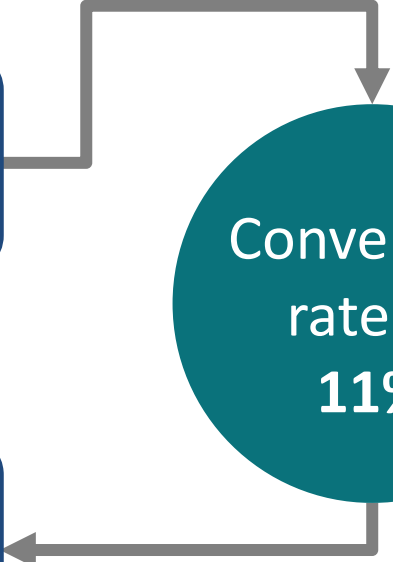
Total number of responses: **608**



Responses cover a total of  
**767 adults** and **90 children**



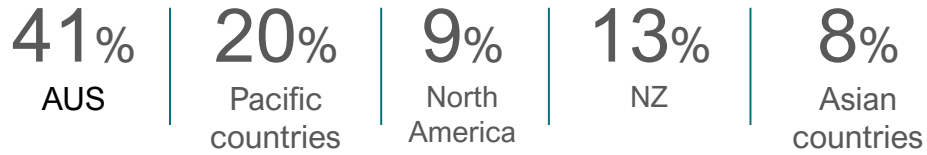
Conversion  
rate of  
**11%**



# SUMMARY OF KEY FINDINGS 2019 vs. 2023

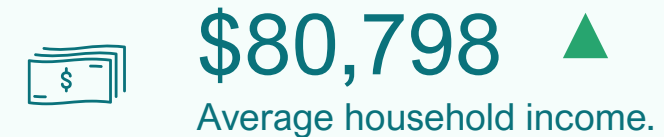
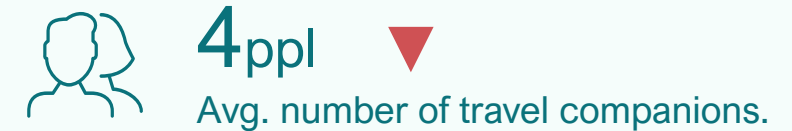
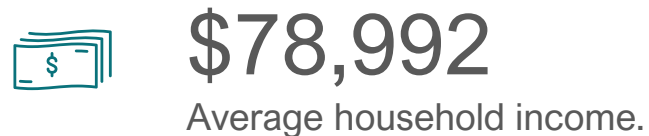
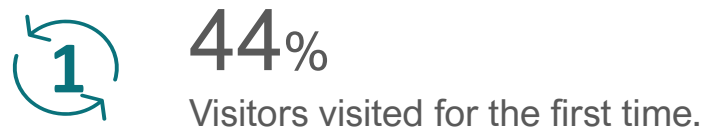
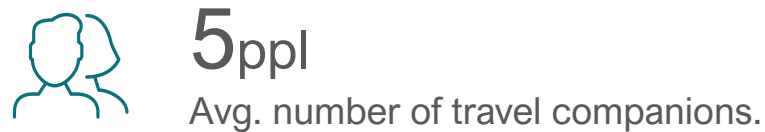
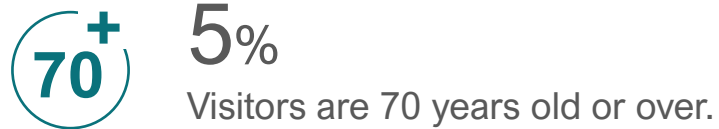
## Jan-Dec 2019

### COUNTRY OF ORIGIN



## Jul 2022-Jun 2023

### COUNTRY OF ORIGIN



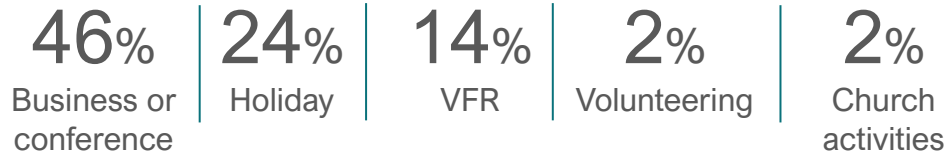
Note: US dollars.

# SUMMARY OF KEY FINDINGS 2019 vs. 2023

## Jan-Dec 2019



### PURPOSE OF VISIT



3.9/5

Overall, visitors are very satisfied.



84%

Visitors are willing to recommend.



90%

Visitors are willing to return.

## Jul 2022-Jun 2023



### PURPOSE OF VISIT



3.8/5 ▼

Overall, visitors are very satisfied.



80% ▼

Visitors are willing to recommend.



87% ▼

Visitors are willing to return.

# SUMMARY OF KEY FINDINGS 2019 vs. 2023

## Jan-Dec 2019

 **PREPAID EXPENDITURE**

**\$1,499**

Prepaid per trip

**60%**

Flowing into local economy rate

**\$899**

Prepaid per trip

 **IN-COUNTRY SPEND**

**\$59**

In-country spend per day



x **9.6** nights  
Average length of stay

**\$566**

In-country spend per trip

 **ECONOMIC IMPACT**

**\$1,465** per trip

**\$153** per day

## Jul 2022-Jun 2023

 **PREPAID EXPENDITURE**

**\$1,843** ▲

Prepaid per trip

**60%**

Flowing into local economy rate

**\$1,112** ▲

Prepaid per trip

 **IN-COUNTRY SPEND**

**\$80** ▲

In-country spend per day



x **10.9** nights ▲  
Average length of stay

**\$872** ▲

In-country spend per trip

 **ECONOMIC IMPACT**

**\$1,984** per trip ▲

**\$182** per day ▲

# Report Structure



Visitor Profile



Visitor  
Characteristics  
& Preferences



Information &  
Decision Making

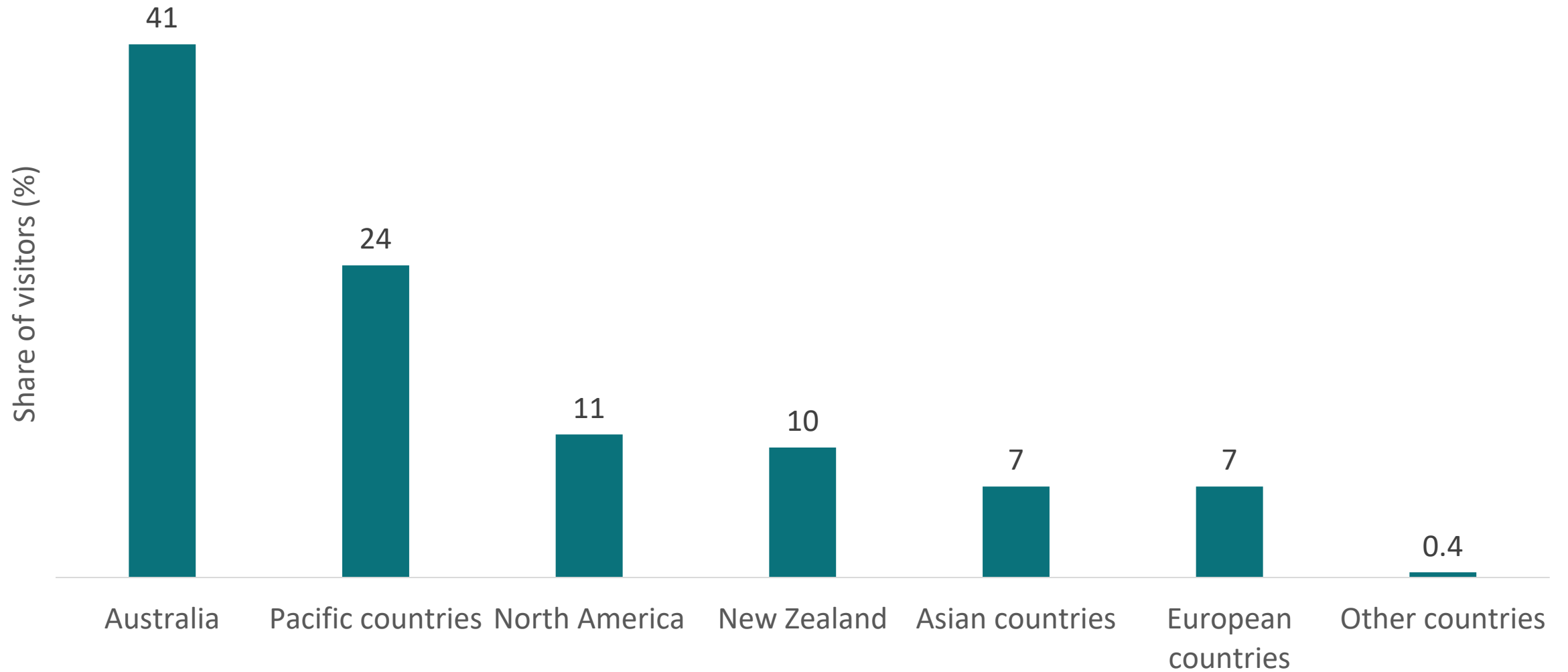


Visitor Spending  
& Impact



Visitor  
Satisfaction

# Country of Origin

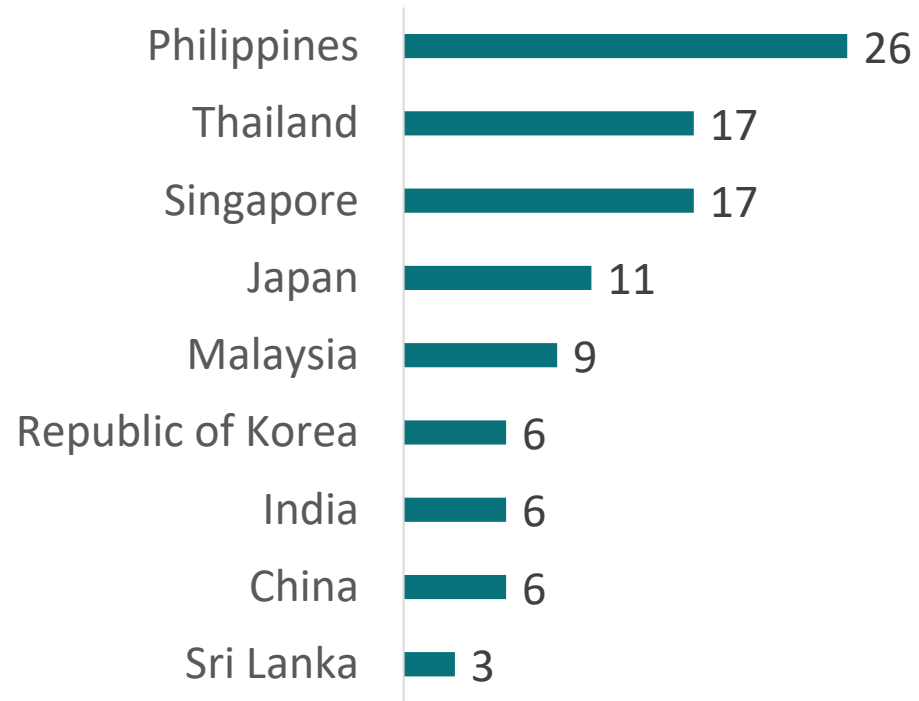


*Note: n = 533. Due to rounding, some totals do not sum to 100%.*



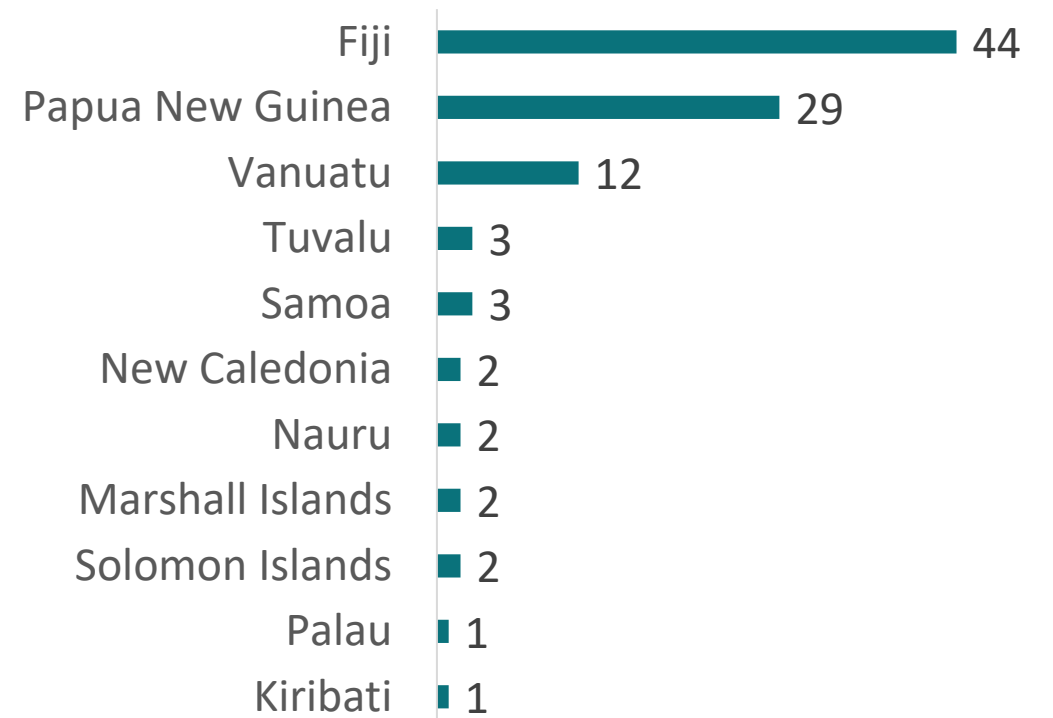
# Country of Origin

## Asia



Share of visitors (%)

## Pacific countries

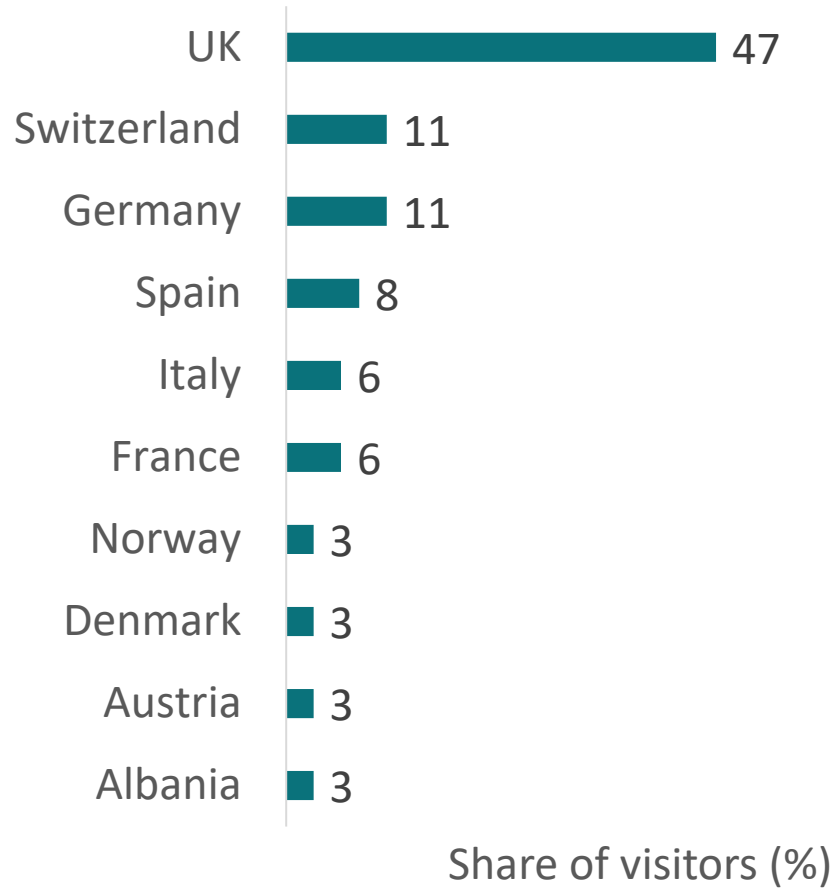


Share of visitors (%)

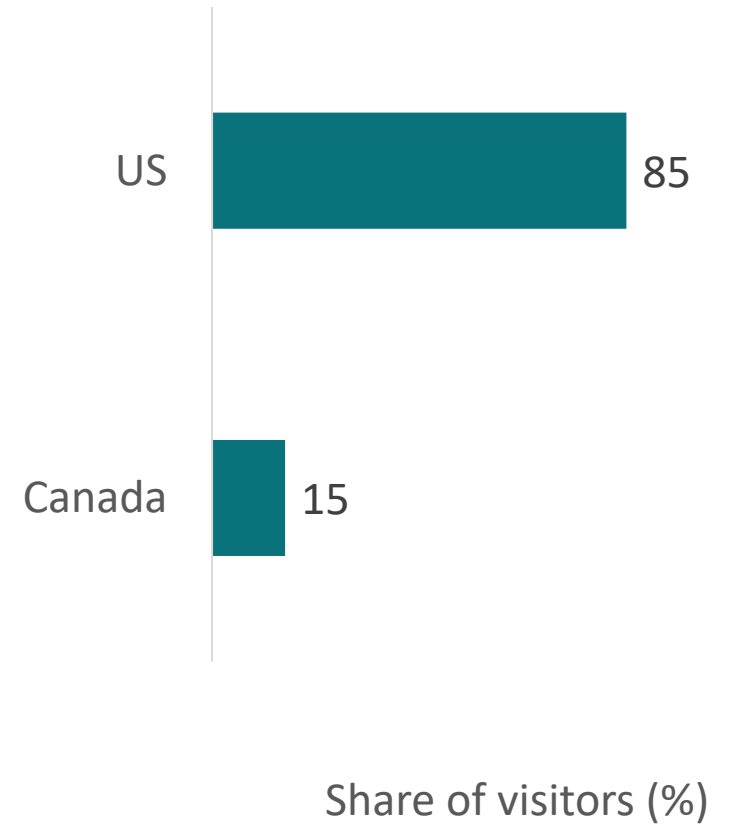
Note: Asia, n = 35; Pacific countries, n = 129. Due to rounding, some totals do not sum to 100%.

# Country of Origin

## Europe

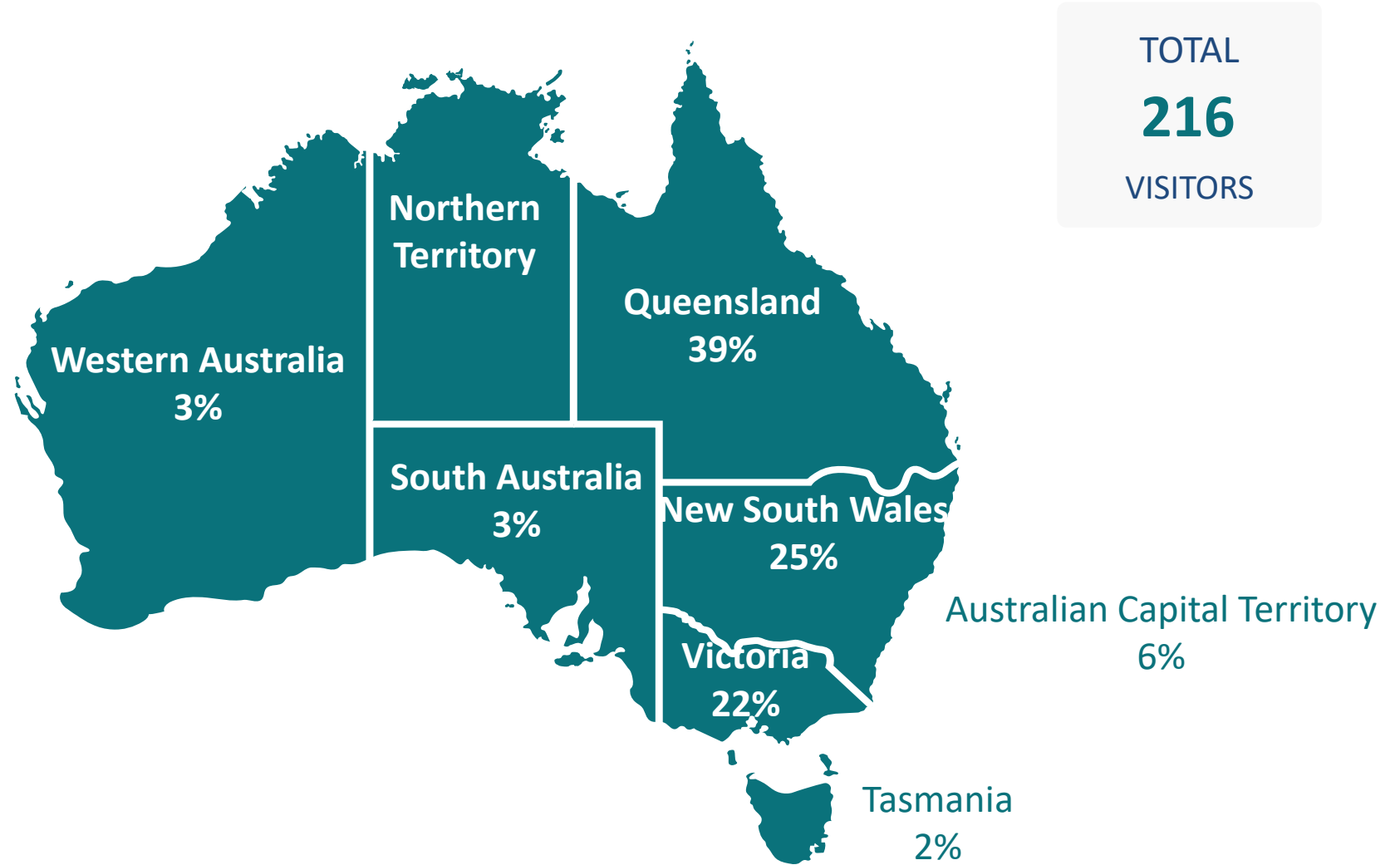


## North America



Note: Europe, n = 36; North America, n = 61. Due to rounding, some totals do not sum to 100%.

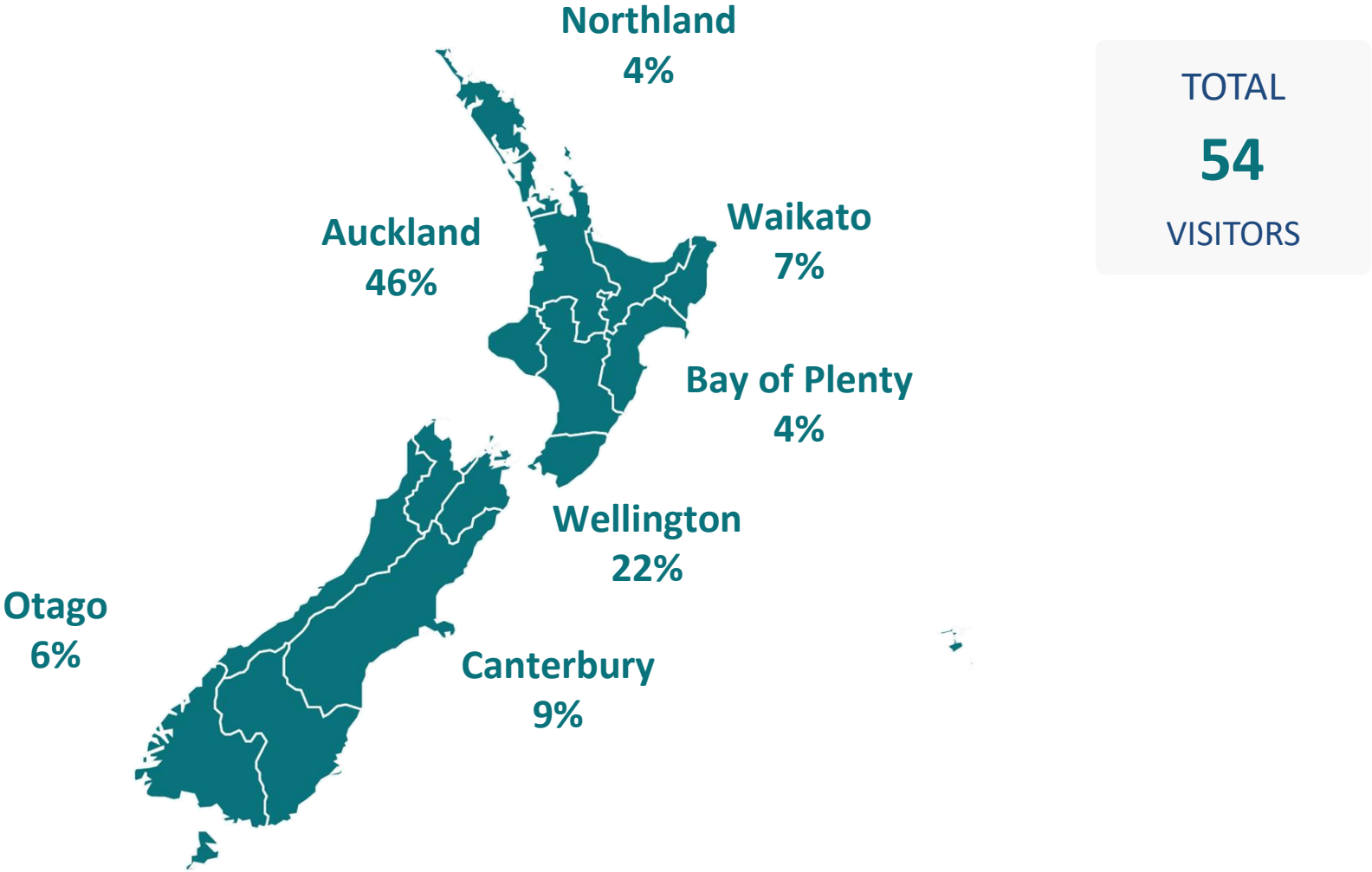
# Australian Respondents – IVS Respondent data



Queensland, New South Wales and Victoria and make up **86%** of all Australian visitor arrivals

*Note: Due to rounding, total does not sum to 100%*

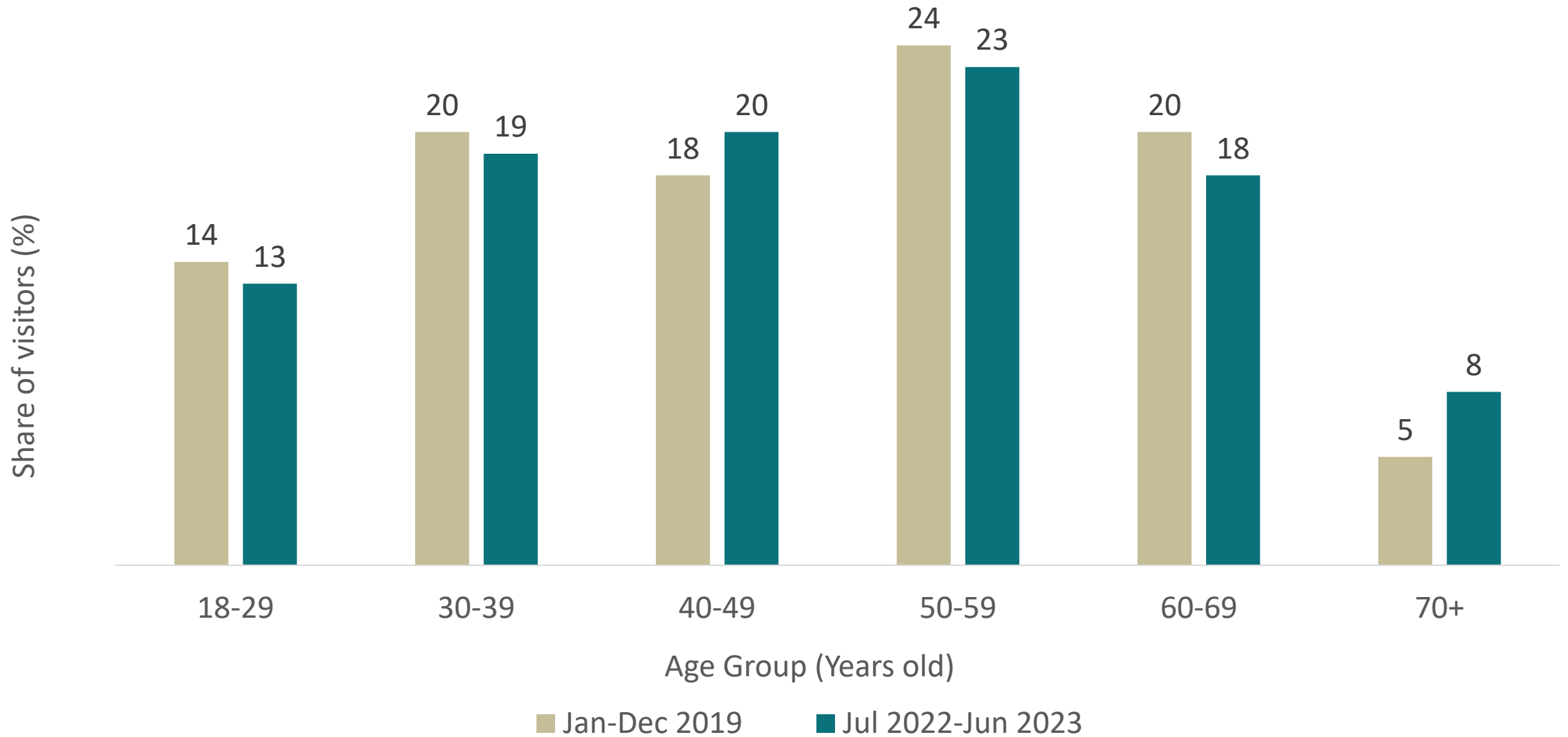
# New Zealand Respondents – IVS Respondent data



Auckland and Wellington make up **68%** of all New Zealand visitor arrivals

*Note: Due to rounding, total does not sum to 100%*

# Age



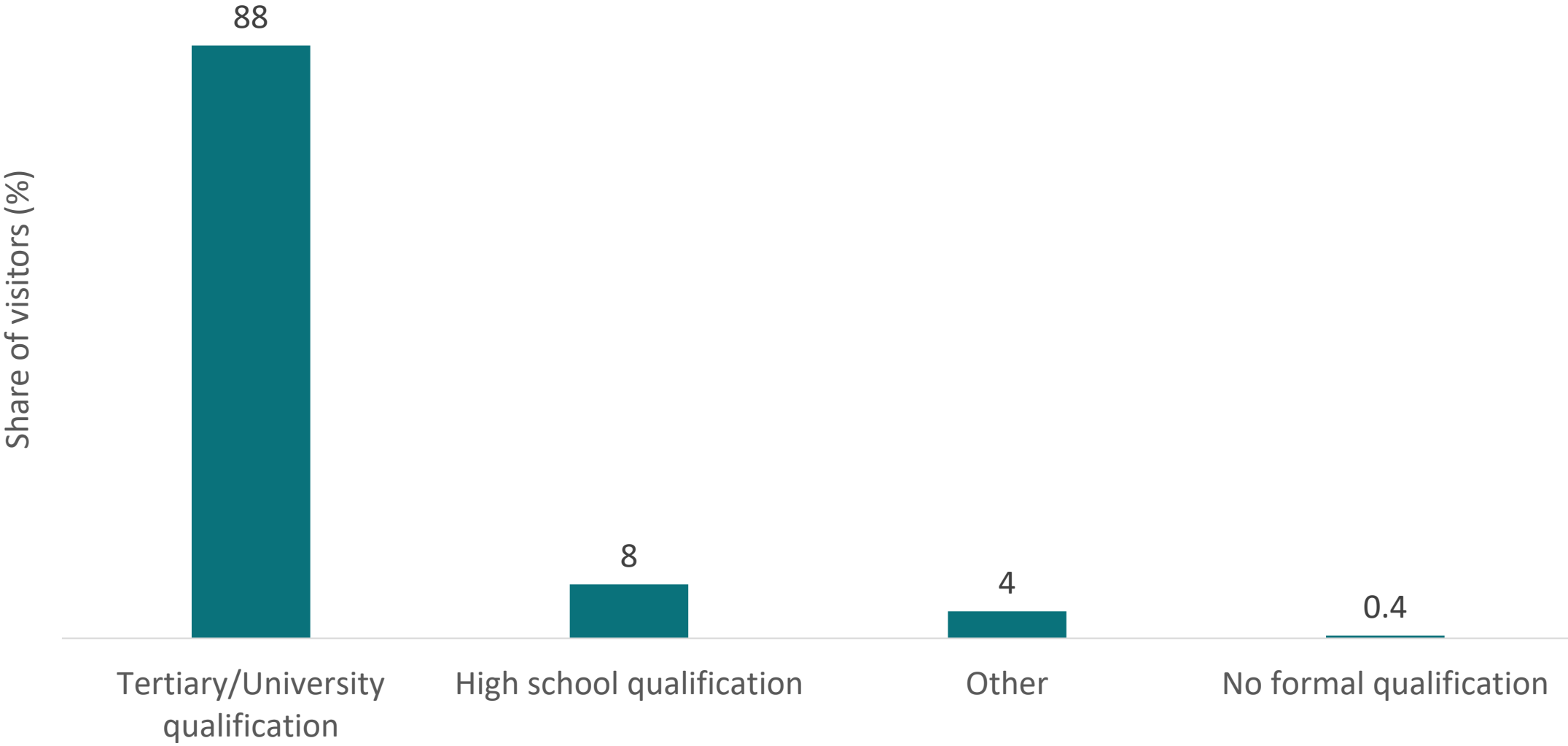
Note: Due to rounding, total does not sum to 100%

# Gender



*Note: Due to rounding, total does not sum to 100%*

# Education



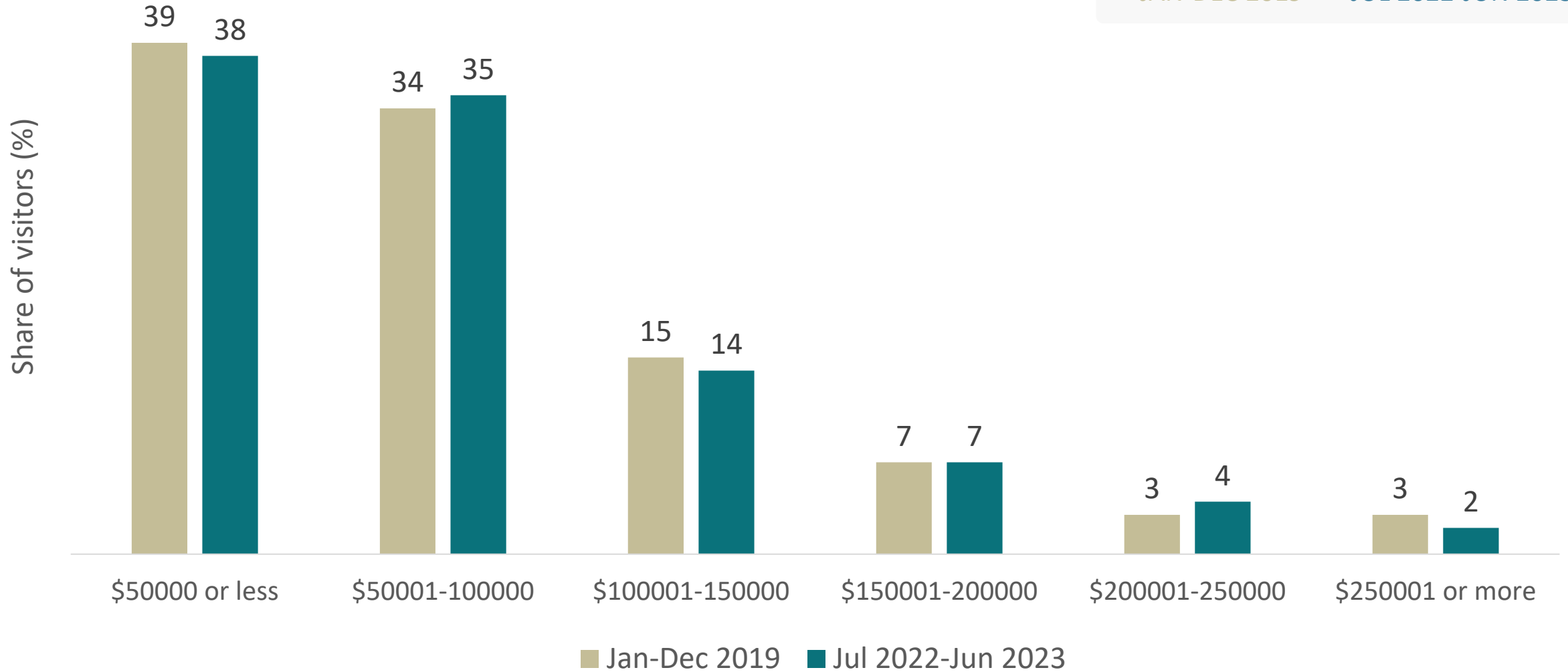
*Note: Due to rounding, total does not sum to 100%*

# Annual Household Income

Avg. Household Income

**78,992**  
JAN-DEC 2019

**80,798**  
JUL 2022-JUN 2023



Note: US dollars. Due to rounding, total does not sum to 100%



# Report Structure



Visitor Profile



Visitor  
Characteristics  
& Preferences



Information &  
Decision Making

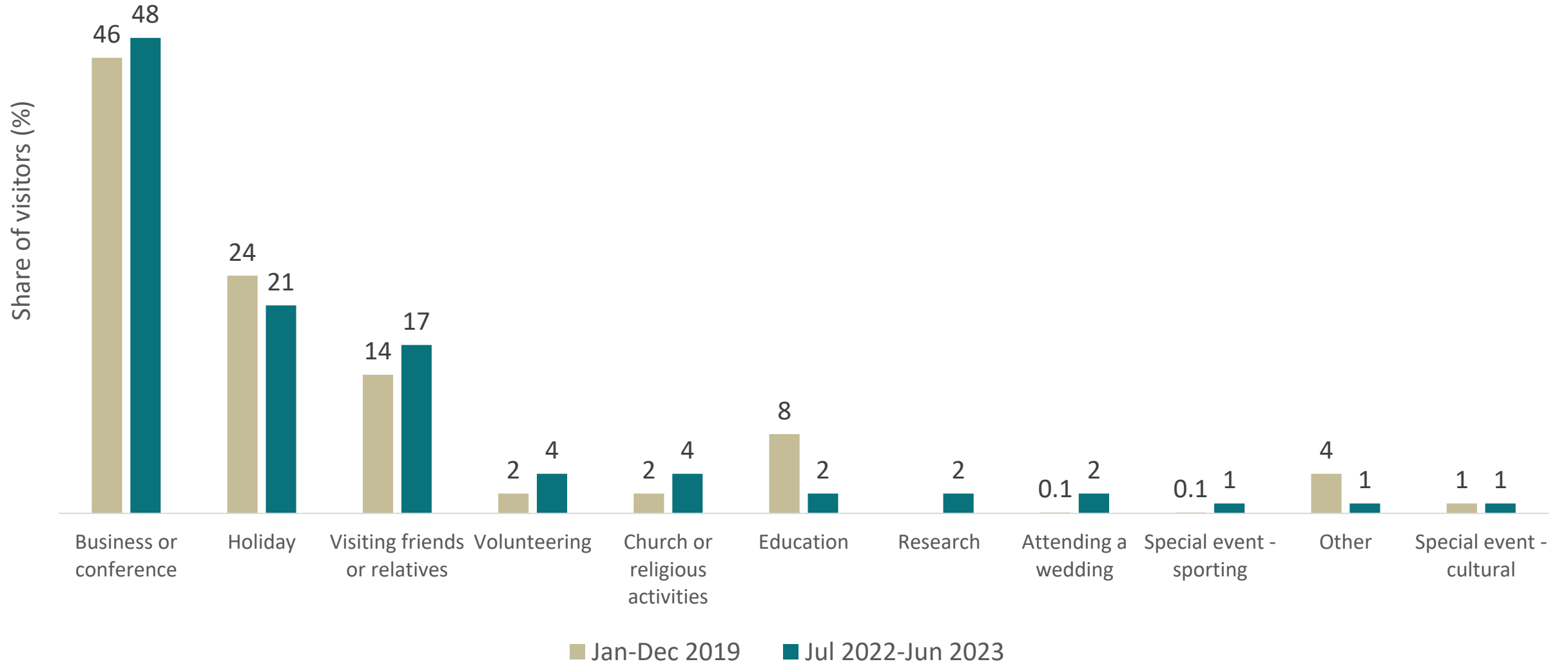


Visitor Spending  
& Impact



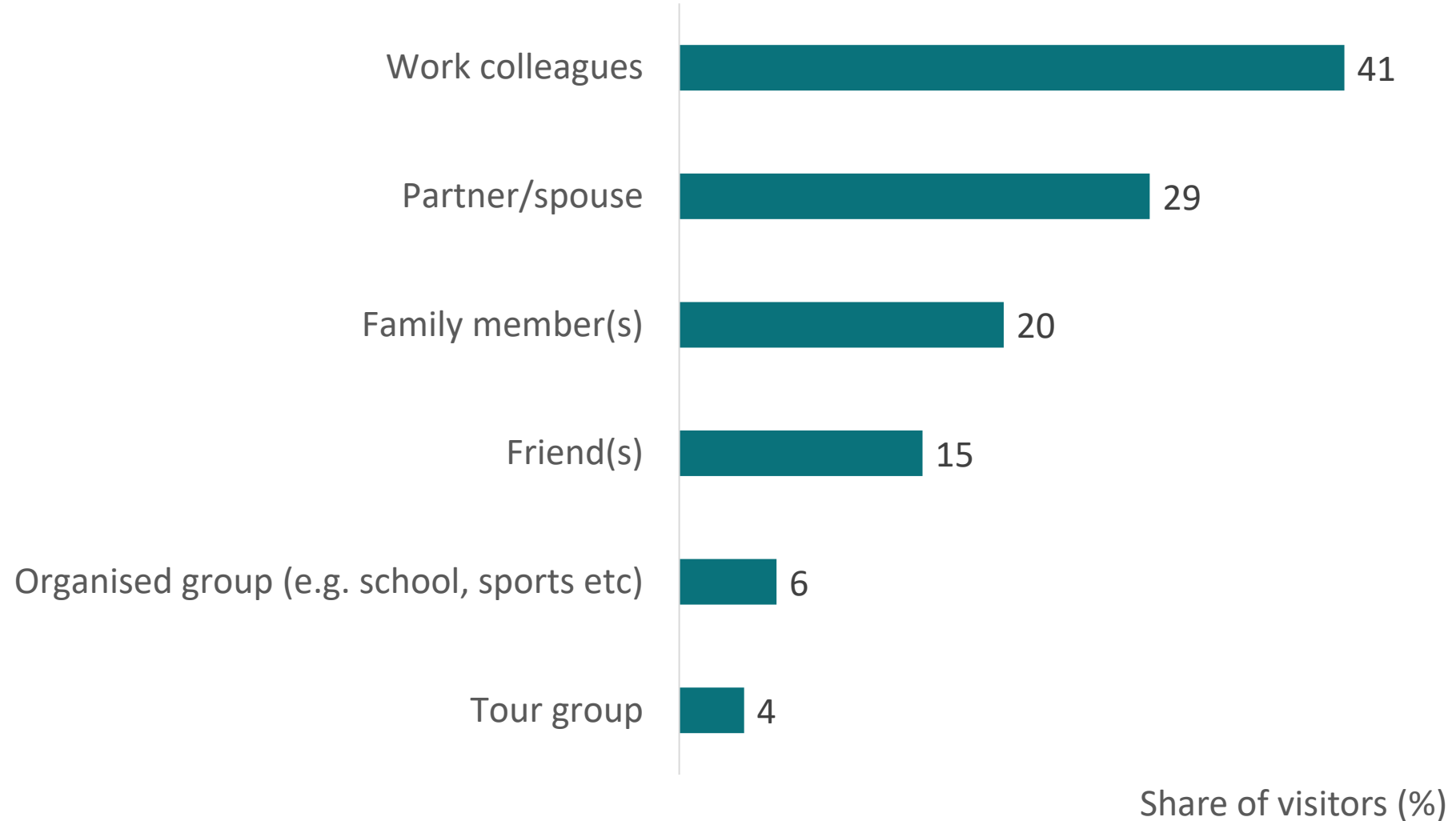
Visitor  
Satisfaction

# Purpose of Visit



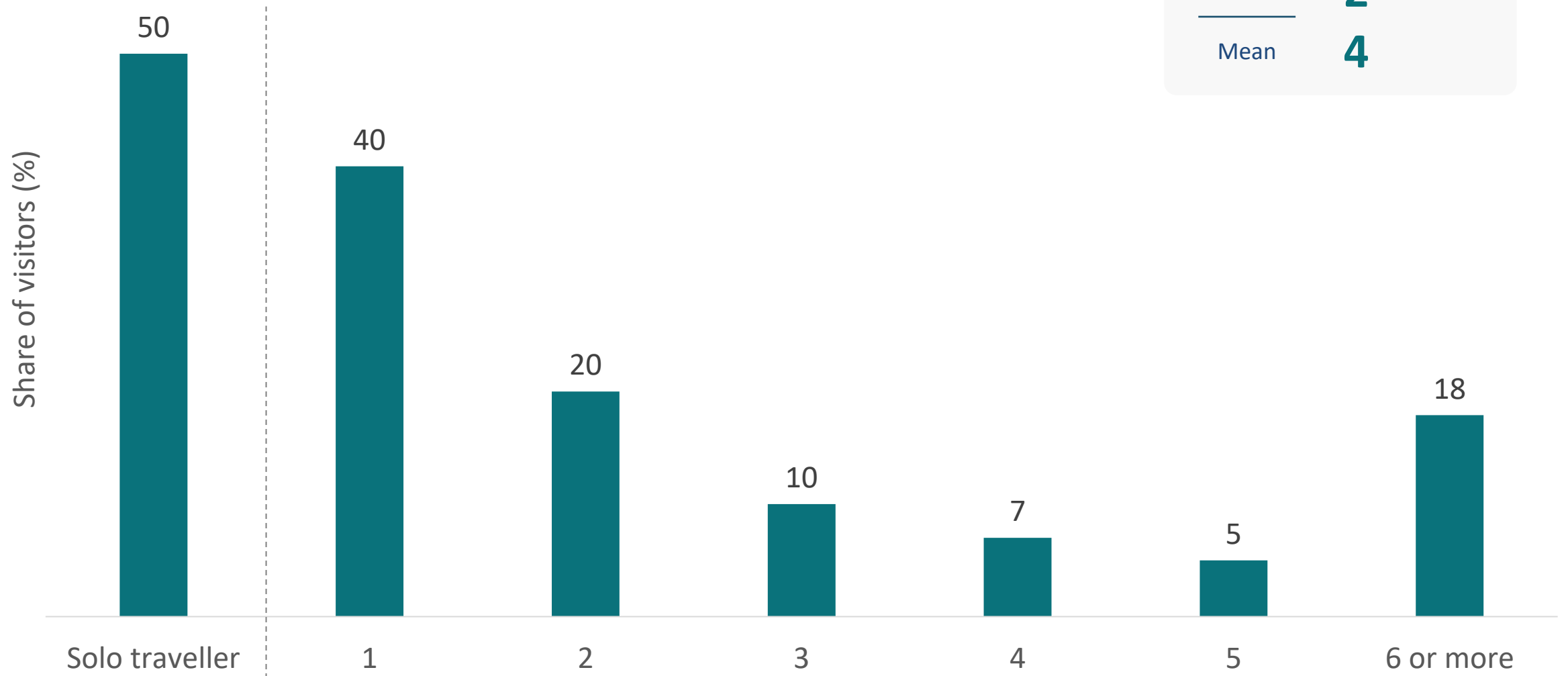
Note: Due to rounding, total does not sum to 100%

# Travel Companions



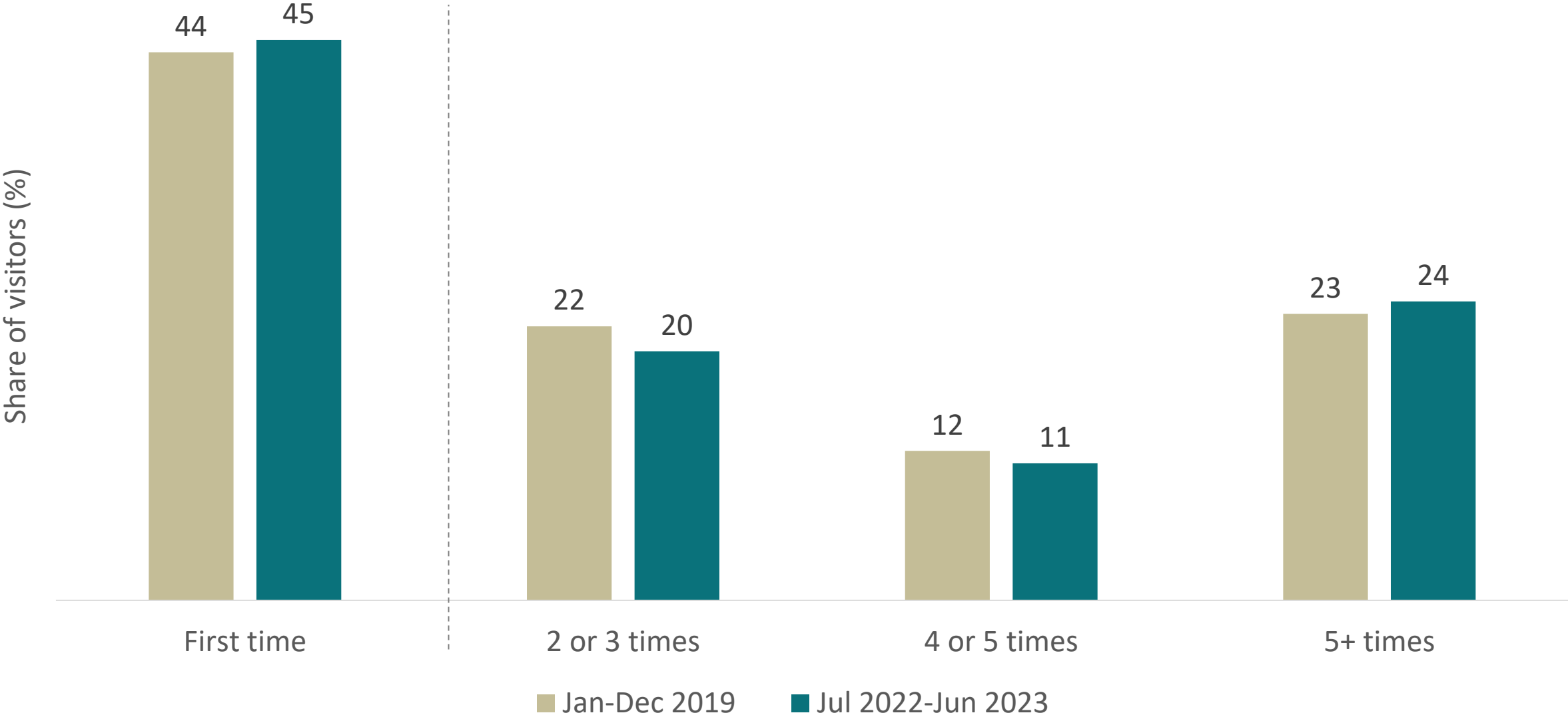
*Note: Multiple responses, therefore total does not add up to 100%*

# Number of Travel Companions



Note: n = 301. Due to rounding, total does not sum to 100%. Travelling alone n = 305.

# Previous Visits



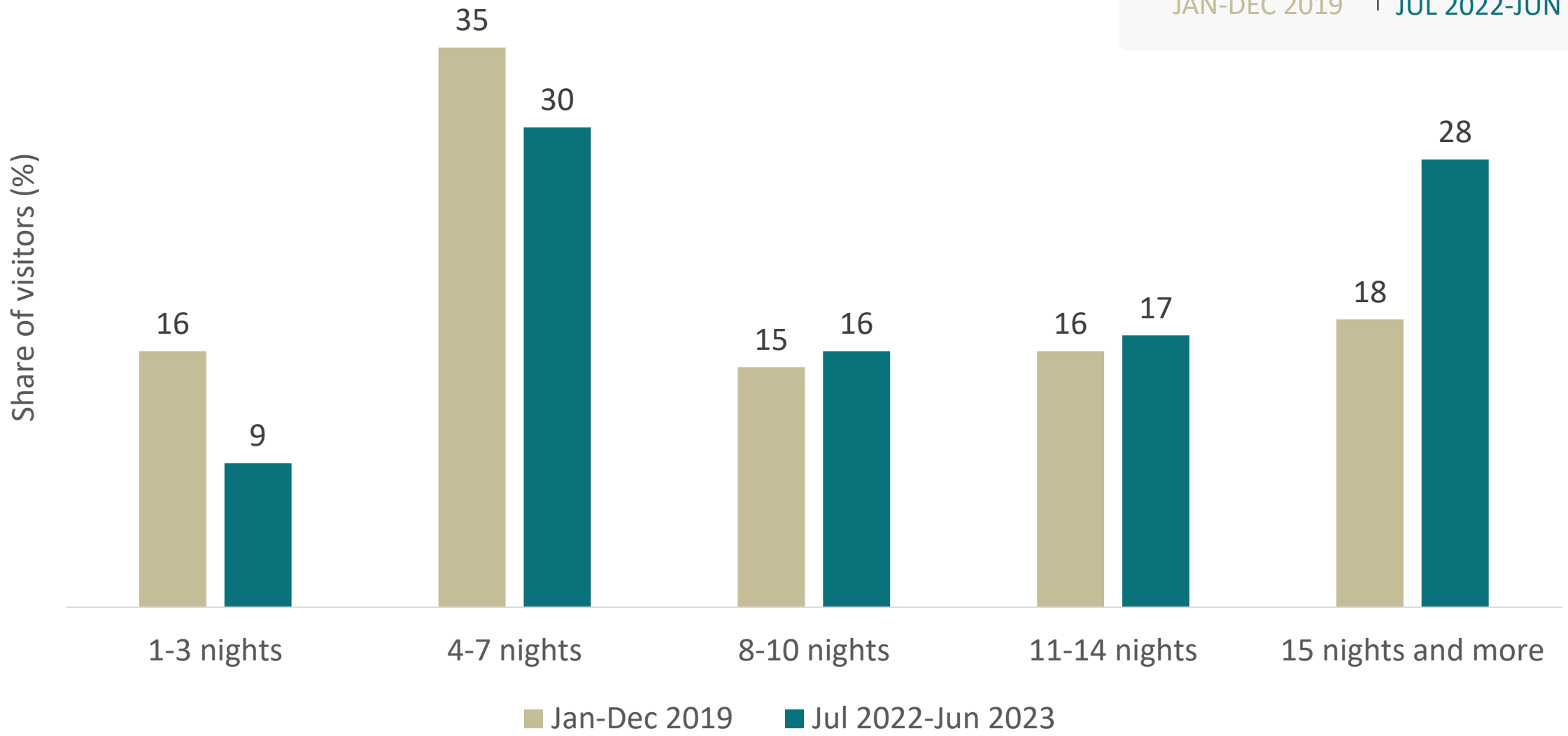
Note: Due to rounding, total does not sum to 100%

# Length of Stay (nights)

Avg. Length of Stay (nights)

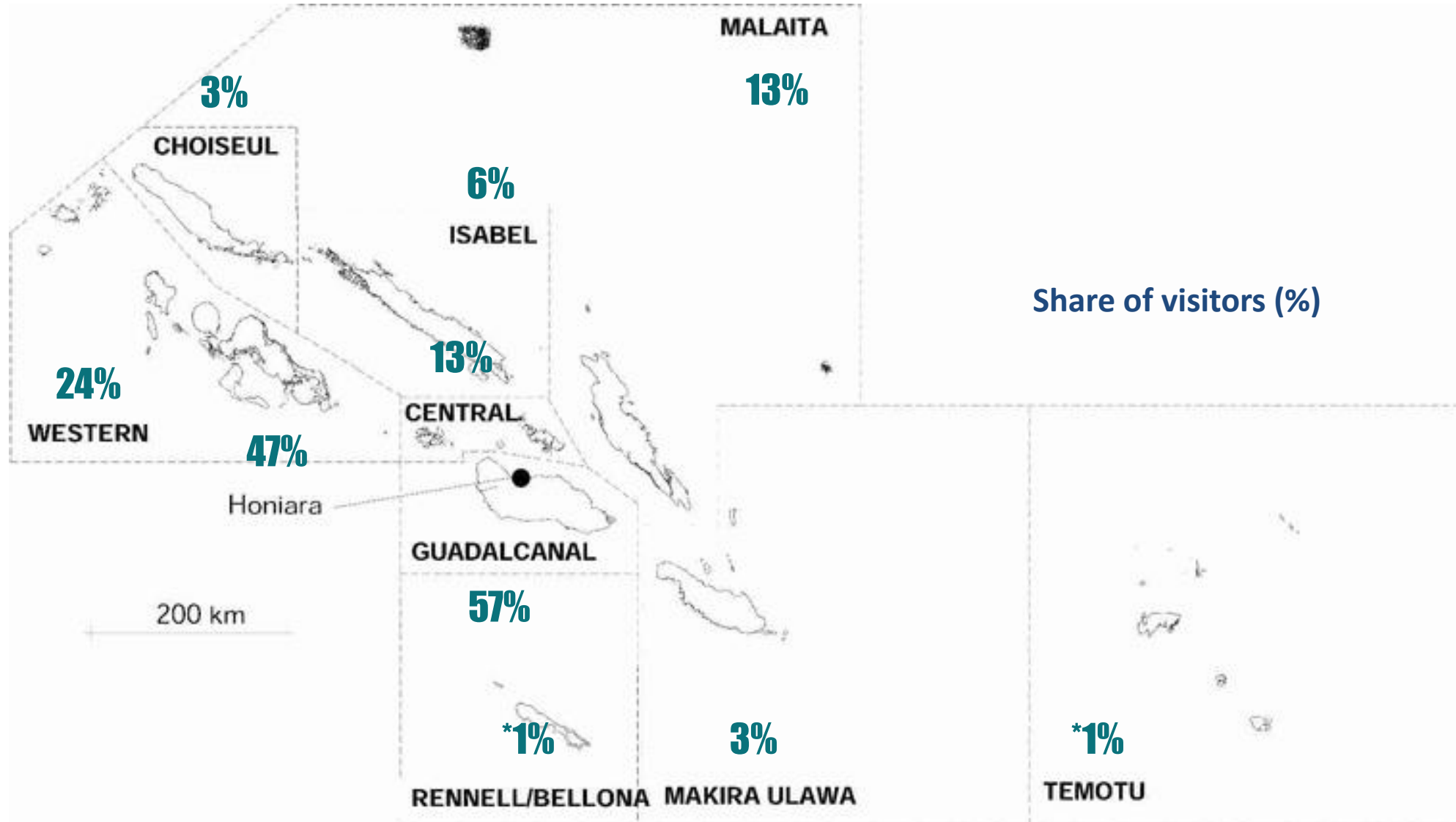
**9.6** | **10.9**

JAN-DEC 2019 | JUL 2022-JUN 2023



Note: 31 and 31+ days as outliers were removed for length of stay analysis.

# Provinces Visited

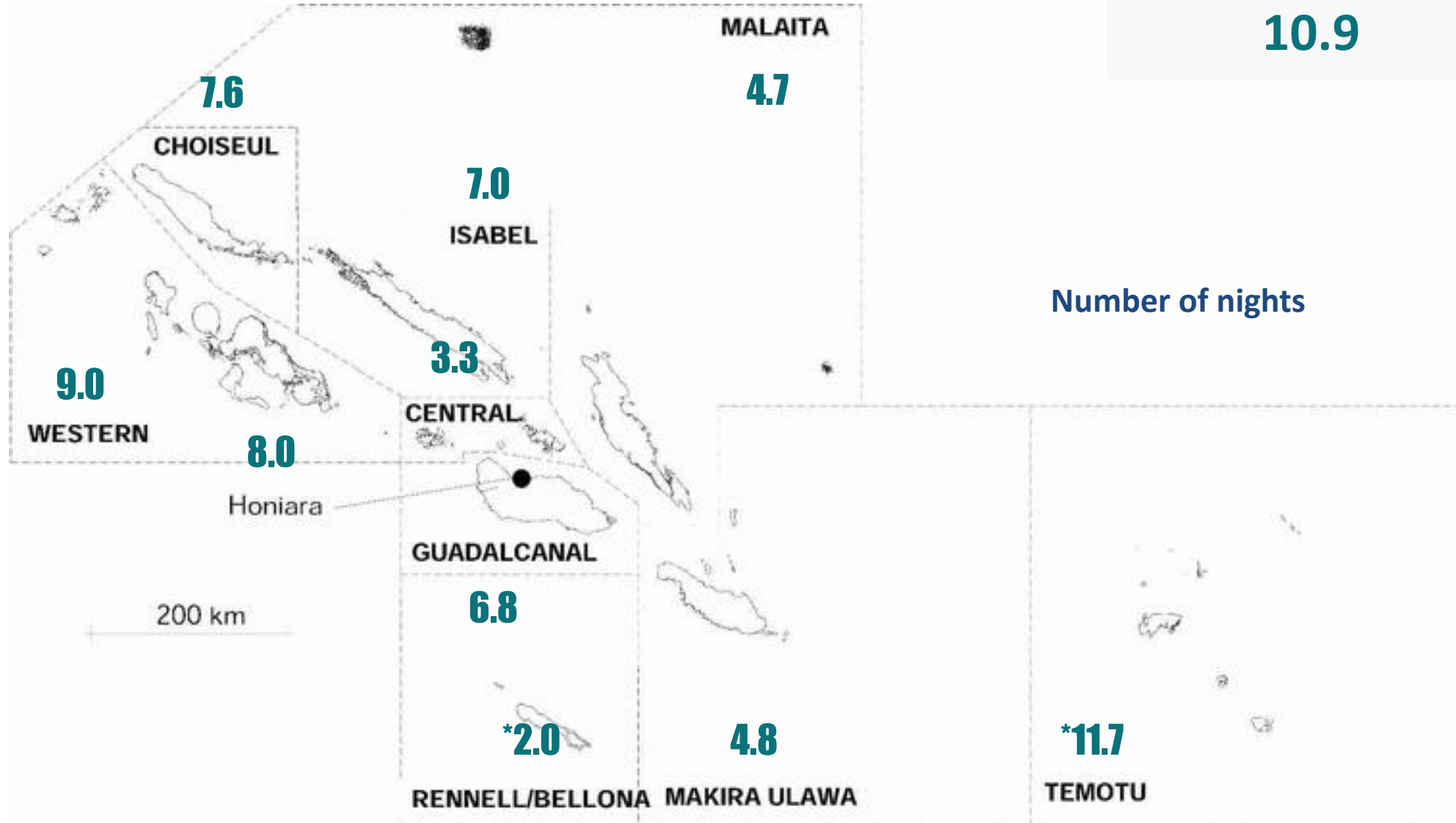


Note: \*: n <= 10. Multiple responses, therefore total does not add up to 100%

# Average Length of Stay on Each Province (Nights)

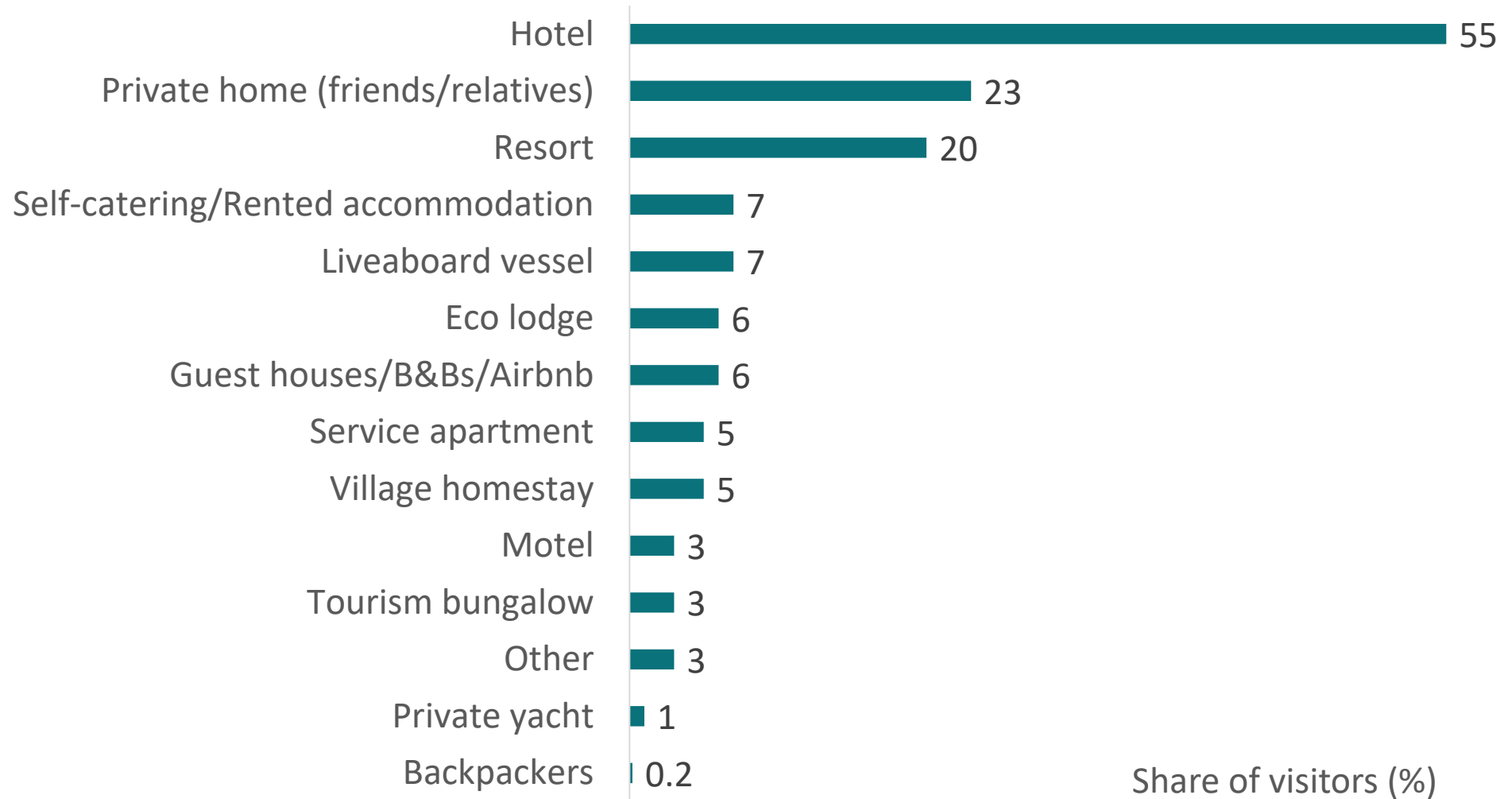
Avg. Length of Stay  
(Solomon Islands)

**10.9**

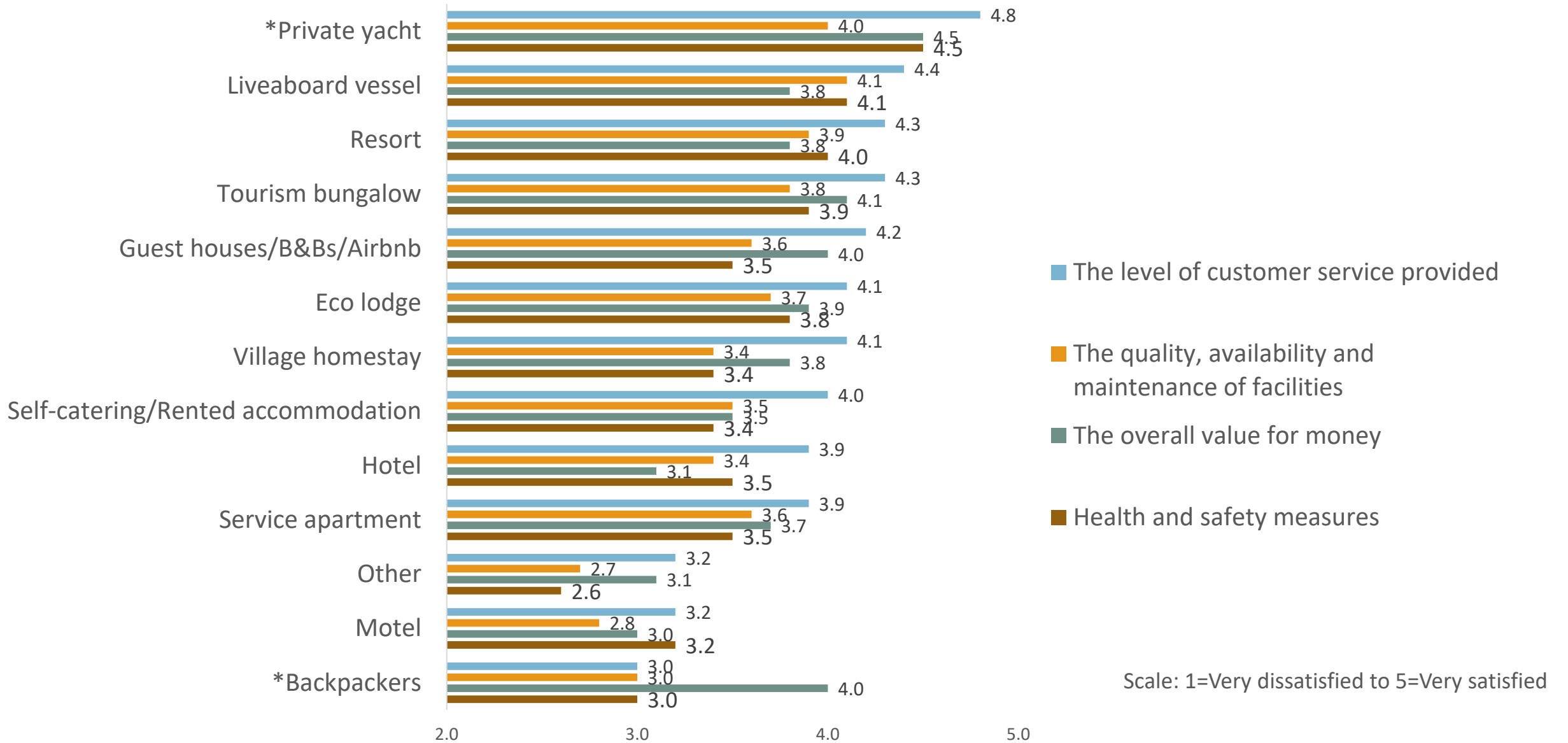




# Types of Accommodation Stayed

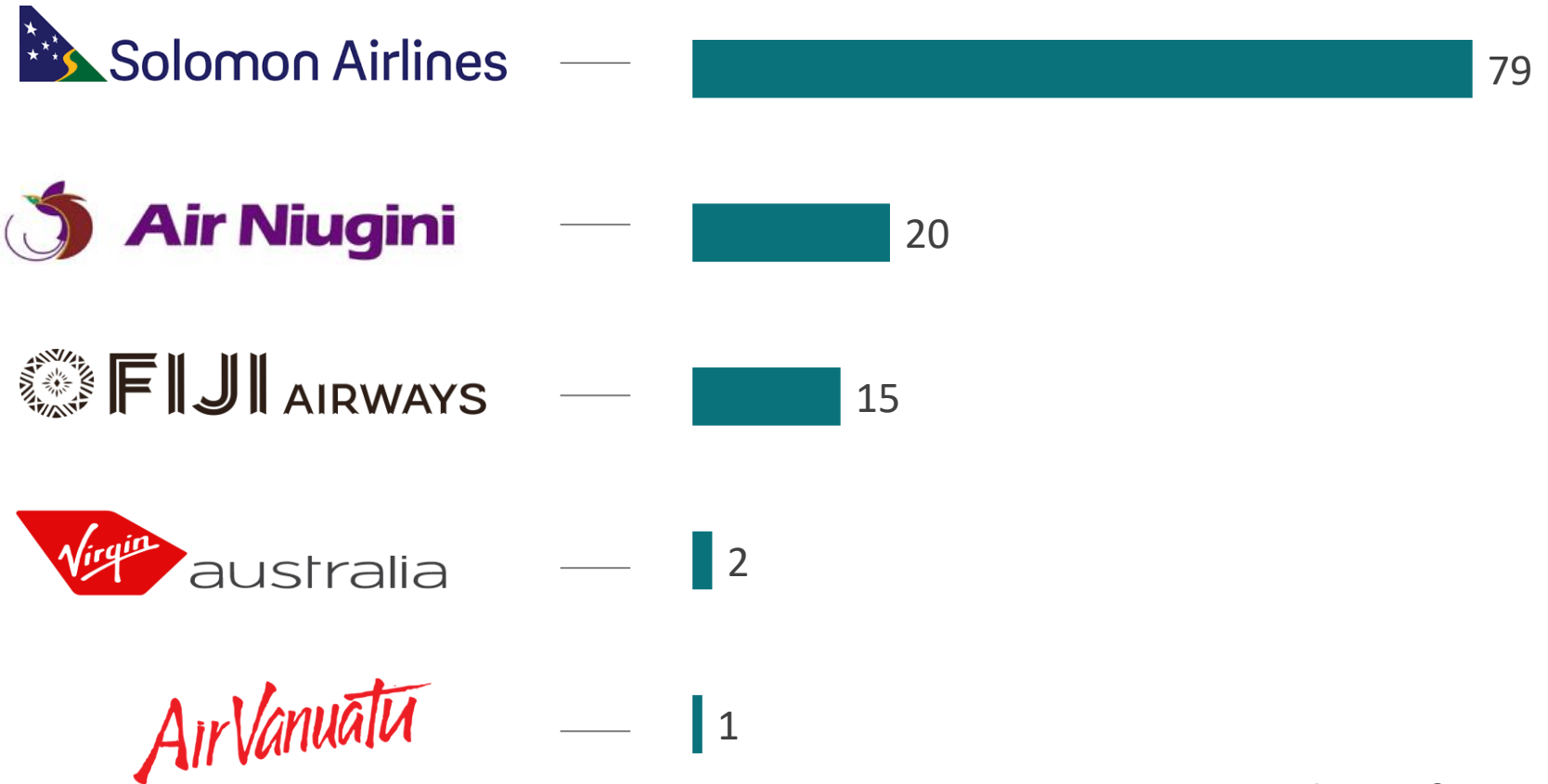


# Satisfaction with Accommodation Used



Note: \*n < 10. Multiple responses, therefore total does not add up to 100%

# Airlines Used for Travel



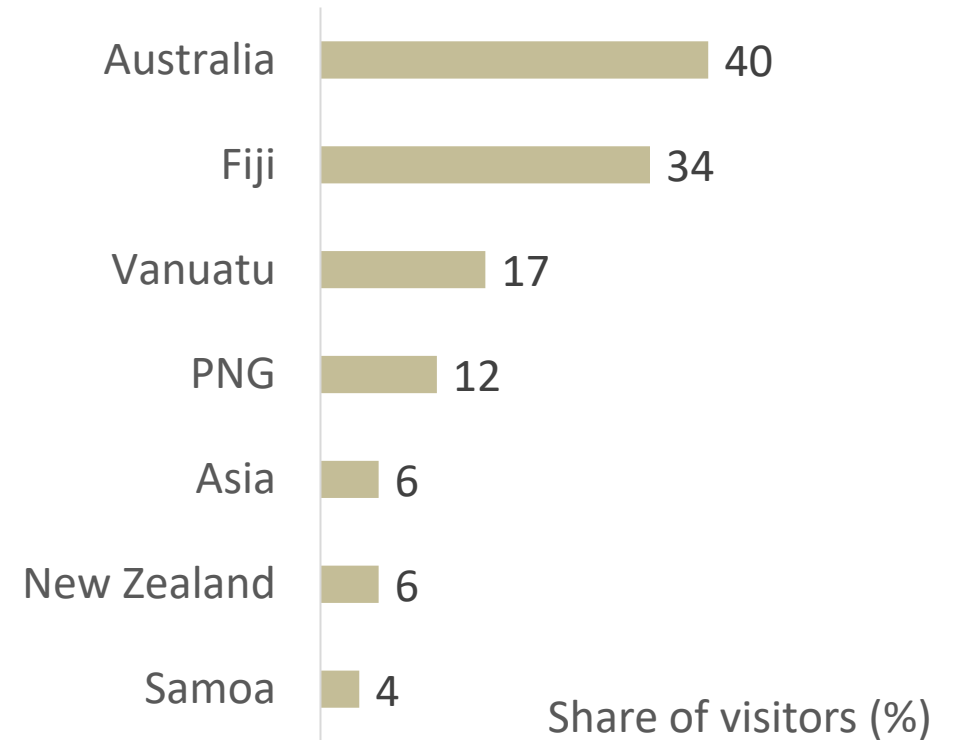
Share of visitors (%)

# Destinations

## Solomon Islands Only



## Other destinations included



# Report Structure



Visitor Profile



Visitor  
Characteristics  
& Preferences



Information &  
Decision Making

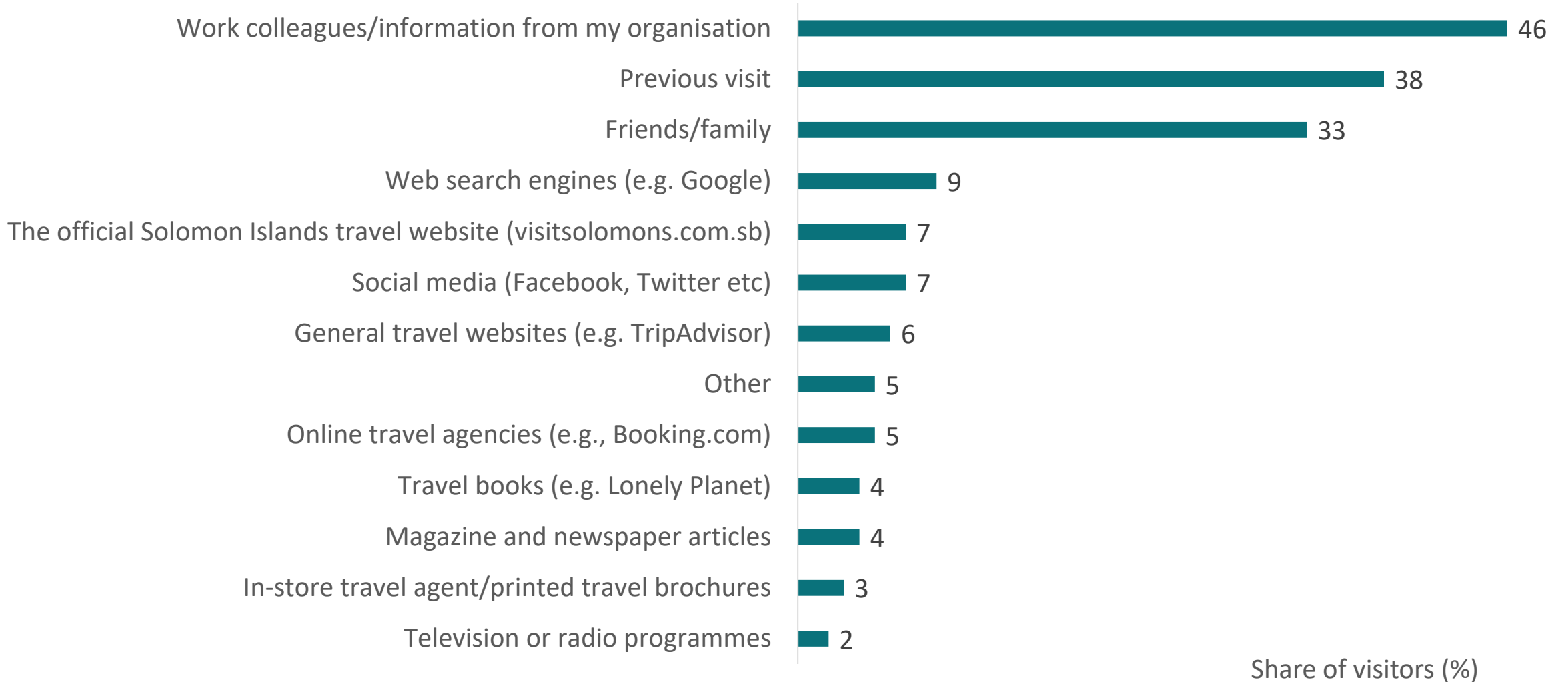


Visitor Spending  
& Impact



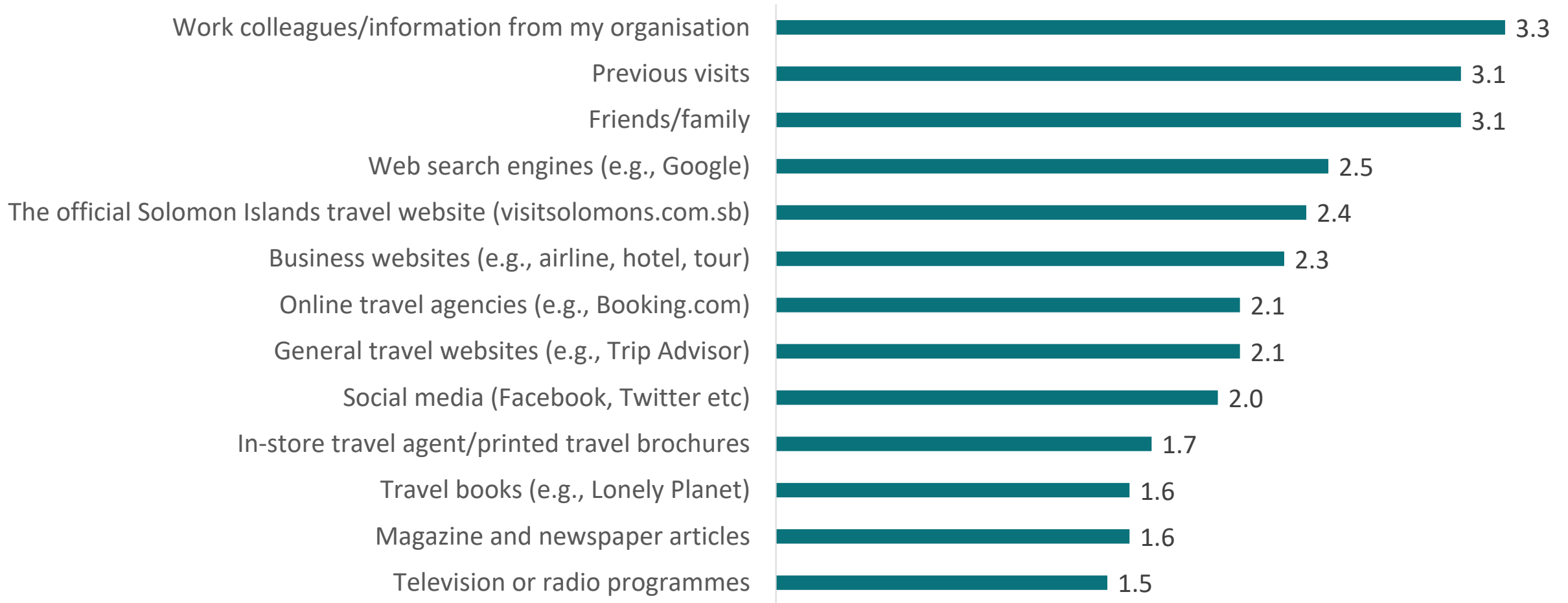
Visitor  
Satisfaction

# Information Source: How Did You Find Out About Solomon Islands as A Destination?



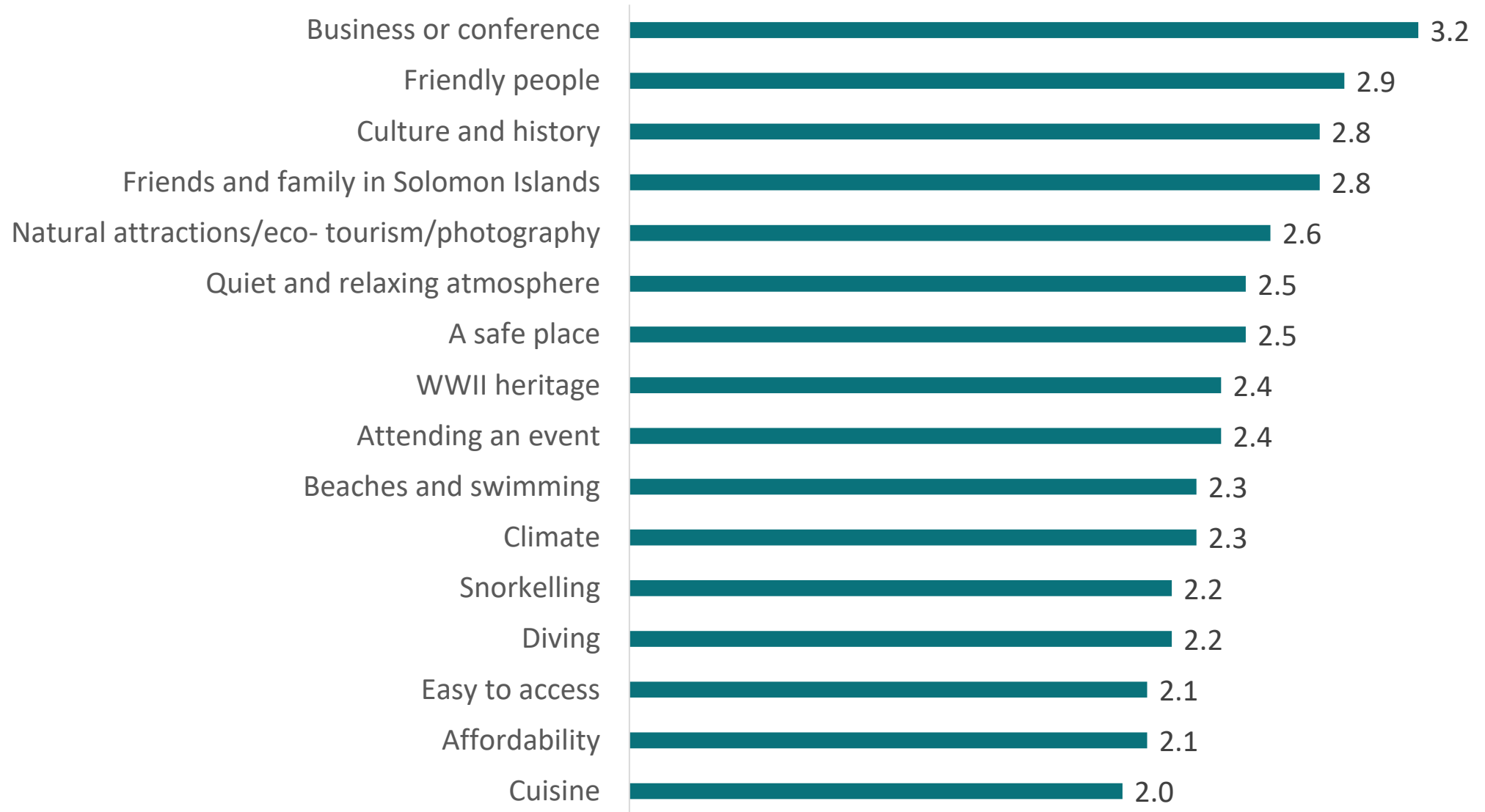
Note: Multiple responses, therefore total does not add up to 100%

# Information Source: How important Was The Information Source When Planning Your Trip?



Scale: 1=Not at all important to 5=Extremely important

# Influential Factors on the Decision to Choose The Solomon Islands



Scale: 1=Not at all important to 5=Extremely important



# Purchasing of Travel



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

# Report Structure



Visitor Profile



Visitor  
Characteristics  
& Preferences



Information &  
Decision Making

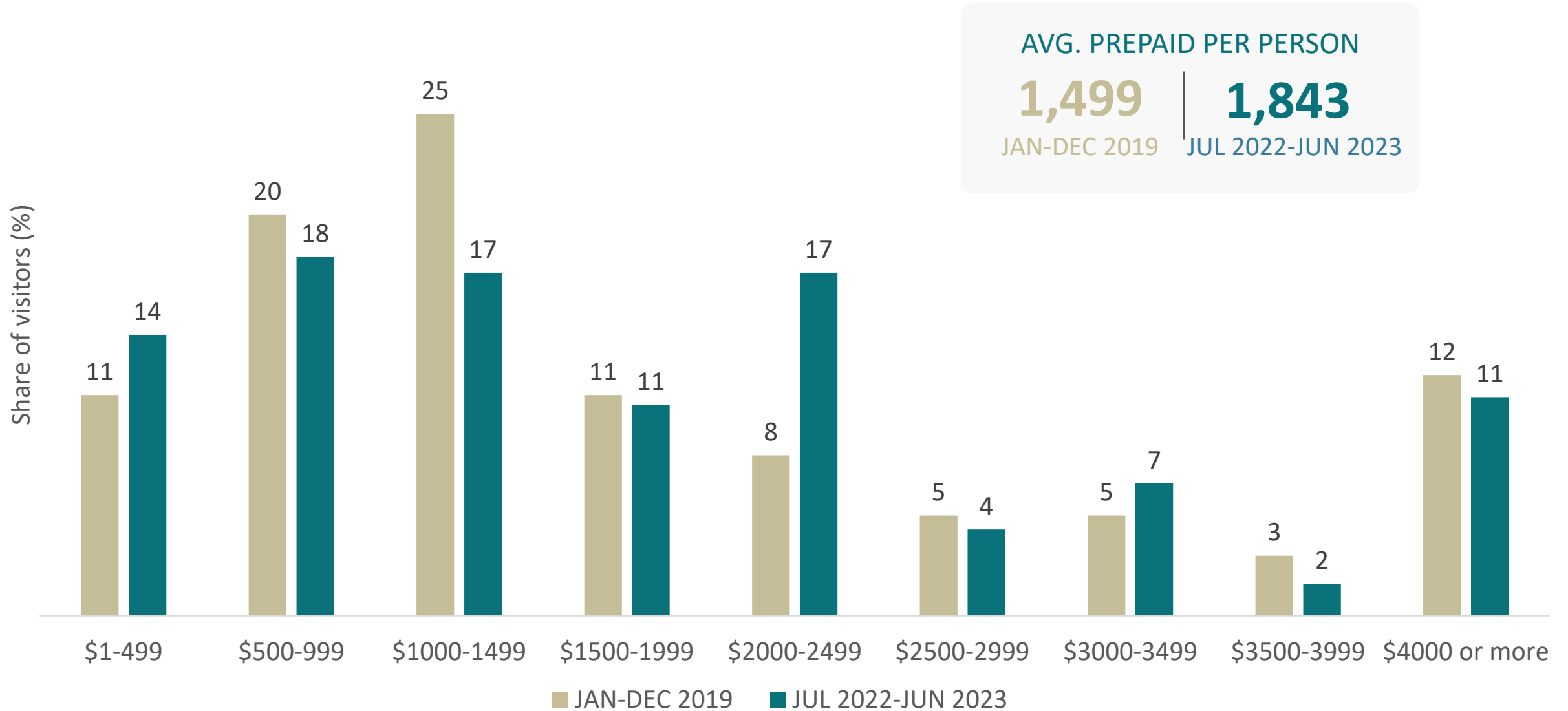


Visitor Spending  
& Impact

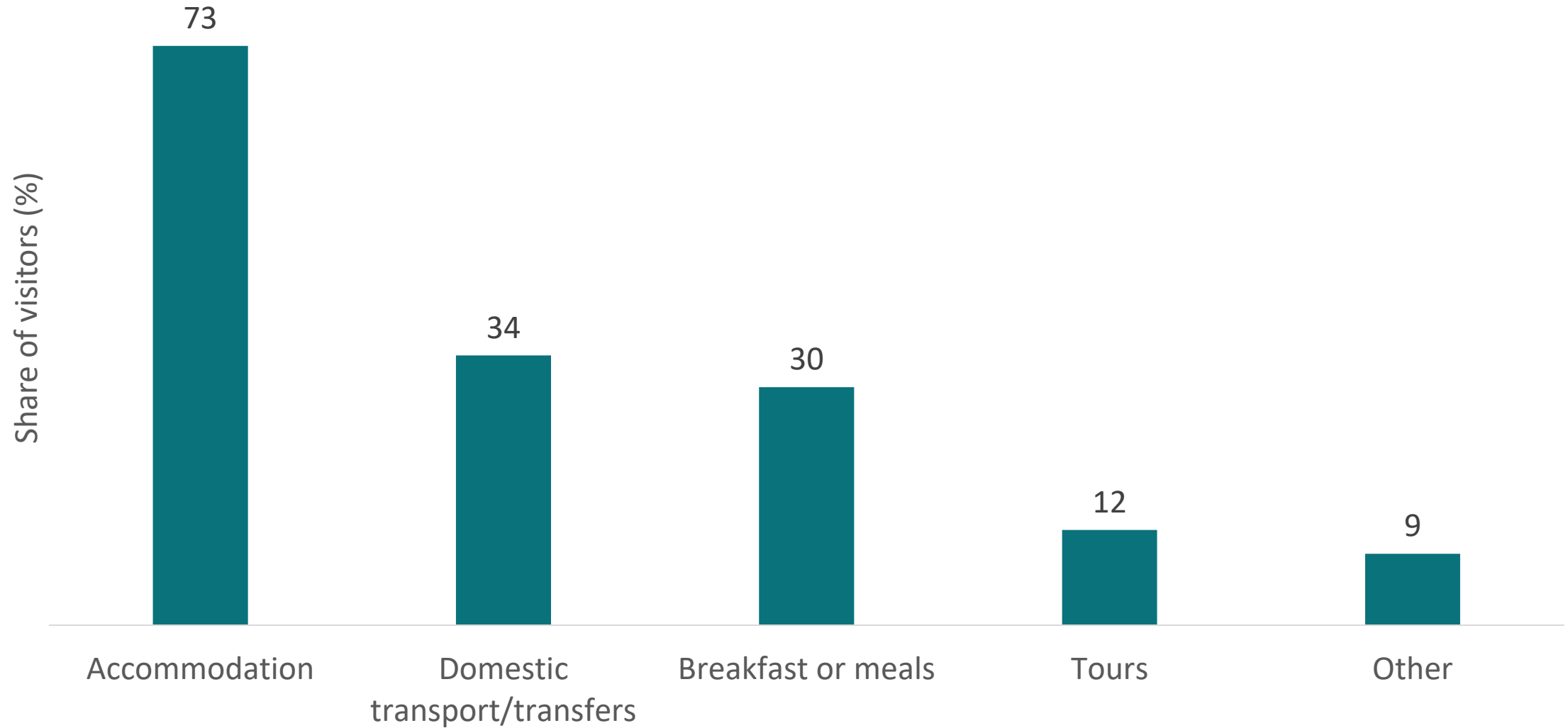


Visitor  
Satisfaction

# Prepaid Expenditure



# Prepaid Items



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

# In-country Spend Per Person Per Day While in The Solomon Islands (US\$)

	JAN-DEC 2019		JUL 2022-JUN 2023	
	<u>Per Person Per Day</u>	<u>% of sector</u>	<u>Per Person Per Day</u>	<u>% of sector</u>
Accommodation	23	39	35	43
Restaurants, Cafes & Bars	11	19	14	17
Groceries	4	7	6	8
Domestic flights	4	7	5	6
Shopping	4	7	5	6
Tours and sightseeing	2	3	3	4
Vehicle rental	2	3	2	3
Internet cost	2	3	2	3
Water activities	2	3	2	3
Other	2	3	2	3
Petrol	1	2	2	2
Public transport	1	2	1	1
Land based activities	1	2	0.7	1
<b>Total</b>	<b>59</b>		<b>80</b>	

Note: Due to rounding, some totals do not sum to 100%.

# In-country Spend Per Person Per Day While in The Solomon Islands (SI\$)

	JAN-DEC 2019		JUL 2022-JUN 2023	
	<u>Per Person Per Day</u>	<u>% of sector</u>	<u>Per Person Per Day</u>	<u>% of sector</u>
Accommodation	183	39	290	43
Restaurants, Cafes & Bars	89	19	118	17
Groceries	33	7	51	8
Domestic flights	33	7	44	6
Shopping	31	7	39	6
Tours and sightseeing	14	3	25	4
Vehicle rental	14	3	20	3
Internet cost	16	3	20	3
Water activities	16	3	19	3
Other	15	3	18	3
Petrol	8	2	14	2
Public transport	8	2	9	1
Land based activities	8	2	6	1
<b>Total</b>	<b>466</b>		<b>673</b>	

Note: Due to rounding, some totals do not sum to 100%.

# Economic Impact – Per Person and Total (US\$)

	JAN-DEC 2019	JUL 2022-JUN 2023
<b>Average Spend Prior to Arrival</b>	US\$	US\$
Per Person Per Trip	1,499	1,843
<i>Flowing into local economy rate – estimated</i>	<i>60%</i>	<i>60%</i>
Per Person Per Trip	899	1,112
Per Person per Day	94	102
<hr/>		
<b>Average Local Spend</b>		
<i>Length of Study (nights) - mean</i>	<i>9.6 nights</i>	<i>10.9 nights</i>
Per Person Per Trip	566	872
Per Person per Day	59	80
<hr/>		
<b>Total Economic Impact-Per Trip</b>	<b>1,465</b>	<b>1,984</b>
<b>Total Economic Impact-Per Day</b>	<b>153</b>	<b>182</b>

# Economic Impact – Per Person and Total (SI\$)

	JAN-DEC 2019	JUL 2022-JUN 2023
<b>Average Spend Prior to Arrival</b>	SI\$	SI\$
Per Person Per Trip	11,901	15,437
<i>Flowing into local economy rate – estimated</i>	<i>60%</i>	<i>60%</i>
Per Person Per Trip	7,106	9,287
Per Person per Day	740	852
<hr/>		
<b>Average Local Spend</b>		
<i>Length of Study (nights) - mean</i>	<i>9.6 nights</i>	<i>10.9 nights</i>
Per Person Per Trip	4,474	7,335
Per Person per Day	466	673
<hr/>		
<b>Total Economic Impact-Per Trip</b>	<b>11,580</b>	<b>16,622</b>
<b>Total Economic Impact-Per Day</b>	<b>1,206</b>	<b>1,525</b>



# Report Structure



Visitor Profile



Visitor  
Characteristics  
& Preferences



Information &  
Decision Making

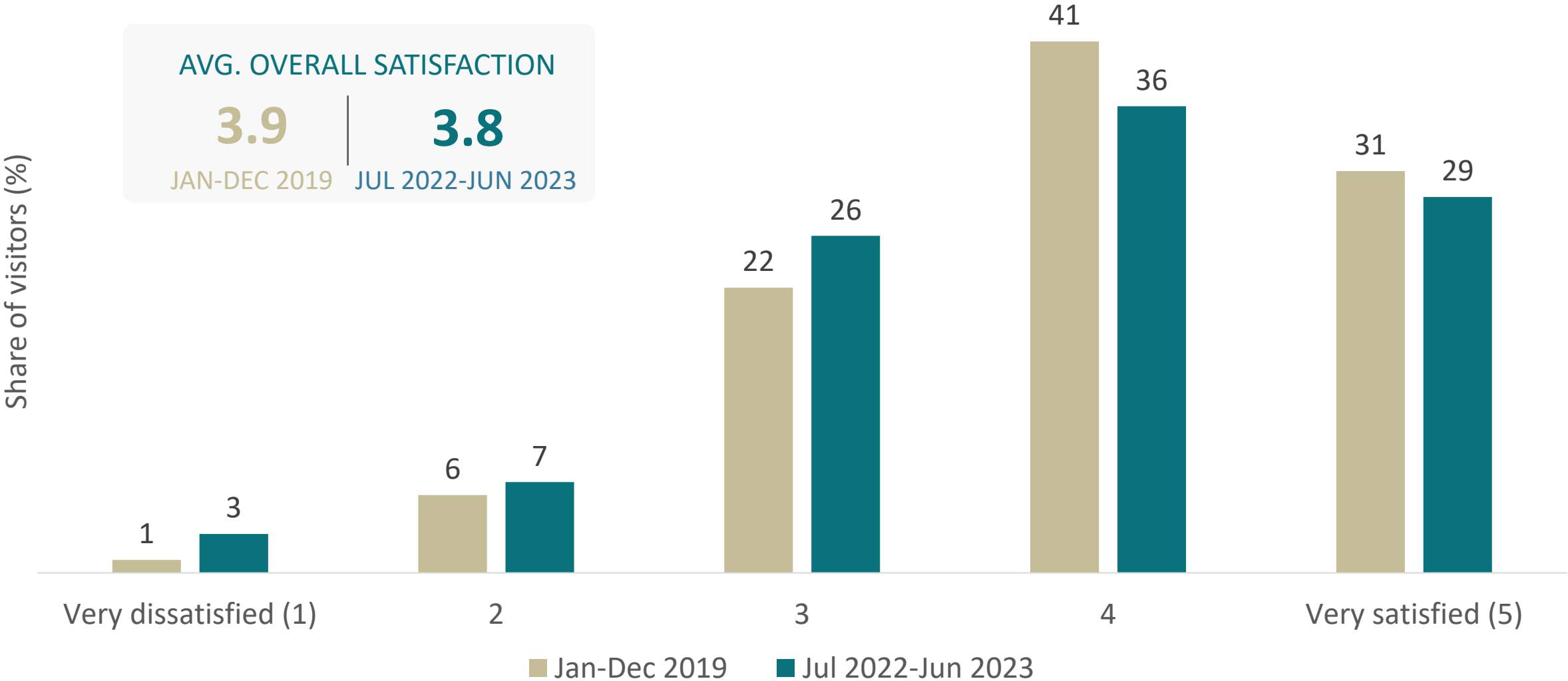


Visitor Spending  
& Impact



Visitor  
Satisfaction

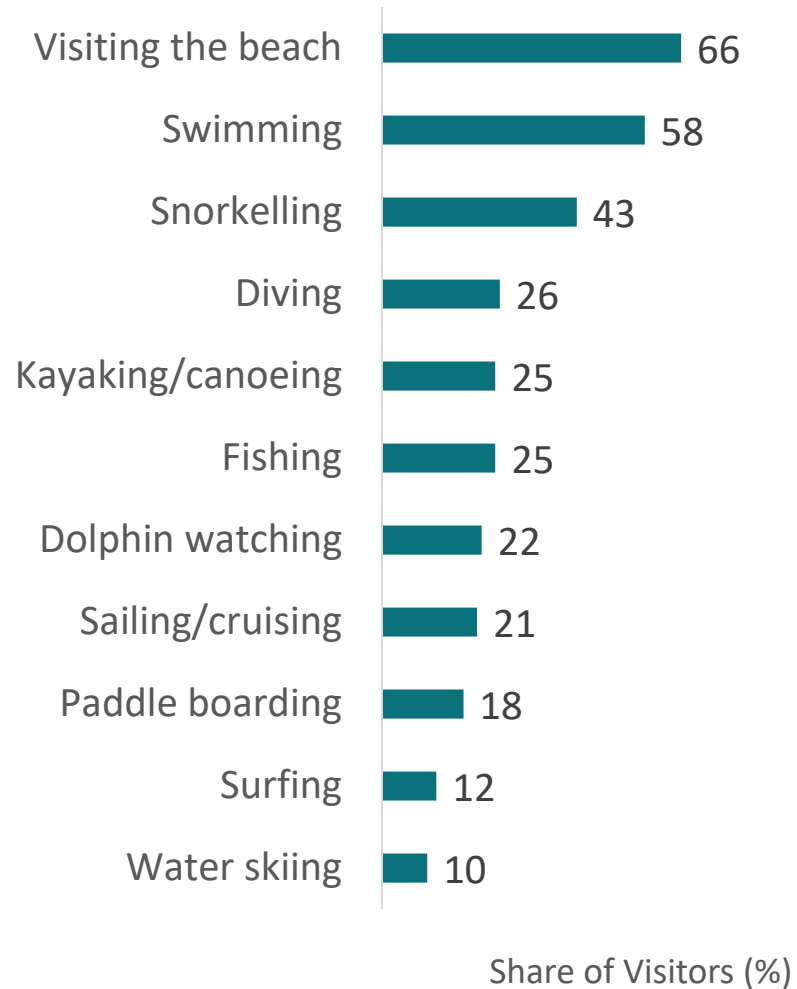
# Visitor Overall Satisfaction



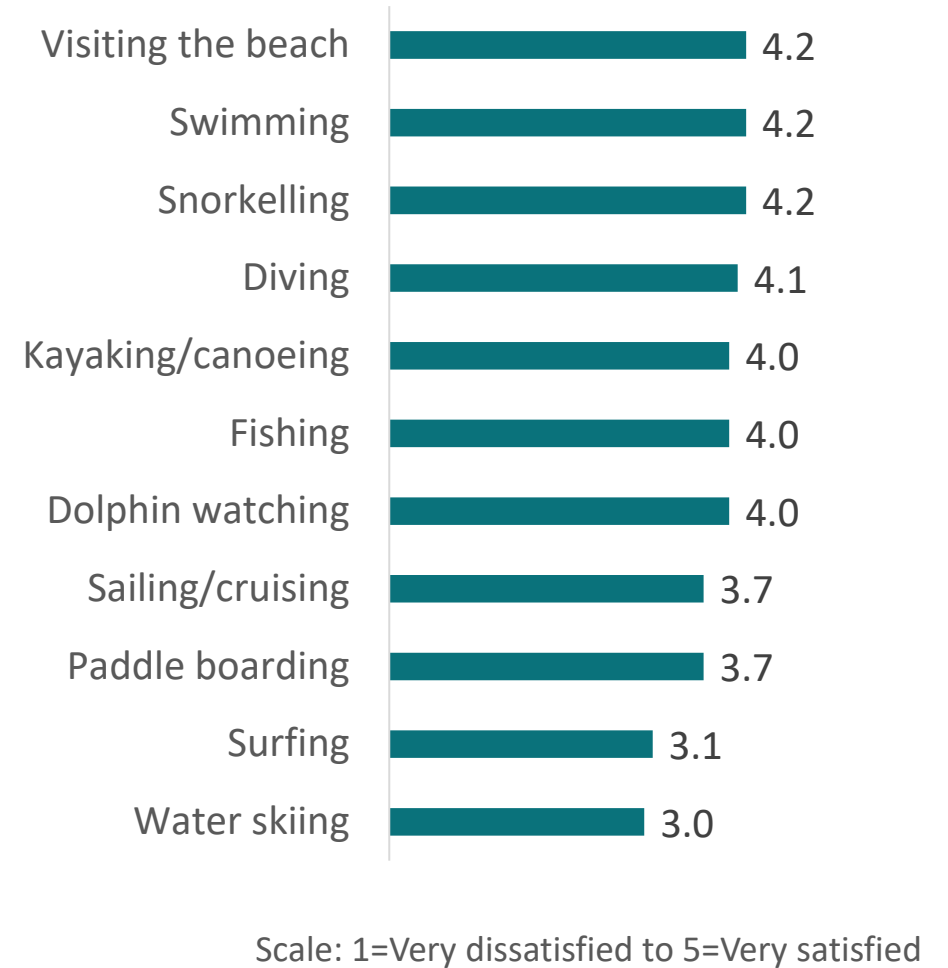
Note: Due to rounding, some totals do not sum to 100%.

# Water-based Activities

## Participation

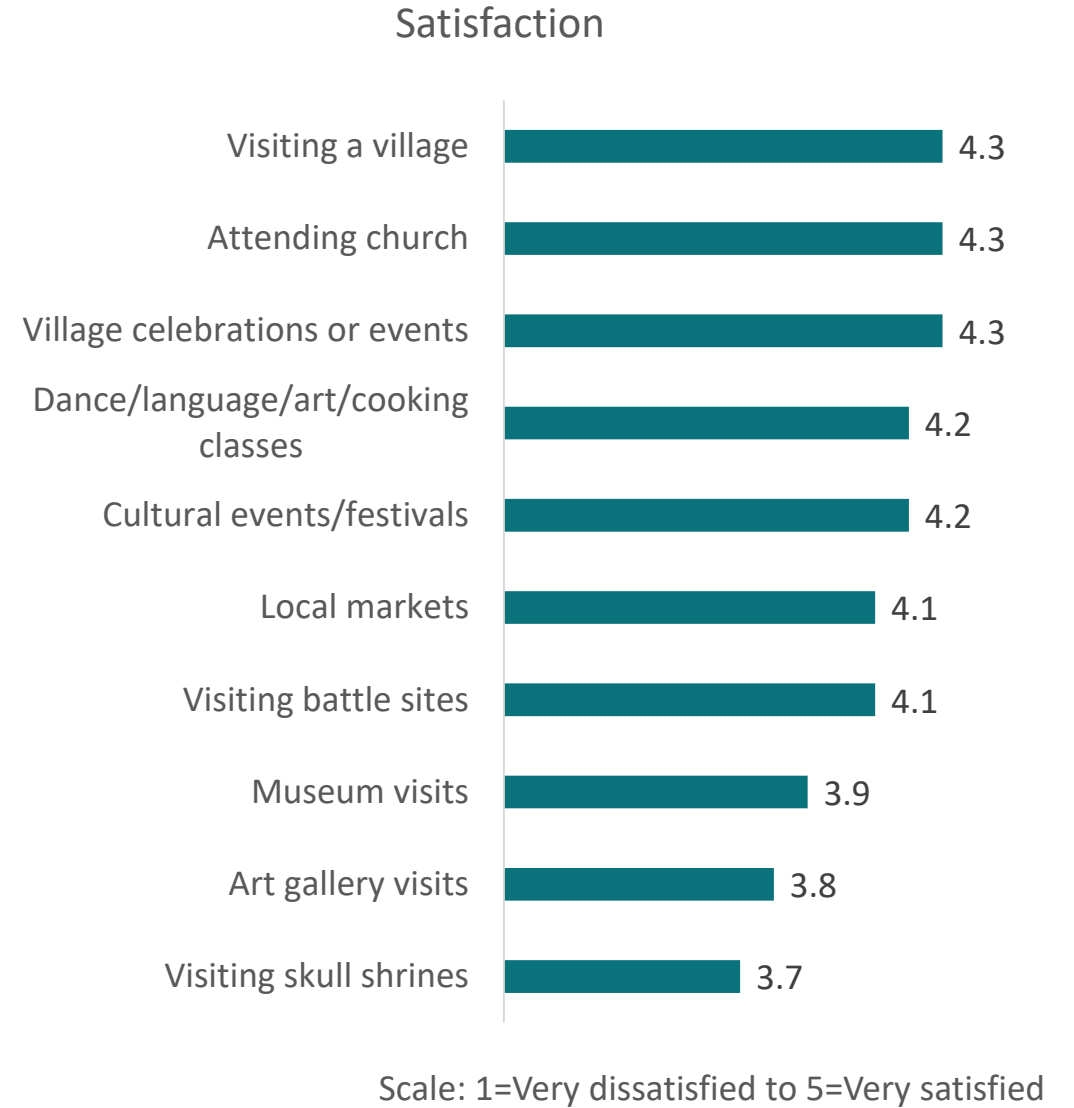
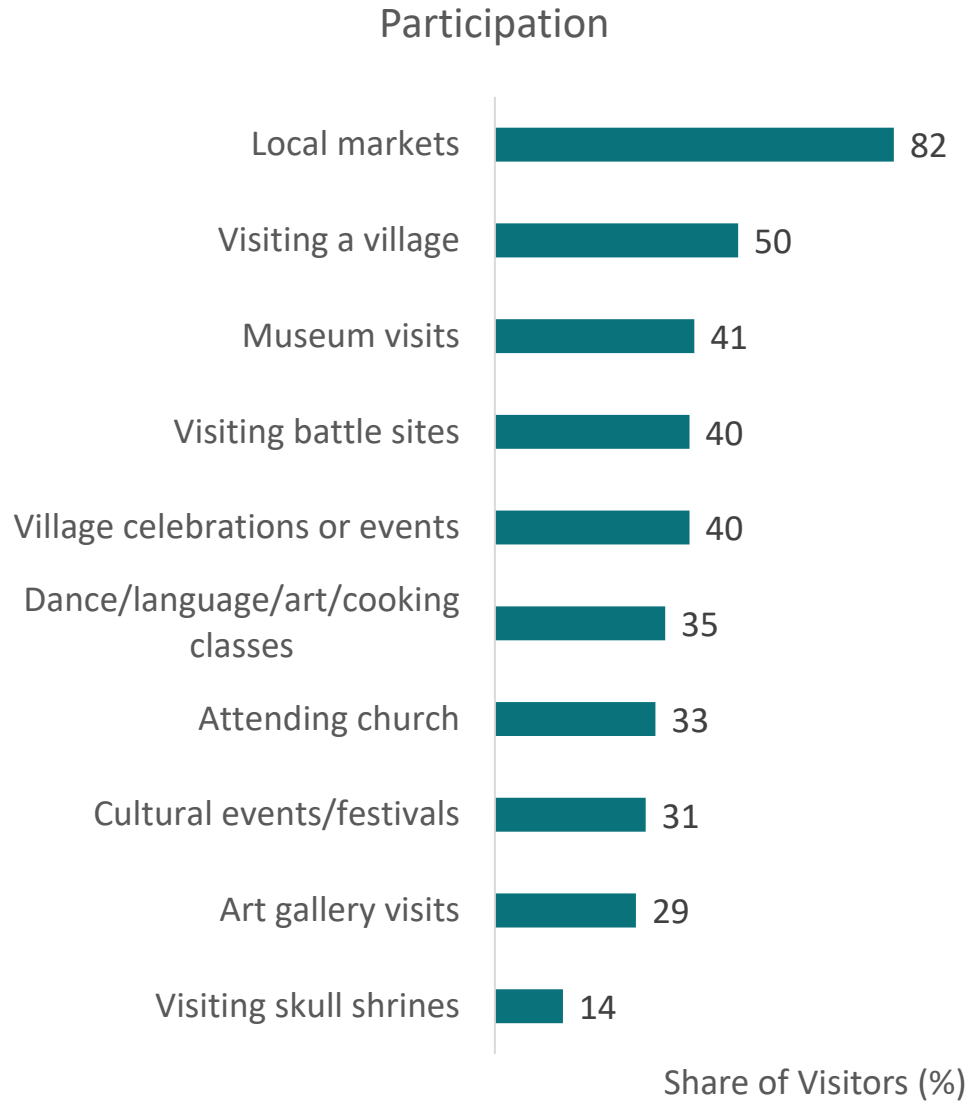


## Satisfaction



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

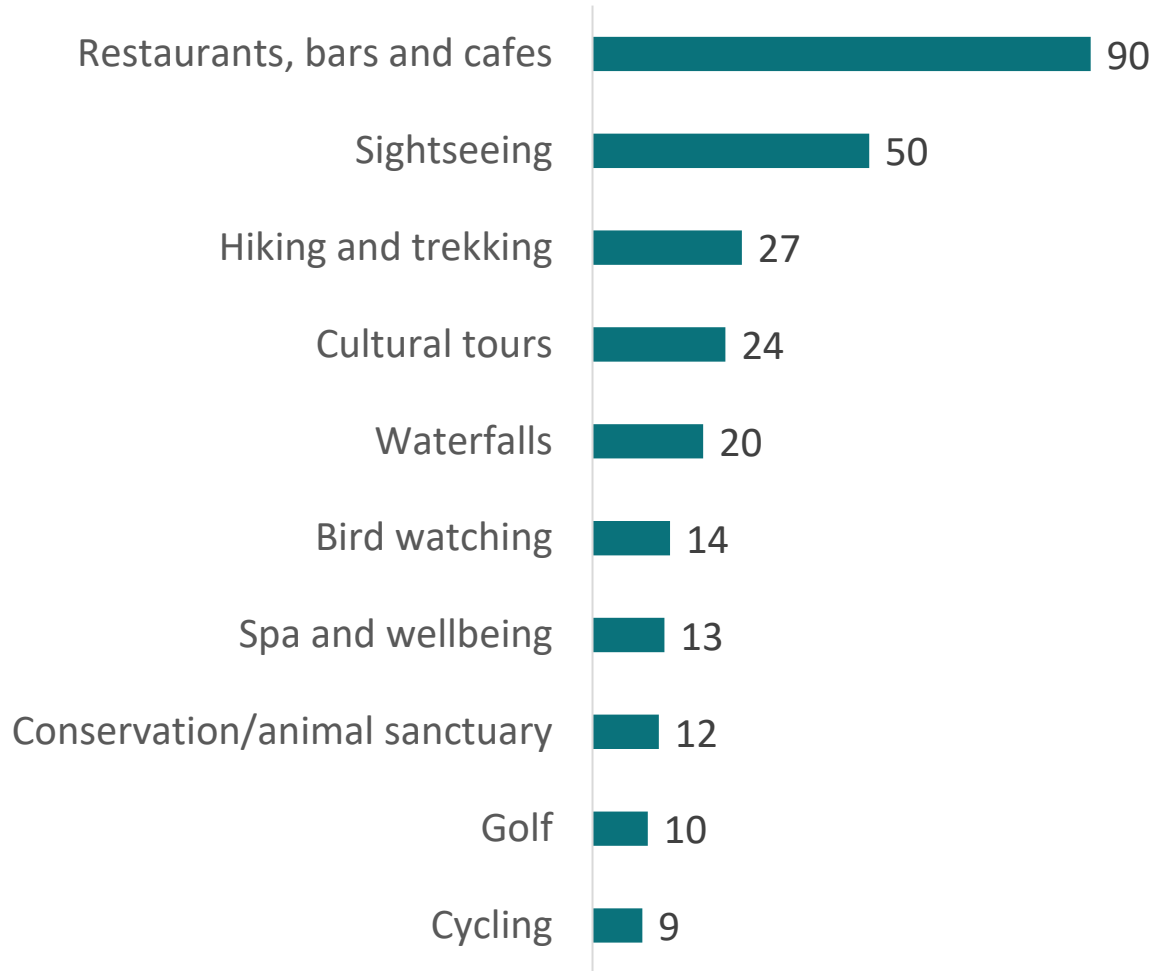
# Cultural Interaction



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

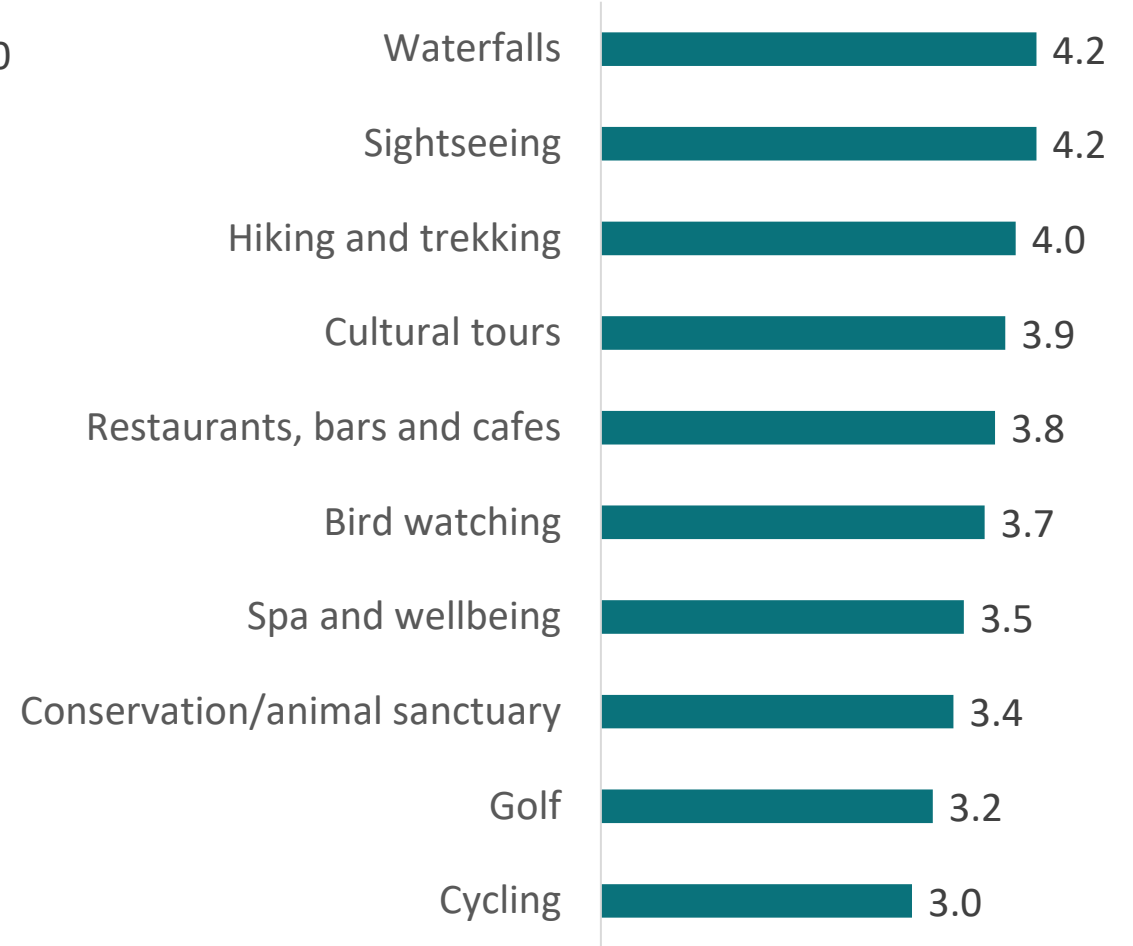
# Land-based Activities

## Participation



Share of Visitors (%)

## Satisfaction

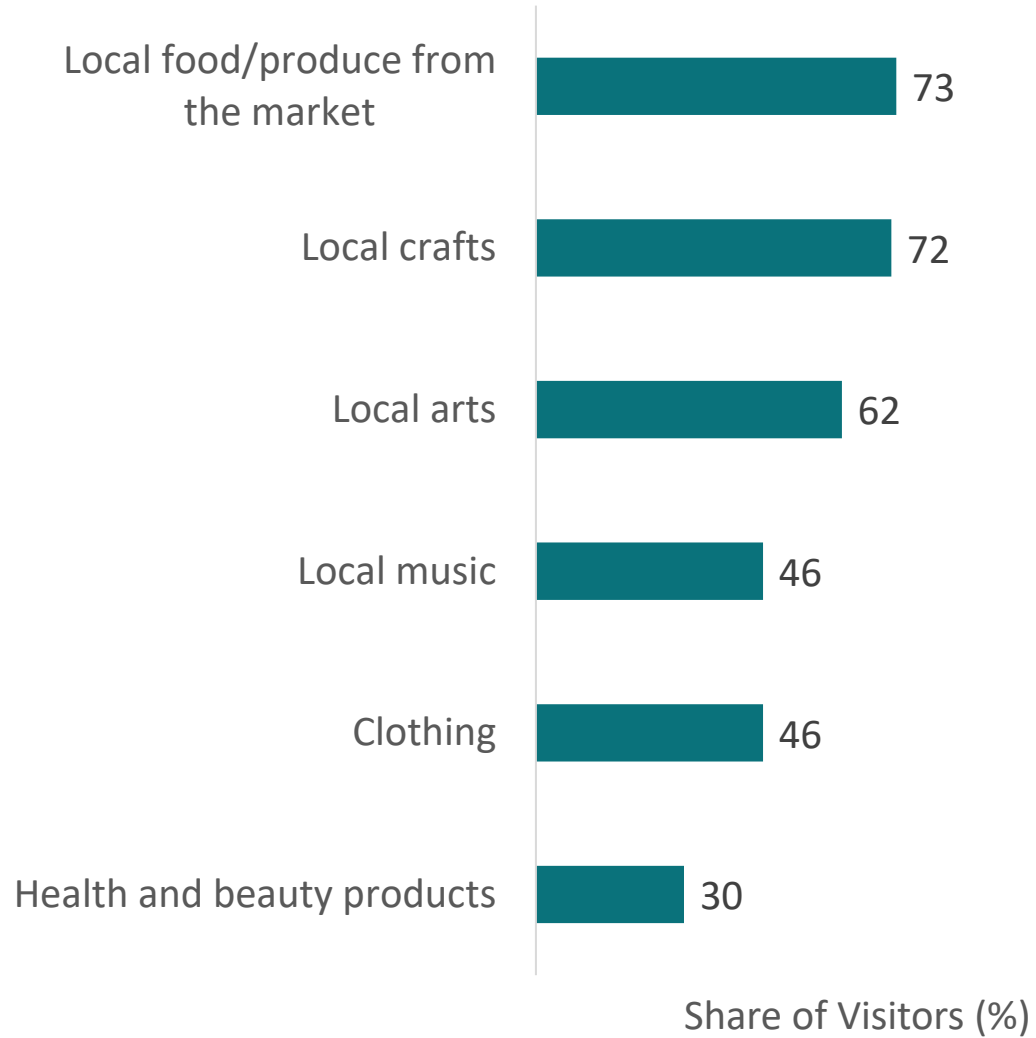


Scale: 1=Very dissatisfied to 5=Very satisfied

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

# Shopping Activities

## Participation

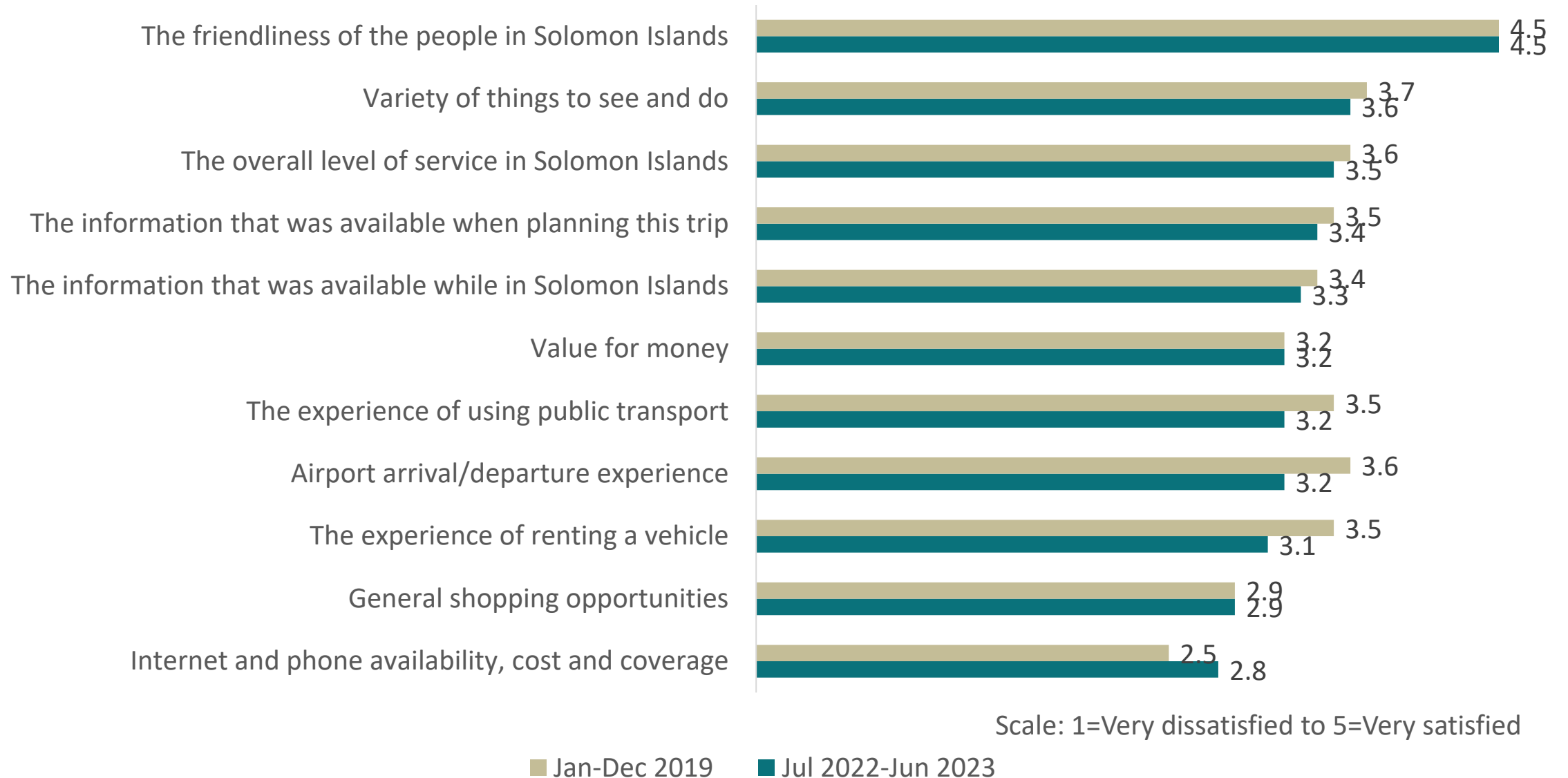


## Satisfaction



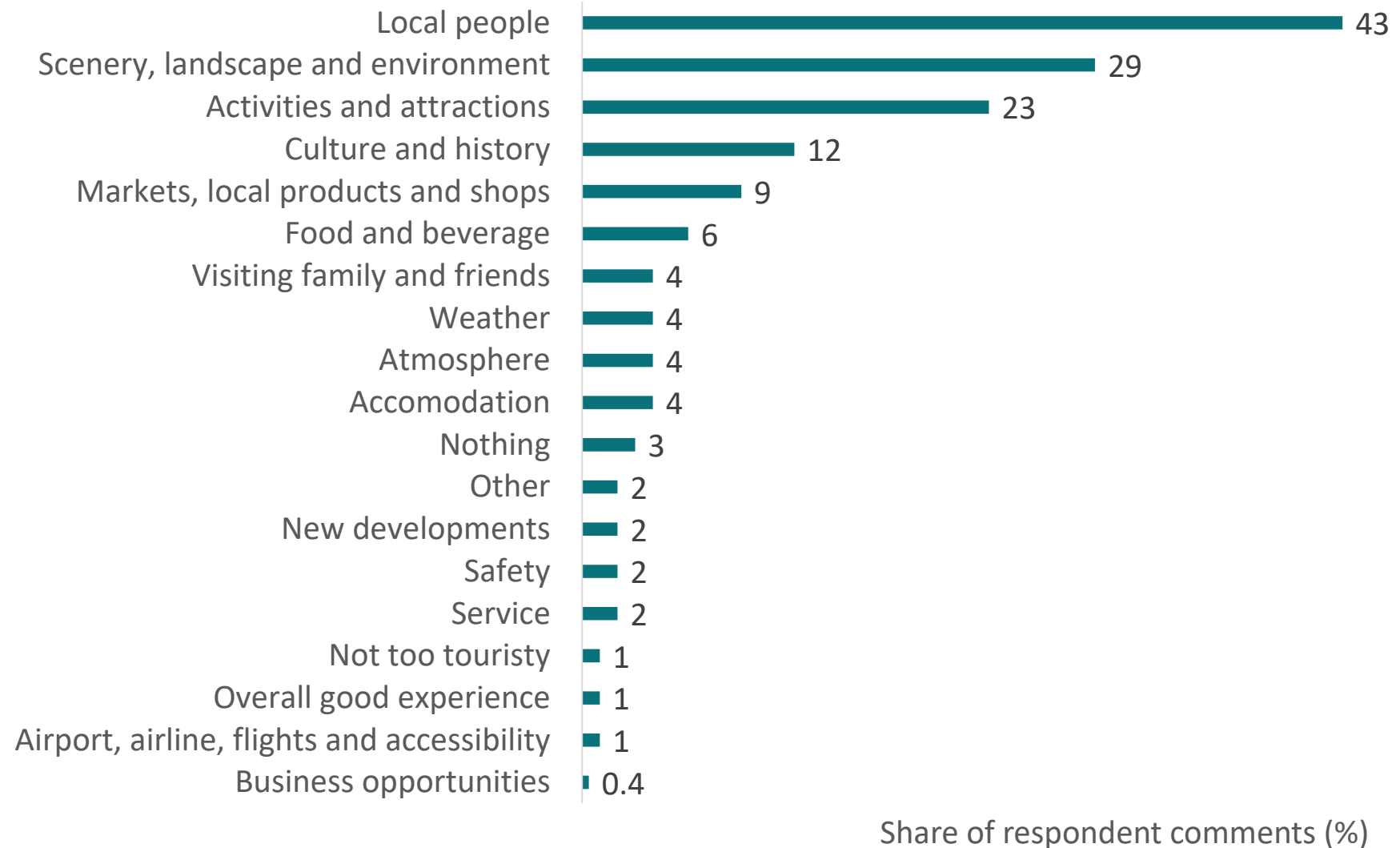
Note: Multiple responses, so total does not add up to 100%

# Satisfaction with Solomon Islands Services



Note: Due to rounding, some totals do not sum to 100%.

# Most Appealing Aspects of The Solomon Islands





# Most Appealing – Local People

- + Very friendly people.
- + The friendliness of the people.
- + The people are the nicest in the world :).
- + People's character generally friendly and helpful.
- + The people - so kind, generous, and precious.
- + People are friendly and the area is safe to walk around.
- + The friendly people and their ability to speak English.
- + People greeting and smiling at me in the streets. Warmth and friendliness of people. As soon as you leave Honiara, landscape turns beautiful.



# Most Appealing – Scenery, Landscape and Environment



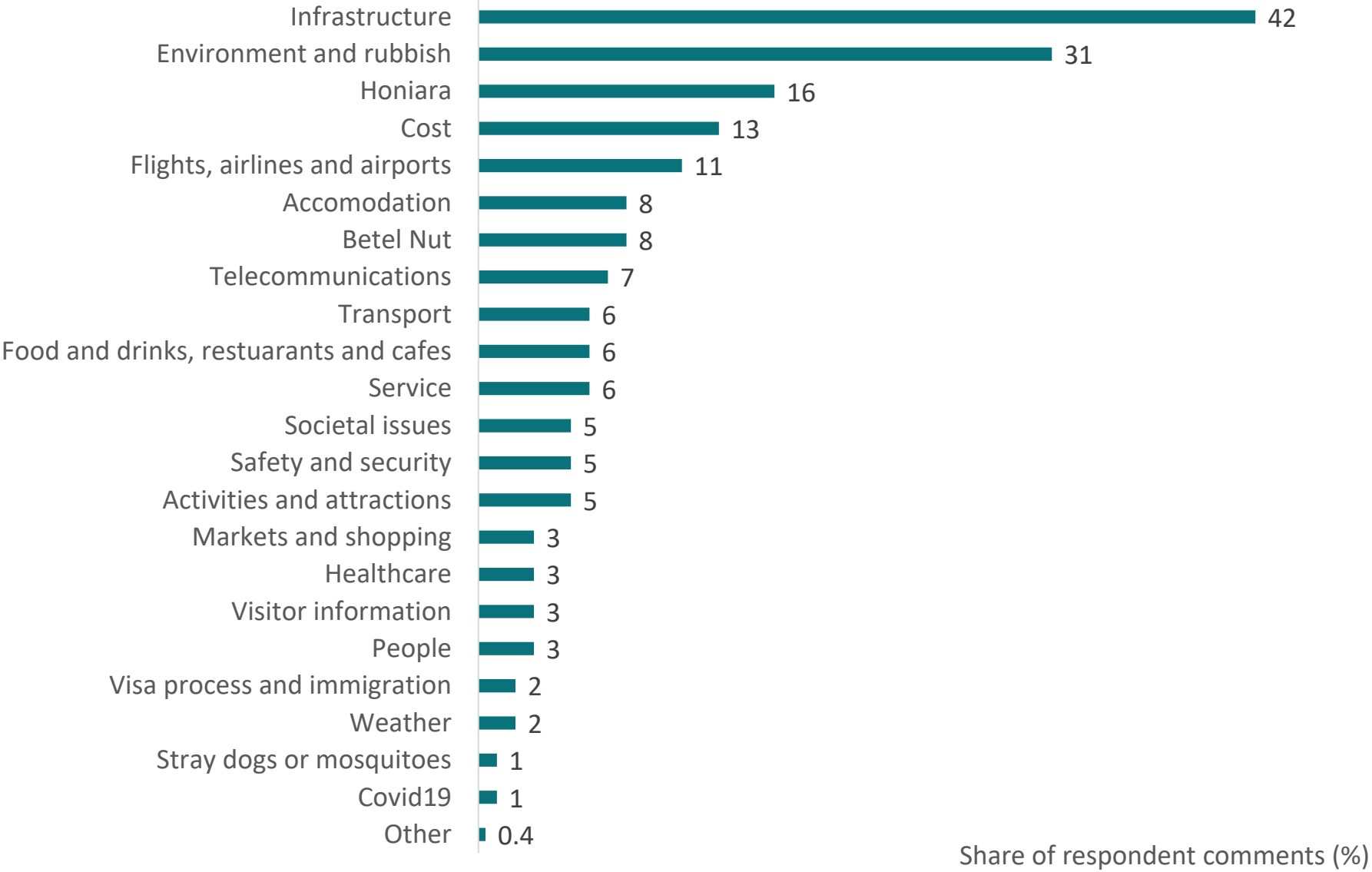
- + Natural beauty and clean beaches.
- + The outer islands scenery.
- + Being by the sea/in the lagoon. Being in nature.
- + The beauty of the forest covered islands. - Stop deforestation!!
- + The beaches. Although need to travel out of Honiara to find them.
- + The scenery as you go past White River and water was very beautiful.
- + Western Province is also a magical place, with beautiful scenery, beaches and water.
- + In Guadalcanal, if you go up a little higher than Kukum Road, you can enjoy a very peaceful and beautiful view.

# Most Appealing – Activities & Attractions

- + WW2 sites and history.
- + Surfing, fishing and relaxing.
- + They had a good golf course.
- + The diving!! Including the clarity/visibility underwater.
- + Snorkelling and central market food and wares were great.
- + Snorkelling and visiting islands were beautiful. The coconut soap factory was interesting too.
- + Dolphin watching, diving is amazing and very interesting.
- + Even though I was there for work I still managed to get to the beach and museum and local market, and they were all fantastic :)



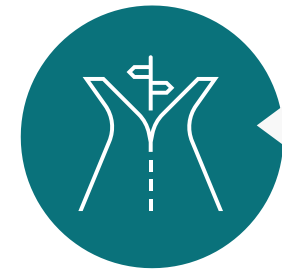
# Least Appealing Aspects of The Solomon Islands



Share of respondent comments (%)

Note: Total responses for the question n=527. Multiple responses, so total does not add up to 100%.

## Least Appealing - Infrastructure



42%

Share of  
comments

- + Access to public toilets.
- + Traffic and potholes.
- + The poor state of infrastructure roads and public transport.
- + Lack of internet and mobile network. Lack of 24 hr electricity.
- + The least appealing thing was the multiple power outages each day, very poor internet and phone connection.
- + Everything is cash - very few stores take cards and that limits spend.
- + Lack of greenery planted or maintained by government.
- + Honiara- no public space or green space at all especially on waterfront. Very unappealing. Also no public toilets!!

## Least Appealing – Environment and Rubbish



**31%**  
Share of  
comments

- + The garbage on the street.
- + Sanitation - waste products accumulating in rivers and on streets.
- + Spitting betel nut...terrible - everywhere you go, there is red spit!
- + Feel sorry for the population in the city having to deal with dust.
- + The ongoing road works and maintenance creating dust and traffic buildup especially in the morning and afternoon.
- + There was quite a bit of plastic pollution, and lots of single use plastic in different places.
- + I was heartbroken to see the devastation that has occurred to the reefs. They are all dead. So many types of fish are gone.

# Least Appealing Aspects – Honiara



- + The lack of safety in Honiara, lack of infrastructure.
- + The rubbish, the poor condition of the roads, and the traffic in Honiara.
- + Honiara was crowded, dusty, hot and dirty. Not an inviting place for a walk down the street unaccompanied.
- + Expense of goods and services, food in Honiara not to expectations.
- + Visible deterioration and poverty in Honiara.
- + There are limited options for day trips from Honiara as a single traveller.
- + The visitors centre in town was not very helpful with giving us ideas on what to do in Honiara.

## Least Appealing Aspects – Cost

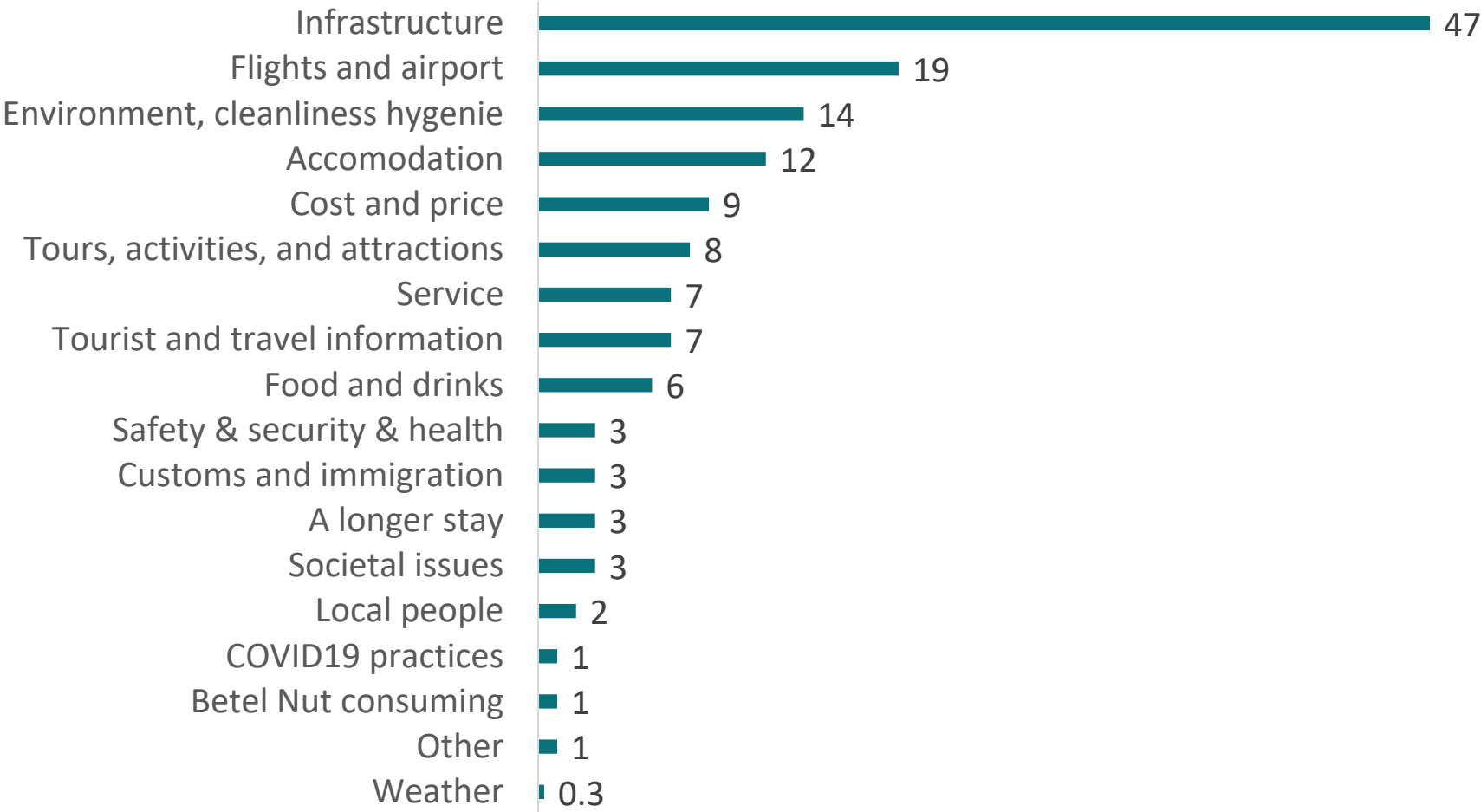


**13%**  
Share of  
comments

- + The cost. It's too expensive. There are lots of things to do but difficult/ costly to access them.
- + Poor internet and high cost.
- + High cost of accommodation (for low service).
- + The cost of printing is outlandish and of poor quality.
- + Cash drawing commission was very expensive.
- + The flights to and from Honiara were few options and expensive.
- + ...cost/ very high expense, x10 more expensive for dining than Australia or New Zealand.



# Suggestions for Improvement



Share of respondent comments (%)

Note: Total responses for the question n=318. Multiple responses, so total does not add up to 100%.

# Suggestions for Improvement - Indicative Quotes

- + Better roads and information on how to use efficiently public transport.
- + Better internet, better road system, cleaner beach, no power cuts.
- + Faster processing and better signage in the arrival hall at the airport.
- + A currency exchange at the airport and a working ATM at the airport.
- + More facilities for rubbish disposal and recycling.
- + Improved cleanliness of the streets.
- + Affordable accommodation. Too expensive in Honiara.
- + Accommodation - invest in rooms cleaning and bathrooms in particular.

# Willingness to Return

**87%**  
Yes



**13%**  
No

## Reasons for Not Willing to Return -Indicative Quotes

- + Too far. Once in a lifetime trip.
- + I felt ten days was enough to appreciate the county and culture, with many other countries to visit.
- + While the scenery and reefs were amazing, the lack of wildlife is bad.
- + No proper medical facilities, air is dirty, and it's not card friendly.
- + Expensive and poor-quality services.
- + Rubbish and expensive domestic flights.

# Willingness to Recommend

**80%**  
Willing to  
recommend



**20%**  
Not willing to  
recommend

## Reasons for Not Willing to Recommend - Indicative Quotes

- + The tourism sector economy is way overpriced compared to Bali, Thailand etc.
- + Poorly developed infrastructure and value for money.
- + Not as it currently exists. I believe it has great potential, but it is not yet meeting the key touristic image of a "Pacific retreat" that many tourist would associate with visiting Pacific Islands.
- + Political internal situation is not stable; people are poor and there is street criminality; the roads are terrible; there are still unexploded ordonnances from WWII in and around Honiara.

# Thank you

Authorship: D. Zhu, B. Bai, J. Doan, P. Kim and M. Orams



**NEW ZEALAND**  
**FOREIGN AFFAIRS & TRADE**  
MANATŪ AORERE

**AUT**