



# Solomon Islands International Visitor Survey

January to June 2019



SOLOMON ISLAND GOVERNMENT



## January to June 2019 Respondents



Total number of valid e-mails sent: **4,052**

Conversion Rate of **13.2%**



Total number of responses: **534**



**\* 4.8%** of all  
visitors during  
the period



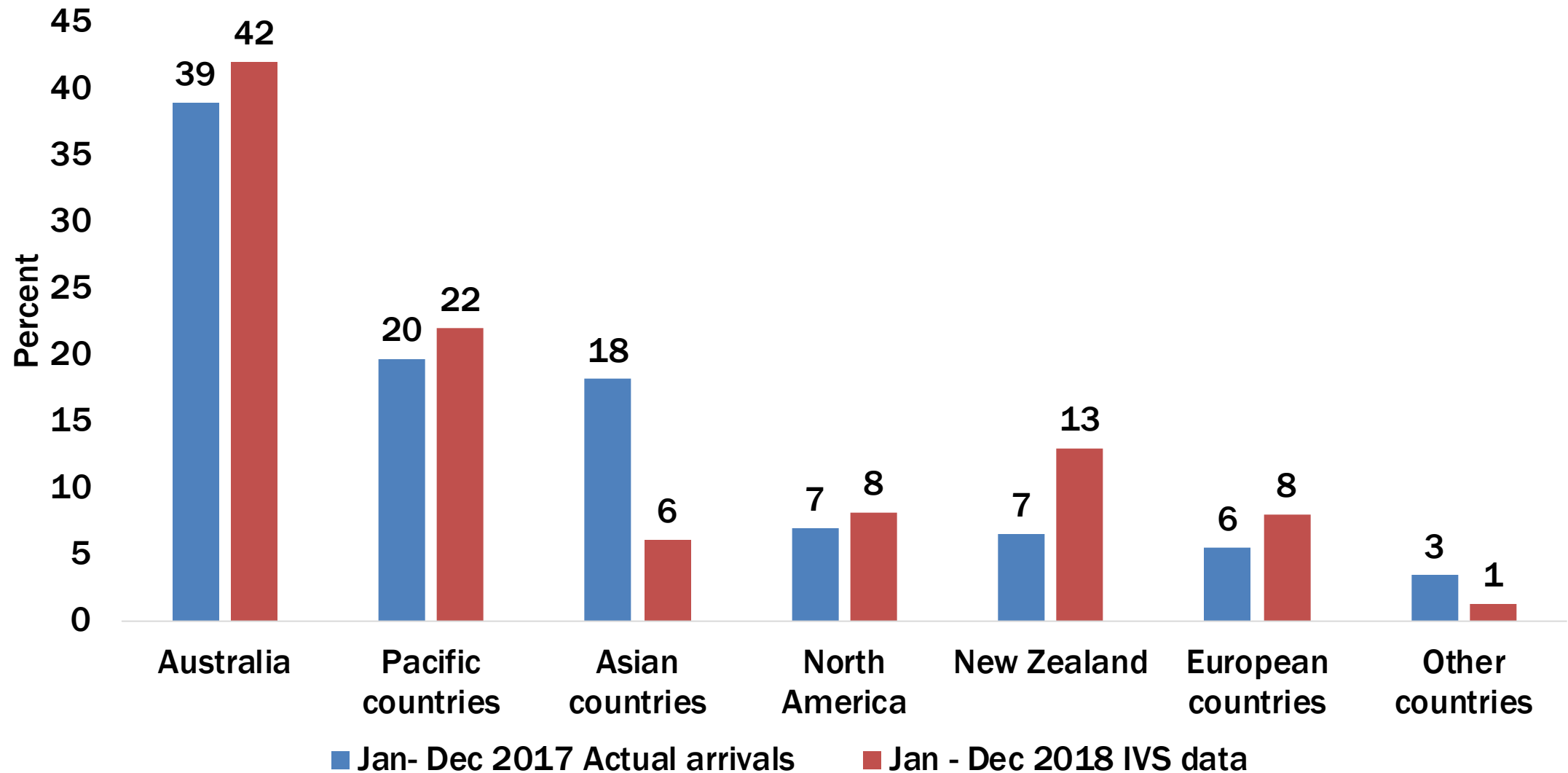
# Solomon Islands

## International Visitor Survey

### Visitor Characteristics

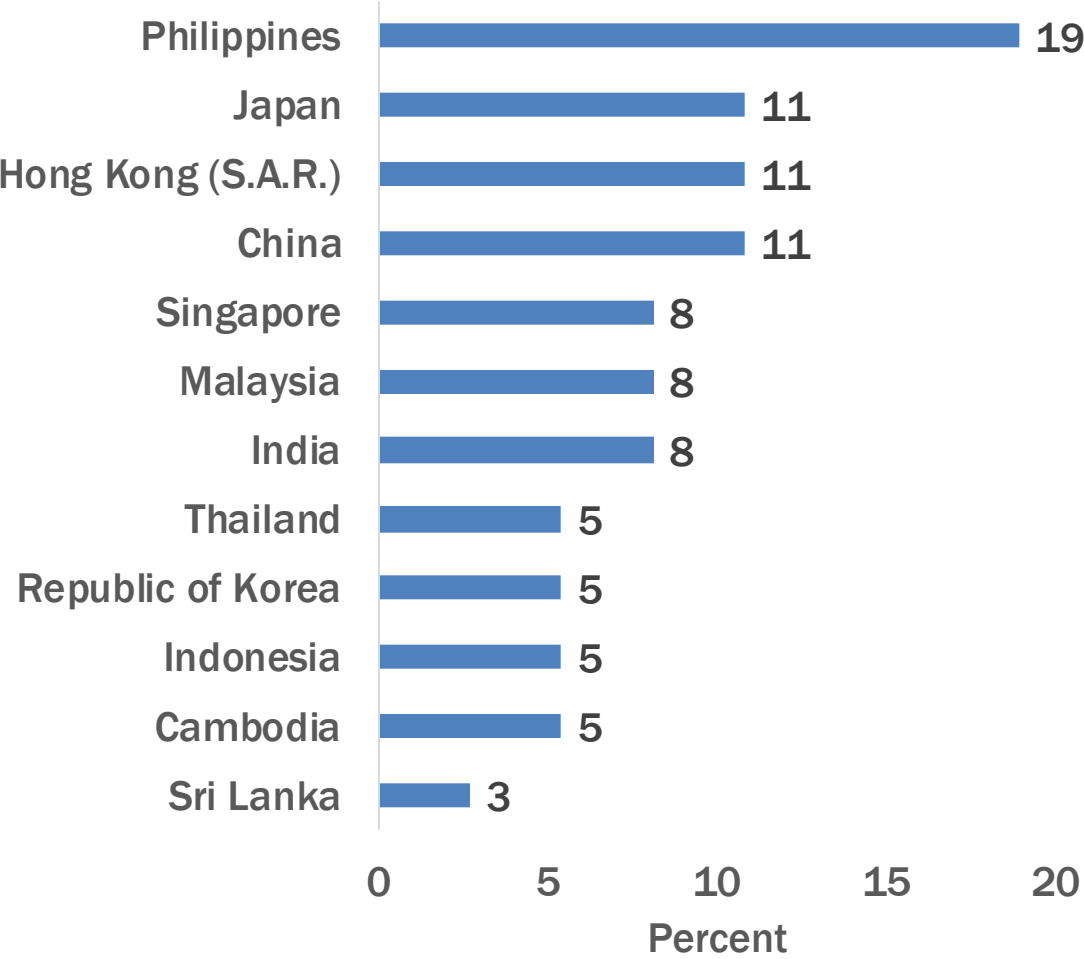
Age, gender, education, country of origin, income, purpose of visit, travelling companions, number of previous visits, length of stay, type of accommodation, transport used, information sources, purchasing behaviour.

## Country of Origin

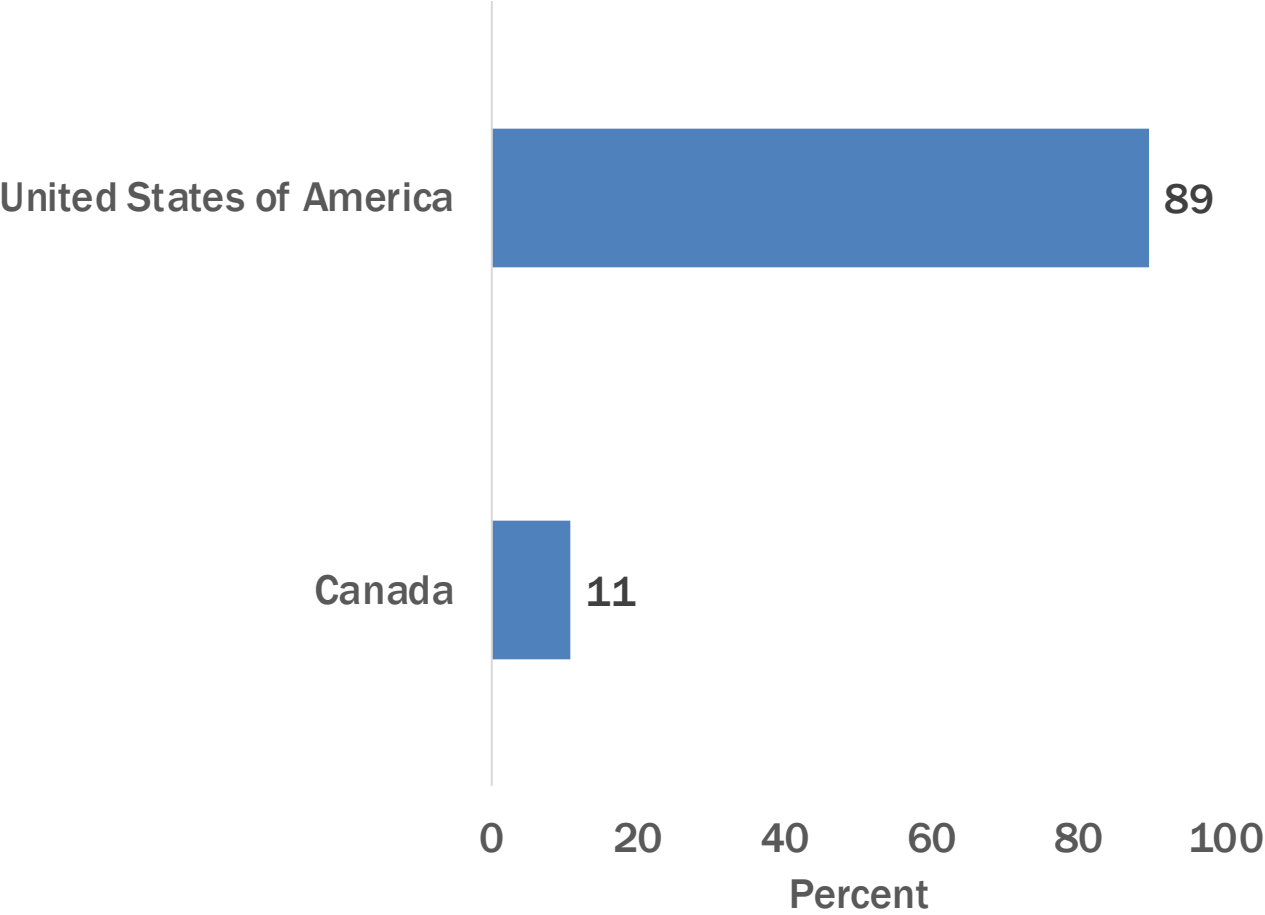


# Country of Origin

## Asia

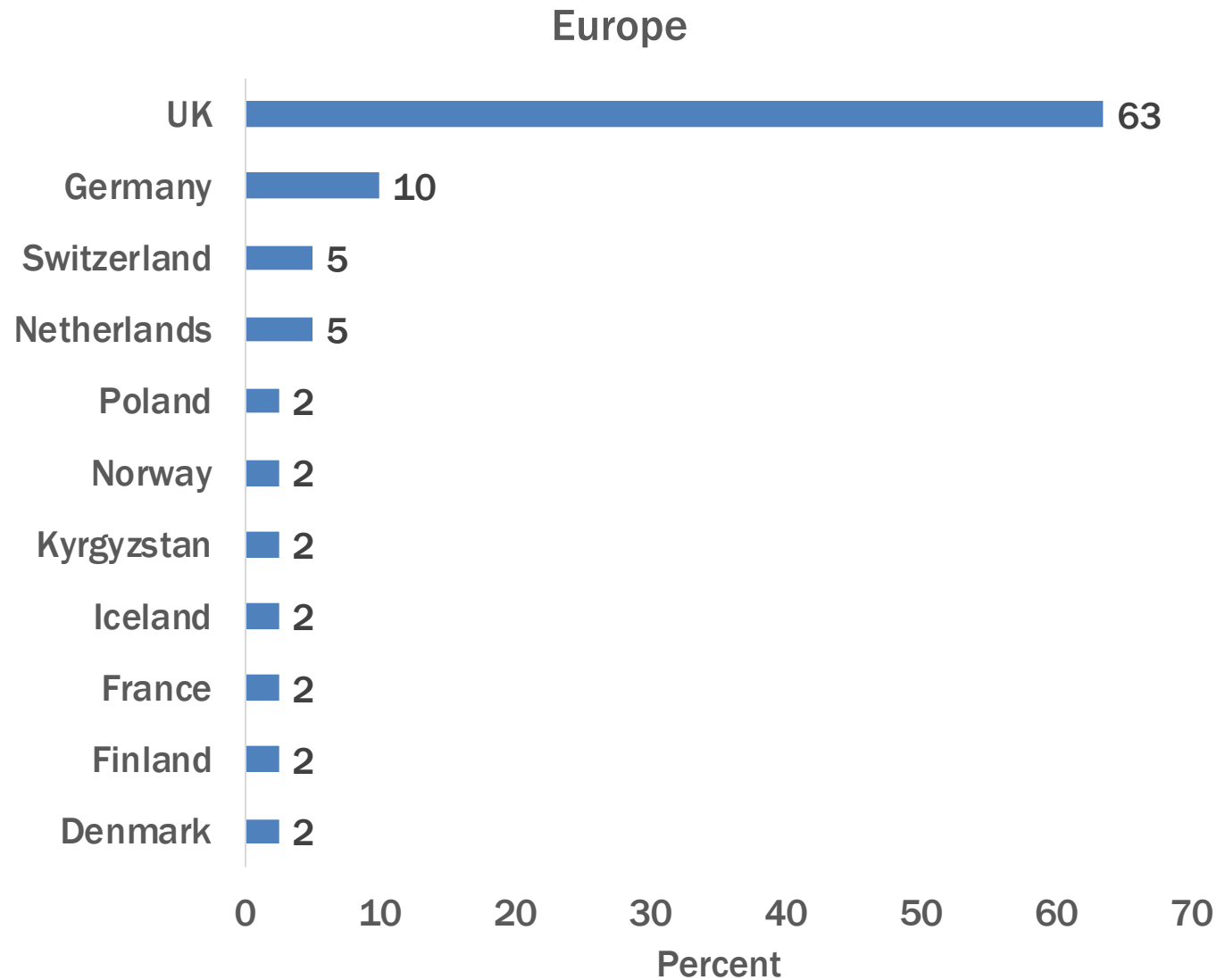


## North America



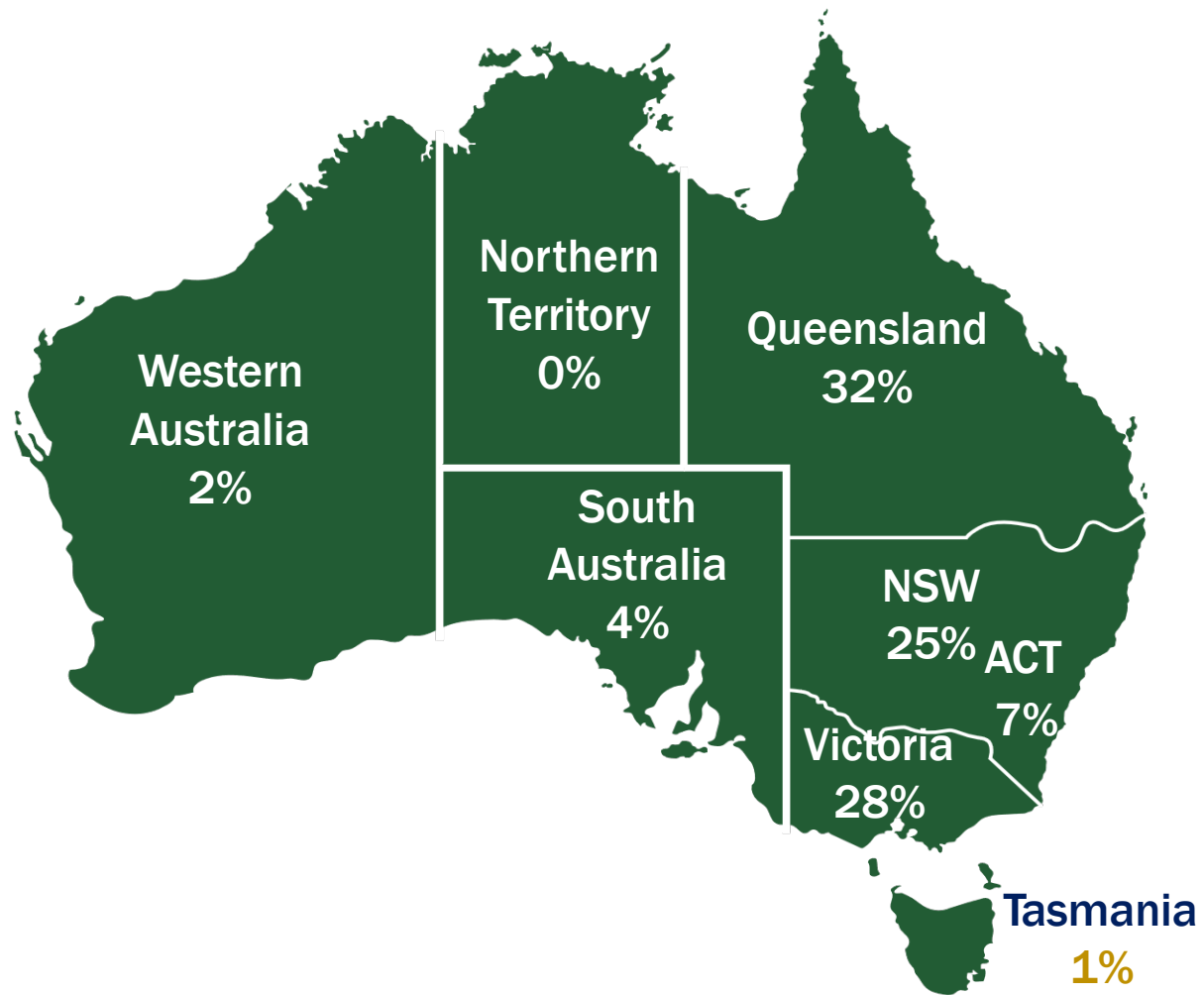
Note: Numbers may not sum to 100% due to rounding.

# Country of Origin



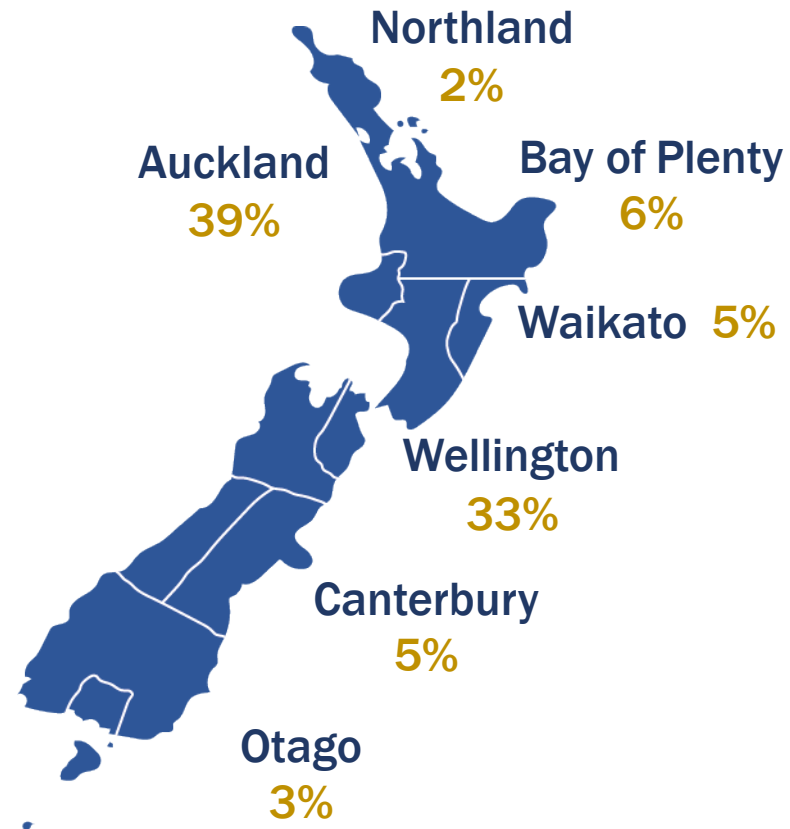
Note: Numbers may not sum to 100% due to rounding.

# Australian Respondents



Queensland, New South Wales, and Victoria account for **85%** of all Australian arrivals

# New Zealand Respondents



Auckland and Wellington make up **72%** of all New Zealand visitor arrivals



# Visitor Characteristics

## Annual Household Income (US\$)



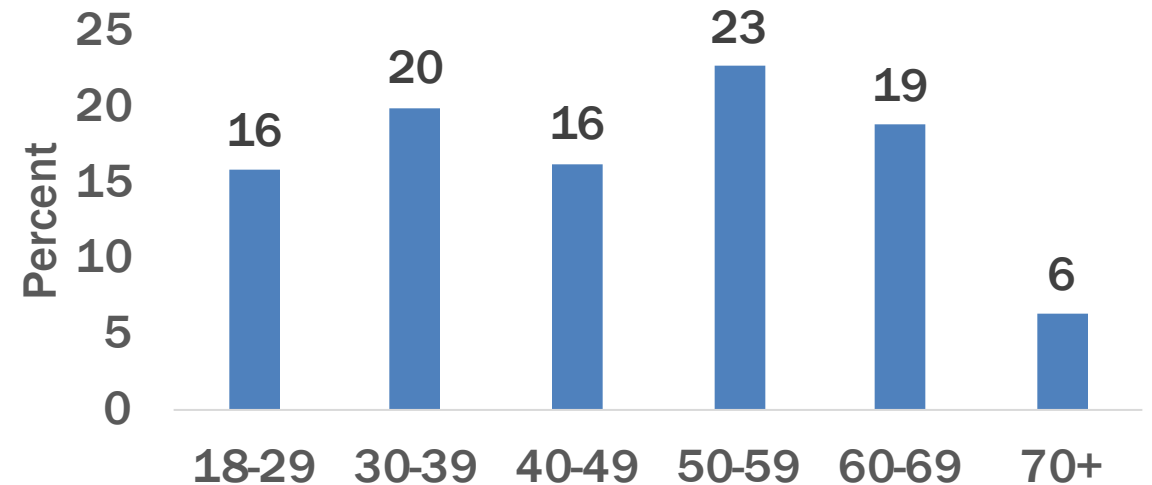
36%	Under \$50,000
38%	\$50,001 - \$100,000
16%	\$100,001 - \$150,000
6%	\$150,001 - \$200,000
2%	\$200,001 - \$250,000
2%	Over \$250,001

## Highest Qualification



89%	Tertiary qualification
9%	High school qualification
2%	Other

## Age Distribution



## Respondent Gender

38%	Female
62%	Male

# Visitor Characteristics

## Main Purpose of Visit

48%	Business or conference
23%	Holiday
15%	Other
14%	Visiting friends or relatives

## Travel with\*

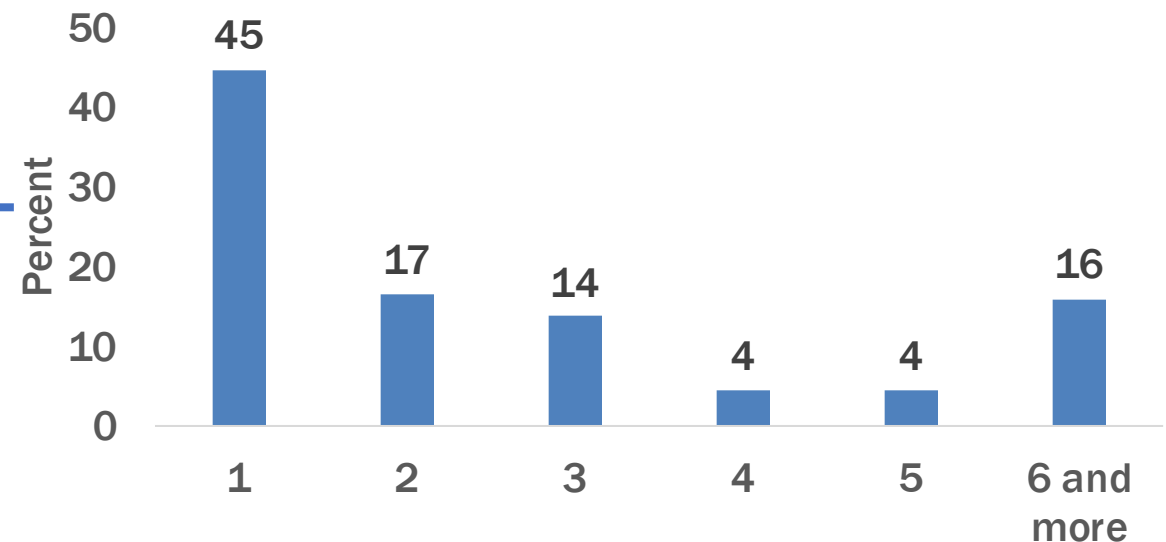
40%	Work Colleagues
36%	Partner/Spouse
14%	Friends
13%	Family Member(s)
6%	Organised group
2%	Tour group
2%	Other

## Travel Companions

47% with others

53% of visitors travelled to Solomon Islands by themselves

## Number of Companions



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

# Visitor Characteristics – Holiday Visitors

## Travel Companions

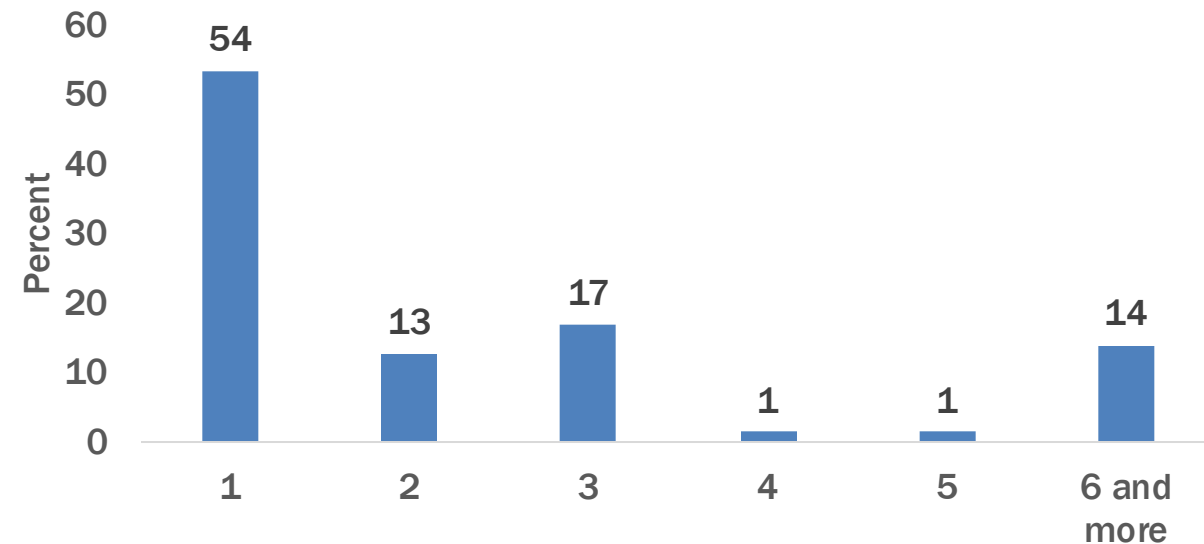
**61%** with others

**39%** of visitors travelled to Solomon Islands by themselves

## Travel with\*

<b>63%</b>	<b>Partner/Spouse</b>
<b>29%</b>	<b>Friends</b>
<b>16%</b>	<b>Family Member(s)</b>
<b>6%</b>	<b>Tour group</b>
<b>1%</b>	<b>Work colleagues</b>
<b>1%</b>	<b>Other</b>

## Number of Companions



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

# Visitor Characteristics – Business Visitors

## Travel Companions

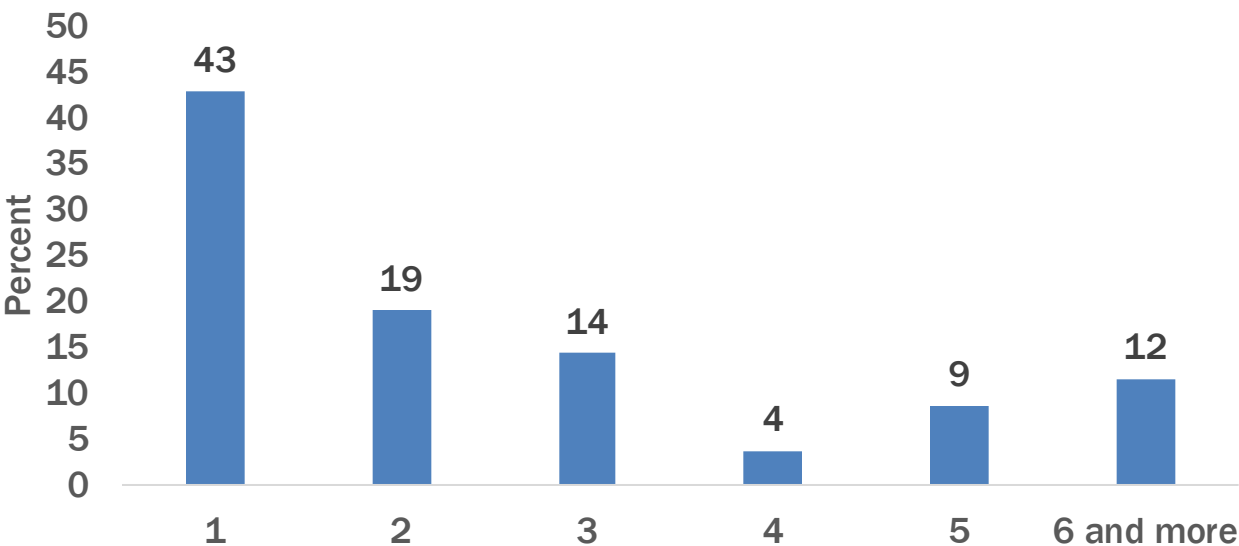
42% with others

58% of visitors travelled to Solomon Islands by themselves

## Travel with\*

- 79% Work Colleagues
- 17% Partner/Spouse
- 4% Organised group
- 3% Friends
- 2% Family Member(s)
- 1% Tour group
- 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.

# Visitor Characteristics – VFR Visitors

## Travel Companions

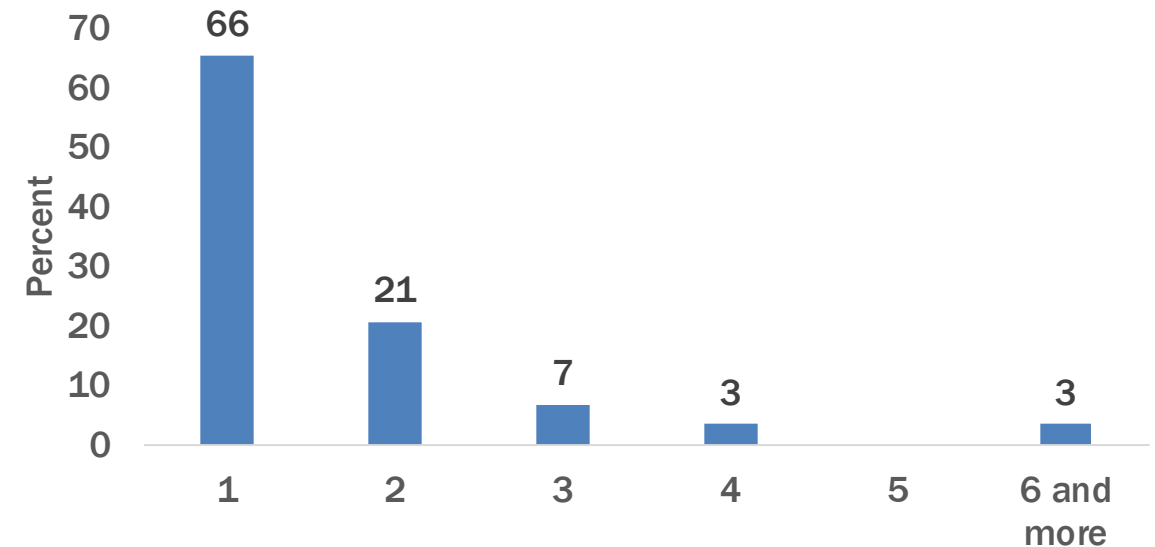
**39%** with others

**61%** of visitors travelled to Solomon Islands by themselves

## Travel with\*

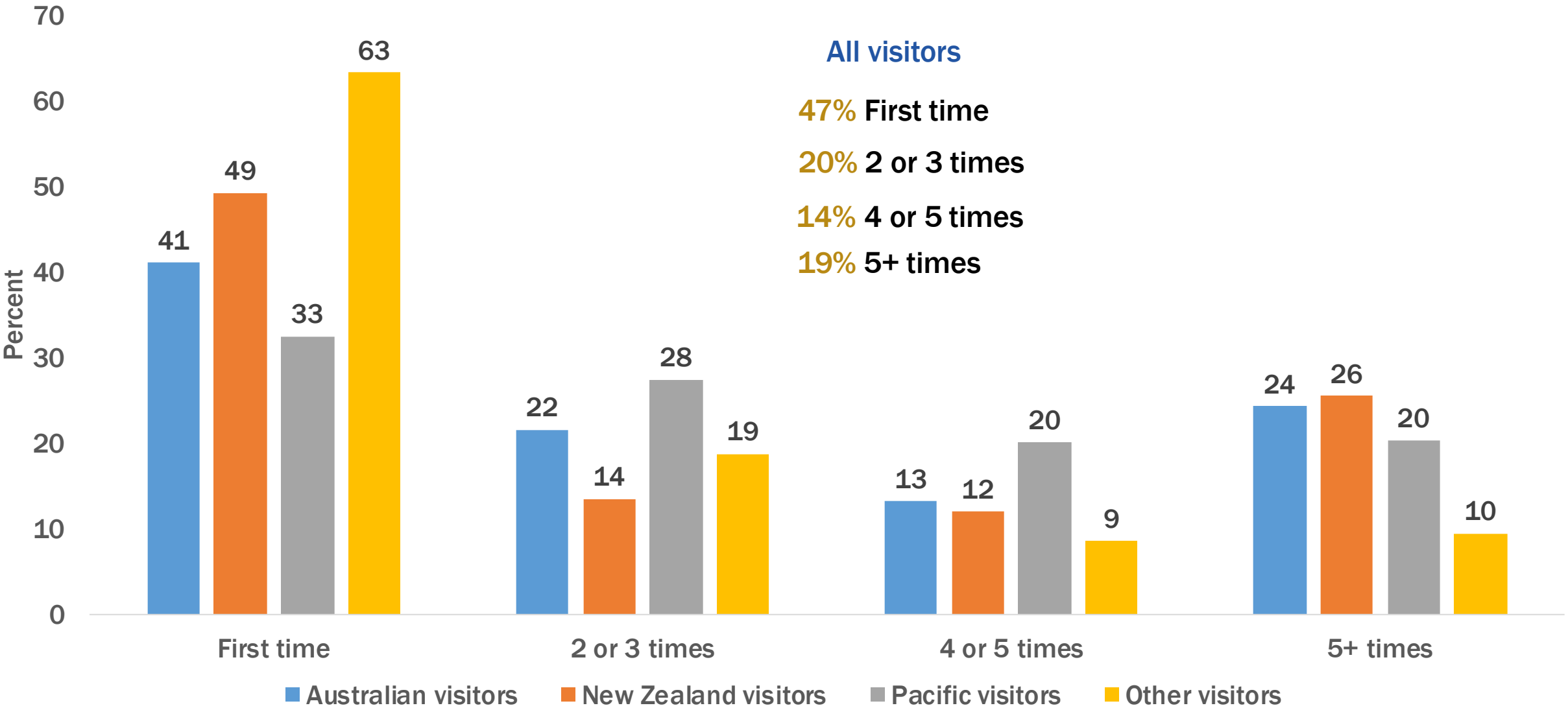
**47%** Partner/Spouse  
**43%** Family Member(s)  
**23%** Friends

## Number of Companions



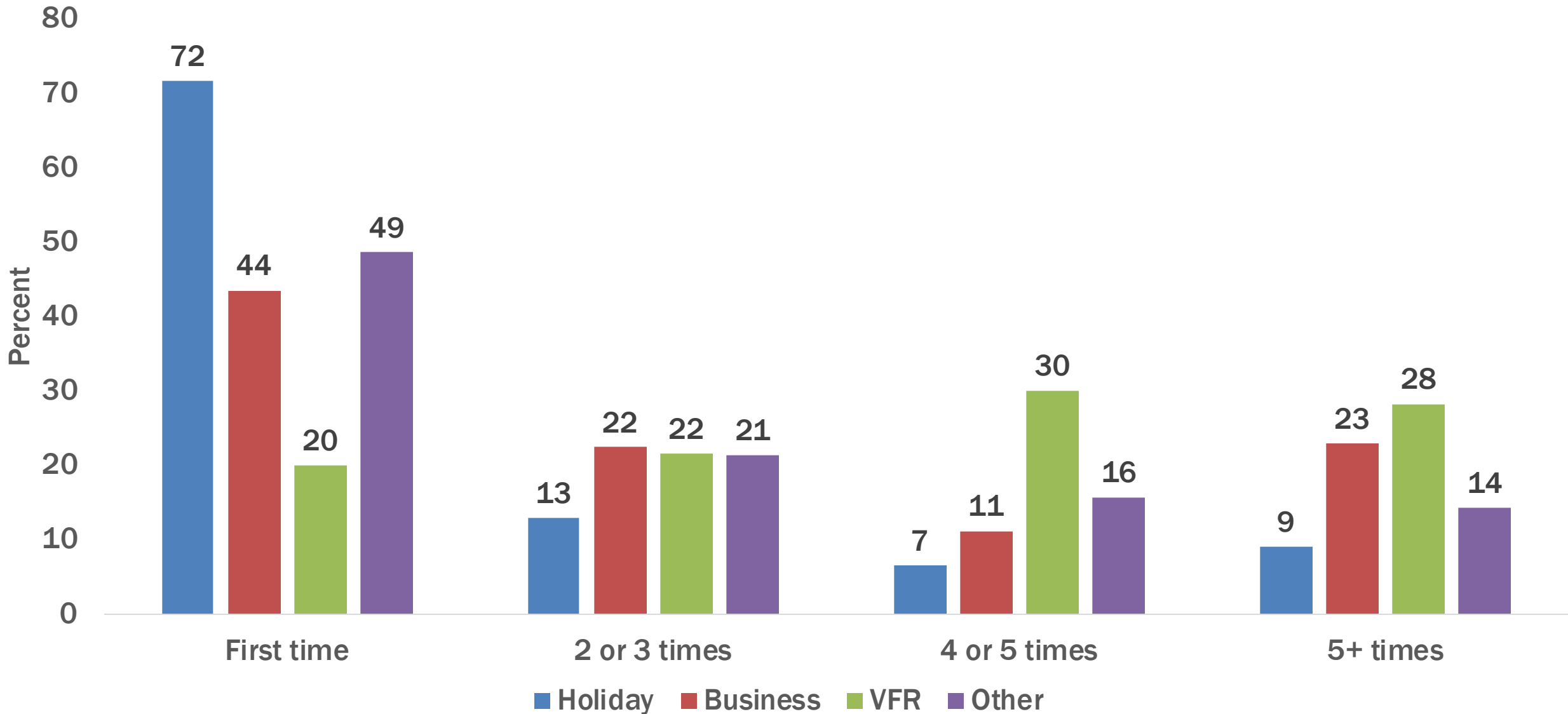
\*: Multiple responses, therefore total does not add up to 100%.

# Previous visits



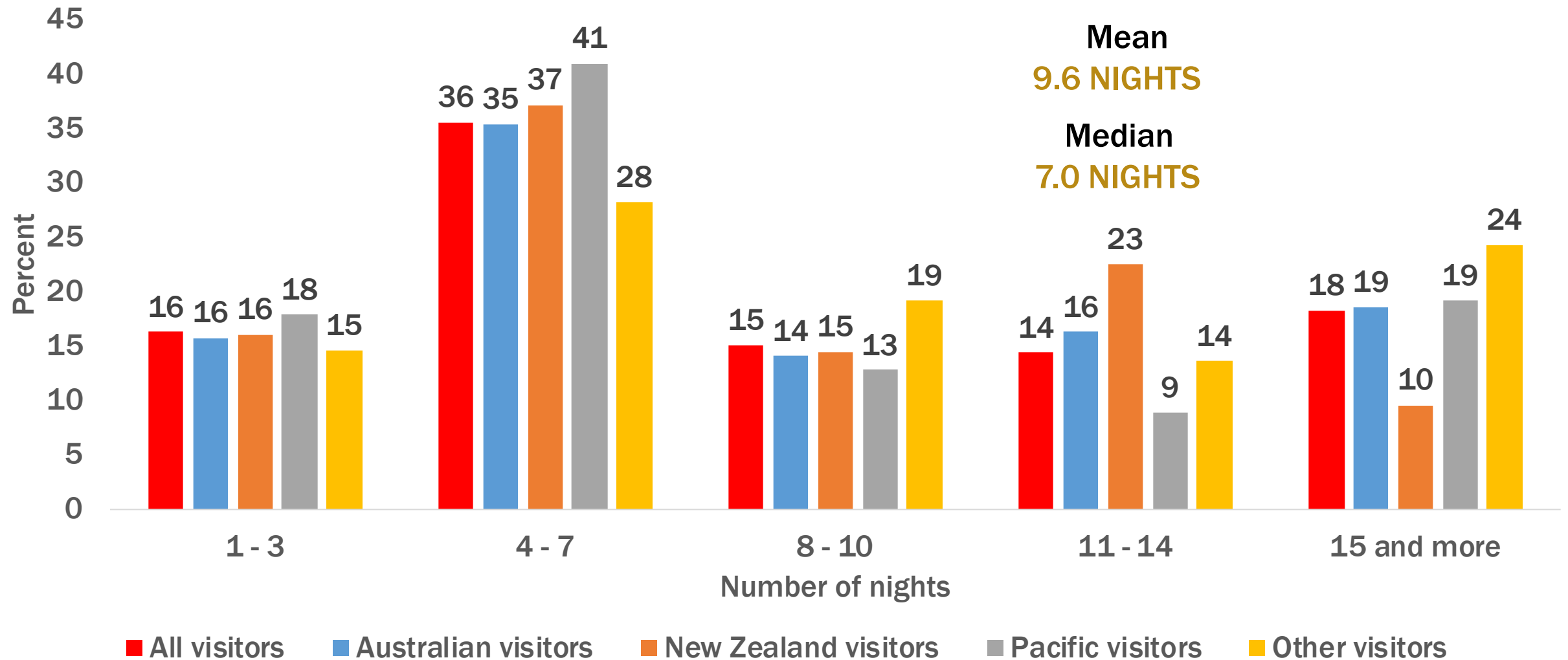
Note: Numbers may not sum to 100% due to rounding.

# Previous visits (including most recent)



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

# 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.

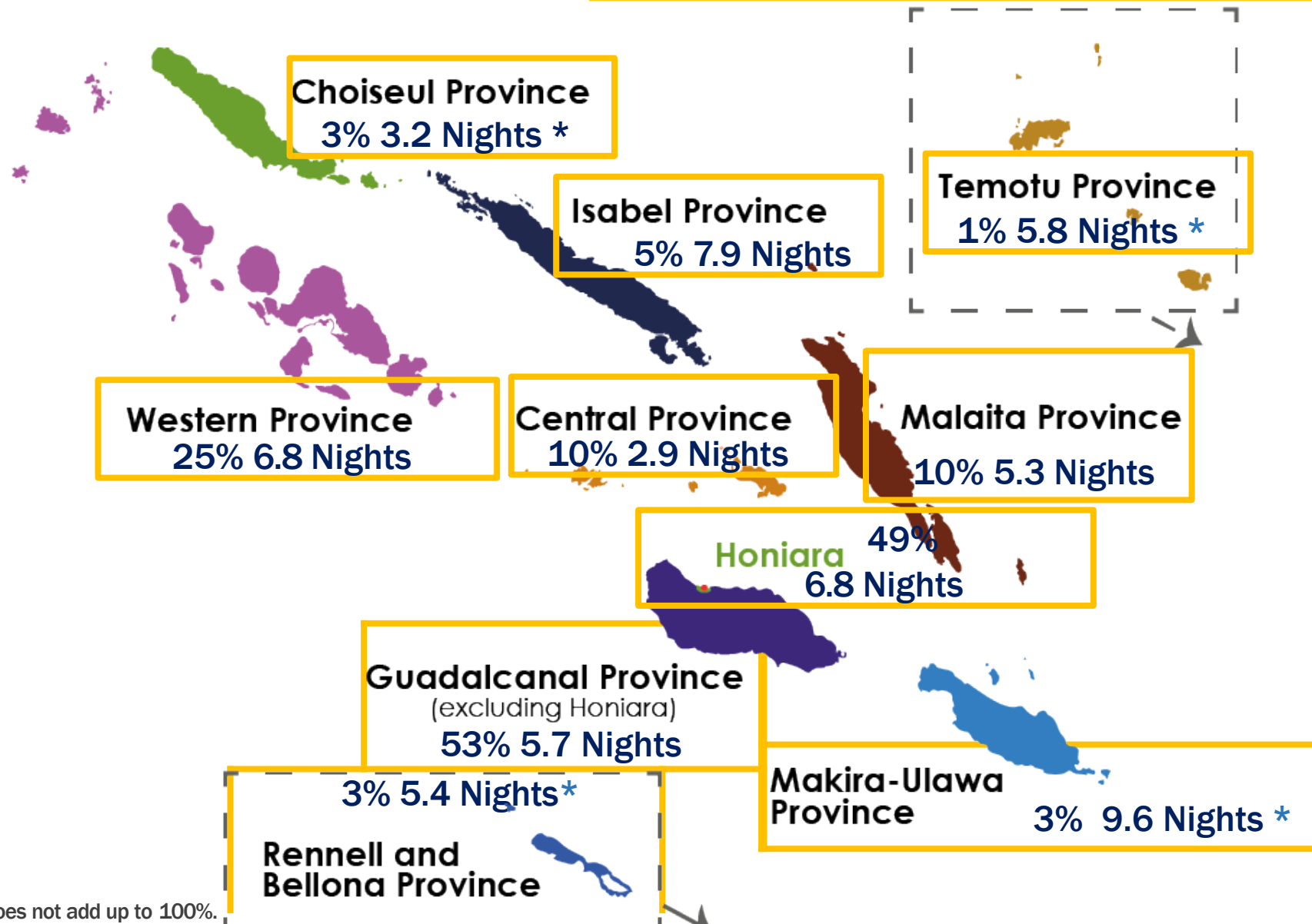


# Length of Stay

	Overall	Australia	New Zealand	Pacific	Other markets	Holiday visitors	Business or conference visitors	VFR visitors
Mean (Nights)	9.6	9.6	8.7	8.8	10.7	10.1	8.0	11.0
Median (Nights)	7.0	7.0	7.0	7.0	8.5	9.0	6.0	10.0

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



## Provinces Visited and Provincial Length of Stay

## Holiday and Business visitors

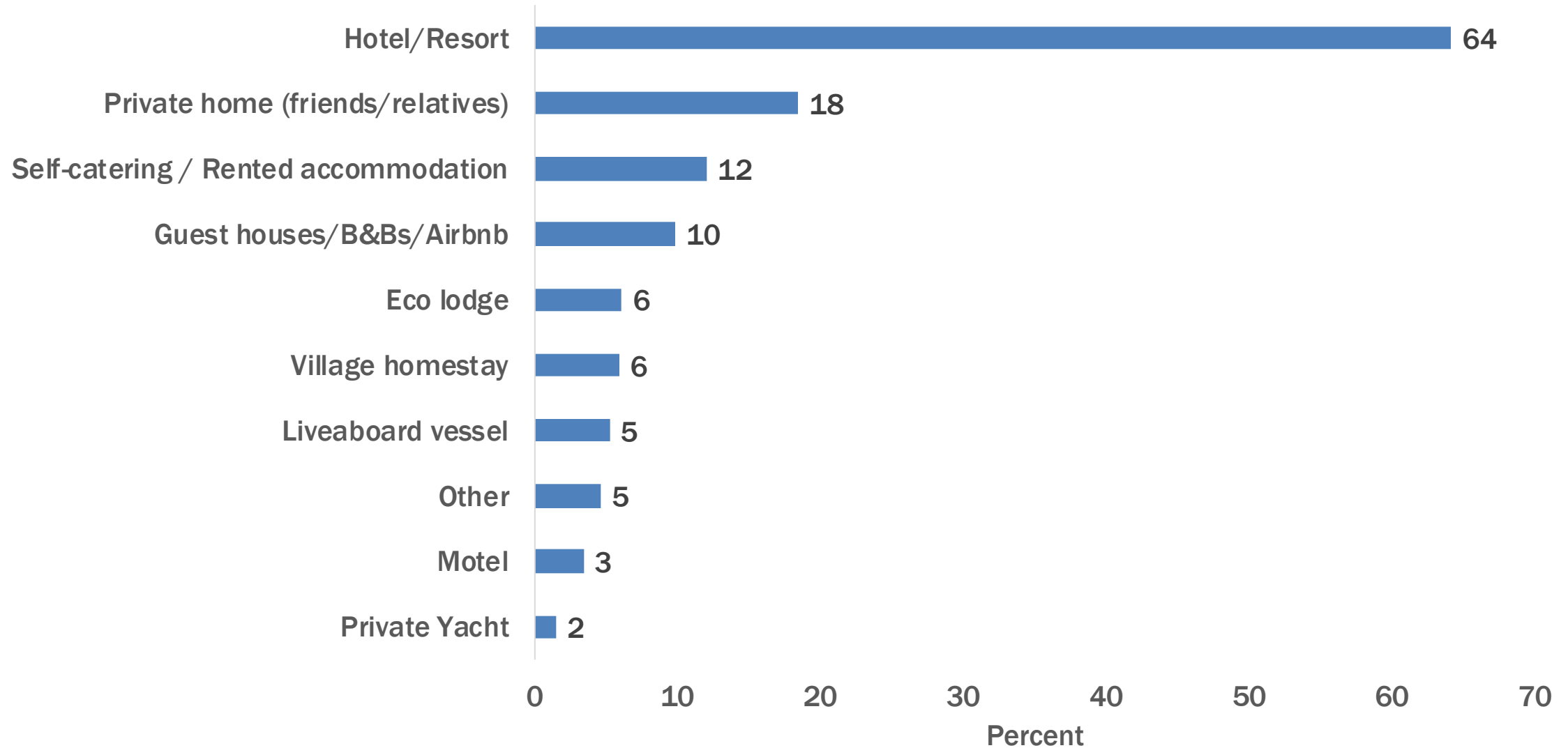
	Holiday visitors (%)	Business visitors (%)
Guadalcanal Province	60	49
Western Province	50	16
Honiara	38	54
Central Islands Province	21	6
Malaita Province	15	8
Isabel Province	9	4
Choiseul Province	6	2
Makira/Ulawa Province	2	3
Temotu Province	1	1
Rennell & Bellona Province	0	4

	Holiday visitors (Nights)	Business visitors (Nights)
Western Province	7.3	4.3
Isabel Province	6.3*	5.7*
Honiara	5.3	6.3
Makira/Ulawa Province	5.0*	2.0*
Guadalcanal Province (excluding Honiara)	3.9	6.6
Malaita Province	3.5*	2.7*
Choiseul Province	3.4*	3.8*
Central Islands Province	3.2*	2.8*
Rennell & Bellona Province		5.9*
Temotu Province		1.0*

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

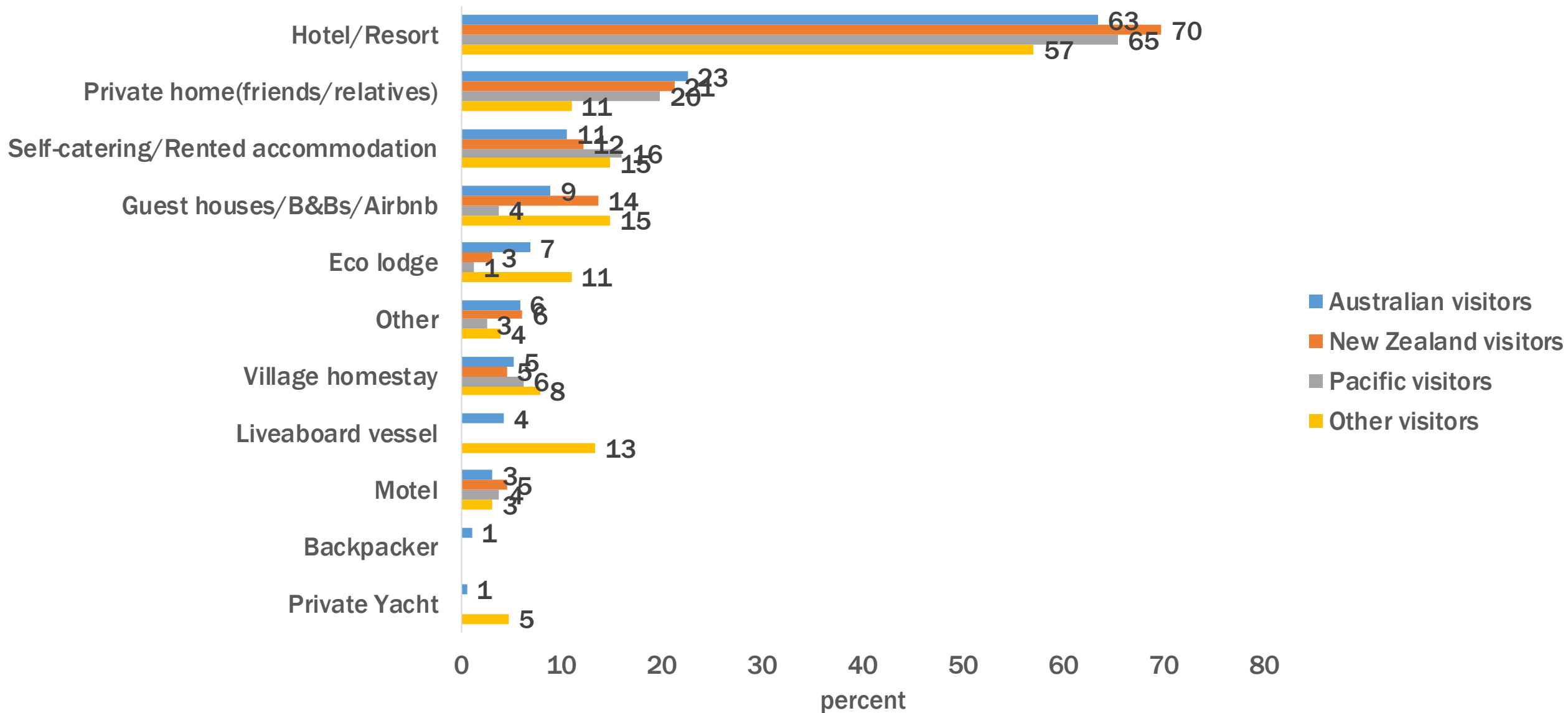
\*N less than 30.

# Types of Accommodation Used



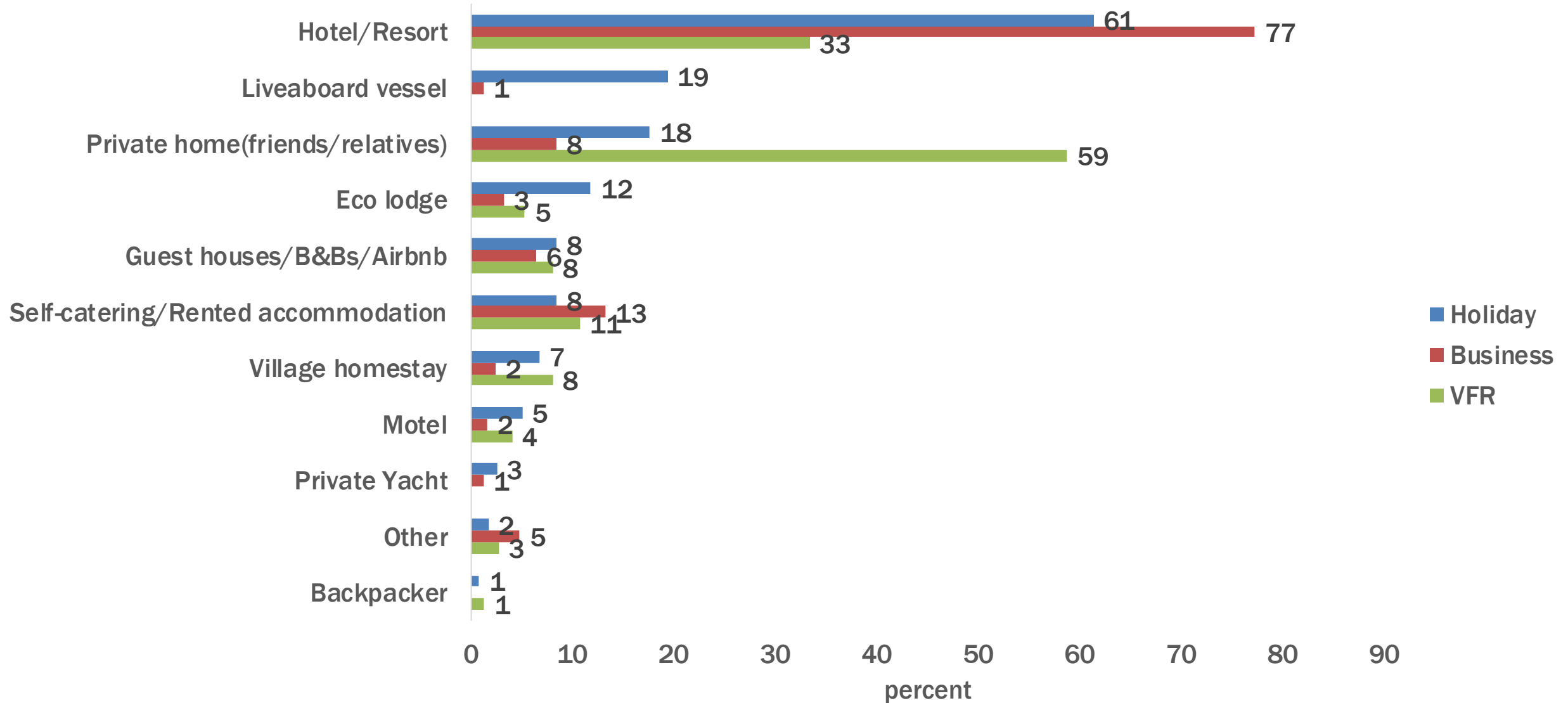
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# Types of Accommodation Used



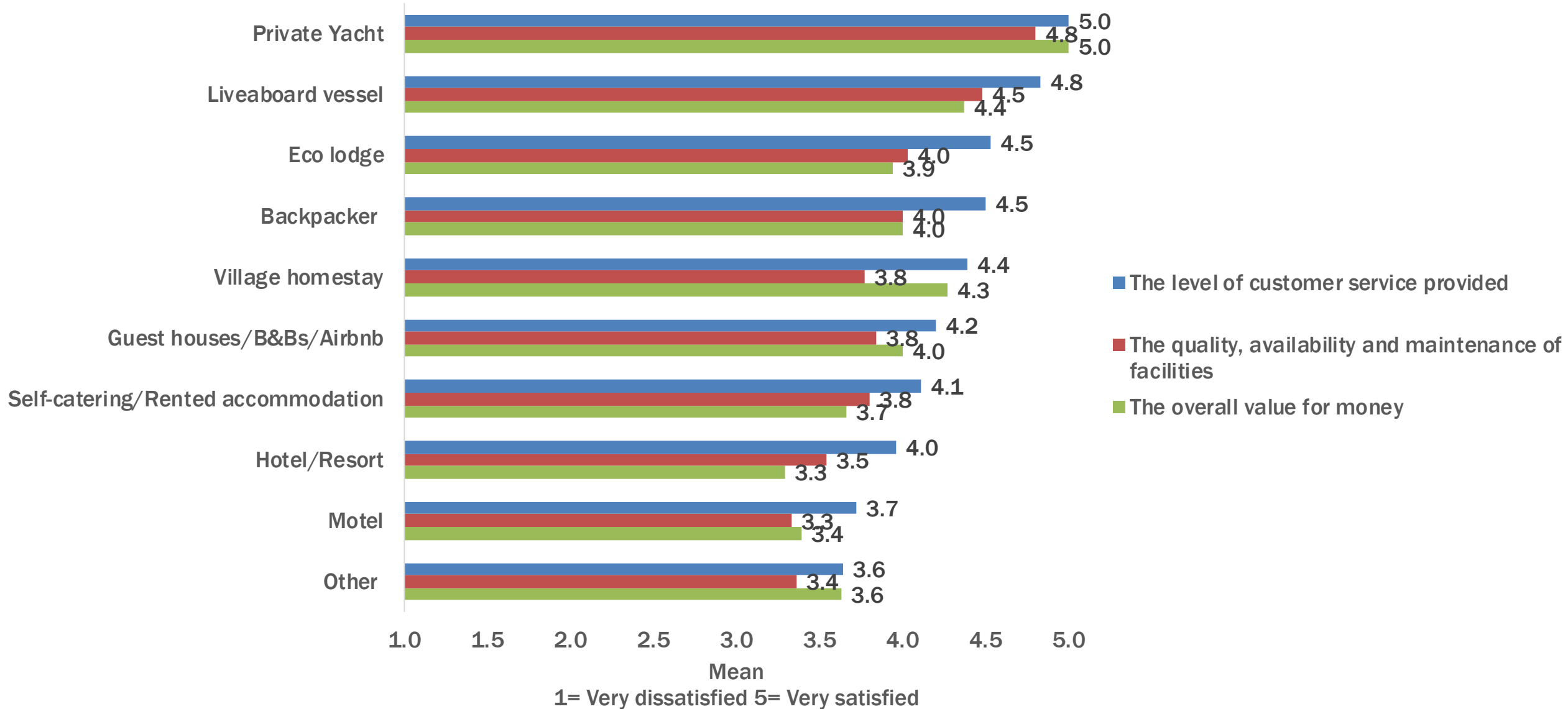
Note: Multiple responses, therefore total does not add up to 100%.

# Types of Accommodation Used

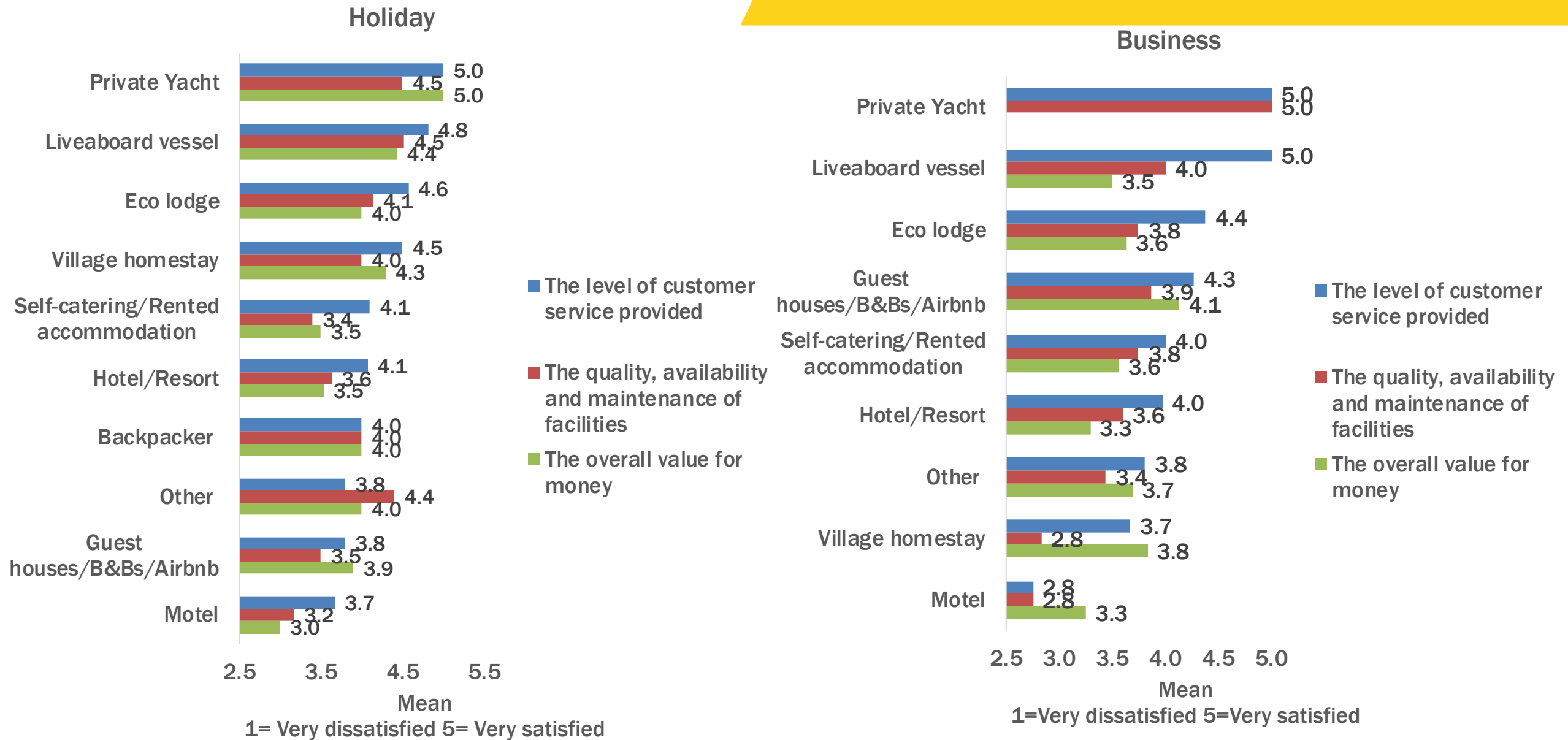


Note: Multiple responses, therefore total does not add up to 100%.

# Satisfaction with Accommodation Used



# Satisfaction with Accommodation Used





## Destinations and Airlines – All Visitors

For **28%** 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
- 1%** North America
- 1%** Europe

For **72%** of visitors, Solomon Islands is the sole destination on their trip.

### Airlines Used

- 62%** Solomon Airlines
- 20%** Virgin Australia
- 19%** Air Niugini
- 13%** Fiji Airways
- 10%** Other
- 5%** Nauru Airlines
- 1%** Air Vanuatu

# Destinations and Airlines – Holiday Visitors

For **47%** of holiday visitors, Solomon Islands was part of a larger journey, other destinations included:



- 61%** Other Pacific Countries
- 59%** Australia
- 16%** Asia
- 12%** New Zealand
- 2%** North America

For **53%** of visitors, Solomon Islands is the sole destination on their trip.

## Airlines Used

- 68%** Solomon Airlines
- 17%** Virgin Australia
- 17%** Air Niugini
- 11%** Fiji Airways
- 6%** Nauru Airlines
- 6%** Other
- 1%** Air Vanuatu

# Destinations and Airlines – Business Visitors

For **23%** of business visitors, Solomon Islands was part of a larger journey, other destinations included:



- 65%** Other Pacific Countries
- 37%** Australia
- 8%** Asia
- 5%** New Zealand
- 1%** North America
- 1%** Europe
- 1%** Other

For **77%** of visitors, Solomon Islands is the sole destination on their trip.

## Airlines Used

- 58%** Solomon Airlines
- 25%** Air Niugini
- 20%** Virgin Australia
- 13%** Fiji Airways
- 10%** Other
- 5%** Nauru Airlines
- 0.4%** Air Vanuatu

# How Did You Find Out About the Solomon Islands?



Work colleagues/Information from organization

48

Previous visit

34

Friends/family

29

Web search engines (e.g. Google)

12

General travel websites (e.g. TripAdvisor)

9

The official Solomon Islands travel website...

7

Travel agent/agency brochures

6

Travel books (e.g. Lonely Planet)

6

Social media (Facebook, Twitter etc)

5

Other

5

Magazine and newspaper articles

2

Television or radio programmes

2

0

10

20

30

40

50

60

Percent

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

# How Did You Find Out About the Solomon Islands?

Work colleagues/Information from organization



Previous visit

Friends/family

Web search engines (e.g. Google)

The official Solomon Islands travel website...

General travel websites (e.g. TripAdvisor)

Travel books (e.g. Lonely Planet)

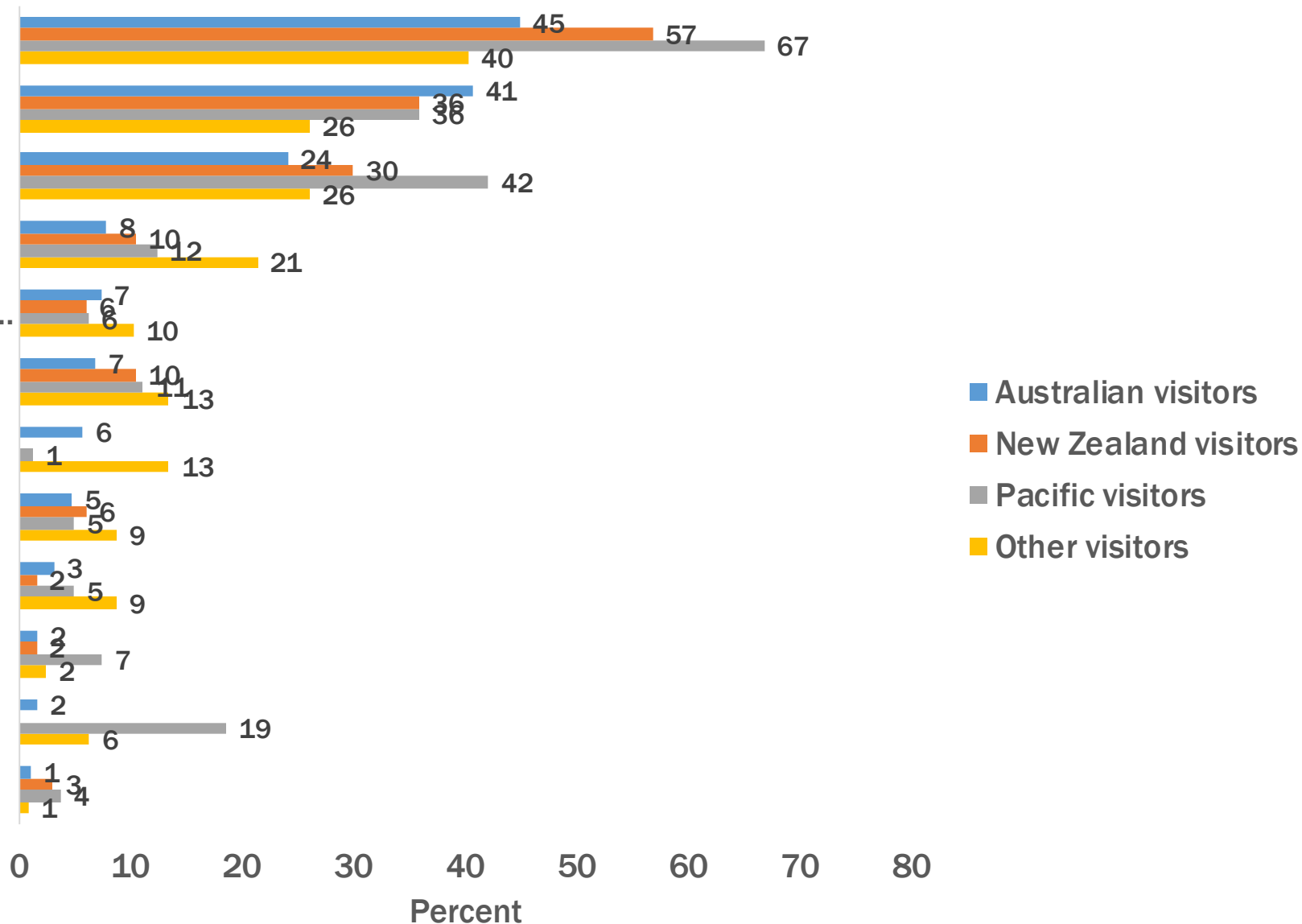
Travel agent/agency brochures

Other

Magazine and newspaper articles

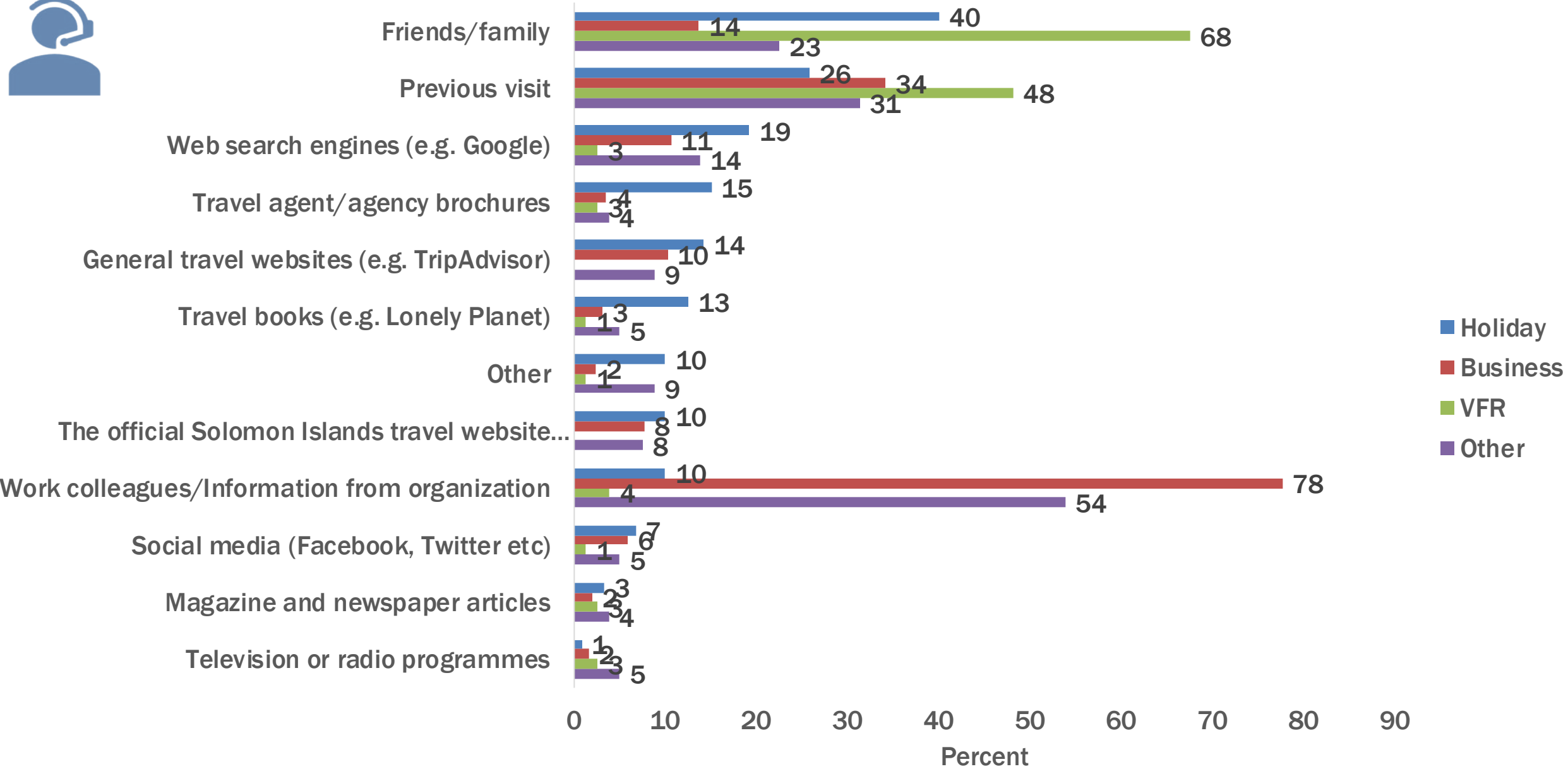
Social media (Facebook, Twitter etc)

Television or radio programmes



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

3.0

Friends/family

2.8

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...

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)

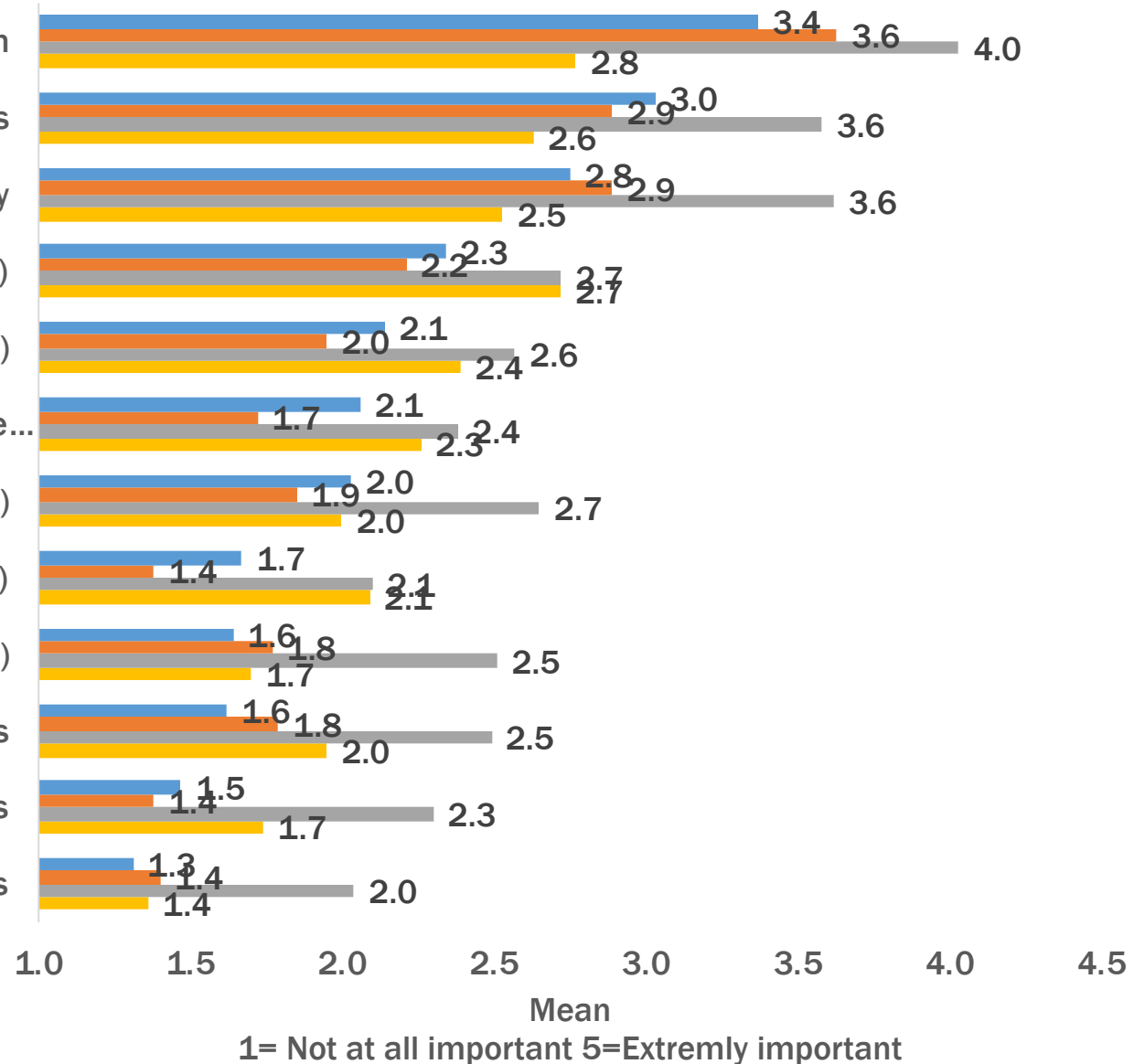
Travel books (e.g. Lonely Planet)

Social media (Facebook, Twitter etc)

Travel agent/travel brochures

Magazine and newspaper articles

Television or radio programmes



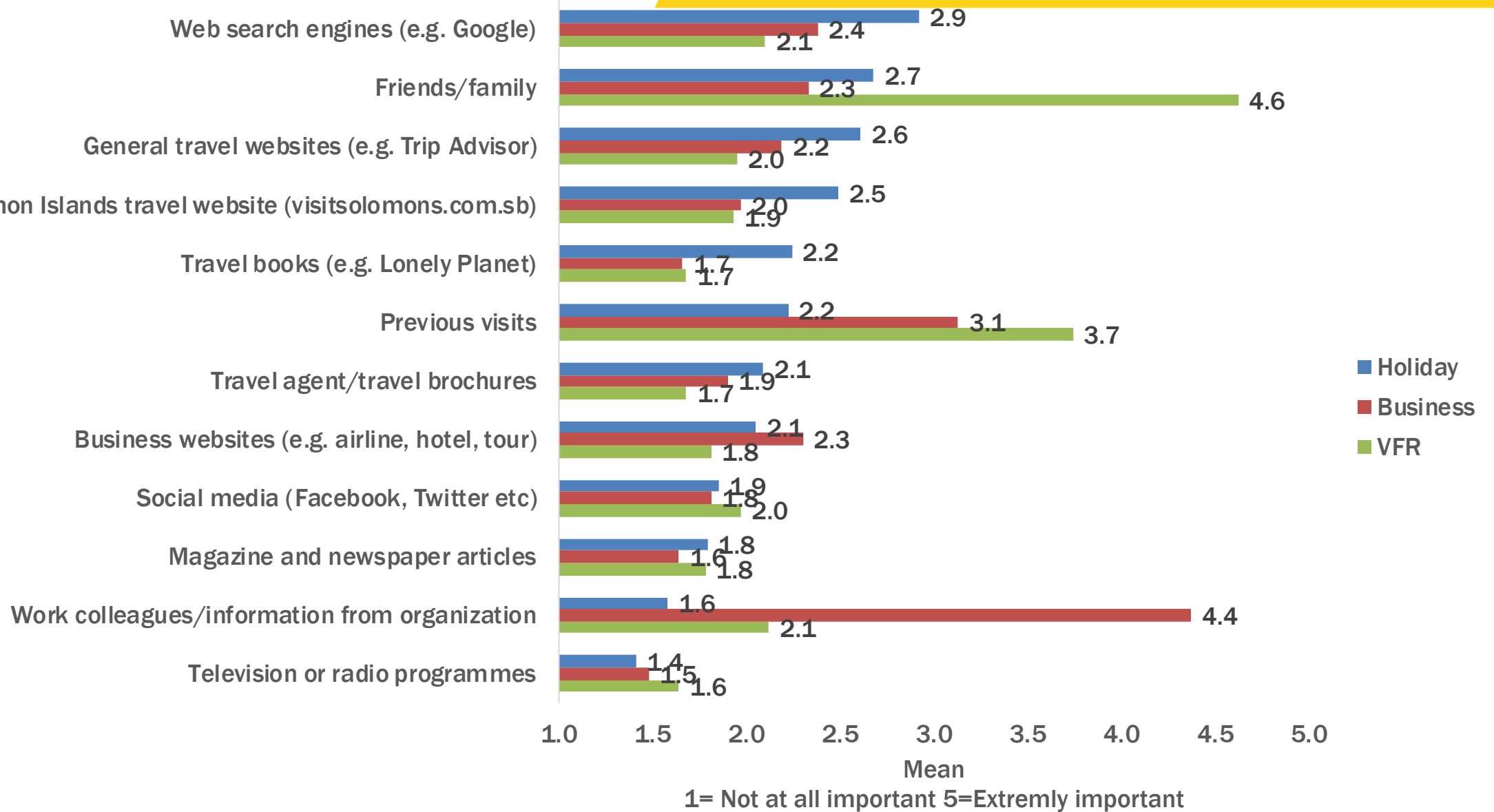
Australian visitors  
New Zealand visitors  
Pacific visitors  
Other visitors



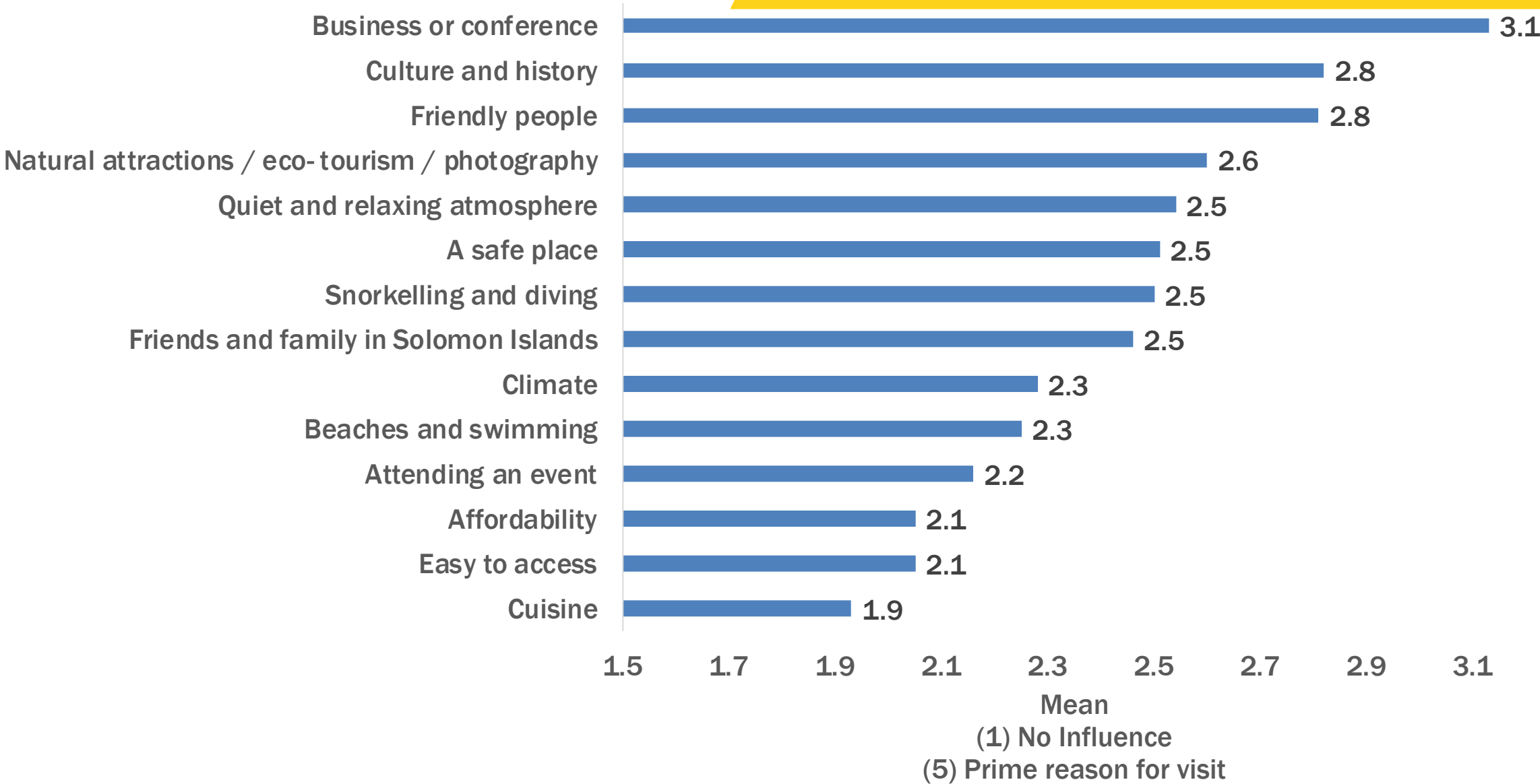
# Importance of Information Sources Used for Planning



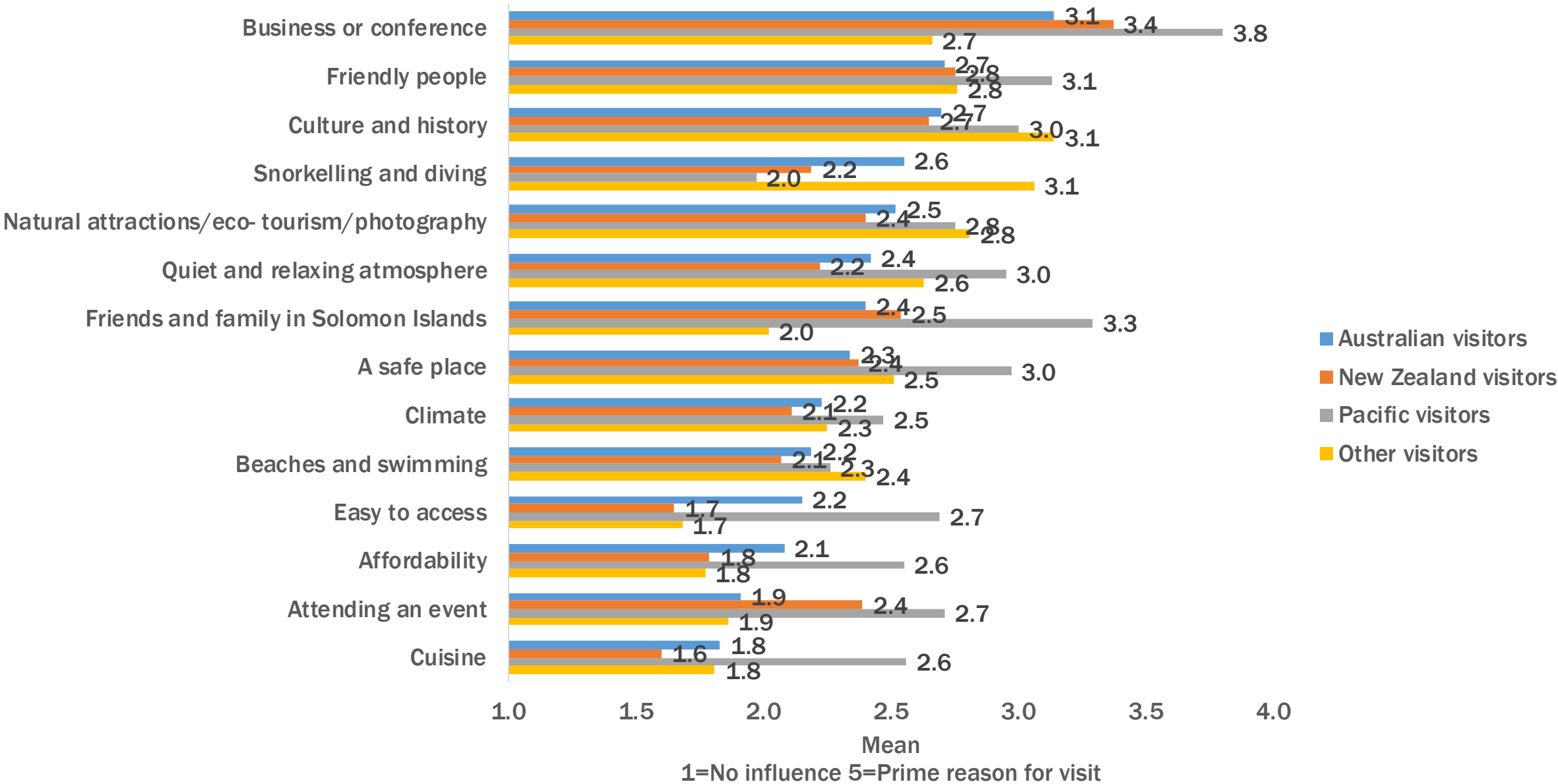
The official Solomon Islands travel website (visitsolomons.com.sb)



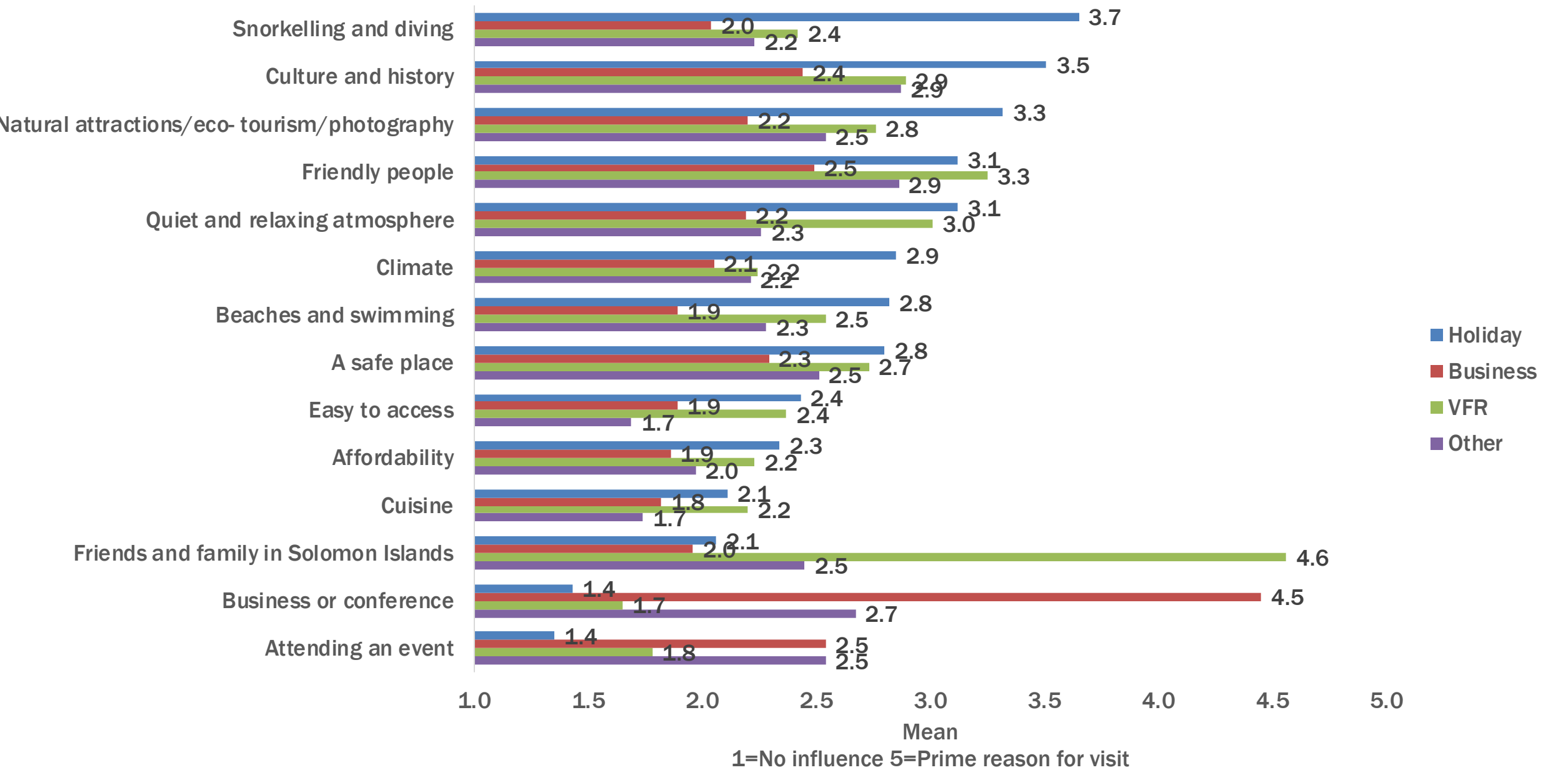
# Factors Influencing the Decision to Visit Solomon Islands



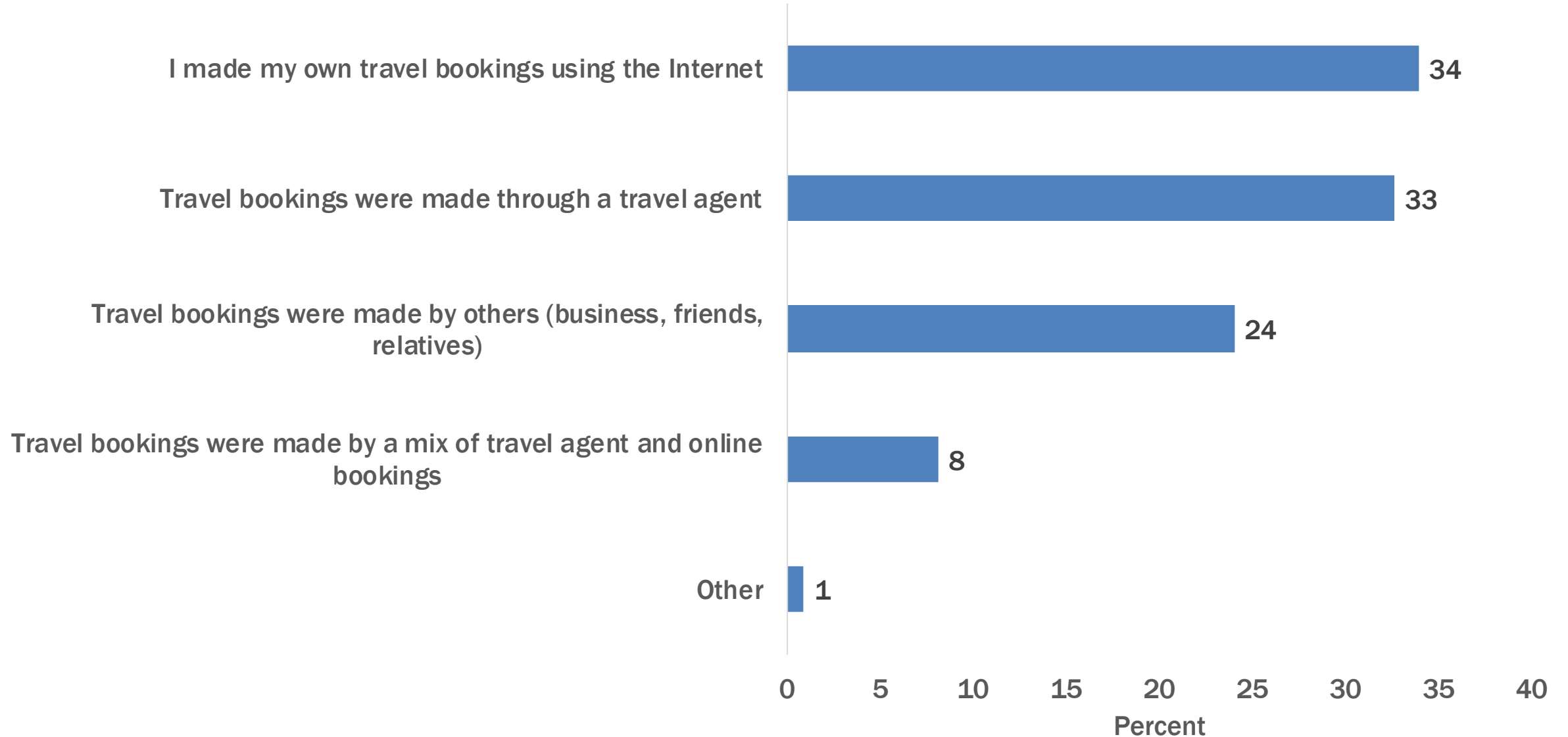
# Factors Influencing the Decision to Visit Solomon Islands



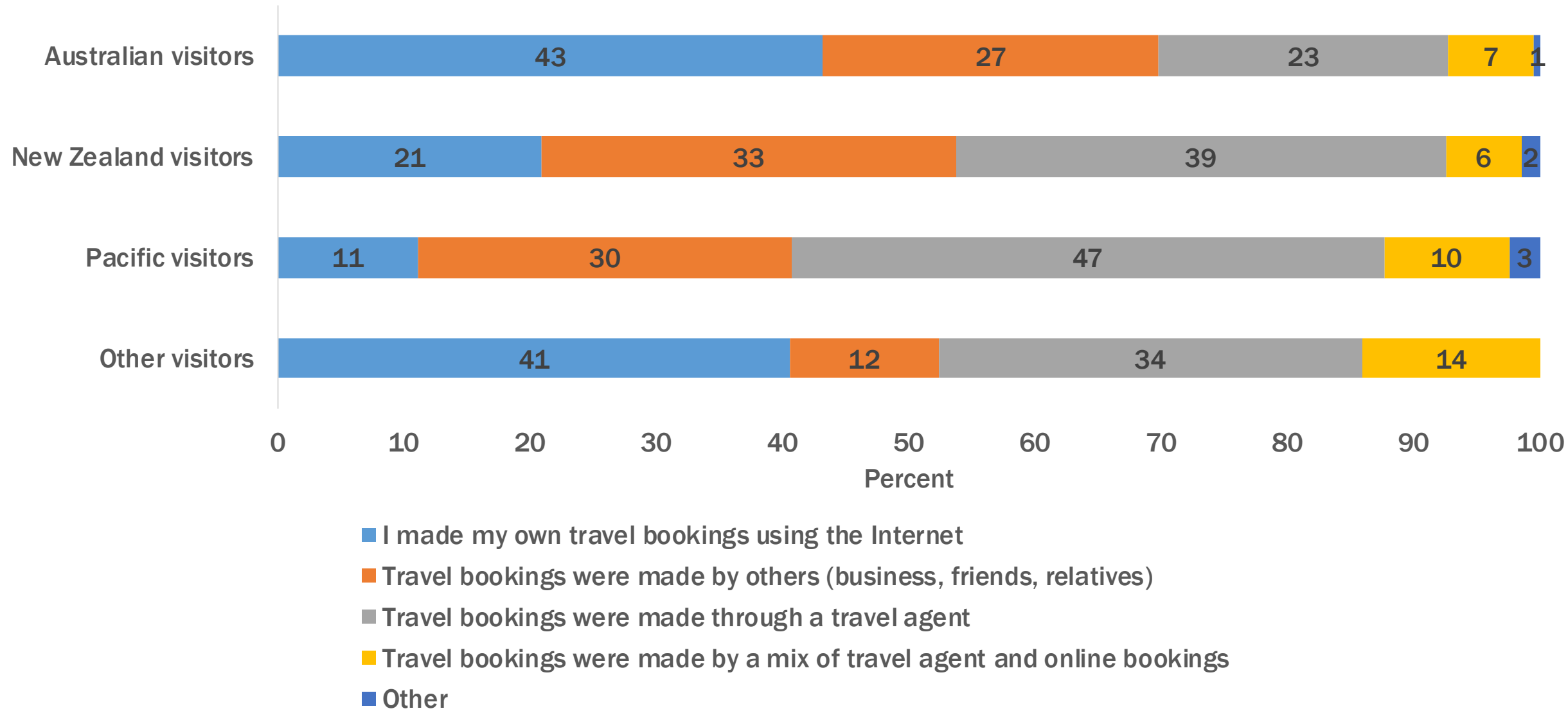
# Factors Influencing the Visit to Solomon Islands



## How Did You Purchase Your Travel?



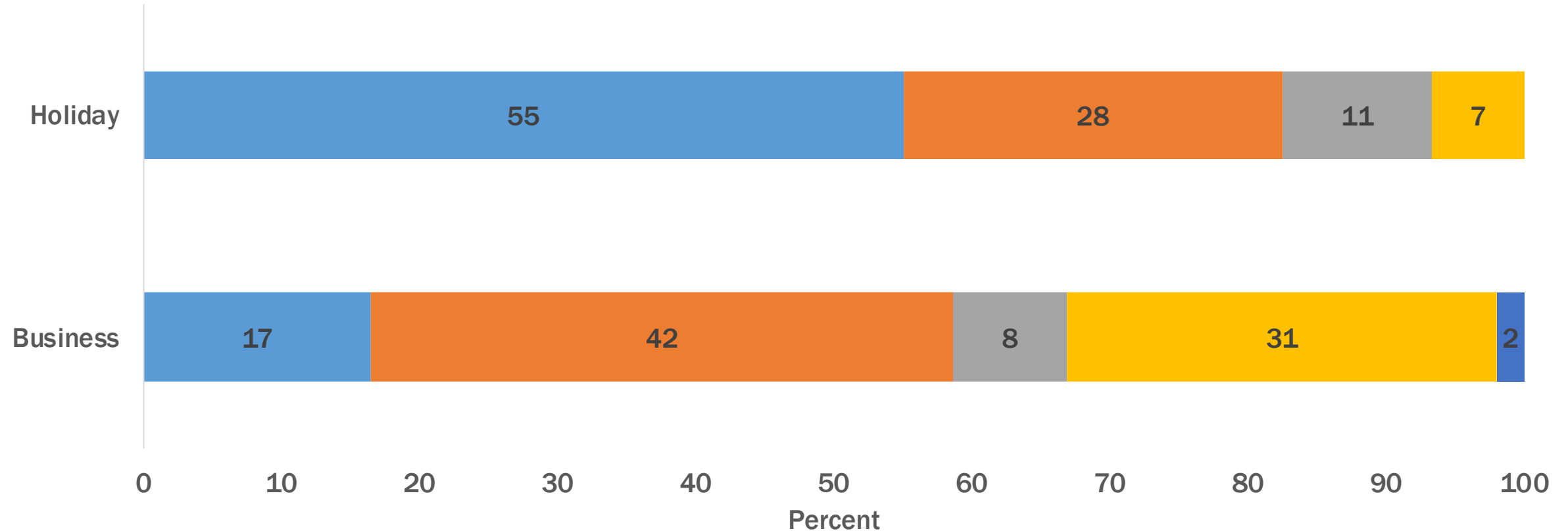
# How Did You Purchase Your Travel?



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

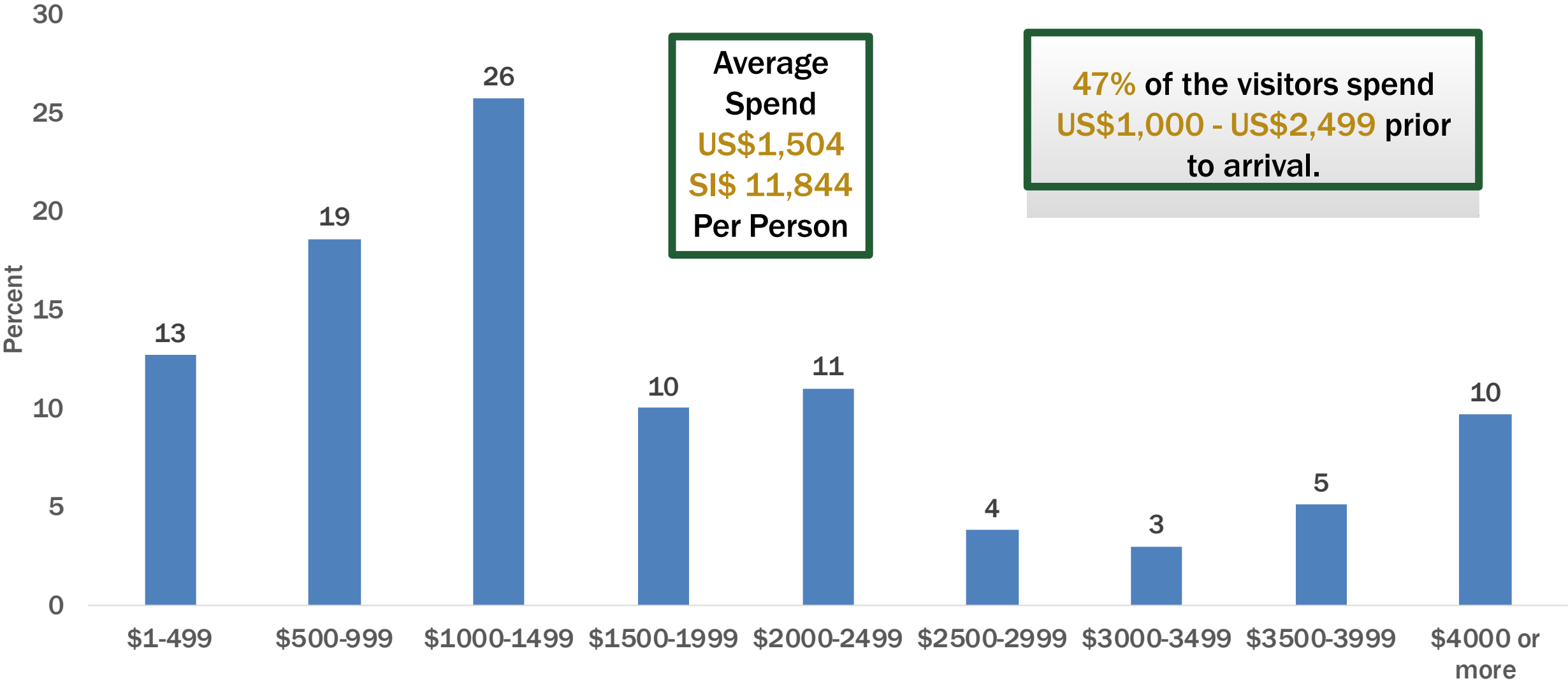
## International Visitor Survey

### Visitor Expenditure

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

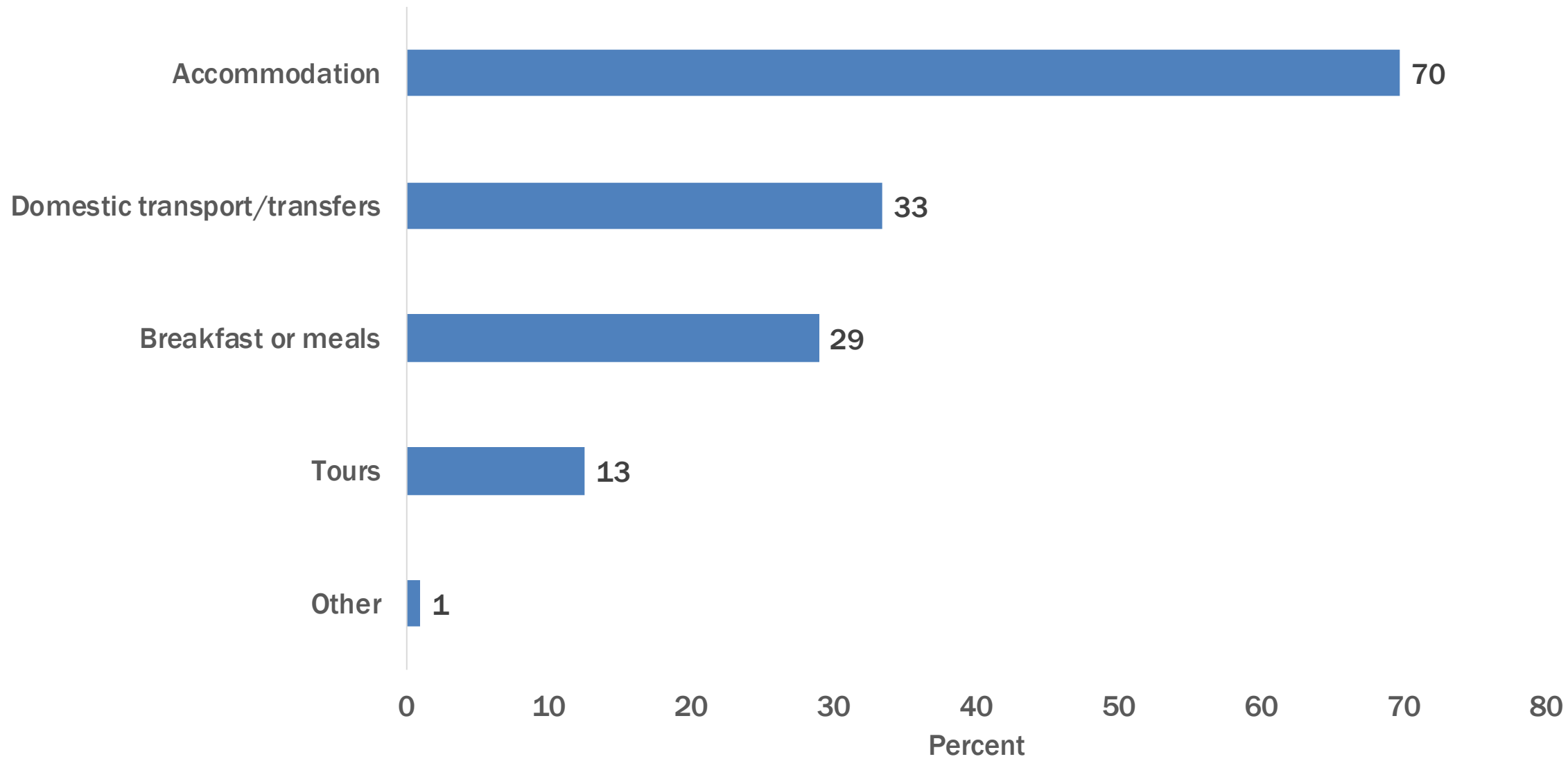


# Prepaid Expenditure



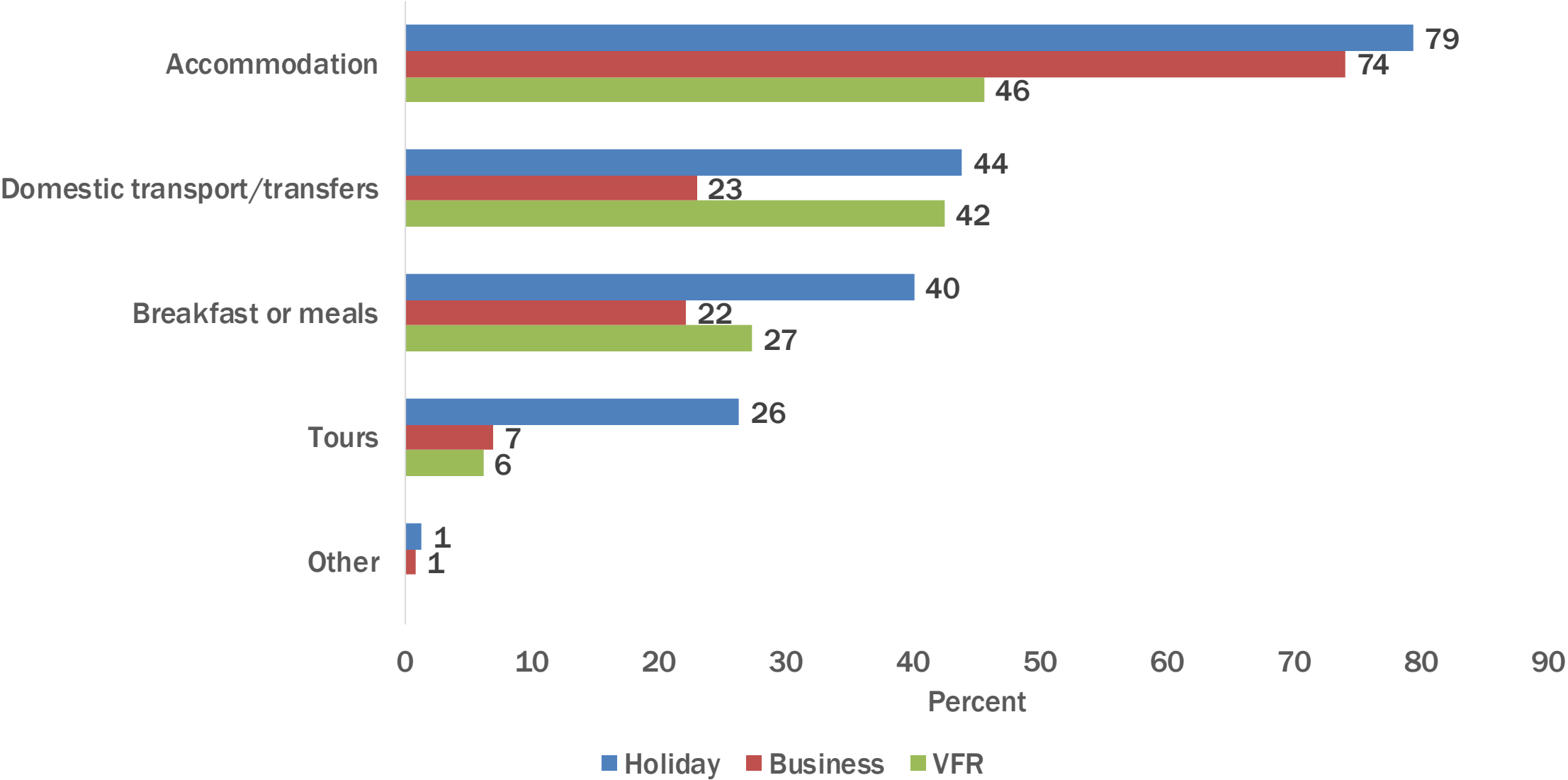
Note: Numbers may not sum to 100% due to rounding.

# 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 **584 adults** and **47 children**

(covering 6.2% of visitor arrivals\*)

Expenditure Items	Mean (US\$)	Mean (SI\$)	(% of spend)
Accommodation	21.6	170.4	40.5
Restaurants, cafes & bars	11.0	87.0	20.7
Shopping	3.7	28.8	6.9
Domestic flights	3.1	24.5	5.8
Groceries	3.1	24.2	5.7
Water activities	2.0	15.9	3.8
Tours and sightseeing	1.7	13.6	3.2
Other	1.6	12.8	3.0
Internet cost	1.6	12.6	3.0
Vehicle rental	1.3	10.4	2.5
Public transport	1.1	8.7	2.1
Land based activities	0.7	5.8	1.4
Petrol	0.7	5.6	1.3



Each visitor spends on  
average a total of **US\$53**  
**(SI\$420)** per day while in  
Solomon Islands

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

Expenditure Items	Australia n=192	New Zealand n=67	PICs n=82	Other n=128
Accommodation	21.3	27.1	24.4	21.9
Restaurants, cafes & bars	12.0	13.1	11.7	9.4
Groceries	3.2	5.4	3.6	1.2
Domestic flights	3.1	4.3	1.3	3.0
Water activities	2.2	1.3	1.7	0.6
Shopping	2.2	3.2	5.7	2.6
Tours and sightseeing	1.9	1.0	1.3	2.0
Other	1.2	1.5	2.3	1.1
Internet cost	1.0	2.3	2.7	1.6
Vehicle rental	0.9	3.0	2.1	2.0
Public transport	0.6	0.7	1.6	0.7
Petrol	0.6	3.0	1.0	0.4
Land based activities	0.3	0.4	1.3	0.9

### Totals

Australia **US\$51 (SI\$398)**

New Zealand **US\$66 (SI\$518)**

PICs **US\$61 (SI\$478)**

Other **US\$47 (SI\$372)**

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

Expenditure Items	Australia n=192	New Zealand n=67	PICs n=82	Other n=128
Accommodation	168.1	203.8	192.2	172.2
Restaurants, cafes & bars	94.4	111.9	91.8	74.2
Groceries	25.3	30.4	28.3	9.1
Domestic flights	24.7	23.1	10.0	23.7
Water activities	17.6	24.2	13.3	4.6
Shopping	17.3	19.6	44.8	20.2
Tours and sightseeing	14.7	18.1	10.3	15.4
Other	9.4	18.2	18.0	9.0
Internet cost	8.2	13.6	21.5	12.3
Vehicle rental	7.0	17.1	16.5	15.5
Public transport	4.5	14.1	12.6	5.3
Petrol	4.4	10.0	8.3	2.8
Land based activities	2.6	14.0	10.0	7.4

### Totals

Australia **US\$51 (SI\$398)**

New Zealand **US\$66 (SI\$518)**

PICs **US\$61 (SI\$478)**

Other **US\$47 (SI\$372)**

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

Responses Expenditure Items	Holiday n=120	Business & Conference n=256	VFR n=77
Accommodation	10.8	38.7	7.2
Restaurants, cafes and bars	9.6	17.5	6.0
Water activities	4.8	0.9	1.2
Shopping	4.3	4.6	2.2
Tours and sightseeing	4.2	1.0	0.6
Domestic flights	3.3	3.4	2.8
Groceries	2.3	3.3	3.0
Internet cost	1.4	2.2	0.9
Land based activities	1.1	0.4	0.6
Other	0.9	2.4	1.3
Public transport	0.8	1.4	0.4
Vehicle rental	0.6	2.0	1.4
Petrol	0.5	0.8	1.0

### Totals

Holiday **US\$45 (SI\$352)**

Business & Conference

**US\$79 (SI\$619)**

VFR **US\$28 (SI\$224)**

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

Responses Expenditure Items	Holiday n=120	Business & Conference n=256	VFR n=77
Accommodation	84.9	305.0	56.7
Restaurants, cafes and bars	76.0	137.6	47.3
Water activities	38.1	7.3	9.1
Shopping	33.9	36.5	17.1
Tours and sightseeing	32.8	7.5	4.8
Domestic flights	26.4	26.4	21.7
Groceries	18.0	26.1	23.5
Internet cost	10.8	17.5	7.1
Land based activities	8.9	3.0	4.3
Other	7.5	18.7	10.4
Public transport	6.7	11.2	3.2
Vehicle rental	5.0	15.9	10.7
Petrol	3.6	6.4	7.9

### Totals

Holiday **US\$45 (SI\$352)**

Business & Conference

**US\$79 (SI\$619)**

VFR **US\$28 (SI\$224)**



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

Respondents	N=192	N=67	N=82	N=243
Market	Australia	New Zealand	PICs	Other
Prepaid (60%)	US\$715/SI\$5,362	US\$545/SI\$4,290	US\$668/SI\$5,259	US\$1,603/SI\$12,626
In-country spend	US\$490/SI\$3,821	US\$574/SI\$4,507	US\$537/SI\$4,206	US\$503/SI\$3,980
Total spend	US\$1,205/SI\$9,453	US\$1,119/SI\$8,797	US\$1,205/SI\$9,465	US\$2,106/SI\$16,606

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

Respondents	N=120	N=256	N=77
Purpose of visit	Holiday	Business & Conference	VFR
Prepaid (60%)	US\$1,486/SI\$11,700	US\$923/SI\$7,267	US\$604/SI\$4,754
In-country spend	US\$455/SI\$3,555	US\$632/SI\$4,952	US\$308/SI\$2,464
Total spend	US\$1,941/SI\$15,255	US\$1,555/SI\$12,219	US\$912/SI\$7,218

# Contribution to Solomon Islands Economy

Average Prepaid  
Spend

60%  
Flowing Back

Per Person  
Per Visit  
US\$902  
(SI\$7,106)

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

Average Spend  
While In Solomon  
Islands

Per Person  
Per Visit  
US\$509  
(SI\$4,032)

Per Person  
Per Day  
US\$53  
(SI\$420)

Per Person Per Day  
US\$147 (SI\$ 1,160)  
Per Person Per Visit  
US\$1,411 (SI\$ 11,138)



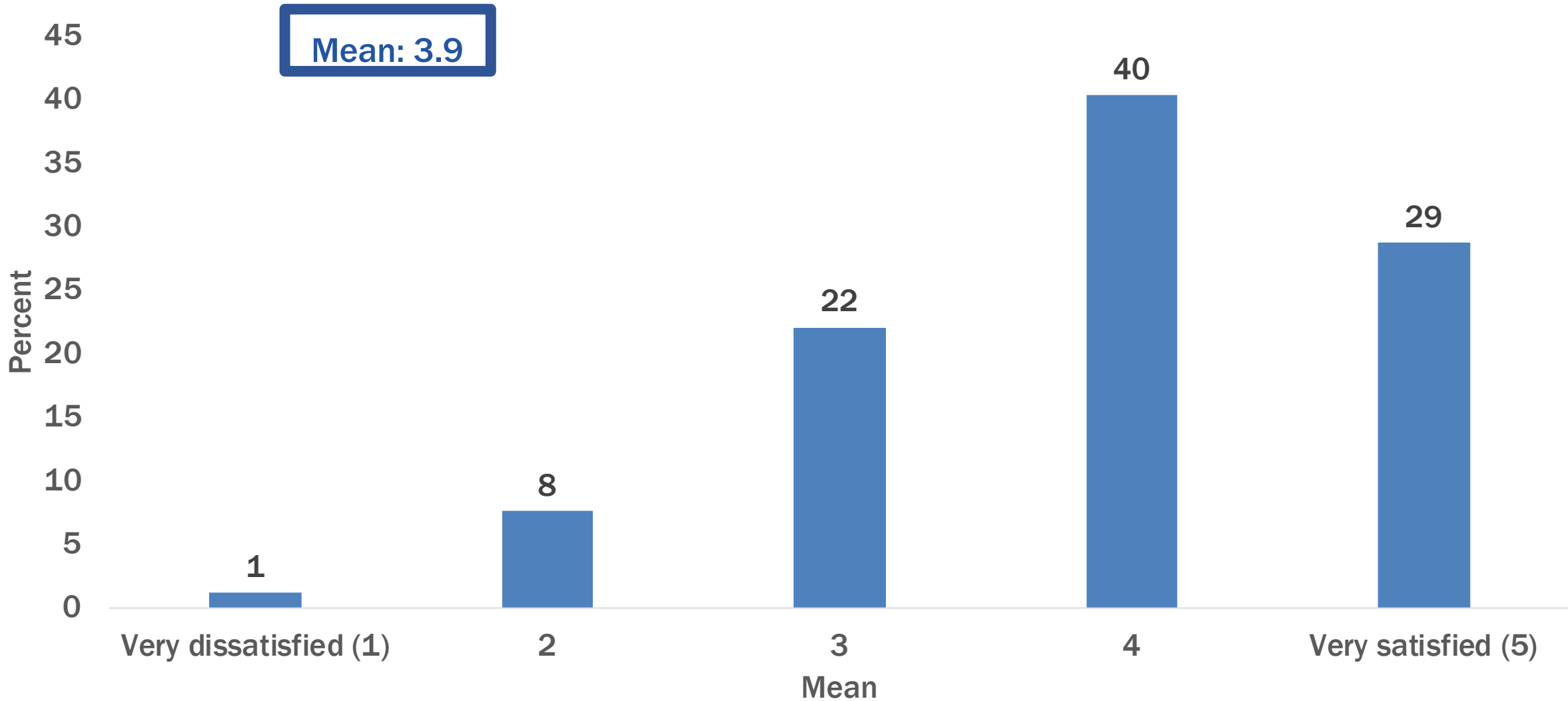
# Solomon Islands

## International Visitor Survey

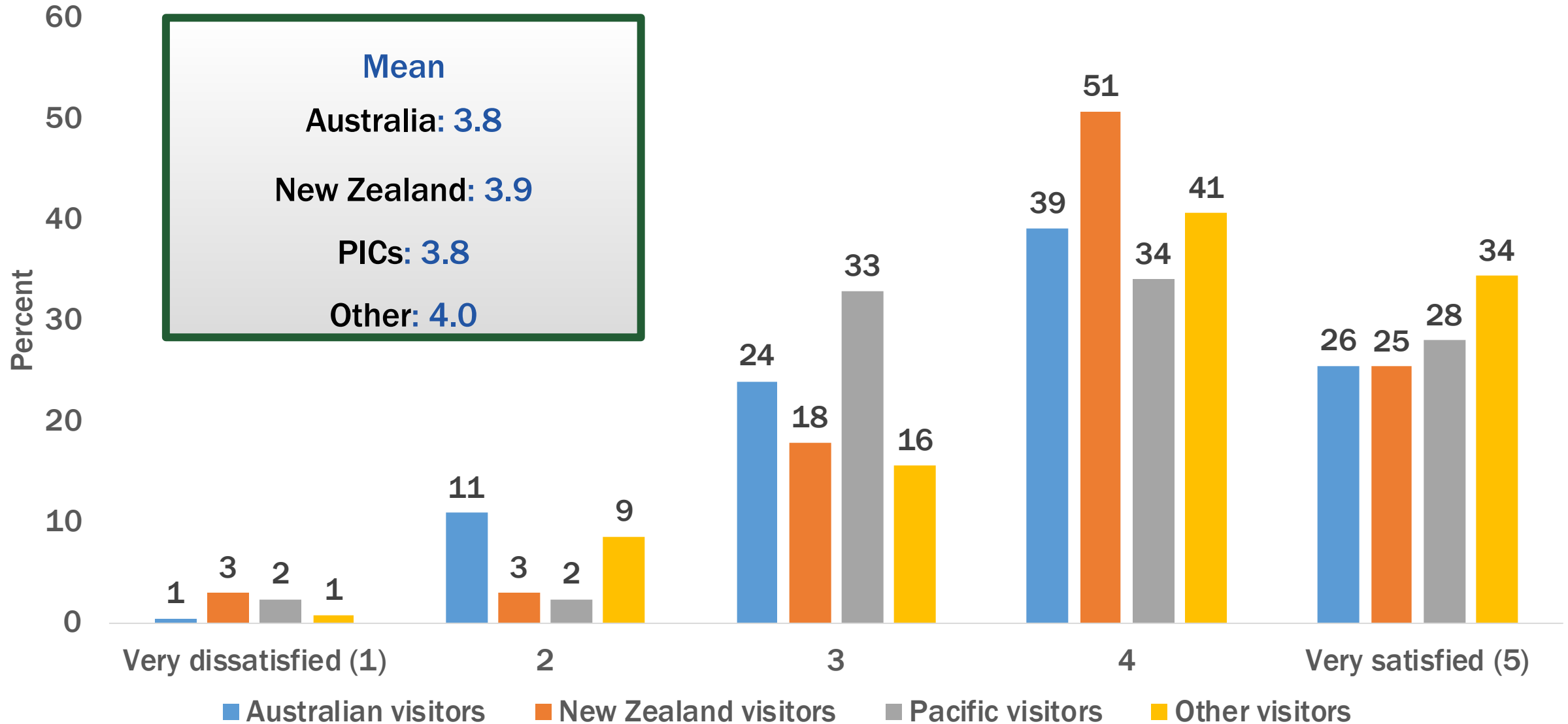
### Visitor Satisfaction

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

# Overall Satisfaction

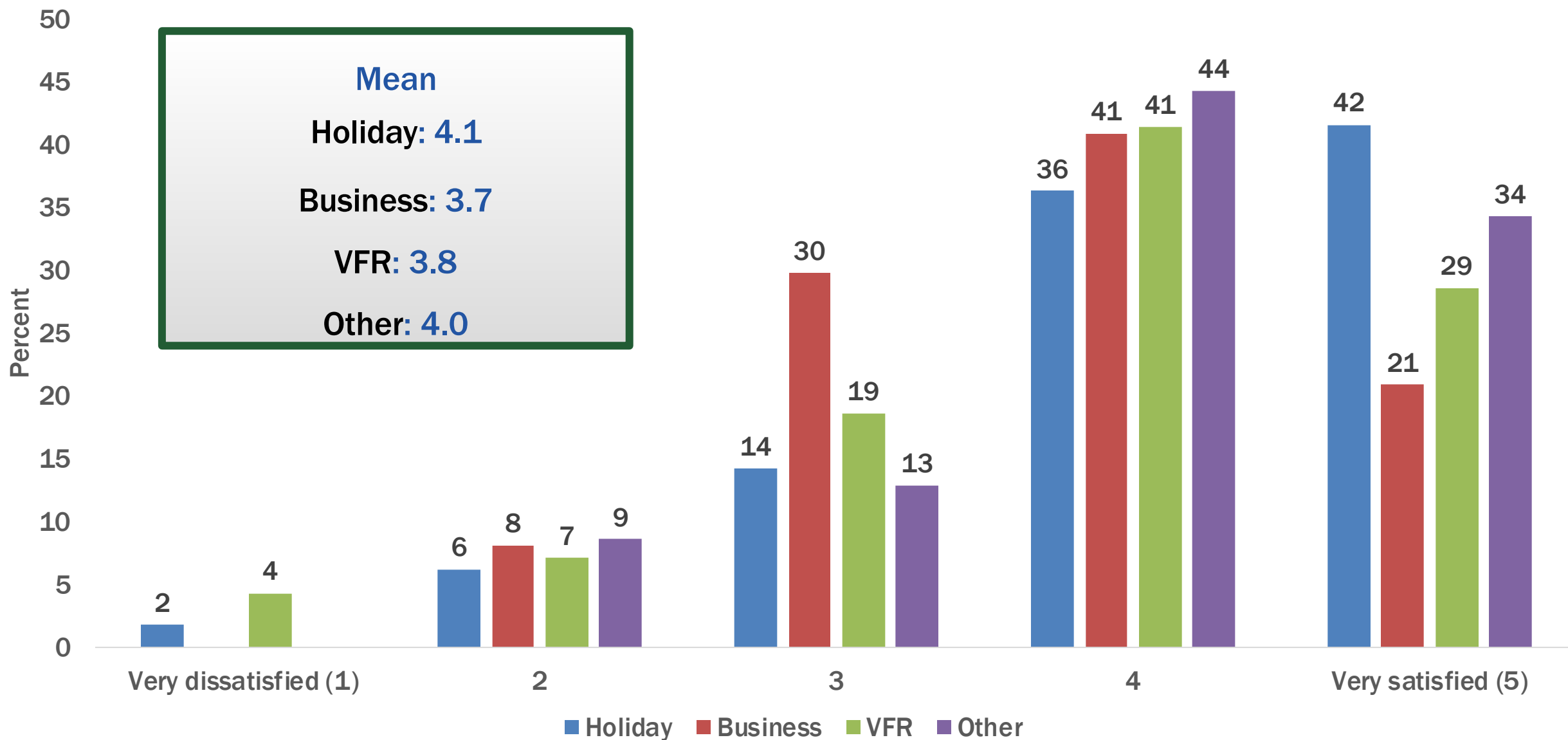


# Overall Satisfaction



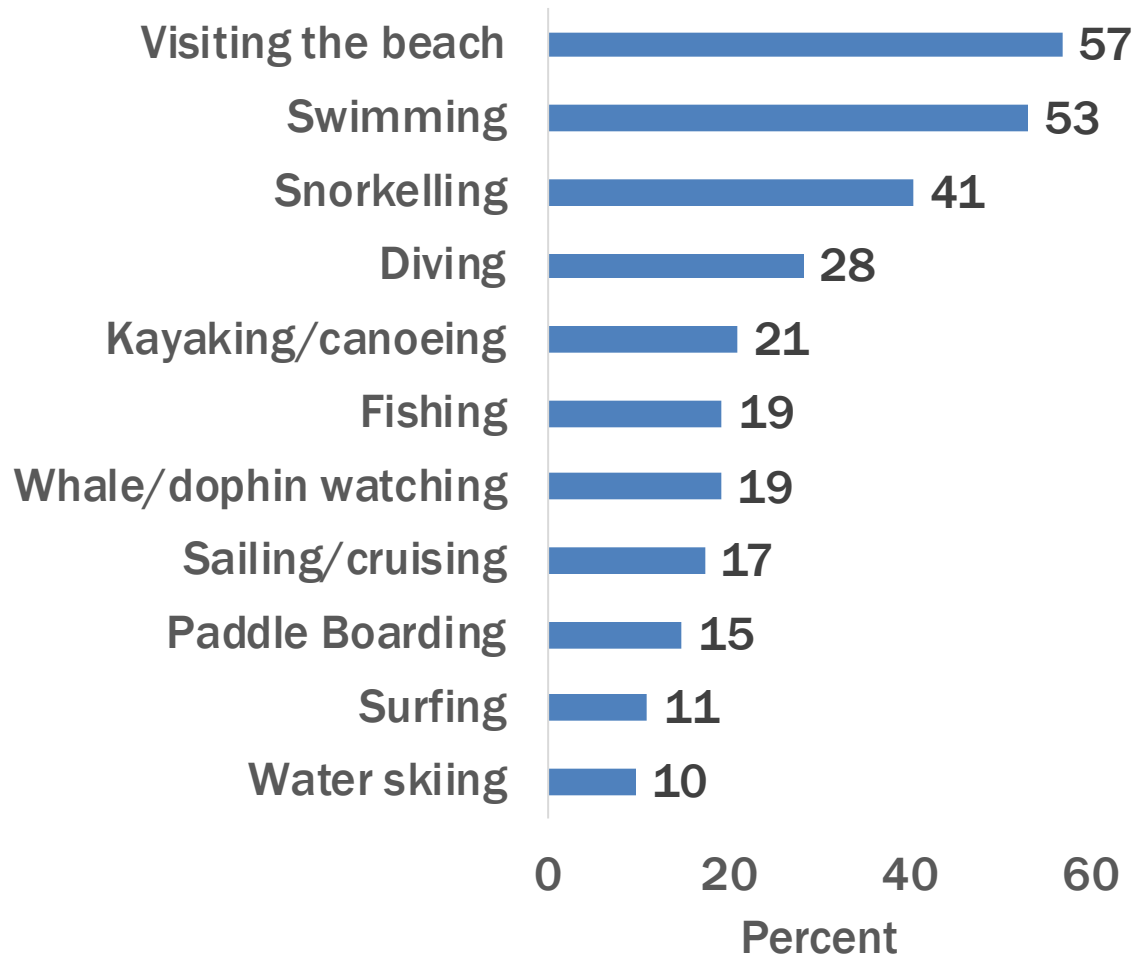
Note: Numbers may not sum to 100% due to rounding.

# Overall Satisfaction

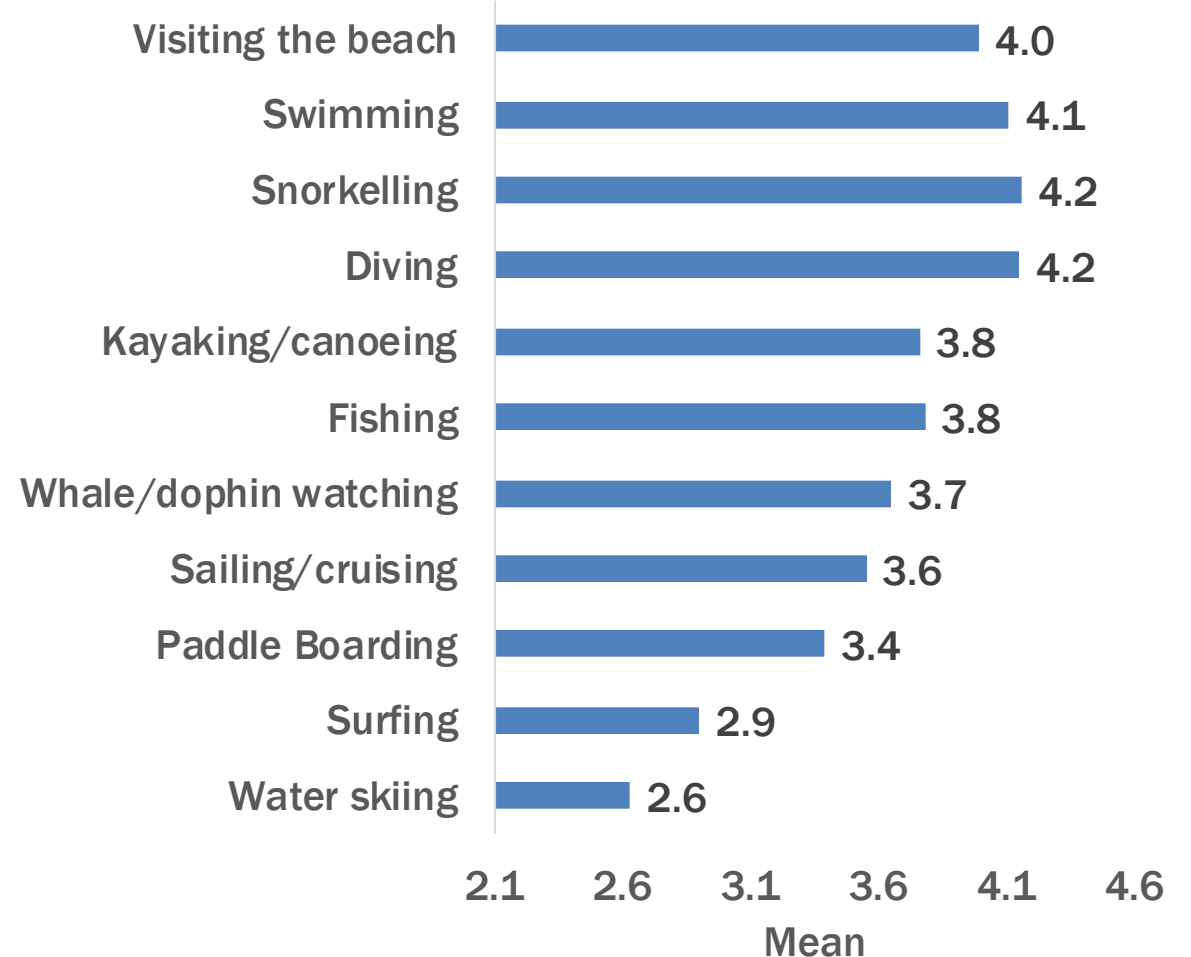


# Water Based Activities

## Degree of participation



## Satisfaction



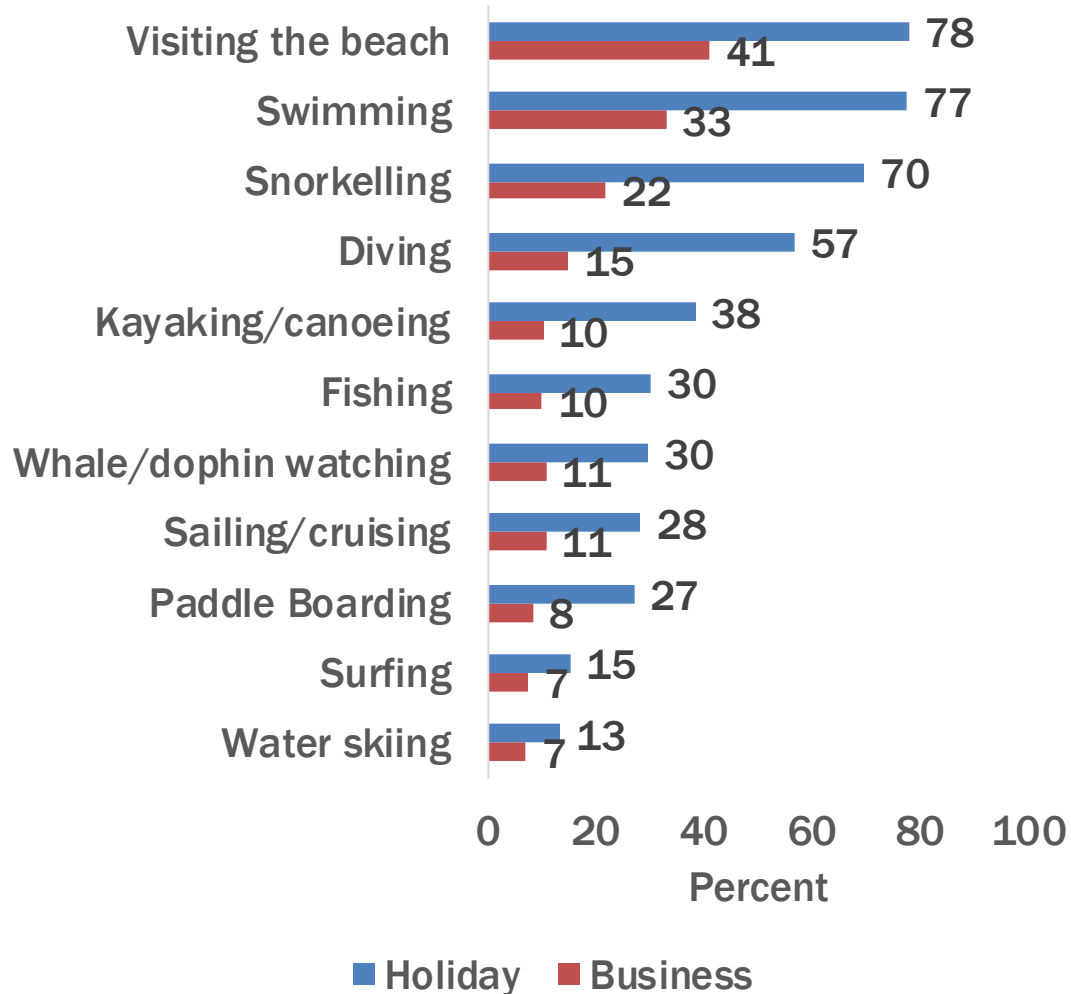
Note: Multiple responses, therefore total does not add up to 100%.



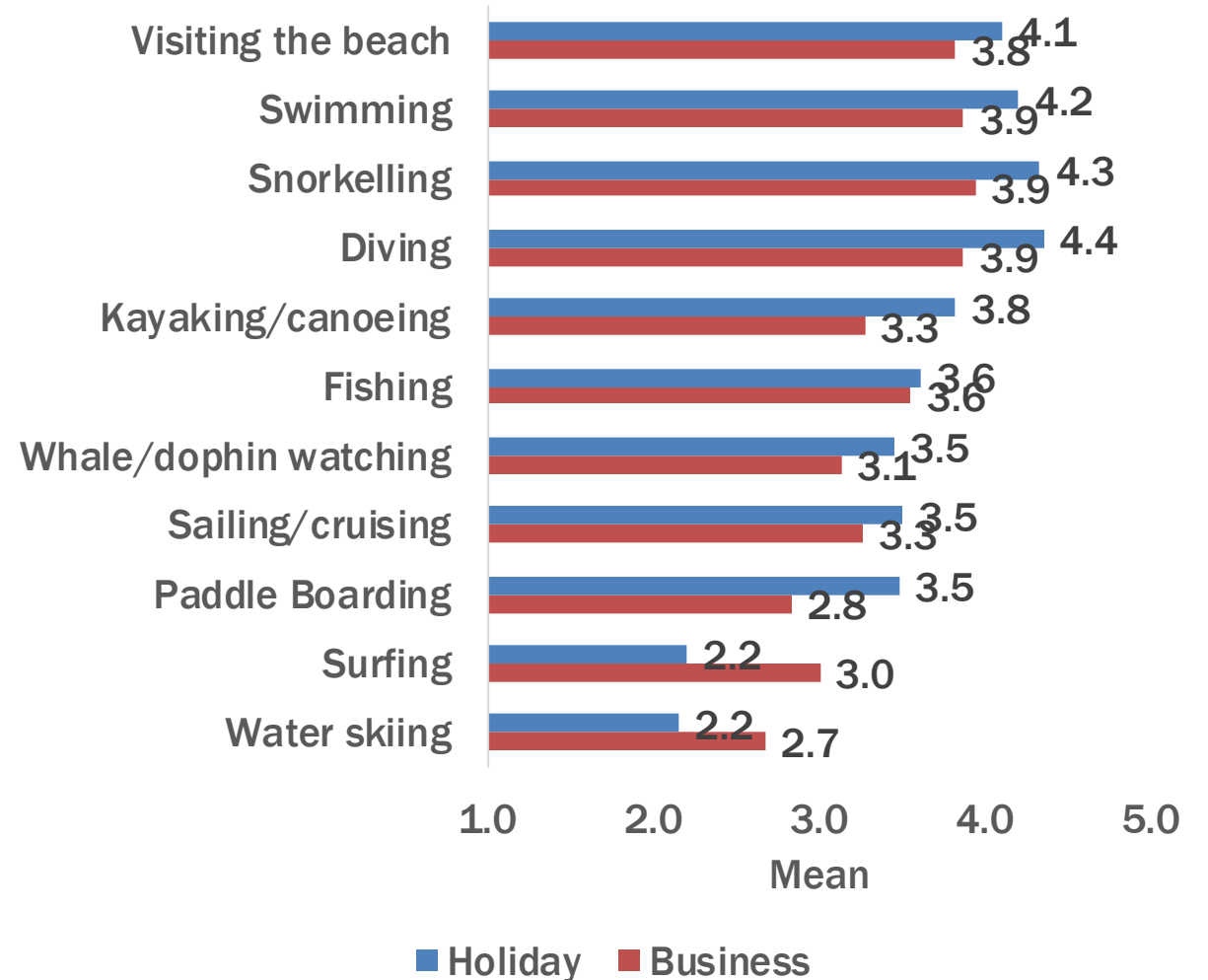
# Water Based Activities

## Holiday and Business Visitors

### Degree of participation

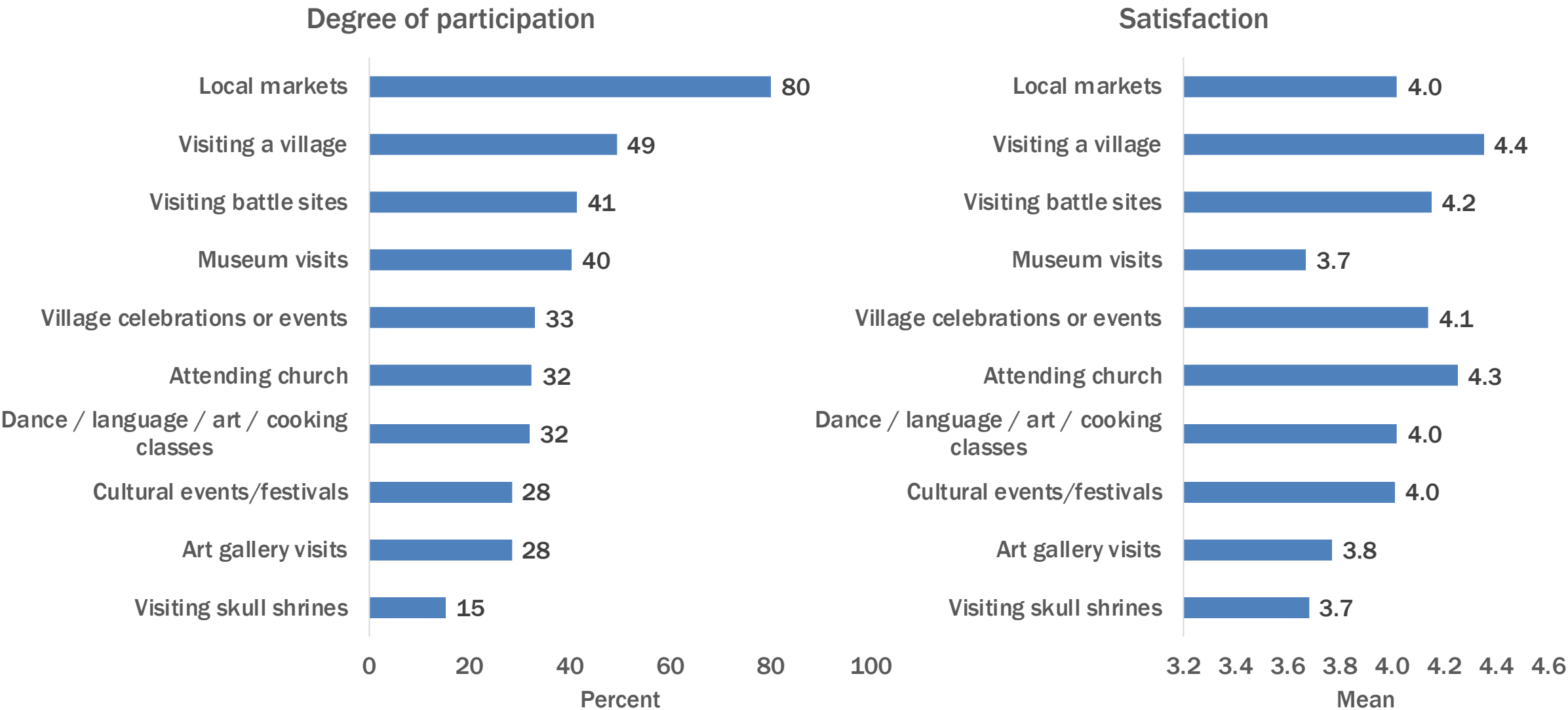


### Satisfaction



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

# Cultural Interaction Activities

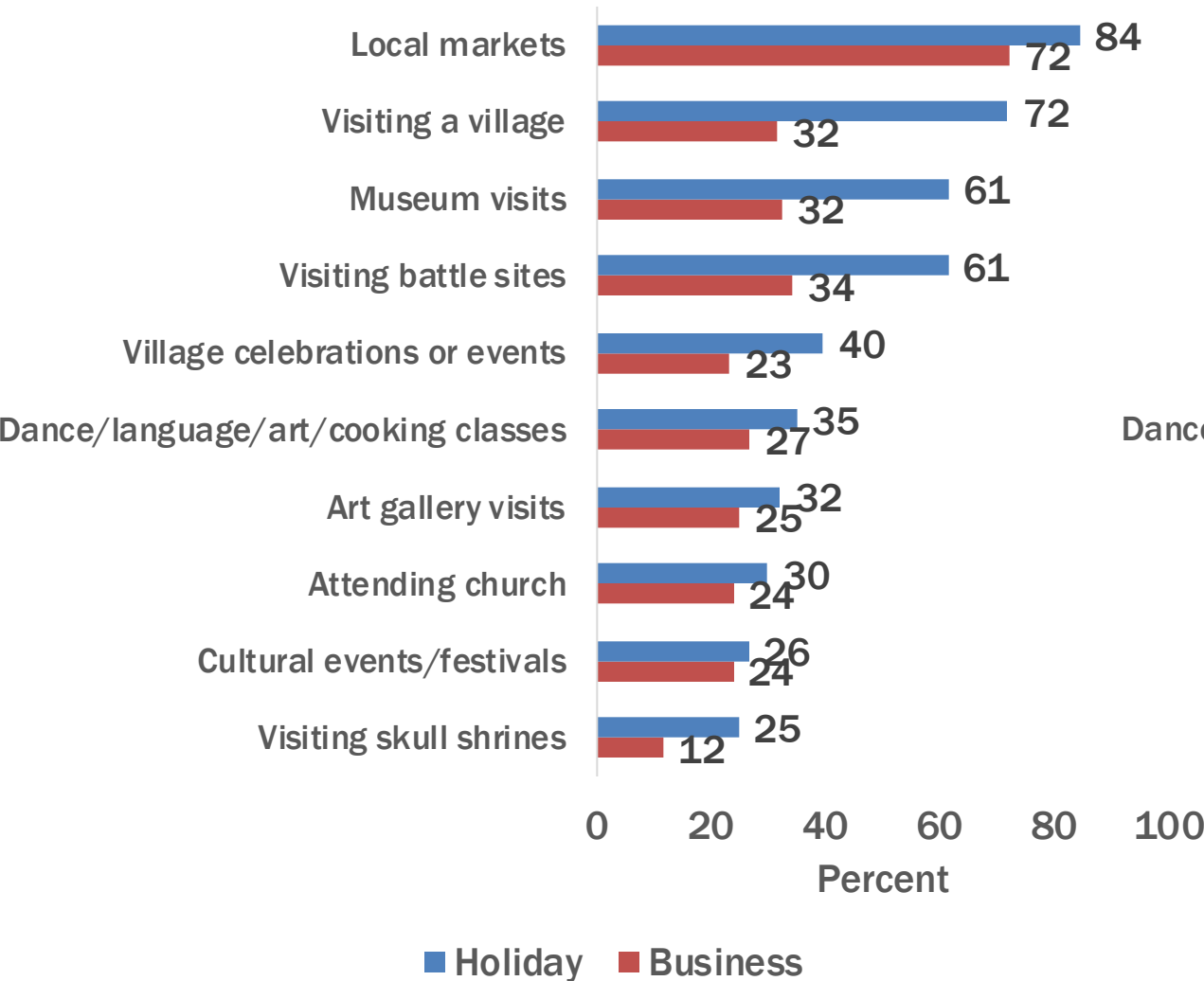


Note: Multiple responses, therefore total does not add up to 100%.

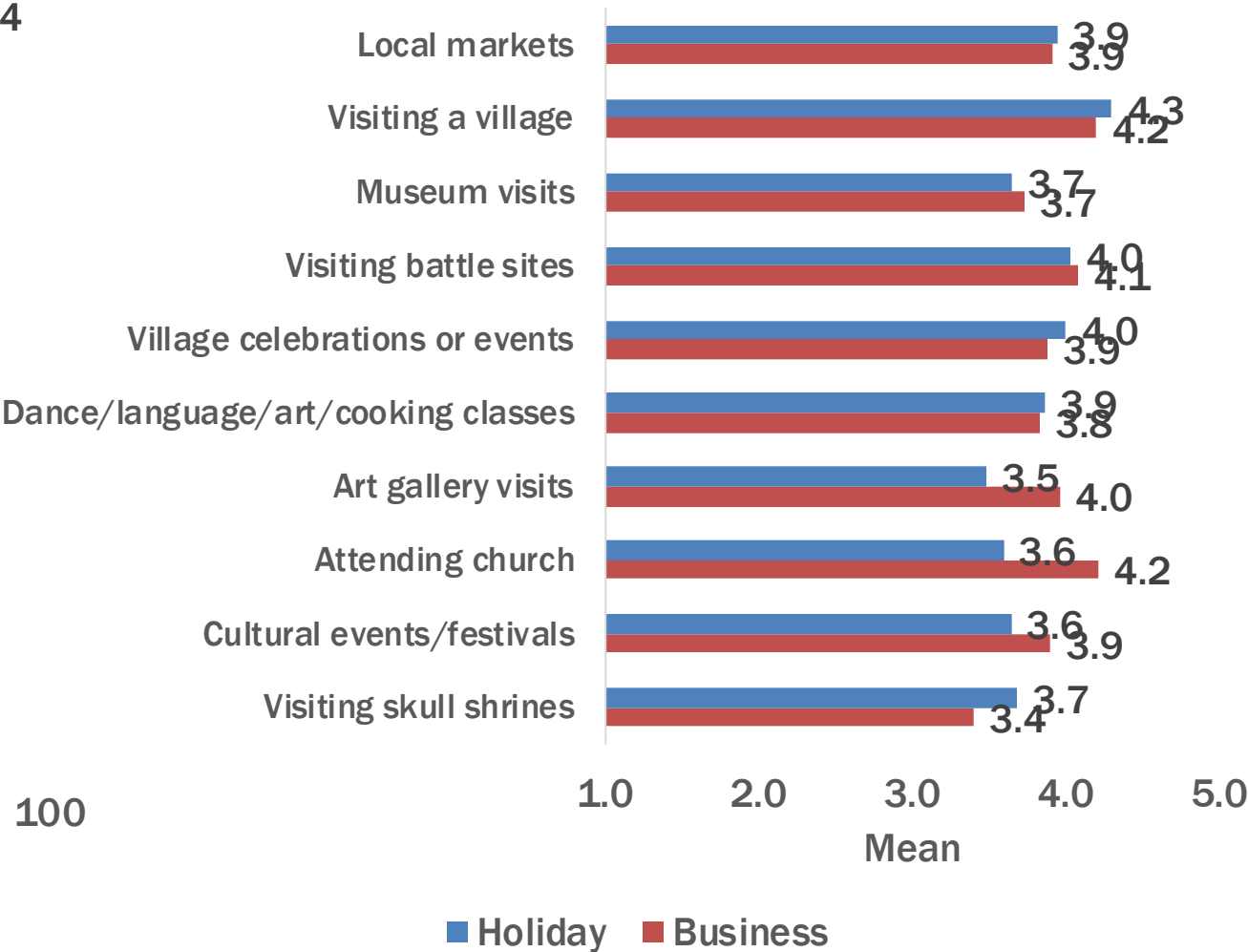
# Cultural Interaction Activities

## Holiday and Business Visitors

Degree of participation



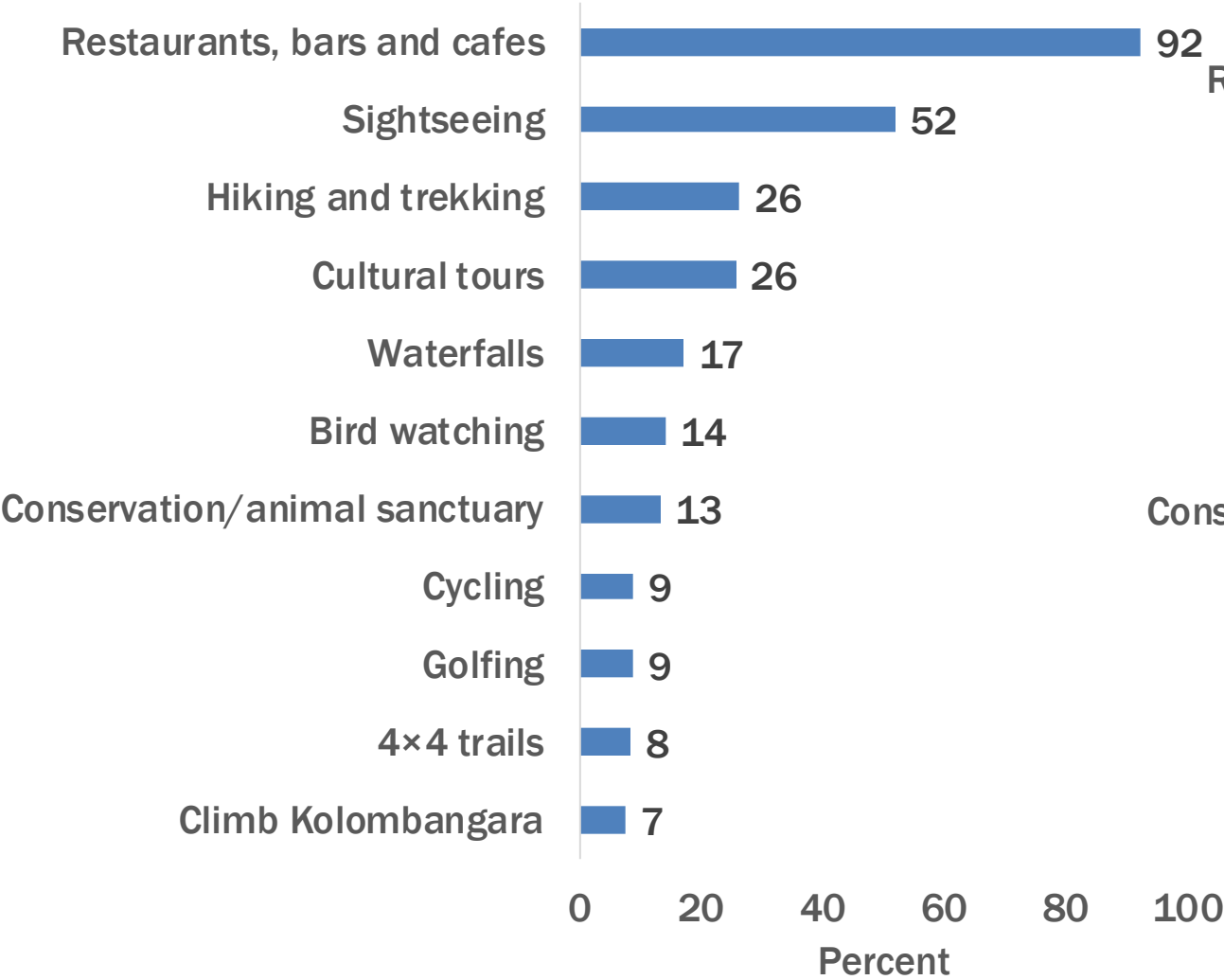
Satisfaction



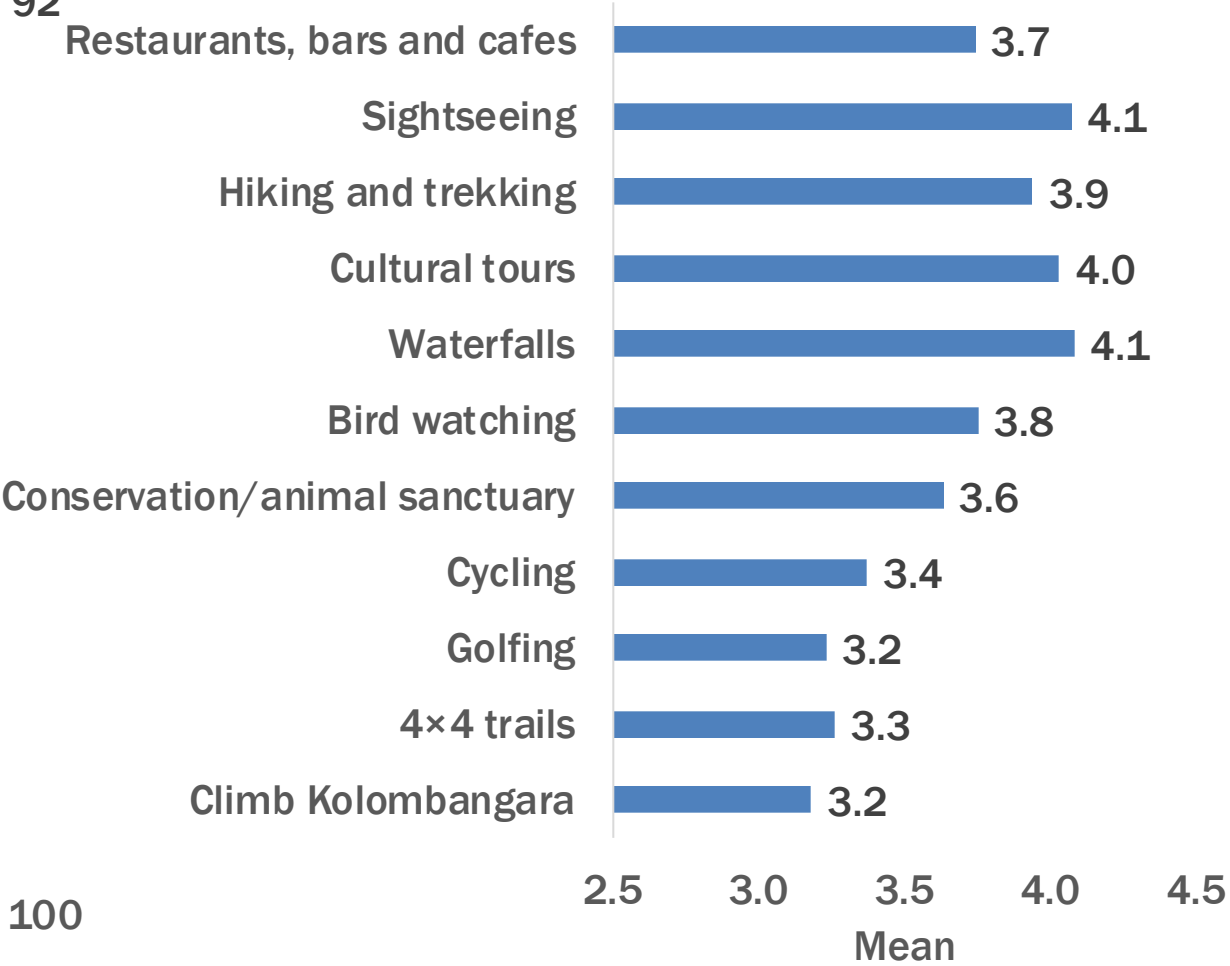
Note: Multiple responses, therefore total does not add up to 100%.

# Land Based Activities and Touring

Degree of participation



Satisfaction

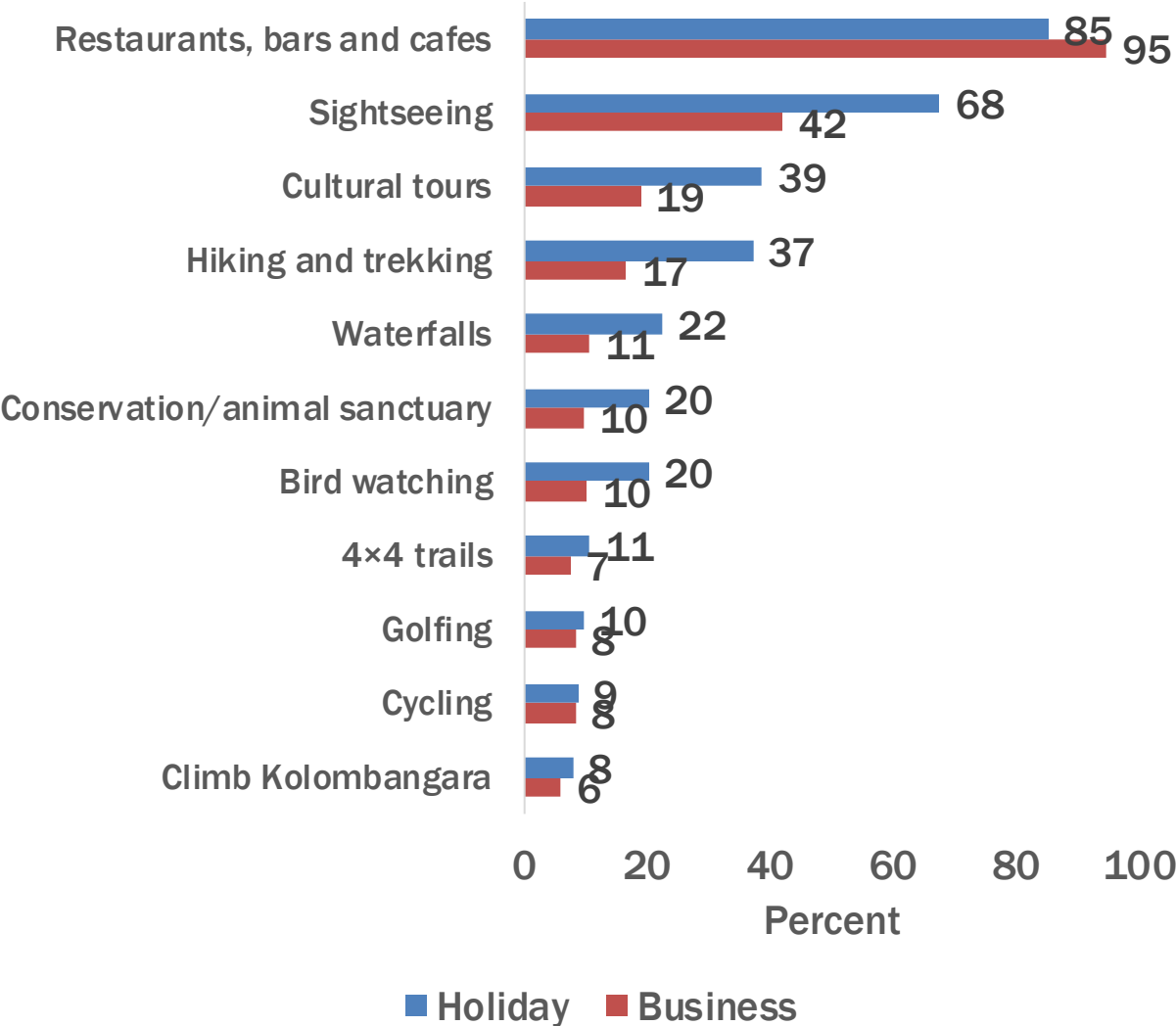


Note: Multiple responses, therefore total does not add up to 100%.

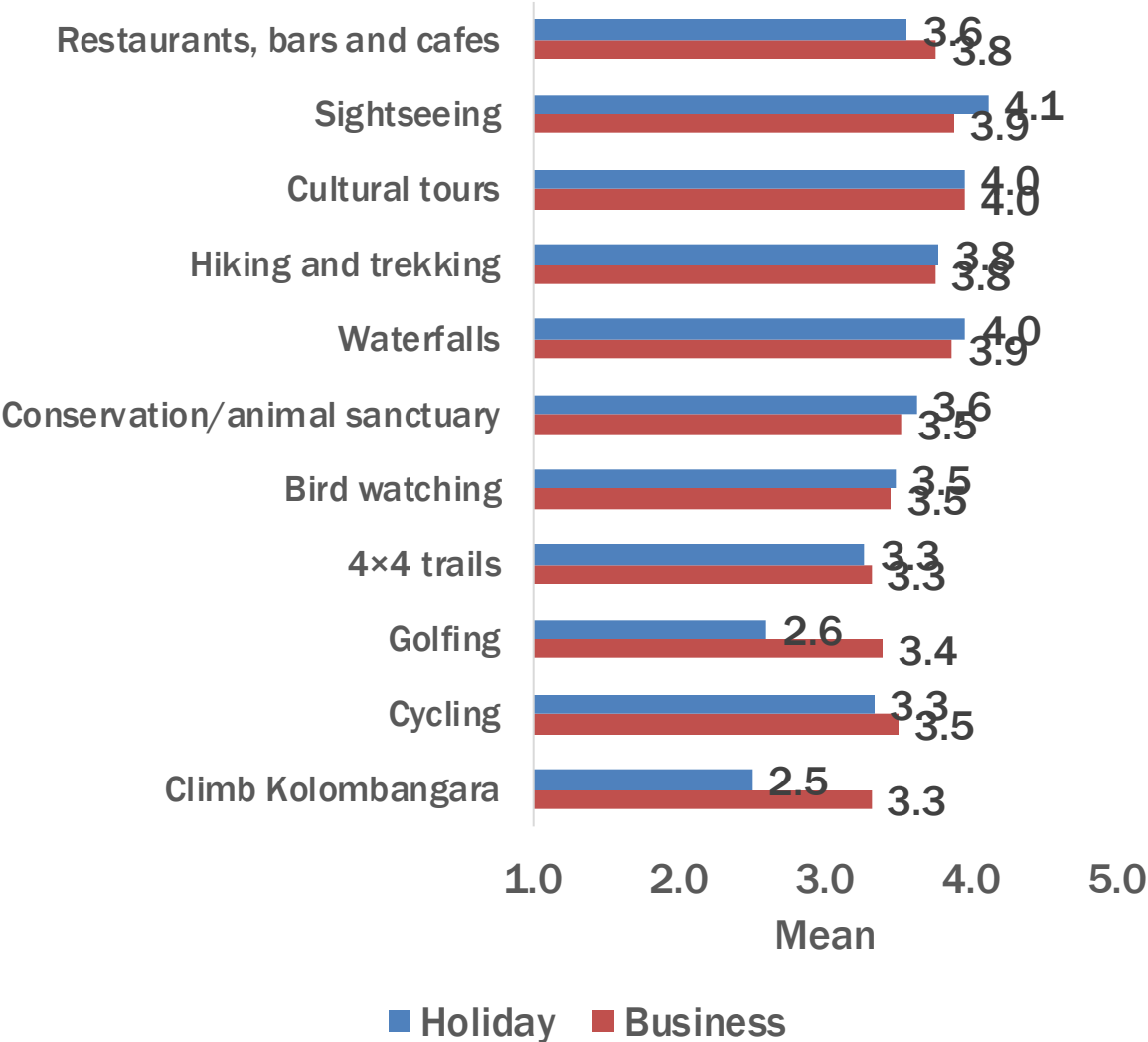
# Land Based Activities and Touring

## Holiday and Business Visitors

Degree of participation



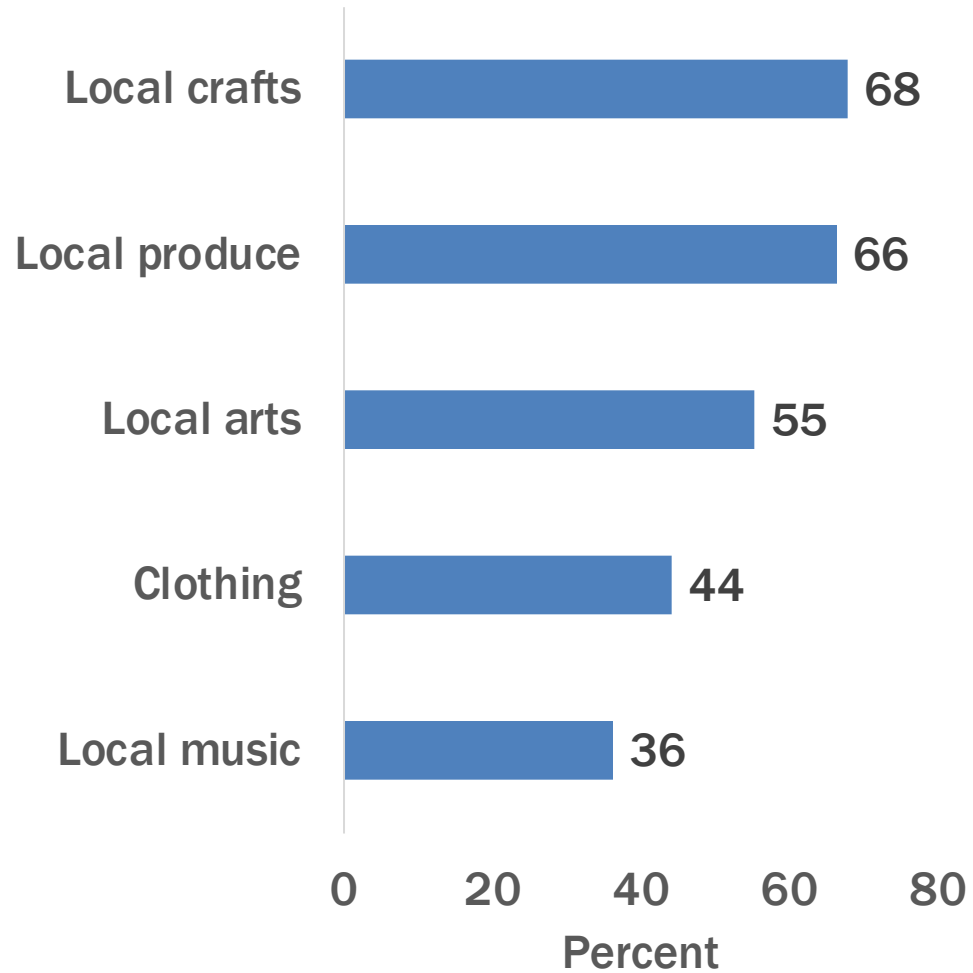
Satisfaction



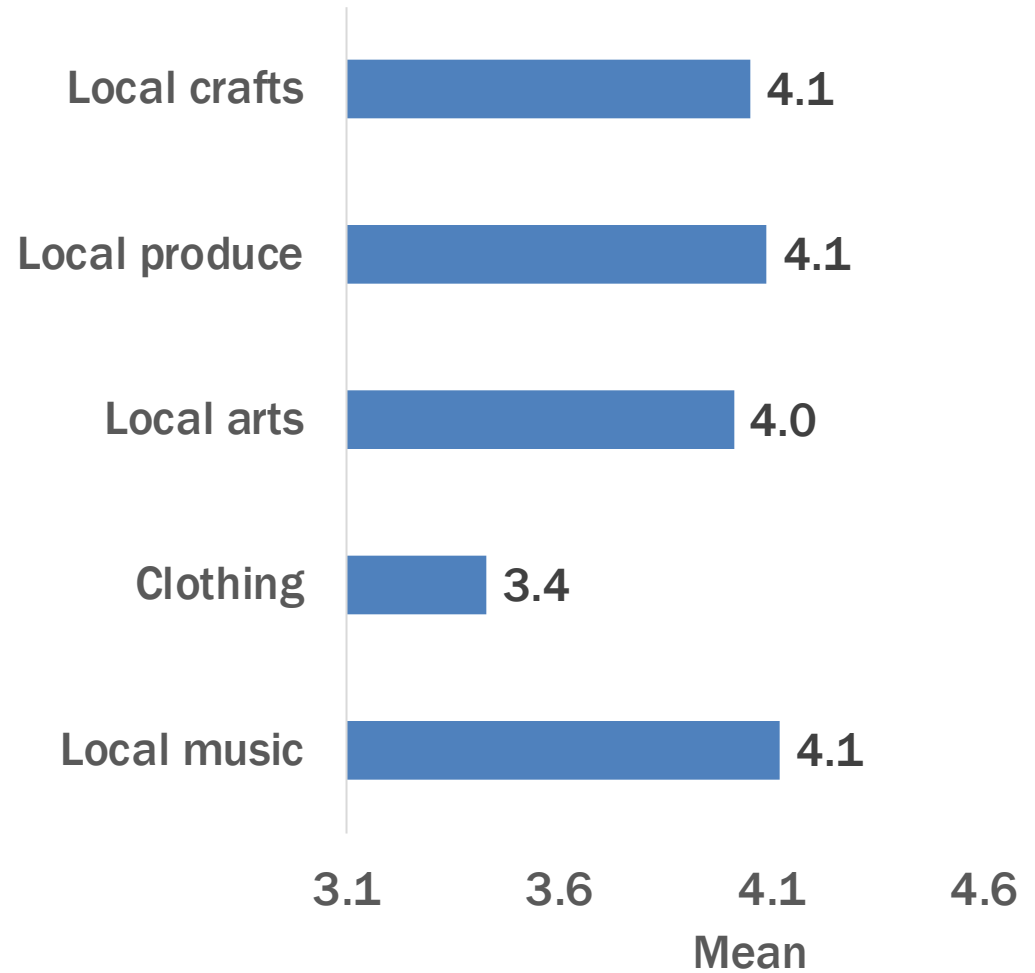
Note: Multiple responses, therefore total does not add up to 100%.

# Shopping

## Degree of Participation



## Satisfaction

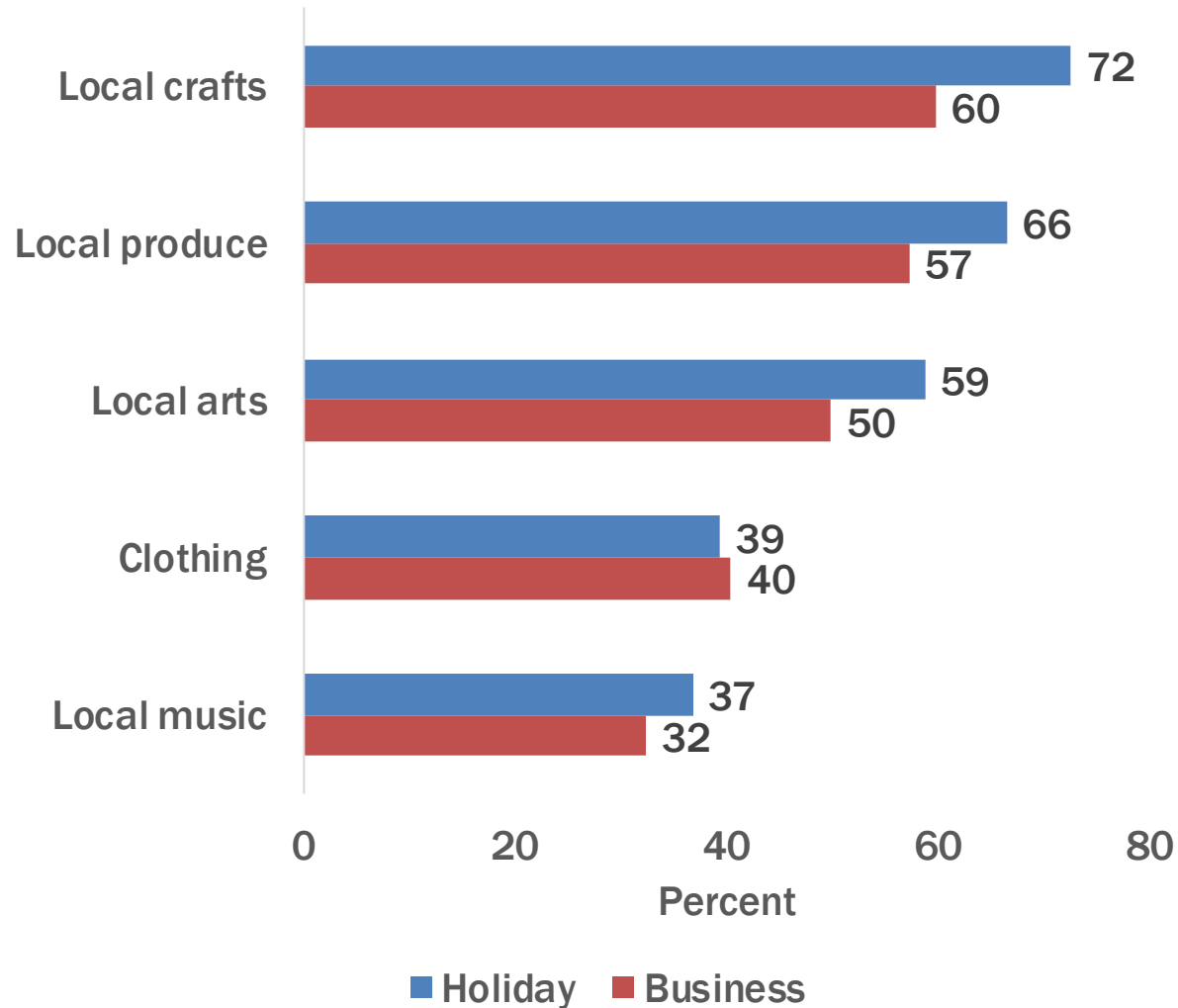


Note: Multiple responses, therefore total does not add up to 100%.

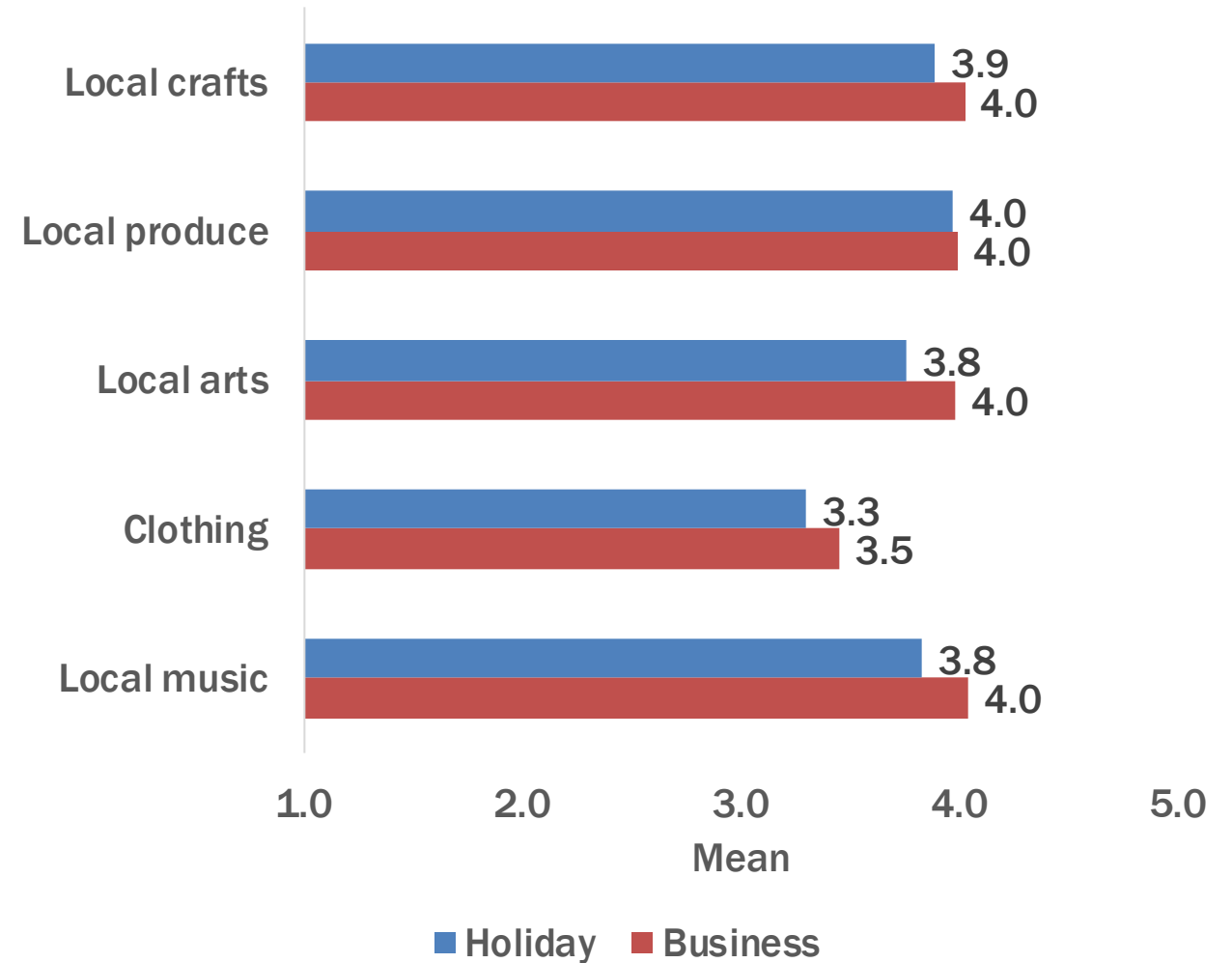
# Shopping

## Holiday and Business Visitors

Degree of participation

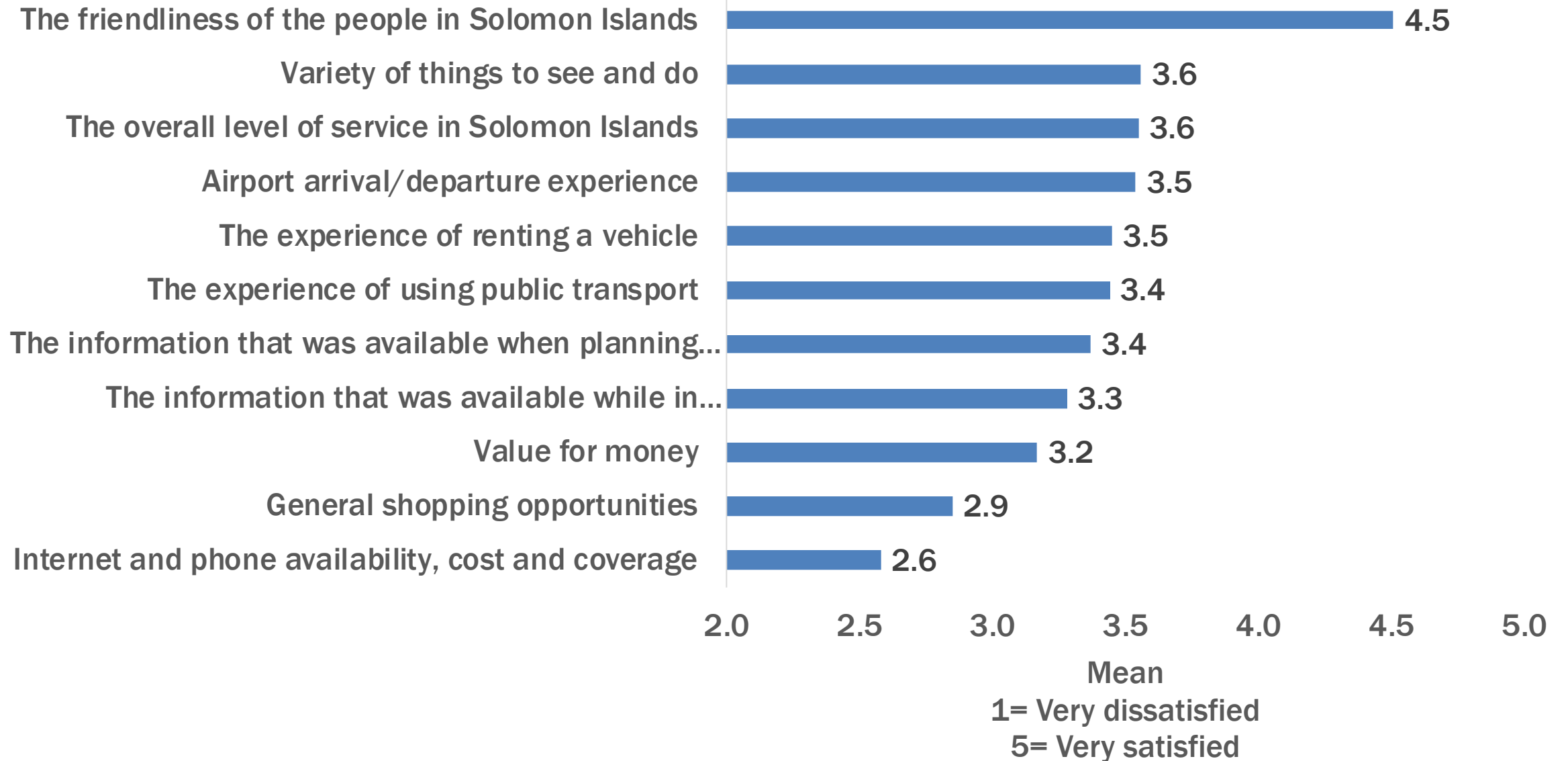


Satisfaction



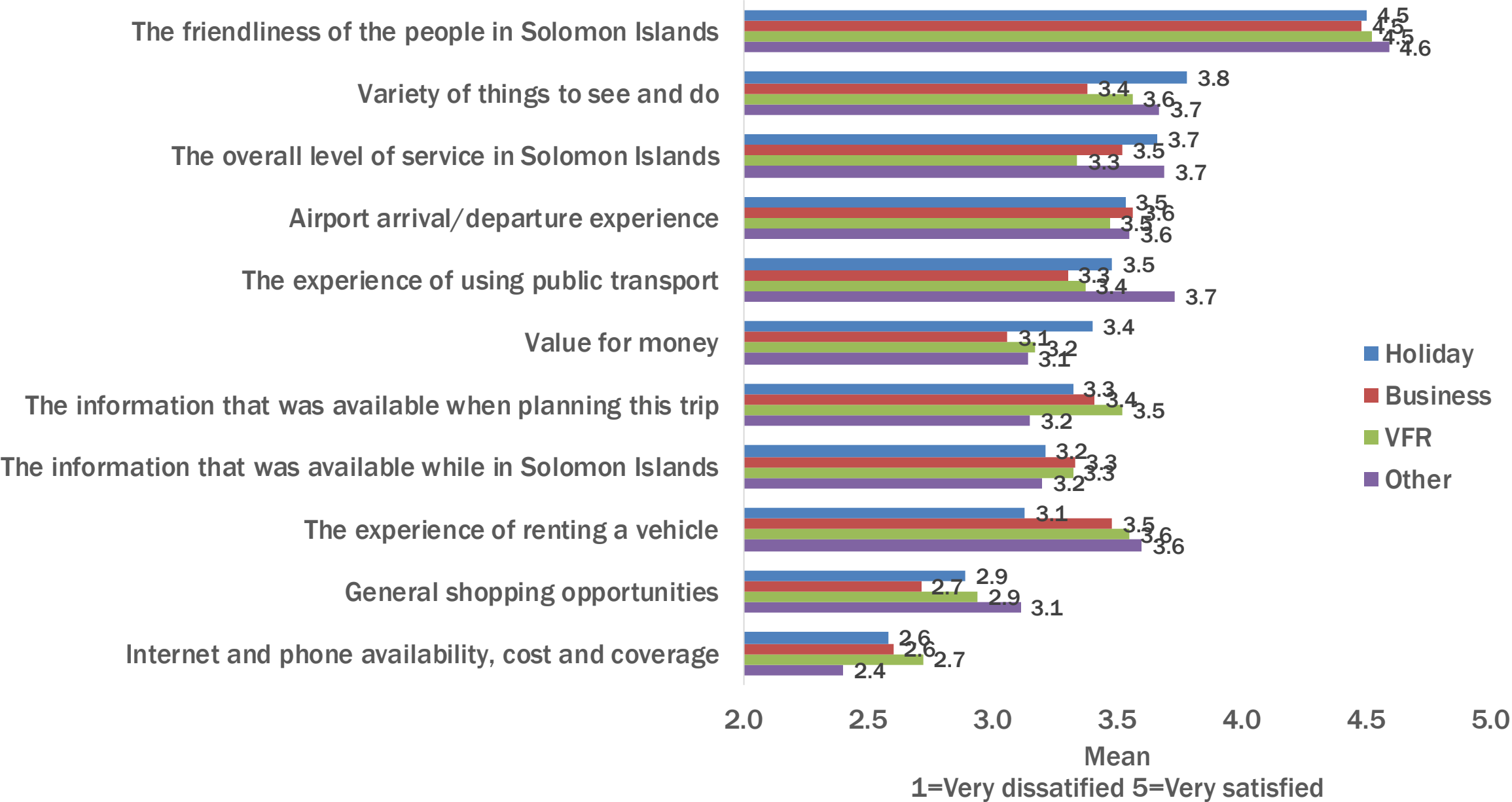
Note: Multiple responses, therefore total does not add up to 100%.

## Satisfaction with the Solomon Islands

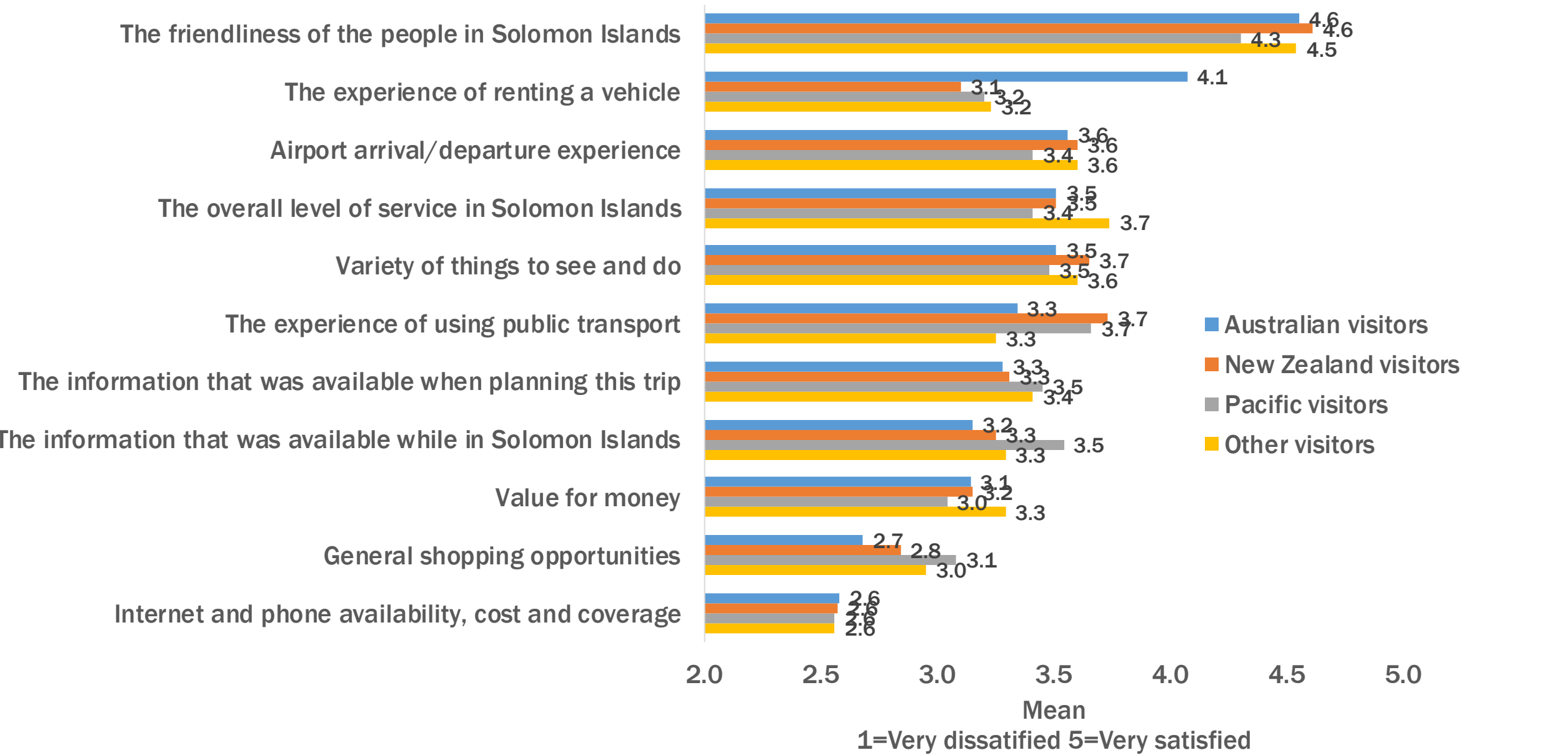




# Satisfaction with the Solomon Islands



# Satisfaction with the Solomon Islands



## Most Appealing Aspects



**28%**

**Scenery,  
Landscape and  
Environment**



**39%**

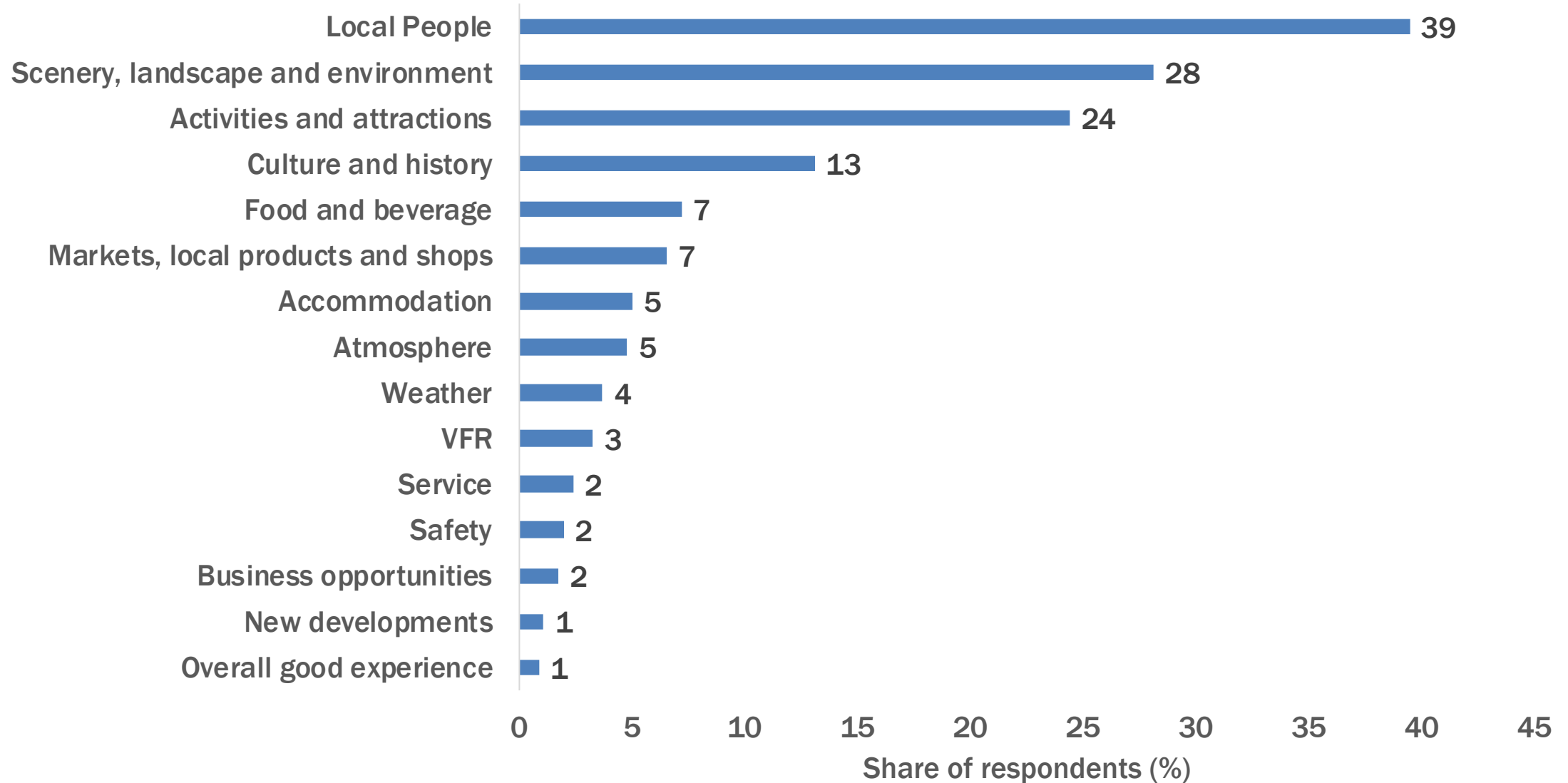
**Local People**



**24%**

**Activities &  
Attractions**

# Most Appealing Aspects



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

## Most Appealing Aspects

Local People (39%)

“**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 **usual friendliness** of the people and **always smiling** even though they are not well off in most cases.”

“The **interactions** with the local village people.”

“The most attractive or appealing thing which I found about Solomon Islands on my recent visit was the **friendliness** of the people. Such a **peaceful atmosphere** of people who seemed to **be minding their own business and activities**.”

## Most Appealing Aspects

### Scenery, Landscape and Environment (28%)

“Beautiful unspoiled beach, islands and reef.”

“The rural and undeveloped nature of the islands is fascinating to experience.”

“The remoteness and beauty of the islands.”

“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.”

“Unexploited environment and keeping it natural was great.”

## Most Appealing Aspects

### Activities & Attractions (24%)

“Fantastic diving and relatively “untouched ”.”

“The variety of diving sites”

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

“The refurbished art market and gallery is fantastic, a vast improvement. Solomon's artists are among the best in the region.”

“Being out on the ocean, scenic views and excellent fishing.”

“Friendliness of the people. Visiting small communities on Choiseul. Unspoilt surroundings. Swimming and snorkelling in beautiful clear water.”

## 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.”

“Restaurant/cafes **clean and relaxing**.”

“The people were friendly and the **level of service** at the hotels was excellent.”

“Lovely people and culture. **Relaxing pace** and **simple life**.”

“...Solomon sends you back in time where **you just think of the life without much luxury**.”



## Least Appealing Aspects



**38%**

**Environment  
and Rubbish**



**28%**

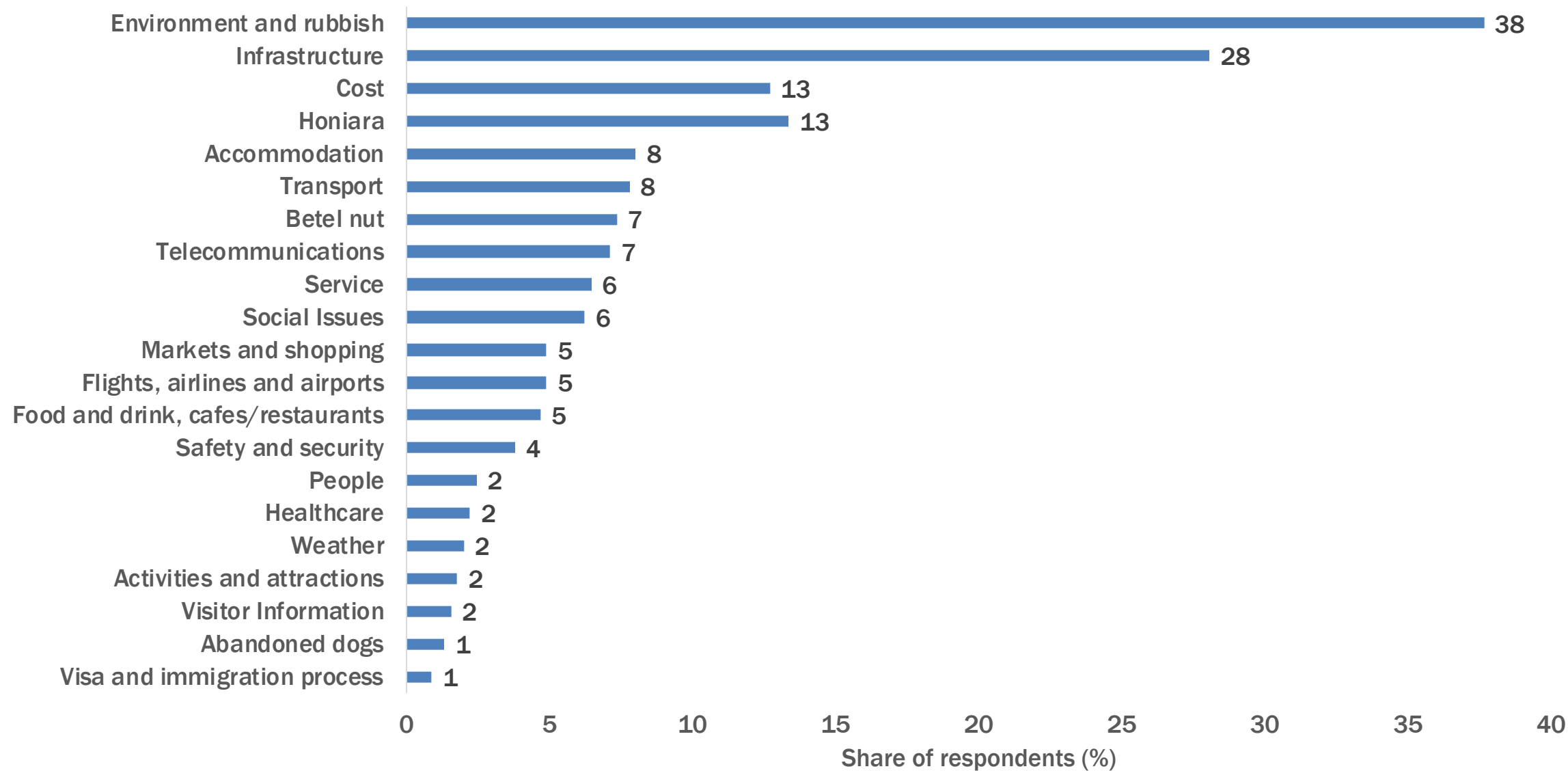
**Infrastructure**



**13%**

**Cost**

# Least Appealing Aspects



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

## Least Appealing Aspects

### Environment and Rubbish (38%)

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

**“The dirt and the dust in Honiara. The burning of plastic Rubbish and the accompanying smell 24/7.”**

**“...lack of education regarding rubbish disposal and environmental concerns (plastics etc) when trying to attract European/western tourists.”**

**“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.”**

## Least Appealing Aspects

Infrastructure (28%)

### Quality of roads (includes potholes), plus traffic

“Road infrastructure highly undeveloped.”

“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

“Internet was extremely expensive and did not work half the time.”

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

### Water, electricity and power

“Availability of clean drinking water.”

“The lack of power/internet.”

## Least Appealing Aspects

**Cost (13%)**

### Cost of Accommodation

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

**“Poor value for money for hotel accommodation.”**

### 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.”**

**“value for money and lack of places to stay.”**

## Least Appealing Aspects

## Other comments

### Honiara

“Honiara is not an attractive place, with lots of trash, bad roads, etc.”

“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 that I stayed at was quite nice but the room and facilities were quite old and in need of repair.”

### Customer service

“Not good customer service, needs improvement.”

# Suggestions for Improvements



**63%**

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



- 34%** Public infrastructure
- 21%** Environment, cleanliness, hygiene
- 13%** Flights and airports
- 12%** Accommodation
- 11%** Cost and price
- 10%** Service
- 8%** Food and drink
- 7%** Tours, activities, and attractions
- 6%** Travel information
- 3%** Local people
- 2%** Betel nut
- 2%** Local people

## 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**.”

“**Public toilets** should be built so that people don't use the beaches or whatever is available.”

“More **hotel and restaurant options**, more **public transport**.”

“**Airports need upgrade**, especially on how much money spent for Domestic fares too expensive.”



# Return to Solomon Islands



**89%**

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
- Poor facilities/infrastructure
- Unsafe
- A long travel distance
- To visit friends and relatives
- Unfriendly people

## 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.”

“**Not value for money.**”

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

“**Too expensive** to fly to from anywhere, not on the way either. Too expensive for what it is, compared to neighbouring Vanuatu and Fiji..”

# Recommending Solomon Islands



**82%**

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
- Not a tourist destination
- Poor facilities and infrastructure
- Limited attractions and activities
- Visit other destinations
- Unsafe
- Inconvenient
- A long travel distance
- Environmental pollution and rubbish

## 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.”

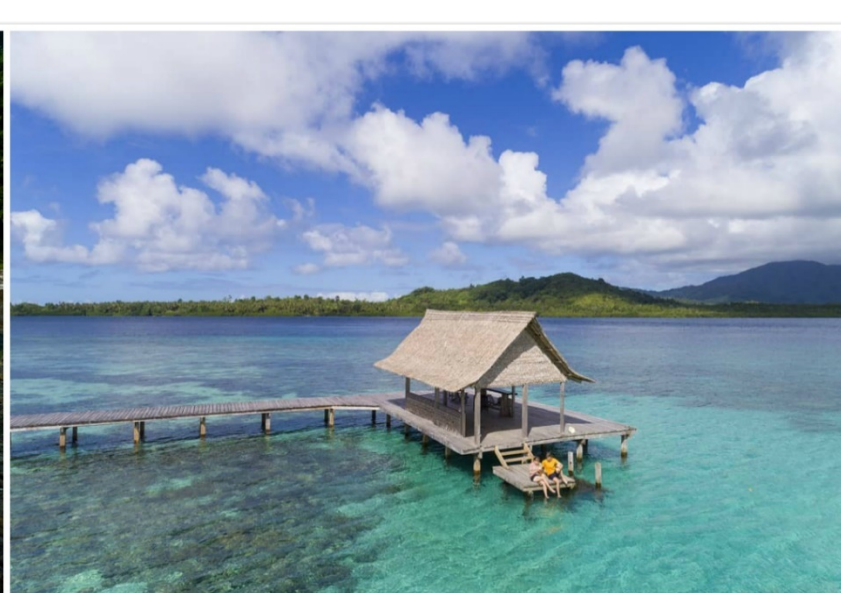
“**Expensive and tourism infrastructure** poor. Ok for the young and adventurous..”

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

“More primitive than I like.”

“**Not until the pollution is alleviated.**”

“**Travel there for business** - not great spot for a tourist when compared to other similar options.”



# Thank You!

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"The views expressed in this publication do not necessarily reflect those of the New Zealand Government."

Acknowledge: Images in the first page are downloaded from <https://www.visitsolomons.com.sb/>