



Solomon Islands International Visitor Survey

January to December 2018

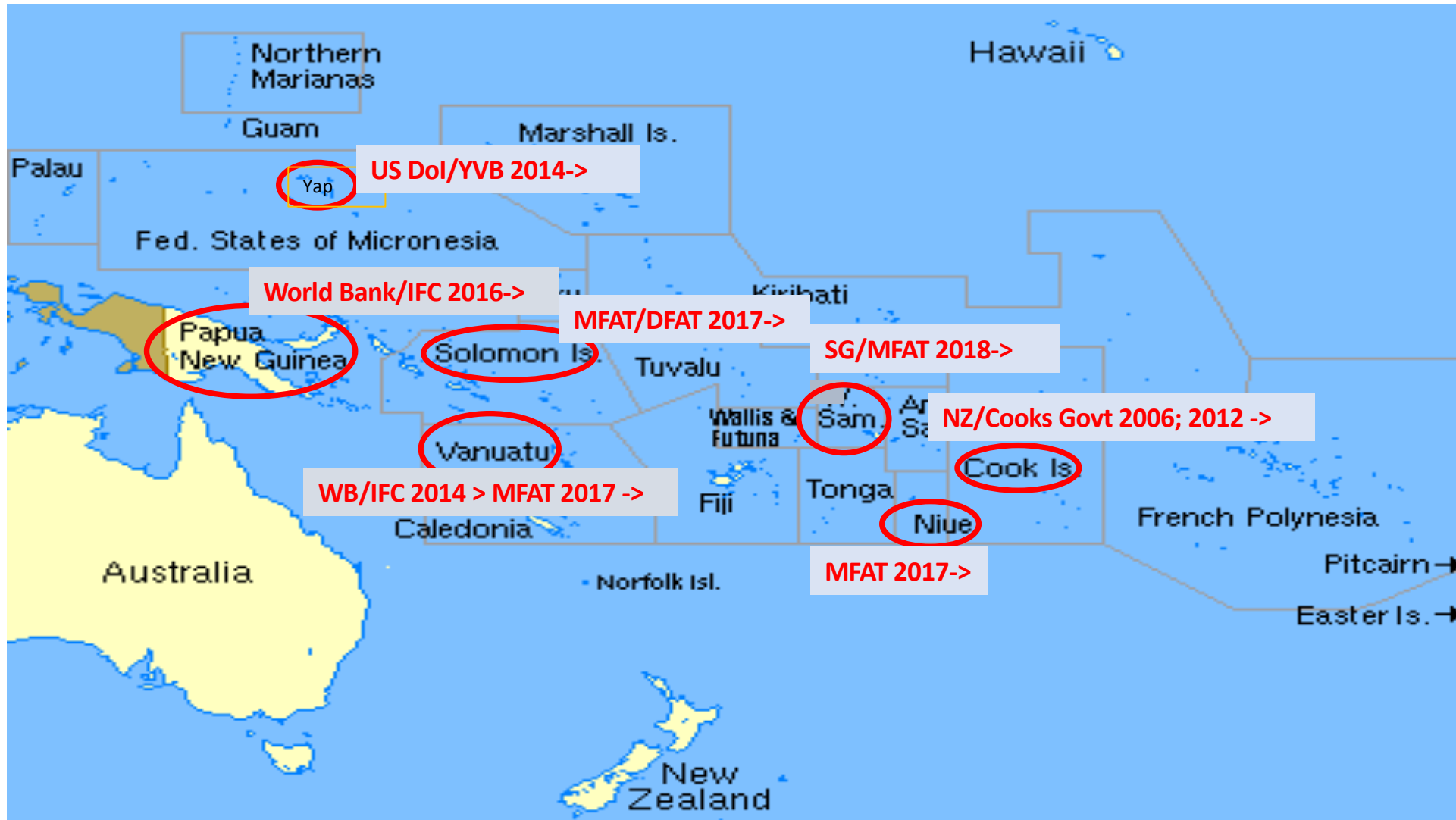
Presented to National Statistics
Office, Honiara, August 7, 2019



SOLOMON ISLAND GOVERNMENT



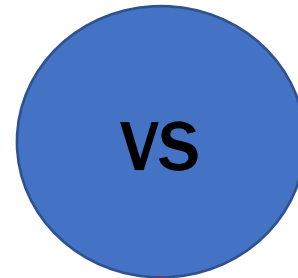
PACIFIC TOURISM DATA INITIATIVE



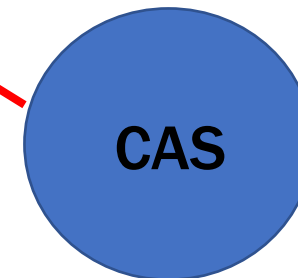
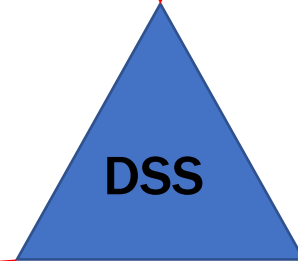
THREE PILLARS OF A DECISION SUPPORT SYSTEM

Improve insight, quality and
yield.....

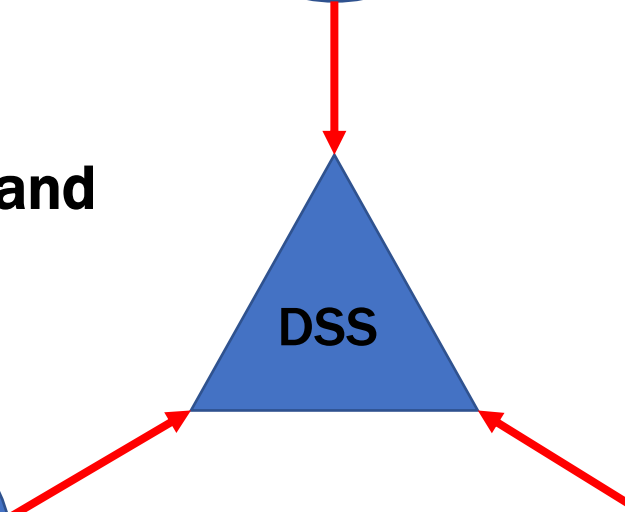
Business
Research



Visitor Research



Community
Awareness/Attitudes
Research



Online Visitor Survey Approach

- Immigration/Stats/NTO collects email addresses as part of arrival process
- Email addresses sent to research team
- Visitors sent email within a few weeks of arrival
- Visitors enter data (short and long answers)
- Extra incentive offered (prize draw)
- Data cleaning
- Basic analysis is instantaneous
- More detailed analysis of data is possible for both quantitative and qualitative inputs
- Information disseminated widely through web, media and workshops
- Training and capacity building to sustain initiative

January to December 2018 Respondents



Total number of valid e-mails sent: **8,019**

Conversion Rate of **15.3%**



Total number of responses: **1,223**



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



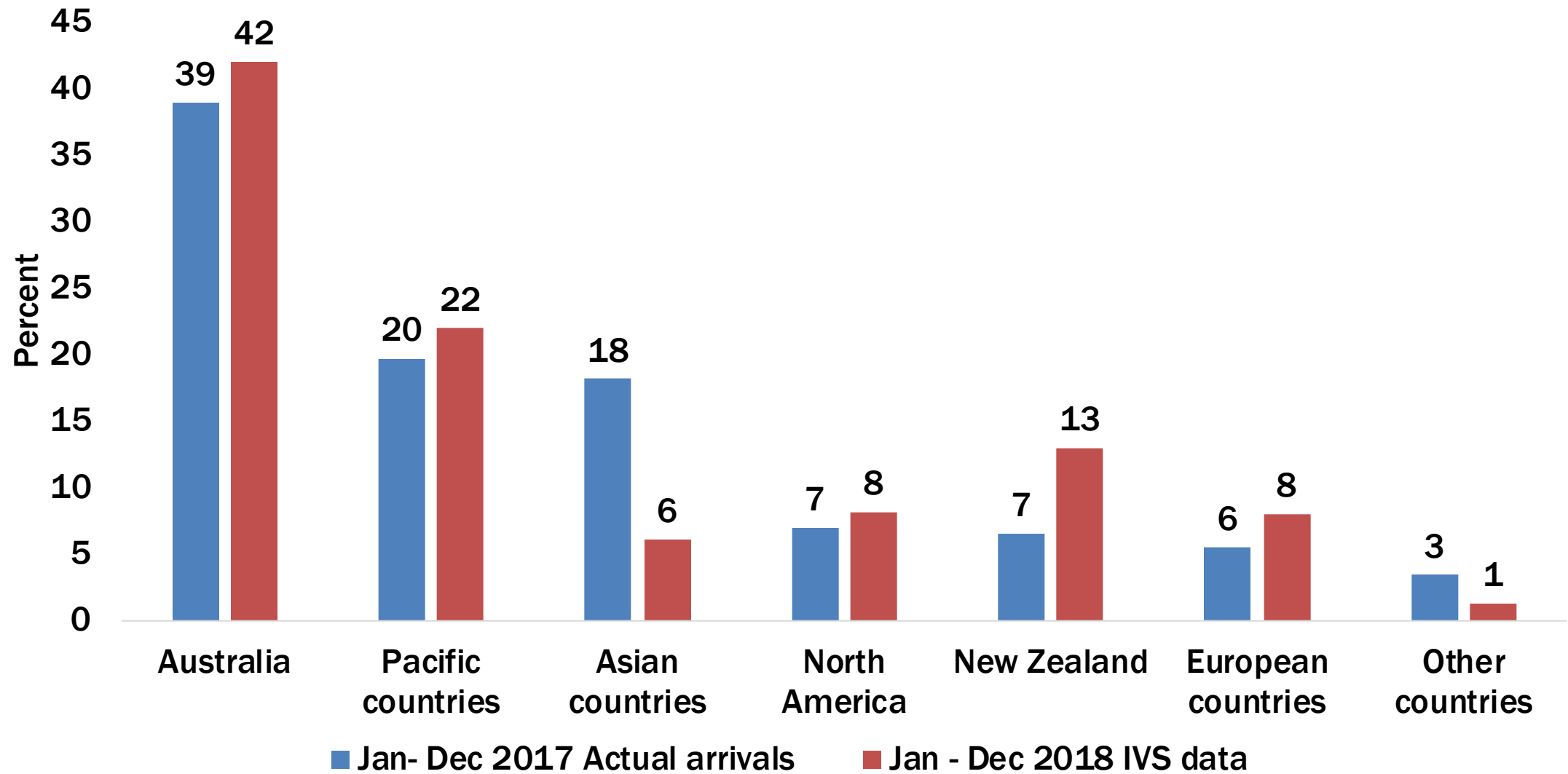
Solomon Islands

International Visitor Survey

Visitor Characteristics

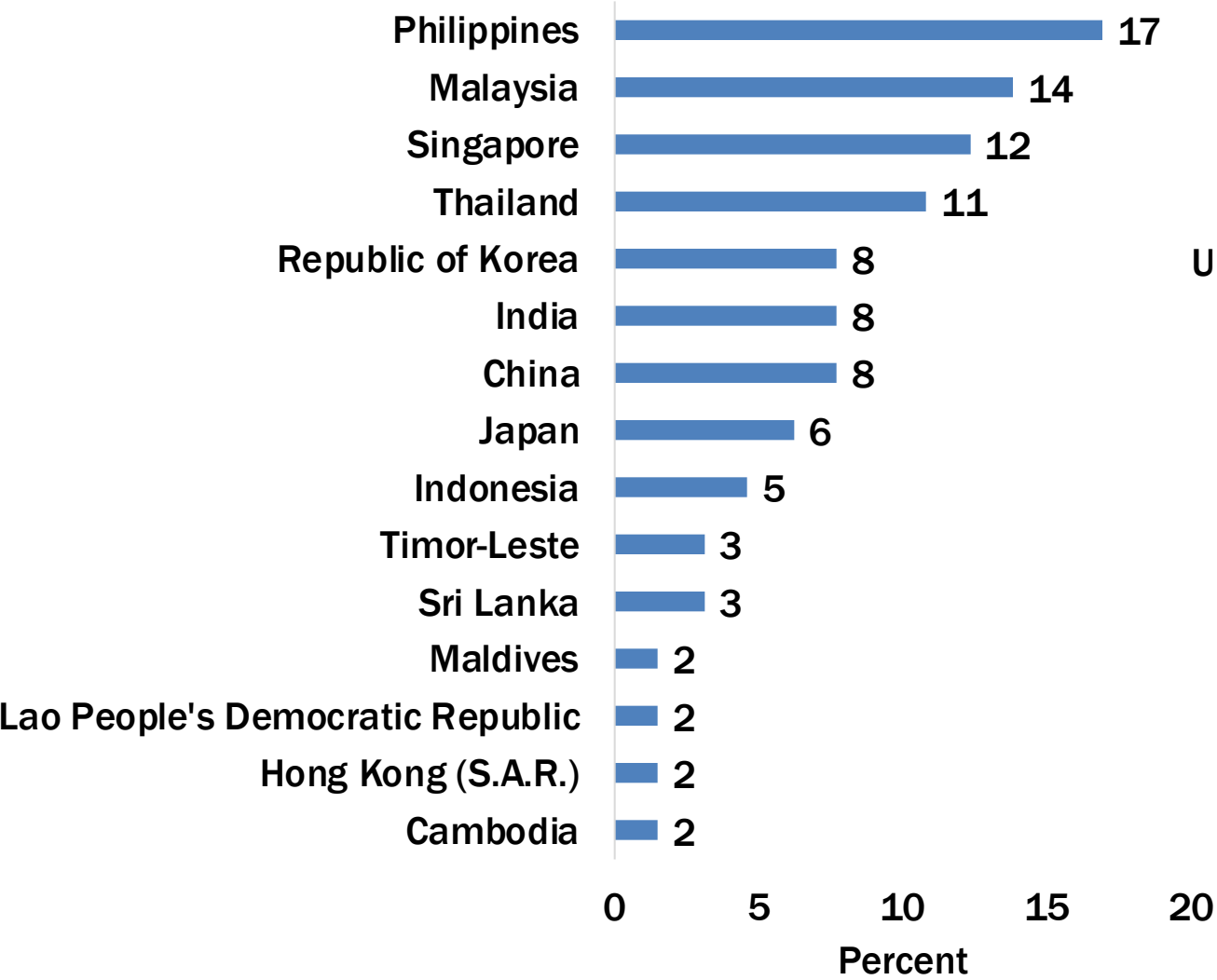
Age, gender, education, country of origin, income, purpose of visit, travelling companions, number of previous visits, length of stay, type of accommodation, transport used, information sources, purchasing behaviour.

Country of Origin

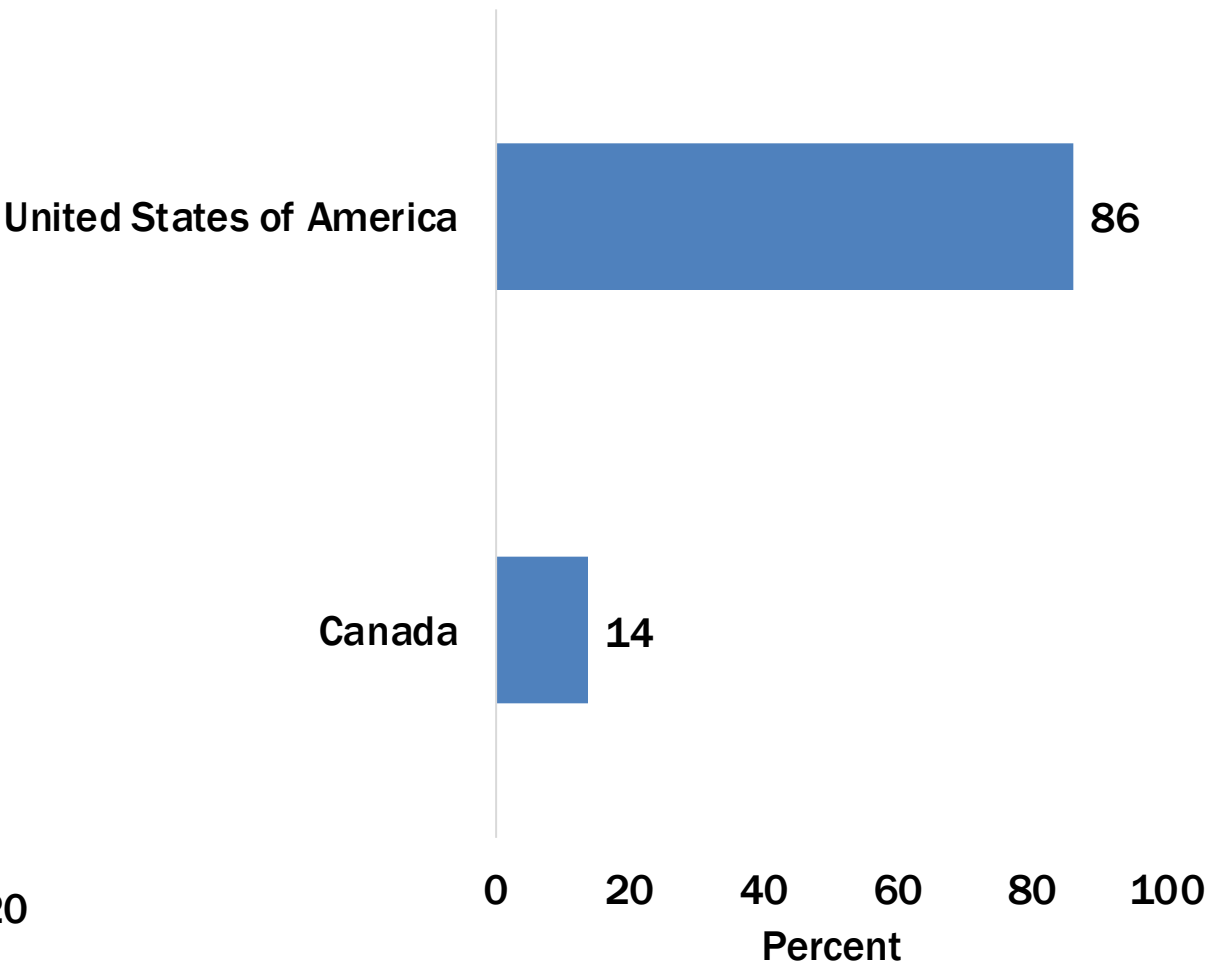


Country of Origin

Asia

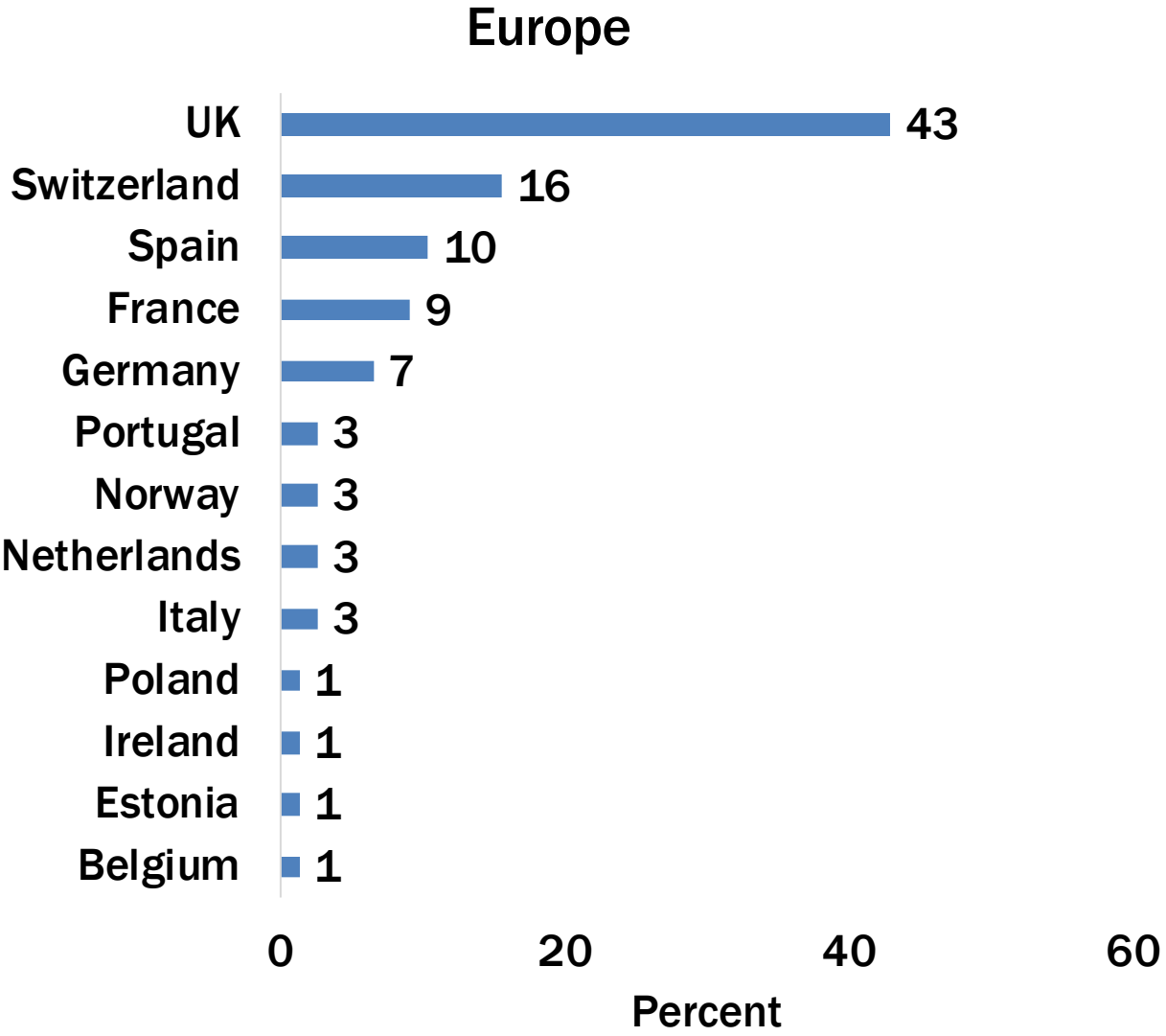


North America



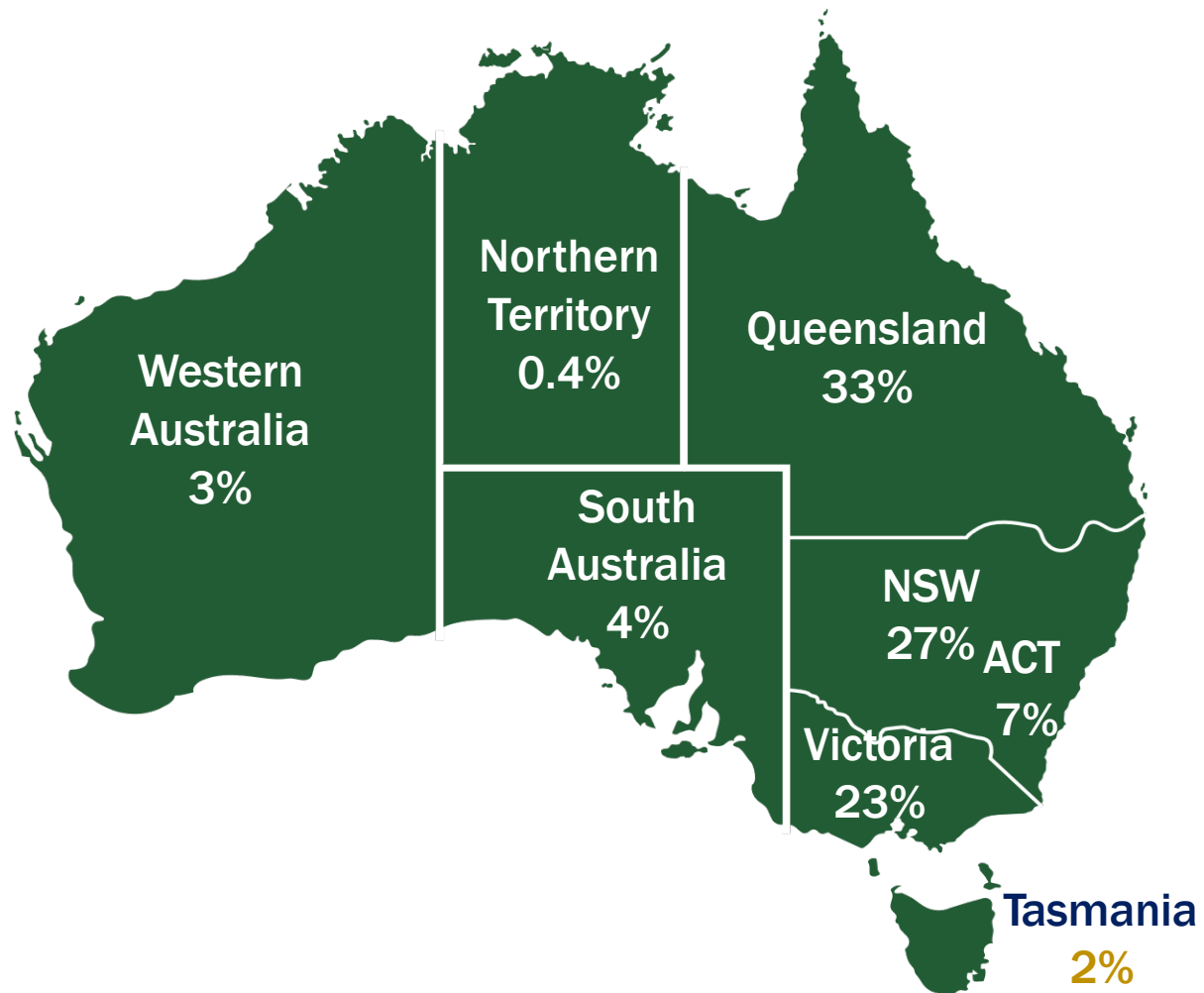
Note: Numbers may not sum to 100% due to rounding.

Country of Origin



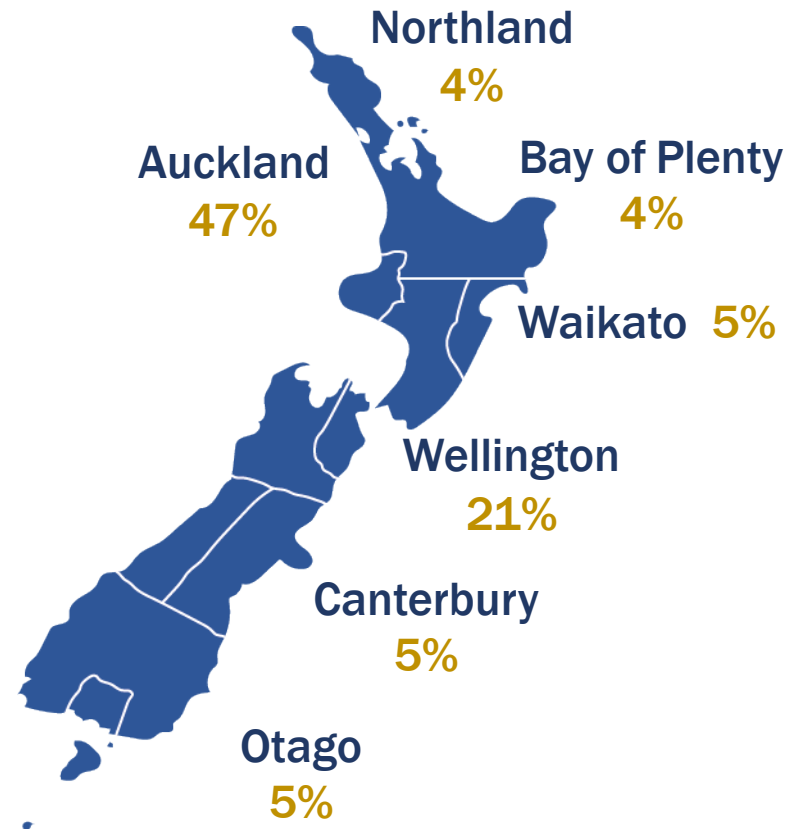
Note: Numbers may not sum to 100% due to rounding.

Australian Respondents



Queensland, New South Wales, and Victoria account for **84%** of all Australian arrivals

New Zealand Respondents



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

Visitor Characteristics

Annual Household Income (US\$)



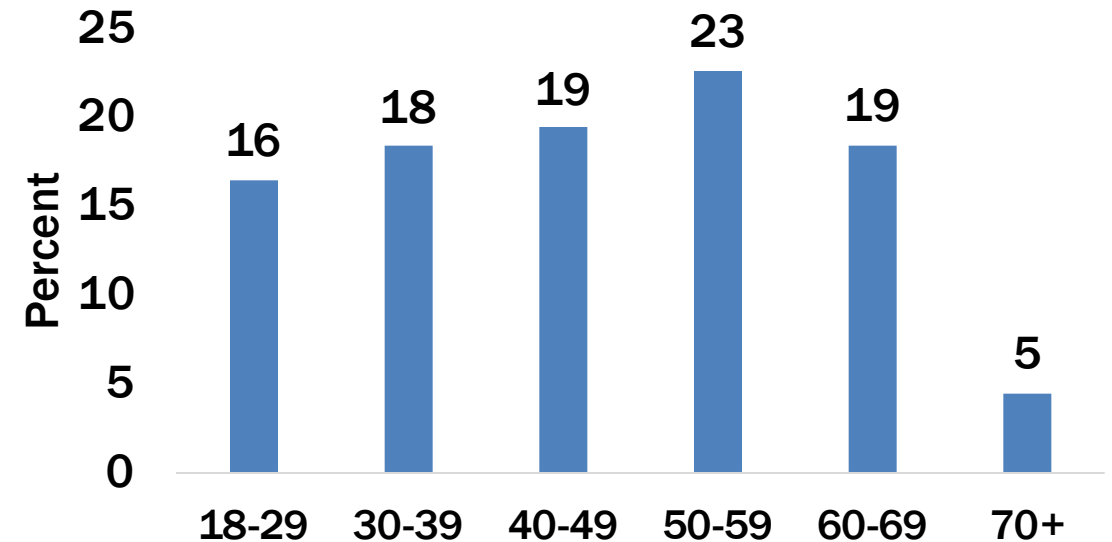
39%	Under \$50,000
33%	\$50,001 - \$100,000
17%	\$100,001 - \$150,000
6%	\$150,001 - \$200,000
3%	\$200,001 - \$250,000
2%	Over \$250,001

Highest Qualification



86%	Tertiary qualification
10%	High school qualification
3%	Other
1%	No formal qualification

Age Distribution



Respondent Gender

40%	Female
60%	Male

Visitor Characteristics

Main Purpose of Visit

46%	Business or conference
23%	Holiday
16%	Visiting friends or relatives
15%	Other

Travel with*

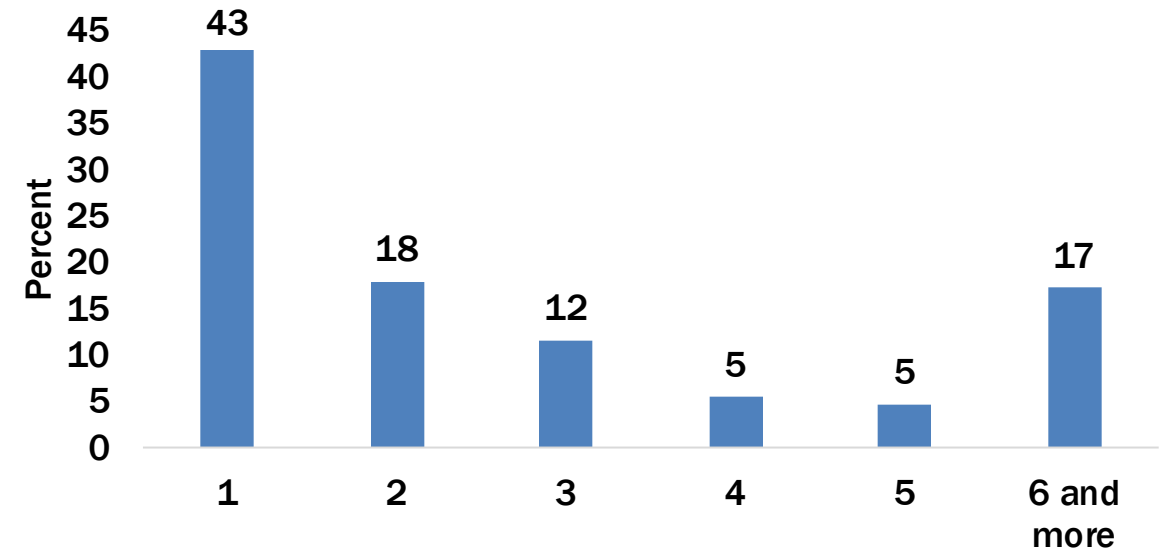
35%	Partner/Spouse
35%	Work Colleagues
19%	Family Member(s)
15%	Friends
11%	Organised group

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%.

Visitor Characteristics – Holiday Visitors

Travel Companions

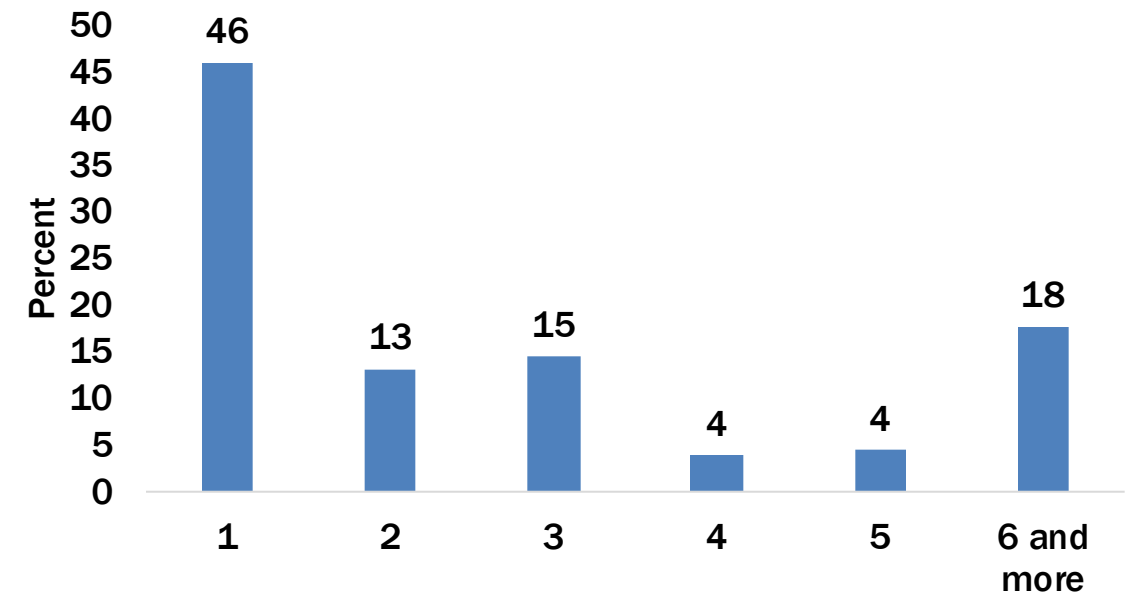
59% with others

41% of visitors travelled to Solomon Islands by themselves

Travel with*

57%	Partner/Spouse
28%	Family Member(s)
28%	Friends
6%	Tour group
11%	Organised group

Number of Companions



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

Visitor Characteristics – Business Visitors

Travel Companions

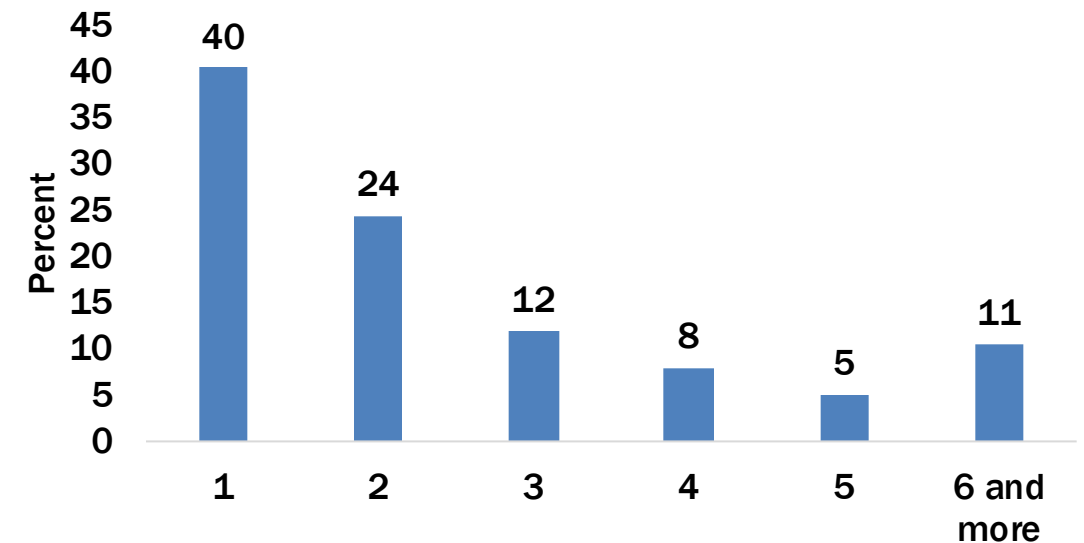
37% with others

63% of visitors travelled to Solomon Islands by themselves

Travel with*

- 81%** Work Colleagues
- 13%** Partner/Spouse
- 7%** Family Member(s)
- 3%** Friends
- 3%** Organised group

Number of Companions



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

Visitor Characteristics – VFR Visitors

Travel Companions

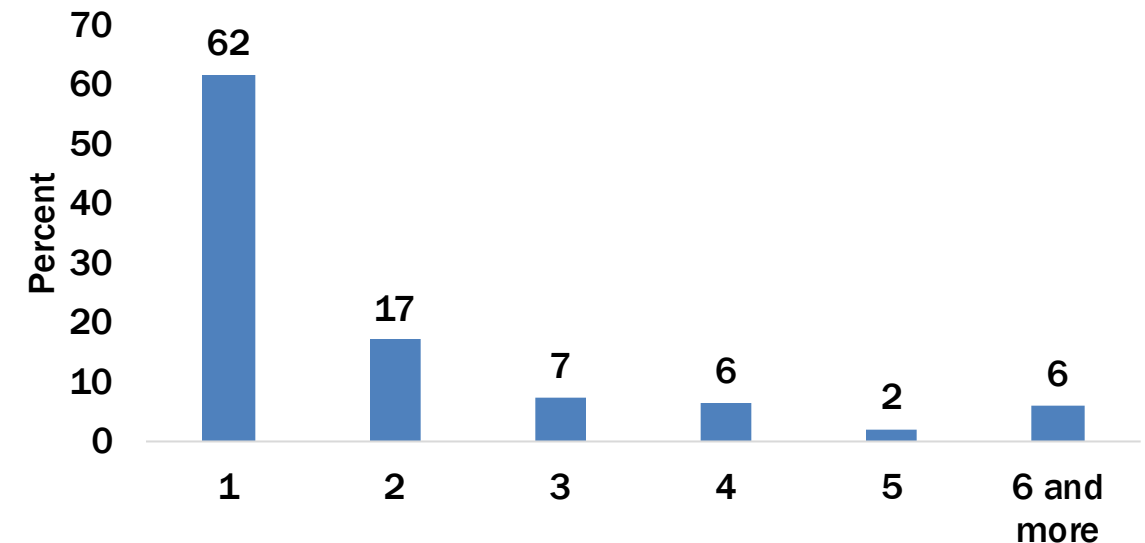
50% with others

50% of visitors travelled to Solomon Islands by themselves

Travel with*

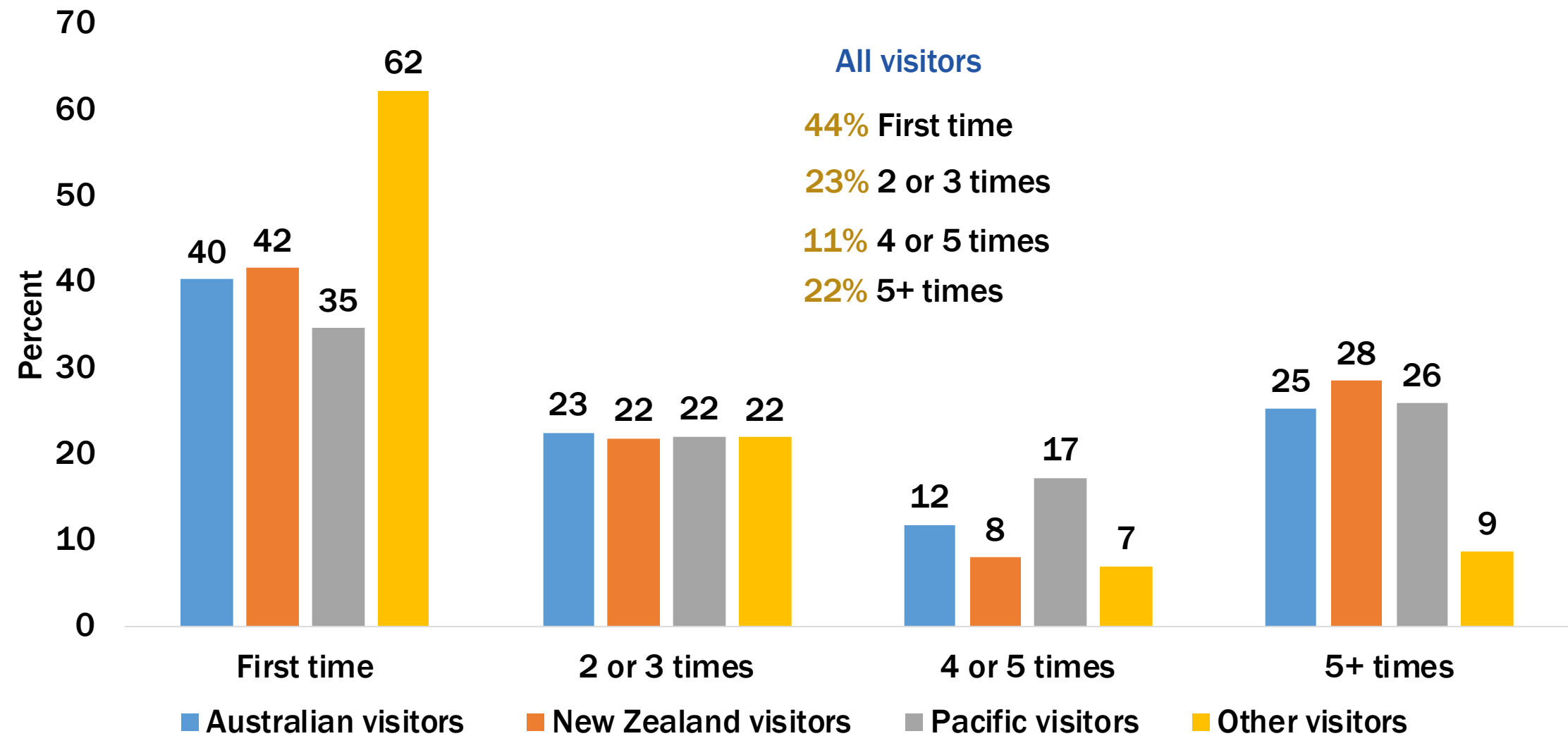
59%	Partner/Spouse
46%	Family Member(s)
12%	Friends
1%	Work Colleagues
1%	Organised group

Number of Companions



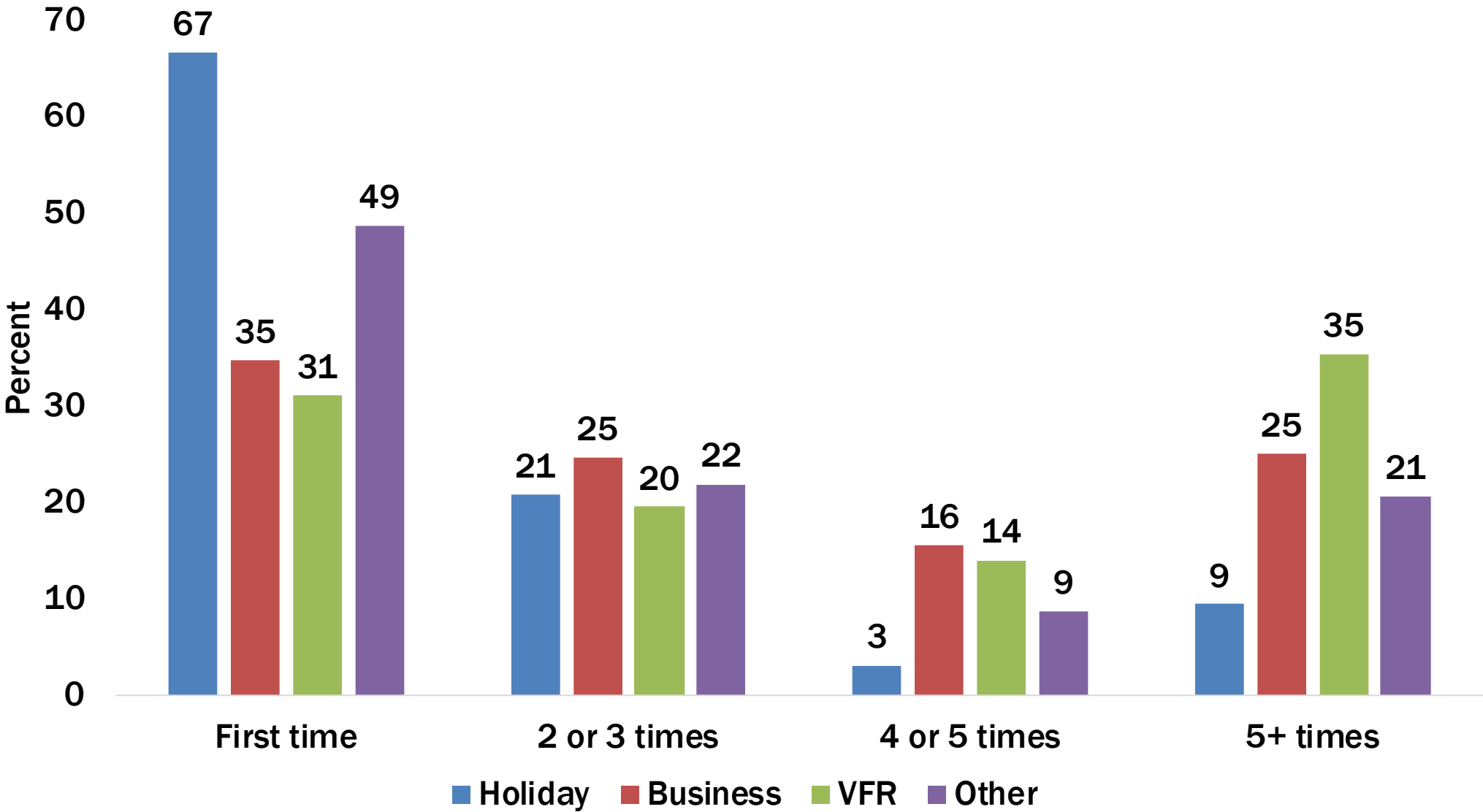
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Previous visits

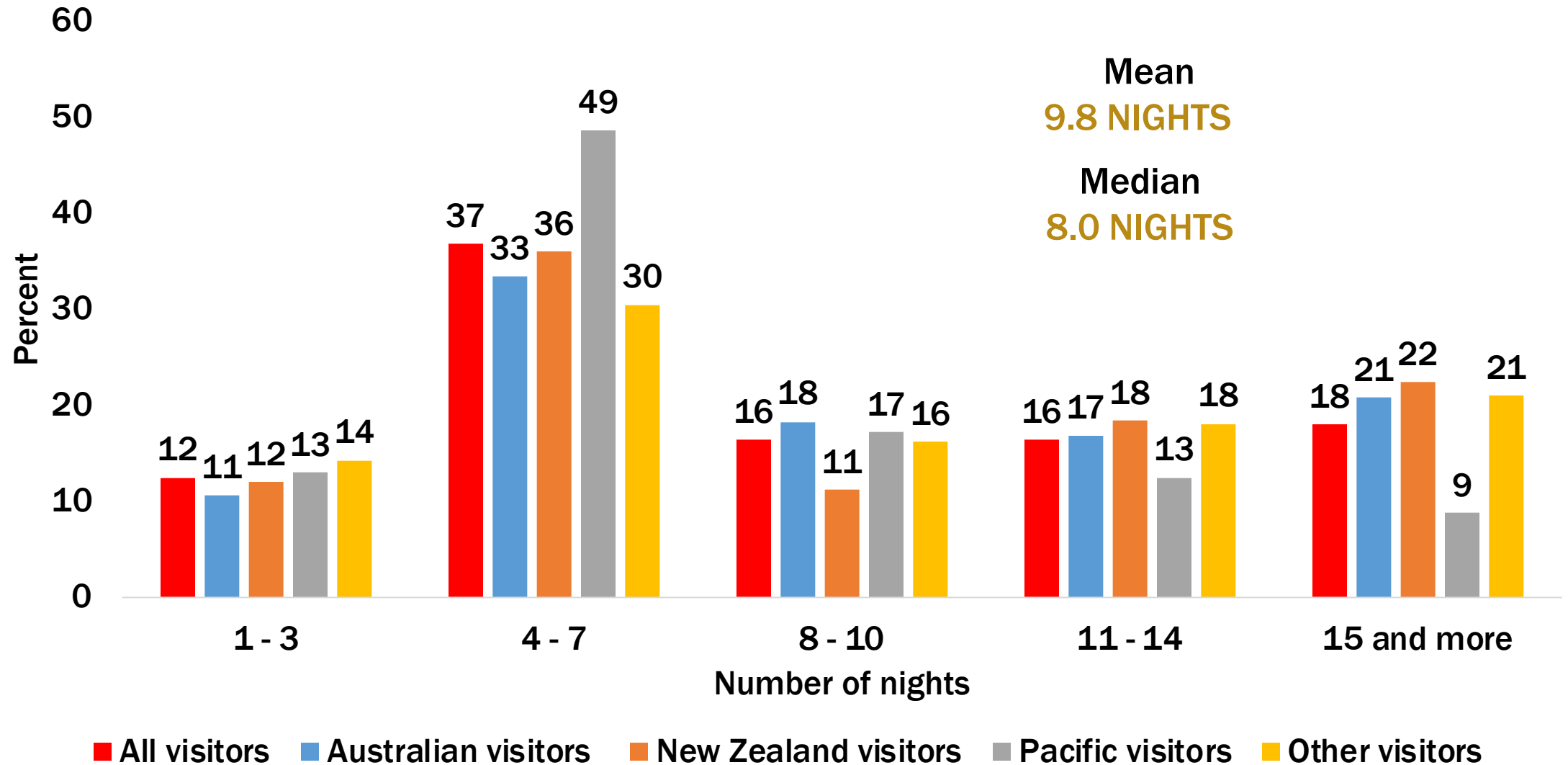


Note: Numbers may not sum to 100% due to rounding.

Previous visits (including most recent)



Length of Stay



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

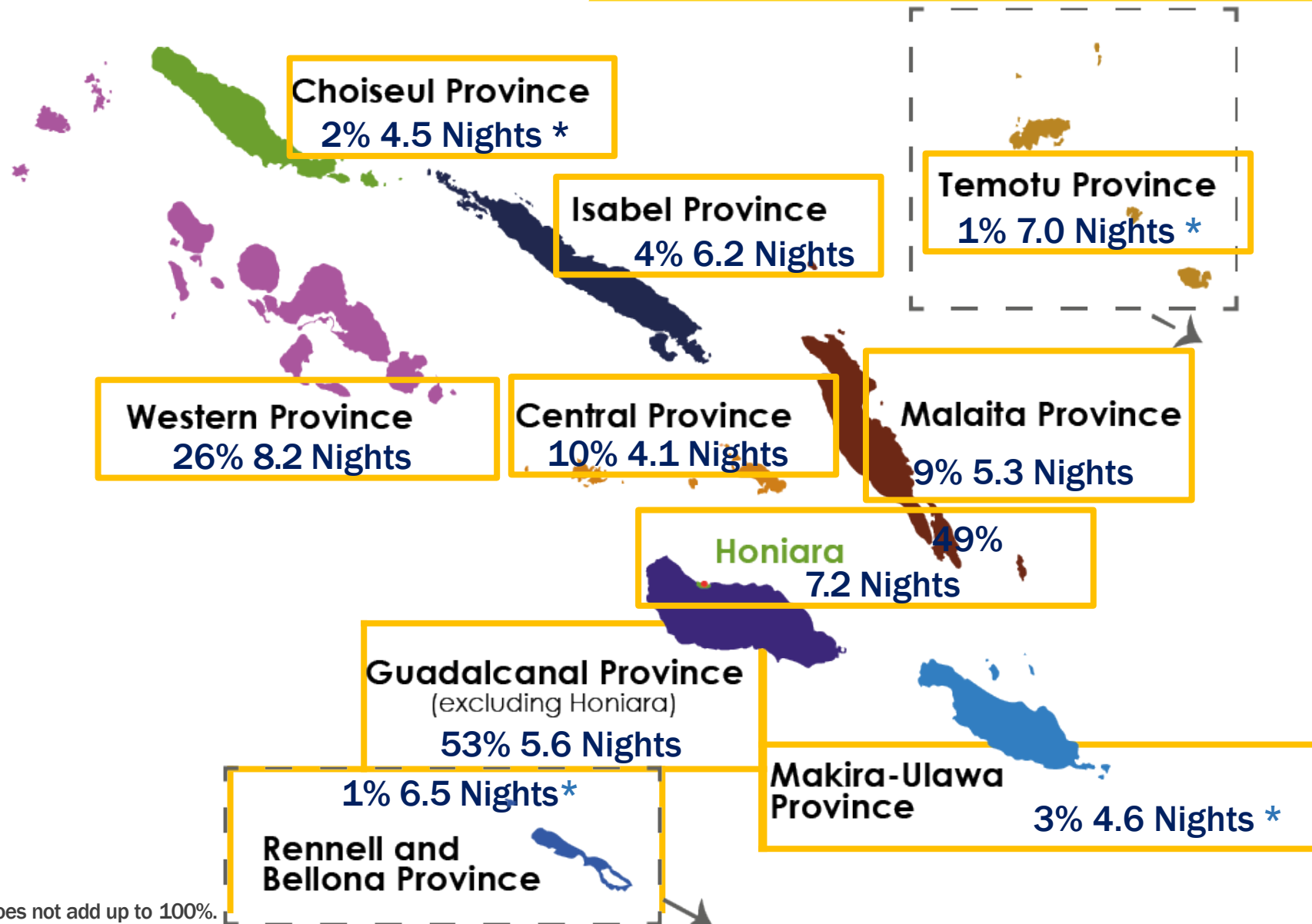
Note: Numbers may not sum to 100% due to rounding.

Length of Stay

	Overall	Australia	New Zealand	Pacific	Other markets	Holiday visitors	Business or conference visitors	VFR visitors
Mean (Nights)	9.8	10.3	10.2	8.2	10.4	9.8	8.2	12.6
Median (Nights)	8.0	9.0	8.0	6.0	8.0	8.0	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

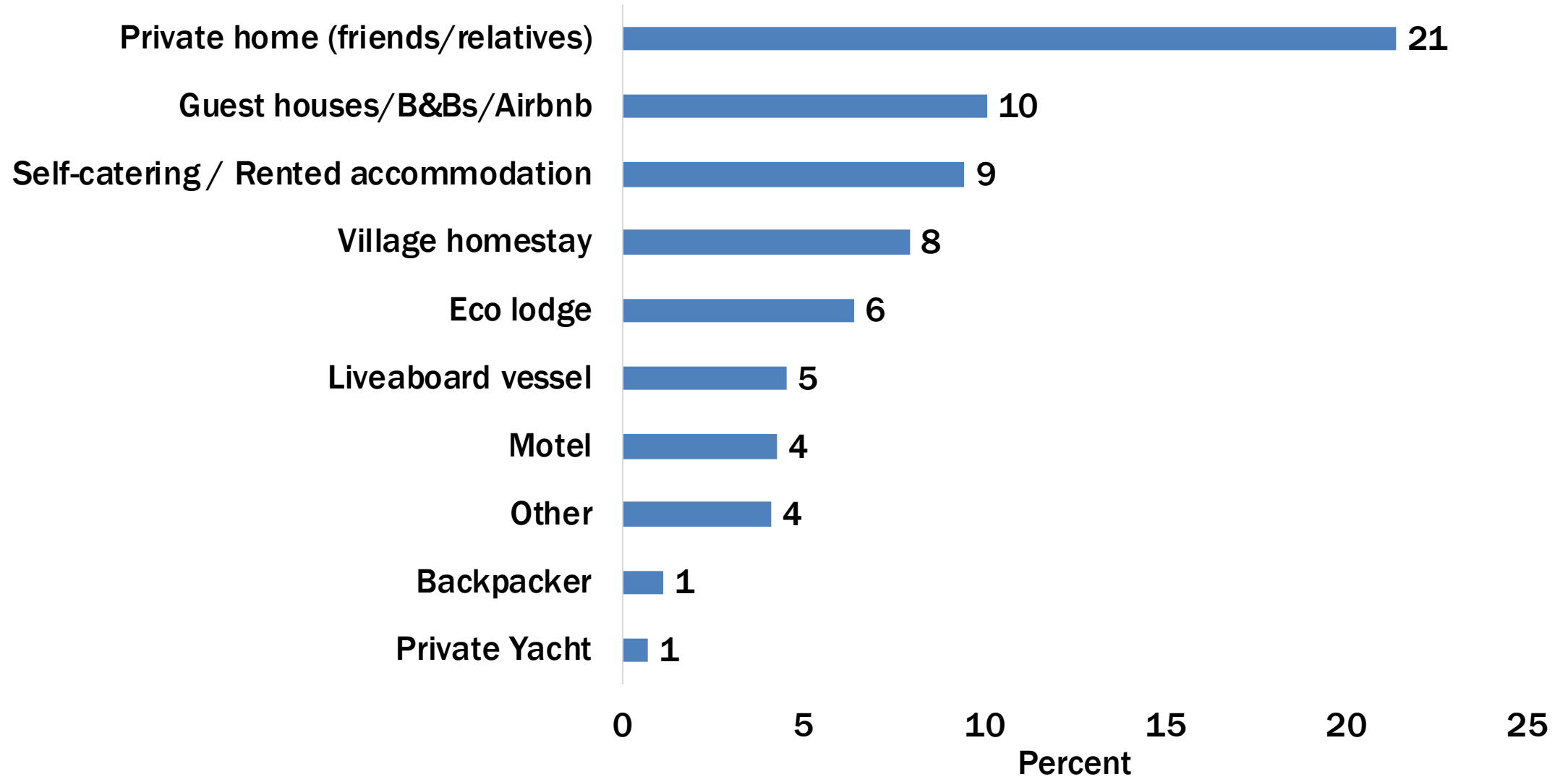
	Holiday visitors (%)	Business visitors (%)
Guadalcanal Province	57	50
Western Province	47	15
Honiara	43	55
Central Islands Province	21	4
Malaita Province	9	8
Isabel Province	6	3
Choiseul Province	3	2
Makira/Ulawa Province	2	3
Rennell & Bellona Province	1	1
Temotu Province	1	2

	Holiday visitors (Nights)	Business visitors (Nights)
Western Province	8.4	4.7
Isabel Province	6.3*	4.9*
Honiara	4.8	7.1
Central Islands Province	4.5	3.3*
Choiseul Province	3.9*	2.7*
Malaita Province	3.8*	5.4*
Guadalcanal Province (excluding Honiara)	3.6	5.8
Rennell & Bellona Province	3.3*	3.5*
Temotu Province	2.0*	4.1*
Makira/Ulawa Province	1.3*	2.5*

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

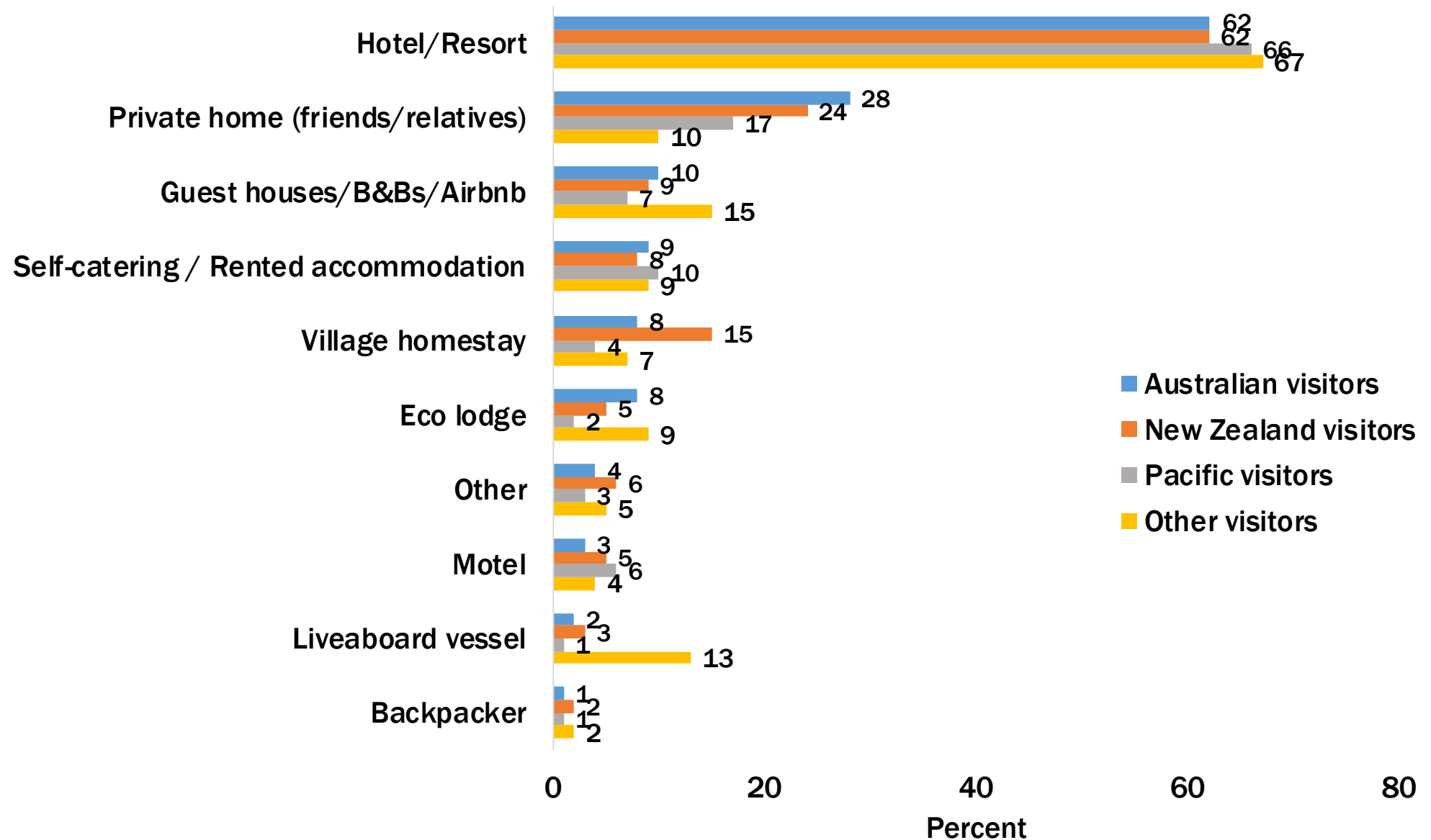
*N less than 30.

Types of Accommodation Used



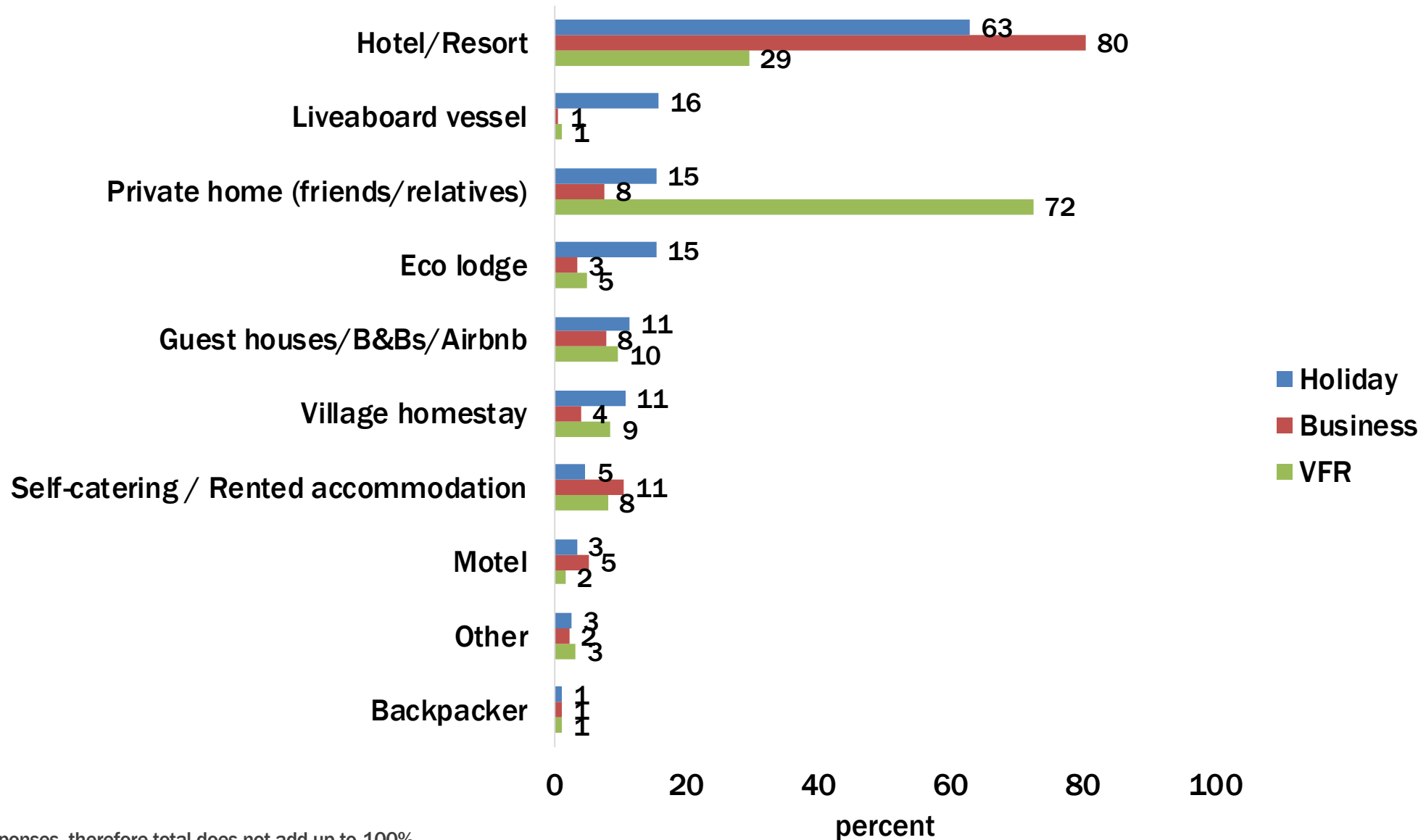
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Types of Accommodation Used



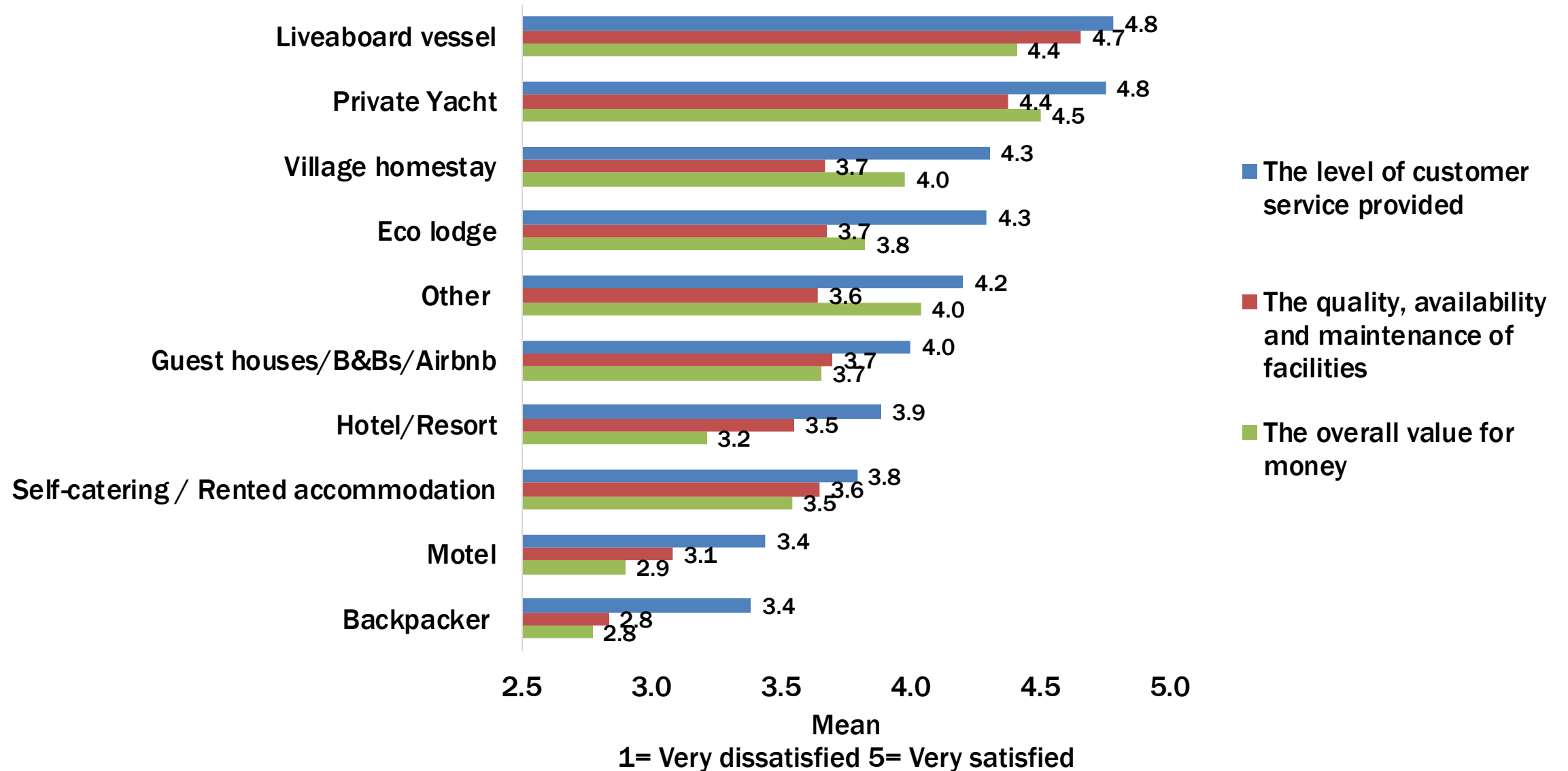
Note: Multiple responses, therefore total does not add up to 100%.

Types of Accommodation Used



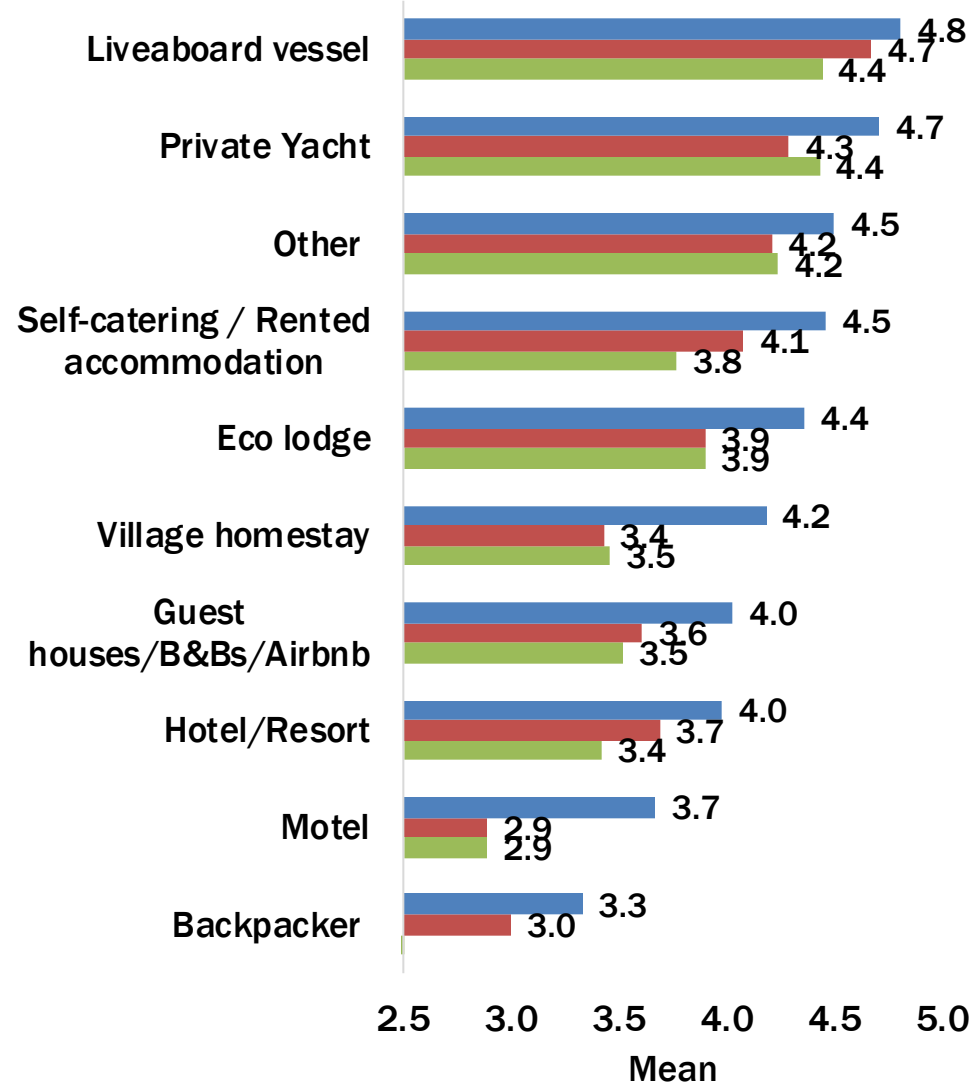
Note: Multiple responses, therefore total does not add up to 100%.

Satisfaction with Accommodation Used

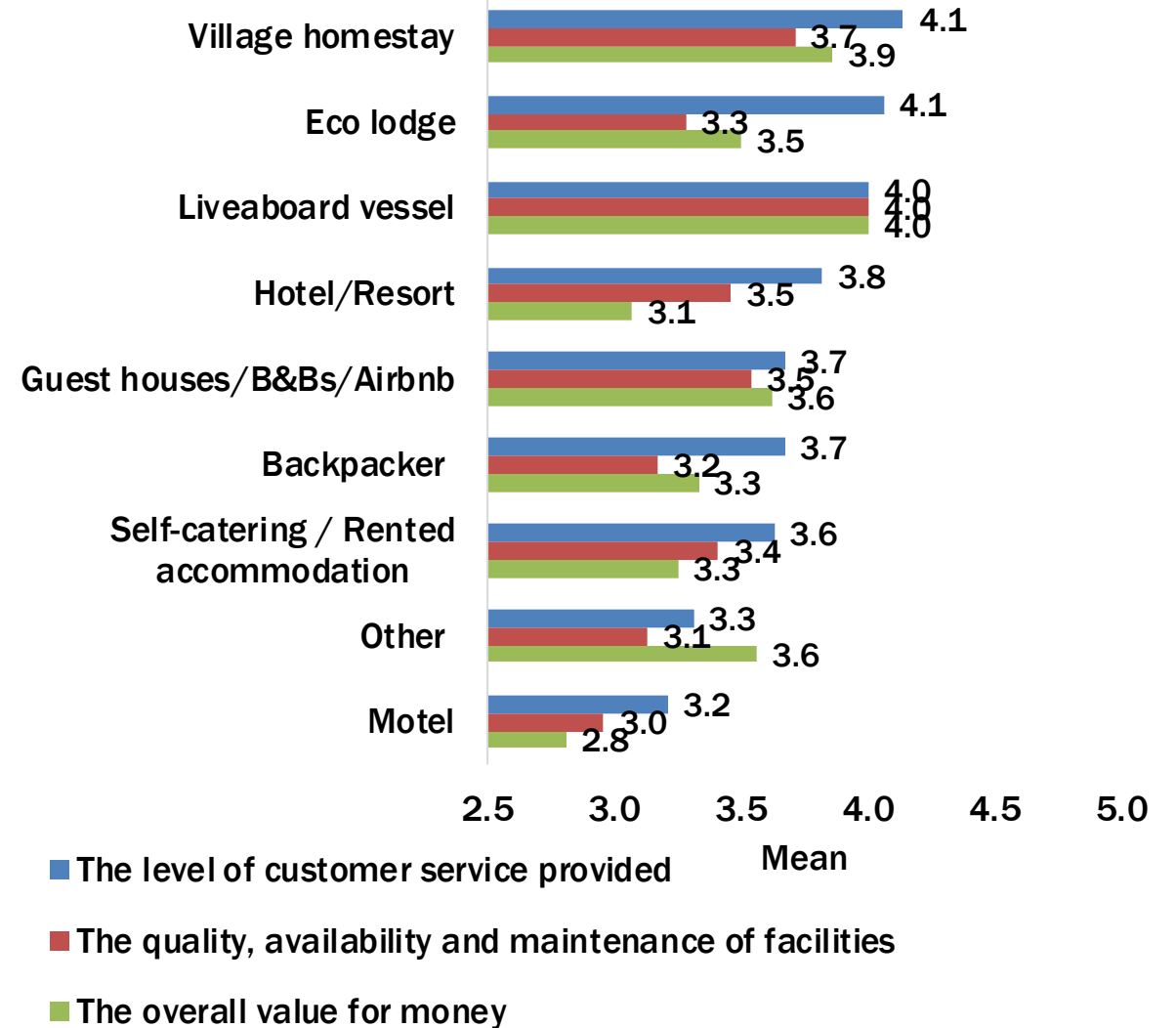


Satisfaction with Accommodation Used

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:



- 74%** Other Pacific Countries
- 43%** Australia
- 12%** Asia
- 9%** New Zealand
- 1%** North America
- 1%** Europe
- 1%** Other

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

Airlines Used

- 56%** Solomon Airlines
- 25%** Virgin Australia
- 24%** Air Niugini
- 14%** Fiji Airways
- 7%** Nauru Airlines
- 5%** Other
- 1%** Air Vanuatu

Destinations and Airlines – Holiday Visitors

For **43%** of holiday visitors, Solomon Islands was part of a larger journey, other destinations included:



- 71%** Other Pacific Countries
- 43%** Australia
- 23%** Asia
- 16%** New Zealand
- 2%** North America
- 1%** Other

For **57%** of visitors, Solomon Islands is the sole destination on their trip.

Airlines Used

- 60%** Solomon Airlines
- 26%** Air Niugini
- 22%** Virgin Australia
- 9%** Fiji Airways
- 8%** Other
- 6%** Nauru Airlines
- 1%** Air Vanuatu

Destinations and Airlines – Business Visitors

For **27%** 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 **73%** of visitors, Solomon Islands is the sole destination on their trip.

Airlines Used

- 56%** Solomon Airlines
- 27%** Air Niugini
- 23%** Virgin Australia
- 18%** Fiji Airways
- 8%** Nauru Airlines
- 5%** Other
- 0.4%** Air Vanuatu

How Did You Find Out About the Solomon Islands?



Work colleagues/Information from Organization

Previous visit

Friends/family

Web search engines (e.g. Google)

General travel websites (e.g. TripAdvisor)

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

Social media (Facebook, Twitter etc)

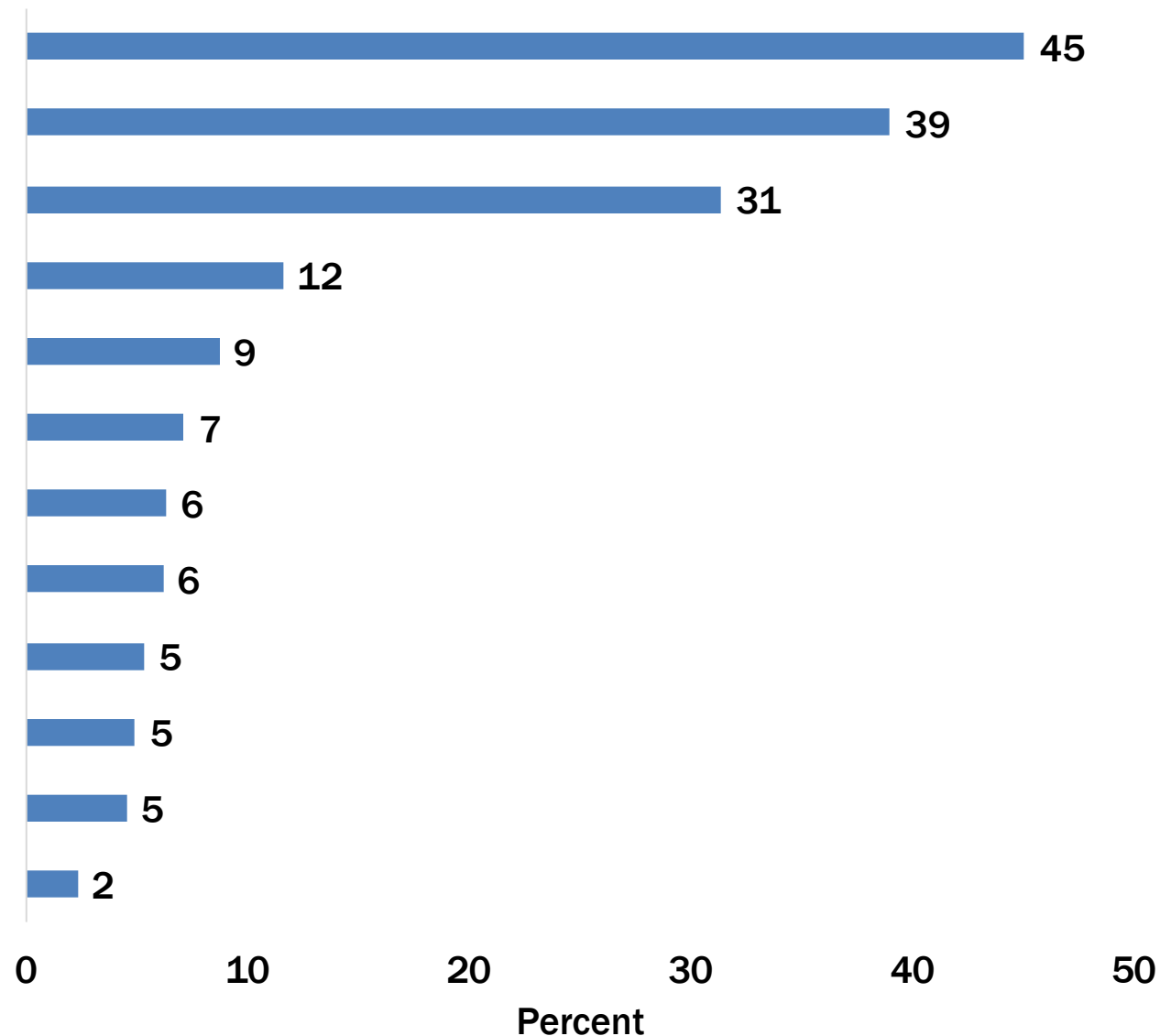
Travel books (e.g. Lonely Planet)

Travel agent/agency brochures

Magazine and newspaper articles

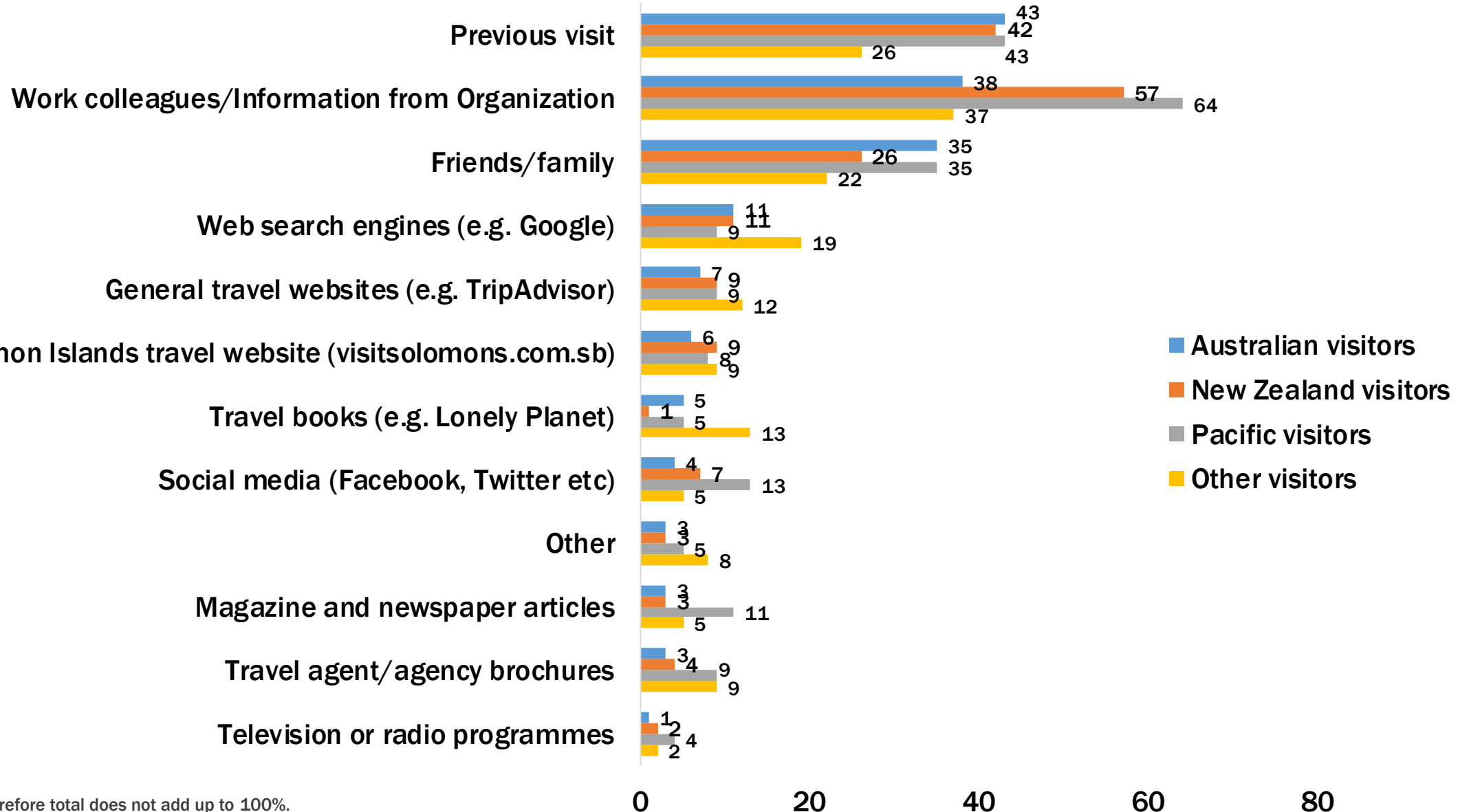
Other

Television or radio programmes



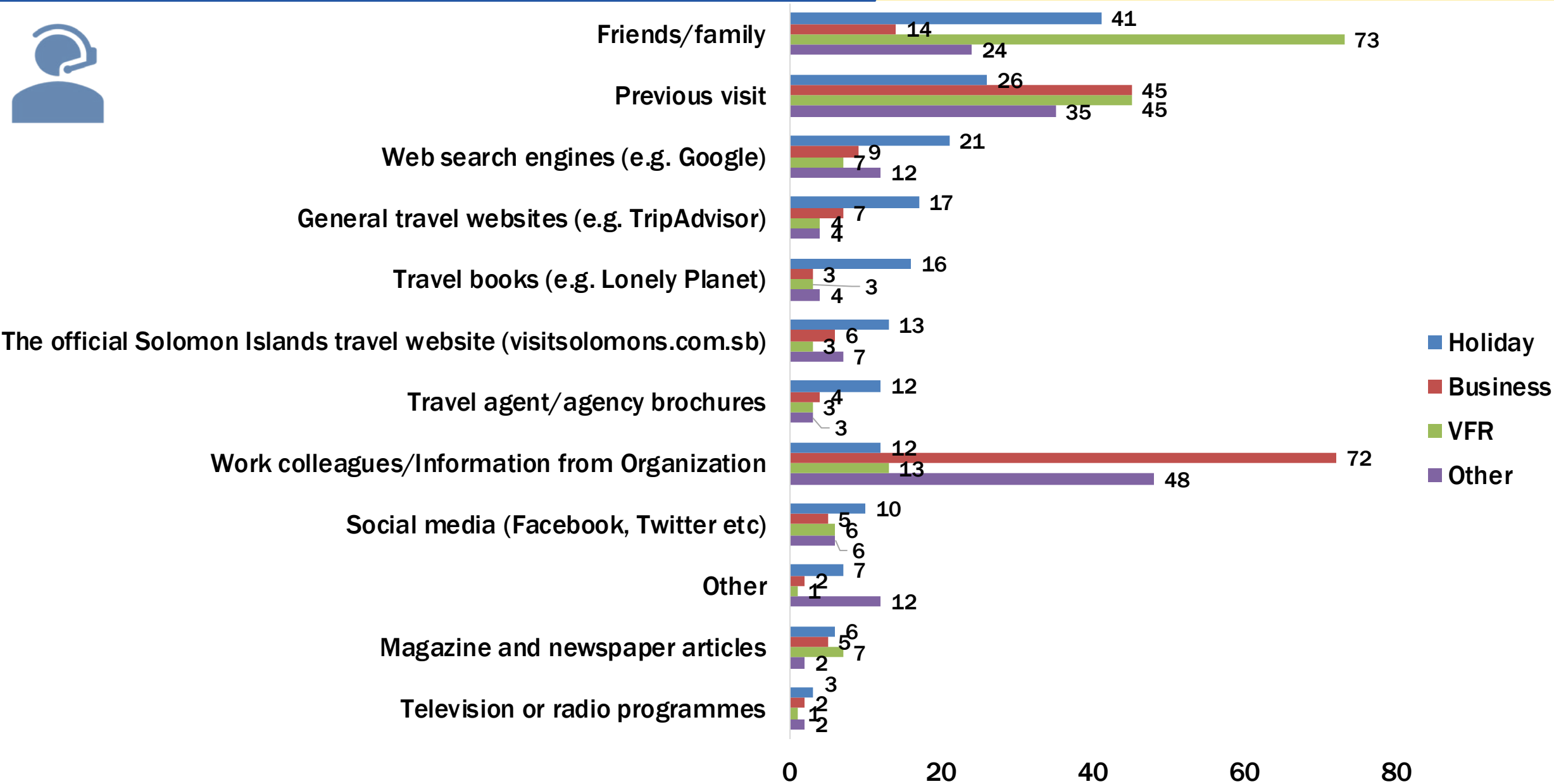
Note: Multiple responses, therefore total does not add up to 100%.

How Did You Find Out About the Solomon Islands?



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

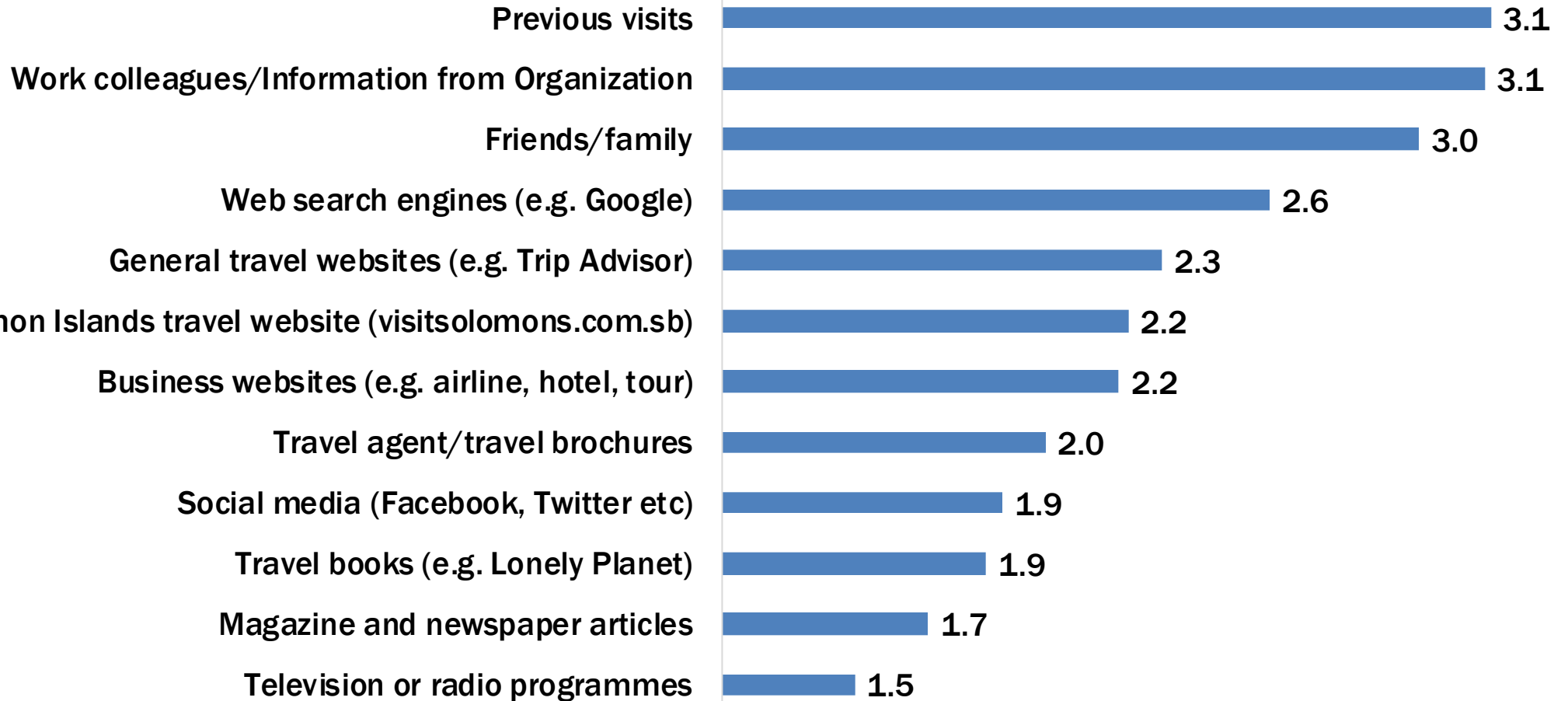
How Did You Find Out About the Solomon Islands ?



■ Holiday
■ Business
■ VFR
■ Other

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

Importance of Information Sources Used for Planning



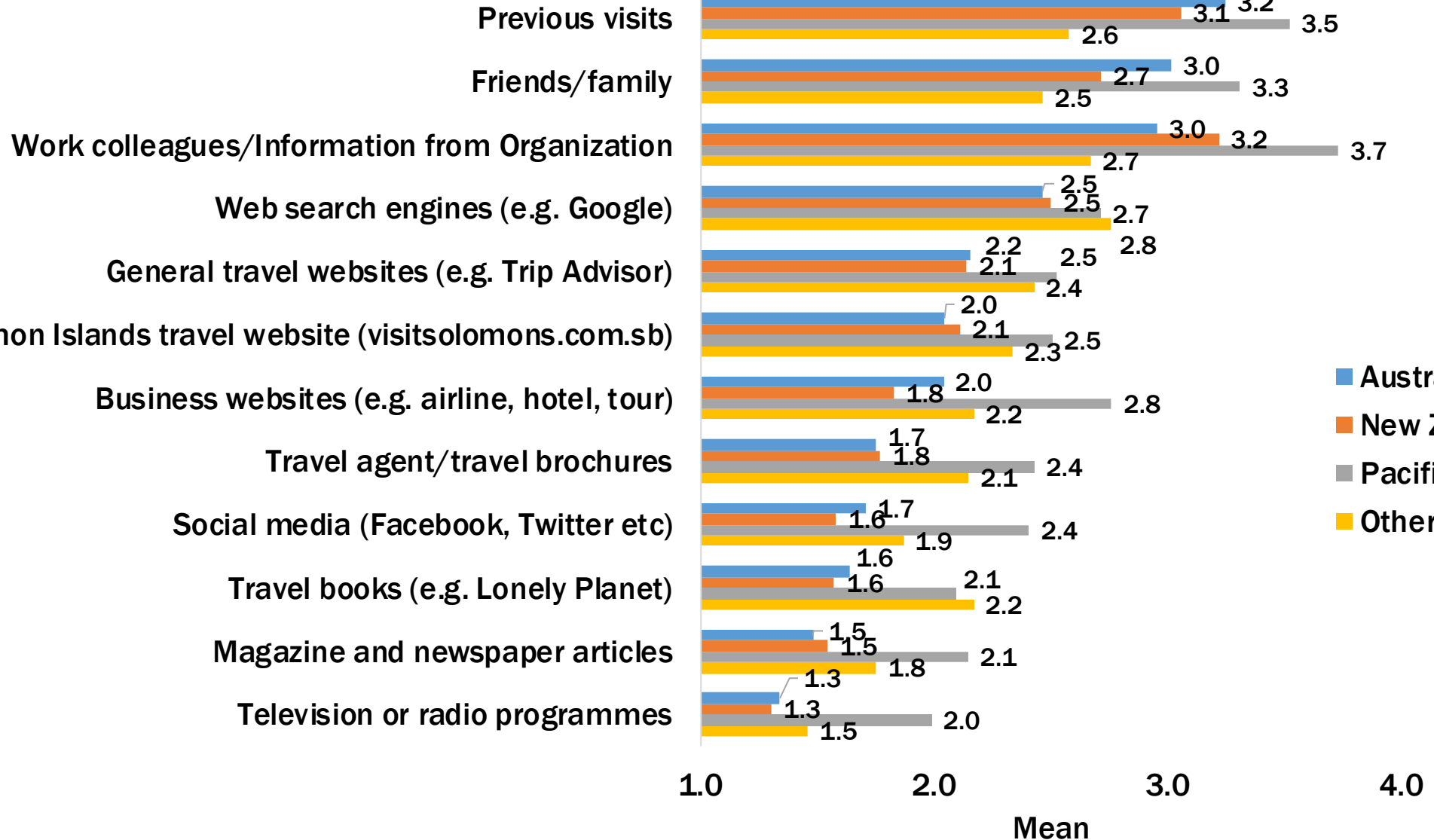
1.2 1.7 2.2 2.7 3.2

Mean

1= Not at all important

5= Extremely important

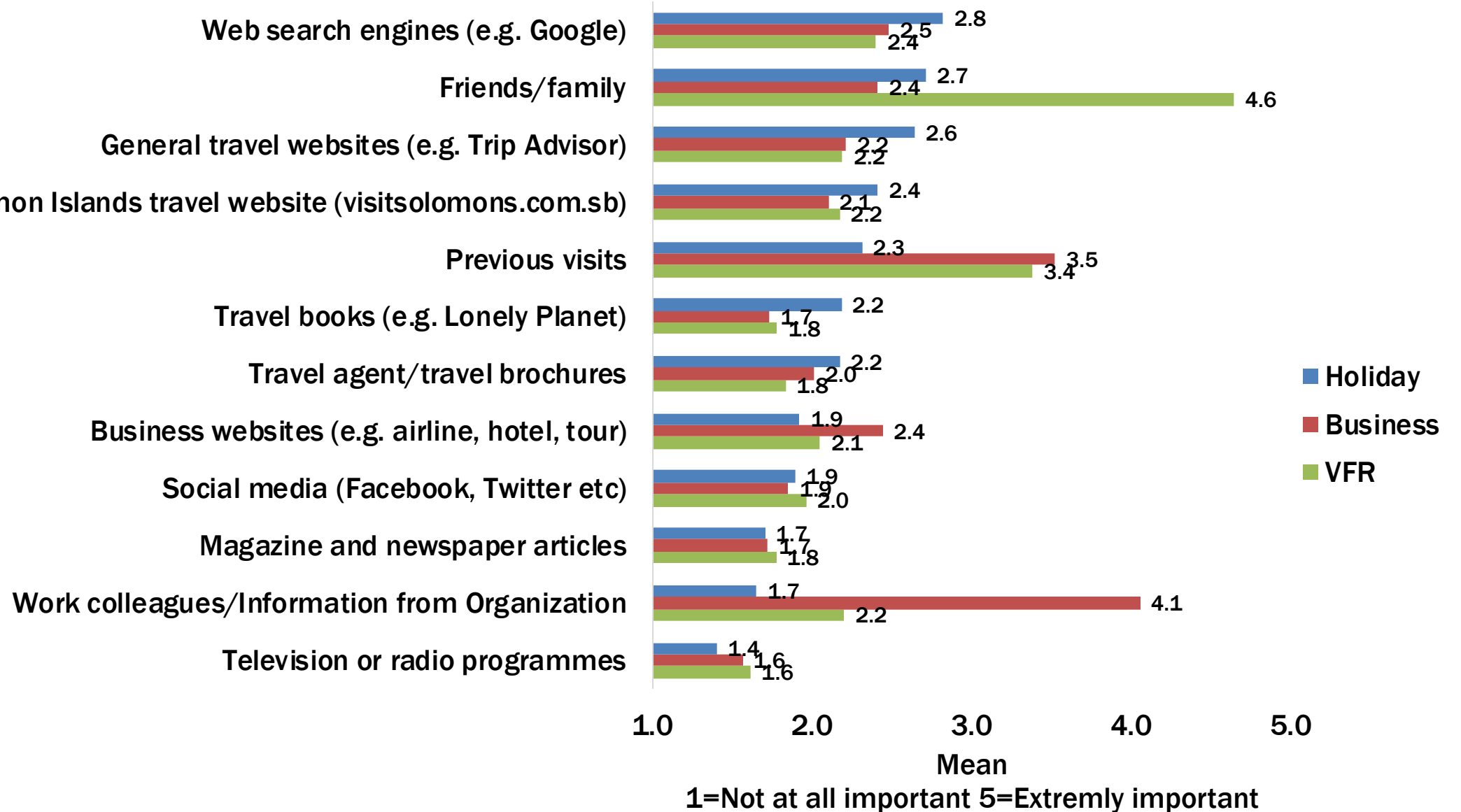
Importance of Information Sources Used for Planning



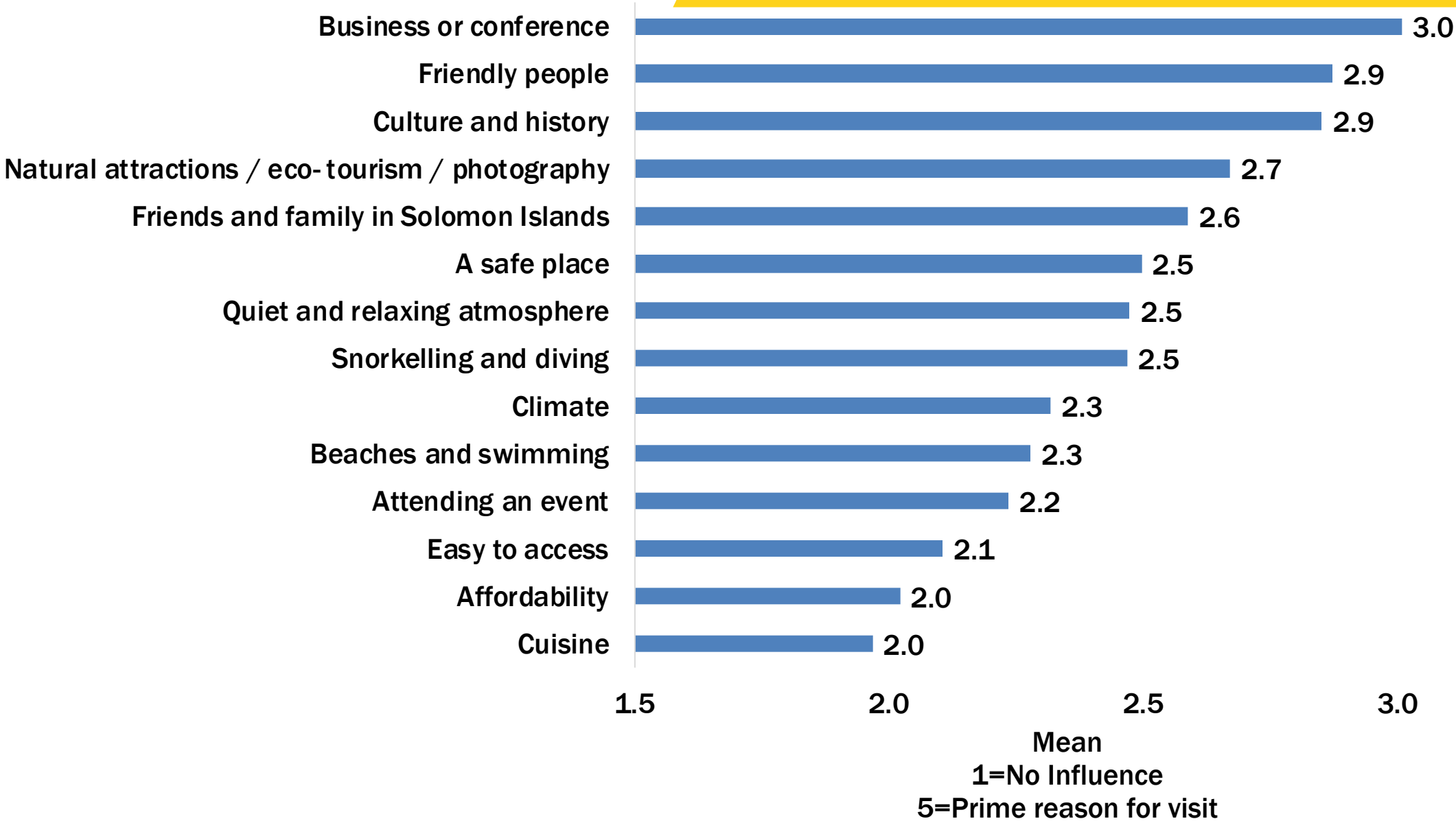
■ Australian visitors
■ New Zealand visitors
■ Pacific visitors
■ Other visitors

1= Not at all important 5= Extremely important

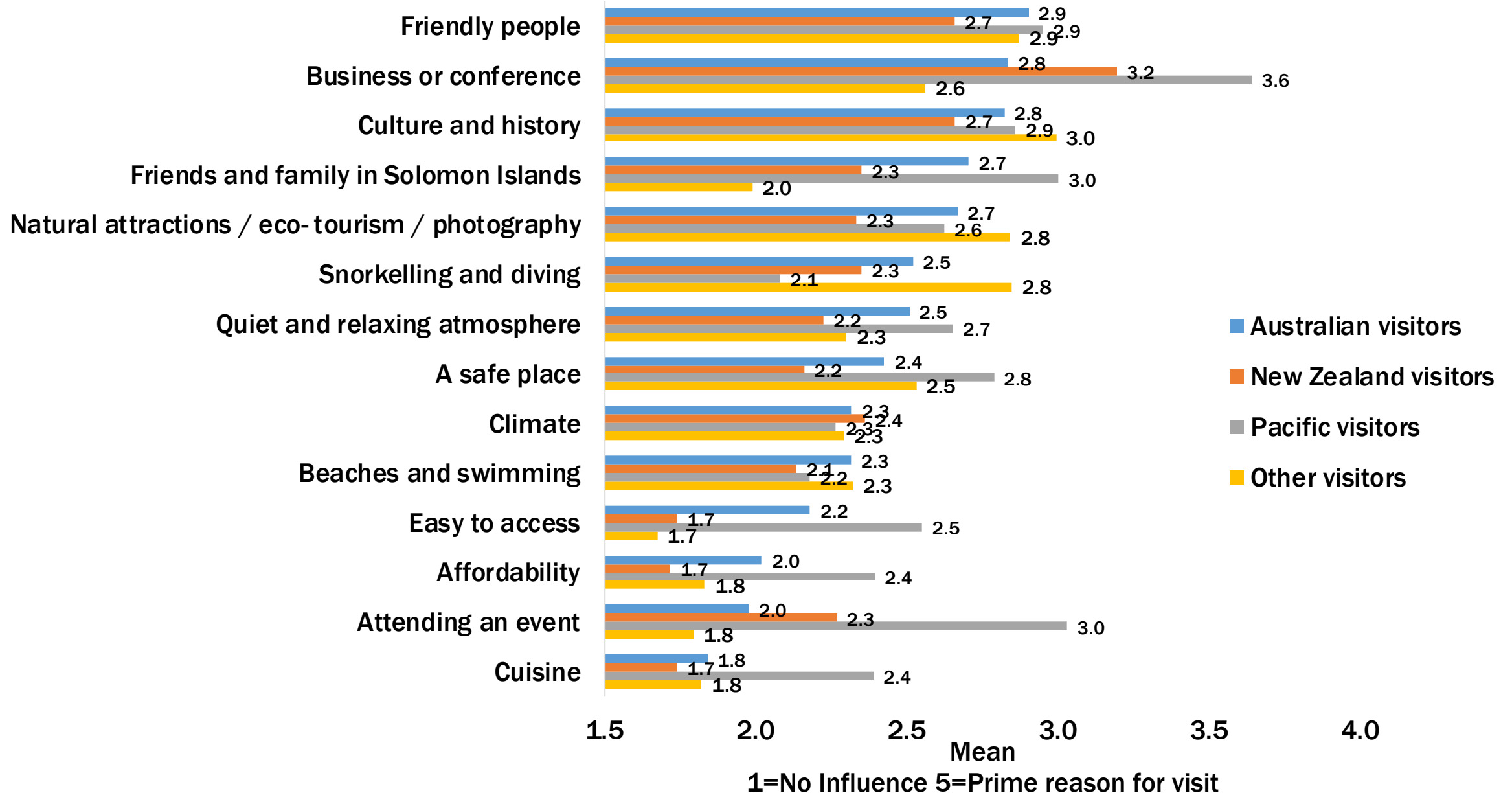
Importance of Information Sources Used for Planning



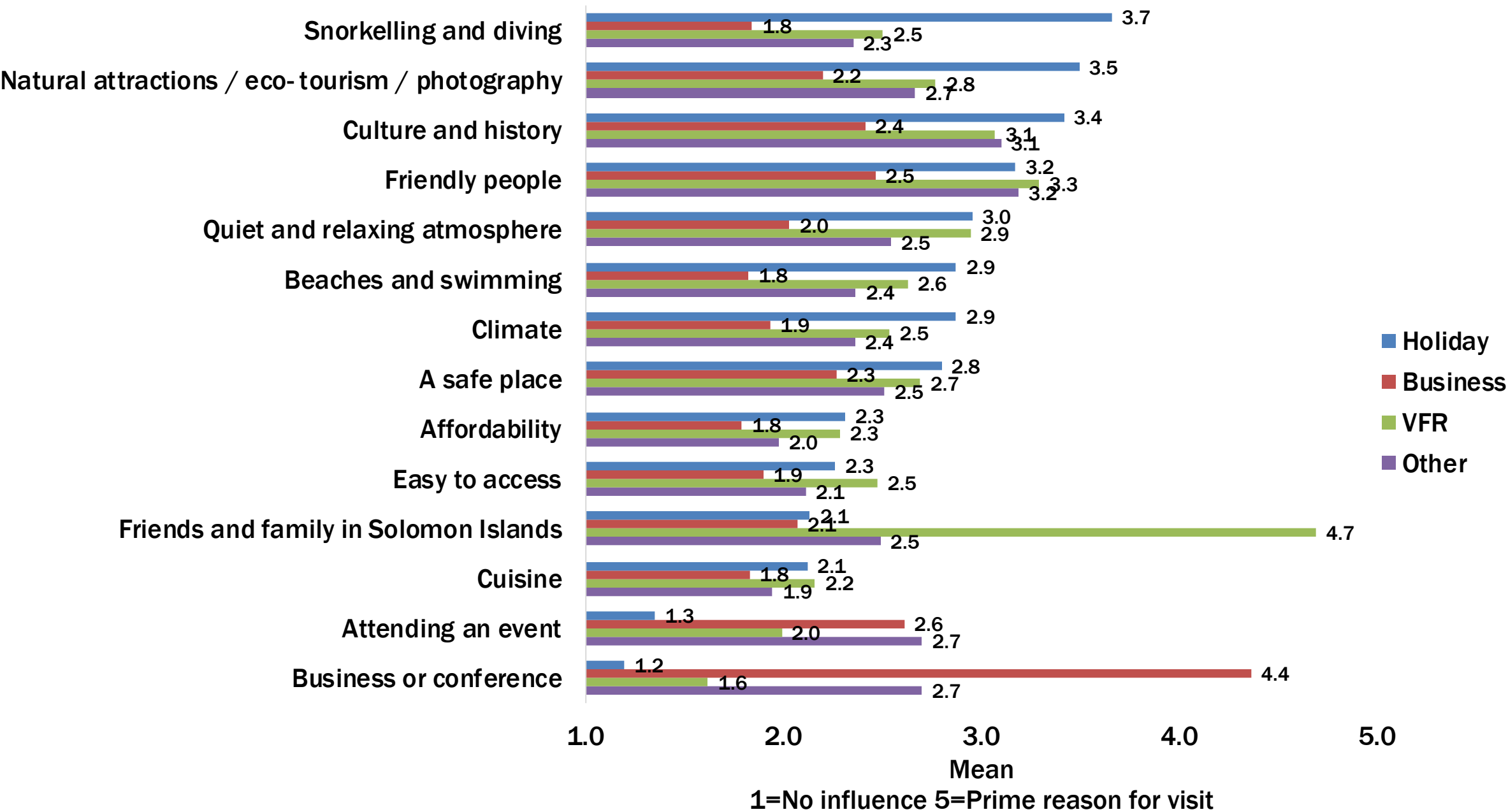
Factors Influencing the Decision to Visit Solomon Islands



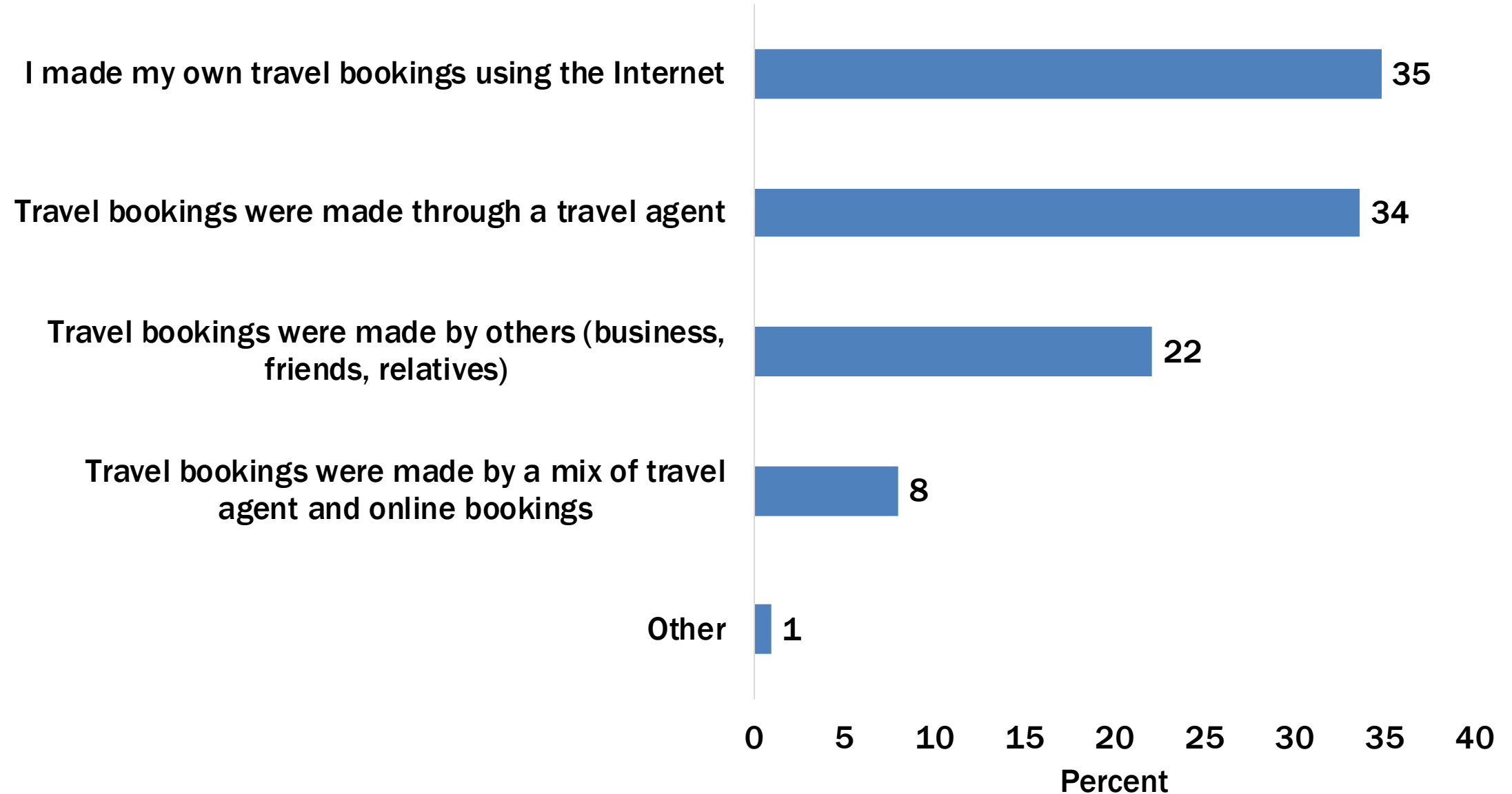
Factors Influencing the Decision to Visit Solomon Islands



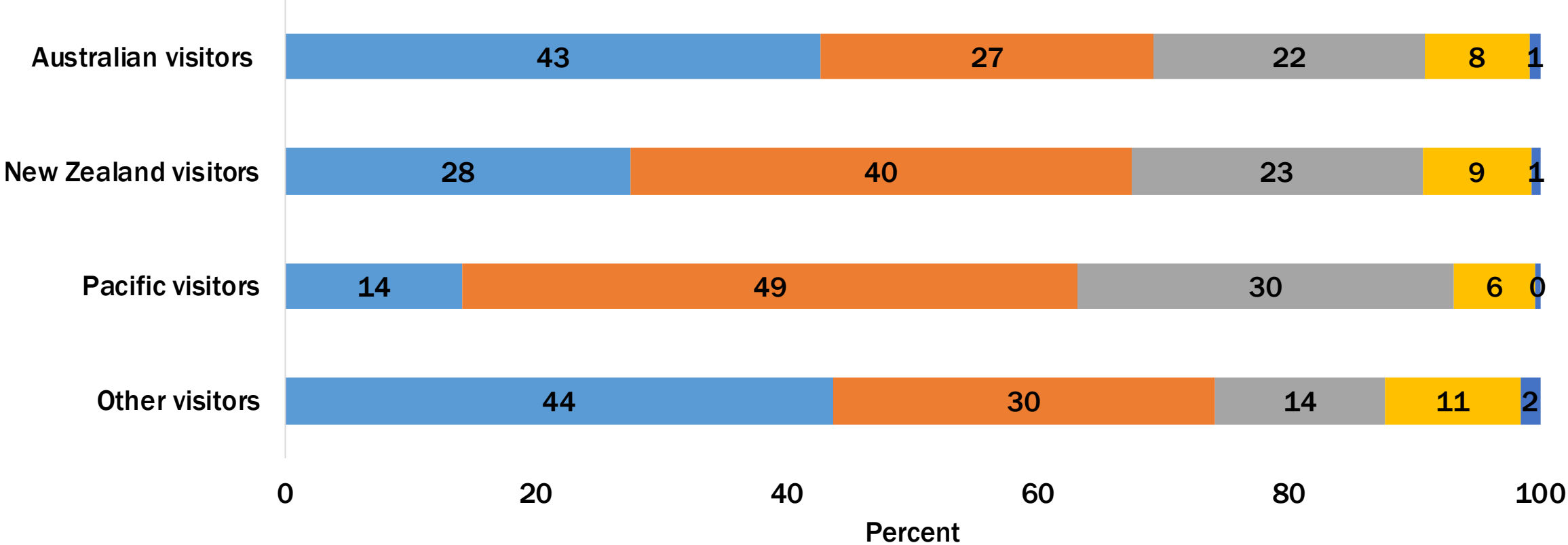
Factors Influencing the Visit to Solomon Islands



How Did You Purchase Your Travel?



How Did You Purchase Your Travel?

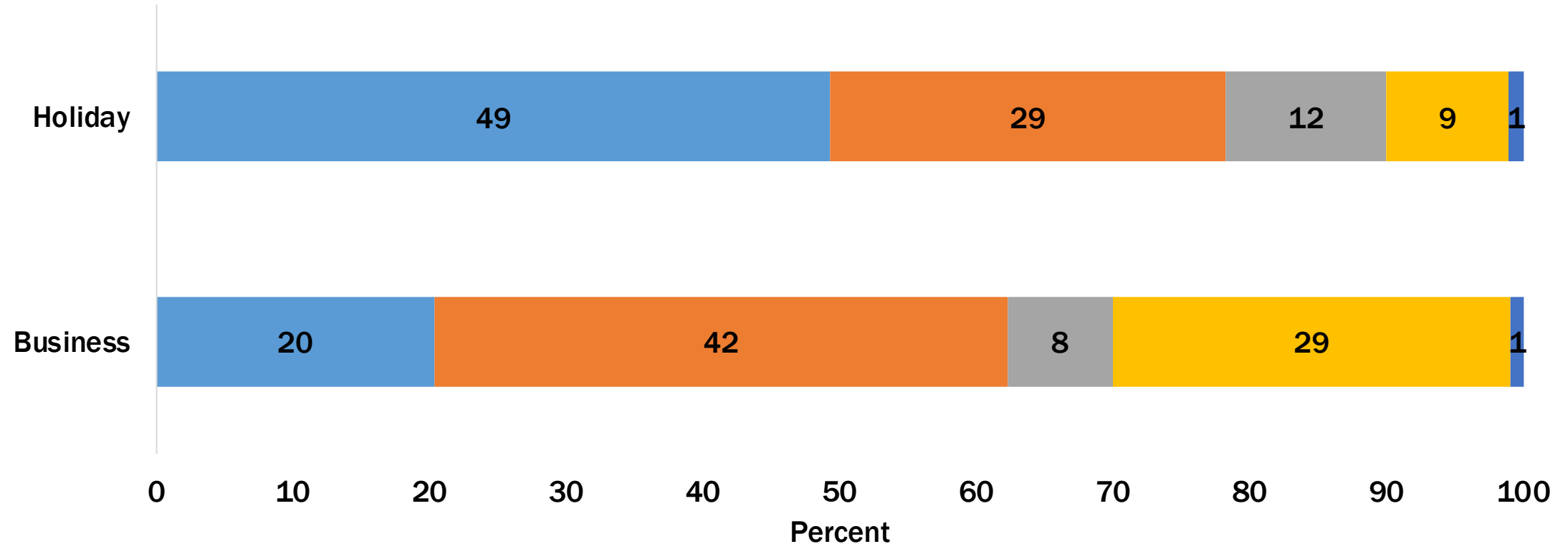


- I made my own travel bookings using the Internet
- Travel bookings were made through a travel agent
- Travel bookings were made by others (business, friends, relatives)
- Travel bookings were made by a mix of travel agent and online bookings
- Other

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



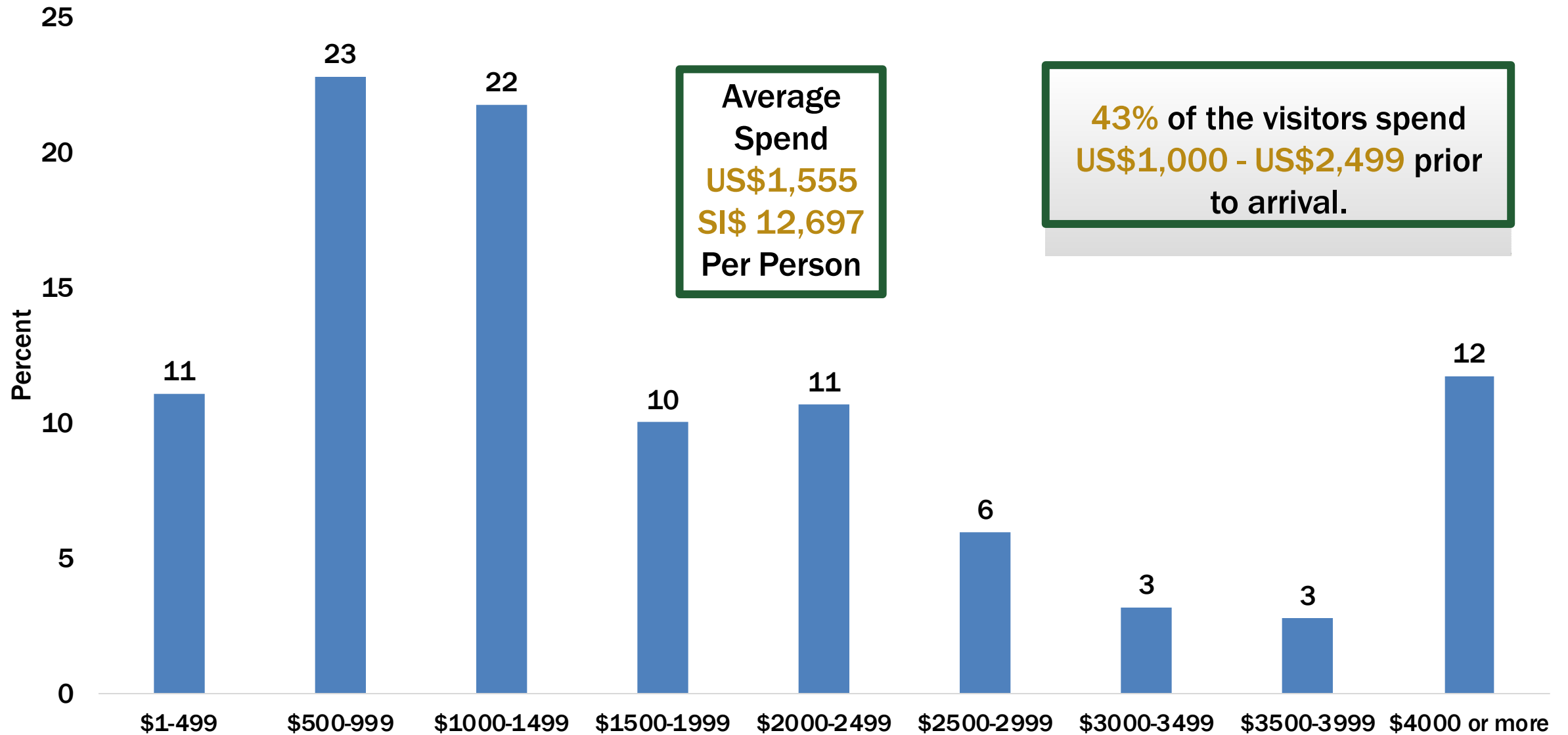
Solomon Islands

International Visitor Survey

Visitor Expenditure

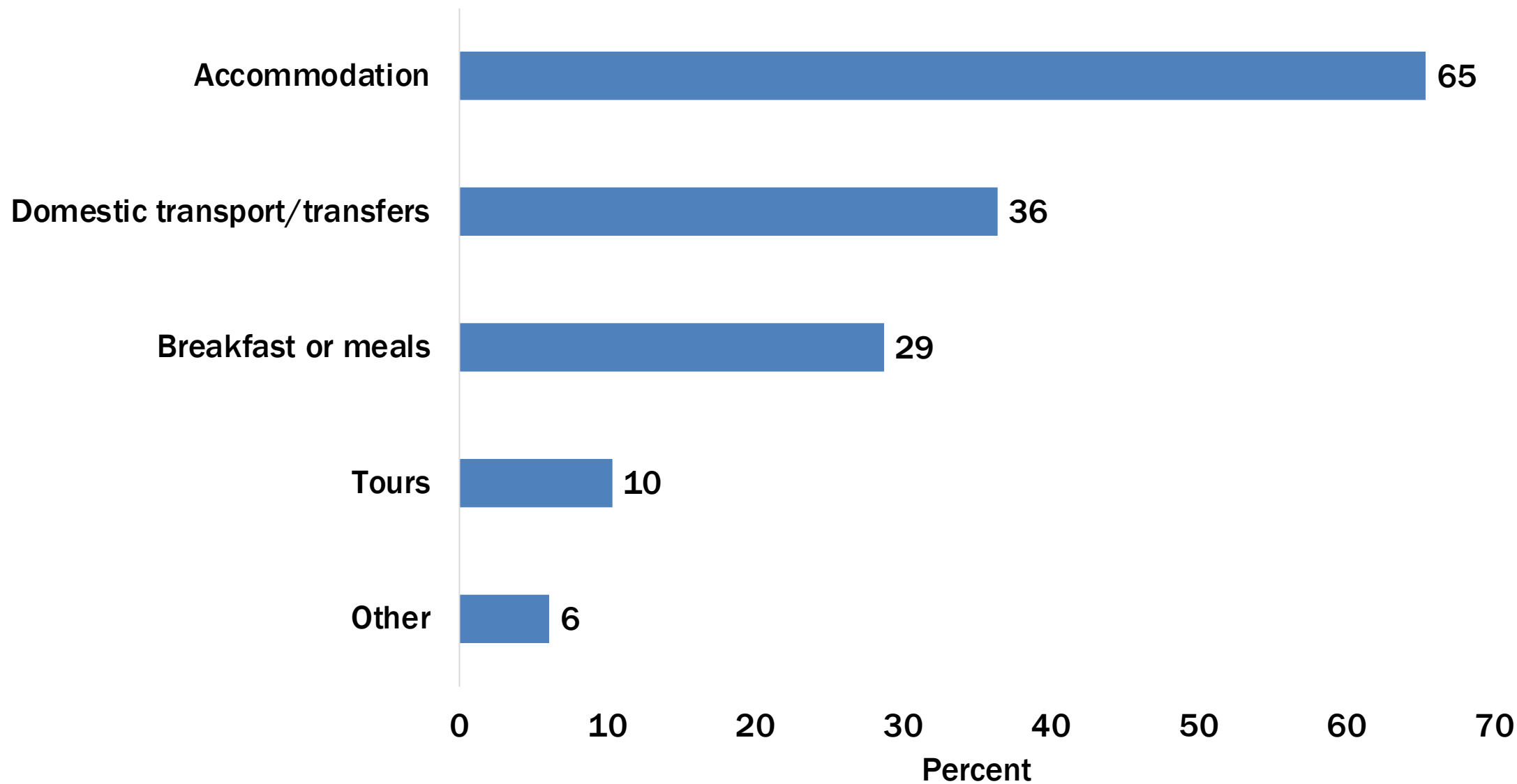
Money spent prior to arrival and while in Solomon Islands, and a breakdown of visitor spend.

Prepaid Expenditure



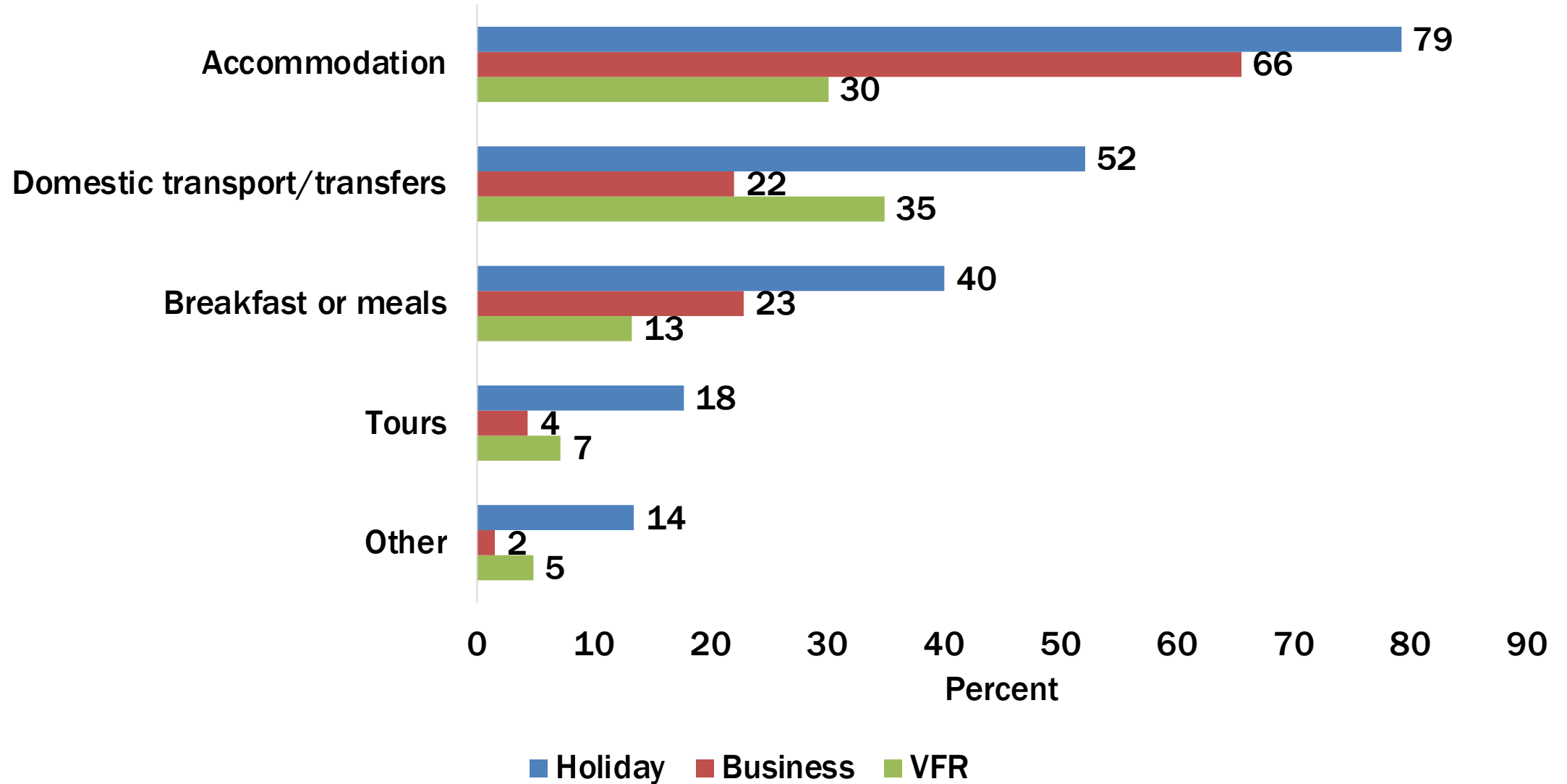
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Prepaid Items



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 **1,444 adults** and **156 children**

(covering 6.2% of visitor arrivals*)

Expenditure Items	Mean (US\$)	Mean (SI\$)	(% of spend)
Accommodation	28.5	232.5	39.6
Restaurants, cafes & bars	13.5	109.9	18.7
Domestic flights	4.9	40.3	6.9
Shopping	4.8	39.3	6.7
Groceries	4.1	33.8	5.8
Other	2.7	22.3	3.8
Internet cost	2.6	21.6	3.7
Vehicle rental	2.6	20.9	3.6
Petrol	2.4	19.5	3.3
Tours and sightseeing	2.1	17.4	3.0
Water activities	2.0	16.0	2.7
Public transport	0.9	7.8	1.3
Land based activities	0.7	5.8	1.0



Each visitor spends on
average a total of **US\$72**
(SI\$587) per day while in
Solomon Islands

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

Expenditure Items	Australia n=445	New Zealand n=138	PICs n=233	Other n=243
Accommodation	25.3	27.1	31.4	33.5
Restaurants, cafes & bars	12.0	13.1	15.0	16.1
Domestic flights	5.6	4.3	3.5	5.6
Groceries	3.5	5.4	5.5	3.2
Water activities	2.8	1.3	0.3	2.1
Internet cost	2.7	2.3	2.9	2.5
Shopping	2.7	3.2	9.7	4.8
Other	1.9	1.5	2.5	5.8
Tours and sightseeing	1.8	1.0	1.0	4.8
Vehicle rental	1.8	3.0	4.1	2.3
Petrol	0.9	3.0	6.5	0.7
Public transport	0.7	0.7	1.2	1.4
Land based activities	0.4	0.4	0.6	1.7

Totals

Australia **US\$62 (SI\$506)**

New Zealand **US\$66 (SI\$539)**

PICs **US\$84 (SI\$686)**

Other **US\$84 (SI\$686)**

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

Expenditure Items	Australia n=445	New Zealand n=138	PICs n=233	Other n=243
Accommodation	206.3	220.9	256.2	273.7
Restaurants, cafes & bars	97.7	107.1	122.8	131.5
Domestic flights	45.7	34.8	28.7	45.8
Groceries	28.4	44.2	45.2	26.1
Water activities	22.9	9.0	2.4	16.8
Internet cost	22.3	18.7	24.0	20.2
Shopping	22.1	26.4	79	39.3
Other	15.2	12.4	20.3	46.2
Tours and sightseeing	14.7	8.3	8.4	39.5
Vehicle rental	14.4	24.7	30.9	18.4
Petrol	7.4	24.4	52.7	5.4
Public transport	6.0	5.3	9.9	11.1
Land based activities	3.5	3.2	5.1	12.0

Totals

Australia **US\$62 (SI\$506)**

New Zealand **US\$66 (SI\$539)**

PICs **US\$84 (SI\$686)**

Other **US\$84 (SI\$686)**

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

Responses Expenditure Items	Holiday n=282	Business & Conference n=564	VFR n=194
Accommodation	17.6	66.6	6.1
Restaurants, cafes and bars	9.0	28.8	6.2
Domestic flights	5.3	7.1	3.2
Petrol	4.8	1.9	1.3
Shopping	4.3	8.2	2.3
Water activities	4.2	1.1	1.1
Tours and sightseeing	4.2	1.5	1.6
Groceries	2.3	5.7	4.2
Other	1.9	5.8	1.3
Vehicle rental	1.5	5.5	0.9
Internet cost	1.2	6.5	0.9
Land based activities	1.2	0.7	0.6
Public transport	0.7	1.5	0.8

Totals

Holiday **US\$58 (SI\$474)**

Business & Conference

US\$141 (SI\$1151)

VFR **US\$31 (SI\$253)**

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

Responses Expenditure Items	Holiday n=282	Business & Conference n=564	VFR n=194
Accommodation	144.0	543.6	49.5
Restaurants, cafes and bars	73.8	235.2	50.8
Domestic flights	43.1	57.6	26.2
Petrol	38.9	15.7	10.5
Shopping	34.8	66.9	18.9
Water activities	34.3	9.3	9.8
Tours and sightseeing	33.9	12.5	12.8
Groceries	18.6	46.5	36.8
Other	15.7	47.0	10.8
Vehicle rental	12.6	44.9	7.7
Internet cost	9.5	53.0	7.7
Land based activities	9.5	5.9	4.8
Public transport	5.8	12.6	6.3

Totals

Holiday **US\$58 (SI\$474)**

Business & Conference

US\$141 (SI\$1151)

VFR **US\$31 (SI\$253)**

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

Respondents	N=445	N=138	N=233	N=243
Market	Australia	New Zealand	PICs	Other
Prepaid (60%)	US\$761/SI\$6,212	US\$854/SI\$6,971	US\$925/SI\$7,549	US\$1,394/SI\$11,385
In-country spend	US\$639/SI\$5,212	US\$673/SI\$5,498	US\$356/SI\$5,625	US\$874/SI\$7,134
Total spend	US\$1,400/SI\$11,424	US\$1,527/SI\$12,469	US\$1,614/SI\$13,174	US\$2,268/SI\$18,519

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

Respondents	N=282	N=564	N=194
Purpose of visit	Holiday	Business & Conference	VFR
Prepaid (60%)	US\$1,123/SI\$7,887	US\$999/SI\$8,157	US\$583/SI\$4,757
In-country spend	US\$568/SI\$4,645	US\$1,156/SI\$9,438	US\$391/SI\$3,188
Total spend	US\$1,691/SI\$12,532	US\$2,155/SI\$17,595	US\$974/SI\$7,945

Contribution to Solomon Islands Economy

Average Prepaid Spend

60%
Flowing Back

Per Person
Per Visit
US\$933
(SI\$7,781)

Per Person
Per Day
US\$95
(SI\$794)

Average Spend
While In Solomon
Islands

Per Person
Per Visit
US\$706
(SI\$5,762)

Per Person
Per Day
US\$72
(SI\$ 588)

Per Person Per Day
US\$167 (SI\$ 1,382)
Per Person Per Visit
US\$1,639 (SI\$ 13,543)



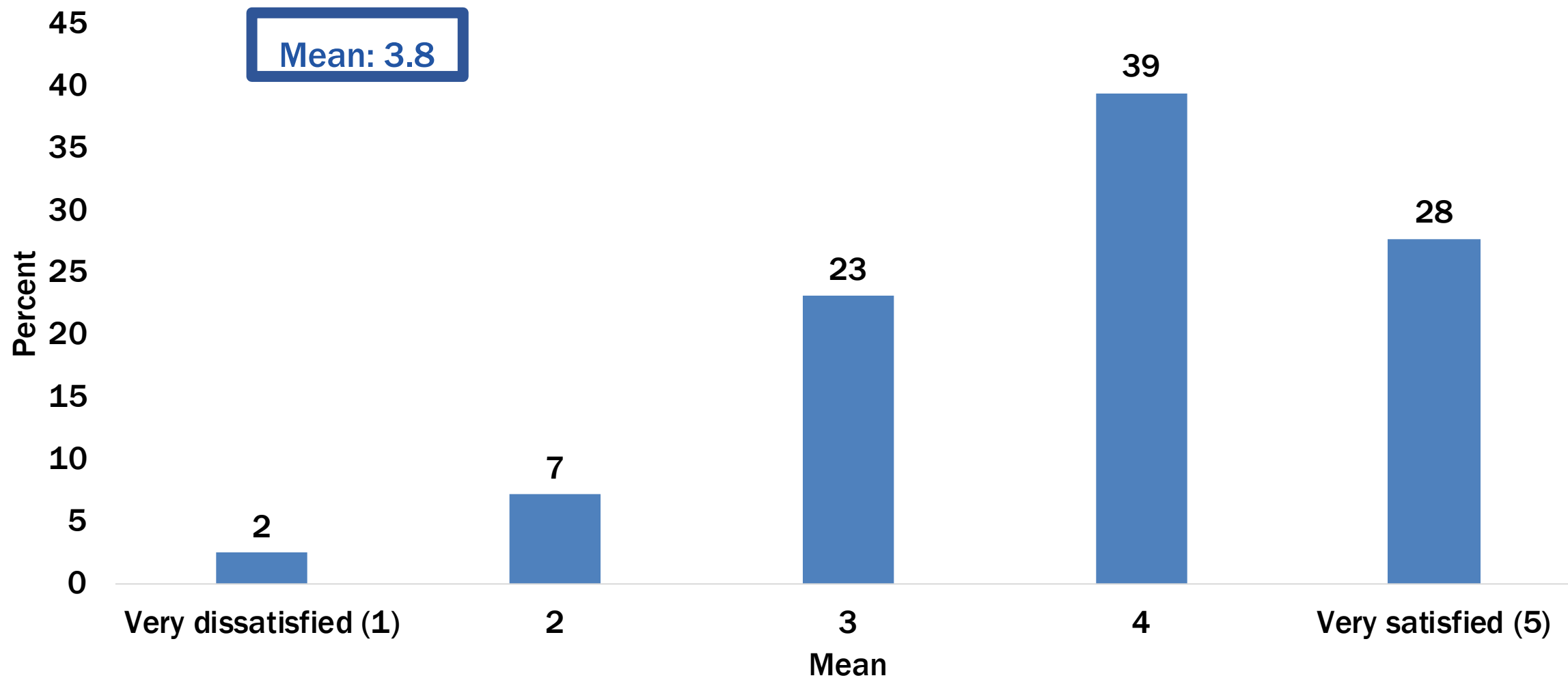
Solomon Islands

International Visitor Survey

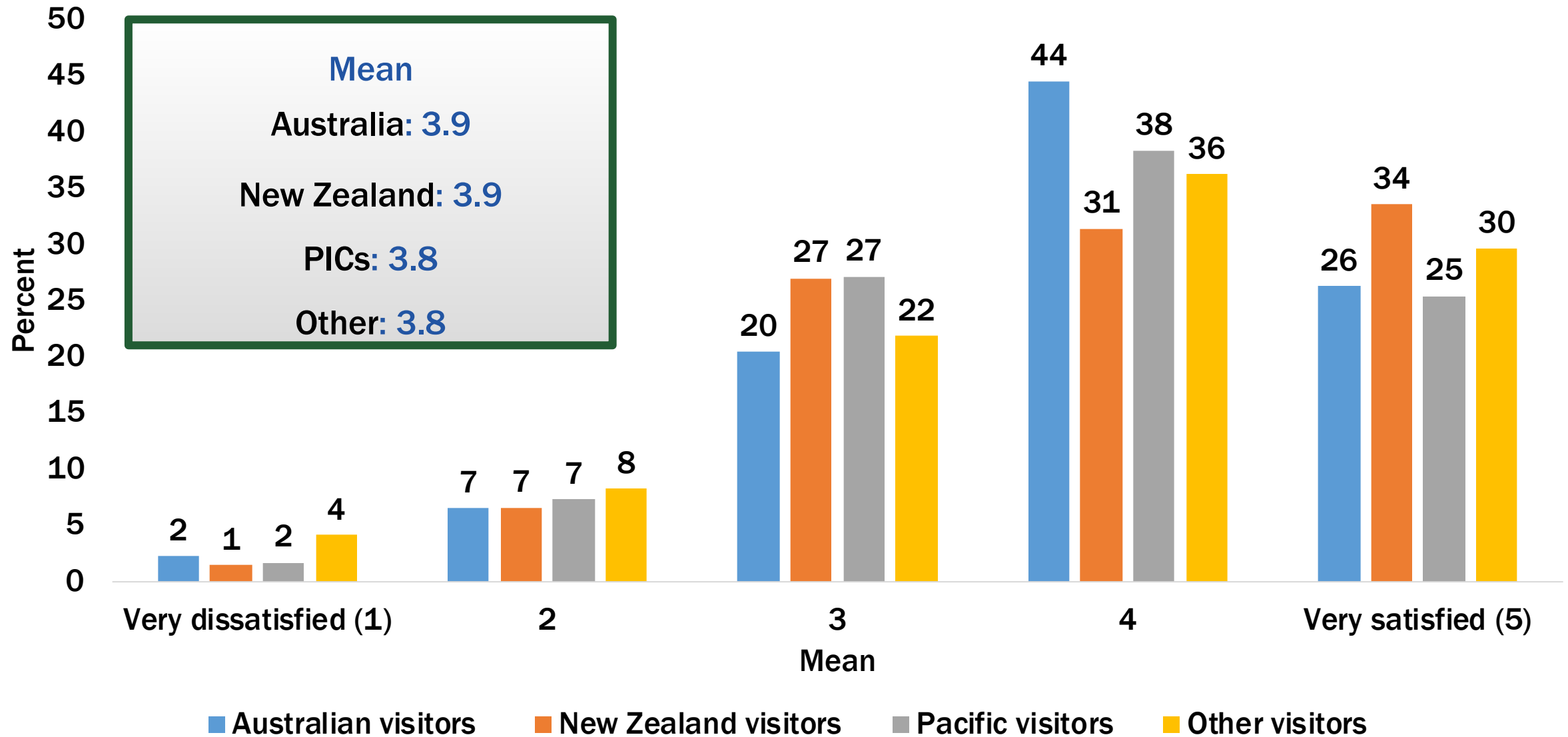
Visitor Satisfaction

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

Overall Satisfaction

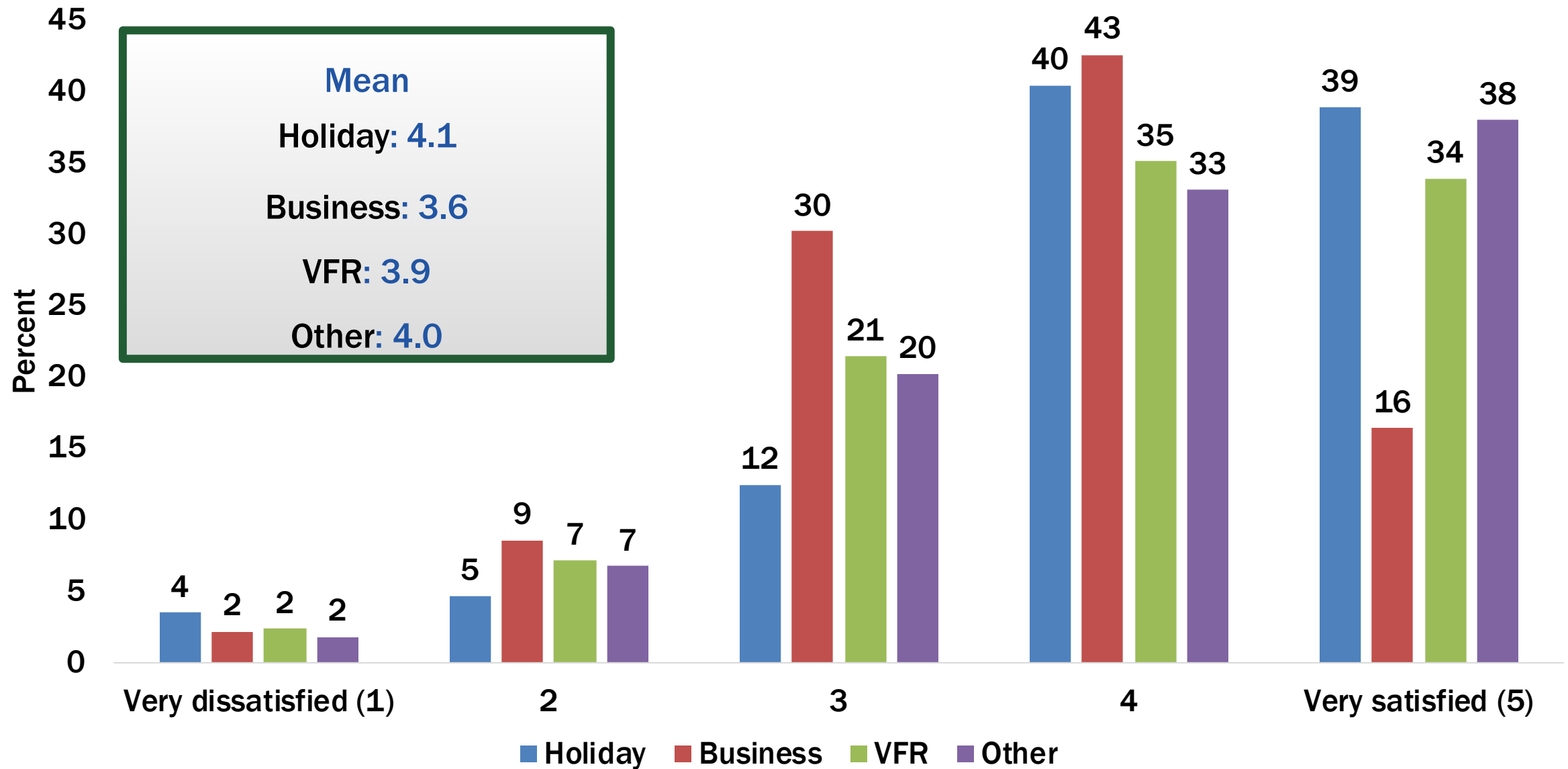


Overall Satisfaction



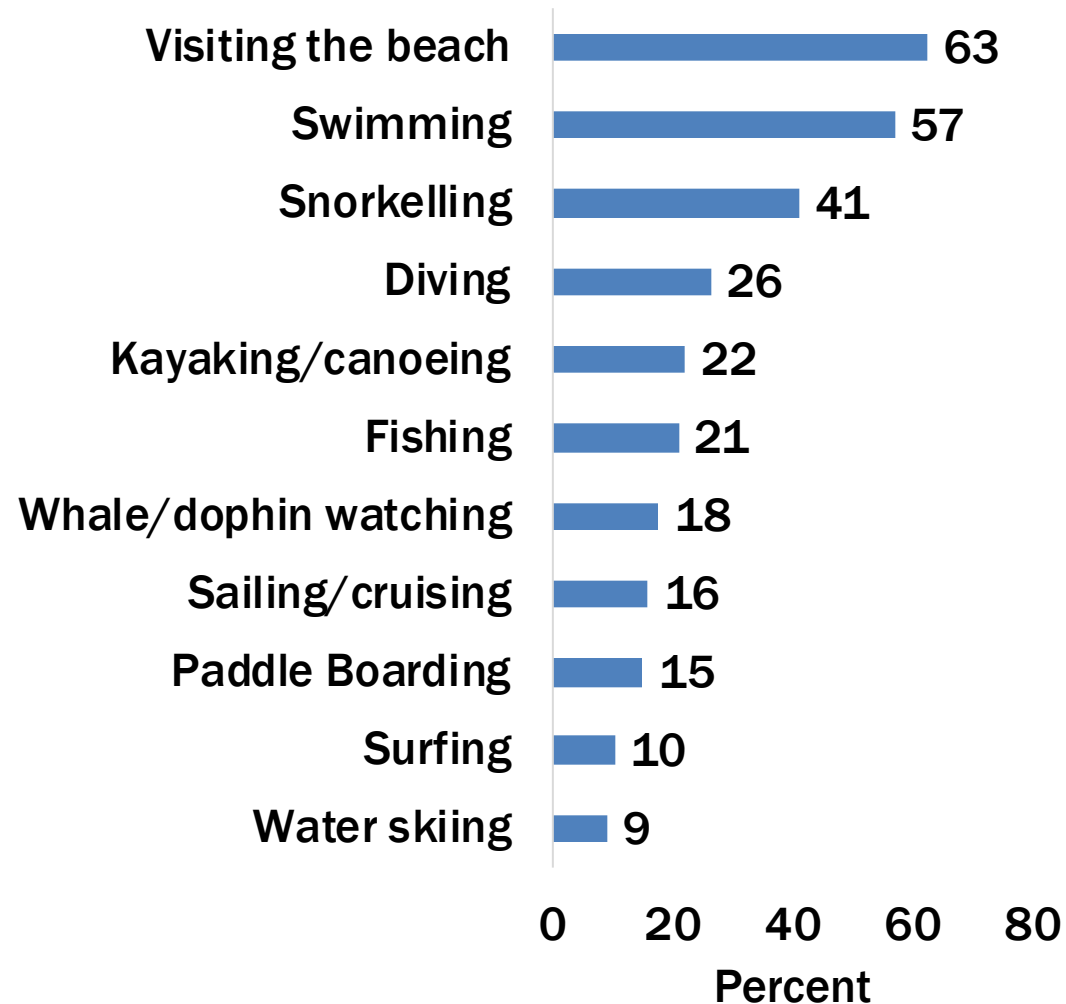
Note: Numbers may not sum to 100% due to rounding.

Overall Satisfaction

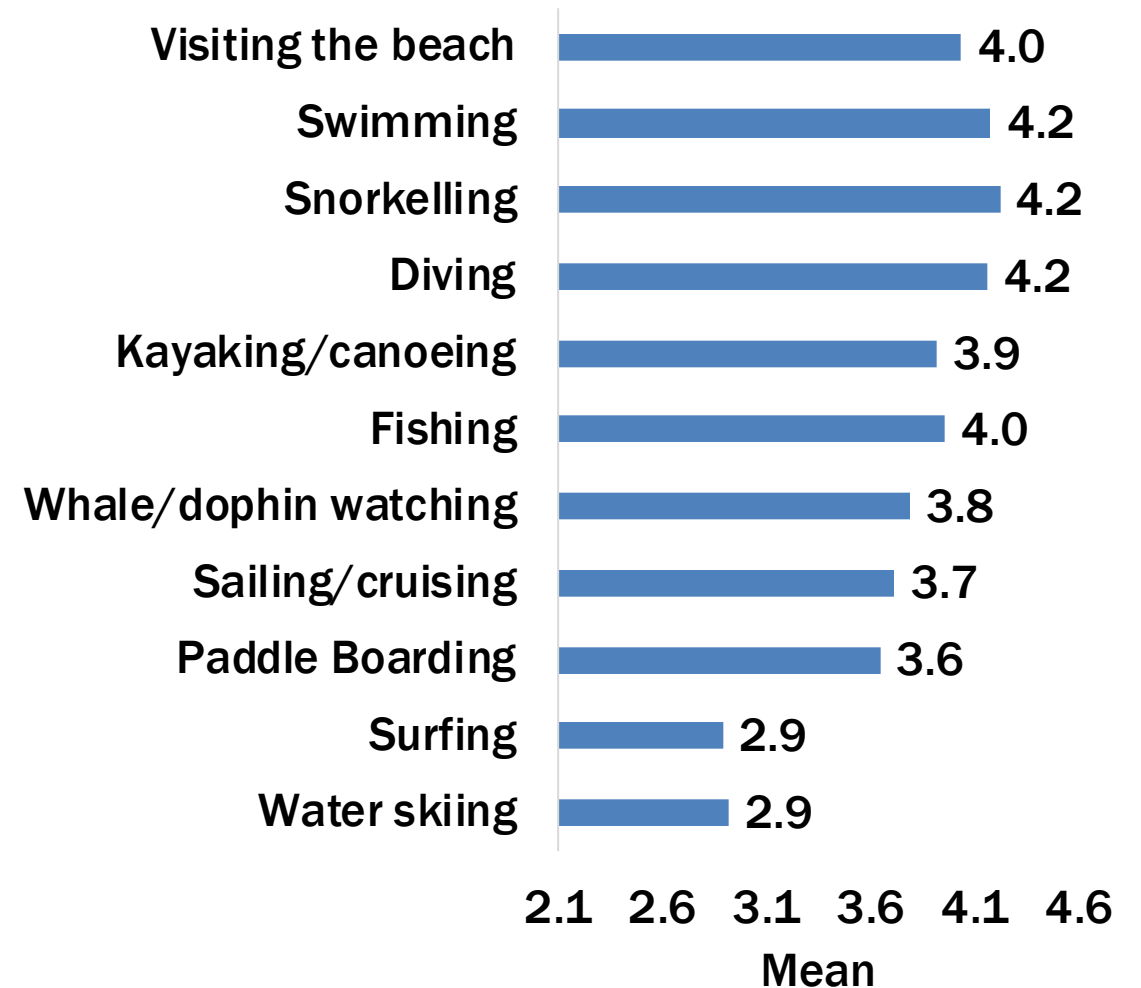


Water Based Activities

Degree of participation



Satisfaction

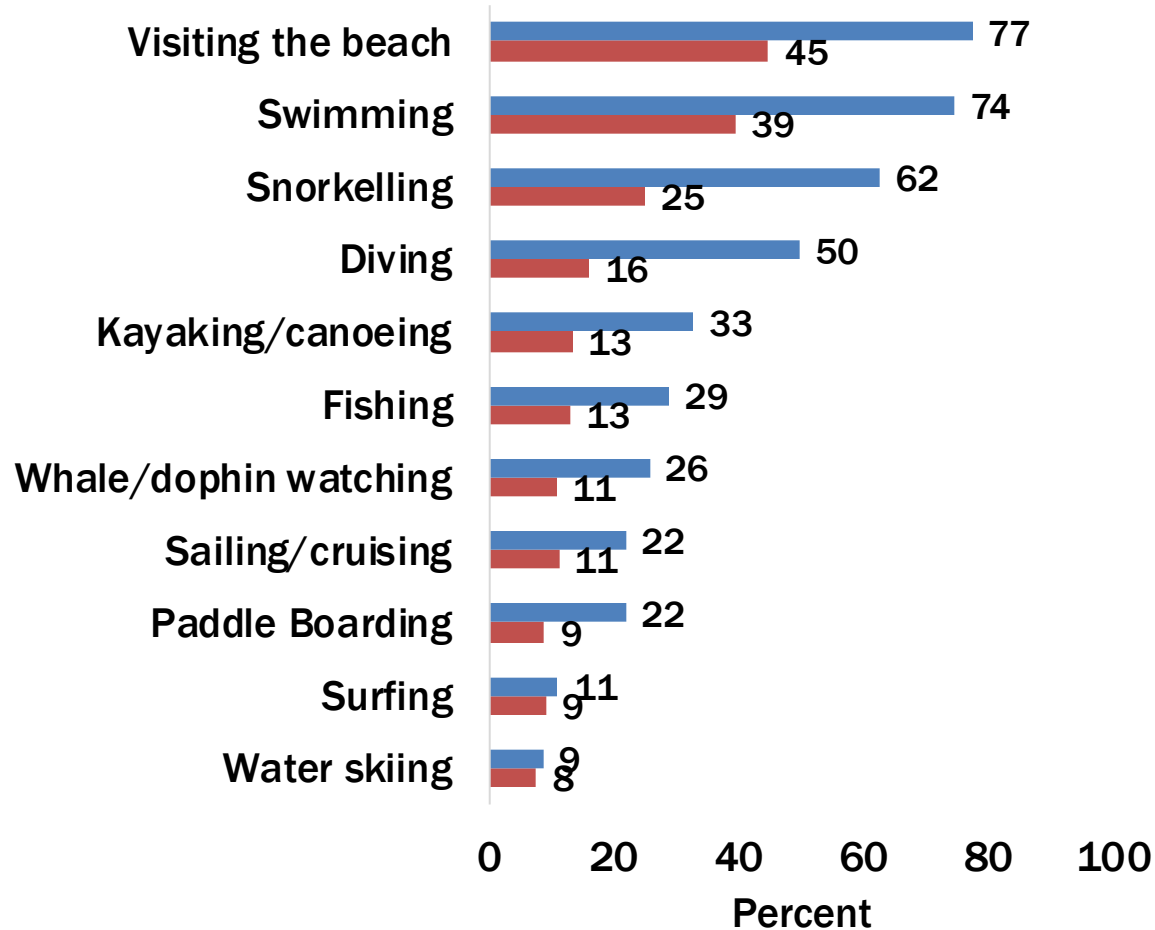


Note: Multiple responses, therefore total does not add up to 100%.

Water Based Activities

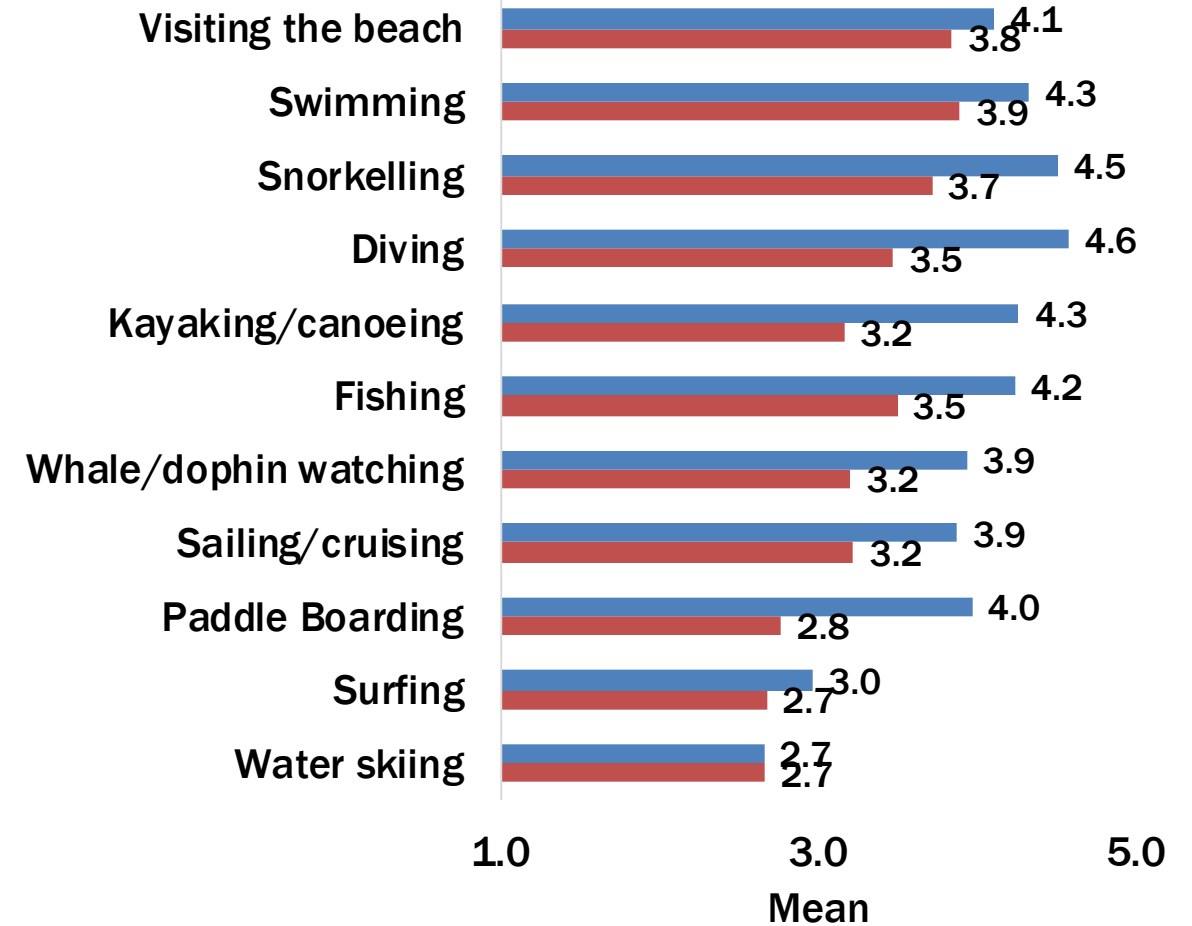
Holiday and Business Visitors

Degree of participation



■ Holiday ■ Business

Satisfaction

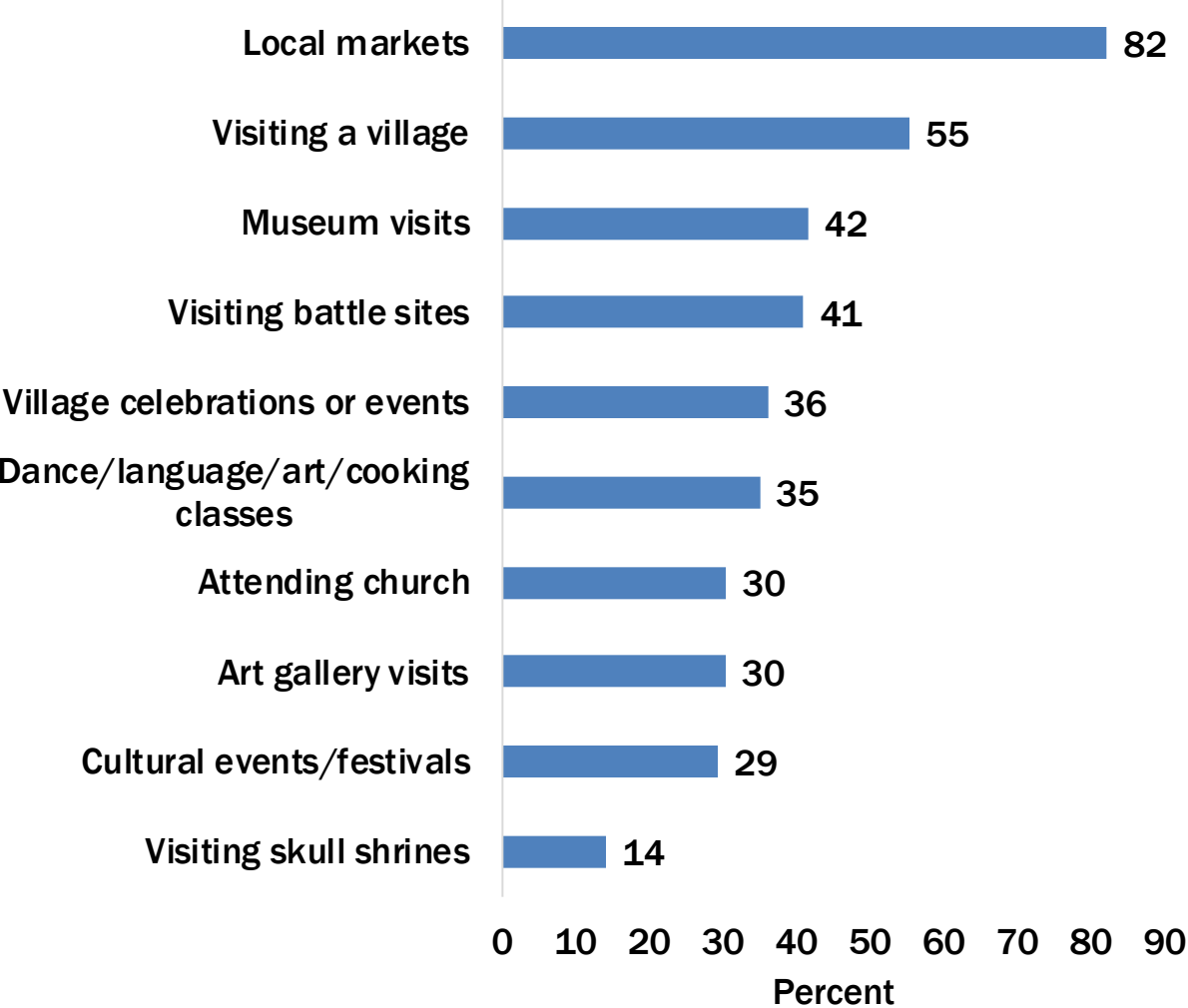


■ Holiday ■ Business

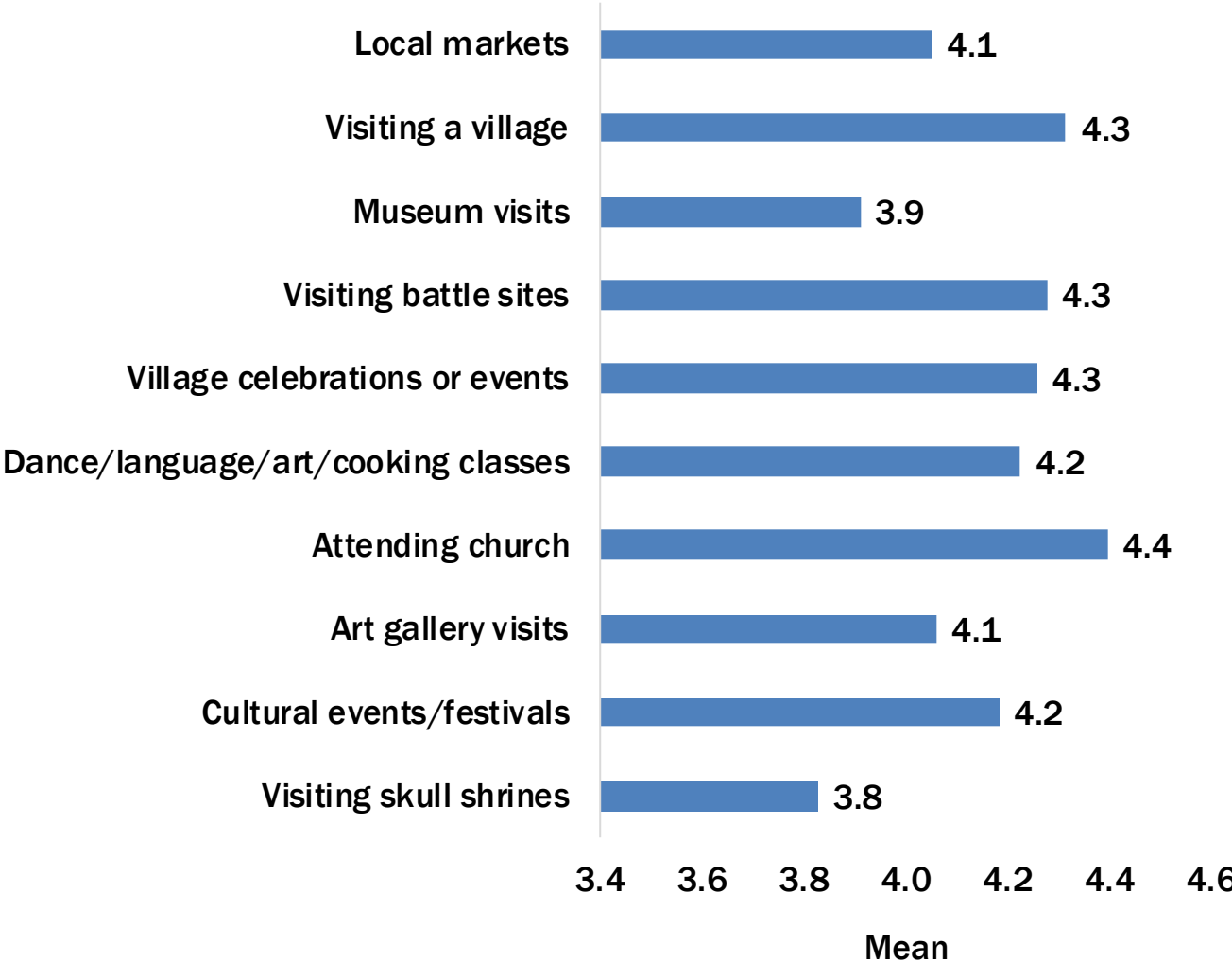
Note: Multiple responses, therefore total does not add up to 100%.

Cultural Interaction Activities

Degree of participation



Satisfaction

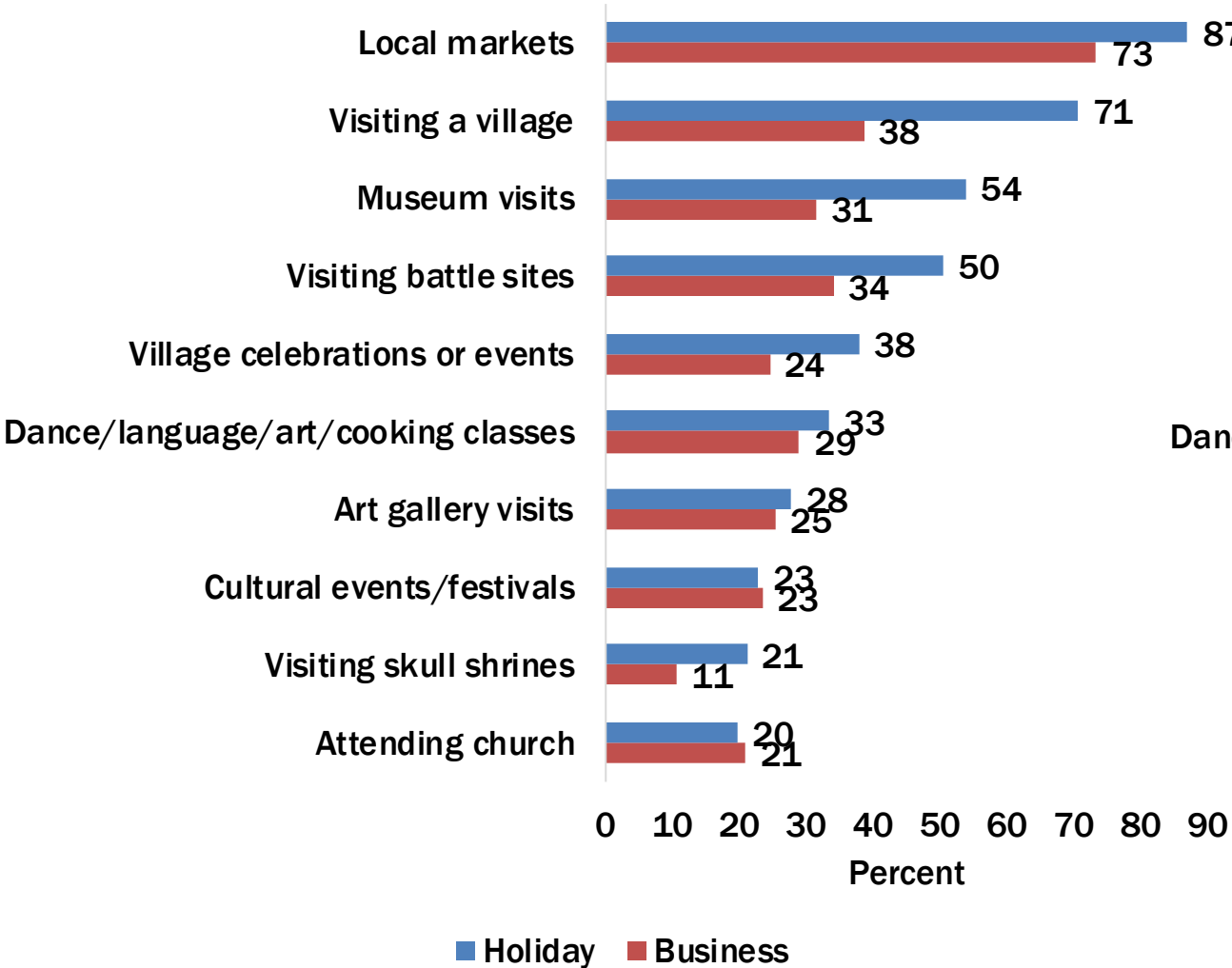


Note: Multiple responses, therefore total does not add up to 100%.

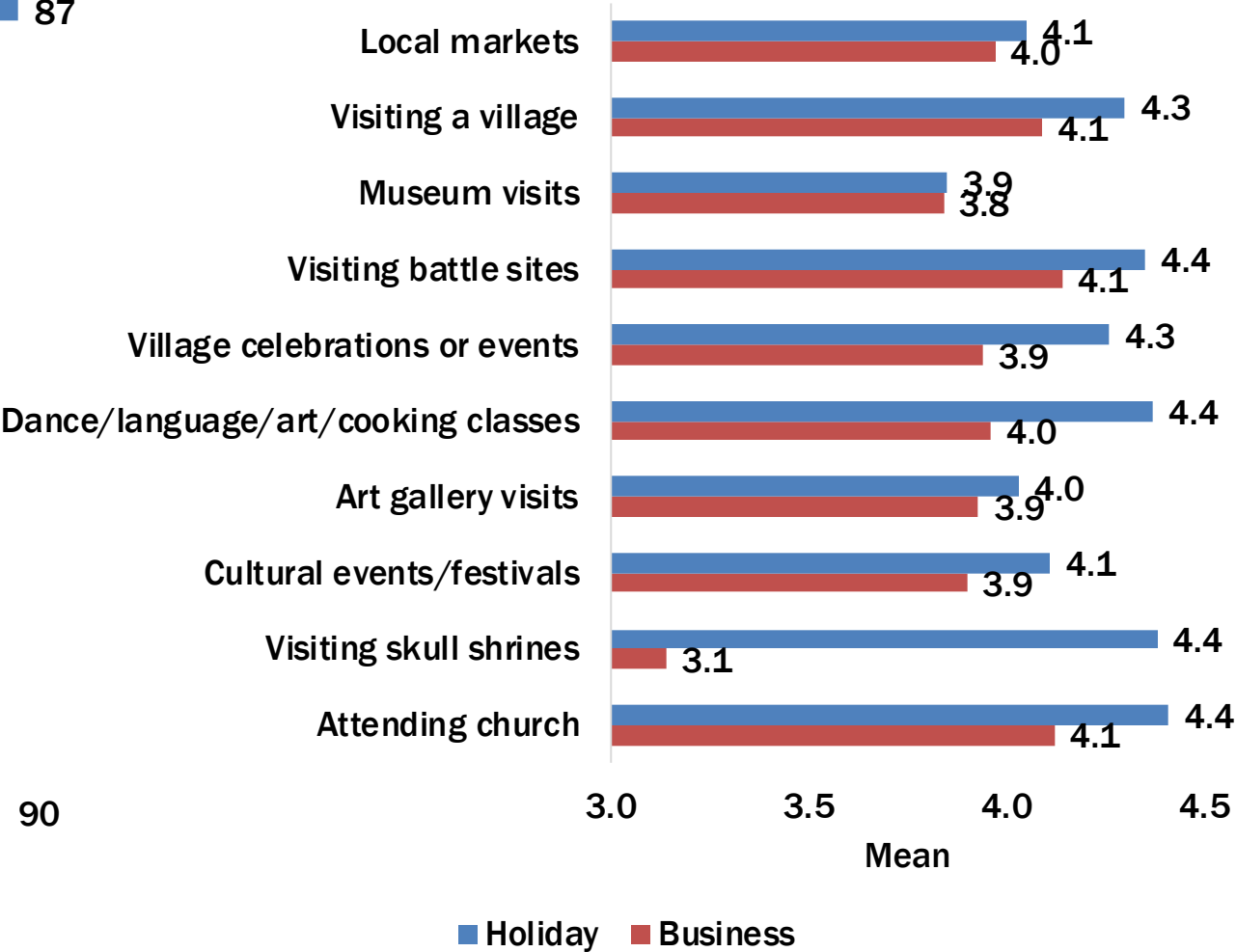
Cultural Interaction Activities

Holiday and Business Visitors

Degree of participation



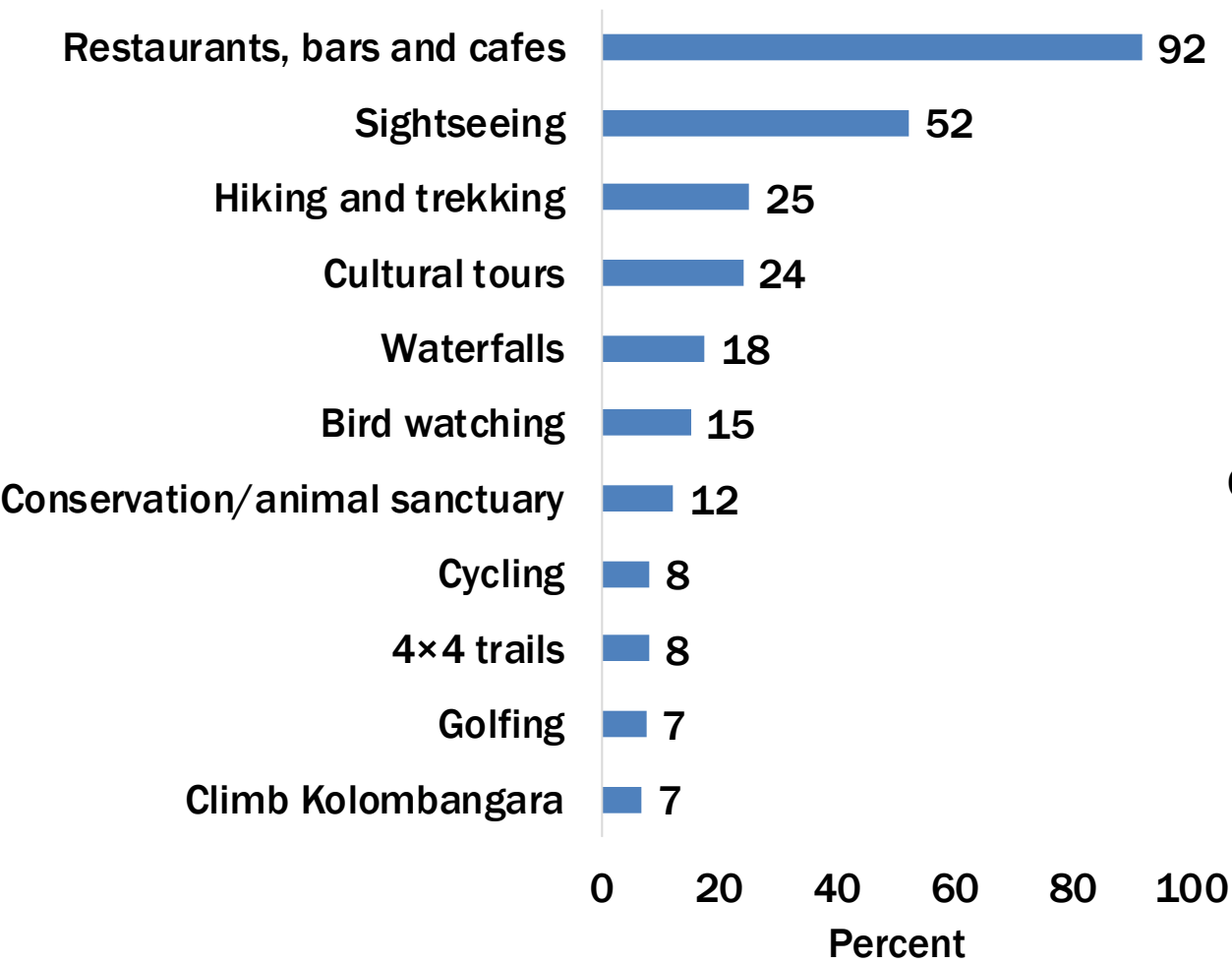
Satisfaction



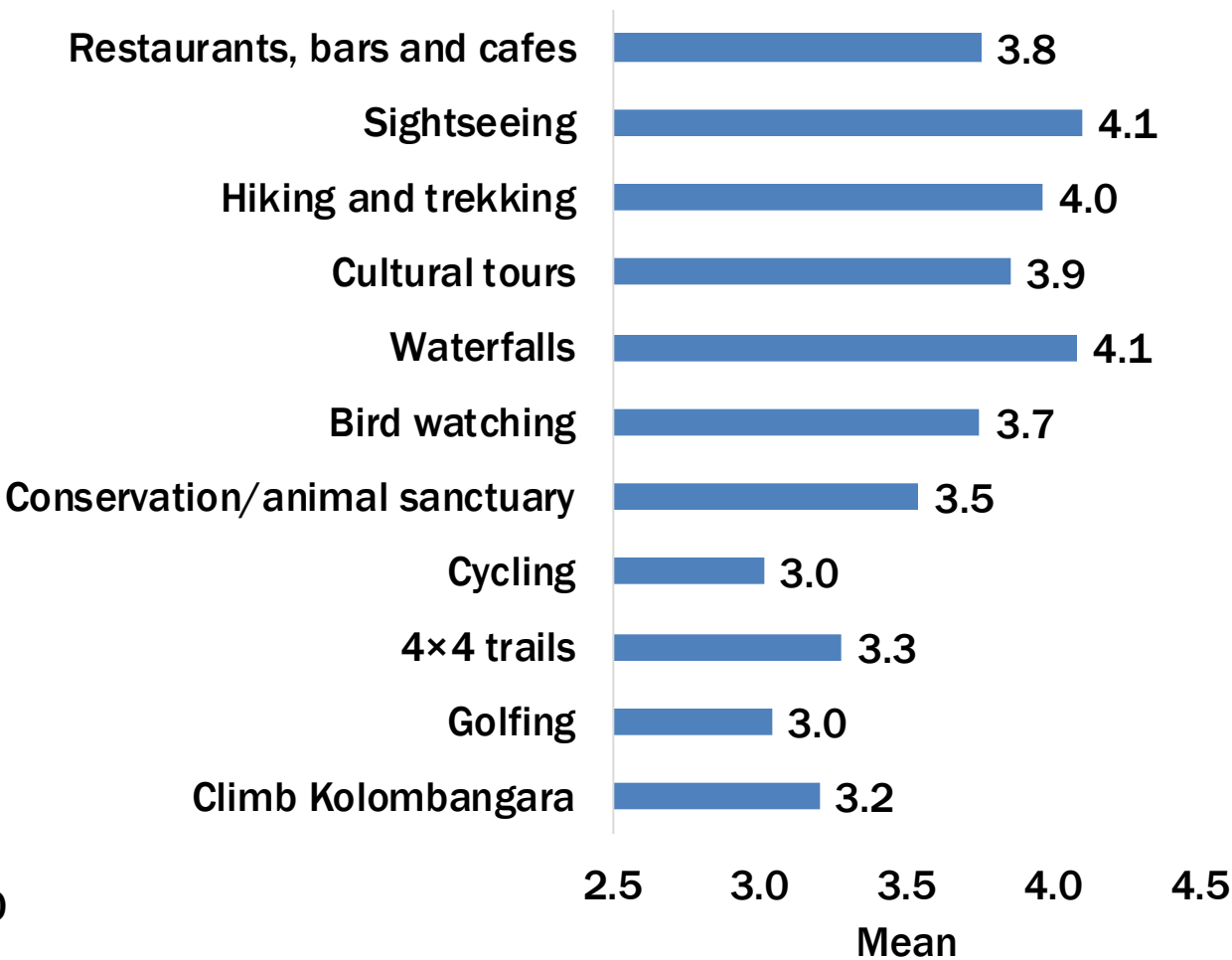
Note: Multiple responses, therefore total does not add up to 100%.

Land Based Activities and Touring

Degree of participation



Satisfaction

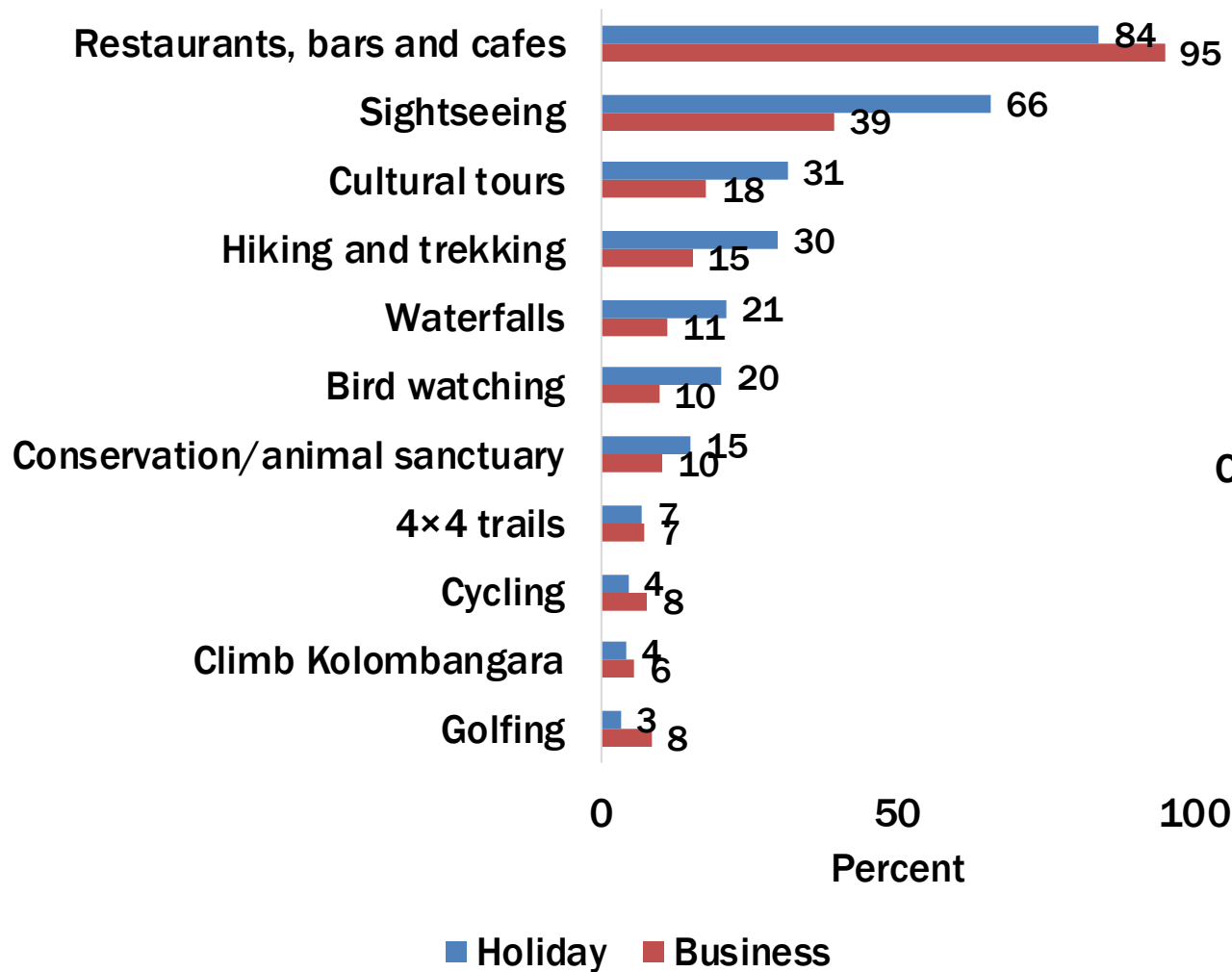


Note: Multiple responses, therefore total does not add up to 100%.

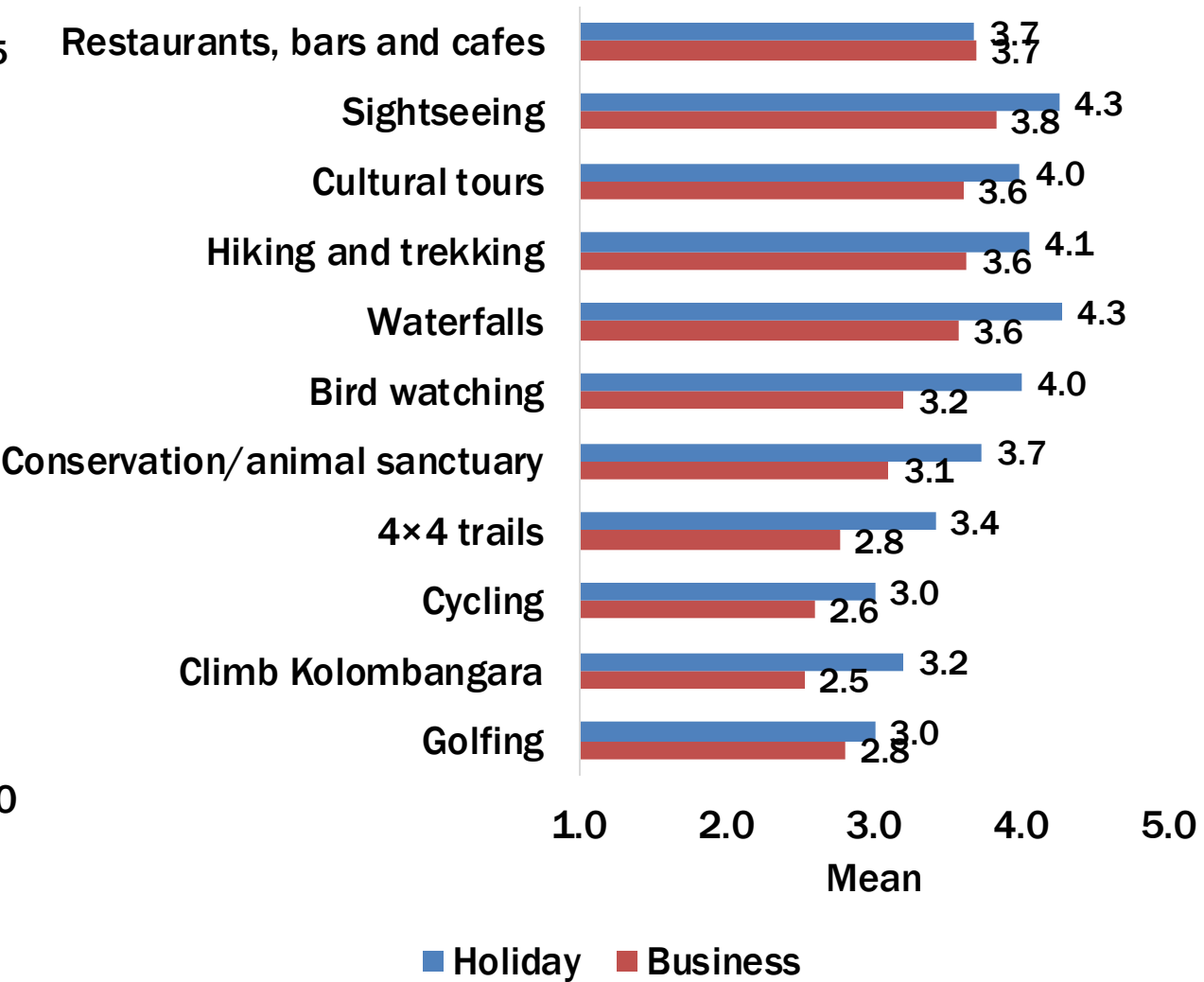
Land Based Activities and Touring

Holiday and Business Visitors

Degree of participation



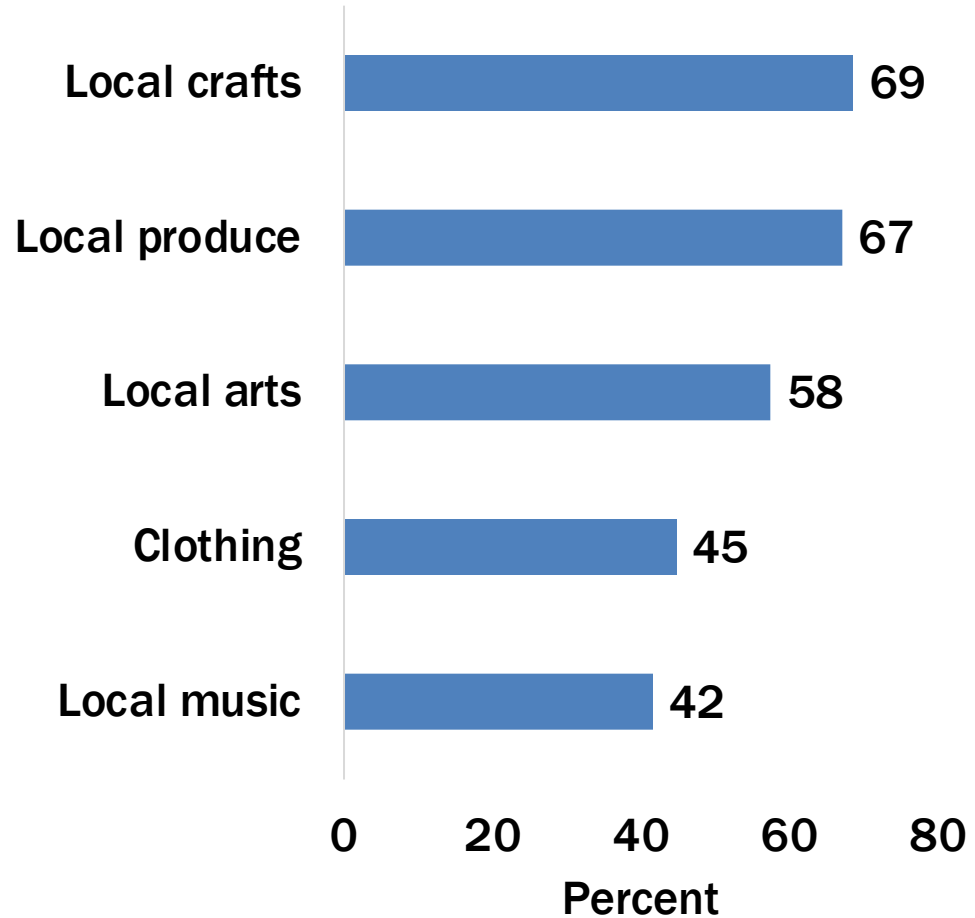
Satisfaction



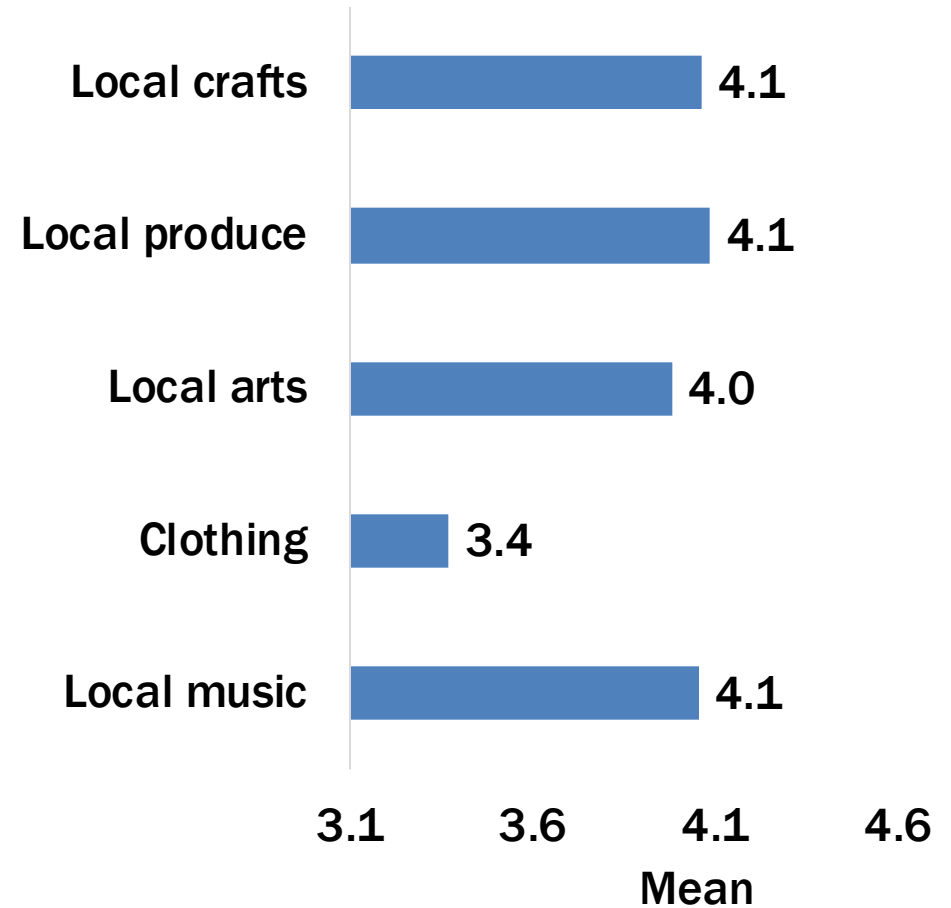
Note: Multiple responses, therefore total does not add up to 100%.

Shopping

Degree of Participation



Satisfaction

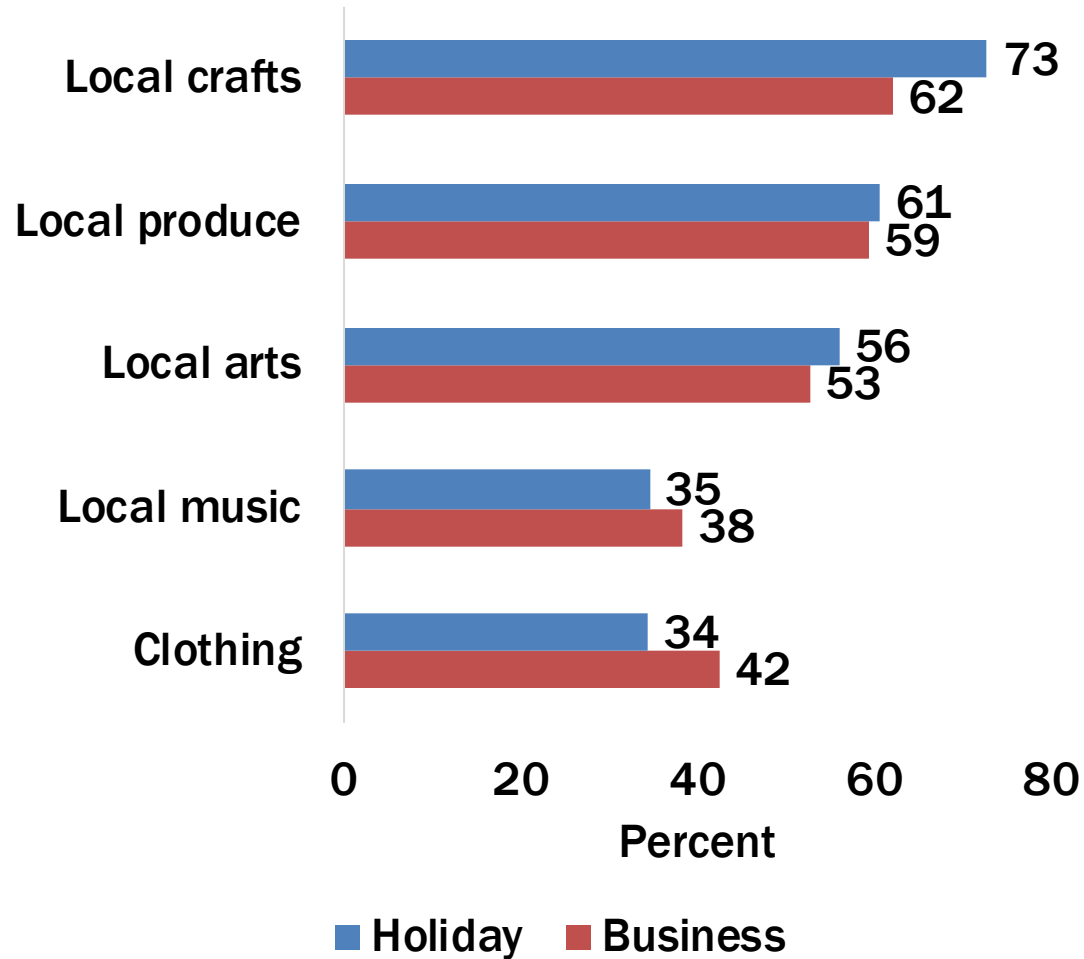


Note: Multiple responses, therefore total does not add up to 100%.

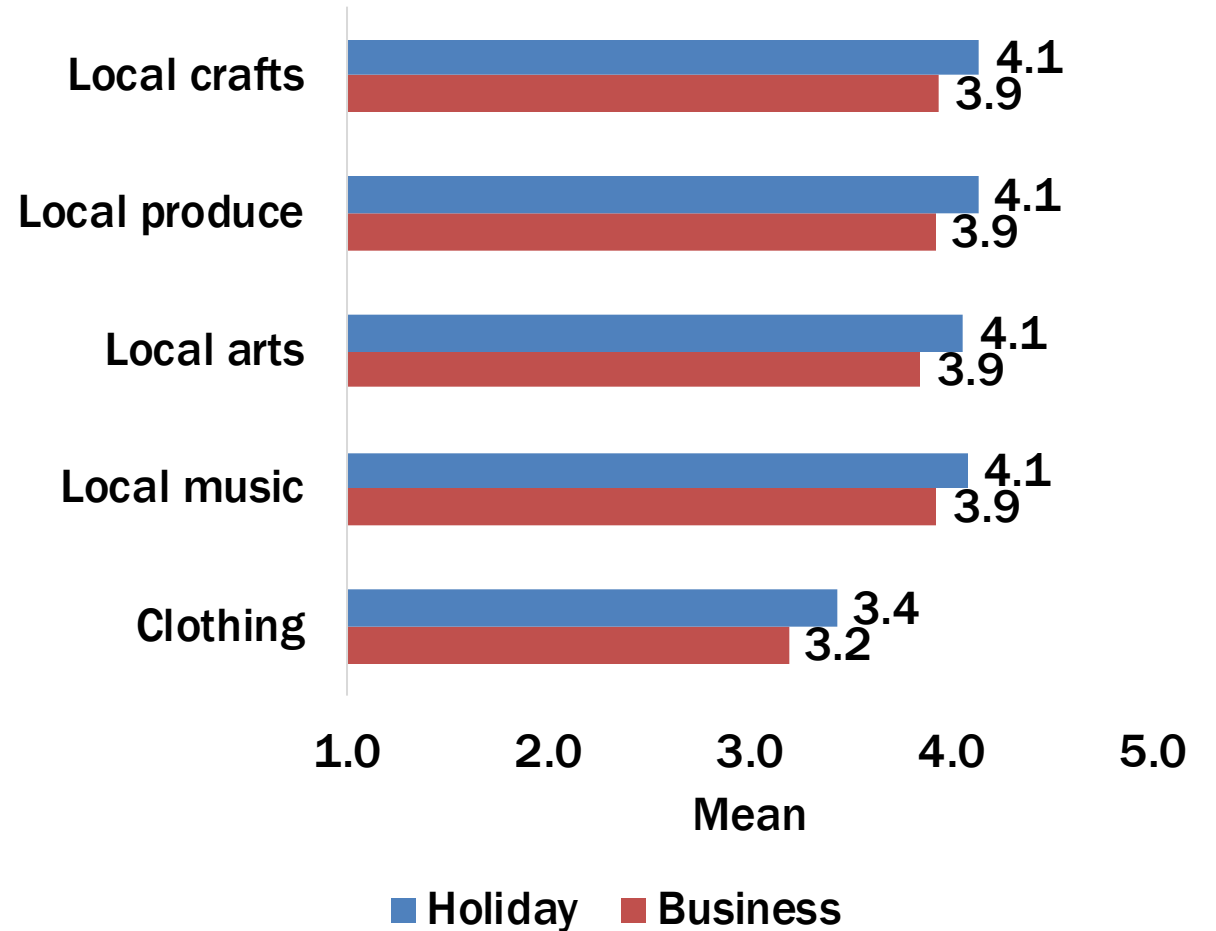
Shopping

Holiday and Business Visitors

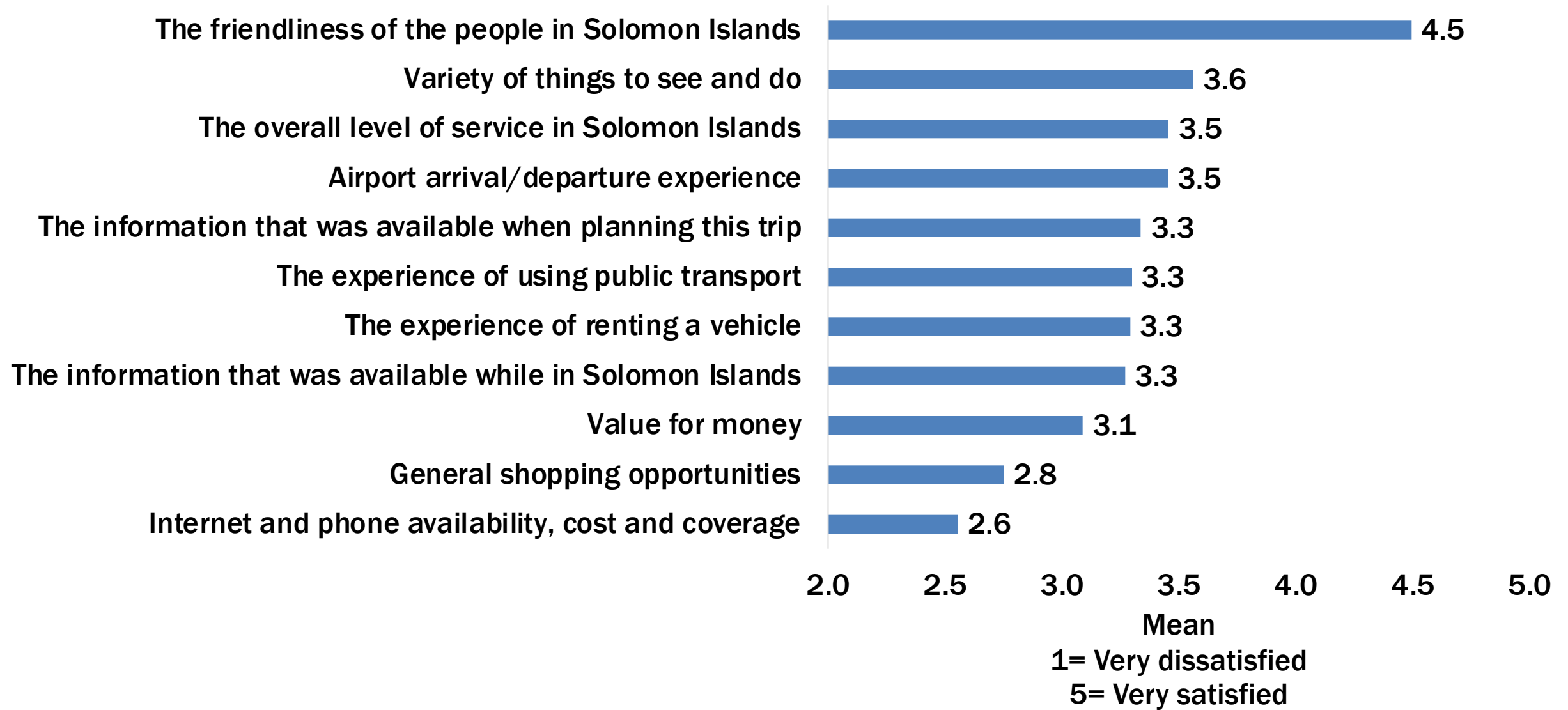
Degree of participation



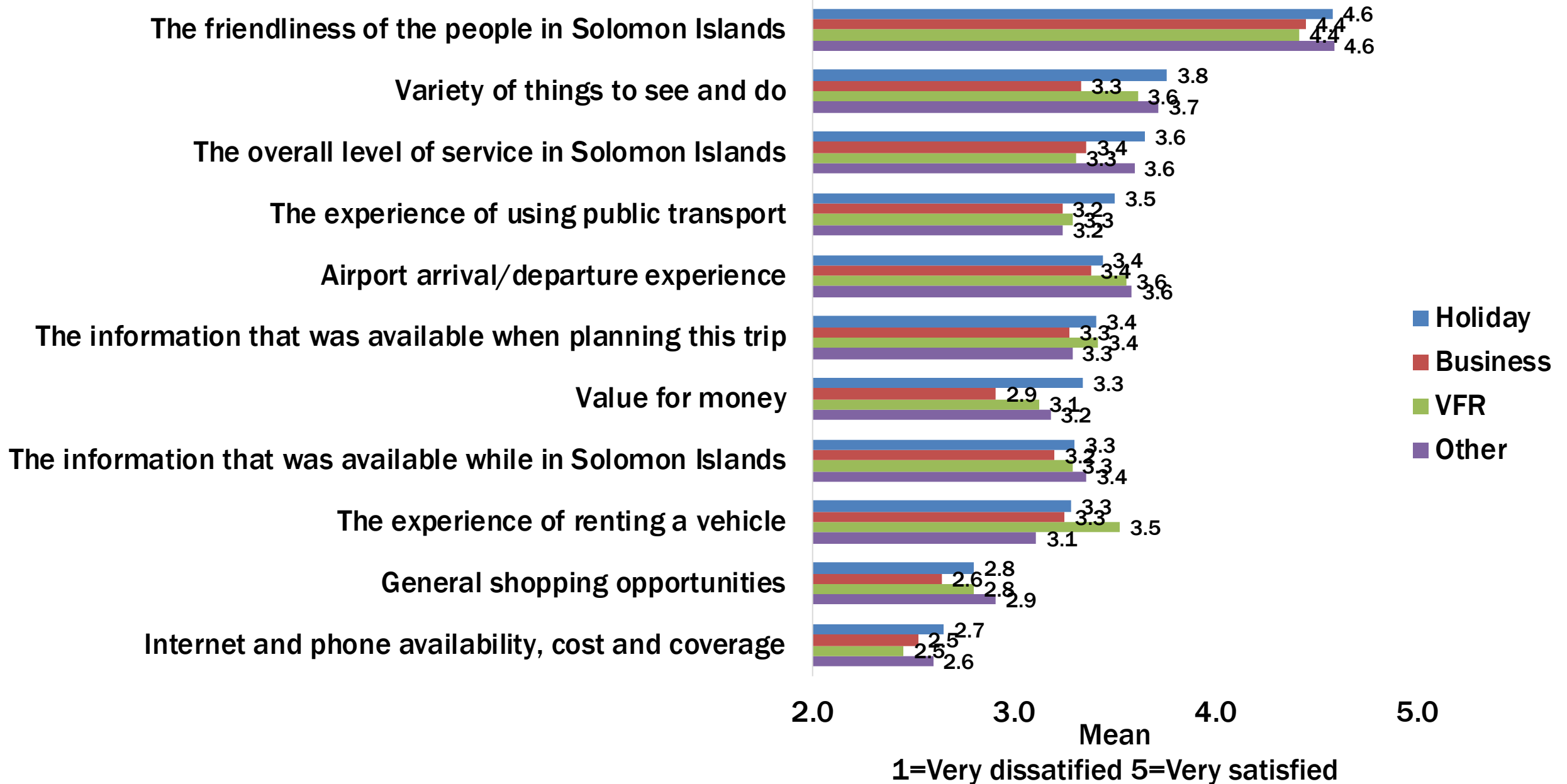
Satisfaction



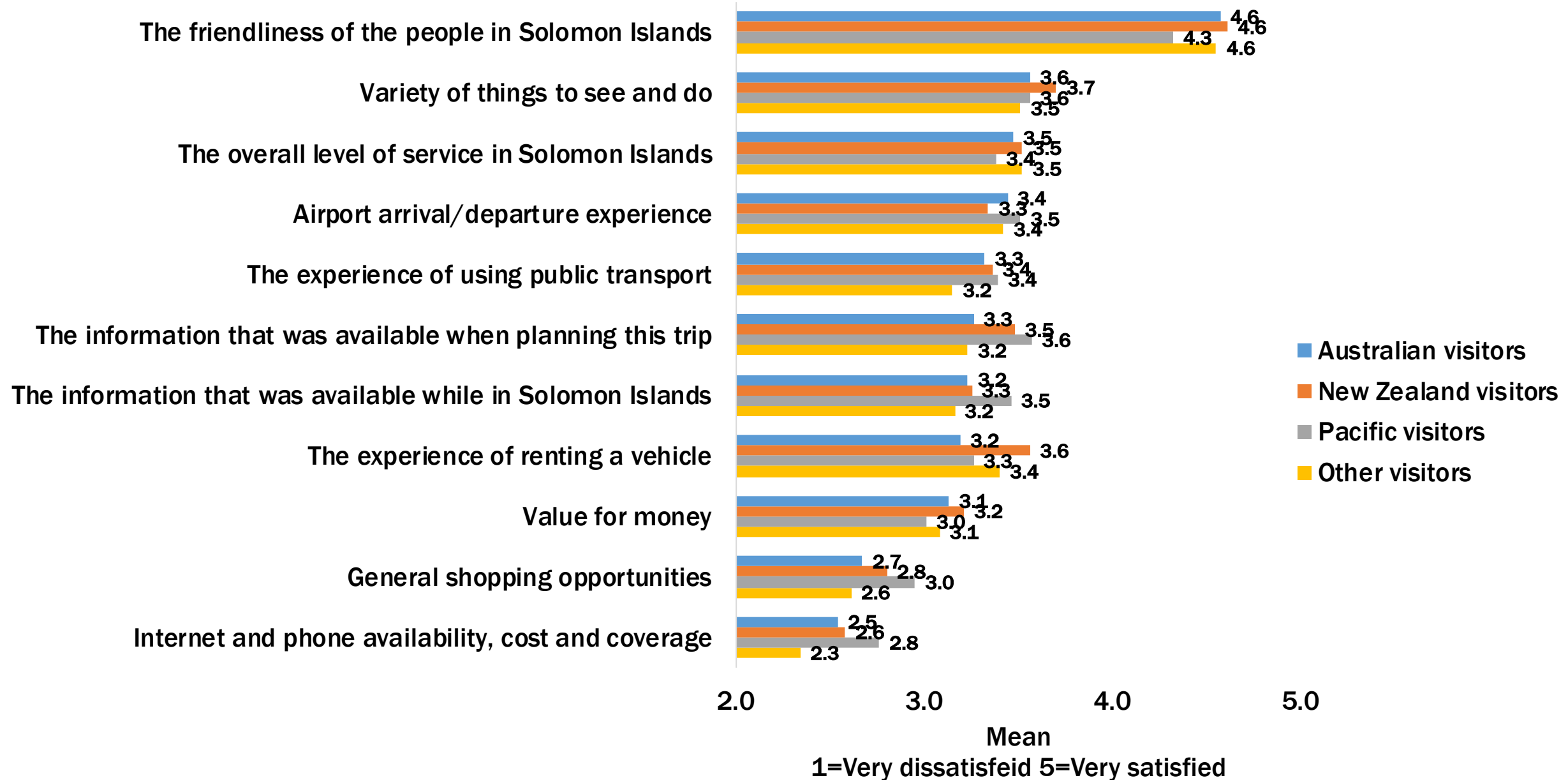
Satisfaction with the Solomon Islands



Satisfaction with the Solomon Islands



Satisfaction with the Solomon Islands



Most Appealing Aspects



28%

**Scenery,
Landscape and
Environment**



45%

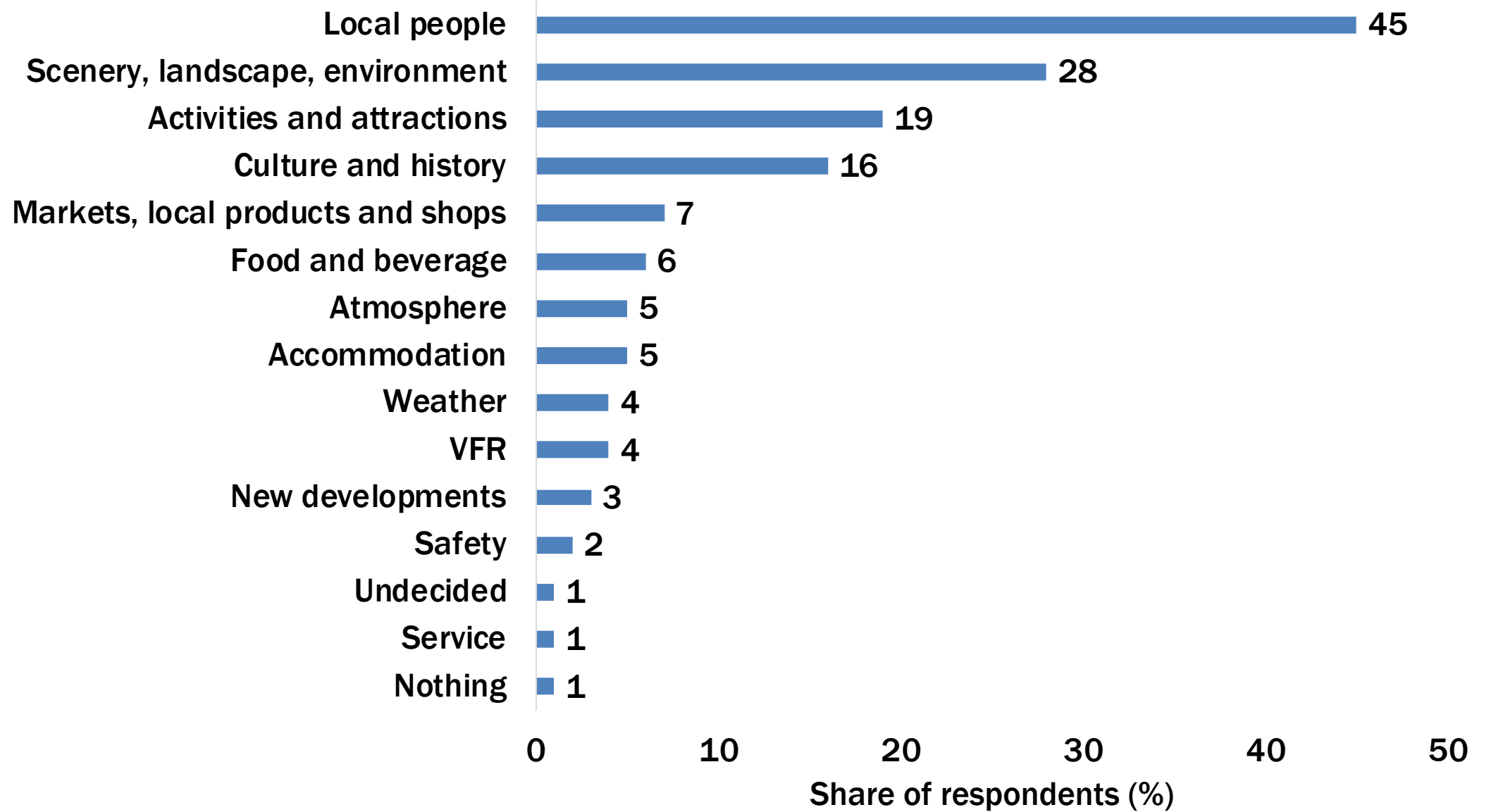
Local People



19%

**Activities &
Attractions**

Most Appealing Aspects



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

Most Appealing Aspects

Local People (45%)

“The **potential of the local people** and the country to **offer a unique** tourism experience.”

“Every time I visit the Solomon Islands it is the **people and the friendly atmosphere** that I find the most appealing.”

“I loved the **friendly people and the local culture** based on the water.”

“The **warmth of the people** and eagerness to **spend time** finding out about each other's cultures.”

“The people are **extremely friendly and helpful**.”

“The simplistic lifestyle and the **beautiful, generous people**.”

Most Appealing Aspects

Scenery, Landscape and Environment (28%)

“Outside of Honiara, it is just **absolutely breath-taking**, the snorkelling is also amazing.”

“The **seclusion and beauty** of the land and sea.”

“The **beauty of the islands**. The dive sites were among the **best I have dived in the world**.”

“The **extremely beautiful** mountains, **forest and bird** life, the amazingly **warm sea**.”

“Fabulous environment from the boat- so **unspoilt and pristine**. Terrific Cetacean watching, 15 different species of Whales and Dolphins - very large numbers of Dolphins. Snorkelling **pristine coral reefs** twice a day from the boat- over **100 species of beautiful fish**, many types of coral & other sea creature.”

Most Appealing Aspects

Activities & Attractions (19%)

“The **adventurous** type of travel: very outdoors orientated, **off the beaten track**.”

“The **snorkelling** opportunities and the **craft** markets (particularly the **carvings**).”

“Solomon Islands are a **little heaven for diving and all activities about the sea**.”

“The **museums and culture, handicrafts**, spectacular scenery, **war history**, beaches (I went free-diving on the Japanese wreck on Bonegi Beach and it was awesome.”

“**Wonderful welcomes** at all the villages we visited, seeing **traditional village customs**. Beautiful clear water, snorkelling.”

“Very **great diving** and the Biliki is a good reason to come back several times.”

“The **cultural activities and church activities** are also most attractive.”

Most Appealing Aspects

Other Comments

“Melanesian arts festival experiences were great.”

“Nice to spend more time in the capital and learn about the history.”

“The culture is so rich and unique. Its known for the jewellery and handicrafts, and the markets and stores never disappoint for these items.”

“Amazing talented local artists - this needs to be promoted more. I have travelled extensively around the globe and the local artists in the Solomons are on par with the best.”

“I love their handicrafts and I'm looking to visit again to get some more.”

“Honiara markets are a great place for local produce.”

“I really enjoyed talking to locals at the gallery, craft stalls, markets etc.”

Least Appealing Aspects



35%

**Environment
and Rubbish**



33%

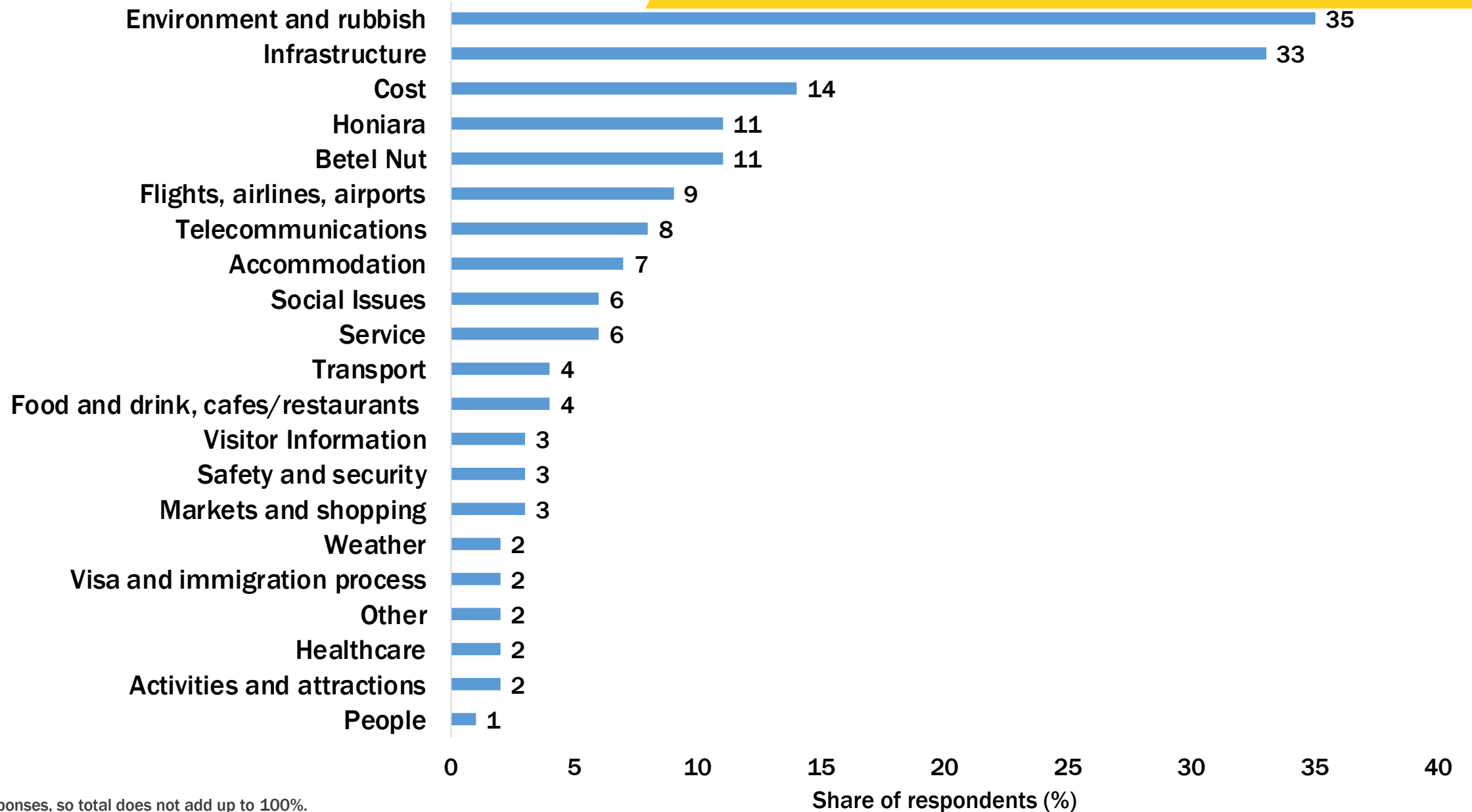
Infrastructure



14%

Cost

Least Appealing Aspects



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

Least Appealing Aspects

Environment and Rubbish (35%)

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

“Walking around in the streets, and seeing rubbish thrown everywhere and beetle nut spat all throughout the streets. It makes everything and everyone look dirty

“It was sad to see the state of Honiara in terms of the trash. Seeing it all over the road, land, and flowing into the ocean was very sad. It would be great if there was something that can be done to help this situation.”

“The filth, garbage and plastic bottles piled on the side of roads and in the ocean and harbour in Honiara. Overflowing skip bins of rubbish. Orange Beetle nut spit on paths and buildings. Pollution from vehicles.”

**“The rubbish!!!! It is hard to see the beauty of the island when it is covered in rubbish
Rubbish on the street in Honiara is getting worse each visit I take and the amount of beetle nut spit on the ground is not very welcoming.”**

Least Appealing Aspects

Infrastructure (33%)

Quality of roads (includes potholes), plus traffic

“The dusty roads and the traffic jams were so annoying it delayed a lot of our meetings.”

“The roads were appalling and full of pot holes.”

Telecommunication connectivity

"Internet at hotel and elsewhere is unreliable and slow."

Water, electricity and power

“Lack of water for showers and electricity for most of the day.”

"The potholes, the lack of infrastructure, the lack of availability of proper utilities such as water, electricity and sewage systems for all people in the Country, the high cost of utilities and telecommunications and internet."

Least Appealing Aspects

Cost (14%)

Cost of Accommodation

"Everything is expensive. The prices for accommodation and restaurants have been largely adjusted to Australian process while not delivering to the style level of comfort and standard."

"Rubbish in the streets and relatively high cost of hotel accommodation."

Cost of Telecommunication

"The excessive cost of hotel internet. In most countries this is free."

Cost of travel and activities

"We would have visited more places but couldn't justify paying multiple kustom fees that weren't value for money just to glimpse rusty unkempt WW2 relics. Approx \$20+ AUD for each site/memorial is quite high."

Least Appealing Aspects

Other comments

Honiara

“Honiara is less than appealing. We limit transit time as much as possible.”

Airport / Air Services

“Least attractive - constant delay in flights and how old and unsafe the planes look.”

Accommodation

“Limited options, information and facilities, and disorganisation of services.”

Customer service

“Customer Service. People act uninterested, bored and generally go about the duties in a slow and lazy manner. Can be frustrating.”

Suggestions for Improvements



66%

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



- 39%** Public Infrastructure
- 17%** Environment, cleanliness, hygiene
- 12%** Cost and price
- 12%** Flights and airports
- 10%** Travel information
- 8%** Service
- 7%** Accommodation
- 5%** Tours, activities, and attractions
- 4%** Food and drinks
- 3%** Local people
- 2%** A longer stay

Suggestions for Improvements

“More **visitor information** and improved **transport**.”

“Further **training for staff regarding customer service** in hotel accommodation, shop frontage needs tidied up. Need to **keep Honiara City clean and tidy**.”

“There is **so much to see and do**, but independent tourists (even with knowledge of the country) have **difficulty accessing correct information about available services**.”

“**Better value for money** in accommodation/food and service and **availability of options for sightseeing and travel**.”

Return to Solomon Islands



88%

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



Main Reasons Not To Return

- Poor value for money
- Want to visit other destinations
- Limited attractions and activities
- Poor facilities/infrastructure
- Only for business work
- Low level of service
- Environmental pollution

Reasons not to return to Solomon Islands

“I felt the whole time I was there I was **being ripped off**. I could have gone to Bali for 1/2 the cost and had excellent service and food.”

“It is far away and even though the trip was unforgettable, it **did not reach my expectations** (**nature was disturbed** more than I thought).”

“**Limited opportunities** to sightsee and take part in cultural experiences.”

"Would **go to one of the other Pacific Islands**. There is more to do and less dirty.”

Recommending Solomon Islands



83%

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



Reasons Not To Recommend

- Poor Value for Money
- Poor Facilities and Infrastructure
- Low Level of Service
- Limited Attractions and Activities
- Not a tourist destination
- Environmental Pollution
- Dirty
- Visit Other Destinations
- Flight related issues

Reason not to Recommend the Solomon Islands

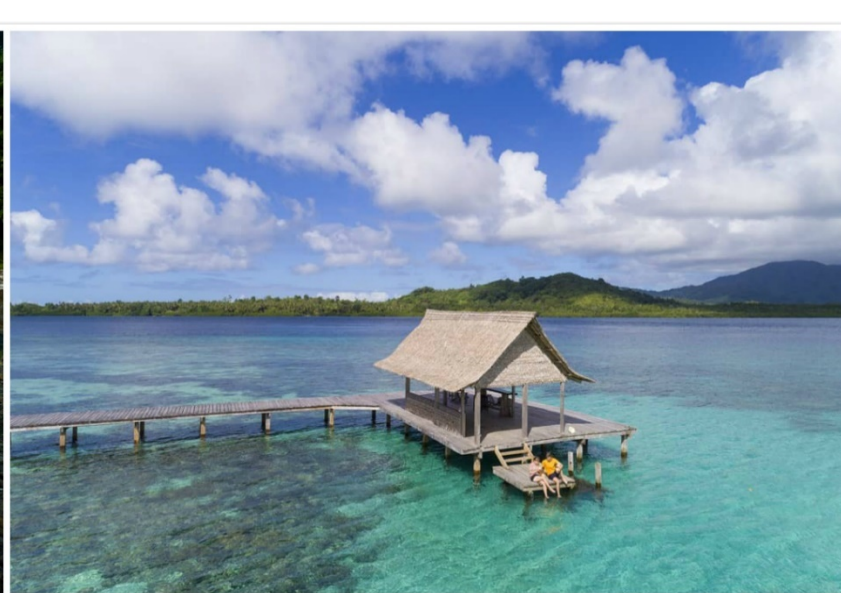
“Honiara had **no tourist infrastructure.**”

“I would recommend the place but the **cost is prohibitive.**”

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

“Very expensive, **poor value for money as a holiday destination.**”

“**Poor value for money, dirty,** not friendly, **few attractions,** weak infrastructure, **not safe** for women at night.”



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/>