



# Solomon Islands International Visitor Survey

January to June 2019 Data and Broader Insights

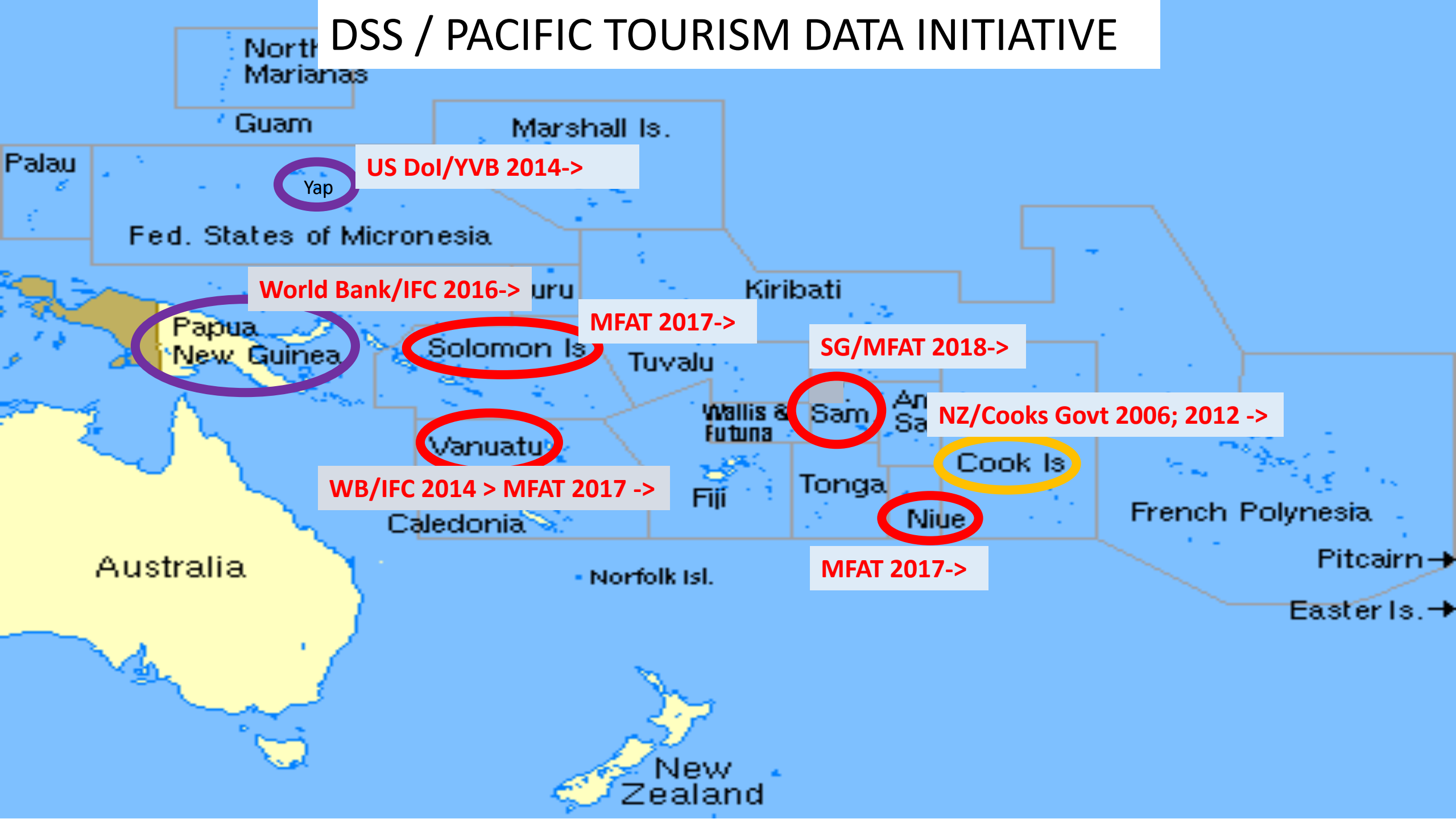
SINU, Kukum Campus, 19 November, Honiara



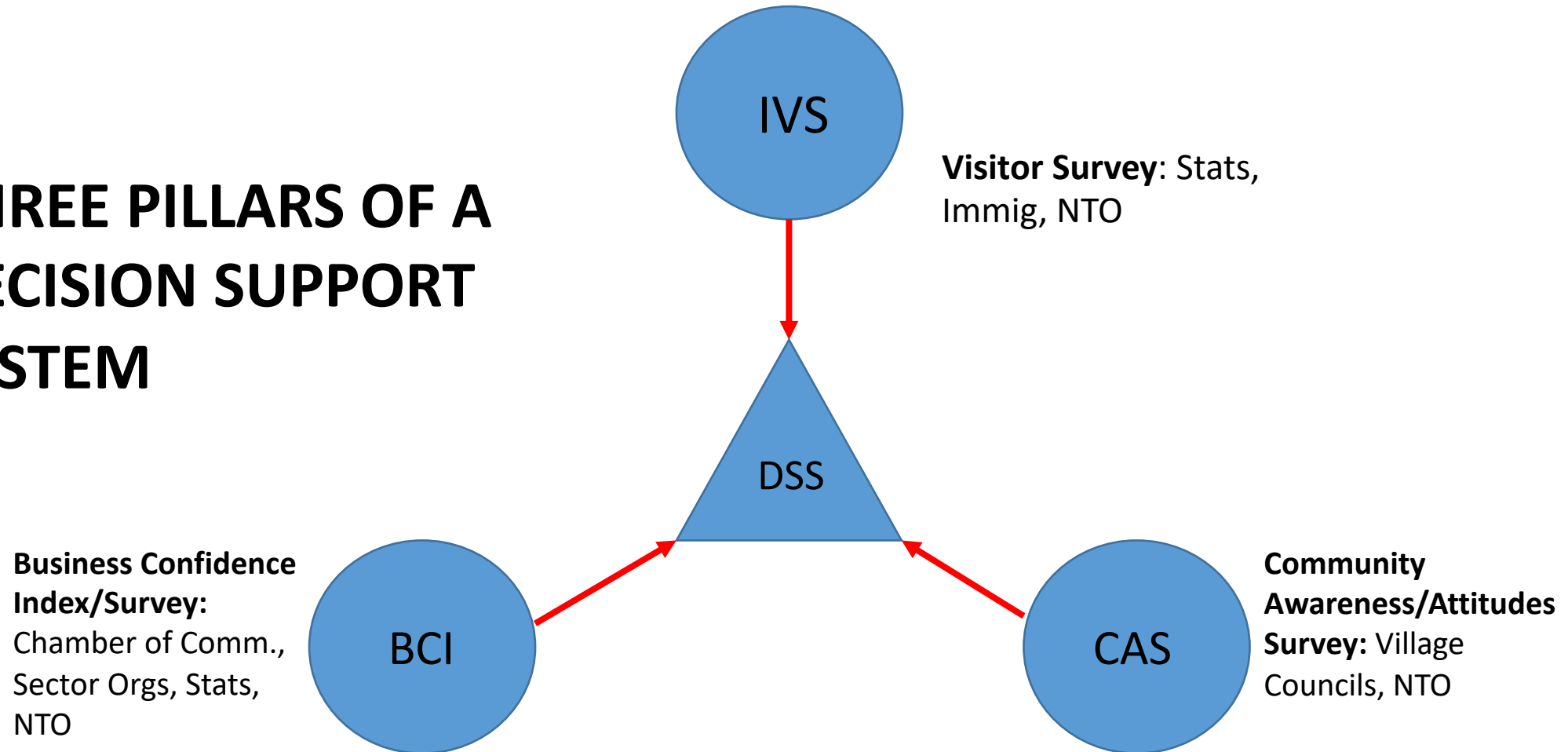
SOLOMON ISLAND GOVERNMENT



# DSS / PACIFIC TOURISM DATA INITIATIVE



# THREE PILLARS OF A DECISION SUPPORT SYSTEM





# Solomon Islands PTDI Resources

[www.nztri.org.nz/4382478-ptdi-solomonislands](http://www.nztri.org.nz/4382478-ptdi-solomonislands)




#### Available Resources


 [Solomon Islands - International Visitor Survey - Results \(Short\) - Jan 2018 - Dec 2018](#)

 [Solomon Islands - International Visitor Survey - Results \(Long\) - Jan 2018 - Dec 2018](#)

 [Solomon Islands - International Visitor Survey - Results Report - Jan 2018 - June 2018](#)

 [Solomon Islands - International Visitor Survey - Presentation - Jan 2018 - June 2018](#)

 [Solomon Islands International Visitor Survey Instrument](#)

 [Solomon Islands Business Confidence Index - Survey Instrument](#)



# January to June 2019 Respondents



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

Response Rate of **13.2%**



**Jan 2018 – June 2019**

1,800+ Responses

14.6% Response Rate



Total number of responses: **534** 2000 +



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



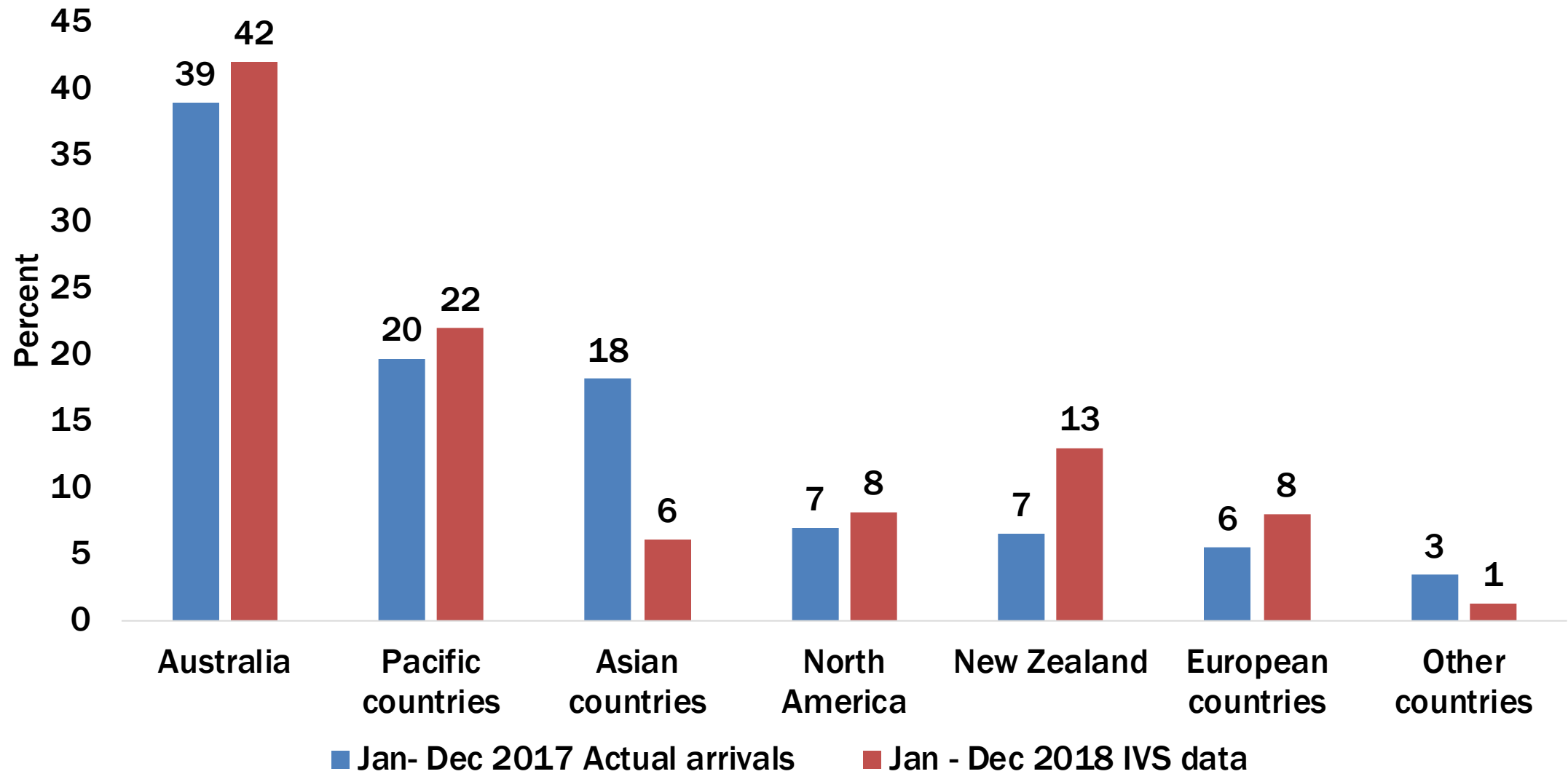
# Solomon Islands

## International Visitor Survey

### Visitor Characteristics

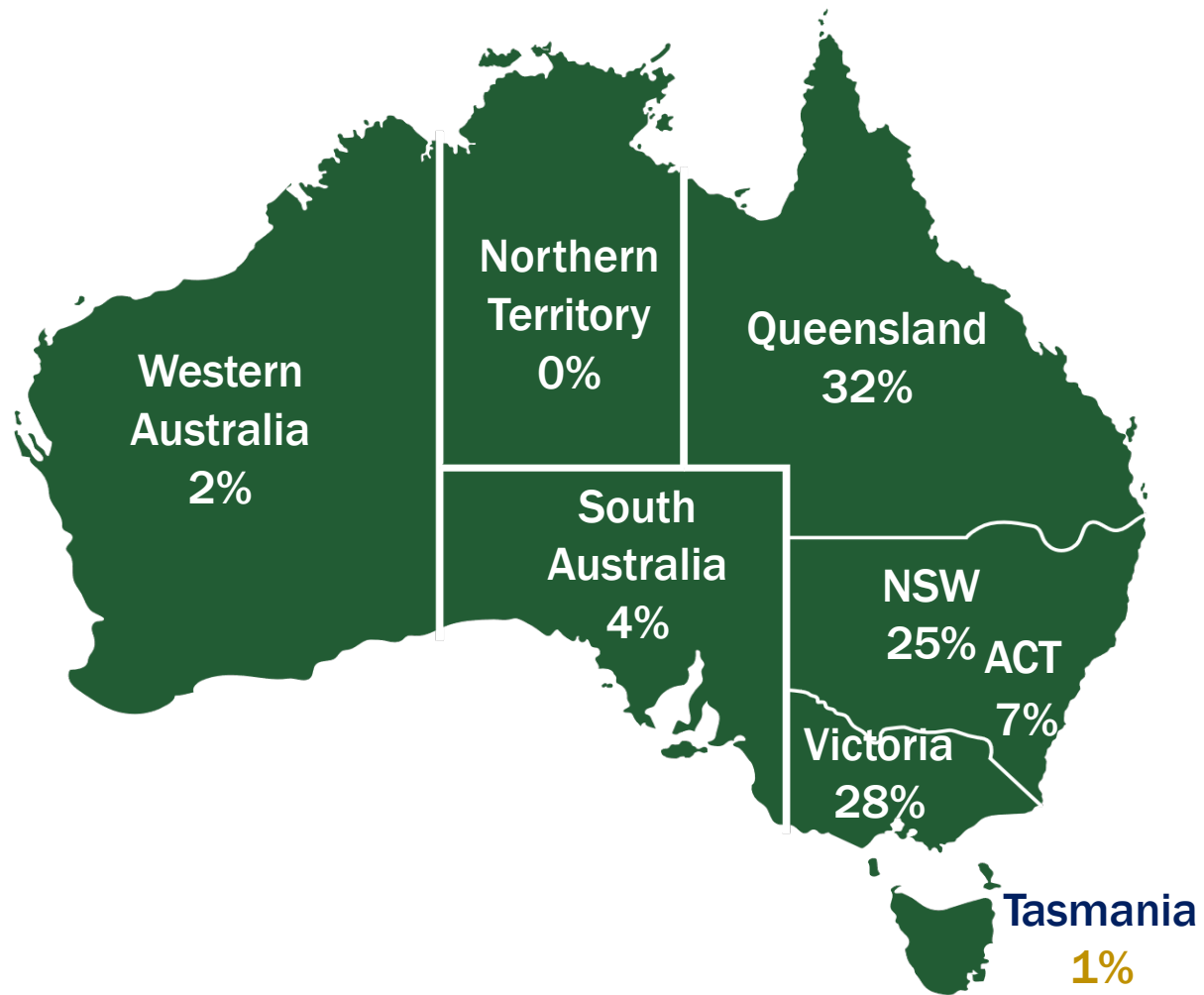
Age, gender, education, country of origin, income, purpose of visit, travelling companions, number of previous visits, length of stay, type of accommodation, transport used, information sources, purchasing behaviour.

## Country of Origin





# Australian Respondents



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

# Visitor Characteristics

## Annual Household Income (US\$)



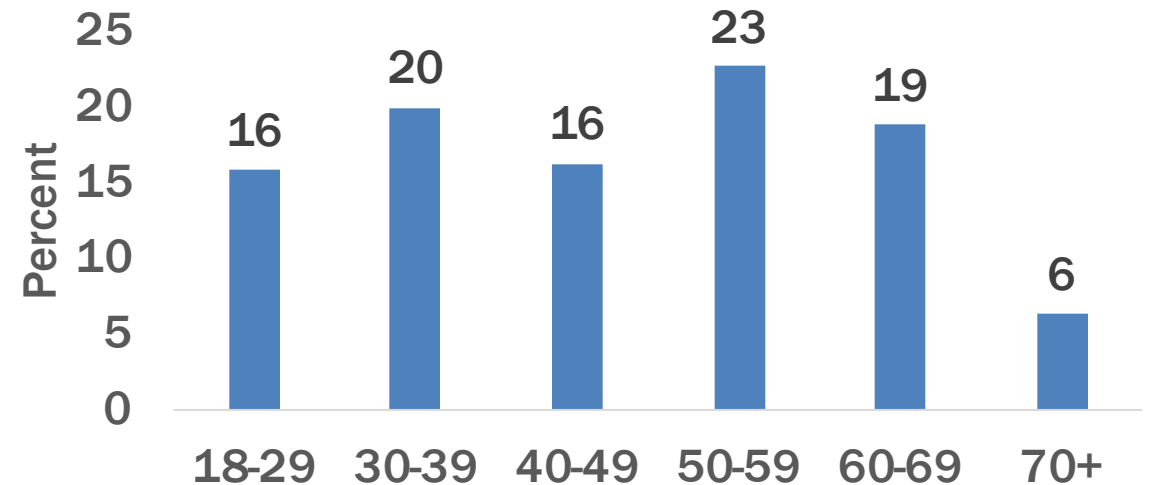
36%	Under \$50,000
38%	\$50,001 - \$100,000
16%	\$100,001 - \$150,000
6%	\$150,001 - \$200,000
2%	\$200,001 - \$250,000
2%	Over \$250,001

## Highest Qualification



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

## Age Distribution



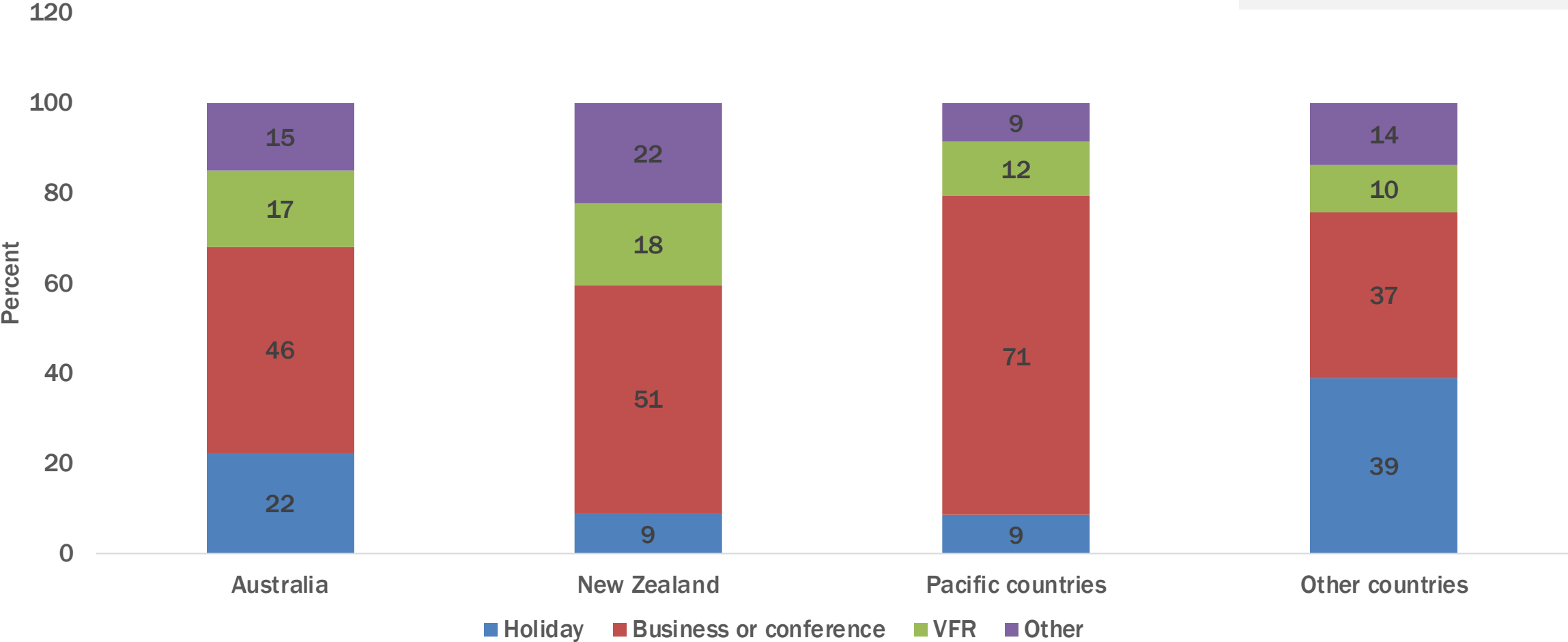
## Respondent Gender

38%	Female
62%	Male

# Purpose of Visit by Market

Overall PoV

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



# Visitor Characteristics

## Main Purpose of Visit

## Travel with\*

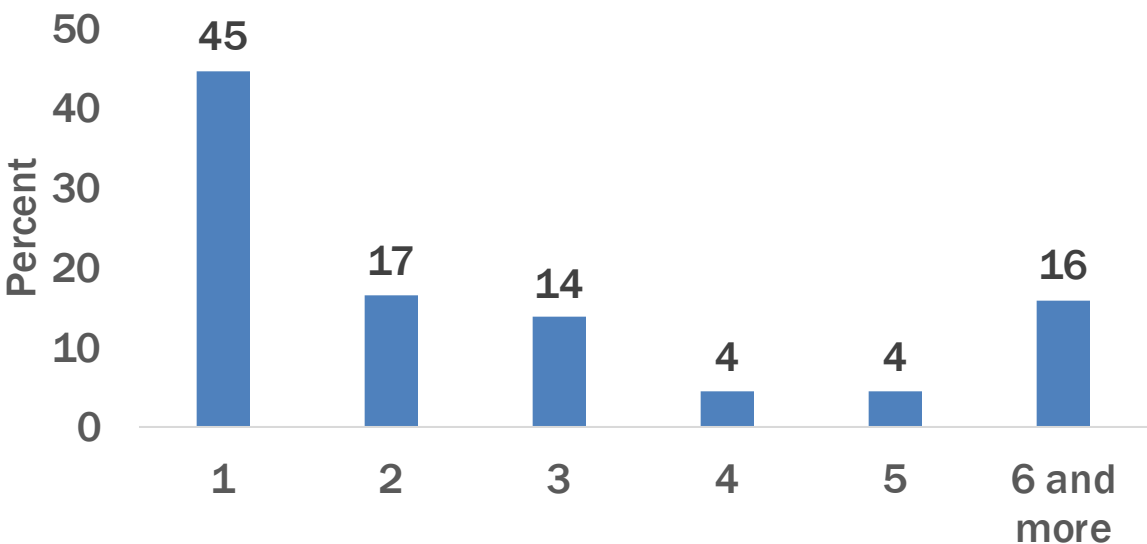
- 40% Work Colleagues
- 36% Partner/Spouse
- 14% Friends
- 13% Family Member(s)
- 6% Organised group
- 2% Tour group
- 2% Other

## 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 – Business Visitors

## Travel Companions

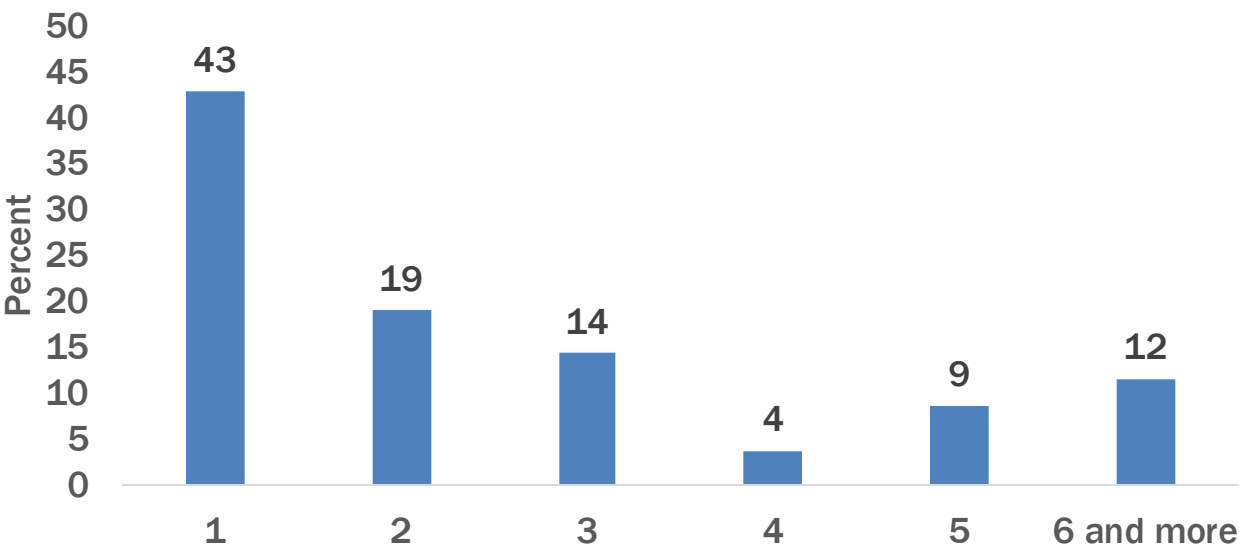
42% with others

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 – Holiday Visitors

## Travel Companions

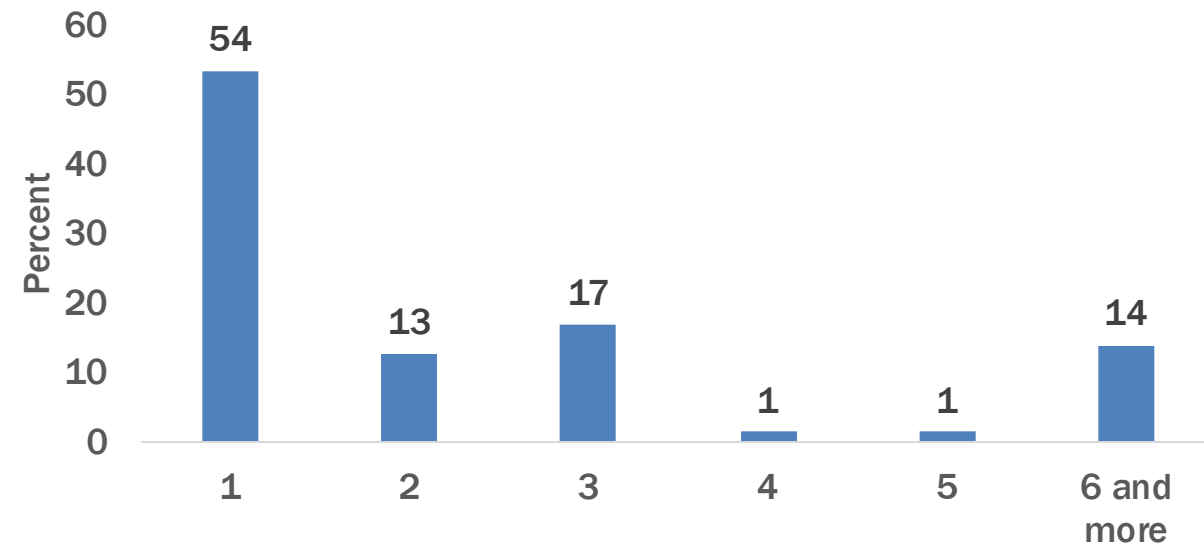
**61%** with others

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

## Travel with\*

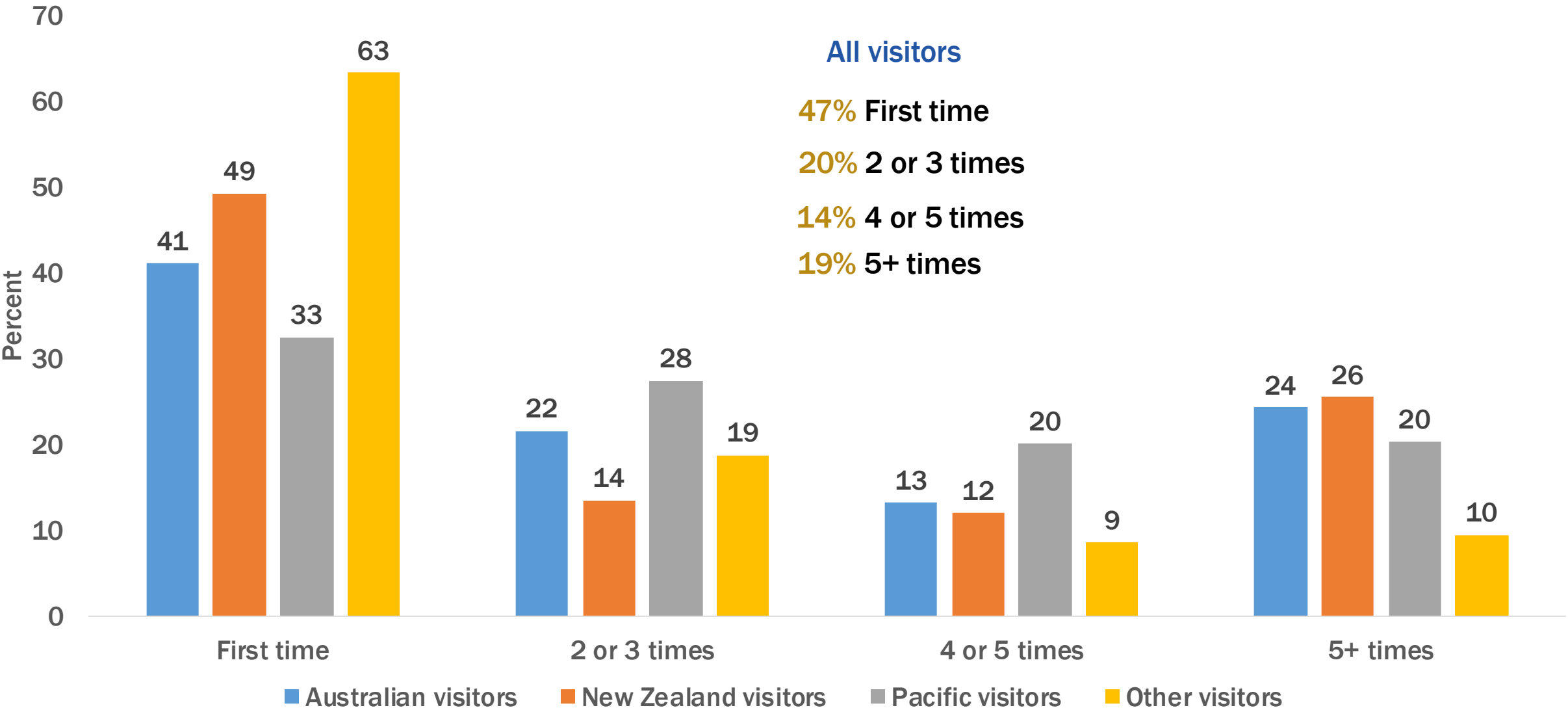
<b>63%</b>	<b>Partner/Spouse</b>
<b>29%</b>	<b>Friends</b>
<b>16%</b>	<b>Family Member(s)</b>
<b>6%</b>	<b>Tour group</b>
<b>1%</b>	<b>Work colleagues</b>
<b>1%</b>	<b>Other</b>

## Number of Companions



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

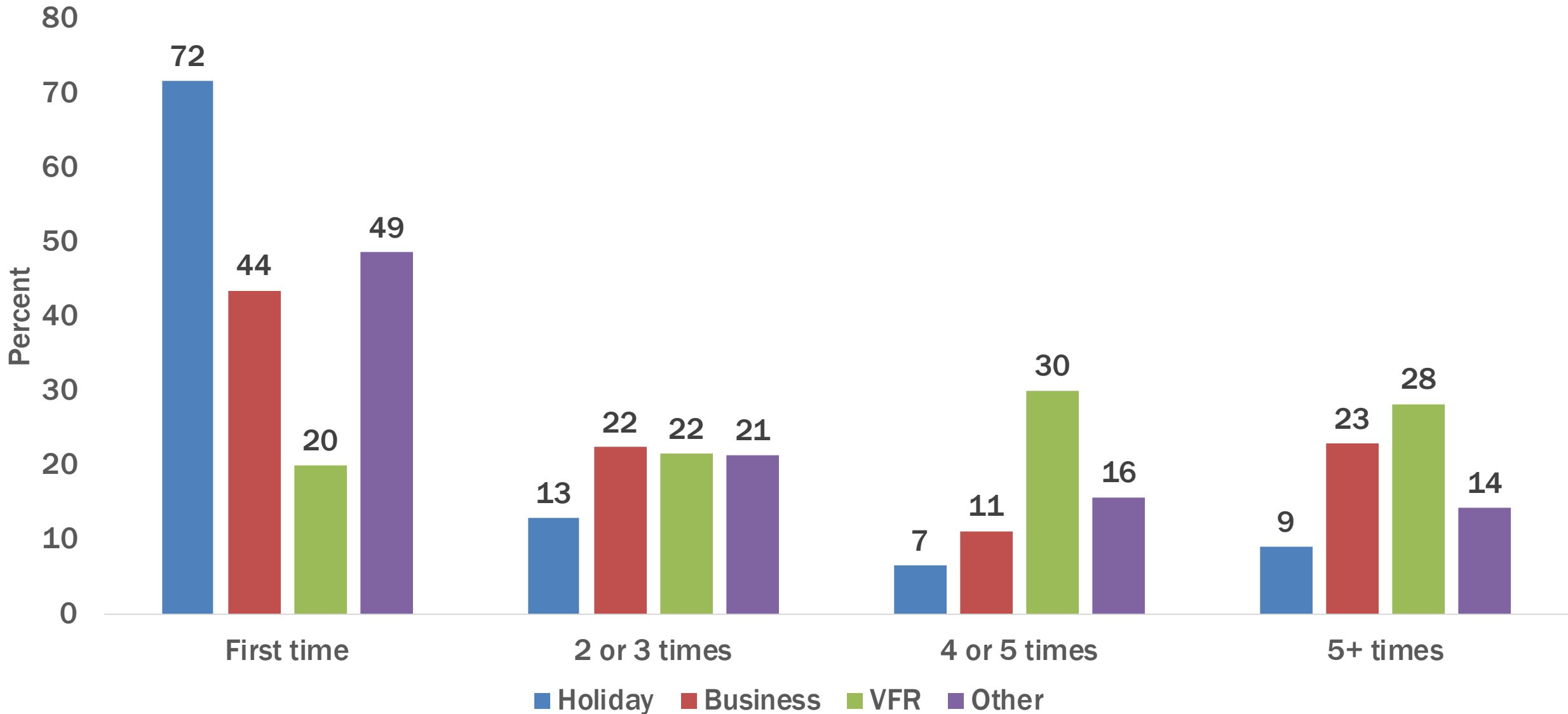
# Previous visits



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

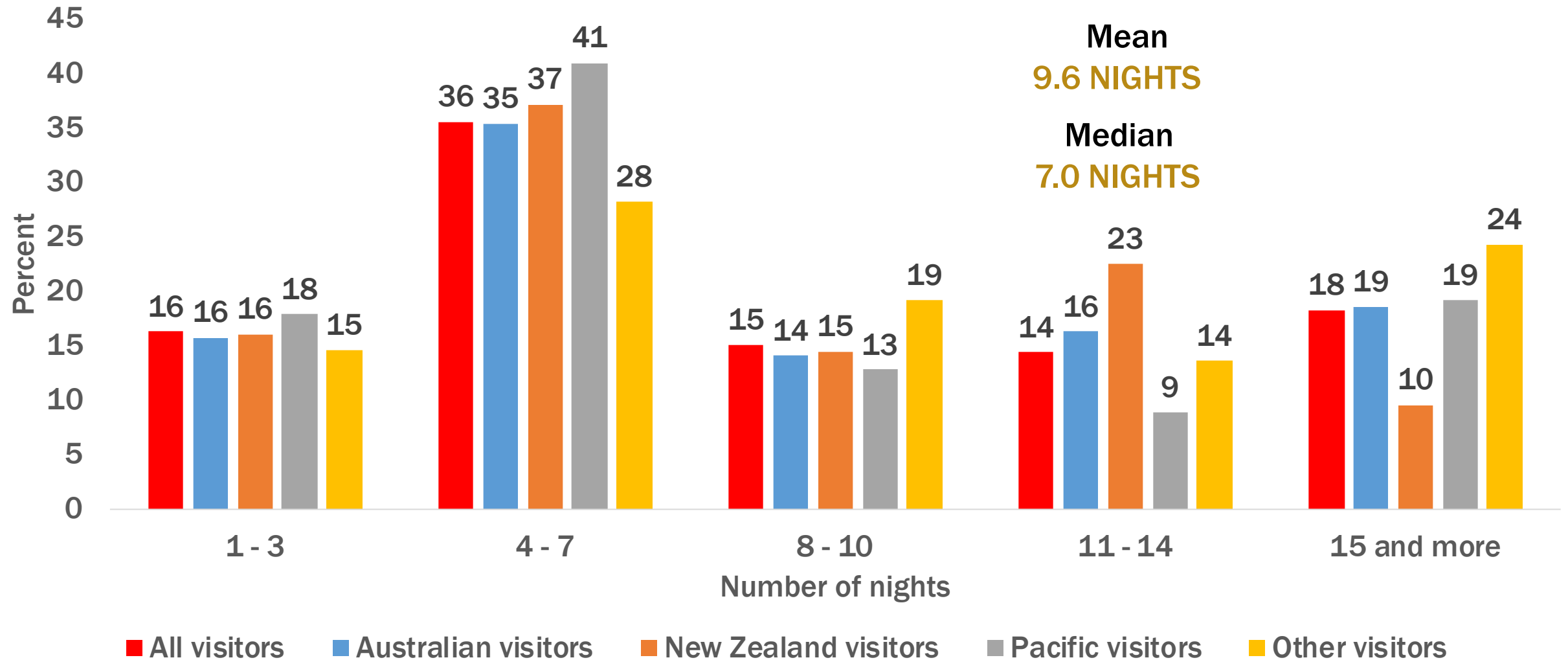


# Previous visits (including most recent)



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.

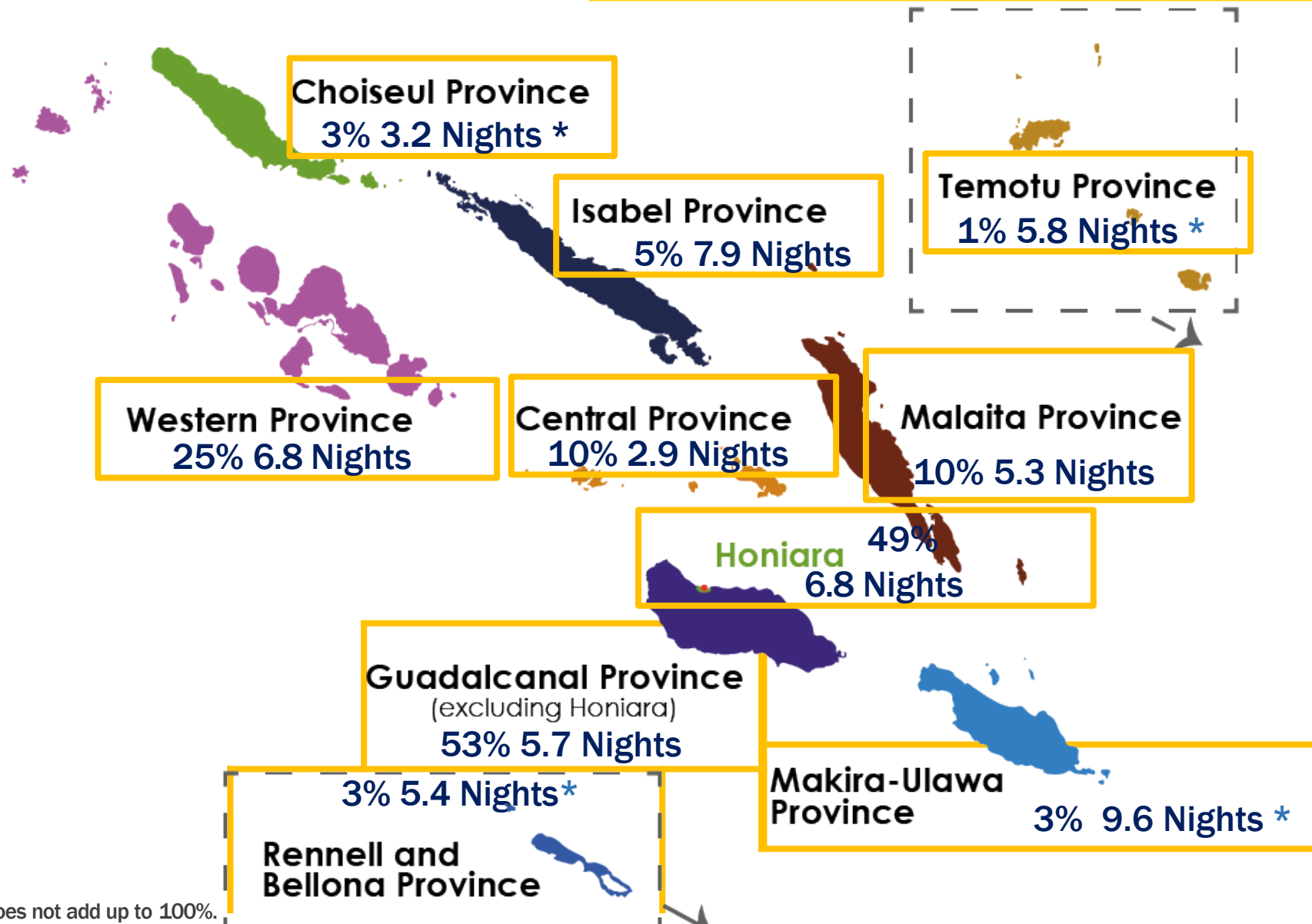
Note: Numbers may not sum to 100% due to rounding.

# Length of Stay

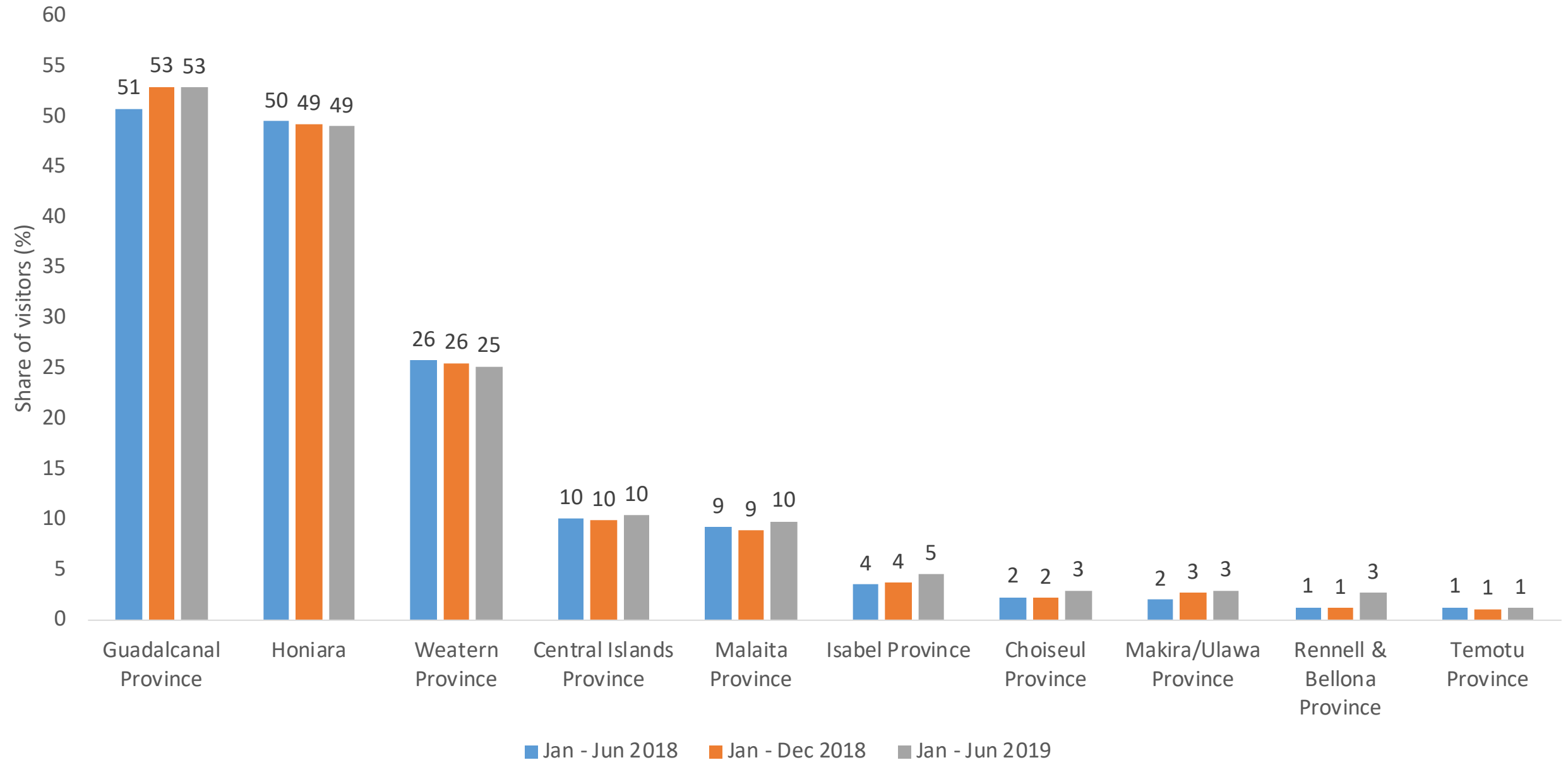
	Overall	Australia	New Zealand	Pacific	Other markets	Holiday visitors	Business or conference visitors	VFR visitors
Mean (Nights)	9.6	9.6	8.7	8.8	10.7	10.1	8.0	11.0
Median (Nights)	7.0	7.0	7.0	7.0	8.5	9.0	6.0	10.0

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



## Provinces Visited and Provincial Length of Stay

## Holiday and Business visitors

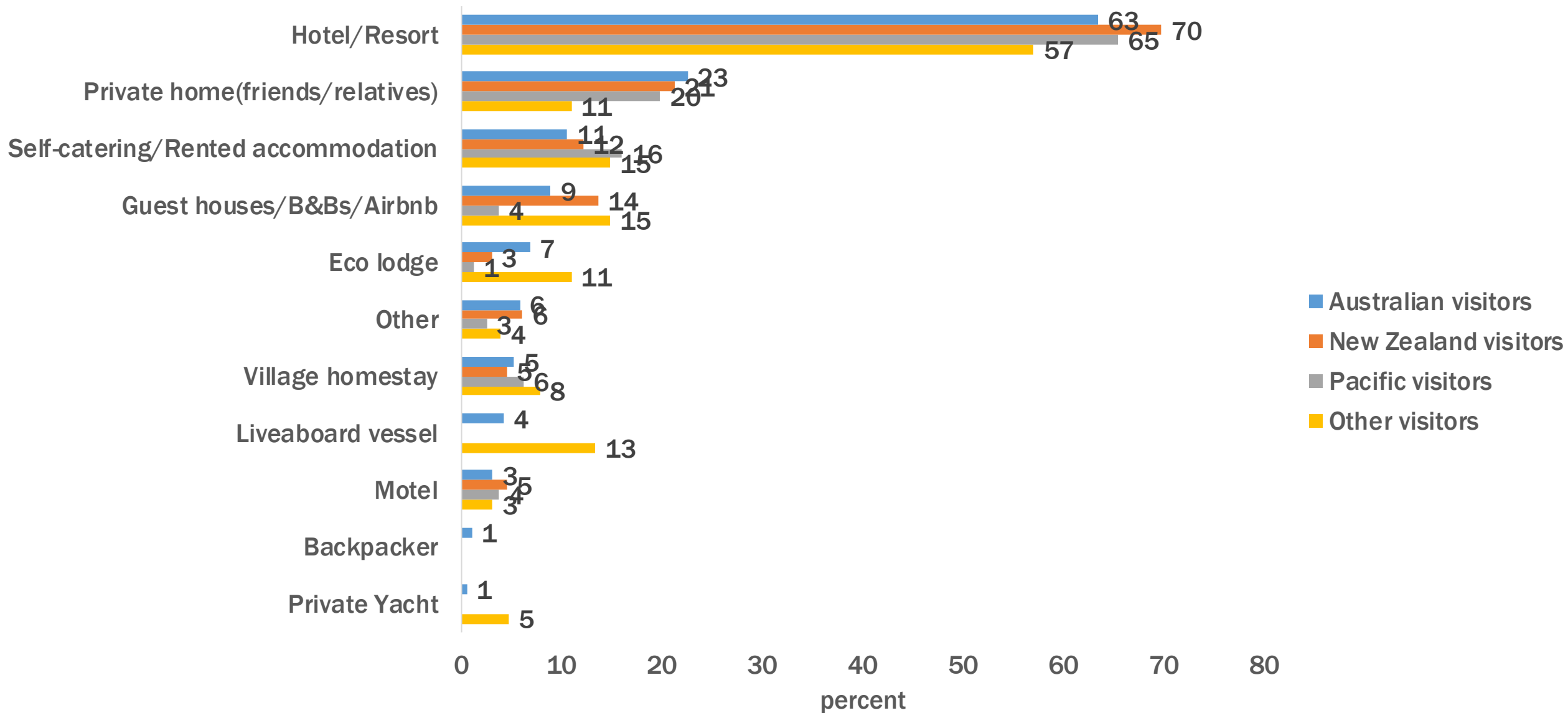
	Holiday visitors (%)	Business visitors (%)
Guadalcanal Province	60	49
Western Province	50	16
Honiara	38	54
Central Islands Province	21	6
Malaita Province	15	8
Isabel Province	9	4
Choiseul Province	6	2
Makira/Ulawa Province	2	3
Temotu Province	1	1
Rennell & Bellona Province	0	4

	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.

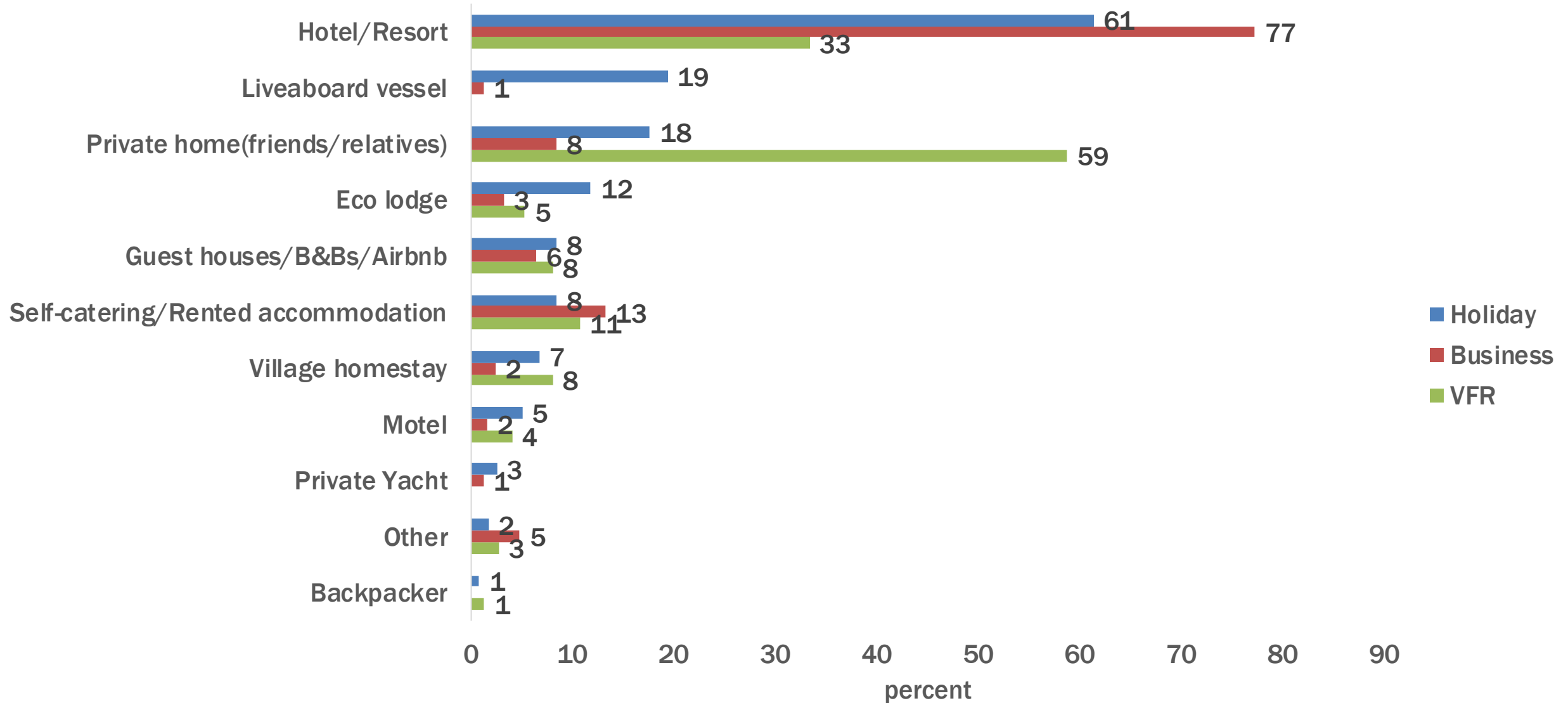
# Types of Accommodation Used



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

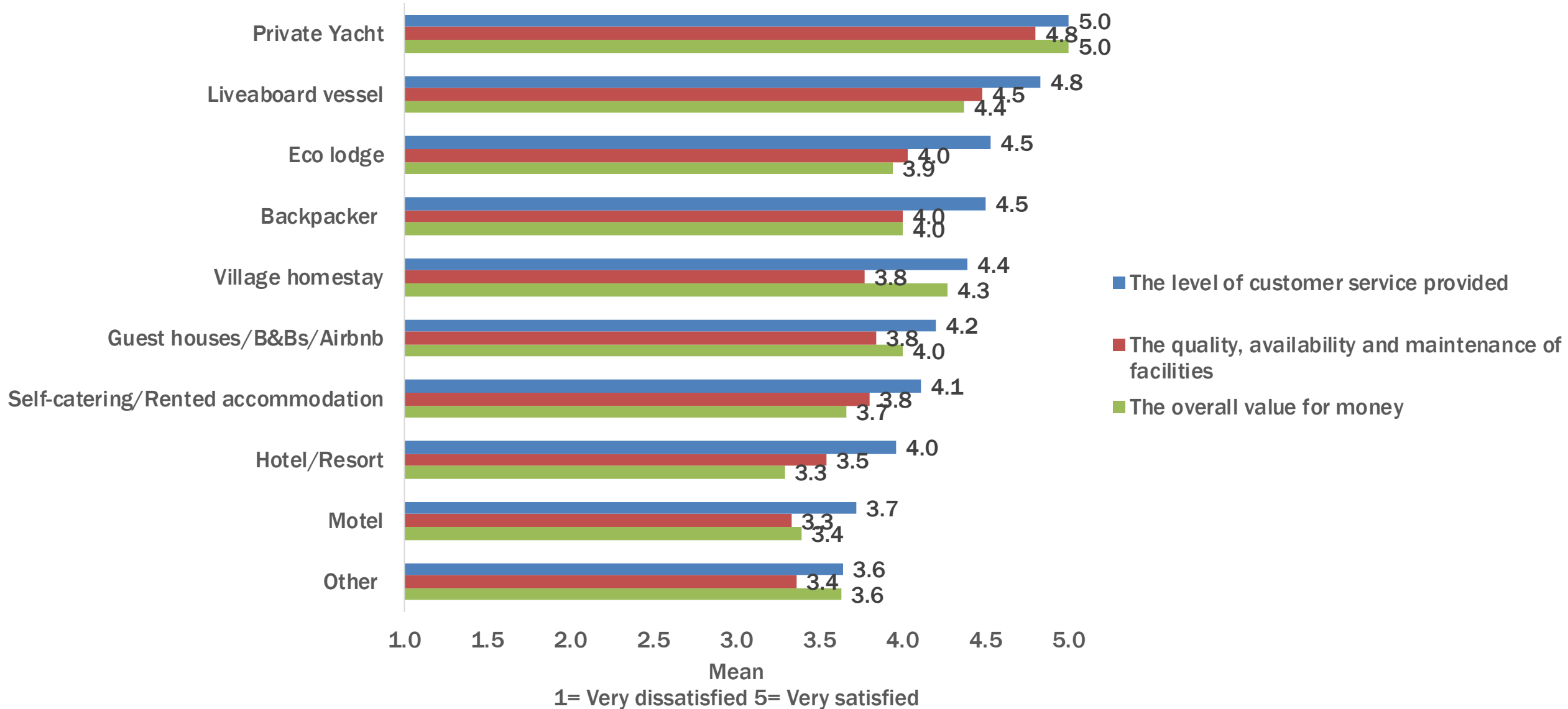


# Types of Accommodation Used



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

# Satisfaction with Accommodation Used



# 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 business 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

# 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 holiday 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

# 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...



Travel agent/agency brochures



Travel books (e.g. Lonely Planet)



Social media (Facebook, Twitter etc)



Other



Magazine and newspaper articles



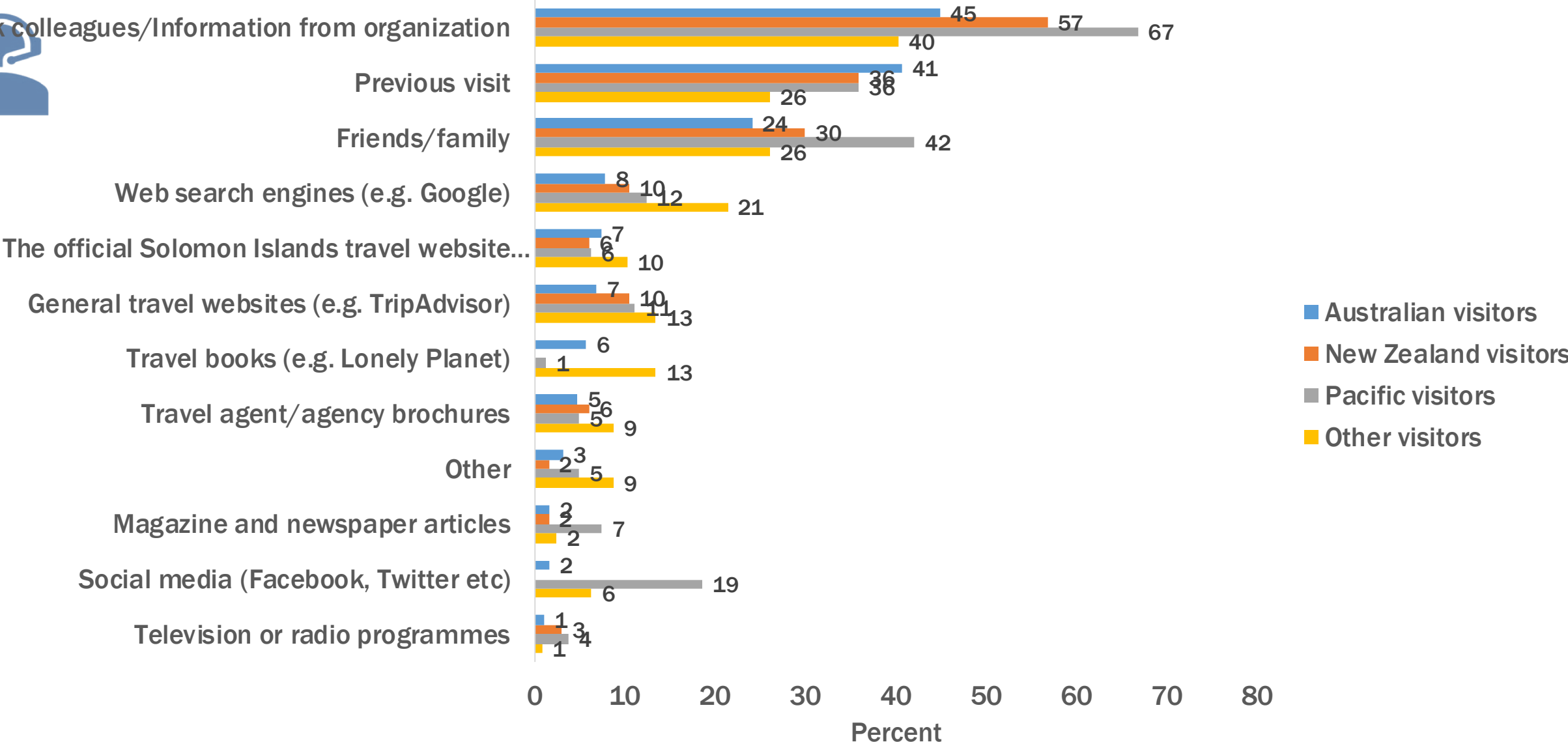
Television or radio programmes



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?



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

# 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)

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

The official Solomon Islands travel website...

Travel agent/travel brochures

Social media (Facebook, Twitter etc)

Travel books (e.g. Lonely Planet)

Magazine and newspaper articles

Television or radio programmes

3.3

3.0

2.8

2.5

2.2

2.1

2.1

1.9

1.9

1.8

1.7

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)

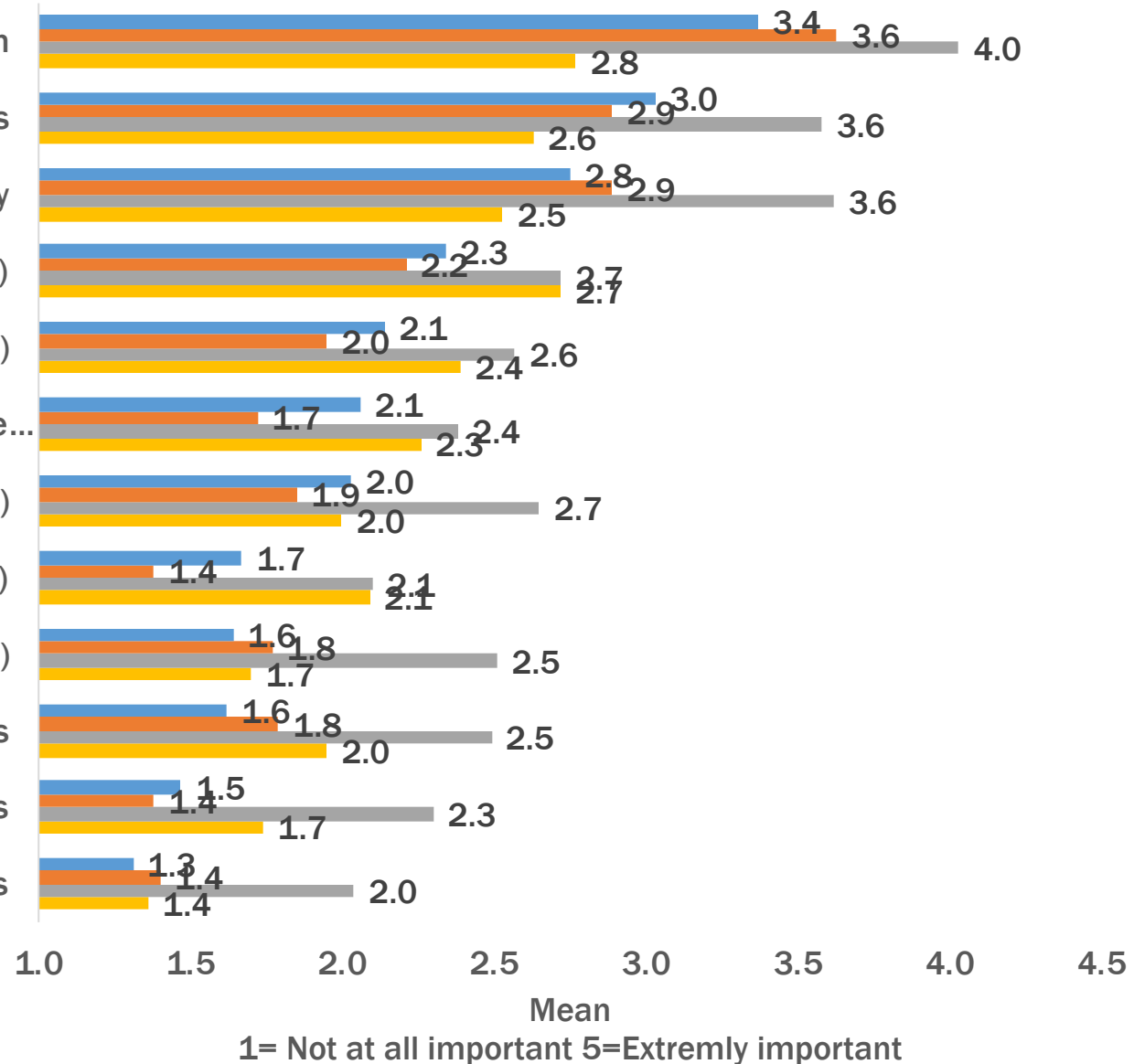
Travel books (e.g. Lonely Planet)

Social media (Facebook, Twitter etc)

Travel agent/travel brochures

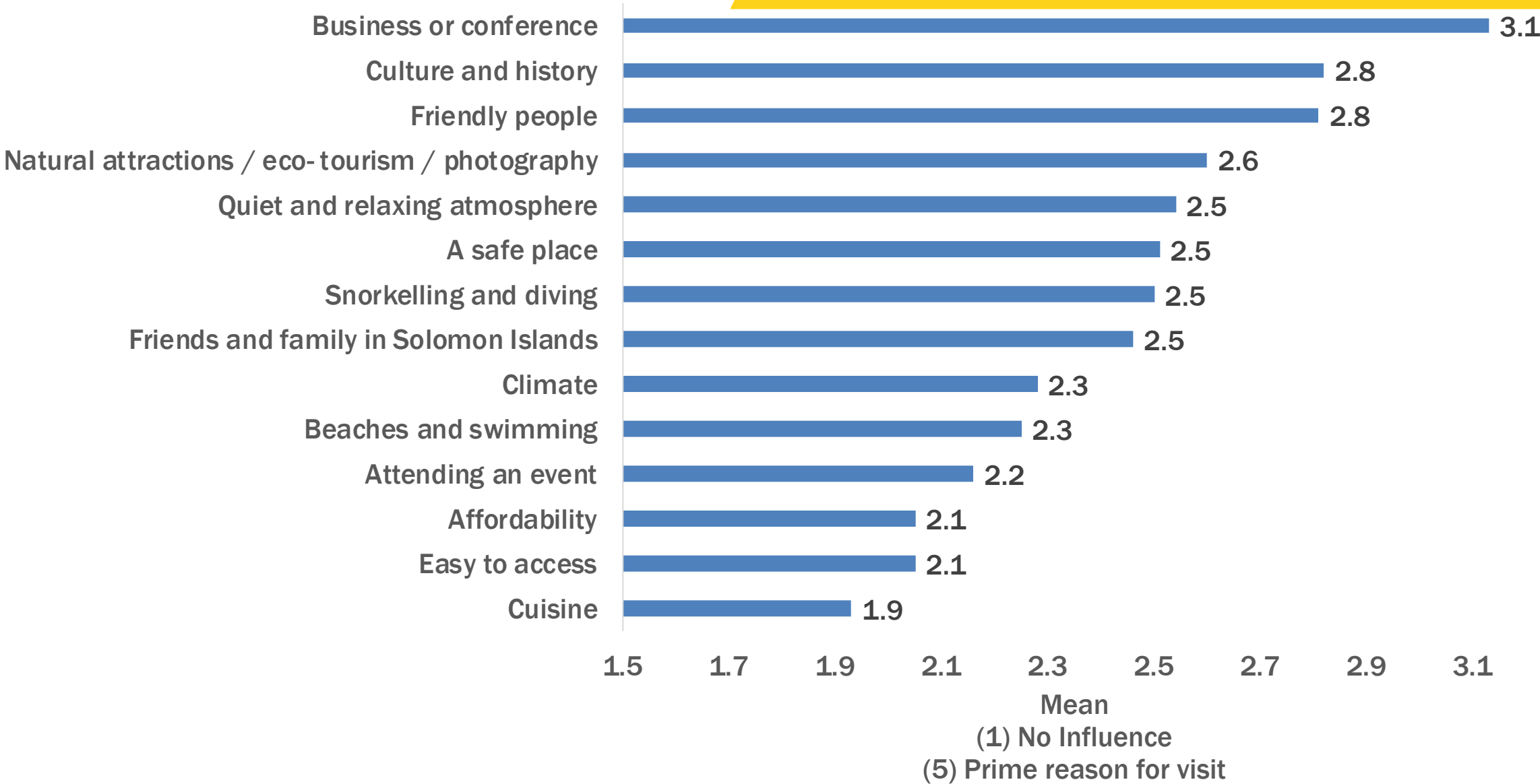
Magazine and newspaper articles

Television or radio programmes

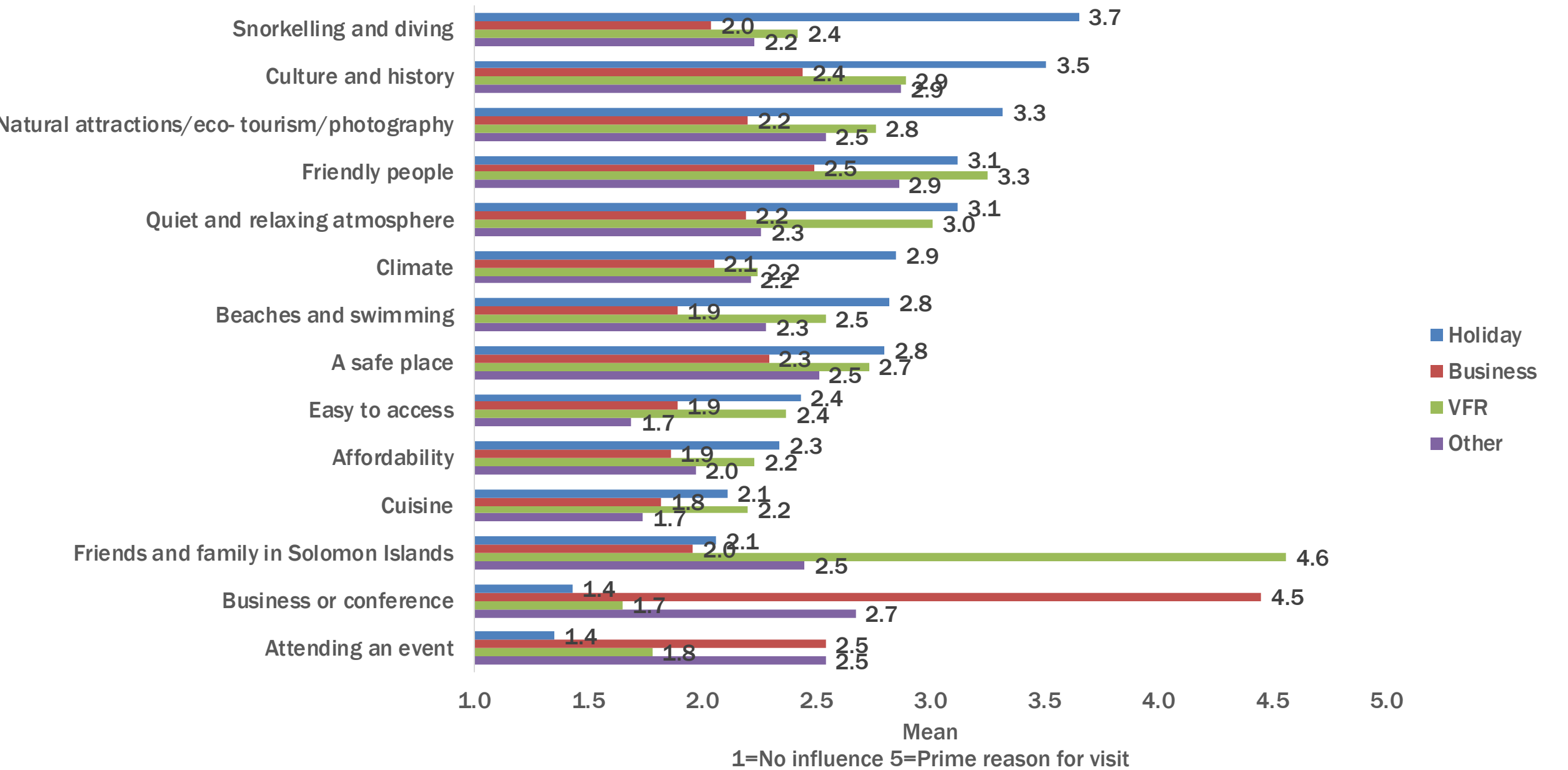


Australian visitors  
New Zealand visitors  
Pacific visitors  
Other visitors

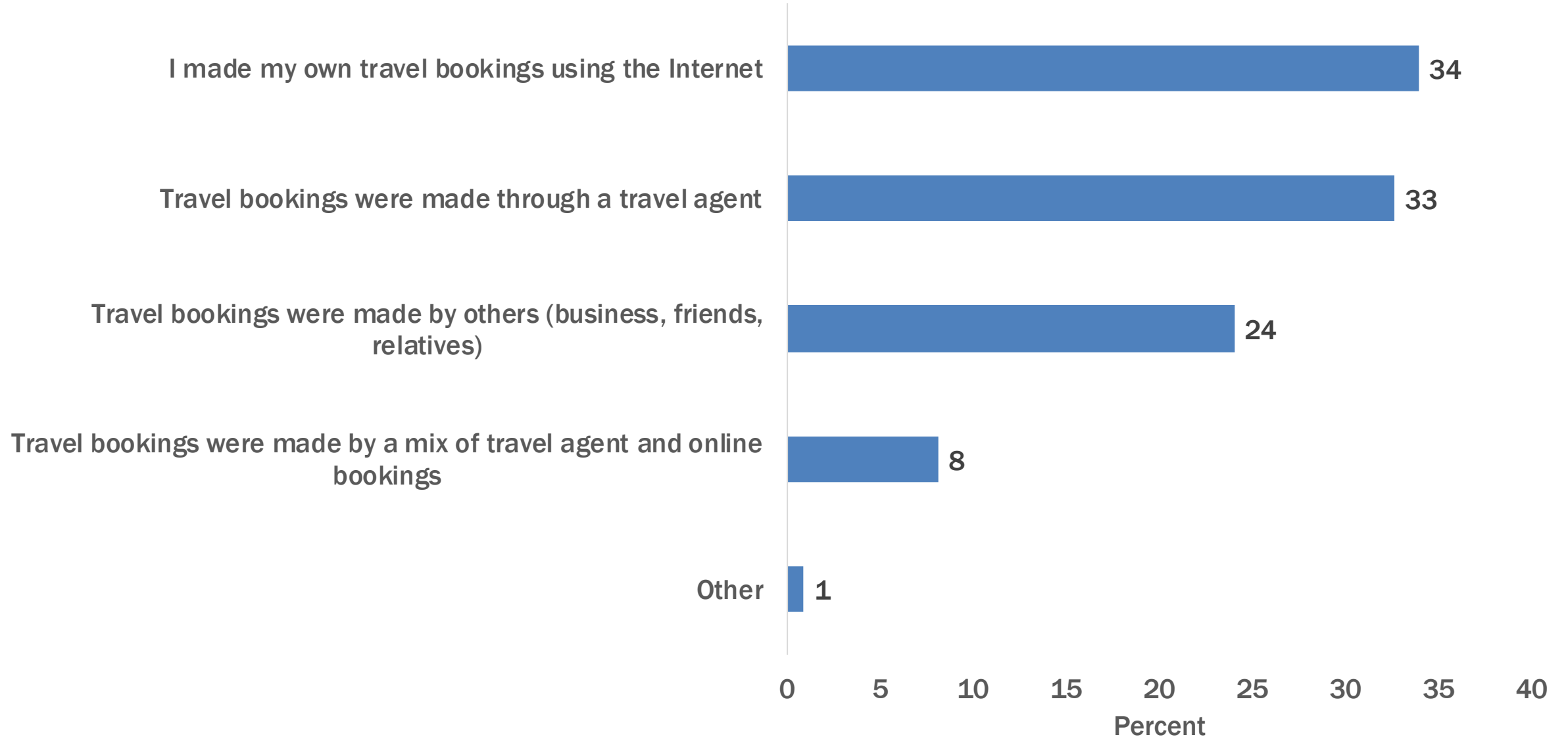
# Factors Influencing the Decision to Visit Solomon Islands



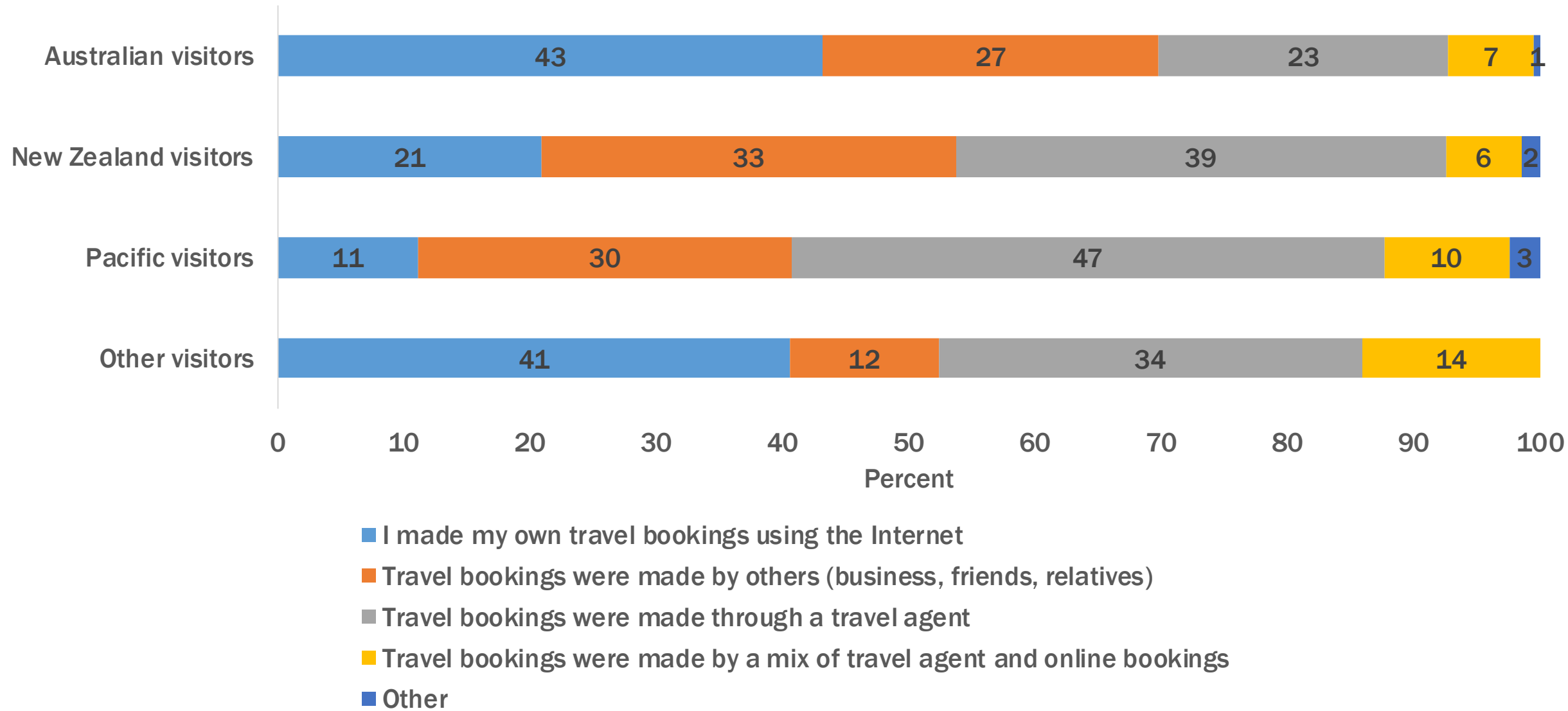
# Factors Influencing the Visit to Solomon Islands



## How Did You Purchase Your Travel?



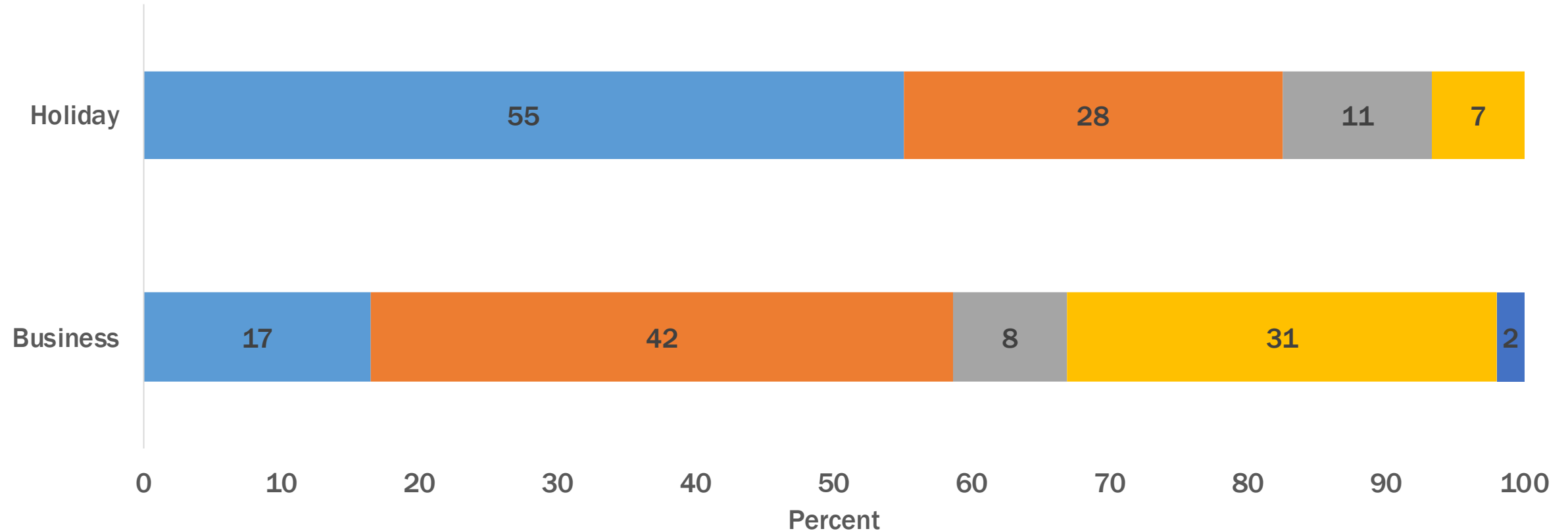
# How Did You Purchase Your Travel?



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

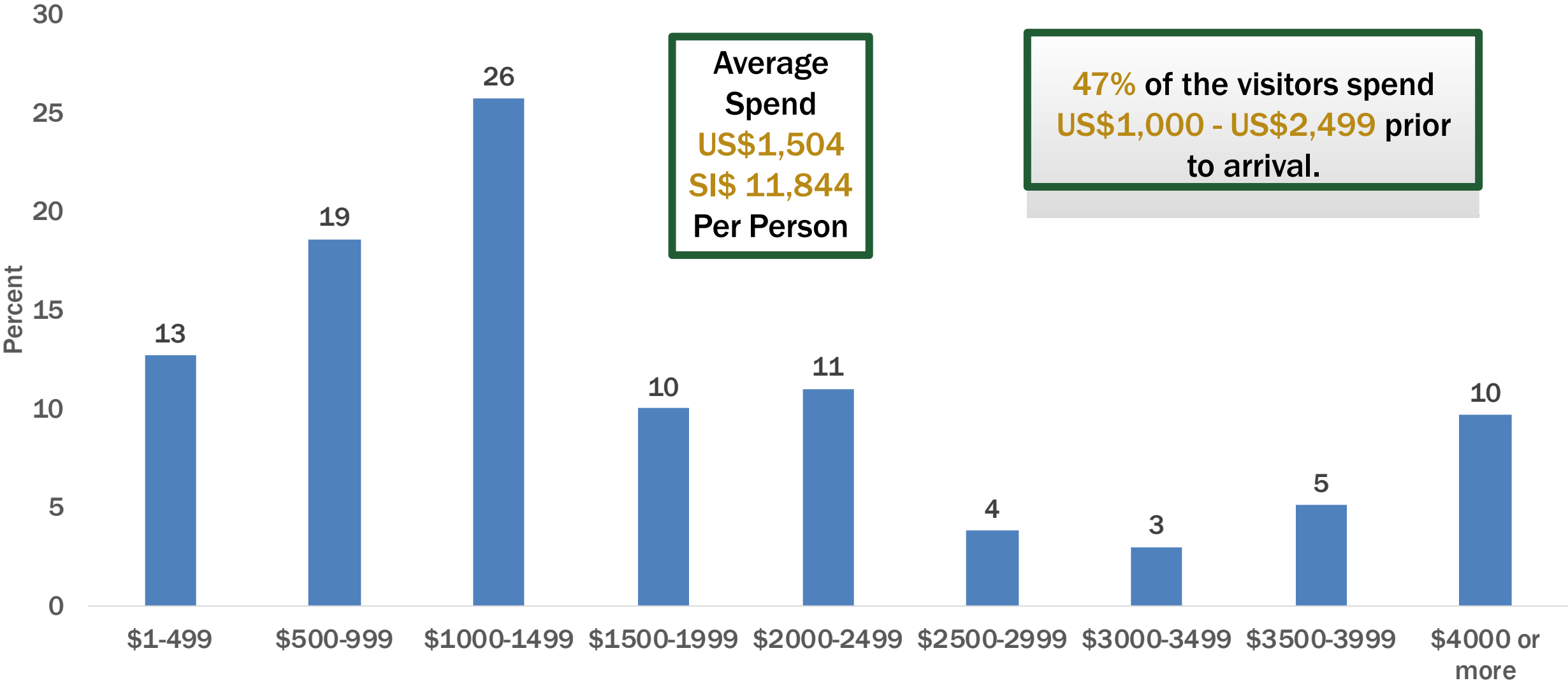
## International Visitor Survey

### Visitor Expenditure

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

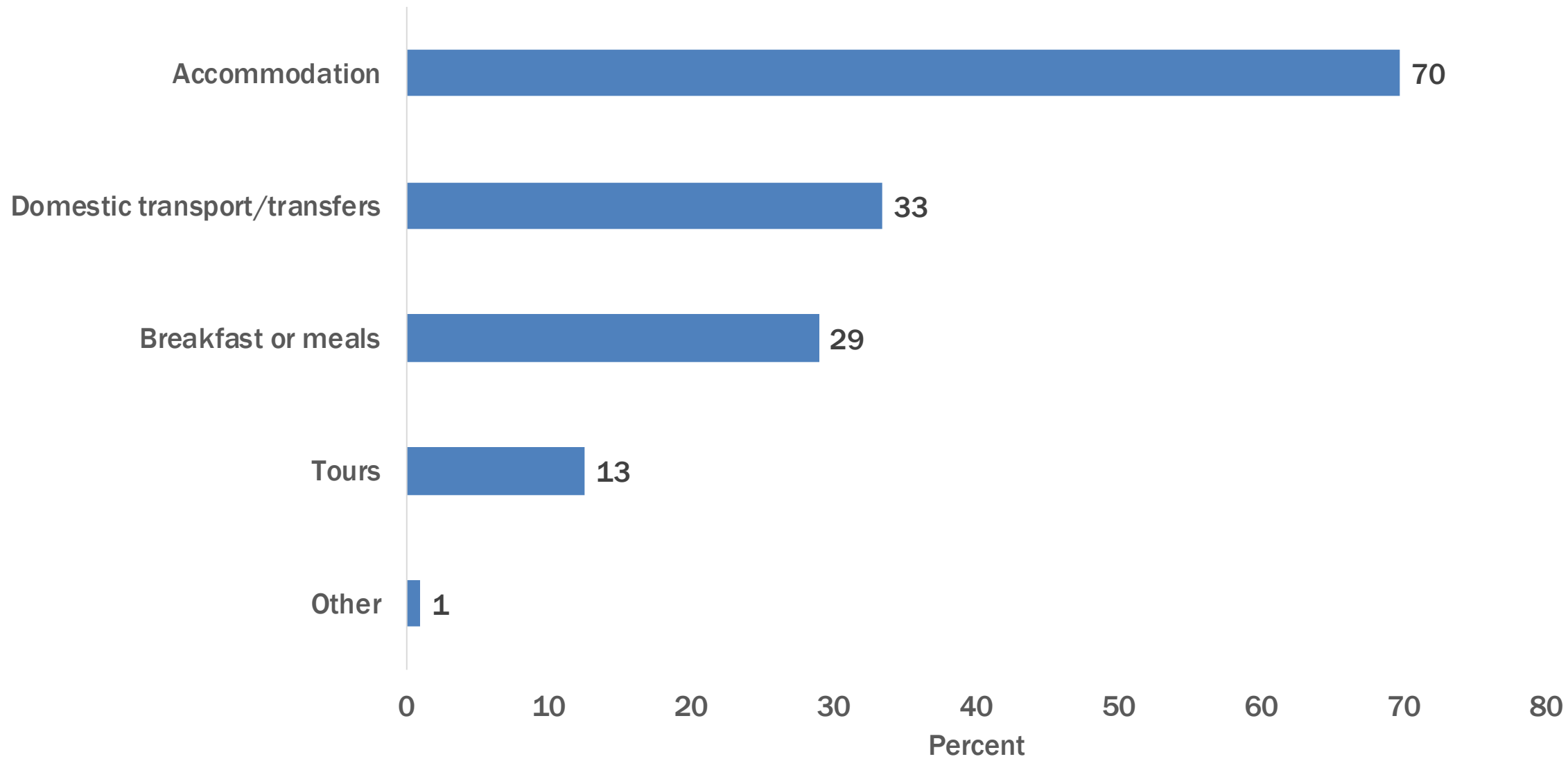


# Prepaid Expenditure



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

# Prepaid Items



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

# 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 – 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)**

# 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)

# Expenditure – Regional Comparison (NZ\$)

	Cook Islands	Samoa	Vanuatu	Niue	Solomon Islands	PNG	Yap
<b>Survey period</b>	Apr to Jun 2019	Jan to Dec 2018	Jan - Dec 2018	Oct 2018 to Mar 2019	Jan - Dec 2018	Jan - Dec 2018	Jan 2015 - Dec 2018
<b>In country spend per person per day</b>	\$154	\$88	\$136	\$99	\$104	\$120	\$163
<b>Total spend per person per person per day</b>	\$259	\$180	\$278	\$163	\$241	\$321	\$325
<b>Total spend per person per visit</b>	\$2,069	\$1,476	\$2,247	\$1,297	\$2,370	\$3,144	\$2,273

# Change in visitor spend – compared to last Annual Data

	Total economic impact change
Samoa (Jan to Dec 2018 VS Jan to Jun 2019)	2.2%
Vanuatu (Jan to Dec 2018 VS Jan to Jun 2019)	-4.2%
Solomon Islands (Jan to Dec 2018 VS Jan to Jun 2019)	-13.9%
Niue (Oct 2018 – Mar 2019 VS Apr to Sep 2019)	10.1%
Cook Islands (Jan to Dec 2018 VS Jul to Sep 2019)	-9.1%
PNG (Jan to Dec 2018 VS Jan to Jun 2019)	-4.3%



# Solomon Islands

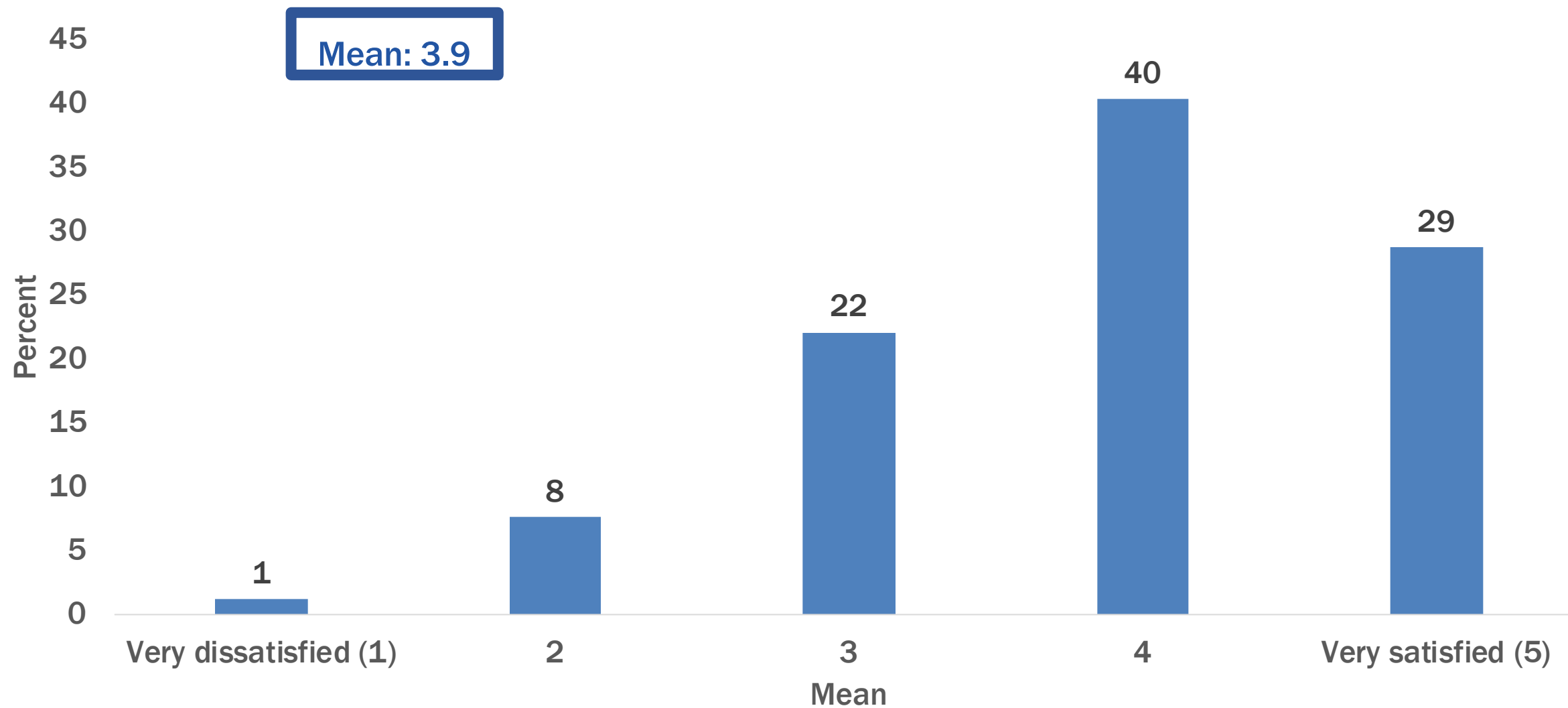
## International Visitor Survey

### Visitor Satisfaction

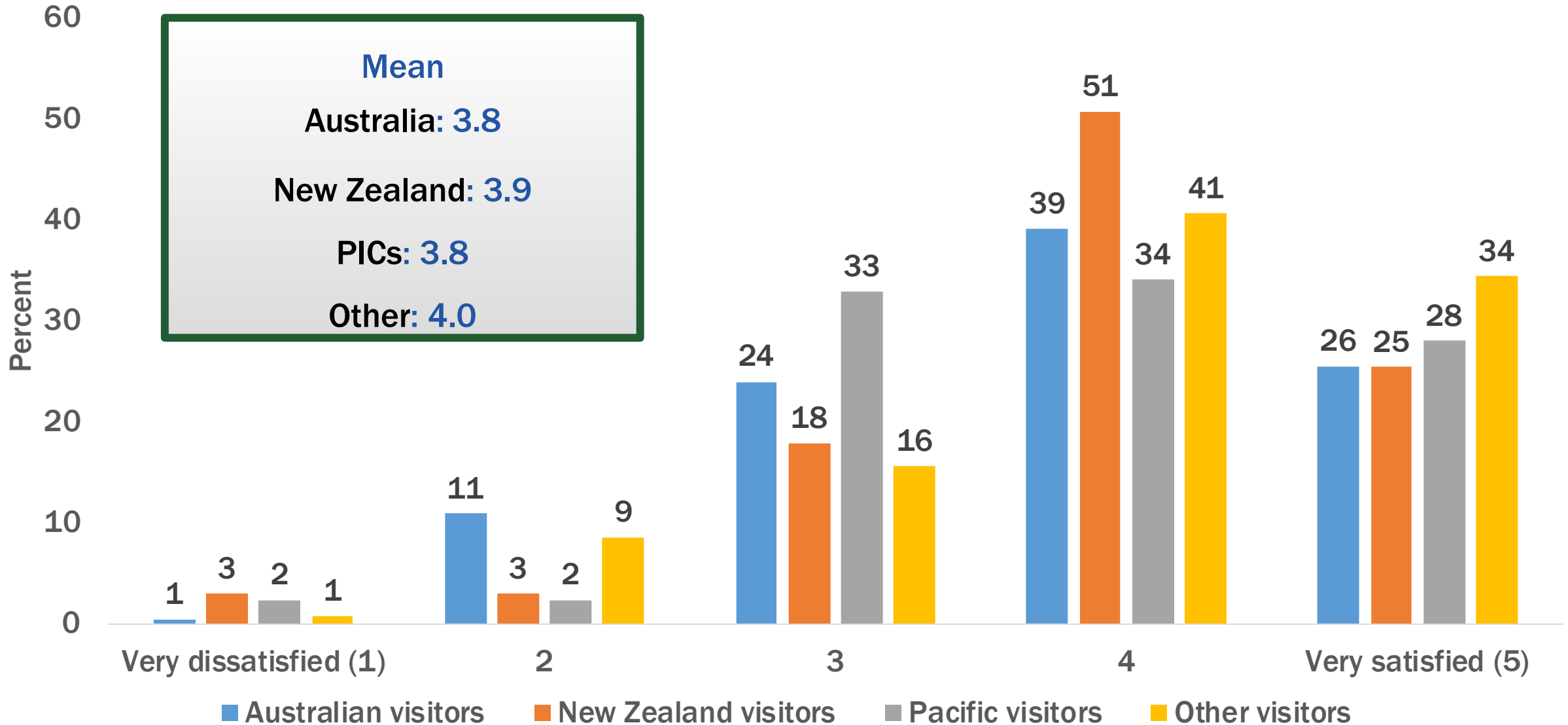
Most and least appealing elements of the visit and overall satisfaction with Solomon Islands.



# Overall Satisfaction



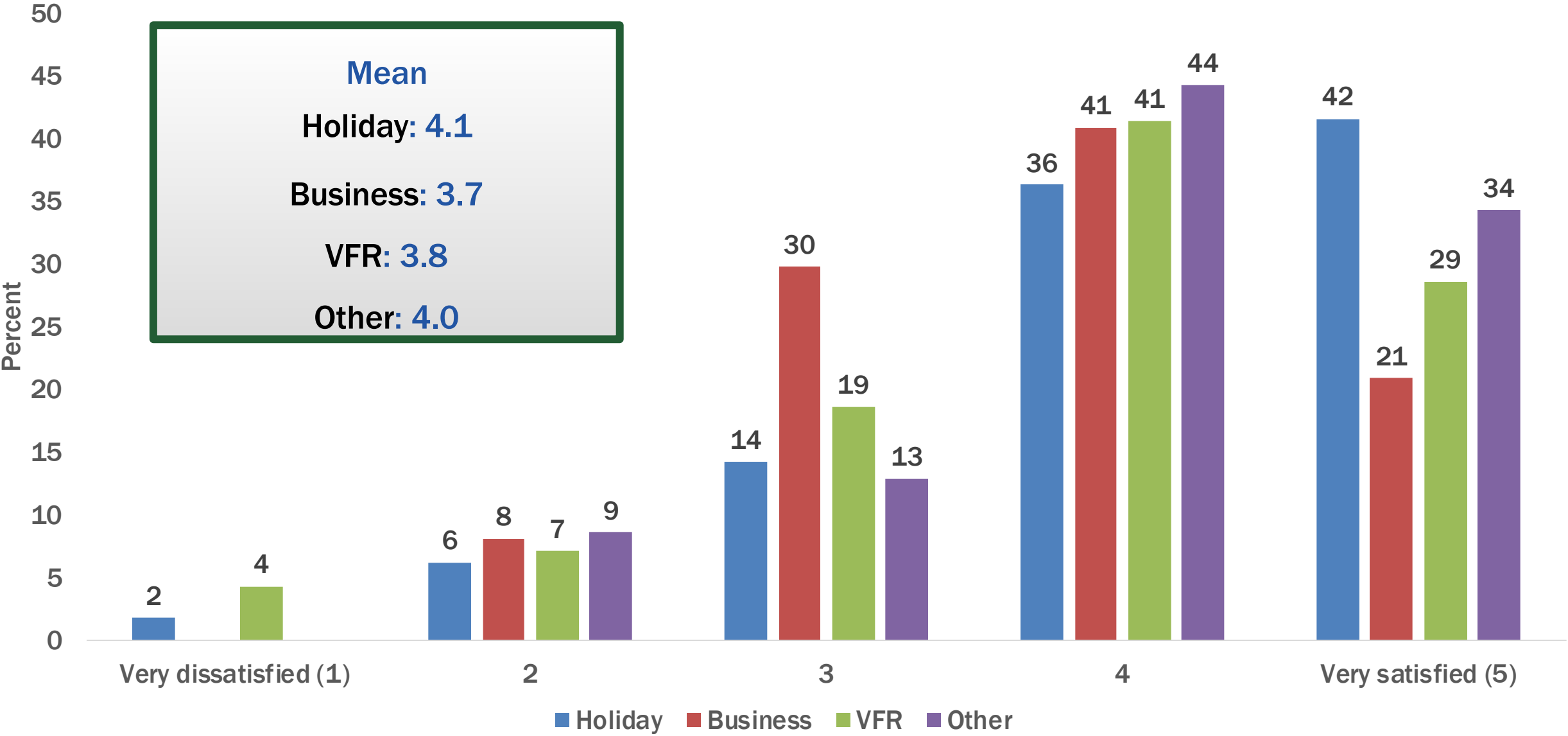
# Overall Satisfaction



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

# Overall Satisfaction

Mean  
Holiday: 4.1  
Business: 3.7  
VFR: 3.8  
Other: 4.0



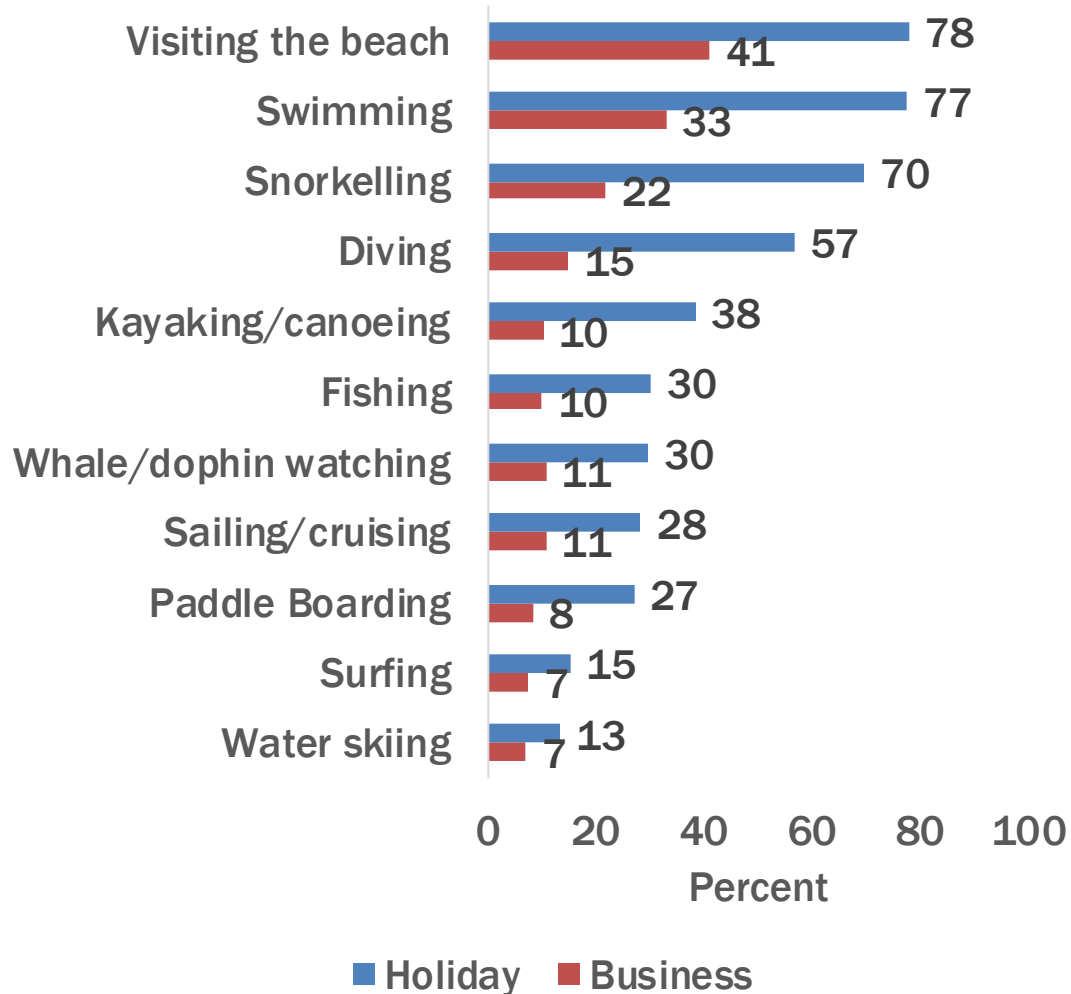
## Overall Satisfaction (last annual data)

Country/State	Satisfied	V. Satisfied	Total
Cook Islands	23	70	93
Niue	27	66	93
Yap	33	57	90
Samoa	32	54	86
Vanuatu	34	52	86
PNG			73
Solomon Is	39	28	67

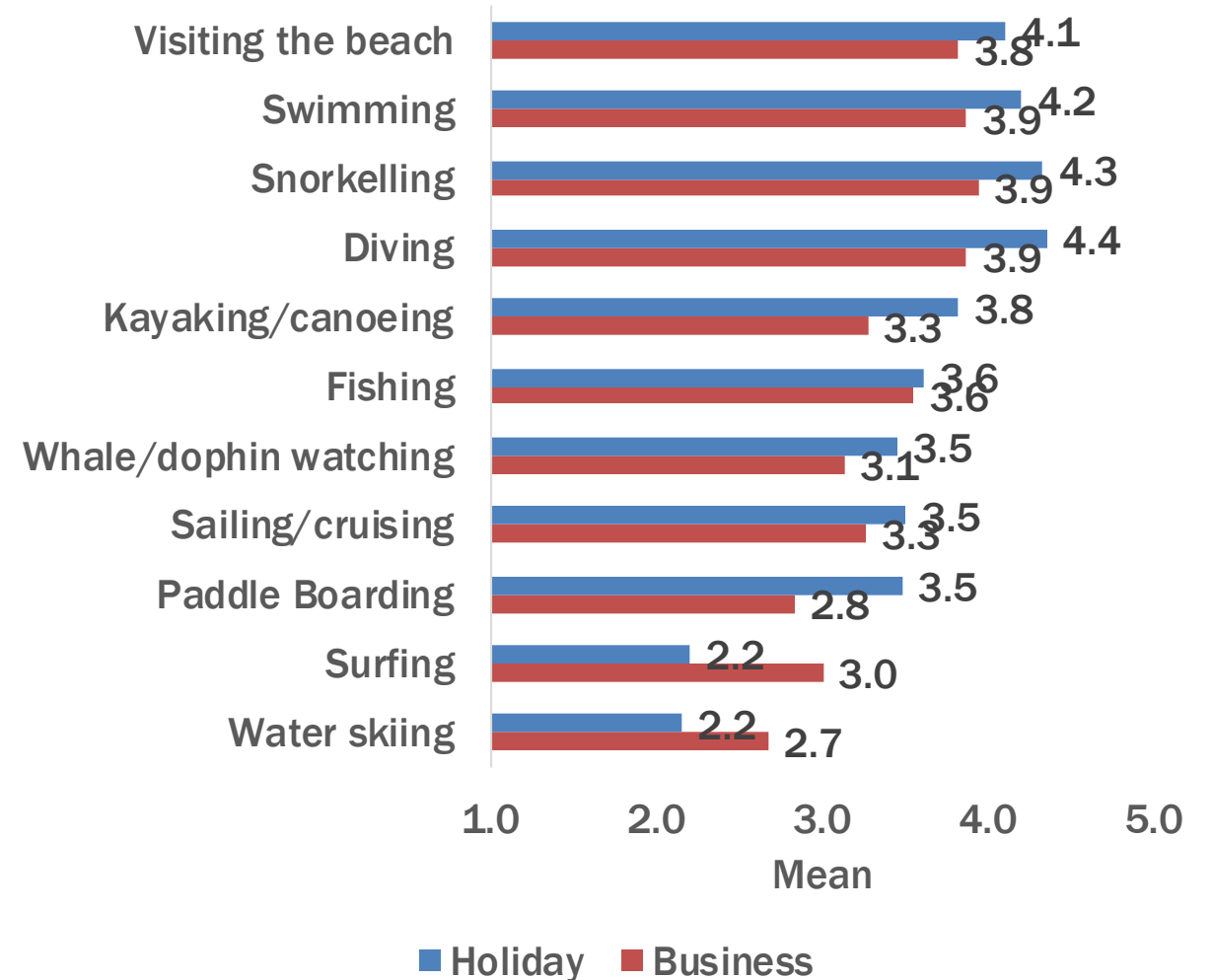
# Water Based Activities

## Holiday and Business Visitors

Degree of participation



Satisfaction

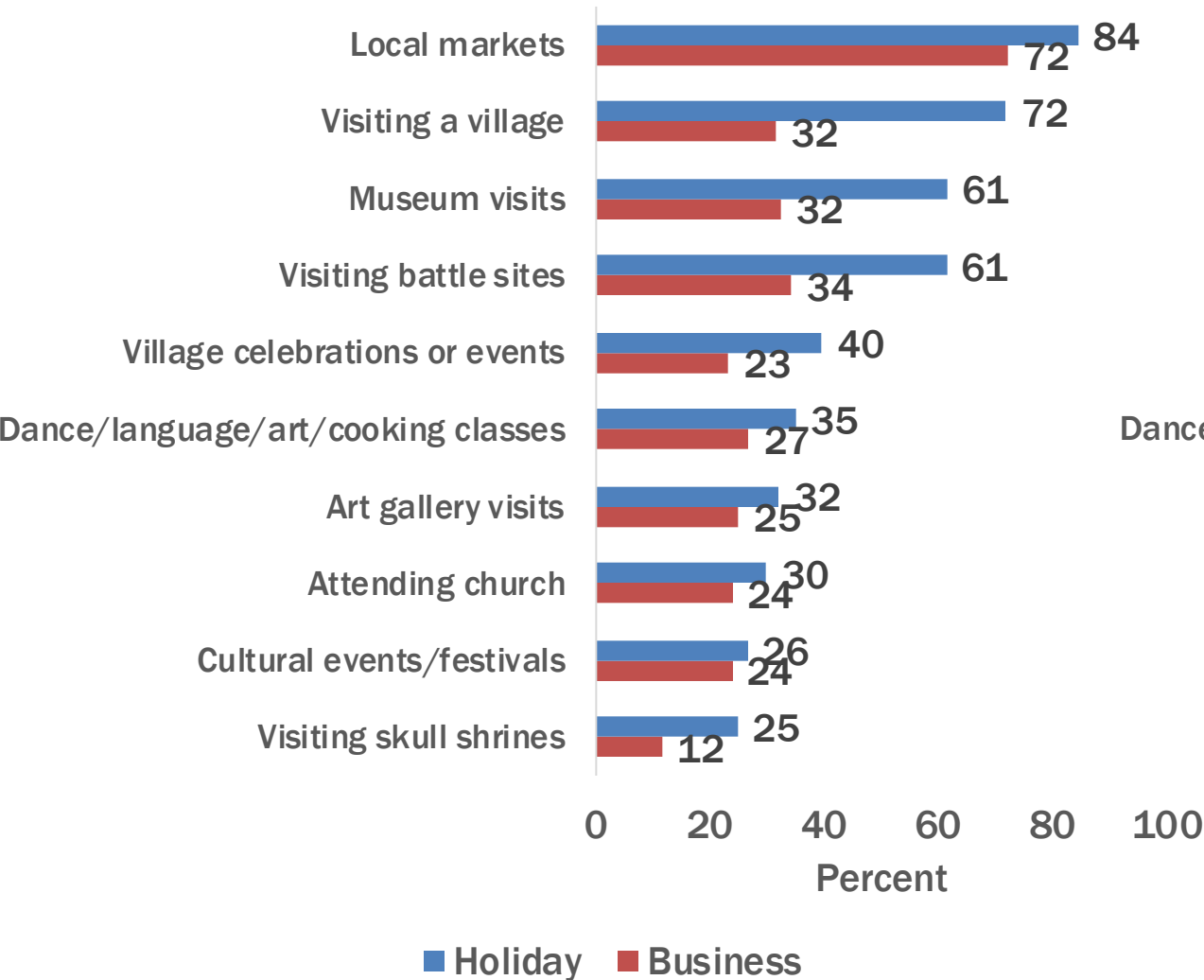


Note: Multiple responses, therefore total does not add up to 100%.

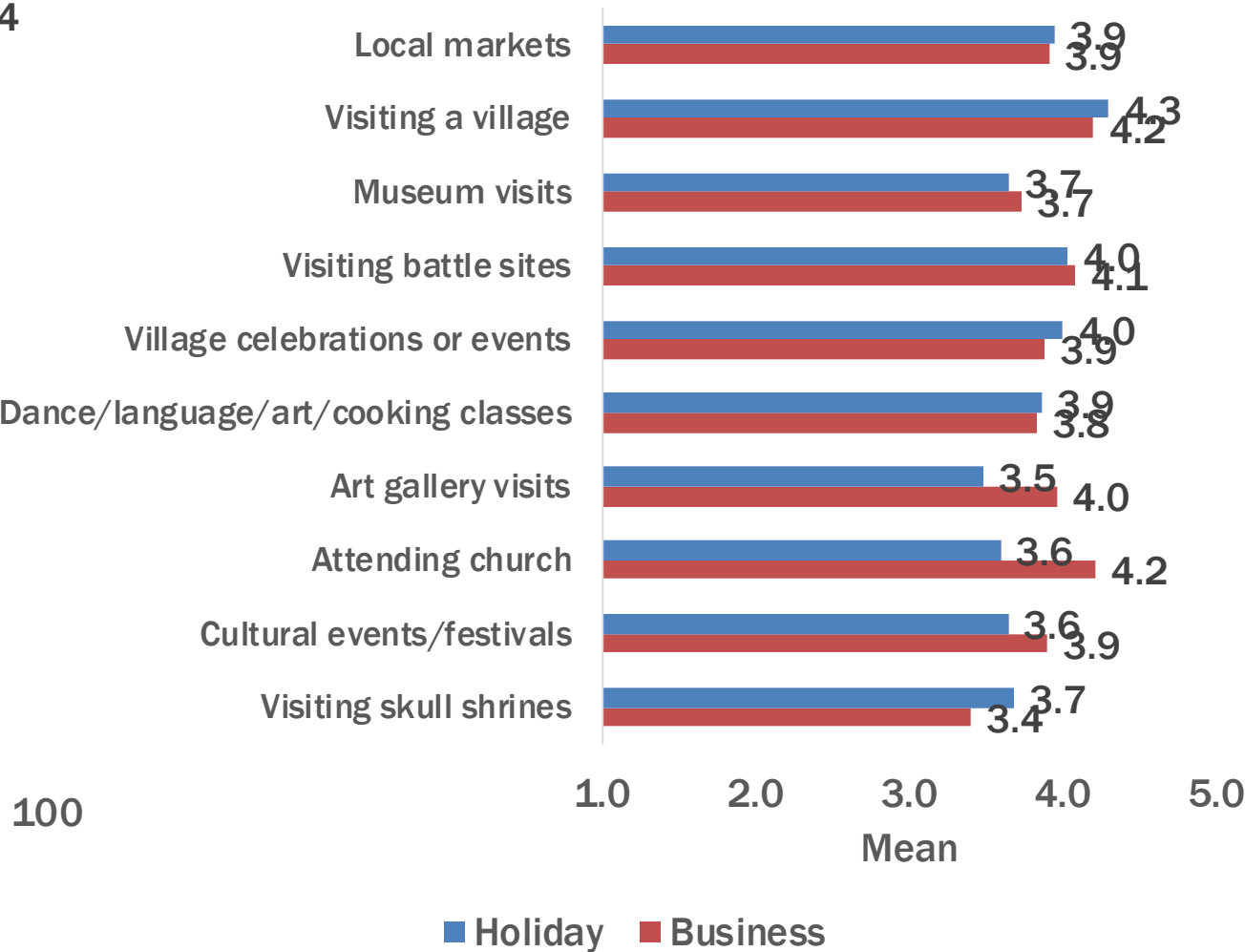
# Cultural Interaction Activities

## Holiday and Business Visitors

Degree of participation



Satisfaction

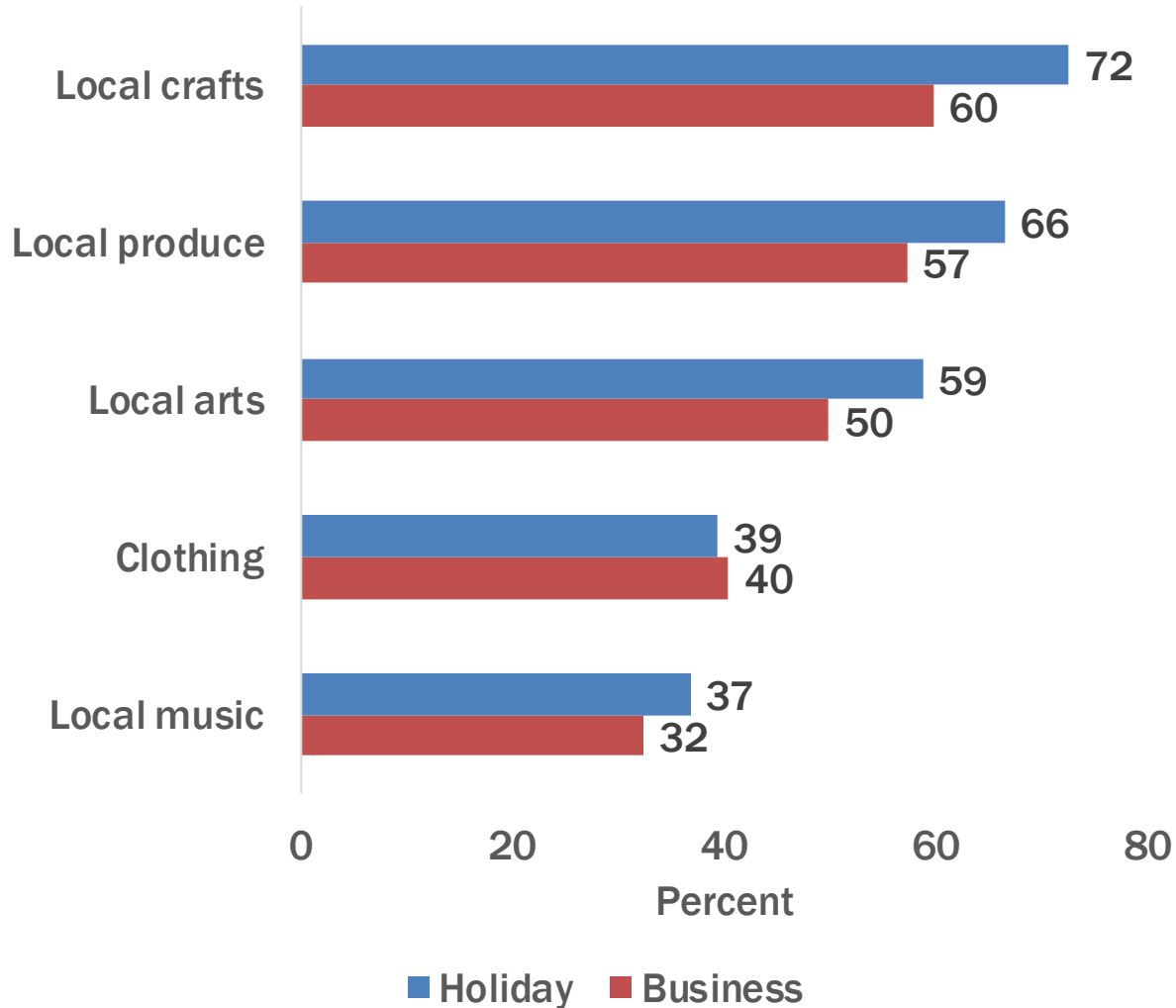


Note: Multiple responses, therefore total does not add up to 100%.

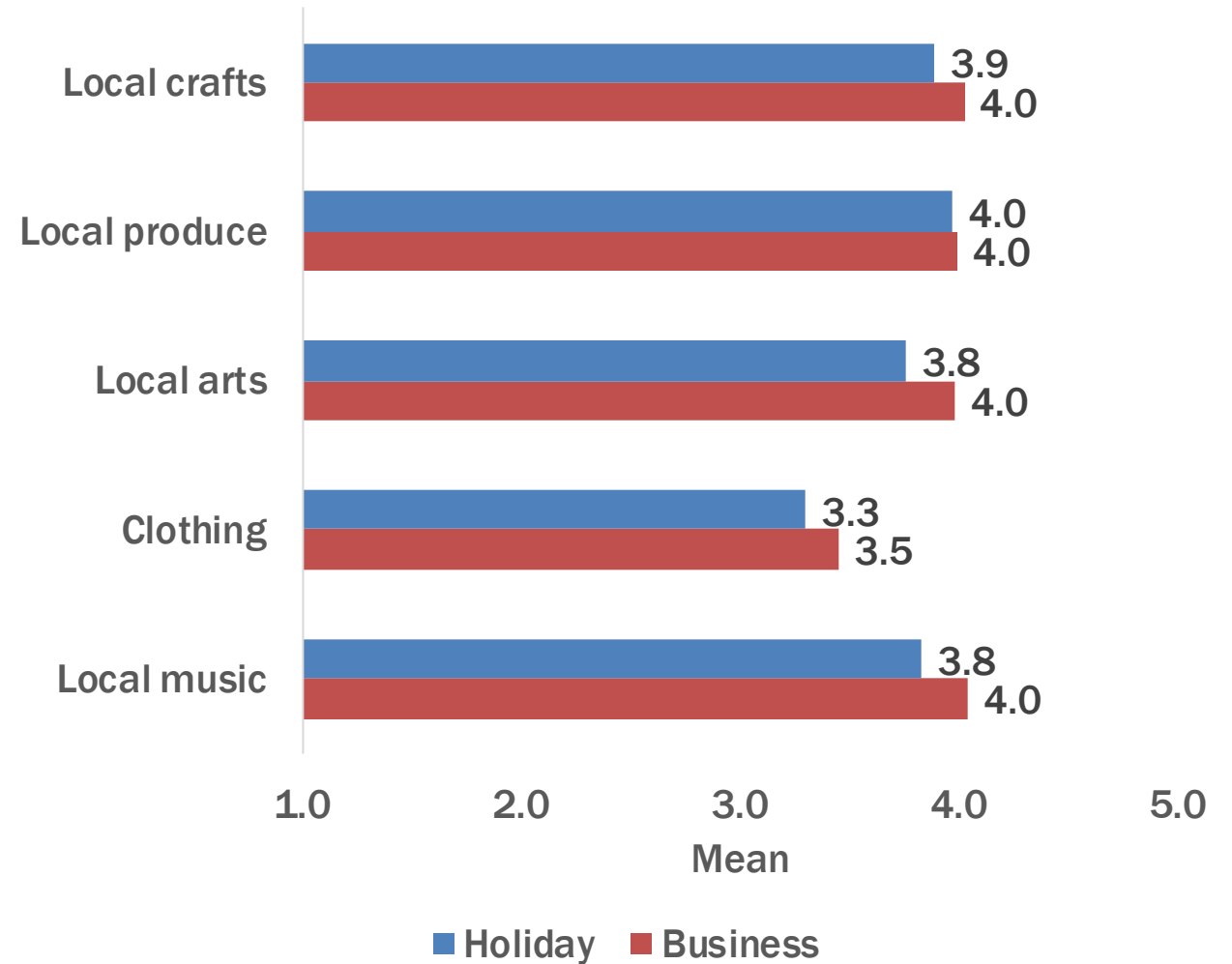
# Shopping

## Holiday and Business Visitors

Degree of participation

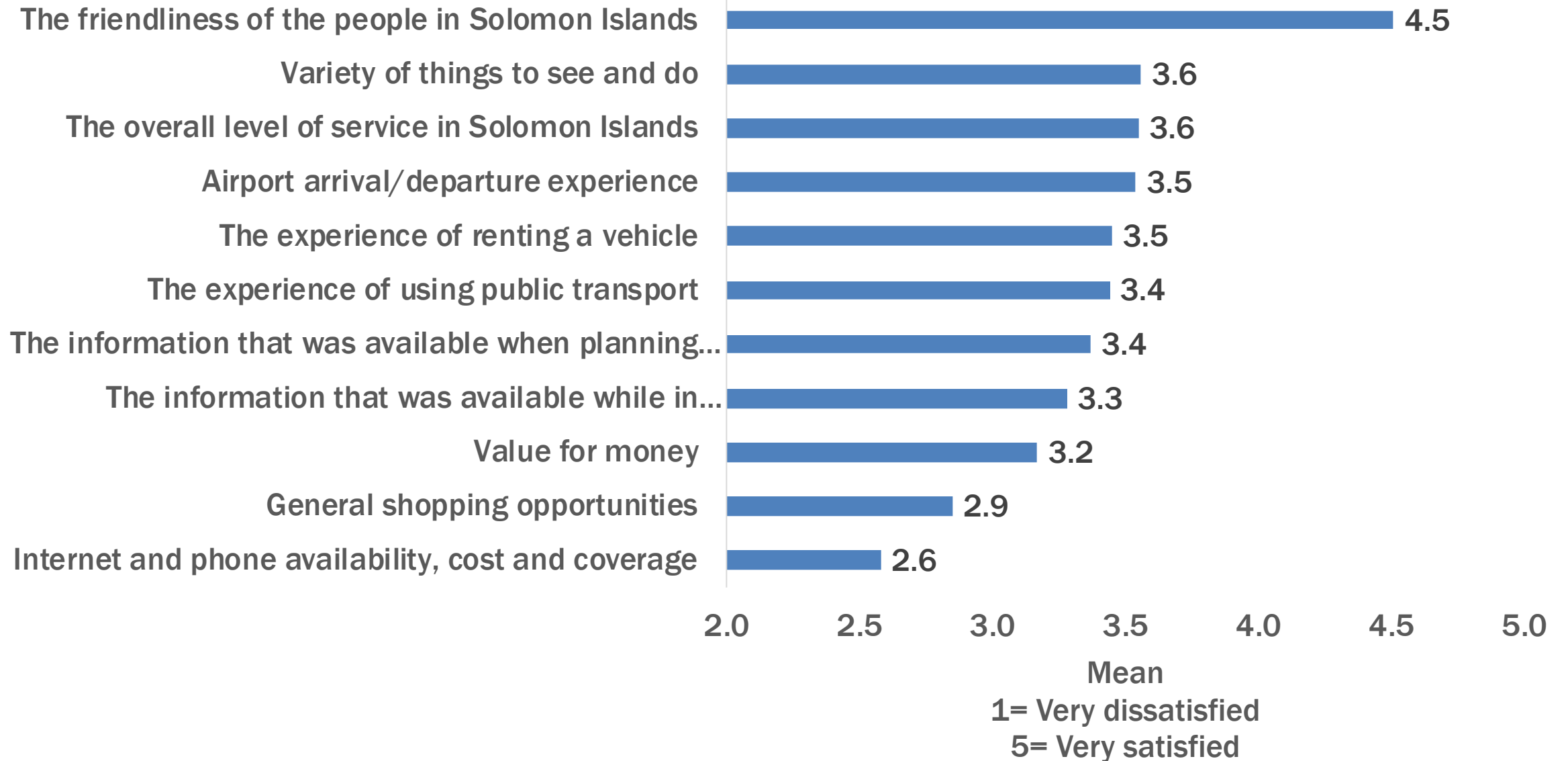


Satisfaction



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

## Satisfaction with the Solomon Islands





## Most Appealing Aspects



**28%**

**Scenery,  
Landscape and  
Environment**



**39%**

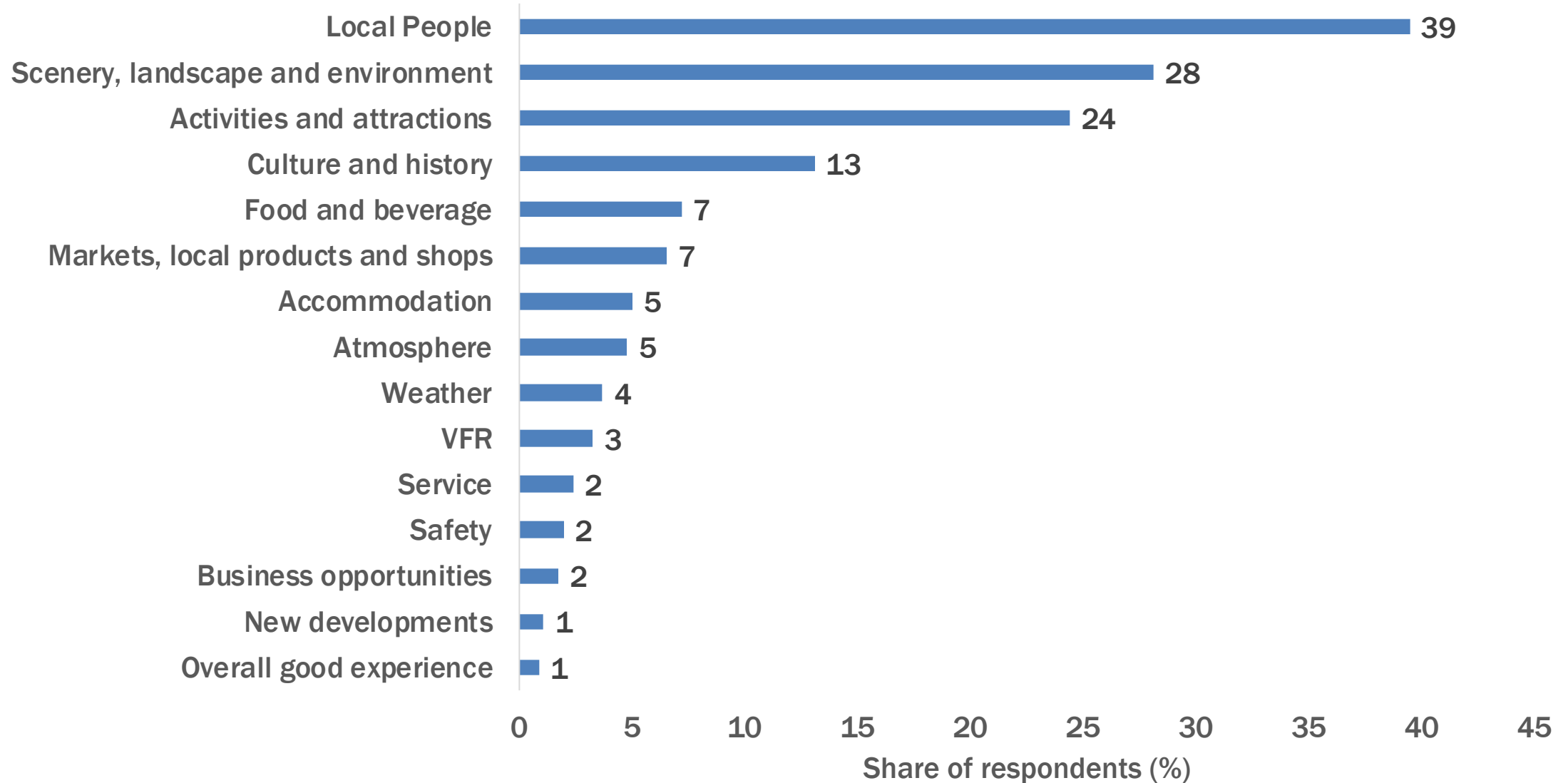
**Local People**



**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.”

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

## Least Appealing Aspects



**38%**

**Environment  
and Rubbish**



**28%**

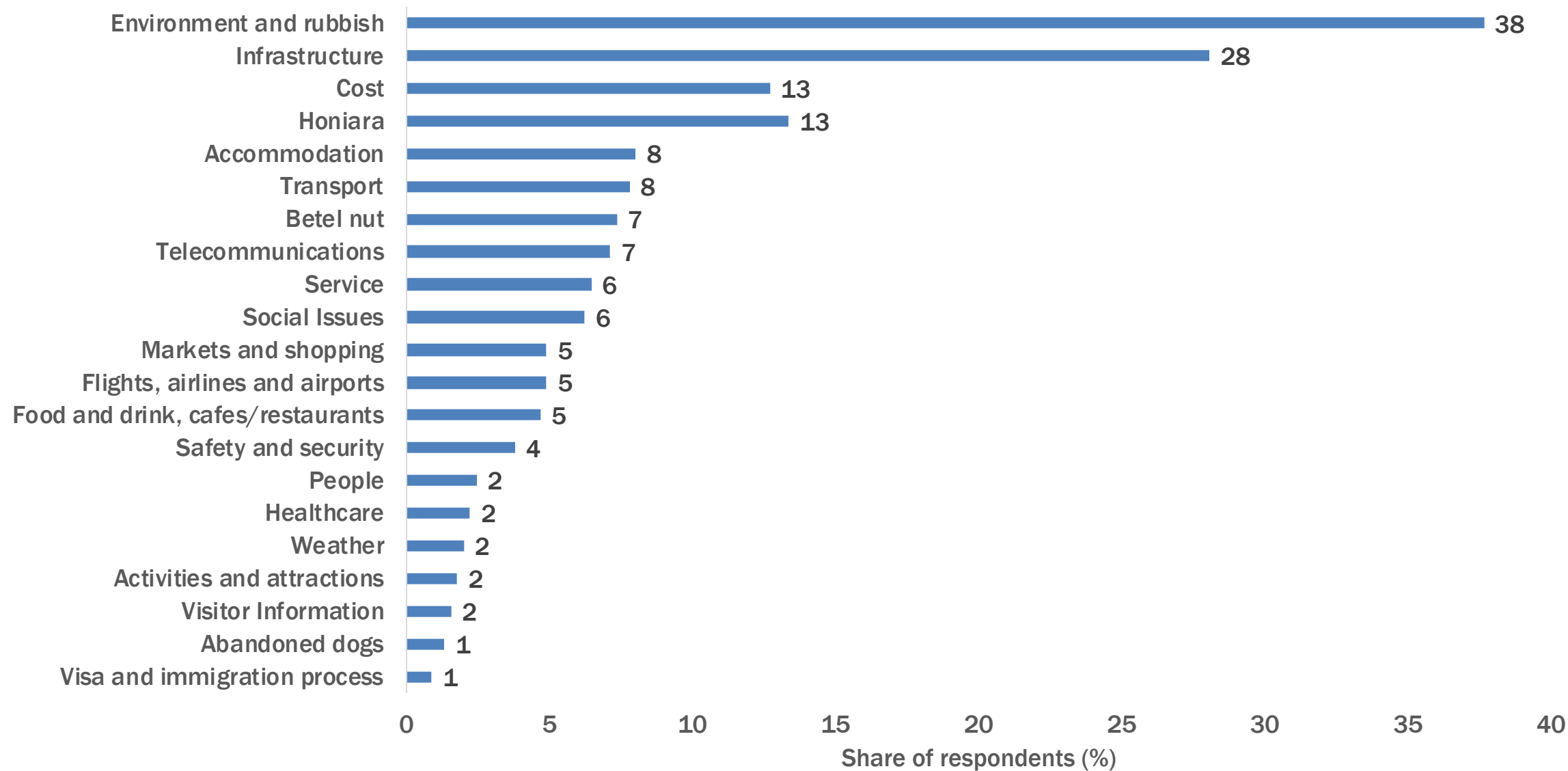
**Infrastructure**



**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 - Environmental Quality

Country	% Visitors
Yap	3
Niue	4
Cook Is.	8
Samoa	11
Vanuatu	15
PNG	18
Solomon Is	35

## 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.”**

# 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

# 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
- Safety (health)
- A long travel distance
- To visit friends and relatives
- Unfriendly people

# 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
- Long travel distance
- Environmental pollution and rubbish



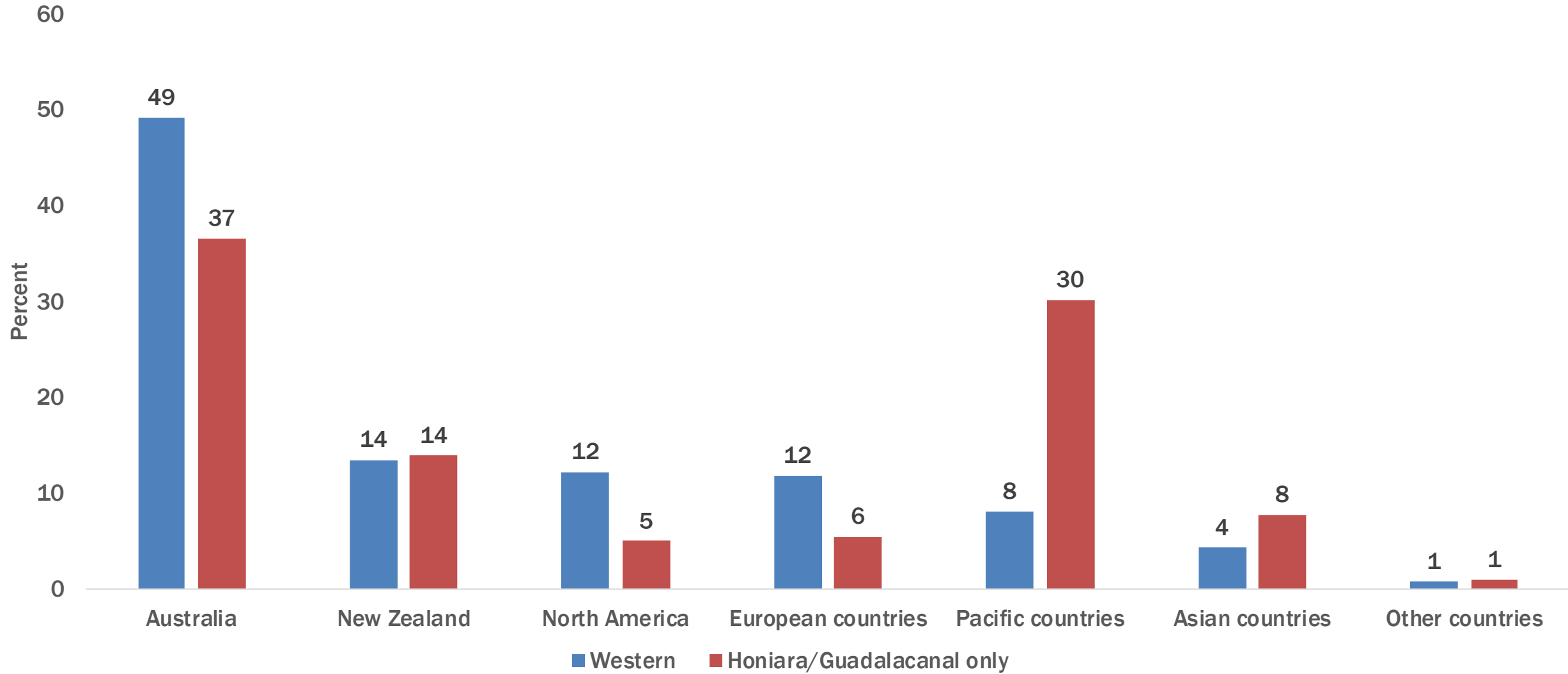
# Visitors to Western province compared to Honiara/Guadalcanal only visitors (Jan 2018 – Jun 2019)



SOLOMON ISLAND GOVERNMENT

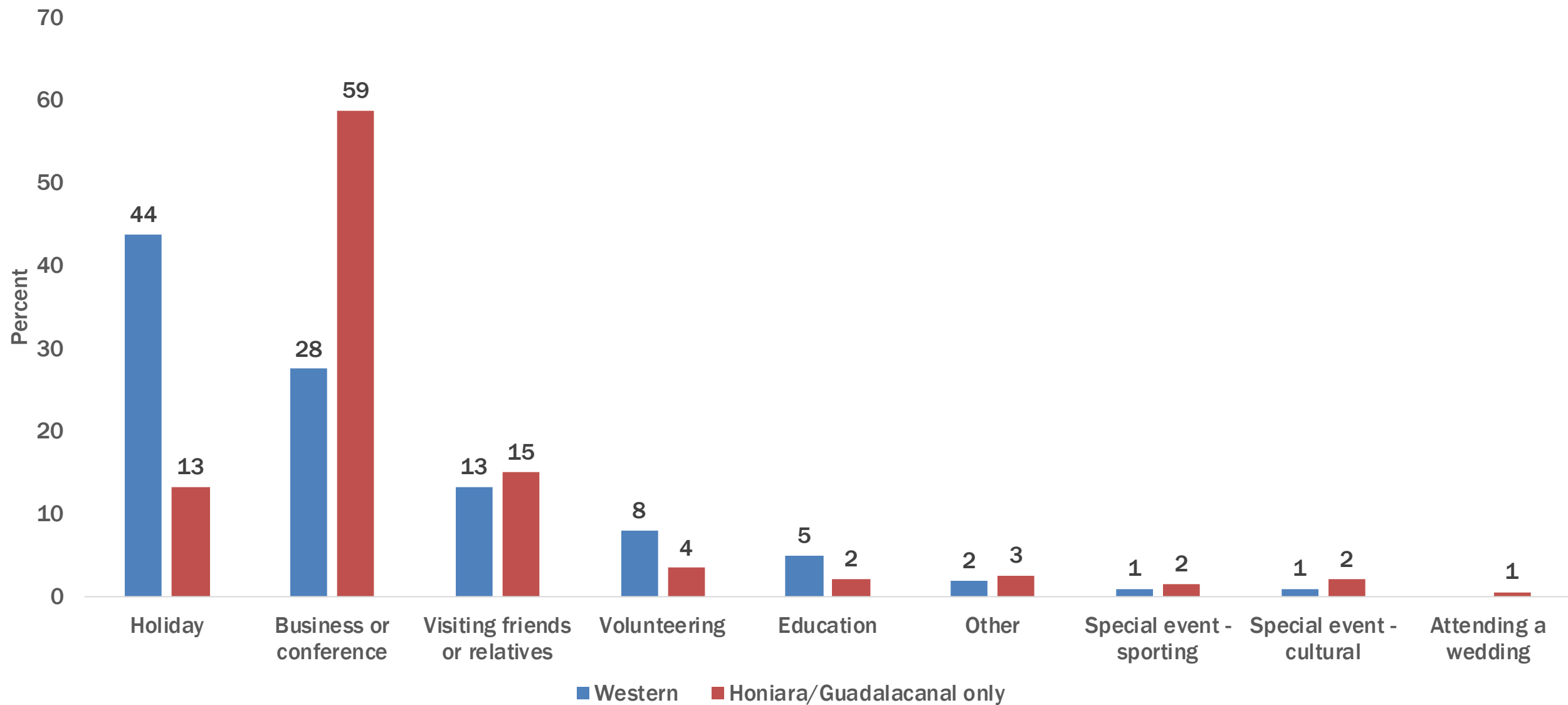


## Country Of Origin

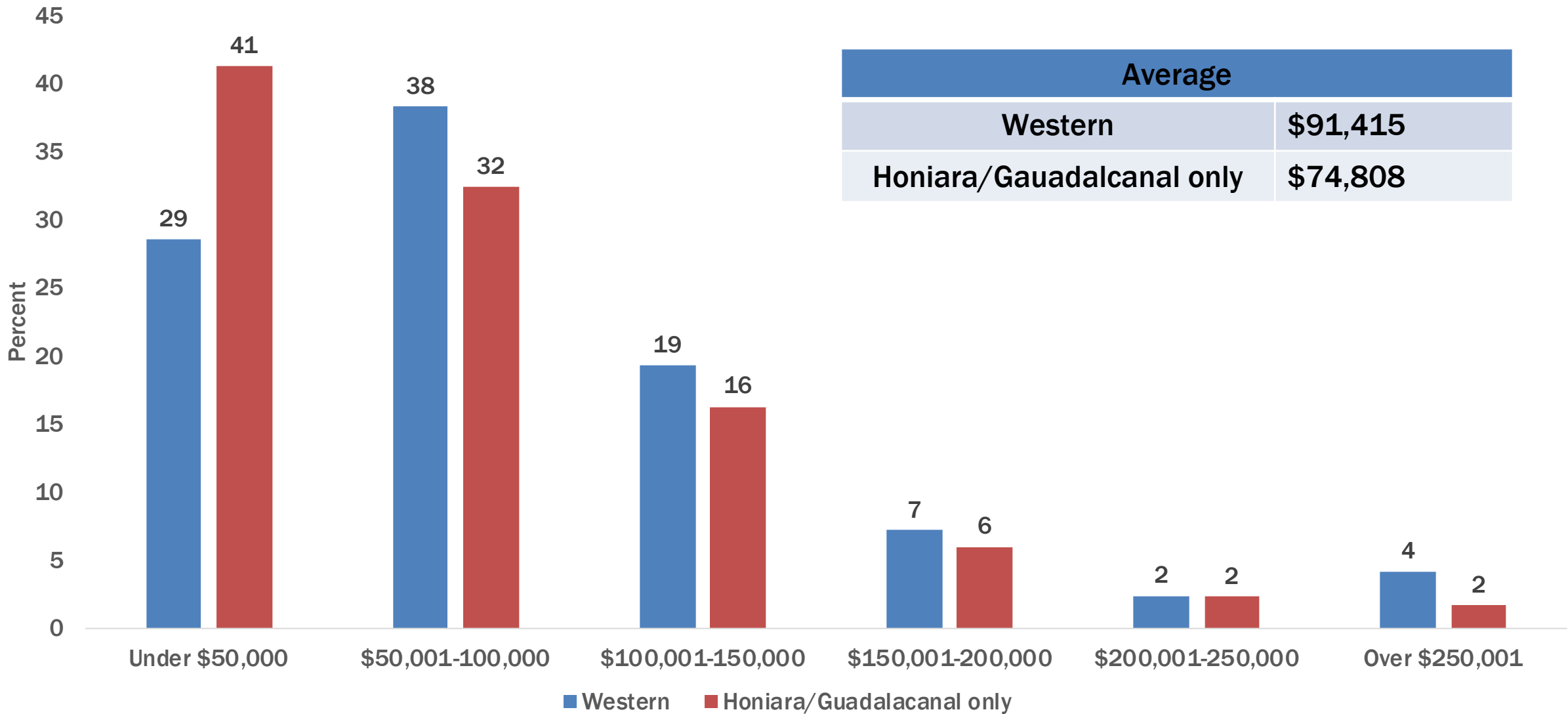




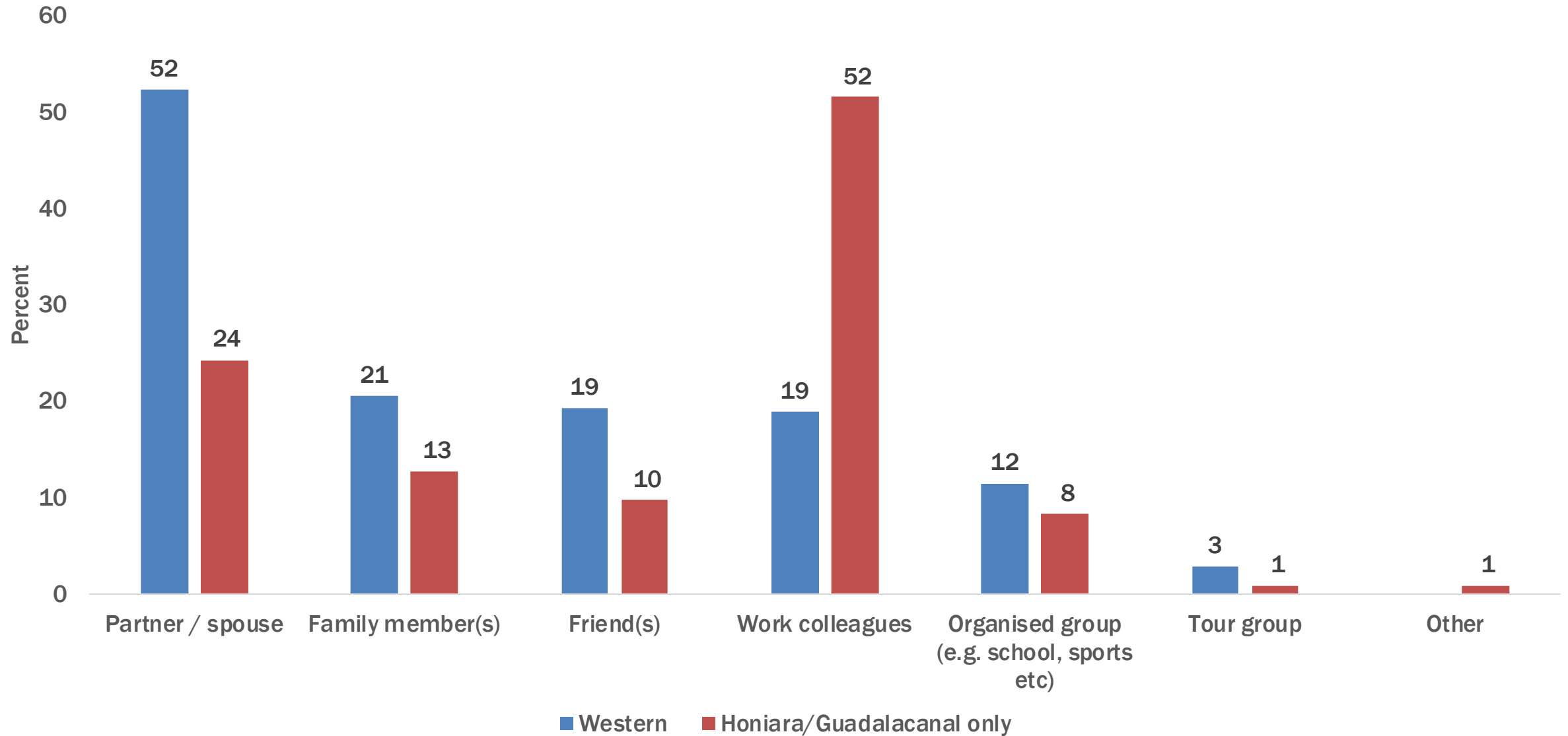
# Main Purpose Of Visit



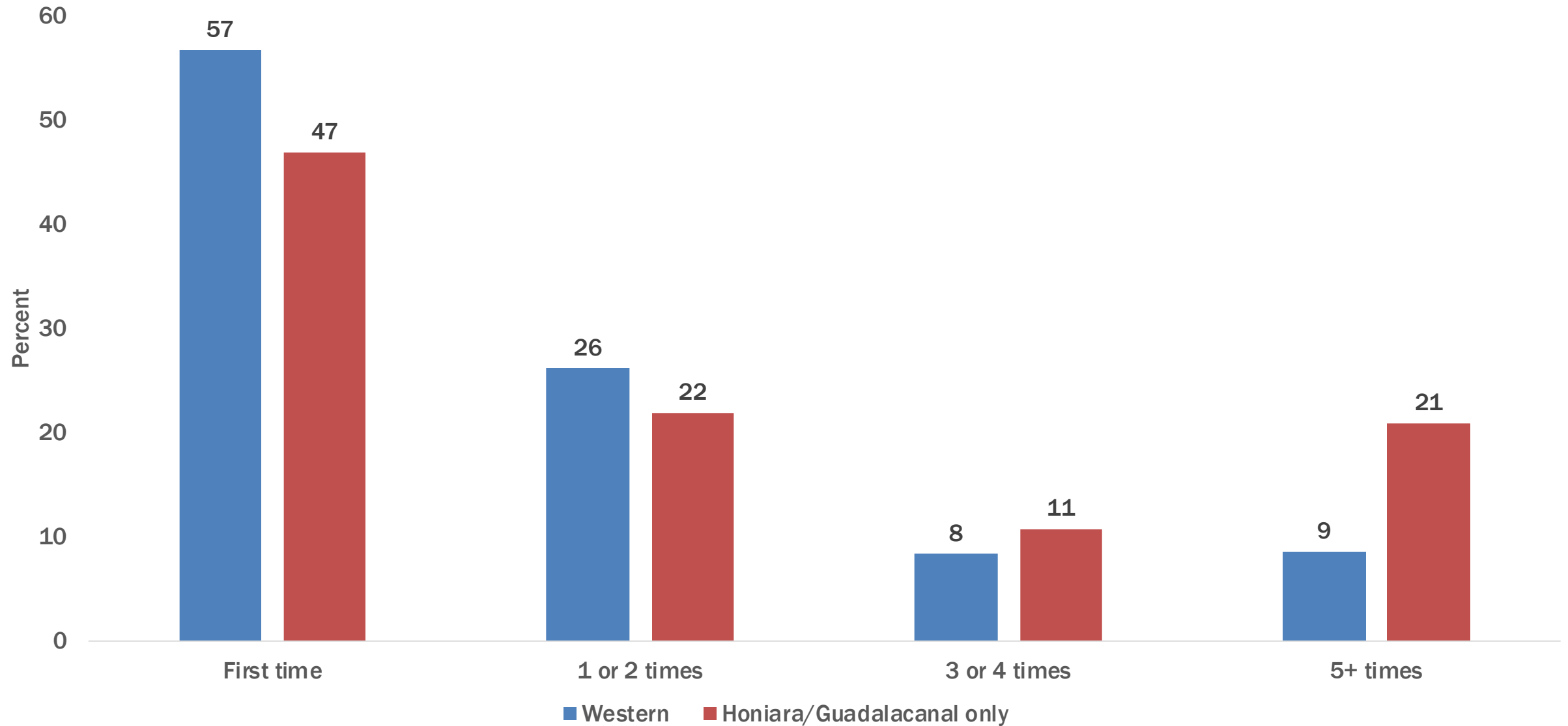
# Annual Household Income In USD



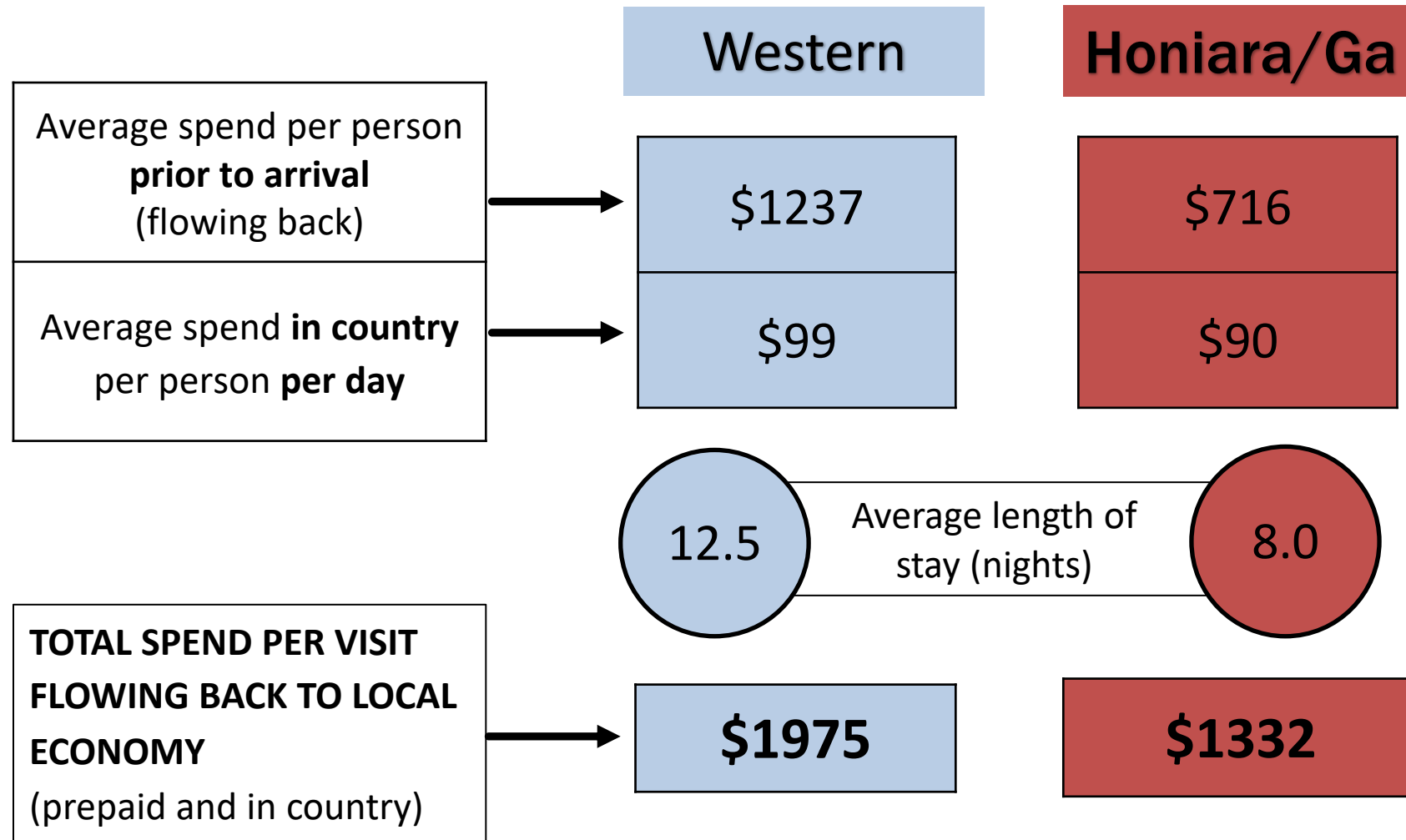
## Travelling With Whom?



## Previous Visits (Including Most Recent)

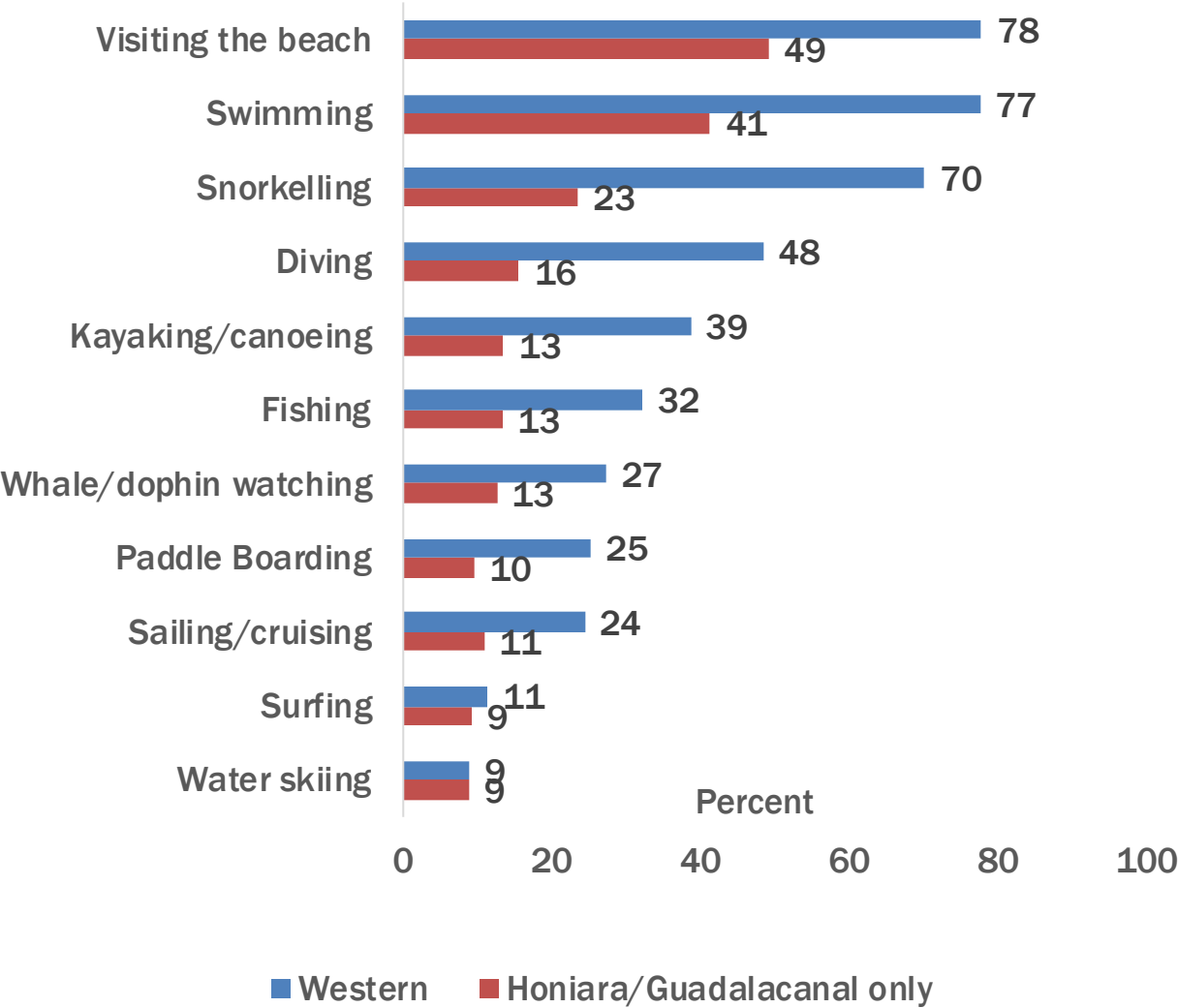


# Expenditure

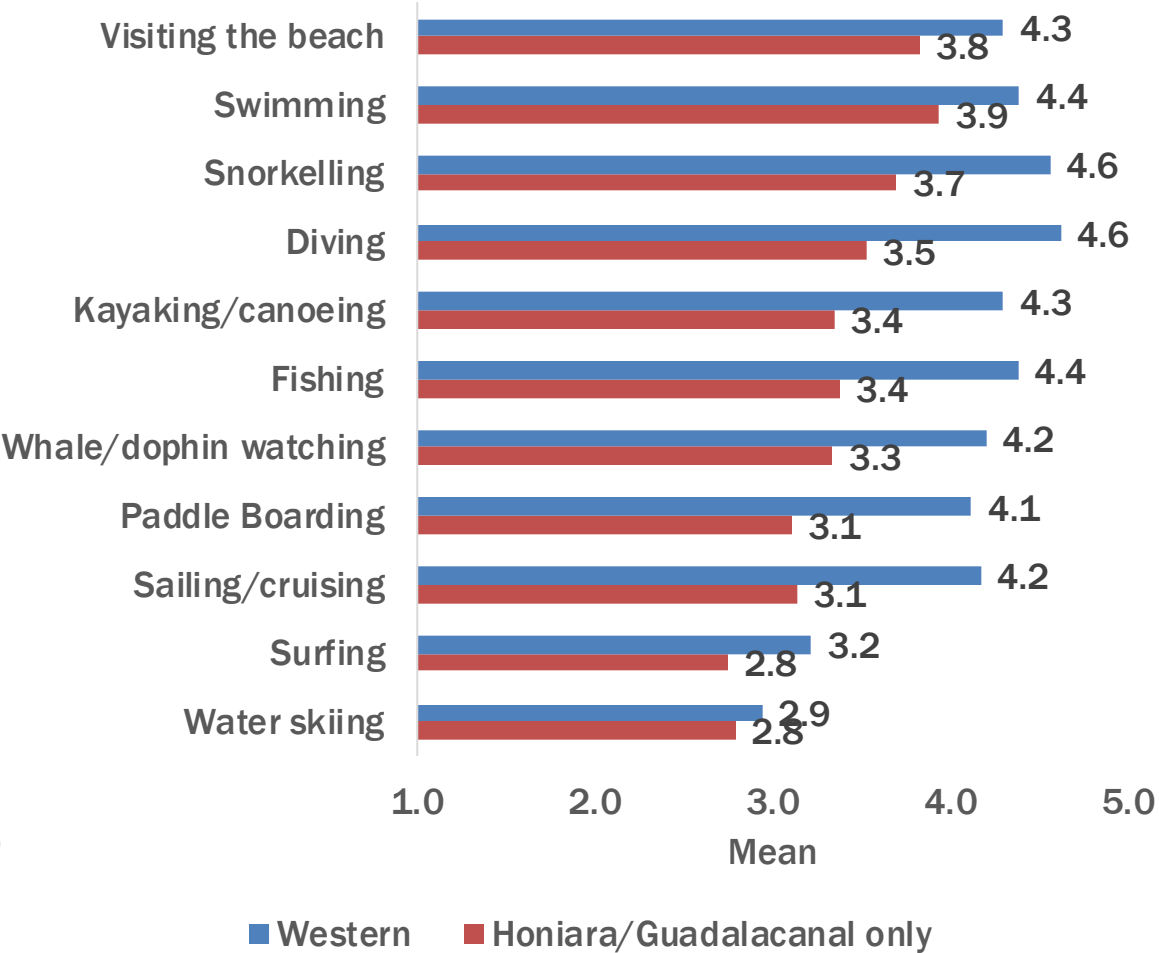


# Water Based Activities

Degree of participation



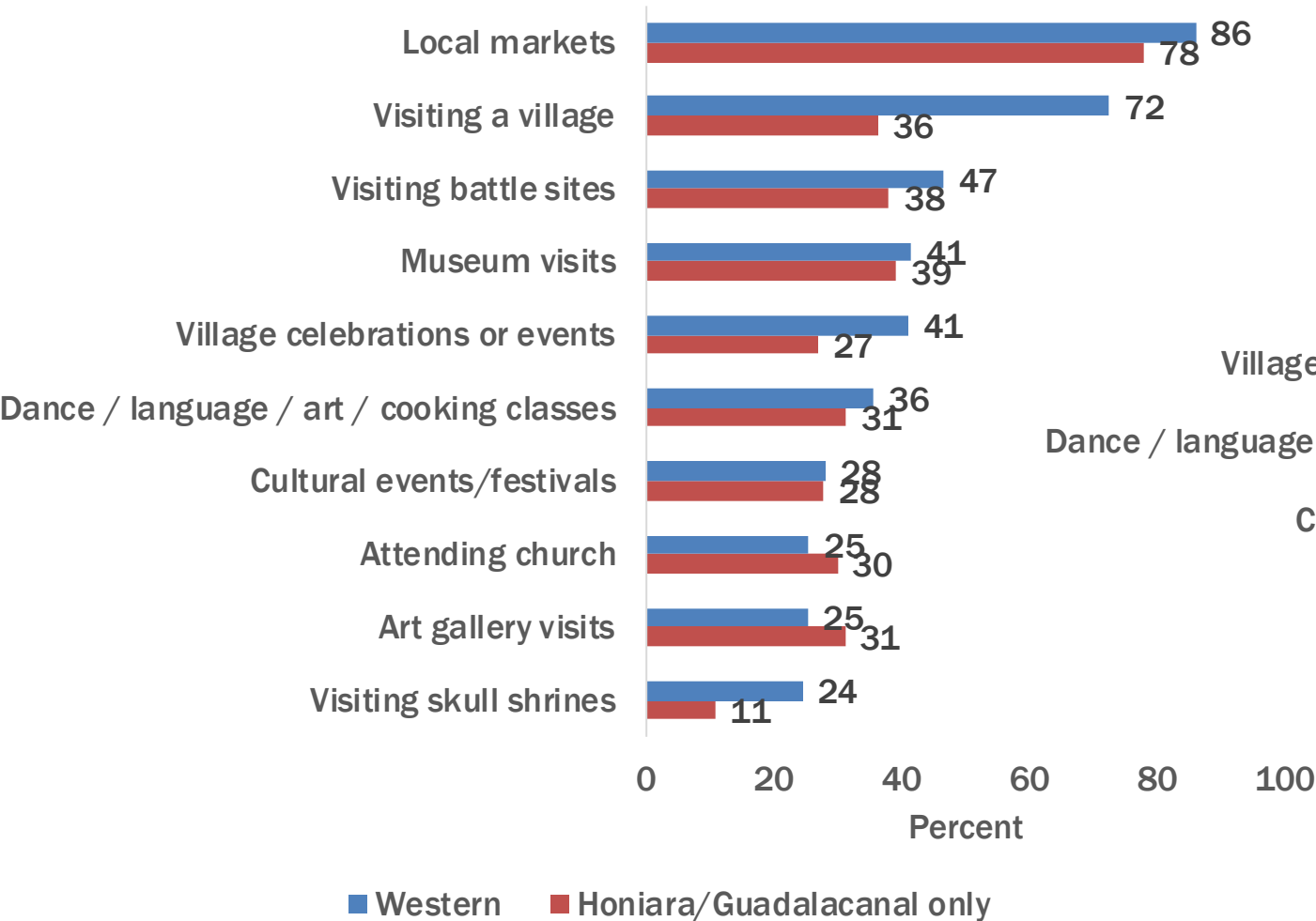
Satisfaction



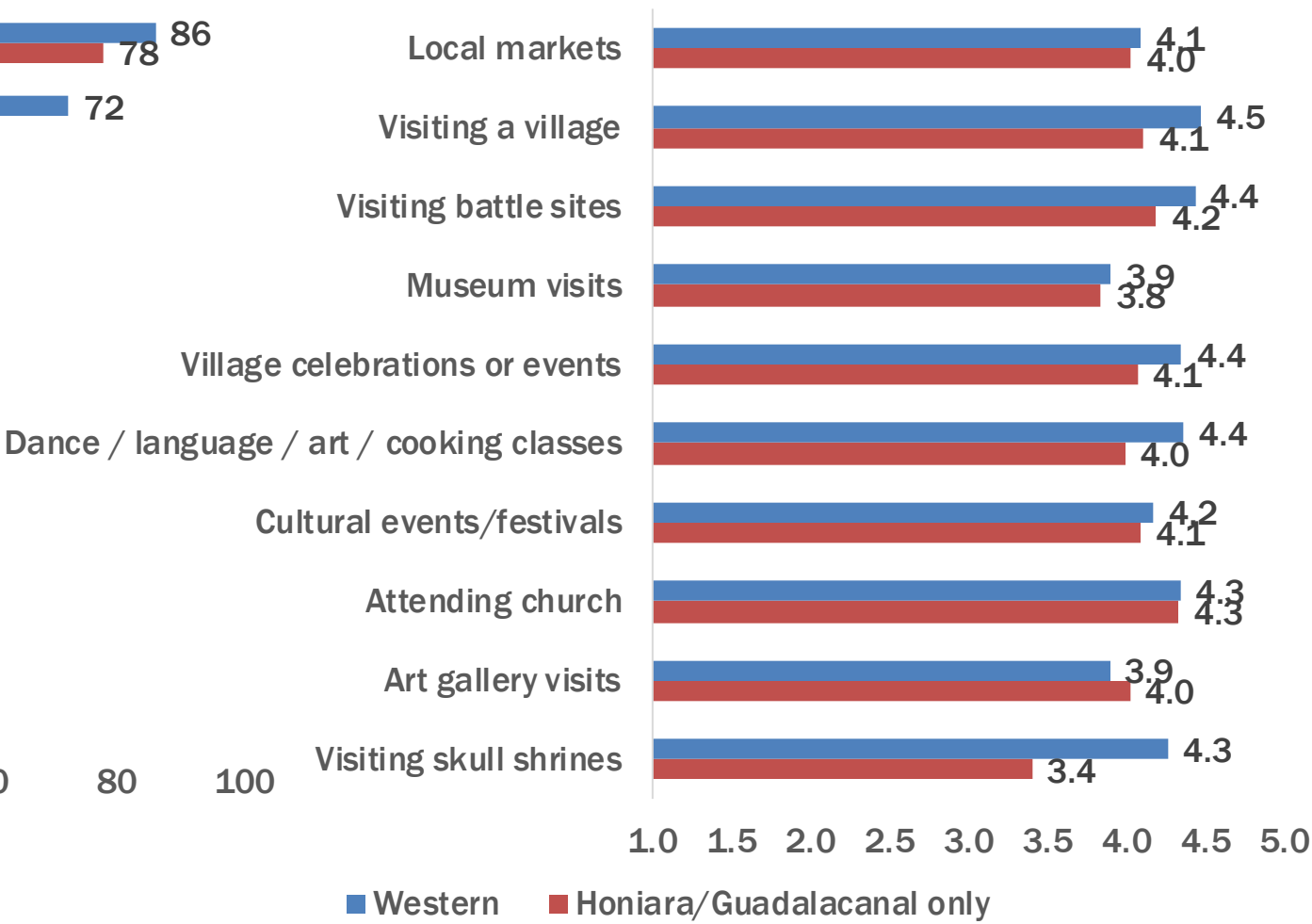
Note: Multiple responses, therefore total does not add up to 100%.

# Cultural Interaction Activities

Degree of participation

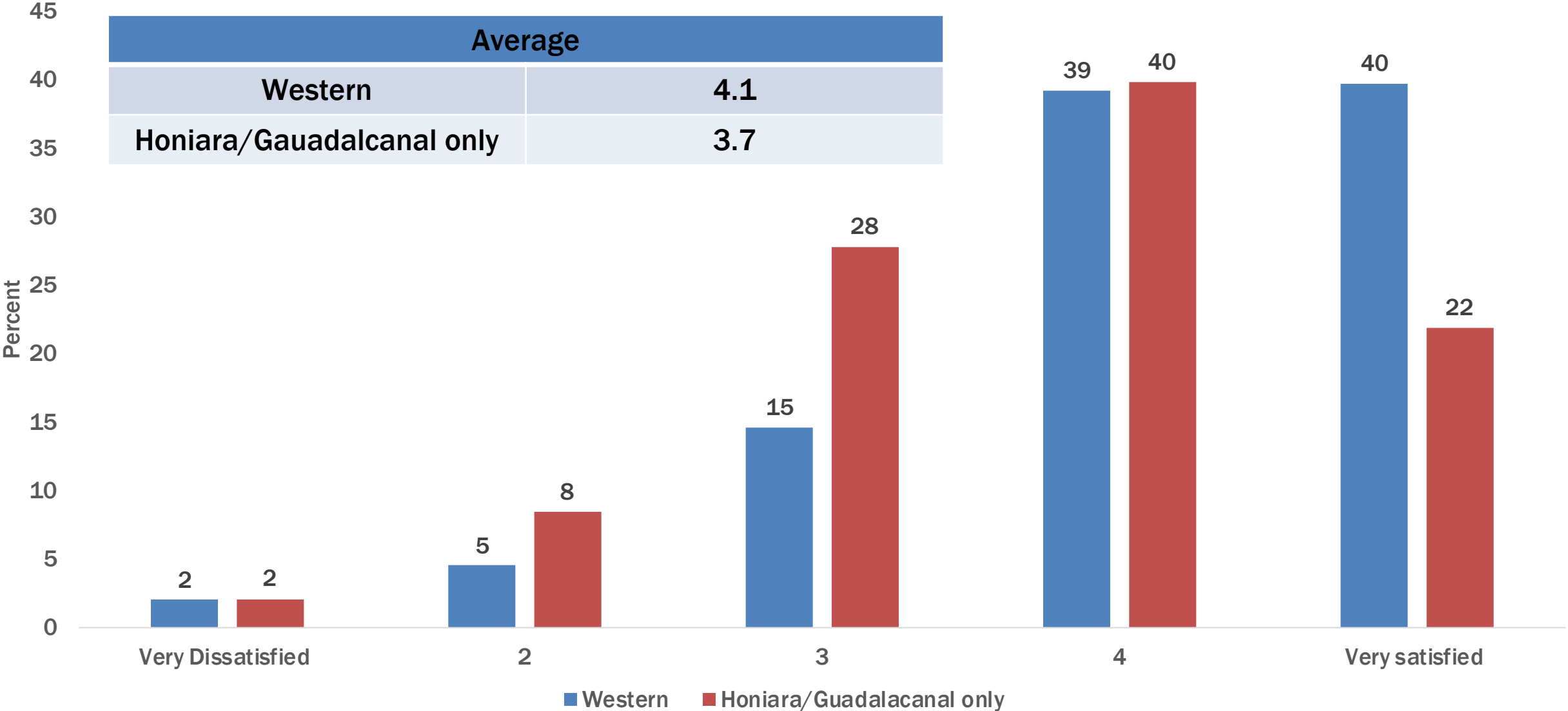


Satisfaction



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

# Overall Satisfaction





## Future Intentions



### Western

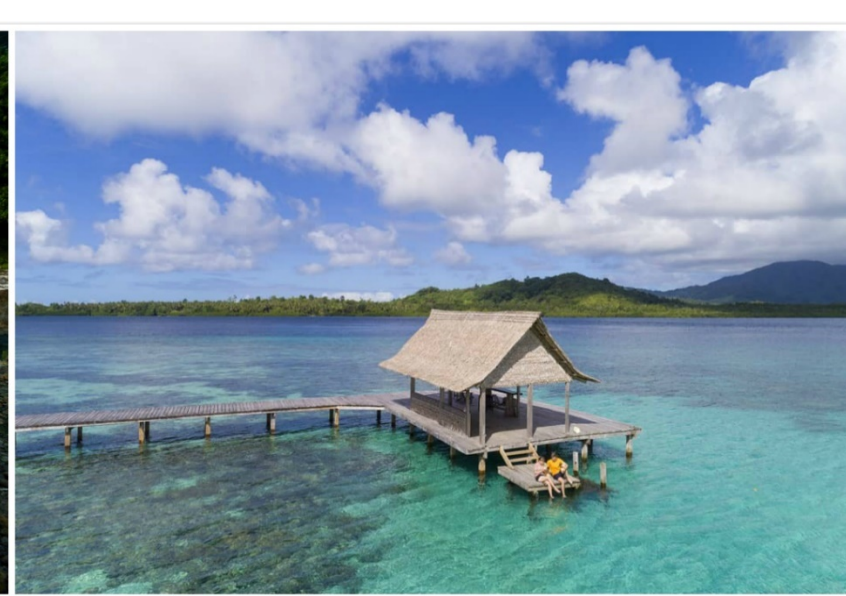
**88% would return**

**89% would recommend the Solomon Islands**

### Honiara/Gauadalcanal only

**90% would return**

**80% would recommend the Solomon Islands**



# Tagio tumas Thank you

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**Key contributions: Simon Milne, Sam Li, Mindy Sun**

"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/>

## 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)**

## 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