



Solomon Islands International Visitor Survey

January to December 2018

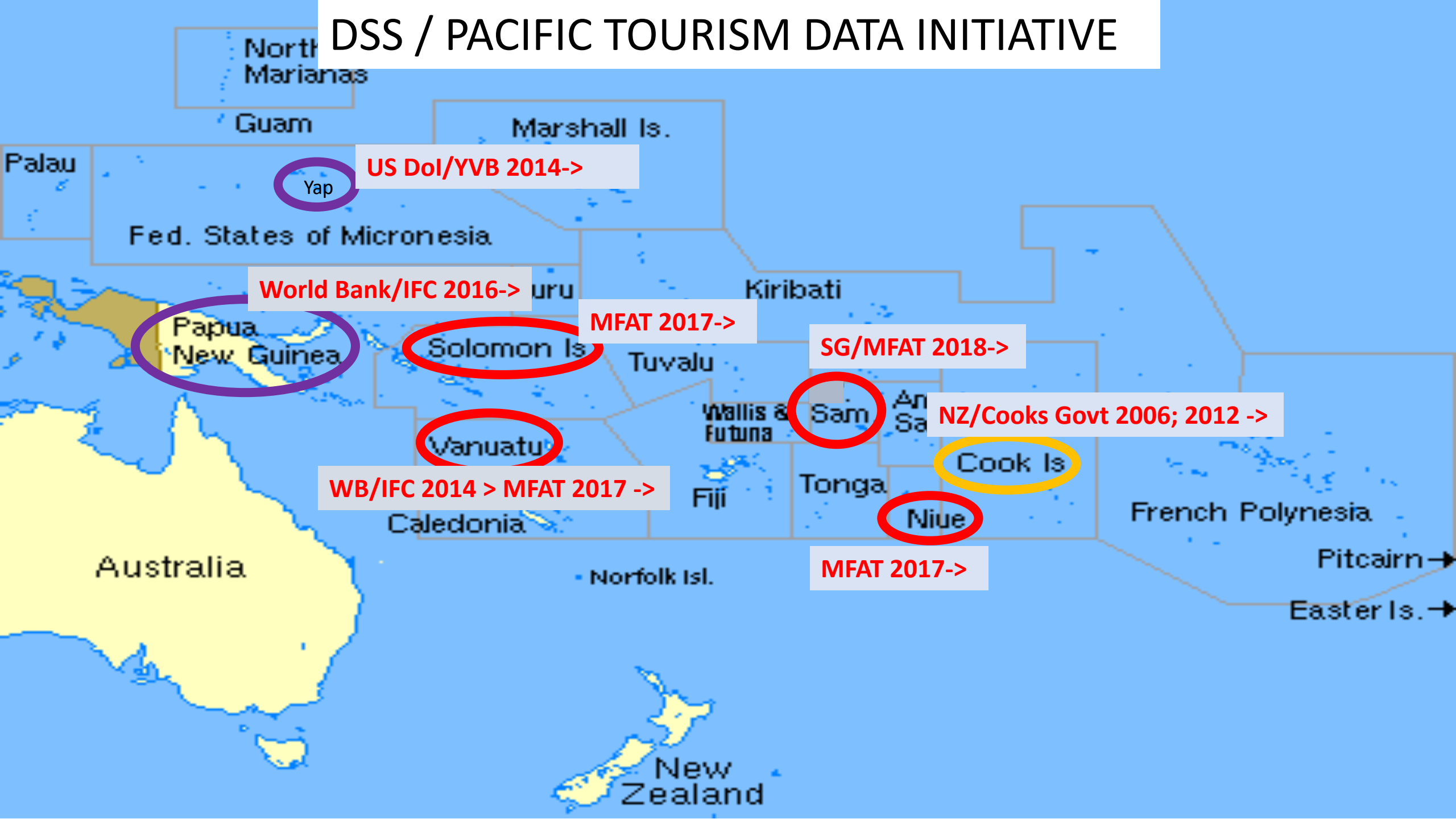
Presented to Tourism Solomons,
Honiara, August 6, 2019



SOLOMON ISLAND GOVERNMENT



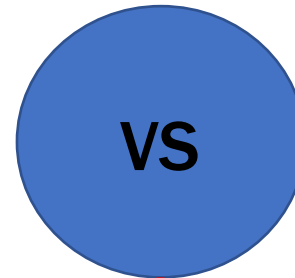
DSS / PACIFIC TOURISM DATA INITIATIVE



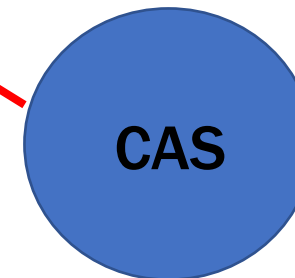
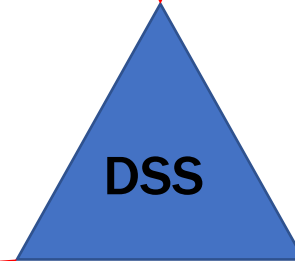
THREE PILLARS OF A DECISION SUPPORT SYSTEM

Improve insight, quality and
yield.....

Business
Research



Visitor Research



Community
Awareness/Attitudes
Research



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**

2019 Response Rates Remain Consistent

Time periods	Response rate
1st batch Jan of 2019	13.0
2nd of Jan and 1st of Feb 2019	15.8
2nd of Feb 2019	17.3
1st batch of March 2019	11.0
2nd batch of March 2019	21.4
1st batch of April	19.7
2nd batch of April	17.0
1st batch of May emails	14.9
2nd batch of May emails	17.2
1st batch of June emails	14.4
OVERALL	16.0



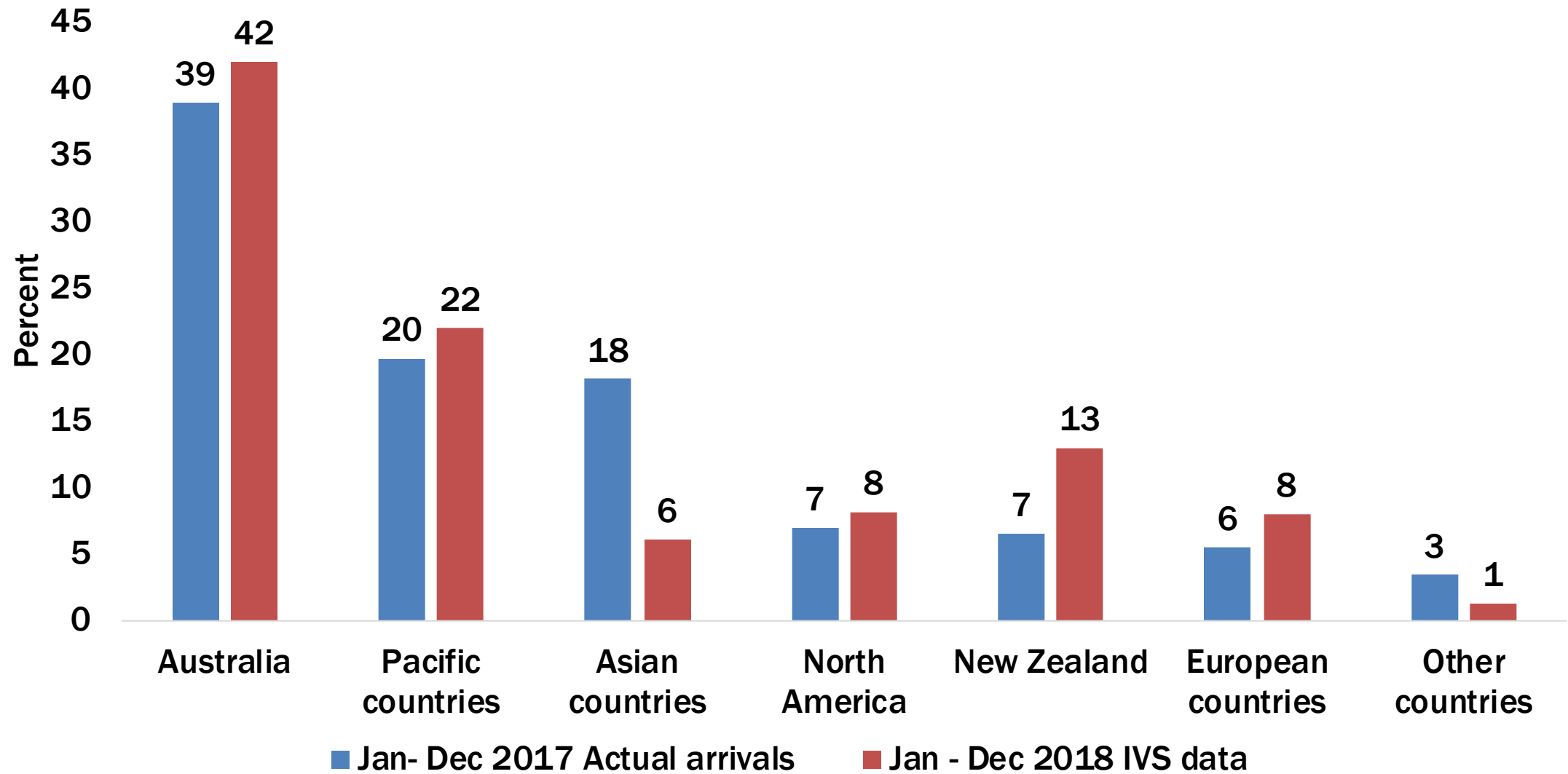
Solomon Islands

International Visitor Survey

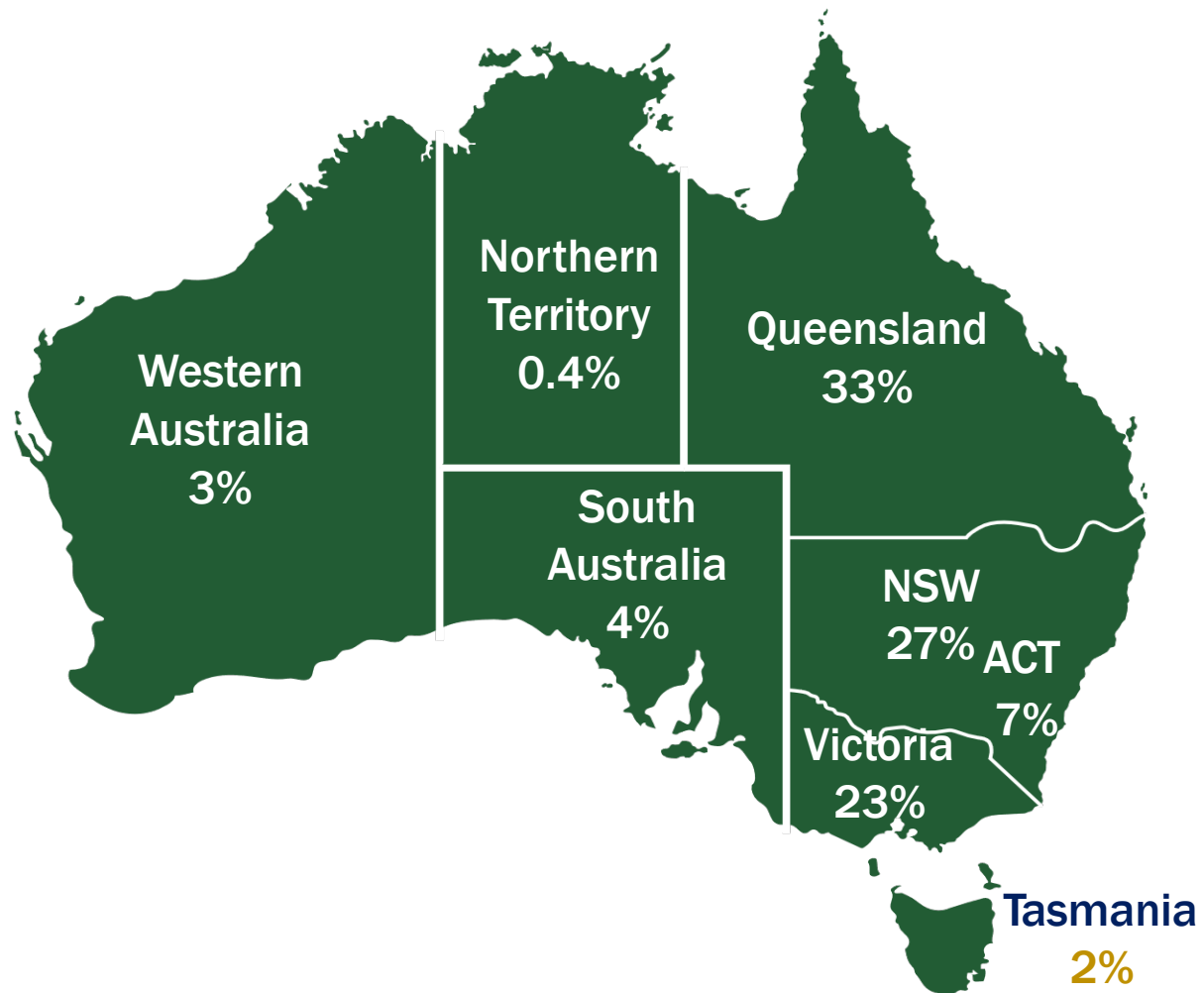
Visitor Characteristics

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 **84%** of all Australian arrivals

Visitor Characteristics

Annual Household Income (US\$)



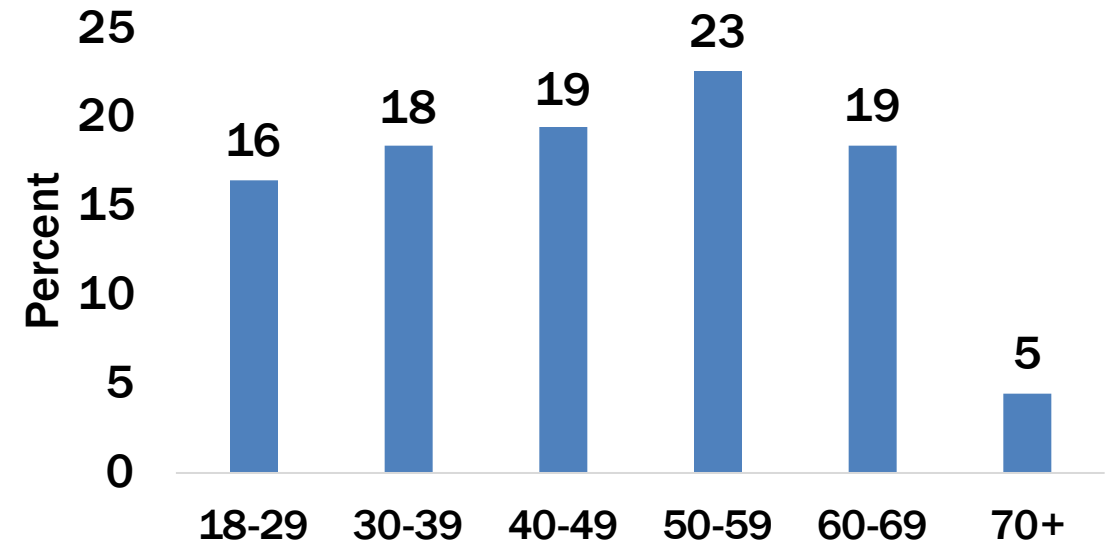
39%	Under \$50,000
33%	\$50,001 - \$100,000
17%	\$100,001 - \$150,000
6%	\$150,001 - \$200,000
3%	\$200,001 - \$250,000
2%	Over \$250,001

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*

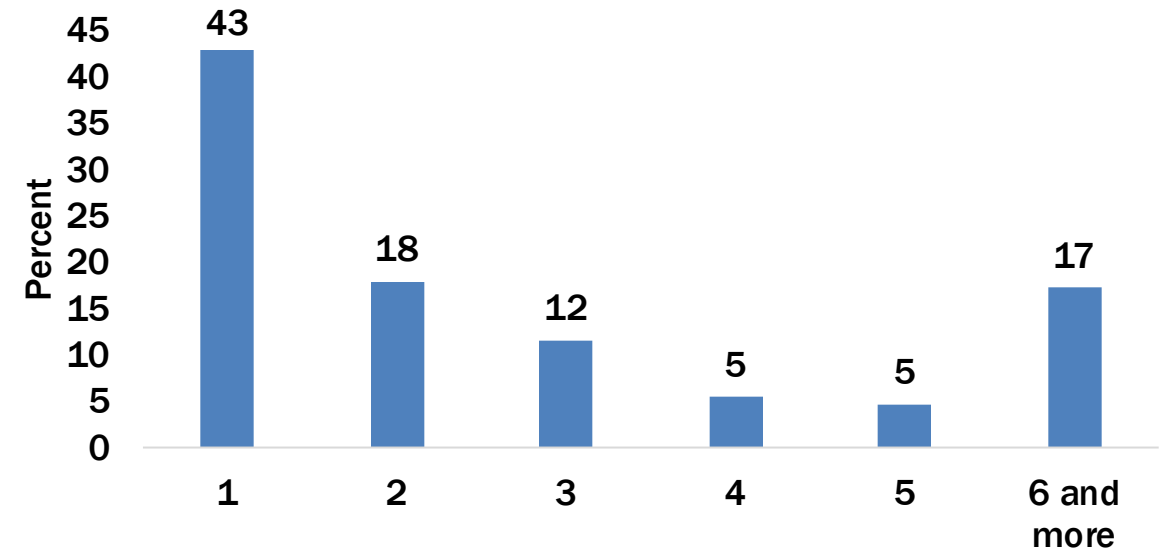
35%	Partner/Spouse
35%	Work Colleagues
19%	Family Member(s)
15%	Friends
11%	Organised group

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

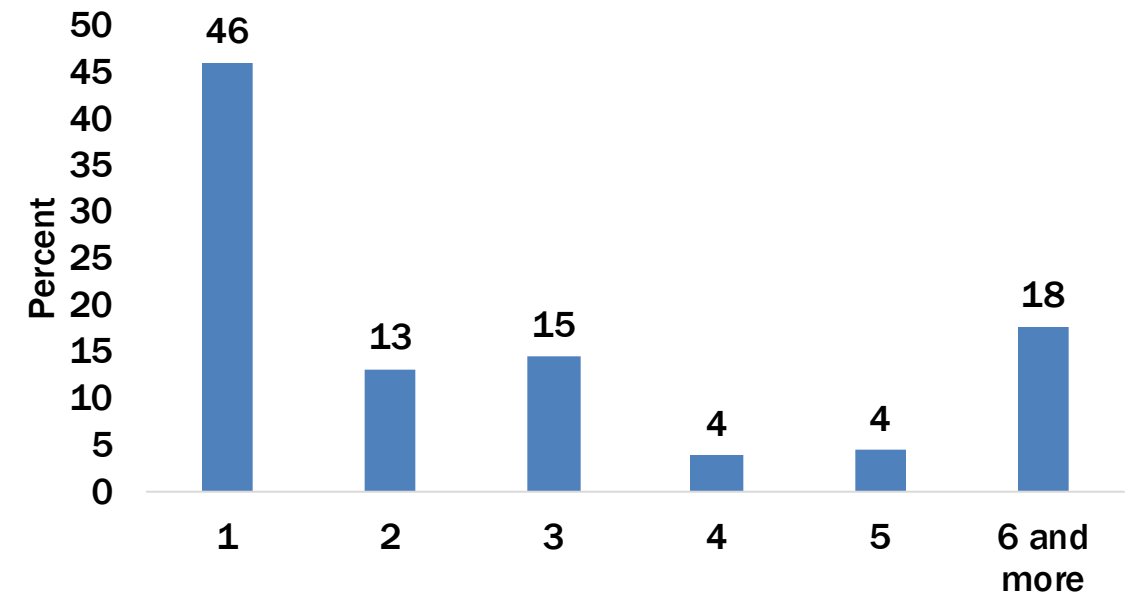
59% with others

41% of visitors travelled to Solomon Islands by themselves

Travel with*

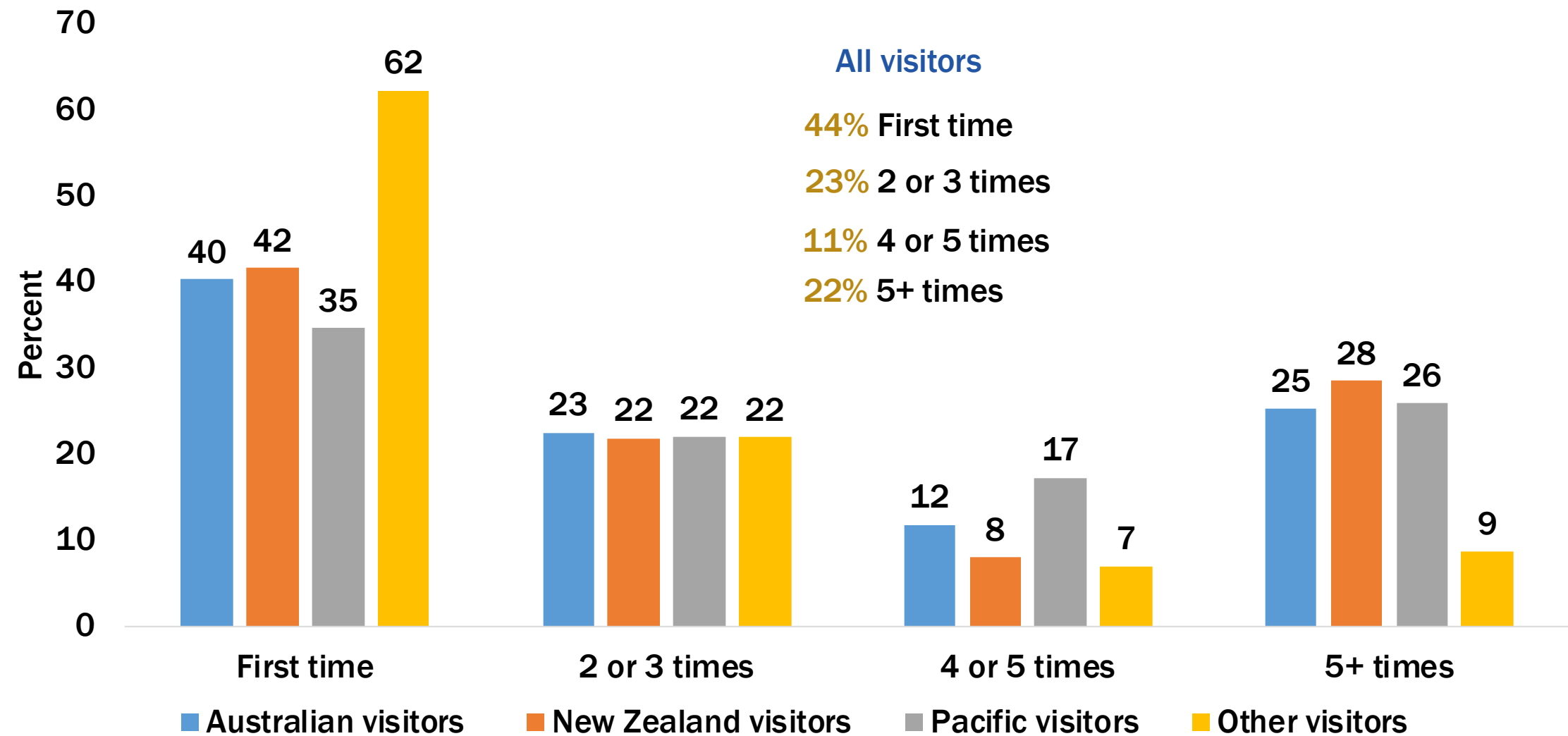
57%	Partner/Spouse
28%	Family Member(s)
28%	Friends
6%	Tour group
11%	Organised group

Number of Companions



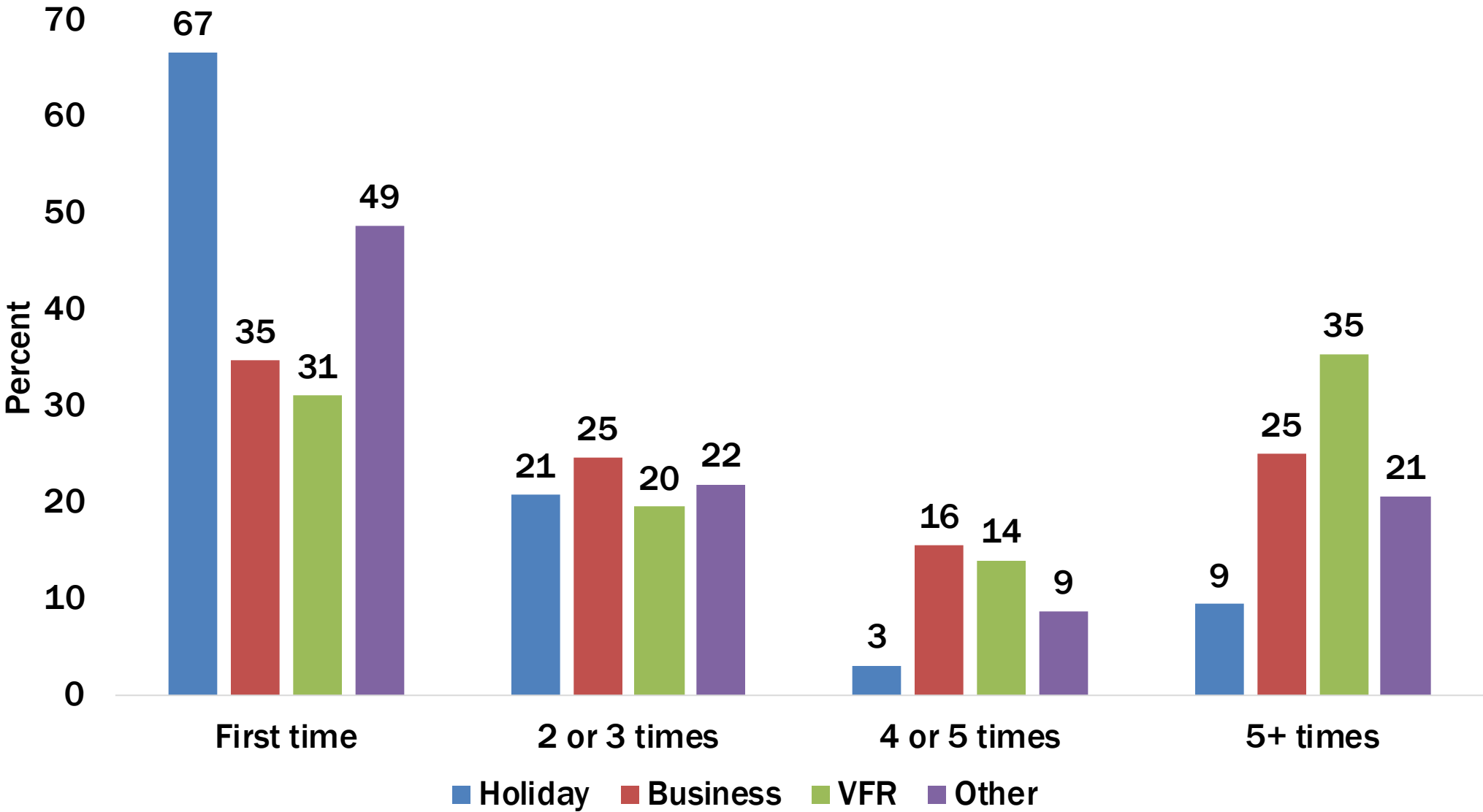
*: Multiple responses, therefore total does not add up to 100%.

Previous visits



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

Previous visits (including most recent)

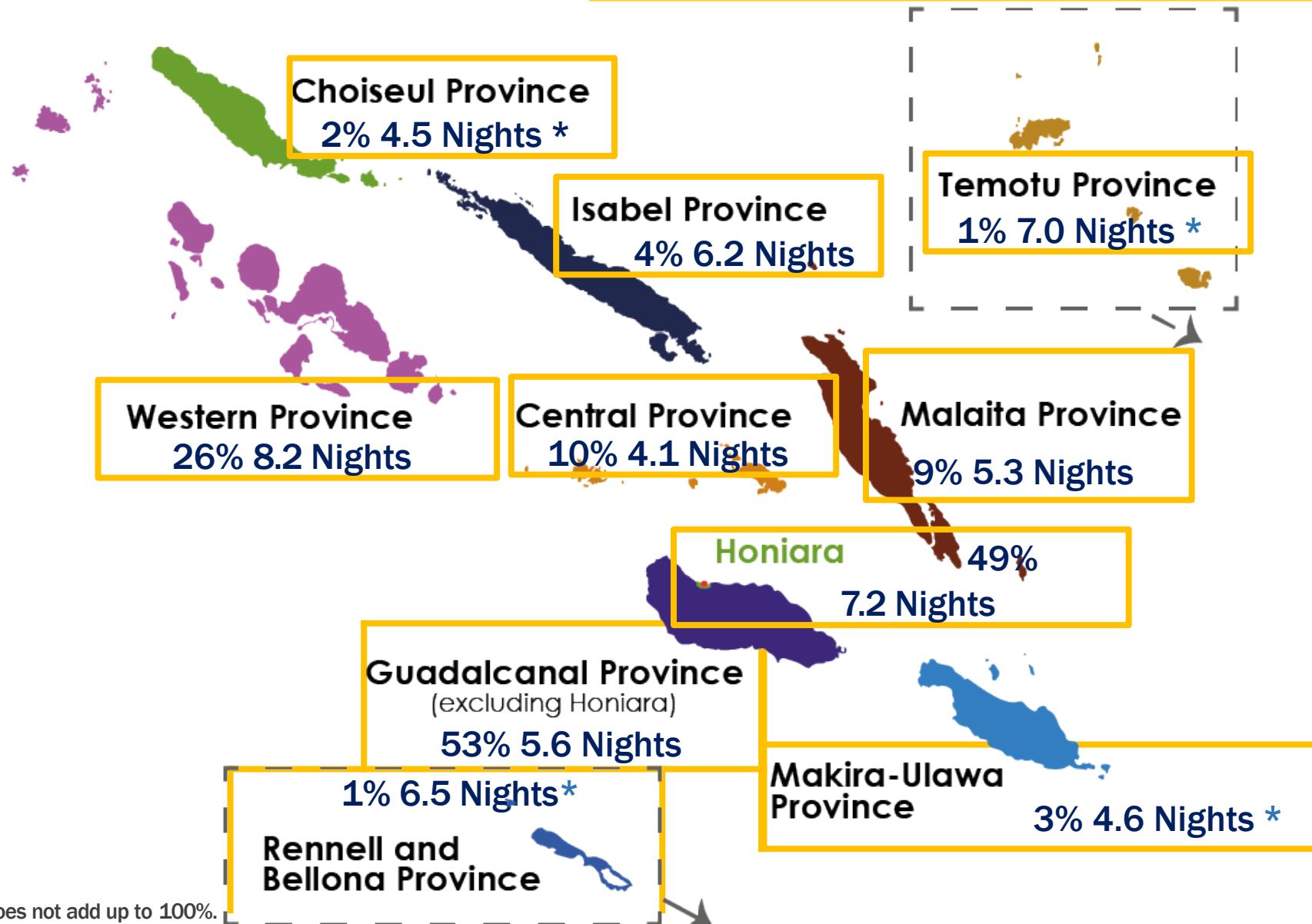


Length of Stay

	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

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*

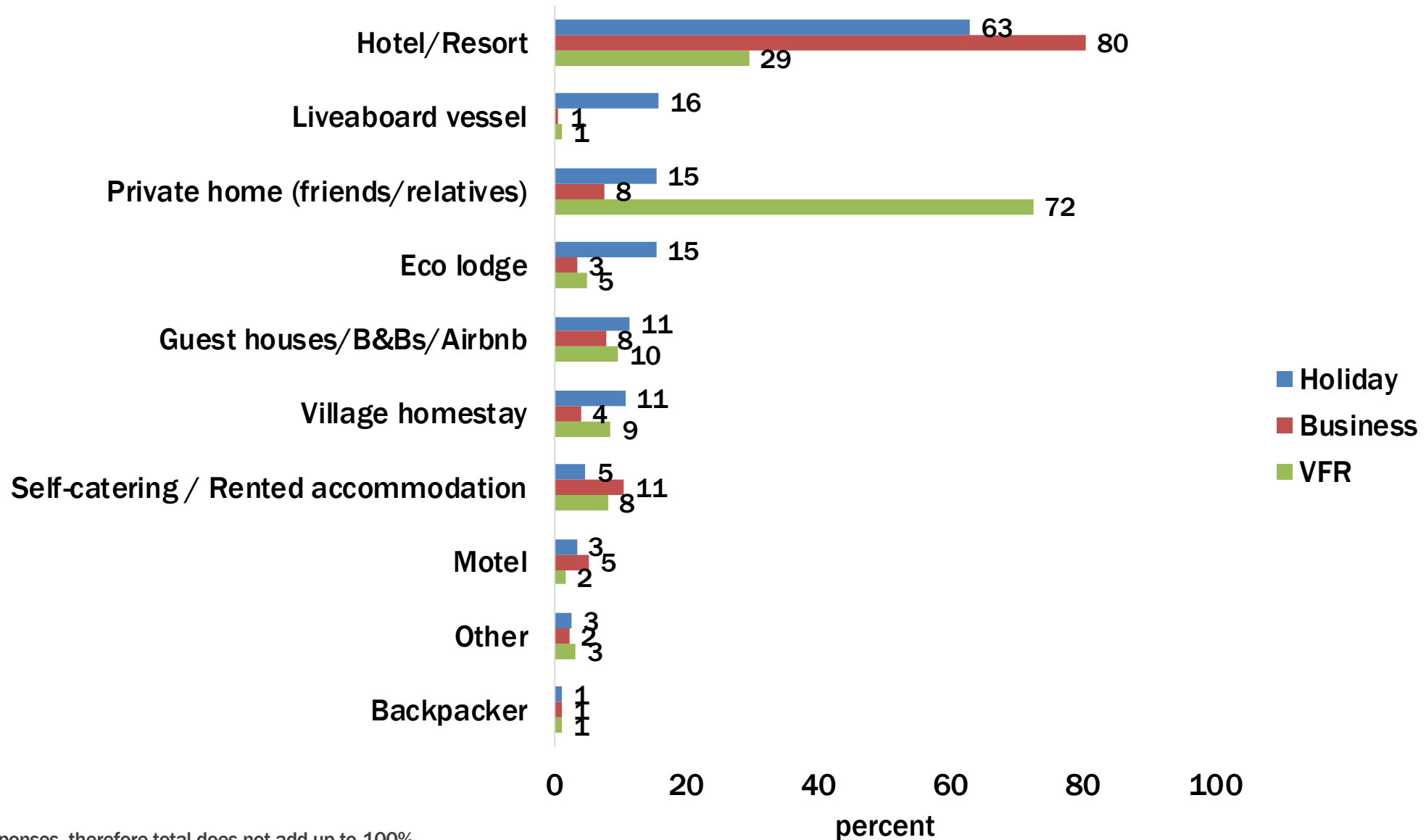
Note: Multiple responses, therefore total does not add up to 100%.

*N less than 30.

Samoa 2018 Outer Island datamining

	Upolu Only	Savai'i
Average spend per person prior to arrival flowing back to Samoa	SAT\$1,290/NZ\$718	SAT\$1,489/NZ\$829
Average spend in country per person per day	SAT\$157/NZ\$87	SAT\$153/NZ\$85
Average length of stay in Samoa (nights)	7.2	10.5
TOTAL SPEND PER VISIT FLOWING BACK TO LOCAL ECONOMY	SAT\$2,420/NZ\$1,344	SAT\$3,096/NZ\$1,722

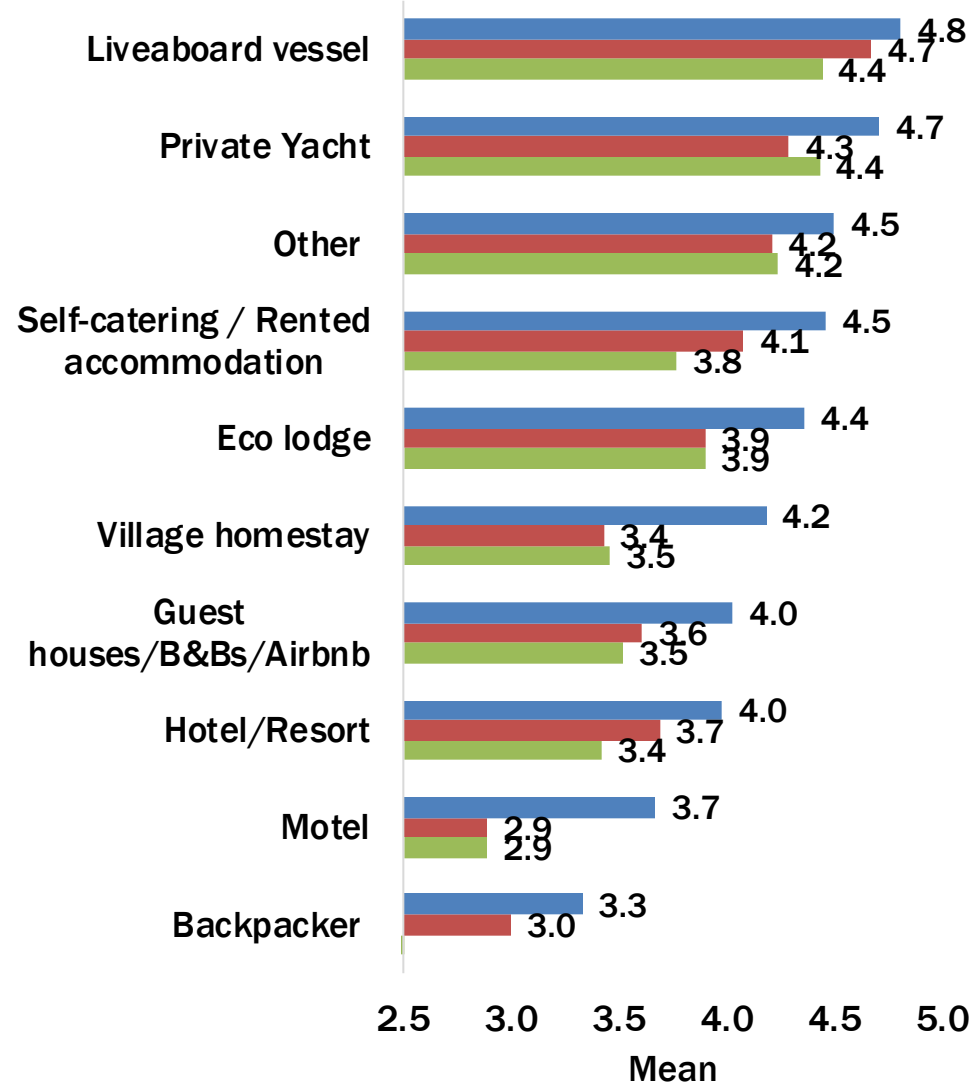
Types of Accommodation Used



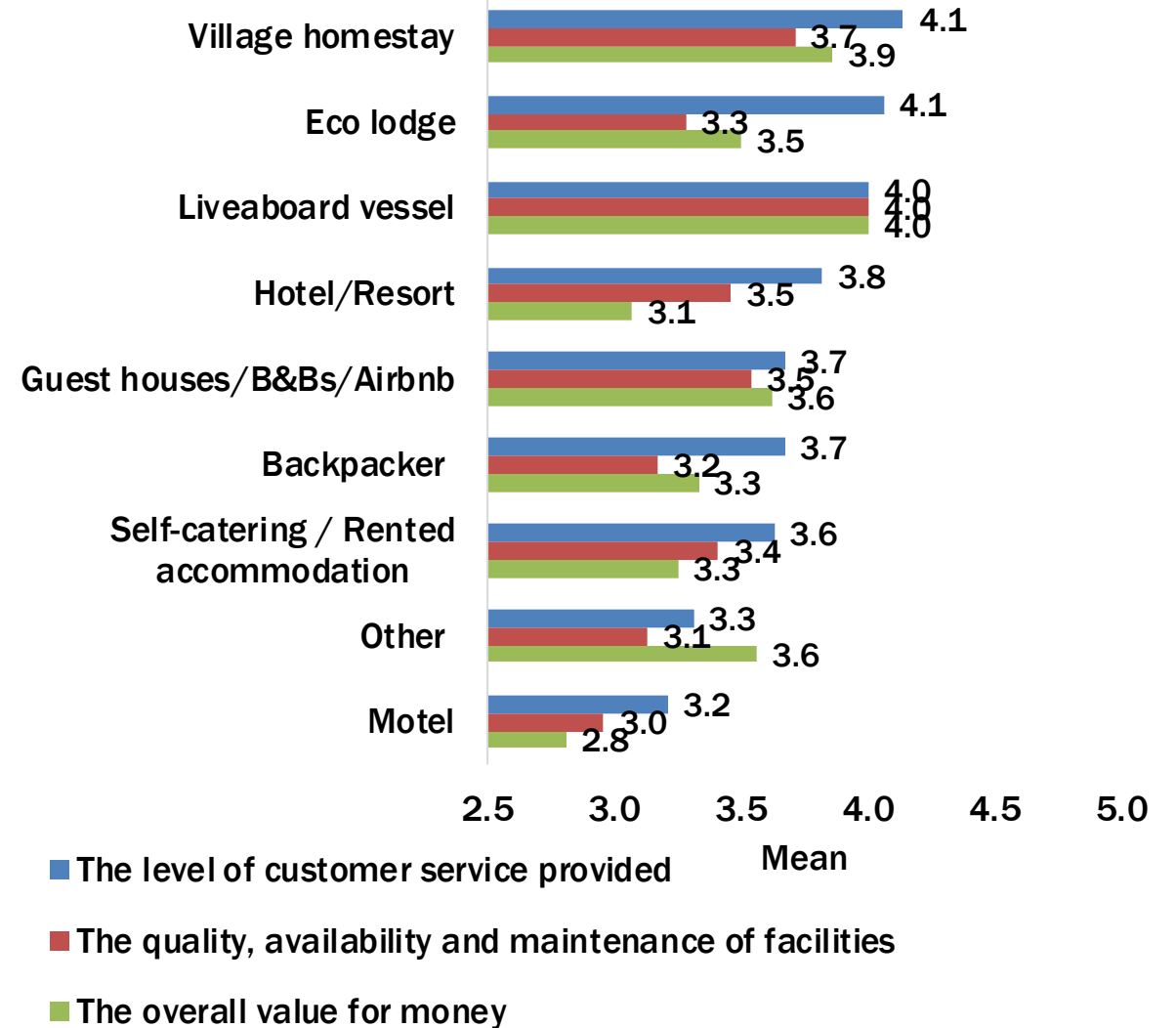
Note: Multiple responses, therefore total does not add up to 100%.

Satisfaction with Accommodation Used

Holiday



Business





COOK ISLANDS VISITORS SURVEY DATA INSIGHTS

COOK ISLANDS VISITOR SURVEY

CHARACTERISTICS BY ACCOMMODATION TYPE

Figure 2: Profile of visitors staying at hotels/resorts

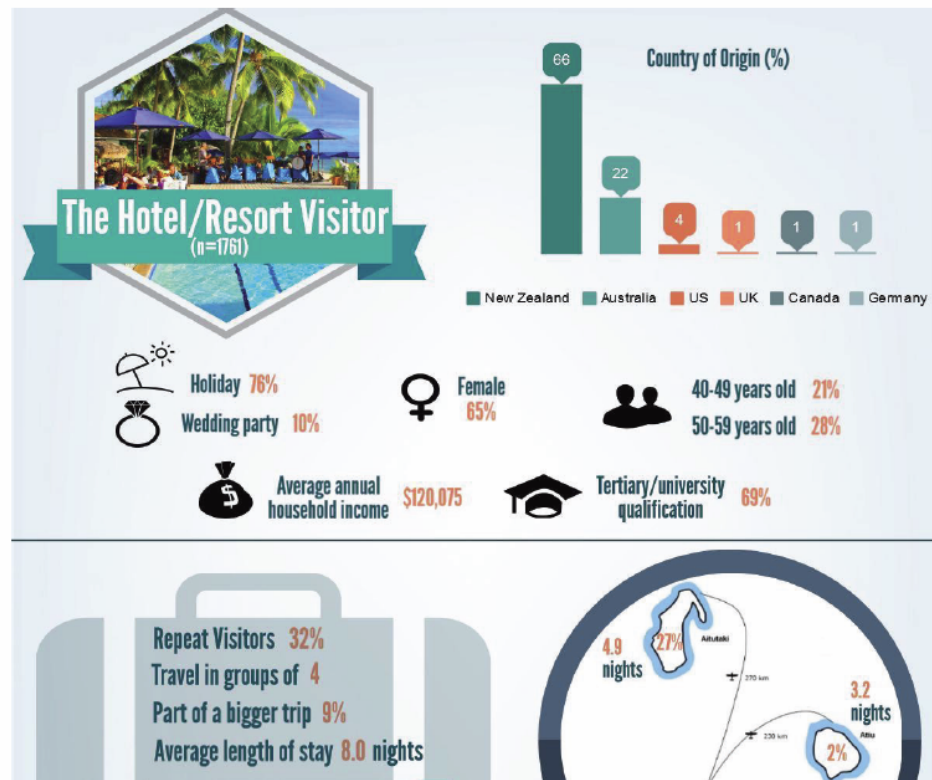


Figure 3: Profile of visitors staying at self-catering accommodation

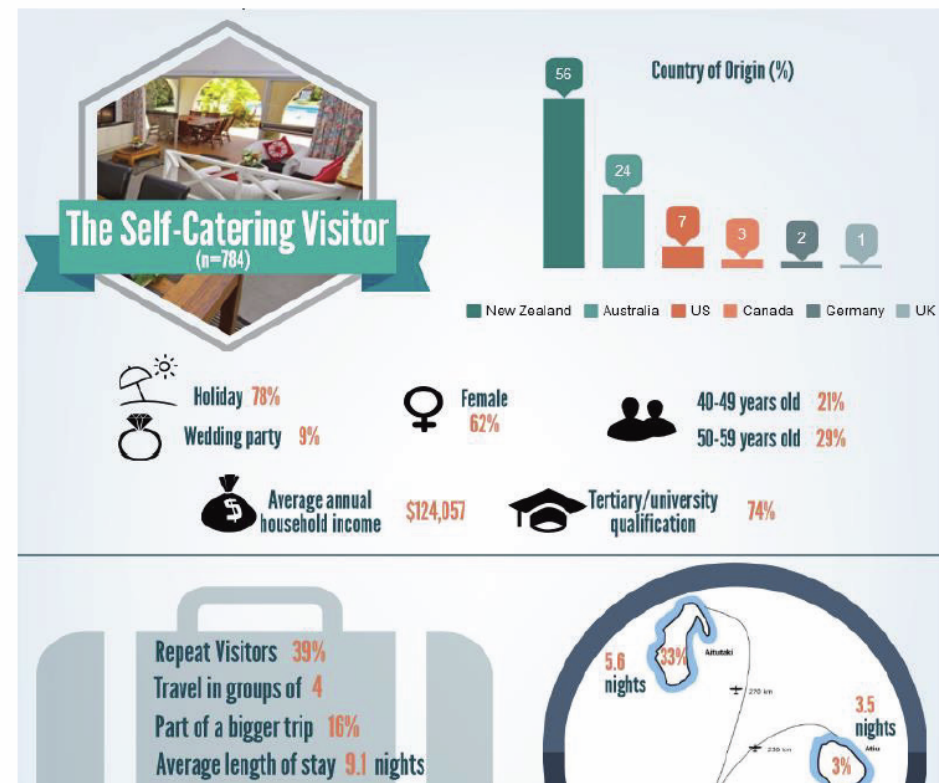
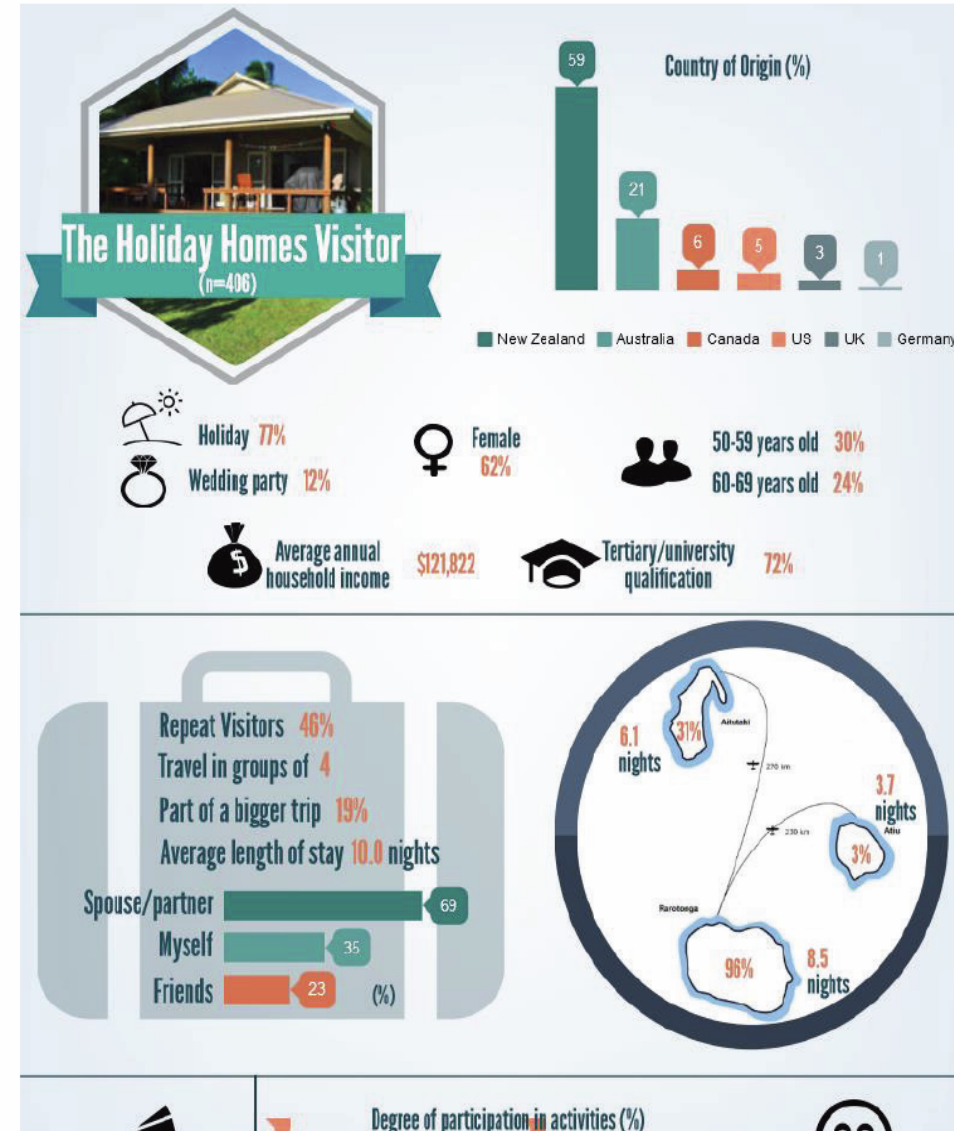
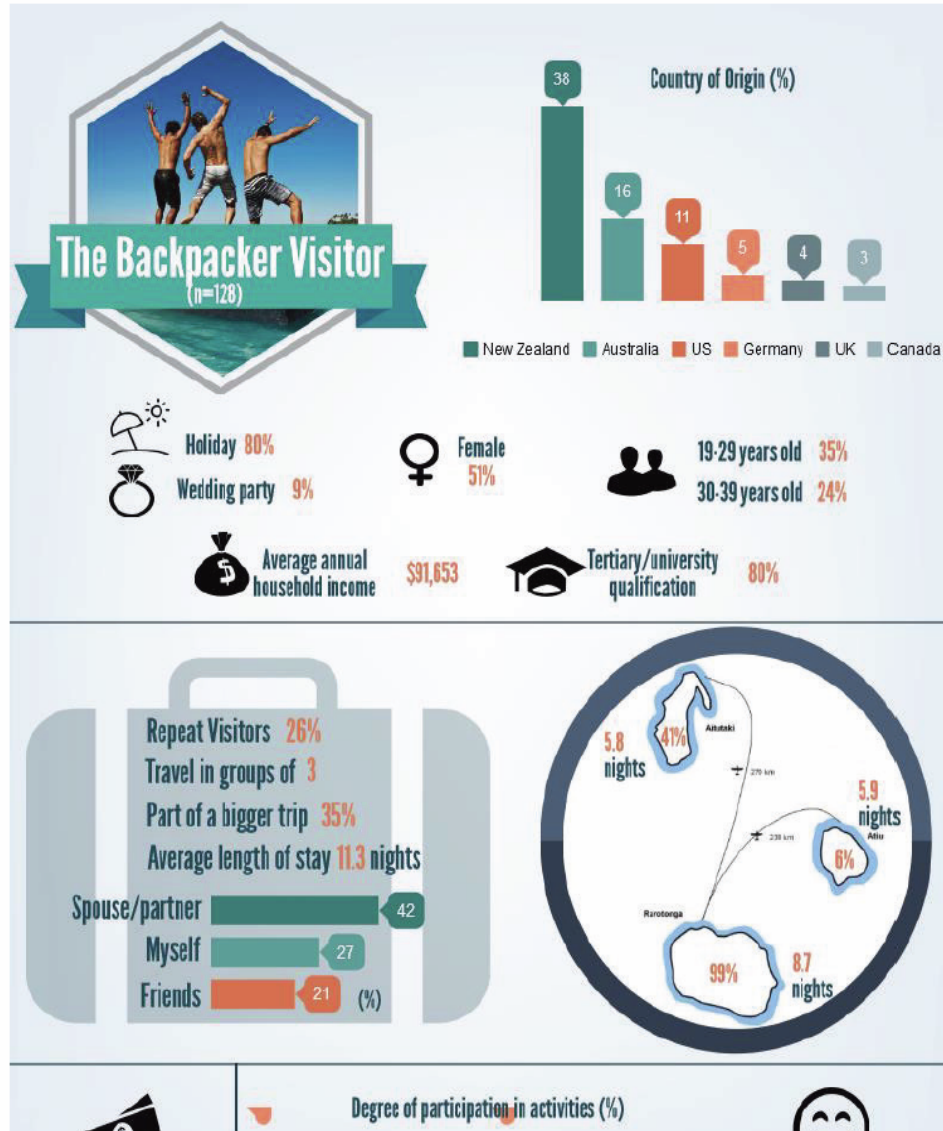




Figure 4: Profile of visitors staying at backpackers




Figure 5: Profile of visitors staying at holiday homes



Destinations and Airlines – Holiday Visitors

For **43%** of holiday visitors (29% overall visitors), Solomon Islands was part of a larger journey, other destinations included:



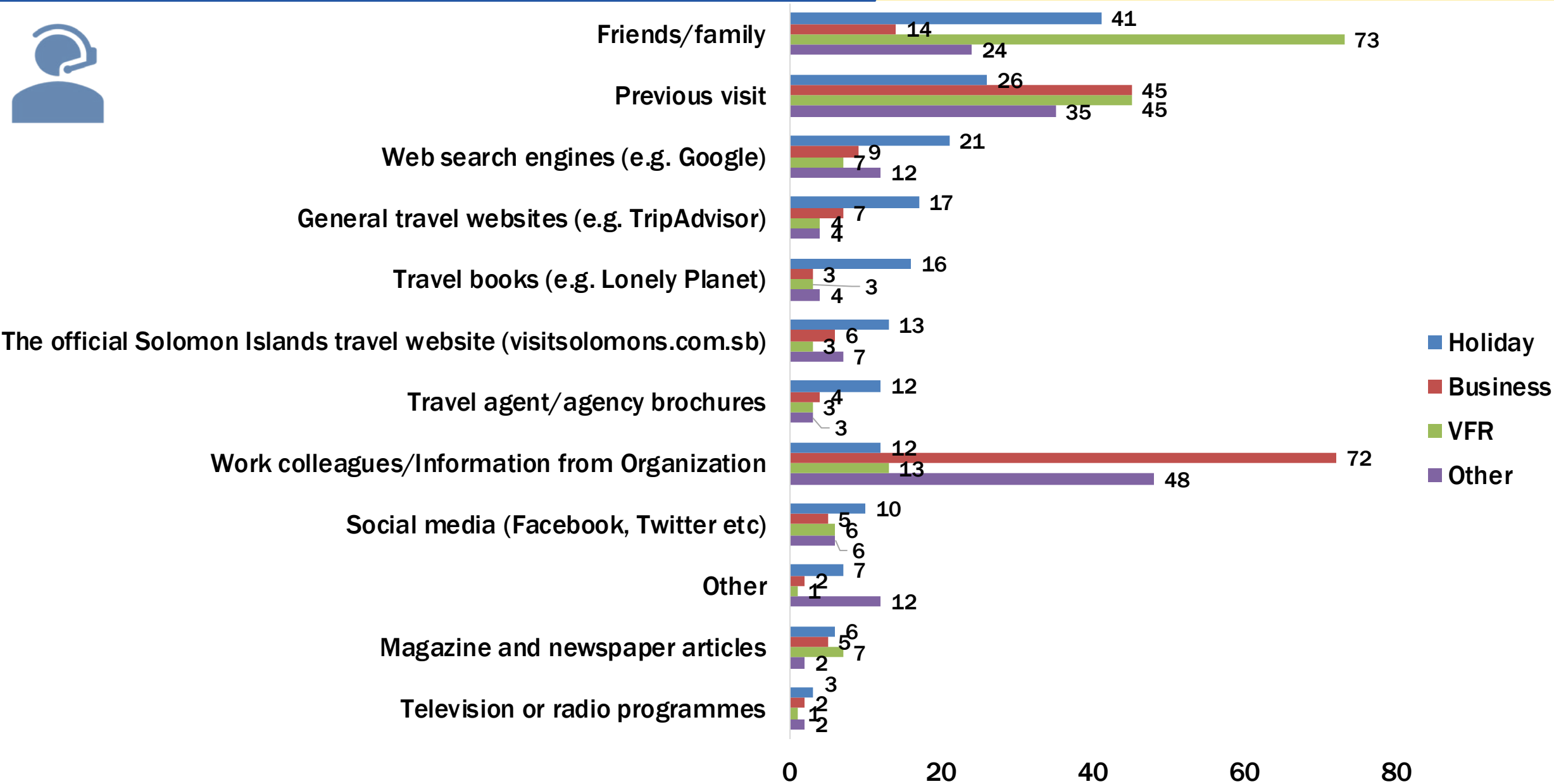
- 71%** Other Pacific Countries
- 43%** Australia
- 23%** Asia
- 16%** New Zealand
- 2%** North America
- 1%** Other

For **57%** of holiday 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

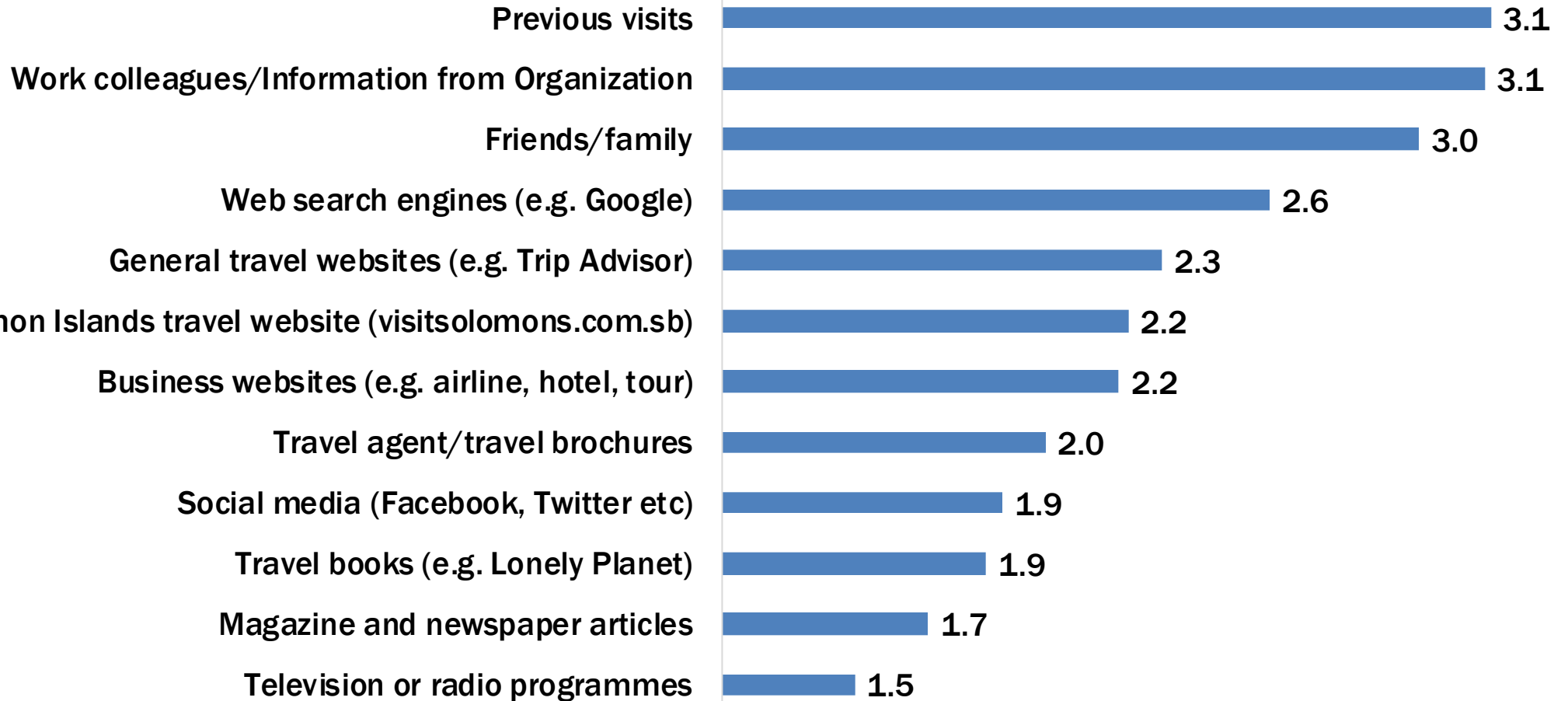
How Did You Find Out About the Solomon Islands ?



■ 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

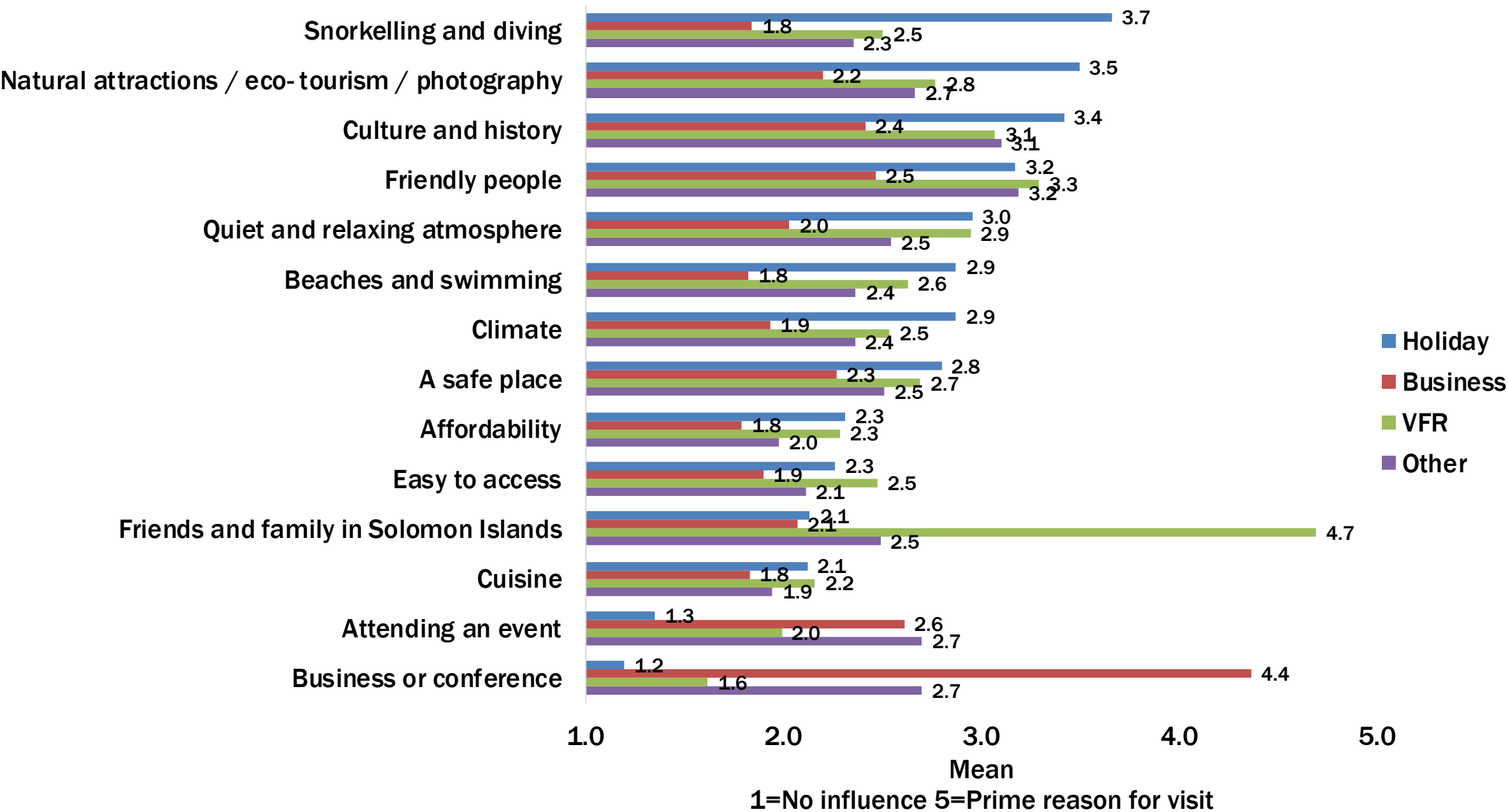
3.2

Mean

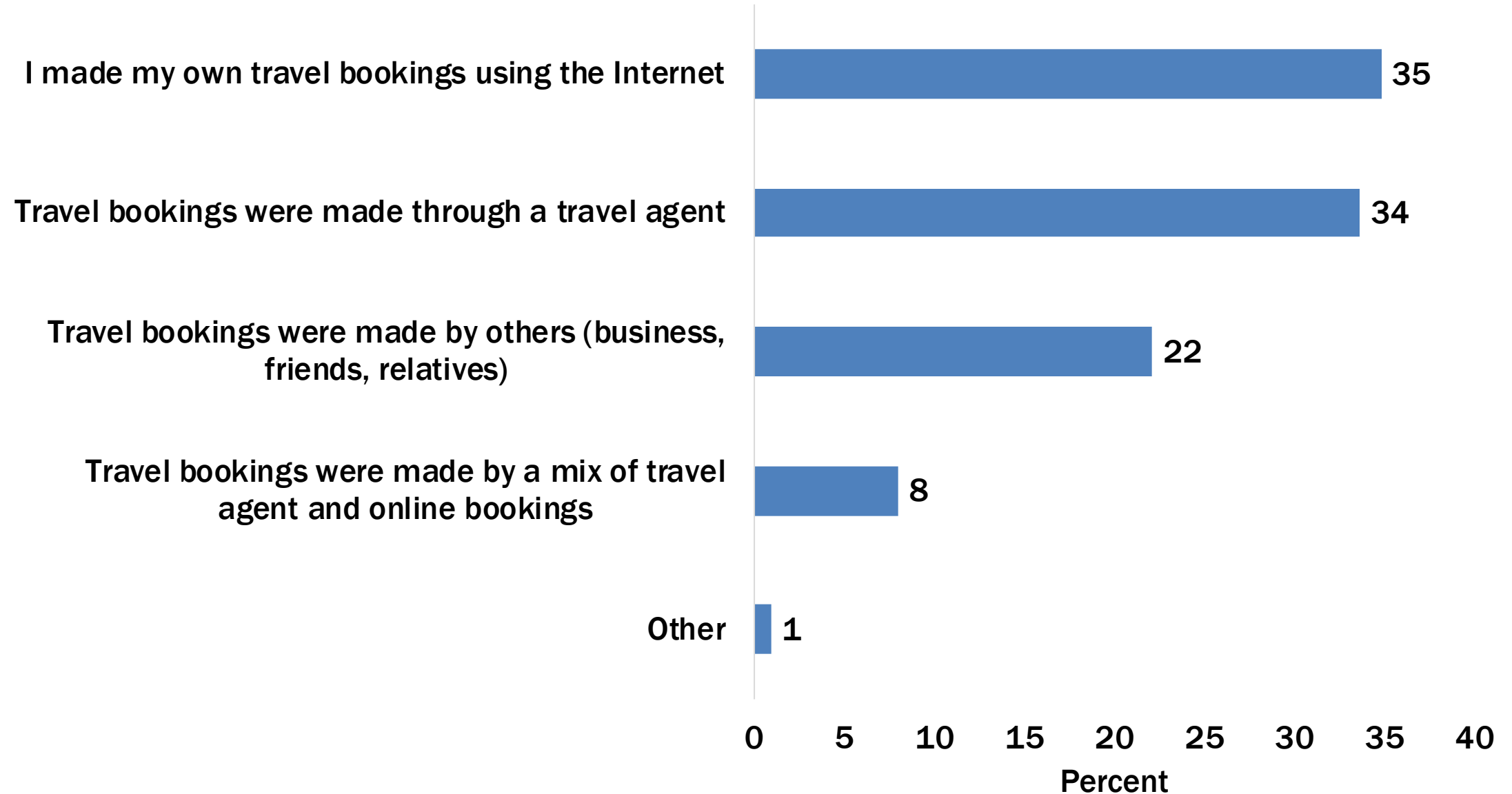
1= Not at all important

5= Extremely important

Factors Influencing the Visit to Solomon Islands

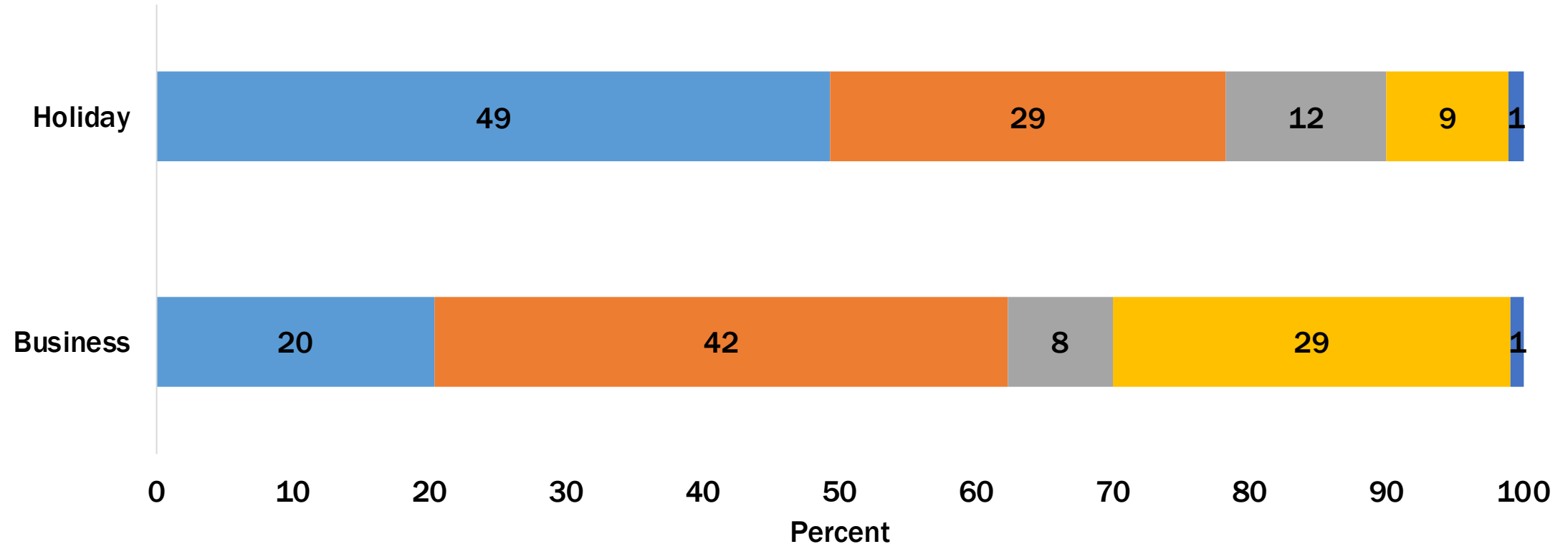


How Did You Purchase Your Travel?



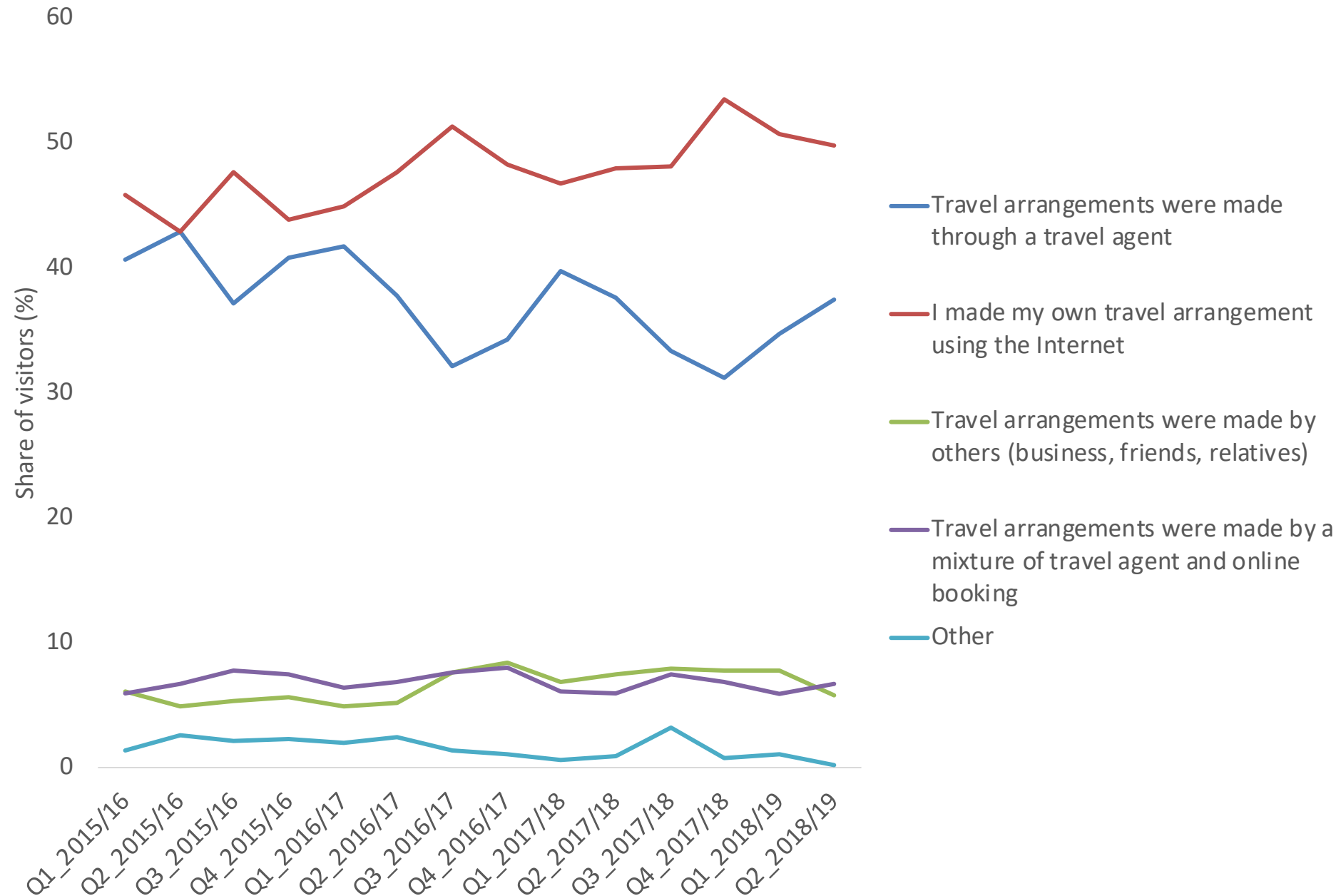
How Did You Purchase Your Travel?

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

Cook Islands: How did you purchase your travel?





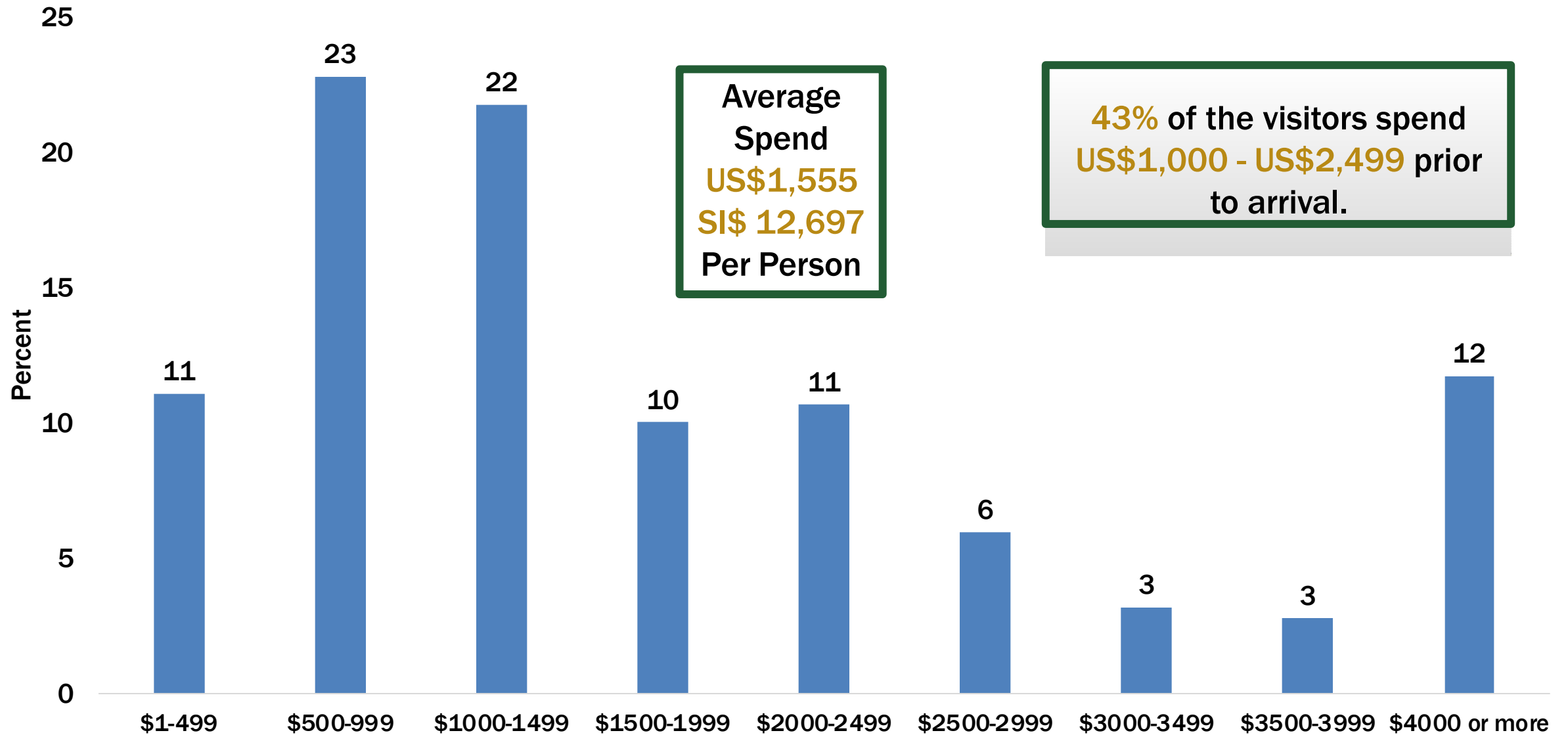
Solomon Islands

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.

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 – 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



PNG JANUARY – DECEMBER 2018

NICHE MARKETS

USD 9.9M

TOTAL SPEND USD



DIVING

AVERAGE LENGTH OF STAY

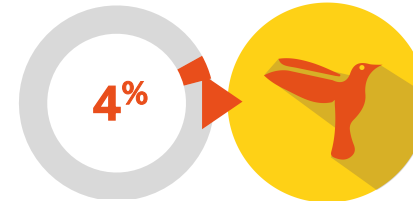


SPEND USD



USD 9.5M

TOTAL SPEND USD



BIRDWATCHING

AVERAGE LENGTH OF STAY



SPEND USD





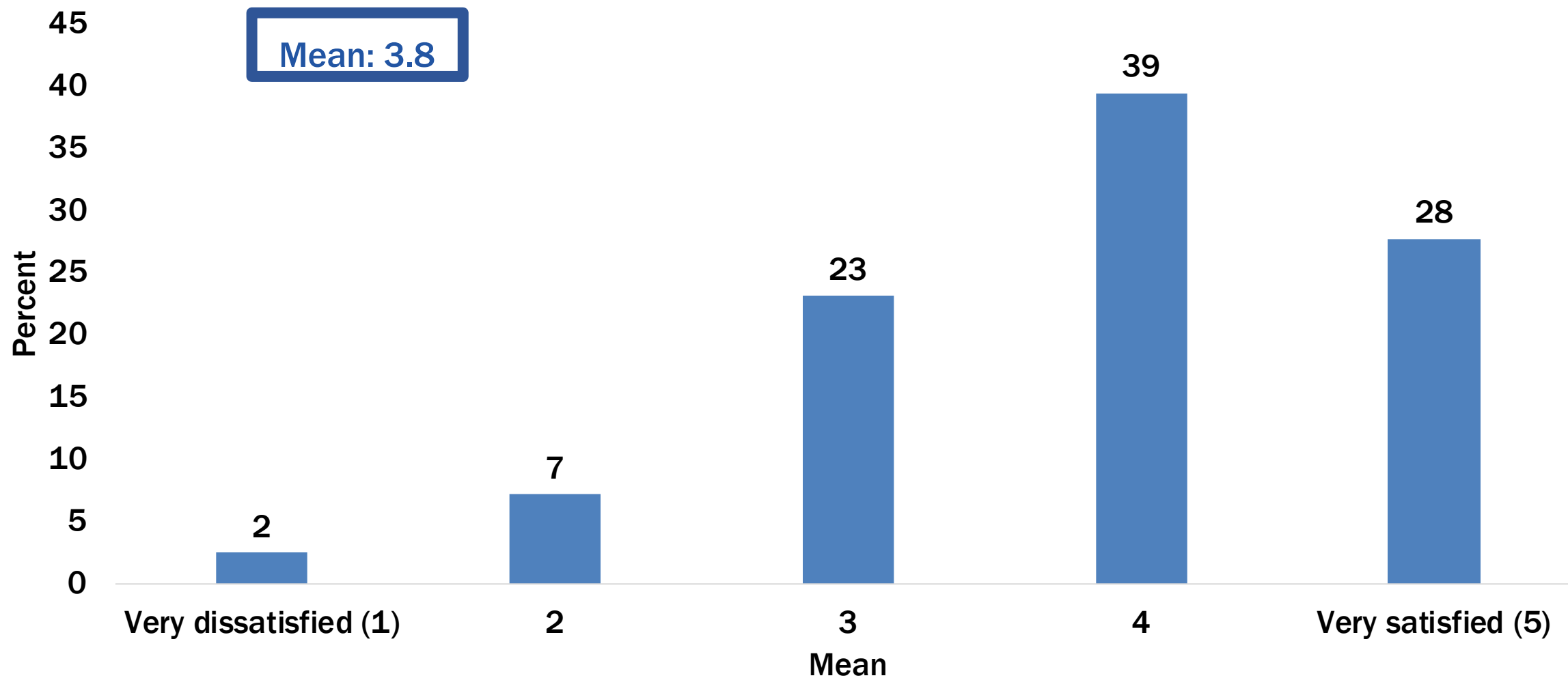
Solomon Islands

International Visitor Survey

Visitor Satisfaction

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

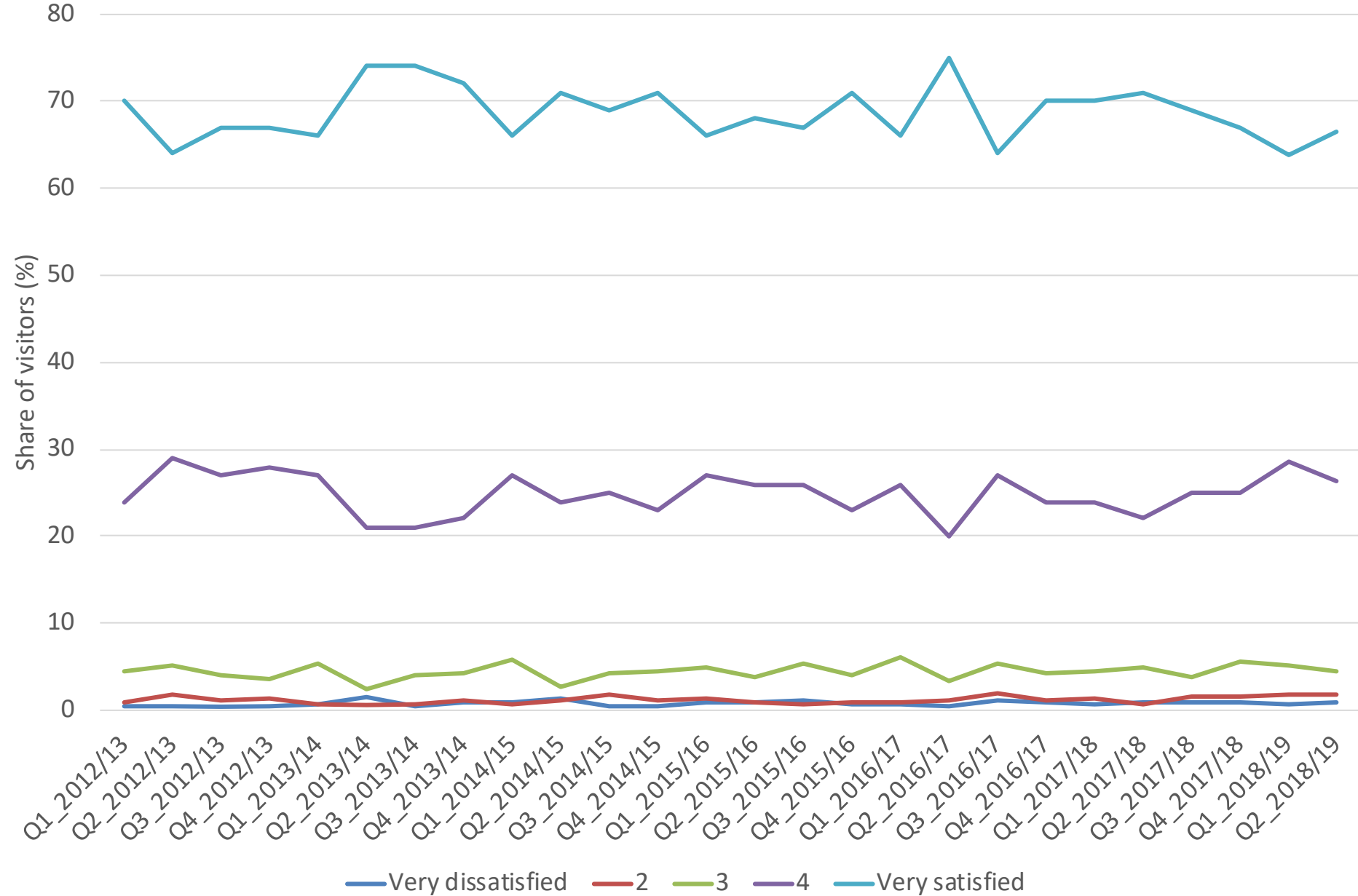
Overall Satisfaction



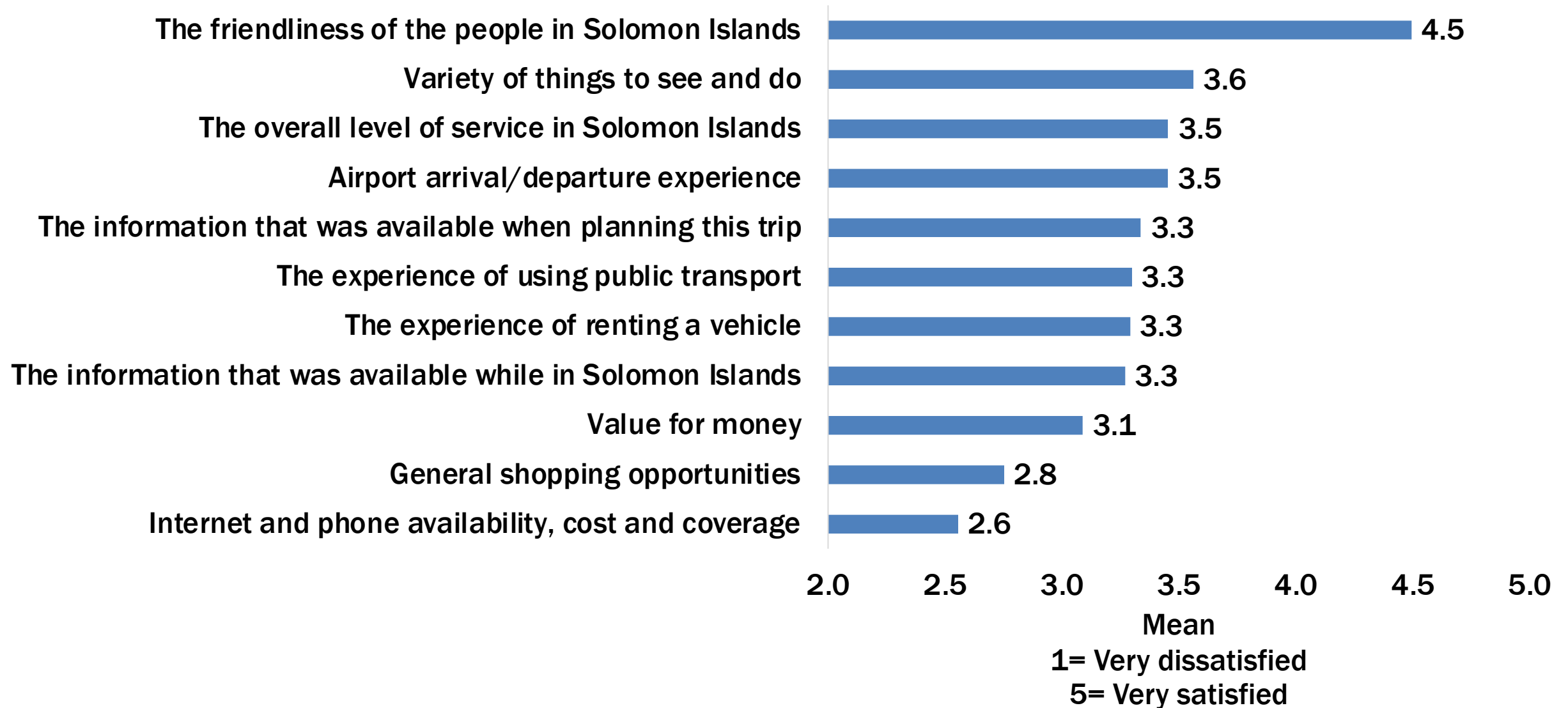
Overall Satisfaction (Satisfied/Very Satisfied)

Country/State	% Satisfied
Cook Islands	93
Niue	92
Yap	90
Samoa	86
Vanuatu	83
PNG	73
Solomon Is	67

Cook Islands Overall Satisfaction



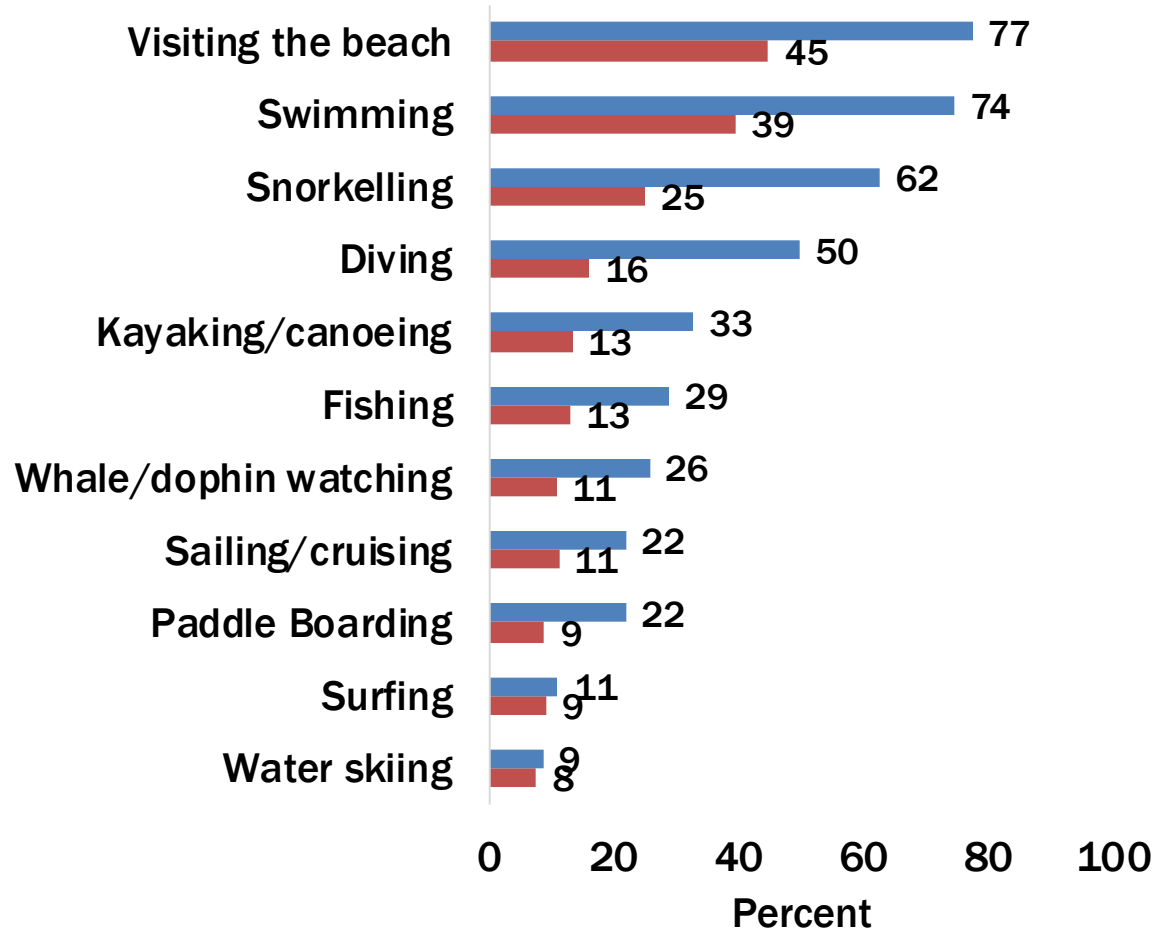
Satisfaction with the Solomon Islands



Water Based Activities

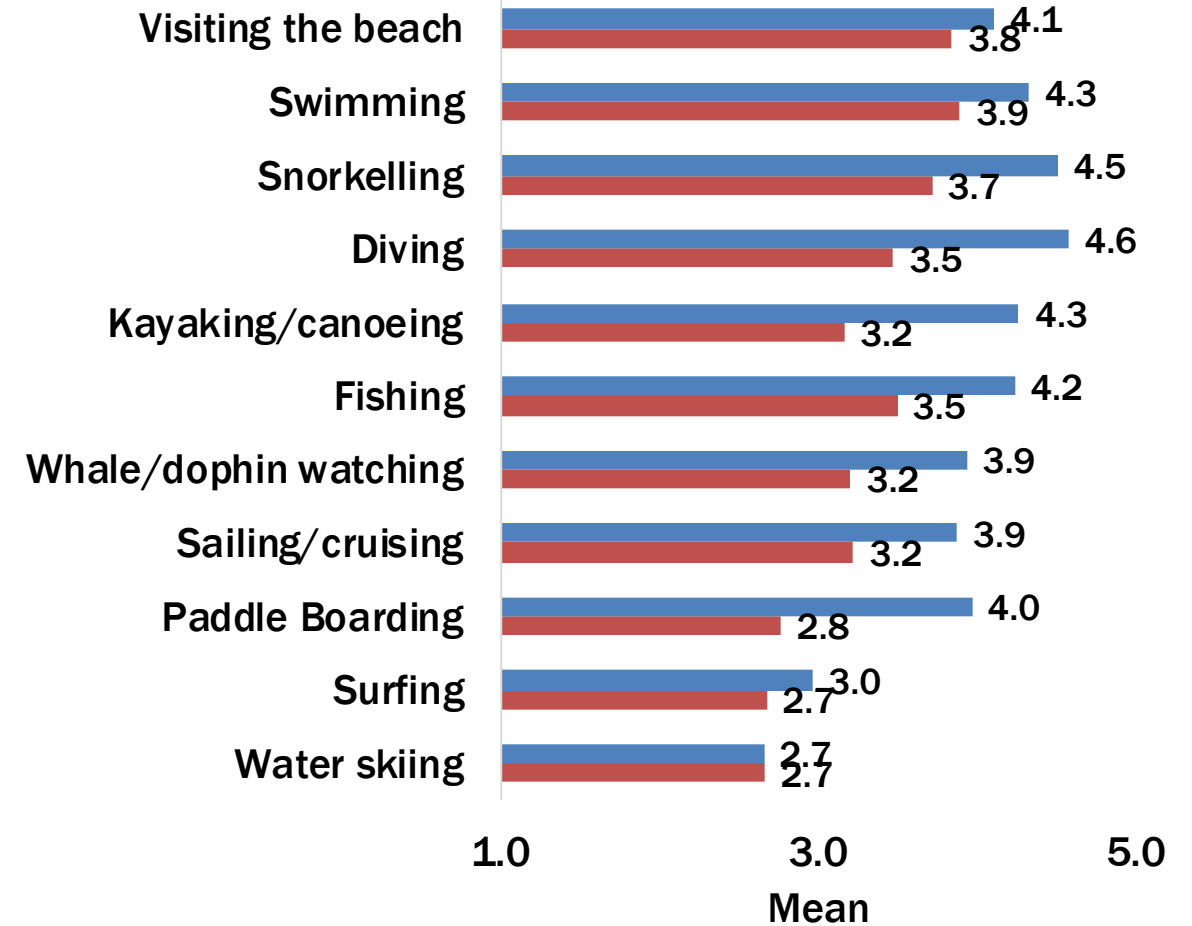
Holiday and Business Visitors

Degree of participation



■ Holiday ■ Business

Satisfaction



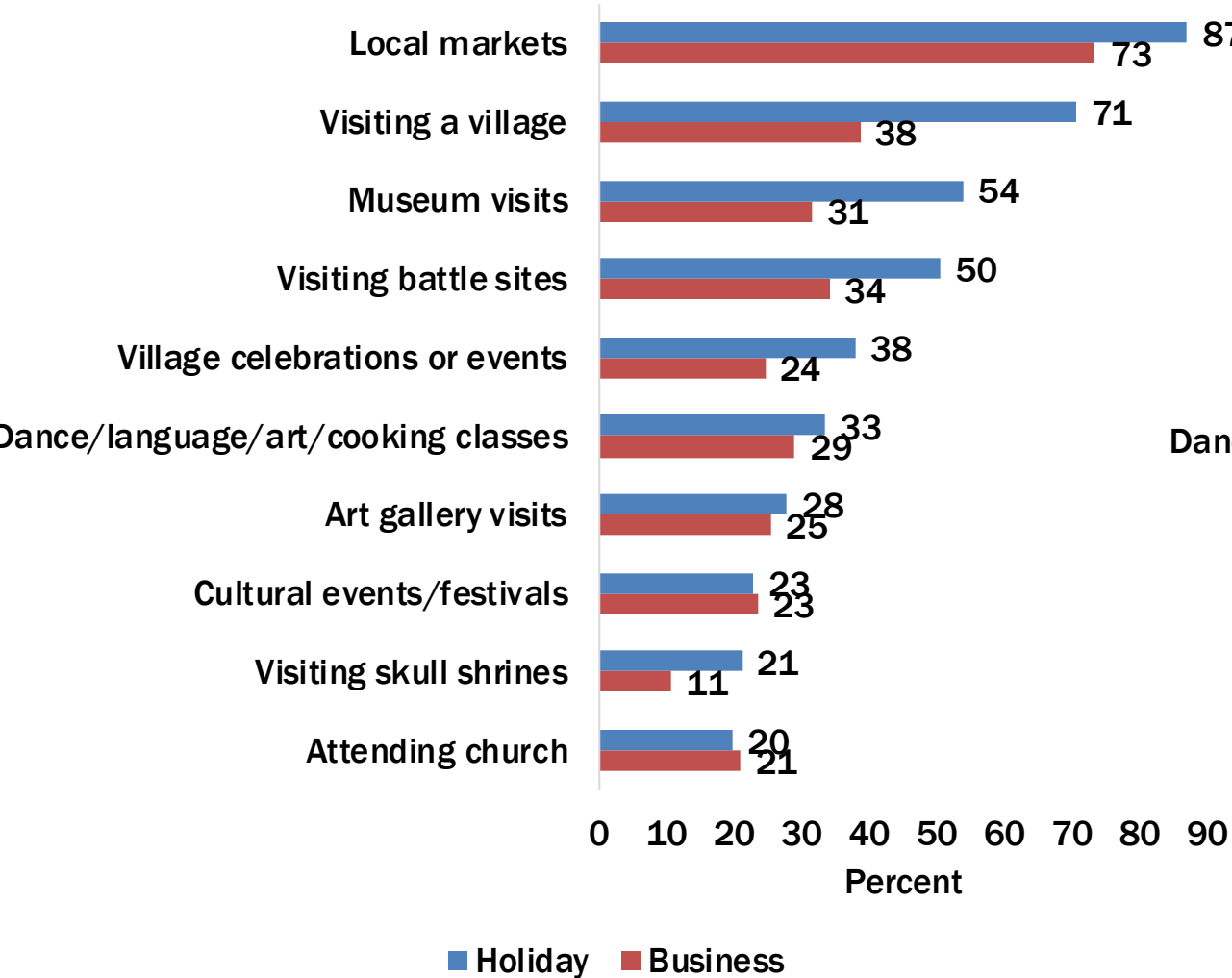
■ Holiday ■ Business

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

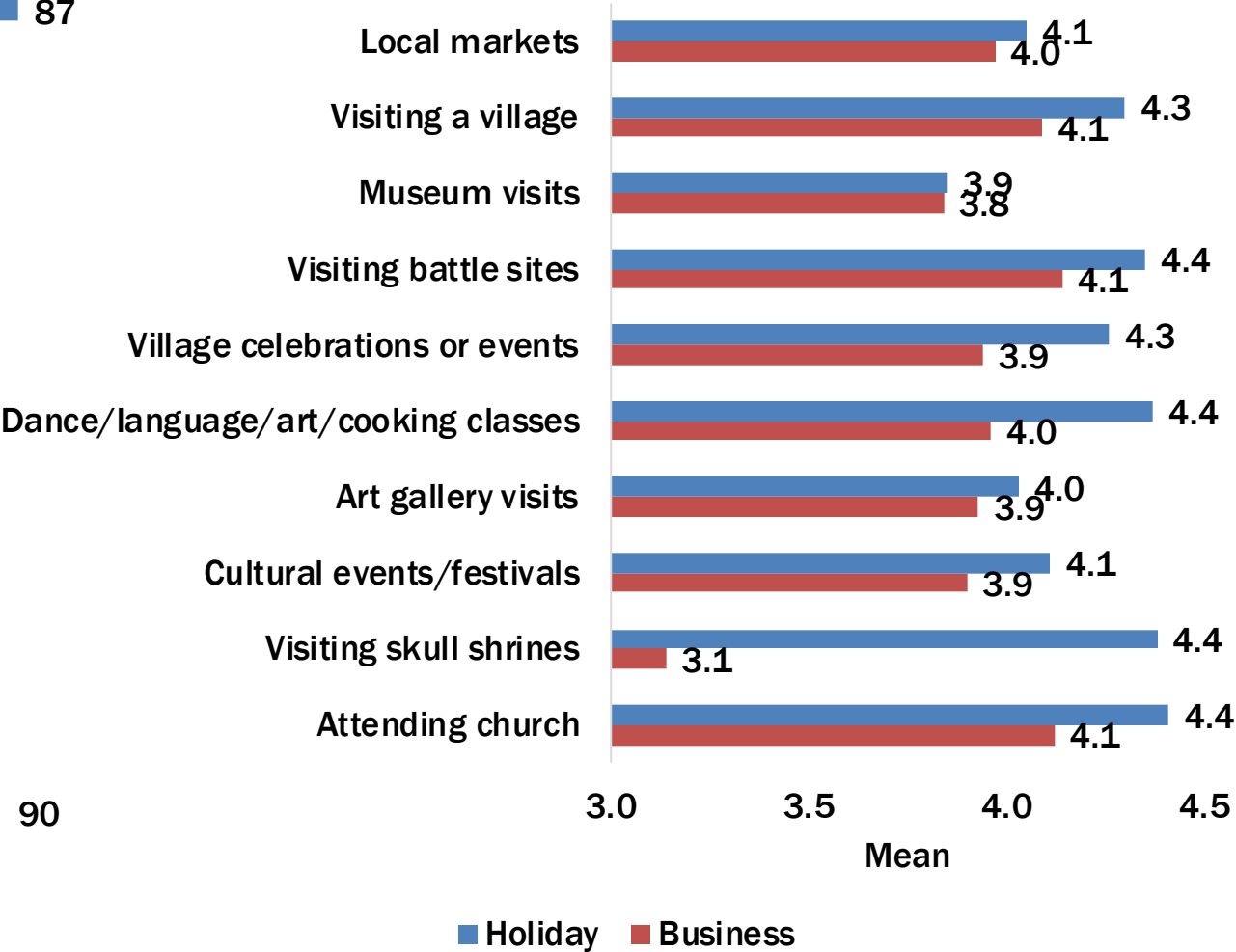
Cultural Interaction Activities

Holiday and Business Visitors

Degree of participation

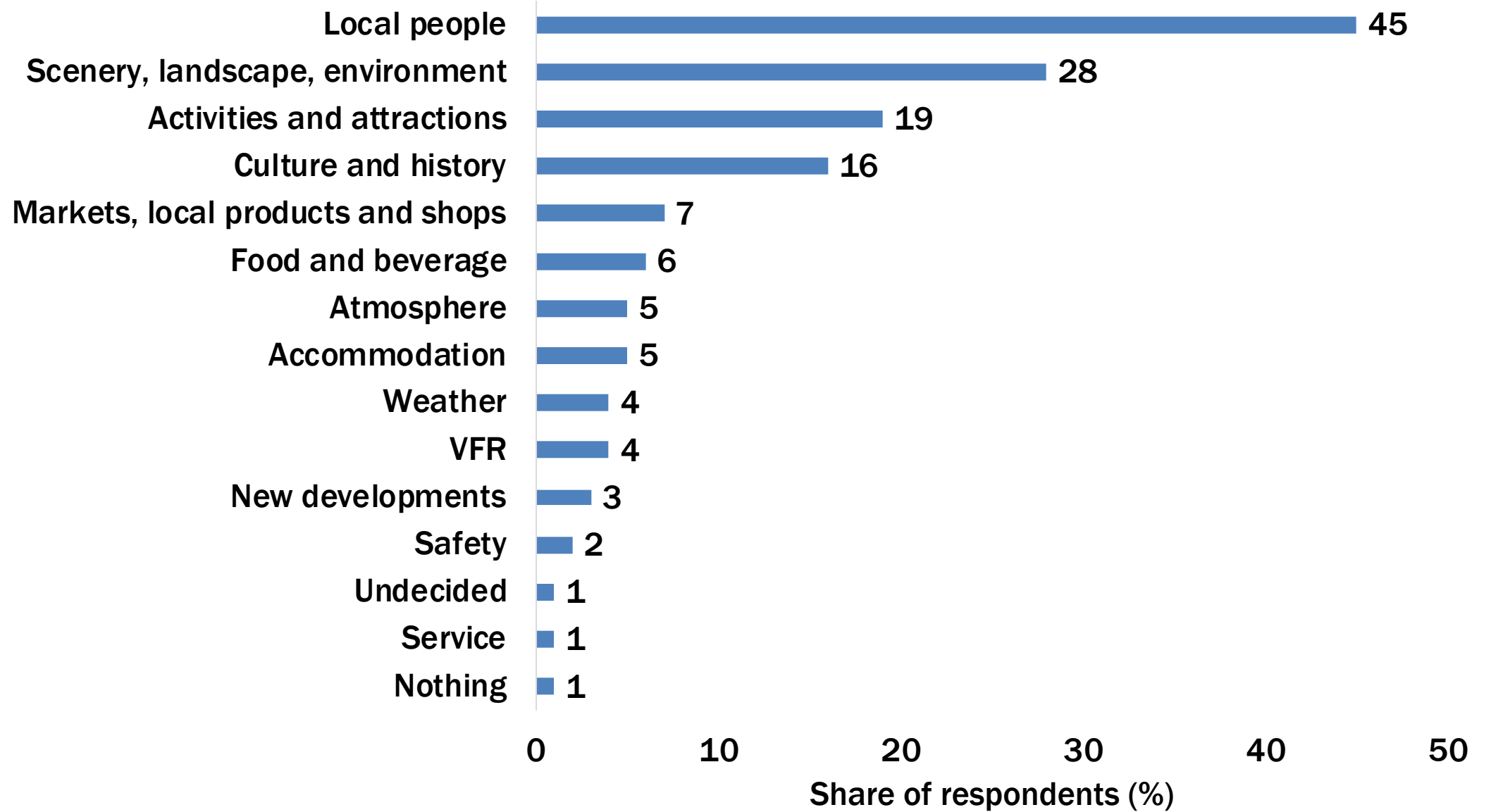


Satisfaction



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

Most Appealing Aspects



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

Most Appealing Aspects of Visit

Country/State	'Local People' Ranking
PNG	1
Vanuatu	1
Solomon Is	1
Yap	1
Cook Islands	2
Samoa	2
Niue	3

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, culture, history

“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**.”

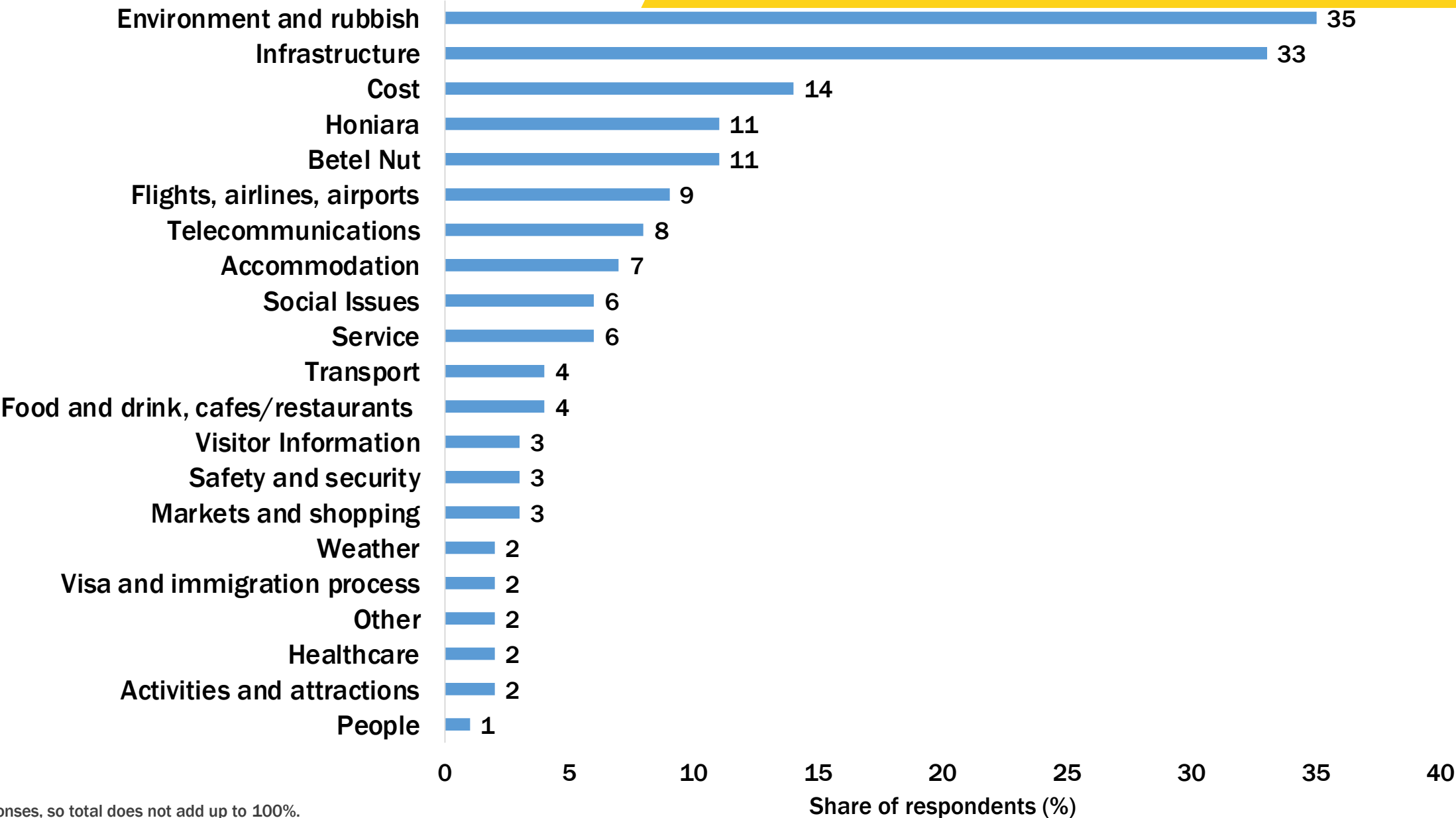
“The **museums and culture, handicrafts**, spectacular scenery, **war history**, beaches (I went free-diving on the Japanese wreck on Bonegi Beach and it was awesome.”

“**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.”

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

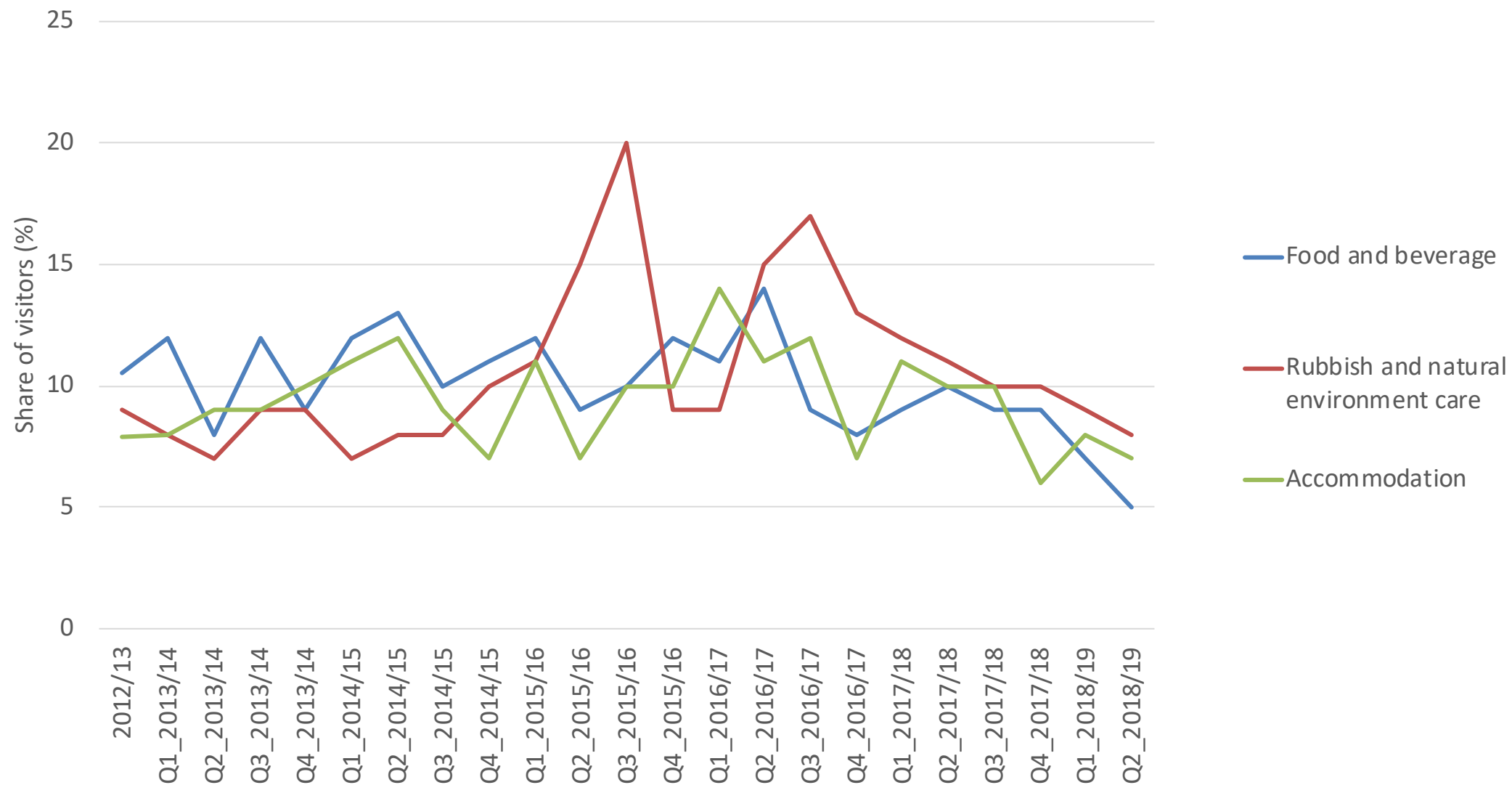
“Lack of water for showers and electricity for most of the day.”

"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 (Environment)

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

Cook Islands: Least Appealing Aspects



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

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



Niue



Samoa

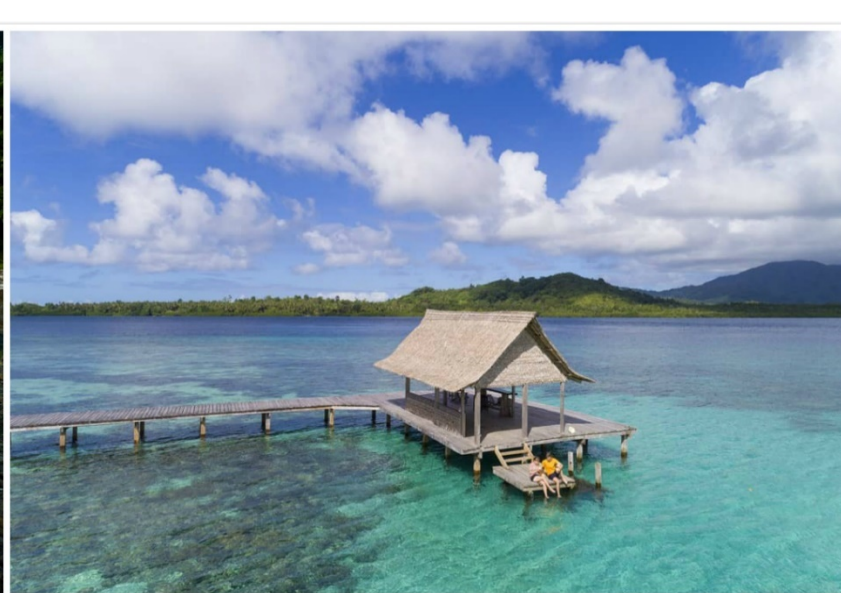
Solomon Islands <http://www.nztri.org.nz/4382478-ptdi-solomonislands>



Solomon Islands



Vanuatu



Thank You!

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Key contributions: Sam Li, Jeannie Yi, Eilidh Thorburn

"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/>