

SOLOMON ISLANDS INTERNATIONAL VISITOR SURVEY INSIGHTS

Social Media Segmentation KEY TAKEAWAYS AND DISCUSSION

2018 – 2020

Presentation to Solomon Island Government and Tourism Solomons, 20 May 2021

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SOLOMON ISLAND GOVERNMENT



Background

- The 2018 - 2020 IVS date set (n=2,540) is analysed to help us understand the profile of three visitor segments: Social Media Active (Discovery), Social Media Active (Information), and Social Media Inactive (Information).
- The report focuses on these social media focused segments to learn more about who uses and doesn't use social media (e.g., Facebook, Twitter etc) in deciding to travel to Solomon Islands and planning their visit.
- NB Due to Covid-19, any 2020 data mentioned in the report only covers January to mid-March.
- All reports completed from the IVS are available at:

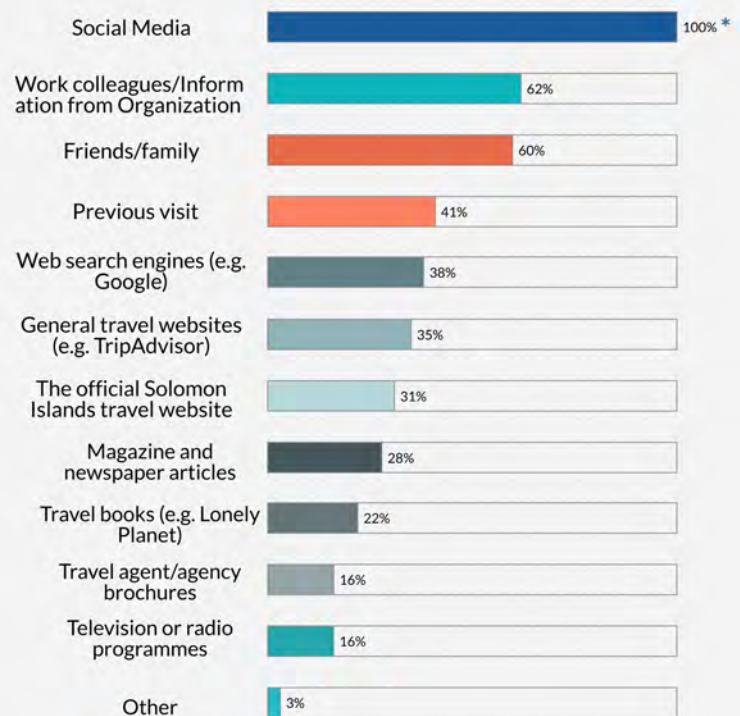
www.nztri.org.nz/visitor-research/pacific


The three identified segments

Social Media Active (Discovery)



How did you find out about Solomon Islands as a destination? (tick as many as apply)



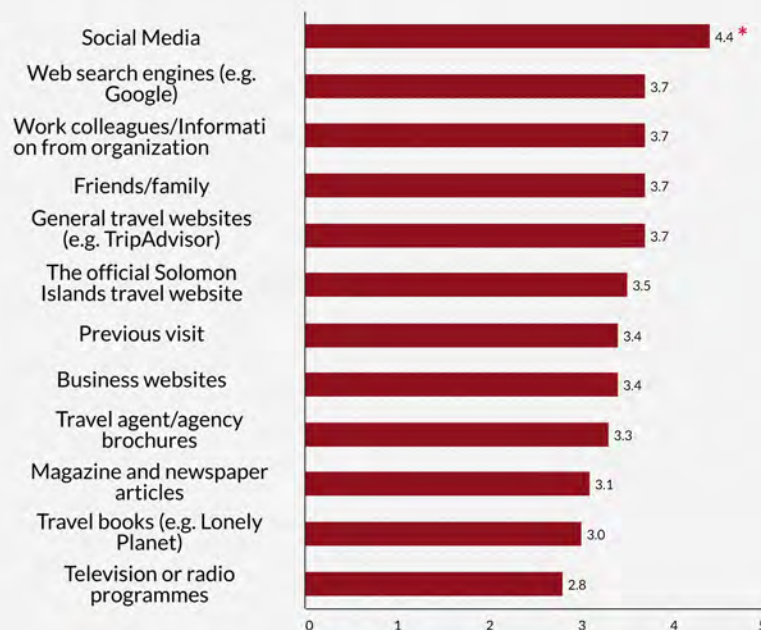
 n = 157 (6.2% of total respondents)

*: 100% of responses surveyed find out about Solomon Islands by social media

Social Media Active (Information)



How important were the following sources of information when planning your trip to Solomon Islands?



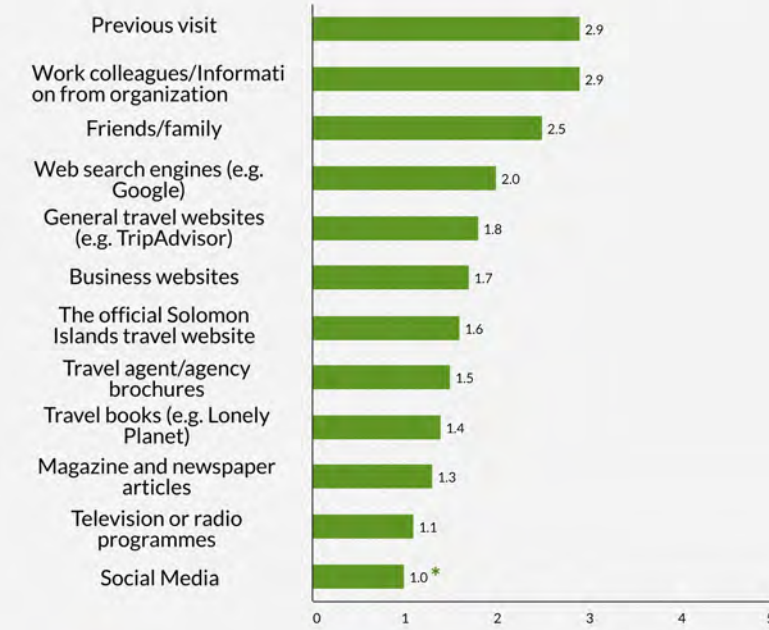
n = 319 (14.3% of total valid respondents)

*: Mean = 4.4, based on those responses rate social media as important (score = 4) & extremely important (score = 5)

Social Media Inactive (Information)



How important were the following sources of information when planning your trip to Solomon Islands?

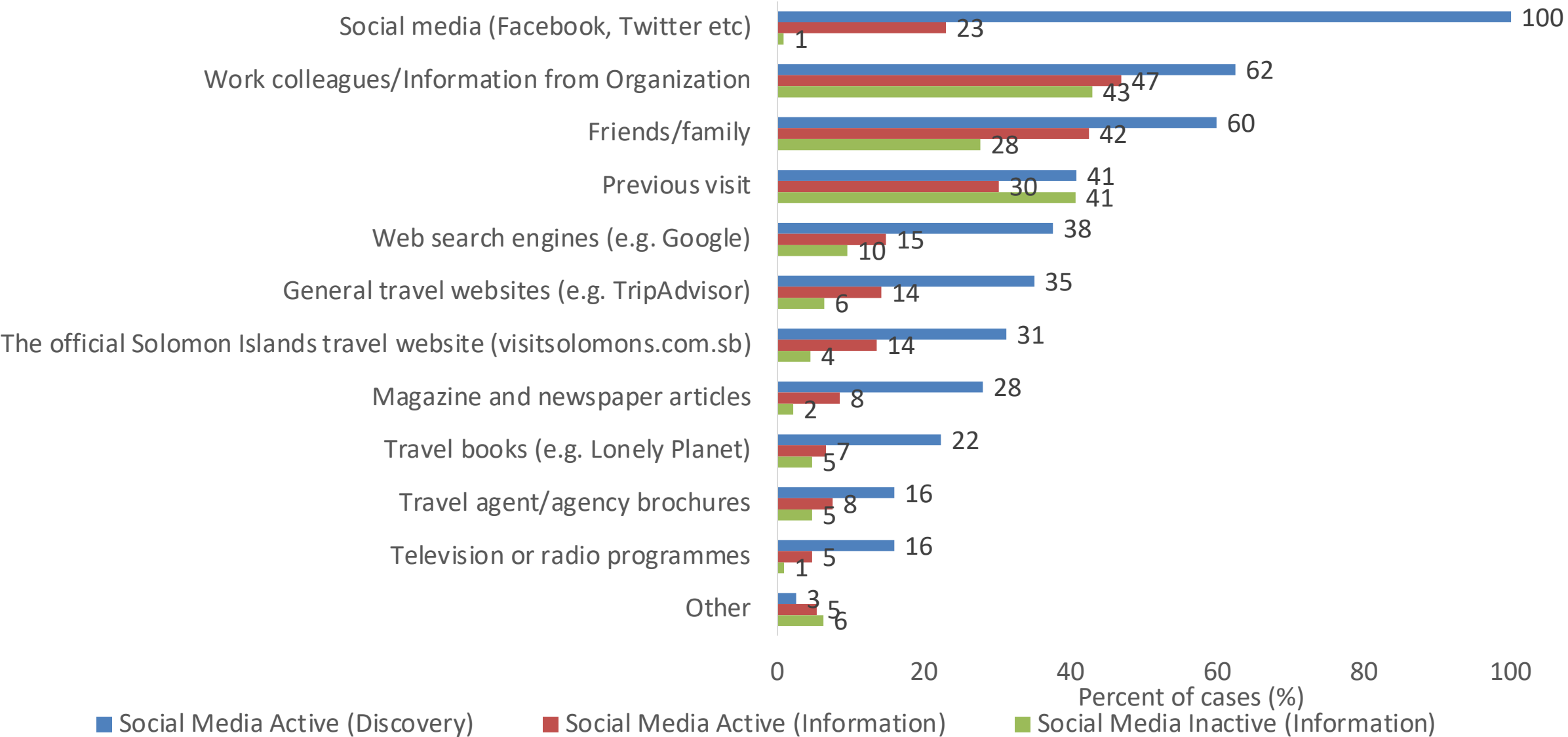


n = 1,314 (58.7% of total valid respondents)

*: Mean = 1.0, based on those responses rate social media as not at all important (score = 1)

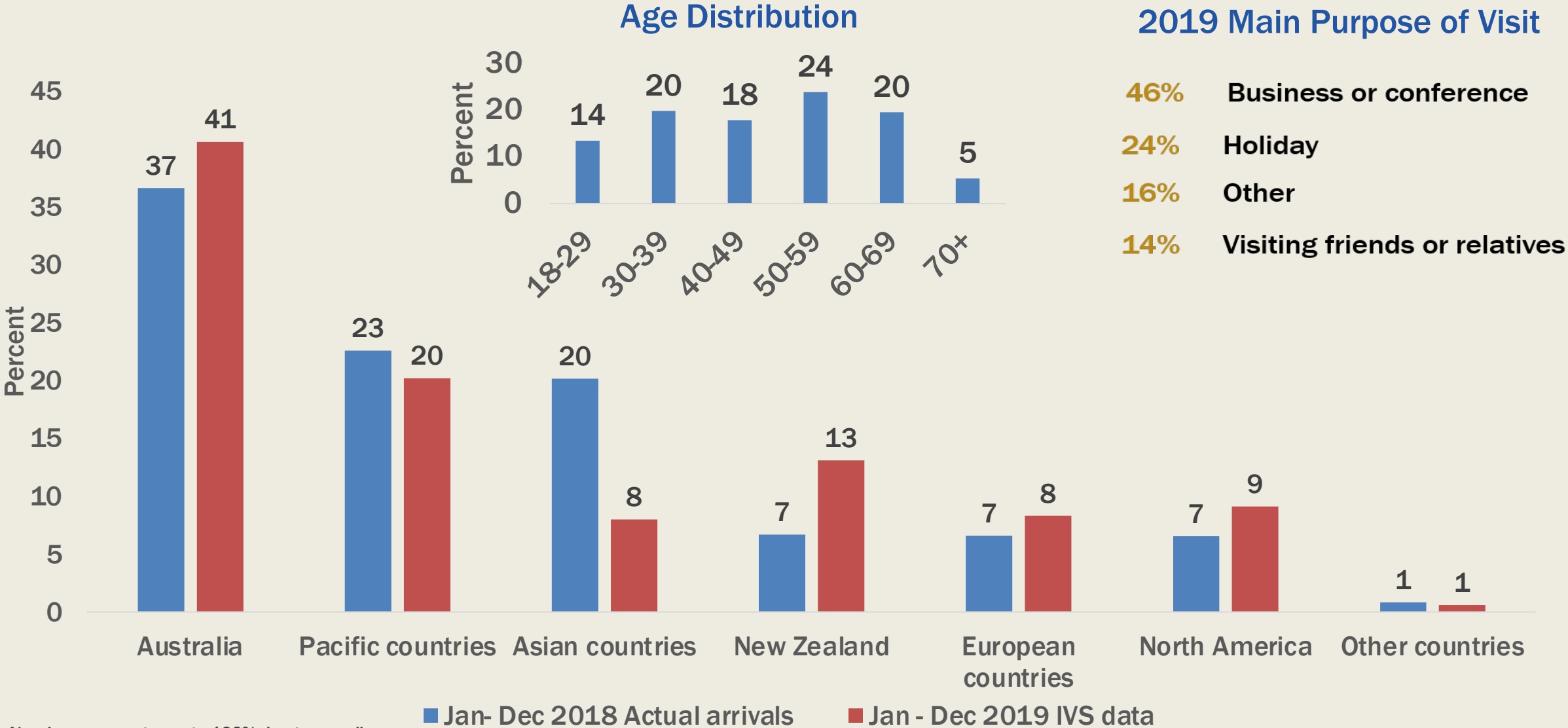
In finding out about Solomon Islands the Social Media Active (Discovery) group uses a range of factors, with strong emphasis on web and internet based options

How did you find out about Solomon Islands as a destination?



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

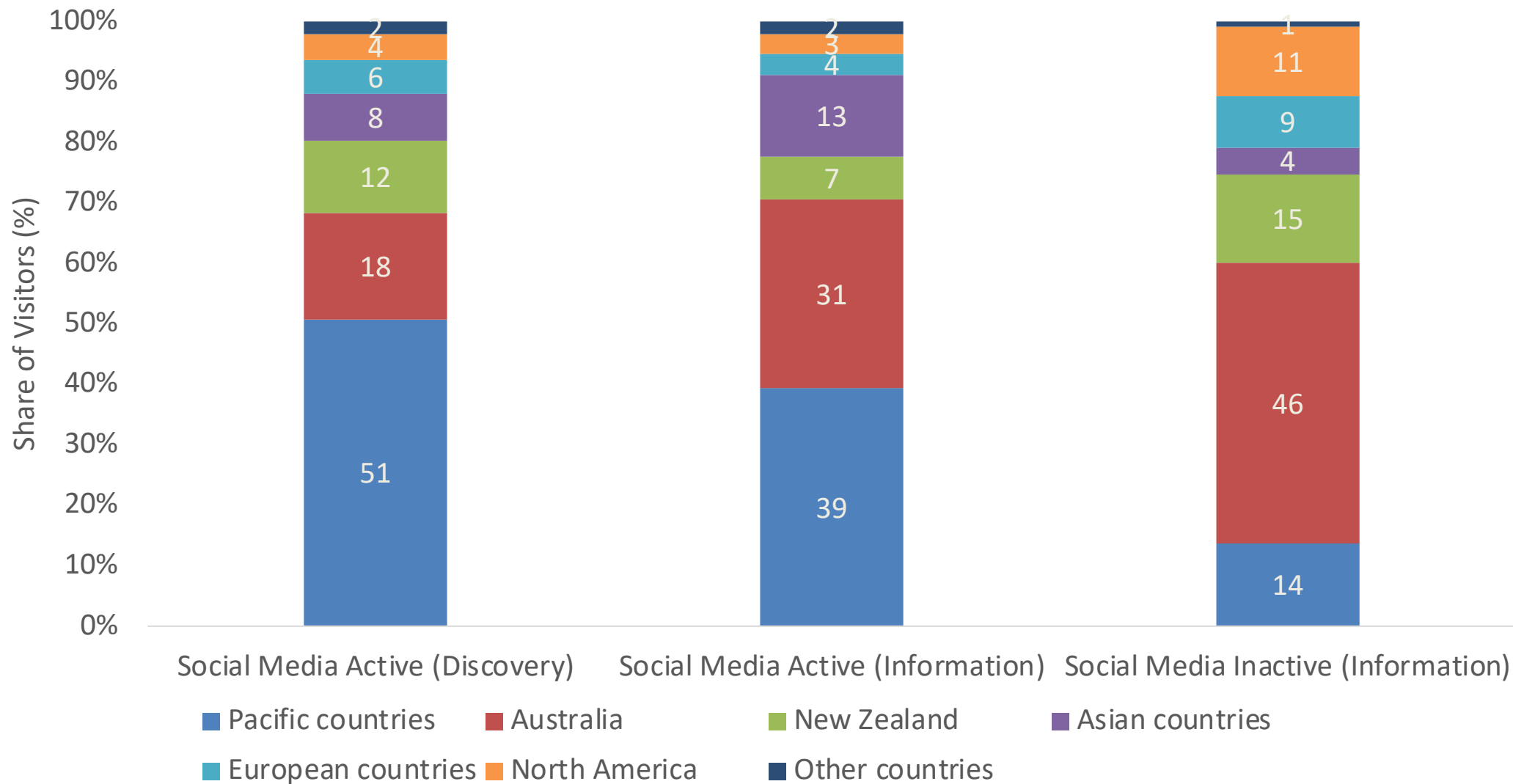
2019 Country of Origin (IVS Annual Report)



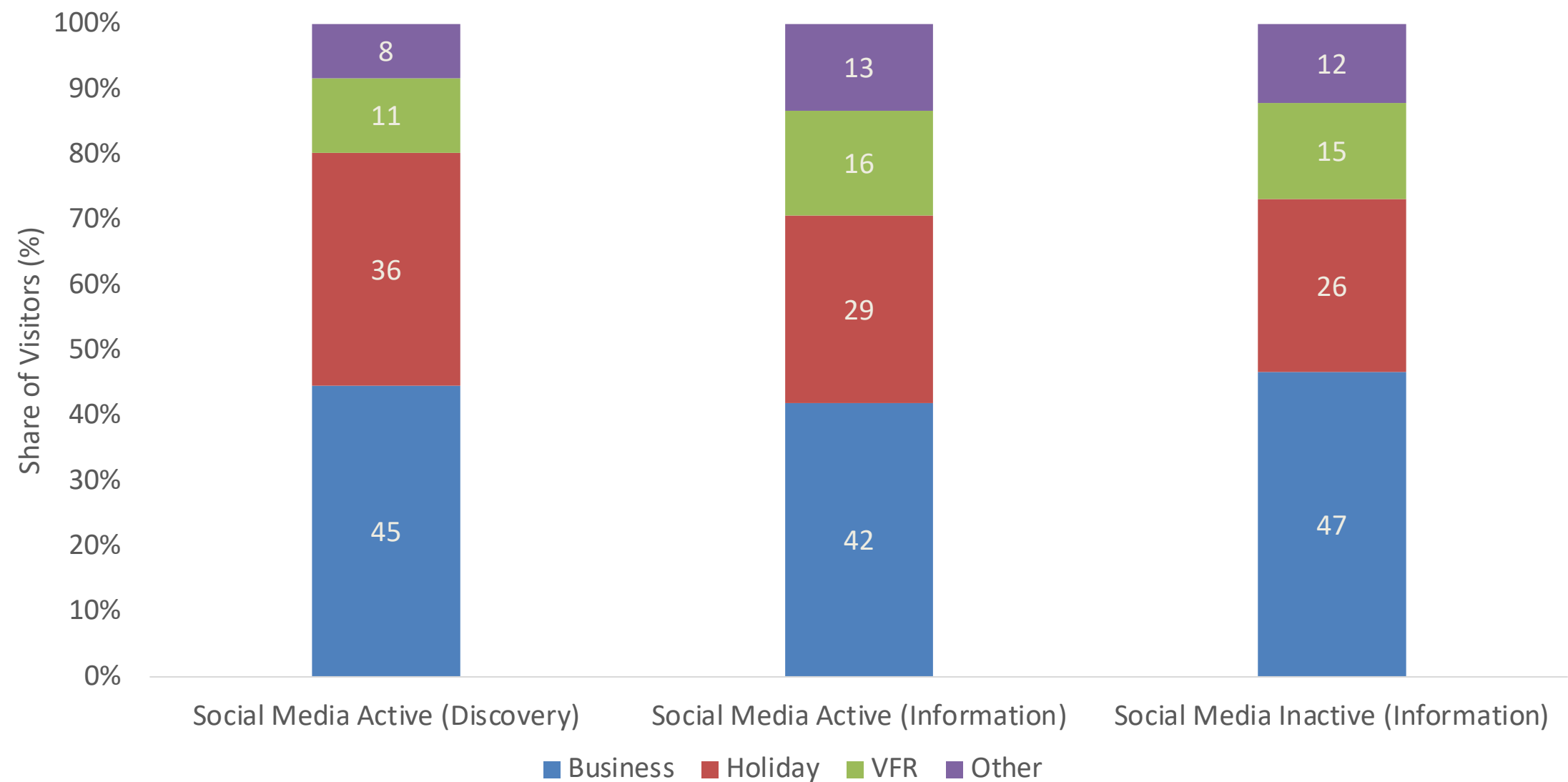
Note: Numbers may not sum to 100% due to rounding.

Who are the social media users?

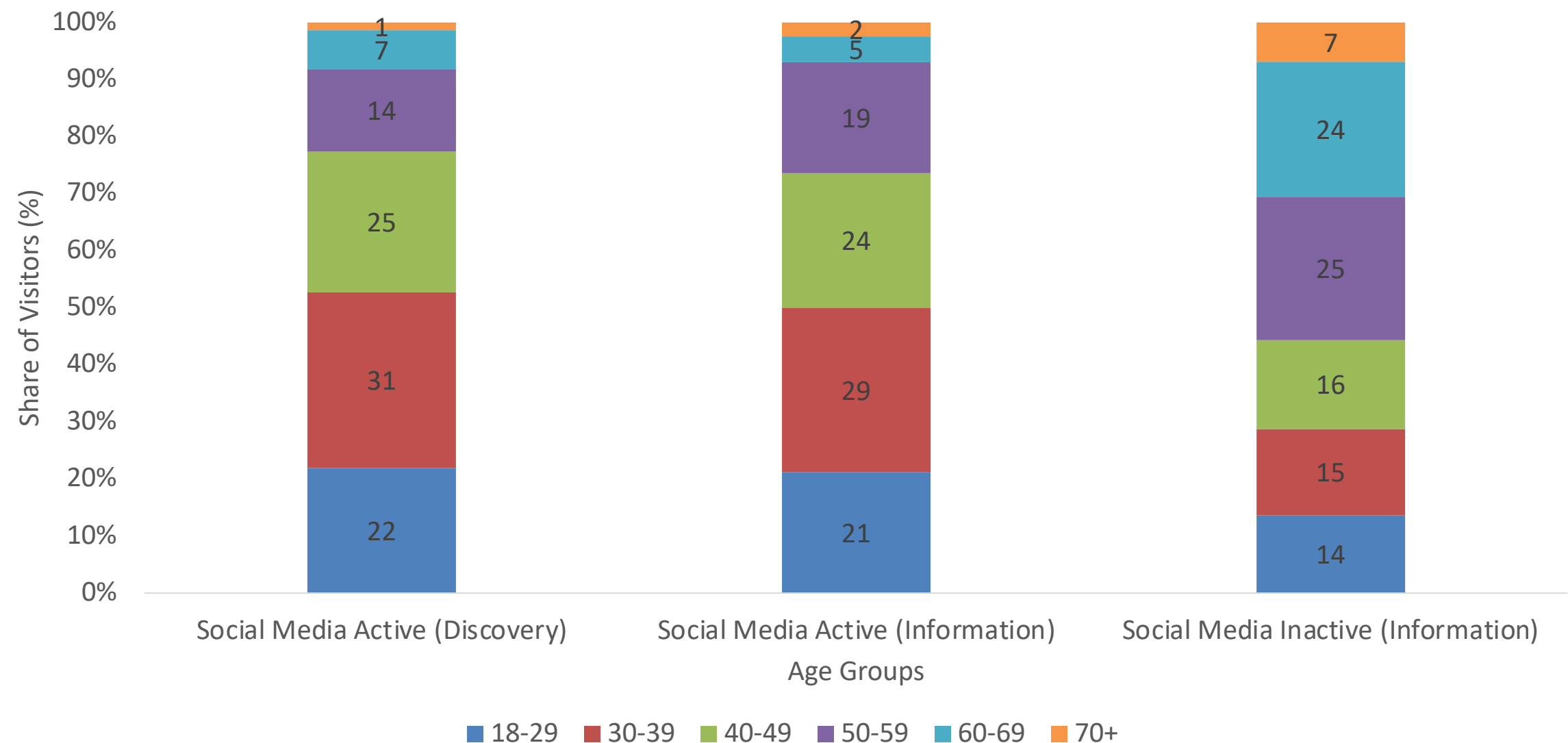
51% of the Social Media Active (Discovery) group and 39% of the Social Media Active (Information) group are from Pacific countries, while 46% of the Social Media Inactive Group (Information) are from Australia



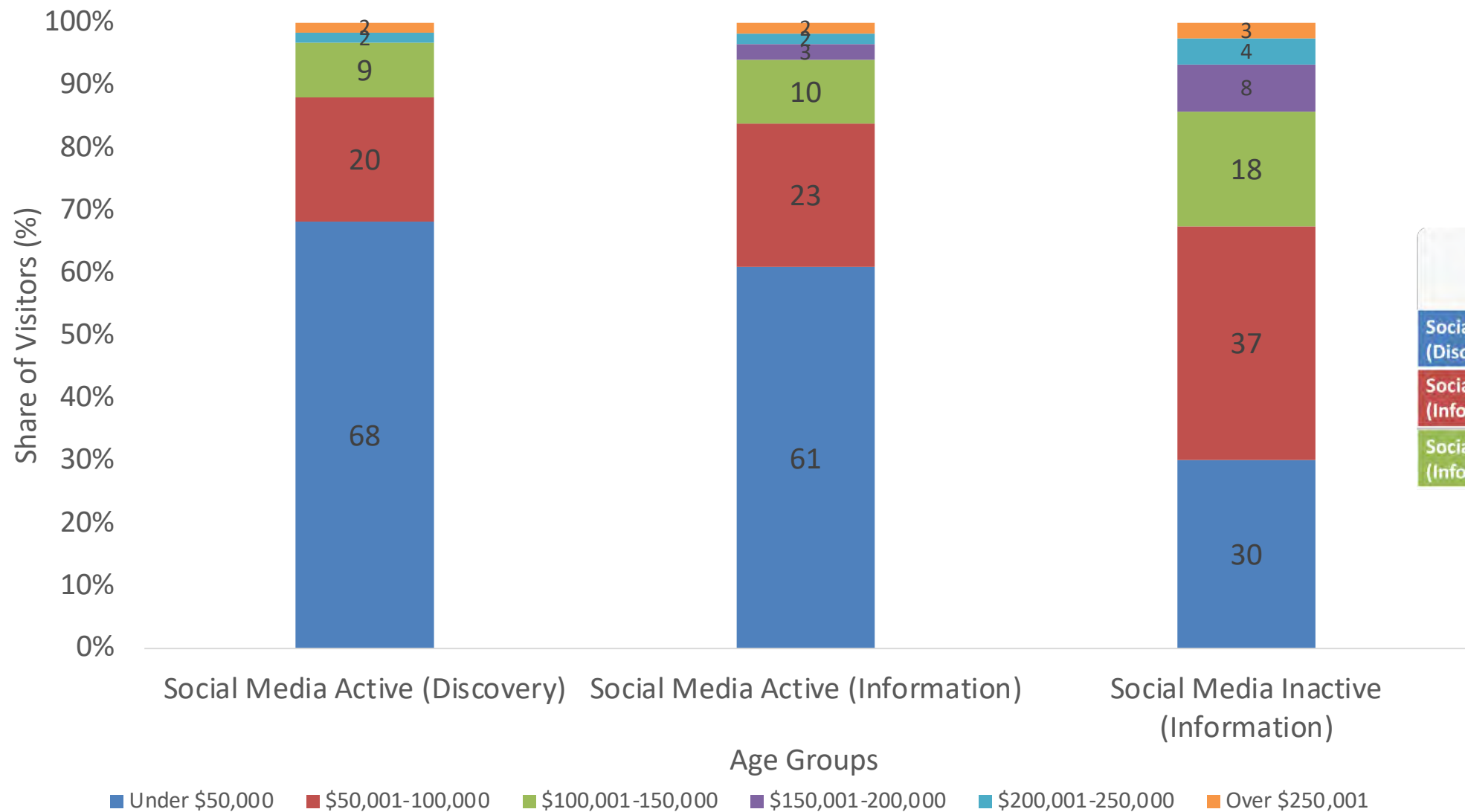
Purpose of Visit: Holiday visitors are a significant part of the Social Media Active (Discovery) segment



At least half of both Social Media Active groups (Discovery & Information) are younger than 40 years of age



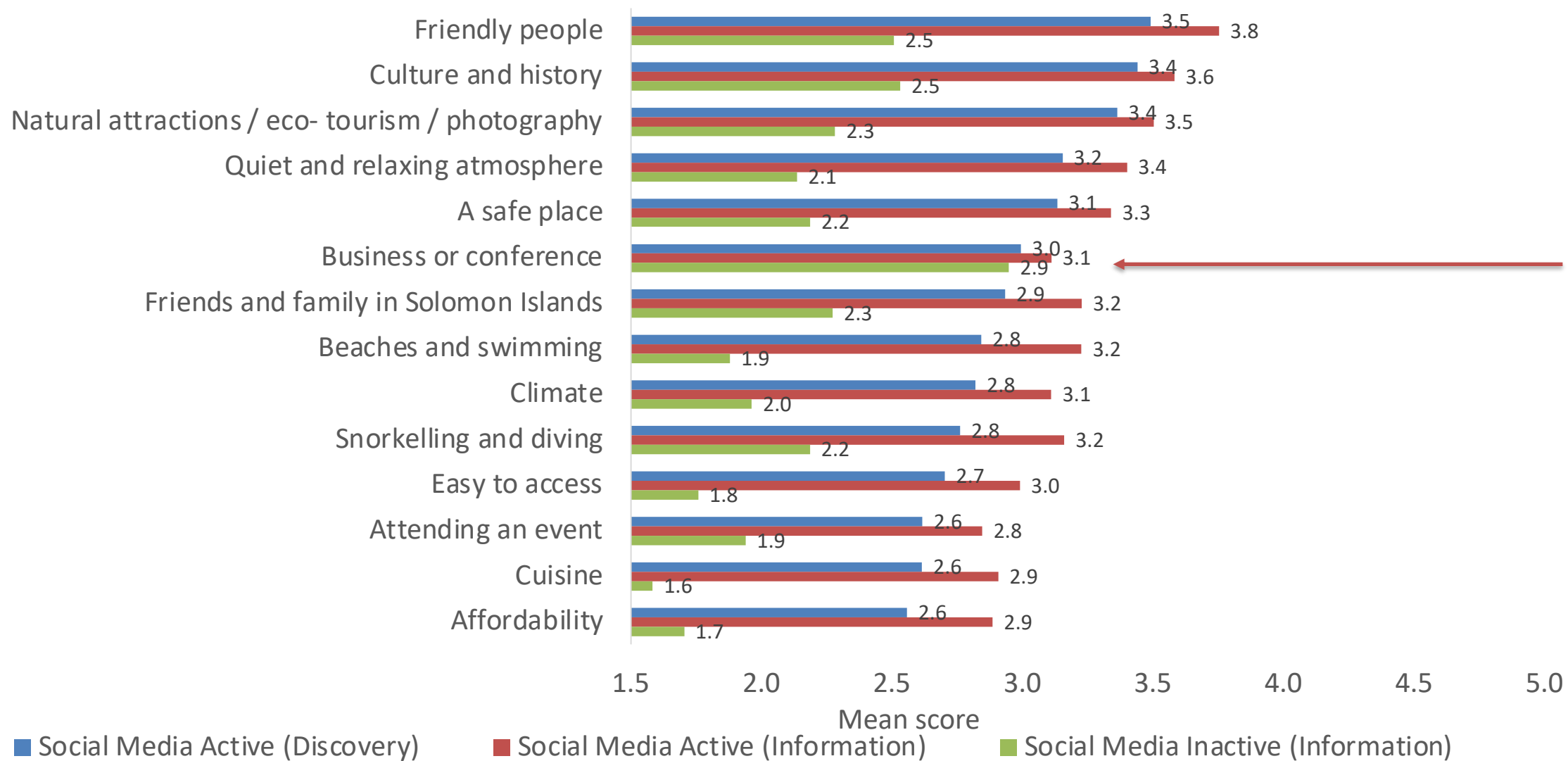
Social Media Inactive (Information) visitors have the highest annual average household income of the three segments



AVERAGE HOUSEHOLD INCOME	
Social Media Active (Discovery)	US\$ 47,576
Social Media Active (Information)	US\$ 56,869
Social Media Inactive (Information)	US\$ 88,736

Business is the dominant influence on Social Media Inactive visitors coming to Solomon Islands. Social Media Active visitors are more far more diverse in the influences they rate

How influential were the following factors in your choice to visit the Solomon Islands?



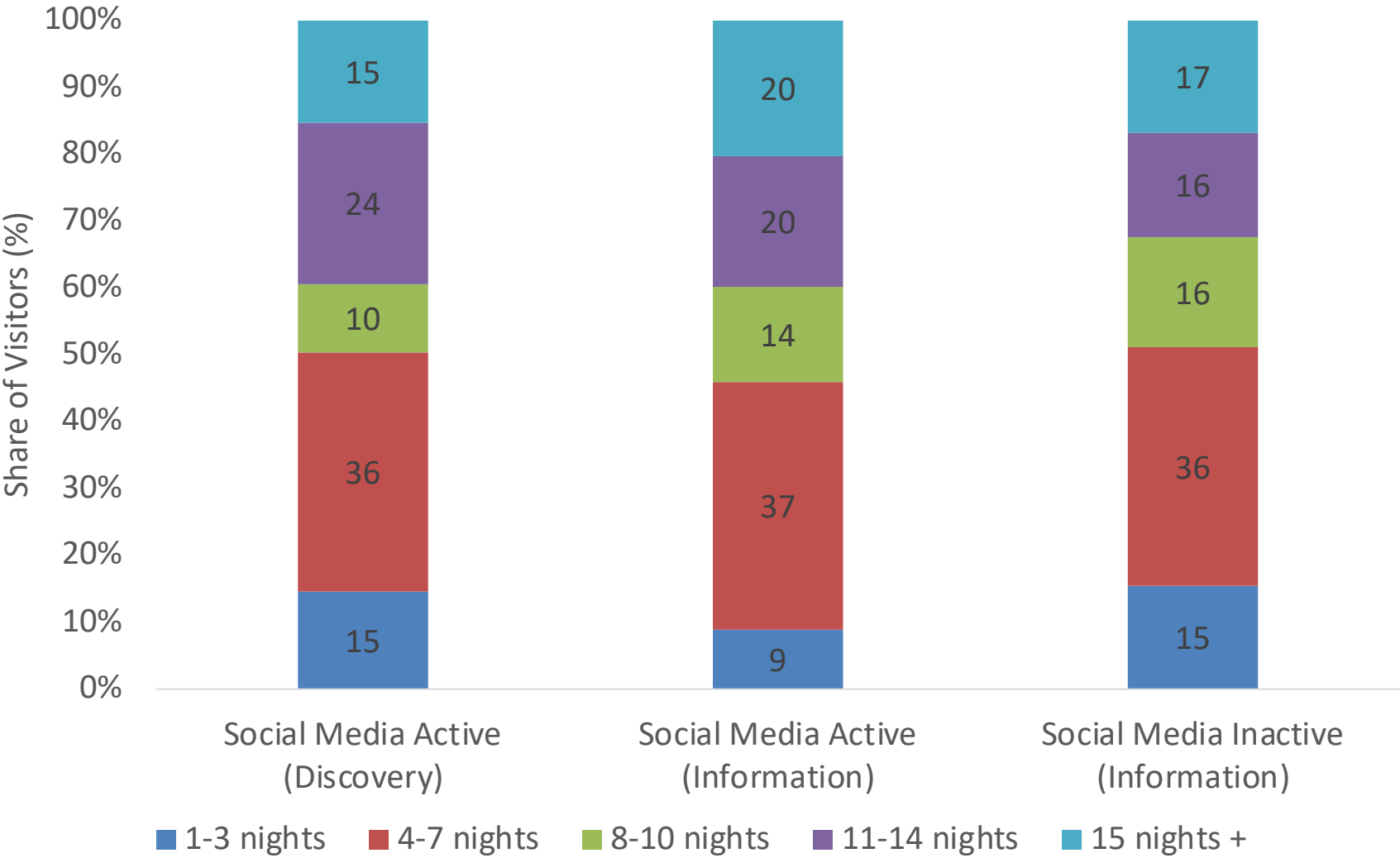
Key Takeaways – social media users

- Pacific and NZ over represented, Australia and other markets under represented
- Holiday makers over represented
- Younger age profile, similar education profile, lower household income
- Far more diverse in terms of influences on the decision to travel than the non-active group

Target social media activity to strengths, aim to strengthen Australia and long haul impact through focus on younger holiday groupings

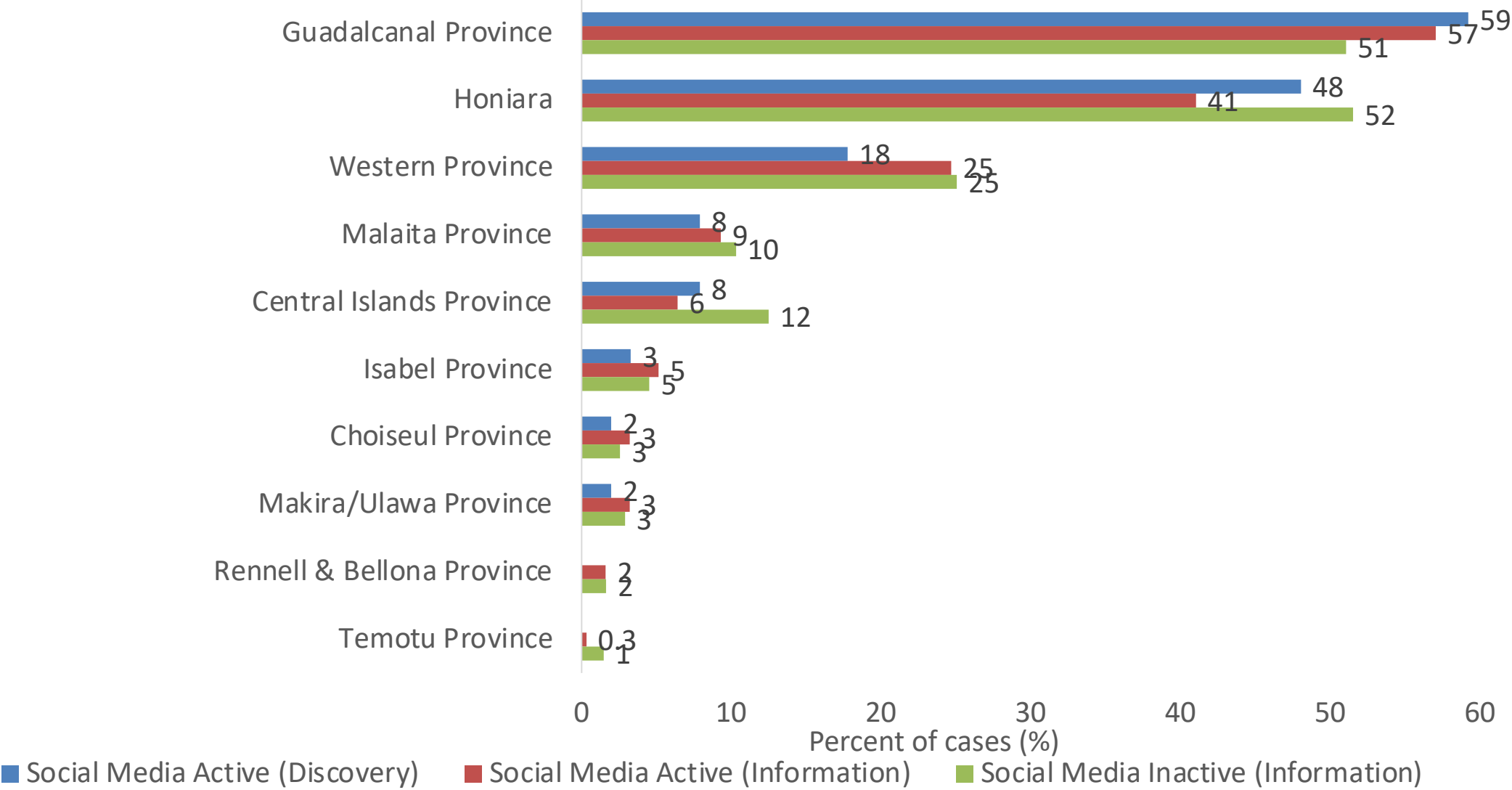
What are their impacts?

Average LoS of Social Media Active (Information) group is 10.5 nights, around one night longer than the other groups



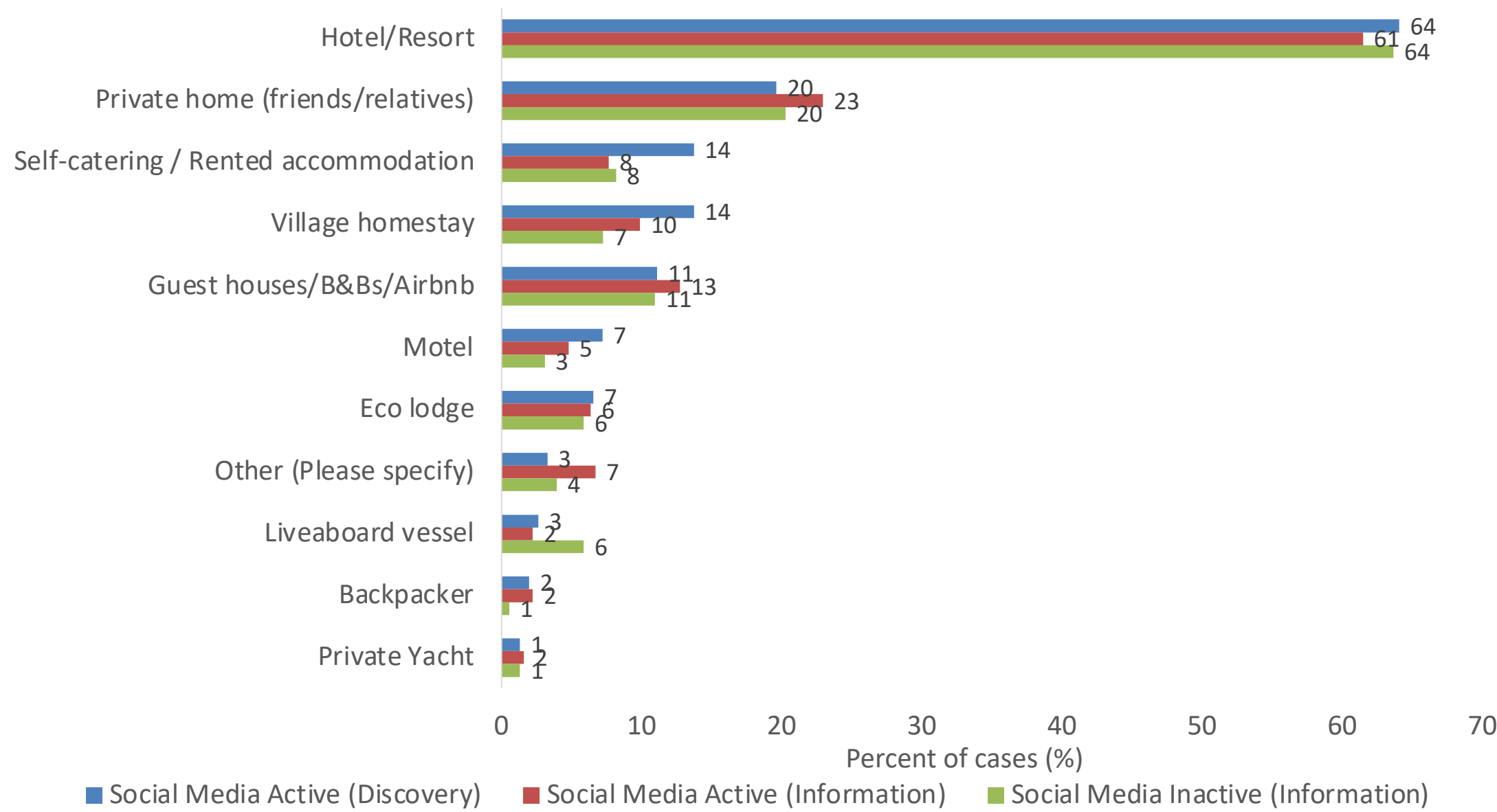
AVERAGE LENGTH OF STAY	
Social Media Active (Discovery)	9.5
Social Media Active (Information)	10.5
Social Media Inactive (Information)	9.4

Social Media Active (Discovery) travellers are the least likely to visit provinces beyond Guadalcanal



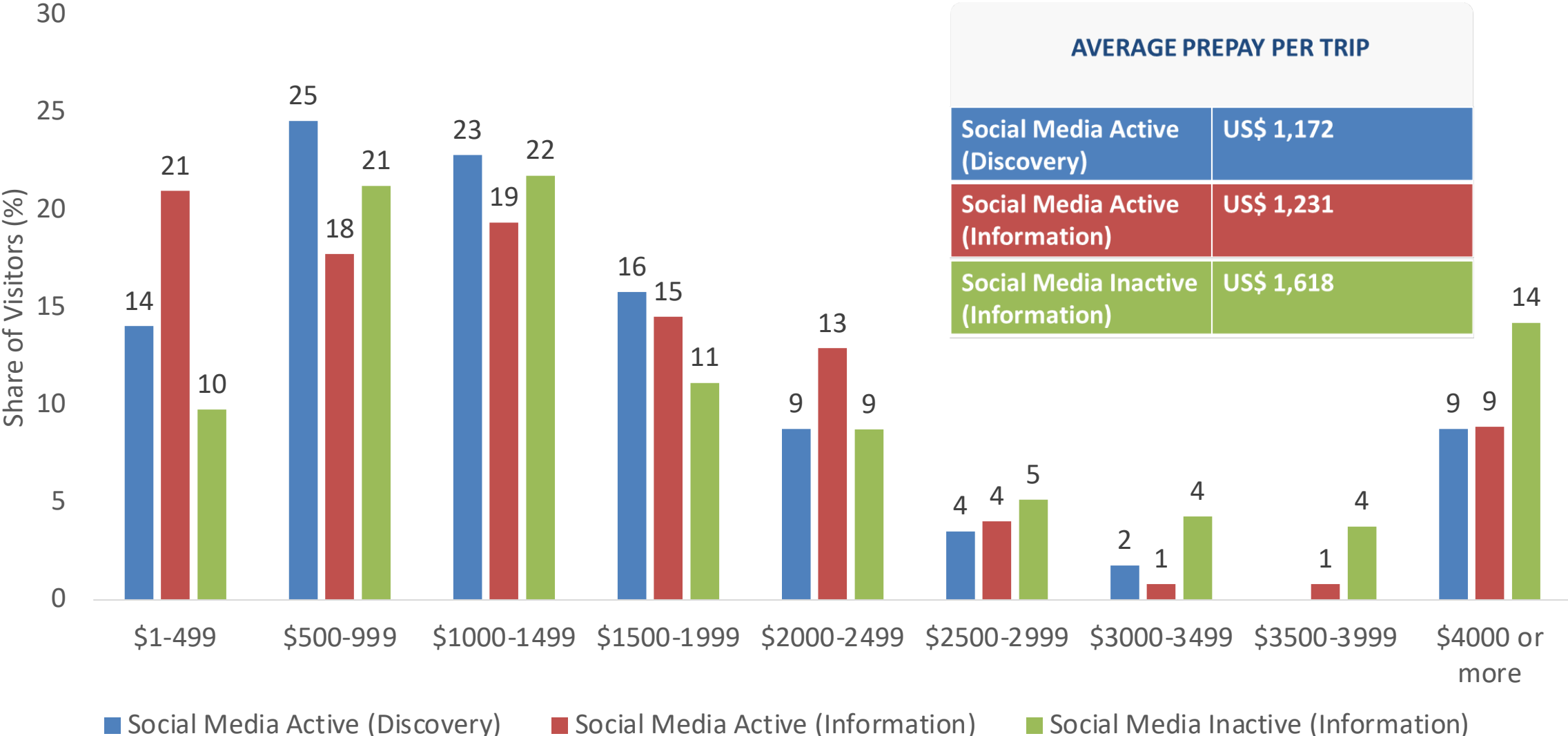
Note: Multiple responses, therefore total does not add up to 100%.

Accommodation choice varies across the three social media segments but hotel/resort use dominates



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

Social Media Inactive visitors have the highest pre-paid spend



Local Expenditure Per Person Per Day

Expenditure Items / Per Person Per Day (US\$)	Social Media Active (Discovery)		%	Social Media Active (Information)		%	Social Media Inactive (Information)		%
Accommodation	32.3		43	18.3		36	26.3		41
Restaurants, cafes & bars	10.9		15	8.3		16	12.2		19
Shopping	6.0		8	5.1		10	3.7		6
Groceries	4.6		6	3.9		8	3.8		6
Vehicle rental	4.5		6	2.4		5	1.6		3
Domestic flights	4.0		5	4.2		8	4.4		7
Internet cost	3.0		4	1.9		4	2.2		3
Water activities	2.4		3	0.9		2	2.2		3
Tours and sightseeing	2.2		3	2.0		4	1.7		3
Petrol	1.8		2	1.2		2	2.0		3
Other	1.1		1	1.4		3	2.6		4
Land based activities	1.0		1	0.7		1	0.8		1
Public transport	1.0		1	0.8		2	1.0		2
Total	75		100	51		100	65		100

Visitor Expenditure – Per Person and Total

US\$	Social Media Active (Discovery)	Social Media Active (Information)	Social Media Inactive (Information)
Average Spend Prior to arrival			
Per Person - Whole Trip	1,172	1,231	1,618
Flowing into local economy - Estimated 60% of the pre-paid spend flows into Solomon Islands economy			
Per Person - Whole Trip	703	739	971
Per Person per Day	74	70	103
Length of stay (nights)	9.5	10.5	9.4
Average Local Spend			
Per Person - Whole Trip	713	536	611
Per Person per Day	75	51	65
Total spend flowing into Solomon Islands economy – Whole Trip	1,416	1,275	1,582
Total spend flowing into Solomon Islands economy – Per Day	149	121	168

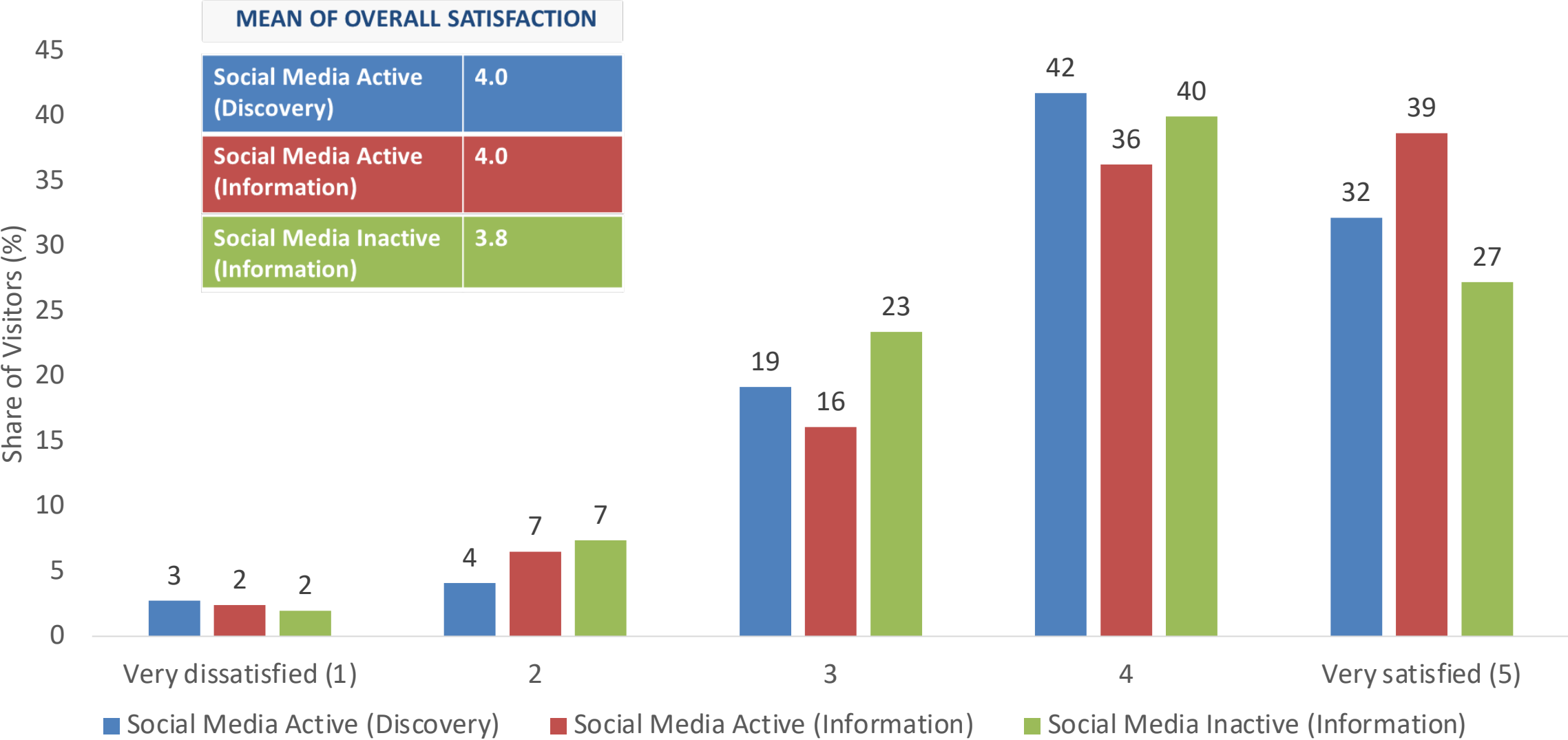
Key Takeaways – What are their impacts?

- Longer length of stay
- Lower prepaid spend BUT relatively strong local spend
- Significant overall economic impact (linkage)
- Slightly less likely to travel to provinces (income and cost a factor?)
- More likely to stay in locally run and small scale accommodation

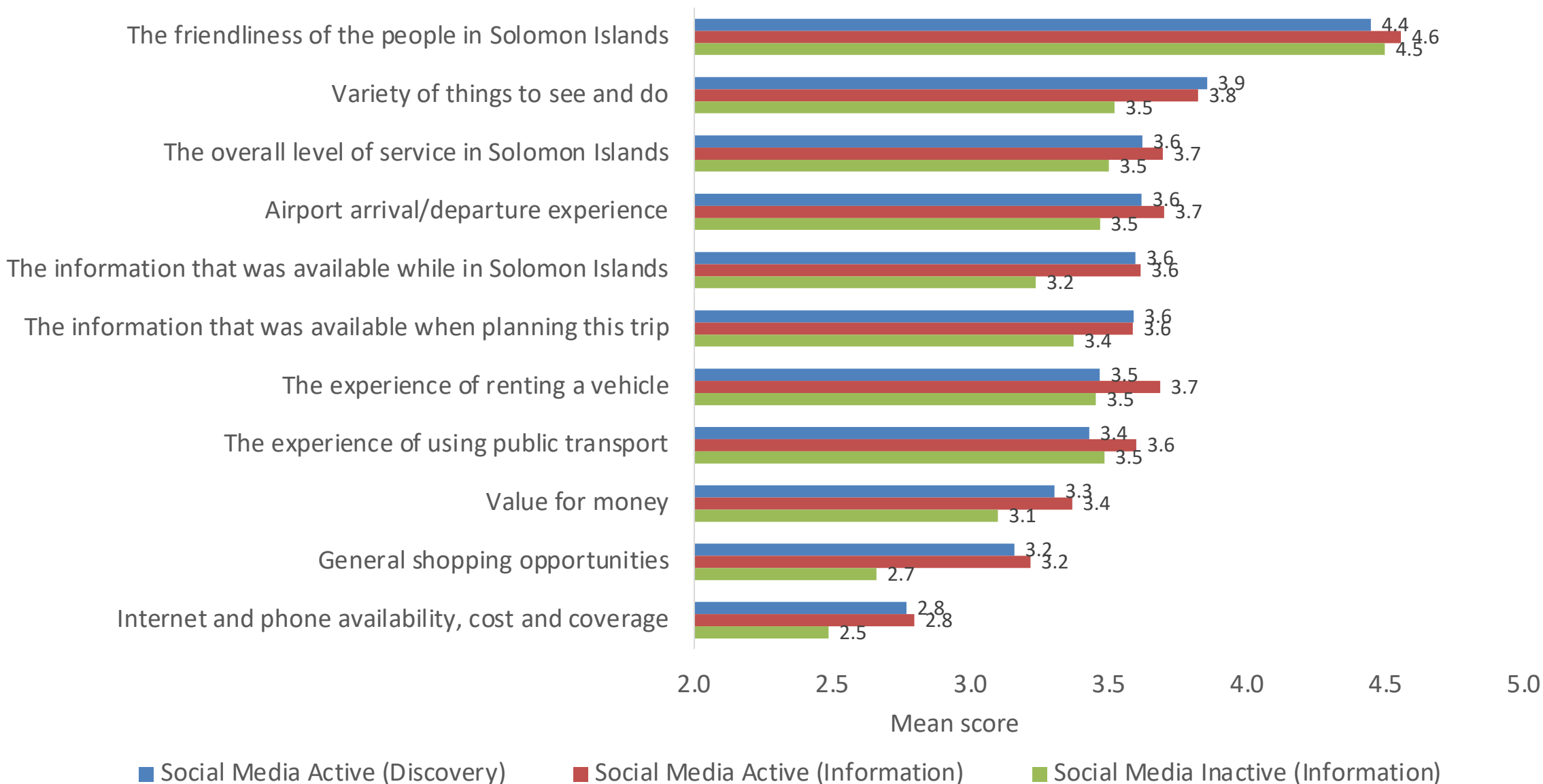
Potential to use social media to open up range of experiences and opportunities to increase spend/yield – NB drop off between discovery and information groups. How can you open up information through social media and develop effective pathways to spread economic benefits? Tell stories that highlight diverse local experiences and show how tourism spend directly benefits communities.

How satisfied are they?

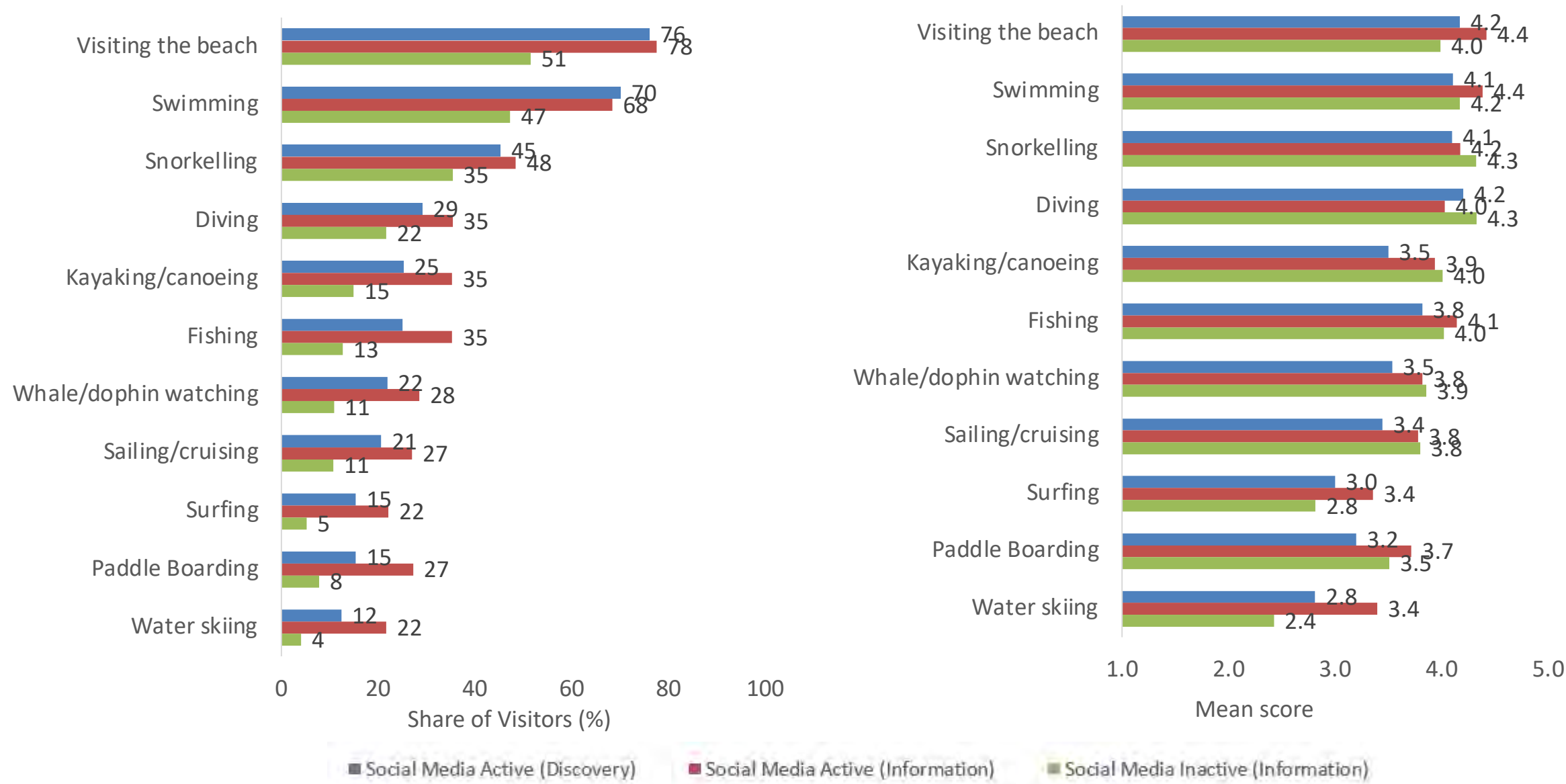
Both Social Media Active segments (Discovery & Information) have a slightly higher level of overall satisfaction than their inactive counterparts



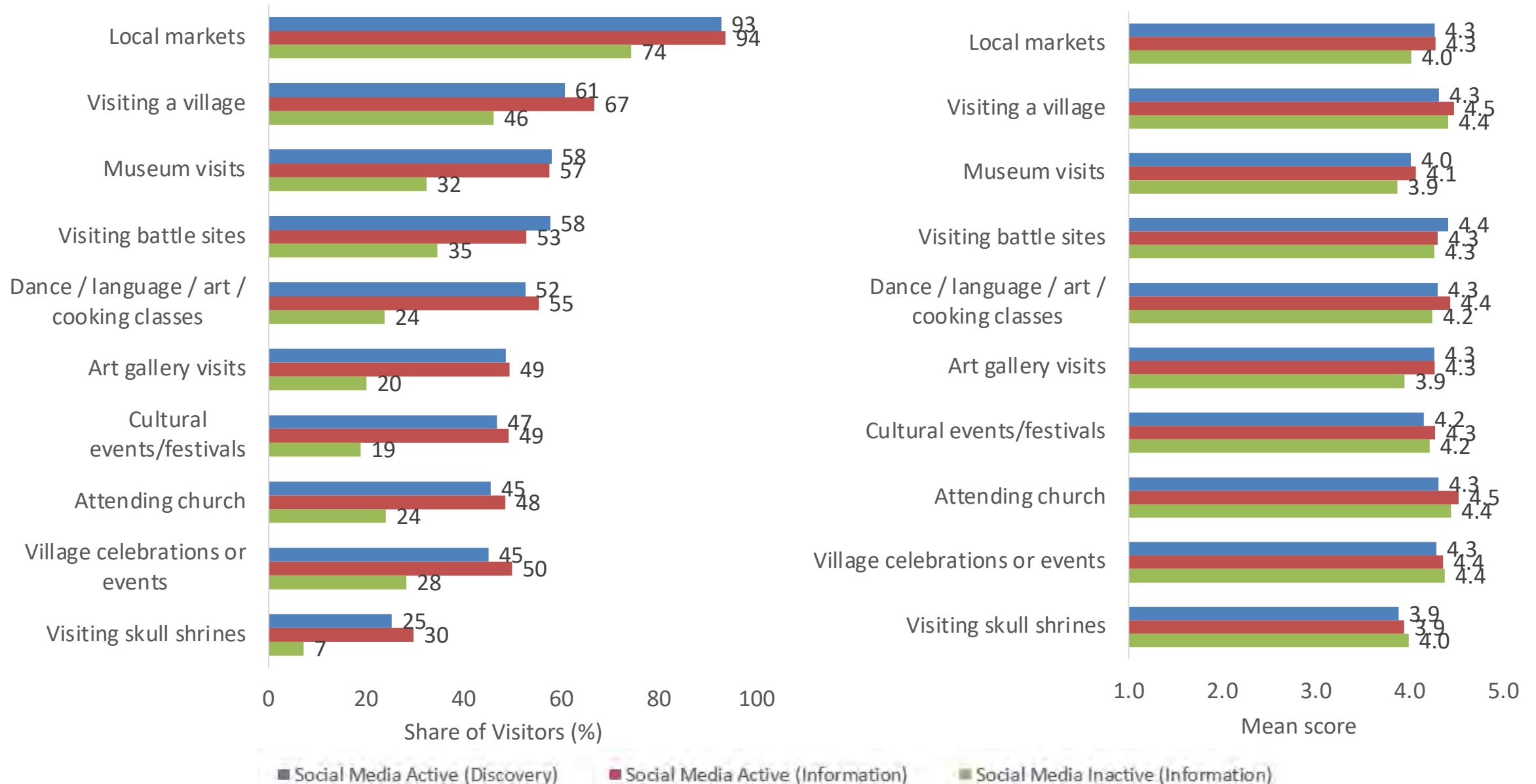
Social Media Inactive Visitors tend to be less satisfied than their active counterparts



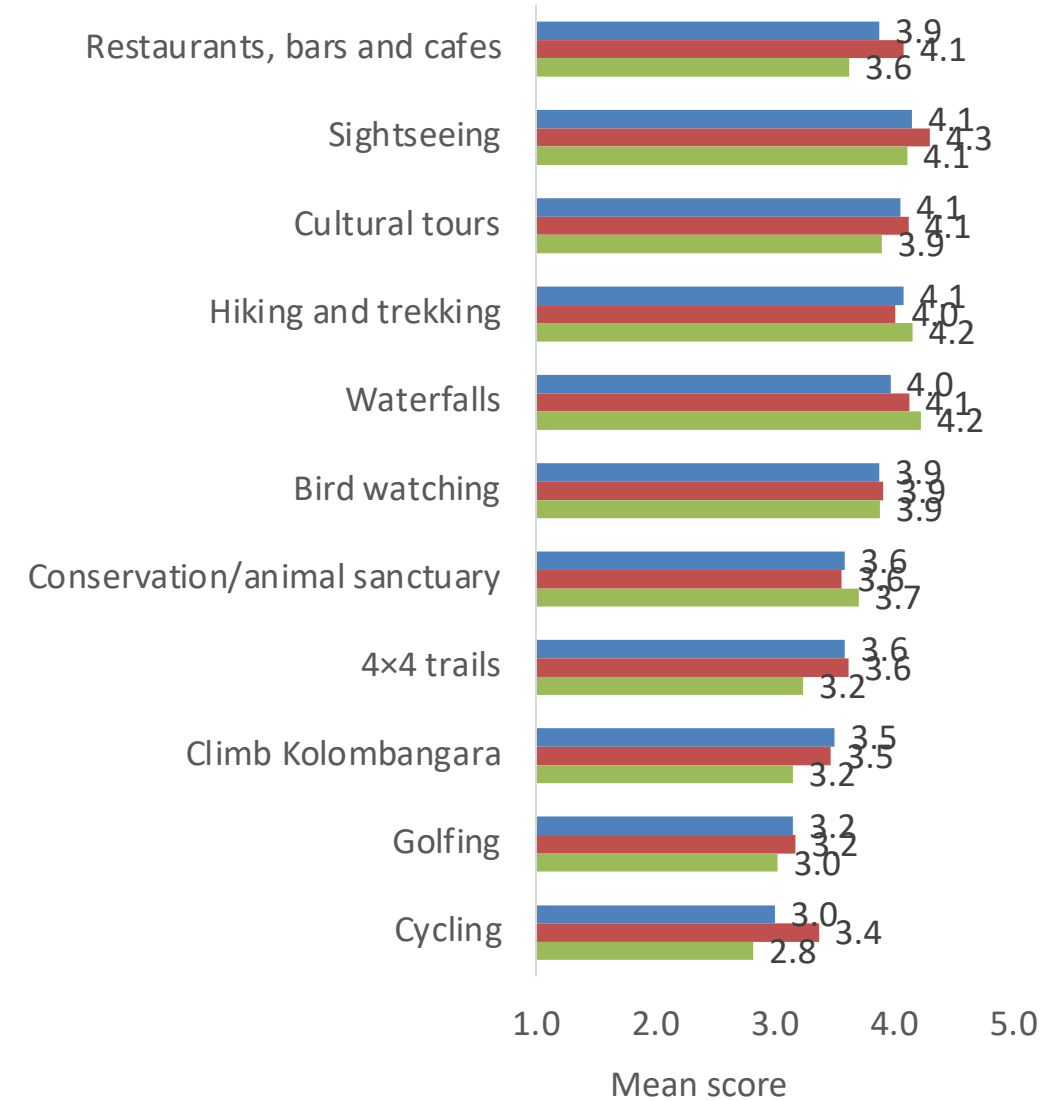
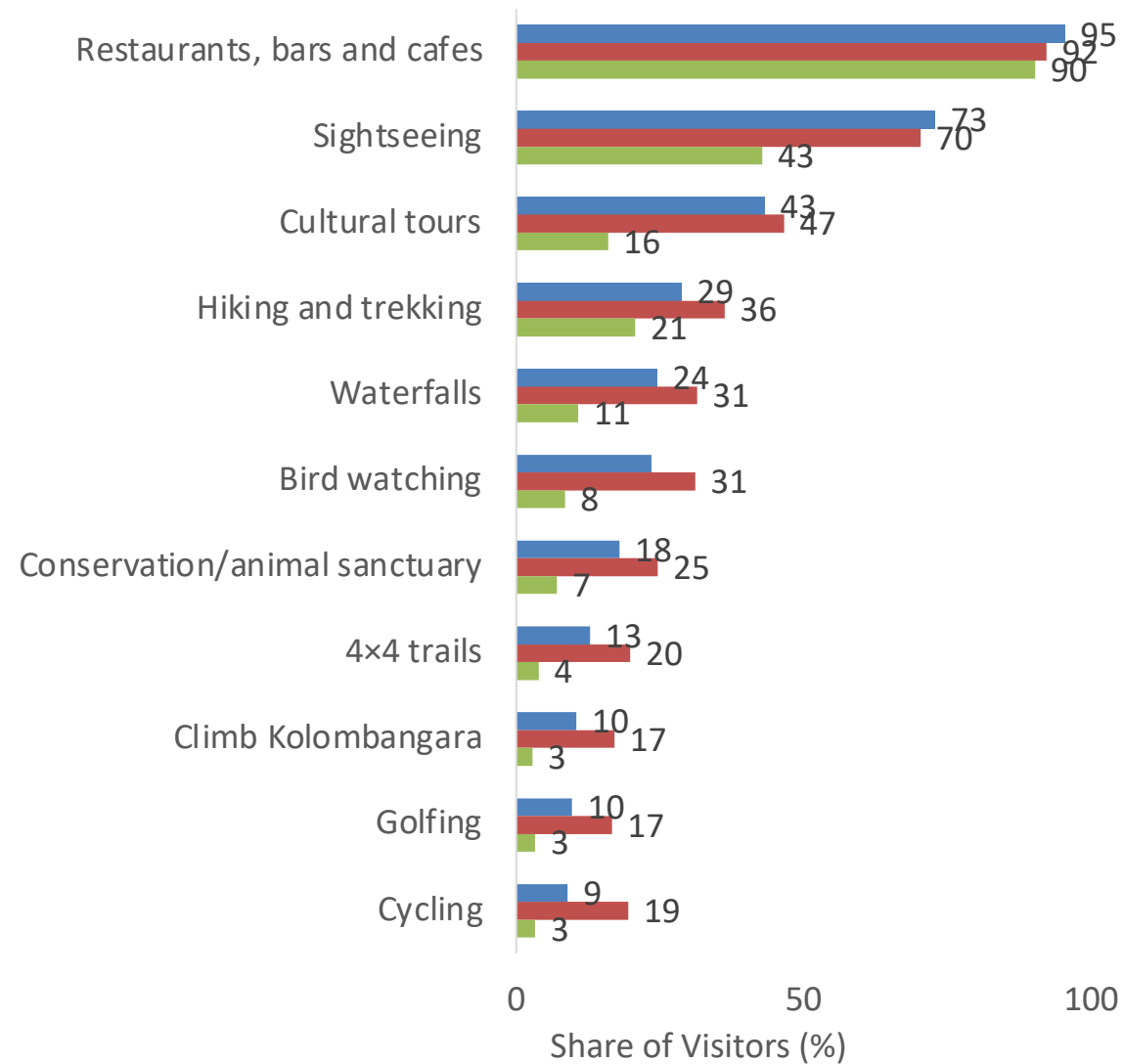
Social Media Active segments have higher rates of participation in water-based Activities



Social Media Active segments have far higher rates of participation in cultural Activities

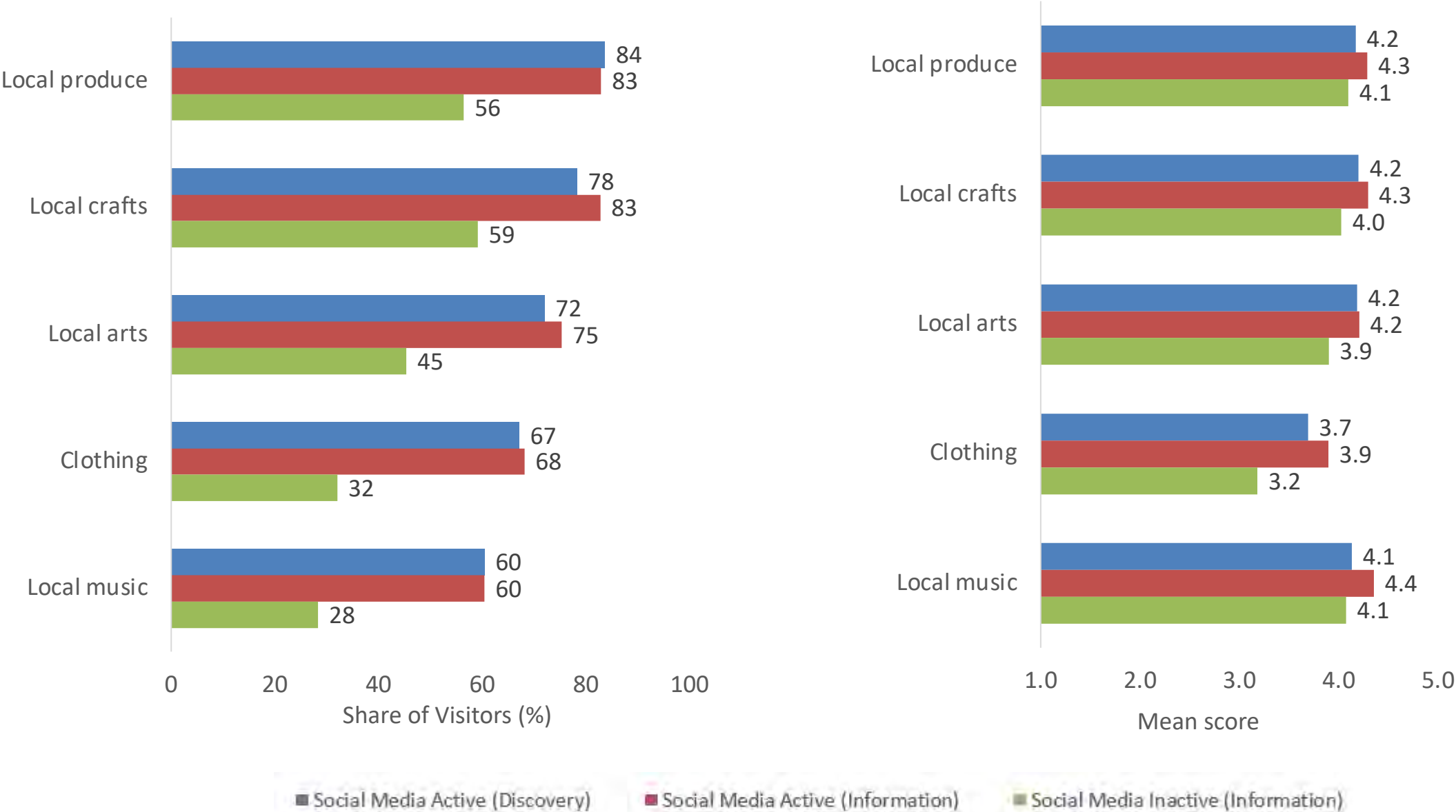


Social Media Active segments have far higher rates of participation in land-based Activities

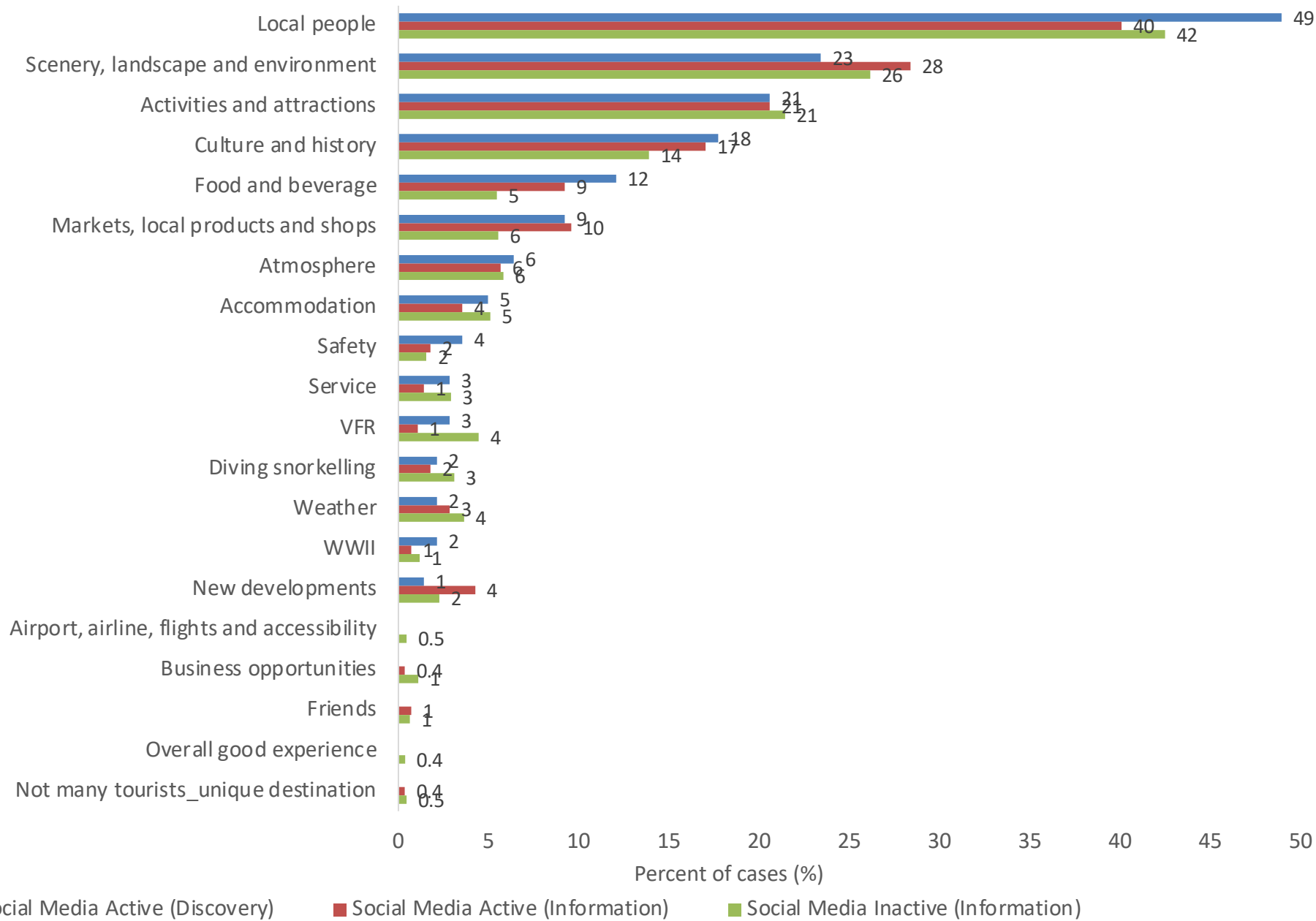


■ Social Media Active (Discovery) ■ Social Media Active (Information) ■ Social Media Inactive (Information)

Social Media Active segments have far higher rates of participation in shopping activities

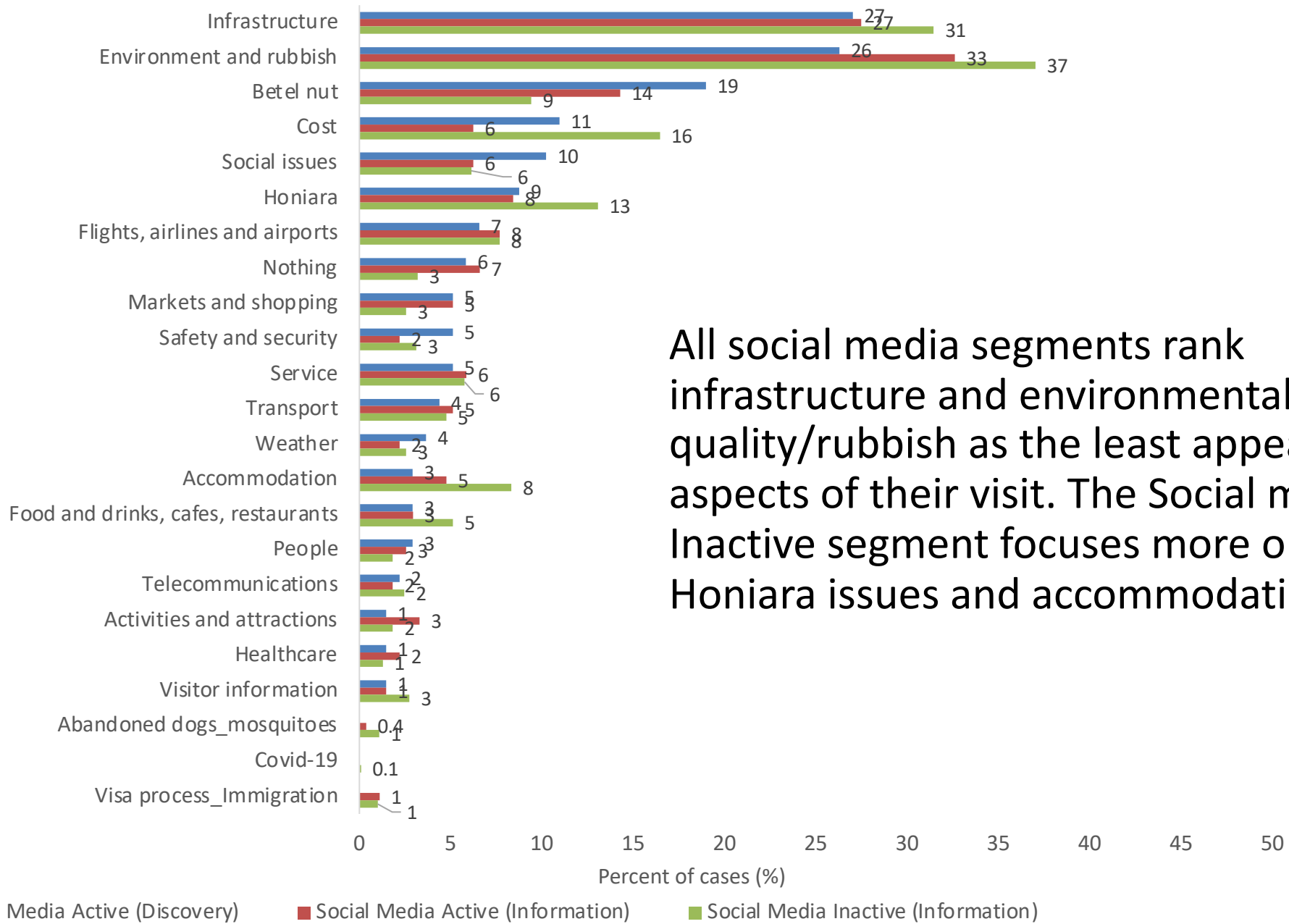


All segments rate local people as the most appealing aspect of their visit



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

Least appealing aspects of the visit



All social media segments rank infrastructure and environmental quality/rubbish as the least appealing aspects of their visit. The Social media Inactive segment focuses more on cost, Honiara issues and accommodation.

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

Return: Nearly all Social Media Active (Discovery) visitors would like to return, Social Media inactive visitors are the least likely to say they would like to return



Social Media Active (Discovery)	95%
Social Media Active (Information)	89%
Social Media Inactive (Information)	88%

Recommend: the Social Media Active (Discovery) segment shows the highest willingness to recommend Solomon Islands



Social Media Active (Discovery)	94%
Social Media Active (Information)	89%
Social Media Inactive (Information)	80%

Key Takeaways - satisfaction

- Social media segments are generally more satisfied than non-social media active visitors
- Social media segments tend to be far more engaged and active in terms of activities undertaken – marine, land-based and cultural and shopping.
- They are also more satisfied with the activities undertaken
- Social media segments are more likely to say they would like to return and **far** more likely to recommend Solomon Islands to others

Convert this enthusiasm through online WoM, social media users are important micro-influencers, leverage true value from social media , tell the stories of travellers



Thank you

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