



Solomon Islands

International Visitor Survey

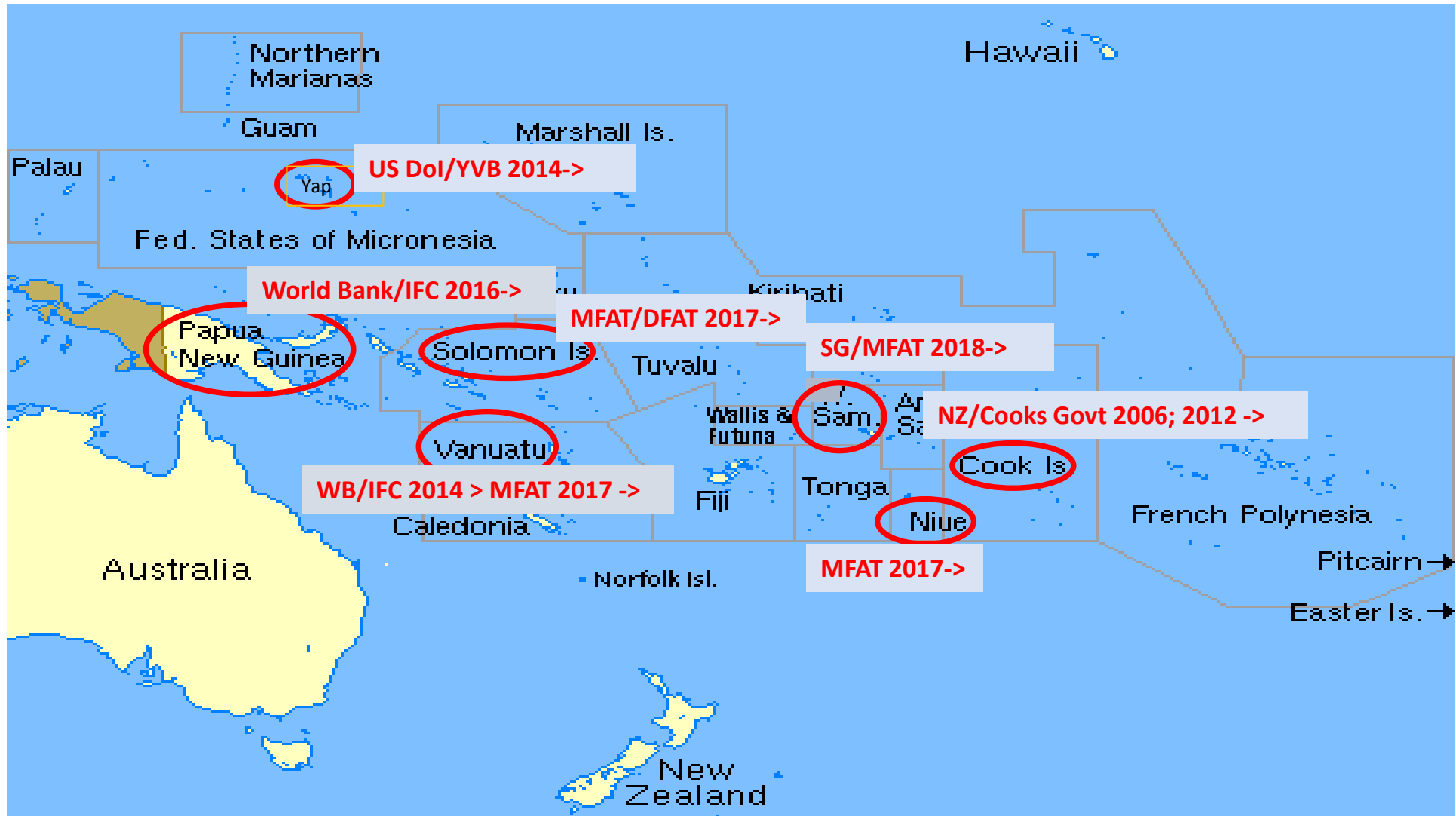
January to June 2018



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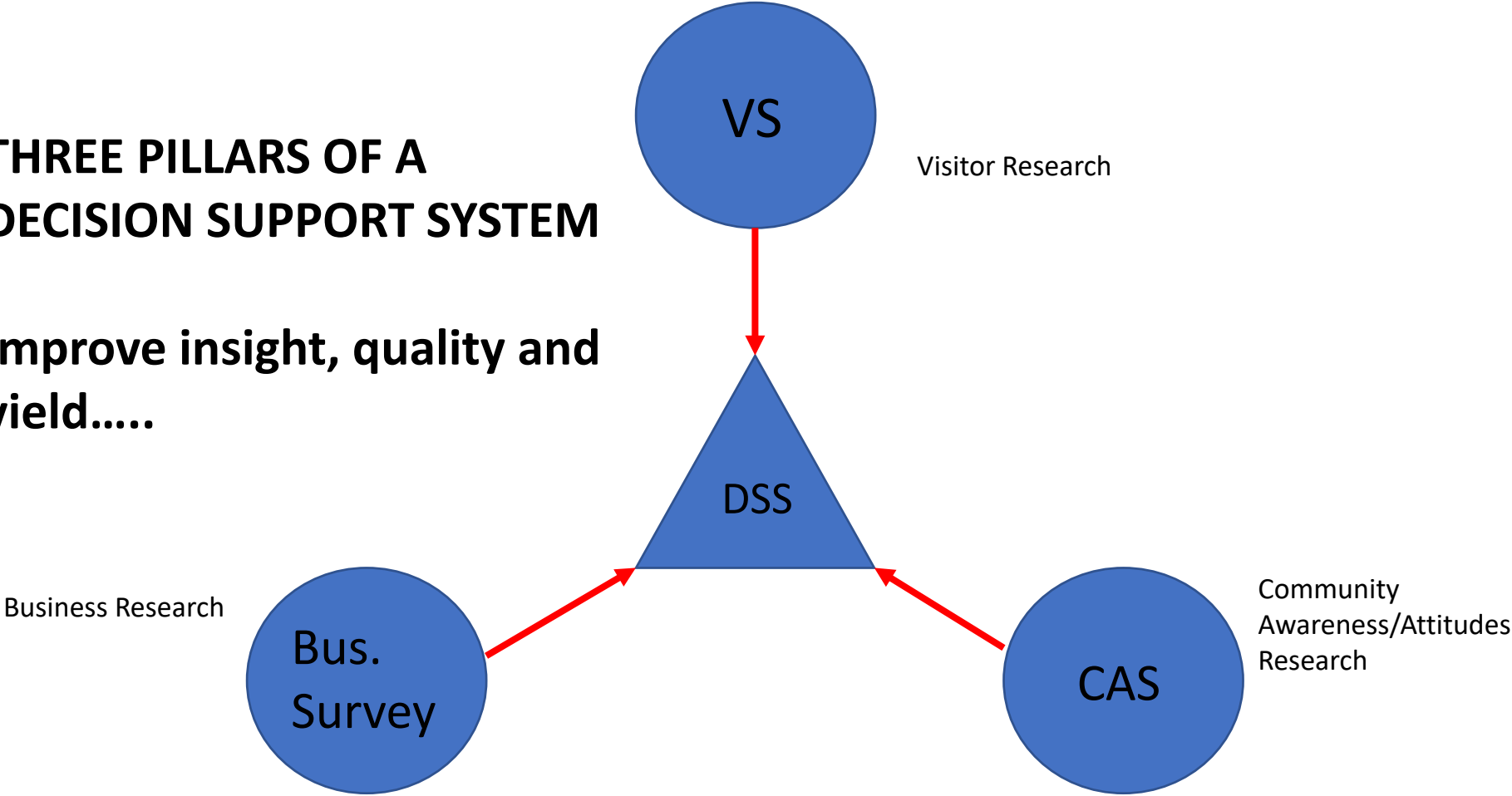
SOLOMON ISLAND GOVERNMENT

PACIFIC TOURISM DATA INITIATIVE



**THREE PILLARS OF A
DECISION SUPPORT SYSTEM**

**Improve insight, quality and
yield.....**



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 2018 to June 2018 Respondents



Total number of valid e-mails sent: **4161**

Conversion Rate of **14.5%**



Total number of responses: **604**



*** 5.3% of all visitors during the period**



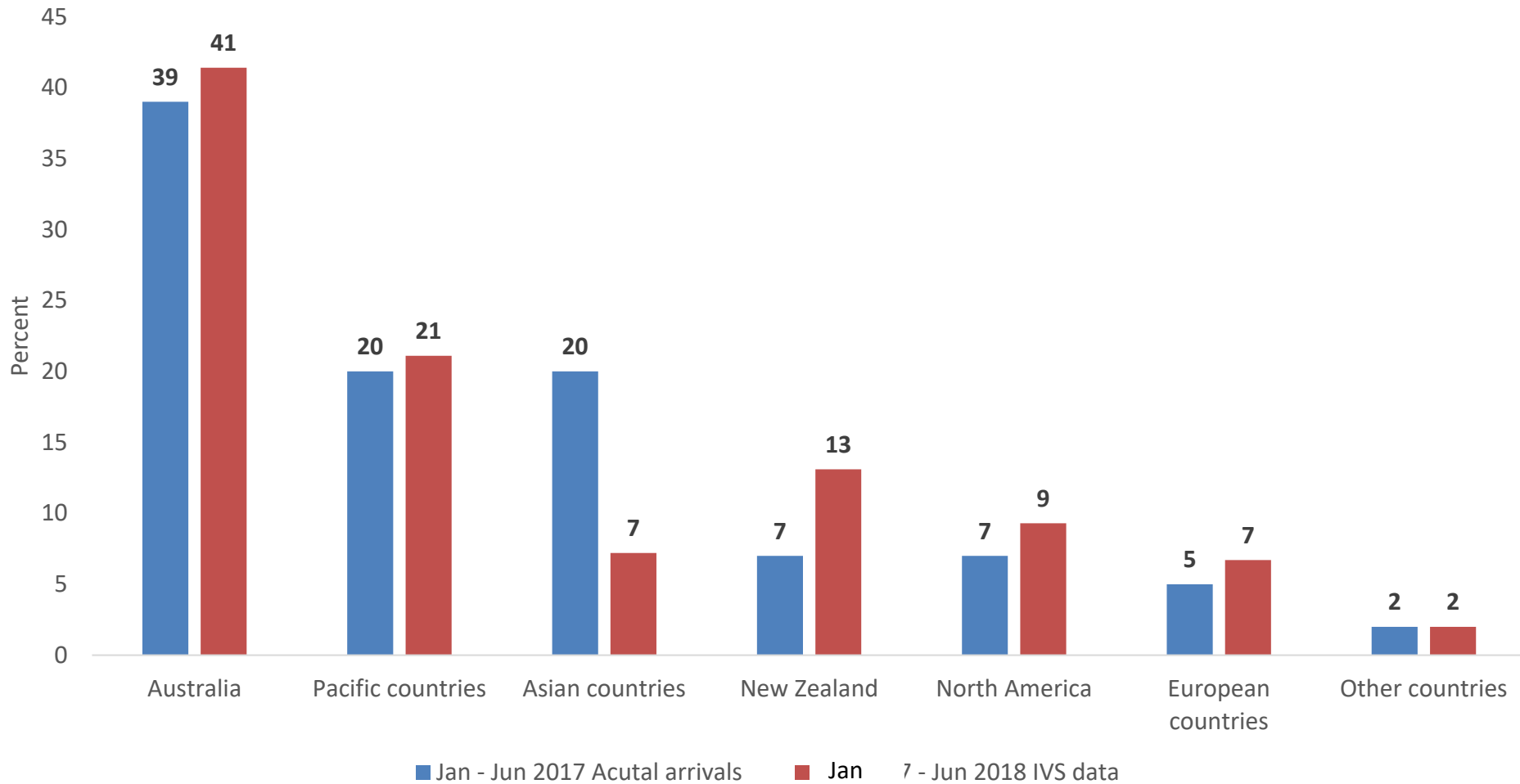
Solomon Islands

International Visitor Survey

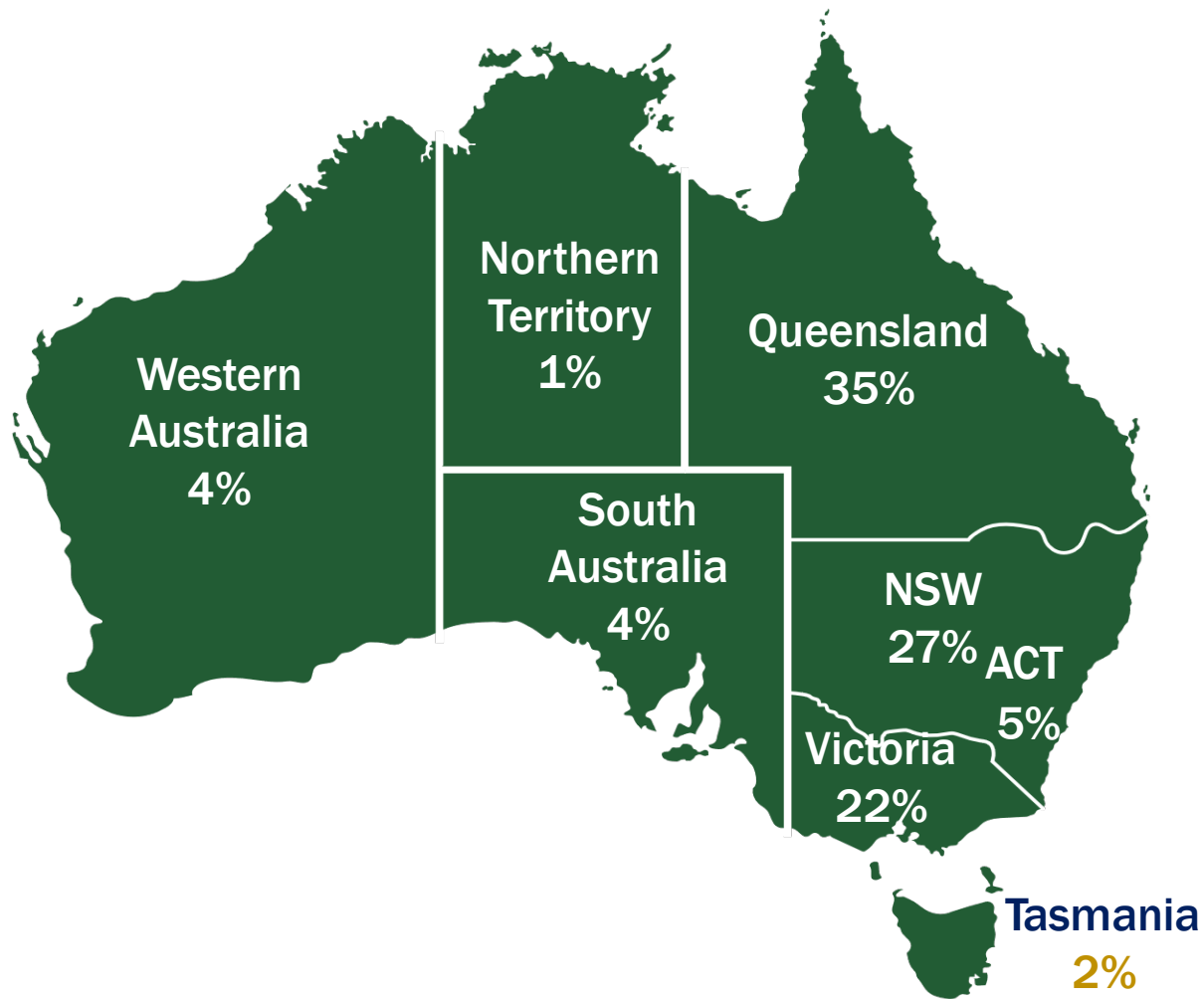
Visitor Characteristics

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

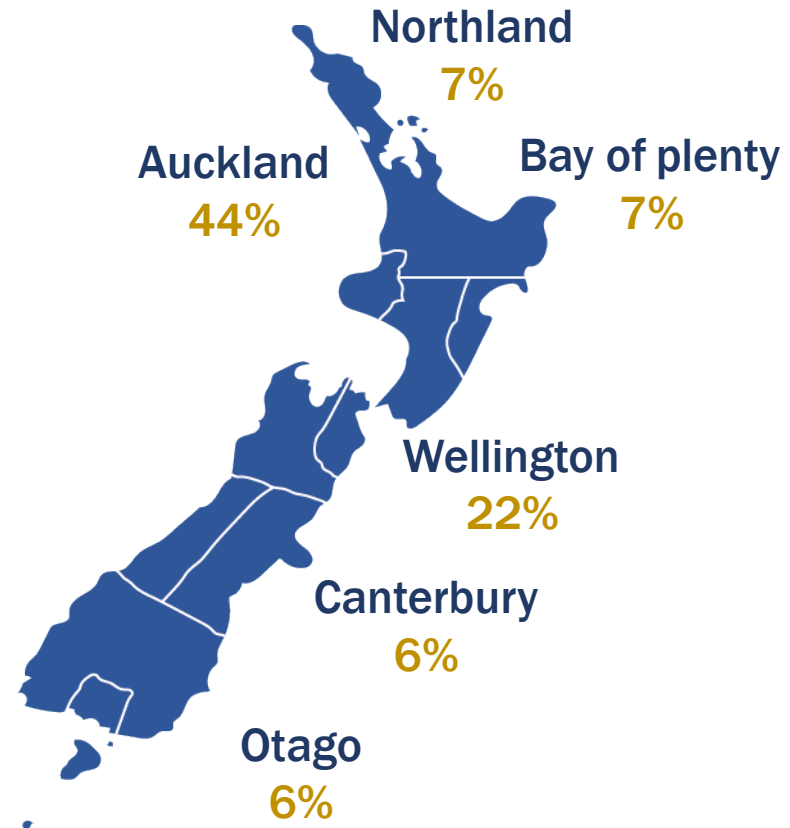


Australian Respondents



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

New Zealand Respondents



Auckland and Wellington make up **66%** of all New Zealand visitor arrivals

Note: Only major areas included.

Visitor Characteristics

Annual Household Income (US\$)



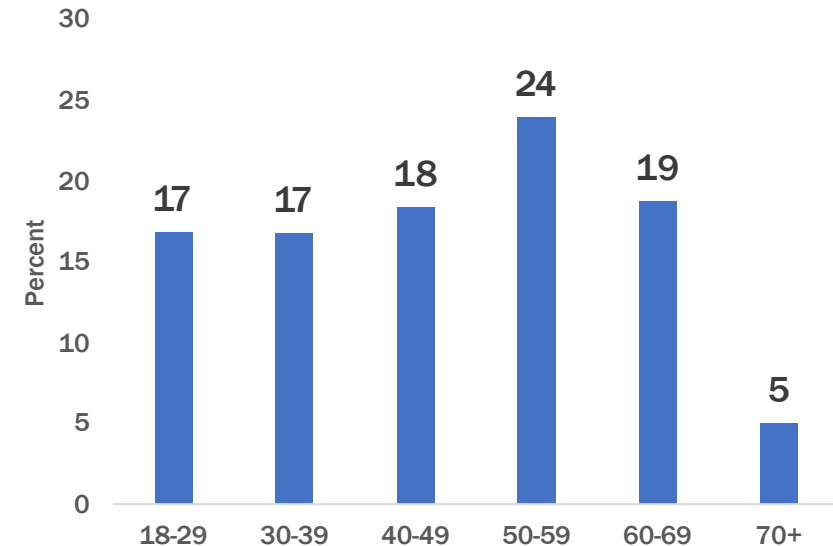
- 38%** Under \$50,000
- 35%** \$50,001 - \$100,000
- 14%** \$100,001 - \$150,000
- 7%** \$150,001 - \$200,000
- 4%** \$200,001 - \$250,000
- 2%** Over \$250,001

Highest Qualification



- 87%** Tertiary qualification
- 9%** High school qualification
- 3%** Other
- 1%** No formal qualification

Age Distribution



Gender

- 40%** Female
- 60%** Male

Visitor Characteristics

Main Purpose of Visit

- 51%** Business or conference
- 18%** Holiday
- 15%** Visiting friends or relatives
- 16%** Other

Travel Companions

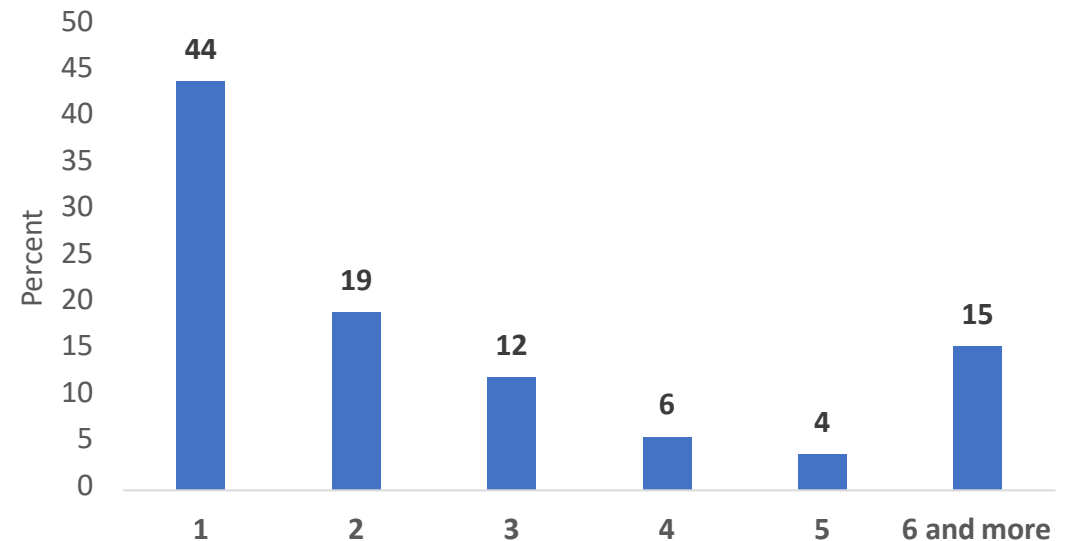
55% of visitors travelled to Solomon Islands by themselves

45% with others

Travel with*

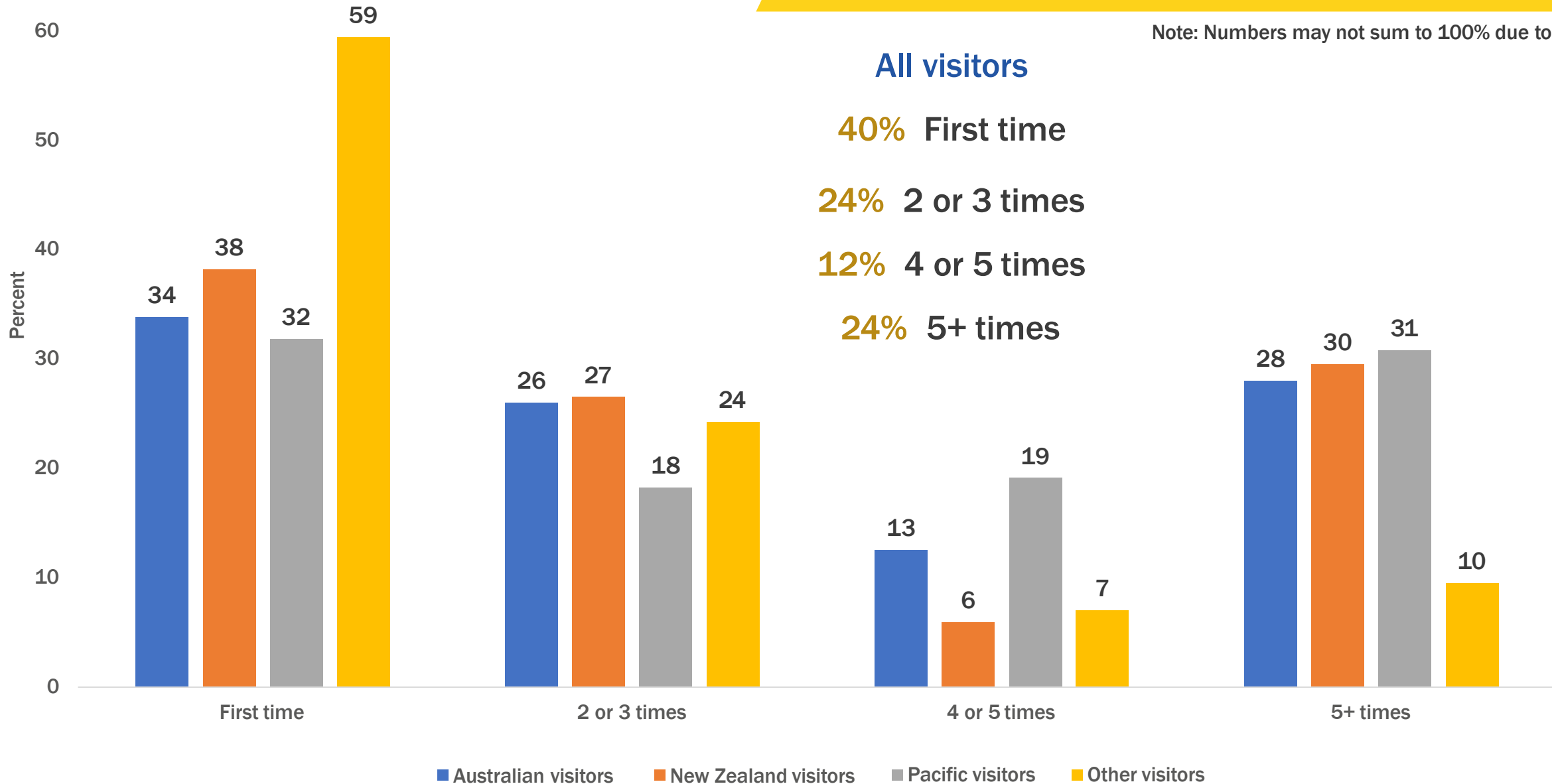
- 36%** Work Colleagues
- 34%** Partner/Spouse
- 19%** Family Member(s)
- 14%** Friends

Number of Companions *



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

Previous Visits



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

All visitors

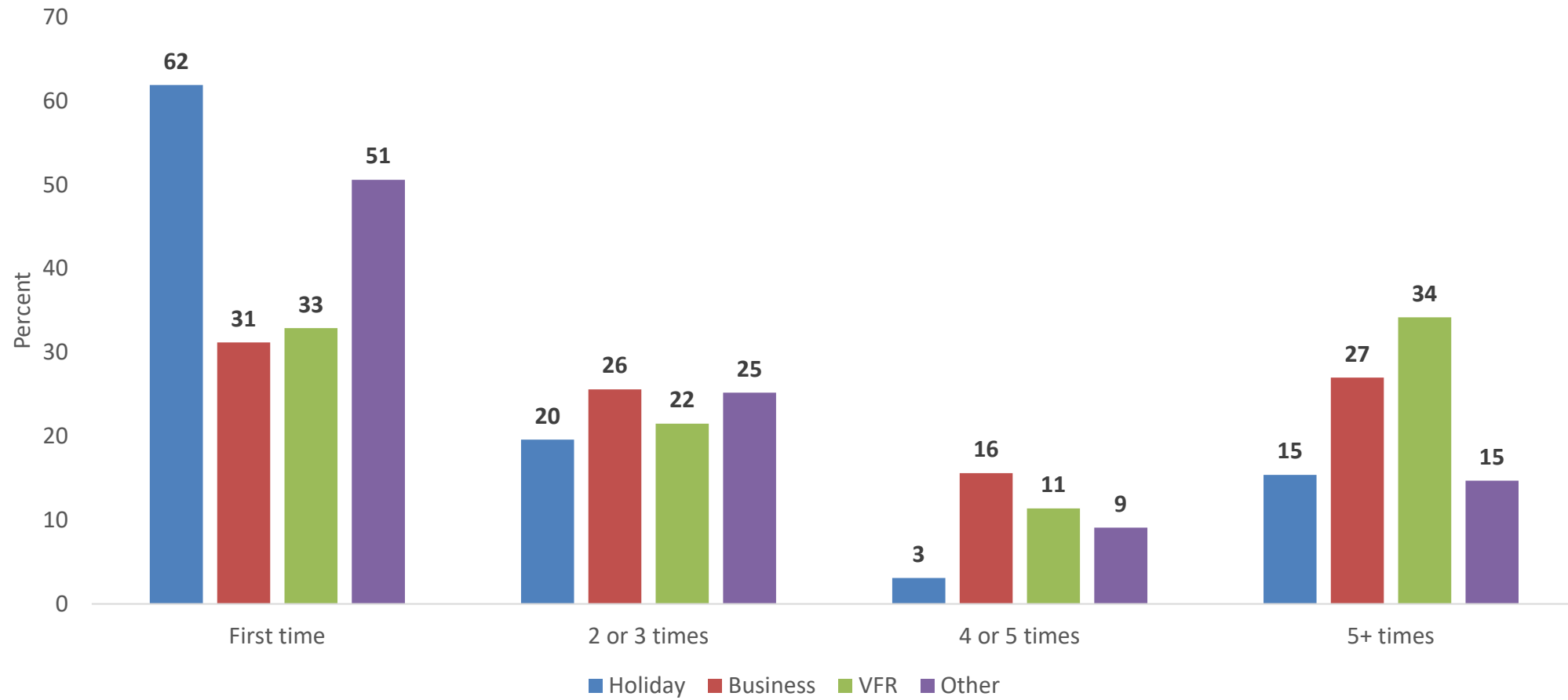
40% First time

24% 2 or 3 times

12% 4 or 5 times

24% 5+ times

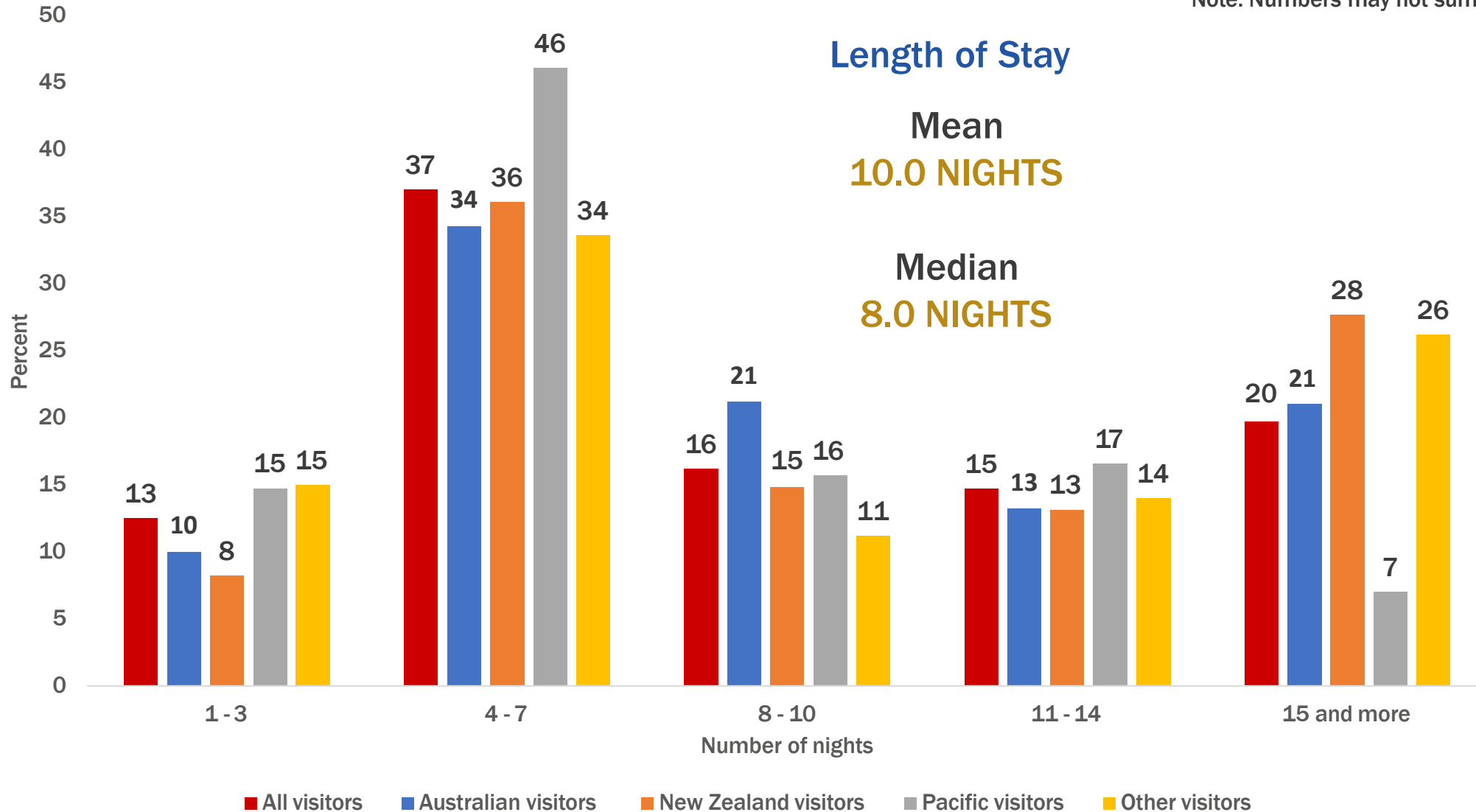
Previous Visits (including most recent)



Length of Stay

Note: 31+ days (including 31) as outliers were removed for analysis

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

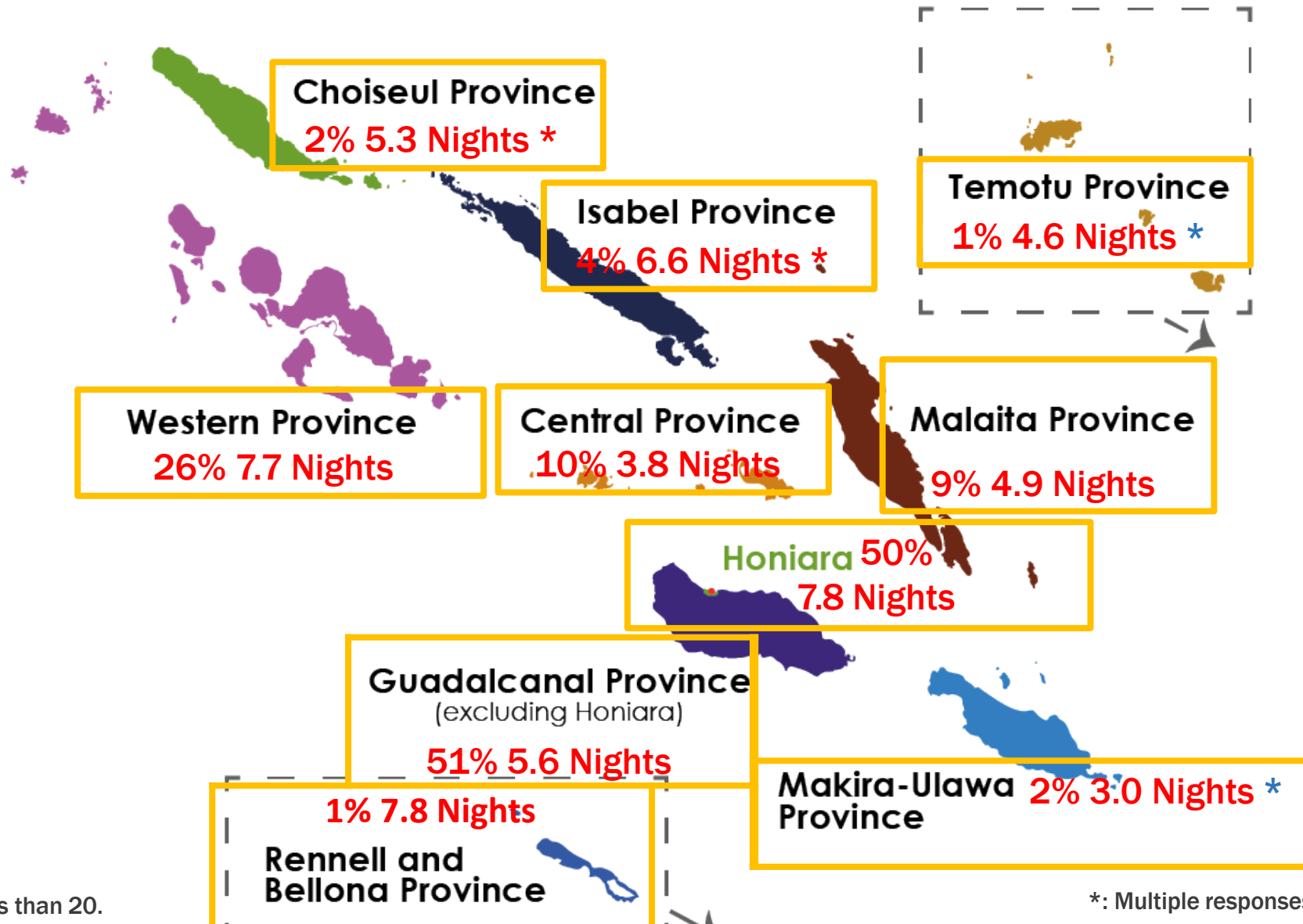


Length of Stay

Note: 31+ days (including 31) as outliers were removed for analysis

	Overall	Australia	New Zealand	Pacific	Other markets	Holiday visitors	Business or conference visitors	VFR visitors
Mean (Nights)	10.0	10.2	11.1	8.2	10.8	9.8	8.8	12.4
Median (Nights)	8.0	9.0	9.0	6.0	8.0	8.0	6.0	10.0

Provinces Visited and Provincial Length of Stay

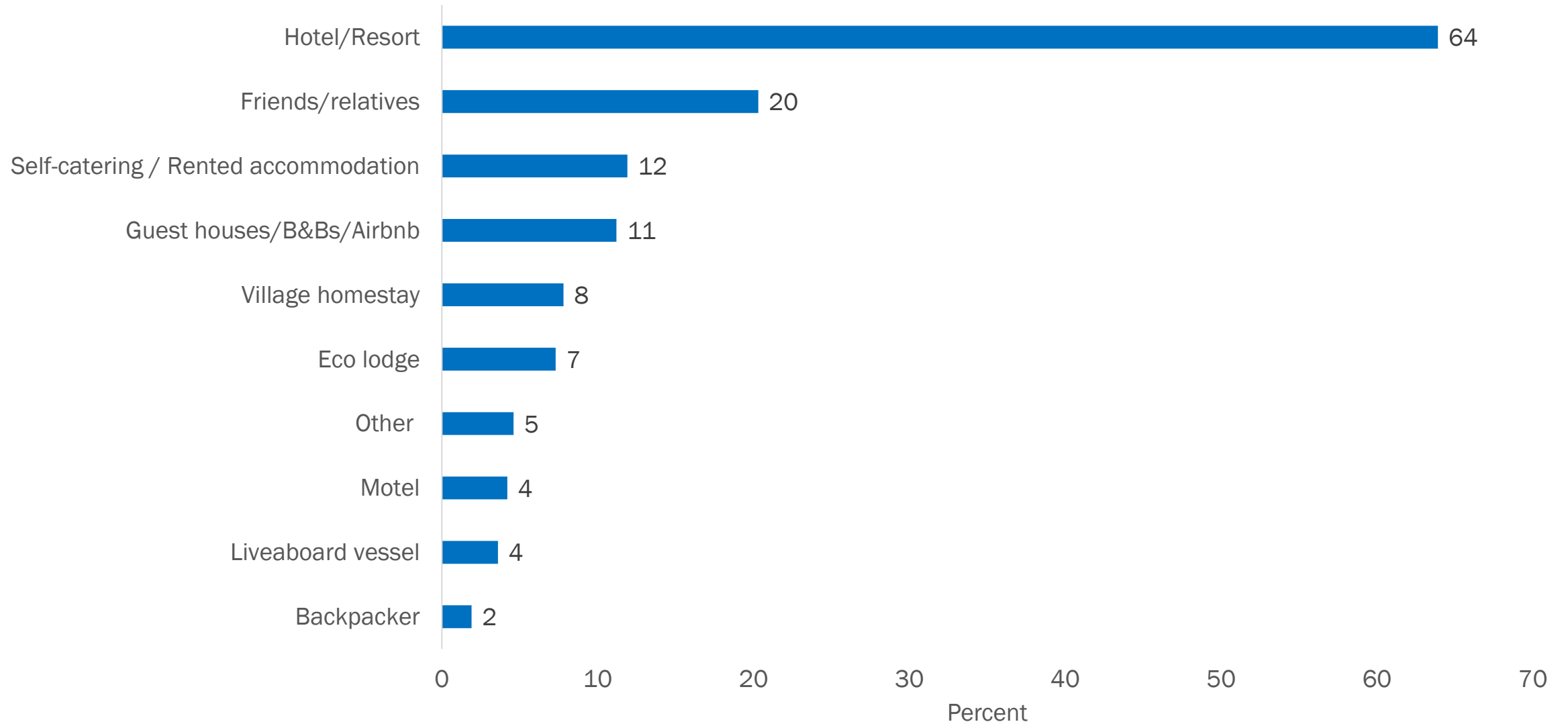


Note: *N less than 20.

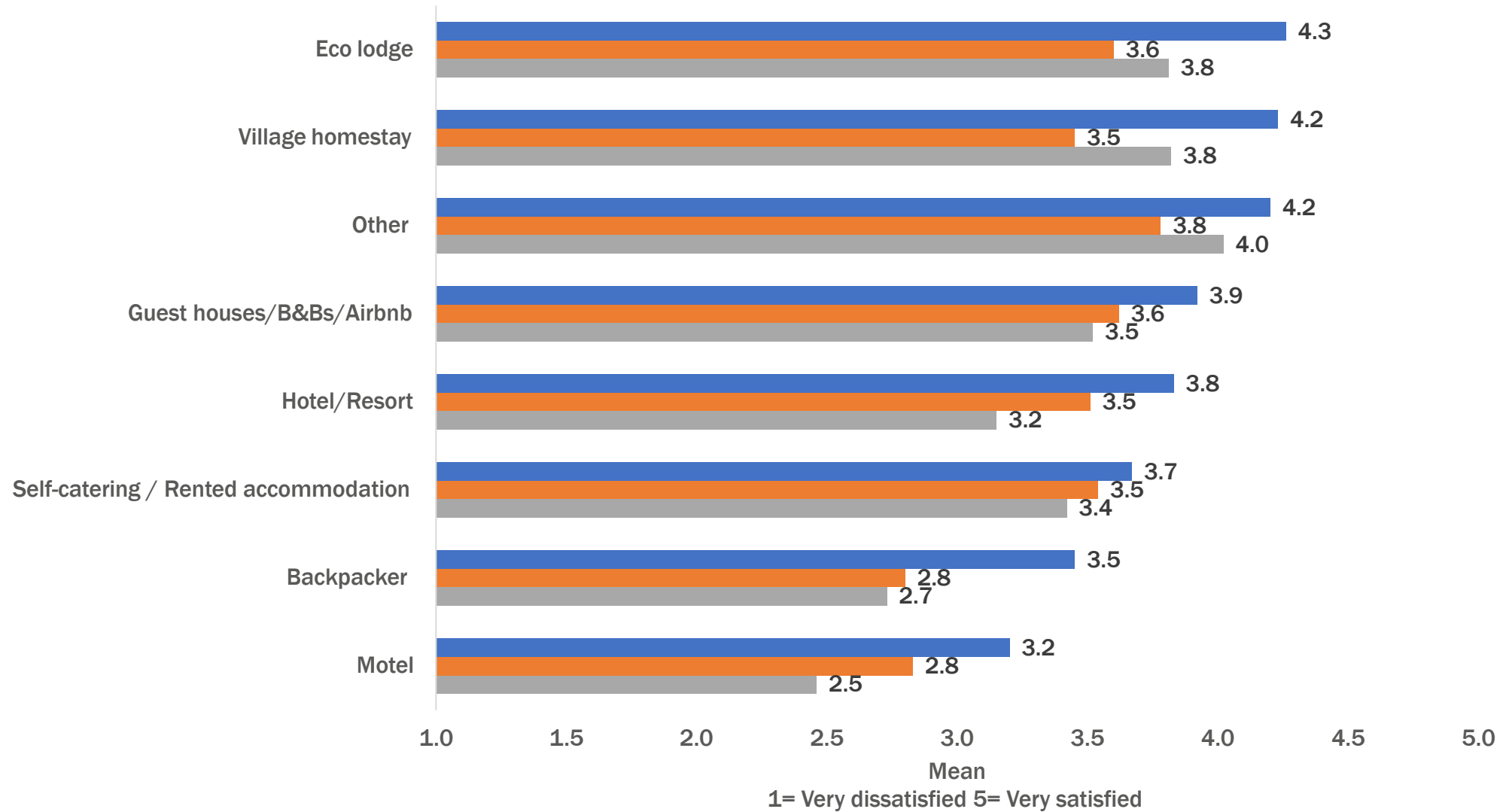
*: Multiple responses, therefore total does not add up to 100%

Types of Accommodation Used

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



Satisfaction with Accommodation Used



■ The level of customer service provided ■ The quality, availability and maintenance of facilities ■ The overall value for money

Destinations and Airlines

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

For 31% of visitors, Solomon Islands was part of a larger journey, other destinations included:



- 66% Other Pacific Countries
- 44% Australia
- 12% Asia
- 10% New Zealand
- 2% North America
- 1% Europe

For 69% of visitors, Solomon Islands is the sole destination for their trip.

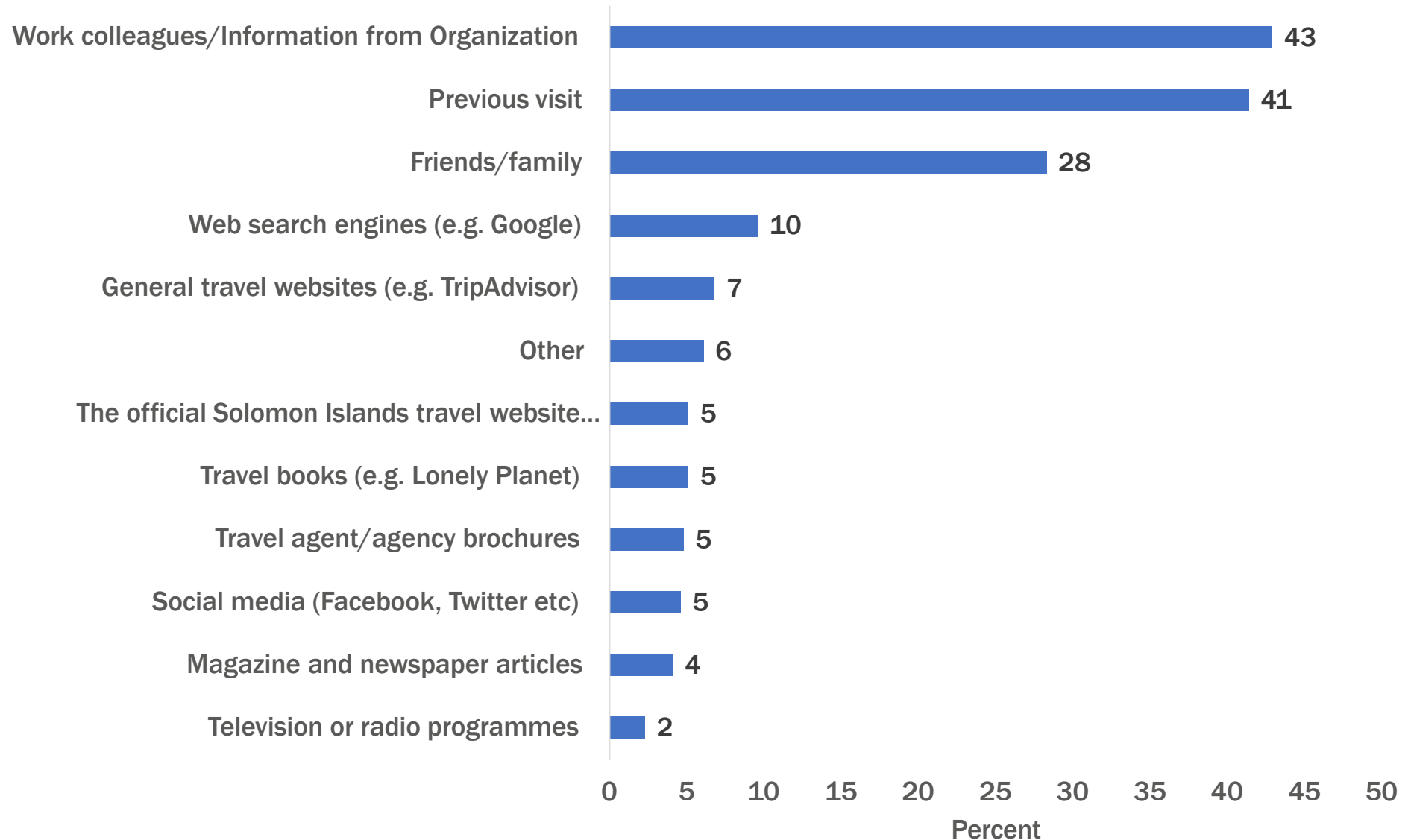
Airlines Used

- 53% Solomon Airlines
- 26% Virgin Australia
- 23% Air Niugini
- 15% Fiji Airways
- 11% Nauru Airlines
- 5% Other
- 1% Air Vanuatu

How Did You Find Out About the Solomon Islands



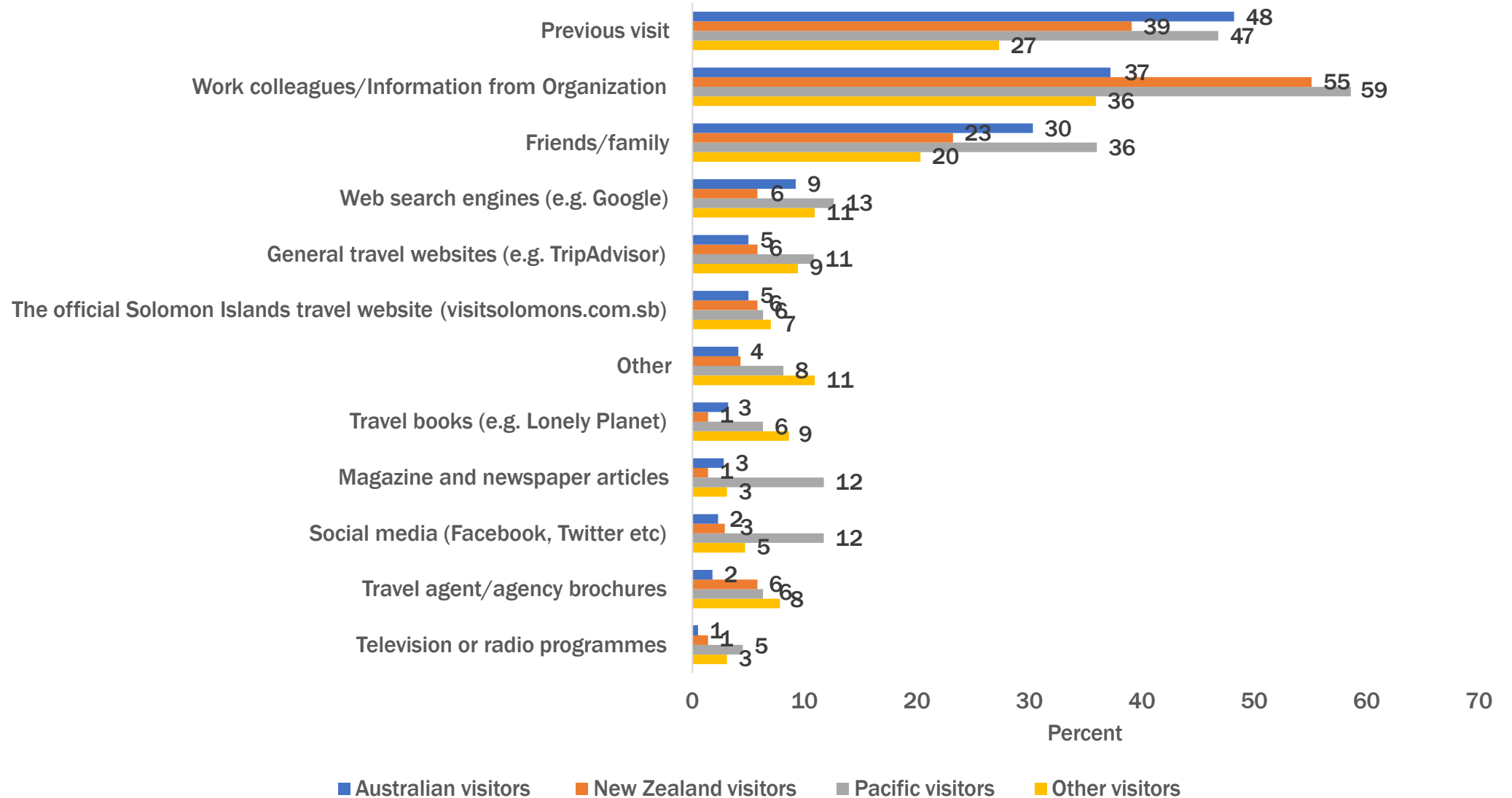
Note: Multiple responses, therefore total does not add up to 100%



How Did You Find Out About the Solomon Islands



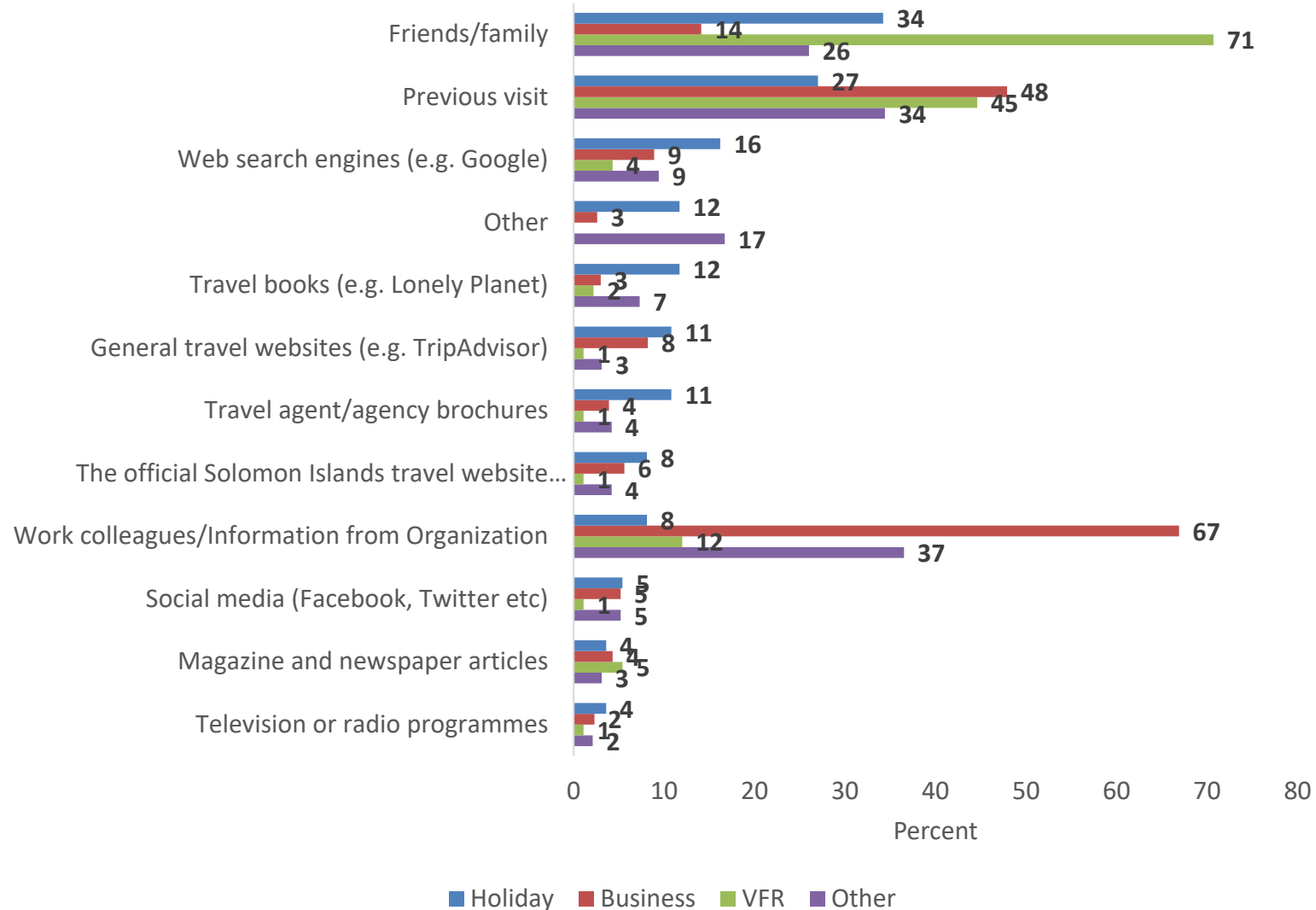
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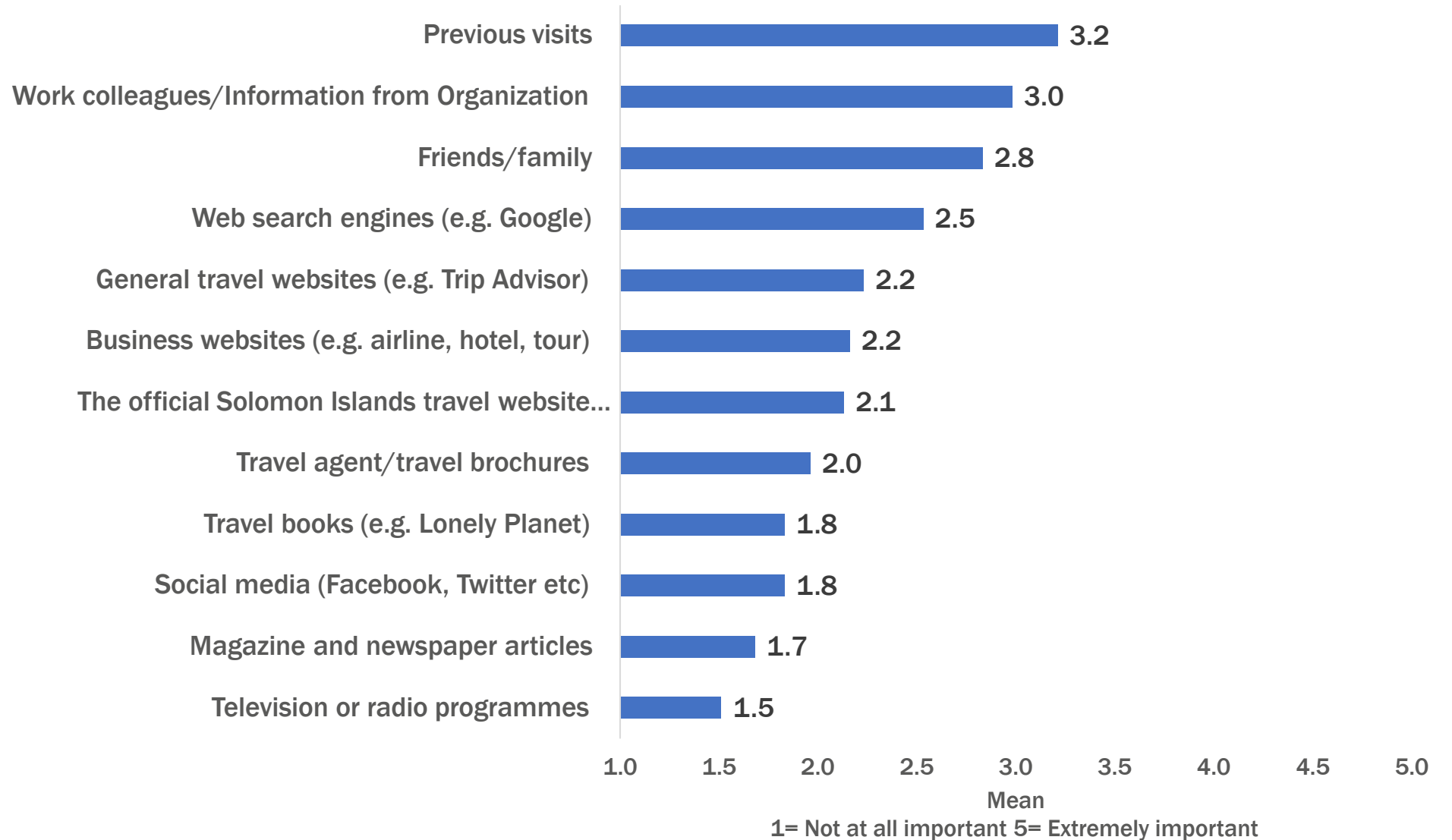
How Did You Find Out About the Solomon Islands



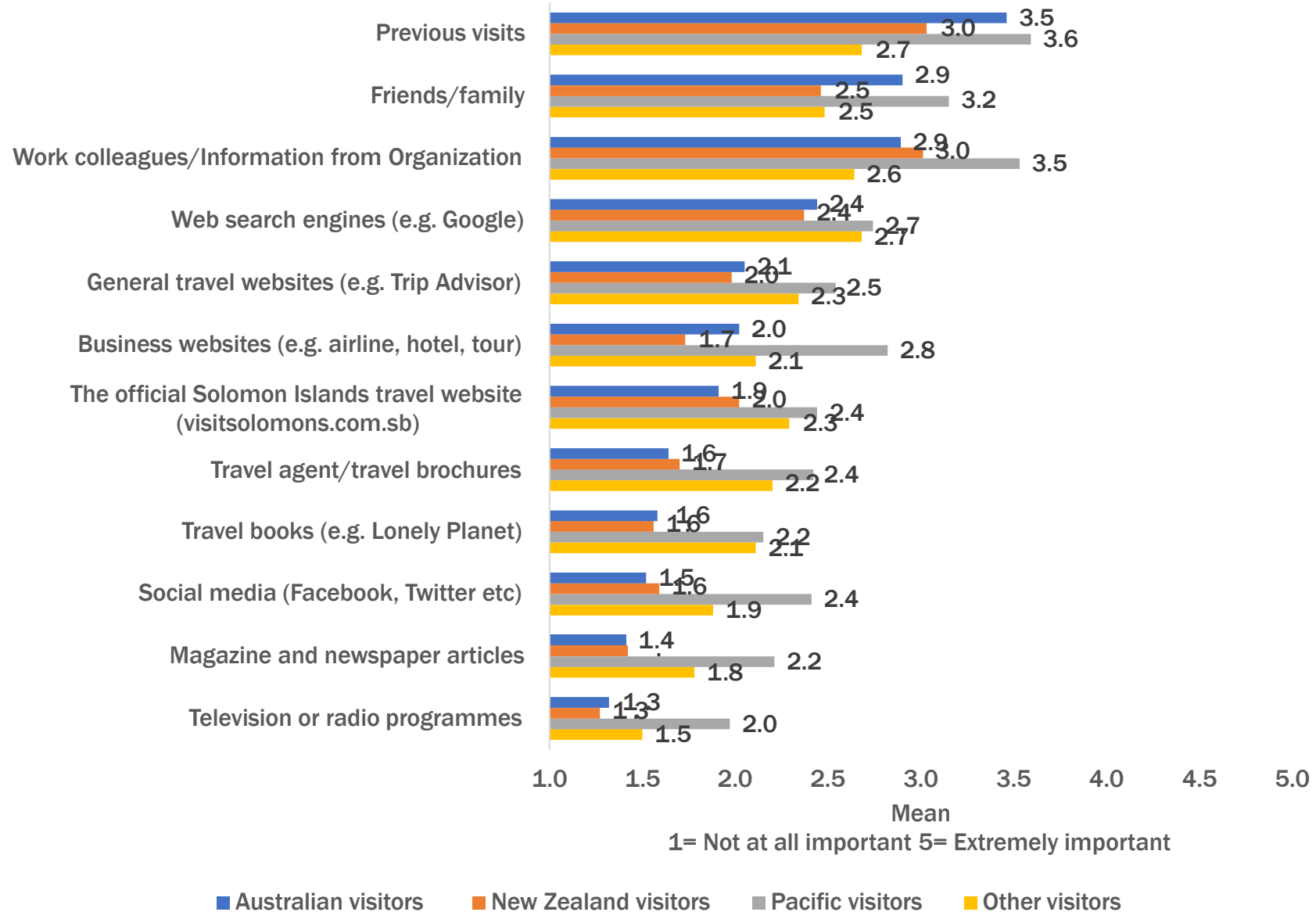
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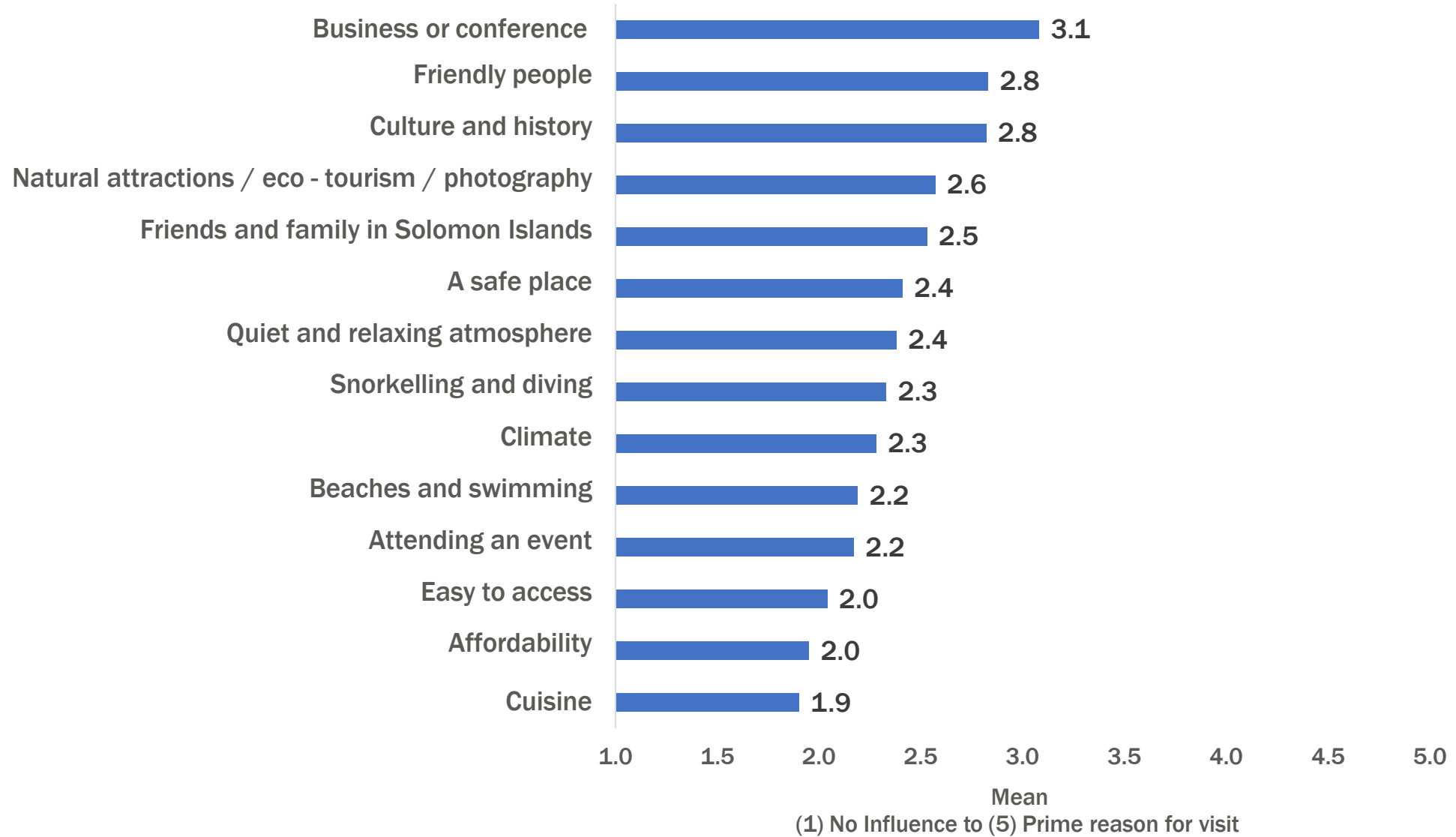
Importance of Information Sources Used for Planning



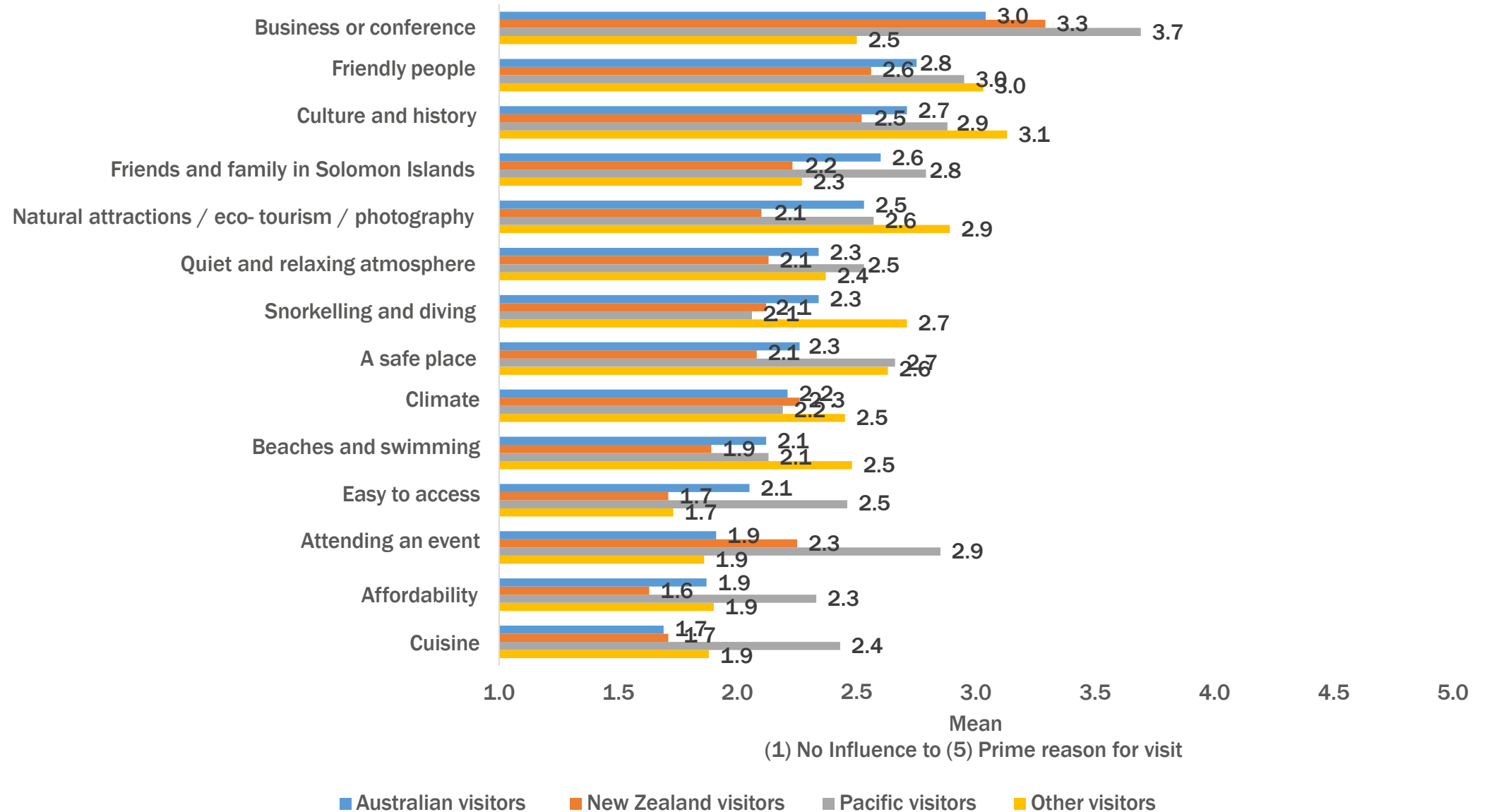
Importance of Information Sources Used for Planning



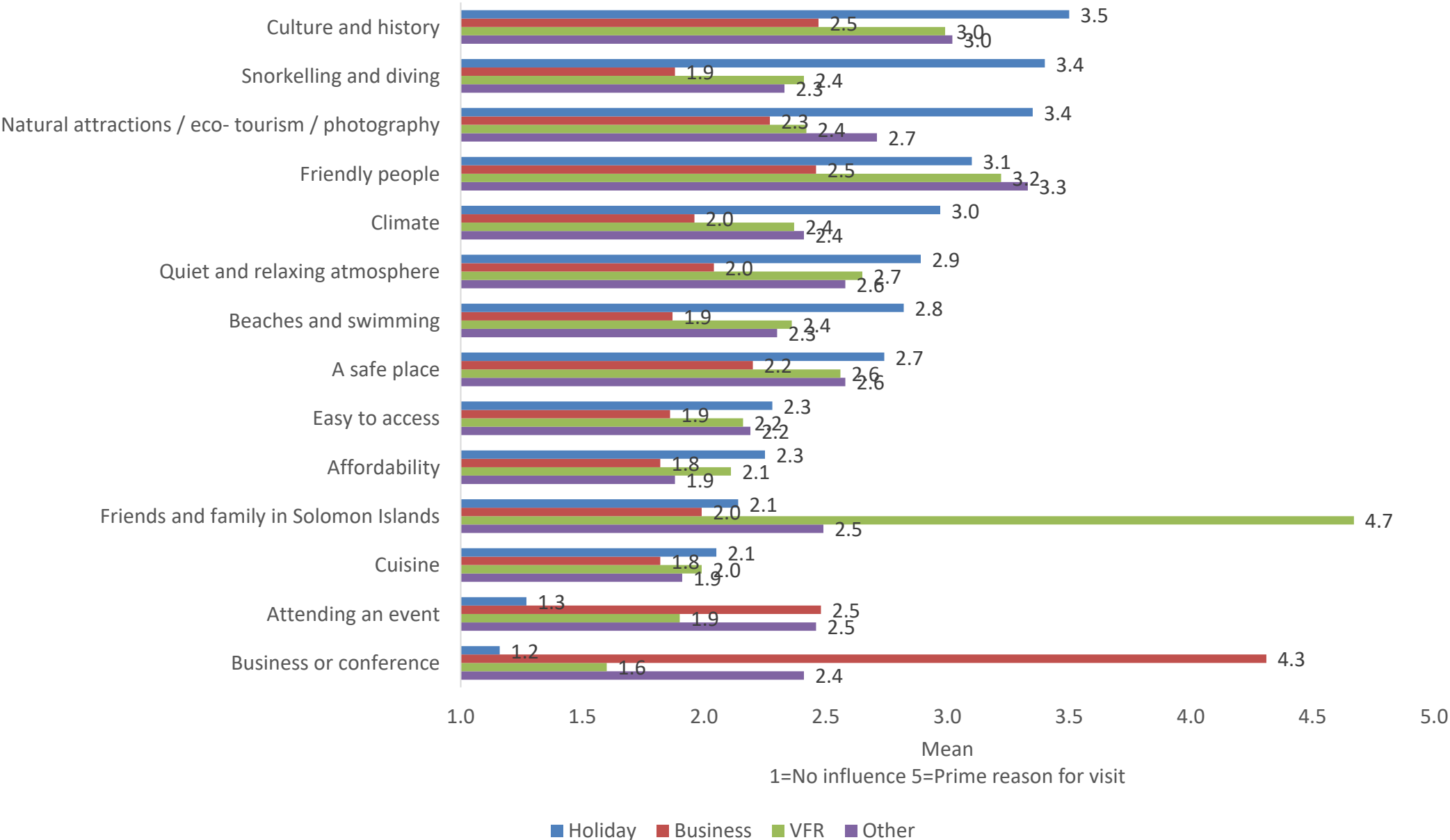
Influential Factors for Visiting the Solomon Islands



Influential Factors for Visiting the Solomon Islands



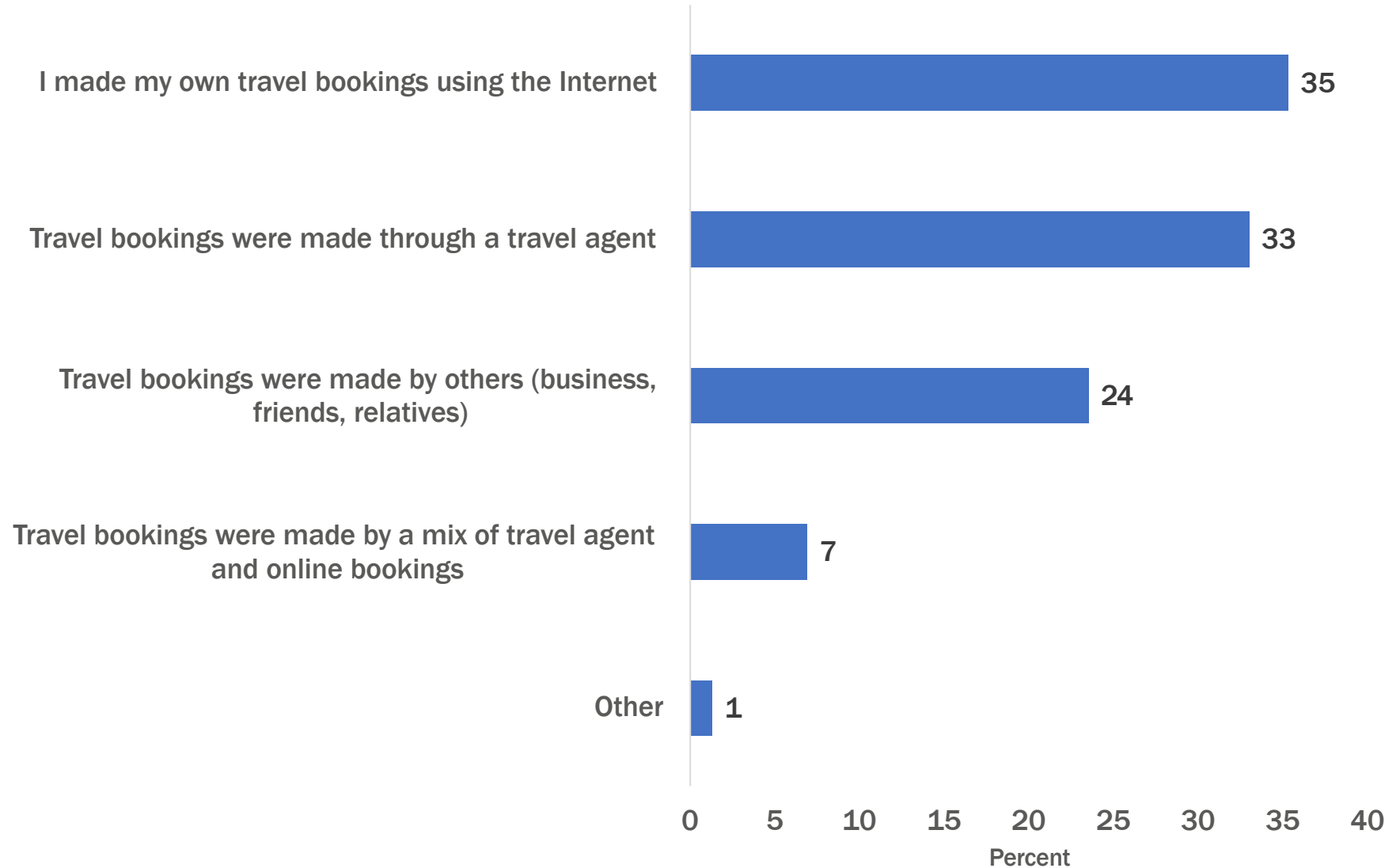
Influential Factors for Visiting the Solomon Islands



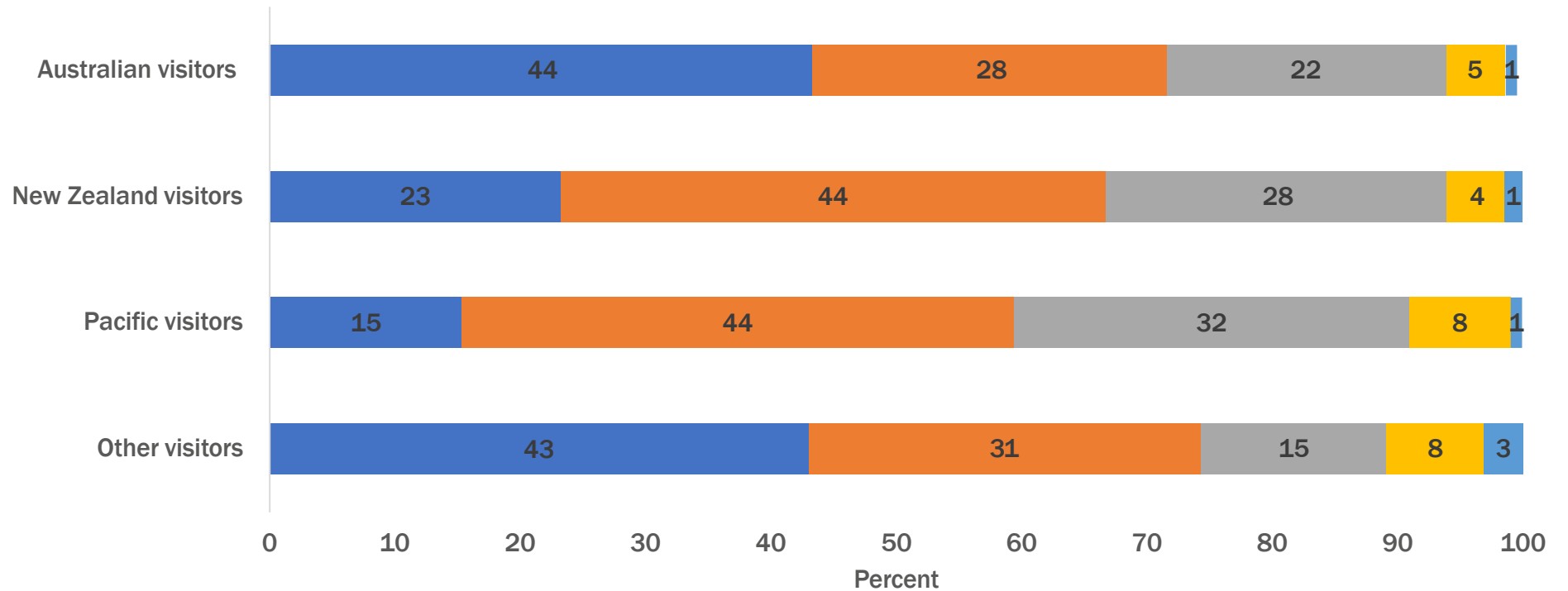
How Did You Purchase Your Travel?



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



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



Solomon Islands

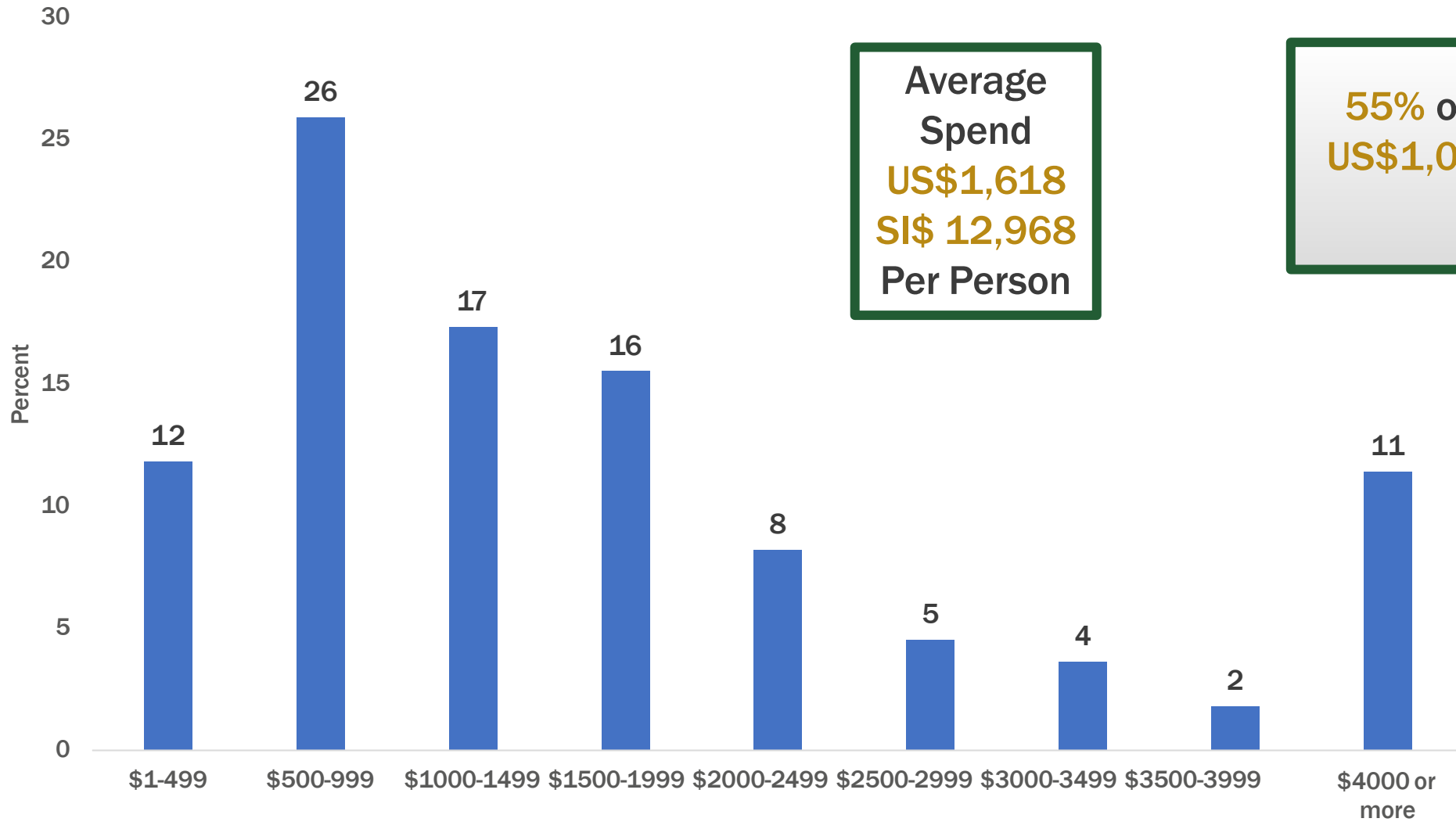
International Visitor Survey

Visitor Expenditure

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

Prepaid Expenditure

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

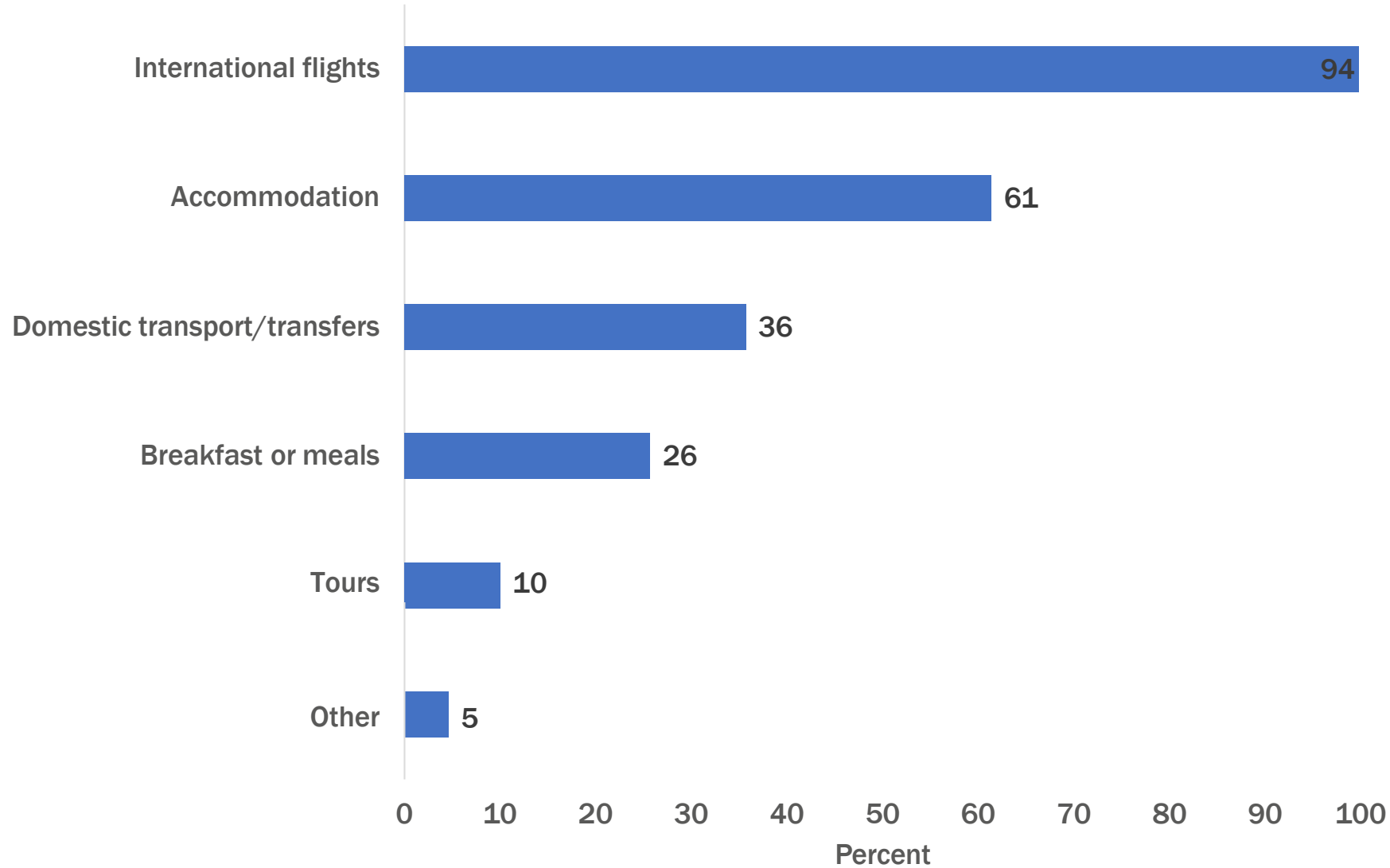


Average Spend
US\$1,618
SI\$ 12,968
Per Person

55% of the visitors spend
US\$1,000 - US\$2,499 prior
to arrival.

Prepaid Items

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



Local Expenditure Per Person Per Day

Figures cover a total of **594 adults** and **54 children**
(covering **5.7%** of visitor arrivals*)

Expenditure Items	Mean (US\$)	(% of spend)
Accommodation	30.4	42.8
Restaurants, cafes and bars	15.2	21.4
Domestic flights	4.7	6.6
Shopping	4.4	6.1
Groceries	3.6	5.0
Internet cost	2.4	3.4
Vehicle rental	2.1	2.9
Other	2.0	2.8
Tours and sightseeing	1.9	2.7
Water activities	1.9	2.6
Petrol	1.3	1.8
Public transport	0.8	1.2
Land based activities	0.4	0.6



Each visitor spends on average a total of **US\$71** (**SI\$569**) per day while in Solomon Islands

Local Expenditure USD\$ Per Person Per Day

Expenditure Items	Australia n=218	New Zealand n=69	PICs n=111	Other n=128
Accommodation	31.1	39.6	27.0	28.7
Restaurants, cafes and bars	12.5	19.0	20.9	14.4
Domestic flights	5.0	6.0	3.4	4.4
Shopping	3.3	3.5	7.8	4.1
Groceries	3.2	6.3	4.3	2.5
Water activities	2.9	0.5	0.3	1.8
Vehicle rental	2.3	3.4	1.6	1.5
Internet cost	2.0	3.9	2.6	2.2
Tours and sightseeing	1.7	2.0	1.5	2.6
Other	1.7	1.1	3.0	2.2
Petrol	0.9	4.3	0.9	0.6
Public transport	0.7	0.5	1.5	0.8
Land based activities	0.3	0.2	0.5	0.9

Totals	
Australia	US\$68 (SI\$545)
New Zealand	US\$90 (SI\$721)
PICs	US\$75 (SI\$ 601)
Other	US\$67 (SI\$537)

Local Expenditure USD\$ Per Person Per Day

Responses Expenditure Items	Holiday n=111	Business & Conference n=305	VFR n=92
Accommodation	18.2	63.4	5.8
Restaurants, cafes and bars	8.5	28.8	6.2
Water activities	5.5	1.2	0.6
Domestic flights	3.5	6.4	2.9
Shopping	3.5	5.5	2.8
Tours and sightseeing	2.8	1.8	1.9
Other	1.4	2.8	1.9
Groceries	1.4	4.9	3.7
Vehicle rental	1.2	3.7	0.6
Internet cost	1.0	4.4	0.8
Public transport	0.7	1.1	0.6
Petrol	0.6	1.6	1.5
Land based activities	0.3	0.5	0.7

Totals
Holiday US\$49 (SI\$393)
Business & Conference US\$126 (SI\$1010)
VFR US\$30 (SI\$240)

Average Expenditure Per Visit (SI\$)

Respondents	N=265	N=74	N=164	N=131
Market	Australia	N.Zealand	PICs	Other
Prepaid (60%)	6872	7973	7742	9632
In-country spend	5559	8003	4928	4296
Total spend (SI\$)	12431	15976	12670	13928

Average Expenditure Per Visit (SI\$)

Respondents	N=155	N=267	N=133
Purpose of visit	Holiday	Business & Conference	VFR
Prepaid (60%)	7742	8180	3977
In-country spend	3851	8888	2976
Total spend (SI\$)	11593	17068	6953

Contribution to Solomon Islands Economy

Average Prepaid Spend

Average Spend While In Solomon Islands

60%
Flowing Back

Per Person
Per Visit
US\$971
(SI\$7,781)

Per Person
Per Day
US\$97
(SI\$569)

Per Person
Per Visit
US\$710
(SI\$5,690)

Per Person
Per Day
US\$71
(SI\$ 569)

Per Person Per Day
US\$168 (SI\$ 1,347)
Per Person Per Visit
US\$1,681 (SI\$ 13,471)



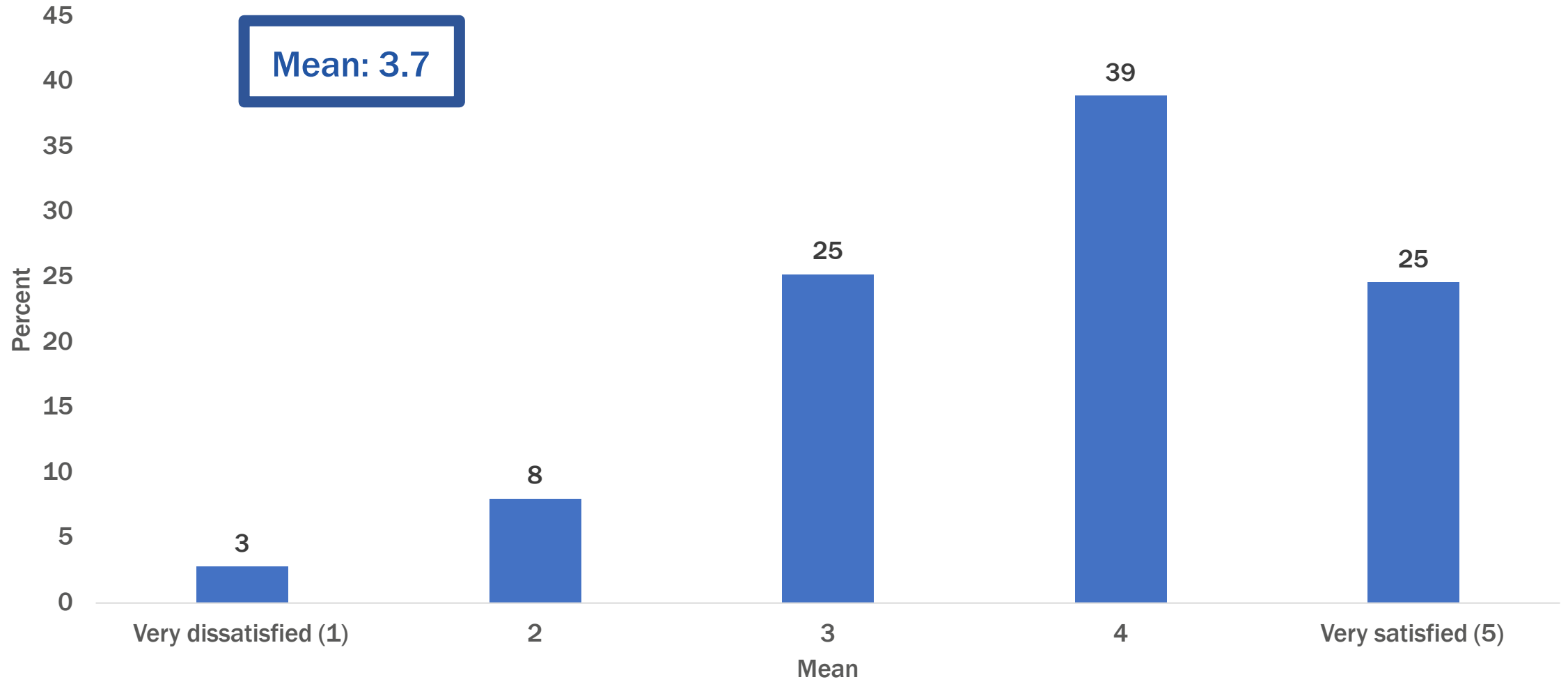
Solomon Islands

International Visitor Survey

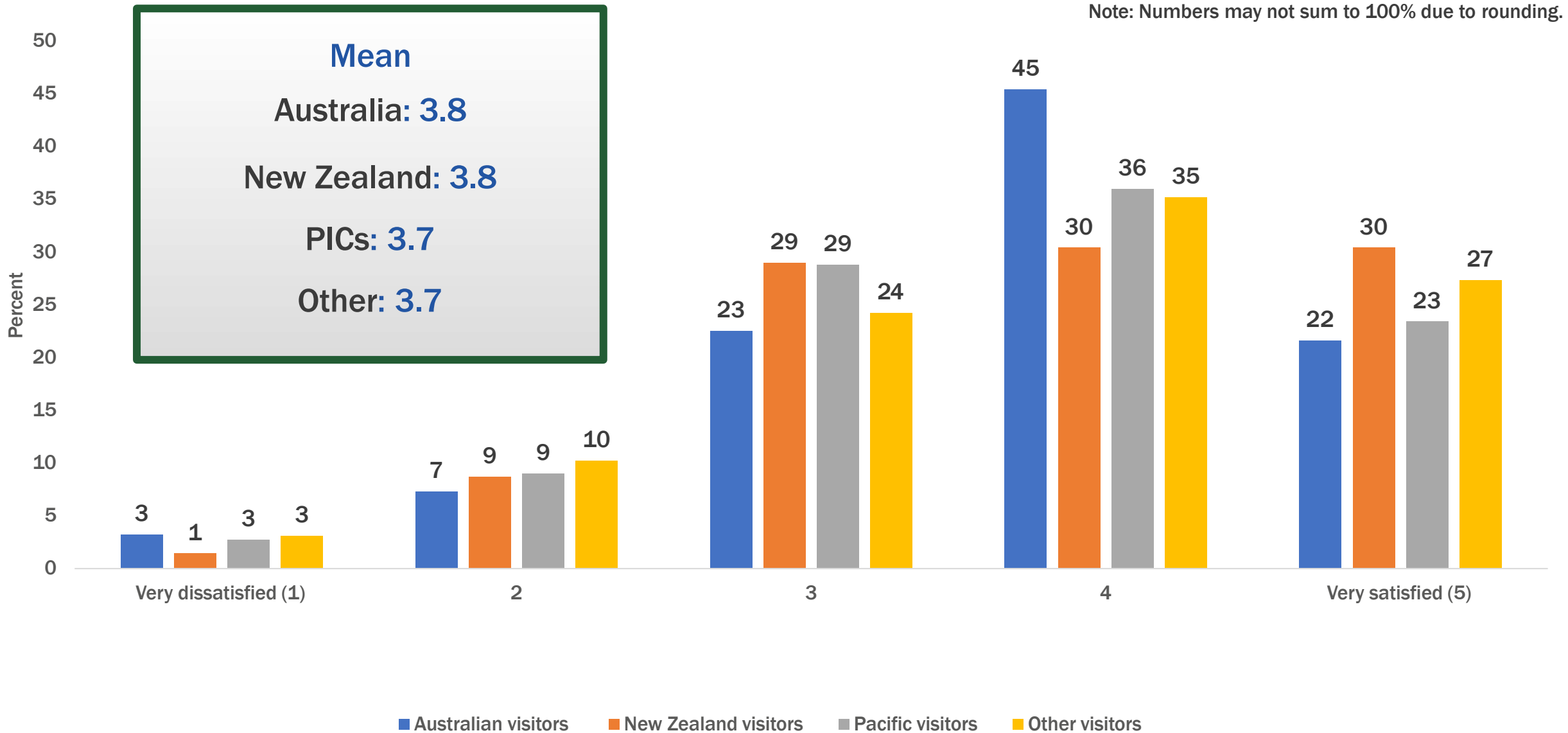
Visitor Satisfaction

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

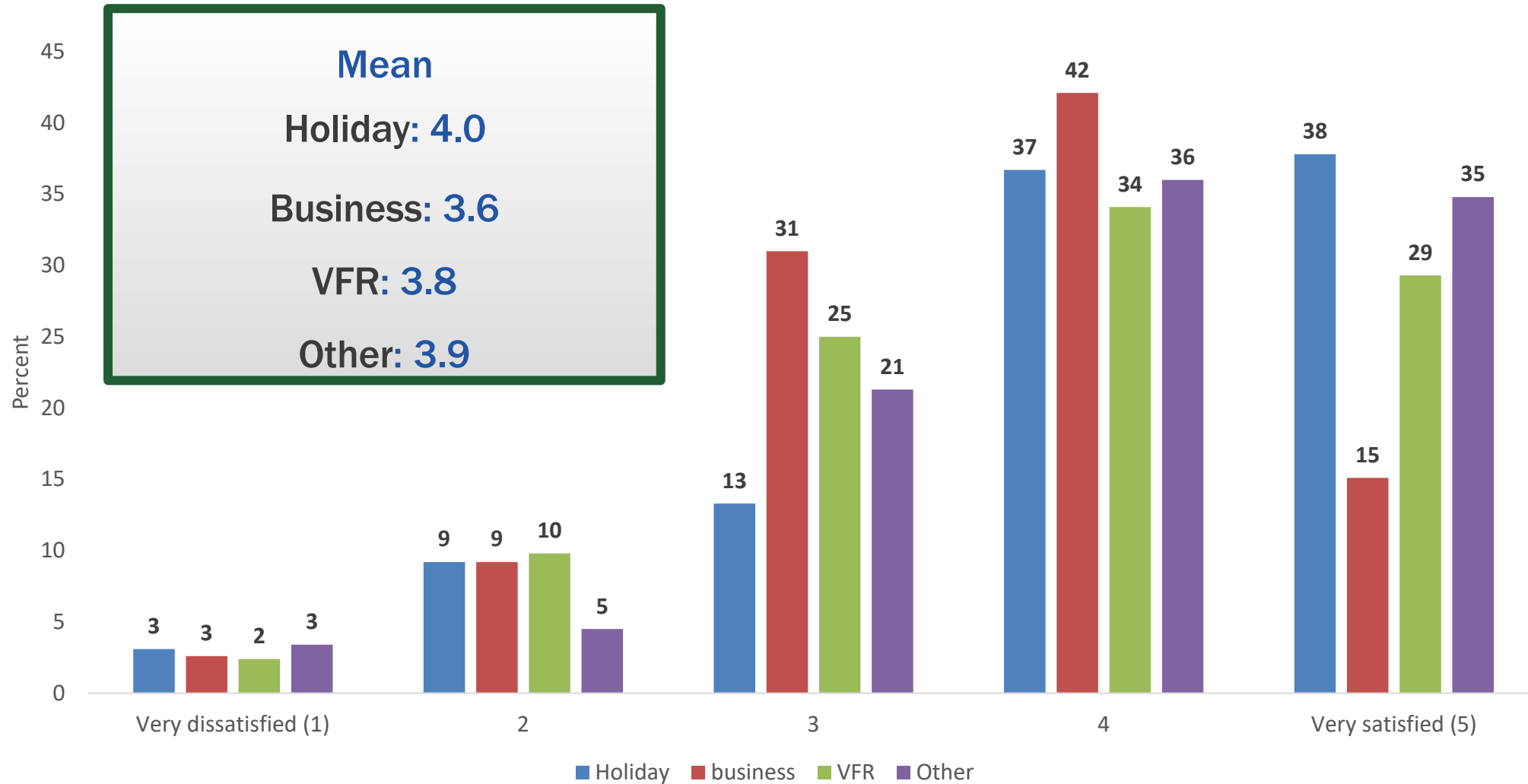
Overall Satisfaction



Overall Satisfaction

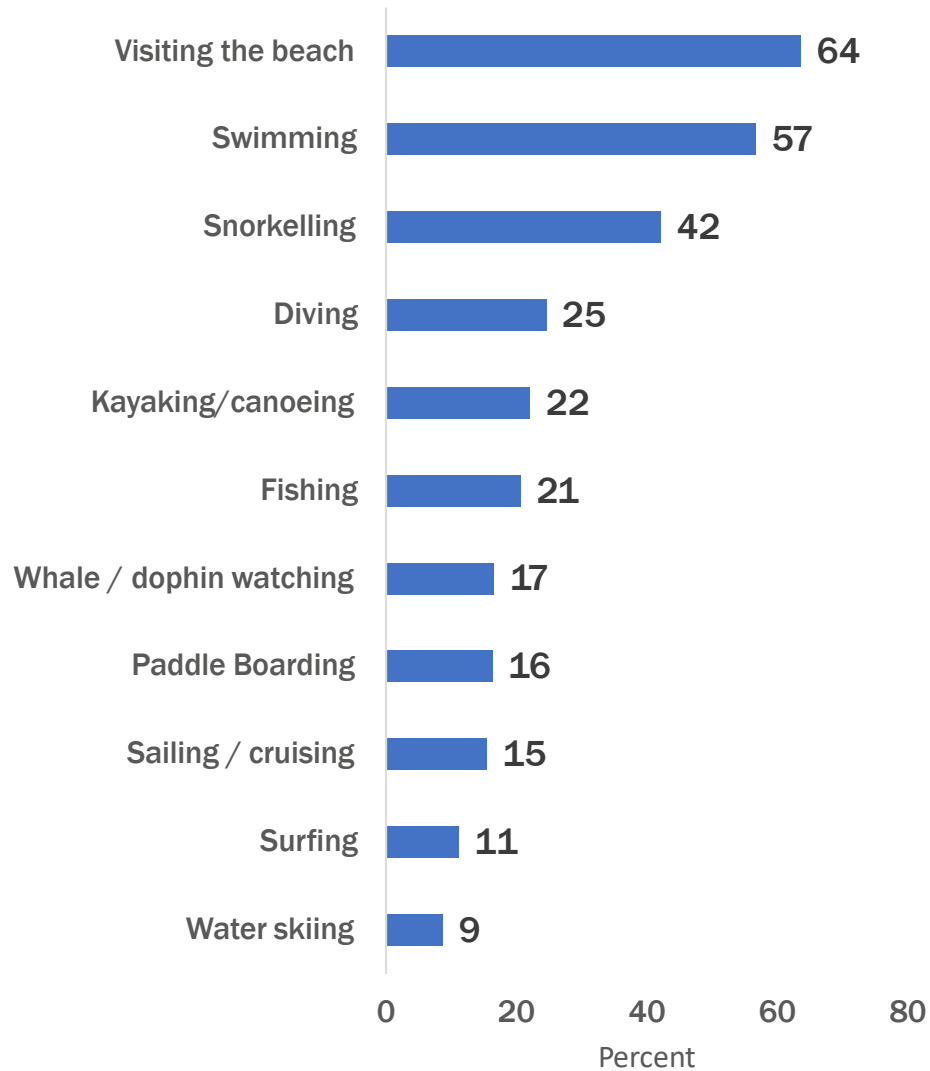


Overall Satisfaction

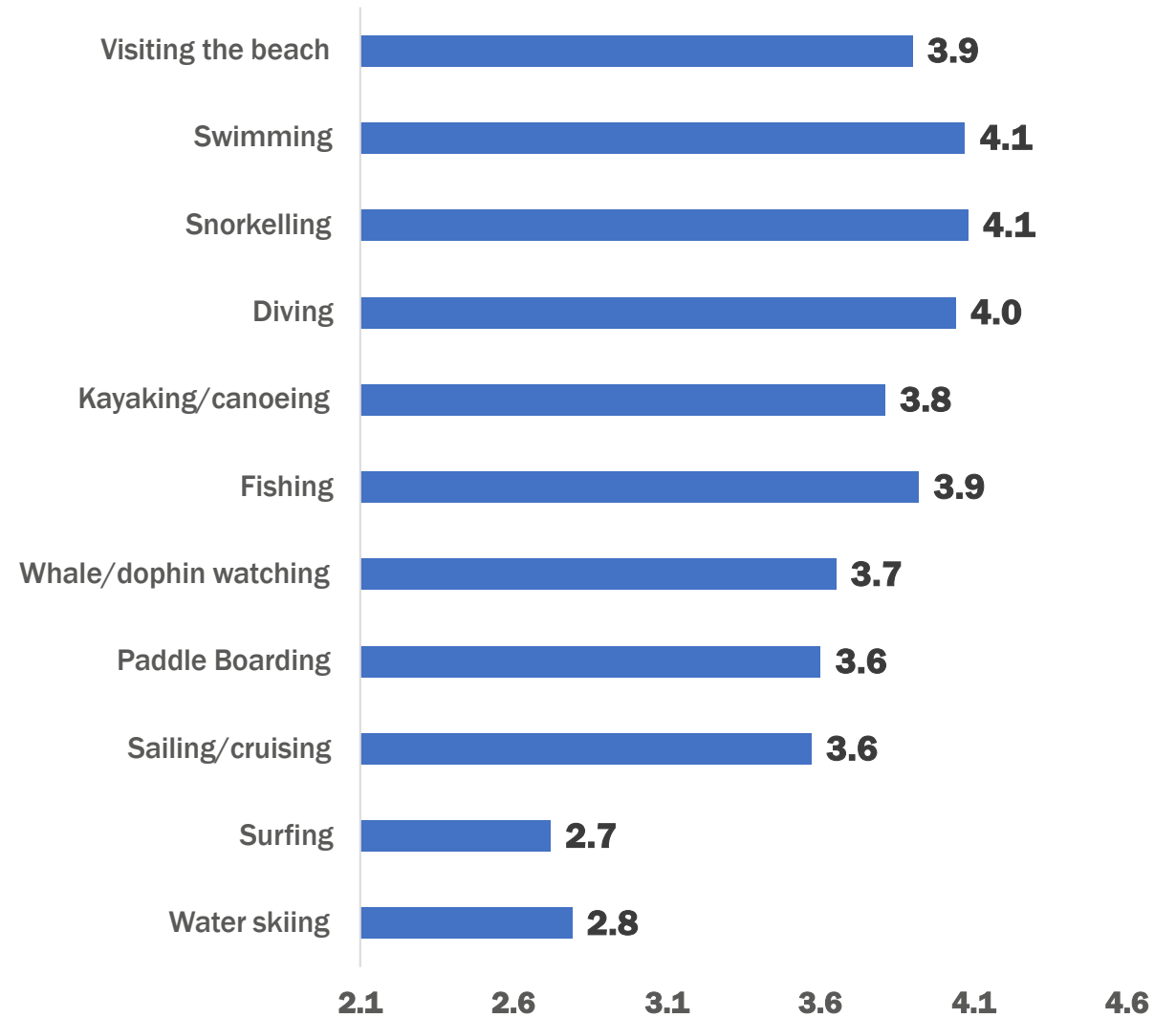


Water Based Activities

Degree of Participation



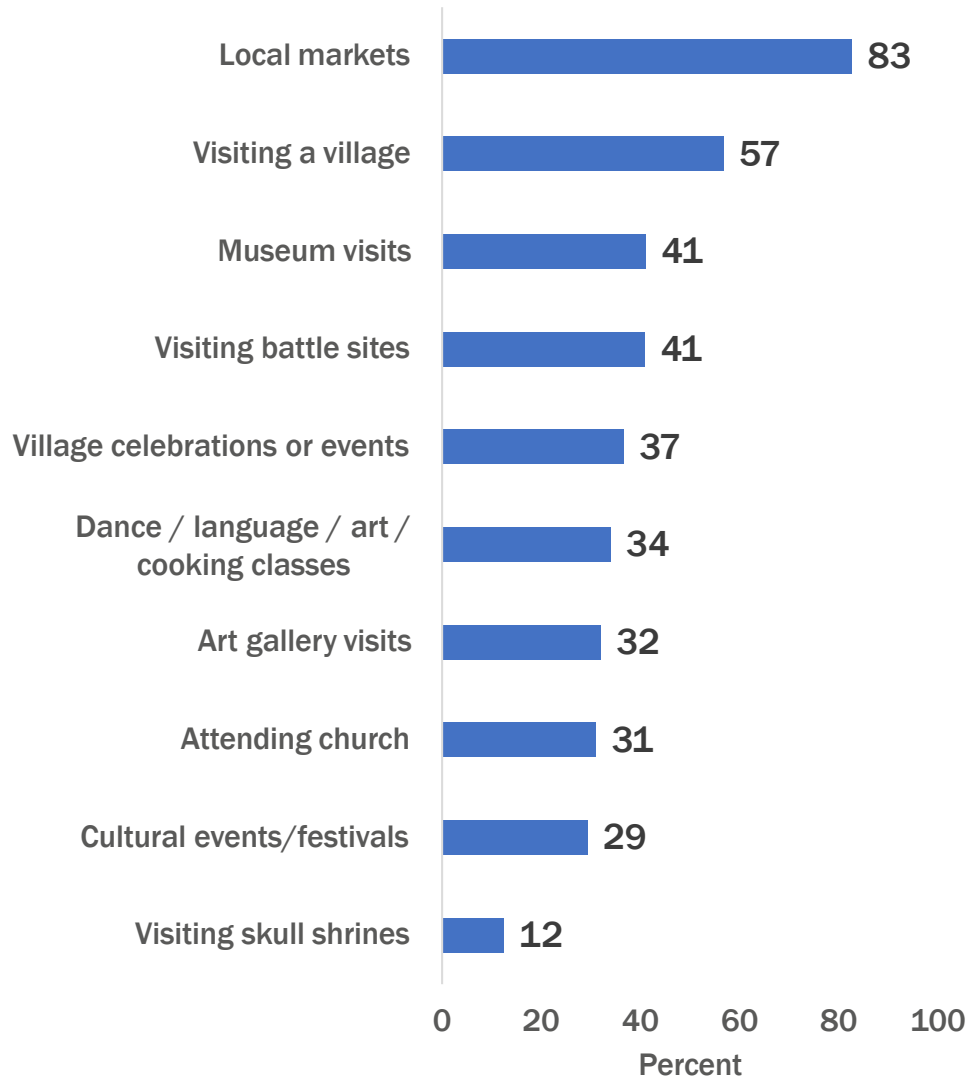
Satisfaction



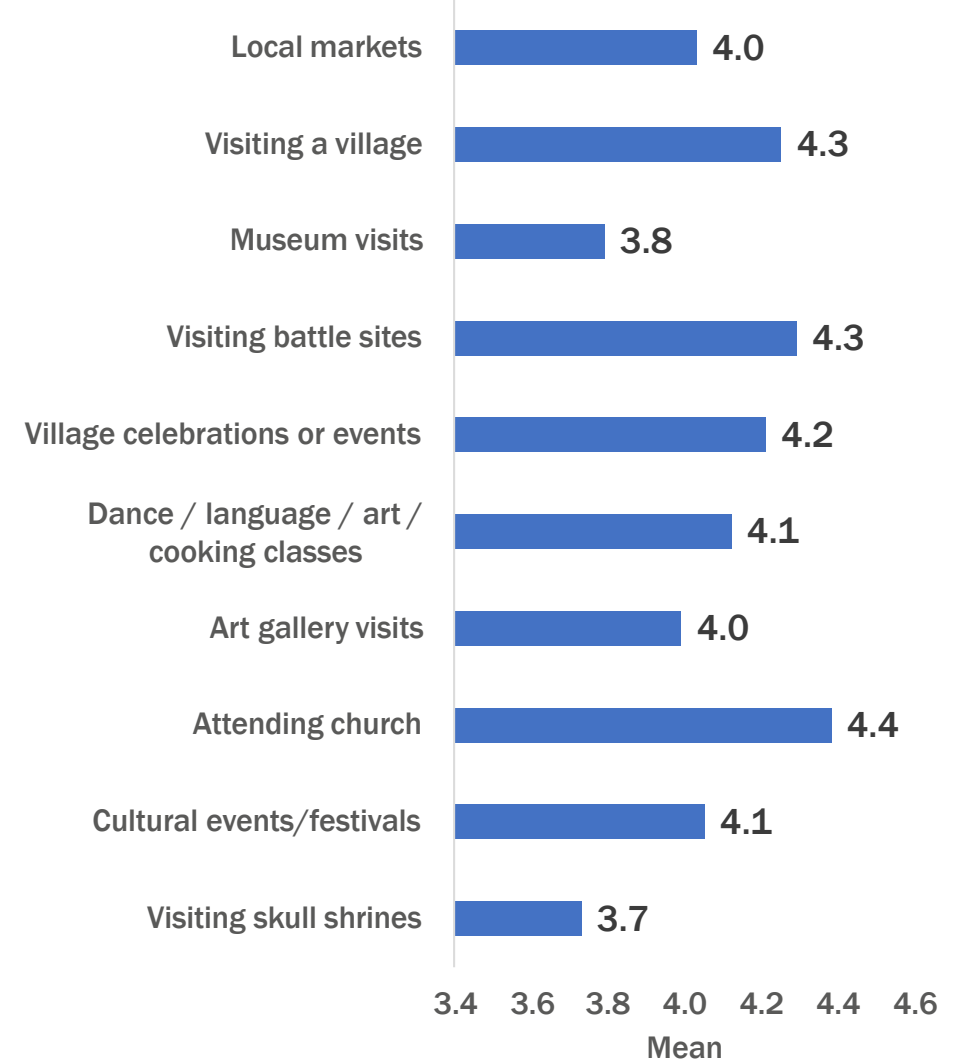
Note: Multiple responses, therefore total does not add up to 100%

Cultural Interaction Activities

Degree of participation



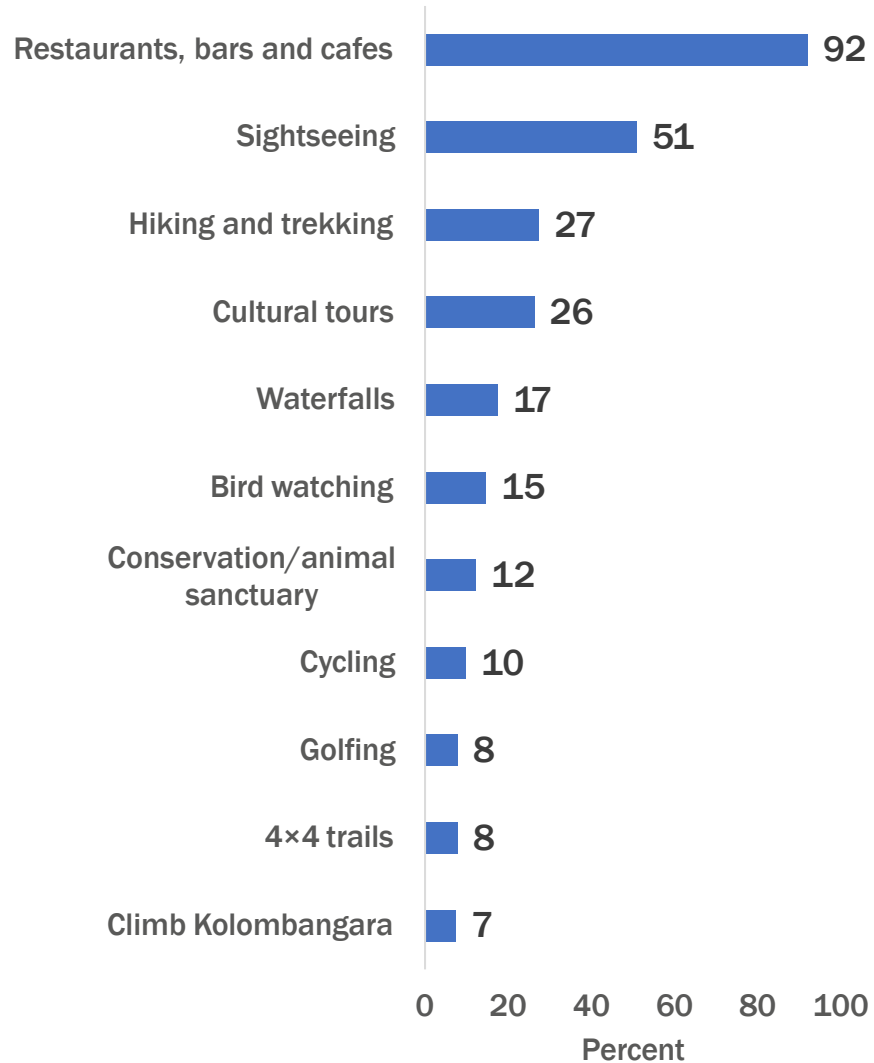
Satisfaction



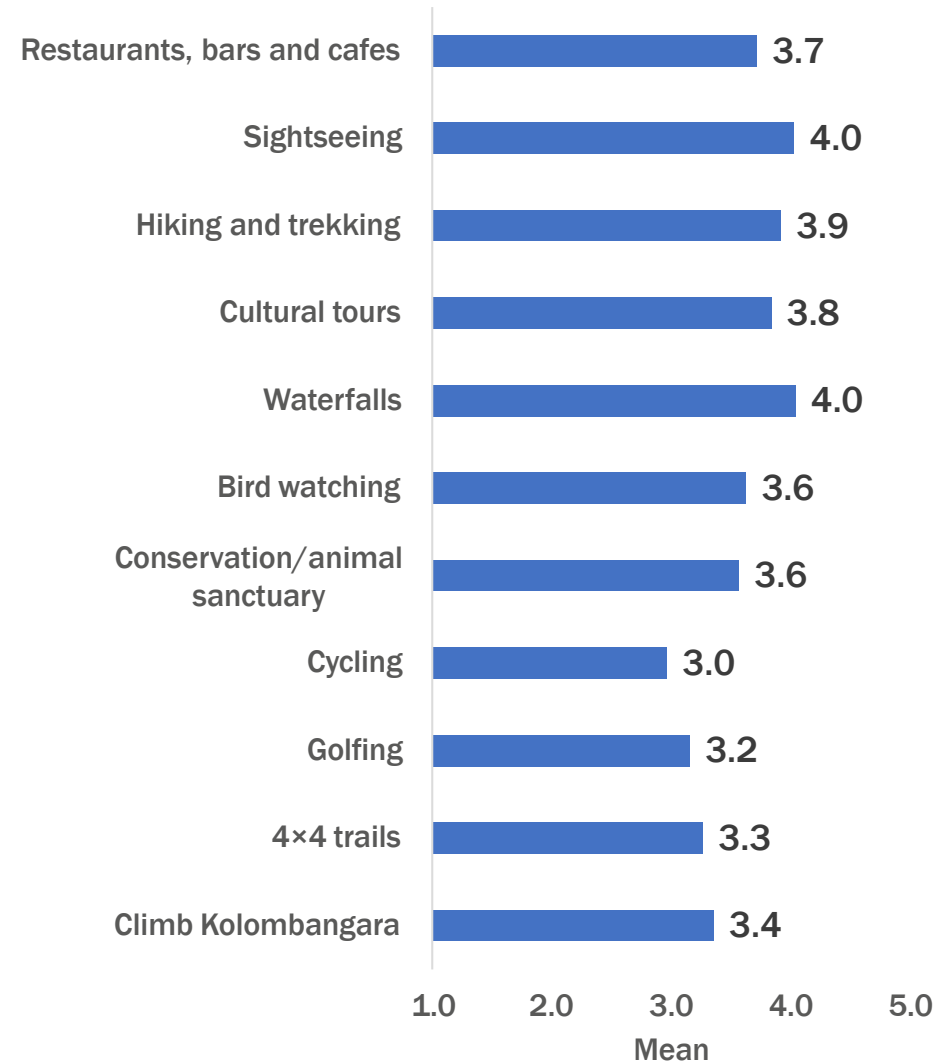
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Land Based Activities and Touring

Degree of participation



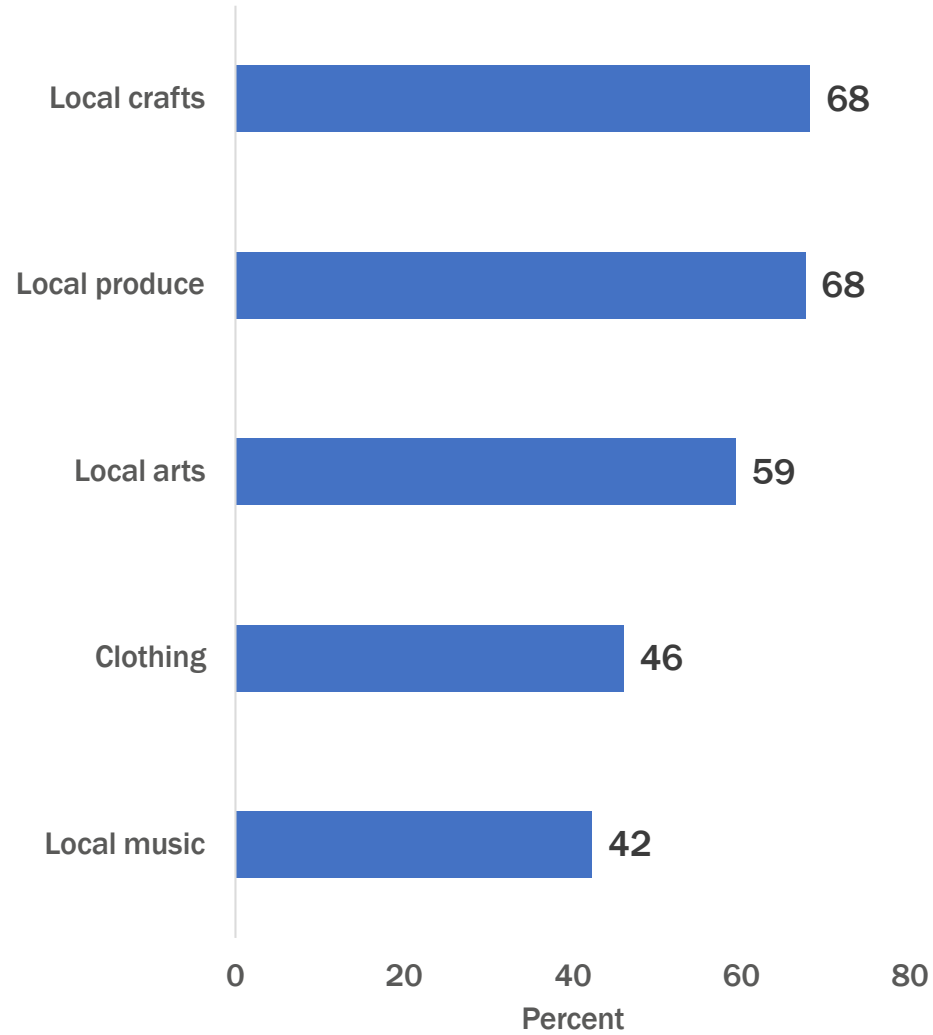
Satisfaction



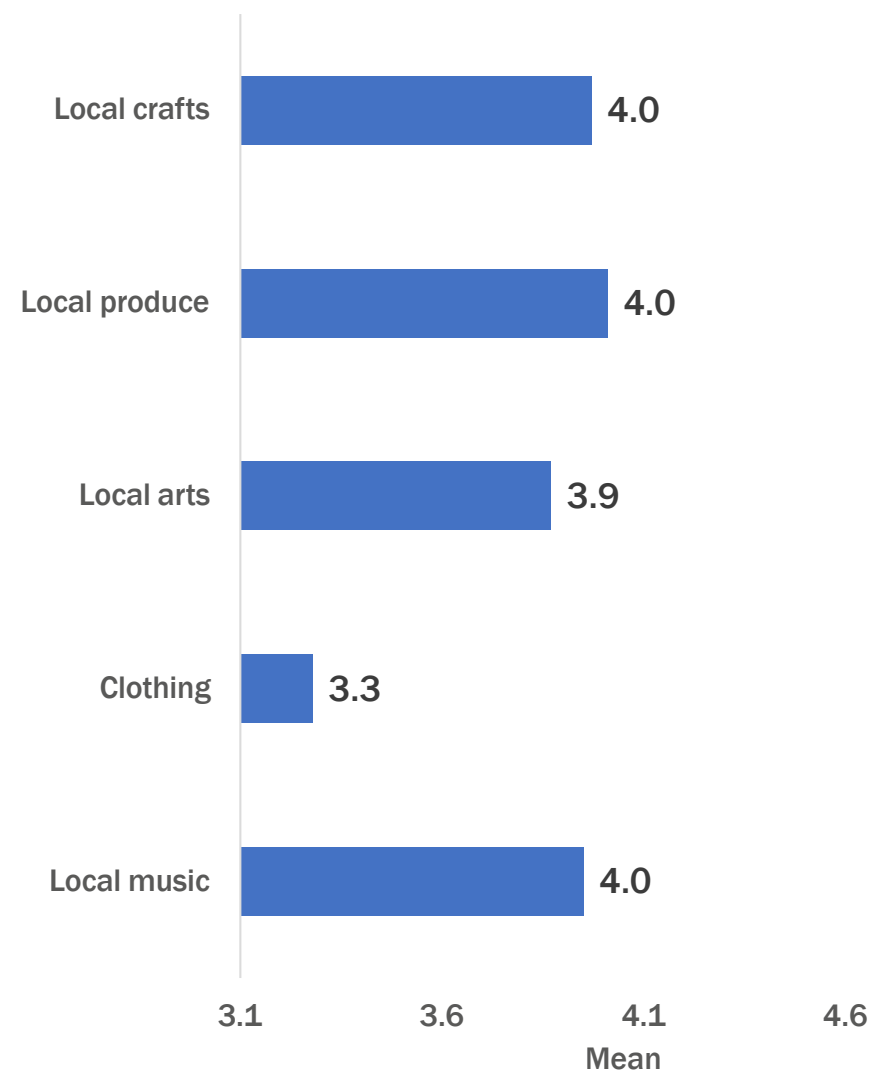
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Shopping

Degree of Participation

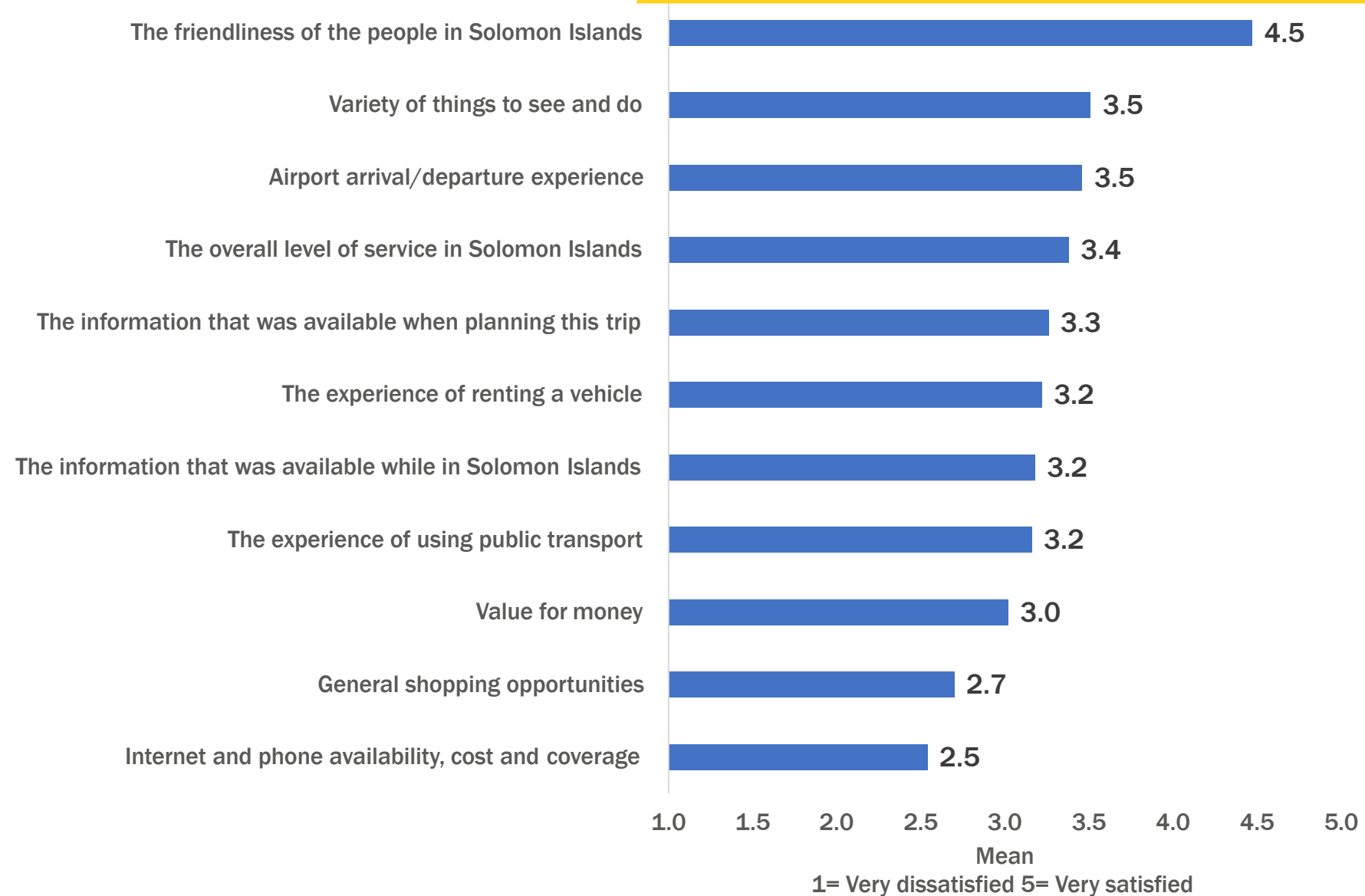


Satisfaction

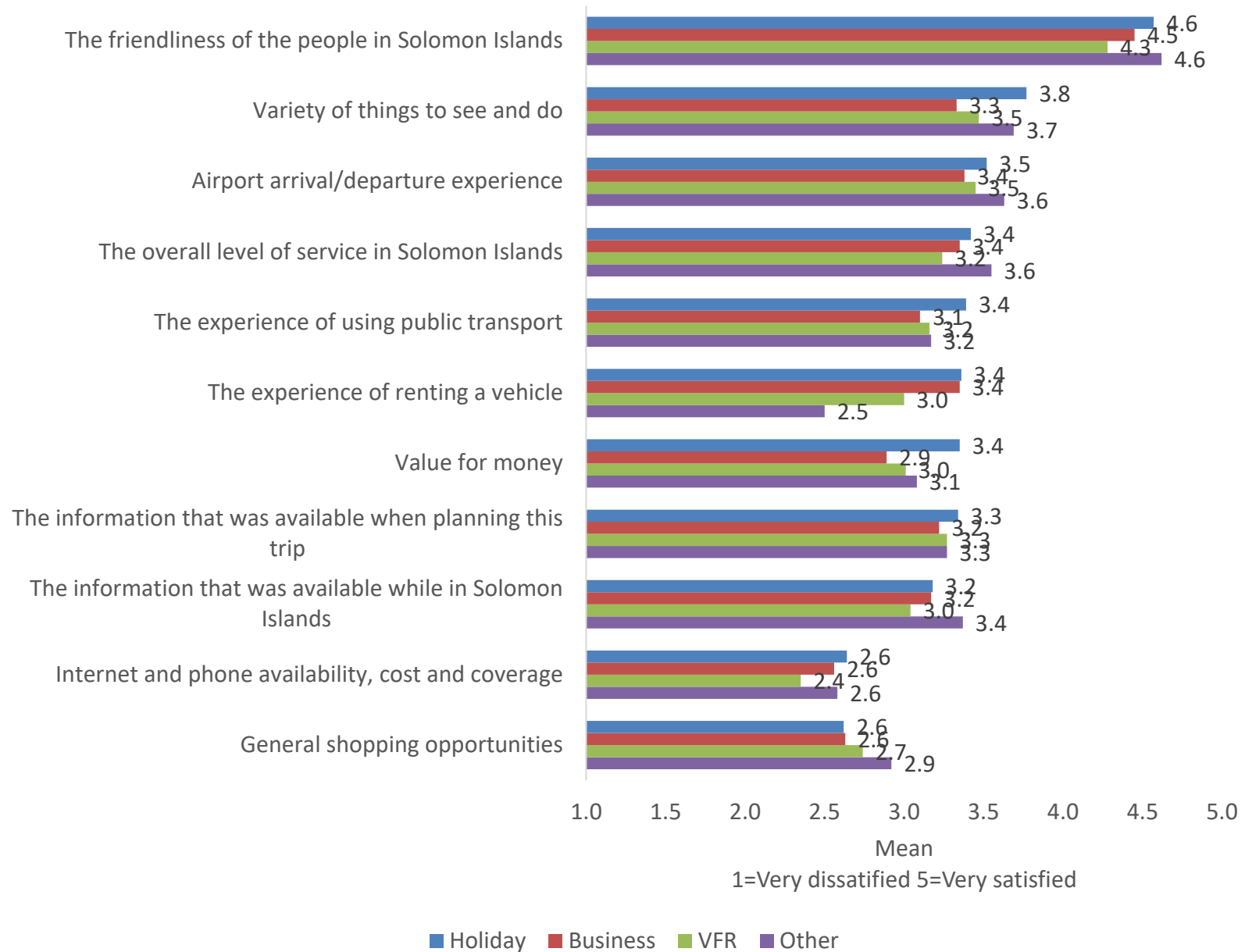


Note: Multiple responses, therefore total does not add up to 100%

Satisfaction with the Solomon Islands



Satisfaction with the Solomon Islands



Most Appealing Aspects



27%
**Scenery,
Landscape and
Environment**

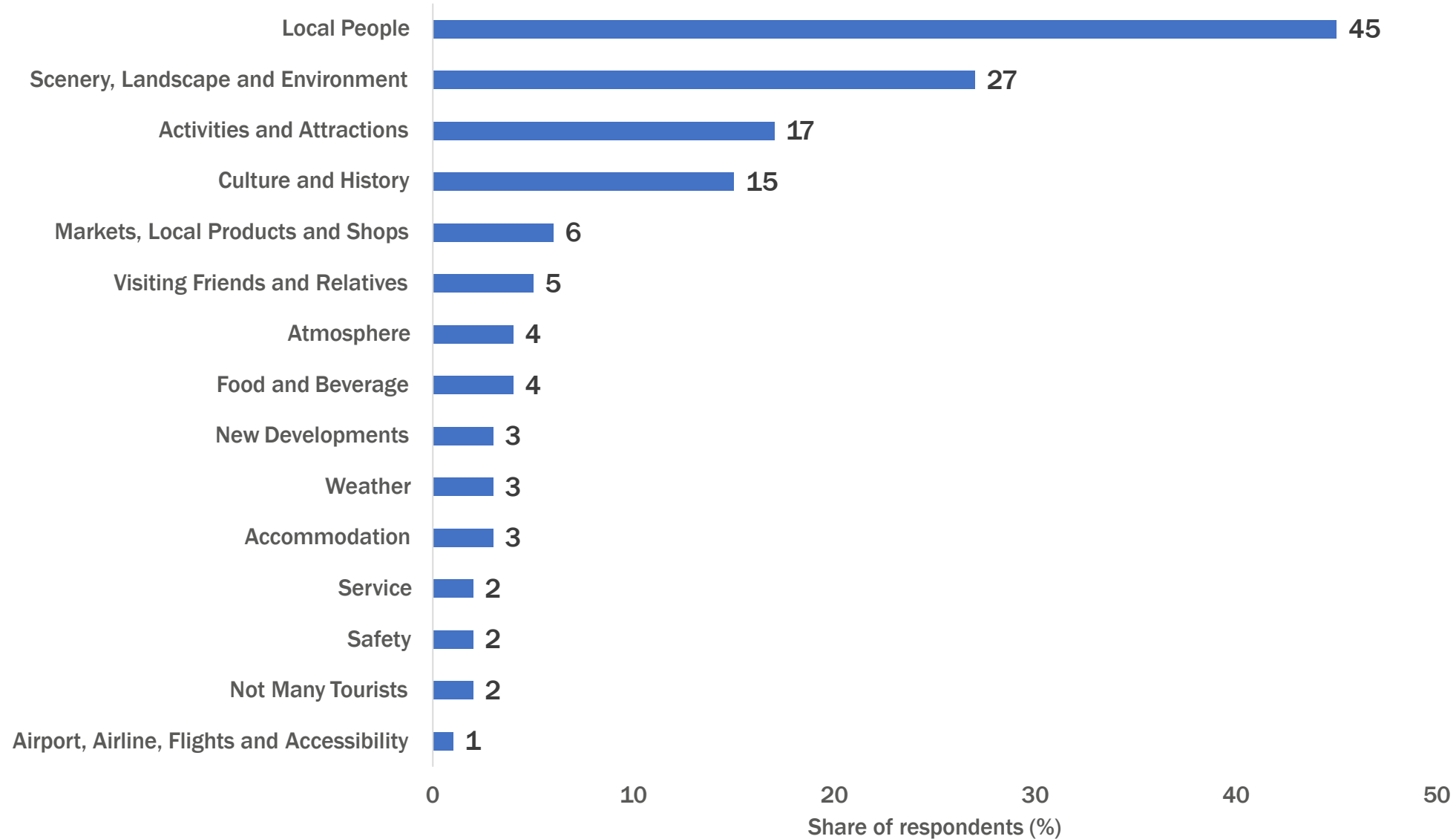


45%
Local People



17%
**Activities &
Attractions**

Most Appealing Aspects



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

Most Appealing Aspects

Local People (45%)

“With every activity there are amazing **Solomon Islanders** who are willing to help out. Everyone is nice which made everything better.”

“The **Solomon Islanders** are fantastic people.”

“The people. I find **Solomon Islanders** to be very warm and friendly.”

“The local people were very friendly, always smiling and saying hello.”

“The people are friendly and welcoming, especially when they find out you speak Pidjin fluently.”

“The friendliness of the people and the way you can walk through the towns without being harassed.”

Most Appealing Aspects

Scenery, Landscape and Environment (27%)

“The beach outside of Honiara I visited was clean and well-maintained.”

“Travelling to the provinces. It's clean and peaceful and much more beautiful away from Honiara.”

“Beach's and how untouched the country is.”

“The clearness of the water, the beautiful coral reefs. Keep it clean and protect it as much as you can.”

“It was a beautiful, mostly untouched place.”

“Natural beauty of the islands.”

Most Appealing Aspects

Activities & Attractions (17%)

“Hiking, beaches and snorkelling in the provinces and outside Honiara.”

“The snorkelling is the best I have experienced.”

“The coral, snorkelling, diving and island life.”

“We booked a sightseeing tour, through the Solomon Islands Tourist information centre, and received a great tour over 2 days. The driver and guide were very friendly, informative and obliging.”

“Quality of snorkelling and swimming.”

“The diving experience is fantastic.”

“World class snorkelling.”

Most Appealing Aspects

Other Comments

“Laidback lifestyle and interesting historical and cultural pursuits.”

“Their market and the local produce.”

“Visiting my family and seeing there way of live. Visiting the village that one of them grew up in.”

“The increased level of restaurants and food available.”

“Very relaxing and laid back.”

“The resort - Heritage Park hotel - was well maintained and was perfect.”

“The weather is almost the same as our country’s.”

“New development such as Coral Sea Resort and market plaza. Good to see new improved buildings.”

Least Appealing Aspects



38%

Infrastructure



38%

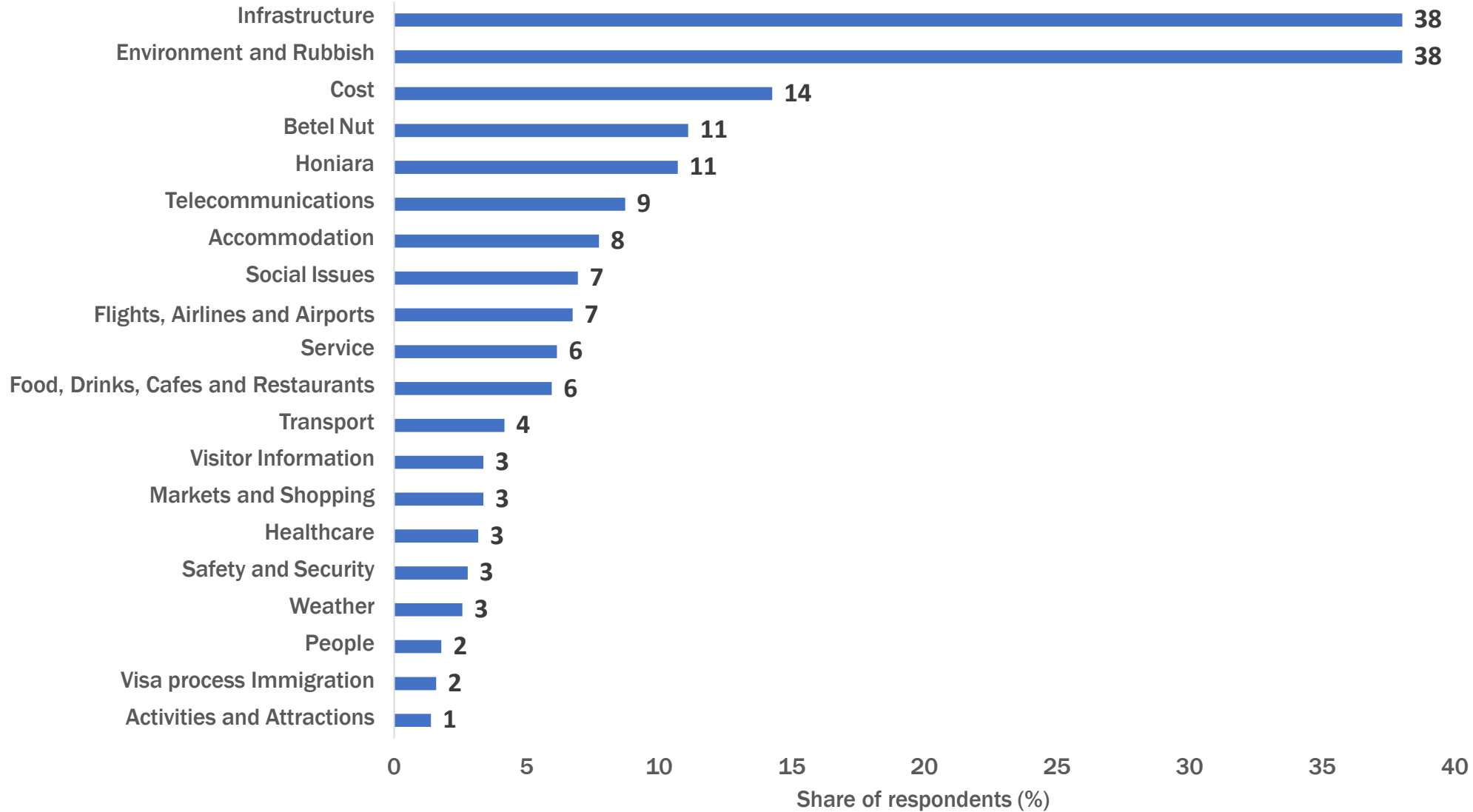
**Environment
and Rubbish**



14%

Cost

Least Appealing Aspects



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

Quality of roads (includes potholes)

“The roads in and around Honiara and the broader Guadalcanal are dangerous. The state of the roads, especially after rain causes traffic mayhem.”

“Poor quality roads made travel uncomfortable.”

Traffic

“The traffic jams in Honiara.”

Public Toilets

“Rubbish everywhere, lack of toilet facilities, terrible roads.”

Trees and Parks

“Honiara is dirty, a lot of trash and dust. Not enough trees and parks.”

Infrastructure in Honiara

“Road in Honiara was not good, really rough and always traffic.”

Rubbish, Trash, Dirt

“Litter and rubbish all over the ground and in the water!!”

“The rubbish, Betel nut, plastics and general untidiness of shops, roads, and environment. Shop keepers need to be asked to clean their front shops.”

Dust

“The dust and heat (lack of street trees) in Honiara.”

Environment in Honiara

“The waste that surrounds and runs through the main city of Honiara.”

Flooding

“The poor infrastructure and easy flooding of the main road. Also the presence of Betel nut spit stains.”

Least Appealing Aspects

Cost (14%)

Cost of Accommodation

“It is quite expensive to get to the Solomon Islands, accommodation is expensive as well as meals.”

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

Cost of Telecommunication

“Value for money with internet, hotels fees, food, and mobile phone charges.”

Cost of Food and Drinks

“No where to sit down to enjoy a reasonably priced tea/coffee/snack.”

Least Appealing Aspects

Other Comments

Betel Nut

“People chewing Betel Nuts and spit everywhere in the streets and on buildings.”

Telecommunication

“Lack of affordable/fast internet access.”

Accommodation

“Expensive travel and activities within Solomon Islands (often poor value for money with accommodation and few comfortable budget traveller options).”

Social Issues

“Foreign influence on local culture.”

Suggestions for Improvements



When asked if there was anything that could have improved their visit to the Solomon Islands, **68%** of respondents said 'yes'.

- 42%** Public Infrastructure
- 15%** Environment, cleanliness, hygiene
- 11%** Flights and airports
- 10%** Cost and price
- 7%** Service
- 7%** Travel information
- 7%** Accommodation
- 6%** Tours, activities, and attractions
- 5%** Local people
- 3%** Food and drinks
- 2%** A longer stay

Suggestions for Improvements

“The roads are terrible, which makes all travel slow and unpredictable.”

“Clean beaches, no rubbish in Honiara streets, much less traffic, no betel nut stains on walls and roads. the very poor state the NRH is in.

“Improving Solomon airlines reliability.”

“Expensive travel and activities within Solomon Islands (often poor value for money with accommodation and few comfortable budget traveller options).”

“The expense, lack of hospitality training, paucity of quality restaurants and hotels.”

Return to Solomon Islands



93%

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

Main Reasons Not To Return

Poor Value for Money

Limited Attractions and Activities

Poor Facilities and Infrastructure

Visit Other Destinations

Low Level of Service

Environmental Pollution

Poor Food And Restaurants

Dirty

Unsafe

Too far to go

Reasons not to return to Solomon Islands

“Too expensive, very poor value for money, poor infrastructure and very limited information when attempting to organise the trip.”

“There is nothing to do here. Roads are abominable. Beaches terrible. Hardly any decent restaurants.”

“Not on holiday - although beautiful value for money was terrible.”

“Lack of good swimming beaches, few activities for tourists, no good restaurants or shopping, pollution and general rundown condition of Honiara and surrounds.”

“I've seen it & I like to travel to new places.”

Recommending Solomon Islands



97%

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

Reasons Not To Recommend

Poor Value for Money

Not A Tourist Destination

Poor Facilities and Infrastructure

Construction

Low Level of Service

Limited Attractions and Activities

Other Pacific Countries are better

Only to Certain People

Unsafe

Dirty

Reason not to Recommend the Solomon Islands

“It is not a **great place to go as a tourist**. **Very expensive** for tourists compared to other destinations. I would recommend to anyone with lots of money who is keen on diving.”

“**Lack of general appeal** to tourists and **tourist activities**.”

“**Overpriced for flights**, accommodation and food and beverage offerings.”

“**Too far** from Europe, not enough **tourist infrastructure** to merit such a distance or cost.”



Thank You

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