

SOLOMON ISLANDS INTERNATIONAL VISITOR SURVEY

IVS SNAPSHOT: July – September 2022

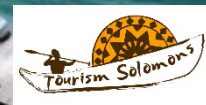
Comparisons to 2019 Annual Data



NEW ZEALAND
FOREIGN AFFAIRS & TRADE
MANATŪ AORERE



NZTRI
NEW ZEALAND TOURISM
RESEARCH INSTITUTE



SOLOMON ISLAND GOVERNMENT

AUT

July to September 2022 Respondents



Total number of valid e-mails sent: **1,460**

Conversion Rate of **9.8%***



Total number of responses: **143**



*** 5.8%** of all
visitors during
the period

* Response rate increased to xx % during the period after a slow start in July

** Based on third quarter (July to September) 2022 visitor arrival statistics from Solomon Islands National Statistics Office.



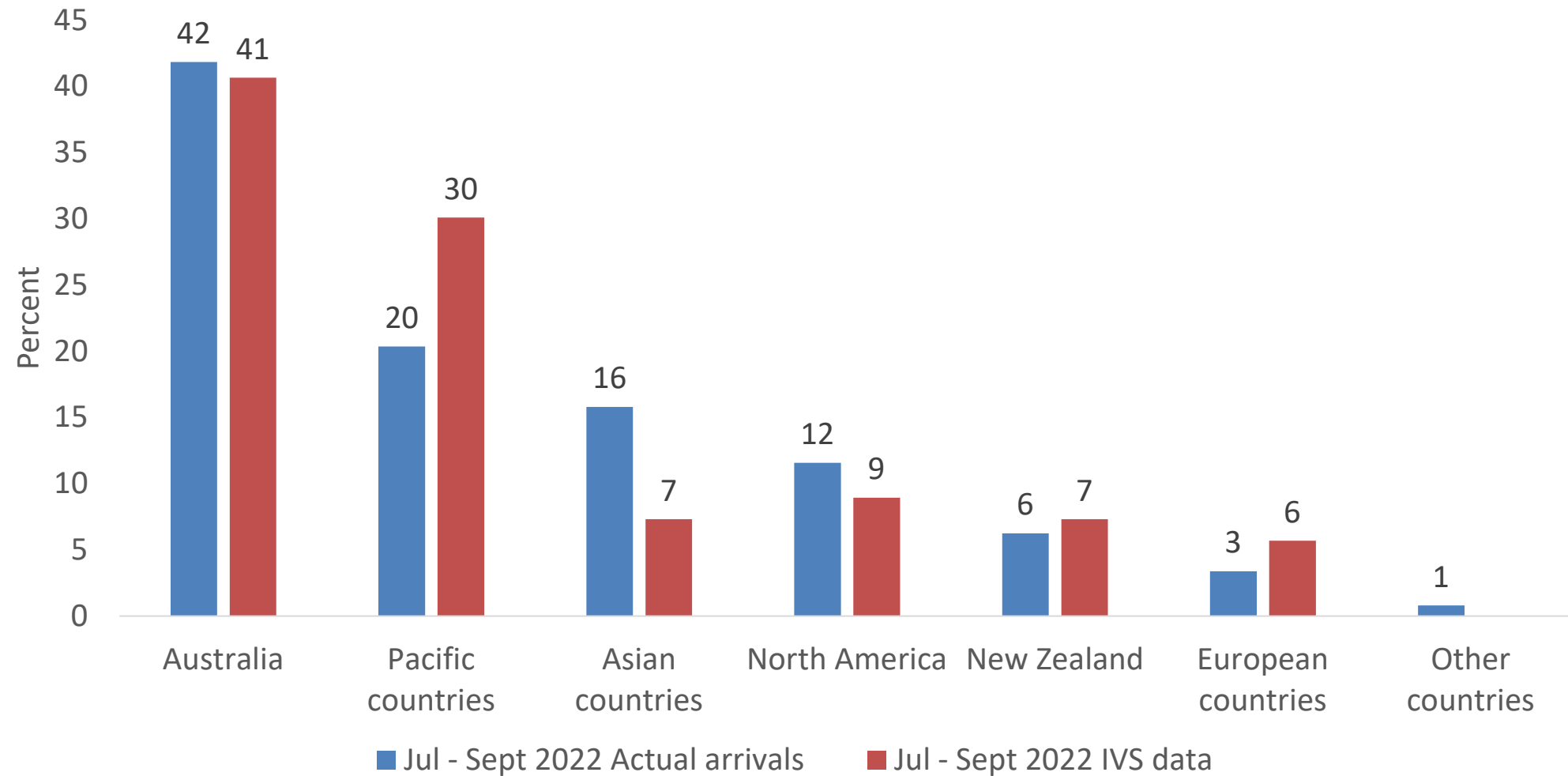
Solomon Islands IVS SNAPSHOT

KEY INDICATORS COMPARISONS

2019 Annual vs. Jul - Sept 2022

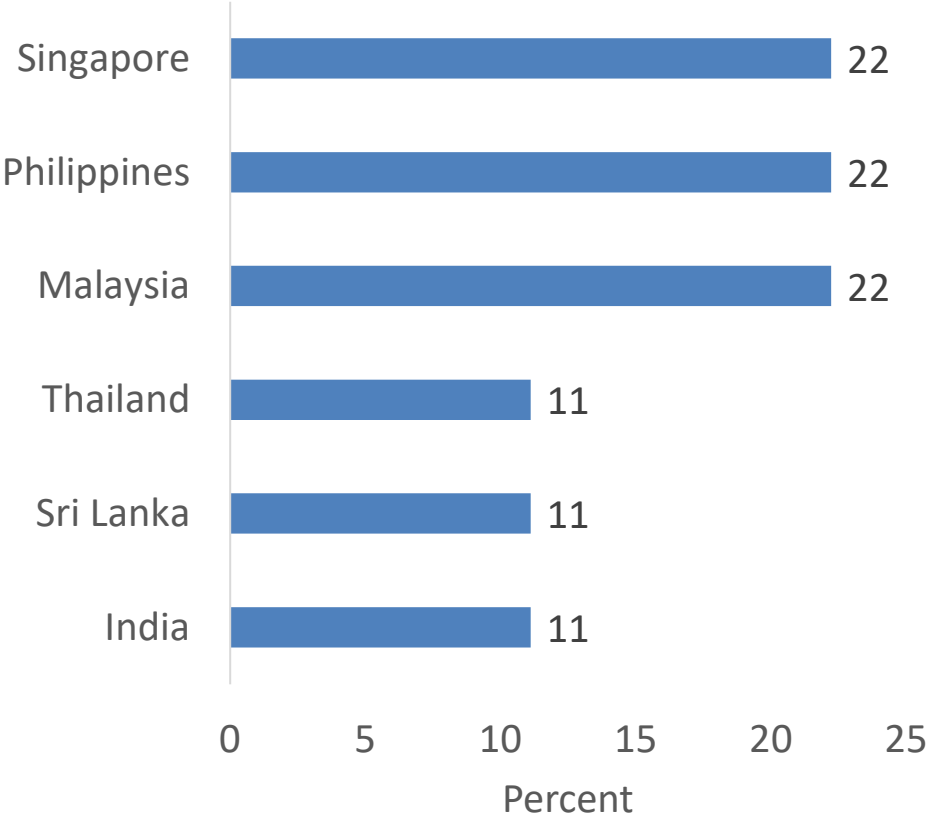


Country of Origin

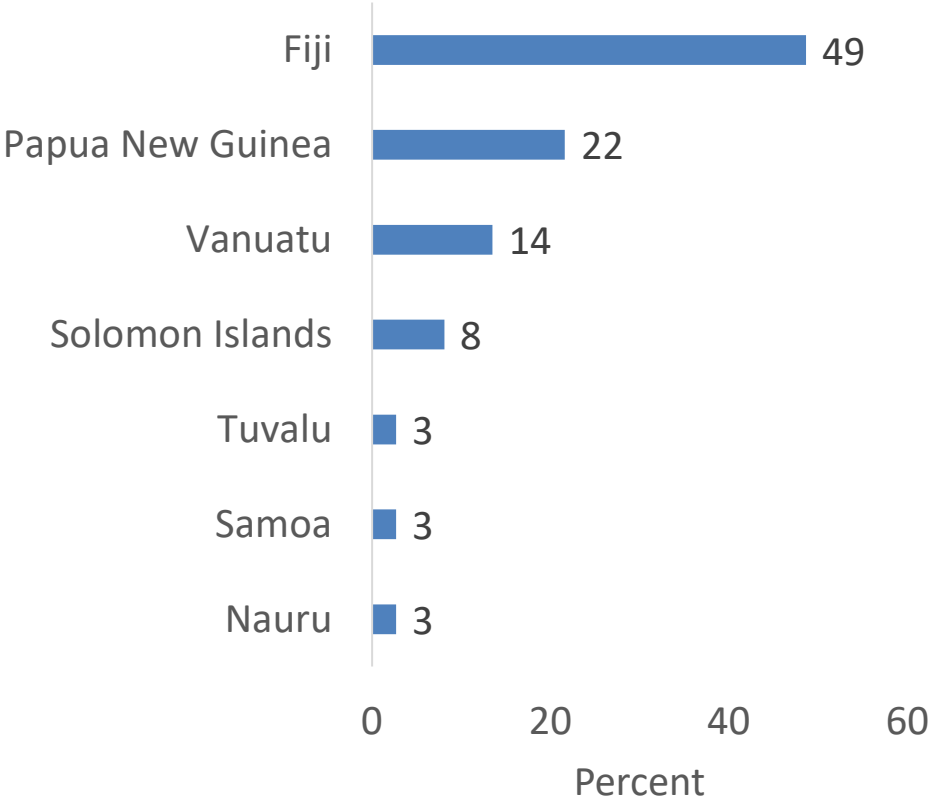


Country of Origin

Asia (n=9)



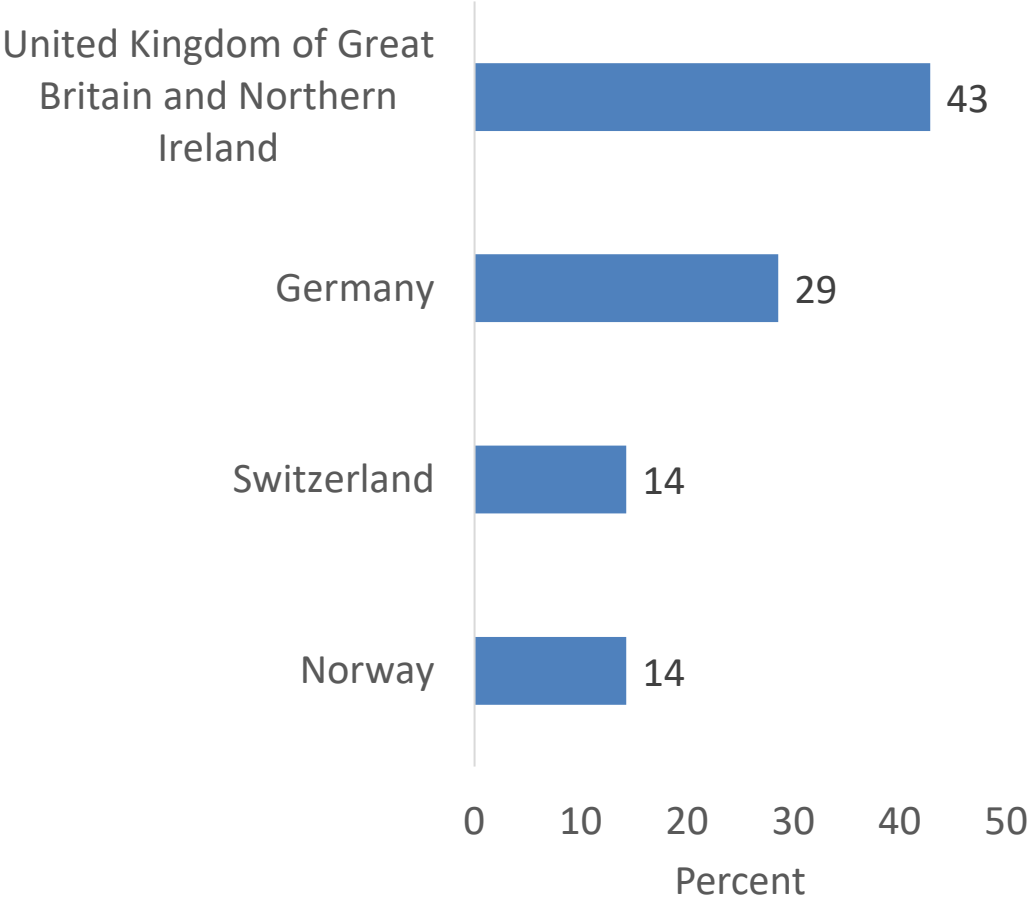
Pacific countries (n=37)



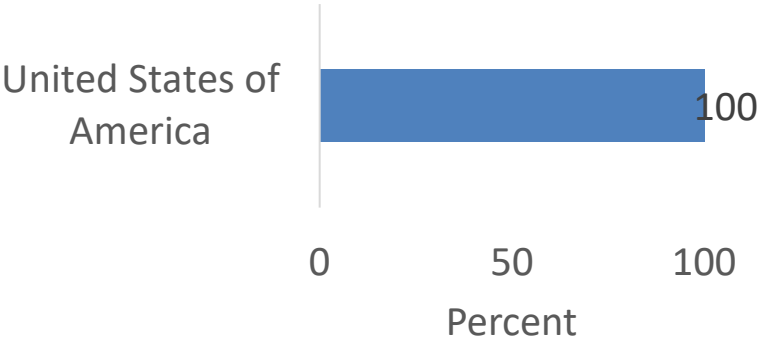
Note: Numbers may not sum to 100% due to rounding.

Country of Origin

Europe (n=7)

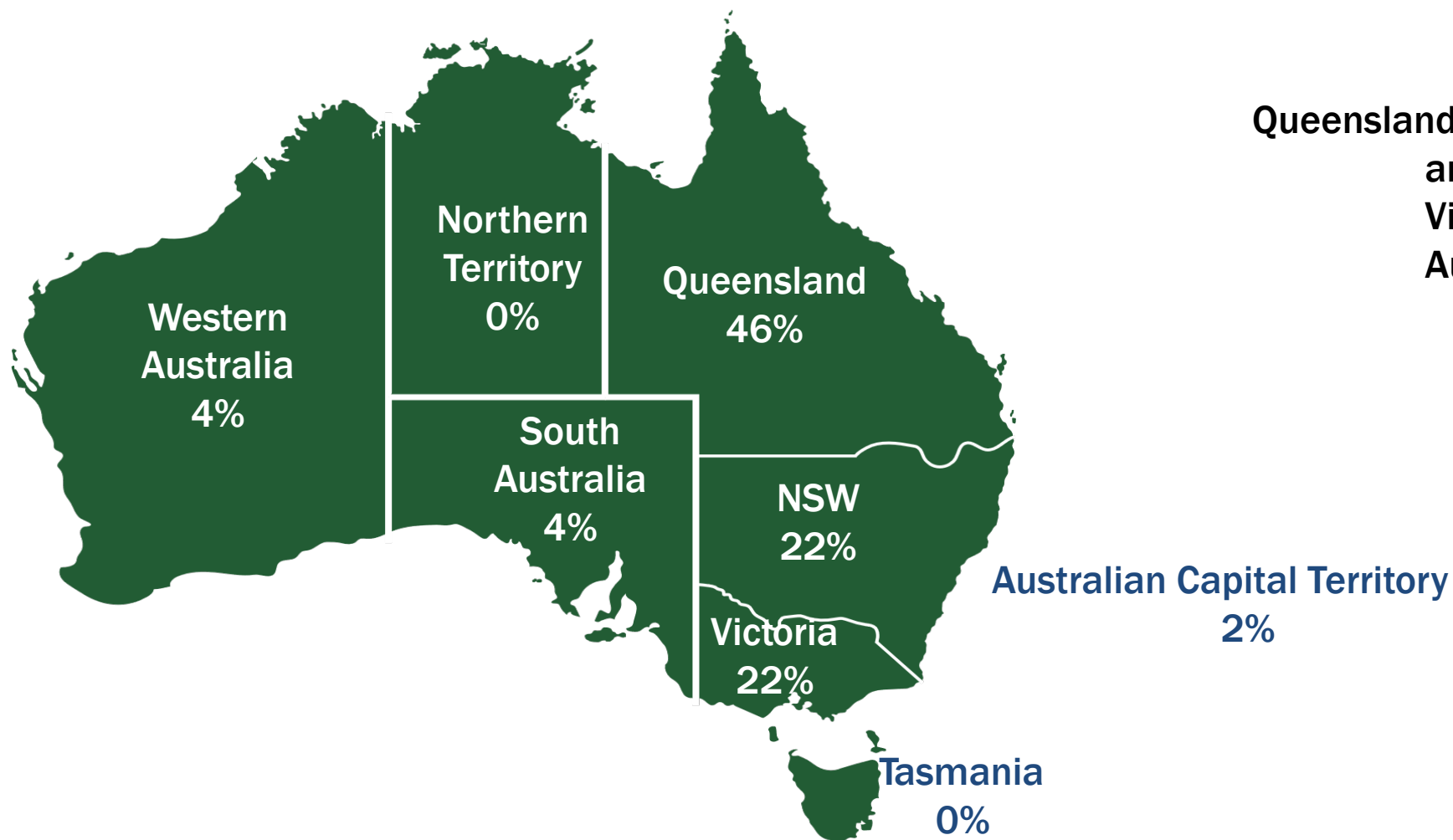


North America (n=11)



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

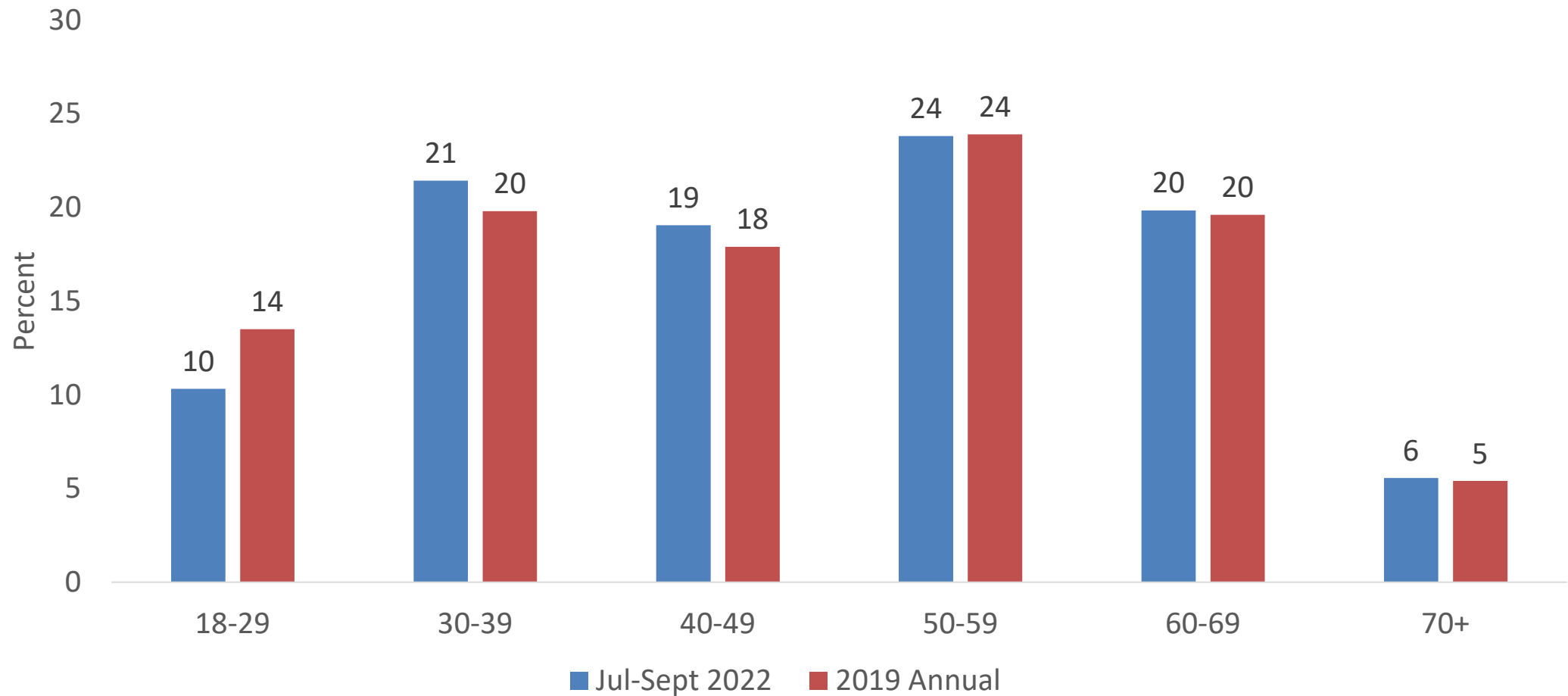
Australian Respondents



Queensland accounts for 46% of all arrivals, New South Wales and Victoria a further 44%. Australian arrivals

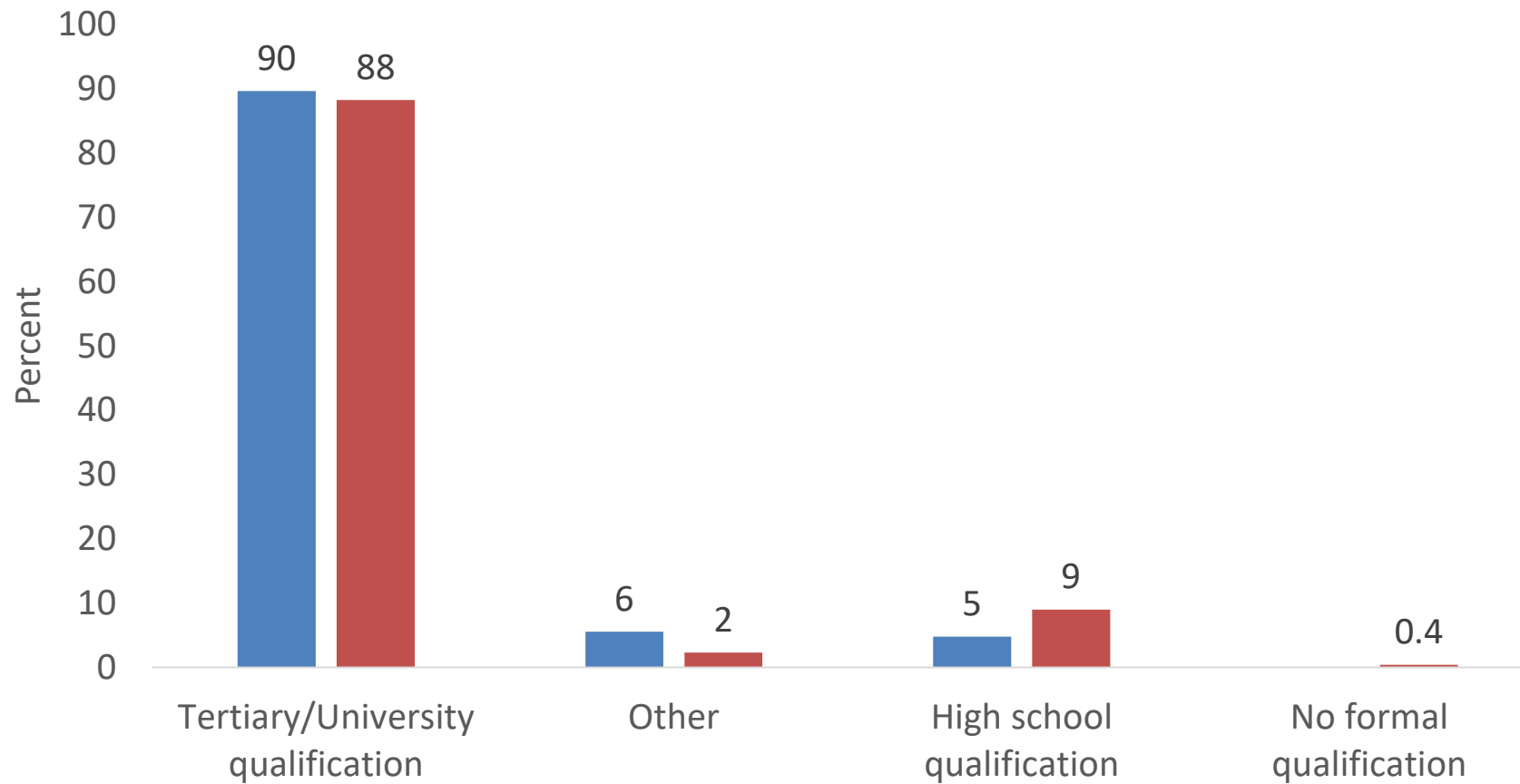
Visitor Characteristics

Age Distribution



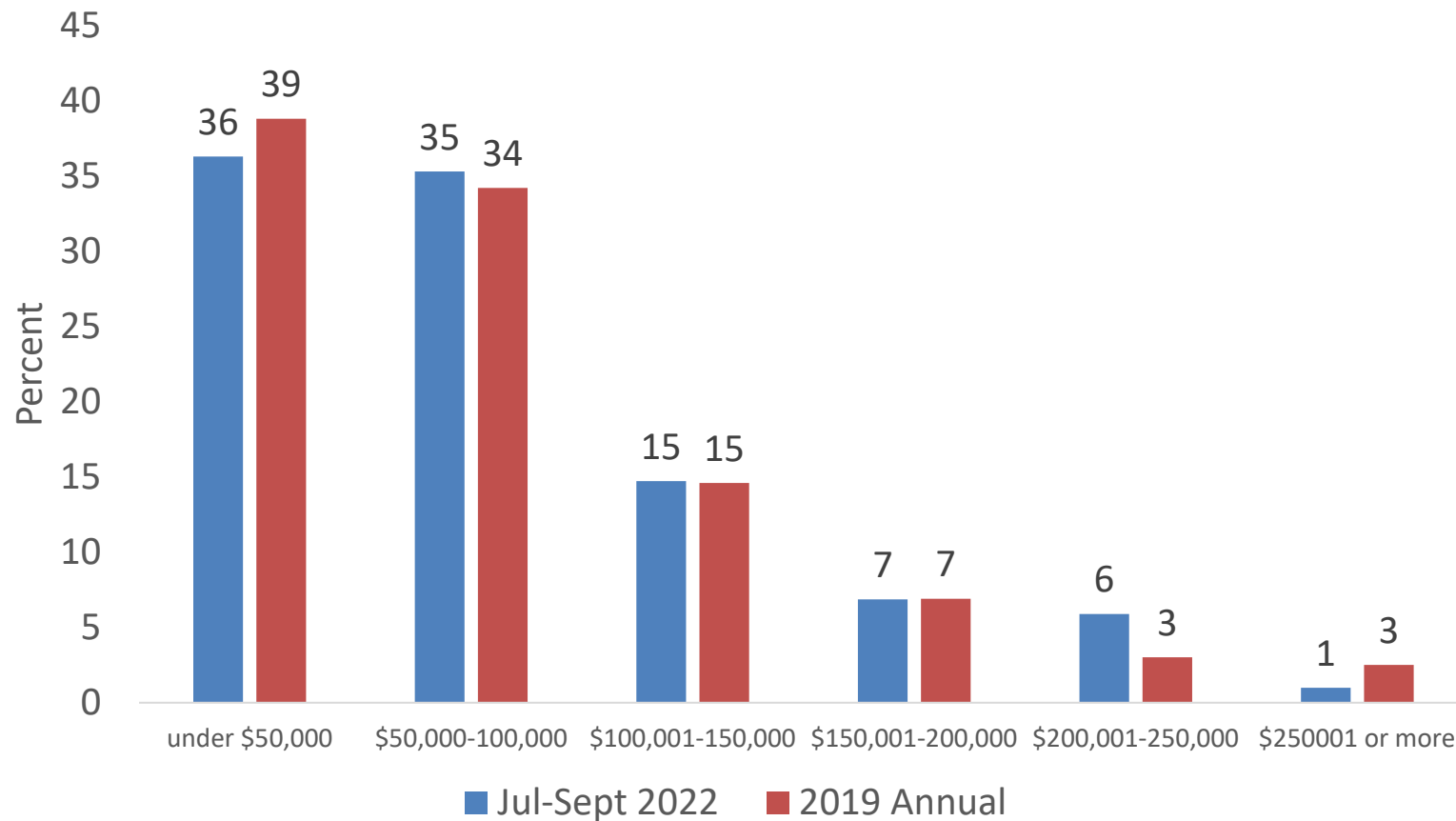
Visitor Characteristics

Highest Qualification



Visitor Characteristics

Annual Household Income (US\$)



Average Annual Household
Income

\$81,212

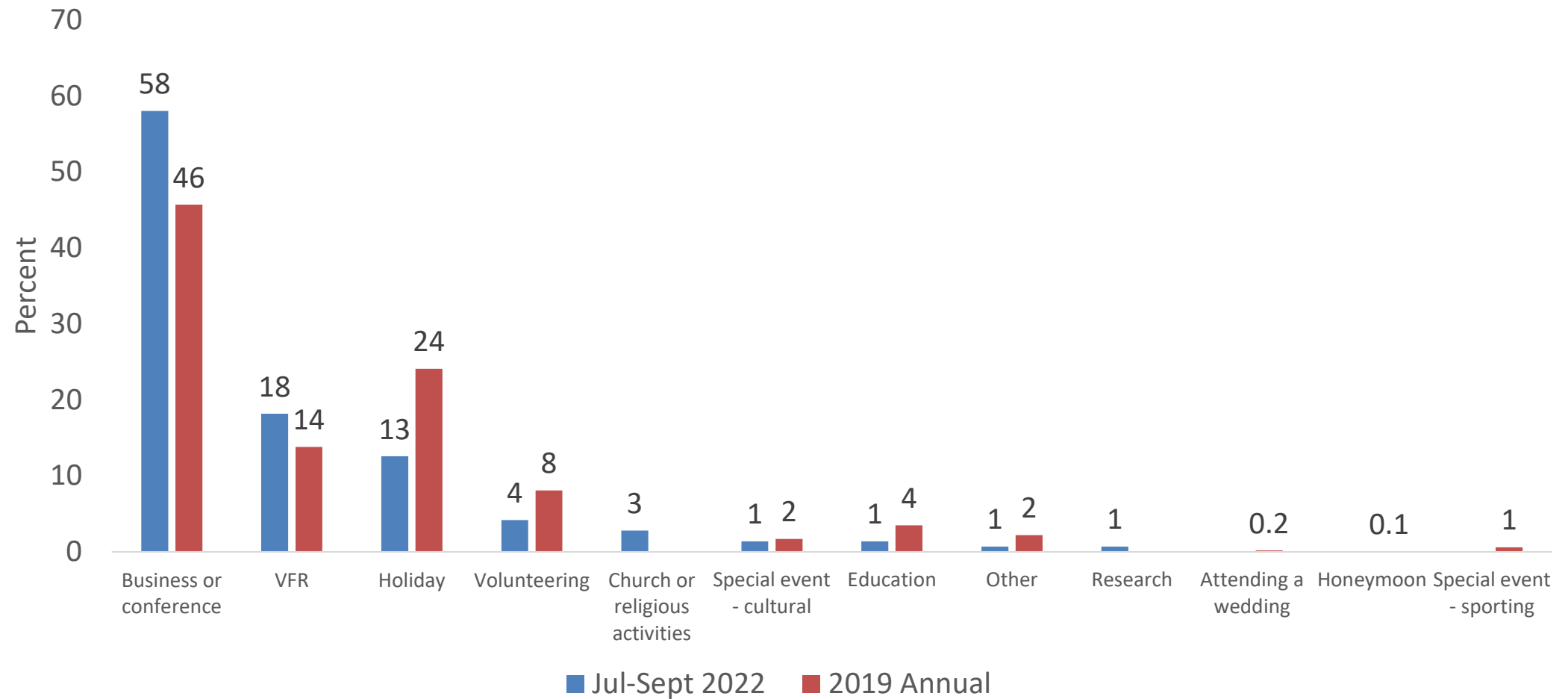
Jul-Sept 2022

\$78,992

2019 Annual

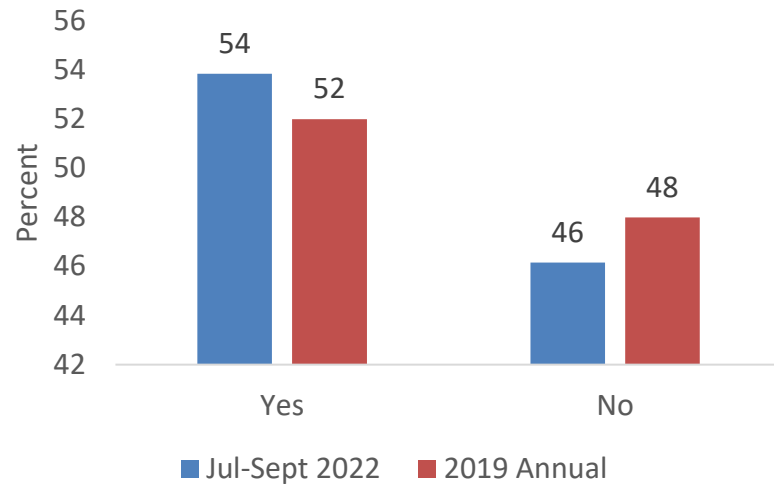
Visitor Characteristics

Main Purpose of Visit

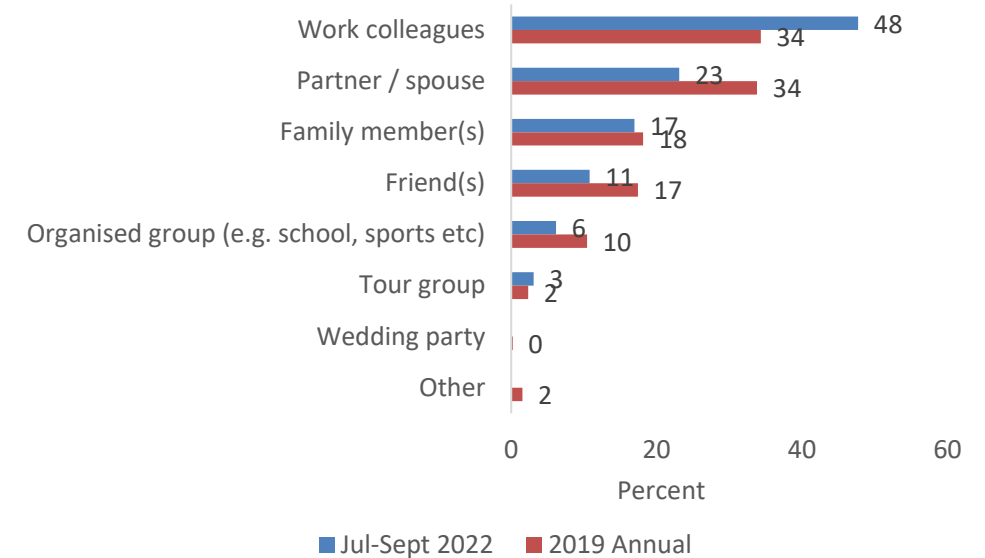


Visitor Characteristics

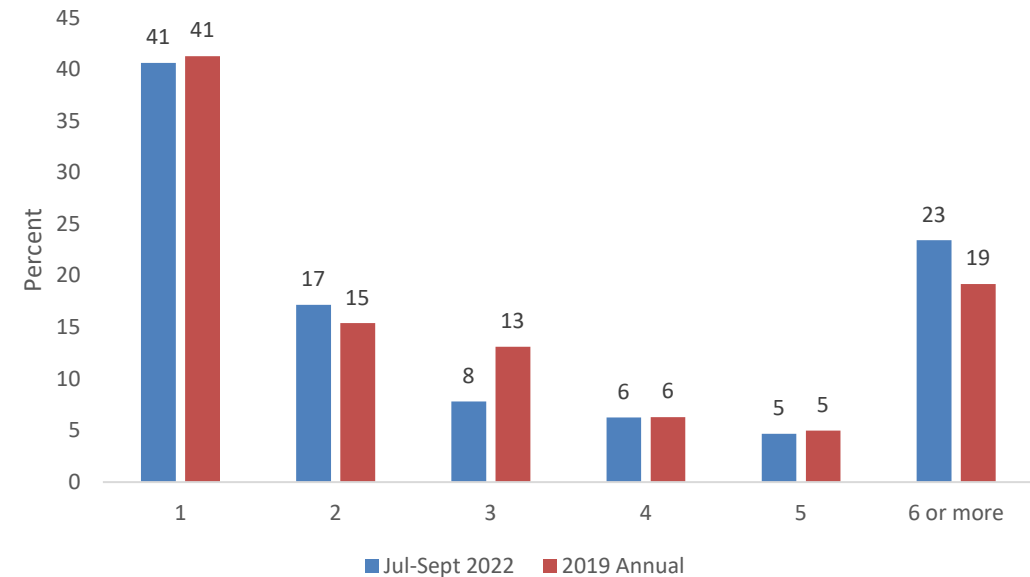
Travel Companions



Travel with*

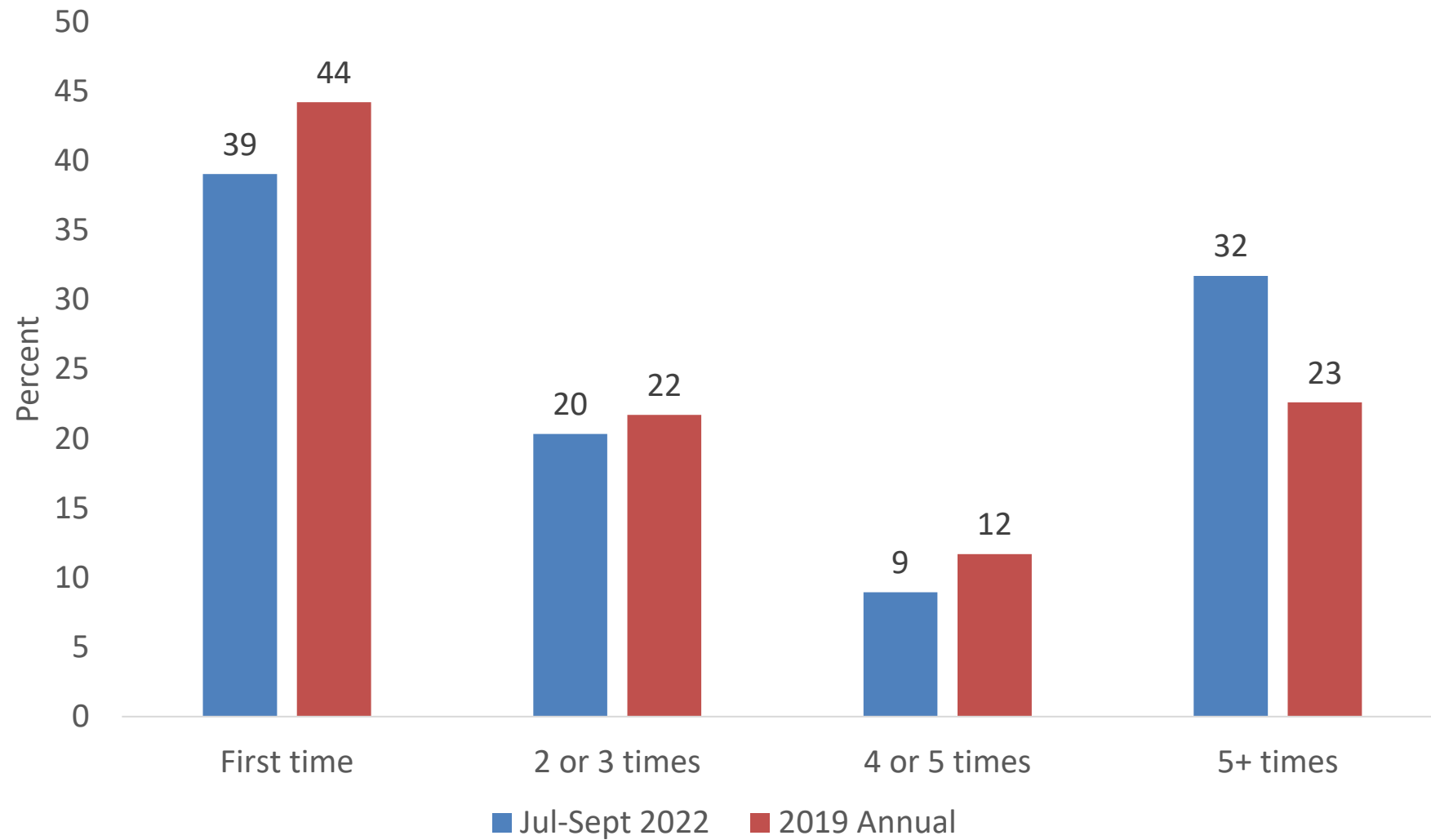


Number of Companions



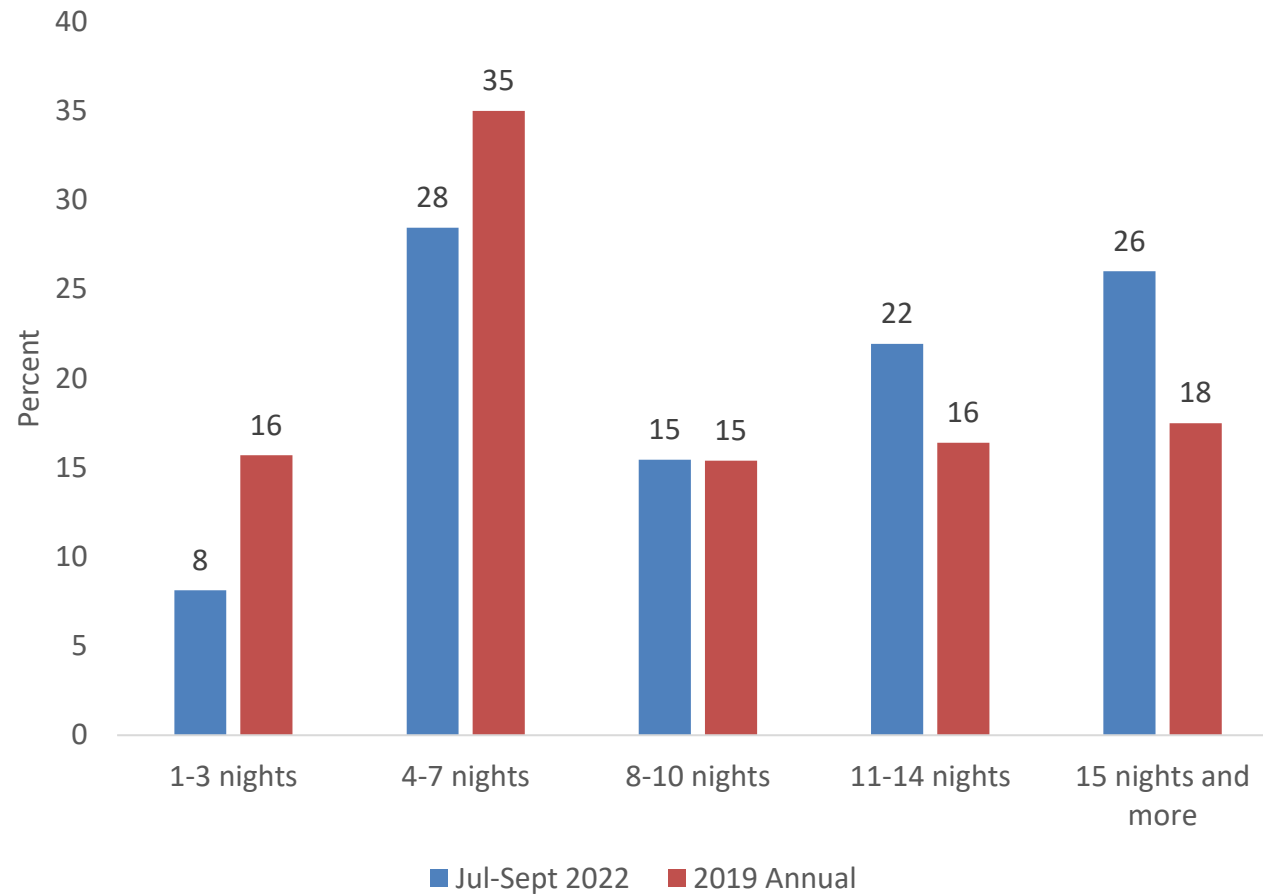
Note: * Multiple responses, therefore total does not add up to 100%.

Previous visits (including most recent)



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

Length of Stay



LoS – Mean

11.7 nights

Jul-Sept 2022

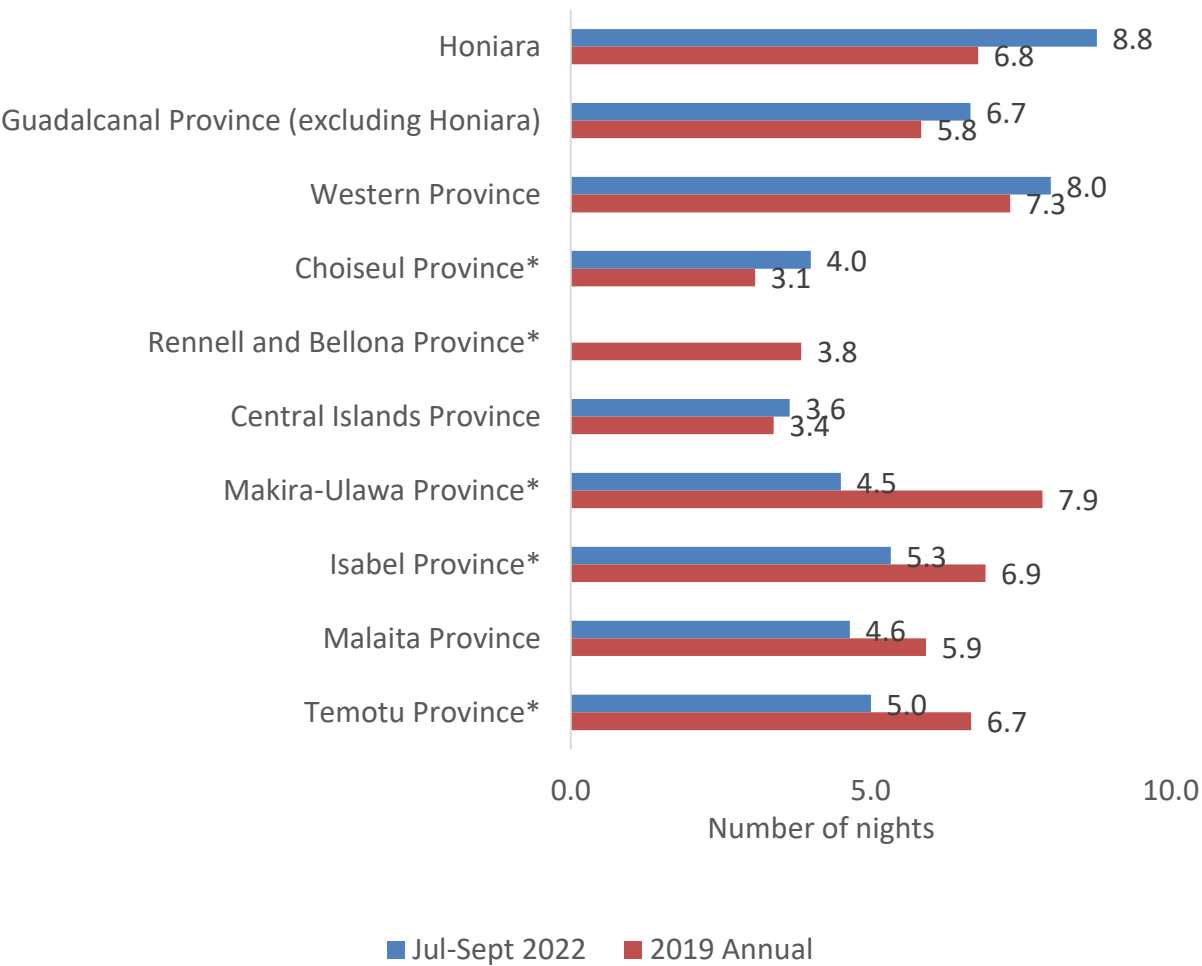
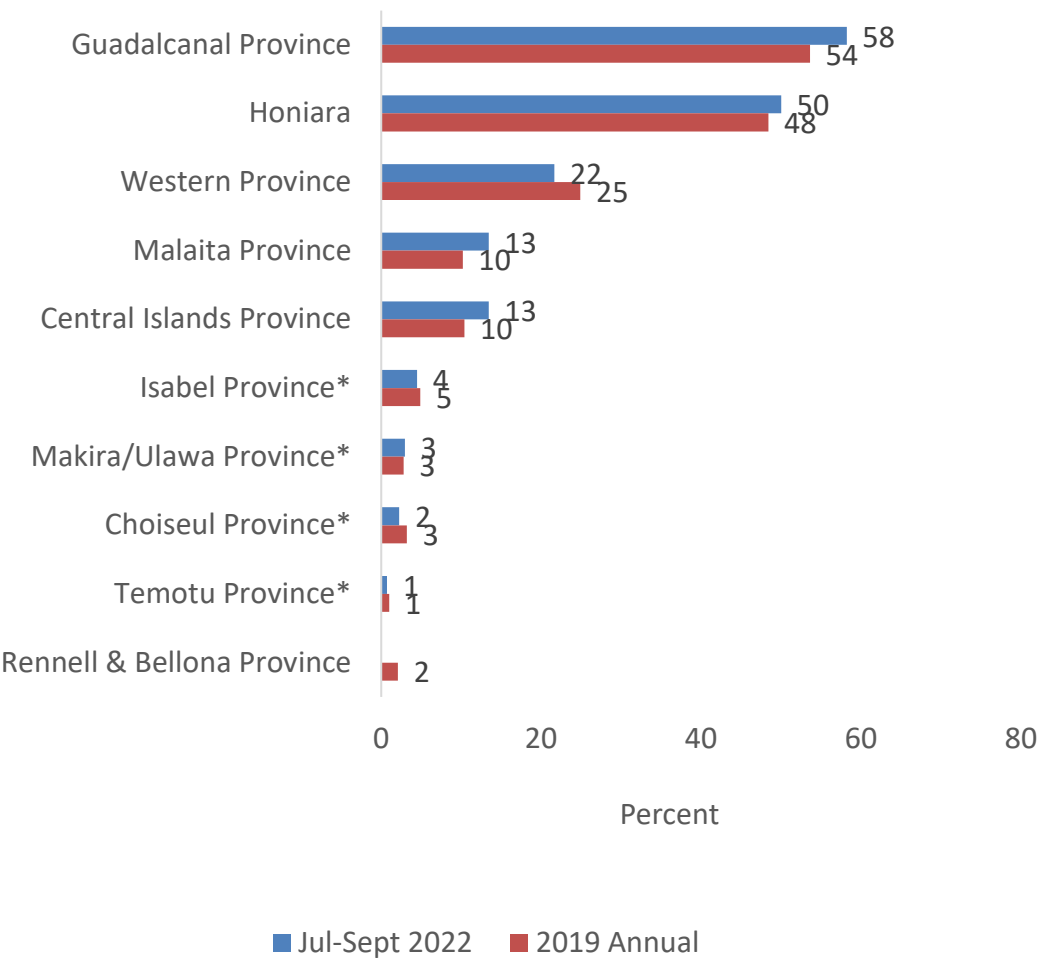
9.6 nights

2019 Annual

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

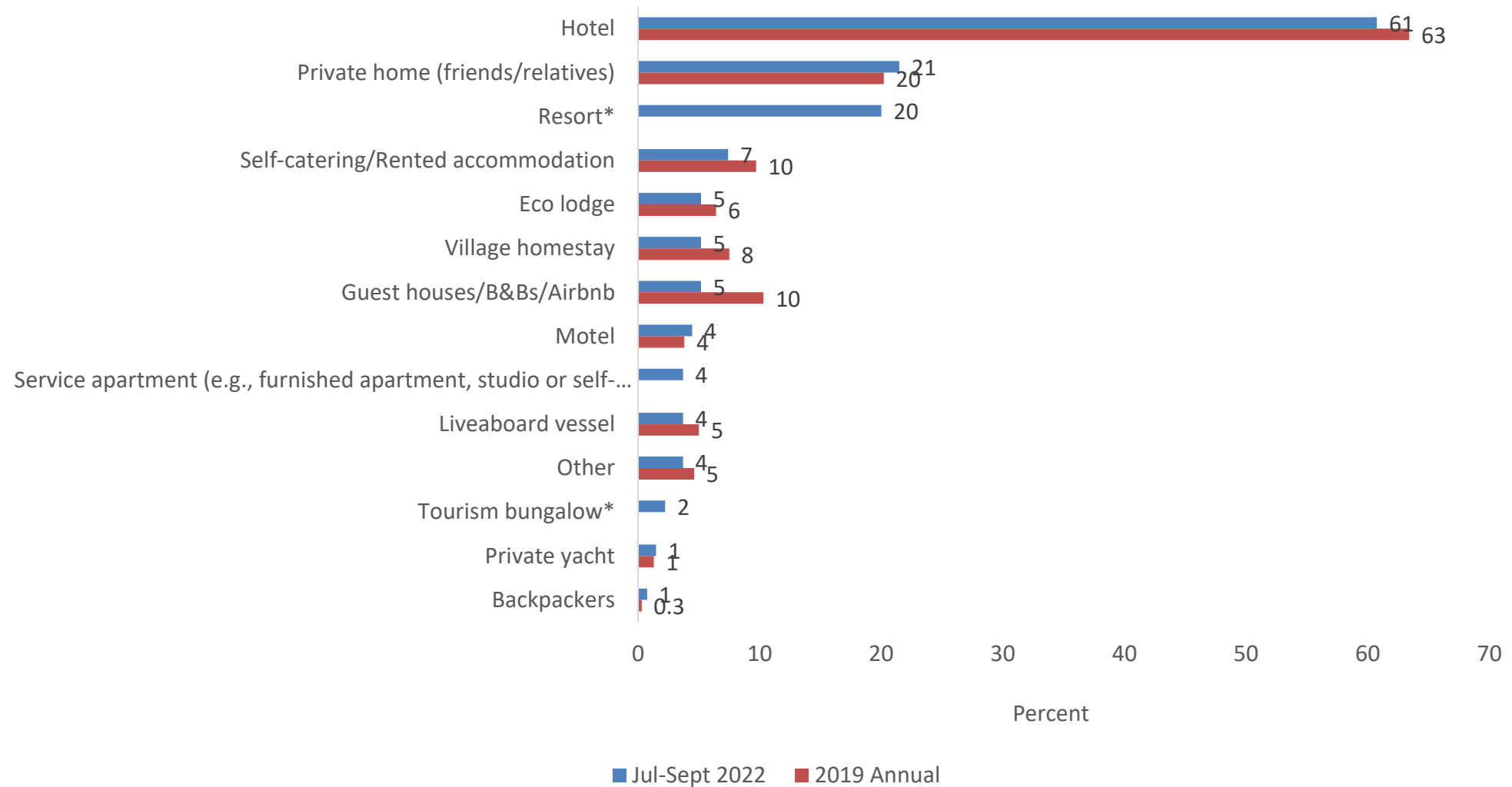
Note: Numbers may not sum to 100% due to rounding.

Provinces Visited and Provincial Length of Stay



*: N < 10.
Multiple responses, therefore total does not add up to 100%.

Types of Accommodation Used

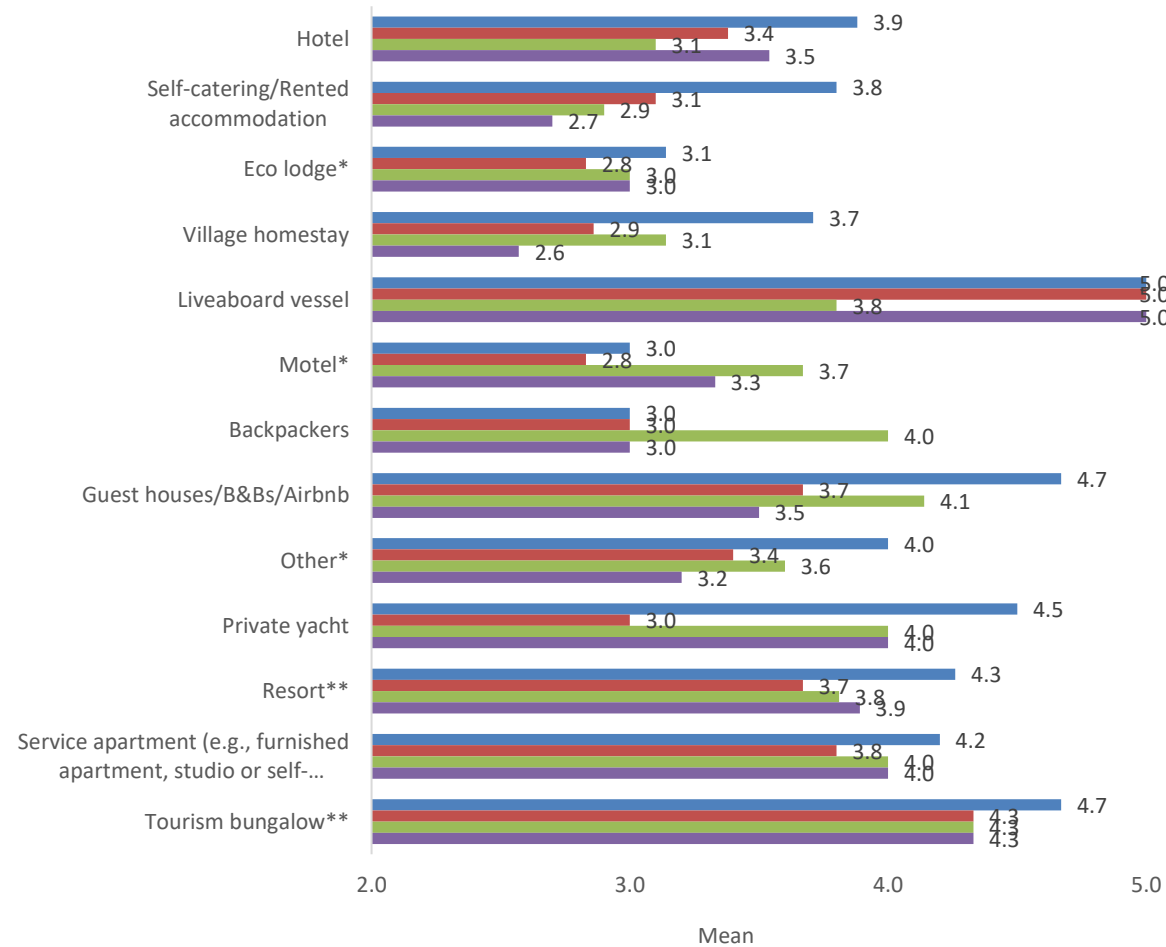


*: New items added in 2022.

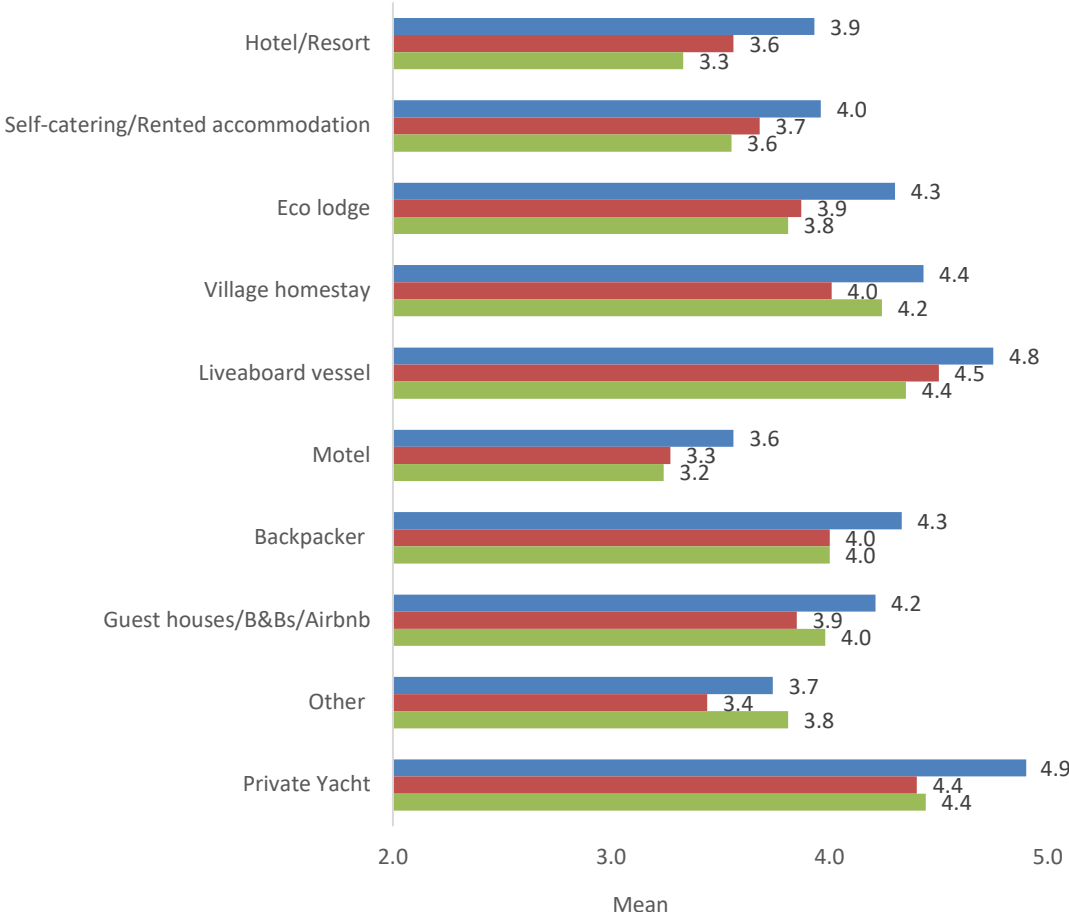
Note: Multiple responses, therefore total does not add up to 100%.

Satisfaction with Accommodation Used

July-Sept 2022



2019 Annual



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

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

**.: New items added in 2022. *: N<10

Destinations and Airlines – All Visitors

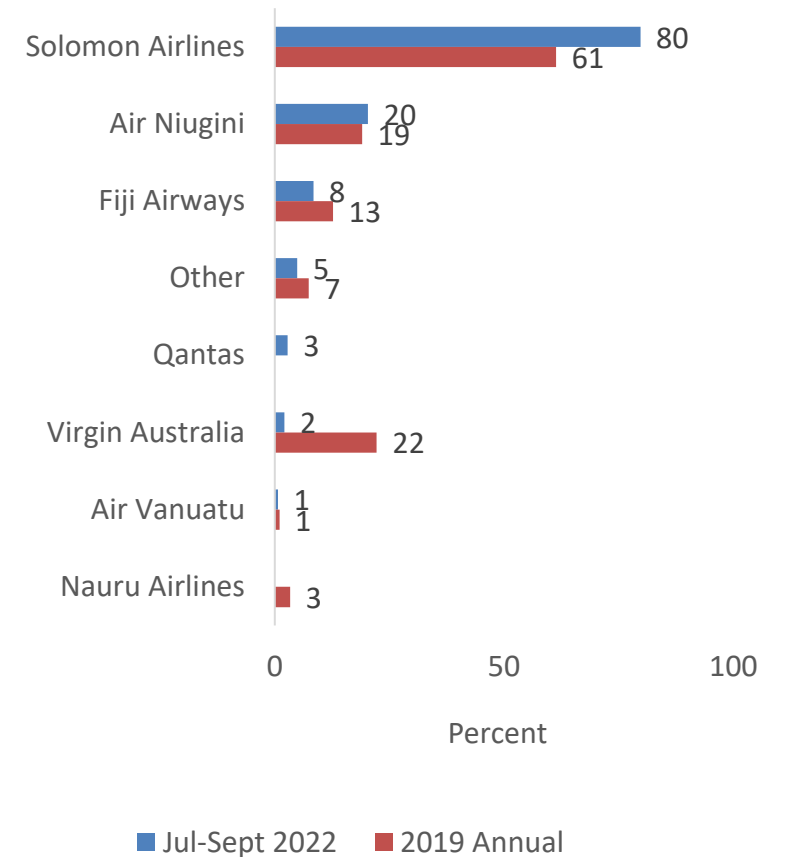
For **20%** of all visitors, Solomon Islands was part of a larger journey. Among this group other destinations included:



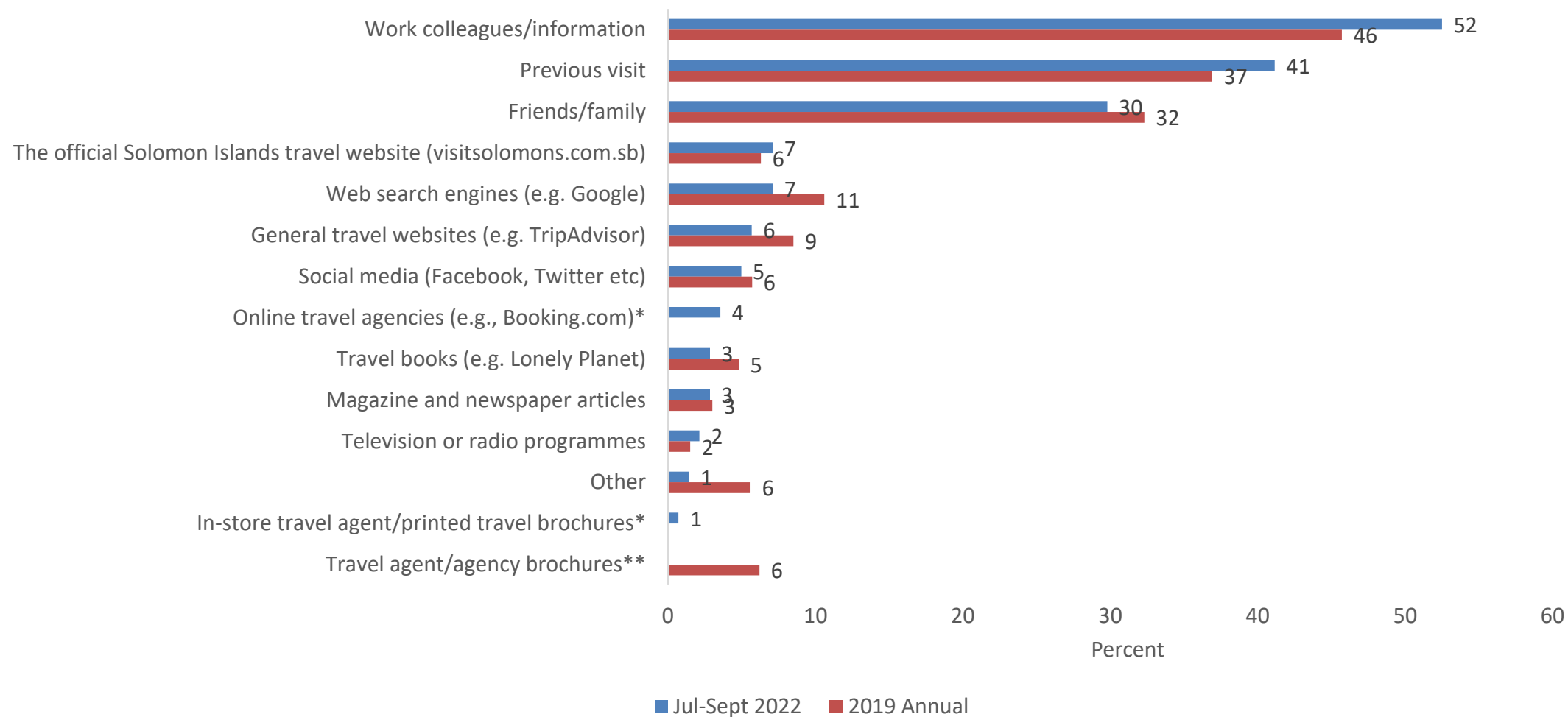
- 38%** Australia
- 35%** Fiji
- 19%** Vanuatu
- 8%** Asia
- 4%** Others

For **80%** of visitors,
Solomon Islands is the
sole destination on
their trip.

Airlines*



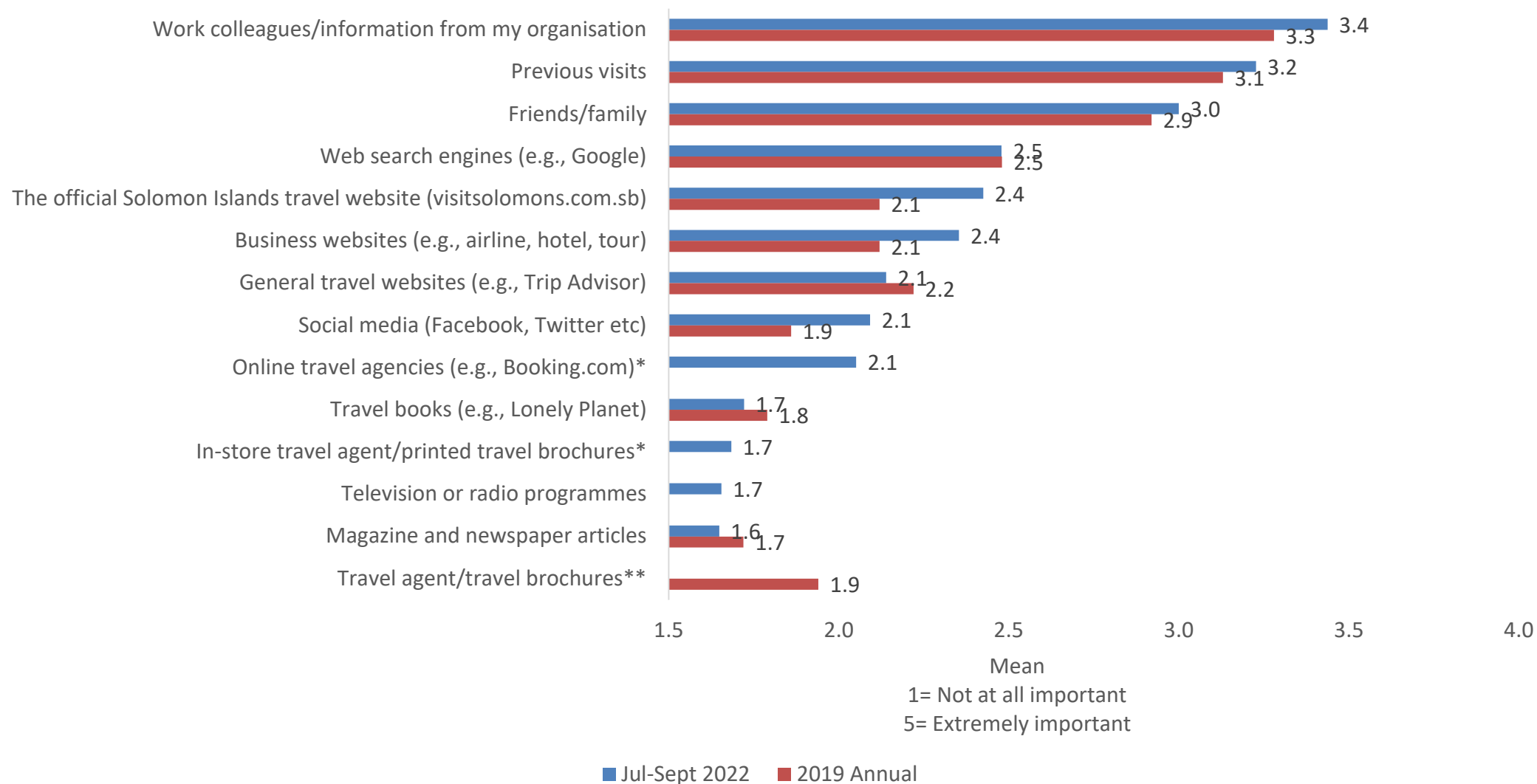
How Did You Find Out About the Solomon Islands?



*: New items added in 2022. **: N<10

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

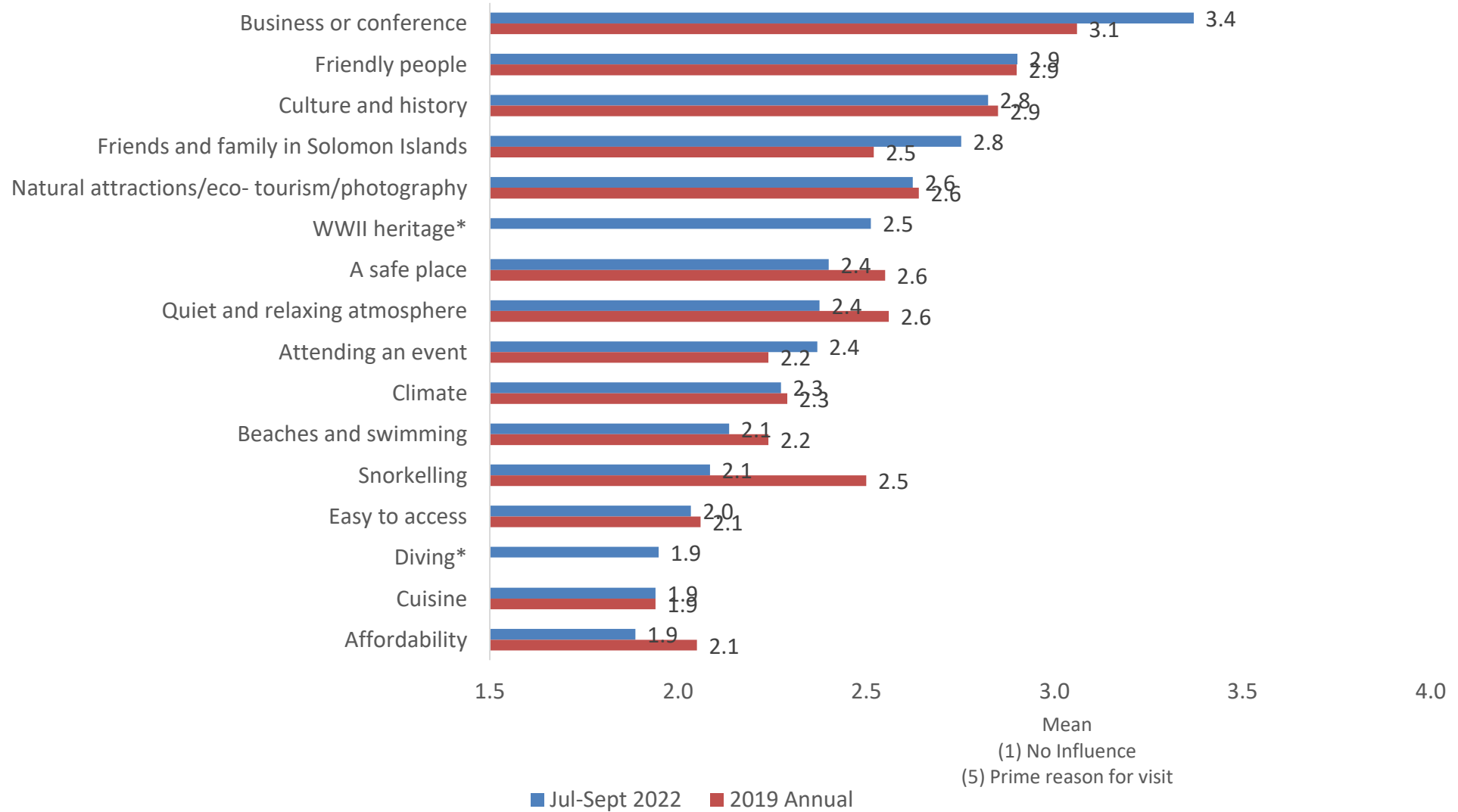
Importance of source of information



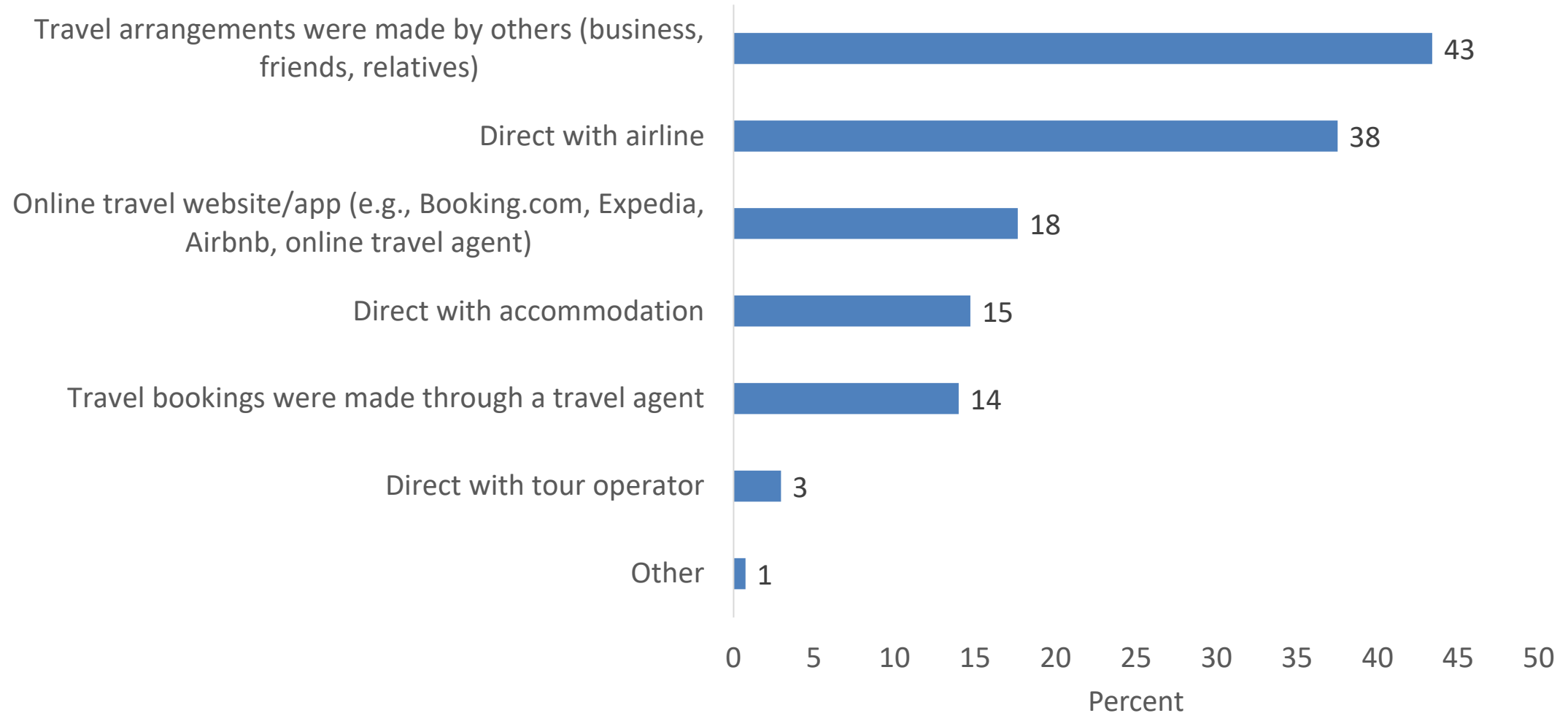
*: New items added in 2022.

** : N<10

Factors influencing decision to travel....



How Did You Purchase Your Travel?



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



Solomon Islands IVS SNAPSHOT

VISITOR EXPENDITURE

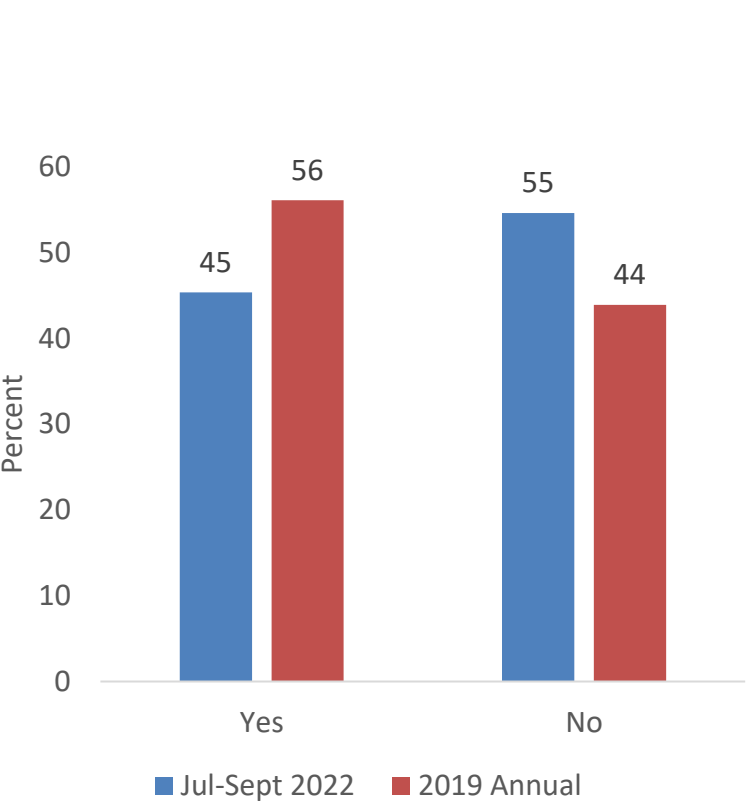
2019 Annual vs. Jul - Sept 2022



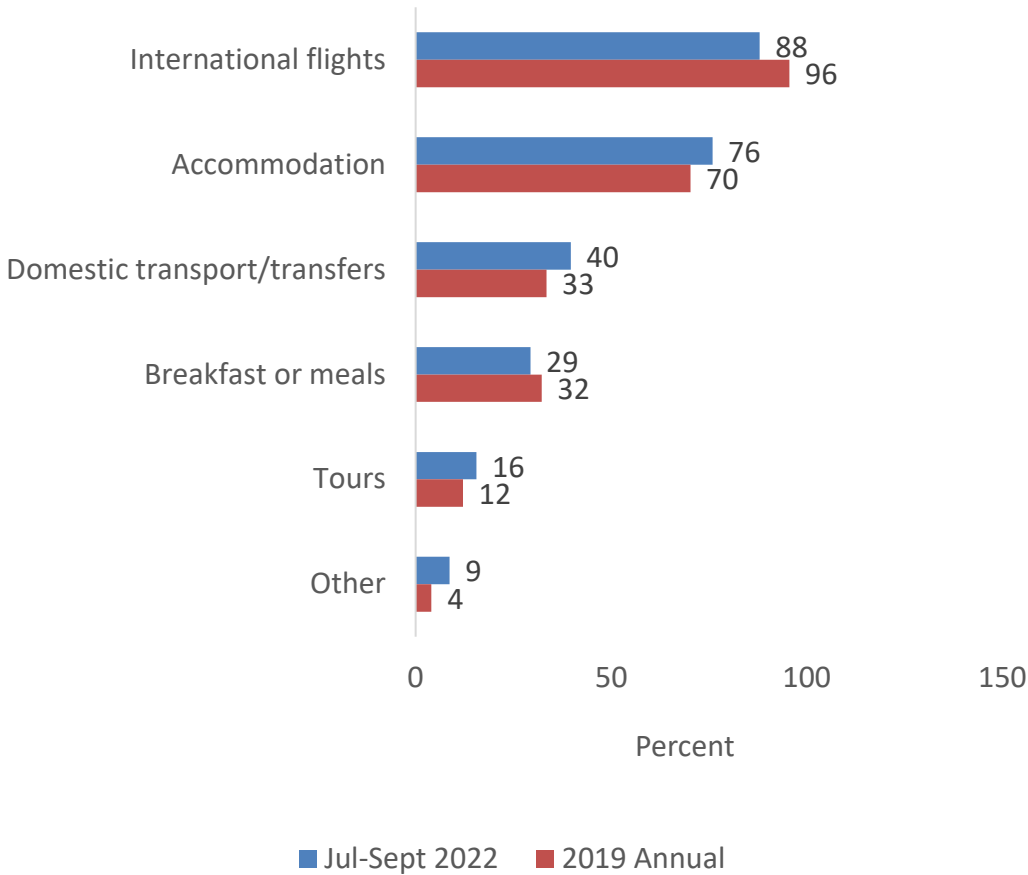
Money spent prior to arrival and while in Solomon Islands.

Prepaid Expenditure

Did you prepay for any of your travel arrangements prior to arrival?



Prepaid Items*



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

Prepaid Expenditure



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

In-country spending

In-country Spending	July - Sept 2022	2019 Annual
Accommodation	44	23
Restaurants cafes & bars	16	11
Groceries	6	4
Shopping	6	4
Domestic flights	4	4
Petrol	2	1
Other	2	2
Internet cost	2	2
Tours and sightseeing	2	2
Vehicle rental	1	2
Public transport	1	1
Water activities	1	2
Land based activities	0.1	1
Total	US\$88 (SI\$725)	US\$59 (SI\$466)

2019 Annual

 **PREPAID EXPENDITURE**

 **IN-COUNTRY SPEND**


US\$1,499/SI\$11,849

Prepaid per trip

US\$59/SI\$466

In-country spend per day

60% Flowing into local economy rate

 x **9.6** nights
Average length of stay

US\$899/SI\$7,106

Prepaid per trip

US\$566/SI\$4,474

In-country spend per trip

 **TOTAL ECONOMIC IMPACT**

US\$1,465/SI\$11,580 per trip
US\$153/SI\$1,206 per day

July - Sept 2022

 **PREPAID EXPENDITURE**

 **IN-COUNTRY SPEND**



 **US\$1,830/SI\$5,046**

Prepaid per trip

US\$88/SI\$725 

In-country spend per day

60% Flowing into local economy rate

 x **11.7** nights 
Average length of stay

US\$1,098/SI\$9,028

Prepaid per trip

US\$1,028/SI\$8,449

In-country spend per trip

 **TOTAL ECONOMIC IMPACT**

US\$2,126/SI\$17,477 per trip 
US\$182/SI\$1,497 per day 

Note: Currency transfer based on the average of the period.



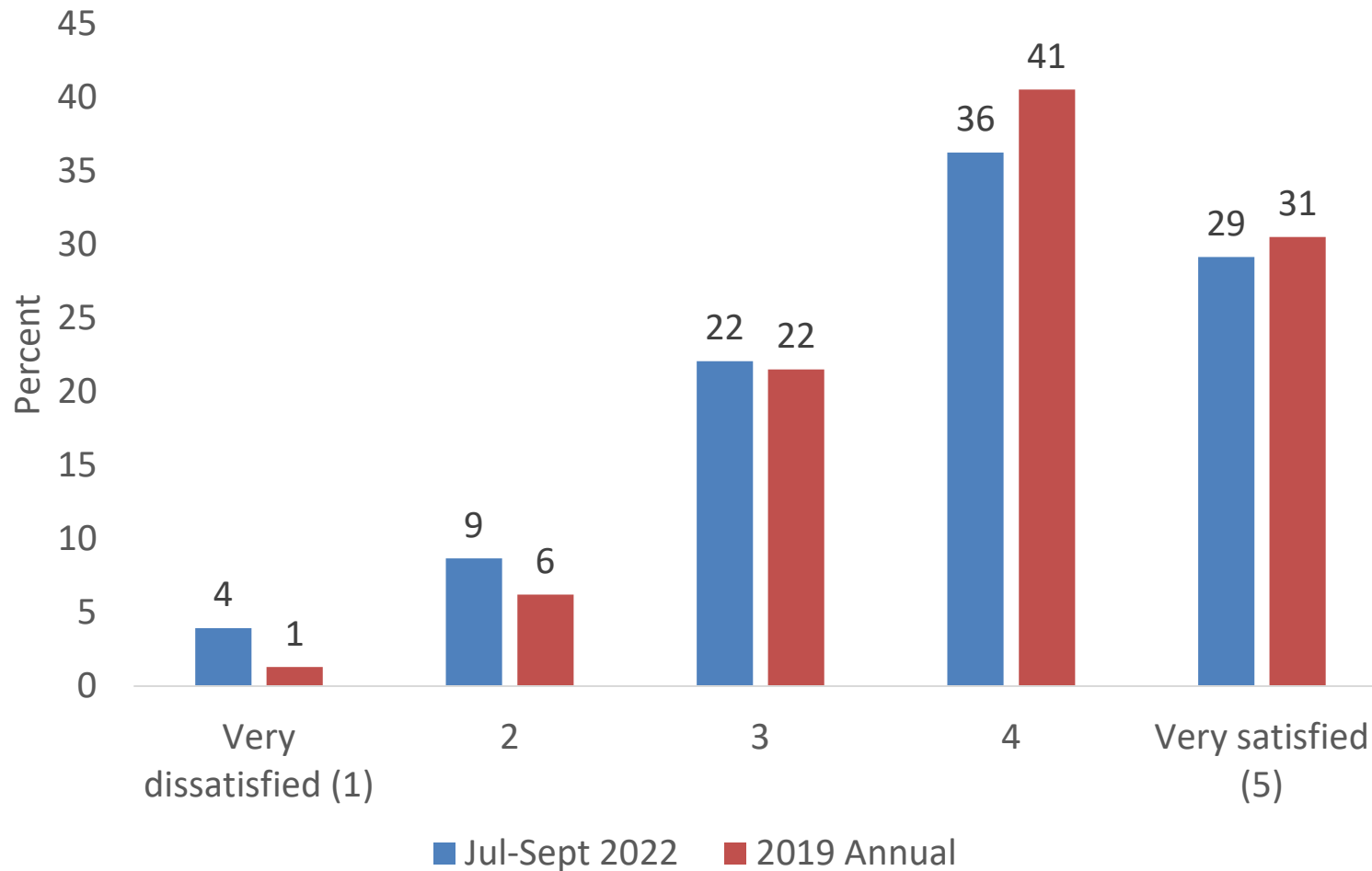
Solomon Islands IVS SNAPSHOT

SATISFACTION & ACTIVITIES

2019 Annual vs. Jul - Sept 2022



Overall Satisfaction



Mean

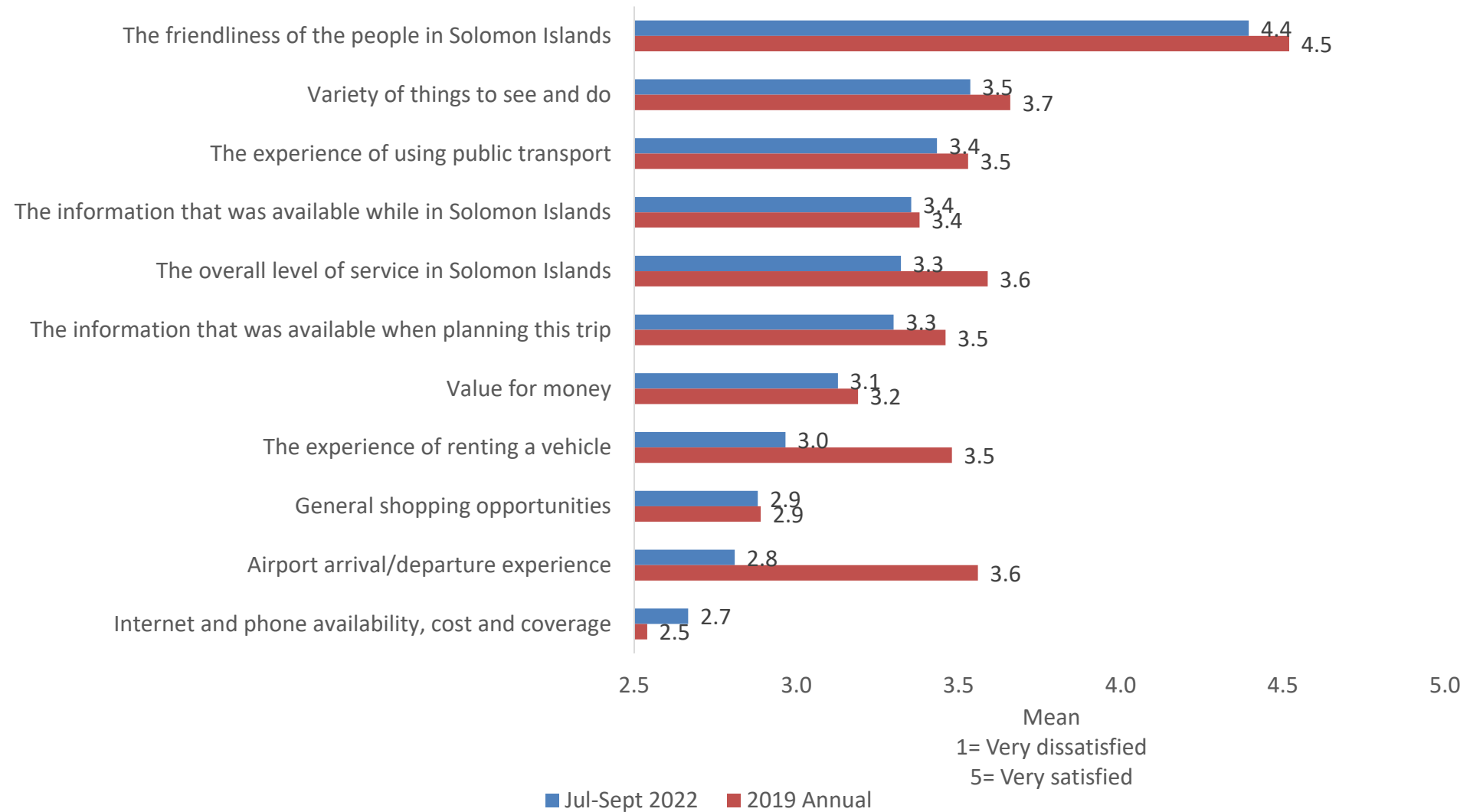
3.8

Jul-Sept 2022

3.9

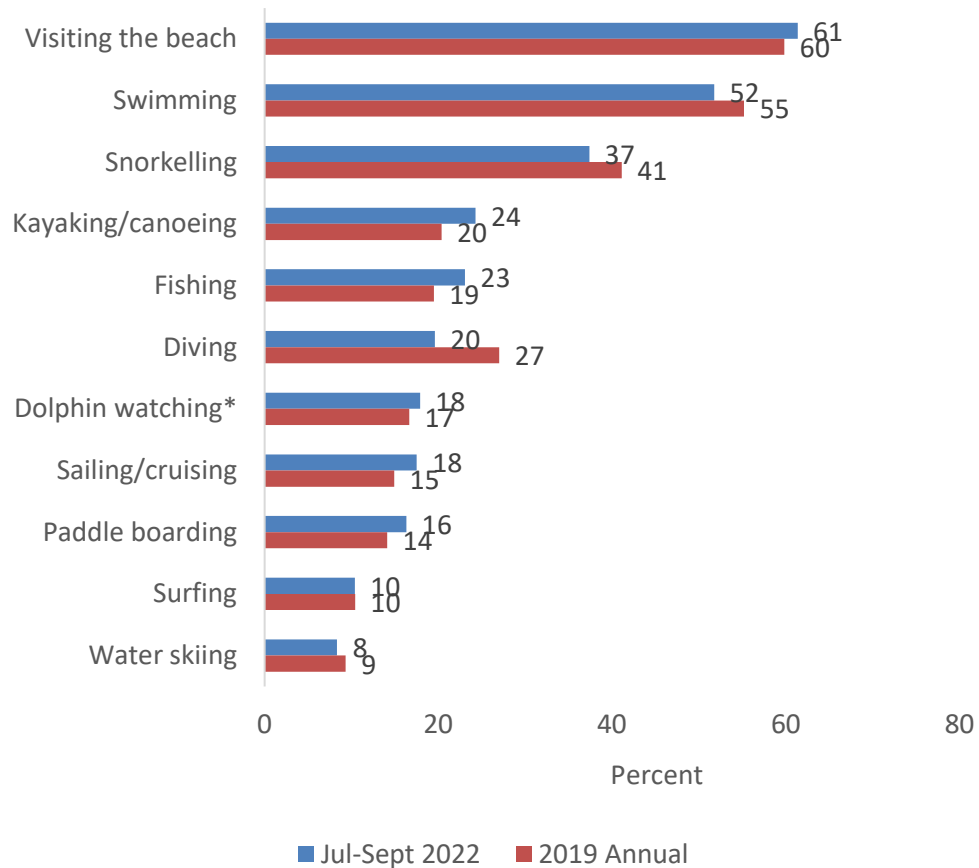
2019 Annual

Satisfaction with the Solomon Islands

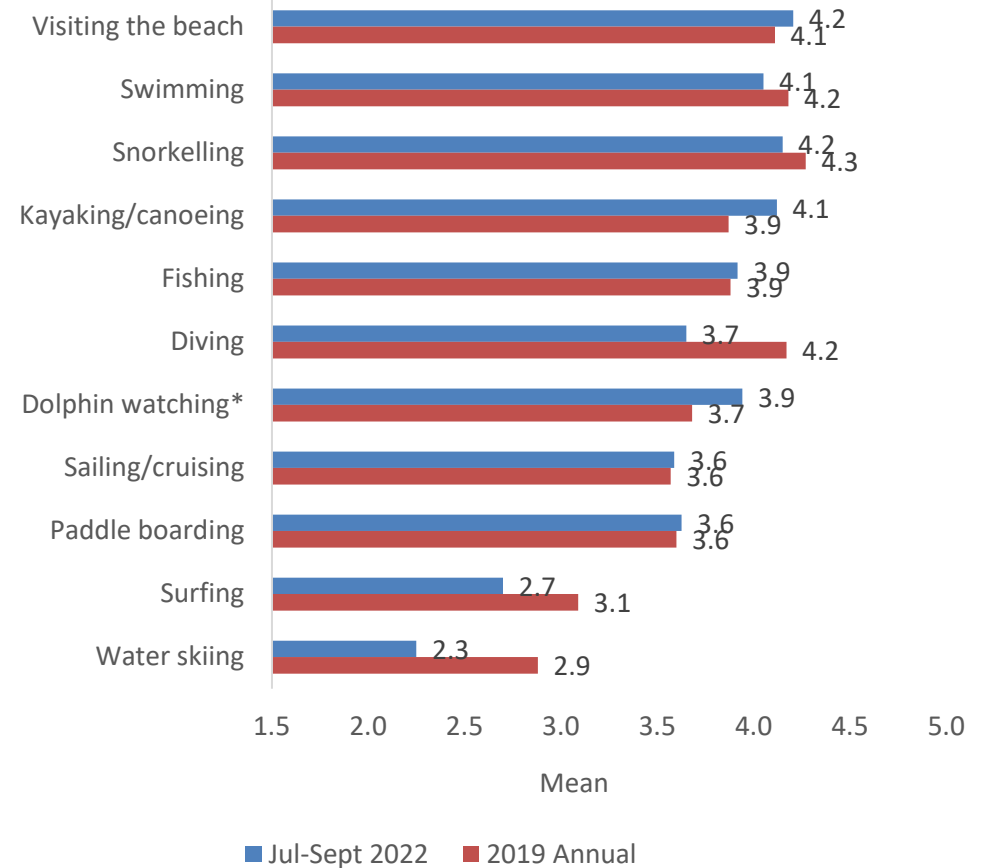


Water Based Activities

Degree of participation



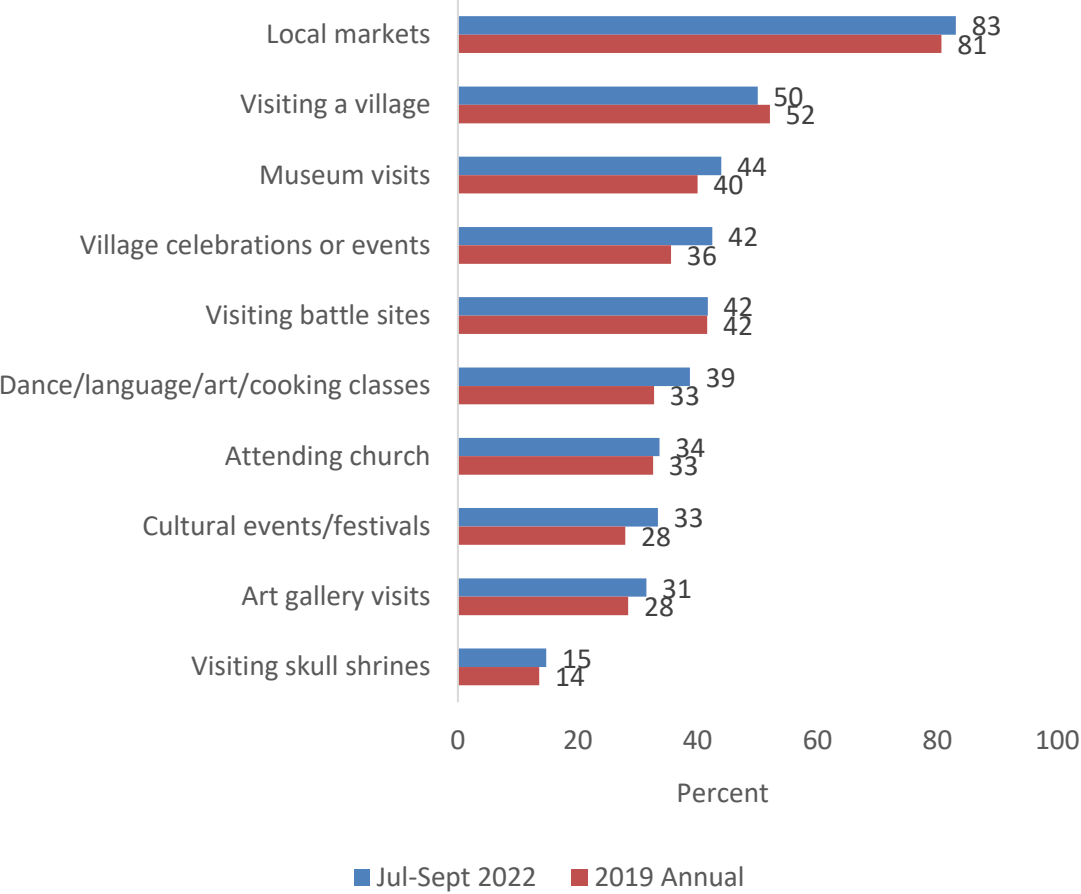
Satisfaction



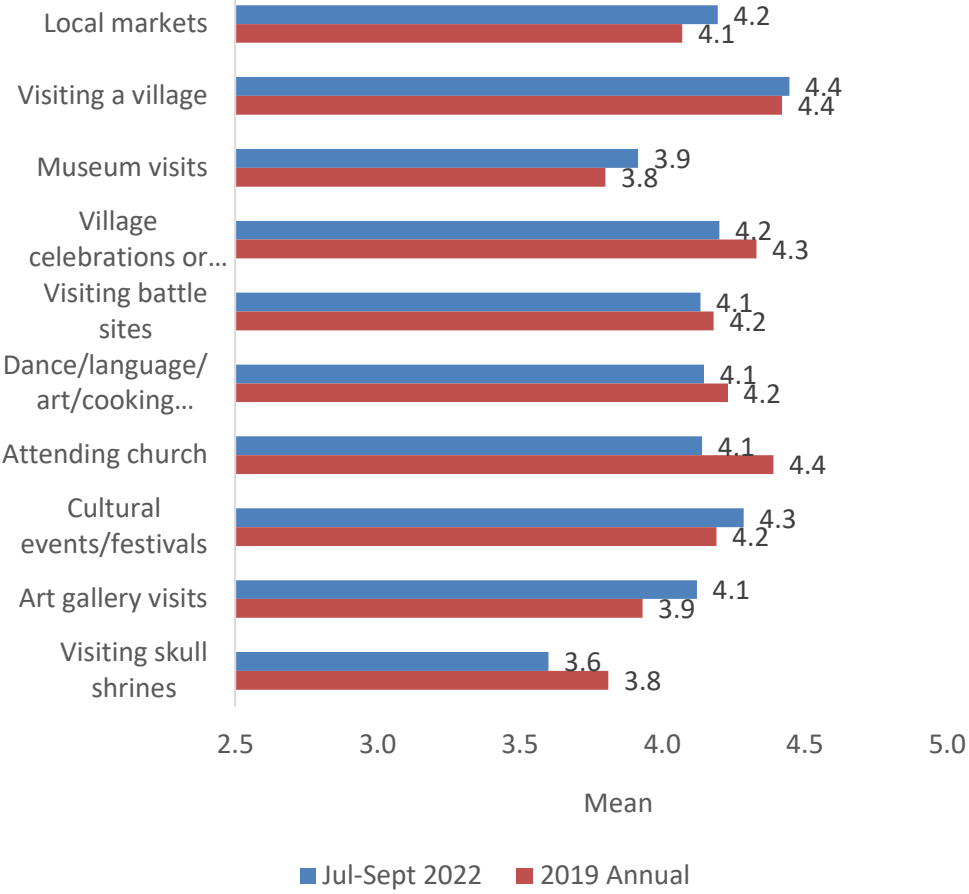
Note: Multiple responses, therefore total does not add up to 100%.

Cultural Interaction Activities

Degree of participation



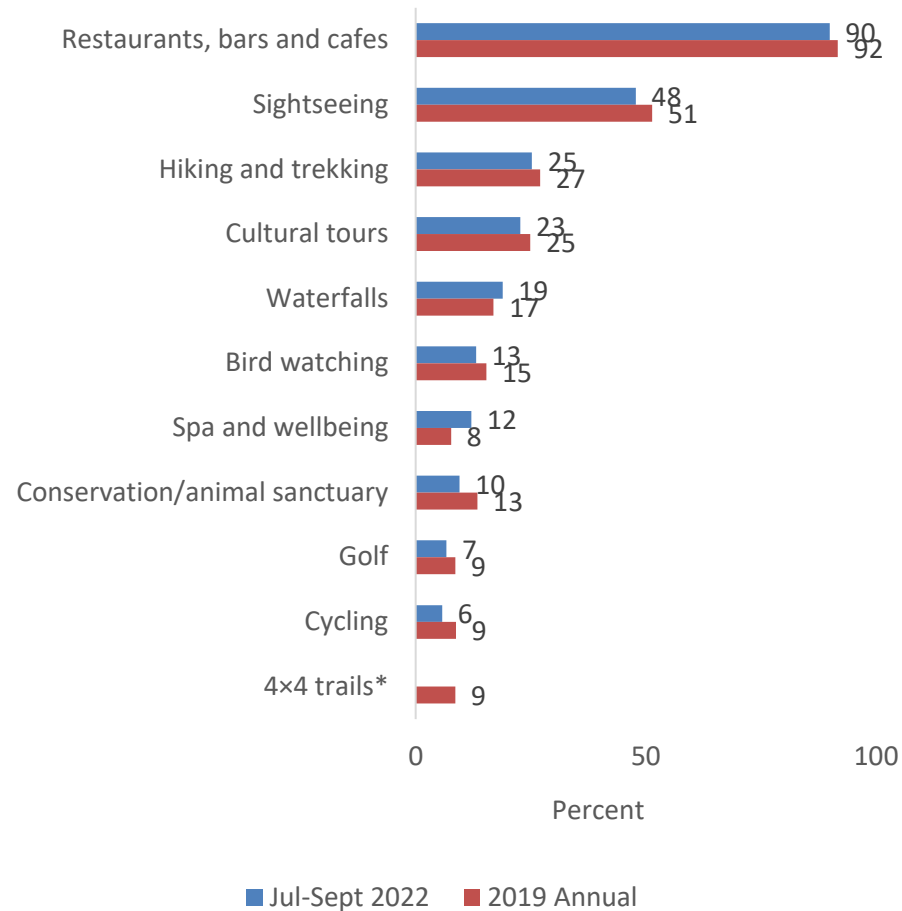
Satisfaction



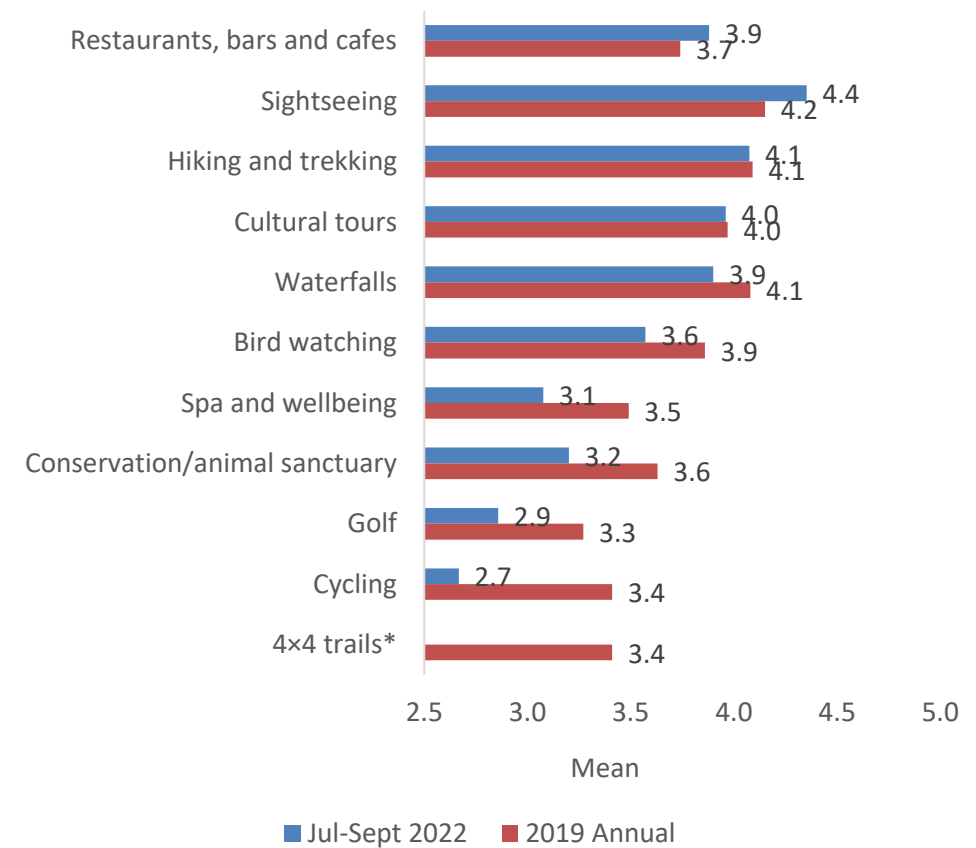
Note: Multiple responses, therefore total does not add up to 100%.

Land Based Activities and Touring

Degree of participation

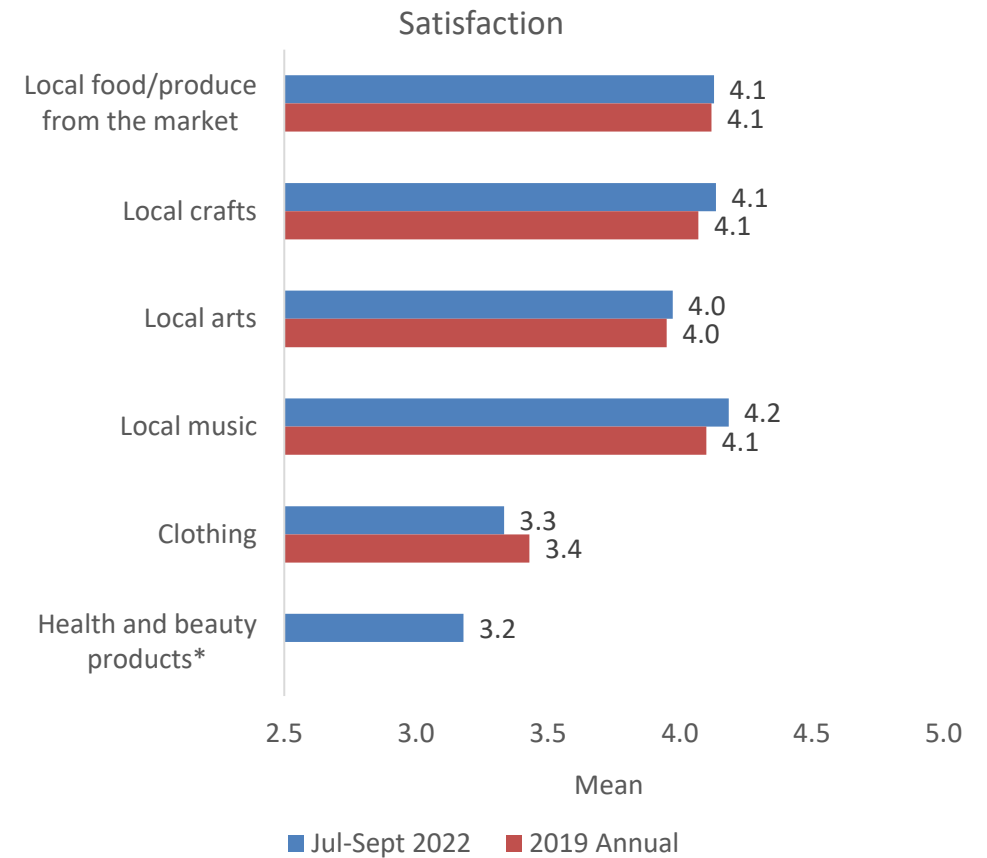
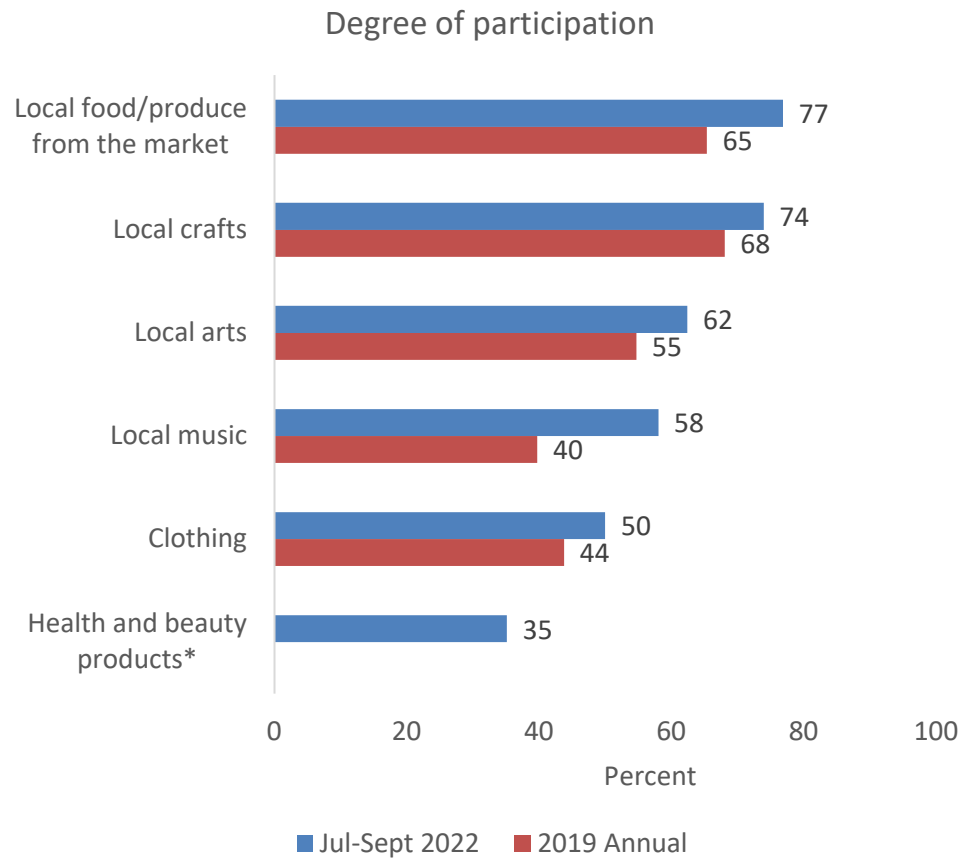


Satisfaction



*: Items removed in 2022.
 Note: Multiple responses, therefore total does not add up to 100%.

Shopping



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

COVID BULLETIN

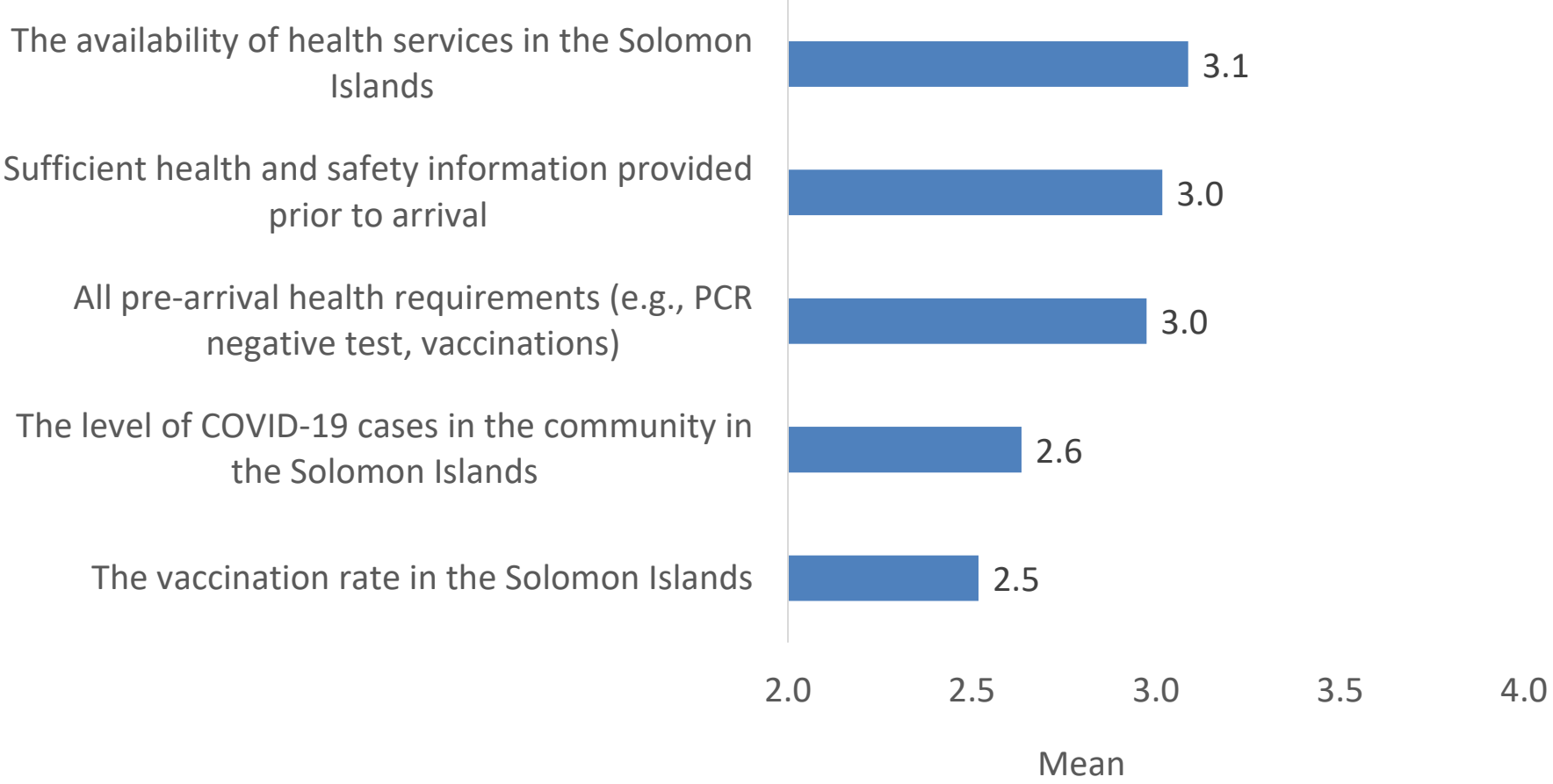
Solomon Islands IVS SNAPSHOT

COVID RESPONSES AND COMMENTS

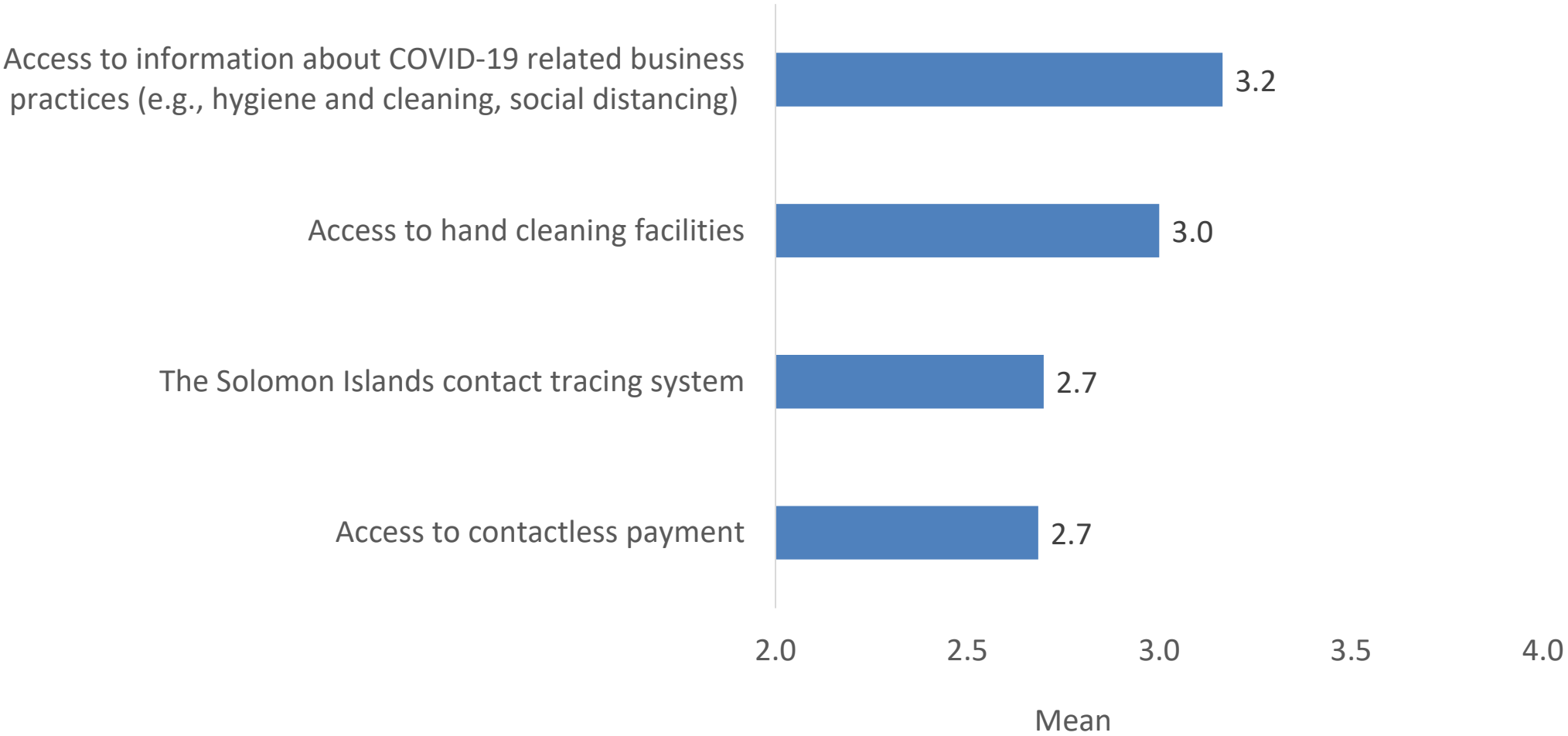
Jul - Sept 2022



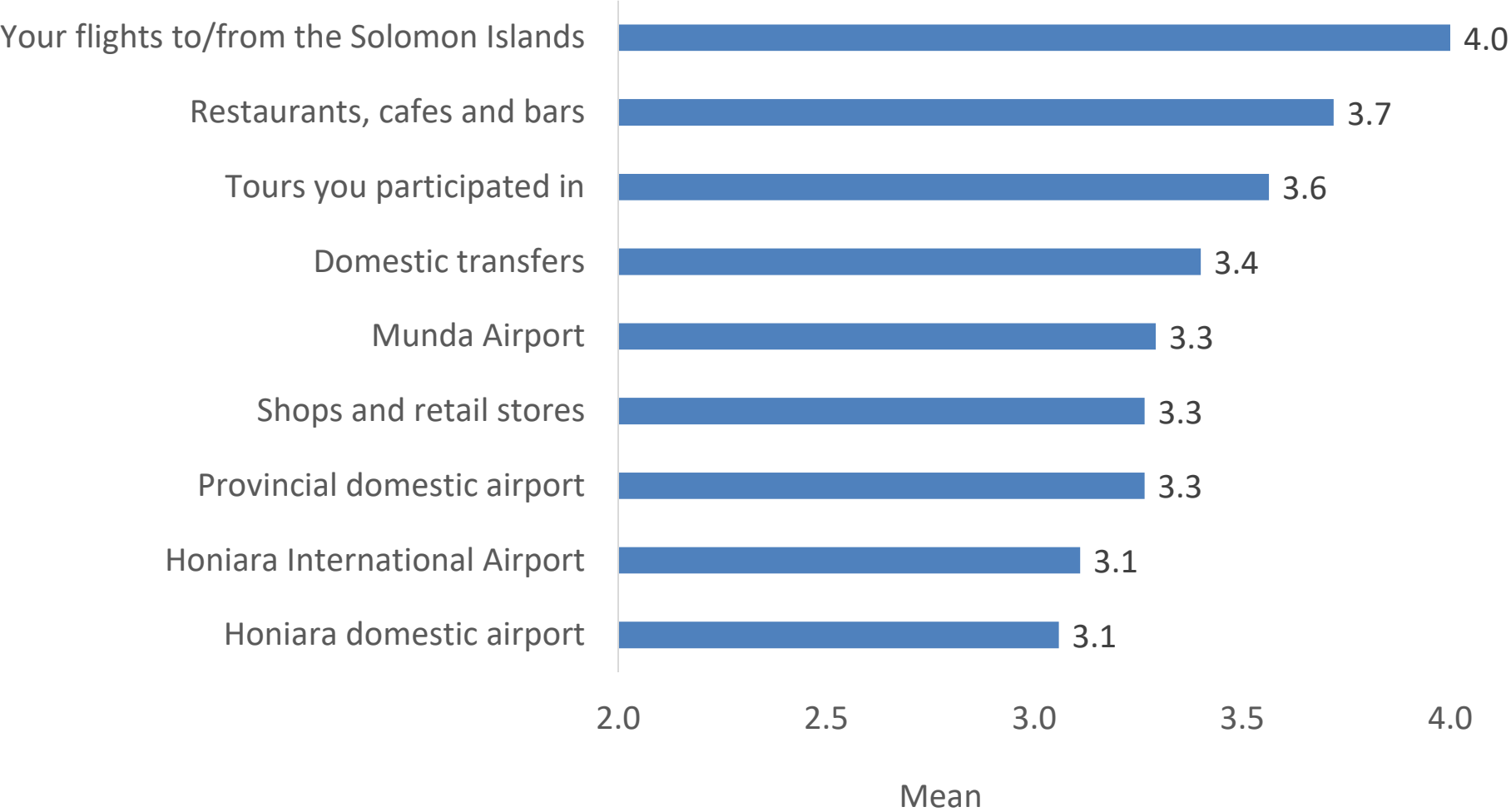
COVID - How important were the following factors in your decision to travel to the Solomon Islands on your most recent visit?



COVID - How satisfied you were with the following while you were in the Solomon Islands on your recent visit?



COVID - During your visit how satisfied were you with Health and Safety measures in the following settings



“Everything was very safe. Most activities are outside so I felt safe”

“Emailing my documents to your Min of Health prior to departure was helpful”

“Safety measures were taken in consideration”

“Covid measures were of no concern to me. I actually enjoyed there were no mandates or rules.. Very refreshing. I avoided places with mask requirements or Covid restrictions”

“It was beginning of border opening when I travelled. And extra precautionary measures were considered and I think this should continue to be emphasized and encouraged or covid restrictions”

“Safety measures is not really followed here”

“One traveller boarded the flight with no vaccinated certificate and no PCR certificate. He was told he would likely be quarantined on arrival. He was let through on arrival in Honiara”

“The pre-departure PCR test is expensive and now redundant”

“I never received my results for the post-arrival COVID test and instructions on whether to self-isolate or not were not clear”

“No response from Health on pre-departure questionnaire”

“Generally people didn’t seem to care about COVID-19 policy or restrictions – no restrictions at most places. No mask wearing, some places didn’t have hand sanitizers available”

“Let’s move on. I’m over everything being COVID”

“Wearing of masks should be priorities”

“It is important to ensure people entering SI to do a test before entry this is important”

“I think we have to live with it and move on in Life”

“Proper health care is imperative”

“PCR test should be replaced with Rapid test. Upon arrival at Honiara airport staff not wearing masks, environment very filthy and dirty, needs to be improved”



Solomon Islands IVS SNAPSHOT

GENERAL FEEDBACK

Jul - Sept 2022



Most Appealing Aspects



42%
People



29%
**Scenery,
Landscape &
Environment**

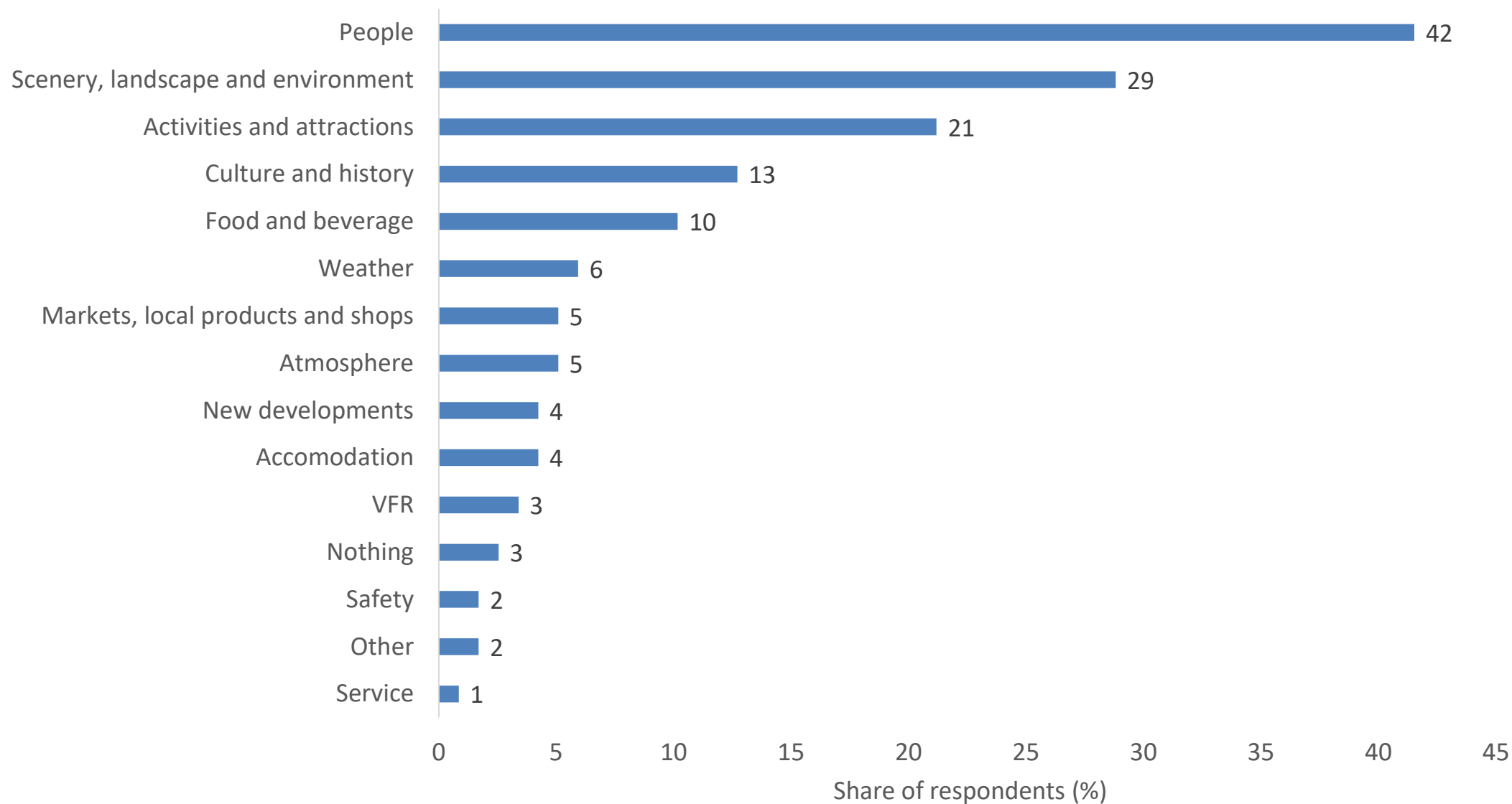


21%
**Activities &
Attractions**



13%
**Culture &
History**

Most Appealing Aspects



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

Most Appealing Aspects

People (42%)

“People were so **friendly!**”

“The people. We have been to Sol Islands about **14** times. We are always made to feel **welcome**. The people are wonderful”

“I love Solomon Islanders and have lived in Honiara and this was my post Covid visit. The people are friendly, **helpful and fun** to be with...”

“The **warmth** of friendships built up over a number of visits”

“The **friendly and welcoming** Solomon Islanders...”

“**Happy** people”

“The people are so **lovely**.”

Most Appealing Aspects

Scenery, Landscape and Environment (29%)

“I absolutely loved how **untouched** and natural the Solomon Islands are compared to other island's I have been to and the **stunning views** almost everywhere you go.”

“The **beautiful scenery** of the natural environment...”

“**Natural Beauty**. I loved all the mature plumeria trees loaded with flowers and the tropical environmental overall.”

“The beautiful **reefs and lagoons**, the tropical **vegetation**, the tropical atmosphere and rain...”

“Blessed with **nature**”

“**Beaches**”

Most Appealing Aspects

Activities & Attractions (21%)

“**Scuba diving & snorkelling** in the coral reef and around the ship wreck”

“The quality of the **scuba diving** experiences.”

“The **world war II** memorial sites”

“Cultural **battlefield** visits and education”

“The **history and war relics**. Visiting villages and seeing their lifestyle...”

“The **beaches** and sight seeing”

“My **hiking** experience was wonderful...”

Most Appealing Aspects

Culture & History (13%)

“It is a very beautiful place with extraordinary traditions...”

“The handicrafts and music. The handicrafts such as shell money, ear rings and wooden artifacts is unique in Solomon Islands. And locals producing this showcase culture and the value of Solomon Identity. When I buy them, I buy the value of indigenous handicrafts which is meaningful. Music is also exotic and I must say Solomon Islands has the best music and musicians in the Pacific and this could be a great tourist asset.”

“Cultural activities and music”

“...wonderful art and music scene.”

“Relaxed atmosphere and culture”

Most Appealing Aspects

Other Comments

“The local cuisine”

“The weather was great”

“The traditional handicrafts and the craft markets were second to none. Beautiful local designed clothing were outstanding”

“Perfect ability to disconnect from the Australian grind”

“Infrastructure improvement and sports ground development.”

“Quality of hotel”

“I was able to walk around on my own, it was safe enough and people were friendly.”

“...improved level of customer service...”

Least Appealing Aspects



42%

Infrastructure



36%

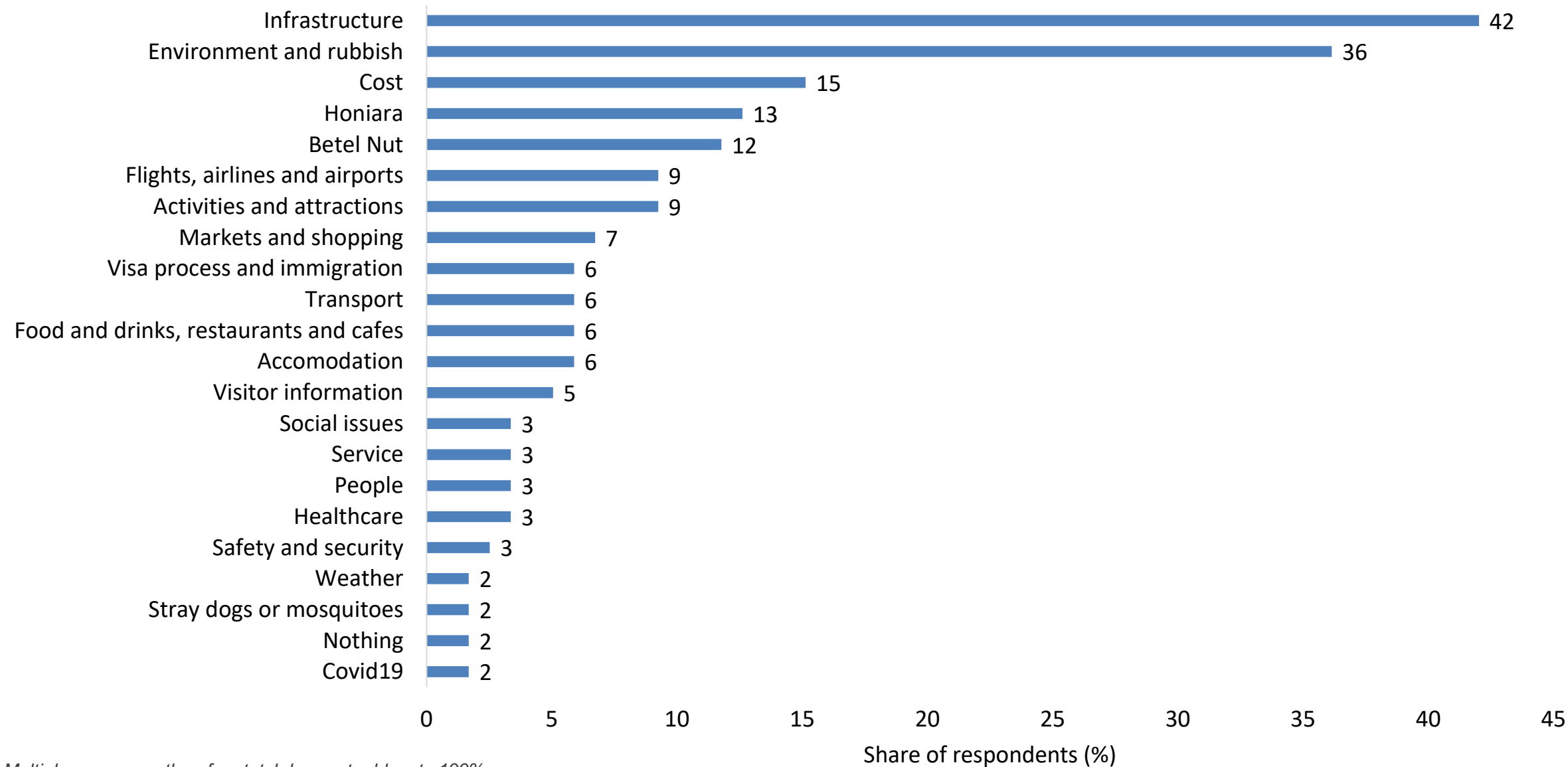
**Environment
and Rubbish**



15%

Cost

Least Appealing Aspects



Least Appealing Aspects

Infrastructure (42%)

Quality of roads (includes potholes), plus traffic and burnt buildings

“Traffic jams and poor road conditions”

“The level of dust and potholes along the city roads not very welcoming...”

“Bad condition of roads and burned up buildings. ”

Telecommunications cost and connectivity

“Way too expensive internet / data”

“Poor Internet services”

Footpaths

“Uneven footpaths in central Honiara made walking and exploring a little less enjoyable”

“...especially the appalling conditions for getting around by foot, lack of footpaths, crossing points, behaviour of vehicle drivers. Its like the town is being designed for motor vehicles, yet most people walk!”

Least Appealing Aspects

Environment and Rubbish (36%)

Dirty environment including rubbish on streets and in waterways

“Empty bottles and plastic bags on the beaches”

“The amount of littering while going out for walk.”

“The dirty and dusty environment in Honiara.”

Environmental concerns

“The continued cutting down of large street trees - truly shameful in country where shade is a valuable commodity, let alone issues of climate change. Beyond stupid. Just stop it.”

“...people’s lack of care for their environment”

“...Tree cutting and runoff is destroying the reefs.”

Least Appealing Aspects

Cost (15%)

Cost of Accommodation

“Cost of (secure) accommodation”

“Surprised at high cost of fairly basic accommodation.”

Cost of Telecommunication

“...The cost of internet and phone services.”

Cost of Travel and Activities

“...Also, arriving into Honiara's airport I was told a very high price for driving into town. You could place the agreed taxi fare to town to inform visitors and avoid scams”

“...costs is ridiculous compared to other pacific islands, no value for what we are paying, government obviously does not care for tourism, islanders fighting over ownership and charging ridiculous rates to snorkel around ruins a trip especially when we wanted to see things there.”

“cost/ very high expense, x10 more expensive for dining than Australia or New Zealand.”

Least Appealing Aspects

Other comments

Honiara

“Honiara felt run down and not well looked after.”

“Visible deterioration and poverty in Honiara”

Betel Nut

“The random spitting out of betel nut juice close to us as we walked in public areas.”

Flights, airlines and airports

“Airport lack of facilities plus disruption to flights. Airport toilets were disgusting and filthy.”

Activities and attractions

“How hard it was to organize day trips and to get information, generally, about opportunities while visiting the Solomon Islands. It was very difficult to find a way to SCUBA dive while there, even though I had brought my own gear.”

Suggestions for Improvements



68%

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



- 38% infrastructure
- 22% Flights and airport
- 13% Environment, cleanliness hygiene
- 12% Customs and immigration
- 10% Tours, activities and attractions
- 9% Food and drinks
- 6% Cost and price
- 6% A longer stay
- 4% Tourist and travel information
- 4% Service
- 3% Safety and security
- 3% Accommodation
- 1% Local people
- 1% COVID-19 practices
- 1% Betel Nut consuming

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

Suggestions for Improvements

“Fix the roads.”

“More tourism infrastructure...and information for people looking to get out and explore the different islands”

“roads, attention to detail, lack of street trees, destruction of street trees etc. Put a refund on bottles to help clear rubbish”

“Better airport terminal and immigration process”

“Airport arrival and processing time. Took too long and no air-conditioning in building. It was very hot and took too long to process arrival”

“More tourist organisations! Someone who organises boat trips and scuba diving trips”

Suggestions for Improvements

“More organized outdoor activities”

“Proper rubbish removal and re-cycling”

“The visa on arrival situation needs to be clarified and officers need to be consistent”

“Airfare is too expensive”

“More options for dining and cultural activities after dark”

“Local food in restaurants”

Return to Solomon Islands

89% (90% - 2019)
of visitors indicated that they
would consider
re-visiting Solomon Islands



Main Reasons Not To Return

- Too expensive
- Recent riot
- Environmental pollution
- Infrastructure
- Due to work or other reasons

Reasons not to return to Solomon Islands

“Too expensive to travel to/from Australia. If I would go back it would be to see the Western Provinces and to go scuba diving there.”

“Too expensive compared with other pacific nations.”

“Because of the recent riots”

“Reefs must improve before I come back.”

“Bad infrastructure.”

“I have no reason for another work trip.”

Recommending Solomon Islands

81% (84% - 2019)
of visitors said that they
would recommend the
destination to their family
and friends



Reasons Not To Recommend

- Too expensive
- Infrastructure
- Environmental pollution and rubbish
- Honiara
- Not fully operating

Reason not to Recommend the Solomon Islands

“It would have to be an adventure holiday. There are similar places in the region that are more affordable with better tourism infrastructure.”

“Need to be able to cope with a basic life style, there was no power in the village & travelling was taxing.”

“Not until reefs improve.”

“Unfortunately I have only been in Honiara, which I wouldn't recommend. However, I'm sure exploring other areas would be beautiful though.”

“Not until the tourist infrastructure and tourism operators are operating again.”



Thank You!

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