

# SOLOMON ISLANDS INTERNATIONAL VISITOR SURVEY

## IVS July – December 2022



# Notes

- The Pacific Tourism Data Initiative (PTDI) team would like to thank the Solomon Islands National Statistics Office, Ministry of Culture and Tourism, and Tourism Solomons for supporting this ongoing research.
- The Solomon Islands border was reopened in July 2022. The July to December 2022 Solomon Islands International Visitor Survey (IVS) data set is analysed to help us understand the international visitors' profile and their spending since the border re-opened.
- There is a total of 324 respondents in the July to December 2022 Solomon Islands IVS data set. Within these 324 respondents, 19% of respondents (n=63) are holiday visitors; 51% of respondents (n=165) are business visitors; 20% of respondents (n=65) are VFR visitors; and 10% of respondents (n=31) are out of other purpose of visit. From the market breakdown side, of these 324 respondents, 40% are Australian visitors; 27% are Pacific visitors; 23% are from other countries' visitors; and 9% are New Zealand visitors.
- The IVS includes: (1) the overall view of July to December 2022 Solomon Islands IVS results; (2) the market breakdown results in this period; and (3) the Purpose of Visit (PoV) breakdown results in this period.
- All general reports and data mining reports from the Solomon Islands IVS are available at:

[Pacific Tourism Data Initiative - AUT](#)

## July to December 2022 Respondents



Total number of valid e-mails sent: **3,107**

Conversion Rate of **10.4%**



Total number of responses: **324**



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

# Contents



Visitor Characteristics



Visitor Expenditure



Satisfaction & Activities



Covid Responses & Comments



General Feedback





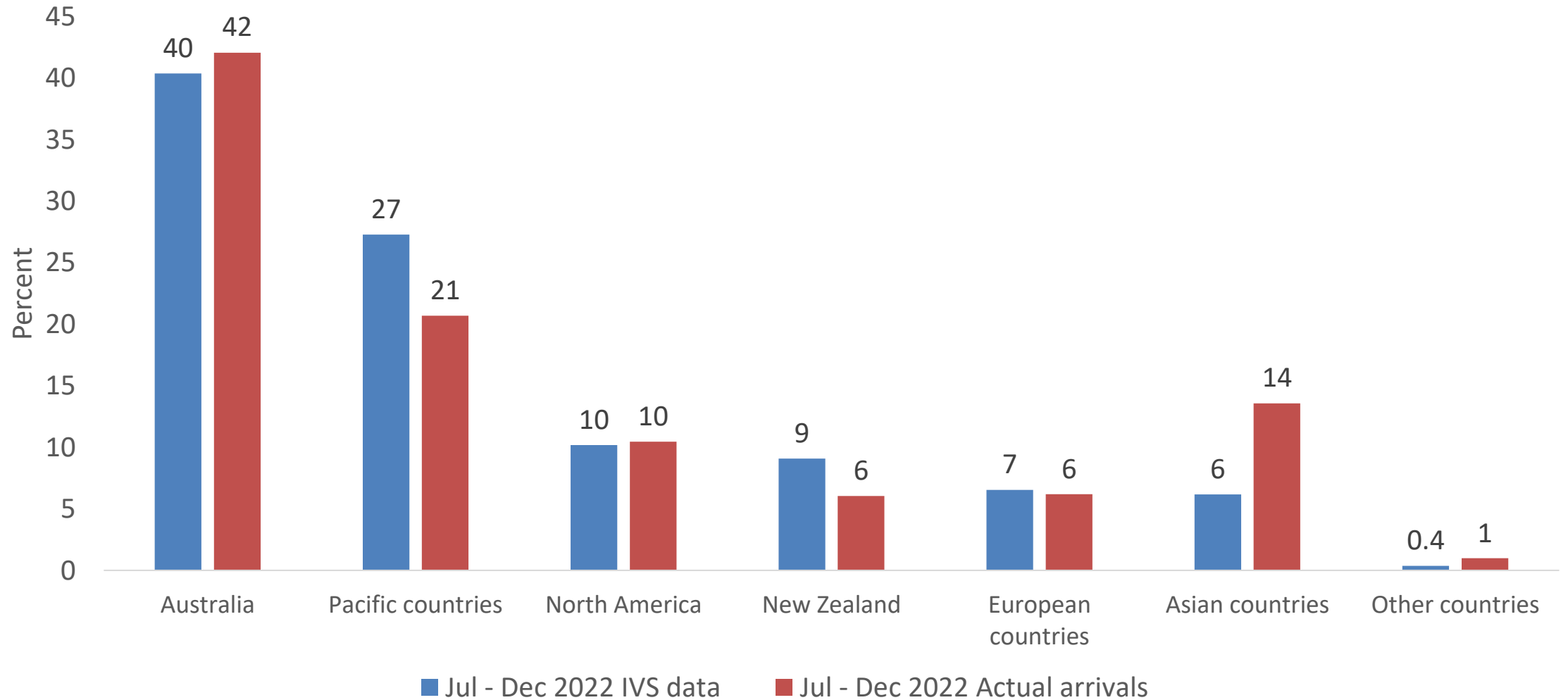
**Solomon Islands IVS**

# VISITOR CHARACTERISTICS



*Note: Total IVS July to December responses N=324.*

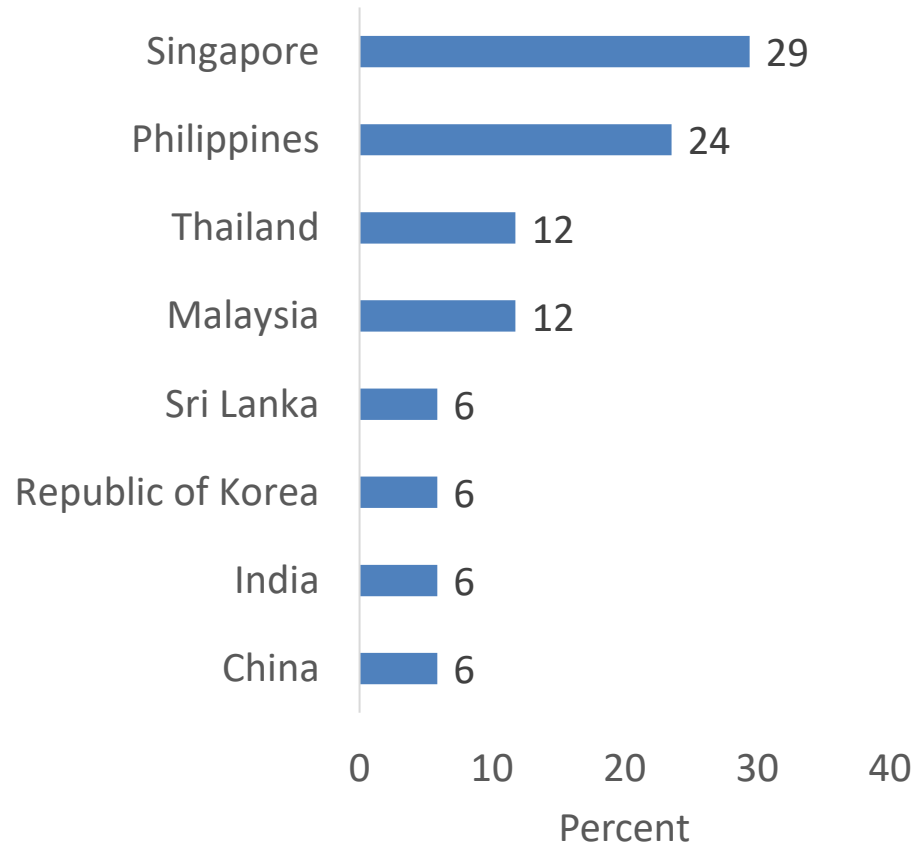
# Country of Origin



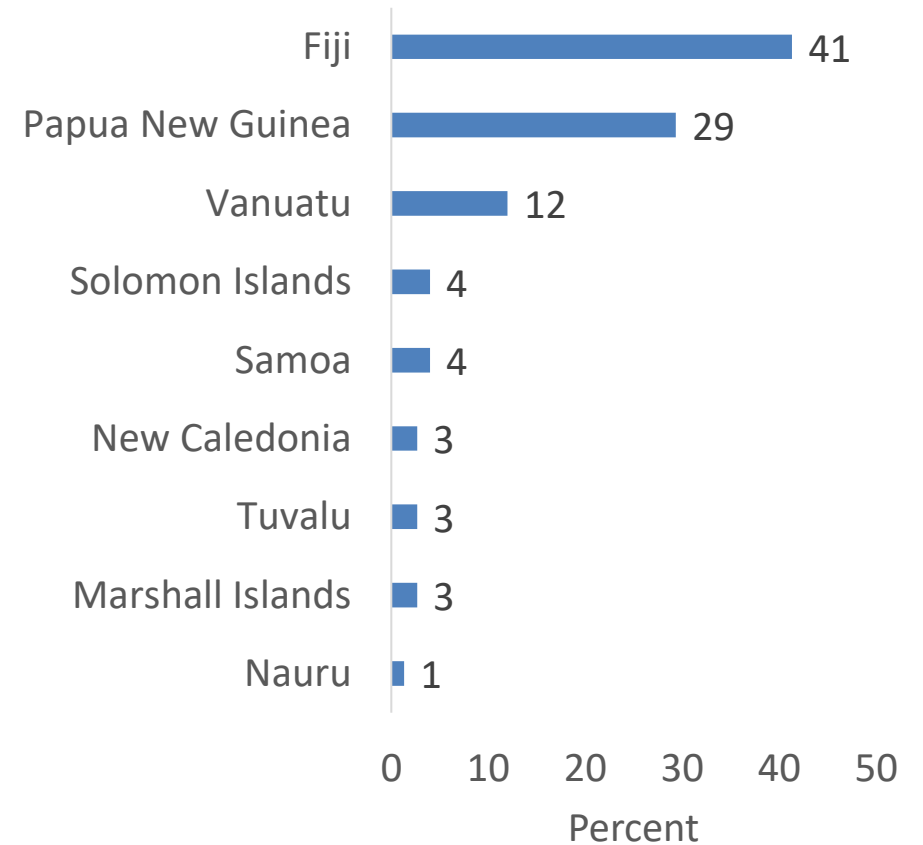
\* July to December 2022 visitor actual arrivals data is from Solomon Islands National Statistics Office.

# Country of Origin

## Asia (n=17)

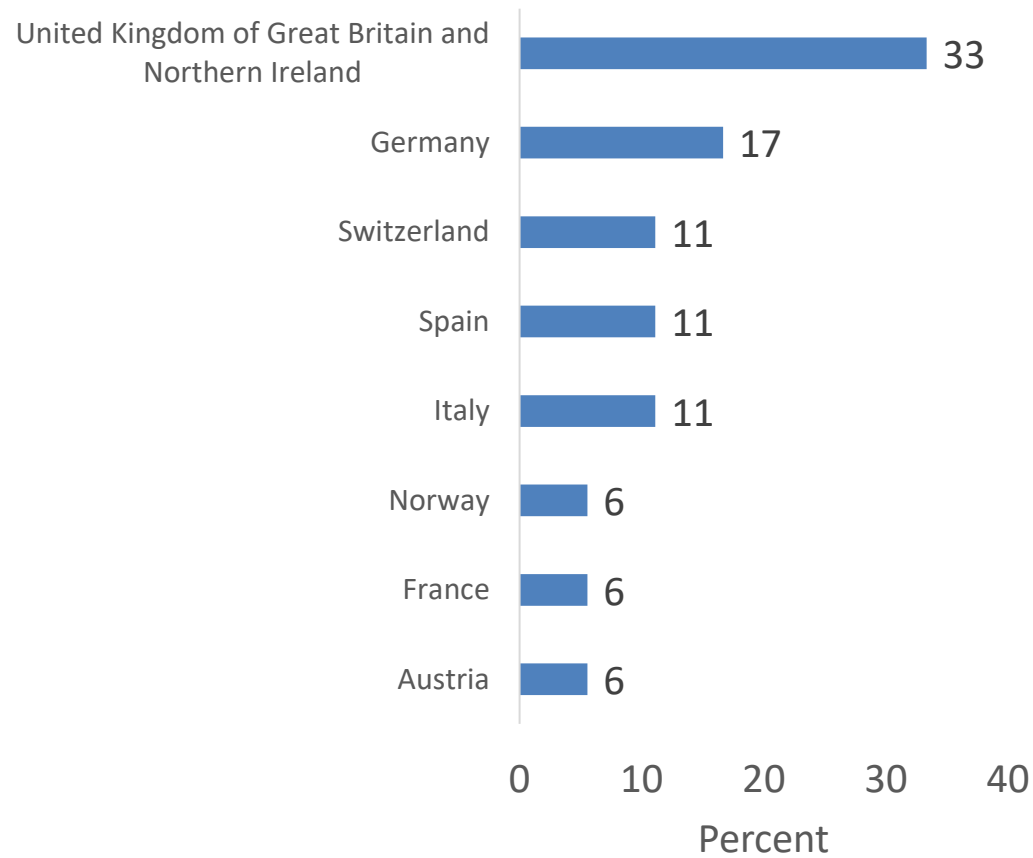


## Pacific countries (n=75)

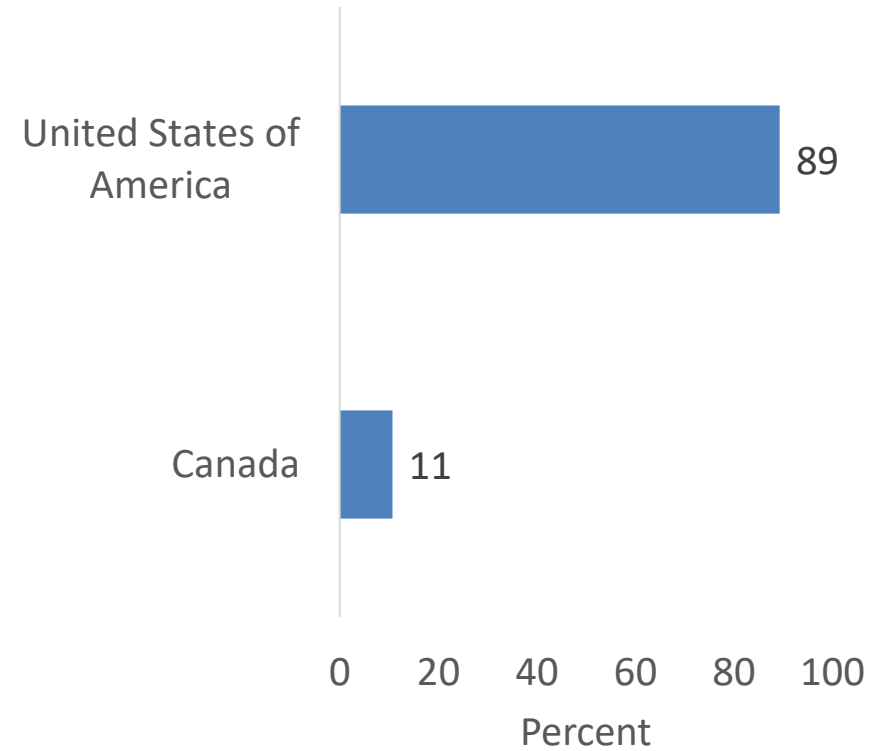


# Country of Origin

## Europe (n=18)

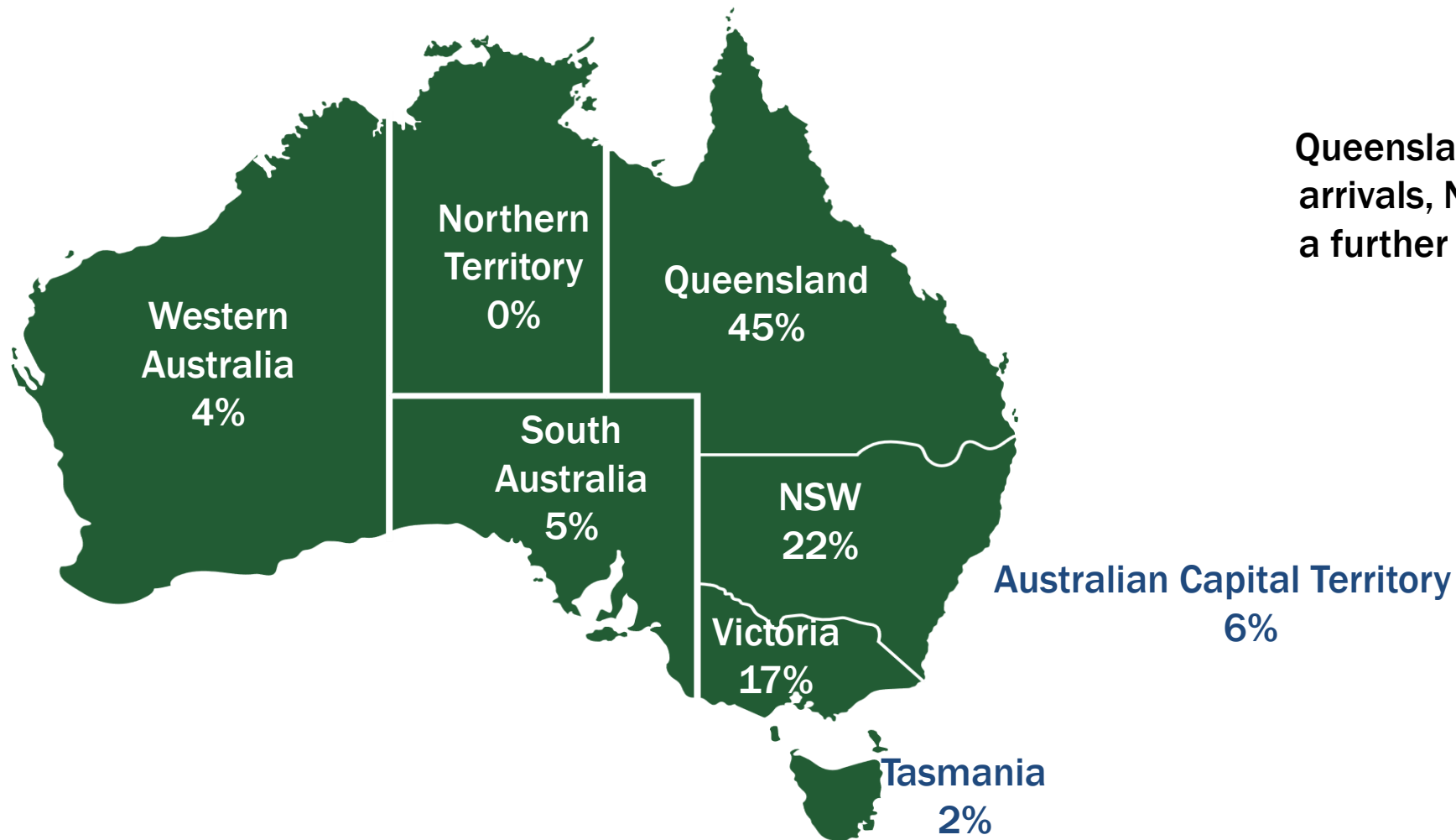


## North America (n=28)



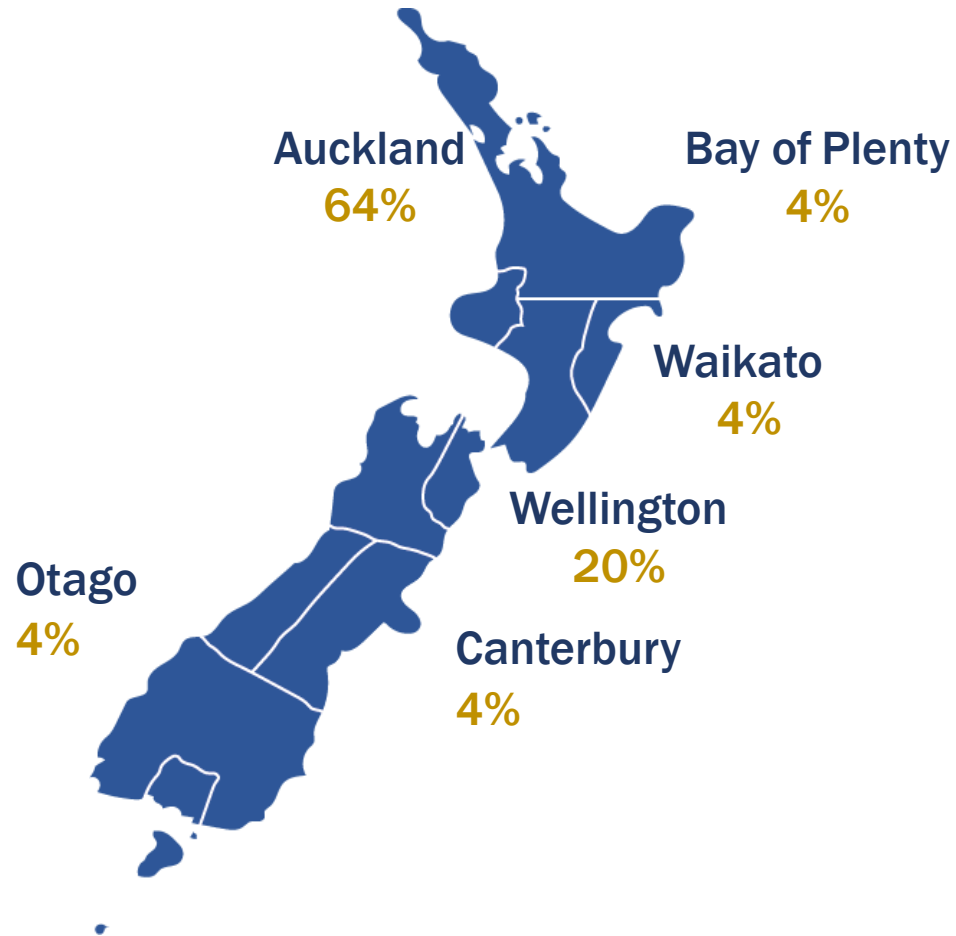


# Australian Respondents



Queensland accounts for **45%** of all arrivals, New South Wales and Victoria a further **39%** of Australian arrivals.

# New Zealand Respondents



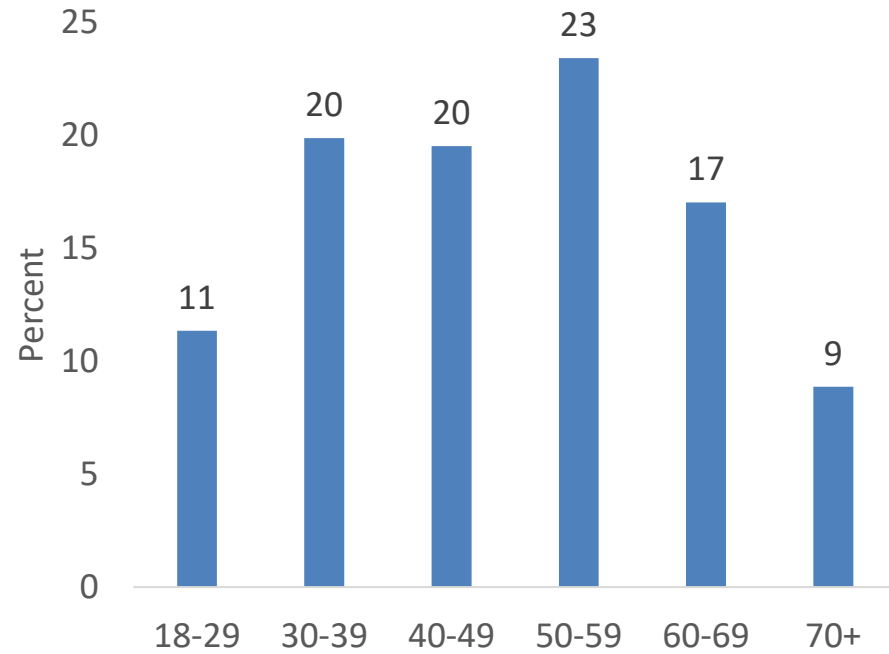
Auckland and Wellington make up **84%** of all New Zealand visitor arrivals

*Note: The sample size of NZ visitor is 25 in total.*

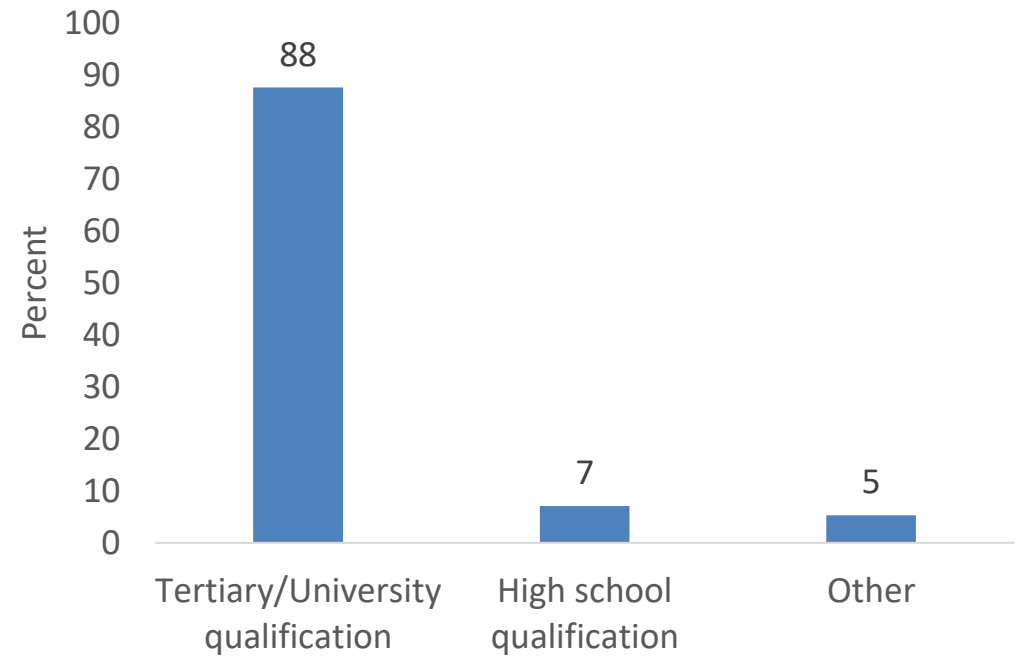
*Note: Only major areas included.*

# Visitor Characteristics

## Age Distribution

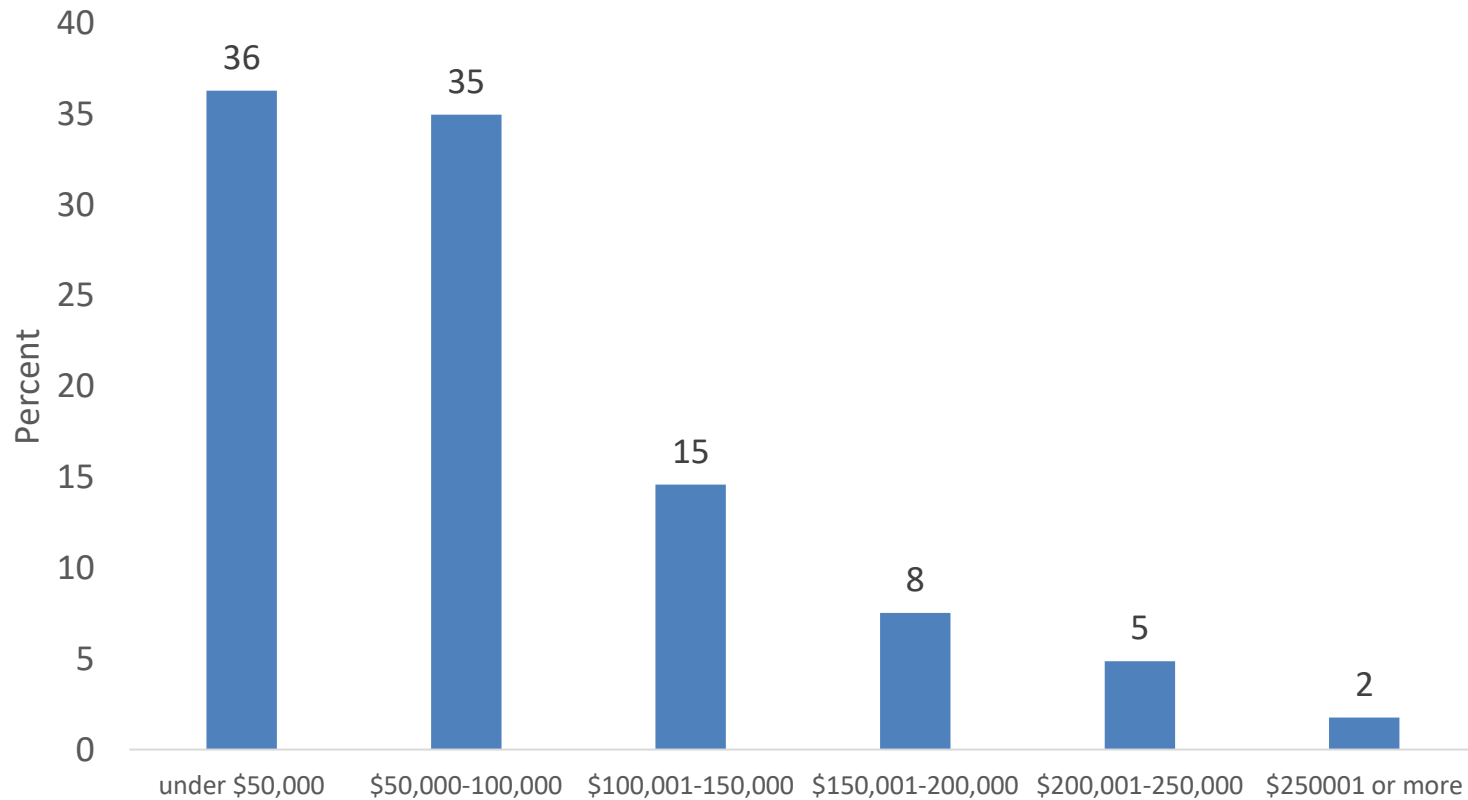


## Highest Qualification



# Visitor Characteristics

## Annual Household Income (US\$)

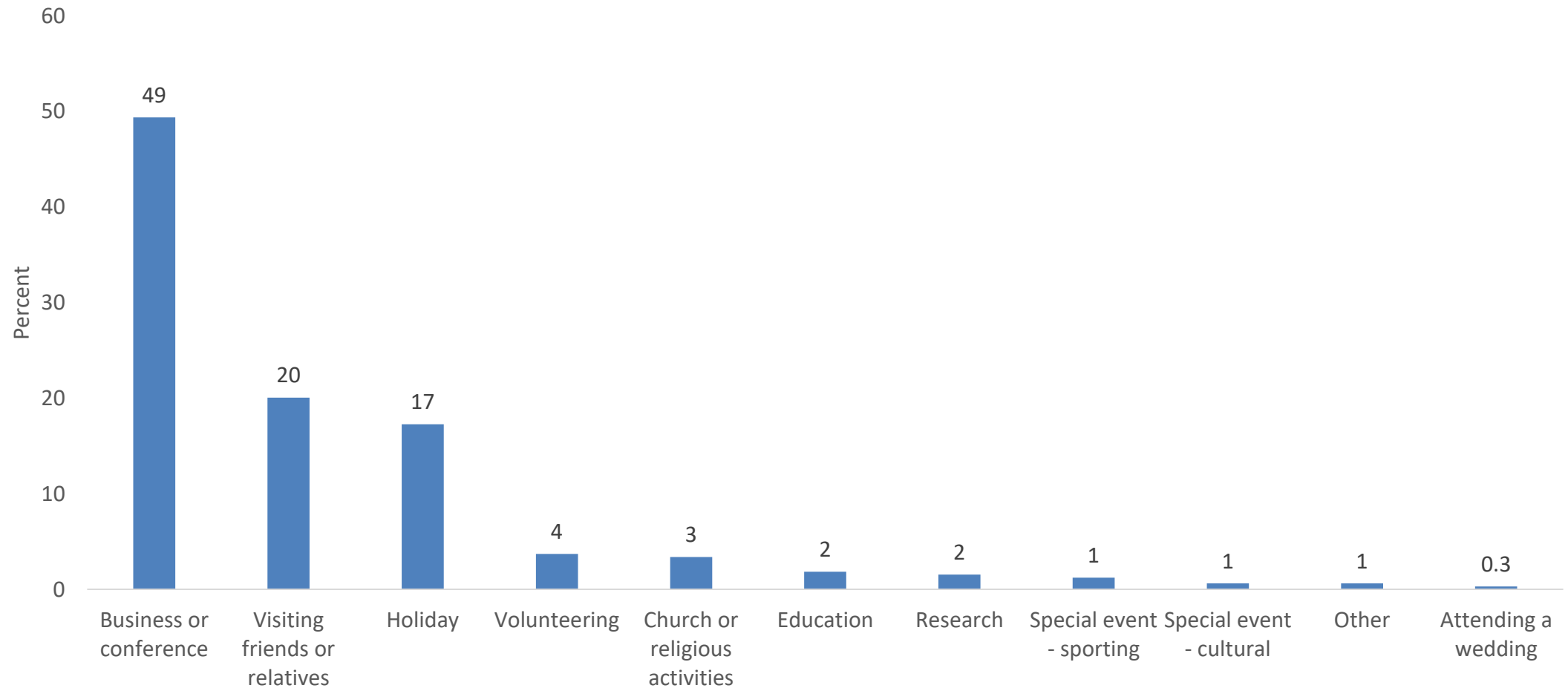


Average Annual Household  
Income

**\$82,251**

# Visitor Characteristics

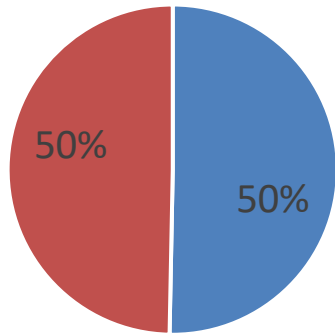
## Main Purpose of Visit



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

# Visitor Characteristics

## Travel Companions

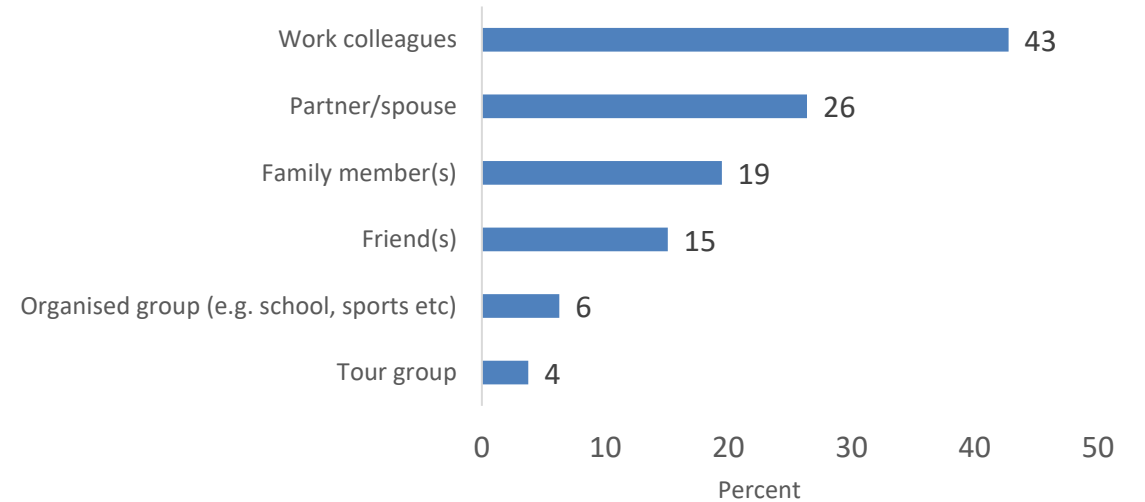


■ Yes ■ No

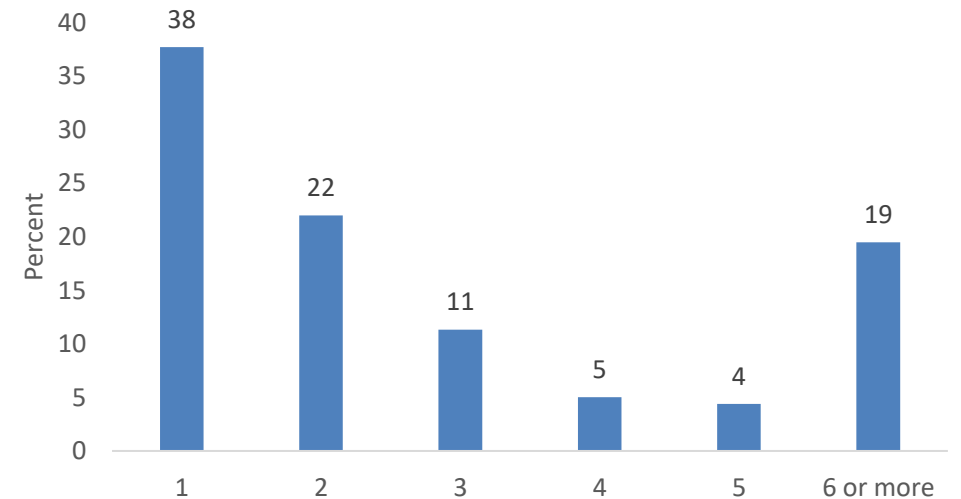
**50%** with others

**Another 50%** of visitors travelled to Solomon Islands by themselves

## Travel with\*



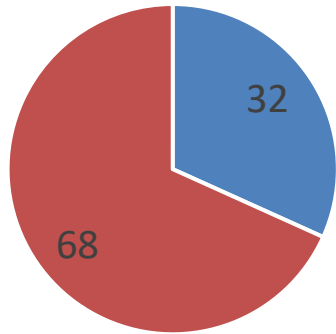
## Number of Companions



*Note: Numbers may not sum to 100% due to rounding.  
\*: Multiple responses, therefore total does not add up to 100%.*

# Visitor Characteristics – Holiday Visitors

## Travel Companions

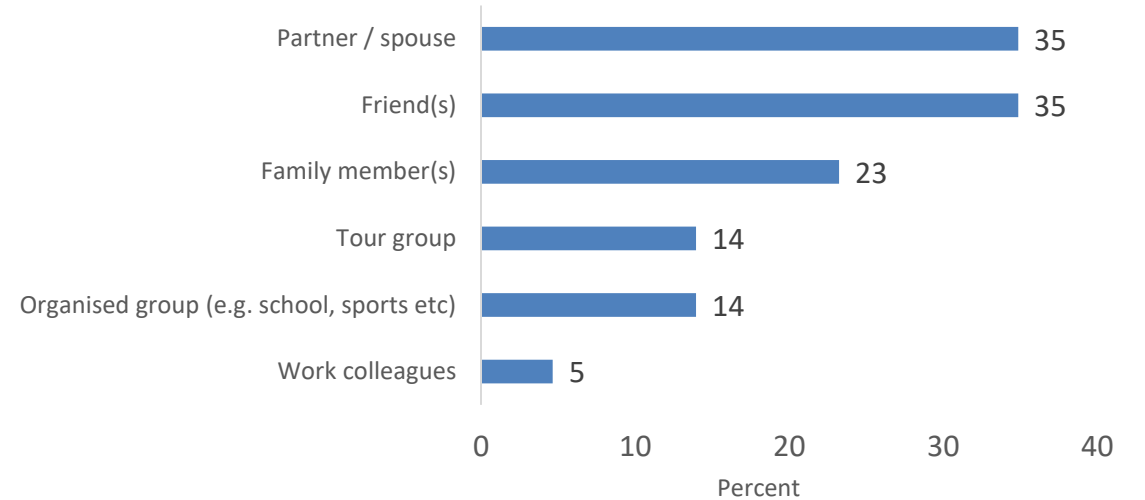


■ Yes ■ No

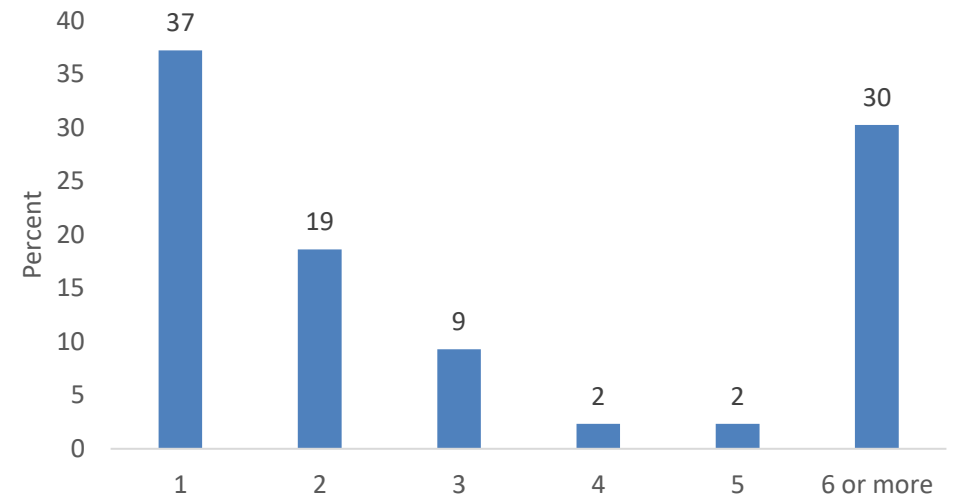
**32%** with others

**Another 68%** of visitors travelled to Solomon Islands by themselves

## Travel with\*



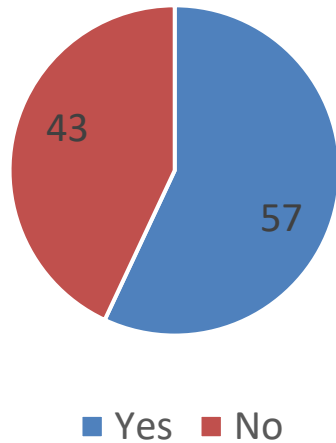
## Number of Companions



*Note: Numbers may not sum to 100% due to rounding.  
\*: Multiple responses, therefore total does not add up to 100%.*

# Visitor Characteristics – Business Visitors

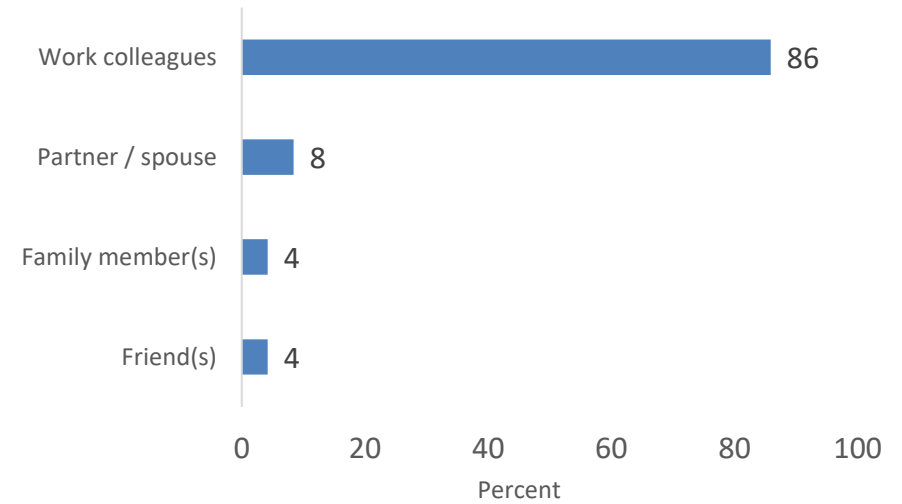
## Travel Companions



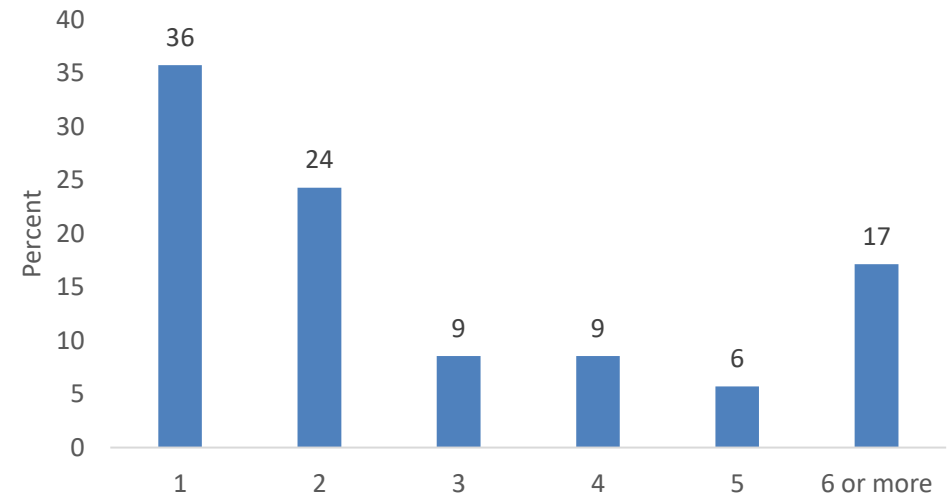
**57%** with others

**Another 43%** of visitors travelled to Solomon Islands by themselves

## Travel with\*



## Number of Companions

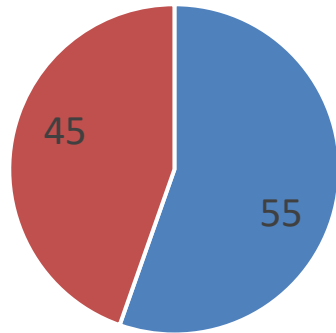


*Note: Numbers may not sum to 100% due to rounding.  
\*: Multiple responses, therefore total does not add up to 100%.*



# Visitor Characteristics – VFR Visitors

## Travel Companions

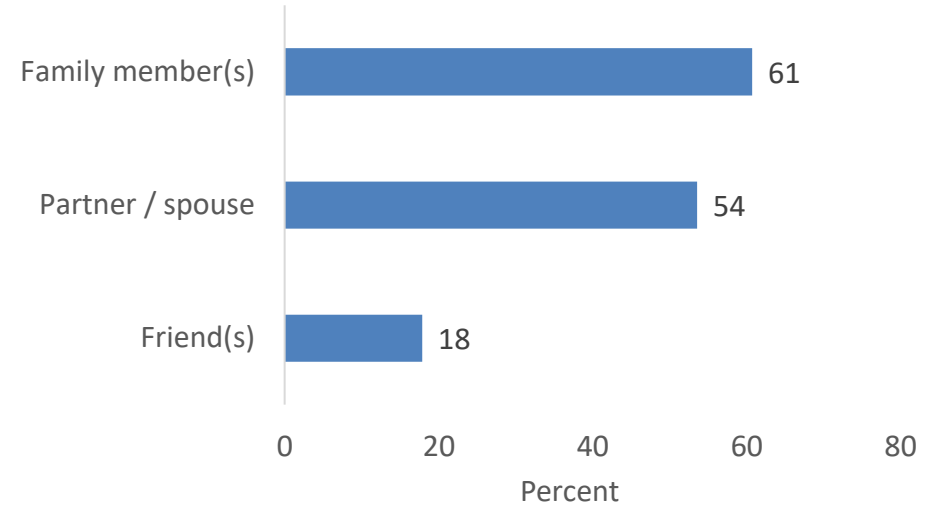


■ Yes ■ No

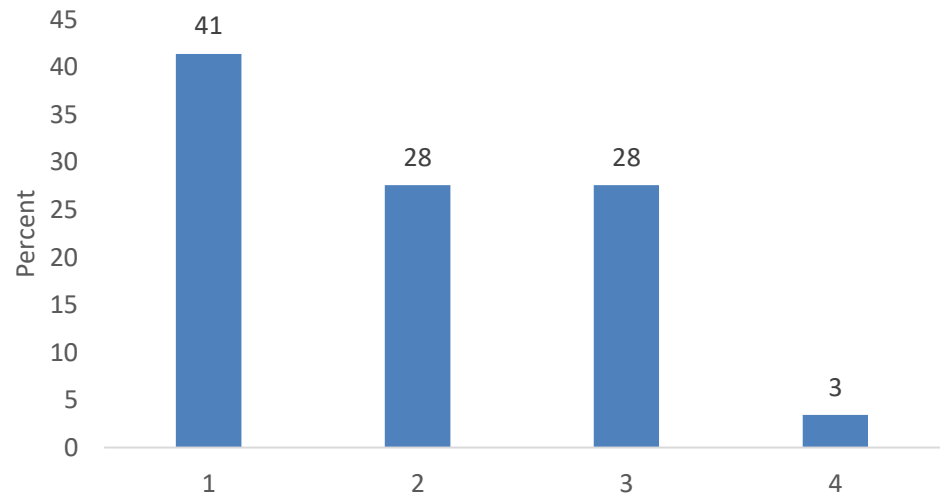
**55%** with others

Another **45%** of visitors travelled to Solomon Islands by themselves

## Travel with\*

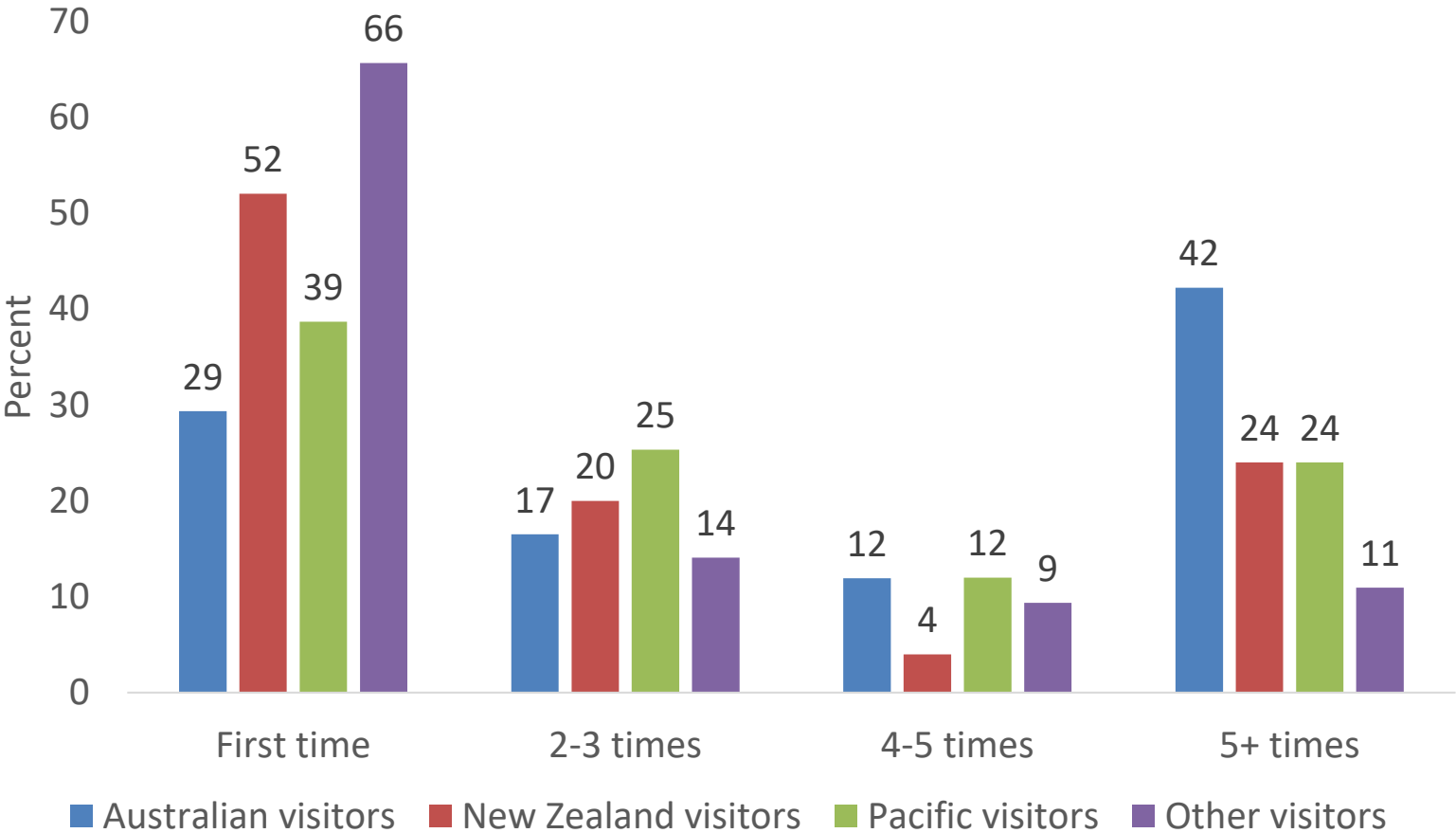


## Number of Companions



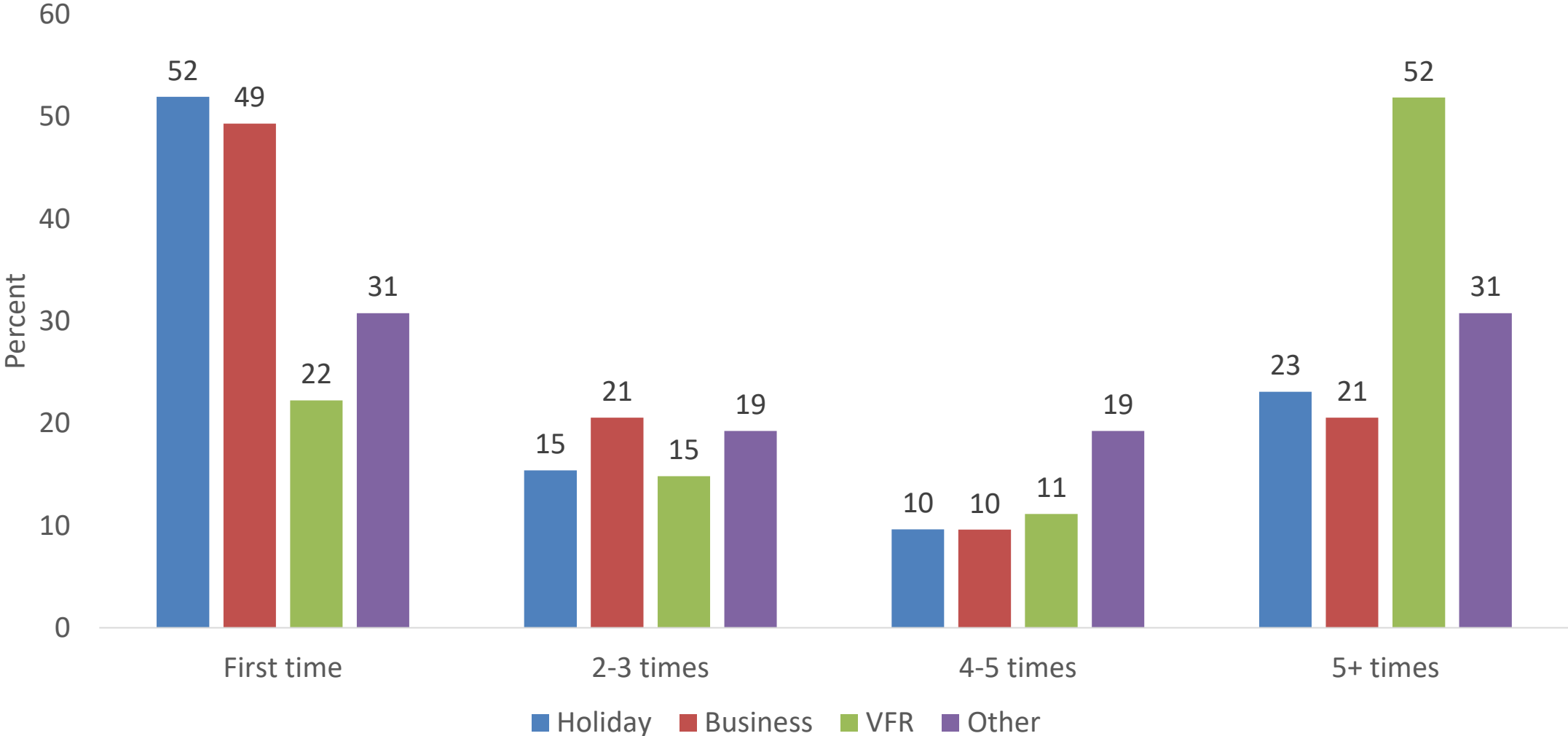
Note: \* Multiple responses, therefore total does not add up to 100%.

# Previous Visits (including most recent)



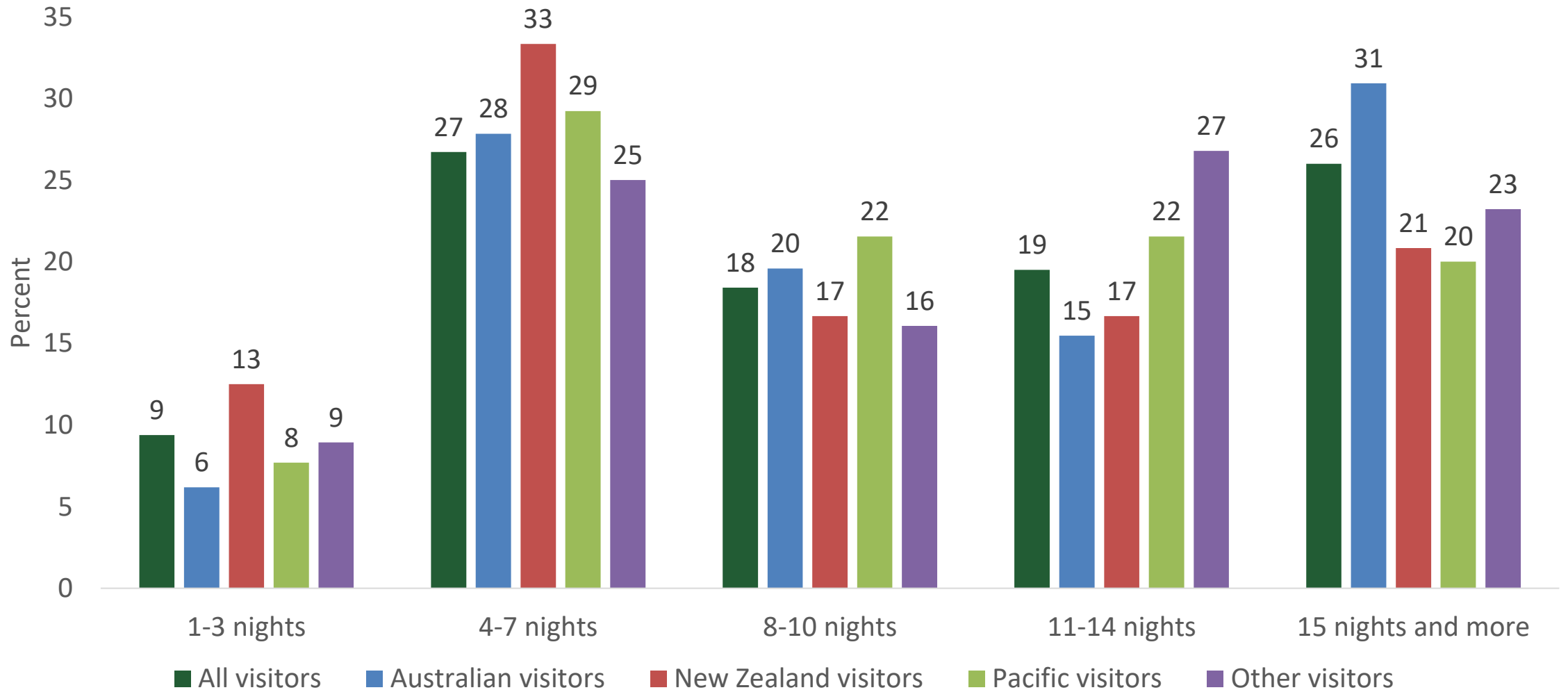
All visitors	
43%	First time
18%	2 or 3 times
11%	4 or 5 times
28%	5+ times

# Previous Visits (including most recent)



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

# Length of Stay



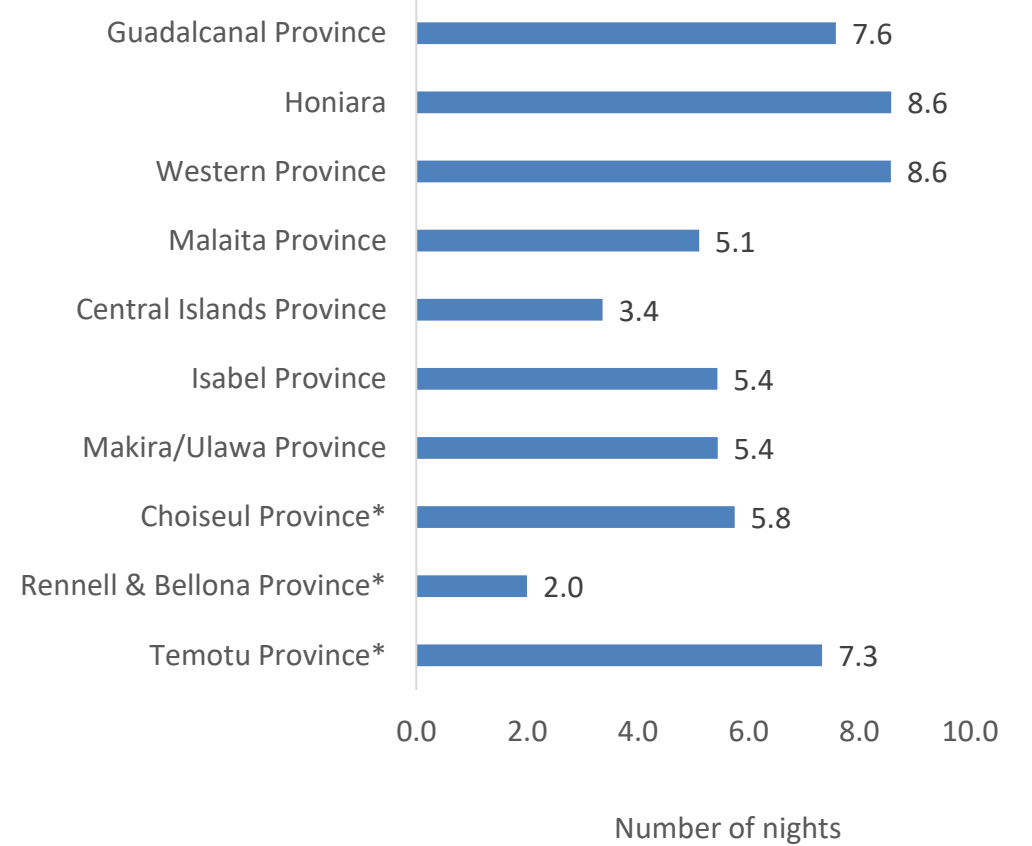
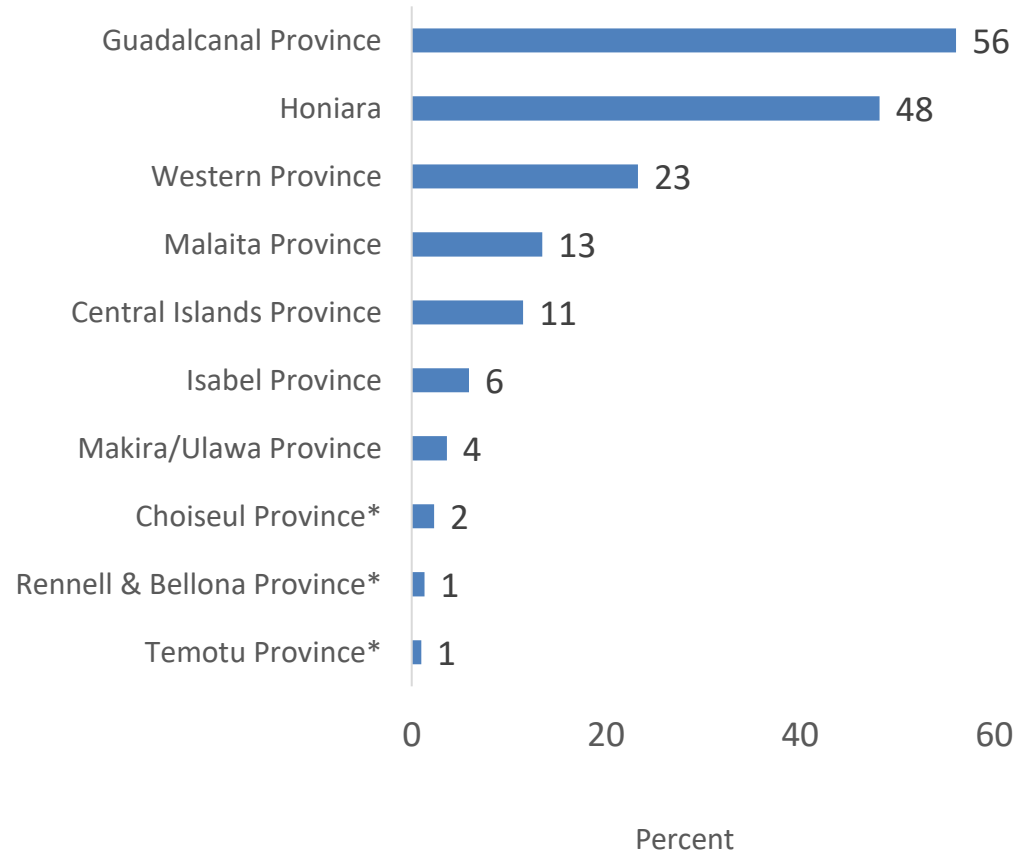
Note: 31+ days (including 31) were considered as outliers and removed from the analysis.

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

## Length of Stay – breakdown

	<b>All visitors</b>	<b>Australia visitors</b>	<b>New Zealand visitors</b>	<b>Pacific visitors</b>	<b>Other visitors</b>	<b>Holiday visitors</b>	<b>Business visitors</b>	<b>VFR visitors</b>
Mean (nights)	11.6	12.3	10.1	11.2	10.8	11.1	9.5	15.2
Median (nights)	10.0	10.0	8.0	9.0	10.5	10.0	8.0	14.0

# Provinces Visited and Provincial Length of Stay



\*: N < 10.

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

# Provinces Visited and Provincial Length of Stay

## Holiday and Business visitors

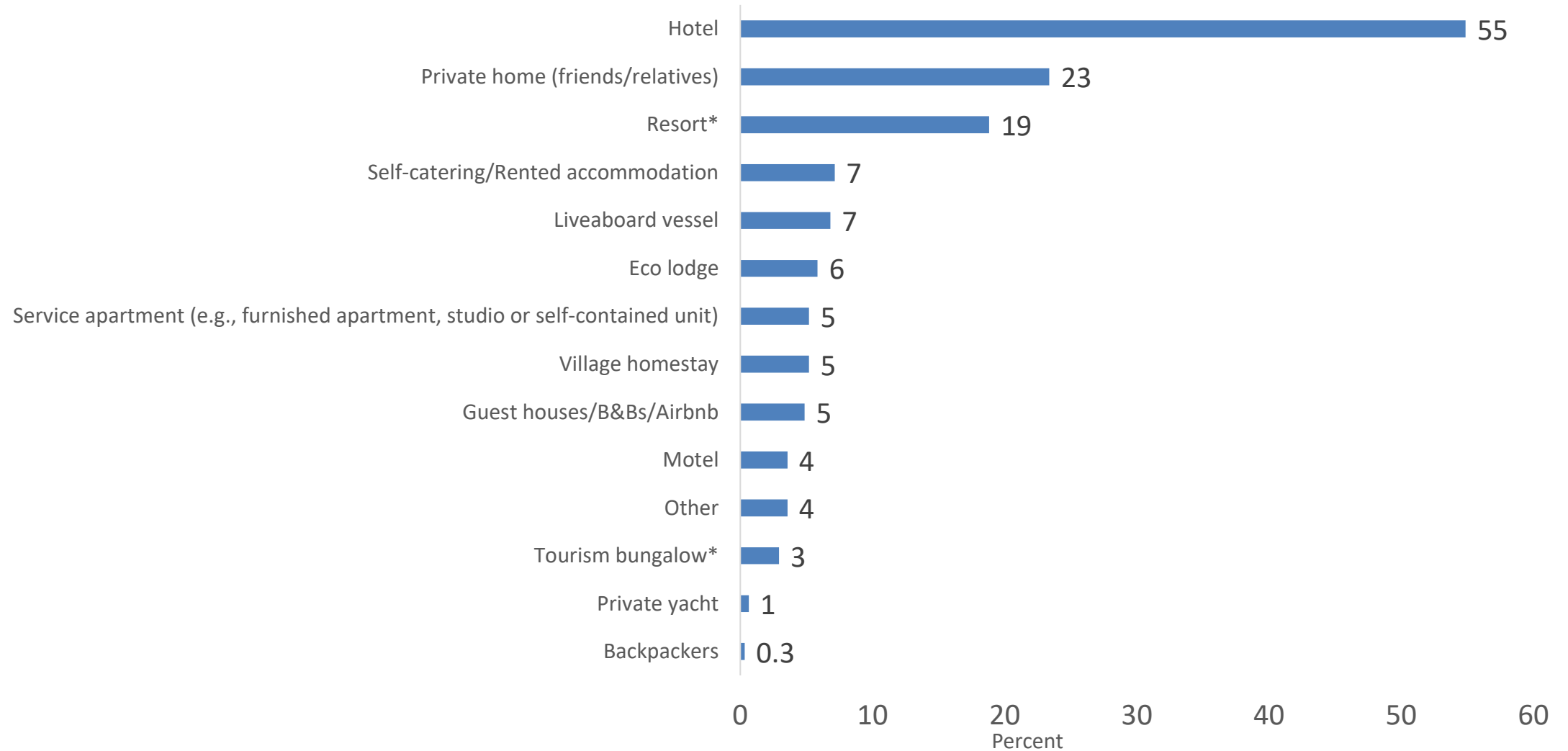
	Holiday visitors (%)	Business visitors (%)
Guadalcanal Province	59	52
Western Province	59	10*
Central Islands Province	24*	8*
Honiara	19*	59
Isabel Province	9**	5**
Malaita Province	7**	11*
Makira/Ulawa Province	5**	4**
Rennell & Bellona Province	3**	1**
Choiseul Province	2**	3**
Temotu Province	2**	

	Holiday visitors (Nights)	Business visitors (Nights)
Guadalcanal Province	6.1	7.6
Western Province	7.6	7.5
Central Islands Province	4.9	1.7
Honiara	4.7	8.4
Isabel Province	11.0	2.5
Malaita Province	4.3	2.6
Makira/Ulawa Province	2.5	6.5
Rennell & Bellona Province	3.0	1.0
Choiseul Province	10.0	4.0
Temotu Province	2.0	

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

\*: n < 20.      \*\*: n < 10.

# Types of Accommodation Used



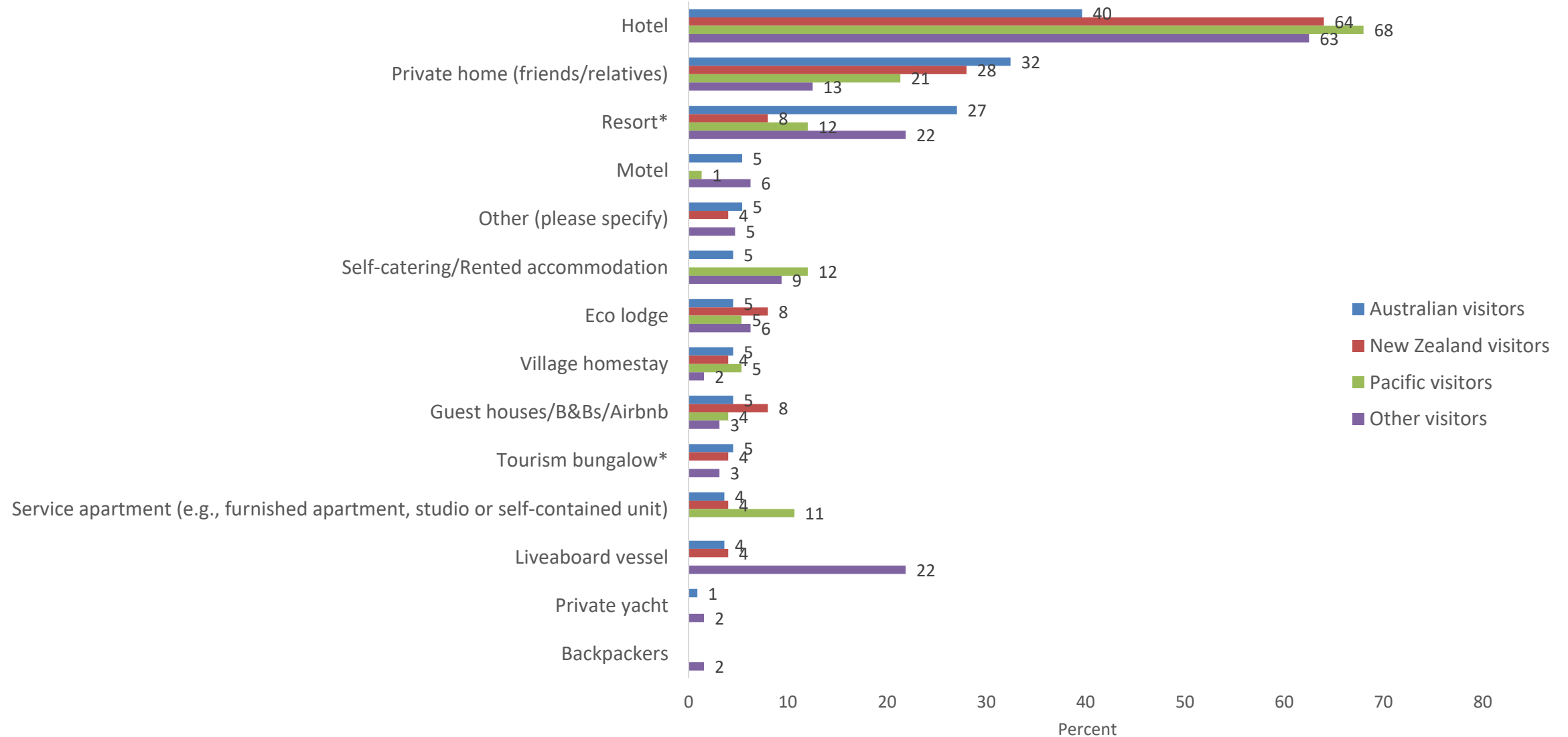
\*: New items added in 2022.

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



# Types of Accommodation Used

## Market breakdown

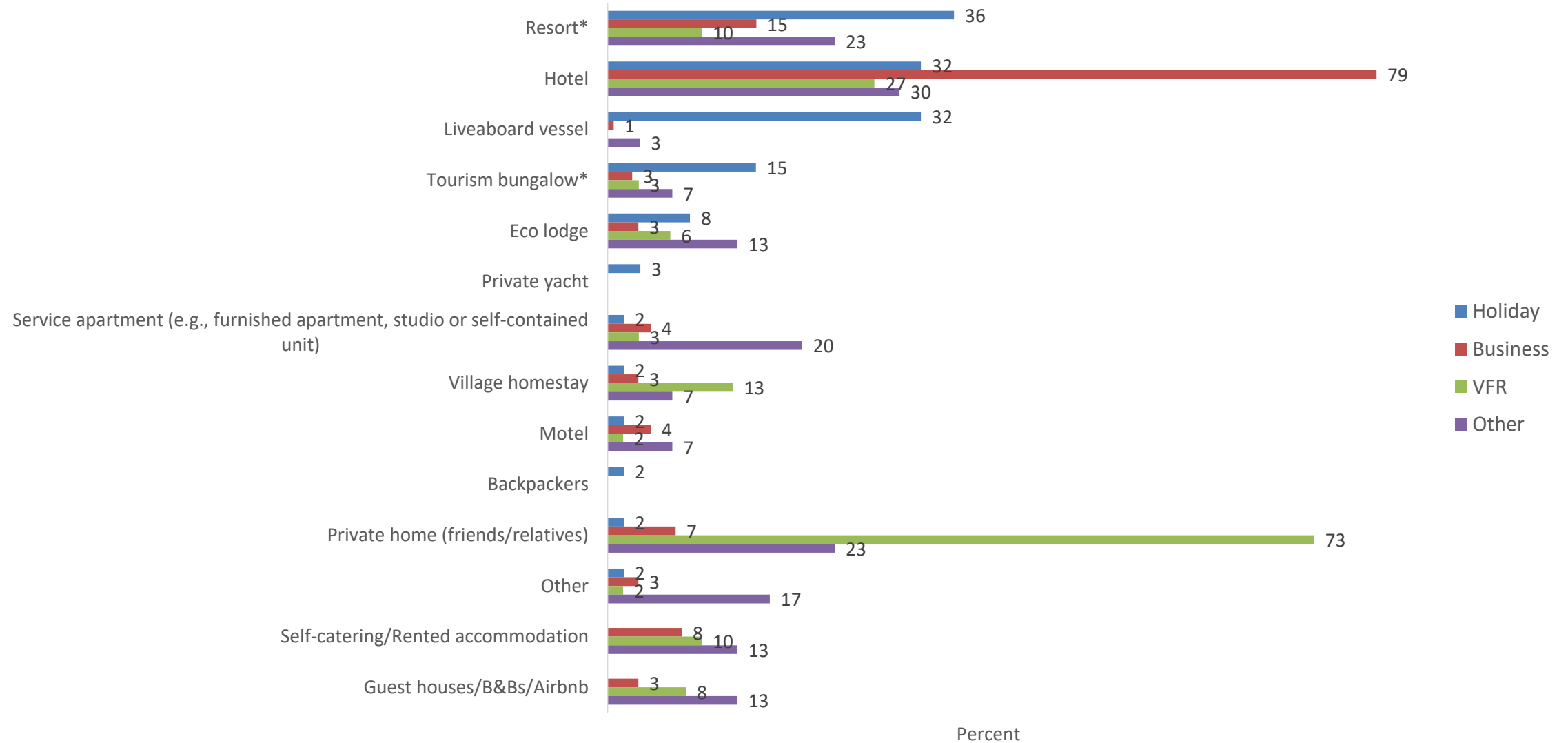


\*: New items added in 2022.

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

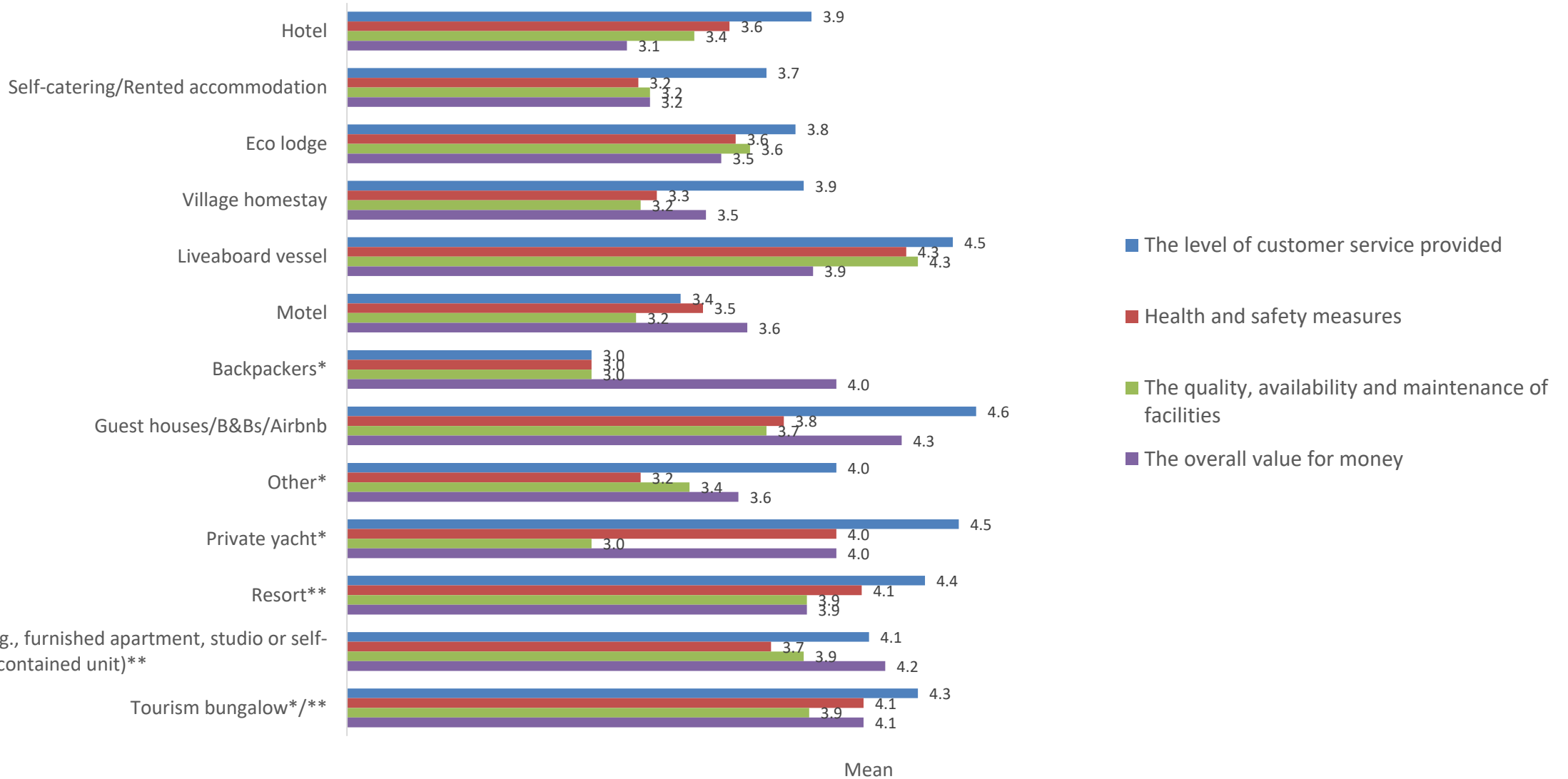
# Types of Accommodation Used

## PoV breakdown



\*: New items added in 2022.  
 Note: Multiple responses, therefore total does not add up to 100%.

# Satisfaction with Accommodation Used

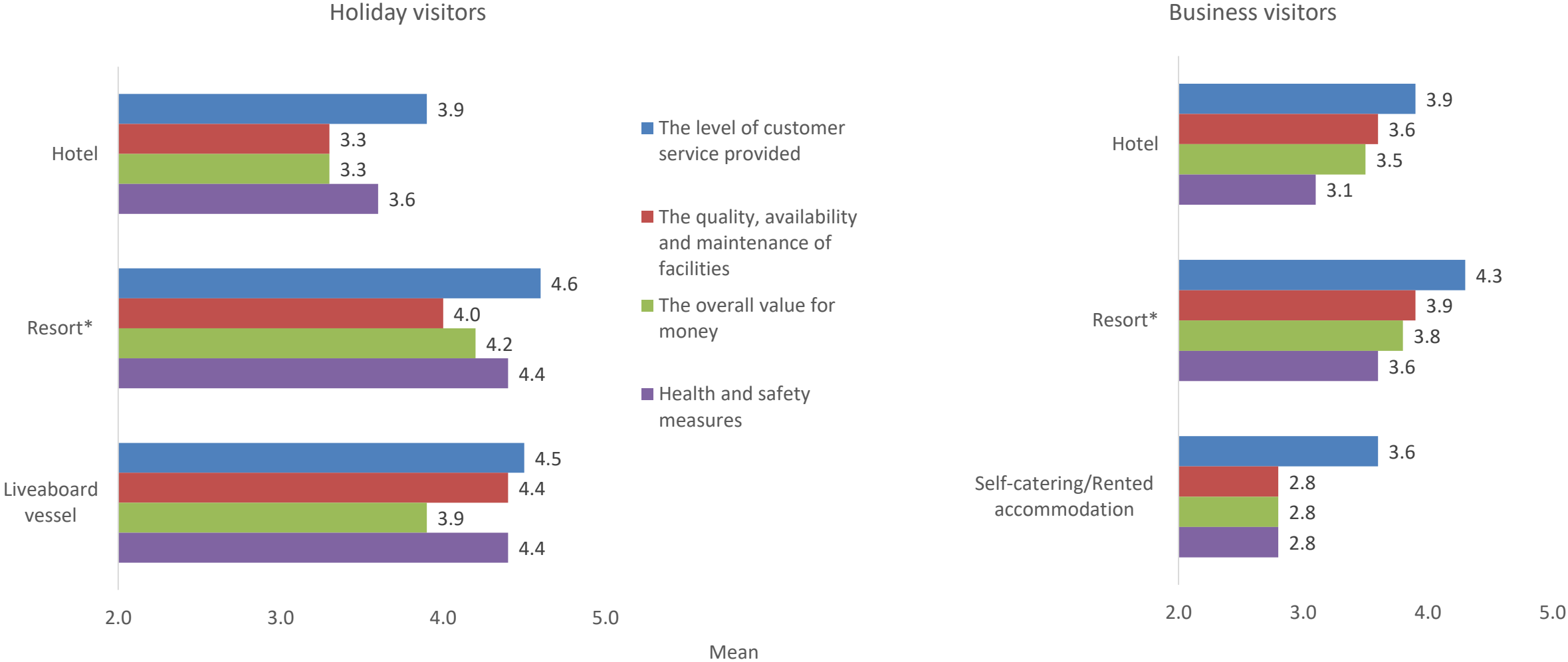


\*: N<10

\*\* : New items added in 2022

# Satisfaction with Accommodation Used

## PoV breakdown



Note: Only list n > 10 options

\*: New items added in 2022

# Destinations and Airlines – All Visitors

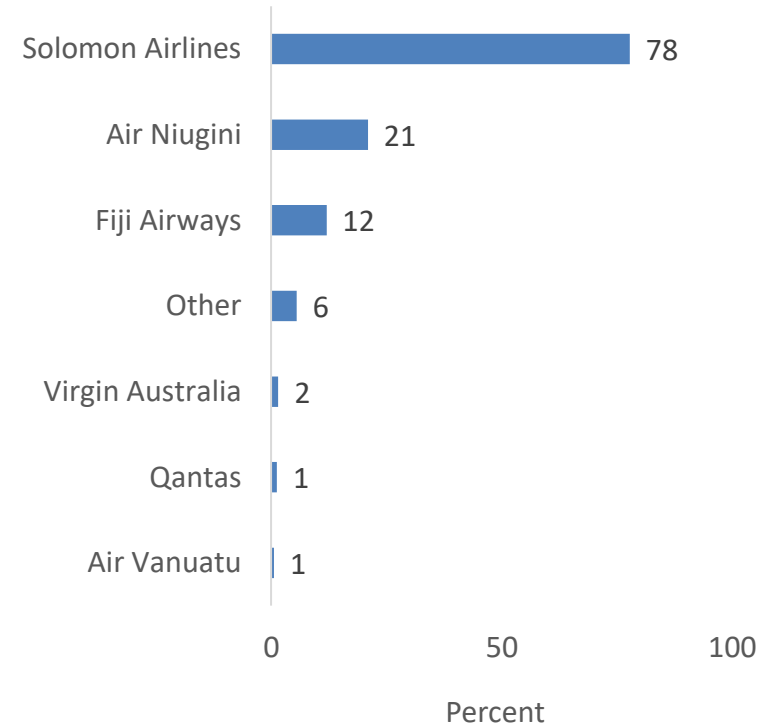
For **26%** of all visitors, Solomon Islands is part of a larger journey. Among this group, other destinations included:



- 36% Australia
- 24% Fiji
- 16% Vanuatu
- 8% PNG
- 4% Asia
- 4% New Zealand

For **74%** of visitors, Solomon Islands is the sole destination on their trip.

## Airlines\*



# Destinations and Airlines – Holiday Visitors

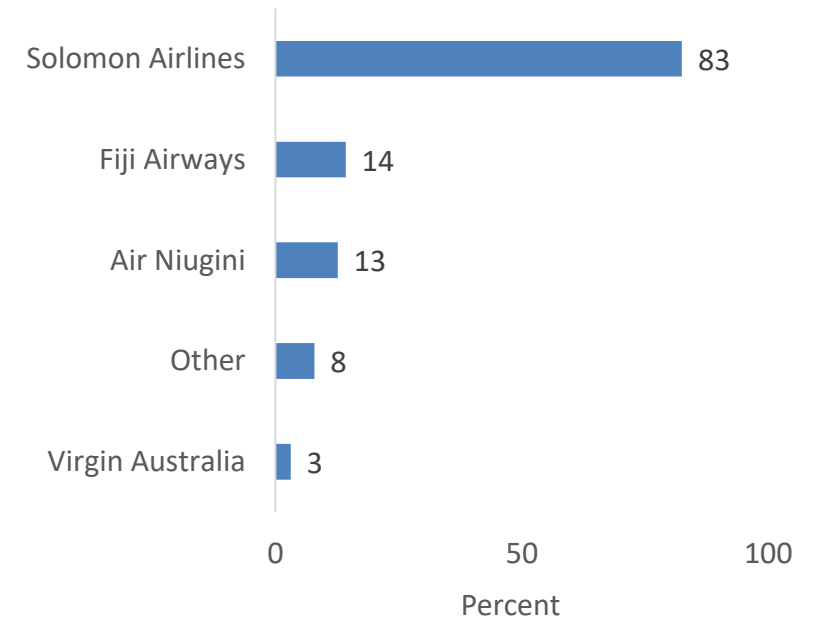
For **37%** of holiday visitors, Solomon Islands is part of a larger journey. Among this group, other destinations included:



- 47% Australia
- 31% Fiji
- 26% Vanuatu
- 21% PNG
- 21% Other Pacific nations

For **63%** of holiday visitors, Solomon Islands is the sole destination on their trip.

## Airlines Used



# Destinations and Airlines – Business Visitors

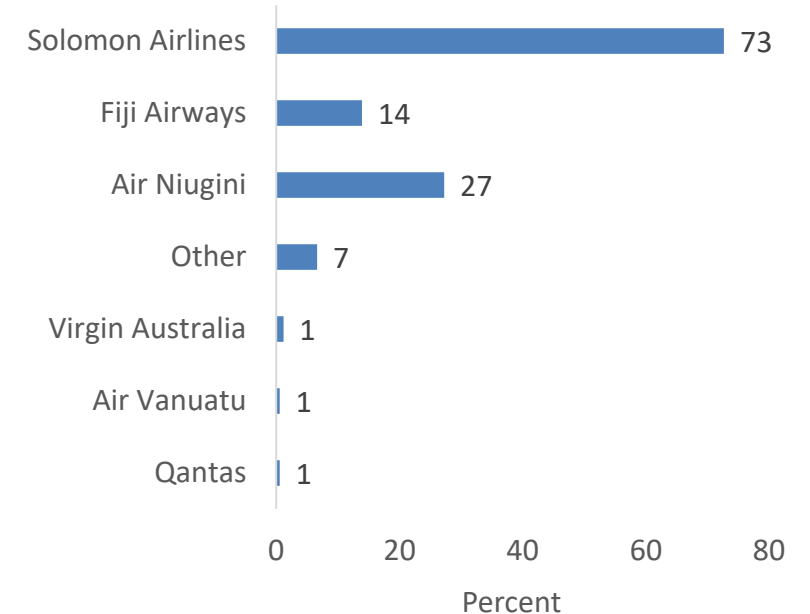
For **37%** of business visitors, Solomon Islands is part of a larger journey. Among this group other destinations included:



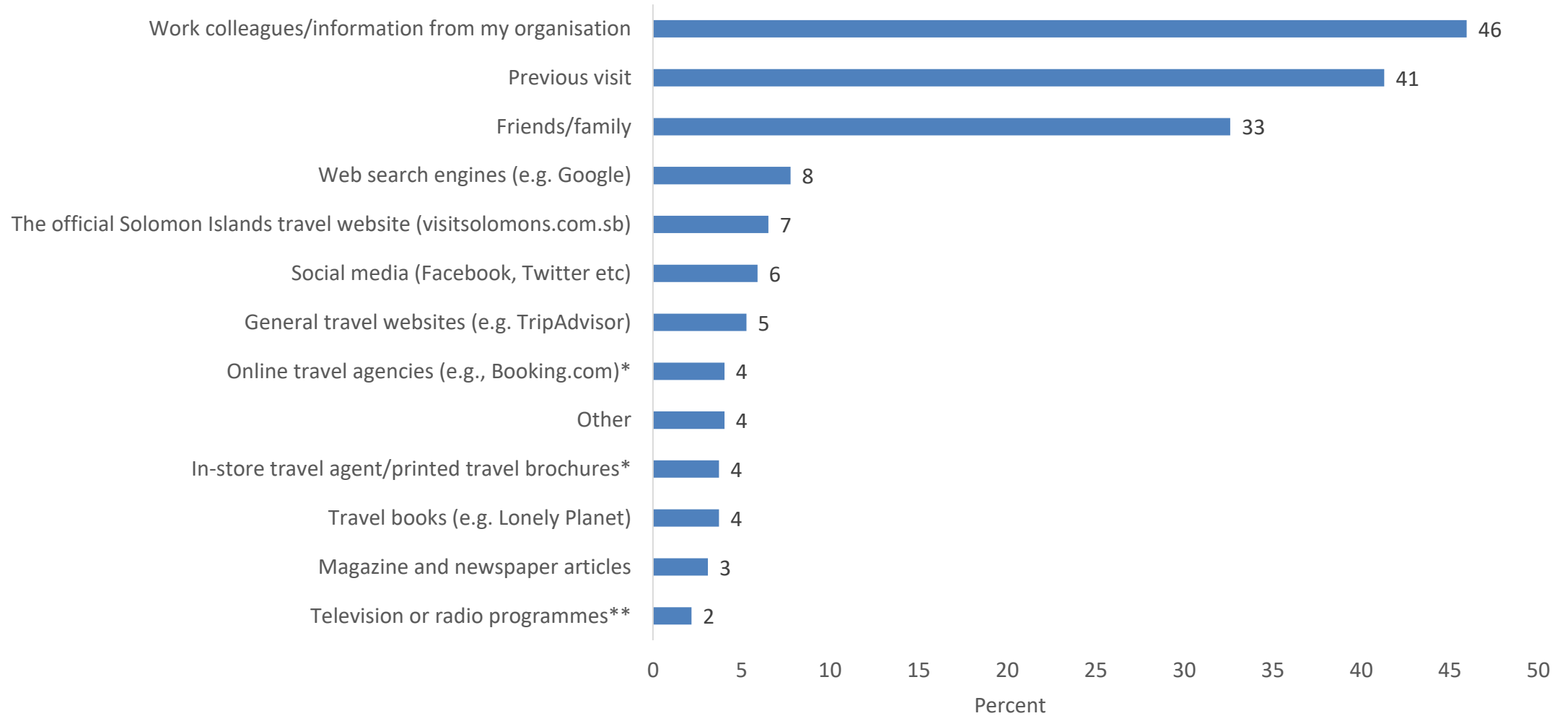
- 50% Australia
- 35% Fiji
- 25% Vanuatu
- 10% PNG

For **73%** of business visitors, Solomon Islands is the sole destination on their trip.

## Airlines Used



# How Did You Find Out About Solomon Islands?



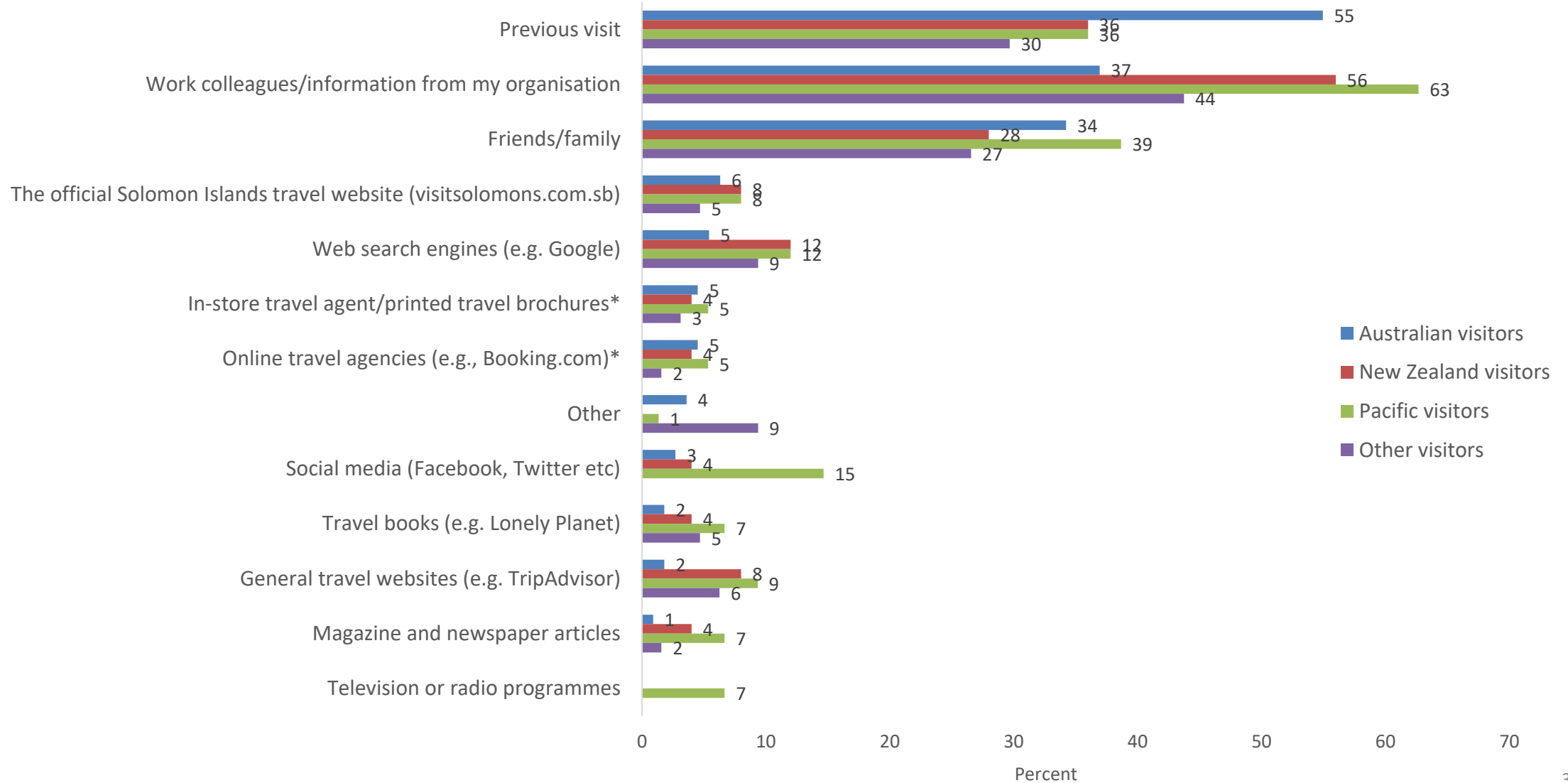
\*: New items added in 2022. \*\*: N<10

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



# How Did You Find Out About Solomon Islands?

## Market breakdown

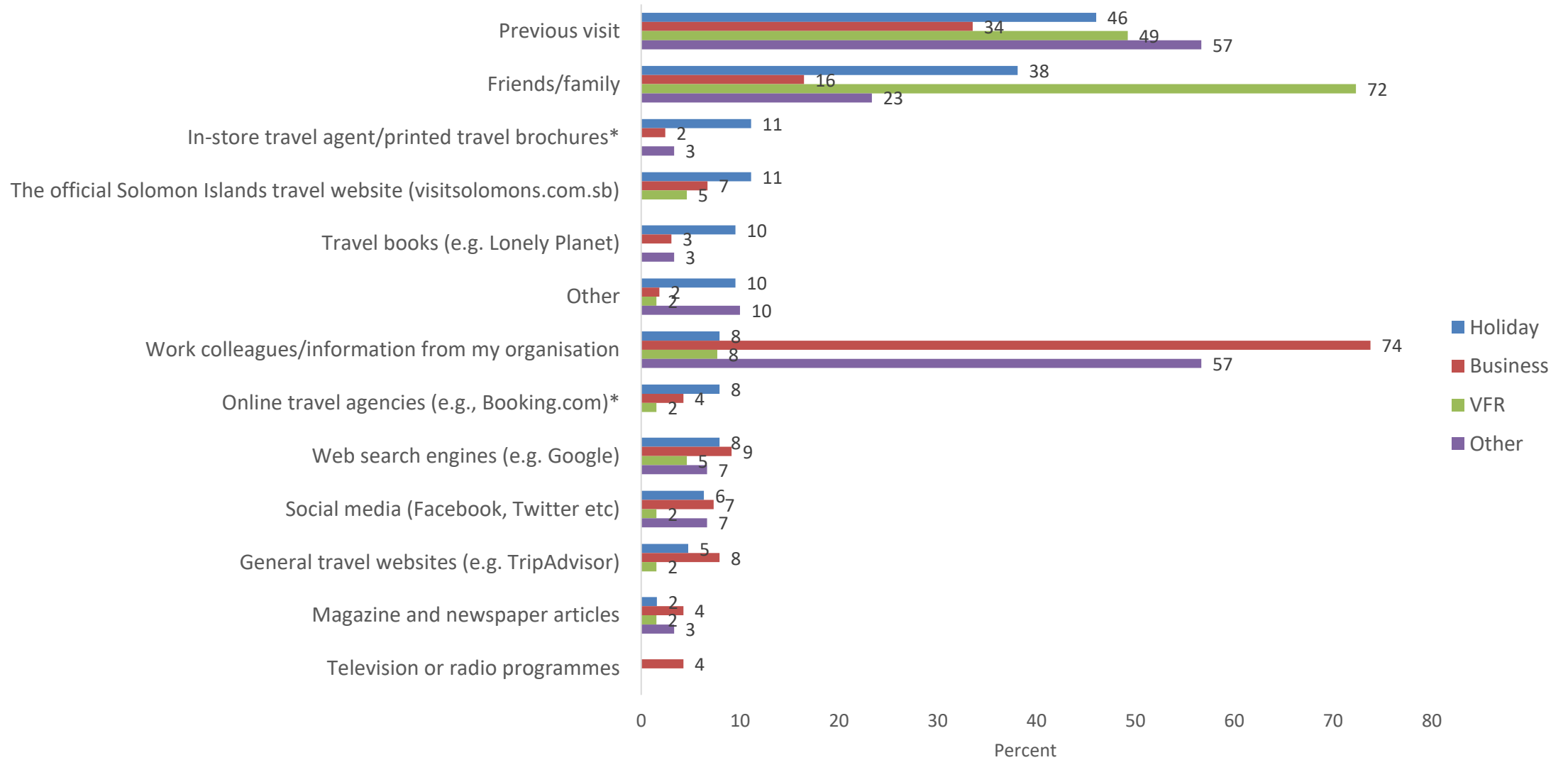


\*: New items added in 2022.

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

# How Did You Find Out About Solomon Islands?

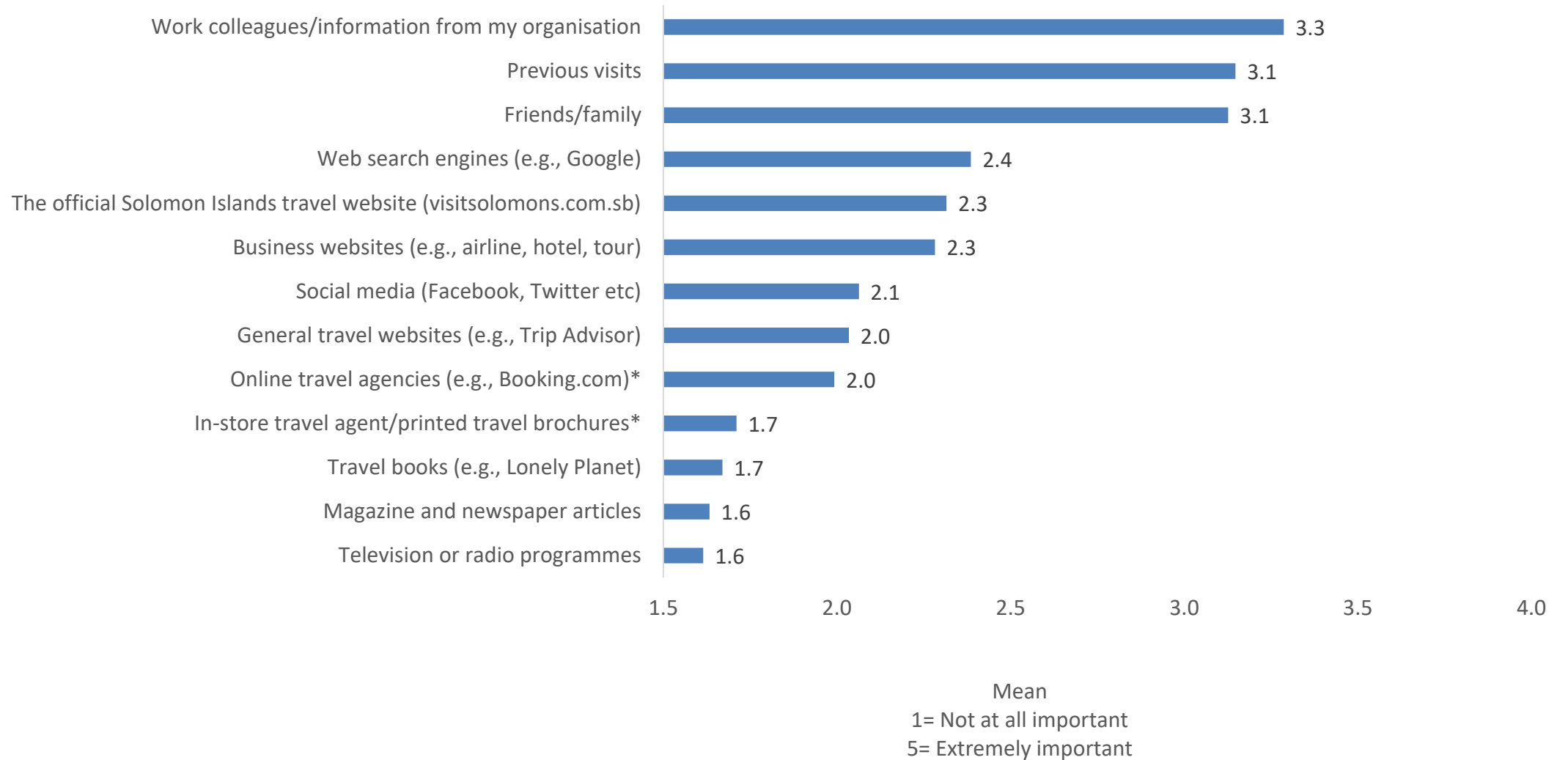
## PoV breakdown



\*: New items added in 2022.

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

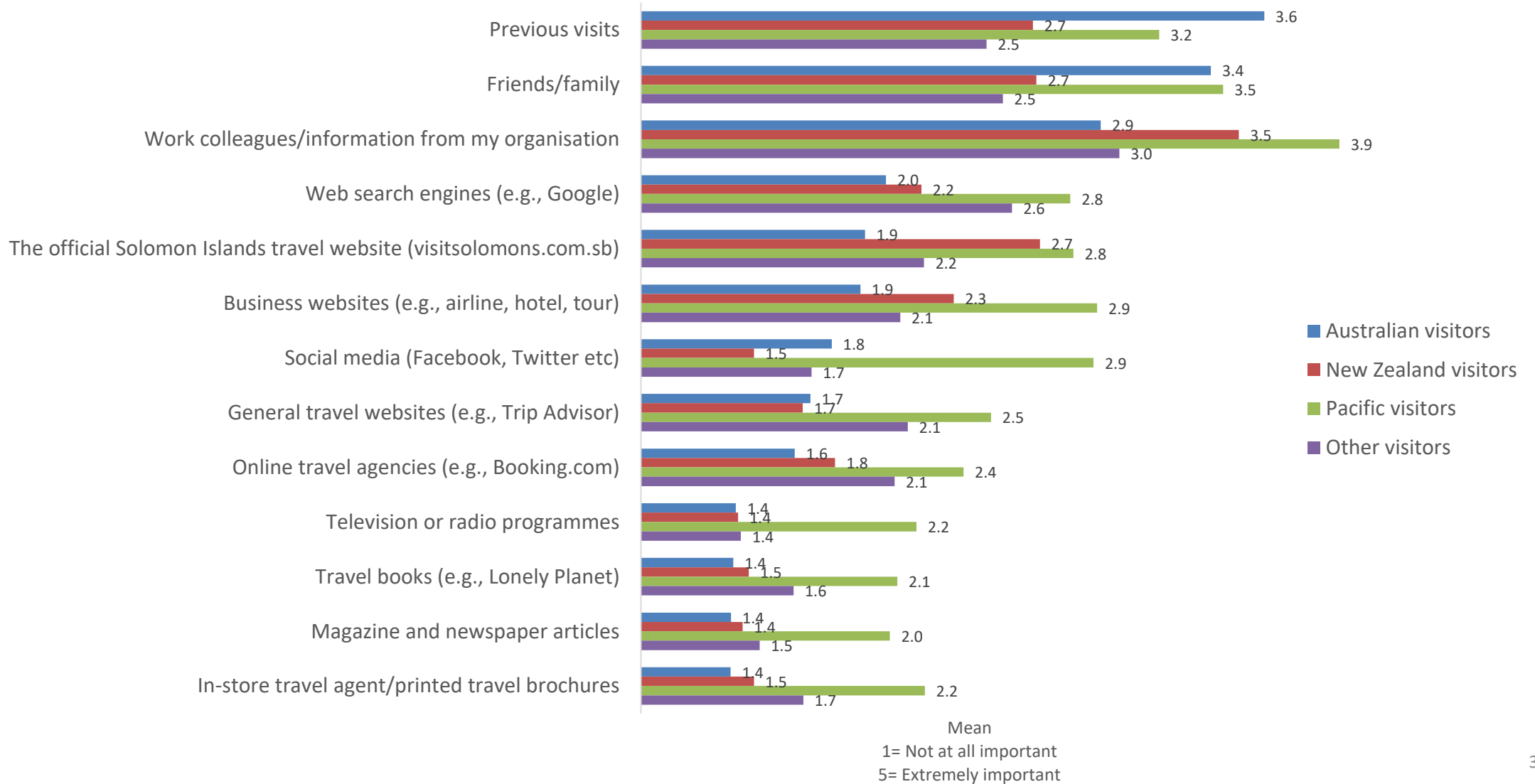
# Importance of Source of Information



\*: New items added in 2022.

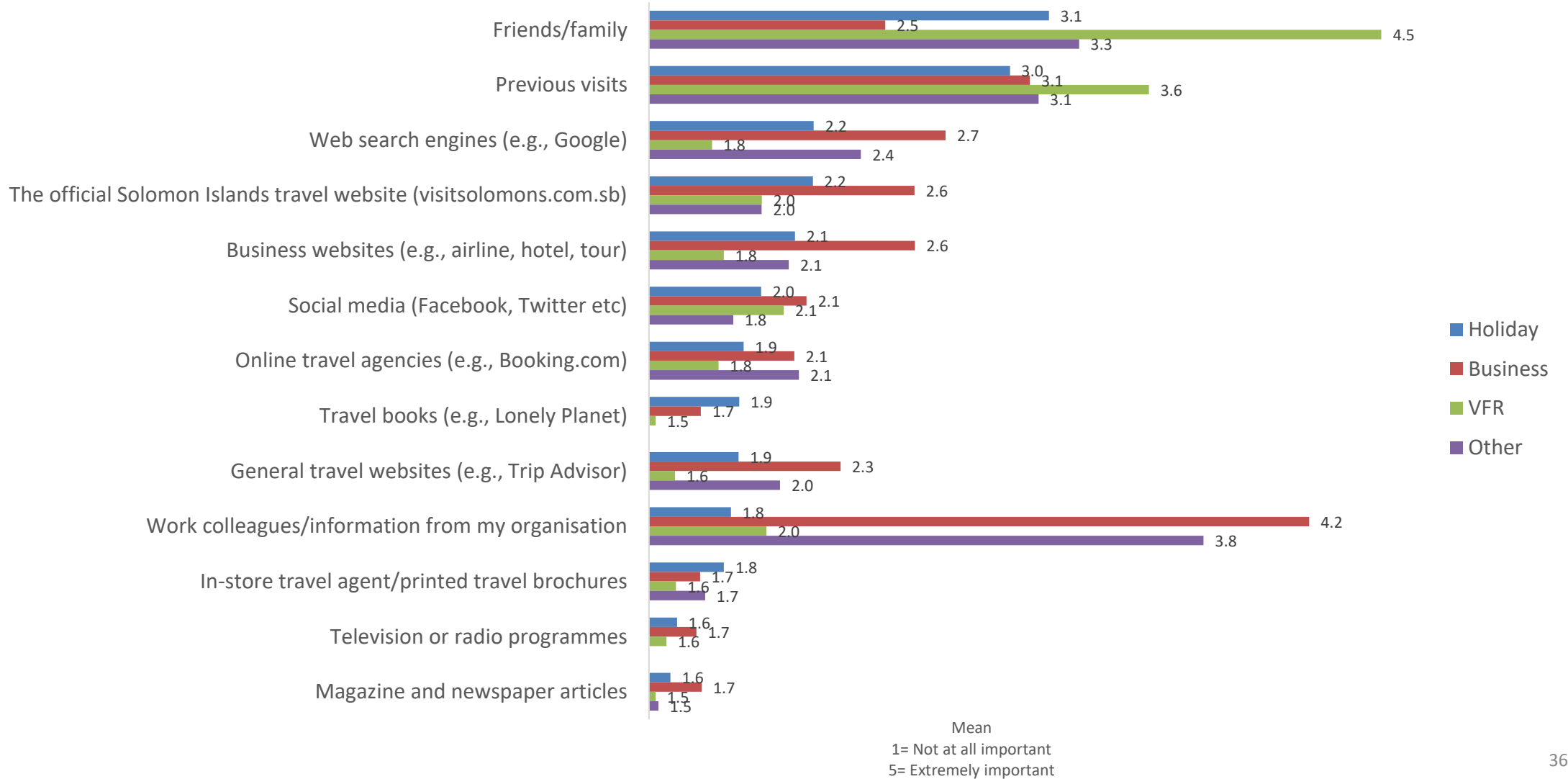
# Importance of Source of Information

## Market breakdown

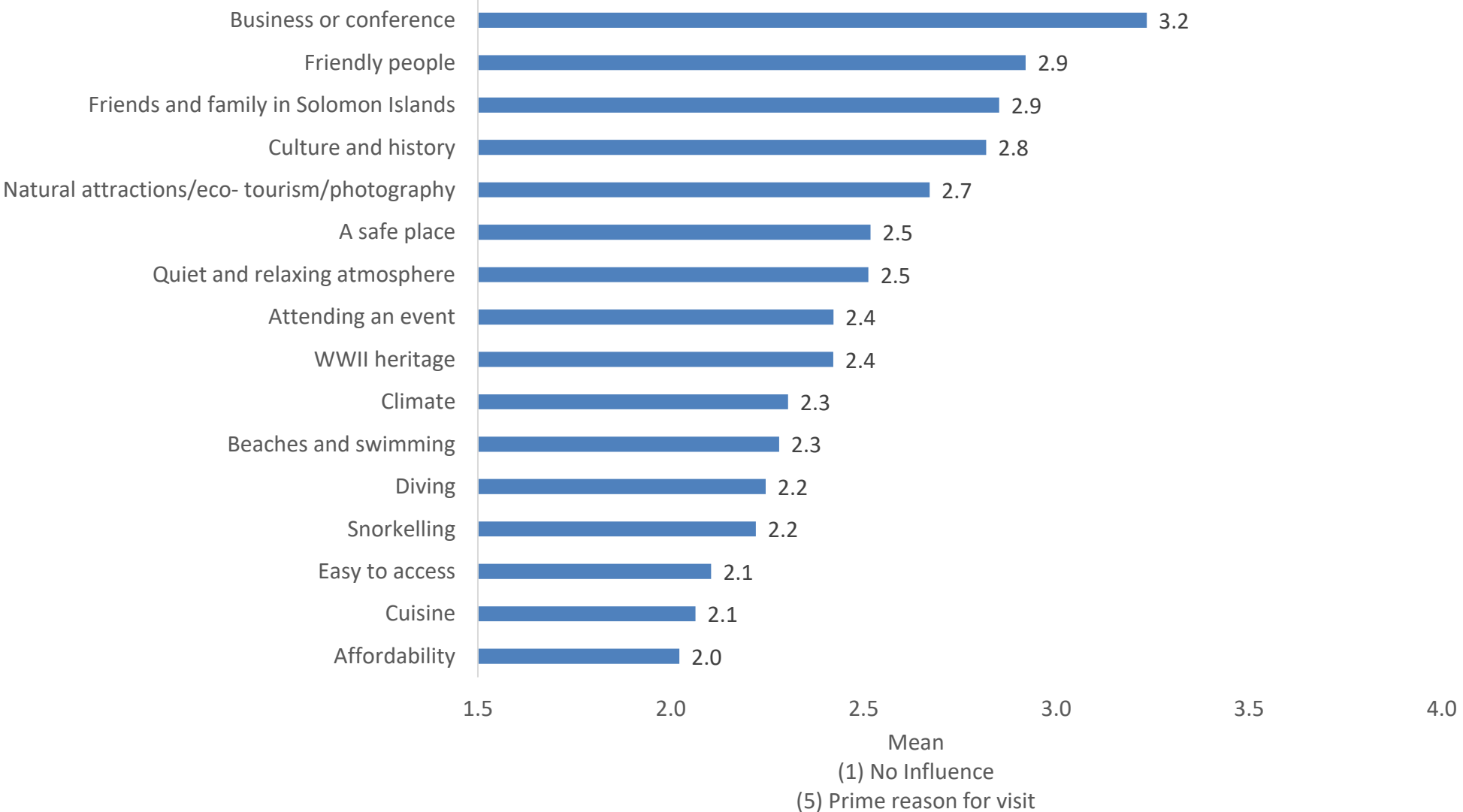


# Importance of Source of Information

## PoV breakdown

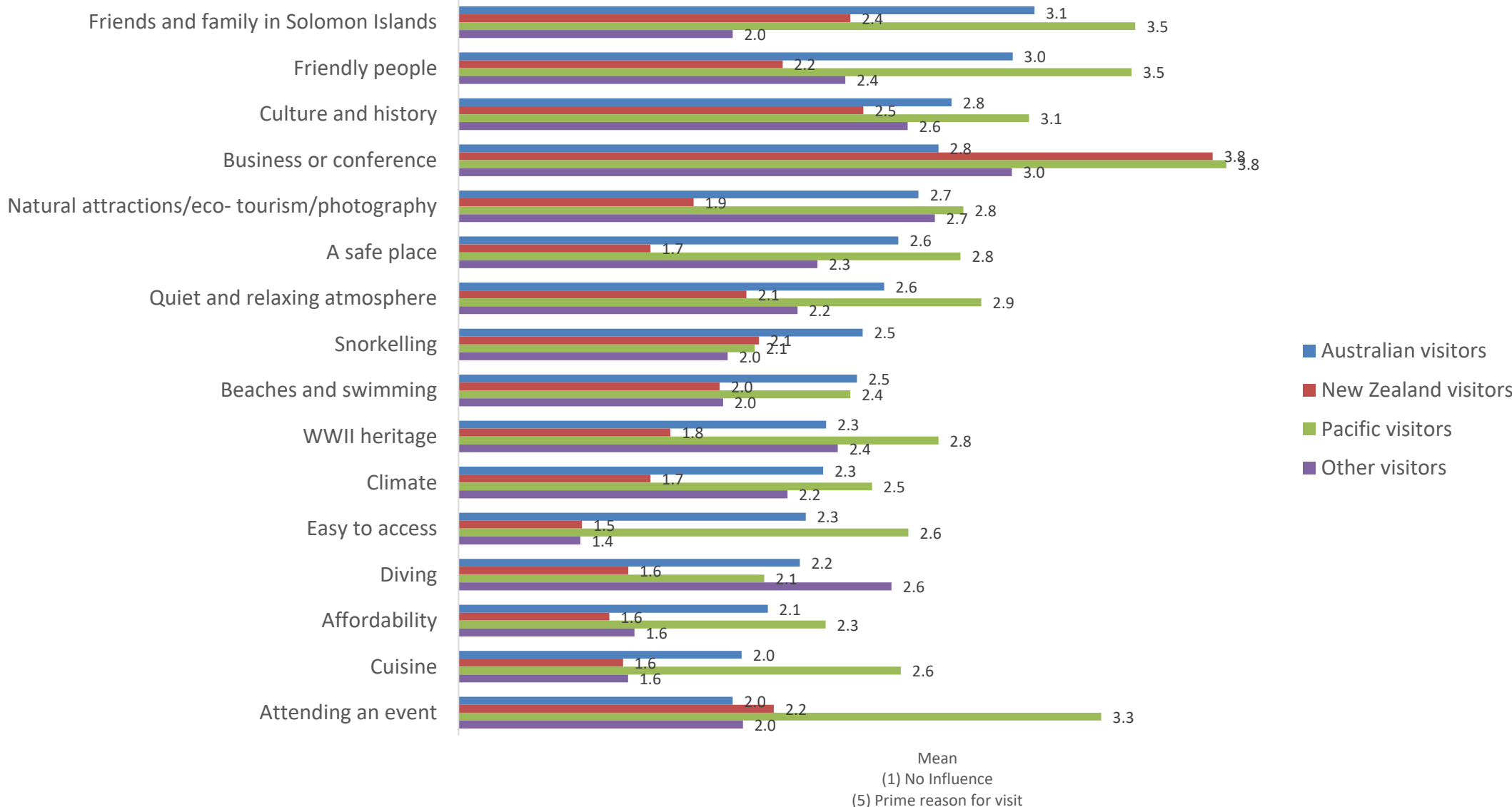


# Factors influencing the decision to visit Solomon Islands



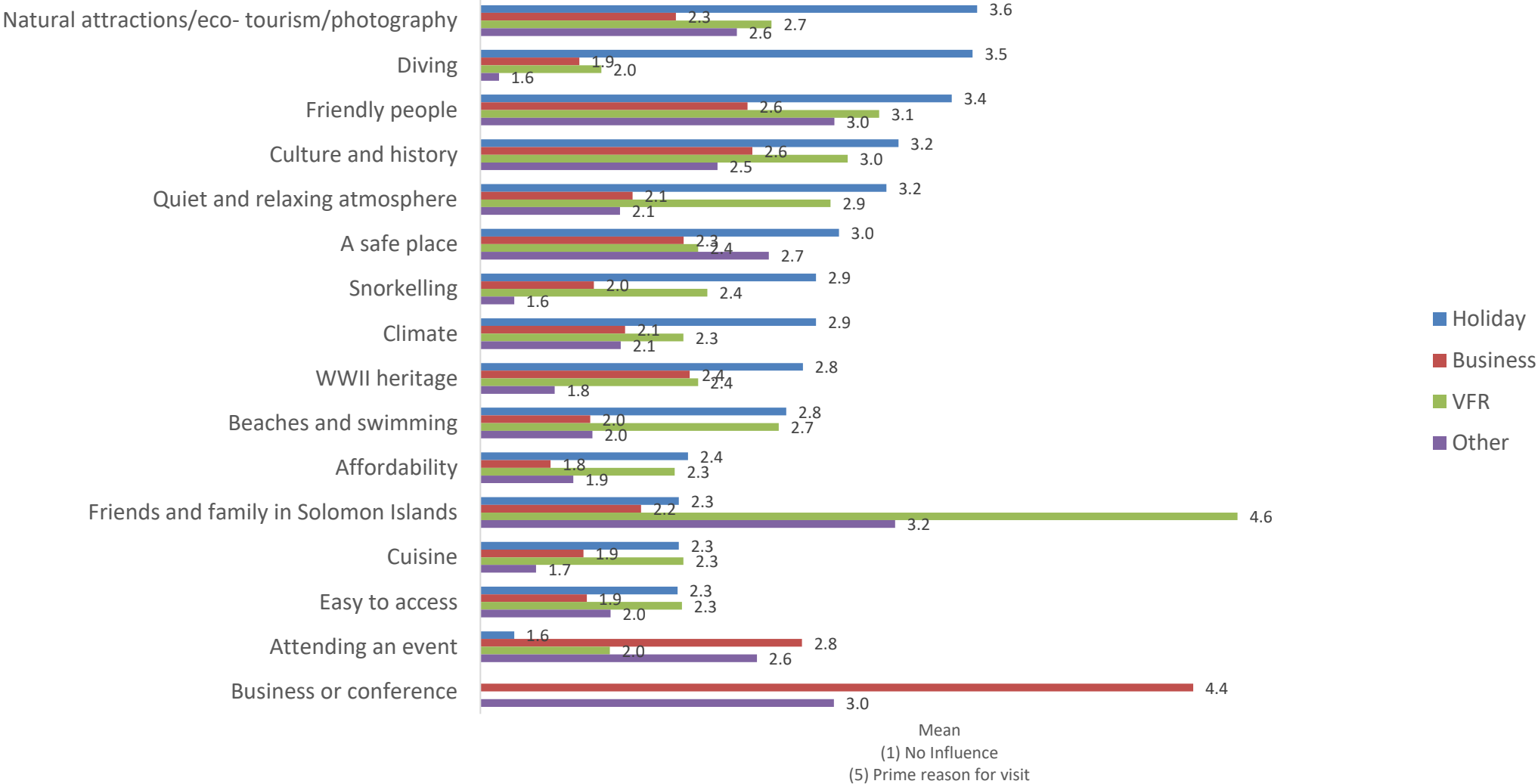
# Factors influencing the decision to visit Solomon Islands

## Market breakdown



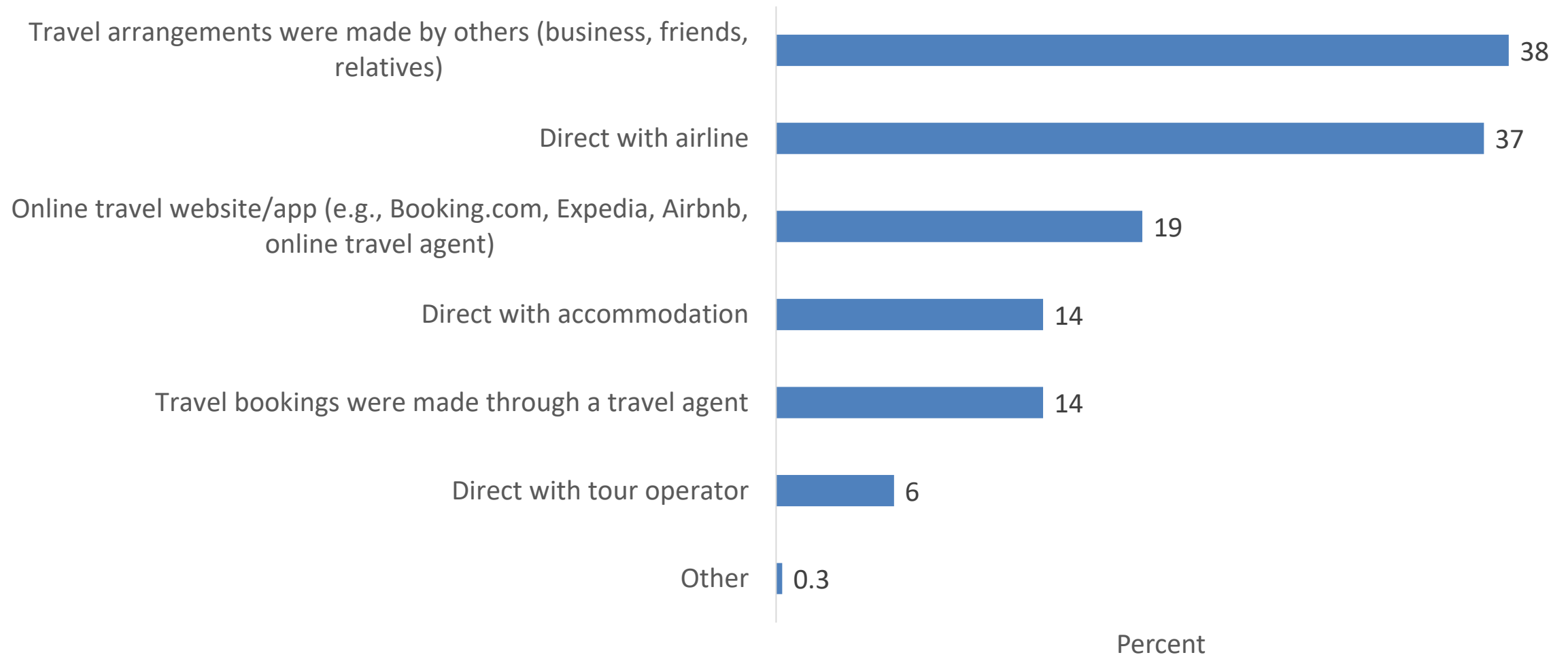
# Factors influencing the decision to visit Solomon Islands

## PoV breakdown





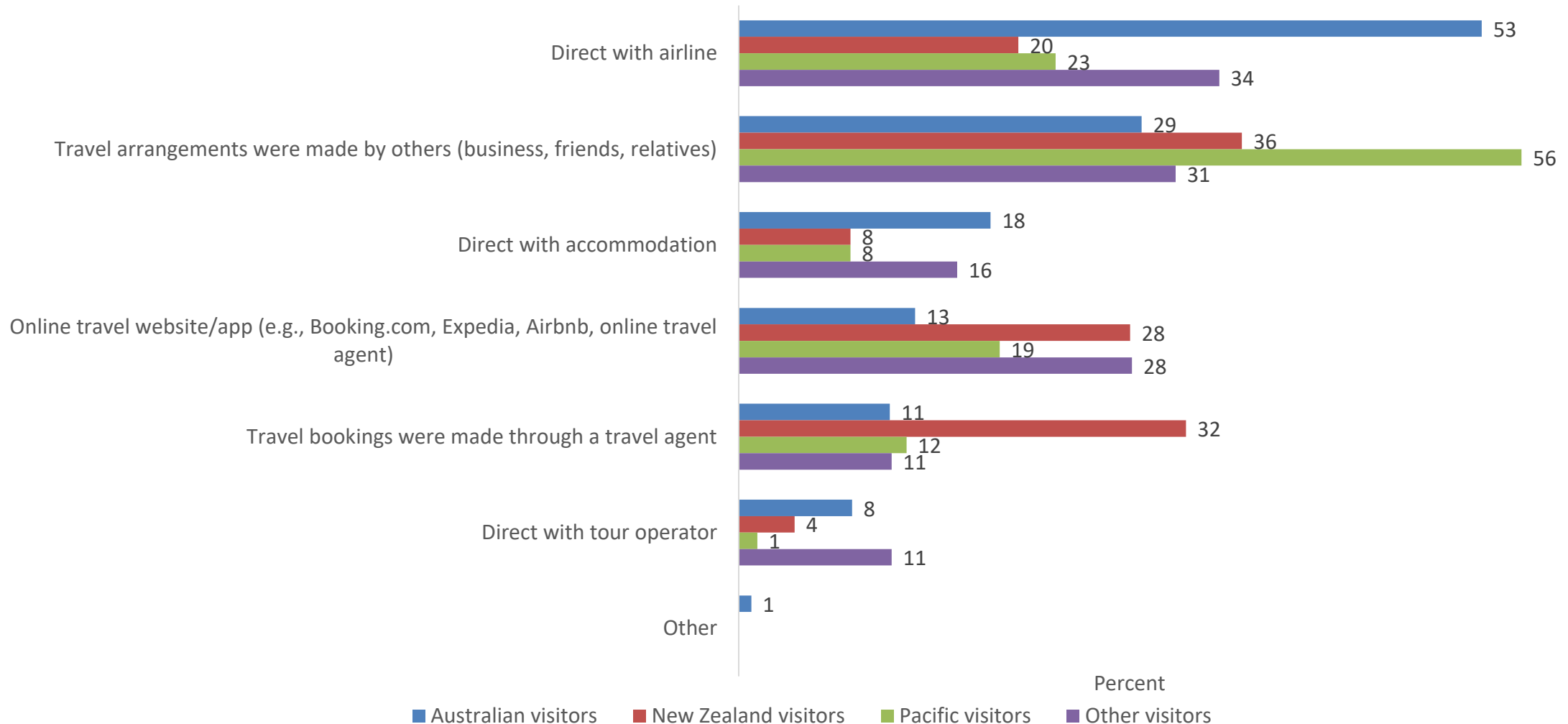
# How did you book your travel to the Solomon Islands?



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

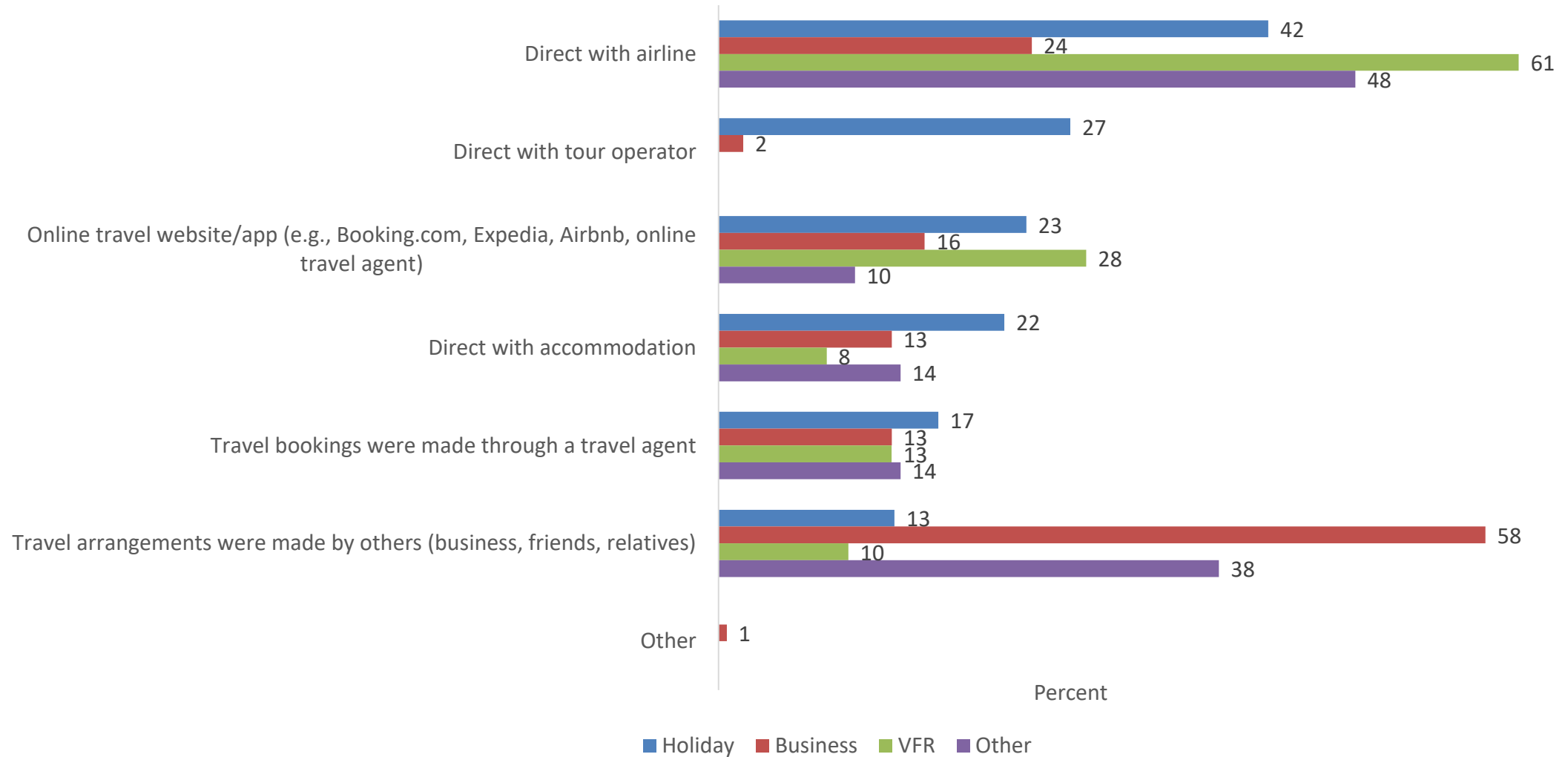
# How did you book your travel to the Solomon Islands?

## Market breakdown



# How did you book your travel to the Solomon Islands?

## PoV breakdown



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



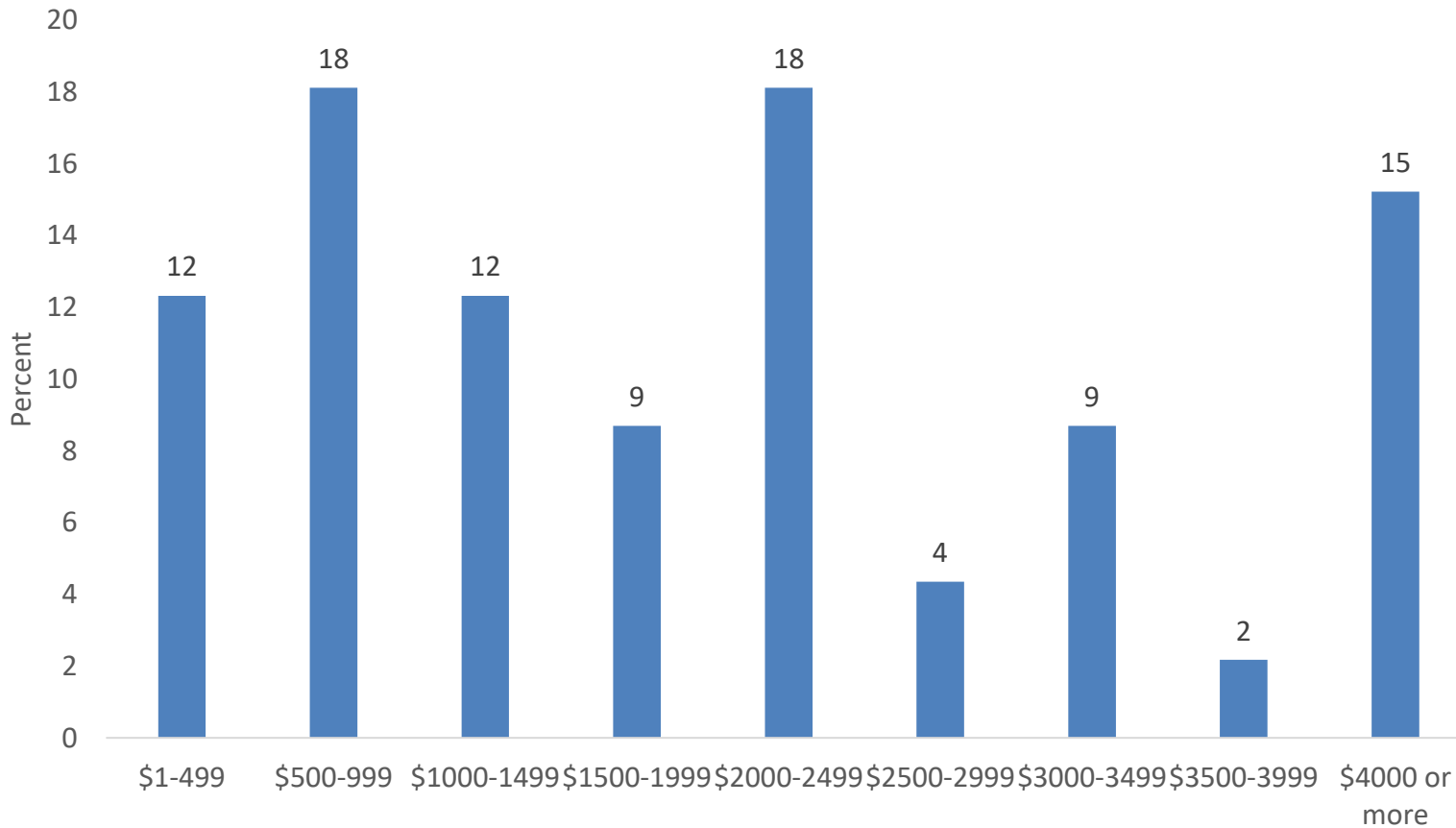
**Solomon Islands IVS**

# VISITOR EXPENDITURE

Jul - Dec 2022



# Prepaid Expenditure



Average prepaid spend

**US\$1,079**

Per person

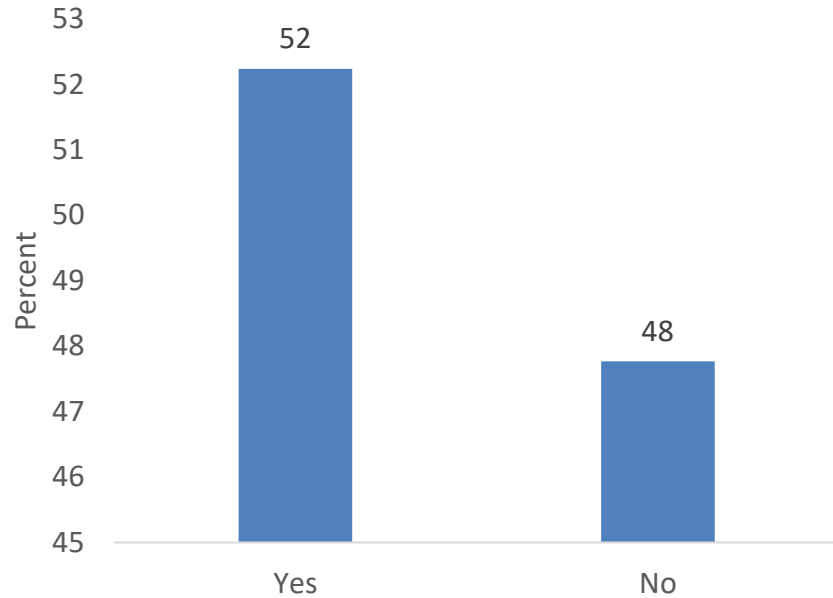
**SI\$8,880**

Per person

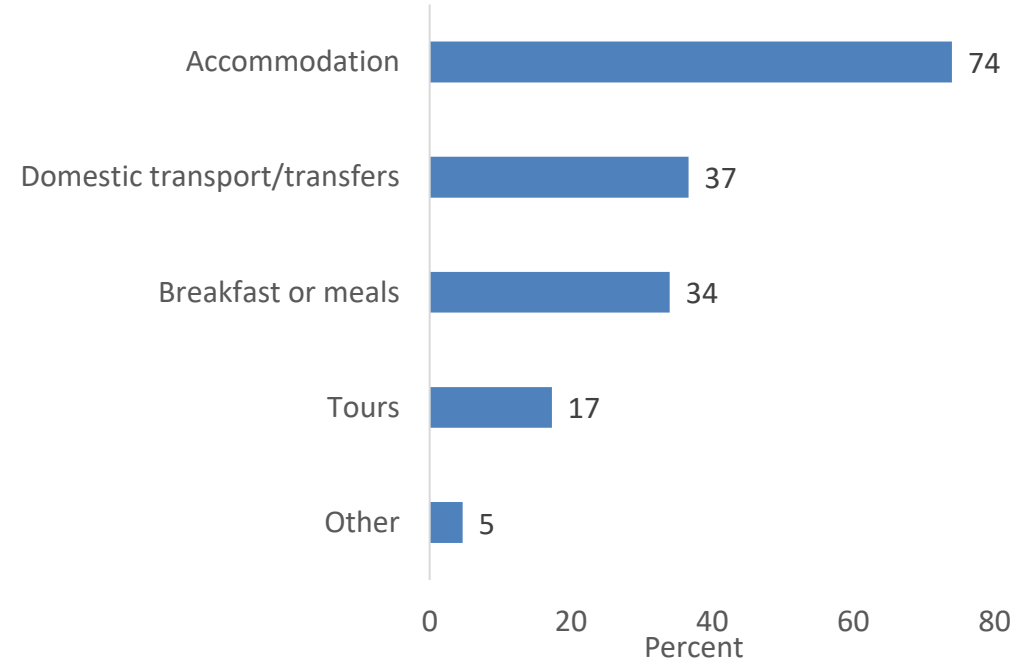
**39%** of the visitors spend **US\$1,000 – US\$2,499** prior to arrival

# Prepaid Expenditure

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

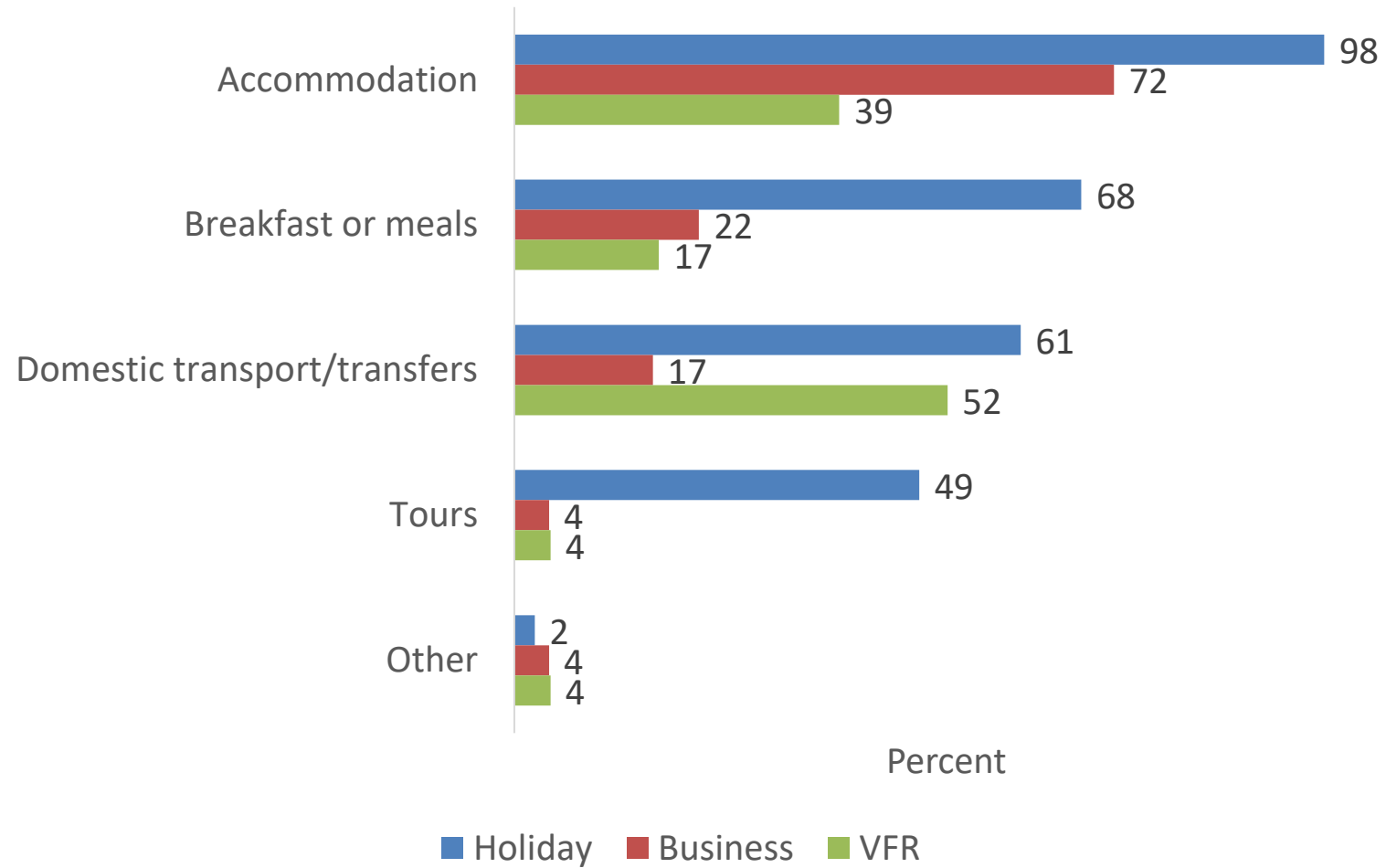


## Prepaid Items\*



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

# Prepaid Expenditure



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

# Local expenditure per person per day

Figures cover a total of **245 adults and 17 children**  
(covering **3.9% of visitor arrivals\***)

Expenditure Items	July - Dec 2022 US\$	July - Dec 2022 SI\$	Percent (%)
Accommodation	31	252	42
Restaurants cafes & bars	13	108	18
Groceries	7	55	9
Shopping	4	37	6
Domestic flights	4	32	5
Water activities	3	22	4
Internet cost	2	20	3
Other	2	20	3
Petrol	2	17	3
Vehicle rental	3	15	3
Tours and sightseeing	1	10	2
Public transport	1	8	1
Land based activities	0.3	3	0.4
<b>Total</b>	<b>US\$73</b>	<b>SI\$599</b>	<b>100</b>

\* 2022 visitor arrival statistics from Solomon Islands National Statistics Office.  
Due to rounding, some totals may not correspond with the sum of the separate figures.



# Local expenditure per person per day

## Market breakdown

<b>Expenditure Items</b>	<b>Australian visitors</b> (Figures cover a total of 189 people)	<b>New Zealand visitors</b> (Figures cover a total of 32 people)	<b>Pacific visitors</b> (Figures cover a total of 121 people)	<b>Other visitors</b> (Figures cover a total of 76 people)
Accommodation	22	30	34	43
Restaurants, cafes & bars	13	12	13	14
Groceries	7	8	6	6
Domestic flights	4	5	2	6
Other	3	-	2	4
Petrol	3	3	1	0.3
Shopping (e.g. souvenirs, handicrafts)	3	5	7	6
Internet cost	1	3	3	1
Water activities	1	3	0.4	11
Vehicle rental	1	1	4	0.3
Public transport	1	0.2	2	1
Tours and sightseeing	1	0.2	1	3
Land based activities	0.3	-	1	0.1
<b>Total</b>	<b>US\$60/SI\$496</b>	<b>US\$70/SI\$579</b>	<b>US\$76/SI\$629</b>	<b>US\$96/SI\$788</b>

# Local expenditure per person per day

## PoV breakdown

Expenditure Items	Holiday	Business	VFR
	(Figures cover a total of 74 people)	(Figures cover a total of 159 people)	(Figures cover a total of 163 people)
Water activities	13	1	0.4
Accommodation	11	77	8
Restaurants, cafes & bars	5	25	8
Shopping (e.g. souvenirs, handicrafts)	5	7	3
Groceries	2	7	8
Domestic flights	1	6	3
Tours and sightseeing	1	2	0.4
Vehicle rental	1	3	0.9
Internet cost	1	4	1
Petrol	1	1	3
Land based activities	1	0.4	0.2
Public transport	0.2	2	1
Other	0.2	3	2
<b>Total</b>	<b>US\$42/SI\$349</b>	<b>US\$138/SI\$1,139</b>	<b>US\$39/SI\$320</b>

# Average Expenditure Per Visit (US\$/SI\$)

## Market breakdown

Market	Australian visitors	New Zealand visitors	Pacific visitors	Other visitors
Prepaid (60%)	US\$1,099/SI\$9,047	US\$1,245/SI\$10,246	US\$768/SI\$6,322	US\$1,712/SI\$14,094
In-country spend	US\$742/SI\$6,105	US\$711/SI\$5,853	US\$856/SI\$7,043	US\$1,034/SI\$8,508
<b>Total spend</b>	<b>US\$1,841/SI\$15,152</b>	<b>US\$1,956/SI\$16,099</b>	<b>US\$1,624/SI\$13,365</b>	<b>US\$2,746/SI\$22,602</b>

# Average Expenditure Per Visit (US\$/SI\$)

## PoV breakdown

<b>Purpose of visit</b>	<b>Holiday</b>	<b>Business</b>	<b>VFR</b>
Prepaid (60%)	US\$1,270/SI\$10,453	US\$1,058/SI\$8,710	US\$1,153/SI\$9,493
In-country spend	US\$471/SI\$3,874	US\$1,315/SI\$10,823	US\$591/SI\$4,867
<b>Total spend</b>	<b>US\$1,741/SI\$14,327</b>	<b>US\$2,373/SI\$19,533</b>	<b>US\$1,744/SI\$14,360</b>

# Contribution to Solomon Islands Economy



**PREPAID EXPENDITURE**

**US\$1,798/SI\$14,800**

Prepaid per trip



**IN-COUNTRY SPEND**

**US\$73/SI\$599**

In-country spend per person per day

**60%**

Flowing into local economy rate



X **11.6** nights  
Average length of stay

**US\$1,079/SI\$8,880**

Prepaid per trip

**US\$93/SI\$766**

Prepaid per person per day

**US\$847/SI\$6,948**

In-country spend per trip



**TOTAL ECONOMIC IMPACT**

**US\$1,926/SI\$15,828** per trip  
**US\$166/SI\$1,365** per day

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

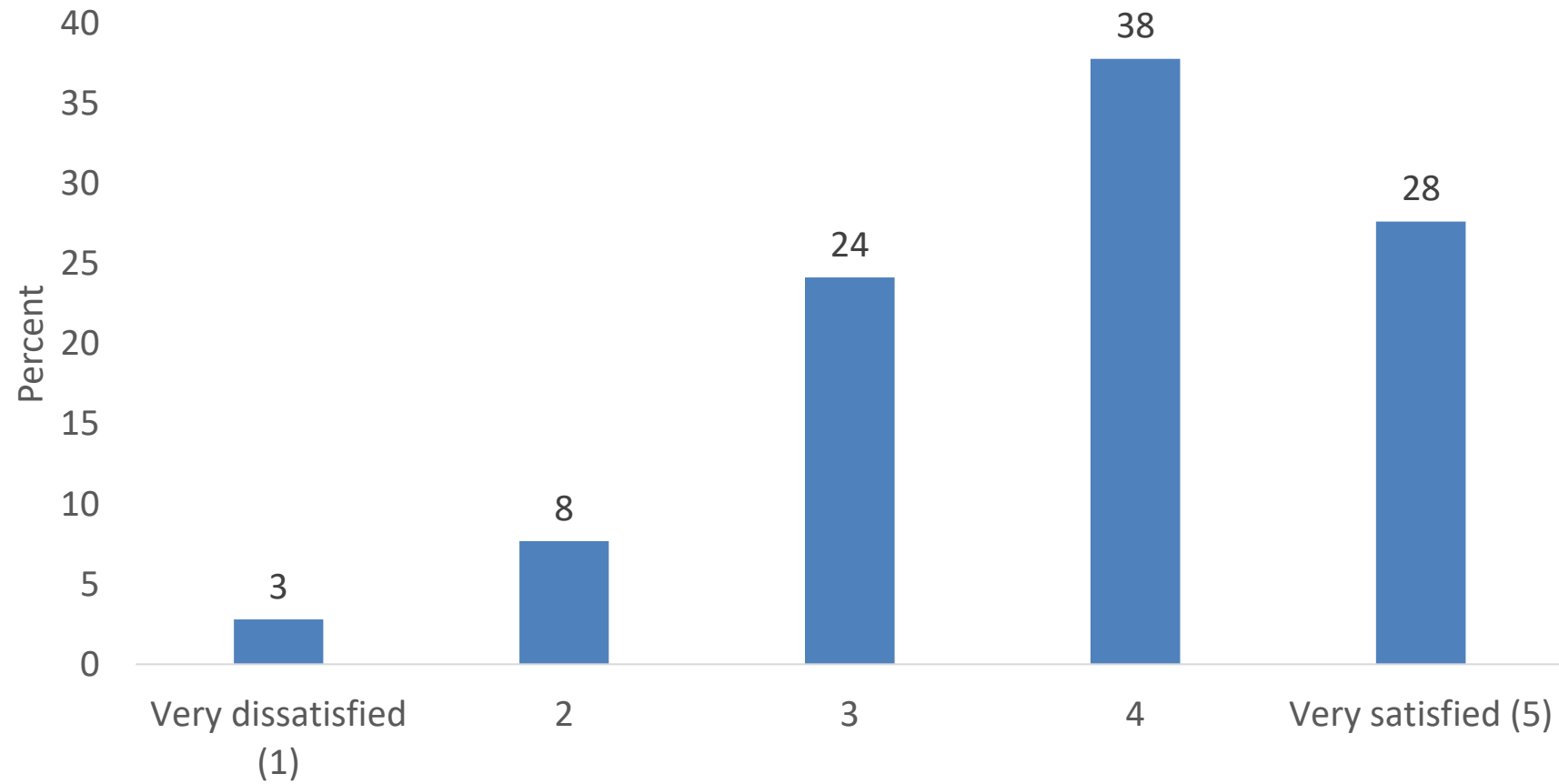
**Solomon Islands IVS**

# SATISFACTION & ACTIVITIES

Jul - Dec 2022



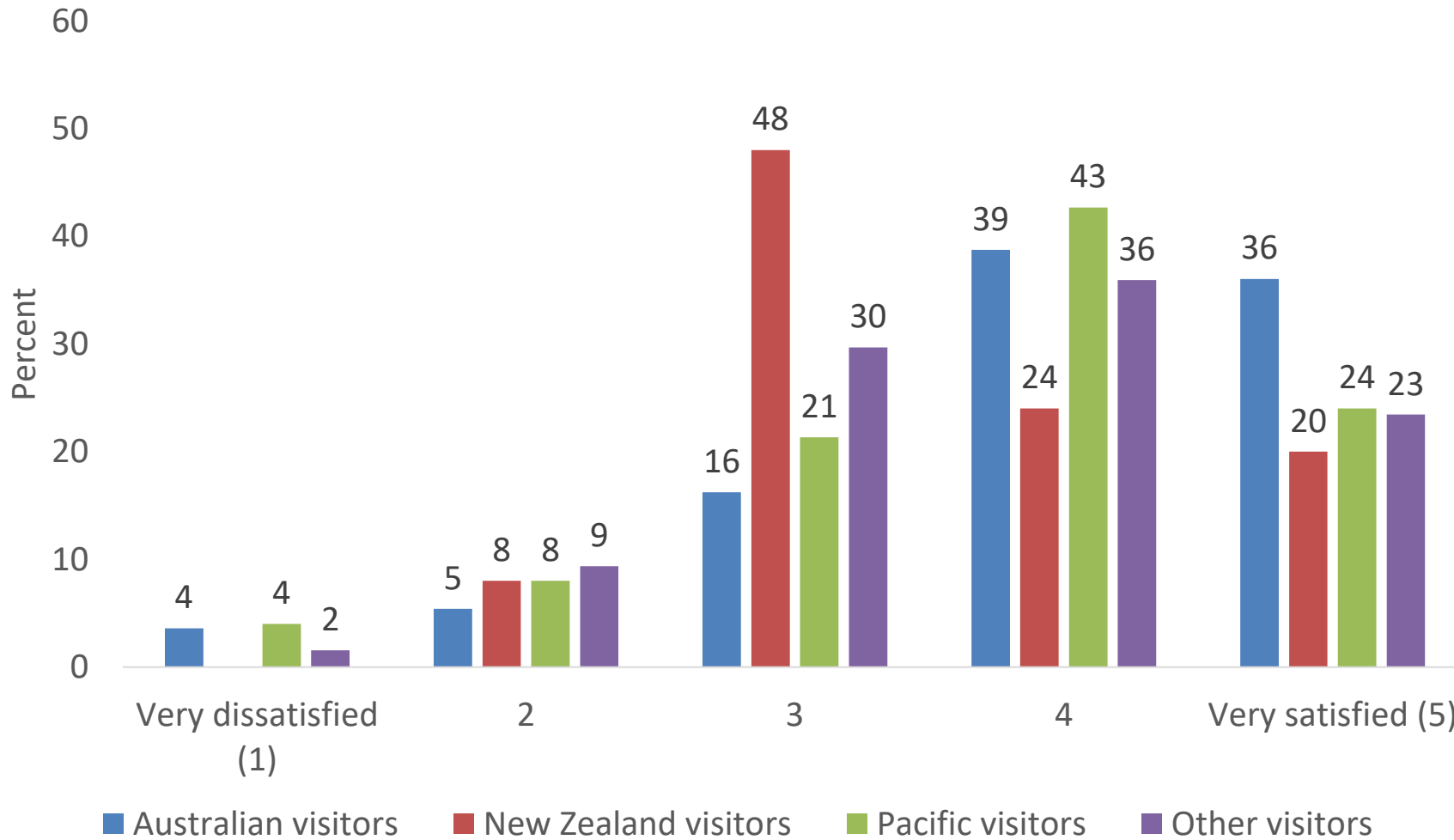
# Overall Satisfaction



Mean  
**3.8**

# Overall Satisfaction

## Market breakdown



Mean

**Australian visitors: 4.0**

**New Zealand visitors: 3.6**

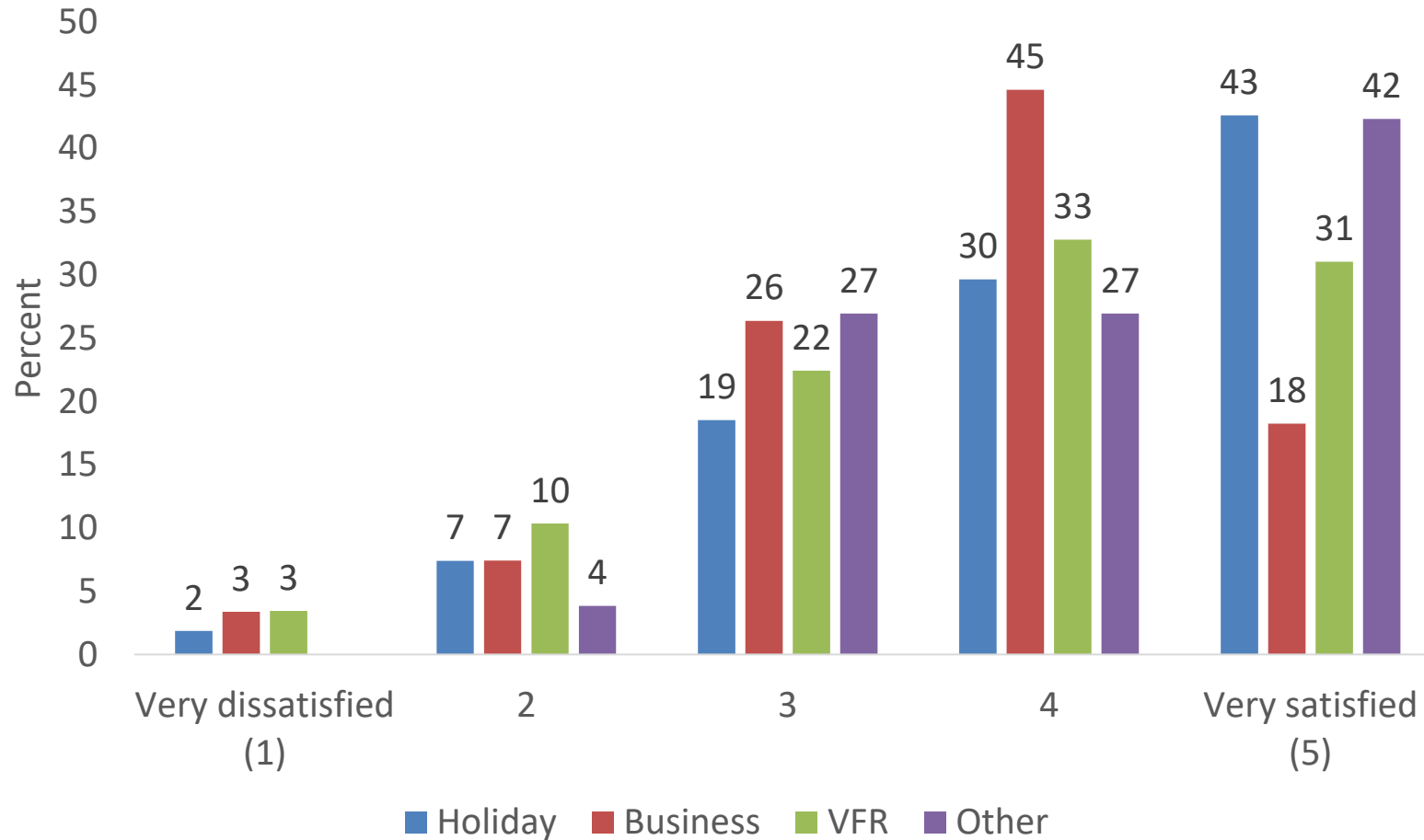
**Pacific visitors: 3.7**

**Other visitors: 3.7**



# Overall Satisfaction

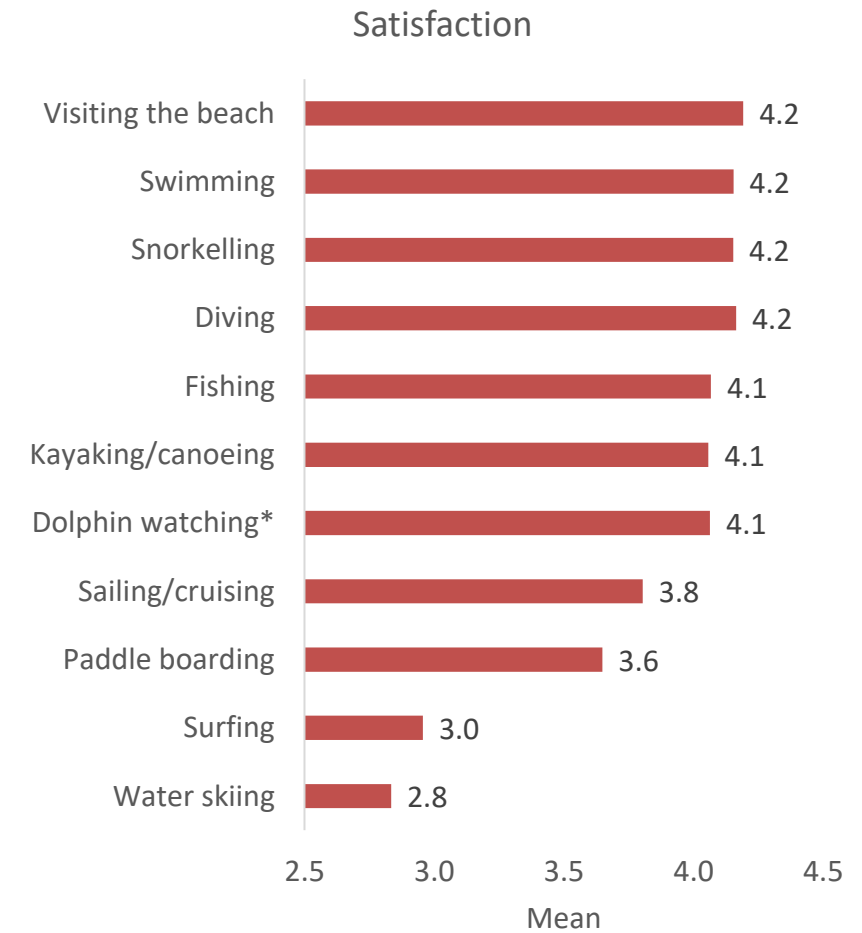
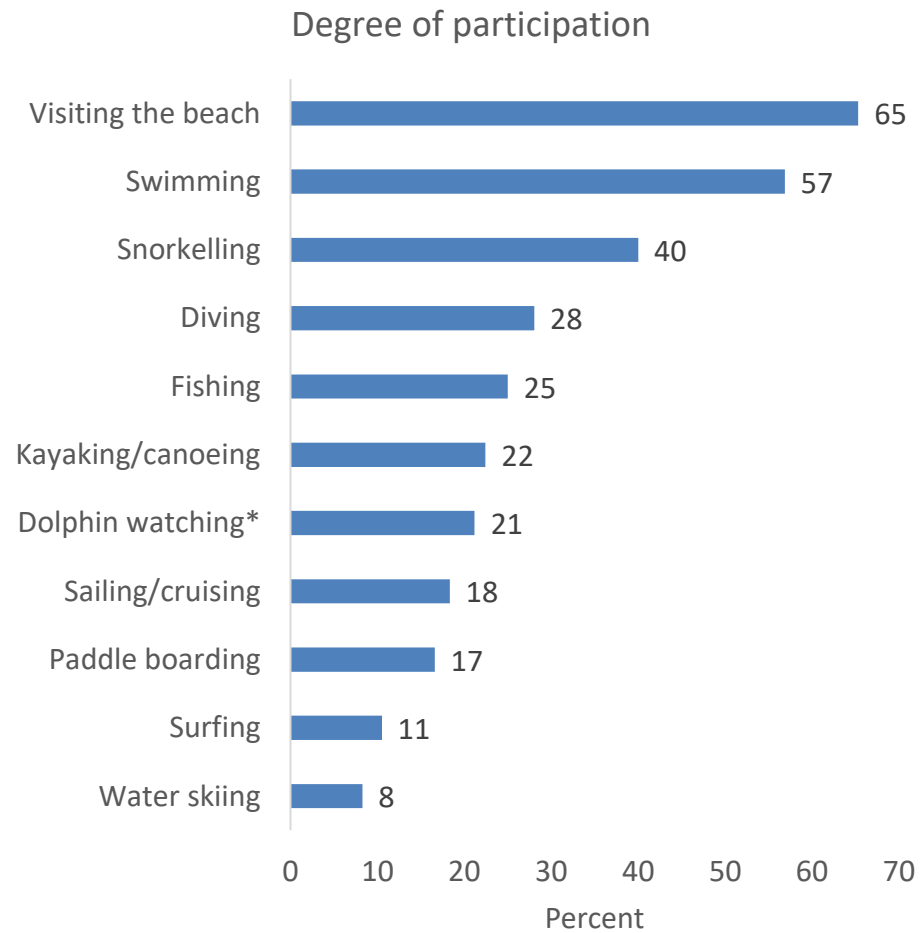
## PoV breakdown



### Mean

- Holiday visitors: 4.0
- Business visitors: 3.7
- VFR visitors: 3.8
- Other visitors: 4.1

# Water Based Activities

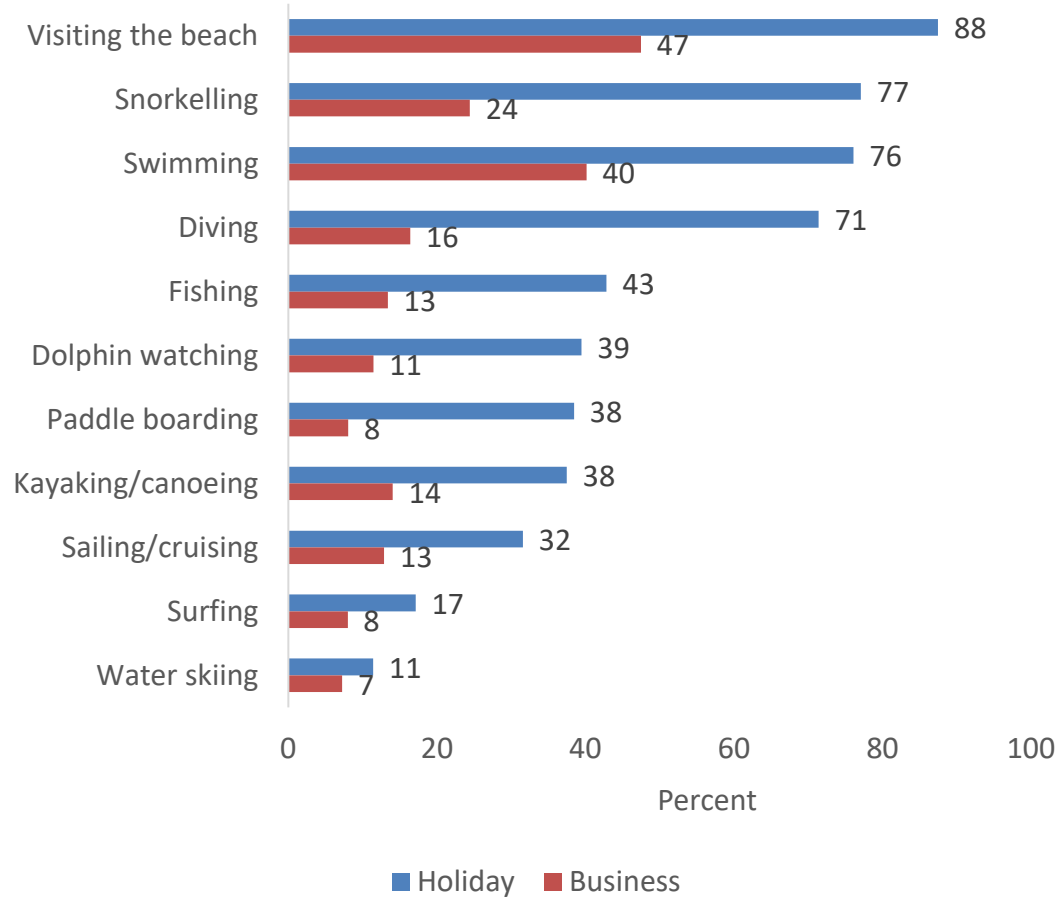


\*: was "Whale/dolphin watching".

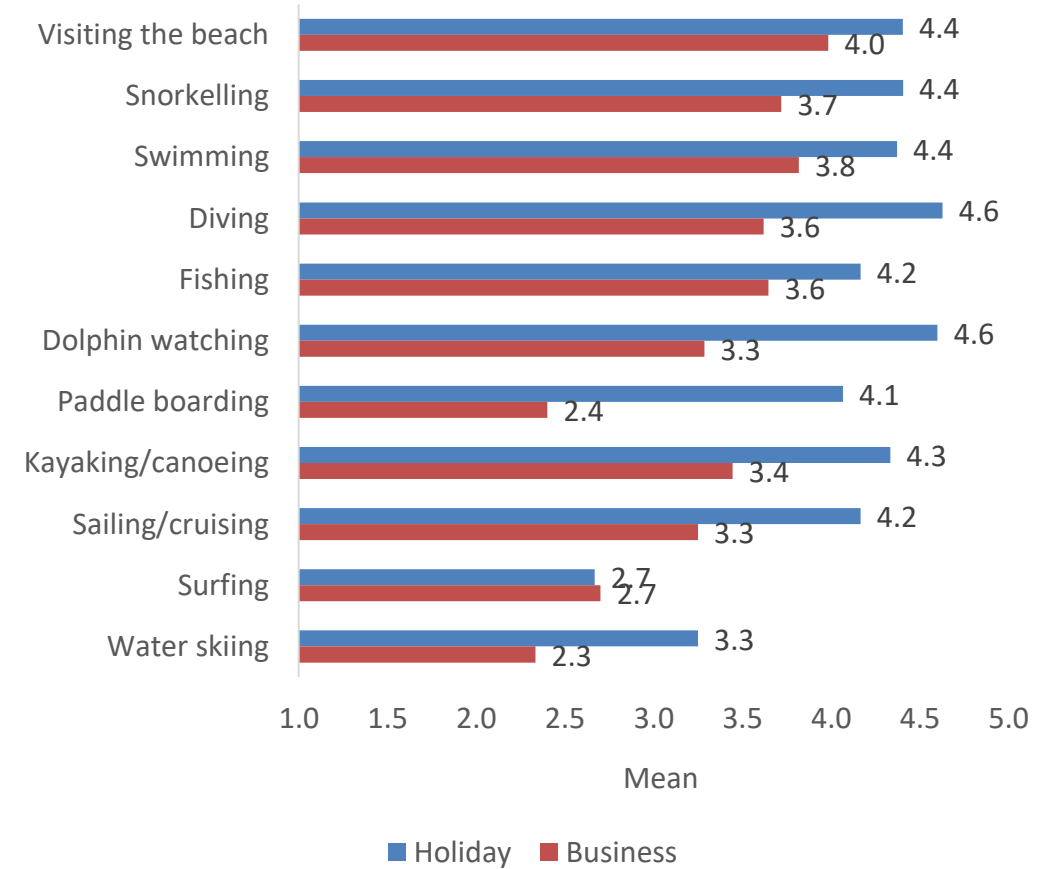
Note: Multiple responses, therefore total does not add up to 100%.

# Water Based Activities

Degree of participation



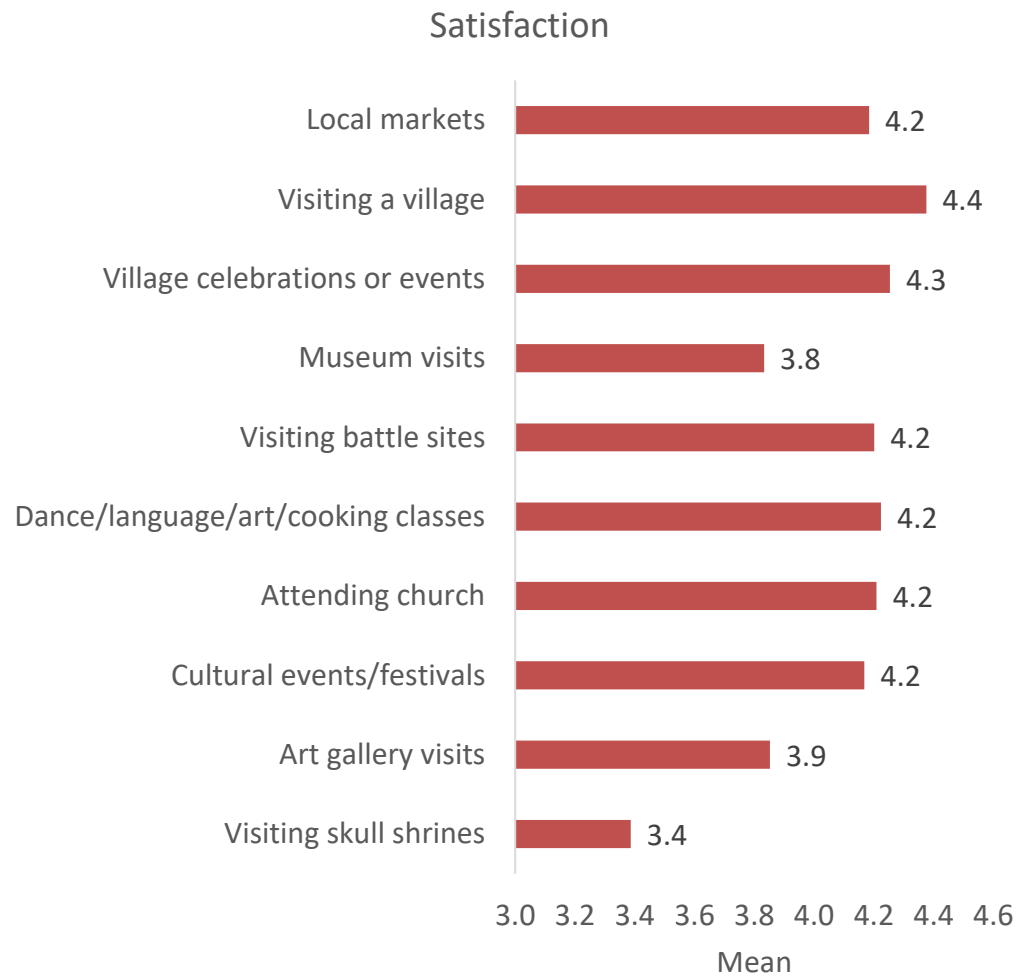
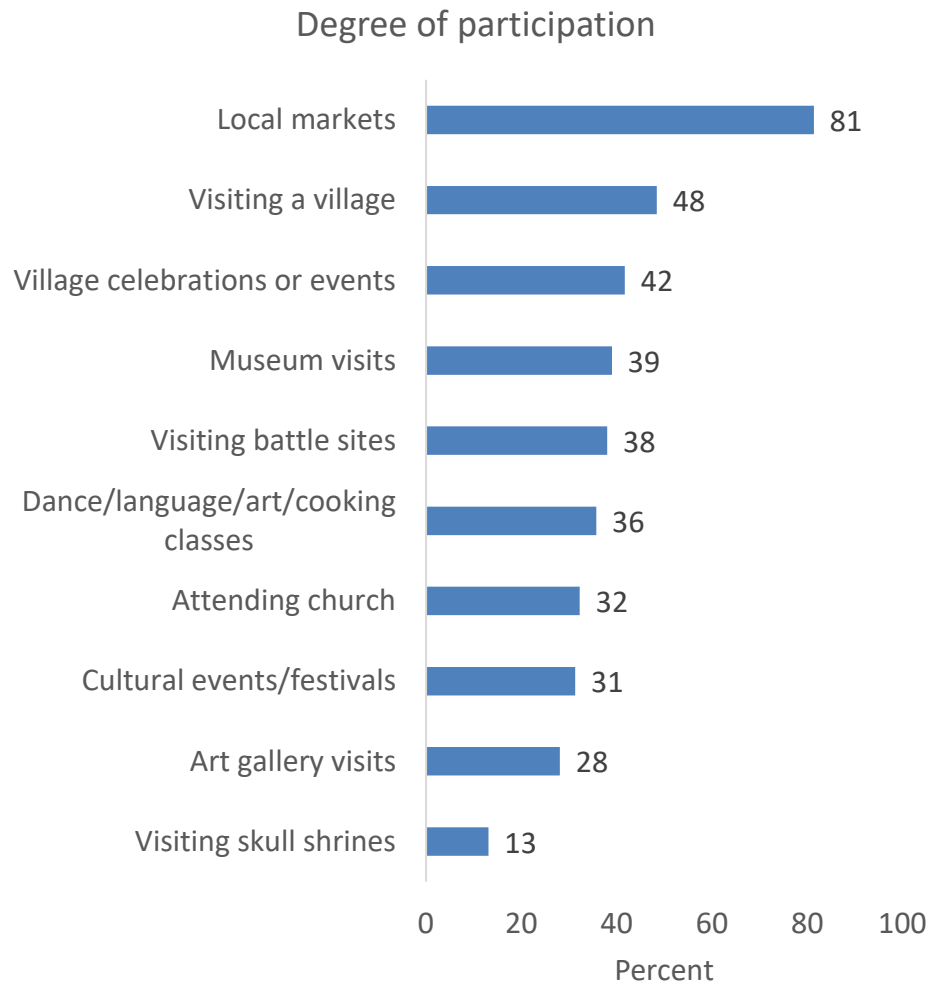
Satisfaction



\*: Was "Whale/dolphin watching".

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

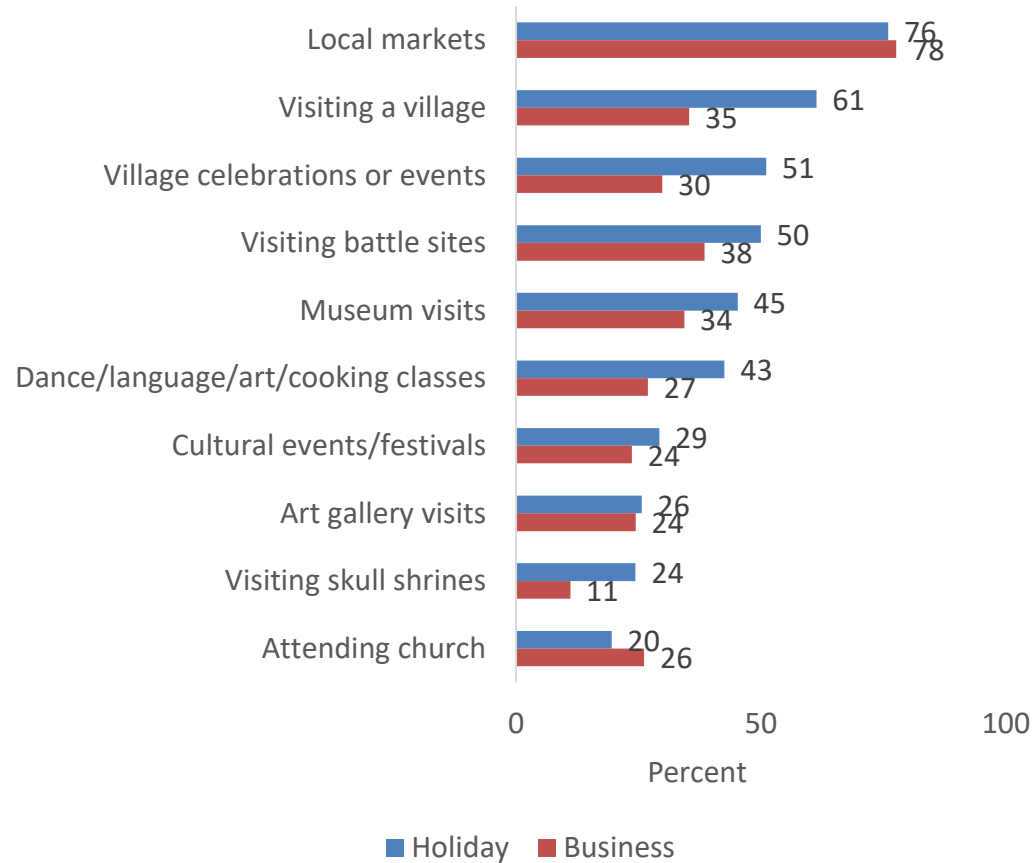
# Cultural Interaction Activities



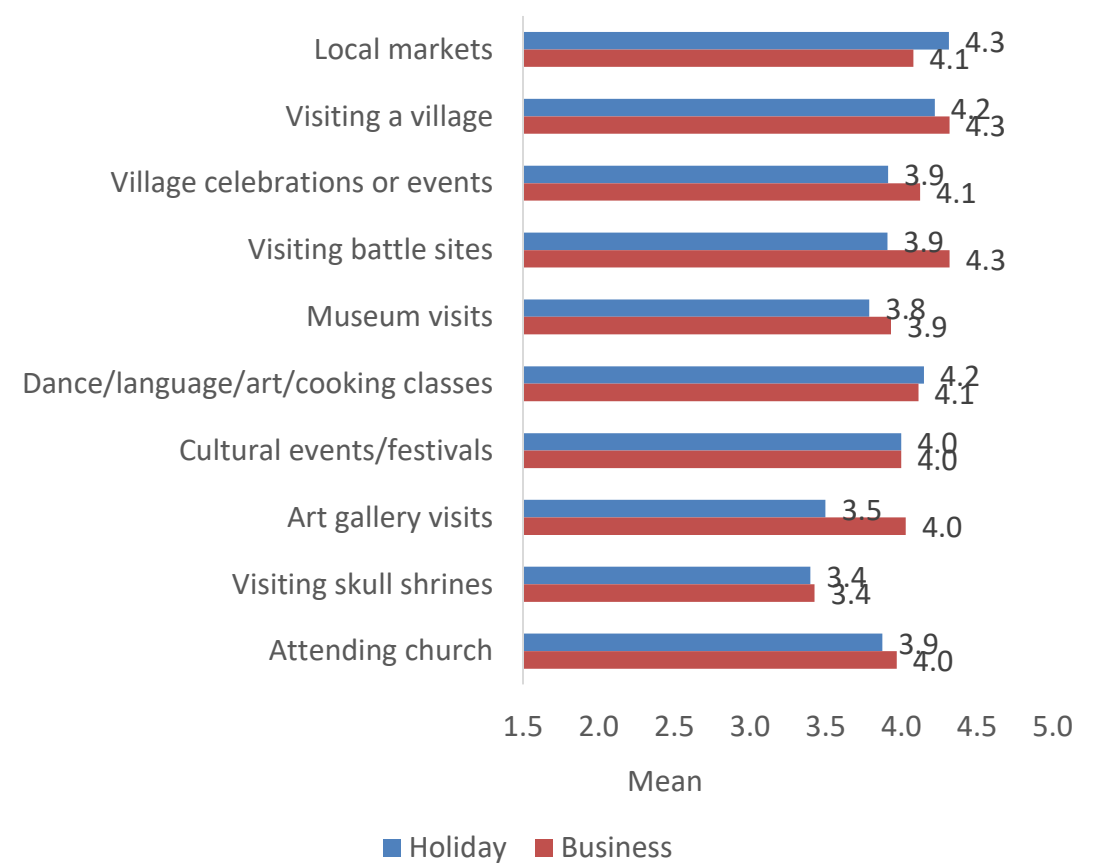
Note: Multiple responses, therefore total does not add up to 100%.

# Cultural Interaction Activities

Degree of participation



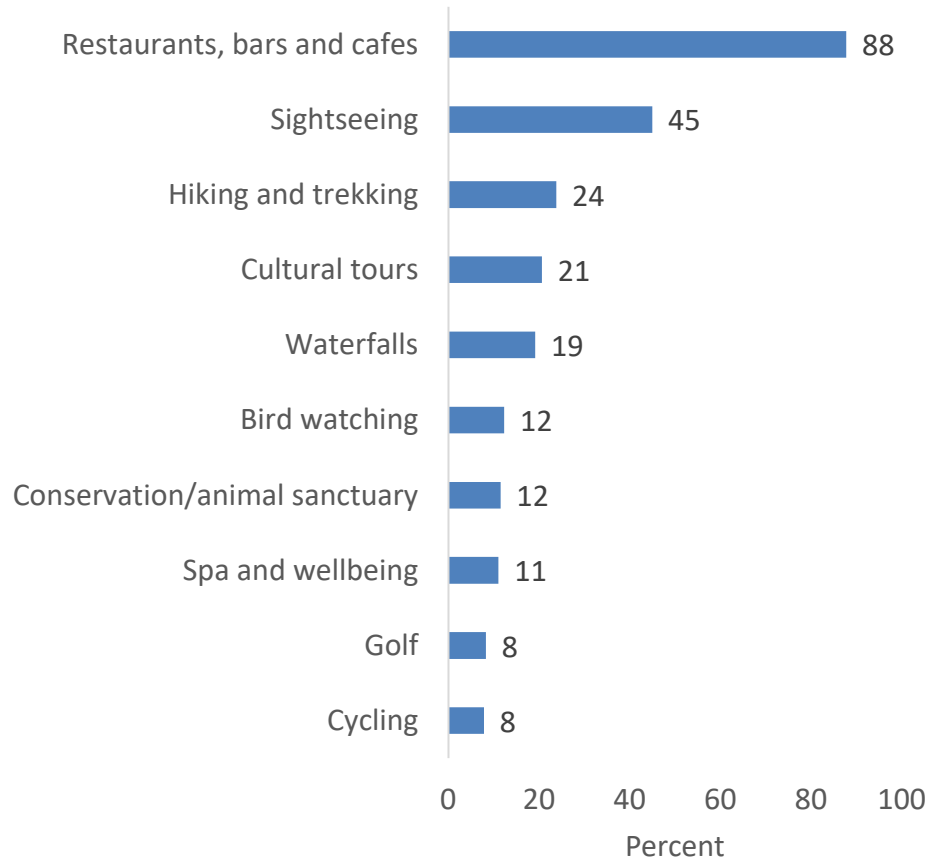
Satisfaction



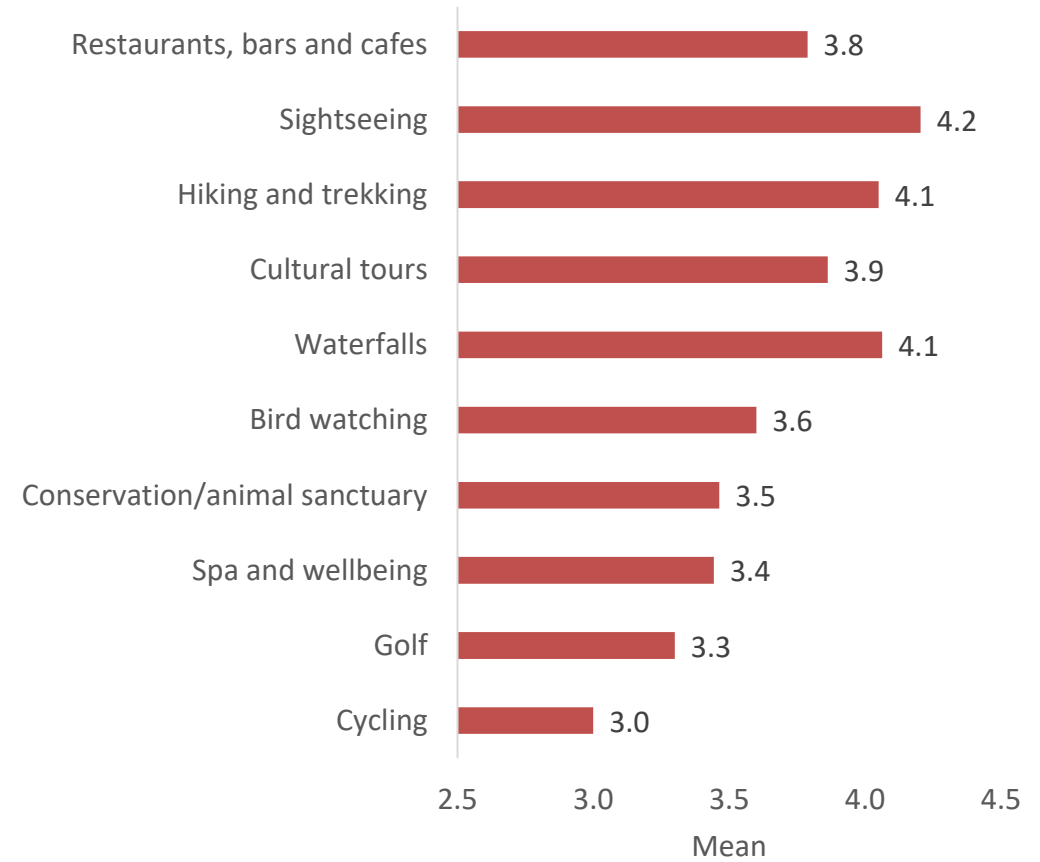
Note: Multiple responses, therefore total does not add up to 100%.

# Land Based Activities and Touring

Degree of participation

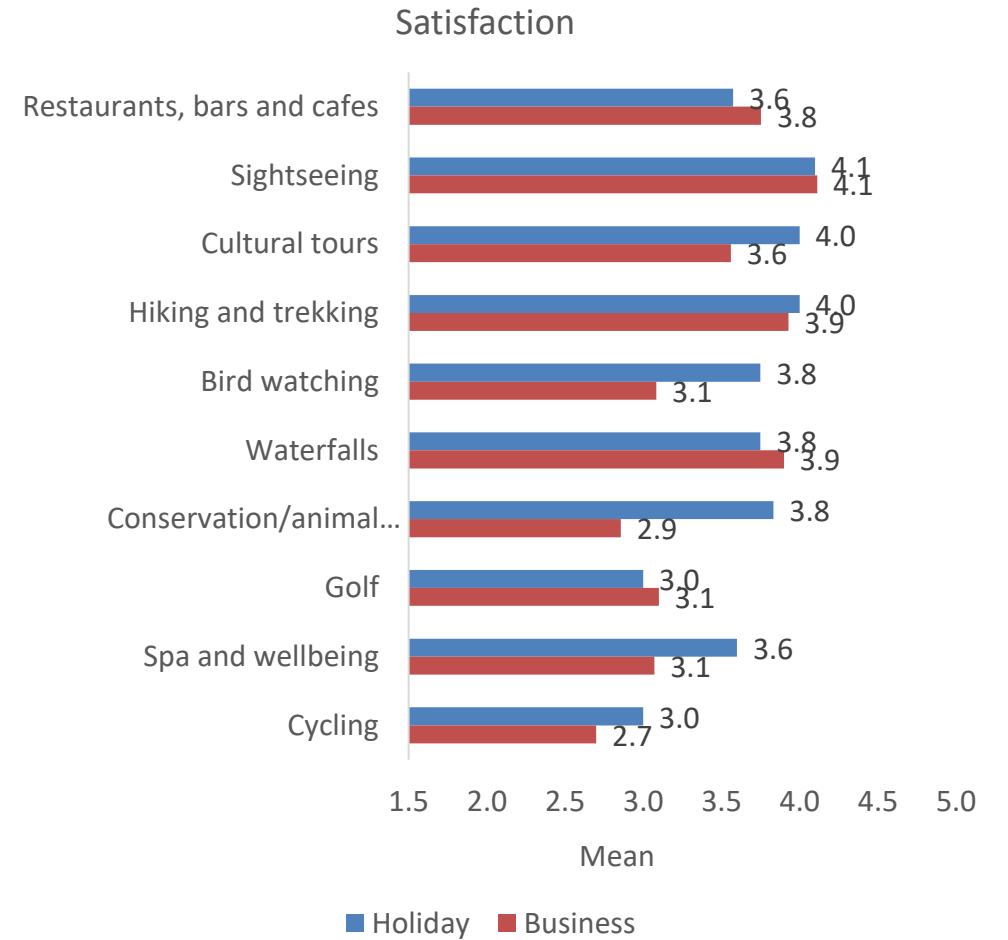
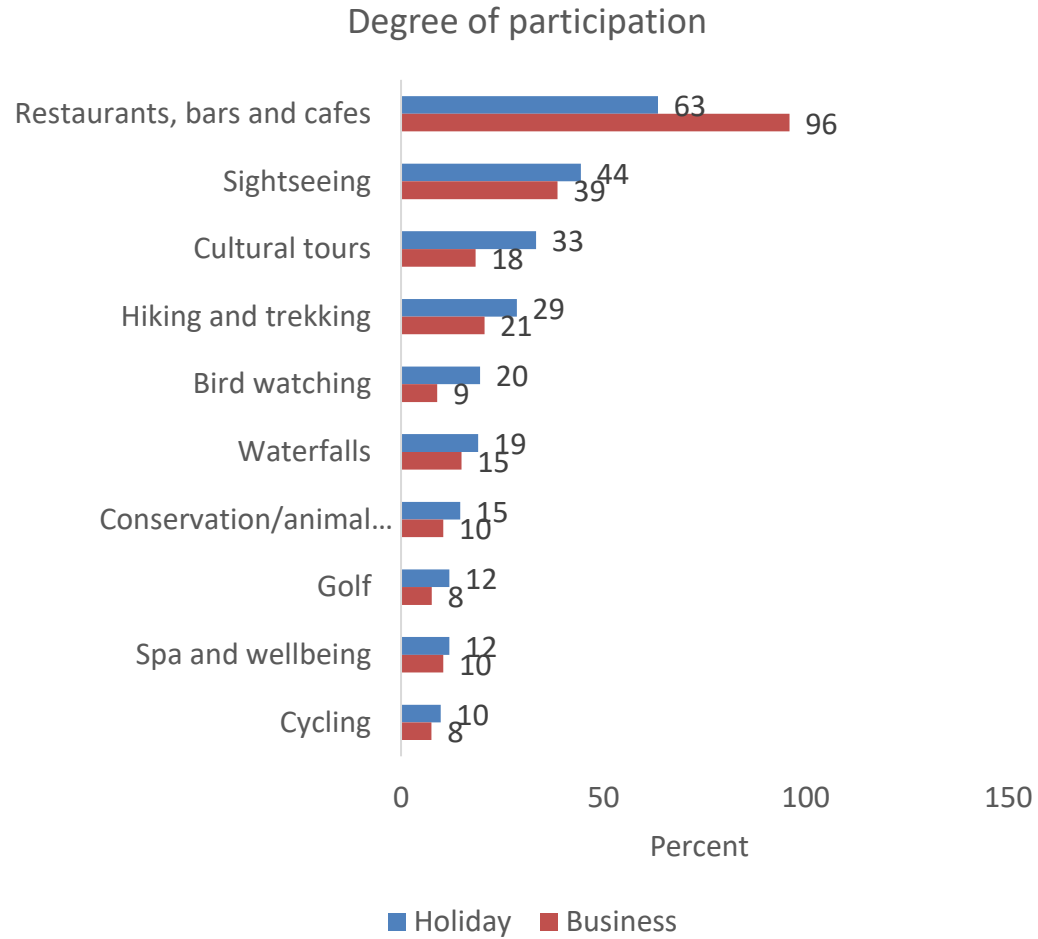


Satisfaction



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

# Land Based Activities and Touring



# Shopping

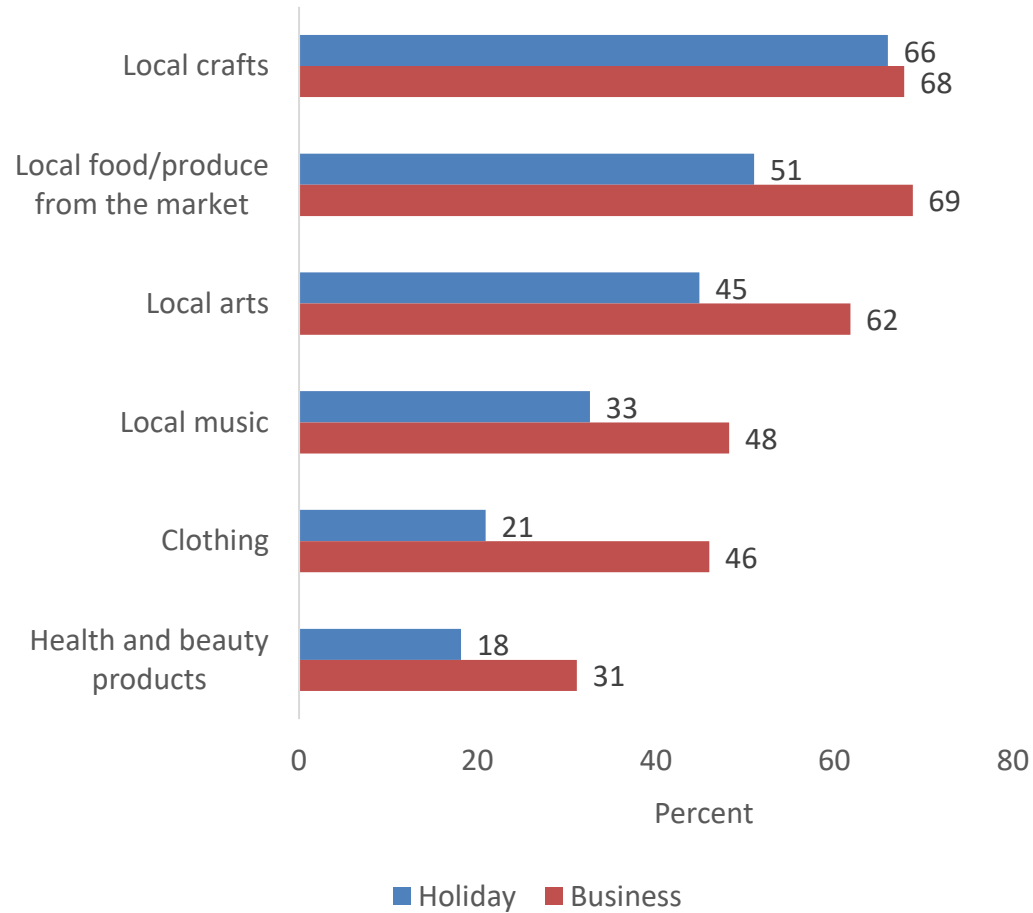


Note: Multiple responses, therefore total does not add up to 100%.

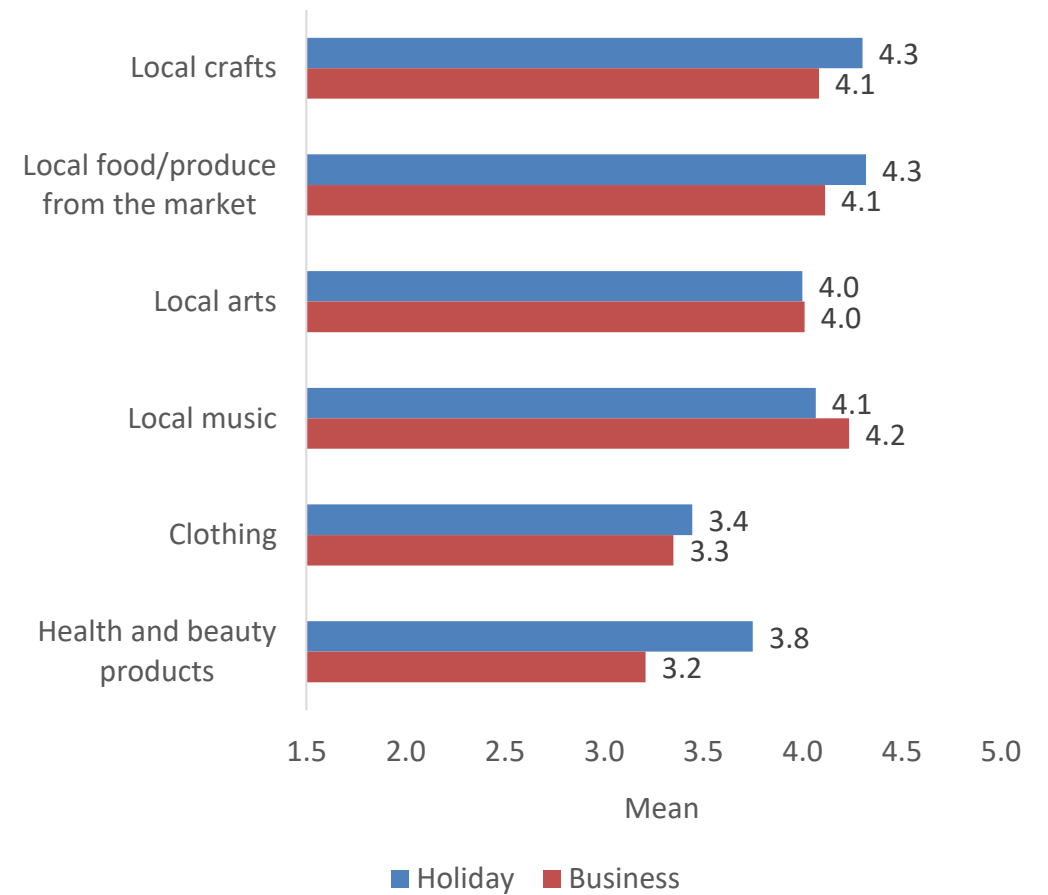


# Shopping

Degree of participation

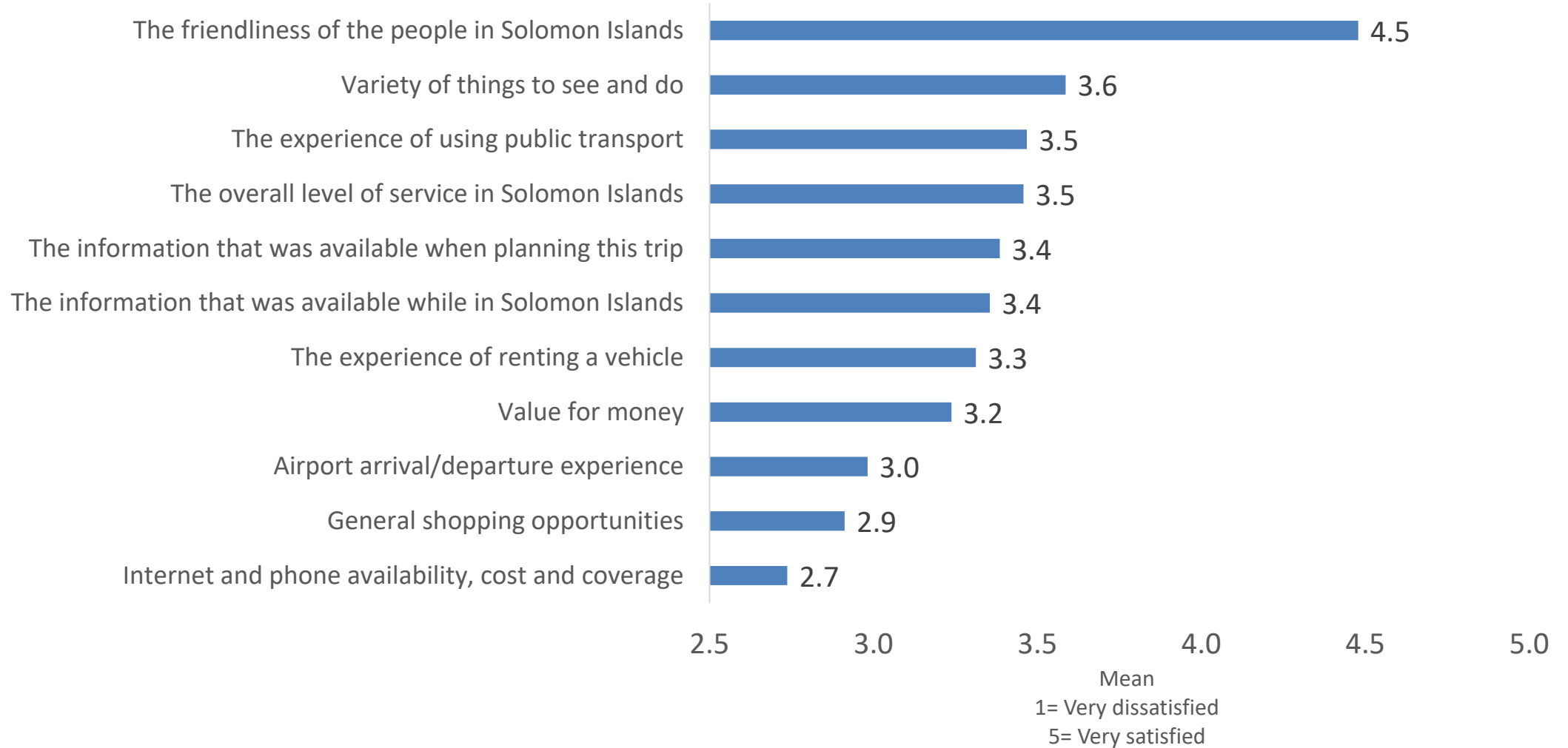


Satisfaction



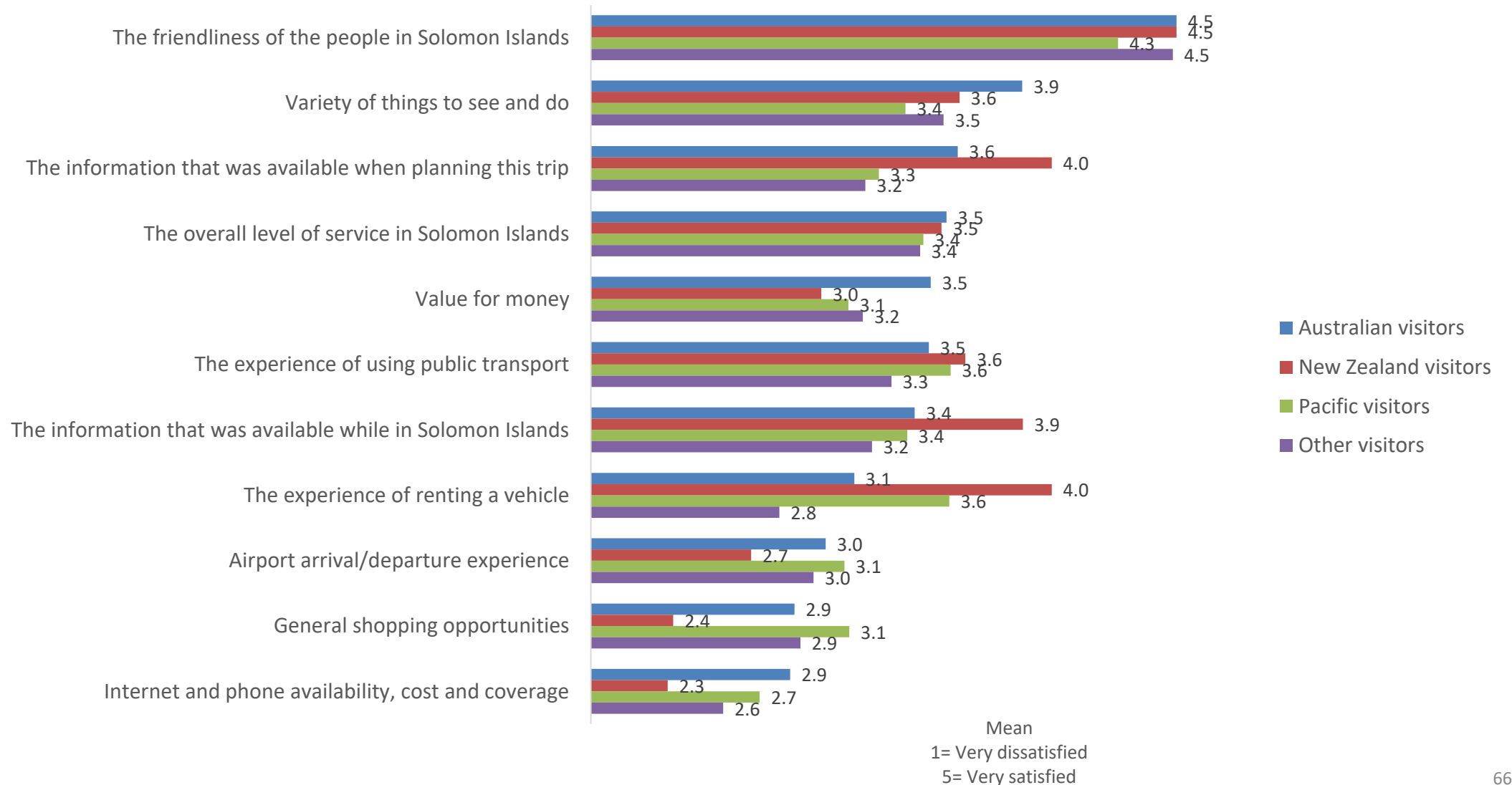
Note: Multiple responses, therefore total does not add up to 100%.

# Satisfaction with the Solomon Islands



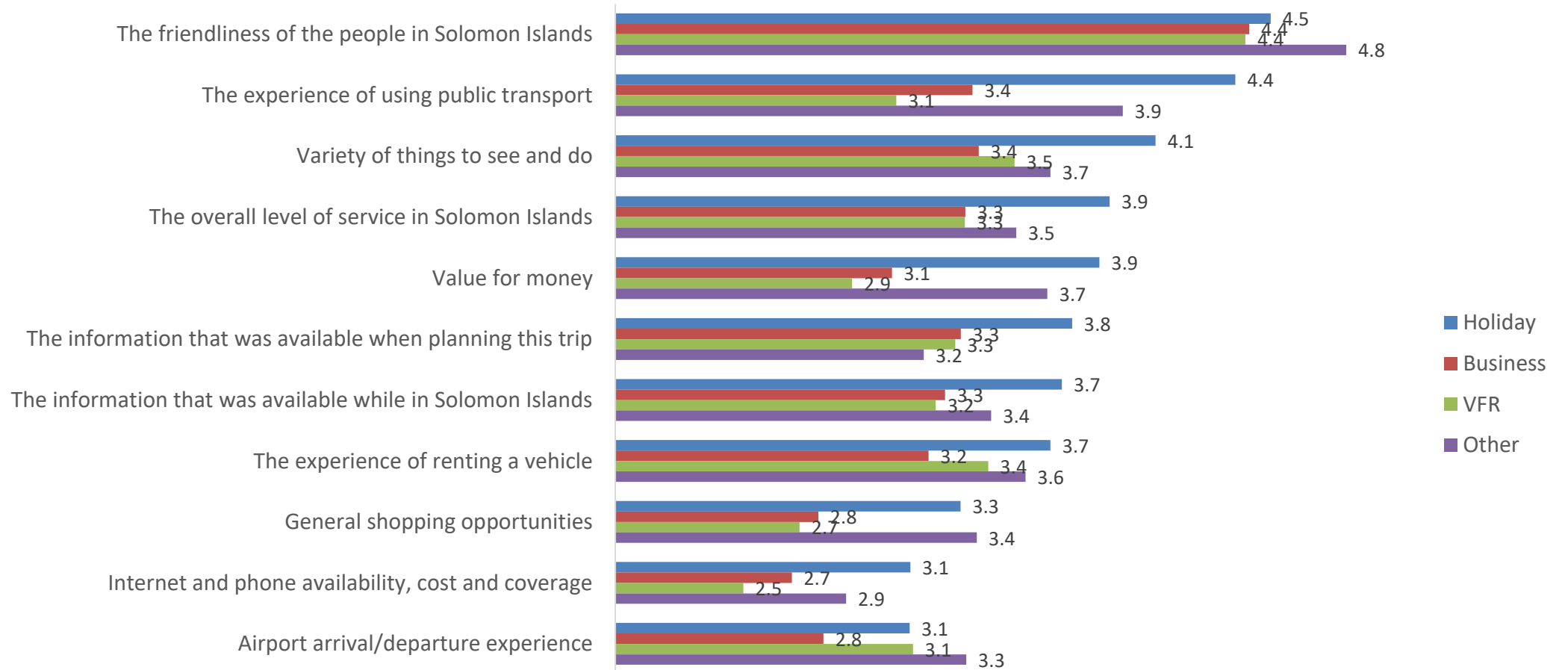
# Satisfaction with the Solomon Islands

## Market breakdown



# Satisfaction with the Solomon Islands

## PoV breakdown



Mean  
1= Very dissatisfied  
5= Very satisfied

## COVID BULLETIN

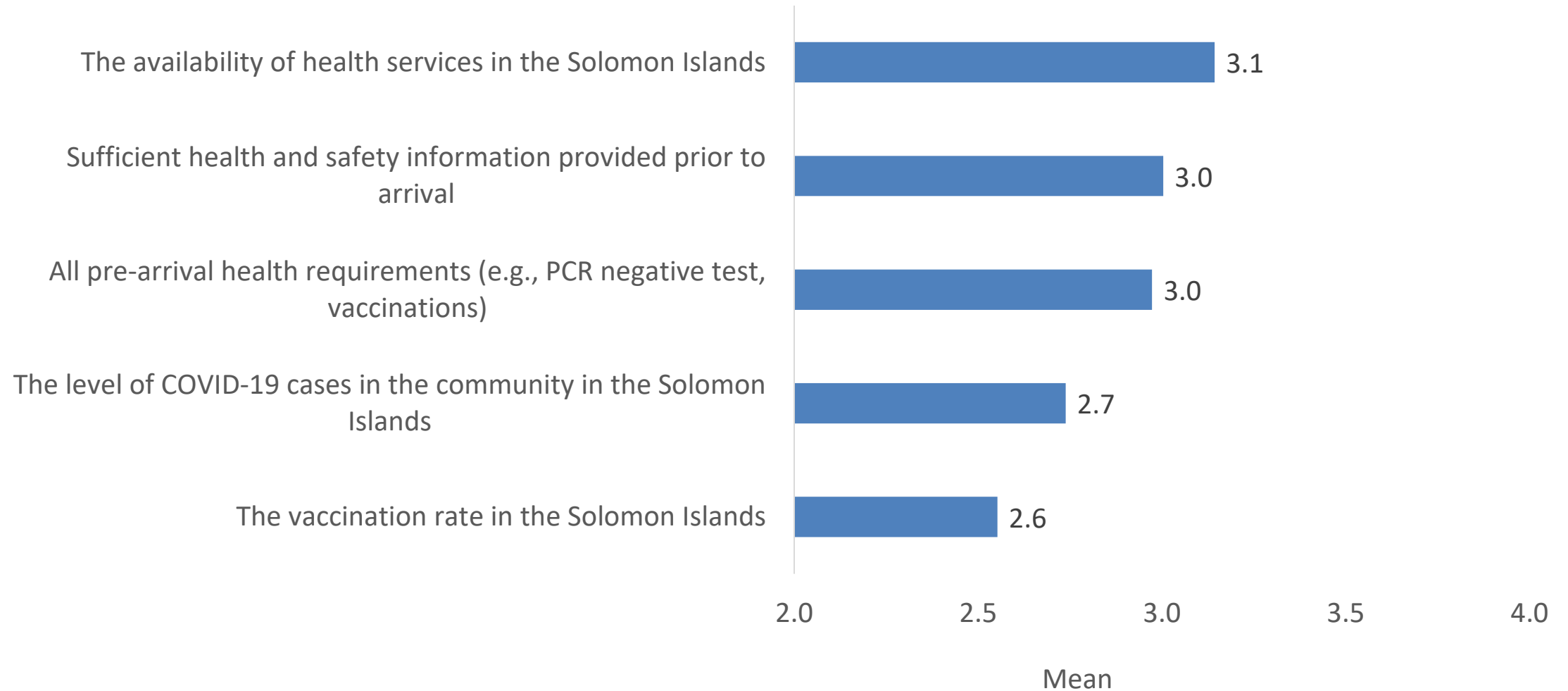
Solomon Islands IVS

# COVID RESPONSES & COMMENTS

Jul - Dec 2022

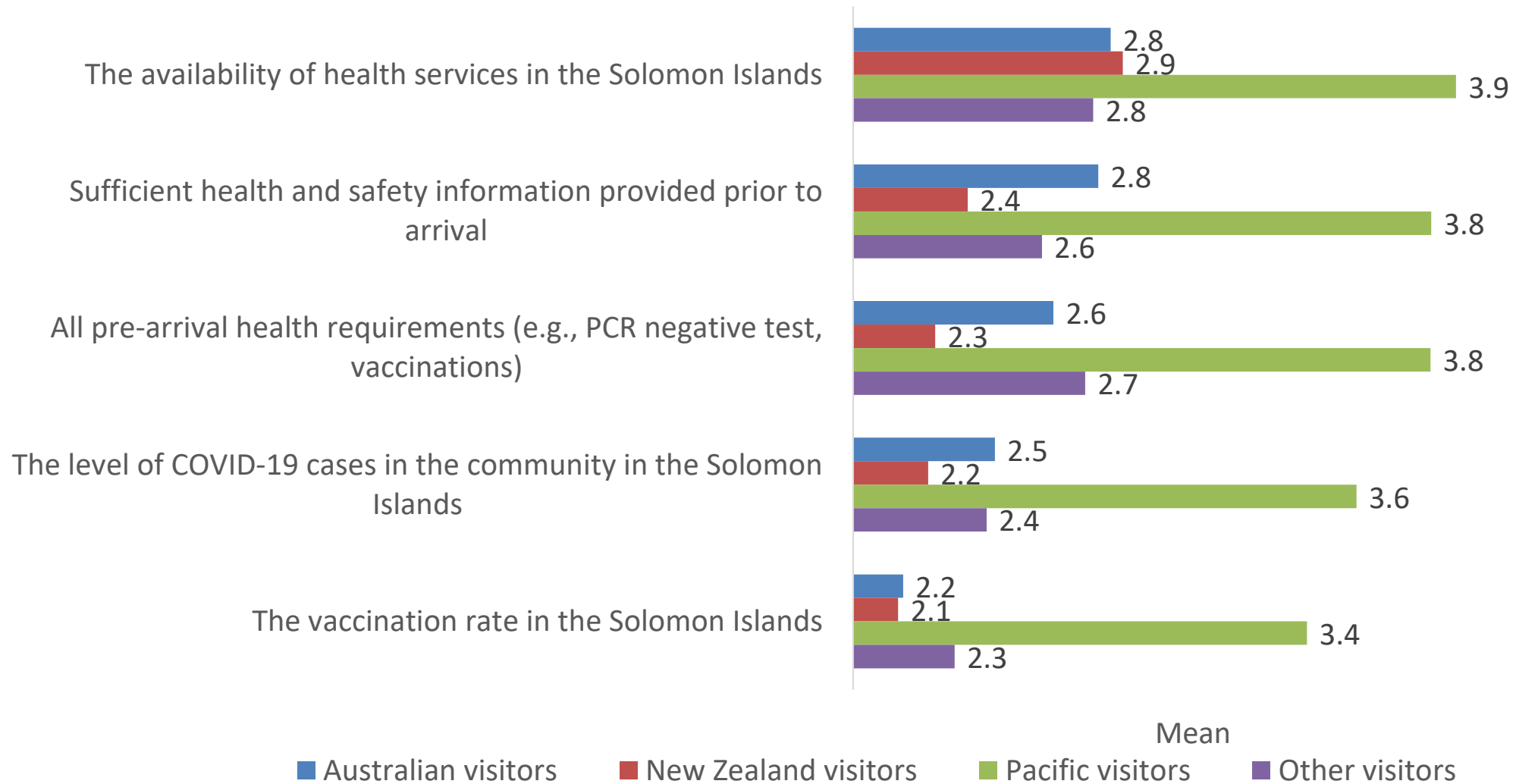


## COVID - How important were the following factors in your decision to travel to the Solomon Islands on your most recent visit?



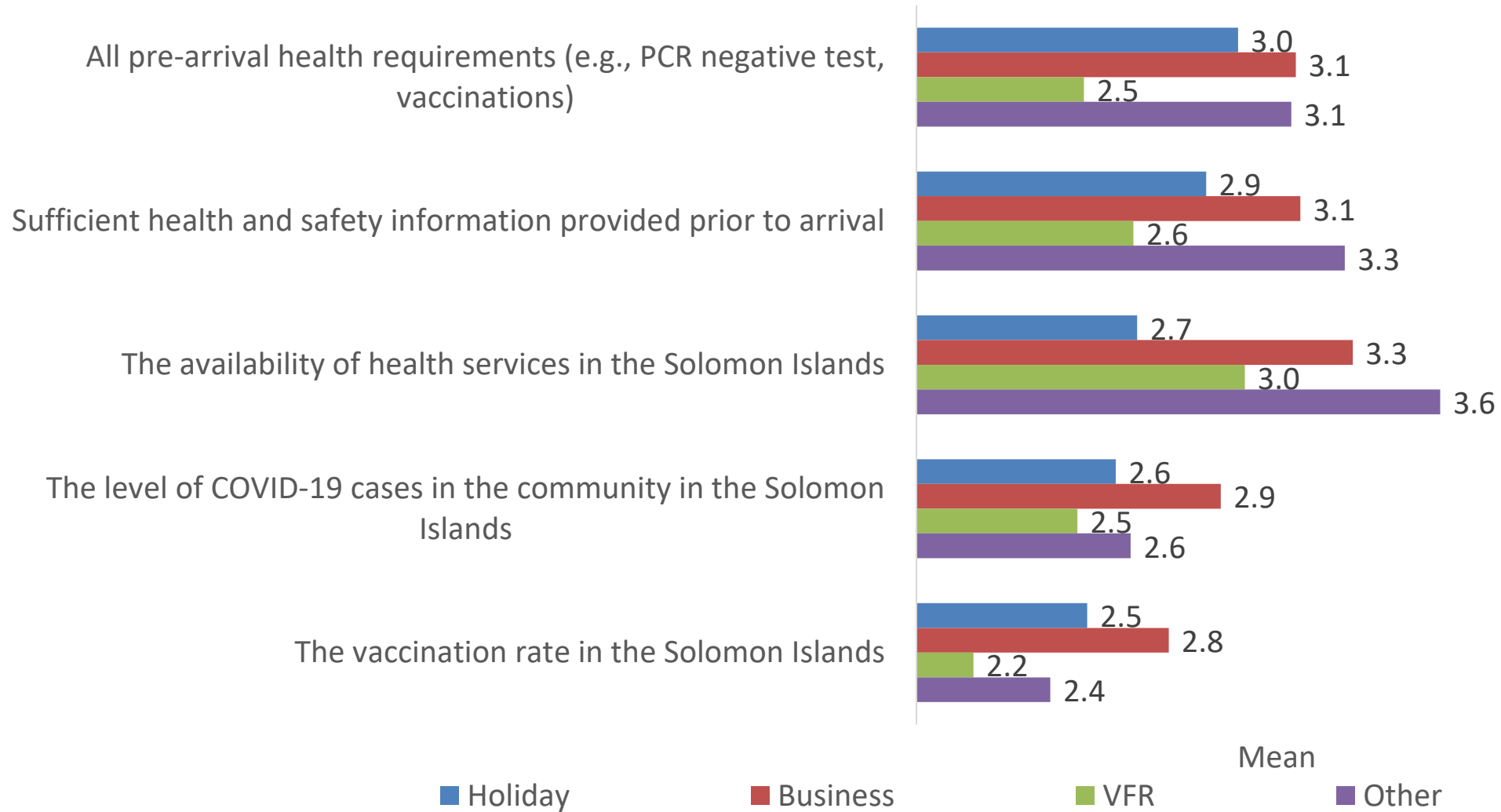
# COVID - How important were the following factors in your decision to travel to the Solomon Islands on your most recent visit?

## Market breakdown



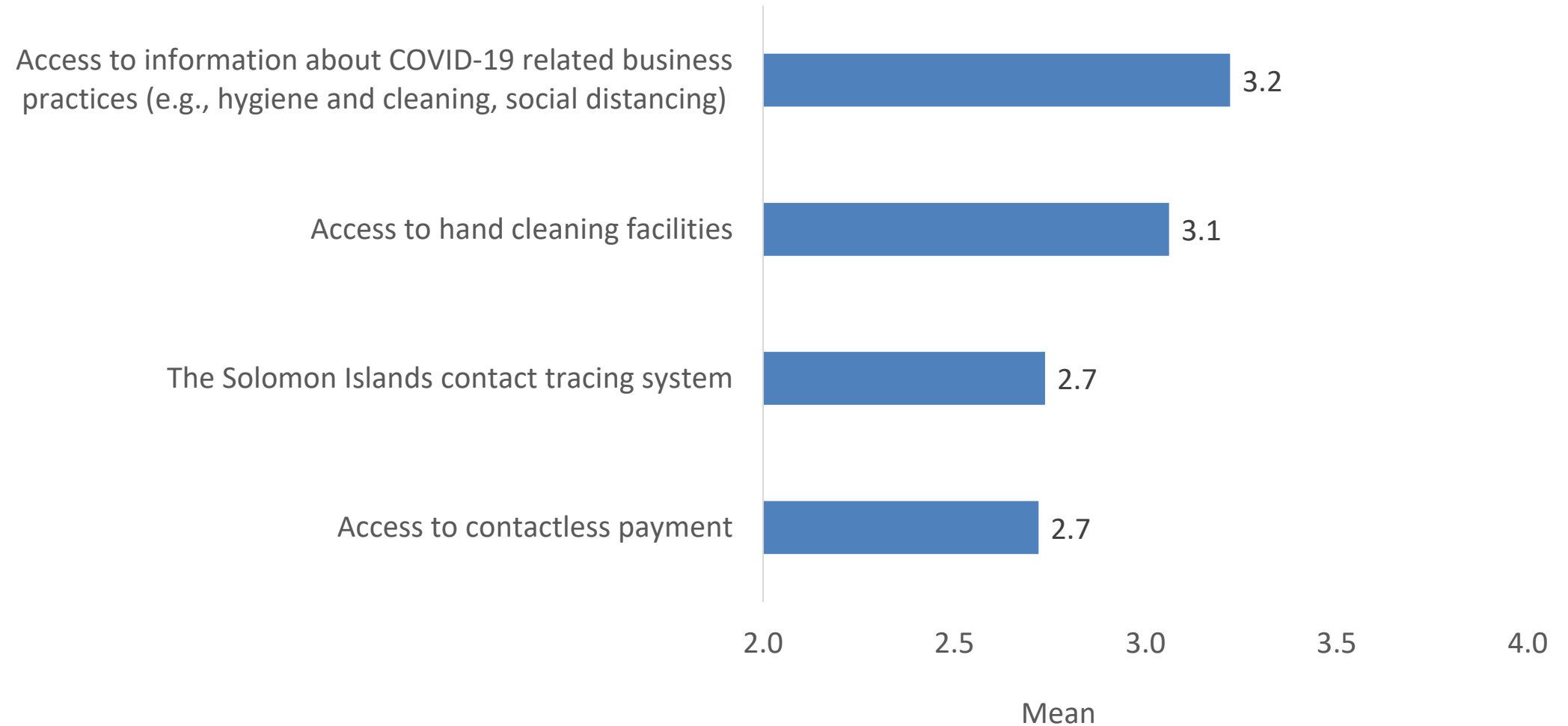
# COVID - How important were the following factors in your decision to travel to the Solomon Islands on your most recent visit?

## PoV breakdown



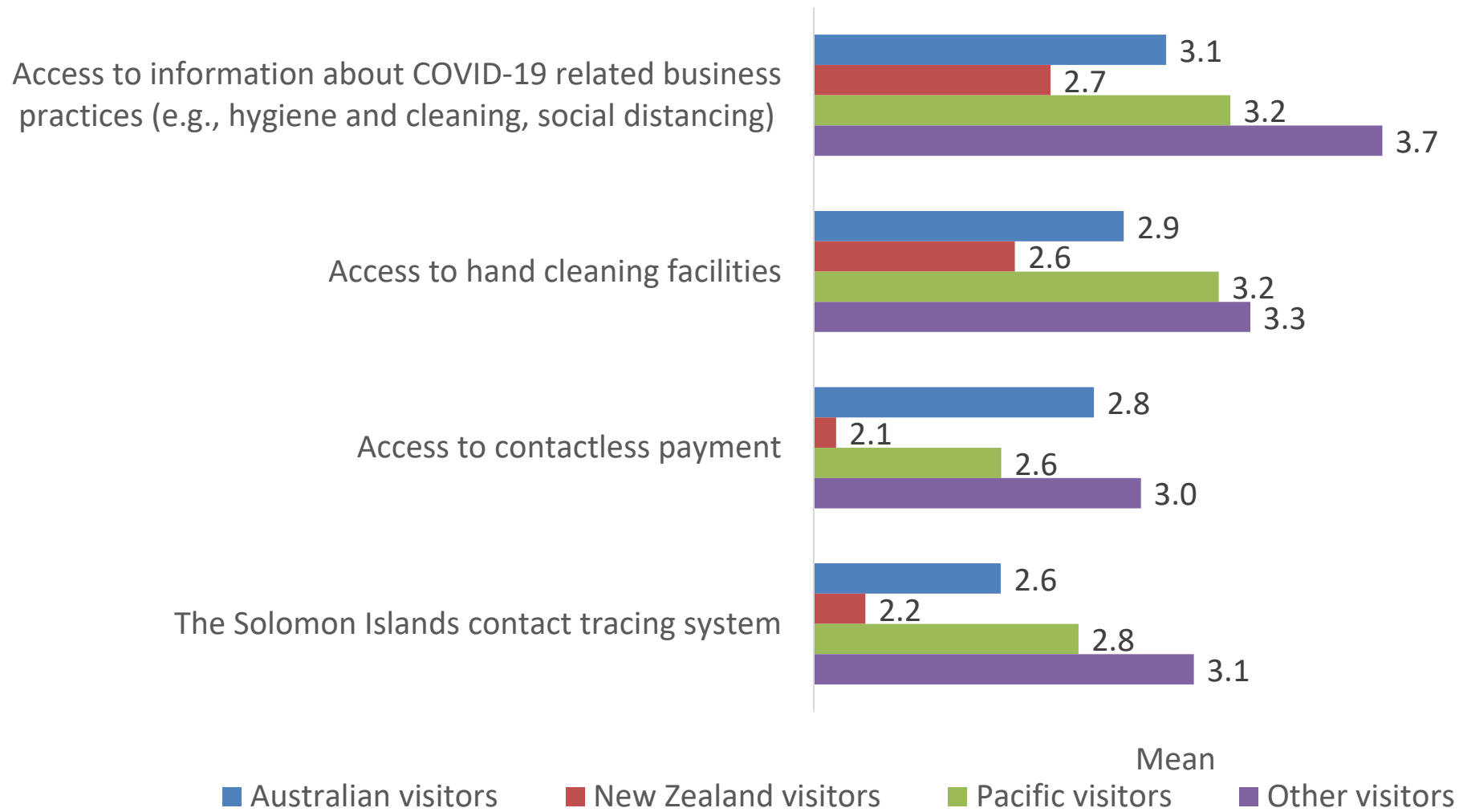


## COVID - How satisfied you were with the following while you were in the Solomon Islands on your recent visit?



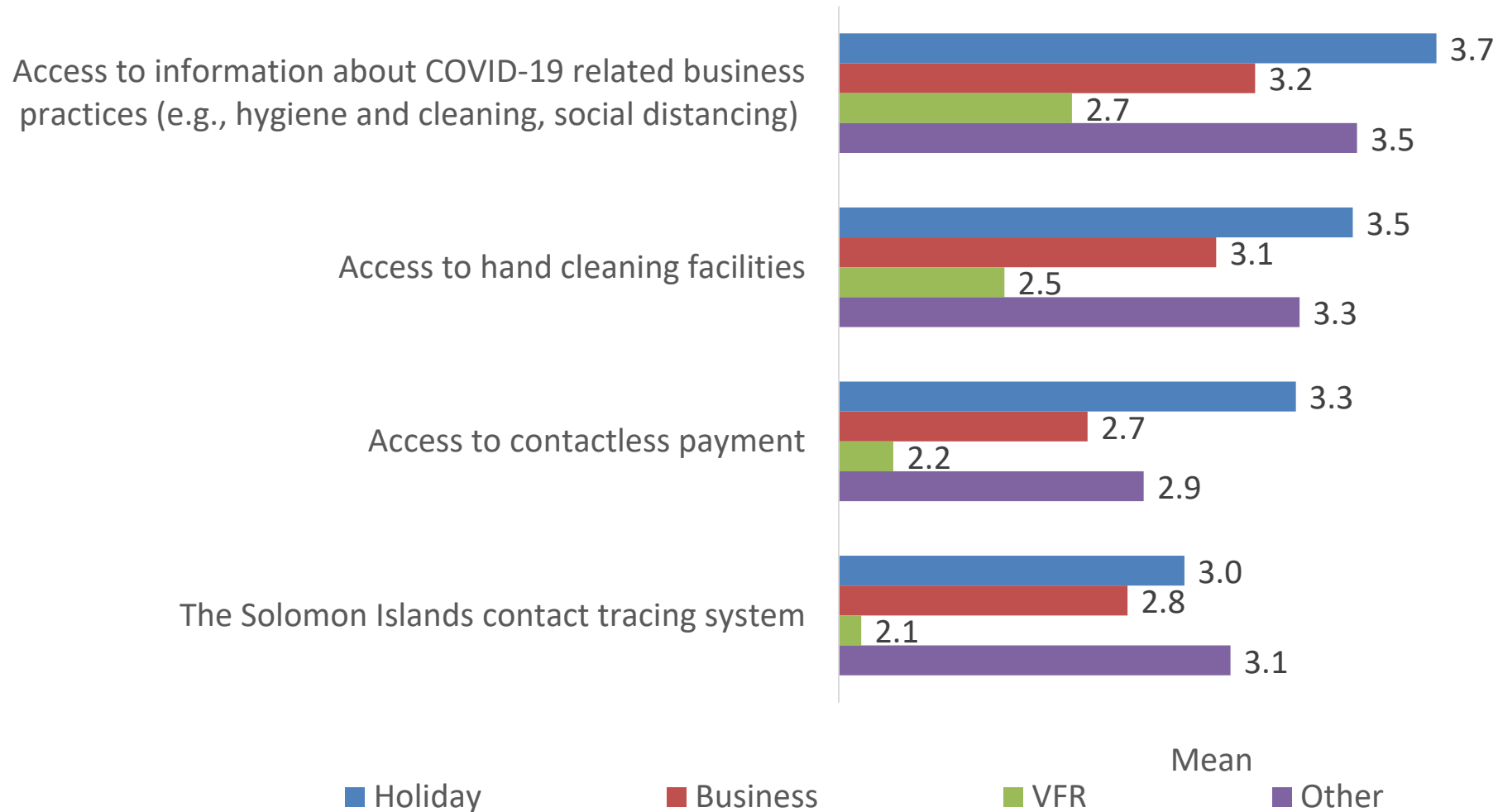
# COVID - How satisfied you were with the following while you were in the Solomon Islands on your recent visit?

## Market breakdown

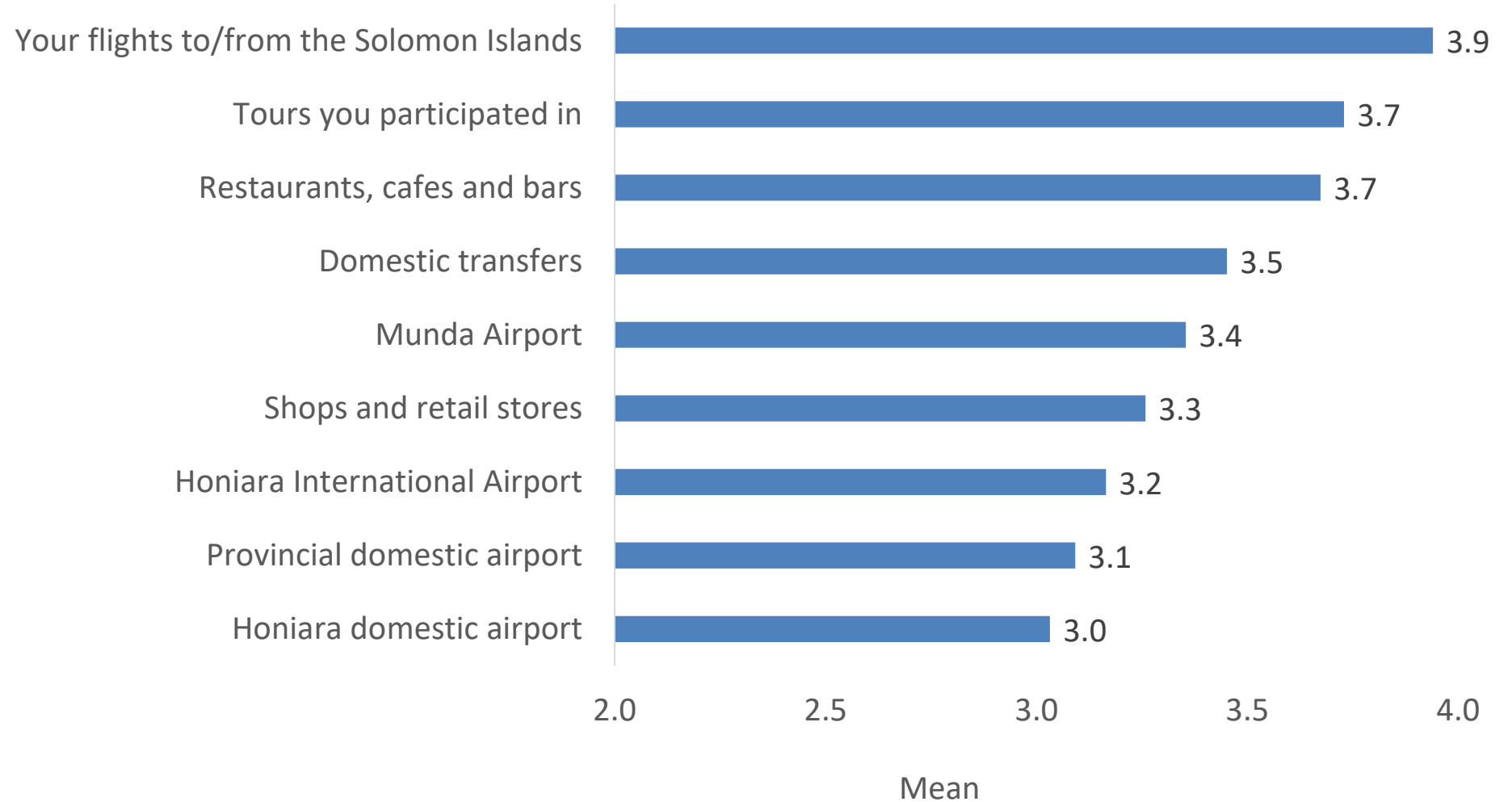


# COVID - How satisfied you were with the following while you were in the Solomon Islands on your recent visit?

## PoV breakdown

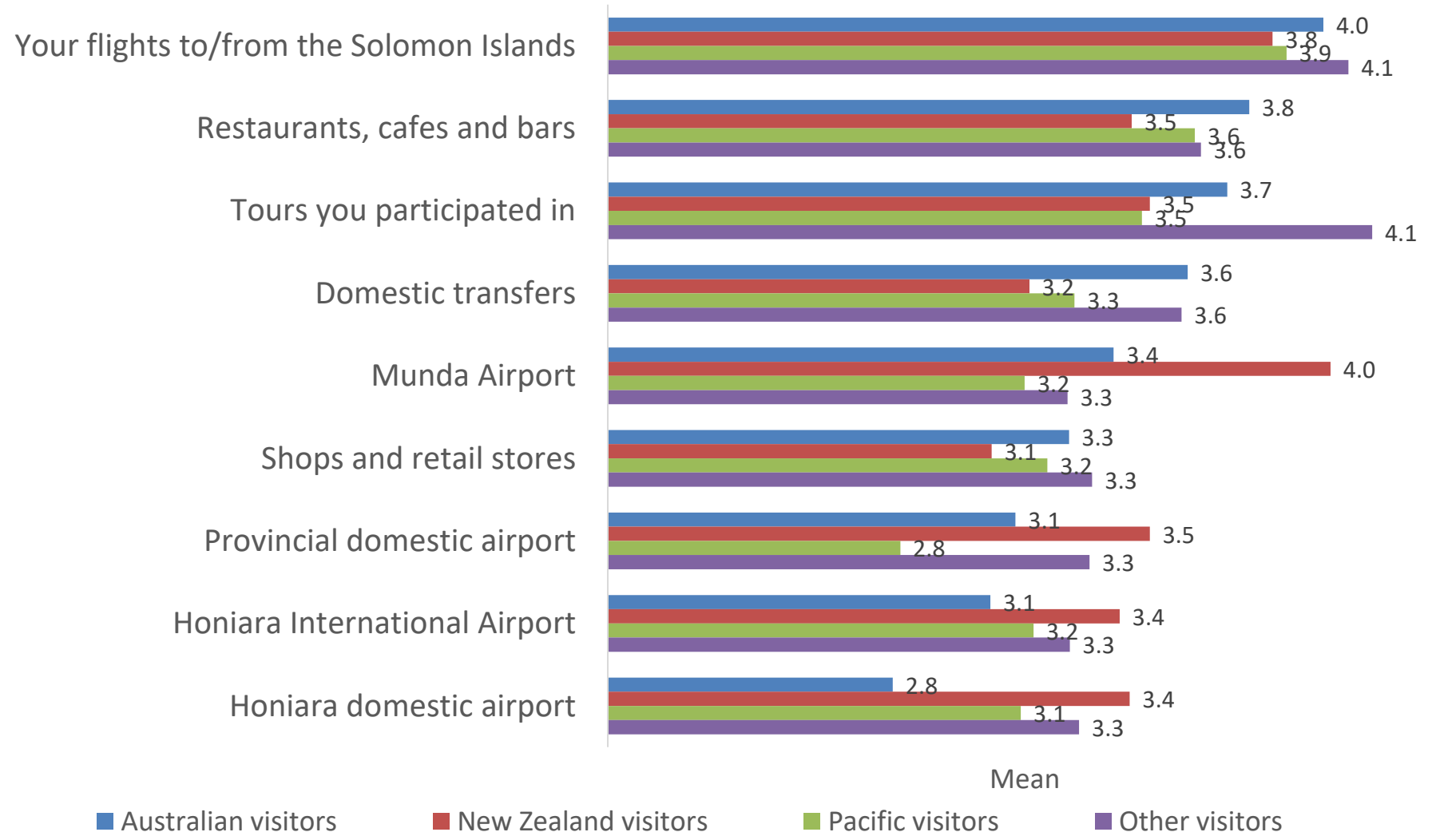


## COVID - During your visit how satisfied were you with Health and Safety measures in the following settings



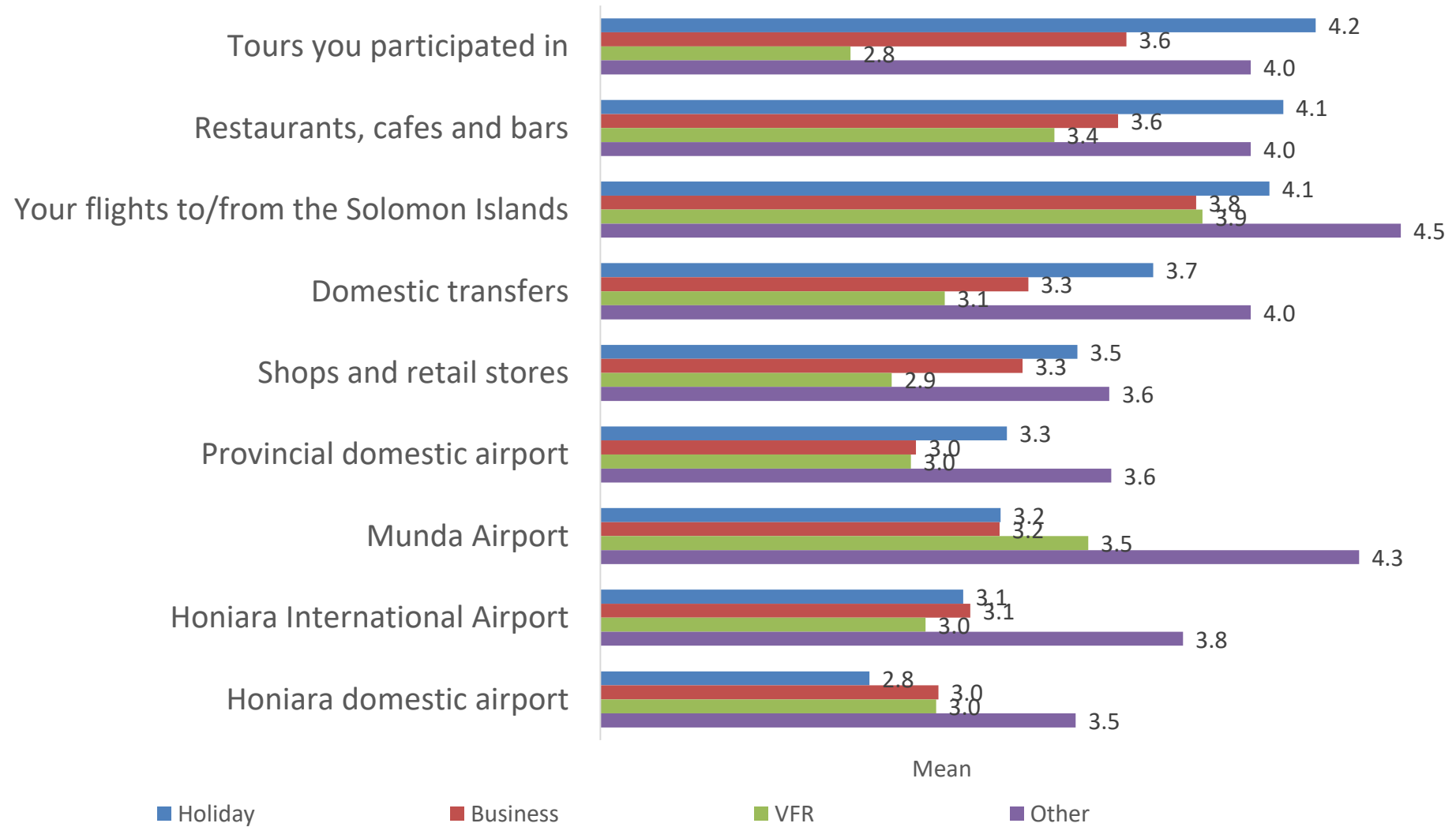
# COVID - During your visit how satisfied were you with Health and Safety measures in the following settings

## Market breakdown



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

## PoV breakdown



A total of 142 respondents in the Solomon Islands July-December 2022 IVS dataset provide further comments about their perception of COVID-19 related management during their time in Solomon Islands. Of these 142 respondents, 26% of respondents show no concern regarding COVID-19 in Solomon Islands.

“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 into 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 the beginning of the 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.”



“Generally I see that people in Solomon Islands a very peaceful loving people and most people are always mindful about Covid 19 restrictions.”

“Staff at my workplace were very careful about social distancing and staying away from work when sick.”

“Well organized.”

“Extremely effective.”

“We love Uepi Island, the diving there and all the staff.”

“Precautionary measures before flying to Honiara were awesome.”

“Thanks for removing mask and PCR mandates!”

“I contracted Covid-19 and tested positive the day before my original planned departure. The Min of Health phone line was very helpful as was the nurse who did the testing.”

“Safety measures are not really followed here.”

“One traveller boarded the flight with no vaccination 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.”

“Local concern appeared relatively low.”

“As we landed the earthquake had an impact so many protocols were not followed. During departure we were wearing masks, however, the air con system was down due to the earthquake and it was pretty hot. So normal situation was not prevailing for any comment. Departure hall had only one computer working which had been rigged to serve as there was damage to that hall due to earthquake.”

“Public bathrooms (e.g., in the airport) do not have any soap.”

“It didn’t really seem like much had changed outside the airport since pre-covid.”

“I contracted Covid-19 and tested positive the day before my original planned departure.”

“We were very concerned about the amount of covid in the community and honestly didn't feel safe on the flights or in public areas.”

“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 was very filthy and dirty, and needs to be improved.”

“Get rid of all Covid requirements. Not needed.”

“Need to drop the need to be vaxxed to enter your country as it’s restricting many from entering.”

“There might be other more prominent concerns, such as the Honiara domestic and Nusatupe airports not having functional toilets and running water.”

“I believe it is very important to protect your visitors and the community to have more covid protocols in place. Reintroducing the mandatory negative PCR test for arrival plus masking on all flights would go a long way to protecting your visitors and the community in general. Mandatory isolation if covid positive is a very good thing to help stop the spread. We were very concerned about the amount of covid in the community and honestly didn't feel safe on the flights or in public areas.”



**Solomon Islands IVS**

# GENERAL FEEDBACK

Jul - Dec 2022



## Most Appealing Aspects



**42%**  
**People**



**28%**  
**Scenery,  
Landscape &  
Environment**

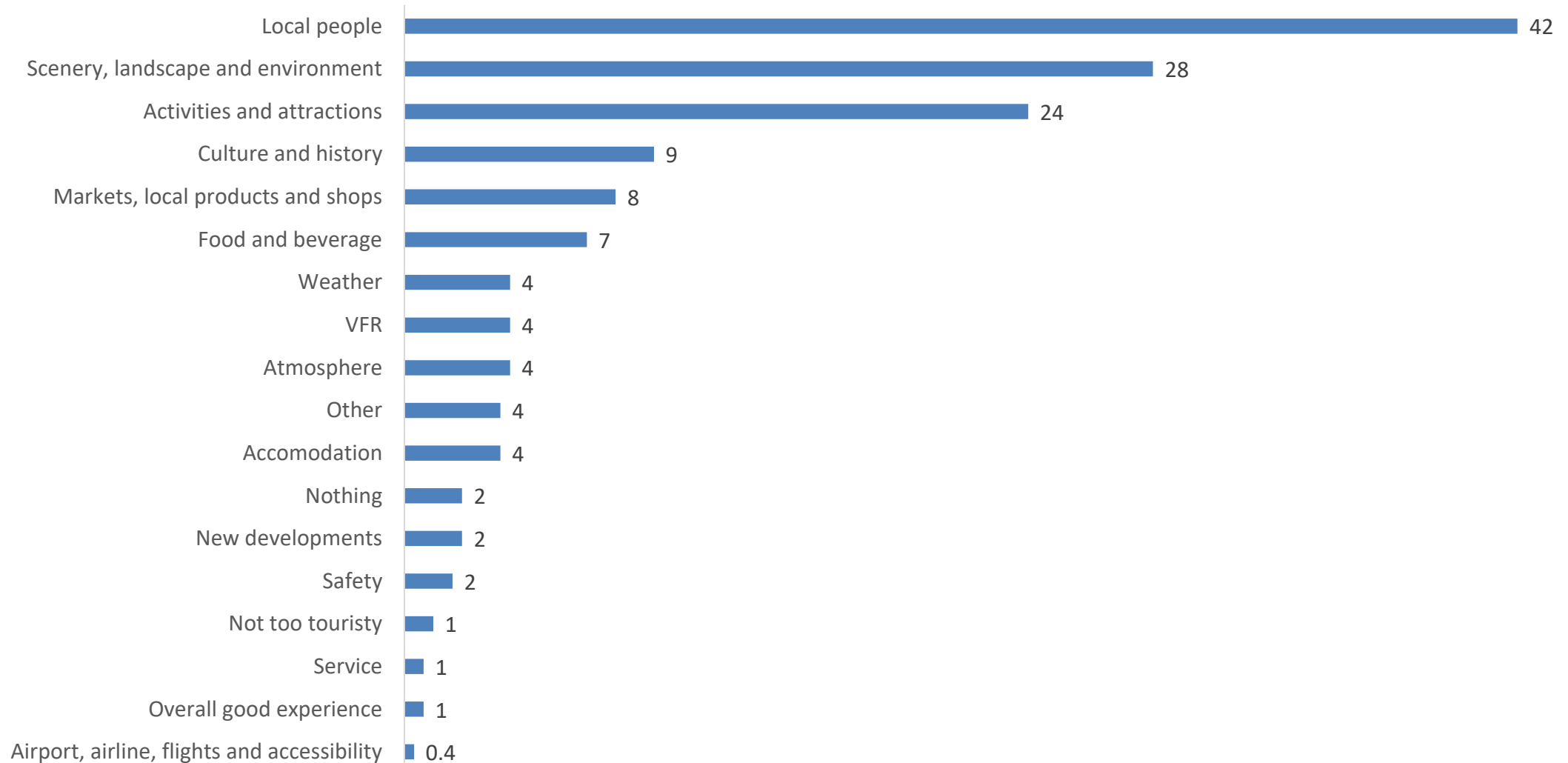


**24%**  
**Activities &  
Attractions**



**9%**  
**Culture &  
History**

# Most Appealing Aspects



Share of respondents (%)

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

People (42%)

“Friendly locals.”

“The beautiful smiles and overall friendliness.”

“The lovely people.”

“The people were extremely friendly.”

“The diving and the lovely people at the resort (Uepi Island).”

“The people are active, smiling, willing to chat...”

“the people are the friendliest I have ever met.”

“When I landed there was a major earthquake which had hit Honiara damaging the airport facility. We were provided alternate means pretty quickly, shade to stand and allowed to enter the building. With the limited means, the airport staff was efficient as they can be. Overall friendly people, hotel staff also have a smile on their face all the time.”

“I just like the people - they are kind and friendly and good sense of humour.”

“The friendliness and happiness of the Solomon Islanders.”

## Most Appealing Aspects

### Scenery, Landscape and Environment (28%)

“I absolutely loved how untouched and natural the Solomon Islands are compared to other islands 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.”

“Coral Sea and Lagoon.”

“The Islands are so lovely with crystal clear ocean.”

“Nice beaches and peaceful environments.”

“The clean water. Diving environment was amazing.”

“Island scenery and underwater biodiversity.”

“The lovely scenery and the beautiful ocean life.”

“The beauty of the reef and different islands.”

“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...”

“The Solomon Islands has some of the best scuba diving on the planet...”

“Swimming at the beaches and snorkelling.”

“The WW2 history.”

“Diving in and around Roviana Lagoon. Attending parts of the Stunned Mullet fishing tournament. Seeing a dugong.”

“Spending time in local villages and village life and activities.”

“Experiencing/observing how the people live and work.”

“Visit to Savo Island great. Heading to Nggela Island tomorrow with a group of expats in chartered boat - should be good. Churches are great.”

“Snorkelling, talking to the women at the craft markets about cultural significance of motifs/spirits and animals, village life/craft tour, guided walk through the jungle/city.”

“the diving was as pristine and unique as expected.”

“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”

“Cultural experience.”

“...their cultural diversity.”

“...different culture to experience.”

## 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...”



## Most Appealing Aspects

## Other Comments

“Fish sold everywhere.”

“Local crafts.”

“It’s art and craft in the market, I think the women are very skilful and have good talents to better showcase their products.”

“Fresh fruit and vegetables in the markets.”

“My family are the main reason I go and always the most appealing part is spending time with them in our village eating and laughing. I think tourists would enjoy experiencing what a local village is like and taking time to see how cook and live.”

“Relaxed approach to everything.”

“Climate.”

“Safety and security.”

“Beauty of the island, friendly law-abiding citizen. It is indeed a happy island.”

“Work visit for workshop: most attractive/appealing thing was the people and the service.”

“...the upcoming infrastructure of the Pacific Games.”

## Least Appealing Aspects



**39%**

**Infrastructure**



**32%**

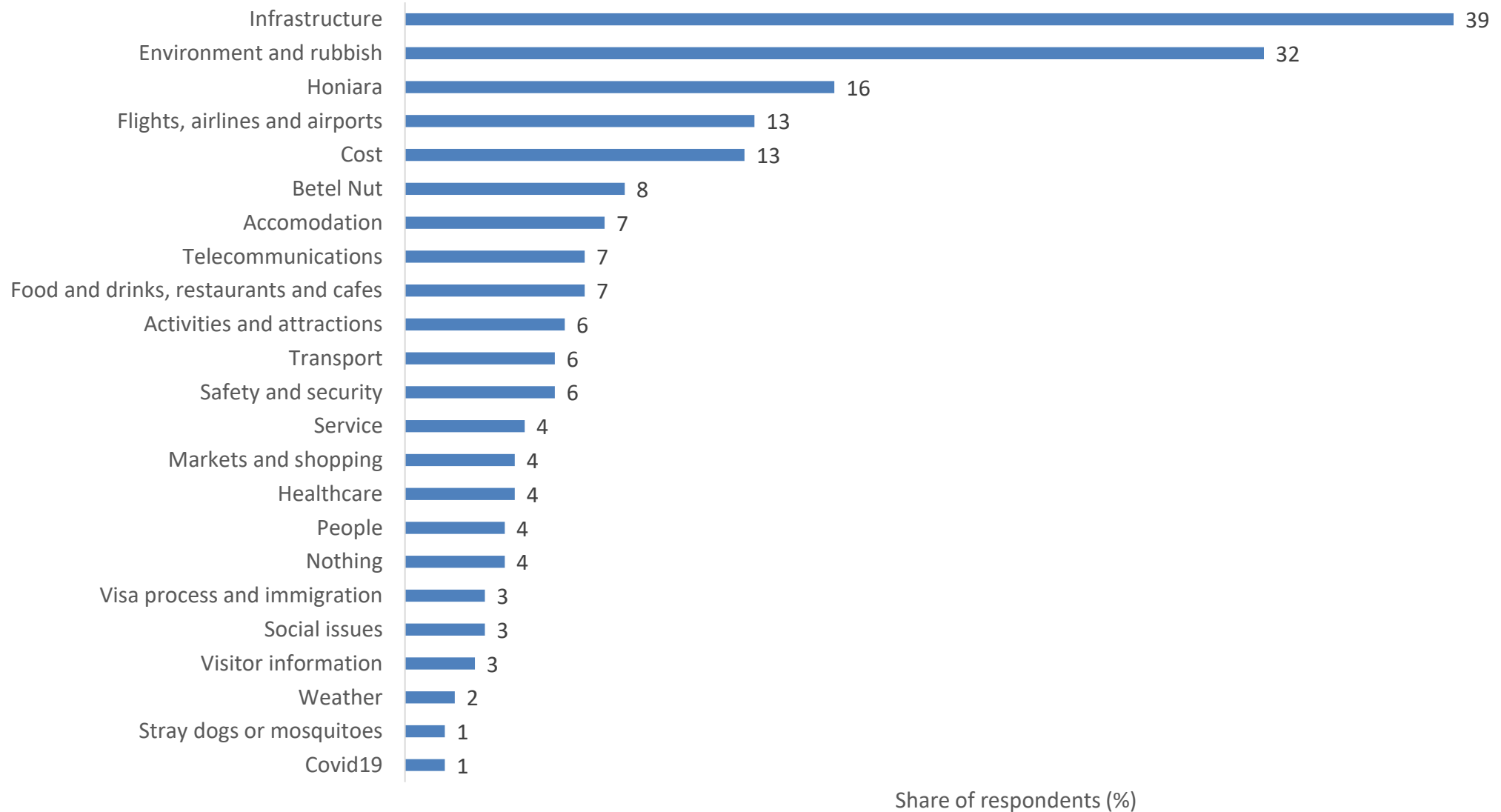
**Environment  
and Rubbish**



**16%**

**Honiara**

# Least Appealing Aspects



Share of respondents (%)

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

## Least Appealing Aspects

Infrastructure (39%)

“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. ”

“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!”

“...the roadworks and potholes!”

“...continuing lack of infrastructure...trash all over...trash in the rivers ...pot holes... need better pavement materials... the bad potholes on unpaved local roads up in the local neighbourhoods.”

“Roads need to be upgraded or build new roads. ”

“Maintenance of the roads is very very poor, making many places difficult or impossible to access.”

“Poor road system. ”

“Empty bottles and plastic bags on the beaches.”

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

“The dirty and dusty environment in Honiara.”

“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.”

“Everything is dirty, rubbish & beetle nut spit on most things.”

“Terrible pollution - the sight of plastic bottles choking the rivers and gutters in Honiara was depressing. It’s a tragedy to see such a beautiful environment trashed.”

“How dirty it is - so much plastic everywhere being blown straight into the ocean!”

“Declining water quality. Apart from heat events, it was speculated that the decline was due to pollution from logging activities up the coast.”

“Trash in the ocean after it rains. ”

“People randomly spitting on the streets or while driving.”

“Private beaches that require access fees (SBD 50) and are covered in plastic waste; waste management in Honiara; overall poor sanitation/human waste management; eco lodges not so eco--all human and other waste go straight into the sea.”

“Honiara full of rubbish, everywhere empty plastic water bottles and other rubbish around.”

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

“Visible deterioration and poverty in Honiara.”

“Noise and dust in Honiara.”

“It was a shame that the government had over two years during Covid to not take advantage of that time to clean up and make Honiara a beautiful city.”

“Dirty beach in Honiara - dirty run-down footpaths.”

“Honiara continuing to be dirty and not very safe, pickpockets – belugas.”

“Not much to do in Honiara and good accommodation in Honiara was very expensive.”

“...road conditions in Honiara.”

“Lack of foreshore parks in Honiara.”

“Honiara traffic.”

## Least Appealing Aspects

## Other comments

“Cost of (secure) accommodation.”

“Costs of accommodation and even meals are prohibitively expensive for tourism - I would not be visiting if not for work.”

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

“Cost of goods/internet.”

“ATM withdrawal fees. Inability to support local ecotourism initiatives due to lack of available information online before travel.”

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

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

“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.”

“The young guys need jobs to help them become responsible citizens and the church needs to come alongside to help.”



## Least Appealing Aspects

## Other comments

“The airline - late in both directions, slow check-in. When travelling on connecting flights bags and passengers should be allowed to disembark before other passengers.”

“Lack of maintenance of the visitors’ lounge at the airport. The culture building needs to be looked after.”

“Hotels were more expensive than I imagined given the generally low quality of service/upkeep and state of repair.”

“...availability of water in hotel.”

“People fighting causing lots of disturbances.”

“Supermarket foods were very limited and at times not very fresh. ”

“and mobile connectivity was not available.”

“Spitting of beetle nuts everywhere, it was disgusting.”

“Cost and quality of service.”

“The worry about catching malaria.”

# Suggestions for Improvements

**66%**

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



- 39% infrastructure
- 21% Flights and airport
- 15% Environment, cleanliness hygiene
- 9% Tours, activities and attractions
- 9% Cost and price
- 9% Accommodation
- 7% Food and drinks
- 6% Service
- 5% Tourist and travel information
- 5% Safety and security
- 5% Customs and immigration
- 5% A longer stay
- 3% Social issues
- 3% COVID-19 practices
- 1% Local people
- 1% Betel Nut consuming

## 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.”

“Improved infrastructure and facilities.”

“Getting from the Airport to accommodation is a less than representative introduction to the Solomons! If you have been there before you get used to it, however for first-time travellers it does nothing to boost your decision to come to the Solomons! This is a shame as the people are so friendly and want to make their country a better place to visit!”

“Cleaning, less rubbish and better roads.”

“Wider range of accommodation (not hotels) in Honiara.”

## Suggestions for Improvements

“More organized outdoor activities.”

“Proper rubbish removal and recycling.”

“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.”

“More public services at the airport.”

“Better environmental management, cheaper flights to the provinces.”

“Customer Service right from when we enter the Solomon Island airport arrival.”

“...more regular flight schedule.”

“...more rubbish bins for spitting.”

“I would love to see more put into making Honiara cleaner.”

**89%** of visitors indicate that they would consider re-visiting Solomon Islands



## Main Reasons Not To Return

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

## 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.”

“The only reason to return would be for the snorkelling but it is very expensive.”

“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.”

“Nicer cleaner cheaper places nearby with more tourist serviced.”

“Travel from the UK is expensive and flights into the Solomons from Fiji limited to 2 a week which meant that 6 days were spent in Fiji rather than in the Solomon.”

“Very long trip, and no infrastructure to enable us to do more than a few village visits.”

**81%** of visitors say that they would recommend the destination to their family and friends



## Reasons Not To Recommend

- Too expensive
- Infrastructure
- Environmental pollution and rubbish
- A lot more interesting Pacific Islands to visit
- Not easily accessible

## 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 lifestyle, 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.”

“They might get better value for money somewhere else in the region.”

“It's amazing, but not value for money. Accommodation is crazy expensive for the quality.”

“Dirty, poor infrastructure, beetle nut spit, very few quality restaurants.”

“A lot more interesting Pacific Islands to visit.”

“It is so remote from where I live in Kenya. It took 3 days to get there!”

“...too hard to access.”





# Thank You!

PTDI team

Web: [Pacific Tourism Data Initiative - AUT](#)

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

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