

# **SOLOMON ISLANDS INTERNATIONAL VISITOR SURVEY INSIGHTS Social Media Segmentation**

**2018 – 2020**



**SOLOMON ISLAND GOVERNMENT**



# Background

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

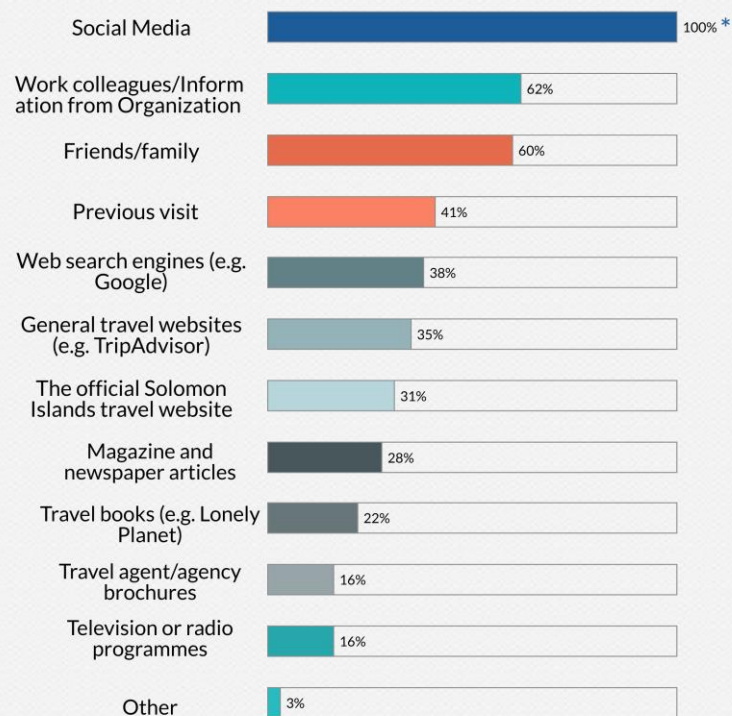
[www.nztri.org.nz/visitor-research/pacific](http://www.nztri.org.nz/visitor-research/pacific)

# The three identified segments

## Social Media Active (Discovery)



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



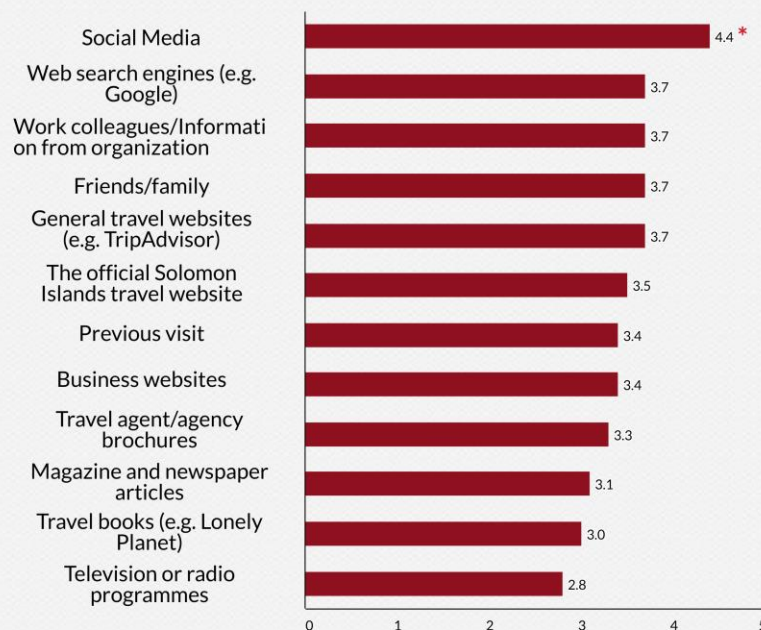
 n = 157 (6.2% of total respondents)

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

## Social Media Active (Information)



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



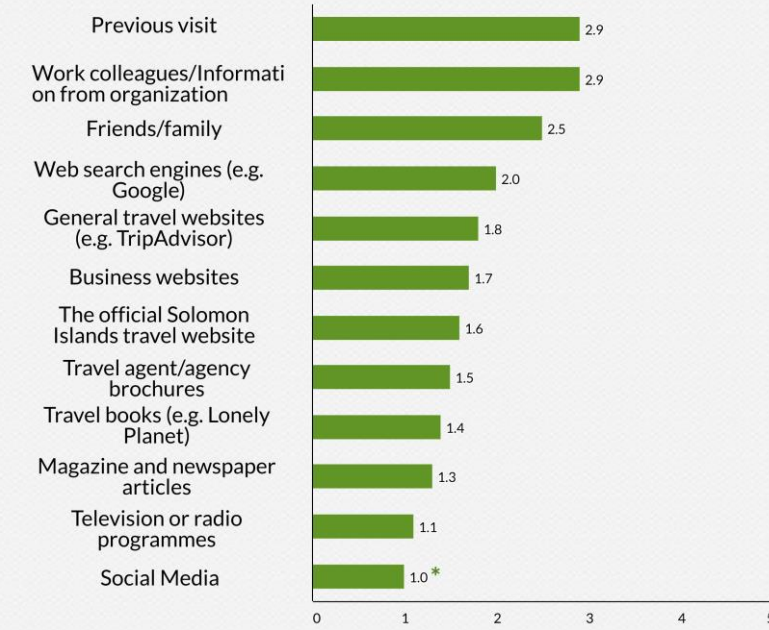
  n = 319 (14.3% of total valid respondents)

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

## Social Media Inactive (Information)



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



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

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

# Sample size of each segment IVS 2018-2020

**Social Media Active (Discovery)**  
Total: 157 visitors



**Social Media Active (Information)**  
Total: 319 visitors



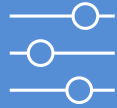
**Social Media Active (Information)**  
Total: 1,314 visitors



# Report Structure



Visitor  
Profile



Visitor  
Characteristics  
& Preferences



Information &  
Decision Making



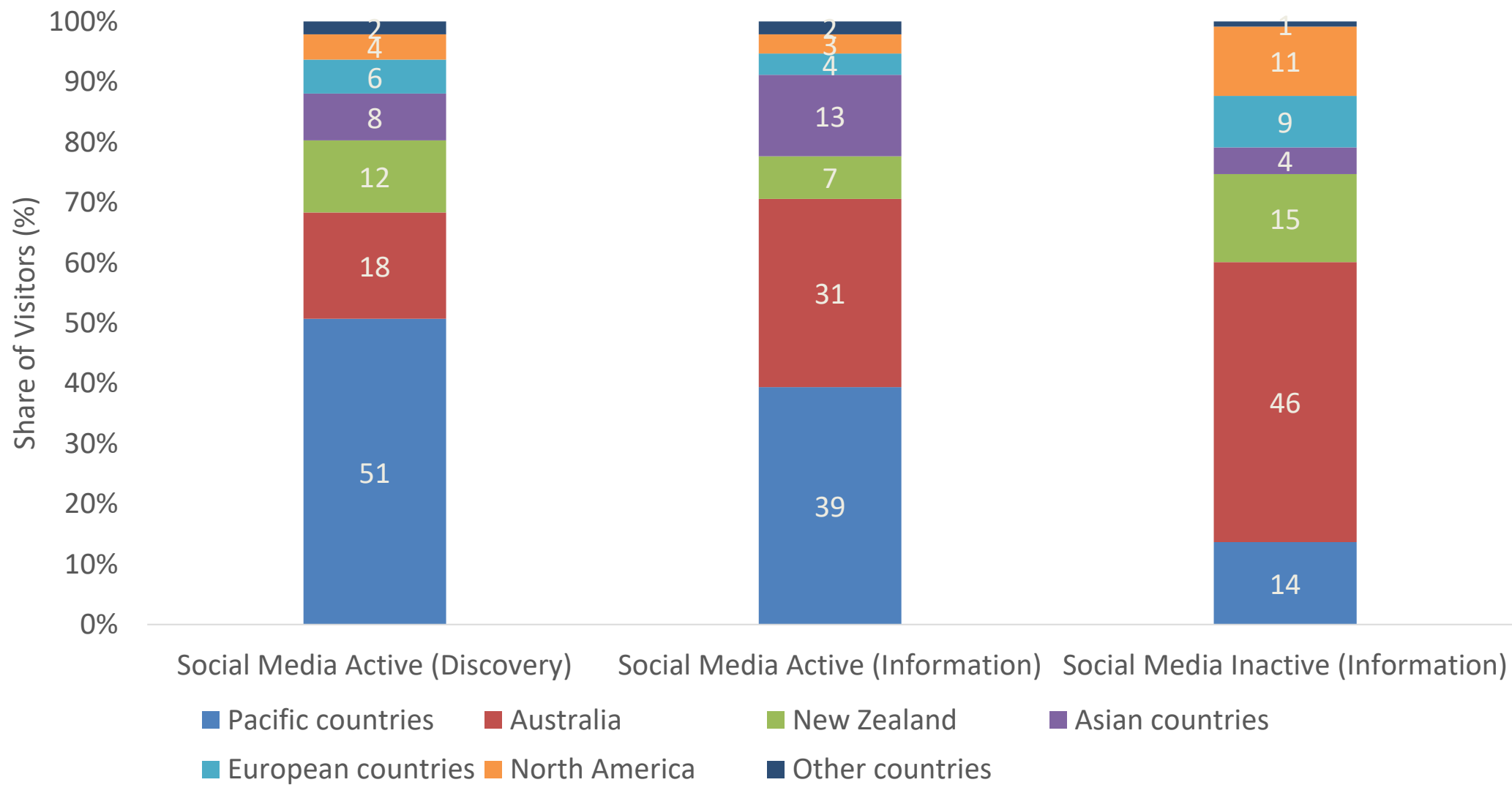
Visitor Spending  
and Impact



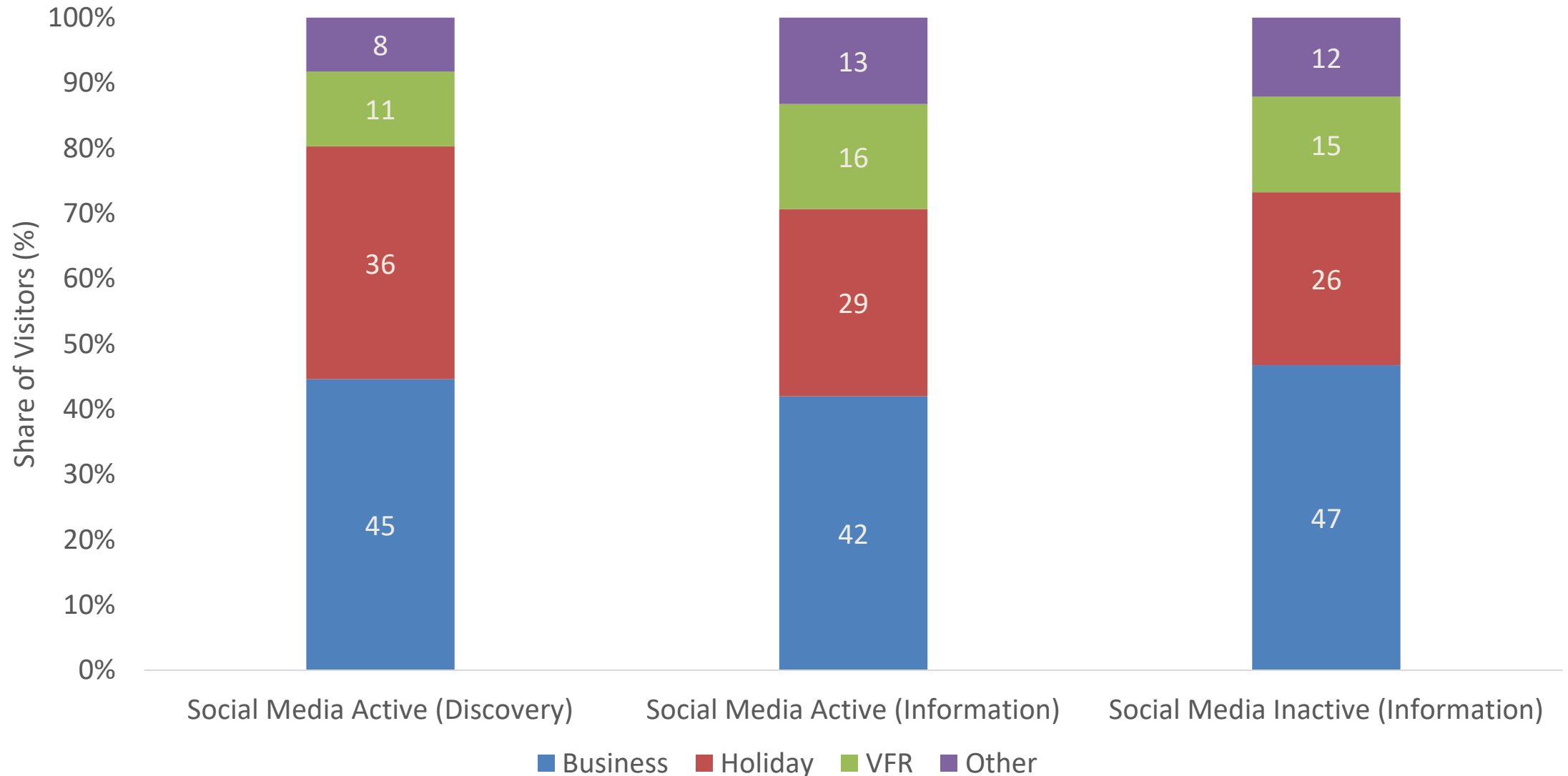
Visitor  
Satisfaction



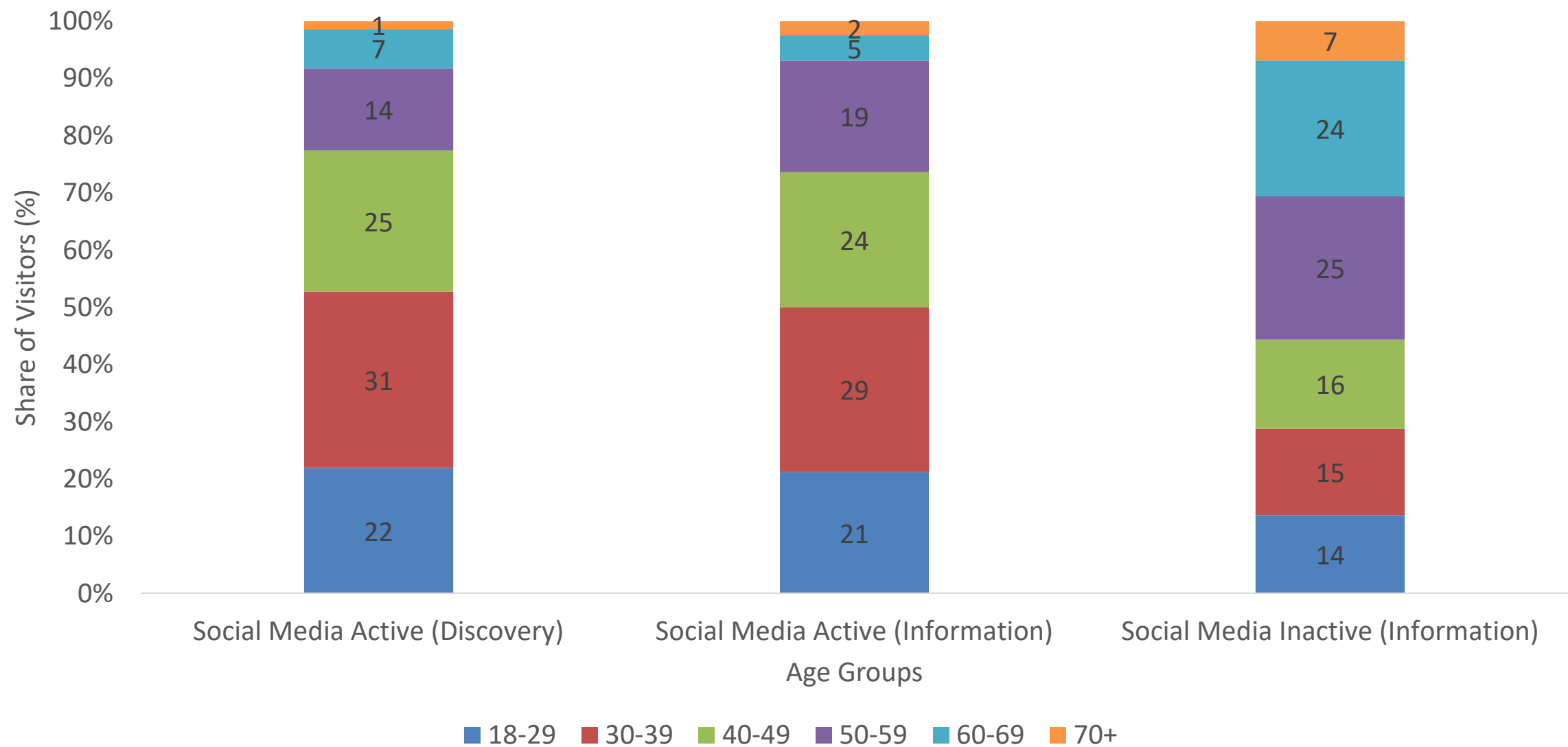
51% of the Social Media Active (Discovery) group and 39% of the Social Media Active (Information) group are from Pacific countries, while 46% of Social Media Inactive (Information) are from Australia



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

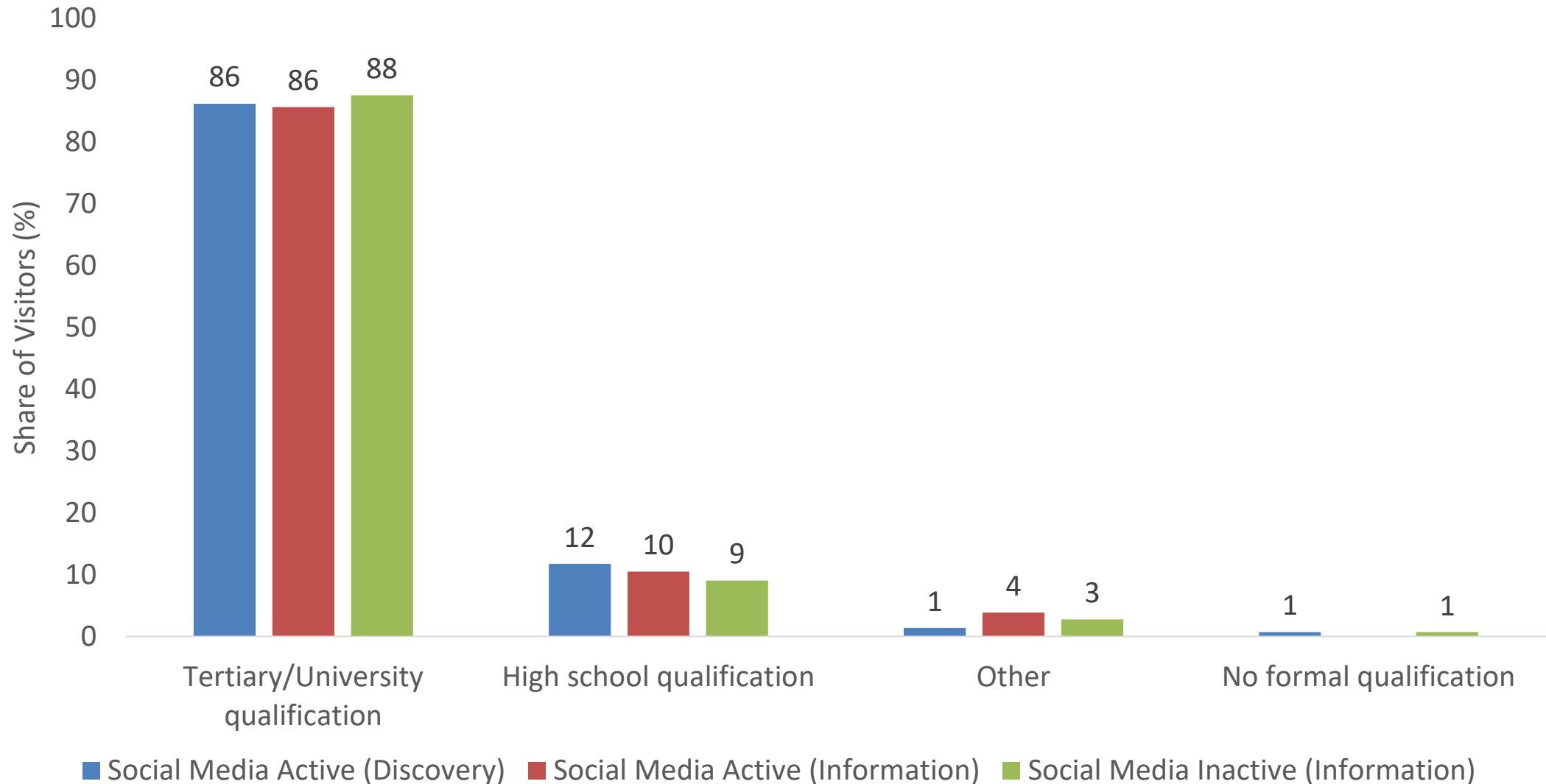


# At least half of both Social Media Active groups (Discovery & Information) are younger than 40 years of age

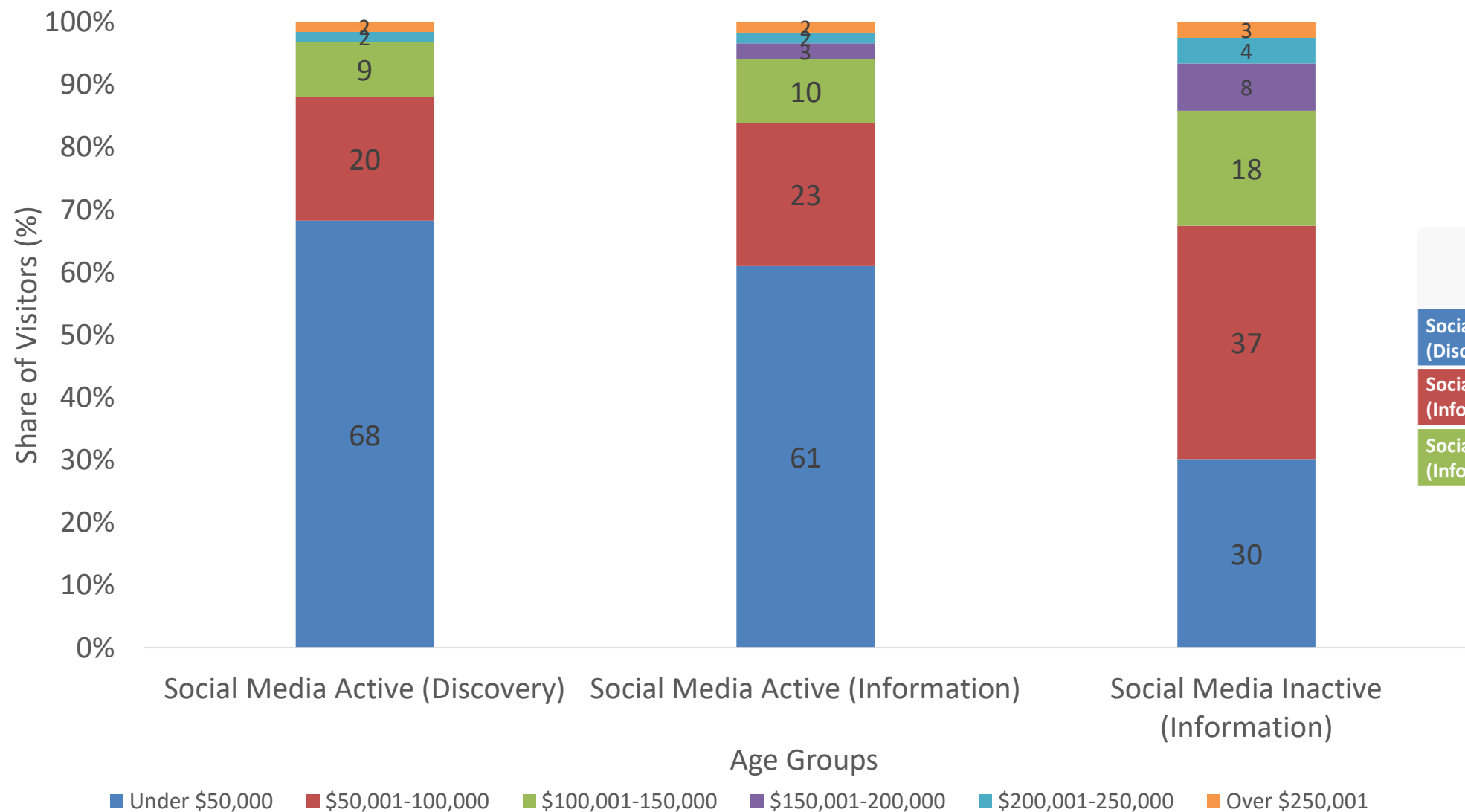




## There is limited variation in the percentage of visitors with tertiary qualification across the three groups



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



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

# Report Structure



Visitor  
Profile



Visitor  
Characteristics  
& Preferences



Information &  
Decision Making

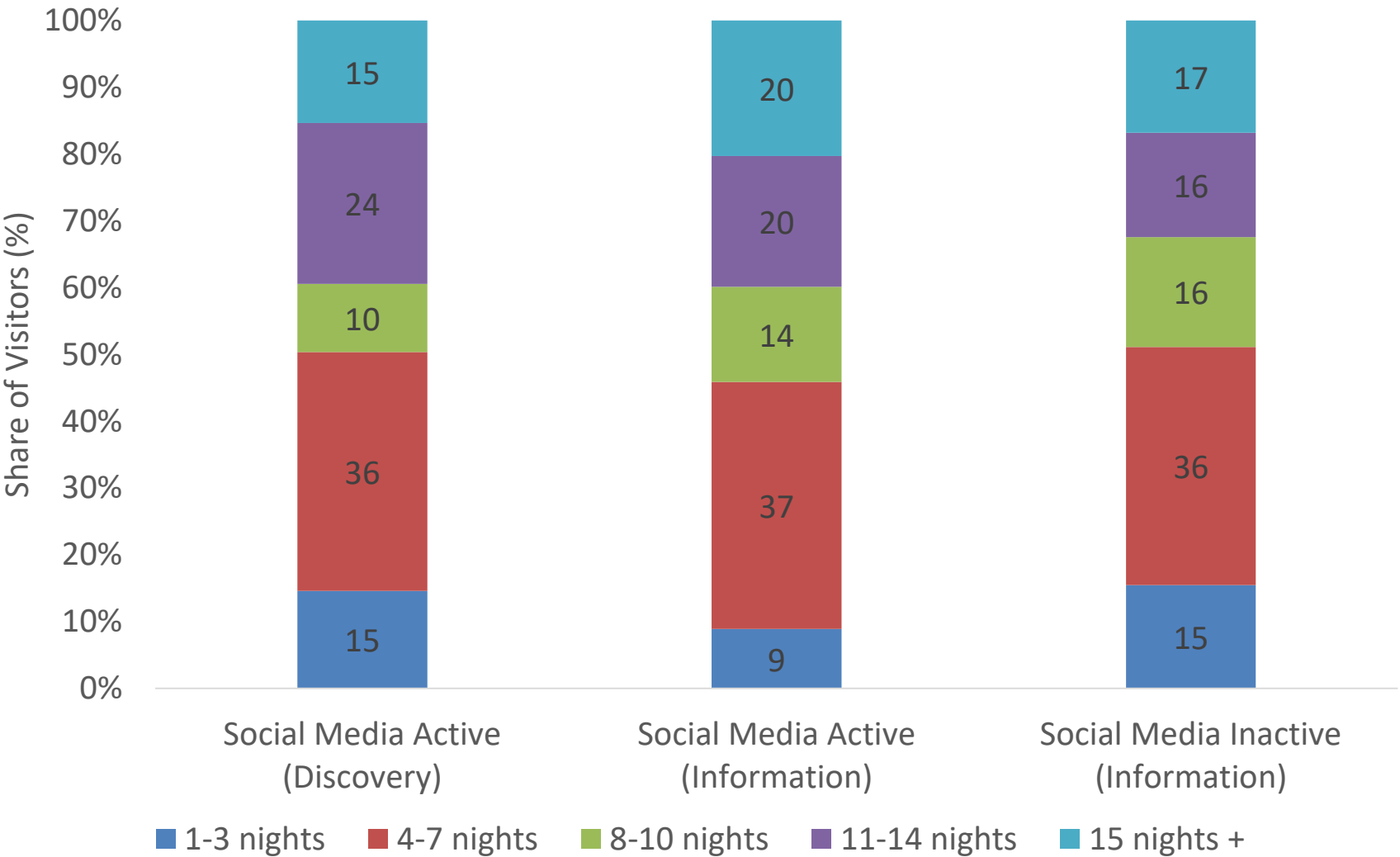


Visitor Spending  
and Impact



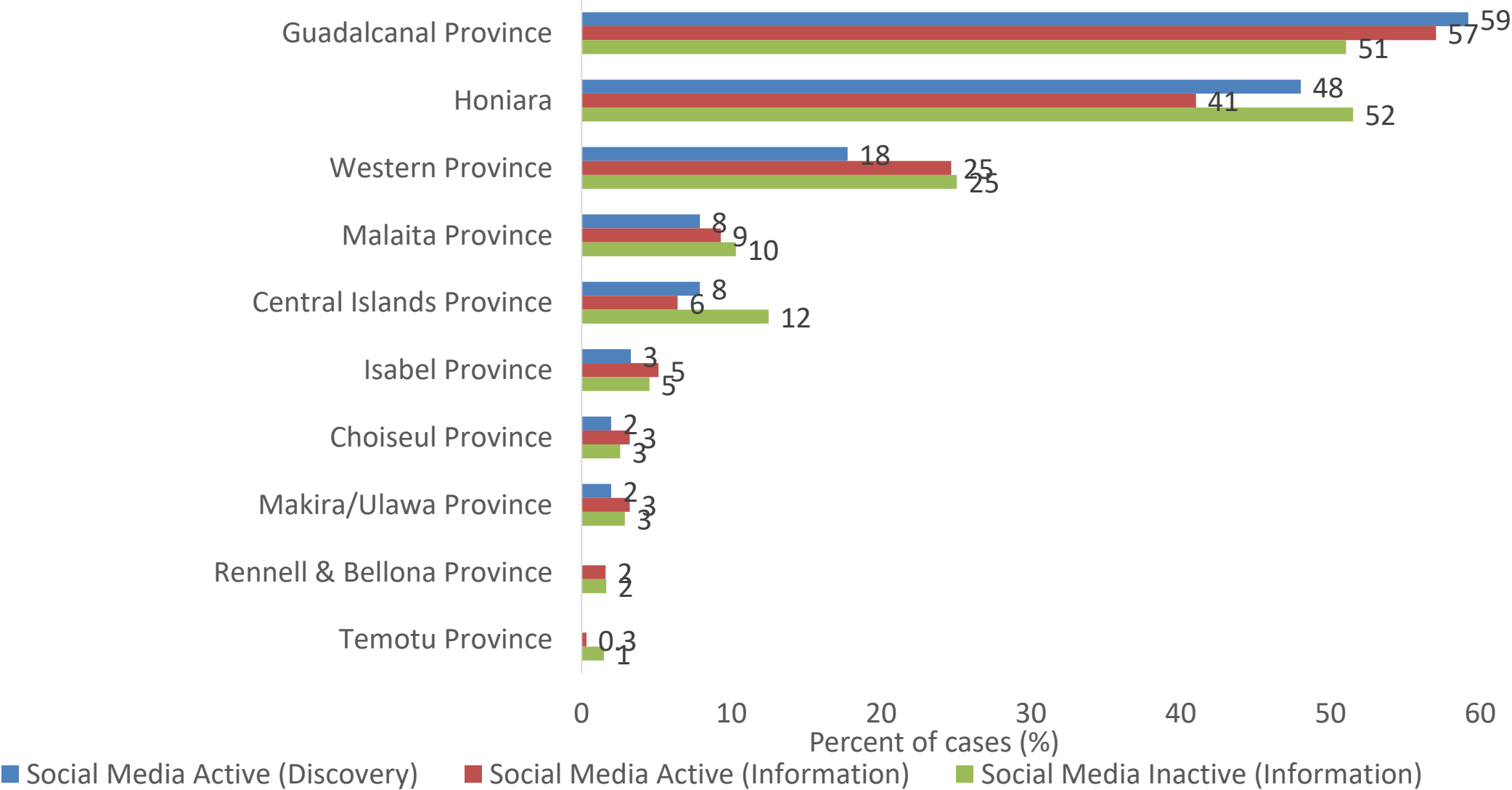
Visitor  
Satisfaction

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



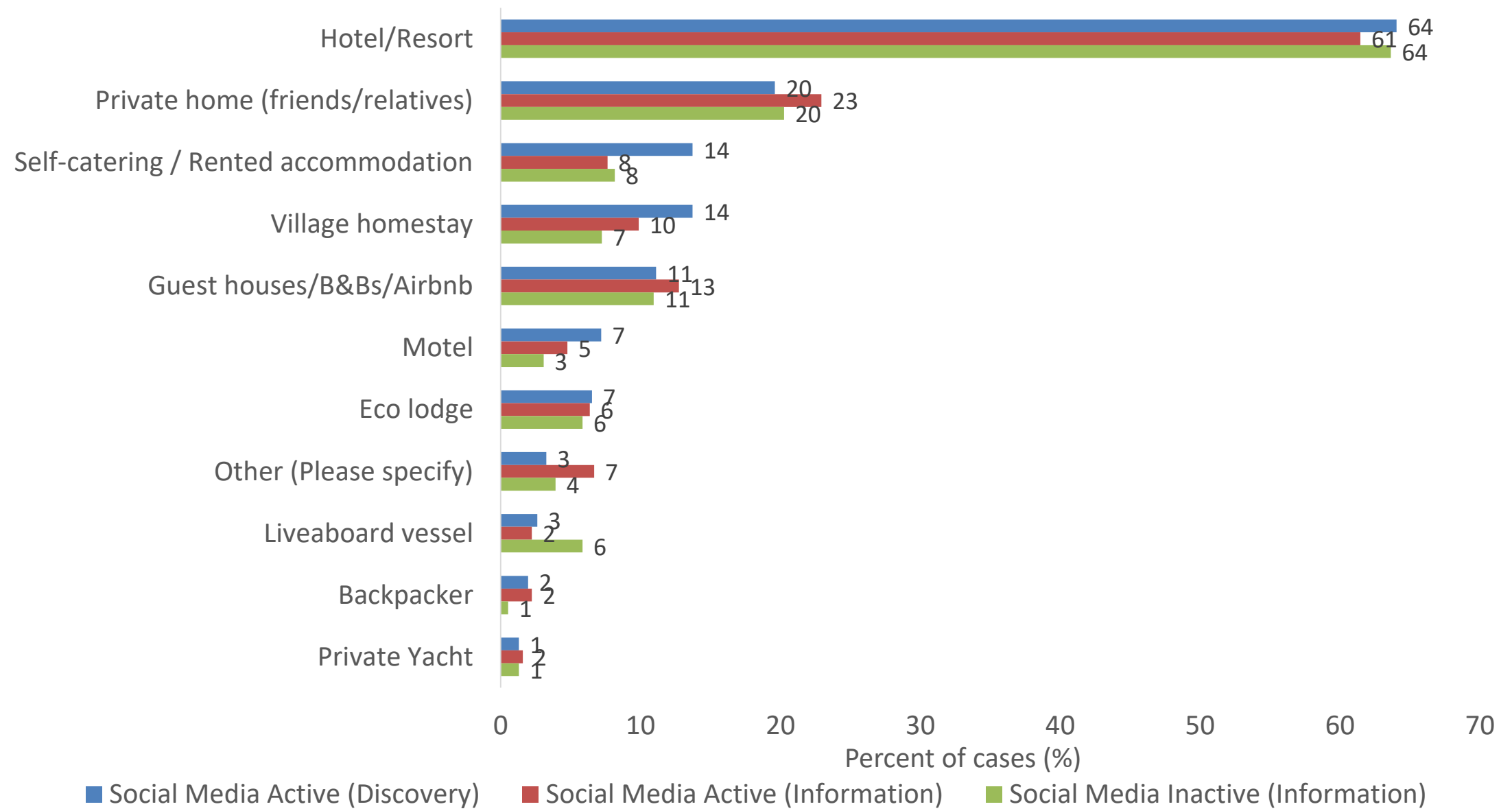
AVERAGE LENGTH OF STAY	
Social Media Active (Discovery)	9.5
Social Media Active (Information)	10.5
Social Media Inactive (Information)	9.4

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



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

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



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

# Report Structure



Visitor  
Profile



Visitor  
Characteristics  
& Preferences



Information &  
Decision Making



Visitor Spending  
and Impact

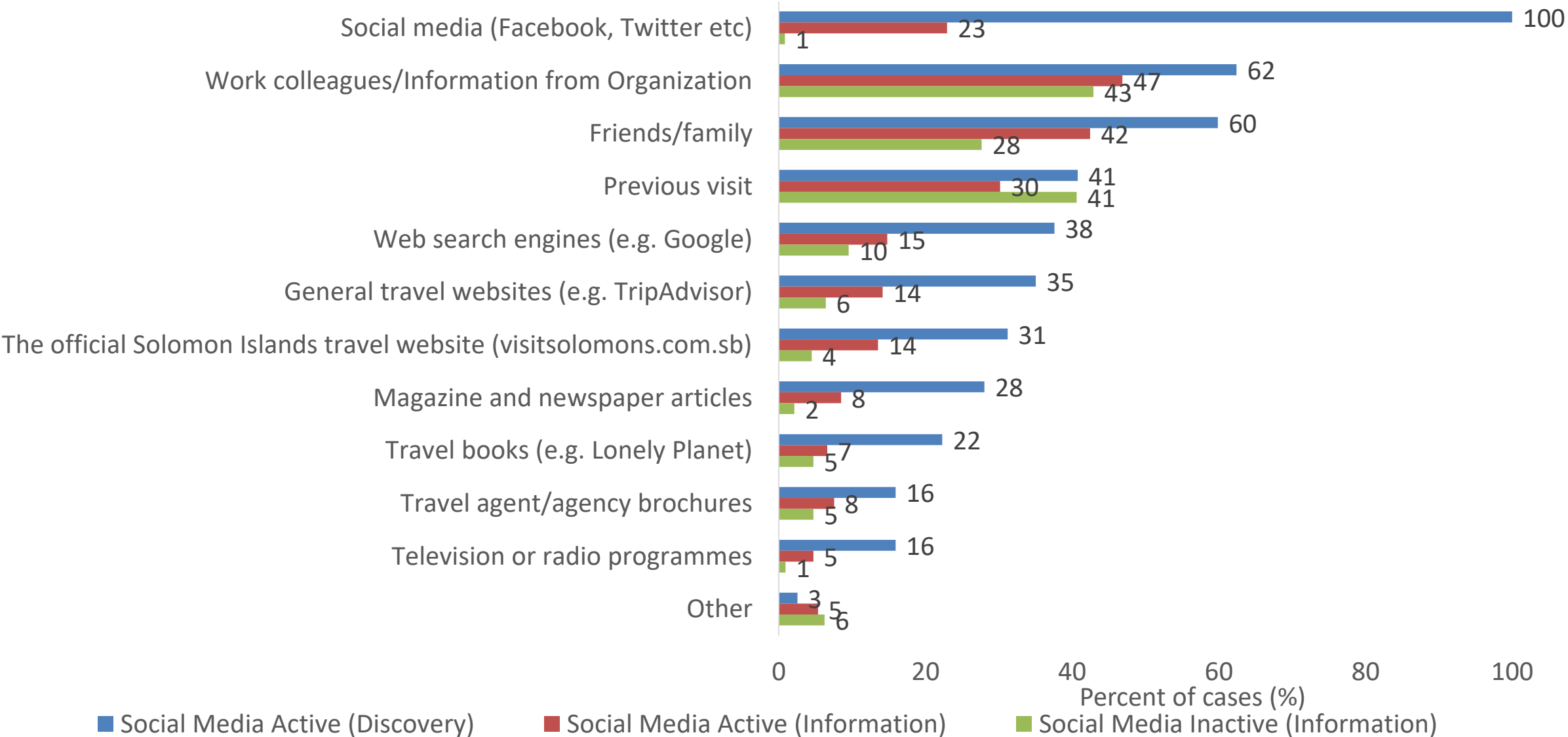


Visitor  
Satisfaction



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

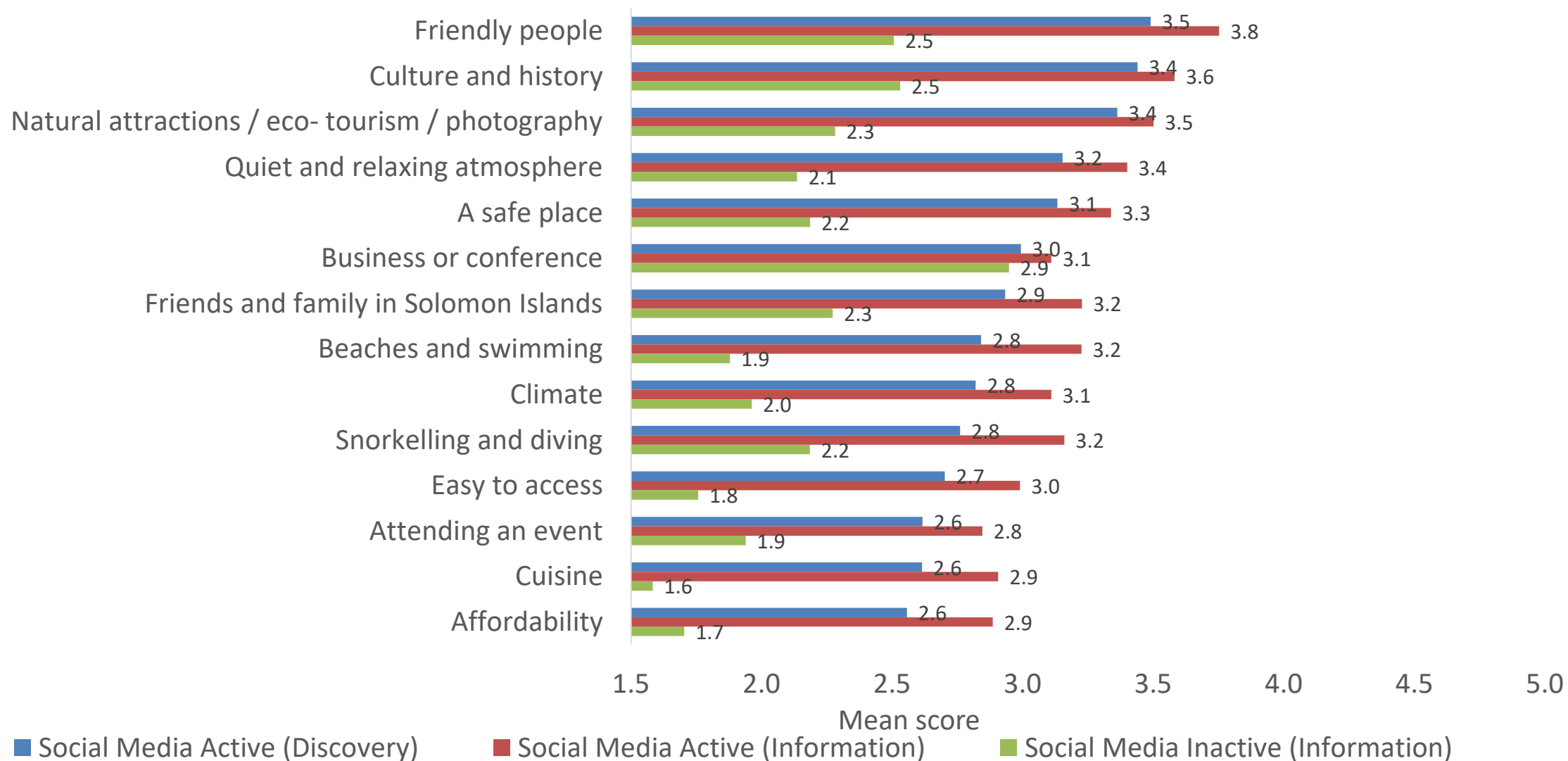
How did you find out about Solomon Islands as a destination?



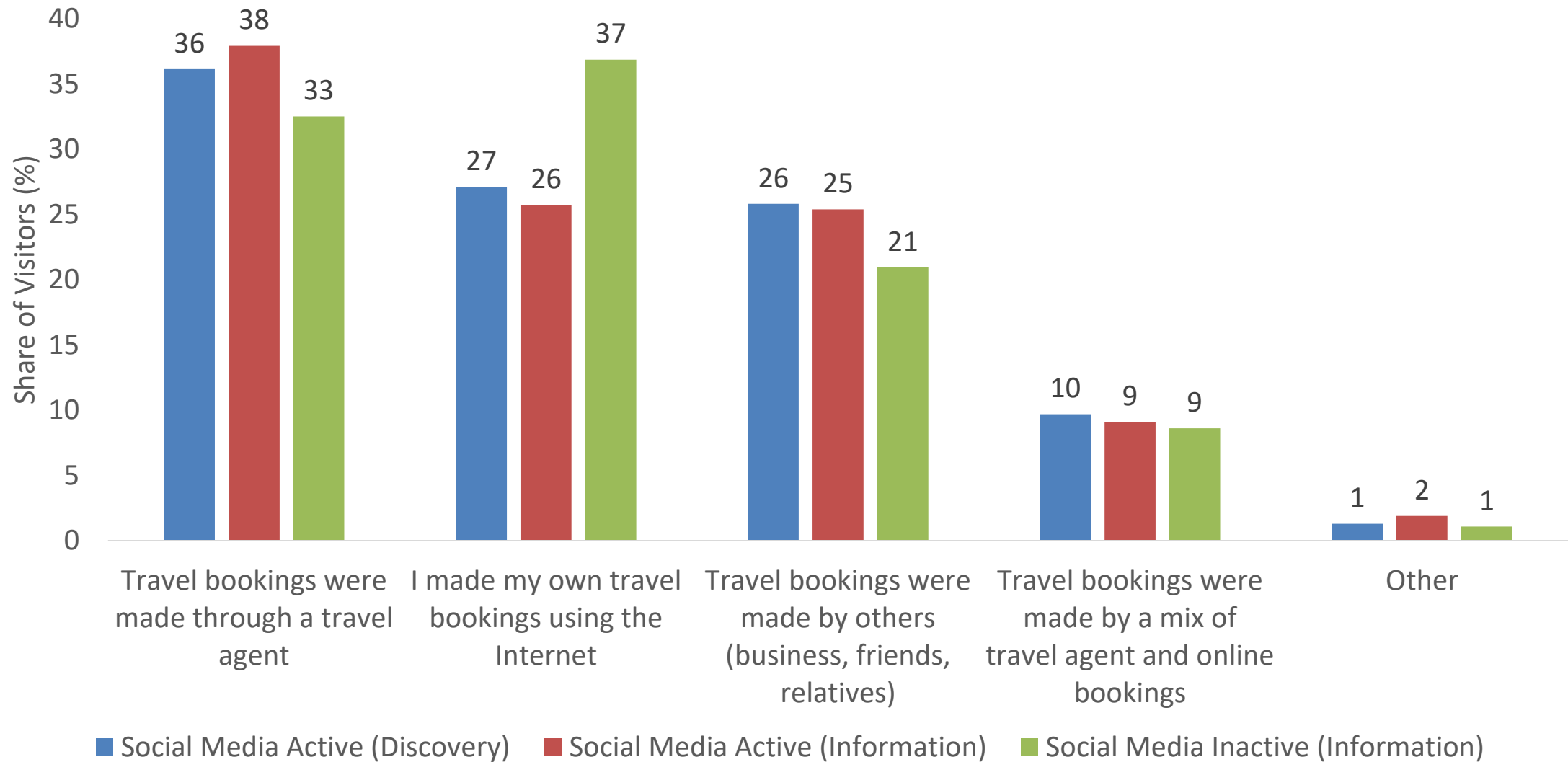
Note: Multiple responses, therefore total does not add up to 100%.

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

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



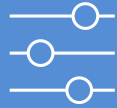
## ‘Travel agent’ and ‘I made my own travel bookings’ are the two main travelling purchase options adopted by the 3 segments



# Report Structure



Visitor  
Profile



Visitor  
Characteristics  
& Preferences



Information &  
Decision Making

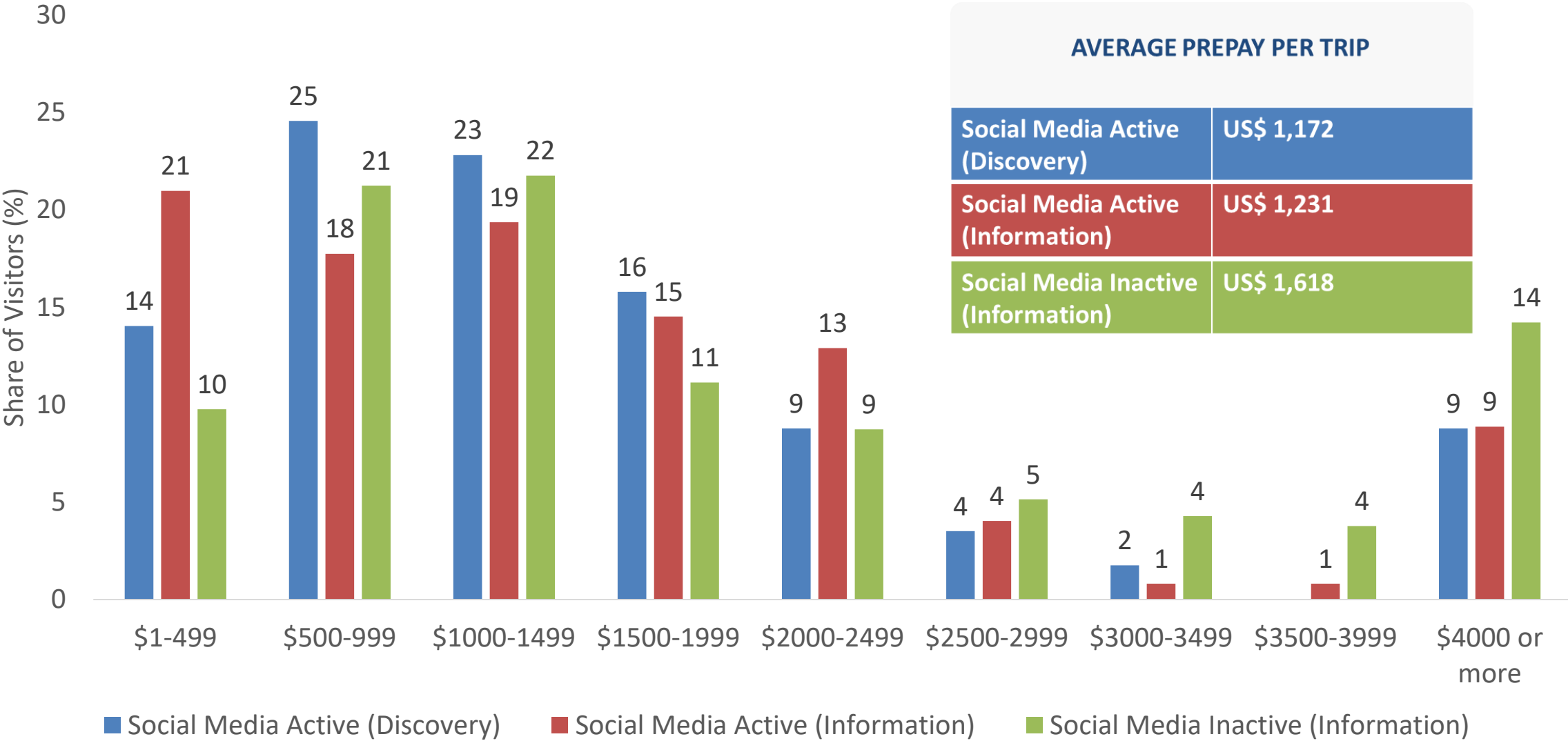


Visitor Spending  
and Impact



Visitor  
Satisfaction

# Social Media Inactive visitors have the highest pre-paid spend



# Local Expenditure Per Person Per Day

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

# Visitor Expenditure – Per Person and Total

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



# Report Structure



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Profile



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Information &  
Decision Making

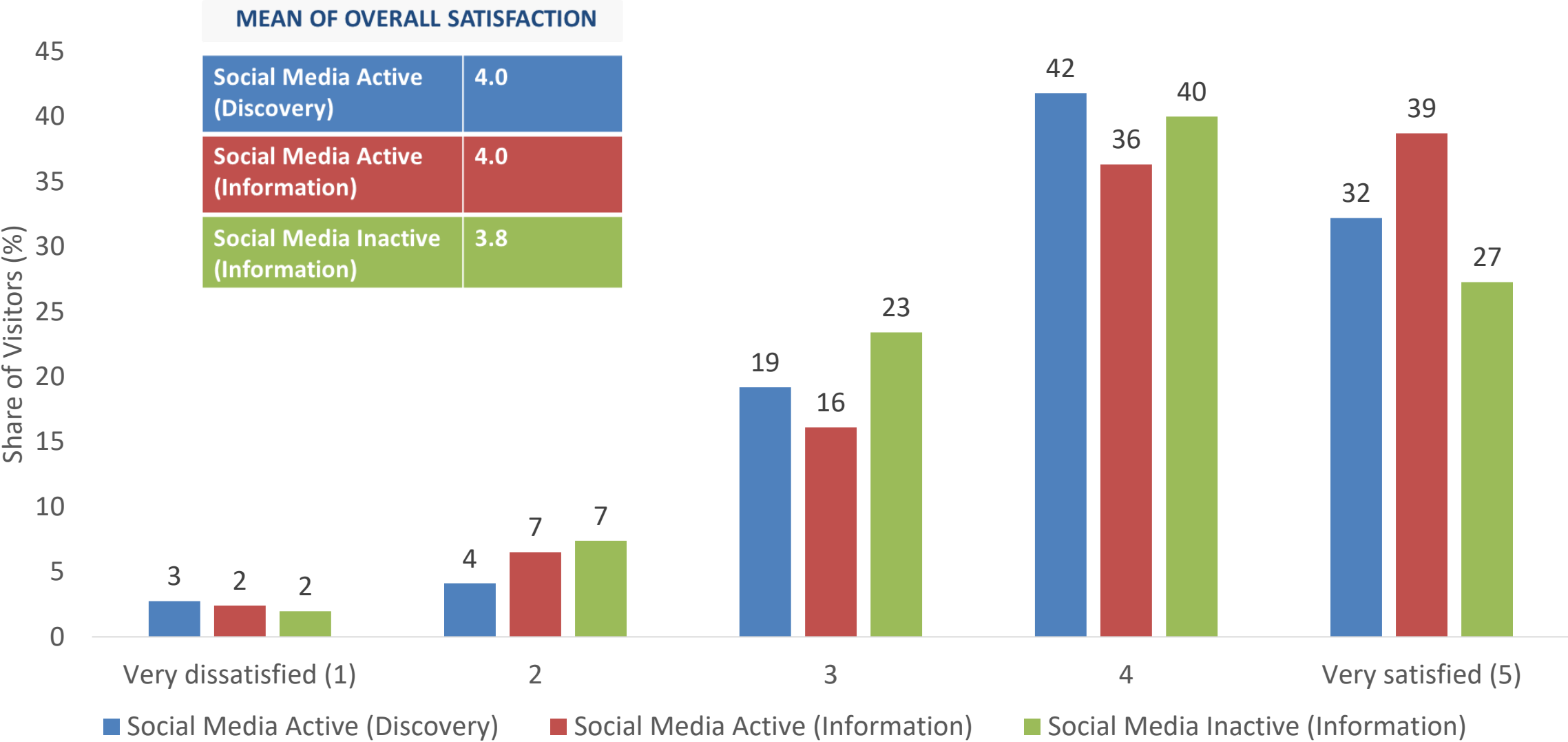


Visitor Spending  
and Impact

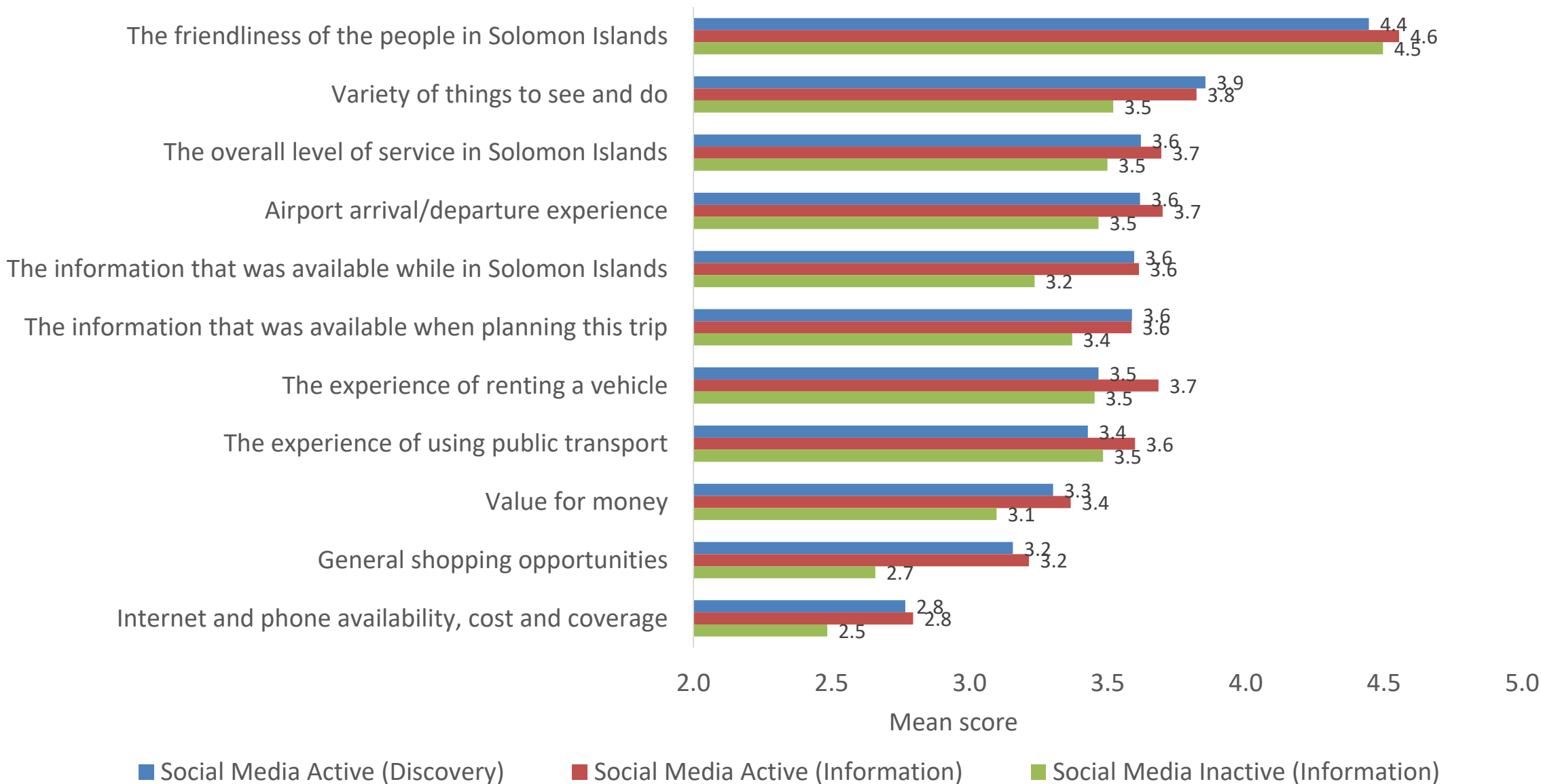


Visitor  
Satisfaction

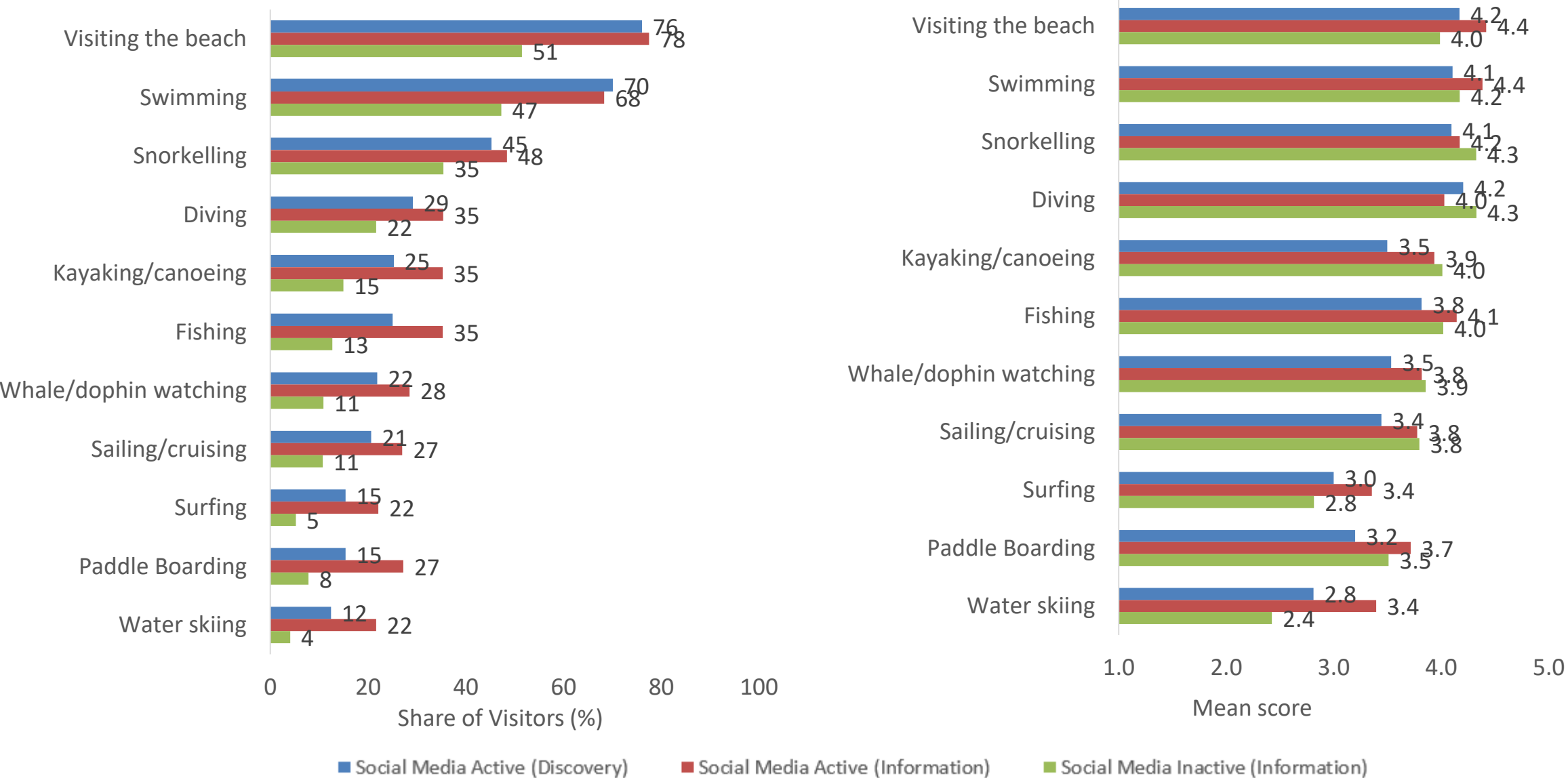
# Both Social Media Active segments (Discovery & Information) have a slightly higher level of overall satisfaction than their inactive counterparts



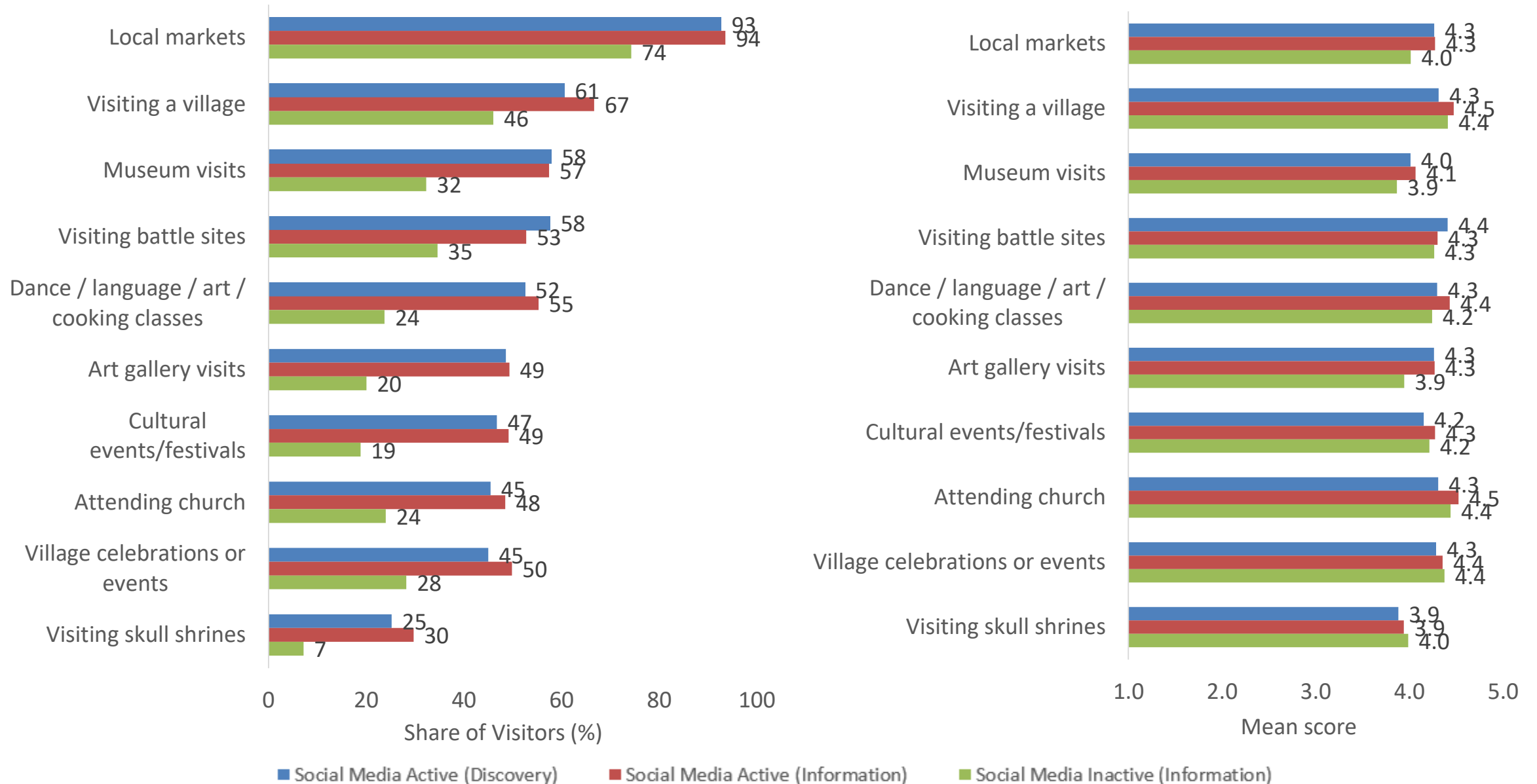
# Social Media Inactive Visitors tend to be less satisfied than their active counterparts



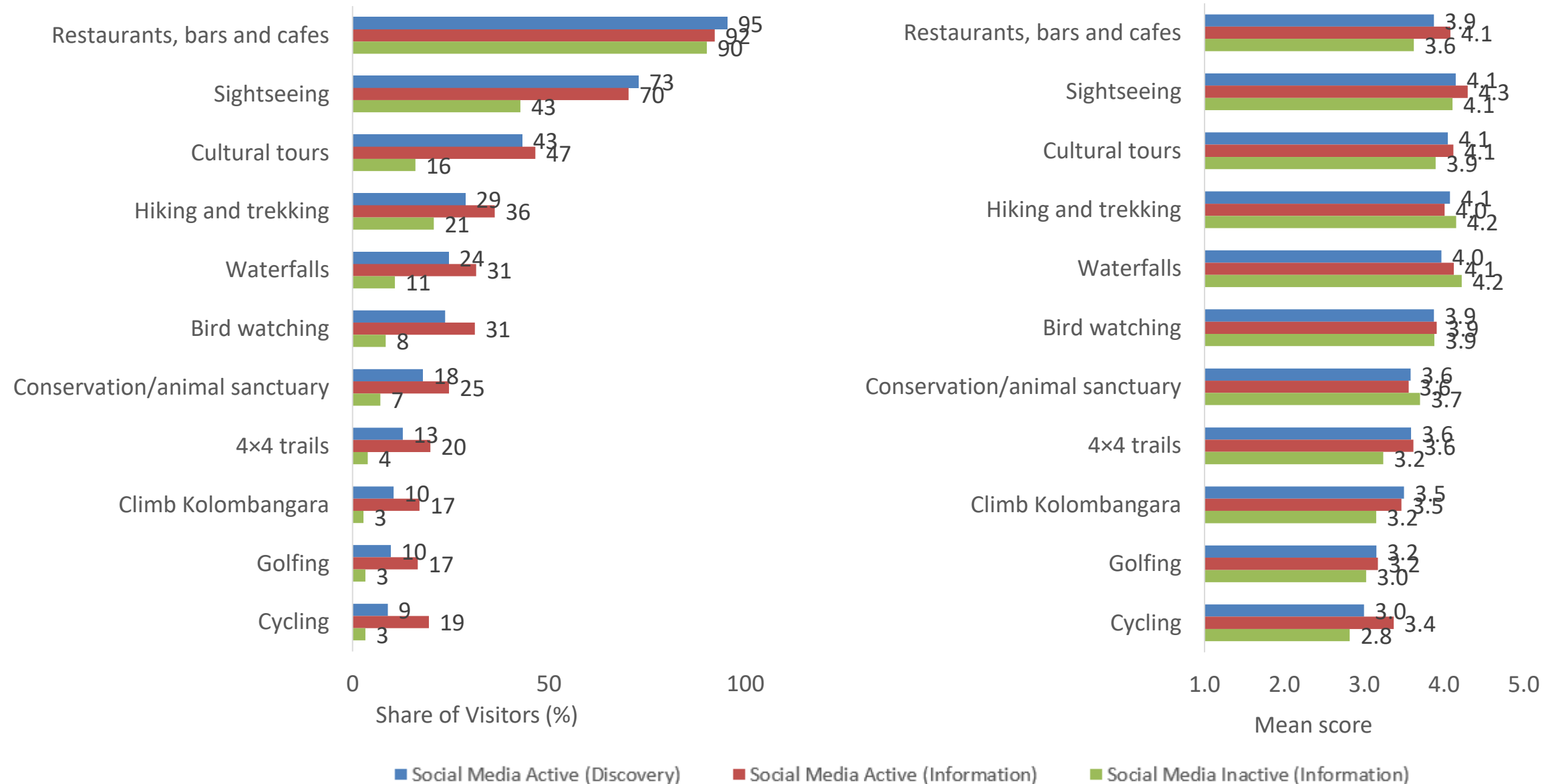
# Social Media Active segments have higher rates of participation in water-based Activities



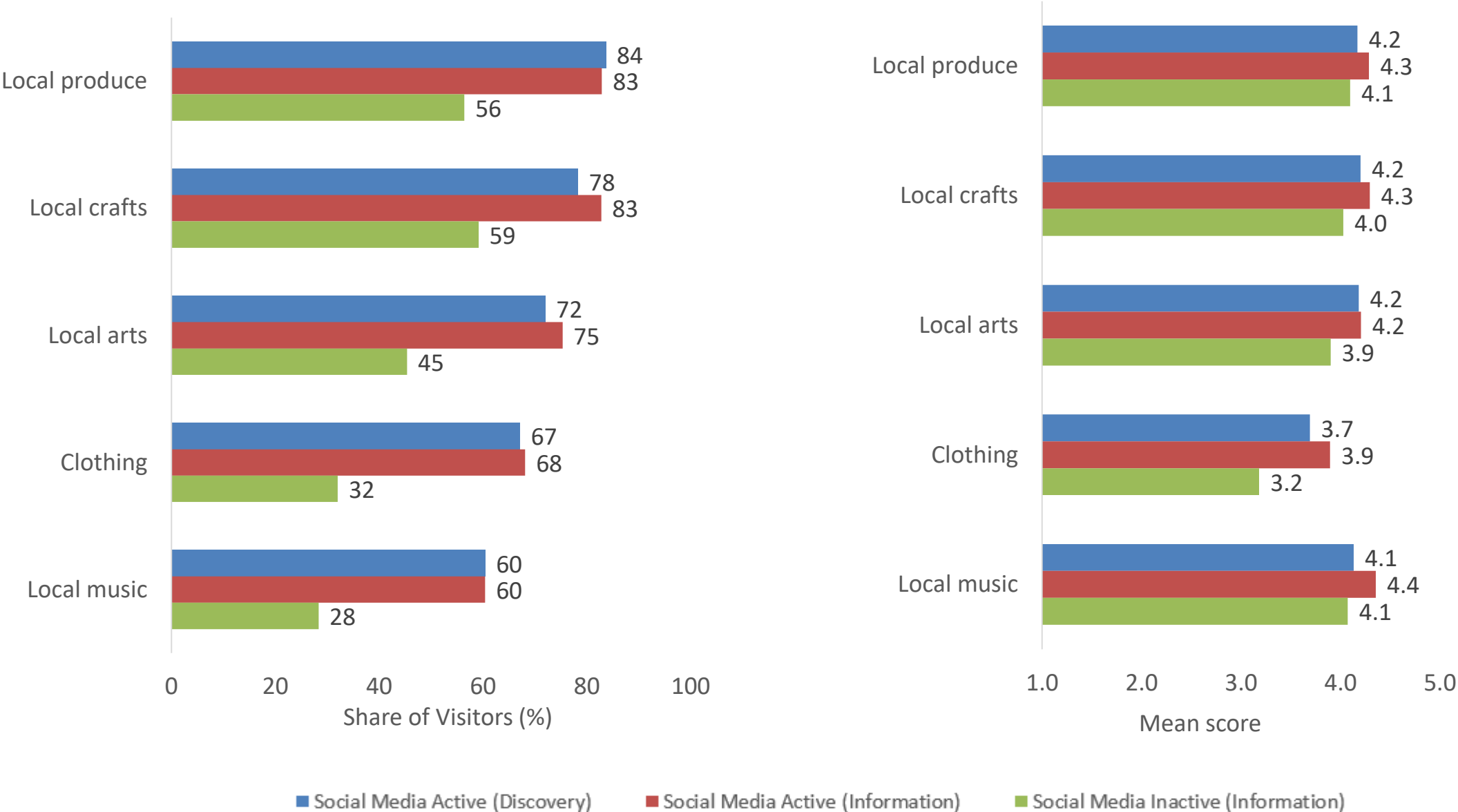
# Social Media Active segments have far higher rates of participation in cultural Activities



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



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





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



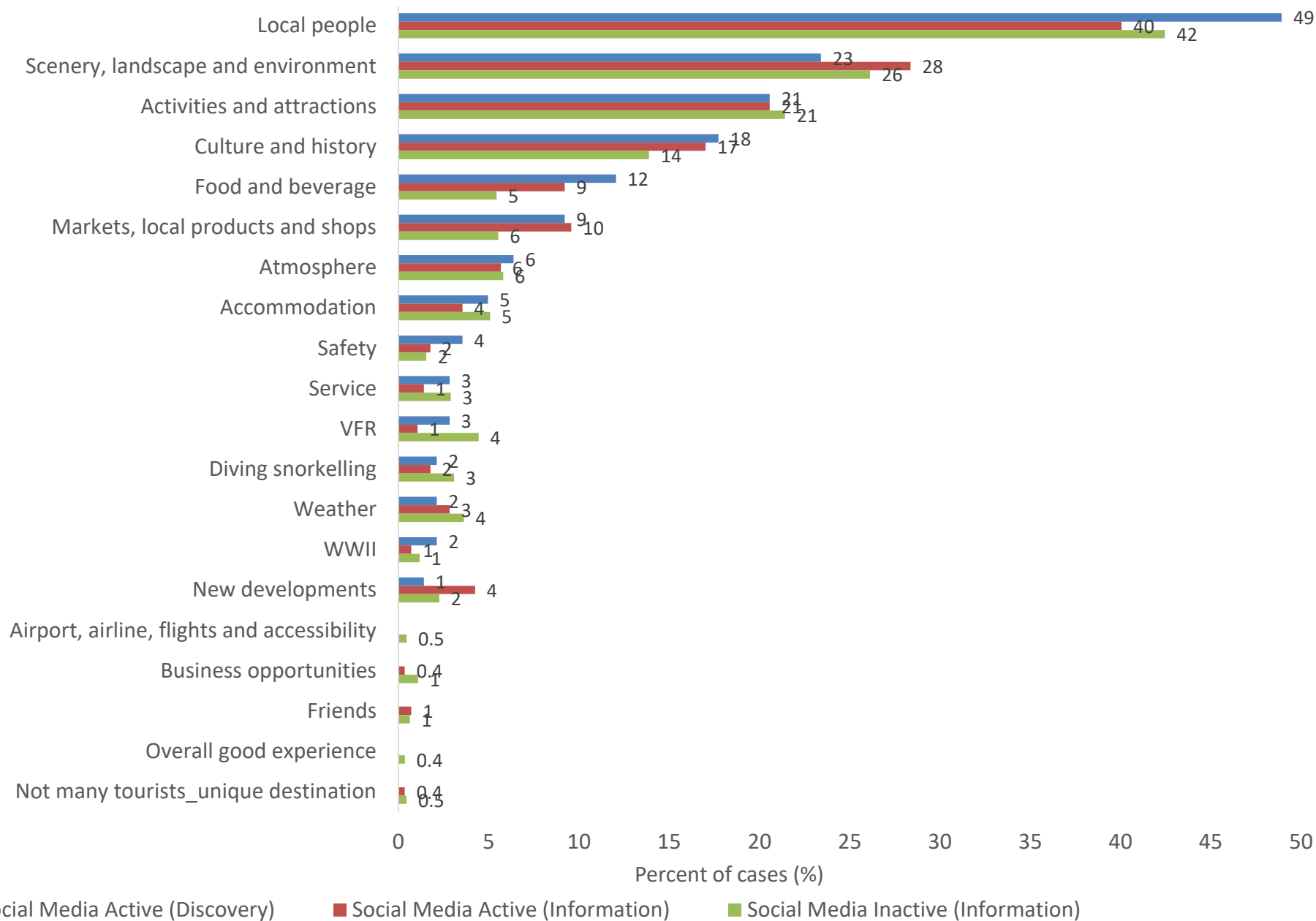
Social Media Active (Discovery)	95%
Social Media Active (Information)	89%
Social Media Inactive (Information)	88%

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



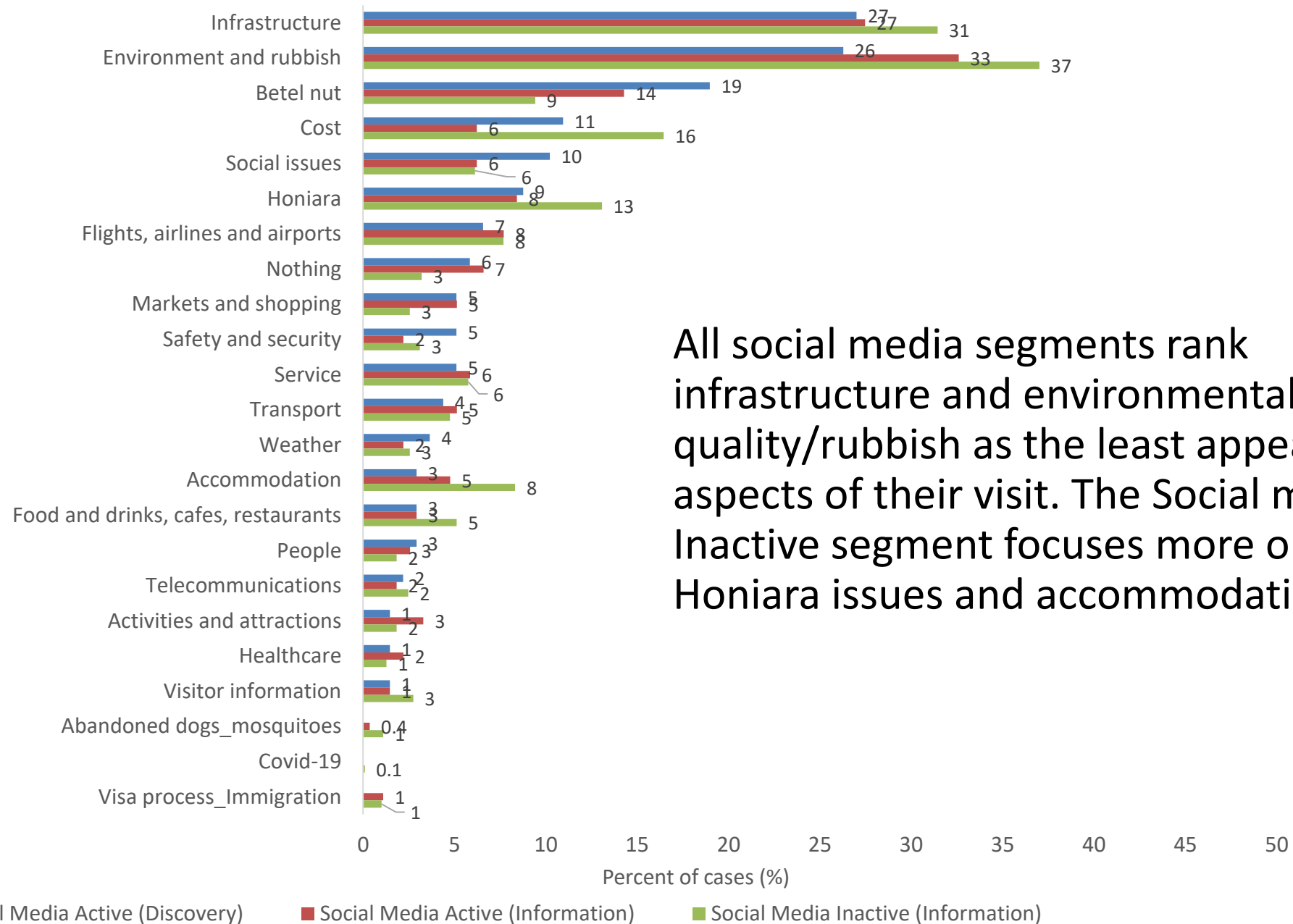
Social Media Active (Discovery)	94%
Social Media Active (Information)	89%
Social Media Inactive (Information)	80%

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



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

# Least appealing aspects of the visit



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

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



# Thank you

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