

Solomon Islands International Visitor Survey

Visitor Characteristics by Accommodation Type

January 2018 – March 2020

AUT



Key Messages

- Understanding the profile of visitors based on their accommodation choice provides important insights of value to the planning, marketing and the sustainable development of tourism
- To these insights the report draws on over two years of Solomon Islands International Visitor Survey (Jan 2018 – Mar 2020)
- Hotels dominate the accommodation choice made by visitors, followed by the 'multi-type' grouping. Multi-type indicates people who have used two or more types of accommodation during their visit.
- The market source profile of different accommodation types varies greatly. For example 56% of liveaboard visitors come from the US whereas the same figure for hotels is 7%.
- The household income of liveaboard and ecolodge visitors is by far the highest of all accommodation types, followed by hotel and 'multi-type' visitors
- Village home stay tourists have almost double the length of stay in Solomon Islands of hotel visitors.
- Nearly half of ecolodge visitors travel to Western Province, compared to only 17% of hotel/resort visitors
- Activity participation varies considerably depending on accommodation choice. For example 48% of ecolodge visitors attend church on Sunday compared to 16% of hotel/resort guests.

Key Messages

- Liveaboard and hotel/resort visitors bring the greater overall economic spend to Solomon Islands. Village homestay and private accommodation have the lowest spend profile
- Village homestay, ecolodge and liveaboard visitors are the most satisfied with their Solomon Islands experience. Hotel/resort visitors and those using self-catering/rental accommodation are the least satisfied.
- Hotel/resort and motel visitors are the least satisfied with accommodation quality; village homestay, ecolodge and liveaboard visitors are the most satisfied
- Hotel/resort visitors and those using self-catering/rental accommodation are the least likely to recommend Solomon Islands to others. Village homestay and liveaboard visitors are the most likely to recommend Solomon Islands.
- Local people and their friendliness dominated feedback on the most appealing aspects of the visit of different visitor types. Live aboard visitors were the only group to place this dimension first (their focus is diving).
- Infrastructure and environmental/rubbish concerns dominate visitor feedback on least appealing dimensions of their travel and also lead suggestions for improvements. Flights and dependence on transport connectivity were issues raised by ecolodge, village homestay and guesthouse visitors.

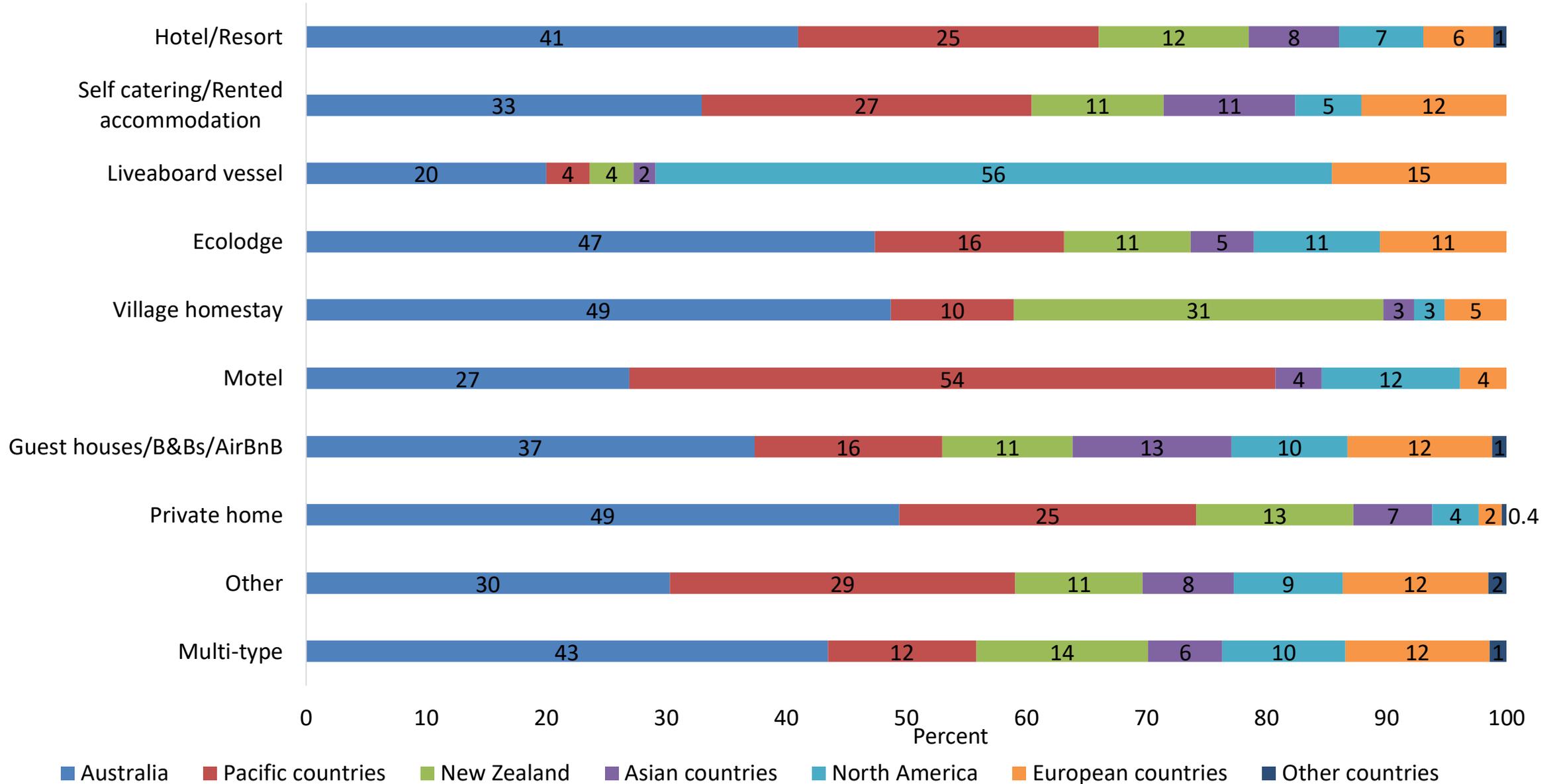
Visitors by Different Types of Accommodation

	Number of respondents	Percentage
Hotel/Resort	1134	46%
Self catering/Rented accommodation	107	4%
Liveaboard vessel	59	2%
Ecolodge	22	1%
Village homestay	42	2%
Motel	28	1%
Guest houses/B&Bs/AirBnB	92	4%
Private home	295	12%
Other	71	3%
Multi-type (multiple accommodation)	616	25%

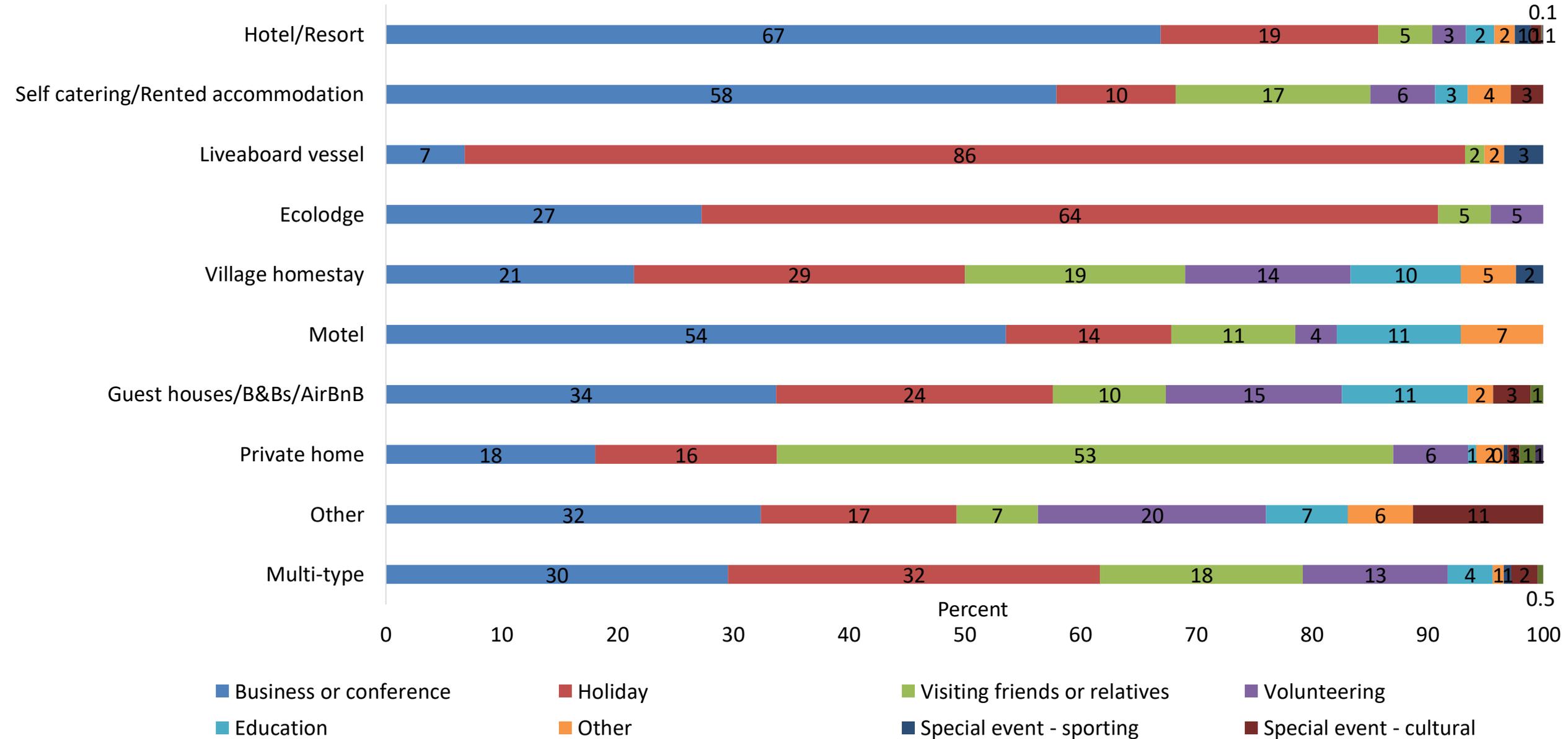
Structure



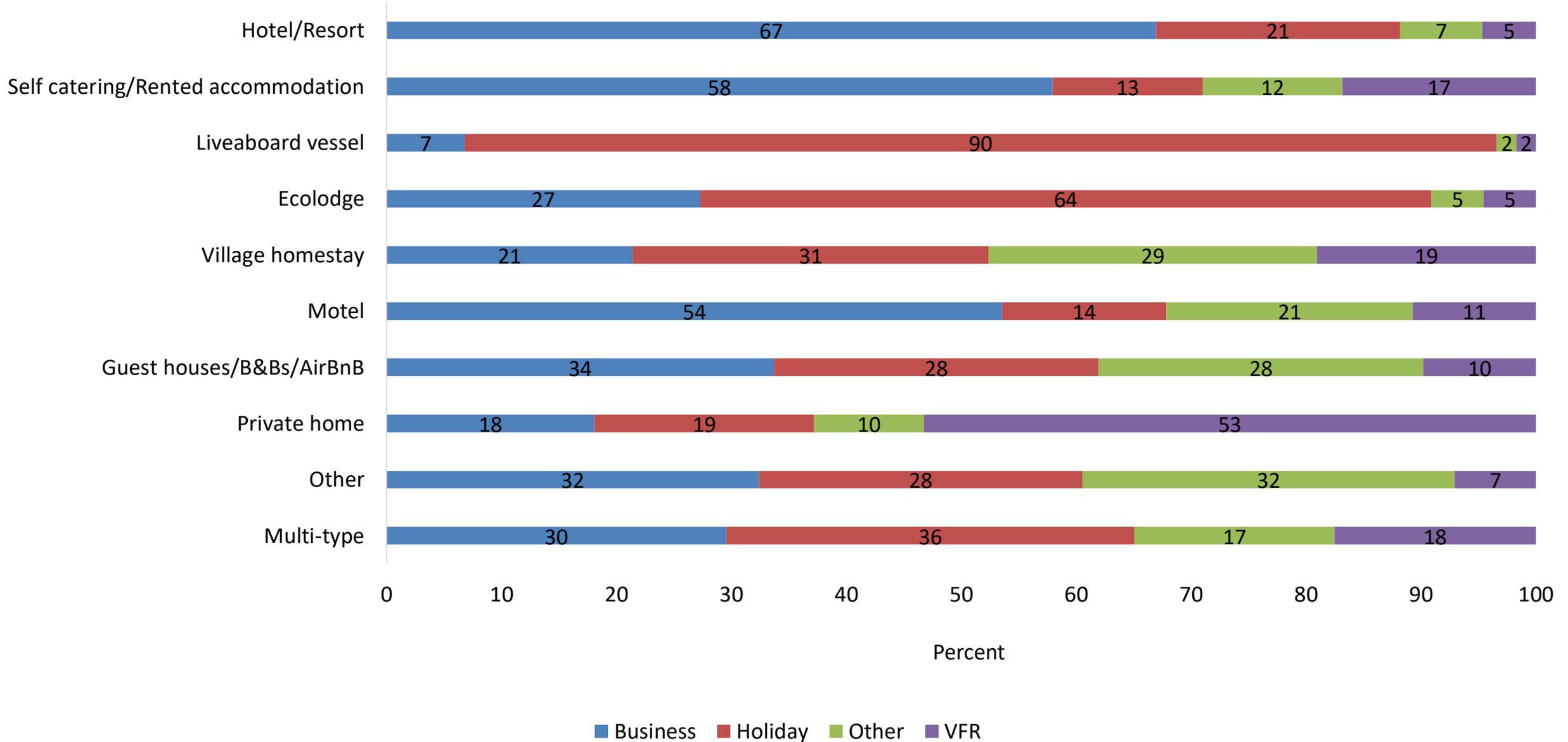
Country of Origin



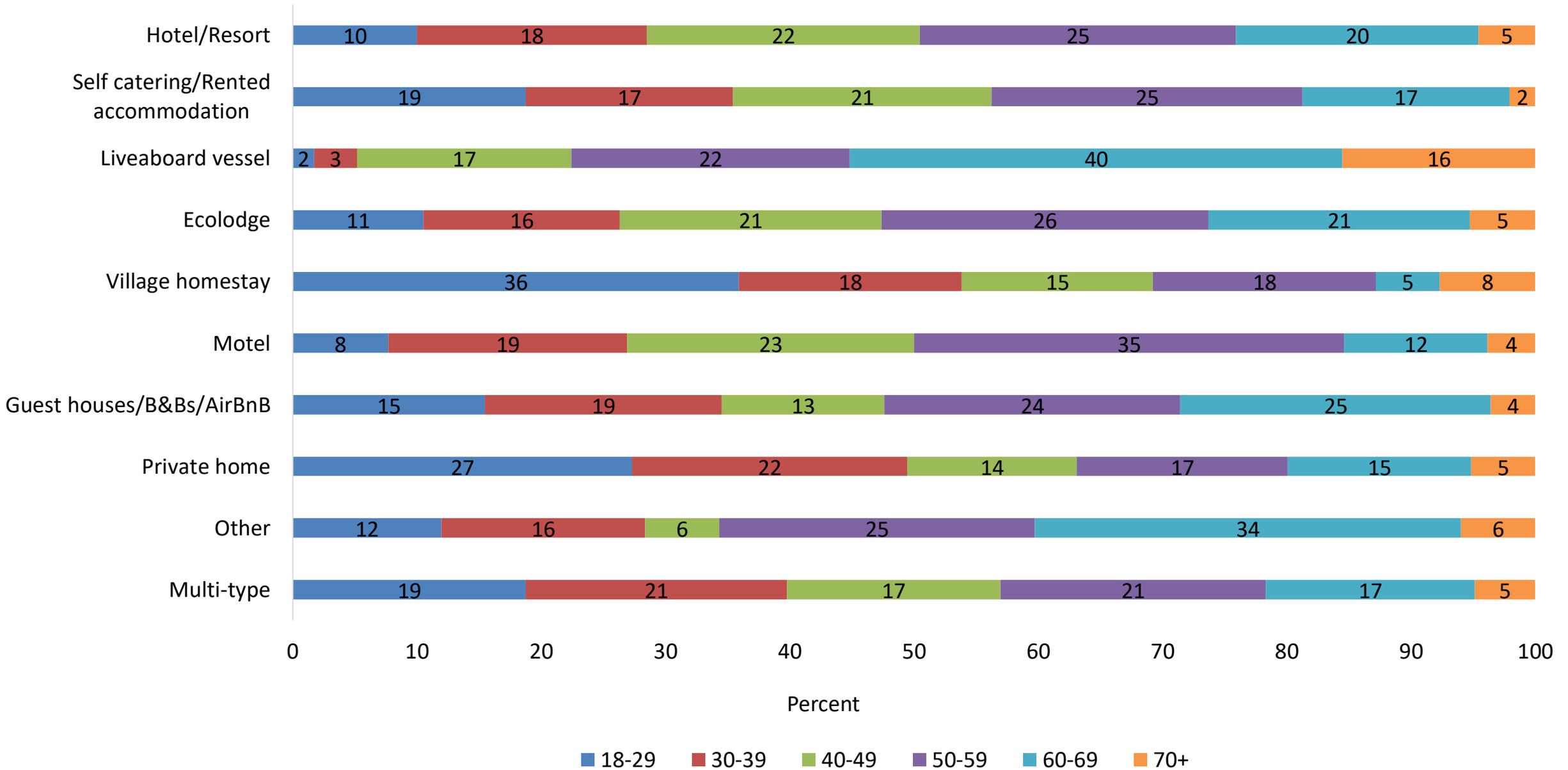
Purpose of Visit



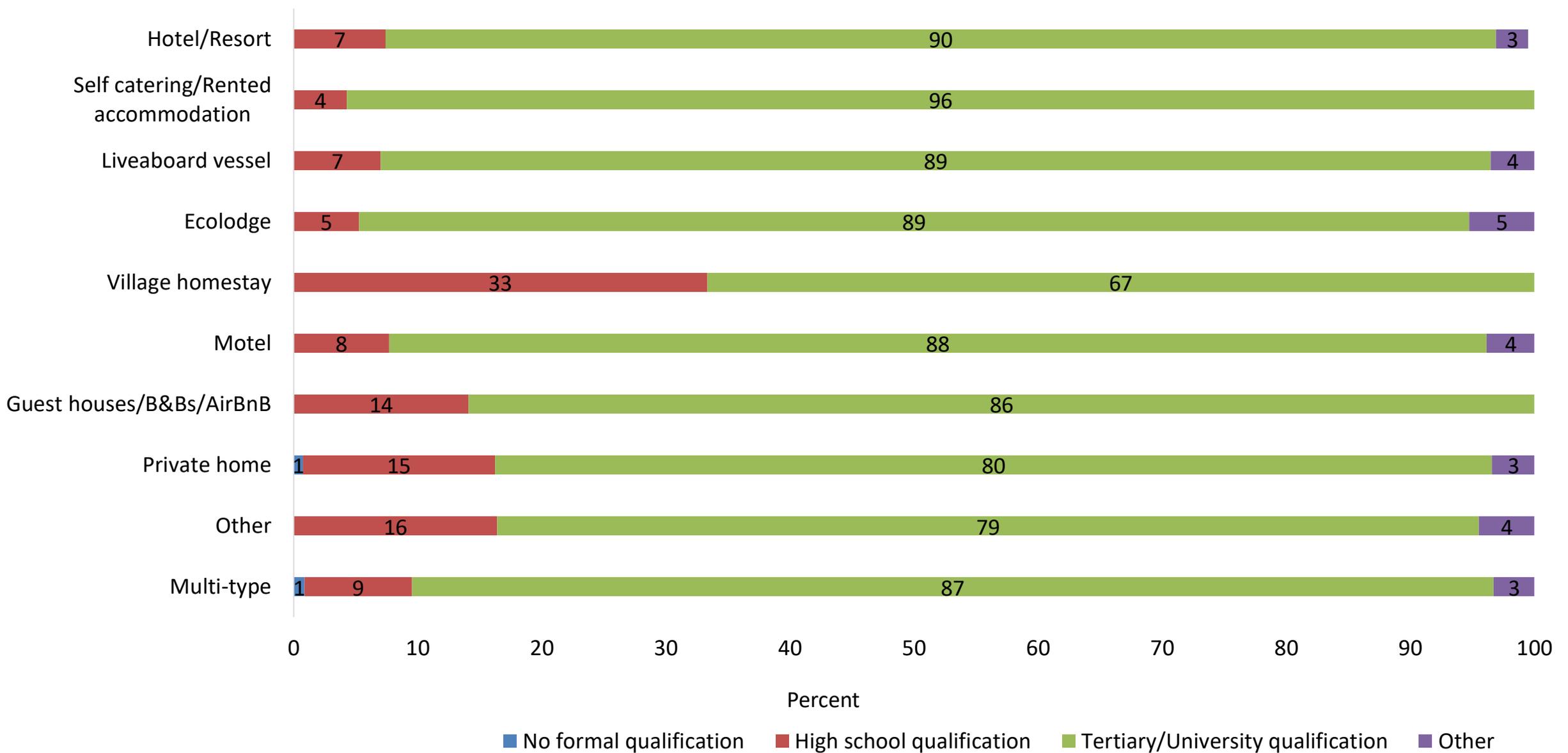
Grouping Purpose of Visit



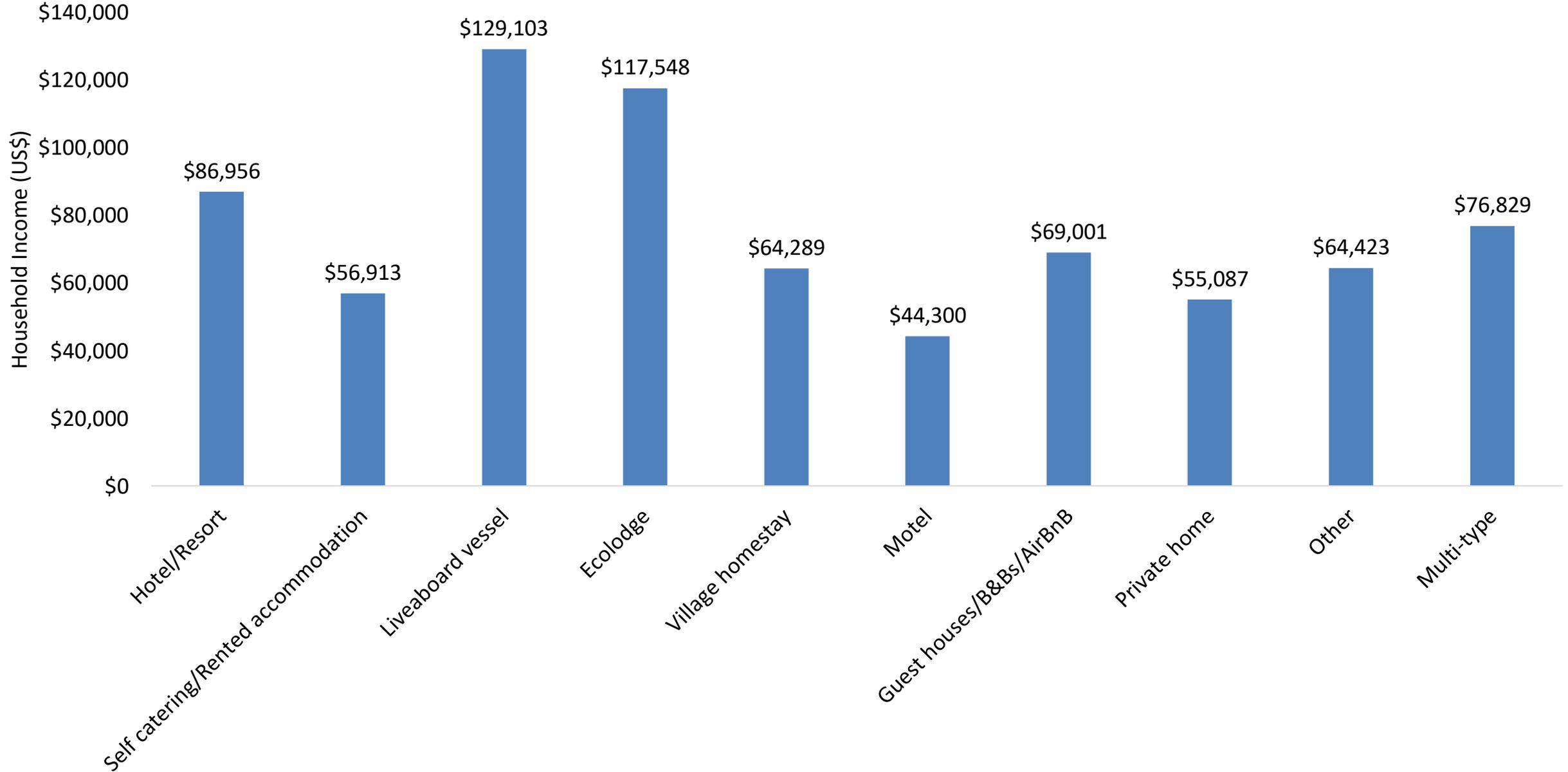
Age Groups



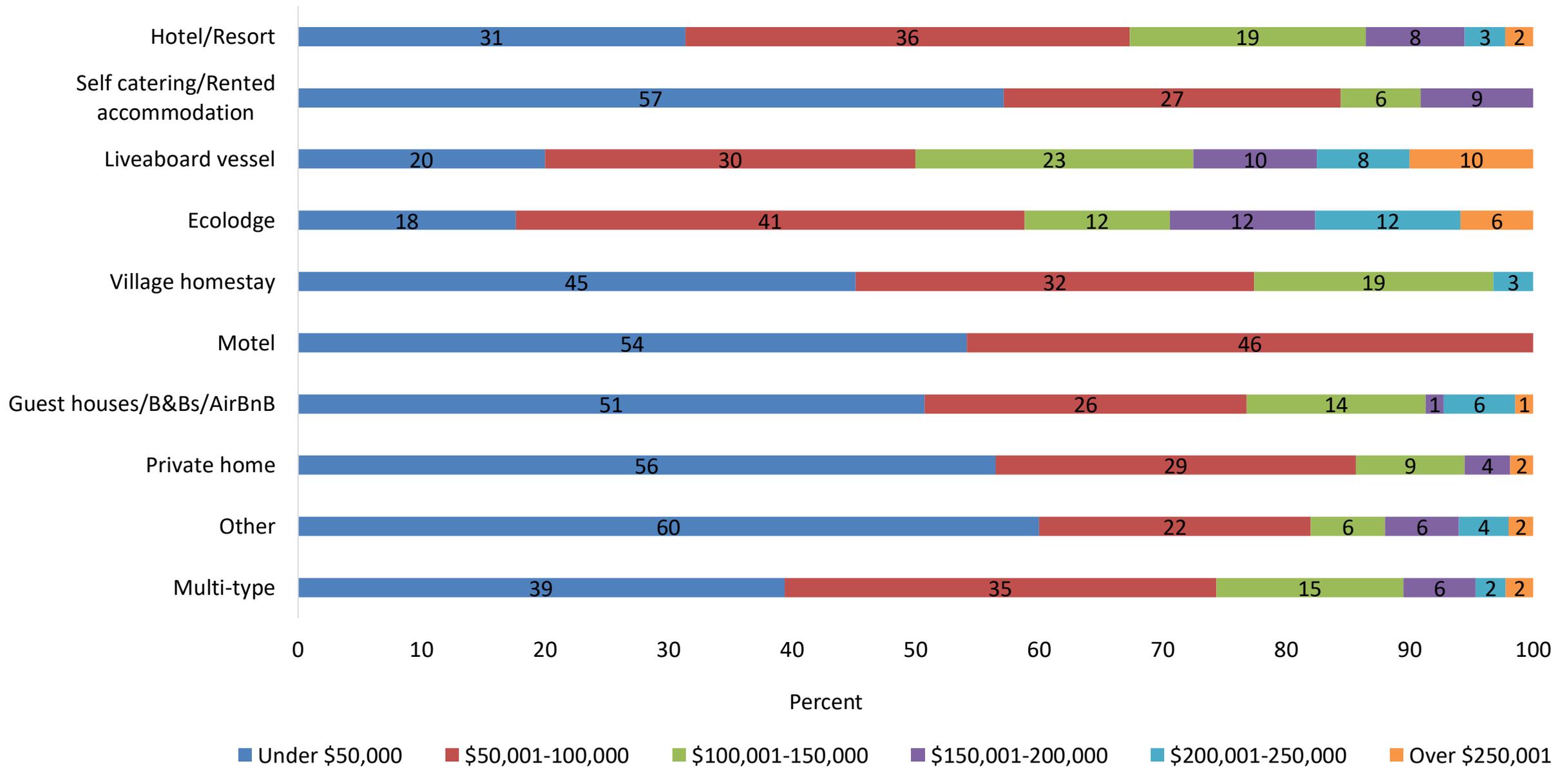
Visitor Education Level



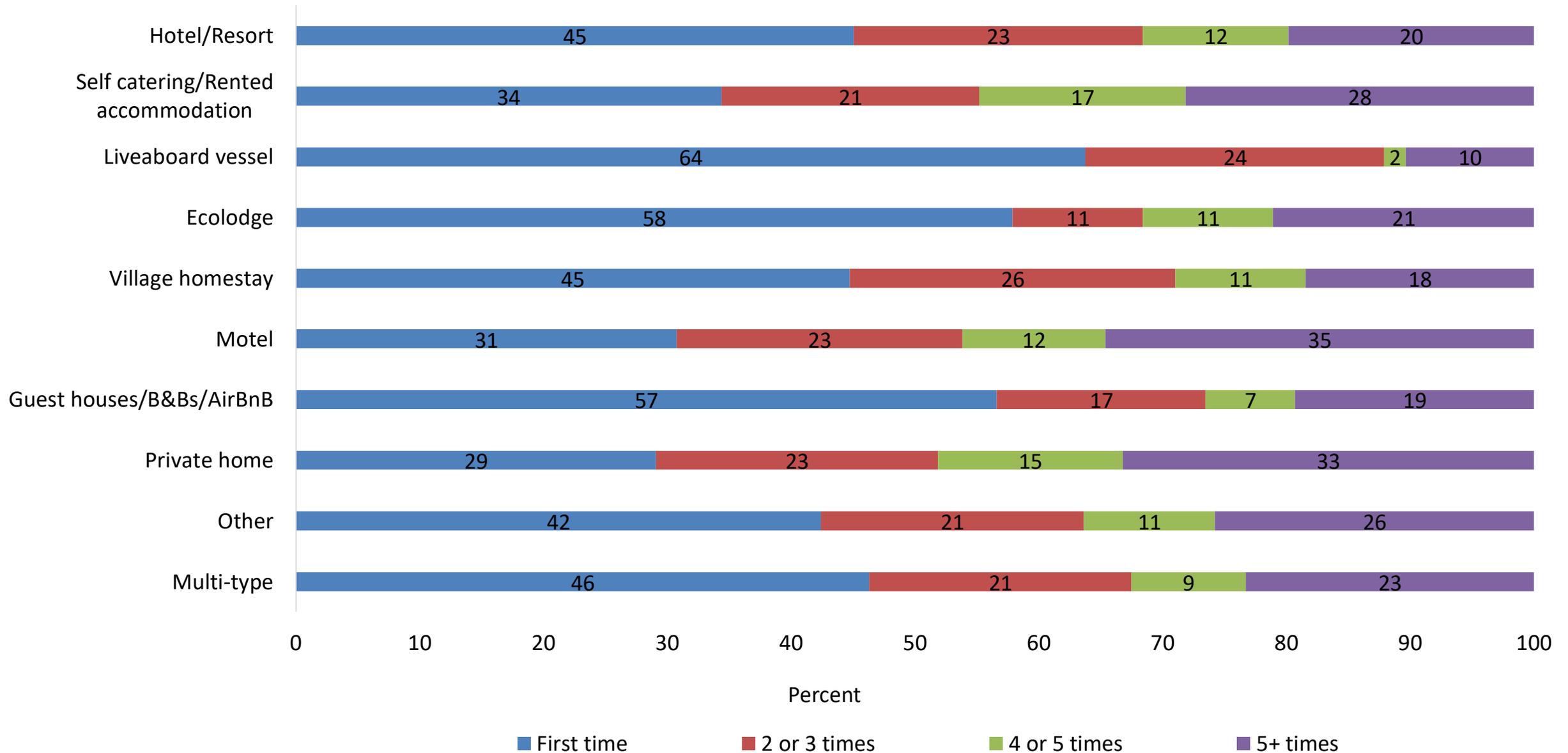
Average Household Income (US\$)



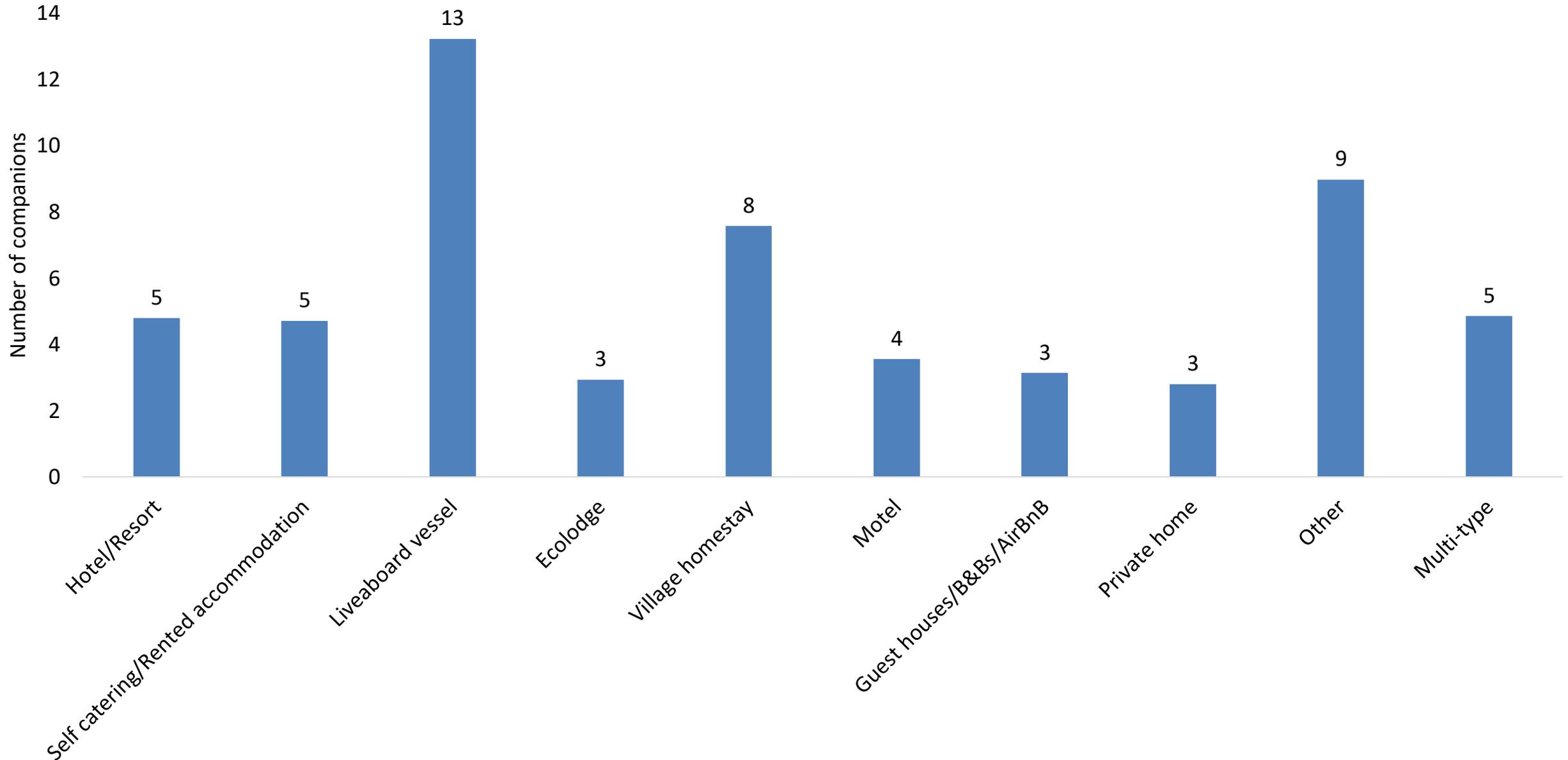
Average Household Income Grouping (US\$)



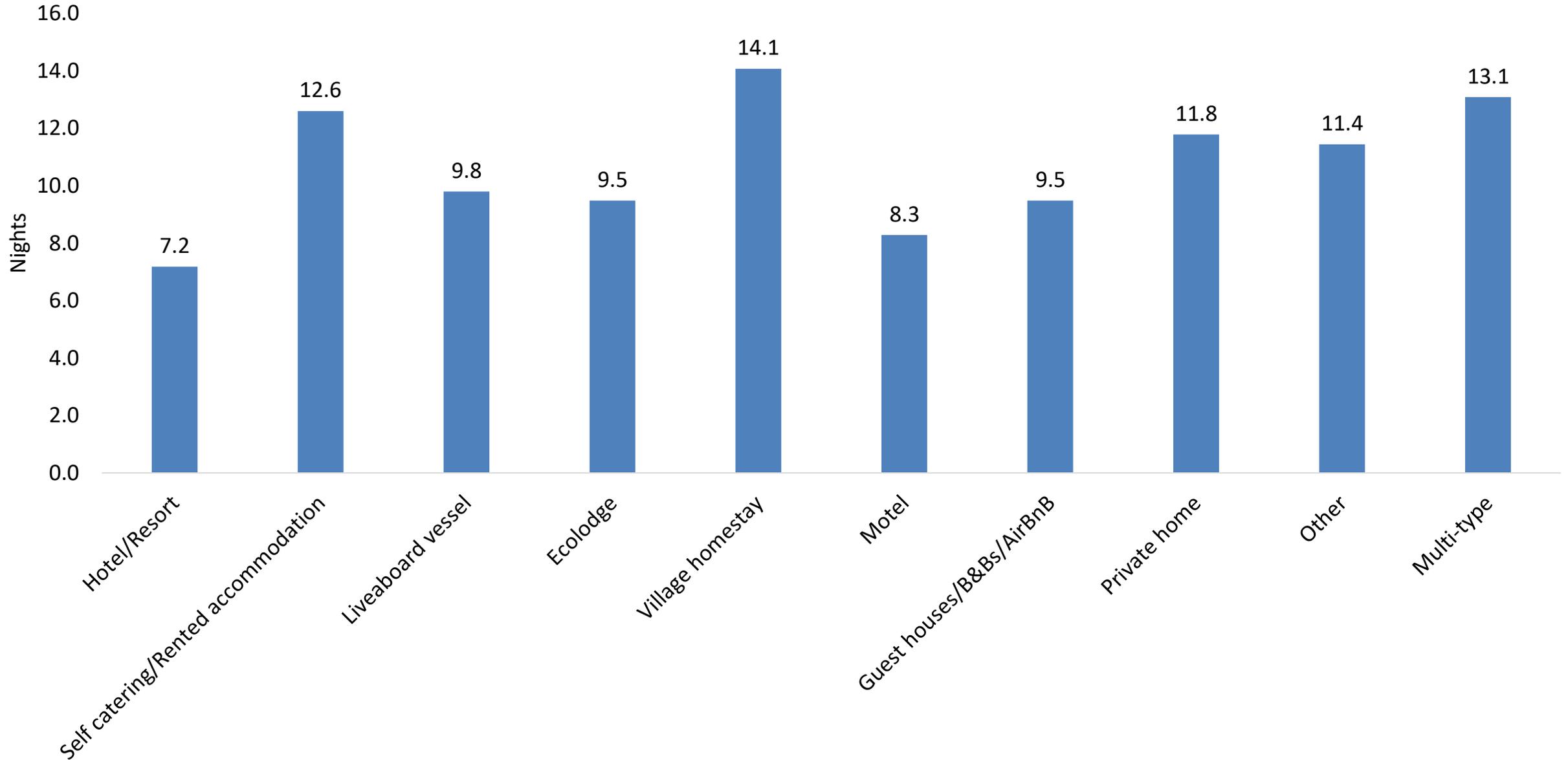
Previous Visits



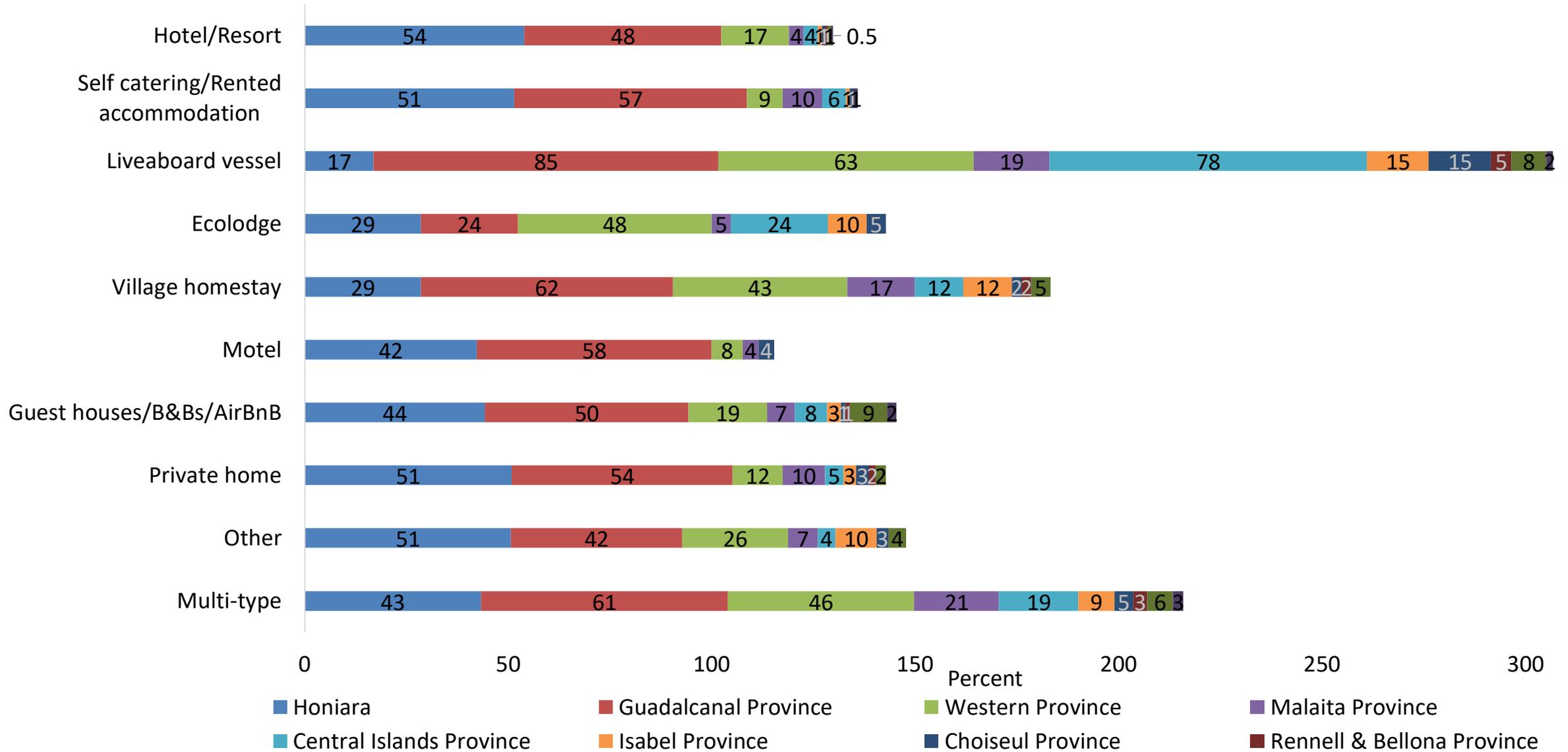
Average Number of Travel Companions



Average Length of Stay in Solomon Islands (nights)



Provinces Visited

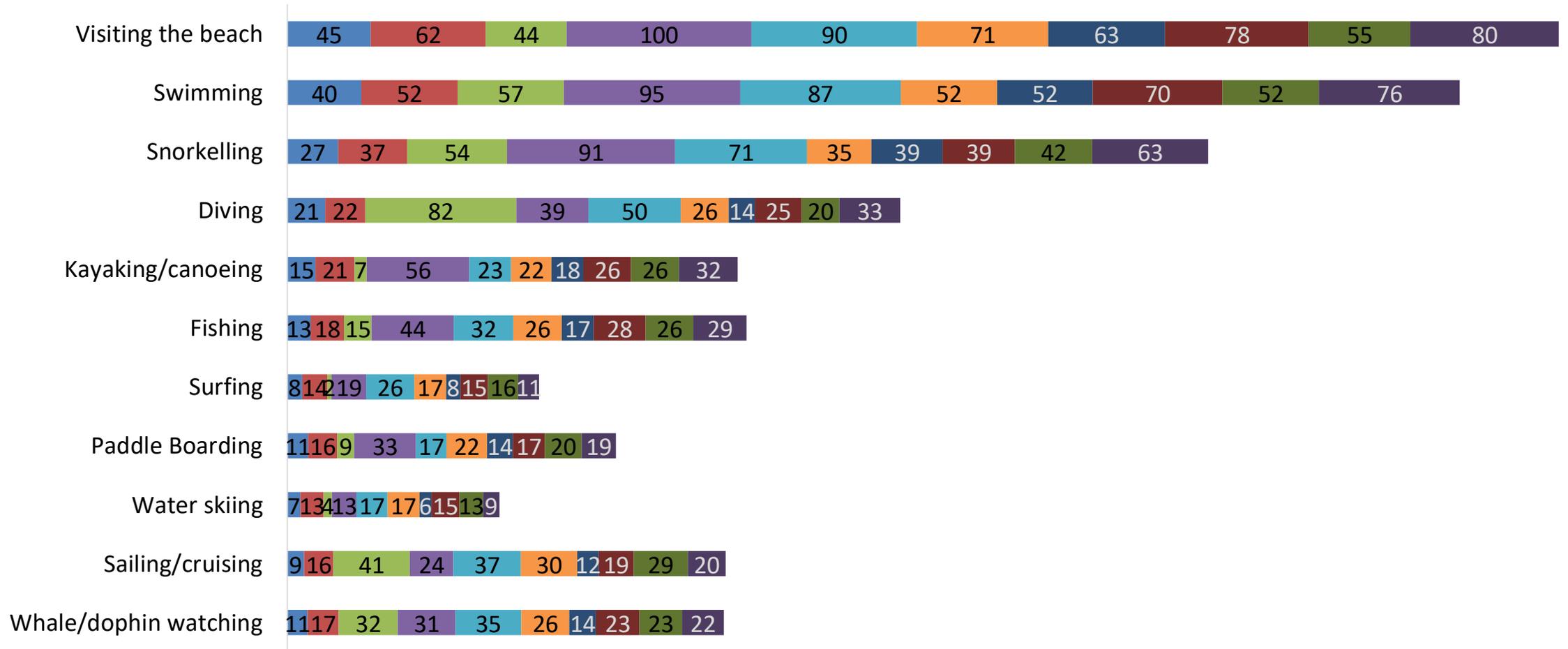


Note: Multiple responses, therefore total does not add up to 100%

Structure



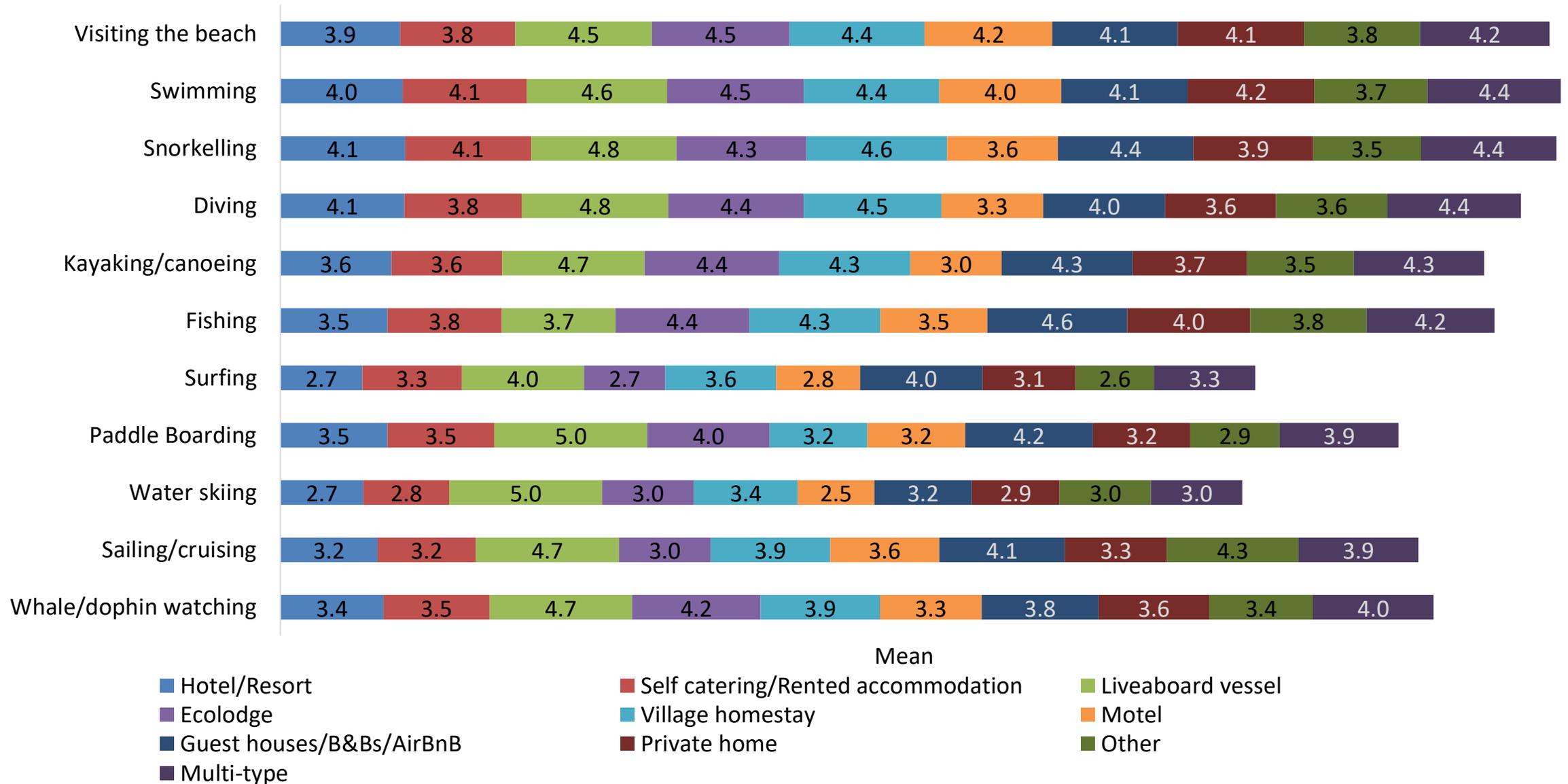
Water-based Activities (Participation)



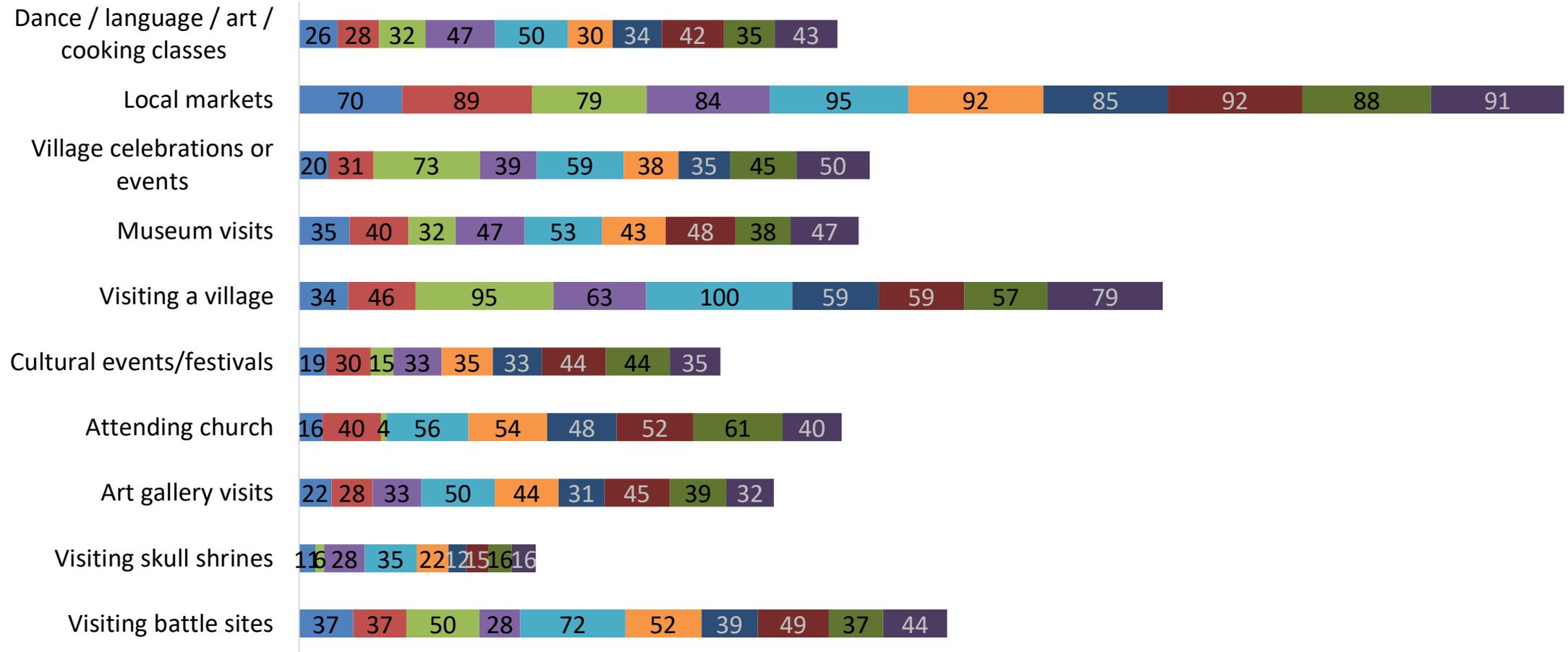
Percent

- Hotel/Resort
- Self catering/Rented accommodation
- Liveaboard vessel
- Ecolodge
- Village homestay
- Motel
- Guest houses/B&Bs/AirBnB
- Private home
- Other
- Multi-type

Water-based Activities (Mean)



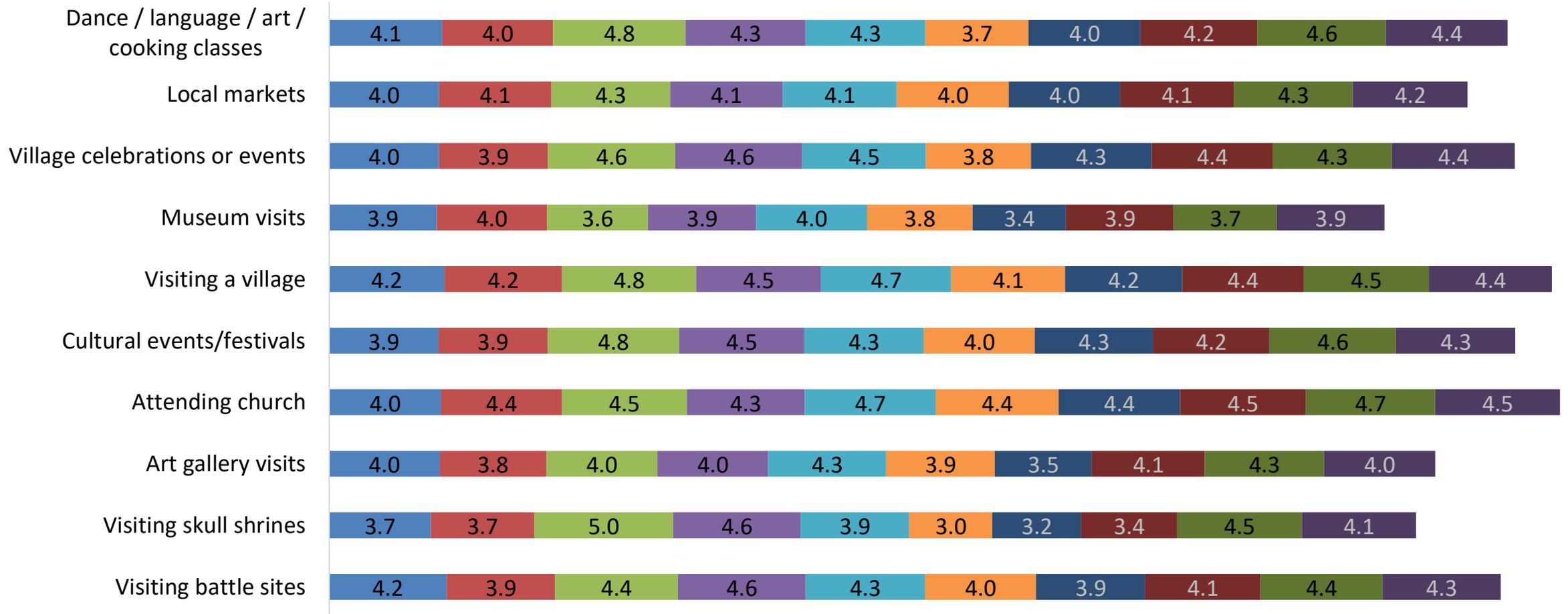
Cultural Interaction Activities (Participation)



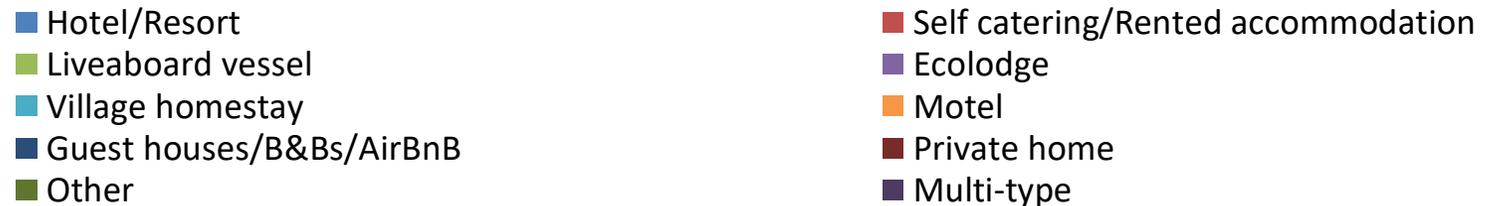
Percent

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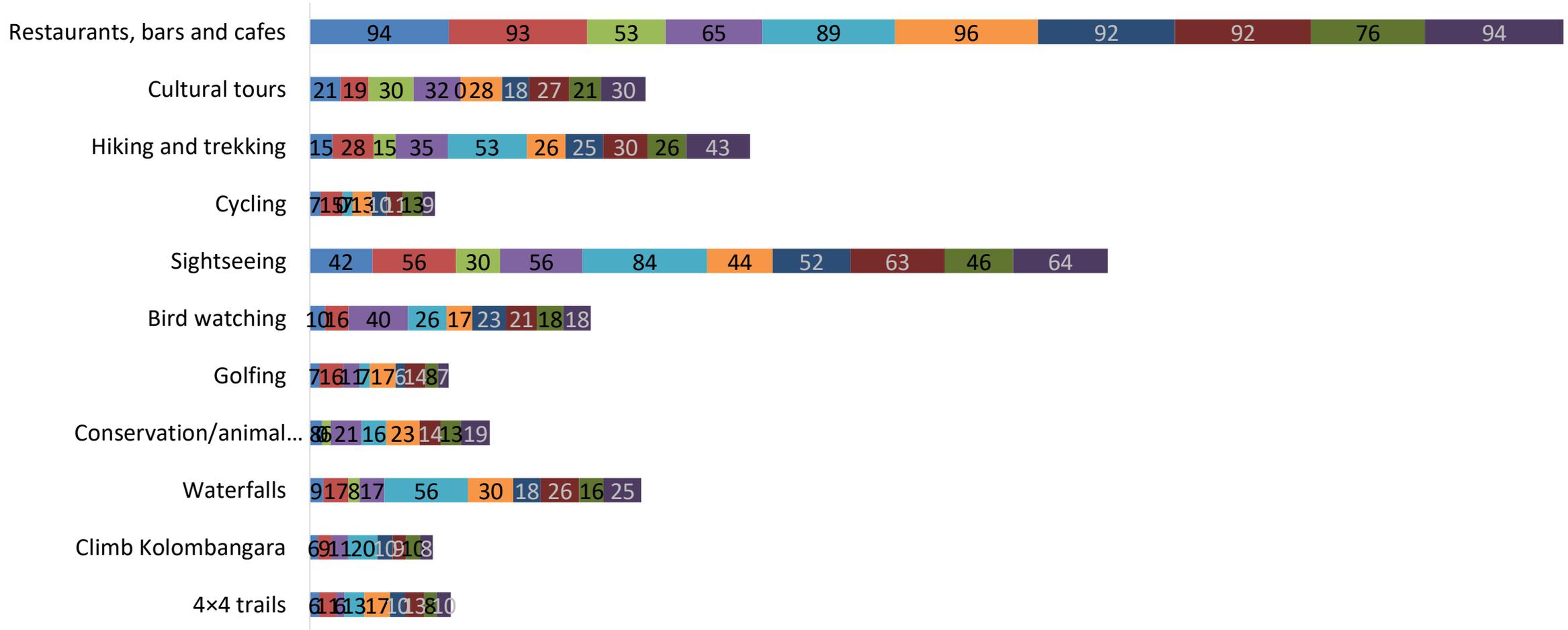
Cultural Interaction Activities (Mean)



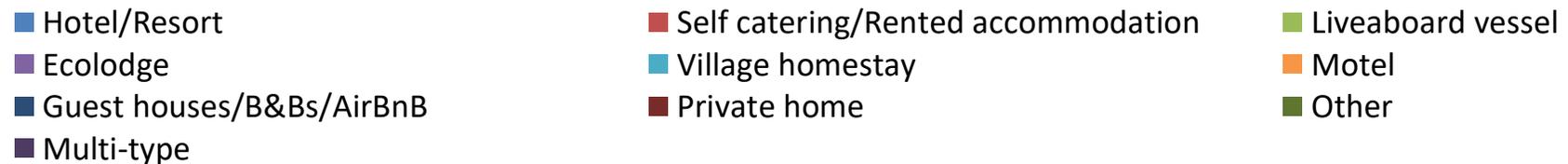
Mean



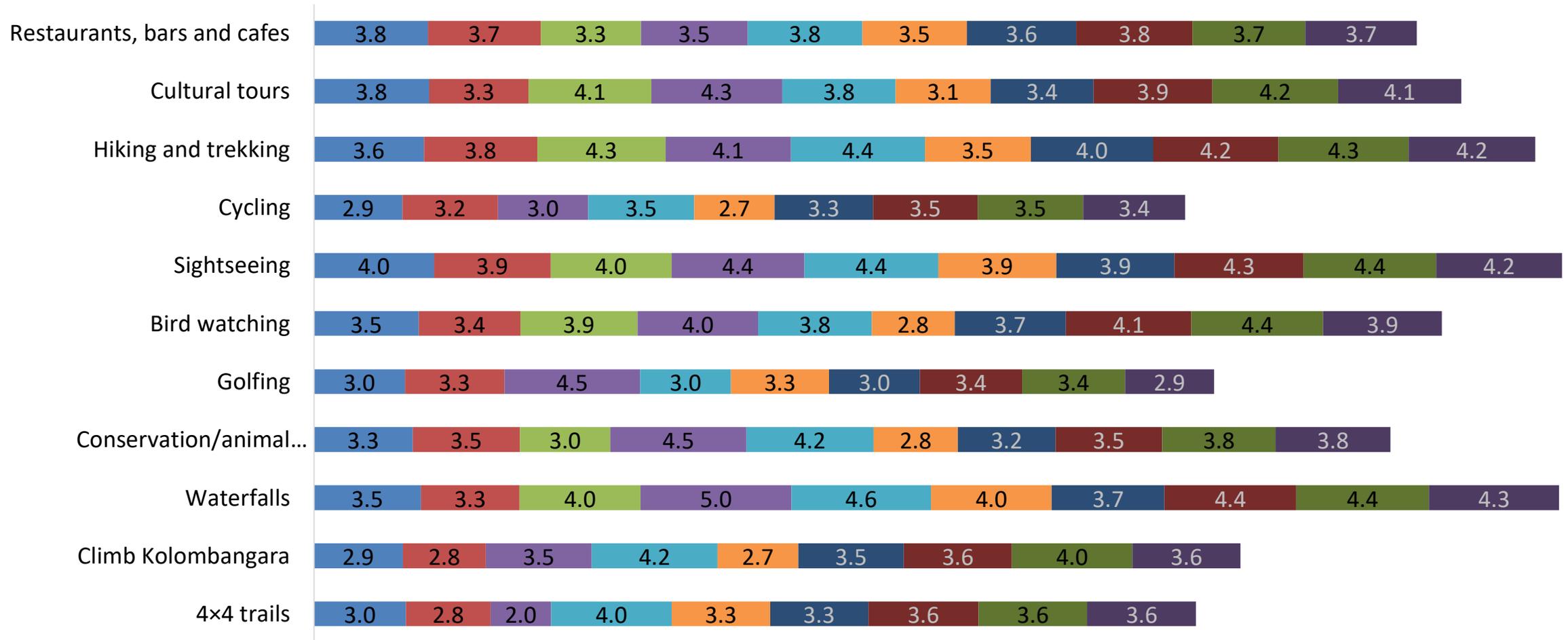
Land-based Activities (Participation)



Percent



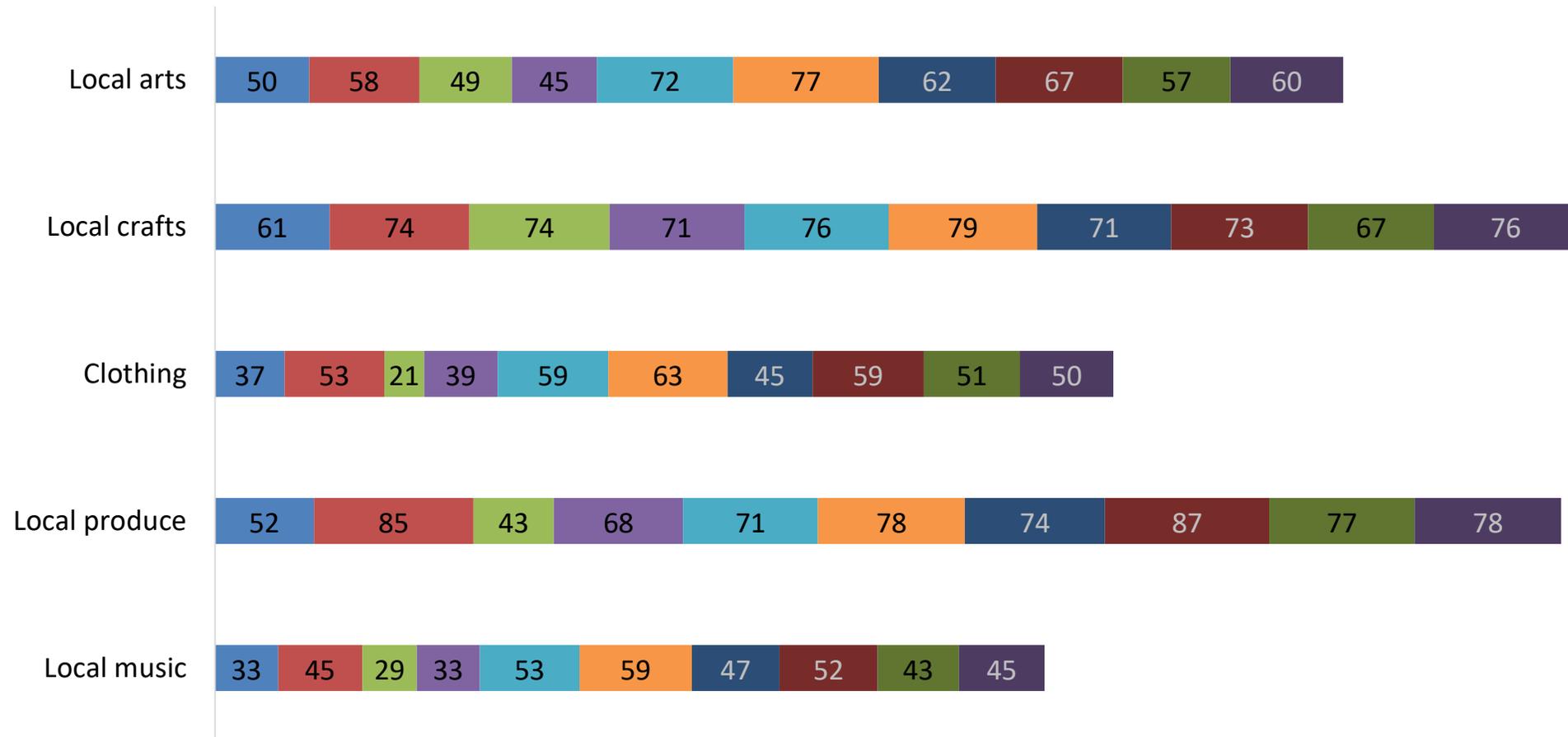
Land-based Activities (Mean)



Mean



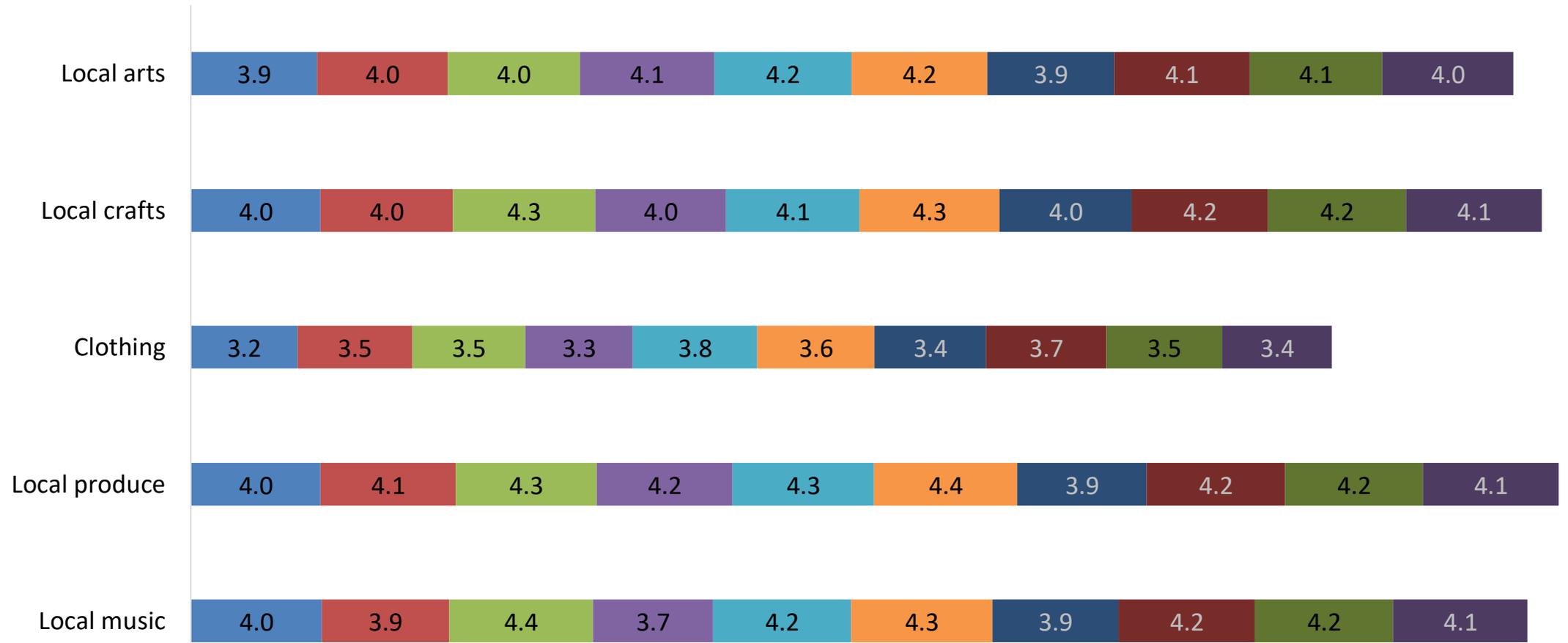
Shopping Activities (Participation)



Percent

- Hotel/Resort
- Self catering/Rented accommodation
- Liveaboard vessel
- Ecolodge
- Village homestay
- Motel
- Guest houses/B&Bs/AirBnB
- Private home
- Other
- Multi-type

Shopping Activities (Mean)



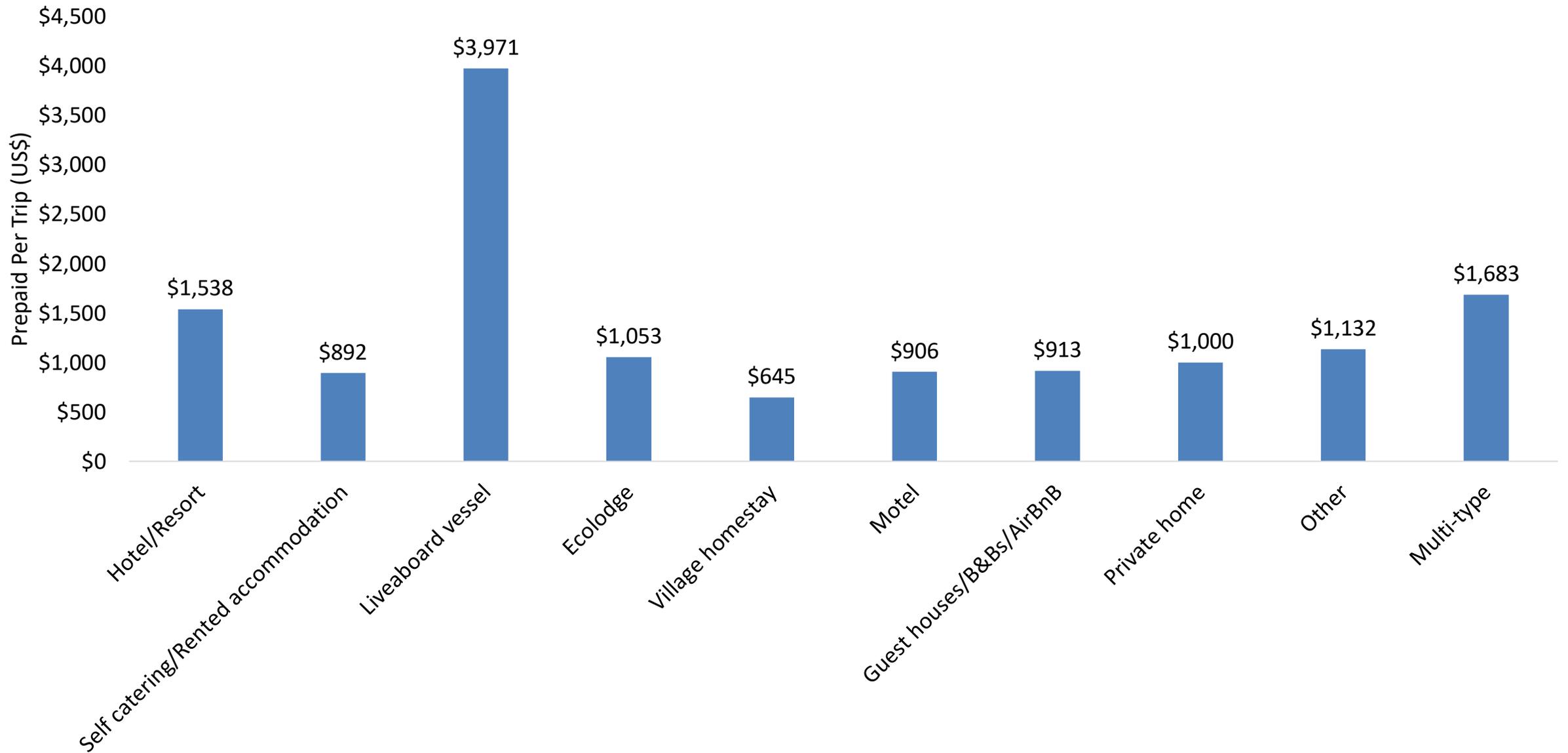
Mean

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- Other
- Multi-type

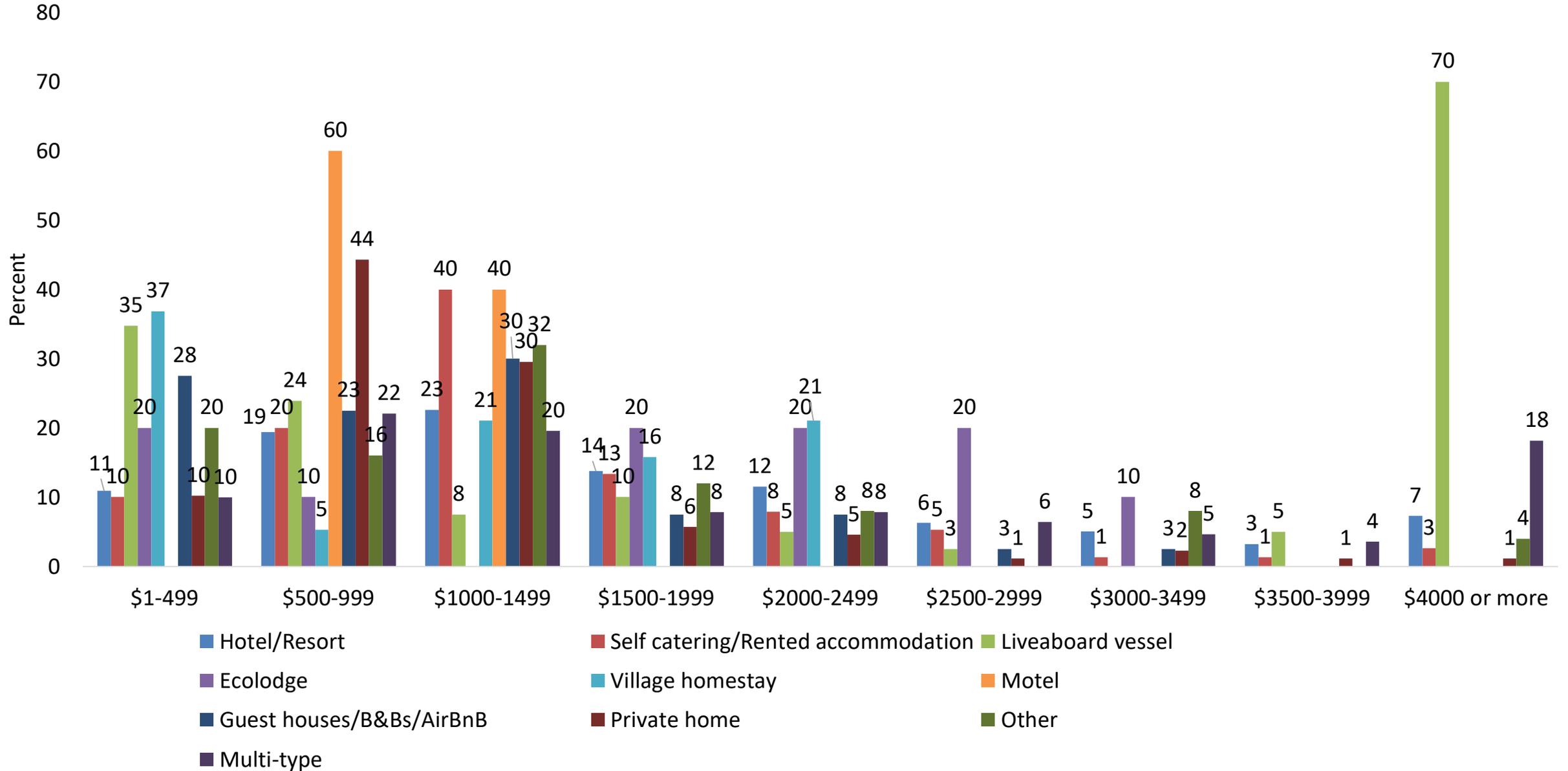
Structure



Prepaid Expenditure per Trip (US\$)

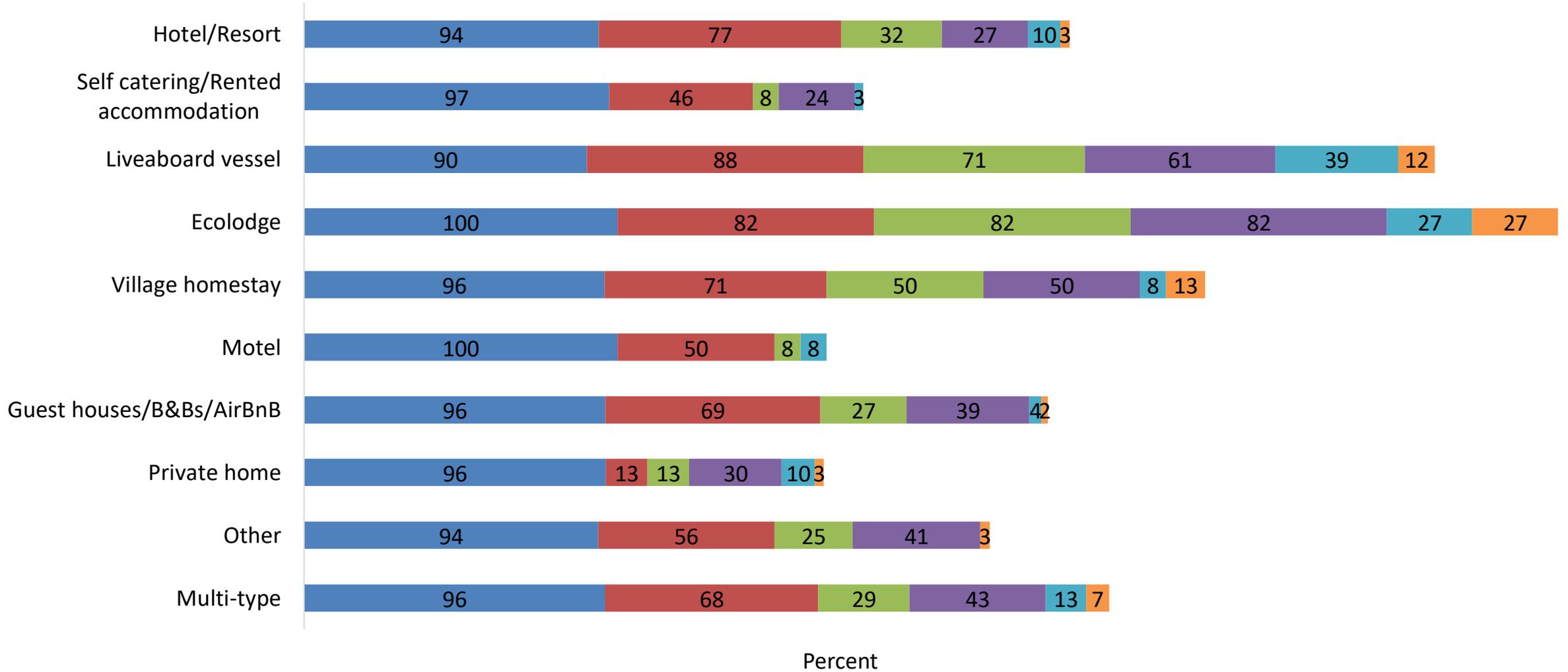


Prepaid Expenditure per Person per Trip (US\$)



Note: n=10 for both Ecolodge and Motel respondents.

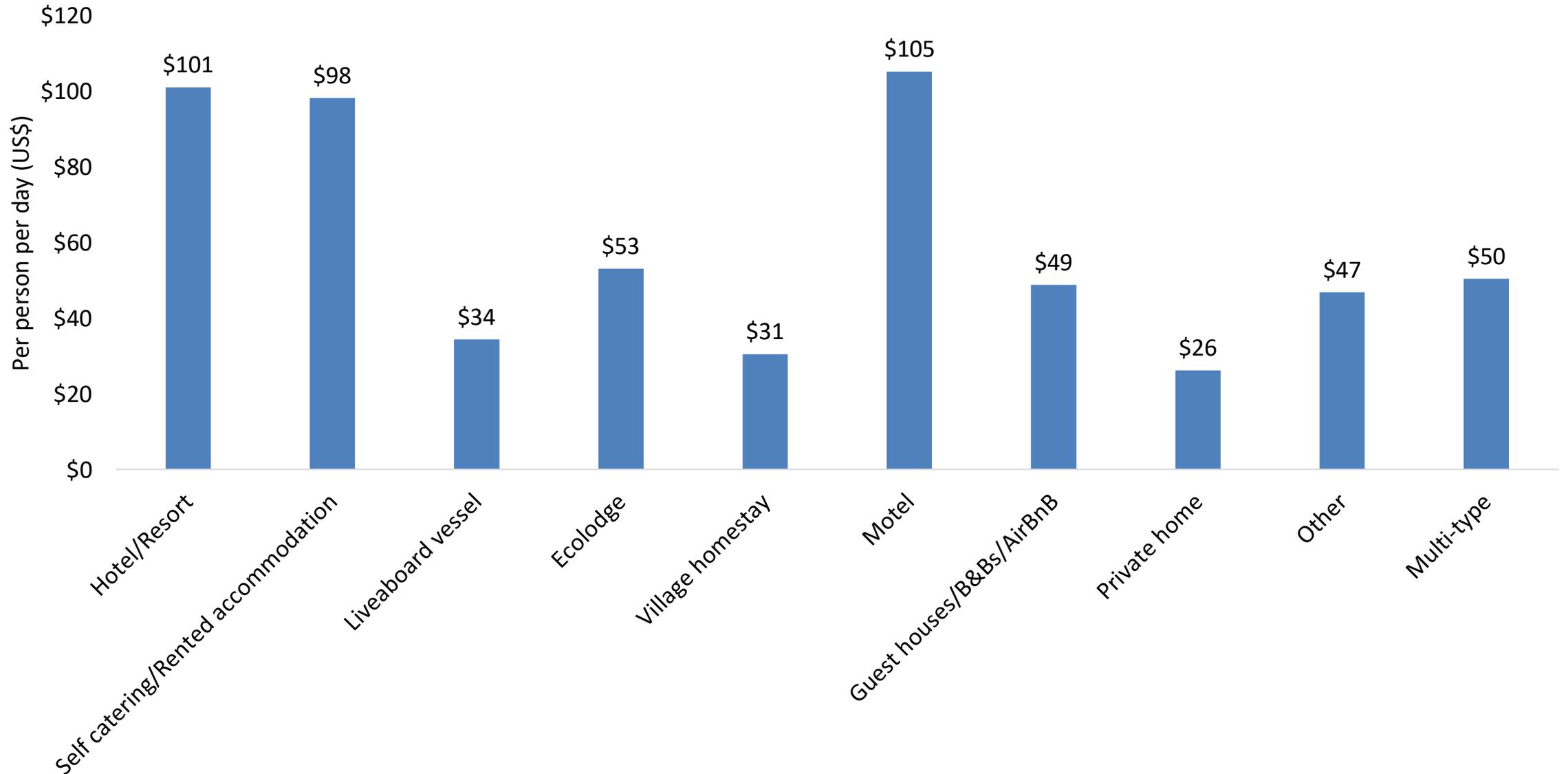
Prepaid Items



■ International flights
 ■ Accommodation
 ■ Breakfast or meals
 ■ Domestic transport/transfers
 ■ Tours
 ■ Other

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

Spend in Solomon Islands per Person per Day (US\$)



Spend in Solomon Islands per Person per Day

	Hotel/Resort	Self catering/Rented accommodation	Liveaboard vessel	Ec lodge	Village homestay	Motel	Guest houses/B&Bs /AirBnB	Private home	Other	Multi-type
Accommodation	49%	41%	12%	42%	28%	26%	46%	13%	12%	37%
Restaurants cafes & bars	22%	19%	12%	11%	15%	18%	16%	23%	9%	15%
Shopping	5%	4%	27%	10%	12%	4%	6%	10%	14%	6%
Domestic flights	4%	4%	4%	11%	5%	2%	4%	9%	2%	11%
Vehicle rental	4%	4%	—	5%	6%	1%	2%	3%	—	2%
Internet/telecommunication	3%	4%	4%	3%	2%	2%	5%	5%	4%	4%
Others	3%	2%	19%	2%	7%	35%	—	5%	1%	3%
Groceries	3%	11%	5%	5%	12%	3%	9%	17%	13%	7%
Water activities	2%	1%	—	3%	1%	—	3%	2%	6%	5%
Tours	2%	3%	12%	4%	4%	2%	4%	3%	1%	3%
Public transportation	1%	2%	—	—	1%	4%	3%	2%	4%	2%
Petrol	1%	2%	—	2%	3%	1%	1%	5%	31%	2%
Land activities	1%	3%	4%	1%	3%	2%	2%	2%	3%	1%

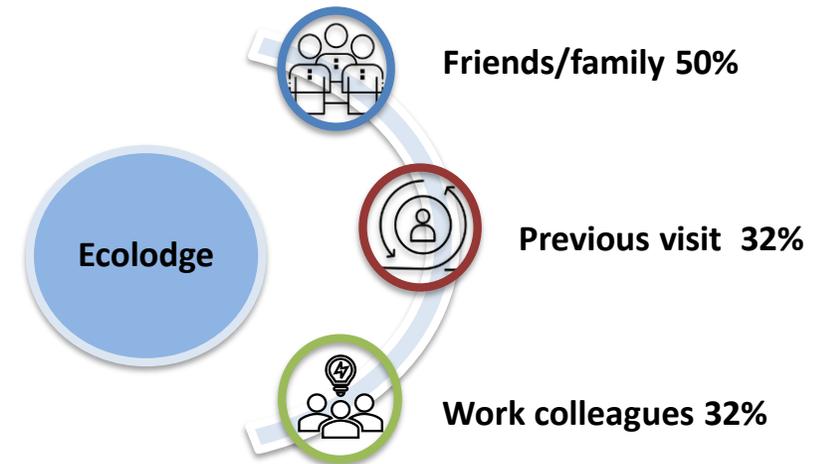
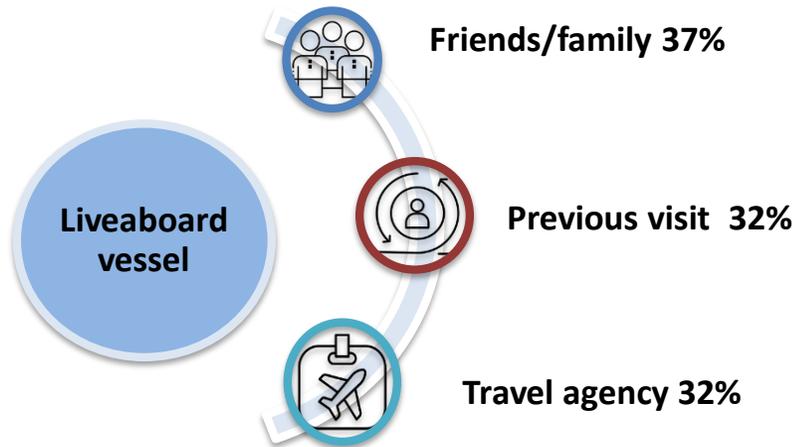
Expenditure by Accommodation Type (US\$)

	Hotel/Resort	Self catering/Rented accommodation	Liveaboard vessel	Ecolodge	Village homestay	Motel	Guest houses/B&Bs/AirBnB	Private home	Other	Multi-type
Total spend flowing into the Solomon Islands economy – Whole Trip	\$1,650	\$1,770	\$2,716	\$1,136	\$824	\$1,416	\$1,014	\$907	\$1,215	\$1,665
Total spend flowing into the Solomon Islands economy – Per Day	\$229	\$140	\$277	\$120	\$58	\$170	\$107	\$77	\$107	\$127

Structure

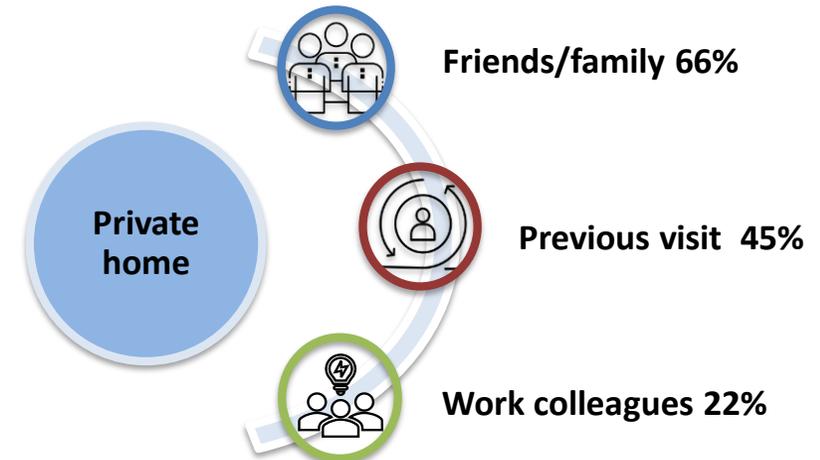
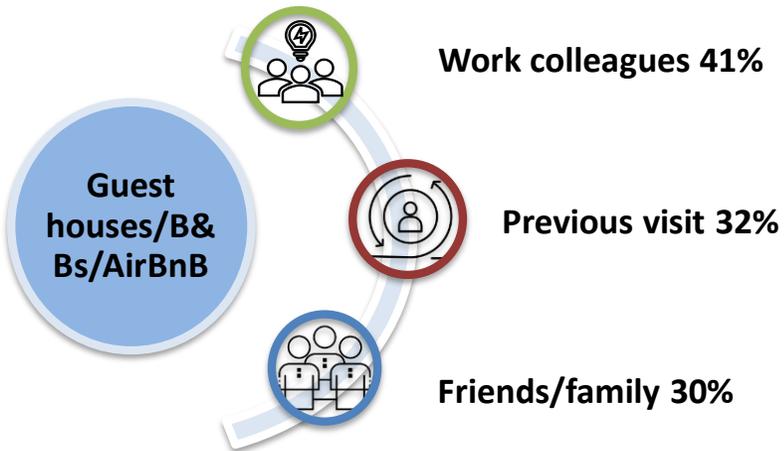


How did you find out about Solomon Islands as a destination?



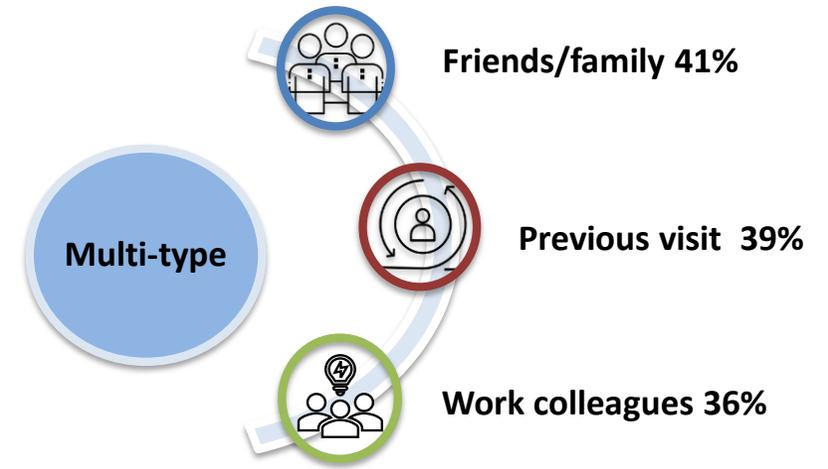
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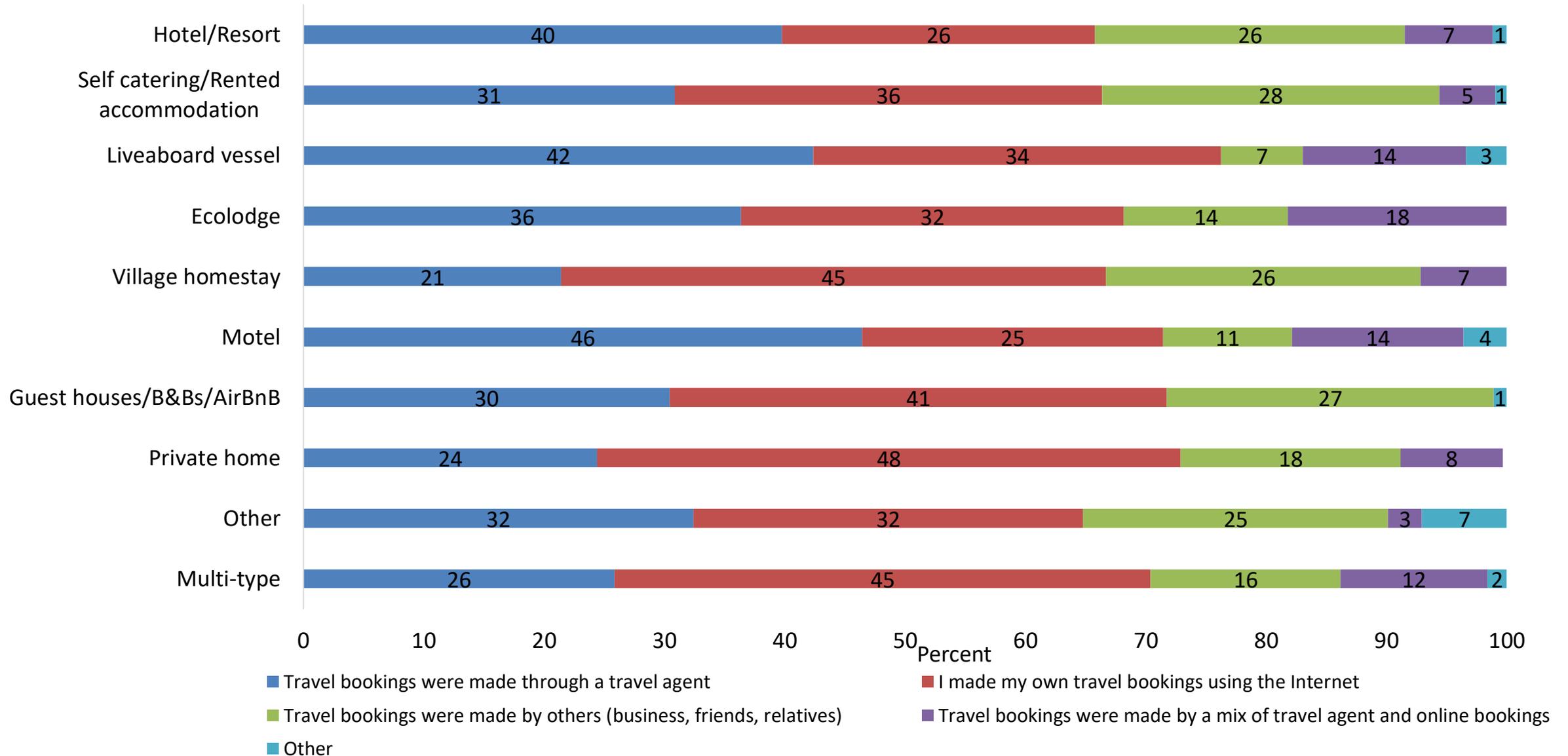
Top 3 Information Sources Used for Planning

	Top 1	Top 2	Top 3
Hotel/Resort	Work colleagues	Previous visits	Web search engines
Self catering/Rented accommodation	Work colleagues	Friends/family	Previous visits
Liveboard vessel	Previous visits	Friends/family	Travel agent/travel brochures
Ecolodge	Friends/family	Previous visits	Web search engines
Village homestay	Work colleagues	Friends/family	Previous visits
Motel	Previous visits	Friends/family	Work colleagues
Guest houses/B&Bs/AirBnB	Work colleagues	Previous visits	Web search engines
Private home	Friends/family	Previous visits	Work colleagues
Other	Work colleagues	Previous visits	Friends/family
Multi-type	Friends/family	Previous visits	Work colleagues

Top 3 Influential Factors of Choosing Solomon Islands

	Top 1	Top 2	Top 3
Hotel/Resort	Business or conference	Friendly people	Culture and history
Self catering/Rented accommodation	Business or conference	Culture and history	Friends and family in Solomon Islands
Liveaboard vessel	Snorkelling and diving	Natural attractions / eco- tourism / photography	Friendly people
Ecolodge	Quiet and relaxing atmosphere	Friendly people	Snorkelling and diving
Village homestay	Friendly people	Culture and history	Natural attractions / eco- tourism / photography
Motel	Business or conference	Friendly people	Quiet and relaxing atmosphere
Guest houses/B&Bs/AirBnB	Culture and history	Friendly people	Business or conference
Private home	Friends and family in Solomon Islands	Friendly people	Culture and history
Other	Friendly people	Business or conference	Culture and history
Multi-type	Friendly people	Culture and history	Natural attractions / eco- tourism / photography

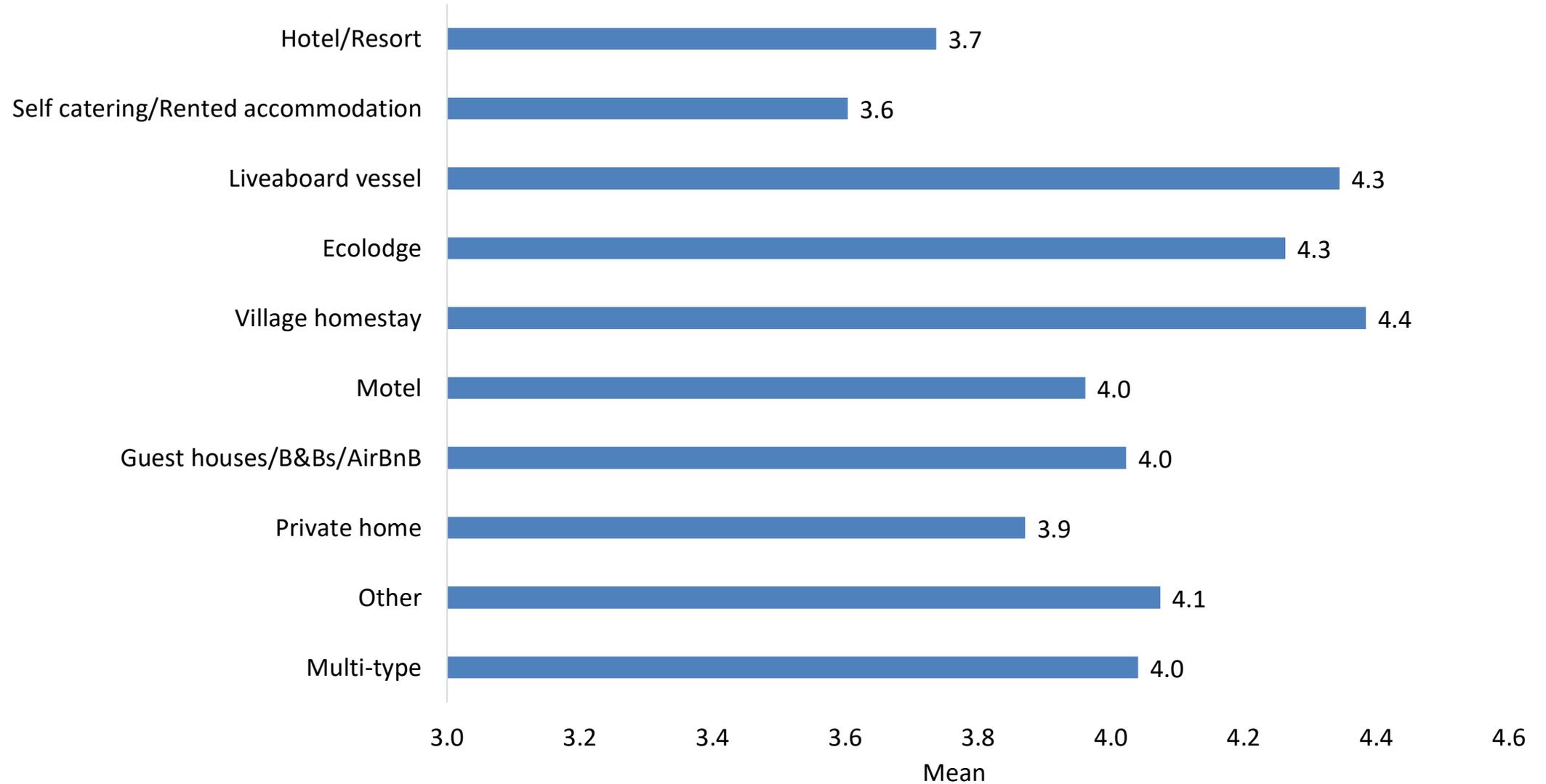
Travel Purchasing Behaviour



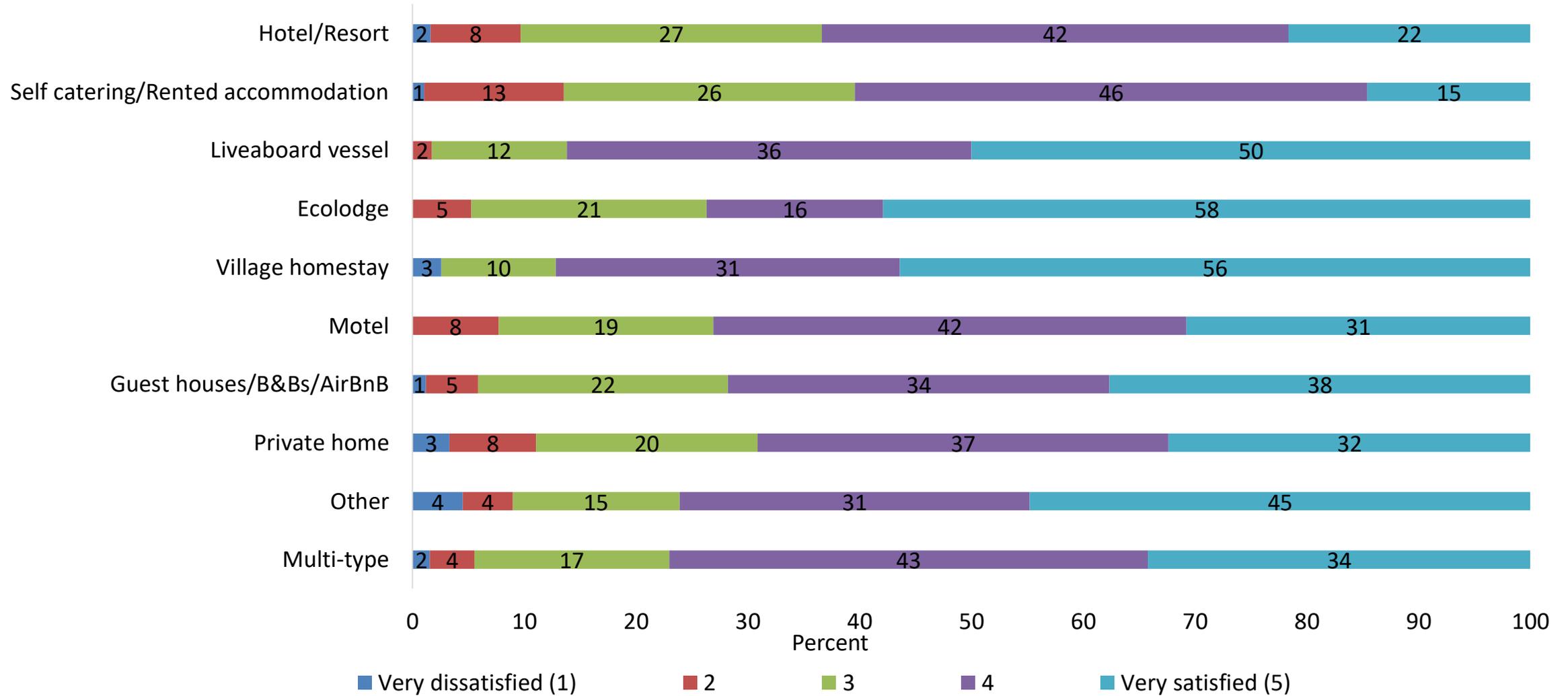
Structure



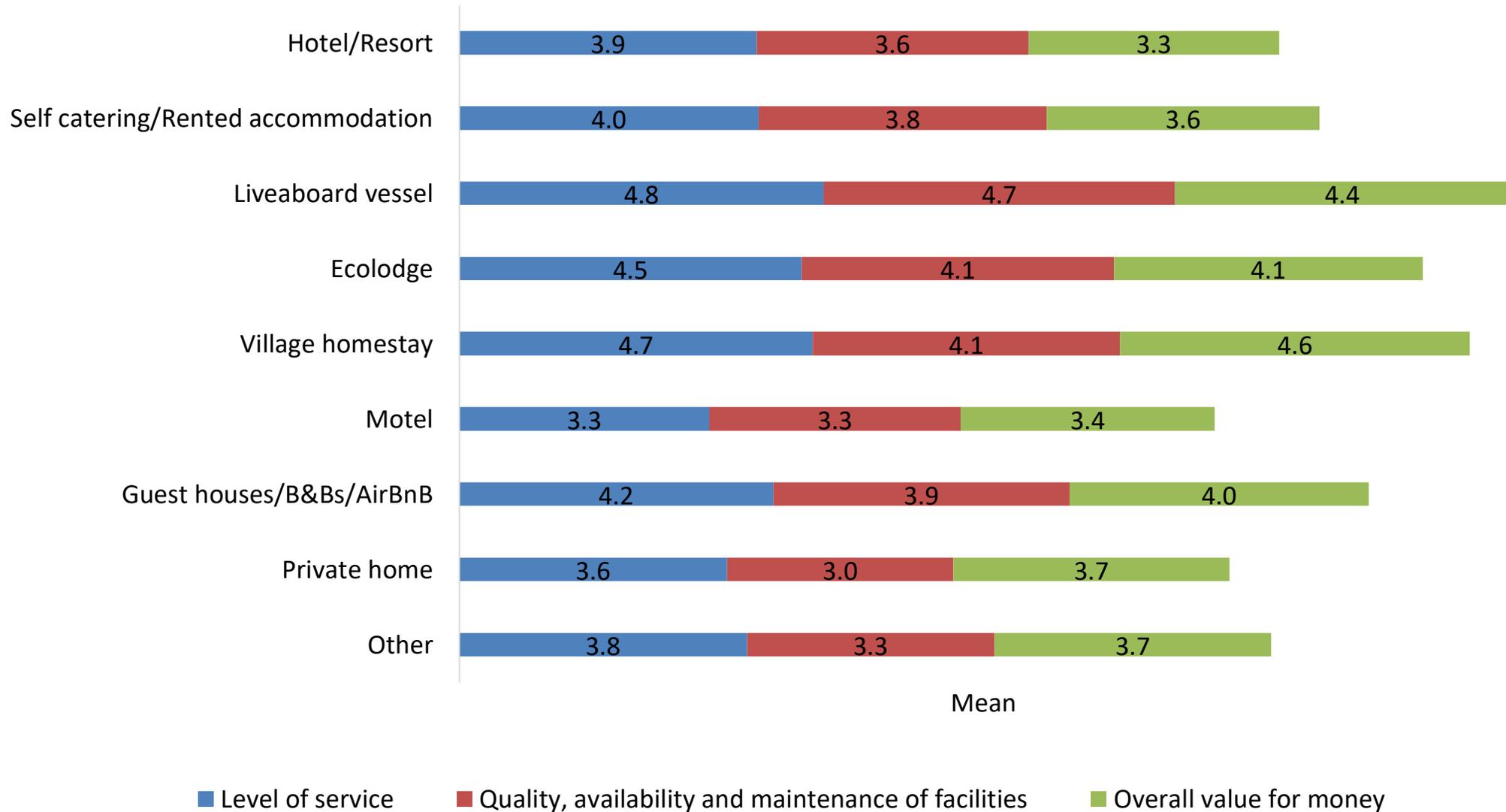
Visitor Satisfaction with Overall Experience



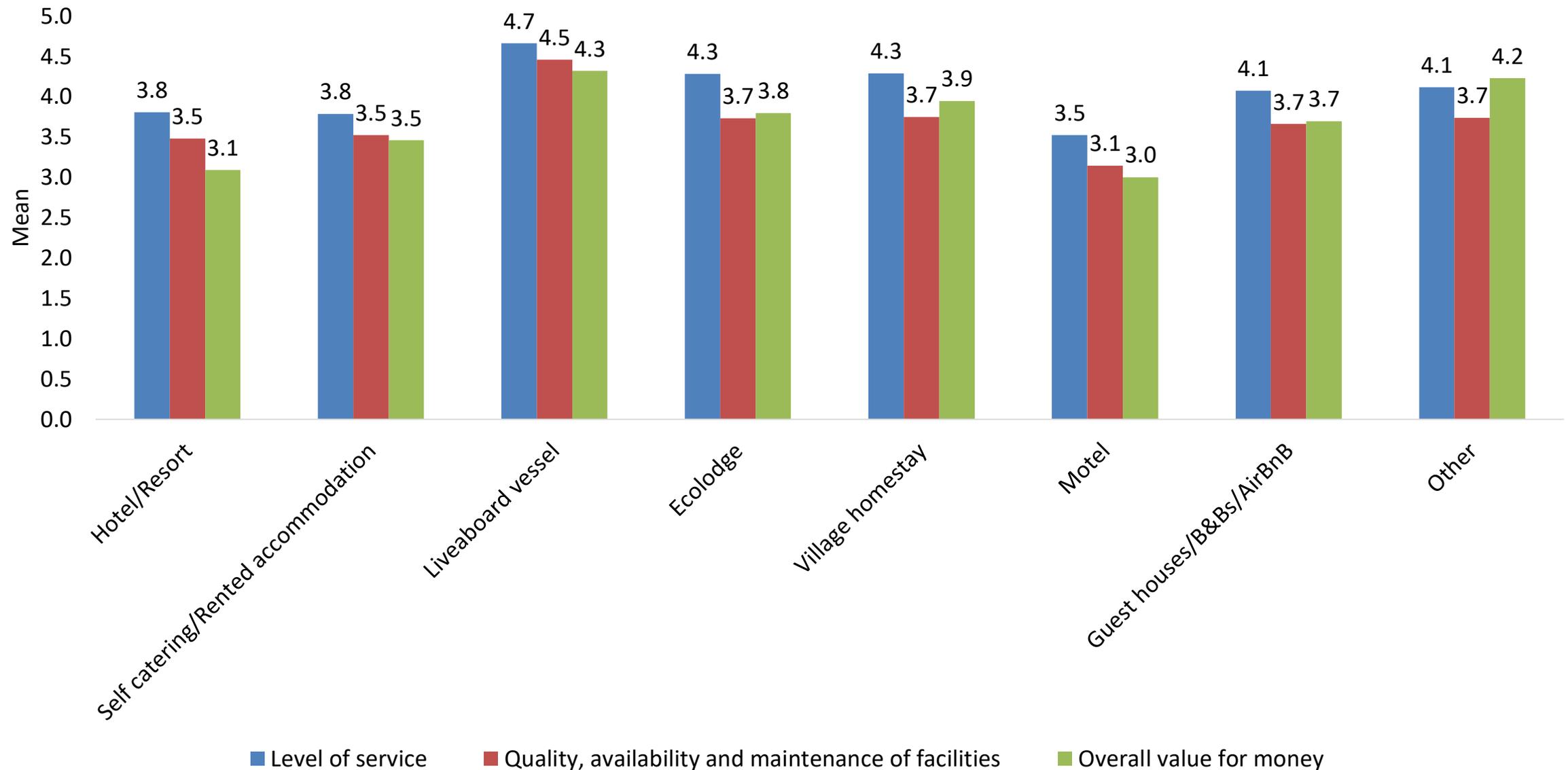
Visitor Satisfaction Levels



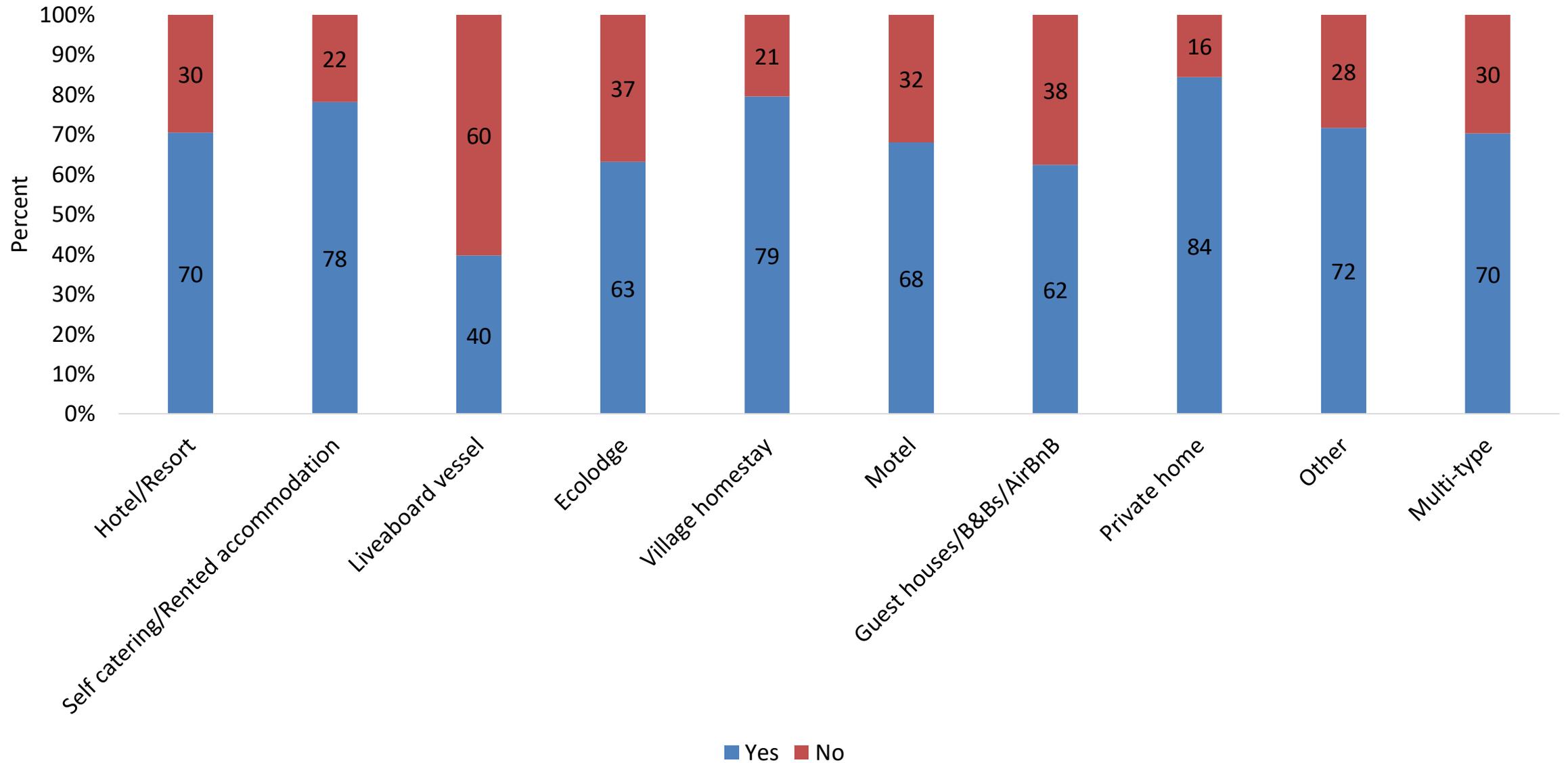
Visitor Satisfaction with Accommodation



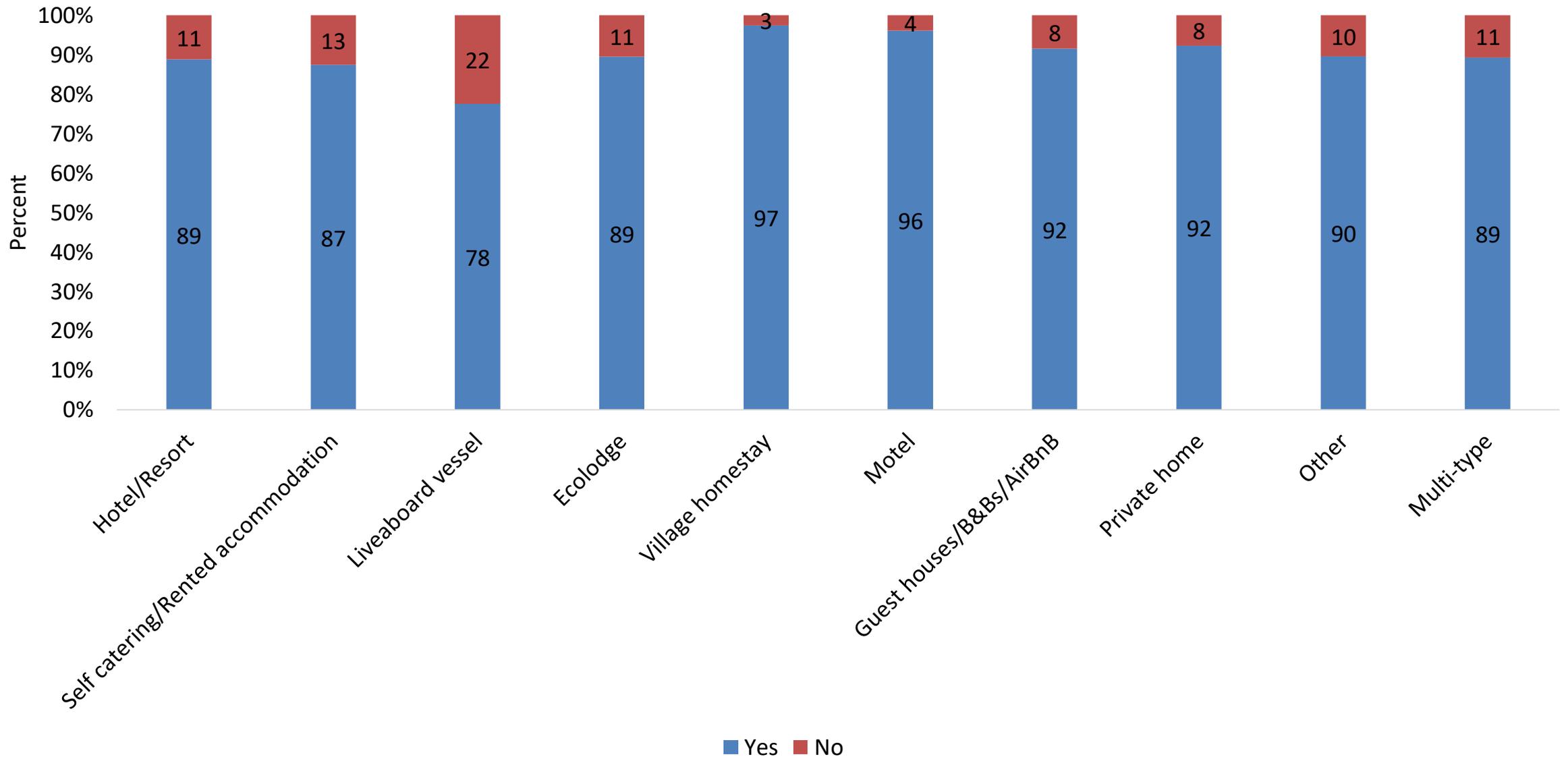
Visitor Satisfaction with Accommodation - Multi-type



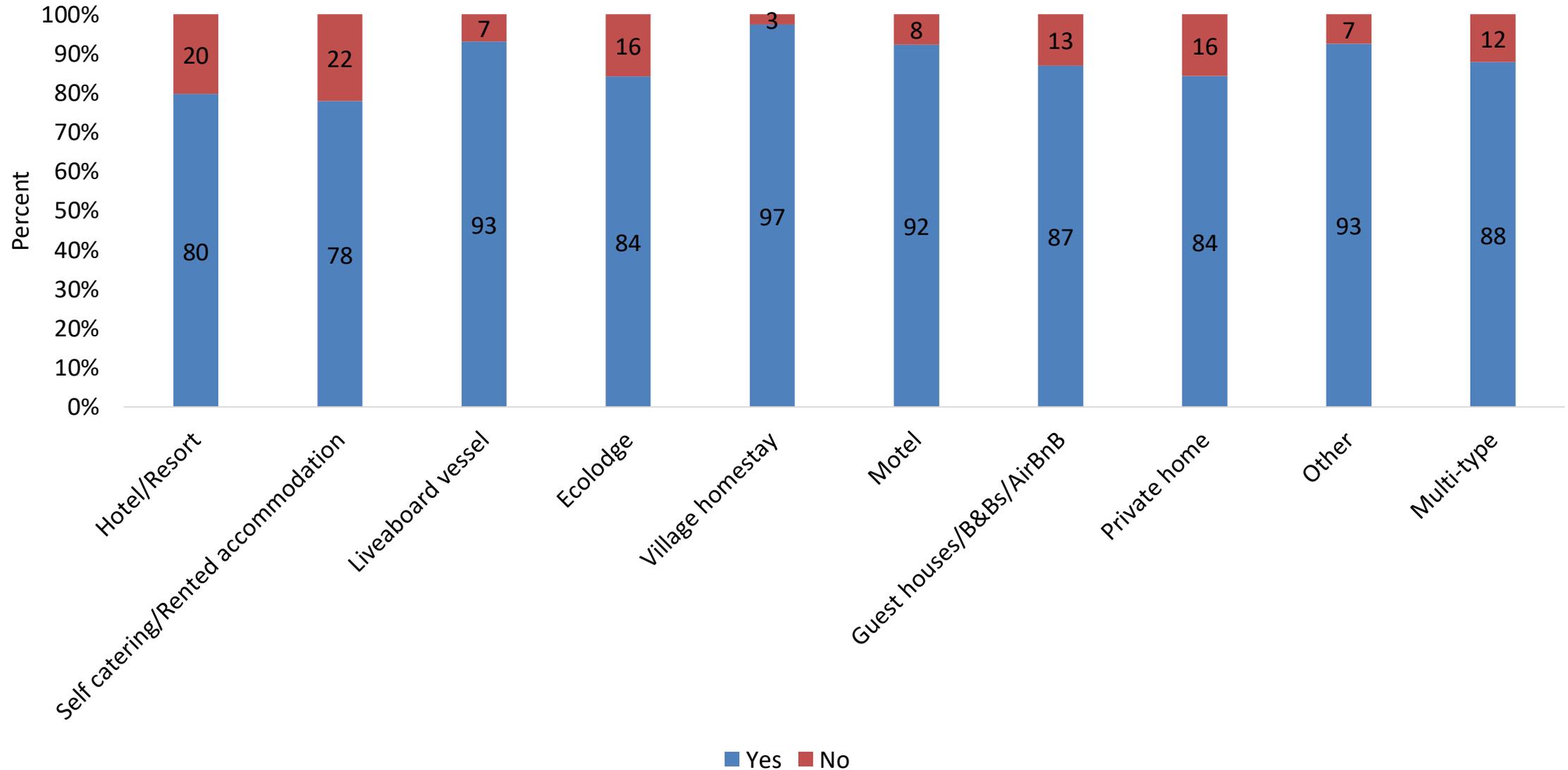
Is Solomon Islands the only country you visited?



Willingness to Return to Solomon Islands



Willingness to Recommend Solomon Islands



Degree of Satisfaction with Services

	Most satisfied	Most unsatisfied
Hotel/Resort	<ul style="list-style-type: none"> • The friendliness of the people in Solomon Islands 4.4 • The overall level of service in Solomon Islands 3.5 • Airport arrival/departure experience 3.5 • The information that was available when planning this trip 3.5 	<ul style="list-style-type: none"> • Internet and phone availability, cost and coverage 2.6
Self catering/Rented accommodation	<ul style="list-style-type: none"> • The friendliness of the people in Solomon Islands 4.5 • The experience of renting a vehicle 3.8 	<ul style="list-style-type: none"> • Internet and phone availability, cost and coverage 2.5
Liveaboard vessel	<ul style="list-style-type: none"> • The information that was available when planning this trip 5.0* • The friendliness of the people in Solomon Islands 4.6 • Variety of things to see and do 4.0 	<ul style="list-style-type: none"> • Internet and phone availability, cost and coverage 2.5
Ecolodge	<ul style="list-style-type: none"> • The friendliness of the people in Solomon Islands 4.6 • Variety of things to see and do 3.9 • The overall level of service in Solomon Islands 3.9 	<ul style="list-style-type: none"> • Internet and phone availability, cost and coverage 2.4
Village homestay	<ul style="list-style-type: none"> • The friendliness of the people in Solomon Islands 4.6 • Variety of things to see and do 4.1 	<ul style="list-style-type: none"> • Internet and phone availability, cost and coverage 2.5
Motel	<ul style="list-style-type: none"> • The friendliness of the people in Solomon Islands 4.5 • The overall level of service in Solomon Islands 3.8 	<ul style="list-style-type: none"> • Internet and phone availability, cost and coverage 2.8
Guest houses/B&Bs/AirBnB	<ul style="list-style-type: none"> • The friendliness of the people in Solomon Islands 4.6 • Variety of things to see and do 3.8 • The overall level of service in Solomon Islands 3.8 	<ul style="list-style-type: none"> • Internet and phone availability, cost and coverage 2.7
Private home	<ul style="list-style-type: none"> • The friendliness of the people in Solomon Islands 4.5 • Variety of things to see and do 3.6 	<ul style="list-style-type: none"> • Internet and phone availability, cost and coverage 2.5
Other	<ul style="list-style-type: none"> • The friendliness of the people in Solomon Islands 4.6 • Variety of things to see and do 3.9 	<ul style="list-style-type: none"> • Internet and phone availability, cost and coverage 2.7
Multi-type	<ul style="list-style-type: none"> • The friendliness of the people in Solomon Islands 4.6 • Variety of things to see and do 3.8 	<ul style="list-style-type: none"> • Internet and phone availability, cost and coverage 2.5

Structure



Top Most Appealing Aspects

Hotel/Resort	 46% Local people	 21% Scenery, landscape & environment	 18% Activities & attractions	 12% Culture & history
Self catering/Rented accommodation	 54% Local people	 30% Scenery, landscape & environment	 13% Culture & history	 9% Markets, local products & shops
Liveaboard vessel	 64% Activities & attractions	 34% Scenery, landscape & environment	 23% Local people	 21% Diving snorkelling
Ecolodge	 48% Scenery, landscape & environment	 33% Activities & attractions	 29% Local people	 14% Food & beverage
Village homestay	 55% Local people	 34% Scenery, landscape & environment	 21% Activities & attractions	 18% Culture & history
Motel	 42% Local people	 21% Culture & history	 17% Scenery, landscape & environment	 8% Activities & attractions
Guest houses/B&Bs/AirBnB	 44% Local people	 28% Scenery, landscape & environment	 20% Activities & attractions	 16% Culture & history
Private home	 35% Local people	 26% Scenery, landscape & environment	 16% Culture & history	 14% Activities & attractions
Other	 49% Local people	 23% Scenery, landscape & environment	 17% Culture & history	 11% Markets, local products & shops
Multi-type	 39% Local people	 38% Scenery, landscape & environment	 27% Activities & attractions	 18% Culture & history

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

Most Appealing Aspects – Hotel/Resort

Comments:

- “Pleasant, diligent people.”
- “The people and the wonderful cultural arts and crafts. The Honiara market is one of the better ones in the Pacific.”
- “The friendly nature of its people & the ability to feel at home when walking on the streets.”
- “I enjoyed the culture, the people were very friendly, and the food was good. I learned much about the history of Solomon Islands that I didn't know before.”
- “The excellent scuba diving.”
- “The snorkelling.”

Most Appealing Aspects – Self catering/Rented accommodation

Comments:

- “The people and their friendly attitude was the attraction. Willingness to talk to and help a stranger was great.”
- “Mountain and reef.”
- “Natural surroundings.”
- “The rich culture.”
- “The history of the second war.”
- “Honiara markets are a great place for local produce. This was my first visit with self-catering accommodation and its definitely the way to go.”

Most Appealing Aspects – Liveaboard vessel

Comments:

- “Scuba Diving.”
- “Great reefs and weather.”
- “Friendly people generally. Geography.”
- “Outer islands. Impressed with one island in the Russel Islands (Karamulon Reef area) where the island is a conservation area, no fishing. Wonderful!”
- “The people and the snorkelling.”
- “The friendliness of the local islanders, especially in the Western Province. The cleanliness of the island villages and surrounding waters.”

Most Appealing Aspects – Ecolodge

Comments:

- “The beaches on the outer islands.”
- “Snorkelling and kayaking and relaxation.”
- “Great fishing, very friendly people on the island of Ramata, great views.”
- “Fish and Produce in the market.”
- “I like the local produce, and Tenkai restaurant. Nugu island is beautiful.”

Most Appealing Aspects – Village homestay

1 55% Local people

2 34% Environment

3 21% Activities & attractions



Most Appealing Aspects – Village homestay

Comments:

- “The environment and people.”
- “The simplistic lifestyle and the beautiful, generous people. Visale is a treasure.”
- “The seclusion and beauty of the land and sea.”
- “The local art and crafts are amazing.”
- “Snorkelling.”
- “Bushwalking, visits to waterfalls, village stays, snorkelling , enjoying the company, friendship and politeness of Solomon Islanders.”

Most Appealing Aspects – Motel

Comments:

- “Friendly people.”
- “Their Culture.”
- “The level of respect for others and carefree lifestyle was what appealed to me that made me include my best friend when I planned my second recent trip.”
- “Natural beauty and preservation of forests and reefs.”
- “Arts and local artifacts at the market and general clothing shopping.”

Most Appealing Aspects – Guest houses/B&Bs/AirBnB

Comments:

- “Friendly local people.”
- “Unspoilt beauty.”
- “The landscape and villages.”
- “Snorkelling and diving.”
- “Three Sisters Islands was absolutely stunning.”
- “New development such as Coral Sea Resort and market plaza. Good to see new improved building.”

Most Appealing Aspects – Private home

Comments:

- “The beach, local food, people.”
- “Friends and church.”
- “Climate and relaxed atmosphere.”
- “The richness of the culture and how it is evident in everyday life of Solomon Islands, the people we’re friendly and always willing to help and assist in any way they could . People we’re very curious about other visitors/tourists. The local handicrafts were beautifully crafted and if there were any preferences the lady at the local market were always willing to do special orders. The local produce at the market were always fresh & cheap. There is always a variety of products to chose from; fresh seafood was also available and kept clean and covered from flies and insects.”

Most Appealing Aspects – Other

Comments:

- “The friendliness of the Solomon Islanders.”
- “friendliness of persons and willingness to learn new business practices.”
- “The Beaches and Nature.”
- “The weather was amazing.”
- “The culture and historical sites.”
- “Artworks.”
- “I loved the people. The food was so different, but exciting to learn about the culture!”

Top Least Appealing Aspects

Hotel/Resort	 33% Infrastructure, public services and facilities	 31% Rubbish and environment	 15% Cost
Self catering/Rented accommodation	 37% Infrastructure, public services and facilities	 33% Rubbish and environment	 10% Social issue  10% Haniara
Liveaboard vessel	 45% Rubbish and environment	 30% Haniara	 19% Infrastructure, public services and facilities
Ecolodge	 30% Flights, airlines and airports	 20% Social issue	 15% Rubbish and environment
Village homestay	 38% Rubbish and environment	 24% Infrastructure, public services and facilities	 11% Haniara
Motel	 33% Rubbish and environment	 29% Betel Nut	 17% Infrastructure, public services and facilities  17% Honiara
Guest houses/B&Bs/AirBnB	 38% Rubbish and environment	 32% Infrastructure, public services and facilities	 15% Cost
Private home	 41% Rubbish and environment	 35% Infrastructure, public services and facilities	 17% Betel Nut
Other	 36% Rubbish and environment	 27% Infrastructure, public services and facilities	 15% Betel Nut
Multi-type	 36% Rubbish and environment	 27% Infrastructure, public services and facilities	 15% Cost

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

Least Appealing Aspects – Hotel/Resort

Comments:

- “Lack of infrastructure--especially roads in Honiara.”
- “Missing Hygiene. cleanliness, rubbish everywhere, quality of roads, value for money, betelnut chewing.”
- “Terrible condition of the local roads and complete lack of directional or historical signs. Only my inherent knowledge of basic geographic layout of the islands from my historical background got me to where I wanted to see along with inquiring at the local police stations. Local sanitation conditions.”
- “Rubbish in street.”
- “Value for money with internet, hotels fees, food, and mobile phone charges.”

Least Appealing Aspects – Self catering/Rented accommodation

Comments:

- “The poor infrastructure and easy flooding of the main road. Also the presence of betel nut spit stains.”
- “I thought the general road infrastructure was very poor, there were plastic rubbish everywhere in most places, many shops and stores needed cleanliness.”
- “Traffic jams and traffic safety in Honiara is awful. It is stressful to see dangerous behaviour on the road (e.g. children and young people standing and sitting crowded on the tray back of vehicles travelling at speed in a dangerous situation. I wish this were banned.) Plastic pollution in Honiara is not great, but is improving. I wish there was an ATM (bank cash machine for getting local currency) in the international airport. There used to be one.”
- “Traffic in Honiara.”

Least Appealing Aspects – Liveaboard vessel

Comments:

- “The rubbish and poverty.”
- “Honiara traffic and cleanliness.”
- “Honiara feels a bit 'rough'.”
- “The road from Honiara airport into the city (but it did give us more time to take in the city - a good thing).”

Least Appealing Aspects – Ecolodge

- 1 30% Flights, airlines and airports
- 2 20% Social issues
- 3 15% Rubbish & environment



NB 'dependent' relates to dependence on transport, connectivity etc

Least Appealing Aspects – Ecolodge

Comments:

- “The domestic air terminal is hot, crowded, uncomfortable and chaotic.”
- “Predictability of domestic flight times.”
- “Airline safety and reliability getting to the islands.”
- “The poverty.”
- “Rubbish and plastic, logging and mosquitoes.”

Least Appealing Aspects – Village homestay

Comments:

- “Rubbish scattered everywhere.”
- “The main town needs to improve on tidiness and the dust from traffic.”
- “The condition of the roads. The amount of garbage lying in streets and creeks especially near Honiara.”
- “Betelnut spittle, road conditions within the city limits and eye-sore roadside market stalls. also the lack of locally owned business”
- “Tourist information.”

Least Appealing Aspects – Motel

Comments:

- “The problem is the rubbishing the environment. We must take care of our environment especially rivers are polluted with plastic and garbage.”
- “The roads.”
- “Betel nut spat out on the streets and the availability of it.”
- “The spitting on the street footpaths and walls.”
- “Dusty and dirty Honiara.”
- “Cleanliness of the streets.”

Least Appealing Aspects – Guest houses/B&Bs/AirBnB

Comments:

- “Rubbish everywhere.”
- “Honiara is dirty, a lot of trash and dust. Not enough trees and parks. It is very expensive.”
- “No public toilet and rubbish not so hygiene.”
- “Value for money for lots of accommodation is very poor. Also for local guesthouses. Mobile internet too expensive and not working very good.”
- “The dusty roads (due to construction) and expensive WiFi.”

Least Appealing Aspects – Private home

Comments:

- “Infrastructure.”
- “Rubbish. Smoking. Traffic in Honiara.”
- “The betelnut stains on the grounds of the town, the catcalling by few obnoxious boys/men. the trash on the roads and in the sea or rivers, under the bridges and flying around town (plastics, etc). Underground walkways and walkway bridges are unsanitary and swamped with trash.”
- “Betel nut stains.”

Least Appealing Aspects – Other

Comments:

- “Rubbish, betel nut, plastics and general untidiness of shops, roads, environment. Shop keeper need to be asked to clean their front shops.”
- “Rubbish in public areas.”
- “Pot holes in the roads, dust.”
- “Betel nut consumption.”
- “The high cost of internet data.”

Suggestions for Improvement

Hotel/Resort	 39% Infrastructure	 16% Environment, cleanliness, hygiene	 12% Flights and airports	 12% Accommodation
Self catering/Rented accommodation	 43% Infrastructure	 29% Environment, cleanliness, hygiene	 16% Cost and price	
Liveaboard vessel	 24% Flights and airports	 20% Infrastructure	 20% Environment, cleanliness, hygiene	
Ecolodge	 36% Flights and airports	 36% Infrastructure	 18% Social issue	
Village homestay	 25% Infrastructure	 20% Flights and airports	 10% Environment	 10% Information
Motel	 35% Infrastructure	 24% Accommodation	 18% Environment, cleanliness, hygiene	
Guest houses/B&Bs/AirBnB	 39% Infrastructure	 14% Flights and airports	 14% Cost and price	 10% Environment, cleanliness, hygiene
Private home	 41% Infrastructure	 24% Environment, cleanliness, hygiene	 15% Flights and airports	
Other	 39% Infrastructure	 28% Environment, cleanliness, hygiene	 11% Flights and airports	
Multi-type	 35% Infrastructure	 21% Environment, cleanliness, hygiene	 16% Cost and price	

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



THANK YOU

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