



PACIFIC REGIONAL TOURISM CAPACITY BUILDING PROGRAMME (PRTCBP)
(Funded under the 10th EDF of the European Union)

SOLOMON ISLANDS TOURIST SURVEY

February 2014

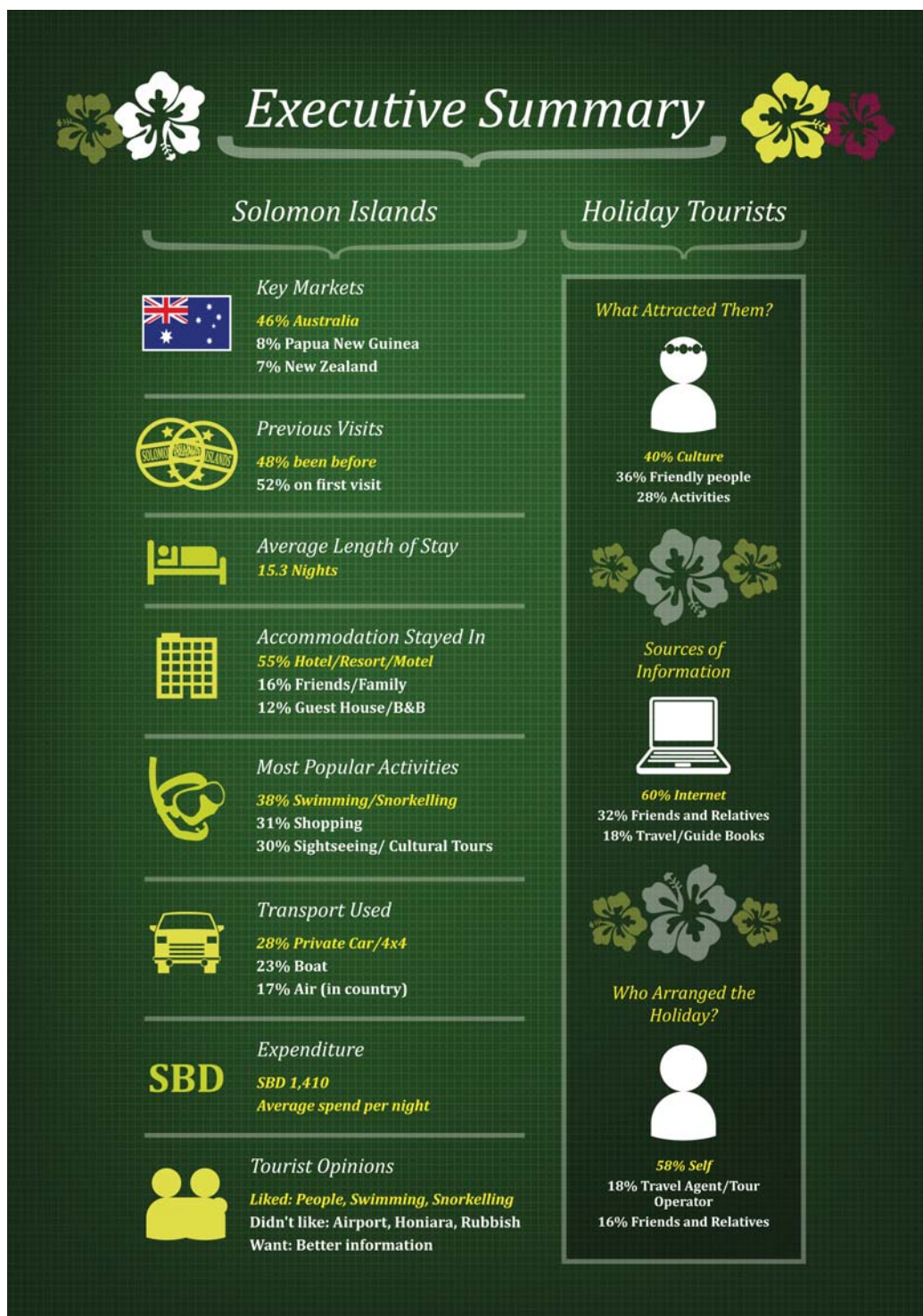


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Executive Summary



Background

Profile of the Solomon Islands

The Solomon Islands is the third largest archipelago in the South Pacific, a group of 992 islands located southeast of Papua New Guinea and occupying a strategic location on sea routes between the South Pacific Ocean, the Solomon Sea and the Coral Sea. The islands are divided into nine provinces, each with their own distinctive customs, traditions and history; the capital city Honiara is situated in the province of Guadalcanal. The Solomon Islands were the setting for some of the South Pacific's fiercest battles during World War II, and the area is littered with shipwrecks and fallen aircraft which are today some of the country's major tourist attractions.

With a landmass of 28,896 square kilometres and a coastline of 5,313 kilometres, the terrain in the Solomon Islands is largely rugged volcanic mountains with some low coral atolls. In April 2007 the country suffered an undersea earthquake and the resulting tsunami devastated coastal areas of Western and Choiseul provinces and caused dozens of deaths and significant displacement of the local population.

Getting to the Solomon Islands

The Solomon Islands' key international gateway is Honiara International Airport on Guadalcanal Island, and is served by five airlines:

- Solomon Airlines (the national airline) serves the following international destinations:
 - Brisbane (Australia) four times a week;
 - Nadi (Fiji) four times a week;
 - Port Moresby (Papua New Guinea) once a week;
 - Port Vila (Vanuatu) once a week.
- Virgin Australia flies twice weekly from Brisbane.
- Fiji Airways serves Nadi and Port Vila via Honiara once weekly.
- Air Niugini operates three weekly flights from Port Moresby.

The main seaports in the Solomon Islands are found at Honiara, Noro in New Georgia province and Gizo on Gizo Island.

Getting around the Solomon Islands

Solomon Airlines serves 21 domestic destinations and there are small airstrips on most of the main outlying islands.

Most international island ships depart from the Point Cruz area in Honiara; and there is a daily fast-ferry service between Honiara and Auki on Malaita Island, and daily services to Tulagi Island.

Flora and Fauna

The Solomon Islands are home to some 4,500-plant species and 173 species of birds, including many which are endemic to the islands such as the megapode. Of the land birds that breed in the Solomon Islands, 72 species are found nowhere else in the world while

another 62 are considered unique subspecies. The mountainous regions are covered in lush tropical rainforest, and orchids are a highlight throughout the island with more than 200 different varieties. More than 50% of the palm and orchid species are endemic and there are a number of 'ancient' plants, several of which are considered rare and endangered.

A number of mammals are also endemic to the Solomon Islands including the world's largest skink - the Prehensile-tailed skink. The krait, a saltwater sea snake, is also an endemic species.

The People of the Solomon Islands

The people of the Solomon Islands are predominantly Melanesian (94.5%); however the cultures of Polynesia and Micronesia also contribute to the rich cultural identity of the Islands. Much of the population live in rural villages throughout the islands in houses built on stilts to keep the dwellings cool in the warm weather. The total population is estimated to be 597,248 of whom 72,000 (12.1%) live in Honiara. The common language is Melanesian pidgin and there are around 120 indigenous languages. English is the official language but only spoken by 1-2% of the population.



1. Introduction

How To Use This Report

This report presents the findings from the Solomon Islands Tourist Survey 2013, and will be read by people from many different backgrounds and interests. Consequently, it is important to present the findings so that they can be of use to all – from those who have little understanding of tourism and statistics, right through to those who need to make complex strategic decisions regarding planning, marketing, policy making and regulation within the tourism sector.

Therefore, a three-tier approach to the presentation of the data has been developed, so that all readers, no matter what their background or interest, can get the most out of the findings from the survey.

The survey findings have been divided into 10 topics, such as who visits Solomon Islands, how long do they stay, how much do they spend, etc. Information on each of these is presented at three levels:

- **Infographics** – these one page summaries are aimed at providing a quick snapshot of the most important information for those readers who want an instant understanding of each topic. *Those chapters that lend themselves most to the presentation of data in this format start with an infographic page.*
- **Key Facts** – these are slightly more detailed pieces of information, accompanied by one or two charts, to provide more insight into each topic.
- **Detailed Tables** – these provide detailed data relating to each category of information, showing the findings that correlate to the main markets (Australia, New Zealand and United States) and the main purposes of visit (Holiday, Business and Other). *These appear in Appendix A.*

Scope Of The Survey

The principal unit of measurement of the Solomon Islands Tourist Survey is the *tourist* and the *tourism trip*. The definitions of a tourism trip and a tourist are shown below.

*A **tourism trip** is one that takes a traveller to a main destination outside his/her usual environment, for at least one night but less than one year, for any main purpose (business, leisure or other personal) other than to be employed by a resident entity in the place visited. These travellers are called **tourists**.*

Consequently, day visitors are excluded from the survey, as are all persons who live in Solomon Islands, regardless of their nationality. Persons employed by Solomon Islands' firms are also excluded.

When using this report, the reader should remember that the term “tourists” refers to visitors travelling for all purposes: Holiday, Visiting Friends and Relatives, Business, Religion, Transit and Other. Holiday tourists have been selected for special analysis in the report, and are clearly referred to as “Holiday tourists”.

Methodology and Sample Size

The Solomon Islands Tourist Survey was undertaken over a period of 8 months (from April to November 2013). Interviewing took place at Honiara International Airport. Data was captured electronically at source (during the interview) through the use of Apple iPads. This allowed for rapid analysis of the data following the interview process. The total completed sample used for analysis was 676 interviews, which represents around 3% of annual tourist arrivals to the Solomon Islands.

During the analysis of the responses, data have been weighed to ensure that results are representative of all tourist arrivals, thereby ensuring that over-sampled or under-sampled purpose of visits were adjusted accordingly.

Due to the small sample sizes of tourists from some countries of residence and by some purposes of visit, when analysing the survey data, the data have been presented at the following levels:

Table 1.1 Survey Sample Size by Key Groups

| | Sample | (%) |
|------------------------------------|---------------|------------|
| <i>Country of Residence</i> | | |
| Australia | 433 | 64.1 |
| New Zealand | 66 | 9.8 |
| United States of America | 50 | 7.4 |
| Rest of the World | 127 | 18.8 |
| <i>Purpose of Visit</i> | | |
| Holiday | 288 | 42.6 |
| Business | 317 | 46.9 |
| Other | 71 | 10.5 |

Analysis by country of residence or purpose of visit for any other groups is not possible due to small sample sizes.

2. Who Visits The Solomon Islands?

Key Facts:

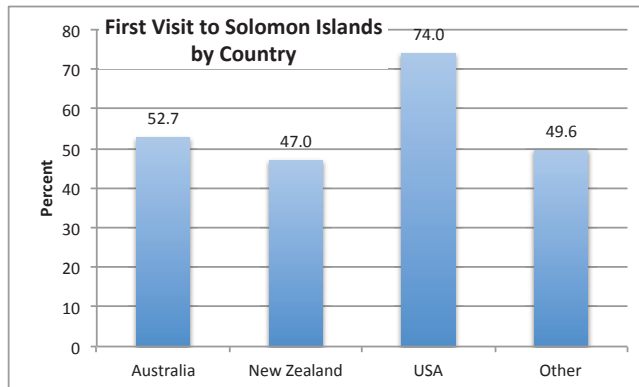
- Almost half of all tourist arrivals to the Solomon Islands are from Australia (46.3%); 7.3% originate from neighbouring New Zealand.
- Cumulatively, the South Pacific region generates 30% of all visitors to the Islands. Papua New Guinea generates the largest number of tourists from the South Pacific region (8.2%) followed by Fiji (6.5%).
- The United States of America (5.6%) is the largest generating market from outside of the Asia/Pacific region.
- Almost three quarters (72.0%) of tourist arrivals from Australia live in Queensland (42.0%) and New South Wales (30.0%); a further 15.2% reside in Victoria.
- California generates 28.0% of visitors from the USA, while Florida and New York State account for 16.0% and 10.0% respectively.

Table 2.1 Tourist Arrivals by Country of Residence, 2012

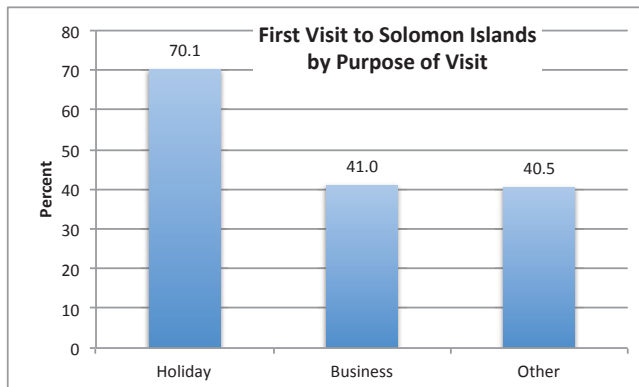
| Country of Residence | Tourists | % |
|----------------------|----------|-------|
| Australia | 11,079 | 46.3 |
| Papua New Guinea | 1,973 | 8.2 |
| New Zealand | 1,747 | 7.3 |
| Fiji | 1,555 | 6.5 |
| Other Pacific | 2,013 | 8.4 |
| Asia | 2,719 | 11.4 |
| USA | 1,334 | 5.6 |
| Rest of World | 1,505 | 6.3 |
| Total | 23,925 | 100.0 |

Source: Solomon Islands National Tourism Office

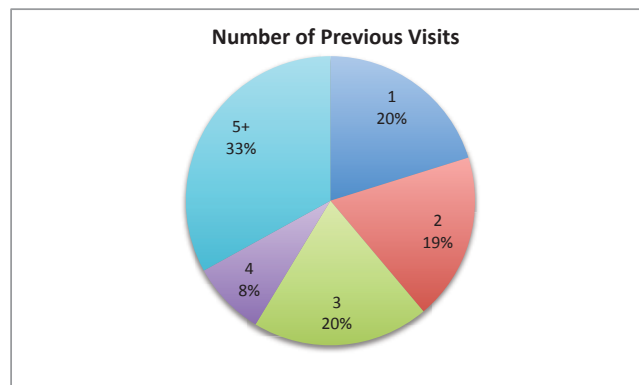
52.2% of all visitors to the Solomon Islands are first time visitors. Those from New Zealand are more likely to have visited the Solomon Islands before as just under half (47.0%) are first time visitors whilst almost three quarters of US visitors (74.0%) are visiting for the first time.



Seven out of ten Holiday tourists (70.1%) are visiting the Solomon Islands for the first time; by contrast only two fifths of Business tourists (41.0%) are first time visitors.



Of the 47.8% of tourists who had travelled to the Solomon Islands previously, one third (33%) have visited five or more times before.



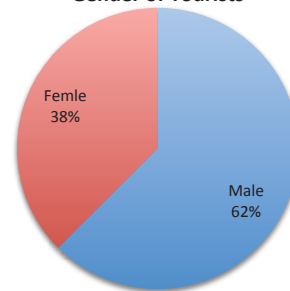
3. Profile Of Tourists

Key Facts:

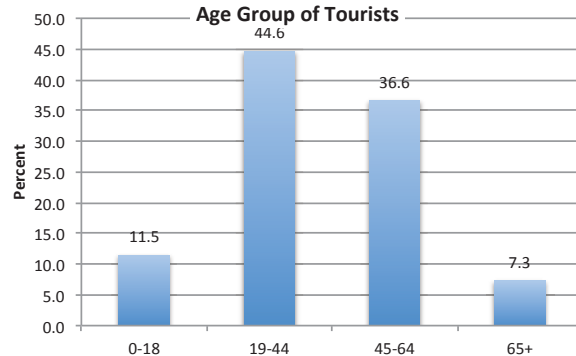
- Approaching two thirds of all tourists who visit the Solomon Islands are male (63%).
- Almost 45% of all tourist arrivals are in the 19-44 age group, and a further 37% fall into the 45-64 age range. Arrivals from Australia are younger than those from the USA: of all tourists from the Australia, 50.5% are aged between 19-44, whilst 61.6% of all American tourists are aged between 45 and 64.
- Tourists are more likely to be travelling alone when visiting the Solomon Islands; 53% are solo travellers, while almost one quarter (23%) travel as a couple.



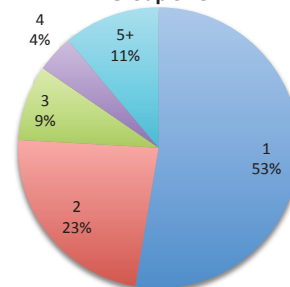
Gender of Tourists



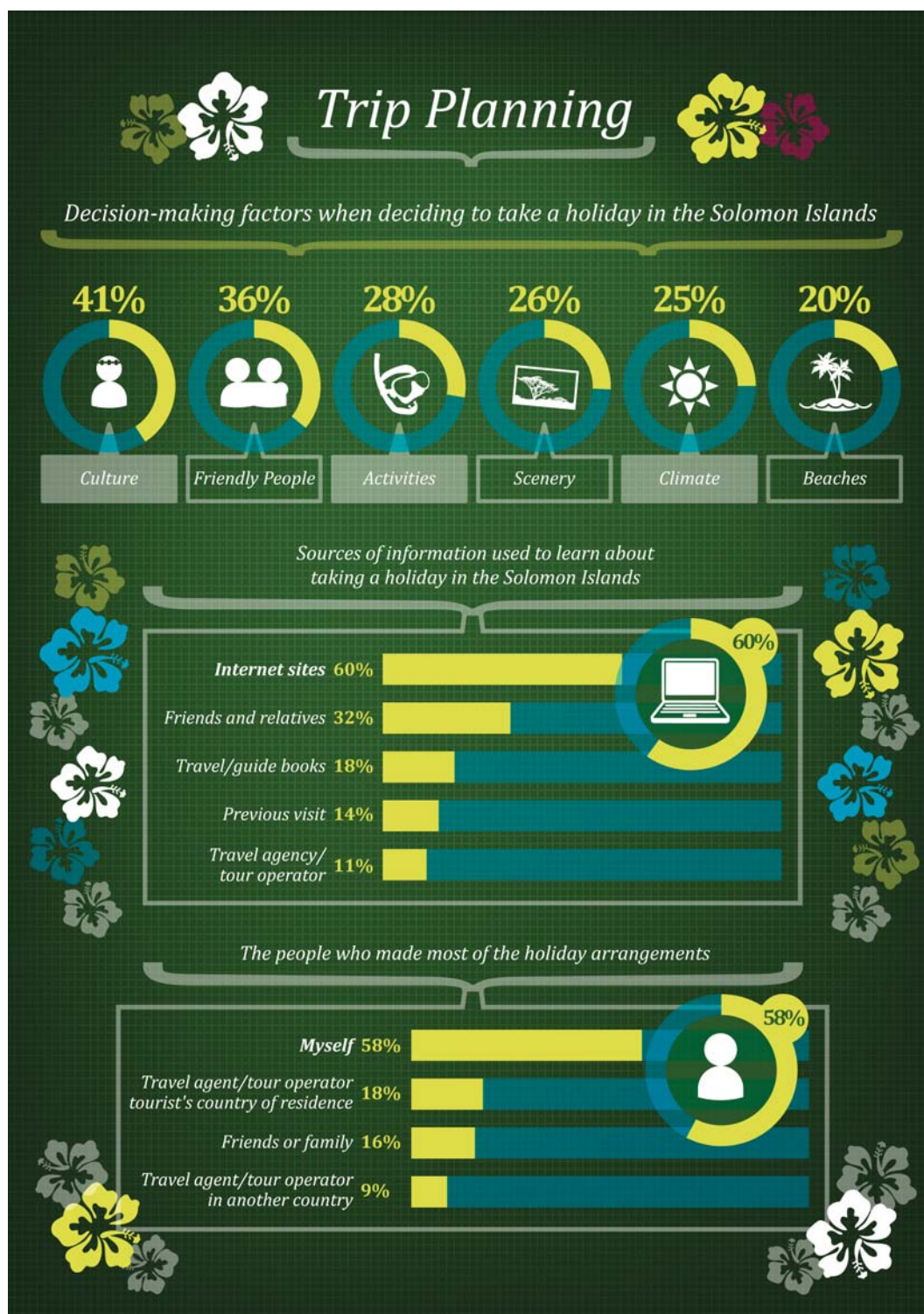
Age Group of Tourists



Group Size



4. Trip Planning



Key Facts:

- **The choice of the Solomon Islands as a holiday destination** is largely driven by two factors. *Culture* is important to two fifths of respondents (40.9%) while *Friendly People* is a key factor for 36.0% of Holiday tourists. *Activities, Scenery* and *Climate* are important to over a quarter of Holiday tourists (27.5%, 25.5% and 25.4% respectively) while *Beaches* and *Curiosity* are each factors for around one in five (20.4% and 20.2%).
- The main **source of information used to learn about** the Solomon Islands before travelling to the country for a Holiday is predominantly *Internet Sites*, accounting for three fifths of sources (60.4%). Such a high figure emphasises the continuing and growing importance of the Internet for research purposes. *Friends and Relatives* were also important, accounting for 31.5%. Other sources for research includes *Travel/Guide Books* (17.5%); *Previous Visits* (13.9%); and *Travel Agency/Tour Operator* (11.4%).
- More than one half of Holiday tourists (57.6%) make their **own arrangements** to visit the country; 18.1% use a *travel agent or tour operator in the tourist's country of residence*, while 8.5% use a *tour operator or agent in the Solomon Islands*. *Friends and/or family* living in the Solomon Islands help 15.5% of Holiday tourists to make their travel arrangements.



5. What Other Countries Do They Visit?

Key Facts:

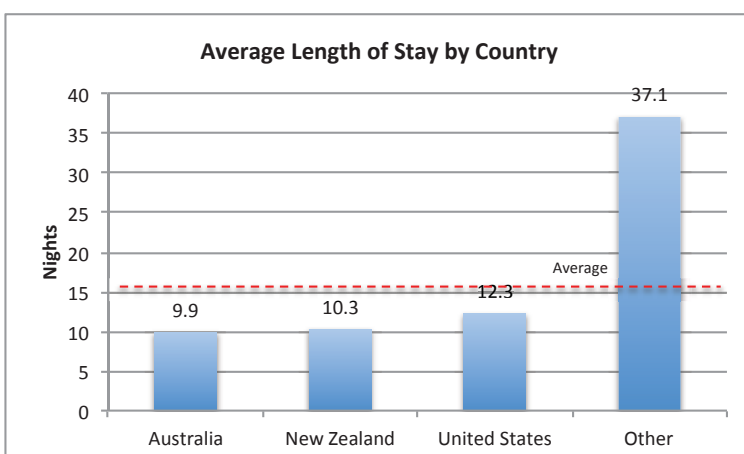
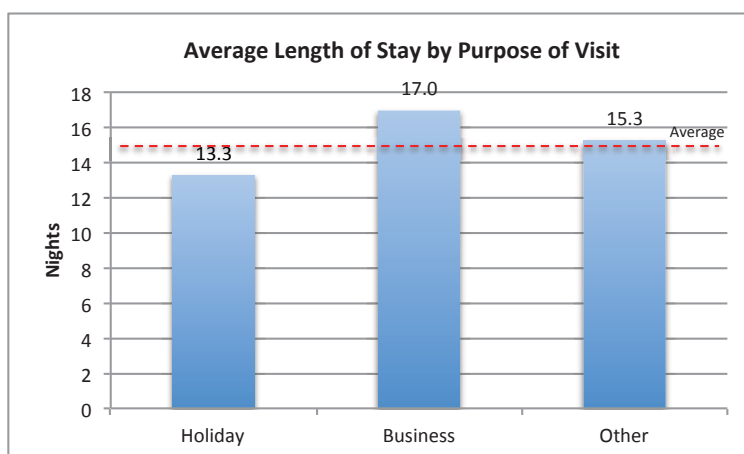
- Almost one-half of all tourists who visited another country (for at least one night) on the same trip, travelled to Australia and/or Fiji (22.9% and 22.7% respectively). Vanuatu, New Zealand and Tonga are the next most visited countries (on the same trip) at 12.6%, 7.5% and 5.5% respectively.
- The average **total length** of a trip away from home (when other countries were also visited) is 27.0 nights.



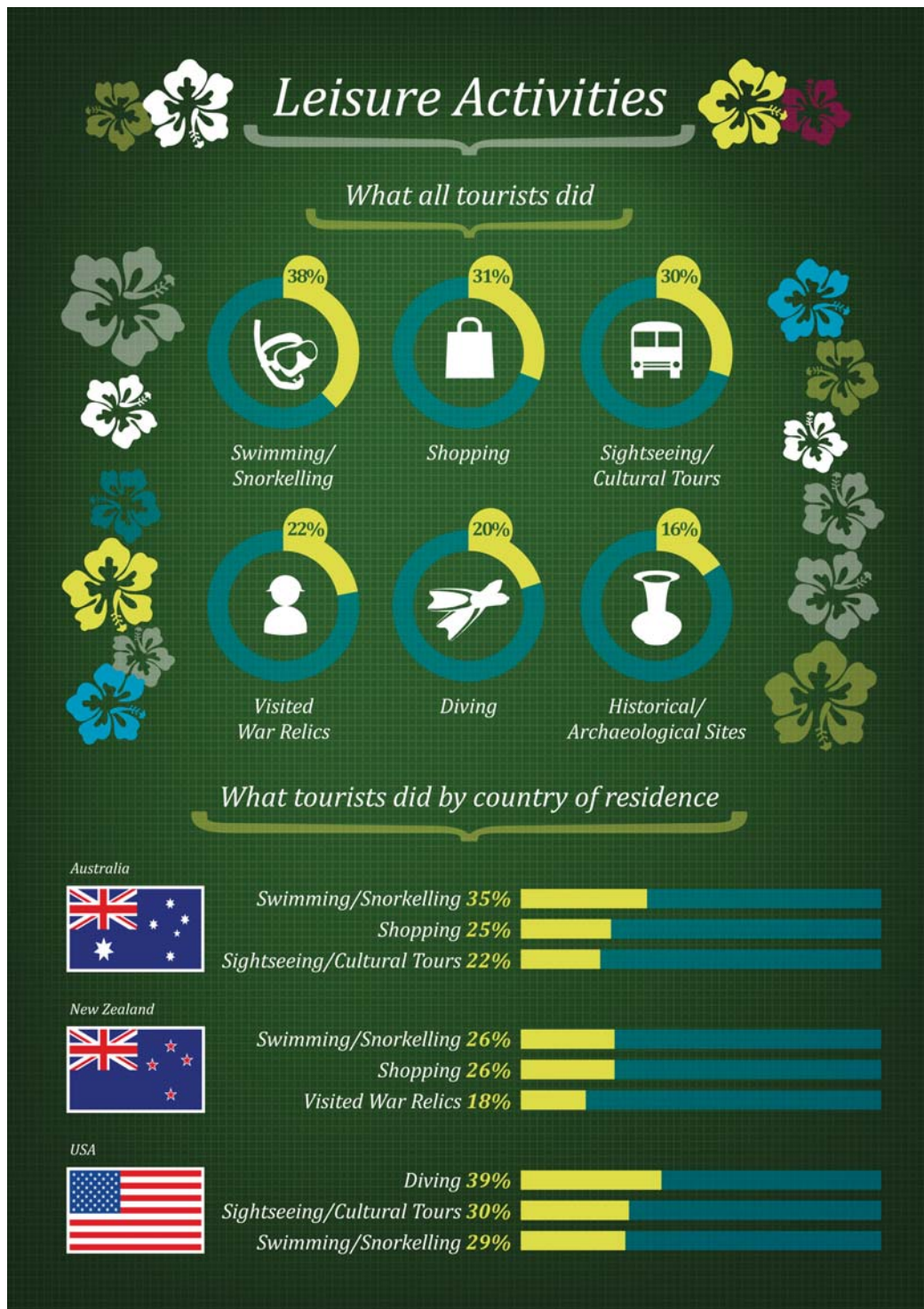
6. How Long Do They Stay?

Key Facts:

- The average length of stay of all tourists to the Solomon Islands is 15.3 nights. Of the three key markets, tourists from the USA stay the longest for 12.3 nights while those from New Zealand and Australia stay an average of 10.3 and 9.9 nights respectively.
- Tourists from other countries stay the longest (37.1 nights).
- Business tourists stay longer (17.0 nights) than those visiting for leisure purposes (13.3 nights). Those who visit for Other purposes, such as Visiting Friends and Relatives, stay for just over two weeks (15.3 nights).



7. What Do They Do?



Key Facts:

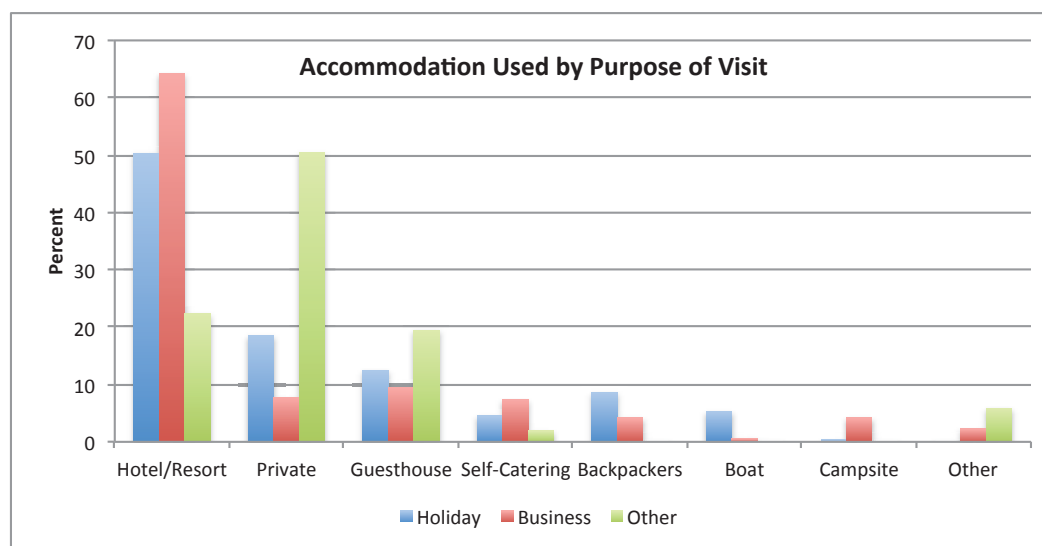
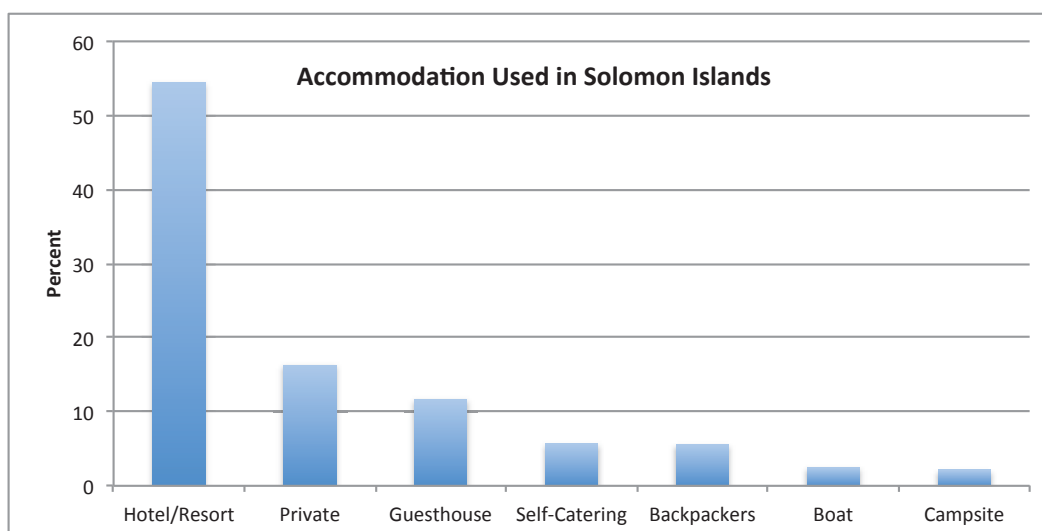
- The most popular activities for all tourists visiting the Solomon Islands are *Swimming/Snorkelling* (38.2%), *Shopping* (31.3%) and *Sightseeing/Cultural Tours* (29.9%).
- *Swimming/Snorkelling* is the most popular activity amongst Holiday tourists with more than half (52.5%) indicating participation, followed by *Sightseeing/Cultural Tours* (38.9%) and *Shopping* (36.9%). *Visiting War Relics* and *Diving* are also popular amongst Holiday tourists, each accounting for 33.4% of respondents.
- Amongst Business tourists, *Swimming/Snorkelling* is also the most popular activity but undertaken by far fewer (26.1%). *Shopping* (24.3%) and *Sightseeing/Cultural Tours* (21.6%) are the next most popular activities; 52.9% of Business tourists did not undertake any activity.
- Amongst the main source markets, tourists from Australia indicated a strong preference for *Swimming/Snorkelling* (35.2%) following by *Shopping* (24.5%) while those from the USA indicated a significant preference for *Diving* (39.2%) followed by *Sightseeing/Cultural Tours* (30.2%).
- The most popular **main** activity among Holiday tourists was found to be *Diving* (24.0%) followed by *Swimming/Snorkelling* (18.3%) and *Sightseeing/Cultural Tours* (17.2%).



8. Where Do They Stay?

Key Facts:

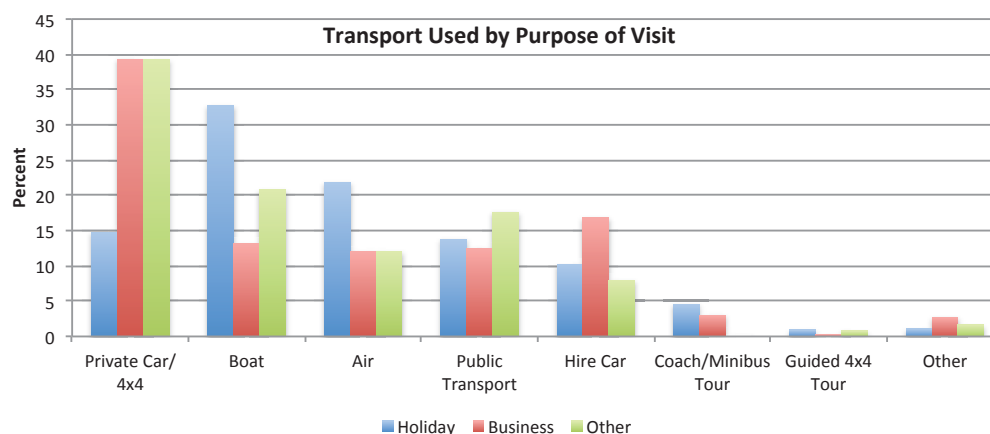
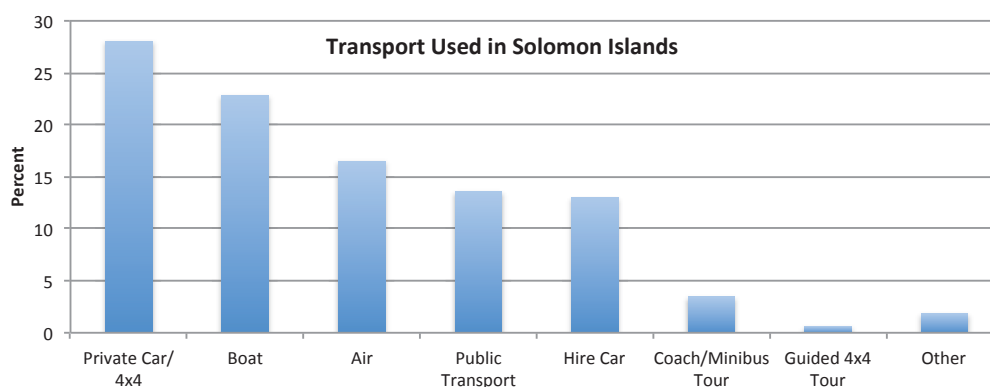
- More than one half all tourists to the Solomon Islands stay in hotels and resorts (54.5%); 16.3% stay in private accommodation, and a further 11.7% stay in Guesthouses/Bed and Breakfast accommodation.
- Hotels and resorts are the preferred type of accommodation amongst both Holiday tourists and Business tourists (50.4% and 64.2% respectively) whilst private accommodation is most popular for Other tourists (50.4%), which includes the Visiting Family and Relatives segment.



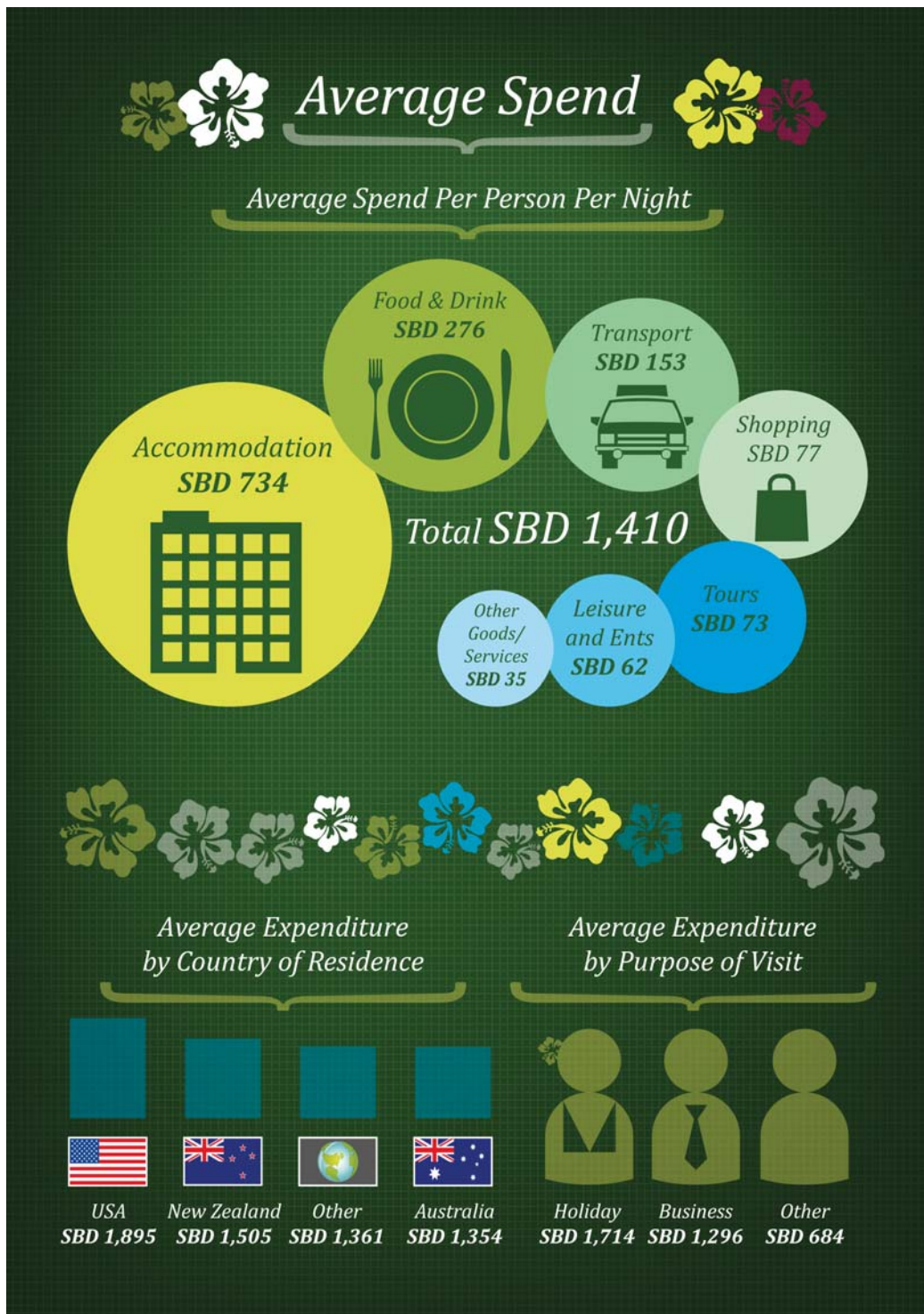
9. How Do They Travel Around The Solomon Islands?

Key Facts:

- *Private Car/4x4* is the main form of transport used to travel around the Solomon Islands (28.0%) with *Hire Car/4x4* being used by 13.0%. *Public Transport* is used by 13.6% of all tourists. Non-land forms of transport include *Boat* (22.8%) and *Air* travel within the country (16.5%).
- The most common form of transport used by Holiday tourists is *Boat* (32.7%) followed by *Air* (21.8%); *Private Car/4x4* and *Car Hire/4x4* is used by 14.8% and 10.2% respectively. *Public Transport* is used by 13.8%; tours on *Coach/Minibus* or *Guided 4x4* are less popular at 4.6% and 0.6% respectively.
- By contrast, the Business tourist prefers to travel around by car, either via *Private Car/4x4* (39.3%) or *Hire Car/4x4* (16.8%) followed by *Boat* (13.1%). Roughly the same number of tourists use *Public Transport* and *Air* (12.5% and 12.0%).
- Amongst Other tourists, car use, either private or hire, accounts for the transport used by almost half of respondents (47.2%), *Boat* for 20.8% and *Air* for 12.0%. *Public Transport* is also a popular form of transport for this group, accounting for 17.6%.

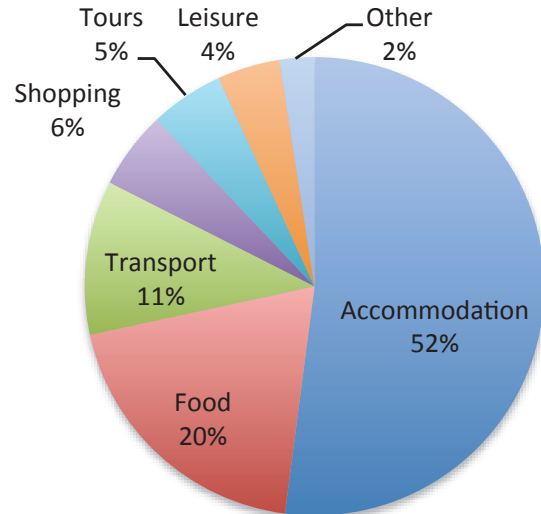


10. How Much Do They Spend?



Key Facts:

- The average spend per person per night is SBD 1,410.
- Holiday tourists spend the most, an average of SBD 1,714 per night, by comparison with Business tourists who spend SBD 1,296, and Other tourists spending SBD 684.
- Tourists from the USA spend significantly more than other nationalities, on average SBD 1,895 per night. Spend by New Zealanders and Australians is broadly similar at SBD 1,505 and SBD 1,354 per night.
- Accommodation accounts for more than half of all expenditure (52.0%) at an average of SBD 734 per night, followed by food at SBD 276 (20.0%) and local transport at SBD 153 (11.0%).



Breakdown of Spend per Night

11. What Do They Think Of The Solomon Islands?

Key Facts:

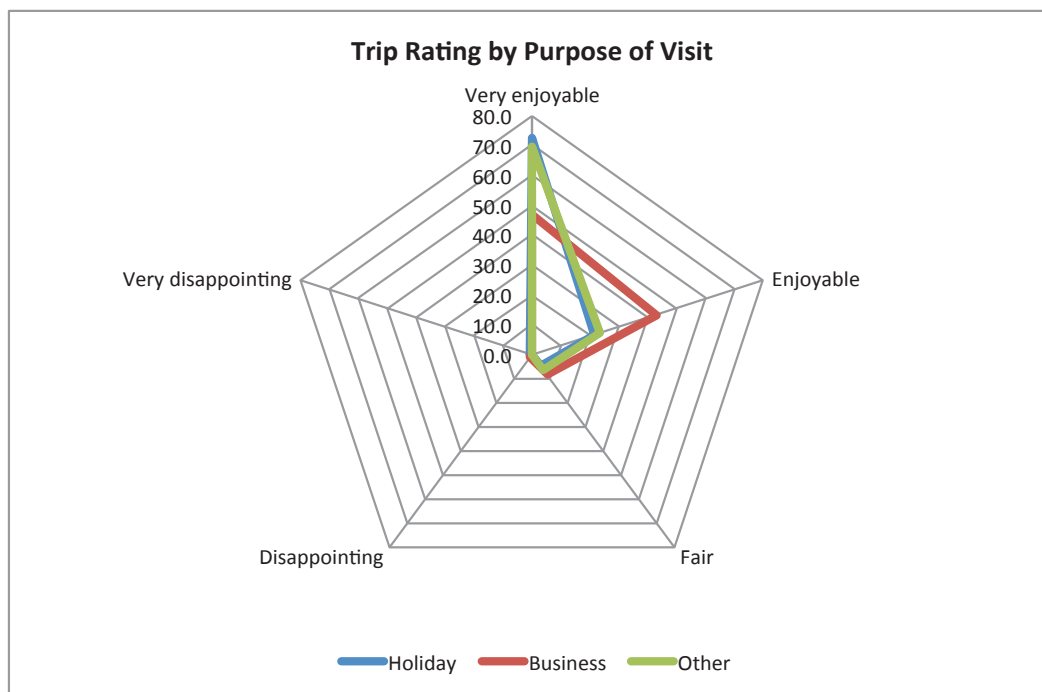
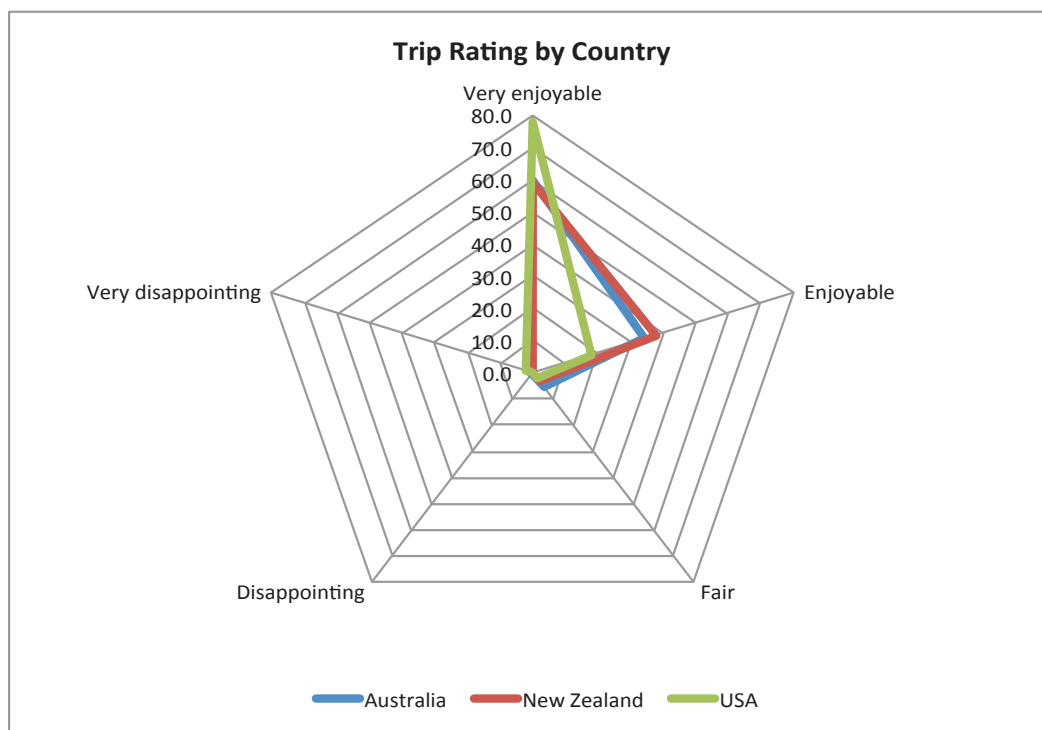
Overall Trip Rating

- Overall, more than nine in ten visitors rated their trip to the Solomon Islands as either *Very Enjoyable* or *Enjoyable*, with the majority (58.9%) rating the trip as *Very Enjoyable* and 33.1% as *Enjoyable*.
- Visitors from the USA were the most satisfied tourists with 78.0% rating their trip as *Very Enjoyable*; 18.0% rated their trip as *Enjoyable*. Australian and New Zealand visitors felt broadly similar about their trip, with almost three fifths rating their trip as *Very Enjoyable* (59.8% and 59.1% respectively), and over one third as *Enjoyable* (34.2% and 37.9% respectively).
- Almost two thirds of Holiday tourists felt their trip to be *Very Enjoyable* (72.3%) and a further 21.9% as *Enjoyable*. Other tourists felt similarly to Holiday tourists; 69.7% rated their trip as *Very Enjoyable* and 23.6% as *Enjoyable*. Business tourists were slightly less enthusiastic, with *Very Enjoyable* selected by 46.8% and *Enjoyable* by 43.2%.

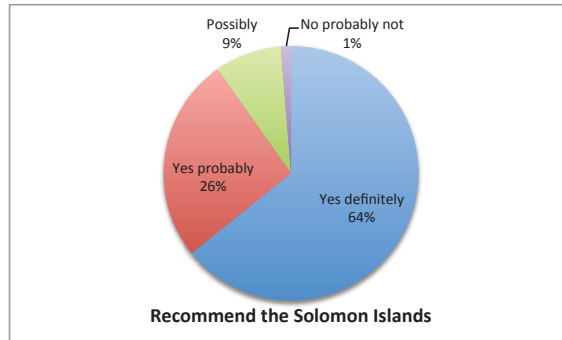
Recommending the Solomon Islands and Returning for another Trip

- Overall, nine in ten visitors (90.2%) would *Definitely* or *Probably* recommend the Solomon Islands to Family, Friends or Colleagues.
- More than four fifths of all tourists (80.4%) stated that they are either *Very Likely* or *Likely* to return to the Solomon Islands for another trip.

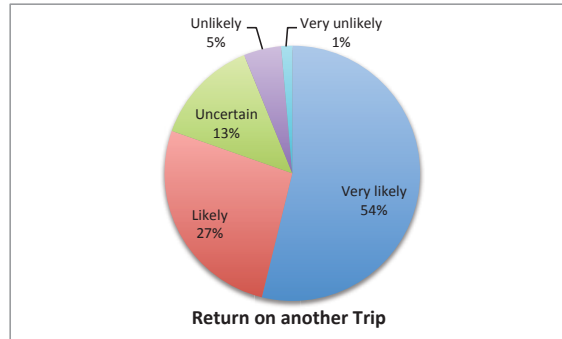




Over 64% of all tourists would *Definitely* recommend the Solomon Islands to family and friends, while over 68% of Holiday tourists would recommend the islands as a destination to visit.



More than half (54%) of all tourists stated that it was *Very Likely* that they would return on another trip. Tourists from New Zealand (57.9% selected *Very Likely*) were the most positive about returning (compared to 34.0% from the USA).



A word cloud shaped like a map of the Solomon Islands. The words are arranged to fit the geographical outline of the country. The most prominent words, shown in larger fonts, include 'people', 'snorkelling', 'diving', 'friendly', 'scenery', 'islands', 'war', 'water', 'good', 'visit', 'culture', 'seeing', 'beautiful', 'reefs', 'lagoon', 'swimming', 'village', 'solomon', 'local', 'uepi', 'memorial', 'fresh', 'theory', 'marovo', 'food', 'resort', 'shopping', 'beaches', 'western', 'war', 'fish', 'villages', 'islands', 'visiting', 'friends', 'climate', 'sabbath', 'interesting', 'world', 'weather', 'country', 'meeting', 'fishing', 'weather', 'lagoon', 'swimming', 'village', 'solomon', 'local', 'uepi', 'memorial', 'fresh', 'theory', 'marovo', 'food'. The words are in various shades of brown and tan, with some in bold and others in regular weight. The overall shape of the word cloud matches the outline of the Solomon Islands, including the main island and the surrounding smaller islands.

Worst experiences or disappointments of the trip to the Solomon Islands: the *word cloud* of worst experiences or disappointments shows that the experience in the **airport** and in **Honiara**, along with **rubbish**, are the most significant issues raised.



APPENDIX A: DETAILED TABLES



A.1 WHO VISITS THE SOLOMON ISLANDS?

A.1.1 State of Residence for Australia and USA Tourists

Table A1.1 Arrivals of Residents of Australia by State

| Australian State | % |
|-------------------|-------|
| Queensland | 42.0 |
| New South Wales | 30.0 |
| Victoria | 15.2 |
| Western Australia | 4.4 |
| ACT | 2.8 |
| South Australia | 2.8 |
| Other | 2.8 |
| Total | 100.0 |

Table A1.2 Arrivals of Residents of USA by State

| USA State | % |
|------------|-------|
| California | 28.0 |
| Florida | 16.0 |
| New York | 10.0 |
| Texas | 8.0 |
| Virginia | 6.0 |
| Washington | 6.0 |
| Other | 26.0 |
| Total | 100.0 |

A.1.2 First and Previous Visits

Table A1.3 Arrivals by Country of Residence and Previous Visit

| First Visit | Australia (%) | New Zealand (%) | USA (%) | Other (%) | Grand Total (%) |
|-------------|---------------|-----------------|---------|-----------|-----------------|
| No | 47.3 | 53.0 | 26.0 | 50.4 | 47.8 |
| Yes | 52.7 | 47.0 | 74.0 | 49.6 | 52.2 |
| Total | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |

Table A1.4 Arrivals by Purpose of Visit and Previous Visit

| First Visit | Holiday (%) | Business (%) | Other (%) | Grand Total (%) |
|-------------|-------------|--------------|-----------|-----------------|
| No | 29.9 | 59.0 | 59.5 | 47.8 |
| Yes | 70.1 | 41.0 | 40.5 | 52.2 |
| Total | 100.0 | 100.0 | 100.0 | 100.0 |

Table A1.5 Arrivals by Country of Residence and Number of Previous Visits

| Previous Visits | Australia (%) | New Zealand (%) | USA (%) | Other (%) | Grand Total (%) |
|-----------------|---------------|-----------------|---------|-----------|-----------------|
| 1 | 22.9 | 8.6 | 7.7 | 20.3 | 20.2 |
| 2 | 14.6 | 25.7 | 38.5 | 20.3 | 18.7 |
| 3 | 18.5 | 20.0 | 30.8 | 20.3 | 19.8 |
| 4 | 10.2 | 11.4 | 0.0 | 6.3 | 8.3 |
| 5 | 7.3 | 5.7 | 0.0 | 4.7 | 5.8 |
| 6 | 6.3 | 17.1 | 0.0 | 4.7 | 6.3 |
| 7 | 2.0 | 0.0 | 0.0 | 0.0 | 0.9 |
| 8 | 2.0 | 0.0 | 7.7 | 3.1 | 2.5 |
| 9 | 0.5 | 2.9 | 0.0 | 0.0 | 0.5 |
| 10 | 4.9 | 0.0 | 0.0 | 7.8 | 5.6 |
| 11+ | 10.7 | 8.6 | 15.4 | 12.5 | 11.5 |
| Total | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |

Table A1.6 Arrivals by Purpose of Visit and Number of Previous Visits

| Previous Visits | Holiday (%) | Business (%) | Other (%) | Grand Total (%) |
|-----------------|-------------|--------------|-----------|-----------------|
| 1 | 32.3 | 14.8 | 24.4 | 20.2 |
| 2 | 15.8 | 18.7 | 24.5 | 18.7 |
| 3 | 20.4 | 20.8 | 13.2 | 19.8 |
| 4 | 7.4 | 7.7 | 13.3 | 8.3 |
| 5 | 4.6 | 6.3 | 5.6 | 5.8 |
| 6 | 6.5 | 6.7 | 3.8 | 6.3 |
| 7 | 0.9 | 0.4 | 3.8 | 0.9 |
| 8 | 4.7 | 1.8 | 1.9 | 2.5 |
| 9 | 0.0 | 0.4 | 1.9 | 0.5 |
| 10 | 2.8 | 7.7 | 0.0 | 5.6 |
| 11+ | 4.6 | 14.8 | 7.7 | 11.5 |
| Total | 100.0 | 100.0 | 100.0 | 100.0 |

A.2 PROFILE OF TOURISTS

A.2.1 Age

Table A2.1 Arrivals by Country of Residence and Age

| Age Group | Australia (%) | New Zealand (%) | USA (%) | Other (%) | Grand Total (%) |
|-----------|---------------|-----------------|---------|-----------|-----------------|
| 0-18 | 16.2 | 32.5 | 5.6 | 1.6 | 11.5 |
| 19-44 | 50.0 | 26.0 | 15.6 | 52.4 | 44.6 |
| 45-64 | 27.6 | 33.1 | 61.6 | 41.3 | 36.6 |
| 65+ | 6.2 | 8.3 | 17.2 | 4.7 | 7.3 |
| Total | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |

Table A2.2 Arrivals by Purpose of Visit and Age

| Age Group | Holiday (%) | Business (%) | Other (%) | Grand Total (%) |
|-----------|-------------|--------------|-----------|-----------------|
| 0-18 | 8.7 | 13.6 | 14.7 | 11.5 |
| 19-44 | 39.2 | 51.0 | 41.6 | 44.6 |
| 45-64 | 42.7 | 31.4 | 31.9 | 36.6 |
| 65+ | 9.4 | 3.9 | 11.9 | 7.3 |
| Total | 100.0 | 100.0 | 100.0 | 100.0 |

Table A2.3 Arrivals by Country of Residence and Gender

| Gender | Australia (%) | New Zealand (%) | USA (%) | Other (%) | Grand Total (%) |
|--------|---------------|-----------------|---------|-----------|-----------------|
| Male | 59.7 | 68.1 | 56.8 | 67.7 | 62.5 |
| Female | 40.3 | 31.9 | 43.2 | 32.3 | 37.5 |
| Total | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |

Table A2.4 Arrivals by Purpose of Visit and Gender

| Gender | Holiday (%) | Business (%) | Other (%) | Grand Total (%) |
|--------|-------------|--------------|-----------|-----------------|
| Male | 59.3 | 67.5 | 56.2 | 62.5 |
| Female | 40.7 | 32.5 | 43.8 | 37.5 |
| Total | 100.0 | 100.0 | 100.0 | 100.0 |

A.2.3 Group Size

Table A2.5 Arrivals by Country of Residence and Group Size

| Group Size | Australia (%) | New Zealand (%) | USA (%) | Other (%) | Grand Total (%) |
|------------|---------------|-----------------|---------|-----------|-----------------|
| Alone | 48.3 | 60.6 | 32.0 | 59.1 | 52.7 |
| 2 People | 26.1 | 24.2 | 24.0 | 19.7 | 23.2 |
| 3 People | 8.8 | 4.5 | 2.0 | 10.2 | 8.7 |
| 4 People | 6.2 | 3.0 | 4.0 | 2.4 | 4.3 |
| 5+ People | 10.6 | 7.6 | 38.0 | 8.7 | 11.1 |
| Total | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |

Table A2.6 Arrivals by Purpose of Visit and Group Size

| Gender | Holiday (%) | Business (%) | Other (%) | Grand Total (%) |
|-----------|-------------|--------------|-----------|-----------------|
| Alone | 39.1 | 64.0 | 46.0 | 52.7 |
| 2 People | 30.3 | 16.8 | 29.2 | 23.2 |
| 3 People | 10.8 | 7.3 | 7.8 | 8.7 |
| 4 People | 5.8 | 2.5 | 7.9 | 4.3 |
| 5+ People | 14.0 | 9.4 | 9.0 | 11.1 |
| Total | 100.0 | 100.0 | 100.0 | 100.0 |

A.2.4 Arrival and Departure Modes of Transport

Table A2.7 Arrivals by Country of Residence and Mode of Arrival

| Arrival Mode | Australia (%) | New Zealand (%) | USA (%) | Other (%) | Grand Total (%) |
|--------------------------|---------------|-----------------|--------------|--------------|-----------------|
| Solomon Airlines | 55.4 | 39.4 | 36.0 | 44.1 | 48.5 |
| Virgin Australia | 42.0 | 53.0 | 24.0 | 18.9 | 32.4 |
| Air Pacific/Fiji Airways | 1.4 | 4.5 | 32.0 | 23.6 | 12.4 |
| Air Niugini | 0.7 | 1.5 | 6.0 | 10.2 | 4.9 |
| Arrived by Sea | 0.5 | 1.5 | 2.0 | 3.1 | 1.7 |
| Total | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |

Table A2.8 Arrivals by Country of Residence and Mode of Departure

| Departure Mode | Australia (%) | New Zealand (%) | USA (%) | Other (%) | Grand Total (%) |
|--------------------------|---------------|-----------------|--------------|--------------|-----------------|
| Solomon Airlines | 52.9 | 42.4 | 32.0 | 31.5 | 42.2 |
| Virgin Australia | 44.8 | 47.0 | 24.0 | 26.0 | 36.1 |
| Air Pacific/Fiji Airways | 1.8 | 6.1 | 38.0 | 27.6 | 14.7 |
| Air Niugini | 0.5 | 4.5 | 6.0 | 15.0 | 7.0 |
| Total | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |

Table A2.9 Arrivals by Purpose of Visit and Mode of Arrival

| Arrival Mode | Holiday (%) | Business (%) | Other (%) | Grand Total (%) |
|--------------------------|-------------|--------------|-----------|-----------------|
| Solomon Airlines | 49.9 | 50.5 | 32.5 | 48.5 |
| Virgin Australia | 36.9 | 27.1 | 42.7 | 32.4 |
| Air Pacific/Fiji Airways | 7.9 | 14.7 | 18.1 | 12.4 |
| Air Niugini | 0.9 | 7.7 | 6.7 | 4.9 |
| Arrived by Sea | 4.4 | 0.0 | 0.0 | 1.7 |
| Total | 100.0 | 100.0 | 100.0 | 100.0 |

Table A2.10 Arrivals by Purpose of Visit and Mode of Departure

| Departure Mode | Holiday (%) | Business (%) | Other (%) | Grand Total (%) |
|--------------------------|-------------|--------------|-----------|-----------------|
| Solomon Airlines | 44.9 | 41.8 | 33.6 | 42.2 |
| Virgin Australia | 41.3 | 31.2 | 41.6 | 36.1 |
| Air Pacific/Fiji Airways | 12.9 | 14.1 | 24.8 | 14.7 |
| Air Niugini | 0.9 | 12.9 | 0.0 | 7.0 |
| Total | 100.0 | 100.0 | 100.0 | 100.0 |

A.3 TRIP PLANNING

A.3.1 Decision Making Factors

Table A3.1 *Distribution of What Attracts Leisure Tourists to the Solomon Islands*

| What Attracted Tourist to the Solomon Islands | (%) |
|---|-------|
| Culture | 40.9 |
| Friendly People | 36.0 |
| Activities | 27.5 |
| Scenery | 25.5 |
| Climate | 25.4 |
| Beaches | 20.4 |
| Curiosity | 20.2 |
| Tranquillity | 10.6 |
| Diversity of Attractions | 8.3 |
| Value for Money | 4.0 |
| Total | 218.9 |

Note: Holiday only; only shows those who responded to question: Sample 288. Total is greater than 100% as respondents could select more than one answer.

A.3.2 Sources of Information Used to Learn about the Solomon Islands

Table A3.2 Distribution of Sources of Information used to Plan Trip

| Sources of Information Used Before Trip | (%) |
|---|--------------|
| Internet sites | 60.4 |
| Friends and relatives | 31.5 |
| Travel/Guide books | 17.5 |
| Previous visit to our country | 13.9 |
| Travel agency/tour operator | 11.4 |
| Tourist board/Visitors' Bureau/SPTO | 7.3 |
| Magazine/newspaper | 5.5 |
| Airline | 1.5 |
| Television | 1.5 |
| Trade Fair/exhibition | 0.3 |
| Total | 150.8 |

Note: Holiday only; only shows those who responded to question: Sample 288. Total is greater than 100% as respondents could select more than one answer.

A.3.3 How Trip was Planned and Booked

Table A3.3 *Distribution of Person/Organisation who made Holiday Arrangements*

| Who Made Most of the Holiday Arrangements | (%) |
|---|-------|
| I/we arranged most/all of it myself/ourselves | 57.6 |
| Travel agent/tour operator in another country | 18.1 |
| Friends or family in our country | 15.5 |
| Travel agent/tour operator in our country | 8.5 |
| Airline office | 0.3 |
| Total | 100.0 |

Note: Holiday only; only shows those who responded to question: Sample 288

A.4 WHAT OTHER COUNTRIES DO THEY VISIT?

Table A4.1 Other Countries Visited by Tourists Who Travelled to Another Country

| Country | (%) |
|--------------------------------|-------|
| Fiji | 22.9 |
| Australia | 22.7 |
| Vanuatu | 12.6 |
| New Zealand | 7.5 |
| Tonga | 5.5 |
| French Polynesia | 4.5 |
| Papua New Guinea | 4.0 |
| Federated States of Micronesia | 3.0 |
| Cook Islands | 3.0 |
| Palau | 2.5 |
| Samoa | 2.5 |
| Tuvalu | 2.0 |
| Hawaii | 1.5 |
| Niue | 1.5 |
| American Samoa | 1.0 |
| Guam | 1.0 |
| Marshall Islands | 0.5 |
| Kiribati | 0.5 |
| Nauru | 0.5 |
| Mariana Islands | 0.5 |
| Total | 100.0 |

Note: Sample size: 241 tourists (35.6%) visited another country for at least one night.

Table only shows data for those tourists who visited another country

Table A4.2 *Average Length of Stay of Visits to Other Countries*

| Average Length of Stay in Other Countries | (nights) |
|---|----------|
| All Trips | 27.0 |

A.5 HOW LONG DO THEY STAY?

Table A5.1 Length of Stay by Country of Residence to the Solomon Islands and Total Trip

| Length of Stay | Australia (nights) | New Zealand (nights) | USA (nights) | Other (nights) | Total (nights) |
|-----------------|-----------------------|-------------------------|-----------------|-------------------|-------------------|
| Solomon Islands | 9.9 | 10.3 | 12.3 | 37.1 | 15.3 |
| Total Trip | 10.7 | 12.2 | 19.9 | 56.6 | 20.2 |

Table A5.2 Length of Stay by Purpose of Visit to the Solomon Islands and Total Trip

| Length of Stay | Holiday (nights) | Business (nights) | Other (nights) | Total (nights) |
|-----------------|---------------------|----------------------|-------------------|-------------------|
| Solomon Islands | 13.3 | 17.0 | 15.3 | 15.3 |
| Total Trip | 21.0 | 20.2 | 16.3 | 20.2 |

A.6 WHAT DO THEY DO?

A.6.1 All Activities

Table A6.1 Country of Residence by Activities Taken

| Activity | Australia (%) | New Zealand (%) | USA (%) | Other (%) | Grand Total (%) |
|---------------------------------|---------------|-----------------|---------|-----------|-----------------|
| Swimming/Snorkelling | 35.2 | 26.1 | 28.6 | 58.2 | 38.2 |
| Shopping | 24.5 | 26.1 | 24.1 | 59.9 | 31.3 |
| Sightseeing/Cultural Tours | 22.4 | 14.7 | 30.2 | 63.3 | 29.9 |
| Visited War Relics | 16.9 | 18.1 | 21.1 | 42.8 | 22.2 |
| Diving | 16.7 | 9.1 | 39.2 | 30.8 | 20.3 |
| Historical/Archaeological Sites | 7.8 | 13.6 | 19.6 | 41.1 | 15.5 |
| Fishing | 13.0 | 12.5 | 6.0 | 27.4 | 15.1 |
| Hiking/Trekking | 10.7 | 7.9 | 13.6 | 27.4 | 13.8 |
| Nature/Landscape Touring | 6.7 | 7.9 | 10.6 | 37.6 | 12.9 |
| Sailing/Kayaking | 8.3 | 2.3 | 3.0 | 18.8 | 9.3 |
| Adventure Sports | 4.3 | 3.4 | 4.5 | 13.7 | 6.0 |
| Bird Watching | 2.0 | 1.1 | 4.5 | 3.4 | 2.4 |
| 4x4 Trails | 0.8 | 4.5 | 1.5 | 0.0 | 1.1 |
| Ballooning/Pleasure Flights | 0.2 | 0.0 | 0.0 | 0.0 | 0.1 |
| Other | 0.7 | 0.0 | 0.0 | 0.0 | 0.4 |
| None | 17.9 | 26.1 | 7.5 | 73.6 | 28.4 |
| Total | 188.2 | 173.4 | 214.1 | 497.8 | 246.8 |

Table A6.2 Purpose of Visit by Activities Taken

| Activity | Holiday (%) | Business (%) | Other (%) | Grand Total (%) |
|---------------------------------|-------------|--------------|-----------|-----------------|
| Swimming/Snorkelling | 52.2 | 26.1 | 34.8 | 38.2 |
| Shopping | 36.9 | 24.3 | 39.9 | 31.3 |
| Sightseeing/Cultural Tours | 38.9 | 21.6 | 30.6 | 29.9 |
| Visited War Relics | 33.4 | 13.1 | 17.3 | 22.2 |
| Diving | 33.4 | 10.3 | 11.2 | 20.3 |
| Historical/Archaeological Sites | 18.0 | 14.2 | 11.3 | 15.5 |
| Fishing | 24.2 | 8.7 | 7.1 | 15.1 |
| Hiking/Trekking | 19.0 | 9.8 | 10.2 | 13.8 |
| Nature/Landscape Touring | 19.9 | 7.3 | 9.2 | 12.9 |
| Sailing/Kayaking | 14.6 | 5.0 | 7.1 | 9.3 |
| Adventure Sports | 7.8 | 3.9 | 8.2 | 6.0 |
| Bird Watching | 3.3 | 0.9 | 5.1 | 2.4 |
| 4x4 Trails | 1.8 | 0.7 | 0.0 | 1.1 |
| Balloonng/Pleasure Flights | 0.3 | 0.0 | 0.0 | 0.1 |
| Other | 0.0 | 0.9 | 0.0 | 0.4 |
| None | 3.3 | 52.9 | 20.4 | 28.4 |
| Total | 306.9 | 199.9 | 212.4 | 246.8 |

A.6.2 Main Activity

Table A6.3 Country of Residence by Main Activity Taken

| Main Activity | Australia (%) | New Zealand (%) | USA (%) | Other (%) | Grand Total (%) |
|---------------------------------|---------------|-----------------|--------------|--------------|-----------------|
| Diving | 10.6 | 4.5 | 40.0 | 11.0 | 12.0 |
| Swimming/Snorkelling | 17.6 | 7.6 | 10.0 | 2.4 | 10.2 |
| Sightseeing/Cultural Tours | 12.0 | 6.1 | 6.0 | 9.4 | 10.2 |
| Fishing | 5.1 | 4.5 | 0.0 | 1.6 | 3.3 |
| Visited War Relics | 1.8 | 3.0 | 2.0 | 3.1 | 2.5 |
| Historical/Archaeological Sites | 1.4 | 1.5 | 4.0 | 3.1 | 2.3 |
| Nature/Landscape Touring | 1.8 | 4.5 | 4.0 | 1.6 | 2.1 |
| Sailing/Kayaking | 0.9 | 1.5 | 2.0 | 3.1 | 1.9 |
| Hiking/Trekking | 1.6 | 1.5 | 0.0 | 0.0 | 0.9 |
| Shopping | 0.5 | 0.0 | 0.0 | 1.6 | 0.9 |
| Adventure Sports | 1.2 | 1.5 | 0.0 | 0.0 | 0.6 |
| Bird Watching | 0.5 | 1.5 | 0.0 | 0.0 | 0.3 |
| 4x4 Trails | 0.5 | 0.0 | 0.0 | 0.0 | 0.2 |
| None | 44.6 | 62.1 | 32.0 | 63.0 | 52.7 |
| Total | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |

Table A6.4 Purpose of Visit by Main Activity Taken

| Main Activity | Holiday (%) | Business (%) | Other (%) | Grand Total (%) |
|---------------------------------|-------------|--------------|-----------|-----------------|
| Diving | 24.0 | 5.0 | 1.1 | 12.0 |
| Swimming/Snorkelling | 18.3 | 3.5 | 13.5 | 10.2 |
| Sightseeing/Cultural Tours | 17.2 | 5.0 | 10.1 | 10.2 |
| Fishing | 5.5 | 2.1 | 1.1 | 3.3 |
| Visited War Relics | 4.2 | 1.5 | 1.1 | 2.5 |
| Historical/Archaeological Sites | 4.4 | 0.8 | 1.1 | 2.3 |
| Nature/Landscape Touring | 3.9 | 0.6 | 2.2 | 2.1 |
| Sailing/Kayaking | 3.6 | 0.8 | 1.1 | 1.9 |
| Hiking/Trekking | 1.7 | 0.2 | 1.1 | 0.9 |
| Shopping | 1.1 | 0.6 | 1.1 | 0.9 |
| Adventure Sports | 0.8 | 0.4 | 1.1 | 0.6 |
| Bird Watching | 0.8 | 0.0 | 0.0 | 0.3 |
| 4x4 Trails | 0.3 | 0.2 | 0.0 | 0.2 |
| None | 14.1 | 79.2 | 65.3 | 52.7 |
| Total | 100.0 | 100.0 | 100.0 | 100.0 |

A.7 WHERE DO THEY STAY?

Table A7.1 Country of Residence by Type of Accommodation Used

| Accommodation Type | Australia (%) | New Zealand (%) | USA (%) | Other (%) | Grand Total (%) |
|------------------------------------|---------------|-----------------|---------|-----------|-----------------|
| Hotel/Resort/Motel | 53.7 | 60.5 | 66.0 | 52.8 | 54.5 |
| Friends and Family | 21.8 | 13.2 | 5.7 | 11.8 | 16.3 |
| Guesthouse/Pension/B&B | 11.2 | 13.2 | 7.5 | 12.5 | 11.7 |
| Self-catering/Rented Accommodation | 4.1 | 0.0 | 1.9 | 9.0 | 5.7 |
| Backpackers Accommodation/Hostel | 3.3 | 3.9 | 1.9 | 9.0 | 5.6 |
| Boat | 0.6 | 2.6 | 17.0 | 2.8 | 2.5 |
| Campsite | 3.5 | 2.6 | 0.0 | 0.7 | 2.1 |
| Other | 1.8 | 3.9 | 0.0 | 1.4 | 1.7 |
| Total | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |

Table A7.2 Purpose of Visit by Type of Accommodation Used

| Accommodation Type | Holiday (%) | Business (%) | Other (%) | Grand Total (%) |
|------------------------------------|-------------|--------------|-----------|-----------------|
| Hotel/Resort/Motel | 50.4 | 64.2 | 22.4 | 54.5 |
| Friends and Family | 18.6 | 7.8 | 50.4 | 16.3 |
| Guesthouse/Pension/B&B | 12.5 | 9.5 | 19.5 | 11.7 |
| Self-catering/Rented Accommodation | 4.5 | 7.4 | 1.9 | 5.7 |
| Backpackers Accommodation/Hostel | 8.6 | 4.2 | 0.0 | 5.6 |
| Boat | 5.3 | 0.6 | 0.0 | 2.5 |
| Campsite | 0.2 | 4.2 | 0.0 | 2.1 |
| Other | 0.0 | 2.3 | 5.8 | 1.7 |
| Total | 100.0 | 100.0 | 100.0 | 100.0 |

A.8 HOW DO THEY TRAVEL AROUND THE SOLOMON ISLANDS?

Table A8.1 Country of Residence by Type of Transport Used

| Transport Used | Australia (%) | New Zealand (%) | USA (%) | Other (%) | Grand Total (%) |
|--------------------------|---------------|-----------------|---------|-----------|-----------------|
| Private Car/4x4 | 29.5 | 26.5 | 10.1 | 28.9 | 28.0 |
| Boat | 26.4 | 22.5 | 36.2 | 16.2 | 22.8 |
| Air (within the country) | 18.5 | 16.7 | 15.9 | 13.9 | 16.5 |
| Public Transport | 11.5 | 13.7 | 10.1 | 16.8 | 13.6 |
| Hire Car/4x4 | 8.5 | 15.7 | 13.0 | 18.5 | 13.0 |
| Coach/Minibus Tour | 3.3 | 2.9 | 10.1 | 2.9 | 3.5 |
| Guided 4x4 Tour | 0.7 | 1.0 | 0.0 | 0.6 | 0.6 |
| Motorbike/Bicycle | 0.1 | 0.0 | 0.0 | 0.0 | 0.1 |
| Other | 1.4 | 1.0 | 4.3 | 2.3 | 1.9 |
| Total | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |

Table A8.2 Purpose of Visit by Type of Transport Used

| Transport Used | Holiday (%) | Business (%) | Other (%) | Grand Total (%) |
|--------------------------|-------------|--------------|-----------|-----------------|
| Private Car/4x4 | 14.8 | 39.3 | 39.2 | 28.0 |
| Boat | 32.7 | 13.1 | 20.8 | 22.8 |
| Air (within the country) | 21.8 | 12.0 | 12.0 | 16.5 |
| Public Transport | 13.8 | 12.5 | 17.6 | 13.6 |
| Hire Car/4x4 | 10.2 | 16.8 | 8.0 | 13.0 |
| Coach/Minibus Tour | 4.6 | 3.0 | 0.0 | 3.5 |
| Guided 4x4 Tour | 0.9 | 0.3 | 0.8 | 0.6 |
| Motorbike/Bicycle | 0.0 | 0.2 | 0.0 | 0.1 |
| Other | 1.1 | 2.7 | 1.6 | 1.9 |
| Total | 100.0 | 100.0 | 100.0 | 100.0 |

A.9 HOW MUCH DO THEY SPEND?

Table A9.1 Average Spend per Person per Night by Country of Residence and Type of Spend

| Average Spend per Person per Night (Solomon Dollar) | Australia (SBD) | New Zealand (SBD) | USA (SBD) | Other (SBD) | Average (SBD) |
|---|-----------------|-------------------|-----------|-------------|---------------|
| Accommodation | 670.8 | 920.7 | 1107.4 | 705.2 | 733.9 |
| Food/Drink | 281.8 | 268.7 | 198.5 | 288.0 | 275.5 |
| Local Transport | 147.5 | 188.7 | 258.6 | 113.6 | 153.4 |
| Shopping | 74.9 | 53.3 | 63.9 | 102.0 | 77.0 |
| Tours | 79.2 | 5.0 | 225.6 | 28.7 | 73.3 |
| Leisure/Entertainment | 74.3 | 34.8 | 31.0 | 47.0 | 62.1 |
| Other Goods/Services | 25.2 | 33.6 | 9.6 | 76.5 | 34.5 |
| Total | 1,353.6 | 1,504.9 | 1,894.5 | 1,361.0 | 1,409.8 |

Table A9.2 Average Spend per Person per Night by Purpose of Visit and Type of Spend

| Average Spend per Person per Night (Solomon Dollar) | Holiday (SBD) | Business (SBD) | Other (SBD) | Average (SBD) |
|---|---------------|----------------|-------------|---------------|
| Accommodation | 852.4 | 735.6 | 246.1 | 733.9 |
| Food/Drink | 302.8 | 280.8 | 141.3 | 275.5 |
| Local Transport | 202.6 | 132.5 | 47.0 | 153.4 |
| Shopping | 95.6 | 57.3 | 89.8 | 77.0 |
| Tours | 142.2 | 10.8 | 72.7 | 73.3 |
| Leisure/Entertainment | 93.6 | 36.4 | 48.8 | 62.1 |
| Other Goods/Services | 25.0 | 42.5 | 37.9 | 34.5 |
| Total | 1,714.2 | 1,295.8 | 683.6 | 1,409.8 |

A.10 WHAT DO THEY THINK OF THE SOLOMON ISLANDS?

A.10.1 Overall Trip Rating

Table A10.1 Country of Residence by Trip Rating

| Trip Rating | Australia (%) | New Zealand (%) | USA (%) | Other (%) | Grand Total (%) |
|----------------|---------------|-----------------|---------|-----------|-----------------|
| Very Enjoyable | 59.8 | 59.1 | 78.0 | 55.1 | 58.9 |
| Enjoyable | 34.2 | 37.9 | 18.0 | 33.1 | 33.1 |
| Fair | 5.3 | 3.0 | 2.0 | 10.2 | 7.0 |
| Disappointing | 0.2 | 0.0 | 0.0 | 1.6 | 0.7 |
| Grand Total | 0.5 | 0.0 | 2.0 | 0.0 | 0.3 |

Table A10.2 Purpose of Visit by Trip Rating

| Trip Rating | Holiday (%) | Business (%) | Other (%) | Grand Total (%) |
|----------------|-------------|--------------|-----------|-----------------|
| Very Enjoyable | 72.3 | 46.8 | 69.7 | 58.9 |
| Enjoyable | 21.9 | 43.2 | 23.6 | 33.1 |
| Fair | 5.0 | 8.5 | 6.7 | 7.0 |
| Disappointing | 0.3 | 1.2 | 0.0 | 0.7 |
| Grand Total | 0.6 | 0.2 | 0.0 | 0.3 |

A.10.2 Recommend the Solomon Islands to Others

Table A10.3 Country of Residence by Solomon Islands Recommendation to Others

| Recommend Solomon Islands | Australia (%) | New Zealand (%) | USA (%) | Other (%) | Grand Total (%) |
|---------------------------|---------------|-----------------|---------|-----------|-----------------|
| Yes Definitely | 62.4 | 54.5 | 72.0 | 66.9 | 64.2 |
| Yes Probably | 29.6 | 37.9 | 22.0 | 20.5 | 26.0 |
| Possibly | 7.6 | 7.6 | 4.0 | 10.2 | 8.5 |
| No Probably Not | 0.5 | 0.0 | 2.0 | 2.4 | 1.3 |
| Total | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |

Table A10.4 Purpose of Visit by Solomon Islands Recommendation to Others

| Recommend Solomon Islands | Holiday (%) | Business (%) | Other (%) | Grand Total (%) |
|---------------------------|-------------|--------------|-----------|-----------------|
| Yes Definitely | 68.1 | 59.8 | 71.9 | 64.2 |
| Yes Probably | 23.9 | 28.3 | 22.5 | 26.0 |
| Possibly | 7.2 | 10.0 | 5.6 | 8.5 |
| No Probably Not | 0.8 | 1.9 | 0.0 | 1.3 |
| Total | 100.0 | 100.0 | 100.0 | 100.0 |

A.10.3 Return for another Visit

Table A10.5 Country of Residence by Likelihood of Returning

| Return for Another Visit | Australia (%) | New Zealand (%) | USA (%) | Other (%) | Grand Total (%) |
|--------------------------|---------------|-----------------|---------|-----------|-----------------|
| Very Likely | 51.7 | 57.6 | 34.0 | 58.3 | 53.8 |
| Likely | 30.0 | 22.7 | 30.0 | 22.8 | 26.6 |
| Uncertain | 14.3 | 12.1 | 20.0 | 11.8 | 13.5 |
| Unlikely | 3.0 | 7.6 | 10.0 | 5.5 | 4.8 |
| Very Unlikely | 0.9 | 0.0 | 6.0 | 1.6 | 1.4 |
| Total | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |

Table A10.6 Purpose of Visit by Likelihood of Returning

| Return for Another Visit | Holiday (%) | Business (%) | Other (%) | Grand Total (%) |
|--------------------------|-------------|--------------|-----------|-----------------|
| Very Likely | 45.2 | 60.1 | 55.1 | 53.8 |
| Likely | 30.3 | 23.9 | 25.8 | 26.6 |
| Uncertain | 15.9 | 11.4 | 14.5 | 13.5 |
| Unlikely | 6.4 | 3.6 | 4.5 | 4.8 |
| Very Unlikely | 2.2 | 1.0 | 0.0 | 1.4 |
| Total | 100.0 | 100.0 | 100.0 | 100.0 |

A.10.4 Summary of Comments

Table A10.7 Trip Highlights, Disappointments and Suggestions in the Solomon Islands

| Highlights | % of Comments |
|------------------------------------|----------------------|
| Activities | 33.4 |
| People | 26.4 |
| Culture | 16.2 |
| Environment | 14.7 |
| Food | 5.0 |
| Accommodation | 3.5 |
| Other | 0.7 |
| | |
| Disappointments | % of Comments |
| Environment | 21.0 |
| Cleanliness | 16.7 |
| Airlines/Airport/Flights | 15.4 |
| Services | 9.3 |
| Infrastructure | 7.4 |
| Accommodation | 6.8 |
| Activities | 6.2 |
| People | 5.6 |
| Cost | 3.7 |
| Communications | 3.1 |
| Dogs | 2.5 |
| Security | 1.2 |
| Other | 1.2 |
| | |
| Suggestions for Improvement | % of Comments |
| Marketing | 20.0 |
| Cleanliness | 16.4 |
| Airlines/Airports | 15.1 |
| Infrastructure | 14.7 |
| Services | 9.3 |
| Communications | 7.6 |
| Accommodation | 6.2 |
| Activities | 6.2 |
| Environment | 2.7 |
| Other | 1.3 |
| Development of Islands | 0.4 |

A.10.5 List of Trip Highlights

Table A10.8 Trip Highlights

| |
|---|
| Atoll islands in the western province and water sports and friendly people and fresh food, fresh fish. |
| Atoll islands in the western province and water sports and friendly people and fresh food, fresh fish. |
| Beaches and history |
| Beautiful and friendly people |
| Beautiful beaches Friendly people Culture |
| Beautiful reefs, unspoiled nature |
| Beautiful scenery, friendly people |
| Beautiful. Friendly people, food |
| Being with people Beautiful food Lovely scenery |
| Bilikiki boat trip and diving was spectacular and people are terrific. Segu village was the best island |
| Black faced Pitta - bird watching |
| Catching up with friends, help Panatina plaza, giving some training to local boys |
| Clear water, visited Lola |
| Climate, picturesque, islands |
| Condition of your coral reefs and the chance to visit historical sites |
| Coral reef, friendly locals, heat, water, fish, Solbrew, surf, culture & history. |
| Cultural - shopping - lava lavas, hand made baskets |
| Cultural and sightseeing, |
| Cultural diversity |
| Cultural wedding and village stay in Malaita |
| Culture |
| Culture and tradition Friendly friends |
| Dive Bonege 123 , dive 1 Japanese submarine, the John Penn |
| Dive sites |
| Dive, war memorial |
| Diversity Under water snorkelling spectacular First visit to the pacific Delicious seafood |
| Diving |
| Diving |
| Diving |
| Diving |
| Diving |
| Diving |
| Diving |
| Diving |
| Diving and snorkelling at Uepi, seeing the manta rays, village walk, carvers market - all in Uepi |
| Diving and the large amount of fish life |
| Diving at Uepi |
| Diving at Uepi island |

| |
|--|
| Diving in the Western Province Friendly people |
| Diving Munda and gizmo Surfing gizmo Friendly people |
| Diving wreck and reefs |
| Diving The people The boat - Bilikiki Food Solbrew |
| Diving the reefs in western province. |
| Diving Tulagi sites |
| Diving war wrecks, sailing around islands |
| Diving world war 2 wrecks at Bonegi. |
| Diving- lots of big fish and sharks Village tours Shopping for local art and carving |
| Diving, accommodation and the people, quality of the reef and natural resources |
| Diving, fishing, beaches, coral reef, friendly, people, fruit, carvings |
| Diving, fishing, visiting friends, traveling by boat on Marovo lagoon, having relaxing at king Solomon hotel |
| Diving, fishing, relaxation |
| Diving, interesting country, lots to do and see, history, tracking nature, friendly people nice apartment |
| Diving, Marovo lagoon, weather |
| Diving, people, accommodation, food, Solbrew |
| Diving, people, culture |
| Diving, scenery, beaches |
| Diving, snorkelling, people, different culture, climate |
| Diving, visiting friends |
| Diving, visiting the people in the villages |
| Diving, at Uepi |
| Diving, world war ii, and the Bilikiki |
| Doubling island |
| Enjoy food and drink, war memorial skyline, seeing village life |
| Enjoying the country |
| Experience other lives of people in the Solomon |
| Family |
| Fish coral beaches |
| Fish market, china town |
| Fishing |
| Fishing |
| Fishing |
| Fishing, people, food, accommodation |
| Fishing, snorkelling, people |
| Fishing, snorkelling, people |
| Food, market, hiking, people are friendly |
| Friendliness of the people and local rural communities and beautiful landscape |
| Friendliness, of the people, |
| Friendly accommodation |
| Friendly people |
| Friendly people |
| Friendly people |

| |
|---|
| Friendly people |
| Friendly people |
| Friendly people |
| Friendly people Atmosphere |
| Friendly people Diving experience |
| Friendly people Unique culture |
| Friendly people, able to walk the streets, clean and interesting scenery. I compare all this to PNG. You have a laid back fantastic country. |
| Friendly people, beautiful scenery |
| Friendly people, dirty town, rub urn roads need improvements |
| Friendly people, first canoe ride |
| Friendly people, great food, amazing scenery, |
| Friendly people, safe environment, tours and scenery, climate |
| Friendly people. |
| Gela Ngugu resort |
| Going to the Wesley church to Re new wedding vows |
| Good diving |
| Good diving and snorkelling, friendly people, excellent resort |
| Great people, beautiful scenery!! |
| Here for a week that was a highlight Friendly people Snorkelling |
| Heritage hotel |
| Hiking to the mountain |
| Historical site and meeting friendly people |
| Home stay |
| Homestay in the village in Malaita province |
| Honest friendly locals Fishing Birding in natural forest Relaxed atmosphere |
| Honeymoon |
| Hotel accommodation and people |
| Japanese war wreck |
| Lagoon in Malaita province |
| Local people, food, marine environment |
| Local villages and local people |
| Marau Sound! Tavanipupu Island |
| Maravagi, king Solomon hotel has good facilities including cultural dancing. The choice and range of restaurants are very very good. The rain is good (I live in the desert). |
| Marovo lagoon |
| Marovo lagoon, diving |
| Marovo lagoon, people in Solomon Islands |
| Mao lodge |
| Meeting a family, war memorial and history, culture, sightseeing, ocean |
| Meeting friends. Good snorkelling and diving. |
| Meeting local people, sightseeing, visiting restaurant |
| Meeting local people, chewing battle nut |
| Meeting people going in the canoe and staying in the village in Choisel islands |
| Meeting people Rural nature of Isabel Spear fishing Building on school partnership |

| |
|--|
| Meeting people, seeing village life, jungle and landscape, touring the lagoons |
| Meeting people, war memorials during the Anzac Day, panpipers, yacht club. |
| Meeting some very nice Solomon Islanders Sailing, snorkelling and kayaking was fantastic |
| Meeting the people |
| Meeting the villages, seeing the culture |
| Meeting very interesting, culture, scenery |
| Ministry and people, opportunity to serve |
| Munda and Noro, Gizo & Honiara |
| Museum, war and country history, memorial |
| My friends wedding |
| Night diving |
| Nugu, yacht club, weather, people |
| Oravaecottage.com Snorkelling Meeting local people Scenery, water clarity and sea life Sol brew Culture, unspoilt, so close or Australia but a world away. |
| People |
| People |
| People |
| People, pineapple, fish, slippery cabbage, friends, coconut, carving belong western province, |
| People and local fruits at the market |
| People very friendly |
| People, activities |
| People, catching, beautiful sceneries, snorkelling |
| People, diving, culture, way of life interesting, |
| People, diving, |
| People, food, nature, sea, birds, culture, |
| People, frangipani ice, swimming, snorkelling, traveling, shopping, camping, volleyball, glad to be here, jumping, diving, fishing, rain, sleeping, relaxing, food, lava cloth, |
| People, scenery |
| People, diving, visiting local villages, |
| People, weather is beautiful, food and snorkelling, fish |
| Reefs wimping, fresh water, lay back Solomon time |
| Sanbis resort service and food, |
| Sanbis resort, visiting family and western province |
| Savo Island tour |
| Scenery and diving |
| Scenery and people |
| Scenery particularly west side of Vellalevela |
| Scenery, activities |
| Scenery, I tonal travel, food, fish, meeting local people, snorkelling, |
| Scuba diving |
| Scuba diving |
| Scuba diving with Tulagi Dive, World War II climate, carol reefs in good condition, friendly place |
| See local people and sightseeing |
| Seeing birds on Isabel province |

| |
|---|
| Seeing the community on the reef island |
| Seraposs hideaway in Langalanga. Diving, hiking, bamboo band. |
| Sight seeing, landscaping |
| Simbo island, Vella Lavella |
| Simple food, swimming and snorkelling |
| Snorkelling |
| Snorkelling Swimming |
| Snorkelling and boat trips. |
| Snorkelling and fishing |
| Snorkelling and Solbrew |
| Snorkelling and village visits. |
| Snorkelling and weather |
| Snorkelling at Uepi |
| Snorkelling at Uepi Island |
| Snorkelling friendly people |
| Snorkelling friendly people |
| Snorkelling on the reefs and going to the local village at Naro and staying at the village and nunnery at Visale. |
| Snorkelling with manta rays, kayaking tour, dugong watching and talking to the locals, and food |
| Snorkelling with sharks and mantra rays Natural environment, forests Marovo lagoon |
| Snorkelling, biodiversity, culture |
| Snorkelling, dolphins, dugong, skull island and Sanbis resort, canoeing with the village kids |
| Snorkelling, fishing, speaking with the locals, learning about Solomon's culture. |
| Snorkelling, lovely people and food. Scenery |
| Snorkelling, people and food |
| Snorkelling, scenery |
| Snorkelling, swimming. Working on the hospital |
| Snorkelling, visiting, sightseeing |
| Sport for tourist, beach, island |
| Stay at Uepi island |
| Staying at wilderness lodge, enjoying the friendly staff and people at the village. And meeting people from other country and enjoy good fishing and snorkelling. |
| Staying in the village and talking to the people. |
| Surfing, villages in Isabel |
| Swimming |
| Swimming and snorkelling |
| Swimming and snorkelling |
| Swimming and snorkelling |
| Swimming and snorkelling. |
| Swimming, shopping, road side chicken (BBQ), Mendana hotel |
| Tavanipupu island |
| Tavanipupu island and the snorkelling and the food are good. |
| Tavanipupu resort, trip to Savo was good, meeting old friends |
| Teaching and getting to know the locals |

| |
|--|
| The American War Memorial, the markets, Turtle Beach, the food, and also the people were friendly. |
| The cultural experience and the scenery |
| The diving is the best diving and enjoyed the company of the local tour guides who were very friendly. |
| The food and meeting people, the culture. |
| The Langalanga lagoon, Ghela islands. |
| The launch of the Solomon House of Prayer in Honiara and witnessing the healing of a deaf and dumb man by the healing ministry in Munda. |
| The local culture and the friendly people. Safe and relaxed, natural beauty. Orchids and gardens were beautiful. |
| The people |
| The people |
| The people are friendly |
| The people of Solomon Islands |
| The people were lovely. I really enjoyed visiting the different islands and going walking, snorkelling, etc. wonderful place to visit. |
| The people, |
| The people, |
| The people, and snorkelling, birds, enjoy everything, tour guide is very good, |
| The people, the culture, the Water holes, scenery |
| The people, WWII stuff, catch up with friends and seeing where my wife grew up |
| The reefs at Gizo |
| The scenery, diving and snorkelling History of the island (world war II) Food |
| The sea, corals, the underwater environment, the rainforest, the villages were interesting and the wildlife. |
| The war museum and walking through the small villages. |
| Travel on the banana boat to Nugu |
| Trip to Sabo and Maravagi |
| Trip to Savo to see dolphins and friendliness |
| Ub40, soccer, beach |
| Uepi resort, shark encounters, diving, manta rays, leisure, Marovo lagoon, the food, people and culture. |
| Unspoiled scenery, the people, lovely diving sites |
| Very adventurous |
| Very beautiful scenery especially the outer islands |
| Village stay |
| Village stay and water fall |
| Village visit |
| Villages, war sites, markets |
| Villages, |
| Visit to Samasodu |
| Visit to Samasodu |
| Visit to Samasodu |
| Visit to Savo island, walking around the market, doing everyday things in a different country was different and great |

| |
|---|
| Visit to Savo island, walking around the market, doing everyday things in a different country was different and great |
| Visiting conflict bay |
| Visiting Tulagi and Sunfly passage, visiting a guest house that is named Roderick. |
| Warm water, good snorkelling, friendly people. |
| Water, islands people in the village |
| Water, islands people in the village |
| Western province weather and friendliness |
| Western province |
| Wonderful diving, beautiful carving |
| Wondering around Gizo town |
| Wreck diving |
| WW2, diving site and jungle. |

A.10.6 List of Worst Experiences/Disappointments

Table A10.13 Worst Experiences/Disappointments

| |
|---|
| Access to credit card services |
| Agnes lodge was not so good |
| Airport check in |
| Airport check in |
| Airport check in |
| America wall memorial was closed |
| Arrival at the airport, air condition at the airport, mostly the toilet at the airport |
| Bad roads. |
| Bad weather effecting flights |
| Barking dogs at night. |
| Basically the high cost with tour guides and everything |
| Being charged more because of my race or skin colour. |
| Betelnut speeding |
| Boat driver nearly got our boat to sink |
| Cancel boat transfers in Gizo, unreliable transport services |
| Cleanliness of the accommodation |
| Cleanliness, |
| Cleanliness, general infrastructure, |
| Cost of internal flights. |
| Dogs dirty, not organized, |
| Endless issues with flights |
| Everyone chewing betelnut and rubbish |
| Expensive |
| Expensive |
| Finding out the Gatokei airstrip and no one had informed of this fact before we left Australia. Also many people working at domestic airport could not tell us what our new arrangement was. Only told about arrangement by flight on flight to Sege. |
| Fire ants |
| Flight delayed. Domestic |
| Food at the airport should be better. |
| Garbage on the street |
| Get first hotel room |
| Getting sick... |
| Have to pay for over luggage |
| Having cut the trip short |
| Having no water for 2 days where they were accommodating |
| Heat |
| Heat of sun |
| Heat on the ferry. Internet difficulties and slow Internet. Power shortage. |
| Heritage park hotel - unnecessary cost for little things. Room cost 3000 SBD and having to pay for extra for Internet and breakfast |

| |
|--|
| Honiara |
| Honiara dirty |
| Honiara is dirty, full of holes on the road and museum was close they have not pay the electricity |
| Honiara is very dirty |
| Honiara was to dirty |
| Honiara (litter, roads and cost of goods and services is too high) |
| Hot |
| Hot climate |
| Hot weather |
| Hotel rooms - cleanliness, equipment inside not working properly |
| Hotel was disappointing |
| Illness Rubbish, litter |
| Improve checkout, delayed flight and travel information |
| Improve checkout, delayed flight and travel information |
| Inconvenient transport, expensive accommodation, lack of Internet infrastructure, hygiene problem |
| Insects bite |
| Insects bite |
| Internal Airline service, |
| Lack of hygiene |
| Lack of information on activities or what to do before arriving, long queues |
| Laziness people of in the Solomon, con man in Solomon Islands |
| Limited services |
| Lost luggage. |
| Luck of road maintenance, so many pot holes, improve it with concrete and not bitumen on point Cruz area |
| Mendana is disgrace |
| Mobile communication in the provinces especially around Gatokae, |
| Mosquito |
| Mosquito, hot weather, scorches sun burn, rushes |
| Mosquitos, sand flies, biting antsy |
| Motor broke twice during to Telepari islands |
| My greatest disappointment is the explosion of selling and the use of betel nut everywhere. |
| Negative media output |
| No air conditioning in the airport (international) |
| No safety best on boats. |
| Noisy dogs in Honiara. |
| Not being clean all the time, rubbish on the roads and waterways. Reception on phones. |
| One dog that attacked us on two separate occasions :(|
| Organize tourism, clean beaner, and spitting betelnut. Like Samoa they clean from the airport to the main town |
| People in Honiara don't seem to like white people too much. |
| People work separately for the same goal, prize for food is expensive |
| Petty thievery |

| |
|--|
| Pollution, difficulty for yacht to anchor and places to check in confident with every thing |
| Power shortages, safe feeling not there anymore, |
| Price of accommodations Lack of facilities for the backpackers |
| Rain |
| Rats rubbish |
| Reliable transport in the villages. |
| Rough road, |
| Rubbish |
| Rubbish around Honiara |
| Rubbish in Honiara, should be cleaned up. |
| Rubbish on the street, paying extra fees to visit WWII sites |
| Rubbish, cleanliness in general. |
| Sad to see all plastic bags, go back to paper bags like places in India, the spitting of the betelnut all over the street, lack of maintenance of old buildings |
| Savo Did not disclose proper pricing prior to visiting and tour guides could not speak English and only very basic pidgin |
| Seeing logging and impact on ocean and land Exploitation from some foreigners particularly in logging and fisheries Traffic to Honiara Need more local Solomon is ownership of business |
| Seeing pig along the road |
| Services at restaurant, shop close very early, fee on credit card on local bank |
| Solomon airlines |
| Solomon airlines domestic |
| Solomon in Gozo not capable |
| Solomon island time |
| Sometimes lazy staff Missed connections because of unreliable service providers who simply didn't turn up (acqua explorer from Gizo to Munda) Behaviour of foreigners towards young women! |
| Sometimes too hot |
| Standard of accommodation on the islands need to improve |
| Standard of accommodation on the islands need to improve |
| Sun burn, |
| Sun flies on the beach |
| Taking a dangerous trip to Munda from Tetepare - this happened during a storm. |
| Tavanipupu accommodation |
| Taxi driver |
| Taxi fare 1500 for a day |
| Taxi fare, |
| Taxi in the airport have the cartel |
| The airplane left my luggage at Shege airport |
| The boat back from Isabel on the Isabella |
| The cost of inter island travel |
| The engine of the dive boat broke down so we were not able to do the diving that we came for. |
| The heat |
| The heat and the road condition and traffic |
| The humidity |

| |
|---|
| The litter on the beach and rubbish in the towns |
| The prize accommodation and food |
| The rubbish and pollution e.g. betel nut stains. The traffic is very bad. Lots of rubbish in the sea, especially Langalanga lagoon |
| The rubbish has improved but it is still not good. At the MSG celebration on Friday, the first performance started late and so missed out on seeing the panpipers. Change Solomon Islands times' habit |
| The weather |
| The weather on some days |
| Ticket flights |
| Time management |
| To many pot holes |
| To much littering in Honiara |
| To much rain |
| To much rubbish in town |
| Toilets in the domestic terminal, |
| Toilets not sanitized, unhygienic. Properly built |
| Too hot |
| Too hot |
| Too hot |
| Traffic in Honiara, rubbish every where, very difficult to get information |
| Transport between islands was cancelled; particularly ferries and planes were fully booked. This made it difficult to fit in all the activities we would like to have done here. |
| Transport services to the islands |
| Unavailability of tourist information on Saturdays and Sundays making communication for tourists hard especially finding things or places to visit. Tourists agencies are closed on Saturdays and Sundays making it harder for tourists to get help and information about tourist destinations in Solomons. All costs are very expensive, |
| Unorganized time wise |
| Upgrade the Honiara international airport |
| Very dirty especially Honiara |
| Villagers demand money. No tour guides. |
| Waiting at the airport long hours |
| Waiting in line at the airport |
| Waves |
| Weather (heat) |
| Went fishing and didn't catch any fish. |
| Wi-Fi was very expensive and unreliable, weather management was very bad |
| Wrong time of year of surfing |

A.10.7 Suggestions to Improve Tourism

Table A10.15 Suggestions to Improve Tourism

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|---|
| More advertising on the Internet 2 clean up the rubbish on the streets Fix the pot holes on the roads |
| Protect the wrecks and marine environment around the wrecks 2 cleaning up rubbishing and around Honiara |
| Cut down on costs in all tourist-operating businesses, it's too expensive. 2. Make more connections with Brisbane for international tourists especially giving special prices for certain seasons for tourists especially European tourists; this can attract more tourists from Europe. 3. Promote more low cost packages, which include fare and accommodation in Solomons for tourists who are escaping the winter weather. I suggest that a price of 5000 Euros to include airfares and accommodation for Solomon Islands. 4. Tourism operating businesses should promote more tours, which include visits to other places and things to do rather than just providing accommodation and transits. 5. Businesses should open until late night and on Saturdays and Sundays also for tourists' convenience sake. Tourists, especially adventure tourists who arrive after 4pm and on Saturdays and Sundays waste time and money in Honiara when they have planned to take or make arrangements for final destinations. |
| Do something about betel nuts, especially the sale and chewing/spitting of the juices. 2. More middle class accommodation should be encouraged. |
| Education about rubbish. 2. Encourage indigenous Solomon Islanders to run businesses. 3. Taxis to have less or no tinting of glasses. 4. Have betel nut areas like Auki market. 5. More advertising about Solomon Islands in New Zealand. 6. More advertising about the different cultural groupings. 7. More advertising about safety...and that Solomons is now different from all past problems. 8. Advertise more about diving and surfing. 9. Update information about tourism businesses at the information centre. 10. More education about information centre and its work. |
| Keep up the good hospitality and the art crafts too. Provide more ways of getting around |
| More education for those involved in the hospitality and tourism industry. |
| The accommodation rates a very expensive - price tags don't match the services and the condition of what is been provided. Boats and ship operators have to be consistent with their schedules - more information about schedules should be very helpful to especially individual tourists 3. It will be nice to have an important information point when tourists arrive - prices, where to stay, what to do etc. |
| A brochure at the airport with all facts and figures for Solomons, also all tour and hotel operators. |
| Access easier around Honiara |
| Aces to other provinces like road and infrastructure, mid market standard hotel and accommodation, barking dogs at night, need laws to keep them control at night, No much walk access to disable people, open walkways under the street. No park to sit and relax in Honiara, park on the beach front |
| Active tourist board for marketing, less advertising at Internet, television |
| Add more info about Solomon on the Internet, improve litter mainly in Honiara |
| Advertise (more publicity) and local initiative |
| Air condition |
| Air condition at the airport |
| Air condition in the airport |

| |
|---|
| Air condition on the airport |
| Air condition, |
| Air conditioning, communication skills need to be upgraded, |
| Airport should have more information on domestic flights, boat travel. National museum is closed during opening hours, it should be open. More information on cultural events. Information for independent travellers, free Wi-Fi at the airport. |
| All stake holders should work together to help improve tourism industry in the Solomon Islands for example airlines should involve with tourism sector in order to give package rates |
| Another airline, that provides flights within the country.. |
| Become more professional in tourist business |
| Better accommodation in Temotu island |
| Better advertising |
| Better exchange rate |
| Better law enforcement by the police Managing the trash, despoiling many of the beautiful areas |
| Better maps, with more details. |
| Better roads |
| Better sign posting More rubbish bins |
| Better training for airport staff |
| Better transport infrastructure and better waste management. |
| Betelnut spitting in town is very dirty. |
| Bigger super markets, |
| Breaking routs into smaller flights very expensive, air fare from Australia very expensive |
| Bungalows instead of big outright hotels |
| Cheaper airline tickets to the province, more accommodations |
| Clean the beaches |
| Clean up |
| Clean up beaches |
| Clean up Honiara other areas are much nicer |
| Clean up Honiara, improve roads, |
| Clean up the town |
| Clean up the town from the airport to the main town |
| Clean up, recycle |
| Cleanliness |
| Cleanliness - streets Improve roads - infrastructure.. Spitting of betelnut - unhygienic |
| Cleanliness of the country, restrooms |
| Cleanliness, maintain the standard of the hotels, not many activities at night time |
| Clean-up Honiara |
| Clean-up the beaches, and the streets |
| Clean-up the rubbish |
| Collect rubbish from side of roads and beaches. It spoils a beautiful spot. |
| Communication and coordination of activities |
| Communication and coordination of activities |

| |
|--|
| Communication with the airlines and customers Accurate information of the flights delayed. What is going to happen |
| Coordinate travel between resorts, e.g. Packages for inter resort stays, makes it easier for tourists to move around. Guides need to know what to ask and where to go. More printed information, maps. Drainage. Tourist walking trails in town. |
| Direct flight to Sydney |
| Domestic Airline services needs to be improved |
| Domestic airport |
| Domestic airport |
| Easier transfer between international and domestic |
| Ensure websites are up to date with reliable information |
| Expensive accommodation |
| Find it difficult to get hold on a map, tourist information centre don't have leaflet information. Add more info on the web. Chris at the sib was excellent. |
| Find it difficult to get hold on a map, tourist information centre don't have leaflet information. Add more info on the web. Chris at the sib was excellent. |
| Fit the power, electricity to continue without interruption, garbage collection and keeping, house keeping and public health |
| Fix the roads up |
| Fix the roads up |
| Fix the roads, more historical information, how to get there and when, |
| Fix the roads. |
| Fixed the roads |
| Fixed up domestic airports, improve toilets in domestic airports |
| Get an airline that runs probably and by that I mean one that runs for the fare paying costumer not for the company. And runs on time. |
| Get people to pick up rubbish in Honiara |
| Good communication at provinces, |
| Government to clean the rubbish on the road, information for tourist, must reliable in the motel and hotel very friendly |
| Greater number of tourist to organize more commercial tours |
| Hotels could be better have a road map of Guadalcanal, for people to come for stay, hotels should range to have maps, about the country |
| Improve airline consistency, improve internal transport |
| Improve cleanliness, |
| Improve communication in the provinces, fast transport |
| Improve infrastructure Road - needs improvement |
| Improve Internet |
| Improve Internet |
| Improve Internet |
| Improve Internet access |
| Improve on infrastructure |
| Improve on litter |
| Improve taxi services at the airport |
| Improve the roads for traffic to flow |

| |
|--|
| Improve the transport in the islands, Internet website |
| Improve transport to Temotu province |
| Improve transportation services. |
| Improve travel agent in this country from the help of the government |
| Improvements on the roads for traffic flow in the future |
| Improving the infrastructure of the country Direct flights from Sydney Clean toilets at domestic airport Train hospitality staff |
| Increase marketing on the Internet (target marketing) e.g. Honeymoon packages |
| Information about the Solomon and transfer |
| Internet fast service in the islands, airport to be fix the traffic in Honiara and safety at night. |
| Land ownership affects investment and how to travel around Solomon Islands. Training for hotel staffs to improve services for foreign expectations. |
| Limit foreign ownership. Take more control of logging, should be selective not clear areas and fisheries More local |
| Lodge management |
| Made clear what is always included in prizes. No surcharge for Visa card. |
| Make on line booking easier and enlarge the visitors' bureau, more picture and information. |
| Make sure that all facilities and infrastructure are working perfectly well before letting tourists come. |
| Marketing, rubbish collection |
| Maybe improving the toilet facilities at the domestic airport in Honiara |
| Ministry of tourism in Makira |
| More access of information on Internet, cheaper domestic flight |
| More advertisement, improve tourism, improve road and transport |
| More advertising |
| More advertising on Internet |
| More Advertising on Internet |
| More adverts on sites in United States, |
| More backpacker accommodations. Improve the transport by ferry between the islands |
| More development on tourism infrastructure, and reasonable flights between islands flight connection to Asia, like Singapore, |
| More dive boats, clean up dirt on the road sides and clean the island (especially Honiara) |
| More Eco tourism accommodation & wildlife activities. |
| More flights and also larger museum, and cultural centre to visit |
| More info on activities, such as charter diving, who and how |
| More information |
| More information about domestic flights when checking in. |
| More information needs to be made available about the Solomon Islands on the Internet and search engine optimization needs to be improved when searching for the Solomon Islands on the Internet |
| More information on Internet, advertising, better medium price accommodation |

| |
|--|
| More information on the Internet, better websites, well-managed transport services. Better map of Honiara. |
| More information online. Looking to come to the country |
| More infrastructure |
| More Internet access and accessibility. Too many places were closed during the weekend- they should be opened. |
| More Internet access, time table and more tourist information, also travel to other island no proper time table, domestic flight very expensive, improve garbage collection, |
| More marketing & promotion |
| More organization |
| More promotion of tourism activities |
| More promotion on diving opportunities |
| More promotion, |
| More promotion, should respond to emails and more reliable information on everything in the Solomon |
| More public transport between different provinces other than Honiara...it is wasting of time and money to come back Honiara again and again to get to next destination |
| More trees Disappointment on the architecture of the town |
| Need to promotion in Australia |
| Not enough information about the hotels and accommodation |
| Not enough middle accommodation |
| Not enough tour arrangement for visitors, disappointing, not develop properly like another country, Heritage is good and very nice |
| Organize exchange student/ scholarship to New Zealand |
| Point of sailing, facilities, and good marina, for yacht, payment for immigration need better fees for immigration for yacht. Good security. |
| Pollution and lack of banks, |
| Power, improve law and order |
| Promote |
| Promote activities at resorts. Better signage at airports Transfer between terminals needs to be better explained |
| Promote activities for tourists |
| Promote Solomon Islands as a tourism destination on Internet, more advertising |
| Provide maps and information so that planning can be easier, capitalize on war relics, scenery, deep-sea fishing. |
| Public transport services. |
| Publicity, more flights instead of a single route, |
| Publicity, positive image of the people, transportation, true, image tourism facilities in the country |
| Put a aircon in the departure lounge |
| Put seats in banana boats. |
| Put some videos showing the diving and tell the locations such as Uepi on the Internet |
| Reduce the amount of rubbish on the streets in Honiara, maybe provide rubbish bins. Also, do something about the drunken angry guys on the streets. |
| Reduce traffic congestion and import of vehicles. Improve sanitation around public markets. |

| |
|--|
| Regional flight could be on time |
| Reliable flights to the provinces. |
| Renovation to the domestic terminal at the domestic airport |
| Road improvement, for comfortable travel |
| Road improvement, litter control |
| Rubbish collection |
| Rubbish.... Less would be a MAJOR improvement :) |
| Signs on the roads, small cruise boats on the islands, live on the boat transport |
| Sipping at the right place or bottle |
| Sivb should add more info for day trips like Savo |
| Small guest house should be advertise in the tourism website, |
| Smoke too much |
| Solomon Airline reliability on departure time, changes twice a day |
| Solomon Islands should promote scuba tourism |
| Tele communication... A outlet to buy a SIM card at the airport More currency available for exchange for out going tourist,. |
| Tidy up rubbish from the streets |
| Toilets at domestic terminal and at least put air on or fan at airports. |
| Too many rubbish Traffic jam So many Chinese More restaurants |
| Tourism industry needs support from government. More info about culture and history. More cultural activities |
| Tourist accommodation. |
| Tourist package in the room, map about town, dive shops, dinner, etc. general information in the rooms. |
| Training for tourism service and infrastructure need improvement |
| Training for tourism service and infrastructure need improvement |
| Transportation between airports and resorts. Tell more people about it. |
| World War II-more information for people |
| Yes, more attractions for tourists. |
| Yes, need to be more customer service |

APPENDIX B: ANALYSIS METHODOLOGY

When analysing a tourist survey it is necessary to identify which country of residence and purpose of visit groups can be analysed with an acceptable statistical level of confidence. As a rule of thumb, 100 completed interviews within any “group” will provide this level of confidence.

The table below shows the number of completed interviews by country of residence and purpose of visit for the 10 countries of residence that were most interviewed.

Table B.1 Sample by Purpose of Visit and Country of Residence

| Country of Residence | Holiday | VFR | Business | Religion | Transit | Grand Total |
|----------------------|---------|-----|----------|----------|---------|-------------|
| Australia | 201 | 41 | 179 | 12 | 0 | 433 |
| New Zealand | 17 | 1 | 44 | 4 | 0 | 66 |
| USA | 34 | 1 | 12 | 3 | 0 | 50 |
| Fiji | 0 | 2 | 34 | 2 | 0 | 38 |
| United Kingdom | 8 | 1 | 11 | 0 | 0 | 20 |
| PNG | 1 | 0 | 5 | 0 | 1 | 7 |
| Vanuatu | 0 | 0 | 6 | 0 | 0 | 6 |
| Germany | 4 | 0 | 0 | 0 | 0 | 4 |
| France | 1 | 0 | 2 | 0 | 0 | 3 |
| Indonesia | 1 | 0 | 2 | 0 | 0 | 3 |

It can be seen from this table that only Australian residents were interviewed more than 100 times. There were 66 interviews with residents of New Zealand and 50 interviews with residents of the United States of America, and whilst both are under 100, analysis has been undertaken for these markets, but these findings must be treated with some caution.

By purpose of visit, there were 288 interviews with Holiday tourists, and 317 interviews with Business tourists; therefore both of these provide a strong sample. However, the other purposes of visit yielded small samples which have had to be combined into “Other” which still only generates a sample of 71, and therefore it should also be treated with caution.

Table B.2 Sample by Purpose of Visit

| Country of Residence | Grand Total |
|----------------------|-------------|
| Holiday | 228 |
| Business | 317 |
| VFR | 47 |
| Religion | 22 |
| Transit | 2 |
| Grand Total | 676 |

Consequently, the table below shows the number of interviews with the countries of residence and purposes of visit that have been selected for analysis in the report. Those segments represented by the cells shaded in green (100 or more interviews) provide a good sample, and therefore provide good findings.

Analysis of those segments represented by the cells shaded in orange (50-99 interviews) should be treated with caution, although still should provide reasonably good data.

Table B.3 Sample by Main Purpose of Visit and Country of Residence Groups

| Country of Residence | Holiday | Business | Other | Grand Total |
|--------------------------|------------|------------|-----------|-------------|
| Australia | 201 | 179 | 53 | 433 |
| New Zealand | 17 | 44 | 5 | 66 |
| Other | 36 | 82 | 9 | 127 |
| United States of America | 34 | 12 | 4 | 50 |
| Grand Total | 288 | 317 | 71 | 676 |

The segments represented by those cells shaded in white have too small a sample to provide meaningful analysis.

Consequently, when analysing the survey data, the findings are presented at the following levels:

By Country of Residence for:

- Australia
- New Zealand
- United States of America
- Rest of the World

By Purpose of Visit for:

- Holiday
- Business
- Other

Analysis by country of residence or purpose of visit for any other groups is not possible due to small sample sizes.

APPENDIX C: THE QUESTIONNAIRE



Pacific Regional Tourism Capacity
Building Programme (PRTCBP)



AIR TOURIST SURVEY

Tourist Selection Questions:

1. Are you currently living in our country?

[If yes, terminate interview]

2. Did you visit our country just for today?

[If yes, terminate interview]

3. Do you usually visit our country once a week or more often?

[If yes, terminate interview]

4. Were you employed by a company or individual in our country during your stay?

[If yes, terminate interview]

| | |
|---------------------|--|
| Airport Name | |
| Date | |

| |
|---|
| BASIC TRIP AND TOURIST CHARACTERISTICS |
|---|

- 1) Are you travelling alone or with other people?

____ - 1 Alone [if alone, record gender in q2, then skip to q3]

____ - 2 With other people [go to q2]

- 2) [If part of a group] Please tell me how many people are male and female, including yourself?

Male: _____

Female: _____

2a) [Please show the flash cards] Please indicate in which age category the people in your group are, including yourself? [Please note that the total for q2 and q2a must be the same]

0 to 18 _____

19 to 44 _____

45 to 64 _____

65 or older _____

[go to q4]

- 3) [If travelling alone] [Please show the flash cards] Please indicate in which age category you are?

0 to 18 _____

19 to 44 _____

45 to 64 _____

65 or older _____

- 4) How many nights have you spent away from home; from the time you left until the time you expect to return home?

Number of nights _____

- 5) How many nights have you spent in our country on this trip?

Number of nights _____

6) Is this your first visit to our country?

____ - 1 Yes [Go to q7]

____ - 2 No

6a) [If No] How many times have you visited our country before?

Number of visits _____

7) In which country do you live? [Write out full name and not abbreviations]

7a) [If USA or Australia] In which state do you live in?

8) Which airline did you use when flying into our country?

____ - 1 Air Caledonie

____ - 2 Air New Zealand

____ - 3 Air Niugini

____ - 4 Air North

____ - 5 Air Pacific/Fiji Airways

____ - 6 Air Rarotonga

____ - 7 Air Tahiti Nui

____ - 8 Air Vanuatu

____ - 9 Our Airline

____ - 10 Qantas

____ - 11 Silk Airlines

____ - 12 Solomon Airlines

____ - 13 Virgin Australia

____ - 14 Virgin Samoa

____ - 15 United Airlines

____ - 16 Arrived by Sea

____ - 17 Other (please specify): _____

- 9) [Please show the flash cards] What was your main purpose of visit to our country?

____ - 1 Holiday/Leisure/Recreation

____ - 2 Visiting Friends or Relatives

____ - 3 Business/Conference

____ - 4 Transit

____ - 5 Religion

____ - 6 Other (please specify): _____

[Skip to q14 if response to q9 was 2, 3, 4, 5 or 6]

| |
|---|
| <p>QUESTIONS FOR HOLIDAY TOURISTS ONLY (HOLIDAY/LEISURE/RECREATION)</p> |
|---|

- 10) Did you visit, or do you intend to visit, any other countries in the Pacific on this trip?
Can you also tell me how many nights you will spend in each country? [There cannot be a 'zero' for number of nights]

Name of Country: _____ Number of nights: _____

Name of Country: _____ Number of nights: _____

Name of Country: _____ Number of nights: _____

Name of Country: _____ Number of nights: _____

Name of Country: _____ Number of nights: _____

Name of Country: _____ Number of nights: _____

- 11) [Please show the flash cards] Before you came here, what attracted you to our country? [Multiple responses are allowed]

____ - 1 Culture

____ - 2 Climate

____ - 3 Curiosity

____ - 4 Diversity of attractions

____ - 5 Beaches

____ - 6 Scenery

____ - 7 Tranquillity

____ - 8 Value for money

____ - 9 Activities

____ - 10 Friendly people

____ - 11 Other (please specify): _____

- 12) What sources of information did you use to learn about our country before your trip?
[Multiple responses are allowed]

____ - 1 Tourist Board / Visitors Bureau / SPTO
____ - 2 Internet sites
____ - 3 Travel agency / tour operator
____ - 4 Airline
____ - 5 Travel / guide books
____ - 6 Magazine / newspaper
____ - 7 Trade fair / exhibition
____ - 8 Television
____ - 9 Friends and relatives
____ - 10 Previous visit
____ - 11 Other (please specify): _____

- 13) Who made most of the holiday arrangements for you?

____ - 1 Airline office
____ - 2 Travel agent / tour operator in our country
____ - 3 Travel agent / tour operator in another country
____ - 4 Friends or family
____ - 5 I/we arranged most/all of it myself/ourselves
____ - 6 Other (please specify): _____

| |
|--|
| PLACES, ACTIVITIES AND TRANSPORTATION |
|--|

- 14) Which airline are you departing on now?

____ - 1 Air Caledonie
____ - 2 Air New Zealand
____ - 3 Air Niugini
____ - 4 Air North
____ - 5 Air Pacific/Fiji Airways
____ - 6 Air Rarotonga
____ - 7 Air Tahiti Nui
____ - 8 Air Vanuatu

- ____ - 9 Our Airline
- ____ - 10 Qantas
- ____ - 11 Silk Airlines
- ____ - 12 Solomon Airlines
- ____ - 13 Virgin Australia
- ____ - 14 Virgin Samoa
- ____ - 15 United Airlines
- ____ - 16 Arrived by Sea
- ____ - 17 Other (please specify): _____

15) [Please show the flash cards] Which types of accommodation did you stay in whilst visiting our country? [Multiple responses are allowed]

- ____ - 1 Hotel / Resort / Motel
- ____ - 2 Guesthouse / Pension / B&B
- ____ - 3 Backpackers Accommodation / Hostel
- ____ - 4 Self-Catering / Rented Accommodation
- ____ - 5 Friends and Family
- ____ - 6 Camp Site
- ____ - 7 Other (please specify): _____

16) [Please show the flash cards] Which of the following leisure activities did you engage in during your stay in our country, if any? [Multiple responses are allowed]

- ____ - 1 Shopping
- ____ - 2 Fishing
- ____ - 3 Hiking / Trekking
- ____ - 4 Sightseeing / Cultural tours
- ____ - 5 4x4 trails
- ____ - 6 Nature / Landscape touring
- ____ - 7 Historical / Archaeological sites
- ____ - 8 Adventure sports
- ____ - 9 Diving
- ____ - 10 Bird watching
- ____ - 11 Ballooning / Pleasure flights

- ____ - 12 Sailing/Kayaking
- ____ - 13 Swimming/Snorkelling
- ____ - 14 Other (please specify): _____
- ____ - 15 None [skip to q17]

16a) Which one of these activities would you regard as the MAIN activity of your visit?

_____ ['None' is a valid response]

17) How did you travel around our country? [Multiple responses are allowed]

- ____ - 1 Private car / 4x4 [Include borrowing a friends/business car]
- ____ - 2 Hire car / 4x4
- ____ - 3 Coach / Minibus tour
- ____ - 4 Guided 4x4 tour
- ____ - 5 Public transport
- ____ - 6 Air (within the country)
- ____ - 7 Motorbike/Bicycle
- ____ - 8 Other (please specify): _____

EXPENDITURE

I am now going to ask you some questions about how much money you spent in our country. We will use this information to estimate how important tourism is in our economy. Your answers will be confidential.

18) I would now like you to think about how much you spent on your trip. Do you prefer to only talk about your own expenditure or would you like to include the expenditure of the people you are travelling with?

- ____ - 1 For myself only [skip to q20]
- ____ - 2 For myself and others I am travelling with [go to q19]

19) How many people are in the group you are reporting the expenditure for?

Number of people: _____

20) Did you travel to our country on a package that you purchased before you travelled here?
[Packages will mainly be purchased by leisure/holiday
tourists. For other purposes of visit, probe to ensure they
bought a package that was put together by a tour operator.]

___ - 1 Yes [go to q20a]

___ - 2 No [skip to q21]

20a) How much did you spend on the package?

Amount: _____

Currency: _____ [name of the country and currency]

20b) What was included in the package? [tick all that apply]

___ - 1 Flight

___ - 2 Airport Transfers

___ - 3 Accommodation

___ - 4 Local Transport

___ - 5 Meals/Drinks

___ - 6 Tours

___ - 7 Other (please specify): _____

20c) Does this package include travel in any other countries?

___ - 1 Yes [Go to q20c(i)]

___ - 2 No [Skip to q21]

20c(i) How many nights did you spend in our country on the package? [Must
be <= Q5]

Number of nights _____

20c(ii) How many nights did you spend in other countries on the package?

Number of nights _____

Please note that the following questions refer to money spent
for this trip, OUTSIDE of a package purchased before arriving in
our country. DO NOT include any package tour spending already
reported in Q19.

| | | |
|-----|---|-------|
| 21) | How much did you spend on your air ticket? | |
| | Amount: _____ ['Zero' is a valid response] | _____ |
| | Currency: _____ [name of the country and currency] | _____ |
| | | |
| 22) | How much did you spend on accommodation whilst in our country? | |
| | Amount: _____ ['Zero' is a valid response] | _____ |
| | Currency: _____ [name of the country and currency] | _____ |
| | | |
| | 22a) Did you pay for any accommodation before arriving in our country? | |
| | _____ - 1 Yes [Go to q22b] | _____ |
| | _____ - 2 No [Skip to q23] | |
| | | |
| | 22b) How much did you spend? | |
| | Amount: _____ | _____ |
| | Currency: _____ [name of country and currency] | _____ |
| | | |
| 23) | How much did you spend on food and drink whilst in our country? | |
| | | |
| | Amount: _____ ['Zero' is a valid response] | _____ |
| | Currency: _____ [name of the country and currency] | _____ |
| | | |
| 24) | How much did you spend on transport, including purchasing of fuel, oil, etc whilst in our country? | |
| | Amount: _____ ['Zero' is a valid response] | _____ |
| | Currency: _____ [name of the country and currency] | _____ |
| | | |
| | 24a) Did you pay for any transport you have taken whilst in our country before arriving here? | |
| | _____ - 1 Yes [Go to q24b] | _____ |
| | _____ - 2 No [Skip to q25] | |

| | | |
|--|--|-------|
| 24b) How much did you spend? | Amount: _____ | _____ |
| | Currency: _____ [name of country and currency] | _____ |
| | | |
| 25) How much did you spend on organised tours whilst in our country? | Amount: _____ ['Zero' is a valid response] | _____ |
| | Currency: _____ [name of the country and currency] | _____ |
| | | |
| 25a) Did you pay for any organised tours before arriving in our country? | | |
| | ____ - 1 Yes [Go to q25b] | _____ |
| | ____ - 2 No [Skip to q26] | |
| | | |
| 25b) How much did you spend? | Amount: _____ | _____ |
| | Currency: _____ [name of country and currency] | _____ |
| | | |
| 26) How much did you spend on leisure and entertainment whilst in our country? | Amount: _____ ['Zero' is a valid response] | _____ |
| | Currency: _____ [name of the country and currency] | _____ |
| | | |
| 27) How much did you spend on shopping whilst in our country? | Amount: _____ ['Zero' is a valid response] | _____ |
| | Currency: _____ [name of the country and currency] | _____ |
| | | |
| 28) How much did you spend on capital purchases, such as a house or land whilst in our country? | Amount: _____ ['Zero' is a valid response] | _____ |
| | Currency: _____ [name of the country and currency] | _____ |
| | | |
| 28a) Did you pay for any capital purchases before arriving in our country? | | |
| | ____ - 1 Yes [Go to q28b] | _____ |
| | ____ - 2 No [Skip to q29] | |

28b) How much did you spend?

Amount: _____

Currency: _____ [name of country and
currency]

29) How much did you spend on other goods and services **whilst in** our country?

Amount: _____ ['Zero' is a valid response]

Currency: _____ [name of country and currency]

OPINIONS

30) [Please show the flash cards] How would you rate your visit to our country?

____ - 1 Very enjoyable

____ - 2 Enjoyable

____ - 3 Fair

____ - 4 Disappointing

____ - 5 Very disappointing

31) [Please show the flash cards] Would you recommend our country to friends, relatives or colleagues at home?

____ - 1 Yes, definitely

____ - 2 Yes, probably

____ - 3 Possibly

____ - 4 No, probably not

____ - 5 No, definitely not

32) [Please show the flash cards] How likely or unlikely is it that you will return to our country for a holiday or visit during the next five years?

____ - 1 Very likely

____ - 2 Likely

____ - 3 Uncertain

____ - 4 Unlikely

____ - 5 Very unlikely

33) What were the highlights of your visit to our country?

34) What were your worst experiences or disappointments?

35) Do you have any suggestions or other comments to improve tourism in our country?

36) What is your nationality?

[Enum: Thank the respondent for their cooperation and time]

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