

2018	Ship	Date	Port	Time
January				
February	Ocean Dreams	18-Feb	Honiara	
	Caledonian Sky	22-Feb	Honiara & Provinces	
March				
April				
May	Silver Discoverer	28-May	Honiara & Provinces	
June				
July				
August	Pacific Eden	9-Aug	Gizo	
		10-Aug	Honiara	
	Pacific Eden	23-Aug	Gizo	
		24-Aug	Honiara	
September	L'Austral	13-Sep	Honiara	
October				
November	Seabourn	28-Nov	Tavanipupu	
		29-Nov	Honiara	
December				
TOTAL				

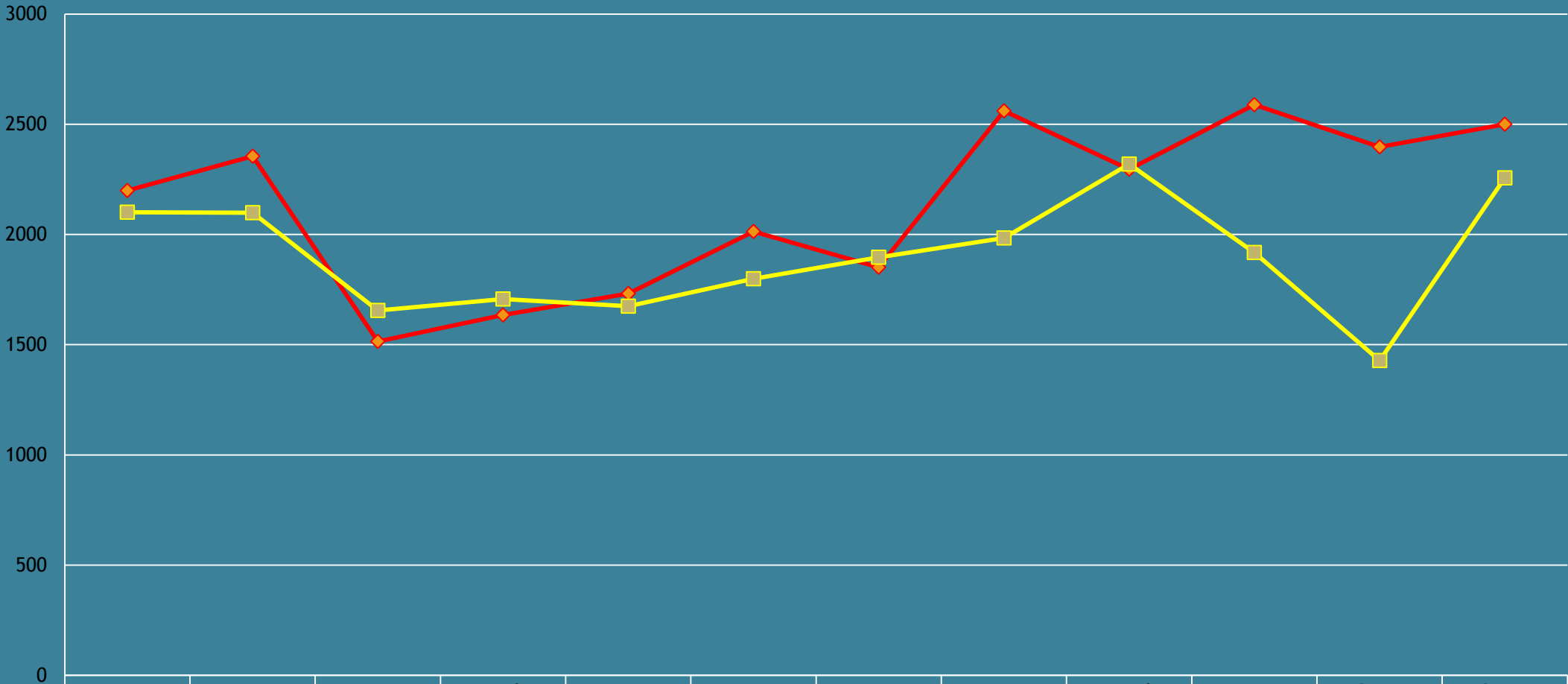


Tourism In Focus

Disruptive Positive Change in 2018

2017 Quick Review

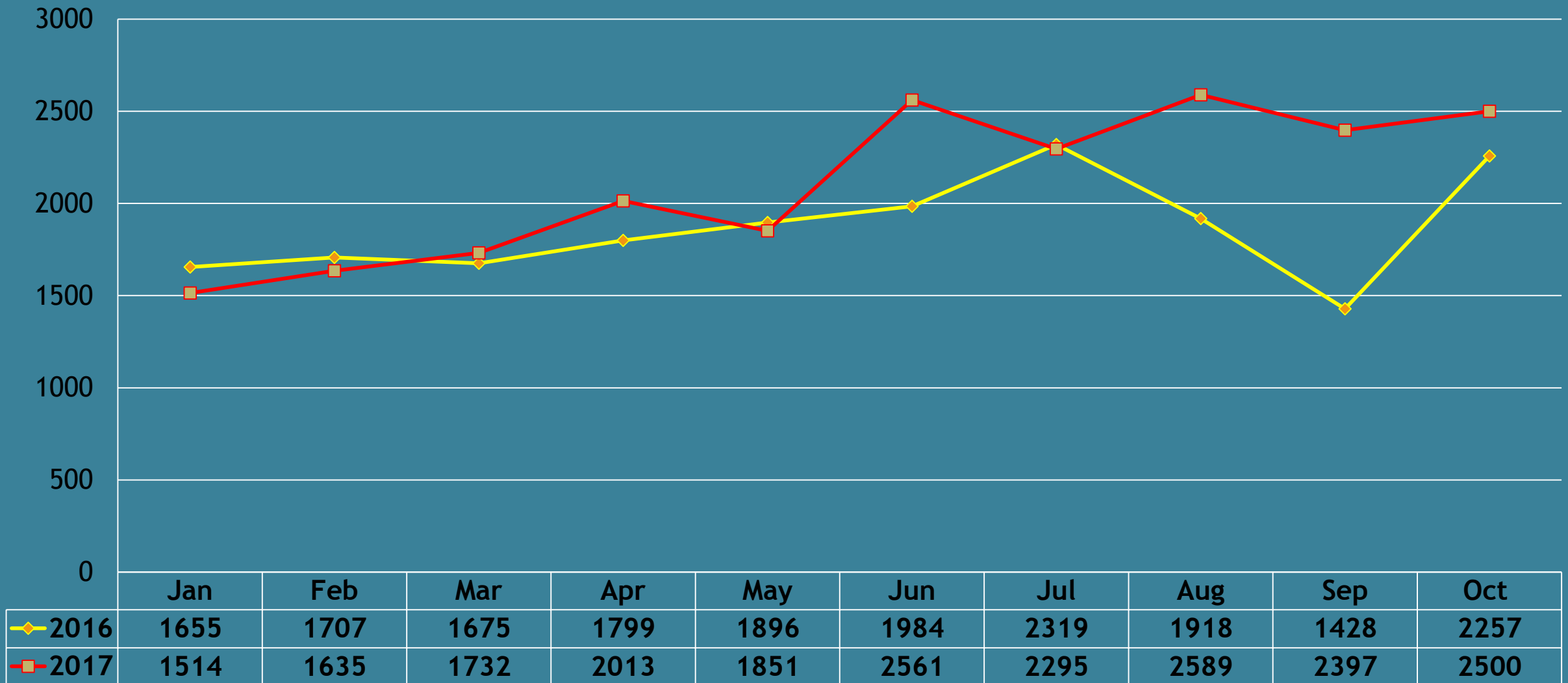
Graphs showing 12 months to October 2017
Growth: 12.2%



	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct
2016-2017	2199	2355	1514	1635	1732	2013	1851	2561	2295	2589	2397	2500
2015-2016	2101	2099	1655	1707	1675	1799	1896	1984	2319	1918	1428	2257

2017 Quick Review

Visitors Arrival by month Jan-Oct and year 2016 & 2017
Growth: 13.1%



2017 Achievements

- AU Roadshow (Brisbane & Sydney)
- Mi Save Solo - Travel Mart (Honiara)
- Taiwan and Japan Sales Calls
- ITB Berlin
- DEMA and G75
- PNG Media Meeting & Tradeshow

Total International Media: 43

Value: AUD 1,592.00 SBD9,572,651



Disruptors

Branding

Change in SIVB Presentation:
Logo, Uniforms

Release of Jason's maps

Tourism VS Logging

Tourism Export: 447m

Employment: 1751



Logging Export: 2414m

Employment: 8350

2018 Targets, Objectives and ROI

Region	Target VA	Approved Budget	FOREX	Acquisition Cost	ROI	EST. Expenditure
AUSTRALIA	11,800	2512,900	199,715,000	213	79.5	1354
NEW ZEALAND	1,780	900,000	33,486,250	506	37.2	1505
NORTH AMERICA	2,000	906,400	47,375,000	453	52.3	1894
ASIA	5,900	900,000	100,521,250	153	111.7	1363
EUROPE	1,510	865,000	25,726,625	573	29.7	1363
PNG	1,600	460,000	27,620,000	288	59.3	1363
OTHERS	2,732	3,928,000	46,546,450	1438	11.8	1363
TOTAL	27,322	10,472,300	480,630,575	383	45.9	

2018 Activities

Australian & NZ Markets

- Public Relations
 - Quarterly Media Familiarization Programs: AU & NZ Media
- Promotions/Tradeshows
 - South Pacific Tourism Exchange
 - Flight Centre: BNE, SYD, MEL & AKL
 - Treasures of South Pacific
 - Luxperience
 - NZ Trade Function
- AU & NZ Wholesalers Support
- Special Events Marketing
 - Mi Save Solo Travel Mart
- Advertising
 - AU & NZ Print Media and Online
- Trade Activities
 - Sales Calls
 - Webinars
 - Loyalty Programs
- OTA's
 - Agoda, Expedia, Booking.com, TripAdvisor

2018 Activities

Asian Market

- Public Relations
 - Retail Agents
 - Media Familiarization Visits
- Advertising
 - Print and Online
- Tradeshows and other activities
 - ITE Taiwan
 - ITF Taiwan
 - ITE Hong Kong
 - Seminar/Sales Calls
- Taiwan and Japanese Rep
- Looking into the Korean market



2018 Activities

North American Market

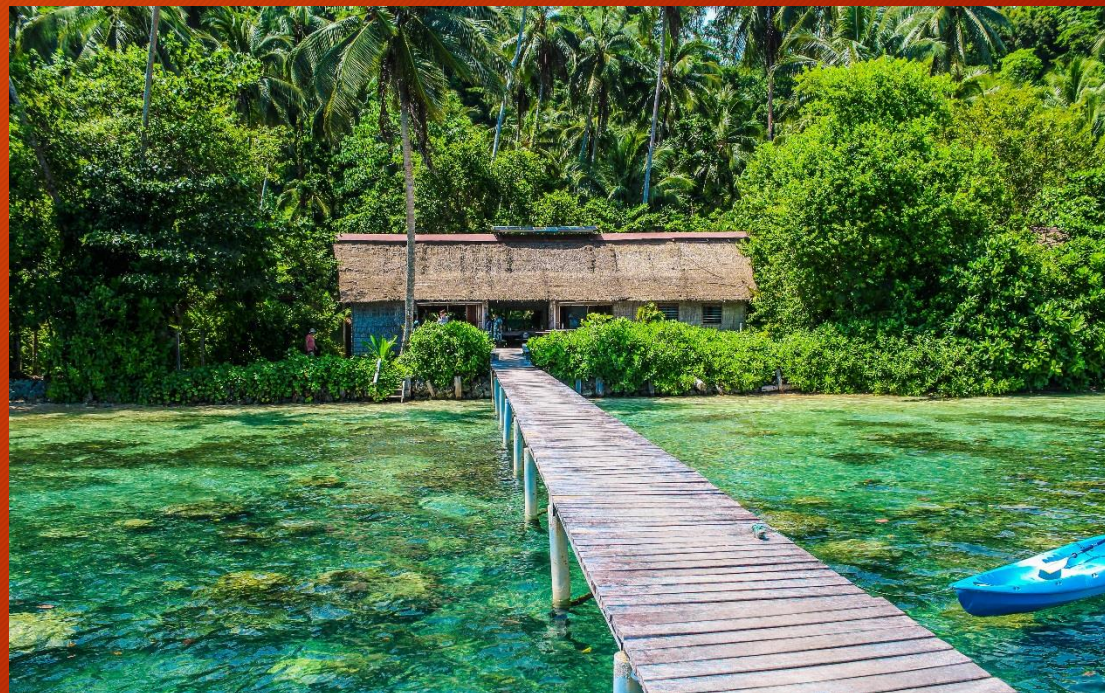
- Public Relations
 - International Media Visitation Programs
- Online and Print Advertising
- Trade and Wholesaler Partnerships
- Roadshow (San Diego & Los Angeles)
- Travel and Tradeshow
 - LA Times Adventure Show
 - H2O Scuba Show
 - Long Beach Scuba Show
 - DEMA



2018 Activities

European Market

- Meet the Pacific
(Lisbon, Rome, Milan, London, Paris, Amsterdam, Copenhagen)
- ITB Berlin
- Public Relations
- Wholesaler Famil and Support
- Advertising



2018 Activities

Papua New Guinea Market

- Public Relations
PNG Media publications
Newspapers and TV
- Promotions
- Advertising
- Tradeshow - Lukim PNG Nau
- Media Luncheon
- Wholesaler Support



2018 Activities

Niche Markets

Birdwatching

- Birdfair UK
- American Birdfair
- Wholesaler Support
- Birdwatching tour guide training



Dive

- Dive Wholesaler Support
- Dive Shows: ADEX, AIDE, DEMA
- Dive Fest 2018 (Honiara)
- PR: International Dive Media



Battlefield

- Advertising
- Media Famils



Fishing

- Retail Travel Agent
- Media Famils



2018 Activities

Niche Markets

Cruise

PR - Media
Port Development
Membership
Exhibition



Romance/Honeymoon

- Romance Media Famil
- Advertise - Wedding Media
- Online Trade
- Wedding Forum
- QLD Bridal & Honeymoon Expo

Surfing

- Wholesaler Support
- Surfing Competition
- Surf Media Famil
- SI Surf Guide



2018 Activities

Niche Markets

Events

- Events workshop
- WWII Commemorations
- Stunned Mullet
- Choir Festival

Culture

- Shell Money Festival
- Wagosia Festival
- Lagoon Festival
- Malamweimwei/Yam Festival

Communication Strategy

- School Awareness
- Newspaper
- Radio Shows
- Industry Newsletter



What Next

1. Feedback
2. Consultation
3. Joint Plan



Tagio Tumas!



UNDERSTANDING YOUR CLIENTS

An insight into who you are selling to
in Australia & New Zealand

Presented by
Richard Skewes, 30 January 2018.

THE CONSUMER

Who are they and how do they BUY holidays?



UNDERSTANDING THE CONSUMER: Why They Book



Price and reviews are most important decision-making factors when booking accommodation

- Price is important for all travelers – they aim to also balance online ratings and reviews with their own previous experience to decide on their accommodation

Importance to booking accommodation (top 10)



UNDERSTANDING THE CONSUMER:

The Millennials



UNDERSTANDING THE CONSUMER: Generation X



UNDERSTANDING THE CONSUMER:

Baby Boomers



UNDERSTANDING THE CONSUMER: How They Book

68%

**Will go online and start searching for holidays
before they even know where or how they want to go**

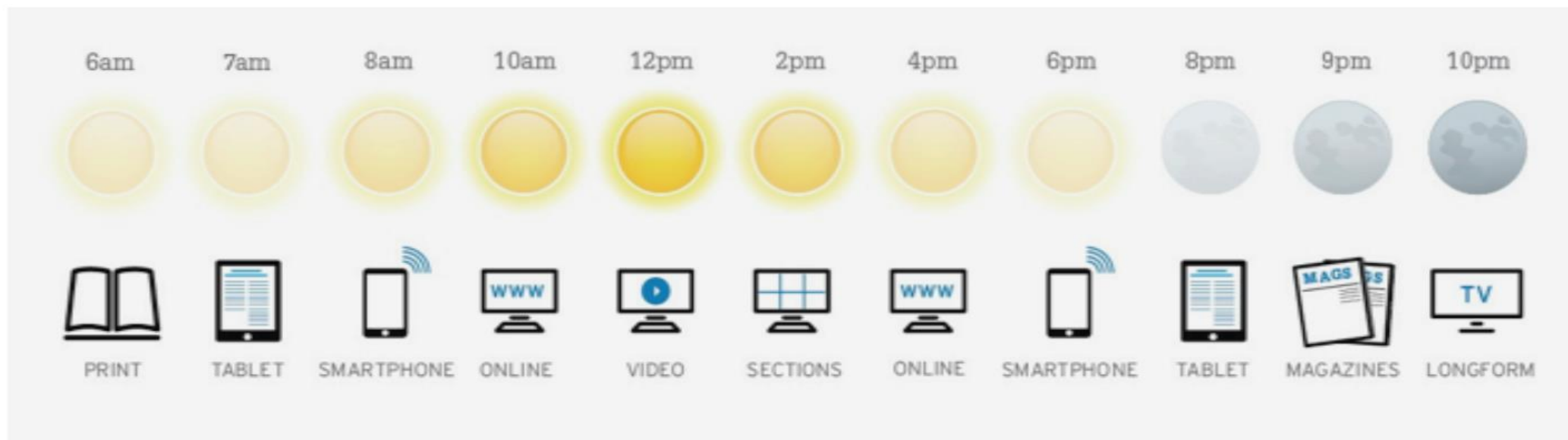
**Once they decide
on a few destinations
they'll research**

32-36
sites

**to find their
target consideration
set**

UNDERSTANDING THE CONSUMER: How They Book

In a fragmenting media environment audiences demand news, information and entertainment content on whatever device at whatever time they please – Fairfax call this their “Follow the Sun” strategy.



THE TRADE

Who are they and how do they SELL holidays?



YOUR POTENTIAL TRADE PARTNERS

TRADE PARTNERS AS OF END OF 2017

WHOLESALE		ONLINE TRAVEL AGENT	OTHER DISTIRBUTION CHANNEL
Allways Dive Expeditions (Aust)	Corporate Fishing Charters (Aust)	Expedia (Global)	Bartercard (Aust)
Dive Adventures (Aust)	Virgin Holidays (Aust)	Booking.com (Global)	Ignite Holidays (Aust)
Go Tours (Aust)	Perfect Wave/Perfect Dive (Aust)	Agoda (Global)	
Solomon Island Holidays (Aust)	Our Pacific (NZ)	GTA (Global)	
Omniche Holidays (Aust)	Pack Ya Bags (NZ)		
Battlefield Tours (Aust)			
Hideaway Holidays (Aust)			
Travel & Co (NZ)			
Relaxaway Holidays (Aust)			

YOUR POTENTIAL TRADE PARTNERS

2017 EXISITING TRADE PARTNERS

NEW PARTNERS WHOM WISH TO JOIN US IN 2018

WHOLESALE		ONLINE TRAVEL AGENT	OTHER DISTIRBUTION CHANNEL
Allways Dive Expeditions (Aust)	Corporate Fishing Charters (Aust)	Expedia (Global)	Bartercard (Aust)
Dive Adventures (Aust)	Virgin Holidays (Aust)	Booking.com (Global)	Ignite Holidays (Aust)
Go Tours (Aust)	Perfect Wave/Perfect Dive (Aust)	Agoda (Global)	UBookDirect.com (Aust)
Solomon Island Holidays (Aust)	Our Pacific (NZ)	GTA (Global)	Luxury Escapes / Living Social / Scoopon/ Bon Voyage (Aust/NZ)
Omniche Holidays (Aust)	Pack Ya Bags (NZ)	Tourico/HotelBeds.com (Global)	
Battlefield Tours (Aust)	Infinity Holidays (Aust/NZ)	Excite Holidays (Aust)	
Hideaway Holidays (Aust)	Intrepid Holidays (Aust)	Destinations of the World (Global)	
Travel & Co (NZ)	House of Travel (NZ)	Viator (Global)	
Relaxaway Holidays (Aust)	New Prestige Tours (China....based in Aust)		

HOTELIERS:
Don't forget to consider a Channel Manager for effective management of inventory and real time availability for OTA's

WHERE IS YOUR BUSINESS REALLY COMING FROM?

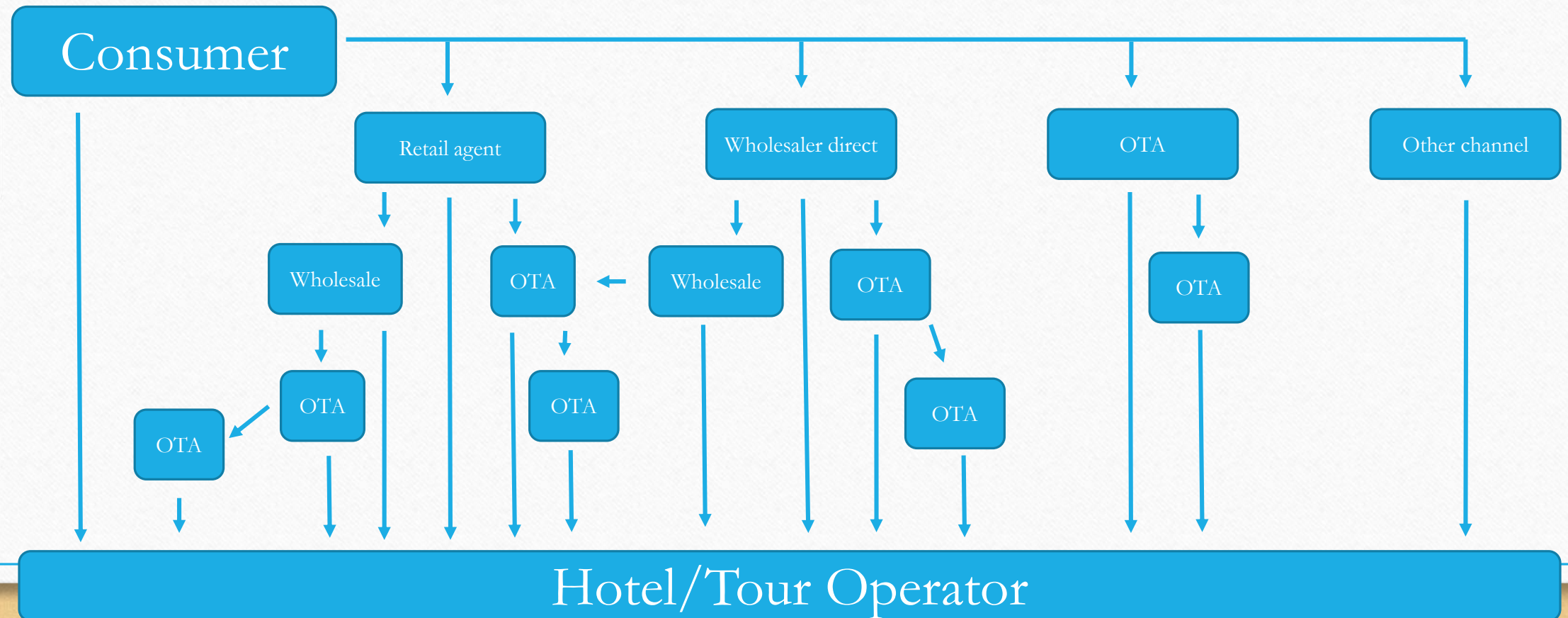
Did you know.....

- Over 90% of retail travel agents in Australia and New Zealand are signed up to sell expedia and/or booking.com through affiliate programs
- Most wholesalers have the ability to sell an OTA if they have to
- Some OTA's buy off other OTA's.

**SIVB
TIP**

Work with everyone you can.

TODAYS DISTRIBUTION CHANNELS



HOW CAN YOU GET MORE BUSINESS

THE CONSUMER



SIMPLE WAYS TO WIN THE CONSUMER

WEBSITE

1

- Make sure you have a website that works on all types of devices.
- Lots of high quality pictures are better than writing.....minimise word content
- Instant confirmation and 100% automation is the goal to converting sales

SIMPLE WAYS TO WIN THE CONSUMER

REPUTATION

2

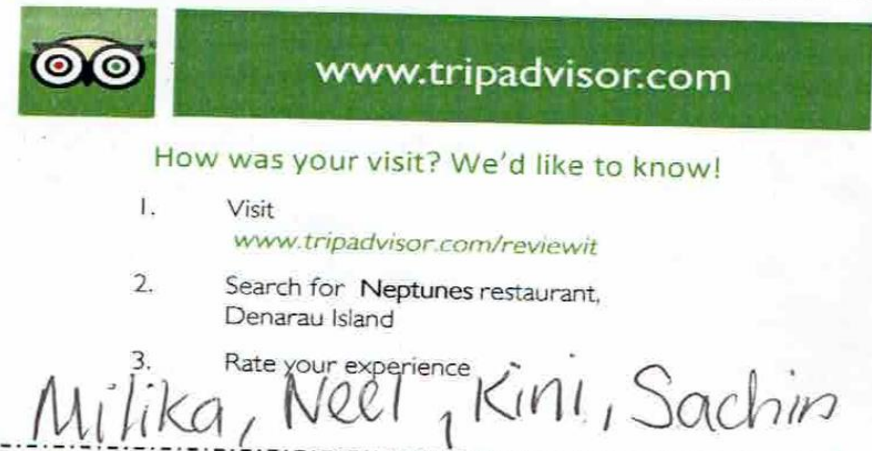
- 93% of hoteliers in a global survey said that this was crucial to their business
- 59% said they invest more money this year than ever before managing this
- Encourage and manage reviews on every possible media channel.
 - OTA review sites
 - Tripadvisor
 - Facebook, twitter etc


SIMPLE WAYS TO WIN THE CONSUMER

EXAMPLE OF HOW YOU CAN POSITIVELY ENGAGE YOUR GUESTS



THE BEST FISH & CHIPS AND
PIZZA ON DENARAU ISLAND



 www.tripadvisor.com

How was your visit? We'd like to know!

1. Visit
www.tripadvisor.com/reviewit
2. Search for Neptunes restaurant,
Denarau Island
3. Rate your experience
Milika, Neel, Kini, Sachin

This means that only people with positive experiences were encouraged to rate them making the business look very positive to potential future clients

HOW CAN YOU GET MORE BUSINESS

THE TRADE



SIMPLE WAYS TO WIN THE TRADE

ACCESS

1

- Make sure you are accessible to them via email and phone if required
- Enquiries and confirmation responses must take no longer than 24hrs to respond
- Be prepared to extend up to 30 days credit if necessary in the case of traditional trade
- Be prepared to accept virtual credit card payments in the case of OTA's

CHANNEL MANAGERS FOR HOTELS

Channel managers give small accommodation providers two main benefits:

1. Ability to sell the most rooms possible through as many channels as possible (without risk of overbooking).
2. Reduced admin by managing inventory and room rates from one central place (no need to log into the backend system of each booking site)

**The most popular hotel Channel Manager in our region
(used by over 80% of resorts in the Pacific) is Siteminder.**

SIMPLE WAYS TO WIN THE TRADE

PARITY

2

- As a general rule give everyone the same base rate.
- You can work separate marketing/pricing deals for campaigns etc but beware if a company is not competitive they will not sell you

SIMPLE WAYS TO WIN THE TRADE

REWARD

3

- Ensure enough commission is built into the rates for them to be able to operate effectively

EXAMPLE FOR SETTING RATES: TOUR OPERATOR

Q. How much money do you want to receive from each person for your tour?

This has to include enough to cover all your expenses for providing the tour and your desired profit.



A: SBD\$200

Take this figure and add 25%.
This is the price you need to advertise on your website/brochure.



A: $\text{SBD\$200} + 25\%$
 $= \text{SBD\$250}$ is advertised price of tour

If someone buys this from you directly then you should quote them this price.

If the trade buys it from you then give them 20% commission.



If you sell direct to customer you receive SBD\$250

If you sell it to a wholesaler you receive $\text{SBD\$250 less } 20\% = \text{SDB\$200}^*$

EXAMPLE FOR SETTING RATES: HOTELIER

Q. How much money do you want to receive from each person for your hotel room?



A: SBD\$300

Take this figure and add 50%. This is the price you need to advertise on your website/brochure.



A: $\text{SBD\$300} + 50\%$
 $= \text{SBD\$450}$ is advertised price of room

If someone buys this from you directly then you should quote them this price.

If the trade buys it from you then give them 20% commission.*



If you sell direct to customer you receive SBD\$450

If you sell it to a wholesaler you receive $\text{SBD\$450}$ less 20% = SDB\$360*

You now also have the ability to offer discounts of up approx. 17% to participate in campaigns, marketing, other opportunities



$\text{SDB\$450}$ less 17% discount = SBD\$373.50
Less 20% commission = SBD\$298.80

MOVING FORWARD

SIVB + TOURISM SECTOR





SIVB +
Tourism
Sector = SUCCESS

SOME IMMEDIATE STEPS WE ASK FOR YOUR HELP WITH

CHECK YOUR ONLINE PRESENCE:

- a) Is your website giving the consumer what they want?
- b) Are you enhancing your reputation by engaging online?

SOME IMMEDIATE STEPS WE ASK FOR YOUR HELP WITH

CHECK THE WAY YOU DEAL WITH TRADE :

- a) Are you accessible?
- b) Do you provide rate parity?
- c) Do you offer acceptable commission?
- d) Do you work with everyone you can?

SOME IMMEDIATE STEPS WE ASK FOR YOUR HELP WITH

Ask the SIVB team to send you
a copy of this presentation

QUESTIONS





SIVB PR

Mike Parker-Brown



SIVB PR - Key Objectives 2018

- To increase international consumer and trade awareness of the Solomon Islands as a premier travel destination by complimenting all its marketing activities with a comprehensive Communications Strategy which encompasses print, electronic, online and other media distribution channels.



Key Messages – International

- The Solomon Islands is one of the few ‘untouched’ destinations in the South Pacific, waiting to be discovered by a new international audience, easily reached and offering a unique, rich and vibrant culture
- The Solomon Islands offers its visitors a multi-faceted choice of travel options appealing to all types of travellers irrespective of taste, requirement or budget.
- The Solomon Islands is a safe, very friendly and very hospitable destination



SIVB Ongoing PR Strategy – 2018

- Ongoing distribution of pertinent PR to highly targeted trade and consumer media
- Invite increased numbers of key international trade and consumer media on famils with a view to creating awareness in both the travel industry and via consumer media outlets
- Continue to work closely with Solomon Airlines and other key stakeholders/increase confidence in SIVB strategies



So what exactly is PR – how does it work?

How can you make it work for you?



Well managed PR is one of the most cost effective methods for any business and in particular small businesses looking to raise awareness of their product



Business Planning Advertising and PR

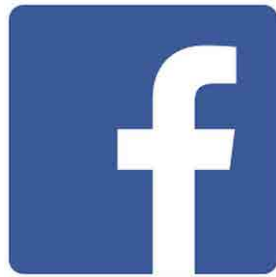


Websites



Social Media

Facebook – Instagram





Events

- **Tuna festival**
- **Wogasia festival**
- **Melanesian Arts Festival**
- **Banana Festival**
- **Shell Money Festival**
- **Roviana Lagoon Festival**
- **Stunned Mullet Competition**



Create an event

- **Agnes Gateway Hotel – Cooking Competition**
- **Zipola Habu – Fishing Competition**



**Work co-operatively with other local operators
to promote your region**



So what can we do to help you?



Media Articles





THE King's Gold

— BY CAROLINE GLADSTONE —

*Named after biblical King Solomon,
these islands deliver so much more than treasure.*





TRAVEL+
LEISURE



T+L | [Trip Ideas](#) | [Island Vacations](#) | [Solomon Islands](#)

A Guide to Traveling to the Solomon Islands

by Alex Schechter March 15, 2017





Last updated: 08:57 PM ET, Sun March 05 2017

Epic Battlefield Tours for 2017

[Tour Operator](#) [Trafalgar](#) [Monica Poling](#) March 05, 2017



PHOTO: A U.S. Marine Corps archive photo from Guadalcanal (Photo via Flickr/[USMC Archive](#))



DO YOU LOVE CHASING
LITTLE STUFF
IN THE SHALLOWS?

+

FINNING THROUGH CURRENT
WITH 20 SHARKS AT A TIME?

+

EXPANDING YOUR EXOTIC
FISH-ID LIST?

+

EXPLORING HISTORIC
WWII WRECKS?

+

CAPTURING AMAZING IMAGES
IN PERFECT VIZ?

+

WHAT DESTINATION OFFERS
ALL OF THIS, PLUS A WELCOMING
CULTURE THAT GOES BACK
5,000 YEARS OR MORE?

**THIS IS
THE
SOLOMON
ISLANDS**

PHOTOGRAPHY

SPENTOLIVE.COM | JULY/AUGUST 2017 47



THE BATTLES OF PARADISE

The Battle of Guadalcanal, in the Solomon Islands, marked a turning point in WWII. This year marks the 75th Anniversary of that decisive combat. Planning is well underway for special commemorations, involving representatives of all participating countries, discovers **Kathy Ombler**

Reefs, lagoons and jungle; blues and greens and aquas - the beauty of the Solomon Islands today belies its bloody WWII past, when six months of battle turned the tide of the Pacific Campaign. The Battle of Guadalcanal stopped the Japanese advance. It also left tens of thousands dead; Solomon Islanders, Japanese, Americans, Australians, New Zealanders and





SOLOMON ISLANDS



UNDERWATER WAR STORIES

From the air, the Solomon Islands archipelago looks like a tropical island paradise – and it is. But just over 70 years ago, this was the scene of WWII's most prolonged military campaign in the Pacific theatre.

CASTAWAY PLEASURE

Greg Clarke samples the simple pleasures of lobster, icy cold beer and deserted beaches in the Solomon Islands, which once hosted one of the world's most famous castaways.

From the over-water bar at Fatboys Resort in the Solomon Islands, lobster tails and cold beers are served with views to nearby Kennedy Island. The confection of sand and trees is a castaway idyll and the island was the temporary home of perhaps the most renowned castaway (other than Robinson Crusoe) in history.

There are 992 islands in the Solomon Islands. Some 300 are

inhabited. Kennedy Island takes its name from the 35th president of the US, John Fitzgerald Kennedy, who was shipwrecked there during World War 2.

In 1943, Kennedy was commander of a Patrol Torpedo (PT) boat that was sliced in two by a Japanese destroyer one night. Two men were killed but Kennedy, 26, swam to the island that would later be renamed in his honour (it has had various names,

including Plum Pudding Island).

After long swims at night searching for patrolling naval colleagues who might offer rescue, JFK and his comrades hid from the Japanese during the day.

The fighting here was some of the most critical during the war in the Pacific and strategically linked to the Papua New Guinea campaign. When the Japanese were defeated in the Solomons they retreated to Rabaul. The

simplified version of wartime logic went something like this: control the Solomons and PNG and win the war for the Pacific.

This year marks the centenary of Kennedy's birth, as well as the 75th anniversary of the beginnings of the campaign in the Solomons after the Japanese invaded in 1942.

Divers have long since been lured to the Solomon Islands – there are 52 war wrecks in Iron Bottom

Sound, the body of water east of Honiara's main port.

It's about 500 metres from Fatboys Resort, on Mbabanga Island near Gizo in the country's Western Province, to verdant Kennedy Island. After taking a boat from Fatboys I take on a circumnavigation (sort of) while staff from the resort begin to cook lunch on a wood-fired barbecue. Lobster tails, Spanish mackerel and coconuts are on the menu.

“The fish we catch become dinner, cooked whole and local style on a fire covered with stone-like chinks of broken coral.”

The name, Fatboys, is taken from the character Joe in Charles Dickens' novel *The Pickwick Papers*. Fatboy's life revolves

around eating, sleeping and making every attempt to avoid work. The resort does its best to encourage visitors to indulge in this

life. There are some, however, who spend their days diving on nearby wrecks and at night swim with the apparently friendly covey of reef sharks.

The water under the bar is home to hundreds of beautifully coloured fish, and in this free-ranging aquarium guests can watch through, or dive into, waters clean as a child's conscience. ➤



ADVENTURE SOLOMON ISLANDS

Solomon says...

Get out of your comfort zone and into the vibrant culture of the Solomon Islands. Features editor Fiona Ralph tests the waters

You could drink cocktails by the pool in the Solomon Islands, but you'd be wasting an opportunity. The real Solomons need to be experienced head-on. Try camping on a deserted island, eating cassava off an open fire, diving through a Second World War plane wreck and mingling with the locals. After all, they're some of the friendliest people you'll ever meet - a mix of Melanesians, Polynesians and Micronesians living on a third of the country's 992 islands. The archipelago lies north-east of Australia and is split into nine provinces, each with its own distinct customs and languages (more than 70 are spoken, with English the official language and Pijin the most commonly used).

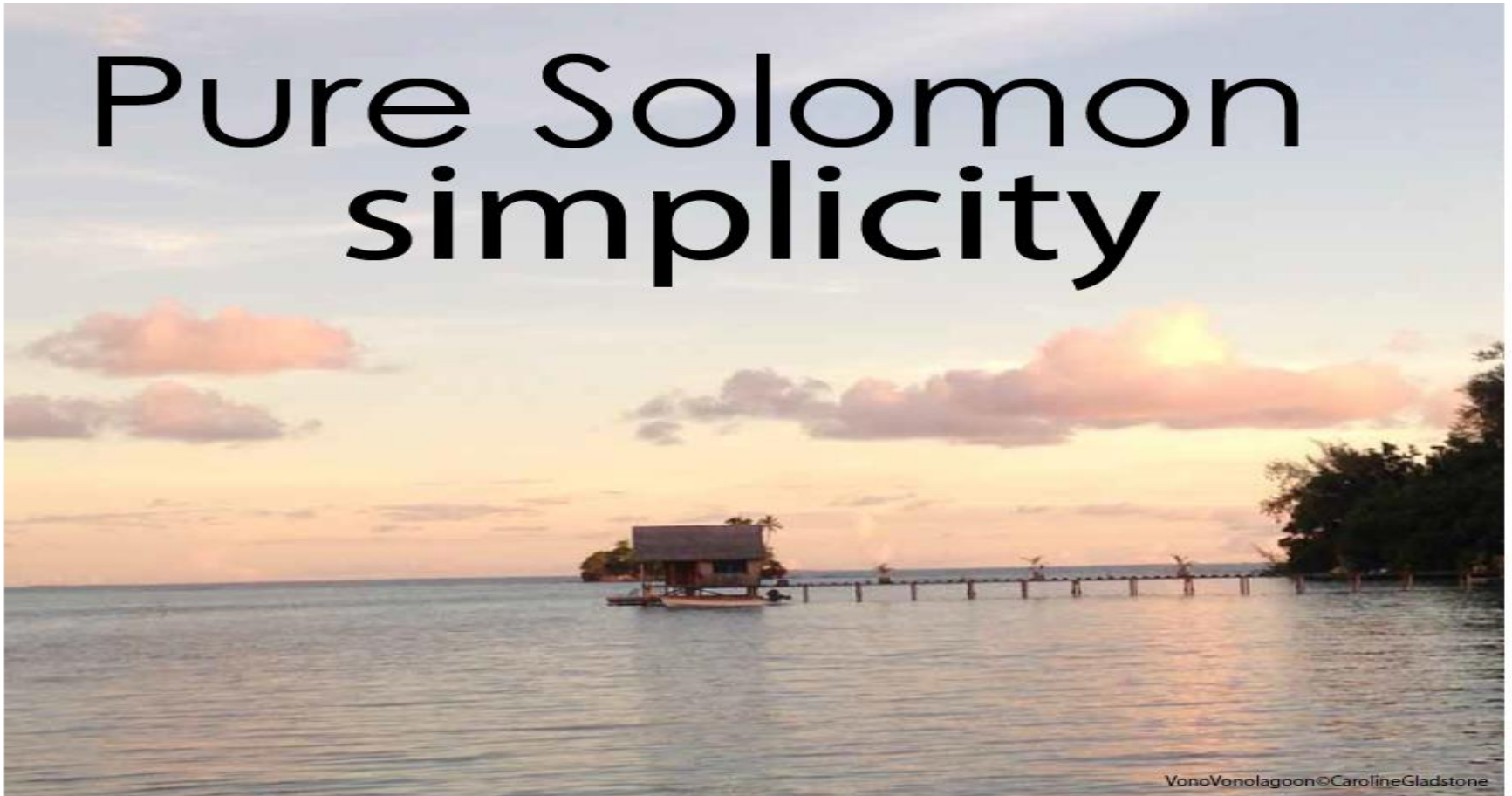
The islands are already popular with diving fans due to the crystal-clear water, the sheer number of wrecks and abundant fish populations. But apart from divers and a few fishing and surfing tourists, the Solomons remain largely undiscovered. The country receives around 23,000 visitors a year - just 3 percent of Piji's traffic. This means you can still have an island to yourself and - hooray! - the locals aren't yet jaded by tourists. Although facilities can be basic, there is beauty in the lack of development, with eco resorts and village homestays offering a refreshing contrast to the polished tourist operations in neighbouring countries.

At Titiru Eco Lodge, you can slip off the balcony of your bungalow straight into the fish-filled lagoon. If you can drag yourself away, it's an easy walk to Ugehe village, where a joyful flurry of children follows your

WORDS: Fiona Ralph PHOTOGRAPHY: Kiriand Photography



Pure Solomon simplicity



VonoVonoLagoon ©CarolineGladstone

By Caroline Gladstone



AERAGI Beach is touted as the most beautiful in the Solomon

as the little ones chase us about.

Later when I think of all the experiences I have during a week in the Solomons, from eating lobster on the deck of my resort, to

than a handful of travellers in any given day. Whizzing about on a boat between islands on the glassy Vono Vono lagoon, we see more dolphins than people.



Destination: Solomon Islands

In the swim of things

Wheels are now in motion as the country prepares for the 2023 Pacific Games – seen as a catalyst for future business events. By **Julian Ryall**

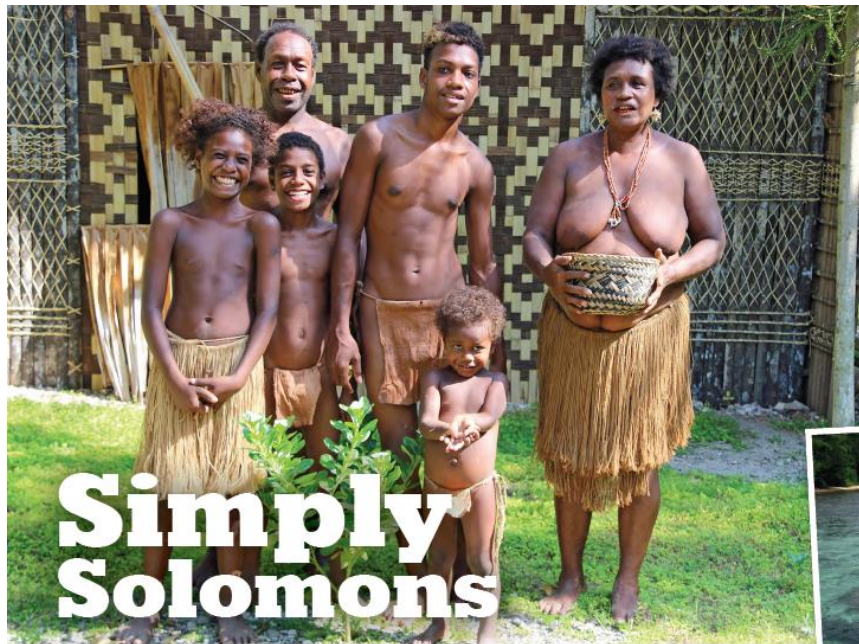




It's Island Time

A place to steal your heart, immerse you in island culture and to see unspoilt natural wonders, the Solomon Islands is a must for your bucket-list writes *Dan Morris*.





Simply Solomons

The Solomons have an authenticity you won't find elsewhere. Life here is simple.

Though they might seem poor in the trappings of our everyday existence, no TVs, no computers and no tablets, their islands are rich in natural beauty. It's a place that will touch your heart, where the friendly Solomon Islanders will welcome you to with open arms.

If you are looking to disconnect and reconnect then this is the place for you. Translation, not much internet. Snorkelling replaces iPads, watching the fish under your bungalow making TV forgotten, exploring Skull Island and other head hunting history better than any computer game.

You can get a taste of traditional Solomon Islands life in the capital Honiara, with a visit to Lumtobopo Village, a short drive from the centre of town, where you'll be shown how villagers cook with hot stones

and bamboo utensils, how to weave roofing from palm leaves and given a coconut to sip through a bamboo straw.

Get to Gizo

The best places to explore the authenticity of the Solomons however, are outside of the bustling capital Honiara. Head over to the Western province on a short internal flight to visit the small towns of Gizo and Munda each with their own natural rhythm. Even the inflight entertainment is authentic: you'll be glued to the window as you head over the tin roofs of Guadalcanal's scattered villages, over the turquoise ocean, with its shallow fringing reefs, and then the restful greens of the vibrant jungle landscapes.

Fatboys Resort in Gizo provides a classic example of

CLOCKWISE FROM LEFT:
Learn about traditional
Solomon life at
Lumtobopo Village.
Local kids cooling off at the
jetty in Munda.
Snorkelling under the jetty
at Fatboys Resort in Gizo.
Heading over to Kennedy
Island in one of Fatboys'
hobby craft vessels.

the multitude of simple Solomon pleasures to enjoy as a family. The resort's restaurant, bar and day room sit out over the lagoon so you can get excited about swimming in the warm, clear waters even whilst you eat your breakfast.

You can snorkel around and under the jetty, check out the iridescent giant clams and sea anemones stuffed full of clown fish. Try your hand at stand-up paddle or paddle a kayak along the water's edge to the next resort and soak up your peaceful surroundings.

If you want to venture further afield take one of the motorised hobby craft vessels and set out across the lagoon to Kennedy Island – named after the rather famous John F. Kennedy, who was rescued here during World War II after the patrol boat he was skippering was rammed by a Japanese Destroyer. The

island is uninhabited but you'll find a large picnic area surrounded by palm trees and the island is circled by a white sandy beach. There's a small shrine to Kennedy on the island, built by local Eroni Kumana, who helped in the famous rescue. The snorkelling here is amazing: big boulder corals decorated with Christmas tree worms, the fragile reefs brimming with colourful little inhabitants and big territorial damselfish and graceful batfish.

Nearby, the appropriately named Sandy Bar is also worthy of a little expedition in the hobby craft. A coral reef runs the full length of one side of this low sandy island and it's the perfect place to 'wax down' and enjoy the sunset.

Back at Fatboys, enjoy a family game of pool or watch the reef sharks just off the wharf vying for

family traveller



OAWK TIPS

- The power outlets and voltage are the same as the Solomons as Australia. No power adapters needed.
- Whilst not common in the western provinces, mosquito born disease is a feature of the Solomon Islands. See your doctor first for the appropriate information and be sensible with mosquito protection.
- Pidgin is the common language between all cultural groups and English is taught in school. You will be able to communicate with every one you meet, with most speaking good English.



ASIAoutlook Business Travel Guide
www.asiaoutlookmag.com

Solomon Islands



Seek the Unexplored



72 | SOLOMON ISLANDS

SOLOMON ISLANDS | 73

LAND OF PEACE & PALMS

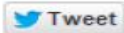
The WWII legacy of the Solomon Islands just might be the key to a brighter future for this remote archipelago, discovers
Nick Walton.



Tested: Surfing The Solomon Islands

17 JAN 2018

11



Like 231

Share

COASTALWATCH | TRAVEL

With only 23,000 visitors a year, the Solomon Islands is definitely a travel spot off the beaten track, and one where you can find a lot of potential for great waves amongst its hundreds of surfable islands. Doug Lees managed to find waves, feed on fresh fish and even sneak in a few cold beers.





THE LURE OF THE SOLOMONS

The South Pacific's biggest secret lies in the fish-rich waters of the Solomon Islands, a fishing paradise just hours from Australia.

By Ben Caddaye



GO SLOW IN THE SOLOMONS

Home to rustic romance, overwater spas and lobster every day for breakfast, lunch and dinner, the Solomon Islands' charms will allow you to switch off in every sense of the word.

WORDS & PHOTOGRAPHY / CHRISTINE RETSCHLAG



PR Strategy 2018 – Overall Objectives

- Building on the platform created in 2017
- Playing stronger role in reaching government objectives
- Maintenance of IMVP
- Continue to work closely and maximise ROI with Solomon Airlines and other key stakeholders, local travel associations, hoteliers, operators and overseas wholesale tour operators.



IMVP/PR Focus 2018

- Continue to underline 'multi-faceted nature' of the Solomon Islands tourism product
- Soft Adventure – dive/surf famils for novice media (learn to dive/learn to surf), sailing, kayaking, fishing, trekking
- Family/sporting groups/religious tourism
- Romance/weddings/honeymoons
- Backpackers/Flashpackers
- Culture/festivals
- Lively Seniors/empty nesters



Already confirmed for 2018

- PNG Media Visit
- NZ media Lunch – Auckland 20 February
- NZ Fishing Media Famil – 19-27 February
- Generic AU/NZ Media Famil – March
- Netherlands blogger confirmed for April
- Bloggers confirmed from Japan, Hong Kong, Taiwan and Singapore across July to September
- Further AU/NZ and North American IMVP Famils now on the planning board



Tagio Tumas

Any Questions

Solomon Airlines 2018

TOURISM

A Few Facts

- Foreign aid: Solomon Islands continues to face social and economic challenges | Daily Telegraph
- The unemployment is 31.4 per cent,
- The adult literacy rate is 17 per cent, and
- A quarter of the population live on less than \$2.30 per day.
- Can we afford not to focus on tourism?

Tourists – our best estimates

- 2015 – 6 000 tourists
- 2016 – 6 600 tourists
- 2017 – 7 000 tourists
- 2018 – 9 500 tourists (if we get Munda working)
- The only reliable fact about these numbers is that they fall far short of what we need.

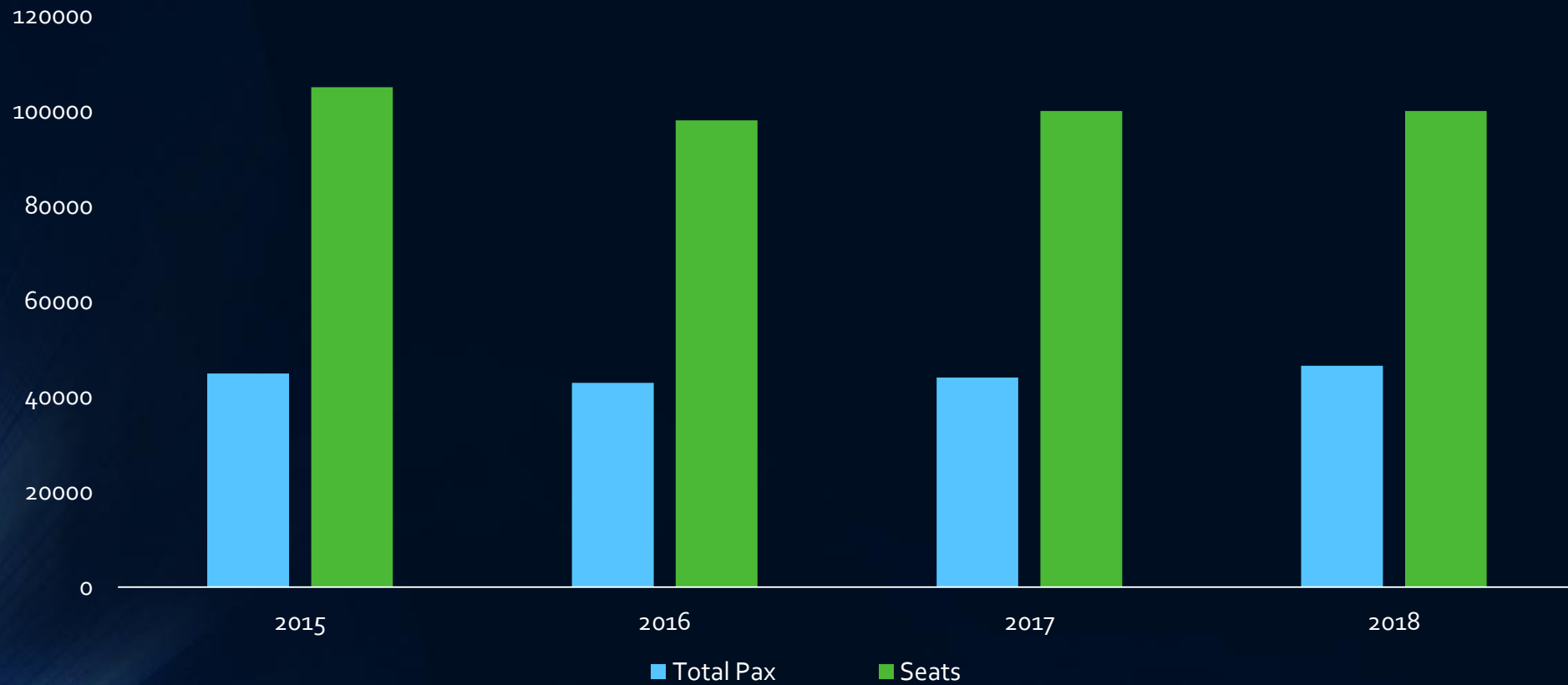
Why focus on tourism

- Solomon Airlines can't grow without tourism
 - Business growth is static
 - Government travel is static
 - Visit Friends and Relatives (VFR) is static
- The Solomon Islands Economy can't grow without tourism
 - Logging has a limited future
 - Fishing must be managed carefully
 - Agriculture has its limitations
 - Mining????
- Unemployment will grow without tourism

Airlines flying to Honiara

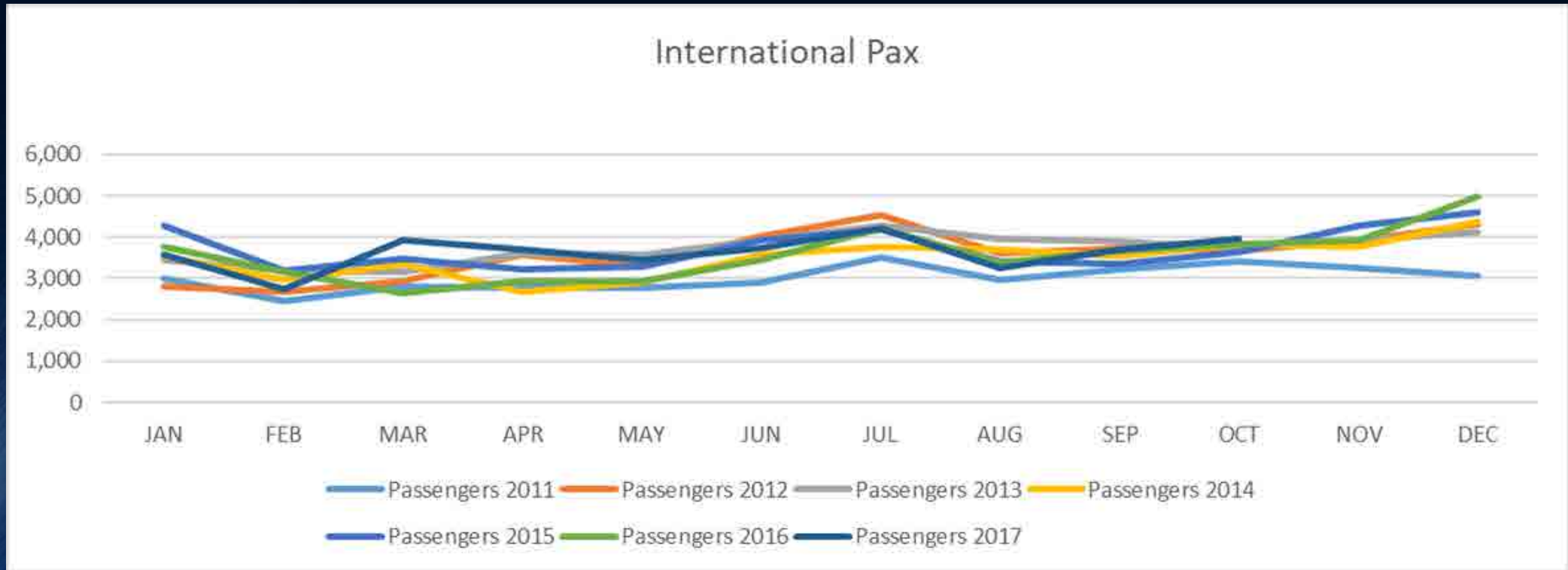
- Solomon Airlines
- Virgin Australia International
- Air Niugini
- Fiji Airways
- Nauru Airlines

Brisbane Honiara Pax vs. Seats



There is no shortage of seats!

Total Solomon Airlines International Passengers



No significant change over the past 5 years

The background is a dark blue gradient with abstract, glowing light rays or wave patterns emanating from the bottom left corner, creating a sense of depth and movement.

Can we afford to wait?

The role of an airline

- The airline is an enabler in the service industry
 - The airline is an employer
 - For 1 direct employee there are 5 to 7 indirect, induced and catalytic employees
 - Generates foreign income
 - Essential to business
 - Essential to tourism
-
- We are actively wanting to work with everyone to grow tourism.
 - We are prepared to lead things if required!

Our Constraints

- Lack of investment in the airline
 - Working capital
- Old aircraft
 - Higher maintenance costs
 - Higher fuel burns
 - Reliability
- An unlevel playing field
 - 5th Freedom Rights – compare to Fiji
- Shortage of qualified and experienced people

Constraints

- High costs of all training
 - Trainers attract 20% NRWHT
- Poor condition of all the domestic airports we service
 - Cause premature failure of components
- The Solomon Islands is a very expensive place to do business
 - Infrastructure
 - Inefficiency
 - High cost of housing
 - High cost of food

What does tourism do for the economy?

- What is 1 tourist staying for 7 days is worth?
 - Total SBD 10 600
 - Airfares SBD 4 000 (includes taxes of SBD 1 300)
 - HOTAC and activities SBD 6 600
- What is 1 acceptable room is worth?
 - 72 Passengers (70% Occupancy) 7 day stay
 - 104 passengers (70% Occupancy) 5 day stay
- 1 room = SDB 763 000 p.a. on a 7 day stay
- 30 rooms @ 70% occupancy = SBD 23m

Why wouldn't we grow tourism ???

What must be done to grow tourism?

- We need infrastructure
- Limited capital
- Improve existing facilities
 - Cheaper and quicker than building new ones
- Get the pricing right
 - Price according to the season
- Develop the activities
- Staff training
- Promote

Western Province as a Destination?

- The Western Province want tourists
- The area is stunningly beautiful
- Provides an alternative to Fiji, Vanuatu, Cook Islands etc.
- Use Munda as a destination
 - Cuts out the Honiara – Munda fares
 - Short easy flights to Seghe and Gizo
- The hotels understand the need for flexible pricing

An aerial photograph of a tropical island. A long, straight runway or airstrip is visible, surrounded by lush green vegetation. The island is bordered by clear, turquoise water, and a small cluster of buildings is visible on the right side. The word "Nyras" is overlaid in the top left corner in a dark blue font, with a small red triangle to its right.

Nyras

- Key deliverables to enhance the likelihood of a successful initiative

- Prepared for: Solomon Airlines

- 17/12/2017

Why Munda

- The basic infrastructure exists
 - An airport
 - Resorts
 - Relatively easy to renovate
 - Don't need roads
- Current pricing models are wrong
 - Resort owners are happy to change
- New destination for our target market
 - Divers love the area
- We have done the basic work



Dive Munda – a superb dive school

Warm crystal clear water

Stunning beauty

Untouched by pollution (as yet)





What has Solomon Airlines Done?

- Set up the Tourist Infrastructure Development Fund
- Engaged Nyras to verify our ideas and action plan
- Worked with numerous consultants
- Worked with NZ MFAT and assisted with every request
 - Resolved the security challenges at the airport
- Worked with resorts and Dive Munda to set prices
- Working with the ministries
- Found solutions to the obstacles
- Planned launch is 7 April 2018

Still to be done

- Complete the airport lighting
- Renovations to resorts
- Terminal Building
 - Marquee
 - Quick and easy
- Leaf Hut
 - Relatively quick and easy
 - Local materials
 - Local labour
- Employ and train staff

A leaf hut – authentically Solomon Islands





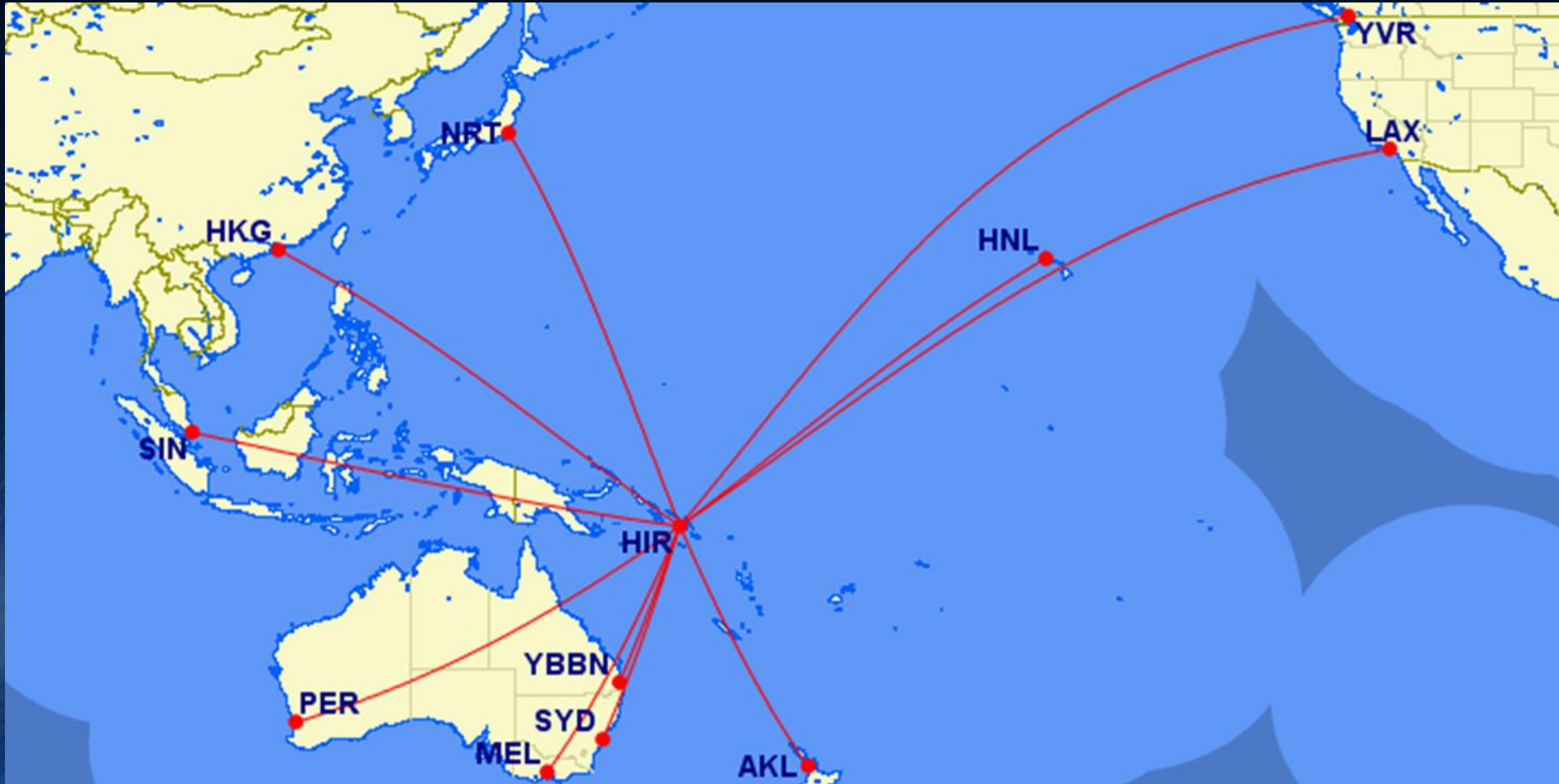
Now for the letdown

- I was advised by NZ MFAT on Friday that the airport will only be ready much later in the year.
- Apparently the problem is one of staffing
 - New Airports Company (SIACL)
- Solution
 - Solomon Airlines will run the airport and facilities
 - Help us find us an alternative solution

Why this Munda Project must go on

- The word is out
 - The local community is depending on us
 - The local community has been let down so often
 - The dive community is ecstatic about this venture
 - If we don't do it we will be proving we are all unreliable!
-
- If we miss this opportunity we will still be thinking about what we should have done in 5 years time.

Our Vision



A wide-angle photograph of a sunset over a calm body of water. The sky is filled with soft, wispy clouds in shades of blue, purple, and orange. The sun is low on the horizon, casting a warm, golden glow across the sky and reflecting it on the water's surface. In the background, a range of dark, silhouetted mountains stretches across the horizon. The water in the foreground is still, with gentle ripples reflecting the colors of the sky. The overall mood is peaceful and contemplative.

Was this all just another dream?

Solomon Islands Visitors Bureau

BRAND & BRAND STRATEGY DEVELOPMENT



Webmedia South Pacific

- Webmedia South Pacific is a full service ad agency (Creative, Web, Software, Photography, Video, Programming & Public Relations) based in Fiji and the South Pacific.
- Our position comes from more than 12 years and 700 clients in private, public and civil sectors and more than 100 clients serving various stakeholders in the tourism industry including:
 - Regional Tourism Offices (SPTO), NTO's, Wholesalers, Inbound Operators,
 - Resorts, Hotels, Backpackers,
 - Services Providers and including the smallest of tourism operators.



Defining a Brand

A Brand is NOT a slogan... or a logo

EVERY COUNTRY'S TOURISM SLOGAN



Go Ahead, Name Another One!



Defining a Brand

The term 'brand' has hundreds of different meanings so we feel it's important to offer the basis of our definition of 'a brand'.

A brand is a promise... pure and simple.

Our Objective

Review the current Solomon Islands' brand to characterize the destinations identity, message, image and positioning.

In Other Words...

1. Define the Unique Selling Points of The Solomon Islands
2. Make it All Clear, Simple and Repeatable
3. Create a Big & Beautiful Solomon Islands' Choir Singing the Same Song
4. Inspire Happy Visitors to Return
5. Get Government and Business Together to Make Good Things Happen.

So We Dug In

In terms of Branding, Performance and Presence:

- We Looked at The World
- We Looked at the Closest Competitors
- We REALLY took a hard look at the Existing Solomon Islands' Situation

Digging Deep

We then wanted to figure out...

- What's working?
- What can we salvage?
- What's 'not' working?
- Why is it not working?
- Where do we go from here?

Our Belief System

- Don't Start from POINT ZERO again... Use whatever you can from your existing branding
- If you are going to make the change, make a change that is so solid, based on common sense and practical knowledge and experience that people will buy into for a full generation.
- Make a change that means maintaining the brand is the only sensible / logical thing to do.
- Make the **only change** that every single person in the country will be able to get behind.
- **Make a change that no one else in the world can ever take, rip, modify, or mistake.**

Our Belief System

The only way this works is that it must be:

- 1) Simple*
- 2) Easy to Implement and Follow*
- 3) Full of Impact*
- 4) Highly Cost Effective.*

These are our tenets.

Coming This April

A Way Forward For Us All...



Highlights From Our Findings

You Told Us You Want in Your Brand

Major Brand Characteristics to Possibly Integrate

- 1. Extremely Friendly*
- 2. Tremendous Natural Beauty*
- 3. Multicultural*
- 4. Highly Diverse Activities*
- 5. Less Commercial*
- 6. Eco Epic*
- 7. Raw with Traditional Lifestyles (Subsistence Living in Action)*

Maximising Resources



Mist



Spray



Stream

Major Markets to Appeal to...

- 1. Light Adventure Seeker*
 - 2. Dive - Relatively more mature than other markets in SI's*
 - 3. Family (Added benefit is that it appeals SI's to safety as well)*
-

- 1. Eco + Culture (Overlaps with #1. Light Adventure Seeker)*
- 2. Romance (Couples: pre/post weddings – Overlaps with #1. Light Adventure Seeker)*

The Blank Canvas

One of the most surprising findings from our research is just how little there is about the Solomon Islands online.

Most prospective travelers know little about the Solomon Islands to begin with... and a relatively deep search over the past few years will still point out almost no negatives (~~RAMSI, Safety, Crocs, Malaria, etc~~).

Even the normally 'highly' conservative CIA, High Commission and Embassy Reports are not very damaging at all.

This is a great basis to start... a clean canvas to paint your brand.

The Blank Canvas

Additionally.....

There is generally so little is known about the Solomon Islands by anyone that you can literally paint your own masterpiece. You are your own reality... just as you see it and project it.

You can learn from Fiji, Vanuatu and the like to produce a vision that allows for an immediate and lasting 'WOW Factor'.

Challenges with OTA's

Accommodator	Location	Trip Advisor	Expedia
Pacific Casino Hotel	Honiara, Guadalcanal Is	(web- 142) 173	170
Solomon Kitano Mendana Hotel	Honiara, Guadalcanal Is	(other- 100) 96	NA
Sanalae Apartments	Honiara, Guadalcanal Is	20	NA
Coral Sea Resort & Casino	Honiara, Guadalcanal Is	NA	5
King Solomon Hotel	Honiara, Guadalcanal Is	60	NA
Heritage Park Hotel	Honiara, Guadalcanal Is	(web- 48) 87	48
Honiara Hotel	Honiara, Guadalcanal Is	(other- 80) 297	NA
Imagination Island	Western Province, Gizo	9	NA
Fatboys Resort	Western Province, Gizo	5	2
Gizo Hotel	Western Province, Gizo	45	NA
Agnes Gateway Hotel	Western Province, Muda	33	33
Tetepare Island Eco-lodge	Western Province, Muda	12	NA
The Wilderness Lodge	Other (Gatokae Is)	8	NA
Zipolo Habu Resort	Other (Lola Is)	14	NA
Maravagi Resort	Other (Mangalonga Is)	11	NA
Evis Resort	Other (Nggatirana Is)	3	3
Raiders Hotel & Dive	Other (Nggela Sule Is)	8	9
Papatura	Other (Papatura Is)	8	NA
Tavanipupu Island Resort	Other (Tavanipupu Is)	10	NA
Uepi Island Resort	Other (Uepi)	10	NA
		909	288

Basic Room Math

- 733 in Honiara, 104 in Munda/Gizo, 72 Other - Trip Advisor
- 223 in Honiara, 35 in Munda/Gizo, 12 Other – Expedia (other OTA's are even less)
- 80% of the SI's Rooms are in Honiara and that doesn't necessarily represent the vital Solomon Island Experience. Most travel stakeholders consider Honiara primarily for "Pre & Post" (2 to 4 days). With 223 online rooms in OTA's you already have capacity for 5X's more tourists for Pre & Post guests only.
- **The Western Province has 104 Rooms Online - Only 35 Rooms easily found on OTA's**
 - Current Occupancy shows 30% to 50% of these rooms are filled already
 - The smallest airline jets have approximately 150 to 160 seats
 - An airline would prefer to fly 2x week to a new route to handle issues such as
 - Missed Flights/Connections, Lost Luggage, Optimal Wholesaler Scale, Greater Promotional Value, Etc....
- **CONCLUSION: The West has a really, really big..... capacity problem**

OTA's: The Critical Step 1 to Building Business

- They Offer FREE Worldwide Placement
- They offer INSTANT Worldwide placement
- There are Many of Them with Different Market Penetrations
- They Maintain a Certain Standard – A 5-star property gets the same exact look as a 1-star
- They Provide Safe and Solid E-payment Gateways
- You Pay ONLY When You Get a Booking

OTA's will long remain the 'Lifeblood' for the overwhelming majority of accommodators. Even in more advanced markets, we see that, now decades later, most middle to advanced level independent operators are still booking 60% to 95% of their business on OTA's.

As a whole, Solomon Accommodators need to aggressively '*get good*' at the OTA game



Trip Advisor – Experience vs. Facility

Honiara Hotels are routinely considered better than the surrounding experience by more than 1 point.

Example: Room/Facility/Service 4

City/Activities 3

Western / Other Hotels are routinely consider worse than the surrounding experience by 1 point.

Example: Room/Facility/Service 3

Area/Activities 4

*This emphasises the ‘**Critical**’ need to build activity infrastructure and improve the city experience for Honiara’s outside of the hotel properties and contrastingly, to improve the actual facilities and service of non-Honiara accommodators to match what they feel when they are outside your property.*

Tourist Arrivals Sols vs Competitors

	2016	South Pacific										ALL	
	Tourist Arrivals	Australia	%	New Zealand	%	USA	%	Europe	%	Islands	%	Others	%
Solomon Islands	23,192	9,539	41%	1,544	7%	1,490	6%	961	4%	4,472	19%	5,186	22%
PNG	178,509	88,092	49%	10,265	6%	12,181	7%	10,065	6%	7,420	4%	50,486	28%
Cook Islands	146,473	23,796	16%	99,490	68%	6,192	4%	8,087	6%	1,523	1%	7,385	5%
Vanuatu	95,117	49,392	52%	10,931	11%	2,893	3%	10,067	11%	15,386	16%	6,448	7%
Samoa	145,176	28,912	20%	67,022	46%	10,620	7%	3,561	2%	23,334	16%	11,727	8%
New Caledonia	115,676	19,188	17%	8,268	7%	1,129	1%	57,153	49%	3,100	3%	26,838	23%
Tonga	59,130	12,953	22%	27,545	47%	8,107	14%	2,614	4%	3,560	6%	4,351	7%
Palau	138,416	958	1%	0	0%	8,418	6%	4,486	3%	605	0%	123,949	90%
TOTALS	901,689	232,830	26%	225,065	25%	51,030	6%	96,994	11%	59,400	7%	236,370	26%

The Solomon Islands only slices out approximately 4% of the Australian market that your most direct competitors generate in total. Most visitors are experienced visitors to the South Pacific.

This is still a highly untapped opportunity and allows for a great deal of laser-targeting with precious marketing resources.

Webmedia South Pacific

CONTACT DETAILS

Webmedia South Pacific
157 Toorak Road
Suva, Fiji

Tel: 992 6013
www.webmediasp.com

impact@webmediasp.com





TOURISM IN FOCUS 2018

Disruptive Positive Change in 2018

Permanent Secretary

Ministry of Culture & Tourism



AGENDA

- Why Disruptive? – Are we Ok with the Status Quo?
- Quick Review – Achievements in 2017
- Current Status – Why we need a disruptive positive change?
- The MCT Focus in 2018
- Priorities and deliverables in 2018
- Targeted Outcomes



Why Disruptive?

- Status Quo - Are we doing OK?
- How do we create disruptive change?
 - Finding new ways to do things.
 - Refining processes so that we can expedite progress of programs.
 - Creating and finding new markets – e.g. High Yield – Low number
 - Innovative use of budget – e.g. Low cost: High Impact
 - Being different from the rest
- Productive sectors must take the leading role make disruptive positive changes
- How? – Policy Coherence Formulation and Implementation



QUICK REVIEW – 2017 Achievements

- 2017 was fairly quite in terms of tourism development – Disruptions in budget allocations and reprioritizations
- MCT gained Cabinet approvals for:
 - Solomon islands Tourism Accommodation Minimum Standards
 - Solomon Islands Tourism Investment Incentives Package
 - PPP Arrangements in Tourism Development
- Visitor arrivals improved period by period in 2017



CURRENT STATUS – Why we need Disruptive Changes?

- The ‘Living on Borrowed time economically’ Ideology – reality
 - Dwindling Forestry Sector
 - Slow emergence of other productive sectors
 - Tourism hasn’t really been prioritized
- Tourism and its partners need to demonstrate the plans for the sector to enhance its revenue generation capability of the sector
- Promote and enhance Policy coherence approaches for achievement of common development outcomes
- If necessary challenge the status quo for disruptive positive change



MCT FOCUS IN 2018

- Development Partners supported tourism programs – IFC, MFAT, DFAT, ROC, Other Joint Initiatives
- Monitoring and Evaluation of MCT funded tourism projects and programs
- Support Hotel Upgrade initiatives and tourism investments through the Tourism Investment Incentives Package
- Commence the roll-out of the SI Tourism Accommodation Minimum Standards
- Support Tourism development in general and marketing through SIVB
- Support the tourism-related sectors – Culture and Festival events (MSG Festival)



TARGETED OUTCOMES

- Support the absorption capacity of Munda and Western Province for the opening of the Munda airport;
- Enhanced tourism accommodation standards – particularly to increase room inventory (improvement of current stock)
- Refined process for tourism operators to access the tourism investment incentives package – through the Exemption Committee
- Enhance investments in tourism opportunities
- Continuous aggressive marketing – through SIVB

