

## MARKETING

Project Code: <b>95</b>	Country: <b>Solomon Islands</b>	Sector: <b>Marketing</b>
<p><b>Objective:</b> To strengthen, expand and enhance the links already established with the tourism industry throughout Solomon Islands and the overseas travel trade. The aim is to achieve improved visitor experience through marketing, customer service facilities and a networking capabilities.</p>		
<p>DESTINATION SOLOMON</p>		
<p><b>Brief Description:</b> Tourism Solomons Limited is a private company incorporated in May 2001 with the object of promoting tourism and tourism related activities. The company has providing inbound tour services, enquiries, itineraries, quotations, reservations, bookings, meet and greet, transfers, tours, facilitation and co-ordination of the tour itineraries of FIT's and groups. Agreement signed with inbound tour operator GUADALCANAL TRAVEL SERVICES, to handle all inbound tour business including cruise-ship visits. The agreement with Eco-tourism Melanesia in Port Moresby, which does website marketing of the Village Stay network in Solomon Islands, Papua New Guinea and Vanuatu appointed the company as the accredited agent for the Village Stay network in Solomon Islands. There are 15 village Stay operations throughout Solomon Islands. Specialized groups such as birding tours, butterfly tours and have recently received enquiries for orchid tours. The company has established trading partnership with wholesaler operators in Switzerland, Greece, Taiwan, North America, New Zealand and Australia. Apart from the inbound tour services division, the company has also established a Tourism Consultancy Division and an Agency and Secretarial Services Division.</p>		
<p><b>Economic impact:</b> The project will empower the rural and urban populations of the Solomon Islands through increased human resources capabilities, labour, employment, improved training, a better standard of lifestyle and the inflow of the much needed foreign exchange earning to increase the country's GDP.</p>		
<p><b>Present Ownership:</b> Mr. Wilson C. Maelaua, MBE 50%; Mr. Ross A. C. Hepworth 50%.</p>		
<p><b>Development Possibilities:</b> Establishing links with Vanuatu, Solomon Islands and Papua New Guinea with wholesalers and Consolidators in ACP and third countries. Development of a comprehensive website linking all Solomon Islands tourism destinations, tour operators, hotels, resorts, eco-lodges, heritage sites, cultural activities, etc to marketing. The site would need to be based in an ACP or third country overseas to take advantage of broadband technology, search engines, and a secure online booking, reservation, and payment system. This could be extended to Vanuatu and Papua New Guinea.</p>		
<p><b>Estimated Development costs:</b> Travel &amp; Accommodation US\$50,000, Destination Management US\$40,000, Destination Marketing US\$180,000, Tours Packages to Pacific Island Nations US\$230,000.</p>		
<p><b>Financing framework:</b> Owner's equity, commercial banks loans, and ACP or third world development partners which we hope to establish contacts with at the Pro-Invest Partnership Meeting in February 2005.</p>		
<p><b>Other notes:</b> Solomon Islands Tourism is expanding quite rapidly. Regional Assistance Missions to Solomon Islands ensuring government machinery is restored.</p>		
<p><b>Project Proponent</b></p> <p>Tourism Solomon Ltd</p> <p>No. of employees: 4</p> <p>Annual turnover: USD 150 000</p>	<p><b>Responsible Contact</b></p> <p>Name: Wilson Maelaua. Position: Managing Director.  Address: P O Box 1350, Honiara, SOLOMON ISLANDS.  Tel: (677) 27772, Fax: (677) 27904, Mobile: (677) 94273  Email: <a href="mailto:toursol@solomon.com.sb">toursol@solomon.com.sb</a></p>	