

# Investing into the Future of the Solomon Islands

BRETT GEBERS

# Questions we should consider

- What could the future look like?
- Why would anyone invest here?
- Where are we now?
- What is the gap?
- What decisions need to be made?
- What is the time line?
- What plans must be drawn up?
- What plans need to be implemented?
- What will success look like and how should it be celebrated?

# What could the future look like?

We need to build a compelling shared vision that we all support.

Do we have one for the Solomon Islands?

Are we communicating it?

Are we making everyone enthusiastic?

Without goals any road will take you there



Do we want the high road?



Do we want the low road



# The future

- Do we want to stay the same or change?
- We have to figure it out and soon.
- The clock is ticking!!!
  - The population is growing and the logs are running out
- The sea and the beauty can be used over and over again provided:
  - We are sensible and build environmentally friendly lodges and hotels
  - We clean up the rubbish before it pollutes the pristine environment
  - We adopt a service culture
  - We encourage investment

# Do we want change?

- All change is painful to human beings!
- If we are going to change then.....



# Start with the end in mind

- Stating it again, without a clear end goal, any road will take us there
  - For me the vision of the future is clear
  - Is it clear for you?
  - We need a compelling shared vision in this country
- We can't plan without knowing what we want
- Without a plan, we are planning to fail
- Treat this a “Project Tourism”

# Where are we now?

- Faltering economy based largely on unsustainable logging
- High unemployment
- Rundown or non-existent infrastructure which:
  - Results in a poor perception Honiara and the Solomon Islands
  - Leads to erratic service
  - Causes poor customer service
  - Does not instil confidence in investors
    - If we can't look after the basics, what will we look after?
- Expensive destination
- Lots of good competition

# Great competitors

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INCLUDING FLIGHTS & UP TO \$2000 BONUS VALUE!

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Includes flights, transfers, accommodation, meals, drinks, and more.

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## SOUTH PACIFIC EXCLUSIVE DEALS

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FIJI	VANUATU	SAMOA
<b>WEST LAKESIDE BEACH RESORT &amp; SPA</b>	<b>WEST LAKESIDE BEACH RESORT &amp; SPA</b>	<b>WEST LAKESIDE BEACH RESORT &amp; SPA</b>
\$999	\$1099	\$1399
<b>THE PALMS RESORT</b>	<b>THE PALMS RESORT</b>	<b>THE PALMS RESORT</b>
\$1299	\$1399	\$1499
<b>THE PALMS RESORT</b>	<b>THE PALMS RESORT</b>	<b>THE PALMS RESORT</b>
\$1549	\$1449	\$1549
<b>THE PALMS RESORT</b>	<b>THE PALMS RESORT</b>	<b>THE PALMS RESORT</b>
\$1599	\$1799	\$2199
<b>THE PALMS RESORT</b>	<b>THE PALMS RESORT</b>	<b>THE PALMS RESORT</b>
\$1999	\$2299	\$1899

### COOK ISLANDS

ULTIMATE HOLIDAY

SAVED AT \$1199

### NORFOLK ISLAND

ULTIMATE HOLIDAY

SAVED AT \$1199

### New Zealand Coach Holidays

8 Day Taste of the North

9 Day Taste of the South

16 Day Highlights of NZ

SAVED AT \$2644\*

SAVED AT \$3164\*

SAVED AT \$4644\*

# The Planning Process

- Decide on the path to follow
- Decide on the incentives to attract investment
- Decide on the size of the resort developments
- Identify suitable land
- Acquire the land
- Find investors
- Design the environmentally sustainable resorts
- Build the resorts

# Roadblocks or obstacles to success

- Procrastination
  - Fear
  - Not wanting to do the hard work
  - Lack of passion
  - Inability to motivate oneself
  - Overcome this by starting the work

# Roadblocks or obstacles .....

- Culture or isolated behaviours?
  - Tomorrow is another day
  - It is not mine so I don't care
  - If I can't have it, you can't have it
  - Its not my problem
  - We will do this the easy way
  - I am not doing it unless I get something
  - Short term thinking

# Roadblocks .....

- Land ownership
  - Is a huge deterrent to investors
  - Affects the airline
- Sea ownership
  - Affects the airline
  - Affects sea transport
- Lack of Suitable Infrastructure
  - Affects the airline
  - Affects the tourist industry
  - Affects the country
  - Affects investors
- Money
  - Lack of financial responsibility affects investors

# Implementing the plan

- Build resorts
  - 500 rooms by 2020,
  - 1 500 by 2023,
  - 2 500 by 2027
- Train the staff
- Ensure the supply chain
- Market the resorts
- Fill the resorts with happy guests
- Build loyalty



# Customer Service and Loyalty

- The givens or the expected
  - Wonderful product?
    - Our competitors have it
  - A great method of delivering your product?
    - Our competitors have it.
- The givens or the expected is worth little without
  - Exceptional service
    - Our competitors have it
- As time goes by the exceptional becomes the new norm or the expected
- All of the above is available from our competitors so we have a lot of catching up to do and that requires investment.

# Customer Service and Loyalty (Ron Kaufman)

- **Basics** - have to be in place – room, safety etc.
- **Expected** - extras must be in place – e.g. room service
- **Desired** – internet should be available
- **Surprising** – wonderful service and don't feel like you are overpaying
- **Exceptional** – the extras that were not asked for and made it all so wonderful
  
- If we don't get this right, then .....

# Decisions need to be made

- If you want to attract tourists, you have to give them more than what they expect
  - The basics
    - Clean suitable accommodation
    - Good food
    - Things to do
- If you can't provide the basics then .....
  - The market is tiny
  - The economies of scale are impossible
  - The costs remain too high

# Solomon Airlines

- The airline is an enabler in the service industry
  - For 1 direct employee there are 5 to 7 indirect, induced and catalytic employees
- Generates foreign income
- Essential to business and tourism
- We cannot grow until .....
  - There is a reason for people to visit the Solomon Islands with....
    - Infrastructure in place
    - A service culture in place
  - People know about the Solomon Islands
  - The Solomon Islands is competitive

# My vision of the future

- Thriving tourist industry with:
  - 2 500 hotel rooms
  - Conference facilities
  - Golf course
- Thriving agriculture sector exporting:
  - Fruit
  - Avocados
  - Root crops
  - Coconut products
  - Cocoa beans

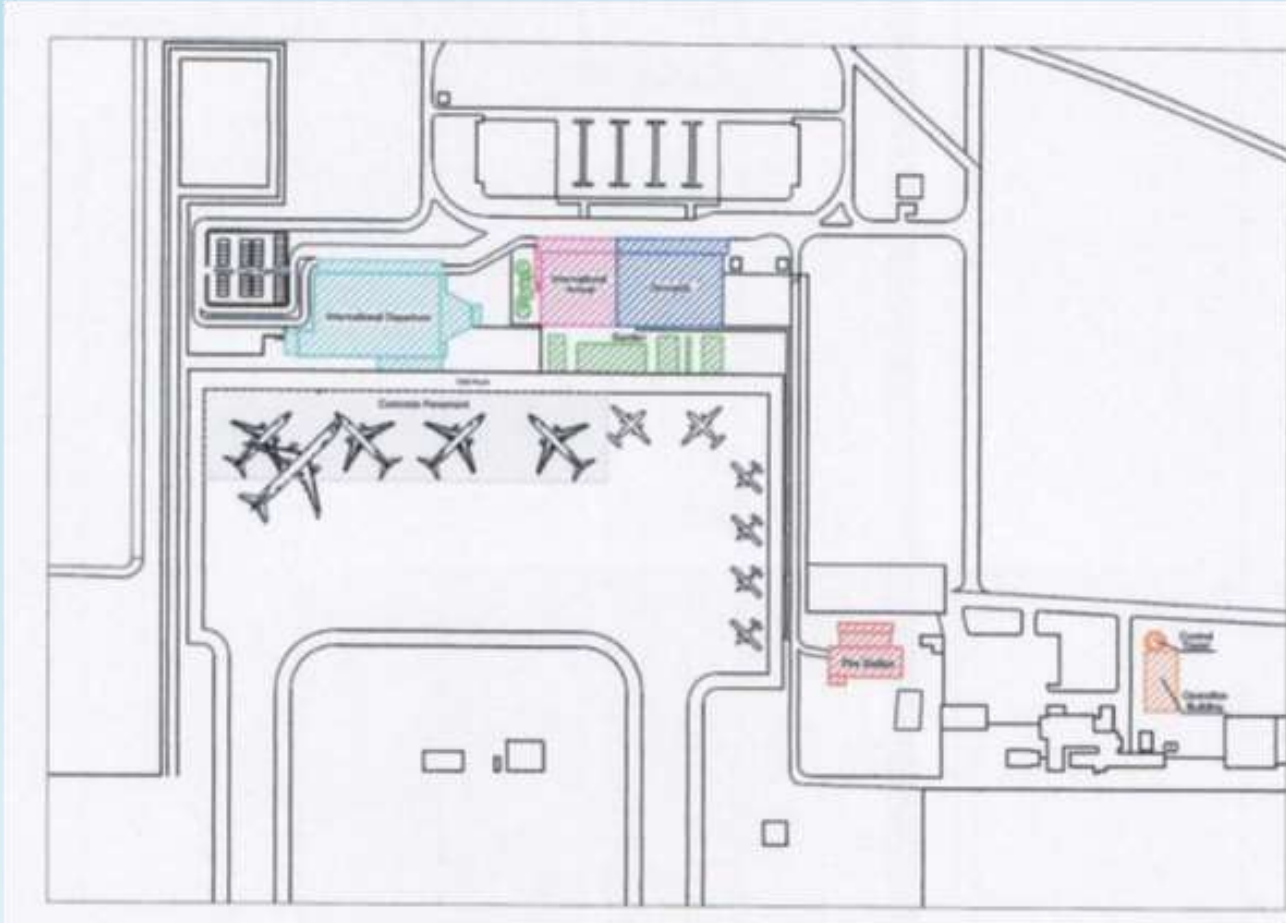
# My vision continued

- Light Manufacturing
  - Clothing
  - Timber (value add)
    - Furniture
    - Doors

# Vision for Solomon Airlines

- Properly maintained better equipped airports
- New maintenance facilities
- New training facilities
- 4 Standard Twin Otters
- 2 Twin Otters on Floats
- 2 Dash 8s or ATR 42 aircraft
- 2 Airbus A320 aircraft
- 2 Airbus A330 or B787 type aircraft

# Proposed Honiara Airport Development (2020)

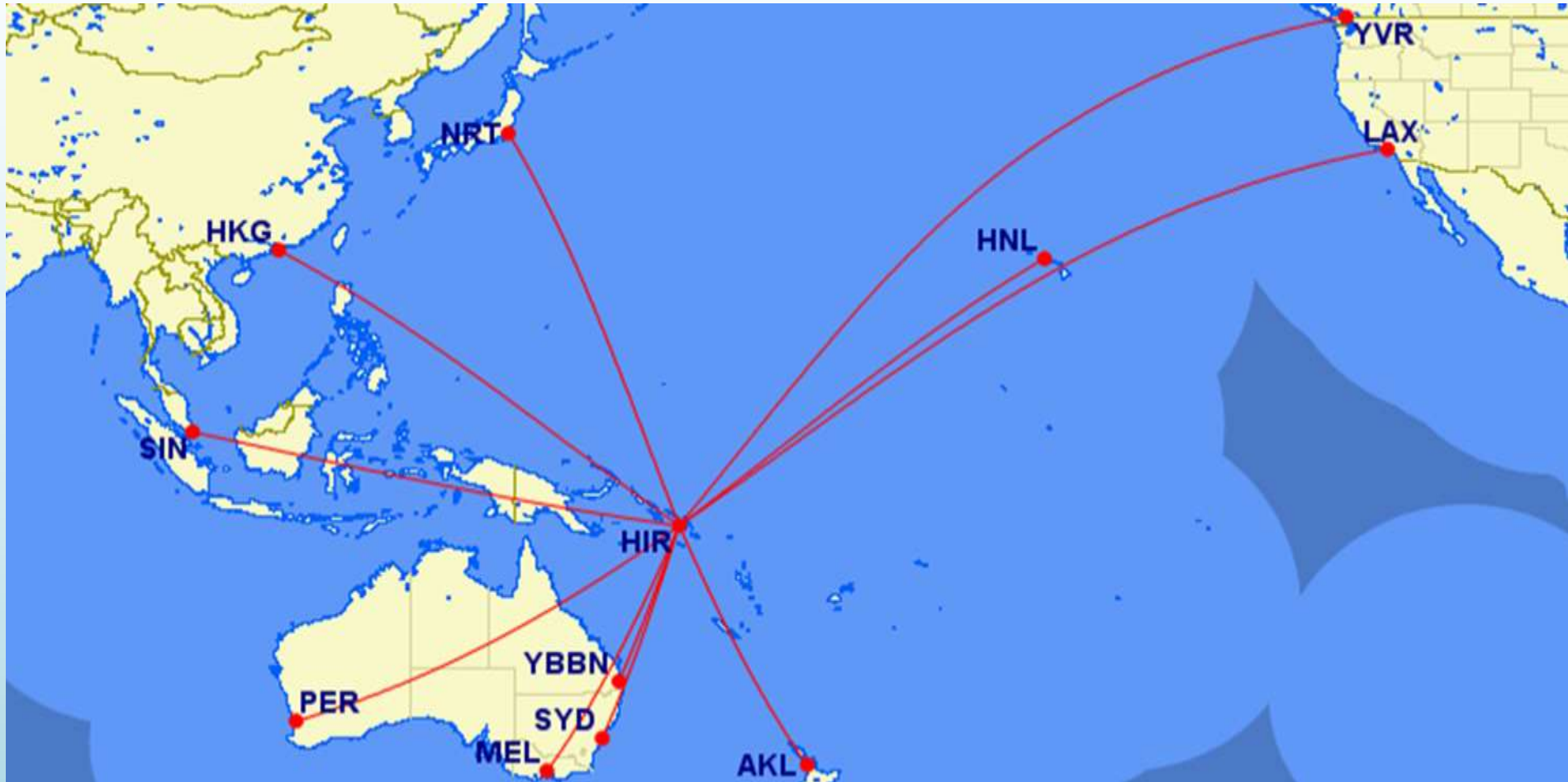




# Our aircraft



# Connecting our resorts to the rest of the world



Celebrating success!!



Thank you for your attention

Questions?