

Travel and Tourism in Solomon Islands

<https://marketpublishers.com/r/TF8783F5A60EN.html>

Date: September 2014

Pages: 18

Price: US\$ 600.00 (Single User License)

ID: TF8783F5A60EN

Abstracts

A new national tourism strategy was announced by the Solomon Islands Tourism Board under the new leadership of Josefa Tuamoto. The strategy spanning across the forecast period will undertake to target Australian and New Zealand tourists who seek more affordable options by marketing low-cost options in the Solomon Islands. This was launched in a bid to compete against more popular destinations such as Fiji and Vanuatu. The long-term goal is to achieve sustainable growth without reliance on the...

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