

MCT

Beach Development Initiative

- **Short term goals:**
Sol23 Pacific Games preparations of local attractions.
- **Long term goals:**
Economic development of West Guadalcanal region through domestic tourism.



Background

- In preparation for the South Pacific Games 2023 MCT has been tasked with identifying key tourism attractions in and around Honiara.
- The beaches west of town are tourism assets with huge, largely untapped potential.
- They are also very important to Honiara residents, as one of the few recreational areas available to the public.



A man wearing an orange polo shirt with a white pattern, a camouflage baseball cap, and glasses hanging from his shirt, is holding a black clipboard and looking down at it. He is standing outdoors next to a tree with green leaves. The background is slightly blurred, showing more foliage and a gravel path.

Beach Survey

- All managed beaches between Kakabona and Visale were visited and surveyed by MCT staff.
- The survey consisted of a tour of the site and an assessment of the beach, its surrounds and visitor facilities.
- Each beach and its facilities was photographed and the information compiled into a “beach profile”.

Operator/Owner Interviews

- During site visits MCT teams interviewed staff and/or owners. Over 40 interviews were conducted.
- The questionnaire was designed to learn about each particular beach and also how the operators managed them.
- The questions also sought to clarify actual ownership of the beaches, and what connection the operators had to the beach.



An aerial photograph of a tropical coastline. The image shows a narrow strip of white sand beach curving along the edge of a vibrant turquoise sea. The water is clear, revealing a coral reef beneath the surface. The land is covered in dense, lush green tropical forest, with palm trees visible in the foreground. In the background, rolling hills and mountains are visible under a sky with scattered white clouds. A large, dark blue curved shape overlaps the right side of the image, serving as a design element for the text.

Beach Survey Summary

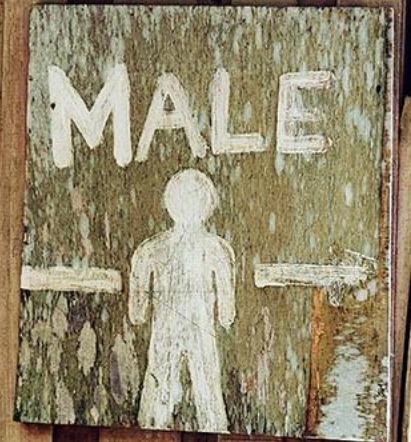
AREA: Northwest Guadalcanal, from Kakabona to Submarine Beach (Visale). Includes managed beaches where an entrance fee is charged.

- 41 beaches surveyed
- Beaches for general use - 80%
- Beaches with accommodation - 14%
- Beaches focusing on privacy - 10%
- Beach popular with scuba divers - 12%
- River beaches - 10 %

Beach Survey Summary

*State of facilities (toilets, beach huts, etc)
at surveyed beaches*

- Acceptable facilities - 27%
- Very basic facilities - 7%
- Badly run down facilities - 17%
- No facilities at all - 49%





Main reasons for badly managed beaches

- Not understanding visitors needs and expectations.
- No re-investment in the beach.
- Not treating the beach as a business.
- Ownership unclear or disputed.
- No skills or experience to run a small business.
- Not putting in the work needed to manage a beach.
- No overnight presencence to prevent vandalism.



Estimated monthly revenue of beaches in West Guadalcanal

Based on interviews with 41 beach operators

- Beach entry fees - 302,000 SBD
- Other services - 279,000 SBD
- Accommodation & food - 132,600 SBD

TOTAL MONTHLY REVENUE: 713,600 SBD

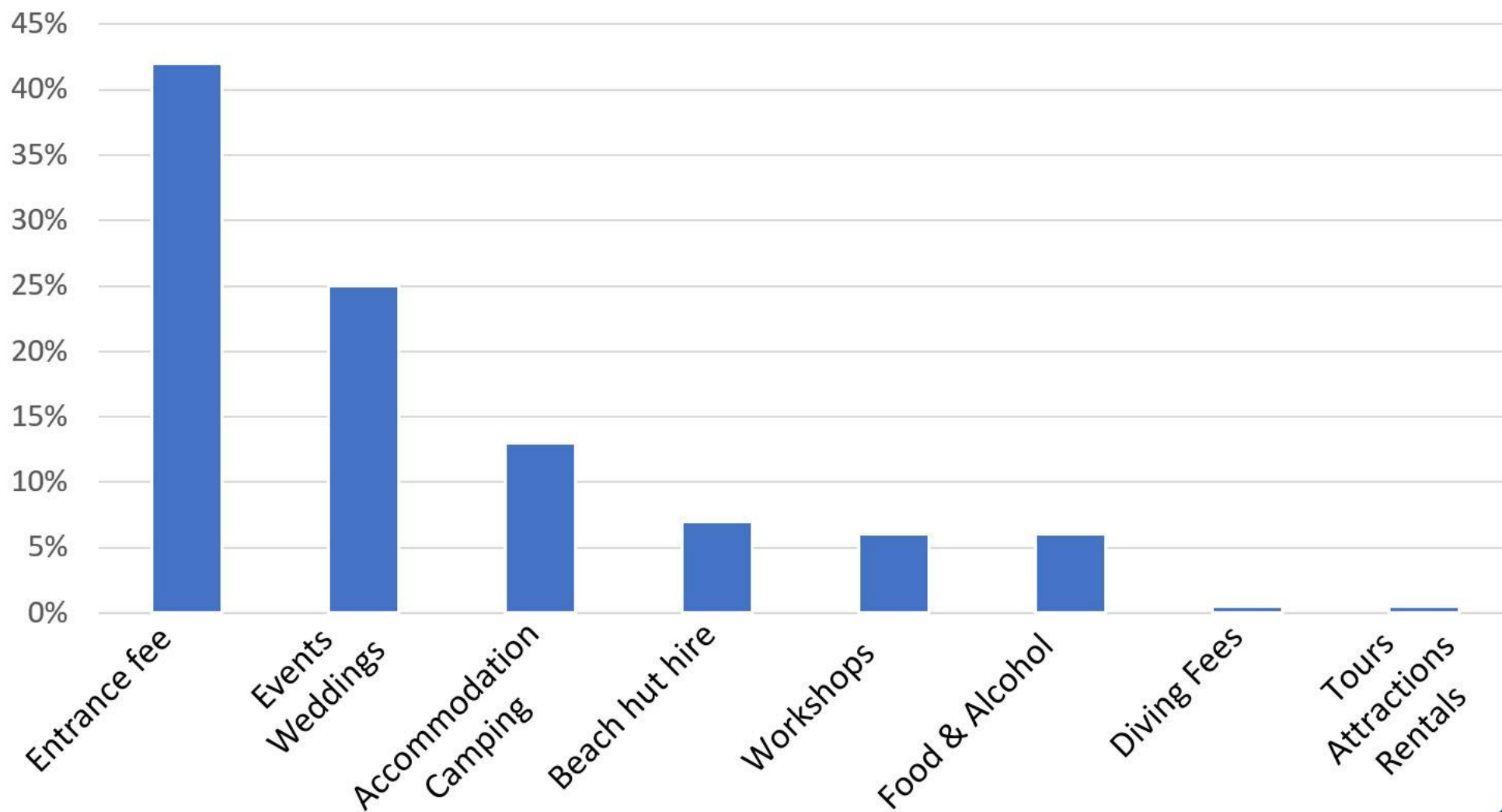
Domestic tourism is a major contributor to the economy of West Guadalcanal

Yearly beach operator turnover:
8.5 Million SBD

Equivalent of 530 full time jobs



Beach operators income streams



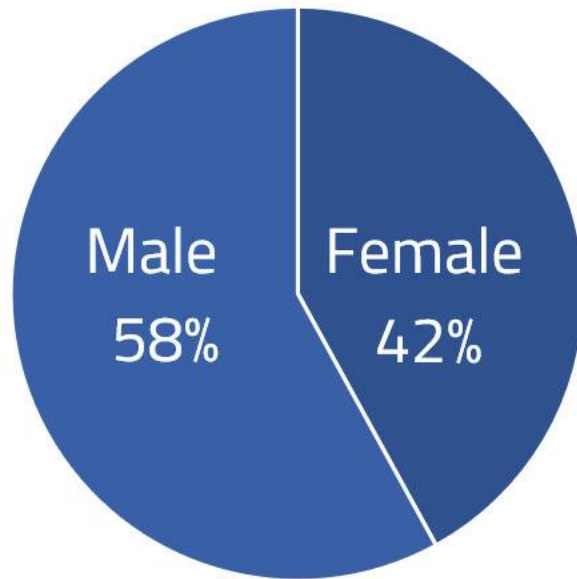


Beach Visitor Survey

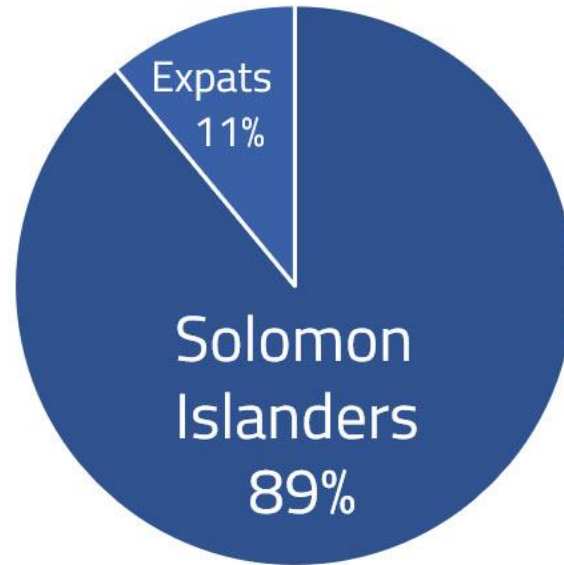
- In february 2023 a Beach Visitor Survey was conducted. The aim of the survey was to record opinions and experiences of Honiara residents.
- The survey was circulated by e-mail and was targeting typical beach users; local middle-class and expats.
- The survey consisted of 12 open-ended questions, and the participants had the chance to elaborate. 193 surveys were completed.

Survey Participants

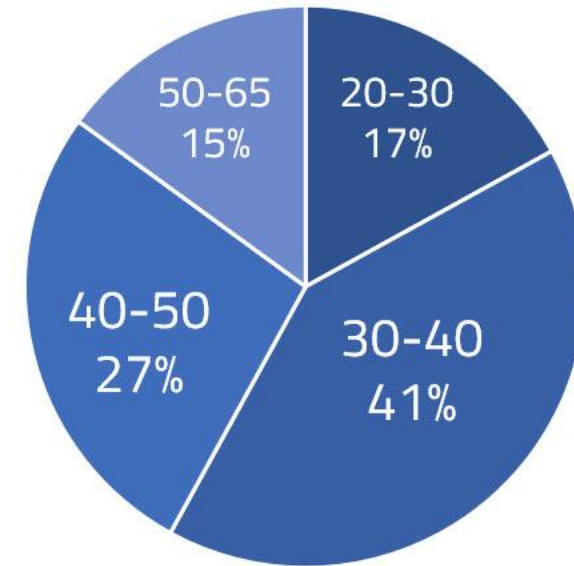
Gender



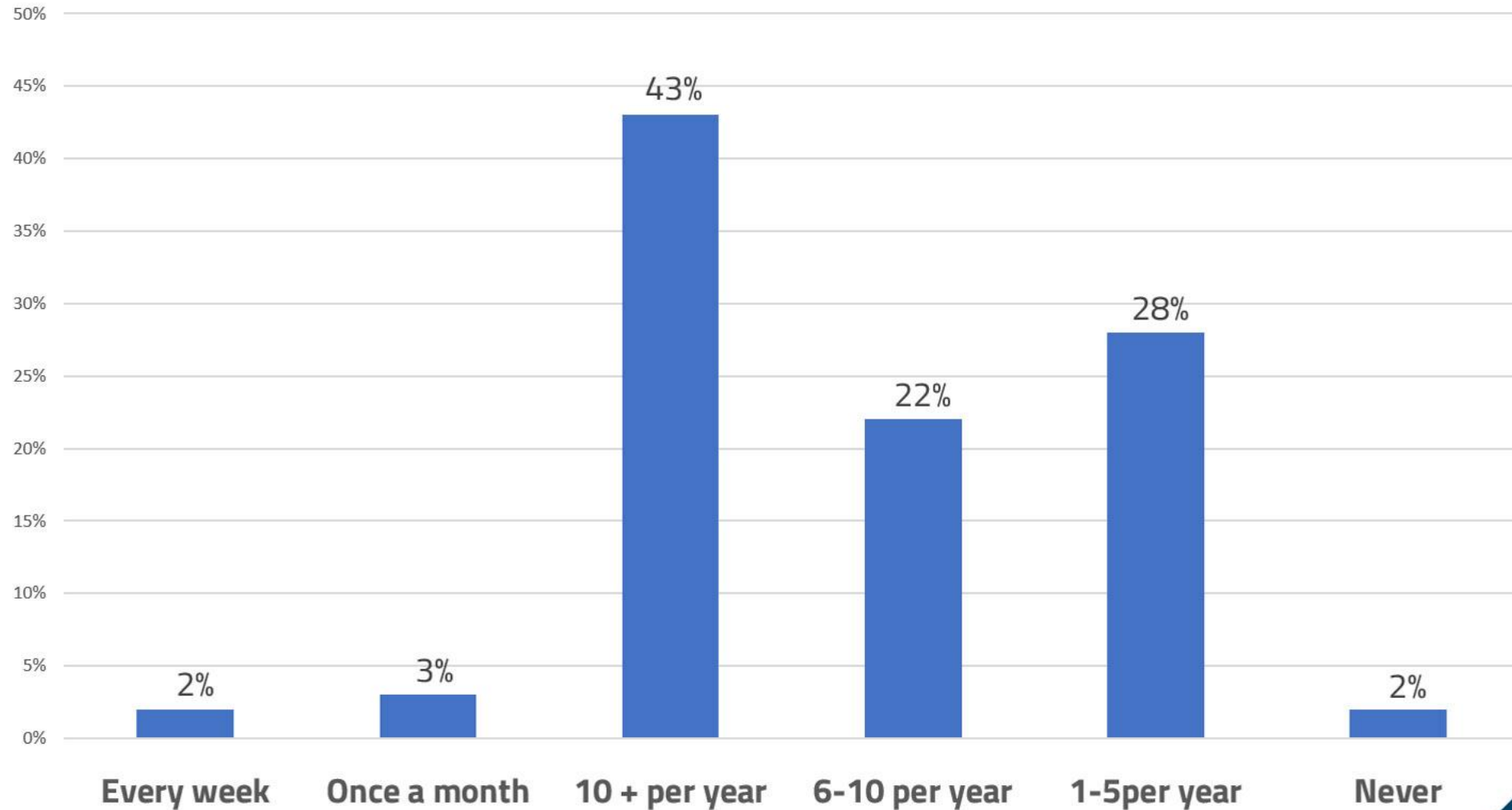
Nationality



Age



How often do you visit the beach?



Top Ten beach activities

- Swimming - 80%
- Relax / Rest / Enjoy view - 68%
- Picnic /BBQ - 51%
- Snorkel / Scuba diving - 32%
- Events /Celebrations - 25%
- Play Sports / Games - 23%
- Meet friends & family - 11%
- Canoeing / Kayaking - 8%
- Running, walking, exercise - 5%
- Party, consume alcohol - 4%





What is important to you when choosing a beach?

- Amenities; toilets & showers - 66%
- Clean beach /no rubbish or litter - 52%
- Safety & security - 44%
- Huts / beach shelters - 28 %
- Clear and clean sea water - 23%
- Not too crowded or noisy - 20%
- Nice environment & view - 15%
- Nice sandy beach - 12 %
- Access & road conditions - 12%
- Not too far from Honiara - 11%

What facilities are you missing?

- Clean and functional toilets - 69%
- Showers with clean water - 55%
- Food & Refreshments - 40%
- Beach Huts and shelters - 19%
- BBQ and open fire area - 12%
- Security - 10%
- Rubbish Bins, regular cleanups - 10%
- Benches, chairs & tables - 10%
- Rental of beach/sport equipment - 9%
- Life saver on duty - 5%





What would make you go to the beach more often?

- Clean toilets and showers - 27%
- Relaxing and friendly atmosphere, no drunks - 22%
- Clean and well maintained beaches - 20%
- Improved safety & security - 19%
- Better roads - 12%
- Food & refreshments available - 10%
- Leaf huts / beach shelters - 9%
- Reasonable fees/fees clearly outlined - 8%
- BBQ areas available - 6%
- Friendly and professional staff/gatekeepers - 6%

Any negative experiences on the beach?

- Harassment from drunks/noise from loud parties - 30%
- Poor road condition 17 %
- No toilets or toilets not working - 15 %
- Vehicle break-ins/theft - 13 %
- Rubbish/unclean surroundings - 12%
- Road blocks along the main road - 11 %
- Random people asking for Kastom fee or goods - 10%
- No security/rude or drunk gatekeepers - 10%
- Excrement on beach/open defecation - 4 %
- Gate keepers charging higher than usual fees, (usually for divers) - 4%



Suggestions how to manage the beaches better

- Employ security and trained gate keepers - 31 %
- Maintain clean toilets and showers – 22 %
- Regular cleanups – 18 %
- Provide rubbish bins / signs about no littering – 18 %
- Allocate designated spaces for different users -15%
- Training in hospitality/first Aid for staff – 10 %
- Provide huts/shelters and maintain them - 9%
- Beautify space / landscaping – 8 %
- The beach should be managed as a proper business – 8 %
- Business & financial literacy training for managers - 8%

ENTRA

AR

RAV 4

M. PATERO

VITARA

C.R.V

ILUX

. CRUZER

PRADO

K. TRAIL

PATERO

T. HARRIER

BUS 15 SITER

PER LOAD

2. TONE

PER LOAD

BUS 30 SITER

PER LOAD

3. TONE

PER LOAD

WALK IN \$

DROP OFF

PER HEAD

LEAF HUT

150.00

200.00

200.00

10.00

10.00

200.00

The Survey highlights some clear themes



Honiara residents and visitors want beaches to be better managed



Broad areas of improvement!

■ FACILITIES

Toilets, beach huts, running water & tables.

■ SECURITY

Staff should patrol beaches and enforce rules.

■ ENVIRONMENT

Clean beaches, regular clean-ups & bins.

■ SERVICES

Refreshments & snacks, rental equipment.

■ ACCESS

Improved roads, police patrols, no roadblocks.

Priority upgrade of facilities

Operators need to re-invest part of the proceeds into upkeep of core facilities

- Clean toilets in working order
- Running water/showers
- Changing rooms
- Leaf huts / beach shelters
- Signs/information/directions
- Sign clearly outlining standardized fees
- Benches, chairs & tables



Reccomended facility upgrades

The most popular beaches have a wide range of facilities, beyond the bare necessities

- BBQ or fire pits
- Children's play area
- Sports facilities; volleyball, soccer, etc.
- Gear table for scuba divers
- Hammocks, swings, ropes
- Beautify area with landscaping
- Desingated privacy area





Security is a major issue for beach users

By charging an entrance fee, operators assume responsible for visitors safety and wellbeing

- Dedicated security to be present
- Regular patrols along the beach
- Proactive security; enforce rules
- Fencing around beach if possible
- Control who goes in and out
- Discourage and report roadblocks



Security & safety incidents are common

The number of beach visitors would likely be much higher if visitors felt safer on the beach

- Post policies and enforce them
- Install lighting around facilities
- Staff trained in lifesaving & first aid
- Clean up broken glass
- Limit the presence of stray dogs
- Notify visitors if crocodiles or stingers have been sighted

Environmental Management

A clean environment is one of the most important factors for beach visitors

- Regular clean-ups
- Rubbish bins provided
- Designated area for rubbish and recycling
- Rubbish removal (from site)
- No littering signs (rule enforced)
- Betelnut free-zones





Tourism & hospitality services are missing

Beach operators could make a lot more money by offering some basic services

- Sell food, snacks, fruits & refreshments
- Rental of beach & sport equipment
- Organise activities: workouts, swim lessons
- Guided tours to nearby attractions
- Safe storage for bags and equipment
- Mobile charging & Top up service
- Traditional massage

Access matters when choosing a beach

*Improved access will lead to more visitors.
More visitors will stimulate the local economy*

- Improved road conditions
- Maintained access tracks (to the beaches)
- Improved public transport
- Police patrols to monitor drunk driving
- Community awareness to stop road blocks
- Vehicle/tire repair shop along the road



Beach Management

Beaches should be managed like a business, like any other tourism operation

- Treat guest like paying customers
- Maintain facilities and keep them clean
- Use part of proceeds for maintenance
- Identifiable staff (uniform or ID)
- Owner should assign a proper manager
- Staff should be trained in their duties
- Staff must not drink while on duty



Beach Management

Suggestions for operators:

- Divide the beach into zones: e.g., family area (alcohol-free), event/party area, etc.
- Beach carrying capacity; put a limit on number of visitors to avoid over-crowding.
- Issue receipts or entrance tickets, to avoid unauthorized people charging fees.
- Some beaches can be managed to cater for certain visitors: couples, families, divers, etc.



Economic Development of West Guadalcanal

Road Access and Security remains overarching challenges to any development of this region

- Domestic tourism can provide the catalyst for development.
- MCT, Guadalcanal Province and Police can work together but need additional support from SIG and donors.
- Once Access and Security are improved this region can become an economic hub and an example for the rest of the province.



Beach Development Initiative

- Sol23 Pacific Games preparations
- Economic development of West Guadalcanal

Iagio
Tumas!

