



Australian High Commission
Solomon Islands

MEDIA RELEASE

TOURISM LEADERS UNITE FOR INAUGURAL TOURISM 'TOK STORI'

22 JULY 2026

Tourism leaders have come together for a Tok Stori to deepen collaboration across the tourism sector, a key area of cooperation for Australia's role as Solomon Islands 'nambawan' tourism partner.

The Tok Stori brought together indigenous tourism operators, the Ministry of Culture and Tourism, Solomon Airlines, Tourism Solomon Islands, the South Pacific Tourism Organisation and the Solomon Islands Chamber of Commerce and Industry (SICCI), and was supported by Australia.

Participants shared insights and explored how to increase tourists to the Hapi Isles and support more sustainable tourism developments across the country.

Australian High Commissioner to Solomon Islands, Jeff Roach, highlighted the significance of collaboration and a coordinated national approach to supporting the tourism sector to maximise the economic benefits to communities and the country.

"Working together is key to promoting tourism. Bringing government, tourism operators, and tourism experts together, we can grow the sector to deliver real benefits to communities, more jobs, and higher incomes for households", High Commissioner Roach said.

Permanent Secretary of the Ministry of Culture and Tourism, Mr. Bunyan Sivoro, emphasised the importance of collaboration across all stakeholders that ensures everyone is working together and aligned with industry needs.

"The Ministry strongly supports regular and ongoing engagement with the private sector. The Tok Stori provides a valuable platform for dialogue, information sharing, and collaboration between tourism operators, industry stakeholders, and the Government," PS Sivoro said.

The Tourism Tok Stori builds on the success of the South Pacific Tourism Exchange held in Fiji in March 2026. Australia supported leading Solomon Islands tour operators to join for the first time under a unified Team Solomon Islands to showcase the Hapi Isles to the rest of the Pacific and world.

Australia is Solomon Islands' primary tourism partner, with the largest number of tourists visiting Solomon Islands, along with its longstanding partnership with the Ministry of Culture and Tourism.

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Photos & Captions

Photo 1:



Caption 1: First Secretary William Rowell from the Australia High Commission delivering his remarks

Photo 2:



Caption 2: Tourism operators sharing their experiences as local business partners in the tourism industry.

Photo 3:



Caption 3: Group photo of the Tourism Tok Stori participants.

Photo 4:



Caption 4: South Pacific Tourism Organisation CEO, Chris Cocker, sharing regional tourism insights at the Tourism Tok Stori.

Photo 5:



Photo 5 caption: Provincial tourism operators and staff of Solomon Airlines networking during tea break.