

## Biogas sanitation treatment system - future for tourism development



**Papali'i Sonja Hunter, STA CEO.**



**Keen tourism industry participants of the Biogas sanitation treatment system training delivered by Mr Murray Ward, co-owner of Samoa Biogas.**

Tourism stakeholders, partners and business owners have undergone training on the operation of the Biogas Sanitation Treatment Systems, which would increase productivity for development of the industry.

Held at the Samoa Cultural Village Fale, the training was officially opened by the Chief Executive Officer of the Samoa Tourism Authority (STA), Papali'i Sonja Hunter, who said that this project spans back in 1998 when sustainable tourism indicators were put in place to measure how well we are keeping up with our environment, traditions, culture and wealth of the tourism industry and visitors.

"Tourism is everyone's business. It is a whole of nation phenomenon which benefits everyone, and the Biogas sanitation treatment system provides environmental, health and tourism benefits that could be adapted by the tourism industry to enhance development." Said Papali'i.

The Biogas testing center which is located within STA's Samoa Cultural Village grounds by the waterfront provides complete on-site wastewater treatment systems for the public 'garden toilets' there. The installation is a showcase

of modern on-site wastewater treatment systems for demonstration to Samoa's tourism. This system also has wide applicability generally for household sanitation in Samoa, where health problems are very commonly associated with poor sanitation.

The training was conducted by Samoa Biogas co-owner, Mr Murray Ward. He demonstrated from scratch how the system is installed to how it generates energy through Biogas which is eventually pumped into a barbeque station to cook food.

It is highly anticipated that such technology will coincide and complement the proposed garden toilet concepts that will be strategically located in villages for both Upolu and Savaii as "Rest Stops" for visitors and locals alike.

Last year, STA worked in close partnership with the British High Commission and the Ministry of Natural Resources and Environment to launch the Garden Toilets and Biogas Sanitation Treatment Systems Project during Samoa's successful hosting of the UN-SIDS.

- Samoa Tourism Authority



**WAY FOR FUTURE: Biogas sanitation system creating energy from primary digester tanks to storage bags to BBQ oven. Located at the Samoa Cultural Village.**

# Lupesina Treesort - Top 25 Hotels for 'service' in the South Pacific



**BEST SERVICE:** *Lupesina Treesort's spectacular view is as spectacular as its service.*

Lupe Sina Treesort has received recognition in the 2015 TripAdvisor Traveller's Choice selection of 'Top 25 Hotels for Service' in the South Pacific.

Lupe Sina is the only, authentic, luxury, tree-house hotel in Samoa. Located in the cool hills of Tiavi, overlooking the beautiful south coast and the rainforest of Upolu island, the unique tree-houses offer visitors a chance to experience Samoa beyond the coastline. The tree houses are engineering masterpieces, showcasing the beauty of the islands' interior, while conjuring up childhood memories and satisfying the impulses of the adventurous.

Reviews by visitors to this unique place are quoted saying,

"Absolutely amazing, love this place!"

"AMAZING - Absolute Must for Samoa"

A senior contributor on TripAdvisor who had just stayed at Lupe Sina Treesort this month said,

"Words do not do this place justice! The venue itself is breathtaking, the treehouse - extraordinary, but it is the outstanding service and attention to detail from hosts, Jack and Carol that makes this place purely memorable.

"This place is heaven on earth and not to be missed! My only negative is that I couldn't spend more time there."

Jack and Carol Batchelor are owners of this only luxury tree house in the entire South Pacific.

Speaking to the Samoa Tourism Authority, Carol Batchelor was delighted and privileged with the good news.

"Jack and I are extremely honoured and thrilled to get this recognition worldwide. Said Mrs Batchelor.

After it began its operations in 2013, Lupesina Treesort featured as one of the top hotels on Trip Advisor for over a year, and was included in the book "1,000 Greatest Experiences on Planet Earth, as well as named the number one Greatest Experience in Samoa by the World of Wonders. Furthermore, it received Certificate of Excellence from Trip Advisor and was also named by Travel and Leisure as one of the Most Amazing Tree houses.

In the beginning of this year, Lupesina Treesort was also featured in the 2015 Calendar for Global Air as one of "The Most Unique Hotels on the Planet."

- Samoa Tourism Authority

**COUNTDOWN to Samoa Commonwealth Youth Games 2015**

**141 DAYS** September 5, 2015



# Samoa Tourism Support Programme Design being finalised



**Front - From left: Ross Hopkins (Tourism Specialist), Cathy Deane (Team Leader - Design Specialist), Michael Upton (First Secretary Development - NZHC Apia).**

**Back - From left: Situfu Salesa (Senior Development Programme Coordinator - NZHC Apia), Dulcie Wong Sin-Simanu (STA - Tourism Sector Coordinator), Ross Corbett, Lita Lui (MoF - Aid Coordination Division), Michael Rose (MFAT representative).**

A highly experienced team of expertise from New Zealand is on a mission to Samoa, to finalise the design of the Samoa Tourism Support Programme (STSP).

This programme is funded by the New Zealand Government through its New Zealand Aid Programme (NZAP) and has been initially executed through a 3-year Inception Period (IP) delivered by the Samoa Tourism Authority since 2011. The new Samoa Tourism Sector Plan (2014-2019) was one of the key activities under this phase alongside other key projects including the Samoa Tourism Marketing Plan (2014-2019) and Annual Plan, International Visitor Survey, an Economic Impact Assessment to name a few.

The new design of the STSP will be aligned and aimed at supporting the implementation of the current sector plan. The Sector Plan articulates a Vision that:

‘By 2019, Samoa will have a growing tourism sector, which engages our visitors and people and is recognized as the leading Pacific destination for sustainable tourism’.

The design team has been mobilised to assess how

resources can be best used to achieve tourism sector priorities and to map out options for timely and efficient implementation of plans.

The team comprises of Cathy Dean (Team Leader- Design Specialist), Ross Hopkins (Tourism Specialist), Ross Corbett (Tourism Specialist -Sites and Attractions) and Karen Soanes (MFAT representative) supported by Lita Lui (Ministry of Finance - Aid Coordination Unit) and Dulcie Wong Sin-Simanu (STA - Tourism Sector Coordinator). The team are contracted by NZ MFAT but are from Australia, with one member, Ross Corbet currently based in NZ - Wellington.

The team was in Samoa since last week and have met with many key stakeholders to ensure that the STSP Programme is well informed prior commencement of activities.

The Samoa Tourism Authority is working together with the Ministry of Foreign Affairs and Trade (NZAP) and the Ministry of Finance in finalising the design for the Samoa Tourism Support Programme.

- Samoa Tourism Authority



**Mission Team presenting their preliminary findings to key tourism stakeholders at the Samoa Tourism Authority Board Room.**

# Life as Miss Pacific & Miss Samoa



**Latafale Auva'a**  
**Miss Samoa and Miss Pacific Islands**

A great idea to start a weekly column came to my attention so that readers around Samoa have an understanding of what I actually do on a daily basis week by week.

It is nice to be able to share what my role as Miss Samoa and Miss Pacific Island brings and I hope to encourage young Samoan readers with the same passion I share for this position.

Working under Samoa Tourism Authority in the Marketing division has taught me a lot in the past 3 months and one of my main goals is to be proactive in my placing.

As such, I have been involved with a number of activities since the start of the year; donating blood, attending graduations ceremonies, supporting and speaking at various

forums to do with Women, Youth and education, teaching dance at YWAM, speaking at Tafaigata Prison, supporting SVSG in their 10th year Anniversary March, getting involved with the Samoan Conservation Society, the Cancer Society and training with the National Women's Touch Team for the World Cup this April.

I look forward to the many more opportunities that God will open up for me to give back to the Samoan and Pacific community this year and I am all too aware that my time will fly by before I crown the next Miss Samoa- so I want to make the most of it!

A few weeks ago I loved being back in New Zealand attending the biggest cultural festivals not just in the southern hemisphere- but in the world!

Performing at Pasifika and hosting the Samoan stage for Fresh TV took up most of my time as well as a couple of school visits throughout the week.

Our Samoan culture and heritage was displayed with vigour on the Samoan stage at Polyfest which was celebrating its 40th year anniversary.

Upon returning from New Zealand I also attended a youth consultation hosted by Samoa Ala Mai seeking to promote women in parliament and giving information on the Women's quota policy.

I was able to share my perspective on how we need to see more women in higher decision-making roles in society such as; MP's, community leaders, CEO'S, and Matai's in order to influence and empower the younger generation of girls with the vision to take on such roles in the future.

I also shared that one of the preventions stopping women running for parliament and higher-decision making roles is a term called 'systemic inequality' – meaning the age-old perception that politics (founded by men centuries ago) is still only a men's arena for decision making. Currently statistics show Samoa is 127th in the world for Women in Parliament with 6.1% of women involved! We are slowly but surely starting to bridge that gap with the introduction of a 10% quota target!

This last 2 weeks have been super eventful and I finish it off by leading the procession of graduates receiving their awards from the Samoa Leadership Programme at NUS.

Romans 16:27 - *To the only wise God be glory forever through Jesus Christ.*





# SINALEI REEF RESORT & SPA

## - A TASTE OF SAMOA

Indulge all of your senses and pamper your mind, body & soul with fresh, local & honest food, cooking classes, well-being activities, spa treatments, cultural experiences & more when you reserve your spot on Sinalei Reef Resort & Spa's exclusive "A Taste of Samoa" experiential weeks.

A Samoa first, will see Sinalei Reef Resort & Spa partnering with renowned chef - Colin Chung - to offer guests a unique holistic experience week that will uncover the secrets and traditions of Pacific culture and cuisine, market gardens and Samoa's contemporary and traditional food scene.

Adopting a Farm / Ocean to plate methodology, the set bespoke weeks afford guests the opportunity to immerse themselves in complete Island Living. Starting from USD\$1,899.00 per person twin share and departing 31 October 2015 to 5 November 2015 and followed by a second scheduled week from 26 March 2016 to 31 March 2016, participants will be treated to:

- 5 nights' accommodation at stunning Sinalei Reef Resort & Spa including return airport transfers
- Daily tropical breakfast
- An exclusive welcome dinner
- Sumptuous Farm/Ocean to Plate dinners
- Tantalizing cooking classes
- Relaxing spa massages
- Day excursions
- Wellness activities and more



Owner & General Manager, Sose Annadale reports, "We are ecstatic to be partnering with renowned chef Colin Chung and introducing a market first for Samoa. We are also very proud to be adding another dimension to our Sinalei guest experiences and look forward to showcasing more than just our beautiful beaches and ocean."


To book or find out more about these offers email: [reservations@sinalei.ws](mailto:reservations@sinalei.ws) or phone: (+685) 25191

- Sinalei Reef Resort

### Quote of the week

*"Count your age by friends, not years. Count your life by smiles, not tears."*

*- John Lennon*



# Extreme Tides in Samoa 2015

## 10 lowest tides for 2015

Date	Time	Height
20 Feb	20 Feb	0.11m
21 Mar	21 Mar	0.13m
19 Mar	19 Mar	0.13m
20 Mar	20 Mar	0.13m
19 Feb	19 Feb	0.13m
22 Jan	22 Jan	0.14m
29 Sep	29 Sep	0.14m
28 Oct	28 Oct	0.14m
28 Sep	28 Sep	0.14m
21 Feb	21 Feb	0.14m

## 10 highest tides for 2015

Date	Time	Height
19 Feb	18:37	1.53m
20 Mar	18:18	1.51m
30 Aug	06:10	1.51m
27 Oct	17:57	1.51m
28 Sep	05:49	1.51m
18 Feb	17:46	1.51m
20 Feb	19:28	1.51m
21 Jan	18:55	1.50m
19 Mar	17:28	1.50m
31 Aug	07:00	1.50m

Tide predictions are based on the effects of the gravitational forces exerted by the moon, the sun, the rotation of the earth and averaged seasonal changes

The actual tide height will be a combination of these effects and the weather conditions at the time. The effects of the weather are not included in these tide predictions

### What are tides?

Tides are the daily rise and fall of sea levels, caused mainly by the gravitational pull of the moon as it revolves around the earth.

Tides are also affected by the earth's rotational and the gravitational pull of the sun.

### What are spring and neap tides?

Spring and neap tides are part of the normal tidal cycle and occur regularly, usually twice per month.

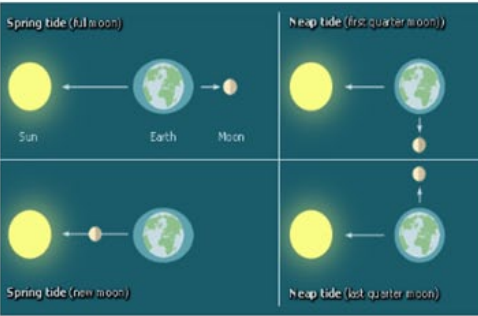
Spring tides are very high tides and very low tides that occur during full and new moon phases, when the gravitational forces of the sun and moon combine to exert a stronger pull on the oceans.

### What are king tides?

The term king tide is commonly used to describe an especially high spring tide. King tides occur a few times every year, when the gravitational pull of the sun and moon upon earth is strongest.

This happens when the moon is closest to the earth in its monthly orbit. When this coincides with a spring tide, it will produce an especially high tide, or king tide.

In the Pacific, the highest king tides are likely to occur during the months from November to March, when the earth is also closest to the sun in its annual orbit.



During the moon's quarter phases each month, the sun and moon are at right angles, and the gravitational forces cancel each other out, resulting in lower high tides and higher low tides called neap tides.

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A product of the Samoa's Climate Early Warning System



## Ultimate Rugby Celebration Event Schedule



Samoa Tourism Authority is currently in the process of putting together a schedule of events for the upcoming Manu Samoa and All Blacks game from the 6<sup>th</sup> – 10<sup>th</sup> July which has been named the 'Ultimate Rugby Celebration'.

If your business is planning any special events during this time, we'd like to include you in our event schedule.

For further information, please contact STA Events Coordinator, Kristian Scanlan on email [kristian@samoa.travel](mailto:kristian@samoa.travel) or ph 63509.



For more information or to share your story, please contact:

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