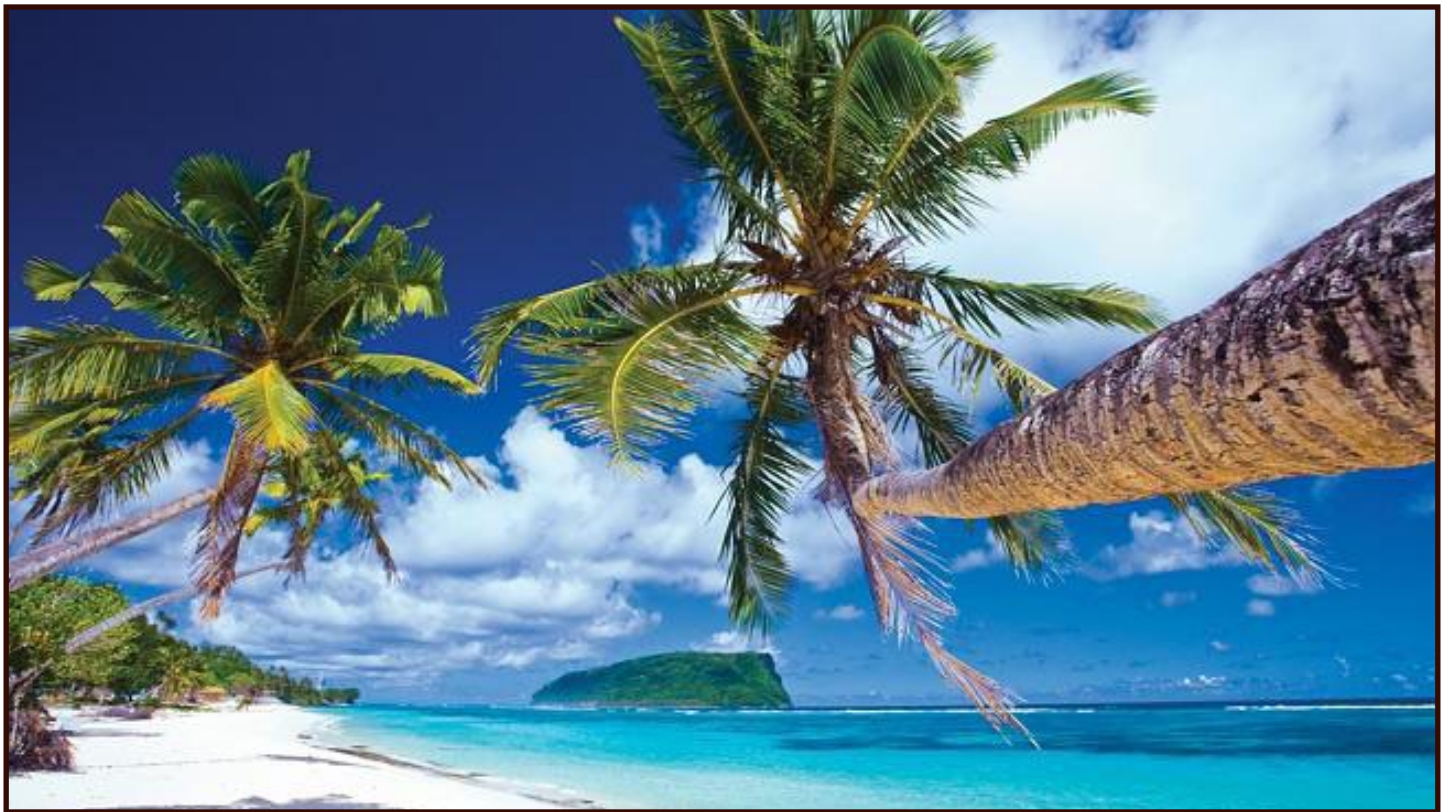


Record Arrivals for January and February 2015



Tropical Paradise.

Total Visitor Arrivals for January and February 2015 is the highest that it has ever been recorded compared to previous years. January figures of 10,633 visitors is the highest for the month since official figures have been compiled, while February with 7,401 visitors is the second highest, bettered only by February figures back in 2009.

Total combined figure for both months at 18,034 means that a 4% net growth has been recorded over the first two months of this year when compared to the same period last year.

Our top inbound markets continue to perform well with New Zealand and Australia accounting for 64% of total arrivals for

the period and both recording positive growth of 3.2% and 4.3% respectively compared to 2014 numbers.

On the earnings side, there was a slight decrease in the average spending per visitor, decreasing from \$2,681 in 2014, to \$2,661 for the period under review.

However, the increase in overall numbers has also meant that combined total earnings for the two months of \$47.8m is the highest recorded, achieving a 3.8% growth when compared to last year.

- Samoa Tourism Authority

Samoa Cultural Village

offer special treat for Sea Princess visitors



'Au Siva Samoana' performing at the Samoa Cultural Village for visitors of Sea Princess Cruise Ship.



Host, Toleafoa Chris Solomon with associate Levasa Pati Levasa in the background.

Hundreds of visitors from the Sea Princess cruise ship who flocked to the streets of Apia today, stopped by at the Samoa Tourism Cultural Village once the cruise ship docked at the Matautu-tai Wharf.

The guests were initially greeted with a traditional ava ceremony and treated to some fresh sweet young coconuts from the strong untitled men of the Samoa Tourism Cultural Village, before being briefed and informed of Samoa's traditions and culture from host, Toleafoa Chris Solomon while the Au Siva Samoana String Band gently performed soft listening Samoan music on stage.

The visitors were introduced to the traditional Samoan kitchen as the men prepared the 'umu' of taro, green bananas, yams, young taro leaves with coconut oil and fish.

The food was left to cook for approximately 45 minutes as the guests were continually entertained by the 'Au Siva Samoana' who performed at their very best the traditional Samoan dances and songs.

Following the entertainments, the visitors then had the chance to taste the Samoan delicacies before sharing stories with members of the village. Other visitors were guided to many activities around Upolu Island including visits to various sites, swimming in cold clear natural pools and relaxing on the beaches.

The Sea Princess arrived from Sydney, Australia bringing in nearly 3,000 passengers and crew. It was in the country only for the day and is now heading for Honolulu, Hawaii.

- Samoa Tourism Authority



Experiencing Samoa's living culture in action at the Samoa Cultural Village.

Future leaders in Tourism Industry



Proud Diploma in Management Class of 2015 with APTC Country Manager Francis Howes, New Zealand High Commissioner Jackie Frizelle, Trainer Andrew Robertson and some of the Tourism Operators.

Twenty one middle-to-senior managers in the Tourism Industry have successfully completed a Diploma in Management course at the Australia Pacific Technical College (APTC), following their final assessments of presentations on Wednesday, 1st April 2015 at the APTC headquarters at the National University of Samoa.

The Australian Accredited course was carried out in four blocks of two weeks, which were spread throughout a period of 12 months.

Topics for the final presentations varied from managing financial and budget reports, business acquisition, creating new initiatives through sustainability, customer service and other related topics.

Course Trainer, Mr Andrew Robertson commended the students saying that, "It has been a real positive outcome since the course started in June 2014."

Following the adverse effects of Cyclone Evan on hotel properties and the overall hospitality sector, the tourism industry received financial support from the Government of New Zealand through the Tourism Cyclone Recovery Programme (TCRP) for the sector recovery. Accordingly, capacity building for sector recovery was one of the key components of the programme approved for implementation.

The New Zealand High Commissioner, Her Excellency, Jackie Frizelle, STA representatives and Tourism business owners were present to witness and show support during the participants' final assessments with welcome remarks by Country Manager, Francis Howes and team introduction by

the Trainer, Mr Andrew Robertson.

H.E Jackie Frizelle was impressed with the students' performance and acknowledged them for a job well done. She also thanked the trainer, Mr Robertson for his efforts, as well as the management and staff of APTC and the Tourism Industry.

Among the attendees was owner of Samoana vehicle Rentals, James Arp who was grateful for this management course and was happy with the participation of some of his staff.

"Their involvement will be beneficial to us and will help improve our services." Said Mr Arp.

The Australia Pacific Technical College offered the Diploma of Management Course for the Tourism Sector with the aim to build confidence and upgrade learned skills and knowledge of the students in every aspect of the different topics taught.

The course was designed to incorporate a win-win approach to both the employee and the employer.

It has amongst other upskilled benefits built more confidence, improved managerial skills and empowered the participants to further carry out their respective duties in more advanced ways as they continue contributing to the ever growing industry and our economy.

All 21 students will graduate in September 2015.

Tourism graduate makes impact in Savaii



Taalili lakopo at work at Va i Moana Hotel, Savaii.



Taalili lakopo graduating from APTC in March this year with a Certificate III in Hospitality.

At 23 years of Age, Mr Taalili lakopo is currently one of the top front line employees for Va i Moana Hotel in Savaii. Taalili, nick named Taka, first graduated with a certificate in Tourism & Hospitality from the Institute of Technology at the National University of Samoa in 2011 and had been working as a waiter and bartender at Va i Moana since then.

It is not only at Taalili's work place that he is making great impact with his newly acquired service skills, but more importantly is his home. Taalili is the eldest of four children, and is the only bread winner as his other siblings of two brothers and sister are still in school.

"My achievements are to support my family, and my goal is to continue striving to do the best for them by improving myself at work." Said Taalili.

Recently, Taalili further persevered and graduated with a Certificate III in Hospitality at the Australia Pacific Technical College (APTC) in March this year. He is a success story of Samoa Tourism Authority's partnership and support for the tourism programmes offered at the Australian Pacific Technical College at the National University of Samoa.

Owner of Va i Moana Hotel, Alo Saleimoa Vaai commended and congratulated Taalili, saying that he has been a tremendous help with his staff.

Va i Moana Hotel currently has two other employees now doing studies at APTC, following the footsteps of Taalili lakopo.

- Samoa Tourism Authority

Quote of the week

"You are never too old to set another goal or to dream a new dream."

- C. S. Lewis

Life as Miss Pacific & Miss Samoa

A week of meets and greets!



Latafale Auva'a

Miss Samoa and Miss Pacific Islands

What started off as a week with no plans, soon turned out to be one of my most exciting! After reading a post on facebook advising that the Court of Appeal was sitting here in Samoa - I took up the opportunity to sit in on one of the public hearings. Little did I know I would shortly get to greet

the Court of Appeal judges from NZ, of whom I have been studying their judgments for the last 4 years. In meeting such great legal minds - to say I was starstruck is a bit of an understatement. Not only that, I was so blessed to meet the CEO of the Ministry of Justice, Masinalupe Tusipa Masinalupe, as well as Registrar, Li'o Heinrich Siemens who have kindly allowed me the opportunity to gain some work experience in the Samoan court system. What a blessing!

Stemming away from the courts, I ventured off on my first Primary School Visit to Vailoa- Faleata with the Cancer Society. It was wonderful to see the Cancer Society's School Cancer Programme in action teaching our tamaiti about the early onset signs of the disease. It was great to be able to sign up as a volunteer and if you are interested they are calling out for new members this year.

I was then honoured to be invited by Reverend Elder Aisoli Iuli, President of the Methodist Church to present gifts for the 'Methodist Consultative Council in the Pacific' meeting held at Faleula - an opportunity I could not turn down having family history rooted in the Methodist church with my great-uncle, Reverend Faatoese Auva'a being a past President.

Lastly it was wonderful to receive an invitation to speak at the Development Bank's Christian fellowship. This group invites Christians within the government to join them every Friday from 12pm-1pm at level 5 of the DBS Building, for a time of reflection and fellowship and I was delighted to speak and share my experiences with them.

In and amongst this all - training every night with the Samoan Women's Touch team has been the norm. One week out from the Touch World Cup - both Men's and Women's teams are doing what we can to ensure our best foot is put forward in the competition! 1 Peter 1:3, Praise be to God and Father of our Lord Jesus Christ! In his great mercy he has given us new birth into a living hope through the resurrection of Jesus from the dead.

COUNTDOWN to Samoa Commonwealth Youth Games 2015

134 DAYS September 5, 2015



SPC
Secretariat
of the Pacific
Community



Pacific Regional Tourism Capacity Building Programme (PRTCBBP)

PACIFIC CULINARY TRAINING WORKSHOP

29TH JUNE – 3RD JULY 2015

Draft Programme

DAY 1 – Monday 29th June – Venue- Sofitel Fiji Resort & Spa


Theme: “Glocalising Pacific Agri-Food through Tourism”

8:00–9:00am	Registration
9:00-9:10am	Welcome Remarks – TBC
9:10-9:30am	Official Opening Address –TBC
9:30 am -10:00 am	Introduction of major partners: SPTO & PRTCBBP, USP, SPC-PAPP
10:00-10:30 am	Morning Tea
10:30-5:00 pm	Excursion (packed lunch) - Facilitator: Colin Chung & Robert Oliver (TBC) <ul style="list-style-type: none"> ▪ Lautoka Market ▪ Fiji Meats ▪ Fish Market ▪ Farm Visit
6:00-8:00 pm	Welcome Reception – Sofitel Fiji Resort & Spa (Hosted by SPC-PAPP)
	EVENING FREE

DAY 2 – Tuesday 30th June

Venue-FNU Campus-Facilitator: Robert Oliver (TBC)

9:00-9:30 am	Theory- Adaptation of local produce for international visitors into Pacific Cuisine
9:30-12:30 pm	Practical- Adaptation of local produce for international visitors into Fijian Cuisine



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.

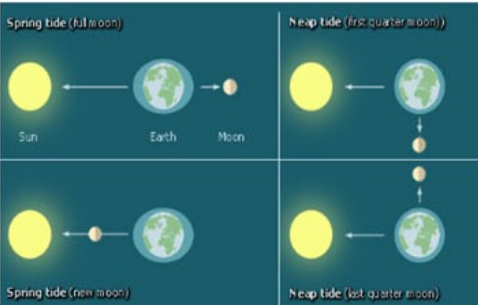
Spring tides are very high tides and very low tides that occur during full and new moon phases, when the gravitational forces of the sun and moon combine to exert a stronger pull on the oceans.

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 6th – 10th 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 or ph 63509.