



SAMOA TOURISM EXCHANGE 2015 - 'HOLIDAY THE SAMOAN WAY': 12 -14 May



Tropical Paradise.

Over 50 Influential travel trade and media representatives from NZ, Australia, American Samoa, USA, Canada, UK, Germany, Italy, France, Spain, China, South Korea and Fiji with an interest in Samoa tourism products will take part in this year's Samoa Tourism Exchange (STE). The exchange will be opened by the Honourable Prime Minister and Minister of Tourism, Tuilaepa Sailele Malielegaoi with a showcase of Samoa's customs and entertainment to experience the true Fa'a Samoa or the Samoan Way.

Organised by the Samoa Tourism Authority (STA), the Samoa Tourism Exchange is the annual destination event where tourism stakeholders discuss important topics and tools relating to tourism development. It is organised by the Government through the Samoa Tourism Authority.

STE 2015, under the theme '**Holiday the Samoan Way**' will bring together Samoa's tourism suppliers and product, and contracting managers from important source markets in a dedicated business-to-business exchange.

The STE program for invited buyers includes the STE Exhibition, product inspections, tours and numerous activities. This is a perfect opportunity for local operators who will have the chance to market their products and services to a targeted trade audience.

The product inspections will cater to the needs of travel trade

and suppliers. '**Romance**' will explore properties and venues for the wedding and honeymoon markets, while '**The Great Samoan Road Trip**' will cater to the adventure market and look at beach fale and other suitable accommodation, and '**Mainstream**' will look at a broader range of products and activities suitable for couples and families.

All under one roof, Buyers will have the opportunity to schedule one-on-one business meetings with suppliers from across Samoa, and similarly also for Exhibitors to schedule one-on-one business meetings with product and contracting managers from important source markets.

The Samoa Tourism Exchange was initiated in 2008 and has expanded to become a key national tourism event.

Over 40 sellers from across Samoa including Resorts, hotels, beach fale, inbound tour operators, car rentals, tours and attractions are given the opportunity to exhibit their products and services.

The STE 2015 Official Opening and Welcome Fiafia will be held on Tuesday, 12th May at the Samoa Cultural Village Fale at 6pm. Exhibitions will begin on the following day Wednesday, 13th May to Thursday 14th May at the Samoa Conference Center at 9am.

For more information, contact marketing@samoa.travel.

- Samoa Tourism Authority

SPTO says 'Samoa Tourism Exchange' is a great initiative

The South Pacific Tourism Organisation (SPTO) fully supports the Samoa Tourism Exchange 2015, as it looks to raise its own awareness during the exchange.

SPTO Chief Executive Ilisoni Vuidreketi in a release from the organization stated that the Samoa Tourism Exchange offers the SPTO a good opportunity to network and conduct business with tourism stakeholders from the region as well as internationally.

"The Samoa Tourism Exchange is a great initiative of the Samoa Tourism Authority in its bid to sell Samoa as a premier destination and we are fully supportive of their work." Said Mr Vuidreketi.

"As the regional tourism body for the South Pacific, we make it our business to support the initiatives of the National Tourism Offices (NTO) in the region.

"We believe the products that SPTO offers, compliments the work being carried out in the region by the NTO's

"The STE also provides a platform for SPTO to conduct a membership drive to Samoan operators which will be one of the major objectives for our participation and we anticipate a good outcome from the STE this week," Mr. Vuidreketi added.

The South Pacific Tourism Organisation (SPTO) will seek opportunities to raise awareness on its Private Sector Membership and South Pacific Specialist Programme at the Samoa Tourism Exchange (STE) which will be held at

the Samoa Conference Centre in Apia this week from 12th to 14th May 2015.

The two programmes are premier products of the SPTO which are offered to its members as well as travel agents around the world.

Through the Private Sector Membership Programme, the SPTO offers members an array of services and benefits designed to offer a competitive advantage in the promotion of their products and services. The added benefits include access to the online Regional Tourism Resource Centre (RTRC), promotion of members' online campaigns via SPTO online platforms as well as Priority invitation to SPTO's organized events (regional and international).

The STE will showcase Samoa as a growing tourism destination to international tour operators and trade media, under the theme **HOLIDAY THE SAMOAN WAY!**

Local operators will have the opportunity to develop and enhance Business to Business relationships with product managers during the two-day buyer and seller exhibition. Over 50 buyers from NZ, Australia, American Samoa, USA, Canada, UK, Germany, Italy, France, Spain, China, South Korea and Fiji as well as over 40 sellers from across Samoa including Resorts, hotels, beach fairs, inbound tour operators, car rentals, tours and attractions will take part in the two-day expo.

- Samoa Tourism Authority

Hollywood screen legend returns to paradise this week



Hollywood stars Roberta Haynes & Gary Cooper at Return to Paradise Beach while filming the movie Return to Paradise.

After more than 60 years since the movie 'Return to Paradise' brought international recognition to the Treasured Islands of the South Pacific - Samoa, one of its stars Roberta Haynes will return to Samoa for a reunion of the hit movie this week.

The 61ST anniversary premiere weekend will begin on Friday, 15th May 2015 at the very site where the movie was filmed in 1953, where a 61-room hotel now stands - 'Return to Paradise' - which was launched last year in the village of Lefaga.

Ms Haynes will arrive at the Faleolo International Airport on Tuesday, 12th May 2015 at 11am.

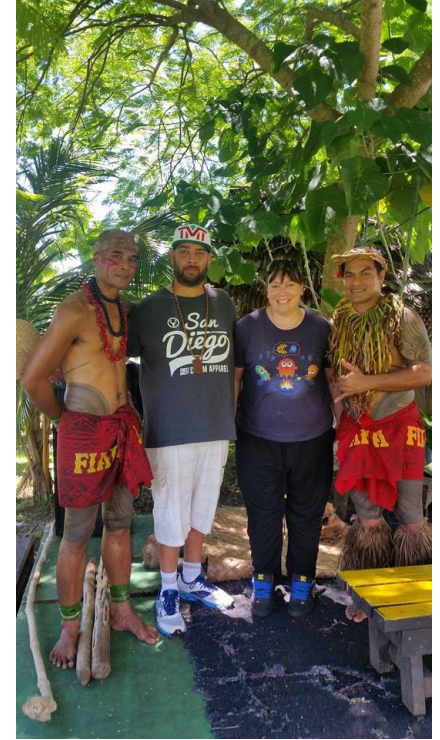
For further information, contact:

ramona@returntoparadiseresort.com Ph (685) 35055 Samoa.

Samoa Cultural Village adds day-show due to popular demand



IN POPULAR DEMAND: 'Ausiva Samoana' performing at the Samoa Cultural Village for visitors.



Host, Toleafoa Chris Solomona and Levasa Pati Levasa with some guests from USA.

The Samoa Cultural Village continues to offer tourists a first hand experience of Samoa's living culture in action. Located at the Samoa Tourism Authority grounds in Apia, the village has become very popular with tourists as a hot spot in town to catch a glimpse of the Samoan way of life.

The village has been hosting two shows every week on Tuesdays and Thursdays from 11am to 1pm, however, due to the increasing number of visitors and the popular demand for the show, a Wednesday show has now been added with full weekly shows now beginning consecutively from Tuesday, Wednesday and Thursday.

First introduced during the 2012 Teuila Festival, the Samoa Cultural Village has grown strength, offering a cultural show led by Toleafoa Chris Solomona. As the guests are guided throughout the visit, they are initially welcomed in a

traditional ava ceremony; entertained by the active young men and beautiful young women of the 'Ausiva Samoana' through dancing and singing; listen to soft local melodies by the string band; observe the umu demonstration in an actual tunoa or outside kitchen; witness traditional tattooing, carving, siapo making, preparing handicrafts; drink some fresh sweet coconuts after watching the young men collect them from the tops of the coconut trees. And after all that, the food from the umu is ready and the guests get to taste and enjoy the delicacies of palusami, taro, fish and much more.

The Samoa Cultural Village shows and tours begin at 11am to 1pm every Tuesdays, Wednesdays and Thursdays.

- Samoa Tourism Authority



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

A new chapter begins for the Gaulofa



Teleiai Edwin Puni and Samoan matais farewelling Gaulofa at the Orakei Marina in Auckland, NZ..



The Gaulofa sailing out at sea.

The Aiga Folau o Samoa's va'atele Gaulofa sailed out of Auckland harbor last week, under the watch of its new captain Fealofani Bruun, marking the beginning of a new chapter in its journey.

Before departure the va'a and the new captain received a traditional blessing, being the first time a Samoan has captained the va'a since the Gaulofa was gifted to the people of Samoa.

The crew includes captain in training Lauaki Afifimailagi who is also the 'matai' and senior crewman Toleafoa Moses Tuatagaloa Moemoe from Samoa, also Aunofo Havea and crew from Tonga, plus sailors from New Zealand and Australia.

A Samoan traditional blessing was also accorded to the Haunui and the Marumaru Atua with Haunui captain and crew performing an emotional haka as the va'a leaves Orakei marina.

Six months since sailing into Auckland harbor, the Gaulofa sailed out on the morning of 7th May, under beautiful blue sky and a good breeze with the Haunui from Aotearoa accompanying Marumaru Atua from the Cook Islands on its journey home.

Three other sister voyaging canoes from Fiji, Tahiti and one more from Aotearoa to take part in the inaugural 'Te Manava Vaka Festival' organised as part of the Cook Islands

50th anniversary celebrations. The voyage will sail first to Rarotonga before sailing to Aitutaki for a continuation of the festival there.

The flotilla uses traditional navigation methods such as relying on stars, waves, wind and birds to map points for direction.

During the week, the Pacific Collective leaders who have been the guardians of the Gaulofa while in New Zealand hosted the crew for the last time with a 'lotu taumavae'.

The Samoan Voyagers are the ambassadors of the Aiga Folau o Samoa or Samoan Voyaging Society (SVS), a Samoa-registered non-profit organization established in 2009.

They work to promote the reviving of traditional voyaging as part of Samoan cultural and national heritage.

The Samoan Voyagers calling card for engaging the people of Samoa, particularly the youth, is the Gaulofa. The Gaulofa is a beautiful double-hulled traditional ocean voyaging canoe (also called Va'a/Vaka), which was gifted to the SVS by the Okeanos Foundation in 2009.

The Samoan Voyagers are members of the growing family of Pacific Voyagers, a pan-pacific community with country representation from Aotearoa/New Zealand, Cook Islands, Fiji, Samoa, Tahiti, Kiribati, Papua New Guinea, Solomon Islands, Tonga, and Vanuatu.

Tourism businesses receive training on business planning

The Samoa Tourism Authority (STA) in collaboration with the Samoa Qualifications Authority (SQA) are delivering 'Business Planning Training' for the Tourism Industry. The programme which began last week is spaced out in five blocks of three days each for different participants in various locations for both Upolu and Savaii. It is structured to assist operators in business planning for a successful tourism operation.

The action-based activities in the workshop projects are designed to relate directly to the tourism operators' own businesses and to be aligned with the Samoa Tourism Sector Plan 2014-2019. Individuals are using a range of planning tools and visual templates to develop new business plans or refine existing plans.

The training targets the middle-management level staff to further enhance their skills and knowledge to successfully gauge the effectiveness of business management in the workplace.

Participants at the completion of the course should be able to:

- Define the significance of a business plan, their business products and services, market analysis and their operations.
- Describe the market situation and strategize plans according to market level/ competition.
- Identify potential threats related to business growth initiatives and develop controlling means to manage threats.

A total of 20 participants for the eastern side of Upolu attended the first block of training at Faofao Beach Fales at Saleapaga in the beginning of last week, followed by another group from towards the end of last week to the beginning of this week at the Samoa Cultural Village Fale.

The full schedule of training days and locations are listed below:

1. FAOFAO BEACH FALES, SALEAPAGA

Date:- Monday 4th May - Wednesday 6th May 2015

Time:- 9am – 1:30pm

Registration closes on Thursday 30th April 2015

2. STA CULTURAL FALE, GROUP 1

Date:- Thursday 7th, Friday 8th & Tuesday 12th May 2015

Time:- 9am – 1:30pm

Registration closes on Monday 4th May 2015

3. STA CULTURAL FALE, GROUP 2

Date:- Wednesday 13th – Friday 15th May 2015

Time:- 9am – 1:30pm

Registration closes on Friday 8th May 2015

4. VA-I-MOANA SEASIDE LODGE, SAVAII

Date:- Monday 18th – Wednesday 20th May 2015

Time:- 9am – 1:30pm

Registration closes on Thursday 14th May 2015

5. JETOVER HOTEL, SAVAII

Date:- Thursday 21st – Saturday 23rd May 2015

Time:- 9am – 1:30pm

Registration closes on Thursday 14th May 2015

For further clarification please do not hesitate to contact Sheena Ng Lam on sheena@samoa.travel or Jade Eli on jade.eli@samoa.travel or on telephone numbers 63508 or 63507.

- Samoa Tourism Authority

Quote of the week

"We can't help everyone, but everyone can help someone."

- Ronald Reagan

Life as Miss Pacific & Miss Samoa

Thank you very much Samoa for your support!



Latafale Auva'a
Miss Samoa and Miss Pacific Islands

I have had so much fun in Australia with the Samoan Touch Rugby Team! What an experience receiving my jersey and getting to run out on the field at the Touch World Cup 2015.

We spent the first couple of days in Brisbane and were welcomed by the Samoan community there getting to meet and greet the Samoan mixed team. We then travelled five hours down to Coffs Harbour and settled into a lovely holiday park with stellar weather.

The opening ceremony was one of my highlights - seeing and hearing the anthems of 30 different countries and leading the team walk was simply marvellous.

The routine from then on has been 6am wake-up, 7am Lotu, 7:30am breakfast and then leave for the day to play Touch games.

For the women's - we had a tough battle and went down against New Zealand in our first game, but picked up to win against the Philippines. The next day we battled our sisters from Fiji and won, and then unfortunately went down against France 6-3 in the second half. Our last and toughest game was against Wales and we fought hard to keep our lead but ended in a draw.

Perhaps a lack of bias from the refs may have helped our Pacific Nations in seeing some greater scores.

Unfortunately, the weather took a turn - and now we find ourselves stuck in a thunderstorm and our games suspended until further notice. Missing the tropical islands at this time.

Currently the Women's Team are ranked 11th in the World which is a superb result considering most of the teams are well versed in the standard of competition.

Our prayers are for no injuries and the opportunity to challenge more countries in the competition without the rain.


Let's hope for the best! Please keep up to date with the progress of all Samoan teams via the Touch Samoa Association facebook page.

Fa'afetai tele lava Samoa mo lau tapua'iga.



COUNTDOWN to Samoa Commonwealth Youth Games 2015

116 DAYS September 5, 2015



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.

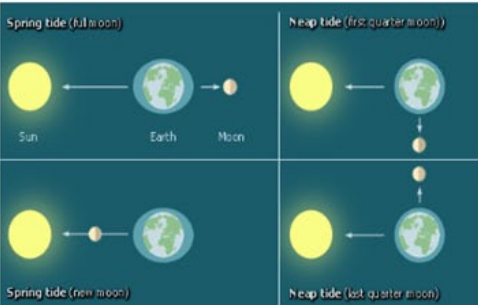
Spring tides are very high tides and very low tides that occur during full and new moon phases, when the gravitational forces of the sun and moon combine to exert a stronger pull on the oceans.

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.

CONTACT
US

Meteorology Division
 Mulinu'u
 Apia, Samoa
 T: 20855 F: 23176
 Web: www.samet.gov.ws
 Facebook
<https://www.facebook.com/SamoaMeteorologicalServices>

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.