

# Bright future for Samoa tourism as STE 2015 is hailed a success



**Prime Minister and Minister of Tourism, Hon. Tuilaepa Lupesoliai Dr. Sailele Malielegaoi delivering his address during the official opening of STE 2015.**



**Overseas buyers at the STE 2015 Opening at the Samoan Cultural Village. (Back) Ruzanne Keresoma - Helloworld; Rebecca Goodin - Infinity; Alisa Wilson - GO Holidays and Jacqui Dickson of Mondo Travel. (Front) Sharma Smith - House of Travel Product; Shelley Gutry - Our Pacific; Trelly Reiha - Lifestyle Holidays and Rhen Monsanto of The AOT Group. Photo - Travel Inc Magazine**

The Samoa Tourism Exchange (STE) 2015 continues to be a successful event since it was initiated a few years ago. A record number of influential travel trade and media representatives from as close as American Samoa and as far as the United Kingdom attended this year.

Guided by the theme 'Holiday the Samoan Way', the Prime Minister and Minister of Tourism, Hon. Tuilaepa Fatialofa Lupesoliai Dr. Sailele Malielegaoi is positive that the future of Samoa tourism gets brighter as he welcomes everyone back to Samoa next year during the STE 2015 closing at Sheraton Samoa Aggie Grey's Resort at Mulifanua.

"When you join us again next year for the Samoa Tourism Exchange 2016, we will have just opened two more Five Star Hotel properties such as this one, but with different features and amenities, as will be the Sheraton Samoa Aggie Grey's Hotel in Apia, and the Taumeasina Island Resort.

"We trust that you have had a most productive time in Samoa, and have also had the opportunity to visit most of what makes Samoa a unique destination to visit and enjoy." Said Tuilaepa.

The Samoa Tourism Authority (STA) in its bid to sell Samoa as a premier destination implements numerous events overseas, and the STE as an annual 'destination' event in Samoa has grown from strength to strength each year with

over 50 international buyers flying over this year and over 40 sellers of tourism businesses from across Samoa attending.

The STE 2015 began with the Official Opening and Welcome Fiafia on Tuesday, 12<sup>th</sup> May at the Samoa Cultural Village, before the two-day buyer and seller exhibition at the Samoa Conference Center, while product inspections and tours catering to the needs of travel trade suppliers were carried out through the week.

Tuilaepa in his closing remarks commended everyone for their hard work.

"We thank everyone for ensuring the success of this event through the partnerships that have been established, and the coordination and sponsorship of our Tourism Stakeholders and Partners.

"We thank you for coming to the STE 2015 and for your continued support of our tourism industry, and we look forward to seeing you again next year and have much pleasure in wishing you 'God Speed' in your travel home to loved ones!" Said Tuilaepa

Influential travel trade and media representatives travelled all the way from NZ, Australia, American Samoa, USA, Canada, UK, Germany, Italy, France, Spain, China, South Korea and Fiji.

# STE 2015 buyers to fully promote 'Holidaying the Samoan way'



**BUYER AND SELLER:** Sarah Beeken of Millennium Travel Australia hard at work in discussions with owner of Va i Moana Seaside Lodge, Tupa'i Saleimoa Vaai and a co-worker during appointments during the STE 2015 two-day Exhibition at the Samoa Conference Center, Apia.



**Sarah Beeken with her colleagues and Tracy Warren of STA during the STE 2015 two-day Exhibition at the Samoa Conference Center, Apia.**

Travel trade and media representatives (Buyers) from around the world have returned home refreshed with improved partnerships and increased knowledge of the Samoan experience, following an intense week of holidaying the Samoan way at the Samoa Tourism Exchange (STE) 2015 from 12-14 May.

With the theme 'Holiday the Samoan Way', one of the buyers, Sarah Beeken from Millennium Travel Australia said that the STE 2015 was a, "Very well organised event showcasing a wide and varied range of products from simple beach fales to mainstream resorts, tours and local activities and attractions."

Ms Beeken was a member of a strong team from Australia which made up over 50 Buyers from 13 countries.

"As a buyer, we value the opportunity to meet with local suppliers to increase our product knowledge, build new relationships and strengthen existing ones we have been

so warmly welcomed and treated to a full week of exploring Upolu and Savai'i and discovering all the magic it has to offer.

"It has been invaluable to experience Samoa first hand, learning how to "Holiday the Samoan way." Said Ms Beeken.

Australia is one of Samoa's biggest tourist markets and Millenium Travel Australia like many others, though faced with challenges, plays an important role in attracting tourists to Samoa.

"As a niche wholesale, Samoa is an extremely important market for us." Said Ms Beeken.

All travel trade and media representatives travelled from NZ, Australia, American Samoa, USA, Canada, UK, Germany, Italy, France, Spain, China, South Korea and Fiji safely returned home during the weekend.

- Samoa Tourism Authority



**HOLIDAYING THE SAMOAN WAY:** Ms. Sarah Beeken gracefully learns the Samoan siva and celebrates the STE 2015 success.



# Samoan Government awards hollywood 'Return to Paradise' movie star



**A TRUE FRIEND OF SAMOA:** Hollywood *Return to Paradise* star, Ms. Roberta Haynes receives Samoa Friendship Award from Deputy Prime Minister, Hon. Fonotoe Nuafesili Pierre Laufo with Chairperson of Return to Paradise Resort, Hinauri Petana.

The government has honoured Hollywood *Return to Paradise* movie star Roberta Haynes with a 'Samoa Friendship Award'.

Ms Haynes who plays a leading role in the 1952 film, was presented the award by the Deputy Prime Minister, Hon. Fonotoe Nuafesili Pierre Laufo in recognition of her spectacular performance in the movie and her outstanding friendship with the people of Samoa.

The award which is signed by the Prime Minister and Minister of Tourism, Hon. Tuilaepa Fatialofa Lupesoliai Dr. Sailele Malielegaoi was presented during a reception at the Return to Paradise Resort in Lefaga on Friday, 15th May 2015 just before the premiere screening of the movie in a weeklong celebration of more than 60 years since the movie brought international recognition to the Treasured Islands of the South Pacific, Samoa.

Ms Haynes upon receiving the award said that she will continue promoting Samoa.

"Always, I love Samoa. It's my home."

Ms Haynes was reunited with other actors from the movie including Terry Dunleavy, Unasa Felise Va'a and others who assisted with the movie logistics such as Su'a Frieda Paul and family members of Matautu, Lefaga village who played

a part in the movie.

Addressing the guests on the night was the Chairperson of Return to Paradise Resort, Hinauri Petana who is the granddaughter of one of the supporting actors in the movie Le Mamea Matatumua Ata.

The movie premiere was also attended by Samoan actor in NZ, Robbie Magasiva, government officials, business community and invited guests.

A glamorous week of activities in 'Hollywood Returns to Paradise' began with the arrival of Ms Haynes on Tuesday 12<sup>th</sup> May at the Faleolo International Airport, where she was greeted by the Samoa Tourism Authority in a welcome ceremony with a traditional performance by the Saleimoa EFKS Youth Group and Return to Paradise Resort. She met the media in an informative press conference the following day at the Samoa Cultural Village Fale, and was welcomed the day after to Lefaga village in a traditional ava ceremony by the village matais and families of those who hosted the movie more than 60 years ago. Following the movie premiere, Ms Haynes was special guest speaker at the Charity Gala Dinner and Ball at Return to Paradise Resort on Saturday, before events came to the end with a thanks giving service on Sunday.

- Samoa Tourism Authority



# STE 2015 in photos





# Insel Fehmarn gears up



***Insel Fehmarn Hotel is renovating to prepare for the upcoming All Blacks versus Manu Samoa match.***

Renovations are underway at Apia's Insel Fehmarn Hotel, as the property readies itself for the upcoming historic test match between the All Blacks and Manu Samoa on the 8th of July 2015 at the Apia Park stadium.

The three star hotel is in the process of improving all of its executive rooms, with new kitchens and televisions being the main features.

Renovations are set to be complete by the end of June to be ready.

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## New chef and menu for Stevenson's at Manase Beach Resort

A new head chef has been introduced at Stevenson's at Manase along with an updated lunch and dinner menu. Dheraj Chand brings with him 11 years experience as a head chef, previously working in four and five star restaurants across Fiji, The Cook Islands and Samoa.

Chand has won medals in a number of Fiji culinary competitions as well as feeding the crew of Survivor Samoa during filming in 2010. Chand has also introduced a new menu, featuring Savaii style sirloin steak, Manase seafood platter and prawn and chicken teriyaki among others.

[www.stevensonsatmanase.com](http://www.stevensonsatmanase.com)

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***Chef Dheraj Chand (right) at work in the Cook Islands.***


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### Quote of the week

*"If you can't fly, then run. If you can't run, then walk. If you can't walk, then crawl. But whatever you do, you have to keep moving forward."*

*- Martin Luther King Jr.*

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## 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.

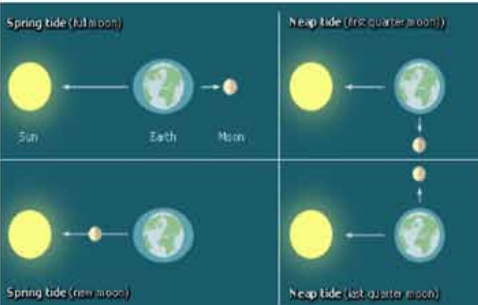
Spring tides are very high tides and very low tides that occur during full and new moon phases, when the gravitational forces of the sun and moon combine to exert a stronger pull on the oceans.

#### 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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