

STA launches EIA Report as tourism nets \$370m for economy



Members of Cabinet, Diplomatic Corp, Samoa Tourism Industry and Distinguished Guests at the official launching of the Tourism EIA Report at the STA Lobby, Ground Floor of the FMFMII Government Building in town.



Prime Minister and Minister of Tourism, Hon. Tuilaepa Fatialofa Lupesoliai Dr. Sailele Malielegaoi delivering his address during the official launching of the Tourism EIA Report.

To fully understand the enormous impact of tourism on the economic development of Samoa, government and businesses require accurate and reliable data to help guide successful and sustainable investment decisions.

The Samoa Tourism Authority (STA) after conducting several tourism surveys to provide a better estimate of the economic impact, last week launched its Economic Impact Analysis (EIA) Report.

In his keynote address, the Prime Minister and Minister of Tourism, Hon. Tuilaepa Fatialofa Lupesoliai Dr. Sailele Malielegaoi emphasised the importance of such information for well informed decision making.

“Today, we launch the economic impact assessment report which provides a detailed analysis of the impact made by tourism expenditure on incomes, employment, public sector revenue and balance of payments; and to determine the overall impact of tourism on National GDP.

“An economic impact analysis outlines the flow of spending associated with tourism activity to identify changes on the economy through Government revenue, income, balance of payments, employment and GDP. Tourism generated \$370 million (20% of GDP) for the national economy in 2013 and with a 5% growth recorded for visitor arrivals in 2014, the

economic climate for the industry is hopeful over the next few years. These figures reaffirm government's decision to prioritise the sector in its development strategy.” Said Tuilaepa.

The industry will continue to face its share of challenges with some of them outside of its control. Aviation constraints are still hindering potential growth outside of the key inbound markets. Furthermore, as tourism and travel becomes increasingly affordable across the developing world, Samoa strives to ensure a coordinated approach amongst all stakeholders for the enhancement of the necessary infrastructure and capacities so that the industry and people will fulfil its potential in an increasingly competitive global environment.

The launching of the EIA Report was attended by Members of Cabinet, High Commissioner of NZ to Samoa, members of Government Ministries and Corporations, the Samoa Tourism Industry and Distinguished Guests.

The economic assessment was made possible with the assistance from the government of New Zealand through the Samoa Tourism Support Programme.

Fituafe's Indigenous Vai Villas opens



NEW ACCOMMODATION BENEFITS VILLAGE: A look at the newly opened Fituafe's Indigenous Vai Villas at Lotofaga, Safata which now employs nearly 20 villagers and benefitting the whole community and district through selling of produce, handicrafts and other goods.



Prime Minister and Minister of Tourism, Hon. Tuilaepa Fatialofa Lupesoli with owners Vaelua Tafau Vaelua and wife Jill at the opening of Fituafe's Indigenous Vai Villas at Lotofaga, Safata.

Located at Lotofaga in Safata, the newly opened Fituafe's Indigenous Vai Villas is said to provide not only extra rooms for accommodations in Samoa, but blessings for the villagers of Lotofaga through employment and income from selling produce, handicrafts and many more.

The first hotel for the village was officially opened last week by the Prime Minister and Minister of Tourism, Hon. Tuilaepa Fatialofa Lupesoliai Dr. Sailele Malielegaioi.

"I acknowledge the owner, a son of this village for his commitment to his family and country through setting up this beneficial development for the people of the village and district.

"Benefits for such tourism developments in villages stay in the villages and I ask the village of Lotofaga to support this new venture." Said Tuilaepa.

Business owner, Vaelua Tafau Vaelua recently moved back to Samoa with wife Jill and children from New Zealand to be with families and began setting up their business on family land a year ago. The new accommodation is named after Vaelua's father, Fituafe. It includes four villas which are all self contained, an open traditional meeting fale that can cater for any event or function of up to 300 people, a souvenir gift

shop, a bar and kitchen, and a veranda that overlooks a beautiful water stream. Vaelua and Jill are grateful for the support from families and the village.

"This development is for my family and village of Lotofaga, Safata which is also our contribution to the district and to Samoa's economy.

"I thank all my families and village for the support in setting up this dream that has now become a reality." Said Vaelua.

The humble and proud Mr and Mrs Vaelua also look forward to working together with the Government through the Samoa Tourism Authority.

The Minister of Works, Transport and Infrastructure, Hon. Manu'alesagalala Enokati Posala who is the Member of Parliament for the Safata Constituency was given the honours to cut the ribbon. He acknowledged this great achievement within the district.

Vaelua when asked about future plans said that other villas will be built opposite the existing ones on the other side of the stream. The new accommodation currently employs nearly 20 villagers. Vaelua said the total cost of the whole project is half a million tala.

- Samoa Tourism Authority



Samoa Tourism Authority announces 'Beautiful Samoa Roadshow 2015' in Australia: 23 - 25 June



Australia, is a key part of the destination marketing strategy. The market has grown to become Samoa's second biggest source market. Its share of total arrivals in 2014 was 21%. Last year also, visitor numbers from Down Under exceeded the 30,000 mark for the first time. Australia has strong potential to continue to grow.

The Samoa Tourism Authority has announced that the Beautiful Samoa Roadshow 2015 in Australia will be held on the 23rd to the 25th of June in the cities of Melbourne, Brisbane and Sydney.

The Roadshow targets improved destination and product awareness and interest among retail travel agents, reservations consultants and travel trade media representatives who are at the 'frontline'.

The key Objectives of the Roadshow are to Showcase Samoa's destination offer; Improve destination and product knowledge; Build and enhance business relationships; and Develop partnership opportunities.

A key part of attracting travel agent participation is ensuring the presence of a range of operators, and Tourism businesses have been invited to take part in this important event.

The Roadshow is an important part of trade marketing efforts and it is positioned around the South Pacific Tourism Exchange and will therefore provide added-value for participants of that event. And with the Southern Winter having already begun, the Roadshow will help position Samoa as a must visit Pacific destination, in what is a highly competitive market.

Participating suppliers will have the opportunity to address Agents and Media in what will be a lively and educational event with Samoan entertainment to be a highlight. The Beautiful Samoa Roadshow will be held in Melbourne on Tuesday 23rd June; Brisbane on Wednesday 24th June; and Sydney on Thursday 25th June 2015.



Stevenson's at Manase hosts inaugural Samoa Open Water Swim Festival in 2015

2015 has been a busy year for the team at Stevenson's at Manase with a number of events and celebrations taking place at the hotel in the first half of the year. Last month, Stevenson's at Manase hosted the inaugural Samoa Offshore Open Water Swim Festival from 22nd to 24th May, a 3 day international swimming event hosted entirely from the beach at the resort. The series offers international competitors the opportunity to compete in swims of up to 10km with recreational swimmers being offered swims from 1.5km up to 2.5km over the weekend.

The event has been arranged and managed by long-time swimming enthusiast Bill Roxburgh who has been involved in both swimming and triathlon events for 30 years. The launch of the Samoa Open Water Swim Festival follows the launch of the Samoa Tri, an international triathlon hosted in 2013. "Savaii is a prime location for swimming due to the clear waters, safety aspects, underwater scenery and all around natural environment." Says Bill from the afternoon comfort of the Stevenson's Beach Bar deck.

The event is also graced by the presence of international swimming champion Steve Prescott as Swim Director for the series. Steve has been involved in competitive swimming since the age of 9, he has held the world records for 400m and 800m freestyle and has recently achieved the title of New Zealand Master Swimmer of the Year and the Mid-Canterbury Sportsman of the Year. Steve will not only be competing for the first Samoa Swim Series title at this event, he will also be providing swimming lessons to the local children and acting as Swim Safety Officer for the family swim day on Saturday. When asked for his initial impression of Savaii as an international swimming location Steve labelled Savaii as "a pretty special place that has loads of potential as a swimming destination".

The team at Stevenson's at Manase is proud to be hosting an event that will draw attention to Savaii as a destination on the world stage. General Manager, Derek Webb says "it is wonderful to see an event held at our hotel which involves the local community". A special 500m swim will be offered to any interested local participants with prizes and giveaways to be presented on the day. Stevenson's at Manase thanks the organisers of the Samoa Swim Festival for their efforts in putting together this exciting international event for Savaii and looks forward to seeing it grow in the future.

COUNTDOWN to Samoa Commonwealth Youth Games 2015

96 DAYS September 5, 2015

Quote of the week

"The best thing about the future is that it comes only one day at a time."

- Abraham Lincoln, (1809-1865).

Life as Miss Pacific & Miss Samoa



Latafale Auva'a
Miss Samoa and Miss Pacific Islands

Photo: Ken Tai Tin

Talofa lava! It has been a while since last I wrote and the past couple of weeks has been for lack of a better word hectic. I had an amazing time competing at the Touch World Cup at Samoa's overall result which saw us placed 8th out of 25

teams. I came back to be launched into welcoming traders from overseas at the Samoan Tourism Exchange 2015. It was great to see how working relationships are formed to help our tourism grow. I also managed to meet the incredible Doctors working in Paediatrics from Starship hospital at the Samoan Cancer Society. Their life-saving occupation is such an inspiration.

However, the most interesting aspect of this week has been my recent facebook post which seemed to attract thousands of likes and hundreds of shares. As such, I thought this week I would share this short essay. I hope this work can encourage you in your daily walk on this beautiful island. A facebooker entitled this piece - Oute mitamita o a'u o le Samoa - and I think that is fitting.

Oute mitamita o a'u o le Samoa

I am a proud Samoan. Oute mitamita o a'u o le Samoa.

I am not defined as a Samoan by how well I speak, or understand Samoan. For those of you who think that the fluency of a language defines the character of a being – you are short changing yourself from the joy of getting to know the essence, beliefs and good will of a human person.

I am not sorry for the education and upbringing I received away from Samoa that has made me the Samoan individual I am today.

For those who believe that I am an inadequate Samoan based on my fluency of the language- I challenge you.

I am a product of a long generation of educated Samoan leaders; high ranking Matai's and honoured and respected Faifeaus. Their blood runs through my veins. In their vision for a better Samoa- a world renowned Samoa - they sought to leave Samoa to seek wisdom.

Education is the backbone to wisdom.

I am a creation of Samoan ideals. A dream of success from my ancestors because no matter where I go, what forum I speak or what University I attend in the western world. I am Samoan.

I may have grown up in a different land, with a different language and a different community but built into my learning was the understanding of our culture performance and the value system of the Fa'asamoa; Respect, Service, Faith,

Family, God and Love.

I am one of many, in a new generation of Samoans dreamt to achieve by an older generation of Samoans.

Regardless of whether you can speak Samoan eloquently or whether your language is basic – we are all tasked with the same duty – to achieve. This is both a heavenly duty, and an earthly dream of generations before.

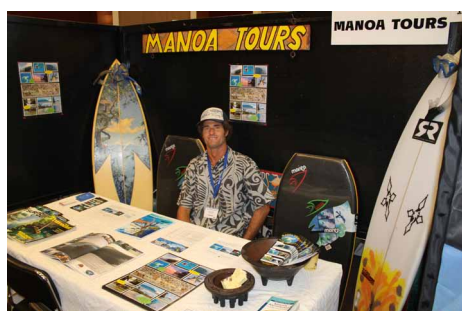
Learning the Samoan language is a continual journey for every Samoan – regardless of where we start. Some Samoans may be at the start of this journey, others may be in the middle, but even great orators, nearing the end of their journeys, are still mastering the language of old.

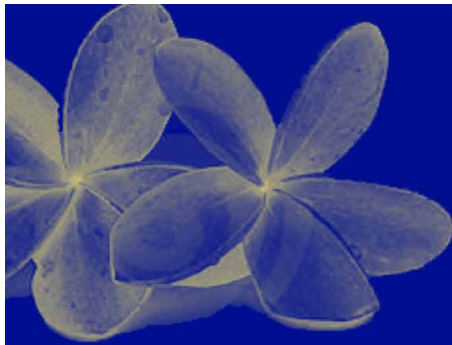
I am here to speak to a generation who may feel caught in between two worlds. You devalue your identity as a Samoan when you don't acknowledge you are a Samoan, not, when you can't speak Samoan.

Do not get me wrong- we are all tasked to continue to learn more of the language, more of the fa'asamoa, more of the customs – but do not let that knowledge, or lack of knowledge define your identity as a Samoan.

You are a Samoan. Whether full blooded or mixed. You are a product of an older generations dream. You are tasked to achieve on an international level. For the whole world to see, and hear and know that our breed of people in the Pacific exists and our people, for lack of a better phrase, are simply the best.

STE 2015 - more in photos





Financial & Environmental Risk Management

We would like to invite you

All

to a workshop on Financial and Environmental Risk
Management Assessment for the Tourism Sector on

- Tuesday, the 9th June at 9.00am to 2.00pm
at Jetover Hotel, Salelologa, Savaii &
- Wednesday, 10th June 2015 at Hotel Millenia,
Sogi, Upolu.

This workshop is part of the Financial Risk Management
Assessment currently carried as part of the
Tourism Cyclone Recovery Programme.

Your participation is very much appreciated

RSVP: Lagi Reupena 63506 by Wednesday, 3rd June 2015



The Treasured Islands of the South Pacific

STA items for tender

The public is hereby advised that the Samoa Tourism Authority (STA) is tendering some of its fixed assets.

For interested parties or individuals, please uplift a list of the items to be tendered from the STA headquarters at the Ground Floor of the FMFMII Government Building in town.

For further information, please contact Merinita Saufua on email nita@samoa.travel or telephone 63501.



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.

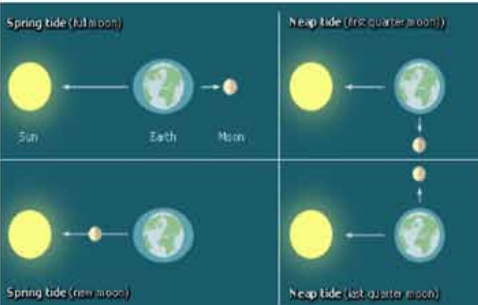
Spring tides are very high tides and very low tides that occur during full and new moon phases, when the gravitational forces of the sun and moon combine to exert a stronger pull on the oceans.

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

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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.