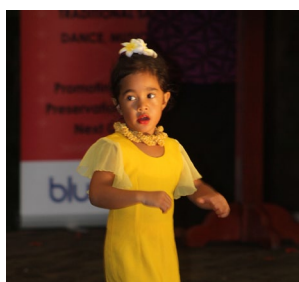


Le Taupou Manaia and Latafale to represent Samoa at the 2015 Pasifika Festival



Le Taupou Manaia Dance Group's preview performance at the Samoa Cultural Village Fale (STA Fale) for 2015 Pasifika Festival.



Miss Samoa and Miss Pacific Islands, Latafale Auva'a performing the 'Tualuga'.

The Pasifika Festival to be held in Auckland is one of the biggest celebrations of Pacific Island culture and heritage in the world, and representing our Treasured Islands of the South Pacific is Le Taupou Manaia Dance Group, and Miss Samoa and Miss Pacific Islands, Latafale Auva'a.

In preparing for the big event, Le Taupou Manaia showcased their preview performance last weekend at the Samoa Cultural Village Fale (STA Fale) in front of families, friends and the public. The occasion began with a prayer led by Venerable Taimalelagi Fagamalama Tuatagaloa, the Archdeacon of the

All Saints Anglican Church of Samoa, before the girls were introduced and welcomed to the stage for their group and individual performances by the master of ceremony, STA CEO, Papali'i Matatamali'i Sonja Hunter.

Miss Samoa and Miss Pacific Islands, Latafale Auva'a made a special appearance by performing a song and concluded the night with the 'Tualuga' or Final Traditional Dance. There are 17 young ladies between the ages of four and 16 travelling in the dance group with their families.

Tour Manager, Laeimau Oketevi Tanuvasa Savea thanked everyone's

support and is grateful for the opportunity provided for the young ladies to showcase their talents and represent their country.

Le Taupou Manaia is an academy of traditional Samoan dance, music and arts which was established in 1999 for young ladies, promoting faa-Samoa preservation through the next generation.

The Pasifika Festival will be held at Hayman Park in Auckland, New Zealand this weekend 14-15 March 2015, celebrating its 23rd year.

- Samoa Tourism Authority



Samoa Tourism Accommodation Standards Committee begins 2015 inspections



Members of the Samoa Tourism Accommodation Standards Technical Committee provide feedback to one of the Savaii accommodation owners after their inspections.



Tupa'i of EPC in action.

Tourism accommodations in the big Island of Savaii were the first to be inspected by the Technical Committee (TC) of the Samoa Tourism Accommodation Standards (STAS) for 2015. The annual inspections are mandated to ensure compliance of properties with minimum tourism accommodation standards.

The Technical Committee which is led by the Samoa Tourism authority, includes relevant government ministries and corporations who assess all areas of accommodation standards related to their services such as the Ministry of Works, Transport and Infrastructure; Ministry of Health; Ministry of Natural Resources and Environment; Electric Power Corporation; Fire and Emergency Services Authority; Samoa Water Authority; Samoa Hotels Association; Savaii Samoa Tourism Association and other members of the tourism industry.

Samoa Tourism Authority's Manager of Planning and Development, Faamatuainu Suifua Faamatuainu who is leading the inspections said that it's a two way process.

"The committee is like a one stop shop consisting of members from the needed government services all simultaneously

carrying out inspections for the same accommodation, which is a great opportunity for accommodation owners to seek assistance where it's needed and take onboard the recommendations provided by each committee member." said Faamatuainu.

The inspections last week in Savaii were well received by the owners and managers of the various levels of accommodations, as the committee commended on the improvements carried out and provided recommendations on areas of improvements.

Safety was high on the list of recommendations for the tourism accommodations in the big island following a very thorough assessment by each individual member of the committee.

More than 30 tourism accommodations in Savaii were all observed for the whole week.

The inspections for Upolu Island will take place at the end of the month.

- Samoa Tourism Authority



Members of the Samoa Tourism Accommodation Standards Technical Committee conducting inspections in Savaii.

Professional Profile:

Members of the Samoa Tourism Accommodation Standards Technical Committee who conducted the Savaii inspections.



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COUNTDOWN to Samoa Commonwealth Youth Games 2015

175 DAYS September 5, 2015

Siufaga Beach Resort soon to complete major facelift

One of the two deluxe hotels in the big island of Savaii is scheduled to re-open mid 2015, in time for the All Blacks and Manu Samoa July test in Apia and the Commonwealth Youth Games during the Teuila Festival in early September.

Siufaga Beach Resort in the village of Faga is undergoing some major rebuilding and renovations works since the past 12 months and owner, Paul Caffarelli says that progress is positive.

“Were all excited to see the place evolving daily especially now we are in reach of the finishing line” said Mr Caffarelli.

As the rooms are being maintained, the main development is the new single-level lobby, restaurant and bar which has replaced the old two-storey building. It now stands on a higher ground positioned to provide a better scenic view of the ocean just in front. The new big building houses the lobby, reception, main office, kitchen and restaurant which at this stage will cater up to 150 persons.

From the restaurant, guests will be able to access the swimming pool and the swim-up pool bar from the restaurant’s walkway which connects to the pool area.

Siufaga Beach Resort consists of 11 Deluxe Bungalows and Villas designed for the traveller seeking quality accommodation within easy reach of the islands town and sites and attractions.

Following the resort’s scheduled re-opening around June this year, one of the major changes will be its name change which the resort will formerly announce closer to the re-open.



Owner, Paul Caffarelli (Right) with STA Manager for Planning and Development, Faamatuainu Suifua Faamatuainu at the Siufaga Beach Resort’s main development under construction.

Siufaga Beach Resort boasts spectacular lagoon views, complimentary tropical breakfast and an outdoor pool with the islands only swim-up pool bar.

The Villa style accommodation is surrounded by tropical gardens, providing ultimate privacy.

Siufaga Beach Resort is 20 minutes’ drive from Salelologa Town and wharf. It is 30 minutes’ drive to Saleaula Lava Fields.

- Samoa Tourism Authority

Quote of the month

“Talent is God given. Be humble. Fame is man-given. Be grateful. Conceit is self-given. Be careful.”

- John Wooden

Tourism Management Plans for local communities get under way



Opening Day of the Manono-tai 3D Model Workshop at Sunset View Fales in Lepuia'i, Manono Island.

The Samoa Tourism Authority and other Government Ministries in working together with the communities to enhance local resilience to climate change have begun workshops to draft Tourism Development Area (TDA) Management Plans and Participatory Three Dimensional Models.

Beginning with the Island of Manono-tai this week, the workshops will draw out both the community's and tourism operators' vision for developing the TDAs. Considerable consultation and research has been undertaken across the Tourism Development Areas within Samoa. The current activity seeks to develop TDA management plans that draw together this extensive information and supplement it where necessary in order to develop a comprehensive road map for action.

The Island of Manono-tai turned out in numbers at the Sunset View Fales, Lepuia'i to participate in this four-day



Some community participants with the completed 3D Model of Manono Island.

activity, which was officially opened by the Chief Executive Officer of the Samoa Tourism Authority, Susuga Papali'i Matatamali'i Sonja Hunter, who stressed the importance of pushing tourism developments and thanked the related government ministries involved in the process, such as the Ministry of Natural Resources and Environment; Ministry of Agriculture and all communities involved.

The Australian based 'Water Technology' consultancy firm is leading the formulation of the TDA Management Plans.

The other areas targeted are Lalomanu and Saleapaga; Sataoa and Saanapu; Lano and Manase; Falealupo and Satuiatua; and Fa'ala and Vailoa, Palauli.

This project is funded by the Global Environment Facility through UNDP.

- Samoa Tourism Authority



Participants developing the 3D Model of Manono Island.



The 3D Model of Manono Island completed.

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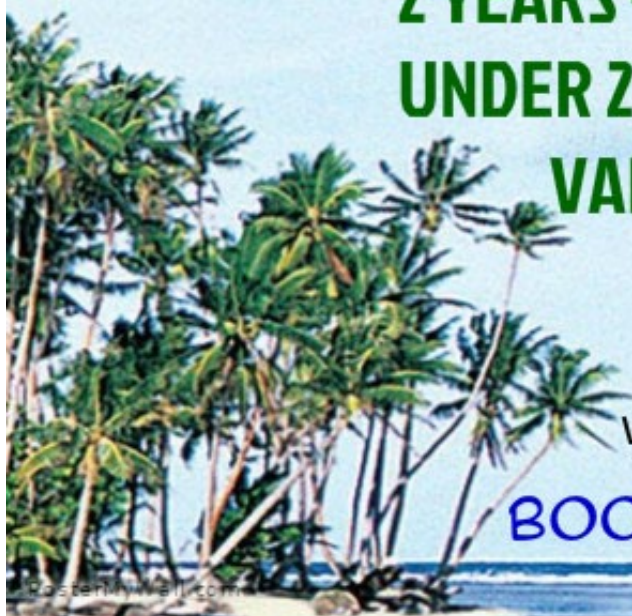
2 YEARS - ADULTS: \$70 TALA

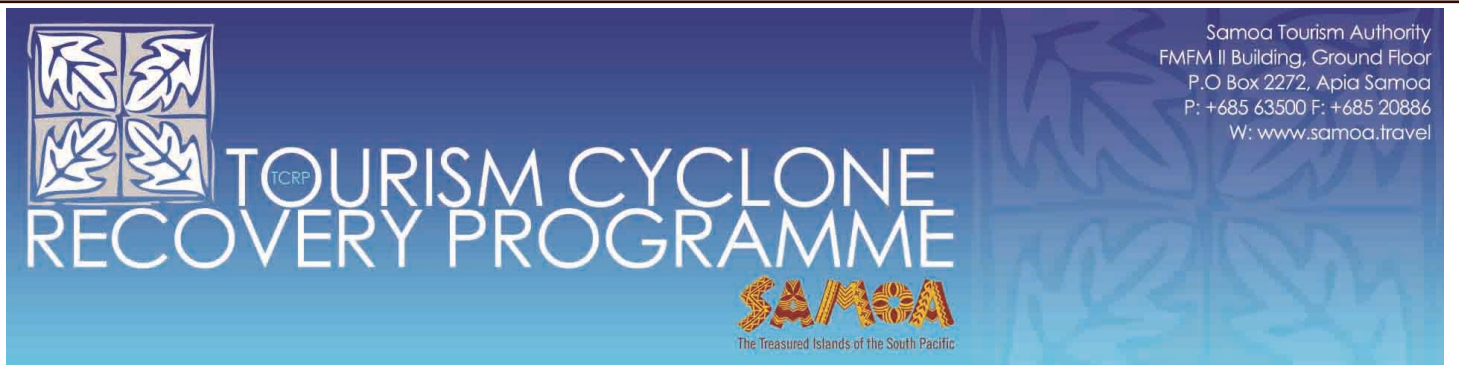
UNDER 2 YEARS: \$20 TALA

VALID TIL: 30 /4 /15

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SPECIAL ANNOUNCEMENT

The Samoa Tourism Authority wishes to remind all tourism businesses and operators that the 3 year TCRP funding scheme closes 30th JUNE 2015. Cyclone Evan affected businesses are advised to submit applications for recovery assistance at their earliest convenience.

The Authority on behalf of the TCRP Facilitating Group remind all tourism businesses and operators that funding under the TCRP is still available and is set under the following conditions;

- Tourism Businesses directly affected by tropical cyclone Evan are entitled to a Reconstruction Grant of up to SAT \$100,000. (Conditions Apply)
- Registered Tourism Businesses (including those eligible to the above mentioned grant) are entitled to a Marketing Grant of up to SAT \$20,000. (Conditions Apply)

Interested business proprietors are required to contact Marita Ah Sam on marita@samoa.travel / Tel 63507, Tupai Robert on robert@samoa.travel / Tel 63508 or Alexandra Rankin on alexandra@samoa-hotels.ws / Tel 30160 for further enquiries or assistance with application forms.

Ma le faaaloalo lava,

The Secretariat

Tourism Cyclone Recovery Programme



For 2015 Calender of Events

The Samoa Tourism Authority (STA) has put together its Calendar of Events 2015 for its website www.samoa.travel.

Please send through any of your events you wish to include on the calender for this year, to Kristian Scanlan on kristian@samoa.travel at your earliest convinience. Faafetai.



The Treasured Islands of the South Pacific
www.samoa.travel

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

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