

Beautiful
SAMOA



**SAMOA TOURISM AUTHORITY
ANNUAL REPORT 2015-2016**

SAMOA

The Treasured Islands of the South Pacific

www.samoa.travel



28 February 2017

The Honourable Speaker of the House
Afioga Leaupepe Toleafoa Faafisi
Legislative Assembly
MULINUU

SAMOA TOURISM AUTHORITY ANNUAL REPORT 2015 - 2016

In accordance with Section 23 of the Public Bodies (Performance and Accountability) Act 2001, I have the privilege to submit before Parliament the Annual Report of the Samoa Tourism Authority for the financial year, July 2015 to June 2016.

Faafetai,

Sala Fata Pinati
MINISTER OF TOURISM



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1.0 MESSAGE FROM THE MINISTER



It is my duty as the Minister of Tourism to present the Annual Report for the Financial Year July 2015 to June 2016 on behalf of the Samoa Tourism Authority Board of Directors. The Government of Samoa continues to support tourism as a priority sector that has proved its potential in delivering major economic development opportunities, as well as sustain national cultural heritage and Samoa's natural environment. The Samoa Tourism Authority is the lead government agency which is mandated to coordinate the development of Tourism and also promote the Tourism Destination in the Tourism Source Markets. The Authority therefore is responsible to the Minister of Tourism as the Ministry of Tourism responsible for tourism planning and product development and research as well as responsible for the promotion of the Destination as the Tourism Promotional Board.

The Budget in this Financial Year had reduced by 6.2% at \$9,225,441 when compared to that of the previous financial year. The Sector was assisted by the Government of New Zealand in the Samoa Tourism Support Programme in an Inception Phase. The areas of assistance is referred to in the report and comprised of the thematic areas of Product Development and Tourism Research and Workforce Training. The Authority also enjoys a close working relationship with the Ministry of Natural Resources & Environment with which it has shared specific responsibilities in the Waterfront Development Project, the establishment of the Environment & Tourism Rangers, and a partnership with the United Nations Development Programme as the UN Agency that shares planning and implementation duties in the National Tourism Climate Change Adaptation Project Unit through the Global Environment Facility assistance and the Adaptation Fund through which the Beach Nourishment Project at the Manase Village is being realised.

The Authority staff has worked diligently to achieve its annual work programme in assisting sector growth which is guided by the Samoa Development Strategy and the Samoa Tourism Sector Plan 2014 – 2019 which states the Sector Vision that 'By 2019 Samoa will have a growing tourism sector, which engages our visitors and people and is recognised as the leading Pacific Destination for Sustainable Tourism'.

Additional highlights for the year included the launch in overseas markets of the Visit Samoa Year 2016 campaigns to encourage more travel to Samoa for all events of interest as well as to initiate the introduction and celebration of the opening of the new chain and major hotels/resorts Sheraton Samoa Aggie Grey Resort and Hotel as well as the Taumeasina Island Resort. Ahead of the Opening was the first Rugby Game between the Samoa Rugby Team the



Manu Samoa and the New Zealand All Blacks. Sports Tourism took off in this year and was further celebrated by the Lupesoliai Joseph Parker professional fight against Southpaw Jason Bergman which again promoted and attracted visitors and the international media for global coverage of the fight and promoting Samoa.

Tourism continues to play a leading role in the development of Samoa contributing 22% to 25% to the national GDP annually. Sustainable Tourism therefore has been identified by Government and the Sector to ensure economic growth for the sector and the host communities, and the promotion of Samoa's living culture and natural environment.

The Tourism Sector achieved a total of \$389.3 Million Tala which is an increase of 12% in tourism earnings from the previous year. This year has also registered an increase of Holiday Tourists by 17.75% which is significant of the sector's increased performance in the hosting of tourists for special interest tourism activities and the emergence of tourism business that target market segments that attract visitors more on specific interests.

Government continues to assist the tourism plant through recovery assistance for tourism properties as well as the processes in the establishment of new tourism business through the incentives schemes and duty concessions. There are plans in the assistance to enhance the tourist attraction sites through the Samoa Tourism Support Programme under the financial assistance of the New Zealand Government.

One of the highlights of the year is the return of Survivor Television Series Production Company Endomol Shine from Australia to film the series on our shores and employing 480 locals as well as promoting some of Samoa's beautiful beaches and landscapes as the setting of the Series.

The Authority staff has worked diligently to achieve its annual work programme targets supported by the tourism Private Sector and for this I thank all. It is everyone's duty to ensure sustainable tourism as it is a phenomenon that is so multifaceted and touches everything under the sun and therefore everyone! It is my prayer that the Tourism Sector continues to develop sustainably for the obvious positive outcomes.

Ia Manuia!

Sala Fata Pinati
MINISTER OF TOURISM



2.0 FROM THE CHIEF EXECUTIVE OFFICER



The STA Management and Staff are appreciative of our partners who continue to render support in the coordination and development of the sector. We thank the new Minister of Tourism the Honourable Lautafi Selafi Purcell and the former who is also the Prime Minister Honourable Tuilaepa Dr. Sailele Malielegaoi whose vision in action has indeed progressed Tourism on our shores. The Board of Directors continues to be instrumental in policy matters and this year we farewell our diligent Chairman to a higher echelon in the public Service with the Chairperson Afioga Amituanai Faleulu Maui who had won the general elections for the Palauli i Sisifo Constituency and thereby elevated to the position of a Member of Parliament.

The Minister has highlighted some of the activities and targets achieved by the Sector and we pray that the sector will continue to grow so that the Vision will have been achieved by the year 2019

The Sector continues to emphasise the challenges that Samoa continues to face with the high cost of airfares and the limitations that the inbound airlines continue to strategically restrict air travel. The bold move by the Minister of Tourism to engage an aviation company namely the Complete Aviation Solutions to look into the airline partnership that Samoa had enjoyed has thrown light on the gloomy state that flights into Samoa are controlled. North bound Exports are transported to New Zealand as a preferred route and seat capacity utilisation is at an all time high averaging about 83% in this financial year.

Tourism will continue to grow if and when more seat capacity is established and in the words of many Pacific Airlines' ' Samoa has to look again into reinstating its own Polynesian Airlines' jet services to cater to the travelling needs of your people and your tourism industry to send the planes where the markets are evident and profitability is a reality.

The Tourism Sector continues to introduce new products and the New Zealand Government continues to assist through the much needed development of the tourism products and especially the natural and historical attractions. New Zealand remains the only country which continues to assist tourism development in the areas of research and also business standards and accreditation.

Sustainable Tourism is identified by the Government to be the iconic tourism form that Samoa must develop if success is to be targeted. We are thankful to the tourism Development Partners such as New Zealand and also the Government of the Peoples Republic of China, the

Samoa Tourism Annual Report 2015-2016



International Organisations such as the United Nations for the Development Programmes gained under the Global Environment Facility for the National Tourism Climate Change Adaptation Strategy and also the Adaptation Fund for the Manase Beach Nourishment Project.

The content of this report, features in detail the programmes implemented by the sector and guided by the Samoa Development Strategy and the Samoa Tourism Sector Plan 2014 – 2019 with the Vision that 'By 2019 Samoa will have a growing tourism sector, which engages our tourists and people and is recognised as the leading Pacific destination for sustainable tourism.

It is in this year that the Sector has launched with the Prime Minister the Samoa Tourism Excellence Awards where the survey will reveal what the tourists really think about our tourism products and services and of which results will award the excellent tourism business who provide our guests with the best that will continue to promote our country positively through the compliments and conversations around the world.

This is the Land of Tusi'tala, the famed author, poet and writer Robert Louis Stevenson, and it is the Authority and the Government's prayer that everyone will continue to amaze our guests with services that exceed their expectation, as it is our culture to give our guests the best that we can provide.

Faafetai Tele Lava ma ia saga viia pea le Atua Soifua o loo faavae iai Samoa.

Ma le fa'aaloalo tele lava

Papalii Matatamalii Sonja Hunter
CHIEF EXECUTIVE OFFICER



3.0 EXECUTIVE SUMMARY

This Annual Report covers the Financial Year July 2015 - June 2016, and informs on the Government's commitment to the development of the tourism sector.

The Authority received a grant of \$9,225,441 for the implementation of Planning & Development, Policy & Sector Coordination, Tourism Research and Training, and of course to Marketing & Promotions.

The report outlines the functions of the Authority as stipulated by the Tourism Development Act 2012, as well as the main functions of each division. This year saw to the changing by the Board of the name of one of the Divisions to properly reflect its responsibilities and therefore became the Policy and Sector Coordination project.

The Samoa Tourism Sector Plan 2014 – 2019 in its first twelve (12) months was reviewed and discussed through consultations and the Samoa Tourism Forum. The Authority continues to prioritise the importance of its Communication Strategy for a 'well informed sector'. It does so by ensuring the delivery of monthly newsletters to the sector and global media and development partners.

Good Governance is important to the Authority and the Board continues to ensure that this is a priority in its corporate culture. The STA Values follows those of Sustainable Tourism to ensure enhanced sustainability of Economic Benefits through the engagement of the Tourism Private Sector and Host Communities, as well as the Market Industry Partners and in development ensure Visitor Satisfaction and the sustainability of the Samoan Culture and beautiful diverse environment as the destination's point of difference and foundation upon the products and services are established.

The Samoa Tourism Authority Mission is 'to promote quality Sustainable Tourism that is beneficial to Samoa and satisfactory to tourists seeking a premier Samoan Experience'.

Our Core Values and Principles are:

- Respect
- Honesty
- Impartiality
- Effective & Efficient
- Accountability
- Transparency



3.1 Functions of the Authority

The core functions of the Authority as set out in its main Legislation – Tourism Development Act 2012 Part V Section 16(1), (a) – (m) are stipulated below:

1) The Authority shall be responsible for the administration, promotion and regulation of tourism industry in Samoa in accordance with this Act, and other relevant laws.

- a) hosting or participating in any forum or meeting in relation to any purpose provided for under this Act, and ensuring that the resolutions of any forum convened to promote engagement between relevant stakeholders are auctioned and addressed for the benefit of tourism in Samoa;
- b) formulating proposals for incentive schemes to develop tourism, and performing any function and exercising any power in relation to the approval of incentives for any tourism business in accordance with any law giving such a role to the Authority;
- c) formulating tourism related policies and preparing and approving the tourism development plans, and advising the Minister and Government in relation to such policy and planning matters;
- d) ensuring that consultation takes place with other government agencies in relation to the enforcement of laws affecting tourism, and developing processes and procedures whereby such laws may be more effectively implemented through streamlined processes and other appropriate means;
- e) participation in the administration of the licensing requirements applying to providers of tourism accommodation and other tourism businesses in accordance with this Act and the Business Licenses Act 1998;
- f) ensuring that appropriate standards and systems of ratings are formulated for the tourism industry and applied through the licensing regimes, and by other appropriate means;
- g) administering an inspectorate to monitor and report on any aspect of tourism and tourism businesses as required by this Act, and to conduct such inspections and investigations as are necessary for the effective implementation of this Act;
- h) maintaining records, statistics and accounts in relation to its functions under this Act;
- i) implementing marketing strategies and promotional activities;
- j) undertaking research into any matter concerning tourism;
- k) monitoring the effectiveness of the marketing and promotional activities, verifying the statistics, records and projections relating to tourism, and making recommendations to enhance the effectiveness of such programs and activities;
- l) disseminating information relevant to tourism in Samoa; and
- m) doing all other acts and things to implement this Act effectively and the provisions of any laws under which it has functions, powers and responsibilities.



3.2 Core Functions as stipulated by its Corporate and Annual Plans

- Encourage private sector investment in the tourist and visitor industry
- Encourage visits to Samoa by people from other countries, including travel and holidays within Samoa
- Encourage the development and improvement of accommodation facilities for tourists
- Coordinate and improve the activities of all sectors providing these services
- Advise the Government and the private sector on all matters relating to tourism
- Prepare, implement and maintain comprehensive tourism development and marketing plans for Samoa.

3.3 Marketing & Promotions Division

The Marketing and Promotions Division implements activities in selected international markets, which target the enhancement of destination awareness, interest and demand. These activities are broadly categorised as direct marketing, travel trade activity, international media and public relations, events and meetings and partnerships.

3.4 Planning & Development Division

The Planning & Development Division facilitates and promotes the improvement of new and existing tourism products through product consultation and advisory, enforcement of minimum standards for accommodations, periodic site inspections, support for accessing funding and finance, as well as human resource development, awareness and education. Tourism Climate Change projects are also coordinated by the division.

3.5 Research & Statistics Division

The Research & Statistics Division is solely responsible for the compilation and analysis of all information pertaining to the tourism sector and industry. Further, they also conduct surveys on tourist emerging related issues from time to time based on requirements from the Board, Management and stakeholders.

3.6 Policy and Sector Coordination Division

The Policy Advice Division had refer Supervision directly to the Sector Coordinator in line with the majority of its functions and direct assistance with work of the Sector otherwise, still reporting direct to Chief Executive Officer where needed and for convenience given the diverse range of its duties and tasks. This division has continued to lead the way in providing advice relating to the Government's objectives to achieve motto of 'Beautiful Samoa' Samoa Lalelei over the



longer term with a specific focus on the Community, the Tourism Industry, the Government as well as the Authority's requirements. This division is also responsible for the implementation of approved recommendations associated with the development of new or the review of existing strategic policies. This division also plays the lead coordination role in the National Beautification Committee (NBC) activities

3.7 Finance & Corporate Services Division

The Finance and Corporate Service Division is responsible for the management of the Authority's financial resources. They also provide the necessary administrative and support services to the core output divisions. More importantly, it is also responsible for overseeing and coordinating the human resources of the Authority.

3.8 Board of Directors July 2015 -June 2016

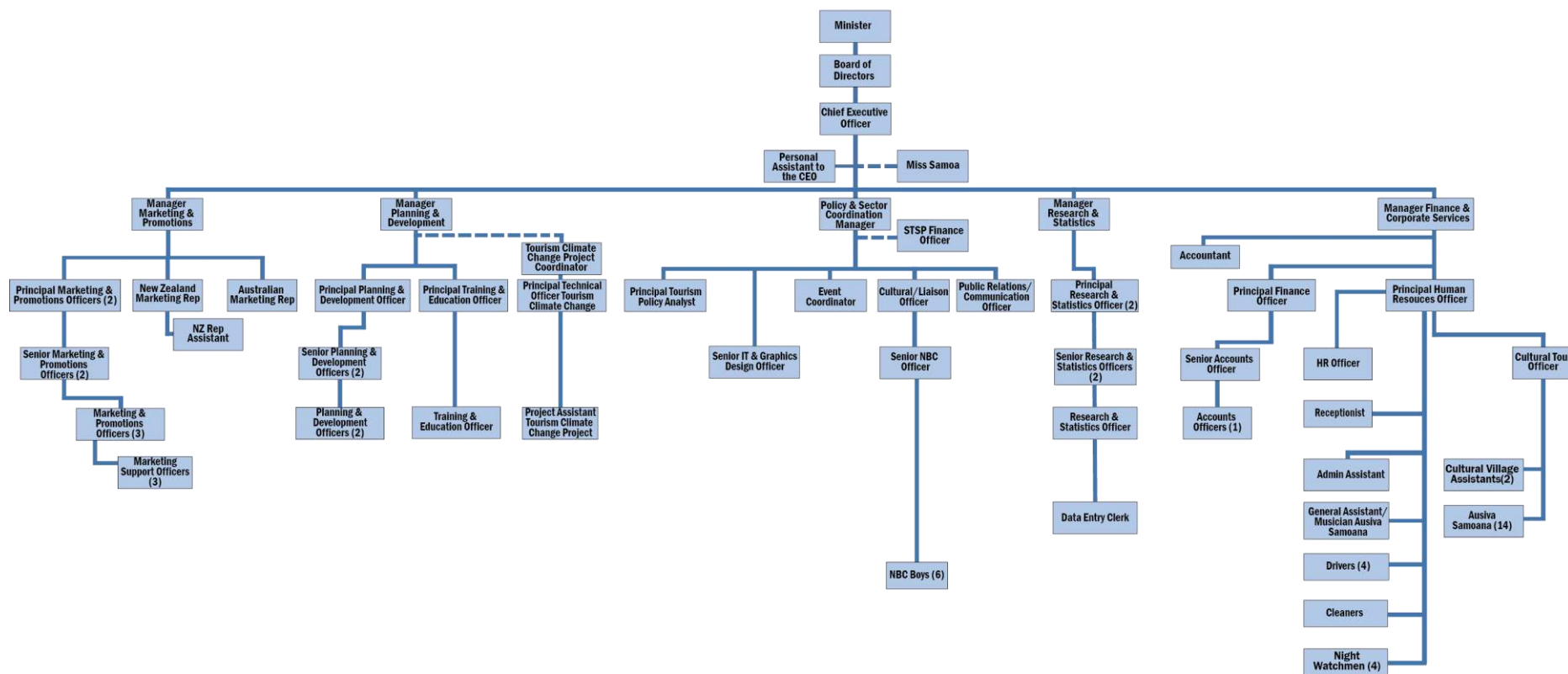
1. Afoa Amituanai Faleulu Mauli	Chairman
2. Adele Kruse	Madam Chair
3. Aanamaitu Tauiliili Pasikale	Director
4. Tuala Oli Ah Him	Director
5. Leota Lu Il	Director
6. Tania Grey	Director
7. Tauiliili Alise Faulalo Stunnerberg	Director
8. Leota Matamua Tuitautai Kuki Retzlaff	Director
9. Papalii Matatamalii Sonja Hunter	CEO

3.9 Management July 2015-June 2016

1. Papalii Matatamalii Sonja Hunter	Chief Executive Officer
2. Pativaine Petaia-Tevita	Manager Finance & Corporate Services
3. Dwayne Bentley	Manager Marketing & Promotions
4. Kitiona Pogi	Manager Research & Statistics
5. Faamatuinu Suifua	Manager Planning & Development
6. Dulcie Wong Sin Simanu	Policy and Sector Coordinator
7. Isamaeli Time	Tourism Cyclone Recovery Programme Coordinator



SAMOA TOURISM ORGANISATIONAL STRUCTURE





4.0 MARKETING AND PROMOTIONS DIVISION

Overview

The activities which were implemented continued to target improved awareness, interest and demand in selected source markets. Promotions were conducted through digital and traditional channels and the bulk were rolled-out in New Zealand and Australia which account for about 80% of total visitors.

During the year a number of events took place. These helped increase Samoa's appeal, create demand for travel and enhance the visitor-experience. The following list outlines the major events which took place:

- **July** - All Blacks vs Manu Samoa Test Match
- **August** - Samoa Swim Series
- **September** - Commonwealth Youth Games; Teuila Festival
- **January** - 'Rumble in Paradise' Joseph Parker vs Jason Bergman Fight
- **April** - Samoa Tourism Exchange; Sheraton Samoa Aggie Grey's Hotel and Bungalows Soft Opening
- **May** - Production of the Survivor Australia TV Show

The historic first-ever Rugby Test Match in Samoa between the Manu Samoa and All Blacks and Commonwealth Youth Games were the biggest events of the year and showcased Samoa's capacity to host large-scale international.

In partnership with DUCO Events of New Zealand, Samoa hosted the 'Rumble in Paradise' pro-fight which featured Joseph Parker. This was very successful and the sold-out event was thoroughly covered by the New Zealand media. The event was telecast live by SKY TV, on which STA screened the 'Beautiful Samoa' TV advertisements.

At the start of 2016, Samoa was confirmed as the location for the widely anticipated return-season on Australian Survivor. The show was filmed entirely in Samoa and will be broadcast nationally in Australia during August-October on Network 10. The show will also be shown in other countries including New Zealand.

The annual Samoa Tourism Exchange took place and was attended by tour operators from New Zealand, Australia, Europe, North America, American Samoa, China and South Korea. Many local operators also participated.



The Marketing and Promotions team continued to play a key role in strategic development, linking the tourism-plan with selected markets, implementing activities and delivering quality visitor information services.

4.1 Direct Marketing

Outcome: Increase awareness of Samoa as a tourism destination and its offerings;	Key Performance Indicators: - Number of direct marketing campaigns implemented. - Average monthly first time visitors to www.samoa.travel website. - Samoa Tourism Social Media fan base. - Number of projects undertaken to enhance www.samoa.travel website.
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4.1.1 Advertising

Destination-branded advertisements were placed across digital, print, TV and radio media. The content and messages promoted varied depending on target market such as holiday/leisure, romance and weddings and business and the ads would have included a call-to-action to trigger enquiries and bookings.

Market	Ad Campaigns	Description
North America	3	Press, magazines, online
Australia	19	TV, press, magazines, online, radio
UK/Europe	38	Press, magazines, online, radio
New Zealand	11	TV, press, magazines, online, radio
Am Samoa	7	Press, radio, outdoor
South Korea	9	TV, Press, Online

During the year, all advertisements featured the 'Visit Samoa Year 2016' and 'Beautiful Samoa' brand marks.

4.1.2 Promotional Materials

During the year, collateral was updated to reflect the 'Beautiful Samoa' and 'Visit Samoa Year 2016' campaign which was launched in May 2015.

4.1.3 Online Development

4.1.3.1 Samoa.travel

Overall traffic to the main portal decreased by 7%. Approximately 69% of traffic originated from New Zealand, Australia and the USA.



Throughout the year, search engine marketing (such as Google Advertising) and optimisation campaigns were implemented. Also structural and programmatic updates were carried out. The search engines would have required some adjustment-time to register the updates. At the same time, there was a change in how Google search engine traffic is reported in Google Analytics which would have caused some under-reporting in traffic.

Following on from the comprehensive site audit that took place, on-going efforts focus on site-content and the 'user-experience'.

Google Analytics Report 2015-2016					
Overview	14/15	15/16	Change	Top Content	
Visits	405,936	374,325	(7.7%)		Page views
Unique Visitors	296,474	275,749	(6.9%)	1) Homepage	153,417
Page views	1,600,824	1,104,310	(31%)	2) Sightseeing	25,747
Pages/visit	3.94	2.95	(25%)	4) Accommodation	27,636
Avg. Time on Site	0:03:41	0:03:15	(7.6%)	3) Sightseeing/To-sua-ocean-trench	27,494
Bounce Rate	55.59%	58.25%	4.7%	5) Things To Do	34,704
New Sessions	72.02%	72.71%	0.9%		
Visits by Country of Origin			Traffic Sources		
Country	Visits	Share	Source	Visits	
New Zealand	111,780	29.86%	Referral	26,361	
Australia	82,373	22.01%	Organic Search	273,714	
USA	64,919	17.34%	Direct	46,821	
Samoa	23,381	6.25%	Paid Search	57	
Germany	9,953	2.66%	Social	13,148	
UK	12,733	3.40%	Other	13,476	
Canada	6,490	1.73%	Display	Not Available	
India	4,136	1.10%	Email	748	
France	2,398	0.64%			
Switzerland	1,612	0.43%			

4.1.4 Social Media

Social media platforms continued to be used with good-effect, to complement promotional efforts. Whilst the number of Twitter followers declined, the number of followers as well reaches and engagement through Facebook, YouTube and Instagram increased noticeably.

Channel	2014/2015	2015/2016
Facebook	43,886 Likes 18,374,895 Reach	54,805 Likes 4,355,910 Reach
YouTube	235,461 Views	55,200 Views
Twitter	68,935 Followers	67,700 Followers
Instagram	Approx. 5,000 Followers	14,200 Followers



4.1.5 Samoa Direct

The Samoa Direct online booking engine continued to act as a key distribution channel for many operators. Digital advertising campaigns to drive traffic and bookings to Samoa Direct were conducted mostly in New Zealand and Australia. The number of participating operators remained largely the same.

Accommodation Category	2014-2015	2015-2016
Deluxe	4	5
Superior Standard	8	10
Standard	20	18
Budget	15	15
Beach Fale	10	9

At the start of 2016, efforts to enhance Samoa Direct and allow real-time availability and confirmations, in partnership with Pacific Bedbank were undertaken.

4.2 Travel Trade Activities

Outcomes: • Improve trade engagement and recommendation. • Identify and develop marketing opportunities. • Support trade education and ensure trade mediums and communication are consistent with branding.	Key Performance Indicators: • Number of joint venture (trade) campaigns implemented • Number of hosted trade familiarizations • Number of overseas sellers (agents) trained
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4.2.1 Joint Marketing Campaigns

Collaborative joint-venture campaigns continued with selected tour operators and retail travel brands. These campaigns utilised trade distribution channels as well as digital, press and TV media for promotions. Joint-venture campaigns are mostly co-funded by STA and Tour Operators.

Market	Joint Marketing Campaigns Implemented
NZ	12
Australia	7
UK/Europe	3
North America	2
Asia (China/Korea)	11



4.2.2 Trade Familiarisations

Destination familiarisation trips for retail and reservations consultants continued. These play a key role from an education and experience perspective. Most of the (group) familiarisation trips were from New Zealand and Australia.

Market	Hosted Trade Familiarisations
North America	1
Australia	3
Asia (China, South Korea)	1
UK/Europe	14
New Zealand	9

4.2.3 Agent Training

Travel agent training (for front-liners) was carried out, mostly in the main metropolitan and regional centres. Updates and trainings provide the opportunity to build and enhance relations, knowledge, and confidence in selling the destination.

Market	Agents Trained
Asia	352
North America	48
New Zealand	665
UK/Europe	2249
Australia	1031

4.2.3.1 Tour Operators with Samoa Programs

Tour Operators play a key role in destination marketing efforts and focus remains on introducing new partners to sell Samoa and working closely with selected operators which have a proven track-record in generating enquiries and bookings.

Market	No.
New Zealand	16
Australia	20
UK/Europe	8
North America	12
Asia (China; South Korea)	5
Other (Pacific)	3



4.3 International Media & Public Relations

Outcomes • Improve media engagement and communication. • Key messaging is reflected in editorial, advertorial and online coverage.	Key Performance Indicators: • Number of hosted overseas media • Number of overseas media articles generated • Number of press releases distributed
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4.3.1 Media Visit Program

Media visits are a cost-effective way to generate targeted and mass publicity. As part of the program travel-writers are guided through travel-storylines and experiences which are developed in collaboration with media outlets. Visits are supported by accommodation operators, and to some extent airlines.

Market	Media Hosted	Overseas Media Hosted
Australia	8	Helloworld Relay Social Samoa Journey (Influencers) Senior Traveller The Weekend Australian Endemol Shine Media Group Network 10/Survivor Australia Australian Financial Review, Life and Leisure Network 10/Survivor Australia
New Zealand	4	Otago Daily Times - Bruce Munro –Oct 2015; Johan Lolos– Social Influencer; Teuila Media Famil – Sep 2015; Rumble in Paradise
UK/EU	4	Joe Farrell, Freelance, Daily Herald Venessa Oelker, Geo Saison Film crew - Bewegte Zeiten Filmproduktion 3 German publications - Die Welt/Welt au Sonntag; Hamburger Abendblatt; Connoisseur Circle/Donna
Asia (China, Sth Korea, Japan)	3	SBS, Law of the Jungle (Oct-Nov15); MBC TV BUSAN, Awesome Travel Backpackers (May-June16); Blue Magazine (Jun 16)

4.3.2 Generated Articles & Features

Numerous articles were generated as a result of media visits and releases.

Market	Articles/Programs	
New Zealand	12	Print, TV, online
Australia	28	Print, TV, online
UK/Europe	102	Print, online
Asia (China, Sth Korea)	8	Print, online
North America	4	Print, online



4.3.3 EDMs/Media Releases

A number of media releases highlighting various promotions, high-interest storylines and events were circulated during the year.

Market	EDMs
New Zealand	10
Australia	6
North America	4
UK/Europe	13

4.4 Events and Meetings

Outcome	Key Point Indicators:
Increase awareness of Samoa as a tourism destination and its offering.	Number of tourism trade and consumer shows and events attended

4.4.1 Trade and Consumer Shows

Exhibitions at key trade and consumer travel shows continued to compliment promotional efforts. The annual Samoa Tourism Exchange recorded strong interest from Buyers from New Zealand, Australia, American Samoa, USA, Canada, UK, Europe, China and South Korea. In addition, 47 Sellers ranging from resorts and hotels to tour operators (from both Samoas) were participated.

Market	Shows Attended	Details
New Zealand	15	Flight Centre Expo (6) House of Travel Expo - Christchurch PAICE - Auckland Beautiful Samoa Roadshow SPANTO Roadshow (6)
Australia	9	Treasures of the South Pacific (4); Beautiful Samoa Roadshow Flight Centre Expos (3); AIME (Asia-Pacific Incentive Meeting Exhibition) South Pacific Tourism Exchange
UK/Europe	17	ANTOR Meets the Travel Trade ANTOR Annual General Meeting SPTO Roadshow (Europe x 5 cities) ITB, Berlin PATA Exchange, London Unite Pacific, London SPTO Roadshow (UK x 2 cities) World Travel Market, London ANTOR Christmas Event ANTOR Meets the Media



		ANTOR Meets BGTW PATA road show Manchester PATA road show Liverpool The Meeting Show, London ANTOR Meets Mice @ Leeds Castle TTG Travel Awards Travel Bulletin Star Awards
South Korea	4	Return to Paradise – Fiji/Samoa; Wise Wedding Fair; Palmtour Honeymoon Fair; Bon Wedding by Daemyung Tour Mall;
China	3	South Pacific Roadshow: China Intl Travel Mart: China Outbound Travel & Tourism Market:
Samoa/Other	2	Samoa Tourism Exchange Seatrade Global

4.5 Partnerships

Outcome: Identify and develop marketing opportunities.	Key Points Indicators: Number of partnership campaigns implemented
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4.5.1 Partnership Campaigns

The Authority from time to time partners with non-travel/media entities to implement activities which also generate exposure for the destination.

Market	Campaigns	Partners
Australia	1	Samoa Day – Partnership with the Samoan community in Sydney to celebrate the Samoa Day during the Samoa Independence Celebration. STA supported the event through exhibiting throughout the two days event. General brochures were distributed and attend to general enquiry from public
New Zealand	3	Nadia Lim (Celebrity Chef) - Social Media; Samoa Tourism Trade Update Luncheon and Movie Night
UK/Europe	1	Cobham Rugby Club (Youth Division)
South Korea	2	Grand Kitchen Grand InterContinental Hotel Parnas Seoul High-end consumer promotion (July-Aug15) Sahak Convention Wedding Promotion



5.0 PLANNING AND DEVELOPMENT

5.1. Tourism Sector Training and Capacity Building Programmes

5.1.1 Savaii Culinary workshop

The Authority in close collaboration with the South Pacific Tourism Organization (SPTO) hosted the Savaii Culinary Training Workshop for the Savaii Local chefs employing in the tourism accommodation segment on the theme **Making Samoa produce “culinary stars”** on a contemporary Samoan menu. The training was held at the newly renovated Amoa Resort at Siufaga from the 3rd to 7th of August 2015. It was indeed an exceptional milestone for Savaii operators especially in hosting a regional culinary workshop with outstanding skills and knowledge



acquired by trainees. The training was funded by the European Union under the 10th EDF through the South Pacific Tourism Organization (SPTO). Celebrity Chef, Mr. Colin Chung facilitated the training with the assistance of Mr. Vaelua Faapoipoituulua Gidlow of the Savaiian Hotel. A total of 16 participants attended and completed the training.

5.1.2 Tourism Cyclone Recovery Program (TCRP)

The sector was also fortunate to receive approval from NZAP of SAT\$18,000 under the Tourism Cyclone Recovery Programme for the implementation of the Geographic Information System Training to enhance skills of STA personnel and key stakeholders. This technical training was vitally important as staff were introduced to basic concepts and diverse uses of mapping, GIS and spatial data. The information absorbed during the training had been of great value to ongoing tourism related activities and projects. The training was delivered by Mr. James Atherton, GIS and Environment Specialist in conjunction with the Ministry of Natural Resources and Environment. There were 16 participants who attended the 3 day training at Millenia Hotel from 22-24 July 2015 with each awarded a Certificate of Completion.



Moreover, the sector continued to receive further technical training opportunities to boost capacity and up-skill key tourism personnel on critical areas pertinent to the development of the sector in the event of a disaster. NZAP approved SAT\$30,000 to assist with the implementation of the Post Disaster Needs Assessment Training for the Sector under the Tourism Cyclone Recovery Programme. The training was provided to introduce participants to the Post Disaster Needs Assessment (PDNA) methodology to improve the capability of the tourism sector to lead and participate in PDNA's conducted in the future.



The training was delivered by Dr. Kirstie Meheux of the Secretariat of the Pacific Community (SPC) Fiji, following flight issues experienced by Dr. Asha Kambon as initially approved as the primary facilitator for the training. Dr. Kambon assisted Dr. Meheux with remote/off site support via Skype. A total of 15 participants attended the training from 19-23 October 2015 at the STA Board Room. Certificates of completion were awarded to all individuals who completed the training.

5.1.3 Surf Life Saving (SLS) Program

Despite the SLS Programme being officially closed in 2014, the CEO and officials of the SLS Tasmania Australia voluntarily continued to support the Authority through provision of refresher SLS courses to our sector. The team implemented training programs in both Upolu and Savaii in three (3) different locations. These trainings were conducted over a 2 day period



encompassing First Aid & CPR, Rescue Techniques and Water awareness. Participants who completed the full course received the Surf Rescue Certificate and the First Aid and CPR Certificate as per below summary. The trainings were carried out from 22nd – 29th April 2016.

Location	# of participants
Black Sand	14
Anita's Beach Bungalows	13
Jane's Beach Fales	19
Total	46



Through the Government continuous efforts at positioning Samoa as the most beautiful destination of the Pacific region, nine (9) Tourism and Environment Rangers comprised of qualified retirees attended and provided trainings on Customer Service and First Aid and CPR. Mr. Mattias Baenziger, a certified Surf Life Saving trainer from Australia delivered a one day CPR and First Aid training whilst the Manager Planning & Development facilitated the basic Customer Service training. Both trainings were successfully carried out on 17th and 18th May 2016.

5.1.4 Awareness and Education Programs

The Division continues to lead the Authority's local awareness and education programs on radio and television. It is an effective tool to regularly keep the public and stakeholders informed of the Authority's work and tourism related issues. Opportunities to align campaigns with climate change and national beautification messages continued to be implemented effectively given the limited financial resources of the Authority to fund press and television programs.



These efforts were continually supported by the weekly and monthly electronic Tourism Circular issued by the Policy and Advice Division targeting specific stakeholders both local and abroad. Active participation at special events such as Samoa Qualifications Career Advisory Programme, NUS Display Booth Exhibition as well as assisting international and local students with their research

work on tourism also contributed to the awareness and education campaign.

5.1.5 Anti-ZIKA Campaign

The Division in partnership with the Ministry of Health conducted the ZIKA awareness campaign on both Upolu and Savaii from 15th to 16th of March 2016, following global warning and advice from the World Health Organisation. Parliamentarians, Government officials and Tourism proprietors were invited to participate and take precautionary measures to ensure health and hygiene standards are maintained. Training outline included presentations and chemical spraying experiments. Moreover, later on in this financial year, the Authority was fortunate to receive boxes of chemicals from the Ministry of Health for distribution to all tourism properties to help destroy breeding sites and combat Zika virus infections.



5.1.6 Trainings and Workshops for Staff

The division was also given the opportunity to participate in fully funded overseas trainings, workshops, seminars and conferences. In addition, the staff also attended trainings and workshops which were held in Samoa. These programmes continue to help build the capacity of staff in performing their roles and responsibilities. Following is a list of programmes attended:

Name of Training/Workshop	Location
Seminar on Tourism Enterprise Management for Samoa	Haikou, China
Seminar on Talents Training on Tourism for Developing Countries	Haikou, China
Seminar on Human Resource Management	Fuzhou, China
SPREP workshop on Sustainable Ocean Initiative	Apia, Samoa
Risk Management Implementation Plan workshop	Apia, Samoa
Multi-Stakeholder National Workshop Review and Development of Policies and Legislation relating to Disaster Risk Management	Apia, Samoa
Pacific Island Countries Trade Agreement (PICTA) Validation Workshop	Apia, Samoa
Eradicating the "Latisi Vai" plant workshop	Apia, Samoa
Renewable Energy Developments in the Pacific Workshop	Suva, Fiji
EIA workshop on Biodiversity	Apia, Samoa
10 th Edition of the UNWTO Asia/Pacific Executive Training Program on Tourism Policy and Strategy	Seoul, Korea
Pacific Catastrophe Risk Assessment and Financing Initiative (PCRAFI) Training Workshop	Apia, Samoa
Working Group committee meeting in New Zealand for the Apia Waterfront Development Project	Auckland, NZ
SQA Training on Programme Accreditation for Potential Panel Members.	Apia, Samoa
Conflict Management Training	Apia, Samoa

5.1.7 Tourism Scholarship Programme (TSP) for NUS

The fifth and final year of the government funded Tourism Scholarship Programme at the National University of Samoa (NUS) had progressed well in terms of students receiving scholarship awards for studies in the Certificate of Tourism and Hospitality as well as the Diploma of Tourism and Hospitality in the academic year 2015. The main objective of the scheme is to ensure our young people are given the opportunity to complete their studies at this level of tertiary education if given the resources. Twenty five (25) scholarships were awarded in this financial year.



5.1.8 Tourism Training Taskforce (TTT)

The Taskforce was established in 2010 after sector wide consultations to strengthen collaborations on tourism related workforce issues and opportunities. It is also the National Sector Advisory group that advised the Samoa Qualifications Authority on proposed Samoan Qualifications for the Sector. This year the taskforce met four (4) times excluding special meetings to discuss outstanding issues and urgent matters. This year as well, the Taskforce invited Martin Hautus Institute of Learning Samoa to become a member given their contribution in Tourism and Hospitality training programmes.

5.1.9 Samoa Tourism Support Programme (STSP)

The Authority continues to acknowledge the support and assistance of the Government of New Zealand towards the development of the Sector. This year, two activities outlined to be delivered under the Workforce Development Component were delayed due to further reviews undertaken and variations made to the Design Document by the NZAid Development team. However, despite the delay, the Division has made progress in developing the Terms of Reference for the Review of the Workforce Development Plan 2010-2012 that supports sector capacity development priorities.

The second activity was the Six Workplace Training Modules developed to meet the industry training needs of the highest priority. Several meetings have been conducted with the Samoa Qualifications Authority towards Accreditation and Registration of Modules. Individual consultations with potential providers identified during the Train the Trainer program is in the pipeline.

5.2 Product, Service and Infrastructure

5.2.1 Accommodation Standards Programme

This year's Accommodation Standards Programme focused on the development of the Terms of Reference for the Review of the Existing Accommodation Standards (Minimum Standards for Hotels and Beach Fales). The overall aim of this activity is to review the existing standards that will lead the pathway to the development and implementation of the newly worldwide recognised accommodation grading system. The revision of the current standards will ensure the inclusion of the new categories for listing for the new emerging markets; further develop to incorporate Grading / Accommodation Classification; and to expand to cover core activities of the tourism sector.



The Authority will be the Executing Agency with the support/assistance of the Standards Technical Committee. This review will be fully funded by the New Aid Programme through the Samoa Tourism Support Programme and is awaiting the completion of its final review for funding.

5.2.2 Annual Product Update

Due to resource and budget constraints, the division this year did not undertake an annual product update. Instead, the team had used the Attraction Sites inspections under its upgrading project to also update the information for attraction sites only. Update for the accommodation properties are encouraged during periodic inspections and other field visits (follow up inspections) which are carried out throughout the year.

5.2.3 Special Projects

With Tourism being a cross-sectorial industry and one of the leading sectors in the development of the Samoan economy, the Authority as the National Tourism Office is regularly being called upon to participate at a number of development projects with potential linkages to the sector.

The division on behalf of the Authority also worked together with the Ministry of Natural Resources and Environment in particular, with the following activities:

5.2.3.1 Garden Toilets

The Garden Toilet project is an initiative by the National Beautification Committee and due to budget constraints, a proposal was submitted to the Water Sector for consideration and funding was approved. The Authority through its Planning and Development Division were tasked to implement construction of toilet blocks from the selected sites that both the Authority and the Ministry identified.

At the end of this financial year two Garden Toilet blocks were completed at two of the selected sites within Upolu. There have been ongoing negotiations with the Attorney General's Office regarding the Memorandum of Agreement for Lotofaga toilet block in particular; however, at the close of this financial year the Authority and the land owner still haven't signed any formal agreement. The Authority in collaboration with the Ministry of Natural Resources and Environment is still progressing through with the Attorney General's office for possible way forward in clearing the contract for the existing and the other planned toilet blocks. The Division also carried out site inspections to identify site or locations for Savaii and was assisted by Volunteer Mr. John Marsh who put together landscape designs for the selected sites.



Site 1: Lotofaga Garden Toilet



Site 2: Le PupuPue National Park

5.2.3.2 Bio Gas Project

With the launch of the Bio Gas system at the Samoa Cultural Village as a pilot site for this project in the previous financial year, the project was extended to the sector and one biogas system was implemented at one of the attraction site at Faleaseela Lefaga. The project was implemented by the Samoa Biogas System Ltd and funding was covered under the Authority's local budget.

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5.2.3.3 Disaster Adaptation Committee

The division continued to assist and attend the Disaster Risk Management meetings and workshops from time to time. The division's responsible officer to the DAC committee also finalised draft Response Plan from the Authority's comments and was circulated to the Disaster Management Organisation for review.

5.2.3.4 Tourism Climate Change Adaptation Projects

The division also continued to assist the Climate Change Unit with its ongoing projects through coordination of inspections and compilation of inspection reports for the properties within the development areas that are eligible under the Small Grant Scheme funded by the United Nations Development Programme; and the consultations for the coastal protection project that was carried out in Savaii.

5.2.4 Visitor Complaints

Effectively managing of complaints received in an efficient and transparent way is one of the division's important roles played within the Authority. We have seen an increase of approximately 1% in the number of complaints from visitors as compared to the previous years. There were fourteen (14) complaints received and dealt with by the Authority through the Planning and Development Division within this financial year.

5.3 Tourism Business and Investment

5.3.1 New Tourism Businesses

The division continued to promote good business planning through advice and consultations with operators at the initial stages of development. It was noted an increase in the number of developers in both accommodation properties and support services. All proposed and new developments are required to register with the Authority and submission of all the requirements as per checklist that is provided to them, for the assessment and inspections of the team. The inspections carried out helps the team collect information on the development progress and provide guidance on next steps to be taken. The division also works together with the Ministry for Revenue, Planning and Urban Management Agency and the Small Business Enterprise Centre to which most of these new businesses are referred to for support letter for business license, obtaining Development Consents and for business planning advice.

New tourism developments registered with the Authority and inspected this year are summarised below:



Types of New Tourism Developments	
Accommodations (operational 6, planning stage 7)	13
Support Service (tours & attraction sites)	5

5.3.2 Tourism Investment

The soft openings of both Taumeasina Island Resort and Sheraton Samoa Aggie Greys Hotel at the end of this Financial Year were seen as one of the Government's milestone achieved given its efforts over the last 40 years in negotiating investment projects for Taumeasina. The Taumeasina Island Resort is a five star island resort provides accommodation options to suit all types of discerning travelers from beautifully appointed Ocean view Rooms to fully self-contained two to three bedroom Waterfront Villas. Sheraton Samoa Aggie Greys Hotel and Bungalows on the other hand offers a total of 174 luxurious designed rooms, bungalows and suites with the perfect harbour front setting.

The division also provided and briefed Samoa Helicopters Ltd with investment information, legal frameworks, regulations and policies regarding aviation, tariffs and duty concessions. The Samoa Helicopters Ltd was later approved to operate in Samoa as per directive from Prime Minister and was advised to complete registration and provide all paper works needed by the Ministry for Revenue and the Ministry of Commerce, Industry and Labour under its investment program.

At the national level, the division is regularly called upon to represent the Authority at NIC meetings in the absence of the CEO. The National Investment Committee (NIC) continues to support significant tourism investment projects.





5.4 Samoa Tourism Support Programme

5.4.1 Attraction Site Upgrading

Given the major role the Planning and Development division plays in coordinating and implementing of the project, inspections were carried for both Upolu and Savaii in which the team were assisted by the Volunteer funded through the New Zealand Aid Programme, to draw designs of recommended upgrading works for the priority sites. At the end of this financial year, the team developed a Terms of Reference for the Attraction Sites Specialist to assist the team with providing cost estimates for the designs drawn by Mr. John Marsh and the implementation process of the program.

5.4.2 Apia Waterfront Development Project

The division continued to assist the Project Management Unit that is housed by the Planning and Urban Management Agency of the Ministry of Environment and Natural Resources with ongoing works of the Apia Waterfront Project. The representative from the division attended a round table meeting in New Zealand with the Auckland Council engineers and the Auckland and Wellington Waterfront teams, to discuss a Strategy or Plan for Apia's Waterfront Project. The Authority's volunteer Mr. John Marsh who is a landscape engineer by profession, assisted in designing the landscape plan for the newly established Playground at Malaefatu National Reserve.





5.5 Tourism Cyclone Recovery Programme (TCRP)

After three years of the Tourism Cyclone Recovery Programme with a total funding assistance of SAT\$7.5 million from New Zealand Government through its Aid Programme, the total funds received was only SAT\$3,590,162 with a total spending of SAT\$3,595,148.73 as at June 30th 2016. There is an overspent of the project funds with an outstanding final payment to be made for Tonkin and Taylor who put together a design for Coastal Protection for the areas of Tafatafa, Siumu and Lano as part of Component four (4) activities. The overarching Goal of the TCRP is to "achieve a rapid recovery of the tourism industry and tourism based livelihoods and employment". The TCRP has been designed to support four key areas of sector development to be able to deliver its goal.

By the end of this financial year, the summary of the four key components is as follows:

Component 1: Reconstruction of Sector Accommodation and Essential ancillary infrastructures

- ❖ Assessment and consideration of **45 applications** and status of these applications are noted below:

<u>Number of Applications</u>	<u>Status</u>
36	completed rebuilding works
4	Incomplete rebuilding works
2	Approved but withdrew
3	Applications declined

Component 2: Marketing Activities to recover pre-cyclone demand

- ❖ Assessment and consideration of **105 applications**
 - 103 applications were approved and according to the Funding Agreements they were to submit full marketing acquittal reports, the following is a summary of the status of these marketing acquittals:
 - 70 properties/applicants have yet to submit full marketing acquittal reports
 - ❖ 62 properties with incomplete full marketing reports
 - ❖ 8 properties with outstanding reports
 - 33 properties/applicants have submitted full marketing acquittal reports
 - 2 applications received were declined as they did not satisfy the eligibility criteria's

As noted above there are four (4) properties who have yet to complete reconstruction works; sixty two (62) applications with incomplete full marketing reports and eight (8) with outstanding



acquittal reports. All TCRP operators were given prolonged deadlines and numerous additional extensions to comply with guidelines and requirements, there have also been numerous efforts to follow up outstanding acquittals through various methods (M&E site visits, operator workshop 2015 as well as phone calls and email reminders). Despite these efforts, there has still been a delay in submission of full acquittal reports for the marketing component.

Component 3: Capacity Building for Sector Recovery

- ❖ There were 6 courses completed that was carried out by the Australia Pacific Technical College and is noted below:
 - 1 Diploma of Management
 - 1 Certificate III in Hospitality
 - 4 short courses (non-accredited courses): Tour Guiding (Theory & Practical); Customer service, Food & Beverage and Bar servicing.
- ❖ Total employees employed: 383

Component 4: Financial and Environmental Risk Management

- ❖ Completed study and technical assessments for Tafatafa, Lano and Maninoa Siumu
- ❖ Completed Financial Risk Management Implementation plan for the industry with the following recommendations:
 - Self-insurance or risk retention
 - Creation of Industry association mutual insurance scheme
 - Collective insurance
 - Mutual Trust Fund



6.0 RESEARCH AND STATISTICS DIVISION

Overview

Results for the year under review, continues the Industry's recovery from Cyclone Evan in 2012 with good growth recorded for both Visitor Arrivals and Earnings of 9.54% and 12% respectively.

The growth was driven largely by the two main events held within the year which were the All Blacks Test Match held in July and the Commonwealth Youth Games which we hosted in September. These events resulted in the big increases experienced by our Holiday and Sports Markets which grew by 17.75% and 122% respectively when compared to the previous financial year.

Our primary markets continue to perform well especially our New Zealand market which grew by 15% and also recorded the biggest growth in net visitors of 8,530 while our US market maintains its resurgence over the past few years recording solid growth of 28%. Our secondary emerging markets also performed well especially our European market which grew by 53% while our 'Other Countries' category grew by 14.5% over the period driven largely by good growth recorded by our Asian market.

Tourism Earnings for the period under review grew by 12% to SAT\$389.3 million which is slightly higher than growth in visitor arrivals and this was mainly attributed to the growth in our American, European and Asian markets which traditionally have higher spending averages per visit. Our Holiday market based on the increase in overall numbers recorded the biggest net growth \$22.8 million while our earning in sports visitors more than doubled and grew by 105%

Our Occupancy Rates for our top four Accommodation Categories all recorded increases when compared to the previous financial year with the exception of our Superior Product which recorded a decrease of -0.4% . This resulted in the net overall average increase of 2% compared 0.2% that was achieved in the last financial year. The rise in overall occupancy rates is backed up by an increase in visitors utilizing our Accommodation Products which increased to 45,766 from 39,137 or an increase of 17% over the 2014/2015 period.

The statistics achieved for the period under review re-affirms continued optimism for the industry and confirms that's it continuing to meet and exceed it targets as laid out in it Sector Plan. The recent investment in increasing capacity in our Luxury Accommodation Products our new International Airport further highlights the confidence of investors in the future potential of the industry.



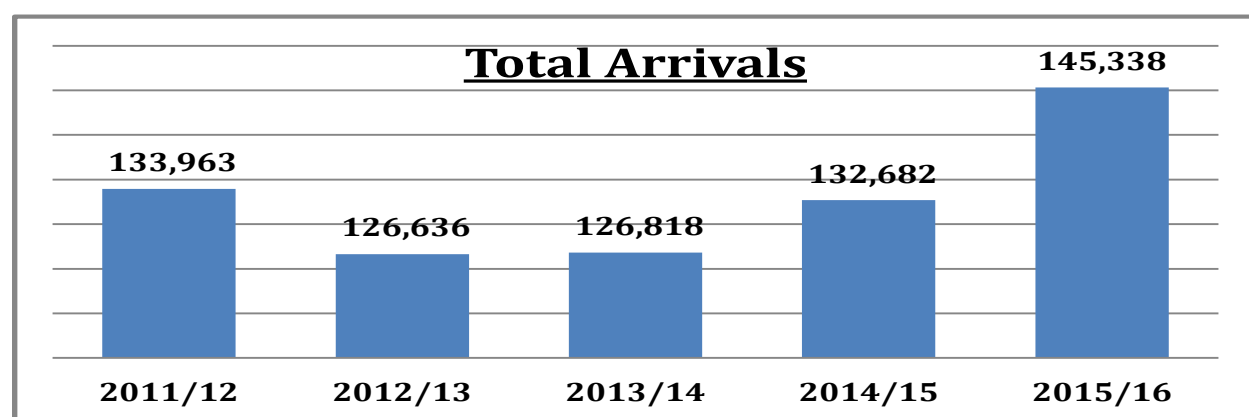
VISITOR ARRIVALS

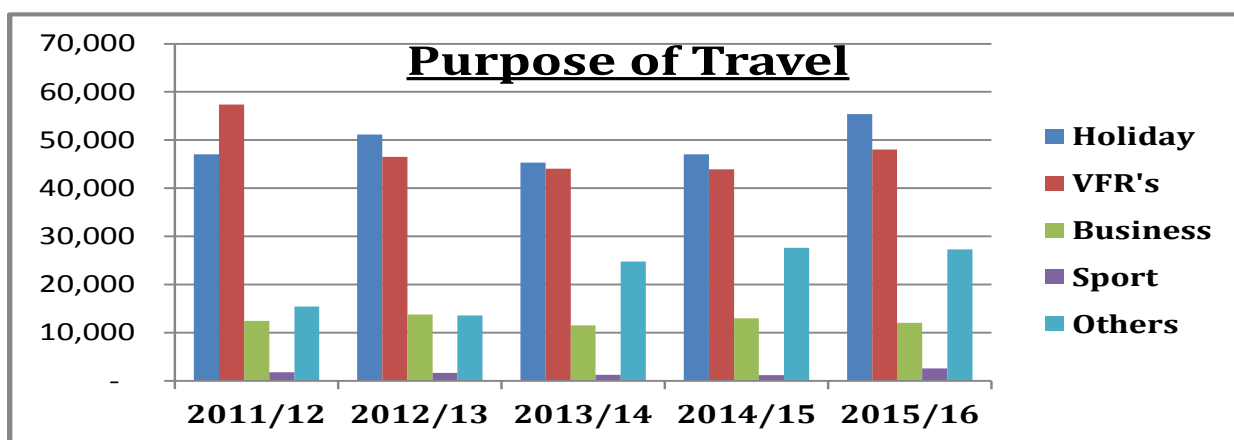
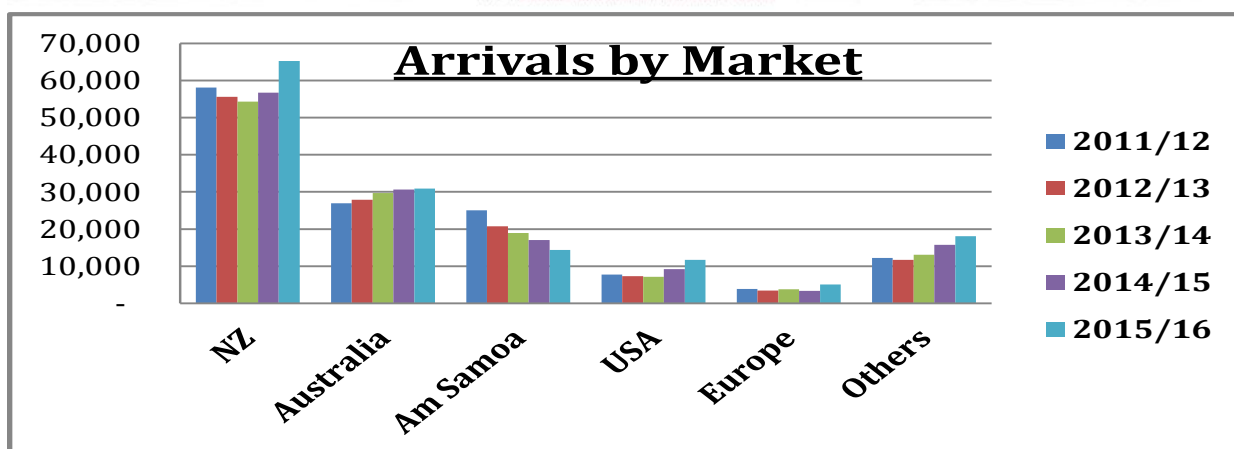
Purpose of Travel										
Purpose	2011/12		2012/13		2013/14		2014/15		2015/16	
Holiday	47,001	35%	51,171	40%	45,278	36%	47,052	35%	55,403	38%
VFR's	57,357	43%	46,511	37%	44,051	35%	43,903	33%	48,002	33%
Business	12,441	9%	13,740	11%	11,493	9%	12,938	10%	12,054	8%
Sport	1,762	1%	1,655	1%	1,234	1%	1,166	1%	2,586	2%
Others	15,402	11%	13,559	11%	24,762	20%	27,623	21%	27,293	19%
Totals	133,963	100%	126,636	100%	126,818	100%	132,682	100%	145,338	100%

Arrivals by Market										
Market	2011/12		2012/13		2013/14		2014/15		2015/16	
NZ	58,085	43%	55,586	44%	54,275	43%	56,706	43%	65,236	45%
Australia	26,921	20%	27,871	22%	29,666	23%	30,645	23%	30,856	21%
Am Samoa	25,046	19%	20,766	16%	18,914	15%	17,055	13%	14,399	10%
USA	7,783	6%	7,337	6%	7,103	6%	9,166	7%	11,705	8%
Europe	3,896	3%	3,414	3%	3,790	3%	3,334	3%	5,092	4%
Others	12,232	13%	11,662	9%	13,070	10%	15,776	12%	18,050	12%
Totals	133,963	100%	126,636	100%	126,818	100%	132,682	100%	145,338	100%

OVERALL GROWTH IN ARRIVALS					
% Annual Growth	3.76%	-5.47%	0.14%	4.63%	9.54%

OVERALL GROWTH IN HOLIDAY MARKET					
% Annual Growth	-0.70%	8.90%	-11.50%	3.90%	17.75%





- Total visitor arrival numbers of **145,338** have increased by **9.5%** compared to the previous financial year period and represents record growth for a financial year.
- New Zealand continues to be our top performing market in terms of overall increase in numbers of **8,530** while our Europe was our biggest growing market which grew by **53%**
- Our Holiday Market under Purpose of Travel represented the highest contribution to total arrivals representing **38%** and grew by **17.75%** compared to only **3.9%** in the previous financial year
- Our VFR's maintained its share of **33%** but also increased by **9.3%** while the biggest growth for purpose of travel was recorded by our Sports visitors which more than doubled and grew by **122%**.

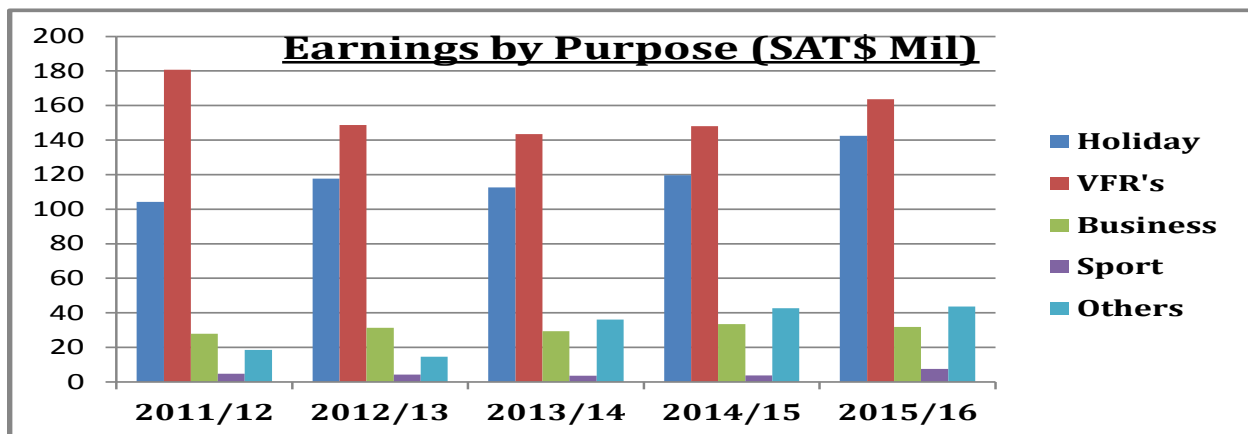
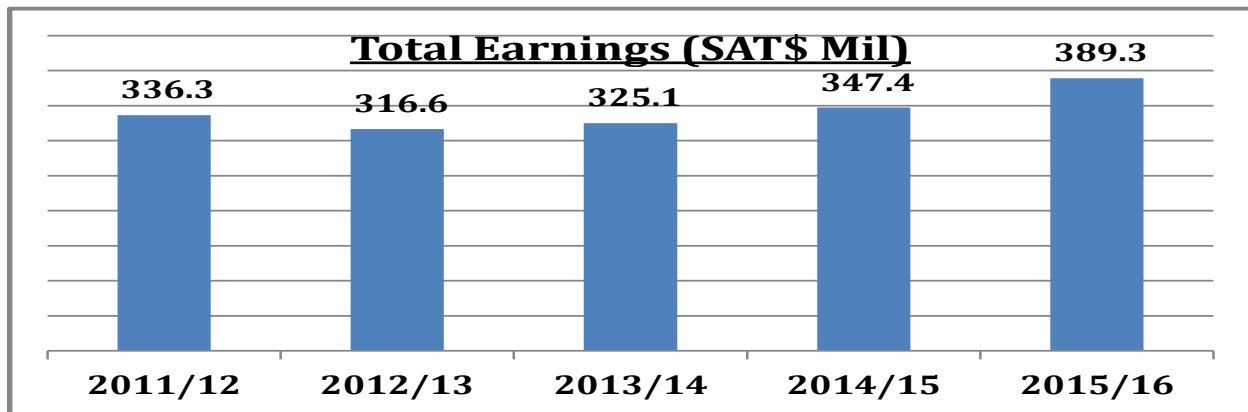


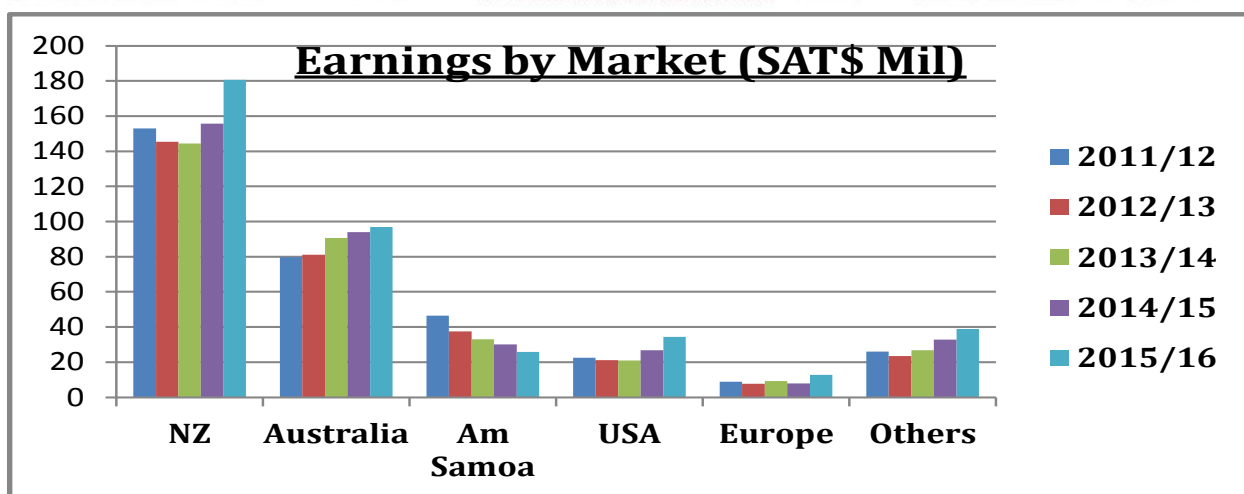
TOURISM EARNINGS

Earnings by Purpose (SAT\$ Millions)										
Purpose	2011/12		2012/13		2013/14		2014/15		2015/16	
Holiday	104.19	31%	117.69	37%	112.61	35%	119.70	34%	142.5	37%
VFR's	180.73	54%	148.68	47%	143.41	44%	148.00	43%	163.6	42%
Business	27.96	8%	31.42	10%	29.34	9%	33.50	10%	31.9	8%
Sport	4.82	1%	4.26	1%	3.61	1%	3.70	1%	7.6	2%
Others	18.57	6%	14.54	5%	36.11	11%	42.60	12%	43.7	11%
Totals	336.3	100%	316.6	100%	325.1	100%	347.5	100%	389.3	100%

Earnings by Market (SAT\$ Millions)										
Market	2011/12		2012/13		2013/14		2014/15		2015/16	
NZ	152.96	43%	145.45	46%	144.35	44%	155.70	45%	180.6	46%
Australia	79.72	20%	81.17	26%	90.71	28%	93.90	27%	96.9	25%
Am Samoa	46.38	19%	37.59	12%	33.10	10%	30.20	9%	25.9	7%
USA	22.47	6%	21.07	7%	20.95	6%	26.70	8%	34.3	9%
Europe	8.80	3%	7.79	2%	9.22	3%	8.00	2%	12.7	3%
Others	25.93	13%	23.51	7%	26.74	8%	32.90	9%	38.9	10%
Totals	336.3	100%	316.6	100%	325.1	100%	347.4	100%	389.3	100%

% Annual Growth	9.76%	-5.86%	2.68%	6.86%	12%
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- Total tourism earnings of approximately **\$389.3m** have increased by **12%** or \$41.9m compared to the previous year or has increased by 11% or \$34.1m when comp to 2014/2015.
- VFR's continues to provide the majority of earnings contributing 42% while our New Zealand market contributed 46% towards total earnings.

OCCUPANCY RATES

AVERAGE OCCUPANCY RATES					% Change over 14/15
Type Property	2012/13	2013/14	2014/15	2015/16	
Deluxe	49.4	58.7	59	60.7	1.7
Superior	54	57.8	57.2	56.8	-0.4
Standard	23.8	25.7	27.7	29.5	1.8
Budget	19.2	22.9	22.1	26.3	4.2
AVG	36.6	41.3	41.5	43.3	1.83
Beach Fales	15.4	14.8	13.7	15.6	1.90

- All of our Accommodation Products achieved positive growth for the year with the exception of our Superior Products which recorded a minor decrease for the period.
- Our Budget Product recorded the highest net growth of **4.2%** for the year in review.
- Overall, average occupancy rates across our top four product discounting our Beach Fales increased by **1.83%**.

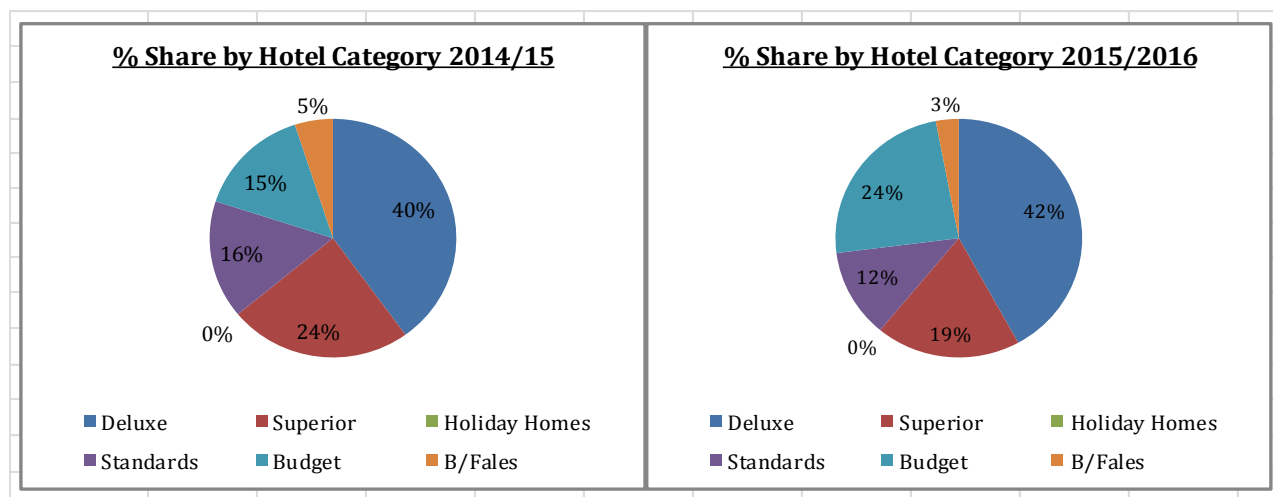


ACCOMODATION CHOICE

CHOICE OF ACCOMMODATION										
	2011/12		2012/13		2013/14		2014/15		2015/16	
Hotels	43907	43%	39533	31%	38976	31%	39137	29%	45766	31%
Private	78302	20%	75026	59%	74320	59%	74964	56%	82978	57%
Not Stated	11754	19%	12077	10%	13522	11%	18581	14%	16594	11%
Totals	133,963	100%	126,636	100%	126,818	100%	132,682	100%	145,338	100%

COMPILATION OF VISITOR ARRIVALS STAYING IN TYPES OF HOTELS 2014/15							
Accom Standard	Holiday	VFR	Business	Sports	Others	Total	Share
Deluxe	10479	2889	1431	108	958	15865	40%
Superior	5207	1976	1317	179	660	9239	24%
Holiday Homes	21	0	1	0	18	40	0%
Standards	3681	1064	556	223	411	5885	16%
Budget	4647	632	369	75	340	6011	15%
B/Fales	1812	97	99	42	47	2097	5%
Total	25847	6658	3773	627	2434	39137	100%

COMPILATION OF VISITOR ARRIVALS STAYING IN TYPES OF HOTELS 2015/16							
Accom Standard	Holiday	VFR	Business	Sports	Others	Total	Share
Deluxe	13766	1062	3093	389	751	19061	42%
Superior	4942	973	1887	304	543	8649	19%
Holiday Homes	8	1	0	1	0	10	0%
Standards	3571	620	670	382	407	5650	12%
Budget	7918	927	896	451	607	10799	24%
B/Fales	1449	52	26	14	56	1597	3%
Total	31654	3635	6572	1541	2364	45766	100%





CRUISE SHIPS

	2013/14				2014/15				2015/16			
Quarters	# Ships	Pax	Crew	Earnings	# Ships	Pax	Crew	Earnings	# Ships	Pax	Crew	Earnings
Q1 (July-Sept)	2	4,165	1,632	0.46m	2	2,147	875	0.23m	2	3,876	1,698	0.43m
Q2 (Oct-Dec)	3	5,036	2,233	0.56m	4	5,816	2,670	0.67m	3	4,962	4,456	0.57m
Q3 (Jan-Mar)	4	3,204	2,130	0.37m	6	7,693	4,312	0.91m	4	3,842	4,505	0.44m
Q4 (Apr-June)	3	6,504	2,746	0.95m	2	2,340	1,046	0.28m	-	-	-	-
TOTAL	12	18,909	8,741	2.34m	14	17,996	8,903	2.09m	9	12,680	10,659	1.43m

- Total Ships visited have decreased from 14 to 9 compared to the previous financial year which also resulted in a decrease of overall passengers by **29.5%**



7.0 POLICY AND SECTOR COORDINATION

Overview

During the course of this fiscal year, the Policy and Sector Coordination Division have worked tirelessly with its core functions of providing policy advice to CEO and Management regarding all Tourism related issues, closely liaised with Office of the Attorney General in realizing Regulations to further support main Tourism Development Act 2012, finalizing Corporate Plan 2017- 2020, coordinating and organizing all Tourism Main Public Events, disseminate information to all Stakeholders, continue to coordinate maintenance of town area, public lavatories with the creation of Garden Toilets and landscaping of Town Area as well as implementing the Strategic Tourism Development Plan.

Further, we had decided to change focus this year with regards to our Awareness and Community Roadshow due to limitation with budget therefore, we have concentrated in utilizing the Media in terms of Radio Talk Shows, TV Advertisements and mainly our twice a month Newsletters and Weekly Circulars together with Social Media. This fiscal year saw the revival of City Rangers in close collaboration with MNRE for both Upolu and Savaii which came as a great assistance to the Authority on monitoring Town Area and places of Tourists' interest and to make sure they safeguard all Government's properties.

We were very blessed during this period with the assistance of VSA Volunteers one for landscaping and one for events coordination which saw a great help for the division given limited.

7.1 Tourism Sector Coordination

The PSC Unit as part of its primary roles continues to ensure close communications and effective collaboration with the tourism sector which consists of the key Government ministries, stakeholders, private sector, development partners, civil societies and other associated bodies. There were four Samoa Tourism Industries Council Meetings and three Samoa Industries Alliance meetings held during the period. The major Samoa Tourism Forum (STF) was held early March 2016. The forum which was themed - 'Achieving Excellence' aimed to increase awareness of the achievements made in relation to prescribed targets under FY14/15 and to gauge the sectors feedback on how things can be enhanced. In maintaining effective communications within the Tourism sector and stakeholders for planning and management purposes, the Authority also launched its first Communication Strategy (2016-2020) during the period.



In terms of development partner support, Samoa's tourism sector have been fortunate to receive support from various development partners namely New Zealand (MFAT), EU, Australia (DFAT) and UNDP. The New Zealand Government support called the Samoa Tourism Support Programme (STSP) signed in 2012.

(NZ\$19.8m) had its first review in April 2015 and was completed in July 2015. Further information pertaining to the review and approval of new money into the Grant Funding Arrangement (GFA) for the STSP was conveyed to be received tentatively early 2016.

In further strengthening coordination and daily business operations for the Authority and the sector, ongoing quarterly meetings of working groups are encouraged to address challenges and essentially to mainstream and expedite approval processes.

7.2 National Beautification Committee

The National Beautification Committee and its role is to beautify the Apia town area and has continued its work throughout the whole year. One of the main focuses of the committee is the lavatory inspection both Upolu and Savaii for only Public Facilities. The significant thing about these inspections was the renovation of toilets at the wharf both Mulifanua and Salelologa also our new Garden Toilet at Togitogiga and Tiavea uta. NBC also carry out its cleanup campaign before Independence and before Teuila Festival as we invited Government Ministry and the Private Sector, the cleanup campaign encourages all villages to support and be part of the campaign. National Beautification boys had continued to install and repair Village Signage and Directory Signage for whole of Samoa. The boys were also the main assistance of the Teuila Festival in preparation of the main stage.

7.3 Teuila Festival

The Teuila Festival took place on the first week of September from the 6th - 11th. This year also marked the 25th year anniversary of this event and officially opened with Churches choirs exhibition on Sunday. The programme during the week was centered on displaying of our culture and traditions same as other years. In addition to the cultural shows competition during the week were fashion show, variety show, fun games, wellness is beauty (zumba) and SIMAI live band. Then every good things had to come to an end, the prizegiving and the official closing on Friday.



7.4 Cultural Village

STA Cultural Village has featured our Ausiva Samoana Dance Group consists of 5 girls and 6 boys and a string guitar full band of 6 members performed during our Cultural Village visits and demonstration for tourists and locals alike. We had extended our weekly shows to 3 days which are Tuesday, Wednesday and Thursday during cultural visits plus performances in functions as endorsed by CEO on invitation basis and/or during Government functions and events. Our cultural village had expanded to include a Coffee and gift Shop, Taulasea Samoa, Siapo and Elei making, handicrafts making and carving, biogas project, newly constructed garden toilets and our famous traditional tattooing.

A whole new stage and area for cultural performance had being built for better viewing and engagement of the crowd equipped with better facilities for umu demonstration and many more cultural materials showcased. Our cultural village also featured a huge leveled ground idea for all occasions from marketing exhibition to sports day or basically any family leisure and recreational activities. Hence, we had hosted a couple of fundraising activities like the Fun Run hosted by Australian High Commission and Marathon organized by Samoa Events to name a few.

7.5 Events

One of the main highlights for events 2015 was the All Blacks and Manu Samoa first ever test on our shore. This game had benefited our economy in so many ways, not only in terms of revenue, but a big promotion in terms of advertisement for our country which had drawn a huge number of tourists. Right after a successful Teuila Festival, our one and only son, also a World Boxing Heavyweight championship number one challenger, La'auli Joseph Parker, had a one off fight here on our paradise which was also a huge promotion of our country to overseas markets.

The Authority continues to lead the way in Samoa through its effective and efficient facilitation and coordination of events at a national and international level. As done each year, the authority continues to work closely with the private sector in providing assistance through both sponsorship and coordination to ensure the success of events to attract tourists and locals alike.

Some of the events that were held and assisted with are as follows:

1. Manu Samoa vs All Blacks Match
2. Miss Samoa Books' sn' Schools Project
3. Gospel Music and Arts Festival
4. Launch of the Samoa Tourism Sector Excellence Awards



5. Samoa Swim Series
6. Rumble in Paradise
7. Vailima Marist International 7's
8. The Annie Grace Concert
9. Samoa Tourism Exchange
10. Samoa International Game Fishing Tournament
11. Samoa Independence International 7's
12. Pacific Cup Rugby
13. Alo Paopao Regatta
14. Miss Samoa Pageant
15. Teuila Festival
16. Miss Pacific Islands Pageant

The Miss Pacific Islands took place in Cook Islands this year and was attended by the CEO as the Pageant Executive Director, the Events coordinator as the Pageant Secretary, and the PR and communications officer as the Media officer for the Pageant. 8 contestants competed in the pageant and Papua New Guinea took the crown for the first time since the Pageant began. The pageant will be returning home in 2016 to mark 30 years since the pageant began.

7.6 Information Technology and Server

IT is responsible for the Authority's network system. Monitoring of the system including internet for daily usage, email, antivirus administration server to ensure system is professionally used without the abuse that may result in the increase in monthly bills, better connectivity and to protect from different online attacks including virus-infection. The purchase, repair and on-going maintenance of network unstable connections, software and hardware problems is a responsibility that carries out more often based on the reported problems from STA staff and monitoring applications. IT also provides technical assistance to setups during events, web conferences, meetings held at STA, Climate Change Consultants and Technical advisors. In addition, providing advice and quotes for the procurement of all technical assets and IT related stationeries are also carried out.

7.7 Media Awareness, Public Relations and Communications

Keeping the Industry, the public and the media informed of what STA is carrying out to ensure 'tourism for Samoa', is the responsibility of the PCSD Division. It is the duty of the PCSD team to develop, implement and drive a strategic communications programmes covering industry and



STA developments. This is an effective way of communications that feeds all the local and international media, the local community as well as the local and international tourism industry and interested stakeholders in news that reflect and advise everyone about what is happening in the tourism sector and its benefits for the larger Samoan economy.

These forms of awareness include the creation of Samoa Tourism Authority's Weekly Circular and Monthly Newsletter, Press Releases, Press Conferences, Television programmes (TV1 Lali/TV3 Samoa le Aso), weekly radio programmes (Radio2AP, Radio Polynesia Talofa FM), online updates and correspondence. The newly launched first ever Communications Strategy includes leading negotiations and discussions with villages, communities and specific groups as required by the Authority in the efforts to communicate important tourism messages to the community at large.

The PSCD Division continues to assist the STA Marketing & Promotions Team locally based and the STA Marketing Reps overseas, through the facilitation and implementation of itineraries and programmes for overseas media visiting Samoa under the Authority's Media Visit Campaign.



8.0 FINANCE AND CORPORATE SERVICES

Introduction

The Finance and Corporate Services Division plays an essential role in the effective implementation of the primary activities of the Authority's outputs through necessitating compliance with the Public Bodies and Performance Accountability Act 2001 and other relevant national and international legislations that regulate the administration and finances of the Samoa Public Bodies.

Additionally the Finance and Corporate Services division is also responsible for overseeing and coordinating the human resource of the Authority.

8.1 Financial Report

8.1.1 Annual Accounts – FY 2015 - 2016

We herewith present the Samoa Tourism Authority's audited annual accounts for the financial year 2015/2016, and we are pleased to state that the Authority's books subsequent to the audit arrived at the following:

- the accompanying financial statements give a true and fair view of the state of affairs of the Authority as at 30 June 2016,
- Financial Statements of the Authority have been prepared in accordance with International Financial Reporting Standards,
- Financial Statements of the Authority comply with the Public Finance Management Act 2001 and Companies Act 2001 (amended 2006) in relation to the form or content of financial statements made under the Public Bodies (Performance and Accountability) Act 2001.
- There are no circumstances which would render any particulars included in the financial statements to be misleading or inaccurate.

8.1.2 Internal Control Systems

Samoa Tourism Authority's internal control systems continue to be effective in ensuring that accountability and transparency are upheld throughout the execution of the Authority's operations. These systems are further strengthened with the assistance of the accounting software MYOB that is upgraded annually, and the existing Administration and Accounting



policies and procedures. Any issues raised with relevant recommendations by auditors during audits to fortify internal control systems of the Authority are implemented where and when necessary.

8.2 Finances

The government grant continues to be the main source of revenue for the Samoa Tourism Authority, contributing to 96% of the Authority's total revenue for the year (last FY 94.4%). The remaining 4% was generated from sponsorships and registrations for the Teuila Festival, hire of STA assets, sale of promotional materials, \$100,000 from the European Union (EU) under the MNRE Water Sector Project for the Tourism Garden Toilets and foreign exchange gain. The grant from the government for the year was decreased by 6.2% (\$9,225,441) when compared to last year (\$9,834,267).

8.3 Financial Analysis

In comparison to last financial year (FY2014.2015) with a high deficit of (\$939,543) the Authority's financial performance this year improved greatly with an end of year deficit of (\$61,562).

The financial year under review was a very eventful year for the Authority especially with regards to golden opportunities which magnitude would shift Samoa's positioning as a tourist destination upwards. These opportunities included the Joseph Parker Fight, the opportune timing of the rebranding of Samoa to "Beautiful Samoa" and its launches in all the main cities of New Zealand and Australia (Samoa's main source markets) ahead of the scheduled opening of the First Class Hotels in Samoa of Sheraton Aggie Grey Resort, Sheraton Aggie Grey Hotel and Bungalows and Taumeasina Island Resort beginning and mid-year of 2016.

Overall while the Authority's financial position did not look good its financial performance improved greatly. From the additional costs incurred to maximize on the golden opportunities mentioned above Samoa's exposure heightened and Samoa's position as a tourist destination shifted upward.

The current ratio as at end of year of 0.12 (last year 0.22) implies insufficient liquid assets to cover short term liabilities when they fall due. Although the total liabilities is lower this year compared to last year the current ratio last year was better because current assets were higher last year by almost 50%.



Total income for the year decreased by 7.9% when compared to last year mainly due to the 6% cut in the government grant that makes up 96% of the total income; total expenses decreased by twice this rate at 15%; excess of income over expenditure on the other hand improved by 93%.

Compared to last year's overspent at 9% the current year overspent was very minimal at 0.64%.

8.4 Human Resource

8.4.1 Staff

The Authority during the year employed a total of 88 employees including our NZ marketing representative and the Australian marketing representative and their assistants. Total employment has increased slightly during the year when compared to last financial year with 86 employees.

Staff turnover this year has a higher percentage of 17.44% when compared to last year (FY2014/2015: 8.13%). Of this percentage 5.81% are the professional staff and 11.63% operational.

Staff members per division for the Financial Year.

DIVISIONS	Total Staff
Policy Advice (including the CEO)	9
Marketing & Promotions	15
Planning & Development (8 + 8 NBC Groundsmen)	16
Research & Statistics	7
Finance & Corporate Services	20
Cultural Village	18
Tourism Climate Change Project	3

8.4.2 Resignations / Terminations

During the financial year 9 employees resigned to pursue other endeavors and 6 employees services were terminated on grounds of misconduct and one employee passed away.

8.4.3 Retirements

No staff member retired during the year.



8.4.4 End of Contracts

Ms. Papalii Matatamalii Sonja Hunter completed her 3 year contract (2013-2016) in April as the Chief Executive Officer after which she was reappointed to the position of Chief Executive Officer for the Authority for the next contractual period of 3 years.

8.4.5 New Recruitments

STA welcomed 18 new employees during the financial year as replacements for the resigned, terminated and promoted staff members as well as for the new positions approved by the Board of Directors.

The new recruits comprise the Project Manager Climate Change, Principal Technical Officer Climate Change, Tourism Climate Change Assistant, Miss Samoa, Australia and New Zealand Marketing Representatives' Assistants, Marketing Support Officer, Ausiva Samoana (1 Musicians and 8 Dancers), 1 NBC worker, Data Entry Clerk for Research and Statistics Division.

The Assistant to the New Zealand Marketing Representative was welcomed by the Authority in February this year to replace the one prior to her that resigned for further studies; however she too resigned at the end of May of the same year due to working visa issues. A Marketing Support Officer was also recruited in March of this year however he got terminated at the end of May on grounds of misconduct.

The Australia Marketing Representative's Assistant and Data Entry Clerk for the Research and Statistics division on the other hand were newly created positions that were filled during the beginning of this year. Other new recruits stated above were replacements for positions that were held vacant due to staff that had resigned as well as terminated.

8.5 Overseas Trainings

The Samoa Tourism Authority was again fortunate this year to have received several invitations to a number of fully and partially funded overseas training opportunities for its staff members which they had participated in.

Selection of candidates is determined by Management based on the requirements of the programmes, eligibility criteria, and the relevance of the programme to the respective areas of responsibilities for effective capacity building of staff members. The usual reporting requirements of Government apply for all office trips where a report to Cabinet on the trip is to be submitted within 14 days of return. Staff members who attend the trainings are to share the knowledge

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acquired and their experiences with the Management and Staff through a presentation on return. The following table provides details of these programmes and the staff members who attended:

	Host Country	Title of Training	Duration of Training	Type of Sponsorship	Participants	Division
1	Japan	Tourism Destination Marketing Training	23 Jul - 16 Sept 2015	Fully funded	Iulai Lesa	M&P
2	China	Seminar on Talents Training of Tourism for Developing Countries	2 nd September 2015 – 22 nd September 2015	Fully funded	Vaipa Lui Anthony McCarthy Ppseawa Tanielu Alvis Meredith Luama Matafeo	F&C P&D F&CS M&P F&CS
3	China	Seminar on on Government Human Resource Management for Developing Countries	8 th September 2015 – 28 th September 2015	Fully funded	Kaisara Tangatauli Sheena Ng Lam	F&CS P&D
4	Fiji	Pacific Regional Tourism Building Programme	28 Sept - 9 Oct 2015	Fully funded	Fanaea Natu Taulealo Werner Tuatagaloa	PSC P&D
5	Japan	Waste Minimization without incineration from Samoa to Pacific Island Countries	30 September - 11 October 2015	Fully funded	Clement Tualamalii	PSC
6	Tonga	Regional consultative workshop on renewable	11-13 November 2015	Funded by STA	Faamatuainu Suifua Faamatuainu	P&D

		energy developments in the Pacific				
7	Japan	Young Leaders Invitation Programme on Tourism Policy	23 November – 2 December 2015	Fully funded	Rosa Peniamina	PSC
8	Korea	The 10 th UNWTO Asia/Pacific executive training program on tourism policy and strategy Human capital development in tourism	29 th March – 1 st April 2016	Fully funded	Papalii Sonja Hunter Dulcie Wong Sin – Simanu Sheena Ng Lam	PSC PSC P&D
9	Fiji	Training Workshop on Energy Services Companies (ESCOs)	13 July -15 July 2016	Fully Funded	Faamatuainu Suifua Faamatuainu	P&D

** PSCD: Policy and Sector Coordination Division
 ** M&P: Marketing & Promotions Division
 ** F&C: Finance and Corporate Services Division
 ** P&D: Planning and Development Division
 ** R&S : Research and Statistics Division

SAMOA TOURISM AUTHORITY

FINANCIAL STATEMENTS

FOR THE YEAR ENDED 30 JUNE 2016

SAMOA TOURISM AUTHORITY
FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 JUNE 2016

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**SAMOA TOURISM AUTHORITY
CERTIFICATION BY DIRECTORS
FOR THE YEAR ENDED 30 JUNE 2016**

We certify that the attached financial statements for the Samoa Tourism Authority comprising of the statement of financial position, statement of comprehensive income, statement of changes in equity, statement of cash flows and notes to the financial statements for the year ended 30 June 2016:

- (a) give a true and fair view of the matters to which they relate;
- (b) have been prepared in accordance with International Financial Reporting Standards; and,
- (c) comply with the Public Finance Management Act 2001 and Companies Act 2001 (amended 2006) in relation to the form or content of financial statements made under the Public Bodies (Performance and Accountability) Act 2001.

We are not aware of any circumstance which would render any particulars included in the financial statements to be misleading or inaccurate.

The directors in office at the end of this financial year are:

- . Adele Kruse
- . Aanamaitu Tauilili Pasikale
- . Leota Lu II
- . Tanya Grey
- . Tuala Oli Ah Him
- . Tauilili Alise Faulalo Stunnenberg
- . Leota Seuamuli Kuki Retzlaff

We authorise the attached financial statements for issue on/...../..... on behalf of the directors of the Samoa Tourism Authority.

Signature

CHAIRPERSON
Samoa Tourism Authority
Apia, Samoa

...../...../.....

Signature

DIRECTOR
Samoa Tourism Authority
Apia, Samoa

...../...../.....

SAMOA TOURISM AUTHORITY
STATEMENT OF COMPREHENSIVE INCOME
FOR THE YEAR ENDED 30 JUNE 2016

	Notes	2016 \$	2015 \$
INCOME			
Government grant		9,225,441	9,834,267
Teuila Festival proceeds	25	38,955	272,174
Other income	9	336,682	307,411
		<u>9,601,078</u>	<u>10,413,852</u>
EXPENSES			
Finance & corporate services	10	1,302,925	1,251,039
Depreciation	7	174,127	226,144
Division Operating Costs			
Policy advice to board of directors	12	773,095	639,877
Marketing and promotion - global	14	951,168	1,167,304
Australian market	15	1,713,282	1,832,592
New Zealand market	16	1,614,852	2,180,601
North America market	18	168,698	297,332
American Samoa market	20	103,269	96,598
UK/Ireland market (Europe)	17	554,038	871,352
Asia market	19	161,439	200,670
Planning and development	21	521,493	575,322
Research and Statistics	22	462,754	334,850
Transactions on Behalf of the State			
Membership fees	11	164,099	83,606
Rent Government Building	27	85,165	87,457
Miss Teuila Pageant	23	20,464	24,552
Miss Pacific Island Pageant	24	49,929	222,495
Teuila Festival	25	277,120	855,822
National Beautification Campaign		182,250	247,586
Samoa International Game fishing		-	3,000
Cultural Village		32,776	67,272
Samoa Tourism Exchange		97,587	82,036
Ultimate Rugby Celebration - All Blacks vs Manu Samoa		52,483	-
Joseph Parker Fight - Rumble in Paradise		110,580	-
Samoa Tourism Forum		70,950	-
Booking engine loss	26	18,097	5,888
		<u>9,662,640</u>	<u>11,353,396</u>
Excess of income/(expenditure)		<u>(61,562)</u>	<u>(939,544)</u>

The relevant notes on pages 7 to 14 form part of this statement of comprehensive income.

**SAMOA TOURISM AUTHORITY
STATEMENT OF CHANGES IN EQUITY
FOR THE YEAR ENDED 30 JUNE 2016**

	<u>Contributed Capital</u>	<u>Accumulated Profit/(Loss)</u>	<u>Total</u>
Balance at 30 June 2014		329,222	329,222
Excess expenditure for the year		<u>(939,544)</u>	<u>(939,544)</u>
Balance at 30 June 2015		(610,322)	(610,322)
Excess expenditure for the year		<u>(61,562)</u>	<u>(61,562)</u>
Balance at 30 June 2016		<u><u>(671,884)</u></u>	<u><u>(671,884)</u></u>

The relevant notes on pages 7 to 14 form part of this statement of changes in equity.

**SAMOA TOURISM AUTHORITY
STATEMENT OF FINANCIAL POSITION
AS AT 30 JUNE 2016**

	Notes	2016 \$	2015 \$
EQUITY			
Accumulated Funds		<u><u>(671,884)</u></u>	<u><u>(610,322)</u></u>
<i>Represented by:</i>			
CURRENT ASSETS			
Cash on hand and at banks	2	130,613	289,353
Stock on hand	3	8,615	15,370
Trade debtors	4	2,699	38,777
Other debtors and prepayments		24,111	34,823
		<u>166,038</u>	<u>378,323</u>
CURRENT LIABILITIES			
Bank overdraft	2	49,730	59,130
Trade creditors	5	1,140,532	1,234,023
Other creditors and accruals	5	84,552	112,772
Deferred income	5	88,000	120,495
Finance lease borrowings	6	37,217	48,841
VAGST (receivable)/payable		(47,129)	101,069
Provisions	8	121,509	30,568
		<u>1,474,411</u>	<u>1,706,898</u>
WORKING CAPITAL DEFICIT		(1,308,373)	(1,328,575)
NON-CURRENT ASSETS			
Property, plant and equipment	7	662,869	806,172
NON-CURRENT LIABILITIES			
Finance lease borrowings	6	-	(32,562)
Provisions	8	(26,380)	(55,357)
		<u><u>(671,884)</u></u>	<u><u>(610,322)</u></u>

The relevant notes on pages 7 to 14 form part of this statement of financial position.

On behalf of the Board:

Adele Kruse
CHAIRPERSON

Tuala Oli Ah Him
DIRECTOR

**SAMOA TOURISM AUTHORITY
STATEMENT OF CASH FLOWS
FOR THE YEAR ENDED 30 JUNE 2016**

	2016	2015
	\$	\$
CASH FLOWS FROM/ (TO) OPERATING ACTIVITIES		
Grants received from Samoa Government	9,261,973	9,478,930
Cash from other income	325,750	566,911
Proceeds from Teuila Festival	38,955	12,674
Booking engine proceeds/(cost)	(18,097)	(5,888)
Cash paid for expenses	(9,677,696)	(9,969,116)
<i>Net cash flows from operating activities</i>	<u>(69,115)</u>	<u>83,511</u>
CASH FLOWS FROM/ (TO) INVESTING ACTIVITIES		
Payments for property, plant & equipment	(29,001)	(137,949)
<i>Net cash flows applied to investing activities</i>	<u>(29,001)</u>	<u>(137,949)</u>
CASH FLOWS FROM/ (TO) FINANCING ACTIVITIES		
Vehicle lease repayments	(51,224)	(55,880)
VAGST liability	-	(206,634)
<i>Net cash flows applied to financing activities</i>	<u>(51,224)</u>	<u>(262,514)</u>
NET INCREASE/(DECREASE) IN CASH AND CASH EQUIVALENTS	(149,340)	(316,952)
CASH AND CASH EQUIVALENT AT BEGINNING OF THE YEAR	230,223	547,175
CASH AND CASH EQUIVALENT AT END OF YEAR	<u>80,883</u>	<u>230,223</u>
 Represented by:		
Cash on hand	500	1,376
Cash at banks / (overdraft) - (Note 2)	80,383	228,847
	<u>80,883</u>	<u>230,223</u>

The relevant notes on pages 7 to 14 form part of this statement of cash flows.

SAMOA TOURISM AUTHORITY
NOTES TO FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 JUNE 2016

1 SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES

Statement of compliance

The financial statements have been prepared in accordance with the requirement of the International Financial Reporting Standards adopted by the International Accounting Standards Board (IASB), and interpretations issued by the Standing Interpretations Committee of the IASB.

1.1 General

The accounts have been prepared primarily on the basis of historical cost. These financial statements are presented in Samoan Tala (WST)

1.2 Depreciation

Fixed assets are depreciated so as to write off the cost of each fixed asset during its expected useful life. The Samoa Tourism Authority adopts the straight-line method using the following rates for each category:

Buildings	2.5 -5%	straight-line
Tools and equipment	20%	straight-line
Motor vehicles	25%	straight-line
Office furniture and equipment	20%	straight-line

1.3 Foreign currency

All amounts are in Samoan tala. Transactions in foreign currencies during the year have been converted at exchange rates ruling at the time of the transaction. Assets and liabilities in foreign currencies at balance date have been converted at rates ruling on that date. Exchange differences are recognised in the statement of income.

1.4 Grants, aid in assistance, donations and capitalization

The above are treated in the accounts in accordance with their nature and the form in which they are received:

- (i) All items which are intended for the support and financing of the Authority's operations and received in cash, are taken to income on receipt.
- (ii) All aid which are received in the form of depreciable assets, are capitalised in the year of receipt.
- (iii) All assets that are received in the form of depreciable assets from the Government of Samoa are capitalised.

1.5 Income tax

The Samoa Tourism Authority is not subject to taxation.

1.6 Debtors

Debtors are stated at their expected realisable value after provision for doubtful debts. The provision for doubtful debts is determined by analysis of individual debtors accounts.

1.7 Stock on hand

Stock has been valued at the lower of cost and net realizable value.

1.8 Changes in accounting policy

There has not been any significant change in accounting policies during the year.

1.9 Leases

Operating lease payments, where the lessors effectively retain all the risks and benefits of ownership of the lease items, are included in the determination of the net surplus in equal instalments over the period of the lease.

Leases are classified as finance leases whenever the terms of the lease transfer substantially all the risks and rewards of ownership to the Authority, as the lessee.

For finance lease, an asset and corresponding liability is recognised on the balance sheet. No asset or liability is recognised for an operating lease.

Finance lease assets are recognised at their fair value, or if lower, at the present value of the minimum lease payments, each determined at the inception of the lease. The corresponding liability to the lessor is included in the balance sheet as a finance lease obligation.

SAMOA TOURISM AUTHORITY
NOTES TO FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 JUNE 2016

1.10 Financial Instruments

Financial instruments recognised in the statement of financial position include cash balances, bank overdrafts, receivables, payables and others.

Samoa Tourism Authority is not party to any financial instrument with off-balance sheet risk. Financial Instrument are measured at fair value.

Assumption inherent in the calculation of net realisable value include the determination of the credit risk associated with the financial instrument. All carrying values are considered to approximate fair value.

	2016 \$	2015 \$
2. CASH AT BANKS		
ANZ Bank (Samoa) Limited Main	(2,222)	1,463
ANZ Bank Group Limited - Auckland #1 account	13,570	26,819
Westpac Bank (Samoa) Limited #1 account	(47,096)	(34,181)
Westpac Bank (Samoa) Limited - Payroll Account	18,796	146,567
Westpac Bank (Samoa) Limited Marketing Account	183	2,625
Westpac Bank (Samoa) Limited Australia Market Account	1,195	35,225
Westpac Bank (Samoa) Limited UK/Ireland Market Account	(412)	(16,530)
Westpac Bank (Samoa) Limited North America Market Account	1,415	(3,316)
Westpac Bank (Samoa) Limited Asia Market Account	1,923	246
Westpac Bank (Samoa) Limited National Beautification Committee	2,352	(697)
Westpac Bank (Samoa) Limited Policy Advice Account	28	1,122
Westpac Bank (Samoa) Limited Merchant Account	33,595	51,693
Westpac Bank (Samoa) Limited Miss Samoa Account	2,950	1,339
Westpac Bank (Samoa) Limited Cultural Village Account	6,542	1,661
Westpac Bank (Samoa) Limited Transactions on Behalf of the State Account	913	643
Westpac Bank (Samoa) Limited Made in Samoa Account	607	2,238
SCB Planning and Development Account	26,432	6,821
SCB Research and Statistics Account	5,329	9,514
Cash on hand - petty cash	500	1,376
WSP63-3941 - Australia market	14,283	(4,406)
	<u>80,883</u>	<u>230,223</u>
Cash at banks	130,613	289,353
Bank overdrafts - unsecured	(49,730)	(59,130)
	<u>80,883</u>	<u>230,223</u>

3. STOCK ON HAND

Posters	750	750
Calenda	1,335	2,430
DVDs ZIPSO	80	80
DVD Lauga Samoa	520	520
Gift books	-	70
Monica Galetti Cookbook	2,310	2,380
Meaai Samoa Cookbook	6,840	12,870
Our Heritage	440	-
	<u>12,275</u>	<u>19,100</u>
Less provision for old stock	(3,660)	(3,730)
	<u>8,615</u>	<u>15,370</u>

Stock referred to above is mainly promotional materials, for the main purposes of promotions. Most are distributed to STA overseas offices and representatives as complimentary with a small portion resold in a cost recovery effort.

4. TRADE DEBTORS

Trade debtors	16,481	53,013
Less: Provision for doubtful debts	(13,782)	(14,236)
	<u>2,699</u>	<u>38,777</u>

Allowance for impairment loss

Trade receivables are non-interest bearing and generally on 30-60 day terms. A provision for impairment loss is recognised when there is objective evidence that an individual trade receivable is impaired.

At 30 June 2016, the ageing analysis of trade receivables is as follows:

0-30 days	-	38,777
31-60 days	2,200	-
61-90 days	9,525	9,479
91-365 days*	4,756	4,757
	<u>16,481</u>	<u>53,013</u>

*Considered impaired ('CI')

**SAMOA TOURISM AUTHORITY
NOTES TO FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 JUNE 2016**

	2016 \$	2015 \$
5. TRADE CREDITORS AND OTHER CREDITORS & ACCRUALS		
Trade creditors	1,140,532	1,234,023
Other creditors and accruals	84,552	112,772

Trade creditors are directly linked to purchases component and other creditors and accruals are the accrued expenses for the year ended 30 June 2016.

Deferred income	120,495	187,500
Amortisation	(32,495)	(67,005)
	88,000	120,495

Deferred income consists of furnitures and fittings donated by the Government of Samoa with a van funded by the United Nations for an on going project at year end. These are amortised on an annual basis using the approved depreciation rates.

6. VEHICLE FINANCE LEASE - WESTPAC BANK (SAMOA) LTD

The Authority acquired a new Hino Dump Truck under a finance lease agreement with Westpac Bank Samoa Ltd in March 2014. Interest is charged at 9.5% per annum for a term of 3 years and the current lease repayment is \$4,656.63 (GST exclusive) per month.

Leases: Hino Dump Truck	167,640	167,640
Balance carried forward	93,134	149,014
Less: Lease repayments for the year	(51,223)	(55,880)
Unearned finance lease costs	(11,732)	(18,770)
Amortisation of lease cost for the year	7,038	7,039
Balance as at year end	37,217	81,403
Included in the financial statements as:		
Current finance lease borrowings	37,217	48,841
Non-current finance lease borrowings	-	32,562
	37,217	81,403

7. PROPERTY PLANT AND EQUIPMENT

Description	Building	Office furniture & equipment	Tools & equipment	Motor vehicles	Donated assets - SIDS & others	Total
Cost or valuation						
Balance at 30 June 2015	450,541	509,430	42,579	709,365	127,500	1,839,415
Additions	-	27,696	3,128	-	-	30,824
Disposals/Write off	-	-	-	-	-	-
Balance at 30 June 2016	450,541	537,126	45,707	709,365	127,500	1,870,239
Depreciation						
Balance at 30 June 2015	124,795	329,486	24,354	543,533	11,075	1,033,243
Charge for year	11,264	65,651	5,893	65,819	25,500	174,127
Disposals/Write off	-	-	-	-	-	-
Balance at 30 June 2016	136,059	395,137	30,247	609,352	36,575	1,207,370
Carrying amount						
At 30 June 2015	325,746	179,944	18,225	165,832	116,425	806,172
At 30 June 2016	314,482	141,989	15,460	100,013	90,925	662,869

8. PROVISIONS

Annual and sick leave	121,509	30,568
Long service leave	9,258	31,833
Management severance	17,122	23,524
	26,380	55,357

9. OTHER INCOME

Hire of Falesamoa	19,130	7,138
Hire of assets	4,233	3,301
Sale of promotional materials	2,418	8,416
Foreign exchange gain	118,954	97,002
Deferred income	32,495	67,005
Miscellaneous	55,186	19,346
Miss South Pacific proceeds	4,266	105,203
Garden Toilet Project	100,000	-
	336,682	307,411

SAMOA TOURISM AUTHORITY
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	2016	2015
	\$	\$
10. FINANCE & CORPORATE SERVICES		
Salaries & allowances	788,868	739,945
Advertisement	15,669	5,769
Audit and accounting fees	22,628	29,045
Financial expenses	18,078	30,664
General administration expenses	130,388	32,699
Insurance (building and contents and vehicles)	12,929	10,324
Occupancy costs	69,640	76,874
Repairs and maintenance	19,788	26,098
Subscriptions	11,544	4,621
Travelling expenses	26,681	21,075
Utilities	137,012	206,486
Vehicle expenses	49,700	67,439
	<u>1,302,925</u>	<u>1,251,039</u>
11. MEMBERSHIP FEES		
South Pacific Tourism Organisation	87,213	83,606
Pacific Asia Travel Association (PATA)	6,685	-
United Nations World Tourism Organization	70,201	-
	<u>164,099</u>	<u>83,606</u>
12. POLICY ADVICE TO BOARD OF DIRECTORS		
Salaries & allowances	491,012	417,641
Executive Commitment to Government	64,903	107,757
Directors fees and allowances	93,907	62,738
Travelling expenses	122,066	34,133
Board expenses	1,207	17,608
	<u>773,095</u>	<u>639,877</u>

13. MARKETING & PROMOTION

Marketing and promotions expenses for all markets are categorised under 5 main areas as direct marketing, travel trade activities, international media and public relations, events and meetings and partnership.

Direct Marketing addresses the markets directly through all forms of advertising, online development, promotional collaterals and administration costs pertaining to direct representation in the markets.

Travel trade activities are marketing activities conducted in partnership with the travel trade in the markets comprising joint campaigns, trade familiarization programs, agent training and educational sales calls to tour operators selling Samoa.

International media and Public relation include media visit familiarization programs which aims at achieving large scale publicity and destination awareness through hosting of selected media including TV and film crews, photographers and known journalists from the source markets, database development for the markets update and joint campaigns with the media.

Events and meetings comprises Samoa representation at key trade and consumer events/shows, Samoa niche markets developments, trainings for the market representatives, development of Samoa annual marketing plans and the Tourism Marketing Taskforce meetings.

SAMOA TOURISM AUTHORITY
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FOR THE YEAR ENDED 30 JUNE 2016

Partnerships is whereby the Authority from time to time partners with non-travel media entities to implement activities which can also generate exposure for the destination.

All overseas markets are disclosed separately as in notes 14 to 20.

	2016	2015
	\$	\$
14. MARKETING & PROMOTION - GLOBAL		
Salaries & allowances	541,797	592,085
Direct marketing	250,559	375,847
Travel trade activity	249	12,622
Public relations and international media	260	3,198
Events and meetings	155,595	183,003
Partnership	2,708	549
	<u>951,168</u>	<u>1,167,304</u>
15. AUSTRALIA MARKET		
Direct marketing	1,072,048	718,205
Travel trade activity	195,572	236,856
Public relations and international media	180,621	189,814
Events and meetings	258,024	687,717
Partnerships	7,017	-
	<u>1,713,282</u>	<u>1,832,592</u>
16. NEW ZEALAND OFFICE		
Direct marketing	750,421	872,525
Travel trade activity	371,836	729,521
Interanational media and public relations	38,345	123,998
Events and meetings	308,711	267,268
Partnership	3,036	950
Rep allowance and office assistant	142,503	186,339
	<u>1,614,852</u>	<u>2,180,601</u>
17. UK/IRELAND & GERMAN MARKET		
Direct marketing	277,055	506,640
Travel trade activity	38,343	51,748
Interanational media and public relations	93,834	123,513
Events and meetings	144,806	158,029
Partnerships	-	31,422
	<u>554,038</u>	<u>871,352</u>
18. NORTH AMERICA MARKET		
Direct marketing	39,276	128,040
Travel trade activity	102,493	7,273
Public relations and international media	1,305	108,475
Events and meetings	25,624	53,544
	<u>168,698</u>	<u>297,332</u>
19. ASIA MARKET		
Direct marketing	110,033	48,396
Travel trade activity	9,140	37,283
International media and public relations	11,280	13,978
Events and meetings	30,986	101,013
	<u>161,439</u>	<u>200,670</u>

**SAMOA TOURISM AUTHORITY
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	2016 \$	2015 \$
20. AMERICAN SAMOA MARKET		
Direct marketing	100,305	95,665
Travel trade activity	-	145
Events and meetings	2,964	788
	<u>103,269</u>	<u>96,598</u>
21. PLANNING AND DEVELOPMENT		
Salaries & allowances	355,403	375,063
Product development	10,298	83,623
Workforce development	75,748	73,793
Awareness and education	4,359	3,468
Tourism investment	71,721	31,244
Training taskforce	3,964	
Staff capacity building	-	8,131
	<u>521,493</u>	<u>575,322</u>
22. RESEARCH AND STATISTICS		
Salaries & allowances	312,464	317,609
Research activities	102,971	(768)
Statistics	8,553	10,392
Staff capacity building	38,766	7,617
	<u>462,754</u>	<u>334,850</u>
23. MISS TEUILA PAGEANT		
Government grant	-	-
Receipts	-	-
Expenditure	(20,464)	(24,452)
	<u>(20,464)</u>	<u>(24,452)</u>

The Miss Teuila Pageant for the year 2013/2014 was tendered out to the public for the coordination of the event for a 3 year contractual period on behalf of Authority. The Manaia Events was the successful bidder for the period 2013-2015.

Costs incurred were for the Miss Samoa/Miss Pacific Islands accommodation, petrol and her other expenses during the year.

24. MISS PACIFIC ISLAND PAGEANT		
Government grant	90,000	50,000
Receipts - note 9	4,266	105,203
Expenditure	(49,929)	(222,495)
	<u>44,337</u>	<u>(67,292)</u>

The Miss South Pacific Islands Pageant name was officially changed in 2015 to Miss Pacific Islands. The launch of the new pageant name took place in Samoa which hosted the pageant. The Miss Pacific 2015/2016 was hosted by Cook Island and expenditure consists of airfares, DSA and other costs.

25. TEUILA FESTIVAL		
Government grant	357,686	259,500
Receipts	38,955	12,674
Expenditure	(277,120)	(855,822)
	<u>119,521</u>	<u>(583,648)</u>

**SAMOA TOURISM AUTHORITY
NOTES TO FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 JUNE 2016**

26. BOOKING ENGINE PROCEEDS/(COSTS)

	2016	2015
RECEIPTS	\$	\$
Receipts from online guests bookings	24,739	102,388
less: Payments to accommodation providers	(40,374)	(97,865)
Guests refunds	(600)	(5,215)
Net receipts from bookings	<u>(16,235)</u>	<u>(692)</u>
PAYMENTS		
Direct Payment Solution fees	(855)	(1,340)
Bank charges	(1,007)	(3,856)
	<u>(1,862)</u>	<u>(5,196)</u>
Proceeds/(loss) from booking engine	<u>(18,097)</u>	<u>(5,888)</u>

The booking engine project was set up in the wake of the Tsunami in September 2009 as part of the Authority's assistance to the local tourism industry particularly for small to medium accommodation providers in gaining high traffic access to online bookings using the Authority's website.

A deduction of 10% calculated on bookings receipt (net of VAGST 15%) is made by the Authority to cover for the fees of the Global company (PaymentExpress) certified for handling all major credit cards used for online payments by customers, and our local bank fees for managing the account.

27. OPERATING LEASES

The main office in Apia leases space from the Government at \$8,381.33 per month including vagst. The Auckland office opened in 1996 closed some years later and reopened in 2005 under the umbrella of the Consulate of Samoa. The Authority pays a monthly of rent NZD\$1,331.50 to the Samoa Consulate Office for the space that it occupies.

The Authority also leases a space at the Airport for its Information Booth and pays monthly rent of \$1,194.70 plus vagst to Samoa Airport Authority including any statutory increase for VAGST for the next three years effective July 1st 2009.

The Authority also pays monthly lease totalling \$5,300 net of vagst to NPF, for the use of the STA falesamoa. The STA falesamoa ownership rests with the NPF and will only be released to STA after 20 years of lease payments from the day of the first lease payment as per contract.

The office for the Samoa Savaii Tourism Association at the Mulifanua Wharf which STA had paid rent for on behalf of the Association is now non existent as SSTA moves operations back to Savaii and is operating from one of their member's properties.

28. CAPITAL COMMITMENTS

The Directors are not aware of any capital commitments for the year ended 30 June 2016. (2015: NIL)

**SAMOA TOURISM AUTHORITY
NOTES TO FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 JUNE 2016**

29. CONTINGENT LIABILITIES

The Directors are not aware of any contingent liabilities as of 30 June 2016. (2015: NIL)

30. GOING CONCERN

The going concern of the Authority is assured by the Directors based on the grounds that the Authority will be able to pay its debts as and when they fall due. However this is dependent upon the continued availability of grants from the Government of Samoa and aid assistance from other aid donors. The Government of Samoa provides annual funding of the Authority's operations.

31. RELATED PARTY

Compensation of key management personnel:

	2016	2015
	\$	\$
Remuneration including allowances	453,859	453,859
Directors fees and allowances	130,500	60,525

The remuneration of key management personnel are determined by Cabinet and the Board. Key management personnel include the CEO, Manager Finance and Corporate Services, Manager Marketing and Promotions, Manager Planning and Development and Manager Research and Statistics and Manager Policy & Sector Coordination.

32. GENERAL

The Samoa Tourism Authority is a government body established in January 1986 through the Samoa Visitors Bureau Act 1984 and the Tourism Development Act 2012. The main objective of the Authority is to promote Samoa as a destination to the world.



28 Fepuari, 2017

Afioga i le Fofoga Fetalai
Afioga Leaupepe Toleafoa Apulu Fa'afisi
Fono Aoao Faitulafono
MULINUU

Afioga e,

LIPOTI FAALE-TAUSAGA A LE PULEGA O TAGATA TAFAFao MAIMOa
2015- 2016

Ina ia tusa ai ma le fuaiupu 23 o le Tulafono o Faalapotopotoga a le Malo (Faatinoga o Galuega ma le Mafai ona Tali atu) 2001, e ia te au le ava ma le faaalalo tele ou te tuuina atu ai i luma o le Iaulauafono a le Palemene e ala atu i lau afioga, le Lipoti Faaletausaga a le Pulega o Tagata Tafafao Maimoa mo ana galuega faaiuina i le aso 30 Iuni 2016.

Faafetai,

Sala Fata Pinati
MINISITA O TAGATA TAFAFao MAIMOa



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1.0 UPU TOMUA A LE MINISITA



O le avea ai o a'u ma Minisita o Tagata Tafafao Maimoa e tu'uina atu ai le Lipoti Fa'aletausaga ma Tala Fa'atatau o Tupe mai ia Iulai 2015 ia Iuni 2016 faatasi ma Komiti Fa'atonu o le Pulega o Tagata Tafafao Maimoa. O loo fa'auau pea le lagolago a le Malo o Samoa i le Alamanuia Tau Turisi e avea ose Vaega Taimua ua molimauina lona aoga ua maua mai ai avanoa mo atina'e tetele, aemaise le faauauaina o le faatauaina o le tatou Aganu'u ma lona Siosiomaga Faalenatura. O le Pulega o Tagata Tafafao Maimoa ua avea ma Ofisa ole Malo ua faatulafonoina e galueaina le Atina'e Tau Turisi aemaise lana faalauiloa o Samoa ana Maketi Tau Turisi masani. O le Pulega e lipoti ile Minisita o Tagata Tafafao Maimoa ma o loo gafa ma le fuafuaina ma le atina'eina o pisinisi ma suesuega faapena ai foi le faalauiloaina o so o tatou Atu'unu'u ose Komiti Fa'alauiloa mo Tagata Tafafao Maimoa.

O le faatatau i lenei Tausaga Faaletupe ua faaititia ile 6.2% e tusa lea ma le \$9.225.441 faatusa atu ile Tausaga Faaletupe ua tuana'i. Sa faamatu'uina mai le fesoasoani a le Malo o Niu Sila tauala mai ile Polokalame mo le Fuafuaga mo le Alamanuia Tau Turisi i lona Vaega Faavae. O le vaega ole fesoasoani o loo taua i totonu ole Lipoti o loo aofia ai Vaega Autu e pei o Fuafuaga o Atina'e Tau Turisi, Su'esu'ega ma le Tapu'eina o Tomai ma Agava'a. O loo faamautuina pea le galulue so'oso'tau ole Pulega ma le Matagaluega ole Punaoa Faalenatura ma Siosiomaga i ana polokalame tu'u faatasi e pei ole Atina'e mo le Talafatai o Apia, amataina o galuega mo Tagata e Mataituina le Mama Lautele o le Tavalaga ma lona Mama Lautele and aemaise ai lana faiga paaga ma le Polokalame mo Atinae a Malo Afaatasi mo le faasoaia o fuafuaga ma le faatinoina o tiute mo le Poloketi mo le Suiga ole Tau auala mai ile fesoasoani mo le Siosiomaga a le Lalolagi pei ona mae'e ai le toe faaleleia ai matafaga o le Alalafaga o Manase.

Sa galulue punoa'i le afaigaluega a le Pulega ina ia ausia ana galuega fuafuaina mo le Tausaga faapea ai ma le tu'uina atu o le lagolago mo le si'itia o galuega mo le Vaega mole Atina'e ole Alamanuia e mulimulta'i ile Fuafuaga mo le Atina'e o Samoa faapea le Fuafuaga mo le Atina'e o le Alamanuia 2014 – 2019 e pei ona iai lana Vaaiga Taulai "Ia o'o atu ile 2019 ua fa'atupulaia le Alamanuia Tau Turisi, i le gagalue faatasi ai o tatou tagata ma tagata tafafao maimoa mai ma avea ai Samoa ma atunu'u e ta'imua ile Pasefika I auunaga uma Tau Turisi'.

O nisi o matati'a ausia mo lenei tausaga e aofia ai le tatalaina aloaia ole faalauiloa ole "Asiasi mai i Samoa 2016" i makeki i fafo e unaia ai le faatupulaia o faigamalaga mai i Samoa mo so'o



se fa'atasiga ma polokalame ae faasilisili ai le taina ole Faletalimalo o Sheraton Samoa Aggie Greys Resort ma le Taumeasina Island Resort. Sa faailoa aloaia foi le tatalaina ole ta'alogamua ole Lakapi ile va ole Manu Samoa ma le All Blacks. Sa amatalia foi ile amataga ole tausaga polokalame ma le faalauiloa mo Vaega o Alamanuia i le itu Tau Taaloga e pei ona maimoaina ai le faaagatama ile maea ile va o Lupesoliai Joseph Parker ma Southpaw Jason Bergman ua maua ai le faalauiloa ma faatosinaina mai o tagata tafafao faapea ai ma alaata tetele mai fafo lea sa pu'eina le Faagatama ile Maea.

Ua faamauina le ausia o tupe maua mai le Atina'e Tau Turisi i le aofaiga \$389.3 miliona Tala lea ua siitia ai ile 12% o tupe maua faatusatusa ile tausaga ua tuana'i. I lenei tausaga ua faamauina ai le siitia o Tagata Tafafao Maimoa ile 17.75% ua molimauina ai le maua ole faatinoga ile talimalo mo faatasiga ma polokalame faapitoa lea ua maitauina ai foi le iai o latou e Malaga maimoa maimoia ia Polokalame Faapitoa.

O loo tumau pea le lagolago a le Malo o Samoa mo galuega toe faaleleia e pei ona iai le polokalame lea e fesoasoani ai mo Pisinisini uma ole Alamanuia aua lava le faamamaavega ma le faafaigofieina o le fausiaina ma le toe faaleleia atili o Atinae Tau Turisi. O loo iai fuafuga ina ia faaleleia atili nofoaga mo mataaga taualamai ile Polokalame Lagolago mo le Atinae o le Alamanuia Tau Turisi i lalo ole fesoasoani a le Malo o Niu Sila.

O se tasi o matati'a o lenei Tausaga ole toe filifilia lea o Samoa e pu'eina ai le Polokalame Ata Tifaga 'Australian Survivor' a le Kamupani Faiata Tifaga ole Endomol i o tatou lafanua ma le fa'afaigalugeina o le 480 o tatou tagata ma maua ai le avanoa e faalauiloa atili ai matafaga ma lafanua matagofie o Samoa.

O le matafaioi o Tagata uma ole mautinoa lea ole faaauuina o Atinae Tau Turisi e pei ona tatou molimauina lona aoga mo Atina'e uma o loo fuafuaina aemaise ai Vaega Uma e suluia l'ave ole la ma mo ole fautuaga mo tagata uma! O lau tatalo ina ia faaauu le atina'eina ole Vaega mo Atina'e ole Alamanuia tau Tagata Tafafao aua taunu'uga lelei e pei ona manino atu.

Ia Manuia!

Sala Fata Pinati

Minisita o Tagata Tafafao Maimoa



2.0 SAUNOAGA A LE OFISA SILI



E faafetaia e le Pulega ma le Auaunaga o le Pulega o Tagata Tafafao Maimoa ana Paaga mo le faaauauina ole tu'uina mai ole lagolago mo Atina'eina ole Vaega mo Atina'e a le Alamanuia. Matou te faafetaia le Minisita Fou ole Pulega o Tagata Tafafao Maimoa Afioga Lautafi Selafi Purcell and Afioga ile Palemia lea sa avea ma Minisita talu ai i lana vaai taulai mo auaunaga lea ua iloga ai le Atina'e ole Alamanuia Tau Turisi I o tatou laufanua. O lo'o faaauauina pea e le Komiti Faatonu ona faamamafa i Faiga Faavae ma i lenei tausaga ua faamavae atu ai ile Afioga ile Taitaifono ole Komiti Faatonu Afioga Amituanai Faleulu Mauli mo lana tautua mo mea silisili i galuega a le Malo ina ua faamanuiaina ile faiga palota a le Atunu'u lea ua se'ei ai ile Nofoa ole Itumalo o Palauli I Sisifo ma si'itia ai lona tulaga o se sui ole Palemene o Samoa.

Ua faailoaina e le Afioga ile Minisita nisi o matati'a o galuega faatino ma sini autu ua ausia e le Vaega mo Atina'e ole Alamanuia ma ole matou tatalo ina ia faaauauina pea le faatuputupulaia o lenei Vaega ina ua aulia le 2019 ua ausia lana Vaaiga Taulai.

O loo faaauauina pea e le Vaega ole Alamanuia le ave ole faamamafa i lu'itau o lo'o feai ma Samoa e pei o le maualuga o tau o pasese mo femalagaiga i Va'alele aemaise le tulaga maaleale o loo maitauina ai pea le faafaigata o auala mo femalagaina ile ea. O lea ua faatino ai se auala e le Afioga ile Minisita ia ia galulue faatasi ma nisi o Kamupani Va'alele ina ia maua se fofo mo ia faafitauli ma mautinoa ai e maua e Sama le avanoa e mafai ai ona fa'atonutonu ni faigamalaga mai i Samoa. Fefa'atauaiga mo Atunu'u i Matu ua maitauina le faigofie ona ui i Niu Sila o se ala faigofie ua iloga le faatumulia o malaga ma ua ausia ai le 83% i lenei tausaga faaletupe.

O le a mautinoa le faatuputupulaia ole Atinae ole Alamanuia pe a mafai o le a tele ni femalagaiga faaopoopo faapea ai ma amanaia o ia fuafuaga e nisi o Kamupani Vaalele a le Pasefika. Ua tatau ona toe tagatagai Samoa ile toe faaauau o auaunga a lana Kamupani Vaalele le Polenisia aua le tali atu ni manaoga mo tagata femalagaai and aemaise ai le Alamanuia ina ia mafai ona malaga atu i Atunuu ua molimauina le tele o tagata tafafao e malaga mai ma faateleina tatou tupe maua.

O lo o faauau pea e le Vaega o Atina'e o le Alamanuia Tau Tagata Tafafao Maimoa le faalauiloa o auaunaga fou faapea ai ma le tu'uina mai ole lagolago a le Malo o Niu Sila mo le faaleleia atili o nisi o auaunaga aemaise mataaga faalenatura ma mataaga o loo atagia mai



ai talaaga. Na o le Malo o Niu Sila le atunuu o loo tumau pea lana fesoasoani ile Alamanuia I le itu tau Su'esu'ega ma Tulaga Aloaia o Pisinisi o lenei Atina'e.

O le Atinae Faaauau mo le Alamanuia Tau Turisi ua ave iai le faamuamua a le Malo o se poutu e ao ona atina'eina ina ia ausia lona tamaoaiga. E momoli atu ai le agaga faafetai i Paaga mo Atina'e Tau Turisi pei ole Malo Niu Sila, Malo o Saina ma Faalapotopotoga Faavaomalo e pei ole Ofisa o Malo Aafaatasi ua mafai ai oa faatino ai le Poloketi mo le Puipuiga ole Suiga ole Tau ma le Faasaoina o Matafaga pei ona iai le toe faalelei o Matafaga I le Afioga o Manase.

O fa'amatalaga ua tu'uina atu i lenei Lipoti o se auililiga o polokalame sa faatinoina e le Vaega mo Atina'e ole Alamanuia o Tagata Tafafao Maimoa sa lima taitaina mai le Fuafuaga mo Atinae Tetele a le Malo o Samoa faatasi ai ma le Fuafuaga mo Atina'e a le Alamanuia 2014-2019 i lana Vaaiga Taulai "Ia o'o le 2019 ua faatupulaia le Alamanuia Tau Turisi ile galulue faatasi ai tatou tagata ma tagata tafafo maimoa na avea ai Samoa ma Atunu'u e taimua I le Pasefika I auvaunaga uma Tau Turisi".

O totonu foi o lenei Tausaga Faaletupe sa fa'alauiloa aloaia ai e le Alamanuia ma le Afioga ile Alii Palemia le fa'atinoga mo Fa'aailoga Taualoa a le Alamanuia mo le su'esu'eina o fa'amatalaga mo le tali mai o Tagata Tafafao ile tulaga o Atina'e Tau Turisi ma Pisinisi aemaise ana auvaunaga ma o iuga uma o nei faamatalaga sa aoina o le a filifilia ai ma faamanuiaina ai le Atinae ua maoa'e lona tulaga ile faamalieina o Malo Asiasi mai ole a tele sona sao ile faalauiloa atili o Samoa i Atunu'u i fafo.

O le laufanua lenei o Tusitala, le Alii lauiloa I ana tusitusiga ma tala fatu o Lopati Lui Sitivinisone ma e Tatalo atu ai le Pulega ma le Malo o Samoa i tagata uma ia ia fa'aauauina pea lana tu ma lana talimalo lelei, e pei ona iai la tatou aganuu ma aga i fanua ole laufofoga fiafia ma ia avatu mea silisili mo latou e malaga asiasi mai.

Fa'afetai Tele Lava ma ia saga viia le Atua Soifua o loo faavae ai Samoa.

Ma le faaaloalo tele lava

Papalii Matatamalii Sonja Hunter

OFISA SILI O PULEGA



3.0 OTOOTOGA

O lenei Lipoti faa-le-tausaga o loo aofia ai tala ole tupe faaletausaga lulai 2015 – Iuni 2016 b e faailoa atu ai Galuega a le Malo mo le Atina'eina o le Vaega mo le Atinae ole Alamanuia mo Tagata Tafafao Maimoa.

Tupe faamatu'u mai mo le Puleha e le Malo e \$9,225,441 mo le faatinoina o Fuafuaga ma Atina'e, Faiga Faavae, Su'esu'ega ma le Tapu'eina o Tomai ma Agava'a aemaise le Vaega mo Maketi ma Faalauiloa.

O lenei lipoti o loo otooto atu ai matafaioi a le Pulega e pei ona manino mai I lana Tulafono Autu 2012 faapea ai ma matafaioi autu a Vaega Taitasi. O lenei foi tausaga ua sui ai e le Komiti Faatonu le faaigoina o se tasi o Vaega ina ia atagia ai ana matafaioi tauave lea ua faaigoaina ai ile Vaega o Faiga Faavae ma Auaunaga mo le Vaega o Atinae mo le Alamanuia mo Tagata Tafafao Maimoa.

O le Fuafuaga mo Atinae ole Alamanuia 2014 – 2019 i lona sefululua masina muamua sa faatino ai le iloiloga mo le fuafuaga faapea ai male Fonotaga a le Alamanuia. O loo faauau pea le ave ole fa'atau a le Pulega i lana Metotia mo Feso'otaiga ina ia lelei le feso'otai atu i Vaega Uma ole Atina'e ole Alamanuia. E pei ona iai le tu'ufaatasia ole Lomiga o Faamatalaga Taitasi ile Masina ma tufaina atu ia matou Paaga I Samoa nei ma Atunu'u I fao aemaise ai matou Paaga mo Atina'e.

E ave le faatau a le Pulega ma le Komiti Faatonu i Faigapulega lelei ina ia mautinoa e ave e mulimuli ta'I iai le faatinoga o ana galuega ma matafaioi uma. O loo ogatasi ana Agatausili ma Atina'e Faauau mo le Alamanuia ina ia mautinoa le faamautuina ma le maua o Faamanuiaga tau Tamaoaiga i le galulue so'oso'o tauau ma le Aufaipisinisi aemaise Nu'u ma Alalafaga, faapea ai ma Paaga Tau Maketi ina ia mautinoa le faamalieina o Tagata Maimoa ma saga faamaua'aina ai pea le faatau o lo tatou Aganu'u ma le Slosiomaga Matagofie aua e tu'uina atu o ana auaunaga ia mautinoa lona tulaga ese ile Pasefika.

O le Manulauti a le Pulega mo Tagata Tafafao Maimoa "ia faalauiloa le lelei ole Atina'e Fa'aauau Tau Tagata Tafafao Maimoa e tele sona aoga mo Samoa ma ia faamalieina Tagata Tafafao Maimoa sa maua se faiaagamalologa sili atu i Samoa".



Taiala mo Faatinoga ma Agatausili

Faaaloalo

Fa'amaoni

Le Fa'aituau

Lelei na Fuafua Ma Vave Fa'ataunu'u

Mafai ona Tali Atu ma Fa'atino

Pulega Manino



3.1 Matafaioi Autu

O matafaioi autu nei a le Pulega e tusa ai ma aiaiga o lana Tulafono:

- Unaia pisinisi tumaoti ma tagata taitoatasi e faatinoina atinae tau tagata tafafao maimoa
- Unaia tagata o isi atunuu atoa ai ma tagata Samoa o loo aumau i isi atunuu e tafafao ma asiasi mai i Samoa
- Unai'a le fausia ma le faaleleia o faletalimalo talafeagai faatasi ma lona faatotogaina ina ia agavaa ma talafeagai mo tagata tafafao maimoa mai
- Soalaupule ma fefaasoai i le faatinoga o galuega a i latou o loo faatautaia atina'e tau tagata tafafao maimoa i Samoa
- Tuuina atu fautuaga talafeagai i le Malo i mataupu tau tagata tafafao maimoa
- Tapena, tuufaatasia ma faatino se Taiala mo le atina'e o tagata tafafao maimoa i Samoa

3.2 Matafaioi Autu e pei ona aiaia mai i lana Fuafuaga Autasi ma Fuafuaga Faaletausaga:

- Unaia le Atinae ole Alamanuia ma Vaega Tumaoti Faipisinisi
- Unaia le asiasi mai i Samoa o tagata mai isi Atunu'u, e le gata ile Malaga mai aemaise faigamalologa I totonu lava o Samoa.
- Unaia le atinaeina ma le faaleleia atili o Faletalimalo ma auaunaga uma mo Tagata Tafafao Maimoa.
- Tu'ufaatasia ma siitia galuega uma a le Vaega mo le Atinae mo le tu'uina atu o auaunaga uma.
- Ia tu'uina atu fautuaga ile Malo ma Vaega Tumaoti Faipisinisi i mataupu tau Turisi.
- Tapena, faatino ma faaleleia atina'e mo Tagata Tafafao Maimoa faapea ai ma fuafuaga faalauiloa mo Samoa.

3.3 Vaega o Maketi ma Faalauiloa

O le Vaega o Maketi ma Faalauiloa o loo faatinoina polokalame faalauiloa mo maketi i Atunuu Maaou ua filifilia e patino i le faatuputupulaia o le silafia ma ia faatupulaia ai le silafia mo lo tatou Atunuu. O nei galuega o loo aafia ai Faalauiloa Tu'usao (Direct Marketing), Faalauiloa Faipaaga ma Kamupani o loo tuufaatasia ma faatauina auaunaga tau tagata tafafao maimoa (Travel Trade Activity), Faalauiloa e faipaaga ai ma Tusitala mai Maketi i Fafo



(International Media & Public Relations), Faaaliga ma Fonotaga (Events & Meetings) ma Faalauiloa fai faapaaga ma Kamupani Eseeese (Partnerships).

3.4 Vaega o Fuafuaga ma Atinae

O galuega autu a lenei vaega e aofia ai le gafataulimaina lelei ma le faafoeina o atinae mataaga, faletalimalo ma isi auunaga e ala i tiute faa-faufautua i taimi o faatalatalanoaga ma asiasiga aemaise lava i le unaia o le usitaia o Tapula'a Moomia, o le faatinoina o asiasiga o atina'e eesee, lagolagoina o talosaga mo fesoasoani tau tupe, faapea foi le atinaeina o tomai ma agavaa o i latou o loo faigaluega i totonu o lenei alamanuia O polokalame mo le tali atu o le atinae i fesuaiga o le tau o loo faatinoina foi e le vaega lenei.

3.5 Vaega o Suesuega ma Faamaumauga

O le Vaega o Suesuega ma Faamaumauga e feagai tonu lea ma le tuufaatasia ma le iloiloaina o fuainumera ma faamaumauga e patino i atina'e o tagata tafafao maimoa. E feagai foi lenei vaega ma suesuega i mataupu e aafia ai le alamanuia mai lea taimi i lea taimi e tusa ai ma manaoga o le Komiti Faatonu, o le Pulega faapea paaga o loo galulue faatasi i totonu o lenei alamanuia.

3.6 Vaega o Fautuaga Tau Faiga Faavae

O le vaega mo le faufautua i faiga faavae ua fa'amatu'uina atu nei lona Puleaina ile Faatonu ole Vaega mo Tagata Tafafao Maimoa Mai ina ia o gatasi ma ana galuega autu ma matafaioi lea ua iai ma le lagolagosua mo galuega a le Vaega (Sector) ae ui i lea faiga, o loo tumau pea le liporti sa'o atu ile Ofisa Sili o Pulega i soo se taimi e mo'omia ai faapea ai ma le sologa lelei o galuega e pei ona maitauina le fai o sina lavelave ma tele le eseesega o galuega o loo faatino i lalo o lenei vaega. O lo'o faatino pea galuega a le vaega e pei ona masani ai e pei ole faufautua mo sini autu ma galuega o loo ave iai le faamamafa a le Malo ina ia mafai ona ausia la matou Motto "Samoa Lalelei" mo se taimi umi ae o loo afifi mai ai le galulue faatasi ma Nu'u ma Afioaga, Vaega uma ole Alamanuia, Malo o Samoa faapea ai ma le Pulega ma ona mana'oga. O lenei vaega foi e patino tonu ma le faatinoga o fatuaga ua pasia aua le fausiaina o ni faiga faavae fou poo le iloiloaina o faiga faavae o loo ua iai nei. O lenei vaega foi o loo ua gafa ma le taitaiina le matafaioi ole tuufaatasia o galuega patino ile Komiti ole Faamatagofieina o Taulaga o Apia poo le NBC.



3.7 Vaega o Tupe ma Auaunaga Lautele

O le Vaega o Tupe ma Auaunaga Lautele e feagai ma le fa'asoasoaia, vaaia lelei ma le saunia o lipoti manino i mataupu tau tupe, galuega faatino i totonu o le ofisa faapea ai ma le afaigaluega a le Pulega e tusa ma tulafono fa'ataatitita a le Malo e taialaina ai galuega o ana Matagaluega ma Pulega. O lenei vaega, ua taua o le vaega lagolago i vaega autu o le Pulega.

3.8 Komiti Faatonu Iulai 2015 - Iuni 2016

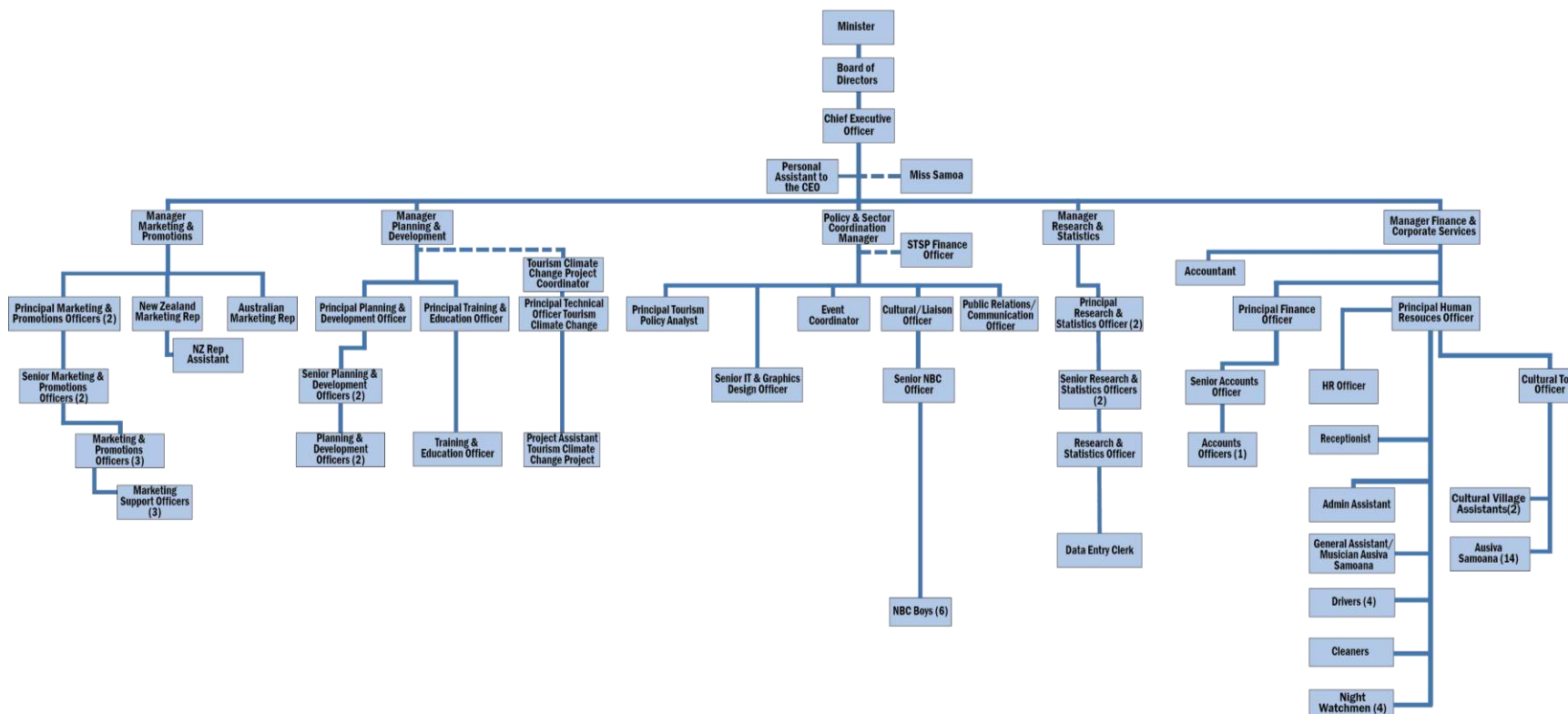
1. Afoa Amituanai Faleulu Maui (Iulai 2015 – Fepuari 2016)	Taitaifono
2. Adele Kruse (Mati – Iuni 2016)	Taitaifono
3. Aanamaitu Tauiliili Pasikale	Faatonu
4. Tuala Oli Ah Him (Mati – Iuni 2016)	Faatonu
5. Leota Lu II	Faatonu
6. Tauiliili Alise Faulalo Stunnerberg	Faatonu
7. Leota Matamua Tuiatautai Kuki Retzlaff	Faatonu
8. Tania Grey	Faatonu
9. Papalii Matatamalii Sonja Hunter	Pule Sili

3.9 Pulega Iulai 2015 – Iuni 2016

1. Papalii Matatamalii Sonja Hunter	Pule Sili
2. Pativaine Petaia – Tevita	Pule Vaega o Tupe & Auaunaga Lautele
3. Dwayne Bentley	Pule Vaega o Maketi & Faalauiloa
4. Kitiona Pogi	Pule Vaega o Suesuega & Faamaumauga
5. Faamatuainu Suifua	Pule Vaega o Fuafuaga & Atinae
6. Dulcie Wong Sin Simanu	Pule Vaega mo Faiga Faavae ma Aotelega o le Alamanuina mo Tagata Tafafao Maimoa
7. Isamaeli Time	Taitai mole Polokalame o Fesuaiga ole Tau



AUIVI O LE PULEGA O TAGATA TAFAFao MAIMOa





4.0 VAEGA O MAKETI MA FA'ALAUILoa

Fa'atomuaga

O galuega fa'atino a le Vaega o Maketi ma Faalauiloa sa ave le faamamafa I le ausiaina o tulaga e pei o le siitia o le silafia lautele (awareness), le faatuputupulaia o le naunautaiga (interest) ia faimalaga mai I Samoa ma le faamautuina o avanoa mo faigamalaga ma tafaoga I Samoa (demand and bookings). O nei galuega poo faalauiloa sa fa'aaogaina ai tekonolosi fa'aonaponei fa'apea metotia e pei o faasalalauga I nusipepa and televise ma sa ave lava le faamamafa i Niu Sila ma Ausetalia.

E tele polokalame sa tutupu (events) na fesoasoani I taumafaiga e faatosina mai tagata tafafao e pei:

- Ta'alogaga muamua fa'ava-o-malo o le All Blacks ma le Manu Samoa (Iulai);
- Tauvga tu'uga a'au o le Samoa Swim Series (Iulai);
- Ta'alogaga a Tupulaga a Malo o le Taupulega (Setema);
- Faaliga o le Teuila (Setema)
- Amataga o le Fa'alauiloa o le 'Visit Samoa 2016' ma se tauvaga mo 'Failoga Tauoloka mo Pisinisi Tau Tagata Tafafao Maimoa (Ianuari);
- Ta'alogaga Fusu'aga fa'aigoaina o le 'Rumble in Paradise' i le va o Joseph Parker ma Jason Bergman, (Ianuari);
- Le Faaliga o le Samoa Tourism Exchange (Aperila);
- Tatalaina o le Faletalimalo o le Sheraton Aggie Grey's Hotel and Bungalows (Aperila);
- Pu'eina o le Ata fa'asolo I le televise o le 'Survivor Australia' (Me);

O le ta'alogaga lakapi fa'ava-o-malo muamua i laueleele o Samoa a le Olopeleki mai Niu Sila ma le Manu Samoa sa maitauina ai le to'atele o tagata na malaga mai fafo e molimauina. O lenei laasaga faatasi ai ma Taaloga mo Tupulaga o Malo o le Taupulega (Commonwealth Youth Games) lea sa talimalo ai le atunuu, ua fa'amautu ai le mafai e Samoa ona talimalo i ta'alogaga tetele fa'apenei.

O le ta'alogaga fusuga i le 'aupaga mamafa o le lalolagi i le va o Joseph Parker ma Jason Bergman lea na fa'aigoaina o le 'Rumble in Paradise' sa fa'ataunu'uina i le masina o Ianuari. E toatele tagata sa molimauina lenei fa'agatama I totonu o Samoa faapea televise faavaomalo



e ala I faasalalauga tuusao a le Sky TV lea foi sa faasalalau ai ata (TV Advertisements) a le Pulega mo le faalauiloain o 'Samoa Lalelei'.

O se pine fa'amau o galuega fa'atino a le Pulega le pu'eina lea o le Ata fa'asolo I le televise o le 'Survivor Australia'. E tele afioaga ma vaega eseese o Samoa na fa'atinoina ai lenei pu'egaata. O lenei Ata o le a faasalalau I le televise I Ausetalia ma o se avanoa lelei tele e faalauiloa ai Samoa I totonu o lenei maketi taua.

O le masina o Ianuari na fa'asilasila aloa'ia ai e le Ali'i Palemia le amataga o le fa'alauiloa o le 'Visit Samoa 2016 Campaign' ma na avea foi lenei avanoa e fa'asalalau ai le tauvaga 'Failoga Tauvaloa mo Pisinisi Tau Tagata Tafafao Maimoa a Samoa' (Samoa Tourism Excellence Awards). O le sini autu o nei taumafaiga o le si'itia o au'aunaga ma tulaga o fale apitaga mo tagata tafafao maimoa.

O le kuata faaiu o le tausaga sa fa'atino ai le Faaliga Faavaomalo o le Samoa Tourism Exchange ma sa auai mai sui mai Niu Sila, Ausetalia, Europa, Amerika I Matu, Amerika Samoa, Saina, Korea faapea Sui o Pisinisi mai le Ala Manuia e pei o faletalimalo I totonu o Samoa.

O Aperila foi sa tatalaina aloaia le faletalimalo o le Sheraton Samoa Aggie Grey's Hotel ma o se tulaga o le a fesoasoani I taumafaiga e faatosina mai tagata tafafao maimoa ona o le lauiloa o le igoa o le 'Sheraton'.

O le ofisa autu o le Vaega o Maketi ma Fa'alauiloa o lo'o galue malosi pea e fa'atino 'au'aunaga e ala i le lagolagosua ma faufautua i a'i latou o lo'o fa'auluulu ai vaega o lo'o fa'atinoina galuega i maketi eseese i fafo ma Samoa nei.



4.1 Fa'alauiloa Tu'usa'o (Direct Marketing)

Taunu'uga (Outcome): Ina ia fa'atuputupula'ia pea le iloa o Samoa o se nofoaga e lauiloa i tagata tafafao maimoa;	Vaega e fa'ataua le Mataituina (Key Performance Indicators): - Aofaiga o fa'alauiloa tu'usao sa fa'atino; - Aofai o tagata e asia le upega tafailagi o le www.samoa.travel mo le taimi muamua; - Aaofai o tagata resitala i le fa'aaogaina o feso'otaiga fa'atekonolosi faaneionapo (Social Media); - Numera o polokalame faatino mo le fa'aleleiina o le upega tafa'ilagi www.samoa.travel
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4.1.1 Fa'asalalauga Fa'alauiloa (Advertising)

O fa'asalalauga fa'alauiloa i maketi filifilia sa fa'aaogaina ai upega tafailagi, lomiga e pei o nusipepa, televise ma leitio. O nei fa'asalalauga sa fa'apea ona tu'ufa'atasia ma fa'alauiloaina i ni auala e patino tonu i manaoga eseese po'o vaega pito i sili ona fa'ataua e tagata ma ua mafua ona faigamalaga mai a i Samoa e pei o malologa, fa'aipoipoga, pisinisi ma fonotaga ma isi.

Maketi	Aofa'i	Fa'amatalaga
Niu Sila	11	Televise, nusipepa, leitio, upega o fa'amatalaga ma fa'asalalauga i nofoaga faitele;
Ausetalia	19	Televise, nusipepa, leitio, upega o fa'amatalaga ma fa'asalalauga i nofoaga faitele;
Amerika Samoa	7	Nusipepa, leitio ma fa'asalalauga i nofoaga faitele;
Peretania/Europa	38	Nusipepa, upega o fa'amatalaga ma fa'asalalauga i nofoaga faitele;
Amerika i Matu	3	Lomiga, upega o fa'amatalaga ma fa'asalalauga i nofoaga faitele;
Korea i Saute	9	Televise, nusipepa, upega o fa'amatalaga;



O le tele o fa'asalalauga ua ta'ua sa iai uma fa'amatalaga taua e aofia ai le tau o le pasese i va'alele ma apitaga i faletalimalo (travel packages) ma fa'afeso'ota'iga ma fa'amatalaga mo'omia.

4.1.2 Metotia ma Fa'alauiloa (Promotional Materials)

E tusa ai ma le fa'alauiloa fou o le 'Beautiful Samoa' ma le 'Visit Samoa Year 2016' sa fa'afouina ai meatotia (materials) eseese e fa'aaoga e le Pulega i ana fa'alauiloa e pei o tusi ma lomiga (brochures), atapu'e ma ata televise ma isi.

4.1.3 Upega Fa'amatalaga (Online Development)

4.1.3.1 Samoa.travel

Sa pa'u i le 7.7% le aofaiga o asiasiga i le upega taifalagi o le www.samoa.travel i le tausaga. O le to'atele o i latou sa asiasi i luga o lenei upega tafailagi, pe a ma le 69%, e o mai i Niu Sila, Ausetalia ma Amerika.

Samoa.travel - Google Analytics Report 2015-2016					
Overview	14/15	15/16	Change	Top Content	
Visits	405,936	374,325	(7.7%)		Pageviews
Unique Visitors	296,474	275,749	(6.9%)	1) Homepage	153,417
Pageviews	1,600,824	1,104,310	(31%)	2) Sightseeing	25,747
Pages/visit	3.94	2.95	(25%)	4) Accommodation	27,636
Avg Time on Site	0:03:41	0:03:15	(7.6%)	3) Sightseeing/To-sua-ocean-trench	27,494
Bounce Rate	55.59%	58.25%	4.7%	5) Things To Do	34,704
New Sessions	72.02%	72.71%	0.9%		
Visits by Country of Origin			Traffic Sources		
Country	Visits	Share	Source	Visits	
New Zealand	111,780	29.86%	Source	Visits	
Australia	82,373	22.01%	Referral	26,361	
USA	64,919	17.34%	Organic Search	273,714	
Samoa	23,381	6.25%	Direct	46,821	
Germany	9,953	2.66%	Paid Search	57	
UK	12,733	3.40%	Social	13,148	
Canada	6,490	1.73%	Other	13,476	
India	4,136	1.10%	Display	Not Available	
France	2,398	0.64%	Email	748	
Switzerland	1,612	0.43%			



O nisi o vaega sa fa'atino i le tausaga e fa'atuputupulaia ai le aofai o tagata e asiasi I le www.samoa.travel e aofia faasalalauga I le Google faapea upega tafailagi faitefe e pei o le Facebook. E iai ni suiga faalepolokalame I le www.samoa.travel sa faia I le tausaga ma ua maitauina le ono avea o le tulaga lea ma mea e ono le atoatoa ai le lipotiina e le Google Analytics o le aofaiga o asiasiga I le www.samoa.travel

4.1.4 Fa'amatalaga i Upega Tafailagi Faitefe (Social Media)

Sa faaauau le fa'aaogaina-lelei o le Social Media e fesoasoani i galuega fa'asalalau. E ui ina pa'u le numera o i latou e fafia i le Twitter na maitauina le fa'atuputupula'ia o i latou e fafia i le Facebook fa'apea le Instagram.

Channel	2014/2015	2015/2016
Facebook	43,886 LIKES 18,374,895 REACH	54,805 LIKES 4,355,910 REACH
YouTube	235,461 VIEWS	55,200 VIEWS
Twitter	68,935 FOLLOWERS	67,700 FOLLOWERS
Instagram	Approx 5,000 FOLLOWERS	14,200 FOLLOWERS

4.1.5 Upega mo le Faamautuina o Avanoa i Faletalimalo a Samoa (Samoa Direct)

O le Samoa Direct o le 'au'aunaga e fa'aaogaina ai le upega tafailagi e fa'amautuina ai avanoa i faletalimalo. O se taumafaiga e fesoasoani I faletalimalo I le faalauiloaina o a latou au'aunaga ma sa tumau le aofai o faletalimalo o loo faaogaina Samoa Direct.

Faletalimalo ua Resitara i le Samoa Direct			
2014-2015		2015-2016	
Tulaga (Category)	Aofai	Tulaga (Category)	Ao fai
Faletalimalo Tetele (Deluxe)	4	Faletalimalo Tetele (Deluxe)	5
Faletalimalo Feololo (Superior Standard)	8	Faletalimalo Feololo (Superior Standard)	10
Faletalimalo i le vaega Ogototonu (Standard)	20	Faletalimalo i le vaega Ogototonu (Standard)	18
Faletalimalo Laiti (Budget)	15	Faletalimalo Laiti (Budget)	15
Fale Apitaga Tu Matafaga (Beach Fale)	10	Fale Apitaga Tu Matafaga (Beach Fale)	9

Ua iai fuafuaga mo le tausaga o i luma e fa'aleleia atilili lenei 'au'aunaga.



4.2 Fa'alauiloa Faipaaga ma Kamupani o loo Tuufaatasia ma Faatauina Auaunaga Tau Tagata Tafafao Maimoa (Travel Trade Activity)

Taunu'uga (Outcome): - Fa'aleleia o aga lautele ma fautuaga fa'afetauaga; - Iloilo ma atia'e avanoa fa'alauiloa i maketi; - Lagolagosua i vaega e fa'aleleia ai aoga ma auala fa'afetauaga ina ia sosolo fa'atasi le fe'au tu'uina atu ma lona fa'atumuaga;	Vaega e fa'atau le Mataituina (Key Performance Indicators): - Aofaiga o fa'alauiloa faipaaga na fa'atino; - Aofaiga o aumalaga faaleaoga mo sa talimalo ai le Pulega; - Aofaiga o sui o loo faatauina auaunaga tau tagata tafafao maimoa na aogaia;
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4.2.1 Fa'alauiloa Faipa'aga (Joint Marketing Campaigns)

O galuega fa'alauiloa faipaaga sa galulue so'oso'otau'au ai le Pulega ma kamupani o loo tu'ufa'atasia ma fa'atauina auaunaga tau tagata tafafao maimoa. O nei polokalame sa faaogaina ai metotia a kamupani nei mo le faalauiloina o Samoa faapea vaega masasni e pei o lomiga, upega tafailagi ma televise. O nei taumafaiga sa fa'alauiloa foi i totonu lava o le li'o po'o pa'aga a nei kamupani.

Maketi	Aofaiga o Fa'alauiloa Faipa'aga sa fa'atau'uina
Niu Sila	12
Ausetalia	7
Peretania/Europa	3
Amerika i Matu	2
Asia (Saina/Korea i Saute)	11

4.2.2 Polokalame Aoga mo Sui o lo'o Tu'ufa'atasia, Fa'atau atu ma Fa'alauiloina Auaunaga tau Tagata Tafafao Maimoa (Trade Familiarisations)

Sa fa'aauuina pea auaunaga mo lenei polokalame e aofia ai le talimalo o le Pulega ma faletalimalo ese'ese i sui o kamupani o lo'o galulue vavalatalata ma le Pulega. O le fa'amoemoe ina ia a'oa'oina ai i latou ma maua le avanoa e asia ai faletalimalo ma mata'aga ese'ese. O le to'atele o i latou malaga ma ii Peretania/Europa ma Niu Sila.

Maketi	Aofaiga o malaga a sui o lo'o tu'ufa'atasia, fa'atau atu ma fa'alauiloina 'au'aunaga tau tagata tafafao maimoa sa talimalo ai le Pulega
Amerika i Matu	1
Ausetalia	3
Asia (Saina, Korea i Saute)	1
Peretania/Europa	14
Niu Sila	9



4.2.3 A'oa'oga mo Sui o lo'o Fa'amautuina Avanoa i Va'alele, Faletalimalo ma isi 'au'aunaga (Agents Trained)

Sa fa'atautaia a'oa'oga e sui o le Pulega olo'o i maketi i fafo mo i latou o lo'o fa'amautuina avanoa i va'alele, faletalimalo ma isi 'au'aunaga, aua lava le fa'amoemoe atu o le saga fa'atuputupulaia pea o le malamalama ma le silafia o sui nei (Travel Agents) ia Samoa ma 'au'aunaga tau tagata tafafao maimoa eseese o loo maua i Samoa. O i latou nei o lo'o fa'asoa atu ia fa'amatalaga ma fa'amautinoa avanoa i va'alele mo tagata femalagaa'i.

Maketi	Aofaiga o A'oa'oga mo sui o lo'o fa'amautuina avanoa i va'alele, faletalimalo ma iai 'au'aunaga sa fa'ataunu'uina (Agent Trained)
Asia (Saina/Korea i Saute)	352
Amerika i Saute	48
Niu Sila	665
Peretania/Europa	2249
Ausetalia	1031

4.2.4 Kamupani o lo'o Tu'ufa'atasia ma Fa'atauina 'Au'aunaga tau tagata tafafao maimoa a Samoa o lo'o galulue fa'atasi ma le Pulega (Tour Operators with Samoa Programs)

O le una'ia o faipa'aga ma kamupani aua le tu'ufa'atasia ma le fa'atauina o 'au'aunaga tau tagata tafafao maimoa o se vaega o lo'o ave pea iai le fa'atau ma o nisi nei o kamupani ua mafia ona latou tu'ufa'atasia ma fa'atauina 'au'aunaga ua taua.

Maketi	Aofaiga o Kamupani	Kamupani ua fai ma pa'aga a le Pulega
Niu Sila	16	Air New Zealand/AOT, Edventuretours, GO Holidays (Harvey World, United Travel, GO Brokers, Travelsmart, Travel Managers) House of Travel, Infinity (Flight Centre, Student Travel), Island Holidays, Lifestyle Holidays, Mondo Travel, Outdoor NZ, GTA Travel, PackYaBags, Our Pacific, STA Travel, Lime and Soda, Graig Investments, Go Incentives
Ausetalia	20	Helloworld Holidays, Qantas Holidays, Viva Holidays, Ignite Holidays, Infinity Holidays (Flight Centre), Relaxaway Holidays, The Perfect Holidays (The Perfect Wave), Island Escape Holidays, Pin Point Travel Group, The Travel Corporation (Creative Holidays, Coral Seas), Virgin Australia Holidays, Omniche Holidays, GTA Travel, Millennium Travel, Fishing Getaway, Expedia, Wotif, Booking.Com, Webjet, Pacific Bedbank



Peretania/Europa	8	Sabtours, Austria Bora Bora Tours, Germany Australasia, Slovenia Alpi Tours, Italy Polynesia Select, Germany Konsorcjum, Poland Knechtreisen, Switzerland Tenzing Travel, Holland
Amerika i Matu	12	Goway, Air New Zealand Vacations, Islands in the Sun/Travel 2, Fight Centre USA (Liberty Travel, GOGO Vacations, Travel Associates), Pacificislands.com, Springboard Vacations, McCoy Custom Travel, Sunspots International, Travelscene, South Seas Adventures, Boomerang Tours, Andersons
Asia (Saina; Korea i Saute)	5	CYTS/Sparkle Tours, Caissa, 6renyou, Dream TnE, Palmtour
Isi (Pasefika)	3	Rosie Holidays, ATS Pacific

4.3 Fa'alauiloa Faipa'aga ma Tusitala mai Maketi i Fafu (International Media & Public Relations)

Taunu'uga (Outcome) - Fa'alelei feso'otaiga ma faipa'aga ma le au tusitala; - Ia ogatasi lomiga ma tusitusiga a tusitusia ma faalauiloa a le Pulega;	Vaega e fa'atau le mata'ituina (Key Point Indicators) - Aaofai o tusitala sa talimalo ai le Pulega; - Aofai o lomiga ma tusitusiga na maua mai tusitala mai fafo; - Aofai o fa'asalalauga tusitusia a le Pulega na fa'asalalau;
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4.3.1 Polokalame o Asiasiga a Tusitala (Media Visit Programme)

O polokalame mo le faimalaga mai o tusitala o se vaega taua e mafai ai ona ausia se vaega maua i galuega fa'alauiloa e ala i tusitusiga ma fa'amatalaga i totonu o maketi filifilia e uiga ia Samoa, o lona matagofie faapea vaega eseese o le atinae tau tagata tafafao maimoa.

Maketi	Aofaiga o Tusitala na Malaga mai ma talimalo ai le Pulega	Tusitala na Malaga mai
Ausetalia	8	Helloworld Relay Social Samoa Journey (Influencers) Senior Traveller The Weekend Australian



		Endemol Shine Media Group Network 10/Survivor Australia Australian Financial Review, Life and Leisure Network 10/Survivor Australia
Niu Sila	4	Otago Daily Times - Bruce Munro –Oct 2015; Johan Lolos– Social Influencer; Teuila Media Famil – Sep 2015; Rumble in Paradise
Peretania/ Europa	4	Joe Farrell, Freelance, Daily Herald Venessa Oelker, Geo Saison Film crew - Bewegte Zeiten Filmproduktion 3 German publications - Die Welt/Welt au Sonntag; Hamburger Abendblatt; Connoisseur Circle/Donna
Asia (Saina, Korea i Saute)	3	SBS, Law of the Jungle (Oct-Nov15); MBC TV BUSAN, Awesome Travel Backpackers (May-June16); Blue Magazine (Jun 16)

4.3.2 Tusitusiga ma Auala na Fa'asalalau ai (Generated Articles & Features)

O tusitusiga ma fa'asalalauga o lo'o ta'ua i lalo na mafua mai Malaga a tusitala na talimalo ai le Pulega i le tausaga.

Maketi	Aofaiga o Fa'asalalauga	Auala o Fa'asalalauga
Niu Sila	12	Nusipepa, televise, upega o fa'amatalaga;
Ausetalia	28	Nusipepa, televise, upega o fa'amatalaga;
Peretania/Europa	102	Nusipepa, Upega o fa'atalaga
Asia (Saina, Korea i Saute)	8	Nusipepa, Upega o fa'atalaga
Amerika i Matu	4	Nusipepa, Upega o fa'atalaga

4.3.3 Pepa o Fa'amatalaga (Media Release)

O pepa o fa'amatalaga o se tasi lea o auala taua ma o lo'o fa'aaogaina e le Pulega mo ana galuega fa'alauiloa i maketi filifilia ma Samoa nei ma o se aotelega lenei o ia galuega.

Maketi	Aofaiga o Pepa o Fa'amatalaga na fa'ata'amilo
Niu Sila	10
Ausetalia	6
Amerika i Matu	4
Peretania/Europa	13



4.4 Fa'aaliga ma Fonotaga (Events and Meetings)

Taunu'uga (Outcome) Fa'atuputupulaia le silafia ia Samoa ma le naunautaiga o tagata e tafafao maimoa mai I Samoa;	Vaega e fa'atau le mata'ituina (Key Points Indicators) Aofai o Fa'aaliga ma Fonotaga na auai atu iai;
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4.4.1 Fa'aaliga tau Fefa'atau (Trade and Consumer Shows)

O fa'aaliga tau fefa'atau mo femalagaina o se vaega taua i le fa'alauiloaina o Samoa fa'atasi ai ma 'au'aunaga tau tagata tafafao maimoa.

O se tasi o nei fa'aliga o le Samoa Tourism Exchange (STE) ma ua maitauina le fa'atuputupulaia o le to'atele o sui auai. O le STE e tu'ufa'atasia ai sui o kamupani o lo'o gafa ma tu'ufa'atasia (packaging), tufatufaina (distribution), ma le fa'atauina (retail sales) o 'au'aunaga e pei o femalagaina i le ea, apitaga i faletalimalo ma tafaoga i le eleele, ma sui o le Pulega fa'apea pisinisi ma 'au'aunaga mai le alamanuia.

O le tausaga nei na o'o i le limasefulu valu (58) sui mai Niu Sila, Ausetalia, Amerika Samoa, Amerika, Kanata, Peretania, Europa, Saina ma Korea i Saute fa'apea le fasefulu fitu (47) o sui mai faletalimalo ma isi pisinisi ma 'au'aunaga tau tagata tafafao maimoa i Samoa nei.

O Fa'aaliga ma fa'alauiloa i lalo sa auai iai Sui o le Pulega i le tausaga:

Maketi	Aofaiga o Fa'alauiloa ma Fonotaga sa auai ai Sui o le Pulega	Fa'alauiloa ma Fonotaga
Niu Sila	15	Flight Centre Expo (6) House of Travel Expo - Christchurch PAICE - Auckland Beautiful Samoa Roadshow SPANTO Roadshow (6)
Ausetalia	9	Treasures of the South Pacific (4); Beautiful Samoa Roadshow Flight Centre Expos (3); AIME (Asia-Pacific Incentive Meeting Exhibition) South Pacific Tourism Exchange
Peretania/Europa	17	ANTOR Meets the Travel Trade



		ANTOR Annual General Meeting SPTO Roadshow (Europe x 5 cities) ITB, Berlin PATA Exchange, London Unite Pacific, London SPTO Roadshow (UK x 2 cities) World Travel Market, London ANTOR Christmas Event ANTOR Meets the Media ANTOR Meets BGTW PATA road show Manchester PATA road show Liverpool The Meeting Show, London ANTOR Meets Mice @ Leeds Castle TTG Travel Awards Travel Bulletin Star Awards
Korea i Saute	4	Return to Paradise – Fiji/Samoa; Wise Wedding Fair; Palmtour Honeymoon Fair; Bon Wedding by Daemyung Tour Mall;
Saina	3	South Pacific Roadshow: China Intl Travel Mart: China Outbound Travel & Tourism Market:
Samoa	2	Samoa Tourism Exchange Seatrade Global

4.5 Fa'alauiloa Faipa'aga ma Kamupani Eeseese (Partnerships)

Taunu'uga (Outcome) Mata'ituina ma atina'e avanoa e fa'alauiloa ai Samoa;	Vaega e taua le Mata'ituina (Key Points Indicators) Aofai o faipa'aga fa'amautuina
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4.5.1 Faipa'aga Tu'ufa'atasi (Partnership Campaigns)

O lo'o galulue fa'apa'aga foi le Pulega ma pisinisi e le o a'afia i itu tau femalagaiga ina ia saga fa'atuputupula'ia ai pea avanoa e mafia ona fa'alauiloa ai Samoa i maketi filifilia.

Maketi	Aofaiga o faipa'aga tu'ufa'atasi	Pa'aga
Ausetalia	1	Samoa Day – Partnership with the Samoan community in Sydney
Niu Sila	3	Nadia Lim (Celebrity Chef) - Social Media; Samoa Tourism Trade Update Luncheon and; Movie Night
Peretania/Europa	1	Cobham Rugby Club (Youth Division)
Korea i Saute	2	Grand Kitchen Grand InterContinental Hotel Parnas Seoul High-end consumer promotion (July-Aug15) Sahak Convention Wedding Promotion



5.0 VAEGA O FUAFUAGA MA ATINAE

5.1 Polokalame Faalea'oa'oga

5.1.1 Aoga mo le gasesega o taumafa mo Savaii

O le faigafaapaaga a le Pulega ma le Faalapopototoga o Pulega o Turisi o le Pasefika i Saute (SPTO) sa tuufaatasia ai se a'oa'oga mo le vaiaso i tulaga tau kuka mo i latou tonu o lo o ma lea matafaioi i faletalimalo. O le manulauti o le a'oa'oga o le gaoa lea o meataumafa e faaoga ai oloa o loo maua ma faatauina i le motu tele i Salafai. O lea faamoemoesa maitauina ai lona aoga tele aemaise o le tulaga maualuga o le tomai ma le agavaa sa



moomia mo sui auai uma. Sa faatupeina i lalo o fesoasoanio Pulega o Turisi o le Pasefika i Saute e auala mai i le luni a Europa. O le alii kuka lauiloa o Colin Chung sataulamamua i le polokalamamasa fesoasoani ai foi le susuga ia Vaelua Faapoipoituulua Gidlow mai le Savaiian Hotel. Na faataunuaina i le Amoa Resort i Siufaga mai le aso 3 i le aso 7 o Aokuso 2015 ma e 16 sui sa auai.

5.1.2 Polokalame mo le fausiaina o atina'e sa faaleagaina i le afā o Eveni.

Sa faamanuiaina ia le atinae ina ua mafai ona tali mai le malo o Niu Sila i se vaega tupe e tusa ma le SAT\$18,000 i lalo o le Polokalame mo le toe fausiaina o atina'e sa faaleagaina. O lenei fesoasoani na faamatuu mai aua le unaia lea o a'oa'oga mo le tomai faapitoa faa tekonoosi fou mo fafanua (GIS) ina ia mafai ona siitia ai agavaa o le afaigaluega. O lenei faamoemoesa vaaia lona taua tele igaluega



faatino a le Pulega. Sa faatautaia e le susuga ia James Atherton ma sa galulue so'oso'otauau ai foi ma le Matagaluega o Punaoa ma le Siosiomaga. E 16 sui sa auai ma sa faatinoina lea i le Millenia Hotel i Sogi mai le aso 22-24 o Iulai 2015. Satufatufaina tusi pasi i le maea ai.



O lenei a'oa'oga sa auala mai i se fesoasoni mo avanoa faalea'oa'oga ale malo o Niu Sila. E SAT\$30,000 se vaegatupe sa faamatuu mai I lalo o le Polokalame aua le faatinoina lea o iloiloga o aseta ma meatotino ua faaleagaina i le mae'a ai o se faalavelavae faanatura. (Post Disaster Needs Assessment Training). O le auga o lenei polokalame o le mafai lea ona siitia agavaa o le afaigaluega e ta'imua ma auai ifaatinoga o nei iloiloga I le lumanai. O lenei aoga sa faatinoina e le tamaitai o Dr Kirstie Meheux mai le Secretariat of the Pacific Community i Fiti, ina ua le mafai ona auai mai le tamaitai ia Dr Asha Kambon ona o ni faaletonu tau vaalele. E uiinei faafitauli sa mafai lava ona fesoasoani mai Dr Kambon I luga o aupega tafailagi. E 15 sui sa auai mai le aso 19-23 o Oketopa 2015 I le potu fono a le Pulega. O tusi pasi sa faapea ona tufatufaina I le maea ai o lea polokalame.

5.1.3 Polokalame mo le faasaoina o soifua ma le sami.

E ui ina ua mae'a polokalame faaleaoga mo le faasaoina o soifua o le mamalu o le atunuu mai le sami ma vaitaele I le tausaga 2014, e le'i tuua ai lava le fia fesoasoani mai o le Pule Sili o le (Surf Life Saving) I Tasmania i Ausetalia ma lona soatau e faaauau lenei polokalame. I le auai mai sa mafai ona faatinoina ni a'oa'oga i nofoaga e tolu (3) i



Upolu faapea ai ma Savaii. Sa faatautaia i aso e 2 e aofia ai le toe faapupulamo fesoasoani muamua ma aoga mo le faasaoina o soifua i luga o le sami. O sui uma sa auai ma faamaeaina le polokalamemai le aso 22 i le aso 29 o Aperila 2016 sa maua a latou tusi pasi.

Nofoaga	Aofaiga
Black Sand	14
Anita's Beach Bungalows	13
Jane's Beach Fales	19
Total	46

I le taumafai ai pea o le Malo e fausia ni polokalame faaauau aua lava taumafaiga i le avea o Samoa ma le lalelei o le Pasefika, e iva (9) sui sa filifilia e nafatonu ma le vaaia o nofoaga mo turisi ma le siosiomaga (Tourism and Environment Rangers) sa mafai ona maua ni avanoa mo a'oa'oga. O i latou nei o ni sui





litaea ma ua lava le d'otauina foi ma ua mafai ona faafaigaluegaina aua le vaaia lelei o meatotino ma le mataituina o le faamamaina I totonu o le taulaga. O le susuga ia Mattias Baenziger, o se tasi o faioaga mai Ausetalia sa faatinoina aoaoga I tulaga tau fesoasoani muamua ma le faasaoina o soifua. O le Vaega o Fuafuaga ma Atinae, sa faatinoina se aoaoga tau auaunaga lautele. O nei aoaoga sa faia I le aso 17 ma le aso 18 o Me 2016.

5.1.4 Polokalame Faalauiloa mo le siitia o le tulaga i le silafia o tagata lautele

O le matafaioi a le vaega o letuuina atu lea o polokalame faalauiloa i paaga uma o le alamanuia. O se tasi lea o galuega faaauau a le vaega sa faatinoina pea i lenei tausaga ina ia logologo puialiile mamalu o le atunuu i galuega uma o loo faatino, o luitau faapea manisi polokalame o loo fai paaga ai ma nisi o matagaluega aemaise faalapopotoga tu maoti. . Talu ai o le tulaga utiuti o vaega tupe e faaagaga mo nei polokalame, na taumafai le vaega e fuafua tatau faasalalauga ina ia fesootai ma ōgatasi foi ma polokalame mo le tali atu i fesuaiga o le tau faapea ma taumafaiga mo le faamatagofieina o Samoa.

O nei galuega o loo lagolagoina pea i faasalalauga a le Pulega o loo faaogaina ai le initaneti mo ana paaga e le gata i Samoa nei ae faapea foi atunuu mamao. Sa faaauau foi le faaogaina o polokalame faapitoa a le Pulega o Faailoga ma Tusi Pasi Tavaloa a Samoa (SQA) ma le Univesite Aoa o Samoa, faapea le fesoasoani atu i mataupu su'esu'e tau aoaoga mo fanau aoga.

5.1.5 Polokalame Faalauiloa mo le faama'i o le ZIKA

Sa galulue soosootauau le Vaega ma le Matagaluega o Soifua Maloloina I le faatinoina lea o ni auala e faaitiitia ai le faama'i e mafua mai i siama o loo feavea'i e le namuua tava o le ZIKA. Sa faia nei faalauiloa ma polokalame aoaoga i totonu o Upolu ma Savaii i le aso 15 ma le 16 o Mati 2016. Sa valaaulia faapitoa ai ia Alii ma Faipule, sui o le Malo faapea ē loo vaaia faletalimalo ina ia auai ma silasila I le faaogaina o vailaau ina ia puipui Samoa ma ona tagata aemaise ai turisi mai lenei siama.. I totonu lava o lenei tausaga faale-tupe sa tuuina mai ai e le Matagaluega o Soifua Maloloina ia ni pusa vailaau faapitoa aua le tufatufaina atui faletalimalo uma aua lava le taumafai e faaitiitia nofoaga ma vaega o loo tau tuufua ai namu.



5.1.6 Polokalame faaleaooaoga mo le afaigaluega a le Vaega o Fuafuaga ma Atinae

E lē faaitiitia le agaga faafetai o le afaigaluega mo avanoa na tuuina mai e le Pulega e auai atu ai i fonotaga ma polokalame faaleaooaoga sa faia i atunuu mamao faapea Samoa nei. O nei polokalame o loo fesoasoani tele i le atinaeina o le tomai ma agava'a o le afaigaluega aua le faatinoina lelei o a latou matafaioi. O loo faamanino atu i lalo nei polokalame mo le silafia:

Polokalame Faaleaooaoga	Nofoaga
Semina o le a tulimata'i ai fuafuaga mo le atinaeina o le fesootaiga tau tagata tafafao maimoa faapitoa I le siosiomaga, -tiute ma matafaioi a tagata o le atunuu ma aooaoga tau pulega mo nofoaga faasaoina ma isi mataupu.	Haikou, Saina
Semina mo Taleni I tulaga tau turisi mo atunuu tau atia'e.	Haikou, Saina
Semina mo le Puleaina o Tagata Faigaluega.	Fuzhou, Saina
Fonotaga i le mata'ituina o le gafataulima o le puipuia o a tatou oga sami	Apia, Samoa
Fonotaga mo le fausiaina lea o se fuafuaga mo le Puleaina o faafitauli faalenatura.	Apia, Samoa
Fonotaga mo le iloiloa ma le fausiaina lea o tulafono ma aiaiga I tulaga tau puleaina lelei o faafitauli mai faalavelave faalenatura.	Apia, Samoa
Pacific Island Countries Trade Agreement (PICTA) Validation Workshop	Apia, Samoa
Eradicating the "Latisi Vai" plant workshop	Apia, Samoa
Fonotaga mo Polokalame faanatura e gaosia mai ai le eletise mama mo le Pasefika	Suva, Fiji
EIA workshop on Biodiversity	Apia, Samoa
Fonotaga lona 10 mo Taitai o le alamanuia tau tagata tafafao maimoa.	Seoul, Koea
Pacific Catastrophe Risk Assessment and Financing Initiative (PCRAFI) Training Workshop	Apia, Samoa
Fonotaga mo le poloketi mo le faaleleiga o le taulaga o Apia	Aukilani, Niu Sila
Aooaoga mo Polokalame mo tusi pasi tauvaloa mo sui o le faatinoina le iloiloa.	Apia, Samoa
Aooaoga mo le Puleaina o Faafitauli.	Apia, Samoa

5.1.7 Polokalame Sikolasipi mo le Iunivesite Aooa o Samoa

Na matauina le sologa lelei lava o fuafuaga o lenei polokalame fesoasoni i tulaga i le aofai o avanoa sikolasipi na tuuina atu e le Pulega i lenei tausaga mo i latou o loo aaoaina mataupu



faa-talimalo i le vasega o Tusi Pasi ma le Tipiloma i le Lunivesite Aoao o Samoa. E pei ona silafia o lenei polokalame o loo faatupeina e le Pulega ma o se taumafaiga a le Malo e fesoasoani atu ai i aiga lima vaivai o loo tulaga lelei le taumafai o fanau ae o loo avea pea ma faafitauli le le gafatia o pili aoga. E 25 avanoa sikolasipi sa mafai ona tuuina atu mo lenei tausaga faale-tupe.

5.1.8 Komiti Fauautua mo Aoaoga tau Turisi (Tourism Training Taskforce)

O le komiti fauautua mo le mataituina o aoaoga mo lenei alamanuia sa amatalia i le tausaga 2010, i le maea ai o faatalatalanoaga i le taumafai e unaia ia avanoa mo tagata faigaluega. O lenei komiti o loo avea foi ma Komiti Fauautua mo le Pulega o Faailoga ma Tusi Pasi Tavaloa o Samoa i polokamale tau turisi. E fa (4) ni fonotaga sa faatinoina i totonu o lenei tausaga faale-tupe. Sa iai foi ni fanotoga faapitoa sa faatinoina e soalaupule ai ni mataupu tāua. O lenei lava tausaga sa valaaulia faapitoa ai le Aoga o le Martin Hautus Institue e avea ma se sui o le komiti e talisapaia ai foi le latou auunaga i le ofoina atu lea o polokalame a'oa'oga tau turisi ma faletalimalo.

5.1.9 Polokalame Fesoasoani (Samoa Tourism Support Programme)

O lenei tausaga faale-tupe e lua ni vaega sa tuu iai le faamuamua mo lona faatinoina i lalo o le fesoasoani a le Malo o Niu Sila, ae peitai ua tuai lona faatinoga ona o fuafuaga a le Malo o Niu Sila mo nisi iloiloga faapoopo. Ae ui i lea sa taumafai lava le vaega e faatino ia galuega e tālia ai le faamaoti mai o le fesoasoani. Sa mafai ona tuufaatasia se pepa mo galuega faatino (ToR) e sailia ai se Konesale e faatautaia ma toe iloilo ai Fuafuaga mo le Atinaeina o Tagata Faigaluega 2010-2012. Safaatino foi ni fonotaga ma le Pulega o Faailoga ma Tusi Pasi Tavaloa a Samoa aua le aloaiaina ma le resitalaina o nei Polokalame poo vaega mo a'oa'oga e ono (6) ua maea onatapena.

5.2 Faaleleia o tulaga i atina'e, auunaga ma galuega tetele

5.2.1 Polokalame mo Tapula'a Faatulagaina o Faletalimalo

I totonu o le tausaga faa-le-tupe sa faatinoina ai galuega amata mo le tuufaatasia lea o se pepa mo galuega faatino (ToR) e sailia ai se Konesale e faatautaia le toe iloilo o Tapula'a Moomia mo faletalimalo ma apitaga tu matafaga e pei ona faaogaina i le taimi nei. O le sini autu o lenei polokalame o le toe iloilo lea o tapulaa moomia o lo o faaogaina i le taimi nei, ina ia mafai ona siitia le tulaga moomia mo faletalimalo. E le gata i lea, o le toe faapopopo ai o



ni vaega talafeagai ma ala tatau. Ma o le a taumafai e laasia se vaega maualuga i le faatulagana o faletalimalo mo le aga'i i luma. I le maea ai la o lenei tausaga faaletupe sa faapea ona faamaonia ai e le Ofisa o le Loia Sili le pepa faapitoa e pei ona tuufaatasia e le Komiti ma o loo talia le maua mai o le fesoasoani a le Malo o Niu Sila mo le amatalia o galuega faatino.

5.2.2 Asiasiga faaletausaga

O le utiuti o le seleni na le faataunuuna ai se asiasiga faaletausaga i faletalimalo mo lenei tausaga faaletupe e pei ona masani ai. Sa faaogaina foi asiasiga mo Mataaga e toe faamautuina ai faamaumauga uma i totonu o Savaii ma Upolu. O loo unaia pea le faatinoina o faamaumauga mo faletalimalo i asiasiga mo atina'e fou e faatinoina lea i kuata taitasi faapea ma isi polokalame.

5.2.3 Poloketi Faapitoa

O le tele o lima e mama ai se avega. O le galulue soosoo tauau ma fai paaga ma isi Matagaluega o le Malo na ala ai na ona taunuu ma le manuia ia nisi o poloketi. Sa galulue faatasi foi ma le Matagaluega o Punaoa Faalenatura i le faafoeina o nisi o poloketi taua e pei ona taua i lalo:

5.2.3.1 Faleui Teuteuina i Tulaga Tausi Lelei ma Matagofie i lona Siosiomaga

I le poloketi o Faleui teutuina i tulaga tausī lelei ma matagofie i lona siosiomaga (Garden Toilet), o se poloketi sa talanoaina e le Komiti mo le Faamatagofieina o Samoa (NBC) ma sa faapea ona faamaonia e le Kapeneta i lalo o le FK(14)18 o le Aso Lulu 21 Me 2014. Ona o le tulaga i le utituti o le seleni faagaga e faagaioi ai, sa tuu faatasia loa se talosaga ma tuuina atu ai loa i le Matagaluega o le Punaoa Faalenatura mo se fesoasoani (MNRE). Sa taliaina ai le talosaga ma amatalia tapenaga mo le filifiliina o nofoaga e faatuina ai nei fale le taua. I le maea ai la o lenei tausaga faaletupe, e lua (2) ni fale le taua sa mafai ona faatuina i Upolu, o le tasi i Lotofaga ma le tasi i Poutasi i le nofoaga Faasao o le Le Pupu i Pue.



Nofoga 1: Lotofaga /
Tiavea



Nofoga 2: Le Pupu Pue
National Park - Togitogiga

5.2.3.2 Polokalae faanatura i le gaosiaina o le Kesi

O le Polokalame faanatura i le gaosiaina o le malosiaga faafoiuna (Biogas) sa faatupeina e le Ofisa ma sa faaogaina se tasi o Kamupani sa faafaigaluega e le Matagaluega o Punaoo Faalenatura i totonu o Samoa ua faaigoaina o le Samoa Biogas System Ltd e fausiaina lenei tomai fou. I le maea ai o le tausaga



faaletupe sa mafai ona gaosia tane aua le gaoiaina o le malosiaga faafouina i se tasi o mataaga ua faaigoaina o le Lalotalie River Retreat i Faleaseela i Lefaga.



5.2.3.3 Komiti o le Tali atu i Faalavelave faalenatura ma faalavelave faafuasei

Sa faaauau pea galuega fesoasoani a le vaega o Fuafuaga ma Atinae e pei ona filifilia ai le avea ma sui a le Pulega e auai atu i fonotaga ma a'oa'oga e faatinoina e lenei Komiti taua. Sa mafai foi ona tuufatasia e le vaega se ta'iala i le tali atu i faalavelave ma faafitauli (faalavelave faalenatura ma faalavelave faafuasei) mo atinae uma o lenei alamanuia.

5.2.3.4 Poloketi o le Tapenaina o Atina'e tau tagata tafafao maimoa e tali atu i fesuaiga o le tau

E talu ai ua faatuina le vaega faapitoa mo le tapenaina o atinae e tali atu i fesuaiga o le tau, e pei ona iai tausaga ua mavae sa vaaia e le vaega o Fuafuaga ma atinae, ae o loo galulue soosoo tauau e ala i asiasiga ma nisi. Sa faatinoina asiasiga ma tuufaatasia ripoti o atina'e o loo aafia i lalo o nuu poo itumalo, aua le polokalame fesoasoani i le fausiaina o apitaga talafeagai ma malolosi e tali atu i aafiaga o le suiga o le tau.

5.2.4 Faaseā mai tagata tafafao maimoa

E ave foi le faamuamua e tali atu ai i nisi o faafitauli ma faasea e le gata i le au fai atinae a'o tatou malo asiasi ma sailia se vai fofo o nei faaseā. A faatusa atu i le tausaga faaletupe ua tuanai atu, ua iai le siitiaga laititi i luga o le aofaiga o faasea. E sefulu fa (14) le fuainumera o faaseāsa faaooina mai i le Pulega ma faatinoina ai suesuega a le vaega o Fuafuaga ma Atina'e e pei ona masani ai. Ua maea foi ona soalaupule uma nei mataupu.

5.3 Atinaega o Pisinisi

5.3.1 Atinae / Pisinisi Fou

Sa faaauau pea galuega faatino a le vaega i le fautuaina o i latou o loo fuafua e faatinoina pisinisi fou. Sa maitauina le faatupulaia pea o le fuainumera o atinae tau turisi i le vaega o faleapitaga aemaise pisinisi lagolago sa faapea ona resitala mai. O atinae fou uma e ao ina lesitala aloaia i le Pulega e aunoa ma se totogi ma e tatau foi ona tauaaina mai vaega uma o lo o moomia e le Ofisa ona faatinoina lea o le galuega/suesuega. O lenei faiga o le a fesoasoani tele lea i le aoina mai o faamatalaga taua i le tulaga o loo iai soo se pisinisi fou ua faailoa mai i le Pulega mo le taimi muamua. O asiasiga e faatinoina lea i kuata taitasi mo nei atinae aemaise o nofoaga o loo fuafua e faatinoina ai pe talafeagai ao a foi ni fautuaga e mafai ona tuuina atu.



E le gata i vaega e pei ona taua, ae o loo faauau pea le galulue faatasi ma le Matagaluega o AlamanuiaPisinisi ma Leipa, Matagaluega o Punaoa Faalenatura ma le Ofisa mo le Atinae o Pisinisi Laiti (SBEC). O galuega fai paaga nei ma matagaluega e pei ona taua, ona o ni maliega ma le Pulega e mataitu ai laisene o loo tuuina atu mo pisinisi fou, aemaise le fesoasoani i ao'a'oga mo le faatinoina o se fuafuaga faalepinisini ma isi.

O pisinisi fou nei na lesitala ma asia e le vaega i lenei tausaga:

Ituaiga o atinae	
Faletalimalo(Mae'a Galuega6, Vaega Amata o le Pisinisi7)	13
Pisinisi lagolago (e aofia ai mataaga ma isi)	5

5.3.2 Atina'e Tetele

I le tu lata ai i le faaiuga o lenei tausaga faaletupe na molimauina ai se sauniga aloaia e tatala ai Faletalimalo tetele e lua o le Taumeasina Island Resort ma le Sheraton Samoa Aggie Grey Hotel & Bungalows. O se miti ua tino mai ma ua faafetaia e le gata I le kamupani o le Lamana mai Papua Niu Kini o loo faatupeina lenei galuega, afioaga o Moata'a ae faapea foi le atunuu atoa i le maea ai o le taumafaiga.. Faapea foi le faafetai i alo o Aggie Greys ia Lupesina Fred Grey faapea le aiga atoa ona o lenei galuega matagofie ua fai paaga ai ma le kamupani lauiloa o le Sheratons ma ua maitauina le siitiaina ai o le tulaga faa va o malo o le faletalimalo.

Sa fesoasoani foi le vaega o Fuafuaga ma Atinae i le Samoa Helicopter Ltd e ala i le tuuina atu ai o faamatalaga ma fautuaga e ao ona silafia i vaega moomia mo atinae tetele, vaega i faiga faavae faaletulafono ma isi faamatalaga e ao ona silafia ae le'i amataina le pisinisi. I lona aotelega, sa taliaina e le Malo lenei atinae fou ma ua toe vaaia lea o se auaunaga o le vaalele helikopa i totonu o Samoa.



Sa faauau foi le fesoasoani a le vaega i fonotaga ma galuega faatino a le Komiti o le faafoeina o fesoasoani faapitoa a le Malo mo atinae faletalimalo ma pisinisi gaosi oloa i totonu o le atunuu.



5.4 Polokalame fesoasoani Faapitoa a le Malo Niu Sila (STSP)

5.4.1 Galuega faaleleia mo Mataaga

Sa faaauau pea asiasiga a le vaega o Fuafuaga ma Atinae i mataaga filifilia o loo lagolagoina e le Malo o Niu Sila, lea sa galulue ai se tasi o alii pisikoa i le tomai faapitoa mai Niu Sila i le tuufaatasia o ni ata ma fuafuaga mo galuega faaleleia mo mataaga. I le maea ai foi o le tausaga faaletupe, sa mafai ona tuufaatasia e le vaega o se pepa mo galuega faatino (ToR) mo se Konesale e iai le Tomai Faapitoa i le tuufaatasia o le tulaga o galuega faaleleia e pei ona saunia e le alii pisikoa o John Marsh.

5.4.2 Poloketi o le faaleleia o le taulaga o Apia

Sa faaauau pea le fesoasoani a le Pulega e ala mai i le vaega o Fuafuaga ma Atina'e mo le Poloketi i le faaleleia o le Taulaga o Apia e pei ona taulamua ai le vaega o Fuafuaga ma le Puleaina o le Talafatai i Apia (PUMA). I totonu o le tausaga faaletupe sa auai atu ai le sui a le vaega e fai ma sui a le Pulega i se fonotaga a le poloketi mo le puleaina o le galuega faatino ma Konesale a Niu Sila. Sa faatinoina foi ni polokalame faapitoa mo Aukilani ma Ueligitone. I le maea ai o lenei fonotaga sa amata tusia ai loa le fuafuaga mo le faaleleia o le Taulaga i Apia e pei ona iai le ata o loo tuuina atu i lalo. Sa 33afia ona tatalaina se nofoaga faapitoa e faimalolo iai aiga aemaise tamaiti e pei ona faatupeina e le malo o Niu Sila i le nofoaga o loo taua nei nei o le MALAEFATU.





5.5 Polokalame mo le fausiaina o atinae sa faaleagaina i le afa o Eveni (TCRP)

I le maea ai o tausaga e tolu e pei ona atofaina mo le polokalame o le toe fausiaina o atina'e sa faaleagaina i le afa o Eveni lea sa faalauiloa ai lenei fesoasoani e tusa ma le SAT\$7.5 miliona mai le malo o Niu Sila e tauala mai i ana polokalame fesoasoani. I le maea ai o le polokalame sa faamauina ai le tauaaina mai e le Malo o Niu Sila o le fesoasoani e tusa ma le SAT\$3,590,162 ae o le tupe faaalu sa faamauina i le maea o lenei tausaga faaletupe e SAT\$3,595,148.73. E pei ona iai le sini autu o le polokalame o le "ausia lea o se tulaga lelei i le vave toe fausia o atinae sa faaleagaina e le afa", e fa vaega tetele sa galulue agai iai lenei alamanuia aua le tuliloa loa ina o le sini autu o le polokalame.

Ma o le maea ai o lenei tausaga faaletupe faapea le maea ai o lenei polokalame o se vaaiga lenei i galuega ua maea faatinoina i lalo o vaega tetele e fa e pei ona taua i luga:

Vaega 1: Toe fausia o faletalimalo, mataaga ma auunaga faapitoa na aafia

- E 45 talosaga sa mafai ona iloiloaina ma faamaonia e le Komiti:

<u>Aofaiga o Talosaga/Atina'e</u>	<u>Tulaga o Vaega moomia</u>
36	Maea fausiaina galuega faaleleia mo vaega o le faletalimalo sa faaleagaina
4	E lei maea le fausiaina o galuega faaleleia
2	Atina'e sa tuuina mai talosaga ma taliaina ae peitai sa toe faao'o mai tusi e faailoa mai o le a le faaogaina a latou fesoasoani ona o nisi o tulaga le maalofia e pei ona feagai ai ma a latou pisinisi
3	Atina'e sa tuuina mai a latou talosaga ma e le'i taliaina e le Komiti ona e le'i faamalieina vaega moomia mo talosaga

Vaega 2: Polokalame faalauiloa e toe siitia ai le aofai o tagata asiasi mai

- E 105 talosaga sa mafai ona iloiloaina ma faamaonia e le Komiti:
 - E 103 tusi talosaga sa faapea ona taliaina ma pasiaina e le Komiti, mai talosaga nei sa faamanuiaina e:
 - 70 atinae e le'i tuuina mai i totonu ripoti i le faaogaina o tupe
 - ❖ 62 ua tuuina mai le ripoti ae le'i tuuina mai risiti o nisi o faagaioiga sa faaaluina ai tupe
 - ❖ 8 e lei tuuina mai se ripoti o tupe faaalu
 - 33 atinae ua maea tuuina mai totonu a latou ripoti atoatoa i le faaaluina o tupe e pei ona faamatuuina ai



- 2 talosaga sa tuuina mai a latou talosaga ma e le'i taliaina e le Komiti ona e le'i faamalieina vaega moomia mo talosaga

E pei ona faamauina i luga i le Vaega Muamua ma le Vaega Lua, e fa (4) ni atina'e e le'i maea galuega faaleleia i a latou faletalimalo; ono lua (62) atina'e e lei atoa mai ripoti e pei ona tuuina mai ae valu (8) e lei tuuina mai se ripoti i le faaogaina o tupe mo polokalame faalauiloa. E tele ni taimi ma ni auala sa taumafai le failautusi o le komiti e tuliloa ai nei galuega faaleleia faapea ripoti o polokalame faalauiloa e iai asiasiga mo le mataituina o galuega faatino; valaau iai i le telefoni faapea imeli e faamanatu ai nei vaega e tatau ona ausia. I le tele ai o nei auala sa faatino e le komiti, e oo mai le faaiuga o lenei tausaga faaletupe e le'o iai lava se suiga i le fuainumera e pei ona taua i luga.

Vaega 3: Polokalame faaleaooaga mo le auaigaluega aemaise i latou o loo galueina atinae taitasi

- E 6 polokalame aooaga maea ona faatinoina
 - 1 Diploma of Management
 - 1 Certificate III in Hospitality
 - 4 short courses (non-accredited courses): Tour Guiding (Theory & Practical); Customer service, Food & Beverage and Bar servicing.
- E 383 le aofaiga o tagata faigaluega o lenei alamanuia sa a'otauina i nei polokalame faaleaooaga

Vaega 4: Foia o faafitauli tau i le siosiomaga e ala i aooaga ma galuega talafeagai

- Ua maea tuufaatasia galuega faatino a Konesale e ala i le ripoti ua tuuina mai mo le iloiloaina ai o auala talafeagai ma tusia ai le ata faataitai e faatinoina ai le puipuiga o le gataifale mo Tafatafa, Lano ma Maninoa Siumu.
- Ua maea foi faatalanoaga ma le suesuega a le Konesale sa faatinoina le suesuega ini auala talafegai mo lenei alamanuia e puipuia mai ai a latou pisinisi pe a faalegaina e ni faaalavelave faalenatura, ina ia mafai ona toe fausia e latou a latou pisinisini ae faaitiitia le faalagolago i fesoasoani mai fafo. E fa (4) ni fautuaga sa maua mai i lenei suesuega e fesoasoani ai i le tulaga o loo taumafai le Ofisa e ausia mo lenei vaega taua i lalo:
 - Faatinoina lea o se inisiua a le atina'e lava ia i le tulaga e talafeagai mo le latou atina'e aemaise le tulaga o le tupe maua;



- Faatinoina o se inisiua tuufatasi a faletalimalo e tauala mai i le asosi o faletalimalo e pei ona iai le Asosi o Faletalimalo (SHA), Asosi o Faletalimalo i Savaii (SSTA) ma le Asosi o Atina'e Turisi i Aleipata (ATA);
- Inisiua tuufaatasi mo atinae e mafai ona galulue faatasi;
- Poo se faatinoina lea o se teuga tupe fai faatasi e mafai ona faasoa i a i latou o loo aafia i nei teuga tupe.



6.0 VAEGA O SUESUEGA MA FAAMAUMAUGA

Aotelega

O loo faasolosolo ausia pea e le vaega maoti lona tulaga manuia sa i ai a o lei afatia i le afa o Eveni i le 2012, ma ua matauina i lenei tausaga faaletupe le siitia o le fuainumera o tagata tafafao maimoa (9.54%), faapea ma le tupe maua (12%).

E 2 polokalame autu na afua ai lenei siitiaga: o le taaloga a le Olo Peleki na faia mai i le masina o Iulai, faatasi ma Taaloga a Tupulaga Talavou o le Taupulega, lea sa tali malo ai le atunuu i le masina o Setema. A faatusa i le tausaga faaletupe talu ai, e le gata ina siitia ai le maketi mo tagata asiasi mai ona o faiga malologa (17.75%), ae faapea foi le maketi mo tagata asiasi mai ona o taaloga (122%).

O loo tulaga maualuga pea o tatou maketi autu: sa siitia la tatou maketi i Niu Sila i le 15% pasene, sa pito sili foi ona toatele le au tafafao na o mai mai lea atunuu (8530); o loo tumau pea foi le a'ea'e malie o le maketi i Amerika, ua matauina ai le siitiaga i lenei tausaga i le 28%. Sa tulaga lelei foi isi a tatou maketi laiti, ae maise le maketi a Europa lea sa faamauina le siitiaga e 53%, a o se siitiaga e 14.5% mo 'Isi Atunuu'; sa mafua lea siitiaga i luga o le alualu i luma o le maketi i Asia.

Sa siitia le tupe maua mai le vaega maoti mo lenei tausaga faaletupe i le 12% (e tusa lea ma le SAT\$389.3 miliona), ua maualuga atu lea nai lo le siitiaga o tagata asiasi mai, ma ua afua ona o le alualu i luma o maketi i Amerika, Europa ma Asi. Sa sili ona tele le tupe maua ona o tagata faimalologa ma e tafafao mai (\$22.8 miliona), ua matua siitia foi le aofai o tagata tafafao mai ona o polokalame tau taaloga (105%)

Ua siitia foi le aofai o tagata nonofo i faletalimalo i totonu o le tausaga faaletupe, pe a faatusa i le tausaga talu ai, sei vagana ai faletalimalo tetele, sa faamauina ai se pau i le 0.4%. I lona aotelega sa faamauina se siitaga e 2%, mai le 0.2% na faamauina mo le tausaga talu ai. Sa o lua le siitia o tagata nonofo i faletalimalo ma le siitia o tagata na faaogaina auunaga i faletalimalo, mai le 39,137 i le 45,766 (17%).

Ua faamautuina ai pea le faamoemoe maualuga mo le vaega maoti, o loo mafai pea ona ausia fua faataatitia e pei ona ta mau i le Fuafuaga mo le Vaega Maoti. Ua avea foi galuega pei o faletalimalo fou, ma le toe faafouina o le malae vaalele faavaomalo i Faleolo ma ala ua



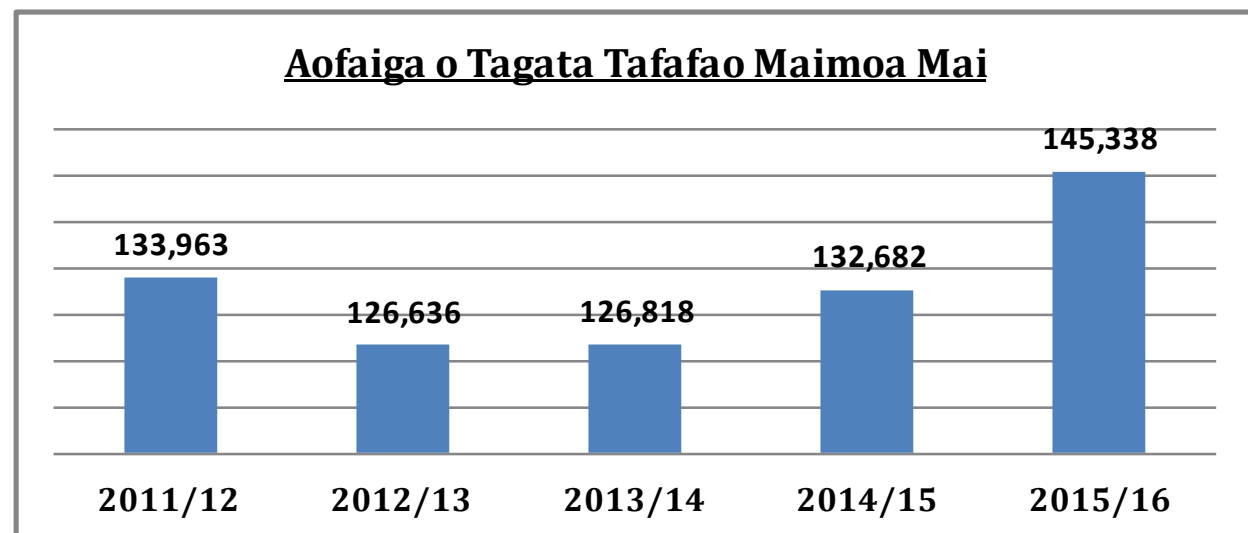
toafimalie atili ai tagata faipisinisi mai fafo, ona o le ata sologa lelei o i ai pea le vaega maoti o turisi, mo le agai atu i le lumanai.

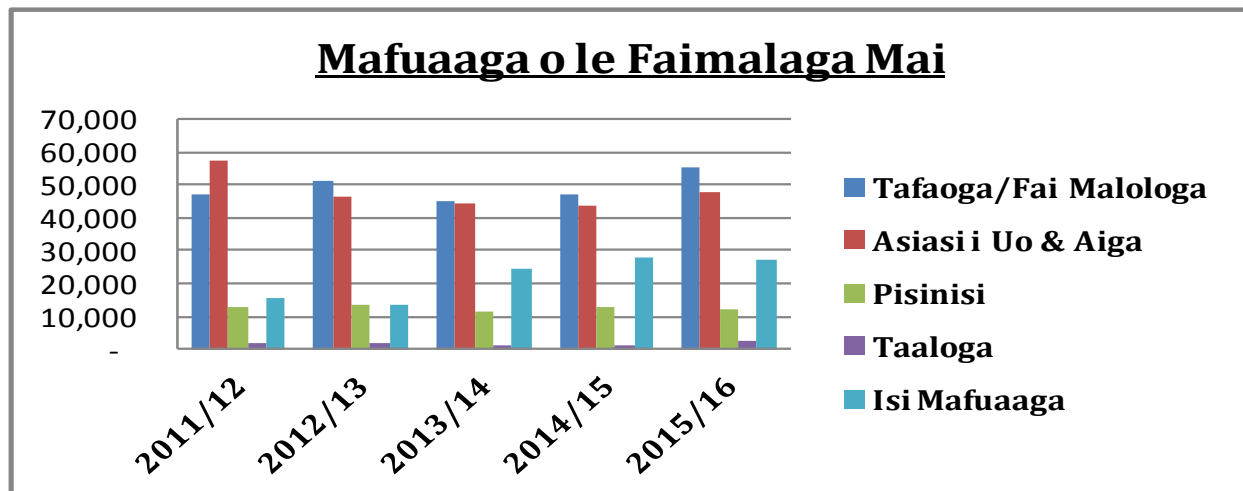
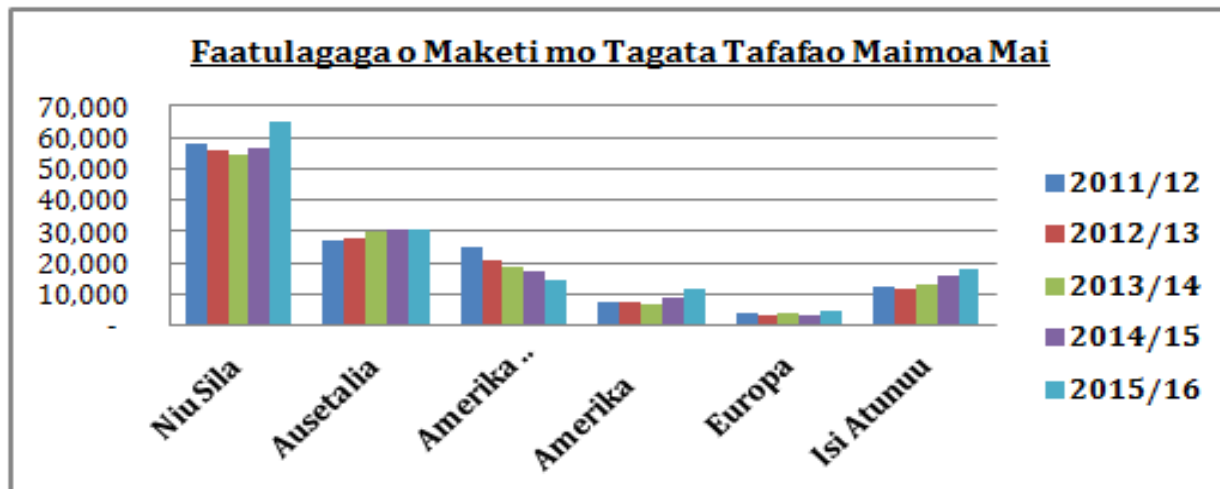
TAGATA FAIMALAGA MAI

Mafuaaga o le Faimalaga Mai										
Mafuaaga	2011/12		2012/13		2013/14		2014/15		2015/16	
Tafaoga & Malologa	47,001	35%	51,171	40%	45,278	36%	47,052	35%	55,403	38%
Asiasi mai i Uo & Aiga	57,357	43%	46,511	37%	44,051	35%	43,903	33%	48,002	33%
Pisinisi	12,441	9%	13,740	11%	11,493	9%	12,938	10%	12,054	8%
Taaloga	1,762	1%	1,655	1%	1,234	1%	1,166	1%	2,586	2%
Isi Mafuaaga	15,402	11%	13,559	11%	24,762	20%	27,623	21%	27,293	19%
Aofai	133,963	100%	126,636	100%	126,818	100%	132,682	100%	145,338	100%

Tagata Tafafao Mai i Itu tau Maketi										
Maketi	2011/12		2012/13		2013/14		2014/15		2015/16	
Niu Sila	58,085	43%	55,586	44%	54,275	43%	56,706	43%	65,236	45%
Ausetalia	26,921	20%	27,871	22%	29,666	23%	30,645	23%	30,856	21%
Amerika Samoa	25,046	19%	20,766	16%	18,914	15%	17,055	13%	14,399	10%
Amerika	7,783	6%	7,337	6%	7,103	6%	9,166	7%	11,705	8%
Europa	3,896	3%	3,414	3%	3,790	3%	3,334	3%	5,092	4%
Isi Atunuu	12,232	13%	11,662	9%	13,070	10%	15,776	12%	18,050	12%
Aofai	133,963	100%	126,636	100%	126,818	100%	132,682	100%	145,338	100%

Aotelega o le Siitiaga o Tagata Tafafao Maimoa Mai				
% Siitiaga Faaletausaga	3.76%	-5.47%	0.14%	4.63%
Aotelega o le Siitiaga o Maketi mo e Tafafao/Fai Malologa mai				
% Siitiaga Faaletausaga	-0.70%	8.90%	-11.50%	3.90%



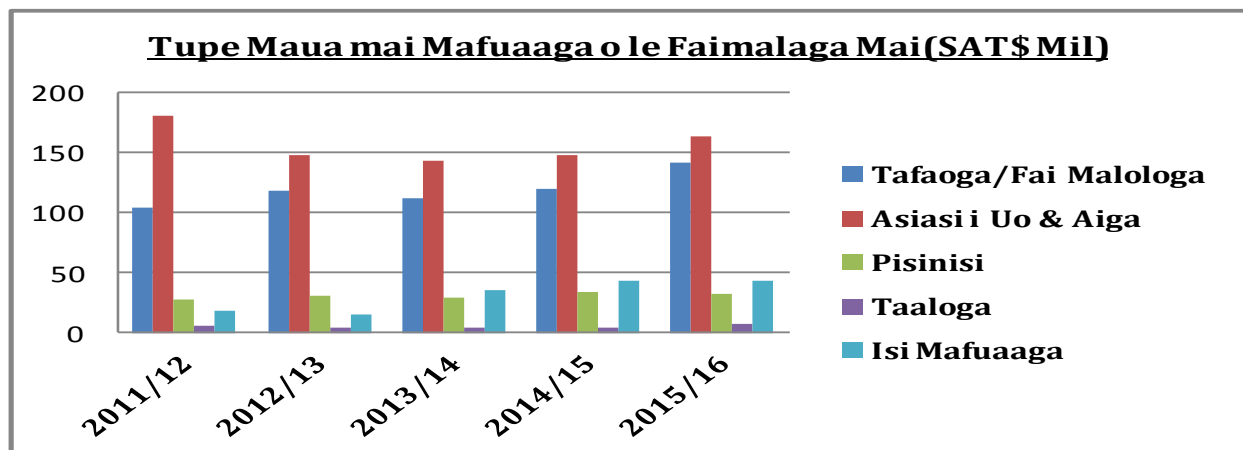
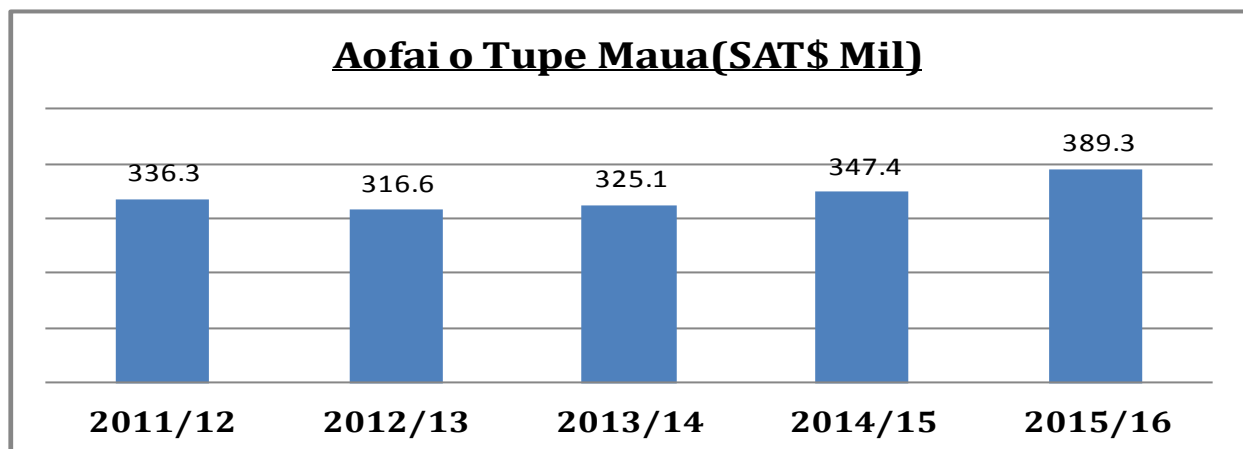


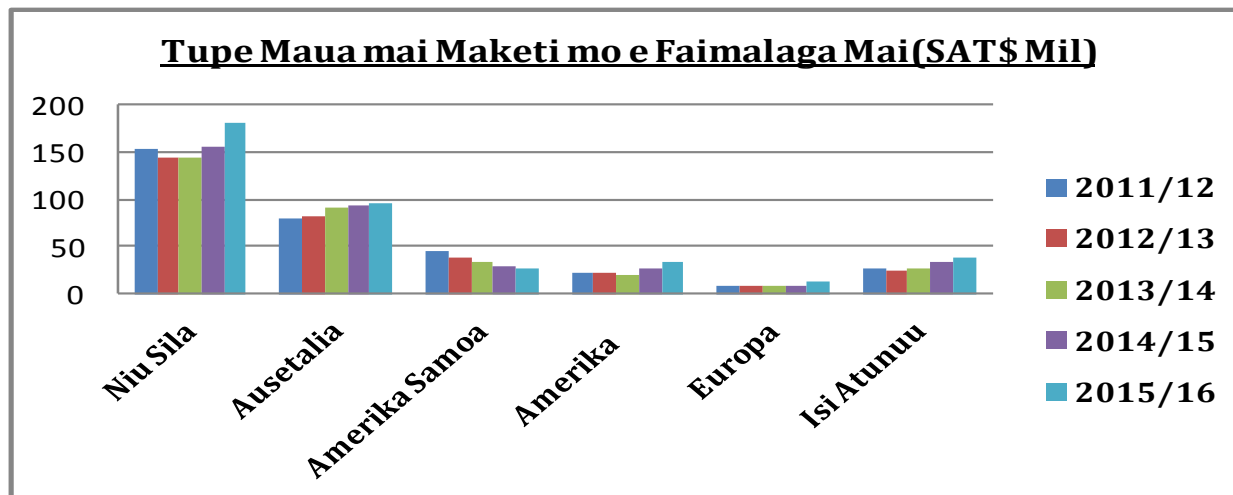
- Ua siitia le aofai o tagata faimalaga mai i le 9.5%, pe a faatusa i le tausaga faaletupe faatoa maea atu, ma ua ausia i lenei tausaga se fuainumera pito sili ona maua (145,338)
- loo avea pea Niu Sila ma maketi pito sili ona malosi (8,530), ae tulaga sili ai Europa i maketi ua matauina le alualu i luma i lenei tausaga, ua faamauina ai se siitaga o tagata tafafao mai lea itulagi, i le 53%
- E pito i toatele lava tagata na faimalaga mai ona o tafaoga (38%), ma ua faamauina se siitaga e 17.75%, pe a faatusa i le 3.9% o le tausaga faatoa maea atu.
- O le 33% o e na faimalaga mai, na o mai e asiasi i aiga ma uo (ua siitia i le 9.3%), ae sa pito sili ona alualu i luma le aofai o tagata faimalaga mai ona o taaloga, lea sa matua siitia i le 122%



TUPE MAUA MAI TURISI

Tupe Maua mai Mafuaaga ole Faimagala Mai (SAT\$ Miliona)					
Mafuaaga	2011/12	2012/13	2013/14	2014/15	2015/16
Tafaoga/Fai Malologa	104.19	117.69	112.61	119.70	142.5
Asiasi i Uo & Aiga	180.73	148.68	143.41	148.00	163.6
Pisinisi	27.96	31.42	29.34	33.50	31.9
Taaloga	4.82	4.26	3.61	3.70	7.6
Isi Mafuaaga	18.57	14.54	36.11	42.60	43.7
Aofai	336.3	316.6	325.1	347.5	389.3
Tupe Maua mai Maketi mo e Faimalaga Mai(SAT\$ Miliona)					
Maketi	2011/12	2012/13	2013/14	2014/15	2015/16
Niu Sila	152.96	145.45	144.35	155.70	180.6
Ausetalia	79.72	81.17	90.71	93.90	96.9
Amerika Samoa	46.38	37.59	33.10	30.20	25.9
Amerika	22.47	21.07	20.95	26.70	34.3
Europa	8.80	7.79	9.22	8.00	12.7
Isi Atunuu	25.93	23.51	26.74	32.90	38.9
Aofai	336.3	316.6	325.1	347.4	389.3
% Siitiaga Faaletausaga	9.76%	-5.86%	2.68%	6.86%	12%





- Ua siitia le aofai o le tupe maua mai le vaega maoti o turisi i le 12% (\$41.9 miliona), pe a faatusa i le 11% (\$34.1) o le tausaga talu ai.
- O le tele lava o le tupe maua o loo maua mai tagata asiasi i aiga ma uo (42%); ae pito i tele le sao o le maketi o Niu Sila i le aofai o le tupe maua

TAGATA NONOFO I FALETALIMALO

Fua Faatatau i le Faaaogaina o Faletalimalo					% Fesuaiga faatusatusa ile 14/15
Ituaiga Faletalimalo	2012/13	2013/14	2014/15	2015/16	
Deluxe	49.4	58.7	59	60.7	1.7
Superior	54	57.8	57.2	56.8	-0.4
Standard	23.8	25.7	27.7	29.5	1.8
Budget	19.2	22.9	22.1	26.3	4.2
Fua Faatatau	36.6	41.3	41.5	43.3	1.83
Beach Fales	15.4	14.8	13.7	15.6	1.90

- Ua siitia le tulaga o faletalimalo uma mo lenei tausaga faaletupe, sei vagana ai faletalimalo i le vaega o le Superior lea na faamauina ai se pau teisi.
- Ua faamauina se siitiaga pito sili ona maua mai faletalimalo i le vaega o le Budget mo le tausaga faaletupe nei, i le 4.2%
- Ua siitia uma foi le aofai o tagata nonofo i faletalimalo o le atunuu i ona vaega e 4 o ituaiga faletalimalo, i le 1.83%, e le aofia ai beach fale



FILIFILIGA O ITUAIGA FALETALIMALO E NONOFO AI

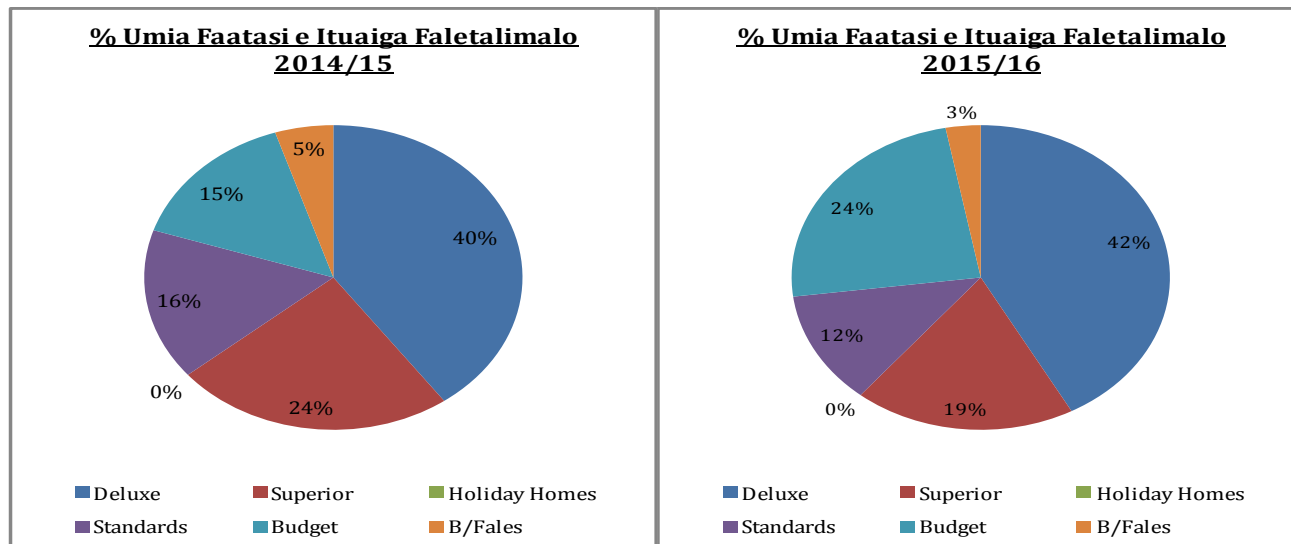
Filifiliga o Ituaiga Faletalimalo										
	2011/12		2012/13		2013/14		2014/15		2015/16	
Faletalimalo	43907	43%	39533	31%	38976	31%	39137	29%	45766	31%
Fale Maoti	78302	20%	75026	59%	74320	59%	74964	56%	82978	57%
Le Faailoaina	11754	19%	12077	10%	13522	11%	18581	14%	16594	11%
Aofai	133,963	100%	126,636	100%	126,818	100%	132,682	100%	145,338	100%

TUUFaatASIGA O TAGATA TAFafao MAIMOa MAI MA LE ITUAIGA FALETALIMALO NA NONOFO AI MA MAFUAAGA O LE ASIASI MAI 2014/15

Faatulagaga Faletalimalo	Tafafao/Fai malologa	Asiasi i Uo & Aiga	Pisinisi	Taaloga	Isi Mafuaaga	Aofai	Umia Faatasi
Deluxe	10479	2889	1431	108	958	15865	40%
Superior	5207	1976	1317	179	660	9239	24%
Holiday Homes	21	0	1	0	18	40	0%
Standards	3681	1064	556	223	411	5885	16%
Budget	4647	632	369	75	340	6011	15%
B/Fales	1812	97	99	42	47	2097	5%
Aofai	25847	6658	3773	627	2434	39137	100%

TUUFaatASIGA O TAGATA TAFafao MAIMOa MAI MA LE ITUAIGA FALETALIMALO NA NONOFO AI MA MAFUAAGA O LE ASIASI MAI 2015/16

Faatulagaga Faletalimalo	Tafafao/Fai Malologa	Asiasi i Uo & Aiga	Pisinisi	Taaloga	Isi Mafuaaga	Aofai	Umia Faatasi
Deluxe	13766	1062	3093	389	751	19061	42%
Superior	4942	973	1887	304	543	8649	19%
Holiday Homes	8	1	0	1	0	10	0%
Standards	3571	620	670	382	407	5650	12%
Budget	7918	927	896	451	607	10799	24%
B/Fales	1449	52	26	14	56	1597	3%
Aofai	31654	3635	6572	1541	2364	45766	100%



VAA FEMALAGAI

	2013/14				2014/15				2015/16			
Kuata	# Vaa	Pasese	Aufaigaluega	Tupe Maua	# Vaa	Pasese	Aufaigaluega	Tupe Maua	# Vaa	Pasese	Aufaigaluega	Tupe Maua
Q1 (Iulai-Setema)	2	4,165	1,632	0.46m	2	2,147	875	0.23m	2	3,876	1,698	0.43m
Q2 (Oketopa-Tesema)	3	5,036	2,233	0.56m	4	5,816	2,670	0.67m	3	4,962	4,456	0.57m
Q3 (Ianuari-Mati)	4	3,204	2,130	0.37m	6	7,693	4,312	0.91m	4	3,842	4,505	0.44m
Q4 (Aperila-Iuni)	3	6,504	2,746	0.95m	2	2,340	1,046	0.28m	-	-	-	-
Aofai	12	18,909	8,741	2.34m	14	17,996	8,903	2.09m	9	12,680	10,659	1.43m

- Ua faaitiitia le aofai o vaa femalagai mai le 14 i le 9, pe a faatusa i le tausaga faaletupe faatoa maea atu, ma ua faaitiitia ai foi ma le aofai o tagata faimalaga mai i vaa, i le 29.5%



7.0 VAEGA MO FAIGA FAAVAE MA ATINAE MO ALAMANUIA O TAGATA TAFALAO MAIMO

Aotelega

I lenei tausaga faaletupe, sa mafai ona galulue lenei vaega e tusa ma ana matafaioi atu e ala lea i le tuuina atu o fautuaga i faiga faavae i le Pule Sili ma le Pulega, aemaise ai o le galulue soosoo tauau ma le ofisa o le Loia Sili ina ia fausia Tulafono Faatonutonu e lagolagoina ai Tulafono Autu o Atinae Tau Turisi 2012, faamae'aina o le Fuafuaga Autasi 2017 - 2020, faamaopopo ma faatulaga Polokalame ma Faadiga tetele mo le Atinae o le Alamanuia, tu'uina atu o fa'amatalaga i ana Paaga, faauau le faaleleia o le taulaga o Apia, asiasia fale-le-tava faatasi ai ma le fausiaina o faleui togalaau faapea ai ma le faamatagofieina o laufanua o le Taulaga aemaise le faatinoina ole Fuafuaga mo Atinae tau Tagata Tafafao Maimoa.

Fa'aopoopo atu, ua manatu e suia se faiga mo lenei tausaga ile faatinoina o la matou Faalauiloa i Nu'u ma Afioaga ona o le utiuti o seleni ua faamatu'u mai, lea ua faaoga ai fa'atalatalanoaga i luga o le leitio, faamatalaga i nusipepa ma pepa mo faamatalaga i vaiaso ma masina taitasi lea o lo'o faatamiloa atu i ana paaga uma. O lenei tausaga faaletupe foi ua toe amatalia ai le toe tofia o Sui vaia o le malo mo le va'ava'aaia lelei o le taulaga ma meatotino ale Malo, lea e galulue faatasi ai la matou Ofisa ma le Matagaluega o Punaoo Faalenatura ma le Siosiomaga.

Sa faamanuiaga lenei vaega i le fesoasoani a le Malo o Niu Sula e tauala mai i ana tagata e iai Tomai Faapitoa e aunoa ma se tofogi, tasi e gafa mo le faamatagofieina o laufanua ma le isi e galue ile tapenaina o Polokalme ma Faafiatiaga Tetele ose faamama avega tele lea ona ole to'agaogao ole afaigaluega.

7.1 Vaega Faatonutonu mo le Atinae ole Alamanuia mo Tagata Tafafao

O lo'o faaauau pea galuega fai a le Vaega faatonu e faamautinoa le lelei o fesootaiga ma le galulue faatasi ma ana paaga e pei ona iai Matagaluega a le malo, o Paaga mo Atina'e, o Pisinisi Tumaoti, Malo mai Fafo, Tagata Lautele ma isi o Totino Autu a le Alamanuia. E fa (4) ni fonotaga mo le Atinae o le Alamanuia sa faatinoina ae tolu (3) fonotaga mo le Komiti Autu mo Atinae ole Alamanuia sa usuia i lenei tausaga. O le fonotaga atu a le Atinae mo le Alamanuia mo Fefa'atauaiga sa usuia i le masina o Mati 2016. O le auga o lea faatasiga sa mafuli ile fuaitau ' Ausia Measilisili ' aua le naunautaiga ina siitia tulaga ile faalauiloa o sini atu ua ausia e pei ona iai i le tausaga faaletupe 2014/2015 ma fua ai le vaai a Paaga i mea e ao ona faaleleia



atili. I le faatumauiina a le Pulega ma ana Paaga Autu mo fuafuaga ma polokalame uma, lea sa faalauiloaina mo le taimi muamua lana Taiala mo Fesootaiga (2016 -2020).

I itu o Paaga fesoasoani mo Atinae mai Atunuu I Fafu, sa tuuina mai le lagolago a le Matagaluega o le Vaai i fafu a le Malo o Niu Sila, Atunuu Europa, Ausetalia ma le Faalapotopotoga o Malo Au Faatasi. O le lagolago a le Malo Niu Sila mo le Poloketi a le Alamanuia e pei ona sainia ai le maliliega i le 2012 ma faamatu'u mai ai selenei ile aofai e (\$19.8 miliona tala tupe Niu Sila) ma sa faatinoina le iloiloga muamua ia Aperila 2015 ae faamaea ia Iulai 2015. O nisi o faamatalaga sa faailoa mai e faatatau i le iloiloga ma le pasiaina o selenei faaopopo i le fesoasoani e pei ona iai le Maliega (GFA) mo le STSP, o le a mauaina lea faaopoopoga i le tausaga 2016.

O nisi o faamatalaga o le faamautuina o vaavaaiga ma le faagaioiga a le Pulega ma ana Paaga, o lo'o faaauuina pea fonotaga tasi ile kuata ina ia faailoa ai lu'itau, polokalame masani ma faamaoniga o galuega faagasolo.

7.2 Komiti o le Faamatagofieina o le Atunuu

O lo'o faaauau pea galuega fai a le Komiti o le Faamatagofieina o Samoa i le faamamaina lea ma teuteu le talafatai o Apia i le tausaga atoa. O isi matafai o le Komiti o le asiasia lea o Fale-le-taua i Upolu ma Savaii. O le taua o nei asiasiga ua mafai ai ona toe faaleleia o fale-le-taua i le Uafu i Mulifanua ma Salelologa faapea ai ma le fausiania o fale-le-taua faatogalaau i Togitogiga ma Tiavea Uta. O lo'o faaauuina foi galuega faamama mo le Tutoatasi ma le Teuila e pei ona matou valaauina ai Matagaluega a le Malo, Pisinisi Tumaoti faapea ma Nu'u tu lata ile Taulaga. O nisi o galuega faatino ole fa'atutuina ma faaleleia o fa'aailoilo mo Afioaga uma o Samoa.

7.3 Faaaliga o le Teuila

O le vaiaso muamua o Setema aso 6 i le aso 11 sa faataunuuna ai Faaaliga o le Teuila. O lenei tausaga ua faamanatuina ai le 25 tausaga o lenei faaliga na tatala aloaia i pesepesega faaleagaga mai i Aufaipese o Ekalesia eseese. O le polokalame o le vaiaso sa tele i le faaaliga o aganuu, tu ma aga e pei ona iai tausaga ua tuanai. O nisi o polokalame sa faatinoina o Faaaliga o Laei, Faaaliga eseese, taaloga, faamalositino ma Faili o loo auai ile Faalapotopotoga o le Aufaimusika Samoa (SIMA). Na tapunia aloaia le Faaaliga ole Teuila mo lenei tausaga ile tufatufaina o faailoga ma tapunia aloaia ai.



7.4 Nofoga mo Faaaliga o Tu ma Aganuu Faa-Samoa

O le Nofoga mo Faaaliga o Tu ma Aganuu Faa Samoa a le Pulega o Tagata Tafafao Maimoa Mai o lo'o iai le Ausiva ua faaigoaina o le "Ausiva Samoana" e aofia ai tamaitai e toalima ma alii e toaono faatasi ai ma le au faili e toaono e faafiafia i taimi e asiasia ai le Nofoga e Turisi ma latou e Malaga Maimoa Mai. Ua faaopopo aso mo faatinoga o faafiafiaga, e pei o le Aso Lua, Aso Lulu ma le Aso Tofi i taimi o maimoaga faapea ai faafiafiaga faapitoa e pei ona valaaulia ai ma faamoemoe a le Malo. Ua toe faaopopo nisi faalauiloa e pei o le faleoloa o meaaloa ma taumafa i le nofoga e pei ona iai le fofa Samoa, faia o siapo ma elei, lalagaina ma le vaneina o meataulima, poloketi mo le aoina ole kesi mai otaota, fausiaina o le fale-le-taua faatogalaau aemaise ai le nofoga lauiloa mo le taina o tatau. Ua fausiaina le fata mo faafiafiaga faaleaganuu ina ia matagofie mo maimoaga a latou e asiasi mai ua iai ma le faatinoina o suavai ma nisi o faatinoga faaleaganuu. Ua mautauina le aoga tele o lenei nofoga mo le faatinoina o maketi faalauiloa, o aso taalo po o ni faamoemoe faaleaiga ma nisi fuafuaga. Sa faaoga foi mo sailiga seleni e pei ona iai Tamoega faamalositino ale Ofisa ole Komesina o Ausetalia ma le Malafoni e pei ona tuufatasia e le Samoa Events ia ma nisi.

7.5 Polokalame ma Fa'aaliga Tetele

O se tasi o faatumutumuga o polokalame tetele o le tausaga 2015 o le taaloga faavaomalo a le Manu Samoa ma Olopeleki i o tatou lafanua. O lenei ta'alogaga sa tele sona sao i le tamaoaiga e le gata i tupe maua ae o le faalauiloaina o Samoa lea sa tele mai ai Tagata Tafafao sa Asiasi mai. I le maea ai o le Faaaliga o le Teuila, sa faataunuu ai le faagatama i le maea i paga mamafa a se tasi o alo tautaua o le atunuu, o le numera tasi foi i le lusiina o le fusi, Laauli Joseph Parker ma ua atili siitia ai faalauiloaina o Samoa i maketi i fafo.

O loo fa'aauau pea ona taimua le Pulega i le faatinoina ma le auai ina ia lelei ma aoga faaaliga eseese e auai ai o tatou tagata faapea faaaliga e auai ai ma tagata mai atunuu i fafo. E pei lava o tausaga taitasi, e faaauau lava ona galulue faatasi le Pulega ma ana Pisinisi Tumaoti i le tuuina atu lea o le lagolago ma mataituina o polokalame faatino ina ia sologa lelei aua le faatosinaina mai o tagata tafafao maimoa mai.

O nisi o polokalame faatino sa faatino sa ave iai le lagolago o lo'o lisiina atu i lalo:

1. Ta'alogaga a le Manu Samoa ma le Olo Peleki
2. Poloketi o Tusi Faitau mo aoga a le Tausala o Samoa
3. Koneseti o Pese Faaleagaga



4. Faalauiloa Aloia Faailoga Tauloa mo le Alamanuia
5. Tu'uga Aau
6. Faagatama i le Maea
7. Taamilosaga Taitoafitu Faavaomalo a le Malisi
8. Koneseti Faaleagaga a Annie Grace
9. Fefaatauiga o Atinae Alamanuia a Samoa
10. Tauvaga o Faiga Faifaiva faavalemalo
11. Tamilosaga Taitoafitu o le Tutoatasi
12. Lakapi a le Ipu Autu a le Pasifika
13. Tuuga Alo paopao
14. Tauvaga Tausala Samoa
15. Faaliga ole Teuila
16. Tauvaga Tausala a Motu o le Pasifika

Sa talimalo le atunuu o le Atu Kuki i le tauvaga mo se Lalelei o le Pasefika ma sa auai atu iai le Pule Sili o ia foi ole Faatonusili o le tauvaga, Alii Ofisa mo Faafiafiaga Tetele o ia o le failautusi ma le Alii Ofisa mo ala ata ma fesootaiga o le tauvaga. E valu tamaitai sa tauva ma faapaleina ai le Lalelei o le Pasifika le tamaitai mai Papua Niu Kini mo le taimi muamua talu ona amata mai lenei tauvaga. O le tausaga 2016 o le a talimalo ai Samoa ma faamanatuina ai le 30 tausaga o lenei tauvaga.

7.6 Fesootaiga Faatekonolosi ma auaunaga

O le ofisa o Fesootaiga Faatekonolosi e gafa ma le vaaia o vaega o fesootaiga. O le vaaia o ia vaega e aofia ai le faaaogaina o upega taifailagi i aso uma, o imeli, polokalame mo puipuiga ina ia mautinoa le faaaogaina tatau ina ia faaititia pili totogi i le faaaogaina le tatau, ia lelei fesootaiga ma puipuia mai ai i aafiaga e faaleagaina ai i luga o upega o faamatalaga. O le faatauina, faafou ma le faaleleia o fesootaiga, polokalame ma faafitauli o masini o lo'o faaauuina pea i le tele o taimi e fua lava i luga o manaoga a le au faigaluega ma polokalame faaleleia. O loo faaauu foi le fesoasoani mo le tapenaina o masini e faaaogaina mo fonotaga e faatinoina i totonu o le ofisa, Vaega Fauaufautua o Suiga ole Tau ma Aufaufautua Faapitoa. O le isi vaega, o le tuuina atu lea o fautuaga ma tau talafeagai mo le faatauina mai o meafaigaluega mo le faatinoga o galuega.



7.7 Alaata Faalauiloa ma Fesootaiga ma le Va I Fafo.

O lenei vaega e gafa ma le tuuina atu o faamatalaga mo le silafia e le Atinae o le Alamanuia, o le atunuu lautele ma Ala ata faasalalau o galuega faatino a le Pulega mo le atinaeina o le alamanuia tau turisi. O nisi o tiute o le fausia, faatino ma tauave polokalame o fesootaiga ua faatatitia e aofia ai atinae o le Alamanuia ma le Ofisa o Tagata Tafafao Maimoa. O se auala lelei lenei o fesootaiga e tuuina atu ai faamatalaga i ala ata e faailoa ai tagata nuu o Samoa o Atinae o le Alamanuia tau Turisi i Samoa nei ma Atunuu i fafo ma Paaga o lo'o moomia faamatalaga mai ile Alamanuia aemaise mea o loo tutupu mo le tamaoaiga o Samoa.

O nei ituaiga faalauiloa e aofia ai pepa o faamatalaga tai vaiaso ma masina e faatamilo atu, o nusipepa, o fonotaga, polokalame o le televise (TV1 Lali / TV3 Samoa le Aso), polokalame i luga ole leitio i vaiaso taitasi (2AP, Talofa FM), faamatalaga i luga o upega tafailagi ma tali e tuuina atu. O le Fuafuaga mo Fesootaiga lea sa faatino ai faatalatalanoaga ma nuu, faalapopotoga ma vaega eseese pei ona lagolagoina e le Pulega i le taumafaiga e fesootai atu ai i faamatalaga taua o le Atinaeina o le Alamanuia.

O lo'o faaauauina pea ona tuuina atu le lagolago i le Vaega a le Maketi ma Faalauiloa ma ona sui i atunuu i fafo e ala lea i le faafaigofie ma le faatinoina o auala ma polokalame faalauiloa mo atunu'u i fafo e asiasi mai ai i Samoa i lalo o lana Faalauiloa mo Alaata a le Pulega.



8.0 VAEGA O TUPE MA AUAUNAGA LAUTELE

Faatomuaga

O lenei vaega e faalogalago iai le faafoeina o le vaaia lelei ma le faasoasoa tatau o tupe ma aseta faapea foi le aufaigaluega a le Pulega e tusa ai ma tulafono a le Malo faapea tulafono faa-le-o-malo talafeagai o loo lima taitaiina galuega a Matagaluega ma Pulega a le Malo o Samoa.

8.1 Lipoti o le Tupe

8.1.1 Tala o le Tupe 2015 - 2016

Ua tu'uina atu faatasi i totonu o lenei lipoti faale-tausaga a le Pulega Tagata Tafafao Maimoa, le Tala o le Tupe mo le tausaga faale-tupe mai ia Iulai 2015 ia Iuni 2016.

I le fa'aiuga o le suēgā tusi a le Pulega sa faia e Lesa ma Penn CPA ma toe iloiloina e le Ofisa o Su'etusi a le Malo na maua ai fa'aiuga nei:

- O lo'o fa'amaonia le sa'o ma le talafeagai o lipoti mo le tausaga faale-tupe fa'aiuina Iuni 30, 2016.
- O lo'o fa'aauuina pea ona tausia e le Pulega tulafono faa-le-vā-o-malō e ta'ita'iina ai galuega fa'a-tausitusi i le tapenaina lea o ana lipoti fa'ale-tupe
- O lo'o fa'aauuina pea ona tausia e le Pulega tulafono e ta'ita'iina ai galuega mo le tapenaina o lipoti fa'ale-tupe a le Tulafono Kamupani 2001 ma le Tulafono mo le Puleaina o Tupe 2001 a Samoa.
- E le o iai ni fa'aletonu i mataupu tau tupe faapea ai le tausina o tusi.

8.1.2 Auala e Fa'atautaia ai le Fa'aaogāina o Tupe a le Pulega

Sa fa'amaonia e le au Su'etusi i lā latou su'egatusi le mautū o ta'iala po'o tulafono o lo'o iai a le Pulega, mo le fa'atautaia ma le va'aiga lelei o le fa'aaogāina o ana tupe maua ma meatotino ma o nei foi tulafono e iloiloina ma toe fa'aleleia atili pe ā mana'omia. O lo'o fa'aaogāina foi e le Pulega se polokalame fa'akomepiuta (MYOB) mo le saunia vave o lipoti manino tau tupe ma e fesoasoani tele lenei polokalame i le tausina o tulafono tau tausitusi faapea tulafono a le Pulega.



8.2 Tupe

O le 96% o Tupe Maua a le Pulega na faatinoina ai ana galuega i lenei tausaga na faatupeina lea e le Malo (2014/2015: 94.48%). O le isi 4% o Tupe Maua e mai lesitala ma fesoasoani tau tupe mo le Teuila, o le fa'aaogaina o aseta a le Pulega, faatauina o nisi o oloa faalauiloa, \$100,000 mai le European Union (EU) i lalo o le Poloketi Vai a le Matagluega o Punaoa ma le Siosiomaga mo le fausiaina o ni falelētava (Garden Toilets) i nisi o alalafaga sa fautuaina ai le Pulega mo tagata tafafao mai, faapea ma tupe sefe mai fesuaiga o tupe.

E 6.2% na paū ai le tupe maua a le Pulega mai le Malo i lenei tausaga (\$9,225,441) pe a faatusa i le tausaga ua te'a atu (2014.2015: \$9,834,267).

8.3 Ilolologa o le Tala o Tupe

Pe a faatusa i le tausaga ua te'a (2014.2015) i lona aotelega e ui ina e le o tulaga lelei tele le tulaga tau aitalafu, o loo lipotia le tulaga lelei o le galuedaina o tupe a le Pulega mo ana galuega sa fuafua mo le tausaga faapea ai ma nisi o avanoa faa-auro na faaaogaina e le Pulega aua le siitiaina o le maualuga o le silafia o tagata tafafao maimoa aemaise i tatou maketi autu o Niusila ma Ausetalia i le tulaga maualuga ua iai nei Samoa i le tatalaina ai lea o ni faletalimalo lauiloa i le lalolagi o Sheraton Aggie Grey Resort, Sheraton Aggie Grey Hotel and Bungalows ma le Taumesina Island Resort i le tausaga lenei 2016 i totonu o Samoa. O le tausaga lenei sa toe sui ai le faaigoaina o le faalauiloina o Samoa (rebrand) mai le "SAMOA" i le "SAMOA Lalelei" (Beautiful Samoa) ma faalauiloa ai i totonu o Niusila ma Ausetalia o maketi autu a Samoa.

O le faasiliga o aitalafu nai lo meatotino e 0.12 e laititi atu pe a faatusa atu i le 0.22 o le tausaga ua te'a ona sa tele atu aseta faavaitaimi i le 50% sa iai i le faaiuga o le tausaga ua te'a. O lona uiga e le i lava aseta faavaitaimi a le Pulega sa iai i le faaiuga o le tausaga faaletupe e totogiina uma ai ana aitalafu faavaitaimi sa iai e pei o le tausaga ua te'a.

E tusa ma le 7.9% e maualalo ai tupe maua a le Pulega i le tausaga nei (\$9,225,441) pe a faatusa i le tausaga ua te'a (\$9,834,267) ma o le mafuaaga autu lava o le 6.2% lea na faaitiitia ai Tupe Maua a le Pulega mai le Malo mo le tausaga ; e faaluaina le faaitiitia o tupe faaaoga i le tausaga nei (\$9,644,543) nai lo le tausaga ua te'a (\$11,347,508) i le 15% (tausaga ua te'a 7%); ma e 93% ua faaititia ai le faasiliga o tupe faaaoga nai lo tupe maua ((\$61,652)) pe a faatusa i le tausaga ua te'a ((\$939,543)).



I lona aofaiga e na o le 0.64% na faasilila ai tupe faaaoga nai lo tupe maua a le Pulega mo le tausaga faaletupe lenei pe a faatusa i le tausaga ua te'a lea e 9%.

8.4 VAAIGA LAUTELE I LE AUFAGALUEGA A LE PULEGA

8.4.1 Aufaigaluega

E 88 tagata faigaluega a le Pulega mo le tausaga faale-tupe 2015/2016 aofia ai ma sui o le Pulega i Niu Sila ma Ausetalia; o se faasiliga e na o le 2 tagata faigaluega faatusa i le tausaga ua te'a.

O le pasene o tagata na tuua le Pulega i le tausaga e tusa ma le 17.4% (Tausaga 2014/2015: 8.13%). I lenei pasene e 5.18% tagata faigaluega sa galulue i totonu o le ofisa ae 11.63% sa galulue i le Nu'u Faaleaganuu a le Pulega (STA Cultural Village) faapea ma nisi sa faatinoina galuega faamatagofie i le taulaga.

O le auililiga lenei o le aufaigaluega i vaega taitasi:

VAEGA A LE PULEGA	Aofa'iga o le aufaigaluega
Vaega Fautua tau Faiga Faavae o le Komiti Faafae	9
Vaega Maketi ma Faalauiloa	15
Vaega o Fuafuaga ma Atina'e	16
Vaega Su'esu'ega ma Faamaumauga	7
Vaega o Tupe ma Auaunaga Lautele	20
STA Nu'u Faaleaganuu (STA Cultural Village)	18
Poloketi Tau Fesuiga o le Tau I le Atina'e Tagata Tafafao Maimoa	3

8.4.2 Aufaigaluega Faamavae

E to'aiva (9) le aufaigaluega na fa'amavae mo galuega i nisi fa'alapotopotoga, toaono (6) na faamalolo ae toatasi (1) na maluu.

8.4.3 Aufaigaluega Malolo Litaea

E le'i iai se isi o le aufaigaluega na malolō litaea i lenei tausaga fa'ale-tupe.

8.4.4 Maea o Konekarate

Na fa'amae'aina le konekarate lona tolu a le Ofisa Sili a le Pulega ia Papalii Sonja Hunter (2013-2016) i le faaiuga o Aperila 2016 ma ua toe faafouina lana konekarate mo le isi tolu tausaga 2016-2019.



8.4.5 Aufaigaluega Fou

E 18 le aufaigaluega fou a le Pulega i le tausaga faaletupe 2015/2016 e toe fa'atumuina ai avanoa a ē na fa'amavae, fa'amalolō fa'apea ai ma ē ua si'itia ō latou tulaga i lenei tausaga; e aofia ai foi ma nisi o avanoa fou na faamaoniaina e le Komiti Fa'atonu.

O le aufaigaluega fou e aofia ai le Pule, Ofisa Sinia ma le Ofisa lagolago o le Vaega o le Poloketi Tau Fesuiaiga o le Tau i le Atina'e Tagata Tafafao Maimoa, Tausala o Samoa, Ofisa Tupe ma Auaunaga Lautele a Ofisa i Niusila ma Ausetalia, Ofisa lagolago a le Maketi, Ausiva Samoana (1 mo le Au Faili, 8 Ausiva), 1 tagata faigaluega i le Vaega faamatagofie o Samoa, ma le Ofisa lagolago i le Vaega o Faamaumauga ma Fuainumera.

Na faafaigaluegaina lē sa sui i le Ofisa Tupe ma Auaunaga Lautele mo le Ofisa i Niusila na faamavae mo aoaoga i le amataga o le tausaga ae peitai sa faamavae mai foi o ia i le ogatototonu o le tausaga ona o ni tulaga tau pepa faigaluega ma o loo avanoa lea tulaga i le taimi nei. Na faapea foi ona faafaigaluegaina se Ofisa lagolago a le Maketi ae na faamaloloina ona o ni amioga e le tusa ai ma tulafono tau tagata faigaluega.

O le Ofisa Tupe ma Auaunaga Lautele mo le Ofisa i Ausetalia ma le Ofisa lagolago mo le Vaega o Fuainumera ma Faamaumauga o ni avanoa faigaluega fou ia na faamaoniaina e le Komiti Faatonu.

8.5 A'oa'oga i atunuu mamao

Na toe fa'amanuaina foi le Pulega i lenei tausaga i nisi o valaaulia na tu'uina mai mo ni a'oa'oga na faia i atunuu i fafo na auai atu iai nisi o le a'ufaigaluega.

O soo se sui auai atu i nei polokalame e filifilia e le Pulega e tusa ai ma aiaiga o polokalame aemaise ai le talafeagai tonu o nei polokalame ma galuega o loo faatinoina e tagata faigaluega i totonu o le Pulega ina ia faaleleia ma le siitiaina ai o le tulaga o le faatinoina o galuega. E mulimulitaia pea e le Pulega tulaga e tatau ona faatino pe a talii mai faigamalaga e ala lea i le tuuina atu o lipoti mo nei malaga mo le silafia a le Kapeneta a o lei atoa le 14 o aso talu ona talii mai faapea ai ma le faatinoina o ni folasaga mo le Aufaigaluega.



O lo'o fa'amanino atu i lalo nei polokalame mo le silafia faapea ai le afaigaluega sa auai atu iai:

	Atunuu	Igoa o le A'oa'oga	Taimi na faia ai A'oa'oga	Faatupeina	Sui na Auai i A'oa'oga	Vaega
1	Iapani	Tourism Destination Marketing Training	23 Iulai - 16 Setema 2015	Iapani	Iulai Lesa	Maketi
2	Saina	Seminar on Talents Training of Tourism for Developing Countries	2-22 Setema 2015	Saina	Vaipa Lui Anthony McCarthy Ppseawa Tanielu Alvis Meredith Luama Matafeo	Tupe & Auaunaga Lautele Fuafuaga & Atina'e Tupe & Auaunaga Lautele Maketi Tupe & Auaunaga Lautele
3	Saina	Seminar on on Government Human Resource Management for Developing Countries	8- 28 Setema 2015	Saina	Kaisara Tangatauli Sheena Ng Lam	Tupe & Auaunaga Lautela Fuafuaga & Atina'e
4	Fiti	Pacific Regional Tourism Building Programme	28 Setema - 9 Oketopa 2015	SPTO Fiji	Fanaea Natu Taulealo Werner Tuatagaloa	Fautua tau Faiga Faavae a le Komiti Faafoe Fuafuaga & Atina'e
5	Iapani	Waste Minimization without incineration from Samoa to Pacific Island Countries	30 Setema - 11 Oketopa 2015	Iapani	Clement Tualamalii	Fautua tau Faiga Faavae a le Komiti Faafoe
6	Tonga	Regional consultative	11-13 Novema 2015	Pulega Tagata	Faamatuainu Suifua	Fuafuaga & Atina'e



		workshop on renewable energy developments in the Pacific		Tafafao Maimoa	Faamatuainu	
7	Iapani	Young Leaders Invitation Programme on Tourism Policy	23 Novema – 2 Tesema 2015	Iapani	Rosa Peniamina	Fautua tau Faiga Faavae a le Komiti Faafoe
8	Korea	The 10 th UNWTO Asia/Pacific executive training program on tourism policy and strategy Human capital development in tourism	29 Mati – 1 st Aperila 2016	Korea	Papalii Sonja Hunter Dulcie Wong Sin – Simanu Sheena Ng Lam	Fautua tau Faiga Faavae a le Komiti Faafoe Fautua tau Faiga Faavae a le Komiti Faafoe Fuafuaga & Atina'e