

TOURISM SECTOR STUDY

SAMOA



Acknowledgements: Many organisations assisted in providing information, including the Samoa Tourism Authority and the Samoa Tourism Industry Association.

1. ECONOMIC INDICATORS OF TOURISM

1.1 Key Economic Indicators

	2000	2001	2002	2003	2004
Population ('000) ^a	179.5	179.1	178.6	178.2	177.7
Population Growth (%) ^a	(0.2)	(0.2)	(0.2)	(0.2)	(0.3)
GDP (US\$bn) ^b	0.2	0.2	0.3	0.3	0.3
Real GDP Growth(%) ^b	6.9	6.2	1.8	3.1	3.2
GDP/Capita (US\$) ^b	1,394	1,441	1,472	1,655	
Tourism Contribution to GDP (%) ^c			9.5		
Balance of Visible Trade (tala mn) ^d	(303.9)	(396.2)	(375.5)	(362.7)	
Inflation Rate (%) ^b	1.0	3.9	8.1	4.2	2.4
Exchange Rate (US\$1 to SAT – tala) ^a	3.29	3.48	3.38	2.97	2.83

a – CIA World Factbook; 2004 population figure estimate; 2004 exchange rate as at June 2004
b – Market Information & Analysis Section, Australian Department of Foreign Affairs & Trade, using data from the Australian Bureau of Statistics and various international sources; 2003 subject to revision; 2004 IMF forecast
c – SPTO Regional Tourism Strategy for the South and Central Pacific
d – Central Bank of Samoa Quarterly Bulletins and Selected Economic Indicators

1.2 Balance of Payments

Samoa's balance of payments recorded a surplus of US\$25.4mn in calendar 2003 up from US\$4.0mn the previous year. This improvement was brought about by a much stronger current account arising from a lower merchandise trade deficit, a large gain in net services and income, and higher private remittances. The Asian Development Bank (ADB) anticipates a return to a moderate deficit on balance of payments as a result of construction-related imports.

1.3 Employment

There are no figures on the composition of employment of the 90,000 strong labour force, nor of unemployment levels though it is widely recognized that there is substantial underemployment. The 2002-2006 Samoa Tourism Development Plan estimated total direct employment in the tourism sector to be 1,755 in 2001, over half being in accommodation operations. The Plan estimated additional requirements of between 510 and 1,120 by 2006. Taking account of part-time/occasional, indirect and induced employment attributable in large measure to tourism, the South Pacific Tourism Organisation (SPTO) estimates that the sector may account for 10 percent of Samoa's workforce. The ADB sees the growth in the commerce, hotels and restaurants, and personal services subsectors as sufficient to absorb most new entrants to the labour force

1.4 Construction Costs

A proposed major new upmarket resort development project is budgeting for construction costs of US\$150,000 per room. Prevailing wage rates and construction costs would suggest that for the small indigenously owned properties, costs would be significantly lower - in the region of US\$50 - 60, 000 per room (public spaces included).

1.5 Operating Costs

The statutory minimum hourly wage is tala1.40 (close to US\$0.50) on top of which employers pay a 5% payroll levy toward social security while the employee will contribute 5% which can be deducted for his or her paycheck. Fuel prices run slightly below the South Pacific regional average at US\$0.52 for motor gasoline and US\$0.50 for diesel (end 2003 prices).

1.6 Local Skills Base

While there is a plentiful supply of unskilled labour in Samoa some shortages of semiskilled, skilled and managerial workers exist. Samoa has an educated labour force, which is able to communicate well in English. A number of training programs have been developed in conjunction with the Samoa Polytechnic specifically for the tourism sector, including bar tending, house keeping and front of house reception. Public awareness campaigns have also been completed within the villages to provide a solid base for tourism development and awareness. While there is a government policy to utilise local labour wherever possible, skilled expatriate labour may be used where locals are not available.

1.7 Infrastructure and Services

Air and Sea Access

Faleolo International Airport on Upolu can handle all types of aircraft, including Boeing 747-400 series, with a runway of 2,700 metres. There are plans to further extend and resurface the main international runway and improve safety standards both at the international and domestic airports. Faleolo is served on scheduled international flights by three carriers on the following routes:

- **From New Zealand (3 points):** *Air New Zealand, Polynesian Airlines (some services in code share with Qantas, others via Tonga or Niue).*
- **From Australia (3 points):** *Polynesian Airlines (some services in code share with Qantas),*
- **From other Pacific States:** *Polynesian Airlines to/from Tonga (one in code share with Qantas), Niue and American Samoa; and Air Pacific to/from Fiji (in code share with Polynesian Airlines).*
- **From the USA:** *Polynesian Airlines from/to Los Angeles via Honolulu (in code share with Delta Airlines).*

Domestic services are operated from Fagali'i or Faleolo on Upolu to Maota and Asau on Savai'i.

The international port is Apia, on Upolu. It is served by both cargo and passenger ships from New Zealand, Australia, Japan, Europe and the USA. Ferry services are operated to Pago Pago on American Samoa and to surrounding islands. International cruise ships call at Apia on average six times a year. There are plans to expand the port and construct a yacht and fishing vessel marina.

Telecommunications and Information Technology

Telecommunications are of a good standard with a modern telephone system to most parts of the country. There is also a cellular phone network and an internet service provided by a local company. Major efforts are being made to strengthen communications linkages, especially outside the main centres.

Utilities

Electricity is 240 volt AC, 50Hz (110 volt AC in some hotels) generated either by fossil fuel or through hydropower. It is available to all consumer households, with an emphasis on providing electricity on a continuous basis to commercial users. Another focus of current government programmes is the improvement of electricity generation capability. Mains water is chlorinated; sterilization is advised.

Roads

Each of the two main islands has a tar-sealed road that provides access to virtually all coastal tourism sites. There is an ongoing maintenance and upgrading programme for roads and bridges.

2. TOURISM STATUS AND TRENDS

2.1 The Tourism Offer

Samoa offers excellent **snorkelling** and **diving**. Good locations include the *Palolo Deep Marine Reserve* and the beaches from Safotu to Manase and between Lesolo Point and Tuasivi (Savai'i island). Unfortunately the nation has relatively few dive operations and instructors.

Surfing has recently become popular although, as the waves break directly on coral reefs, Samoan waters are for experienced surfers only. There are currently two surfing resorts; surfing guides are available from the Samoa Visitors Bureau. There are many beautiful beaches and there is excellent freshwater **swimming** at Falefa Falls, Puila Cave Pool, Fogaafu Falls and Papase'ea Sliding Rock (a rock slide down a waterfall into a deep, cool, freshwater pool). Boats can be hired for net, spear, deep-sea and snorkel **fishing**.

There are dozens of **hiking** routes ranging from coastal walks to mountain treks. Trails tend to grow over rapidly and can sometimes be difficult to get through. **Ecotourism** educational tours to Samoa's stretches of rainforest and conservation areas are available (one popular destination being Tanumapua, close to Apia). There are also several ecological research programs and eco-lodges on offer. The 18-hole **golf** course belonging to the Royal Samoa Golf Club at Fagali'i is open to non-members.

Dancing, singing and music play a big part in Samoan culture and play an important role in the tourist experience. The *fiafia* was originally a village play or musical presentation performed by a number of villagers but is now a commonplace entertainment in hotels. Both the *siva* (a dance performed by women acting out impromptu stories with their hands) and the *sa sa* (a dance performed to the beating of a wooden mallet) are performed.

Accommodation

Accommodation in Samoa comprises a wide variety of facilities, including hotels, resorts, lodges, cottages and guest houses:

- overall the accommodation remains small, the 54 establishments offering a total of just 923 rooms with only 3 operations having over 50 rooms;
- growth in capacity has been steady, the last 7 years seeing a rise in room stock of only 120;
- hotels and resorts account for 72% of total room stock;
- beach fale's have become increasingly popular business activities and are scattered around the coast of both islands, though Savai'i has a heavier dependence on this type of accommodation than Upolu;
- work is well underway on the 18 Hole International Golf Course at the site of the new Aggie Grey's Lagoon & Beach Resort on Upolu, with construction on phase one of the new resort scheduled for completion in April 2005.

A full listing of accommodation providers is presented in Appendix One.

The Samoa Tourism Development Plan 2002-2006 (published in August 2002) calculated that to accommodate an average annual rise in international tourist arrivals of between 5 and 10% over the Plan period the country's additional room requirement would be between

210 and 480. This is based on one-third of new visitors staying in hotels with a 60% average occupancy.

2.2 Market Trends

Tourism has expanded steadily in recent years, the volume of arrivals passing 90,000 for the first time in 2003, more than double the level of a decade earlier.

TABLE ONE	Samoa International Visitor Arrivals, by Month, 2003		
<i>January</i>	7,555	<i>July</i>	9,862
<i>February</i>	5,968	<i>August</i>	8,437
<i>March</i>	5,550	<i>September</i>	7,345
<i>April</i>	7,283	<i>October</i>	6,567
<i>May</i>	7,190	<i>November</i>	6,416
<i>June</i>	7,462	<i>December</i>	12,678
YEAR TOTAL			92,313

Two source countries dominate the market: neighbouring American Samoa (which accounts for almost one third of arrivals) and New Zealand (making up another 30%). Next come Australia and the USA (with 14 and 9% respectively). Other Pacific Islanders account for 4% but long haul markets remain a tiny source for Samoa's tourists.

The VFR (visits to friends and relatives) segment continues to be the largest (38% in 2003) but visitors for holiday purposes are accounting for an increasing proportion (almost one third). Business and conference tourism continues to be a significant market segment for Samoa (over 10%).

Occupancy and Seasonality

Occupancy rate statistics are not collected. While the larger hotels may achieve 70% occupancy, only for the peak months of August and September would the sector as a whole achieve high levels with many operations reporting annual utilization levels of below 50%. As shown in Table 1, seasonality remains a distinct feature of the tourism industry – with peaks reflecting main market winter school holiday periods in New Zealand and seasonal VFR arrivals.

Estimates of Expenditure

Gross foreign exchange earnings from tourism increased from \$US17.0 million in 1990 to \$US36.7 million in 1997, which means that tourism is now the leading earner of foreign exchange for Samoa. In 2003 tourism generated over \$US 52m in foreign exchange.

3. INVESTMENT OPPORTUNITIES IN TOURISM

The Samoan Government recognizes tourism as a viable means of accelerating the economic growth and development of the nation and supports the sector through policies that encourage investment through open, efficient and transparent procedures.

Five themes have been identified to promote tourism development: (i) promotion of sustainable tourism consistent with Samoan traditions and customs; (ii) introduction of ecotourism; (iii) intensification of coordinated marketing efforts; (iv) facilitation and

strengthening of product development; and (v) improvement of research and statistics for marketing, planning, and development purposes.

The Samoa Tourism Development Plan 2002-2006 outlines a number of key strategies to guide the future development of the industry:

- Further development of eco-tourism product;
- Intensifying co-ordinated marketing efforts with the private sector and between neighbouring countries;
- Facilitating and strengthening product development;
- Improving research and statistics for marketing, planning and development purposes;
- Promoting investment in new tourism infrastructure especially new hotels; and
- Expanding operation of the national airline to main tourism markets.

A key goal is to market Samoa as a combination of South Pacific opportunities for culture, nature, marine tourism, all underpinned by the distinctive element of *faasamoa*.

Samoa's short-term marketing efforts will be focused on increasing visitor numbers from New Zealand and Australia. The most difficult markets to penetrate are those of America and Europe. This is due to the limited access of airlines and the large cost of advertising. However research has shown that these two markets should not be dismissed. Europe is large and diverse hence the problem of insufficient funds to cover large geographical areas means strategic marketing efforts are required. Web-based marketing will be used to reach long haul markets.

A stronger image needs to be stressed amongst consumers and travel intermediaries. This will help increase the awareness of Samoa as a holiday Destination. This will be achieved through continuing and increased efforts in the following areas:

- Active visiting media programmes to increase destination profile in print and on TV;
- Participation in consumer travel shows;
- Trade education, agents familiarization trips and the dissemination of up to date information; and
- Increase web based marketing efforts.

Key market segments to be developed and researched include:

- Ecotourists (organized and independents)
- Cruise ship visitors
- Surfers
- Divers
- Game fishermen/women
- Honeymooners

Samoa hosts a large variety of accommodation, services, activities and attractions. **There is room for a large number of new product developments in all areas.** These activities include swimming snorkelling surfing kayaking viewing trekking fishing windsurfing. To help improve these activities and their amenities, accessibility to beaches and snorkelling areas need to be maintained. Continual upgrading of this sort of activity can feed the development of new products such as whale and dolphin watching.

There are many areas that should be developed into attractive scenic sites. These include the enhancement of potential resources for national parks. Development of marine mammal tourism should be carefully assessed and appropriate international guidelines, especially for whale and dolphin watching, implemented. Investigation is needed on the viability of environmental, social and economic development of Apia's fishing boat wharves, industrial area and fish market into the Apia Waterfront Tourism Development area for local and tourist use.

The Samoan tourism industry and broader economy is well positioned to attract inward investment and partnership formation. The following are some key partnership opportunities that currently exist.

Accommodation and MICE

The meetings, incentive, conference, and exhibitions (MICE) market has been already recognized throughout Asia Pacific as the highest yielding sector. The ability to attract this market is predicated on the supply of high quality accommodation facilities of a size, which allows for conference attendees to stay together in the same establishment. At present, there are only three properties in Samoa with over 51 rooms. The potential exists to develop an international resort offering high quality accommodation and high standards of service that will enable Samoa to be marketed as a conference destination.

To cater for the projected increase in visitor arrivals, especially those coming for holiday purposes, additional tourism products are required. In addition to larger properties there is potential for smaller resorts that cater for a more exclusive clientele. These boutique resorts would consist of twenty to thirty rooms where the accent would be privacy and relaxation. The emphasis would be upon the culture and natural attractions of Samoa with ecotourism activities being a feature.

Retailing

Shopping is an important component of tourism including items such as local arts and crafts. There is considerable scope for further development in the range and presentation of authentic, good quality items to visitors. There are also a number of activities with significant visitor appeal that could be further developed, including; cruiser boats for charter, sea kayaking, sea-plane tours, wind surfing, diving safaris, garden tours and cycling.

Cultural facilities

Samoa's unique culture is a strong tourism attraction. Village tours, handicraft making and traditional ceremonies are examples of where effective joint venture partnerships between the local community and investors could be of mutual benefit. The improved branding of Samoa as a living cultural centre of Polynesia provides a number of opportunities.

Natural sightseeing attractions with significant potential visitor appeal include visits to the blowholes, the rainforests and lava flows. A small number of tour operators currently operate in Samoa and some also provide round island transport. There is clear potential to extend existing or develop new tour products, including those catering to cruise-ship excursionists.

Marina Development

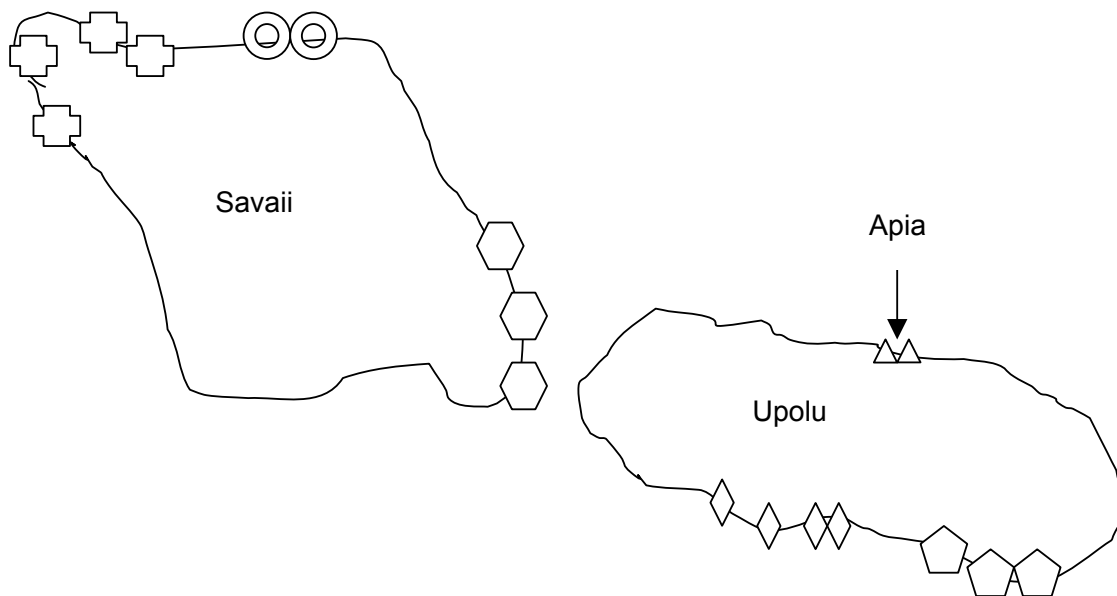
As an island nation, Samoa's coastal waters provide the potential for further boating, yachting, game fishing and other water-based recreational pursuits. Samoa also has a growing fishing industry. The opportunity exists to create a coastal development for water based recreational pursuits for both international tourists and the local community.

Other opportunities

There may be potential in the medium to long term to develop built attractions to support the growth in holiday visitors including restaurants, cafes and a cinema. Information technology will be an essential component of any major tourism development undertaken in Samoa. The integration of computerised booking systems in hotels/resorts and growing popularity of the Internet provide additional opportunities for investors.

3.1 Key Locations

The following map and information is taken directly from the 2004 investment guide prepared by the Samoan Tourism shows a variety of locations in the rural areas of Upolu and Savaii where there exist further opportunity for development especially for restaurants, cafes, shopping and handicrafts.



Apia



Many opportunities exist for the capital of Samoa. Apia can be made into the most vibrant tourism capitals in the Pacific. This can be done by developing the Apia Waterfront and coastal area with accommodation, restaurants and recreational areas.

There is an existing opportunity for Entrepreneurs to provide diverse activities. Natural forests, cultural activities and adventure activities can all be operated from the CBD.

South East Upolu



This area has the potential to be further developed into a base for south coast marine activities and excursions. There are many current underdeveloped locations that can be made into prime tourist spots. For example, the To Sua Trench in Lotofaga boasts a Mediterranean view with access to blow holes, a beach and a large swimming water hole.

Southern Upolu



In this area the opportunity for nature based products such as trekking, horse riding, canoe fishing and the like exist for development. Further development of the National Park should also be implemented.

Investigation of the development of compatible tourism operations in the Safata Marine Protected area for activities such as dolphin watching and guided snorkelling could prove to disclose much operations opportunity.

There is a large opportunity for the establishment of more coastal resorts like Sinalei and Coconuts Beach Club.

Eastern Savaii



This area is the gateway and nature base for activities on the big island of Savaii. The Government proposes a township in the area of Salelologa. Primary infrastructure is currently in the process of being laid such as roads and electricity.

Northern Savaii



Currently there are a few beach fale operators in this area. However adding different types of accommodation to complement the current beach fale sector can further develop Savaii beach tourism.

The area has more room to establish cultural, nature and marine based activities. For example, there is only one dive operator in the area.

There is also room for the development of safe anchorage to encourage yacht visits and prevent destruction to coral reefs.

Other amenities that should be developed are mini conference and convention retreats and tourist services. e.g. massage and handicrafts stores.



This point is the most Westerly in the world. It is where the last sunset is seen every day. It is a natural, cultural and mythological special site of interest.

4. OPERATING ENVIRONMENT FOR TOURISM INVESTMENT

4.1 Investment Framework

The Samoan Government actively encourages investment in tourism infrastructure as it realises this is required to underpin growth in the economy and to broaden and deepen the productive base of the economy. Measures include:

- a National Investment Policy Statement (1997) to provide investors with clear guidance about procedures and priorities;
- open, efficient and transparent investment procedures;
- the development of the Trade and Investment Promotion Unit, created to assist and facilitate local and foreign investment;
- economic reforms including the reduction in all tariffs;
- incentives available for investment in priority areas.

There is no minimum or maximum limit on the amount of capital an investor may bring into Samoa.

Among the business activities reserved for Samoan citizens are: buses for public transport, taxi operation, vehicle hire and retailing.

The Samoan taxation regime is simple: personal rates vary between zero and 35% while the company rate is 35% and there is a sales tax of 10%.

4.2 Incentives Regime

The Government of Samoa offers a range of incentives to the tourism sector, with no distinction made between companies with local or foreign shareholdings. The Enterprises Incentives and Export Promotions Act (1993) and the amendment in 1998 provides incentives to Domestic and Export Enterprises, with tourism operations qualifying under the requirement that they are export enterprises exporting at least 95% of their output.

Table 2 Investment Incentives Provided by the Samoan Government

<i>Type of Incentive</i>	<i>Domestic Enterprises</i>	<i>Export Enterprises</i>
Income Tax Holiday	Up to 5 years	Up to 15 years
Preferential Income Tax Rate		25% upon end of tax-free period
Dividends withholding tax exemption	Up to approved tax free period, plus maximum 2 years thereafter	Up to agreed tax free period, plus maximum 5 years thereafter
Permission of loss carryover		Deferment possible until after tax free period
Customs on excise duties on machinery, building materials, vehicles and raw materials	Partially, or in full, up to a 5 year maximum	Partially, or in full, up to a 15 year maximum
<i>Government of Samoa</i>		

The Samoan Government has recently announced reductions in import duties for all businesses – the maximum rate now being 20%.

4.3 Access to Finance

Samoa has four commercial banks offering a variety of financial services:

- ANZ Bank
- National Bank of Samoa
- Westpac
- Samoa Commercial Bank

There are also a number of other agencies that will provide assistance to prospective investors including:

- The Development Bank of Samoa
- The Central Bank of Samoa
- The South Pacific Project Facility – now Pacific Enterprise Development Facility (IFC)
- The Pacific Islands Investment Fund.

International Financial Institutions

Samoa as a signatory to the Cotonou Agreement has access to the facilities of the European Investment Bank (EIB). As a member of the World Bank, the facilities of the International Finance Corporation (IFC) would be available for projects in this country.

APPENDIX ONE: INVENTORY OF TOURISM ACCOMMODATION ENTERPRISES

Apia & Vicinity	Room	Bed	Comments
Aggie Greys Hotel	156	308	156 rooms, 2 suites, 26 island style bungalows (fales) all a/c with en-suite bathrooms
Hotel Kitano Tusitala	94	286	59 standards, 30 deluxe, 4 special rooms & 1 suite all with /c & ensuite bathrooms
Insel Fehmarn	54	108	rooms can accommodate 2+ people, beds each depend on request & air-conditioning
Paseka Inn	26	84	a/c rooms single/double with private facilities, some with spa baths.
Vaiala Beach Cottages	7	14	7 self-contained cottages with full kitchen, en-suite bath
Apia Central Hotel	22	24	self-contained, a/c units, access to amenities
South Sea Star	30	60	24 double/single rooms with self amenities
Harbour Light Motel	22	34	22 a/c rooms with private facilities. Communal kitchen
Valentine Parker's Acc.	12	30	double, singles, twin share and a/c self-contained units, breakfast included
Betty Moor's Guest House	13	20	7 single rooms, 4 twin rooms & 2 double rooms, all with shared facilities
Sea Side Inn	15	40	3 singles, 5 doubles & 5 triples, budget accommodations with bath & toilet.
Olivia's Accommodation	6	20	6 self-contained units with amenities
Samoa Outrigger Hotel	7	24	3 double rooms shared facilities, 2 triple rooms with facilities, 2 triple/double rooms
Hotel Teuila	15	26	a/c rooms, each with en-suite bathroom
Alailima Family Hostel	7	14	maximum 2 people in each room
Fesili Motel	10	26	10 a/c rooms (standard/double/suite), each with en-suite bathroom
Seipepa Travel Home	8	16	4 standard rooms & 3 Samoan fales, maximum 2 people in each fale
Tuitamana Maota Motels	5	15	5 units self-contained, can accommodate 3 to 4 beds maximum
Aniva's Place	12	18	12 rooms with shared facilities
Tatiana Motel (Fugalei)	33	57	budget accommodations
Tatiana Motel (Taugamanono)	13	21	all budget self-contained rooms
Samoa Holiday Hotel	16	20	16 standard rooms a/c., fans, TV, self contained with kitchen facilities
Hotel Millenia Samoa	15	30	standard-to-deluxe rooms to suit every customers, breakfast and coffee included
New Princes Tui Inn	12	30	12 rooms, 2 dormitories, breakfast included
Blue Pacific Hotel	10	20	10 a/c rooms, ensuite, TV, phones and fans, breakfast included
Muatau	10	18	

			7 rooms upstairs 2 baths/2 restrooms, 3 downstairs 2 baths/2 restrooms (share facilities)
Nana's Airport Inn	12	22	12 standard rooms, 4 with private facilities, 8 with shared facilities
Moatoga Travel Lodge	24	54	6 rooms max 3 people with separate facilities and 18 double rooms with shared bathrooms
Hidden Garden Stay	10	14	10 budget rooms
sub-total	676	1453	
OUTSIDE OF APIA			
Sinalei Reef Resort	25	66	16 standard rooms & 4 suite & 5 garden view and beach front bungalows
Coconut Beach Club	24	50	7 standard rooms, 8 tree house & 7 beach bungalows & 2 units
Samoan Village Resort	10	36	10 fales maximum 4 people, air-conditioning & full kitchen facilities
O le Satapuala	3	6	beach bungalows with en-suite shower/toilet/refrigerator/fan. Budget accommodation available
Nuu-O-Vasa Beach Resort	2	6	2 self-contained units
Saanapu Lagoon Lodges	4	10	4 self-contained units, maximum 3 people per unit
Manuia Wetland	4	13	4 self-contained bungalows, complete with cooking facilities and en-suite bathrooms
Manau'i Cottages	?	?	
Rain Forest Ecolodge	3	6	1 double room & 1 single room both with shared facilities
Seegalua Surf Resort	8	10	8 double fales, 2 people in each fale, separate bathrooms
Sa Moana Resort	5	20	5 bungalows
Airport Lodge	8	24	8 bungalows with ensuite bathrooms and showers hot/cold water, max 3 adults.
Cloud 9 Eco Lodge	8	16	8 budget double rooms self contained
sub-total	104	263	
UPOLU GRAND TOTAL			
	780	1716	
SAVAI'I ISLAND			
Vaisala Beach Resort	40	73	40 rooms with en-suite bath room
Stevenson @ Manase	35	100	5 beach front villas air conditioned and 30 standards units
Le Lagoto Beach Bungalows	7	18	4 beachfront fales each with kitchenette, en-suite bathroom & a family fale with 3 bedrooms
Siufaga Beach Resort	7	26	6 bungalows & 1 family fale with 2 bedrooms, all with private cooking facilities
Safua Hotel	10	32	6 doubles units, 2 triple units & 2 family fales, each with private bathroom.
Savaian Hotel	10	34	6 self contained units & 4 fales, all with cooking facilities
Savaian Ocean View	4	8	4 a/c & self-contained rooms
Jet Over Motel-B/Bird Mall	10	30	10 double rooms, 5 deluxe rooms & 5 standard rooms a/c, fully self-contained
Lagoon Chalets de Lusua	?	?	
Taffy's Paradise	9	27	8 shared facilities rooms & 1 self-contained room
Silia's Blue Lagoon Motel	11	33	11 unit each with kitchenette, 1 single & 1 double beds, self contained maximum 3 people
UPOLU	780	1716	
SAVAI'I	143	381	
OVERALL TOTAL	923	2097	

APPENDIX TWO INTERNET RESOURCES ON SAMOA

Samoa Visitors Bureau - Head Office

Address: P. O. Box 2272, Apia, Samoa

Tel: (685) 63 501 / 63 508 / 26 557

Fax: (685) 20 886

Email: info@visitsamoa.ws

Website: www.visitsamoa.ws

Tourism strategy (2002-2004)

<http://www.treasury.gov.ws/publications/economy/sds0204/p012.htm>

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General information

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<http://www.samoanet.com/americansamoa/>

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Projects: tourism strategy regional

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Economic situation

<http://www.unctad.org/en/docs/aconf191cp19sam.en.pdf>

Marina investment

http://www.sptc.gov.au/ausint/pdf/sm_marina-complex.pdf

Investment In Existing Beach Properties

http://www.sptc.gov.au/ausint/pdf/sm_refurbishment.pdf

International Resort

http://www.sptc.gov.au/ausint/pdf/sm_international-resort.pdf

Soft Adventure Activities

http://www.tradeinvestsamoa.ws/investing_in_samoa/sector_studies/tourism_sec/aquatic_sp_op.htm

Accommodation investment, refurbishment

<http://www.tradeinvestsamoa.ws/>

Beach accommodation: refurbishment

<http://www.tradeinvestsamoa.ws/>

Financial structure

<http://www.tradeinvestsamoa.ws/>

Local organisations

<http://www.tradeinvestsamoa.ws/>

Foreign Investment Regime, Regulatory framework and investment facilitation,

<http://www.forumsec.org.fj/docs/IG/P13.htm>
http://www.tradeinvestsamoa.ws/investing_in_samoa/sector_studies/tourism_sec/promo_d oc.htm#8

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