

TALA SAMOA[©]

- • **Samoa Visitors Bureau Electronic Newsletter**
- • **September 2002, Issue 21**

Talofa and welcome to our electronic newsletter, keeping you updated on Samoa.

- • **Samoa's new Tourism Development Plan launched**

Samoa's Minister of Tourism, Hon. Hans Joachim Keil launched the nation's new Tourism Development Plan 2002 – 2006 earlier this month. The TDP was produced by New Zealand firm Tourism Resource Consultants and funded by NZAID. The plan took over a year to produce from the inception stage to developing strategies. The TRC team worked closely with the Samoa Visitors Bureau and consulted all stakeholders of the tourism industry from village chiefs through to women's committee's and youth groups. The final phase will be a series of workshops throughout Samoa next month with all stakeholders to discuss the TDP's implementation.

- • **Samoa Visitors Bureau produces new set of posters**

The Samoa Visitors Bureau has produced a set of two new posters. The first is a painting of a taupou (maiden) mixing ava (kava) with a matai (chief) against a backdrop of a waterfall and rainforest. The second poster contains three photographic prints on a black background with a siapo (tapa) print overlaid on the edges. If you'd like to order a set for window displays or your office, please contact your nearest Samoa Visitors Bureau office listed at the end of this newsletter.

- • **Samoa 2003 Calendar on sale now**

Our new Samoa 2003 Calendar is now on sale. To purchase a copy, contact your nearest office of the Samoa Visitors Bureau listed at the end of this newsletter.

- • **Miss Samoa 2002/2003 Crowned**

Anita Jamieson was crowned Miss Samoa 2002/2003 at the finale of the week long Teuila Festival held in Apia earlier this month. Anita was one of nine contestants who competed for the title. Other winners were 1st Runner-up winner was Jacquelyn Iosefa, 2nd Runner-up Cherelle Jackson, 3rd Runner-up Juliana Masoe & 4th Runner-up Ronna-Seyleck Lee. Anita will travel to the Cook Islands later this year along with Manamea Apelu, Miss Samoa 2001/2002 and current reigning Miss South Pacific, to compete in the Miss South Pacific 2002 Pageant from 23rd – 30th November 2002.

- • **Polynesian Airlines starts new NZ/Niue/Samoa service next month.**

Samoa's national carrier Polynesian Airlines will commence a weekly service from Auckland to Niue and then onto Samoa starting next month. The new service begins Saturday 26th October. Flight PH722 will depart AKL @ 1230, arriving IUE @ 1545. The flight then departs @ 1645 and arrives in APW @ 1745. The return flight PH875 departs APW on a Monday @ 1100 arriving IUE @ 1200. It then departs @ 1300 arriving AKL @ 1625. For further details consult your CRS or contact your nearest PH office.

- • **Polynesian Airlines new schedule effective 24th October 2002**

Polynesian Airlines has released its schedule (below) for the Northern Winter effective 24th October 2002 to 28th March 2003. Flights are code-share with QF, TN & WR where stated. Schedule changes apply for periods 14th-18th March 2003 & 2nd November 2002 to 25th January 2003, due to daylight saving time changes in NZ, Tonga and Australia. For further information consult your CRS or contact your nearest PH office.

Sydney/ Auckland/Pape'ete:	Day:	Departs:	Arrives:	Departs:	Arrives:
PH818/QF317/TN411	Mon	0945	1430	1600	2230
Sun					
Pape'ete/Auckland:	Day:	Departs:	Arrives:	Departs:	Arrives:
PH819/QF318/TN412	Sun	2330	0440 Tue		
Auckland/Apia:	Day:	Departs:	Arrives:	Departs:	Arrives:
PH732/QF3323	Tue	0545	0935 Mon		
Apia/Niue/Auckland:	Day:	Departs:	Arrives:	Departs:	Arrives:
PH875/QF324	Mon	1100	1200	1300	1625
Tue					
Auckland/Sydney:	Day:	Departs:	Arrives:	Departs:	Arrives:
PH875/QF324	Tue	1745	1845		
Sydney/Tonga/Apia:	Day:	Departs:	Arrives:	Departs:	Arrives:

PH876/QF323/WR203	Wed	1300	1910	2010	2125
Tue					
Apia/Tonga/Auckland:	Day:	Departs:	Arrives:	Departs:	Arrives:
PH745	Tue	2320	0040 Thu	0140	0420
PH741/QF324/WR312	Thu	0330	0450 Fri	0550	0830
PH749	Fri	0600	0720 Sat	0820	1100
Auckland/Tonga/Apia:	Day:	Departs:	Arrives:	Departs:	Arrives:
PH746/QF323/WR246	Thu	0715	0955	1055	1210
Wed					
PH744	Fri	1000	1240	1340	1455
Thu					
PH748	Fri	2200	0040 Sat	0140	0255 Fri
Apia/Honolulu:	Day:	Departs:	Arrives:	Departs:	Arrives:
PH362/WR313	Wed	1340	2000		
Honolulu/Apia:	Day:	Departs:	Arrives:	Departs:	Arrives:
PH363/WR312	Wed	2130	0155 Thu		
Apia/Auckland:	Day:	Departs:	Arrives:	Departs:	Arrives:
PH731/QF3324	Thu	1630	2035 Fri		
Auckland/Niue/Apia:	Day:	Departs:	Arrives:	Departs:	Arrives:
PH722	Sat	1230	1545 Fri	1645	1745
Apia/Auckland/Sydney:	Day:	Departs:	Arrives:	Departs:	Arrives:
PH853/QF324	Fri	2325	0330	0505	0605

• • **8th Samoa International Game Fishing Tournament dates set for 2003**

The 8th Samoa International Game Fishing Tournament will take place from 12th -17th May 2003. This year's tournament held last month attracted anglers from around the Pacific - American Samoa, Australia, New Zealand, America and Tokelau to compete against the local Samoa team. Country standings at the end of the tournament were: 1st American Samoa (390.83 points); 2nd Australia (257.68); 3rd America (252.77); 4th Samoa (189.69); 5th Tokelau (189.03) and 6th New Zealand (135.14). For a full set of results visit the tournaments website: www.fishing.ws

• • **I.O.D.A 4th Oceania Optimist Championships in Samoa next month**

Sailors from 10 South Pacific countries will set sail for Samoa next month to participate in the International Optimist Dinghy Associations (I.O.D.A.) 4th Oceania Optimist Championship. The teams made up of five sailor and two officials will represent New Zealand, Australia, Tahiti, New Caledonia, Cook Islands, Fiji, American Samoa, Papua New Guinea, Solomon Islands, Vanuatu and Samoa. The championship is being hosted by the Apia Yacht Club in association with the Samoa Sailing Association, and will run from 8th – 13th October. For further information on the event log onto: www.samoa.ws/optimist

• • **Samoa last stop in “Round the World” record bid by Kiwi’s**

Samoa will be the last stop in an epic journey by New Zealanders John Bougen and James Irving to visit 193 countries in under 160 days. The Kiwi pair are attempting to break a number of records: Shortest time taken to visit 193 sovereign countries; Most nations visited in one continuous trip; Longest ever single journey travel itinerary; Longest air itinerary ever made using the Galileo system; Most airlines used in a single journey; Most different types of aircraft flown in, on a single journey; Most hotels used in a single journey; Most countries where a credit card transaction is made; Most visas obtained for a single journey; Most ridiculous journey ever undertaken! The duo applied to the Guinness Book of World Records which said it would endorse the ambitious plan – as long as they used only commercial and public transport. John and James kicked off their Big OE last month departing from Auckland to visit all the countries in the following regions and order - South America, Caribbean, Central America, North America, Scandinavia, Eastern Europe, Central Asia, Europe, North Africa, Sub-Saharan Africa, Middle East, The Mediterranean, India, East and South Eastern Asia, North Pacific, Australia and the South Pacific. Cost for the airline tickets is estimated to be NZ\$400,000. The pair are expected to arrive in Samoa at 8.40pm on 2nd February 2003 onboard Air New Zealand flight NZ56 and then depart for Auckland two and half hours later at 11.10pm on Polynesian Airlines flight PH875. To follow their progress log onto www.nzzoom.com

• • **New city added to PH Polypass**

Polynesian Airlines has added Salt Lake City, USA to its Polypass product. The popular 45 day air pass which is priced from US\$1099 now offers 21 cities in Samoa, American Samoa, Fiji, Tonga, Tahiti, Hawaii, New Zealand, Australia and USA. For a copy of the Polypass brochure contact your nearest PH office, or visit their website: www.polynesianairlines.com

• • **Island Jazz Festival 2003 dates set**

The Island Jazz Festival, postponed this year, will now to take place from 2nd – 4th May 2003. For further information visit their website: www.islandjazz.ws

- • **New PH in-flight magazine**

Polynesian Airline latest issue (September – November) of their in-flight magazine “Polynesia” is now out and available on all flights. For a copy contact your nearest PH office.

HOW TO CONTACT US:

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Should you wish to be “added” or “deleted” from our “TALA SAMOA” mailing list please email your full contact details, (name, position, company, address, ph, fax, email) with the words “add” or “remove” in the subject line to