

Malo Usu

Samoa Tourism Authority Monthly Newsletter - October 2004

STA conducts Training Workshop for Savaii Operators

Samoa Tourism Authority through its Human Resource Development Division conducted a three day Training program in the Big island of Savaii from 13th-15th October, the program invited all operators in Savaii. Its focused was to upgrade and improve the services that operations offered and included customer services, room/housecraft, food preparation and costing, marketing strategies and tourists and visitors safety. Over 30 participants attended the program which includes members of the public whom are setting up operations of their own in the next few months, namely the Saleaula Womens Committee. Representatives from the Samoa Polytechnic and SBEC were able to assist the HRD staff in conducting the training program.

Newly crowned Miss Samoa in the Miss South Pacific Pageant.

Miss Saifaleupolu Nofoasaefa Tamasese, the newly crowned Miss Samoa was one of the seven contestants from the South Pacific region who travelled to Pago Pago, American Samoa for the 18th Miss South Pacific Pageant on the 29th October. Miss Samoa was accompanied by her chaperone and staff members of STA. Minister of Tourism and Chairman of the Miss South Pacific Pageant, Hon. Hans Joachim Keil was also in Pago and delivered the welcoming address to a packed Fale Laumei auditorium on the night. The theme for this year's pageant "Portrait of the Pacific" was well reflected from the contestants performances and especially in the traditional wear category.

Despite all the effort and the crowd advantages, the contestants from the two Samoas failed to win the crowned, Miss American Samoa however came 2nd runner up edging out Ms Northern Marianas, newcomer Miss New Caledonia, Miss Samoa and Miss Tonga. The two top contestants, Miss Cook Islands came 1st runner up and was not able to win back to back title for her country after Miss Cook Island 2003, Janice Nicholas won the title last year in Apia. The new Miss South Pacific for 2004 went to the contestant from the Cyclone Heta struck nation of Niue, Ms Sinahemana Hekau.

Journalists plan filming in Samoa

STA Marketing Manager, Sala P Tagiilima confirmed that a four man-team from French Television were in Samoa for five days in late October, they were in a scouting mission looking for appropriate venues to do the filming on the life of Robert Louis Stevenson, this included a beautiful beach location (isolated) away from residential areas. Part of this filming will be done in NZ, and it is a huge project where a lot of locals will be needed and benefited from. A beach site at Falefa has been identified and earmarked for the filming which is set to start sometime in 2005 but the exact month is not yet confirmed. A similar filming by BBC on the life of Robert Louis Stevenson is also proposed for 2005, although not yet confirmed. STA adopts this strategy (media programme) as it is less costly but more effective in terms of destination promotions.

Village Awareness for Savaii

Samoa Tourism Authority is conducting a 9 weeks village awareness program in the island of Savaii starting on the 18th October, 39 villages will be hosting staff members, NBC members and representatives from the Ministry of Police and Ministry of Women, Community and Social Development. The main focus of the awareness program is for villagers to be able to know and understands the social and economic benefits that they can receive from tourism operations and developments. They are also being informed of the laws and penalties regarding any crime concerning tourists and locals alike.

One major objective of the program is the fact that, maintaining cleanliness and the natural beauty of villages and their surroundings, as Samoa is referred to as the cleanest island nation in the Pacific. The program will end on the 9th December in the village of Manase.

The new stylish *Aggie Grey's Lagoon, Beach Resort & Spa* is set to open in the first week of July 2005 as a 140 Deluxe Room property with a 4 1/2 Star Rating.

Room(s) Update :There will be two room categories at the new Resort.

1. 140 Deluxe Ocean View Rooms - 70 on the second floor and 70 on the ground floor all with sweeping views of the Blue Pacific Ocean.
2. 4 Executive Suites are located on the Second Floor

The Resort will have 144 Rooms all with panoramic views of the Pacific Ocean. Each room will have central air conditioning, TV/in house movie and cable channels, en suite Facilities with bathtub facilities and hold two Queen size beds per room, hair dryer, iron and ironing Board, IDD telephone and instant Internet access. Mini bar and tea/coffee making facilities, in room safe and radio clocks. Each Room has its own private patio deck.

There will be family and interconnecting rooms as well as 4 Rooms especially fitted for the physically challenged.

Each of the 4 Suites will have its own lounge area as well as private patio deck.

Resort Facilities and Services

The Resort will offer 1 Swim up Pool Cocktail Bar and One Main Lobby Bar. The Pool Swim Up Bar will be called "The Solent Bar" after the Teal Flying boats which used the site of the Resort during the 1950's and 1960's for the famous Coral Route landings.

The Main Bar will be called "Bloody Mary's" and will house numerous imported beers, spirits and other liquor as well as serving original cocktails. Nightly live entertainment will also be a feature to add to the balm of the evening.

Our signature restaurant, "South Pacific", will be the Resort's main restaurant, serving Island flare cuisine mixed with East-meets-West cuisine. The Al Fresco Pool Area will serve snacks during the day and evening for Casual Poolside Dining.

Penina o Samoa 18 Hole International Golf Course and Country Club at Aggie Grey's

Samoa's first 18 Hole International Golf course will be situated on the site of the Resort offering guests a truly international experience in Golf. Designed by Rather International Golf Design in Greenwood Lane Colorado, USA and being built by Mike Franco, a PGA Consultant. The course will be ready and playable by April 2005 and is well into its construction stages. A Condominium development is also planned at the site of the new Resort and is expected to begin once the full 18 Hole Golf course is complete.

An array of Golf packages became available with the Resort's Room rates on 1st August 2004.

August Review of Tourist Arrivals 2004/2003

August total tourist at 8,355 arrivals noted a marginal decrease of 1% over August 2003. However, overall total for the first eight months (Jan-Aug) with tourist arrivals close to 63,000 exhibit a high rise of 5% in comparison to the corresponding period of last year.

Again Holiday sector dominates the tourist markets in August with 2,726 tourists, although show a downfall of 11.8% in terms of growth. Furthermore, Holiday sector rated highest in terms of market share with a 33%. Visiting friends and relatives rated second largest in terms of share with a 29% although exhibits a negative growth of 15.8%. Business in particular showed the greatest growth increasing by almost 35% and bringing in almost 300 additional tourists to Samoa for the review month. This high growth shown maybe accounted for by the Pacific Island Forum meeting held in Apia in this specific month. Other sector exhibits growth rate of almost 30% introducing 459 extra tourists visiting Samoa for the review month. Sports on the other hand, showed a negative growth by actually decreasing by 18% over August of last year.

New Zealand surprisingly overcome American Samoa with 2,683 visitor arrivals in August and held highest share of 32% of the tourist traffic flow. Furthermore NZ brought in 453 additional visitors to Samoa at 20.3% growth rate. American Samoa rated second largest with 23% share of the tourist market although growth from same month last year dropping by almost 33%. Australia rated third with 14% and likewise NZ, posted a positive growth of 16.4% and thus bringing in 169 extra tourists to Samoa. USA fourth with 10% share exhibits a downfall of 7.4%. Cook Island market experienced the most significant growth of 420%, bringing in 21 additional tourists to Samoa. Close to 190 more tourists arrived from our neighbouring Pacific islands. Another extra 16 tourists arrived from Scandinavia. Other major increases recorded in number of tourist arrivals from other Asia countries 33%, Fiji 25.5%, Canada 24.1%, Germany 13%, United Kingdom 10.5% and other countries with 5%, bringing in almost 150 additional tourists visiting Samoa altogether.

Male and female visitors to Samoa share an even distribution and there seems no significant difference between the two in all age groups. The 25-44 age group contributes to many of the tourists arriving in Samoa accounting for a 36% of total arrivals. Polynesian airline and Air New Zealand are the major carriers

contributing to 60% and 25 % of all inbound tourist traffic. A greater number of tourists at 97% traveled by air while only 3% utilize sea carriers.

Matareva Beach Resort Facelift

A hidden paradise became accessible after the two devastating cyclones in the 90s. However, it wasn't until businessman Fuimaono Lepopoi Schwenke approached the villagers and started renovating and landscaping the Matautu - Lefaga village development in early 2004. The Beach, as Schwenke explained is named Matareva after the famous actress Maeva in the Return to Paradise movie filmed in the same village which starred the world renown actor Gary Cooper.

The outline of the whole project is based on how the village looked like back in the 1950's, with the white sandy beach that stretches more than 1000metres long in an untouched natural environment. The whole area is believed to be 200acres of coastal land and is rich with rainforest and some monuments of the past settlements as well as evidence of well known legends and myths lies within walking distance. (Vai o Sina, Tia Seuulupe, Ala Tianiu and Tigilau's Boat Crew).

The resort offers a variety of services and includes an Open Fale which can host 300people and its for any sort of function, Accommodations is available from ST\$40 per person, ST\$90 with meals(lunch and dinner), Fast food Restaurant is open at daytime and any special menu is available upon request.

It is one of the best location for filming/photographing, swimming or snorkelling or nature lovers for relaxation and rest. Maeva Beach Bar is also open day and nite to the sound of Beat DJ Sounds. Bookings Reservations can be made to Email: matareva@lesamoa.net or phone: (685)35139 or mobile (685) 777-4392.

Polynesian Airlines launch Newest addition to its fleet

Samoa's National Carrier - Polynesian Airlines launched the arrival of its newest addition to its fleet, a De Havilland Canada Dash 8-102 aircraft. This was held at Faleolo International Airport in early October, named and christened the "Island of Manono". As an extension of its service the new aircraft will allow additional flexibility in schedules and will offer the Airline's valued customers more options when planning their trips. The new aircraft has a seat capacity of 36 passengers and will service not only for the two Samoas but for Tonga as well. For added convenience the aircraft has overhead lockers where passengers can store their personal items during flights. Polynesian is selling one of its veteran DHC Twin Otters with the arrival of the Dash 8. Its fleet will now be its Boeing 737-800 on international services, the Dash 8 on inter-Samoa and regional flights, and a Twin Otter and a Britten-Norman Islander on inter-island flights in the Samoas. The services of the new aircraft will begin on November 1st.

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