

Samoa Tourism Authority
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REQUEST FOR PROPOSAL

SUBJECT: DESTINATION REBRANDING – LEAD BRAND & CREATIVE AGENCY SERVICES 2026-2027

The Government of Samoa has available funds to support the Samoa Tourism Authority (STA) in its destination rebranding initiative, to establish a refreshed and future-oriented brand platform that fosters tourism growth across all key source markets.

The Authority is seeking proposals from reputable, experienced strategic and creative agencies to provide expert destination branding and implementation support. The selected Lead Brand and Creative Agency will collaborate with us to realize our marketing and promotional objectives for the fiscal years 2026-2027.

The successful agency will deliver a comprehensive end-to-end solution, that encompasses strategic planning, research, creative development, digital strategy, and implementation. This project aims to create a renewed tourism brand identity and positioning framework that reflects Samoa's unique cultural identity while enhancing its global competitiveness, visitor engagement, and long-term tourism growth.

All interested bidders must submit their proposals via MOF e-tendering portal by no later than 11:00 am on Monday, 31st August 2026. Late submission will not be considered.

Submissions must be addressed and delivered to:

The Secretary
Tenders Board
Ministry of Finance
Level 4, Central Bank Building
Apia,
Samoa

Should further information be required, please contact the Sales and Marketing Manager, Losa Mai'ai-Wallwork, at 63540 or email losa@samoa.travel.

Yours sincerely,

Niumata Kitiona Pogi
CHIEF EXECUTIVE OFFICER