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SAMOA TOURISM AUTHORITY ANNUAL REPORT 2017-2018





22 November 2018

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

SAMOA TOURISM AUTHORITY ANNUAL REPORT 2017 - 2018

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 2017 to June 2018.

Faafetai,

Sala Fata Pinati
MINISTER OF TOURISM



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MESSAGE FROM THE MINISTER



I am pleased as the Minister of Tourism to present this Annual Report for the Financial Year July 2017 to June 2018 noting some of the significant milestone developments by government and the sector to further enhance sustainable tourism in Samoa, during the second half of this United Nations acclaimed year for "Sustainable Tourism for Development 2017".

Some of these milestones included the researching and reinstating of the Jet Services and National Carrier label to be once again owned and be synonymous to Polynesian Airlines, which was subsequently rebranded to Samoa Airways. It is noted that in its establishment the airline in this financial year has achieved the Cabinet designed basic objectives, of ensuring that it would begin the introduction of favourable and competitive airfares for tourists and the travelling Samoan public, the generation of employment for the Samoa Workforce as well as spearheading economic growth in trade and tourism.

There is a peaceful new norm in Samoa as Parliament this year initiated and passed the amendment of the constitutional law establishing Samoa as a Christian Nation founded on God. This exciting new norm has enabled the strengthening of faith and the sustainability of iconic cultural images, and the tranquil nature of the Samoan Experience, reminding visitors of the simple purposes of life, and the experiencing of the living Samoan culture that promotes relaxation as explained by the famous Lonely Planet Guide when writing about Samoa 'that if relaxation was an Olympic Sport, that this would be the place to train'.

The realization of the various forms of Sustainable Tourism in Samoa has given rise to different products and services that have given more tourists the pleasure to savour Beautiful Samoa and its beautiful and authentic Samoan hospitality whether it be in the eating of fresh food or in the discovery of beautiful swimming and site seeing landscapes or in just laughing and enjoying events, adventure and sports with our people.



We are most appreciative of our development partners and especially the New Zealand Government in assisting the development of the tourism sector within the Samoa Tourism Growth Programme and the Waterfront Development Project to name a few but transformational support rendered the authority and sector vision, 'that by 2019, Samoa will have a growing tourism sector, which engages our visitors and people and is recognized as the leading Pacific Destination for sustainable tourism.' We also thank the Peoples Republic of China for the assistance in overseas training, the Australian AVID Programme and the UNDP Support for the National Tourism Climate Change Adaptation Programme Strategy and the assistance which reviewed the Samoa Tourism Development Indicators through the Global Sustainable Tourism Council and the Sustainable Travel International.

We thank our Government for supporting the development of sustainable tourism through the annual budgets of the Authority, and the STA Board for their diligent work, setting the required policies and strategies that guides the work of the Authority and sector.

May I extend a sincere faafetai tele lava to the Tourism Industry who continue to enhance the delivery of our tourism products and services for the enjoyment of all visitors to our beautiful country, and in the same vein thank all visitors who continue to select Samoa as their holiday destination year after year. We thank you.

My very last faafetai tele is of course for our hard working Management and Staff who continue to advise the stakeholders, coordinate sector development and promote the destination. Thank you and may you all have a Merry Christmas and a Prosperous 2019.

Ia Manuia!



Sala Fata Pinati
MINISTER OF TOURISM



FROM THE CHIEF EXECUTIVE OFFICER



The Samoa Tourism Authority is the Government Agency responsible for the coordination of the tourism sector and the advising of government and investors on tourism development that is beneficial for all, and within the Sustainable Tourism framework that is defined by the United Nations World Tourism Organisation as 'Tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities.'

This financial year recorded many benchmark decisions and development activities that the Samoa Government had boldly made, such as the move to reinstate its jet services and airline.

The sector is assisted by the traditional development partners in the improvement of the sector that the leaders give priority due to it being the mainstay of the Samoa Economy. Sustainable Tourism is acknowledged as the sector through which the Samoan culture, clean and pristine environment is protected and sustained for the promotion of the Samoan identity and tourism DNA that is Samoa's unique selling points (USP) and attractive holiday features.

Visitor Arrivals and Earnings in this financial year achieved record growth with 163,323 visitors contributing \$454.2 million into the economy or 23.8% of total GDP. The growth in overall visitors and earnings was largely due to the increase in airline seats from the traditional primary source markets of New Zealand and Australia with competitive airfares prompted by the introduction of the new Samoa Airways (formerly Polynesian Airlines) jet services and the additional 13,000 seats introduced by Air New Zealand over the 12 months period in the Auckland/Apia route. This also included increased seat capacity by the new National carrier in addition to the continued Virgin Airlines flights increasing the desired frequencies from Australia. Fiji Airways contributed also to the increase of airline seat capacities from Nadi by replacing 4 of its ATR72 flights with those of the B737 800, whilst maintaining the other 2 from Suva. We highlight the importance of increased access because airlift increases tourists and occupancies whether it is at



accommodation properties, restaurant seats, transfers and transportation seats or participation in witnessing floor shows and feasts and tours or just sitting at a beach. The unique Samoan experiences that is offered by our country for value for money, is at a loss if we do not have market access in the form of airlines and cruise ships to bring the tourists to our shores.

This year also represented an increase in the attraction of specific niche groups for activities such as in sports, meetings and conferences due to the availability of facilities offered by the Large Hotels and the various suitable venues with the right amenities. Samoa is becoming a focal meeting capital in the Pacific region. It continues to also offer great sporting facilities and venues which continue to attract regional and international tournaments, but still not as many sports and business persons when compared to the previous year which had hosted the Commonwealth Games.

Despite the increase of visitors, the industry must still be encouraged to attract the right target tourist market(s) that meet their products and services offering and provide an improved and quality yield or earnings.

The food festivals and availability of organic fresh fruits, vegetables and foods are some of the wonderful experiences of Samoa. There are many restaurants and places to wine and dine, and the local beer adds great flavours to any palate. These are so many positive tourist experiences that have told so many stories that the Samoa website and social media platform have recorded to tell many Samoa stories which are shared around the world through digital media. The Authority and sector through the assistance of the Samoa Tourism Growth Programme funded by the New Zealand Government has engaged technical assistance that will further develop the Samoa Direct Booking Engine to sell accommodation and touring activities that can be easily accessed by the potential visitors from overseas in the planning of their holiday or visit to Samoa.



It is without a doubt that tourism is reliant on the innovativeness and commitment of the workforce and the Authority and the Tourism Training Taskforce or the Tertiary Training Providers who continue to evaluate and establish the annual training calendar and delivery of the training modules that keep the tourism employees informed and trained when participation is permitted.

The Management and staff take this opportunity to thank the Minister and Cabinet for their support of the annual work plan of the Samoa Tourism Authority and the Sector. We also thank the Chairlady and the Board of Directors for their strategic guidance and support throughout the year.

The Samoa Tourism Authority Management and Staff also thanks the government agencies that have lent the Authority employees and the Sector Support in the facilitation of infrastructural development or in cross cutting matters that have continued to enhance the coordination of tourism on our shores.

We especially thank the Tourism Private Sector for your perseverance in ensuring that the tourists and our guests continue to return to Samoa for their holidays and special purpose visits. We thank God for all the blessings that He continues to pour abundantly on our country and the hard working staff of the Samoa Tourism Authority.

Ma le fa'aalalo tele lava

Papalii Matatamalii Sonja Hunter
CHIEF EXECUTIVE OFFICER



3.0 EXECUTIVE SUMMARY

This Annual Report covers the Financial Year July 2017 - June 2018 and advises of the Government's ongoing commitment to the development of the tourism sector and the annual work plan activities which were performed together with the private sector as outlined in the Corporate Plan strategies that follows the guiding objectives of the Samoa Tourism Sector Plan 2014 – 2019 and the Samoa Development Strategy 2017 - 2020.

The Samoa Tourism Authority hereafter referred to as the Authority was established in 1986 as the Samoa Visitors Bureau until an amendment that changed its name and incorporated its' mandate functions as stipulated in the Tourism Development Act 2012.

The Authority received a grant of \$11,412,131 for the financial year to allow for marketing collateral and tactical campaigns in partnership with the travel trade and key preferred local suppliers or companies, or through branded campaigns committed to advertising the destination messages. Over the past years the Authority had committed much support to the tactical campaigns with the travel trade and airline partners. These continue to be given some importance but have been decreased to allow for other means of direct marketing to consumers given the available means of direct marketing techno-methods of distribution. These are in the forms of the EDM or the usage of Social Media with the specific messages or stories told. The assistance of the Samoa Tourism Growth Programme funded by the New Zealand Government has assisted some of these marketing strategic initiatives albeit slow in coordination. The Digital Strategy discussed amongst stakeholders of the sector utilizing the Samoa Tourism Industries Alliance has been beneficial for opening up the dialogue in the sector and has allowed the Authority and government agencies to be more engaged and assist the development of the public and private sector partnership.



The Authority has always been serious in its role in assisting the Small to Medium Tourism Enterprises by creating a Samoa Direct Booking Engine to improve the sales of room nights online. The Authority continues to train and encourage these businesses to refresh and renew their deals online to attract loyal clients to their businesses. Some have become expert on engaging the clients at the holiday planning stage and others still require more training. There are quite a few ways that the Authority employs to increase awareness of Samoa tourism offerings in tourist source markets and depending on the market profile and interests that match what the destination can provide/offer.

Most holidayers when considering Samoa are those that are looking for a relaxing holiday with a bit of soft adventure such as provided in our marine activities as in snorkeling, fishing, or swimming or in our terrestrial or land tourism activities which include nature and historical sightseeing based tours.

The discovery by tourists of the wine and dining in Samoa (Meaai Samoa Cookbook by Robert Oliver) has given rise to popular tourist activities such as the food festivals, food tours and the emerging Agritourism tours.

Given Samoa's state of the arts sports facilities and including an international Olympic aquatic Center, there is an increasing demand for sports tourism with visiting teams to play against local teams, or the coordination of international tournaments in Samoa. This is an area that could increase demand for sports tourism.

There are many undiscovered and un-coordinated Samoan Experiences that can develop unique experiences for tourists and based on the uniqueness of what is a Samoan experience.

The Authority supports the Personal Care and Wellness Industry, Agritourism, Food Tours, the Circus of Samoa and so many other products and services that have approached the Authority for assistance.



The Report provides a snapshot of what the Authority continues to assist in the development of sustainable tourism and recognizes the limited investment capital targeted by so many in Samoa and therefore endeavours to match them with potential investors for partnerships that is conducive to the requirements of the Samoan businesses.

The Revised STA Corporate Plan 2017 - 2020 has registered the achievement of positive results in the past financial years.

Total visitor arrival numbers of 163,323 contributing to \$454.2 million tala accounted to 23.8% of the total GDP. The future is bright and tourism in Samoa can be successful for all who are diligent in ensuring the recognition of the available opportunities.

The growth in overall number and earnings was largely due to the increase in access through aviation capacity and the much higher than expected growth in the Holiday and VFR markets which resulted in an 11.53% growth in visitor arrivals and 17.18% growth in tourism earnings when compared to the 2016/17 period.

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 | Faaloalo |
| • Honesty | Faamaoni |
| • Impartiality | Le Faaituau |
| • Effective & Efficient | Lelei na Fuafua ma Vave Faataunuu |
| • Accountability | Mafai ona Tali atu & Faatino |
| • Transparency | Pulega Manino |



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 actioned 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 Sales & Marketing Division

The Sales & Marketing 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, supports for accessing funding and finance, as well as human resource development of the Industry, awareness and education. This Division also supports core Activities of STA Tourism Climate Change Adaptation Project.

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 & Sector Coordination Division

The Police Advice and Sector Coordination division has continued to lead the way in providing advice relating to the Government's objectives to achieve motto of 'Beautiful Samoa' "Samoa Lalelei" Campaign 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 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 2017 -June 2018

1. Adele Kruse	Madam Chair
2. Aanamaitu Tauiliili Pasikale	Director
3. Leota Lu II	Director
4. Tuala Oli Ah Him	Director
5. Tuiataga Nathan Bucknall	Director

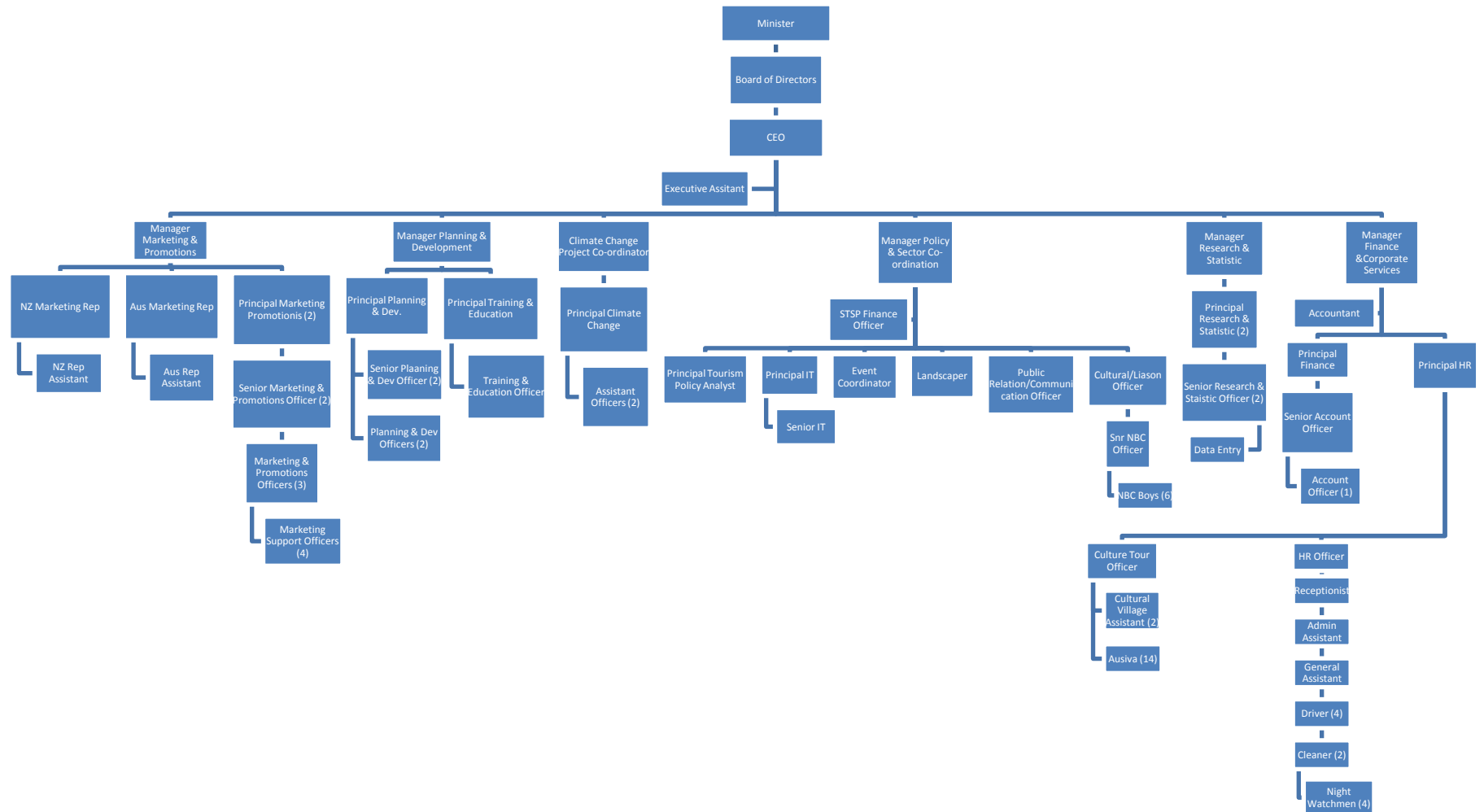


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| 6. Tauiliili Alise Faulalo Stunnerberg | Director |
| 7. Leota Matamua Tuitautai Kuki Retzlaff | Director |
| 8. Papalii Matatamalii Sonja Hunter | Chief Executive Officer |

3.9 Management July 2017 -June 2018

- | | |
|-------------------------------------|--------------------------------------|
| 1. Papalii Matatamalii Sonja Hunter | Chief Executive Officer |
| 2. Pativaine Petaia-Tevita | Manager Finance & Corporate Services |
| 3. Leituala Joe Chan Ting | Manager Sales & Marketing |
| 4. Dulcie Wong Sin-Simanu | Manager Policy & Sector Coordination |
| 5. Faamatuainu Suifua Faamatuainu | Manager Planning & Development |
| 6. Kitiona Pogi | Manager Research & Statistics |

SAMOA TOURISM AUTHORITY ORGANISATIONAL STRUCTURE





4.0 SALES AND MARKETING DIVISION

Overview

The activities implemented for this financial year was to generate demand, interest, and awareness for the destination in selected source markets. The focuses of the marketing and promotions activities were concentrated in our main primary markets, New Zealand and Australia. This was because both countries contributed 67% of the tourist arrivals in Samoa. American Samoa is also our primary market contributing 11% and the remaining 22% of tourist arrivals were from our secondary markets where promotions were mainly through digital and travel trade channels.

The usual scheduled of local, regional and international events took place throughout the twelve months. These events contributed to the promotion of the destination and further assist with generating demand and interests for people to travel to Samoa.

September 4th – 10th 2017	27 th Teuila Festival
November 13th 2017	Ground Breaking Apia Port Enhancement Project
January 19th 2018	Samoa Tourism Excellence Awards
February 17th – 18th 2018	Vailima Pure Marist International 7s Rugby Tournament
February 28th 2018	Alo Paopao Regatta
March 24th 2018	Sheraton to Sheraton Alopaopao
April 14th-21st 2018	Samoa International Game Fishing Tournament
April 30th 2018	Samoa Tourism Exchange
June	Completion of the Port extension at Mulifanua

The Authority continues to recognise excellence in the industry with the Samoa Tourism Excellence Awards held in January. This effort by the government was not only to award those who have nominated by the tourists for their great services and excellent products but also to have operation recognised of high standard in the market.

The result of Talofa Airways flying between the Samoa has been great increasing the number of tourist arrivals from 14,600 and keeping it around 17,400 since its inception in August 2016. The launch of Samoa Airways flights within the first 6 months of this



financial year 2017/18 have contributed to the cheaper airfares which enable more tourists and relatives to travel to Samoa, a whopping 11.53% growth, 163,323 in total. The more access the tourists have to Samoa more will come.

The continued push by the Authority to capitalise on the service flights by Samoa Airways saw the increase of interested Buyers registered for the Samoa Tourism Exchange held in April 2018. A record number of 72 Buyers participated including high profile Product Managers and Owners such as Mr. Warren Grau, Springboard Vacations; Mr. Robert Rounds, Fiji Airways Regional Manager; Ms. Daisy Park, Samoa Honorary Counsel in Korea/STA Korea Rep; Ms. Alison Cryer, Representation Plus/STA Europe Rep and Ms. Susana Iakoliev, Myriad Marketing/STA North America Rep. It was the first time a delegation of Buyers from the European marketing covering a wider geographical location this time than in previous years. They were from Belgium, France, Netherlands, Spain, Sweden and the United Kingdom.

The Sellers who participated ranged from hotel properties, tour operators, car rentals, airlines and local chefs. It reflected a diverse range of products available in Samoa. There was a delegation from American Samoa Visitors Bureau Office and was strengthened by representatives from the Hawaiian Airlines who attended for the first time.

The team carried out site visits covering all the accommodation providers in Savai'i in June. The purpose was to collect information on the properties' marketing strategies, discuss marketing opportunities, strengthen partnerships and listen to the concerns and issues faced by the operators. A total of 20 accommodation providers were visited.

The Government of New Zealand launched a partnership programme STA called the Samoa Tourism Growth Programme (STGP) managed by TRC Consultants had allocated resources towards marketing the destination by undertaking the STA Website Development Project. The company Electric Art won the bid and is currently working of making the changes which has been contributing to the increase visitor to the www.samoa.travel



In support the website redevelopment project, the Marketing Team aims to increase the property listing on the www.samoa.travel and the Samoa Direct. This was part of the site visit objectives.

Total number of overnight accommodations in the STA database is 124.		
Properties listed on samoa.travel (79)	Properties listed under Samoa Direct (55)	Properties listed with Package Deals (7)
12 Deluxe properties	4 Deluxe properties	Aga Reef Resort, Insel Fehmarn, Lauiula Beach Fales, Le Vasa Resort, Samoana Boutique Hotel, Vaiala Beach Cottage, Bayview Resort
12 Superior properties	7 Superior Properties	
14 Standard properties	19 Standard properties	
25 Budget properties	15 Budget properties	
16 Beach Fales	10 Beach Fales	

The number of tourist arrivals recorded at the end of the financial year 2016/17 was 146,437. This was increased by 11.53% at the end of 2017/18 with 163,323. This is a huge percentage increase of the past financial years. In terms of holiday markets which focus mainly at New Zealand and Australia it grew from 4.3% in 2016/17 to 11.59% in 2017/18.

The growing numbers of tourist arrivals are expected to be more as Samoa Airways opens up new routes in Australia and New Zealand in the future. This will be supported by the efforts of the marketing team to boost promotional activities within its primary markets and also other selected markets.

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;
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	• Samoa Tourism Social Media fan base; • Number of projects undertaken to enhance www.samoa.travel website.
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4.1.1 Direct Advertising

Direct Marketing efforts to sell the destination used available mediums such as radio, press, premium digital banner advertising, in-store window posters, website promotion and Electronic Direct Messages (EDMs). The contents and messages released 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 conversions and generate traffic towards actual bookings.

Market	Direct Advertising	Description
North America	0	Press, magazines, online
Australia	44	TV, press, magazines, online, radio
UK/Europe	1	Press, magazines, online, radio
New Zealand	38	TV, press, magazines, online, radio
Am Samoa	12	Press, radio, outdoor
South Korea	19	TV, Press, Online
China	70	Press, Online

The direct advertising efforts carried out during the financial year featured the 'Beautiful Samoa' brand mark on it. The majority of the direct marketing activities were focused around the primary markets due to the direct flight access available to Samoa.

4.1.2 Promotional Materials

During the year, collaterals printed and released reflected the 'Beautiful Samoa' campaign which was launched from 2015. These collaterals are used to support



marketing and sales efforts. The support enables the messages released to be clear and effective.

4.1.3 Online Development

4.1.3.1 Samoa.travel

Overall traffic to the main portal increased by 28.06%. Approximately 55.55% 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, ongoing efforts focus on site-content and the 'user-experience'.

Google Analytics Report 2017-2018						
Overview	16/17	17/18	Change	Top Content	Page views	% Change
Visits	318,237	407,546	28.06%	1) Homepage	130,938	-10.02%
Unique Visitors	312,088	401,613	28.69%	2) Introducing Samoa	7,243	-307.50%
Page views	1,076,351	1,502,330	39.58%	3) Rent-A-Car	30,473	-16.50
Pages/visit	2.53	2.71	7.06%	4) Samoan-Culture	26,534	-13.19%
Avg Time on Site	0:02:37	00:02:10	-16.67%	5) Accommodation/Deluxe	28,274	-23.33
Bounce Rate	62.48%	52.09%	-16.79	6) Package-deals	190	-11,260%
New Sessions	425,437	554,647	30.37%			

Visits by Country of Origin			Traffic Sources		% Change	Visits
Country	Visits	Share	Referral		-38.13%	9,545
New Zealand	144,982	35.12%	Organic Search		-1.64%	202,681
Australia	127,288	29.07%	Direct		11.58%	39,254
USA	61,178	30.84%	Paid Search		157,940.00%	31,608
Samoa	16,786	4.07%	Social		-62.51%	8,464
UK	11,728	2.84%	Other		173.03%	126,337
Canada	4,995	1.21%	Email		-33.08%	284



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 as reaches and engagement through Facebook, YouTube and Instagram increased noticeably.

Channel	2015/2016	2016/2017	2017/2018
Facebook	54,805 Likes 4,355,910 Reach	66,893 Likes 5,447,741 Reach	75,764 Likes 9,660,094 Reach
YouTube	55,200 Views	64,207 Views	177,665 views
Twitter	67,700 Followers	67,500 Followers	67,700 Followers
Instagram	14,200 Followers	20,402 Followers	24,632 Followers

4.1.5 Samoa Direct

The Samoa Direct online booking engine continued to act as a key distribution channel for many operators. Digital marketing efforts to drive traffic and bookings to Samoa Direct were conducted mostly in New Zealand and Australia. This is due to the two aforementioned locations been the primary markets as well as having direct flight access to Samoa. The number of participating operators listed under Samoa Direct remains largely the same.

Accommodation Category	2016-2017	2017-2018
Deluxe	4	6
Superior Standard	7	7
Standard	19	20
Budget	14	15
Beach Fare	10	10
Total	54	58

Discussions have been started and work-plans are in place under the Samoa Tourism Growth Programme funded by the Government of New Zealand to enhance Samoa



Sales and Marketing capabilities for the next Financial Year including Market Research and Samoa Tourism Website including the Samoa Direct booking engine.

4.2 Travel Trade Activities

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

4.2.1 Joint Marketing Campaigns

Market	Joint Marketing Campaigns Implemented
NZ	15
Australia	14
UK/Europe	4
North America	1
Asia (China/Korea)	5

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)	2
UK/Europe	2
New Zealand	12

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	230
North America	47
New Zealand	62
UK/Europe	984
Australia	133

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 (SELLERS) to sell Samoa and working closely with selected operators which have a proven track-record in generating enquiries and bookings.

Market	No.
New Zealand	228
Australia	518
UK/Europe	100
North America	91
Asia (China; South Korea)	280



4.3 International Media & Public Relations

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

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
Australia	5
New Zealand	4
UK/EU	1
Asia (China, Sth. Korea)	11
North America	3
American Samoa	3

4.3.2 Generated Articles & Features

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

Market	Articles/Programs	
New Zealand	8	Print, TV, online
Australia	3	Print, TV, online
UK/Europe	17	Print, online
Asia (China, Sth Korea)	104	Print, online
North America	6	Print, online



4.3.3 Electronic Direct Messages (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	12
Australia	12
North America	4
UK/Europe	4
Asia	31

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 that was held in April 2018 recorded strong interest from 70 Buyers from New Zealand, Australia, American Samoa, USA, Canada, UK, Europe, China and South Korea. In addition, there were 54 Sellers ranging from resorts and hotels to tour operators participated.

Market	Shows Attended
New Zealand	8
Australia	5
North America	2
UK/Europe	22
South Korea	1



4.5 Partnerships

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

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. Unfortunately due to the limited funds allocated for marketing and promotional efforts for the Financial Year 2017/18, 19 partnership programmes were able to carry out.

Market	Campaigns
Australia	8
South Korea	11

5.0 PLANNING AND DEVELOPMENT

The Planning and Development Division is responsible for the following key functions of the Authority:

1. Participation in the administration of the licensing requirements applying to providers of tourism accommodation and other tourism businesses;
2. Ensuring the appropriate standards and systems of ratings are formulated for the tourism industry and applied through the licensing regimes;
3. Administering an inspectorate to monitor or report in any aspect of tourism and tourism businesses;
4. Facilitate the development and improvement of new and existing tourism products;
5. Encourage improvement of tourism products, infrastructure and support services;
6. Coordination of sector capacity building and workforce development;



7. Coordination of business and investment requirements in support of tourism product and services investment;
8. Lead the coordination of Climate change related projects, renewable energy, water and sanitation and all other environment related projects;
9. Lead the coordination of the Agritourism and Garden Toilet projects;

The division this year comprises eleven (11) staff members including the Manager, three (3) Principal Officers, two (2) Senior Officers, three (3) Officers and two (2) support staff one works in the Tourism Climate Change Unit and one assists with the Agritourism Project.

5.1 Sector Capacity Building and Workforce Development Tourism Sector Training and Capacity Building Programmes

5.1.1 Customer Service Training for Frontline staff for All Accommodation Providers, Attraction Sites and Tour Operators.

The Division played a key role in spearheading the execution of the Workforce Development Component under the Samoa Tourism Growth Partnership programme, which is intended to build the capacity of tourism businesses employees in all aspects. Customer Service was identified as the highest priority need of the sector following intensive discussions and consultations with key stakeholders. This was also highlighted from



the STA Employment Survey. The training targeted the frontline staff and it was later tailored to suit the needs of the kitchen hand employees as they also played a vital role in customer experience and satisfaction. The participants were taught with the aim that at the end of the course, all participants should be able to:

1. *Identify the Occupational Health and Safety (OHS) basics;*
2. *Identify the characteristics of excellent customer service;*
3. *Effective communication skills;*
4. *Know how to deal with difficult situations and;*



5. Problem solving techniques;

The training was carried out in 3 and half days in five locations for both Savaii and Upolu. Trainings commenced on 26th February to the 17th March 2018. A total of 89 participants attended the training which was delivered by Mr. Geoffery Norman Cullen was assisted by Ms Christabelle Schuster of Martin Hautus Institute.



5.1.2 Food Handling and Food Preparation for Kitchen Hand Staff for All Accommodation Providers, Restaurants and Cafés.

Further to section 5.1.1, the division continued with its annual training program calendar with the. *Food Handling and Food Preparation Training* It was also funded under the Samoa Tourism Growth Partnership programme. The training initial targeted the kitchen hand staff but was later re-aligned to include front of house, waiters and waitresses. It was well received and utilised by restaurants and café owners due its direct linkage to their daily operations. The training objectives are as follows:



1. *Workplace communications*
2. *Occupational Health and Safety*
3. *Safe food handling and storage*
4. *Safe work practices*
5. *Environmental Impacts of Food wastage and packaging*

The training was delivered by Chef Junior Livi Poulava, a part-time tutor for Commercial Cookery at the Australian Pacific Technical College and owner of the Whisk Dining Room restaurant. A total of 90 participants attended the training.



5.1.3 Teuila Food Vendors Training on Food Handling and Food Safety and Safe Practice and Compliance.

The Authority continued its partnership with the Ministry of Health (MoH) in ensuring the mandatory requirements in food handling and hygiene for all Food Vendors during the Teuila Festival. Two workshops were successfully delivered prior to the event.

In addition, fire safety is also noted as one of our key priorities as administered by the Fire and Emergency Services Authority (FESA). Every year the Authority continues to work in partnership with FESA in coordinating a one day training workshop to further promote awareness on safe practices and compliance. It is forecasted that skills obtained from these trainings will further enhance responsiveness to unexpected events and emergencies.

5.1.4 Sustainable Tourism Data Collection Toolkit Training

The South Pacific Tourism Organisation (SPTO) together with the Authority organised a two day Training Workshop targeting key Industry Representatives and STA staff members, on how to sustainably manage the *Sustainable Tourism Data Collection Toolkit*. The Toolkit is used to accurately capture information received from hoteliers that have already signed up as pilot properties for the project. A total of 14 accommodation properties were also trained on how the SPTO Sustainability Program would help track its environment performance in terms of energy consumption, waste usage and waste diversion and so forth on a monthly basis.

5.1.5 Surf Life Saving (SLS) Training Program

This FY year we were fortunate to have our Surf Life Saving Training Manual finalised with the aid of the Surf Life Saving Tasmania CEO and team, ensuring the manual was benchmarked against the current Australian standards. The manual was later translated into Samoan. The manual content covers a wider scope in water safety skills, CPR and First Aid. This will also be used widely as a guiding tool for all users and trainers of the said programme.



5.1.6 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 to discuss possible training components and other outstanding matters. Such also included discussions and consensus on the tourism sector annual training calendar. Moreover; matters were electronically discussed especially if documents/training materials were needed to be reviewed accordingly. The Taskforce continue to work collaboratively to ensure our Industry capacity building needs are well developed and opportunities are utilized by all.

5.1.7 Samoa Tourism Growth Partnership (STGP)

The Authority continues to acknowledge the support and assistance of the Government of New Zealand towards the development of the Sector. Tourism Trainings and Skills Development under Component Three of the STGP outlines two outcomes to be achieved:

- Development, procurement and delivery of in-service, on the job basic skills training for hospitality and accommodation workers; and
- Development, procurement and delivery of on the job small business skills development

So far the Division has made major progress in developing and delivering two trainings as previously mentioned. Other trainings were well identified in the Draft Training Plan that is earmarked for implementation within the duration of the five (5) year programme.

5.1.8 Trainings and Workshops for Staff

Opportunities were also given for the personnel 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
Culinary Training Skills for Samoa from 10 th – 30 th September 2017.	Shandong, China
World Symposium on Climate Change – 5 th – 7 th July, Tanoa Hotel	Apia, Samoa
Agri-Tourism Meeting on 16 th – 20 th October	Vanuatu
Partner Project Case Study Development Meeting – 17 th – 19 th October	Apia, Samoa
Apia Waterfront Consultations (BECA & MWTI) – 23 rd – 25 th October	Apia, Samoa
Friendship Park & Arts and Culture Key Stakeholders & Chinese Group meeting – 26 th October – 1 st November	Apia, Samoa
Reef to Ridge Workshop – 1 st November	Apia, Samoa
Tourism Development Policies – 15 th September – 26 th October	Tokyo, Japan
International training on Ecotourism for Pacific Countries, Bali, Indonesia – 20 th – 27 th November	Bali, Indonesia
Positioning Workshop for Samoa, Traveller's Point Hotel – 24 th - 25 th January	Apia, Samoa
SBS Survey Workshop, TATTE – 30 th January	Apia, Samoa
Air BnB Workshop, Tanoa Tusitala – 14 th February	Apia, Samoa
Report Writing Training conducted by PSC – 19 th – 23 rd March	Apia, Samoa
Policy and Data Integration at DBS – 5 th – 8 th June	Apia, Samoa
Mr. Marcus Lee's Presentation on Samoa China Ready campaign – 28 th June	Apia, Samoa
Stakeholder Consultations on EPC's multi- year tariff proposal – 26 th June	Apia, Samoa
Post Disaster Needs Assessment Training for all IA's of the Water Sector – 15 th – 18 th May	Apia, Samoa
World Ocean Day at Matareva – 8 th June	Apia, Samoa

5.2 Product, Service and Infrastructure

5.2.1 Accommodation Standards Programme

The Accommodation Standards Committee carried out its annual inspection for all the accommodation properties listed with the Authority. The inspection is mandated to assess and recommend areas of improvement for business operators based on the



Minimum Standards Guidelines. With the support of the team of inspectors, inspections were completed within five (5) weeks and covered accommodation properties in Savaii, Upolu and Manono. The committee's detailed report on the inspections was submitted and endorsed by the Board of Directors and results were released thereafter. The team of inspectors who are also part of the Accommodation Standards Committee include MWTI, MoH, MNRE, EPC, FESA, SWA, STA and 2 private sector representatives from the Samoa Hotel Association and the Savaii Samoa Tourism Associations.

A total of 130 accommodation properties including beach fales were inspected in this financial year. All complied with the minimum standards with the exception of a few properties with high risk issues and 13 properties who were unavailable for the inspection due to unforeseen circumstances. . The Committee however will continue to work together with the operators to address issues identified and monitor compliance on a quarterly basis.



5.2.2 Donor aid funded Projects

Tourism being a cross-sectoral industry and one of the leading sectors in the development of our economy, the Authority 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:

5.2.2.1 Garden Toilets Project

In collaboration with the Ministry of Natural Resources and Environment, the division were able to implement a 3rd year instalment of the garden toilet project. Within this financial period, 3 facilities were built, two of which are now located in Savaii and the third located at Lepa, Aleipata.

Under the recommendation of the division, the two sites in Savaii that were chosen to be caretakers of the facility were the Siapo Demonstration site at Vailoa Palauli and the Laauoleola Nature Walk at Aopo. The two new Savaii sites were launched during this financial year (FY17-18) on the 21st November 2017, while the Lepa site was recently officially launched on the 19th November 2018. A schedule of works is detailed for more information below on all 3 sites;

- Timeframe of Works for Vailoa Palauli (Siapo Demonstration)

DATE	ACTION TAKEN	DESCRIPTION OF WORKS
12 th & 13 th October 2017	Landscaping planning	Basic landscaping plan and location of the garden Toilet was conducted by the Authority and land owner
18 th November 2017	Construction commences	Foundation for the garden toilet building was built.
30 th November 2017	Septic Tank is installed	STA dealt with VT Construction and bought plastic septic tanks for this garden toilet site.
6 th – 8 th November 2017	Landscaping planting commences	While the Garden Toilet is nearing completion, trees and plants are being planted in accordance to the landscaping plan provided by STA.
17 th November 2017	Construction works completed	Major and main construction works completed. Finishing touches to the garden toilet building and landscaping.
21 st November 2017	Launching of the Garden Toilet.	Official Launch
Ongoing since Launch	Inspection and Monitoring	Weekly inspections and monitoring



- Timeframe of Works for Aopo (Laauoleola Nature Walks)

DATE	ACTION TAKEN	DESCRIPTION OF WORKS
22 nd – 24 th November 2017	Land Clearance	Heavy Machinery was hired for the clearance of allocated space for the Garden Toilet.
27 th November 2017	Construction commences	Foundation for the garden toilet building is built.
15 th December 2017	Septic Tank is installed	STA dealt with VT Construction and bought plastic septic tanks for this garden toilet site.
20 th – 22 nd December 2017	Landscaping planting commences	While the Garden Toilet is nearing completion, trees and plants are being planted in accordance to the landscaping plan provided by STA.
5 th January 2018	Construction works completed	Major and main construction works completed. Finishing touches to the garden toilet building and landscaping.
21 st November 2018	Launching of the Garden Toilet	Official Launch
Ongoing since Launch	Inspection and Monitoring	Weekly inspections and monitoring

- Timeframe of Works for Lepa

DATE	ACTION TAKEN	DESCRIPTION OF WORKS
12 th & 13 th February 2018	Land Clearance	Heavy Machinery was hired for the clearance of allocated space for the Garden Toilet.
15 th February 2018	Construction commences	Foundation for the garden toilet building is built.
28 th February 2018	Septic Tank is installed	STA dealt with VT Construction and bought plastic septic tanks for this garden toilet site.
1 st – 3 rd March 2018	Landscaping planting commences	While the Garden Toilet is nearing completion, trees and plants are being planted in accordance to the landscaping plan provided by STA.
9 th March 2018	Construction works completed	Major and main construction works completed. Finishing touches to the garden toilet building and landscaping.
Ongoing since Completion	Inspection and Monitoring Toilet	Weekly inspections and monitoring from time to time.
19 th November 2018	Launch of Garden Toilet	Official Launch



The division conducts a monthly monitoring of all 8 garden toilet facilities built to date, 2 in Savaii and 6 in Upolu. The goal is to have 18 in total for both main islands, totalling to 6 for Savaii and 12 for Upolu.



5.2.2.2 Disaster Advisory Committee

The team continued to assist and attended the Disaster Risk Management meetings and workshops. The planning and development team led the drafting and development of the Samoa Tourism Authority Disaster Response Plan as mandated under the Disaster and Emergency Act 2007 and was endorsed by the Disaster Advisory Committee on the 6th of October, 2017.

The division was also responsible for the coordination of the Authority's disaster response team and implementation of the Disaster response plan during Cyclone Gita in February, 2018. Following Cyclone Gita, the team conducted post-cyclone rapid assessments for accommodation properties to assess the impacts on the tourism sector and provided reports to the Disaster Advisory Committee meeting.

5.2.2.3 Tourism Climate Change Adaptation Projects

The division 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 requesting for business license as a requirement to be eligible under the Small Grant Scheme funded by the United Nations Development Programme. The ICCRITS Small Grants Scheme concluded at the end of 2018, however, the division has continued with the Monitoring and Evaluation site visits



to monitor works which were yet to be completed and also follow up any defects before the end of the defects liability period for the contractors.

5.2.2.4 Agritourism Park Project - Atele

This financial year saw the transference of the Agritourism Park project to the care of this division. As such, it became a priority task for the team and has thus continued to support the project from its early stages.

The project is under a partnership between the Authority, MNRE and MAF. All three government agencies fund and are also responsible for different aspects of the project. The Authority has acquired the assistance of Mr John Marsh, whom played a major role with the landscape Master design plans for the park project.

Guided by the master plan, some of the completed progress works for the Agritourism project this financial year include (i) a topographic survey of the project area, (ii) earth excavation works for some of the park features (stairway), (iii) Water connection, (iv) Maintenance of the old fence and renewal of some parts, (v) a temporary shelter built for the Agritourism staff, (vi) Purchase of gardening tools and workers gear, and (vii) a new gate to the project area (entrance from the North East side).



5.3 Visitor Complaints

The division continued its key role as the Secretariat to the Dispute Committee of effectively managing the complaints received in an efficient and transparent way. In comparison to the previous years, we have seen a drop in the number of complaints from both local and international visitors. At the end of this Financial Year there were



only four (4) complaints received and dealt with by the Authority through the Planning and Development Division.

5.4 Tourism Business and Investment

5.4.1 New Tourism Businesses

There were a total of five (5) new accommodation properties and three (3) support service which opened this year. The majority had only contacted STA when the construction phase was completed or when the project was ready for opening. Many lack proper planning and accordingly, they find it difficult to promote their products, an issue which is not new to the Authority and one which requires considerable attention.

Despite these setbacks, the division continued to promote good business planning through advice and consultations with owners and operators at the initial stages of development. Awareness programs are also communicated via other means including radio, online through Tourism circular and the Website. In addition, STA persevered to work closely with the Ministry for Revenue in the screening and subsequent approval processes of business license applications for business in the tourism sector.

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

Types of New Tourism Developments	
Accommodations (Motel, Hotel and Beach Fales) • 5 Operational ○ Alec's Home Away ○ Le Aura Inn ○ The Whitehouse Hotel ○ Golden Island Motel ○ Lareena's Beach Fale • 1 in Construction phase ○ Survivor Samoa Resort, Falelatai • 2 in Planning Phase ○ Malaemalu New Development ○ Mulifanua New Development	8
Support Service (Tour Operators)	3



- | | |
|---|--|
| <ul style="list-style-type: none"> • 3 Operational <ul style="list-style-type: none"> ○ Island Hopper ○ F&M Transport Services ○ Moana Rentals | |
|---|--|

5.4.2 Tourism Investment

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 and is reliant on advice and support from the Authority.

5.4.3 Tourism Infrastructure

We continued to assist the Apia Waterfront team through participation at meetings and workshops to discuss the implementation of quick-wins for the project and other important areas of the Plan

5.5 Samoa Tourism Growth Partnership

The Planning and Development Division continued its usual assistance to the Project Management Unit in facilitating requests from the funding agency through the allocated outputs on behalf of the Authority. The division is responsible for 2 components under the Programme, Product Development and Training and Capacity Building. Product Development focuses on the installation and upgrading of visitor information services and way finding signage for Upolu and Savaii and also the upgrading of selected priority attraction sites. The drafting of tender documents for the procurement of the signage works for Upolu was completed and endorsed towards the end of this Financial Year and will be tendered in the following months. Design and preliminary works were also completed for the first two (2) attraction sites, To Sua Ocean Trench and Afu Au Waterfall.



7.0 RESEARCH AND STATISTICS DIVISION

Overview

The latest financial year was an excellent period for the Industry, with Visitor Arrivals and Earnings achieving record growth with 163,323 visitors contributing \$454.2million into the economy or 23.8% of total GDP.

The growth in overall number and earnings was largely fueled by an increase in access through aviation capacity and the much higher than expected growth in our VFR and Holiday markets which resulted in an 11.53% growth in visitor arrivals and 17.18% growth in tourism earnings when compared to the 2016/17 period.

Our top two markets of NZ and Australia achieved similar growth of 12.6% and 12.2% respectively coinciding with increased access to both markets with the introduction of Samoa Airways over the last 8 months of the financial year as well as Air NZ's continued commitment in increasing its flights out of Auckland. That has certainly contributed to our NZ market increasing its overall market share of visitors to 47% and also recording the biggest absolute net increase of 8512 visitors when compare to its 2016/17 total.

Also pleasing to see our Australian market performing well after a steady last couple of years maintain its overall market share at 20% after being in decline while recording an absolute increase of 3600 visitors. This is largely attributed to an increase in marketing activities for this particular market not only by the Authority but direct marketing efforts by our hotel operators particularly in the Deluxe category. We are also starting to see the direct impact of the Australian Survivor series as it certainly increased destination visibility and profile not only on our traditional strong areas along the east coast but throughout the whole of Australia.

Our emerging US and European markets performed very well for the period and also recorded similar growth rates of 34.4% and 35% respectively over the previous year. The US market in particular continues its growth over the past few years while our European market bounces back after recording negative growth in the last financial year.

Our VFR market was the best performer as purpose of travel and grew by 32% and now contributes 39% of total visitors compared to 33% in the previous period. Our Holiday



market also continues to do well and grew by 12.2% while maintaining its share of visitors at 40%. Our sports visitors also grew by 10% with our Business Visitors the only main category recording negative growth of 16%.

Our Occupancy Rates for our top 3 categories all recorded increases and contributed to overall weighted average occupancy increasing to 42.3% from 34.5% in 2016/17 period. Our Deluxe category in particular had a solid year increasing from 43.5 to 64.7% taking into account the temporary closure of Sheraton in town during the first half of this year.

Our Superior, Standard and Beach Fales products all recorded minor increases while our Budget category was the only one that recorded a drop in its weighted average from 23% to 19.7%

The overall increase in occupancy rates is further backed by an increase in visitors utilizing our Accommodation Products based on arrival card information, which increased to 59,665 from 49,556 an increase of 20% over the 2016/2017 period or an additional 10,109 visitors staying in paid accommodation. The majority of the increase is attributed to our Deluxe properties which sees its overall share of those visitors increasing to 66% from 60%.

Visitor Earnings increased by 17.18% to approximately SAT\$454.2 million from SAT\$387.6million in 2016/17. The increase is slightly more relative to the growth in overall visitor arrivals and this is largely attributed to the significant increase and growth experienced within our VFR market.

Aviation Capacity for the period increased by 43,066 in absolute terms or grew by 16% when compared to the 2016/17 period. Approximately 47.5% of the increase is directly attributed to the 43 additional flights out of Auckland by Air New Zealand as they continue to offer more flights on bigger aircrafts. The increase in capacity by Air New Zealand has also had a minimal effect on their overall utilisation for the route only decreasing to 75% from 79%. Samoa Airways entry into the Sydney route contributes an additional 10,496 seats or 24% of additional capacity while Fiji Airways increased its capacity out of Nadi by 11,124 seats which equates to 26% of overall capacity increase



for the period. The additional capacity translated into 17,753 additional travelers with 95% now established as visitors based on overall net increase clearing our border.

The results for the period under review have exceeded conservative estimates that were made due to the uncertainty around Samoa Airways and its entry into the NZ and Australian routes. However, our national airline has certainly performed better than expected and its role in lowering average airfares to our two biggest markets cannot be underestimated. The better than expected growth within our VFR market is also a pleasant surprise and coupled with a good increase in occupancy rates, it's good to see that our operators are now fully embracing the full potential of this important market.

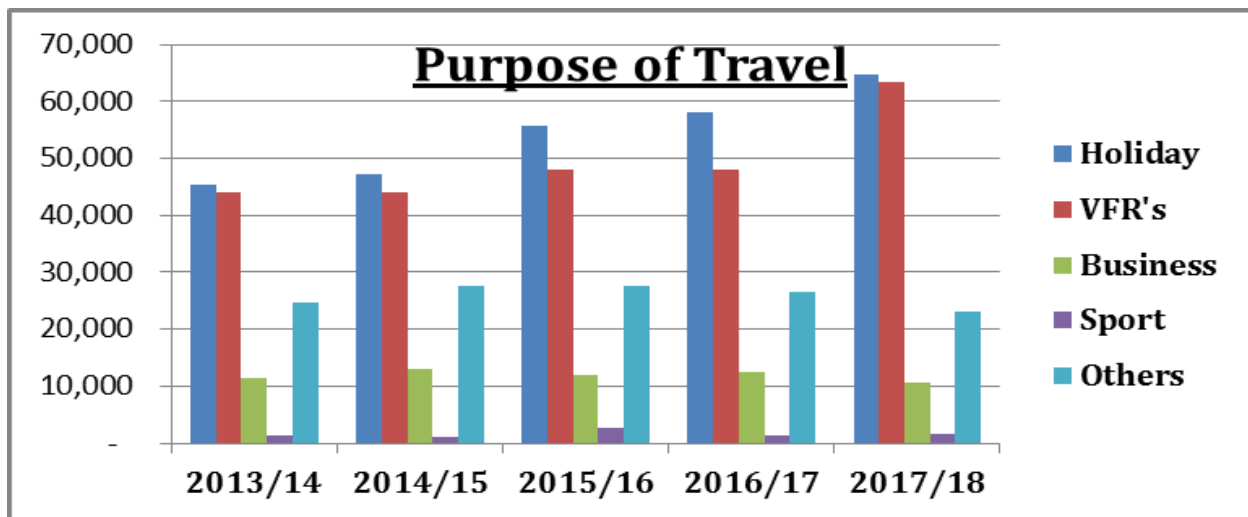
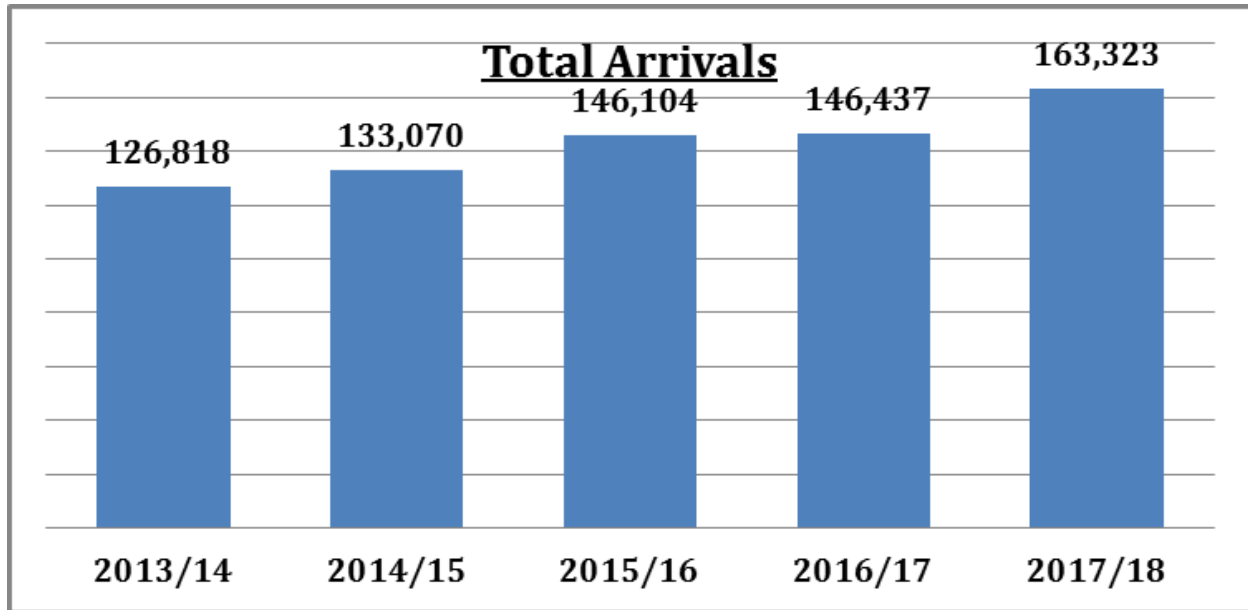
Outlook for the future remains positive with figures obtained since July this year indicating another similar if not better growth period expected over the next Financial Year.

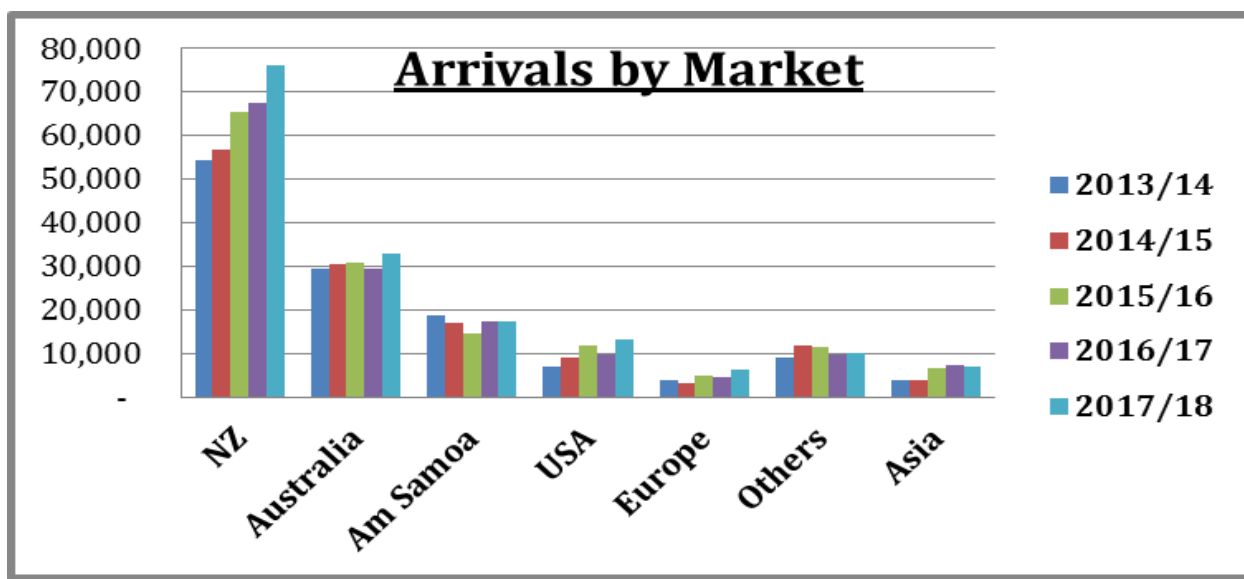
VISITOR ARRIVALS

Purpose of Travel									Growth % 18/17
Purpose	2014/15		2015/16		2016/17		2017/18		
Holiday	47,180	35%	55,611	38%	58,010	40%	64,734	40%	11.6
VFR's	44,085	33%	48,113	33%	48,076	33%	63,465	39%	32.0
Business	12,974	10%	12,093	8%	12,515	9%	10,508	6%	-16.0
Sport	1,175	1%	2,588	2%	1,377	1%	1,522	1%	10.5
Others	27,656	21%	27,699	19%	26,459	18%	23,094	14%	-12.7
Totals	133,070	100%	146,104	100%	146,437	100%	163,323	100%	
Arrivals by Market									Growth % 18/17
Market	2014/15		2015/16		2016/17		2017/18		
NZ	56,907	43%	65,429	45%	67,636	46%	76,148	47%	12.6
Australia	30,659	23%	30,911	21%	29,453	20%	33,053	20%	12.2
Am Samoa	17,141	13%	14,665	10%	17,416	12%	17,440	11%	0.1
USA	9,221	7%	11,719	8%	9,866	7%	13,257	8%	34.4
Europe	3,340	3%	5,104	3%	4,616	3%	6,233	4%	35.0
Others	11,786	9%	11,615	8%	9,923	7%	10,001	6%	0.8
Asia	4,016	3%	6,661	5%	7,527	5%	7,191	4%	-4.5
Totals	133,070	100%	146,104	100%	146,437	100%	163,323	100%	



OVERALL GROWTH IN ARRIVALS				
% Annual Growth	4.93%	9.80%	0.23%	11.53%
OVERALL GROWTH IN HOLIDAY MARKET				
% Annual Growth	4.20%	17.90%	4.30%	11.59%





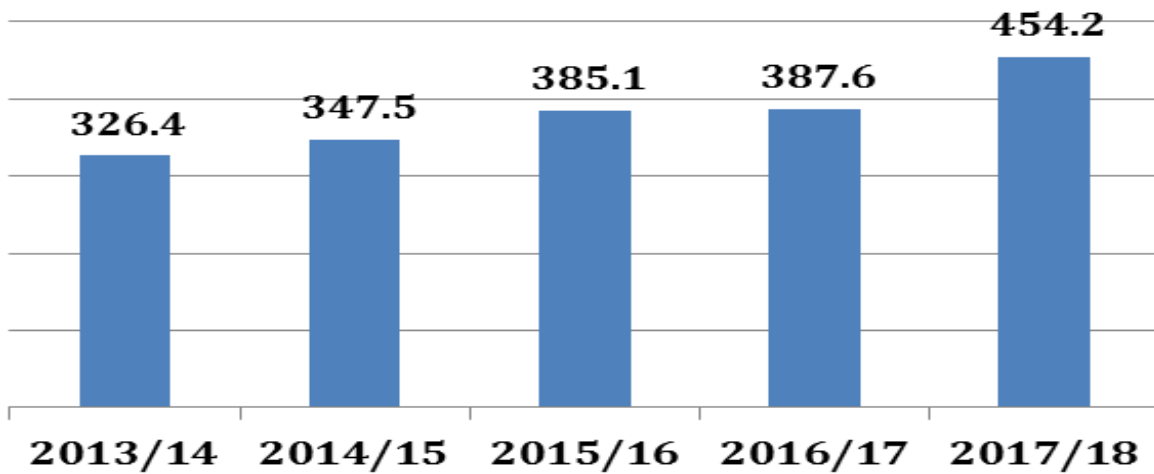
TOURISM EARNINGS

Earnings by Purpose (SAT\$ Millions)					
Purpose	2013/14	2014/15	2015/16	2016/17	2017/18
Holiday	118.34	125.06	146.90	155.2	177.64
VFR's	130.87	135.42	146.76	147.4	199.42
Business	34.34	39.71	36.82	38.5	33.003
Sport	3.04	2.98	7.42	3.6	3.8422
Others	39.85	44.35	47.19	42.9	40.314
Totals	326.4	347.5	385.1	387.6	454.2

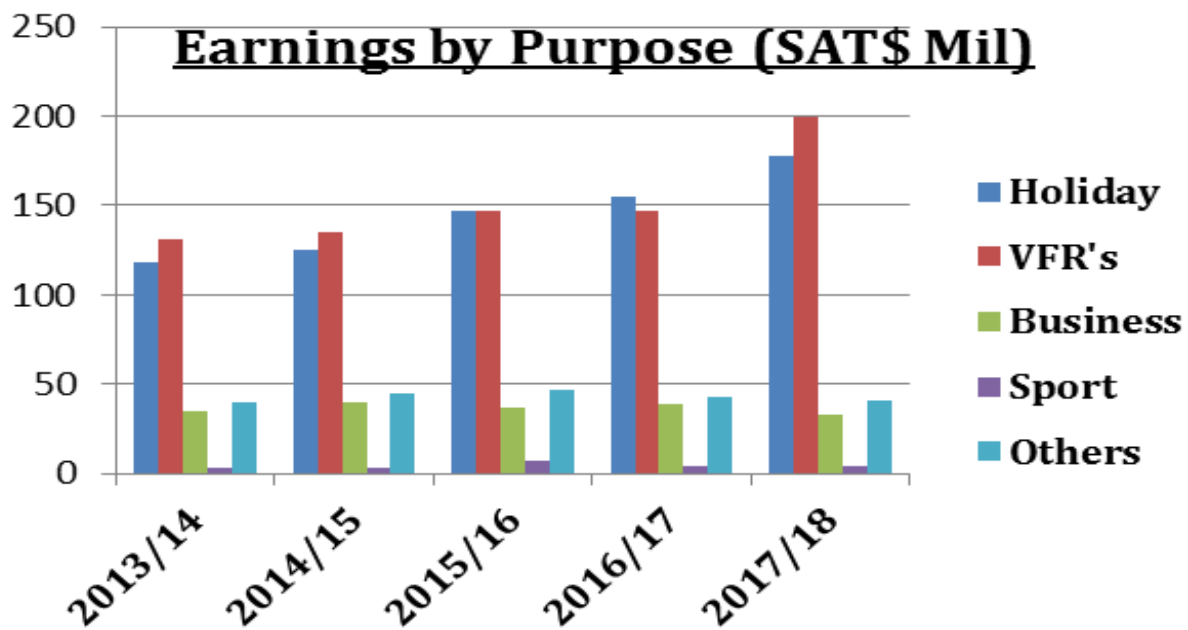
Earnings by Market (SAT\$ Millions)					
Market	2013/14	2014/15	2015/16	2016/17	2017/18
NZ	142.30	151.40	174.20	183.40	214.7
Australia	93.40	98.20	99.70	95.30	110.5
Am Samoa	36.60	32.50	30.10	35.70	36.4
USA	18.40	22.80	30.10	26.20	35.6
Europe	3.70	3.20	5.10	4.70	6.8
Others	32.00	39.40	45.90	42.30	50.2
Totals	326.4	347.5	385.1	387.6	454.2

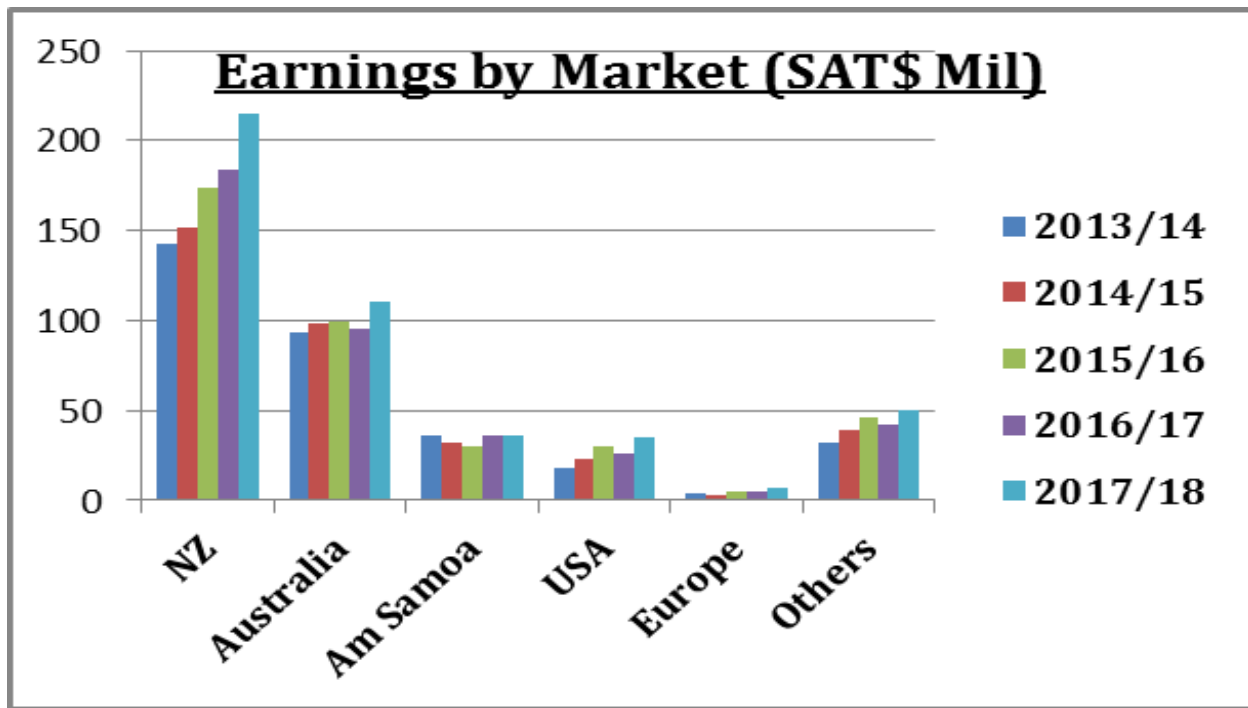
% Annual Growth	3.64	6.46	10.82	0.65	17.18
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Total Earnings (SAT\$ Mil)



Earnings by Purpose (SAT\$ Mil)





Financial Year	Tourism Earnings	Real GDP (\$ SAT)	% Earnings vs GDP
2014/15	\$347.5m	\$1719m	20.2
2015/16	\$385.1m	\$1842m	20.9
2016/17	\$387.6m	\$1891m	20.5
2017/18	\$454.2m	\$1906m	23.8

OCCUPANCY RATES

	2017/18 AVERAGE OCCUPANCY RATES							
Category	# Properties	# Response	% Sampled	# Rooms	# Responses	% Sampled	Average	Weight Ave
Deluxe	13	12	92%	746	720	97%	62.5	64.7
Superior	11	9	82%	251	227	90%	52	50.4
Standard	26	20	77%	571	434	76%	24.1	20.8
Budget	35	24	69%	426	354	83%	20.3	19.7
Totals	85	65	76%	1994	1735	87%	39.7	42.3
Beach Fare	17	12	71%	259	216	83%	16.2	15.5

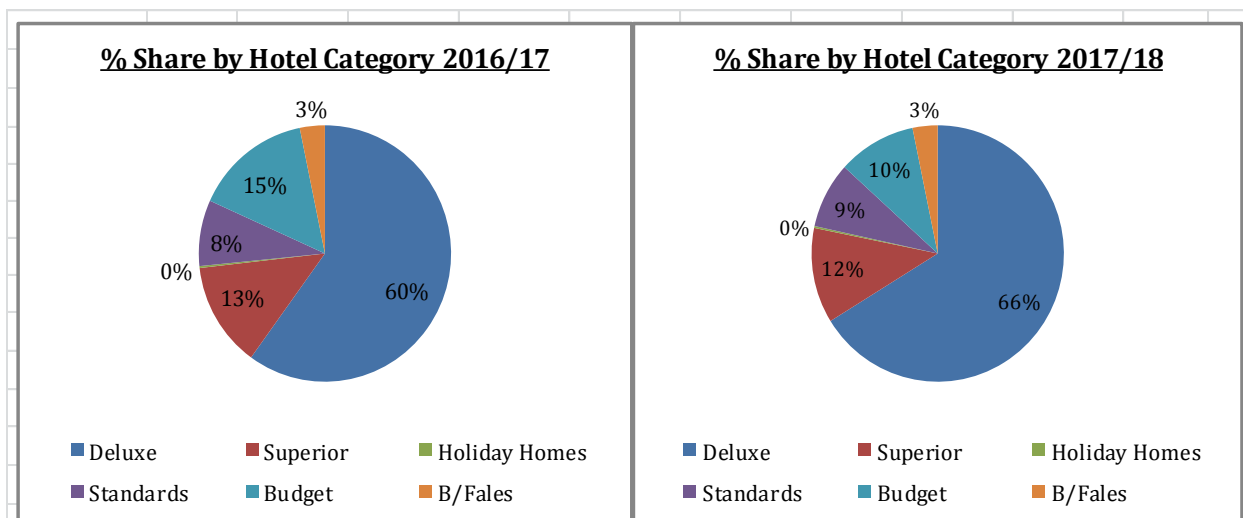


FINANCIAL YEAR AVERAGE OCCUPANCY RATES								
QTR	2014/15		2015/16		2016/17		2017/18	
Category	Straight Ave	Weight Ave	Straight Ave	Weight Ave	Average	Weight Ave	Average	Weight Ave
Deluxe	59	41.5	60.7	49.5	52.1	43.5	62.5	64.7
Superior	57.2	47.9	56.8	51.4	50	48.6	52	50.4
Standard	27.7	17.1	29.5	19.8	22.3	18.9	24.1	20.8
Budget	22.1	20.1	26.3	22.3	24.1	23	20.3	19.7
Averages	41.5	31.6	43.3	35.8	37.1	34.9	39.7	42.3
Beach Fale	13.7	11.6	15.6	14.2	15.9	14.7	16.2	15.5

ACCOMODATION CHOICE

COMPILATION OF VISITOR ARRIVALS STAYING IN TYPES OF HOTELS 2016/17							
Accom Standard	Holiday	VFR	Business	Sports	Others	Total	Share
Deluxe	21332	1776	4771	323	1454	29656	60%
Superior	3400	729	1562	159	675	6525	13%
Holiday Homes	11	1	0	0	0	12	0%
Standards	2486	461	578	126	444	4095	8%
Budget	5629	575	755	125	605	7689	15%
B/Fales	1415	67	40	10	47	1579	3%
Total	34273	3609	7706	743	3225	49556	100%

COMPILATION OF VISITOR ARRIVALS STAYING IN TYPES OF HOTELS 2017/18							
Accom Standard	Holiday	VFR	Business	Sports	Others	Total	Share
Deluxe	27273	6744	3814	387	1364	39582	66%
Superior	3916	1731	1136	226	419	7428	12%
Holiday Homes	24	11	0	0	0	35	0%
Standards	2786	970	494	123	375	4748	8%
Budget	3973	1259	453	59	340	6084	10%
B/Fales	1422	287	30	17	32	1788	3%
Total	39394	11002	5927	812	2530	59665	100%



AIR CAPACITY & SEAT UTILISATION

Overall Utilisation by Carrier & Route FY 2017/18						Overall Utilisation by Carrier & Route FY 2016/17					
Airline	Route	# Flights	PAX	CAP	Util (%)	Airline	Route	# Flights	PAX	CAP	Util (%)
Air NZ	AKL	446	76501	101640	75	Air NZ	AKL	403	63754	81210	79
Virgin	AKL	120	16584	21120	79	Virgin	AKL	313	43748	54736	80
	BRB	58	8026	10208	79		BRB	57	8016	10032	80
	SYD	109	14226	19184	74		SYD	115	15377	20064	77
Fiji Airw	HNL	52	4044	8432	48	Fiji Airw	HNL	52	3709	8528	43
	NAN	365	24633	42544	58		NAN	371	18903	31420	60
	SUV	47	1605	3292	49		SUV	61	2088	4148	50
Talofa Airw	PPG	905	6064	8145	74	Talofa Airw	PPG	1067	6596	9603	69
Samoa Airw	PPG	1624	20380	25984	78	Samoa Airw	PPG	2553	32771	44886	73
	AKL	216	18789	35424	53		AKL	0	0	0	0
	SYD	64	5393	10496	51		SYD	0	0	0	0
TOTAL		5735	212715	307693	69	TOTAL		4992	194962	264627	74

BORDER MANAGEMENT SYSTEM

BMS Summary July 16 - June 17										
Purpose	NZ	Aus	USA	Am Sam	China	Uk	Germany	Fiji	others	Total
Visitor	63318	18751	13713	3766	1532	2326	1412	2206	10293	117317
Transit	976	254	1967	263	894	43	16	684	3122	8219
Exemption	8270	2223	1897	153	59	27	10	23	59	12721
Permit	4385	1403	1355	20	428	97	20	680	983	9371
TOTAL	76949	22631	18932	4202	2913	2493	1458	3593	14457	147628



BMS Summary July 17 - June 18										
Purpose	NZ	Aus	USA	Am Sam	China	Uk	Germany	Fiji	others	Total
Visitor	72799	20125	15366	4283	1893	2508	1296	2490	11069	131829
Transit	773	199	1846	256	761	38	14	656	2693	7236
Exemption	9630	2320	2101	185	68	25	8	22	78	14437
Permit	4318	1175	1263	18	271	71	21	662	1057	8856
TOTAL	87520	23819	20576	4742	2993	2642	1339	3830	14897	162358

CRUISE SHIPS

	2014/15			2015/16			2016/17			2017/18		
Quarters	# Ships	Pax	Crew	# Ships	Pax	Crew	# Ships	Pax	Crew	# Ships	Pax	Crew
Q1 (July-Sept)	2	2,147	875	2	3,876	1,698	1	1,413	618	-		
Q2 (Oct-Dec)	4	5,816	2,670	3	4,962	4,456	5	7,616	3,350	1	585	393
Q3 (Jan-Mar)	6	7,693	4,312	4	3,842	4,505	6	8,826	4,205	2	733	380
Q4 (Apr-June)	2	2,340	1,046	-	-	-	1	595	260	2	1,905	791
TOTAL	14	17,996	8,903	9	12,680	10,659	13	18,450	8,433	5	3,223	1,564

8.0 POLICY AND SECTOR COORDINATION

Overview

The Policy and Sector Coordination Division (PSC) is responsible for the assessment of strategic tourism issues and the formulation of relevant policies. It is also within this division that sector coordination and development assistance is sourced and channeled to important stakeholders' projects.

The division have not only worked effortlessly to achieve its planned work-plan but at the same time provide support to other output divisions mainly in the areas of donor negotiations, contractual arrangements with the Office of the Attorney General, launch setup, cultural negotiations, graphical design layouts, events support to name a few. The division continues also to provide quarterly updates of work-plan outcomes and projected tasks and meetings for the Authority's quarterly combined report to the Ministry of Public Enterprise (MPE).



Tourism awareness through the usage of media tactics in terms of Radio Talk-Shows, TV Advertisements and issued publications, STA Corporate website and STA marketing website have been maintained to engage the locals, visitors and business communities in tourism meetings, inform about the events calendar and important industry notices. The Samoa Tourism Growth Partnership from New Zealand will be supporting the Authority's website and the evaluations for the most suitable bid was undertaken and presented to the National Tenders Board; which later received endorsement for implementation. There have been some key consultations and meetings held by the content technical team to kick-start preliminary works for improving the website content and prompting operators on what they can do daily for timely information for current and emerging markets.

Sustainment of the 'Beautiful Samoa' notion and tagline for the country has been an ongoing and pivotal role for the division via its National Beautification Committee (NBC) and NBC staff. The project although now led by the Ministry of Women, Community and Social Development, STA still plays a major role in terms of up-keeping the township, the cultural village, the garden toilets and support for building stages for the different events during the reported period.

8.1 Tourism Sector Coordination

One of the primary aims of the PSC Unit is to grow demand and to foster a collaborative, interactive and sustainable Samoan tourism sector; through ongoing dialogues and partnerships with the key Government ministries, stakeholders, private sector, development partners, civil societies and other associated bodies. There were three (3) Samoa Tourism Industries Council (STIC) Meetings and four (4) Samoa Industries Alliance (STIA) meetings held during the period. There was one (1) Samoa Tourism Forum 2018 (STF) which was held in mid-February.

Although Samoa was hit by Cyclone Gita in February, the Authority undertook a rapid assessment, which confirmed that the sector was still equipped to host people and also implement the STF 2018 as planned. As the initially planned venue (Aggies Sheraton Hotel) for the forum was severely affected by the flood, the forum was moved to



Taumeasina Island Resort. Although this was a challenge in terms of informing the industry at large of the change, there was a great turn up from the industry and stakeholders which enabled a very positive dialogue for the forum over its two-day schedule. The forum, themed – 'Sustainable SMART Tourism' aimed to increase awareness of the achievements against the FY16/17 targets; improve sector insights on what was planned for the available resources (local/support funds), and to obtain feedback on the challenges faced and the collective alternative actions that the industry can implement together.



Participants of the STF April, 2018

Aside from the ongoing STIA meetings and conferences, PSC sits on most of the respective/associated working committees under each thematic area of the current Sector Plan. In order to monitor and keep track of what is happening, and update the sector's monitoring frameworks accordingly or provide feedback where relevant.

The New Zealand Samoa Tourism Growth Partnership (STGP) with the Samoan Government continues to support the tourism sector with its developments. The activities outlined in the STGP Grant Funding Arrangement remains the same, whose priorities focus on work for Destination Marketing and Research, Product Development and Training, and Capacity building. There have been ongoing monthly meeting with the Project Working Committee (PWC) and quarterly meetings with the Project Management Committee (PMC) during the period, and the strategy has been helpful to fast-track progress and importantly identify challenges/risks prior their occurrence. The details pertaining to product listings and trainings are elaborated under the Planning and Development section of the report.



PSC continues to maintain close partnership with the MNRE-PUMA division via the Apia Waterfront Project (AWP). The PSC unit alongside the Authority's CEO and Planning and Development team attends the AWP working committee meetings and have the capacity to provide feedback on the plans. In addition, an STA PR Officer provides support in relation to all the media awareness programs and in assisting with consultations with the village/business communities that will be impacted by the project.



The Apia Waterfront Design Plan

8.2 National Beautification Committee

The National Beautification Committee staff maintains ongoing support with beautifying the Apia town area and conducting lavatory inspections of the Public Facilities.

NBC through Cabinet approval also coordinated the annual national cleanup prior the Teuila Festival 2017 and Independence celebrations for 2018. All government ministries, cooperation, and private businesses are encouraged to take part in the clean ups which takes place on the Saturday prior the event from 6.30am-8.30am.





The village signs repair works for both Savaii and Upolu was conducted late 2017. Improvement works for the Papapaitai Fall site and the intersection road at Aleipata Siumu, Lefaga and Leulumoega Tuai were also carried in the same period.

In support of the Agritourism project, the team also drafted the ToR for the Landscape Architect TA to carry out the research and preparation of the master plan for landscaping – Agritourism park – Atele. The proposal was approved by the STA Board. The first draft of the Master Plan prepared by the TA was presented to the Project working Committee and Minister of Tourism and Prime Minister. A listing of all plants available on the land was also presented. In addition to the TA, a local landscaper was also recruited to assist and work alongside the TA and the team from the Ministry of Agriculture and Fisheries.

In supporting the World Toilet Day, the PSC Division works collaboratively with the Planning and Development division (of STA) for the preparation of the garden toilet at Lepa and Vailoa Palauli which were launched November 2017.



As part of the Authority's support for the Survivor Australia Film crew, the Cultural Liaison Principal Officer was attached to assist the Survivor management with village negotiations prior to and post filming for all potential survivor shows.

The NBC staff also helped build stages for the events that the Authority had worked in partnership with during the reported period which the installation of the stage for the LDS 2017 Christmas programme, Teuila Festival 2017 stage, Miss Samoa 2017 stage to name a few were all part of the support rendered.



8.3 Teuila Festival

The Teuila Festival took place on the first week of September from the 4th - 9th. This year also marked the 27th year anniversary of this event and officially opened with the Choral Exhibition on Sunday.

The week of the Teuila festivities was centered on the Samoan culture and traditions like other years. In addition to the cultural shows competition during the week were the SIFA International Fautasi challenge, International Siva Ailao Afi, Samoa National Literacy week, Samoa Ne'i Galo, Best of Teuila Concert, Variety show, Fun games and Wellness is beauty (Zumba). The Teuila Food vendors were happy to support the event with the variety of street food provided for the locals and visitors that came to watch the festivities of Teuila 2017.



The event was a great success through the ongoing support from the Government of Samoa as well as the Sponsors that came through for the Teuila Festival 2017: SIFA, Bluesky, Samoa Shipping Corporation (*Platinum sponsors*); Bank of South Pacific, Shanghai Construction Group, Coin Save/Farmers (*Bronze*) and the supporting sponsors - Samoa Stationery and Books, Betham Brothers Enterprises Ltd, Samoa Spare Parts, Samoa Commercial Bank and the Frankie Wholesale and Supermarket.

8.4 Cultural Village

STA Cultural Village has featured our Ausiva Samoana Dance Group. A few new staff were recruited which has increase the total number of girls to three and five boys and a string guitar band of six members. The Ausiva Samoana performs during the STA tours every Tuesdays, Wednesdays and Thursdays from 10am to 2pm.



The augmented services available at the Village includes a Café and Gift Shop, Taulasea Samoa (traditional massage), Siapo and Elei making, handicrafts making and carving, and our famous traditional tattooing. The Cultural Village is one of the most popular things visitors and tourists can do whilst in the country. Aside from the visitors that come, there is also an emerging trend of educational tours coming through to watch and experience the cultural vibrant shows happening on site.



8.5 Events

Apart from the Annual National Teuila Festival, there were other important events that took place in which the Authority provided support with which also had great generating visitor potential for the country. These included the sports events such as the:

- Samoa International Events
- Teuila Samoa Tag Festival
- Samoa International Game Fishing
- Fishing Tournament and the
- Manu Samoa vs Tonga Rugby Game.

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

1. Samoa Tourism Sector Excellence Awards
2. Samoa Tourism Forum 2018
3. Samoa Tourism Exchange
4. Alo Paopao Regatta
5. Miss Samoa Pageant



6. Pacific Islands Forum Secretariat Leaders Meeting
7. Miss Pacific Islands Pageant 2017

Other proposals were not supported by the Authority mainly due to its financial position and following its return on investment analysis.



Samoa Tourism Excellence Award 2018 at Taumeasina Island Resort

8.6 Information Technology, Server & Graphical Designs

The IT team continues to maintain ongoing monitoring of 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 recruitment of the Principal and senior IT officers aided more flexibility for the team to handle the workload. Unfortunately towards the end of 2017, the senior IT Officer resigned due to better opportunity with another Government Ministry.

The team procured 20 uninterrupted power supply (UPS) for PCs and switch panels to save from power interruptions and outage.



The IT team in their efforts to improve staff capacity on some of the MS programs delivered basic MS training mainly on MS Word, Excel and Outlook. This has been noted to be quite helpful and it will certainly be kept as ongoing training program which can also include learning on other MS programs that are pertinent.



Universal Power Supply

Australia volunteer Mr. Simon Proudman was also employed within the division for three months to create and help improve the digital space of the Authority. A site visit to all



IT Famil Visit with Mr. Simon Proudman

key attraction sites was arranged and implemented for the IT team to have a better feel and gather more information for website content improvement effectively. Mr. Simon at the end of his program helped established a preliminary assessment and

recommendations on key roles required to support the full development and

maintenance of the website re-development project.

In addition to providing efficient and effective support with IT issues, the team also aids the Authority with graphical layout/designs required in terms of banner designs, brochures, publication layout, information kit layout and compilation, handbooks, stickers, badges for the relevant people for the occurring events. These are carried out by the team mainly to cut design and printing costs.



8.7 Media Awareness, Public Relations and Communications



The PR Principal Officer continues to ensure efficient and effective communication of information within the sector and country at large but also to global markets and essentially to the main source markets.

Some of the key programs in which media conferences were invited and organized include the following:

- Aircraft arrival and official launching and maiden flights to New Zealand and Australia for our new International Airline – Samoa Airways
- Chinese delegation visit to finalise Plan of Apia Waterfront Project and MESC Project before Implementation in 2018
- New Zealand delegation visit including BECA to finalise Plan for revamping of the area next STA Fale and in front of the Government building towards the Clock Boulevard linkage to the seawall
- Coverage of Tui Samoa submarine Cable
- Stakeholder Engagement – Sustainable Travel International
- Tourism Industry Briefing and TRC and STA STGP update
- Ministry of Agriculture and Fisheries – Annual Agriculture Show
- Coverage of the Miss Pacific Islands 2017



- Respond to daily inquiries from local and overseas media on tourism related issues – including a Japanese TV Filming crew.
- Samoa Tourism Excellence Awards
- Samoa Tourism Forum 2018
- Samoa Tourism Exchange 2018
- Pacific Games 2019 Accommodation meet
- World Oceans Day 2018
- Installation of interpretative signage along the Apia Waterfront
- Ground-breaking of Samoa Friendship Park
- Teuila Festival releases and Lali Program

The PR Officer with Management and are also active members on the National Disaster Committee and this is primarily to provide regular updates to all relevant individuals in case of a disaster.

An internal review of the current Communication Strategy was conducted early March 2018 and targeting the launch of the new one prior end of July 2018.

9.0 FINANCE AND CORPORATE SERVICES

Introduction

The Finance and Corporate Services Division is an internal support service of the Samoa Tourism Authority regulated by the Public Bodies and Performance Accountability Act 2001 and other relevant national and international legislations that encompass the vital functions of human resource, finance, and administration.

The Human Resource team leads in the recruitment, retaining and the repatriation of staff members to ensure the best qualified personnel are recruited, retained and administered in accordance with the STA Human Resource policies, Labour Act 1972 and relevant Cabinet Directives. The Division is also in charge of the Human Resource policies and its review in consultation with Management and Staff periodically.



The Finance and Administration looks after a variety of essential services ranging from property and facilities maintenance, events setup, procurement, financial reporting, and day to day financial management of the Authority in accordance with the relevant legislations.

9.1 Financial Report

9.1.1 Annual Accounts – FY2017 - 2018

We present herewith the Samoa Tourism Authority audited annual accounts for the financial year 2017/2018, 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 2018,
- 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.

9.1.2 Internal Control Systems

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



9.2 Finances

The Samoa Tourism Authority being a Non Trading Government Public Body receives an annual budget from Government which contributes to the majority of its total income every year (FY2017/18: 96%; FY2016/17 93%). Other income reported for the year are mostly cost recoveries for promotional materials, Teuila Festival sponsorships and registrations, hire of STA assets, foreign exchange gain, funds received from MNRE under the Water and Sanitation Sector for the Tourism Garden Toilets Project on both Upolu and Savaii, and gain from disposal of the 2 timeworn vehicles,

The year noted an increase in the grant from Government by 26% (\$11,412,131) when compared to the previous year (\$9,050,279) which varied from the decreasing trend of grant from Government over the past 3 consecutive financial years.

9.3 Financial Analysis

The Authority generated a high surplus of \$1,271,694 which is relatively the same as last year's surplus (\$1,378,259) due to stringent budget monitoring, and outcomes of prevailing market conditions and other external factors beyond the control of the Authority. The overspending in the previous year 2015/2016 in marketing branding and creative initiatives such as the Beautiful Samoa creative which are still being used today and perhaps a further two more years, had seen the reallocation of funds in the ensuing year to settle this overspent and fund the activities of the Authority planned for the financial year. The period under review records a high surplus of funds which have been committed to specific sector development management plans that have commenced and will be completed in the ensuing months of the next financial year. It is also important to note that some of the budgeted activities were either cancelled or postponed due to circumstances beyond the Authority's control.

The Trade Creditors of the Authority \$85,956 decreased by 21% when compared to the previous financial year (\$108,728), a continuing satisfactory trend which we will endeavor to maintain to ensure good financial performance and position. The prominent total cash balance which includes funds for the deferred market initiatives activities contributed greatly to the high current ratio of 4:1 compared to the previous year of 2.62 which is evidence also of prudent financial management practices.



Notwithstanding the mentioned deferments the credibility of the Authority to settle its debts when they fall due is of good standard.

The Authority's claim over its total assets was restored last year after the poor equity performances of the prior three years when negative equities were reported; this good performance continued and improved further this year at 2.36:1 against the previous year's 1.9:1.

Total income for the year increased by 22% compared to last year for the most part is the \$2.3 million grant increase from Government. Foreign exchange earnings and gains from the disposal of the two timeworn vehicles of the Authority also contributed as did all other sources but to a much smaller scale.

Correspondingly total expenses increased by slightly more than total income at 27% when compared to the previous year when the Authority had to re-prioritize its activities to allow for the clearance of its debts carried forward from FY2015/2016.

9.4 Human Resource

9.4.1 Staff

The Authority's total staff count at the beginning of this Financial Year was 73 which comprised 11 Contract Officers, New Zealand Market Representative, Australian Market Representative, Australia Office Finance & Corporate Services Officer, and 62 Permanent Officers. At the end of the financial year the total count was 80 which included 10 Contract Officers and 70 Permanent Officers of which 43 are male and 37 female. The increase in the number of employees resulted from the vacant existing positions as well as the newly established positions within some divisions being filled.

The breakdown of this total per division is as follows:

DIVISIONS	Total Staff
CEO	1
Policy & Sector Coordination Unit	6
Marketing & Promotions + Overseas Representatives	14
Planning & Development	11



Research & Statistics	7
Finance & Corporate Services	17
NBC	7
Cultural Village	17

9.4.2 Cessation of Employment

(a) Resignation

Throughout the financial year, 5 employees resigned to pursue other endeavors.

(b) Retirement

Four (4) staff members reached the retirement age and three (3) had been approved for employment extensions for the next 12 months for their much needed expertise and skills that are relevant for the effective and efficient implementation of the related Projects of the Authority that have commenced.

(c) Death

One staff member ceased employment with STA by reason of death in January.

9.4.3 End of Contracts

(a) Divisional Managers and Market Representatives

Kitiona Pogi, Faalavaau Fasitau Ula and Levasa Sonny Rivers successfully completed their 3 year contract terms (2014-2017) in November. Kitiona Pogi was re-appointed as the Research and Statistics Manager, Faalavaau Fasitau Ula as the Market Representative in Australia and Levasa Sonny Rivers as the Market Representative in New Zealand for the next 3 years. Joe Chan Ting was appointed as the new Sales and Marketing Manager in replacement of Dwayne Bentley who completed his 3 Years Contract Term in November and decided to leave the Authority for a new calling.

(b) Project Officers

Furthermore, Isamaeli Time and Roberta Tara Lei Sam who were employed as the Tourism Climate Change Project Manager and Project Officer respectively ended their Project Term and Contracts in December 2017.



(c) Miss Samoa Contract

Ms. Priscilla Olano completed her contract as the 2016-2017 Miss Samoa in September 2017.

9.4.5 Recruitment and Selection

(a) New Recruitments

STA recruited a total of fourteen (14) new employees during the financial year as replacements for the vacant positions resulting from reasons of resignations and death, new positions and promotions of existing staff members approved by the Board of Directors.

The new recruits included three (3) Contract Officers who were re-appointed for another 3 year contract term; the Research and Statistics Manager, Market Representative Australia and Market Representative New Zealand. There were five (5) recruited employees to replace those who had left the Authority for other opportunities and by reason of death – Sales and Marketing Manager, Principal Human Resource Officer, Human Resource Officer, Receptionist and 1 NBC Staff.

Six (6) other recruits were employed to fill newly approved positions by the Board that included the Miss Samoa, Market Representative Assistant New Zealand, Senior Training and Education Officer and 3 Cultural Village Staff

(b) Promotions

Two (2) staff members were promoted within their respective divisions during the financial year, Ms. Jade Eli to Senior Training and Education Officer and Mr. Joe Chan Ting to Sales and Marketing Manager.

(c) Transferred Staff

Three (3) staff members were transferred to the Planning and Development Division resultant of a Management decision in relation to supervisory challenges. Mr. Joe Jacob Lee the Landscaper and Misiuaita Sofai were transferred from the Policy and Sector Coordination Division and NBC respectively to work on the Atele Agritourism Project that the Manager Planning and Development now oversees. Naomi Tofilau initially employed under the Tourism Climate Change Project as an Officer is now



responsible to the Planning and Development Division and administers the financial requirements of the Division directly with the Ministry of Finance.

9.5 Capacity Building / Overseas Trainings

The Authority was again fortunate this year to have received several invitations to a number of overseas training opportunities for its staff members to attend. The following table provides details of these programs:

	Host Country	Title of Training	Duration of Training	Type of Sponsorship
1	Shandong/China	Culinary Skills for Samoa 2017	10 th – 30 th September 2017	Partially Sponsored by Chinese Embassy and STA
2	Tokyo/Japan	Tourism Development Policies 2017	17 st – 26 th October 2017	Fully Sponsored by JICA
3	Macao, China	IFT Global Centre for Tourism Education and Training and UNWTO 4 th training "Capacity Building for Destination Marketing & Tourism Development.	29 rd November – 6 th December 2017	Fully Sponsored by UNWTO
4	Trivandrum, Kerala/ India	UNWTO Asia/Pacific Training on Tourism Policy & Strategy	19 th – 22 th March 2018	Fully Sponsored By UNWTO
5	Auckland, New Zealand	NZ Maori Tourism : World Indigenous Tourism Summit	15 th April – 20 th April 2018	Fully Sponsored by Aotearoa New Zealand
6	Yogvakarta, Indonesia	CEO's Boot Camp	11 th July -13 th July 2018	Fully Sponsored by STA.

The selection of candidates was upon Management discretion, based on programme requirements and eligibility criteria and most importantly the relevancy of the programme to the respective areas of responsibilities for effective staff capacity building.

The usual reporting requirements of Government apply, and staff members are expected to do presentations to Management and Staff upon their return.



10 FINANCIAL STATEMENTS

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AUDIT OFFICE

P.O Box 13
 APIA, SAMOA

REPORT OF THE AUDIT OFFICE

TO THE BOARD OF DIRECTORS – SAMOA TOURISM AUTHORITY

Report on the Audit of the Financial Statements

We have audited the accompanying Financial Statements of Samoa Tourism Authority which comprise the Statement of Financial Position as at 30 June 2018, and the Statements of Financial Performance, Changes in Equity, and Cash Flows for the year then ended, and a Summary of Significant Accounting Policies and Other Explanatory Notes. The Accounting Firm of Tuiloma Lameko, Chartered Accountants & Consultants, assisted in this audit. The Engagement Partner on the audit resulting in this Independent Auditor's Report is Esther Lameko-Poutoa.

Audit Opinion

In our opinion, the accompanying financial statements give a true and fair view of the financial position of the Samoa Tourism Authority as at 30 June 2018, and of its financial performance, and cash flows for the year then ended, in accordance with International Financial Reporting Standards (IFRS).

Basis for Opinion

We conducted our audit in accordance with International Standards on Auditing (ISA). Our responsibilities under those standards are further described in the *Auditor's Responsibilities for the Audit of Financial Statements* section of our report. We are independent of the Authority in accordance with the ethical requirements that are relevant to our audit of financial statements in Samoa, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a reasonable basis for our opinion.

Responsibilities of the Board of Directors and Those Charged with Governance for the Financial Statements

The Governing Board of Samoa Tourism Authority consisting of the Management and the Board of Directors is responsible for the preparation and fair presentation of the financial statements in accordance with International Financial Reporting Standards and with requirements of the Authority's internal control as the directors and management determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the Directors are responsible for assessing the Authority's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the Directors either intends to liquidate the Authority or to cease operations, or have no realistic alternative but to do so.

Those charged with governance are responsible for overseeing the Authority's financial reporting process.

Auditor's Responsibilities for the Audit of the Financial Statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with International Standards on Auditing will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

As part of an audit in accordance with these International Standards on Auditing, we exercise professional judgment and maintain professional skepticism throughout the audit. We also:

- Identify and assess the risks of material misstatement of the financial statements whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the Authority's internal control.



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Website: www.audit.gov.ws

Please address any correspondences
to the Controller and Auditor General



P.O Box 13
APIA, SAMOA

AUDIT OFFICE

- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by the directors and management.
- Conclude on the appropriateness of the directors and management's use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the Authority's ability to continue as a going concern. If we conclude that material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the financial statements or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause the Authority to cease to continue as a going concern.
- Evaluate the overall presentation, structure and content of the financial statements, including the disclosures, and whether the financial statements represent the underlying transactions and events in a manner that achieves fair presentation.

We communicated with those charged with governance regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

Our audit was completed on 2nd October 2018 and our opinion is expressed as at that date.

Apia, Samoa
9 October 2018

C. Afele
Fuimaono Mata'afa Papai'i C.G. Afele
CONTROLLER AND AUDITOR GENERAL



SAMOA TOURISM AUTHORITY
FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 JUNE 2018



**SAMOA TOURISM AUTHORITY
CERTIFICATION BY DIRECTORS
FOR THE YEAR ENDED 30 JUNE 2018**

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 2018:

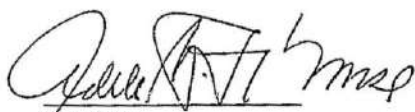
- (a) give a true and fair view of the matters to which they relate;
- (b) have been prepared in accordance with International Financial Reporting Standards; and,
- (c) comply with the Public Finance Management Act 2001 and Companies Act 2001 (amended 2006) in relation to the form or content of financial 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
- . Leota Seuamuli Kuki Retzlaff
- . Nathan Bucknall
- . Tauilili Alise Faulalo Stunnenberg
- . Tuala Oli Ah Him

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


Signature

Adele Kruse
CHAIRPERSON
Samoa Tourism Authority
Apia, Samoa
2, 10, 2018


Signature

Tuala Oli Ah Him
DIRECTOR
Samoa Tourism Authority
Apia, Samoa
02, 10, 18



TUILOMA LAMEKO
Chartered Accountants & Consultants

Leitaga House, Aiafua.
P.O. Box 2682, Aiafua, Samoa
Email: esther@greensamoa.com
Phone: 7771798 or 7771402

Independent Auditor's Report

To the Controller & Auditor General,

Report on the Audit of the Financial Statements, SAMOA TOURISM AUTHORITY

Opinion

We have audited the financial statements of the Samoa Tourism Authority which comprise the Statement of Financial Position as at 30 June 2018, and the Statements of Financial Performance, Changes in Equity and Cash Flows for the year then ended, and notes to the financial statements, including a summary of significant accounting policies.

In our opinion, the accompanying financial statements give a true and fair view of the financial position of the Authority as at 30th June 2018, and of its financial performance and its cash flows for the year then ended in accordance with International Financial Reporting Standards (IFRS) as adopted by the Samoa Institute of Accountants.

Basis for Opinion

We conducted our audit in accordance with International Standards on Auditing (ISAs). Our responsibilities under those standards are further described in the Auditor's Responsibilities for the Audit of the Financial Statements section of our report. We are independent of the Authority in accordance with the International Ethics Standards Board for Accountants' Code of Ethics for Professional Accountants (IESBA Code) together with the ethical requirements that are relevant to our audit of the financial statements in Samoa, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Responsibilities of the Board of Directors and Management, Charged with the Governance for the Financial Statements

The Board of Directors is responsible for the preparation of financial statements that give a true and fair view in accordance with International Financial Reporting Standards as adopted by the Samoa Institute of Accountants and for such internal control as the Board of Directors determines is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the Board of Directors is responsible for assessing the Authority's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the Board of Directors either intends to liquidate the Authority or to cease operations, or has no realistic alternative but to do so.

The Board of Directors is responsible for overseeing the Authority's financial reporting process.

Auditor's Responsibilities for the Audit of the Financial Statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report

Page 2



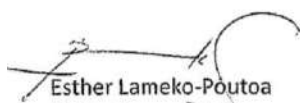
that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

As part of an audit in accordance with ISAs, we exercise professional judgment and maintain professional skepticism throughout the audit. We also:

- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the Authority's internal control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by the Board of Directors.
- Conclude on the appropriateness of the Board of Directors' use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the Authority's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the financial statements or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause the Authority to cease to continue as a going concern.
- Evaluate the overall presentation, structure and content of the financial statements, including the disclosures, and whether the financial statements represent the underlying transactions and events in a manner that achieves a true and fair view.

We communicated with the management regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

TUILOMA LAMEKO
Chartered Accountants



Esther Lameko-Poutoa
Partner

Apia, SAMOA
2 October 2018



**SAMOA TOURISM AUTHORITY
STATEMENT OF COMPREHENSIVE INCOME
FOR THE YEAR ENDED 30 JUNE 2018**

	Notes	2018	2017
INCOME			
Government grant		11,412,131	9,050,279
Teuila Festival proceeds (registrations & sponsorship)	25	34,864	227,810
Other income	9	357,724	432,689
Gain from disposal of assets		70,609	-
		<u>11,875,328</u>	<u>9,710,778</u>
EXPENSES			
Finance & corporate services	10	1,429,348	1,026,290
Depreciation	7	182,400	160,969
Division Operating Costs			
Policy advice to board of directors	12	672,673	646,729
Sales and Marketing - Capital	14	542,103	837,101
Australian market	15	2,165,477	1,174,803
New Zealand market	16	1,825,816	930,831
North America market	18	363,485	358,674
UK/Ireland market (Europe)	17	263,405	428,666
American Samoa market	20	31,045	53,687
Asia market	19	351,269	133,715
Planning and development	21	501,523	423,823
Research and Statistics	22	343,451	360,744
Transactions on Behalf of the State			
Membership fees	11	157,898	156,016
Rent Government Building - (MOF, SAA, NPF)	28	146,259	148,757
Miss Teuila Pageant	23	32,125	5,230
Miss Pacific Island Pageant	24	36,494	216,638
Teuila Festival	25	269,584	389,373
National Beautification Campaign (incl AgriTourism)		142,103	168,442
Cultural Village		242,082	221,171
Samoa Tourism Exchange		105,668	109,910
Samoa Tourism Forum		67,375	10,737
Other Transactions on Behalf of the State	26	732,050	370,214
		<u>10,603,633</u>	<u>8,332,520</u>
Excess of income/(expenditure)		<u>1,271,694</u>	<u>1,378,258</u>

The relevant notes on pages 8 to 15 form part of this statement of comprehensive income.



**SAMOA TOURISM AUTHORITY
STATEMENT OF CHANGES IN EQUITY
FOR THE YEAR ENDED 30 JUNE 2018**

	<u>Accumulated Profit/(Loss)</u>	<u>Total</u>
Balance at 30 June 2016	(671,884)	(671,884)
Excess expenditure for the year	<u>1,378,258</u>	<u>1,378,258</u>
Balance at 30 June 2017	706,374	706,374
Excess expenditure for the year	<u>1,271,694</u>	<u>1,271,694</u>
Balance at 30 June 2018	<u><u>1,978,068</u></u>	<u><u>1,978,068</u></u>

The relevant notes on pages 8 to 15 form part of this statement of changes in equity.



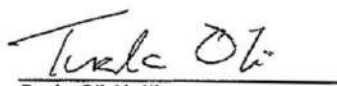
**SAMOA TOURISM AUTHORITY
STATEMENT OF FINANCIAL POSITION
AS AT 30 JUNE 2018**

	Notes	2018 \$	2017 \$
EQUITY			
Accumulated Funds		<u>1,978,068</u>	<u>706,374</u>
<i>Represented by:</i>			
CURRENT ASSETS			
Cash on hand and at banks	2	1,358,992	309,851
Stock on hand	3	3,581	5,005
Trade debtors	4	15,039	49,320
VAGST Receivable		138,741	221,084
Other debtors and prepayments		26,823	31,457
		<u>1,543,176</u>	<u>616,717</u>
CURRENT LIABILITIES			
Bank overdraft	2	718	66,882
Trade creditors	5	85,956	108,728
Other creditors and accruals	5	145,933	180,995
Deferred income	5	25,400	56,700
Provisions	8	57,041	53,106
		<u>315,048</u>	<u>466,411</u>
WORKING CAPITAL SURPLUS		1,228,128	150,306
NON-CURRENT ASSETS			
Property, plant and equipment	7	836,870	594,795
NON-CURRENT LIABILITIES			
Provisions	8	(86,929)	(38,728)
		<u>1,978,069</u>	<u>706,373</u>

The relevant notes on pages 8 to 15 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 2018**

	2018	2017
	\$	\$
CASH FLOWS FROM/ (TO) OPERATING ACTIVITIES		
Grants received from Samoa Government (less grant for capital)	11,152,431	9,117,869
Cash from other income	326,424	287,096
Proceeds from Teuila Festival	34,864	227,810
Booking engine proceeds/(cost)	-	3,395
Cash paid for expenses / creditors	(10,308,247)	(9,335,276)
<i>Net cash flows from operating activities</i>	<u>1,205,472</u>	<u>300,894</u>
CASH FLOWS FROM/ (TO) INVESTING ACTIVITIES		
Grant from Government for acquisition of fixed assets	259,700	
Cash from disposal of fixed assets	70,609	
Payments for property, plant & equipment	(424,476)	(92,897)
<i>Net cash flows applied to investing activities</i>	<u>(94,167)</u>	<u>(92,897)</u>
CASH FLOWS FROM/ (TO) FINANCING ACTIVITIES		
Vehicle lease repayments	-	(41,911)
<i>Net cash flows applied to financing activities</i>	<u>-</u>	<u>(41,911)</u>
NET INCREASE/(DECREASE) IN CASH AND CASH EQUIVALENTS	1,111,305	166,086
CASH AND CASH EQUIVALENT AT BEGINNING OF THE YEAR	246,969	80,883
CASH AND CASH EQUIVALENT AT END OF YEAR	<u><u>1,358,274</u></u>	<u><u>246,969</u></u>

Represented by:

Cash on hand	500	500
Cash at banks / (overdraft) - (Note 2)	1,357,774	242,469
	<u><u>1,358,274</u></u>	<u><u>242,969</u></u>

The relevant notes on pages 8 to 15 form part of this statement of cash flows.



**SAMOA TOURISM AUTHORITY
NOTES TO FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 JUNE 2018**

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 installments 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 the 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 2018**

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.

	2018	2017
	\$	\$
2. CASH AT BANKS		
Cash on hand - petty cash	500	500
ANZ Bank (Samoa) Limited Main	44,696	10,634
ANZ Bank Group Limited - NZ Market Representation Office	4,182	19,660
BSP (Samoa) Limited #1 account	26,483	(66,882)
BSP (Samoa) Limited - Payroll Account	193,222	94,593
BSP (Samoa) Limited Marketing Account	(682)	18,972
BSP (Samoa) Limited Australia Market Account	115,412	42,804
BSP (Samoa) Limited UK/Ireland Market Account	(23)	29
BSP (Samoa) Limited North America Market Account	(5)	3,511
BSP (Samoa) Limited Asia Market Account	37,156	10,972
BSP (Samoa) Limited National Beautification Committee	25,939	116
BSP (Samoa) Limited Policy Advice Account	15,752	1,526
BSP (Samoa) Limited Miss Samoa Account	38,734	6,173
BSP (Samoa) Limited Cultural Village Account	1,614	149
BSP (Samoa) Limited Transactions on Behalf of the State Account	330,596	5,184
BSP (Samoa) Limited Merchant Account	(8)	27,365
SCB Planning and Development Account	389,427	5,992
SCB Research and Statistics Account	64,350	26,727
BSP (Samoa) Limited Made in Samoa Account	621	1,143
ANZ eGate	22,099	9,234
WSP63-3941 - Australia Market Representation Office	48,149	24,507
Undeposited Funds	60	60
	<u>1,358,274</u>	<u>242,469</u>
Cash at bank	1,358,992	309,851
Bank overdrafts - unsecured	(718)	(66,882)
	<u>1,358,274</u>	<u>242,969</u>
3. STOCK ON HAND		
Calendar	900	715
DVDs ZIPSO	41	80
DVD Lauga Samoa	480	520
Monica Galetti Cookbook	1820	2170
Meaai Samoa Cookbook	90	1170
Samoa Handbook	50	70
Our Heritage	200	280
	<u>3,581</u>	<u>5,005</u>

Stock is mainly promotional materials, for the purposes of promotions with some sold in a cost recovery effort. The only promotional materials purchased during the year were 100 calendars.

4. TRADE DEBTORS

Trade debtors	20,469	61,474
Less: Provision for doubtful debts	(5,430)	(12,154)
	<u>15,039</u>	<u>49,320</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 2018, the ageing analysis of trade receivables is as follows:

0-30 days	2,200	29,562
31-60 days	2,900	2,400
61-90 days	1,000	3,300
91-365 days*	14,370	26,212
	<u>20,470</u>	<u>61,474</u>

*Considered high risk with regards to collection but may still be collected



**SAMOA TOURISM AUTHORITY
NOTES TO FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 JUNE 2018**

	2018 \$	2017 \$
5. TRADE CREDITORS AND OTHER CREDITORS & ACCRUALS		
Trade creditors	85,956	108,728
Other creditors and accruals	145,933	180,995
Trade creditors are directly linked to Purchases and Other creditors and Accruals are the accrued expenses for the year ended 30 June 2018.		
Deferred income	56,700	88,000
Amortisation	(31,300)	(31,300)
Balance	25,400	56,700

Deferred income consists of furniture and fittings donated by the Government of Samoa and a van funded by the United Nations for the Tourism Climate Change Project.

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
Balance carried forward	-	37,217
Less: Lease repayments for the year	-	(41,911)
Unearned finance lease costs	0	-
Amortisation of lease cost for the year	-	4,694
Balance as at year end	-	-
Included in the financial statements as:		
Current finance lease borrowings	-	-
Non-current finance lease borrowings	-	-

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 2017	450,541	450,498	47,087	709,363	127,500	1,784,989
Additions	-	60,189	162,547	201,739	-	424,475
Disposals/Write off	-	-	-	(226,087)	-	226,087
Balance at 30 June 2018	450,541	510,687	209,634	685,015	127,500	1,983,377
Depreciation						
Balance at 30 June 2017	147,323	280,422	36,477	650,972	65,000	1,190,194
Charge for year	11,263	65,406	23,942	56,289	25,500	182,400
Disposals/Write off	-	-	-	(226,087)	-	226,087
Balance at 30 June 2018	158,586	345,828	60,419	491,174	90,500	1,146,507
Carrying amount						
At 30 June 2017	303,218	170,077	10,610	48,391	62,500	594,795
At 30 June 2018	291,955	164,860	149,215	193,841	37,000	836,870

8. PROVISIONS

Sick leaves	57,041	53,106
Long service leave	53,487	11,251
Management severance	33,442	27,477
	86,929	38,728

9. OTHER INCOME

Hire of Falesamoa	19,554	10,239
Hire of assets	4,800	3,952
Sale of promotional materials	600	1,479
Foreign exchange gain	99,128	94,710
Deferred income	31,300	56,700
Miscellaneous / Other income	102,342	105,745
Miss Pacific Is Pageant proceeds	-	59,864
Garden Toilet Project	100,000	100,000
	357,724	432,689



**SAMOA TOURISM AUTHORITY
NOTES TO FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 JUNE 2018**

	2018 \$	2017 \$
10. FINANCE & CORPORATE SERVICES		
Advertisement	9,440	10,026
Audit and accounting fees	39,029	24,518
Doubtful Debts	300,000	-
Fees & Subscriptions	12,184	14,081
Financial expenses (bank fees, interest)	31,165	16,640
General administration expenses	273,523	103,075
Insurance (building, contents, vehicles)	35,615	53,308
Occupancy costs (All inclusive in TBS - Govt Rent)	-	60,034
Repairs and maintenance (MV, FF, OE)	57,279	30,514
Salaries & allowances	466,353	502,071
Travelling expenses (overseas/local)	36,358	39,114
Utilities (power, Internet/email, telephone, water)	125,717	125,875
Vehicle expenses - (petrol)	42,685	47,034
	<u>1,429,348</u>	<u>1,026,290</u>
11. MEMBERSHIP FEES		
South Pacific Tourism Organisation (SPTO)	88,364	90,349
Pacific Asia Travel Association (PATA)	20,097	20,962
United Nations World Tourism Organization	49,437	44,705
	<u>157,898</u>	<u>156,016</u>
12. POLICY ADVICE TO BOARD OF DIRECTORS		
Salaries & allowances	501,088	424,048
Executive Commitment to Government	12,165	42,929
Directors fees and allowances	126,723	118,076
Travelling expenses	11,429	40,007
Board expenses	13,789	1,375
Administration & other PSCU Costs	7,479	20,294
	<u>672,673</u>	<u>646,729</u>
13. SALES AND MARKETING		
Balance 30/06/2018		Balance 30/06/2017
\$		\$
	<u>5,542,601</u>	<u>3,917,478</u>

Sales and Marketing expenses for the respective markets are classed under 5 main areas; 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 and travel agents selling Samoa.

International media and Public relation include media visit familiarization programs which aim 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
NOTES TO FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 JUNE 2018**

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 in notes 14 to 20.

	2018 \$	2017 \$
14. SALES AND MARKETING - APIA		
Salaries & allowances	431,640	458,083
Direct marketing	44,763	224,177
Travel trade activity	1,784	{3,366}
International media & Public relations	-	200
Events and meetings	63,916	158,006
	<u>542,103</u>	<u>837,101</u>
15. AUSTRALIA MARKET		
Representative Allowance and Salaries	171,151	181,247
Direct marketing	606,540	484,101
Travel trade activity	1,103,230	421,121
International media & Public relations	56,040	10,477
Events and meetings	228,517	77,857
	<u>2,165,477</u>	<u>1,174,803</u>
16. NEW ZEALAND OFFICE		
Rep allowance and office assistant	213,843	138,814
Direct marketing	774,378	367,435
Travel trade activity	618,186	315,830
International media and public relations	28,407	17,574
Events and meetings	163,537	89,672
Partnership	27,465	1,506
	<u>1,825,816</u>	<u>930,831</u>
17. UK/IRELAND & GERMAN MARKET		
Representation Fees	73,125	164,452
Direct marketing	38,726	42,640
Travel trade activity	71,057	103,050
International media and public relations	18,889	13,025
Events and meetings	61,608	100,541
Partnerships	-	4,958
	<u>263,405</u>	<u>428,666</u>
18. NORTH AMERICA MARKET		
Representation Fees	101,839	-
Direct marketing	118,165	2,350
Travel trade activity	2,862	25,413
Public relations and international media	17,172	181,416
Events and meetings	77,355	12,527
Partnerships	46,092	136,968
	<u>363,485</u>	<u>358,674</u>
19. ASIA MARKET		
Representation Fees	90,015	66,903
Direct marketing	114,080	28,894
Travel trade activity	30,966	883
International media and public relations	30,228	4,474
Events and meetings	85,980	32,531
Partnership	-	30
	<u>351,269</u>	<u>133,715</u>

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**SAMOA TOURISM AUTHORITY
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	2018 \$	2017 \$
20. AMERICAN SAMOA MARKET		
Direct marketing	30,412	53,147
Events and meetings	633	540
	<u>31,045</u>	<u>53,687</u>
21. PLANNING AND DEVELOPMENT		
Awareness and education	6,833	389
Product development	71,619	29,520
Salaries & allowances	404,934	362,841
Tourism investment	961	-
Training taskforce	948	703
Workforce development	16,228	30,370
	<u>501,523</u>	<u>423,823</u>
22. RESEARCH AND STATISTICS		
Salaries & allowances	261,285	238,354
Statistics - Immigration Link	10,236	10,236
Surveys & other	64,564	81,887
Staff capacity building	7,366	30,267
	<u>343,451</u>	<u>360,744</u>
23. MISS TEUILA PAGEANT		
Expenditure	32,125	5,230
	<u>32,125</u>	<u>5,230</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 the Authority. The Samoa Events Inc was the successful bidder for the period 2016-2019.

Costs incurred were for the Miss Samoa petrol, travel and other expenses during the year.

24. MISS PACIFIC ISLAND PAGEANT		
Government grant	90,000	90,000
Receipts - note 9	-	59,864
Expenditure	(36,494)	(216,638)
	<u>53,506</u>	<u>(66,774)</u>

The Miss South Pacific Islands Pageant name was officially changed in 2015 to Miss Pacific Islands. The hosting of the Pageant is tendered out to member countries every year with the successful country absorbing all costs pertaining to the hosting of the Pageant.

25. TEUILA FESTIVAL		
Government grant	252,314	277,600
Receipts	34,864	227,809
Expenditure	(269,584)	(389,372)
	<u>17,593</u>	<u>116,037</u>



**SAMOA TOURISM AUTHORITY
NOTES TO FINANCIAL STATEMENTS
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26. Other Transactions on Behalf of the State

	2018	2017
	\$	\$
Tourism Excellence Awards (paid from Market Initiatives)	98,515	79,458
Council of Tourism Ministers	27,694	31,179
ACT Project	-	89,144
Agri-Tourism Workshop	-	51,268
Garden Toilet Project	128,562	116,795
Marketing Initiatives	477,279	2,370
	<u>732,050</u>	<u>370,214</u>

The Other Transactions on behalf of the state are funded by STA.

27. BOOKING ENGINE/ONLINE SHOP PROCEEDS (COSTS)

	2018	2017
	\$	\$
RECEIPTS		
Receipts from online guests bookings	43,198	19,595
less: Payments to accommodation providers	<u>(48,562)</u>	<u>(15,053)</u>
Net receipts from bookings	<u>(5,364)</u>	<u>4,543</u>
PAYMENTS		
Bank charges	<u>3,941</u>	<u>(1,148)</u>
	<u>3,941</u>	<u>(1,148)</u>
Proceeds/(loss) from booking engine	<u><u>(1,423)</u></u>	<u><u>3,395</u></u>

Following the takeover by BSP of the Westpac Bank in Samoa the STA's online booking engine partnership with DPS (Direct Payment Solutions) one of the major partners to the project was terminated as BSP employs its own agent which procedures did not align with STA's programmed website procedures; resulting in STA moving to ANZ eGate. The same rates are applied.

28. OPERATING LEASES

The main office in Apia leases space from the Government at \$8,171.67 per month including vagst. The Auckland office opened in 1996 and then closed some years later and reopened in 2005 under the umbrella of the Consulate of Samoa. The Authority pays a monthly rent of 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 \$833.70 including vagst to Samoa Airport Authority.

The Authority also pays monthly lease of \$5,300 vagst inclusive 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.

29. CAPITAL COMMITMENTS

The Directors are not aware of any capital commitments for the year ended 30 June 2018.
(2017: NIL)



**SAMOA TOURISM AUTHORITY
NOTES TO FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 JUNE 2017**

30. CONTINGENT LIABILITIES

The Directors are not aware of any contingent liabilities as of 30 June 2018. (2017: NIL)

31. 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 for the Authority's operations.

32. RELATED PARTY

	2018	2017
	\$	\$
Compensation of key management personnel: Remuneration including allowances	541,507	541,507
Directors fees and allowances	130,500	118,077

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 Sales and Marketing, Manager Planning and Development, Manager Research and Statistics and Manager Policy & Sector Coordination Division.

33. 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 and its products to the world.



22 Novema 2018

Afioga i le Fofoga Fetalai
Afioga Leaupepe Toleafoa Faafisi
Fono Aoao Faitulafono
MULINUU

Afioga e,

LIPOTI FAALETAUSAGA A LE PULEGA O TAGATA TAFAFao MAIMOa 2017 - 2018

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 a'u le ava ma le faaaoalo tele ou te tuuina atu ai i luma o le laulauafono 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 2018.

Faafetai,

Sala Fata Pinati
MINISITA O TAGATA TAFAFao MAIMOa



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SAUNOAGA A LE MINISITA



E ia te a'u nei o le Minisita o Tagata Tafafao Maimoa mai le agaga faagaeetia e tuuina atu ai lenei Lipoti Faaletausaga mo lenei Tausaga Faaletupe Iulai 2017 ia Iuni 2018, o loo faailoa atu ai nisi o vaega taua na ausia ma atinae ua faavaeina e le malo ma Vaega eseese o faatinoina auvaunaga tau Turisi mo le faamautuina lea o le gafataulimaina o le atinae o Tagata Tafafao Maimoa mai i Samoa, i totonu o le afa lenei o le tausaga lona lua o le galulue ai ma Malo aufaatasi e unaia le Faatuamauina o le Atinae o Turisi 2017.

O nisi nei o vaega taua na ausia, e aofia ai suesuega ma le toe fetuunaiga o faigamalaga o vaalele ma le suia ai o le igoa o le ave fua a Samoa le Polenisia sa lauiloa ai i le Samoa Airways. Ua faamauina ile faavaeina mai o lenei vaalele ile tala faatatau o le tupe i lenei tausaga ua ausia ai le miti a le kapeneta ma lana anavatau autu, o le mautinoa lea ia maua e tagata uma malaga asiasi mai faapea tagata Samoa ni pasese taugofie e ala i fefaatauaiga faatauvaga, o le siitia o avanoa faigaluega mo lenei augatupulaga o Samoa faapea le siitia o tulaga tau fefaatauaiga ma le Atinae o Tagata Tafafao Maimoa.

O se tausaga toafilemu lenei i totonu o le Palemene a Samoa i le pasiaina lea o le teuteuga o lona faavae ma faatumauiina ai pea o Samoa e Faavae i le Atua. O lenei teuteuga ua faamalosia ai le faatuatuaga ma faatumauiina le mamalu o lana aganuu, o le lotonuu ma le agaga Faasamoa moni, e faamanatu ai foi i tagata asiasi mai le taua ma le faigofie ona iloa ma ola i le olaga ma le aganuu Faasamoa e pei ona faamatalaina ai ele Lonely Planet Guide i ana tusitusiga, "afai o le malologa na o se taaloga o le Olempioka, o Samoa le atunuu e tataua ona koleni ai."

O le maua o le tomai i le tele o vaega mo le gafataulimaina o tulaga tau Turisi poo Tagata Tafafao Maimoa mai i Samoa ua siitia ai le tele o auvaunaga ma meataulima eseese ua mafai ona tuuina atu i tagata tafafao maimoa mai e faia iai a latou filifiliga i le tele o oloa o loo faapea ona mafai ona fausia ma gaosia e tagatanuu o Samoa. E le gata i lea o lana tali malo, o meataumafa poo le 'au'au i ogasami lanulauava ma le



tagatagai i laufanua lanumeamata poo le fialia ma auai i soo se faafiafiaga, taaloga ma tafaoga ma o tatou tagatanuu.

E matou te faafetaia matou paaga aemaise le Malo o Niu Sila, i le lagolagoina o le tele o atinae mo le Vaega o Tagata Tafafao Maimoa i matou polokalame mo le faamalosia ma le faatuputeleina o lenei foi atinae i totonu o Samoa. E pei o le poloketi mo le faamatagofieina o le taulaga e ese mai le tele o isi poloketi aemaise o le fesoasoani i suiga tele e pei ona iai lana vaaiga taula'i, "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 auvaunaga uma Tau Turisi".

E faafetaia foi le malo o Saina mo le fesoasoani mo aoaoga i atunuu i fafo, Malo o Ausetalia mo le polokalame o le AVID, faapea le UNDP poo le Vaega o Polokalame mo Atinae a le Malo Aufaatasi mo le taiala mo le polokalame mo tali atu i le fesuaiga o le tau faatasi ai ma le fesoasoani mo le toe iloiloina o matafaioi ma galuega atia'e a le Pulega e o gatasi ma faiga faavae a le malo e tauala atu i faalapotopotoga tau tagata tafafao mai i atunuu i fafo.

E le faaitiitia foi le agaga faafetai i le malo o Samoa i lana lagolago i le atinaeina lea o lenei alamanuia o Turisi i lenei tala faatatau o le tupe a le Pulega aemaise ai o le Komiti Faatonu i la latou galuega faatino e ala i le faataatiaina lea o taiala ma tulafono e mulimulitaia ai galuega a le Pulega ma vaega o faatinoina le atinae.

O'u te momoli foi le agaga faafetai tele lava ia i latou uma o loo faatinoina lenei atinae o tagata asiasi maimoa mai, i la outou galuega o le faamalosia lea ma tuuina atu le auvaunaga sili e faafiafiaina ai tagata tafafao mai i le lalelei o lo tatou atunuu, e faafetai ai foi tagata asiasi mai i lo latou avea o Samoa ma nofoaga e malolo ma tafafao mai i ai. Faafetai lava.

O la'u faafetai mulimuli e tuuina atu lea i le Pulega ma le Aufaigaluega a le Ofisa o Tagata Tafafao Maimoa mai Fafo, i lo outou galuega fita ma le faaauuina pea ona tuuina atu fautuaga i a tatou paaga, tuufaatasia o atinae ma a tatou paaga faapea



Ie faalauiloina o si o tatou atunuu. Faafetai tele lava, ma ia maua se Kerisimasi Fiafia ma se Tausaga Fou Fiafia.

Ia Manuia!


Sala Fata Pinati
MINISTER OF TOURISM



SAUNOAGA A LE PULE SILI



O le Ofisa ole Pulega o Tagata Tafafao Maimoa Mai, ole faalapotopotoga lea a le Malo o loo nafa ma le faamaopoopoina ole atina'e o tagata tafafao maimoa mai, ma tuuina atu fautuaga ile Malo ma tagata faipisinis i Samoa ma atunuu i fafo o loo iai seleni e faafaigaluega mo atinae tau turisi mo le manuia lautele o tagata. O nei taumafaiga o loo limataitaina e taiala mo le malu puipuia o atinae tau turisi e pei ona faauigaina e le Faalapotopotoga o Malo Aufaatasi mo Tagata Tafafao Maimoa (UNWTO) e faapea, 'Ose atinae o tagata tafafao maimoa e mataituina ma faaoga atoatoa aafiaga uma i itu tau ile tamaoaiga, agafesootai ma le siosiomaga ile taimi nei ma le lumanai, ma faailo ai manaoga o tagata asiasi mai, ole atinae o tagata tafafao maimoa mai, faapea le siosiomaga ma tagatanuu lautele.'

O lenei tausaga faaletupe ua faamauina ai le tele o faaiuga tu maualuga ma le taua sa faatinoina e le Malo o Samoa e pei o le toe faafouina lea o ana avaunaga tau vaalele.

O loo lagolagoina le atinae o tagata tafafao maimoa e paaga masani aua le faaleleia ole atinae o loo ave iai le faamuamua a taitai ole atunuu ona ole poutu lea o alamanuia ile atinaega ole tamaoaiga o Samoa. O le faatauina foi o atina'e gafatiataulima e ala i le faaogaiga o le tatou aganu'u, siosiomaga mama ma le matagofie o loo faapea ona puipuia ma faasaoina aua le faalauiloa ai ole matagofie ma le uiga ese o Samoa e pei ona faaogaina e faalauiloa atu ai Samoa i le lalolagi e avea ma nofoaga talafeagai ma le saogalemu mo tafaoga.

Ole tausaga faale-tupe lenei ua faamauina ai se matāti'a ile siitia o le aofai o i latou na malaga asiasi mai i Samoa ile aofaiga e 163,323 tagata, ma lo latou sao e \$454.2 miliona tupe na tului ile tamaoaiga ole atunuu, e tusa lea ma le 23.8% GDP. O le siitia o lenei fuainumera o tagata asiasi mai faapea tupe maua, na afua mai ile siitia o numera o tagata asiasi mai i a tatou maketi autu o Niu Sila ma Ausetalia, faapea le tulaga i pasese sa tauva ai Kamupani vaalele ina ua amatalia avaunaga a le tatou vaalele fou o le Samoa Airways (lea sa faaigoaina muamua o le Polenisia) faapea le



siitia o nofoa e 13,000 mai le vaalele ole Air New Zealand i totonu o le tausaga e tasi i le va o Aukilani Niu Sila ma Samoa. O loo aofia ai le siitia o nofoa mai le tatou vaalele fou faapea auunaga a le Virgin Airlines ua faateleina ai faigamalaga moomia agai i Ausetalia.

O le vaalele o le Fiji Airways o loo fesoasoani foi i le siitia o nei fuainumera e ala i le siitia o le fuainumera o nofoa mai Nadi i le suia lea o a latou vaa faigamalaga e 4 (ATR72) agai le B737 800, a'o faatumauiina pea faigamala e lua mai Suva. E famautuina ai le taua tele o le siitia o le tulaga tau femalagaiga ona o le siitia ai o le fuainumera o tagata tafafao maimoa mai faapea i latou o loo faaogaina auunaga mai lava i faletalimalo, faleaiga, auunaga tau felauaiga (pasi/taxi) faapea i latou o loo maimoa i faafiafiaga, poo le tafafao foi ile matafaga. O le auunaga matagofie ma le atoatoa o loo tuuina atu ele atinae o tagata tafafao maimoa mai e atagia ai le aoga o tupe o loo faaaluina, e leai se aoga pe a faaletonu auunaga tau i vaalele meli la'u pasese e aumaia tagata asiasi maimoa mai i o tatou laufanua.

O lenei tausaga ua faamauiina ai le siitia ole fuainumera ole tosina mai o faigamalaga i vaega eseese e patino i auunaga eseese e pei o taaloga ma fonotaga, ona ole lelei o nofoaga e faatino ai nei auunaga i faletalimalo tetele faapea isi nofoaga. Ua maitauina ai le avea o Samoa ma nofoaga autu mo fonotaga ile atu Pasefika. Ua avea foi le lelei o nei fale ma nofoaga e faatino ai taaloga ma ala e atili tosina mai ai taaloga faavaomalo, e ui e le o toatele tagata taaalo ma faipisinisi pe a faatusa atu ile tausaga ua tuanai lea sa talimalo ai i taalofa faavaomalo a Atunuu ole Taupulega (Commonwealth games).

E ui ile siitia o le fuainumera o tagata asiasi mai, e ao pea ona faamalosi au le alamanuia o tagata tafafao maimoa mai ile faatosina mai o tagata asiasi talafeagai e fetau lelei ma auunaga o oloa o loo tuuina atu, ma siitia ai le tulaga o tupe maua.

O se tasi o auunaga o loo faapea ona fesoasoani tele i le faalauiloina o Samoa o faalauiloa o taumafa eseese ma le maua pea o fualaau aina mata ma fualauaina suamalie, o fua o faaeleeleaga. O loo tele faleaiga ma nofoaga mo tafaoga,



faaopoopo ai ma le tofo lelei ole pia o loo gaosia lava ile atunuu. E tele naua tala lelei ma le matagofie o tafaoga o loo faamatalatalaina e tagata tafafao maimoa mai i luga o upega tafailagi e pei ona faasoa atu ai i le lalolagi atoa e faatatau i le lalelei o Samoa.

O loo galulue faatasi foi le Pulega ma sui ole alamanuia o tagata tafafao maimoa mai, ile faaogaina o fesoasoani mai le Malo o Niu Sila e ala i lana polokalame ole STGP, ua maua ai le tomai faapitoa e atia'e atili ai le polokalame patino(Samoa Direct Booking Engine) mo le faatauina atu o avanoa o potu o faletalimalo, faapea malaga taamilo i mataaga i totonu ole atunuu ma isi auunaga mo malo asiasi mai, ina ia faigofie ona e i latou mai i atunuu mamao faamatalaga uma nei e fai iai a latou fuafuaga mo le malaga mai i Samoa.

E le taumate le faamoemoe ole alamanuia o tagata tafafao maimoa mai ile tomai ma le galulue saili o tagata faigaluega uma, faapea le Pulega, o le Komiti Faufautuao itu tau I aoaoga mo le alamanuia o loo faaauau pea auunaga i le susesueina ma le faatinoina o aoaoga faale-tausaga aua le faatinoina o aoaoga ua mae'a faatulagaina mo tagata faigaluega ile alamanuia.

E avea ai lenei taimi e momoli atu ai le faafetai tele a le Pulega ma le afaigaluega, i le Afioga i le Minisita ma le Kapeneta mo le tou lagolagosua i galuega faatino a le Pulega ma le atinae o tagata tafafao maimoa mai i lenei tausaga. E momoli atu foi le faafetai i le Tamaitai taitai fono ma le mamalu o le Komiti Faatonu mo le taitaiga ma le lagolagosua i galuega o lenei tausaga.

E momoli atu foi le faafetai tele a le Pulega i Matagaluega uma a le Malo sa tuuina mai le fesoasoani i galuega faatino o Poloketi eseese, aua le faaleleia o auunaga i le tuufaatasia o polokalame mo le faatosinaina mai o tagata maimoa.

E momoli atu foi le faafetai tele i pisinisi tumaoti o lenei alamanuia i le tou le faalogologo tiga faapea galuega eseese o loo faatinoina aua le tuuina atu o auunaga e faatosina ma mautinoa ai le filifilia ai o Samoa ose atunuu e asia e malo faapea lo latou toe foi mai le toe foi mai mo tafaoga ma isi mafuaaga. E tumau le



faafetai i le Tapaau o i le Lagi ona o ana faamanuiaga o loo faapea ona auina mai
pea i lo tatou atunuu o Samoa faapea le afaigaluega a le Pulega.

Ma le fa'aaloalo tele lava

A handwritten signature in black ink, appearing to read "Sonja Hunter".

Papalii Matatamalii Sonja Hunter
PULE SILI



3.0 OTOTOGA

O lenei lipoti o loo auilili atu ai galuega sa faatinoina e le Pulega i le tausaga faaletupe lulai 2017 ia Iuni 2018 ma fautuaga a le Malo i galuega atina'e o loo faaauauina pea ma fuafuaga faaletausaga mo galuega faatino aua le atina'eina ole Vaega mo le Atina'e ole Alamanuia mo Tagata Tafafao Maimoa mai e pei ona faataatia ai i ana fuafuaga autasi o loo mulimulitai i taiala o le Fuafuaga mo Atina'e a le Alamanuia 2014-2019 faatasi ai ma le Fuafuaga mo Atina'e Tetele a le Malo o Samoa 2017-2020.

O le Pulega o Tagata Tafafao Maimoa sa faavaeina i le tausaga e 1986 i le igoa Samoa Visitors Bureau seia toe faia le teuteuga ma suia ai le igoa e pei ona i ai nei, ma tuufaatasia ai loa ana mataifaioi faatulafonoina e pei ona auililiina mai ai i totonu o le Tulafono Autu mo le Atina'e o Tagata Tafafao Maimoa 2012.

O le tupe faamatuu mai e le Malo i lenei tausaga faaletupe e \$11,412,131 mo le faalauiloaina o Samoa e ala i ana maketi faapaaga ma le Vaega o Fefaatauaiga o Malaga (Travel Trade), ma tagata faipisinisi ma kamupani i Samoa po le ala atu foi i le vaega o loo faia faasalalauga e ala i faailoilo po o feau taua o loo faalauiloa ai Samoa. Mai le tele o tausaga ua mavae, sa lagolagoina malosi ai e le Pulega o Tagata Tafafao Maimoa faalauiloa faapaaga ma le Vaega o Fefaatauaiga o Malaga ma kamupani vaalele. E ui i le taua o lenei lagolago peitai ua faaitiitia, ina ia maua se avanoa mo isi auala o faalauiloa tuusa'o i tagata faatau e pei ona iai metotia faatekonolosi e pei o pepa o faamatalaga (Electroni Direct Messages) po le faaogaina o faamatalaga i upega tafa'ilagi faitele (Social Media) e momoli ai se faasalalauga taua po se tala faafagogo e uiga ia Samoa ina ia tosina mai ai turisi asiasi. Mo le faatupeina o nisi o nei faalauiloa po o fuafuaga faavae sa fesoasoani malosi mai ai le Malo o Niu Sila e tauala mai i le Polokalame Faigapaaga mo le Faatupulaia o le Atina'e o Tagata Tafafao Maimoa a Samoa. Sa faatalanoaina le vaega o fuafuaga faatekonolosi (Digital Strategy) e sui sa auai ile fonotaga o le Komiti Lautele o Faipisinisi Tau Turisi (Samoa Tourism Industries Alliance) ma sa tatalaina le avanoa e fefaasoa'i ai ma sa auai le Pulega ma sui o le Malo e faalogologo ma fesoasoani i le atina'eina o vaega tumaoti ma tagata lautele.



O loo tumau pea ma vaai totoa le Pulega i lana matafaioi o le lagolago lea i atinae mai lava i le pisinisi laititi seia oo i le pisinisi feololo e ala i le faia lea o se fesootaiga televavave faaonaponei (Samoa Direct Booking Engine) e fesootai sa'o mai ai le tagata tafao ma totogi lona potu mo le faaleleia atili o lea auunaga ma faateleina ai faatau. O loo faaauau pea foi aoga ma faamalosi i pisinisi ina ia faaleleia ma faafou a latou fefaatauaiga i luga o auupega tafaailagi aua e iai vaega ua maua lo latou tomai faapitoa i lea matata ae o nisi o loo manaomia pea le aogaina.

E tele auala o loo faafaigaluega ma faaopopo ai galuega faalauiloa e le Pulega, ina ia ofoina atu i maketi eseese ma faailoa foi ituaiga maketi ma ona manaoga ina ia o gatusa ma auunaga o loo ofoina atu e le atunuu pe a malaga mai.

O le toatele lava o i latou o loo avea Samoa ma atunuu e fai malologa mai iai, o i latou e malaga mai e malolo ma faatino nisi o auunaga o loo maua i le tatou gataifale e pei o le fagota, o le aau, o maimoaga i lalo o le sami faapea i latou e fiafia e susesueina le natura o laau ma le siosiomaga ma le asia o mataaga.

O le molimauina e turisi o se tasi o faaaliga o meaai Samoa e ala i le tusi o meaai a Robert Oliver, ua mafai ai ona siitia nisi o auunaga ma nisi faaaliga e pei o le faaaliga meaai, maimoaga i meaai faapea le maimoaga i atinae o laau aina poo togalaau foi.

Ona o Samoa ua iai ona malae ma fale taalo lelei e pei ona iai le Olympic Aquatic Center, ua avea lea ma ala ua siitia ai le manaoga ma toatele ai turisi e malaga mai i tulaga tau Taaloga e tauva ai ma 'au a le atunuu poo le faatautaia foi lea o ni tauvaga faavaomalo i totonu o Samoa. O se tasi lea o vaega ua siitia ai le manaoga o turisi i mea tau taaloga.

E tele nisi o vaega matagofie o Samoa e le o iloa, e mafai ona fausia mai ai nisi faalauiloa tulaga ese ina ia fesootai lelei ma le lasi o vaaiga ia Samoa aua turisi Malaga mai. O loo lagolagoina malosi e le Pulega le soifua lelei ma



le soifua manuia o le alamanuia, o le atinae mo laau eseese, maimoaga mo meaa, o le faaaliga ale Magic Circus Samoa ma isi auunaga e talosagaina le Pulega mo se fesoasoani.

O lenei Ripoti ua tuuina atu o se vaaiga lautele lena i le faaauau ai pea ona lagolago le Pulega i le faatumauina o le Atinae o Tagata Tafafao Maimoa ma iloa ai le utiuti o le tupe teu fa'aagaaga a le toatele o Samoa, o le mea lea e aua ai nei gata le saili mo ni faipisinisi talafeagai e galulue faapaaga ina ia o gatasi ma manaoga o pisinisi i Samoa. O le toe iloiloina o le tusi Fuafuaga Autasi a le Pulega 2017 – 2020, o loo faamauina ai le ausia o faaiuga lelei i nisi o tala faatatau o le tupe ua tuanai.

E 163,323 tagata sa asiasi mai ma maua ai le \$454.2 miliona tala, e tusa lea ma le 23.8% lona sao i le atinae o Samoa. O loo atagia mai le agai le lumanai le faamanuiaina o le atinae o Turisi i Samoa pe afai e filiga ma taumafai tagata uma ina ia mautinoa ma iloa le taua o le avanoa ua maua. O le siitia o numera ma le tupe maua ua mafai ona o le siitia o auunaga a vaalele, aemaise o le siitia maua ai o tagata e tafafao mai faapea e malolo mai i aiga ma uo e tusa lea ma le 11.53% ua siitia ai tagata asiasi mai ma le 17.18% ua siitia ai le tupe maua e faatusatusa atu i le piriota o le 2016/2017.

O le Miti a le Pulega o Tagata Tafafao Maimoa " ***la faalauiiloa le Mautu ma le lelei o le atinae o Turisi ina ia manuia Samoa ma ia faamalieina foi le Turisi ma ia maua se aoaoga faa-Samoa.***

Taiala mo Faatinoga ma Agatausili:

- Faaaloalo
- Faamaoni
- Le Faaituau
- Lelei na Fuafua ma Vave Faataunuu
- Mafai ona Tali atu & Faatino
- Pulega Manino



3.1 Matafaioi Autu

O matafaioi autu nei a le Pulega e tusa ai ma aiaiga o lana tulafono e pei ona faataatia ai i lana Tulafono Autu mo le Atina'e o Tagata Tafafao Maimoa 2012:

1. O le matafaioi a le Pulega le vaavaaia, faalauiloa ma faatonutonu tulafono mo le Alamanuia o atina'e turisi i Samoa e pei ona iai i ana tulafono ma nisi tulafono talafeagai.
 - i. Talimalo po le auai i soo se fonotaga fesootai ma aiaiga o lana tulafono ma ia mautinoa e faatinoina iugafono uma mo le faamalositia o le faatasiga o sui auai aua le manuia o le atina'e turisi i Samoa;
 - ii. Sauniaina o fuafuaga mo polokalame faatosina, faatinoina o se gaiogiga ma sainia se maliega mo faamanuiaga tuuina mai mo soo se atina'e turisi, e talafeagai ma soo se tulafono e tuuina atu ai lea matafaioi ile Pulega;
 - iii. Sauniaina o tulafono talafeagai, faamaonia fuafuaga mo atina'e turisi ma fautuaina le Minisita ma le Malo i tulafono ma mataupu fuafuaina;
 - iv. Ia mautinoa le faia o faatalatalanoaga ma isi ofisa ole Malo e faamalositia ai tulafono e aafia ai turisi ma le faagasologa o atina'e ia lelei ona faatino;
 - v. Ia auai i le faatinoina o laisene e moomia ona tuuina atu mo fale talimalo ma isi pisinisi turisi e tusa ai ma lana Tulafono ma le Tulafono o Pisinisi 1998;
 - vi. Ia mautinoa le faatulagaina o pisinisi turisi i tulaga talafeagai ma faiga faavae o faatulagaina o ia atina'e ma ia faaogaina laisene faatulafonoina po nisi auala talafeagai;
 - vii. Faatautaia o asiasiga e mata'itu ai ma lipoti i soo se vaega o pisinisi turisi faapea tagata tafafao maimoa mai ina ia atagia ai le faatinoina lelei o le Tulafono;
 - viii. Faamaumauina o faamaumauga, fuainumera ma tala faatatau o tupe e fesootai ma ana matafaioi i lalo o le tulafono;
 - ix. Faatinoina o fuafuaga tau maketi ma faalauiloa polokalame fai;



- x. Faatautaia o suesuega i so'o se mataupu e uiga i tagata tafafao maimoa;
- xi. Mataituina lelei o le maketiina male faalauiloaina o gaioiga, faamaoniaina o fuainumera faamaumauina, faamaumauga ma fua faatatau mo tagata tafafao maimoa, ma faia fautuaga e faaleleia ai le aoga o ia polokalame ma gaioiga;
- xii. Faasoaia o faamatalaga e patino i tagata tafafao maimoa i Samoa;
- xiii. Faatinoina o isi galuega ina ia atoatoa ma lelei le tulafono ma aiaiga o so'o se tulafono lea e iai ana matafaioi ma le malosiaga.

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 Fefaatauaiga ma Faalauiloa

Sa faatinoina foi e le Vaega o Fefaatauaiga ma Faalauiloa nisi o auaunaga poo ni auala e filifili mai ai maketi poo vaega autu i atunuu i fafo ina ia faamalosia ma agai sa'o iai tulaga o faalauiloa ma le manaomia. O nei auaunaga ma auala ua vaevaeina lea mo maketi e tuusao, o malaga mo fefaatauaiga, o le vaega o tusitala ma TV ma Leitio, ma fonotaga ma tausinioga i faiga faapaaga.



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 auauauga e ala i tiute fa'afautua i taimi o fa'atalatalanoaga ma asiasiga, faamalosi ma unaia le usitaia o Tapula'a Mo'omia mo faletalimalo, o le fa'atinoina o asiasiga o atina'e eseese, lagolagoina o talosaga mo fesoasoani tau tupe, faapea foi le atina'eina o tomai ma agavaa o i latou o loo faigaluega i totonu o lenei alamanuia. E le gata i lea, o le poloketi mo le tali atu o atinae turisi i fesuiaiga o le tau o loo faatinoina foi e le vaega nei.

3.5 Vaega o Suesuega ma Faamaumauga

O le Vaega o Suesuega ma Faamaumauga e gafa tonu ile tuufaatasia ma le auililiina o faamaumauga mo le vaega tau tagata tafafao maimoa mai. E le gata i lea, latou te faatinoina foi suesuega faatatau i ni mataupu tau turisi mai lea taimi i lea taimi, e fua agai i vaega o loo moomia mai e le Komiti Faatonu, Pulega faapea Vaega o Atinae tau turisi.

3.6 Vaega o Tulafono ma Auaunaga

O loo fa'aauau pea ona taulamua le Vaega o Tulafono ma Auaunaga i le faatinoina ma le tapenaina o vaega e fesootai ma ausia ai le manulauti o le "SAMOA LALELEI" o loo tulaia lea i le atunuu lautele, o le vaega o Atinae Faa-Turisi, o le malo faatasi ai ma vaega manaomia e le Pulega. O loo feagai foi lenei vaega, ma le mataituina o galuega ma mafaiaoi tauave a le Komiti o le Faamatagofieina o Samoa.

3.7 Vaega o Tupe ma Auaunaga Lautele

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.



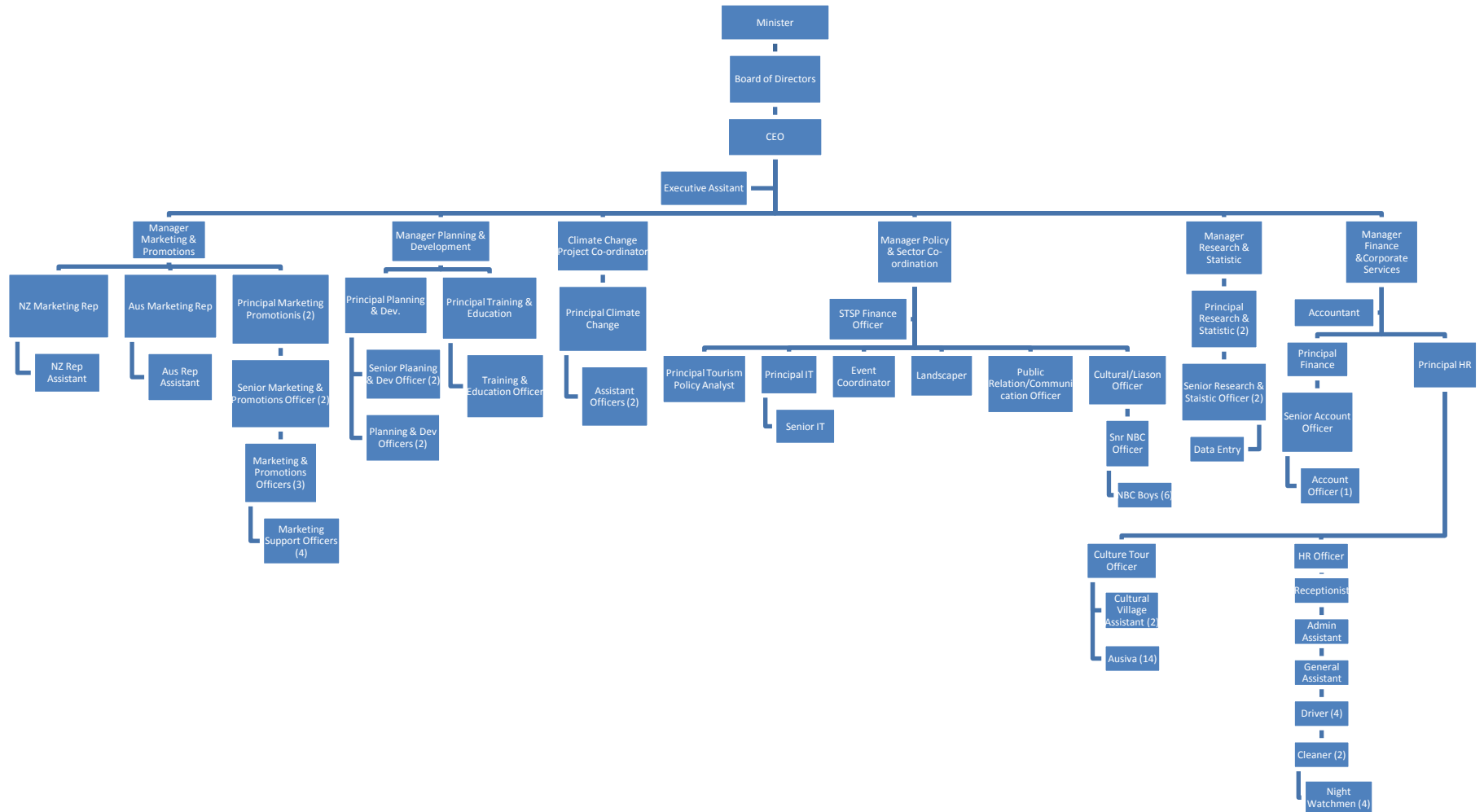
3.8 Komiti Faatonu Iulai 2017 - Iuni 2018

1. Adele Kruse	Taitaifono
2. Aanamaitu Tauiliili Pasikale	Faatonu
3. Leota Lu II	Faatonu
4. Tuala Oli Ah Him	Faatonu
5. Tuiataga Nathan Bucknall	Faatonu
6. Tauiliili Alise Faulalo Stunnerberg	Faatonu
7. Leota Matamua Tuitautai Kuki Retzlaff	Faatonu
8. Papalii Matatamalii Sonja Hunter	Pule Sili

3.9 Pulega Iulai 2017 - Iuni 2018

1. Papalii Matatamalii Sonja Hunter	<i>Pule Sili</i>
2. Pativaine Petaia-Tevita	<i>Pule Vaega o Tupe & Auaunaga Lautele</i>
3. Leitualla Joe Chan Ting	<i>Pule Vaega o Maketi & Faalauiloa</i>
4. Dulcie Wong Sin-Simanu	<i>Pule Vaega mo Faiga Faavae ma Aotelega o le Alamanuina mo Tagata Tafafo Maimoa</i>
5. Faamatuainu Suifua Faamatuainu	<i>Pule Vaega o Fuafuaga & Atinae</i>
6. Kitiona Pogi	<i>Pule Vaega o Suesuega & Faamaumauga</i>

AUIVI O LE PULEGA O TAGATA TAFALAO MAIMO





4.0 VAEGA O FEFAATAUAIGA MA FAALAUİLOA

Faatomuaga

O galuega faagasolo a le Vaega o Maketi ma Faalauiloa ma lona faatinoina i lenei tausaga fa'alētupe, ole faatupula'ia lea o auala faalauiloa ina ia faamalieina mana'oga (demand) ma le naunauta'iga (interest)ina ia siitia peale silafia lautele (awareness) e ā tatou Maketi ua filifilia, ina ia avea pea Samoa mo faigāmalaga tafafao mai iai. O loo taula'i gaiōiga faatino ile maketiina ma le faalauiloina o Samoa i ā tatou Maketi autū (primary markets) e pei o Niu Sila ma Ausetalia i ona mafua'aga, o nei atunuu e lua sa faamauina e 67% o la'ua sao sa faimalaga asiasi mai i Samoa. O Amerika Samoa o le isi lea a tatou Maketi autū ma e 11% o tagata tafafao maimoa sa faamauina e aga'i mai Amerika Samoa. O le 22% o tagata tafafao maimoa mai o loo faamauina e omai i isi Maketi e le o auai ile li'o o Maketi autū, ae o loo faaauau pea le faia iai o a tatou faalauiloa e pei ona faaogaina ai tekonoosi faaonaponei ma faalauiloa tu'usa'o (Direct Marketing) e ala i faasalalauga i televise faapea i upegatafāilagi (digital and travel trade channels).

O polokalame masani faataatitia ole tausagai totonu o Samoa, fa'aitūlagi i le Pasefika ma le fa'avāomalo sa faia lea i totonu ole 12 masina. O nei polokalame sa fesoasoani ile faalauiloina atili o Samoa ina ia faateleina le naunau o tagata tafafao maimoa mai e Malaga mai i lo tatou atunuu.

Setema 4 – 10 2017	27 th Teuila Festival
Novema 13 2017	Ground Breaking Apia Port Enhancement Project
Ianuari 19 2018	Samoa Tourism Excellence Awards
Fepuari 17 – 18 2018	Vailima Pure Marist International 7s Rugby Tournament
Fepuari 28 2018	Alo Paopao Regatta
Mati 24 2018	Sheraton to Sheraton Alopaopao
Aperila 14-21 2018	Samoa International Game Fishing Tournament
Aperila 30 2018	Samoa Tourism Exchange
Iuni	Completion of the Port extension at Mulifanua



O loo faaauau pea e le Pulega ona fautaia le Polokalame Lautogia mo Pisinisi Tagata Tafafao Maimoa Mai i le masina o Ianuari ina ia amana'ia pisinisi ua maoa'e latou 'au'aunaga i totonu o le sefulu lua masina. O lenei taumafaiga a le Malō sa lē nā o i latou ua fa'aigoaina ma filifilia e tagata tafafao maimoa mai fafo e ala i latou au'aunaga aemaise le sili ona lelei o latou oloa ma apitaga, ae ia iloa ai foi i latou ua siitia maua luga lo latou tulaga ile faalauiloina.

O le vaalele ale Talofa Airways o lo o faatinoina Malaga ile va o Samoa e lua ua faamauina se faasiliga lelei ole fuainumera o tagata tafafao maimoa mai fafo o loo ia aumaia ma taunuu mai i Samoa. Sa maitauina lea faasiliga ua 17,400 mai ile 14,600 sa iai ina ua amata ana galuega iā Aukuso 2016. Ole faalauiloina o femalaga'iga ale Samoa Airways i totonu ole ulua'i 6 masina o lenei tausaga faalētupe 2017/2018, ua fai lea ma ona sao ile tuu maua laloina o pasese vaalele ua mafai ai ona fa'ato'ateleina tagata tafafao maimoamai aemaise aiga e Malaga mai i Samoa. Sa faamauina le telē ole faasiliga ile 11.53% i lona aofa'iga e 163,323. Ole tele o avanoa, ole faatupula'ia foi lea o ē faimalaga mai.

O loo fa'aauau pea ona ūna'ia e le Pulega aga galuega ma polokalame fa'alauiloina ina ia lagolagosua ma sapaapaia 'au'aunaga a le va'alele o le Samoa Airways, ua maitauina ai le to'atele o i latou sa resitara i le Polokalame a le Pulega o le Samoa Tourism Exchange (STE) sa faia iā Aperila 2018. O faamaumauga o lenei faaaliga na ausia maua luga ai mai le tausaga na te'a nei ile 72 sui auai mai, e pei o Pulega o Kamupani Valele, Kamupani Faigamalaga, Kamupani mo A'u'aunaga Lauale'ele ma Faigamalaga, Tusitala mai isi. O nisi iloga sa auai mai e pei o Mr. Warren Grau, Pule Sili ole Springboard Vacations, Mr. Robert Rounds, Pule o le Pule o le Vaega Fa'aitulagi o le Pasefika a le Fiji Airways, Ms Daisy Park ole sui faufautua o Samoa i Korea, Ms. Alison Cryer ole Representation Plus ole sui faufautua o Samoa i Europa, Ms. Susana Iakoliev ole Myriad Marketing ole faufautua o Samoa i Amerika ile itū i Matū, fa'apea Mr. Fasitau Ula and Mr. Sonny Rivers o lo'o va'aia maketi a Ausetalia ma Niu Sila. Mai i tausaga ua mavae, ole taimi muamua lenei o ni sui mai i Maketi o Europa e pei o Belgium, Farani, Netherlands, Sepania ma UK e auai mai ai,



O sui sa auai sa iai faletalimalo, kamupani e gafa ma le faatafafaoina o tagata maimoa (Tour Operators), kamupani e lisi mai ai taavale (car rentals), kamupani vaalele ma nisi o tatou sui e gafa ma le gaseseina o mea taumafa. O nei faaaliga na atagia ai le tele o taleni ma agavaa eseeese i totonu o Samoa. Sa iai ni isi sui fou sa auai mai e pei ole Sui mai le Ofisa o Tagata Asiasi atu i Amerika Samoa faatasi ai ma le sui ole Kamupani vaalele a Hawaii (Hawaiian Airlines).

Ole masina o luni sa asiasia uma ai mata'aga ma faletalimalo i Savaii. Ole faamoemoe mauuluga lava ole faamautū atili o faamatalaga ma nisi faaopopoga o atina'e o faletalimalo ma mata'aga taitasi, faamautū o ta'iala ma avanoa lelei, faamalosi o faiga fa'apa'aga ma galulue fetu'una'i i popolega o loo feagai ma nisi o faletalimalo poo mata'aga foi.

Sa faalauiloa le galulue fapa'aga ole Malo o Niu Sila ma le STA ile polokalame ole Samoa Toursim Growth Program (STGP) e ala i nisi o fesoasoani ma atina'e polōketi mo le maketiina ma le faalauiloa atili lea o Samoa e tauala ile toe fa'afouina o le upega tafāilagi a le Ofisa o le Pulega a Tagata Tafafao Maimoa (STA website). Ole kamupani ole Electric Art sa manumalō i lenei tauofoga ma ua o latou galulue ai nei ile suiina o le upega tafāilagi ona o le isi lenei tekonoosi ua maoa'e ma ua tele lona sao ile faatupula'ia o tagata asiasi maimoa mai i Samoa. I le lagolagoina o lenei atina'e faa-polōketi, ua galulue ai nei le Vaega o Maketi ma Faalauiloa (Sales & Marketing Division) e faaopoopoina le numera o faletalimalo ma mata'aga i luga ole upega tafāilagi ona o le isi lenei vaega ole ma sini autū o asiasiga.

Aofa'iga o faletalimalo mo le po i faamaumauga ale STA e 124		
Faletalimalo o loo lisiina i luga ole upega tafailagi (79)	Faletalimalo o loo lisiina i lalo ole Samoa Tuusa'o - Samoa Direct (55)	Faletalimalo o loo lisiina i lalo o faalauiloa faapitoa (Package Deals) (7)
12 Faletalimalo Tetele Deluxe properties	4 Faletalimalo Tetele Deluxe properties	Aga Reef Resort, Insel Fehmarn, Lauiula Beach Fales, Le Vasa Resort, Samoana Boutique Hotel, Vaiala Beach Cottage, Bayview Resort
12 Faletalimalo Feololo Superior properties	7 Faletalimalo Feololo Superior Properties	
14 Faletalimalo vaega ogatotonu - Standard properties	19 Faletalimalo vaega ogatotonu - Standard properties	



25 Faletalimalo laiti Budget properties	15 Faletalimalo laiti Budget properties	
16 Fale Apitaga Tu Matafaga - Beach Fales	10 Fale Apitaga Tu Matafaga - Beach Fales	

Ole aofa'iga o tagata asiasi mai fafo ile tausaga faalētupe 2016/2017 e 146,437, mai faamaumauga, ua iai lona faasiliga ile 11.53% ile faaiuga ole 2017/'18 ma maua ai le aofa'iga fou ua ausia e 163,323. O se pasene sii maualuga tele lea i lenei tausaga faalētupe. Ua faamauina Niu Sila ma Ausetalia o Maketi silia lava ia i tagata tafafao asiasi mai i lona pasene e 4.3% i le 11.59% mai tausaga fa'aletupe o le 2016/'17 i le 2017/'18.

Ole faatupula'ia ole fuainumera o tagata asiasi taunuu mai i Samoa, o loo faalagolago lava lea i nisi o malaga faaopopo i Niu Sila ma Ausetalia a le kamupani vaalele ale Samoa Airways ile lumana'i.

4.1 Faalauiloa Tuusa'o

Taunuuga: Ina ia faatupula'ia pea le faalauiloaina o Samoa, o se nofoaga ma se taunu'uga o moomooga.	Vaega e Mata'ituina: - Aofa'iga o Maketi faalauiloa sa faatino - Aofa'i o tagata e āsia le upega tafa'ilagi ile ulua'l taimi - Aofa'i o tagata resitala ma e ua fai pa'aga ile faaaogaina o feso'ota'iga faatekonolosi (Social Media) - Aofa'iga o polōketi ua faia mo le faaleleia ole upega tafa'ilagi
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4.1.1 Faasalalauga Faalauiloa Tuusa'o

O fa'asalalauga fa'alauiloa i maketi filifilia sa fa'aaogaina ai alaleo leitiō, lomiga e pei o nisupepa ma televise. 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'atau e tagata ma mafua ai ona faigamalaga mai i Samoa e pei o malologa, fa'aipoipoga, pisinisi ma fonotaga ma isi.

Marketi	Faalauiloa Tuusa'o	Faamatalaga
Amerika i Matū	0	Lomiga i Nusipepa, upega o tafa'ilagi
Ausetalia	44	Televisi, Nusipepa, upega o tafa'ilagi, faasalalauga i leiti
Peretania/Europa	1	Nusipepa, upega tafa'ilagi, faasalalauga i leiti
Niu Sila	38	Televisi, Nusipepa, upega o tafa'ilagi, faasalalauga i leiti
Amerika Samoa	12	Lomiga i Nusipepa, faasalalauga i nofoaga faitele
Korea i Saute	19	Televisi, upega tafa'ilagi
Saina	70	Lomiga i Nusipepa, upega tafa'ilagi

O fa'asalalauga ma faalauiloa tuusa'o sa faatinoina i lenei tausaga faalētupe, sa faamamafa lava lea ile faalauiloaina atili ole faailoga ole "Samoa Lalelei". Ole tele o fa'alauiloa faa-maketi, sa taula'i lava lea i Maketi Autū ona sa fuafua i le talafeagai o le iai o le avanoa o Malaga tuusa'o a vaalele i Samoa.

4.1.2 Metotia Faalauiloa

O faalauiloa e pei o ata tifaga pupu'u, ata pu'e, lomiga ma isi tusitusiga sa lamua ai le failoa tauave o le Samoa Lalelei lea sa amata tauave le fa'alauiloaina i le tausaga 2015. O nei vaega fa'alauiloa sa faaoga e le Pulega e lagolago ma faaleleia ai le taumafaiga o le maketiina ma fefa'atau'iga. O nei vaega fa'alauiloa sa mafai ona fesoasoani ile faamaninoina ole atoaga ole lelei o 'au'aunaga sa fai.

4.1.3 Upega o Atina'e

4.1.3.1 Samoa.travel

Sa siitia ile 28.06% le aotelega o tagata sa aga'i e asiasi i le upega tafailagi samoa.travel, fa'atusatusa i le tausaga fa'aletupe 2016/2017. O le 55.55% o lenei aotelega sa aga'i mai i Niu Sila ma Ausetalia ma le lunaite Setete o Amerika.



O nisi o vaega sa fa'atino ile tausaga, o le fa'aleleia ma si'itia le tulaga o le atunu'u i su'esu'ega i luga o le Google pe'a saili e tagata tafafao maimoa i luga o upega tafa'ilagi. O nisi o fausaga poo sūiga ma le toe faapolokalameina ole upega tafa'ilagi sa faia, ua maitauina le ono avea lea ma tulaga e lē atoatoa ai le lipotiina e le Google Analytics ole aofa'iga o ē e asiasi ile tatou upega tafa'ilagi.

I le fa'aaauau ai o le aotelega o su'esu'ega sa faia i le upega tafa'ilagi o le samoa.travel, o lo'o taula'i pea galuega e fa'atau faamatalaga ma ata e fa'aoga ina ia mausali ai le fa'aosofia o lagona fiafia o tagata tafafao maimoa mai i Samoa.

Google Analytics Report 2017-2018						
Overview	16/17	17/18	Change	Top Content	Page views	% Change
Visits	318,237	407,546	28.06%	1) Homepage	130,938	-10.02%
Unique Visitors	312,088	401,613	28.69%	2) Introducing Samoa	7,243	-307.50%
Page views	1,076,351	1,502,330	39.58%	3) Rent-A-Car	30,473	-16.50
Pages/visit	2.53	2.71	7.06%	4) Samoan-Culture	26,534	-13.19%
Avg Time on Site	0:02:37	00:02:10	-16.67%	5) Accommodation/Deluxe	28,274	-23.33
Bounce Rate	62.48%	52.09%	-16.79	6) Package-deals	190	-11,260%
New Sessions	425,437	554,647	30.37%			

Visits by Country of Origin			Traffic Sources	% Change	Visits
Country	Visits	Share	Referral	-38.13%	9,545
New Zealand	144,982	35.12%	Organic Search	-1.64%	202,681
Australia	127,288	29.07%	Direct	11.58%	39,254
USA	61,178	30.84%	Paid Search	157,940.00%	31,608
Samoa	16,786	4.07%	Social	-62.51%	8,464
UK	11,728	2.84%	Other	173.03%	126,337
Canada	4,995	1.21%	Email	-33.08%	284

4.1.4 Faamatalaga i Upega Tafa'ilagi

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 fiafia i le Twitter na maitauina le fa'atuputupula'ia o i latou e fiafia sa asia le Facebook, Youtube fa'apea le Instagram.



Channel	2015/2016	2016/2017	2017/2018
Facebook	54,805 Likes	66,893 Likes	75,764 Likes
	4,355,910 Reach	5,447,741 Reach	9,660,094 Reach
YouTube	55,200 Views	64,207 Views	177,665 views
Twitter	67,700 Followers	67,500 Followers	67,700 Followers
Instagram	14,200 Followers	20,402 Followers	24,632 Followers

4.1.5 Upega mo le faamatūina o Avanoa i Faletalimalo a Samoa

O le Samoa Direct o le 'au'aunaga ua fai fa'apitoa e fa'aaogaina ai le upega tafailagi e fa'amautuina ai avanoa i faletalimalo. O se taumafaiga e fesoasoani i faletalimalo e le gafatia le fa'aaogaina o le upega tafa'ilagi. O fa'alauiloa tu'usa'o i luga o upega tafa'ilagi (digital marketing) sa fesoasoani tele i le una'ina mai o tagata i luga o le samoa.travel ma iloa ai faletalimalo ma latou fa'alauiloa fa'avaitaimi (packaged deals). O le atunu'u o Ausetalia ma Niu Sila o taunu'u o lo'o to'atele latou tagata tafafao maimoa mai o lo'o fa'aaogaina lenei 'au'aunaga. Ua iai nei le fa'aopoopoga o faletalimalo ua lisiina i luga o le lenei 'au'aunaga o le Samoa Direct.

Faletalimalō ma lona Faatulagaina	2016-2017	2017-2018
Faletalimalo Tetele (Deluxe)	4	6
Faletalimalo Feololo (Superior Standard)	7	7
Faletalimalo ile Vaega Ogototonu (Standard)	19	20
Faletalimalo ile Vaega Laiti Budget	14	15
Fale Apitaga Tu Matafaga Beach Fale	10	10
Aofa'iga	54	58

Ua iai fuafuaga alualu mamao ma ua amatalia foi galuega faataatitia i lalo ole Samoa Tourism Growth Program (STGP), o loo faatupeina e le Malo o Niu Sila nisi o poloketi e



pei o le Fa'afouina o le Samoa.travel ma le Samoa Direct atoa ai ma Su'esu'ega mo nisi maketi fou aua le faaleleia ma una'ia 'au'aunaga fa'atatau i le faatauina (sales) atu poo le faalauiloa atiliina o Samoa.

4.2 Fa'alauiloa Faipa'aga ma Kamupani o loo Tuufaatasia ma Faatauina Auaunaga tau Tagata Tafafao Maimoa

Taunu'uga (Outcome): - Fa'aleleia o aga lautele ma fautuaga fa'afetauaiga; - Iloilo ma atia'e avanoa fa'alauiloa i maketi; - Lagolagosua i vaega e fa'aleleia ai aoaoga ma auala fa'afetauaiga 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 faaleaoaoga mo sa talimalo ai le Pulega; - Aofaiga o sui o loo faatauina auaunaga tau tagata tafafao maimoa na aoaoina;
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4.2.1 Faalauiloa Faipa'aga

Marketi	Aofa'iga o Faalauiloa Faipa'aga sa faatinoina
Niu Sila	15
Ausetalia	14
Peretania/Europa	4
Amerika I Matū	1
Asia - Saina/Korea i Saute	5

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

Sa fa'aauuina pea auaunaga mo nei 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 āsia ai faletalimalo ma mata'aga ese'ese. O le to'atele o i latou e Malaga mai I Niu Sila ma Ausetalia.

Marketi	Aofaiga o malaga a sui o lo'o tu'ufa'atasia, fa'atau atu ma fa'alauiloaina 'au'aunaga tau tagata tafafao maimoa sa talimalo ai le Pulega
Amerika i Matū	1
Ausetalia	3
Asia (Saina/Korea I Saute	2
Peretania/Europa	2
Niu Sila	12

4.2.3 A'oa'oga mo Sui o loo Fa'matūina avanoa i Va'alele, Faletalimalo ma isi auaunaga (Agents Training)

Sa fa'atautaia a'oa'oga e sui o le Pulega olo'o i maketi i fafo i o latou aai tetele i na itūlagi (Metropolitan) mo i latou o lo'o fa'amautuina avanoa i va'alele, faletalimalo ma isi 'au'aunaga (front-liners), aua lava le saga fa'alateleina pea o le silafia o sui nei (Travel Agents) iā Samoa ma 'au'aunaga tau tagata tafafao maimoa eseese o loo maua i Samoa. O i latou nei o lo'o fa'asoa atu 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'amautina avanoa i va'alele, faletalimalo ma iai 'au'aunaga sa fa'ataunu'uina (Agent Trained)
Asia (Saina/Korea i Saute)	230
Amerika i Matū	47
Niu Sila	62
Peretania/Europa	984
Ausetalia	133



4.2.3.1 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 nisi nei o loo galulue ma faipa'aga ma le Pulega, poo kamupani o loo 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'atāua ma o nisi nei o kamupani ua mafai ona latou tu'ufa'atasia ma fa'atauina 'au'aunaga ua ta'ua.

Maketi	Aofaiga o Kamupani
New Zealand	228
Australia	518
UK/Europe	100
North America	91
Asia (China; South Korea)	280

4.3 Ala o Faasalalauga ma Faalauiloa Fa'avaomalō ma Tusitala mai i Maketi i Fafu (International Media & Public Relations)

Taunu'uga (Outcome) - Fa'alelei feso'otaiga ma faigāpa'aga ma le au tusitala; - Ia ogatasi lomiga ma tusitusiga a tusitusia ma faalauiloa a le Pulega;		Vaega e fa'atua le mata'ituina (Key Point Indicators) - Aaofa'i o tusitala sa talimalo ai le Pulega; - Aofa'i 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 tulaga maua i galuega fa'alauiloa e ala i tusitusiga ma fa'amatalaga i totonu o maketi filifilia e uiga iā Samoa, ma ia lava le silafia o itu e atina'e ai pea le galulue



fegalegalea'i e ala i nei tusitusiga ma faamaumauga ua tuuina atu o fafo. O nei faigamalaga sa lagolagoina ile galulue fesoasoani mai o Kamupani va'alele ma faletalimalo.

Marketi	Aofaiga o Tusitala na Malaga mai ma talimalo ai le Pulega
Ausetalia	5
Niu Sila	4
Peretania/Europa	1
Asia (Saina/Korea I Saute)	11
Amerika i Matū	3
Amerika Samoa	3

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.

Market	Aofa'iga o Faasalalauga	Auala o Fa'asalalauga
Niiu Sila	8	Print, TV, online
Ausetalia	3	Print, TV, online
Peretania/Europa	17	Print, online
Asia (Saina/Korea)	104	Print, online
Amerika i Matū	6	Print, online

4.3.3 Auala Faasalalau Tuusa'o Faatekonolosi e ala i le Emeli (Media Releases)

O loo faatuputupula'ia le tele o tusitusiga ma faamatalaga i tala'ave o Samoa i lona matagofie, ma faailo o mea o tutupu o loo avea ma faatumutumuga ile tele o faalauiloa ole tausaga. 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.



Marketi	Auala Faasalalau Tuusa'o Faatekonolosi
Niu Sila	12
Ausetalia	12
Amerika i Matū	4
Peretania/Europa	4
Asia (Saina/Korea i Saute)	31

4.4 Fa'aaliga ma Fonotaga (Events and Meetings)

Taunu'uga (Outcome)	Vaega e fa'atau le mata'ituina (Key Points Indicators)
Fa'atuputupulaia le silafia ia Samoa ma le naunauta'iga o tagata e tafafao maimoa mai i Samoa;	Aofai o Fa'aaliga ma Fonotaga na auai atu iai;

4.4.1 Fa'aaliga tau Fefa'atauaiga (Trade and Consumer Shows)

O fa'aaliga tau fefa'atauaiga 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 siitia i tausaga uma ole to'atele o sui auai. Ole faaaliga faa-le-tausaga iā Aperila 2018 sa faamauina le mauuluga ole naunauta'iga e pei o sui e 70 mai Niu Sila, Ausetalia, Amerika Samoa, Amerika, Kanata, Europa, Saina ma Korea i Saute. Sa faamauina foi le 54 o sui o Faletalimalō sa auai i lenei faamoemoe faa-le-tausaga. O le 2017/2018 tausaga fa'aletupe ua to'atele atu latou mai fafo ma nei i Samoa sa auai i lenei lava polokalame.

O fa'aaliga o lo'o taua i lalo sa auai atu ai sui o le Pulega o i Maketi nei.

Marketi	Fa'aaliga na Auai ai
Niu Sila	8
Ausetalia	5
Amerika i Matū	2



Peretania/Europa	22
Korea i Saute	1

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

Taunu'uga (Outcome)	Vaega e taua le Mata'ituina (Key Points Indicators)
Mata'ituina ma atina'e avanoa e fa'alauiloa ai Samoa;	Aofai o faigapa'aga fa'amautuina

4.5.1 Faigapa'aga Tu'ufa'atasi (Partnership Campaigns)

O lo'o galulue fa'apa'aga le Pulega ma pisinisi e le o a'afia i itu tau femalagaiga ina ia maua avanoa e agava'a ai ile faia o galuega faatino ai pea avanoa e mafai ai ona fa'alauiloa Samoa i maketi filifilia. Ae ona ole uti'uti o vaega tupe ua ma'ea ona fa'aagaga mo galuega faalauiloa ile tausaga fa'a-le-tupe 2017/'18, e na ole 19 polokalame fai fa'apa'aga sa mafai ona faatinoina.

Marketi	Aofa'iga o Faigapa'aga Tuufaatasi
Ausetalia	8
Korea i Saute	11

5.0 VAEGA O FUAFUAGA MA ATINAE

O le vaega o Fuafuaga ma Atina'e e nafa ma matafaioi nei a le Pulega:

1. Faafoeina o vaega moomia mo le vaega o laisene mo atinae turisi
2. Faafoeina ma Unaia o Tapula'a moomia mo faletalimalo ma fale apitaga tu matafaga
3. Siitia o tulaga i pisinisi ma atinae tetele
4. Galuega o loo taimua ai le vaega o Fuafuaga ma Atinae i lalo o le Polokalame Fesoasoani Faapitoa a Niu Sila faapea le



5. Faafoeina o polokalame faaleaoaoga mo le atinaeina o tomai ma agavaa o tagata faigaluega
6. Faaleleia o tulaga i atinae, auaunaga ma galuega tetele
7. Faafoeina o polokalame mo le tali atu i aafiaga o le atinae o tagata asiasi maimoa ona o fesuiaiga o le tau;
8. Faafoeina o le poloketi ua taua o le *Garden Toilet* poo fale le taua faa le siosiomaga;
9. Taulamua i galuega faatino o le poloketi tuu faatasi ma le Matagaluega o Faatoaga ma Faigafaiva – *Agritourism*

E to'a sefulu tasi (11) le afaigaluega sa galulue i lenei tausaga faaletupe e aofia ai le faauluuluga, faapea le to'alua (2) o lo'o faatinoina le poloketi o le Faiga Faavae mo Atina'e tau Tagata Tafafao Maimoa ma Faatoaga ma Faigafaiva (*Agritourism*).

5.1 Atina'eina o Agava'a o Tagata Faigaluega i totonu o Atina'e Turisi. Polokalame Fa'alea'oa'oga

5.1.1 A'oa'oga mo Auaunaga Lautele mo Atina'e Turisi.

O le Vaega o Fuafuaga ma Atinae sa taulamua ile faagasologa o polokalame faaleaoaoga o loo galulue faipaaga ai ma le Malo o Niu Sila, e ala i ana Polokalame fesoasoani mo le atinaeina o tomai ma agavaa o tagata faigaluega o lenei alamanuia. O *Auaunaga Lautele* sa faailo mai i suesuega ma faatalatalanoaga sa faatautaia, ma sa tuuina atu ai loa le faamuamua i lona faatinoina. O lenei aoaoga sa faasino tonu lea mo e o loo gafa mo le taliina o tagata i aso uma. Sa a'otauina sui uma ia mae'a le aoaoga ua mafai ona ausia manulauti nei:

1. Faailoa vaega o soifua maloloina ma le saogalemu;
2. Faailoa uiga o auaunaga lautele;
3. Tomai ma fesootaiga lelei;
4. Auala ma ni metotia e foia ai ni faafitauli;
5. Malamalama ma iloa vaega e foia ai ni tulaga faigata.



Sa faatautaia lea aoaoga mo le tolu afa aso i nofaga e lima i totonu o Upolu ma Savaii. Sa amatalia aoaoga mai le aso 26 o Fepuari i le 17 o Mati 2018 ma e to'a 89 sui mai atinae eseese sa auai ai. O le faiaoga o le susuga ia Geoffery Cullen ma lona soatau ia Christabelle Schuster ole Martin Hautus Institute of Learning.



5.1.2 Aoaoga mo le gafataulimaina lelei o le gaosiga o meaai taumafa i totonu o Atina'e Turisi ma faleaiga.

Sa faatinoina foi e le vaega ia nisi foi aoaoga ina ia faatupulaia ai le tomai i le atinaeina o agavaa eseese i totonu o lenei alamanuia. O lenei faamoemoe sa ausia ona o le fesoasoani mai o le Malo o Niu Sila e ala i ana Polokalame fesoasoani. Sa faasino tonu lava mo e o loo gafa ma le gasesega o meaai taumafa i totonu o faletalimalo faapea foi faleaiga. Sa maitauina foi e le Pulega le tausagi fiafia ma faaoga tatau e sui faifaleaiga o lenei avanoa taua aua le atinaeina o a latou pisisini. Sa vaevaeina i ulutala ua tuuina atu i lalo:



1. *Fesootaiga ile fale faigaluega;*
2. *Soifua Maloloina ma le Saogalemu;*
3. *Saogalemu ole teumaluina o meaai;*
4. *Gaioiga saogalemu mo falefaigaluega;*
5. *Aafiaga o le siosiomaga ona o otaota mai meaai faamaimau ma ufi meaai.*

Sa faatautaia e se alii kuka ia Junior Livi Poulava, o se faiaoga faavaitiami ile APTC ma o le pule foi o le faleaiga o le Whisk Dining Room. E to'a 90 e sa auai i lenei a'oa'oga.



5.1.3 Aoaoga mo fai Faleaiga o le Teuila i le Gaseseina ma le saogalemu o meataumafa.

Sa faa auau ona galulue faatasi le Pulega ma le Matagaluega o Soifua Maloloina i le faamausali ona ausia vaega taua mo le saogalemu i le gaseseina o meataumafa. Sa faasino tonu lenei aoaoga i le faatumauina lea o le lelei o auauaaga mo le mamalu o le atunuu faatau.

Sa faatautaia foi e le Pulega o Tinei Mu ma Faalavelave Faafuasei se a'oa'oga faapitoa e faalauiloa ma faamanatu ai vaega saogalemu ile gaseseina o meataumafa. O le naunautaiga ia lava le tomai o tagata fai Fale Aiga ole Teuila i vaega saogalemu ina ia mafai ona tali atu i ni faalavelave faafuasei.

5.1.4 Metotia e Fa'aaoga e aoina ai faamatalaga tau atinae Turisi Gafataulimaina

Sa faatinoina aoaoga faa auau a le Pulega e ala lea i le galulue faipaaga ai ma le Faalapotopotoga o Pulega o Turisi o le Pasefika i Saute, i le taumafai lea e faailoa vaega eseese ma auala aua le gafataulimaina o atinae turisi. E lua aso sa faatinoina ai lenei aoaoga mo faletalimalo e 14 sa mafai ona resitala ma faailoa lo latou naunautaiga e fia auai, faapea foi sui o vaega o le Pulega ma asosi tau turisi. O lenei metotia o loo taumafai e faalauiloa aua e tele sona aoga i le pu'eina ma faamauina o tulaga eseese e pei o le aofaiga o le eletise ua mafai ona fa'aaluina i lea aso, o otaota ua mafai ona tuueseeseina ma isi vaega taua tau i le siosiomaga i masina taitasi

5.1.5 Polokalame mo le Faasaoina/Lavea'i o le soifua i vai ma sami

O le Vaega o Fuafuaga ma Atinae faatasi ai ma le fesoasoani o le Pule Sili o le Faasaoina o Soifua i vai ma sami i Tasmania Ausetalia ma ona soatau, sa o latou tuufaatasia se ta'iala i vaega tau faasaoina o soifua i vai ma oga sami. Sa mafai foi ona faaliliuina i le gagana Samoa ina ia faafaigofie ona malamalama i taimi o a'oa'oga. O le a faaogaina lenei ta'iala i aoaoga mo le lumanai.



5.1.6 Komiti Faavae mo a'oa'oga mo le au fai atina'e

O le komiti lenei sa faavaeina i le tausaga 2010 i le maea ai o faatalatalanoaga faalauaitele mo le aga'i i luma ole lumanai o aaoaga mo le faaleleia o auvaunaga e ofoina atu i tagata asiasi mai.

O lenei foi komiti o loo gafa ma le fautuaina ole Pulega o Tusi Pasi Tauloa a Samoa i faailoga ma agavaa e patino i galuega poo atina'e turisi. O i latou foi nei o loo taulamua ile faiga o faavae ma faaiuga o so'o se aaoaga o loo mafai nei ona faagasolo e le Vaega o Fuafuaga ma Atinae.

5.1.7 Polokalame Fesoasoani ma Galuega Faipaaga ma le Malo o Niu Sila

O lo o galulue soosoo tauau pea le Pulega ma le Malo o Niu Sila e taula atu i le aotauina ma le atinaeina o agavaa i lalo ole vaega 3 o lenei taiala. E lua ona vaega o lo'o galulue ai le Pulega aua lona ausiaina:

- Atinaeina ma le faatinoina o agavaa faigofie mo e o loo galulue i totonu o faletalimalo.
- Atinaeina ma le faatinoina o agavaa faigofie i tulaga tau faa-pisinisi.

E lua ni aaoaga ua mae'a lona faatinoina i lalo o lenei polokalame. O nisi o aaoaga o loo mafai ona faataatitia i totonu o le Fuafuaga Aao mo Aaoaga o le a mafai ona faatinoina i totonu o le 5 tausaga.

5.1.8 A'oa'oga ma Fonotaga sa auai atu iai le Auaigaluega

Sa mafai ona auai atu nisi o le auaigaluega i ni aaoaga ma fonotaga sa faatautaia i atunuu i fafo faapea foi Samoa nei. O le auai atu ai i nei aaoaga ma fonotaga ua mafai ai ona faalauaiteina le tomai ma agavaa i galuega fai.

Aoaoga	Nofoaga
Aoaoga mo le Gasesega o Meataumafa mo Samoa, 10 – 30 Setema 2017.	Shandong, China
Fonotaga Faavaomalo i tulaga tau Fesuaiga o le Tau. 5 – 7 Iulai, Tanoa Hotel	Apia, Samoa
Fonotaga i tulaga tau Faatoaga Turisi, 16 – 20 Oketopa	Vanuatu



Fonotaga mo Poloketi Faapaaga mo le Atinaeina o le Atunuu - 17 – 19 Oketopa	Apia, Samoa
Faatalatalanoaga o le Poloketi i le toe fausiaina o le Gataifale o Apia (BECA & MWTI) – 23 – 25 Oketopa	Apia, Samoa
Fonotaga faapitoa ma le Au Saina aua le faamautuina ole Friendship Park & Arts and Culture – 26 Oketopa – 1 Novema.	Apia, Samoa
Reef to Ridge Workshop – 1 Novema	Apia, Samoa
Aoaoga mo Fuafuaga ma Tulafono.	Iapani
International training on Ecotourism for Pacific Countries, – 20th – 27th November	Bali, Indonesia
Positioning Workshop for Samoa, Traveller's Point Hotel – 24th - 25th January	Apia, Samoa
Fonotaga Faaleaoaoga mo Suesuega a le Matagaluega o le SBS, TATTE – 30 Ianuari	Apia, Samoa
Fonotaga Faaleaoaoga mo le Air BnB, Tanoa Tusitala – 14 Fepuari.	Apia, Samoa
Aoaoga mo Lipoti Tusitusia sa faatinoina e le PSC - 19 – 23 Mati	Apia, Samoa
Aoaoga mo Tulafono ma le tuufaatasia o faamaumauga, 5-8 Iuni.	Apia, Samoa
Folasaga a le Alii o Marcus Lee's mo Samoa I faalauiloaina ole China Ready campaign – 28 Iuni.	Apia, Samoa
Faatalatalanoaga o le fuafuaga mamao a le EPC i tulaga i tulaga o tau o iunite – 26 Iuni	Apia, Samoa
Aoaoga mo Iloiloga I le maea ai o se faalavelave mo e o loo gafataulimaina tulaga tau le suavai – 15 – 18 Me	Apia, Samoa
Faamanatuina o le Aso mo Ogasami i le Lalolagi, Matareva – 8 Iuni	Apia, Samoa

5.2 Faaleleia o tulaga i Atina'e, Auaunaga ma Galuega Tetele

5.2.1 Polokalame mo Tapula'a Moomia mo Faletalimalo

Sa faatinoina galuega masani a le Komiti o Tapulaa Moomia mo Faletalimalo e pei ona iai asiasiga faaletausaga. O lea sa faatautaia ai le asiasiga mo faletalimalo uma i Savaii, Upolu, Namu'a ma Manono i totonu o le lima (5) vaiaso. Ua mae'a fo'i ona tuuina atu le lipoti auiliili o lenei asiasiga ma faamaoniaina e le Komiti Faatonu, faapea ripoti taitasi o faletalimalo/pisinisi mo lo latou silafia aemaise le toe faatinoina o galuega faaleleia sa faatonuina/fautuaina ai e le Komiti.

O le tausaga faaletupe foi nei ua amatalia ai ona tuuina atu ai tusi faamaonia mo faletalimalo e faailoa ai i malo o lo o faaogaina latou auaunaga, o lo o ausia e nei



faletalimalo tapulaa moomia ma le vaega (category) o lo o lisiina ai e pei ona faaogaina mo le itu o le faalauiloa o le atina'e. O lenei tusi faamaonia e tasi (1) le tausaga e aoga ai ma o le a iloiloina nei tusi faamaonia i asiasiga faaletausaga uma. O le aoga o lenei polokalame o le unaia ma faatosina lea o faletalimalo e tausisia tapulaa moomia i taimi uma aua le aga'i i luma o le itu o lenei atina'e apitaga.

O le Komiti asiasi masani lava e pei ona iai sui mai Matagaluega a le Malo e aofia ai le Matagaluega o Punaoa Faalenatura ma le Siosiomaga, Matagaluega o Galuega Tetele a le Malo, Matagaluega o le Soifua Maloloina, Ofisa o Tinei Mu ma Faalavelave Faafuasei, Faalapopotoga o le Malosiaga Tau Eletise, Pulega o Suavai ma sui o pisinisi tumaoti e iai le Asosi o Faletalimalo i Savaii, Upolu ma Manono.

E tusa ma le 130 le fuainumera o faletalimalo e aofia ai ma fale apitaga tu matafaga sa faapea ona asia. I lona aotelega, sa ausiaina uma tapulaa moomia e le toatele, sei vagana lava nai faletalimalo e iai vaega matuia e tatau ona faaleleia. E 13 faletalimalo e lei mafai ona asia i le taimi o le asiasiga ona o nisi o tulaga le maalofia, ma e lei faia iai se faaiuga a le Komiti. Ae o le a faatino pea le matafaioi a le Komiti o le galulue faatasi lea ma nei faletalimalo aua le mautinoa o lo o ausia tapulaa moomia i asiasiga faale-kuata.





5.2.2 Poloketi Faapitoa

O le avea ai o le Atinae Tau Turisi ma atina'e o lo o taimua i le atina'e o Samoa faapea le tele o vaega eseese a le malo e iai a latou sootaga i lenei foi atina'e, e tele onatalosagaina le Pulega e auai ma galulue faatasi ma isi matagaluega i le tele o poloketi ma polokalame atina'e e iai piitaga aga'i lenei alamanuia.

O le vaega o Fuafuaga ma Atinae o lo o avea ma sui a le Pulega e galulue faatasi ma le Matagaluega o le Siosiomaga ma Punaoa Faalenatura e pei ona iai poloketi o lo o tuuina atu i lalo:

5.2.2.1. Faleui Teuteuina i Tulaga Tausi Lelei ma Matagofie i lona Siosiomaga

O loo galulue pea le Vaega o Atinae ma Fuafuaga ma le Matagaluega o Punaoa faalenatura ma le Siosiomaga i le faatinoina o lenei poloketi tau Faleui i Samoa. O lenei tausaga faaletupe sa o'o atu ai le poloketi i Savaii ma e lua sa mafai ona faatinoina ma le tasi mo Upolu.

O nei faleui ua fausia i Savaii, ma sa filifilia ai e le vaega o Atinae ma Fuafuaga nisi o atina'e tau Turisi e faatulaga ai le Poloketi, auā lona malu puipuia ma le faamamaina. O nuu ua faapea ona fausia ai Faleui mo Savaii, o Vailoa Palauli ma Āopo a'o Lepa i Aleipata mo Upolu.

O se auiliiliga lenei o galuega fai o Faleui taitasi mo le silafia;

- Faasologa o Galuega mo le Faleui i Vailoa Palauli (Siapo Demonstration)

ASO	GALUEGA FAATINO	FAAMATALAGA O GALUEGA
12 & 13 Oketopa 2017	Fuafuaga mo le Galuega	Faatalanoaga o le fausiaina o le Faleui ile mataaga i Vailoa Palauli
18 Novema 2017	Amatalia Galuega mo le Faleui	Fausia le Faavae o le Faleui ma amatalia le galuega
30 Novemba 2017	Faatulaga o le Tane mo le Vai Lafoai	Sa feutaga'i le Vaega o Fuafuaga ma Atina'e ma le Kamupani o le "VT Construction" mo le Tane mo Vai Lafoai
6 – 8 Novema 2017	Amatalia le totoina o Laau mo le Faleui	Sa faapea ona fesoasoani le Vaega i le totoina o laau ma aumai laau mananaia mo le faleui



17 Novema 2017	Toe galuega o le fausiaina ole Faleui	Maea uma galuega o le fausia o le Faleui, totoe ai na o galuega teu a le Kamuta
21 Novema 2017	Tatala aloaia le Faleui i Vailoa Palauli	Tapenaga mo le Tatalaina o le Faleui (Faailo mo le Faleui[Sign] / teuina o le Maota mo le Aso Faapitoa mo Faleui)
Galuega Tumau	Asiasiga o le Faleui	E tai vaiaso ma asia le Faleui

- Faasologa o Galuega mo le Faleui i Aopo (Laauoleola Nature Walks)

ASO	GALUEGA FAATINO	FAAMATALAGA O GALUEGA
22 – Novema 2017	Fuafuaga mo le Galuega	Faatalanoaga o le fausiaina o le Faleui i le mataaga i Aopo.
27 Novema 2017	Amatalia Galuega mo le Faleui	Fausia le Faavae o le Faleui ma amatalia le galuega
15 Tesema 2017	Faatulaga o le Tane mo le Vai Lafoai	Sa feutaga'i le Vaega o Fuafuaga ma Atina'e ma le Kamupani o le "VT Construction" mo le Tane mo Vai Lafoai
20 – 22 Tesema 2017	Amatalia le totoina o Laau mo le Faleui	Sa faapea ona fesoasoani le Vaega i le totoina o laau ma aumai laau mananaia mo le faleui
5 Ianuari 2018	Toe galuega o le fausiaina ole Faleui	Maea uma galuega o le fausia o le Faleui, totoe ai na o galuega teu a le Kamuta
21 November 2018	Tatala aloaia le Faleui i Aopo	Tapenaga mo le Tatalaina o le Faleui (Faailo mo le Faleui[Sign] / teuina o le Maota mo le Aso Faapitoa mo Faleui)
Galuega Tumau	Asiasiga o le Faleui	E tai vaiaso ma asia le Faleui

- Faasologa o Galuega mo le Faleui i Lepa i Aleipata

DATE	ACTION TAKEN	DESCRIPTION OF WORKS
12 & 13 Febuari 2018	Fuafuaga mo le Galuega	Faatalanoaga o le fausiaina o le Faleui i le mataaga i Lepa i Aleipata
15 Febuari 2018	Amatalia Galuega mo le Faleui	Fausia le Faavae o le Faleui ma amatalia le galuega
28 Febuari 2018	Faatulaga o le Tane mo le Vai Lafoai	Sa feutaga'i le Vaega o Fuafuaga ma Atina'e ma le Kamupani o le "VT Construction" mo le Tane mo Vai Lafoai
1 – 3 Mati 2018	Amatalia le totoina o Laau mo le Faleui	Sa faapea ona fesoasoani le Vaega i le totoina o laau ma aumai laau mananaia mo le faleui
9 Mati 2018	Toe galuega o le fausiaina ole Faleui	Maea uma galuega o le fausia o le Faleui, totoe ai na o galuega teu a le Kamuta



Galuega Tumau	Tatala aloaia le Faleui i Lepa i Aleipata	Tapenaga mo le Tatalaina o le Faleui (Faailo mo le Faleui[Sign] / teuina o le Maota mo le Aso Faapitoa mo Faleui)
19 Novema 2018	Asiasiga o le Faleui	E tai vaiaso ma asia le Faleui

O loo faaauau asiasiga a le Vaega i faleui e 8 ua faapea ona maea ona fausia, lua i Savaii, ma le 6 i Upolu. O loo galulue pea ina ia ausia le 18 Faleui i Samoa (6 i Savaii ma le 12 i Upolu), e pei ona faatonuina ai le matou vaega e faatino.



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

Sa faaauau pea galuega fesoasoani o le vaega o Fuafuaga ma Atinae e pei ona filifilia ai e avea ma sui a le Pulega e auai atu i fonotaga ma a'oa'oga e faatinoina e lenei Komiti taua. O se tasi o galuega sa taimua ai lenei vaega o le tuufaatasia lea o le Fuafuaga mo le Tali atu i Faalavelave faalenatura ma faalavelave faafuasei mo le Pulega, e pei ona faatulafonoina i totonu o le Tulafono mo Faalavelave Faalenatura ma Faalave Faafuasei 2007. O lenei fuafuaga sa pasiaina e le Komiti i le aso 6 Oketopa 2017.

O lenei foi vaega o lo o taimua i le tuufaatasia ma le faafoeina o le vaega faapitoa e tuuina atu fesoasoani faapea le tuufaatasia o fuafuaga mo atina'e uma tau turisi i taimi o faalavelave faalenatura e pei ona iai le afa o Gita i le amataga o lenei tausaga ia Fepuari. I le mae'a ai o lenei afa sa faatino ai loa e le vaega o Fuafuaga ma Atinae faatasi ai ma le Pulega se suesuega / iloiloga i lona tulaga faanatinati mo faletalimalo uma mo Savaii, Upolu ma Manono Tai, e lloilo ni aafiaga i le Alamanuia o



Turisi ma sa tuufaatasia foi ripoti o nei asiasiaga / suesuega i le Komiti Faufautua mo Faalavelave Faalenatura i taimi o fonotaga i le mae'a ai o le afa.

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

Sa faaauau ai foi galuega fesoasoani a le vaega o Fuafuaga ma Atinae i tapenaina ma le faatautaia o asiasiga mo atina'e e ala i le faamautuina o faamatalaga moomia mo laisene o pisinisi faapea le tuliloaina o vaega faaiu mo le poloketi ICCRITS sa faatautaia i le tolu tausaga talu ai. O lenei poloketi o le ICCRITS ua fuafuaina e faaumalia aloaia i le faaiuga o le 2018 e ui lava ina ua mae'a le konekarate o le sa vaaia lenei poloketi, i le tausaga ua mavae, o lea ua faaauau ai e le vaega nei galuega ma faagaioiga faaiu seia mae'a lenei tausaga. O galuega o lo o totoe mai e pei ona taua o le tuliloaina o galuega moomia ona faaleleia ma faamae'a lelei mai konekarate.

5.2.2.4 Faiga Faavae mo Atina'e tau Tagata Tafafao Maimoa ma Faatoaga ma Faigafaiva (Agritourism)

O le tausaga faaletupe lenei sa faapea ona faamanuia ai le Vaega lenei i le faatautaia lea o le Poloketi o le Agritourism Park Project, ma o lea sa galulue faatasi ai le ofisa e faaauau galuega faatino mo le Agritourism i Atele.

O lenei poloketi o loo faapea ona galulue faatasi ai le Pulega ma le Matgaluega o Punaoa Faanatura ma le Siosiomaga faapea ma le Matagaluega o Faatoaga ma Faigafaiva. O loo galulue foi le vaega ma le susuga ia Mr. John Marsh, o ia lea sa tusia le ata faataitai (master plan) i foliga vaaia o le Poloketi i sona atoatoaga.





I le mulimulita'i ai i galugea faataatitia mo le poloketi, sa mafai ai ona faataunuu nisi o galuega, e pei o le (i) toe fuaina o le fanua ma faatino ata faafanua/fuataga tau eleele (Topographic), (ii) faatulagana o galuega i le fogaeleele mo nisi o fuafuaga faataatitia mo le poloketi (Stairway), (iii) faaola le suavai aua galuega fai i Atele, (iv) faafouina o nisi o vaega o le pa uaea (fence) (v) fale apitaga le tumau mo le aufaigaluega, (vi) faatauina o mea faigaluega mo le poloketi, and (vii) fausiaina o le faitotoa fou (Gate) i le itu i matu i sasae o Atele.

5.3 Faasea mai tagata tafafao maimoa mai

O lo o faaauau foi galuega faafailautusi a le vaega aua le tali atu i nisi o faafitauli ma faasea e le gata i le au fai atina'e a'o tatou malo asiasi, i le sailia lea o se vai fofo ma soalaupule nei mataupu. Sa maitauina le pa u o le fuainumera o faasea sa faao'oina mai i le ofisa i totonu o lenei tausaga faaletupe pe a faatusatusa atu i le tausaga ua mavae. E fa (4) faasea sa faapea ona faao'oina mai i le Pulega ma sa faatinoina suesuega e pei ona masani ai ma ua mae'a foi ona soalaupule.

5.4 Atina'e / Pisinisi Fou

E lima (5) faletalimalo fou faapea pisinisi lagolago (3) sa faapea ona tatalaina i totonu o lenei tausaga faaletupe. O le tele o nei faletalimalo sa faato'a fesootai mai le Pulega ina ua mae'a galugea faatino ma ua sauni foi e tatalaina. Ua maitauina foi lenei talusaga o le tele o nei pisinisi e leo lelei ona fuafuaina ma o lo'o feagai ai ma faafitauli i le itu o le faalauiloina.

E ui lava le aga'i i luma o lenei faafitauli, o le faaauau pea galuega ma polokalame faalauiloa a le Pulega e ala i le faatalatalanoaina lea o le au fai pisinisi e asia le Ofisa aemaise polokalame faalauiloa i luga o le leitio, initaneti faapea le televise.

O lo o faaauau foi le galulue faatasi ai o le Matagaluega o Tupe Maua i le iloiloaina lea o talosaga faapea faiga faavae mo le faafoeina lea o laisene mo pisinisi tau tafata tafafao maimoa.



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

Ituaiga o Atina'e	
Faletalimalo (e a'afia ai le fale apitaga tu matafaga) • 5 ua Tatalaina ○ Alec's Home Away ○ Le Aura Inn ○ The Whitehouse Hotel ○ Golden Island Motel ○ Lareena's Beach Fale • 1 Faasolo galuega mo le fausiaina ○ Survivor Samoa Resort, Falelatai • 2 o loo fuafuaina galuega ○ Malaemalu New Development ○ Mulifanua New Development	8
Pisinisi Lagolago (Tour Operators) • 3 ua Tatalaina ○ Island Hopper ○ F&M Transport Services ○ Moana Rentals	3

5.4.1 Polokalama Fesoasoani mo Atina'e Turisi (Investment Committee)

O le galuega masani a lenei vaega o le auai atu lea i fonotaga ma galuega faatino a le Komiti i le faafoeina o fesoasoani faapitoa a le Malo ma atina'e faletalimalo ma pisinisi gaosi oloa i totonu o le atunu'u, o lea sa faaauau foi i lenei tausaga faaletupe.

5.4.2 Atina'e Tetele

Sa mafai foi ona faaauau le fesoasoani a le sui a le vaega i galuega faatino, fonotaga ma a'oa'oga mo le poloketi o le Faaleleia lea o le taulaga o Apia (Apia Waterfront Development).

5.5 Polokalame Fesoasoani Faapitoa a le Malo o Niu Sila (STGP)

O lo o faaauau pea galuega fesoasoani a le vaega o Fuafuaga ma Atina'e i le vaega o lo o Puleaina ma Vaaia lenei poloketi, e tali atu ai i manaoga a le Kamupani po o le Ofisa Konesale o lo o iai le Puleaina o le aotelega o le poloketi faapea le Malo o Niu Sila o loo faatupeina, e ala mai vaega poo faagaioiga o loo patino ma faatinoina e le



matou vaega. E pei ona taua, e lua (2) ni vaega taua o le poloketi o lo o matou faatinoina, o le Faaleleiao le Oloa tau Turisi ma le itu tau A'oa'oga ma le faaleleia o Tomai o i latou o loo galulue I lenei alamanuia.

I totonu o lenei tausaga faaletupe sa mafai ona filifiliina le Kamupani mo le faatinoina o faaailoilo mo Upolu o se tasi o faagaioiga i lalo o le toe Faaleleia o le Oloa tau Turisi. Ua mae'a foi ona tuu faatasia ni faiga faavae mo faaailoilo i Savaii ma o le a faasalalau i le amataga o le tausaga faaletupe fou. O lea foi ua amata galuega mo le toe faaleleia o mataaga e lua ua filifilia nei e pei o le To Sua Ocean Trench i Upolu nei ma le Afu Aau Falls i Savaii. Ua mae'a galuega o le faatinoina lea o ata o fuafuaga ma ua pasiaina foi mo nei mataaga, ma o le a amatalia galuega faatino o nei ata i leisi tausaga faaletupe.

7.0 VAEGA O SUESUEGA MA FAAMAUMAUGA

Aotelega

O loo maitauina le sologa lelei lava o galuega a le Vaega mo Atinae tau turisi mo le tausaga iloiloina; ua faamauina ai le mauuluga o le aofai o tagata tafafao maimoa i le 163,323; faapea tupe maua e \$454.2miliona poo le 23.8% mo le tamaoaiga o Samoa.

O le faatupulaia o tagata asiasi mai faapea tupe maua; na afua mai i le siitia o auuala mo nofoa faaopopo i vaalele aemaise le maoa'e o le mauuluga o turisi faimalaga mai i Tafaoga faapea i latou na asiasi mai i aiga ma uo, ua siitia ai i le 11.53% o tagata asiasi mai, ma le 17.18% o tupe maua pe a faatusatusa i le tausaga faaletupe ua mavae 2016/2017

O loo tulaga mauuluga pea o tatou maketi autu e lua - o Niu Sila na faamauina lona siitaga i le 12.6% faapea ma Ausetalia e 12.2%. O nei siitaga e afua mai ona o le faavaeina mai o le auvaunaga a le Samoa Airways i le valu masina talu ai i totonu o lenei tausaga faaletupe; faapea le faamoemoe mauuluga a le Air NZ i le siitia lea o ana faigamalaga mai Aukilani i Samoa. Lea o loo mauuluga ai pea le maketi a NZ i lona aotelega e 47% poo le 8512 o tagata asiasi mai pe a faatusatusa i le tausaga faaletupe 2016/2017



O loo faamauina foi le sologa lelei o le maketi Ausetalia mai i tausaga ua mavae. E 20% lona sao ua faamauina mo vaega o maketi, e tusa ma le faasiliga e 3600 o tagata asiasi mai. Na afua lenei siitaga ona o galuega tau fefaatauaiga ma faalauiloa a le Ofisa o Tagata Tafafao Maimoa aemaise foi galuega faalauiloa a faletalimalo mauvaluluga (Deluxe). O loo vaaia foi le aafia o le polokalame faasolo a le Survivor Ausetalia i le faalauiloina o Samoa faapea lana aganuu e le gata i vaega i sisifo o Ausetalia ao le atunuu atoa.

O loo tulaga lelei foi maketi a Amerika ma Europa. O loo faamauina le siitia o le maketi a Amerika ile 34.4% faapea Europa e 35% pe a faatusatusa i tausaga ua mavae. O loo faaauau pea le siitia o le maketi i Amerika, ao loo taumafai mai pea Europa e pei ona faamauina le pa'ū i le tausaga faaletupe ua mavae.

I tulaga tau mafuaga o le asiasi mai, o loo vaaia ai le maoa'e o le vaega o i latou e asiasi mai Uo ma Aiga, o loo siitia i le 32% poo le sao (share) e 39% pe a faatusatusa i le 33% i le tausaga faaletupe ua mavae. Sa maitauina foi le siitia o fuainumera o i latou na malaga mai i Tafaoga ma Malologa e 12.2% ma o loo tumau pea lona sao (share) e 40%. O loo siitia foi le vaega o Taaloga i le 10% sei vagana le vaega o Pisinisi na faaitiitia i le 16%.

Na faamauina le siitia ai o le aofaiga o tagata ua nofoia faletalimalo mai i vaega e 3 mauvaluluga o faletalimalo. E 42.3% lona siitaga mai le 34.5% i le tausaga faaletupe 2016/17. Manatu sa tapunia lē tumau le faletalimalo a le Sheraton i le afa muamua o lenei tausaga, ae sa tumau pea le siitaga o le vaega mauvaluga o faletalimalo (Deluxe) mai le 43.5% i le 64.7%.

E itiiti lava se siitaga mo faletalimalo feololo ma fale tu matafaga; ae na'o faletalimalo laiti (Budget) na faamauina le pa'ū mai le 23% i le 19.7%.

O le aotelega o le faatupulaia o tagata tafafao ua nofoia faletalimalo; o loo faamaonia mai lea i le mauvaluga o fuainumera o turisi o loo faaogaina faletalimalo e pei ona faamauina i pepa tautinoga mo e faimalaga mai (arrival cards) mai le 49,556 i le 59,665, poo le siitaga e 20% (10,109) pe a faatusatusa i le tausaga faaletupe ua



mavae. O le tele o nei siitaga e mai i le vaega o faletalimalo mauualuluga (Deluxe) e pei ona faatupulaia ana tagata asiasi mai i le 66% mai le 60%.

O tupe maua o loo siitia i le 17.18%, poo le \$454.2 miliona mai le SAT\$387.6 miliona mai le tausaga faaletupe 2016/17. O nei siitaga e afua mai le maualuga o le aofai o tagata tafafao maimoa mai aemaise le faatupulaia o le vaega o Uo ma Aiga asiasi mai.

O loo faatupulaia pea nofoa faaopopo mo pasese i vaalele i le 43,066 poo le siitaga e 16% pe a faatusatusa i le tausaga faaletupe ua mavae. O le 47.5% o lenei siitaga e mai i le 43 o malaga faaopopo a le Air New Zealand e pei ona ofoina mai i latou vaalele tetele. I lona aotelega, o loo faaitiitia mai le 79% i le 75% pe a faatusatusa i tausaga ua mavae. O faigamalaga a le Samoa Airways i Sini o loo vaaia ai le faaopoopoga o nofoa vaalele i le 10,469 (24%), o le Fiji Airways i ana faigamalaga masani mai i Nadi, o loo vaaia ai le faaopoopoga e 11,124 e tusa lea ma le 26% i lona aotelega faaopopo mo le tausaga iloilo. E 17,753 le aofaiga atoa o tagata faimalaga faaopopo (additional travelers) ua faamauina mai i nofoa faaopopo a vaalele nei, o le 95% o nei tagata faimalaga, o tagata tafafao maimoa mai (visitors) e pei ona faamaonia i le faatupulaia pea o tagata asiasi mai i le tatou atunuu.

O le tausaga faaletupe iloilo, ua maitauina le sili atu o lona taunuuga (results) i lo faamaumauga faatatau (conservative estimates) e pei ona faamauina i le lē mautonu o faigamalaga a le Samoa Airways i NZ faapea Ausetalia. Ui i lea, na maitauina pea galuega faatino a le tatou Samoa Airways e ala i ana metotia ma faalauiloa mo pasese pa'ū i tatou maketi autu. Na faamauina ai foi le faatupulaia o le vaega asiasi mai i Uo ma Aiga, e le gata i lea ao le maualuga o tagata asiasi e nofoia faletalimalo, o loo atagia ai i nei faamaumauga le lelei o galuega faatino a le vaega maoti mo le sologa lelei o lenei alamanuia.

O se vaaiga mamao mo le lumanai e faatumauiina pea le faatupulaia o tagata tafafao maimoa mai mo le isi tausaga faaletupe e pei ona atagia mai i le siitia o fuainumera o tagata asiasi mai amata mai lava i le masina o Iulai o le tausaga nei.

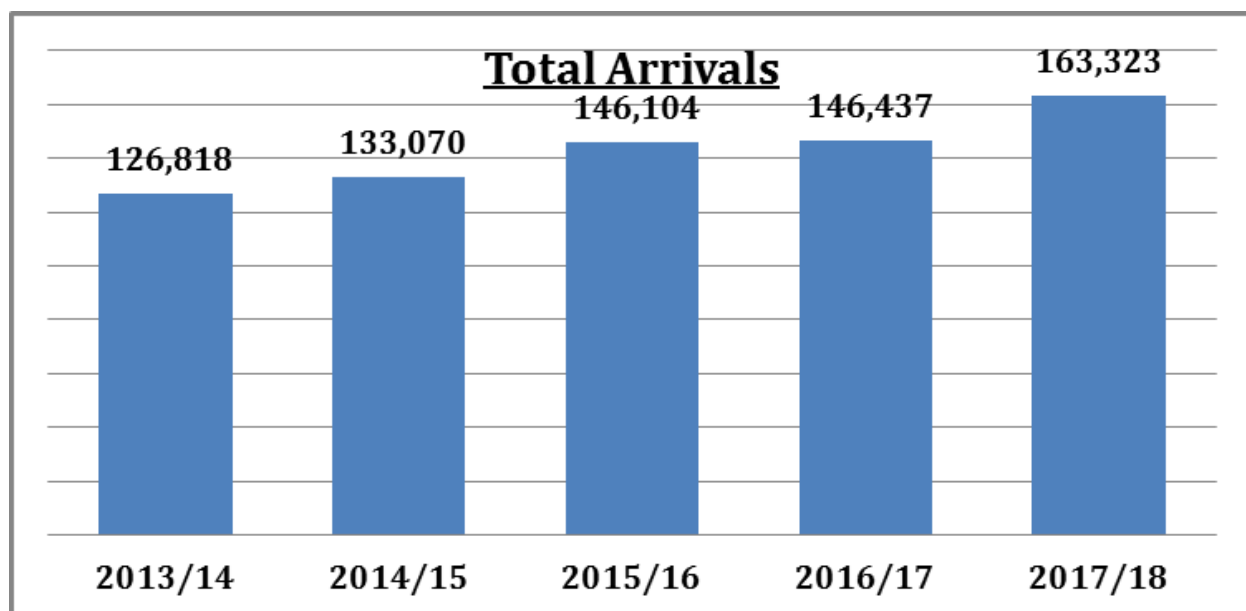


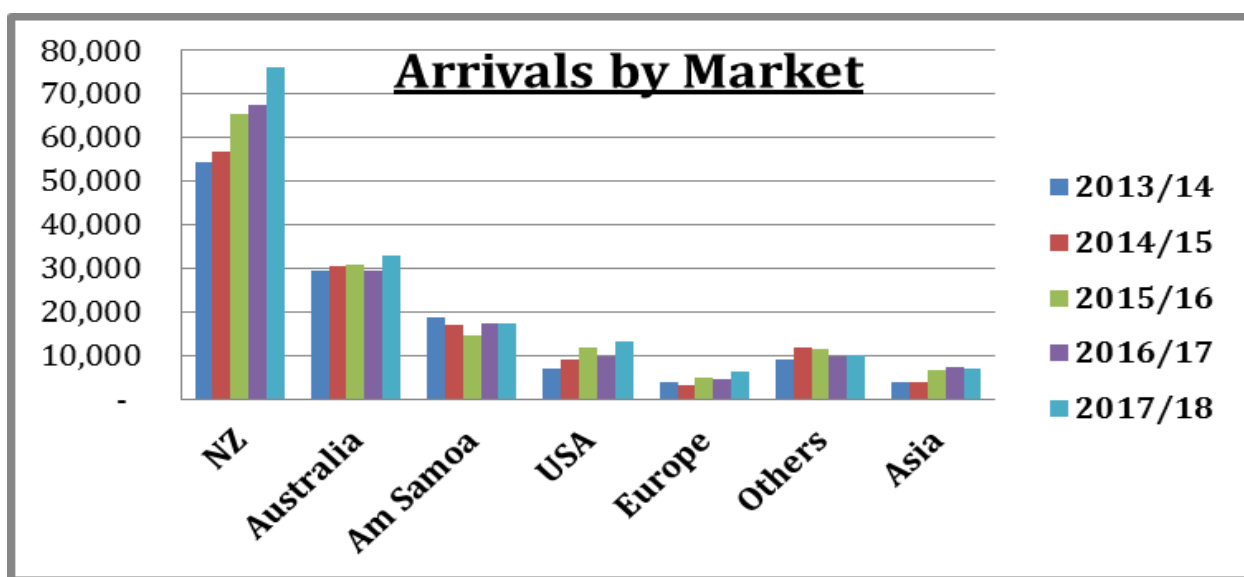
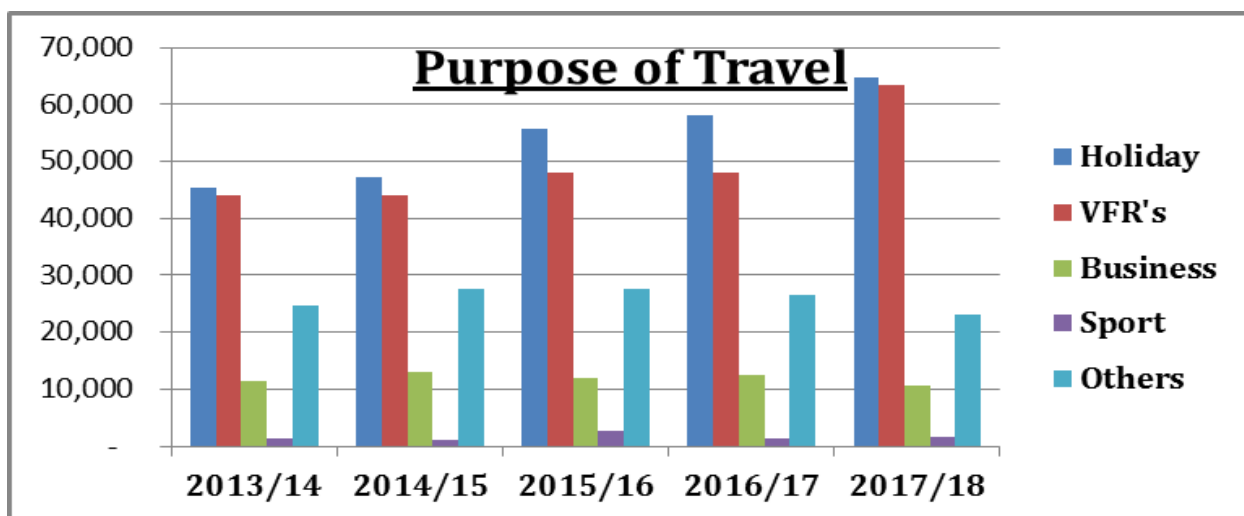
TAGATA FAIMALAGA MAI

Purpose of Travel									Growth % 18/17
Purpose	2014/15		2015/16		2016/17		2017/18		
Holiday	47,180	35%	55,611	38%	58,010	40%	64,734	40%	11.6
VFR's	44,085	33%	48,113	33%	48,076	33%	63,465	39%	32.0
Business	12,974	10%	12,093	8%	12,515	9%	10,508	6%	-16.0
Sport	1,175	1%	2,588	2%	1,377	1%	1,522	1%	10.5
Others	27,656	21%	27,699	19%	26,459	18%	23,094	14%	-12.7
Totals	133,070	100%	146,104	100%	146,437	100%	163,323	100%	

Arrivals by Market									Growth % 18/17
Market	2014/15		2015/16		2016/17		2017/18		
NZ	56,907	43%	65,429	45%	67,636	46%	76,148	47%	12.6
Australia	30,659	23%	30,911	21%	29,453	20%	33,053	20%	12.2
Am Samoa	17,141	13%	14,665	10%	17,416	12%	17,440	11%	0.1
USA	9,221	7%	11,719	8%	9,866	7%	13,257	8%	34.4
Europe	3,340	3%	5,104	3%	4,616	3%	6,233	4%	35.0
Others	11,786	9%	11,615	8%	9,923	7%	10,001	6%	0.8
Asia	4,016	3%	6,661	5%	7,527	5%	7,191	4%	-4.5
Totals	133,070	100%	146,104	100%	146,437	100%	163,323	100%	

OVERALL GROWTH IN ARRIVALS				
% Annual Growth	4.93%	9.80%	0.23%	11.53%
OVERALL GROWTH IN HOLIDAY MARKET				
% Annual Growth	4.20%	17.90%	4.30%	11.59%





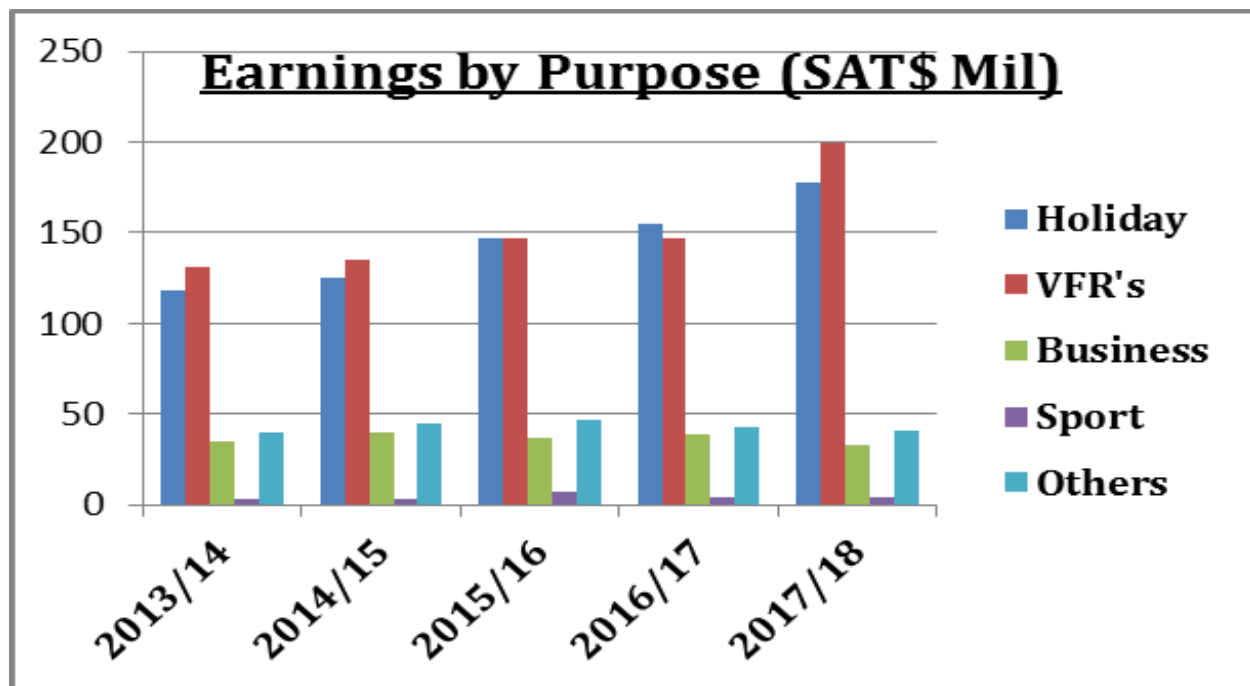
TUPE MAUA MAI TURISI

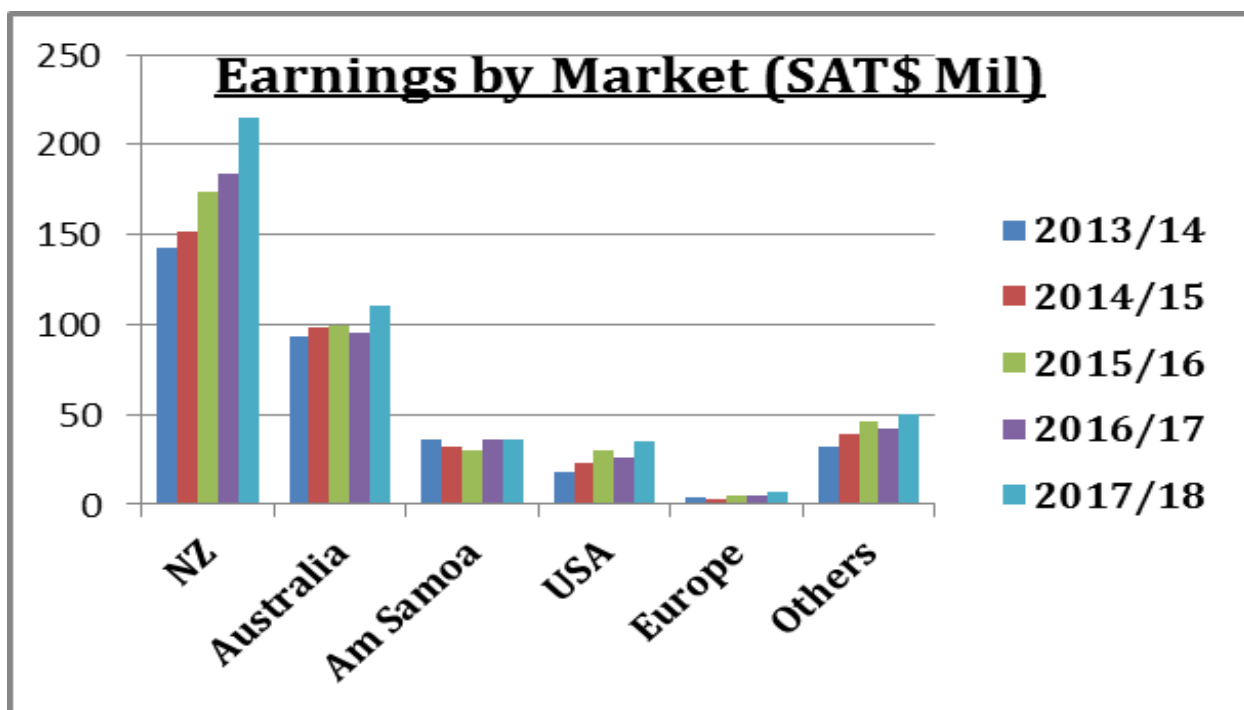
Earnings by Purpose (SAT\$ Millions)					
Purpose	2013/14	2014/15	2015/16	2016/17	2017/18
Holiday	118.34	125.06	146.90	155.2	177.64
VFR's	130.87	135.42	146.76	147.4	199.42
Business	34.34	39.71	36.82	38.5	33.003
Sport	3.04	2.98	7.42	3.6	3.8422
Others	39.85	44.35	47.19	42.9	40.314
Totals	326.4	347.5	385.1	387.6	454.2



Earnings by Market (SAT\$ Millions)					
Market	2013/14	2014/15	2015/16	2016/17	2017/18
NZ	142.30	151.40	174.20	183.40	214.7
Australia	93.40	98.20	99.70	95.30	110.5
Am Samoa	36.60	32.50	30.10	35.70	36.4
USA	18.40	22.80	30.10	26.20	35.6
Europe	3.70	3.20	5.10	4.70	6.8
Others	32.00	39.40	45.90	42.30	50.2
Totals	326.4	347.5	385.1	387.6	454.2

% Annual Growth	3.64	6.46	10.82	0.65	17.18
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Financial Year	Tourism Earnings	Real GDP (\$ SAT)	% Earnings vs GDP
2014/15	\$347.5m	\$1719m	20.2
2015/16	\$385.1m	\$1842m	20.9
2016/17	\$387.6m	\$1891m	20.5
2017/18	\$454.2m	\$1906m	23.8

TAGATA NONOFO I FALETALIMALO								
2017/18 AVERAGE OCCUPANCY RATES								
Category	# Properties	# Response	% Sampled	# Rooms	# Responses	% Sampled	Average	Weight Ave
Deluxe	13	12	92%	746	720	97%	62.5	64.7
Superior	11	9	82%	251	227	90%	52	50.4
Standard	26	20	77%	571	434	76%	24.1	20.8
Budget	35	24	69%	426	354	83%	20.3	19.7
Totals	85	65	76%	1994	1735	87%	39.7	42.3
Beach Fare	17	12	71%	259	216	83%	16.2	15.5

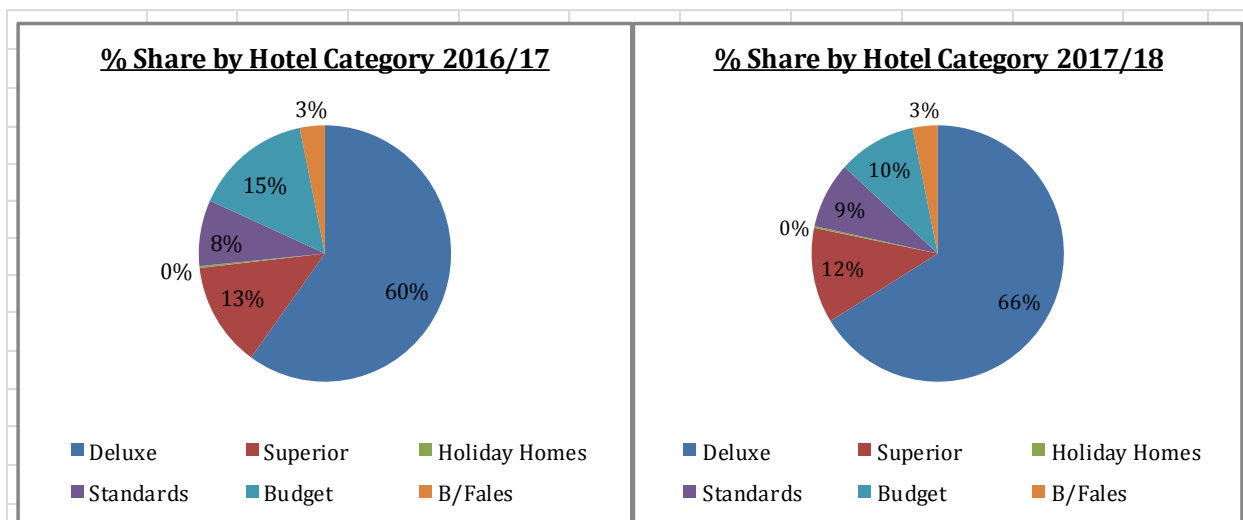


FINANCIAL YEAR AVERAGE OCCUPANCY RATES								
QTR	2014/15		2015/16		2016/17		2017/18	
Category	Straight Ave	Weight Ave	Straight Ave	Weight Ave	Average	Weight Ave	Average	Weight Ave
Deluxe	59	41.5	60.7	49.5	52.1	43.5	62.5	64.7
Superior	57.2	47.9	56.8	51.4	50	48.6	52	50.4
Standard	27.7	17.1	29.5	19.8	22.3	18.9	24.1	20.8
Budget	22.1	20.1	26.3	22.3	24.1	23	20.3	19.7
Averages	41.5	31.6	43.3	35.8	37.1	34.9	39.7	42.3
Beach Fale	13.7	11.6	15.6	14.2	15.9	14.7	16.2	15.5

FILIFILIGA O ITUAIGA FALETALIMALO E NONOFO AI

COMPILATION OF VISITOR ARRIVALS STAYING IN TYPES OF HOTELS 2016/17							
Accom Standard	Holiday	VFR	Business	Sports	Others	Total	Share
Deluxe	21332	1776	4771	323	1454	29656	60%
Superior	3400	729	1562	159	675	6525	13%
Holiday Homes	11	1	0	0	0	12	0%
Standards	2486	461	578	126	444	4095	8%
Budget	5629	575	755	125	605	7689	15%
B/Fales	1415	67	40	10	47	1579	3%
Total	34273	3609	7706	743	3225	49556	100%

COMPILATION OF VISITOR ARRIVALS STAYING IN TYPES OF HOTELS 2017/18							
Accom Standard	Holiday	VFR	Business	Sports	Others	Total	Share
Deluxe	27273	6744	3814	387	1364	39582	66%
Superior	3916	1731	1136	226	419	7428	12%
Holiday Homes	24	11	0	0	0	35	0%
Standards	2786	970	494	123	375	4748	8%
Budget	3973	1259	453	59	340	6084	10%
B/Fales	1422	287	30	17	32	1788	3%
Total	39394	11002	5927	812	2530	59665	100%



AOFAI O NOFOA AVANOA O VAALELE MA LE FAAAOGAINA

Overall Utilisation by Carrier & Route FY 2017/18						Overall Utilisation by Carrier & Route FY 2016/17					
Airline	Route	# Flights	PAX	CAP	Util (%)	Airline	Route	# Flights	PAX	CAP	Util (%)
Air NZ	AKL	446	76501	101640	75	Air NZ	AKL	403	63754	81210	79
Virgin	AKL	120	16584	21120	79	Virgin	AKL	313	43748	54736	80
	BRB	58	8026	10208	79		BRB	57	8016	10032	80
	SYD	109	14226	19184	74		SYD	115	15377	20064	77
Fiji Airw	HNL	52	4044	8432	48	Fiji Airw	HNL	52	3709	8528	43
	NAN	365	24633	42544	58		NAN	371	18903	31420	60
	SUV	47	1605	3292	49		SUV	61	2088	4148	50
Talofa Airw	PPG	905	6064	8145	74	Talofa Airw	PPG	1067	6596	9603	69
Samoa Airw	PPG	1624	20380	25984	78	Samoa Airw	PPG	2553	32771	44886	73
	AKL	216	18789	35424	53		AKL	0	0	0	0
	SYD	64	5393	10496	51		SYD	0	0	0	0
TOTAL		5735	212715	307693	69	TOTAL		4992	194962	264627	74

POLOKALAME MO FAAMAUMAUGA O TAGATA FAIMALAGA (BMS)

BMS Summary July 16 - June 17										
Purpose	NZ	Aus	USA	Am Sam	China	Uk	Germany	Fiji	others	Total
Visitor	63318	18751	13713	3766	1532	2326	1412	2206	10293	117317
Transit	976	254	1967	263	894	43	16	684	3122	8219
Exemption	8270	2223	1897	153	59	27	10	23	59	12721
Permit	4385	1403	1355	20	428	97	20	680	983	9371
TOTAL	76949	22631	18932	4202	2913	2493	1458	3593	14457	147628



BMS Summary July 17 - June 18										
Purpose	NZ	Aus	USA	Am Sam	China	Uk	Germany	Fiji	others	Total
Visitor	72799	20125	15366	4283	1893	2508	1296	2490	11069	131829
Transit	773	199	1846	256	761	38	14	656	2693	7236
Exemption	9630	2320	2101	185	68	25	8	22	78	14437
Permit	4318	1175	1263	18	271	71	21	662	1057	8856
TOTAL	87520	23819	20576	4742	2993	2642	1339	3830	14897	162358

VAA FEMALAGAI

	2014/15			2015/16			2016/17			2017/18		
Quarters	# Ships	Pax	Crew	# Ships	Pax	Crew	# Ships	Pax	Crew	# Ships	Pax	Crew
Q1 (July-Sept)	2	2,147	875	2	3,876	1,698	1	1,413	618	-		
Q2 (Oct-Dec)	4	5,816	2,670	3	4,962	4,456	5	7,616	3,350	1	585	393
Q3 (Jan-Mar)	6	7,693	4,312	4	3,842	4,505	6	8,826	4,205	2	733	380
Q4 (Apr-June)	2	2,340	1,046	-	-	-	1	595	260	2	1,905	791
TOTAL	14	17,996	8,903	9	12,680	10,659	13	18,450	8,433	5	3,223	1,564

8.0 VAEGA O TULAFONO MA AUAUNAGA

Aotelega

O le vaega o Fautuaga Tau Faiga Faavae e gafa ma le iloiloina o mataupu taua tau turisi ma le fausiaina o tulafono talafeagai mo le faatinoina o galuega a le Matagaluega. O le matafaioi foi a le Vaega le tuufaatasia o galuega i le aotelega o le galuega faatino i totonu o le li'o o lenei alamanuia aemaise ai le sueina o nisi vaega tupe mai faiga faapaaga faavamalo ma faasoa atu poloketi tetele o lo o faatino e vaega maoti.

O le galulue faatasi ai ma isi vaega tumaoti o le matagaluega o loo faapea ona fa'aauauina aemaise lava i tulaga tau tapenaga mo ni fonotaga tetele, feutagaiga ma nu'u ma aofioaga, tusia o ni tusiga amata mo konekarate ma isi lomiga taua ma le tusia o tusi valaaulia faapea le faataotoga o ata o galuega faalauiloa. O le tuufaatasia o ripoti faa-le-kuata a le Matagaleuga mo le Matagaleuga Mo Faalapotopotoga a le Malo o leisi matafaioi faifaipia a le Vaega.



O lo o faatumauiina pea tulaga faalauiloa i luga o ala leo/ea eseese e aofia ai lomiga ma faasalalauga i Nusipepa, upega tafailagi a le Ofisa (website), kalena o faafiafiaga ma fonotaga tetele e fai mai i Samoa mo le tausaga o loo faapea ona faamautuina pea aua lava le malamalama lelei ma le nofo silafia o a tatou malo asiasi mai aemaise le mamalu o le au fai pisinisi i lea alamanuia. I le tausaga faaletupe foi nei ua maua mai ai le fesoasoani mai le malo a Niu Sila (Samoa Tourism Growth Partnership) i le faalelei atili lea o le Upega Tafailagi (Website) a le Matagaluega ma maea pasia e le Komiti Faatonutonu o Tauofoga a le Malo o Samoa le ripoti mo lea galuega taua. Ua maea ona faatino nisi o faatalatalanoaga ma le afaipisinisi turisi e ala i faamaumauga maoti mo a latou pisinisi. O le auga ma le faamoemoe o i latou o lo o faafoeina lea galeuga o le iai lea o faamatalaga maumaututu ma ni ata mananaia e faalauiloa ai a latou pisinisi i luga o le Upega Tafailagi (website). A lelei ona faatino lea vaega o le a faigofie ona filifili e malo asiasi mai vaega latou te asia ae lei Malaga mai i Samoa.

O le tausisia lava ma le taumafaiga ia mulimulita'i i manuauti maea faataotoina e pei ona faalauiloina ai Samoa – 'Samoa Lalelei', o leisi lea galuega taua tele ma faifaiepea a lea vaega (Afaigaluega Faamatagofieina o le Taulauga) ma e tauala atu lea i le Komiti o le Faamatagofieina o Samoa lea o lo o i lalo o le vaaiga o le Ofisa o Tina ma Tama'itai ma Agafeso'ota'i. E le gata i le faamamaina o le talafatai o Apia, e gafa foi le au faigaluega ma le fesoasoani atu i le poloketi o fale ui aemaise le fauina o pusa laupapa (stage) aua isi faamoemoe telele a le malo ma kamupani talosaga mai.

8.1 Vaega Faatonutonu mo le Atinae ole Alamanuia mo Tagata Tafafao

O le faatauputupuia o le tamaoiga ma le faatumauiina o le lagolagosua o vaega maoti o se tasi lea o matafaioi patino a le vaega ma e faatino lea i fonotaga tele mo le lautele o tagata aofia i lalo o le faamalu o faiga pisinisi tauturisi. E fa (4) ni fonotaga patino mo le au fai pisinisi turisi sa faatautaia ma le fonotaga tele e aofia uma ai paaga i Samoa nei ma va-i-fafo i totonu o lenei tausaga faaletupe.

E ui ona afatia Samoa i le afa o Gita i le masina o Fepuari, ae sa taumafai pea e faatino le fonotaga tele sa maea ona logoina ai le mamalu o le au fai pisinisi. O lea



fonotaga tele sa faia lea ile Taumeasina Island Resort mo aso e lua (2) ma sa faailo ai le vaauga taula'i mo le fonotaga – Atina'e gafataulima tauturisi. Sa mafai ai ona faatalatalanoa le tele o vaega patino mo le atina'eina o lea alamanuia ma maua ai le avanoa e fetufaa'i ai aemaise i latou o loo sologa lelei a latou atina'e.



O sui sa auai i le fonotaga (STF) ia Aperila 2018

E auai foi lenei vaega i isi fonotaga a komiti o loo fesoasoani e faataunuu vaega poo taunuuga moomia o loo faailo mai e le taiala o Tagata Tafafao Maimoa. E fesoasoani tele tulaga i le faamautuina o faamaumauga aemaise faamatalaga i faagasologa ma laasaga ausia ua oo iai galeuga taitasi a le Pulega tainane le lautele o le tipali'o o Tagata Tafafao Maimoa.

O loo faaauau pea faiga paaga ma le Malo o Niu Sila i lalo o le poloketi o le Samoa Tourism Growth Partnership. O loo tumau lava foi taunuuga moomia o loo tusia i lea osigafeagaiga. O loo ave ai le faamuamua i le atinaeina o le Faalauiiloina o Samoa ma le Faatumauiina o ana Faamaumauga i tagata asiasi maimoa, atina'eina o auunaga ma oloa faapitoa tau turisi ma le faaleleia lea o tulaga tau faaleaoaoga o tagata faigaluega i totonu o lenei alamanuia. Sa faia ni fonotaga maoti a komiti fesoasoani i masina taitasi aemaise le komiti faatonutonu i le maea ai o masina e tolu a lenei polokalame faapitoa ma ua maitauina le taua o lea tulaga i le faavaveina o galeuga moomia tele mo le au faipisinisi.

Se tasi o poloketi taua a le Malo o loo fesoasoani ai le vaega i le Matagaluega o Eleele ma Natura o le Apia Waterfront Project (Atina'eina o le Talafatai o Apia) ma o tulaga



uma tau faasalalauga patino agai i le poloketi aemaise faatalatalanoaga ma nu'u ma afioaga taua o loo faapea ona fesoasoani malosai ai le Vaega.



Ata fuafuaina o le Poloketi o le Waterfront

8.2 Komiti o le Faamatagofieina o Samoa

O le Komiti o le Faamatagofieina o Samoa, o loo faaauauina pea lana galuega faatino o le faamatagofieina lea o le talafatai o le taulaga o Apia, faatasi ai ma le asiasiina lea o faleui i nofoaga faitele.



Sa pasiaina foi e le Kapeneta, le taimua ai o lenei Komiti i le faatinoina lea o aso mo le faamamaina o Samoa i le vaitaimi o le Teuila 2017 faapea le faamanatuina o le Tutoatasi o le 2018. Sa mafai ona faatinoina lenei galuega e matagaluega ma faalapopotoga uma a le malo faatasi ai ma le lagolago a pisinisi tumaoti i le Aso Toonai a'o lumanai ai lenei faamoemoe mai le 6.30 i le 8.30 i le taeao.

Sa faia foi le galuega faaleleia mo faailoilo o nuu ma afioaga o Savaii ma Upolu i le faaiuga o le tausaga 2017. O galuega o le faamamaina o le mataaga i Papapaitai faapea fetaulaiga ala i Aleipata, Siumu, Lefaga ma Leulumoega Tuai sa faatinoina lava i lea taimi e tasi.

O le Poloketi o laau aina ma laau toto i Atele, o se tasi lea o galuega sa gafa ma lenei vaega e ala i le tuufatasia lea o taiala e mulimulitai iai le faatinoina o lenei galuega. Sa



faafaigaluegaina mai se tasi e iai lona tomai faapitoa i nei ituaiga poloketi aua le faia lea o se suesuega ma tapenaina se fuafuaga ma se ata faataatia o lenei galuega o le Paka o Laau eseese mo Mataaga i Atele, sa pasia lenei fuafuaga e le Komiti Faatonu a le Pulega. O le ata faataitai muamua sa maea ona tusia e le tusiata ma tuina atu I le Komiti galue o lenei poloketi faapea le Minisita o le Pulega faatasi ai ma le Palemia. Sa faamauina ai foi le lisi o laau uma o le a mafai ona totoina i lenei elele o le a faaogaina. Sa faafaigaluega tumau foi se tasi tagata e iai foi lona agavaa mo lenei galuega faatasi ai ma sui mai le Matagaulega o Faatoaga ma Faigafaiva, e fesoasoani i le galuega a le faufautua mai fafo.

Sa lagolago lenei vaega i le faatinoina lea o le Aso Faapitoa mo Faleui i le lalolagi, e galulue faatasi ai ma le Vaega o Fuafuaga ma Atinae a le Pulega, i le fausia lea o le faleui i Lepa ma Vailoa Palauli sa tatalaina lea i le 2017.



O lesi foi fesoasoani ale Pulega sa galulue faatasi ai ma le vaega fai ata tifaga o le Survivor mai Ausetalia, aua fesootaiga ma nuu ma nofoaga sa pueina ai lenei ata tifaga.

O le nofoaga mo faaaliga a le Pulega, o se tasi lea o galuega faatino a lenei vaega, o lona fausiaina lea aua faaaliga e manaomia ai e pei ona faaogaina ai e le Ekalesia Mamona i lana Polokalame o le Kirisimasi 2017, o le faaaliga o le Teuila faapea le sailia o se Tausala o Samoa.

8.3 Faaaliga o le Teuila

Sa faataunuuina le Faaaliga ole Teuila ile vaiaso muamua o Setema mai ile Aso 4 ile Aso 9. Ole tausaga nei na faailogaina ai le 27 tausaga talu ona faataunuuina lenei faamoemoe, ma sa tatalaina aloaia ile Faaaliga o Pese Lotu ile Aso Sa.



O tu ma le aganuu faa-Samoa na avea ma autu ole vaiaso ole Teuila e pei ona iai i tausaga ua tuana'i. Sa faataunuuna ai foi le tauvaga o Fautasi na lagolagoina e le SIFA, ole tauvaga siva Ailao Afi, ole faailogaina ole vaiaso ole faitau tusi a Samoa, ole polokalame ole Samoa Nei Galo a le Matagaluega o Aoga, Taaloga ma Aganuu, ole Koneseti o faafiafiaga eseese ole Teuila, ole faaaliga suifefiloi, o taaloga faaneionapo, faapea ma siva faamalositino ole zumba. Sa faaalua foi le fiafia o le mamalu ole au au fai-faleaiga e lagolago lenei faamoemoe a le atunuu e ala ile gaosiga o taumafa i ona teuga eseese mo nai o tatou tagata faapea tagata maimoa mai i atunuu e mamao na auai mai e maimoa polokalame eseese ole Teuila 2017.



Na tu maualuga le manuia ole faatinoga o lenei faamoemoe ona ole lagolago faaauau pea a le Malo o Samoa, faapea pisinisi ma kamupani na fesoasoani mai e lagolago le Teuila 2017; e iai le SIFA, Bluesky, Faalapotopotoga o Kamupani Vaa a Samoa; Faletupe ole Pasefika i Saute, Shanghai Construction Group, Coin Save/Farmers (Bronze), Faletusi ole Samoa Stationery and Books, Betham Brothers Enterprises Ltd, Samoa Spare Parts, Faletupe ole Samoa Commercial Bank ma le kamupani supamaketi a Frankies.

8.4 Vaega o Faaaliga o le Aganuu

O le Ausiva Samoana o se tasi lea o vaaiga autu i lenei nofoaga, sa faaopopoina ni tagata fou ma siitia ai le numera o tamaitai i le 3 o alii e toalima ma le vaega o le faili e toaono. E faatinoina faafiafiaga a le Ausiva Samoana mai le Aso Lua, Aso Lulu ma le Aso Tofi faatasi ai ma maimoaga mai le 10am I le 2pm i le aoauli.

O auunaga faailoa o loo faatino i lenei nofoaga e iai le faleaiga ma le faleoloa mo meaalofa, o le fofo Samoa (taulasea), o le gaosiaina o le siapo faatasi ai ma le eleiina o mamamu eseese, vaneina o meataulima ma le taina o le tatau (malofie).



O le nofoaga lenei mo tu ma aganuu a Samoa, o se tasi lea o nofoaga o loo toatele na afea e turisi maimoa mai ma o tatou lava tagata. E le gata foi i malo asiasi maimoa mai, ae faapea foi ona toatele fanau aoga ma vaega o aoga mai fafo e fia molimauina a tatou aganuu o loo faatino i totonu o lenei nofoaga.



8.5 Polokalame Faatino

E ese mai ile faaaliga faa-le tausaga ole Teuila, sa iai nisi polokalame faatino taua sa faatinoina ma tuuina atu iai le lagolago a le Pulega, ma o nei poloklaame e tele lo latou sao ile faatupulaia o malo asiasi mai ile atunuu. O loo aofia ai polokalame tau taaloga e pei ole:

- Samoa International Events
- Teuila Samoa Tag Festival
- Samoa International Game Fishing
- Fishing Tournament and the
- Manu Samoa vs Tonga Rugby Game.

O isi polokalame faatino na tuuina atu iai le fesoasoani o loo taua i lalo:

1. Tufatufaga Faailoga Tavaloa a le Atinae o Turisi i Samoa
2. Fonotaga lautele tau ile Atinae o Turisi i Samoa 2018
3. Fonotaga tau fefaatauiga a Samoa mo le atinae o turisi ma atunuu i fafo
4. Taamilosaga alo paopao
5. Tauvaga ole Tausala a Samoa
6. Fonotaga a Taitai o Malo a le Pasefika
7. Tauvaga ole Tausala a le Pasefika 2017



O isi talosaga na tuuina mai e lei lagolagoina e le Pulega ona ole tulaga tau seleni faapea tulaga tau i atinae e ono maua mai ai.



Tufatufaga Faailoga Tavaloa a le Atinae o Turisi i Samoa 2018 i Taumeasina Island Resort

8.6 Fesootaiga Faatekonolosi ma auvaunaga

O loo faaauauina pea galuega a le vaega o faatekonolosi i le mataituina lea o le faaagaina o aseta a le ofisa o loo fesootai ai i luga o auupega tafailagi. O ia vaega e aofia ai le faaagaina o le initaneti, imeli, o polokalame e puipui mai ai i faiga faasolitulafono ina ia mautinoa le saogalemu o faamaumauga taua a le ofisa, o le faaitiitia o pili totogi i masina taitasi, ma le sologa lelei o le faatinoina o galuega e faaagaina ai auala faatekonolosi.

O le faafaigaluegaina o le Principal ma le Senior IT ua faafaigofieina ma fesoasoani ai i le faaitiitiaina lea o galuega tauave. Ae paga lea o le faaiuga o le tausaga 2017 na faamavae ai le Senior IT ona o se avanoa maua luga ua faamanuiaina ai i se tasi o matagaluega a le Malo.

Mo le puipuiga lava o masini komepiuta ma masini uma o loo faaoga e le ofisa



Paoa Sapalai (UPS)



aemaise le main server, o lea sa faatauina mai ai ia paoa sapalai (UPS) e 20 e faaitiitia ai aafiaga mai le faaleagaina pe a pe faafuasei le paoa.

Sa faatautaia foi e le vaega IT aoga mo nisi o vaega o le ofisa i le faaogaina o polokalame faaogatele pei o le Microsoft Word, Excel ma le Outlook auua le faalauteleina o le tomali. Na vaaia le fiafia o e sa auai ona o nisi o aogā o ia polokalame ua latou maua mai ma avea foi ma fesoasoani i le faatinoina o a latou galuega. Ua iai foi le fuafuaga o le a faaauau pea le faia o ia aoga i nisi o polokalame e fetau ma faaogaina e le ofisa.

I le masina o Oketopa aso 26 sa faafaigaluegaina ai e le ofisa Mr. Simon Proudman, o se sui sa auai mai i le polokalame fesoasoani a Ausetalia mo le vaega a le IT i totonu o le 3 masina. O Mr. Simon sa fesoasoani i le tapenaina lea o le vaega fou o le Digital Unit mo le Pulega o Tagata Tafafao Maimoa.



IT Famil Visit with Mr. Simon Proudman

Sa faatautaia se asiasiga a le vaega o IT ma Simon i mataaga uma o Savaii, ma nisi o nofoaga i Upolu, mo le aumai ai o faamatalaga o loo latou manaomia ona faalauiloa i luga o aupega tafailagi a le ofisa. O se tasi o ana galuega sa faatinoina, o le uluai iloiloia lea ma fautuaina tiute autu e manaomia e lagolagoina ai le poloketi o le atinaeina ma le toe faaleleia o le aupega tafailagi a le ofisa.

O le vaega a le IT e faapea foi ona gafa ma le sauniaiina o ata po o mamamu i taimi o fono tetele a le ofisa. E pei o ata i luga o fu'a, o tusi po lipoti faaletausaga, o tusi o fuafuaga autu a le ofisa ma isi tusitusiga eseese. O nei tiute uma e mo le faaitiitia o tupe faaalu a le ofisa ae o loo iai e latou te mafaia ona faatinoina ia galuega.



8.7 Alaata Faalauiloa ma Fesootaiga ma le Vai i Fafo



O loo faatinoina pea galuega faaauau tau i fesootaiga ma faalauiloa a le Ofisa Sinia o galuega tau i fesootaiga a le Pulega, i le logologopuialii pea o sui uma ole atinae o Tagata Tafafao Maimoa mai ma le atunuu, faapea ai foi ma maketi i atunuu e mamao, aemaise atunuu patino o loo toatele tagata asiasi e malaga mai ai. O nisi o polokalame autu na faataunuaina ai faalauiloa ma faatalanoaga ma le au Tusitala e aofia ai vaega ua taua i lalo:

- Taunuu aloaia mai ole vaalele ole Samoa Airways i Samoa, ma lana uluai malaga i Niu Sila ma Ausetalia
- Toai taunuu mai i Samoa ole aumalaga a le malo o Saina mo le faamautuina ole Fuafuaga ole atinaega ole talafatai o le taulaga i Apia, faapea le fausiaina ole maota autu ole Matagaluega o Aoga, Taaloga ma Aganuu
- Asiasiga a le malo o Niu Sila e aofia ai le kamupani ole BECA mo le faamautuina ole fuafuaga ole toe fausiaina ole nofoaga i luma ane ole maota ole malo ile eleele fou ma agai atu ile nofoaga o loo iai le uati ile tavalaga ma le isi itu auala ile apitagalu
- Faalauiloaina ole taunuu mai ole uaea mo fesootaiga televavave faaneionapo ole Tui Samoa Cable



- Faatinoga o fonotaga mo mataupu tau i femalagaiga ole Sustainable Travel International
- Feiloaiga ma sui ole atinae o turisi i poloketi ma galuega faatino o loo faatupeina e malo mai fafo e iai le TRC ma le STGP
- Polokalame faalauiloa faale tausaga a le Matagaluega o Faatoaga ma Faigafaiva
- Faalauiloaina ole tauvaga ole sailia ose tausala a le Pasefika 2017
- Tali atu i manaoga ma fesili mai ile au tusitala ma le au faasalalau i Samoa ma atunuu mamao i mataupu tau ile atinae o tagata tafafao maimoa mai i Samoa, e aofia ai se tasi o kamupani pue ata tifaga mai i Iapani
- Tufatufaga faailoga tauvaloa mo sui ole atinae o tagata tafafao maimoa mai i Samoa 2018
- Fonotaga mo tagata lautele i mataupu tau i atinae o tagata tafafao maimoa mai i fafo ole Samoa Tourism Forum 2018
- Polokalame o fefaatauaiga a le Pulega mo kamupani mai i fafo ma sui ole atinae o tagata tafafao maimoa mai i Samoa
- Feiloaiga mo le au fai faletalimalo aua taaloga a le Pasefika i Samoa 2019
- Faailogaina faapitoa i Samoa ole aso mo ogasami ile lalolagi
- Faatutuina o faailoilo mo le poloketi ile toe fausiaina ole talafatai o Apia
- Suaina ole eleele mo le amatalia aloaia o galuega ole fausiaina e le malo o Saina ole nofoaga i tua ane ole maota ole malo ile eleele fou ua faaigoaina ole Friendship Park
- Faalauiloaina ma le faatinoga o polokalame ole Teuila

O le Ofisa Sinia o galuega tau i fesootaiga a le Pulega faatasi ai ma faauluuluga o vaega eseese a le Pulega o loo avea ma sui ole Komiti o faalavelave tutupu faafuasei ile atunuu, ma o loo faatinoina ai foi le galuega o le faailoina ma logologopuialii sui ole Atinae i ni faalavelave faafuasei e ono tulai mai. Sa faatinoina foi le iloiloga ole Taiala mo fesootaiga i totonu ole Pulega ile amataga ole masina o Mati 2018, aua le agai i luma o fesootaiga i totonu ole Pulega faapea ana paaga.



9.0 VAEGA O TUPE MA AUAUNAGA LAUTELE

Faatomuaga

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

9.1 Lipoti o le Tupe

9.1.1 Tala o le Tupe 2017 - 2018

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 2017 ia Iuni 2018.

I le fa'aiuga o le suēgā tusi a le Pulega sa faia e Tuiloma CA 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, 2018.
- 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 e tusa o 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 tausiiina o tusi

9.1.2 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 mau'ū 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 tausiiina o tulafono tau tausitusi faapea tulafono a le Pulega.



9.2 Tupe

O le Pulega Tagata Tafafao Maimoa o le Pulega a le Malo ua gafa ma le atina'eina o le Alamanuia Tau Turisi. E faatupeina foi e le Malo le tele o ana galuega. E tusa ma le 96% o le tau o galuega a le Pulega i le tausaga lenei sa faatupeina e le Malo (2016/2017: 93%), ma le isi 4% na maua mai lesilata ma fesoasoani tau tupe mo faaaliga o le Teuila, fesuaiga o tupe, tupe mai le Matagaluega o Punaoa faalenatura ma le Siosiomaga mo falelētāua mo tagata tafafao maimoa a o asiasi faatamilo i le atunuu ma isi.

E tusa ma le 26% na siitia ai le tupe maua a le Pulega mai le Malo i le tausaga (\$11,412,131) pe a faatusa i le tausaga ua te'a atu (2016.2017: \$9,050,279) ma o le \$2milionā o lea siitaga na faaagaga mo ni galuega tau maketi e le o iai i fuafuaga a maketi taitasi (Market Initiatives).

9.3 Financial Analysis

O le faasiliga o tupe maua e \$1,271,694 e le tele se eseese ma le tausaga ua te'a (\$1,378,259) ona o mafuaaga nei; sa mata'itūina lelei le faaogaina o seleni, o tulaga maaleale i maketi na toe tuu atu ai i tua le taimi e fa'amaea ai nisi galuega, a o isi ua le faatinoina ona o tulaga e le oo iai le malosiaga a le Pulega e pei o le sui o le faamuamua a paaga i totonu o maketi. O le tausaga 2015/2016 na faatino ai le tele o galuega tau maketi aua le suiina o la tatou faalauiloa i le *Samoa Lalelei* lea o loo faaogaina pea e oo mai nei seia oo atu i le isi 2 tausaga. O nei galuega e le'i faamatuu maia se seleni e faatino ai ae sa tataua ona faatino ma oo ai ina tele se aitalafu na totoe i le faaiuga o le tausaga 2015/2016. O le mafuaaga lea na toe fetu'unai ai tupe maua a le Pulega i le tausaga na sosoo ai ina ia totogi ese nei aitalafu ae taatia nisi galuega ma mafua ai ona tele le faasiliga o Tupe i le tausaga ua te'a.

O loo faaauau pea le faaitiitia o aitalafu faavaitaimi a le Pulega. O le tausaga nei na faaititia i le 21% i le \$85,956 mai le \$108,728 o le tausaga ua te'a. Ma o loo iloa ai o loo tulaga lelei le galueaina o seleni a le Pulega ma isi ana aseta faapea le mata'itūina o ana aitalafu. O le fua (current ratio) e tusa ma le 4:1 i le faaiuga o le tausaga pe a faatusa i le 2016/2017 e 2.62:1 o loo iloa ai pea le faaauau ona gafatia e le Pulega ona totogi ana aitalafu faavaitaimi.



9.4 Mataupu tau Tagata Faigaluega

9.4.1 O le Afaigaluega Galulue

E fitusefulu ma le tolu (73) le aofaiga o le afaigaluega na galulue mai i le amataga o le Tausaga Faa-le-Tupe 2017 – 2018.

E toa sefulu ma le tasi (11) le afaigaluega Konekarate e aofia ai ma sui taitasi o le Vaega o Maketi i Ausetalia ma Niu Sila ma le Ofisa Lagolago e toatasi (1) mo le Vaega o Maketi a le Pulega i Niusila. E aofia ai foi ma le afaigaluega tumau e toa onosefulu ma le lua (62). E oo mai i le faaiuga o le tausaga faa-le-tupe ua faamauina le siitia o le faitau aofai o le afaigaluega ile valusefulu (80). O lenei aofaiga e aofia ai le Afaigaluega Konekarate e toa sefulu (10) ma le afaigaluega tumau e toa fitusefulu (70). O lenei aofaiga atoa e toa fasefulu ma le tolu (43) alii ma tamaitai e fasefulu (40)

O le vaevaeeseina o le afaigaluega galulue a le Pulega i ona vaega eseese:

VAEGA	Aofaiga o le afaigaluega
Ofisa Sili o Pulega	1
Vaega o Fautuaga tau Faiga Faavae	6
Vaega o Fefaatauaiga ma le Maketi ma Sui o le Maketi i Ausetalia ma Niusila	14
Vaega Fuafuaga ma Atina'e	11
Vaega o Suesuega ma Fuainumera Faamaumauina	7
Vaega o Tupe ma Auaunaga Lautele	17
NBC – Vaega Faamatagofieina le Taulaga	7
Cultural Village – Aai mo faaaliga o measina a Samoa	17

9.4.2 Faamutaina o Auaunaga a le Afaigaluega

(a) Faamavaega

E toalima (5) le afaigaluega na faamavae mai ia latou galuega i le Pulega i mafuaaga eseese i totonu o lenei tausaga faa-le-tupe.

(b) Aulia Tausaga Litaeta

E toafa (4) le afaigaluega ua aulia tausaga litaeta i totonu o lenei tausaga faa-le-tupe. E toatolu (3) ua talia talosaga mo le faaauuina o le auaunaga ona o o latou



tomai faapitoa e faatino ai galuega a le Poloketi o loo latou galulue ai faapea ai lo latou faamaoni. E toatasi ua litaea faamalolo.

(c) Maliu

E toatasi (1) le sui o le Pulega na faamutaina lana auvaunaga ona o le valaau paia a le Atua i le masina o Ianuari 20 2017.

9.4.3 Faaiuina o le Auvaunaga tai tolu (3) tausaga a le afaigaluega Konekarate

(a) Faauluuluga o Vaega Taitasi ma Sui o le Vaega o Maketi i Ausetalia ma Niusila

Na faaiuina ma le manuia le tai tolu (3) tausaga (2014 - 2017) o le auvaunaga a le afaigaluega konekarate e aafia ai Kitiona Pogi, Faalavaau Fasitau Ula ma Levasa Sonny Rivers i le masina o Novema. Na faataunuaina tulaga uma e tataua ona iai i le toe faasalalauina o avanoa seia oo ina maea faatalatalanoaina ma toe faamanuiaina ai le Susuga Kitiona Pogi e tauaveina tiute ma matafaioi a le Faauluuluga o le Vaega o Suesuega ma Fuainumera Faamaumauina, na toe faamanuiaina foi le Susuga Faalavaau Fasitau Ula e avea ai ma Sui o le Maketi a le Pulega i Ausetalia faapea foi le Susuga Levasa Sonny Rivers e avea ma sui o le maketi a le Pulega i Niu Sila mo le isi tolu (3) tausaga o lumana'i.

Na faaiuina ma le manuia le tolu(3) tausaga o le konekarate a le Susuga Dwayne Bentley peitai na le toe mafai ona ia faaauauina ona tofiga ma faamanuiaina ai loa le Susuga Joe Chan Ting e tauaveina tiute ma matafaioi o lea avanoa (Faauluuluga o le Vaega o Fefaatauiga ma le Maketi) ia Novema 2017.

(b) Afaigaluega Poloketi

Na faamaeaina le taimi faatulagaina o le poloketi (Suiga o le Tau)i le masina o Tesema 2017 ma na faamutaina ai foi ma le auvaunaga a le Susuga Isamaeli Time ma Roberta Tara Lei Sam o i lava ia na faigaluega i lalo o lea poloketi.

(c) Konekarate a le Tausala o Samoa

Na faaiuina ma le manuia le tausaga o le konekarate (2016 - 2017) a le Tausala Samoa Priscilla Olano ma faamutaina ai lana auvaunaga i le Pulega i le masina o Novema 2017.



9.4.5 Faa-faigaluegaina ma le Filifiliaina o le Afaigaluega

(a) Afaigaluega Fou

E toa sefulu ma le fa (14) le aofaiga o le afaigaluega fou na faafaigaluegaina i lenei tausaga faa-le-tupe. O lenei aofaiga o avanoa o le afaigaluega na faamutaina a latou auauunaga e pei ona taua i luga, o nisi o le afaigaluega na siitia o latou tulaga i totonu o le Pulega ma nisi o avanoa fou na talia lona faasalalauina e le Komiti Faatonu a le Pulega o Tagata Tafafao Maimoa.

E aofia ai i lenei faitau aofai le afaigaluega konekarate e toa tolu (3) lea na tofia mo le isi tolu (3) tausaga o lumanai, le toa lima (5) o le afaigaluega fou e sui ai le afaigaluega ua faamutaina le auauunaga i le Pulega ma le toa ono (6) o le afaigaluega o loo galulue i avanoa fou na talia lona faasalalauina i le tausaga faa-le-tupe lava lenei.

(b) Siitia o Tulaga i Totonu o le Pulega

E toa lua (2) le afaigaluega na faamanuiaina i le siitia o tulaga i totonu o Vaega o loo galulue ai. O se tasi o le afaigaluega na faafaigaluega mai o se Tamaitai Ofisa o le Vaega o Aoaoga ua siitia lona tulaga e avea ma Ofisa Sinia i lea lava Vaega ma se tasi ole afaigaluega tumau na avea ma Ofisa Sinia Sili o le Vaega o Fefaatauaiga ma le maketi ua faamanuiaina i le avanoa konekarate o le Faauluuluga o lea lava Vaega.

(c) Fesuaiga i Vaega e galulue ai nisi o le afaigaluega

E toa tolu (3) le afaigaluega na talia e le Pulega le fesuaiga i vaega e galulue ai. E toa lua (2) alii Ofisa na galulue i lalo o le Vaega o Faiga Faavae ma le Vaega mo le Faamatagofieina o Apia ua galulue nei i lalo o le Vaega o Fuafuaga ma Atina'e faapea ma se tamaitai Ofisa na galulue i lalo o le Vaega o le poloketi o le suiga o le tau ua galulue nei i lalo o le Vaega o Fuafuaga ma Atina'e.

9.5 Faalauteleina o le Silafia i mafutaga faa-le- aoaoga mo le afaigaluega

E faafetaia e le Pulega le lagolago na tuuina mai e nisi o atunuu ma faalapotopotoga e ala lea i valaaulia mo avanoa faa-le-oaoga e faalautele ai le tomai ma le silafia o le afaigaluega galulue i matafaioi o loo faatinoina i aso taitasi i Vaega o loo galulue ai.



O loo tuuina atu i le siata i luga le auililiga o a'oa'oga ma le Auaigaluega na auai atu iai. O le filifiliga o i latou e auai atu i nei mafutaga faa-le-aoaoga e faia lava lea e le mamalu o le Pulega e fuafua i le manaomiaga ma le agavaa o le tagata faigaluega:

	Atunuu	Aoaoga	Taimi faatapulaa o aoaoga	Totogiina o Aoaoga
1	Shandong/China	Culinary Skills for Samoa 2017	10 th – 30 th September 2017	Partially Sponsored by Chinese Embassy and STA
2	Tokyo/Japan	Tourism Development Policies 2017	17 st – 26 th October 2017	Fully Sponsored by JICA
3	Macao, China	IFT Global Centre for Tourism Education and Training and UNWTO 4 th training “Capacity Building for Destination Marketing & Tourism Development.	29 rd November – 6 th December 2017	Fully Sponsored by UNWTO
4	Trivandrum, Kerala/ India	UNWTO Asia/Pacific Training on Tourism Policy & Strategy	19 th – 22 th March 2018	Fully Sponsored By UNWTO
5	Auckland, New Zealand	NZ Maori Tourism : World Indigenous Tourism Summit	15 th April – 20 th April 2018	Fully Sponsored by Aotearoa New Zealand
6	Yogvakarta, Indonesia	CEO's Boot Camp	11 th July -13 th July 2018	Fully Sponsored by STA.

E tumau pea le usitaia o faiga faavae o le auai atu i isi atunuu i fonotaga ma mafutaga faa-le-aoaoga. E tatau ona tuuina mai i totonu le ripoti i le sefulu ma le fa (14) aso talu ona taunuu mai i Samoa nei.