

SAMOA TOURISM AUTHORITY
2018-2019
ANNUAL REPORT



Beautiful
SAMOA

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31 October 2019

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

SAMOA TOURISM AUTHORITY ANNUAL REPORT 2018 - 2019

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 2018 to June 2019.

Faafetai.

A handwritten signature in black ink, appearing to read 'Sala Fata Pinati', written over a horizontal line.

Sala Fata Pinati
MINISTER OF TOURISM

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1. 1. MESSAGE FROM THE MINISTER:



Talofa lava!

It is with the utmost respect and pleasure as the Minister of Tourism to present Annual Report for the financial year July 2018-June 2019 for Samoa Tourism Authority.

Tourism continues to be the backbone of our economy and given its great importance, the government through the Samoa Tourism Authority continues to support the sector as one of its key economic priorities especially with its potential and great ability to support our local economy, socio-cultural and our natural environment.

The Samoa Tourism Authority is mandated as the lead government agency to coordinate the development and the promotion of Samoa as a leading tourism destination to our current and potential tourism markets. To ensure such, our *BEAUTIFUL SAMOA* must ensure the uphold of the quality and the consistency of standards as expected of tourism products by the visitors, sound investment opportunities in the markets and in Samoa, high level industry services, ease of access to and from the markets, and a safe environment for ALL.

The Authority as a Non Trading Government Public Body operates on a grant from Government of which received an increase of 2% this financial year to \$11,678,045 from last year's \$11,412,131. In collaboration with the Sector's donor partners such as the New Zealand Government through its NZAID funded Samoa Tourism Growth Partnership Program (STGP), European Union through the financing of the Tourism Garden Toilets under the Water Sanitation Project with MNRE and valued partnership with other government agencies and the industry, the Tourism Sector in Samoa continues to grow.

Tourism earnings for the first time achieved the half a billion mark, resultant of the 9.3% overall increase in total visitor arrivals which visiting friends and families dominated and whose average spend is usually higher than the average tourist. Occupancy rates for tourism accommodation properties also reported improvement.

Innovative growth in our marketing campaigns in key and emerging markets, industry collaborations, increased accessibility through our partnerships with the airlines, improvements in our tourism products and the stability of our economy and government are also key contributing factors in the reported performance growth. It is highly envisaged that the growth will continue into the next financial year.

I also take this opportunity to acknowledge ALL and looking forward to fostering and strengthening our current close cooperation as well as exploring future collaborations. I also acknowledge the leadership and contribution of the Board of Directors, Management and Staff of Samoa Tourism Authority and I look forward to working closely in the next financial year.

Ma lou faaaloalo tele;



Sala Fata Pinati

MINISTER OF TOURISM

2. MESSAGE FROM THE CHIEF EXECUTIVE OFFICER



Sustainable tourism development for this financial year recorded positive growth especially in its contribution to our economy, social-cultural and our environment. Tourism growth is the result of the last 12 month collaborative efforts with all key stakeholders towards the achievement of the Tourism Sector's vision "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".

The tourism sector has definitely grown over the past 5 years, but not without challenges. We don't grow when things are easy; we grow when we face challenges. For the sector these challenges include: limited resources for more efficient and effective marketing, unique product development, air accessibility to and from the emerging markets, tourism workforce development opportunities, adverse impacts of climate change and foreign investment opportunities. Nevertheless, tourism being a prominent aspect of Samoa's national priorities continues to be supported by government as well as its esteemed development partners of New Zealand, European Union, Australia and UNDP,

Total visitors grew by 9.3% and New Zealand continues to hold the lion's share of the total visitor arrivals, with Australia in second. Australia though generated the highest growth at 23.7% and Asia at 32% which is pleasing given the fact that these markets are high spenders and thus contribute largely to tourism earnings together with the visiting friends and relatives which dominated Total Visitors by Purpose of Travel.

Samoa's growth is one of the top performance in the Pacific region.

Air accessibility especially with the additional routes and competitive fares of Samoa Airways and other airlines which followed suite played a major role in this growth. Furthermore, the growth was further strengthened and supported by the ongoing robust digital and online marketing efforts, the consistent annual New Zealand and Australia Roadshows, the upgraded www.samoa.travel website of the Authority and its rebranded promotional collaterals. Moreover, Samoa's continuous hosting of regional and international conferences over the past recent years, sporting competitions and meetings all contributed immensely to the growth of the tourism sector.

The launch of the China Pacific Tourism Year 2019 (CPTY) in Samoa at the beginning of the year signified not only the Pacific's partnership with China in tourism but also with Samoa which we plan to develop further in the future.

Improvement works to our tourism product such as the major upgrade works to some of our key attraction sites which includes Afu Aau Falls, Saleaula Lava Field, Laauleola Nature Walks and the ongoing Atele Agri-tourism Park works are ongoing. Way finding signages were fully installed for adding value to the visitor experience. Furthermore, our climate resilient project assisted numerous operators along the most inclined to be affected areas from sea level rise and strong sea surges. The much needed Garden Toilets project continued to address the need of our visitors to access clean and hygienic facilities while exploring the countryside.

Investment opportunities in the industry also grew with additional rooms to existing properties, new accommodation properties, new car rentals and tour operator businesses as well as new restaurants to ensure the quality services and products we offer are accommodating. As expectations of the visitors grow with time the current accommodation standards needed to be reviewed and this was completed during the year to be operational in early 2020.

In every destination, quality service is indeed vital for the delivering of our promise. Priority and consistent local training for the industry was supported under the NZAID which addressed the most urgent training needs of the operators. These trainings further complimented and supported the aforementioned product development efforts. Overseas opportunities were also extended to the industry under the current partnership with the China and Japan bilateral agreements.

I wish to take this opportunity to acknowledge the Government's support, everyone with a vested interest in tourism in Samoa and our development partners for your continued support and assistance.

I wish also to acknowledge the great works and contributions in the past 12 years of the former CEO of Samoa Tourism Authority, Papalii Sonja Hunter whom we farewelled at the end of the year.

The content of the report provides in full detail the programs delivered by the Authority in partnership with the stakeholders of the Tourism Sector guided by the Samoa Tourism Sector Plan 2014-2019 that is currently under review and the Samoa Development Strategy.

Ma le faaaloalo tele,

A handwritten signature in black ink, appearing to be 'F. S.', with a stylized flourish at the end.

Faamatuainu Lenata'i Sālā Suifua
CHIEF EXECUTIVE OFFICER

3. EXECUTIVE SUMMARY

This document reports on the period from July 1, 2018 to June 30, 2019.

Integrating the United Nations Sustainable Development Goals into the Samoa National Development Strategy mirrors the Government of Samoa's strong commitment to the achievement of the SDGs for a sustainable future for all of mankind as well as to ensure that implementation is contextualized. In line with the approach used for the SDGs a sector wide approach is used for incorporating the national strategies in to each of Samoa's fourteen sectors of which Tourism is a Key Outcome for the Economic Sector because of its prominent value to the sustainability of the country socially, culturally, economically as well as politically.

The Samoa Tourism Authority was established in 1986 as the Samoa Visitors Bureau until its name changed to incorporate the extension of its mandate functions as stipulated in the Tourism Development Act 2012 that makes the Authority the responsible agent for the administration, promotion and regulation of tourism industry in Samoa.

In verity, albeit the significant growth of tourism in Samoa over the past ten years in terms of total visitors, earnings, operating properties, and developed sites to name some, tourism's potential was and is limited by factors beyond the Sector's control. Conditions however for the Sector have improved significantly since the introduction of the Samoa Airways and Talofa Airways offering additional seats and routes from and to the markets, augmented local budget for STA and the support of the Aid Donors which facilitated additional marketing and product and services development initiatives in partnership with the travel trade and STA's other partners in the individual markets and our local industry.

For the year under review, total visitors to Samoa in totality grew by 9.3% and tourism earnings by 13.2% both superseding annual targets of 5% respectively. Visiting friends and relatives (VFR) surpassed holiday visitors for the year, after seven years of holiday visitor dominance in the visitors by purpose category, driven mostly by the low-cost airfares offered by Samoa Airways and the other airlines which were compelled to match. The Authority is looking into ways to draw a portion of the VFR to utilize our tourism accommodation properties.

The tourism growth reported in detail by this Report has accomplished the Authority's and hence the Tourism Sector's vision in the Tourism Development Act 2014-2019 of a growing Samoa tourism sector by 2019 towards becoming the leading Pacific Island nation in sustainable tourism.

This accomplishment was driven through the collaborative efforts of the various sectors of the Tourism Sector and the Samoa Tourism Authority, under the leadership of the STA Board of Directors, Management and its five divisions; Policy & Sector Coordination, Sales and

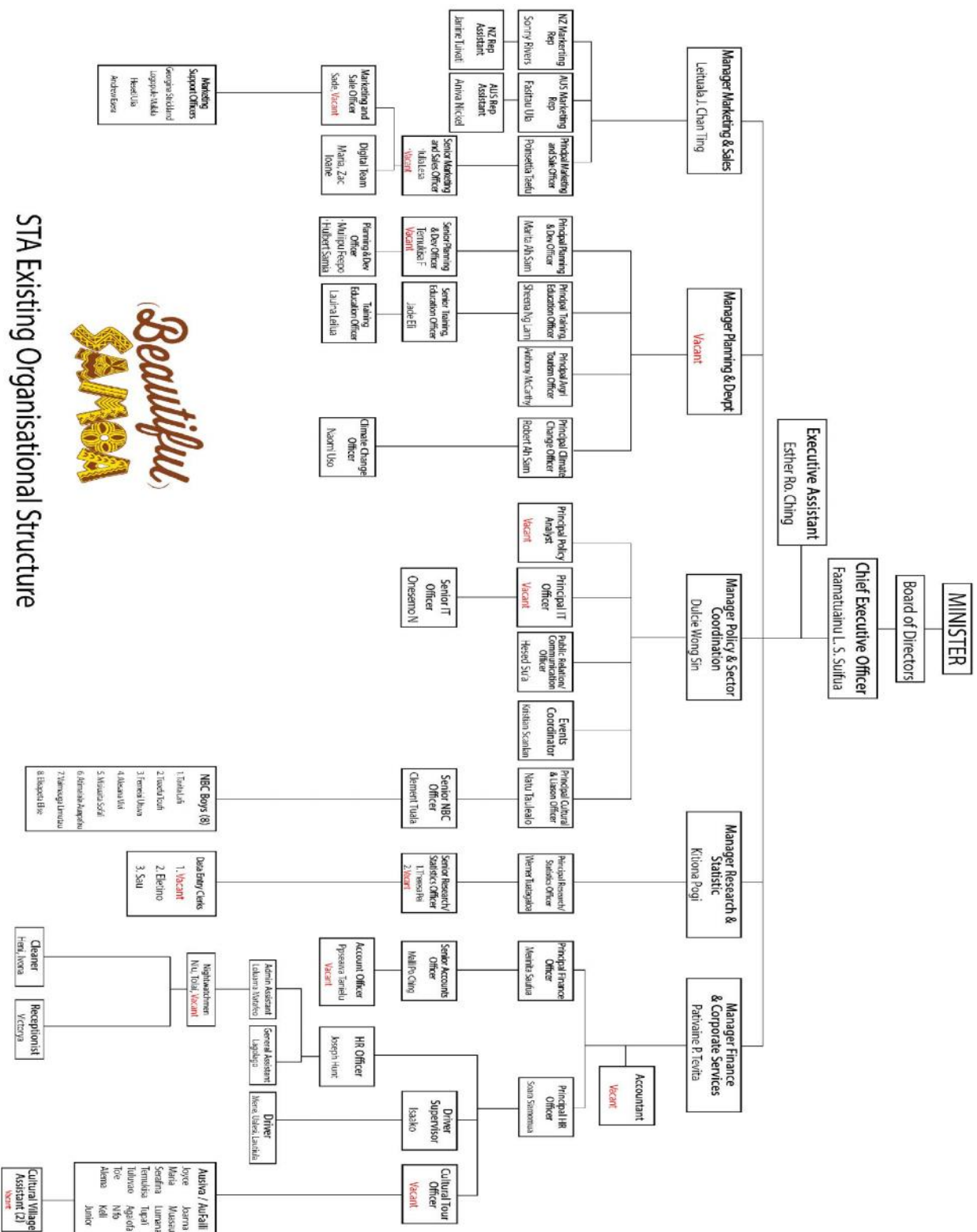
Marketing, Planning and Development, Research and Statistics and the Finance and Corporate Services.

3.1 **Board of Directors (July 1, 2018 – 30 June 2019)**

Adele Kruse	Chairlady (Managing Director, Insel Fehmarn Hotel
Leota Lu II	Director (Managing Director, Vacations Beach Fales)
Aanamaitu Tauilili Pasikale	Director (Managing Director, Airport Transfer & Tours)
Tauilili Alise Stunnenberg	Director (Managing Director, Island Hoppers Vacations)
Tuiataga Nathan Bucknall	Director (Managing Director, Taumesina Island Resort)
Tuala Oli Ah Him	Director (Managing Director, Millenia Hotel & Samoa Sports Lodge)
Leota Matamua Kuki Retzlaff	Director (Managing Director, Le Lagoto Resort)

3.2 **Management (July 1, 2018 – 30 June 2019)**

Chief Executive Officer	Papalii Matatamalii Sonja Hunter (until 10 th June 2019)
Pativaine Petaia – Tevita	Finance and Corporate Services Manager
Leituala Joe Chan Ting	Sales and Marketing Manager
Faamatuainu L S Suifua Faamatuainu	Planning and Development Manager (until 10 th June 2019 when he was appointed CEO of STA)
Kitiona Pogi	Research and Statistics Manager
Dulcie Wong Sin – Simanu	Policy and Sector Coordination Manager



4. POLICY AND SECTOR COORDINATION DIVISION

4.1 OVERVIEW:

The Policy and Sector Coordination (PSC) Division as per its name is responsible for the coordination of a well-informed Samoa Tourism Sector on national strategies and priorities pertaining to the Samoa Tourism Sector.

The following table highlights Key Performance Indicators (KPIs) pertaining to PSC Division that was submitted to the Ministry of Finance (MoF) as part of the Authority's overall budget bid for FY2018/2019. The allocation committed under the Policy and Sector Coordination Division of \$60,500 includes the operational allocations for the Chief Executive Officer (CEO) and the Authority's Board of Directors; the initial bid was \$300,000. The initial bid submitted by the PSC Division was close to SAT\$300,000.00. Consequently, some of the areas in which the division had earmarked for improvement did not eventuate due to limited available funds.

	2018-2019	
Performance Measure	Budget Standard or Target	Comments
A well informed and coordinated sector through network meetings of the STA Board and Working Groups	37 meetings/consultations	More than 20 meetings were held including STIA Council meetings, STIA Industries forum, Samoa Tourism Forum and STGP Project related working committee meetings lead by PSC
General consultations in promotion of the Tourism Development Act 2012 and relevant Laws and Regulations	Develop 5 policy briefs	Initial internal discussions have been completed and consultations with the Office of the Attorney General has been done. Draft Terms of reference is available.
Submit Annual for each financial year to the Office of Parliament	31 October 2018	The Annual Report was submitted to MPE and Office of Parliament in December 2018. This responsibility is now with the Finance and Corporate Services Division starting with the AR for FY2018/2019.
Village Signages Repaired and Installed	Ongoing programme targeting 10% of total existing signages.	Village signs from the Airport to Airport, Apia to Falefa, Lefaga and Safata were repainted during the year by the NBC.
NBC Meetings and Inspections conducted	12 monthly meetings to discuss beautification campaigns and follow up on implementation	Less than 7 NBC meetings were held during the year. Meetings are chaired by the Honourable Minister. Meetings are held when the Minister is available.
Number of Tourism Development Events supported	At least 6 a year	8 were supported during the year through funding from the Sales and Marketing budget. 1. Samoa Squash Open

		<ol style="list-style-type: none"> 2. Teuila Tag Rugby Competition 3. International Siva Afi Competition 4. Spring Fest Samoa 5. Samoa International Game Fishing Tournament 6. BDO New Zealand and Partners Conference 7. Savaii Game Fishing Tournament 8. Samoa International Events (Samoa Swim Series, Samoa Warrior Race, 5 Islands Swim) 9.
Corporate Plan finalized in accordance with the Public Bodies and Accountability Act 2001 (amended 2005)	31 March 2019	This responsibility is now with the Finance and Corporate Services Division starting with the Corporate Plan 2020-2023.
A well informed industry and community through regular information dissemination	20 circulars and 12 newsletters	Awareness through TV and Radio programmes was found to be more effective. Partnerships with Radio stations such as Radio Polynesia and 2AP, and TV stations TV1, TV3, and EFKS have effectively extended the reach of the awareness nation-wide. Less than 10 irculars were distributed during the year. These awareness programmes were funded mostly from NBC's budget and Market Initiatives.
M&E Framework Annual Review	February 2019 – During the Samoa Tourism Forum	The Samoa Tourism Forum was carried out in March 2019.

Board Meetings

The Authority's Board convened eleven (times) during the financial year. There were no Board meetings in July 2018 and November 2018 due to CEO's duty travel, hence the new Board policy that Board meetings will take place on the scheduled dates and the officers in charge will sit in.

Management Meetings

Management Meetings are also conducted weekly on Monday at 10.00am, with date and time to change only in the event that the Chief Executive Officer is on duty travel or unavailable.

Tourism Sector Coordination

One of the primary responsibilities of the PSC Unit is to ensure that tourism related information are well coordinated both within and in overseas markets. This also pertains to the ongoing monitoring for the current Samoa Tourism Sector Plan 2014-2019. In ensuring that the division is up-to-date with development progress, PSC participates during dialogues implemented through the sector's current institutional framework or the established workforces namely:

- Samoa Tourism Industries Council

- Samoa Tourism Industries Alliance
- Samoa Tourism Marketing Taskforce
- Samoa Tourism Training Taskforce
- Samoa Tourism Standards Taskforce
- National Beautification Committee
- Samoa Climate Change Taskforce
- Samoa Tourism Information Committee
- Samoa Tourism Growth Partnership (STGP) Project Working Group
- Samoa Tourism Growth Partnership(STGP) Project Management Committee
- Apia Waterfront Committee

PSC at the national level, represents the Authority and the sector at the national Sector Coordinator's quarterly forums. The forum is a vehicle established to share the partnerships between sectors, and essentially an opportunity for sectors to source the necessary support on specific or potential challenges or issues in the course of their respective action plans.

The Samoa Tourism Forum established in 2015 is the main annual tourism industry forum and its coordination is led by the PSC Unit. The theme of the Samoa Tourism Forum 2019 focused on **'Achieving Sustainable Destination Management and Market Access for Responsible Tourism'**. The forum was held on 22nd March, 20-19 (whole day) at the Sheraton Aggie Grey's Hotels and Bungalows and it hosted approximately 100 industry participants from Savaii and Upolu.

Key presenters for the forum included:

- Professor Simon Milne of Auckland University of Technology (AUT) who are currently contracted (by STA) to deliver the International Visitor Survey for Samoa Tourism;
- Dwayne Bentley of Samoa Airways speaking on Samoa Airways plans and how the airline intends to boost the visitor flow to Samoa; and
- STA Market representatives in NZ (Levasa Sonny Rivers) and Australia (Faalavaau Fasitau Ula).

Samoa Tourism Growth Partnership

The New Zealand Samoa Tourism Growth Partnership (STGP) remains a pivotal support engine for the Authority and Samoa's tourism sector of which the PSC chairs and is also the secretariat of the Project's Working Group (PWG) and Management Committee (PMC). The PWG had over the reported period held eight (8) meetings and hosted three

(3) PMC meetings. The dialogues had supported decision making amongst the output teams especially with the STGP project management service company TRC. The third progress report was also submitted to MFAT NZAP during the period.

The details of the STGP components namely website redevelopment, product development (directional signages and interpretative signages) and training are discussed at large under the key output divisions reports. Furthermore, the division has also kept close partnerships with the Apia Waterfront project through its representative in the Committee mainly in the areas of media awareness and preparations for the upcoming launch of the Events Space in July 2019.

The New Zealand Government in June 2019 injected additional funds of NZD\$500,000 as a grant contribution to support the implementation of the following key priorities for the tourism sector.

- Review of the current Samoa Tourism Sector Plan 2014-2019 and write the new strategy 2020-2025
- Review of the current Samoa Marketing Strategy 2014-2019 and write the new strategy 2020-2025
- Review the present Tourism Development Act 2012 and update the Tourism Development Act.
- Upgrade the STA's Cultural Village

The independent review of the STGP is anticipated to be undertaken prior end of 2019. The review aims to consider whether the efficiency and effectiveness of the final three years of the STGP can be strengthened through adjustments to the current implementation arrangements.

National Beautification Committee

The National Beautification Committee (NBC) continues to deliver its core role of beautifying the Apia town area. The lavatory inspections for both Upolu and Savaii during the fiscal period were conducted for the Public Facilities only.

NBC through cabinet approval also coordinated the annual national cleanup prior to the Independence celebrations 2019. All Government Ministries, Corporations, and the

Private Sector were invited to take part in the cleanup campaign. Villages were also encouraged to be part of the campaign through public notices on TV1 Lali.

NBC also worked together with the Waterfront Project with the clearing and planting of the Event Space. For the China Pacific Tourism Year (April 2019), the NBC upgraded the Cultural Village smaller fale, and built a pathway around the village.

As Samoa prepared to host the 16th Pacific Games, NBC Committee worked together with the Ministry of Women and Social Development (MWCSD) and villagers on the beautification of villages for the Pacific Games 2019. As part of the preparation, the National Beautification staff repainted village Signages in Upolu and upgraded gardens around the town area. In addition, NBC on behalf of the Authority also joined forces with the SPREP MNRE, MWCSD, NUS students and other voluntary organisations/associations in promoting the 'Greening the Pacific Games' Initiative (May 2019). PSC led the coordination of the fun activities and NBC helped clean rivers and transport rubbish to Malaefatu for the weighing process and plastic counting.

As part of the Authority's support for the Survivor South Africa Film crew, NBC Principal Officer was attached to assist the Survivor management with village negotiations prior and after the filming. The South Africa Survivor contributed to Samoa's economy through the utilization of the community and businesses for food catering arrangements, transportation, personnel, accommodation and village land.

has generated a lot of work for Samoa's economy and benefitted the business community with food catering arrangements as well as with vehicle hire, accommodation and use of village grounds.

Cultural Village

The STA Cultural Village exhibits four (4) days weekly a cultural tour that showcases traditional tattooing, siapo and elei making, handicrafts making and carving, traditional healing or massages, umu demonstration and sampling and our Ausiva Samoana performing the Samoan dance and fire knife dancing. Weaving of baskets, hats and plates are also demonstrated during the tour which are used during the umu sampling.

The free of charge tour is very popular with the visitors.



Events

Teuila Festival 2018: This year's Teuila Festival took place from the 2nd – 8th of September at the Malaefatu Sogi space due to the undergoing works of the Apia Waterfront Project.

This year's programme included Food and Handicraft Stalls, Traditional Siva Competitions, String Band Competition, Fire Knife Dance Competition Wellness is Beauty coordinated by the Ministry of Health, Kids Fun Zone that included the Magic Circus of

Samoa Stall, the popular Lunchtime Band Show and the Teuila Concert that featured the 'Punialavaa Band' from New Zealand which took Samoa by storm.

The participants and spectators alike spoke in favour of the Teuila 2018, being the best ever yet.



Miss Samoa Pageant 2018

This year was the first year that the Miss Samoa Pageant was held in Savaii under the coordination of Samoa Events Incorporated. The pageant was held on Saturday 8th September and was the finale of the Teuila Festival, as per usual each year. This year saw 9 contestants vying for the Miss Samoa with Sonia Piva being crowned on the day. Ms Piva also won the Best Interview and Best Puletasi in the special awards categories.

Sonia will go on to represent Samoa at the Kingdom of Tonga hosted Miss Pacific Islands Pageant in November of this year.

The Events Coordinator worked closely with Samoa Events Incorporated to ensure that all aspects of the pageant were in accordance with the Pageant Rules and Regulations.



Miss Pacific Islands Pageant 2018

This year's Miss Pacific Islands Pageant marked 32 years since the pageants inception in Samoa in 1986. The pageant was held in the Kingdom of Tonga.

With Samoa Tourism Authority being the secretariat for the Pageant, a delegation comprising the Authority's CEO and three (3) PSC staff members led by the Hon. Minister of Tourism and his good lady travelled to Tonga to work with the host country to ensure that all the pageant preparations were in line with the Pageant Rules and Regulations.

The Pageant week was held from the 24th November – 1st December with judging nights on the 29th and 30th.

Following the Miss Pacific Pageant Board of Directors meeting, Papua New Guinea was confirmed as the host for the next Pageant in 2019.

Samoa Tourism Authority continues to work closely with various organisations both locally and abroad in the coordination and facilitation of both national and international events.

Some of these events are as follows:

- Samoa Squash Open
- Samoana Jazz and Arts Festival
- Teuila Tag Festival (annual event)
- South Pacific Tourism Organisation Council of Leaders Meeting (annual)

- Samoa Tourism Excellence Awards (annual)
- Samoa International Events – Samoa Swim Series (annual)
- International Siva Afi Competition (annual)
- Samoa Tourism Exchange (annual)
- Samoa International Game Fishing Tournament (annual)
- Pacific Games 2019

Information Technology, Server and Graphical Designs

PSC IT team continues to commit and provide ongoing monitoring for the Authority's network system to enable a highly reliable technology setup along with high-quality, services and support to meet the ever-changing needs of the Authority and of course the evolvement of the technological advancements in today's era.

The IT team has also been instrumental in helping with internet and network connection issues over the reported period of which support was rendered mainly in the following areas:

The Principal IT Officer resigned during the period (March 2019) to pursue higher education in New Zealand; following the resignation of the IT principal officer the Management approved the recruitment of a senior IT Officer.

One of the projects in which the team had worked on during the period was the creation and installation of WIFI access points for the Samoa Tourism Authority main office. This initiative is in support of consultants working on various projects for and with the Authority. This will be strictly monitored to prevent abuse of the use of internet.

Media Awareness, Public Relations and Communications



A WELL INFORMED SECTOR: Samoa Tourism Forum 2019 is an annual event coordinated to inform and promote dialogue on key issues that encourages and shape tourism development in Samoa, the region and the world.

Ongoing communication and public relations services continue for a well-informed Tourism Sector.

Samoa's Tourism industry had over the period experienced new opportunities and developments to benefit the economy at large, and it has been the Principal Communications role to ensure that these updates / information are distributed through the relevant networks to ensure awareness is reached at its optimum level. Awareness was made through the production of circulars, newsletters and press releases and hosted awareness talk back programmes on TV and Radio, as well as continued dialogues in response to inquiries from Local and international Media outlet on Tourism related issues.

Activities during this period included:

- China Ready seminars, and Tourism industry business trip to China, followed by the launching of the China Pacific Tourism Year 2019
- 28th Annual Teuila Festival 2018 and Preparations for the Teuila Festival 2019
- South Pacific Tourism Organisation Council of Tourism Ministers Meeting hosted by Samoa
- Beginning of Initial works to break ground for the first and second phases of the Apia Waterfront Development Project being the Events Space and Clock Tower Boulevard
- Way finding signage launch for Upolu and Savaii
- Traveled as media secretariat for the Miss Pacific Islands Pageant 2018 in Tonga
- Prepared and implemented the first New Year Fireworks display which will now be an annual event
- Samoa Tourism Excellence Awards 2019, Samoa Tourism Forum 2019, and Tourism Exchange 2019
- Pacific Games 2019 including two weeks Stalls and Entertainment at the Events Space for the Visitors.

- Launched new Media awareness campaign on TV and Radio Talkback Programmes with the Good morning Samoa shows on TV1 & My FM 89.1, Radio Polynesia Magic FM 98.1 & Talofa FM 88.5, and Radio 2AP 540 AM - TV Ads packages and contracts
- Coordinated efforts for the Call Center with the National Emergency Operation Center in updating the Industry on Tropical Disturbance 06F which hit the country.
- Facilitation and implementation of itineraries and programmes for overseas media visiting Samoa under the Authority's Media Visit Campaign.

5.0 SALES AND MARKETING

OVERVIEW

The Sales & Marketing Team implemented numerous marketing activities at our source markets during this fiscal year. The objective of the implemented activities was to generate demand for the destination and yield for its products and services available. The Team carried out numerous actions which focused on marketing the destination, the Beautiful Samoa Brand awareness as well as coordinated engagements with our business partners which generated sales for various products available.

The marketing funds were divided amongst the source markets with funds concentrated in the primary markets of Australia and New Zealand. These priorities considerations were due to the direct flight connectivity and proximity nature of these countries which hold the majority share of visitor arrivals numbers to Samoa. The long-haul destinations or the secondary markets and emerging markets were also given attention because of the characteristics of the visitors from these countries; they are high spenders and adventurous to mention a few.

The total visitor arrivals was at 197,159 at the end of the financial year. The New Zealand and the Australian markets dominated the tourist arrival numbers with 45.9% and 22.5% share respectively. There were signs of growth of visitor arrivals from other markets like Europe/UK, South Korea and China except for American Samoa and North America. The STA Market Representatives in the long-haul markets continued to keep the destination on top of the minds of the travelling visitors using online and Online Travel Agents platforms to ensure potential customers know where Samoa is. The decline experienced by the US territories was due to the error from tallying of the arrival cards information in the previous period. The overall growth of tourist arrivals was 8.8% for this financial year.

The new addition to the Sales and Marketing Team responsibilities was the setup of the digital unit in charge for social media platforms, content collection and producing graphic designs. This was done outside of Samoa Tourism Authority before which often costs more and add to the delay of work. This establishment acknowledges the importance of impact that the digital space brings into the marketing work. The team now has the ability to assemble still-images and videos in house, post fresh materials

immediately, edit and add contents immediately, which has contributed to strengthening the technical support the Sales and Marketing team provide to our market representatives and market representation companies.

The progress of the website redevelopment project under the Samoa Tourism Growth Partnership Project has improved the destination online visibility. This was noticeable with the huge decrease in the bounce rate to around 35% compared to the usual 60%+ in the previous fiscal year. The lower the bounce rate the better, as people spend more time on the website and clicking through the pages for information about the destination. The audience traffic was mainly from the top three markets, New Zealand and Australia as well as the United States.

The project managed to fund the taking of new high resolution images and videos for the purposes of better online featured content. In support of the website redevelopment project, the Sales & 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 and the team's regular reminders, visits and training of the operators in efforts to further improve properties online appearance.

Total number of overnight accommodations in the STA database is 128		
Properties listed on samoa.travel (94)	Properties listed under Samoa Direct (54)	Properties listed with Package Deals (3)
13 Deluxe properties	6 Deluxe properties	Insel Fehmarn Hotel, Jane's Beach Fales, Le Vasa Resort
12 Superior properties	8 Superior Properties	
28 Standard properties	16 Standard properties	
24 Budget properties	14 Budget properties	
17 Beach Fales	10 Beach Fales	

Samoa Tourism Authority secured the services of Dr. Marcus Lee to be STA's new Market Rep in the Chinese Market. Dr. Lees is the Chairman of CIBSN, an Investment Group with 11,000 followers. Dr. Marcus Lee carried out the China Ready workshops programme educating the government officials and private sector representatives on how to prepare for and attract the Chinese visitors to Samoa. These workshop and discussions were followed by two China Ready trips to mainland China visiting several cities such as Shanghai, Beijing, Tianjin, Chengdu and Chongqing, meeting high level decision makers of the travel, airline and tourism industry. The issues of interline agreement, charter flights and direct flights were heavily discussed during these trips.

There was great feedback received from the public in reference to the Beautiful Samoa brand increasingly seen at outdoor places mainly in New Zealand and Australia, marketing efforts via displays on billboards, bus backs and inside passenger trains. Other off-line efforts included conducting sales

calls, agent trainings, attending events & meetings which continue to educate those who are willing to include Samoa as one of their products. The Marketing Team continued to work closely with the tourism industry (Samoa Airways, Hotels, Rentals, Individuals-Chefs) in hosting familiarization visits by both the trade and media personnel from the markets throughout the year. Such opportunities were not only for the tourism industry to get continuous exposure at the international scene but also for these trade and media personnel to learn about Samoa's offerings.

Generating awareness through joint marketing campaigns with wholesalers were the team's tactical approach to selling the products available. These tactical sales approach with the top selected wholesalers and Online Travel Agents are efforts to drive traffic and generate demand to utilize accommodations stock on offer in particular during the slow period of November to April. The contribution of government agencies and Samoan Overseas Diaspora in attracting high level meetings, conferences and events to be held in Samoa is crucial in assisting with pushing the visitor arrivals up at the off-peak periods.

The usual scheduled local, regional and international events took place throughout the twelve months. These events contributed to the promotion of the Beautiful Samoa brand and the marketing of the destinations which had further assisted with generating demand and interests of people to travel to Samoa.

JULY – AUGUST 2018:

Afoa Seti Afoa of Samoa International Events had series of races spread across the twelve months running on both islands attracting a lot of international athletes to our shores.

The Church Conferences at Malua and Faleula as well as other church denominations annual conferences contribute also to the growth of the visitor arrival numbers as well as utilization of commercial accommodation in Samoa somewhat.

SEPTEMBER 2018:

The biggest tourism event on the calendar year coincide with our tourist arrivals peak season the 28th Teuila Festival, 2nd – 8th September, 2018.

The Samoa Tourism Authority Roadshows in Australia and New Zealand continue to provide a wider platform to promote the destination and products available on offer. Most of the Agents attending these roadshows are new and it is an important opportunity to educate them about the product. The Roadshows offer a chance to reach out to the Samoan Community residing in these countries and pitch the crucial role they can play in marketing the destination, supporting the National Airline Carrier and generating sales for the products.

OCTOBER 2018:

One of the events slowly getting attention from the tourists is the Palolo Rising which takes place twice a year around October and November. The Palolo is a local delicacy and this event takes place across the

coastal areas of Upolu and Savai'i islands. There is a particular calendar that the locals follow to pin point exactly the time of the months when the palolo rising will happen.

The Children's White Sunday, 14th October 2018 has always been a special day for the kids in Samoa. This falls in the peak season and it was an opportunity for those returning to Samoa to add in their itineraries as an event to attend.

NOVEMBER – DECEMBER 2018:

These months of the year usually see the spike in our tourist number of arrivals, dominated by the visiting family and friends market. The accommodation providers usually comment that it's their busiest time of the year with a resultant occupancy rates at above average levels, around 75%.

JANUARY 2019:

The Samoa Tourism Authority initiated the Samoa Tourism Excellence Awards, which was held on the 24th January 2019 as an event to recognize the efforts committed by the different service providers of the tourism industry throughout the twelve months. These awards help enhance the trust level of the customers for the products and services available. It also strengthens the suppliers' perception about the product and elevates its positions to the top of customers' minds.

FEBRUARY 2019:

Another Survivor programme was filmed in Samoa from February to March 2019. The Survivor South Africa: Island of Secrets as it was called is the seventh season of the South African reality competition show, Survivor South Africa. The Sales & Marketing team staff facilitated the logistics for all sites and attractions the Survivor South African was filmed. The film was released in May on M-Net (Electronic Media Network – South African pay television) and is expected to conclude in September 2019.

Rugby is Samoa's national sport. Samoa was put on the map during the 1991 Rugby World Cup in Wales when the unknown Manu Samoa team defeated the Welsh dragons on their first game. Manu Samoa crushed the Pumas Argentina and narrowly lost to the Wallabies on their way to their first ever quarter final standing. The Vailima Pure Marist International 7s Rugby Tournament, 13th – 14th February 2019 saw teams and supporter from overseas participate at this prestige local event.

APRIL 2019:

On 1st April the Ministry of Culture and Tourism in China together with the South Pacific Tourism Organization worked collaboratively in launching the China Pacific Tourism Year 2019 in Apia Samoa. A delegation of almost 90 people including Ministerial level, Chairman, Vice President, Director and Senior Officials and Chinese Tourism Sector travelled to participate at this high level event. The ceremony was shown on CCTV in the Pacific Region and around the world. It was an opportunity for the country as a tourist destination to get maximum exposure on the international scene.

Over the years the Samoa International Game Fishing Tournament has grown to attracting international interests to participate. This tournament is well promoted on Fishing Magazines in New Zealand and Australia.

May 2019:

Samoa Tourism Exchange (STE) is Samoa Tourism's annual B2B event, specifically for the travel and hospitality industry. STE was initiated in 2008; this is the 11th year and has expanded to become a major exchange in the Pacific region. The event is coordinated by Samoa Tourism Authority on behalf of the Government of Samoa with the support of the industry. STE brings together Samoa's suppliers of tourism products and services ('Sellers') as well as Travel Product and Contracting Managers from across a number of source markets ('Buyers'), in a business to business setting.

This year the STE was held on the 2nd-4th May 2019 and the Opening Ceremony was held at Saletoga Sands Beach and Resort, the first time the event took place outside of its normal location, Apia. The STE19 attracted 59 Buyers from Europe, Asia, US, Australia, New Zealand, Fiji and Am. Samoa. There were 54 local Sellers (exhibitors) ranging from accommodation, car rental, airlines, tour operators and individual service providers.

JUNE:

The Samoa Independence Day on the 1st June has always attracted visitors to Samoa. The event attended by invited overseas government dignitaries, government officials, private sector and public where everyone congregated at Mulinu'u peninsular for the flag raising and march pass.

The National Airline Carrier, Samoa Airways continues to be in operation with one plane servicing daily flights to New Zealand and four flights to Australia. Samoa Airways has contributed to lowering the airfares in the travel route the National Carrier services. It continues to provide competitions for Air New Zealand and Virgin Australia.

All the activities that are mentioned above and those elaborated in more details below have contributed to the increase in total visitor arrival numbers for the financial year 2018/2019. The total visitor spending in relation to the same period reaches new heights at SAT\$514,000. The tourism sector's contribution to the country's gross domestic product shows signs of growth at 21% which highlights the importance of the tourism sector to the economic development of Samoa.

MARKETING ACTIVITIES

Marketing efforts in the markets and locally are categorised into six (6) main areas; Direct marketing, Travel trade activities, International media and Public relations, Events and meetings and non-media/trade Partnerships.

5.1 Direct Marketing

Outcome: - Increase awareness of Samoa as a tourism destination and its offerings;	<ul style="list-style-type: none">• Key Performance Indicators:• Number of direct marketing campaigns implemented;• Average monthly first time visitors to www.samoatravel;• Samoa Tourism Social Media fan base;• Number of projects undertaken to enhance www.samoa.travel website.
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5.1.1 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 and online promotions 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	1	Press, magazines, online
Australia	34	TV, press, magazines, online, radio
UK/Europe	10	Press, magazines, online, radio
New Zealand	43	TV, press, magazines, online, radio
Am Samoa	21	Press, radio, outdoor
South Korea	27	TV, Press, Online
China	3	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.

5.1.2 Promotional Materials

During the year, collaterals printed and released/distributed supported the promotion of the 'Beautiful Samoa' campaign which was initially launched in 2015. One of these were the printing of Beautiful Samoa t-shirts which are distributed during local, regional and international events and meetings

attended by the Authority and other government agents, as well as printing of the Samoa Tourism Cultural Village Booklet. These collaterals are used to support marketing and sales efforts, and also promoting the activities provided by the accommodation providers.

5.1.3 Online Development

5.1.3.1 Samoa.travel

Overall traffic to the main portal increased by 23.9%. Approximately 37.72% of traffic originated from New Zealand and Australia. The bounce rate has improved a lot with 36.10% rating. The visitors on www.samoa.travel are spending time on the website and clicking through the pages and the attention on the booking widget and also the packaged deals. This is a positive result from the website redevelopment work been carried out and is contributing to the online progress of the destination marketing and branding awareness.

Google Analytics Report 2018-2019						
Overview Audience	17/18	18/19	Change	Top Content	Page views	% Change
Users/Visitors	408,030	483,184	18.4%	1) Homepage	179,490	37.09%
Total Sessions/Visits	556,377	689,560	23.9%	2) Widget	167,923	70.55%
New Users/Visitors	403,316	478,863	18.7%	3) Packaged Deals NZ	142,091	107%
Behaviour Overview				4) Accom/Beach Fale	57,677	122.03%
Page views	1,506,681	2,144,124	42.31%	5) Accom/Budget	51,693	342.08%
Pages/visit	2.71	3.11	14.82%	6) Accom/Deluxe	50,074	77%
Avg Time on Site	00:02:10	00:02:20	7.88%			
Bounce Rate	52.05%	36.10%	-30.65%			
Number of sessions per user	1.36	1.43	4.7%			

Visits by Country of Origin (Top 5)	Traffic Sources	% Change	Visits
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Country	Visits	Share	Referral	12.35%	10,665
New Zealand	181,705	25.1%	Organic Search	15.9%	231,218
Australia	144,126	12.62%	Direct	37.4%	53,954
USA	81,293	32.43%	Paid Search	55.1%	48,267
Samoa	22,010	28.02%	Social	153.9%	21,658
UK	7,693	-32.8%	Other	9.0%	139,466

5.1.4 Social Media

The digital unit within the Sales & Marketing Team was established mainly to focus on supporting the destination marketing and brand awareness effort activities by growing the country's online rating. The digital unit started in December 2018 and is now fully functional with direct responsibilities of managing the website and social media contents. 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 engagements through Facebook, YouTube and Instagram increased noticeably.

<u>Channel</u>	<u>2016/2017</u>	<u>2017/2018</u>	<u>2018/2019</u>
Facebook	66,893 Likes	78199 Likes	79,860 Likes
	5,447,741 Reach	9,660,094 Reach	10,869,065 Reach
YouTube	64,207Views	2,306 Subscribers	2,431 Subscribers
		177,665 views	114,440Views
Twitter	67,500 Followers	67.700 Followers	23,300 Followers
Instagram	20,402 Followers	24,632 Followers	32,433 Followers

5.1.5 Samoa Direct

The Samoa Direct online booking engine continued to act as a key distribution channel for many operators to get their products maximum exposure. 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 relatively the same.

Accommodation Category	2016-2017	2017-2018	2018-2019
Deluxe	4	6	6
Superior Standard	7	7	8
Standard	19	20	16
Budget	14	15	14
Beach Fale	10	10	10
Total	54	56	54

The Sales & Marketing continues to circulate industry advice to improve their properties online feature by updating their rates, change images and encourages others to come on board. Apart from the regular advice the team also carry out training on the ability for individual properties to update their own information on Samoa Direct.

5.2 Travel Trade Activities

Outcomes: <ul style="list-style-type: none"> - Improve trade engagement and recommendation. - Identify and develop marketing opportunities. - Support trade education and ensure trade mediums and communication are consistent with branding. 	Key Performance Indicators: <ul style="list-style-type: none"> - Number of joint venture (trade) campaigns implemented with key partnering wholesalers/agents. - No. of people who travelled over, rooms occupied and room nights, - Number of hosted trade familiarizations. - Number of overseas sellers (agents) trained.
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5.2.1 Joint Marketing Campaigns

The Joint Marketing Campaigns are the tactical sales approach to drive traffic to the destination for the specified travel period. The government funded campaigns are not only for increase destination marketing and brand awareness but they also aim to generate direct sales for local properties who have partnership deals with the selected wholesalers and agents that work with STA.

Market	Joint Marketing Campaigns Implemented
NZ	14 (with 1 postponed to August 2019)
Australia	13

UK/Europe	10
North America	1
South Korea	31
China	0
Am. Samoa	4

5.2.2 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	4
Asia (South Korea)	7
Asia (China)	2
UK/Europe	9
New Zealand	7

5.2.3 Agent Training

Travel agent trainings (for front-liners) were 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 (South Korea)	20
Asia (China)	7
North America	187
New Zealand	510

UK/Europe	1,493
Australia	1,071

5.2.4 Tour Operators with Samoa Programs

Tour Operators play a key role in destination marketing efforts. The focus remains on introducing new partners (SELLERS) to sell Samoa and working closely with selected operators who have a proven track-record in generating enquiries and bookings.

Market	No.
New Zealand	24
Australia	21
UK/Europe	18
North America	6
Asia (China, South Korea)	4

5.3 International Media & Public Relations

Outcomes <ul style="list-style-type: none"> - Improve media engagement and communication. - Key messaging is reflected in editorial, advertorial and online coverage. 	Key Performance Indicators: <ul style="list-style-type: none"> - Number of hosted key overseas media - Number of overseas media articles generated - Number of press releases distributed
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5.3.1 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	3
UK/EU	7
Asia (China, South Korea)	3

North America	1
American Samoa	0

5.3.2 Generated Articles & Features

Numerous articles were generated as a result of media visits and press releases on travel related experiences as well as stories about the destination.

Market	Articles/Programs	Featured
New Zealand	20	Print, TV, online
Australia	21	Print, TV, online
UK/Europe	27	Print, online
Asia (South Korea)	127	Print, online
Asia (China)	3	Print, TV, online
North America	3	Print, online

5.3.3 Electronic Direct Messages (EDMs)/Media Releases

A number of media releases highlighting various promotions, high-interest storylines and events were circulated during the year. The EDMs are sent out at most twice a month in particular in the Australia and New Zealand markets. The media releases are circulated once a month.

Market	EDMs/Media Releases
New Zealand	24
Australia	24
North America	2
UK/Europe	13
Asia (Korea)	18

5.4 Events and Meetings

Outcome - Increase awareness of Samoa as a tourism	Key Point Indicators: - Number of tourism trade and consumer
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destination and its offering.	shows and events attended - Number of contracts signed.
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5.4.1 Trade and Consumer Shows

Exhibitions at key trade and consumer travel shows continued to compliment promotional efforts. It is important to continue attending these trade and consumer shows in order keep the destination in the discussions, seen and on top of mind of the attendees at these shows. Companies and Agents attending these shows are always looking for new products and destination to sell. The Samoa Tourism Exchange and the STA Roadshows are great platforms to bring about these business opportunities for the tourism industry.

Market	Shows Attended
New Zealand	12
Australia	12
UK/Europe	25
South Korea	4
North America	2

5.5 Partnership Campaigns (with non-media and trade partners)

Outcome: - Identify and develop marketing opportunities.	Key Points Indicators: - Number of partnership campaigns implemented - No of people travelling to Samoa, no of rooms occupied and room nights.
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5.5.1 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 2018/19, only nineteen (19) partnership programmes were able to be carried out.

Market	Campaigns
Asia (South Korea)	15
New Zealand	3

6.0 PLANNING AND DEVELOPMENT

OVERVIEW

6.1. Tourism Sector Training and Capacity Building Programmes

6.1.1 English In My Business Training

The Workforce Development component of the Samoa Tourism Growth Partnership funded by the New Zealand Aid Programme (NZAP) has been in progress with the implementation of training activities for the identified prioritized skills for the tourism sector. English in my Business has been identified as essential for the development of our Industry's workforce skills and needs. The focus was to improve basic spoken and written English for Tourism especially among service employees who interact with guests on a regular basis.

The key objectives of the training are as follows:

1. Basic English Communication
2. Customer enquiries such as bookings and everyday requests.
3. Calculations in the workplace such as managing of payments.
4. Provide Customer service i.e customer interaction and communication etiquette.
5. Maintain personal presentation and positive attitude

The training was carried out in 2 full days and delivered repetitively over five (5) different locations for both Savaii and Upolu from the 16th to the 31st of July 2018. A total of 94 participants attended the training delivered by the Small Business Enterprise Center (SBEC).



6.1.2 Basic Digital Marketing Training

The division continued to further enhance capacity building developments for the benefit of the sector and to address skill gaps identified through various studies undertaken. Basic Digital Marketing Training was achieved and implemented under the Samoa Tourism Growth Partnership programme. The training targeted Marketing and Information staff of All Accommodation Providers, Attractions Sites and Tour Operations. The training aimed to provide basic skills and knowledge of operators to ensure maximum benefits from the advantages that the digital age presents to the tourism and the hospitality industry. It was also intended to answer the questions on how to make the most of the online resources and opportunities that enabled us to build a marketing presence on the internet.

The Learning Outcomes are as follows:

1. Choosing an online presence.
2. Utilising search to improve visibility of your business or organization
- 3 Understand analytics about how your website is performing
4. Using Social media as a channel to market your business or organisation.
5. Understanding the role and opportunities of content marketing

The training was carried out in two full days and delivered over five different locations on Upolu and Savaii and was successfully delivered by Kevin Schuster of EMD Ltd assisted by Jackie Curry of Spacific Consultancy Ltd. The training was carried out from the 16th to the 30th of October 2018. A total of 50 participants attended and 44 completed the course.

6.1.3 Costing and Pricing Training

The division continued to lead the coordination of capacity building initiatives for the sector. Costing and Pricing Training had been identified over the years as one of the prioritized skill gaps and it focused on improving productivity at managerial level in determining and deciding on attractive prices for products and services that would cover all direct and indirect costs incurred



for production and attractive enough to encourage repeat customers whilst at the same time creating profit to support business growth.

The Learning Outcomes are as follows:

1. Develop an understanding in record keeping for small businesses;
2. Identify and record business expenses;
3. Formally record and keep up to date all business transactions;
4. Develop an understanding of production costs and pricing in small businesses;
5. Calculate costs for a product or service;
6. Identify direct costs of a product or service;
7. Identify Operating Costs for a business providing a product or service;
8. Develop an understanding of VAGST in small businesses.

The training was carried out in two full days and delivered repetitively over five different locations on Upolu and Savaii from the 4th to 19th of March 2019. A total of 70 employees from accommodations and attraction sites participated. The training was delivered by SBEC.



6.1.4 Teuila Food Vendors Training on Food Handling and Food Safety AND Fire Safety Practice and Compliance.

The Authority continued to work in partnership with the Ministry of Health (MoH) to provide mandatory requirements for all Food Vendors for the Teuila Festival so they are able to maintain high quality standards and hygiene. Two workshops were successfully delivered prior to the event. In addition, fire safety is also noted as one of our key priorities; this is administered by the Fire and Emergency Services Authority (FESA). Every year the Authority continues to work in partnership with FESA to organise a one day training workshop to further promote awareness on safe practices

and compliance. It is forecasted in anticipation that skills obtained from these trainings will further enhance responsiveness to unexpected events and for a safer Samoa.

6.1.5 Samoa Chef Culinary Training in preparation for the 2019 Pacific Games, Changsha Hunan China.

The Peoples Republic of China through the China Sports International Co. Ltd together with the Authority organised a 90 day Training targeting Hotel chefs/cooks. The training was the outcome of close ties and collaboration between the Samoa and China Governments. It aimed at developing their cooking skills so that the local chefs are host ready for the Pacific Games. It was indeed a great opportunity for our local chefs and cooks to enhance their talents through learning and inheriting Asian cuisine. A total of twenty one (21) successful chefs/cooks from the Industry, nine (9) food vendors from our annual Teuila Festival and one (1) team leader from the Authority attended and completed the course which started on the 4th of March until the 30th of May 2019.



6.1.6 Tour Guiding Training

The division spearheaded the implementation of further trainings for the sector funded by the Government of New Zealand under the Samoa Tourism Growth Partnership programme. Tour Guiding was identified as another skill gap and was designed to develop the understanding of tourism employees to practically lead and guide required tours within their respective properties. The course was also established as an important direction to the growth and development of tourism in Samoa especially tour guides and their many key responsibilities as providers of tourism experiences and visitor satisfaction.

The Learning Outcomes of the training are as follows:

1. Identify principles of good story telling.
2. Define characteristics of a professional tour guide.
3. Explain and Demonstrate professional meet and greet of tourists.
4. Design a half day site seeing.
5. Perform safety requirements on a tour.
6. Demonstrate sustainable skills and qualities of a professional tour guide.

The training was successfully completed by 75 employees from 41 accommodations properties, attraction sites and tour operations. This was delivered by the Small Business Enterprise Center

(SBEC) over five (5) different locations for three (3) full days from the 27th of May to the 19th of June 2019. The training is Samoa Qualifications Authority recognized.



6.1.7 Advanced Customer Service Training

Advanced Customer Service Training was the last training delivered within this financial year and the Authority continued to acknowledge the assistance rendered by the Government of New Zealand especially in realizing the generic skill needs of the sector. The main aim of the training was to educate participants that already have some experience with customer services and are now looking to expand their knowledge and skillset.

The Learning Outcomes of the training are as follows:

1. Provide a Quality Service Experience
2. Proactively respond to difficult service situations
3. Resolve Customer complaints
4. Develop a Customer Service Relationship

The training was completed by 91 employees from accommodations properties, attraction sites and tour operations and was delivered by Kevin Shuster of EMD Ltd and Jackie Curry of Specific Consultancy Ltd over five (5) different locations for three (3) full days from the 10th to the 29th of June 2019. The training is Samoa Qualifications Authority recognized.



6.1.8 Training Accreditation

Tour Guiding and Advanced Customer Services Trainings were two of the trainings recognized by the Samoa Qualifications Authority as Non-Formal Learning Activity. The Division continued to work collaboratively with the SQA's Quality Assurance Division to ensure these short courses are accredited/recognized. All the Learning Outcomes, Assessment tasks, marking criteria's, Trainers CVs, Training Materials/Presentations/handouts/evaluations/pre and post tests and training venues were assessed and checked for compliance. Though it has been a tough lengthy journey to gain these recognitions; strategically it was worthwhile.

Nonetheless, to ensure the quality of these trainings, each was assessed and monitored closely by the team of assessors before their SQA Recognized Certifications were received. The Authority will also continue to offer these SQA recognized courses to help individuals create pathways for their own professional development.

6.1.9 UNESCO/SPTO Round Table on Building Sustainable Tourism for Green/ Blue Livelihoods in Pacific Island Countries and Territories.

The division was also fortunate to have been given the opportunity to lead the coordination of the UNESCO/SPTO Round Table Meeting on Building Sustainable Tourism for Green/Blue Livelihoods in the Pacific Island Countries and Territories. The event was part of the SPTO Board of Directors and Council of Tourism Ministers' Meeting that was held in Apia and hosted by the Authority. Therefore, in keeping with the theme of the week-long meetings and events "Protecting our Blue Pacific, Our Livelihoods and Our Home", the UNESCO Roundtable had showcased innovative sustainable tourism initiatives from across the Pacific and discussed opportunities to support tourism that were environmentally, culturally and socially sustainable.

6.2 Awareness and Education Programs

The Division continues to lead the Authority's local awareness and education programs on radio and television. It is an effective tool to regularly keep the public and stakeholders informed of the Authority's work and tourism related issues.

As tourism is included in the high school curriculum, it is pleasing to continue to receive a high number of student enquiries on Tourism for which the division remains active to guide and assist students on with their different assignments and assessments. This year as well, the division led the school awareness programme at Leulumoega Fou College. It is envisaged to provide the same service to all Colleges later in the year. The division was also fortunate to be involved in the SQA Career Day for which an exhibition booth was setup for the students' awareness. This partnership enables students to gain a clearer understanding of the Authority's functions and core activities.

6.3 Tourism Training Taskforce (TTT)

The Taskforce was established in 2010 after sector wide consultations to strengthen collaborations on tourism workforce related issues and opportunities. It is the National Sector Advisory group that advises the Samoa Qualifications Authority on proposed Samoan Qualifications for the Sector. Key matters were electronically discussed especially if documents/training materials were needed to be reviewed and endorsed. The Taskforce continues to work collaboratively to ensure our Industry capacity is well developed and opportunities are utilized by all.

6.4 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 five (5) trainings as previously mentioned. Other trainings are well identified in the Training Plan that are earmarked for implementation within the duration of the five (5) year programme.

6.5 Trainings and Workshops for Staff

The division was given the opportunity 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
SWA National Competency Consultation, SQA – 13th July 18	Apia
China Ready Workshop – 8th August 18	Apia
CIM Plan Workshop Review, MNRE – 16th August 18	Apia
Recognition of Current Competencies (RCC) and Prior Learning (RPL) Consultation, SQA – 21st August 18	Apia
Training for Tourism Development Policies	Tokyo, Japan
SQA Consultations, 8th August 18	Apia
Public Consultation Workshop for SQA Guidelines & Manual for the Review of Samoa Qualifications - 14th Nov 18	Apia
Revised Guidelines for Recognition of Non Formal Learning, SQA – 28th Nov 19	Apia
Samoa Drought Stakeholder Workshop, SPREP – 29th – 30th Nov 18.	Apia
Tourism Development Policies Co-Creation Program – 17th Sept – 26th Oct 18	Hokiriku Japan
Tourism Professional Fellows Programme, 8th Oct – 18th Nov 18 (Fall)	Hawaii & Washington DC
Concept of Operations Training (Multi Hazard Early Warning System) – 14th Nov 18	Apia
UNESCO/SPTO Regional and Roundtable Meeting, 1st – 5th Oct 18 (Organisers)	Apia
SQA Public Consultation on the Development of Records of Achievement.	Apia
China Aided Project to Samoa for the Pacific Games 2019 Preparations Samoa Chefs Training, Mar 4th – 30th May 19	Hunan, China
Horticultural Exhibition 2019 , 29th April – 1st May 19	Beijing China
CPTY Ministerial Meeting (scribers)	Apia
Pacific Islands Tourism Professional Fellows Leaders Programme, April 22nd – 3rd June 19 (Spring)	Hawaii & Washington DC
13th UNWTO Executive Policy and Strategy Training on the theme Growth and Innovation-Opportunity for Growth and Development, 24th -28th June 19	Jeju Island, Korea
Policy Setting for Improved Linkages between Agriculture, Trade and Tourism	Nadi, Fiji

6.2 Product, Service and Infrastructure

6.2.1 Accommodation Standards Programme

There were a number of recommendations that were raised from the previous inspections on way forward for the Accommodation Standards Programme, and two of these recommendations were implemented within this reporting period. the recommendations derived from concerns raised hoteliers and supported by the Committee, was for Standards Technical Committee to conduct quarterly inspections to follow-up issues noted from the inspections, rather than individual inspections. Therefore, the inspecting team carried out one (1) up inspection for Savaii properties only and three (3) / follow-up inspections for the eleven (11) properties that hosted Officials for the Pacific Games.



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Another resolution was the issuance of Compliance Certificates for all accommodation providers that complied with Minimum Standards from the previous annual inspection; hotels and beach fale included. There were 121 certificates issued on the 7th August with one year validation and will be expired on the 6th August 2019.

The Review of the current minimum Standards for Hotels and Beach fale was implemented within this reporting period. The growth in high end accommodation investments which also coincide with the steady increase in tourist arrivals and expenditures further highlighted the need to review the current Samoa Accommodation Minimum Standards to reflect the internationally recognized tourism accommodation grading system.



The contract for the review of the minimum standards was awarded to KP Consultancy NZ after being assessed. The consultancy requires the consultant to conduct an initial scoping study to identify key areas in the sector which can be strengthened including the review of the current Samoa Tourism Accommodation Minimum Standards Requirements Guideline document for beach fale and hotels, the grading system and the process for implementation and management.

There were five (5) rounds of consultations conducted for both Upolu and Savaii properties. A total of 27 properties attended and contributed to the review of Minimum Standards; this shows the poor attendance and lack of support from the accommodation providers given that not even half of the listed providers under the Authority attended the consultations. Therefore, only 20%

of the accommodation sectors views were reflected in the final report where 80% was based on the feedback from the stakeholders and committee members consulted. The final report is with the Board of Directors and the launch of the revised minimum standards and recommended grading system is scheduled for the next financial year.

6.3 Tourism Business and Investment

6.3.1 New Tourism Businesses

The division noted an increase in the number of developers who contacted our team for advice on new developments whilst at the initial stage of development. We also noted positive feedback from on-going awareness programs communicated via various modes including advertisements on television and online through the Samoa Tourism Authority's website. All proposed and new tourism developments/businesses are required to formally register with the Authority. This process helps gather initial information on the status of developments to the time the operators approach the Authority for the first time. Site inspections are conducted on a quarterly basis to assess locations, collect information on development progress and provide guidance on next steps to be taken. The site inspections were not limited to new developments but extended to existing accommodation properties and support services that requested support letters from STA for renewal of business license.

New tourism developments registered with the Authority and inspected this year as well as support issued are summarised below:

Types of New Tourism Developments:	
Accommodations <ul style="list-style-type: none"> • Operational / complete 7 • Final Stage of Completion 4 • Construction phase 1 • Planning stage 1 • Existing properties 8 	21
Support Service <ul style="list-style-type: none"> • Tour Operators 8 • Attraction Sites 2 	10
Support Letters Issued:	
Accommodations and Support Services <ul style="list-style-type: none"> • New Developments 4 • Existing properties (license renewal) 3 • New Support services 6 	13

6.3.2 Tourism Investment

The division is regularly called upon to represent the Authority at National Investment Committee (NIC) meetings in the absence of the CEO. There were two meetings held and one inspection conducted within this reporting period that the division attended on behalf of the

CEO. The division also drafted an Investment Guide pertaining to the tourism industry that will be made available to interested investors. Additionally, the Authority in collaboration with key Government agencies assisted the process with the division playing the facilitation role to ensure up to date information are made available to the interested investors and that requests are facilitated smoothly.

6.4 Samoa Tourism Growth Partnership

The division continued its usual assistance to the Project Management Unit in facilitating requests from the funding agency for the allocated outputs that will be implemented on behalf of the Authority. The product team is responsible for the Product Development component focusing on the installation and upgrading of visitor information services and way finding & interpretive signages for both islands, and the upgrading of high priority attraction sites.

6.4.1 Installation and Upgrading of Visitor Information and way-finding signage

Directional signage for both Upolu and Savaii were launched and installed within this reporting period. There were 65 way finding signs for Upolu focusing on addressing the need for more directional signs raised through the International Visitor Survey (IVS) report. For Savaii 46 signs were installed and were designed to improve the visitor experience, and guide tourists to the many diverse sites and attractions of Samoa. And with the hope that these signage’s will bolster community pride and serve as a tool for further enhancing economic development on both islands. However, few signs have been vandalized and it’s not even a year since installation. Team have conducted awareness programs through radio and television to seek the communities support in caring for the signs; as well as individual consultations with villages / families where vandalized signs are located.

There have also been on-going discussions on who will absorb the maintenance of the signage’s after the STGP project. Such decision will be made at the management level.



6.4.2 Attraction Upgrading Activity



The Afu Aau Falls at Palauli Savaii attraction site construction works was completed within the year. The construction works proposed and completed for this site included the improvement access to the main pool and all the other smaller pools; the



construction of a car park 100 meters away from the main waterfall and the improvement / upgrading of the access road.

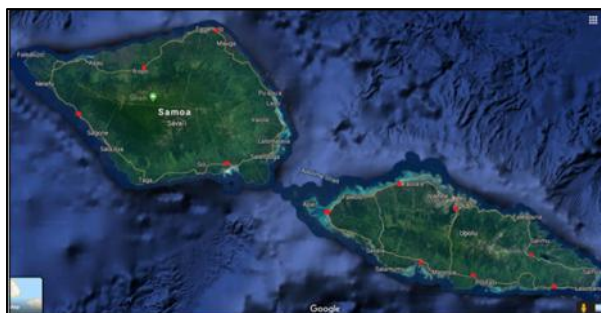
The upgrading works for three other sites have commenced and are scheduled to be completed in the next financial year. These sites are Fuipisia Waterfall, Sopoaga Fall and Saleaula Lava Field in Savaii. The Fuipisia Waterfall walking tracks were recommended to be improved and upgraded to make it available to a wider range of visitors. The provision of improved visitor facilities will enhance the visitor experience as well as prevent erosion and pollution whereas, the interpretive and visitor information about the experience will increase visitor understanding and safety. Improvements to the lookout fencing will improve visitor safety at the site. For Sopoaga Falls the replacement of the existing barrier fence along the cliff top, will improve visitor safety at the site. Saleaula Lava Fields upgrading works focuses on the provision of visitor facilities and improving the walking trails which will make the coastal lookout platform accessible to most visitors.



In addition, there are also on-going discussions with TRC, NZAP on; sites under the priority list to be upgraded, revised budget allocations / estimates, reviewing of designs whilst awaiting development approvals and finalization of timelines for construction works to commence.

6.5 Garden Toilets Project

With its 4th instalment of funds Ministry of Natural Resources and Environment through the EU Sanitation Project, three (3) new Toilet facilities were built during year. The new additions are the Saleaula Lava Field, and Lovers Fagafau Savaii and Robert Louis Museum at Vailima (Upolu). The Lava Field's facility was launched financial year while facilities at Lovers Leap in Fagafau and RLS Museum in Vailima will be launched in the next financial year (FY 19 – 20) to mark the annual National Toilet Day commemoration during November.



from the Water Garden the financial located at Leap at Stevenson's Saleaula during this

There are now 11 garden toilet facilities on Upolu and Savaii, and the division continues with its monthly monitoring on all facilities on both islands.

6.6. Agritourism Park at Atele

The Agritourism Park has picked up its development pace but is still not able to advance further due to lack of funding. A considerable amount of the division's budget earmarked for other

activities were redirected to accommodate the Agritourism project. Fortunately, collaboration with the MNRE through its SMSMCL Project ensured some of the major earth works and stage development tasks were completed.

Milestone works achieved during this financial year include;

Preliminary earthworks for Entry Drive (sub grade, base course and drainage only at this stage to avoid damage during other major construction works);

- | | |
|-------------------------------------|----------------------|
| (1) | (ii)Terrance |
| Stairway (Stone Wall) and; | |
| (2) | (iii) Earthworks for |
| Swale Areas 1 & 3 and Ponding Area. | |

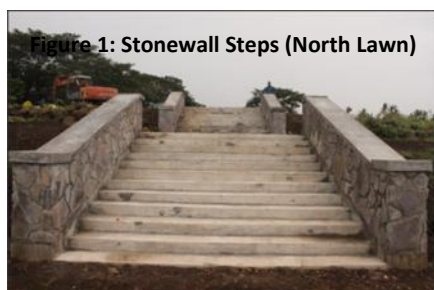


Figure 1: Stonewall Steps (North Lawn)

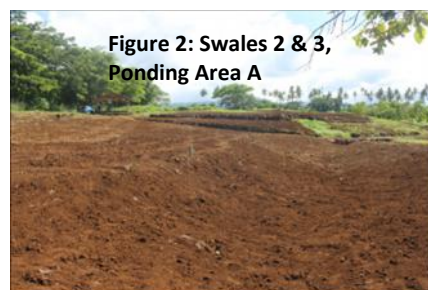


Figure 2: Swales 2 & 3, Ponding Area A

In
for the
crops and
structure

preparation
planting of
plants, the
greenhouse
was erected

and soon to be completed. The division also continued with its usual maintenance tasks and plant accumulation throughout the financial year.

Furthermore, a team of representatives attended the Regional Policy Setting for Improved Linkages between Agriculture, Trade and Tourism which was held in Nadi, Fiji. Together with other taskforce meetings held locally led by the Ministry of Agriculture and Fisheries, the division has secured vital stakeholder support (MAF / MNRE / SROS / WIBDI / STEC/ SFA / SPTO / CTA / PIPSO) and built new relationships with other relevant agencies in promoting the Agritourism concept.



Figure 3: Earthworks for Road clearance

6.7 Disaster Advisory Committee

The division continued to assist and attended the Disaster Advisory Committee meetings and Disaster Risk Management workshops from time to time. The division is responsible for the coordination of the Authority's disaster response team and implementation of the Disaster response plan during severe weather events. Throughout the Financial Year 2018-2019, the team played an important role in keeping tourism industry members informed through the timely dissemination of special weather bulletins issued by the Samoa Meteorological Office during times of severe weather events such as flooding, tropical disturbances and also heavy rain and wind warnings or advisories.

5.8 Tourism Climate Change Adaptation Projects

The division through its Tourism Climate Change Unit continued with the Monitoring and Evaluation site visits ICCRITS Small Grants Scheme funded by UNDP. The concluded at the end of 2018, however; the 12 month liability period for some contractors continued into 2019. of (5) five Monitoring and Evaluation site visits were conducted in collaboration with UNDP and Kramer Ausenco, to monitor and follow up any defects which to be rectified before the end of the 12 month defects for the respective contractors. Upon completion of the defects period, Defects Completion Certificates were issued to the contractors who had addressed all defects and thus confirming the end of their contractual obligations.



for the
Scheme
defects
A total

needed
period

5.9 Sustainable Monitoring Program - SPTO

The division continued to liaise with the South Pacific Tourism Organisation (SPTO) to further progress this important Sustainability Program, which would assist hotels to monitor and keep track of their energy consumption, water consumption and waste generation on a monthly basis. It can also assist hotels to reduce their utility costs and provide cost savings. This program also aligns with the vision of the Authority to be the leading for sustainable tourism destination tourism in the Pacific. The division had proposed another training and handover of the Program and this will be conducted by a representative from SPTO for the division in the next financial year.

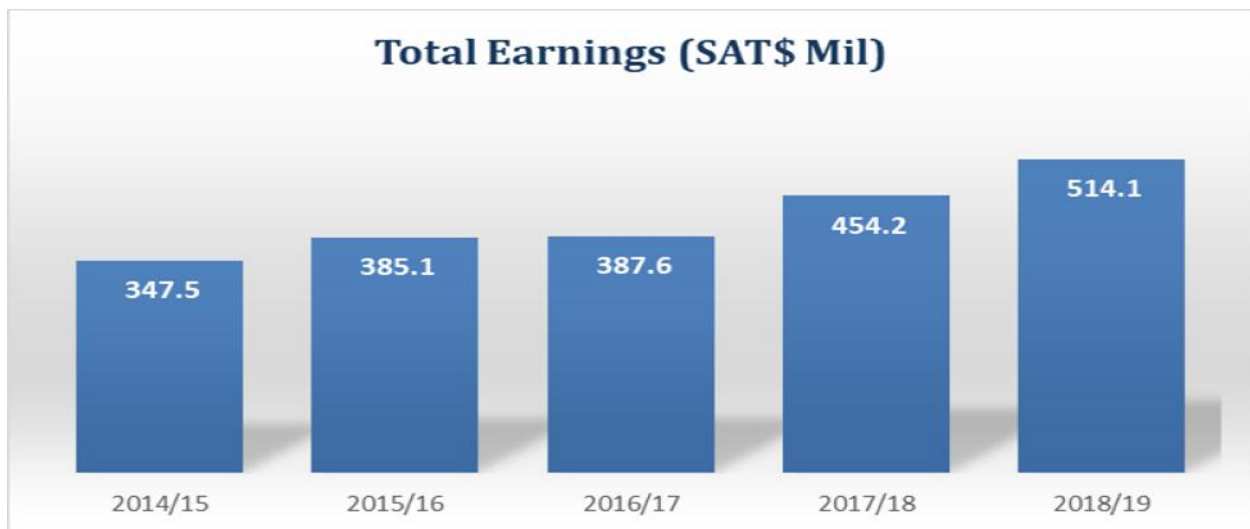
7.0 RESEARCH AND STATISTICS

OVERVIEW

This has been another year of positive performance for our tourism industry building on the solid growth achieved in the 2017/18 financial year.

Total overnight visitor expenditure recorded an increase of 13.2% year on year and climbed to \$514.2 million surpassing the half a billion mark for the first time driven by an increase in international visitors of 9.3% for the period from 163323 to 178564

The growth in both visitor numbers and earnings was again largely attributed to the increase in access through aviation capacity. The increase in seat capacity led to lower airfares which stimulated growth in VFR and Holiday travelers particularly in our key markets.



MARKETS

Australia was the best performing of our key markets and grew by 23.7% for the period recording an absolute net increase of 7827 visitors as we continue to take advantage of destination exposure gained through the Australian Survivor series as well as the increased flights out of Brisbane through the new Samoa Airways services launched in November 2018.

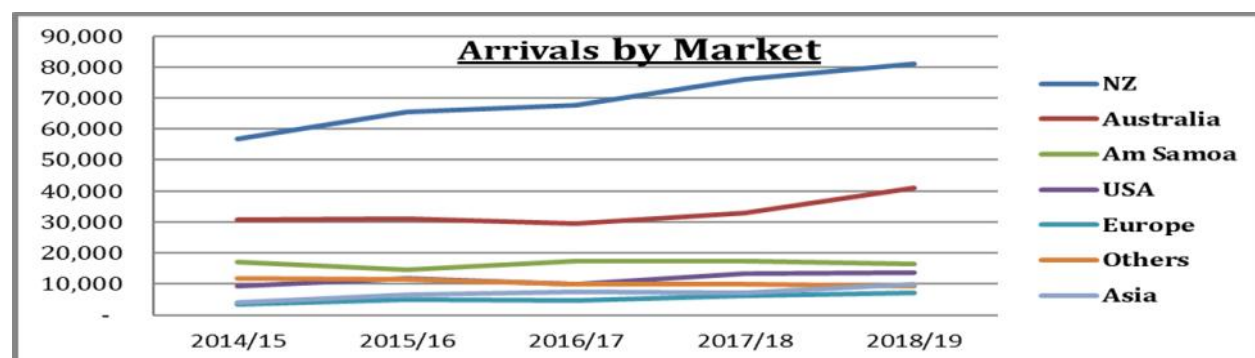
NZ continues to be our top market that provides 45% of our international visitors; it grew by 6.5% or 4987 visitors from 76148 to 81135 and was mainly driven by our VFR market. The marketing activities now implemented through our Samoa Tourism Growth Partnership (STGP)

with NZ Aid is also a major factor with increased focus on digital marketing and famil activities targeting its holiday travelers.

Our US market couldn't quite replicate the solid growth it achieved in the 2107/18 period and only grew by 3.3% although it has grown by a respectable 48.5% when compared to five years ago. American Samoa was the only one of our primary markets that recorded a decrease in its year on year numbers after the troubles that the territory experienced with accessing Federal funds during the period.

Our European and Asian markets performed very well for the period recording growth rates of 14.1% and 37.2% respectively over the previous year with both markets more than doubling their visitor numbers over the past five years. This is pleasing given that our latest International Visitor Survey (IVS) data has identified these markets as having a significantly higher average daily spend or higher yield per visitor when compared to our other markets

Arrivals by Market											Growth %	Growth %
Market	2014/15		2015/16		2016/17		2017/18		2018/19		19/18	19/15
NZ	56,907	43%	65,429	45%	67,636	46%	76,148	47%	81,135	45%	6.5	42.6
Australia	30,659	23%	30,911	21%	29,453	20%	33,053	20%	40,880	23%	23.7	33.3
Am Samoa	17,141	13%	14,665	10%	17,416	12%	17,440	11%	16,542	9%	-5.1	-3.5
USA	9,221	7%	11,719	8%	9,866	7%	13,257	8%	13,694	8%	3.3	48.5
Europe	3,340	3%	5,104	3%	4,616	3%	6,233	4%	7,109	4%	14.1	112.8
Others	11,786	9%	11,615	8%	9,923	7%	10,001	6%	9,336	5%	-6.6	-20.8
Asia	4,016	3%	6,661	5%	7,527	5%	7,191	4%	9,868	6%	37.2	145.7
Totals	133,070	100%	146,104	100%	146,437	100%	163,323	100%	178,564	100%		



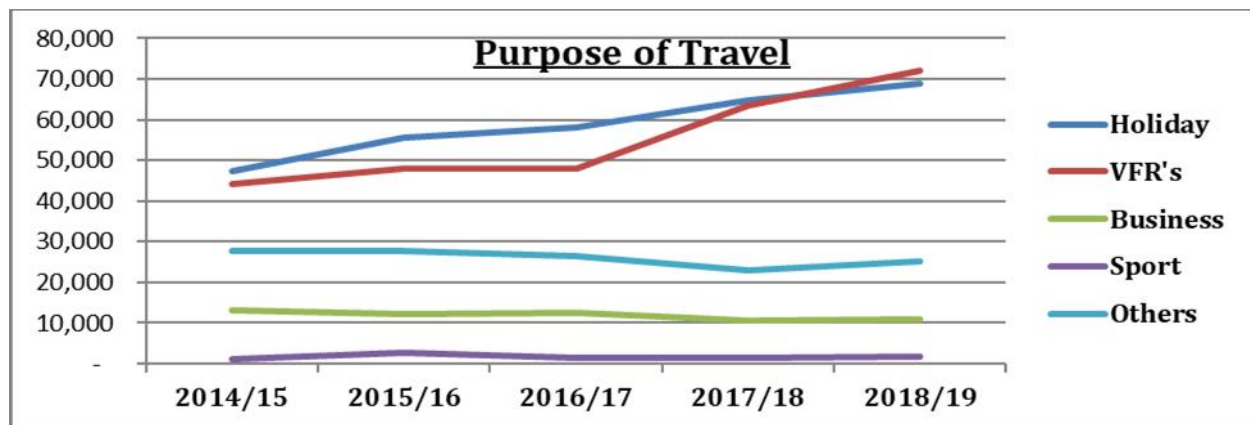
PURPOSE OF TRAVEL

All of our categories under purpose of visiting our destination recorded positive growth for the period. Our VFR market continues its recent surge and grew by 13.4% compared to last year and now surpasses our Holiday visitors for the first time in five years. VFR travelers now account for 40% of our total visitors and has increased by 63.3% over the past five years. The increase in VFR travelers is mainly from our two main markets in Australia and New Zealand, driven largely by the introduction of Samoa Airways. Our

Holiday market also continues to do well and grew by 6.4% but now holds second place in terms of overall market share at 39%. Business Visitors also achieved similar growth at 6.6% after a big drop in its numbers that were recorded last year.

Purpose of Travel											Growth % 19/18	Growth % 19/15
Purpose	2014/15		2015/16		2016/17		2017/18		2018/19			
Holiday	47,180	35%	55,611	38%	58,010	40%	64,734	40%	68,886	39%	6.4	46.0
VFR's	44,085	33%	48,113	33%	48,076	33%	63,465	39%	71,980	40%	13.4	63.3
Business	12,974	10%	12,093	8%	12,515	9%	10,508	6%	10,934	6%	4.1	-15.7
Sport	1,175	1%	2,588	2%	1,377	1%	1,522	1%	1,622	1%	6.6	38.0
Others	27,656	21%	27,699	19%	26,459	18%	23,094	14%	25,142	14%	8.9	-9.1
Totals	133,070	100%	146,104	100%	146,437	100%	163,323	100%	178,564	100%		

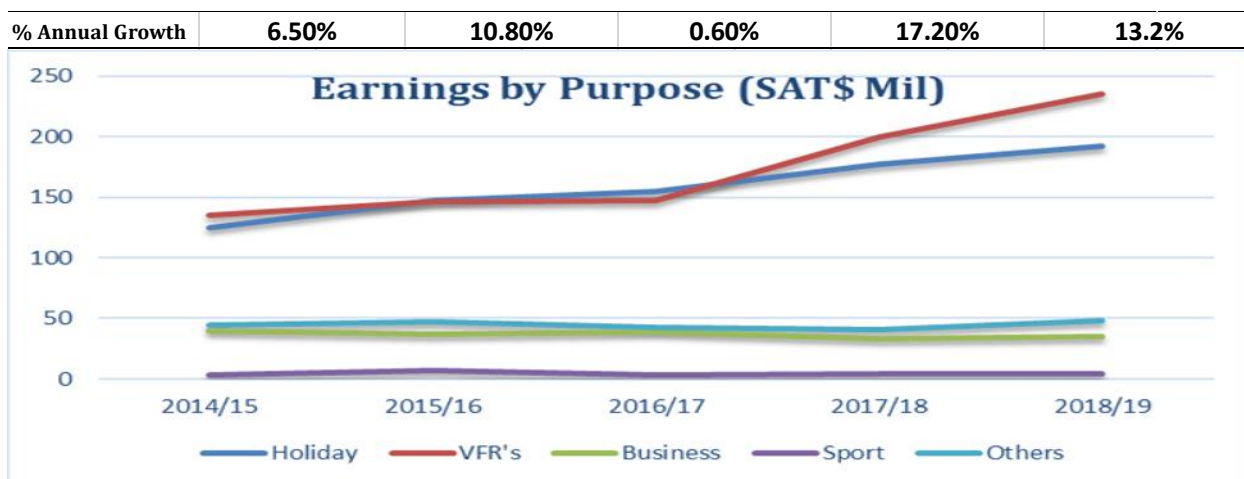
OVERALL GROWTH IN HOLIDAY MARKET					
% Annual Growth	4.20%	17.90%	4.30%	11.59%	6.40%



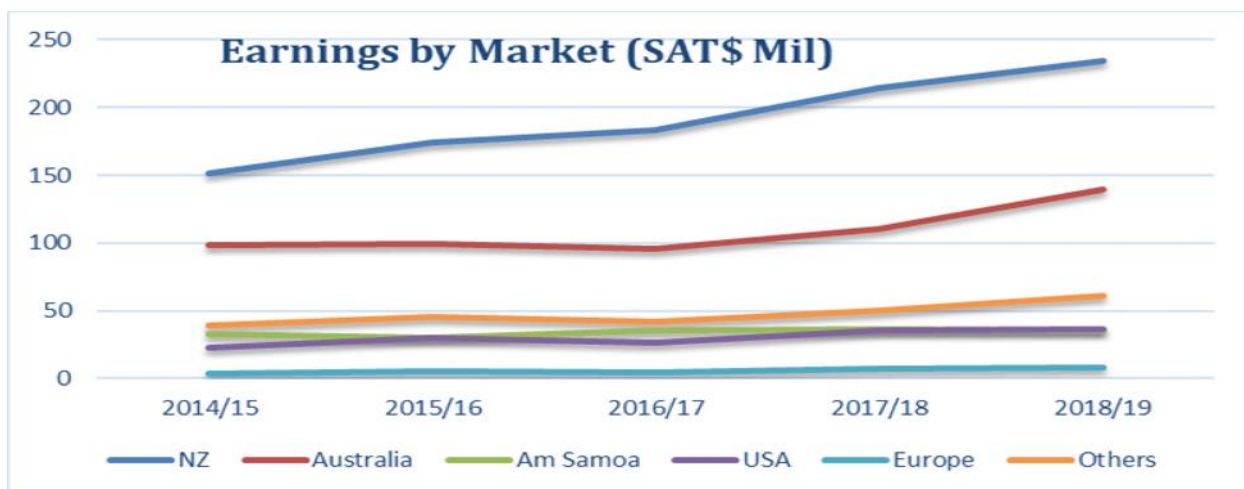
VISITOR EXPENDITURE

Visitor Expenditure increased by 13.2% to approximately SAT\$514.1 million from SAT\$454.1million 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 as well as the performance of our Australian, Asian and European markets who all have higher average expenditure compared to New Zealand visitors.

Earnings by Purpose (SAT\$ Millions)											Growth	Growth
Purpose	2014/15		2015/16		2016/17		2017/18		2018/19		% 19/18	% 19/15
Holiday	125.06	36%	146.90	38%	155.18	40%	177.64	39%	191.91	37%	8.0	53.5
VFR's	135.42	39%	146.76	38%	147.37	38%	199.42	44%	235.18	46%	17.9	73.7
Business	39.71	11%	36.82	10%	38.52	10%	33.00	7%	34.79	7%	5.4	-12.4
Sport	2.98	1%	7.42	2%	3.62	1%	3.84	1%	4.1271	1%	7.4	38.6
Others	44.35	13%	47.19	12%	42.94	11%	40.31	9%	48.059	9%	19.2	8.4
Totals	347.5	100%	385.1	100%	387.6	100%	454.2	100%	514.1	100%		



Earnings by Market (SAT\$ Millions)											Growth % 19/18	Growth % 19/15
Market	2014/15		2015/16		2016/17		2017/18		2018/19			
NZ	151.40	44%	174.20	45%	183.40	47%	214.70	47%	233.98	46%	9.0	54.5
Australia	98.20	28%	99.70	26%	95.30	25%	110.50	24%	139.03	27%	25.8	41.6
Am Samoa	32.50	9%	30.10	8%	35.70	9%	36.40	8%	35.72	7%	-1.9	9.9
USA	22.80	7%	30.10	8%	26.20	7%	35.60	8%	36.68	7%	3.0	60.9
Europe	3.20	1%	5.10	1%	4.70	1%	6.80	1%	7.71	1%	13.4	140.9
Others	39.40	11%	45.90	12%	42.30	11%	50.20	11%	60.93	12%	21.4	54.6
Totals	347.5	100%	385.1	100%	387.6	100%	454.2	100%	514.1	100%		



HOTEL OCCUPANCY RATES

Occupancy Rates for all of our categories recorded increases with their respective weighted averages with the exception of our Superior product which experienced a slight drop compared to the previous year. The increase in the averages for the majority of the categories contributed to overall weighted average occupancy rates increasing to 46.7% from 42.3%.

Our Deluxe category was able to build on its overall average last year when it recorded a big increase and is still the best performing of our accommodation categories. Our Superior product as previously mentioned was the odd category out recording a decrease in its overall average and might be the result in the rise in popularity of the Air Bnb product which competes within their price range. Our Standard, Budget and Beach Fales products all recorded increases with our Budget category doing particularly well for the year achieving the highest net increase from 19.7% to 28.6%.

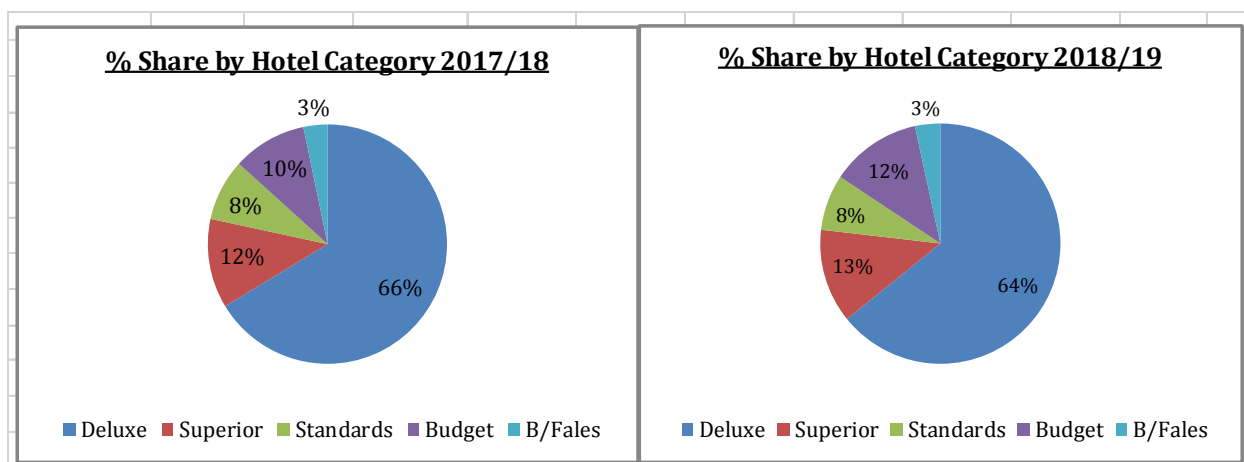
FINANCIAL YEAR OCCUPANCY RATES					
	2014/15	2015/16	2016/17	2017/18	2018/19
Category	Weight Ave	Weight Ave	Weight Ave	Weight Ave	Weight Ave
Deluxe	41.5	49.5	43.5	64.7	67.2
Superior	47.9	51.4	48.6	50.4	48.1
Standard	17.1	19.8	18.9	20.8	24.4
Budget	20.1	22.3	23	19.7	28.6
Overall Average	31.6	35.8	34.9	42.3	46.7
Beach Fales	11.6	14.2	14.7	15.5	21.4

CHOICE OF ACCOMODATION

There was an increase across the board in visitors utilizing our Accommodation Products based on arrival card information, which increased to 67667 from 59665 an increase of 13.4% over the 2017/18 period or an additional 8002 visitors staying in paid accommodation. Our Deluxe properties achieved the highest net growth with 3816 additional guests staying with them with our Budget properties also doing particularly well with 2166 additional guests or a year on year increase of 35%

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%
Standards	2786	970	494	123	375	4748	8%
Budget	3973	1259	453	59	340	6119	10%
B/Fales	1422	287	30	17	32	1788	3%
Total	39394	11002	5927	812	2530	59665	100%

COMPILATION OF VISITOR ARRIVALS STAYING IN TYPES OF HOTELS 2018/19							
Accom Standard	Holiday	VFR	Business	Sports	Others	Total	Share
Deluxe	31980	4679	4485	320	1934	43398	64%
Superior	4921	1386	1452	185	604	8548	13%
Standards	3102	870	563	88	460	5083	8%
Budget	5887	1116	614	204	464	8285	12%
B/Fales	1961	223	27	13	89	2313	3%
Total	47881	8278	7141	813	3554	67667	100%



CRUISE SHIP VISITORS

Cruise ship visitors as expected have recovered for this financial year after the completion of the wharf extension and developments which severely hampered cruise ship numbers in the previous financial year. The new wharf welcomed 17 cruise ships for the period bringing in 20456 passengers and carrying 9788 crew members

	2015/16			2016/17			2017/18			2018/19		
Quarters	# Ships	Pax	Crew	# Ships	Pax	Crew	# Ships	Pax	Crew	# Ships	Pax	Crew
Q1 (July-Sept)	2	3,876	1,698	1	1,413	618	-			1	136	264
Q2 (Oct-Dec)	3	4,962	4,456	5	7,616	3,350	1	585	393	8	8,391	4,243
Q3 (Jan-Mar)	4	3,842	4,505	6	8,826	4,205	2	733	380	7	9,410	4,200
Q4 (Apr-June)	-	-	-	1	595	260	2	1,905	791	1	2,519	1,081
TOTAL	9	12,680	10,659	13	18,450	8,433	5	3,223	1,564	17	20,456	9,788

AVIATION CAPACITY

Aviation seat capacity for the period under review increased by 8893 in absolute terms or growth of 2.9% when compared to the previous financial year. The increase in overall capacity is mainly attributed to additional capacity offered via the Brisbane route by Samoa Airways as well as their additional flights to Pago. That negated reduced capacity by Air NZ out of Auckland along with Fiji Airways reduced capacity out of its Nadi route.

The reduced capacity has meant average total utilization for all inbound flights has increased to 73% from 69% recorded last year. It is also pleasing to see that Samoa Airways long haul flights seat utilization to both New Zealand and Australia have improved since it started its operation in the previous financial year.

Overall Utilisation by Carrier & Route FY 2018/19						Overall Utilisation by Carrier & Route FY 2017/18					
Airline	Route	# Flights	PAX	CAP	Util (%)	Airline	Route	# Flights	PAX	CAP	Util (%)
Air NZ	AKL	424	77937	97125	80%	Air NZ	AKL	446	76501	101640	75%
Virgin	BNE	57	7925	10032	79%	Virgin	AKL	120	16584	21120	79%
	SYD	119	14993	20944	72%		BNE	58	8026	10208	79%
Fiji Airw	HNL	52	3845	8666	44%		SYD	109	14226	19184	74%
	NAN	242	26429	38066	69%	Fiji Airw	HNL	52	4044	8432	48%
	SUV	4	132	272	49%		NAN	365	24633	42544	58%
Talofa Airw	PPG	1445	9542	13005	73%		SUV	47	1605	3292	49%
	TBU	5	31	45	69%	Talofa Airw	PPG	905	6064	8145	74%
Samoa Airw	PPG	2663	33773	45271	75%	Samoa Airw	PPG	1624	20380	25984	78%
	AKL	352	41010	57740	71%		AKL	216	18789	35424	53%
	SYD	103	11212	16892	66%		SYD	64	5393	10496	51%
	BNE	52	4649	8528	55%	TOTAL		5735	212715	307693	69%
TOTAL		5518	231478	316586	73%						

Overall Utilisation by Route FY 2018/19						
Airline	Route	# Flights	PAX	CAP	Util (%)	Empty Seats
Air NZ	AKL	424	77937	97125	80%	19188
Samoa Airway	AKL	352	41010	57740	71%	16730
Total		776	118947	154865	77%	35918
Virgin	SYD	119	14993	20944	72%	5951
Samoa Airway	SYD	103	11212	16892	66%	5680
Total		222	26205	37836	69%	11631
Virgin	BNE	57	7925	10032	79%	2107
Samoa Airway	BNE	52	4649	8528	55%	3879
Total		109	12574	18560	68%	5986
Fiji Airways	HNL	52	3845	8666	44%	4821
	NAN	242	26429	38066	69%	11637
	SUV	4	132	272	49%	140
Talofa Airway	TBU	5	31	45	69%	14
Samoa Airway	PPG	2663	33773	45271	75%	11498
Talofa Airway	PPG	1445	9542	13005	73%	3463
Total		4108	43315	58276	74%	14961



SAMOA TOURIST VISITOR ARRIVALS FY 2018/2019

*Beautiful
SAMOA*

----HIGHLIGHTS----

OVERALL GROWTH



in the last FY2017/18

OVERALL VISITORS



Growth of 15,241 or
(9.3%) when compared to
+11.6% in FY2018/19

CRUISE SHIP TOURISTS



Absolute growth of 17,233
when compared to 3,223 in
FY2018/19

TOURISM EARNINGS



SAT\$514.1m

Annual growth 13.1% when
compared to FY17/18 @
SAT\$454.2m

PURPOSE OF TRAVEL



MARKET GROWTH



NZL
▲
+6%



AM.S
▼
-5%



EURO
▲
+14%



AUS
▲
+23%



**NORTH
AMERICA**
▲
+3%



ASIA
▲
+37%



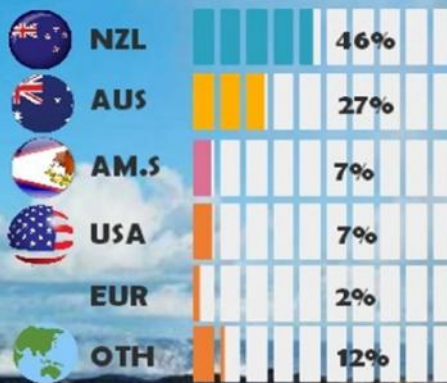
**OTHER
Markets**
▼
-6%

ACCOMMODATION CATEGORY CHOICE (%)



TOURISM EARNINGS

Contribution by -- MARKET



TOTAL TOURISM EARNINGS

FY 2017/18
SAT \$454.2m
FY 2018/19
SAT \$514.1m
+13.2%

Contribution by -- PURPOSE OF TRAVEL

Holiday



VFR



Business



Sports



Other



AVIATION CAPACITY FY COMPARISON

FY2017 / 18

VS

FY2018 / 19

NUMBER OF FLIGHTS

5,425



5,515

AVAILABLE SEATS

212,715



316,586

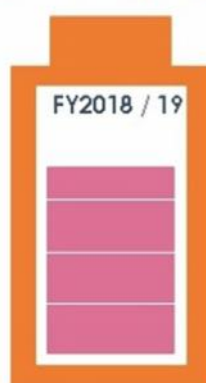
UTILISED SEATS

210,524



231,478

SEAT UTILISATION (%)



CHANGE (%)



+1.7%



+49%



+10%

8.0 FINANCE AND CORPORATE SERVICES

Introduction

The Finance and Corporate Services Division is the internal support service of the Samoa Tourism Authority that ensures the compliance of the Authority with the Public Bodies and Performance Accountability Act 2001 and other relevant national and international legislations that govern the human resource, finance, and administration related responsibilities of the Authority.

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 Employment and Recruitment Act 1972 (LERA) and relevant Cabinet Directives. The Division also is in charge of the Human Resource policies and its review in consultation with the Management and Staff periodically.

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

8.1 Financial Report

8.1.1 Annual Accounts – FY2018 - 2019

We present herewith the Samoa Tourism Authority audited annual accounts for the financial year 2018/2019, 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 2019,
- 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 (amended in 2015).
- There are no circumstances which would render any particulars included in the financial statements to be misleading or inaccurate.

8.1.2 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 the auditors during audits to fortify internal control systems of the Authority are implemented where and when necessary.

8.2 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 (FY2018/19: 96%; FY2017/18 96%). Other income of the Authority, are mostly cost recoveries for promotional materials, STE, STEA, Cultural village tours, and Teuila Festival broadcasting fees and registrations, hire of STA assets, foreign exchange gain, funds received from MNRE through the Water and Sanitation Sector for the Tourism Garden Toilets Project on both Upolu and Savaii, interest received and others.

The year noted a continuing increase though minimal at 2% in the grant from Government (\$11,678,045) when compared to the previous year (\$11,412,131) that reported a 26% increase over the FY2016/2017 grant.

8.3 Financial Analysis

Below is a comparative analysis of financials for the period July 2018 to July 2019 over the corresponding previous period.

The year recorded a deficit of (\$682,274); a significant contrast to last year's surplus of \$1,258,173, which was the outcome of prevailing market conditions and other external factors beyond the Authority's control that compelled the Authority to annul some of its progressive market initiatives.

Total income for the year compared to last year increased by 5% which for the most part is the \$554,764 grant increase from Government and to a lesser extent from the increase in foreign exchange earnings and funds from SNPF for the STA Falesamoa renovation works.

Total expenses increased by 24% over the last year as a result of each division's increased activities facilitated by the slightly higher budgets they received during the year.

Contributing to the deficit of the year is the provision for Doubtful debt for Vagst Receivable. STA was left with a Vagst receivable at year end of over \$600,000 which is a large contrast to the MfR's debit balance. Several systematic factors contribute to this variance which the MfR and STA are working on to resolve and reconcile after which records will be amended and appropriate payments made if any.

The Trade Creditors of the Authority at year end (\$85,956) increased by more than 300%+ in comparison to last year. This is largely attributed to the Authority's stringent payment policy in view of the campaigns implemented in the markets; payment is only made upon receipt of an official invoice and Campaign Report. This requirement is incorporated into the MOUs between STA and the STA Representation Companies in the markets. Several campaigns that were completed in June of which reports were outstanding as at year end remained unpaid.

With a current ratio of 1.84 at year end the Authority was in a good position to meet its short term debts when they fall due even without the June grant that was received in the following month.

Overall, the Authority's financial performance and position as at 30 June 2019 was of good standard.

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SAMOA TOURISM AUTHORITY

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SAMOA TOURISM AUTHORITY

FINANCIAL STATEMENTS

FOR THE YEAR ENDED 30 JUNE 2019

A handwritten signature in black ink is located above a circular stamp. The stamp contains a stylized, abstract design, possibly a logo or a seal.

**SAMOA TOURISM AUTHORITY
FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 JUNE 2019**

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**SAMOA TOURISM AUTHORITY
CERTIFICATION BY DIRECTORS
FOR THE YEAR ENDED 30 JUNE 2019**

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 2019:

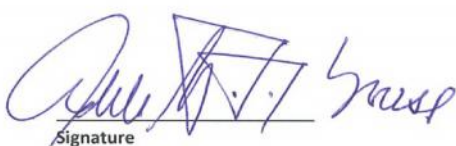
- (a) give a true and fair view of the matters to which they relate;
- (b) have been prepared in accordance with International Financial Reporting Standards; and,
- (c) comply with the Public Finance Management Act 2001 and Companies Act 2001 (amended 2006) in relation to the form or content of financial 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 Tauiliili Pasikale
- . Leota Lu II
- . Leota Seuamuli Kuki Retzlaff
- . Nathan Bucknall
- . Tauiliili 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
25/10/2019


Signature

Tuala Oli Ah Him
DIRECTOR
Samoa Tourism Authority
Apia, Samoa
25/10/2019



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Website: www.audit.gov.ws

*Please address all correspondences
to the Controller and Auditor General*



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 2019, 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 2019, 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.

Page 2

- 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 24th October 2019 and our opinion is expressed as at that date.

Apia, Samoa
24 October 2019


Jaslyn T. Mariner-Leota
CONTROLLER AND AUDITOR GENERAL

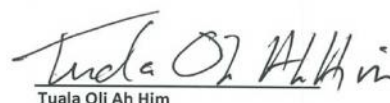
**SAMOA TOURISM AUTHORITY
STATEMENT OF FINANCIAL POSITION
AS AT 30 JUNE 2019**

	Notes	2019 \$	2018 \$
EQUITY			
Accumulated Funds		<u>1,295,794</u>	<u>1,978,069</u>
<i>Represented by:</i>			
CURRENT ASSETS			
Cash on hand and at banks	2	728,144	1,358,992
Stock on hand	3	3,581	3,581
Trade debtors	4	576,018	15,039
VAGST Receivable	7	61,911	138,741
Other debtors and prepayments		(2,796)	26,823
TOTAL CURRENT ASSETS		<u>1,366,858</u>	<u>1,543,176</u>
CURRENT LIABILITIES			
Bank overdraft	2	234,620	718
Trade creditors	5	363,287	85,956
Other creditors and accruals	5	142,519	145,933
Deferred income	5		25,400
Provisions	7		57,041
TOTAL CURRENT LIABILITIES		<u>740,426</u>	<u>315,048</u>
WORKING CAPITAL SURPLUS		626,432	1,228,128
NON-CURRENT ASSETS			
Property, plant and equipment	6	728,550	836,870
NON-CURRENT LIABILITIES			
Provisions	7	(59,188)	(86,929)
		<u>1,295,794</u>	<u>1,978,069</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 COMPREHENSIVE INCOME
FOR THE YEAR ENDED 30 JUNE 2019**

	Notes	2019 \$	2018 \$
INCOME			
Government grant		11,966,895	11,412,131
Teuila Festival proceeds (registrations & sponsorship)	24	32,465	34,864
Other income	8	487,884	357,724
Gain from disposal of assets		-	70,609
		<u>12,487,244</u>	<u>11,875,328</u>
EXPENSES			
Finance & corporate services	9	1,869,046	1,429,348
Depreciation	6	195,922	182,400
Division Operating Costs			
Policy advice to board of directors	11	810,069	672,673
Sales and Marketing - Capital	13	674,485	542,103
Australian market	14	2,036,334	2,165,477
New Zealand market	15	2,098,192	1,825,816
North America market	17	745,021	363,485
UK/Ireland market (Europe)	16	641,789	263,405
American Samoa market	19	57,855	31,045
Asia market	18	343,876	351,269
Planning and development	20	901,139	501,523
Research and Statistics	21	328,956	343,451
Transactions on Behalf of the State			
Membership fees	10	111,681	157,898
Rent Government Building - (MOF, SAA, NPF)	27	162,012	146,259
Miss Samoa Expenses	22	13,292	32,125
Miss Pacific Island Pageant	23	115,729	36,494
Teuila Festival	24	251,100	269,584
National Beautification Campaign (incl AgriTourism)		196,372	142,103
Cultural Village		340,512	242,082
Samoa Tourism Exchange		77,783	105,668
Samoa Tourism Forum		17,676	67,375
Other Transactions on Behalf of the State	25	<u>1,180,678</u>	<u>732,050</u>
TOTAL EXPENDITURE		13,169,519	10,603,633
Excess of income/(expenditure)		(682,275)	1,271,695
Opening Balance - Accumulated Funds		<u>1,978,069</u>	<u>706,374</u>
Closing Balance - Accumulated Funds		<u>1,295,794</u>	<u>1,978,069</u>

The relevant notes on pages 8 to 15 form part of this Statement of Financial Performance

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**SAMOA TOURISM AUTHORITY
STATEMENT OF CHANGES IN EQUITY
FOR THE YEAR ENDED 30 JUNE 2019**

	Accumulated Profit/(Loss)	Total
2017		
Balance as at 1st July 2016	(671,884)	(671,884)
Excess of Income/(Expenditure)	1,378,258	1,378,258
Balance at 30th June 2017	<u>706,374</u>	<u>706,374</u>
2018		
Balance as at 1st July 2017	706,374	706,374
Excess of Income/(Expenditure)	1,271,695	1,271,695
Balance at 30th June 2018	<u>1,978,069</u>	<u>1,978,069</u>
2019		
Balance as at 1st July 2017	1,978,069	1,978,069
Excess of Income/(Expenditure)	(682,275)	(682,275)
Balance at 30th June 2019	<u>1,295,794</u>	<u>1,295,794</u>

The relevant notes on pages 8 to 15 form part of this Statement of Changes in Equity


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**SAMOA TOURISM AUTHORITY
STATEMENT OF CASH FLOWS
FOR THE YEAR ENDED 30 JUNE 2019**

	Notes	2019 \$	2018 \$
CASH FLOWS FROM/ (TO) OPERATING ACTIVITIES			
Grants received from Samoa Government		11,978,895	11,152,431
Cash from Other Income		486,188	326,424
Proceeds from Teuila Festival		32,465	34,864
Cash paid for Expenses / Creditors		(13,270,909)	(10,308,247)
<i>Net cash flows from operating activities</i>		<u>(773,361)</u>	<u>1,205,472</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		(91,389)	(424,476)
<i>Net cash flows applied to investing activities</i>		<u>(91,389)</u>	<u>(94,167)</u>
CASH FLOWS FROM/ (TO) FINANCING ACTIVITIES			
Vehicle lease repayments		-	-
<i>Net cash flows applied to financing activities</i>		<u>-</u>	<u>-</u>
NET INCREASE/(DECREASE) IN CASH AND CASH EQUIVALENTS		(864,750)	1,111,305
CASH AND CASH EQUIVALENT AT BEGINNING OF THE YEAR		1,358,274	246,969
CASH AND CASH EQUIVALENT AT END OF YEAR		<u>493,524</u>	<u>1,358,274</u>
Represented by:			
Cash on hand	2	500	500
Cash at banks / (overdraft) - (Note 2)	2	493,024	1,357,774
		<u>493,524</u>	<u>1,358,274</u>

The relevant notes on pages 8 to 15 form part of this Statement of Cash Flows.


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**SAMOA TOURISM AUTHORITY
NOTES TO FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 JUNE 2019**

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 Financial Performance.

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 2019**

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.

	2019	2018
	\$	\$
2 CASH AT BANKS		
Cash on hand - petty cash	500	500
ANZ Bank (Samoa) Limited Main	115,193	44,696
ANZ Bank Group Limited - NZ Market Representation Office	(105,127)	4,182
BSP (Samoa) Limited #1 account	11,641	26,483
BSP (Samoa) Limited - Payroll Account	112,847	193,222
BSP (Samoa) Limited Marketing Account	61,196	(682)
BSP (Samoa) Limited Australia Market Account	36,761	115,412
BSP (Samoa) Limited UK/Ireland Market Account	79,774	(23)
BSP (Samoa) Limited North America Market Account	30,930	(5)
BSP (Samoa) Limited Asia Market Account	(2,836)	37,156
BSP (Samoa) Limited National Beautification Committee	16,069	25,939
BSP (Samoa) Limited Policy Advice Account	(9,255)	15,752
BSP (Samoa) Limited Miss Samoa Account	61,137	38,734
BSP (Samoa) Limited Cultural Village Account	2,344	1,614
BSP (Samoa) Limited Transactions on Behalf of the State Account	(3,610)	330,596
BSP (Samoa) Limited Merchant Account	(6)	(8)
SCB Planning and Development Account	156,029	389,427
SCB Research and Statistics Account	16,133	64,350
BSP (Samoa) Limited Made in Samoa Account	898	621
ANZ eGate	24,738	22,099
WSP63-3941 - Australia Market Representation Office	(113,788)	48,149
Undeposited Funds	1,956	60
	493,524	1,358,274
Cash at bank	728,144	1,358,992
Bank overdrafts - unsecured	(234,620)	(718)
	493,524	1,358,274

June 2019 grant was received in July.

3 STOCK ON HAND		
Calendar	900	900
DVDs ZIPSO	41	41
DVD Lauga Samoa	480	480
Monica Galetti Cookbook	1,820	1820
Mesaai Samoa Cookbook	90	90
Samoa Handbook	50	50
Our Heritage	200	200
	3,581	3,581

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	581,448	20,469
Less: Provision for doubtful debts	(5,430)	(5,430)
Total Trade Debtors	576,018	15,039

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 2019, the ageing analysis of trade receivables is as follows:

0-30 days	534,095	2,200
31-60 days	1,155	2,900
61-90 days	2,100	1,000
91-365 days*	44,098	14,370
Total Trade Debtors	581,448	20,470

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

June 2019 grant was received in July and is included in the Trade Debtors amount.

**SAMOA TOURISM AUTHORITY
NOTES TO FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 JUNE 2019**

	2019 \$	2018 \$
5 TRADE CREDITORS AND OTHER CREDITORS & ACCRUALS		
Trade creditors	363,287	85,956
Other creditors and accruals	142,519	145,933
Trade creditors are directly linked to Purchases and Other creditors and Accruals are the accrued expenses for the year ended 30 June 2019.		
Deferred income	25,400	56,700
Amortisation	(25,400)	(31,300)
Balance	-	25,400

Deferred income is in reference to furniture and fittings (200 tables) handed over to Samoa Tourism Authority post UNSIDS Conference to compensate for the costs absorbed by STA for the 2 weeks entertainment specifically for the Conference visitors and tourists, and a van donated by the United Nations for the Tourism Climate Change Project. Two heavy duty tents were also handed over the STA post UNSIDS Conference, but were later gifted to ACC for the flea market after it was destroyed by fire in the same year.

The difference between the last and current year is attributed to the strict enforcement of the policy of non payment to wholesalers unless a Post Campaign Report is submitted to STA.

6 PROPERTY PLANT AND EQUIPMENT

Description	Building	Office F/F & Equip	Tools/Equip	Motor vehicles	Donated assets - SIDS & others	Total
Cost or valuation						
Balance at 30 June 2018	450,541	510,687	209,634	685,015	127,500	1,983,377
Additions	-	84,693	6,696	-	-	91,389
Disposals/Write off	-	-	-	-	-	-
Balance at 30 June 2019	450,541	595,380	216,330	685,015	127,500	2,074,766
Depreciation						
Balance at 30 June 2018	158,586	349,615	60,419	491,174	90,500	1,150,294
Charge for year	11,264	61,205	37,244	60,709	25,500	195,922
Disposals/Write off	-	-	-	-	-	-
Balance at 30 June 2019	169,850	410,820	97,663	551,883	116,000	1,346,216
Carrying amount						
At 30 June 2018	291,955	161,072	149,215	193,841	37,000	833,083
At 30 June 2019	280,692	184,560	118,667	133,132	11,500	728,550

7 PROVISIONS

	2019 \$	2018 \$
VAGST Receivable	661,911	438,741
Provision for Doubtful Debts	(600,000)	(300,000)
Net VAGST Receivable	61,911	138,741
Sick leaves	47,457	57,041
Long service leave	11,731	53,487
Management severance	-	33,442
	59,188	86,929

8 OTHER INCOME

	2019	2018
Hire of Falesamoa	5,391	19,554
Hire of Assets	3,645	4,800
Sale of promotional materials	846	600
Foreign exchange gain	107,315	99,128
Deferred income	-	31,300
Miscellaneous / Other Income (CV, Int, STE, STEA & China Ready)	270,687	102,342
Garden Toilet Project	100,000	100,000
	487,884	357,724

**SAMOA TOURISM AUTHORITY
NOTES TO FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 JUNE 2019**

	2019 \$	2018 \$
9 FINANCE & CORPORATE SERVICES		
Advertisement	19,666	9,440
Audit and accounting fees	28,000	39,029
Doubtful Debts	600,850	300,000
Fees & Subscriptions	8,120	12,184
Financial expenses (bank fees, interest)	35,920	31,165
General administration expenses	214,555	273,523
Insurance (building, contents, vehicles)	34,487	35,615
Repairs and maintenance (MV, FF, OE)	155,406	57,279
Salaries & allowances	532,990	466,353
Travelling expenses (overseas/local)	44,745	36,358
Utilities (power, internet/email, telephone, water)	139,147	125,717
Vehicle expenses - (petrol)	55,160	42,685
	1,869,046	1,429,348

A large provision for vagst was made whilst a reconciliation of the Authority's and the Ministry for Revenue's accounts are being finalized hence the significant variance between last and the current year.

10 MEMBERSHIP FEES

South Pacific Tourism Organisation (SPTO)	90,391	88,364
Pacific Asia Travel Association (PATA)	21,290	20,097
United Nations World Tourism Organization	-	49,437
	111,681	157,898

11 POLICY ADVICE TO BOARD OF DIRECTORS

Salaries & allowances	545,815	501,088
Executive Commitment to Government	21,236	12,165
Directors fees and allowances	130,528	126,723
Travelling expenses	22,673	11,429
Board expenses	20,341	13,789
Administration & other PSCU Costs (incl STIA, Sector Review)	69,476	7,479
	810,069	672,673

The Tourism Sector Plan was conducted during the year.

12 SALES AND MARKETING

Total Sales and Marketing	6,597,552	5,542,601
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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; print/press, outdoor, television, online and digital, 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 programmes, agent training and educational sales calls to tour operators and travel agents selling Samoa.

International media and Public relation include media visit familiarization programmes 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, and the Tourism Marketing Taskforce meetings which develop annual marketing plans and monitoring.

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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.

	2019 \$	2018 \$
13 SALES AND MARKETING - APIA		
Salaries & allowances	303,486	431,640
Direct marketing	312,997	44,763
Travel trade activity	5,267	1,784
International media & Public relations	174	-
Events and meetings	52,561	63,916
	674,485	542,103
The division's budget increased by 42% compared to last year hence its increased activities.		
14 SALES AND MARKETING - AUSTRALIA OFFICE		
Representative Allowance and Salaries	222,265	171,151
Direct marketing	381,559	606,540
Travel trade activity	820,255	1,103,230
International media & Public relations	343,928	56,040
Events and meetings	179,963	228,517
Partnership	88,364	-
	2,036,334	2,165,477
15 SALES AND MARKETING - NEW ZEALAND OFFICE		
Rep allowance and office assistant	297,825	213,843
Direct marketing	782,679	774,378
Travel trade activity	762,470	618,186
International media and public relations	30,073	28,407
Events and meetings	200,511	163,537
Partnership	24,634	27,465
	2,098,192	1,825,816
16 SALES AND MARKETING - UK/EUROPE		
Representation Fees	119,863	73,125
Direct marketing	209,845	38,726
Travel trade activity	106,604	71,057
International media and public relations	114,863	18,889
Events and meetings	90,614	61,608
	641,789	263,405
The UK/Ireland (Europe) market's budget increased by 200% compared to last year hence its increased activities.		
17 SALES AND MARKETING - Nth AMERICA		
Representation Fees	190,062	101,839
Direct marketing	14,670	118,165
Travel trade activity	319,631	2,862
Public relations and international media	3,941	17,172
Events and meetings	83,703	77,355
Partnerships	133,014	46,092
	745,021	363,485
The North America market's budget increased by 78% compared to last year hence its increased activities.		
18 SALES AND MARKETING - ASIA (CHINA & SOUTH KOREA)		
Representation Fees	73,997	90,015
Direct marketing	64,291	114,080
Travel trade activity	930	30,966
International media and public relations	732	30,228
Events and meetings	203,926	85,980
	343,876	351,269

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	2019 \$	2018 \$
19 SALES AND MARKETING - AMERICAN SAMOA		
Direct marketing	57,855	30,412
Events and meetings	-	633
	<u>57,855</u>	<u>31,045</u>
20 PLANNING AND DEVELOPMENT		
Salaries & allowances	484,291	404,934
Product development	35,955	71,619
Workforce development	10,447	16,228
Awareness and education	4,627	6,833
Tourism investment	-	961
Training taskforce	-	948
Accommodation Standards Review	143,535	-
Agritourism Project	170,010	-
Tourism Climate Change / Garden Toilets (STA contribution)	41,820	-
Tourism Signage	10,454	-
	<u>901,139</u>	<u>501,523</u>
The Samoa Accommodation Standards Review, Atele Agritourism Project and Tourism Signage Projects were the additional activities that took place during the year.		
21 RESEARCH AND STATISTICS		
Salaries & allowances	241,812	261,285
Statistics - Immigration Link	6,824	10,236
Surveys & other	57,304	64,564
Staff capacity building	23,016	7,366
	<u>328,956</u>	<u>343,451</u>
22 MISS SAMOA EXPENSES		
Expenditure	13,292	32,125
	<u>13,292</u>	<u>32,125</u>
The coordination of the Miss Teuila Pageant was tendered out in the year 2013/2014 for a 3 year contractual period. An inherent condition of the contract requires the Coordinator to pay STA 10% of any net profits made. Costs incurred were for the Miss Samoa petrol, travel and other expenses during the year.		
23 MISS PACIFIC ISLAND PAGEANT		
Government grant	90,000	90,000
Receipts - note 9	-	-
Expenditure	(115,729)	(36,494)
	<u>(25,729)</u>	<u>53,506</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. The Pageant was held in Tonga and a delegation lead by the Minister and his good lady and comprising the CEO and 3 senior officers attended.		
24 TEUILA FESTIVAL		
Government grant	252,314	252,314
Receipts	32,465	34,864
Expenditure	(251,100)	(269,584)
	<u>33,679</u>	<u>17,593</u>

**SAMOA TOURISM AUTHORITY
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25. Other Transactions on Behalf of the State

	2019	2018
	\$	\$
Tourism Excellence Awards (paid from Market Initiatives)	101,358	98,515
Council of Tourism Ministers	(5,006)	27,694
China Ready	333,115	-
Garden Toilet Project	99,596	128,562
Marketing Initiatives	651,615	477,279
	<u>1,180,678</u>	<u>732,050</u>

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

Major renovation works was done to the Cultural Village during the year.

The China Ready Programme and additional marketing activities in the key source markets resulted in the increased activities.

26. BOOKING ENGINE/ONLINE SHOP PROCEEDS (COSTS)

	2019	2018
RECEIPTS	\$	\$
Receipts from online guests bookings	28,780	43,198
less: Payments to accommodation providers	(16,229)	(48,562)
less: Refund	(8,658)	-
Net receipts from bookings	<u>3,893</u>	<u>(5,364)</u>
PAYMENTS		
Bank charges	1,246	3,941
	<u>1,246</u>	<u>3,941</u>
Proceeds/(loss) from booking engine	<u>2,647</u>	<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 apply.

27. 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. Towards the end of the year a new lease contract was executed by MOF which increased the lease to \$9,385.92 per month which includes lease and car park. (\$9,036.13 lease of office space, \$349.79 car park)

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.

28. CAPITAL COMMITMENTS

The Directors are not aware of any capital commitments for the year ended 30 June 2019. (2018: NIL)

**SAMOA TOURISM AUTHORITY
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29. CONTINGENT LIABILITIES

The Directors are not aware of any contingent liabilities as of 30 June 2019. (2018: NIL)

30. 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.

31. RELATED PARTY

	2019	2018
Compensation of key management personnel:	\$	\$
Remuneration including allowances	580,940	541,507
Board Directors fees and other expenses	173,513	144,289
Ministerial Support	21,236	12,165

The remuneration of key management personnel are determined by Cabinet. Key management personnel includes 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.

32. GENERAL

The Samoa Tourism Authority is a government body established in January 1986 through the Samoa Visitors Bureau Act 1984 which was repealed and replaced by the Tourism Development Act 2012. The Authority is mandated under the Tourism Development Act 2012 with the selling and promotion of Samoa as a holiday destination to the world, assist with product development, the compilation and dissemination of relevant tourism statistical information to all stakeholders and making policy recommendation to Cabinet for the development and effective administration of the Samoa Tourism Sector.




Human Resource

8.2 Staff

The Authority at the beginning of the financial year employed a total of 81 employees, including our New Zealand and Australia Market Representatives and their Assistants. At the end of the financial year, we had on record a total of 77 employees; 41 males and 36 females. This decrease in number is a result of four (4) vacant positions which are now in the final stage of the Recruitment and Selection Process.

Staff members per division for the Financial Year.

DIVISIONS	Total Staff
CEO	2
Policy & Sector Coordination	5
Marketing & Sales + Overseas Representatives	13
Planning & Development	10
Research & Statistics	6
Finance & Corporate Services	17
NBC	9
Cultural Village	15
TOTAL	77

8.2.1 Recruitment and Selection

(a) New Recruitments

- i) Faamatuainu Lenatai Salā Suifua who is the former Manager for the Planning and Development Division was appointed the new Chief Executive Officer. His 3-year CEO contract term (2019 -2022) was effective on the 10th June 2019.
- ii) The Authority recruited a total of 21 employees during the financial year. This includes the recruitment of 8 new employees for the newly created positions approved by Board of Directors and 13 replacements for existing vacant positions.
- iii) Sonia Piva was crowned the Miss Samoa 2019 in September and became an employee of STA in accordance with the Miss Samoa contract.

b) Promotions

Of the total 21 recruited staff, four (4) applied and were successful as replacements for the ones who resigned during the financial year. The new Chief Executive Officer was appointed to replace the former whose contract ended during the financial year.

c) Re-Appointment

Dulcie Wong Sin Simanu was reappointed as Manager for the Policy and Sector Coordination Division for another 3 years (2019 -2022). Her appointment was effective on the 24th April 2019.

8.2.2 Cessation of Employment

HOST Country	Name of Training	Type of Sponsorship	Duration
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(a) Resignation

Throughout the financial year, nine (9) employees resigned to pursue other endeavors.

(b) Retirement

Three (3) staff members who have reached the retirement age have been approved for employment extensions for the next 12 months.

(c) Termination

Two (2) staff members were terminated for breach of the code of conduct.

8.2.3 End of Contracts

a) Chief Executive Officer

Papalii Sonja Hunter ended her 3-year contract term (2016 – 2019) on the 7th June 2019.

(b) Divisional Managers

Mrs Dulcie Wong Sin –Simanu successfully completed her 3 year contract term (2016-2019) on the 19th April 2019 and was reappointed for another 3 year term (2019-2022).

(c) Miss Samoa Contract:

Ms. Alexandra Iakopo completed her contract as the 2017 - 2018 Miss Samoa in September 2018.

8.2.5 Capacity Building/Overseas Trainings

The Authority was again fortunate this year to have received several invitations to a number of overseas training opportunities for our staff members to attend.

The following table provides details of these programmes:

1. Nadi, Fiji	UNWTO Seminar on Climate Change, Biodiversity and Sustainable Tourism Development	Partially sponsored by UNWTO & STA	18 th -30 th June 2018
2. Yogyakarta , Indonesia	CEO's Boot camp	Fully sponsored by STA	11 th -13 th July 2018
3. Hokiriku, Japan	Tourism Development Policies	Partially Sponsored by UNWTO and STA	15 th september 26 th October 2018
4. Shanghai, China	Trade Promotion of Pacific Islands countries	Partially sponsored by government of China and STA	30 th October- 12 th November 2018
5. Auckland , New Zealand	NZ MYOB Course Training	Fully sponsored by STA	22 nd - 25 th Jan 2019
6. Nadi, Fiji	Regional Workshop on Policy Setting for Improved Linkage between Agriculture , Trade & Tourism	Patially Sponsored by STA & SPTO	1 st - 2 nd April 2019
7. Hunan, China	China Aid Project on Sports technical Assistance for 2019 Pacific Games (Culinary)	Partially sponsored by the China Sports International Cooperation and STA	4 th March 24 th May 2019
8. Guangdong, China	Tourism Human Resource Development and Training Program for Pacific Island Countries	Fully sponsored by Bureau of international Exchange and Ministry of Tourism (China)	25 th June-4 th July 2019
9. Jeju , Republic of Korea	13 th UNWTO Asia/Pacific Executive Training Programme (Policy & Strategy)	Partially sponsored by UNWTO and STA	25 th -28 th June 2019

Selection of candidates are done by Management and approved by Cabinet, based on programme requirements and eligibility criteria. Crucial also to the selection process is the

relevance of the programme to the respective areas of responsibilities for effective capacity building of staff. The usual reporting requirements of Government apply, and staff members are expected to do presentations to Management and Staff upon return.

