

PULEGA TAGATA TAFALFAO MAIMO  
**IULAI 2018-IUNI 2019**  
LIPOTI FA'ALETASAGA



*Beautiful*  
**SAMOA**

4 Oketopa 2019

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

Afioga e,

**LIPOTI FAALETAUSAGA A LE PULEGA O TAGATA TAFAFao MAIMOa 2018 - 2019**

Ina ia tusa ai ma le fuaiupu 23 o le Tulafono o Faalapotopotoga a le Malo (Faatinoga o Galuega ma le Mafai ona Tali atu) 2001, e ia te a'u le ava ma le faaaoalo tele ou te tuuina atu ai i luma o le Iaulauafono a le Palemene e ala atu i Iau Afioga, le Lipoti Faaletausaga a le Pulega o Tagata Tafafao Maimoa mo ana galuega faaiuina i le aso 30 Iuni 2019.

Faafetai,



Sala Fata Pinati  
**MINISITA O TAGATA TAFAFao MAIMOa**

## Faasologa o Mataupu

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## 1. SAUNOAGA A LE MINISITA



O le tausaga faaletupe lenei ua faamauina ai le siitia i luga o le tatou atinae. Ua faamauina le siitia o tupe maua i le 13.2% pe tusa lea ma le \$514.1 miliona tala pea faatusa atu i le aofaiga e tusa ma le \$425.8 milion tala i le tausaga faaletupe ua tuanai. O lenei siitaga, o pine faamau nei o le galulue fai paaga ma soalaupule a le Malo ma i latou uma o loo i totonu o lenei atinae. E le gata foi lea, faiga paaga a le Pulega ma nisi paaga i totonu o le Malo aemaise atunuu mamao.

O se tasi lenei o tausaga ua faamauina ai foi le siitia o galuega faatino aemaise le toe faaleleia o nisi o faiga paaga mai tausaga ua tuanai. Ua siitia le faalauiloa i maketi i fao aemaise lava Niu Sila ma Ausetalia. O maketi i Asia, Europa ma Amerika i matu ua tele le galuega faaopopo a le Pulega e ala i ana polokalame faalauiloa aemaise faaogaina o le tomai faaono po nei poo le tekonolosi. Ua siita foi le faaleleia o a tatou mataaga, fale apitaga, galuega faatino e tali atu i suiga louloua o le tau, o auunaga lautele aemaise lava auala femalagaina i luga ea.

E iai le talitonuga, o le siitia pea le agai i luma o lenei atinae e ala atu i le faaapopoina pea o le fuainumera o e malaga mai ae faapea foi le lelei ma lava ta oso o tapenaga a Samoa e talimalo ai. E avea ai lenei avanoa e momoli atu a laú faafetai tele i le Komiti Faatonu, o le Pulega ma le Matagaluega tusa ai ma galuega faatino mo lenei tausaga faale tupe. E momoli atu foi le faafetai ma le faamalo i paaga uma o le Pulega aemaise le au fai atinae uma o lenei alamanuia i lo latou onosai ma le filiga.

[Ia alofagia e le Atua soifua outou tiute ma faiva;](#)

[Sala Fata Pinati](#)

[MINISITA O TAGATA TAFALAO MAIMO](#)

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## 2. SAUNOAGA A LE OFISA SILI

### Talofa lava!

O le Viiga ma le faafetai i le Tapaau Sili ona o lona alofa le faatuaaia, ua mafai ai ona faataunuaina ma le manuia galuega faatino mo lenei tausaga faaletupe. E momoli le faafetai a le Pulega i le taitaiga a le Afioga i le Minisita ia Sala Fata Pinati aemaise le Taitaifono ma le Komiti Faatonu. Ua malo fai o le faiva.

Ua maea ona folasia e le Afioga i le Minisita nisi o matatia o galuega faatino ma sini autu ua ausia e lenei atinae taua. O nei matatia uma o le taunuuga lea o le faiga paaga faifai pea a le Pulega ma le au fai atinae aemaise le lagoonosua mai o tatou paaga masani.

Soo se atinae lava, e iai tulaga lelei, faapea foi ona luitau. O le utiuti o seleni aua le faatinoina o galuega faalauiloa, aóáóga faapitoa, e tali atu ai i suiga louloua o le tau, o le siitia o le tapulaa o atinae tau turisi ma auunaga manaomia aemaise le faatosina ina mai o pisinisi mo lenei alamanuia i Samoa, o nisi ia o luitau o loo feagai ai. Ae ui i lea, e le álo i le ataata o le laau le Pulega i nei vaega uma. Ua aveá nei ma faamalosiau e unáia ai pea le Pulega ina ia saili ma le filiga auala eseese ia siitia ai pea lenei atinae e le gata i Samoa a o le Pasefika.

Ua faamauina le siitia maoae o le fuainumera i lenei tausaga o e na malaga mai i Samoa; siitia o tupe maua mai lenei alamanuia; ma faapea ai ona siitia lona sao i le tamaoaiga o Samoa. Na siitia tupe maua mai le atinae o tagata tafafao maimoa i le 13.2%, na mafua mai ona o le 9.3% o le siitia ai o tagata na malaga mai pe a faatusa atu i le tausaga faale tupe faatoa te'a atu. O le tausaga lenei ua faamauina ai le toatele atu o aiga ma uo sa faimalaga mai nai lo le au turisi talu mai le 5 tausaga ua te'a ma o le isi lea mafuaaga tele o le siitia ai o tupe maua. O aiga ma uo faapea ai turisi mai Ausetalia, Europa ma Asia, ua faamauina le maua luga o a latou tupe faaáoga i totonu o le atunuu pe a faatusatusa i isi maketi. Ua faamauina foi le siitia o le fuainumera o i latou sa faaáogaina faletalimalo.

O loo faatupulaia pea lenei alamanuia i se tulaga ua faamauina le vave tele pe a faatusa i isi atunuu o le Pasefika.

O le tausaga lenei na tatala aloaia ai le China Pacific Year 2019 (CPTY2019) i totonu o Samoa ma o se faailoga taua o le faigapaaga a le atunuu o Saina ma atunuu uma o le Pasefika mo le atia'eina o lenei atina'e o Tagata Tafafao Maimoa.

O galuega mo le atia'eina o lenei alamanuia sa gafa ma lenei alamanuia aemaise ai le Pulega i lenei tausaga e pei o galuega faalauiloa i totonu o maketi taitasi o loo galulue faatasi ai ma a tatou paaga masani, o faalauiloa o loo faaáogaina ai le upega tafa'ilagi; galuega mo le faamautuina lea o le maua luga o tulaga o faletalimalo ma mataaga ma isi

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aauunaga e tusa ai ma tapulaa mo lenei alamanuia demaise o loo [ouilili uma](#) atu i lenei Lipoti. [O le a folasia ai foi galuega](#) ma [fuafuaga](#) [mamao ina ia lava tapena pea Samoa](#) [aia lenei atinae taua](#).

[E avea lenei avanoa taua e momoli atu ai le faafetai le auaú a le Pulega ia i latou uma i totonu o lenei alamanuia](#), [paaga i totonu o le Malo ma fafo atu o Samoa mo la outou lagolagosua i totonu o lenei tausaga faale tupe](#). E tatalo atu ai foi ia faaauau ai pea lenei [faiga paaga aua se manuia o Samoa mo a taeao](#). E le faagaloina foi le faafetai faapitoga i [lê sa avea ma Ofisa Sili i tausaga e tele ua tuanaí](#) le Susuga ia [Papalii Sonja Hunter](#). Tautai [aé! manuia ou laasaga o lumanai](#).

[Ma le ava tele](#),



[Faamatuainu Lenata'i Sālā Suifua](#)

OFISA SILI

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### 3. OTOTOGA

O lenei Lipoti e mo le piriota 1 Iulai 2018 i le 30 Iuni 2019.

O le tuuina i totonu o Fuafuaga mo Atina'e a Samoa (SDS) o Sini o Atina'e Gafataulima a Malo Aufaatasi (SGDs) ua faamausaliina ai le lagolago malosi a le Malo i le faataunuuina o ia Sini mo le gafataulimaina o le lalolagi atoa ai ma le unaia o le faatinoinaina e Samoa o galuega e tatau ona faatino e ausia ai nei Sini. Ua faapea foi ona tuuina Fuafuaga mo Atina'e a Samoa i totonu o fuafuaga taitasi a Vaega e 14 o le tamaoaiga a Samoa mo le mafuaaga lava ia. E aofia i totonu o nei Vaega e 14 le Tamaoaiga o Tupe o loo avea ai le alamanuia o tagata tafafao maimoa ma se tasi o ana matafaioi taua.

Na faatuina le Ofisa o Tagata Maimoa i le 1986, mulimuli ane suia le igoa i le Pulega o Tagata Tafafao mai Fafo e tuu faatasia uma ai galuega tauave mo le puleaina tatau o lenei alamanuia faapea le faalauiloina o Samoa i maketi i atunuu i fafo e tusa ai ma le Tulafono mo le Atia'eina o le Alamanuia Tagata Tafafao Maimoa 2012 (TDA 2012).

O le mea moni, e ui lava ina maoae le siitia o lenei atinae pei ona maitauina i lenei sefulu tausaga ua tuana'i e ala i le faatuputupulaia o tagata asiasi mai, tupe maua, atinae tau faletalimalo ma mata'aga ma nisi atinae mo tagata tafafao mai fafo, o loo taotaomia lava taumafaiga mo lenei atina'e ona o tulaga e le o mafai ona oo iai le pule ma le malosi a lenei Alamanuia. E ui i lea ua maitauina ni suiga tulaga lelei i le Alamanuia talu nei ona toe iai le vaalele a Samoa, le Samoa Airways ma le Talofa Airways, faapea le siitia o le Tupe a le Pulega mai le Malo ma le fesoasoani mai o pa'aga masani a le Alamanuia ua mafai ai ona siitia le tulaga o galuega faalauiloa i totonu o maketi taitasi aemaise ai le faaleleia o le auavanaga i totonu lava i Samoa.

E 9.3% na siitia ai le aofaiga o tagata asiasi mai i Samoa, ae 13.2% na siitia ai tupe maua i lenei tausaga pe a faatusa i le tausaga ua te'a ma ua sili atu i le sini sa fuafuaina mo le tausaga e 5% mo tagata asiasi mai faapea ma tupe maua. O le tausaga lenei o se tausaga maoa'e ona ua sili atu le aofaiga o aiga ma uo asiasi mai i Samoa nai lo tagata tafafao mai ma faaogaina faletalimalo talu mai le lima tausaga talu ai. O lenei suiga sa faapogai mai ona o pasese taugofie a le Samoa Airways ma faapea ai ona tuu i lalo pasese a isi kamupani vaalele o loo auavanaina faigamalaga i le va o Samoa ma ana maketi autu.

O lenei lipoti o loo iloina ai le ausiaina e le Pulega Tagata Tafafao Maimoa aemaise le Alamanuia lautele o Tagata Tafafao Maimoa o la latou vaega mamao pei ona faamanino i totonu o le Fuafuaga mo le Atinae o le Alamanuia o Tagata Tafafao Maimoa 2014-2019; ia oo atu i le tausaga 2019 o loo uluola ma faatuputupulaia pea lenei Alamanuia o Tagata Tafafao Maimoa.

O lenei matatia na mafai ona ausia ile galulue faatasi o vaega eseese o lenei Alamanuia o Tagata Tafafao Maimoa ma le Pulega i lalo o le vaavaaiga a le Komiti Faatonu ma le Pulega ma ona vaega e lima; Tulafono & Auaunaga, Fefa'atauaiga & Fa'alauiloa, Fuafuaga & Atina'e, Fuainumera & Su'esu'ega, ma le Tupe & Auaunaga Lautele.

### 3.1 Komiti Faatonu

|                             |                                                 |
|-----------------------------|-------------------------------------------------|
| Adele Kruse                 | Taitaifono (Pule, Hotel Insel Fermann)          |
| Leota Lu II                 | Sui Faatonu (Pule, Vacations Beach Fales)       |
| Aanamaitu Tavilili Pasikale | Sui Faatonu (Pule, Airport Transfers and Tours) |
| Tavilili Alise Stunnenberg  | Sui Faatonu (Pule, Island Hoppers Vacations)    |
| Tuiataga Nathan Bucknall    | Sui Faatonu (Pule, Taumesina Island Resort)     |

Tuala Oli Ah Him

Sui Faatonu (Pule, Millenia Hotel and Samoa Sports Lodge)

Leota Matamua Kuki Retzlaff Sui Faatonu (Pule, Le Lagoto Resort)

### 3.2 **Pulega**

Papalii Matatamalii Sonja Hunter

Ofisa Sili (seia oo ia luni 10, 2019)

Pativaine Petaia – Tevita

Sui Pule – Vaega o Tupe & Auaunaga lauteleL

Leituala Joe Chan Ting

Sui Pule – Vaega o Fefaatauaiga & Faalauiloa

Faamatuainu L S Suifua Faamatuainu

Sui Pule – Vaega o Fuafuaga & Atina'e (seia oo ia luni 10, 2019 na avea ai ma Ofisa Sili)

Kitiona Pogi

Sui Pule – Vaega o Fuainumera & Su'esu'ega

Dulcie Wong Sin – Simanu

Sui Pule – Vaega o Tulafono & Auaunaga



#### 4. VAEGA O TULAFONO MA AUAUNAGA

O le Vaega o Tulafono ma Auaunaga e gafa ma le faalauiloaina ma le faatalanoaina o Tulafono mo le Atina'e o Tagata Tafafao Maimoa (2014-2019) faapea fuafuaga uma a le Malo e aafia ai tagata uma o galulue i totonu o lenei alamanuia.

O lo'o faamatalaina atu e le siata o loo i lalo galuega faatino patino i lenei Vaega mo le tausaga faaletupe 2018/2019.

O le uluai paketi na tapenaina e le vaega mo ana galuega mo le tausaga e SAT\$300,000 ae na o le \$60,200 na tuuina mai e le Matagaluega o Tupe, ma na o galuega na gafatia e le tupe lenei na mafai ona faatino ae faataatia ese uma isi mo le tausaga fou.

|                                                                              | 2018-19                                                                                         |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
|------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Mataituina / Fucina o le auaunaga                                            | Alafua                                                                                          | Faamatalaga                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| Lava silafia le alamanuia litulaga uma litotonu o le alamanuia               | 37 fonotaga / faatalanoaga                                                                      | E silia ma le 20 fonotaga na faia e aafia ai Fonotaga a le Komiti Faatonu, faapea fonotaga a komiti galulue a Poloketi.                                                                                                                                                                                                                                                                                                                                                                                                       |
| Faatalanoaina o tulafono talafeagai mo le faafoeina o lenei atina'e.         | 5 ni taiala e fausia                                                                            | Ua maea ona faatalanoaga i totonu o le ofisa faapea feutanaiga ma le ofisa o le Loia Sili. Ua maea foi le Terms of Reference.                                                                                                                                                                                                                                                                                                                                                                                                 |
| Lipoti Tausaga Faaletupe                                                     | 31 Oketopa 2018                                                                                 | Na tuuina atu lenei Lipoti i le ofisa o le MPE ia Tesema 2018.<br><br>Ua tuuina atu lenei matafai i le Vaega o Tupe ma Auaunaga Lautele amata mai i le Lipoti faaletausaga 2018/2019.                                                                                                                                                                                                                                                                                                                                         |
| Faaleleia faailoilo i nuu ma alalafaga                                       | Ia faaleleia faailoilo e tusa ma le 10% o le aofaiga atoa i tausaga um ape tusa ai ma le seleni | Ua maea ona valiina faailoilo i nuu mai le malaevaalele i Apia, Apia i Falefa, Lefaga ma Safata.                                                                                                                                                                                                                                                                                                                                                                                                                              |
| Fonotaga ma Asiasiga a le Komiti mo le Faamatagofieina o le talafatai o Apia | 12 fonotaga a le Komiti mo le tausaga                                                           | E le atoa se o ni fonotaga na faia i le tausaga a le Komiti. E faalagolago lava le faia o fonotaga i le avanoa o le Afioga a le Minisita.                                                                                                                                                                                                                                                                                                                                                                                     |
| Aofaiga o ni Faaaliga i totonu o Samoa na lagolago iai le Pulega             | 6                                                                                               | Sa lagolagoina e le Pulega ma faatupeina mai le fesoasoani mo nei faaaliga na Malaga mai ai tagata i Samoa i le paketi a le Vaega o le Maketi ma Fefaatauaiga <ol style="list-style-type: none"> <li>1. Taaloga Squash a Samoa</li> <li>2. Taaloga Lokapi Tag Teuila</li> <li>3. Tauvaga Siva Ailao Afi faavaomalo</li> <li>4. Faafiafiaga Spring fest a Samoa</li> <li>5. Tauvaga Faigafaiva faavaomalo a Samoa</li> <li>6. Fonotaga tele a le BDO a Niusila ma ana paaga</li> <li>7. Tauvaga Faigafaiva a Savaii</li> </ol> |

|                                                                                                             |                                                                                    |                                                                                                                                                                                                                                                   |
|-------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                                                                                                             |                                                                                    | 8. Taaloga faavaomalo a le Faalapotopotoga o le Samoa International events e aafia ai le tauvaga aaui ma tamoeaga                                                                                                                                 |
| Fuafuaga o Galuega a le Pulega mo le tai 3 tausaga (Corporate Plan)                                         | 31 Mati 2019                                                                       | O lenei matafaioi ua tuuina atu i le Vaega o Tupe ma Auaunaga Lautele amata.                                                                                                                                                                      |
| Ia lelei fesootaiga ma le Aufai pisinisi ma faalapotopotoga, nuu ma alalafaga uma e aafia i lenei Alamanuia | 20 Newsletters ma Circulars e 20 (Tusitusiga e tufaina atu i luga o imeli ma isi). | Ua maituina le toatele o tagata e mafai ona latou mauaina faasalalauga ma faamatalaga i luga o TV ma Leitio nai lo tusitusiga. O lea la ua fai ai faipaga a le Pulega ma kamupani televise TV1, TV3, EFKS TV faapea le Radio Polynesia ma le 2AP. |

### **Komiti Faatonu a le Pulega o Tagata Tafafao Maimoa**

E sefulutasi fonotaga faa le masina a le Komiti Faatonutonu na faataunuuina, na talanoaina ai poloketi a le Pulega, Lipoti lata mai o fuafuaga uma a le Pulega mo le tausaga, faapea ai le tala o le tupe. Sa le i faataunuuina ni fonotaga i masina o Iulai ma Novema 2018 ona sa faimalaga le Ofisa Sili.

O lenei Komiti Faatonu e to'afitu sui auai o lo'o iai;

- |                                 |                                                     |
|---------------------------------|-----------------------------------------------------|
| 1. Adele Kruse                  | Taitaifono (Pulesili, Insel Fehmarn Hotel)          |
| 2. Aanamaitu Taviliili Pasitale | Faatonu (Pulesili, Airport Transfer & Tours)        |
| 3. Leota Lu II                  | Faatonu (Pulesili, Vacations Beach Fale)            |
| 4. Leota Tuitautai Retzlaff     | Faatonu (Pule, Le Lagoto Resort)                    |
| 5. Taviliili Alise Stunnenberg  | Faatonu (Pule, Island Hopper Vacations)             |
| 6. Tuala Oli Ah Him             | Faatonu (Pule, Millenia Hotel & Samoa Island Lodge) |
| 7. Tuiataga Nathan Bucknall     | Faatonu (Pule, Taumeasina Island Resort)            |

### **Vaega Faatonutonu mo le Atinae o le Alamanuia mo Tagata Tafafao Maimoa**

O le tasi o matafaioi patino a le vaega nei o le tapenaina lea ma faalauiloa mataupu taua tau i le alamanuia e le gata i totonu o Samoa ae faapea foi mo maketi poo faiga paaga i atunuu mamao; ma e ogatasi lea ma le taiala o le alamanuia o tagata tafafao maimoa (2014-2019). I le mataituina ma le faagalueina o le taiala, e fai ai le vaega nei ma sui o le Pulega i totonu o komiti galue o le alamanuia pei ona taua i lalo:

- Komiti Faatonu mo le Saofaiga o le Alamanuia o Tagata Tafafao Maimoa
- Saofaiga o le Alamanuia o Tagata Tafafao Maimoa
- Komiti Galulue mo le Maketiina o Samoa
- Komiti Galulue mo Aoaoga o le Alamanuia o Tagata Tafafao Maimoa
- Komiti o Fuafuaga ma Atina'e Tetele a le Alamanuia o Tagata Tafafao Maimoa
- Komiti o le Faamatagofieina o Samoa
- Komiti mo le Ioloina o le fesuiaiga o le Tau ma Ona aafiaga mo le alamanuia
- Komiti mo le Ioloina ma le Faamaumauina o Faamaumaua
- Komiti Galu mo le siitiaina o le alamanuia o tagata tafafao maimoa (STGP) Project Working Group
- Komiti Faatonu mo le o le alamanuia o tagata tafafao maimoa (STGP)
- Komiti Galu o le Atinaeina o le Talafatai o Apia

O le Vaega foi lena e fai ma o le PUlega i fonotaga autasi a sui uma o le Malo o loo latou mataituina le gasologa faapea ona soalaupuleina mataupu a poloketi uma a le Malo i ona matagaluega uma (sector coordination forum).

O le **Samoa Tourism Forum** o le tasi lea o fonotaga tele a le alamanuia na amata faatino i le tausaga 2015 ma e aafia ai sui mamalu o pisinisi taitasi i lalo o le faamalu o lena alamanuia. O le manatu autu mo lena tausaga faaletupe sa taula'i i le "Ausia o Atinae Tetele mo le Alamanuia i le Tulaga Gafataulimaina aua le faaleleia o le malu puipua o le atunuu faapea ma avanoa e faalauiiloa ai le atunuu ma atunuu e faatauina vaega uma o lona siosiomaga". Sa faapea ona iai nisi o sui mamalu o le Alamanuia na latou fofogaina nisi o mataupu taua e faasino tonu i le auga o le fonotaga:

- Professor Simon Milne – (Iunivesite a Aukilani Niu Sila) – o le konesale o loo galulue ma le Pulega i le tuufatasia o su'esu'ega ma faamaumaua o tagata asiasi mai i Samoa;
  - Dwayne Bentley – (Samoa Airways) – na fofogaina fuafuaga faataatitia a le Kamupani Va'a a le Samoa Airways aua lava le faatosina mai o tagata o le lalolagi aemaise Niu Sila ma Ausetalia e faimalaga mai i Samoa.
  - Sui Sinia a le Ofisa i Niu Sila – (Levasa Sonny Rivers)
  - Sui Sinia a le Ofisa i Ausetalia – (Faalavaau Fasitau Ula)
- Sa fofogaina e sui nei o le Pulega i maketi galuega faalauiiloa mo Samoa o loo faatino i totonu o Niu Sila ma Ausetalia.

Sa faatauina lena fonotaga i le faletalimalo o Sheraton Aggie Grey's Hotels and Bungalows i le Aso 22 o Mati, 2019 ma sa faamauina le toa selau o tagata sa auai i lena fonotaga mai Upolu ma Savaii.

### **Poloketi ma le Malo o Niu Sila – Atinaeina o le Alamanuia o Tagata Tafafao Maimoa**

O loo faaauau pea le fesoasoani a le Malo o Niu Sila mo lenei Alamanuia o Tagata Tafafao Maimoa. I le tausaga faaletupe nei o loo faamauina ai e 8 fonotaga na faia mo le STGP PWG poo le Komiti Galue mo le Poloketi lenei ma le tolu (3) o fonotaga a le Komiti Faatonu a le poloketi (STGP PMC).

O faamtalaga auiliili i tulaga patino o le poloketi o loo folasia atu i lona aotelega i lalo o vaega a le matagaluega o loo fitutonu iai vaega nei: faaleleia o le tulaga i le upega tafailagi (website), faailoilo ma le faamatagofieina o mataaga filifilia ma tulaga tau a'oaoga mo le lautele o le alamanuia. Sa galulue faatasi foi le vaega nei ma galuega moomia mo le poloketi tau i le faamatagofieina o le talafatai o Apia i tulaga tau faalauiloa aemaise le tapenaina o vaega moomia mo le tatala aloaia o le vaega muamua o le poloketi o le Events Space fuafuaina mo Iulai 2019.

I le masina o Iuni 2019 na toe faaopopo mai e le Malo a Niu Sila le tino i tupe NZD\$500,000.00 aua le faataunuuna o nisi o vaega moomia:

- Iloiloina o le Taiala a le Alamanuia Tagata Tafafao Maimoa 2014-2019 ma le fausiaina o le tai ala fou 2020-2025
- Iloiloina o le Taiala mo le Maketiina o Samoa 2014-2019 ma tusia le taiala fou 2020-2025
- Iloiloina o le Taiala o Faiga Faatonutonu a le Alamanuia 2012 ma tusia le taiala fou
- Faaleleia o le fanua ma fale o loo faatino ai faafiatiaga faaleaganuu mo malo asiasi mai a le Matagaluega (STA) faapea ona lisiina atu

### **Komiti o le Faamatagofieina o Samoa**

O le Komiti o le Faamatagofieina o Samoa, o loo faaauuina pea lana galuega faatino o le faamatagofieina lea o le talafatai o le taulaga o Apia. Sa na o faleui i nofoaga faitele sa mafai ona faatino i le tausaga lenei mo Upolu ma Savaii. Maitauina le aoga tele o lea fuafuaga ma o lea ua toe faaopopo ai foi i lenei tausaga faaletupe isi tatou faleui faitogalaau i afioaga o Nuulopa, Manono Tai, Saleaula Savaii ma Lepa.

Sa pasiaina foi e le Kapeneta, le taimua ai o lenei Komiti i le faatinoina lea o aso mo le faamamaina o Samoa i le vaitaimi o le faamanatuina o le Tutoatasi 2019. Sa mafai ona faatinoina lenei galuega e matagaluega ma faalapotopotoga uma a le Malo faatasi ai ma le lagolago a pisinisi tumaoti mai le 6.30 i le 8.30 i le taeao. Sa faapea

foi ona faatinoina ni faalauiloa mo nei faamoemoega i luga o leitio ma le TV aua le nofo silafia o le mamalu o le atunuu tainane faauluuluga o Matagaluega ma Ofisa Tumaoti.

Sa lagolago foi lenei vaega ma le vaega o le Poloketi o le Talafatai o Apia i le aveeseina o niu ma laau faapea ma'a aua le totoina o laau. I le faatautaia ai o le China Pacific Tourism Year, sa faapea ona galulue ai foi le vaega e teuteu ma toe fai le auala savali i totonu o le Culture Centre STA ma fausia ni fale Samoa laiti fou.

Sa mafai foi i lenei tausaga faaletupe ona galulue le vaega lenei ma le Ofisa o le Pasefika i Tulaga Faalenatura (SPREP) ma isi Ofisa a le Malo e faalauiloa le feau taua o le 'Greening the Pacific Games' e ala i le auai atu i le faamamaina o vai tafe, ma la'u lapisi i Malaefatu aua le fuaina ma le faituaina o le fuainumera o lapisi pa'u poo plastics.

O le polokalame TV – Survivor South Africa Film crew na pu'eina i Samoa, sa mafai foi ona fesoasoani atu ai le Pulega e ala i le famatu'u atu o le Ofisa Sinia a lenei vaega aua fesootaiga ma nuu ma afioaga ae lei amataina ma le maea ai o le pu'eina o le ata tifaga. Sa maitauina le tele o le fesoasoani a lea foi polokalame i le tamaoaiga o Samoa e ala i le faaagaina lea o pisinisi Samoa; faletali malo, taavale, pisini gasese taumafataga, faapea foi le faaagaina o laueleele o afioaga.

#### **Nuu faaleAganuu a le Pulega**

E 4 i le vaiaso ni faaaliga faa le aganuu (tours) e faatautaia i totonu o le nuu faaleaganuu lenei a le Pulega, e tatala mo e asiasi mai i Samoa e leai se totogi. O faaaliga faia e aofia ai; le taina o le tatau ma le malu, o le faia o le elei ma le siapo Samoa, taulasea samoa, vaneina o meataulima, a'oa'oina o le lalagaina o pulou, ato ma mailo, o le faiga o le umu ma le tofoina o taumafa e gasese i le umu ae taualuga i faafiafiaga a le Ausiva Samoana a le Pulega.



### Faaaliga o le Teuila

Sa faataunuaina le Faaaliga o le Teuila i le vaiaso muamua o Setema 2 - 8, 2018. O le tausaga nei na faailogaina ai le 28 tausaga talu ona amata lea faaaliga. Ona o galuega a le polokei mo le talafatai o Apia, sa le mafai ai ona faatinoina le Teuila i lumafale o le fale o le Malo e pei ona masani ai i tausaga uma ae faamautuina loa e le Komiti tele a le Teuila le faaaogaina o le Malaefatufatu i Sogi mo taulumaga uma a le Teuila 2018.

O tu ma le aganuu faa-Samoa na avea ma autu o le vaiaso o le Teuila e pei on iai i tausaga ua tuana'i. Sa faatumulia le Malaefatu i le au fai-faleaiga, fai-meatualima ma sa toatele foi le au tauvā; Au siva suifeifiloi, Siva faa-leaganuu, Siva Ailao afi, ma le Au fai faili. Na faia foi faamalositino sa faatinoina e le Matagaluega o Soifua Maloloina faapea taaloga a tamaiti ma faili suifeifiloi sa faafiafia i taimi o malologa i le aoauli. Sa faatino foi se koneseti lea na maitauina le faatumulia ai o le Malaefatu

e le au maimoa ona o le fia faalogologo i le faili lauliloa a Samoa o le Punialavaa Band; sa faafiafia ai foi le na manumalo i le TV1 Star Search, Ben Petana, Mautoatasi Asuao, ma le faili a le On Fire.



### **Tauvaga Tausala o Samoa**

O le tausaga muamua lenei sa faia ai le tauvaga mo se Tausala o Samoa i Savaii i lalo o le puleaga a le faalapotopotoga a le Samoa Events Incorporated. Sa faatino le faamoemoe i le Aso Toonai 8 Setema. E toa iva (9) ni tamaitai sa tauva ai ma sa manumalo ai le tamatai o Sonia Piva. Na ia manumalo foi i le Best Interview ma le Taleni, ma o le a auai atu Sonia e avea ma tamaitai tauva a Samoa i le Tauvaga mo se Tausala o le Pasefika ia Novema 2018. E tusa ai ma aiaiga o le konekarate a le Tausala o Samoa o le a avea Sonia ma tagata faigaluega a le Pulega o Tagata Tafafao Maimoa mo le 12 masina i lalo o le Vaega a le Faalauliloa ma Fefa'atauaiga.



### **Tauvaga Tausala o le Pasefika**

O le tolu sefulu lua (32) ai lenei o tausaga talu ona faatino lea tauvaga i le tausaga 1986 i Samoa. Na faia le tauvaga i le tausaga lenei i Toga.

Sa auai atu le Afioga i le Minisita o Tagata Tafafao Maimoa, o le Taitaifono foi o le Komiti Faatonu a le Tauvaga Tausala a le Pasefika ma lona faletua i lea faamoemoe. Ona o Samoa o le failautusi o le Komiti Faatonu o le Tauvaga Tausala a le Pasefika sa faapea ona auai atu ai le Ofisa Sili o le Pulega ma nisi o le Pulega.

I le maea ai o le fonotaga mulimuli a le Komiti Faatonutonu, na filifilia ai Papua Niu Kini e fai ai le tauvaga Tausala o le Pasefika 2019.



### **Polokalame Faatino/Fesoasoani**

I le tausaga faaletupe lenei sa fesoasoani foi le Vaega lenei i le faafoeina o nisi o faadliga ma taaloga ma o nei polokalame e tele lo latou sao i le faatupulaia o malo asiasi mai i Samoa. O loo aofia ai polokalame nei:

- Samoa Squash Open 2019
- Samoana Jazz and Arts Festival
- Teuila Tag Festival (fai i tausaga uma)
- South Pacific Tourism Organisation Council of Leaders Meeting (fai i tausaga uma)
- Samoa Tourism Excellence Awards (fai i tausaga uma)
- Samoa Swim Series (fai i tausaga uma)
- International Siva Afi Competition (fai i tausaga uma)
- Samoa Tourism Exchange (fai i tausaga uma)
- Samoa International Game Fishing Tournament (fai i tausaga uma)
- Pacific Games 2019

**Vaega o Fesootaiga tau tekolonosi, Auaunaga o fesootaiga komepiuta ma Mamanuina o Ata.**

O lo 'o fa'aauauina e le Vaega lenei le auaunaga tau fesootaiga tekolonosi ma le saunia lelei o auala e lagolagoina ai le Matagaluega ma lana afaigaluega i ana feso'otaiga i aso taitasi.

O le isi lea vaega o lo'o taumafai pea le vaega o Fa'amatalaga faa-tekolonosi ina ia laugatasia pea le Matagaluega ma tekolonosi fou o lo'o faapea ona faaagaina i atunuu i fafo. Ona o se naunautaga, ina ia tutusa pea le Matagaluega ma auala faa-tekolonosi o lo'o faapea ona faaoga i atunuu i fafo aemaise lava i Ofisa o Turisi. E pei ona icai le poloketi fou lea ua uma ona fausiaina, ma faata'itai'ina ole fa'aaogaina o fesootaiga tau ualesi (WIFI device) luga i le ofisa nei aemaise ai le faigofie ona faia o galuega a konesale o loo fai paaga ma le Pulega faapea ona faatautaia fono e faaoga ai le upega tafailagi.

**Fesootaiga ma Faalauiloa**

O loo faatinoina pea galuega faaauau tau i fesootaiga ma faalauiloa a le Ofisa Sinia o galuega i fesootaiga a le Pulega, i le logologopuialii pea o sui uma ole Alamanuia o Tagata Tafafao Maimoa mai i Samoa, o tagata ole atunuu, atoa ai ma le maketiina i atunuu e mamao ma atunuu patino o loo toatele tagata e asiasi mai ai.



*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.*

E tele avanoa o ni atinae fou na molimauina le faatinoga ile piriota o loo taua, aua le faaleleia atili ole alamanuia. Sa feagai le Ofisa Sinia o Fesootaiga ma le faatinoina pea o le auaunaga e ala ile tufaatasia o ni pepa o faamatalaga ma lafoina i luga ole imeli mo le silafia ele atunuu lautele. Na faaauau foi polokalame faalauiloa i luga o leitio ma televise, faapea le tali atu i fesili tuuina mai e le au Tusitala i Samoa ma atunuu mamao, i mataupu e faatatau ile alamanuia o Tagata Tafafao maimoa i Samoa.

O nisi o polokalame autu na faataunuuina ai faalauiloa ma faatalanoaga ma le au Tusitala ma le au faasalalau e aafia ai vaega ua taua i lalo:

- Faatinoina o semina mo le saunia lelei o pisinisi ole Alamanuia i Samoa e talimalo i turisi mai i Saina, faapea le malaga asiasi atu o sui ole Alamanuia i totonu o Saina, ma le faailoina aloaia ole tausaga 2019 ole e faatau ai Saina i totonu o Samoa ma le Pasefika
- Faatinoina ole Teuila ole 2018, ma tapena le Teuila ole 2019
- Talimalo Samoa ile fonotaga a Ministia o Turisi a le Pasefika e pei ona tuu faatasia e le Faalapotopotoga o Turisi a le Pasefika
- Amatalia galuega mo le fausia o le Poloketi mo le faamatagofieina ole Talafatai o Apia, e pei ona iai le nofoaga mo faatinoga o fuafuaga a le Malo i luma ane ole Maota ole Malo ile Eleele Fou, faapea le toe faaleleia o le Uati ile taulaga ile agai ane i tai i luga ole Tali galu
- Faalauiloa aloaia faailoilo mo mataaga ma nofoaga eseese ile atunuu
- Faatinoga ole sailia ose Tausala a le Pasefika 2018 na talimalo ai Toga, e pei ona avea ai le Pulega o Tagata Tafafao Maimoa mai i Samoa ma Ofisa faa-failautusi o lea faatinoga tele ma le taua
- Tuu faatasia ma faatino mo le uluai taimi mea faapapa e faailo ai le aulia ole Tausaga fou, ose faamoemoe ole a faatinoina i tausaga uma
- Faatinoina ole Tufatufaga Faailoga Tavoloka mo le Alamanuia o Tagata Tafafao Maimoa mai i Samoa, ole Fonotaga faale tausaga mo le Alamanuia, faapea ai ma le Fonotaga e malaga mai ai sui o fale faasalalau ma ofisa o femalagaiga mai i atunuu i fafo e feiloai ma soalaupule mataupu tau maketi ma faalauiloa ma sui ole Alamanuia i Samoa
- Tapena fuafuaga o galuega fesoasoani mo Taaloga a le Pasefika e talimalo ai Samoa, e aafia ai ma le faatinoga o faafiafiaga, o fale'aiga, fale meataulima ma isi avaanaga mo le lua vaiaso, auva tagata malaga mai i taaloga, faapea tagata lava ole atunuu
- Faatinoina nisi polokalame fou faalauiloa i luga o Televise ma Letio e pei ona iai le Polokalame ole Taeao Manuia i luga ole TV1 ma le My FM 89.1, Letio Polenisia Magic FM 98.1, ole Talofa FM 88.5, faapea le Siufofoga o Samoa 2AP 540 AM

Sa tuu faatasia fesootaiga ma sui ole Faalapotopotoga o Faalavelave Tutupu Faafuasei, mo le tufatufaina atu o tala ole tau i sui ole Alamanuia aemaise i faletalimalo, ina ua aafia Samoa i matagi malolosia e pei ona iai le taaviliga o savili

06F na aafia ai Samoa. Sa faapea foi ona fesoasoani le vaega i le vaega o Maketi ma Fefaatauiga a le Pulega, mo le faalauiiloina pea o Samoa i atunuu i fafo.

**Poloketi ole toe fausia ma le faamatagofieina ole Talafatai o Apia:**

Ua tele ina maea uma le faatinoga o galuega mo le Poloketi ole toe fausia ma le faamatagofieina ole Talafatai o Apia, e pei ona iai le nofoaga i luma ane ole Maota ole Malo ile Elele fou, ile toe faagatasiina ole laueleele, totoina ole mutia ma togalaau, paka o taavale afi, auula savali, nofoa e malolo ai tagata, palaka eletise, paipa mo le suavai, o kalone e lafoai ai le otaota, ma moli e faamalamalama ai le nofoaga ile po. Ua faapea foi ona maea le tele o galuega ile agai atu ile Uati tele ile taulaga ma faasolo atu ai ile talafatai i luga ole taligalu, o loo ua saunia ai foi nofoaga e tafafao ai tagata, ma le malae mo taaloga volipolo i luga ole matafaga.

Na maitauina le tetele ole palasi o timuga ile tele o taimi, ma tau tuai ai le faatinoga o galuega. Sa faatinoina pea fonotaga a le Komiti ole Poloketi i masina uma, e pei ona avea ai le afioga ile Palemia ma Taitaifono, ma le Pulega o Tagata Tafafao Maimoa mai i Samoa ose tasi o sui o loo taulamua ile faatinoga o lenei atinae tele.



*BEAUTIFUL SAMOA: Apia Waterfront view of the Events Space, Clock Tower Boulevard, and Friendship Park.*

O loo faaauau pea galuega ile nofoaga i tua atu ole Maota ole Malo ile Elele Fou, ua faaigoaina ole Paka ole Faiga uo a Samoa ma Saina. E iai le fuafuaga e tatalaaloaia le vaega muamua o lenei poloketi le o loo faatupeina e le Malo o Niu Sila i le masina o Iulai 2019 ae lei amatalia le taaloga tele o le Pasefika, ma o le a galulue faatasi ai le Matagaluega ma le Matagaluega o Punaoa ma falenatura (MNRE-PUMA) i le faafoeina o fuafuaga uma mo lea faamoemoe.

## 5.0 VAEGA O LE MAKETI MA FEFA'ATAUAIGA

### FA'ATOMUAGA

O le vaega o le Maketi ma Faalauiloa sa gafa ma galuega fa'alauiloa pei sa fa'ataunu'uina i le tausaga fa'aletupe 2018/19. O le sini autu o galuega fa'alauiloa sa faia o le fa'atuputupulaia o le iloa ma le naunau mana'o o tagata tafafao maimoa e malaga mai i Samoa ma maua ai pisinisi a e o lo'o i totonu o lenei alamanuia i Samoa aemaise ai tupe maua a le atunuu. O vaega na faatauina i nei galuega faalauiloa o le fa'alauiloina o le matagofie o le atunu'u, fa'amausali o le fa'uta'ua o le igoa Samoa Lalelei fa'apea le galulue fa'atasi ma kamupani o lo'o latu faalauiloina ma faatauina Samoa i maketi faapea faletalimalo i Samoa e fa'atosina tagata tafafao maimoa e faimalaga mai i Samoa.

O le vaega tupe sa fa'amatu'u mai mo le fa'atinoina o galuega tau maketi ma fefa'atauiga sa vaevaeina i atunu'u o lo'o faia ai polokalame fa'alauiloa mo Samoa; o Ausetalia, Niusila, Amerika Samoa, Peretania ma Europa, Saina ma Korea i Saute faapea Amerika i Matu, ae o le fa'amamafa ma le fa'ataua na ave i galuega fa'alauiloa i totonu o Niusila ma Ausetalia. O le mafua'aga e tele atu galuega e mafai ona fa'atino i maketi nei ona o le felata'i ma Samoa, aemaise ai ua na o ia atunuu o loo iai femalagaiga tuusa'o a kamupani va'alele e agai mai i Samoa. E ave foi le faatau i isi maketi mamao atu e pei o Peretania ma Europa faapea Asia (Saina ma Korea i Saute) ona e maitauina faapea foi ona faamautuina mai e suesuega ma faamatalaga a i latou na asiasi ma tafafao mai nei maketi e maua luga tele le latou tupe faaaluina i totonu o Samoa nai lo isi maketi.

O le mae'a ai o le tausaga fa'aletupe 2018/19 e 178,564 le aofa'iga o tagata tafafao maimoa na asia Samoa ma o le 68% o le aofa'iga o tagata tafafao maimoa na faimalaga mai Niusila (45%) ma Ausetalia (23%). Sa siitia tagata faimalaga mai Peretania ma Europa (14.1%), faapea Korea i Saute ma Saina (37.2%) pe a faatusa i le tausaga ua te'a. Sa iai foi se siitia laitiiti mo Amerika i Matu (3.3%) ae pau Amerika Samoa (-5.1%). Ona o le suiga ua iai nei lenei vaitau faatenokolosi (technology age). Ua tele lava ina faaogaina le upega tafa'ilagi mo galuega faalauiloa ma fefa'atauiga faapea ai le galulue felagolagoma'i ma kamupani e latou te fa'aaogaina tele ituaiga metotia faatenokolosi faapea e pei o le Expedia, Trip Advisor, aemaise lava i tatou maketi mamao ina ia maua luga pea Samoa i mafau'au o tagata o lo'o fuafua e malaga mo tafaoga. I le mae'a ai o le tausaga fa'aletupe 2018/19 e tusa ma le 9.3% na fa'amauina ai le fa'atuputupulaia o tagata tafafao maimoa na taunu'u i Samoa.

Ua iai nei nisi 'au'aunaga fa'aopoopo i galuega fa'ata'atitia a le Vaega a le Maketi ma Fetavaiga e ala i le fa'atuina lea o le vaega fou o le Digital Team e gafa ma le STA social media poo galuega faalauiloa i luga o le tafa'ilagi e faia atu i Samoa nei. O le fa'atuina o

lenei vaega ua fa'amautuina ai le fa'ataua e le Vaega o le Maketi ma Fefa'atauaiga o le aoga o le fa'aogaina o le online platform poo le tafa'ilagi mo le fa'alauiloaina o Samoa. O lenei galuega sa fa'atautaia e le Kamupani o le Miles Media i Niu Sila. O le aumaia o lenei galuega e fa'atino i totonu o le Vaega o le Maketi ua mafai ai ona faia fa'asalalaua i aso uma e fa'aaoga ai fa'amatalaga ma ata fou i so'o se taimi, tu'ufa'atasia ata pupu'u ma ata pu'e i totonu lava o le Vaega o le Maketi e lagolagosua ai i fa'alauiloa ma galuega o lo'o faia i maketi i fafo. O le isi vaega taua o le fa'amalosia ai o le galulue fa'atasi o le Vaega o le Maketi ma faletalimalo mo fa'alauiloa e fa'aaoga ai le social media. O le Digital team ua gafa lava ma le va'aia o le social media i fesili ma manatu o lo'o fa'aalia mai e tagata o lo'o fa'aaogaina lenei online platform e su'e ai fa'amatalaga ia Samoa.

O le Vaega o le Maketi o lo'o gafa ma le poloketi o le toe fa'aleleia atoa o le website, [www.samoa.travel](http://www.samoa.travel) e pei ona amatalia i le tausaga fa'aletupe 2018/19. O lo'o galulue fa'atasi ma le Kamupani o le Electric Art i Niu Sila. O lenei poloketi o lo'o fa'atupeina mai e le Malo o Niu Sila i lalo o le Polokalame Fa'apa'aga o le Samoa Tourism Growth Partnership. Ua maitauina le fa'atuputupulaia o tagata e asia le [www.samoa.travel](http://www.samoa.travel) talu mai ona amata lenei poloketi. Ua pa'u mauualo i le 35% mai le 60% i le tausaga ua te'a latou e aga'i atu ma toe o ese lava i le taimi lea i luga o le website (bounce rate). Ua atagia ai le fa'atuputupula'ia o tagata ua fa'apea ona aga'i, sa'ili ma faitau fa'amatalaga i luga o le upega tafa'ilagi e uiga ia Samoa. O le fa'aaogaina foi o ata pu'e ma ata pupu'u fou na pu'eina ia Mati ma Aperila o le tausaga fa'aletupe lenei ua fa'aaogaina i le fa'aleleia atili o foliga va'aia ma fa'amatalaga ua si'itia ai le tulaga o le upega tafa'ilagi ua iai nei. O lo'o maitauina o atunu'u pito i luga e to'atolu o lo'o asia le website e aga'i mai Niu Sila, Ausetalia ma Amerika.

O lo'o fa'aauu pea le galuega fa'amanatu, fa'atinoina o a'oa'oga ma asiasiga a le Vaega o le Maketi ina ia fa'atuputupula'ia faletalimalo ma pisinisi e lisiina ma fa'alauiloa i luga o le [www.samoa.travel](http://www.samoa.travel) ma le vaega o le website e mafai ai ona maua bookings mo faletalimalo i luga o upega tafa'ilagi o le Samoa Direct. O le manatu autu mo lenei 'au'aunaga ina ia maua uma e faletalimalo le avanoa e maua ai ni a latou pisinisi afua mai le [www.samoa.travel](http://www.samoa.travel). O galuega fa'alauiloa o lo'o faia i maketi i fafo o lo'o fa'atumua ai le [www.samoa.travel](http://www.samoa.travel) ma fa'asigomaga e aga'i iai tagata tafafao maimoa mo nisi fa'amatalaga ia Samoa.

| Aofaiga o Apitaga e mafia ona momoe ai tagata i le po o lo'o fa'amauiina e le STA e 128.             |                                                           |                                                                                    |
|------------------------------------------------------------------------------------------------------|-----------------------------------------------------------|------------------------------------------------------------------------------------|
| Faletalimalo o lo'o lisiina i luga o le <a href="http://www.samoa.travel">www.samoa.travel</a> e 94. | Faletalimalo o lo'o lisiina i luga o le Samoa Direct e 54 | Faletalimalo o lo'o lisiina i luga o le Samoa Direct ma latou fa'alauiloa (package |

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| 12 Superior properties | 8 Superior Properties  |                                                               |
| 28 Standard properties | 16 Standard properties |                                                               |
| 24 Budget properties   | 14 Budget properties   |                                                               |
| 17 Beach Fales         | 10 Beach Fales         |                                                               |

Na saina e le Pulega le 'au'aunaga a Dr. Marcus Lee e avea ma Sui o le Maketi e faia fa'alauiloa i Saina mo Samoa. O Dr. Lee o se faipisinisi ma e ta'ita'ifono i le Kamupani CIBSN e 11,000 au faipisinisi o lo'o lesitala ai. Sa fa'atautaia e Dr. Lee se polokalame fa'aleaoaoga mo le a'otauina o sui o le Malo, pisinisi tuma'oti, fa'alapotopotoga, faletalimalo, kamupani va'alele ma 'au'aunaga o le laueleele ma le 'ea i uiga, tu ma aga o tagata tafafao maimoa mai Saina. Sa fa'atulagaina foi e Dr. Marcus Lee fonotaga i Saina ma Ofisa Mauaululuga o Kamupani Va'alele, Ofisa Malaga, Ofisa Turisi a le Malo Saina i Beijing, Shanghai, Tianjing, Chengdu ma Chongqing ma le au faipisinisi a Samoa, Samoa Airways, Pulega o le malae vaalele faapea le Pulega Tagata Tafafao Maimoa. O nei fonotaga na faia mo le fa'amoemoe e fa'atalanoa le aumaia o femalagaina o va'alele tu'usa'o mai Saina i Samoa. O le isi vaega sa fa'atalanoa o le feso'otaiga lea o 'au'aunaga o va'alele mai nei nu'u o Saina i Niu Sila ma Ausetalia i le Samoa Airways.

Ua fa'atuputupula'ia fa'amatalaga fe'avea'i ua o'o mai e fa'atatau ia tatou fa'alauiloa i luga o Billboards o loo faatutū i vaega e aupito sili ona femalagaí o Aukilani, o tua o pasi la'u pasese, ma totonu o nofoa afi la'upasese (trains) i Niu Sila ma Ausetalia. Ua lipotiina mai foi e kamupani o lo'o faipa'aga ma le Pulega le lelei ma le aoga tele o le a'otauina ai e Sui i Maketi a le Pulega o tagata o loo latou faatauina ma faalauiloina Samoa i maketi (agents). O lo o fa'aauau foi galuega fa'apa'aga faifa'atasi a le Vaega o le Maketi ma le Samoa Airways, Faletalimalo, Kamupani Ta'avale totogi (rental), tagata ta'ito'tasi i le taligamalo mo tagata tusitala, ma sui o kamupani o 'au'aunaga o le ea ma le laueleele o lo'o faimalaga mai mo le tusia ina o tala fa'apea le a'otauina o latou mo le fa'alauiloina o Samoa.

Mo le vaitau faa-le-lelei mo tagata tafafao maimoa mai i Samoa aemaise ai foi faletalimalo, e faatinoaina ai e le Pulega faatasi ma kamupani o loo faalauiloina Samoa i maketi ni galuega fa'alauiloa e faipa'aga ai ma kamupani vaalele faapea faletalimalo e ala i tau paū o pasese vaalele faapea tau o potu i faletalimalo e fa'atosina mai ai tagata tafafao maimoa e faimalaga mai i Samoa (tactical campaigns). E tele foi le lagolagosua o

Ofisa a le Malo fa'apea Tagatanu'u o Samoa o lo'o aumau i atunu'u i fafo e ala i le aumaia o fonotaga e faiainei i Samoa ma fesoasoani ai foi i faletalimalo ma isi 'au'aunaga o lo'o i totonu o lenei alamanuia.

Ua maitauina le fa'atupulaia o le numera o fonotaga, taaloga ma isi polokalame poloketi e faia mai i Samoa. O nei polokalame ua avea ma isi avanoa lelei mo le tala'ave o le Beautiful Samoa i atunu'u i fafo fa'apea le fa'alauiloaina o 'au'aunaga, faletalimalo ma oloa gaosi i totonu o lenei alamanuia tau tagata tafafao maimoa i Samoa.

#### **MASINA O IULAI – AUKUSO 2018:**

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O taaloga e faia i tausaga uma i Upolu ma Savaii a le Samoa International Events e faatautaia e Afoa Seti Afoa e faimalaga mai ai tagata aa, tamomoe ma vili uila vae i Sama. E tele le sao o nei taaloga i le alamanuia aua e le gata ina faimalaga mai tagata polofesa i nei taaloga ae faapea foi na omai ma aumai o latou aiga ma uo.

Fonotaga faaletausaga a le EFKS, Metotisi ma isi Ekalesia; ua maitauina pea le faatupulaia o tagata e omai ma o latou aiga mo nei fonotaga ae faaoga e i latou faletalimalo, faleaiga, taavale totogi ma isi auaunaga i totonu i Samoa.

#### **MASINA O SETEMA 2018:**

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O se tasi lea o masina o le vaiataimi e aupito mauuluga ai le numera o tagata tafafao maimoa mai i Samoa.

O le vaiataimi nei o tausaga fa'aletupe e faia ai i Niusila ma Ausetalia ni Roadshows po o polokalame faalauiloa e fai ai fefa'atuaiga i le va o kamupani o loo latou faalauiloina Samoa i maketi ma sui o kamupani ma pisinisi o loo faia auaunaga uma mo le alamanuia o Tagata Tafafao Maimoa i totonu o Samoa. E le gata i lea e faaogaina foi le avanoa e a'otauina ai tagata faigaluega fou a nei kamupani i maketi e uiga ia Samoa faapea ma ni suiga ua iai i Samoa. Ua faapea foi ona avea lenei avanoa e galulue faatasi ai ma tagata Samoa o loo aumau i Niusila ma Ausetalia mo le faalauiloina o Samoa faapea ai le vaalele a le atunuu, Samoa Airways.

#### **MASINA O OKETOPA 2018:**

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O le masina lea o le taina o le palolo ma ua maitauina le to'atele o ē aumau ma tafafao mai fafo e fia auai i lenei aso fa'apitoa. E fa'alua ona fagota lenei i'a i le tausaga ma o se mata'ai lea o tagata Samoa. O se aso fa'apitoa i luga o le kalena faifaiva ua avea ma aso e tapenapena ai le atunu'u atoa ma tagata tafafao maimoa mo le fagotaina o lenei i'a i tausaga uma.

O Oketopa o le masina taua e fa'amanatu ai le Aso Sa faapitoa mo le fanau ma ua faatulagaina foi le aso e sosoo ai ma se aso malolo a Samoa. O se aso fa'apitoa ua fa'atulagaina i luga o le Kalena o aso fa'amanatu a le Malo. Ua fa'amauiina foi e tagata tafafao maimoa mai i Samoa lenei aso taua fa'alelotu ma le atunu'u atoa.

#### **MASINA O NOVEMA – TESEMA 2018:**

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O masina pisi lava ia mo tatou faletalimalo. O le vaitaimi lenei e va'aia ai i fa'amaumauga o tagata tafafao maimoa le to'atele o tagatanu'u o lo'o aumau i atunu'u i fafo. Ua maitauina foi o le vaitaimi lenei e fai ai fa'alavelave fa'asamoa e pei o saofa'i, umusaga, faatasiga a aiga, fa'aipoipoga, ma tafaoga to'atele e asia aiga. E tusa ai ma faamaumauga a faletalimalo o le vaitaimi foi lea e oo ai i le 75% o a latou potu e nofoia.

#### **MASINA O IANUARI 2019:**

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O le amataga o le tausaga ia Ianuari e faia ai le Samoa Tourism Excellence Awards o se polokalame tauolua mo le au fai pisinisi o lo'o i totonu o lenei alamanuia. O se polokalame ua fa'amanuaina ai le to'atele o le au fai pisinisi ona o le mauuluga ma le lelei o le latou 'au'aunaga. O lenei polokalame e tele lona sao i tulaga fa'alauiloa e fa'amausali ai le lelei ma le agava'a o 'au'aunaga o faletalimalo, pisinisi ta'avale totogi (rental), 'au siva, faleaiga, ma isi.

#### **MASINA O FEPUARI 2019:**

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O se mitamitaga tele i le Pulega le toe filifilia o Samoa e avea ma atunu'u e pu'eina ai le ata tifaga fa'asolo o le Survivor Aferika i Saute. O se tasi o Ofisa Sinia a le Vaega o le Maketi sa galulue va'ava'alua ma sui o le Kamupani o le Electronic Media Network (M-Net) i le sailia o nofoaga talafeagai mo le au pu'eata, ma feso'ota'i ma Ali'i ma Faipule o nu'u mo le pu'eina o lenei ata. Ua fa'amauiina le tele o atina'e i tua i nu'u ma aiga faapea pisinisi eseese na fa'amanuaina ona o lenei galuega.

O le Ta'ito'afitu fa'avaomalo a le (Marist) o se tasi o polokalame o lo'o fa'aauau pea le faimalaga mai ai o tagata tafafao maimoa i Samoa. O le fa'aauau pea o tala feavea'i o le ta'uta'ua o le atunu'u i le lakapi i le lalolagi o le isi lea itu lelei ua fa'aaogaina e fa'alauiloa ai Samoa.

#### **MASINA O APERILA 2019:**

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Sa faia mai i Samoa le fa'ailogaina o le amataga o le Polokalame o le China Pacific Tourism Year 2019. O lenei polokalame e tusa ma 90 le au malaga mai Saina na auai mai. O le 'au malaga na ta'ita'ia mai e le Minisita o Aganu'u ma Turisi na aofia ai le to'atele o tagata mautofi maua luluga o le Malo fa'apea sui o le 'au fai pisinisi e pei o turisi sa malaga mai. O

lenei polokalame na fa'asalalauina i luga o le CCTV, faapea tusitusiga i nusipepa ma luga o le tafailagi (online) i totonu o Saina. O se avanoa taua fa'aauo ua mafai ai ona fa'alauiloa Samoa i totonu o Saina afua mai i lenei polokalame fa'apitoa.

O nisi o faagatama e pei o le Faiga Faiva Fa'atauvaga Fa'avaomalo ua maitauina le fa'aauau pea o le to'atele o tagata malaga mai fafo e auai ai. O lenei tauvaga o lo'o fa'alauiloa i tusi fa'apitoa mo faiga faiva ma vaega o le Pasefika e iai ma Niu Sila ma Ausetalia o lo'o fai ai. O nei tusi o lo'o fa'alauiloa ai Samoa o se atunu'u e lelei ma maua luga le fa'atinoina o tauvaga fa'apea. O lo'o iai le fa'alauiloa ua faipa'aga ai ma le Samoa Airways e totogi pasese mo tagata e toalua sa manumalo i se tauvaga e omai ai i Samoa na fa'asalalauina i totonu o le New Zealand Fishing Magazine.

#### **MASINA O ME 2019:**

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O le Samoa Tourism Exchange o se polokalame fa'apitoa lava i le Vaega o le Maketi i aga galuega fa'atulagaina mo le tausaga fa'aletupe. O se polokalame fa'apitoa a lenei alamanuia o Tagata Tafafao Maimoa e faia ai fonotaga ma fefa'atauaiga i le va o ofisa malaga, kamupani va'alele, faletalimalo ma isi 'au'aunaga a lenei alamanuia ma tagata fai pisinisi ta'ito'atasi faapea kamupani o loo faalauiloina ma faatauina Samoa i maketi o loo fai ai tatou polokalame faalauiloa e pei o Niu Sila, Ausetalia, Amerika, Europa, Saina, Korea i Saute ma Amerika Samoa. E tusa ma le 59 i latou na malaga mai ma sa avea foi ma avanoa e a'otauina ai latou nei i atina'e fou ma toe fa'alelei atili ai le latou silafia i tulaga uma o oloa ma le au'aunaga o lo'o iai i le taimi nei. E tusa ma le 54 aufaipisinisi o lo'o i totonu o lenei alamanuia o Tagata Tafafao Maimoa i Samoa na auai ai.

#### **MASINA O IUNI 2019:**

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O le masina e fa'amanatu ai pea le sisiina o le fu'a fa'amanatu ai le aso na tuto'atasi ai Samoa mai pulega mai fafo. O se aso fa'apitoa ma le taua e fa'ailogaina e le Malo ma ua avea ma mata'aga fa'aauau ua tosina mai ai tagata tafafao maimoa e malaga mai i Samoa.

O lo'o fa'aauau pea le 'au'aunaga a le Samoa Airways. E malaga i aso uma i Niu Sila, fa'afa i Ausetalia o se 'au'aunaga ua mafai ona fa'ataugofieina ai femalagaina i le va o Samoa ma nei atunu'u. O lo'o faia fa'alauiloa fa'apa'aga a le Pulega ma le Samoa Airways mo le fa'atosina mai o tagata tafafao maimoa e fa'aaoga pasese paū e omai ai i Samoa. O le fa'aitiitia o pesese ua fa'amauiina ai le toatele o latou ua malaga mai i Samoa.

O polokalame, tauvaga, aso fa'apitoa, galuega fa'aauau ua taua i luga i masina ta'itasi na fesoasoani tele ma lagolagosua i galuega fa'alauiloa na faia i le tausaga fa'aletupe 2018/19. Ua fa'amauiina foi le siitia o tupe maua a le Malo mai tupe na fa'aalu e tagata

tafafao maimoa i totonu o Samoa e tusa male \$514,000,000 mai le \$498,000 o le tausaga ua teá . Ua maitauina foi le si'itia o le pasene o le sao o lenei alamanuia o Tagata Tafafao Maimoa i le 21% mai le 20% i le aotelega o le tamaoaiga ma atinae o Samoa.

O galuega faalauiloa i totonu o maketi ua vaevaeina i vaega e 6 o loo faamatalaina atu i lalo.

**5.1 Galuega Fa'alauiloa Tu'usa'o**

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| Taunu'uga: (Outcome)                                                                                                              | Vaega e Mata'itūina (Key Performance Indicators)                                                                                                                                                                                                                                                                                                                                                                                         |
|-----------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"><li>Faatupula'ia pea le faalauiloina o Samoa o se nofoaga ma se taunu'uga o moomooga.</li></ul> | <ul style="list-style-type: none"><li>Aofa'iga o faalauiloa sa faatino</li><li>Aofaiga o tagata e āsia le upega tafa'ilagi <a href="http://www.samoa.travel">www.samoa.travel</a> mo le ulua'i taimi.</li><li>Aofa'iga o paaga a le Pulega i luga o feso'ota'iga faatekonolosi (Social Media))</li><li>Aofa'iga o polōketi ua faia mo le faaleleia ole upega tafa'ilagi <a href="http://www.samoa.travel">www.samoa.travel</a></li></ul> |

**5.1.1 Galuega mo Fa'asalalauga Fa'alauiloa Tu'usa'o**

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O fa'asalalauga fa'alauiloa i maketi filifilia sa fa'aaogaina ai alaleo leitiō, o le upega tafailagi, lomiga i nusipepa ma televise. O nei fa'asalalauga sa fa'apea ona tu'ufa'atasia ma fa'alauiloina i ni auala e patino tonu i manaoga eseese o le maketi e pei o le au tafafao ma maimoa, o e fia faaipoipo mai i Samoa, o le au fai pisinisi, o aiga, fonotaga ma isi e mafua ai ona faimalaga mai i Samoa.

| Maketi         | Fa'asalalauga Tu'usa'o | Fa'amatalaga                                                  |
|----------------|------------------------|---------------------------------------------------------------|
| Amerika i Matu | 1                      | Lomiga i tusi ma Nusipepa, Upega tafa'ilagi                   |
| Ausetalia      | 34                     | Televise, Lomiga i tusi ma Nusipepa, Leitiō, Upega tafa'ilagi |
| Europa/UK      | 10                     | Lomiga i tusi ma nusipepa, Upega                              |

|               |    |                                                                                                                   |
|---------------|----|-------------------------------------------------------------------------------------------------------------------|
|               |    | tafa'ilagi, Leitia                                                                                                |
| Niu Sila      | 43 | Televise, Lomiga i tusi ma Nusipepa, Leitia                                                                       |
| Am. Samoa     | 21 | Lomiga i tusi ma Nusipepa, Leitia, fa'alauiloa i luga o pou ma laupapa lapopoa i auala aupito femalaga'i e tagata |
| Korea i Saute | 27 | Televise, Lomiga i usi ma Nusipepa, Upega tafa'ilagi                                                              |
| Saina         | 3  | Upega tafa'ilagi, Lomiga i Tusi ma Nusipepa, Televise                                                             |

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

### **5.1.2 Metotia fa'aaoga mo Fa'alauiloa**

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O faalauiloa na faatinoina e ala i ata tifaga pupu'u, ata pu'e, lomiga ma isi tusitusiga sa taulamua ai le failoga tauave o le Samoa Lalelei lea sa amata tauave le fa'alauiloaina i le tausaga 2015. Sa lolomiina foi mitiafu, o le tusi o le Samoa Tourism Cultural Village e faailoa ai auunaga a faletalimalo taitasi, faapea isi ata pu'e ma ata pupu'u mo galuega fa'alauiloa. O nei vaega fa'alauiloa sa mafai ona fesoasoani ile faamaninoina ole atoaga ole lelei o 'au'unaga sa fai e le gata i maketi a o totonu foi o faletalimalo.

### **5.1.3 Galuega faia e fa'aaogaina ai Upega Tafa'ilagi**

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#### **5.1.3.1 Samoa.travel**

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Sa si'itia i le 23.9% le aotelega o tagata sa aga'i ma asia le [www.samoa.travel](http://www.samoa.travel) ma o le 37.2% e aga'i mai i Niu Sila ma Ausetalia. O le paū o le pasene o tagata e puupuu lava le taimi e iai ai i luga o le upega tafa'ilagi [samoa.travel](http://samoa.travel) i le 36.1% pe a fa'atusatusa i le mauuluga e 60% sa iai i le tausaga ua teā o se tulaga lelei lea. Aua o lona uiga ua toātele atu tagata ua asia ma su'esu'e atili vaega eseese o le upega tafa'ilagi, e pei o le vaega o lo'o lisiina ai meaalofa fa'apitoa a faletalimalo, ma le booking widget mo faigamalaga va'alele.

| Iloiloga o faunuuga a le Upega Tafailagi samoa.travel mo le tausaga 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 Fare  | 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  |
|-------------------------------------|---------|--------|-----------------|----------|---------|
| 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 Galuega Fa'alauiloa e fa'aaoga ai le Social Media

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O le fa'atuina o le Digital Team i lalo o le Vaega o le Maketi ua fesoasoani tele i galuega fa'alauiloa e fa'aaoga ai le Social Media. Ua mafai nei ona fa'aaogaina ata pu'e ma ata tifaga pupu'u e tu'ufa'atasia lava i totonu o le Vaega o le Maketi. O le Digital Team ua gafa lava ma le va'aia o le Social Media i taimi uma ma ua mafai ona tali atu fo'i i tusitusiga, talosaga ma fa'asea o lo'o maua ai i luga. O lenei galuega ua avea ma auala e si'itia maualuga ai le feso'otaiga ma tagata ma agiagia ai ma le Samoa Lalelei i nei fa'amatalaga.

| <b><u>Channel</u></b> | <b><u>2016/2017</u></b>         | <b><u>2017/2018</u></b>            | <b><u>2018/2019</u></b>           |
|-----------------------|---------------------------------|------------------------------------|-----------------------------------|
| Facebook              | 66,893 Likes<br>5,447,741 Reach | 78199 Likes<br>9,660,094 Reach     | 79,860 Likes<br>10,869,065 Reach  |
| YouTube               | 64,207Views                     | 2,306 Subscribers<br>177,665 views | 2,431 Subscribers<br>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 Galuega mo le si'itia o pisinisi e maua mai Samoa Direct**

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O le Samoa Direct o le 'au'aunaga sa faia fa'apitoa e fa'aaogaina ai le upega tafailagi e faalauiloa faalatele ai ma fa'amautuina ai pisinisi mo faletalimalo. O se taumafaiga e fesoasoani i faletalimalo e le gafatia le tau o le maketiina ma le faalauiloaina o a latou faletalimalo. O fa'alauiloa tu'usa'o i luga o upega tafa'ilagi (digital marketing), fa'alauiloa tu auala (billboards), tua o pasi ma totonu o nofoa afi la'u pasese (trains) o lo'o agiagia ai le Samoa Lalelei (Beautiful Samoa) ma le [www.samoa.travel](http://www.samoa.travel) o loo faasinoina ma tuleia tagata i luga o le [samoa.travel](http://samoa.travel) o loo faalauiloa ai faletalimalo ma latou paū faapitoa fa'avaitaimi (packaged deals). O le atunu'u o Ausetalia ma Niu Sila o taunu'u o lo'o to'atele latou tagata tafafao maimoa mai o lo'o fa'aaogaina lena 'au'aunaga. Ua iai nei le fa'aopoopoga o faletalimalo ua lisiina i luga o le lena 'au'aunaga o le Samoa Direct.

| <b>Accommodation Category</b> | <b>2016-2017</b> | <b>2017-2018</b> | <b>2018-2019</b> |
|-------------------------------|------------------|------------------|------------------|
| Deluxe                        | 4                | 6                | 6                |
| Superior Standard             | 7                | 7                | 8                |
| Standard                      | 19               | 20               | 16               |
| Budget                        | 14               | 15               | 14               |
| Beach Fare                    | 10               | 10               | 10               |
| Total                         | 54               | 58               | 54               |

O lo'o fa'aauau pea galuega tauologologo, a'oa'oga fa'alemasina a le Vaega o le Maketi mo faletalimalo e una'i ai ni latou fa'alauiloa faapitoa fa'avaitaimi (packaged deals) fa'apea le fa'alelei atili o foliga va'aia i luga o le [www.samoa.travel](http://www.samoa.travel)

**5.2 Fa'alauiloa Fa'ipa'aga ma Kamupani o lo'o Tu'u'fa'atasia "auaunaga tau Tagata Tafafao Maimoa**

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| Taunu'uga (Outcome):                                                                                                                                                                                                                                                                                   | Vaega e fa'atau le Mataituina (Key Performance Indicators):                                                                                                                                                                                                                                                                                             |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"><li>Fa'aleleia o aga lautele ma fautuaga fa'afetauaiga;</li><li>Iloilo ma atia'e avanoa fa'alauiloa i maketi;</li><li>Lagolagosua i vaega e fa'aleleia ai a'oa'oga ma auala fa'afetauaiga ina ia sosolo fa'atasi le fe'au tu'uina atu ma lona fa'atumuaga;</li></ul> | <ul style="list-style-type: none"><li>Aofaiga o fa'alauiloa faipaaga na fa'atino;</li><li>Aofaiga o vaega o kamupani femalaga'i o loo latou fa'alauiloina ma faatauina Samoa i maketi na asiasi mai e toe a'oa'oina a latou tagata i auaunaga i Samoa;</li><li>Aofaiga o sui o loo faatauina auaunaga tau tagata tafafao maimoa na a'oa'oina;</li></ul> |

**5.2.1 Fa'alauiloa Fa'apa'aga**

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O nei fa'alauiloa fa'apa'aga o lo'o fa'amamafa ai le fa'atulagaina o fa'alauiloa fa'avaitaimi (packaged deals) mo tagata tafafao maimoa e malaga mai i taimi ua fa'atulagaina. O nei fa'alauiloa ua fa'amamafa ia Niu Sila ma Ausetalia ona o avanoa femalaga'i ma le Samoa Airways ma isi vaalele o loo tautuaina malaga mai i Samoa. O isi maketi e pei o Europa, Amerika ma Asia o le galuega faipa'aga ma ofisa femalagaiga o loo faa'aogaina upega tafailagi (online platforms) e pei o travel links, online magazines, nusipepa, blogs ma isi.

| Maketi        | Aofaiga o Fa'alauiloa faipa'aga sa fa'atino |
|---------------|---------------------------------------------|
| NZ            | 14                                          |
| Australia     | 13                                          |
| UK/Europe     | 10                                          |
| North America | 1                                           |
| Korea         | 31                                          |
| China         | 0                                           |
| Am. Samoa     | 4                                           |

### 5.2.2 Polokalame Aoaoga mo Sui o lo'o tu'ufa'atasia ma Fa'alauiloa 'Au'aunaga tau Tagata Tafafao Maimoa i maketi

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Sa fa'aauauina pea le lagolagoina o nei polokalame e aofia ai le talimalo o le Pulega ma faletalimalo ese'ese i sui o kamupani o lo'o galulue e tuufaatasia ma faalauiloaina au'aunaga a le alamanuia tagata tafafao maimoa i Samoa i totonu o maketi. O le auga autu o le a'oa'oina o i latou nei e ala i le e asia ai o faletalimalo ma mata'aga ese'ese. O le to'atele o i latou na malaga e mai i Niu Sila, Asia (Korea i Saute) ma Europa. Ua fa'amauiaina ai le si'itia o le fia iloa o kamupani nei o Samoa.

| Maketi               | Aofaiga o malaga a sui o lo'o tu'ufa'atasia, fa'atau atu ma fa'alauiloaina 'a'aunaga tau tagata tafafao maimoa sa talimalo ai le Pulega. |
|----------------------|------------------------------------------------------------------------------------------------------------------------------------------|
| Amerika i Matu       | 1                                                                                                                                        |
| Ausetalia            | 4                                                                                                                                        |
| Asia (Korea i Saute) | 7                                                                                                                                        |
| Asia (Saina)         | 2                                                                                                                                        |
| Europa/UK            | 9                                                                                                                                        |
| Niu Sila             | 7                                                                                                                                        |

### 5.2.3 A'oa'oga mo Sui o lo'o Fa'amautinoaina avanoa i Va'alele, Faletalimalo ma isi 'au'aunaga

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Sa fa'atautaia a'oa'oga e sui o le Vaega o le Maketi olo'o i maketi i fafo i laumua ma isi aai tetele i na itūlagi (Metropolitan) mo i latou o lo'o fa'amautuina avanoa i va'alele, faletalimalo ma isi 'au'aunaga (front-liners), aua lava le saga fa'alauteleina pea o le silafia o sui nei (Travel Agents) iā Samoa ma 'au'aunaga eseese o le alamanuia o tagata tafafao maimoa i Samoa. O i latou nei o lo'o fa'asoa atu fa'amatalaga ma fa'amautinoaina avanoa i va'alele mo tagata femalagaa'i.

| Maketi               | Aofaiga o A'oa'oga mo sui o lo'o fa'amautinoaina avanoa i va'alele, faletalimalo ma isi 'au'aunaga sa fa'atau'uina |
|----------------------|--------------------------------------------------------------------------------------------------------------------|
| Asia (Korea i Saute) | 20                                                                                                                 |
| Asia (Saina)         | 7                                                                                                                  |

|                |       |
|----------------|-------|
| Amerika i Matu | 187   |
| Niu Sila       | 510   |
| Europa/UK      | 1,493 |
| Ausetalia      | 1,071 |

### 5.2.3.1 Kamupani o lo'o Tu'u'fa'atasia ma Fa'atauina 'Au'aunaga tau tagata tafafao Maimoa a Samoa o lo'o galulue fa'atasi ma le Pulega

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O nisi nei o loo galulue ma faipa'aga ma le Pulega, poo kamupani o loo tu'u'fa'atasia ma fa'atauina 'au'aunaga tau tagata tafafao maimoa. O se vaega o lo'o ave pea iai le fa'atāua ma o nisi nei o kamupani ua mafai ona latou tu'u'fa'atasia ma fa'atauina 'au'aunaga ua ta'ua.

| Maketi               | Aofa'iga o Kamupani |
|----------------------|---------------------|
| Niu Sila             | 24                  |
| Ausetalia            | 21                  |
| Europa/UK            | 18                  |
| Amerika i Matu       | 6                   |
| Asia (Korea i Saute) | 4                   |

### 5.3 Ala o Fa'asalalauga ma Fa'alauiloa Fa'avaomalo ma Tusitala mai i Maketi i Fafu

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| Taunu'uga (Outcome)                                                                                                                                                                       | Vaega e fa'atau le mata'ituina (Key Point Indicators)                                                                                                                                                                                                                                                                                                    |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"> <li>Fa'alelei feso'otaiga ma faigāpa'aga ma le au tusitala;</li> <li>Ia ōgatasi lomiga ma tusitusiga a tusitusia ma faalauiloa a le Pulega;</li> </ul> | <ul style="list-style-type: none"> <li>Aofoa'i o tusitala poo ni kamupani televise sa faimalaga mai ma talimalo ai le Pulega;</li> <li>Aofa'i o lomiga ma tusitusiga na tusia e uiga ia Samoa e nei tusitala mai fafo ma faasalalauna i totonu o maketi;</li> <li>Aofai o fa'asalalauga tusitusia e nei tusitala a le Pulega na faasalalauna.</li> </ul> |

### 5.3.1 Polokalame o Asiasiga a Tusitala

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O polokalame mo le faimalaga mai o tusitala mai atunuu i fafo o se vaega taua e mafai ai ona ausia se tulaga maua luga i galuega fa'alauiloa e ala i tusitusiga ma fa'amatalaga faasalalauina i totonu o maketi filifilia e uiga iā Samoa, ma ia lava le silafia o itu e atina'e ai pea le galulue fegalegalea'i e ala i nei tusitusiga ma faamaumauga ua tuuina atu i fafo. O nei faigamalaga sa lagolagoina ile galulue fesoasoani mai o kamupani va'alele ma faletalimalo.

| Maketi               | Aofaiga o Tusitala na Malaga mai ma talimalo ai le Vaega a le Maketi |
|----------------------|----------------------------------------------------------------------|
| Ausetalia            | 5                                                                    |
| Niu Sila             | 3                                                                    |
| Europa/UK            | 7                                                                    |
| Asia (Korea I Saute) | 3                                                                    |
| Amerika i Matu       | 1                                                                    |
| Amerika Samoa        | 0                                                                    |

### 5.3.2 Tusitusiga ma Auala na Fa'asalalau ai

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O tusitusiga ma fa'asalalauga o lo'o ta'ua i lalo na mafua mai i malaga a tusitala mai maketi na talimalo ai le Pulega. O nei tusitusiga na fa'apea ona fa'alauiloa ai faletalimalo, mata'aga, laufanua lalelei, aganu'u, tausa'afia o tagatanu'u, 'au'aunaga eseese o lo'o faia i totonu o lenei alamanuia i Samoa.

| Maketi    | Aofa'iga o Fa'asalalauga | Auala o Fa'asalalauga                                 |
|-----------|--------------------------|-------------------------------------------------------|
| Niu Sila  | 20                       | Lomiga i tusi ma nusipepa, televise, upega tafa'ilagi |
| Ausetalia | 21                       | Lomiga i tusi ma nusipepa, televise, upega tafa'ilagi |
| Europa/UK | 27                       | Lomiga i tusi ma nusipepa, upega tafa'ilagi           |

|                      |     |                                                       |
|----------------------|-----|-------------------------------------------------------|
| Asia (Korea i Saute) | 127 | Lomiga i tusi ma nusipepa, upega tafa'ilagi           |
| Asia (Saina)         | 3   | Lomiga i tusi ma nusipepa, televise, upega tafa'ilagi |
| North America        | 3   | Lomiga i tusi ma nusipepa, upega tafa'ilagi           |

### 5.3.3 Auala Fa'asalalau Tu'usa'o Fa'atekolonosi e fa'aaoga ai le Imeli

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O le fa'aaogaina o le imeli e momoli ai se fe'au i a'i latou o lo'o i luga o le lesitala a le Pulega faapea lesitala a kamupani o loo tatou faipaaga a latou imeli o se auala taugofie ma le vave lea e mafai ai ona avatu fa'alauiloa fa'avaitaimi mo le latou silafia. E faalua i le masina ona faatino lenei faalauiloa mo le tausaga atoa e faalauiloa ai Samoa, ma faailo ai mea o tutupu o loo avea ma faatumutumuga ile tele o faalauiloa ole tausaga. O pepa o fa'amatalaga o se tasi lea o auala taua ma o lo'o fa'aaogaina e le Pulega mo ana galuega fa'alauiloa i maketi filifilia mo Samoa.

| Maketi               | Aofa'iga o Imeli ma tusitusiga faia i le tausaga |
|----------------------|--------------------------------------------------|
| Niu Sila             | 24                                               |
| Ausetalia            | 24                                               |
| America i Saute      | 2                                                |
| Europa/UK            | 13                                               |
| Asia (Korea i Saute) | 18                                               |

## 5.4 Fa'aaliga ma Fonotaga

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| Taunu'uga (Outcome)                                                                                                                              | Vaega e fa'atau le mata'ituina (Key Points Indicators)                                           |
|--------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"> <li>Fa'atuputupulaia le silafia ia Samoa ma le naunauta'iga o tagata e tafafao maimoa mai i Samoa;</li> </ul> | <ul style="list-style-type: none"> <li>Aofai o Fa'aaliga ma Fonotaga na auai atu iai;</li> </ul> |

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### 5.4.1 Fa'aaliga tau turisi ma fa'aaliga tau fefa'atauiga

O fa'aaliga tau fefa'atauaiga mo femalagaina o se vaega taua i le fa'alauiloina o Samoa fa'atasi ai ma 'au'aunaga tau tagata tafafao maimoa. E taua tele le auai o sui mai le Vaega o le Maketi i nei fa'aaliga tau fefa'atauaiga. O nei fa'aliga ua maitauina le aga'i atu ai o kamupani o lo'o gafa ma pisinisi mo 'au'aunaga o le laueleele ma le ea, ofisa malaga e saili atunu'u fou e talafegai le ave iai o a latou tagata tafafao maimoa. Ua va'aia le aoga o nei fonotaga ua maua ai fa'amatalaga mo feso'otaiga e fa'aaogaina e le au fai faletalimalo mo le fa'atulagaina o fa'alauiloa fa'avaitaimi mo tagata tafafao maimoa mai atunu'u o lo'o faia ai nei fa'aaliga tau fefa'atauaiga.

O se tasi nei fa'aliga e faia i Samoa i tausaga uma o le Samoa Tourism Exchange (STE) ma ua maitauina le siitia i tausaga uma ole to'atele o sui auai. Ole faaaliga faa-le-tausaga iā Me 2019 sa faamauina le sui e 59 sa malaga mai Niu Sila, Ausetalia, Amerika Samoa, Amerika, Kanata, Europa, Saina ma Korea i Saute. Sa faamauina foi sui e 54 o faletalimalō sa auai i lenei faamoemoe faa-le-tausaga. Sa lipotiina le lelei ma le maualuga o tapenaga o le STE19. O le tausaga muamua lenei ua ave ai se vaega o le STE e faia i tua atu o le taulaga, e pei o le tatalaina sa faia i le Saletoga Sands Resort and Spa. Na fa'aalia foi e sui o faletalimalo ma 'au'aunaga lautele le maualuga o le tulaga o a latou fonotaga sa faia ma latou sa malaga mai fafo.

| <b>Maketi</b>  | <b>Aofaiga o Fa'aaliga tau fefa'atauaiga sa auai ai.</b> |
|----------------|----------------------------------------------------------|
| Niu Sila       | 12                                                       |
| Ausetalia      | 12                                                       |
| Europe/UK      | 25                                                       |
| Korea i Saute  | 4                                                        |
| America i Matu | 2                                                        |

#### **4.5 Fa'alauiloa Faipa'aga ma Kamupani Eeseese**

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| <b>Taunu'uga (Outcome)</b>                                                                              | <b>Vaega e taua le Mata'ituina (Key Points Indicators)</b>                         |
|---------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"> <li>Mata'ituina ma atina'e avanoa e fa'alauiloa ai Samoa;</li> </ul> | <ul style="list-style-type: none"> <li>Aofai o faigapa'aga fa'amautuina</li> </ul> |

#### 4.5.1 Faipa'aga Tu'ufa'atasi

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O lo'o galulue fa'apa'aga le Pulega ma pisinisi, fa'alapotopotoga, tagata ta'ito'atasi e le o a'afia ai kamupani tau femalagaiga ma tusitala ina ia maua pea avanoa e agava'a ai ile faia o galuega fa'alauiloa mo Samoa i maketi filifilia. Ua na'o Niu Sila ma Korea i Saute ua mafaia ona faia galuega faipa'aga e fa'alatele ai fa'amatalaga mo le fa'alauiloina o le atunu'u.

| Maketi               | Aofa'iga o faipa'aga sa faia |
|----------------------|------------------------------|
| Asia (Korea i Saute) | 15                           |
| Niu Sila             | 3                            |

## 6. VAEGA O FUAFUAGA MA ATINA'E

### 6.1 Polokalame Fa'alea'oa'oga

#### 6.1.1 A'oa'oga mo Fesootaiga i le Gagana Fa'a-Peretania mo Atina'e Turisi

O loo fa'aauau pea polokalame fa'alea'oa'oga ua mafai ona faatupeina i lalo o le Polokalame fesoasoani a le Malo o Niu Sila aua le atinaeina o aufaigaluega i totonu o lenei alamanuia. O lenei aoaoga ua taua o le Aoaoga mo Fesootaiga i le Gagana Faa-Peretania, ua faamauina o se tasi lea o aupega taua aua le siitiaina o auaunaga ma faigofie ai foi fesootaiga ma tagata tafafao maimoa mai i Samoa.

O le auivi o le a'oa'oga:

1. Fesootaiga faigofie ile Gagana Fa'a-Peretania;
2. O auala e tali atu ai i fesili a tagata e faaogaina ai auaunaga e tusa ai ma le suesueina o avanoa i faletalimalo ma isi fesili masani;
3. Vaavaaiga lelei o tupe maua ma tupe faaalu i totonu o fale faigaluega.
4. Auaunaga Lautele, Fesootaiga i le va o tagata e faaogaina ai auaunaga ma tulaga talafeagai o fesootaiga.
5. Faatumau ma siitia le lelei o tulaga patino i lou tagata ma ia atagia itu lelei i au amio fa'aalia.

Sa faatautaia lea aoaoga mo le lua aso i nofaga e lima I totonu o Upolu ma Savaii. E to'a 94 sui mai atina'e eseese sa auai ai. O le Ofisa o Pisinisi Laiti sa faatautaia lenei aoaoga ma sa faatautaia I le aso 16 I le 31 o Iulai 2018.



#### **6.1.2 A'oa'oga mo Faalauiloa Faatekolonosi Faaonaponei (Digital Marketing)**

O loo faaaauuina pea le faaleleia atili o tomai gafatia mo le manuia o sui faigaluega uma. Ua maea faatautaia le faatinoina o aoaoga i vaega tau maketi i lalo o Polokalame fai faa-pa'aga ale Pulega. O lenei aoaoga sa faamamafa i e o galulue i vaega tau maketi ma faamatalaga o Faletalimalo, mata'aga ma le au faamatala upu poo tagata ta'iala (tour guide). O le sini autu o lenei aoaoga ia faasoa atu le agavaa ma le silafia i e o loo gafa taulimaina faletalimalo, ina ia mautinoa le lelei maua luga o le tomai faaonapo nei e tuuina atu le auaunaga e silisili ona lelei. Sa faamoemoe foi e tali fesili pe faapefea ona faia le tele o punaoa i luga o aupega tafailagi (internet) ma avanoa ina ia mafai ai ona latou fausia se maketi e fa'aaoga ai upega tafailagi.

Faanaunauga Ausia:

1. Fausia/ Filifilia metotia e faaaoga ai upega tafailagi (initaneti);
2. Faaoga sailiiliga ina ia faaleleia ai le agai I luma o lau pisinisi poo le faalapopotoga;
3. Ia malamalama i faamaumauga poo faape'i mai lau website;
4. Fa'aoga auala o fesootaiga e maketi ai lau pisinisi;
5. Ia malamalama I matafaioi ma agavaa o le itu tau maketi.

O lenei aoaoga sa faapea ona faatinoina i aso atoatoa e lua i nofoaga e lima I Upolu ma Savaii. Sa taitaiina e le susuga ia Kevin Shuster o le EMD Limited ma lona soatau ia Jackie Curry ole Spacific. E toa 55 sa faapea ona auai ae na'o le 44 sa faamaeaina aso uma e tolu. Sa faatinoina lenei polokalame I le aso 16 I le 30 o Oketopa 2018.

### **6.1.3 A'oa'oga mo le Faatulagaina o Tau o Oloa ma Auaunaga**

O loo taulamua lava le Vaega o Fuafuaga ma Atina'e e faatino ia Polokalame faaleaoaoga o loo faipaaga ai ma le Malo o Niu Sila. O lenei faamoemoe sa faatatau tonu lea mo le fuafua tataui o le tau o oloa ma auaunaga ina ia o gatasi lelei le tupe faaalu i oloa, le faatupeina o tapenaga faapea



ai ma le tuuina atu o le auaunaga ina ia le gata e faamaliena a tatou malo aemaise le au faipisinisi O le naunautaiga ia fa'atamaoigaina i le tomai, ao se fa'amanatu ia i latou o loo gafa ma le fa'asoasoa o seleni, teumaluina o faamaumauga ma tulaga tau lafoga.

O fa'anaunaga ausia o lenei aoaoga o lo'o taua i lalo:

1. Iloilo tau o oloa ma auaunaga;
2. Faamaumauga o tupe fa'alu mo le pisinisi;
3. Lelei ma talafeagai faamaumauga;
4. Faalaua'iteleina o le tomai i tulaga tau lafoga.

O lenei aoaoga sa faatautaia i totonu o le lua (2) aso i nofoaga e lima (5) i totonu o Upolu ma Savaii. E 70 le aofa'i o sui mai faletalimalo ma mataaga sa faapea ona auai. O le Ofisa o Pisinisi Laiti sa faatinoina lenei auaunaga.



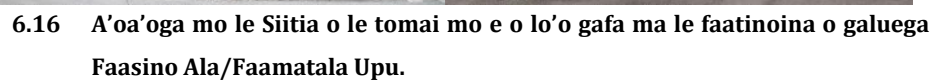
#### **6.1.4 Aoaoga mo fai Faleaiga o le Teuila i le Gaseseina ma le saogalemu o meataumafa.**

Sa faauau ona galulue faatasi le Pulega ma le Matagaluega o Soifua Maloloina ina ia ausia vaega taua mo le saogalemu I le gaseseina o meataumafa aua le soifua maloloina o tagata faatau. O le auga foi o nei aoaoga ina ia faatumauina le lelei o auaunaga ma maua le tulaga o auaunaga mo le mamalu o le atunuu faatau.

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

#### **6.1.5 Aoaoga mo au Kuka aua tapenapenaga mo Taaloga o le Pasefiaka 2019, Changsha Hunan Saina.**

Sa faatinoina foi e le vaega ia aoaoga ina ia faatupulaia ai le tomai I le atinaeina o agavaa eseese I totonu o lenei alamanuia. O lenei aoaoga sa ausia ona o le fesoasoani mai o le Malo o Saina e ala I ana Polokalame fesoasoani. O lea aoaoga sa faasino tonu lava mo e o loo gafa ma le gasesega o meaai taumafa I totonu o faletalimalo faapea foi faleaiga ina ia lelei ma atoatoa tapenaga mo taaloga sa alo atu iai le atunuu. E 21 sui mai faletalimalo, to'a 9 sui mai faleaiga o le Teuila ma le ta'ita'i sa tofia mai le Pulega sa faapea ona auai atu i lea polokalame sa faatinoina I le aso 4 o Mati i le aso 30 o Me 2019.



O vaega autu o le Aoaoga o loo taua i lalo:

- E to'a 75 sui sa auai mai i lea aoaoga sa faatinoaina e le Ofisa o Pisinisi Laiti. E tolu aso atoatoa sa faia ai le aoaoga i nofoaga eseese e lima (5) i totonu o Upolu ma Savaii i le aso 27 o Me i le aso 19 o Iuni 2019. O lenei foi aoaoga ua maea resilataina i lalo o le faavaa a le Pulega o Tusi Pasi ma Faailoga Taualoa a Samoa.



#### 6.1.7 A'oa'oga mo Auaunaga Lautele mo Atina'e Turisi.

O lenei aoaoga o se tasi lea o a'oa'oga mulimuli sa faapea ona faatinoina e le Vaega o Fuafuaga ma Atinae i totonu o lenei tausaga faaletupe. O lenei polokalame sa faatupeina mai foi e le Malo o Niu Sila, e ala i ana Polokalame fesoasoani mo le atinaeina o tomai ma agavaa o tagata faigaluega o lenei alamanuia. O Auaunaga Lautele sa faailo mai I sutesuega ma faatalatalanoaga sa faatautaia. O lenei aoaoga sa faasino tonu lea mo e o loo gafa mo le taliina o tagata i aso uma. Sa a'otauina sui uma ia mae'a le aoaoga ua mafai ona ausia manulauti nei:

O fa'anaunauga ausia nei o lenei aoaoga:

1. Ia tuuina atu le auaunaga aupito sili ona maua luga;
2. Taulamua e tali atu tulaga faigata o le auaunaga;
3. Foia o faitioga mai tagata o mana'omia le auaunaga;
4. Ia fai se sootaga lelei o tagata oloo mana'omia le auaunaga

Sa faatautaia lea aoaoga mo le tolu aso i nofoaga e lima i totonu o Upolu ma Savaii. E to'a 91 sui mai atinae eseese sa auai ai. O faiaoga o le susuga ia Kevin Schuster o le EMD Ltd ma le Susuga ia Jackie Curry o le Specific Consultancy Ltd. O lenei foi aoaoga ua maea resilataina i lalo o faavae a le Pulega o Tusi Pasi ma Faailoga Taualoa a Samoa.



#### 6.1.8 Resitalaina o Polokalame mo A'oa'oga

O a'oa'oga mo Faamatala Upu/Faasino ala faapea A'oa'oga mo Auaunaga muamua Ofoina atu, o ni aoaoga pupuu ua maea ona ona resitala aloaia I le vaeaga o Tusipasi ma Faailoga Taualoa a Samoa. O loo faaaauu pea ona faia galuega faipaaga ina ia faamautinoa nei ituaiga aoaoga pupuu ua faamaonia aloaia. O faanaunauga ausia o nei aoaoga, iloiloga, ta'iala o le makaina, o faiaoga, faamaumauga o le soifua galue, alagā'oa, fuataga, suega aemaise nofoaga oloo faatino ai nei aoaoga, sa siaki lelei ia faamautinoa oloo tausisia vaega uma. E ui o se faiga e matua faigata tele ona maua o nei faamatalaga ae ose fuafuaga taua tele.

Ina ia mautinoa le lelei o nei aoaoga sa faatinoina ai ia iloiloga ma fuataga o sui auai e le vaega o Fuataga ao le'i mauaina a latou tusipasi ua uma ona aloaia e le vaega o Tusi Pasi ma Faailoga Taualoa(SQA). Na faaaauu pea ona ofoina atu e le Pulega nei aoaoga pupuu ua aloaia e fesoasoani ai i tagata taitoatasi e fausia ai ni ta'iala mo latou lava.

#### 6.1.9 Fonotele a Atunuu O Le Vasa Pasefika mo Mataupu Tau Atinae Turisi Ma Le Fesootaiga Taua Ma Faiga Faavae Lelei Aua Le Gafataulimaina Lelei O Le Siosiomaga.

O se avanoa faaauro sa mauaina e lenei vaega e taitaia ma faatautaia ai se fonotaga mo le UNESCO/SPTO, mo le faamautuina o le tulaga maualuga o turisi i le meamata/moana i totonu o le Pasefika ma le Teritori. O lenei fonotaga o se vaega o le SPTO, o le laulau o le komiti faatonu ma le vaega o minisita o Turisi sa talimalo ai le Pulega i Apia. Ina ia tusa ai male Manulauti o lenei fonotaga "Puipuia le lanu moana o le Pasefika" sa faalia i lea fonotaga ni taumafaiga fou mo

tagata tafafao mai le Pasefika ma talanoaina avanoa e lagolago i le Turisi pei ole Siosiomaga o tu ma aganuu ma aga fesoota'i.

## **6.2 Polokalame Faalauiloa ma Aoaoga tau Turisi**

O lo'o taulamua pea le Vaega o Fuafuaga ma Atinae i le faalauiloaina o aoaoga ma faalauiloa a le Pulega aua le nofo silafia ai le gata o malo mai fafo ae faapea foi le mamalu ole atunuu. O faasalalauga i luga o televise ma leitio o nisi o vaega e masani ona faaogaina mo nei faalauiloa.

O le Vaega foi lenei o loo fesoasoani i meaaoga a tamaiti aoga ma nisi lava o manaoga tau suesuega e faaii atu ile ofisa. O loo maitauina foi le siisii ole numera o tamaiti aoga i tausaga taitasi o loo agai mai pea i le ofisa aua a latou suesuega. O se siitaga lelei i le ofisa ona o le taumafai lava ia alualu i luma le fuainumera o tamaiti e tauaveina mataupu Tau Turisi. Sa fiafia foi le Pulega e ofofuaina atu lo latou taimi e faia ai ni folasaga mo le Kolisi o Leulumoega Fou. O loo iai foi le fuafuaga a le Pulega ina ia faasafua atu lenei polokalame i Kolisi uma o Samoa. O lenei tausaga sa faapea foi ona auai atu ai le Pulega i le faalauiloa a le Pulega o Tusi Pasi ma Faailoga Taualoa a Samoa, aua le faalauteleina o malamalama i galuega faatino a le Pulega.

## **6.3 Komiti Faavae mo Aoaoga Tagata Tafafao Maimoa.**

O le komiti lenei sa faavaeina i le tausaga 2010 i le maea ai o faatalatalanoaga faalauaitele mo le aga'i i luma ole lumanai o aoaoga mo le faaleleia o auunaga e ofoina atu i tagata asiasi mai. O lenei foi komiti o loo gafa ma le faufautuaina ole Pulega o Tusi Pasi Taualoa a Samoa i faailoga taualoa e patino i galuega poo atina'e turisi. O i latou foi nei o loo taulamua ile faiga o faavae ma faaiuga o so'o se aoaoga o loo mafai nei ona faagasolo e le Vaega o Fuafuaga ma Atinae.

## **6.4 Polokalame Fesoasoani ma Galuega Faipaaga ma le Malo o Niu Sila**

E fiafia lava le Pulega e faailoa le fesoasoani a le Malo o Niu Sila e tauala atu i le atinaeina o lenei alamanuia. O le aotauina ma le atinaeina o agavaa i lalo ole vaega 3 o lenei taiala e lua ona vaega o lo'o galulue ai le Pulega aua lona ausinaina:

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

E lima (5) ni aoaoga ua mae'a lona faatinoina i lalo o lenei polokalame. O nisi o aoaoga o loo mafai ona faataatitia i totonu o le Fuafuaga Aoa mo Aoaoga o le a mafai ona faatinoina i totonu o le 5 tausaga.

## 6.5 A'oa'oga ma Fonotaga sa auai atu iai le Aufaigaluega

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

| A'oa'oga                                                                                                                                                                            | Nofoaga                |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------|
| Faonotaga mo Agavaa a le Vaega o Suava'i, SQA – 13 Iulai 18                                                                                                                         | Apia                   |
| Fonotaga mo le China Ready – 9 Aukuso 18                                                                                                                                            | Apia                   |
| Fonotaga mo le iloiloaina o Fuafuaga mo Nuu ma Afioaga, MNRE – 16 Aukuso 18                                                                                                         | Apia                   |
| Fonotaga mo le Faailogaina o Agavaa fou ma Agavaa ua maea a'oa'oaina ai, SQA – 21 Aukuso 18                                                                                         | Apia                   |
| Aoaoga i Tulafono mo le Atina'eina o Turisi                                                                                                                                         | Tokyo, Iapani          |
| Fonotaga a le Pulega o Faailoga ma Tusi Pasi Tauloa, 8 Aukuso 2018                                                                                                                  | Apia                   |
| Fonotaga mo Taiala a le Pulega o Tusi Faailoga ma Tusi Pasi Tauloa aua le Iloiloaina o Faailoga a Samoa, 14 Novema 18                                                               | Apia                   |
| Revised Guidelines for Recognition of Non Formal Learning, SQA – 28 <sup>th</sup> Nov 19                                                                                            | Apia                   |
| Fonotaga mo le vaitaimi o le mugala, SPREP – 29 – 30 Nov 18                                                                                                                         | Apia                   |
| Polokalame mo Tulafono I le Atina'eina o le Turisi – 17 Setema – 26 Oketopa 18                                                                                                      | Hokiriku Iapani        |
| Polokalame Turisi mo le Atu Motu o le Pasefika, 8 <sup>th</sup> Oketopa – 18 <sup>th</sup> Novema 18 (Fall)                                                                         | Hawaii & Washington DC |
| Concept of Operations Training (Multi Hazard Early Warning System) – 14 <sup>th</sup> Nov 18                                                                                        | Apia                   |
| Fonotaga a le UNESCO/SPTO, 1 – 5 Oketopa 18                                                                                                                                         | Apia                   |
| Fonotaga mo le Fausiaina o Faamaumauga o Faailoga Tauloa, SQA                                                                                                                       | Apia                   |
| Aoaoga mo le au Kuka aua tapenaga mo taaloga o le Pasefika 2019, 4 Mati – 30 Me 19                                                                                                  | Hunan, Saina           |
| Fa'aaliga mo Togalaau 2019, 29 Aperila – 1 Me 19                                                                                                                                    | Beijing Saina          |
| Fonotaga mo Minisita mo le CPTY                                                                                                                                                     | Apia                   |
| Polokalame Turisi mo le Atu Motu o le Pasefika - Aperila 22 <sup>nd</sup> – 3 <sup>rd</sup> Iuni 19 (Spring)                                                                        | Hawaii & Washington DC |
| 13 <sup>th</sup> UNWTO Executive Policy and Strategy Training on the theme Growth and Innovation-Opportunity for Growth and Development, 24 <sup>th</sup> -28 <sup>th</sup> June 19 | Jeju Island, Korea     |
| Fonotaga mo auala eseese e faatino ai le atina'eina o le poloketi leni o Atina'e mo Faatoaga ma Turisi                                                                              | Nadi, Fiti             |

## 6.2 Atina'e Auaunaga ma Galuega Tetele

### 6.2.1 Polokalame mo Tapula'a Faatulagaina o Faletalimalo

I le maea ai o le asiasiga faale-tausaga i le tausaga faale-tupe ua mavae atu, e tele ni fautuaga sa mafai ona faamauina ma taliaina e le Komiti tele, e ao ona faatinoina aua le aga'i i luma o lenei polokalame taua. Mai le tele o nei fautuaga e lua ni fautuaga sa mafai ona faatinoina i totonu o lenei tausaga. O le talosaga muamua sa tuuina mai mo fale apitaga e tatau ona fai asiasiga faatasi a le komiti asiasi e ese mai le asiasiga faale-tausaga, e tuliloa ai fautuaga o lo o tuuina atu nai lo o le faatali i leisi tausaga. O lea sa faapea ona faataunuaina ai se asiasiga se tasi mo fale apitaga uma i Savaii ma asiasiga faapitoa e tolu sa faatinoina mo fale apitaga e 11 sa tofiaina mo le taaloga o le Pasefika.



O leisi fautuaga sa faatinoina o le tuuina atu lea o tusi pasi aloia mo fale apitaga sa faamalieina tapulaa moomia po o tapulaa faatulagaina mo fale talimalo. E 121 fale talimalo sa faapea ona mauaina nei tusi pasi ma e tasi le tausaga e aoga ai, o lea sa amatalia ai le aoga o nei tusi pasi mai le aso 7 o Aukuso 2018 seia paia le aso 6 Aukuso 2019. O lenei tusi pasi / faamaonia e faatoa mafai ona sui pe a mae'a asiasiga faale-tausaga a le Komiti e pei ona masani ai.

Sa mafai foi ona faataunuaina le Iloiloina o Tapulaa Moomia / Faatulagaina mo fale talimao (hotels) ma fale apitaga tu matafaga (beach fales) e pei ona faaogaina i le taimi nei. Ona o le faatupulaia o le fuainumera o fale apitaga maua luga ona tapulaa i totonu o si o tatou atunuu, o lo o faapea ona o faatasi ma le faatupulaia o le fuainumera o tagata tafafao o lo o asiasi mai faapea tupe faaalu. O lea sa faapea ona toe faapupula mai ai le alaga tatau o le faatinoina o le iloiloga o a tatou tapulaa ma amata vaavaai i le faaogaina o ni tapulaa o lo o faapea ona faaogaina e atunuu tetele. I le aotelega o lenei galuega, o le faamoemoe ia Iloilo tapulaa moomia o lo o faaogaina ma saili se taiala e mafai ai ona fausiaina ni tapulaa e o tutusa ma tapulaa o lo o faaoga e atunuu tetele, aemaise se fuafuaga i le faatinoina o ni tapulaa fou mai lenei galuega. Ma ia faapea ona mafai ona iloa gofie ai tatou fale apitaga ma mafai ona faatauva atu i isi atunuu tetele e ala mai lava i tapulaa ausia a tatou fale talimalo.



O le konekarate mo lenei galuega taua sa tuuina atu I le KP Consultancy NZ I le maea ai o iloilogia O le aotelega o le galuega a le Konisale o le faatinoina lea o se suesuega e saili ai vaega e ao ona ave iai le faamuamua e aofia ai le iloiloia o tapulaa moomia mo faletalimalo ma fale apitaga tu matafaga, o se polokalame e faatulaga ai fale talimalo ma le faasologa o le fuafuaga mo le faatinoina o nei polokalame aemaise le puleaina.

E lima ni faatalanoaga sa mafai ona faatino mo fale apitaga ma fale apitaga tu matafaga mo Upolu ma Savaii faapea fonotaga ma matagaluega o loo tele se latou sao i lenei polokalame aemaise sui o le Komiti. Mai i nei faatalanoaga e na'o le 27 fale talimalo ma fale apitaga tu matafaga sa faapea ona auaimai.. Sa vaaia le vaivai o le lagolagosua o le au fai fale apitaga i nei faatalanoaga taua, ma i le maea ai o lenei iloilogia e na'o se 20% o fautuaga ma manaoga a I latou o lo o faatinoina nei atina'e sa mafai ona faailo i totonu o le ripoti, a'o leisi 80% e mai le Komiti faapea matagaluega sa iai I faatalanoaga. Ua taulimaina nei e le Komiti Faatonu a le Pulega le ripoti o lenei iloilogia ma o lo o fuafua e tatala aloaia tapulaa moomia fou ua maea tuu faatasia mo fale apitaga i se taimi oi luma.

## **6.3 Atinaega o Pisinisi**

### **6.3.1 Atina'e / Pisinisi Fou**

Ua maitauina le faatupulaia o le fuainumera o i latou o lo o fia fausiaina atina'e turisi ua mafai ona fesootai muamua mai le tatou Ofisa mo fautuaga i ituaiga pisinisi e fetui ma le nofoaga talafeagai e faatino ai, aemaise le tuu faatasia lea o fuafuaga faapisinisi ma isi vaega e moomia ai le fesoasoani ae lei faatinoina le pisinisi. Ua vaaia foi le aoga tele o polokalame faalauiloa o lo o faaauau ai pea i tausaga uma e faaoga ai polokalame eseese i luga o le leitio, televise faapea upega tafailagi a le Ofisa. O lo o faaauau ai foi ona fautuaina tagata o loo fuafua e fausiaina atinae tau turisi ina ia aga'i mai le ofisa mo le faatumuina o pepa resitala aemaise le tuuina mai I totonu o pepa moomia mo soo se atina'e ae le'i amatalia galuega. O asiasiaga pei ona masani ona faafoeina e le matou vaega, e le gata e fesoasoani e faamauina ai nofoaga o le a faatino ai le atina'e ae e aoga tele i le aoina lea o faamatalaga moomia e fesoasoani i

fautuaga e tuuina atu i le au fai atina'e ae le'i amatalia galuega. O asiasiga faale-kuata o lenei tausaga faale-tupe sa asia ai foi ma atina'e ua mae'a resitalaina ae sa tuuina mai talosaga mo le faafouina o a latou laisene pisinisi.

O lisi o loo tuuina atu i lalo o le aotelega lea o atina'e / pisinisi fou na resitala ma asiaina (o loo aafia ai foi ma atina'e ua maea resitalaina ae sa asia) i lenei tausaga faaletupe:

| <b>Ituaiga o Atina'e / Pisinisi Fou</b>                                                                                                                                                                                                                                        |    |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|
| Fale Apitaga <ul style="list-style-type: none"> <li>• Atina'e ua mae'a ona fausiaina 7</li> <li>• Atina'e ua lata ina mae'a 4</li> <li>• Atina'e o lo o faagasolo pea le fausiaina 1</li> <li>• Atina'e o lo o fuafuaina 1</li> <li>• Atina'e ua maea resitalaina 8</li> </ul> | 21 |
| Pisinisi / Atinae Lagolago <ul style="list-style-type: none"> <li>• Atina'e faasino-ala 8</li> <li>• Mataaga 2</li> </ul>                                                                                                                                                      | 10 |
| <b>Tusi fesoasoani mo Laisene Pisinisi sa tuuina atu mo laisene:</b>                                                                                                                                                                                                           |    |
| Fale Apitaga ma Pisinisi Lagolago <ul style="list-style-type: none"> <li>• Atina'e fou 4</li> <li>• Atina'e / Pisinisi ua maea resitala ae o loo faafouina laisene 3</li> <li>• Atina'e lagolago 6</li> </ul>                                                                  | 13 |

### 6.3.2 Atina'e Tetele

E pei ona avea ai le vaega o Fuafuaga ma Atina'e ma sui momo'e a le Pule Sili i fonotaga masani a le Komiti o Atina'e Tetele pe a le avanoa o ia, lea sa faaauau ai pea auaunaga a lenei vaega e pei ona tofiaina. E lua ni fonotaga ma se asiasiga sa faatautaia i totonu o lenei tausaga faaletupe sa auai atu sui a le vaega nei e fai ma sui a le Pule Sili. Ua mae'a foi ona tuu faatasia se taiala mo atina'e tetele e patino i le alamanuia o tagata tafafao mai e mafai ona tuuina atu i a i latou e ono mana'o e faatino se atina'e i totonu o Samoa. Sa faaauau ai foi galuega faipaaga a le Pulega ma isi matagaluega a le Malo o lo o i totonu o lenei Komiti, aua le faafoeina o talosaga e faasino i lenei alamanuia aemaise latou o lo o fia manana'o e fausia ni a latou atina'e turisi tetele i ina ia faafaigofie faatinoga uma.

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

O lo o faaauau pea galuega fesoasoani a le vaega o Fuafuaga ma Atina'e i le vaega o lo o Puleaina ma Vaaia lenei poloketi, e tali atu ai i manaoga a le Kamupani po o le Ofisa Konesale o lo o iai le Puleaina o le aotelega o le poloketi faapea le Malo o Niu Sila o loo faatupeina, e ala mai vaega poo faagaioiga o loo patino ma faatinoina e le matou vaega. E pei ona taua, e lua (2) ni vaega taua o le poloketi o lo o matou faatinoina, o le Faaleleia o le tulaga i faamatalaga ma faailoilo mo tagata tafafao maimoa mai faapea mataaga ua ave iai le faamuamua ma le itu tau A'oa'oga ma le faaleleia o Tomai o i latou o loo galulue i lenei alamanuia.

#### **6.4.1 Faaleleia o Faamatalaga ma Faailoilo**

I totonu o lenei tausaga faaletupe sa tatala aloaia ma faatuina ai faailoilo e 65 mo Upolu ma le 46 mo Savaii. O le faamoemoe o nei faailoiolo ina ia mafai ona faamalieina le manaoga sa faapea ona maua i le ripoti mo le suesuega sa faatinoina mo tagata tafafao maimoa mai, o le leai poo le lē lava lea o faamatalaga ma faailoilo e faailoa ma faasino ai tagata tafafao maimoa mai i mataaga ma atina'e tau turisi i totonu o Samoa. Aemaise ai le . siitia ai o le iloa i le tele ma le anoanoa'i o a tatou mataaga matagofie o lo o faapea ona maua i totonu o si o tatou atunuu. O lo o iai foi le naunautaiga ina ia unaia ai o tatou tagata aemaise afioaga o lo o iai nei faailoilo ma mataaga ia faapea ona vaaia lelei a latou atina'e aua se manuia mo i latou aemaise le fesoasoani i le tamaoaga o si o tatou atunuu, e ala lea i le faatupulaia o le fuainumera o i latou e asiasi mai ma asia nei mataaga. Ae peitai, sa maitauina le faaleagaina ai o nisi o faailoilo i totonu o nisi o afioaga ae lei atoa se tausaga talu ona faafaeina lenei fuafuaga ma faatuina nei faailoilo. O lea sa faatinoina ai e le matou vaega ni polokalame faalauiloa e le gata i luga o leitio ma nusipepa ae faapea foi ona faatalanoa nuu ma afioaga aemaise lava aiga taitasi o lo o faaogaiga vaega o a latou fanua e faatutu ai faailoilo sa faaleagaina faapea faailoilo o lo o lelei pea. O le naunautaiga ina ia aua'i mai manatu ma le lagolagosua a nuu ma afioaga ina ia matou galulue faatasi i le vaaia lelei o nei aseta a le Malo e tauala mai fesoasoani mai fafo.

E pei ona iai i ripoti ua mavae o lo o faaauau ai pea le faatalanoaina o le komiti mo le galueina o lenei poloketi, po o ai tonu e gafa ma galuega faaleleia o faailoilo pe a maea atu le poloketi.

Aua o galuega faaleleia o lo o faagasolo le taimi nei o lo o totonu o le maliega ma kamupani o lo o faatinoina galuega i totonu o le tasi tausaga e faagasolo ai a latou galuega faalelei i



faailoilo ua faaleagaina. O lea ua faataatia mai se faaiuga, e na'o le pulega po o latou i luga

atu e mafai ona faia se faaiuga tonu poo ai le matagaluega e tatau ona gafa ma galuega faaleleia mo faailoilo ua faatinoina.



#### 6.4.2 Faaleleia o Mataaga

E tasi le mataaga sa mafai ona faamaeaina galuega faaleleia i totonu o lenei taausaga faale-tupe o le mataaga o le Afu Aau Falls i Palauli, Savaii. O galuega faaleleia sa faatinoina o le faateleina lea o le auala taavale, faaleleia o le pakaga mo taavale e tusa ma le 100m le mamao mai le tafega (fall) atu e pei ona masani ona paka ai taavale a tagata e latalata i le vaitafe. Ua maea foi ona fausia auala / sitepu savali agai i lalo o vai taele poo vaega o le mataaga e mafai ona fai ai taelega.

E tolu isi mataaga sa faapea ona amatalia galuega faaleleia e pei ona iai le Sopoaga Falls, Fuipisia Waterfall ma le Saleaulava Lava Fields i Savaii. O le tele o galuega faatino mo mataaga nei e tolu o le faaleleia lea o auaunaga mo malo o le a asia nei nofoaga aemaise le saogalemu. O lo o faaauau foi faatalanoaga o paketi faataatitia mo mataaga o lo o lisiina e ave ai le faamuamua aemaise vaega e tatau ona ausia ae lei amatalia galuega faaleleia.



### 6.5 Poloketi mo Faleui

Ua maea nei ona fausia faleui e tolu e pei iai fuafuaga mo le poloketi i tausaga taitasi. O faleui ua faaopopoina, ua aofia nei (i) Saleaula – Mataaga ole Lava i Saleaula, (ii) Fagafau (Lovers Leap i Fagafau) ma (iii) le Falemaimoa a Ropati Sitivisone (RLS Museum I Vailima).



ona

ai

Lui

I lona atoaga, ua atoa nei le 11 o Faleui ua fausia e le Pulega mo Upolu ma Savaii, ma loo faatino pea asiasiga i masina taitasi i faleui uma nei.

### 6.6. Paka mo “Atinae mo Faatoaga ma Turisi” (Agritourism Park)

I tulaga o galuega faasolo mo le atina’eina o le paka mo le maimoaga i faatoaga mo lenei ripoti faaletausaga, sa maitauina ai le siisii o galuega faatino ae tumau pea le laititi o le paketi mo lea poloketi faapitoa. E feololo se vaega tupe a le Vaega o Fuafuaga ma Atinae ua faaogaina e le poloketi lenei, ona o le naunautaiga ina ia taunuu fuafuaga ua maea ona faataatitia.

Sa galulue pea le Vaega o Fuafuaga ma Atinae ma le Matagaluega o Punaoa Faalenatura ma le Siosiomaga i nisi o atinae, ma ua faapea nei ona maea nisi o galuega;



Auala taavale ma alāvai;

(i)

Sitepu Maa;

(ii)

Vaitūloto

I tulaga tau fonotaga ma fesootaiga faaleofisa, sa auai se tasi o sui o le Vaega o Fuafuaga ma Atina'e i se fonotaga sa faia i Fiti e faatatau i auala eseese e faatino ai le atina'eina o le poloketi lenei o Atina'e mo Faatoaga ma Turisi (Agritourism). E le gata i lea, ua mausali foi le galulue faatasi ma isi Matagaluega i lea poloketi (MAF / MNRE / SROS / WIBDI / STEC/ SFA / SPTO / CTA / PIPSO) ma ua faapea ai ona maua pāaga e tele e fesoasoani i le ofisa, e le gata i Samoa nei, ae faapea foi faalapopotoga mai fafo.

O nisi o galuega ua faapea ona amatalia, e aofia ai le (i) Falelaau (Greenhouse) e faaputu iai laau, (ii) Fuaina o le fanua aua le totoina o laau, (iii) Auala tu-totonu (inner roads) mo le maimoaga i le paka. O loo faatino pea le galuega fita i aso taitasi e pei ona masani ai, o le teuina lea o le fanua (sasaina ma le moaina o le Vao).



## 6.7 Komiti o le Tali atu i Faalavelave faalenatura ma faalavelave faafuasei

Sa fa'aauau pea galuega fesoasoani o le vaega o Fuafuaga ma Atinae e pei ona filifilia ai e avea ma sui o le Pulega e auai atu i fonotaga ma a'oa'oga e faatinoina e lenei komiti. O le vaega foi o Fuafuaga ma Atinae, e feagai ma le fa'atinoina o le fuafuaga a le Pulega i le tali atu lea i faalavelave faalenatura ma faalavelave faafuasei (Disaster Response Plan). Sa ta'ita'iina pea e lenei vaega le komiti a le Pulega e tali atu i faalavelave faalenatura ma faalavelave faafuasei (Disaster response team). Sa fa'atinoina foi tiute i lalo o le fuafuaga a le Pulega, e pei o le faasoaina lea o fa'amatalaga i uiga louloua o le tau, i pisinisi uma o lenei alamanuia o tagata tafafao mai fafo, aua le saogalemu ma le malupuipuia o malo asiasi mai.

## 6.8 Poloketi aua le tali atu i Atina'e tau tagata tafafao maimoa i aafiaga ona o fesuaiga o le tau

O le vaega o Poloketi e Tali atu i Aafiaga o le tau (Climate Change Unit) o se tasi nei o vaega e aofia i lalo o le vaega o Fuafuaga ma Atinae. O lenei vaega sa faatautaia ma fa'aauauina nisi o asiasiga (site visits) mo le mataituina lea o galuega sa fa'atinoina i lalo o le Poloketi (ICCRITS) sa faatupeina e le malo afaatasi (UNDP). O lenei poloketi sa fa'amanuiaina ai nisi o fale apitaga tu matafaga, e ala lea i le toe faaleleia ma fa'amautu lelei, aua le tali atu i aafiaga o fesuiaiga o le tau. O lenei poloketi sa fa'ai'uina i le fa'aiuga o le tausaga (2018), ae peita'i e 12 masina le taimi fa'atulagaina mo ni vaega e mo'omia le toe fa'aleleia ma fa'amae'a lelei (Defects Period). I lenei tausaga fa'aletupe, e lima (5) asiasiga (Monitoring and Evaluation Site visit) sa fa'ataunu'uina aua le toe mataituina o nisi o vaega sa moomia ona toe faaleleia. Sa auai foi sui o le malo afaatasi (UNDP) ae maise Inisia (Kramer Ausenco) sa faapea ona vaaia lenei poloketi, ma sa faapea ona tu'uina atu ai fautuaga i konakarate sa fa'atinoina galuega. Ina ua ma'ea lelei ona fa'atino nisi o galuega fa'aleleia sa fautuaina e inisinia, sa tu'uina atu loa le tusi e fa'ailoa ai ua fa'amae'aina le galuega (Completion Certificate) aemaise o aiaiga fa'akonakarate.



## **6.9 Polokalame mo le Gafataulimaina ma le Mataituina o le fa'aaogaina o le Eletise ma le Suavai i fale talimalo**

O lo o galulue fa'atasi pea le vaega o Fuafuaga ma Atina'e ma le Fa'alapotopotoga Turisi a le Pasefika I Saute (SPTO), i le fa'atinoina o lenei polokalame taua, aua le gafataulimaina o atinae tau tagata tafafao. O le sini autu o lenei Polokalame ina ia mafai ona fesoasoani i faletalimalo, e ala lea i le fa'aititia o seleni alu i le eletise ma le suavai. Sa faapea foi ona tu'uina atu le talosaga i le SPTO mo se isi aoaoga mo lenei polokalame, ina ia mafai ona fa'atinoina e sui o le vaega o Fuafuaga ma Atina'e lenei polokalame. O lea sa talia e le SPTO le talosaga ma o le a fa'atinoina lenei aoaoga i le amataga o le tausaga fa'aletupe fou.

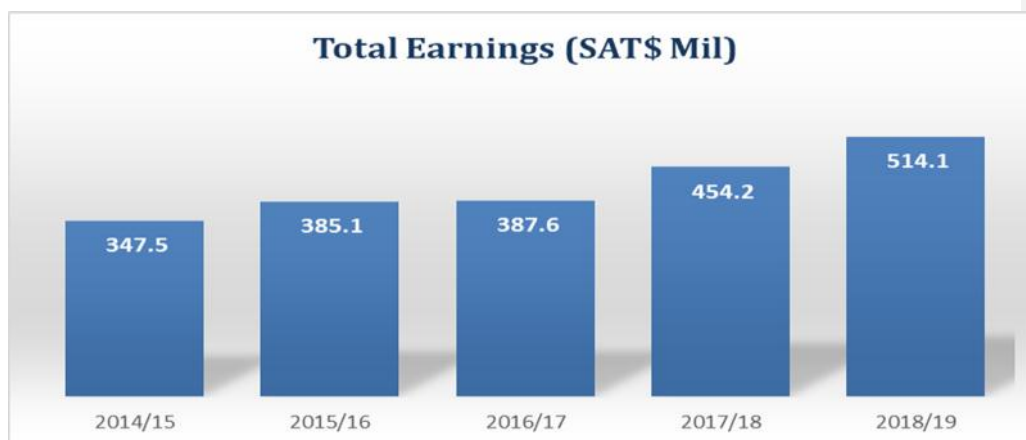
## **7.0 VAEGA SUÉSÚÉGA MA FUAINUMERA**

### **7.1 AOTELEGA**

Sa fa'aauauina ma faamautuina le sologa lelei o galuega faatino a le vaega mo le tausaga faaletupe 2018/2019; ma o loo faatuputupulaia pea le sologa lelei o galuega a le Atinae o Tagata Tafafao Maimoa.

Na faatupulaia tupe maua mai le atinae lenei o Tagata Tafafao Maimoa i le 13.2% (SAT\$514.2 miliona) ina ua faatupulaia tagata asiasi mai i Samoa i le 9.3% (178,564 tagata) pe a faatusa i le tausaga faatoa tea'atu nei.

O le siitia o tagata tafafao ma asiasi mai i Samoa ma faapea ai ona siitia tupe maua a Samoa mai lenei alamanuia na mafua ina ua toe lele le vaalele a Samoa le Samoa Airways faapea ai ma le Talofa Air ua faaopoopo ai isi avanoa e tele mo femalagaiga ma faapea ai ona pau tau o pasese mo faigamalaga i le va o Samoa ma a tatou maketi autu o Niusila, Ausetalia faapea ma Amerika Samoa.



## 7.2 MAKETI

Na maoaé le siitia o tagata asiasi mai Ausetalia (7,827 tagata) i le tausaga lenei pe a faatusa i le tausaga ua teá atu nei. E 23.7% le siitia na faamauina e sili atu ai tagata na asiasi mai i Samoa mai Ausetaliai le tausaga lenei pe a faatusa i le tausaga ua teá, ma e mafua mai ona o faigamalaga faaopoopo a le Samoa Airways mai Brisbane faapea ai ma

le faalauiloa tele na faia i Ausetalia e ala atu i le ata tifaga o le Survivor lea na pué i Samoa.

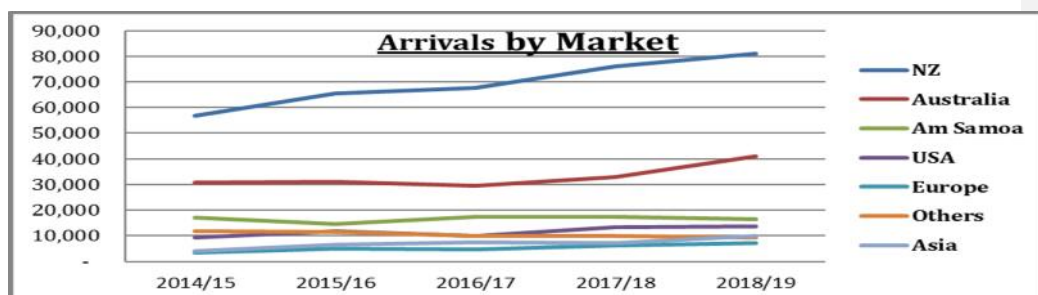
O loo tulaga muamua pea le maketi o Niu Sila i le numera o tagata tafafao ma asiasi mai i Samoa; o le 45% o tagata asiasi mai i Samoa e omai Niusila, ma ua faamauina se siitaga i tagata mai Niusila e tusa ma le 6.5% (pe 4,987 tagata faaopoopo) i le tausaga lenei. E 81,135 le aofaiga o tagata mai Niusila i le tausaga lenei pe a faatusa i le tausaga ua teá e 76,148 tagata. O le toatele o tagata asiasi mai o tagatanuu o Samoa ma a latou uo na tafafao ma asiasi mai i aiga. O se tasi o mafuaaga tele o le siitaga o le fesoasoani malosi a le Malo o Niusila i galuega tau maketi ma fefaátuaiga a Samoa i Niusila.

E lei mafia e le maketi o Amerika i Saute ona sosoó le faasiliga na iai i le tausaga ua teá ae na faamauina lava se siitaga laititi o tagata asiasi mai i le maketi lenei e 3.3%. E 48.5% ua faatupulaia ai lenei maketi pe a faatusa i le 5 tausaga ua tuanai.

Na o le maketi o Amerika Samoa o loo lipotiina le pau o tagata asiasi mai ona o tapulaa mo femalagaiga sa faapea ona maitauina i totonu o le maketi.

O loo tulaga lelei foi maketi Europa ma Asia. O loo faamauina ni siitia o tagata tafafao maimoa mai e 14.1% mo le maketi o Europa ma le 37.2% mo le maketi o Asia ae faaluaina le siitia o nei maketi talu mai le 5 tausaga ua teá. E pei ona faamaonia i le suesuega ma faamatalaga maua mai tagata na asiasi mai i Samoa (IVS), e maoaé atu tupe a tagata mai maketi nei i totonu o Samoa pe a faatusa i isi a tatou maketi.

| 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% |          |          |

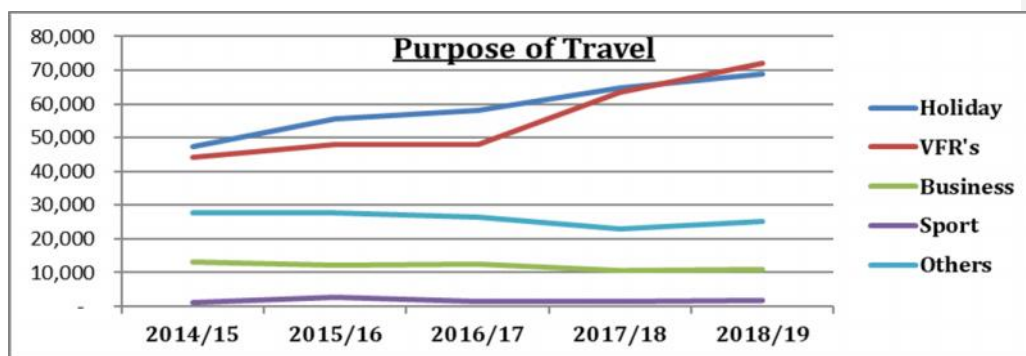


### 7.3 MAFUAAGA O LE FAIMALAGA MAI I SAMOA

I tulaga tau mafuaaga o le asiasi mai, o loo vaaia ai le maoa'e o le siitia o le vaega o Uo ma Aiga asiasi mai i Samoa; na siitia i le 13.4% pe a faatusa i le tausaga ua teá, ae 63.3% ua siitia ai talu le 5 tausaga ua teá. O lenei siitaga o le toatele na omai mai tatou maketi o Niusila ma Ausetalia mafua mai ona oe femalagaí le Samoa Airways. O le tausaga lenei ua sili atu ai le numera o uo ma aiga asiasi mai i Samoa nai lo tagata tafafao ma maimoa e omai Samoa ma nonofo i faletalimalo talu mai le 5 tausaga talu ai. Na siitia foi le tatou vaega o tagata tafafao ma maimoa i le na o le 6.4% ma ua tulaga lua ai i le vaega o Uo ma Aiga asiasi mai. I le aotelega o le mafuaga o le faimalaga mai i Samoa 40% o loo umia e le Vaega o Uo ma Aiga asiasi mai ae 39% o loo umia e tagata tafafao maimoa i Samoa. Sa siitia foi le vaega o Tagata faipisinisi na asiasi mai i Samoa i le 6.6%.

| 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           |
| <b>Totals</b>     | <b>133,070</b> | <b>100%</b> | <b>146,104</b> | <b>100%</b> | <b>146,437</b> | <b>100%</b> | <b>163,323</b> | <b>100%</b> | <b>178,564</b> | <b>100%</b> |                |                |

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

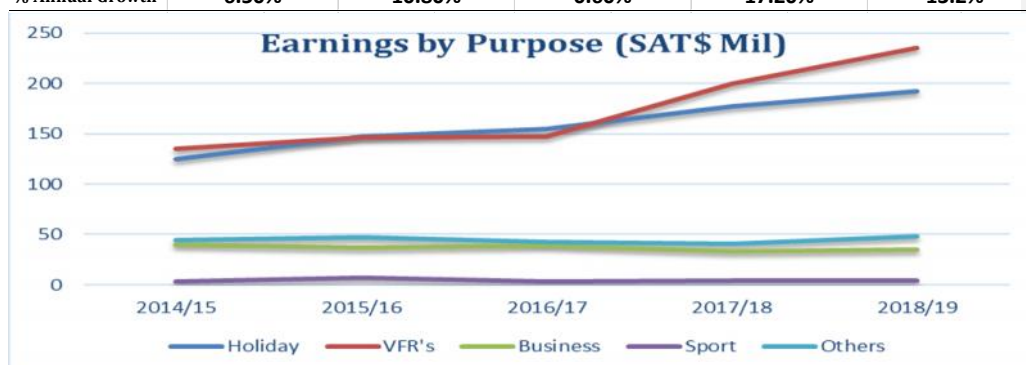


#### 7.4 TUPE MAUA

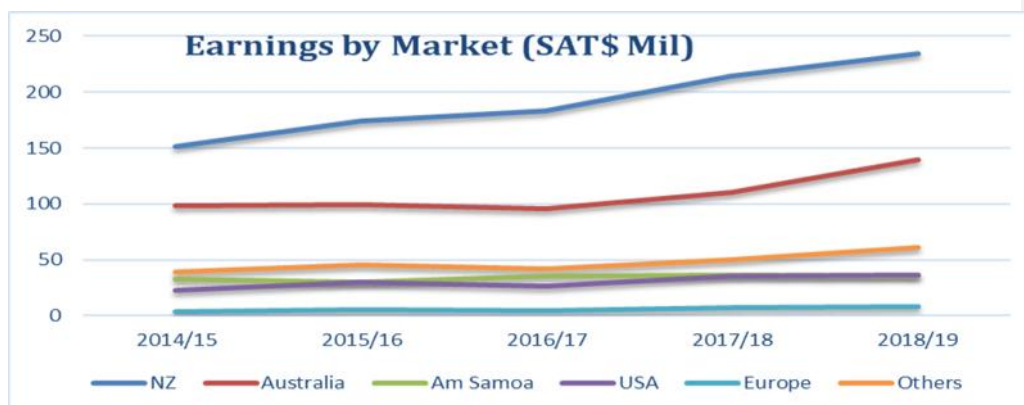
Ua siitia tupe maua i le 13.2%, poo le \$514.1 miliona mai le SAT\$454.1miliona o le tausaga faaletupe 2017/18. O nei siitaga e mafua mai le maualuga o le aofai o tagata tafafao maimoa mai aemaise le faatupulaia o le vaega o Uo ma Aiga asiasi mai faapea le faatupulaia o tagata tafafao maimoa mai maketi o Ausetalia, Europa ma Asia e maualuga atu la latou tupe faaalu I totonu o Samoa nai lo tagata tafafao maimoa mai isi maketi.

| Earnings by Purpose (SAT\$ Millions) |              |             |              |             |              |             |              |             |              |             | Growth % 19/18 | Growth % 19/15 |
|--------------------------------------|--------------|-------------|--------------|-------------|--------------|-------------|--------------|-------------|--------------|-------------|----------------|----------------|
| Purpose                              | 2014/15      |             | 2015/16      |             | 2016/17      |             | 2017/18      |             | 2018/19      |             |                |                |
| 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            |
| <b>Totals</b>                        | <b>347.5</b> | <b>100%</b> | <b>385.1</b> | <b>100%</b> | <b>387.6</b> | <b>100%</b> | <b>454.2</b> | <b>100%</b> | <b>514.1</b> | <b>100%</b> |                |                |

|                 |       |        |       |        |       |
|-----------------|-------|--------|-------|--------|-------|
| % Annual Growth | 6.50% | 10.80% | 0.60% | 17.20% | 13.2% |
|-----------------|-------|--------|-------|--------|-------|



| Earnings by Market (SAT\$ Millions) |              |             |              |             |              |             |              |             |              |             | Growth<br>% 19/18 | Growth<br>% 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              |
| <b>Totals</b>                       | <b>347.5</b> | <b>100%</b> | <b>385.1</b> | <b>100%</b> | <b>387.6</b> | <b>100%</b> | <b>454.2</b> | <b>100%</b> | <b>514.1</b> | <b>100%</b> |                   |                   |



## 7.5 TAGATA E FAAAOGAINA FALETALIMALO

Na faamauina le siitia ai o le aofaiga o tagata i le 46.7% mai le 42.3% o le tausaga ua teá na latou faaaogaina faletalimalo totogi i vaega uma e 4 o faletalimalo o loo lisiina atu i lalo, sei vagana ai faletalimalo feololo poo le (Superior) na faamauina le pa'ū i le tausaga faaletupe lenei. O loo iai se manatu o le siitia o le faaaogaina ma le faalauiloga a le Air BnB faapea tulaga o tau o potu o nei apitaga ua tosina ai tagata tafafao ma maimoa i vaega eseese e faaoga lenei auaunaga.

O loo tumau pea le mauluga o le faaoga e tagata tafafao maimoa o faletalimalo i le vaega maua luga o faletalimalo (Deluxe); o loo faamauina le siitia mai le 64.7% i le tausaga ua teá i le 67.2% i le tausaga lenei. E itiiti lava se siitaga mo faletalimalo feololo ma fale tu matafaga; ae na'o faletalimalo laiti (Budget) na faamauina le siitaga mai le 19.7% i le tausaga ua teá i le 28.6%.

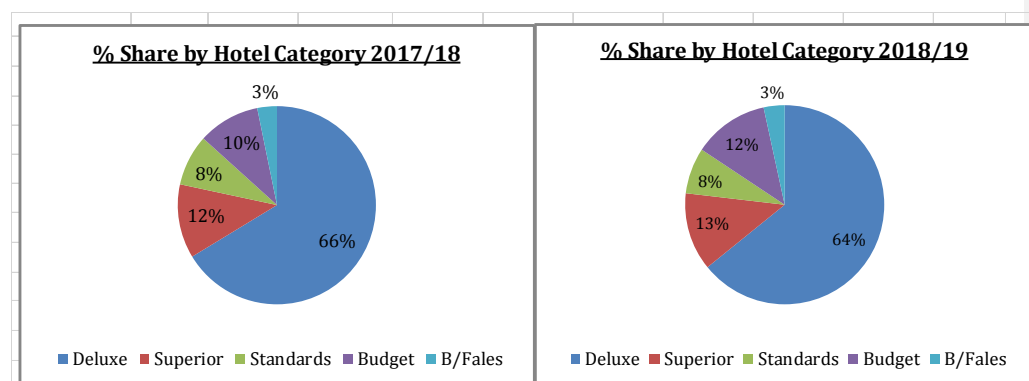
| FINANCIAL YEAR OCCUPANCY RATES |             |             |             |             |             |
|--------------------------------|-------------|-------------|-------------|-------------|-------------|
|                                | 2014/15     | 2015/16     | 2016/17     | 2017/18     |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

## 7.6 FALETALIMALO

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O le aotelega o le faatupulaia o tagata tafafao na nonofo i faletalimalo o loo faamaonia mai lea i faamaumauga i pepa tautinoga mo e faimalaga mai (arrival cards). E 13.4% le siitaga pe 8,002 tagata faaopoopo ma atoa ai tagata na nonofo i faletalimao i le tausaga lenei e 67,667 pe a faatusa i le tausaga ua teá e na o le 59,665 tagata. O le tele o nei siitaga e patino i le vaega o faletalimalo maualuluga (Deluxe) lea o loo faamauina le faaopoopoina o tagata e 3,816 na asiasi ma tafafao mai ma nonofo ai. O le isi foi vaega sa iai le siitaga e tusa ma le 35% po o tagata faaopoopo e 2,166 na nonofo ai faatusa i le tausaga ua teá o Faletalimalo laiti (Budget).

| 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%          |
| <b>Total</b>                                                       | <b>39394</b> | <b>11002</b> | <b>5927</b> | <b>812</b> | <b>2530</b> | <b>59665</b> | <b>100%</b> |



## 7.7 VAA MELI LAU PASESE

I le maea ai o galuega na faia e faatele ma siitia ai le tulaga o le tatou uafu, ua toe maitauina ai le toe ofi mai o vaa meli lau pasese i totonu o le atunuu. E 17 vaa na asia le uafu o Samoa i le tausaga lenei na asiasi mai ai tagata e 20,456 ma le aufaigauaga a le vaa e 9,788.

## 7.8 NOFOA FAAAPOPO MO PASESE VAALELE

I le tausaga o loo iloiloina na faatupulaia ai nofoa poo avanoa faaapopo mo pasese i vaalele i le 8893 poo se siitaga e 2.9% pe a faatusatusa i le tausaga faaletupe ua mavae.

O le siitia o nei avanoa e ala mai i malaga faaopoopo ale Samoa Airways mai Brisbane faatasi ai ma ana malaga faaopoopo mai Amerika Samoa, e ui ina sa faaitiitia faigamalaga a le Fiji Airways mai Fiti ma le Air New Zealand mai Niusila i le tausaga lenei. Ona o le siitia o tagata femalagai'ona o pasese pau, na siitia ai nofoa o vaalele na faaogaina mai le 69% i le 73% pe a faatusatusa i le tausaga ua te'a ma o se fiafiaga tele lea e le gata i lenei alamanuia o tagata tafafao ae faapea le kamupani vaalele a le tatou atunuu aemaise ai ua ausiaina i se tulaga ua sili atu nai lo manulauti na fuafua mo le kamupani vaalele aemaise ai tagata tafafao maimoa ma tupe maua.

| 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%        | <b>TOTAL</b>                                      |       | <b>5735</b> | <b>212715</b> | <b>307693</b> | <b>69%</b> |
| <b>TOTAL</b>                                      |       | <b>5518</b> | <b>231478</b> | <b>316586</b> | <b>73%</b> |                                                   |       |             |               |               |            |

| 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        |
| <b>Total</b>                            |       | <b>776</b>  | <b>118947</b> | <b>154865</b> | <b>77%</b> | <b>35918</b> |
| Virgin                                  | SYD   | 119         | 14993         | 20944         | 72%        | 5951         |
| Samoa Airway                            | SYD   | 103         | 11212         | 16892         | 66%        | 5680         |
| <b>Total</b>                            |       | <b>222</b>  | <b>26205</b>  | <b>37836</b>  | <b>69%</b> | <b>11631</b> |
| Virgin                                  | BNE   | 57          | 7925          | 10032         | 79%        | 2107         |
| Samoa Airway                            | BNE   | 52          | 4649          | 8528          | 55%        | 3879         |
| <b>Total</b>                            |       | <b>109</b>  | <b>12574</b>  | <b>18560</b>  | <b>68%</b> | <b>5986</b>  |
| Fiji Airways                            | HNL   | 52          | 3845          | 8666          | 44%        | <b>4821</b>  |
|                                         | NAN   | 242         | 26429         | 38066         | 69%        | <b>11637</b> |
|                                         | SUV   | 4           | 132           | 272           | 49%        | <b>140</b>   |
| Talofa Airway                           | TBU   | 5           | 31            | 45            | 69%        | <b>14</b>    |
| Samoa Airway                            | PPG   | 2663        | 33773         | 45271         | 75%        | 11498        |
| Talofa Airway                           | PPG   | 1445        | 9542          | 13005         | 73%        | 3463         |
| <b>Total</b>                            |       | <b>4108</b> | <b>43315</b>  | <b>58276</b>  | <b>74%</b> | <b>14961</b> |

## ACCOMMODATION CATEGORY CHOICE (%)

3 Beach Fale

12 Budget

8 Standard

13 Superior

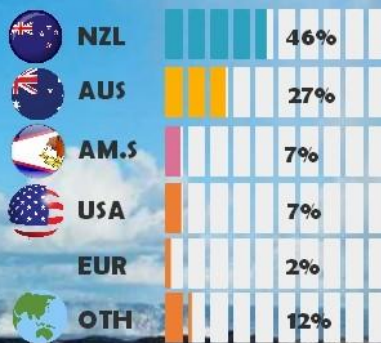
64

Deluxe



## 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 VAEGA O TUPE MA AUAUNAGA LAUTELE

### Faatomuaga

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

### 8.1 Lipoti o le Tupe

#### 8.1.1 Tala o le Tupe 2018 – 2019

Ua tu'uina atu faatasi i totonu o lenei lipoti faale-tausaga a le Pulega Tagata Tafafao Maimoa, le Tala o le Tupe mo le tausaga faale-tupe mai ia Iulai 2018 ia Iuni 2019.

I le fa'aiuga o le suoga tasi a le Pulega sa faia e Tuiloma CA ma toe iloiloia e le Ofisa o Su'etusi a le Malo na maua ai fa'aiuga nei:

- O lo'o fa'amaonia le sa'o ma le talafeagai o lipoti mo le tausaga faale-tupe fa'aiuina Iuni 30, 2019.
- O lo'o fa'aauuina pea ona tausaga e le Pulega tulafono faa-le-vā-o-malō e ta'ita'iina ai galuega fa'a-tausitusi i le tapenaina lea o ana lipoti fa'ale-tupe
- O lo'o fa'aauuina pea ona tausaga e le Pulega tulafono e ta'ita'iina ai galuega mo le tapenaina o lipoti fa'ale-tupe e tusa o le Tulafono Kamupani 2001 ma le Tulafono mo le Puleaina o Tupe 2001 a Samoa.

E le o iai ni fa'aletonu i mataupu tau tupe faapea ai le tasiina o tasi

#### 8.1.2 Auala e Fa'atautaia ai le Fa'aaogāina o Tupe a le Pulega

Sa fa'amaonia e le au Su'etusi i lā latou su'egatusi le mautū o ta'iala po'o tulafono o lo'o iai a le Pulega, mo le fa'atautaia ma le va'aiga lelei o le fa'aaogāina o ana tupe maua ma meatotino ma o nei foi tulafono e iloiloia ma toe fa'aleleia atili pe ā mana'omia. O lo'o fa'aaogāina foi e le Pulega se polokalame fa'akomepiuta (MYOB) mo le saunia vave o lipoti manino tau tupe ma e fesoasoani tele lenei polokalame i le tasiina o tulafono tau tausitusi faapea tulafono a le Pulega.

### 8.2 Tupe

O le Pulega Tagata Tafafao Maimoa o le Pulega a le Malo ua gafa ma le atina'eina o le Alamanuia Tau Turisi. E faatupeina foi e le Malo le tele o ana galuega. E tusa ma le 96% o le tau o galuega a le Pulega i le tausaga lenei sa faatupeina e le Malo (2017/2018: 96%). O le vaega tele o le isi 4% o tupe maua e mai le fesuaiga o tupe ma tupe mai le SNPF mo le toe faaleleia o le Fasamoa tele i totonu o le Nuu Faaleaganuu a le Pulega (Cultural Village). O isi tupe maua e aofia ai lesilata ma fesoasoani tau tupe mo faadiga a le Pulega e pei o le Teuila, Tourism

Excellence Awards, faapea tupe mai le Matagaluega o Punaoa faalenatura ma le Siosiomaga mo falelētava mo tagata tafafao maimoa a o asiasi faatamilo i le atunuu.

E tusa ma le 5% na siitia ai le tupe maua a le Pulega mai le Malo i le tausaga (\$11,678,045) pe a faatusa i le tausaga ua te'a atu (2017/2018: \$11,412,131) ava nisi galuega tau maketi e le o aofia i totonu o galuega masani i totonu o maketi.

### **8.3 Iloiloga o le Tala o Tupe 2018- 2019**

O se faamatalaga leni i le iloiloga o le tala faaletupe a le Pulega mai ia Iulai 2018 seia oo ia Iuni 30, 2019 pe a faatusaina i le tausaga faatoa te'a atu.

I le faaiuga o le tausaga faaletupe leni na faamauina ai le sili atu o tupe faaalu nai lo tupe maua (\$682,274) o se eseese tele pe a faatusa i le faasiliga o tupe maua i tupe faaalu a le tausaga na te'a nei (2017/18: \$1,258,173). E mafua mai ona o tulaga le maalofia i totonu o maketi na le mafai ai ona faatino nisi o galuega i le tausaga ua faatoa te'a atu ma maua ai le faasiliga o tupe maua i tupe faaalu, ae o tupe na fa'aāgaga mo nei galuega na fa'aaogaina mo isi galuega na faaopoopo a le Pulega i le tausaga leni.

E 5% na siitia ai tupe maua a le Pulega mo le tausaga leni nai lo le tausaga ua te'a. O le tele o leni siitaga e mai le \$554,764 faasiliga o tupe maua mai le Malo mo le tausaga faapea tupe maua mai i le fesuaiga o tupe, ma le SNPF mo le faaleleia o le Falesamoa tele i totonu o le Nuu Faaleagaganuu a le Pulega (STA Cultural Village) o loo totogi lisi ai i le SNPF.

E 24% na siitia ai tupe faaalu a le tausaga nai le tausaga ua te'a ona sa tele atu tupe maua a le tausaga leni nai le tausaga ua te'a ma faapea ai ona tele atu galuega na faatinoina. O le isi mafuaaga e pei ona faamatalaina atu i luga, o le tausaga na te'a nei sa iai galuega sa le mafai ona faatinoina ona o tulaga le maalofia i totonu o maketi ae o tupe na totoe na faatinoina ai isi galuega faaopoopo a le Pulega i le tausaga faaletupe leni.

O loo aofia foi i totonu o tupe faaalu mo le tausaga se fuainumera fa'aagaga \$600,000 (provision) mo lafoga (vagst) e le o mautinoa pe totogi atu i le Ofisa o Lafoga ona o loo iai se eseese i faamaumaga. O loo galulue le Pulega ma le Matagaluega o Tupe Maua i leni mataupu.

Ua siitia aitalafu \$363,287 a le Pulega i le 300+% pe a faatusa i le tausaga ua te'a (2017/18: \$85,956) ona o se maliega ua faia ma paaga i totonu o maketi taitasi e le toe totogiina ai a latou pili seiloga e maua mai Lipoti o galuega faalauiioa na fai ma ni 'ai (return on investment) na maua mai ai. I le faaiuga o le tausaga na iai galuega e le i maua mai ni Lipoti.

E ui i le faasiliga o tupe faaalu nai lo tupe maua i le faaiuga o le tausaga, e mautinoa lava e mafai e le Pulega ona totogi ana aitalafu faavaitaumi mo le tausaga mai ana meatotino sa iai i le faaiuga o le tausaga e tusa ai ma le faasiliga o ana meatotino nai lo aitalafu e 1.84 a o lea foi faatoa maua mai le tupe a Iuni mai le Malo ia Iulai.

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Please address all correspondences  
to the Controller and Auditor General



AUDIT OFFICE

P.O Box 13  
APIA, SAMOA

## LIPOTI A LE OFISA SUETUSI

### MO FAATONU O PULEGA O TAGATA TAFALAO MAIMOAI MAI FAFO

#### Lipoti i le Sueina-o-Tusi i faamatalaga Tau Tupe

Ua maea ona matou su'eina faatasi faamatalaga tautupe a le Pulega o Tagata Tafafao Maimoa mai Fafo lea o loo aafia ai faamatalaga tau tupe e pei ona iai i le 30 Iuni 2019, ma faamatalaga o tupe maua ma tupe faaalu, faamatalaga o fesuaiga o tupe faavae, ma faamatalaga o tupe fetafea'i mo le tausaga e pei ona faaiuina ai, faatasi ai ma le ototoga o tuutuuga iloga faatausi tusi ma faamatalag faaopoopo. O Suetusi Aloaia Faalauaitele o Tuiloma Lameko, na fesoasoani i lenei suega o tusi. Sa ta'ita'ia lenei galuega ua fa'al'uina i lenei manatu po'o le lipoti fa'asuetusi tutoatasi e Esther Lameko-Poutoa

#### Manatu Fa'asuetusi

I lo matou manatu, ua tuuina mai Faamatalaga Tau Tupe se vaaiga e tonu ma talafeagai le tulaga tau tupe a le Pulega o Tagata Tafafao Maimoa mai Fafo, e pei ona iai i le aso 30 Iuni 2019, ma ana faatinoga faaletupe, suiga i tupe fa'avae ma ana tupe fetafea'i mo le tausaga na faai'uina ai e tusa ai ma Aiaiga Fa'ava-o-Malo i le Faalailoilaina o Lipoti Fa'ale-tupe.

#### Fa'avae o le Manatu Fa'asuetusi

Sa fa'atino la matou su'ega e tusa ai ma Aiaiga Faa-Su'etusi Fa'ava-o-Malo. O la matou matafaioli i lalo o nei aiaiga o lo'o fa'amanino atili atu i le vaaiga o Matafaioli Fa'a-Suetusi mo le su'ega o Fa'amatalaga Tau Tupe i lenei lipoti. E tutoatasi le Su'etusi mai le Pulega e tusa ai ma Aiaiga Fa'ava-o-Malo Fa'a-tausi Tusi e manaomia lo matou tautu i manaoga amiotonu talafetaui e fa'atatau i le auunaga Fa'a-Su'etusi i totonu o Samoa. Ua matou faamalieina uma tulaga mo'omia o Aiaiga Faava-o-Malo e pei ona taua i luga. Ua matou talitonu e fa'apea o mau Fa'a-Suetusi na matou maua ua lava ma fetauti e tuuina mai ai se fa'avae mo lo matou manatu Fa'a-Suetusi.

#### O le Matafaioli a le Fono a Faatonu ma le Pulega Mo Faamatalaga Tau Tupe

O le Fono a Faatonu ma le Pulega, e ia te i latou le matafaioli mo le saunia ma le tu'uina aloaia mai o nei Fa'amatalaga Tau Tupe ina ia tusa ai ma Aiaiga Fa'ava-o-Malo i le Fa'alailoilaina o Fa'amatalaga Tau Tupe. O lenei matafaioli e aafia ai le fuafuaina, le faatinoina, ma le faaauuina o pulega faalotoifale talafeagai, le filifilia ma le faaogaina o faiga fa'avae Fa'atausi Tusi ua talafetaui ma le saunia ma le tuuina aloaia mai o Fa'amatalaga Tau Tupe e fa'apea ua saoloto mai sese matuiā, e fa'aono mafua mai le sasi po'o amio pi'opi'o.

I le saunia o Fa'amatalaga Tau Tupe e tatau i le Fono Fa'atonu ma le Pulega ona fa'amautinoa le mafai ai e le Kamupani, o le fa'auuina o ana galuega ma fa'agaioiga fa'ale-tupe ma fa'a'ailoa i le tulaga e tatau ai mataupu e a'afia ai le lumana'i fa'auau ma fa'aaoga ai le talitonuga maumauti i lenei lumana'i fa'auau sei vagana ai ua ta'atia se fa'amoemoe o le Fono Fa'atonu ma le Pulega, e tapunia le Kamupani ma taofia uma ana galuega po'o le leai foi o se isi fa'amoemoe mautinoa e toe fa'auau ai.

O le Fono a Faatonu, e nafa ma le mata'itūina o le sologa lelei o Fa'amatalaga Tau Tupe a le Pulega.

#### Matafaioli a le Suetusi

O le sini autū o le su'ega o tusi, o le fa'aalia lea o se manatu i luga o Fa'amatalaga Tau Tupe e ala i lipoti e aafia ai ma le manatu Faa-Su'etusi e fa'avae i luga o mau talafeagai e tusa ai ma aofaiga ma folasaga i totonu o nei Fa'amatalaga, e aafia ai foi ma le auilililina o fa'afitauli mai fa'amatalaga sese matuiā, pe afua mai i amio pi'opi'o po'o le sasi. O a matou mau e maua ai se fa'amaoniga talafeagai peita'i e lē mafai ona maua se mautinoa atoatoa pe maua uma ni sese po'o ni sasi o iai i Fa'amatalaga Tau Tupe tusa lava pe fa'atinoina se suega e tusa ai ma Aiaiga Faa-Suetusi Fa'ava-o-Malo. E mafai ona iai ni fa'amatalaga sese e afua mai i amio pi'opi'o po'o le sasi ma e mafai ona matuiā lona a'afiaga i le aotelega atoa, ma e ono a'afia ai fuafuaga i mataupu tau tupe a i latou o le a fa'aaogaina Fa'amatalaga Tau Tupe ma fa'avae mo nei fuafuaga.

E tusa ai ma Aiaiga Faa-Su'etusi Fa'ava-o-Malo, e faatino la matou su'ega i le tulaga maua luga ma le tomai fa'apitoa. E faapea foi ona matou:

- Fa'a'ailoa ma auilili ni lamatiaga o fa'afitauli mai fa'amatalaga sese matuiā o Fa'amatalaga Tau Tupe, pe afua mai i ni amio pi'opi'o po'o le sasi, fausia ma faatino gaoioiga e tali atu i nei lamatiaga, ma faamauina mau faasu'etusi e atoatoa ma talafeagai mo fa'avae o le manatu Fa'a-Su'etusi. O le lamatiaga o le lē maua o fa'afitauli mai fa'amatalaga sese matuiā e afua mai i amio pi'opi'o e ogaoga atu nai lo'o tulaga sasi, ona o amio pi'opi'o e aofia ai fefinuaiga, pepelo, ave ese ma le iloa, fa'amatalaga sese, po'o le soloia o puipuiga fa'alotoifale.
- Silafia puipuiga fa'alotoifale e talafeagai i le su'ega mo le fausia o gaoioiga talafeagai i ia tulaga ae lē mo le faamoemoe e fa'aalia se manatu i le lelei o puipuiga fa'alotoifale.
- Iloilo le tulaga talafeagai o faiga fa'avae Fa'atausi Tusi sa fa'aaogaina ma le talafetaui o fua fa'atatau Fa'a-tausi Tusi ma fa'amatalaga feso'otai a le fono a Fa'atonu ma le Pulega.
- Fa'amautu le talafeagai o le fa'aaogaina e le fono a Fa'atonu ma le Pulega o le fa'avae Fa'a-tausi Tusi o le gafatia o le fa'aauau o le auaunaga a le Pulega ma fa'avae i mau Fa'a-Suetusi sa tuuina mai, po'o iai se lē mautonu i tulaga ma aiaiga e fa'atatau i le mafai ona fa'aauau le auaunaga a le Kamupani i le lumanai. Afai ae fa'amautu o lo'o iai se tulaga lē mautinoa, e mo'omia le fa'a'ailoa i le matou lipoti Faa-Su'etusi o fa'amatalaga feso'otai i Fa'amatalaga Tau Tupe pe o le lē atoatoa o ia fa'amatalaga e ono suia ai le manatu Fa'a-Su'etusi. O le matou manatu e fa'avae mai i mau sa matou maua mai i le matou suega e fa'apau mai i le aso o le matou lipoti. Ae peitai, e ono iai ni mataupu i le lumanai e aafia ai le gafatia o le fa'aauau o le auaunaga a le Pulega ma ono fa'amuta ai ana galuega faatino.
- Ilollo le fa'ataatiaga, folasaga ma le anotusi o Fa'amatalaga Tau Tupe e aofia ai fa'amatalaga fa'aopoopo po'o fa'a'ailoa ai fefa'atauaiga ma gaoioiga i se tulaga talafeagai.

E matou te feso'otai ma le fono a Fa'atonu ma le Pulega e fa'atatau i le fa'atinoina o le matou su'ega ma sailiiliga taua e aofia ai fa'aletonu matuia i puipuiga fa'alotoifale e alia'e mai i le matou su'ega.

Sa fa'amae'a la matou galuega i le aso 24 Oketopa 2019 ma o lo matou manatu fa'asu'etusi o lo'o fa'avae mai i lea aso.

Apia, Samoa  
24 Oketopa 2019



Jaslyn T. Mariner-Leota  
SUI PULE MA SUETUSI SILI

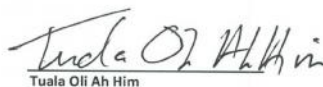
**SAMOA TOURISM AUTHORITY  
STATEMENT OF FINANCIAL POSITION  
AS AT 30 JUNE 2019**

|                                  | Notes | 2019<br>\$       | 2018<br>\$       |
|----------------------------------|-------|------------------|------------------|
| <b>EQUITY</b>                    |       |                  |                  |
| Accumulated Funds                |       | <u>1,295,794</u> | <u>1,978,069</u> |
| <i>Represented by:</i>           |       |                  |                  |
| <b>CURRENT ASSETS</b>            |       |                  |                  |
| 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           |
| <b>TOTAL CURRENT ASSETS</b>      |       | <u>1,366,858</u> | <u>1,543,176</u> |
| <b>CURRENT LIABILITIES</b>       |       |                  |                  |
| 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           |
| <b>TOTAL CURRENT LIABILITIES</b> |       | <u>740,426</u>   | <u>315,048</u>   |
| <b>WORKING CAPITAL SURPLUS</b>   |       | 626,432          | 1,228,128        |
| <b>NON-CURRENT ASSETS</b>        |       |                  |                  |
| Property, plant and equipment    | 6     | 728,550          | 836,870          |
| <b>NON-CURRENT LIABILITIES</b>   |       |                  |                  |
| 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<br>\$        | 2018<br>\$        |
|--------------------------------------------------------|-------|-------------------|-------------------|
| <b>INCOME</b>                                          |       |                   |                   |
| 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> |
| <b>EXPENSES</b>                                        |       |                   |                   |
| Finance & corporate services                           | 9     | 1,869,046         | 1,429,348         |
| Depreciation                                           | 6     | 195,922           | 182,400           |
| <b>Division Operating Costs</b>                        |       |                   |                   |
| 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           |
| <b>Transactions on Behalf of the State</b>             |       |                   |                   |
| 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    | 1,180,678         | 732,050           |
| <b>TOTAL EXPENDITURE</b>                               |       | <u>13,169,519</u> | <u>10,603,633</u> |
| Excess of income/(expenditure)                         |       | (682,275)         | 1,271,695         |
| <b>Opening Balance - Accumulated Funds</b>             |       | <u>1,978,069</u>  | <u>706,374</u>    |
| <b>Closing Balance - Accumulated Funds</b>             |       | <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**

|                                | <u>Accumulated<br/>Profit/(Loss)</u> | <u>Total</u>     |
|--------------------------------|--------------------------------------|------------------|
| <b>2017</b>                    |                                      |                  |
| 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>   |
| <b>2018</b>                    |                                      |                  |
| 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> |
| <b>2019</b>                    |                                      |                  |
| 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<br>\$            | 2018<br>\$              |
|-------------------------------------------------------------|-------|-----------------------|-------------------------|
| <b>CASH FLOWS FROM/ (TO) OPERATING ACTIVITIES</b>           |       |                       |                         |
| 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>        |
| <b>CASH FLOWS FROM/ (TO) INVESTING ACTIVITIES</b>           |       |                       |                         |
| 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>         |
| <b>CASH FLOWS FROM/ (TO) FINANCING ACTIVITIES</b>           |       |                       |                         |
| Vehicle lease repayments                                    |       | -                     | -                       |
| <i>Net cash flows applied to financing activities</i>       |       | <u>-</u>              | <u>-</u>                |
| <b>NET INCREASE/(DECREASE) IN CASH AND CASH EQUIVALENTS</b> |       | <b>(864,750)</b>      | <b>1,111,305</b>        |
| <b>CASH AND CASH EQUIVALENT AT BEGINNING OF THE YEAR</b>    |       | <b>1,358,274</b>      | <b>246,969</b>          |
| <b>CASH AND CASH EQUIVALENT AT END OF YEAR</b>              |       | <b><u>493,524</u></b> | <b><u>1,358,274</u></b> |

**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 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             |
|-----------------------------------------------------------------|----------------|------------------|
|                                                                 | \$             | \$               |
| <b>2 CASH AT BANKS</b>                                          |                |                  |
| 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               |
|                                                                 | <b>493,524</b> | <b>1,358,274</b> |
| Cash at bank                                                    | 728,144        | 1,358,992        |
| Bank overdrafts - unsecured                                     | (234,620)      | (718)            |
|                                                                 | <b>493,524</b> | <b>1,358,274</b> |

June 2019 grant was received in July.

**3 STOCK ON HAND**

|                         | 2019         | 2018         |
|-------------------------|--------------|--------------|
| Calendar                | 900          | 900          |
| DVDs ZIPSO              | 41           | 41           |
| DVD Lauga Samoa         | 480          | 480          |
| Monica Galetti Cookbook | 1,820        | 1,820        |
| Meal Samoa Cookbook     | 90           | 90           |
| Samoa Handbook          | 50           | 50           |
| Our Heritage            | 200          | 200          |
|                         | <b>3,581</b> | <b>3,581</b> |

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)       |
| <b>Total Trade Debtors</b>         | <b>576,018</b> | <b>15,039</b> |

**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:

|                            | 2019           | 2018          |
|----------------------------|----------------|---------------|
| 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        |
| <b>Total Trade Debtors</b> | <b>581,448</b> | <b>20,470</b> |

\*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<br>\$ | 2018<br>\$ |
|---------------------------------------------------------------------------------------------------------------------------------------------|------------|------------|
| <b>5 TRADE CREDITORS AND OTHER CREDITORS &amp; ACCRUALS</b>                                                                                 |            |            |
| 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<br>Cost or valuation | Building | Office F/F &<br>Equip | Tools/Equip | Motor<br>vehicles | Donated<br>assets -<br>SIDS &<br>others | Total     |
|----------------------------------|----------|-----------------------|-------------|-------------------|-----------------------------------------|-----------|
| 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 |
| <b>Depreciation</b>              |          |                       |             |                   |                                         |           |
| 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 |
| <b>Carrying amount</b>           |          |                       |             |                   |                                         |           |
| 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<br>\$ | 2018<br>\$ |
|------------------------------|------------|------------|
| 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<br>\$       | 2018<br>\$       |
|-----------------------------------------------------|------------------|------------------|
| <b>9 FINANCE &amp; CORPORATE SERVICES</b>           |                  |                  |
| 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           |
|                                                     | <b>1,869,046</b> | <b>1,429,348</b> |

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         |
|                                           | <b>111,681</b> | <b>157,898</b> |

**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          |
|                                                              | <b>810,069</b> | <b>672,673</b> |

The Tourism Sector Plan was conducted during the year.

**12 SALES AND MARKETING**

|                           |                  |                  |
|---------------------------|------------------|------------------|
| Total Sales and Marketing | <b>6,597,552</b> | <b>5,542,601</b> |
|---------------------------|------------------|------------------|

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.

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

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<br>\$     | 2018<br>\$     |
|----------------------------------------|----------------|----------------|
| <b>13 SALES AND MARKETING - APIA</b>   |                |                |
| 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         |
|                                        | <u>674,485</u> | <u>542,103</u> |

The division's budget increased by 42% compared to last year hence its increased activities.

|                                                  |                  |                  |
|--------------------------------------------------|------------------|------------------|
| <b>14 SALES AND MARKETING - AUSTRALIA OFFICE</b> |                  |                  |
| 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           | -                |
|                                                  | <u>2,036,334</u> | <u>2,165,477</u> |

|                                                    |                  |                  |
|----------------------------------------------------|------------------|------------------|
| <b>15 SALES AND MARKETING - NEW ZEALAND OFFICE</b> |                  |                  |
| 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           |
|                                                    | <u>2,098,192</u> | <u>1,825,816</u> |

|                                           |                |                |
|-------------------------------------------|----------------|----------------|
| <b>16 SALES AND MARKETING - UK/EUROPE</b> |                |                |
| 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         |
|                                           | <u>641,789</u> | <u>263,405</u> |

The UK/Ireland (Europe) market's budget increased by 200% compared to last year hence its increased activities.

|                                             |                |                |
|---------------------------------------------|----------------|----------------|
| <b>17 SALES AND MARKETING - Nth AMERICA</b> |                |                |
| 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         |
|                                             | <u>745,021</u> | <u>363,485</u> |

The North America market's budget increased by 78% compared to last year hence its increased activities.

|                                                                |                |                |
|----------------------------------------------------------------|----------------|----------------|
| <b>18 SALES AND MARKETING - ASIA (CHINA &amp; SOUTH KOREA)</b> |                |                |
| 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         |
|                                                                | <u>343,876</u> | <u>351,269</u> |

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

|                                                | 2019<br>\$    | 2018<br>\$    |
|------------------------------------------------|---------------|---------------|
| <b>19 SALES AND MARKETING - AMERICAN SAMOA</b> |               |               |
| Direct marketing                               | 57,855        | 30,412        |
| Events and meetings                            | -             | 633           |
|                                                | <u>57,855</u> | <u>31,045</u> |

|                                                            |                |                |
|------------------------------------------------------------|----------------|----------------|
| <b>20 PLANNING AND DEVELOPMENT</b>                         |                |                |
| 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>904,139</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.

|                                   |                |                |
|-----------------------------------|----------------|----------------|
| <b>21 RESEARCH AND STATISTICS</b> |                |                |
| 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> |

|                               |               |               |
|-------------------------------|---------------|---------------|
| <b>22 MISS SAMOA EXPENSES</b> |               |               |
| 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.

|                                       |                 |               |
|---------------------------------------|-----------------|---------------|
| <b>23 MISS PACIFIC ISLAND PAGEANT</b> |                 |               |
| 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.

|                           |               |               |
|---------------------------|---------------|---------------|
| <b>24 TEUILA FESTIVAL</b> |               |               |
| Government grant          | 252,314       | 252,314       |
| Receipts                  | 32,465        | 34,864        |
| Expenditure               | (251,100)     | (269,584)     |
|                           | <u>33,679</u> | <u>17,593</u> |




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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>   |
| <b>Proceeds/(loss) from booking engine</b> | <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)

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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.

#### 8.4 VAEGA E VAAVAIA MATAUPU TAU I TAGATA FAIGALUEGA

E toa valu sefulu ma le tasi (81) le aofaiga le afaigaluega na faafaigaluegaina mai i le amataga o le tausaga faa-le-tupe, peitai i le faaiuga o le tausaga faa-le-tupe, na totoe mai ai le faitau

aofai o le Pulega i le toa fitu sefulu ma le fitu (77). O lena aofaiga e aofia ai ma Sui o le Pulega o loo galulue i maketi i Ausetalia ma Niu Sila ma o lava ofisa lagolago.

O le afaigaluega i lona tuufaatasiga e aofia ai alii e toa fasefulu ma le tasi (41) ma tamaitai e toa tolusefulu ma le ono (36). O loo aofia foi i totonu o lena tuufaatasiga le Afaigaluega Konekarate e toa valu (8) o le Afaigaluega faa-vaitaimi e toa lima (5) ma le Afaigaluega Tumau e onosefulu ma le valu. O le afaigaluega atoa lena o loo vaevaeina i Vaega e lima (5) e faaululu i Ofisa Sili Lagolago e toa lima e ripoti i le Ofisa Sili o Pulega.

##### Aofaiga o le Afaigaluega i ona Vaega Taitasi mo le Tausaga Faa-le-tupe

| Vaega                                                                                                       | Faitau o le Afaigaluega |  |  |
|-------------------------------------------------------------------------------------------------------------|-------------------------|--|--|
| Ofisa Sili o Pulega                                                                                         | 2                       |  |  |
| Vaega o Faiga Faavae ma le Lala e Faatulagaina ma Vaaia Lelei Vaega o Alamanuia o Tagata Tafafao Maimoa mai | 5                       |  |  |
| Vaega a le Maketi ma Fefaatauaiga & Sui o le Pulega I Niu Sila ma Ausetalia                                 | 13                      |  |  |
| Vaega o Fuafuaga ma Atina'e                                                                                 | 10                      |  |  |
| Vaega o Suesuega ma Fainumera Faamaumauina                                                                  | 6                       |  |  |
| Vaega o Tupe ma Auaunaga Lautele                                                                            | 41                      |  |  |

##### 8.4.1 Komiti Faatonu

E toafitu (7) Afioga i Faatonu na galulue i lena tausaga faa-le-tupe e aofia ai ma le Taitaifono. O nei sui e filifilia ma tofia e le Kapeneta mai totonu o le lio o i latou o loo nafa ma atina'e esesese o le alamanuia mo tagata tafafao maimoa mai.

##### 8.4.2 FAFAIGALUEGAINA MA LE FILIFILIAINA O LE AFAIGALUEGA

###### (a) Afaigaluega Fou

- Na faamaonia e le Kapeneta le tofiga o le Ofisa Sili Fou o le Pulega ma na amatalia aloaia lona tofiga i le aso 10 Iuni 2019.
- E toa luasefulu ma le tasi le afaigaluega na faafaigaluegaina i totonu o lena tausaga faa-le-tupe. E valu ni avanoa fou na faatumuina faatasi ai ma avanoa e sefulu ma le tolu na avanoa na maea faatumuina.

###### e) Siitaga i Tulaga o le Galuega

I le faitau aofai e luasefulu male tasi o le afaigaluega na faafaigaluegaina mai ile tausaga faa-le-tupe, e toa fa le afaigaluega ua siitia o latou tulaga mai tulaga i galuega na iai i le tausaga faa-le-tupe ua tuana'i ona o nisi o le afaigaluega na faamavae. O nei siitaga i tulaga e aofia ai le siitaga ile tulaga o se tasi o le afaigaluega na avea ma faaululuga o se tasi o Vaega a le Pulega, a'o lea ua tofia e avea ma Ofisa Sili o le Pulega e sui tulaga

**i) Toe Tofia o le Aufaigaluega I Avanoa na Galulue ai**

E toatasi (1) le Ofisa Sili Lagolago na toe tofia mo le isi 3 tausaga o lana Konekarate ina ua maea faamaonia ma taliaina e le Kapeneta lona tofiga. O ia lea o le Ofisa Sili Lagolago o le Vaega o Faiga ma le Lala e Faatulagaina ma Vaaia Lelei Vaega o Alamanuia o Tagata Tafafao Maimoa mai ma na amata aloaia lana Konekarate i le aso 24 Aperila 2019.

**8.4.3 Faamutaina o le Avaunaga**

**(a) Faamavae**

E toaiva (9) le aufaigaluega na faamavae ona o nisi avanoa ua faamanuiaina ai.

**(e) Aulia Tausaga Ritaea**

E toatasi le sui o le aufaigaluega na faamutaina lana avaanaga ona ua ova atu ma tausaga ritaea le matua o lona soifua.

**(i) Faamalolo mai le Galuega**

E toalua le aufaigaluega na faamalolo mai le galuega ona ua le usitaia aga tausili ma amioga pulea e pei

**8.4.4 Faamaeaina o Konekarate**

E toatolu (3) le aufaigaluega konekarate na faaiuina a latou tofiga faa – konekarate ile tausaga faa-le-tupe. O lenei toatolu e aofia ai le Ofisa Sili o le Pulega ua maea atu, o le Ofisa Sili Lagolago ua toe tofia mo le isi tolu tausaga(3) ma le Tausala o Samoa na faaiuina ma le manuia le tausaga (2017 - 2018) o lana nofoaiga ia Setema ole tausaga ua tuana'i atu.

**9.4.5 Faaleleia o le Tomai ma Agavaa o le Aufaigaluega/Mafutaga Faa-le-aoaoga I atunuu I fafo atu o Samoa**

Na faamanuiaina le Pulega i le tele o valaaulia eseese na tuuina mai mo avanoa e faalateleina ai tomai ma agavaa o le aufaigaluega i atunuu i fafo atu o Samoa.

Ua tuuina atu i le siata i lalo le lisi o mafutaga faa-le-aoaoga na auai atu iai nisi o le aufaigaluega I lenei tausaga faa-le-tupe.

|                             |                                                                                                                                                                                                             |                                                                                                                                        |                              |  |
|-----------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------|------------------------------|--|
| 1.—Nadi, Fiji               | Semina-a-le<br>Faalapopototoga-Malo-Au<br>Faatasi-a-le-Lalolagi-e<br>faaautu-i-Suiga-o-le-Tau, Ola<br>faa-Natura-o-le-Siosiomaga<br>ma-Atina'e-Gafataulimaina<br>mo-Tagata-Tafafao-Maimoa<br>mai            | Faatupeina-e-le-faiga<br>paaga-a-le<br>Faalapopototoga-Malo<br>Au-Faatasi-a-le-Lalolagi<br>ma-le-Pulega-o-Tagata<br>Tafafao-Maimoa-mai | 18-30-Iulai-2018             |  |
| 2.—Yogyakarta,<br>Indonesia | Faatasiga-mo-le-Faasecina-o<br>le-Tomai-faa-Ofisa-Sili                                                                                                                                                      | Faatupeina-e-le-Pulega-o<br>Tagata-Tafafao-Maimoa<br>mai                                                                               | 11-13-Iulai-2018             |  |
| 3.—Iapani                   | -Faiga-Faavae-mo-Atina'e<br>tau-Turisi                                                                                                                                                                      | Faatupeina-nao-se<br>vaega-e<br>Faalapopototoga-Malo<br>Au-Faatasi-a-le-Lalolagi<br>ma-le-Pulega-o-Tagata<br>Tafafao-Maimoa-mai        | 15-Setema-26-Oketopa<br>2018 |  |
| 4.—Shanghai, Saina          | Faalauiloaina-o-Fefaatauaiga<br>a-Atunuu-o-le-Pasefika                                                                                                                                                      | Faatupeina-e-le-Malo-o<br>Saina-male-Pulega-o<br>Tagata-Tafafao-Maimoa<br>mai                                                          | 30-Oketopa-12-Novema<br>2018 |  |
| 5.—Aukilani, Niu Sila       | Mafutaga-Faaleaooaga-mo<br>le-Polokalama-(System)o-loo<br>Faaoagaina-e-le<br>aufaigaluega-o-le-Vaega-o<br>Tupe-a-le-Pulega                                                                                  | Faatupeina-e-le-Pulega-o<br>Tagata-Tafafao-Maimoa<br>Mai                                                                               | 22-25-Ianuari-2019           |  |
| 6.—Nadi, Fiti               | Mafutaga-Faaleaooaga<br>Faaitulagi-i-le-Fausiaina-o-ni<br>Faiga-Faavae<br><br>mo-le-Faamautuina-ole<br>galulue-faatasi-ai-o-le-Vaega<br>o-Faatoaga, Fefaatauaiga<br>ma-Atina'e-tau-Tagata<br>Tafafao-Maimoa | Faatupeina-e-le<br>Faalapopototoga-o-Turisi-<br>i-le-Pasefika-i-Saute-ma-le<br>Pulega-o-Tagata-Tafafao<br>Maimoa-mai                   | 1-2-Aperila-2019             |  |
| 7.—Saina                    | Mafutaga-Faaleaooaga-mo<br>le-Au-Kuka-Filifilia-a'o-tapena<br>atu-i-taligamalo-o-Taalega-a<br>le-Pasefika-i-Saute-2019.                                                                                     | Faatupeina-e-le<br>Faalapopototoga-o<br>Taalega-faa-va-o-malo-a<br>Saina-ma-le-Pulega-o<br>Tagata-Tafafao-Maimoa<br>mai                | 4-Mati-24-Me-2019            |  |

|                     |                                                                                                                       |                                                                                             |                         |  |
|---------------------|-----------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------|-------------------------|--|
| 8.—Guangdong, Saina | Polokalama Faaleaooaega mo le Atinaeina ma le Aotavina ole Auaigaluega i le atinae tau-turisi mo Atunuu o le Pasefika | Faatupeina e le Pulega o Fetufaaiga Faa-va-o—Malo ma le Matagaluega o Turisi i Saina Bureau | 25 Iulai — 4 Iulai 2019 |  |
| 9.—Jeju, Korea      | Mafutaga Faaleaooaega a le Faalapotopotoga Malo Au Faatasi a le Lalolagi mo Atina'e Tau Tagata Tafafao Maimoa (UNWTO) | Faalapotopotoga Malo Au Faatasi a le Lalolagi mo Atina'e Tau Tagata Tafafao Maimoa          | 25–28 Iuni 2019         |  |