

# EG MEETING ON SUSTAINABLE TOURISM

UN Secretariat, New York 29 & 30 October, 2013

‘Challenges and Opportunities for Sustainable Tourism Development  
in Small Island Developing States (SIDS)’

‘The Samoa Experience’

# Favourable Geographical Location *in the Heart of the Pacific and the World*



**SAMOA**

The Treasured Islands of the South Pacific

# INTRODUCTION

## Samoa

**Population :** 180,741 people

**Capital :** Apia  
Home to 42,000 people

**Land Area:** 2934 Sq Km

**Official language(s):** Samoan & English

**Literacy Rate:** 90% of population of 15yrs+

**Government :** Samoan Parliamentary  
Democracy



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# Business Infrastructure

## International Market Access:

- An average of 17000 International Airline Inbound Seats per Month / 4156 per Week via Air New Zealand, Air Pacific, Virgin Samoa, Polynesian Airlines and Inter Island Airways
- Average 21 Cruise Ship Port Calls per Year

## Telecommunications:

- First Pacific Island to Deregulate Telecommunications and introduced private company DIGICEL SAMOA and now Bluesky Samoa with National Broadband Connectivity

## Financial services:

- ANZ, WESTPAC, National Bank of Samoa and the Samoa Commercial Bank

## Electricity:

- Voltage 240 and population coverage is at 96% with renewable energy usage being introduced by 2013

## Water:

- Government & Village Independent Systems



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# Transportation/Access

## Inbound Passenger Carriers:

**5 International Airlines**

**1 Domestic Airline**

**Ave 21 Cruise Ships p.a.**

**Inter-island Ferry Services**

## Direct International Flights per week:

- **13 to 14 flights from NZ (by market demand)**
- **4 from Australia**
- **3 from Nadi**
- **1 from Honolulu**
- **Average. 53 Flights to/from American Sāmoa**
- **and 21 flights per week between the main islands of Upolu and Savaii**
  
- **Regular ferry services between Upolu and Savaii**



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<b><u>Accommodation Inventory</u></b>	<b>Properties</b>	<b>Rooms</b>
First Class	0	0
Deluxe	9	494
Superior Standard	11	261
Standard	26	458
Budget	32	<u>439</u>
<b>Total</b>	<b>78</b>	<b>1652</b>
<b>Beach Fale Properties</b>	<b>20</b>	<b>320</b>

### **Experiential Products & Services**

- Inclusive Tours  
Cycling, Weddings & Honeymoon, Health and Wellness, Festivals and themed Events, Sports Tourism and Sāmoa Gourmet Cuisine & Beverages
- Marine Adventures  
Diving, Surfing, Game-Fishing & Sailing etc.



# Sustainable Tourism Development

## Legislation & Policies and Plans

- Economic Impact Study 2009
- Tourism Development Plan 2009-2013, 2014 – 2018
- Workforce Development Plan 2010 – 2012
- National Tourism Climate Change Adaptation Strategy 2011
- Tourism Development Act 2012
- Destination Marketing Plan 2011 – 2013, 2014 – 2018
- International Visitor Survey 2012 - 2013
- ✓ Samoa's Sustainable Tourism Indicator Handbook  
developed in 1998 and launched in 2002 and to be reviewed  
in November 2013



### ECONOMIC OBJECTIVES

- Stimulate appropriate employment and income-generating opportunities in rural areas
- Enhance the economic benefits of tourism activities for the Samoan economy

### ENVIRONMENTAL OBJECTIVES

- Encourage the sustainable management of land, and in particular, forest resources
- Promote the careful management of coastal and marine resources, especially coral reefs
- Encourage proper waste management practices at national and village level
- Improve the quality and reliability of water supply to all villages



### TOURISM OBJECTIVES

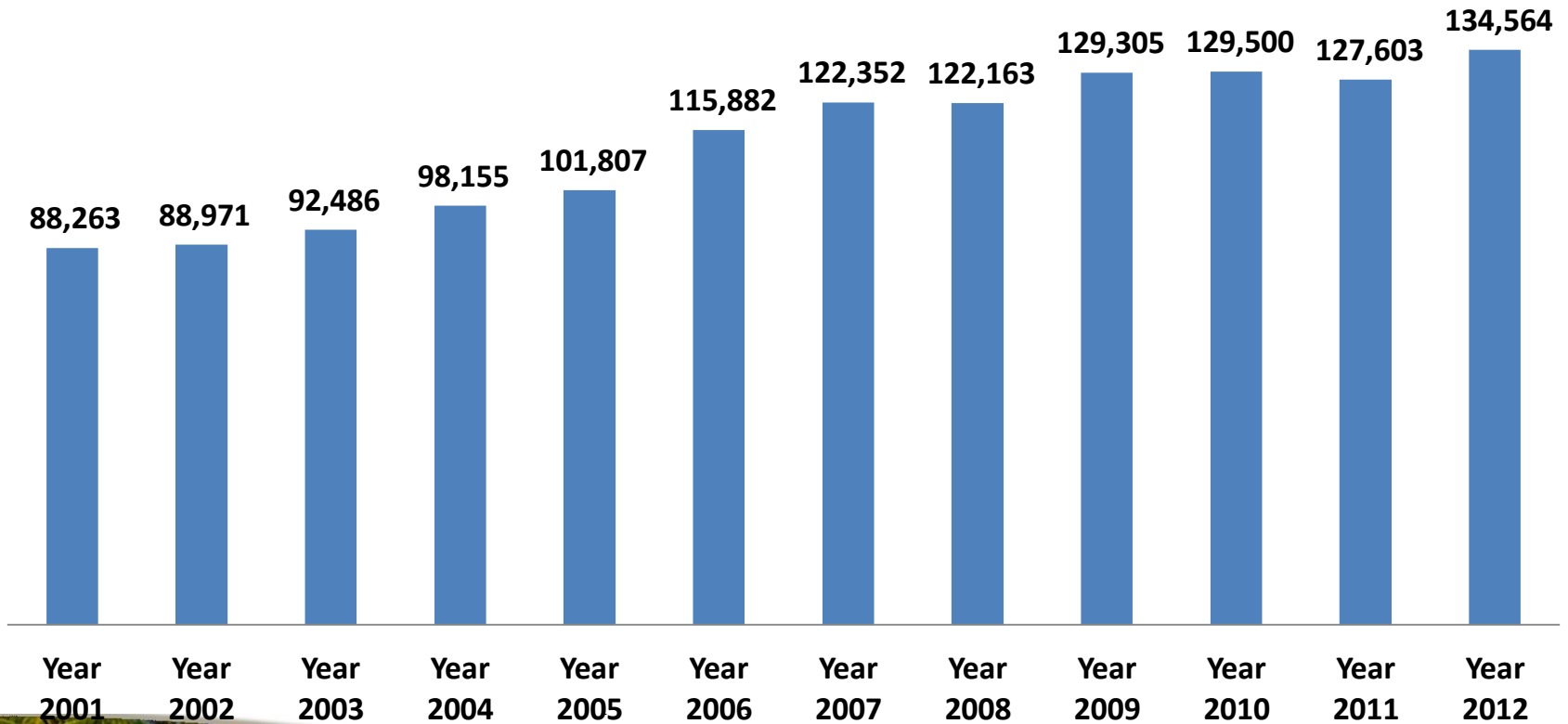
- Improve the quality of tourist facilities and services
- Ensure tourism development is carefully planned in keeping with the natural and cultural environment
- Enhance awareness and commitment to sustainable tourism in Samoa

### SOCIAL AND CULTURAL OBJECTIVES

- Heighten tourism awareness and education especially in rural areas
- Foster respect for the FaaSamoa in all tourism activities
- Encourage widespread participation and skills in performing arts and crafts

# 12 Year Trend: Total number of visitors per year

■ Total number of visitors



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# Tourism Performance

## KEY PERFORMANCE INDICATORS

- Tourism Development Plan 2009-2013 10% growth
- Increased Local and Foreign Investment in the building of Deluxe and First Class Category Hotels
- Gradual Increased awareness of Samoa as a Holiday Destination through usage of Digital Online Marketing & Communication (Samoa Direct Booking Engine, Samoa Hotels Reservations; and OTA - Booking.com; expedia; wotif; agoda etc
- Increased support for Tourism from the Village Communities, Government and Development Partners
- Tourism is acknowledged nationally as the Mainstay of the Economy and is vital to the promotion of culture, protection of environment and empowering the quality of village/community lives – the Sustainable Tourism Objectives
- Tourism & Hospitality HRD & Capacity Building Programmes are strengthened and accredited through the Samoa Qualifications Authority

# Tourism Performance vs. Challenges

<b>2009-2013:</b>	10% growth was realised but the total forecasted 38% was not so Forecast based on: <ul style="list-style-type: none"><li>• Growth of Hotel Resorts that were not built;</li><li>• Growth of inbound flights that did not materialise;</li><li>• Growth targets were established at the TDP consultations by the Industry to encourage more resources to tourism promotions</li></ul>	
<b>2008:</b>	GFC was forecasted and affected global travel Our Response: STA and Sector looked to specific niches	
<b>2009:</b>	Earthquake and Tsunami 29/09/09 destroyed 10% of Tourism Development Plant and Communities. Our response: Tourism Tsunami Recovery Programme	(VA: 5.8% /TE: \$314m 8.9%)
<b>2010:</b>	Post Tsunami Recovery Period meant increased Market Campaigns to re-establish market confidence	(VA: 0.2% /TE: \$308m -1.9%)
<b>2011:</b>	Cessation of LAX flight, Ash cloud, Christchurch earthquake, Rugby World Cup Our Response: STA/Sector looked to Specific Niches	(VA: -1.5% /TE: \$310m 1%)
<b>2012:</b>	Cyclone Evans in December 12/12/12	(VA: 5.5% /TE: \$331.3m 6.8%)

# Sustainable Tourism for Small Island Developing States

- ‘Opportunities are Abundant but so will be the Ongoing Challenges including those in Managing the Balance’
- Economic Growth and Improvement of Lifestyles in a Pristine Environment and of a Culture of Peace and Unique Experiences, which Rejuvenate the Soul and Promote a Sense of Purpose is the Ultimate Goal;
  - In order to find the wonderful formula that will deliver on these Ultimate Objectives, much Research Work and Intelligence will be sought by the individual Small Islands Developing States as it will not be a place specific formula, as per the advise of the Global Sustainable Tourism Council.

# Sustainable Tourism for Small Island Developing States

## ‘Opportunities Abundant with Ongoing Challenges to Manage the Balance’

- So whilst Opportunities are abundant, so are the Challenges for the Small Island Developing States as we continue to deal with
  - our vulnerability to Climate Change;
  - our vulnerability to Global Warming and rising sea levels;
  - our competing with major and experienced holiday destinations for the same tourist market segments;
  - our competing with the same destinations amidst rising marketing costs;
  - our facing the challenges of finding sustainable energy efficiency solutions at affordable levels;
  - our efforts of sustaining cost-effective quality infrastructure for public/private usage;
  - Our continuous efforts to seek sustainable water quality solutions that will last a lifetime if not forever.
- These are to name just a few of the ongoing challenges, and at the eve of Samoa Graduating from her LDC Status, we can only pray that the same leaders who had formulated this framework will consider another that will be most appropriate to the Small Island Developing States in order that the desirable sustainable Developments, will be Sustainable for the benefit of the existing and future generations!

**Thank you for your Attention and See You in Samoa for the  
UN Small Islands Developing States Global Conference in September 2014  
Ia Manuia! God Bless!**



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# Sustainable Tourism for Small Island Developing States

- 'S' stands for Sustainable Tourism;
- 'S' stands for Small Island Developing States;
- 'S' also stands for Samoa your 2014 Conference Venue; and
- in the words of a Super Hero, it stands for Hope!



Man of Steel Movie CLIP - What's The S Stand For (2013) - Superman Movie HD.mp4