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
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
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
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
Accommodation Inventory

<table>
<thead>
<tr>
<th></th>
<th>Properties</th>
<th>Rooms</th>
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</thead>
<tbody>
<tr>
<td>First Class</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Deluxe</td>
<td>9</td>
<td>494</td>
</tr>
<tr>
<td>Superior Standard</td>
<td>11</td>
<td>261</td>
</tr>
<tr>
<td>Standard</td>
<td>26</td>
<td>458</td>
</tr>
<tr>
<td>Budget</td>
<td>32</td>
<td>439</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>78</strong></td>
<td><strong>1652</strong></td>
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</tbody>
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Beach Fale Properties

<table>
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<tr>
<th></th>
<th>Properties</th>
<th>Rooms</th>
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<tbody>
<tr>
<td></td>
<td>20</td>
<td>320</td>
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</table>

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
- 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

**SUSTAINABLE TOURISM**
- Forest Resources
- Marine Resources
- Waste and Pollution
- Water Resources

**TOURISM OBJECTIVES**
- Rural Tourism Income
- National Tourism Income
- Tourist Sites
- Tourist Facilities
- Tourism Planning
- Sustainable Tourism

**SOCIAL AND CULTURAL OBJECTIVES**
- Heighten tourism awareness and education especially in rural areas
- Foster respect for the FaaSamoan in all tourism activities
- Encourage widespread participation and skills in performing arts and crafts

**TURISMAN 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
12 Year Trend: Total number of visitors per year

<table>
<thead>
<tr>
<th>Year</th>
<th>Total number of visitors</th>
</tr>
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<tbody>
<tr>
<td>2001</td>
<td>88,263</td>
</tr>
<tr>
<td>2002</td>
<td>88,971</td>
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<td>2003</td>
<td>92,486</td>
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<td>2004</td>
<td>98,155</td>
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<td>2005</td>
<td>101,807</td>
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<td>2006</td>
<td>115,882</td>
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<td>2007</td>
<td>122,352</td>
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<td>2008</td>
<td>122,163</td>
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<td>2009</td>
<td>129,305</td>
</tr>
<tr>
<td>2010</td>
<td>129,500</td>
</tr>
<tr>
<td>2011</td>
<td>127,603</td>
</tr>
<tr>
<td>2012</td>
<td>134,564</td>
</tr>
</tbody>
</table>
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

2009-2013: 10% growth was realised but the total forecasted 38% was not so
Forecast based on:

- Growth of Hotel Resorts that were not built;
- Growth of inbound flights that did not materialise;
- Growth targets were established at the TDP consultations by the Industry to encourage more resources to tourism promotions

2008: GFC was forecasted and affected global travel
Our Response: STA and Sector looked to specific niches

2009: 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%)

2010: Post Tsunami Recovery Period meant increased Market Campaigns to re-establish market confidence
(VA: 0.2% /TE: $308m -1.9%)

2011: 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%)

2012: 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.
‘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!
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