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SWOT Analysis

STRENGTHS:

- Living Culture;
- pristine environment;
- A priority by government for economic growth
- Value for money – exchange rate;
- Increasing awareness of Samoa as a holiday destination
- Samoa as an emerging destination;
- Strong interest and growth in adventure and experiential travel;
- major short-haul source markets, Australia and New Zealand continue to perform ;
- Gov't assistance toward potential investors

WEAKENESS:

- Accessibility;
- Funding;
- Technological advances such as high speed internet;
- Accommodation occupancy;
- Food sector;
- Human resource development;
- Limited activities due to untapped potential attraction sites.

OPPORTUNITIES:

- Improved infrastructure;
- New submarine cable to improve internet cable;
- New airline;
- Donor funded projects
- New market via national carrier access – Samoa Airways

THREATS:

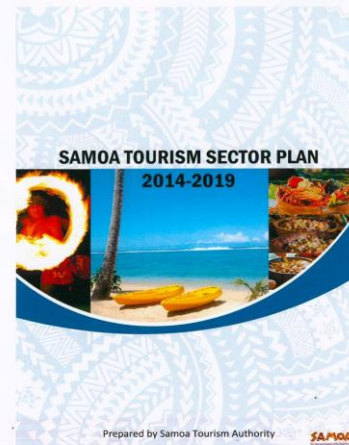
- Climate change;
- Customary land;
- Natural disaster;
- Reliance on foreign aid;
- Limited target market;
- Aviation.



Samoa Tourism Authority

- **Mandated –**
 - To provide for the sustainable development, promotion and management of the tourism sector in Samoa through effective planning, administration, regulation, and for related purposes..

By 2019 Samoa will have a growing tourism sector, which engages our visitors and people and is recognized as the leading Pacific destination for sustainable tourism’.



Samoa Tourism Sector Development Plan: 2014 to 2019

Vision: 'By 2019 Samoa will have a growing tourism sector, which engages our visitors and people and is recognized as the leading Pacific destination for sustainable tourism'.

Marketing the Destination

To grow demand and yield for the destination and its tourism products

- Example priority action: Resource and implement the Samoa Five Year Marketing Strategy through an STA Annual Marketing Plan
- Outcomes: increase visitors 5%, holiday market 7%
- Five year budget: SAT\$ 49.2 Million
- Key agencies: STA, NSO, Industry

HRD and Training

To provide education and training which supports industry and community needs

- Example priority action: Develop workplace training modules in priority areas for operators
- Outcomes: 50% communities trained
- Five year budget: SAT\$ 9.46 Million
- Key agencies: STA, TTT, APTC, NUS, SBEC, SCOC, SQA, SHA, SSTA, NUS, MESC

Product Development

To support product improvements and new product development to meet market expectations

- Example priority action: Develop and implement an integrated Product Development Program
- Outcome: increase in daily expenditure
- Five year budget: SAT\$ 17.87 Million
- Key agencies: STA, SHA, SSTA, DBS, MNRE DEC, SPREP, PUMA, MoF, MCIL, CBS

Investment and Business Enabling Environment

To provide an enabling environment to support growth and investment in tourism related business

- Example priority action: Implement the BEE recommendations of the MTC Sector Plan
- Outcomes: increase in employment
- Five year budget: SAT\$ 1.12 Million
- Key agencies: MCIL, MIT/Service Providers, STA, SWA, EPC, AG, SBEC, WBDI

Transport Infrastructure and Access

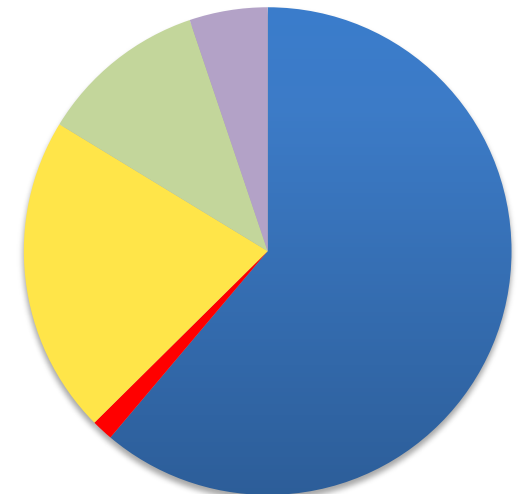
To increase destination competitiveness through increased accessibility, infrastructure use and maintenance

- Example priority action: implementation of the NISP medium term priorities
- Outcomes: high speed internet, more flights
- Five year budget: SAT\$ 4.88 Million
- Key agencies: MWTI, STA, PUMA, MoF, SSC, MCIT

Key Tourism Sector Targets

- 6,700 Samoans employed in tourism
- 335 ST\$ daily visitor spend 50 community awareness programs
- 20 Attraction sites upgraded
- 10 sustainable tourism indicator reports
- 11 nights average stay
- 4.8 average visitor satisfaction
- 4.5 average resident satisfaction

STSP Five Year Budget



- Marketing and Research
- Business Enabling Environment and Investment
- Product Development
- HRD and Training
- Infrastructure and Access

Years 0 - 2: High Priority Activities

Years 3 - 5: Medium Priority Activities



Lessons and Way Forward

- Tourism Agri-Business 2016 (STA, CTA, IFAD, PIPSO, MAF, WIBDI, private sector – restaurants, cafes); - Feedbacks, coordination, value chains and value added....
- National Agri-tourism Park
- Organic Night Markets with WIBDI;
- Tourism excellence awards
- Tourism excellence awards to include a prize for best village farmer supplying resorts fresh produce - MWSCD,MAF & WIBDI;
- Working closely with the tourism sector – SCA, WIBDI, Farmer Association, MAF to promote utilization of local products;
- Local food utilization related awards to be included and include for the best hotel and 1 for restaurant serving a minimum 75-80% threshold local food – inspection, training and monitoring.
- Accreditation of long and short term trainings into formal education degree ;
- MAF, MESC, SQA, NUS to raise the profile of cooks and farmers in Samoa

