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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’.

**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, WIBDI

**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: MWIT, STA, PUMA, MoF, SSC, MCIT

**STSP Five Year Budget**
- Marketing and Research
- Business Enabling Environment and Investment
- Product Development
- HRD and Training
- Infrastructure and Access

**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

**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