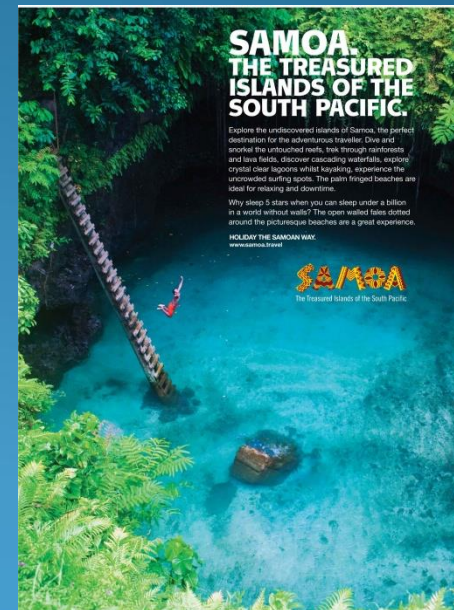


IRENA REGIONAL CONSULTATIVE WORKSHOP – Suva, Nov 12-15

‘The Samoa Tourism Sector Plan & the Future of the Tourism Industry Renewable energy’

By Faamatuainu Lenata’i Suifua
Manager Planning and Development
Samoa Tourism Authority



Outline

1. Mandates/Governance

- 1.1 Strategies for the Development of Samoa (SDS) 2012-2016;
- 1.2 National Planning – Tourism Sector;
- 1.3 United Nations World Tourism Organisation – IRENA 2014
- 1.4 Samoa Tourism Development Act 2013;
- 1.5 Tourism Priority Areas;
- 1.6 Tourism progress in Samoa – arrivals, expenditures, markets, etc.

2. Tourism Development - Renewable

- 2.1 Case study 1 - STA
- 2.2 Case study 2 – Lalotalie Fales, etc
- 2.3 Challenges, Risks & Future Plans

What is the Samoa Tourism Authority

The Samoa Tourism Authority was established in 1986 after Parliament passed **the Samoa Visitors Bureau Act in 1984** with Amendments incorporated in 1998 and 2002 changing the entity's name and Legislation to the **Samoa Tourism Authority Act 2002** to align its focus with the development of tourism in Samoa and the Office of the Minister of Tourism.

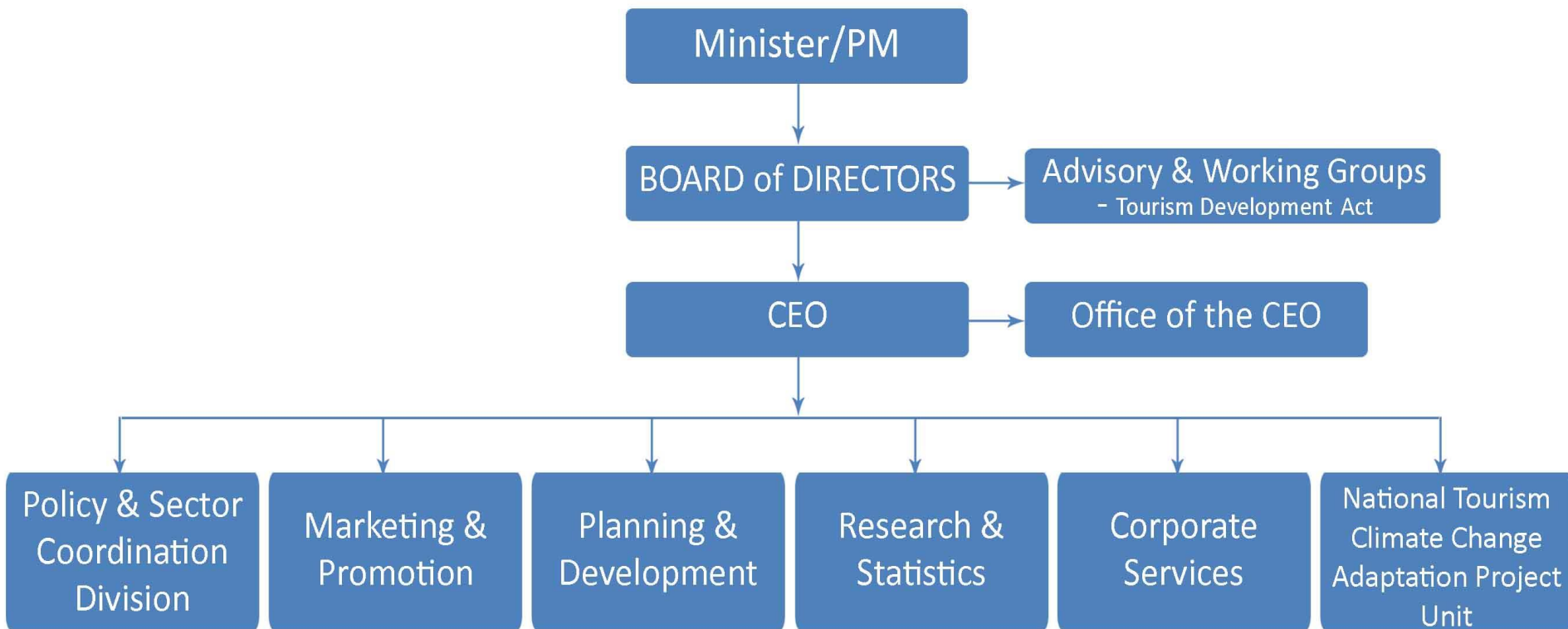
After several years the Samoa Tourism Authority with the assistance of the Public Sector Improvement Facility promoted to Cabinet and then Parliament the **passing of the Samoa Tourism Development Act 2012** for tourism legislation that will lead, guide, facilitate and coordinate the sustainable development of Tourism by extending the legislation to incorporate Guiding Principles for the Tourism Sector in the Application of the Act.

The new legislation mandates the development of the Sector and what **'tourism business'** comprises. **These now are the focus of STA.**

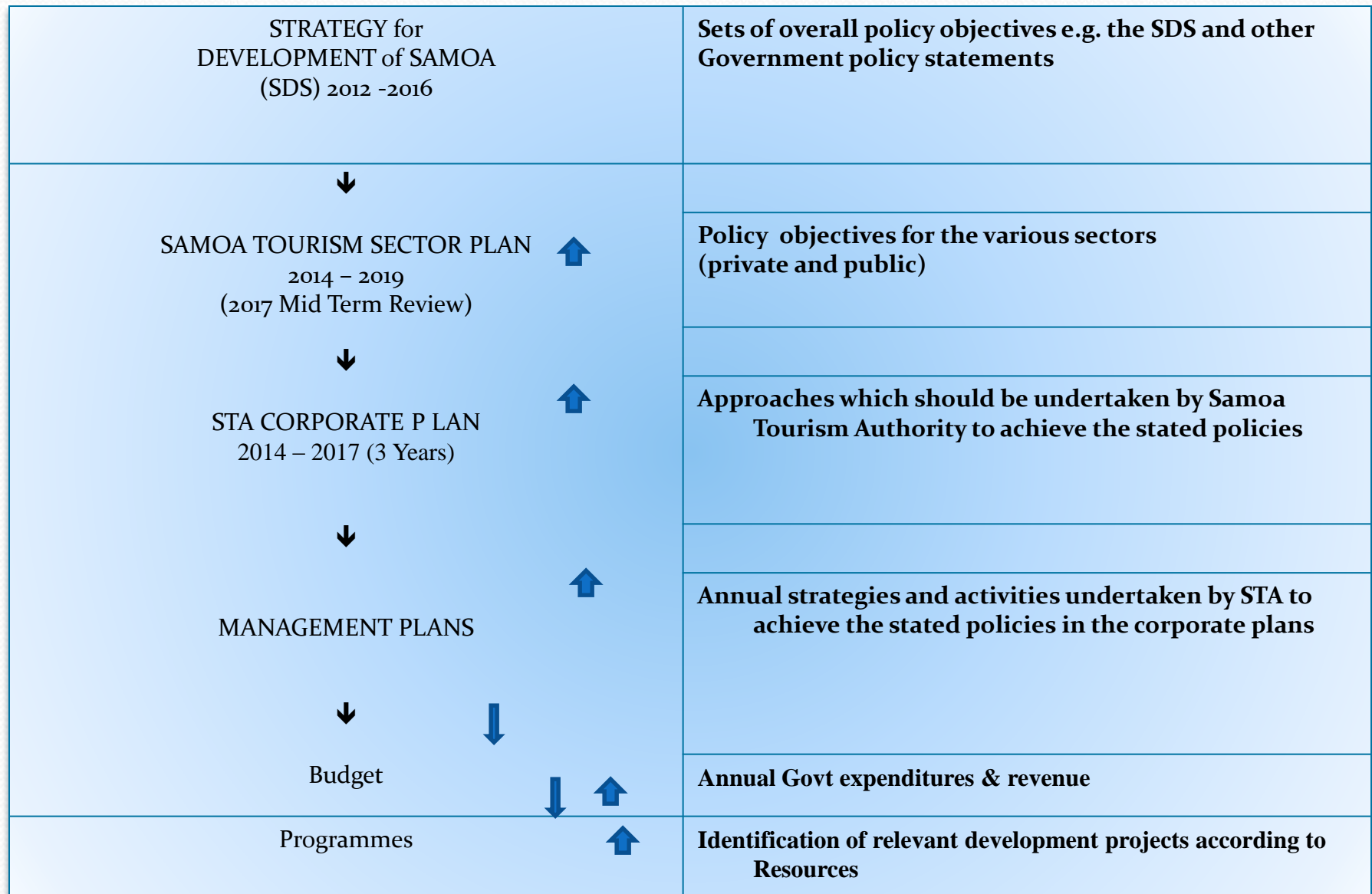


Samoa Tourism Authority

Tourism Development Act 2012



STRUCTURE OF GOVERNMENT PLANNING



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, WIBDI

Transport Infrastructure and Access

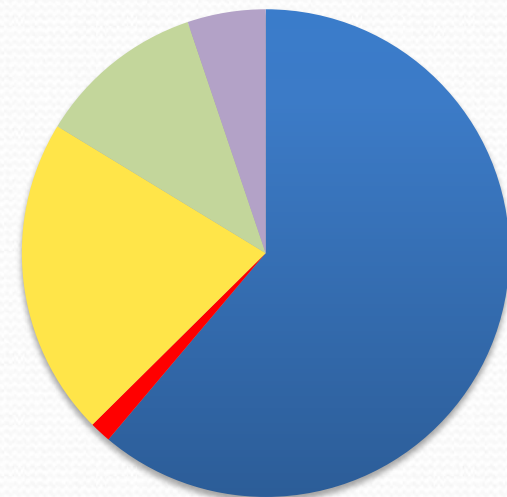
To increase destination competitiveness through increased accessibility, infrastructure use and maintenance

- 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: 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

Quantitative Data



Lets do some numbers!!

Arrival Stats per market

Markets	2010	2011	2012	2013	2014
A. Samoa	23,737	24,582	23,179	20,194	18,320
NZ	57,837	54,924	59,803	53,245	54,764
Australia	23,415	25,197	28,161	28,260	31,209
USA	8,658	7,425	7,597	7,144	8,457
Canada	580	450	351	397	320
O/P/Is	6,381	6,551	6,765	6,411	7,136
UK	1,313	1,163	1,031	862	810
Germany	1,089	1,151	1,002	955	1,345
O/Europe	2,245	1,741	1,453	1,647	1,534
Japan	510	532	688	452	630
China	1,356	1,512	1,671	1,520	1,998
OAC	1,936	1,500	2,301	1,524	1,745
O/cout	443	875	685	2,062	2,687
	129,500	127,603	134,687	124,673	130,955

Arrival Stats per Profile

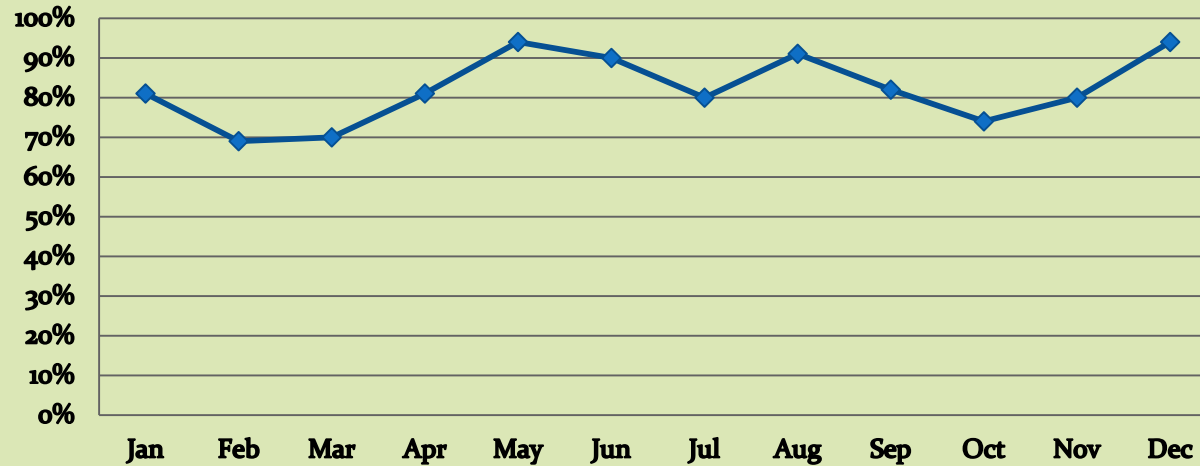
Purpose	2010	2011	2012	2013	2014
Holiday	48,730	44,049	53,091	45,321	45,999
VFR	50,405	56,157	52,590	44,879	45,364
Business	11,738	11,392	14,162	11,677	13,286
Others	18,627	16,005	14,844	22,778	26,306
Totals	129,500	127,603	134,687	124,655	130,955

Tourism Earnings (millions)

	SAT \$	% Growth
2010	304.3	-1.9
2011	310.5	1
2012	338.5	9
2013	314.6	-7.1
2014	337.4	7.4

2014

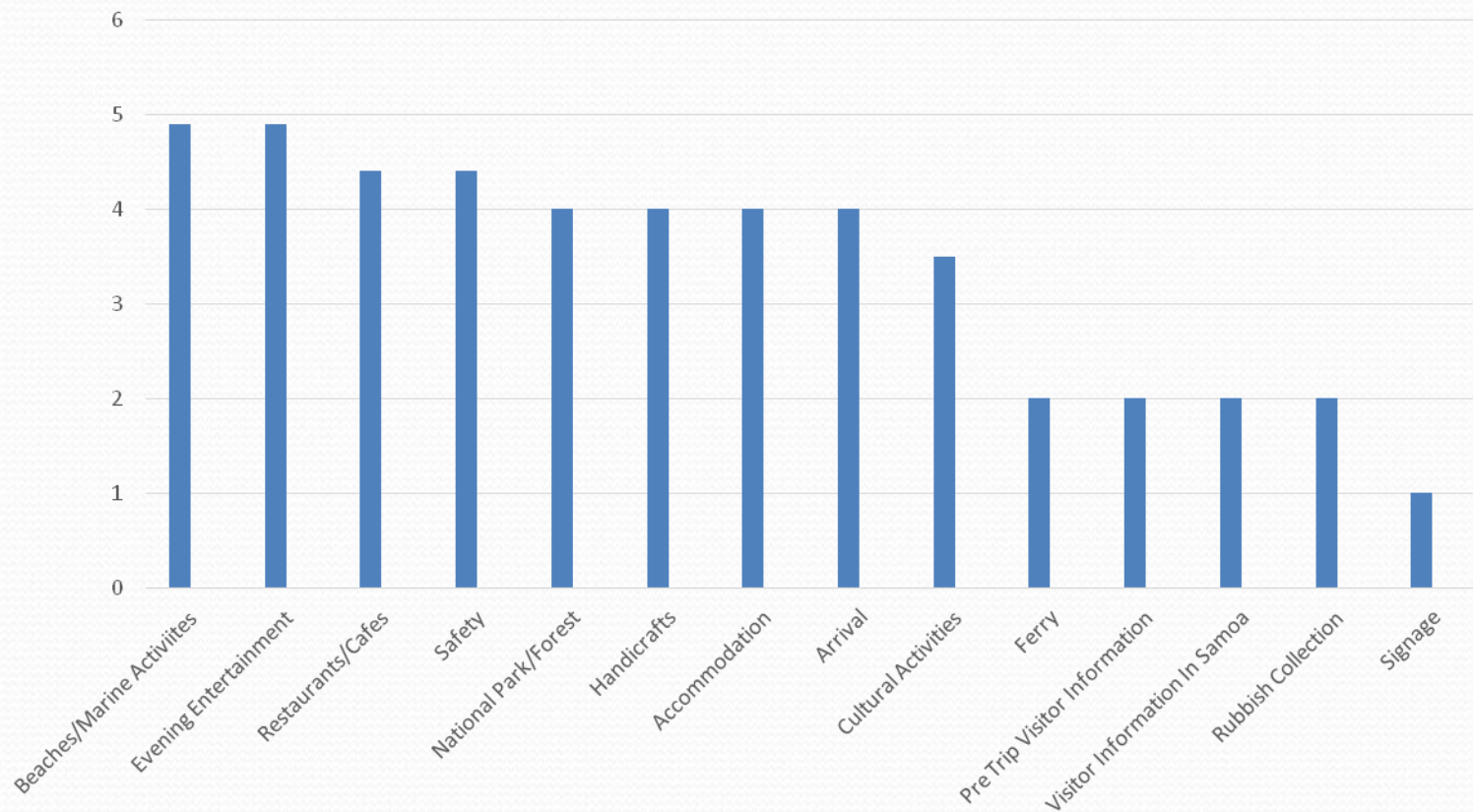
Utilisation %



	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Tot
Arrivals	15130	10033	11658	13859	14852	16063	16515	16567	14866	13667	13610	20605	177425
Capacity	18719	14595	16601	17081	15791	17895	20662	18221	18095	18498	16920	21973	215051
Utilisation %	81%	69%	70%	81%	94%	90%	80%	91%	82%	74%	80%	94%	83%
Quarterly	73%			88%			84%			83%			

Tourist Satisfaction

IVS 2012-2013



2013 Economic Impact Assessment Report Figures

2013 Economic Impact Assessment Report Figures	
InternationalVisitors	SAT 345 mil
DomesticTourists	SAT 22 mil
Cruise Visitors	SAT 3 mil

Tourist Expenditure

The estimates for both domestic tourism and cruise tourism are new estimates and highly useful as first estimates, but their scale is such that 93% of tourist expenditure still comes from the inbound international tourists. Nonetheless there are opportunities for both domestic tourism and cruise tourism to play vital roles in the future development of tourism in Samoa.

The estimate of SAT 370 million is higher than the current estimates of foreign exchange earnings from the Central Bank of Samoa of some SAT 315 million in 2013. However the CBS estimates have involved complicated projection models based on sample surveys in 2002/2003. So, in principle, the surveys in 2012/2013/2014, notably the International Visitor Survey (IVS), should provide a better estimate of the current situation than the models.

Accommodation Summary

SUMMARY:

COMMERCIALISED ACCOMMODATIONS:

	# of Properties Operating	# Rooms	# Beds
<i>DELUXE</i>	10	422	786
<i>SUPERIOR STANDARD</i>	12	266	526
<i>STANDARD</i>	36	671	1308
<i>BUDGET</i>	39	475	1059
<i>HOLIDAY HOMES</i>	3	18	25

SPECIALISED ACCOMMODATIONS:

SAMOAN FALES

<i>BEACH FALES OVERNIGHT STAY</i>	21	310	723
<i>BEACH FALES DAY VISITS</i>	14	78	0
<i>OCEANVIEW OVERNIGHT STAY</i>	3	14	26
<i>OCEANVIEW DAY VISIT ONLY</i>	3	14	0
<i>RIVER FALES OVERNIGHT STAY</i>	1	7	0

TOTAL	142	2275	4483
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<i>LIST ONLY</i>	22	81	108
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Guidelines/Processes

- STA Checklist – New and proposed developments
- Government Policies –
 1. Tourism and Hotel Development Incentives Act 2007;
 2. Customs (Tourism and Manufacturing Developments) Regulation;
 3. Foreign Investment Act;
 4. Tourism Development Act 2012.

RENEWABLE ENERGY IN THE TOURISM SECTOR IN PACIFIC ISLAND COUNTRIES

**New technologies and integrated systems to enhance
the resilience of tourism operators in the face of
escalating climate change impacts
and fossil fuel energy prices**



Solar systems for hot water and small scale electricity production –

Common and proven technologies and applications



Biogas from local green waste and other organic material –

Small 'household' systems capable of scaling up as needed for beach fale resorts to larger resorts

Applications: biogas cooking, water heating absorption fridges, small scale generators



Resources for green waste biodigester systems – All these below plus food preparation waste and other food waste



Village household greenwaste systems

- methods fully scaleable



Biogas Sanitation Systems

High performance on-site wastewater treatment and energy co-benefit

Example of two primary biogas septic tanks and a secondary treatment wastewater garden serving the “Garden Toilets” showcase project by the Samoa Tourism Authority



Tafua Beach Fales:

- Biogas septic tank system, with secondary wastewater garden
- Green waste biogas tanks system
- Waste feedstock's processing and biogas storage
- Biogas used for cooking in central kitchen

Banyan Tree 'Eco' Lodge (a fully 'off the grid' project):

- Solar PV system with battery storage and inverters
- Biogas sanitation system including secondary wastewater garden
- Greenwaste biogas system with waste feedstocks processing and biogas storage – biogas used for cooking
- Project also has rainwater collection and storage and will recycle grey water for flush toilets

Challenges and Risks in Deploying RE in the tourism sector

- Set up costs;
- Capacity Building;
- Information dissemination;
- Climate change
- Research;
- Assistance – 50/50

Future plans and Opportunities

- Beach fale, attraction sites, small scale enterprises; etc •



Vinaka!

