



## UNPLUG FROM THE DIGITAL WORLD IN BEAUTIFUL SAMOA

*London, 28 August 2018* - With the increasing amount of time spent on electronic devices and constantly finding oneself on the web and social media, more travellers are seeking destinations to truly retreat away from modern technologies.

For those looking to take on a detox, Beautiful Samoa is an idyllic destination that's got the power to completely unplug you away from the digital world.

Situated in the heart of the South Pacific between New Zealand and Hawaii, Samoa is known as the treasured islands of the South Pacific – the true heart of Polynesia. Its natural beauty welcomes visitors with turquoise blue waters, clear skies and pristine white beaches.

Here you can relax on Lalomanu Beach, named one of the ten most beautiful beaches in the world; the perfect spot to go back to basic, soak up the sun or watch the starry skies with its' breathtaking views of the Pacific Ocean and the scenic mountains of Upolu. For a complete break from the hustle and bussle of modern life, here visitors can opt for a traditional beach front accommodation and spend the night in one of Samoa's beach fales. An overnight stay in these local huts offers a unique experience to fall asleep under the stars and share the life of the local villagers.

With an average temperature of 30 degrees all year long, Samoa's main two islands offer plenty of opportunities to reconnect with nature too. Discover [To Sua Ocean Trench](#), a 30-metre deep crater filled with sea water, get splashing at the "[Papaseea Sliding Rocks](#)" (natural water slides) on Upolu; lose yourself in the tropical [Falealupo Rainforest Reserve](#) or marvel at the spectacular [Alofaaga Blowholes](#) on Savai'i.

A sanctuary for a perfect getaway, Samoa focuses on what matters the most: its people and a 3,000 year old way of life - Fa'a Samoa - a guideline for every Samoan on how to lead their lives by celebrating and embracing traditional values, their culture and environment.

For more information on Samoa visit [www.samoa.travel](http://www.samoa.travel).

-ENDS-

**For more information please contact:**

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**Notes to editors:**

**Samoa: The Treasured Islands of the South Pacific**

The islands of Samoa - The Treasured Islands of the South Pacific - are the true heart of Polynesia. Ten islands of stunning wild beauty, Samoa - or Independent Samoa as it is now known so as to avoid confusion with American Samoa, is paradise waiting to be explored. From powder soft beaches, to warm tropical seas, colourful coral reefs alive with marine life. The rugged, lush interiors reveal endless wildlife, waterfalls and hiking trails.

Images available upon request.