



BEAUTIFUL SAMOA ON THE ROAD

London, 08 February 2019 – Calling to all those who want to discover more about Beautiful Samoa, known as the Treasured Islands of the South Pacific – the true heart of Polynesia. The Samoa Tourism Authority is back on the road to showcase the best of Beautiful Samoa to the European travel trade & media. Here are a few important dates to note.

First stop will be at Meet the Pacific Show in Vienna on 20 February, followed by Zurich on 22 February. The team will then meet the UK travel trade partners at the 12th Annual Unite Pacific & Australasia in London on 26 February. The roadshow will then feature Milan, Madrid and Prague.

The next few stops include TravMedia's IMM (International Media Market) on 05 March held at the Grand Hyatt Berlin in Berlin, Germany. A chance for journalists, editors and broadcasters to network in a single-day. Furthermore, Samoa will be exhibiting at the world's leading travel trade show ITB in Berlin, from the 06 March 2019. The Samoa Tourism Authority team will be meeting up with members of the travel trade on 06, 07, 08 March before showcasing the destination to the public over the weekend. ITB Stand Number: 110 located in Hall 5.2a. Finally Samoa will be presenting at the Travel Bulletin South Pacific Showcase evening in Chester on 15 April.

Full list of dates is as follows:

Wednesday 20 February - Meet the Pacific Show - Vienna
Friday 22 February - Meet the Pacific Show - Zurich
Tuesday 26 February - Unite Pacific & Australasia - London
Thursday 28 February - Meet the Pacific Show - Milan
Friday 01 March - Meet the Pacific Show - Madrid
Monday 04 March - Meet the Pacific Show - Prague
Tuesday 05 March - IMM (TravMedia) - Berlin
Wednesday 06 March to Sunday 10 March - ITB - Berlin
Monday 15 April - Travel Bulletin Showcase - Chester

-ENDS-

For more information please contact:

Samoa Tourism Authority

Tel: +44 208 877 4512

E-mail: samoa@representationplus.co.uk

Visit: www.samoa.travel

Notes to editors:

Samoa: The Treasured Islands of the South Pacific - The islands of Samoa - are the true heart of Polynesia. Ten islands of stunning wild beauty, Samoa - or Independent Samoa as it is 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.