



**SAMOA CELEBRATES THE LAUNCH OF THEIR FIRST 'VISIT SAMOA YEAR 2016' AT WTM 2015, AND HIGHLIGHTS NEW RESORT OPENINGS ON STAND AS255.**

Samoa Tourism Authority (STA) are exhibiting at World Travel Market 2015 with the South Pacific Tourism Organisation. STA launch their first 'Visit Samoa Year 2016' at WTM 2015 and highlight the opening of the iconic [Sheraton Samoa Aggie Grey's Hotel](#) (12 February 2016) and Taumeasina Island Resort (Q2 2016). Registration opens for the Samoa Tourism Exchange 2016 as guests of STA on the stand

Samoa will be one of the first places in the world to see in 2016. The overarching theme of the year is 'Beautiful Samoa', the campaign is aimed at Samoa's key target markets - Adventure, Romance, Experience, Family and Culture. The trade promotional support includes a new destination video and new imagery. Video available @ <https://www.youtube.com/user/samoatourism>. The objective of the campaign is to drive more visitors to Samoa by showcasing Samoa's luxuriant environment, uncrowded beaches, authentic culture, attractions and friendly people.

Samoa's iconic Aggie Grey's Hotel has been completely refurbished and is set to re-open on 12 February 2016 as the Sheraton Samoa Aggie Grey's Hotel. Located in the heart of Apia within easy walking distance of Apia's markets, restaurants and the Palolo Deep Marine Reserve one of Samoa's best underwater spots. The building's historic colonial façade has been kept, whereas the interior has been completely refreshed. The resort's spacious rooms, fales and suites have all been furnished to compliment the idyllic South Pacific setting. Guests can relax by the two swimming pools or in the Shine Spa for Sheraton.

Taumeasina Island Resort, is located on Taumeasina Island just off the coast of Apia and is due to open in Q2 2016. The resort will feature 80 rooms and 25 private villas. The resort's other facilities will also include retail and restaurant outlets, a water sports pavilion, a wedding venue and bar.

Product/Contract/Sales managers can also visit the stand to put in an application for a place on the upcoming Samoa Tourism Exchange, 12 – 14 April 2016. The exchange will include a fully-hosted FAM Trip with return flights and tickets to the Samoa Tourism Exchange Roadshow.

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