



## **SAMOA PLAN TO DEVELOP APIA WATERFRONT**

*London, 4 October 2016-* The Apia Waterfront Development (AWD) Project is a nationally significant initiative for Samoa. It is led by the Ministry of Natural Resources and Environment and Samoa Tourism Authority. On 1 September 2016 The Draft Waterfront Plan was announced by Tuilaepa Aiono Sailele Malielegaoi, Prime Minister of Samoa. The Plan is a strategic document that guides government planning and waterfront users on future development along the Apia Waterfront. It also gives a vision on how it will be transformed in the next 10 to 15 years.

The key objective of the Waterfront Plan is to improve the remaining public areas along Mulinu'u to Taumeasina for public use and small commercial opportunities. The vision of the Plan is "The Apia Waterfront is an attractive destination connecting people to unique places and Samoan experiences". The Waterfront is compared to the *ula nifo* (Samoan 'tooth' necklace), which is also represented in the logo of The Apia Waterfront. The tooth necklace consists of beads and teeth. The beads represent activity nodes along the waterfront, while the teeth are access points that link the Waterfront to the centre of Apia.

To achieve the vision of the Waterfront Plan, five encompassing goals have been identified. These goals are:

- I. Create a unique Samoan experience;
- II. Create an inclusive, safe and clean waterfront;
- III. Enhance public domain for community use;
- IV. Support opportunities for local business initiatives; and
- V. Connect people to the sea.

These five goals are currently implemented by dividing the waterfront area into five areas. Each area has its own preliminary ideas including: Extending walking and cycling tracks; promote outdoor and water sport activities and business; highlight historical monuments; potential urban beach; extend parks and play areas; potential botanical garden; provide waterfront seating and viewing areas; and improve access to the sea.

Samoa will attract more tourists by improving the attractiveness, functionality and safety of the waterfront area. Moreover the benefits of tourism on the economic and social development of the island can be enormous. Opening Samoa up for investment, creating jobs and opportunities for Samoans, and enhancing heritage and cultural values will be of influence. It creates an opportunity to enhance the potential of Apia as the leading sustainable tourism destination in the Pacific region.

Stakeholders and interested parties are invited to provide comment on the draft plan prior to its finalisation in late 2016.

-ENDS-

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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.