Experience in Applying the EPiC Tool to the Samoa Tourism Sector Plan

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Asia-Pacific Stats Café
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Overview of the Samoa Tourism Sector Plan

- Samoa Tourism Sector Plan (STSP) 2020/21-2024/25
  - Developed through a comprehensive review of the previous STSP 2014-2019
  - Assessment of emerging risks and challenges to ensure the successful delivery of the plan.
  - Engagement of key external stakeholders across the sector to inform the direction of the plan.
  - The sector’s vision is for “Samoa to be a better, more sustainable and resilient tourism destination” with the aim of surviving and then thriving post COVID 19 crisis. Based on the assessment of the current risks and opportunities several options were put forward for growth and recovery of the sector as Samoa and the global economy continues to adjust to the new normal due to the COVID 19 pandemic.

- Key Stakeholders of Reviewing the STSP
  - **Lead Agency**: Samoa Tourism Authority
  - **Partner Agencies**: Samoa Hotels Association, Savaii Samoa Tourism Association, Community and Civil Societies
  - **Line Ministries**: All other 13 sectors
Overview of EPiC Tool Application

• Areas of STSP Reviewed by EPiC
  • Clarification of **key issues** addressed under the six Programme Areas
  • **Coverage** of document
    - Core Concepts
    - Global and Regional Indicator Frameworks
  • **Alignment** of key issues, indicators and outcomes
  • Development of an **updated indicator framework**
Overview of the Workshop

A series of three workshops over three weeks with key stakeholders

- **Session 1**: Identification of key issues and evaluation of relevance of Core Concepts to STSP
- **Session 2**: Review of the coverage of the Plan
- **Session 3**: Review of the indicator framework
- **Follow-up**: Fine-tuning the alignment between the key issues, outcomes and indicators
Indicator Frameworks Relevant to STSP

Policy

- Samoa Tourism Plan (2020-2025)
  - 6 Indicators

National

- Samoa Tourism Plan (2014-2019)
  - 142 Indicators

Regional/Global

- Sustainable Development Goals
- UNEP-WTO Sustainable Tourism Indicators
- WTO Compendium of Tourism Statistics
  - 308 Indicators
Results from the Review

A snapshot of the review shows the outputs that complement the original Plan.

- **Number of key issues for action** identified in the Plan: 28
- **Number of outcomes** derived from the original five: 20
- **Number of indicators** complementing the original six, with details on disaggregation: 60
Through the review of the STSP coverage of the components, it became evident that more emphasis be given to environmental and cultural issues.
Alignment of Key Components

In the indicator framework, **key issues** are aligned with **outcomes** and **indicators**

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<th>Description</th>
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<tbody>
<tr>
<td>Need for better statistical products for market research</td>
<td>IN DOC</td>
<td>Improved monitoring and capturing of tourism statistics to assess performance and inform marketing strategies</td>
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<td>Number of accredited tourism operators listed with STA</td>
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<td>Need to increase number of tourists for priority target groups</td>
<td>IN DOC</td>
<td>Increased revenue from visitor growth from traditional source markets. Increased travel preferences for Samoa.</td>
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<td>Number of tourist surveys conducted, by year</td>
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<td>Need to develop domestic tourism during and post COVID-19</td>
<td>IN DOC</td>
<td>Increased visibility of domestic tourism opportunities and increased revenue from domestic tourism</td>
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<td>Regular tourism statistics report produced annually</td>
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<td>Need to further develop the cruise shipping sector</td>
<td>IN DOC</td>
<td>Increased tourism revenue from a nurtured and revived cruise market to re-establish routes to/visits Samoa - key relationship management with cruise operators to incorporate Samoa within a Pacific cruise bubble</td>
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<td>Number of tourists visiting Samoa each year</td>
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<td>Need to develop and promote events encouraging tourists to visit Samoa</td>
<td>IN DOC</td>
<td>Established and promote a consolidated calendar of events inclusive of key events happening across the sector annually and special show events. The calendar can be made available on the STA’s online portals, monthly newsletters and website</td>
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<td>Tourism direct GDP as a proportion of total GDP and in growth rate</td>
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<td>Proportion of hotel guests that are residents of Samoa</td>
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<td>Average spending per cruise ship passenger</td>
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<td>Number of cruise ship passenger of disembarkations</td>
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<td>Number of cruise ship visits to Samoa</td>
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<td>Events calendar established by January 1st for each year and published on website</td>
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<td>Number of industry members consulted each year in development of events calendar</td>
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Summary of Results from Applying EPiC

**Clearer alignment** between STSP components, such as *key issues, outcomes and indicators*

**Refined indicator framework**