
Beautiful
SAMOA

SAMOA TOURISM AUTHORITY

Reimagining a Pacific destination brand in the AI era

Samoa is evolving from a traditional destination message to a connected digital destination brand grounded in culture, belonging and trust.



Samoa in one glance

A nation shaped by culture, community and the ocean

Samoa is a Polynesian island nation in the South Pacific, centred on the islands of Upolu and Savai’i.

Tourism here is shaped not only by natural beauty, but by village life, family, faith and Fa’a Samoa - the Samoan way.



Tourism & digital landscape today

A visitor economy built on both leisure and connection

183,147

In 2025, Samoa welcomed 183,147 visitors - a 2 percent increase on 2024 led by New Zealand, Australia and the United States. Holiday travel is strong, but visiting friends and relatives remains a major driver - making tourism deeply relational.

Travellers increasingly discover Samoa through search, social media, online reviews and digital content.

What visitors actually value

Samoa’s strongest brand assets are human as well as scenic

Visitors today look beyond scenery. They seek local food, cultural authenticity, safety and natural attractions.

Experience scores highlight friendliness, cleanliness and the variety of things to see and do.

Our destination promise must reflect people, culture and everyday life - not just postcard views.



Why the brand must evolve

From “Beautiful Samoa” to a more distinctive digital identity

“Beautiful Samoa” has been a successful legacy message.

But in an AI- and algorithm-driven world, beauty alone is not enough to clearly distinguish Samoa from other island destinations.

Our next step is to communicate what makes Samoa culturally distinct - not just visually attractive.



Topic 1: National Digital Branding Strategy & Vision

Defining Samoa as a place of belonging

Samoa's branding direction is shifting from promotion to identity. The emerging organising idea centres on belonging, protection and welcome - a destination where visitors do not just arrive, but are welcomed into a village.

This gives Samoa a clearer, more ownable position in digital channels.



Topic 2: Authentic storytelling & cultural heritage

Putting Fa'a Samoa at the heart of digital content

Authentic storytelling means building destination narratives with villages, cultural leaders, churches and creatives -

not inventing them in an office.

Content focuses on everyday life, customs, hospitality and protocols, so that Samoa's culture is represented accurately and respectfully.

The aim is for AI and algorithmic systems to learn from real Samoan stories, not generic Pacific imagery.



Topic 3: Data, personalisation & targeting

Using insight to make Samoa more relevant, not just more visible

Visitor surveys and arrival data are being used to understand who comes, why they travel, what influences their decisions and how long they stay.

This insight informs audience segments, content themes and campaign targeting across digital channels. Over time, the goal is to move from broad awareness to more personalised content and smarter conversion pathways.





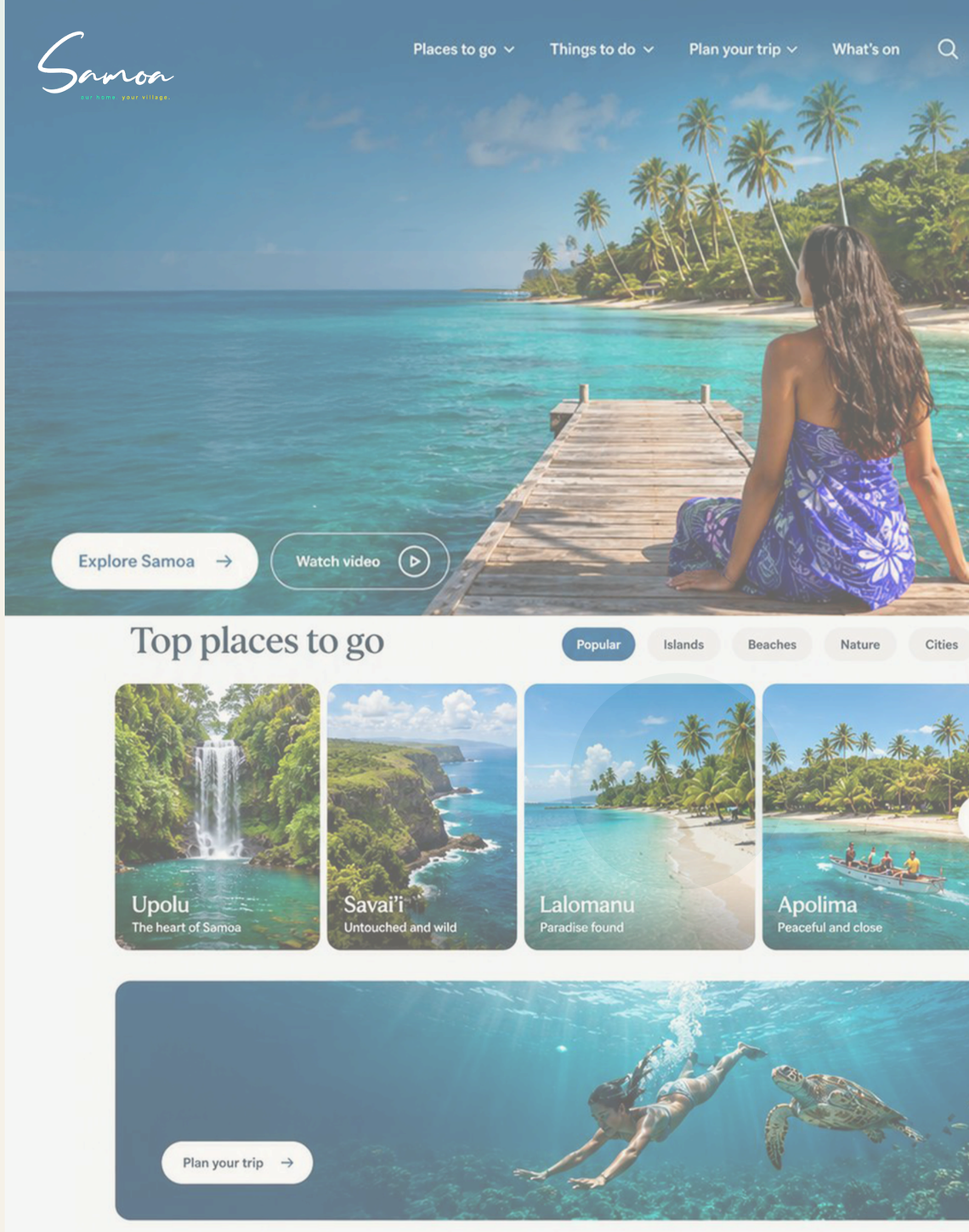
What Samoa Tourism is actively doing now

Building a more intelligent digital ecosystem for discovery

Samoa Tourism Authority is strengthening its digital front door through improved website structure, clearer content and stronger destination information.

Digital kiosks at key visitor locations are making tourism information easier to access in-country.

SEO and emerging answer-engine optimisation are also helping improve how Samoa is understood across search and AI-driven discovery.



Challenges, partnerships and ambition

Small island constraints - and a clear direction

Our response is to lean on partnerships, build capability and make smarter use of the insight we already have.

Our ambition is simple: as travel discovery becomes more digital and AI-mediated, technology should amplify Samoa's culture, confidence and value - not define it.

Samoa

our home. your village.

Samoa

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“O Lo ʻ u Fale, O Lou Malu. ~ My home is your refuge. Your safe place. Where you belong”.