Samoa Tourism Authority Launches New Campaign for 2015/2016

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The Samoa Tourism Authority have launched an exciting new campaign for 2015/2016, 'Visit Samoa Year 2016' with the overarching theme being 'Beautiful Samoa'. The campaign has six sub categories within the theme and is being aimed at Samoa's key target markets - Adventure, Romance, Experience, Family and Culture. The campaign includes a new destination video, new imagery, logo and communication style.

The main message of 'Beautiful Samoa' is to inspire people to travel to Samoa to experience Samoa's luxuriant environment, uncrowded beaches, authentic attractions and meeting the friendly Samoan people. The campaign aims to take destination Samoa to the next level and position it as a premier visitor destination in the South Pacific.

The campaign, launched in late June, will be the focus of all communications for the next 12 months. The main promotional tool is the destination video which is available in three lengths - 30 seconds, 60 seconds and 3:13. The video can be seen on YouTube at -https://www.youtube.com/user/samoatourism.The Beautiful Samoa video was filmed by Media Playground and the soundtrack 'Take it Slow' is by Bobby Alu, who is of Samoan descent. All advertising material will feature an image that draws the viewer in to the scene, encouraging consumers to discover what beautiful Samoa has to offer.

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For more information and to register interest in press trips for commissions with national media, please contact:

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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 and colourful coral reefs alive with marine life, its rugged, lush interiors reveal endless wildlife, waterfalls and hiking trails.

Images available upon request.

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