

# Travel and Tourism in Samoa

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## Abstracts

The number of tourist arrivals into Samoa took a sharp decline as the result of two cyclones, which hit in 2012 and 2013. The worst of the two was Category 1 Cyclone Evan in 2012, which delivered considerable damage to the tourism sector, in particular severely damaging accommodations such as the iconic Aggie Grey's Hotel. Many holidaymakers had their trips cut short as floods and debris ripped through their beach fale (traditional beach huts) and hotels. The disaster led holidaymakers from...

Euromonitor International's Travel and Tourism in Samoa report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest market size data 2009-2013, allowing you to identify the sectors driving growth. It identifies the leading companies and offers strategic analysis of key factors influencing the market - be they new legislative, technology or pricing issues. Background information on disposable income, annual leave and holiday taking habits is also included. Forecasts to 2018 illustrate how the market is set to change.

**Product coverage:** Car Rental, Demand Factors, Health and Wellness Tourism, Online Travel Sales to Country Residents, Tourism Flows Domestic, Tourism Flows Inbound, Tourism Flows Outbound, Tourism Receipts and Expenditure, Tourist Attractions, Transportation, Travel Accommodation, Travel Retail.

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

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Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

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