

Guide for the Cruise Line Industry
in
AMERICAN SAMOA



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2005 Pacific Island Fellows Program
US Department of the Interior
Office of Insular Affairs

Disclaimer: This document has been prepared by a masters student in Travel Industry Management to disseminate information on American Samoa's cruise industry for the purposes of the 2005 Business Opportunities Mission sponsored by the U.S. Department of the Interior, Office of Insular Affairs. The views and recommendations contained in this document, however, are solely those of its author and not the U.S. Government or any agency or officer thereof. Those intending to initiate ventures in this location are advised to conduct independent due diligence.

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Executive Summary

The purpose of this guide is to serve as a point of reference for cruise line operators who are considering visiting one of the most scenic island groups in the world - American Samoa. This guide is designed to provide the reader with useful information about the islands themselves, port facilities, fees, passenger clearance, popular on-shore attractions and local points of contact. As the fastest growing sector in the travel and tourism industry, many cruise lines are now considering American Samoa to be one of the safest, most scenic, culturally enriching, and memorable cruise destinations of the South Pacific.

For over a century, the U.S. flag has waved proudly over the tropical islands of American Samoa. Notwithstanding the influences of modernized society, no other island group in the Pacific has been able to hold onto its cultural identity like that of American Samoa. It is here that the simple way of life is held in esteem. While few are considered wealthy, few live in poverty. It is a rare traveler indeed who does not enjoy visiting the islands of American Samoa.

The cruise line industry is now the fastest growing sector of the travel and tourism industry in the world, with an increasing number of cruise lines discovering American Samoa to be one of the safest, most scenic, culturally enriching, and memorable cruise destinations of the South Pacific.

Pago Pago, on the island of Tutuila, is protected by one of the most picturesque natural deep water harbors in the world, offering one of the best natural shelters anywhere in the Pacific in addition to excellent cruise ship and maritime facilities. The port offers two berthing locations to commercial vessels, with the capacity to accommodate even the largest luxury cruise liners, including the QE2.

In addition to its excellent port facilities, the territory also boasts an international airport and the most reliable power, water & waste treatment systems, and telecommunications infrastructures in the South Pacific. A territory of the United States, American Samoa is recognized as a safe and stable environment for the potential business partner as well as the leisure traveler. Its close political and economic affiliation with the United States offers political stability, a strong U.S. currency, excellent financial institutions, and the security and recourse of the U.S. legal system.

American Samoa's prime location in the South Pacific, along with its natural beauty, hospitable culture, excellent economic and environmental infrastructure, and strong economic potential all contribute to making the territory one of the premier cruise destinations in the region.

AMERICAN SAMOA

Guide for the Cruise Line Industry

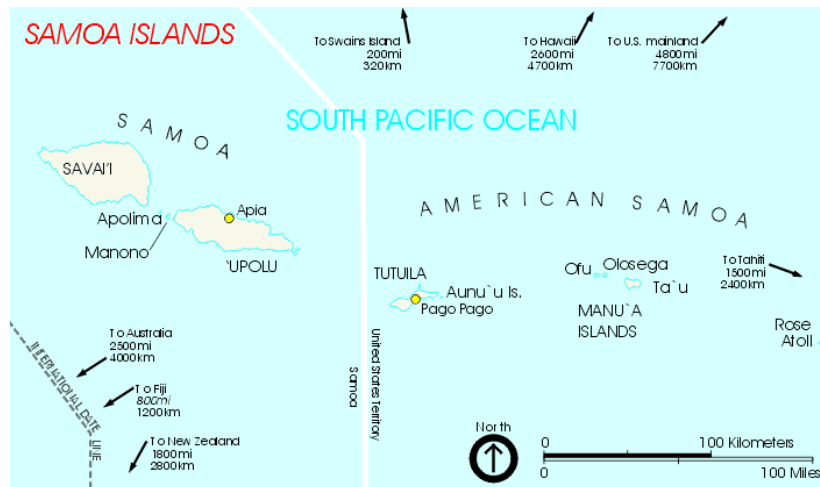
Introduction and Geography

Encircled by the Southern Pacific Ocean, American Samoa is comprised of five volcanic islands and two coral atolls. Dispersed over 150 miles of the Pacific, the territory lies between 13° and 15° south latitude and 169° and 171° west longitude, and is the only populated U.S. possession south of the equator. With a combined land area of 76 square miles, these islands are among some of the most magnificent in the world.



Source: American Samoa Office of Tourism

The dragon-shaped island of **Tutuila** accounts for 56 square miles, or 70 percent, of the total land area in American Samoa. The six other islands include the Manu'a Islands, consisting of **Ofu**, **Olosega**, and **Ta'u**; **Aunu'u**, a small island off the southeastern tip of Tutuila; **Swains Island**, a small privately owned ring-shaped atoll located over 200 miles north of Tutuila, with a population of less than 40; and **Rose Atoll**, an uninhabited U.S. National Wildlife Refuge.



Source: National Park of American Samoa

Tutuila Island

Tutuila is American Samoa's largest island. The territory's capital, Pago Pago, is sheltered by one of the most beautiful and deepest natural harbors in the South Pacific. Nearly dividing the island in two, Pago Pago Harbor is majestically framed against the

steep and picturesque backdrop of Rainmaker Mountain. The center of all administrative and economic activity in the territory, Tutuila is also home to approximately 95% of American Samoa's population of 65,500 (July, 2005 est.). Over two thirds of the island's 56 square miles is comprised of steep, lush mountains. A large portion of the only U.S. National Park south of the equator is located on the island of Tutuila, along with the highly acclaimed national marine sanctuary of Fagatele Bay. The island also hosts the world's largest tuna canning facility, Starkist Samoa.



Source: American Samoa Office of Tourism

Manu'a Islands

At the eastern most end of the Samoan archipelago lies the Manu'a Island group. With a resident population of approximately 1,700, Manu'a remains an undisturbed and strongly culture-oriented part of the Samoan islands. The three islands that make up the Manu'a group are the twin islands of Ofu and Olosega, and Ta'u. On the island of Ta'u are the villages of Luma and Si'ufaga, which were immortalized in Margaret Mead's anthropological study and subsequent book "Coming of Age in Samoa". Manu'a is also believed to be *ancient Samoa*; it is thought that the majority of original history, legends and stories that make up the basis of Samoan oral traditions and formal ceremonies are based on incidents that occurred on Ta'u island. It is also here that some of the most pristine and spectacular scenery in South Pacific is found.

Aunu'u Island

A thirty-minute boat ride separates the southeast tip of Tutuila from the island of Aunu'u. With a population of less than 500, the island has only one village and no automobiles. The island's Red Lake is teeming with eels and may prove inhospitable for the unwary visitor. While there is an abundance of sandy beaches, the southern coast is lined with sea cliffs and thick brush. The island is perhaps best known for its red quicksand located

at Pala Lake. If properly developed and marketed, Aunu'u Island may someday become a haven for adventure tourism.

The islands of Ofu, Olosega and Ta'u can be reached by daily flights from Tutuila, while Aunu'u Island is accessible only by boat. A cargo ship travels between the islands twice a month. Local speedboats are often seen between Tutuila and Aunu'u Island. Outside Tutuila, all transportation is by private vehicles.

Governance

American Samoa is the only populated island group under the U.S. flag south of the equator. Based on the U.S. model of government and U.S. currency, the territory is recognized as a safe and stable environment for the potential business partner as well as the leisure traveler. As an *unincorporated* and *unorganized* territory of the United States of America, not all provisions of the U.S. Constitution apply to American Samoa. Those born in American Samoa are not U.S. citizens; rather, they are U.S. nationals who can freely enter the United States to work and reside. American Samoa also has its own immigration laws. In contrast to the U.S. insular area of Guam, where U.S. immigration laws apply, entry into American Samoa by foreigners does not constitute entry into the U.S.



Legislative Building,, Photo compliments of the National Oceanic and Atmospheric Administration, Climate Monitoring and Diagnostic Laboratory

While political stability and ethnic tensions remain a major concern for most Pacific island nations, American Samoa, with its strong financial and political institutions under U.S. governance, is positioned to become a stabilizing force in the Pacific economy and an increasingly popular tourism and cruise destination.

Society

Geographically located in the heart of Polynesia, the Samoan culture continues to be a part of every day life and the people are among the last remaining traditional Polynesians. While industrialization and modern technology are not only incorporated but embraced as an integral part of today's society, ethnic Samoan culture known as *fa'asamoa* (the Samoan way) remains robust and continues to be the driving force behind the religious, cultural and social lifestyles of the people. The majority of American Samoans are bilingual, speaking both English and Samoan.

The basic unit of society is the *aiga* (extended family), which is headed by a *matai*, or chief. The village and the church are the two predominant organizations that influence personal and communal activities.

Resources



Pago Pago Bay, Source: American Samoa Office of Tourism

Natural Resources

One of the most beautiful, deep-water ports of the world, Pago Pago Bay is the remnant of an ancient caldera. The view from the harbor looking out toward the majestic Rainmaker Mountain is one of the most breathtaking sights in Polynesia. The steep mountain range provides a scenic array of high ridged cliffs and is home to lush rainforests and coral reefs. The 4,000-hectare National Park of American Samoa is spread across the three islands of Tutuila, Ofu and Ta'u. With an abundance of white sand beaches, coral reefs, and turquoise waters, it also has some of the most spectacular coves and cliffs in the South Pacific. In addition to the National Park, Fagatele Bay Marine National Sanctuary is a submerged volcanic crater surrounded on three sides by steep cliffs. It hosts a wide variety of marine mammals and other sea life, including 200 species of pristine coral reefs. The area also contains the last remaining stretch of coastal rainforest on the island.

Culture

Fa'aSamoa, simply defined as the traditional Samoan way of life, epitomizes the culture of Samoa. Physically and spiritually rooted in a sense of place, the traditional culture is intricately blended in with the natural environment, which has played a role in preserving the rainforest and reefs in relatively unspoiled condition.



Samoan Dance, Source: American Samoa Office of Tourism

The interwoven threads of family, church, village and respect are tightly sewn into the fabric of the Samoan culture, which has survived for 3,000 years. The introduction of Christianity had a profound impact on Samoan culture and people, who remain deeply religious to this day. The colorful variety of hand-woven baskets, fans and mats, skillful wood carvings and the fine art of *siapo* (tapa cloth) are positive indicators that the Samoan culture remains strong and vibrant. However, it is the lavish *fiafia* performances, which include traditional *siva* dances to the synchronized rhythm of drums, vocals, and musical instruments, followed by the energetic fire-knife dances that often generate the most delightful and intoxicating form of cultural entertainment, leaving the spectator with a profound sense of awe and taste of Polynesia at its finest.

Business Environment

Its exceptional location in the South Pacific, along with its strong economic potential, stability of government, educational system, and currency all within the U.S. framework helps to mitigate many of the risks of investing in American Samoa as a potential cruise line destination. The Department of Commerce (DOC) is the first stop for investors interested in doing business in American Samoa. Any person or company who wishes to set up a business in American Samoa must first obtain a business license issued by this department.

In addition, any application for a business license from a person who is not either an American Samoan or a permanent resident must also be referred to the Territorial Planning Commission, which will make a recommendation to the Governor. This review takes into consideration, among other issues, registered ownership, anticipated traffic, parking, water, and sewage needs, impact on land resources and native customs, culture and traditions, and anticipated (if any), economic opportunities for resident Samoans. If a proposed business or development is in a watershed area, land use and zoning variance requirements also apply.¹

American Samoa's Tax Code mirrors the U.S. Internal Revenue Code, except for territorial tax and investment incentives. The DOC can supply a potential investor with data for feasibility studies and cost-benefit analysis. For further information on Business, Investment & Trade opportunities, contact the ASG Department of Commerce directly, or refer to their website at: <http://www.asdoc.info>.

¹ *American Samoa, The American Samoa Magazine, copyright Pacific Magazine©, 2004*

American Samoa Government Department of Commerce

Executive Office Building

Pago Pago American Samoa 96799

Phone: (684) 633-5155

Fax: (684) 633-4195

Director: Faleseu Eliu F. Paopao

Deputy Director: Lelei Peau

Economic Development Manager: Alex Zodiacal

Infrastructure

Recent capital expenditures have enabled American Samoa to achieve an infrastructure that is now the envy of most other islands in the Pacific. In addition to a well-established international airport and one of the Pacific's only natural deep-water harbors, Pago Pago has an excellent cruise ship port, container docks and other maritime facilities, as well as excellent roads, extremely reliable power, water and waste treatment systems. The American Samoa Power Authority (ASPA) has achieved an impressive record for quality and reliability. Even through droughts and hurricanes, ASPA has maintained service without interruption.

Telecommunications within the island itself and off-island are robust. Three ISPs offer high-bandwidth internet service and two telecommunications companies now offer cellular phone service. American Samoa recently joined the North American Numbering Plan, which means that dialing American Samoa from the continental U.S. is no longer an international call.

Port Facilities

One of the best deep-water harbors in the Pacific, Pago Pago Harbor offers some of the best shelter anywhere in the Pacific. There are two berthing locations available to commercial vessels at port: the Main dock (Length 400ft, Apron 60ft, Depth alongside 32ft+) and the Container Dock (Length 1,100ft, Apron 45ft, Depth alongside 31.5ft) offer good facilities, each accommodating freighters, fishing fleets and cruise vessels. The port has the ability to accommodate even the largest luxury cruise liners, including the QE2.



The Main Wharf utilizes an area of approximately forty-one acres. The shipyard (across the bay from the Main Wharf) encompasses 7.1 acres, with over 600 feet of deep water pier space. One of its many features includes a 3,000-ton capacity marine railway that is capable of dry docking some of the largest purse seining vessels in the American fleet. The Harbor provides full service port facilities, containerized cargo holding, warehousing, transshipment operations and tugboat services. Southwest Marine of Samoa is the only

full-service shipyard in the region. Vessels looking for comparable facilities must go as far as New Zealand. *Pago Pago Port, Courtesy of Lyon Associates, Inc.*

Pago Pago Port Master Plan

The Honolulu based engineering and construction management firm Lyon & Associates² recently completed an extensive project to develop a master plan for the Port Facility's future development and infrastructure needs. The plan includes the Pago Pago Harbor commerce area and expansion of the Fuel Dock and Main Dock. The scope of the plan includes the following: extension of the container dock out 40+ feet into the Harbor; extension of the main dock 400-500 feet towards the market place; connect fuel dock with container dock; align the water front docks/wharves from fuel dock to the main dock, including the new extension; extend the port area to the point of inland boundary; identify potential sources of financing to accomplish the determined future development and infrastructure needs; develop an operation and maintenance plan for port facilities.

Point of Entry

Pago Pago Harbor is the Point of Entry for all vessels arriving in American Samoa. Vessels are first cleared in Pago Pago before being allowed to enter other small boat harbors in the territory. At present, cruise liners call only upon Pago Pago Harbor, while it is common for smaller pleasure crafts (such as yachts) to visit the other ports after first clearing in Pago Pago Harbor.

The other (smaller) port facilities include Aunu'u (new construction), Auasi (Tutuila), Faleasao, Ofu, and Ta'u. The island of Ofu, in the Manu'a Island group, is located approximately 60 miles east of Tutuila. In 1975, the American Samoa Government completed a civil works project to improve the inter-island transportation system, starting with Ofu Harbor. The port at Ofu Harbor now includes a 993-foot long revetment with a 220-foot long entrance channel that is 18 feet deep and 130 feet wide. It offers a 16-foot deep, 2.54 acre turning basin and appurtenant aids to navigation.

Department of Port Administration

P.O. Box 1539

Pago Pago, American Samoa, 96799

Phone: (684) 633-4251

Director: Fofu Tony Tuitele

E-mail: fofo@pagoport.com

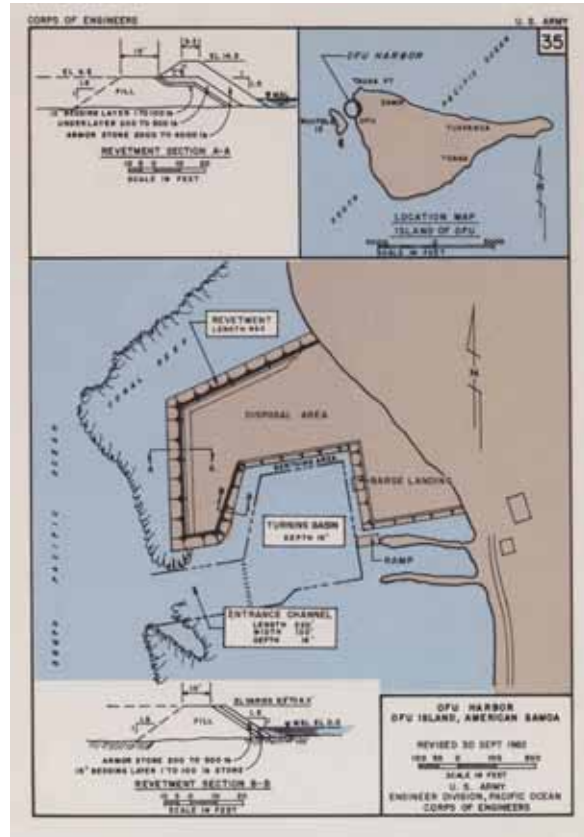
² <http://www.lyonassociates.com/Pro-Port-Planning.html>



Ofu Harbor, Source: Ofu Website



Revetment at Ofu Harbor, Source: Ofu Website



Map of Ofu Harbor, Source: Ofu Website

Fees

Pago Pago Port Docking Fees

Port fees are based on a set calculation which is determined by either the gross tonnage of the vessel or by its length. The fees are standard rates for all vessels coming into Pago Pago harbor, whether they are identified as cruise vessels or for other commercial use.

The fees are calculated either by:

- a) 2 cents per gross ton per day
- or
- b) 10 cents per foot (length) per day (whichever is *greater*)

Tug Boat Fees

The following rates apply to cruise ships requiring tug boat assistance when entering and leaving Pago Pago Harbor:

Tatoso II - \$250/hr	Length: 112 ft, Twin Screw, 1,650HP
Tatua - \$250/hr	Length: 85 ft, Twin Screw, 1,730HP

Anchorage and Mooring Fees

The following mooring and anchorage fees, which are currently in affect for yachts, are also applicable to larger cruise vessels. The same fees that apply to maximum length yachts also apply to cruise ships that wish to anchor outside of the harbor. Due to the

limited size of the outer-island ports, the *maximum* length for vessels wishing to enter those ports is as follows:

Auasi (Tutuila):	100 ft.
Aunu'u:	110 ft.
Ofu:	150 ft.
Ta'u:	150 ft.
Faleasao:	150 ft.

Vessels which exceed the maximum length for the Small Boat Harbors may anchor outside of those harbors (after first receiving clearance in Pago Pago Harbor) and then shuttle-launch or lighter into the smaller ports. (Source: Chris King, Deputy Director of Port Administration)

Rates per Month or Fraction Thereof

Length of Vessel	Anchorage Privileges	Buoy Privileges
Under 20 feet	\$ 7.50	\$ 8.50
20 feet but less than 30	8.50	12.50
30 feet but less than 40	12.50	15.00
40 feet but less than 50	15.00	17.50
50 feet but less than 60	17.50	22.50
60 feet and over	22.50	27.50

Source: <http://www.asbar.org/Regs/asac20.htm>

Clearance (logistical)

Before calling on any port of call outside of Pago Pago, the cruise ship must first *physically* check-in at the main port of Pago Pago for clearance which includes customs, immigration and public health before being granted permission to call on other ports outside of Pago Pago.

All cruise ships which choose Pago Pago as a port of call schedule their arrivals through a local shipping agent. These local shipping agents facilitate the scheduling of the incoming cruise ships with the American Samoa Department of Port Administration harbormaster. It is through these agents that the Port provides its services such as: potable water, trash collection, oily waste collection, tugboats, and pilots. The agents also coordinate the replenishment of any local fruits (bananas and papayas) to be brought on board while in port. Although cruise ships normally do not refuel while in Pago Pago, they would coordinate re-fueling through the local shipping agent should the need arise. Port fees are collected from the local shipping agent rather than from the cruise line itself. The five most common local shipping agents currently serving the cruise industry in Pago Pago are:

Agent	Phone Number	Fax Number
Harbor Maritime & Stevedoring	(684) 633-4210	(684) 633-4208
KFJ Shipping Agency, Inc.	(684) 633-1109	(684) 633-1071

PM&O Line	(684) 633-4527	(684) 633-4530
Polynesian Shipping Services	(684) 633-1211	(683) 633-1265
Samoa Pacific Shipping Inc.	(684) 633-4665	(684) 633-4667

Foreign Vessels Licensing and Inspection

Pago Pago is considered a U.S. Port of Entry, meaning that all vessels calling into Pago Pago Port are subject to U.S. Coast Guard Rules involving safety, security, life saving, and ensuring that an English-speaking person is on the bridge in order to minimize the possibility of miscommunication. In addition, all foreign vessels must have a master and engineer licensed by the country of the vessel's registry. The license of the master and engineer must be produced upon demand of the Marine Board of Inspectors. If the master or engineer fails to produce his or her license on demand, the vessel may be prohibited from carrying passengers or cargo to or from any port in American Samoa until the license is produced.

All vessels entering Pago Pago Harbor operating in inter-island or coastwise shipping, carrying goods or people to or from American Samoa, are also subject to periodic inspection by the Board to determine if the vessel meets the safety standards as established by the American Samoan Administrative Code, Title 20.³

Immigration and Quarantine

American Samoa has its own immigration laws, unlike the U.S. territory of Guam, where U.S. immigration laws apply. The current trend for cruise ships which call on Pago Pago is to both arrive and leave on the same day. Although it is rare for cruise ships to overnight, there are no laws prohibiting them from doing so. Tourists currently do not use American Samoa as an embarking/disembarking station, meaning that they do not fly to American Samoa to catch a vessel when it calls on port – nor do passengers get off in American Samoa to catch a plane to another destination. As a result, immigration and customs policies do not apply for cruise ship passengers who leave on the same ship that they arrive on.

Passenger Clearance and Documents

Upon entering American Samoa, U.S. citizens must show a valid passport, a certificate of birth, or some other form of identification which demonstrates U.S. citizenship. All other passengers must have a valid passport. Passenger documentation for cruise passengers to American Samoa is handled by the cruise ship operator. Visitors coming to American Samoa are not required to have visas. All passengers (including U.S. passengers) must have an onward ticket.

³ <http://www.asbar.org/Regs/asac20.htm>



Cruise ship in Pago Pago Harbor, Source: <http://www.tellusconsultants.com>

Miscellaneous Information

Time

With the International Dateline lying just to the west of Samoa, these islands are the last to see the sunset every day. Samoa Standard Time (SST) is 11 hours behind GMT and six hours behind Eastern Standard Time, seven hours behind Eastern Daylight Time. SST does not change during the summer months.

Water

Water is treated, but it is advisable to check the source of all drinking water. It is recommended to drink bottled water.

Electrical Appliances

Electricity runs at 110 volts.

Health

No vaccinations are required before visiting American Samoa unless arriving from an area that has been infected with Yellow Fever, as there are no endemic diseases in American Samoa. Visitors should take the usual precautions to avoid drinking untreated water. Immediate attention should be given to coral cuts and other skin problems, including sunburn.

Medical Facilities

Medical treatment is available on Tutuila at the LBJ Tropical Medical Center. Medical advise and assistance may be obtained over the internet through the following website:

<http://www.doctorglobal.com/>



LBJ Tropical Medical Center, Source: <http://www.samoanet.com>

Seasonality

American Samoa is located south of the equator and in the path of the Southeast trade winds, resulting in frequent rainfall and a warm tropical climate. The islands have year-round temperatures between 70 and 90 degrees, with humidity averaging 80 percent. American Samoa's tropical climate has two seasons: a wet summer season (between October and May), and a slightly cooler and drier season (June to September). The average rainfall is 125 inches annually, occurring mostly between December and March.

Ground Operations

The leading ground tour operator for cruise ships in American Samoa is Betty Cavanagh, Managing Director of Pago Pago Tradewinds Tours & Rentals. For over 32 years Ms. Cavanagh has been active in promoting tourism to American Samoa. Pago Pago Tradewinds Tours & Rentals is the primary company handling passengers from cruise ships through package tours from around the world. Her signature bus tours travel to various parts of the island in caravans of five to ten *aiga* busloads of passengers.

Ms. Cavanagh works closely with the local shipping agents who coordinate the cruise ships that visit American Samoa. Cultural demonstrations are arranged along with entertainment, *umu* (Samoan earthen oven) food tasting, and everything else visitors may want to do and see during their short stay in American Samoa.

Pago Pago Tradewinds Tours & Rentals

P.O. Box 968

Pago Pago, American Samoa, 96799

Phone: (684) 688-7722

Mobile: (684) 258-5603

Fax: (684) 688-1603

Contact person: Betty Cavanagh

Email: pagopagotradewindstours@yahoo.com

Tourism Attractions

In recent years, the global tourism industry has gradually shifted its focus to more specialized, bundled options including vacation packaging, niche tourism markets, and the increasingly popular ecotourism segments. As cruise passenger demographics change to include people of all ages, American Samoa is becoming even more attractive as a destination for an even wider range of passengers wishing to experience the beauty of the Polynesian culture and to feel the genuine hospitality of the people of these incredible islands.

Shopping

Of course, no port-of-call is complete without shopping. When cruise ships arrive at Pago Pago, passengers are often greeted by the site and sounds of the decorated *aiga* (local family-run) buses waiting to take the visitors to various destinations around the island. Also there to greet the new arrivals are vendors from the local villages who set up portable stations and kiosks, offering a variety of colorful souvenirs and handicraft items, including Samoan mats, baskets, fans, *siapo* (tapa) and wood carvings from local village artists.

Fagatogo Marketplace

The Fagatogo open-air marketplace is the favorite local place to sell and purchase fruit, vegetables, flowers and other fresh produce. On Sunday mornings, ministers and gospel singers gather at the marketplace for worship and prayer. The marketplace also serves as the Tutuila *aiga* bus depot, where the small local buses gather for departure to their various destinations.



Source: American Samoa Office of Tourism



Photo courtesy of Mahina Expeditions

One of the most popular places to shop in American Samoa is the Cost-u-Less by the airport. Here, retail items ranging from fresh produce, clothing and sundry items to tourist souvenirs and local handicraft can be found (in bulk) and at reasonable prices. This is the largest retail outlet on the island, and it is a popular place for visitors as well as local residents.



Photo courtesy of Cost-U-Less

National Park of American Samoa

The territory is home to one of the newest U.S. National Parks and the only one in the southern hemisphere. Spread across sections of the three picturesque islands of Tutuila, Ofu and Ta'u, the park preserves the only mixed-species paleotropical rainforest in the United States, habitat of rare flying foxes, and Indo-Pacific coral reefs. Most of the 10,500-acre park encompassing the volcanic land area from the tops of the mountains to the ocean is rainforest. Approximately 2,500 acres of the park is underwater, including some of the most beautiful and pristine coral reefs in the South Pacific.



Ofu Island, National Park of American Samoa, Photo: Chris Stein

The park offers picturesque hiking trails, which offer breathtaking views of Rainmaker Mountain and Pago Pago Harbor, bird watching, ancient cultural sites, secluded sandy beaches and excellent snorkeling.

The Visitor's Center of the National Park of American Samoa is located at the Pago Plaza and serves as a starting point for passengers coming to shore and other visitors who wish discover America's 50th National Park.

National Park of American Samoa

Pago Plaza, Suite #114

Pago Pago, American Samoa, 96799-0001

Phone: (684) 633-7082

Fax: (684) 633-7085

Hours of operation: M-F 8:00am–4:30pm, Sat. 8:00–noon.

Contact person: Doug Neighbor, Superintendent

E-mail: doug_neighbor@nps.gov

Tutuila

Aiga Buses

For a truly 'local' experience in American Samoa, be sure to ride the small, colorful *aiga* buses. These colorful, individually owned pickup trucks have been modified for public transport around the island and are often equipped with ear-busting sound systems. The buses make unscheduled runs around Pago Pago Harbor and the more remote areas of the island from the main terminal at Fagatogo Market. Fares normally range from \$.75 - \$1.75. Try to have as near to the exact change as possible. Because the runs are unscheduled, try to head back from your destination no later than M-F 4:00pm, and Sat. 2pm.



Source: American Samoa Office of Tourism

Jean P. Hayden Museum

Located in Fagatogo Village, the structure was built in 1917 and originally served as a naval commissary. It later served as the island's post office from 1950-1971. The museum was named in honor of Governor Hayden's wife, during the Governor's term in Samoa from 1970 to 1974. The museum features exhibits on natural history, *tapa* cloths,

original artifacts used in hunting pigeons, tools, war clubs, fine cloth mats, fishing gear, *kava* bowls, model canoes, and historic photos. It also offers educational tours and the Arts Fia Fia Program, in which the arts, both Samoan and non-Samoan, are celebrated for two weeks. Artists demonstrate their creations with indoor and outdoor exhibits. The museum is not always open during regular hours; however the doors will open whenever the museum is informed of cruise ship arrivals. It is recommended to call ahead of time.

Jean P. Hayden Museum

P.O. Box 1540

Phone: (684) 633-4347

Hours of operation: (generally) M-F 10:00am-3:00pm

Free admission



Source: American Samoa Office of Tourism

Fagatele Bay National Marine Sanctuary

Located on the southern central shore of Tutuila, Fagatele Bay is a submerged volcanic crater, which has been designated a U.S. National Marine Sanctuary. The Bay, which covers 254 acres, is fringed by a small Indo-Pacific coral reef. It is approximately seven-tenths of a mile in diameter with depths of more than 400 feet deep in some places. The smallest and most remote of all Federal Marine Sanctuaries, Fagatele Bay is indicative of an ecosystem typical to the Pacific Islands. Regulations protect all invertebrates and limit the type of fishing gear permitted.

Tours can be arranged by either contacting the American Samoan Office of Tourism at (684) 9411 or the Fagatele Bay National Marine Sanctuary.

Fagatele Bay National Marine Sanctuary

P.O. Box 4318

Pago Pago, American Samoa, 96799

Phone: (684) 633-7354

Fax: (684) 633-7355

Contact person: Nancy Daschbach, Sanctuary Coordinator

E-mail: fagatelebay@noaa.gov



Photo courtesy of Fagatele National Marine Sanctuary

Pola Island

Part of the National Park of American Samoa on the island of Tutuila, Pola Island (also known as *Cockscomb*) is known for its sheer 100 foot cliffs and wheeling seabirds. In the past, villagers would scale the cliffs (without climbing equipment) to hunt the nesting seabirds. This beautiful natural attraction located on the western end of Vatia Bay is the most significant nesting area for seabirds in American Samoa.



Pola Island, photo courtesy of American Samoa National Park

Pola Island can be seen either by either driving or taking an aiga bus to the north side of Tutuila Island. A more adventurous and scenic option includes a \$25 boat ride from Mr. Rory West at North Shore Tours.

North Shore Tours

Phone: (684) 644-1416

Contact person: Rory West

E-mail: rorywest@yahoo.com

Expeditions \$25

Leala Sliding Rock

This natural rock formation in Leone Village, which serves as both a scenic treasure and a natural playground, was created by the ebb and flow of the ocean. Erosion has caused the shoreline to become smooth and slippery. When the tide is right, you may slip and slide along the rock; but care must be taken as it can sometimes be treacherous. This part of the coastline is beautifully landscaped and offers a great place to watch the sunset.

American Samoan Office of Tourism

Department of Commerce

P.O. Box 1147

Pago Pago American Samoa 96799

Phone: (684) 699-9411

Fax: (684) 699-9414

Point of contact: Virginia Samuelu, Manager

Leone Falls

In 1830 the Rev. John Williams chose the picturesque village of Leone on the island of Tutuila to be his landing place. This historic area, located on a white-sand beach in a small bay, eventually became the center of Christianity in what is now American Samoa. Also located in the village is a monument to John Williams.

There is a road next to the Catholic Church which leads 1.5 miles to the refreshing Leone Falls. At the base of the falls is a freshwater pool which is ideal for swimming. Due to religious observances, the falls are closed on Sundays.



Leone Falls, Courtesy of Dawn Wright, Oregon State University

Tisa's Barefoot Bar

One of the delightful treats while visiting the island of Tutuila is Tisa's Barefoot Bar. Located at beautiful Alega Beach on the eastern part of the island, Tisa and her partner Candyman offer a Samoan-style lunch and a wide variety of eco-tour activities. These activities and tours include cultural demonstrations, *umu* display & food tasting, swimming, snorkeling, kayaking, visiting bat caves, and hiking to the lovely Alega Waterfall. A local tattoo artist is sometimes available.

Optional tours include coastal drives out to National Park sites and/or a drive to the village of Auasi, where you can take the ferry out to the nearby island of Aunu'u. Tours are available every day of the week. Call ahead for reservations.



Tisa's umu demonstration, Photo courtesy of Michelle Clark

The traditional *fale*, which sleeps up to four persons, is an eco-tour experience in itself. The high thatched roof keeps the heat away by day, and the mosquito netting keeps insects away by night. The kava deck faces the beach and is the perfect place to relax and watch the sunset. US\$50 per night includes accommodations, tropical (communal) showers and bathrooms, breakfast and dinner.



Tisa's Guest Fale, Source: American Samoa Office of Tourism

Tisa's Barefoot Bar

P.O. Box 3576

Pago Pago, American Samoa, 96799

Phone: (684) 622-7447

Contact Person: Tisa Fa'amuli
Hours of operation: 7 days a week
Email: tisa@tisasbarefootbar.com

Blunt's Point

Among some of American Samoa's "hidden" treasures are the historic artifacts dating back to the Second World War. In the town of Utulei, Blunt's Point is the location of two six inch naval guns mounted in 1941, which protected the entrance to Pago Pago Harbor during WWII. During that time, Pago Pago was a strategic refueling and supply depot for the US Navy. The site also has a command bunker and offers a great lookout point. Along the trail are various military sites including six anti-craft batteries, ammunition magazines, a wood fire steam generator, signal equipment and a rail tram for transporting heavy gear from sea level. John Enright, the leading expert from the American Samoa Historic Preservation Office, is always happy to host tours to the many historic sites of American Samoa.

American Samoa Historic Preservation Office

Department of Parks and Recreation
Pago Pago, American Samoa, 96799
Phone: (684) 633-2384
Fax: (684) 633-2367
Contact person: John Enright

Turtle & Shark Site

The most famous legend of Tutuila is found along the black lava coast of Vaitogi village. Though there are many different versions of the legend, one of the most popular relates the story of a blind lady and her granddaughter, who during an extreme time of hardship and starvation and after being turned away from other villagers, leapt from the cliffs into the ocean in order to avoid starvation. Magically, they turned into the turtle and the shark.



Turtle and Shark Site, Photo courtesy of Juanita Liu

Another chant relates the account of a young husband who was invited to be the “guest of honor” at a cannibalistic feast. Fleeing for their safety, the young husband and his wife set out in their canoe. While they were at sea, a strong wind blew their canoe over to the island of Tutuila, where they were eventually taken in by a chief named Letuli. With the eventual discontinuance of cannibalism, Letuli offered to take the couple back to their homeland. They refused the invitation, and as a gesture of their gratitude they jumped into the ocean, where the husband turned into the shark and the wife transformed into the turtle. The husband told the chief that, anytime children gathered at the shores of Vaitogi and sang, a turtle and a shark would appear for them.

Today, school children will gather at the legendary site, and for a small fee (US\$2 per person) will stand on the cliffs looking out over the ocean at Vaitogi and sing the legend of the turtle and shark.

Pago Pago Tradewind Tours and Rentals

P.O. Box 968

Pago Pago, American Samoa, 96799

Phone: (684) 688-7722

Mobile: (684) 733-5603

Fax: (684) 688-1603

Contact Person: Betty Cavanagh

E-mail: pagopagotradewindstours@yahoo.com

Massacre Bay

French sailors of the sailing ships Astrolabe and Boussole (part of the Le Perouse expedition) attempted to come ashore to replenish their water supplies. Unfortunately, a miscalculation caused the sailors to become stranded on the shallow reef of the northern coast of Tutuila. On December 11, 1787, a skirmish broke out when the Samoan villagers attacked the stranded French sailors. Near the village of A’asu, a monument was erected commemorating the 12 French sailors and 39 Samoans who were killed in the incident.

Massacre Bay may be accessed by either driving or riding an aiga bus.

North Shore Tours also runs excursions to this scenic and historic site.



Massacre Bay, Source: <http://www.tamug.edu/samoa>

The Tramway

No longer in operation, a cable car which ran from Solo Hill, above Utulei Village, to the top of Mt. Alava spanned 1.8km (1.1 miles) across the beautiful Pago Pago Bay. The cable car was constructed in 1967 and was in use until 1980. The only such cable car in the South Pacific, it was originally used to carry TV transmission equipment to the top of

Mt. Alava. The National Park Service currently has a bid to restore/rebuild the cable car and to run its operations. Though funding for the project will be difficult to obtain, Doug Neighbor, Superintendent of the National Park of American Samoa, feels confident that the project will be approved within the next two to three years.

Starmounds

Over 140 ancient mounds which date back to prehistoric times have been found in the lowland forest areas throughout the Samoan archipelago. Known as *Starmounds* because of their star-shape appearance, their Samoan name (*tia seu lupe*) literally means ‘earthen mound to catch pigeons’. For centuries, pigeon-snaring was the most cherished sport in Samoa. Hunters tested their skills in capturing the greatly prized pigeons in contests held around the Starmounds.

Ili’ili Golf Course

Located in the village of Ili’Ili, this 18-hole golf course is inexpensive and open seven days a week. The Department of Parks and Recreation maintains the 120 acre course. The scenic course offers views of the mountains and ocean on the southeastern shore. The only golf course in American Samoa, the Governor has recently proposed building another one in the Manu’a Islands.

Costs

- 9 Holes: \$3 during weekdays; \$4 on the weekends
- 18 holes: \$5 during weekdays; \$7 on the weekends
- Golf cart rental: \$7 for 9 holes; \$14 for 18 holes
- Golf club rentals: \$10

Tee times are not necessary, though it is advised to make reservations for cart and clubs as supplies are limited.



Ili’ili Golf Course, Source: The Tradewinds Hotel, American Samoa

Department of Parks and Recreation

Pago Pago, American Samoa, 96799

Phone: (684) 699-9614

Fax: (684) 699-4427

Contact person: Laau Seui

Pago Pago Yacht Club

One of the few remaining historical buildings for public use in Utulei is the Pago Pago Yacht Club in Utulei Beach Park. Next to the building, the Canoe Club built a canoe shed which is used as a landing and storage area for Samoan racing canoes. The Yacht Club is the center of water sports in American Samoa, offering outrigger canoeing, game fishing, sailing, swimming and diving. It also serves as a quaint harbor-side retreat which is nice for relaxing conversation, lunch and a cocktail or three. The Yacht Club is a member of both the International Yacht Racing Unit and the American Samoa National Olympic Committee.



Pago Pago Yacht Club, Source: American Samoa Office of Tourism

The commodore of the Yacht Club, Sepp Steffany, has drawings to build a new and more spacious structure, using 19th century architecture, on the site of the existing building. He hopes to submit his proposal in hopes of gaining approval in the near future.

Pago Pago Yacht Club

P.O. Box 1507

Pago Pago, American Samoa, 96799

Phone: (684) 633-2465

Contact person: Sepp Steffany

E-mail: sailsamoa@samoatelco.com

Atauloma

Near Leone, the London Missionary Society (LMS) Church built an all-girl secondary school on the edge of Afao, in Atauloma. Finished in 1900, this massive structure was set on a seventy by one hundred sixteen feet concrete slab, with the face of the building facing out toward the ocean. The bottom-floor cement walls are twenty inches thick, and the second floor and peaked roof are made of sturdy California fir and redwood. The spacious rooms on the first floor have fourteen-foot ceilings, with those on the second floor only slightly lower. Double-doors lead out to the wide verandas which completely surround the building on both floors. The open, inner courtyard was once beautifully planted with bamboo. The school at Atauloma continued to operate as an educational institution until the early 1960's. In 1970, the LMS Church leased the building to the American Samoa Government (ASG), who converted the structure into apartments for contract employees. In 1995, the LMS Church cancelled the lease with ASG and took the building back.

Equal to the fame of the magnificent building are the fabled stories which accompanied the edifice throughout its history. A short distance from Atauloma is an old overgrown cemetery with over twenty coral slab graves. The graves range in size from those of small

children to those of adults. Victims of an epidemic, the people who are buried at the site were held in quarantine and not allowed to return to their homes in their native villages for burial. It is believed that their restless spirits continue to roam Atauloma to this day.

Mount Matafao

At 653 meters (2,142 ft.) this is Tutuila Island's highest peak, and can be traversed in half a day. The trailhead begins directly opposite of the Mt. Alava trail. To access the main trail, climb the white metal ladder up to the ridge south of the road. The hike is about three hours long, through a tranquil rainforest. Caution is advised, and it is safest to stay on the ridge for the entirety of the hike. Avoid hiking in rainy weather, as the trails can become slippery and dangerous.



Mt. Matafao, photo courtesy of American Samoa National Park

Aunu'u Island

Off the southeast shore of Tutuila is the small island of Aunu'u. A thirty-minute boat ride (US\$2) from the village of Au'asi takes you out to this quiet little island where there are no cars and no buses. One of the most significant attractions on this island, other than its beautiful clean beaches, are the quicksand lakes located at Pala Lake. While the island offers clean sandy beaches, the southern coast of the island is lined with sea cliffs and thick brush. Visitors may also want to see Ma'ama'a Cove on the east side of the island and the taro swamp which is located on the other side of the village. A guided three-hour walk/hike around the island village may be arranged through Tisa Fa'amuli. Tours are available most days of the week. On account of religious observances, tours are not offered on Sundays



Aunu'u, Photo courtesy of Michelle Clark

Manua Islands

While the island of Tutuila hosts many scenic and historic attractions, many people agree that some of American Samoa's best kept secrets are found in the neighboring Manu'a Islands. Here, the twin-islands of Ofu and Olosega and the legendary island of Ta'u are truly among the most magnificent islands in all of Polynesia. Many local residents and tourism experts believe that the Manu'a Islands are on the threshold of becoming the "new frontier" of tourism in the South Pacific.

Ofu Island

The island of Ofu in the Manu'a Islands is where the visitor will find some of the most pristine and breathtaking scenery in American Samoa, which will rival anywhere in the South Pacific. A portion of the island's shoreline and fringing reef is protected within the boundaries of the National Park. The beaches are made up of fine coral sand that is ideal for strolling for long periods of time. The coral communities on Ofu are some of the prettiest in the South Pacific, providing a great place to snorkel in the protected backwaters of the reef. All snorkeling gear must be brought from neighboring Tutuila, and special rules apply for this semi-secluded area of the National Park.

The dock on Ofu island is small; larger vessels will have to moor a short distance away from the reef and then ferry passengers over to shore.

Ta'u Island

The island of Ta'u is believed by many to be the birthplace of Polynesia and is rich in legend and oral history. The Manu'a Islands were considered the spiritual center of Polynesia and Ta'u was the 'capital' of Manu'a. Some believe that this island is the *ancient Hawaiki*, or place of origin of the second great migration to the Hawaiian Islands.

It is also here that the last of the great chiefs, or *Tu'i Manu'a*, was buried. It is also the place where Margaret Mead wrote her tantalizing (and controversial) novel *Coming of Age in Samoa* in 1925. Located near the center of the island is Mt. Lata. At 966 meters (3,170 ft.), it is the highest peak in American Samoa.

The National Park in Ta'u includes the beaches and forests in the south-eastern half of the island. When given advance notice, Park Service staff can arrange guided hikes, including a six hour hike from Ta'u Village to Judds Crater, a large volcanic crater that includes the beaches and forests in the south-eastern half of the island.



Ta'u Island, Source: National Park of American Samoa

Other places of interest to visit while on Ta'u include:

The Tomb of the Tui Manu'a on the island of Ta'u. This is the tomb of the last reigning *great* chief of Samoa.

Laufuti Falls

This 450-meter high waterfall is located a few kilometers southwest of Saua, which is the legendary birthplace of Polynesia. Depending on terrain conditions, the waterfalls may be difficult to access.

Swains Island & Rose Atoll

Located over 200 miles north of Tutuila, the privately-owned Swains Island offers some world class diving opportunities & sport fishing. Monthly visits (with permission) are offered aboard the *Manu'a Tele*. For visits contact the Office of Tourism: (684) 699-9411. The remote and uninhabited Wildlife Refuge of Rose Atoll is located 65 miles east of the *Manu'a Islands*. Known for its bird population, the atoll is off-limits to fisherman and the general public.

Tours

A summary of the five tour operators listed on the Office of Tourism website shows that a number of specialized and custom tours are currently being offered that would appeal to cruise ship passengers interested in shore excursions in addition to the tours offered by the National Park, Fagatele Bay and the Historical Walking Tour. The following are the actual descriptions of these tours as listed on the American Samoa Office of Tourism, Department of Commerce website.⁴

North Shore Tours

Take a walk on the wild side!

Tour 1 - Beachcombers Tour: Shoreline hiking and pole fishing, along a rugged coastline of beaches and blowholes and tide pools (Approximately 4 hours - \$25.00 per person)

Tour 2 - Wet & Wild Tour: reef walking to Samoan bat cave. Pristine beaches, rugged scenery (Approximately 4 hours - \$25.00 per person)

Tour 3 - (choice of 3) Ironman Marathons

1. Hike to Massacre Bay & return
2. Hike Fagasa to Vatia ridge
3. Vatia/Tafeu loop

Approximately 6 hours - \$35.00 per person

What to bring:

Sturdy footwear, snacks, water, sun block, mask & snorkel.

All tours include bus transportation from fuel dock and return

Also private beach parties, camping and rental cabin.

Contact Roy West, phone: (684) 258-3527

Pago Pago Tradewinds Tours & Rentals

Betty Cavanaugh is the leading ground tour operator in American Samoa handling passengers from cruise ships to package tours from around the world, with 31 years of experience in promoting tourism in Pago Pago, American Samoa. Her signature bus tours travel from east to west in caravans of five to ten busloads of tourists taking in the local sights and sounds of Tutuila Island.

Coordinating the cruise ships to visit American Samoa is a delicate strategy of arranging cultural demonstrations, entertainment, umu food tasting, everything and anything a tourist may happen to desire while visiting the South Pacific. Special tours are her most challenging and fun experiences, she may even write a book about it someday.

P.O. BOX 968

Pago Pago, American Samoa, 96799

⁴ <http://www.amsamoa.com/tourism>

Telephone: 684-688-7722 Mobile: 684-258-5501
Fax: 684-688-1603
Contact person: Betty Hunkin Cavanaugh, Managing Director
Email: tradewindstours@samoatelco.com

Specializes in cruise ship handling, groups and F.I.T.'s

Singing Water Tour

Your hosts: Tusipa & Litani Ahoia of Nu'uuli Village
1 hour tour: 50 person minimum /100 maximum \$15.00 per person
Except Saturdays - Tour Schedules to be arranged

Tour Package includes:

- Umu demonstration & food tasting with complimentary lemonade
- Feeding of eels
- 5 to 10 minute hike to waterfall
- Feeding fresh water tilapia and sesele
- Complimentary lava-lava
- Crafts demonstrations, handicrafts & original artwork for sale at Samoan Fale
- Guests serenaded with live Polynesian band strumming guitars & ukuleles.

Tisa's Barefoot Beach Eco-tour Samoa

Email: tisa@tisasbarefootbar.com
Phone: 684-622-7447

Call ahead for reservations.

Your hosts: Tisa & Candyman of Alega Beach
Full Stock Bar Service opens from 12 noon daily.
Eco-tours available everyday of the week.
\$25.00 per person

Tour Package includes:

Samoan style lunch and activities tour package
Time: 2 - 3 hours

- Cultural Demonstration Umu display & umu tasting
- Swim, snorkel, kayaking and hiking to waterfall
- Local Tattoo Artist available

Optional tours: to Island of Aunu'u- Coast Drive to Village of Auasi

Tour Package per person arranged with Tour Operator
Maximum: 20 persons
Time: 5 hours

- Boat trip to Aunu'u Island - 20 minutes
- Village Hike Tour/around Island/Swim
- Bag lunch or buy at village stores

National Park: Coastal Drive to National Park Sites - Eastern District.

Tour Package per person arranged with Tour Operator

Maximum: 20 persons

Time: 5 hours

- Hike the National Park and visit Vatia Village
- Bat Caves Hike
- Cultural Demonstration - Tuiasosopo Guest Fale - Umu prepared by village of Vatia

Haleck Heights Tour

A significant and exciting tour, Haleck Heights Tour, hosted by Dorothy and Otto Haleck, Sr. of Tafeta Village, offers more than a spectacular view from their residence. The Otto Haleck, Sr. Museum, the Tilapia Ponds, rainforest and tropical garden walk, and traditional sweet banana tasting with coconut cream and cocoa rice, make this a very personable and interesting visit. Islands Choice juices and water are included. Also available are the artisans demonstrating their handicrafts for display and sale.

For more information on this tour contact Dorothy Haleck at (684) 688-1922

email: Haleck@samoatelco.com

Hiking Trails

The Hiking Trails that are accessible on Tutuila include:

Name	Location
The Starmound Trek	Tafuna
Aoloaufou Upland Village trail	Aoloau
Aoloautuai-deserted village	A'asu/Aoloau
Stepp's Point/Fagatele Bay	Futiga
Matafao-Eye of the Needle	Pago Pago
Blunt's Point	Utulei/Gatavai
Faga'itua to Pioa	Faga'itua/Aua
Tula to Sa'ilele-Coastal Walk	Tula/Sailele
Mount Alava-Vatia Track	Pago Pago/Vatia

For guided hikes and tours contact the Office of Tourism: (684) 699-9411

Special acknowledgments:

Dr. Juanita Liu, School of Travel Industry Management, University of Hawaii at Manoa

ASG Department of Commerce

American Samoa Office of Tourism

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