



**American Samoa
Visitors Bureau**



The Chamber

american samoa

"The Chamber Means Business"



Department of Commerce (DOC), Development Bank of American Samoa, American Samoa Visitors Bureau and American Samoa Chamber of Commerce (ASCOC)

Tourism Business Workshop

Thursday, August 29, 2013

Rex H. Lee Auditorium, Utulei

PURPOSE: To support development of small businesses within the Tourism Industry to foster entrepreneurship and sustainability. Each topic will be presented in Samoan (morning session) and English (afternoon session). This one-day workshop is open to the public at no cost. Light refreshments will be provided. For more information, please contact DOC at 633-5155.

AFTERNOON PROGRAM

- 12:30pm - 3:30pm** English Session
10 min. presentation + 5 min. Q&A = 15 min. total
- 12:30pm – 12:40pm** **OPENING REMARKS**
- 12:45pm - 1:00pm** **OVERVIEW OF TOURISM INDUSTRY IN AM. SAMOA**
Developing tours and business opportunities catering to the cruise ship industry
Presenters: David Vaeafe, Executive Director, ASVB
- 1:15 pm – 1:45pm** **NATIONAL MARINE SANCTUARIES OF AM. SAMOA**
NATIONAL PARKS OF AMERICAN SAMOA
Opportunities and Tours
Presenter: Gene Brighthouse, NMSAS Superintendent
Michael Larsen, National Parks Ranger
- 2:00pm – 2:15pm** **TIPS ON BEING A SUCCESSFUL TOUR OPERATOR**
Local Tour Operator Testimony
Presenters: Alofa Tours
- 2:30pm – 3:00pm** **HOW TO GET STARTED**
How to apply for a business license
When do you need a Land Use Permit and how to apply for one
Presenter: Rachael Peters, DOC Business License Analyst
Marvis Vaiaga'e, PNRS Coordinator
- 3:15pm - 3:30pm** **WHERE TO GET FINANCING AND BUSINESS BANKING SERVICES**
Micro-lending opportunities for small businesses
Presenter: Ruth Matagi-Fa'atili, DBAS Loan Manager

** Emcee: Etemani Elisara