

For Official Release  
PR 001-05102024  
Office of the Governor  
Utulei, American Samoa  
May 10, 2024



## **American Samoa Visitors Bureau Attends South Pacific Tourism Organisation (SPTO) Research Capacity Building Symposium.**



The American Samoa Visitors Bureau (ASVB) had the privilege of attending a Research Symposium hosted by the South Pacific Tourism Organization (SPTO) in Nadi, Fiji from April 29th to May 4th. The symposium aimed to foster collaboration and knowledge exchange among SPTO member countries in the realm of tourism research and statistics. The symposium ensured that all member countries were well-informed about the latest trends, research methodologies, and insights in the tourism industry, especially within the South Pacific region.

By participating in this significant event, ASVB, along with nineteen (19) other Pacific Islands, has deepened its understanding of the tourism market, identified new opportunities for collaboration, and contributed to the advancement of sustainable tourism practices. Statistical Software was introduced as a tool to generate, enhance, and store data for reporting and research purposes. The Statistical Package for the Social Sciences enables researchers to analyze survey data with various applications in regard to tourism such as food quality, hotel reviews and customer satisfaction to name a few. Additionally, networking with other tourism professionals and organizations in the field can lead to valuable partnerships and exchanges of knowledge. Overall, it was a proactive step towards fostering growth and innovation within the tourism sector.

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