



PULAALI'I NIKOLAO PULA
GOVERNOR

PULUMATAALA AE AE JR.
LT. GOVERNOR

**OFFICE OF THE GOVERNOR
AMERICAN SAMOA GOVERNMENT**

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PROCLAMATION

**“NATIONAL TOURISM WEEK”
MAY 2025**

WHEREAS, tourism is rooted in the cherished Samoan tradition of Talimālō—the warm and generous hosting of guests—which continues to live on through the smiles, hospitality, and pride of our people; and

WHEREAS, tourism in American Samoa is more than a growing industry—it is a reflection of our heritage, identity, and the natural beauty that defines our home. It is an opportunity for cultural exchange, economic resilience, and community pride; and

WHEREAS, through continued collaboration among our public, private, and community sectors, American Samoa is rising to meet the call for strategic development, stronger infrastructure, and sustainable tourism practices that honor our past and invest in our future; and

WHEREAS, the American Samoa Government is committed to empowering our residents, especially youth and local entrepreneurs, to participate in and benefit from a thriving tourism sector that values culture, creativity, and innovation; and

WHEREAS, the American Samoa Visitors Bureau leads efforts to support tourism-sensitive public policy, enhance our visitor experience, build capacity to meet demands of the tourism industry, support efforts to conserve the natural beauty of our environment, historical treasures, and cultural legacy for future generations;

NOW, THEREFORE, I, PULAALI'I NIKOLAO PULA, Governor of the Territory of American Samoa, by virtue of the authority vested in me, do hereby proclaim May 4, 2025 to May 10, 2025 as "TOURISM WEEK" in American Samoa. I call upon all residents, churches, businesses, schools, and organizations to take pride in our shared role as hosts and caretakers of these islands, and to celebrate the economic, cultural, and spiritual value that tourism brings to our beloved Territory. Let us embrace the spirit of Talimālō and remember that *Tourism is Everybody Business*—a collective responsibility and opportunity to uplift our people, preserve our heritage, and shape a brighter, more connected future for American Samoa.

IN WITNESS WHEREOF, I have hereunto affixed my signature and the seal of my office on this 1st day of May, in the year of our Lord two thousand twenty-five.

PULAALI'I NIKOLAO PULA
Governor