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American Samoa Visitors Bureau Hosts South Pacific Tourism Organization Training on Digital Marketing



The American Samoa Government is pleased to extend its appreciation to the American Samoa Visitors Bureau (ASVB) for successfully hosting the South Pacific Tourism Organization (SPTO) Training Opportunity on Digital Marketing. This event showcased American Samoa's commitment to promoting tourism and developing digital marketing strategies within the territory. Government and private organizations were invited to register and participate in the training program, which

took place on July 10 and July 11, 2023. The training was led by industry expert Tasneem Hussein, Director of MyFijiStore, who shared her extensive knowledge and experience in digital transformation.

Throughout the training sessions, participants had the opportunity to explore digital marketing techniques, gain insights into industry best practices, and learn strategies to engage with potential visitors from around the world. The curriculum covered topics such as social media marketing, search engine optimization, content creation, and data analytics, empowering attendees with the tools they need to succeed in today's highly competitive tourism landscape.

Honorable Governor Lemanu P. S. Mauga expressed deep appreciation to the ASVB for hosting this invaluable training opportunity. “We are grateful to the American Samoa Visitors Bureau for their commitment to the development of our tourism industry. This collaboration between the ASVB and the SPTO underscores our shared commitment to elevating tourism standards and driving sustainable growth in the territory. We are confident that American Samoa and our regional counterparts will continue to thrive and attract visitors from across the globe.”

The American Samoa Government looks forward to further collaboration with the American Samoa Visitors Bureau, the South Pacific Tourism Organization, and other regional partners to create more opportunities that foster growth and development in our tourism industry.

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