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**American Samoa
Visitors Bureau**

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New Travel Guide for American Samoa Marks Major Leap for Tourism
160+ In-Depth Articles Now Live on
AmericanSamoaPocketGuide.com, Providing the Ultimate
Encyclopedia for Traveling in American Samoa

The tourism industry in American Samoa has taken a leap forward with the launch of American Samoa Pocket Guide, now the most comprehensive online travel guide ever created for the U.S. territory. With more than 160 articles available at launch, the free platform gives travelers a detailed and reliable resource covering everything from arrival procedures and Entry Permit requirements to cultural customs, transport options, accommodation, dining and more.

American Samoa Pocket Guide is the latest addition to the suite of travel guides by South Pacific Pocket Guide, whose digital publications also cover Fiji, the Cook Islands, Samoa, Tonga, Niue and beyond.

Developed with extensive on-the-ground research and in close collaboration with the American Samoa Visitors Bureau (ASVB), the project is the result of a 16-day research trip across the territory. The team, led by South Pacific Pocket Guide's Operations Manager Robin and Editor-in-Chief Laura, met with dozens of local stakeholders, ranging from tour operators and accommodation providers to car rental companies and restaurants, to build a travel guide grounded in real-world insight and local perspectives.

"A huge fa'afetai tele to the team from ASVB who pulled off an incredible collaboration with the industry, from leading hotels to all the appropriate Government departments at the airport," says Laura, Editor-in-Chief at South Pacific Pocket Guide. "This invaluable on-the-ground research is essential to get accurate and reliable information out there about American Samoa, answering the questions travelers have that are otherwise hard to find, and giving reliable content that search engines and AI can use to answer questions truthfully about the territory."

The guide provides practical advice for every type of traveler, whether visiting for leisure, work or family. With detailed breakdowns of things to do, where to stay, eat, and explore, the platform supports American Samoa's ambition to grow its tourism industry while preserving the authenticity and integrity of the destination.



“The alofa of the people was felt throughout the trip, something that’s incredibly hard to describe until you get here and see it for yourself,” adds Robin, Operations Manager. “We were blown away by the pride locals have in their island and the generosity with which they shared their time, stories and recommendations.”

During the field research, Laura and Robin shared their experiences through a series of TikTok videos, sparking local engagement and excitement for a new digital chapter in tourism for the territory.

Often overlooked, American Samoa is typically considered a final checkbox for U.S. National Park enthusiasts or federal workers posted to the region. But with the launch of the American Samoa Pocket Guide, and ASVB’s ongoing pledge to digitize and showcase the territory’s tourism offering, the islands are poised to take their place as a destination in their own right, offering dramatic peak-to-beach scenery, a deep and living cultural heritage, and historical significance from ancient ancestral stories to WWII sites.

Taimalelagi Minnie Tuia, Executive Director of the American Samoa Visitors Bureau, expressed her enthusiasm for the project, stating:

“We are extremely pleased with the depth of research and care the Pocket Guide team dedicated to this initiative. Their collaboration with our industry partners ensures that the information shared is authentic, accurate, and reflective of the true spirit of American Samoa.”

This guide marks a significant step forward in elevating our marketing efforts to a global standard, giving travelers the confidence and inspiration to choose American Samoa as their next destination. Travelers, industry professionals and curious explorers alike are invited to discover the full guide at www.americansamoapocketguide.com. Whether planning a trip or simply learning more about this remarkable destination, the platform offers everything needed to experience American Samoa with respect and confidence.

About South Pacific Pocket Guide

South Pacific Pocket Guide is a leading online travel guide publisher, offering comprehensive coverage of American Samoa, Fiji, the Cook Islands, Samoa, Tonga, Niue and New Zealand. The platform attracts 1.42 million monthly readers across 3,500 in-depth articles, curated through on-the-ground research and collaborations with Destination Management Organisations (DMOs). By digitizing travel information, the company aims to remove barriers to travel in the South Pacific, supporting travelers in the critical planning stage of their journey. Additionally, it provides DMOs and industry partners with opportunities to share their messaging and promote sustainable tourism practices online.

All the travel guides are free to access at www.southpacificpocketguide.com.

-ENDS-



American Samoa > Categories > Trip Ideas

Trip Ideas in American Samoa



Whether you're dreaming of a quick three-day escape or planning an epic 14-day adventure, American Samoa offers incredible trip possibilities across its pristine islands. From self-guided day trips exploring Tutuila's dramatic peaks to multi-island itineraries that showcase the territory's captivating Polynesian culture and untouched natural beauty, there's a perfect journey waiting for every type of traveller. Our comprehensive trip ideas cover everything from snorkelling expeditions in protected marine sanctuaries to immersive cultural experiences, all compiled by travel writers who've experienced American Samoa firsthand.



[American Samoa Itinerary: 3 Days \(Pago Pago\)](#)



[American Samoa Itinerary: 5 Days \(Pago Pago & Tutuila\)](#)



[American Samoa Itinerary: 7 Days / 1 Week \(Tutuila & the Manu'a Islands\)](#)

American Samoa POCKET GUIDE

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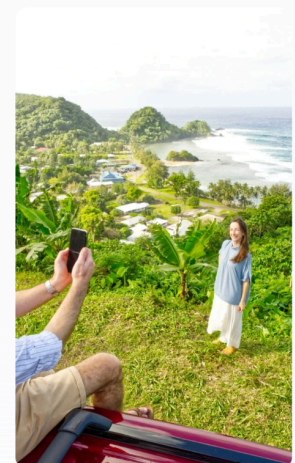
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[The Best Snorkelling in American Samoa: Top 10 Places to Snorkel](#)



[American Samoa Travel Tips: 30 Tips for Travelling in American Samoa](#)

