



### TOP 3 REASONS WHY BEAUTIFUL SAMOA SHOULD BE YOUR NEXT DESTINATION!

London, 19 March 2019 – For those looking for inspiration for their next trip, Beautiful Samoa is an underrated destination that's got the power to completely mesmerize.

Situated in the heart of the South Pacific between New Zealand and Hawaii, Samoa is known as the Treasured Islands of the South Pacific – the true heart of Polynesia. From its natural beauty, turquoise blue water, clear skies and pristine white beaches, here are three inspiring reasons why Beautiful Samoa is worthy of a visit.

#### **Immerse yourself in the culture**

Samoa focuses on what matters the most: its people and a 3,000 year old way of life - [Fa'a Samoa](#) - a guideline for every Samoan on how to lead their lives by celebrating and embracing traditional values, their culture and environment. The friendly nature of Samoans will put any solo tripper at ease and allow you to truly immerse yourself in Samoan culture. It's easy to be able to wander through Samoa's 360-plus villages or get sense of Island living, taking a day trip to [Manono Island](#) is a must.

#### **Be adventurous surrounded by outstanding natural beauty**

Feeling adventurous? Hire a car to explore go Island hopping and choose from a range of activities including the [To Sua Ocean Trench](#) accessed via a long ladder (or from a daring jump off the ladder), the turquoise waterhole/lava tube cave offers an out-of-this-world swimming experience. Experience [Papaseea Sliding Rocks](#) (natural water slides) and lose yourself in the tropical [Falealupo Rainforest Reserve](#). The "Taga Blowholes" are another must-see. When sea water is pushed through the cavernous lavas stone, fountains as high

as 60 meters can be witnessed. Lava formations made by nature are impressive, even without water fountains shooting into the skies.

### **Relax on the Beach**

Amongst the number of unbelievably idyllic beaches, you can relax on [Lalomanu Beach](#), named one of the ten most beautiful beaches in the world; the perfect spot to go back to basic, soak up the sun or watch the starry skies with its' breathtaking views of the Pacific Ocean and the scenic mountains of Upolu. Or why not opt for a traditional beach front accommodation and spend the night in one of Samoa's beach fales. An overnight stay in these local huts offers a unique experience to fall asleep under the stars and share the life of the local villagers.

For more information on Samoa visit [www.samoa.travel](http://www.samoa.travel).

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Notes to editors:

**Samoa: The Treasured Islands of the South Pacific** - The islands of Samoa - are the true heart of Polynesia. Ten islands of stunning wild beauty, Samoa - or Independent Samoa as it is known so as to avoid confusion with American Samoa, is paradise waiting to be explored. From powder soft beaches, to warm tropical seas, colourful coral reefs alive with marine life. The rugged, lush interiors reveal endless wildlife, waterfalls and hiking trails.

Images available upon request.