

DAILY BULLETIN

OFFICE OF SAMOAN INFORMATION

PAGO PAGO

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TRAVEL EXPERTS SAY AMERICAN SAMOA TOURISM POTENTIAL OFFERS "GREAT PROMISE"

Two leading tourism experts -- one from Australia and one from the United States -- spoke to a group of business and government leaders at a Pago Pago Intercontinental Hotel luncheon yesterday and said tourism in American Samoa offers "great promise."

Mark Egan, North American and Western European managing director of the Hawaii visitors Bureau, and Ronald M. Younger, North American manager of the Australian National Travel Association, agreed that tourism in American Samoa will rapidly grow to large proportions, despite current growing pains.

"In these early days there are, indeed, growing pains," Egan said. "But I can assure you that growth is imminent -- not in terms of 15 or 20 years but in terms of two or three years.

"I am told that 3,547 visitors came to American Samoa to stay overnight or longer over the last 10 months; that's an average of about 354 a month. I predict that by this time next year American Samoa will average 700 such visitors a month, totalling 7,000 or 8,000 visitors a year. That is why I urge you to keep faith and keep working together toward this greatest economic activity in the Samoan islands," he said.

Egan, a well-known tourism consultant who re-activated the Hawaii Visitors Bureau after World War II, said the people of Samoa should remember as they develop their tourism industry that there are more values than money. "Don't lose sight of the larger values -- the values of friendliness and sincerity, among other things," Egan said. "I have never found a more friendly environment than American Samoa."

He suggested that such inconspicuous places as the Territorial Library, the Court House, churches -- even the Territorial Jail -- should not be overlooked as points of interest for the tourist. "You have many, many tourism resources here. I suggest you get going on the development of a master plan for the development of some of these resources. Establish a tourism board; make tourism in American Samoa a cooperative effort involving every faction of the Samoan community."

Younger, who is based in San Francisco, said American Samoa cannot help but profit from the increase in tourist traffic from North America to Australia-New Zealand. "You do not have to worry about getting Americans moving in this direction; your main concern is with getting them to stop here while en route either to Australia or back home," he said.

Younger pointed out that there are now 22 flights a week from North America to Australia. "This time next year there will be 33 flights a week -- plus new incentive tour rates designed to encourage tour agents to send tour groups our way."

"It seems to me Samoa has an exceptionally promising future in the field of tourism. In fact, I'd say that in the area of tourism, Samoa today is what Hawaii was 25 years ago."

TELEVISION FOR TONIGHT: (7:00) Friendly Giant (7:14) What's New (7:43) Sing Hi Sing Lo: "The Trapper" (7:58) Funny Company (8:04) Bronson Interview (8:33) Tala 'Ese 'Ese (Today's News) (9:03) McHale's Navy: "Who Do the Voodoo" (9:29) Rosemary Clooney: "Jerry Colonna" (9:55) N.E.T. News In Perspective.

INTERIOR DEPARTMENT ATTORNEY HERE TO PREPARE PACIFIC ROUTE CASE TESTIMONY

Roger Wolf, an Interior Department attorney, arrived in American Samoa early today to prepare written testimony for the Civil Aeronautics Board (CAB) in connection with the Trans-Pacific Route Case. Specifically, he will ask various American Samoa residents what they think of the need for increased airline service to and through American Samoa.

(The Daily Bulletin reported erroneously early this week -- from erroneous information received from the Office of Territories in Washington -- that Wolf was coming here to coordinate the government's effort in the establishment of a watch assembly plant.)

Wolf pointed out that 21 airlines have filed applications requesting authority to fly various Pacific routes. An additional 108 "interested parties" -- including the Government of American Samoa -- have expressed an interest to be heard by the CAB as the case is being investigated.

Wolf said he believes five airlines have submitted applications to provide air service through American Samoa. Continental, Eastern and Pan American are interested in providing service linking American Samoa with such nearby islands as Western Samoa and Tonga, and Braniff and American Airlines want to include American Samoa in larger trans-Pacific routes.

Hearings will begin in Honolulu February 15, then shift to Washington in March for continuation probably through the rest of the year. Final decisions are not expected for three or four years, although the CAB may grant "provisional" route authorities between now and then, Wolf said.

O.S.I. NEEDS PART-TIME EDITORIAL ASSISTANT

The Office of Samoan Information is looking for an editorial assistant to work regular part-time hours Monday through Friday. First priority will be given to news writing or news editing experience or skill; second priority will be given to proof-reading skill. This person must be fluent in the written English language. Interested persons should apply at the Office of Samoan Information or through Thomas Kaser, information officer.

STEVE FEIT, LARRY BROQUET TAKE OVER AT FELETI DURING ROY COBB'S ABSENCE

Steve Feit and Larry Broquet are working with students at Feleti Teacher Training School during the absence of Roy Cobb, the director of teacher-training.

Cobb is in the Trust Territory of the Pacific Islands with a survey team from the National Association of Educational Broadcasters. The group is making a feasibility study that may possibly lead to the establishment of ETV in the Trust Territory, similar to the educational television system here in American Samoa.

Meanwhile, Feit, who is principal of Leone Midkiff School, and Broquet, an ETV studio teacher, are dividing the responsibility of supervising the teacher-training program at Feleti. Feit is supervising the second year teachers in the elementary consolidated schools. Broquet is teaching classes in addition to his regular ETV lessons.

WHAT'S AT THE MOVIES

- Tonight: - Recreation Hall, "Duel of the Titans" with Steve (Hercules) Reeves and Gordon (Tarzan) Scott
Starlite Theater, "Crack in the World" with Dana Andrews and Janette Scott
- Tomorrow: - Darden Hall, "City Under the Sea" with Vincent Price and Susan Hart