

2011 PATA Face of the Future Award

Tavalea Nilon of Samoa is the winner of the 2011 'Face of the Future' competition.

She was selected from a group of five finalists, with Sitpasu Thongsuk of Thailand and Hsu Htet Hlaing of Myanmar announced as runners-up.

There was a unanimous agreement by the panel of judges that Nilon's video excelled in both presentation and content. Focusing on some of the key challenges facing Samoa's tourism industry in the future, she highlighted the need for renewable energy options, better waste disposal methods and promoting the country as a culturally rich destination.



Said Hiran Cooray, chairman, PATA: "The PATA Executive Board were highly impressed by all six finalists, however, Tavalea's video stood out. She showed a genuine understanding of the challenges faced by her small island nation, as well as the role she can play in helping to address them."

Originally nominated for the competition by Samoa Tourism Authority, Nilon is 'Miss Samoa 2010' and has worked hard to promote the island nation nationally and internationally through tourism exchanges and festivals. She is involved with various community projects and is currently studying for a Masters' degree in engineering. With a deep love for her environment, people and country, she has been described as a natural advocate for Samoa.

She received the award during the honours and awards ceremony at the PATA 60th Anniversary and Conference, April 9-12, at the China World Hotel, Beijing. She also had the opportunity to participate in a plenary session alongside luminaries such as senior government officials and industry leaders from across the spectrum of PATA membership.