

SEYCHELLES TOURISM AMBASSADORS

News Bulletin

“Once a Seychellois... always a Seychellois”

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TEN NEW TOURISM AMBASSADORS NOMINATED

Seychelles has welcomed a new group of ten Tourism Ambassadors, bringing the total to 103 Seychellois nationals overseas on this programme.

The new group was announced at the ITB tourism trade fair in Berlin last month.

Altogether, there are 32 countries worldwide now being represented and these cover both the main tourist markets of Seychelles as well as new emerging markets.

It is to be noted that members on this programme are Seychellois living abroad who volunteer to help promote their home islands as a tourist destination in their current country of residence. They organise promotional activities to raise the awareness on Seychelles and work in tandem with the different Seychelles Tourist Offices covering their area. The Seychelles Tourism Board has said that the country is grateful for the contribution of each and every member in raising the profile of

the islands on the international tourist market. The members are active in many ways, from attending trade fairs and other marketing activities, to doing their own promotions in a bid to attract more visitors to Seychelles.

The chief executive officer of the Seychelles Tourism Board, Alain St Ange, has welcomed the new members and said their support would help to more adequately service the different markets.

“Your contacts and local knowledge of your current country are invaluable tools in promoting Seychelles as a tourism destination across the globe,” he said.

The new Tourism Ambassadors are: Christopher Faure (Canada), Kidd Lavigne (Germany), Juliana Grandcourt (Italy), Dorothy Furneau (Italy), Maureen Desnousse (The Netherlands), Ralph Theresine (UK), Rita Gedeon (UK), Porcia Bernard (USA), Youcef Maiche (Algeria) and Taric Bey (Algeria).

SEYCHELLES TOURISM AMBASSADOR PLEDGES SOLAR SYSTEM TO LA DIGUE HOME



Maryvonne Pool pledging her support to Minister Jean-Paul Adam

ALESSANDRO PINDILLI OPENS ITALIAN MODEL AGENCY IN COURCHEVEL

Alessandro Pindilli, a Seychelles Tourism Ambassador in Milan, Italy, has opened a new model agency – ‘TO BE’ – in Courchevel.

Mr Pindilli and Art director Vlad Metrevelli have created a one-of-a-kind agency – for modeling, events and communication – which will collaborate with many European agencies and provide the services of organising luxury events, fashion shows and parties.

The two of them got their start by organising their own event – the exclusive two-day opening of their own agency last month.

The opening of the agency took

place in the fancy skiing resort of Courchevel and was a fabulous gathering for all the guests among those famous singers, models, fashion designers and journalists.

The spectacular event was sponsored by



Alessandro Pindilli opens ‘TO BE’ model agency

Lancôme, Clinians Swiss, GHD, Vuarnet, Choccolati Italiani and Marsell, and the organisers invited all guests to spend a few days in the most luxurious place in Courchevel – Hotel Palace des Neiges – for skiing and fashion events.

By putting together a successful event, Mr Pindilli and Mr Metrevelli displayed a highly-professional level of organisation; unique symbiosis of sport, fashion, and music; and the careful selection of

fashion creators, musicians, models and make-up, and hairdressers teams, as well as all technical staff.

They have certainly started on the right track and are looking ahead to more successful shows and events.

Maryvonne Pool, the Seychelles Honorary Consul and Tourism Ambassador in Tanzania, has pledged a complete solar power photovoltaic system for one La Digue home.

The pledge was made during a reception hosted by the Ministry of Foreign Affairs for the diplomatic community at the Expo 2020 at the beginning of the month.

In line with President James Michel's goal that the island of La Digue be designated as the eco capital of the world operating solely on renewable energy, Ms. Pool made the donation, which includes panels, inverters, and cables, as well as one solar street light, from her Tanzania-based company Sunnergy Systems PTL Solar Tanzania.

Ms Pool said she hoped the donation will provide valuable information on how best to provide for sustainable energy on the island while preserving its natural beauty.

"I truly believe that renewable energy is the way forward for a sustainable future for Seychelles, the region, and the world," said Ms. Pool.

The Minister for Foreign Affairs, Jean-Paul Adam, thanked her for her generous donation. Ms. Pool said that provisions to send the complete system for one household have already begun, and it should be in place within three months. She added that the project should also be able to act as a test case for this ambitious and innovative project for La Digue.

NICK BALDWIN NOTCHES CARD FOR WORLD CHAMPIONSHIP

Nick Baldwin, a triathlete in UK who competes under the Seychelles' colours, has successfully booked his place in the World Championship in Hawaii in October after winning the 18-24 age group of the 7th Spec-Savers Ironman in South Africa last Sunday.

Nick is a Seychelles Tourism Ambassador for Winchester and has been doing his home-country very proud by flying the Seychelles' flag in all competitions he attends.

He did not only qualify for the world championships but also clocked a personal best (9h27:56) in the South Africa competition.

He did the swimming, cycling and running legs which won him the 29th position overall in 1,745 competitors. He was also the fourth best amongst the amateur athletes. "Finishing 29th overall is by far the most impressive result I have achieved. I also finished ahead of many professional athletes," said a proud Nick.



Nick promotes Seychelles in international sports

BRIGHT AND SUNNY SEYCHELLES HITS THE US



Raymond St Ange ensures the displays of Seychelles are visible

TOURISM AMBASSADORS ON THE MOVE *****

MARY ISAAC, RITA RICHEZ AND PAULINE FERRARI AT SALON MAP

Tourism Ambassadors Mary Isaac, Rita Richez and Pauline Ferrari extended their support to the Seychelles delegation attending the MAP trade fair in Paris recently.

The three ladies visited the Seychelles' stand and played their part in helping to expose their islands to the French travelers who were looking for a new exciting destination to visit.



Mary Isaac and Rita Richez at MAP



Pauline Ferrari and Rita Richez

The *UniqueOffersSeychelles!* business of co-owners Rosemarie Pothin-Ludwig and Karen Johnson is thriving and was last month given permission to display images of the Seychelles Islands at a well-known hotel in the United States.

The hotel operates within the world wide Wyndham Group, is managed and owned by Shazzy Incorporated, and is located in a heavily travelled region of the United States.

It is to be remembered that both Mrs Pothin-Ludwig and Mrs Johnson are Seychelles Tourism Ambassadors in the United States and has Raymond St Ange as a partner at *UniqueOffersSeychelles!*

The hotel featuring the displays is located next to state line of Illinois and Wisconsin and within comfortable distance of a major theme park, Great America, and splendid outlet malls to name just a few of the attractions.

"This is an ideal area for us to display these wonderful photos which were kindly given to us by the Seychelles Tourism Board," said business partner Raymond, who added that the guests of the hotel were wide and varied, with a great number coming from UK, Italy and Germany as well as from within the US.

"With the travel season about to pick up following Spring Break and after summer holidays, now is the perfect opportunity to bring out these displays about the Seychelles," he added.

The images of the Seychelles were last used by *UniqueOffersSeychelles!* at its 'Seychelles Nite' which was held in October 2010, where the new business venture www.uniquescentations.com, was officially launched!

The displays feature prominently throughout the hotel property and will be in place for the next few weeks.

DOROTHY FURNEAU BRINGS SEYCHELLES TO FASHION WORLD IN ROME

The Tourism Ambassador in Italy, Dorothy Furneau, recently attended a fashion show at the Monti Parioli in Rome, which also featured a Seychellois model.

The fashion show took place in the fabulous Old Shooting Club where Italian designer Michele Miglionico presented a flash of his latest collection for spring/summer 2011.

Among the top models, Seychellois Veronique Francourt made a strong impact on the catwalk and the guests were very impressed by her performance. She was nominated as the best model.

The fashion show was also a great promotion

for Seychelles where Ms Furneau played her role of ambassador by proudly advertising her home islands. The event was such a success that people are now asking for more fashion shows like this as well as more Seychellois girls on the catwalk.

Ms Furneau said the guests were enthralled by the beauty of Seychelles and she helped many of them with the right information on how to go about making their booking if they want to visit the islands. She added that she is proud now that many have come back to her to confirm that they are heading to the 'true paradise on earth' in the next few months.

SEYCHELLES TOURISM AMBASSADORS PARTAKE IN CARNIVAL FUN

Six members of the Seychelles Tourism Ambassadors made sure they were amongst the carnival revellers who were in Victoria for the three days of the Seychelles' Carnival, held from March 4 to 6.

They were Karen Johnson from the US, Georgia Dunlop from UK, Susanne Rose-Lundeby from Singapore, Pearl Hoareau from Uganda, Popsy D'Souza-Getonga from Kenya and Maryvonne Pool from Tanzania.

All six ladies joined the jubilant Seychellois crowd in welcoming the first International Carnival in town on March 4 and the next day, partied with the biggest ever crowd to gather in the town centre.

Karen, Georgia and Susanne could be spotted marching in the carnival float parade which was the main activity of the carnival weekend. They danced, sang, partied and had the time of their lives as they traced the route from Roche Caiman to Victoria on that bright, hot Saturday afternoon.

They were participating alongside the Seychelles Tourism Board float with its staff members who on that day were dressed in



The Tourism Ambassadors in the carnival parade

colourful costumes and masks, blending perfectly in the carnival frenzy that engulfed Victoria.

Apart from being part of the carnival celebration, some of the Tourism Ambassadors also took time from their visit to meet with the CEO of the Tourism Board, Alain St Ange, to discuss their continuous support towards their homeland's tourism industry.

VISITOR ARRIVALS

Four thousand two hundred and fourteen (4,214) visitors arrived in Seychelles during the week ending Sunday 10th April 2011. This brought the total for the last four weeks to 15,903 visitors, which was 1% below the 2010 level.

YEAR TO DATE

The year to date figure for 2011 shows that 51,789 visitors arrived in Seychelles. This figure was 2% above the 2010 figure (50,678). The year to date figure was 18% above the average for the same period over the last five years.

COMING UP NEXT ...

Marketing Activities And Trade Fairs

- ADEX Dive Show, Singapore (22-24 April)
- Emirates Holidays Brochure Launch, Dubai (29 April-1 May)
- ATM Trade & Consumer Fair, Dubai (2-5 May)
- INDABA Trade & Consumer Fair, South Africa (7-10 May)
- Seychelles Regatta 2011, Seychelles (21-29 May)



From l to r: Susanne Rose-Lundeby, Alain St Ange, Karen Johnson, Georgia Dunlop and STB's Tourism Ambassador correspondent Sharen Venus