

SEYCHELLES TOURISM AMBASSADORS

News Bulletin

“Once a Seychellois... always a Seychellois”

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SEYCHELLES TOURISM AMBASSADORS TEAM UP FOR ‘EXCITING TIMES AHEAD’

A group of Seychelles Tourism Ambassadors have come together to work on a special project called the “Exciting Times Ahead” to help push Seychelles further on the travel market.

The group consists of Maryvonne Pool (Tanzania), Rita Gedeon (UK) and Leonie Isaac Naylor, Rosemary Wood, Doreen Brown, Jules Rault, Cecile Szulkowski, Myrtille Webb, Georgette Rose Shroff, Mike Valentin, Jacqueline Elias and Porcia Bernard, all from the USA. Leading the project are another two Tourism Ambassadors – Rosemary Ludwig and Karen Johnson – co-owners of a travel and promotions business in the US, UniqueOffersSeychelles, along with their business partner Raymond St Ange.

Indeed, there are some exciting times ahead for Seychelles as this devoted group of Seychellois nationals is bringing two production companies to the

destination for filming.

They are Wright Productions with its popular shows ‘Another Shade of Blue’ and the travel adventure programme that utilises social media, ‘David’s Been Here’.

This initiative by the Seychelles representatives abroad and the two companies will further expose the Seychelles islands primarily to the North American market and even beyond, to the rest of the world.

Work is now being conducted in Seychelles to choose site locations and themes for filming as well as to get the relevant partners on board.

Primary companies that would be involved in this initiative include but not limited to: L’Archipel Hotel, Silhouette Cruises, Zil Air Helicopter Services, Pearls of Seychelles Modeling Agency, Chateau St. Cloud, Paradise Promotions, Today in Seychelles, Takamaka



Raymond St Ange coordinates ‘Exciting Times Ahead’ on the home turf

Bay La Plaine St. Andre, George Camille Art Studios & Kaz Zanana, Buggy & Jeep Car Rentals, Danny Jeanne Ox Cart Rentals La Digue, Le Superbe Boat Charters, Island Music Seychelles, Boat Charter Company Praslin, Roy Fonseka & Pilgrims Security LYD and Mason’s Travel.

On behalf of all the members working on the project, Mr Raymond St Ange who is managing the project locally has extended a special thank you to the chief executive of the Seychelles Tourism Board as well as the chairman and chief executive of the Seychelles Hospitality and Tourism Association.

He made special mention of Ms Maryvonne Pool for organising onward meetings with the Seychelles government departments and for her advice and support over the project.

“We are pleased and proud to be involved directly in this project which is 100% Seychellois inspired and managed,” he said.

RITA RICHEZ SINGS SEYCHELLES AT ESCAPADES

Tourism marketing can take different dimensions and when one adds a special touch to it, it gets people to stop and take note.

Such was the case recently at the Seychelles Escapades in France where Tourism Ambassador in Paris, Rita Richez, took to the microphone and gave the guests another reason to appreciate and sell Seychelles, besides for the popular sun, sand and sea.

Rita, in duo with entertainment partner Therese, performed a number of popular local songs, much to the delight of the travel agents and tour operators gathered at the l’Hôtel Intercontinental, Avenue Marceau for the evening.



Rita Richez sings for Seychelles at Escapades Seychelles

It didn’t take long for the two talented ladies to win the hearts of their guests and when they did, it was Seychelles they were promoting.

They then mingled with the crowd, sharing their experiences and stories about our beautiful islands. The highlight of the evening was the presentations on the local products by the different partners in the Escapades, followed by dinner and lottery.

Three lucky winners will get the chance to visit Seychelles in an educational trip planned for later this year.

★★ SEYCHELLES CARNIVAL BOOK GOES ON SALE ★★

The new Seychelles’ carnival souvenir book is now on sale in Seychelles.

The full-colour book, which is in high demand, costs R600 per copy and is available at selected places only as it has been printed as a limited edition.

For now, people can buy their copies at any of the tourist information offices, either in Victoria or on Praslin and La Digue, as well as at the tourism board’s head office at Bel Ombre.

The book has been described as a perfect gift for families and friends who live abroad as



The carnival book now available in Seychelles

well as a good memorabilia for a collection. It captures the highlights, vibrancy and colours of the first ‘Carnaval International de Victoria’, an event which pulled the biggest crowd the capital has ever seen.

The Seychelles Tourism Board has said it is important to document and appreciate the joy that the carnival brought to the whole nation.

“The carnival was an exciting time for the whole country and we are happy that we have been able to produce a book that captures all these moments,” it said.

SEYCHELLES JOINS RETOSA

Seychelles has completed a successful campaign to join RETOSA – the regional tourism organisation for Southern African countries – after it was accepted as a new member at the organisation’s 46th meeting held in Livingstone, Zambia recently.

On top of that, the country was also elected to serve on two committees – the executive committee and the marketing & communication committee.

The chief executive of the Seychelles Tourism Board, Alain St Ange, who led the case for Seychelles to become a member of RETOSA, will represent Seychelles on both committees.

Mr St Ange told the RETOSA assembly that Seychelles wanted to become a member of the organization but that they should consider a reduced membership fee for the islands. He said that Seychelles had financial setbacks and was therefore not in a position to meet the full membership fee.

Upon hearing the news that Seychelles’ bid had been accepted, Mr St Ange said it was a win-win situation for both Seychelles and RETOSA.

“I think it is very much a win-win situation for all concerned, with Seychelles benefiting from membership and RETOSA now in a position to avail itself of Seychelles’ proven proactiveness in areas such as tourism marketing,” he said.



Seychelles being accepted in RETOSA

SEYCHELLES PRODUCES ‘GREEN COPY’ OF COMPREHENSIVE MASTER PLAN FOR TOURISM



Mr St. Ange presenting the document to President Michel at State House

Seychelles has produced a ‘green paper’ of its Tourism Master Plan, which will chart the way forward for the islands’ tourism in the next five years.

The first draft of this important document was presented to President James Michel recently at State House, on the occasion of the 40th anniversary of the Seychelles’ tourism industry.

The chief executive of the Seychelles Tourism Board, Alain St Ange said it was

important for the country to take stock of the strengths and weaknesses of its industry that is so vital for the country’s economy, so that it can keep on making new achievements.

“Tourism is today the leading pillar of the Seychelles’ economy and it is a model that is working. It is for this very reason that we should not let it run on without assessing where we are going and what we want to achieve in the next five years,” he said.

WORLD AWARDS NOMINATIONS FOR SEYCHELLES

The Seychelles destination, together with a number of its leading hotels, is once more courting the annual World Travel Awards, with a number of nominations this year.

On top of that, the islands have also been nominated for another prestigious accolade – the Villegiature Awards 2011.

For the World Travel Awards, our islands and hotels, as well as a few tourism services and products, are up against destinations and competing hotels of the Indian Ocean Region.

Seychelles has been nominated in various categories such as the Indian Ocean’s Leading Airline, Indian Ocean’s Leading Airport, Indian Ocean’s Leading Beach Destination, Indian Ocean’s Leading Cruise Destination, Indian Ocean’s Leading Cruise Port, Indian Ocean’s Leading Destination and Indian Ocean’s Leading Family Resort.



Seychelles, the exciting destination courting international awards

Interestingly, Seychelles has more than one hotel competing in the hotel categories, with Cousine Island, North Island and Frégate Island Private all vying for the Indian Ocean’s Leading Green Resort title.

Seychelles last year won in five categories of the World Travel Awards, notably the Indian Ocean’s Leading Cruise Port, Family Resort, Golf Resort, Green Resort and Luxury Resort.

The winners of this particular award are voted by travel agents worldwide but the voting dates vary for the different regions.

Polling for the Indian Ocean will be opened until August 19 and the winners will be announced on September 16 at the Africa & Indian Ocean Gala Ceremony in Egypt.

As for the international Villegiature Awards, two Seychelles hotels – Denis Island and Frégate Island Private – are now in the finals of the Grand Prix category of Best Island Hotels for 2011.

The award rewards the “best” of the best hotels in Europe, Africa and the exotic islands.

The grand winners will be revealed in the prize-giving ceremony on November 14, 2011, at l’Hôtel Hilton Arc de Triomphe in Paris.

Based upon input from all relevant sectors of Seychelles’ tourism industry after an exhaustive fact-gathering exercise, the purpose of this master plan has been to create a road map for tourism that will consolidate the industry over the long term, while providing it with the sustainability it will require to prosper.

The final document is expected to be published at the end of November 2011.

SEYCHELLES RECORDS 100,000TH VISITOR MILESTONE FOR 2011

Seychelles has happily recorded Swiss visitor Sandro Gianella, accompanied by his partner Nathalie Goddi, as the 100,000th visitor to step down at the Seychelles International Airport this year.

The couple from Switzerland arrived on the Emirates EK707 flight from Dubai, on Saturday July 16, when Mr Gianella was called aside and greeted as the islands' 100,000th visitor.

Present to welcome the 28-year-old lucky visitor, were the Seychelles Tourism Board chief executive, Alain St. Ange, and his deputy CEO, Elsia Grandcourt.

Mr Gianella was also presented with the Seychelles Tourism Board gift bag, which also comprised a voucher for a boat excursion for two in the Sainte Marine Park



100,000th visitor
being welcomed in Seychelles

Mr. Gianella, a manager by profession, said they had been prompted to visit the Seychelles Islands by a Seychellois friend from Praslin Island, who often travels to Switzerland.

"I'm very happy to be here and feel very lucky since many people in my country know about Seychelles,"

sponsored by the Calypso Glass Bottom Boat and a dinner for two at Les Cocotiers Restaurant, a treat of Hilton Seychelles Northolme Resort & Spa.

Ms Goddi received our warm Creole islands' welcome with a beautiful frangipani garland placed around her neck.

he said, joyously.

The couple will be spending two weeks in Seychelles where they intend on relaxing and making the most of our islands paradise.

The fact that this year Seychelles has recorded its 100,000th count ahead of last year, which was in the first week of August, gave the Seychelles Tourism Board even better reason to celebrate the occasion.

Statistics show that arrivals are approximately 10,000 more than last year for the same period, thus representing a 9% growth.

Mr St Ange has said that Seychelles is so far performing well in terms of tourist arrivals, and this is an encouraging sign for the tourism industry.

"It shows we are progressing and that we need to continue to work on our weaknesses to ensure our numbers remain positive," he said.

EMIRATES HOLIDAYS AND SEYCHELLES TOURISM BOARD LAUNCH 'BE SMART, BE CARNAVAL' CAMPAIGN

Emirates Holidays has partnered with the Seychelles Tourism Board (STB) in a bid to increase tourist traffic to the Seychelles.

'Be Smart, Be Carnaval' is a joint undertaking which has recently been launched to target travel agents from specific markets.

Travel agents from the UAE, Saudi Arabia, Kuwait, Oman, Qatar, Bahrain, Lebanon, Jordan, Russia, Cyprus, Greece and Turkey were invited to keep track of their bookings to the Seychelles from 15th June 2011 to 31st January 2012. The four top performing travel agents will be chosen and sent to the 'Seychelles Carnaval International de Victoria' next year.

Emirates Holidays will choose two winners from the GCC/Middle East region and two more from the European region.

The winners, who will be chosen on the basis of performance, will be known in February 2012 and will receive a complimentary four-night stay in Seychelles during the festive period of the

Seychelles Carnaval International de Victoria.

"This agents' incentive programme is in line with our commitment to promote the Seychelles across our network. Various tactical offers will be launched to support the programme with the aim of attracting more tourists into the destination. The countries which have been selected constitute new markets with high potential for the archipelago. We will sustain our efforts in these markets and we are confident that we will be able to obtain the desired results in the short and medium terms," said Frederic Bardin, Senior Vice President, Emirates Holidays.

"We are pleased to hold this programme with Emirates Holidays which has consistently been supporting us. The Seychelles can only benefit from having access to Emirates Holidays' network. It is a partnership which works well," said Alain St Ange, chief executive of the Seychelles Tourism Board.

Emirates participated in the

'Seychelles Carnaval International de Victoria' 2011 and supported this major event by creating awareness around it in new markets such as Czech Republic, Spain, Brazil, Russia, the Middle East, India, Korea, China, Japan and others.

The islands' wide range of resorts offers sophisticated luxury and safe romantic getaways, to good family accommodation with lots of activities from sightseeing to island-hopping, tours and cruises.

The airline has announced a 100 per cent increase in frequency between Dubai and the Seychelles. This route will be serviced by 14 flights every week, by the end of the year.

VISITOR ARRIVALS

Three thousand eight hundred and thirty three (3834) visitors arrived in Seychelles during the week ending Sunday 17th July 2011. This brought the total for the last four weeks to 13,722 visitors, which was 11% above the 2010 level.

The year to date figure for 2011 shows that 101,094 visitors arrived in Seychelles. This figure was 9% above the 2010 figure (92,926). The year to date figure was 24% above the average for the same period over the last five years.

The leading markets to date are:

• France	22,367	• UK & Eire	6,961
• Italy	13,310	• South Africa	5,300
• Germany	11,340	• Russia	5,206

KENYA AIRWAYS ADDS THIRD FLIGHT FOR SUMMER HOLIDAYS

Kenya Airways has added a third flight to its weekly operations linking Nairobi, Kenya, to the islands of Seychelles, in a bid to increase business for the summer holidays.

The extra flight started on July 5 and will last until August 30, 2011.

Kenya Airways, which

is the sole African airline to service Seychelles, has been a faithful partner of the islands since the 1970s and has been supportive of its tourism development.

The Kenya Airways Manager for Seychelles, Zakiya Vidot, has for many years been working in close collaboration with the Seychelles Tourism Board to



Kenya Airways extra summer holiday flights to Seychelles

develop the African market for the destination, and more so to push for twin-centre holidays for the Americas, Europe, and the Far East with packages promoting Kenya and East Africa, along with Seychelles.

It was due to this joint

venture that the chief executive of the Seychelles Tourism Board, Alain St Ange, launched the campaign "From the Big Five to the Best Five", aimed at selling the big five African safaris side by side of the spectacular beaches and romantic honeymoon getaways of Seychelles, which are widely considered to be one of the world's best.

COMING UP NEXT ...

Marketing Activities And Trade Fairs

- Otdyk Leisure Fair (Moscow) (21-24 September)
- IFTM Top Resa (Paris) (20-23 September)