SEYCHELLES
TOURISM AMBASSADORS
News Bulletin

"Once a Seychellois... always a Seychellois"

Issue: 3 May, 2010

MESSAGE FROM ALAIN ST ANGE, SEYCHELLES' DIRECTOR OF TOURISM MARKETING

As we launch the third issue of our Tourism Ambassadors Newsletter, I need to take this opportunity to thank everyone for all their support and hard work in the promotion of Seychelles and in defending our country's tourism industry.

Everyone is working in their own way, but with the same purpose. So much has made it in the press, but as much is being done behind the scene. Every support we are today receiving from the Tourism Ambassadors is appreciated and welcomed.

Alain St Ange

You are all helping to consolidate the work being done by the Seychelles Tourism Board.

Next month, another 30 plus Seychelles Tourism Ambassadors will be nominated. This will be done during our National Day Celebrations in June. Here again, I want to thank all the new members of our unique programme for coming forward to be counted as being part of the "Once a Seychellois…always a Seychellois" network.

My thanks also to Sharen Venus, the Marketing Executive at our Head Office, responsible for the Tourism Ambassadors programme.

Happy Reading.

'FACEBOOK' FORUM FOR TOURISM AMBASSADORS

Members on the Tourism Ambassadors programme will soon be able to connect and update each other on their activities through a new forum on the popular social network Facebook.

This forum will be for members only and will encourage open discussions on topics relating to Tourism Ambassadors as well as Seychelles tourism in general.

Different members will share their stories on what kind of methods best apply to them in their PR activities and how they go about establishing their contacts. All markets have different specifications which require diverse approaches by the Tourism Ambassadors.

Formalities to set up the forum are being finalised and all Tourism Ambassadors will be informed via emails when it is up to start discussions.

DUBAI-BASED SEYCHELLES' TOURISM AMBASSADORS CERTIFIED

Congratulations to Emmanuel Marie and Daniella Narty who were earlier this month presented with their Seychelles' Tourism Ambassadors certificates.

Presenting certificate to Mr Marie

Ms Narty receiving her certificate from Mr St Ange

Mr Marie and Ms Narty are the Tourism Ambassadors in Dubai and they received their certificates from Alain St Ange, the director of tourism marketing, at a lunch during the Arabian Travel Market (ATM).

They were also presented to the press to set their appointment in motion.

Both representatives also attended the Emirates Brochure Launch and spent time on the Seychelles stand during ATM as they met with members of the trade, initiated new contacts and formally introduced themselves. Both of them are part of the 60 Seychellois from 25 countries around the world who are representing and promoting their islands on the Tourism Ambassador programme.

Ms Narty with Marketing Executive Katia Antignani on the Seychelles' stand at ATM

TOURISM AMBASSADORS ON THE MOVE

MARY MARSAC AT FUND RAISING FOR MISS DEAF SOUTH AFRICA 2010

Mary Marsac (1st right) with Miss Deaf South Africa and the hosts

The Tourism Ambassador in South Africa, Mary Marsac, last Saturday attended a fund-raising event for Miss Deaf South Africa 2010 in Cape Town.

The event was organized by the Association of the Deaf in Cape Town and the Women and Disabled Children Committee of Cape Town.

During the event, Mrs Maria Sivertsen from the Association of the Deaf spoke of her many visits to Seychelles and how she has helped the country to set up its own Association of the Deaf.

Mrs Marsac presented the hosts and reigning Miss Deaf South Africa – Miss Porta Oliver – with Seychelles umbrellas and promotional DVDs.

KAREN JOHNSON SECURES TRAVEL AGENTS CONTACTS

Tourism Ambassador Karen Johnson from Colorado has been helping Seychelles to tap in the American market due to her good contacts in her part of the world.

Karen Johnson

As it is one of its objectives, Tourism Ambassadors penetrate potential areas usually not reached by current marketing activities and they pave the way for an opening by the overseas Seychelles Tourist Offices.

Ms Johnson has been active in meeting and compiling travel agents details in Colorado and the surrounding cities, and these have been sent to the tourism Director of Africa and the Americas, David Germain.

Mr Germain is based in Cape Town, South Africa and will now establish contacts with the travel agents and increase their awareness on the Seychelles Islands.

In doing so, he will be introducing a new holiday destination to them which they can in turn sell to their clients.

VISITOR ARRIVALS

Three thousand one hundred and thirty eight (3,138) visitors arrived in Seychelles during the week ending Sunday 16th May, 2010. This brought the total for the last four weeks to 13,456 visitors, which was 15% above the 2009 level.

The year to date figure for 2010 shows that 67,054 visitors arrived in Seychelles. This figure was 13% above the 2009 figure (59,170). The year to date figure was 19% above the average for the same period of the last five years.

THE LEADING MARKETS TO DATE ARE:

- France 15,501
- Italy 9,267
- Germany 7,375
- Russia 4,572
- UK & Eire 3,803
- South Africa 3,584

COMING UP NEXT ...

Marketing Activities And Trade Fairs

- **Agent Workshop in Kampala, Uganda – 31st May**
- **Agent Workshop in Dar Es Salaam, Tanzania – 1st June**
- **Escapade (France) – 7-11th June**
- **Korea World Travel Fair – 6-9th June**

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