

SEYCHELLES TOURISM AMBASSADORS

News Bulletin

“Once a Seychellois... always a Seychellois”

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TOURISM AMBASSADORS SPECIAL GUESTS AT OPENING OF UK OFFICE

It was a night of true patriotism on July 15 when five of the Tourism Ambassadors appointed in UK watched the re-opening of the Seychelles Tourist Office in London.

Georgina Dhillon, Georgia Dunlop, Brigitte Monchouguy, Lynne Domingue and Roch Evenor were special guests at the event as they joined the Seychelles Tourism Board's UK staff in reintroducing their destination to the large turn-out of travel agents and the press.

Some of them came far for the evening but they all showed their support towards their homeland and immediately switched from the roles of guests to true Tourism Ambassadors. They helped to sell Seychelles to the travel agents that night and you could tell from their happy faces and enthusiastic exchanges that they were proud to be Seychellois.

Other special invitees that night were the Seychelles' High Commissioner in UK, Patrick Pillay; Members of National Assembly, Bernard Georges and Jovana Charles as well as the new Chief Executive Officer of STB, Alain St Ange.



Georgina Dhillon (1st left), Georgia Dunlop (4th left), Brigitte Monchouguy (4th right front row), Roch Evenor (1st right back row) and Lynne Domingue (2nd right) with the Seychelles' team at the re-opening of the office

TOURISM AMBASSADORS ON THE MOVE

ANTOINE LAUTEE ON THE COWBOY TURF

The annual Calgary Stampede in Canada was considered the right place by Antoine Lautee to lure the Western audience, when he met some key personalities and introduce Seychelles as a potential holiday option for them in the future.

He had some interesting exchanges and was challenged to bring the best out of his role as Tourism Ambassador when he had to answer a lot of queries about Seychelles and what it has to offer.

Perhaps it was a strange combination – Seychelles and Cowboys – but Mr. Lautee is sure to have increased the knowledge of his islands amongst the crowd at the Stampede ground. Every cowboy and cowgirl was a potential client and he was a true Seychellois on cowboy territory.



Antoine Lautee at the Calgary Stampede

ANNE KAUTSKY SELLS SEYCHELLES TO FIESTA TRAVEL STAFF

Australia is one market that Seychelles is yet to tap into but the potential is there for development. Anne Kautsky from Perth tested the pulse

of that market when she organized a dedicated Seychelles powerpoint presentation at the Fiesta Travel last month. Approximately 15 travel agents from both the Reservations and Sales Department attended the event which was followed by a question and answer session. The feedback from this event was very positive, with the agents feeling they had learnt a lot about the archipelago and also what it offers to holidaymakers.



A job well done ... Anne Kautsky (5th from left) with the Fiesta Travel staff

They are now in a better position to help sell the destination to the Australians. Fiesta Travel has kept a copy of the presentation to support their sales work and they will also get in contact with all Tourism Ambassadors in Australia to better coordinate the marketing of Seychelles.

MEMBERS VISIT STB ON HOLIDAY BREAK



During the last weeks, three Tourism Ambassadors who were on holiday in Seychelles, took time out to visit the STB offices at Bel Ombre.

They met with CEO Alain St Ange as well as the Tourism Ambassadors coordi-

nator, Sharen Venus, to be further enlightened on the activities being undertaken in their respective countries.

They were Renette Vidot (South Africa), Aliette Esther (Dubai), and Jacqueline Soopramanien (Reunion).



Renette Vidot (right) with Tourism Ambassadors coordinator Sharen Venus



Aliette Esther receiving certificate from Mr. St Ange



Jacqueline Soopramanien (left) with Ms. Venus

RITA HINDER MEETS WITH STB'S CEO

Rita Hinder might have missed the official opening of the UK office but she made time to meet with the Chief Executive Officer of the Seychelles Tourism Board, Alain St Ange, in London.

Mrs. Hinder was briefed on the activities of the new office and areas where

her support would be needed as a Tourism Ambassador.

She also gave her views on how Seychelles should proceed on a market like UK and reassured Mr. St Ange that she remains committed to her appointment as a Tourism Ambassador.



Rita Hinder meeting Mr St Ange in London

OUR CONDOLENCES



The late Jinette Cheedle

The Seychelles Tourism Board would like to extend its sincere condolences to the family and friends of Jinette Cheedle from Orlando, Florida.

Mrs Cheedle had just been appointed as a Tourism Ambassador for Orlando and she would have been in the new group to be announced soon.

She died earlier this month when on holiday in Seychelles and only days after accepting her appointment as a Tourism Ambassador.

COMING UP NEXT ...

Marketing Activities And Trade Fairs

- World Tourism Day activities (27th September)
- TOP RESA trade fair in France (21 - 24th September)
- Otdykh Leisure Fair in Mosow (21 - 24th September)

VISITOR ARRIVALS

Three thousand two hundred and thirty nine (3,239) visitors arrived in Seychelles during the week ending Sunday 25th July, 2010. This brought the total for the last four weeks to 12,797 visitors, which was 6% above the 2009 level.

The year to date figure for 2010 shows

that 96,470 visitors arrived in Seychelles. This figure was 13% above the 2009 figure (85,748). The year to date figure was 20% above the average for the same period of the last five years.

The leading markets to date are:

○ France	19,839	○ UK & Eire	6,563
○ Italy	14,068	○ Russia	5,621
○ Germany	11,174	○ South Africa	5,370