

SEYCHELLES TOURISM AMBASSADORS

News Bulletin

“Once a Seychellois... always a Seychellois”

Issue: 6 August, 2010

SERBIAN PRESS DOTES ATTENTION ON SEYCHELLES

With the help of Tourism Ambassador Sinha Levkovic, Seychelles recently made its way into Serbia's daily newspaper, *Vecerni Novosti*, which featured the destination as its centre spread on tourism and travel.

Vecerni Novosti is Serbia's highest circulated newspaper which is also distributed in Germany and France for the Serbian communities.

The newspaper has also published the article online, which can be read on its website at www.novosti.rs

Seychelles is also set to have more publicity in this region as the newspaper plans to interview Mrs Levkovic, whereby she will be explaining in depth about the Tourism Ambassador concept, as well as her role as a Seychelles representative.

Mrs Levkovic will seize this opportunity to provide her contact details and invite tourism partners in Serbia to work collaboratively with her, and to again get Seychelles notice.

Aside from this, Mrs Levkovic has also been working with Serbia's national TV channel, RTS1 (Radio Television) which is interested in visiting Seychelles for a documentary that will cover the many attributes and products of our islands.



Screen shot of the Seychelles article on line

The Chief Executive Officer of the Seychelles Tourism Board (STB), Alain St Ange, has said that it is encouraging to see the tourism ambassadors programme working so well, making it possible for Seychelles to be known in every corner of the world.

TWO US TOURISM AMBASSADORS ON A JOINT VENTURE



Sneak Peek at the UniqueScentsations website

Two US-based Tourism Ambassadors, Karen Pilling Johnson for Colorado Springs and Rosemarie Pothin for South East Wisconsin, have embarked on a joint venture for a new product – UniqueScentsations.

They are offering a new Bath, Beauty and Spa product. Both Tourism Ambassadors are pleased to inform one and all the product line and website for UniqueScentsations are close to completion.

This new product is expected to be launched soon.

GEORGIA DUNLOP GRACIOUSLY INTRODUCES STB WITH UK TRAVEL AGENT

Even when visiting Seychelles, Tourism Ambassador for Oxford in UK, Georgia Dunlop, is actively giving out her support to the country.

She has enthusiastically introduced STB with the owners of the Ambassador Travel Agent, Mr and Mrs Evans from UK, during her visit to the country.

Mr and Mrs Evans, is on holiday in Seychelles. While enjoying their stay, the couple is also visiting the islands and learning about its products, familiarising themselves, as they are interested in opening an office in Seychelles.

With Mrs Dunlop's support, Mr and Mrs



Photo of Mrs Dunlop (left), Mr St Ange, Mr and Mrs Evans and Mr Barry Faure

Evans met with the Secretary of State, Barry Faure who is also the Chairman of STB, and Alain St Ange, CEO of STB.

STB offered Mr and Mrs Evans a day tour of Mahé island, on which Mrs Dunlop accompanied them.

LINDY SCHEELE ORGANISES RACE TO SEYCHELLES IN GERMANY

Seychelles Tourism Ambassador for Munich in Germany, Lindy Scheele, has amateur golfers in Germany teeing off in the Race to Seychelles – the golf tournament that she organised to help promote the destination.

She organised it with her husband Dr. Michael Scheele, who hosted the tournament as president of the “Bogey Golfers” association. This club was founded in 1998 and has approximately 70 amateur golfers as members.

Race to Seychelles is being played in three rounds with the first stage having taken place in late July in Hinterzarten (Black Forest), whereby the winner was actor Christian Kohlund, who won a Seychelles vacation sponsored by Constance Hotels.

Mr Kohlund was presented with his prize by the hotel group’s PR manager, Katja Köllner. Air tickets to the islands are being co-sponsored by Emirates.

It was attended by Edith Hunzinger, the manager of the Seychelles Tourist Office in Frankfurt, with her husband, Max Hunzinger, Honorary Consul for Seychelles in Germany. Also in attendance were some of



The winners of the first lap with Ms Köllner and Dr. Scheele

Germany’s top celebrities including actors, singers, painters, photographers and athletes.

The next lap of the tournament is due to be held this month in Germany, while the final round in October is set to take place in Seychelles.

Mrs Scheele has a group of sixty amateur golfers including Cuban-born singer Roberto Blanco and other well-known names coming to the islands for the last part of the tournament.

The Seychelles’ round will be played at the Constance Lémuria Resort on Praslin Island.



Photos of the first tournament in Hinterzarten

OUR CONDOLENCES



The late Christopher Azais

The Seychelles Tourism Board would like to express its condolences to the family and friends of Christopher Azais from Shenzen, China.

He had just been appointed as a Tourism Ambassador in the third group that was announced in June.

Mr Azais was undertaking his study at university level in China.

COMING UP NEXT ...

Marketing Activities And Trade Fairs

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

VISITOR ARRIVALS

Two thousand five hundred and sixty six (2566) visitors arrived in Seychelles during the ending Sunday 29th August, 2010. This brought the total of the last four weeks to 13294 visitors, which was 9% above the 2009 level.

The year to date figure for 2010 shows that 113, 050 arrived in Seychelles. This figure was 12% above the 2009 figure (101060). The year to date figure was 18% above the average for the same period of the last five years.

The leading markets to date are:

- | | | | |
|-----------|--------|----------------|-------|
| ● France | 22,572 | ● UK & Eire | 8,036 |
| ● Italy | 18,318 | ● Russia | 6,264 |
| ● Germany | 13,120 | ● South Africa | 5,950 |