

# SEYCHELLES TOURISM AMBASSADORS

News Bulletin

“Once a Seychellois... always a Seychellois”

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## COUNCILOR EDWARDS TO GENERATE SUPPORT FOR SEYCHELLES CARNIVAL IN UK

The Seychelles Tourism Board, through its Chief Executive Officer Alain St Ange, used a meeting with Frida Edwards, the Seychellois-born British Councilor for Havant who was holidaying in Seychelles recently, to discuss support for the Seychelles International Carnival to be held in March 2011.

Councilor Edwards, who will soon be appointed a Seychelles' Tourism Ambassador, will help to generate the interest for UK to be well represented in this unique event, considering that she is also a member of the Tourist Forum Association from Hampshire and Federation of Small Business Association. Councilor Edwards was born in Seychelles as Frida Malbrook and still has family members here. She was elected as a Conservative Party Candidate as Councilor for Havant in Hamp-



*Councilor Edwards (middle)  
with Mr. St Ange and Tourism Ambassador  
Coordinator Sharen Venus*

shire and has taken up the appeal to discuss with her local MP and other Government Officials on a UK participation in the carnival. Councilor Edwards is also looking at being

present at the official opening day of the World Travel Market 2010 in London in November where Seychelles will once again be present.

Taking the opportunity to congratulate Councillor Edwards on her position, Mr St Ange said that Seychelles was proud to have one of its daughters elected to serve the British public and that she would also make an exemplary ambassador for Seychelles in UK.

## CHRISTINE ST ANGE GOES HI-TECH WITH SEYCHELLES EXPOSURE

The Seychelles' Tourism Ambassadors are certainly bringing their work to promote Seychelles to new levels and Christine St Ange from Brisbane, Australia, has used her marketing skills to the benefit of her home country, to come up with a dedicated website for Seychelles.

The website [www.experienceseychelles.com](http://www.experienceseychelles.com) is already live and up for viewing.

According to Christine, the website has been one of her dream projects for the last two years and is the first in a series of websites which will inter-link.

For example, she explains, a wedding website which she intends to build for Australia will link the honeymoon page to the Seychelles site.

“My aim is to create a level playing field for all businesses by providing a cost-effective advertising medium which generates quantifiable results for providers on the sites,” she said.

Christine feels that the completion of her



*Christine St Ange dedicates  
website to Seychelles*

Seychelles overseas and the website is a great step forward for the country in Australia as there is currently no Seychelles Tourist Office or representation there.

Christine holds a Business Management degree with majors in Marketing and Tourism Management and has been involved in marketing some top brands of the world in Brisbane, Australia.

project falls well with the fact that she is now a Tourism Ambassador for Seychelles, which makes her even more proud of her role and the contribution she is making towards the programme.

People with skills like Christine can surely bring a lot to the promotion of

## SINHA LEVKOVIC RETURNS HOME



*Welcome back Sinha*

The Tourism Ambassador for Serbia, Sinha Levkovic, has returned home to her beloved Seychelles Islands.

Sinha will however remain a Tourism Ambassador as she will still be traveling to Serbia and has already established lots of contacts there.

Not long ago, she initiated an across-the-board publicity in the Serbian press on Seychelles whereby she also gave out interviews.

Sinha is well versed with tourism in Seychelles as she worked for the ex Ministry of Tourism and then the Seychelles Tourism Board.

We wish her happy return home and thank her for her contribution in promoting Seychelles.

# UNIQUEOFFERS SEYCHELLES NITE COMING ON IN OCTOBER

Things are certainly looking bright for Seychelles in the States where the Tourism Ambassadors have the destination at the top of their agenda.

Karen Pilling Johnson from Colorado Springs and Rose-Mary Pothin Ludwig from South East Wisconsin will be organizing a UniqueOffers Seychelles Nite in October where they will be launching the new product line of UniqueS-centsations.

This is a personal venture between the two ladies and which offers a new bath, beauty and spa product. Talk about combining business with



*Karen Pilling Johnson and Rose-Mary Pothin Ludwig in joint venture*

a personal mission to promote Seychelles, the two Tourism Ambassadors have got it right as this will be the opportunity to introduce themselves and

their home country to invited guests on the night. This means that not one guest would leave the event without hearing and learning about the tiny but very much accessible Seychelles islands, which many has dubbed as the true Garden of Eden on earth.

The UniqueOffers Seychelles Nite will take place in South East Wisconsin and will also include invited guests from the tourism trade.

## COMING UP NEXT ...

### Marketing Activities And Trade Fairs

- SUBIOS underwater festival in Seychelles (1st-3rd October)
- TTG Trade Fair in Italy (22nd - 24th October)
- Creole Festival in Seychelles (23rd-31st October)
- Foire Internationale de La Réunion (30th October -7th November)
- World Travel Market in UK (8th-11th November)

## TOURISM AMBASSADORS ON THE MOVE

### GEORGIA DUNLOP'S IN-FLIGHT ENCOUNTER WITH ITALIAN WRITER

Tourism Ambassador in UK, Georgia Dunlop, had the good fortune of making the acquaintance of Italian visitor, Lorenzo Cecchinelli, on the flight from Seychelles recently.

It was through the friendly chitchat that Georgia learned about Mr Cecchinelli's intent of writing an article about the Seychelles islands, which he gladly promised to keep her informed on its publication. The article – entitled "Seychelles. Drops of heaven in the ocean" – is a guide for visitors which focuses on how to visit the amazing Seychelles on an optimized



*Georgia Dunlop*

budget. It includes descriptions of the destinations as well as notes and reviews on transports, facilities, activities and other useful information.

It has since been presented to some publications on popular websites related to tours and journeys in Italy, with many of them having already published it, including [turistipercaso.it](http://turistipercaso.it), [ilturista.info](http://ilturista.info), [tripadvisor.it](http://tripadvisor.it), [cisonostato.it](http://cisonostato.it), [lonelyplanet.it](http://lonelyplanet.it), [viaggi.corriere.it](http://viaggi.corriere.it), [viaggi.repubblica.it](http://viaggi.repubblica.it), [diari-viaggio](http://diari-viaggio), and [matadortravel.com](http://matadortravel.com).

## VISITOR ARRIVALS

Two thousand eight hundred and thirty eight (2,838) visitors arrived in Seychelles during the week ending Sunday 19th September, 2010. This brought the total for the last four weeks to 11,354 visitors, which was 6% above the 2009 level.

The year to date figure for 2010 shows that 121,838 visitors arrived in Seychelles. This figure was 11% above the 2009 figure (109,721). 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	23,848	• UK & Eire	8,777
• Italy	19,909	• Russia	6,543
• Germany	14,392	• South Africa	6,457

## SUSAN ROSE-LUNDEBY AT NATAS

Singapore is a growing market for Seychelles and Susan Rose-Lundebey must be proud of her contribution as a Tourism Ambassador to help STB open up the destination in that region.

She rolled up sleeves and joined the Seychelles team at the recent NATAS trade fair in Singapore to help promote her homeland.



*Susan Rose-Lundebey (3rd from left) with the Seychelles delegation at NATAS*

## RITA RICHEZ COMBINES GUEST AND TOURISM AMBASSADOR ROLES

Rita Richez from France made the most of her invitation at a British Embassy function in Paris two weeks ago to done her role as Tourism Ambassador.

The reception was organized by the British Chamber of Commerce Franco-Britannique and there were around 500 invitees.

Rita distributed brochures on Seychelles and actively promoted the islands as she mingled amongst guests and let them know that the most beautiful place on earth was indeed her homeland.



*Rita Richez (right) as guest and Tourism Ambassador*

## INTERNATIONAL CARNIVAL COMING TO SEYCHELLES

The tropical Creole islands of Seychelles will play host to its first international carnival in March 2011 when the capital Victoria is expected to become yet again a melting pot of cultures from around the world.

The islands are well known for their world beating beaches and turquoise blue seas, and the carnival will now add a new attraction to this most-sought after tourist destination.

Colourful floats from all over the world, including those of the host country, will parade the streets of Victoria under the theme "The melting pot of cultures", during three days of activities.

The initiative behind this event echoes the fact that since those early days of its first settlement, Seychelles has always been regarded as a rich 'melting pot' of people from all four corners of the world.

The International Carnival of Victoria will celebrate this culture as well as be the stage for representatives of the world's most prestigious carnivals.

Countries from all over the world are being invited to participate in this exciting event which will also give them the opportunity to visit the destination.

