

## NEW 'FRIENDS OF SEYCHELLES - PRESS' ACCREDITED IN REUNION



**Mr. Gault (2nd left) and Mr. Patel ( 1st right) receiving their certificates**

**Aziz Patel from the '7 Magazine' and Pierre Gault from the RFO Television Network are the latest members to join the 'Friends of Seychelles - Press' network.**

Both personalities come from Reunion and were presented with their certificates of membership recently, when a Seychelles' tourism delegation made a short working visit on that island.

The presentation was held at Hotel Le St. Denis and the first from Reunion to be nominated for the club.

The Seychelles islands continue to push ahead with its programme of naming members from the international press fraternity to become part of their unique and exclusive club.

Upon welcoming Mr. Patel and Mr. Gault to the 'Friends of Seychelles - Press', the chief executive officer of the Seychelles Tourism Board, Alain St. Ange said both of them are well known press personalities in Seychelles.

"They do not only know and understand the Seychelles but they have appreciated over the years of being associated with our country to appreciate what we stand for, and what we believe in," he said.

The Seychelles Tourism Board is credited to have managed the press to the envy of many competing destinations.

"We have nothing to hide. What you see is what we are and when a press personality lands on our shores, he or she ends up becoming one of our ambassadors," said Mr. St Ange.

"The natural beauty of our islands, our clean white sandy beaches, our clear turquoise blue seas, the diversity of our people, the unique blend of our Creole food and culture, our climate that has given us the name of the islands of perpetual summer, are just some of our unique selling points that grab members of the press fraternity and make them friends of Seychelles." Today, Seychelles has accredited members to the 'Friends of Seychelles - Press' club in over ten countries.

## SEYCHELLES NOW A MEMBER OF RETOSA ■ TO SERVE ON TWO COMMITTEES



**Symbolic welcome of Seychelles in RETOSA**

**Seychelles has been accepted as a member of RETOSA – the regional tourism organisation for Southern African countries – during the organisation's 46th meeting held in Livingstone, Zambia recently.**

The country's bid at RETOSA turned out to be even more successful after Seychelles 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 championed 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 organisation but that they should consider a reduced membership fee for the islands. He said that Seychelles had financial setbacks such as the economic reforms and the costly war against piracy.

It therefore had limited resources and was not in a position to meet the full membership fee.

"I am here to make an appeal to

you concerning the quantum for the Seychelles payment of fees to be a member of RETOSA.

I stand before you here as the representative of one of the tiniest nations on Earth and a country that has more sea than land. A small country that remains part of Africa," he said. Mr. St. Ange added that should Seychelles be accepted, "we will remain committed to paying in kind and be an active member, eagerly working alongside the secretariat of RETOSA and assisting in the implementation of all of its policies and directives."

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.

Mr. St. Ange was accompanied in Zambia by the regional tourism director for Africa, David Germain, who is based in South Africa and STB's copywriter and tourism consultant, Glynn Burridge.

# SEYCHELLES' TOURISM HEAD TO ADDRESS ARABIAN BUSINESS FORUM

**The Seychelles Tourism Board, through its chief executive Alain St Ange, has been invited to speak of Seychelles' success as a sustainable tourism destination and the drive behind the island's tourism industry, at the next Arabian Business Forum.**

The forum will take place in December in Dubai.

"We are honoured by the invitation to address this important forum attended by government and private sector leaders, ministers, business community, CEOs, and developers from UAE and GCC countries.

"This invitation has again confirmed to

us that the Seychelles brand of tourism is today earning respect and has been noticed everywhere. The Seychelles President, Mr. James Michel, had said that he wanted Seychelles to be recognized as leaders in the field of tourism when he launched his vision for the country's tourism industry; today this leadership role by Seychelles is so evident," said Mr St Ange.

The tourism head said he would again use this opportunity to highlight the island's unique selling points and successes, and tell the world why Seychelles is today a model for other destinations.



*Mr. St Ange (right) invited to address the Arabian Business Forum*

## 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 Carnival' 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 Carnival 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, to 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 Carnival International de Victoria.

"This agents' incentive programme is in



*Emirates paraded in the 'Seychelles Carnival International 2011'*

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 Carnival

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.



# SEYCHELLES CONTESTS FOR WORLD TRAVEL AWARDS 2011

**The Seychelles destination, along with some of its leading hotels, has once again been nominated for the 18th edition of the prestigious World Travel Awards 2011.**

The islands will compete with the neighbouring destinations in the very challenging Indian Ocean category.

Seychelles is running for various awards 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 to name but a few.

It is to be noted that for some of the hotel categories, Seychelles has more than one hotel nominated. For example, Seychelles has three of its hotels – Cousine Island, North Island and Frégate Island Private – lined up for the Indian Ocean's Leading Green Resort.

Last year Seychelles, together with its nominated hotels, won five categories, namely the Indian Ocean's Leading Cruise Port, Family Resort, Golf Resort, Green Resort and Luxury Resort.

Destinations and its tourism services and products are determined winners of this prestigious tourism award through the casting of votes by travel agents worldwide.

Closing dates to vote varies on the region and areas. For the Indian Ocean, travel agents have until August 19 to vote for their preferred Indian Ocean destinations, products and services.

The winners of this year's World Travel Awards will be announced on September 16 at the Africa & Indian Ocean Gala Ceremony in Egypt.

## SEYCHELLES TOURISM HITS THE AIRWAVES IN SOUTH AFRICA



**Alain St. Ange talking to Philip Mare**

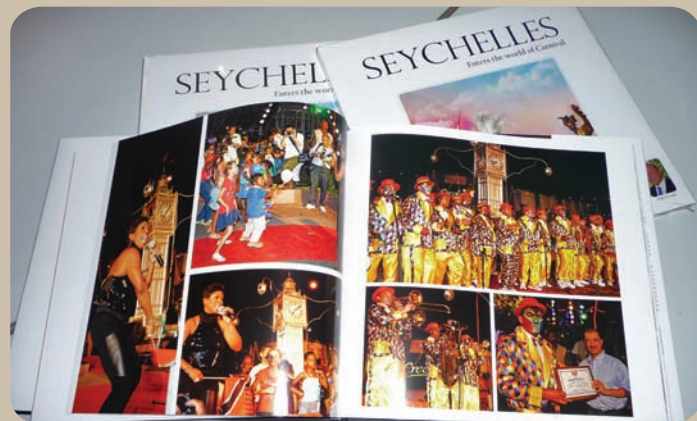
**The aspects of Seychelles tourism and its dynamics is one of the topics highlighted by the chief executive of the Seychelles Tourism Board, Alain St. Ange, when he gave an interview on the South Africa's Travelradio last month.**

When answering questions from interviewer Philip Mare, Mr. St. Ange talked about the successes of the islands' tourism industry as well as the challenges that lie ahead.

"We know we have the best sun, sea and sand holidays, but we realise that today's travellers want more. This is why we have entered the world of events aimed at bringing our people more in touch with our visitors," he said, putting emphasis on the annual international carnival now being hosted by Seychelles.

"Our 'Carnaval International de Victoria' was immediately recognised as being a unique event and earned the name of the carnival

## SEYCHELLES LAUNCHES BOOK ON SUPER CARNIVAL



**Seychelles has launched a book on its first international carnival which rocked the islands in March this year and propelled the country into the world of carnivals.**

This coffee-table publication is entitled 'Seychelles, Enters the World of Carnivals' and is already on sale at local bookshop Antigone and tourist information offices on Mahé, Praslin and La Digue islands.

Besides President James Michel who holds the portfolio for tourism, the National Library and National Archives were the first to receive copies of this book as soon as it arrived from the printers in Dubai three weeks ago.

Copies of the carnival book were also presented to other people who have played a key role in both the planning of the event or in the realization of the book.

The full-colour book captures the highlights, vibrancy and colours of the first 'Carnaval International de Victoria' and also carries two pages of past carnivals in Seychelles, in 1972 and 1976. This is aimed at tracing the carnival history of the country.

The carnival book, which covers three main sections - the carnival's official opening ceremony at the Clock Tower in Victoria on March 4, the carnival procession of March 5 and the family fun day and carnival's closing ceremony and prize giving ceremony of March 6. The chief executive of the Seychelles Tourism Board, Alain St. Ange, has described the carnival as the biggest event hosted by the country to date, thus the need to document it so as to appreciate its importance on the country's calendar of events and the joy it 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," said Mr. St. Ange, adding that book will be an important promotional tool with which to stimulate further interest in the carnival over the coming years.

of carnivals. The Seychellois population in great numbers enjoyed themselves alongside our visitors and all the carnival participants bringing our carnival theme of the Melting Pot of Cultures to life," Mr. St. Ange explained.

After the interview, Mr. St. Ange said *Travelradio* was an important platform for Seychelles to further increase its profile and visibility on the international scene and to become even more widely known for the extraordinary nature of its tourism product.

Travelradio is the leading travel information radio station which showcases top travel journalists from around the globe with weekly programme updates and daily travel news.

The station has now accepted to travel to Seychelles for the 2012 carnival and to broadcast live from the islands during the three days of carnival celebrations.



## SEYCHELLES RIDES VISIBILITY CAMPAIGN



**The recent honeymoon in Seychelles by the Duke and Duchess of Cambridge has brought an unprecedented level of interest in the destination and the visibility of the islands continues in numerous publications worldwide.**

That coupled with the work that the Seychelles Tourism Board and local tourism industry is doing, has helped to strengthen the position of Seychelles on the world map as one of the most desirable destinations in the world.

At the same time, Seychelles is being recognized by different world organisations for its successes and has already collected a good number of accolades since the start of this year.

Prince Philippe of UK was himself seen on the BBC programme recently to mark his 90th birthday, holding the unique coco de mer nut which remains endemic to the Seychelles. This aroused a lot of interest in the destination and followed the Time magazine article dedicated on Cousine island, which stated that Seychelles is a haven for birds.

The opening lines of the article said: "Approaching Cousine, the first thing the eyes register, after recovering from the sight of the island's blinding white hem of sand, is the sky. Or rather not the sky, but the vast numbers of sea birds diving and wheeling overhead. Over 100,000 of them roost on this 25 hectare island, one of the 115 that make up the Seychelles".

Seychelles is known to be an island nation conscious of environmental protection.

President James Michel recently announced that over 50% of the total land area of the country has now been declared as National Parks, making Seychelles the only country in the world to have achieved this level of commitment to the protection of their environment.



*'Time' magazine dedicates article on Cousine Island*

## SEYCHELLES LAUNCHES 'GREEN COPY' OF COMPREHENSIVE MASTER PLAN FOR TOURISM

On the occasion of the 40th anniversary of the Seychelles' tourism industry and in response to President James Michel's call for the Seychelles Tourism Board to be the drivers of the Seychelles' brand of tourism, the tourism board, in collaboration with the President's office, has produced a 'green paper' of the Seychelles' Master Plan for Tourism.

The first draft of this important document, which will chart the way forward for Seychelles' tourism, was presented to

President James Michel this week at State House.

The chief executive of the Seychelles Tourism Board, Alain St Ange has said it is 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.

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.



**Carnaval  
International  
de Victoria**

**2nd-4th  
March  
2012**

**SEYCHELLES**

