

ISAAC MANGENA, SECOND MEMBER FROM SOUTH AFRICA TO JOIN 'FRIENDS OF SEYCHELLES – PRESS'

Isaac Mangena of e-News Africa is the latest member to join the growing group of the exclusive 'Friends of Seychelles - Press'. He was accredited during the recent Seychelles Investment Forum in Johannesburg, South Africa.

Mr Mangena was welcomed into the fold by Alain St Ange, chief executive of the Seychelles Tourism Board, whereby he was recognized for his hard work in helping to raise the profile of the Seychelles islands in the international press.

The forum, which showcased investment opportunities in Seychelles to an audience of more than 100 potential investors, was held in the Greystone Sun Hotel between July 21-22.



Mr St. Ange (right) congratulates Mr Mangena

"Friends of Seychelles - Press' is an association whose ranks are swelling, which in itself

indicates that we are achieving greater outreach in our efforts to gain greater visibility on the international stage," said Mr St Ange on the occasion.

This innovative move by Seychelles has been making news right around the world as the islands continue to surprise the press fraternity with its commitment to sustain this appealing grouping of press personalities.

Mr Mangena is the second TV personality from South Africa to be accredited to this unique grouping after Masechaba Lekalake, the very popular personality from SABC TV.

Ms Lekalake received her accreditation certificate in March this year when she attended the first ever 'Carnaval International de Victoria' in Seychelles.

SEYCHELLES GRABS THE COVER OF AUSTRALIAN LUXURY TRAVEL & STYLE MAGAZINE

"Chase the Sun - SEYCHELLES" is the cover article of the glossy 'Luxury Travel & Style Magazine' which is bringing Seychelles into the homes of Australians.

In its latest issue, the magazine has dedicated eight pages full of pictures and editorials to Seychelles, stating that the destination has "all the ingredients of an island paradise - white sandy beaches, warm turquoise water and lush tropical rainforest".

Experienced writer Jenny Koh says that she followed into the footsteps of the Royal couple – Prince William and his wife Kate – to confirm that it is indeed a hotspot for those in the mood for love.

"These fabled islands are a lot more than first-class sun, sand and sea, of course. Just ask William and Kate," says the article.

The article on Seychelles starts with 'if my toes could talk, this is what they'd be saying: I'm in heaven. I'm on a glorious stretch of beach of white sand in Beau Vallon Bay, with the turquoise hues of the Indian Ocean beckoning me to come closer'.

The article in the Australian Luxury Travel & Style magazine came out at the same time as the Seychelles' President, James Michel, travelled to Australia for the first ever state visit there by a



Seychelles head of state.

The Seychelles prides itself as being one of the last destinations promoting personalized tourism. Seychelles Brand of Tourism, launched as the vision of President Michel after he personally took over the portfolio of tourism last year, has been noticed from the four corners of the world.

The chief executive of the Seychelles

Tourism Board, Alain St Ange, is a regular speaker at tourism conferences and he takes the opportunities of such forums to tell the world about Seychelles' achievements in tourism and how the islands manage to increase their visitor arrival numbers when their main markets are facing economic difficulties.

Jenny Koh seems to have captured the essence of the Seychelles Brand of tourism when she writes in her article that: "Here you are not a guest, as the staffs are quick to point out, but a resident, a resident who gets a 24-hour butler service".

Seychelles is also the first tourism destination to have now officially declared that over half of its land area has been designated as Nature Reserves. This move by the government has helped the island's tourism board to re-launch its wide range of activities they call their niche markets.

From bird watching to sailing, diving to big game fishing, bush walks to fly fishing, all these are today successful because of the strict environment protection laws in place in Seychelles.

Tourism head Alain St Ange who was also part of the presidential delegation in Australia has said that he was happy to have seen that latest copy of the Australian Luxury Travel & Style Magazine which has brought Seychelles to Australia and to the Australians.

"We are thankful to Jenny Koh and to the Editorial Board of the Australian Luxury Travel & Style magazine for having covered the Seychelles in their great magazine. You have done us proud," he said.

AFRICAN EXPLORER HOLGATE RECEIVES NEW MAP SHOWING SEYCHELLES AS THE CENTER OF THE WORLD

African explorer Kingsley Holgate has been presented with the first copy of the new Seychelles map during his recent visit in the Seychelles Islands.

He was presented with the map by the chief executive of the Seychelles Tourism Board, Alain St Ange, in the presence of his deputy, Elsia Grandcourt and tourism consultant Glynn Burrigge.

The new map was recently commissioned by the Seychelles Tourism Board to local graphics designer Erwin Burian.

Mr Holgate was in Seychelles with wife Gill and son Ross, on their last leg of an African tour that has taken over 30 years to complete. This tour has led them to every country on the continent.

The Holgates ended their tour of Africa in Seychelles, which would also be the final chapter of their travelogue, Mamma Africa, entitled 'Seychelles: saving the best til' last'.

"It is fitting that Mr. Holgate, as an iconic African explorer, should receive our new map which he wishes to include in his forthcoming book, Mamma Africa," commented Mr St Ange.

"This new map of the Seychelles Archipelago has been designed to fill an important information gap about Seychelles as many people still do not seem to know exactly where on the world map the islands are located and what they represent as a tourism destination."

Mr St Ange noted that the new Seychelles map also fulfils the important function of situating the Seychelles at the centre of the world map, where it once existed during the time of the ancient supercontinent of Gondwanaland more than 150 million years ago.

"Today, we have re-discovered our true position on the world map which effectively traces our transition 'From the heart of Gondwanaland to the centre of the world'," explained Mr St Ange.



Mr Holgate (middle) receives the new Seychelles map from Mr St. Ange & Mr Burrigge

ZANZIBAR MINISTER FOR TOURISM AND SEYCHELLES TOURISM HEAD DISCUSS COOPERATION LINKS

The Zanzibar Minister for Information, Culture and Tourism, Jihad Abdillahi Hassan, has met with the chief executive of the Seychelles Tourism Board, Alain St Ange, to discuss cooperation links between the two countries.



Mr St. Ange at the breakfast meeting in Tanzania

The meeting followed the Seychelles Evening in Dar Es Salaam when Mr St Ange had been invited to address the diplomats accredited to Tanzania, the press and the travel trade in the presence of Minister Hassan.

It was agreed during the meeting that Seychelles will be assisting the island of Zanzibar through a working visit by the head of the Seychelles Tourism Academy, Flavien Joubert and the head of the e-marketing section at the Seychelles Tourism Board, Nathali Pillay. The aim of this visit is to exchange ideas and share, on one hand, the successes of Seychelles in training for the future in order for Seychelles to claim back its tourism industry and on the other hand, to showcase the drive by Seychelles in the field of online marketing.

"Seychelles is today seen as a leader in the field of tourism. We know that we depend on that key industry and as such we have no room for mediocrity. We have to succeed and in so doing, ensure the pillar of our economy remains solid and on a good footing," said Mr St Ange after the meeting.

"Our neighbours are today ready to meet and share experiences. We in Seychelles believe in this cross border cooperation because this helps to strengthen our region as a whole."

SEYCHELLES BRINGS BACK MISS SEYCHELLES

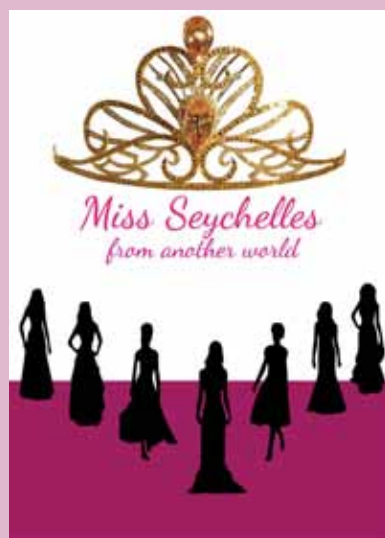
The Miss Seychelles beauty pageant will be making its return next year on the country's calendar of events.

The contest is expected to make its dashing comeback in July 2012 and it is the Seychelles Tourism Board who will now host and organize the event.

The organizers have already started negotiations to partner with the annual Miss Southern African International and the Miss World Pageant, in a bid to bring the pageant to international level.

As part of her winning package, the winning beauty queen will participate in the Miss World Contest and the Miss Southern African International, as well as become the face of the country at some of the tourism trade fairs overseas.

Earlier this year, the Miss Southern African International's organizers themselves approached Seychelles



to support and send its representative to the inaugural edition contest which was held in Zambia in July. Since Seychelles did not have a reigning princess, it chose to rather support the pageant by sponsoring a prize for the winner which was a one-week

stay in the Seychelles, with accommodation at a Le Meridien hotel.

The winner was Miss Tanzania, Nelly Kamwelu, followed by Paulina Malulu of Namibi as 1st runner up, and Percivia Chimfwembe of Zambia as 2nd runner up.

The chief executive of the Seychelles Tourism Board, Alain St Ange, has said it is important for Seychelles to get its own beauty queen because it would help to raise the island's profile and in so doing help increase the visibility of Seychelles.

"We definitely need a face to represent our beautiful country at such international contests. It is also nice when we will be able to join the list of tourism destinations coming to tourism trade fairs with their winning contestants and in so doing increase visibility of our country. We have many intelligent and pretty young ladies, we need to open new doors for them as they will help us in our mission of promoting our country," said Mr St Ange.

SEYCHELLES TO HOST 1ST GLOBAL CULTURAL AMBASSADOR AWARD NEXT YEAR

Seychelles will have the honour next year of hosting the 1st Global Cultural Ambassador Award-GCAA.

This was decided recently in Beijing during the 14th International Friendship and Culture Festival, in front of more than 100 ambassadors and diplomats, as well as a large audience representing Chinese media and tourism industry. The 1st Global Cultural Ambassador Award-GCAA will be a spectacular cultural pageant with male and female competitors from diverse parts of the globe, especially China.

This prestigious award was launched by a group of businessmen and VVIPs including Zhang Yimou, the internationally-acclaimed movie director who



Beijing 14th International Friendship and Culture Festival

also signed the opening and closing ceremonies of the 2008 Olympic Games. Mr Yimou will be personally in Seychelles next year as a member of the GCAA Jury.

On the same occasion, the Seychelles' Ambassador to China, Philippe Le Gall, confirmed that a China-Seychelles week will be organized in Beijing in 2012 and that a series of events will take place in Seychelles all through 2012 to mark 150 years of Chinese presence in the islands.

SEYCHELLES DIVERSIFIES ATTRACTIONS WITH NEW EVENTS CALENDAR

After establishing itself as one of the top destinations in the world, Seychelles is working towards a more events-based destination which diversifies its attractions.

This is aimed at increasing the visibility of the islands so as to pull more tourists to the destination.

The country has recently released its tourism calendar of events for next year which also mentions the important events at national level.

The biggest event on the calendar is no doubt the Seychelles' Carnaval International de Victoria whose first edition was held in March this year and which was an overwhelming success. Several countries and international groups descended on Seychelles especially for this celebration of different cultures and where the community of nations met under the theme 'The Melting Pot of Cultures'.

Seychelles also organizes a number of international events such as the Eco Healing Marathon, the Seychelles Regatta and SUBIOS, now known as the Seychelles Festival of the Sea.

The 2012 calendar starts off with the Eco Healing Marathon in February where interna-

tional and local runners run different courses of the marathon. This is organized alongside a Korean Night.

The month of March is dominated by the 'carnival of all carnivals' which will see its second edition from March 2-4, 2012.

There are no events in April and May but the momentum picks up again in June which is usually a busy month in Seychelles.

The fourth edition of the Seychelles Regatta, where local sailors rub shoulders with some of the great names in the world of sailing, will take place from June 2-9. This will be another occasion for international sailors to compete in the safe and clean blue waters of the Seychelles whilst also discovering the inner islands archipelago.

The other two events for the month are the National Day of Seychelles on June 18 and the Independence Day on June 28.

New on the events calendar next year will be the Miss Seychelles Contest, which will for the first time be falling under the responsibilities of the Seychelles Tourism Board. The beauty pageant has been dormant for years but expected to kick back in July 2012. That month also will see another new event called the Samoan Circus.

August is dominated by the 'Feast of the Assump-

SEYCHELLES MAKES IMPACT IN MIDDLE EAST WITH 'AL BAYAN'

Alain St Ange, the chief executive of the Seychelles Tourism Board, met with the UAE's 'Al Bayan' popular newspaper while in transit in Dubai recently.

Mr St Ange said that he remained a believer in meeting with the press and ensuring visibility of the Seychelles in all the island's main tourism markets.

'Al Bayan' is one of the most read daily newspaper in the UAE and the Middle East with a circulation of 104,550. To see that newspaper dedicate a full half page of its Business Section to the islands shows the impact that the Seychelles is making as a destination for the Middle East travellers.

Besides speaking about the growing number of visitors from the Middle East, which has been helped by the availability of flights from Emirates and Qatar Airways, Mr St Ange mentioned the unique selling points of the islands.

He said that Seychelles has all that the Middle East visitors look for in a holiday. In addition, it is only four hours away from Dubai.

Month	Year	Events
FEBRUARY	2012	Eco Healing Marathon
MARCH	2012	Carnival of All Carnivals, Korean Night
APRIL	2012	
MAY	2012	
JUNE	2012	Regatta, National Day, Independence Day, Miss Seychelles Contest
JULY	2012	Samoa Circus
AUGUST	2012	Feast of the Assumption
SEPTEMBER	2012	World Tourism Day, Seychelles Regatta
OCTOBER	2012	Creole Festival
NOVEMBER	2012	SUBIOS
DECEMBER	2012	Christmas Classical Music Concert

tion' on La Digue island on August 15 and in which the Seychelles Tourism Board is now a partner. This unique island feast is popular with the Seychellois as a down to earth community-based celebration. The event draws people from all over Seychelles, especially those originating from that particular island, for a very special 'homecoming'.

The 'La Digue feast' comprises the very traditional open-air mass which is followed by a range of colourful activities and celebrations all over the island. Seychelles also joins the rest of

the world in marking the World Tourism Day on September 27 and has even incorporated a number of other events into a Tourism Week. The Seychelles Tourism Ball, an event held during the World Tourism Week, has grown bigger and better and is now called the Seychelles Ball.

This event, which brings the government and all tourism stakeholders together in a celebrating and social atmosphere will take place on September 22.

October is dominated by the Creole Festival, which is a week-long celebrations marking the islands' cultural heritage. It is organized by the Seychelles Ministry of Culture along with other partners, such as the Seychelles Tourism Board and will take place from October 25-31.

SUBIOS, now the Seychelles Festival of the Sea will take place from November 2-4. This is a platform to showcase the islands' magnificent marine heritage through a range of marine-oriented activities but the main highlight remains the image and film competitions.

This event is hosted with Asia Geographic and its group of magazines as the official publication. The events calendar for next year finishes with the Christmas Classical Music Concert on December 22.