

### EDITORIAL

Seychelles prides itself in launching another grouping of friends for our islands. We are a country that is promoting a brand of tourism, a style of tourism that we have aptly named the 'Seychelles Brand'.

This style of tourism from our Creole tropical islands is centered on people, and we are recognizing a group of people who understands the Seychelles, who knows the Seychelles, and who we have chosen to be part of our unique group, the friends of Seychelles, Press.

Seychelles prides itself on a destination that offers a personalized tourism. We are not and will never be a mass tourism destination, because this is not Seychelles and this will never blend in with our commitment to the protection of our patrimoine, the protection of our pristine environment. That concept keeps us focused on the art of treating people with respect and not playing the game where everyone is just a statistic. This is why we are launching this Group of Friends of Seychelles, Press.

The recent success of Seychelles and of its Tourism Industry has been the support we have received from the Press. We acknowledge that and we are thankful for that. It can be said that the World Press have been seduced by the beauty of our islands, by our clear turquoise blue seas, by our white and clean sandy

beaches, by the diversity of our islands, by our climate that has given us the name of the land of perpetual summer, and by the diversity of our people, but it is a person, behind that group of people that we call the press, it is a person that has been behind the camera and who has been sitting behind a computer, and Seychelles needed to acknowledge these great people, and to do that we are bringing some we have selected into our Friends of Seychelles, Press.

In this issue of our newsletter for the Friends of Seychelles, Press we placed on record the appointment of some of these dear friends of Seychelles here with us. As we congratulate the founding members of this Friends of Seychelles Press Group, we need to say that you are not alone. Seychelles has many friends and through this programme we shall unite our friends for the benefit of Seychelles.



**Alain St. Ange**  
*C.E.O Seychelles Tourism Board*

## MINISTER PETER SINON LAUNCHES THE 'FRIENDS OF SEYCHELLES - PRESS' PROGRAMME IN BRUSSELS



*Bart De Landtsheer receives his certificate from Minister Sinon*

The Seychelles Minister for Investments, Mr Peter Sinon, handed out certificates to the first group of "Friends of Seychelles - Press" at the Seychelles Economic Forum held in Brussels in October. Minister Sinon was on hand to support the Seychelles Tourism Board's Director for Europe Bernadette Willemin as she addressed the Brussels' Economic Forum to explain the new "Friends of Seychelles - Press" program.

Mrs Willemin said in her presentation that the accreditation of members would be ongoing because many of the selected



*Mengchao Yang and Bernadette Willemin*

press personalities could not be in Brussels for the special Seychelles evening.



# NEW "FRIENDS OF SEYCHELLES - PRESS" ACCREDITED AT WTM 2010

Ten new members were accredited with their certificates of the "Friends of Seychelles - Press" at the London 2010 World Travel Market (WTM) earlier this month.

Seychelles is the first country to have launched such a programme which credits the press personality behind articles and photographs promoting the Creole tropical islands.

"Our new brand of tourism is centered on people," said Alain St Ange, the CEO of the Seychelles Tourism Board, at the ceremony to present certificates to the new members.

"This is why we wanted to recognize the people behind the newspapers, magazines and television news. Those being accredited under that programme know the Seychelles and understand the Seychelles."

Presenting the certificates during the Seychelles Evening in London, the Seychelles Secretary of State in the President's Office, Mr. Barry Faure, reiterates that the success of Seychelles is because the islands remain people centered as per the tourism brand launched by President James Michel earlier this year.

Mr Faure along with Mr St Ange presented certificates to Juergen Steinmetz, publisher of eTurboNews; Peter Drenan of Archime-



*Presenting "Friends of Seychelles - Press" certificate to Juergen Steinmetz of e-Turbo News...*

dia; Alan Orbell of Selling Haul; Tim Ecott the freelance reporter previously of BBC; Joanna Booth of Travel Weekly; Timothy Oglethorpe of Daily Express; Stephen Sparks of Soca News; the freelance reporter, Teresa Manchán; Tony Baskeyfield of Plustwodesigned; and Rainer Henning of Afrol News.



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*...Stephen Sparks of Soca News*



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*...Teresa Manchán*



*...Peter Drenan of Archimedia*



*...Joanna Booth of Travel Weekly*



# 'FRIENDS OF SEYCHELLES - PRESS' FROM TANZANIA ACCREDITED

Two of Tanzania's respected press personalities were presented with their "Friends of Seychelles – Press" membership certificates by Seychelles Tourism CEO, Alain St Ange, in Dar es Salaam two weeks ago.

This comes after Mr St Ange presented membership certificates to ten members of the "Friends of Seychelles - Press" programme at the Seychelles evening of World Travel Market (WTM) in London.

Joyce Mhaville, the Managing Director of ITV (Independent Television Ltd) Capital Television, Radio One, and Capital Radio, and Joseph Kusaga of Clouds Entertainment were officially announced as new members during a Seychelles evening in Dar Es Salaam.



*Joyce Mhaville of Tanzania's Capital TV receiving her certificate...*



*... followed by Joseph Kusaga of Clouds Entertainment*

This was in the presence of Dr. Ladislaus Komba, the Permanent Secretary at the Tanzania Ministry of Natural Resources and Tourism; Mrs. Maryvonne Pool, the Seychelles Consul in Tanzania and Tourism Ambassador; and Ms. Sharon Rosalie, the Tourism Board's Marketing Executive for East Africa.

"The "Friends of Seychelles – Press" is a special press club for journalists who know Seychelles, who understand Seychelles and who appreciate the unique mid-ocean islands," said Mr St Ange, when welcoming on board the two new members.

This latest innovation is part of what Seychelles is calling their "Seychelles brand" style of tourism, which according to Mr St. Ange is centered on people.

## ★★★★ MIKHAIL GUSMAN OF ITAR-TASS, 15TH NEW MEMBER ★★★★★

Mr Mikhail Gusman, the Deputy Director-General of the Russian News Agency, ITAR-TASS, is now officially a member of the "Friends of Seychelles – Press".

He was presented with his membership certificate at a small ceremony at the Russian Ambassador's Residence at Sans Soucis in the Seychelles last week. Present at the ceremony were Designated Minister, Mr Vincent Meriton, and Ministers Bernard Shamlaye and Peter Sinon, the Ambassador of the Russian Federation, Mr Mikhail Kalinin and Madame Kalinin and Deputy CEO of the Tourism Board Mrs Elsia Grandcourt.

Addressing the small gathering, CEO of the Seychelles Tourism Board Mr St Ange explained the concept behind the exclusive press club and said that those invited to be part had to know the Seychelles and had to understand the Seychelles.

The Seychelles Tourism CEO said that people was at the centre of the 'Seychelles Brand' of Tourism launched by President James Michel and that the 'Friends of Seychelles - Press' Programme was one of these programmes instigated by Seychelles to credit those who had worked to have Seychelles known and remain visible in our market places around the world.

Mr Mikhail Gusman said that he was honored by the nomination and he assured Seychelles that he would take his membership seriously and in so doing ensure that the Seychelles are well known in Russia.

The Ambassador of the Russian Federation accredited to



*Elsia Grandcourt, Ambassador Kalinin, Minister Vincent Meriton, Mikhail Gusman, Minister Bernard Shamlaye, Minister Peter Sinon, Alain St. Ange*

Seychelles, Mr Kalinin congratulated Mr Gusman on his accreditation whereby he remarked that Mr Gusman would be a great member of that exclusive program.

Press members already accredited to that program are from Hawaii in the USA, London in the UK, Dar es Salaam in Tanzania, Paris in France and now Moscow in Russia. The Seychelles Tourism Board is expecting to officially invite more members from different parts of the world in the weeks to come.