

*Press who knows Seychelles*

*Press who understands Seychelles*

*Press who has been appointed to join our unique group  
of Friends of Seychelles - Press*

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## News Bulletin

### EDITORIAL



As the end of the year approaches and we are all preparing for our annual break, it is also time for us to be reminded of our friends and those we have worked with. The Seychelles Tourism Board takes this opportunity to thank you, Members of the 'Friends of Seychelles - Press', for having gone the extra mile to keep Seychelles in the news. Our success for 2010 can be attributed in part to the support we have received from the International Press.

Today we are looking at a new record in our country's visitor arrival numbers, having surpassed the all time 2007 record during the first week of December. This achievement will

come with other pressures and expectations, because the country will be wanting a further growth in visitor numbers in 2011.

The 2011 Seychelles 'Carnaval International de Victoria' will be the major event we are set to launch in the coming year. This event is covered in this issue of your newsletter. Any help to get it known and publicized across the world will be appreciated.

We are planning our first meeting of your grouping, the 'Friends of Seychelles - Press', during the first days of March 2011. We hope you will all be able to travel to Seychelles then and also participate in our carnival.

Let me finish by taking this opportunity to wish you and your families and friends a Merry Christmas and a happy and successful 2011,

*Alain St Ange  
Chief Executive Officer  
Seychelles Tourism Board*

### ITALIANS ACCREDITED TO THE 'FRIENDS OF SEYCHELLES - PRESS' CLUB

Italy, which is today Seychelles' second main market, also has its share of press personalities who are actively marketing Seychelles and like it has been the case since last month, the Seychelles Tourism Board recognizes their work and appoints them as part of the 'Friends of Seychelles - Press'.

Alain St Ange, the CEO of the Seychelles Tourism Board, in the presence of Monette Rose, the board's regional manager in Italy, two weeks ago named four new members of the 'Friends of Seychelles - Press' when he stopped in Milan for a Seychelles Evening.

He was there to meet with members of the Italian press and tour operators.

The four new members are: - Paolo Bembo (Editor of Arte Navale), Claudio Pina (Editorial Director of the L'Arte di Vivere - Qui Touring), Dr. Leonardo Felician (Journalist of the Italian Group of Stampa Turistica) and Franco Del Panta (Editor of Progress Viaggi).

From UK to Russia and Tanzania to Hawaii, members of the International Press are being accredited to the exclusive 'Friends of Seychelles - Press' group.

This unique group of press personalities know and understand the Seychelles and their accreditation is due to the awareness they bring about the Creole islands in their work. Seychelles remains known as the paradise



*Mr. St Ange (centre) Mrs Rose with three new members  
of the 'Friends of Seychelles - Press'*

islands depending on tourism but it claims that it is the one destination promoting a 'personalised' style of tourism, which falls into what the island's President James Michel called the 'Seychelles Brand'.

Seychelles is not in the mass tourism market business and does not accept charter flights to the islands.

Seychelles Tourism Board's CEO St Ange explained that for Seychelles, it is the person who sits behind the computer filing articles after articles, or those who are permanently behind the cameras who are the ones being named to join this small and exclusive group of 'Friends of Seychelles - Press'.

"We wanted to recognise the person and not the company. As a country, we are promoting a 'Seychelles Brand' of tourism that is centered on people and press personalities are people forming part of those at the center of our tourism industry," he told the press gathered at

the evening in Milan.

Seychelles has put into place many new and unique initiatives which also include the 'Friends of Seychelles - Press'. There is also another successful programme called 'Tourism Ambassadors' which regroups Seychellois nationals residing in the four corners of the world.

The FAO (Food Agricultural Organization) have Goodwill Ambassadors and the UK recently named Economic or Trade Ambassadors. All these programmes promote what is dear to their country or organizations.

Seychelles today has over a 100 Tourism Ambassadors in 30 countries worldwide and their mission is also to bring more awareness and increase visibility on Seychelles. It is a role which requires a lot of passion and love for the homeland and needless to say, the members are doing a fabulous job in opening up the destination in regions and countries not necessarily reached by traditional marketing in the past.

They work in collaboration with the Seychelles Tourist Offices overseas in order to maximise the results and represent a united front in promoting their destination.

The 'Friends of Seychelles - Press' group will be holding its first general meeting in the Seychelles' capital, Victoria, in early March 2011 when the islands will be launching its 2011 'Carnaval International de Victoria'.

# MEXICO'S EDITOR-IN-CHIEF OF TRAVESIAS A NEW MEMBER

María Pellicer, the Editor-in-Chief of TRAVESIAS tourism magazine in Mexico, is the latest member of the 'Friends of Seychelles - Press'.

Ms Pellicer received confirmation of her accreditation from Alain St Ange, the Chief Executive Officer of the Seychelles Tourism Board and Bernadette Willemin, the board's European Director, during the ILTM tourism trade fair in Cannes, France earlier this month.

President James Michel, who is personally responsible for the portfolio of tourism in Seychelles, launched the new 'Seychelles Brand' of tourism earlier this year. His style of tourism has put people at the center of the island's tourism development, and one of the results of this announcement has brought about the Seychelles press club, 'Friends of Seychelles - Press'.

The club is for press individuals and not organizations as per the new style of tourism which is centered on people.

Members of this growing exclusive and unique club now stretches from Europe to Africa, Russia and now Mexico.



*Ms. Pellicer (centre) flanked by Mr. St Ange and Mrs. Willemin*

*Merry Christmas & Happy New Year*



  
the seychelles islands  
another world

## THE SEYCHELLES TOURISM BOARD

*Wishes all members of the 'Friends of Seychelles - Press'*

*A Merry Christmas*

*And a Prosperous New Year 2011.*





# Carnaval International de Victoria

Seychelles is planning an international carnival scheduled to take place in its capital, Victoria, in March 2011, echoing the time when Seychelles first became a melting pot of different cultures from the four corners of the planet.

From 4th to 6th of March 2011, Victoria is set to revisit its multi-ethnic origins when the 'Carnaval International de Victoria' comes to town. With participants from several countries with famous carnivals of their own, the Victoria Carnival is on course to bring the capital to life with a grand, open-air restaurant featuring food – and music – from across the world as local hotels, in coordination with various participating countries, set up al fresco restaurants showcasing their particular culture's culinary skills.

The official opening of the carnival, to be attended by visiting dignitaries from the various participating countries, will take place on a day when festivities are expected to last throughout the night.

Swelled by sailors from international navies whose visits are being planned to coincide with the 3-day carnival, this spectacular event will then move into the Carnival Day featuring a Carnival Procession of participants' floats on a circular itinerary through the streets of the capital and against a backdrop of music, dance and colourful costumes.

The event will have its very own carnival song, composed by local artists to reflect the country's three national languages: Creole, English and French, as well as music from the participants' countries. The local population and visitors will all be encouraged to participate in the spirit of the carnival and its various activities.

Seychelles is also expected to add its own floats to the procession featuring the attributes of its main islands, so completing the picture of a vibrant international event celebrating the fact that Seychelles remains an important, harmonious melting pot of peoples from across the world.

Seychelles

# *The Carnival International de Victoria.*

**Day 1.** The three-day Carnival will start with a large, open alfresco restaurant-styled activity on the 4th March, when the City of Victoria will be turned into an entertainment venue with music from across the world and with food from the four corners of the planet. Participating countries are being encouraged to work with local hotels to set up alfresco restaurants in Victoria to showcase the different cultures' culinary skills and delights and to sell their products to the public. Music and food will set the stage for the theme of the Carnival - 'the melting pot of cultures'. The Victoria City celebrations will take place over a whole day and night during which the concept of the melting pot of cultures will truly come alive.

**The Opening Ceremony:** The official opening of the 2011 Seychelles 'Carnaval International de Victoria' will take place in the afternoon of Day 1. Visiting dignitaries, representing various participating countries, will be invited to be present to witness the official launch of the 2011 edition of the Seychelles Carnival which will take place in the centre of Victoria.

**Day 2.** Carnival day: The Carnival Day itself is set for the 5th March where floats will gather at the Stadium at Roche Caiman, and move in a Carnival Procession from 10am onwards towards Victoria. The Carnival procession will then tour the main Victoria roads using Francis Rachel Street as its entry point, and return to Roche Caiman Stadium via Independence Avenue and Francis Rachel Street. The procession will follow a circular loop starting at Roche Caiman with school children, spectators and international & local press lining the streets from start to finish. Music and carnival costumes will be in line with the different national floats.

Seychelles will launch a dedicated Carnaval Song which is being composed by a range of local artists to incorporate the country's three national languages, Creole, English and French. Victoria will showcase music from different parts of the world to create the ambience for the different participating countries and to set the scene for Seychelles as the capital city of the the melting pot of cultures. After the carnival procession, the carnival participants will take the show to Victoria, supported by the local population who will be invited to join in the spirit of the carnival with their own costumes and accessories.

**Day 3.** The Carnival Floats will all assemble at the Roche Caiman Stadium for a 'family fun day' where the different participants will mingle with the local tourist population and with Seychellois coming from all over Mahé, Praslin, La Digue, Silhouette and the other islands. Food stalls and beverage outlets will be set about the Stadium where an 'all day musical show' will be performed by Seychellois artists and by musical & cultural groups from the various participating countries.

