

27th March 2018

TO WHOM IT MAY CONCERN

RE: SEYCHELLES TOURISM BOARD COMMITS TO THE AUSTRALIAN MARKET

Following extensive research, the Seychelles Tourism Board (STB) as part of its global strategy, has today confirmed its commitment to build its presence and strengthen its positioning and visibility within the Australian market.

“We have analyzed the Australian market extensively, addressing the positioning of Seychelles amongst other Indian Ocean destinations and we recognize there is a lot of untapped potential for our Islands” said Seychelles Tourism Board CEO, Sherin Francis.

“As part of our commitment, we will commence our efforts initially on a project basis to start building our trade relationships, partnerships and education. We are delighted to be working in partnership with Julie King & Associates to execute this plan on our behalf. Julie has a long history with Seychelles and is very familiar with the destination, in addition to her company’s strong reputation in the Australian market which will allow us to reach our target market.” said Sherin Francis.

The Islands currently receive a global total of 349,861 visitors (2017) and the ultimate goal is to achieve 500,000 visitors by 2021.

Seychelles, a 115 island archipelago, is renowned for its powder-white beaches and clear, tranquil turquoise waters, unspoilt natural beauty and exclusivity with each island offering a unique experience.

The Seychelles Tourism Board is looking forward to build new relationship on the market as they embark on this new journey.

Yours faithfully,



Sherin Francis (Mrs.)
Chief Executive Officer