

**Seychelles Tourism Board
Botanical House, Mont Fleuri**

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For immediate Release

Seychelles Tourism Board accentuates its efforts towards Singaporean agents

The Seychelles Tourism Board (STB) in its ongoing marketing strategy to bring the Seychelles products close to the agents has conducted an aggressive meeting spree in February 2019 in Singapore.

This initiative follows the workshop conducted in May 2018 in the region after which a stronger profile of the market was established.

The sales visits were conducted by STB Director for South East Asia, by Mrs. Amia Jovanovic-Desir with the support of STB partner SriLankan Airlines Ltd represented by Ms. Alis Shehdek, Senior Sales Executive of the airline.

The visits aimed at consolidating the Seychelles brand presence on the Singaporean market and to enrich the knowledge of key local agents about the destination.

Speaking about the initiative Mrs. Jovanovic-Desir mentioned that the sales visit follows a long preparation resulting from a better understanding of the characteristics and demands of the Singaporean agents. She further mentioned that this sales activity conducted by STB is in order to better position the destination alongside its' close and dominant competitors on the market.

Meetings were organised with the representatives of key agencies interested in the destination namely; Same Page Travel, Chan World Holidays, JTB PTE LTD, Aveson Travel, Fascinating Holidays, Famous World Tours, Albatross World Travel, Euro – Asia Holidays, Price Breaker Travels and Shan Travel Service.

Contact details

STB News Bureau: stbnews@seychelles.travel

Tel: +248 4 671 354 / +248 4 67 13 13

Website: www.seychelles.travel

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During the mission on Singaporean soil, Mrs. Amia Jovanovic-Desir and Ms. Alis Shehdek, also had the opportunity to visit the tour operators/travel agents who are promoting beach and resort destinations at the NATAS Travel Fair which was held from the 22nd to 24th February, 2019.

The opportunity for the duo to discuss with the agents present about the frequent questions asked by clients concerning the destination, which pertained to the issue of connectivity.

The agents were pleased to learn that although there is no direct flight serving the destination; clients have connectivity options through two airline namely; SriLankan Airlines & Emirates, both deserving the regions.

Mrs. Amia Jovanovic-Desir mentioned the focus for the Singaporean market would be centred around raising awareness on the destination.

Feedback emphasised by Ms. Cathy Loh, one of the Singaporean agents present who is the owner of Aveson Travel Pte Ltd. Ms. Loh who had visited Seychelles ten years ago affirmed her strong need to assess the Seychelles product today so as to better promote the destination. She informed the Seychelles representatives that her company's strategy is to focus on the honeymoon, families and incentive market segments.

Impressions shared by the CEO, of Albatross World, Ms. Crystal Sim she mentioned that the marketing opportunities for the Seychelles product is vast, she also confirmed that in Singapore there is a strong market segment to tap into.

"Seychelles could be one of that specific niche segment that the agents in Singapore are searching for, which will match their clients' demands and interest, thus quenching their thirst for new destination for their holiday," said Ms. Sim.

"I can confirm that it was a fruitful sales visit, I was very impressed by the commitment demonstrated by our agents to sell the destination. In order to have a

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stronger and persistent presence on the market we should work closely with those tour operators and agents who believe in the destination. The outcome of this visit is that STB with the support of SriLankan Airlines in Singapore will invite some of the decision makers whom we have met during the visit on a familiarisation working trip to Seychelles,” said the STB Director for South East Asia.

Indeed, through the destination presentation, different features, attractions and the points of interest of the destination were featured, giving a wide view for the partners selling the destination.

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