

PRESS RELEASE

Seychelles launches its new campaign, ‘From the Big Five... to the BEST Five’, which ties Seychelles with African destinations while promoting the islands’ unique selling points.

As the ATM and INDABA Tourism Trade Fairs in Dubai and in South Africa approaches, the Seychelles are launching a new mini-campaign under the banner of ‘Affordable Seychelles’ that entices visitors to African wildlife destinations to then savour the best five selling points of the Seychelles Islands.

Seychelles’ Best Five are a ‘tour de force’ of all that is special about the islands: the diversity of the granite and coral islands, the many world-ranking beaches found throughout the archipelago, the sapphire seas, the year-round climate that has earned it the epithet of ‘land of perpetual summer and the ethnic diversity and harmony of the people.

“These attributes are as much a part and parcel of the Seychelles Experience as the Big Five are to African wildlife reserves,” states Alain St Ange, the Seychelles Director of Tourism Marketing, “and they are free to one and all – an intrinsic part of our tourism landscape for all to enjoy.”

Apart from raising the profile of the islands’ magnificent natural attributes, the thrust of the campaign twins Seychelles with major African wildlife destinations with offers of a twin-hub vacation that will take visitors from the ‘Big Five’ of the African continent to the ‘Best Five’ of the Seychelles Islands – an ideal combination of experiences that is both magical, affordable - and unforgettable.

The new mini-campaign which is due to be rolled out at the forthcoming ATM Dubai Trade Fair and also at Indaba in South Africa is set to be featured in a wide range of media publications and outlets before it is used in the Seychelles Promotional Campaigns in Tanzania, Kenya & Uganda at the end of May.

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