



Seychelles Strategy

**Meeting Stakeholders Expectations
Whilst
Simplifying the Business**

ORCHESTRATING

Agreeing & Singing from the same Hym Sheet

Agents:

- Govt primarily a FACILITATOR ...**
- Regulatory Authorities & others**
- Civil Aviation opening BASA's....**
- In phase with TRADE being many**
 - Airlines**
 - Hospitality**
 - Tour Operators**
 - Destination Mgmt Comp**
- Seychelles Tourism Board & SHTA**

MEASURING

- Importance of Meeting objectives and establishment of KPI's:
- -Visitor arrival growth e.g +15% y/y
- -BASA's e.g, Additional and more liberal with increased air access.
- -Ranking on Economic Forum Travel & Tourism competitiveness e.g #1 in Africa