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