

Mauritius- Seychelles

17% increase in bookings

Mauritian tour operator Omarjee Holidays announced a 17% increase in bookings recorded last year on the Mauritius to Seychelles sector. The newly formed Destination Management Company (DMC) struck a partnership deal with the Seychelles Tourism Board and has been accredited to officially represent the STB since the 3rd July 2013.

Two representatives of the company are currently in Seychelles on a familiarization tour. The development director of the group Mr Umarfarooq Omarjee and his Travel and Marketing Executive, Ms Shrutee Bisnauthsing met the minister for tourism Mr Alain St Ange on Monday. The minister said he was grateful to the Omarjee group for the taking up the

initiative to represent the Seychelles Tourism Board (STB) in Mauritius and wished them a successful tour of our islands.

This could prove beneficial as it promotes a greater scope of partnership between the neighbouring islands. It allows DMC's to promote the region as a whole, while marketing the traits which are unique to each destination.

Since its inception, Omarjee Holidays has focused its attention on the Eastern European, Middle Eastern and Asian markets and has pledged to go the extra mile in promoting Seychelles to this emerging market.

The Ministry for Tourism and Culture also indicated our potential as a "Sports Tourism" destination, with the annual Eco-friendly Marathon gaining popularity from overseas participants