Seychelles tourism campaign gets a boost

CNN will deliver the Seychelles Tourism Board's first pan-European advertising campaign to an international audience, promoting the group of islands as a leading holiday destination.

The television and online campaign will take the audience on a voyage of discovery around the Republic of Seychelles, reaching over 150 million households and hotel rooms worldwide on CNN's EMEA feed and on CNN.com.

A series of 15 television adverts, each 30 minutes in length, will air between January and April 2008, offering a flavour of the Republic of Seychelles' diverse culture, cuisine, arts, flora and fauna. On CNN.com, the advertising campaign also extends to run-of-site banner advertising, with emphasis on the travel and weather pages. The advertising campaign will also feature a number of the Seychelles Tourism Board's partner hotels such as the Hilton Seychelles, Northolme Spa & Resort, the Banyan Tree chain of hotels & resorts and the Denis Island retreat.

Rani R. Raad, Senior Vice President of CNN International Advertising Sales, Continental and Eastern Europe, Middle East & Africa said of the campaign, “Our audience of elite international viewers and frequent travellers is a perfect fit to raise awareness of the wealth of holiday opportunities in the Seychelles.”

Maurice Loustau-Lalanne, CEO of the Seychelles Tourism Board added, “We are proud to be working with CNN to bring the diverse wonders and attributes of our islands, their vibrant culture and exceptional natural beauty to the attention of the world. Their innate natural beauty, soulful authenticity and broad diversity qualify the Seychelles Islands as a world apart... and another world entirely."

The Seychelles Tourism Board joins CNN's roster of travel and tourism clients including Qatar Airways, the City of Warsaw, Cyprus Tourism Organisation, Latvian Tourist Development Agency and the Greek National Tourism Organisation, to name a few. Building on its expertise and heritage in global tourism advertising, last year also saw the formation of CNN's Tourism Advertising Solutions & Knowledge (TASK) Group, a bespoke client service offering advice on tourism advertising strategies.

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