

Seychelles is becoming more visible in Mauritius as a holiday destination through Omarjee Holidays

Sister islands and both being part of the Indian Ocean Vanilla islands alongside La Reunion, Madagascar, Comoros, Mayotte and the Maldives who are all working together to market the Indian Ocean islands and the **NEW** Tourism Region. But the Omarjee Family of Mauritius have moved the spirit of cooperation to a new level by now making the Seychelles more known to Mauritians and holiday makers in Mauritius. Shenaz Omarjee is a former MTPA (Mauritius Tourism Promotional Authority) Team Members who moved fully into the private sector to put to use her expertise into the development of tourism through proposing more interaction between member islands of the Indian Ocean Vanilla islands Regional Grouping.

Shenaz Omarjee of Omarjee Holidays and of the Omarjee Aviation & Tourism led on behalf of the MTPA (Mauritius Tourism Promotional Authority) of Mauritius the Mauritius delegation to the Carnaval International de Victoria in 2013 in Seychelles. This event remains the Seychelles entry on the Indian Ocean Vanilla islands Calendar of Events and is featured alongside the Madagascar Tourism Trade Fair of May, the Comoros Cullinary and Arts Fiesta of August and the Festival Liberte Metisse of La Reunion of December.

Umarfarooq OMARJEE, the Director Commercial & Development of the OMJ Company Limited of Mauritius writes that their company is moving forward in the optic of continually promoting the Seychelles island in Mauritius. "The OMJ Company has launched a massive national campaign on all buses that connect Curepipe to Port Louis, Port Louis via Curepipe to Mahebourg and Port Louis to the North regions. You will note it is the first time in history that a company is massively advertising a country in Mauritius. This time we have also included the logo of Air Seychelles to also show our interest of promoting Air Seychelles in Mauritius" Mr Omarjee.

Mr Umarfarooq OMARJEE, the Director Commercial & Development of the OMJ Company Limited went on to say that this campaign will run for 20 days as from the 22nd July 2014. "We know this campaign will increase the visibility of the Seychelles in Mauritius" Mr Omarjee said.

This drive by the OMJ Company Limited of Mauritius has been appreciated by Alain St. Ange, the Seychelles Minister responsible for Tourism and Culture and by Sherin Naiken, the CEO of the Seychelles Tourism Board. "We needed a committed partner in Mauritius to increase more trade between our islands. The Omarjee family not only showed their interest, but demonstrated this interest by a commitment to be the Seychelles representative in Mauritius. We are happy of our choice and today value the partnership that has been developed" said Minister St. Ange.