

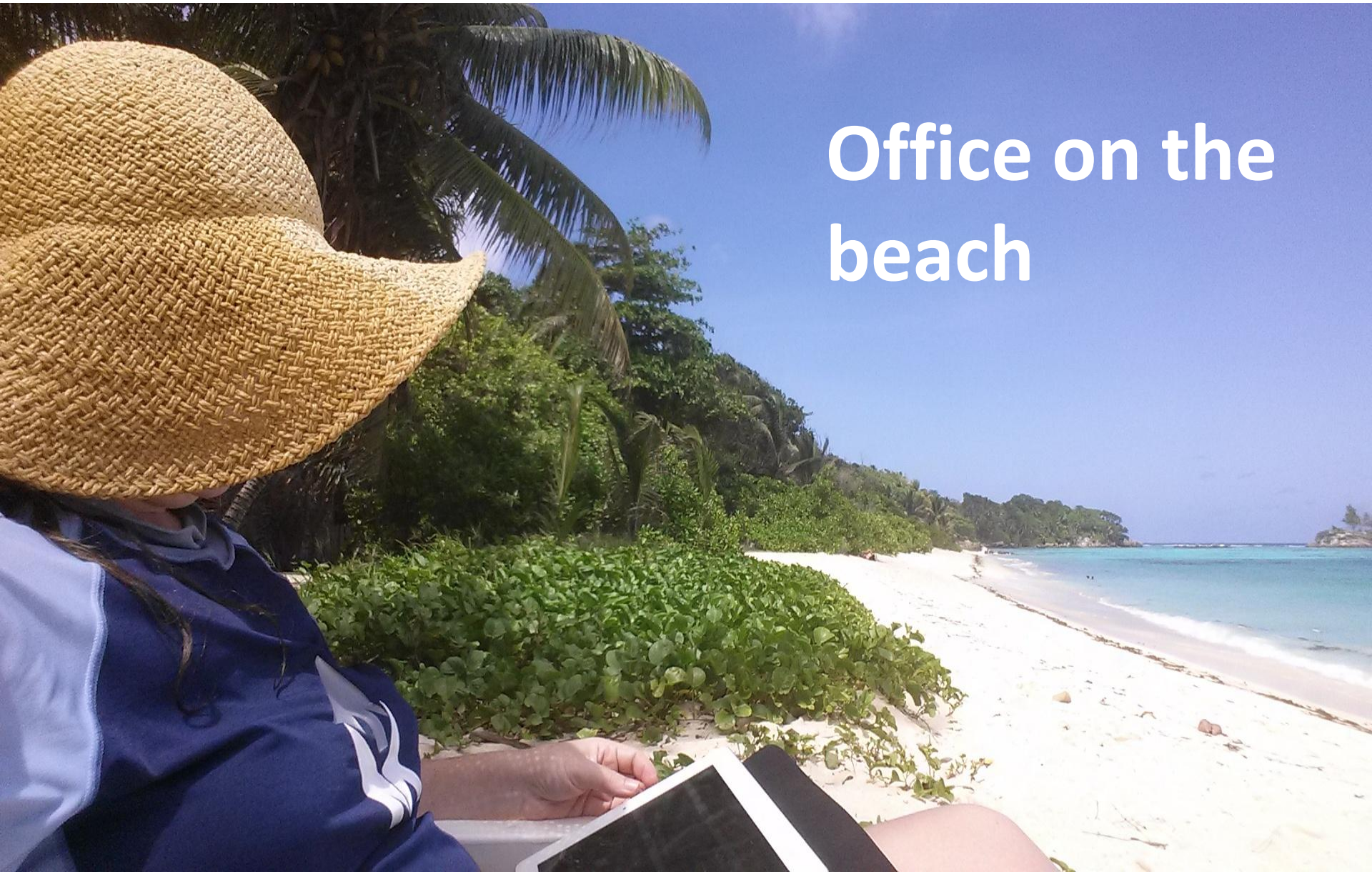
A Reputation of Paradise....
The Seychelles islands,
separating facts from fiction.



Srdjana Janosevic
Chief Press Secretary, Office of the President,
Republic of Seychelles.

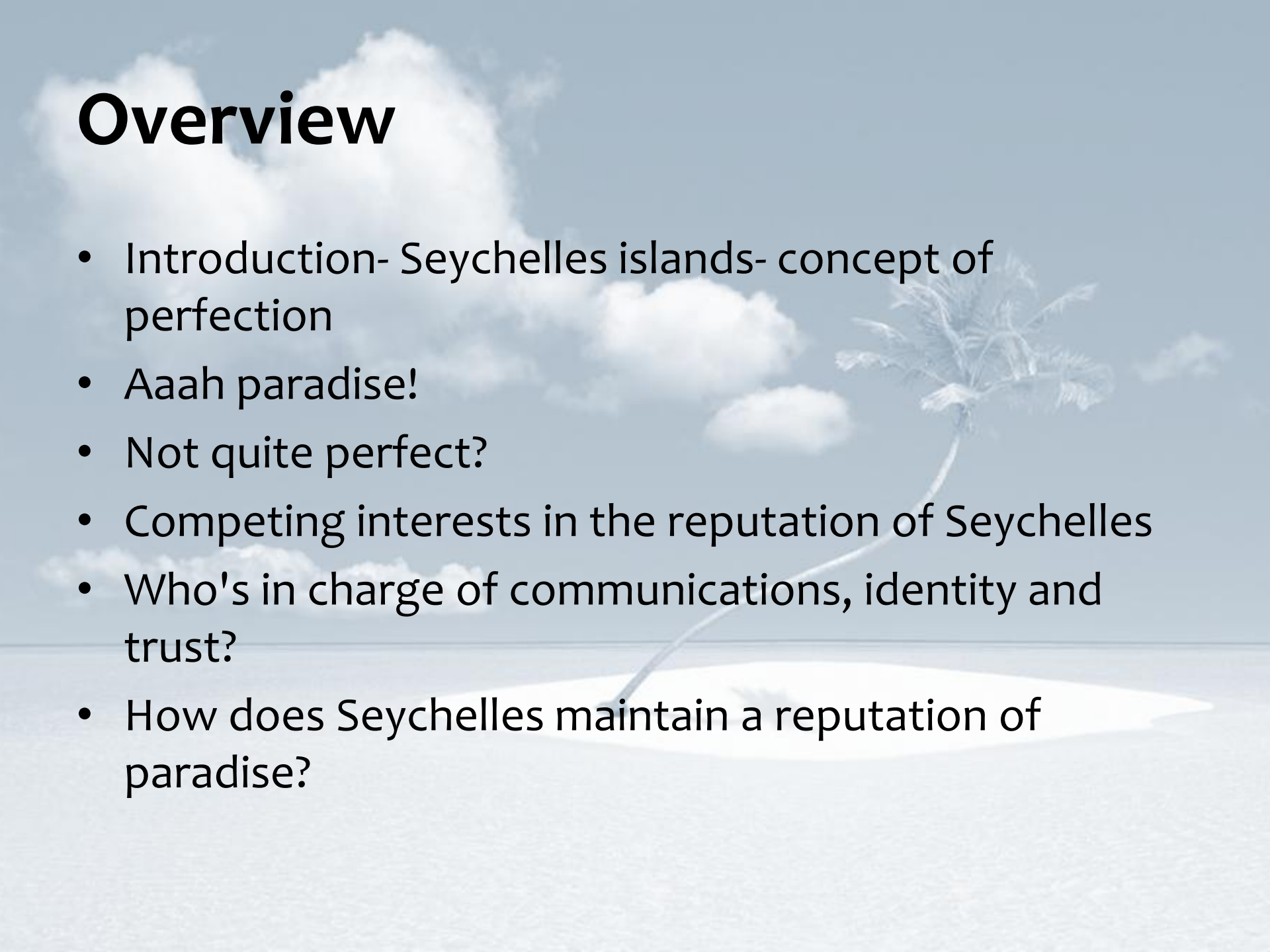
What my friends overseas think I do

**Office on the
beach**



Overview

- Introduction- Seychelles islands- concept of perfection
- Aaah paradise!
- Not quite perfect?
- Competing interests in the reputation of Seychelles
- Who's in charge of communications, identity and trust?
- How does Seychelles maintain a reputation of paradise?

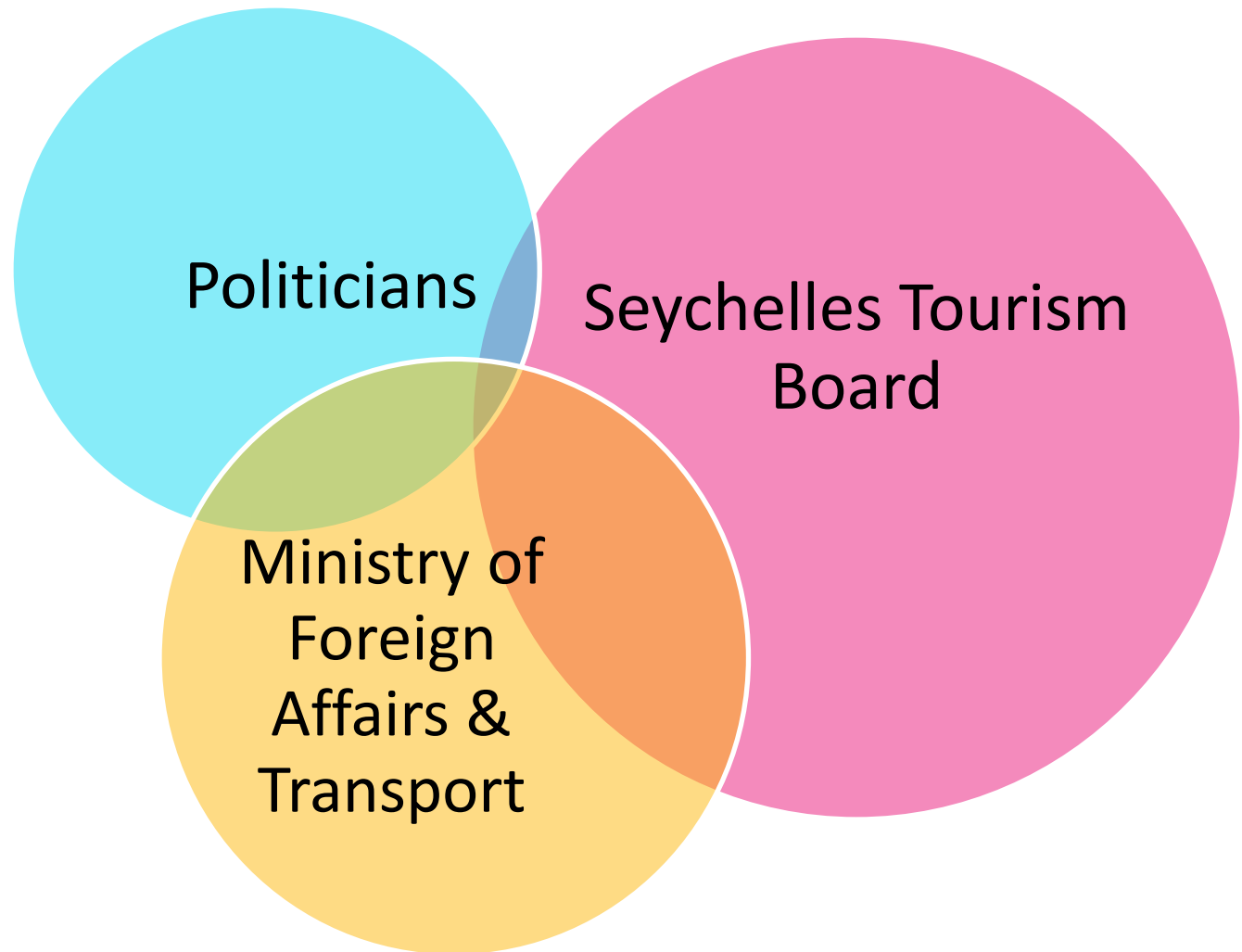


Paradise

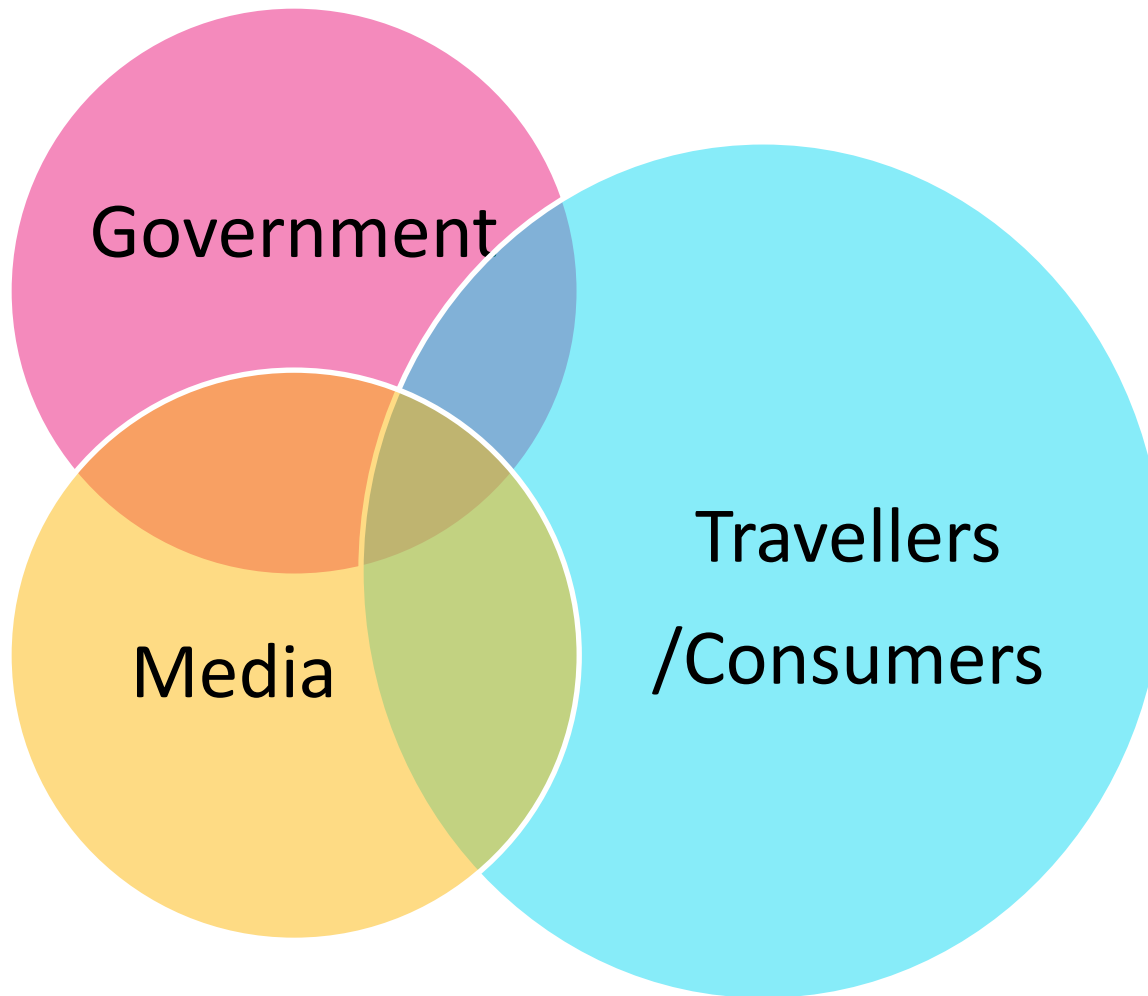
A tropical beach scene with a palm tree, white sand, and blue water under a blue sky with clouds.

- Perfection in a remote, far away place
- Always sunny, always happy, always pleasurable, always the answer to all your problems
- holds to key to happiness and a good time
- Escapism, a place to forget the world
- Aspiration for the lucky few

Competing interests in the reputation of Seychelles



who's in charge of communications,
identity and trust?



How does Seychelles maintain a reputation of paradise?

- Tourism branding and education
- Online platforms
 - www.eturbonews.com
 - www.seychellesnewsagency.com
 - Social media
- The experience
- total transparency v/s charm and seduction

A wide-angle photograph of a tropical beach. The foreground is dominated by a vast expanse of bright white sand, marked with numerous footprints. To the left, the turquoise ocean meets the shore with gentle white waves. A lone figure in a blue swimsuit stands in the shallow water. In the background, a lush green hillside rises from the beach, dotted with small, light-colored buildings. The sky is a deep blue with a few wispy white clouds. On the right side, the edge of a dense tropical forest is visible, with palm trees and other foliage framing the scene.

Is Seychelles really a paradise?