



65th Commission for Africa Meeting  
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# Investment Opportunities in the Seychelles

# BACKGROUND

As of 25 March 2021, restrictions on entry measures in the Seychelles were eased through robust planning, ensuring the safety of both visitors and the locals alike.

By taking advantage of the 'new normal' and seizing the opportunity to reformulate tourism in Seychelles, links were created between different sectors with the aim of providing future visitors with new experiences.

To date, visitors' arrival is at 237,205 indicating that from January to August 2022, tourism in Seychelles is back to 89% of pre-pandemic levels.



# New Focus for the Tourism Industry

Following the pandemic, Seychelles Tourism Department has shifted its focus and actively concentrated on the following:

## 1. Quality-oriented Tourism

Quality Oriented tourism is encouraged by adopting a 'high-value, low-impact tourism approach. This is to ensure maximum revenue from visitors whilst creating minimal impact on the environment by placing emphasis on a renewed love for nature and offering privacy and seclusion through;

- Trusted service providers
- High value and standards

## 2. Value for Money

The COVID-19 pandemic has changed the way most travelers think. Visitors have become more conscious of their spending and look for more value travel experiences

- Creating memorable moments
- More immersive experiences



### 3. Product Diversification

Revitalize the tourism industry by diversifying the tourism offer to;

- Create economic resilience
- Preserve the environment
- Encourage inclusivity

The strategy on investment is to encourage a move away from traditional and often saturated areas of investment such as accommodation, to areas where there are gaps in supply, such as food and beverage, innovative and experiential activities, and community-based products which would have the desired effect of controlling the number of hotel beds while increasing spending and expenditure.





# TOURISM RELATED STRATEGY

At the moment, Seychelles is offered as a “sun, sea and sand” destination and over the past 20 years investment has focused mainly on the accommodation sector. The new strategy follows the recommendations of recent carrying capacity studies to promote ‘low-impact high-value’ tourism by creating more investment opportunities in areas that remain unexplored such as;

- Eco-lodges and high-end boutique hotels
- Adventure and Sports Tourism
- Cultural and heritage products and events
- Maritime and Cruise Tourism



# Cultural and Community-based Tourism Activities

In an effort to encourage more investment in cultural, heritage and community-based tourism products and services, the Seychelles Tourism Department is undertaking a series of cultural audits of the 27 districts of the Seychelles. So far 5 districts have been assessed, revealing 52 potential products/activities/events that could be developed.

## The challenges to realizing these projects are;

- Access to finance
- Capacity
- Strict health regulations that limit opportunities in the food and beverage sector.



## Efforts put into place;

- Working groups with representatives of relevant government agencies has been set up to review the potential products.
- Potential investors are being assisted to put their project ideas into proper concepts and are guided on procedures to follow.
- Government has reviewed and increased the limit of the SEEDs Capital Fund which assists small, micro and medium sized businesses with grants for start-ups.

# Adventure and Sports Tourism

Facilitate investment in innovative areas that remain unexplored such as:

- Zip lining
- Rock climbing
- Bungee jumping
- Paragliding
- Sky diving
- Sporting and Cultural Events
- Culinary Events

The challenges are the lack of regulatory and policy framework to attract investment in some of these areas which can be capital intensive and often high-risk areas.

So far, the Department has created working groups to develop relevant policies and conduct further studies on how to develop regulatory framework for these activities.





# Increasing Investment in the Maritime Sector

## Yachting / Mini Cruises / Marinas

Seychelles is spread over an area of more than 1 million square kilometres of sea with 115 islands. Yachting, diving, fishing and cruising have the potential to offer a special experience to sea lovers. Opportunity to increase investment in this sector exists.

- Presently there are 50 Yacht Charter companies with a total of 172 yachts, this shows there is potential to increase investment in quality yachts/liveaboards.
- Visiting Super Yachts is a growing sector with the capacity to generate high revenue.
- Mini cruise ships. To allow the discovery of the different islands of the Seychelles, particularly the outer islands.
- Development of marinas to accommodate the increase in yachting, boat charters and cruise ship activities.





## Challenges of the Maritime Sector

- Strict and limiting regulatory framework which impedes the growth of the sector.
- Limited marina facilities to cater to the Yachting Sector.
- Lack of an overarching cruise strategy to guide the development of the sector.

## Way Forward

The Tourism department is in discussions with the Ministry of transport, finance, and other relevant agencies to review certain regulations to attract investment in these areas. Additionally, the department is also working on a cruise strategy.



# Investment to support Sustainable Development of the sector

Seychelles is committed towards a sustainable tourism Industry.  
The Tourism Department is currently implementing the Seychelles Sustainable Tourism Label.

In order to achieve the targets of the label, a number of support services and products are necessary to address the requirements under the three main themes:



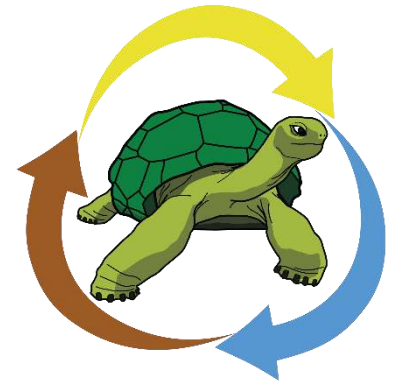
**Waste**



**Water**



**Energy**



Seychelles Sustainable Tourism Label  
Safeguarding Seychelles for Tomorrow

As a result, investment opportunities are available in the following areas:

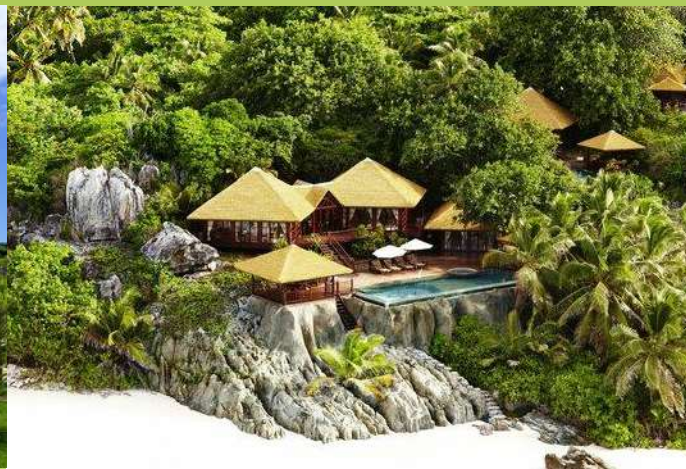
- Suppliers in energy efficient products and water saving/conservation devices (LED devices, aerators for taps, shower heads etc.)
- Suppliers of alternative energy equipment (solar heaters, photovoltaic systems etc.)
- Suppliers of environmentally friendly cleaning materials. (Biodegradable cleaning products and laundry materials)
- Reusable, recyclable products. (containers, dispensers, paper products, etc.)
- Recycling plants

# High value – Low impact Accommodation

There are presently 767 accommodation businesses in the Seychelles. The large majority of which are locally owned small self-catering businesses.

In an effort to control the number of rooms a moratorium of 24 rooms for new developments has been set.

To meet the target of high-value low-impact development there is a need to balance the stock among the different categories, as such opportunity for high-end boutique hotels in the 4-star category and eco-lodges exist.





# Speciality Restaurants

Speciality restaurant is another area of investment available in the Seychelles.

The aim is to offer a diversity of cuisines to visitors as well as to increase tourism earnings through the food and beverage outlets.

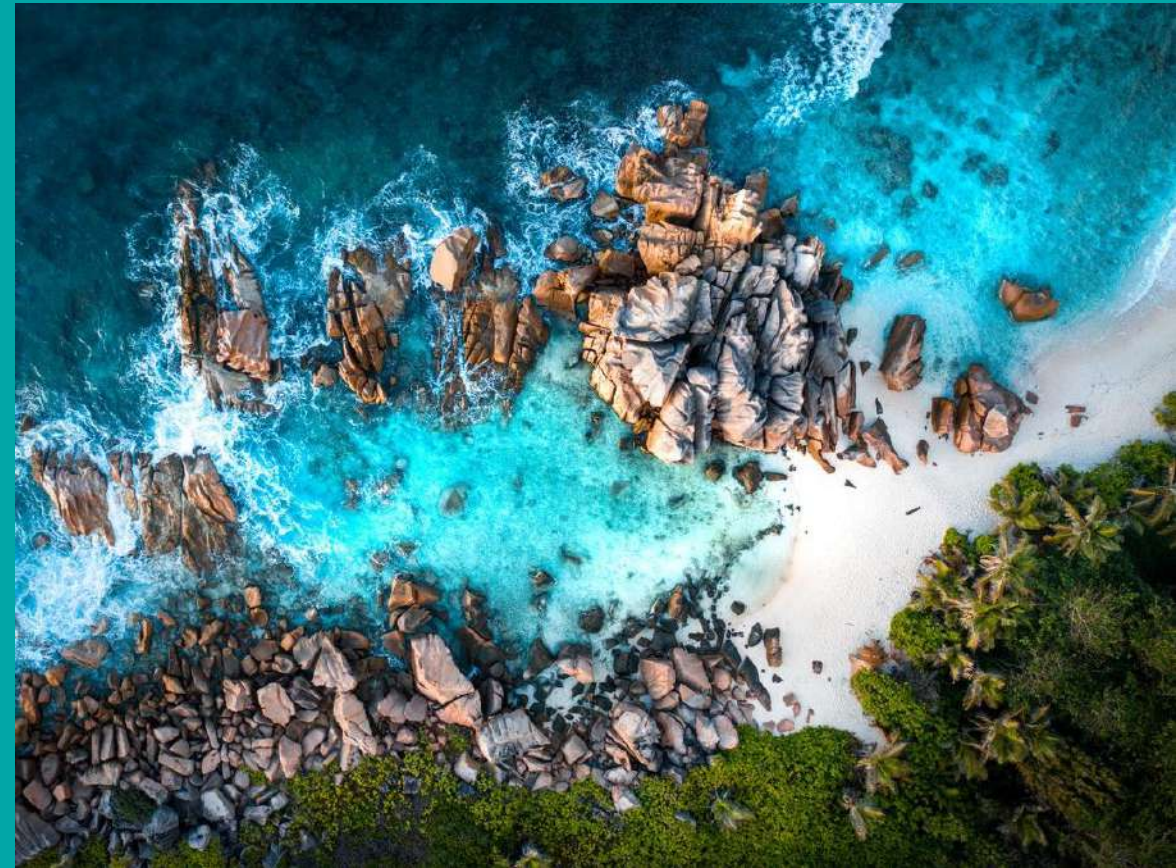
Presently there are 53 restaurants in Seychelles and this figure includes restaurants that are part of hotel establishments.



# CONCLUSION

The Covid-19 pandemic has taught us that the industry must remain creative and adaptable, with tourism businesses being pro-active to preserve continuity and build resilience.

As a result, the Tourism Department has opted to diversify its product offering by moving away from large accommodation developments and encouraging more local community participation through the development of cultural tourism.





**Thank you!**

**Tourism Seychelles**

Botanical House, Mont Fleuri

Mahe, Seychelles

For more information about the destination, please visit our official website:

[www.seychelles.com](http://www.seychelles.com)