

Seychelles launches first nature trail competition

The Seychelles Tourism Board (STB) has announced the launch of the Seychelles Nature Trail competition to be held in May 2020. The announcement was made by the STB chief executive Sherin Francis in the presence of Bernadette Willemijn, STB regional director for Europe, Bernadette Honoré, the STB representative in Reunion - who initiated the project with the support of Christian Hamer and Veronique Victor (directors of the trail) - and various partners on-board to make the project a success in Seychelles next year.



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The partners for the SNT project alongside the STB will include the Seychelles National Sports Council (NSC), the Seychelles National Park Authority (SNPA), Air Mauritius, Seychelles Breweries, ABSA (Barclays Bank), Cable and Wireless and Skychef.

Launched in Reunion in September, this first edition of Seychelles Nature Trail (SNT) adds to the prestige of the destination as a multifaceted one. The SNT aims at further promoting the archipelago's concept of green tourism as well as enticing potential visitors' to the discovery of Seychelles' rich biodiversity.

The 25km trail which will be competed on Mahé on 3 May 2020 will be starting in the region of Port-Glaud round Anse Major, through the well-known hiking routes including the Mont Le Niol and Congo Rouge area finishing at Grand Anse.

The event plans on attracting and engaging nature sports enthusiasts in the region and across the globe to Seychelles, as

well as a concept for Seychellois competitors.

Speaking at the event, Francis expressed her satisfaction to add another event to the destination's profile on the international level: "The SNT event projects the destinations towards an adventure that will open great doors for the destination, we have seen how big in publicity the recent trail event, *Diagonale des Fous* which closed a few days ago to our fellow islanders in Reunion. We can only anticipate great participation from the region."

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