

Desroches Island, Seychelles

GCC PR and Marketing Case Study
2011

Hudsons Travel

Summary



Jessica Hudson has worked with Desroches Island during the course of 2011 to gain maximum exposure in the Middle East market with a sustained, varied campaign.

Print Media – Circulation 500,000+

Online Media – 250,000 Unique site visitors

TV – 2 million viewers

3 VIP events – 1000+ HNWI attendance

Total Estimated PR value = \$250,000

“Thank you for the fantastic coverage, we never expected to achieve such amazing results so quickly, and thank you for the bookings!”

Patrick Siebel, MD, Desroches



High Life Dubai TV

- High Life Dubai TV have 2 million viewers per week and is the leading luxury TV and travel show aimed at the wealthy Indian and Asian communities living in the Arabian Gulf who like to lead the 'high life', focusing on the high end luxury market.
- Desroches featured on High Life Dubai TV's luxury travel show on the Arabian Travel Market where I introduced High Life Dubai to Sarah Jensen, Director of Sales & Marketing for Desroches Island, and arranged their interview for Sarah to tell their viewers about Desroches Island.
- <http://www.youtube.com/watch?v=wNTIzmFZIkY>



Time Out Dubai

10 Essential Weekend Breaks

- Time Out Dubai provides news, essential background, entertainment and leisure information for the city's residents as well as visitors, with features, special focuses and listings that bring the best the city has to offer to the fingertips of its readers.
- Circulation of 30,047 copies per week and an Ad Value per page of 20,000 AED / \$5,450 USD

Restaurants + Spas + Travel + Film + Sport + Art + Music + TV

Time Out Dubai

10 TOP SHORT BREAKS!

From rock climbing to romance: ideal trips for all, just four hours away!

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February 17 - 23 2011

Dhs 7 VOL 11 ISSUE 07

All ITD Emirates Publications



For party animals

Beirut, Lebanon

What you'll experience: Beirut boasts all the glamour of Nice or Las Vegas, with its traditional Middle Eastern identity set amid the mountains. If you're lucky enough to land at night the city's lights as seen from the airport are a spectacle to behold. But you won't want to stand about staring at the view – night time means only one thing in Beirut: partying. You'll find chibbers everywhere, dressed up to the 11 and ready to dance through any political strife. **BOB** (www.bob.com, +961 158 0019) is a club set in an underground bunker with a roof that peels back at daybreak. Other popular haunts include Sky Bar (www.skybar.com, +961 393 9193), an upscale al-fresco spot, and The Music Hall (+961 380 7553), a renovated old-school cinema, which showcases live music.

Where to stay: The Monroe Hotel offers rooms from Dhs473, with some special winter promotions including airport transfers. www.monroehotel.com (+961 137 1122)

How to get there: Beirut is a three-hour flight from Dubai. Budget airline Flydubai flies direct from Dhs300 each way. www.flydubai.com

a romantic getaway

Muscat, Oman

Where to stay: Buddy up at the Oman Dive Centre in Muscat, for day and night dives (as well as snorkelling and scuba). Guests have the choice of five sites around the bay and the chance to spot cuttlefish, spiny lobsters and sea urchins in the intimate, rustic beach huts. With a honeyed feel, the centre hosts live acoustic music. Be sure to head out on an early-morning snorkelling boat trip; you might just spot dolphins.

Stay: Oman Dive Centre's two-person beach huts start from Dhs700, including breakfast and dinner. www.omandive.com.om (+968 2462 4249)

Where: The centre is a five- to six-hour drive from Dubai. A detailed map is available on the website.



For a luxury break

Desroches Island, Seychelles

What you'll experience: A favourite with A-list luminaries (Charlize Theron, for example) and royalty (future King of England Prince William and his missus, Kate Middleton), Desroches Island is located in the southern Amirantes archipelago, a 40-minute flight from Mahé, the main island. This private island is the ultimate hideaway – think 16km of silver sands, lush jungle and five-star luxury accommodation. After touching down on the private airstrip and dropping off your luggage in one of the beachside villas, you can lounge on the beach or indulge in a spa treatment. The more adventurous can busy themselves by navigating the island's shores by catamaran, exploring the jungle by bicycle, scuba diving or snorkelling. Fishing and island-hopping trips are also available.

Where to stay: The beach villas, located on the north-facing beach, feature private swimming pools, three en-suite bedrooms (which all feature outdoor bathrooms), and a fully equipped kitchen. Dhs6,051 per night for a beach villa (prices vary depending on number of people) www.desroches-island.com

How to get there: Emirates flies direct to Mahé (flight time: four and a half hours); from here it's a 40-minute flight to Desroches. Return flights start at Dhs4,500. www.emirates.com

February 17 - 23 2011 Time Out Dubai 23



10 essential weekend breaks **15 February 2011**

All galleries | Time Out homepage Showing 5 of 12 Previous Next



For a luxury break Desroches Island, Seychelles

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Harpers Bazaar Interiors

- Bazaar's pick of the best dozen design hotels – Desroches wins Best for Natural Inspiration
- Ad Value: \$12,000USD per page / Circulation: 11,663 Pan-Arab



BEST FOR EDGY DESIGN ENTHUSIASTS

Andaz Liverpool Street, London

Embark on a graphic odyssey by heading down in a room dedicated to lauded Dutch designer Wim Crowdel at Andaz Liverpool Street in London. The room was created to honour a new retrospective of his work at the city's Design Museum. Known for his futuristic typography, you can look forward to limited edition Wim Crowdel wallpaper and a special rug by bespoke carpet maker Tai Ping. The 267-room hotel has five happening bars and restaurants, plus several gallery spaces. Venture outdoors and hang out in the edge East End, with an array of cultural offerings on your doorstep. *From Dhs1,250 per night, plus two free tickets to the show (until July 3); Andaz.com*



BEST FOR MOVIE-STAR GLAMOUR

W Hollywood, Los Angeles

When you think of Timesdown, it's all about the glamour and that's exactly what the new W Hollywood serves up. From a rooftop pool with views of the Hollywood sign, to a spiral staircase leading to the swish Living Room bar, the hotel is dripping with La-La Land glitz. In the 305 rooms, such as the WCNV Suite, the palette is crisp white and grey with bursts of colour – a perfect backdrop to stunning views of the Hollywood Hills. You'll also find white tufted mini-bars, oversized chrome and slick chrome bathrooms. After late-night revelry at nightclub Drai's, recharge your batteries with a Triple Oxygen facial at the heavenly Bliss Spa. *From Dhs600 per night; Whollywoodhotel.com*



BEST FOR NATURAL INSPIRATION

Desroches Island, Seychelles

Channel your inner Robinson Crusoe at a beach chic private island resort. Desroches Island in the Seychelles has tranquil natural interiors with materials including wood, stone, cotton and rattan. There are 20 beach suites and 28 villas, all offering a slice of paradise. Think breezy drapes, timber decking and woven bamboo shutters. Just one glance at the glowing Indian ocean, silky sand and swaying coconut palms, and you'll slip into getaway mode. Complete your journey to total bliss with a Balinese massage on the beach. *From Dhs3,000 per night; Desroches-island.com*



Ahlan! Hot 100 Destinations



AFRICA: HOT HOTEL
**DESROCHES
RETREAT**



SEYCHELLES

ENSCONCED IN THE MYSTIC PREHISTORIC FOREST of Vallee de Mai and overlooking the islands of Curieuse and La Digue, this Indian Ocean retreat is a romantic haven. If there ever was one. Secluded within the stunning island of Praslin – once declared the rediscovered Garden of Eden – it really does have an unfair advantage in the natural beauty arena.

Raffles has tastefully enhanced its canvas with this understated all-villa resort. As if that weren't enough to get you excited, this is the first Raffles in the world to unveil the group's brand new spa concept, Raffles Spa. With its philosophy being one of transformation, it uses the evolution of a pearl as its inspiration. After a heavenly session here, you'll be forgiven for thinking you've arrived at the pearly gates a little early.

You'll come back down to earth quick enough though to revel in the rest of the resort's many delights. And for off-site fun – there's golf, horse-riding and guided nature tours, not forgetting the scrumptious Creole and international cuisine.

TRAVEL NOTE Nature lovers will be entranced by the island's exotic species from the buff-breasted sandpiper to the coco de mer, which produces the world's largest nut and the fabulous tortoises that are over a hundred years old!

www.seycholesraffles.com

Ahlanlive.com

Will and Kate honeymoon on Desroches

- The online arm of the region's biggest selling glamour, fashion and celebrity news magazine. Visitors per month: 141,791

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Will and Kate Honeymoon on Desroches

BY ALEXANDRIA GOUNEIA Thursday, 19 May 2011

Check out where the newly wed Royals jet set to

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Prince William and new bride Catherine have chosen the ultra-exclusive island of Desroches in the Seychelles as their honeymoon retreat.

The couple first visited the island three years ago when Will vowed he'd marry Kate. The pair thought it only fitting to return to the place they pledged their eternal love.

Desroches Island is a hot spot for celebrity couples including Brad Pitt and Angelina Jolie and David and Victoria Beckham.



Prince William, Duke of Cambridge and Catherine, Duchess of Cambridge

EXCLUSIVE PARTY PICS!

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DON'T MISS

Veuve Clicquot Polo Classic
Hollywood's hottest faces and their babies were at the Veuve Clicquot Polo Classic...

My Week With Marilyn
It was a star-studded 49th annual New York Film Festival with the A-list on...

Carolina Herrera Fragrance Launch
When Carolina Herrera launches a fragrance for boys at Burj Khalifa's At.Mosphere...

Previous article: **Kate Hudson Wamed to Leave Fiancé**

Next article: **Riri and Chris' Shock Reunion**

Snob Magazine

- Leading Arabic luxury lifestyle publication Snob Magazine.
- Secured a three page feature on Desroches in their Wedding Catalogue which is distributed Pan Arab throughout the Arabian Gulf with a circulation of 77,500 copies - a huge readership and targeted to the wealthy Arabic market planning weddings and honeymoons.
- The article focuses on the new Private Retreats as ideal for honeymooners and on the romantic experiences Desroches offers.
- This coverage has a PR value of \$27,000 USD (The Ad value per page is \$4,500 USD)



Focus Magazine

- Focus is a quarterly magazine for Abu Dhabi Bank's customers with a circulation of 30,000 copies across ADCB's branches in the UAE.
- Negotiated a free full page advert for Desroches Island in Focus Magazine for their July / August issue which goes out to the Abu Dhabi National Bank's high spending Arab and Expat customers.



Perfect Paradise

DESROCHES ISLAND - SEYCHELLES

RETREAT OWNERSHIP | HOLIDAY HIDEAWAY | UNIQUE INVESTMENT

Desroches Island, part of the Amirantes Archipelago in the Seychelles is one of the most pristine, untouched islands in the world.

With over 13 kilometres of unspoilt beaches and virgin forest, Desroches offers endless activities and facilities in an exclusive and remote island setting.

The island hotel boasts luxurious Beach Suites, deluxe Villas, an opulent Spa Retreat, exclusive Beach Retreats, and an indulgent restaurant, extensive dive and fishing centre and a signature 'Escape Spa', all complement the full range of five star facilities.

The perfect paradise... Desroches Island offers an idyllic holiday destination and a unique investment opportunity.

Desroches Island
seychelles

RESERVATIONS

t +248 437 6750
e reservations@desroches-island.com

BEACH RETREAT SALES

Collins International t +27 31 536 8004
e retreats@desroches-island.com

www.desroches-island.com

Sons of Africa
PROPERTY INVESTMENT GROUP

Destinations of the World News

- Interview with Kenneth Collins, Owner, Desroches Island
- The Magazine has a circulation of 22,000 copies throughout the Middle East, Europe and Russia and is distributed in First and Business Class Airport lounges and to their subscribers.
- The Advertising rate for a full page is US\$8.500 /the PR Value for this editorial piece is \$16,000US.
- We also have online coverage of Kenneth's interview on www.dotwn.com



Final word



Kenneth Collins
CEO Collins Properties -
owner of Desroches
Island in the Seychelles

Treasure island revealed

handed product, we haven't got nightclubs; it's more of a Robinson Crusoe, child-once, fun-to-escape kind of place. They must feel they had great value for money, and that the service and the quality of everything they touch, eat and feel is of the highest standard. Most importantly, they must feel that they want to come back.

Desroches Island's Beach Retreats are available to rent - why has?
It's basically your own private island home. There are no holding costs, no interest, everything is provided for you. It's a very amazing way to live in a very remote location. When you're not there, there is someone to take care of your home for you, so it's ready when you arrive.

What is your policy on children in high-end luxury resorts?
Children are very much a part of the equation. We're very lucky in that our resort is over 2.5 km long so if we do have children that are noisy, it won't affect the honeymooners. Mothers could come

there and not be seen, so children definitely won't be.

What is the biggest risk you've taken in developing Desroches?
We started building in 2007, so we got our timing spectacularly wrong. To see the development and opening of the property through the recession was a big challenge, and a huge learning curve. We had to decide whether we were going to hire a marketing team or let it grow organically. The biggest risk was probably taking on something we'd never done and being forced to adapt.

How closely do you work with the government when developing a resort in the Seychelles?
Very closely. There have been a lot of investors that have come and fallen in love with the island and then disappeared, so you have to earn their trust. A lot of places in the world have been overdeveloped to the detriment of the environment, that hasn't happened in the Seychelles. It's growing steadily, but there are not enough

hotels and resorts to accommodate the demand. It's a very slow-developing economy, but it is speeding up. The environmental side though is very restricted.

How can the Seychelles avoid the pitfalls of overdevelopment?
There are a few natural barriers; one is that it's largely granite, so it can be difficult to develop on, and the Seychellois are incredibly environmentally conscious people. Money doesn't mean everything to them. From a foreign investor point of view, it takes some time for them to warm to you and to trust you.

Private offshore banking is now obsolete, correct?
Yes. The Seychelles is now promoting itself as a tax haven, much like Mauritius and Gibraltar. They are going through financial and economic reforms to open up the option of investment and business set-up for tax benefits.

Read the full interview with Kenneth Collins, please visit dotwn.com



Competition...

WHERE IN THE WORLD?
Think you can identify this location in the photo? If you do, email your response to competition@dotwn.com and put 'Where in the world?' in the subject line. Each month, the winner will receive a 12-month business travel membership of the World News worth US\$100 and a bottle of S.T. Dupont Cruise Cognac. The destination featured in the May competition was Rio de Janeiro in Brazil. This month's winner is Kathy Hilder from South Africa.

Destinations of the World News

Desroches as one of the Ultimate Seychelles resorts



Seychelles | Indulge

The ultimate Seychelles resorts

The seven most heavenly properties, plus two we can't wait to see once they open

01 MAIA Seychelles

A truly unique property, MAIA Seychelles offers its guests unparalleled tailored service, gorgeous natural surroundings and 30 exquisitely designed and decorated private ocean-view villas which will make you feel right at home. Stay here and you most likely really encounter the other guests on the resort's immaculate foliage-covered grounds, even when it's fully booked, as most tend to stay in their villas. If you do want to venture out, there are plenty of activities including yacht trips, horse riding and snorkelling. The 'whatever you like, whenever you like' philosophy makes each and every guest feel like royalty – this is the ultimate honeymoon destination.

www.maia.com.sc

02 Four Seasons Seychelles

Four Seasons hotels are highly regarded for their beautiful locations and excellent service, and this resort is no different. Sixty-seven ocean-view villas and suites flank the granite slopes leading to the beaches of Baie Lazare, a wide, secluded bay where guests can kayak, snorkel and swim. This is one of the best options for families thanks to the daily kid's club and the residential suites, with up to five bedrooms. The Spa, located at the highest point of the property, offers breathtaking views from its relaxation area and treatment rooms. Try the Rainforest Facial, which stimulates the lymphatic system and leaves you looking revitalised and beautiful.

www.fourseasons.com/seychelles

03 Hilton Seychelles Labriz Resort & Spa

Located on Silhouette Island, the third largest in the Seychelles and a 40-minute ferry ride or 15-minute helicopter ride from the main island of Mahe, this property's best feature is its outdoor surroundings, full of granite rock formations, sandy beaches and historic Colonial charm. The property's 111 beach and garden villas are luxurious and comfortable, and a pool and bar area is centrally located if you want to mingle. Walking trails lead from the villas to the resort's various restaurants, serving either Japanese, Italian or Creole cuisine, then on to the spa, set amongst thick tropical forest.

www1.hilton.com

04 Desroches Island

This private island resort, located within the dense jungles of Desroches Island, features 20 luxurious Beach Suites, 23 Luxury Beach Villas, four one-bedroom Beach Villas, and one 750-square-metre Presidential Suite, each located a few metres from the beach. Guests are transported by buggy and can partake in fishing, snorkelling, scuba diving and even surfing, and unwind at La Vie Loutier Creole restaurant. Ghost Crab grill and pizzeria or Takamaka beach bar. Unique to the smaller islands of the Seychelles, Desroches has just launched their Luxury Beach Retreats, also available for sale. For more information, log on to the website.

www.desroches-island.com

05 Banyan Tree Seychelles

Located in Intendance Bay on the main island of Mahe, 60 colonial-style private pool villas are scattered throughout the lush grounds, leading to an expansive sand and rock beach. The Banyan Tree Seychelles was voted one of the Top 10 Honeymoon Hotels worldwide in 2009 by The World's Best Hotels, and is a popular venue for weddings as well. There are 11 dining and bar venues, ranging from casual to fine dining, and the signature Banyan Tree spa, comprised of eight luxurious treatment pavilions nestled on a hillside jungle with panoramic ocean views, offers Asian-inspired therapies and beauty treatments with a focus on holistic wellbeing.

www.banyantree.com/en/seychelles

06 North Island Seychelles

One of the most talked-about of the Seychelles' private island properties, this exclusive eco conservation resort has only 11 guest villas, each measuring 450 square metres, all located on North Island's pristine beaches, ensuring maximum privacy. The island's vegetable and herb gardens are used by the on-site chefs to prepare the healthy-focused menu, and spa treatments that are tailor-made to your needs and administered in-villa by specially trained therapists also make use of local ingredients. Guests can explore the island by buggy, kayak, mountain bike or boat, and a fully operational dive school is on hand as well.

www.north-island.com

07 Fregate Island

A 20-minute flight from Mahe, this beautiful island contains seven beaches bordered by granite rock formations and lush tropical vegetation. An exclusive collection of 16 ocean-view villas, plus one Presidential Villa, each with private infinity pool, daybed and Jacuzzi, are scattered throughout the island. The Rock Spa, located on a cliff-top plateau, offers panoramic views, and guests can enjoy water sports including windsurfing and fishing. The conservation-oriented property places an emphasis on island-grown ingredients, and its Island Dining Experiences concept allows guests to choose a dining venue anywhere on the island.

www.fregate.com

08 Seychelles Kempinski Resort

Set to hold their soft opening in September 2011, the Seychelles Kempinski is located at Baie Lazare on the main island of Mahe, in an area rich with lush botanical gardens and a long stretch of white sandy beach, with the backdrop of the mountains adding to its serene setting. The resort will feature 173 rooms and suites, most of which will be ocean-facing. Culinary options will include an all-day dining restaurant and beach bar, and there will be a fully operational kid's club, tennis courts, six spa treatment pavilions, plus a casino, and banqueting and conference facilities for up to 200 people.

www.kempinski.com

OPENING SOON.

09 Round Island

Set to open in mid-2011, the resort is spread out across the whole of Round Island, which sits in the middle of the Seychelles National Marine Park and is surrounded by the islands of Mahe, Saint Anne, Moyenne and Cerf. The property comprises 10 spacious Colonial-style chalets, nestled amongst the trees and vegetation that lines the beaches along the five-acre granitic island. A restaurant serving Creole, European and Asian fare will also serve a wide range of wines and cocktails, plus cigars, or guests can opt for in-villa or beach dining. The Lifestyle Spa will focus on holistic practices and treatments to encourage wellbeing and relaxation.

www.round-island.net/

AIR

Private Jet in-flight Magazine

- AIR is a monthly inflight magazine crafted for private jet passengers in the Middle East and distributed to a select group of Middle East-based private jet operators and Abu Dhabi's Al Bateen Executive Airport. It guides its super-rich readers towards the best of the best in luxury, keeping them at the forefront of what's hot now and influencing their exceptional way of life.
- 5,000 copies are distributed to a select audience on a monthly basis / Advertising rate for a full page is US\$11,000.



RADAR

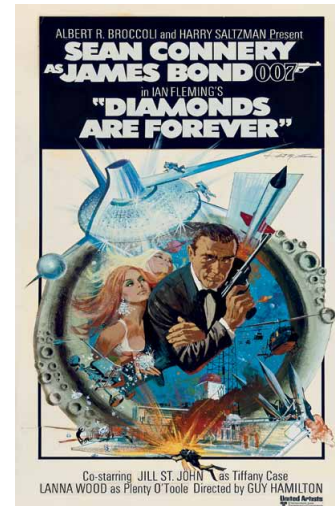
HOMING INSTINCTS
Looking to add to your property portfolio? These newly launched and vastly contrasting abodes are just the ticket if you're all about location, location, location...



THE CITY
Spring 2012 will witness the opening of London's Bulgari Hotel in designer store-strewn Knightsbridge and with it, a handful of incredibly beautiful Bulgari residences. Only six are available at the outset of what will be a phased launch – including just one penthouse. Grab it while you can. For sales enquiries contact Giles Hannah, ghannah@christies.com



THE SEA
Desroches Island, south west of Mahe in the Seychelles, stretches six kilometers in length and is fringed by fourteen kilometres of blindingly-white sand. On this little slice of paradise you'll find just one luxury resort which houses yours-to-own Private Beach Retreats. Each boasts a large pool overlooking the Indian Ocean, and two of the five bedrooms have their own secluded plunge pools. For enquiries contact Tim Hammond, tim@desroches-island.com



POSTER BOY

Christie's South Kensington, London, will auction off vintage film posters on July 15, with the likes of La Dolce Vita (1959), Breakfast At Tiffany's (1961) and the pictured Diamonds Are Forever (1971) up for grabs. The latter is the original concept artwork by Robert E. McGinnis, who has signed this framed version. It's expected to fetch between \$29,000 and \$39,000.

- Desroches is ideally suited to the readers of private jet inflight magazine as the island has a runway that can be accessed by private jets. With only 4 hours flying time from the UAE and 5 hours from Doha, Desroches is the perfect tropical getaway or second home for your readers to escape to for a long weekend or during the hot summer months.

WEALTH

• **WEALTH** is a bi-monthly magazine with a print run of 9,000 to a target audience of High Net Worth individuals and business leaders in the UAE who control personal investable assets of more than US\$ 500,000. Advertising rate card for a full page is US\$5,000.

• Two page feature on Desroches Island and the Retreats as an investment opportunity



Above: Aerial view of Desroches Island in the Seychelles. Below: Some of the things people get up to on Desroches Island

...cont. from page 21

SEYCHELLES SUN AND SOLITUDE: DESROCHES ISLAND

Tucked away on a private island in the Seychelles archipelago, is Desroches Island. Owned by a South African family, the island is home to a small number of exclusive, five-star private beach retreats which are now up for sale for \$1.25 billion. Each luxury retreat is designed to be a five-bedroom home that converts into self-contained private hotel suites when the owner is not in residence.

A retreat comprises one main three-bedroom villa and two smaller one-bedroom villas to care you want to have friends and family come to stay as well. All villas come fully furnished – and

that does mean fully furnished, no expense has been spared on interior design and fit-out, everything you need is there, right down to the finest serving spoons plus there are all the latest essential mod cons including three refrigerators, six machines and satellite television.

PARADISE FOUND

Why would you want to buy an investment holiday home in the Seychelles? Known for the world's best climate, the islands that make up the Seychelles offer some of the most pristine, untouched beaches in the world. This is where Royal newlyweds, William and Catherine chose to spend their honeymoon after their show-stopping wedding in April.

Desroches Island is part of the Andromeda archipelago, a chain of 23 coral islands. Desroches is the largest in the archipelago and is an hour's flight from the Seychelles capital on the island of Mahé. Surrounded by coral reef, it offers 14 kilometres of soft, unspoilt beach and crystal blue waters – an environment perfect for relaxation, adventure or relaxation.

Part of a huge lagoon, the waters of Desroches begin with marine life which means world-class scuba diving at 14 classified blue

◆◆ THE SEYCHELLES OFFER SOME OF THE MOST PRISTINE, UNTOUCHED BEACHES IN THE WORLD. THIS IS WHERE ROYAL NEWLYWEDS, WILLIAM AND CATHERINE CHOSE TO SPEND THEIR HONEYMOON AFTER THEIR SHOW-STOPPING WEDDING ◆◆



Island paradise: Desroches offers about as much or as little relaxation as you can handle.

sites ranging between walls, trails and canoe such as the amazing 'Desroches Drog' or 'The Canyon' as well as spectacular snorkelling reefs.

The island itself is well developed with modern and elegant amenities and is home to a small village of about 50 people. There is one luxury hotel on the island where prices range from \$900 (\$750 per person per night to \$12,000 (\$17,000) and include unlimited food and beverages. The five-star facilities include a cruise restaurant, cinemas and laboratories, a boutique shop, water sports centre, gym, spa, library and business centre.

THE MONEY

So, what's the deal for investors hoping to make a return on their investment in paradise?

For \$1.25 billion (plus taxes) you get a 70-year lease on 5000 m² of land. This includes 770 m² of villas, pools and decking as well as a 54-

metre private beach.

Sam Hammond is in-charge of Private Beach Retreats sales. He says of the 10 villas already built, five had sold (as of May 2012). Another 11 of the private beach retreats will soon be built on the other, "wildier" side of the island.

As far as investment potential and resale value, Hammond expects the price of the retreats to grow by 10 to 20 per cent over the next five years (the guarantee, obviously).

From an investor's point of view, the expected growth in value is not the only factor. The monthly management fee of about £2000 will also be covered if the purchaser enters the Rental Pool Model. What this basically means is that when the property is not being used by the owner, it is available for renting out to holiday makers and the income from this will cover the various fees associated with owning the retreats. ■

NUTSHELL DETAILS

- **What:** Private Beach Retreats for sale on Desroches Island, Seychelles
- **Price:** \$1.25 million (plus taxes)
- **Buy:** year. A 70-year lease on 5000 m² of land includes 770 m² of villas, pools and decking as well as a 54-metre private beach.
- **Other costs:** Monthly management fees of about \$2000 – will not apply if the purchaser enters the Rental Pool Model. The Rental Pool scheme is run by Seasons in Africa (www.seasonsinafrica.com)
- **ROI:** If the value of the property increases, you can sell and take the profit.
- **Getting there:** Twice daily, four-hour flights from Dubai to Mahé. From Mahé, it's a 10-minute flight to Desroches. Flights leave daily at 15:00.
- **For more information:** www.desrochesisland.com

VIVA

- VIVA Magazine is the GCC's biggest selling women's monthly magazine.
- Something for the Weekend – Mini Break to Desroches Island - Full page feature
- Ad Value: \$8000USD per page / Circulation: 19,000



MINIBREAK

Something for the weekend... Seychelles

Expect white sands, clear skies and the odd royal at the ultimate desert island retreat

WHY IT'S HIP: One of the favourite romantic destinations for soon-to-be-hitched Prince William and Kate, the Seychelles archipelago in the Indian Ocean is one of the world's most exclusive island destinations – and only a four-hour flight from the UAE. A retreat for the uber-wealthy, Desroches Island – one of the 115 islands that make up the Seychelles – was thought to have helped reunite the royal couple after their break-up in 2007 and as a potential honeymoon spot it's perfect. With warm temperatures all year round, picture postcard scenery and great dive sites, get your bikini, good book and best love vibes at the ready for a truly breathtaking and indulgent weekend retreat.

SPEND THE DAY: Protected by a thriving coral reef, the balmy waters of the Indian Ocean have made the Seychelles a natural home for watersports, including 14 classified dive sites. Take an accompanied dive or snorkel and you could catch a glimpse of a dolphin, manta ray and reef shark, or venture into the legendary underwater caves. For beginners, some resorts offer PADI courses over a weekend, so don't be afraid to sign-up as this is one of the best places to learn. If you'd rather be commanding the waves than swimming in them, take advantage of the low winds to explore the archipelago by yacht, powerboat or catamaran, any of which can be hired for the day. Stop off at La Digue Island for an al fresco lunch of freshly caught seafood or enjoy a sunlounger on Anse Source D'Argent beach – one of the most spectacular beaches in the Seychelles. However, no trip to the Seychelles is complete without at least some designated spa time. Private island resorts usually offer the most unique experiences, Frégate Island (fregate.com), for example, has a cliff-top rock spa complete with panoramic views of the ocean.

AND THE NIGHT: Food lovers will be in heaven here, as the dining options on these luxe retreats are second to none. All-inclusive deals are the best way to take full advantage of the culinary options and the local cuisine is Creole, which blends Indian, Chinese, African and European influences to lip-smacking success. Praslin Island, one of the most popular islands, lies 34km north east of Mahé and is home to two of the Seychelles' four nightclubs. For a wild night out, head to Jungle, which hosts top local DJs and a Tequila night on Fridays (+248 512 683).



HIP TIP! OCCUPANCY AND PRICES PEAK BETWEEN DECEMBER AND JANUARY, SO BOOK OUT OF SEASON FOR A BARGAIN

BED DOWN: If you want to hang up your designer bikini at Desroches Island, you're in luck as the whole island is one big exclusive resort. Of the resort's (desroches-island.com) accommodation options, the beach suites are a more reasonable choice than the villas and are just as fab. Decorated in natural materials, each have a freestanding outdoor bath and shower, and your very own bicycle. Prices start from around Dh\$2,900 per night.

GETTING THERE: A return flight from Dubai to Mahé with Emirates (emirates.com) costs Dh\$3,255. Check with your resort for transfers to your chosen island. ●

PHOTOS BY DAVID WAIN PHOTOGRAPHY AND GETTY IMAGES

Kanoo World Traveller

Romantic Retreats & 30 Second Concierge

- Kanoo World Traveller is the biggest consumer travel magazine in the Middle East.
- Desroches selected as Number 1 Romantic Retreat.
- 30 Second Concierge with Head Villa Host
- Ad Value: \$16,000 USD per page / Circulation: 22,260 (UAE, Saudi Arabia, Qatar, Kuwait, Oman, Bahrain)



ESSENTIAL SELECTION

Romantic Retreats

Love yourself in the lap of history, says Laura Binder, and don't be surprised if you fall in love all over again...

Desroches Island, Seychelles
Tropical, white, peaceful and dream-worthy beaches: the new must-see of the globe is simply Desroches Island. To get here, you'll need to hire a private charter and...
Remembering...
www.desroches-island.com

CONCIERGE

World's Best | Awards | Daily | Movies



THE 30 SECOND CONCIERGE

AVI PARAHOO, HEAD VILLA HOST, DESROCHES ISLAND

Is there much to see and do on the island?
Absolutely - the Seychelles location makes it perfect for conservation walks (archaeo and bird focused), and you can check out the baby turtle hatchery, feed giant tortoises, take through the national plantations, go for picnics, play tennis, have a go at rock climbing, visit the local Creole village, or simply chill out in the spa and sample our new Dr. House-like facial.

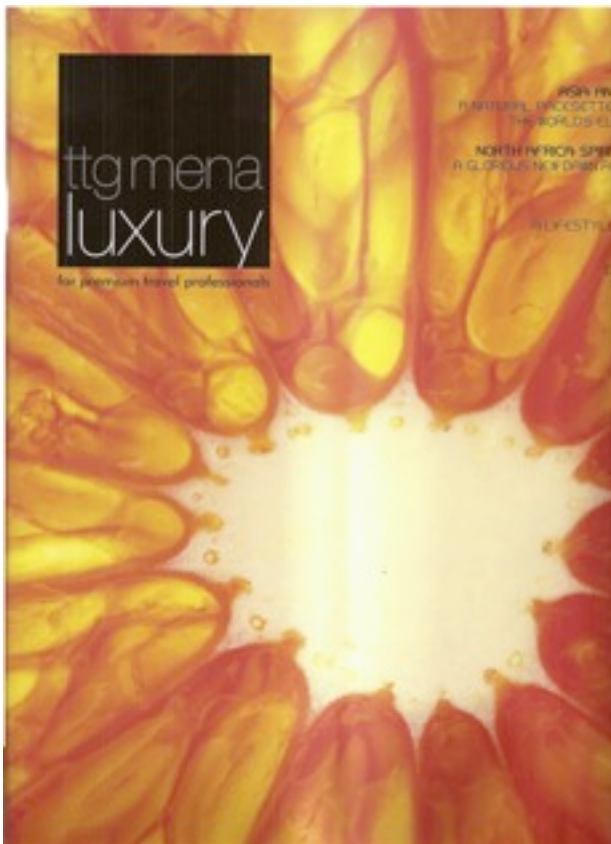
What makes Desroches unique?
Where do you go? Well, we have an all-inclusive concept, meaning you don't need to worry about additional costs. Then there are our gorgeous four-bedroom family villas, deep-sea fishing, and diving opportunities.

What can I eat on Desroches?
Fresh fish and seafood, organic Creole cuisine, fresh salads and wood-fired pizza - we have options, please just right (DROPP) for delicious, low-carb, vegetarian, omnivore, the off-the-beat and the beach - it's beautiful.

www.desroches-island.com

TTG Mena Luxury

- Spa Special - Launch of Desroches Escape Spa
- TTG Mena Luxury is sent to all travel agencies and tour operators throughout the Middle East region who specialise in luxury travel.
- Ad Value: 5,000 Euros per page / Circulation: 18,000 luxury travel agents



This image shows a two-page spread from a magazine. The top page features a dark blue rectangular box with white text that reads: "Spas will stay on the path of natural wellbeing, but the concept of holistic treatments will become more popular." To the right of this box, there are several columns of small, light-colored text. The bottom page of the spread shows a woman with long dark hair lying on her side on a bed, looking towards a laptop computer that is open on the floor next to her. The overall aesthetic is clean and modern, with a focus on luxury and wellness.

Arabian Travel News

Island Inspiration - How to Sell the Seychelles

- Desroches Island selected as top 3 islands including quote by Sarah Jensen on the Retreats and Escape Spa.
- Ad Value: \$6,125 per page / Circulation: 36,267 (print & digital)

How to sell: INDIAN OCEAN

Island inspiration

New flight links from the region and stunning new resorts make the Indian Ocean one of this year's top travel hotspots for the Middle East traveller as **Emily McCarrick** reports

Madagascar, the Maldives and the Seychelles are three of the world's most beautiful holiday spots, each drawing inspiration from the Indian Ocean and its glorious beaches. But while nature takes care of the picturesque views, holiday ease and perfect year-round holiday weather — a prerequisite for almost guests, especially among the higher end resorts, is increasingly being sought after. Luckily, selling resorts like these couldn't be easier, and with flight links from the region increasing all the time, getting there is a double-win too.

Who to sell to: Luxury travellers are quick to check Reunions de la Réunion, Bourbon, Tse and Wilson had all set up on one or more islands while, for the ultimate in privacy and exclusivity, guests can head to one of the privately owned islands, run as resorts. At the top end of the market are Sempoa Island and North Island.

Contact: Seychelles Tourist Authority, Seychelles@tse.com

HOW TO SELL / INDIAN OCEAN

HOW TO SELL SEYCHELLES

For 2011, Seychelles is the destination that has really been grabbing the limelight when it comes to the Middle East market, thanks to increasing flight links being added by Emirates. Emirates has already upped the number of flights from seven to twelve, and by the end of the year has announced it will have a double-daily service returning to the Seychelles. Meanwhile, Qatar Airways has also announced plans to increase flights to Seychelles later in the year.

It, plethora of hot new resorts have also opened up, such as the Luxury Beach Retreats on Desroches Island. Sarah Jensen, sales & marketing manager for Desroches Island says: "This are very excited to announce the launch of our new Luxury Beach Retreats, which are an entirely new phase of luxury accommodation for the great Island of Desroches, ensuring a truly five star private island experience that exceeds expectations." Representations from the property will be at Arabian Travel Market this month. "We also will launch our new Escape Spa in May, with four treatment rooms. At ATM, we hope to meet select luxury operators who have the right customers for our unique island escape."

And there's more good news for travel agents. A travel trade engagement programme is underway from the resort to educate the trade about the destination. "We engage in a calendar of travel trade focused activities throughout the year," explains Milton Masala from Seychelles Tourism Board. "We have Travel Agent Workshops to help educate agents and share with them the very latest developments. We also have travel fairs and travel Agent Fair trips — in partnership with hotels and suppliers in the Seychelles and air carriers from the GCC."

Top tip
Continuing to develop in the destination. An award to several year awards that the Seychelles have been ranked 'Best of the Best'.

WHERE TO STAY

RAFFLES PRASLIN SEYCHELLES
The newly opened Raffles Praslin Seychelles is the first Raffles in the Indian Ocean. It features 86 villas with one or two-villa villa options, complemented by the signature, round-the-clock Raffles Butler service. It is a scenic 30-minute drive from Praslin Airport and is located close to one of Seychelles' national reserves and a UNESCO World Heritage Site, the Vallée de Mai. Villas are built on gentle slopes, ensuring stunning views of both gossamer and the shimmering Indian Ocean.
Contact: www.raffles.com/indian

DESROCHES ISLAND
This slice of paradise in the hot new spot to try in the Seychelles. Visitors describe it as "beyond perfect" and the team behind the island are hitting the Arabian Travel Market this month to meet local agents. USP's include thoughtfully decorated villas, which blend perfectly with their natural surroundings and the dining in the area is second to none with no less than 14 classified area such as the amazing Desroches Drop or The Canyon.
Contact: reservations@desroches-island.com / www.desroches-island.com

MILTON SEYCHELLES LARSEN RESORT & SPA
This hot new hotel only opened last month and is located on the stunning Eilanne Island. A 40-minute boat ride on a helicopter flight from the main island of Mahé. The hotel is positioned only steps from the white-pink sand beach. All of the stunning villas at this five-star resort offer spectacular views, luxury amenities, wireless internet access and spacious living areas. A week's ocean-only stay in a standard villa starts from AED11,000 in June.
Contact: www.seychelles.larsen.com/latino

HotelierMiddleeast.com

Launch of new Luxury Beach Retreats and Escape Spa at Desroches

- www.hoteliermiddleeast.com/11300-island-inspiration/3/
- The website attracts more than 87,308 visitors per month

The screenshot shows the HotelierMiddleeast.com website interface. At the top, there is a navigation menu with categories like 'Company', 'Brands', 'Products & Services', 'Events', 'Jobs', and 'Courses'. Below this is a red navigation bar with various content categories such as 'FOR', 'B2B', 'F&B', 'LEISURE', 'BUSINESS', 'PEOPLE', 'OPINION', 'SUPPLIERS', 'RESEARCH', 'PHOTOS', 'VIDEOS', 'REPORTS', 'JOBS', and 'More'. A secondary black navigation bar lists specific topics like 'HOT TOPICS', 'CATERING MIDDLE EAST AWARDS', 'THE GREAT Q&A DEBATE', 'TRAVEL TRENDS: 2011 AND BEYOND', 'CATERING HEAD CHEF SURVEY', and 'FUN & GAMES'. The main content area features a breadcrumb trail 'HOME / ISLAND INSPIRATION' and the article title 'Island inspiration'. The article is dated 'May 22, 2011' and includes social media sharing icons. The main text discusses the Seychelles as a destination, mentioning that Emirates has increased flights and Qatar Airways has announced a double-daily service. It also highlights the launch of new luxury beach retreats at Desroches Island. A quote from Sarah Jensen, sales & marketing manager for Desroches Island, is included. The article concludes with information about representatives at Arabian Travel Market and the launch of a new Escape Spa. On the right side of the page, there is an 'EDITOR'S CHOICE' section with a featured article about St. Regis pre-opening. Below this is a 'HOTELIER DIRECTORY' section with a search bar and a 'Go' button. At the bottom right, there is a 'FREE SUBSCRIPTION OFFER' for Hotelier magazine, with a 'Subscribe' button.

Good Taste

- Good Taste is of the biggest circulating monthly magazines in the UAE with in house experts covering style, beauty, health, cuisine and travel from weekends away to once in a lifetime holidays, bringing a global round up of travel deals and exciting destinations.
- Distribution over 25,000 copies reaching 150,000 readers throughout the UAE. Ad Value is 15,000 AED (\$4087) per page. PR Value for both features \$8175 USD.

KEEP A TRAP!
2018 ALL
I love my Singapore pocket
and technique called
"Pace to remember". The
Singapore has to be one of
the most beautiful places
in the world, with picture
perfect white beaches,
great facilities, amazing food
and exciting shopping and
dining. Singapore Island
was my favorite last time
I was there, a Singaporean
style private island with
the ultimate tropical
escape from Dubai.

advice for life
tips for stress-free
travel...

**KEEP YOUR
RESERVATIONS
IN ORDER**
Don't let your
vacation plans
fall through.

**FOR A BEACH BREAK,
PACK & RAPTORS**
The only thing I don't
want to be missing in the
middle of a beach holiday
is a reliable travel
assistant.

TRAVEL TIPS
Take advantage of the
best of your country's
offerings. Make sure you
have all the necessary
documents and check
in early. It's always best to be prepared.

Plus style tips, beauty advice, travel & more **FREE**

December 2018 Issue 3

GoodTaste

Exclusive!
Helen Mirren
Sober than ever

REAL LIFE
**Abandoned
as a baby:**
the sisters
who beat
the odds

**BE
BLISSFUL!**
Unwind, relax,
do less and get
more out of life

**INSPIRATIONAL
HOME IDEAS**
14 steps of Christmas
decorations, home décor
and gorgeous gardens

**HEALTHY
CHRISTMAS
DESSERTS**
GUILT-FREE TREATS
FOR ALL THE FAMILY

GREAT GIFT IDEAS
for every budget

WIN!
CHANCE FOR FOUR
to win a PRIZE
in a lucky draw

**SMALL
CHANGES:
BIG RESULTS**
10 ways to
make your
life better

**Around
the world**
How we
celebrate
Christmas

**SIMPLE
SEASONAL
TREATS**
Feast your eyes
on 20 pages of
great recipes and
food ideas

**THE private island:
Desroches**
The Seychelles is a tropical paradise of dozens
of small islands, famous for their picture-
perfect beaches and warm, turquoise waters.
Desroches, fringed by 1km of powder-white
sandy beaches, is one of the most beautiful in all
the Indian Ocean. The entire island has only one
resort, with colonial-inspired suites and luxurious
four-bedroom beach villas scattered amongst the
coconut palms, thus ensuring utmost privacy. The
island's coral reef makes for some of the best
snorkelling and diving in the world, with big-game
fishing and boat trips to deserted neighbouring
islands also offered. With lush vegetation, nature
trails to explore and century-old giant tortoises
roaming free, this is the perfect tropical escape.
www.desroches-island.com

travel notes

**THE ROYAL RETREAT AT
RAAS HAVELI**
Jodhpur's first boutique hotel features stylish
bedrooms and sleek bathrooms – but the main
selling point is its location in the middle
of Jodhpur's ancient walled city, with
amazing views of Mehrangarh Fort,
the best-preserved fort in India.
The hotel is a combination of new
and old: some rooms are in the
original haveli, now restored, while
others are in new buildings built from
the local rose stone. In a central courtyard
are the hotel pool and restaurants. There is also
a small spa, and you have only to step outside
the majestic gates to find yourself in a
crowded street, full of rickshaws, cows
and markets. Prince Shiva Singh, son of
the Maharaja of Jodhpur, had the hotel here in
November, and Hollywood A-listers from Strip to
Bono have also stayed. www.raasjodhpur.com

**PERFECT
FOR—
couples,
honeymooners,
strepophobic!**

**THE JUNGLE HIDEAWAY:
KAHANDA KANDA**
Spectacular jungle and coastal scenery, luxurious
boutique hotels and gentle hiking through remaining tea
plantations, it's all just a short flight away. In Sri Lanka,
Stylish Kahanda Kanda is one of the country's newest
boutique hotels. Surrounded by the lush greenery of a
working tea estate, the five air-conditioned suites and
breath-taking views of palm-fringed jungle, make this
Indian Ocean retreat as good as it gets. With a stunning
infinity-edge pool, spacious dining and living areas
and an air-conditioned gym, interior designer George
Cooper's home-themed hotel offers travellers a unique
escape, with quick access by tuk tuk to Galle Fort.
Perfect for escapees wanting to unwind in one of the
most beautiful places on earth.
www.kahandakanda.com

Air Arabia is offering flights to Kuala Lumpur from Dh850. See www.airarabia.com for full details

GoodTaste 147

Legal Business

- Legal Business is the market-leading glossy monthly magazine for the UK and global legal market and reaches over 25,000 readers.

thelastword |

Wish you were here?

As the market slowly improves and the prospect of regular all-nighters returns, it's time to seriously consider your holiday options. From the perfect destination for time with your other half to the ideal team getaway after a deal closing, Jess Hudson from holiday company The Chic Collection recommends some destinations with a difference



Y For you and the other half
Desroches Island, Seychelles
 For staggeringly beautiful beaches dotted by granite boulders and lapped by warm turquoise waters, the Seychelles is a tropical romantic paradise with dozens of small islands to choose from and wild giant tortoises roaming free. The island, in the southern Amirantes archipelago, has to be the ultimate private island hideaway surrounded by 14km of powder white sandy beaches with luxurious beachfront suites and villas stylishly designed and scattered among coconut palms. Explore the jungle by bicycle, enjoy sensuous spa treatments or romantic picnics on a deserted beach and sail into the sunset on a private catamaran cruise. For ocean lovers, there is scuba diving, guided snorkelling trips to see turtles, big game fishing and island hopping. Or just laze by the pool in a hammock, enjoy a massage and sip cocktails on the private deck of your villa. Fresh seafood and local produce from the island are served Creole style, and all meals, drinks, land activities and non-motorised watersports are included in your stay. www.desrochesisland.com



Take the kids
Villas Valriche, Mauritius
 Mauritius has long been known for its luxury hotels and is especially popular with honeymooners, but the villa concept is relatively new. New luxury villa resort Villas Valriche at Domaine de Bel Ombre in the tropical unspoilt south of Mauritius launched in September and is ideal for a family getaway for kids of all ages. There are beautiful white sand beaches, warm sheltered lagoons and some of the best children's facilities anywhere on the island. If that's not enough, there's golf, quad biking and mountain biking, as well as all the water sports activities from kite surfing to sailing and swimming with dolphins. The villas have been designed with families in mind, featuring large landscaped gardens, infinity pools with child safety features, spacious patios, barbecues and heated outdoor showers. www.villasvalricheexperience.com



A weekend on the slopes
Whitepod, Switzerland
 Exhausted after a three-month stint on a deal? Do your associates look like they might lynch you if you ask them to do one more thing? Why not head to the Swiss Alps for a ski holiday with a difference. Take on the whole camp consisting of 15 space age pods and you and your team can bustle around and have as much or as little to do with each other as you want. Whitepod is nestled high above the village of Les Gerniers in its own private estate close to Geneva. Anchored on individual wooden platforms and surrounded by panoramic mountain views, the pods are a surefire way to get dinner chatter going. Any post-deal tension will drift down the valley with wild days on the slopes and plenty of après-ski fun to bring the team closer together. www.whitepod.com



A sustainable option for your sabbatical
The Sanctuary at Ol Lentille, Kenya
 The Sanctuary at Ol Lentille is one of East Africa's most exclusive safari lodges, as well as a leading conservation partnership between the local Maasai people and private investors John and Gill Elias who are resident at the ranch. There are just four fabulously luxurious, fully staffed, private safari residences set on a 20,000-acre private game reserve overlooking Mount Kenya. Each house has a butler and valet, Maasai safari guide and private 4x4 safari vehicle. Ol Lentille can be hired exclusively, or the houses rented individually, perfect for couples, families or a group of friends. The Sanctuary is very involved with the local Maasai community, and welcomes guests to visit the local Kilibe Maasai tribe and the schools and clinics on the conservancy it runs. The opportunity for guests to be 'having fun doing good' is at the centre of all that they do. www.ollentille.com



Aquarius

English speaking monthly wellness magazine. Circulation of 25,912 copies distributed throughout the UAE.



Help For Heroes Charity Event, British Embassy Dubai

- Over 700 guests attended in the gardens of the British Embassy in Dubai.
- Desroches sponsored a prize giveaways. In return Desroches Logo was on the big screen throughout the event, and he commentator was brilliant at getting the crowd going about Desroches.
- The winner bid 30,000AED for 3 nights (over £6000) and eventually booked for 10 nights at Desroches.
- The press release the organisers sent out included Desroches Island as a key sponsor. Hello! magazine and Ahlan! covered the event. The event in total raised AED420,000 (US\$110,000) so you can see there were a lot of high rollers there on the night who were all spending big bucks on the prizes and were the ideal target clients for Desroches and the Retreats sales.



Launch of Desroches Retreats at Capital Club Dubai

80 Press / VIP Guests attending cocktail party and presentation



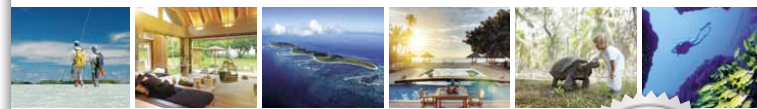
Join us...

You are invited to the exclusive Launch Party of
Desroches Island Retreats
 A unique island escape and investment opportunity in the Seychelles

Drinks and Canapés from 6:30-9:30pm on Sunday 1st May
 The Capital Club DIFC, 5th Floor

Please RSVP by 22nd April to jess@hudsonspr.me
 STRICTLY BY INVITATION ONLY

www.desroches-island.com

We Invite You to
 ESCAPE TO PARADISE



Retreat to the exclusive Desroches Island – Seychelles – only 4 hours flight from Dubai, one of the most pristine, untouched islands in the world.



With over 13 kilometres of unspoilt beaches and virgin forest, Desroches offers endless activities and facilities in a remote island setting. An exotic restaurant, extensive dive and fishing centre and a spa, all complementing the full range of five star facilities.

Perfectly positioned on the north-west facing beaches surrounded by dense, green foliage, the Beach Villas and Retreats offer added exclusivity in a style that is modern and luxurious, yet blends in with the sensuous remote island atmosphere.

25% PLUS DISCOUNTED RATES TO CAPITAL CLUB MEMBERS ON BOTH FLIGHTS AND ACCOMMODATION

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www.desroches-island.com



STAY FROM €575 PER PERSON PER NIGHT
 on all-inclusive basis (based on 4 adults sharing)
 RETURN FLIGHTS FROM MAHE TO DESROCHES: € 390 per adult and €290 per child under 12.

TARIFFS INCLUDE: Three meals daily, tea and coffee, local spirits and beers, soft drinks and house wines and all non-motorised land and water-based activities.
 TARIFFS EXCLUDE: Boutique shop purchases, premium beverages, telephone calls, spa treatments, laundry, child minding and all motorised land and water-based activities.
 TERMS & CONDITIONS: This special offer is for Capital Club Members only and is based on a minimum of 3 nights stay. Pre-payment is required at time of bookings by credit card or bank transfer. This offer is valid until 30 September 2011, subject to availability. Please quote 'Capital Club offer' when reserving your villa.

British Polo Day Charity Cup

- Put Desroches Island forward for the Charity Auction at British Polo Day Charity Cup held this summer
- Desroches logo was included in the Programme of Events and Charity Auction, as well as on the polo website, and images of Desroches on the plasma screens throughout the day providing excellent exposure for Desroches to 450 VIP guests and royalty including HRH Prince Harry and HRH Prince Rashid of Jordan.
- Many Middle Eastern clients in attendance
- Please see a short film of the day to see the profile of guests attending and the exclusive setting:
- <http://www.britishpoloday.co.uk/film/film.html>

