



Twice-weekly flights

During December 2024 to February 2025, two return flights per week will be offered between South Africa and St Helena.

St Helena's usual weekly Saturday return flight will operate from Cape Town, and the weekly Tuesday return will operate from Johannesburg.

This schedule ties in perfectly with St Helena's hottest months, where activities like hiking, diving and swimming with whale sharks are at their finest.

With all this available and greater travel flexibility, why wouldn't you tick St Helena off your bucket list?

www.flyairlink.com



Launch of the 'Celebrating St Helena' booklet

The 'Celebrating St Helena' booklet documents the collective identity of St Helena, as defined through the voices of those who know the island best. The booklet was the culmination of interviews conducted in 2021-2022 by SHG's Marketing function, involving more than 400 adult stakeholders and input from all local schools.

The booklet aims to encapsulate the common words, themes, and ideas from the research – which together form a community-defined view of 'what St Helena is all about' today in the 21st Century. The

Celebrating St Helena booklet aims to capture the authentic experiences and distinctive charm of St Helena into a cohesive narrative, and has served as a foundational stone for St Helena Tourism's current branding.

The booklet serves as a resource for both locals and visitors, highlighting the island's unique qualities and inviting everyone to share in the celebration of its identity.

Through this shared language, we hope to inspire pride among residents and curiosity among travellers, ensuring that the story of St Helena continues to resonate for generations to come.

View the [booklet](#) online.



Celebrating St Helena Island

Tourism Development Programme update

The 2023/24 Tourism Development Programme (TDP) was launched to support the delivery of the St Helena Tourism Recovery Strategy 2022-2025. The main goal was to return to pre-pandemic arrival numbers (around 5,000 tourists excluding cruise ships) by the end of 2024, which to date is 86% recovered.

Minor infrastructure improvements were made to enhance the visitor experience at key landmarks and attractions on the island. The programme also partnered with the St Helena National Trust to improve access to the historic High Knoll Fort, begin work on the Interpretation Centre for the Transatlantic Slave Memorial St Helena, and enhance the Millennium Forest conservation site.

The programme offered free tour guide and hospitality training throughout the year to up-skill existing staff and train new people in the industry. It enabled St Helena Tourism to participate in various trade shows in South Africa and the UK, in order to connect with tour operators and media. Online information materials and training modules were developed and maintained in order to ensure consistent resources for travel agents. Familiarisation trips were hosted for tour operators and media representatives to showcase the island's offerings, with the largest group visiting the island during the St Helena Showcase in April 2024.

Paid promotion (raising awareness about St Helena and how to visit) reached more than 2.5 million people combined through both print and digital marketing activities.

Around 30 new tour operators have begun selling St Helena within the past year.



St Helena Showcase

St Helena hosted its first large-scale B2B travel, tourism and investment event from 13 to 20 April 2024.

Over the course of the week, 26 invited travel trade operators and international investors (from the UK and South Africa) met with more than 50 local tourism and hospitality-related businesses and stakeholders.

The event included typical familiarisation activities, but also gave operators, potential investors and business specialists the opportunity to meet a wide range of local businesses, particularly tourism and hospitality service providers. The event provided opportunities to explore, collaborate, and develop tourism-related business partnerships.



St Helena's Day

Each year the island celebrates its national day on 21 May in honour of the island's 1502 discovery. The tight-knit community traditionally comes together to throw a street party in the capital (Jamestown), filled with music, food, stalls and a parade of floats and people dancing through the streets. This year was no different. With the theme being 'identity', the parade was filled with floats craftily made depicting natural wonders like Heart-shaped Waterfall and traditions such as rock fishing.

The opening ceremony included a marching parade by uniformed contingents on the island. Throughout the day interactive stalls raised appreciation for the island's heritage and beauty, and engaged the community through activities like listing Saint phrases. A food competition for the Best Fishcake and Best Tomato Paste took place. The day concluded with traditional country dancing.

