

A close-up photograph of vibrant red sand dunes, showing the texture and undulating shapes of the sand.

Mauritius







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Message from the Chairman



Our future strategy will focus on branding of Mauritius around sustainability and inclusive tourism.

VIJAY COOMARSINGH BHUJOHORY

The tourism contribution to our economy has been excellent. We registered growth in tourist arrivals of 4% amidst a year where we faced cyclone Berguita in January 2018 which brought lots of disturbance in our passenger inflows and the cessation of flights from Beijing and Guangzhou as from October 2017 has caused a dip in arrivals from the China market. We also had to manage the negative impact of a plague epidemic in Madagascar which in turn had an adverse effect on tourist arrivals to the Indian Ocean.

We have the firm belief that under conducive market conditions, the Mauritian tourism sector could grow beyond 7% per annum with the right mix of hotel rooms and uplift from the various markets. It is to be noted that during the calendar year 2017, ten major hotel resorts embarked on major renovations and product rebranding. This, in itself, represents a shortfall of three thousand room nights in 2017/2018. However, this renovation cycle has brought a major boost to our tourism industry and today Mauritius is better known as an exclusive luxury destination. This has contributed to the positive sustained growth in

tourism receipts of MUR 60.3 billion recorded in 2017, representing an increase of 8%.

We have always worked towards this objective, and we are pleased to see the gradual restructuring of the MTPA team both at Head Office and abroad to support this objective. PR Representations have been consolidated in core markets and new PRs have been appointed in emerging markets such as the Benelux, the Middle-East and the Nordics. By end of this year, we will also have Advertising Representations in France, UK, Germany, and India.

We reckoned the importance of a revamped air access strategy as part of an overall strategic structure to take the tourism sector to new heights. The MTPA Board made it an acceptable fact that strategy should be aligned to boost arrivals not only from the 'Point to Point' airlines but also to have a dedicated 'hub strategy' with Emirates [Dubai], Turkish Airlines [Istanbul], KLM/MK [Schipol], Air Mauritius [Changi]. We also see it even broader with MK in Charles de Gaulles and in Johannesburg. We welcome Government initiative of having a

new hub in Nairobi and attracting to our shores key airline brands such as Saudi Airlines/Kenya Airways and KLM in the Mauritian airspace. But we have the strong belief that much more can be done to have an air access strategy that follow the pace of the development of the tourism sector.

MTPA marketing strategy so far has been driven in markets with growth potential but we found it also important to invest in future trendy outbound markets, especially the ASEANS [South Korea, Malaysia, Singapore, Japan]. We supported marketing actions that attracted growth from the traditional European markets such as [France, the UK, Germany, Switzerland and Italy], as well key European cities connected through hubs [UK, Germany, Switzerland, Eastern European, Nordics amongst others].

China has been a big bone of contention. Since 2016, China has suffered from certain key structural imbalances in connectivity, hotel room allotment and visibility which have affected growth. This situation seems to be more precarious presently with an unstable distribution resulting into reduction of seat capacity and cessation of flight operation in Beijing. The MTPA is sparing no effort to reconquer the Chinese market and hopefully a concerted solution is adhered to by one and all very shortly.

India remains a market of good potential. We will soon be reaching 100,000 Indian tourists, and this market has had good marketing support from the Board. In 2019, India will have an Advertising Representation.

The Middle-East has been the market that has also received the Board's attention. Indeed, the results are tangible with arrivals more than quadrupled in 2018.

On the Regional front, Reunion market is back on the growth track after several months. South Africa is still performing laudably.

Future outlook

The year 2019 will be a very challenging year. We are worried that the BREXIT effect will start to be felt. We will still have to strive hard to re-establish

growth from the Chinese market, and with the price of fuel on the rising trend, we need to devise the right strategy and be very proactive, taking into account that we are operating into a very competitive world. This urges all us to strategise much beyond the horizon.

Given the context, MTPA approach will focus on the following:

- ✧ Boosting the low and shoulder season
- ✧ Attracting growth from robust economies of Europe
- ✧ Exploiting the hubs
- ✧ Capitalising on Africa/Regional markets
- ✧ Managing uncertain markets: China, India and UK
- ✧ Organising local and world class events
- ✧ Promoting the MICE /Wedding segment
- ✧ Strengthening the cruise segments with the new terminal being operational in 2019

The MTPA's realistic tourism growth target for 2019 will be around 5%. This will be achieved by getting all stakeholders moving in harmony, and strike in togetherness.

Our future strategy will focus on branding of Mauritius around sustainability and inclusive tourism.

I believe in our potential to do even better and wish to extend my thanks to all members of the board for their contribution to the success of the tourism industry. I also want to thank the Minister of Tourism, Hon. Anil Gayan, for the confidence and trust bestowed upon the MTPA board.

We look forward to making 2019 a brighter year with the collaboration of all our key partners in the Mauritian tourism industry.



Message from the Director



The industry has experienced laudable growth since the last three years. Tourist arrivals have increased from 1.15 million and will likely cross 1.4 million by 2018. This success has been the fruition of concerted efforts on the part of one and all. I take this opportunity to thank my predecessors for this achievement.

Since I resume office in June 2018, I have set as objectives to cruise at a sustainable annual growth rate of 5% for the coming three years, a reasonable target in the context of a widened tourism base knowing that 2019 will be a very challenging year for the Mauritian tourism industry. We will need to face market realities not necessarily in the ambit of our control: rising fuel prices, the uncertainty related to BREXIT, continuous decline in tourist arrivals from China as a result of an unstable distribution and the reduction in seats capacity from the Indian market.

To this effect, MTPA strategy will focus on first and foremost having the right Organisational Marketing Support structure capable of reacting

proactively to tap growth in both the core and the emerging markets. Actions initiated in this regard have been the consolidation of MTPA PR representation in core markets and appointment of new PR representations in emerging markets such as the Nordics and in Saudi Arabia.

Proximity to the consumers will be also one of my key priorities. The Board has been solicited to approve the appointment of advertising agencies in markets that will respond to MTPA's growth objectives. The procedures initiated, we expect by December 2018 to have advertising representations in India, Germany, UK and the Middle-East. Having said so, we will have a revigorated team to address the challenges of 2019.

MESSAGE FROM THE DIRECTOR

Repositioning Mauritius in the league of Luxury, lifestyle, glamour and shine back as the gem of the Indian ocean.

ARVIND BUNDHUN

With the team set in place, the MTPA will focus on strategy pertaining to:

- ❖ Boost tourist arrivals for the low season 2019 by at least 10%
- ❖ Capitalise on tourist arrivals from robust economies of Europe: Germany, France, Eastern European, Nordics amongst others
- ❖ Exploit hubs and the huge network conferred to us by EK, Turkish Airlines and MK/KLM
- ❖ Streamline Africa strategy and exploit full potential of 'Rising Africa' through Johannesburg/Nairobi
- ❖ Manage uncertain markets: UK, China, India, our 3 core markets
- ❖ Define Segments and MICE focus
- ❖ Organise World Class Events

We will also make it a priority to use all media platforms that we reckon would bring us that added value. Bonding with the trade will be done through roadshows and during our presence in the major world tourism events. Actions on niche markets will also figure amongst our top priorities, with more presence and visibility in specialized event such as diving, golf, or marriage fairs. We will stress on the fact that the destination is very upscale and affordable.

Growth of the tourism industry hinges on the collaboration of all stakeholders. I count of on the employees of the tourism trade to continue as it has been in the past to express their 'unique hospitality' through their smiles. Collaboration of the airlines, the hotels and the DMCs are vital. With all stakeholders on board, aligned strategies and looking beyond the horizon, I am optimistic about a positive future for the tourism industry.



Corporate Governance





Overview of the MTPA

The Mauritius Tourism Promotion Authority (MTPA) is a parastatal organisation established in 1996 by the MTPA Act. It is administered by a Board of Directors and operates under the aegis of the Ministry of Tourism.

Mission statement

To enhance the image of Mauritius as a prime holiday and up-market destination through consolidation of traditional markets and tapping into new and emerging market segments.

CORPORATE GOVERNANCE

Objects of the MTPA

1. To promote Mauritius abroad as a tourist destination by:
 - Conducting advertising campaigns and participating in tourism fairs;
 - Organising, in collaboration with the local tourism industry, promotional campaigns and activities in Mauritius and abroad;
2. To provide tourists with information about facilities, infrastructures and services available to them in Mauritius;
3. To initiate such actions as may be necessary to promote cooperation with other tourism agencies;
4. To conduct research into market trends and opportunities as well as disseminate such information and other relevant statistical data on Mauritius.
5. To advise the Minister on all matters relating to the promotion of tourism.

Corporate Governance

The Board, Management and staff of the MTPA are fully supportive and committed to principles of integrity, transparency and professionalism as recommended by the code of Corporate Governance. Furthermore, the MTPA ensures that all its activities are conducted in compliance with the characteristics of good corporate governance, namely:

- ❖ Discipline
- ❖ Transparency
- ❖ Independence
- ❖ Accountability
- ❖ Responsibility
- ❖ Fairness

THE STRUCTURE OF THE BOARD AND ITS COMMITTEES

Board of Directors

The MTPA is headed by a Board comprising the Chairperson and six members, three of whom represent the private sector and three the public sector, as provided in the MTPA Act.

For the financial period July 2017 to June 2018, the MTPA was administered by the following Board members:

Chairperson

Mr Vijay Coomarsingh Bhujohory

Members

Mrs C. R. Seewooruthun
Permanent Secretary,
Ministry of Tourism

Mrs V. Pareatumbee

Lead Analyst
Ministry of Finance

Mr Namasivayen (Ken) Poonoosamy
Officer-in-Charge,
Economic Development Board Mauritius

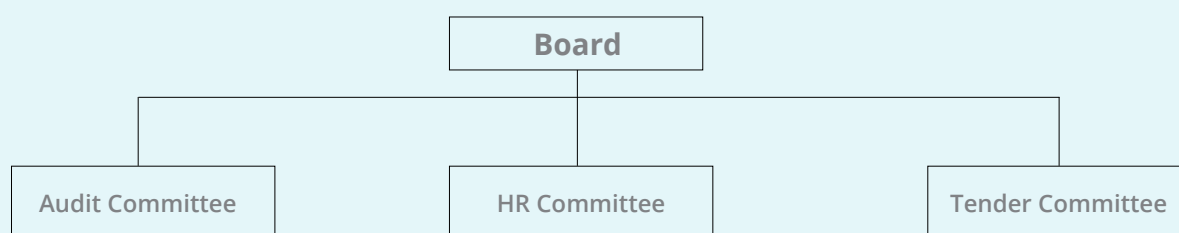
Mr A. Martin-
Former Chief Marketing Officer,
Sun Resorts Ltd

Mr J. Kwok
CEO,
AHRIM

Mr Neezam Jeetoo
Director,
South Gate Island Tours

CORPORATE GOVERNANCE

Committees reporting to the Board



To enable the Board to give closer attention to important issues facing the MTPA, three sub-committees were created. These committees' memberships have been determined on the basis of their appointed members' experience, skills and competencies.

HR Committee

The role of the HR Committee is to provide an efficient mechanism for the detailed examination of selection and appointment processes concerning the Authority's officers. The MTPA HR Committee met 7 times during the period July 2017 to June 2018.

During the period under review the following were members of the HR Committee:

Chairperson

Mrs C. R. Seewooruthun - *Permanent Secretary, Ministry of Tourism*

Members

Mr J. Kwok - *CEO, AHRIM*

Mrs V. Pareatumbée - *Lead Analyst, Ministry of Finance*

Mr K. Ramkaloan - *Director MTPA (in attendance) (until 31 December 2017)*

Mr A. Bundhun - *Director MTPA (in attendance) (as from 01 June 2018)*

Tender Committee

Tender Committee looks into all matters regarding procurement, be it of goods, other services or consultancy services. For the period July 2017 to June 2018, the MTPA Tender Committee met 46 times.

The members of the Tender Committee are as follows:

Chairperson

Mrs V. Pareatumbée - *Lead Analyst, Ministry of Finance*

Members

Mrs C. R. Seewooruthun - *Permanent Secretary, Ministry of Tourism*

Mr N. Jeetoo - *Director, South Gate Island Tours*

Audit Committee

The Audit Committee was set up on 28 November 2011 and comprises the following members:

Chairperson

Mr J. Kwok - *CEO, AHRIM*

Members

Mr Namasivayen (Ken) Poonoosamy - *Managing Director, Board of Investment*

Mr N. Jeetoo - *Director, (as from October 2018) South Gate Island Tours*

The Head of the Internal Audit Section attends and reports to the Audit Committee.

The main axes of the Audit Committee's Terms of References are:

- (a) Risk Assessment and Internal Controls;
- (b) Internal Audit based on Internal Audit Plan;
- (c) External Audit; and
- (d) Financial Statements.

The Audit Committee is authorised by the MTPA Board to investigate any activity within its terms of reference. It is authorised to seek any information it requires from any employee and all employees are directed to cooperate with the committee upon any request therefrom.

During the period July 2017 to June 2018, the Audit Committee met 1 time.

CORPORATE GOVERNANCE

Representation on Board and Committees

The members of the Board and Sub-Committees for the period July 2017 to June 2018 is as follows:

Name	Board	Audit Committee	HR Committee	Tender Committee
Mr V. Bhujohory	•			
Mrs C. R. Seewooruthun	•		•	•
Mr A. Martin	•			
Mrs V. Pareatumbee	•		•	•
Mr J. Kwok	•	•	•	
Mr N. Jeetoo	•	•		•
Mr N. Poonoosamy	•	•		
Mr R. Moolye (<i>Alternate</i>)	•			
Ms A. Velappa-Naiken (<i>Alternate</i>)	•			•
Mrs S. Govedo (<i>Alternate</i>)				•

Name	Board	Audit Committee	HR Committee	Tender Committee
Total Number of Meetings	19	1	7	46
Mr V. Bhujohory	19			
Mrs C. R. Seewooruthun	17		7	3
Mr R. Moolye (<i>Alternate</i>)	1			
Mr A. Martin (<i>as member</i>)	5			
Mrs V. Pareatumbee	15		6	40
Ms A. Velappa-Naiken (<i>Alternate</i>)	1			3
Mr J. Kwok	13	1	3	
Mr N. Jeetoo	17	1		36
Mr N. Poonoosamy	6	0		
Mrs S. Govedo				38

The Director attends every meeting of the Board and often takes part of the deliberations but does not vote on any matter before the Board.

CORPORATE GOVERNANCE

Directors' Profile

Mr Vijay Coomarsingh Bhujohory

Mr Bhujohory is a highly motivated and accomplished business leader with a broad exposure in the Aviation & Tourism Industry, a Fellow of Chartered Management Accountant (FCMA) and a Chartered Global Management Accountant (CGMA) with extensive financial and commercial expertise.

Mr Bhujohory has played a key role in the organic growth of the national carrier, Air Mauritius Ltd, during his 22 years in office. He has a wide experience in Route & Market Development in Europe, Africa, Australasia, regional and emerging markets, namely India and China. He has always believed in close collaboration with the principal stakeholders of the industry, namely Airline Operators, hoteliers, tour operators and Destination Management Companies (DMC). He has also brought a radical change in the supply chain management and lent a strategic dimension to the procurement process. He pioneered a complete paradigm shift in the acquisition of goods and services with the introduction of 'the total cost of ownership' concept. This brought a continuous improvement culture across the supply chain through innovation and best practice.

During the past years, he has been involved in various business transformation projects and 'change management initiatives' ranging from Company repositioning, product rebranding to Corporate strategic review with Key Industry Leaders.

Mr Arnaud Martin

Mr Martin has been a Board member of the MTPA from 1997 to 2014, Chairman from January 2015 to December 2016 and Board member from 28 April 2017.

Mr Martin was chairman of the

Association des hôteliers et restaurateurs de L'île Maurice (AHRIM) in 1996/97 and 2003/04, equally Chairman of World Leisure Holidays in South Africa and Solea Vacances in France, with a joint turnover of roughly US\$ 50 million. He obtained twice the Leading Hotel of the World chairman's award for outstanding Public Relation campaigns. He was as well once honoured with the American Advertising Award.

In 1987, Mr Martin joined Pullman International Hotels as Commercial Director for the Indian Ocean, a post he held for one year. In 1988, he joined Sun International Hotels (SIH) which was then under the helm of the leading entrepreneur Sol Kerzner, founder of Southern Sun Hotels. He served as Commercial Director Indian Ocean, until the 2008 split between SIH and Sun Resorts. From that year to 31 July 2014, he occupied the position of Executive Director and Chief Marketing Officer with Sun Resorts.

Mr Martin holds an MBA from University of Cape Town's Graduate School of Business.

In 2006, he was elevated to the rank of Commander of the Order of the Star and Key of the Indian Ocean for distinguished service to the tourism industry in Mauritius.

Mrs Chand Rye Seewooruthun

Mrs Seewooruthun acquired substantial experience in the public sector administration and management for having worked successively at the Ministry of Civil Service & Administrative Reforms, the Ministry of Industry. She occupied the post of Deputy Permanent Secretary at the Home Affairs Division, Prime Minister's Office and was subsequently appointed as Permanent Secretary in April 2012. As from March 2016, she has held the position of Permanent Secretary at the Ministry of Tourism.

She holds an MBA from Leicester

Business School, UK (1994), a Masters in Public Sector Management from the University of Technology, Mauritius (2004) and a Cycle International d'Administration Publique (CIAP) Diploma from Ecole Nationale d'Administration, France (2005). She also attended the Senior Leaders Seminar organised by the Africa Centre for Strategic Studies in Washington D.C in 2013 and the Planning & Policy Development Course/Gender-Based Violence and Women's Health Seminar in Texas in 2014.

Mrs Vailamah Pareatumbee

Mrs Pareatumbee joined the administrative services in 1980 and moved to the Ministry of Finance (Management Audit Bureau) in 1989, as Accounting Technician. She was offered appointment as Accountant in 1990 and then promoted successively to Senior and Principal Accountant in 2003. This post has been restyled twice as Principal Financial & Management Analyst and then to Lead Analyst.

Mrs Pareatumbee is also a member of the MTPA Tender and HR Committees. She is the Board member of the Mauritius Ports Authority since October 2013. She is also a Fellow of the Association of Chartered and Certified Accountants. She also holds an MBA.

Mr Jocelyn Kwok

Mr Kwok is the Chief Executive Officer of Association des hôteliers et restaurateurs de l'île Maurice (AHRIM) since 2011. Kwok is since 2011 the Chief Executive Officer of AHRIM (Association of Hoteliers and Restaurants - Ile Maurice), the main professional association of private operators and lead spokesperson in the hospitality industry, liaising with Government, Institutions and the Media. In his capacity, Jocelyn Kwok is also involved with the main tourism bodies, namely as a Board member

CORPORATE GOVERNANCE

Directors' Profile (continued)

of the MTPA (Mauritius Tourism Promotion Authority) and a member of the Star Rating Committee under the Tourism Authority. He is also often called upon to co-chair public-private sector meetings on tourism issues. As a member of Business Mauritius, he is nominated as a Council member of the HRDC (Human Resource Development Council), and a member of the National Wage Consultative Council. He is currently a Fellow Member of the MloD (Mauritius Institute of Directors).

Prior to joining AHRIM, Mr Kwok was the General Secretary of the Mauritius Chamber of Agriculture where he led industry positions with particular focus on international sugar trade and local food production. From 1991 to 2006, Mr Kwok was a Management Consultant at De Chazal Du Mée, acquiring the Partner status in 1998. He was Head of the Marketing and Economic Studies Service Line, specialising mainly in socio-economic studies, market research surveys and impact studies. Mr Kwok also had the opportunity to serve as Co-Chair of the Maurice Ile Durable Fund (2008 – 2010) and Councillor at the National Economic and Social Council (2009 – 2014).

Mr Kwok holds a Masters Degree in Business management (Maitrise de Science de Gestion - 1991) and a first Diploma In Economics (DEUG Sciences Economiques - 1989) both from the University of Montpellier, France.

Mr Namasivayen (Ken) Poonoosamy

Mr Poonoosamy is the Officer-In Charge of EDB Mauritius (formerly known as the Board of Investment/BOI), the country's national investment promotion agency.

Since joining BOI in 2005, he led various directorates within the organization and has used his international expertise to develop and promote Mauritius as a competitive global hub. During his tenure, investments thrived in financial services, logistics, BPO, ICT, the seafood and Freeport sectors.

Mr Poonoosamy is a regular speaker at international conferences on Africa related investments, at Institutes of Public Administration on good governance, on business practices as well as a number of sector specific issues. Prior to joining the BOI, he served at the Mauritius Freeport and at Deloitte and Touche.

Mr Poonoosamy holds a Master's degree in Port and Shipping Management, a BA (Hons) Economics and International Trade from Leeds Metropolitan University (UK), in addition to a professional diploma in shipping from Lloyds (UK). He is also an alumnus of the École supérieure des sciences économiques et commerciales (ESSEC) in France.

Mr Neezam Jeetoo

Mr Jeetoo is the Director of Southgate Group of Companies. He is also the Chairperson of the Tourism Promotion Association.

DIRECTOR APPOINTMENT PROCEDURES

As per the MTPA Act 1996, the MTPA is administered by a Board with a Chairperson and six members, three of whom represent the private sector and three, the public sector.

Members are appointed by the Minister to whom the responsibility for the subject of tourism is assigned. They are selected on the basis of experience and proven ability in the field of tourism, industry, trade, finance, administration or special knowledge or experience that render them fit and proper for membership.

Every appointed member holds office for two years and are eligible for re-appointment.

DIRECTOR DUTIES, REMUNERATION AND PERFORMANCE

Board meetings

The Chairperson and the Secretary to the Board are responsible for scheduling the Board meetings. These meetings are usually conducted on a monthly basis. Special meetings are also convened for urgent matters.

During the period July 2017 to June 2018, the Board met nineteen times under the Chairmanship of Mr V. C. Bhujohory, nine of the aforesaid meetings being special ones.

It is the duty of the Secretary to the Board to circulate all necessary documents in a timely manner prior to the meetings to facilitate discussions and allow members to take informed decisions. Professional advice is also sought where required to assist Board members in their duties.

REMUNERATION OF MEMBERS

During the period July 2017 to June 2018, a total amount of MUR 1,283,526 has been paid as Directors fees.

RISK GOVERNANCE & INTERNAL CONTROL

Prior to an audit exercise, an internal audit plan is prepared and submitted to Management for its views and additional area to be audited. Thereafter, the Audit plan is presented to the Audit Committee and submitted to the Board for approval.

Based on the audit plan, internal audit exercises are carried out and all discrepancies, weaknesses, errors and omissions, observations and shortcomings noted during the course of the internal audit exercise are assessed with due diligence.

The impact and risks associated with discrepancies are analysed in depth and the internal audit ensures that the impact of the risks do not affect the normal business of the MTPA. Normally, all the observations and discrepancies noted are first discussed, cleared and agreed with the officers responsible of the department and market and submitted to Management for corrective actions with recommendations.

Following Management's views, comments and positive response for corrective actions, the report is submitted to the Audit committee to take cognisance of and finally submitted to the Board for consideration.

Internal Control procedures are set in such a way to detect risks and to ensure that all activities undertaken by MTPA are according to established rules and regulations.

Risks mitigation actions are taken into consideration to do away with such risks.

REPORTING WITH INTEGRITY

MTPA which is a non-profit making organisation does not have a CSR strategy as such. It nevertheless assists in community development through promotion of local talents (artists, sega performers, etc) and contributes in the making of the Mauritius Taxi Map. It also partners with religious, social and cultural stakeholders for the organization of events like the Messe du Tourisme, the Père Laval Pilgrimage, Festival International Kreol, China Town Festival, amongst others.

AUDIT

This item has been extensively covered under Risk Governance & Internal Control.

RELATIONS WITH SHAREHOLDERS AND OTHER KEY STAKEHOLDERS

The MTPA regularly conducted meetings with its stakeholders on major and emerging markets for

joint projects, press and fam trips, participation in international fairs and roadshows and also for advertising campaigns. MTPA stakeholders include mostly airlines, hoteliers, tour operators, DMCs and tourism associations.

Annual PR meetings were also held for the major markets like France, UK, Germany, Switzerland, Italy, Benelux and Nordic countries, China, India, Reunion, South-Africa and Kingdom of Saudi Arabia.

As at 30 June 2018, 53 staff were employed by

MTPA. Mr A Bundhun assumed duty as Director of the Authority on 01 June 2018. Mr K Ramkaloan previously served as Director from 10 August 2015 up to 31 December 2017 and Mr V Haulder, Deputy Director was acting as Director for period 01 January to 31 May 2018.

ORGANISATION OVERVIEW

The MTPA staff structure as at 30 June 2018 was as follows:

Grade	No of staff
Director	1
Deputy Director	1
Financial Analyst	1
Tourism Promotion Manager	2
Manager	1
Finance Manager	1
Tourism Promotion Officer	5
Digital Marketing Manager	1
Marketer	1
Internal Auditor	1
Administrative Secretary	1
IT Officer	1
Principal Accounts Officer	1
HR Officer	1
Web Officer	1
Senior Accounts Officer	2
Graphic Designer	1
Events Officer	1
Tourist Information Officer	4
Accounts Clerk	3
Confidential Secretary	2
Office Management Assistant	3
Management Support Officer	4
Receptionist/Telephonist	1
Head Office Attendant	1
Office Attendant	4
Driver	7



Strategic Objectives

Government 2015–19 Programme lays emphasis on **“re-establishment of reputation of Mauritius as an up-market destination for the quality of its tourist product based on a brand promise of excellent service delivery.”**

MTPA has worked out strategic priorities that would contribute to the Government broader economic vision and the performance of the tourism sector. The overarching objective is to drive growth in tourist arrivals while reinforcing the premium brand of the destination. All decisions on resource allocations, market and sector prioritization, and projects will be based on this overriding objective.

A five-pronged strategy is being implemented as follows:

- (1) Grow a portfolio of markets that drives current opportunities and creates future market positions. A future focused approach is being adopted to explore and strengthen new and opportunity markets to sustain the medium and long term growth of the industry. MTPA is working on a prioritized portfolio of markets namely, core markets, emerging markets and opportunity markets. There is need to diversify core markets by focusing more on China and India which have got high potentials.
- (2) Drive preference for visitors to Mauritius, thus differentiating it from other competitive island destinations. It is important to position Mauritius as an ideal holiday destination offering value-added in terms of services, products and experiences and establish Mauritius as an all year round destination. Attractiveness of the destination and its visibility are being enhanced by the organization of worldly events, such as the Rugby Tournament and the Afrasia Golf Tournament, which will be broadcast to millions of viewers overseas. Mauritius is being further promoted as a global tourism destination through global campaigns on major international media and TV channels.
- (3) Develop new market segments including MICE, golf and cruise with a view to targeting premium and high spending visitors. Special marketing campaigns are implemented to promote this segment while highlighting the existing infrastructural support and facilities available for these activities.
- (4) Making greater use of E-marketing platform. Digital channels, digital brand Campaigns and social media platform are being used to drive preference for Mauritius. MTPA is broadening the levels of connection with target audiences through a range of measures focused on engagement and interaction with active considerers. Continued strong preference for Mauritius in priority markets is being supported by effective acquisition traffic to the new website with paid (search engine marketing, online display, advertising etc) and organic (natural and algorithm driven results) services.
- (5) Improve the performance of the shoulder and winter months to level up the number of arrivals during the year which will create more predictability for the hotel industry and other operators.

STRATEGIC OBJECTIVES

CORE MARKETS

Markets	Strategies to be implemented
FRANCE	<ul style="list-style-type: none"> Experiences from leisure to sport activities, cultural to gastronomic adventures, and the ultimate experience in meeting with the Mauritians who are very warm and welcoming. Position Mauritius as a the ideal holiday destination offering added-value in terms of diversity Increase product knowledge and diversity of the destination to the trade through training Intensify presence by focusing on niche markets and high-yield travelers Widen the destination presence in both media and Tour Operators actions and increase volume in low and shoulder seasons
UK	<ul style="list-style-type: none"> Maximize capacity year-round and ensure investment in marketing activity that yeilds high returns. A strategy based on visibility, B2B and B2C actions and an online digital approach As competition grows from other long-haul destinations, Mauritius needs to become top of mind. Marketing activities will continue to build the profile of the Mauritius brand in the UK marketplace but most importantly it must convert into sales. Mauritius differs from competitors as it has so much more to offer. Mauritius' diversity makes it attractive to mainstream and niche markets, which can be coordinated to ensure a continuing product life cycle, year round to ensure good returns in both high and low seasons. A collaborative approach to marketing Mauritius' unique attributes will be adopted. This will position and build Mauritius' reputation as a destination, which delivers the authentic and world class experiences visitors demand; from internationally renowned built and natural heritage, to the vibrant contemporary culture of Mauritius's melting pot; from adventure to indulgence.
GERMANY	<ul style="list-style-type: none"> Position Mauritius as a the ideal holiday destination offering added-value in terms of service, facilities, experiences Increase product knowledge and diversity of the destination to the trade through training Intensify presence by focusing on niche markets and high-yield travelers Widen the destination presence in both media and TO actions and increase volume in low and shoulder seasons
ITALY	<ul style="list-style-type: none"> Regenerating experience, fun for families, sport, MICE. Go beyond the Luxury & bridal destination to catch more opportunities and make them profitable. This message is also the one finally bringing Italians outside the hotel to better disperse their spending on the island. Promote the destination as great combination of products and experiences in a totally safe environment and focus on the authenticity of the experience in the Indian Ocean. Increase consumers demand with a strong advertising campaign in collaboration with Tour Operators.

STRATEGIC OBJECTIVES

CORE MARKETS

Markets	Strategies to be implemented
SWITZERLAND	<ul style="list-style-type: none"> • Position Mauritius as a year-round destination which offers very attractive and competitive offers during low season • Mauritius - the ideal holiday destination offering added-value in terms of service, facilities, experiences • Increase product knowledge and diversity of the destination to the trade through training • Intensify presence by focusing on niche markets and high-yield travelers • Widen the destination presence in both media and TO actions and increase volume in low and shoulder seasons
INDIA	<ul style="list-style-type: none"> • To focus on niche segments such as Polo, Golf, MICE, Wedding, Cruise, Bollywood shoots, Senior Citizens, Double Income No Kids Segment (DINKS), Honeymoon. • To create consumer pull towards the destination and engage Agents to create push for the destination • Joint traditional sales activities with private sector. • Developing partnerships with trade, media and key brands; • Advertising campaigns in key publications, multiplex, consumer magazines, TV advertising, Online Advertising & Social Media • To create PR generating activities in key cities in India; • Maintain strong working relationships and sharing destination knowledge with the trade & press through FAM trips; • Participation in a wider number of fairs, workshops, and roadshows to stimulate B2B partnerships and consumer awareness in the destination. • Organise FAM trips expose as many tour operators, travel agents and media as possible to the different products the Island has to offer • Maintain a strong presence on Social Media
CHINA	<ul style="list-style-type: none"> • Emphasis on E-marketing particularly on Wechat and Tuniu. • Increase relations and exchanges with Chinese Government bodies in the field of tourism. • Maintain close relationship with the Chinese travel trade to ensure their commitment to the destination. • Expansion into new strategic second-tier cities. • The use of visuals and taglines will highlight our Key Selling Propositions i.e. uniqueness, diversity of offerings, air purity, along with the idea of quality and exclusivity, to contrast with our competitors. • Key segments will include wedding, honeymoon. New niche segments to be (further) developed comprise family, golf, sports, MICE and Vanilla Islands. • Establish Mauritius as an all-year-round destination.

STRATEGIC OBJECTIVES

CORE MARKETS

Markets	Strategies to be implemented
REUNION	<ul style="list-style-type: none"> • A concerted approach, including joint marketing campaigns with the main Tour Operators in Reunion to market the destination. • Focus of new target groups such as short week end trips for concerts, elderly segment, Comité d'entreprises; • More focus on the plethora of activities such as cultural, green, sports, shopping, religious and golf activities in addition to traditional offerings. • Reinforce on innovative products. The communication is very hotel-oriented with not much differentiation in agencies. Add value through communication tools such as posters to promote the destination and its assets in travel agencies. Communicate on products that do not exist or cannot be practised in Reunion, wild nature activities (safari, quad, watersports & diving). • Reformulate the wedding scheme to target wedding groups. • Create regular buzz action: e.g. interactive digital installation to arouse the curiosity of reunion travellers for Mauritius & Implement a strong social media plan to induce a major influence on young and connected travelers
SOUTH AFRICA	<p>An all-encompassing holiday destination</p> <ul style="list-style-type: none"> • Target niche markets i.e. Black through adverts in magazines and online, reality shows etc • Educating and training the distribution channel and creating a feeling of partnership • Partnership in Tourism and Travel Fairs • Undertaking low season joint venture campaigns • Disseminating information online • Broaden the scope of positive press awareness and coverage to a wider and relevant group of media (Print, digital and broadcast) • Educate the market on the diversity and rekindle memories and relationships

EMERGING MARKETS

New impetus for every markets that have tremendous potential for the future

Markets	Strategies to be implemented
SCANDINAVIAN COUNTRIES (Denmark, Finland, Sweden, Norway)	<ul style="list-style-type: none"> • Roadshows with Travel Trade • Joint promotion with TUI • Participation in consumer events in Copenhagen • Press and Fam Trips
EASTERN EUROPE (Poland, Czech Rep, Hungary, Roumania, Baltic States (Estonia/ Lithuania), Russia, CIS Countries (Kazakistan, Uzbekistan, Ukraine, Armenia, Azerbaijan)	<ul style="list-style-type: none"> • Joint promotions with airlines • Participation in fairs and workshops. • Press and Fam Trips • Multi segment strategy to target family, weddings, golf. Low season approach to make Mauritius visible as an all year-round destination
MIDDLE EAST (Saudi Arabia, Qatar, Kuwait, Oman, Turkey, United Arab Emirates)	<ul style="list-style-type: none"> • Position Mauritius as a luxury destination, attracting high spending visitors. • Maintain current airlift and/or increase airlift whenever possible • Achieve a year on year increase in arrivals to Mauritius, particularly focused on promoting low season travel.

STRATEGIC OBJECTIVES

NEW MARKETS

Markets	Strategies to be implemented
AFRICA	<p>Develop Nairobi Hub to offer bush and beach product offering targeting feeder markets namely Nigeria, Uganda, Tanzania, Angola AND Botswana. Tour operators from Kenya will develop packages to tap captive markets, Europe, Asia and USA.</p> <p>Africa Air Corridor: Position Mauritius as the gateway to Asia and attract visitors flying through Dar Es Salam to stop over Mauritius on their way to Asia. Top Indian diaspora from Kenya.</p>
OTHER ASEAN COUNTRIES (Japan and South Korea)	<ul style="list-style-type: none"> • Joint promotions with MK • Workshops with stakeholders • Press and Fam Trips

OTHERS

MICE	<ul style="list-style-type: none"> • A strategy based on visibility and communication in the added value attribute and facilities provided by the destination across key European and Asia MICE Market. • Presence in major MICE fairs (IMEX Frankfurt & EIBTM Barcelona), in May and December respectively, the destination is focussing on FAM/ Press trips from emerging MICE markets and traditional European MICE markets as well as MICE workshops in Major European cities with high potential such as Paris and London • Specific attention is given to the Reunion, Indian and Chinese markets where there are big untapped potentials for incentive groups to Mauritius. • Further cooperation between public and private sector (ITMA) and MICE service providers (hoteliers, travel agents, airlines,) are being encouraged in order to strongly position the diversified MICE products/services. As such Mauritius provides a wide gamut of products that could be combined in tailor-made MICE experiences ranging from sports, activities, culture, gastronomy and heritage. In line with this, a targeted MICE campaign.
Golf & Sports	<ul style="list-style-type: none"> • To re-position Mauritius as an integrated and established multi-course golf destination • To create new product (via product packaging and positioning) that will re-enforce the re-positioning of the destination, and also contribute significantly to the annual growth targets by increasing visitor rounds in every month except for the peak month of November • To design specific actions and products to attract golfers to visit Mauritius in greater numbers during the Shoulder and Low seasons • To extend the appeal of Mauritius to the 85% of golf travellers who wish to play more than one golf course during their holiday • To expand the market mix by implementing tailored actions in new markets, including India, China, Malaysia, Singapore and Hong Kong, whilst maximising international visitor arrivals of the established key markets • To maximise still further the promotional impact of the Mauritius Open, Senior Open and Mauritius Golf Masters. • To integrate all new golf developments into the National Golf Tourism Strategy
Cruise	<ul style="list-style-type: none"> • Setting up of a "Club Croisiere" to define clear target and monitor cruise development in the region • Exchange of expertise on training of service providers among the Vanilla Islands • Vanilla Island Organization to roll out a marketing plan to promote product offering of Vanilla Island • Participation in international cruise fairs to increase visibility

Tourism is an important pillar of the Mauritian economy. It contributes to some 8% of GDP and employs 20% of the total labour force, through direct and indirect employment. The objective of the MPTA is to grow the tourism sector at a sustainable rate of 5% per annum for the coming three years.

MPTA marketing actions have been prioritised to achieve this growth momentum and help achieve the Government's economic vision and support the tourism sector's overall performance.

The overarching objective remains the consolidation of Mauritius as a premium tourism brand, the latter affording the destination growing tourist arrivals, from primary, emerging and new markets. All decisions about resource allocations, market and sector prioritisation as well as projects will be guided by this overriding objective.

A six-pronged strategy is being implemented as follows:

GROWING MARKETS	ESTABLISHING A VALUE PROPOSITION	ORGANISING WORLD CLASS EVENTS
<p>Grow a portfolio of markets that drives current opportunities and creates future market positions. A future focused approach is being adopted to explore and strengthen new and opportunity markets to sustain the medium and long-term growth of the industry. MPTA is putting up a prioritised markets portfolio, traditional markets new and opportunity markets. There is a need to diversify the traditional base by focusing on emerging markets (India and China) and new markets (Nordics, Eastern / Central Europe, Middle-East, Australia and Asia-Africa corridor).</p>	<p>Make Mauritius the preferred destination for visitors by pushing forward our uniqueness, what differentiates it from other competing islands. It is important to position Mauritius as an ideal holiday destination offering value-added services and authentic experiences as well as establishing the island as a year round destination.</p> <p>Mauritius is being promoted as a global tourism destination through high impact projects.</p>	<p>Enhance the destination's attractiveness and visibility through the organisation of world-class events and high level sports tournament and mega concerts.</p>

DEFINING SEGMENTS

Boost growth in tourist arrivals by adopting a dedicated approach towards markets segments such as MICE, wedding, golf, cruise and sports tourism. Special marketing campaigns are also implemented to tap emerging niche markets.

E-MARKETING FOCUS

Consolidate the online visibility through social media, search engine marketing and optimisation. Social media platforms are being used to push content and consequently drive preference for Mauritius. Relevant keywords on the destination are being targeted through search engine marketing. A database of users interested in the destination is being consolidated and communication with them established, in view of fostering users' engagement towards the destination.

LEVELLING ARRIVALS DURING IATA SUMMER MONTHS

Continuous improvement of low season period to optimize annual growth.

A low season campaign, Mauritius 365, was carried out with hotel and activity partners. Mauritius 365 has been promoted in the traditional markets ahead of the June to September period. The low season is supported by the organisation of world class events during the IATA summer months.

France, UK, Germany and Spain were amongst the key European markets that were the main targets with 'above the line campaigns' carried out during the months of March/April 2018. Tactical campaigns were also carried out in India and China which are the peak travel months. Radio campaigns were also carried out in Reunion Island and joint tactical with MK to boost tourist arrivals.




Year in Review

PERFORMANCE

Tourist arrivals for 2015: **1,341,860** 

Tourism receipts: **Rs 60.2 Billion** 

Average Spent per tourist: **Rs 43,000** 

Hotel room occupancy : **77 %** 

TOURISM PERFORMANCE

Tourist arrivals reached 1,341,860 in 2017 representing growth of 5.2% compared to 2016. Gross tourism receipts reached Rs 58 billion. The average length of stay stood at 10.1 days and the room occupancy in hotels at 72%.

Europe consolidates his position as Mauritius main tourism reservoir with a market share of 58% in 2017. Africa continues on its upward trend and has overtaken Asia with a share of 23%. Asia presently accounted for 16%, initially 21% in 2015.

COUNTRY OF RESIDENCE	2016	2017	2017/2016 GROWTH (%)
EUROPE	734,506	780,209	6.2
AFRICA	291,890	301,898	3.4
ASIA	208,233	211,380	1.5
MIDDLE EAST COUNTRIES	15,466	19,471	25.9
OCEANIA	20,071	22,898	14.1
AMERICA	19,766	24,795	25.4
OTHERS & NOT STATED	761	680	-10.6
TOTAL	1,275,227	1,341,860	5.2

Europe with the broadest market base grew by 6.2% in 2017, representing an absolute increase of 45,703 compared to 2016. The key markets that have contributed to the growth have been the UK, Germany, Switzerland and Italy. France has grown marginally by 0.5%.

MARKETS	2016	2017	GROWTH (%)
FRANCE	271,963	273,419	0.5
UNITED KINGDOM	141,904	149,807	5.6
GERMANY	103,761	118,856	14.5
SWITZERLAND	36,272	40,252	11.0
ITALY	31,337	35,101	12.0

Within the African region, the Reunion market still struggling to grow while South Africa continues to perform laudably 7% growth in 2017.

MARKETS	2016	2017	GROWTH (%)
REUNION ISLAND	146,203	146,040	-0.1
SOUTH AFRICA, REP. OF	104,834	112,129	7.0

The Asian region performed below expectation registering growth of 1.5% in 2017, main reason being the continuous decline in tourist arrivals from the Chinese market and India growing at 4.4%.

MARKETS	2016	2017	GROWTH [%]
INDIA	82,670	86,294	4.4
PEOPLE'S REP. OF CHINA	79,374	72,951	-8.1
KOREA REPUBLIC	6,025	6,858	13.8
MALAYSIA	4,628	4,352	-6.0
SINGAPORE	2,840	3,230	13.7

In spite of some underperformance of some key markets, the sector grew by 5.2%. MTPA served as the rallying platform for above-the line promotional actions, digital marketing and an aggressive list of fairs and roadshows.

The following tactical measures were adopted to stimulate growth:

- Advertising in key markets Global impact media campaigns with BBC and CNN
- Joint actions with Tour Operators
- Online presence in markets
- Social media campaigns
- Online Advertising Campaign
- Participation in fairs to increase visibility
- Organisation of roadshows in traditional, emerging, new opportunity markets.

Jan – June 2018

The period from January to June registered growth of 3.4 % with tourist arrivals increasing from 625,859 to 646,865. Europe continued to be the key contributors with France, Germany and Switzerland growing by 6.8%, 11.9% and 6.2% respectively. The UK market which has grown on average by 8% during the last three years has grown by 2.9% mainly linked to the BREXIT uncertainties. In the region, the Reunion market dropped by 9% while South Africa still sustained its growth at 16%. China, in spite of several concerted actions, declined by 13% while India performed below par at 2.9%.

The Middle-East has also been a remarkable performer with growth at 42% fueled by the Saudi Arabia market which quadrupled [from 1,325 to 5,200 tourists] for the first six months with arrival from Saudi Arabia.

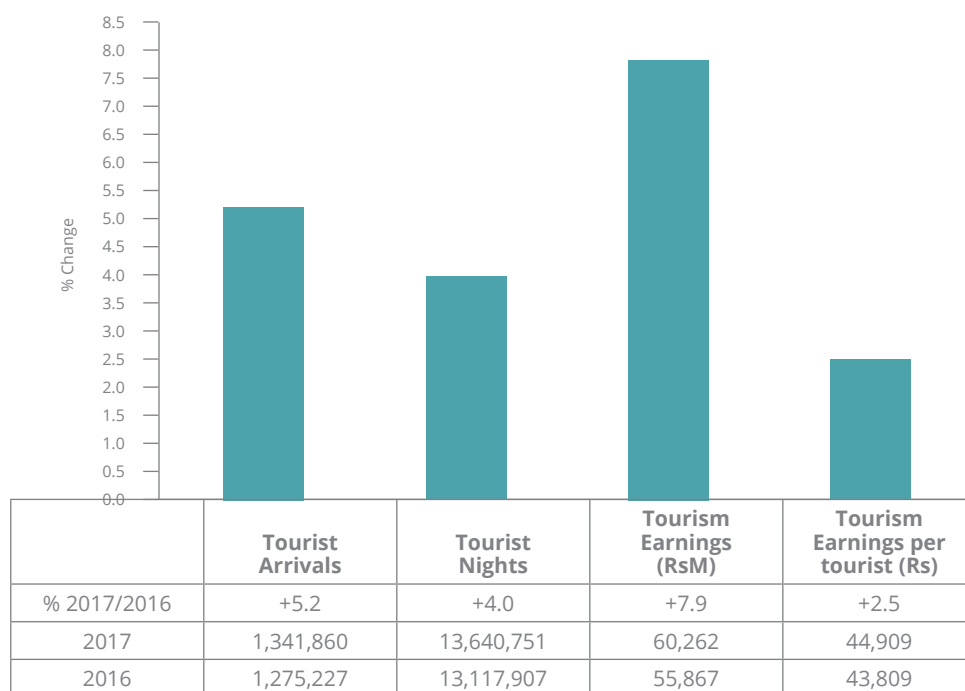
Amongst the new markets, the Benelux countries grew by 30% while the Eastern Europeans with the Czech Republic increasing by 32%.

ASEANs [Japan, Vietnam, South Korea, Singapore, Malaysia] have been performing remarkably well with growth averaging the 8% for the first six months.

PERFORMANCE (continued)

TOURISM

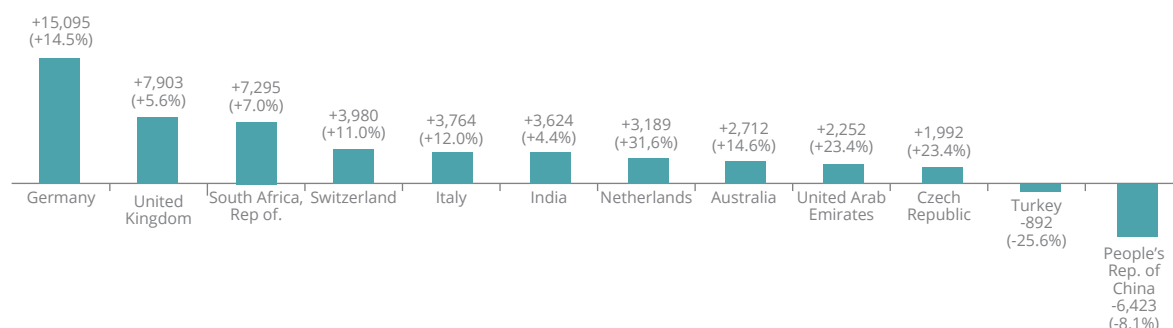
Figure 2 - % Change in main tourism indicators, 2017 compared to 2016



1.1 Tourist Arrivals

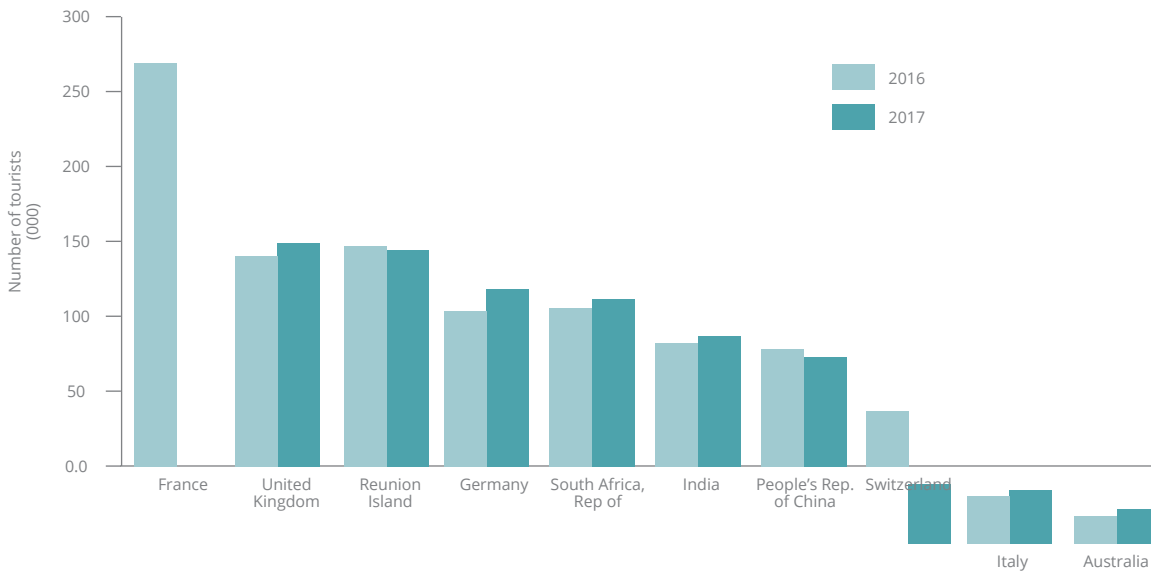
Compared to 2016, tourist arrivals increased by 66,633 or 5.2% to reach 1,341,860 in 2017 as a result of main changes shown in figure 3.

Figure 3 - Main changes, number and % change over previous period, in tourist arrivals by selected country of residence, 2017 compared to 2016



In 2017, France, our top tourist generating country, registered an increase of 0.5%. It is worth noting that compared to 2016, tourist arrivals from Netherlands increased by 31.6% as a result of direct flights. Among the emerging markets, India posted an increase of 4.4% whereas People's Republic of China witnessed a decrease of 8.1%.

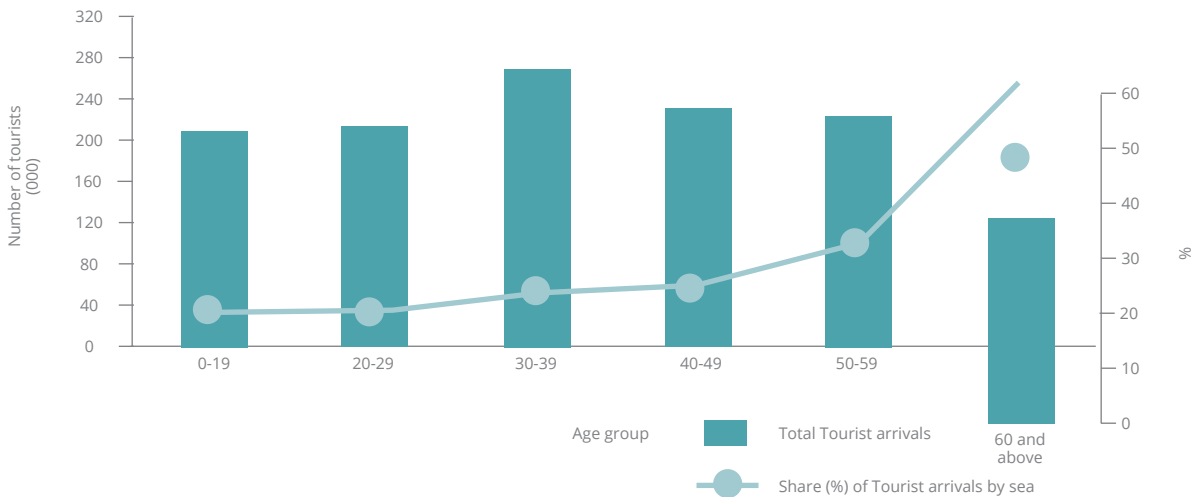
Figure 4 - Tourist arrivals from main and emerging markets, 2016 and 2017



1.2 Tourist arrivals by age

During the period under review, 198,370 or 14.8% of tourists who visited Mauritius were aged 60 years and above. Among those who arrived by sea, the proportion was much higher at 49%.

Figure 5 - Tourist arrivals by age, 2017



1.3 Tourist arrivals by air and by main port of last embarkation for selected markets

From table 7, it is observed that during 2017, a high proportion of tourists arrived mainly by direct flights from their own country of residence except for Russian Federation, where there were no direct connections. Tourists from Russian Federation travelled mainly through United Arab Emirates which is the most used transiting port. For 2017, the proportion of tourists who travelled to Mauritius through United Arab Emirates from Russian Federation was 61.6%. It is also worth noting that during the period under review, 27.8% and 26.2% of tourists from Switzerland and Italy respectively travelled on direct flights. The remaining used mainly United Arab Emirates as transiting port.

ANALYSIS OF SEAT CAPACITY

1. SEAT CAPACITY [2017]

1,341,000 tourists visited Mauritius in 2018. Some 2,300,000 airline seats were injected into the market from different routes. 50% of the total seats were from 'point to point' while the remaining 50% are from the hubs: Paris, Istanbul, Amsterdam, Dubai, Singapore, South Africa and Nairobi.

2. AIR ACCESS STRATEGY

MTPA marketing strategy has focused on the 'Point to Point' and on the 'Hubs'.

A proper air access strategy is vital to achieve a sustainable 7% annual growth of the tourism sector especially that the sector is mainly airline-driven with 98% of the tourists connecting by air.

- 'Point to point' traffic

'Point to point' traffic contributes to some 50% of total arrivals in Mauritius, around 670,000.

- Hub traffic

However, during the recent years, destination Mauritius has experienced the rising importance of hubs as contributory to tourism growth.

Traditionally, Air Mauritius/Air France [Charles de Gaulle, Paris], Turkish Airlines [Istanbul, Turkey] and Emirates [Dubai] have been instrumental in promoting traffic from different corners as illustrated in the above below.

While 'point to point' has played a major role in terms of tourism traffic, promoting hubs have been instrumental especially during the low season months [May to September]. The MTPA has noted that destination Mauritius benefits from the following with hubs:

- They connected beyond 'point to point traffic'. In Europe for instance, Emirates, Turkish Airline, MK/Air France, MK/KLM connected to all the key cities of Europe

- Stability: Most of the airline companies have maintained the same frequency throughout the year and especially during the lean months

- Cost competitive

EK, via Dubai, has played a key role in consolidating the Mauritius tourism sector with seat injections, stability and marketing/brand power. It has connected Mauritius to many cities unserved directly.

HUBS	SEATS
DUBAI	406,800
FRANCE	323,478
SOUTH AFRICA	251,163
TURKEY	63,606
MALAYSIA/SINGAPORE	59,792
SAUDI ARABIA	14,006
KENYA	11,904
AMSTERDAM	7,866
Total	1,138,615

Source: Airports of Mauritius

Markets	France	Germany	Italy	Turkey	Swiss	UK	Russia
Direct	54.8%	52.4%	28.3%	81.2%	24.4%	49.9%	NA
Dubai	10.7%	23.2%	38.5%	10.3%	35.0%	35.9%	62.4%
Istanbul	0.4%	3.7%	6.0%		2.5%	0.4%	9.8%
CDG		9.0%	12.8%	0.6%	17.1%	4.3%	13.4%
ST Denis	25.8%	3.3%	1.2%	1.1%	5.9%	1.0%	1.0%

Source: Statistics Mauritius

The Air Asia corridor which was launched in March 2016 has triggered a new hub pole in Asia through Changi Airport. In October 2017, the MK/KLM [Schipol, Netherlands] has been prompting traffic from the Benelux markets and other cities of Europe.

Since September 2017 with the coming of Saudi Airlines, Jeddah [Saudi Arabia] is gradually emerging as another hub from the Middle-East along with Dubai. As from 5th June 2018, with a combined daily flight by Air Mauritius/Kenya airways, the MTPA is looking forward for Nairobi to emerge as a new hub that would motivate 'Beach and Bush' travel from Africa together with Johannesburg.

3. Conclusion

A well-defined 'hub strategy' in tandem with 'point to point traffic' is a necessary pre-condition for tourism growth in the coming years. The overall air access strategy must have the perfect fit in the overall ecosystem[Sustainability, digitalisation, construction of hotels, improving the supply of utilities, hospitality amongst others].

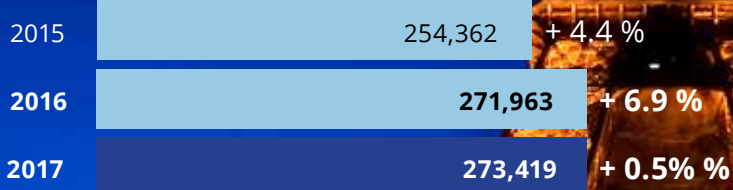
ANALYSIS OF MARKETS



France



FRANCE



2015	254,362	+ 4.4 %
2016	271,963	+ 6.9 %
2017	273,419	+ 0.5% %

Tourist Arrivals

French Market Situation

- 0.54% increase in arrivals in 2017, maintaining France as the first market for Mauritius.
- Increase in competition from Maldives who are offering highly competitive packages. The main stakeholders selling Mauritius in France have experienced a fall in interest of French citizens for Mauritius.
- 9% unemployment rate and GDP growth rate of 1.8%
- Overall travel to long-haul destinations remains stable

Strategies

- Promote Mauritius as an all year- round destination
- promote Mauritius as a luxury destination of lifestyle and glamour
- Launching of an advertising campaign to bring back the destination as being a glamorous one
- Achieve continuous growth in French arrivals to Mauritius and thereby consolidating the first place of France as tourism market for Mauritius.
- Provide regular training to tour operator and travel agents who sell Mauritius to increase knowledge of the destination
- Increase seat capacity to Mauritius
- Intensify presence in the market by focusing on high- income travelers
- Focus on cooperation with the trade and airlines to generate immediate bookings
- Carry out strong advertising campaigns with TOs

AWARD

2017

« MEILLEURE DESTINATION ETRANGERE SUR LES RESEAUX SOCIAUX » in France – L’Echo Touristique

Mauritius was awarded for the 2nd year in a row!

2018

« SITE PREFERE DES INTERNAUTES - OFFICE DE TOURISME ETRANGER »

Mauritius was awarded by the general public and Trade professionals.



TRAVEL AGENTS CUP

Mauritius Tourism office was partner of the Travel Agents Cup. This cup is to valorize the best travel agents in France.

Winner in 2018: Isabelle Gaudet, in charge of a Carrefour Voyages travel agency

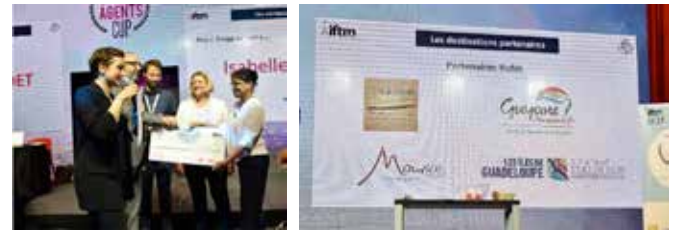
B2B – TRADE ACTIVITIES

IFTM TOP RESA 2017

- Organisation for one-to-one meetings for the Chairman and the Director with TO/OTA/airlines management and media.
- 4 training sessions for travel agents: target of 100-130 AGV
- Cocktail – Happy hours to meet the industry players

Key figures:

- 1.700 brands
- 30.000m2 of exhibition
- 32.480 professionals
- +150 conferences
- 12 official partners
- 31 media partners



IFTM TOP RESA 2017 - ADVERTISING



OUTDOOR DISPLAY



SALON DE LA PLONGÉE

- 416 exhibitors
- 60 606 visitors + 4% compared to 2017



DESTINATION NATURE

❖ To attract new customers fond of nature, Mauritius Island was present for the 2nd time at Destination Nature fair. This fair takes place at the same time as Salon Mondial du Tourisme in the same hall.

- ❖ 360 virtual reality was a success: visitors discovered the richness and variety offered in Mauritius Island.
- ❖ Distribution of a dedicated Nature brochure .
- ❖ Invitation of partners to be present on our booth.



LOW SEASON

Advertising in strategic media targeting CSP+ to boost the low season 2018

TV advertising: 22nd January / 3rd February a 20 seconds spot "Terre accueillante & généreuse" broadcasted at peak times on LCI.

Cinema: 17th January / 6th February broadcast of the promotional spot in

MK2 and Gaumont cinema in Paris, Lyon, Marseille & Nantes



Print: Monaco Madame with 4 edition a year and MK2 Magazine TROIS during the month of the advertising campaign



TROPHÉES DU GOLF

A national competition with a prize to golf in Mauritius.

Competitions in 32 high end French golf clubs
Final to happen in a key location in France
Super final in Mauritius



OPEN NATIONAL DE GOLF 2018

Presence of hotels partners and 1 tour operator on our booth.

This event is key in France and gather many golfers who are high end consumers.



PR ACTIVITIES 2017

Outstanding media coverage results in July 2017/ May 2018:

- ❖ Number of clippings = 778
- ❖ AVE = €311 million
- ❖ 17 press releases distributed
- ❖ A brand new press kit to give during IFTM Top Resa, the biggest B2B event in France.
- ❖ +100 media calls to talk about Mauritius and help them create articles about the destination.
- ❖ Creation of a newsroom for journalists to keep being updated.
- ❖ Many individual press trips, including a TV reportage in Mauritius broadcasted on TF1 (the French main channel) and reaching 4 millions viewers with a 12 minutes video about Mauritius.
- ❖ VIP and celebrities to Mauritius (Caroline Receveur, Boris Diaw, etc.).
- ❖ A influencers' trip to Mauritius and Rodrigues with 5 bloggers, increasing the visibility on French social medias:
- ❖ Instagram: 51 high quality photos, 36,404 likes, 1,069 comments
- ❖ Instagram stories: 184 with 9,800 unique views in total
- ❖ Facebook: 44 photos with 2,397 likes
- ❖ Blogs: 6 articles about the destination and its partners.

SOCIAL MEDIAS



- ❖ Facebook: 188,111 fans (May 2018) +73% increase in 1 year
- ❖ Instagram: 19,700 followers (June 2018) +63% increase in 1 year
- ❖ Twitter: 1,938 followers (June 2018) +77% increase in 1 year
- ❖ We made sure that Mauritius was visible on French social networks to attract more and more followers dreaming of travelling to Mauritius using tools increasing the engagement with the fans: stories, canvas, videos, etc.
- ❖ The French Facebook page "Maurice, c'est un Plaisir" was, for the second successive year, n°1 in terms of engagement rate among all destinations in France (80 destinations in total). The

"Maurice Tourisme" (FR) Facebook page has, on average, a commitment rate of 4.40%. Thanks to this fan's commitment, and to the size of the community, the destination is visible to an average of 1.3 million French consumers each month on Facebook.

❖ This second award confirms a long-term work on all social networks (Facebook, Instagram and Twitter) and the desire of Mauritius to anchor in the digital age to interact with its potential visitors. This award means that the interest of Internet users for Mauritius is very strong.

We reached our goal to be the 1st foreign destination on French social networks in 2016 and 2017 !

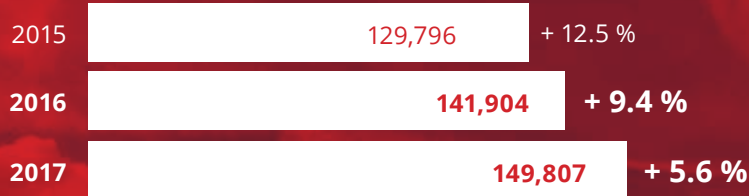
TRADE RELATIONS

- ❖ Monthly newsletter – 16% and 25% open rate / 7,500 agents targeted
- ❖ Sales calls / trainings all around France
- ❖ Partners coop – Make sure to participate in actions with good ROI



UNITED KINGDOM

Year



Tourist Arrivals

UK Market Situation

- 5.5% increase in visitation in 2017, moving the UK to the 2nd largest inbound market for Mauritius.
- Employment is at a record high in the UK while the unemployment rate is at a 43-year low of 4.2%, meaning more people have disposable income to spend and it is being spent a lot on experiences.
- Increase in threat of Maldives, who are aggressively pricing their packages so they are much better value now, with customers looking for value over having a pre-set determination for a specific destination. Tour Operators have reported that Maldives pricing has taken some share from Mauritius in 2018.

Strategies

- Achieve a year on year increase in UK arrivals to Mauritius, particularly focused on promoting low season travel.
- Promote 'Beyond the Beach' message, showcasing the diverse range of activities and experiences available in Mauritius to attract visitors to explore more of the island.
- Promote niche sectors, such as weddings & honeymoons, golf tourism and activity/adventure travel to Mauritius.
- Continue to position Mauritius as a luxury destination, attracting high spending visitors.
- Offer opportunities for Mauritius' private sector tourism companies, using MTPA's standing to create marketing and networking opportunities between UK based hoteliers, airlines, DMCs with UK tour operators and travel agents.
- Increase the number of tour operators and travel agents trained in selling Mauritius.
- Maintain Mauritius' strong brand presence in the UK travel trade through event participation and sponsorship.

PRESS & PR ACTIVITY

Throughout 2017/2018, Hills Balfour secured and organized a number of individual and group press trips including:

- The Times
- Food & Travel
- Sainsbury's Magazine
- House & Garden



September/October 2017

WEDDINGS & HONEYMOONS BLITZ

Over the course of September & October 2017, MTPA exhibited at 3x Wedding shows in London, targeting brides and grooms to be to showcase Mauritius as the perfect destination for a wedding and/or honeymoon. At each show, MTPA partnered with a wedding tour operator who lead on sales conversations with customers and engaged in data capture.



November 2017

WORLD TRAVEL MARKET

Staged annually in London, WTM - the leading global event for the travel industry - is a vibrant must attend B2B event presenting a diverse range of destinations and industry sectors to UK and International travel professionals. It provides a unique opportunity for the UK travel trade to meet, network, negotiate and conduct MTPA stakeholders.



July 2017 to June 2018

VISIBILITY IN TRADE

Throughout the campaign period, MTPA was visible in the trade network through a variety of event sponsorships. This included, TTG Awards, Travel Media Awards, and participation at events such as the Selling Travel Agents Choice workshops. These events offered high profile Mauritius branding to a high number of travel agents and tour operators.



UNITED KINGDOM

June 2018

MTPA ROADSHOW

The 2018 Mauritius Roadshow was held in June 2018, visiting four cities in total: Glasgow, Dublin, Birmingham and London. MTPA was supported by 12 private sector companies (airlines and hotels), with over 300 agents attending during the four day event that aimed to increase destination and product knowledge in an engaging yet fun way, with prizes given at each event.



March 2018

UNITE INDIAN OCEAN

In March 2018, MTPA UK sponsored and attended UNITE. UNITE is the 'one-stop-shop' event for UK tour operators to hold informal, pre-booked, one-to-one meetings with tourist boards, hoteliers, representation companies, airlines, and ground handlers. MTPA UK's sponsorship of the event showcased Mauritius as the leading destination in the Indian Ocean. MTPA also had the chance to do a speech during the lunch hour to thank our partners and suppliers for their help in ensuring another year of increased arrivals.



July 2017 to June 2018

MTPA EVENTS

Throughout the project period, MTPA hosted several other networking events for private sector plus tour operators and travel agents to attend. These included our regular MUMs the Word events, plus a 50th Anniversary of Independence Drinks Reception on 12 March 2018, as well as our annual Mauritius Golf & Spa Day in June 2018.



July 2017 to June 2018

IRISH MARKETING CAMPAIGNS

Staged annually in London, WTM - the leading global event for the travel industry - is a vibrant must attend B2B event presenting a diverse range of destinations and industry sectors to UK and International travel professionals. It provides a unique opportunity for the UK travel trade to meet, network, negotiate and conduct MTPA stakeholders.



June 2018

PREMIER HOLIDAYS INCENTIVE FAM TRIP PROMOTION

Hills Balfour teamed up with tour operator Premier Holidays to offer travel agents the chance to win a place on a Mauritius FAM trip, by making Mauritius bookings for the low season through Premier. The campaign was promoted through trade media outlet TTG and resulted in 78 agents entering the competition. The FAM itself occurred in September 2018.



May and June 2018

LOW SEASON DIGITAL CAMPAIGN

Hills Balfour promoted travel during the Mauritian low season with a digital campaign in May and June 2018, partnered with four tour operators who were chosen as part of a tender process. The campaign created a digital lightbox, a content hub where consumers could explore Mauritius content to learn more about the destination, with packages offered and traffic driven to the four TOs: Caribtours, Hayes & Jarvis, Best at Travel and Away Holidays.



GERMANY

Year



Tourist Arrivals

Market Situation

- In 2016, German tour operators, generated a total revenue of 30.2 billion EUR with 68.7 million sold holidays. It is expected that the money spent on holidays will increase continuously within the next couple of years.
- In Germany there are 9.937 travel agencies with a total revenue of 24.5 billion.
- 60% of the business is divided between 7 generalists (cf. graph left) 40% are split between specialists and small tour operators)
- 2.500 tour operators are listed in Germany
- Tour operators total sales in 2016: 27.3 billion (previous year's level)
- Number of customers decreased slightly, in total 44 million trips were booked through tour operators in 2016 (cf. 44.9 in 2015)

Strategies

- Maintain current airlift and/or increase airlift whenever possible
- Widen the destination's presence in both media and tour operator actions
 - > increase volumes in the low season
- Intensify presence in the market by focusing on high-yield travelers and niche markets
- Underline the eco-friendly aspects of the destination and the added-value offered in terms of service, facilities and experiences

November/December 2017

TRADE FAMILIARIZATION TRIP

Plan and organize an annual fam trip for travel agents in order to increase knowledge of the destination and their hotels.

A travel trade Fam should be conducted in cooperation with a German TO in order to address participants.



July - December 2017

FAMILY JOINT TRADE PROMOTIONS WITH TUI

TUI is the biggest German TO.

The multi-channel campaign includes

B2B: regional partner evenings + advertisement in TUI retail magazine

B2C: integration print mailing + in-store TV communication



21 - 25 February

F.R.E.E. MUNICH CONSUMER TRAVEL SHOW

MTPA Germany attended the consumer show free Munich February 21 - 25. Mauritius was represented at the stand of TO Islands4more together with other Mauritius partners such as Air Mauritius, LUX, Beachcomber and Sun Resorts. In total 135,000 visitors came to the travel show during the five days. MTPA Germany was also able to showcase Mauritius in four different presentation during the consumer show.



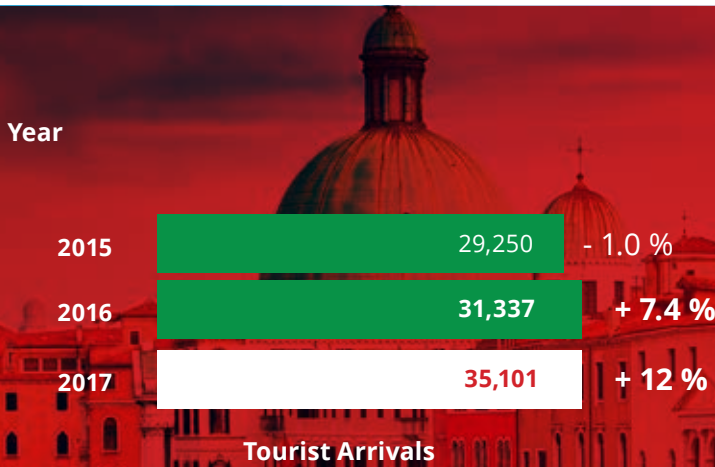
14 - 18 August

**JOINT TRADE PROMOTION WITH FTI
FTI AFRICA & INDIAN OCEAN ROADSHOW**

In August, MTPA Germany participated in the FTI Roadshow specialized in the destination Indian Ocean. The Roadshow took place in 5 cities (Berlin, Hannover, Frankfurt, Nuremberg, Augsburg) from August 14th until 18th. 60 to 90 travel agents attended each evening and had the chance to engage in conversations with the partners. During a presentation, the FTI Indian Ocean was presented to the visitors.



ITALY



Market Situation

After having been considered as ‘trendy’ for years, despite facing issues of direct accessibility, Mauritius needs to refresh the perception of the destination. There is a need for a strong visual /advertising campaign to bring back Mauritius in the mind of the traveller

- Positive trend in terms of long-haul travel in Italy.
- Seasonality (Main travel period June-October / Booking period October- February).
- Consumers are looking for authentic destinations and experiences and increasing the demand of product differentiation.
- Small special interest groups are travelling driven by niche interest drivers.

Challenges

- Perception that competing destination offer more affordable travel packages at same quality level.
- To reposition the destination as a trendy place to be in the Indian Ocean for the younger generation.
- To reposition the destination in the MICE segment.
- The cost of air-tickets within the final package is perceived “too high” by consumers compared to the accommodation costs

Accessibility

- Accessibility through Paris with Air Mauritius, direct flight Meridiana no longer available, stopover in Dubai with Emirates and Turkish airlines via Istanbul as well as Condor via Frankfurt.
- Emirates: product experience and huge capacity.

Strategies

- Promote the destination as great combination of products and experiences in a totally safe environment and focus on the authenticity of the experience in the Indian Ocean.
- To work on “celebrities marketing” to penetrate consumer’s mindset
- Increase consumers demand with a strong advertising campaign in collaboration with TOs.
- Strengthen the relationship with key Tour Operators investing in operations in Mauritius to sustain the business and increase traffic mainly in high season and a result creating a positive environment even for the shoulder season.
- Invest on Travel Agent training initiatives to improve the knowledge of the Destination.
- Focus the communication on authentic experiences, high quality products and various travel propositions.
- Bring TV crews in order to produce shows in Mauritius and bring back the desire in consumers to travel to Mauritius

HIGH SEASON CAMPAIGN

RTB campaign

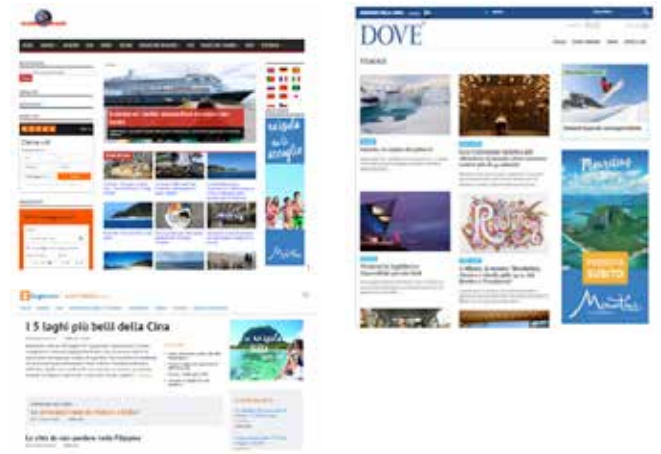
Objective: Design creativity for advertising banners following the brand guidelines

Activity: creativity for the advertising campaigns included in the FY Plan 2017/18.

Results: release of graphic layout



49.880 clicks - 12.816.410 impressions (0,39% CTR)
Sales data provided by Edreams: 1.213 pax to Mauritius in 2017 (+46% on 2016) and 622 bookings (+56%)



FACEBOOK ADVERTISING - autumn

Objectives: increase fan basis of the Facebook page

Activity: Promotion of the page through sponsored posts inviting users to go and visit Mauritius page

Headline of the post: "Mauritius: what else could you desire? Follow us and discover more on your next dream holiday!"

Audience: 3,400,000 people

Country: Italia: Napoli (+25 mi) Campania; Bologna (+25 mi) Emilia-Romagna; Roma (+25 mi) Lazio; Genova (+25 mi) Liguria; Milano (+25 mi) Lombardia; Torino (+25 mi) Piedmont; Bari (+25 mi) Puglia; Catania (+25 mi), Palermo (+25 mi) Sicilia; Firenze (+25 mi) Tuscany - Sentimental relation: Engaged, Married or couples - Age: 25 - 55

Positioning: News, personal wall

Interests expansion: activated

Detailed Targeting(2):Interests(2) Travel or Holiday RESULTS

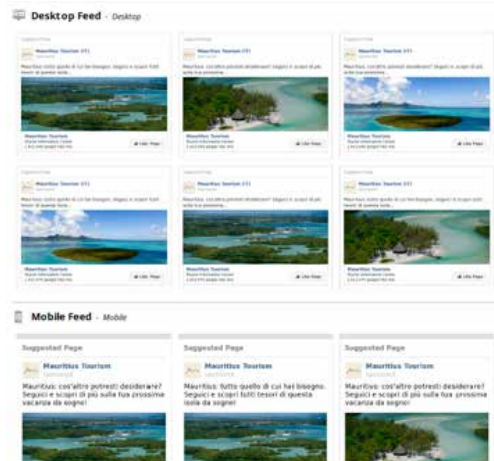
212,574 impressions

162,560 social impressions

92,752 reach

CPM €3,33 / Social clicks 3,542

New fans from November: 5.168



SWITZERLAND



Market Situation

- Swiss Economy remains stable
- Unemployment rate at 2.9%
- GDP grew from 1.9 to 3.4% from the 1st to the 3rd quarter 2018
- Continuing high travel intensity
- Travel to long-haul destinations also remains stable. We can see a shift towards newly opened nonstop destinations operated by Edelweiss such as Costa Rica, Capetown, Vietnam and off course Thailand. Numbers to the USA are decreasing. Mauritius still able to increase numbers due to the fact that MK has reintroduced a seasonal winter weekly flight from Geneva to Mauritius and Edelweiss had last winter their 2 weekly nonstops. This trend will certainly continue with the introduction of year round twice weekly service.
- After a few years of struggling, Tour Operator Kuoni's (DER) business is picking up, particularly in the European Beach vacation segment. Hotelplan, TUI and the specialists, Départ, Clé des îles, Let's go, Manta, etc. all report positive figures.
- There is also a trend to more individual bookings, i.e. through internet booking sites
- This summer Turkey and Egypt report again very positive increases in visitors after 2 years of massive decrease. This could have a minor impact in the winter season, as Egypt is known for competitive pricing, short flying time and quality accommodation.
- Mauritius still seen as a safe destination with a superb product and during low and shoulder season for affordable top quality holiday for a much larger traveler segment

Strategies

- Main focus remained to push low and shoulder season and increase visitors during that period
- Focus on cooperations with the trade and airlines with promotions that generate immediate bookings
- Target different high value niche markets to attract more visitors (kite surfers, food lovers, various sport activities, etc.)

20 – 21 Sep 2017

TRAVEL TRADE WORKSHOP LAUSANNE

On September 21st & 22nd the annual travel trade workshop of Switzerland's French speaking part took place in Lausanne and attracted 889 participants. The new feature of the „Indian Ocean Workshop“ during the first day has been a success, furthermore we had a Mauritius booth at the marketplace. The TTW is a great opportunity for networking as well as the planning of cooperation's with Airlines etc.



27 Nov – 02 2017

TUI WORLD EXPERIENCE MEGA FAM TRIP

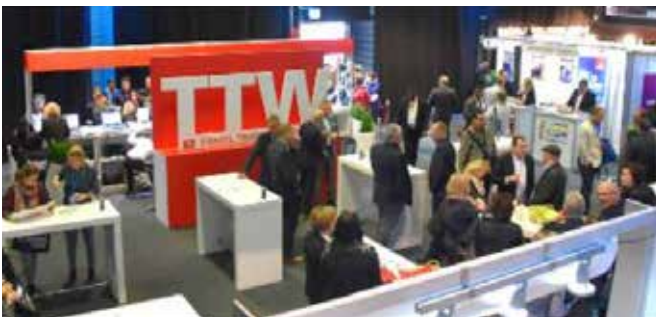
Approximately 100 participants, including 75 travel agents, participated at the TUI World eXperience Mega Fam Trip to Mauritius. All participants have been trained by MTPA workshops on the island on different island activities and basic facts during a full day workshop at St. Regis.



26 Oct 2017

TRAVEL TRADE WORKSHOP ZURICH

On October 26th the annual travel trade workshop of Switzerland's German speaking part took place in Zurich and attracted 1'589 participants. 100 tour operators visited the event. We have been present with a Mauritius booth and a lounge for meetings and discussion.



07 – 11 Mar 2018

ITB BERLIN 2018

In coherence with ITB 2018 in Berlin, MTPA Switzerland took part at the MTPA European Representative Meeting.



May – Jun 2018

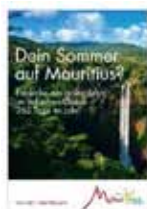
LOW SEASON CAMPAIGN PUBLIC TRANSPORT

During the months of May and June 2018, MTPA Switzerland accomplished a Low Season campaign with Display Magazine where an online banner advertisement has been displayed on the website. Furthermore, an advertorial has been published with a special focus on health, lifestyle & luxury and activities.

18 – 24 Jun 2018

BILLBOARD CAMPAIGN ZURICH

To support the Low Season campaign, a sujet of Mauritius green nature has been chosen to promote the destination in June in Zurich, German-speaking part of Switzerland. 35 backlit billboards, size F200, have been displayed from June 18th – 24th in the city. Public transport travellers on areas with high frequency of pedestrians have been reached during the campaign.



REUNION

Year

2015	143,834	+ 1.5 %
2016	146,203	+ 1.6 %
2017	146 040	+ -0.1%

Tourist Arrivals

Market Situation

Reunion is Mauritius 2nd biggest market in terms of tourists but the figures have been dropping for the last 6 months

2016 : 146 203 visitors - 2017 : 146 040 visitors - Jan-june 2018 : -9,1% vs jan-june 2017

A mature market faced with competition from French low cost carriers and the Territorial continuity since the arrival of French Bee Company

Price alignment of Corsair, Air Austral and Air France to offer under 500-600 €-tickets

Reunioneses love Mauritius very much, and sometimes travel there several times a year. But they don't accept anymore to pay 350-400€ to travel in Mauritius

Strategies

- Continue to promote « Maurice Autrement »
- A strong presence among the general public
- A special focus for the 50th
- Major ad campaign for low
- Strong and innovative

LOW SEASON CAMPAIGN

Coupled with a street marketing in Rolang Garos Airport



STRONG DIGITAL / FACEBOOK STRATEGY

Big challenge with To's



SENIORS FAIR

In presence of To' – special offers and photo game



PROTOCOLE AND PR – TRADE MEETING WITH TO'



50TH ANNIVERSARY OF INDEPENDENCE OF MAURITIS – SAINT DENIS



GOLF FAMTRIP: WITH PRESIDENTS, DIRECTORS AND PROS FROM THE 3 GOLFS FROM RÉUNION

June 2018 / 5 full pages in Goffik News - Rp value : 5 500€



CO BRANDING WITH LOCAL BRANDS FOR STRONG VISIBILITY :

Jumbo, Le Quotidien, Ligue de Rugby...



BLOG TRIPS AND VIP TRIP

Family La Vie en Mauve



SOUTH AFRICA

2015	101,954	+ 9.5 %
2016	104,834	+ 2.8 %
2017	112,129	+ 7 %

Tourist Arrivals



Market Situation

- The Rand is currently experiencing extreme volatility against the Dollar, Euro and Pound, and the petrol price has increased again this month, stretching the consumer's pocket even further
- A new Minister of Finance, Mr Tito Mboweni, has just been appointed amid the Zondo Commission into State Capture that is currently underway
- There is still much debate surrounding the land redistribution without compensation act, which could have a negative impact on attracting much-needed foreign investment into the country
- General elections are scheduled to take place in 2019, and there will be much politicking among the ruling and opposition parties in the lead-up, which could result in further uncertainty within the country
- South Africa is currently experiencing a decline in international tourism but is hoping that the President's economic recovery plan and the easing of visa restrictions might have a positive outcome
- Despite this, South African travellers to Mauritius continue to show a positive increase, year on year, which is a very encouraging sign that those with disposable income still regard the destination as offering great value for an island holiday

Strategies

- Our strategy talks to two key markets: the consumer/ traveller and the trade
- In South Africa, within the consumer market, we focus on two key local target markets, both with different travel needs, cultures and media consumption patterns:
 - Seasoned Leisure Seekers = established market (1.3-million)
 - Well-to-do Mzansi families = emerged market (6.7-million)
- In the short term, we aim to maintain and grow the established market, while addressing the apathy to travel by changing the culture of the emerged market in the medium-term
- Position Mauritius as a desirable island destination of choice among audiences with little culture of travel
- Drive frequency and knowledge about the diverse cultures, cuisine, spiritual experiences, adventures and activities beyond the beach and resort, to the seasoned traveller market – so much more to do...
- Maintain and grow relationships and partnerships with key trade partners and strategic stakeholders to work together to position Mauritius as the tropical island holiday destination of choice
- Maintain and grow relationships with targeted media to generate ongoing and positive media coverage for the destination, including press and influencer trips, consumer competitions and relevant media releases

October 2017

MARRIED AT FIRST SIGHT SA (SEASON 2)

- ❖ MTPA made an airtime contribution to the show with the aim of influencing the content of the show in line with our 2017/18 marketing strategy. The initiative was supported by World Leisure Holidays.
- ❖ MTPA and World Leisure Holidays also gave away a holiday to a lucky viewer at the end of the series.
- ❖ Viewer ratings increased exponentially as a result of the first season aired in South Africa, thereby creating an automatic interest in season 2.
- ❖ There was an increased awareness of Mauritius as the ultimate honeymoon destination and viewer numbers and social media activity across all platforms increased significantly over the broadcast period.



April 2018

WORLD TRAVEL MARKET AFRICA (WTMA) CAPE TOWN

MTPA had a presence at this year's travel market through an exhibition stand, for the third consecutive year. With the country celebrating its 50th Anniversary of Independence this year, it was approved that MTPA should have a major visible presence at the show, and this certainly proved to be the case. Mauritius Tourism was well represented across various platforms throughout the three-day event, with a strong visible presence making it a definite talking point at this year's WTMA event.



October 2017 - December 2018

DIGITAL CAMPAIGN (CONSUMER AND TRADE) RATHER BE IN MAURITIUS SEASON 2

- ❖ Meropa launched Season 2 of the deals-driven website, Rather Be in Mauritius, (www.ratherbeinmauritius.co.za) in October 2017, which ran till the end of January 2018.
- ❖ While Season 1 focused on the tour operators' special deals and packages to promote travel during the Low Season period, Season 2 focused on the variety of sports, events and activities that can be enjoyed on the island, beyond the beach experience, playing on the word, "Rather" – for example, 'Rather be adventurous in Mauritius', 'Rather cycle in Mauritius', 'Rather golf in Mauritius'.



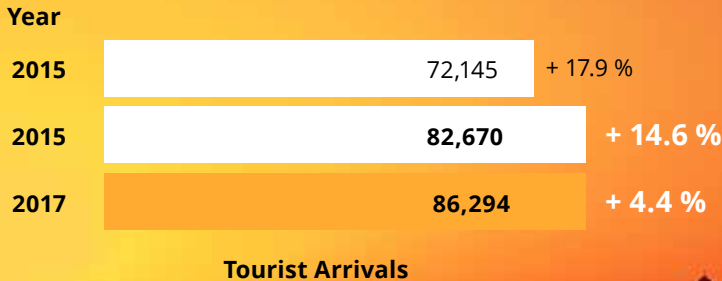
May 2018

AFRICA TRAVEL INDABA

□ MTPA was given an opportunity to exhibit at Africa's Travel INDABA 2018. Since MTPA South Africa had not budgeted to have a presence at this event, the conference organisers offered to host the MTPA stand at no cost. The exhibition space was provided free of charge, and SCAN Displays agreed to create the stand design at no cost. As such, MTPA agreed to exhibit at Indaba.



INDIA



Market Situation

Mauritius received 86,300 visitors from India in 2017.

India is one of the fastest-growing outbound travel markets in the world. In 2016, there were 21.9 million departures by Indian nationals, according to the Indian Ministry of Tourism. This included travel for all purposes like business, leisure, education, visiting friends & relatives (VFR) and others, by both resident and non-resident travellers. These travellers spent USD16.4 billion in 2016.

According to the United Nations World Tourism Organisation (UNWTO), Indian nationals represent the 13th largest market worldwide in terms of the number of travellers, and India was the 20th largest market by total expenditure on international travel in 2016. By 2025 there will be 13.9 million international leisure departures from India. Total global outbound departures in 2016 were estimated at 1.2 billion, of which leisure accounted for 53% or approximately 600 million trips. India's contribution to the global outbound market was just 1.3%, even though it is home to 18% of the world's population.

Strategies

Promote Mauritius as a 'Luxury Destination' among the B2B & B2C segments with necessary actions to attract the right target group i.e Honeymooners, FITs, families, MICE, Weddings, Golfers & Film Producers.

B2B: FITs, Families, MICE

Organise Roadshows in various cities, both metros & T2/T3, with participation by stakeholders in order to enable Indian TOs to understand the product offerings of various Hotels, DMCs and activity companies.

Participate in Travel Trade fairs in various cities to spread awareness about Mauritius among the Indian Tour Operators.

Organize workshops in various cities to educate the Tour Operators about the various aspects of our destination.

Participation in MICE, Wedding & Film Producers events, with interested stakeholders, to promote Mauritius as MICE, Wedding & Filming destination. To be done in collaboration with MICE Association, Airline, MFDC.

Familiarization trips for Tour Operators & Wedding Planners.

B2C: FITs, Families, Honeymooners, Golf

Digital Promotions on Facebook, Twitter, YouTube etc to educate consumers about the various offerings of our destination.

Sponsored content on TV channel to appraise consumers about the activities, cuisine, resorts, heritage etc.

Sponsored content on FM Radio Channel, with a live feed by a RJ from Mauritius. We can tie this up with a competition and give some prizes.

Organize Golf tournaments in 4/5 major cities in India with the winners playing in Mauritius. This will be done in collaboration with MGTA.

Billboards in major cities

Mall promotions in main metros in collaboration with stakeholders.

Bollywood star cover shoot in collaboration with Indian lifestyle publication & Mauritian Hotel group.

Familiarization trips for Media.

SATTE 2018, NEW DELHI

Jan-Feb 2018

South Asia Travel Trade Exhibition [SATTE] has in the recent couple of years gained prominence and has been referred as India’s main travel trade shows across South Asia. The MTPA decided to be present with its stakeholders for SATTE 2018 which was held from January 31 to February 02 at Pragati Maidan, New Delhi.

The Mauritian pavilion was spread out over 96 square metres accommodating 13 participants and a VIP area for MTPA to conduct its high-profile meetings with the Indian travel trade and the media.



IITM 2017

NOV 2017 - DEC 2018

India International Travel Mart seeks to provide a comprehensive panorama of the best of what the travel industry has to offer. IITM is a pioneer in travel-trade exhibitions and strives to foster a vibrant environment for business –to – business and business – to – client organizations; across the most prominent feeder cities of India to network and contract.



FAM TRIPS MTPA ORGANISED MEDIA FAM TRIP – 50TH ANNIVERSARY OF INDEPENDENCE IN MAURITIUS

30TH JULY TO 6TH AUGUST 2017

To promote Mauritius as the destination, MTPA India hosted some bloggers from India on a Cultural Trail of Mauritius. Going along with the new tagline “Beyond the Beach”, this FAM attempted to showcase Mauritius as a multi faceted destination. The cultural trail curated for the benefit of the bloggers brought out an array of experiences to be sampled in Mauritius – history, culture and food.

MAURITIUS TOURISM ROADSHOW AND TRADE APPRECIATION – (DELHI, MUMBAI, CHENNAI & BANGALORE)

AUGUST 2017

Multicity Roadshow showcased various aspects of Tourism in Mauritius, along with Travel Trade Appreciation, Cultural Dance Performance, Live Band Performance, Mauritian Chef Appreciation and Photo Exhibition



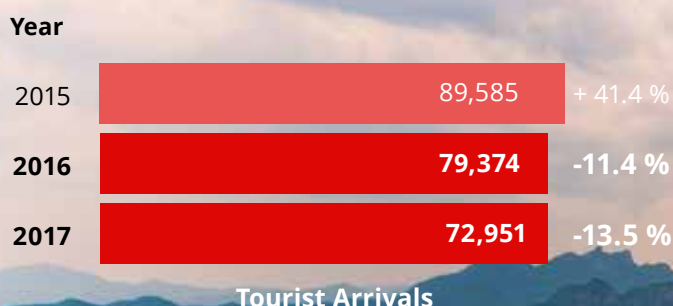
CELEBRITY COVER SHOOT WITH RANVEER SINGH

To promote Mauritius as the destination, MTPA India hosted Ranveer Singh, a famous Indian celebrity actor, and Team Filmfare, a popular Indian magazine focused on everything Bollywood, for a cover shoot in Mauritius.

Long Beach Resorts & Spa hosted the entire team. The shoot comprised idyllic sun soaked beach backdrops – a perfect description of Mauritius. Ranveer Singh mingled freely with all residents of the resort and had a wholesome interaction with members of MTPA. He even shook a leg with the exotic sega dancers and partook of the delicious Mauritian cuisine.



CHINA



Market Situation

- 1) High-end groups are shrinking in size.
- 2) VIP groups are seeking ways to offer more luxury experiences to differentiate their products and justify the price increase.
- 3) Convention and business travel market (MICE) is growing rapidly.
- 4) Multi-generation private family groups are a key driver in peak travel season.
- 5) Group traveling is evolving in demand.
- 6) Independent travel is rising. The future growth from Chinese outbound tourism will be led by an entirely new generation of free independent travellers (FIT), who are in search of novel experiences rather than a laundry list of the usual attractions. These independent travellers demand more individualized travel products and services, requiring DMCs to offer them a wide range of choices and communication channels.
- 8) Demographic is changing.
According to Qyer, 87% of Chinese travellers are under the age of 40, 80% of which have a Bachelor degree or above. Two thirds (66%) of this group belong to the high-income bracket, their financial standing is expected to increase as their careers advance.
Millennials are outspending their parents and grandparents by as much as 40%.
Millennials will drive 55% expansion in China's consumption spending over the next 5 years.
- 9) Digitalised way of traveling and booking are becoming very popular with Chinese travellers.
China's smartphone penetration rate is nearly 70%.

A majority of Chinese consumers access the Internet and consume media through their smartphones.

Many Chinese consumers prefer to research, communicate and make transactions within one platform. Mobile is the preferred platform for booking.

WeChat is currently the dominant social media and communication platform in China, with 840 million monthly active users.

The Chinese market is evolving and we need to adapt our approach accordingly. The profile of the Chinese travellers are changing. The number of FIT travellers are increasing as compared to earlier years. Mauritius should be China ready. The Chinese website has been completely reviewed and is now hosted in China.

More digital platforms should be accessible to the Chinese tourists as they prefer to do most of their transactions online on a single platform.

Strategies

1. Keep Mauritius at a high recall value by having sustained activities on the market to create awareness and visibility followed by consumer campaigns.
2. Continue to promote Mauritius as a complete and 'beyond the beach' destination.
3. Strengthen the relationship with the trade partners and overcome the language barrier to facilitate the inflow of Chinese travellers.
4. Entail actions to increase airlift and make the destination more accessible.

November , 2017 & January 2018

AIR MAURITIUS ROADSHOWS IN XIAMEN, CHONGQING, WUHAN

Attracted more than 300 Chinese travel trade from tour operators in Xiamen, Chongqing, Wuhan



November , 2017

TUNIU ROADSHOW IN SHENZHEN

Attracted more than 200 Chinese travel trade from tour operators in Shenzhen



May 10 , 2018

INTERNATIONAL ISLAND TOURISM INDUSTRY SUMMIT HOSTED BY TRIPVIDID AND QULV

Attracted more than 700 travel partners and around 30 companies as exhibitors including tourism boards, airlines



16th June 2017 to 30th September 2017

CO-OP CAMPAIGN WITH TUNIU.COM

The sales volume of Mauritius product reached 7972 pax, 11% growth compare to same period last year

Media value: CNY1,550,000;

PV: 141,940,696;

CV: 1,913,305



July 2017

MEDIA ROADSHOW IN HANGZHOU AND SHANGHAI

There were around 40 pax of media attended the Hangzhou media roadshow and 50 pax for Shanghai. There were 8 stakeholders presented and led by the Hon. Minister and permanent secretary and Director of MTPA HQ along with the sega performance team.



Marketing Actions



EMERGING MARKETS

Markets	Strategies implemented
Scandinavian countries	<ul style="list-style-type: none"> Joint advertising campaign with EK Participation in Roadshow Copenhagen (Denmark), Stockholm (Sweden), Oslo (Norway)
Benelux markets	<ul style="list-style-type: none"> Joint Promotion Campaign MK/MTPA (Amsterdam) VIP FAM TRIP from Netherlands Influencer trip Sami & Vale Press Trip Outdoor poster campaign in the Netherlands Online Bannering via Smart Dutch Travel Marketing Joint advertising in upmarket medias: " Mag Life" "Luxembourg Feminin" " Paris Match Belgium"
Middle-East	<ul style="list-style-type: none"> KSA roadshow in Jeddah and Dammam Riyad travel fair Press meetings in Riyad and at the Mau Embassy in Riyad. Press Trip Fam Trip ATM fair

NEW MARKETS

Markets	Strategies implemented
Africa	<ul style="list-style-type: none"> Promotion Bush & Beach Product offering with launch of Kenya Airways MTPA & private sector participation in Kenya workshop organized by Kenya Airways
ASEANS and South-East Asia: Singapore, Malaysia, South Korea and Japan	<ul style="list-style-type: none"> Roadshow in Japan, South Korea and Taiwan – Air Corridor FAM trip from Singapore

Markets	Strategies implemented
MICE	<ul style="list-style-type: none"> India: MICE India and Luxury Travel
GOLF	<ul style="list-style-type: none"> Reunion: Fam trip 20 golf operators from Reunion France: Trophées du Golf Open National de Golf Germany: Mauritius Trophy 2017- Special Magazine 50 Years Mauritius
CRUISE	<ul style="list-style-type: none"> USA : Participation Seatrade Fort Lauderdale Brochure Vanilla Island
WEDDING	<ul style="list-style-type: none"> South Africa: Married at first sight SA (Season 2) UK: Weddings & honeymoons Blitz
EVENTS	<p>Events as a vehicle for destination promotion</p> <ul style="list-style-type: none"> International Kreol Festival Participation in Seychelles Carnival Royal Raid les Templiers Tropicadingue Tour de Maurice Ferney Trail Divali Mela Culinary Festival Bernard Loiseau Reggatta Afrasia Bank Mauritius Open MCB Tour Championship

DIGITAL CAMPAIGNS

Market Situation

- Travel agent is no longer primary connection point for the customer
- Via the Internet, customers have more options available when planning and booking travel
- Traditional distribution chain has been supplemented, complemented and in some cases replaced by digital networks
- 9 out of 10 travelers prepare for holidays via the Internet and check social networks for travel inspiration.
- Online users are now more protective of their personal data and pay attention to how their data is processed online.

Strategies

- Content marketing: creation and promotion of content on key online channels
- Search engine marketing: position the destination in search engines for its segments
- Social media: create an ongoing buzz around the destination and get users to engage with the destination's social profiles
- Influencer marketing: work with popular travel influencers to reach and engage with loyal audiences
- Online travel agent campaigns: ensure the destination is highly visible on key travel agents

PROJECTS

22-23 November 2017

Innovative Augmented Reality (AR) campaign in London King's Cross Train Station. People walking in front of the screen at the station trigger the AR function and can immerse themselves in the destination's activities and explore the destination in an interactive and fun way.

TripAdvisor DMO sponsorship campaign to promote the destination with a dedicated microsite and 100% share-of-voice banner placements in UK, France and Germany for 4.4 million impressions.

"50 years of Independence of Mauritius" competition on Facebook where users can sign up after taking a short quiz for a chance to win a 7-day trip to Mauritius. 23,062 entries received.

3-month digital campaign on LonelyPlanet.com to promote the Mauritius Best in Travel 2018 award. LonelyPlanet drove traffic to the Best in Travel campaign hub page as well as the winning Mauritius destination page featuring a custom written article.



DIGITAL CAMPAIGNS

November 2017

AFRASIA BANK MAURITIUS OPEN

AfrAsia Bank Mauritius Open online competition in India and Netherlands to promote Mauritius as the essential golf destination with a prize of one trip to Mauritius including a Pro Am ticket to participate in the tournament. The contest reached more than 1 million online users.



1 May – 30 June 2018

INSTAGRAM CAMPAIGN

Instagram campaign to engage with users through targeted content and photography with the objective of increasing visibility and building the destination's Instagram account.



1 May – 30 June 2018

SOCIAL MEDIA AND INFLUENCER CAMPAIGN

Social media and influencer campaign to create buzz around the destination's segments and acquire traffic to the destination website for 4.7 million impressions.



10 – 17 June 2018

EXPEDIA UK AND GERMANY

Visibility and sales campaign on Expedia UK and Germany and eBookers Switzerland to increase online bookings through the creation of a dedicated microsite



1 September – 30 November 2017

TRIP ADVISOR DMO SPONSORSHIP

TripAdvisor DMO sponsorship campaign to promote the destination with a dedicated microsite and 100% share-of-voice banner placements in UK, France and Germany for 4.4 million impressions.



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**REPORT OF THE
DIRECTOR OF AUDIT**

**On the Financial Statements
of the Mauritius Tourism Promotion Authority
as at 30 June 2018**

NATIONAL AUDIT OFFICE



NATIONAL AUDIT OFFICE

REPORT OF THE DIRECTOR OF AUDIT TO THE BOARD OF THE MAURITIUS TOURISM PROMOTION AUTHORITY

Report on the Audit of the Financial Statements

Opinion

I have audited the accompanying financial statements of the Mauritius Tourism Promotion Authority, which comprise the Statement of Financial Position as at 30 June 2018, and the Statement of Financial Performance, Statement of Change in Net Asset/Equity and the Statement of Cash Flow for the year then ended and Notes to the Financial Statements, including a summary of significant accounting policies.

In my opinion, the financial statements give a true and fair view of the financial position of the Mauritius Tourism Promotion Authority as at 30 June 2018, and of its financial performance and its cash flows for the year then ended in accordance with the International Public Sector Accounting Standards.

Basis for Opinion

I conducted my audit in accordance with International Standards of Supreme Audit Institutions (ISSAIs). My responsibilities under those Standards are further described in the *Auditor's Responsibilities for the Audit of the Financial Statements* section of my report. I am independent of the Mauritius Tourism Promotion Authority in accordance with the INTOSAI Code of Ethics together with the ethical requirements that are relevant to my audit of the financial statements in Mauritius, and I have fulfilled my other ethical responsibilities in accordance with these requirements. I believe that the audit evidence I have obtained is sufficient and appropriate to provide a basis for my opinion.

Key Audit Matters

Key audit matters are those matters that, in my professional judgment, were of most significance in my audit of the financial statements of the current period. These matters were addressed in the context of my audit of the financial statements as a whole, and in forming my opinion thereon, and I do not provide a separate opinion on these matters. I have determined that there is nothing to report in this regard.

Other Information

Management is responsible for the other information. The other information comprises the information in the annual report of the Mauritius Tourism Promotion Authority for the year ended 30 June 2018, but does not include the financial statements and my auditor's report thereon.

My opinion on the financial statements does not cover the other information and I do not express any form of assurance conclusion thereon.

In connection with my audit of the financial statements, my responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with information appearing in the financial statements or my knowledge obtained in the audit or otherwise appears to be materially misstated. If, based on the work I have performed, I conclude that there is a material misstatement of this other information, I am required to report that fact. I have nothing to report in this regard.

Responsibilities of Management and Those Charged with Governance for the Financial Statements

Management is responsible for the preparation and fair presentation of these financial statements in accordance with the International Public Sector Accounting Standards and in compliance with the Statutory Bodies (Accounts and Audit) Act, and for such internal control as management determines is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, management is responsible for assessing the Mauritius Tourism Promotion Authority's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless management intends to cease operations, or has no realistic alternative but to do so.

Those charged with governance are responsible of overseeing the Mauritius Tourism Promotion Authority's financial reporting process.

Auditor's Responsibilities for the Audit of the Financial Statements

My objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes my opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISSAIs will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

As part of an audit in accordance with ISSAIs, I exercise professional judgement and maintain professional scepticism throughout the audit. I also:

- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for my opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control;
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the Mauritius Tourism Promotion Authority's internal control;
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by management;
- Conclude on the appropriateness of management's use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the Mauritius Tourism Promotion Authority's ability to continue as a going concern. If I conclude that a material uncertainty exists, I am required to draw attention in my auditor's report to the related disclosures in the financial statements or, if such disclosures are inadequate, to modify my opinion. My conclusions are based on the audit evidence obtained up to the date of my auditor's report. However, future events or conditions may cause the Mauritius Tourism Promotion Authority to cease to continue as a going concern;
- Evaluate the overall presentation, structure and content of the financial statements, including the disclosures, and whether the financial statements represent the underlying transactions and events in a manner that achieves fair presentation.

I communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that I identify during my audit.

I also provide those charged with governance with a statement that I have complied with relevant ethical requirements regarding independence, and to communicate with them all relationships and other matters that may reasonably be thought to bear on my independence, and where applicable, related safeguards.

From the matters communicated with those charged with governance, I determine those matters that were of most significance in the audit of the financial statements of the current period and are therefore the Key Audit Matters. I describe these matters in my auditor's report, unless law or regulation precludes public disclosure about the matter or when, in extremely rare circumstances, I determine that a matter should not be communicated in my report because the adverse consequences of doing so would reasonably be expected to outweigh the public interest benefits of such communication.

Report on Other Legal and Regulatory Requirements

Management's Responsibility for Compliance

In addition to the responsibility for the preparation and presentation of the financial statements described above, management is also responsible for ensuring that the activities, financial transactions and information reflected in the financial statements are in compliance with the laws and authorities which govern them.

Auditor's Responsibility

In addition to the responsibility to express an opinion on the financial statements described above, my responsibility includes expressing an opinion on whether the activities, financial transactions and information reflected in the financial statements are, in all material respects, in compliance with the laws and authorities which govern them. This responsibility includes performing procedures to obtain audit evidence about whether the Mauritius Tourism Promotion Authority's expenditure and income have been applied to the purposes intended by those charged with governance. Such procedures include the assessment of the risks of material non-compliance.

I believe that the audit evidence I have obtained is sufficient and appropriate to provide a basis for my opinion.

Opinion on Compliance

Statutory Bodies (Accounts and Audit) Act

The financial statements for the year ended 30 June 2018 were received at my Office on 31 October 2018. Following examination of the financial statements, a few amendments had to be made. The amended financial statements were submitted on 31 October 2019.

In my opinion, in all material respects, the activities, financial transactions and information reflected in the financial statements are in compliance with the Statutory Bodies (Accounts and Audit) Act.

Public Procurement Act

The Mauritius Tourism Promotion Authority is responsible for the planning and conduct of its procurement. It is also responsible for defining and choosing the appropriate method of procurement and contract type in accordance with the provisions of the Act and relevant Regulations. My responsibility is to report on whether the provisions of Part V of the Act regarding the Bidding Process have been complied with.

In my opinion, the provisions of Part V of the Act have been complied with as far as it appears from my examination of the relevant records.



C. ROMOOAH
Director of Audit

National Audit Office
Level 14, Air Mauritius Centre
PORT LOUIS

19 November 2019

**Mauritius Tourism Promotion Authority
Financial Statements
For the year ended 30 June 2018**

Statement of Financial Position

as at 30 June 2018

	Notes	30 June 2018 Rs	Restated 30 June 2017 Rs
ASSETS			
Current Assets			
Cash and Cash Equivalents	21	175,020,394	203,271,716
Receivables from Exchange Transactions	12	7,155,022	10,112,008
Inventories	11	1,800,288	748,307
Prepayments	12	7,734,581	5,568,921
		191,710,285	219,700,952
Non-Current Assets			
Property, Plant and Equipment	9	12,179,772	13,365,317
Intangible Assets	10	26,760	386,692
		12,206,532	13,752,009
Total Assets		203,916,817	233,452,961
LIABILITIES			
Current Liabilities			
Payables	17	103,331,259	104,482,885
Provisions & Other Liabilities	14	18,212,146	12,818,753
		121,543,405	117,301,638
Non Current Liabilities			
Employee Benefits	18	7,674,930	6,640,342
Retirement Benefit Obligations	26	14,400,233	9,804,685
		22,075,163	16,445,027
TOTAL LIABILITIES		143,618,568	133,746,665
Net Assets		60,298,249	99,706,296
NET ASSETS/EQUITY			
Accumulated Fund	13	60,298,249	99,706,296
Total Net Assets/Equity		60,298,249	99,706,296

Approved by the Board on

Mrs Devi Chand Anandi Rye Seewooruthun
(Acting Chairperson)

Mr Jeetoo Neezam Mohamad
Member of MTPA Board

The notes on pages 74 to 89 form an integral part of the Financial Statements.

Statement of Financial Performance

for the year ended 30 June 2018

	Notes	12-Month ended 30 June 2018 Rs	18-Month ended 30 June 2017 Rs
Revenue			
Revenue from Non-Exchange Transactions	15	552,560,000	788,938,224
Revenue from Exchange Transactions	16	34,049,373	52,284,529
Total Revenue		586,609,373	841,222,753
Operating Expenses			
Administrative Expenses	19	(68,516,073)	(94,926,726)
Promotional Activities	20	(477,133,327)	(793,007,017)
Depreciation & Amortisation	9 & 10	(2,848,671)	(5,212,997)
Assets Written Off		(346,366)	(1,288,678)
Loss on Disposal		(223,625)	-
Exchange Fluctuation - Gain / (Loss)		1,874,839	(1,132,376)
Revaluation - Gain / (Loss)		159,042	1,782,887
Financial Charges		(533,640)	(1,012,424)
Total Expenses		(547,567,820)	(894,797,331)
Surplus / (Deficit) for the period		39,041,553	(53,574,578)

The notes on pages 74 to 89 form an integral part of the Financial Statements.

Statement of Changes in Net Assets/Equity

for the year ended 30 June 2018

	Accumulated Funds 12 - Month ended	Revaluation Reserve	Total Net Assets / Equity	Restated Total Net Assets / Equity 18-Month ended
	30 June 2018	30 June 2018	30 June 2018	30 June 2017
	Rs	Rs	Rs	Rs
Opening Balance	99,706,296	-	99,706,296	151,953,066
Changes in net assets / equity for the period to 30 June 2018				
Prior Year Adjustments				1,327,808
Provision for Court Case	(5,000,000)		(5,000,000)	
Transfer to Accountant-General	(73,590,000)		(73,590,000)	
Movement in Revaluation Reserve	-	140,400	140,400	
Total changes in Net Assets / Equity	(78,590,000)	140,400	(78,449,600)	1,327,808
Net revenue recognised directly in net assets / equity	21,116,296	140,400	21,256,696	153,280,874
Surplus / (Deficit) for the period	39,041,553	-	39,041,553	(53,574,578)
Balance as at 30 June 2018	60,157,849	140,400	60,298,249	99,706,296

Cash Flow Statement

for the year ended 30 June 2018

	Year ended 30 June 2018	Restated 18-Month ended 30 Jun 2017
	Rs	Rs
CASH FLOWS FROM OPERATING ACTIVITIES		
Surplus / (Deficit)	39,041,553	(53,574,578)
Non-cash movements		
Depreciation of PPE & Amortisation	2,848,671	5,212,997
Assets written off & Impairment Loss	346,366	1,288,678
(Profit) / Loss on Disposal	223,625	(393,435)
Adjustment of Revalued Assets not capitalised	110,400	-
Prior Year Adjustments	-	1,327,808
(Decrease) / Increase in Payables, Provisions & Other Liabilities	(758,233)	17,052,157
Employee Benefits	1,034,588	544,352
Retirement Benefits charge / (release)	4,595,548	4,007,229
Decrease / (Increase) in Inventories	(1,051,981)	49,494
Decrease / (Increase) in Prepayments & Receivables	791,326	11,582,343
Net cash flows from operating activities	47,181,863	(12,902,955)
CASH FLOWS FROM FINANCING ACTIVITIES		
Transfer to Accountant-General	(73,590,000)	-
Net cash flows from Financing Activities	(73,590,000)	-
CASH FLOWS FROM INVESTING ACTIVITIES		
Proceeds from Disposal of Assets	352,000	564,378
Expenditure on Non Current Assets	(2,195,184)	(10,753,279)
Net cash flows from Investing activities	(1,843,184)	(10,188,901)
Net Increase/(Decrease) in cash and cash equivalents	(28,251,321)	(23,091,856)
Cash and cash equivalents at beginning of period	203,271,716	226,363,572
Cash and cash equivalents at end of period	175,020,394	203,271,716

Notes to the Cash Flow Statement

(a) Cash and cash equivalents

Cash and cash equivalents held by the Authority at the reporting date are as follows:

	30 Jun 2018	30 Jun 2017
	Rs	Rs
Cash at Bank	180,520,239	206,665,393
Outstanding payments	(5,499,844)	(3,393,677)
	175,020,394	203,271,716

These balances are available for use by the Authority in compliance with the Mauritius Tourism Promotion Authority Act No.5 of 1996.

(b) Property, Plant and Equipment

During the period, the Mauritius Tourism Promotion Authority acquired property, plant and equipment at the aggregate cost of Rs 2,195,184 financed by capital grant.

Statement of Comparison of Budget and Actual Amounts (Revenue)

for the year ended 30 June 2018

Details of Revenue	Original Budget	Revised Budget	Actual Revenue
	July17-June18	July17-June18	July17-June18
	Rs 1	Rs 2	Rs 3
Government Grant	573,000,000	549,560,000	549,560,000
Contribution from Ministry of Arts and Culture- Regat 50 An		3,000,000	3,000,000
Private sector Contribution - Fairs & Roadshows		27,186,168	19,233,880
Vat Refunds		938,526	
Other Income		316,537	93,140
Trade Service Contracts - Air Tickets		7,526,445	
Total Revenue	573,000,000	588,527,676	571,887,020

Note:

(1) - represents the original approved budget of the MTPA for period July 2017 to June 2018.

(2) - represents the revised budget for period July 2017 to June 2018 which includes Contribution from Private Sector and Ministry of Arts and Culture in connection with Regat 50 An and revenue from other sources.

(3) - represents the actual revenue on a comparable basis for period July 2017 to June 2018.

Statement of Comparison of Budget and Actual Amounts for Operating Expenses

for the year ended 30 June 2018

ITEMS	Original Budget	Revised Budget	Actual Expenses (Cash Basis)	Variations	Remarks
	Rs	Rs	Rs		
Administrative Expenses					
Staff Salaries & Emoluments	22,900,000	22,900,000	23,022,337	-122,337	
Staff Allowances & Other Benefits	10,275,000	10,275,000	8,838,113	1,436,887	Savings on passage benefits
Travelling and Transport (Busfares, Taxi & Travel Grant)	4,100,000	4,100,000	3,925,034	174,966	savings on Transport & Travel grant
Staff Welfare	500,000	500,000	529,952	-29,952	More activities organised
Legal & Professional Fees	4,204,050	4,204,050	3,206,510	997,540	claims received after year
Incidentals & Office Expenses	3,200,000	3,200,000	2,851,240	348,760	claims received after year
Utilities (Telephone, Electricity & Water)	2,500,000	2,500,000	1,699,296	800,704	claims received after year
Rent (Office, store, Information Counter & Parking)	4,425,000	4,425,000	4,712,676	-287,676	Increase in parking space & storage
Running & Maintenance of Vehicles	2,000,000	2,000,000	1,825,046	174,954	claims received after year
Contributions (Pension, NSF, FPS,& Medical)	4,250,000	4,250,000	3,908,184	341,816	
Training of Staff	625,000	625,000	795,198	-170,198	Increase in Training
General Maintenance Plant & Non-Capitalised Assets	1,100,000	1,100,000	1,063,185	36,815	claims received after year
MTPA Office Restructuration	-	-	1,815,342		
Provision for filling of Posts	7,920,950	710,950	-		
Marketing Expenses					
France	68,000,000	58,795,649	50,883,254	7,912,395	claims received after year
UK	48,500,000	53,480,353	38,212,871	15,267,482	claims received after year
Italy	11,500,000	13,278,808	11,207,496	2,071,312	claims received after year
Germany	51,000,000	45,755,000	28,977,603	16,777,397	claims received after year
Reunion	12,500,000	11,880,000	8,361,652	3,518,348	claims received after year
South Africa	15,000,000	18,540,681	14,137,950	4,402,731	claims received after year
Switzerland	10,500,000	11,800,000	9,006,087	2,793,913	claims received after year
India	31,000,000	26,589,601	24,487,777	2,101,824	claims received after year
China	70,000,000	60,184,024	27,935,346	32,248,678	claims received after year
Spain	3,400,000	6,857,507	6,322,522	534,985	claims received after year
Russia	7,000,000	6,527,123	4,102,287	2,424,836	claims received after year
Australia	6,000,000	2,600,000	1,155,448	1,444,552	claims received after year
U.A.E / Middle East	6,500,000	22,231,923	7,823,135	14,408,788	claims received after year
Africa & Indian Ocean Countries	7,700,000	18,470,000	1,009,242	17,460,758	claims received after year
Luxemburg					
Belgium Benelux	11,100,000	9,035,836	4,758,204	4,277,632	claims received after year
Netherlands					
Denmark					
Sweden Scandinavian	4,000,000	4,540,000	1,421,722	3,118,278	claims received after year
Norway/Finland					
Japan	2,000,000	2,103,808	305,757	1,798,051	claims received after year
Singapore	4,500,000	2,600,000	1,231,612	1,368,388	claims received after year
Malaysia	2,000,000	1,300,000	977,782	322,218	claims received after year
South Korea	2,500,000	1,265,856	322,982	942,874	claims received after year
Others -Eur/Asia/America	4,000,000	3,860,000	1,619,524	2,240,476	claims received after year
Austria/Czech/Poland/Hungary/Romania	6,300,000	5,440,000	3,174,591	2,265,409	claims received after year
Rodrigues	5,000,000	5,000,000	1,216,681	3,783,319	claims received after year
Website/E-Marketing	25,000,000	26,120,000	19,290,144	6,829,856	claims received after year
MICE, Cruise, Golf ,Medical & Wedding promotion	9,000,000	9,000,000	6,818,521	2,181,479	claims received after year
Communication & Promotional Tools	9,000,000	9,760,000	10,826,430	(1,066,430)	Due to additional projects
Worldly Events / Local Events(incl Golf)	57,000,000	94,160,000	93,097,120	1,062,880	claims received after year
Small and Medium Entreprises	4,000,000	5,250,000	2,958,512	2,291,488	claims received after year
Film Policy	5,000,000	2,220,000	1,505,000	715,000	claims received after year
Total	567,000,000	599,436,169	441,339,365		

Note:

- 1) represents the original approved budget of the MTPA for period July 2017- June 2018.
- 2) represents the revised budget for for period July 2017 - June 2018 including Private Sector Contribution and other income sources.
- 3) represents the actual expense on a comparable basis for period July 2017 - June 2018
- 4) represents the variations between the final budget after reallocation and actual expense on a comparable basis up to 30 June 2018.

Statement Showing Reconciliation of Actual Cash Flows with Financial Statements

for the year ended 30 June 2018

30 June 2018
Rs

Statement of Reconciliation of Actual Expenses with Cash Flows

Actual amount on comparable basis as presented in the Budget & Actual Comparative statement 441,339,365

Less:-

Prepayments for 2018-19 (7,734,581)

Basis Differences

Non-Budgeted Items

Financial Charges 533,640

Reversal of Prepayments for 2017-18 5,568,921

Provisions & Accruals

Sick Leave 1,246,838

Passage Benefits 840,490

Vacation Leave 1,469,977

Retirement Benefit Obligations 4,595,548

Adjustments for Creditors 90,719,258

Non Cash Items

Depreciation & Amortisation 2,848,671

Assets written off 346,366

Loss on Disposal 223,625

Gain on Exchange fluctuation (1,874,839)

Revaluation Gain (159,042)

Adjustments for TSC 7,603,583

Actual amount in the Statement of Financial Performance 547,567,820

Statement of Reconciliation of Actual Revenue with Cash Flows

Rs

Actual amount on comparable basis as presented in the Budget & Actual comparative Statement 571,887,020

Basis Differences

Non cash items for TSC 7,603,582

Adjustments for PSC Receivables 7,106,970

Reversals of entries for other Income 7,240

Adjustments for Vat Refund 4,561

Actual amount in the Statement of Financial Performance 586,609,373

Notes to the Financial Statements

for the year ended 30 June 2018

1. THE REPORTING ENTITY

The Mauritius Tourism Promotion Authority is a corporate body established under the Mauritius Tourism Promotion Authority Act No.5 of 1996.

The main objectives of the Authority are to promote Mauritius abroad as a tourist destination by:

- (a) (i) conducting advertising campaigns and participating in tourism fairs, and
- (ii) organising, in collaboration with the local tourism industry, promotional campaigns and activities in Mauritius and abroad
- (iii) to initiate such action as may be necessary to promote cooperation with other tourism agencies
- (iv) to conduct research into market trends and market opportunities and disseminate such information and other relevant statistical data on Mauritius and
- (v) to advise the Minister on all matters relating to the promotion of tourism.

2. BASIS OF PREPARATION

The Financial Statements of the MTPA have been prepared in accordance with the International Public Sector Accounting Standards (IPSASs) issued by the International Public Sector Accounting Board (IPSASB) which is a Board of the International Federation of Accountants Committee (IFAC).

Where an IPSAS does not address a particular issue, the appropriate International Financial Reporting Standards (IFRSs) and International Accounting Standards (IASs) of the International Accounting Standards Board (IASB) are applied.

The Financial Statements have been prepared under the historical cost and on a going-concern basis and the accounting policies have been applied consistently throughout the period.

The preparation of the Financial Statements is in conformity with IPSAS and generally accepted accounting practices which require the use of estimates and assumptions that affect the reported amounts of assets and liabilities at the date of the Financial Statements and the reported amounts of revenue and expenses during the reporting period.

In the application of the MTPA's accounting policies, which are described in Note 6, management is required to make judgements, estimates and assumptions about the carrying amounts of assets and liabilities that are not readily apparent from other sources. The estimates and associated assumptions are based on historical experience and other factors that are considered to be relevant. Actual results may differ from these estimates. The estimates and underlying assumptions are reviewed on an ongoing basis.

Revisions to accounting estimates are recognised in the period in which the estimate is revised if the estimate affects only that period or in the period of the revision and future periods if the revision affects both current and future periods. Estimates include, but are not limited to fair valuation of inventories, accounts receivables, accrued charges, contingent assets and liabilities, and the degree of impairment of property, plant and equipment.

The Financial Statements are presented in Mauritian Rupees.

3. ADOPTION OF IPSAS

The Financial Statements have been prepared in accordance with and comply with the International Public Sector Accounting Standards (IPSAS) issued by the International Public Sector Accounting Standards Board (IPSASB).

- (i) The Authority has adopted relevant new and revised IPSAS that are relevant to its operations for the year ended 30 June 2018, namely:-

IPSAS 1 - Presentation of Financial Statements.

IPSAS 2 - Cash Flow Statements.

IPSAS 3 - Net Surplus or deficit for the period, Fundamental Errors and Changes in Accounting Policies.

IPSAS 4 - The Effects of Changes in Foreign Exchange Rates.

IPSAS 9 - Revenue from Exchange Transactions.

IPSAS 12 - Inventories.

IPSAS 13 - Leases.

IPSAS 14 - Events After the Reporting Date.

IPSAS 17 - Property, Plant, and Equipment.

IPSAS 18 - Segment Reporting.

IPSAS 19 - Provisions, Contingent Liabilities and Contingent Assets.

IPSAS 20 - Related Party Disclosures.

IPSAS 21 - Impairment of Non-Cash-Generating Assets.

IPSAS 23 - Revenue from Non Exchange Transactions.

IPSAS 24 - Presentation of Budget Information in Financial Statements.

IPSAS 25- Employee Benefits.

IPSAS 26 - Impairment of Cash Generating Assets.

IPSAS 31 - Intangible Asset.

Notes to the Financial Statements

for the year ended 30 June 2018

3. ADOPTION OF IPSAS (continued)

In addition to the above mentioned standards, the following standards have been issued but not adopted by the Authority:-

IPSAS 5 - Borrowing Costs

IPSAS 6 - Consolidated Financial Statements and Accounting for Controlled Entities.

IPSAS 7 - Accounting for Investments in Associates.

IPSAS 8 - Financial reporting of Interest in Joint Ventures.

IPSAS 10 - Financial Reporting in Hyperinflationary Economies.

IPSAS 11 - Construction Contracts.

IPSAS 16 - Investment Property.

IPSAS 22 - Disclosure of Financial Information about the General Government Sector.

IPSAS 27 - Agriculture.

IPSAS 28 - Financial Instruments: Presentation.

IPSAS 29 - Financial Instruments: Recognition and Measurement.

IPSAS 30 - Financial Instruments: Disclosures.

IPSAS 32 - Service concession arrangements: Grantor

IPSAS 34 - Separate FS

IPSAS 35 - Consolidated FS

IPSAS 36 - Investment in Associate and Joint Investments

IPSAS 37 - Joint Arrangements

IPSAS 38 - Disclosure of Interests in Other Entities

IPSAS 39 - Employee Benefits

The standard which has been issued but will come effective as from January 2019 is the IPSAS 40 - Public Sector Combinations

4. MEASUREMENT BASE

The accounting principles recognised as appropriate for the measurement and reporting of the financial performance, cash flows, and financial position on an accrual basis using historical cost are followed in the preparation of the financial statements.

5. STATEMENT OF FINANCIAL PERFORMANCE AND CASH FLOW STATEMENT

The Statement of Financial Performance classifies expenses on the basis of their nature. The Cash Flow Statement has been prepared using the indirect method.

6. ACCOUNTING PERIOD

The Financial Statements for the current financial year have been prepared for the twelve months ended 30 June 2018.

7. BUDGET INFORMATION

The Budget Estimates are prepared on cash basis, classify by nature of expenses, cover the Financial Year 1 July 2017 to 30 June 2018. The Financial Statements have been prepared on accrual basis. As a result of adoption of cash basis for budgeting purposes, additional Statement of Comparison of Budget and Actual amount spent on cash basis have been prepared together with Statement of Reconciliation of actual cashflows with Financial Statements.

8. ACCOUNTING POLICIES

(a) Revenue Recognition

Revenue from Non-Exchange Transactions

Assets and revenues arising from transfer transactions are recognised in accordance with the requirements of IPSAS 23, Revenue from Non-Exchange Transactions (Taxes and Transfers) as from 1 January 2014.

Transfers from other government entities

Revenues from non-exchange transactions with other government entities are measured at fair value and recognised on obtaining control of the asset (cash, goods, services and property) if the transfer is free from conditions and it is probable that the economic benefits or service potential related to the asset will flow to the Authority and can be measured reliably. Where a transfer is subject to conditions that, if unfulfilled, require the return of the transferred resources, the Authority recognises a liability until the condition is fulfilled.

Government contribution for recurrent expenditure is recognised in the Statement of Financial Performance in the year to which it relates.

Revenue from Exchange Transactions

Contribution for participation in fairs, roadshows, events and tickets received under Transportation Service Contracts are recognised in the Statement of Financial Performance in the year to which they relate.

Same treatment is applied to other income from operation, resulting from normal course of activities.

Notes to the Financial Statements

for the year ended 30 June 2018

8. ACCOUNTING POLICIES (continued)

(b) Property, Plant and Equipment

Property, Plant and Equipment are stated at cost, net of accumulated depreciation. Depreciation is provided on a straight-line basis so as to write off the depreciable value of the assets over their estimated useful lives. The annual rates used for that purpose are as follows:

Class of Assets	Annual Rate (%)
Improvement to Building	11.10 %
Furniture & Fittings	10.00 %
Motor Vehicles	12.50 %
Office Equipment	12.50 %
Computer & Other IT Equipment	25.00 %

A full year's depreciation is charged on fixed assets acquired during the year, irrespective of the date of purchase. No depreciation will be charged in the year of disposal.

Gains and losses on disposal of Property, Plant and Equipment are determined by the difference between the carrying values of the assets and their disposal proceeds and is accounted for in the Statement of Financial Performance in determining operating surplus or deficit.

Assets less than Rs 5,000 per item are expensed to the Statement of Financial Performance in the year in which they are incurred.

Fully depreciated assets which are still in use are revalued at fair value and accounted in a revaluation reserve account.

(c) Leases

Rentals payable under operating leases are charged to income on an accrual basis.

The future minimum lease payments under non-cancellable operating leases in the aggregate and for each of the following periods are as follows:

- (i) Not later than one year: Rs 3,969,636.
 - (ii) Later than one year and not later than five year is Nil.
 - (iii) Later than five years is Nil.
- (a) Total contingent rents recognised in the Statement of Financial Performance for period ended 30 June 2018 was Rs 4,197,951.
 - (b) MTPA hired 4th & 5th floor (8410 sq ft), 6th floor (1052.50 sq ft), Mezzanine (860 sq ft) for period 1 July 2017 to 30 June 2018 with Jolima Ltd.

The Authority also rents a counter at the SSR International Airport with ATOL and a premise of 1600 sq ft for storage purposes at Jemmapes street, Port Louis.

(d) Inventories

Inventories comprise mainly of promotional materials which are valued at the lower of cost and net realisable value. Cost is based on the invoiced value of materials on first in first out basis. The carrying amount of inventories is recognised as an expense in the period when these inventories are used in respect of promotional activities.

(e) Employee Benefits

(i) Defined Benefit Plan

The Authority is made under the Statutory Bodies Pension Fund Act, as subsequently amended. The Scheme is a Defined Benefit Plan funded by the Mauritius Tourism Promotion Authority and its assets are managed by the State Insurance Company of Mauritius (SICOM) Ltd.

An actuarial valuation of the defined benefit obligations is recognised in the Statement of Financial Position adjusting the fair value of the plan's assets. Any unrecognised actuarial gains and losses and unrecognised past service. Any asset resulting from this calculation is limited to unrecognised actuarial losses and past service cost, plus the present value of available refunds and reductions in future contribution plan.

The net total of the current service cost, interest cost, expected returns on plan's assets, any unrecognised actuarial gains and losses, any past service cost and the effect of any curtailment or settlement is recognised in the Statement of Financial Performance.

(ii) Defined Contribution Plan

The Public Pension Defined Pension Scheme was set up after amendment to the Statutory Bodies Pension Funds Act 1978, further to recommendations of the PRB Report 2013.

As from January 2013, all new entrants who joined a statutory body must also join the Defined Contribution Scheme with employee contribution amounting to 6% and employer contribution at 12%.

(iii) Employee Leave Entitlement

Employee entitlement to bank sick leave as defined in the PRB Report are recognised as and when they are accrued to employees. A provision is made for the estimated liability for bank sick leave.

Notes to the Financial Statements

for the year ended 30 June 2018

8. ACCOUNTING POLICIES (continued)

(iv) Family Protection Scheme

A separate Family Protection Scheme exists at the Mauritius Tourism Promotion Authority whereby 4% of the monthly salary of each employee on the permanent and pensionable establishment is paid to the State Insurance Company of Mauritius (SICOM) Ltd which manages the scheme. The Mauritius Tourism Promotion Authority contributes 2% and the remaining 2% by each employee. In case of death of an employee, an amount that is actuarially determined, is paid to the estate of the deceased person in accordance with the terms and conditions of the scheme.

(v) Vacation Leave

Provision is made for the estimated liability in respect of vacation leave as accumulated by the employee for a maximum of 210 working days.

(vi) Sick Leave Entitlement

Employee entitlements to bank sick leave as defined in the PRB Report are recognised as and when they accrue to employees. Employees are allowed to accumulate sick leaves not taken at the end of each calendar year up to a maximum of 110 days, in a sick leave bank. The balance of bank sick leaves is valued at the end of the 12 month period ended 30 June 2018 and is recognised as Employee Benefits in Non-Current Liabilities.

(vii) Passage Benefits

A provision is made for the estimated liability for passage benefits. The passage benefits for each staff are valued at year end and are included as provisions and other liabilities. The annual increase in passage benefits representing amount earned for each eligible officer during the 12 month period ending 30 June 2018, is recognised as Employee Benefits in Non-Current Liabilities.

(f) Receivables

Receivables are initially recognised at fair value. A provision for impairment of accounts receivables is established when there is objective evidence that Mauritius Tourism Promotion Authority will not be able to collect all amounts due according to the original terms of receivables.

(g) Cash and Cash Equivalents

Cash comprises cash at bank and in hand and demand deposits. Cash equivalents are short-term highly liquid investments that are readily convertible to known amounts of cash and which are subject to an insignificant risk of change in value.

The Authority operates two Credit Cards in the names and custody of the Director and the Finance Manager for an amount of Rs 200,000 and Rs 500,000 respectively. The card in the name of the Finance Manager is mainly used for on line payments for projects falling under E-Marketing and that in the name of the Director for settlement of bills on behalf of MTPA mainly while on mission abroad. The Credit Card in the name of the Finance Manager was cancelled on 1st August 2018.

(h) Payables

Payables do not carry any interest and are stated at their cost which approximate to fair value.

(i) Provisions

A provision is recognised in the Statement of Financial Position when Mauritius Tourism Promotion Authority has a legal or constructive obligation as result of a past event, and it is probable that an outflow of economic benefits will be required to settle the obligation. Provisions are reviewed at each Statement of Financial Position date and are adjusted to reflect the current best estimate.

(j) Intangible Assets

Intangible Assets which comprise computer software on acquisition and websites will be initially recorded at cost and will be amortised using straight line method over its estimated useful life of 4 years. The assets will be assessed for impairment every year and the carrying value amount will be reviewed annually and adjusted for impairment where it is considered necessary.

Notes to the Financial Statements

for the year ended 30 June 2018

8. ACCOUNTING POLICIES (continued)

(k) Foreign Currencies

Monetary assets and liabilities denominated in foreign currencies are translated at the rate of exchange prevailing at the Statement of Financial Position date. Transactions in foreign currencies are recorded at the rates ruling at the end of the month of the transaction. All differences arising from the transactions of foreign currencies are taken to the Statement of Financial Performance.

(l) Comparative Information

Comparative information has been restated or reclassified, as necessary, to conform to current year's presentation. The comparative information covers the period 1 January 2016 to 30 June 2017 (18 months) while the current Financial Statements cover the period 1 July 2017 to 30 June 2018 (12 months).

(m) Risk Management Policies

MTPA adopts a conservative approach to risk management. A description of the significant risk factors is given below together with the relevant risk management policies.

(i) Operational Risk Management

Operational risk, which is inherent in all organisations activities, is the risk of financial loss, instability arising from failures in internal controls, operational processes or the system that supports them. It is recognised that such risks can never be entirely eliminated and the costs of controls in minimising these risks may outweigh the potential benefits.

(ii) Fair Value

The Board considers that the carrying amounts of MTPA's financial assets and liabilities approximate their fair value.

(iii) Credit Risks

These are incurred from receivables. The Authority manages its exposure to credit risks through the application of relevant receivables control measures.

The Authority does not require any collateral or security as support for its local receivables due to the low risk associated with their realisation. However, a significant level of risk is associated with receivables from overseas. The Authority is doing its level best to mitigate such risks but some of the risk elements are outside the control of the Authority.

(iv) Interest Rate Risks

MTPA is not exposed to any interest rate risk on car loans to staff as it is government secured.

(v) Liquidity Risks

The liquidity risk is the risk that MTPA will not be able to meet its financial obligations as they fall due. MTPA's approach to managing liquidity is to ensure that it will always have sufficient liquidity to meet its liabilities when they become due without incurring unacceptable losses or risking damage to the MTPA's reputation.

(vi) Foreign Currency Exchange Risks

The MTPA incurs same at its expenses mainly for promotional activities in currencies other than its functional Currency, the Mauritian Rupee. As a consequence it is exposed to foreign exchange risk arising from fluctuation of currency exchange rates.

Notes to the Financial Statements

for the year ended 30 June 2018

9. PROPERTY, PLANT AND EQUIPMENT

	Improvement to Buildings Rs	Furniture & Fittings Rs	Motor Vehicles Rs	Office Equipment Rs	Computer & Other IT Equipment Rs	Others Rs	Total Rs
Cost							
At 1 July 2017	4,907,735	4,822,302	13,072,771	3,741,450	11,076,623	46,400	37,667,281
Additions	141,171	696,376		8,500	1,349,138		2,195,184
Revaluation		15,000			15,000		30,000
Disposal	(4,155,946)	(3,993,390)	(1,866,337)	(1,399,974)	(7,974,332)		(19,389,978)
At 30 June 2018	892,960	1,540,288	11,206,434	2,349,976	4,466,429	46,400	20,502,487
Depreciation							
At 1 July 2017	4,440,682	4,314,394	3,613,319	1,981,419	9,952,149		24,301,963
Charge for the year	99,218	152,530	1,394,594	293,747	866,934		2,807,023
Disposal	(4,155,946)	(3,993,390)	(1,290,712)	(1,399,974)	(7,946,250)		(18,786,271)
At 30 June 2018	383,954	473,534	3,717,201	875,192	2,872,834	-	8,322,715
Net Book Value							
At 30 June 2018	509,006	1,066,754	7,489,233	1,474,784	1,593,595	46,400	12,179,772
At 31 Dec 2017	467,053	507,908	9,459,452	1,760,031	1,124,474	46,400	13,365,318

10. INTANGIBLE ASSETS

Software Costs:	Software Rs	Website Rs	Total Rs
At 1 July 2017	593,570	10,562,621	11,156,191
Disposal	(319,912)	(10,562,621)	(10,882,533)
At 30 June 2018	273,658	-	273,658
Amortisation:			
At 1 July 2017	525,162	10,244,338	10,769,499
Charge for the year	41,648	-	41,648
Disposal	(319,912)	(10,244,338)	(10,564,249)
At 30 June 2018	246,898	-	246,898
Net Book Value			
At 30 June 2018	26,760	Nil	26,760
At 30 June 2017	149,799	1,316,884	1,466,683

Notes to the Financial Statements

for the year ended 30 June 2018

11. INVENTORIES

	Year ended 30 June 2018	Year ended 30 Jun 2017
	Rs	Rs
Brochures & Maps	904,867	389,505
Visuals - Films & Photos	364	2,767
Handicrafts & Others	895,057	356,035
	1,800,288	748,307

12. RECEIVABLES & PREPAYMENTS

	30 June 2018	Restated 30 Jun 2017
	Rs	Rs
Receivables from Exchange Transactions		
Receivables	5,745,001	8,045,141
Deposits	97,450	23,500
Car Loan Receivable	1,312,571	2,043,367
	7,155,022	10,112,008
Prepayments	7,734,581	5,568,921
Total Receivables & Prepayments	14,889,603	15,680,929

13. ACCUMULATED FUND

	30 June 2018	Restated 30 Jun 2017
Balance at 1 July 2017	99,706,296	151,953,066
Surplus / (Deficit) for the period	39,041,553	(53,574,578)
Prior Year Adjustments	-	1,327,808
Adjustment in Payables	-	-
Movements in Accumulated Fund	(5,000,000)	-
Revaluation Reserve	140,400	-
Transfer to Accountant-General	(73,590,000)	-
Balance at 30 June 2018	60,298,249	99,706,296

Notes to the Financial Statements

for the year ended 30 June 2018

14. PROVISIONS & OTHER LIABILITIES

	Year ended 30 June 2018	Year ended 30 Jun 2017
	Rs	Rs
Passage Benefits	2,988,339	3,056,147
Vacation Leave	8,895,236	7,703,239
Court Cases	5,000,000	-
Car Loan Payable	1,312,571	2,043,367
Refundable Deposits	16,000	16,000
	18,212,146	12,818,753

15. REVENUE FROM NON-EXCHANGE TRANSACTIONS

	30 June 2018	30 Jun 2017
Grant received from Government		
Recurrent Promotional Activities	478,860,243	682,603,280
Contribution (Ministry of Arts and Culture)	3,000,000	-
Additional Grants (Refund Cardinal)	-	438,224
Capital Expenditure from Grant	2,195,184	10,969,994
Administrative Expenses	68,504,573	94,926,726
Total Revenue from Non-Exchange Transactions	552,560,000	788,938,224

16. REVENUE FROM EXCHANGE TRANSACTIONS

	30 June 2018	30 Jun 2017
(a) PRIVATE SECTOR CONTRIBUTIONS		
Fairs & Roadshows / Events	25,186,168	34,415,746
Transportation Service Contracts	7,603,583	13,890,936
	32,789,751	48,306,682
(b) OTHER INCOME		
Vat Refunds	943,086	2,274,296
Sundries	309,296	1,306,112
Payables Adjusted	3,515	4,365
Receivables Adjusted	3,726	(361)
Disposal Proceeds	-	393,435
	1,259,622	3,977,847
Total Revenue from Non-Exchange Transactions	34,049,373	52,284,529

Notes to the Financial Statements

for the year ended 30 June 2018

17. PAYABLES

	Year ended 30 June 2018	Restated Year ended <u>30 Jun 2017</u>
	Rs	Rs
Accruals: Promotional Activities	100,343,050	102,634,296
Accruals: Administrative	2,171,223	1,848,589
Income Received in Advance	816,987	-
	103,331,259	104,482,885

18. EMPLOYEE BENEFITS

Provision has been made for accumulated sick leaves and current year sick leaves entitlement.

	30 Jun 2018	<u>30 Jun 2017</u>
Provision as at 30 June 2018	7,674,930	6,640,342
Amount payable within one year	-	-
Amount payable after one year	7,674,930	6,640,342

19. ADMINISTRATIVE EXPENSES

	30 Jun 2018	<u>30 Jun 2017</u>
STAFF COSTS		
Staff Salaries & Emoluments	23,022,337	34,938,063
Staff Allowances & Other Benefits	12,577,226	14,892,853
Pension Costs	6,892,002	8,040,812
Travelling & Transport	3,906,071	5,598,069
Contributions (Medical, FPS, NPF)	1,611,730	1,726,953
Staff Welfare	528,162	647,976
Training of Staff	788,867	1,158,027
	49,326,396	67,002,753
OTHER ADMINISTRATIVE EXPENSES		
Rent	4,738,251	6,226,746
Utilities	2,062,440	3,277,726
Incidental & Office Expenses	3,525,972	4,745,591
Motor Vehicles Running Expenses	1,891,747	3,280,377
Legal & Professional Fees	2,257,238	4,815,332
Board Member Fees	432,115	721,483
Other Committee Fees	1,283,526	847,992
General Maintenance & Others	1,183,047	2,430,902
MTPA Organisation Related Costs	1,815,342	1,253,824
Review of Roles & Functions of MTPA	-	324,000
	19,189,677	27,923,973
	68,516,073	94,926,726

Notes to the Financial Statements

for the year ended 30 June 2018

20. PROMOTIONAL ACTIVITIES

	Year ended <u>30 June 2018</u> Rs	Year ended <u>30 Jun 2017</u> Rs
Advertising Campaigns	92,047,000	166,992,592
Fairs / Workshops / Roadshows & Others	89,983,221	137,845,884
Public Relations Contracts	79,760,694	125,212,841
Special Assignments	14,202,361	98,596,092
Worldly / Local Events	98,518,154	96,454,595
Low Season Campaigns	32,028,151	69,318,743
E-Marketing	23,973,947	29,762,087
Educationals / Public Relations	16,845,935	26,973,455
Communication & Promotional Tools	11,929,095	20,720,582
Promotion of Rodrigues	4,974,197	8,431,102
MICE, Cruise & Others	7,445,713	6,619,194
Small and Medium Entreprises	3,919,858	4,895,674
Film Policy	1,505,000	-
Promotion VAT refund & Others	-	1,184,176
	477,133,327	793,007,017

21. CASH AND CASH EQUIVALENTS

Cash and cash equivalents held by the Authority at the reporting date are as follows:

	<u>30 Jun 2018</u>	<u>30 Jun 2017</u>
Cash at Bank	180,520,239	206,665,393
Outstanding payments	(5,499,844)	(3,393,677)
	175,020,394	203,271,716

The fair value of cash is Rs 180,520,239 and the Credit Cards of MTPA showed a credit of Rs 259,521 as at 30 June 2018.

22. LOANS & RECEIVABLES

Loans comprise advances made to eligible employees for the acquisition of Motorcars and bear interest rates of 4% and repayment terms vary between five to seven years.

	<u>30 Jun 2018</u>	<u>30 Jun 2017</u>
Opening Balance Payable	2,043,367	1,714,018
Loans made during the year	-	1,898,900
Repayment of Car Loan	(730,796)	(1,569,551)
	1,312,571	2,043,367
Amount payable within one year	(730,796)	(730,796)
Amount payable after one year	581,775	1,312,571

Notes to the Financial Statements

for the year ended 30 June 2018

23. RELATED PARTY TRANSACTIONS

For the purposes of these financial statements, parties are considered to be related to the Authority if they have the ability, directly or indirectly, to control the Authority or exercise significant influence over the Authority in making financial and operating decision or vice versa.

24. EVENTS AFTER THE REPORTING PERIOD

There are no events after reporting period which may have a material effect on the financial statements as at 30 June 2018.

25. KEY MANAGEMENT PERSONNEL

The management of the MTPA is carried out by the key personnel including the Director, Heads of Sections and other senior staffs who are responsible for planning, directing and controlling the activities of the organisation. The aggregate remuneration of key management personnel was Rs 13.29 M for the period ending 30 June 2018.

		Year ended 30 June 2018	Year ended 30 Jun 2017
		Rs	Rs
Director	(1 on Contract from Aug to Dec 2017 & 1 on Contract as from June 2018)	776,812	1,980,000
Head of Sections	(4 on Substantive capacity)	3,474,478	5,038,800
Other Senior Staffs	(11 on Substantive capacity & 4 on Contract)	9,044,475	12,964,979
Total		13,285,765	19,983,779
BOARD OF DIRECTORS REMUNERATION			
Chairperson fees		359,100	540,613
Board Members fees		73,015	180,870
Total		432,115	721,483

Notes to the Financial Statements

for the year ended 30 June 2018

26. RETIREMENT BENEFIT OBLIGATIONS

(a) Defined Benefit Scheme

MTPA operates a defined pension benefit scheme for qualifying employees which is held and administered independently by SICOM Ltd. Under the scheme, the employees are entitled to retirement benefits up to a maximum of two thirds of their final salary on attainment of retirement age. The schemes is partly funded by employees of the Authority and partly by MTPA.

The most recent actuarial valuations of the plan assets and the present value of the defined benefit obligation were carried out at 30 June 2018 by SICOM Ltd as per IPSAS 25 Adoption.

	Year ended 30 Jun 2018	Year ended 30 Jun 2017
	Rs	Rs
(i) Amounts recognised in Statement of Financial Position at end of year:		
Present value of funded obligation	82,943,400	77,860,356
(Fair value of plan assets)	(28,113,020)	(26,633,175)
	54,830,380	51,227,181
Present value of unfunded obligation	-	-
Unrecognised actuarial gain/(loss)	(40,430,147)	(41,422,496)
Liability recognised in Statement of Financial Position at end of year	14,400,233	9,804,685
(ii) Amounts recognised in Statement of Financial Performance:		
Current service cost	2,116,581	3,130,946
(Employee contributions)	(891,203)	(1,354,552)
Fund expenses	63,753	97,072
Interest cost	5,060,923	6,310,252
(Expected return on plan assets)	(1,700,483)	(2,455,317)
Actuarial Loss / (gain) recognised	2,242,431	1,777,890
Past service cost recognised	-	-
Total, included in staff costs	6,892,002	7,506,291
(iii) Movements in liability recognised in Statement of Financial Position		
At start of year	9,804,685	5,797,456
Total staff cost as above	6,892,002	7,506,291
(Actuarial reserves transferred in)	-	-
(Contributions paid by employer)	(2,296,454)	(3,499,062)
At end of year	14,400,233	9,804,685
Actual return on plan assets:		2,050,379

Notes to the Financial Statements

for the year ended 30 June 2018

26. RETIREMENT BENEFIT OBLIGATIONS (continued)

(a) Defined Benefit Scheme (continued)

	Year ended 30 June 2018 %	Year ended <u>30 June 2017</u> %
Main actuarial assumptions at end of year:		
Discount rate	6.50%	6.50%
Expected rate of return on plan assets	6.50%	6.50%
Future salary increases	4.00%	4.00%
Future pension increases	3.00%	3.00%

The assets of the plan are invested in funds managed by the State Insurance Company of Mauritius Ltd. The discount rate is determined by reference to market yields on bonds.

	30 June 2018 Rs	<u>30 June 2017</u> Rs
Reconciliation of the present value of defined benefit obligation		
Present value of obligation at start of period	77,860,356	64,720,537
Current service cost	2,116,581	3,130,946
Interest cost	5,060,923	6,310,252
(Benefits paid)	(4,067,693)	(5,956,425)
Liability (gain)/loss	1,973,233	9,655,046
Present value of obligation at end of period	82,943,400	77,860,356

Reconciliation of fair value of plan assets		
Fair value of plan assets at start of period	26,633,175	25,782,680
Expected return on plan assets	1,700,483	2,455,317
Employer contributions	2,296,454	3,499,062
Employee contributions	891,203	1,354,552
Actuarial reserves transferred in	-	-
(Benefits paid + other outgo)	(4,131,446)	(6,053,497)
Asset gain/(loss)	723,151	(404,939)
Fair value of plan assets at end of period	28,113,020	26,633,175

	30 June 2018 %	<u>30 June 2017</u> %
Distribution of plan assets at end of period		
Percentage of assets at end of period		
Fixed interest securities and cash	59.5	56.6%
Loans	3.7%	4.4%
Local Equities	14.6%	15.8%
Overseas Bonds and Equities	21.6%	22.6%
Property	0.6%	0.6%
Total	100%	100%

Notes to the Financial Statements

for the year ended 30 June 2018

26. RETIREMENT BENEFIT OBLIGATIONS (continued)

(a) Defined Benefit Scheme (continued)

Additional disclosure on assets issued or used by the reporting entity

	Year ended 30 June 2018	Year ended 30 June 2017
<i>Percentage of assets at end of year</i>	(%)	(%)
Assets held in the entity's own financial instruments	0	0
Property occupied by the entity	0	0
Other assets used by the entity	0	0

History of obligations, assets and experience adjustments

Year	30 June 2018	30 June 2017
Currency	Rs	Rs
Fair value of plan assets	28,113,020	26,633,175
(Present value of defined benefit obligation)	(82,943,400)	(77,860,356)
Surplus/(deficit)	(54,830,380)	(51,227,181)
Asset experience gain/(loss) during the period	723,151	(404,939)
Liability experience gain/(loss) during the period	(1,973,233)	(9,655,046)
Year	2018/2019	
	Rs	
Expected employer contributions	2,378,750	

Notes to the Financial Statements

for the year ended 30 June 2018

APPENDIX

Data Summary

1. Active Members

	As at 30 June 2018				2017
	No. of members	Average Age	Average Salary	Average Service	No. of members
Male	19	50	41,397	204	19
Female	12	51	36,625	237	13
Total / Overall	31	50	39,550	217	32

2. Pensioners

	As at 30 June 2018			2017
	No. of members	Average Age	Average monthly Pension	No. of members
Male	11	66	19,350	11
Female	2	65	20,713	1
Total / Overall	13	66	19,560	12

Assumptions as at 30 June 2018

Financial assumptions

Discount rate	6.5%
Future salary increases	4.0%
Future pension increases	3.0%
Expected return on assets	6.5%

The discount rate is determined by reference to market yields on government bonds. (IPSAS 25 requires that the discount rate reflects the time value of money).

(b) Defined Contribution Scheme

The Defined Contribution Pension Scheme was set up after amendment to Statutory Bodies Pension Funds Act 1978, further to recommendations of the PRB report 2013.

As from January 2013, all new entrants who joined a statutory body must also join the Defined Contribution Scheme with employee contribution amounting to 6% and employer contribution at 12%.

Under this Pension Scheme, the reporting entity's obligation for each period is determined by the amounts contributed for that period. Consequently, no actuarial assumptions are required to measure the obligation or the expense and there is no actuarial gain or loss.

The total contributions paid in respect of Defined Contribution Scheme for the year ended 30 June 2018 and the cumulative balance as at 30 June 2018 are as follows:-

	Contribution period ended 30 June 2018 Rs	Cumulative Balance as at 30 June 2018 Rs
Employer Contribution	431,622	1,611,580
Employee Contribution	213,702	803,783
Total Contribution	645,324	2,415,363

Notes to the Financial Statements

for the year ended 30 June 2018

27. CONTINGENT LIABILITY

Public Relations + Werbe AG (PRW)

Public Relations + Werbe AG (PRW) an ex-Public Relations Representative (PRR) of MTPA from Switzerland is claiming debts pertaining to invoices for year 2010, 2011, 2012 plus damages and prejudice, man power and other expenses amounting to CHF 474, 083.20 (Approximately Rs 15,465,000) plus interests at the legal rate as from the date of entry of the plaint.

On 14 May 2019, the judge of the Supreme Court called upon the legal advisors of both parties for a mediation. In a spirit of finding an amicable solution, the legal advisors of the plaintiff and the defendant agreed for a settlement of the case against a payment of Rs 5 Million with all costs. The payment was effected in June 2019.

28. IC PUBLICATIONS

A contract was signed between MTPA and ICP for the latter to manage the Global African Tourism Summit. As per contractual terms, a payment of Rs 2.5 million was made to IC Publications but the contract had to be terminated based on the No Go clause of para 5.6 of the contract.

The decision to terminate the contract was taken on account of several breaches of the said agreement.

MTPA legal advisor is of opinion that there is a possibility that the said sum of Rs 2.5 million already paid could be recovered through a Court case grounded in breach of contract.

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TABLE 1: PASSENGER TRAFFIC ¹ BY MONTH, 2015 - 2017

Month	2015		2016		2017 ²	
	Arrivals	Departures	Arrivals	Departures	Arrivals	Departures
January	139,076	164,024	157,574	182,555	166,017	193,128
February	116,453	114,890	133,906	136,073	138,288	141,162
March	130,539	135,445	142,232	142,346	146,494	150,720
1st Quarter	<u>386,068</u>	<u>414,359</u>	<u>433,712</u>	<u>460,974</u>	<u>450,799</u>	<u>485,010</u>
April	123,409	122,212	126,517	132,081	150,261	150,344
May	113,225	124,533	122,611	128,915	126,064	132,489
June	91,330	88,098	98,732	94,919	105,955	105,143
2nd Quarter	<u>327,964</u>	<u>334,843</u>	<u>347,860</u>	<u>355,915</u>	<u>382,280</u>	<u>387,976</u>
1st Semester	714,032	749,202	781,572	816,889	833,079	872,986
July	128,120	114,026	143,129	127,740	150,429	136,886
August	124,102	135,486	129,965	143,246	137,706	146,592
September	111,049	110,025	120,119	119,467	127,553	125,285
3rd Quarter	<u>363,271</u>	<u>359,537</u>	<u>393,213</u>	<u>390,453</u>	<u>415,688</u>	<u>408,763</u>
Jan. to Sep.	1,077,303	1,108,739	1,174,785	1,207,342	1,248,767	1,281,749
October	137,559	132,869	163,535	154,367	163,994	157,071
November	135,816	133,874	151,934	156,444	159,898	161,905
December	172,543	144,680	196,105	163,096	208,362	176,570
4th Quarter	<u>445,918</u>	<u>411,423</u>	<u>511,574</u>	<u>473,907</u>	<u>532,254</u>	<u>495,546</u>
2nd Semester	809,189	770,960	904,787	864,360	947,942	904,309
Whole Year	1,523,221	1,520,162	1,686,359	1,681,249	1,781,021	1,777,295

¹ Excluding inter island traffic between the main island of Mauritius and the other constituent islands of the Republic of Mauritius and direct transit, but includes international traffic between Rodrigues and Reunion Island

² Provisional

TABLE 2: DEPARTURE OF MAURITIAN RESIDENTS BY COUNTRY OF DISEMBARKATION ¹, 2016 AND 2017

Country of disembarkation		2016	2017 ²	% Change
EUROPE		55,652	61,370	+ 10.3
	Austria	81	222	+ 174.1
	France	31,546	29,268	- 7.2
	Germany	2,440	3,334	+ 36.6
	Italy	1,365	1,873	+ 37.2
	Switzerland	118	675	+ 472.0
	Turkey	2,675	6,390	+ 138.9
	United Kingdom	17,414	19,423	+ 11.5
	Other European	13	185	+ 1323.1
AFRICA		83,394	93,638	+ 12.3
	Kenya	2,776	2,514	- 9.4
	Malagasy Republic	9,378	8,418	- 10.2
	Mozambique	211	341	+ 61.6
	Reunion Island	34,228	43,561	+ 27.3
	Seychelles	10,383	10,703	+ 3.1
	South Africa, Rep. of	26,411	27,751	+ 5.1
	Other African	7	350	+ 4900.0
ASIA		113,389	119,339	+ 5.2
	People's Rep. of China	3,708	5,731	+ 54.6
	Hong Kong SAR ³	4,596	4,807	+ 4.6
	India	20,848	22,493	+ 7.9
	Malaysia	12,912	5,281	- 59.1
	Saudi Arabia	0	1,468	-
	Singapore	9,537	14,974	+ 57.0
	United Arab Emirates	61,765	64,558	+ 4.5
	Other Asian	23	27	+ 17.4
OCEANIA		8,019	8,411	+ 4.9
	Australia	8,019	8,411	+ 4.9
NOT STATED		13	6	- 53.8
All Countries		260,467	282,764	+ 8.6

¹ Country of disembarkation may either be the country of final destination or the transit country

² Provisional

³ Special Administrative Region of China

TABLE 3: TOURIST ARRIVALS BY MONTH, 2015 - 2017

Month	2015	2016	2017 ¹
January	103,556	118,426	124,362
February	91,066	100,706	105,049
March	96,425	108,704	110,271
<u>1st Quarter</u>	<u>291,047</u>	<u>327,836</u>	<u>339,682</u>
April	90,221	91,992	111,432
May	87,054	94,830	96,557
June	65,459	71,806	78,188
<u>2nd Quarter</u>	<u>242,734</u>	<u>258,628</u>	<u>286,177</u>
1st Semester	533,781	586,464	625,859
July	95,694	108,122	112,347
August	89,422	94,920	100,191
September	84,456	91,384	96,282
<u>3rd Quarter</u>	<u>269,572</u>	<u>294,426</u>	<u>308,820</u>
Jan. to Sep.	803,353	880,890	934,679
October	109,014	130,421	130,070
November	106,204	115,782	121,496
December	132,681	148,134	155,615
<u>4th Quarter</u>	<u>347,899</u>	<u>394,337</u>	<u>407,181</u>
2nd Semester	617,471	688,763	716,001
Whole Year	1,151,252	1,275,227	1,341,860

¹ Provisional

TABLE 4: TOURIST ARRIVALS BY MAIN PURPOSE OF VISIT, 2016 AND 2017

Purpose of visit	2016	2017 ¹	% Change
Holiday	1,200,047	1,260,231	+ 5.0
Business	44,133	46,856	+ 6.2
Transit	21,302	25,134	+ 18.0
Conference	6,264	5,700	-9.0
Sports	2,120	2,592	+ 22.3
Other	1,361	1,347	-1.0
Total	1,275,227	1,341,860	+ 5.2

¹ Provisional

TABLE 5: TOURIST ARRIVALS BY COUNTRY OF RESIDENCE, 2016 AND 2017

Country of residence	Year 2016	2017 ¹												% Change 2017/2016	
		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec		Year
EUROPE	734,506	70,434	72,102	66,340	67,536	44,763	34,523	57,026	54,982	54,373	81,263	87,319	89,548	780,209	6.2
Austria	16,643	2,289	2,708	2,090	1,427	603	402	774	625	776	1,485	2,254	2,163	17,596	5.7
Belgium	15,675	886	912	1,058	1,647	870	940	2,278	1,156	1,281	1,754	1,692	1,946	16,420	4.8
Bulgaria	1,707	150	175	90	137	46	55	57	55	64	102	166	289	1,386	-18.8
Czech Republic	8,503	1,236	1,805	1,497	878	388	272	413	207	481	646	1,340	1,332	10,495	23.4
Croatia	449	83	40	45	44	36	35	57	37	44	53	89	112	675	50.3
Denmark	6,817	1,013	1,227	869	612	170	195	625	170	289	794	410	597	6,971	2.3
Estonia	489	115	64	73	32	16	8	12	5	19	64	96	304	808	65.2
Finland	4,415	899	926	505	100	83	89	82	58	104	255	373	987	4,461	1.0
France	271,963	26,687	29,362	24,070	24,488	16,382	8,662	19,955	19,138	12,186	29,588	30,672	32,229	273,419	0.5
Germany	103,761	8,664	8,472	10,865	10,006	7,882	7,322	6,315	7,250	11,667	13,142	15,733	11,538	118,856	14.5
Greece	1,122	82	80	85	85	79	67	95	107	104	70	74	106	1,034	-7.8
Hungary	2,432	534	505	325	187	143	77	98	52	73	224	232	379	2,829	16.3
Ireland	3,441	269	124	257	381	294	407	435	368	405	392	338	350	4,020	16.8
Italy	31,337	3,989	2,782	2,432	2,971	1,814	1,540	1,995	3,404	2,903	3,181	3,323	4,767	35,101	12.0
Latvia	589	67	75	65	34	17	14	37	14	131	67	81	70	672	14.1
Lithuania	792	171	223	93	109	37	24	44	30	79	67	65	104	1,046	32.1
Luxembourg	1,534	98	96	103	248	73	63	97	298	161	160	170	235	1,802	17.5
Netherlands	10,080	719	730	686	1,083	775	903	1,634	1,402	1,069	1,108	1,589	1,571	13,269	31.6
Norway	4,589	334	536	295	390	114	388	930	177	261	437	507	626	5,005	9.1
Poland	10,126	2,389	2,148	1,283	312	201	351	502	385	508	469	1,444	1,326	11,318	11.8
Portugal	4,222	142	245	246	342	408	298	496	640	528	317	284	308	4,254	0.8
Romania	2,813	287	250	245	157	112	187	124	151	252	172	331	423	2,691	-4.3
Serbia	455	66	85	33	32	38	40	26	25	35	47	63	115	605	33.0
Slovakia	2,934	457	853	476	363	147	85	66	39	112	222	363	552	3,735	27.3
Slovenia	916	126	165	126	124	50	60	90	44	101	123	105	198	1,312	43.2
Spain	15,304	525	420	585	699	864	996	2,116	2,899	2,279	1,603	935	1,331	15,252	-0.3
Sweden	14,551	3,142	2,974	2,058	451	260	376	487	174	345	1,240	1,166	2,843	15,516	6.6
Switzerland	36,272	2,811	3,250	2,823	5,121	1,608	1,109	2,879	1,115	2,837	6,147	5,563	4,989	40,252	11.0
Turkey	3,486	590	223	286	192	153	170	160	165	191	117	170	177	2,594	-25.6
United Kingdom	141,904	8,791	9,135	10,987	13,255	10,181	8,811	13,237	14,061	14,009	15,796	16,392	15,152	149,807	5.6
CIS ² countries	13,624	2,693	1,372	1,570	1,447	843	484	745	592	933	1,227	1,122	2,198	15,226	11.8
of which:															
Belarus	422	63	46	54	27	29	31	30	26	40	41	34	59	480	13.7
Kazakhstan	355	92	47	62	43	11	11	27	12	5	22	6	64	402	13.2
Russian Federation	9,295	1,898	993	1,136	1,049	620	340	534	415	693	970	851	1,654	11,153	20.0
Ukraine	3,230	596	258	279	296	170	89	130	122	167	179	206	362	2,854	-11.6
Other CIS	322	44	28	39	32	13	13	24	17	28	15	25	59	337	4.7
Other European	1,561	130	140	119	182	76	83	165	139	146	194	177	231	1,782	14.2

¹ Provisional

² Commonwealth of Independent States

TABLE 5: TOURIST ARRIVALS BY COUNTRY OF RESIDENCE, 2016 AND 2017 (CONT'D)

Country of residence	2017 ¹												% Change 2017/2016		
	Year 2016	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov		Dec	Year
AFRICA	291,890	31,580	12,808	24,630	26,136	26,375	16,690	31,766	23,588	20,648	28,181	17,251	42,245	301,898	3.4
<i>IOC³ countries</i>	<i>165,136</i>	<i>23,778</i>	<i>6,541</i>	<i>15,271</i>	<i>10,448</i>	<i>17,669</i>	<i>7,629</i>	<i>19,081</i>	<i>12,643</i>	<i>7,703</i>	<i>18,373</i>	<i>8,257</i>	<i>18,521</i>	<i>165,914</i>	<i>0.5</i>
<i>of which:</i>															
<i>Comoros</i>	<i>800</i>	<i>86</i>	<i>73</i>	<i>73</i>	<i>119</i>	<i>51</i>	<i>41</i>	<i>57</i>	<i>55</i>	<i>99</i>	<i>80</i>	<i>81</i>	<i>71</i>	<i>886</i>	<i>10.8</i>
<i>Malagasy Republic</i>	<i>11,740</i>	<i>918</i>	<i>889</i>	<i>806</i>	<i>1,086</i>	<i>713</i>	<i>616</i>	<i>1,332</i>	<i>1,587</i>	<i>1,009</i>	<i>1,251</i>	<i>999</i>	<i>1,524</i>	<i>12,730</i>	<i>8.4</i>
<i>Reunion Island</i>	<i>146,203</i>	<i>22,417</i>	<i>5,201</i>	<i>14,028</i>	<i>8,501</i>	<i>16,476</i>	<i>6,370</i>	<i>17,288</i>	<i>10,467</i>	<i>6,140</i>	<i>16,656</i>	<i>6,629</i>	<i>15,867</i>	<i>146,040</i>	<i>-0.1</i>
<i>Seychelles</i>	<i>6,393</i>	<i>357</i>	<i>378</i>	<i>364</i>	<i>742</i>	<i>429</i>	<i>602</i>	<i>404</i>	<i>534</i>	<i>455</i>	<i>386</i>	<i>548</i>	<i>1,059</i>	<i>6,258</i>	<i>-2.1</i>
Algeria	310	12	16	27	29	63	11	74	56	32	31	26	27	404	30.3
Angola	505	20	62	43	55	42	34	44	25	21	55	42	106	549	8.7
Benin	66	4	5	4	19	19	5	9	4	11	13	11	4	108	63.6
Botswana	1,088	56	39	65	84	70	71	145	100	54	71	79	238	1,072	-1.5
Burundi	93	4	2	2	10	10	6	21	15	10	13	8	7	108	16.1
Cameroon	321	42	19	29	29	26	24	37	30	30	36	38	31	371	15.6
Congo	724	56	63	69	61	64	39	55	68	61	52	47	68	703	-2.9
Egypt	607	43	30	89	45	37	45	116	64	87	50	43	79	728	19.9
Ethiopia	272	11	26	53	23	8	18	36	38	81	34	31	33	392	44.1
Gabon	215	5	24	19	14	14	1	9	19	9	11	7	17	149	-30.7
Ghana	889	36	60	114	53	54	54	84	97	119	83	62	81	897	0.9
Ivory Coast	350	31	40	20	28	39	37	60	33	50	69	56	33	496	41.7
Kenya	3,185	210	227	202	286	279	252	304	409	273	267	291	422	3,422	7.4
Lesotho	223	12	6	19	19	18	32	11	15	18	20	23	43	236	5.8
Malawi	402	10	17	42	28	23	31	61	37	24	21	42	27	363	-9.7
Mayotte	1,189	37	129	134	223	94	26	135	43	49	136	117	217	1,340	12.7
Morocco	674	39	84	65	41	49	44	113	70	59	72	58	77	771	14.4
Mozambique	1,144	94	49	96	66	52	49	94	77	60	85	68	86	876	-23.4
Namibia	1,715	67	54	61	183	287	82	66	152	103	101	65	284	1,505	-12.2
Niger	164	10	15	14	11	13	8	19	9	21	13	16	10	159	-3.0
Nigeria	1,372	58	95	91	65	94	71	90	175	125	145	217	105	1,331	-3.0
Rwanda	183	8	18	8	16	17	6	45	25	21	17	25	15	221	20.8
Senegal	201	21	11	9	21	17	11	45	31	45	42	26	19	298	48.3
South Africa, Rep. of	104,834	6,522	4,754	7,456	13,348	6,988	7,558	10,277	8,619	10,926	7,786	7,057	20,838	112,129	7.0
Sudan	79	6	2	55	5	3	34	7	9	25	10	14	5	175	121.5
Swaziland	370	32	20	54	54	23	24	70	41	50	22	24	37	451	21.9
Tanzania	625	38	55	90	75	27	61	66	58	71	53	55	48	697	11.5
Togo	78	4	3	6	4	3	5	18	5	15	7	7	7	84	7.7
Tunisia	382	32	46	36	127	23	26	88	49	36	47	34	33	577	51.0
Uganda	469	16	24	58	44	31	43	57	50	80	53	57	42	555	18.3
Zimbabwe	2,047	121	138	176	364	130	197	174	343	189	194	154	373	2,553	24.7
Zambia	999	46	53	78	118	47	58	102	79	79	99	73	162	994	-0.5
Other African	979	99	81	75	140	42	98	153	100	111	100	121	150	1,270	29.7

¹ Provisional

³ Indian Ocean Commission

TABLE 5 (CONT'D):- TOURIST ARRIVALS BY COUNTRY OF RESIDENCE, 2016 AND 2017 (CONT'D)

Country of residence	2017 ¹												% Change 2017/2016	
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec		Year
ASIA	18,239	17,411	16,020	13,836	22,024	23,368	19,000	18,078	16,955	16,386	13,096	16,967	211,380	1.5
Afghanistan	56	50	62	62	67	52	64	62	63	58	76	92	764	-2.9
Bangladesh	102	57	134	68	79	62	68	36	136	120	76	219	1,157	37.1
Hong Kong SAR ⁴	109	84	94	233	95	99	174	116	108	105	87	208	1,512	12.7
India	5,136	6,991	5,122	5,547	12,221	12,491	6,637	5,681	5,441	6,086	5,384	9,557	86,294	4.4
Indonesia	139	269	571	111	165	176	69	252	420	230	90	178	2,670	12.4
Israel	124	186	132	92	127	72	118	135	147	196	100	269	1,698	46.3
Japan	187	156	239	232	148	189	141	248	188	231	157	199	2,315	-12.8
Korea Republic	462	496	552	657	589	519	278	277	705	607	1,049	667	6,858	13.8
Malaysia	436	476	627	244	421	495	207	434	234	201	247	330	4,352	-6.0
Maldives	54	3	11	2	3	17	5	2	2	3	3	6	58	7.4
Nepal	587	40	27	17	17	20	42	12	59	57	14	45	374	-36.3
Pakistan	1,610	78	83	53	120	86	134	73	107	124	70	102	1,088	-32.4
People's Rep. of China	79,374	6,749	5,122	4,701	6,392	6,209	7,373	7,319	6,559	6,112	3,895	2,612	72,951	-8.1
Philippines	2,488	179	346	130	185	190	185	255	298	247	131	227	2,742	10.2
Singapore	2,840	187	237	227	241	462	253	231	187	256	218	528	3,230	13.7
Sri Lanka	379	21	42	36	21	30	40	36	75	86	60	28	517	36.4
Taiwan	1,457	113	143	78	118	93	106	151	274	131	74	96	1,592	9.3
Thailand	466	66	59	41	56	29	90	48	37	123	49	48	682	46.4
Vietnam	729	39	105	19	21	86	40	35	48	87	60	89	707	-3.0
MIDDLE EAST Countries	15,466	822	2,293	1,252	877	1,962	2,932	2,636	1,860	1,308	1,247	1,432	19,471	25.9
<i>of which:</i>														
Bahrain	165	3	2	22	7	11	31	30	13	10	11	25	171	3.6
Iran	837	4	449	4	13	8	13	12	48	22	16	16	607	-27.5
Jordan	154	10	19	10	4	18	29	27	21	15	14	13	184	19.5
Kuwait	461	44	30	36	17	39	99	109	73	18	24	27	548	18.9
Lebanon	380	13	42	62	38	41	24	45	34	37	40	48	447	17.6
Oman	245	11	25	19	5	33	35	26	10	12	13	15	207	-15.5
Qatar	385	25	18	51	23	18	22	16	12	16	9	17	237	-38.4
Saudi Arabia	3,164	267	303	257	99	234	696	726	942	669	450	334	5,142	62.5
United Arab Emirates	9,614	470	1,401	782	668	1,547	1,977	1,636	703	504	666	936	11,866	23.4
<i>Other Middle East</i>	61	3	4	9	3	13	6	9	4	5	4	1	62	1.6
<i>Other Asian</i>	296	16	22	34	61	29	44	39	27	18	9	35	348	17.6
OCEANIA	20,071	967	1,232	2,116	1,565	1,702	2,120	1,793	2,543	2,116	1,690	3,384	22,898	14.1
Australia	18,559	1,567	1,131	2,007	1,427	1,569	1,944	1,664	2,408	1,951	1,604	3,142	21,271	14.6
New Zealand	939	55	66	62	89	87	120	93	101	108	47	167	1,052	12.0
<i>Other Oceanian</i>	573	46	35	47	49	46	56	36	34	57	39	75	575	0.3
AMERICA	19,766	1,712	2,000	1,728	1,764	1,859	2,367	1,707	1,716	2,078	2,077	3,394	24,795	25.4
Brazil	2,912	531	375	360	431	319	304	215	466	598	442	404	4,659	60.0
Canada	6,060	528	530	421	482	537	868	571	407	488	498	1,166	6,908	14.0
USA	8,524	797	676	598	638	859	846	781	659	688	858	1,587	9,655	13.3
<i>Other American</i>	2,270	537	419	349	213	144	349	140	184	304	279	237	3,573	57.4
Others & not stated	761	46	49	80	66	46	68	43	47	46	63	77	680	-10.6
All countries	1,275,227	124,362	110,271	111,432	96,557	78,188	112,347	100,191	96,282	130,070	121,496	155,615	1,341,860	5.2

¹ Provisional
⁴ Special Administrative Region of China

TABLE 6(I): TOURIST ARRIVALS BY AGE AND GENDER, 2016 AND 2017

Age group (years)	2016			2017 ¹		
	Male	Female	Total	Male	Female	Total
Under 5	23,947	23,344	47,291	24,996	24,763	49,759
5 - 9	27,637	27,032	54,669	28,618	28,163	56,781
10 - 14	26,415	26,749	53,164	27,455	27,729	55,184
15 - 19	20,177	23,026	43,203	21,015	24,225	45,240
20 - 24	22,775	36,007	58,782	23,491	36,960	60,451
25 - 29	67,919	82,650	150,569	68,416	84,388	152,804
30 - 34	71,298	68,422	139,720	74,593	72,614	147,207
35 - 39	59,391	55,137	114,528	63,308	58,661	121,969
40 - 44	57,557	52,685	110,242	57,837	53,592	111,429
45 - 49	58,705	56,150	114,855	60,566	58,213	118,779
50 - 54	58,835	56,722	115,557	62,320	60,335	122,655
55 - 59	47,671	45,508	93,179	51,698	49,534	101,232
60 - 64	38,034	35,835	73,869	40,917	38,975	79,892
65 - 69	28,344	25,540	53,884	30,108	27,798	57,906
70 & over	27,694	24,021	51,715	32,329	28,243	60,572
Total	636,399	638,828	1,275,227	667,667	674,193	1,341,860

¹ Provisional

TABLE 6(II): TOURIST ARRIVALS BY BROAD AGE GROUP AND MODE OF ARRIVAL, 2016 AND 2017

Age group (years)	2016			2017 ¹		
	Air	Sea	Total	Air	Sea	Total
Under 15	153,394	1,730	155,124	160,498	1,226	161,724
15 - 59	927,131	13,504	940,635	967,835	13,931	981,766
60 & over	166,337	13,131	179,468	183,962	14,408	198,370
Total	1,246,862	28,365	1,275,227	1,312,295	29,565	1,341,860

¹ Provisional

TABLE 7: TOURIST ARRIVALS BY AIR AND BY MAIN PORT OF LAST EMBARKATION FOR SELECTED MARKETS, 2017 ¹

Country of last embarkation		Total tourist arrivals	of which				
			France	Germany	Italy	Turkey	Switzerland
EUROPE		454,125	155,546	72,654	16,974	2,108	21,392
<i>of which:</i>	France	200,629	143,546	9,526	4,391	16	6,399
	Germany	76,090	5,009	55,492	673	42	2,017
	Italy	9,264	118	20	8,678	0	129
	Switzerland	15,656	1,377	1,079	243	0	10,860
	Turkey	28,647	1,915	4,336	2,030	2,037	936
	United Kingdom	85,679	2,052	460	492	9	436
AFRICA		444,216	80,127	11,407	2,928	167	4,678
<i>of which:</i>	Kenya	6,199	141	66	32	11	75
	Malagasy Republic	17,885	1,085	194	103	64	129
	Reunion Island	232,921	69,751	4,188	358	25	2,431
	Seychelles	25,807	7,600	901	126	22	381
	South Africa, Rep. of	160,342	1,534	6,048	2,308	45	1,640
ASIA		396,657	32,507	26,760	13,240	291	13,035
<i>of which:</i>	Hong Kong SAR ²	13,106	112	27	26	0	10
	India	71,885	179	71	36	1	22
	Malaysia	11,863	422	94	23	1	31
	People's Rep. of China	43,774	55	6	1	0	1
	Singapore	8,857	432	58	30	1	29
	United Arab Emirates	243,629	31,054	26,404	12,917	271	12,929
OCEANIA		17,297	322	51	23	0	14
<i>of which:</i>	Australia	17,297	322	51	23	0	14
AMERICA		0	0	0	0	0	0
<i>of which:</i>	USA	0	0	0	0	0	0
Total arrivals by air		1,312,295	268,502	110,872	33,165	2,566	39,119
<i>of which:</i>			France	Germany	Italy	Turkey	Switzerland
	Direct from own country of residence		53.5%	50.1%	26.2%	79.4%	27.8%
	From United Arab Emirates		11.6%	23.8%	38.9%	10.6%	33.1%
	From Turkey		0.7%	3.9%	6.1%		2.4%
	From France			8.6%	13.2%	0.6%	16.4%
	From Reunion Island		26.0%	3.8%	1.1%	1.0%	6.2%
	From South Africa, Rep. of		0.6%	5.5%	7.0%	1.8%	4.2%

¹ Provisional

² Special Administrative Region of China

Nap: not applicable

ch, arrivals from selected country of residence							
nd	United Kingdom	Russian Federation	Reunion Island	South Africa, Rep. of	India	People's Rep. of China	Australia
	85,522	3,361	286	249	161	322	790
	6,595	1,601	222	92	52	116	367
	1,379	161	11	19	8	31	85
	16	13	10	2	1	12	11
	323	207	7	5	0	9	6
	899	1,058	16	20	31	87	24
	75,743	85	15	102	64	64	226
	10,933	516	142,269	106,425	8,312	4,304	3,216
	405	22	63	85	145	384	150
	334	98	179	223	460	1,022	287
	1,405	98	141,381	1,389	820	1,294	426
	686	89	51	333	6,318	221	171
	8,077	209	591	103,768	563	1,356	2,166
	50,545	6,965	2,497	2,092	77,522	68,010	2,707
	115	40	45	24	15	10,094	112
	348	21	220	1,311	66,842	66	126
	199	93	961	134	212	3,137	737
	16	18	55	29	9	42,826	12
	173	57	851	160	122	289	587
	49,639	6,679	364	429	10,276	11,587	1,132
	308	2	385	858	15	27	14,389
	308	2	385	858	15	27	14,389
	0	0	0	0	0	0	0
	0	0	0	0	0	0	0
	147,308	10,844	145,437	109,624	86,010	72,663	21,102
nd	United Kingdom	Russian Federation	Reunion Island	South Africa, Rep. of	India	People's Rep. of China	Australia
	51.4%	Nap	97.2%	94.7%	77.7%	58.9%	68.2%
	33.7%	61.6%	0.3%	0.4%	11.9%	15.9%	5.4%
	0.6%	9.8%	0.0%	0.0%	0.0%	0.1%	0.1%
	4.5%	14.8%	0.2%	0.1%	0.1%	0.2%	1.7%
	1.0%	0.9%		1.3%	1.0%	1.8%	2.0%
	5.5%	1.9%	0.4%		0.7%	1.9%	10.3%

TABLE 8: TOURIST ARRIVALS, TOURIST DEPARTURES, TOURIST NIGHTS, AVERAGE LENGTH OF STAY AND TOURISM EARNINGS, 2014 - 2017

Year		Tourist arrivals (Number)	Tourist departures (Number)	Tourist Nights ¹	Average Length of stay	Tourism earnings ² (Rs Mn)
2014	1 st Semester	490,147	523,012	5,771,942	11.0	22,577
	2 nd Semester	548,187	508,019	5,494,809	10.8	21,727
	Year	1,038,334	1,031,031	11,266,751	10.9	44,304
2015	1 st Semester	533,781	564,957	5,990,276	10.6	24,240
	2 nd Semester	617,471	576,704	6,059,625	10.5	25,951
	Year	1,151,252	1,141,661	12,049,901	10.6	50,191 ⁴
2016	1 st Semester	586,464	618,615	6,491,532	10.5	27,188
	2 nd Semester	688,763	641,510	6,626,375	10.3	28,679
	Year	1,275,227	1,260,125	13,117,907	10.4	55,867
2017 ³	1 st Quarter	339,682	367,720	3,963,664	10.8	16,086
	2 nd Quarter	286,177	291,523	2,890,284	9.9	13,233
	3 rd Quarter	308,820	300,429	3,295,083	11.0	12,777
	4 th Quarter	407,181	361,468	3,491,720	9.7	18,166
	Year	1,341,860	1,321,140	13,640,751	10.3	60,262

¹ Tourist nights for a reference period refer to nights spent by tourists departing in that reference period

² Source: Bank of Mauritius

³ Provisional

⁴ As from 2015, BoM is also including data culled from Money changers and Foreign exchange dealers.

TABLE 9: HOTELS ¹, ROOMS AND BEDPLACES, 2014 - 2017

Year		Number as at end of period					
		All Hotels			"Large" Hotels		
		Hotels	Rooms	Bedplaces	Hotels	Rooms	Bedplaces
2014	1st Qr.	109	12,653	25,652	51	9,478	19,308
	2nd Qr.	105	12,307	25,308	51	9,310	19,308
	3rd Qr.	108	12,481	25,620	52	9,425	19,498
	4th Qr.	112	12,799	26,174	53	9,605	19,776
2015	1st Qr.	114	13,100	26,776	55	9,906	20,378
	2nd Qr.	107	12,264	25,085	51	9,267	19,020
	3rd Qr.	112	12,944	26,618	53	9,769	20,254
	4th Qr.	115	13,617	28,732	55	10,378	22,096
2016	1st Qr.	116	13,710	28,940	56	10,454	22,247
	2nd Qr.	111	13,092	27,523	54	9,963	21,105
	3rd Qr.	111	13,330	28,650	55	10,267	22,370
	4th Qr.	111	13,547	29,139	56	10,480	22,839
2017 ²	1st Qr.	106	13,293	28,667	55	10,327	22,554
	2nd Qr.	98	12,308	26,850	52	9,637	21,235
	3rd Qr.	108	12,875	28,252	54	9,983	22,251
	4th Qr.	111 ³	13,511	29,650	57	10,570	23,579

¹ Refers to hotels in the island of Mauritius which were operational

² Provisional

³ Excluding 1 hotel not operational because of renovation works

TABLE 10: MONTHLY OCCUPANCY RATES (%) FOR ALL HOTELS AND “LARGE” HOTELS, 2015 - 2017

Month	All Hotels						“Large” Hotels					
	2015		2016		2017 ¹		2015		2016		2017 ¹	
	Room	Bed	Room	Bed	Room	Bed	Room	Bed	Room	Bed	Room	Bed
January	75	69	78	71	81	73	77	72	81	74	83	74
February	75	69	76	68	81	72	79	73	80	72	82	74
March	68	62	74	64	76	67	70	65	78	67	77	68
1st Quarter	73	67	76	68	79	70	75	70	80	71	80	72
April	68	63	69	62	78	68	71	66	73	67	80	71
May	66	60	67	60	68	61	68	63	69	62	69	64
June	51	46	54	48	60	52	52	48	56	51	61	55
2nd Quarter	62	56	63	57	69	61	64	59	66	60	70	63
1st Semester	67	62	70	62	74	66	69	64	73	66	76	68
July	61	58	65	60	73	66	65	62	68	64	76	69
August	66	63	70	64	75	67	70	67	74	68	79	71
September	70	64	75	65	77	67	74	68	78	68	79	69
3rd Quarter	66	61	70	63	75	67	70	66	73	67	78	70
Jan. to Sep.	67	62	70	63	74	66	70	65	73	66	76	68
October	74	65	81	72	85	75	77	69	84	75	87	78
November	79	68	85	74	86	74	82	72	87	75	87	75
December	78	71	81	73	81	72	81	74	82	75	82	73
4th Quarter	77	68	82	73	84	73	80	71	84	75	85	75
2nd Semester	72	65	76	68	79	70	75	69	79	71	82	73
Year	70	63	73	65	77	68	72	67	76	68	79	70

¹ Provisional

TABLE 11: EMPLOYMENT IN LARGE ¹ ESTABLISHMENTS OF THE TOURISM INDUSTRY AS AT END OF MARCH, 2013 - 2017

Establishments	Year	2013	2014	2015	2016	2017 ²
	Food Service		3,027	3,167	3,249	3,348
Hotels		22,432	22,593	22,630	23,669	24,134
Travel and Other Services ³		3,865	3,817	3,804	3,789	3,698
Total		29,324	29,577	29,683	30,806	30,974

¹ Large establishments are those employing 10 or more persons

² Revised

³ Travel and other services include air transport services, tour operators, travel agencies and car rental

Source: Survey of Employment and Earnings in large Establishments



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