

Mauritius

2019  
2020



MAURITIUS TOURISM PROMOTION AUTHORITY

**Annual Report**

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# Chairman's Message

It was an honour to be appointed Chairman of MTPA in March 2020. I joined at a time when the Covid-19 pandemic outbreak was conquering various shores and gradually bringing the global travel and tourism sector to a total halt. Mauritius took the decision to close our borders on 16 March 2020, which had an immediate impact on the whole travel and tourism sector travel in Mauritius. It was clear, even at this early stage of the pandemic that this mystifying virus had underpinned the world economic edifice and increased the socio-economic vulnerability of key nations. As the newly appointed Chairman it was clear that MTPA would have to transform our focus to provide domestic support to the tourism sector and prepare Mauritius for the future, in which tourism would play a huge part.

Mauritius won half of the battle against Covid-19, with an efficient and strict implementation of lockdown and quarantine procedures ensuring the island was considered Covid-19 safe by the World Travel and Tourism Council by June 2020. The challenge in front of us remains, however, 'in-depth' and 'uphill'.

As Chairman, my priority is to bring together the best minds in our industry together to look to the future. We were seeing that key tourism markets were sailing into uncertainties of unmatched levels. In such testing times, unity, 'One Destination, One Voice', was our 'driving force' - a 'highly energetic team' comprising committed people from the Ministry of Tourism, the MTPA and the private sector who operated under the leadership of the Deputy Prime Minister, Minister of Housing and Land Planning & Minister of Tourism. The direction of the team was to identify and address pressing issues intelligently, timely and with speed and efficiency. I take this opportunity to thank the Hon. Louis Steven Obeegadoo, Deputy Prime Minister, Minister of Housing and Land Use Planning & Minister of Tourism for his leadership and his support of the MTPA team and the sector as a whole.

The first focus of MTPA's communication was to make the global community aware of the Government's relentless efforts to render Mauritius 'Covid-19'

secure, providing a safe and secure environment for Mauritian citizens, residents and visitors, and to prepare the country for its phased opening of air access, bring the tourism sector to a new life.

MTPA PR offices abroad invested themselves in understanding the evolution of consumers post Covid-19 and are concurrently restoring the bond with the tourism trade. Virtual seminars were organised in key markets. They played a key role in the promotion of the 'mauritiusnow.com' portal, both B2B and B2C. The MTPA Board gave greenlight to the appointment of Eighty Days, a firm specialised in crisis communication. The team had to shift their course of action to embark on the 'Mauritius Now' promotional campaign. This campaign was a fact-based one. Live cameras were erected in key spots around Mauritius, and were illustrative of the buzzing life enjoyed by the Mauritians at any point time through 'mauritiusnow.com'. 'Mauritius Now' eventually became the forerunner of the upcoming tourism promotional campaigns.

Ongoing 'lockdowns' in Mauritius source markets have accelerated digital adoptions which is driving entirely new patterns of consumption. Digital sales channels are presently on the rise. Mauritius tourism will have to adapt to such changes in its approach to marketing and communication in source markets. MTPA's digitised approach to marketing have gained intensity with new websites and microsite operational.

The 'Mauritius Now' portal is evolving into different dimensions. For the financial year, it played a key informative role of how Mauritius has managed the Covid-19 pandemic. Its role evolved as Mauritius progressed towards the re-opening of the borders. The Mauritius Now platform allows creative content to be flexible and adapted to the relevant context.

This 'new normal' calls for an 'innovative mindset' with technology and fast information flows as a key backbone. The pandemic showed that a revitalised 'tourism brand' would become imperative and we identified that a new brand would likely be needed from 2022 onwards.

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Tourism is at a standstill, but we are all working relentlessly to prepare for a restart in the best possible conditions. I wish to thank the teams at MTPA and all partners of the tourist industry who are showing exemplary solidarity and commitment to the industry.

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At the heart of the 2019/2020 period was the joint public-private sector working group which was structured during one of the most testing times in history. The working group had strong collaboration including discussions on re-opening strategies dependent on evolving global markets, as well as regular discussions with national and international airlines.

The tourism sector has proven that war, terrorism, and even a global pandemic, despite all their difficulties, have not been able to extinguish man's desire to travel. While this still holds true, Mauritius, as a tourism destination, has had to address the aspirations of a 'reborn-high tech consumer' emotionally affected by this Covid-19 pandemic.

As Chairman, I am determined to invest the energy required with the support of the MTPA team, to get the tourism sector to undergo the paradigm shift needed to embark on a new growth era and fulfill its traditional socio-economic role that remains at the heart of Mauritius.

A handwritten signature in blue ink, appearing to read 'Nilen Vencadasmay'.

NILEN VENCADASMY

# Message from the Director



Tourism, as an industry, have for the last decades lived up to the expectations of the Mauritius community at large. It's contribution to the socio-economic welfare have been undeniable. The years 2014 – 2018 have been remarkable as the destination crossed 1 million tourists and gradually sailing towards the 1.4 million mark by 2018.

I joined MTPA, as Director in June 2018. The sector was in fact struggling, a normal situation after good spell: global context has changed, MK financial situation resulting in drastic drop in seats in key markets [about 80,000], Brexit, depreciation of the SA Rand, EK temporary reduction of seats, from 16 April to 31st May 2019, amongst others. It was vital to urgently plan the tourism sector's take-off to the next stage of growth.

We needed to urgently ensure that we mitigate the above market effects and close the year 2019 on a reasonable note. All actions submitted and approved to the Board were related to trigger growth in potential markets, expand into new markets and in tandem address markets suffering from major drop in seats. Key actions, in line with latter objective, were as follows:

- Widening the scope of digital marketing
- Undertaking a major structural overhauling of the French market which were stagnating. With Board blessings, a new PR and a modern advertising company were appointed. The market grew by 5.8% in 2019;

- Addressing the chronic drop of tourists from Reunion Island. With joint efforts with MK/Air Austral and intensified campaigns on social media, the drop was toned in 2019;
- Knowing that China and India would be affected mainly due to air access issues, the Middle East markets were identified as new avenues to compensate for such deficits. Several meetings were chaired, offices opened in Saudi Arabia and business partners in the UAE motivated. The markets went up by some 40%, crossing more than 35,000 in 2019;
- With South Africa experiencing weakening rand, it was vital and urgent to support Government initiative to develop a new hub in Africa, via Nairobi. With intensive marketing push, Eastern Africa grew by 21% in 2019;
- Ensuring that we get growth from all cities in Europe unserved by MK, we have been working jointly with Turkish Airlines and Emirates. Those two hub airlines have kept asking Government for additional daily frequencies due to rising demand in Eastern Europe and the Nordics particularly;
- Capitalising on events to not only to improve the low season but to reinforce the destination's position as a MICE centre in the Indian Ocean. On top of participating and organising MICE roadshows fairs in respective markets, the destination successfully attracted major international events such as the World Travel Award and Fintech Conference, to mention a few;
- The destination also received major awards; &

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**Covid-19 has underpinned the world economic edifice and has brought the global tourism sector to a halt. The challenge in front of us is ‘Olympian’: TRANSFORM, RE-BRAND, ADAPT, RESUME, RECOVER AND NORMALISE.**

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- The Board believed that cruise tourism should have a bigger share in the overall tourism landscape. I must humbly admit that the sector has been growing on average by more than 25% during the last two years.

Concurrently, we also prepared the field for a fruitful 2020:

- The ‘Colours’ campaign was welcomed by both the local and the global stakeholders
- The ‘Destination Branding’ Terms of Reference has been finalised and tenders floated
- The Chinese Strategy has been re-worked and Board has given its approval to appoint a ‘Lifestyle PR’ and the objectives of the ‘Trade PR’ has been revisited with more online presence and bonding with Chinese leading T.Os
- The Indian advertising campaign has been reframed with more emphasis on social media with adapted creatives and messages
- Works that have already in Nairobi have gathered momentum and new initiatives were carried out to better address demand related to the Bush and Beach segments
- Hubs like Istanbul and Dubai were flourishing and the need for additional flights to address increasing demands are at discussion levels at the level of Air Access Committee

January/February 2020 confirmed that all the prior efforts carried out translated into growth [7% increase in tourist arrivals].

#### **Post Covid-19: TRANSFORM, RE-BRAND, ADAPT, RESUME, RECOVER AND NORMALISE**

Covid-19 has underpinned the world economic edifice and has brought the global tourism sector at a halt. The challenge in front of us is ‘Olympian’: **TRANSFORM, RE-BRAND, ADAPT, RESUME, RECOVER AND NORMALISE.**

We are already blessed to receive the support of all the stakeholders to surmount this challenge. We are aware that it will a roadmap with a lot of hurdles.

I take the commitment that together with my team and the unflinching support of the Government and the Ministry of Tourism, and the private sector, we will ride over of these hurdles and bring the tourism sector to the ‘new normal’.



**ARVIND BUNDHUN**

# Corporate Governance







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## **GOVERNANCE STRUCTURE**

### **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 2019 to June 2020, the MTPA was administered by the following Board members:

#### Chairperson

Mrs Chand Rye Seewooruthun - *(until 05 December 2019)*

Mr Mohammad Salim Joomun - *(as from 06 December 2019 and until 29 February 2020)*

Mr Dhojaven Vencadasmy - *(as from 01 March 2020)*

#### Members

Mr Mohammad Salim Joomun  
Permanent Secretary,  
Ministry of Tourism - *(as from 01 March 2020)*

Mrs V. Pareatumbee  
Lead Analyst,  
Ministry of Finance, Economic Planning and  
Development - *(until 29 February 2020)*

Mr M. S. Ayoob Saab  
Permanent Secretary,  
Ministry of Finance, Economic Planning and  
Development - *(as from 01 March 2020)*

Mr Namasivayen (Ken) Poonoosamy  
Acting CEO,  
EDB Mauritius

Mr J. Kwok  
CEO,  
AHRIM

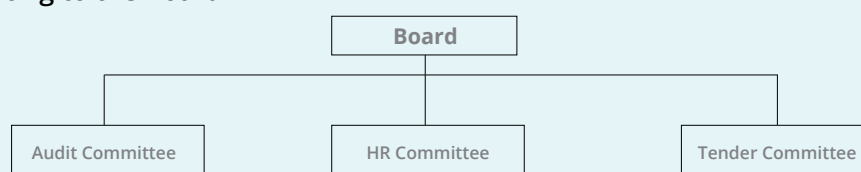
Ms S. Wong  
Business Development (Real Estate)  
Director, Baker Tilly Advisory - *(as from 01 March 2020)*

Mr A. Martin  
Chairman,  
MFDC - *(until 29 February 2020)*

Mr Neezam Jeetoo  
Director,  
South Gate Island Tours - *(until 29 February 2020)*

# 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 committee 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 2 times during the period July 2019 to June 2020.

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

#### **Chairperson**

Mrs V. Pareatumbee - Lead Analyst, Ministry of Finance, Economic Planning and Development - (until 29 February 2020)

Mrs I. Mooraby - Assistant Permanent Secretary, Ministry of Tourism-(as from 01 March 2020)

#### **Members**

Mr M. S. Ayoob Saab - Permanent Secretary, Ministry of Finance, Economic Planning and Development - (as from 01 March 2020)

Mrs K. Nunkoo-Puttur (Alternate) - Analyst/Senior Analyst, Ministry of Finance, Economic Planning and Development (as from 01 March 2020)

Mr J.Kwok - CEO, AHRIM (until 29 February 2020)

Ms S.Wong - Business Development (Real Estate) Director Baker Tilly Advisory (as from 01 March 2020)

Mr A. Bundhun - Director MTPA (in attendance)

### **Tender Committee**

The Tender Committee looks into all matters regarding procurement, be it goods, other services or consultancy services. For the period July 2019 to June 2020, the MTPA Tender Committee met 24 times.

The members of the Tender Committee are as follows:

#### **Chairperson**

Mrs V. Pareatumbee - Lead Analyst, Ministry of Finance, Economic Planning and Development - (until 29 February 2020)

Mr M. S. Ayoob Saab - Permanent Secretary, Ministry of Finance, Economic Planning and Development - (as from 01 March 2020)

Mrs K. Nunkoo-Puttur (Alternate) - Analyst/Senior Analyst, Ministry of Finance, Economic Planning and Development (as from 01 March 2020)

#### **Members**

Mrs C. R. Seewooruthun - Permanent Secretary, Ministry of Tourism (until 05 December 2019)

Mr Mohammad Salim Joomun - Permanent Secretary, Ministry of Tourism (as from 01 March 2020)

Mrs S. D. Gujadhur-Nowbuth (Alternate) - Deputy Permanent Secretary, Ministry of Tourism (from 21 August 2019 to 29 February 2020)

Mrs I. Mooraby (Alternate) - Assistant Permanent Secretary, Ministry of Tourism (as from 01 March 2020)

Mr I. Lallmahomed (Alternate for only 1 sitting) - Assistant Permanent Secretary, Ministry of Tourism (as from 05 December 2019)

Ms P. Banersee (Alternate for only 1 sitting) - Assistant Permanent Secretary, Ministry of Tourism

Ms A. Velappa-Naiken (Alternate) - Ministry of Finance, Economic Planning and Development (until 29 February 2020)

Mr Neezam Jeetoo - Director, South Gate Island Tours (until 29 February 2020)

Ms S. Wong - Business Development (Real Estate) Director, Baker Tilly Advisory (as from 01 March 2020)

### **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 - Acting CEO, EDB Mauritius

Mr Neezam Jeetoo - Director, South Gate Island Tours (until 29 February 2020 - Vacant as from 01 March 2020)

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:

- Risk Assessment and Internal Controls;
- Internal Audit based on Internal Audit Plan;
- External Audit; and
- 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 2019 to June 2020, the Audit Committee met 3 times.

## CORPORATE GOVERNANCE

### Representation on Board and Committees

The members of the Board and Sub-Committees for the period July 2019 to June 2020 is as follows:

Name	Board	Audit Committee	HR Committee	Tender Committee
Mrs C. R. Seewooruthun	•			•
Mr M. S. Joomun	•			•
Mr D. Vencadasmy	•			
Mr A. Martin	•			
Mr M. S. Ayoob Saab	•			•
Mrs V. Pareatumbee	•		•	•
Mr J. Kwok	•	•	•	
Mr N. Jeetoo	•	•		•
Mr N. Poonoosamy	•	•		
Mr S. Wong	•		•	•
Mrs S. D. Gujadhur-Nowbuth ( <i>Alternate</i> )			•	•
Mrs I. Mooraby ( <i>Alternate</i> )			•	•
Mr I. Lallmahomed ( <i>Alternate</i> )				•
Ms P. Banarsee ( <i>Alternate</i> )				•
Mrs K. Nunkoo-Puttur ( <i>Alternate</i> )			•	•
Ms A. Velappa-Naiken ( <i>Alternate</i> )				•

Name	Board	Audit Committee	HR Committee	Tender Committee
Total Number of Meetings	10	3	2	24
Mr D. Vencadasmy ( <i>Chairperson</i> )	2			
Mrs C. R. Seewooruthun ( <i>as Chairperson</i> )	6			0
Mr M. S. Joomun ( <i>as Chairperson</i> ) ( <i>as member</i> )	2 2			1
Mrs I. Mooraby ( <i>Alternate</i> )			1	4
Mrs S. D. Gujadhur-Nowbuth ( <i>Alternate</i> )				14
Mr I. Lallmahomed ( <i>Alternate</i> )				1
Ms P. Banarsee ( <i>Alternate</i> )				1
Mr M. S. Ayoob Saab	2			
Mrs K. Nunkoo-Puttur ( <i>Alternate</i> )			1	2
Mrs V. Pareatumbee	7		1	18
Ms A. Velappa-Naiken ( <i>Alternate</i> )				3
Mr N. Poonoosamy	5			
Ms S. Wong	2		1	2
Mr J. Kwok	7	3	1	
Mr N. Jeetoo	8	3		14
Mr A. Martin	7			

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

## CORPORATE GOVERNANCE

### Directors' Profile

#### Mr Dhojaven Vencadasmy

Nilen Vencadasmy is Counsel at Dentons' Mauritius. He specialises in corporate and commercial law and regularly advises on corporate structuring. He is often called upon to provide legal assistance to foreign investors who wish to set up their businesses in Mauritius and to local companies wishing to invest in Africa.

From 2005 to 2013, he has worked as Barrister-at-law (sole practitioner). He was the Head of Legal at the Airport Terminal Operations Ltd from 2013 to 2015. He worked as Barrister-at-law at the Balgobin Chambers from 2015 to 2018.

He has acted as Counsel and Legal Advisor pro bono for local organisations and a number of leading NGOs in Mauritius. Former President of PILS, Nilen was also Board member of Coalition International SIDA (Coalition Plus), an international network of AIDS prevention NGO's based in Paris, France.

He holds an LLB Hons (2001) from the University of Mauritius. He is also a certified mediator at the Centre de Médiation et d'Arbitrage de Paris, Mauritius Chamber of Commerce and Industry. He was admitted to the Bar of Mauritius in 2005. In 2015, Bar Vocational Examination, Mauritius Council of Legal Education.

He has a membership at the Mauritius Bar Association. He is also a certified Mediator with MARC (MCCI Arbitration and Mediation Centre).

#### Mr Mohammad Salim Ferhat Joomun

Mr. Joomun joined the administrative cadre in the Public Service as Assistant Permanent Secretary in February 1992. He was thereafter promoted successively to Deputy Permanent Secretary in April 2005 and Permanent Secretary in September 2018.

Mr Joomun holds a Master of Business Administration from the University of Leicester, United Kingdom and M.Sc Chemistry from the University of Delhi, India, a B.Sc (Hons) Chemistry from the University of Delhi, India and a Diploma in Management (with specialisation in Public Administration and Management) from the University of Mauritius.

He served in the following ministries: Ministry of Trade and Shipping, Ministry of Local Government and Outer Islands, Ministry of Housing and Lands, Ministry of Information and Communication Technology, Ministry of Tourism and Leisure, Ministry of Industry, Commerce and Consumer Protection and Ministry of Gender Equality, Child Protection and Family

Welfare.

He also served as Board member in the following organisations: National Housing Development Company Ltd, Morcellement Board, Mauritius Posts Ltd, State Informatics Ltd, Business Parks of Mauritius Ltd, Mauritius Standards Council, Fashion and Design Institute Board, Unified Local Government Service Board, Mauritius Tourism Promotion Agency, Mauritius Duty Free Paradise Ltd and Mauritius Tourism Promotion Authority.

#### 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 and 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 held the position of Permanent Secretary at the Ministry of Tourism.

Mrs Seewooruthun holds an MBA from Leicester Business School, UK (1994), a Master's 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 Seewooruthun also served as Board member of Airport of Mauritius and MDFFP until December 2019.

#### Mr Arnaud Martin

Arnaud 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. He is also the Chairman of the Mauritius Film Development Corporation.

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.

#### Mr Mohummad Shamad Ayoob Saab

Mr Mohummad Shamad Ayoob Saab, holds a Diploma in Public Administration with specialisation in Public Management and a master's in business administration. He joined the Public Service in 1984 and has since then climbed up the ladder to the post of Permanent Secretary. He has served in various ministries and is at present posted to the Ministry of Finance, Economic Planning and Development. He has served several Board namely the National Pension Fund, National Housing Development Corporation Ltd, National Property Fund Ltd, Financial Services Commission and the National Committee on Corporate Governance. He is presently the Chairperson of the Risk Management Committee of the Mauritius Housing Company Ltd and the Corporate Governance Committee of the State Investment Corporation Ltd.

#### Mrs Vailamah Pareatumbee

Mrs. Vailamah 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 was 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 since 2001 and, in the year 2000, she successfully completed her Master's in Business Administration (MBA) with specialization in Finance.

# CORPORATE GOVERNANCE

## Directors' Profile (continued)

since 2001 and, in the year 2000, she successfully completed her Master's in Business Administration (MBA) with specialization in Finance.

### Mr Jocelyn Kwok

Mr. Jocelyn 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 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 MIOD (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, Jocelyn 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. Jocelyn 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 master's 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 Namasivayan (Ken) Poonosamy

Ken Poonosamy is the Acting CEO 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 of office, investments thrived in financial services, logistics, BPO, ICT, the seafood and Freeport sectors.

Mr. Poonosamy 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. Poonosamy 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. Poonosamy is a member of the MTPA Audit Committee. During the period under reference, Mr. Poonosamy has served as Board member in the following institutions: HRDC, SBM Infrastructure Ltd and ISP Limited.

### Ms Shirleen Wong

Ms Shirleen Wong is a Business Development Manager at

Baker Tilly Mauritius. She has worked as Property Consultant at the Champs UK in London from December 2015 to March 2017, Project Manager for the Societe de Clichy in Mauritius from January to November 2015, Senior Account Manager for the Vanet Asset Management in London from February 2011 to November 2013 and Operations Manager at the Business Concierge City Lounge in London from July 2008 to November 2010. She also formed part of the pre-opening team of the ANDAZ Liverpool Street Boutique Hotel which was part of the Hyatt Group in London from July 2007 to July 2008. She has been a Guest Service & Management trainee at the Radisson Edwardian Hampshire Hotel in London from August 2005 to July 2006.

Shirleen holds a BSc (Hons) in International Hospitality and Tourism Management from Surrey University (UK). She was also awarded the Savoy Educational Trust Prize (with Distinction) for the Professional Training Report on Customer Service and Loyalty Programme at the University of Surrey in UK in 2007.

### Mr Neezam Jeetoo

Mr. Neezam Jeetoo is the Director of Southgate Group of Companies. He is also the President of the Tourism Promotion Association and a Board Director of the Mauritius Standards Bureau. Mr. Jeetoo was a member of the MTPA Tender and Audit Committees.

## 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.

As per the MTPA Act, 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 2019 to June 2020, the Board met six times under the Chairmanship of Mrs C. R. Seewooruthun, three of the aforesaid meetings being special ones, two times under the Chairmanship of Mr M. S. Joomun and two times under the Chairmanship of Mr D. Vencadasmy, one of the aforesaid meetings being special one.

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.

The three sub-committees, Audit, HR and Tender, report to the MTPA Board. Matters addressed by the sub-committees are submitted to the Board for information or approval.

### Remuneration of Members

During the period July 2019 to June 2020, a total amount of MUR 480,158.71 has been paid as Director fees as per the relevant sections of the PRB Recommendations.

## Performance evaluation and appraisal

As per Government decision, the Ministry of Financial Services, Good Governance and Institutional Reforms is responsible for the systematic evaluation of the performance of the Chairpersons and Board Members on the basis of pre-defined Key Performance Indicators (KPIs) and Self-Assessment Questionnaires.

## RISK GOVERNANCE & INTERNAL CONTROL

The Board views risk management as an integral component of good business practice with a view to supporting Management's decision making, improving the reliability of business performance and assisting in the preparation of the Financial Statements.

The Board delegates to Management the responsibility for designing, operating and monitoring both the system and maintenance of effective control. The system of internal control is based upon an ongoing process of identifying, evaluating and managing key risks and includes the risk management process as well. The Internal Audit function provides Management and Audit committee with the assurance that the internal controls in place are appropriate and effective.

The internal Audit function is governed by an Internal Audit Charter as approved by the Audit Committee. It reports to the Committee functionally and administratively to the Director.

## REPORTING WITH INTEGRITY

MTPA Financial Statements are submitted to the Audit Committee for examination. The Annual report containing the corresponding Financial Statements are thereafter submitted to MTPA Board for approval and to the National Audit Office. Audited MTPA Annual Reports are published online as per the requirements of the Mo Ibrahim Index.

The Financial Statements 2019/2020 were submitted to the National Audit Office as per the statutory deadline established by the Statutory Bodies (Accounts and Audit) Act following amendments made in the Finance (Miscellaneous Provisions) Act 2017.

MTPA's full budget is pre-allocated by the Ministry of Finance and Economic Development to operating costs and promotion and destination support in terms of traditional markets, emerging markets and Mauritius joint promotion campaigns.

MTPA is a non-profit making organisation and does not have a CSR strategy. It nevertheless assists in community development through promotion of local talents (artists, sega performers, pageantry, etc.) and contributes in the making of the Mauritius Taxi Map, in recognition of their contributions to the tourism industry.

As part of its cultural tourism strategy, MTPA also partners with religious, social and cultural stakeholders for the organization of events like the Messe du Tourisme, the Père Laval Pilgrimage, Divali festival, Festival International Kreol and pageantry, amongst others.

MTPA runs an internship scheme to provide training to unemployed youngsters to enhance their employability. During the period under review, some 36 youngsters from different institutions benefited from this scheme.

The MTPA places a high priority on the health and wellbeing of its staff. It fully recognizes the importance of a healthy and sound working environment. It offers a contributory medical insurance scheme. In August 2019, a Corporate Health Camp was organized providing breast cancer screening, eye tests and other tests. MTPA also has a Staff Welfare Committee that aims at the overall development of staff members by applying different welfare schemes and implementing several projects (team building, sports activities, children's programme, wellness, end-of-year get togethers, etc.).

Hospitality and Tourism being one of the industries most affected by digital development, MTPA took the initiative to empower its marketing staff to make effective use of E-marketing in the promotion of Mauritius as a tourism destination. Four Tourism Promotion officers attended a Digital Marketing Masterclass from August to December 2019. Much emphasis was also laid on leadership, innovation and teamwork, hence the participation of seven members of the senior management team in a Corporate Leadership Workshop, "Dialogue in the Dark", on 30th August 2019.

As part of the Authority's governance system, the Authority promotes a harmonious industrial relation with the MTPA Staff Union (MTPASU). Consultations are held with the MTPASU for all major issues that govern employment, health and safety and welfare.

## AUDIT

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 markets 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 cognizance 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 the MTPA are according to established rules and regulations.

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

## 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.

However, in the last quarter of the financial year, the outbreak of the Covid-19 pandemic threw the world in an unprecedented state of emergency with countries closing their borders, travel restrictions and bans bringing the whole world practically at a standstill. Mauritius, being heavily reliant on Tourism has been directly impacted. This unprecedented scenario called for equally unprecedented measures. Hence the creation of a joint public-private partnership, a Joint Committee on Post Covid-19 Strategy comprising representatives of tourism administrations, the private sector including associations, airline and other partners. The Joint Committee on Post Covid-19 Strategy was an initiative of the Ministry of Tourism, through the MTPA, and AHRIM, to define a comprehensive recovery plan for the Tourism sector.

# Tourism Perform





# ance



## 1 OVERVIEW OF THE TOURISM SECTOR



1,382,906 tourists visited Mauritius in 2019



3rd economic pillar contributing to some 8% of GDP directly and some 16% indirectly



Rs 63.5 billion in terms of tourism earnings



120,000 direct and indirect employment

## 2 TOURIST ARRIVALS BY REGION: 2019

Total arrivals in 2019 stood at 1,382,906. Europe [France, UK, Germany as main players] has since decades and still the number one tourism reservoir contributing to some 60% of the total market, followed by Africa 22.5% [South Africa and Reunion Island], Asia at 13.7% [India, China and Middle-East], Oceania and America with minor shares.

REGIONS	2019	MARKET SHARE [%]
EUROPE	835,946	60.4
AFRICA	310,928	22.5
ASIA	189,849	13.7
OCEANIA	20,804	1.5
AMERICA	25,379	1.8
TOTAL	1,382,906	100.0

Source: Statistics Mauritius

## 3 MAURITIUS: TOP 10 MARKETS: 2019

1,049,623 tourists came from the top 10 markets in 2019, representing 76% of total tourist arrivals

NO	REGIONS	2019
1	FRANCE	302,038
2	UNITED KINGDOM	141,520
3	REUNION ISLAND	137,570
4	GERMANY	129,100
5	SOUTH AFRICA	118,556
6	INDIA	75,673
7	CHINA	42,740
8	SWITZERLAND	42,045
9	ITALY	41,991
10	AUSTRIA	18,390
	TOTAL	1,049,623

The remaining 24% were tourists originating mainly from the 'emerging markets', namely, the Middle-East [Saudi Arabia/UAE], Eastern European [Poland, Czech and Hungary], Nordic markets [Denmark, Sweden, Finland & Norway], Eastern Africa [Kenya, Rwanda, Tanzania], ASEANS [South Korea, Singapore, Malaysia], Australia and America.

Source: Statistics Mauritius

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## 4 AIRLIFT AND CRUISE

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96% of the total tourist arrivals [1,338,235] traveled by air in 2019, making airlift a key parameter in the growth equation. The cruise segment is gradually emerging as part of the overall tourism landscape. The latter segment grew on average by more than 50% during the last two years. In 2019, 45,253 cruise tourists visited the island.

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## 5 YEAR 2019: CHALLENGES

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The year 2019 proved to be a turning point for the tourism industry on account of numerous external factors, most of them, being beyond our control.

- Airlift, which is central to growth, has not been as flourishing as the previous years of laudable performance and impacted adversely on growth of broad-based markets, namely India and China. Mauritius recorded a drop of some 77,000 seats in 2019.
- Emirates temporarily ceased its operation from Mid-April to end of May 2019, and Eurowings after April 2019, has further complicated matters in hub markets and impacted adversely on the German markets.
- The BREXIT effect has started to be felt adversely in the UK long haul tourism outbound segment and to a certain extent across Europe.
- In spite of relentless efforts to re-establish growth, the Chinese market is still puffing.
- With the South African rands weakening, the commendable performance from the South African market during the last four years has not been up to the level in 2019.
- The collapse of Thomas Cook during September 2019 further aggravated the situation with some 7,000 tourists being affected.
- In addition, the destination also had to match a new breed of competitive forces related to price, new destinations, air access [French B servicing Reunion Island for instance] and subsidies such as 'Continuité Territoriale'.

It is true that tourist arrivals dropped by 1% in 2019. With a drop of some 80,000 seats in 2019 and the closure of Thomas Cook, it should have been by 5%

# MTPA STRATEGY 2019/20

The MTPA set as target to achieve 5% growth in tourist arrivals in 2018 with some 1,408,000 visiting the island. A four-pronged marketing strategy was developed with a view to achieving the said objective.

**1** **Exploit growth from traditional markets which has not suffered from major market disturbances such as France, Germany and Italy.**

**2** **Identify and tap the potential of new growth poles, namely, the Middle-East and Eastern Africa.**

- o The MTPA held roadshows in the Middle-East [Saudi Arabia and UAE], implemented billboard campaigns and ran intensive social media campaigns. The results have been tangible with tourist arrivals from the Middle-East more than quadrupled during the last three years.
- o Similarly, the MPTA had the support of Board members to implement projects with a view to capitalise on rising Eastern Africa by using Nairobi as a hub. Joint marketing campaigns were carried out with Air Mauritius and Kenya Airways coupled with trade meetings in Kenya and Uganda. The market responded positively and demonstrated room for future growth.
- o With Eastern Europe economic recovery becoming firmer since 2018, the MTPA has through trade partnerships and consumer campaigns with players such as TUI, Turkish and EK boosted traffic from the said region.
- o South East Asia was also targeted as part of the growth equation. Marketing resources were channelled in future trendy outbound markets, especially the ASEANS [South Korea, Malaysia, Singapore, Japan]. A growth of some 8% was recorded.

**3** **Boosting overall tourism growth by triggering tourist arrivals during the low season: April to September 2019. -Boosting overall tourism growth by triggering tourist arrivals during the low season: April to September 2019.**

**4**

**Last but not least, the MTPA committed part of its marketing resources to address markets that have been disturbed for various reasons mentioned above: mainly China, India, UK and Reunion Island.**

- o Since 2016, the Chinese market suffered from persistent drops in tourist arrivals. The MTPA has had several meetings with the private sector, and a Chinese Strategy workshop comprising all main players on the Chinese market was held in April 2019. The Board gave its greenlight to the main recommendations of the workshop to appoint a lifestyle PR and a Trade PR. Meanwhile, the MPTA Board has approved several projects with OTAs [Tuniu, Ctrip, Qulv amongst others] and reinforced the destination's presence on social media, mainly Wechat and Weibo. Roadshows were also carried out with the Chinese trade.

- o India, after some good spell of growth, has shown sign of puffing in the first six months of 2019. The campaign 'Where else but Mauritius' was launched in June 2019 and Mauritius was visible through impactful visuals in key Tier 1 Indian cities. The main players were of the views that marketing efforts should be carried out to re-affirm the destination's position within the higher end. PR activities [Bollywood & Zee TV], participation in high-end fairs [SATTE & OTM], joint partnership with MK, roadshows focused on Tier 1 cities have been the main activities carried out on the Indian market

- o In spite of the uncertainty associated with BREXIT, the MTPA was vigorous on the UK market with campaigns such as the Boxing Day, Kuoni shop campaign, Virgin Holiday campaigns and celebrity ones all ensuring that we remained 'top of the mind' and within the premium segment

- o The Continuité Territoriale has had dire impacts on tourist arrivals from Reunion Island. MTPA has almost permanent recourse to joint price tactical promotions with MK and Air Australe.

**5**

**Hub strategy: Airlines injected a total of some 2.4 million seats** during FY 2019-20. Part of the marketing resources were also channelled towards hub traffic which represented some 46% of total seats injected. On top of supporting 'Point to Point' airlines, the MPTA also went into joint partnerships especially with EK, KLM/MK and Turkish Airline to attract tourists from key cities not serviced by point to point airlines. Various joint campaigns were carried out with EK, Turkish and MK/KLM to motivate tourist traffic from the Nordic countries & UK, Eastern Europe and the Benelux markets respectively.

**6**

The **cruise segment** has also played an instrumental role during the last two years and is gradually emerging as a vital segment in the overall Mauritian tourism landscape. Cruise tourists almost doubled from 12,995 to 24,388 from Jan to June 2019 compared Jan to June 2018. To further boost this segment, the MTPA has participated in the Sea Trade Fair in Hamburg. Negotiations are already under way to have bigger cruise vessels in 2020 once the new cruise terminal will be operational.

Concurrently, the MTPA also capitalised on events to not only to improve the low season but to reinforce the destination's position as a Mice centre in the Indian Ocean. On top of participating and organising Mice roadshows fairs in respective markets, the destination successfully attracted major international events such as the World Travel Award and Fintech Conference. World class local events such Afrasia Golf, the Festival International Kreol, Divali with Zee TV and the Carnival were also organised and were covered by the international media.

7

E-marketing' has become firmly entrenched in MTPA's overall marketing strategy. The core focus has been on the development of content and its promotion on key online channels and social media and motivated the users to engage with the destination's social profiles. E-marketing actions were also reinforced through influencer marketing with 'loyal audiences' engagement. The key projects have been:

- The creation of content, traffic drivers, social media and display campaigns in English and French on euronews.com
- Bloggers' summit
- Digital advertising campaign on LastMinute.com
- Advertising campaign with IExplore and TravelMindset

8

While managing 2019, the field was laboured for a fruitful 2020 .

- The 'Colours' campaign was welcomed by both the local and the global stakeholders
- The 'Destination Branding' Terms of Reference has been finalised and Government go-ahead is currently being awaited
- The Chinese Strategy has been re-worked and Board has given its approval to appoint a 'Lifestyle PR' and the objectives of the 'Trade PR' has been revisited with more online presence and bonding with Chinese leading T.Os
- The Indian advertising campaign has been reframed with more emphasis on social media with adapted creatives and messages
- Works that have already been undertaken in Nairobi have gathered momentum and new initiatives were carried out to better address demand related to the Bush and Beach segments
- Hubs like Istanbul and Dubai were flourishing and the need for additional flights to address increasing demands are at discussion levels at the level of Air Access Committee

January and Feb 2020 confirmed that all the prior efforts carried out translated into growth [7 % increase in tourist arrivals].

## POST-COVID-19

Unfortunately, we have been presently hit, as all markets, with a crisis situation 'unmatched' in history that has brought the global tourism sector to a halt.

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# OVERRIDING CHALLENGES AND COMMUNICATION OBJECTIVES:

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## TRANSFORM, RE-BRAND, ADAPT, RESUME, RECOVER AND NORMALISE

1. A 'paradigm shift' is warranted to adapt to the needs of a 're-born consumer' that to a certain extent has developed new behaviours when it comes to travel and travel-related consumptions.
2. MTPA's overall 'marketing approach' has since April 2020 been re-oriented to reconcile with the travel aspirations of the 're-born high-tech consumer' and the re-invented 'distribution channel':
  - a. This implies telling new stories, upgrading the destination's brand identity [security, hygiene, care for humanity and animals, amongst others], visual identity, developing new creatives, destination stories and features, adapted taglines and concurrently
  - b. 'Operating' in a new environment focused on 'organisational leanness' where in some situations manpower has been replaced by Artificial Intelligence
  - c. Rekindling tenaciously 'trade relationship' in key markets given that some contractual disruptions took place in the unexpected wake of Covid-19 since March 2020: 'Outbound Tour Operation – Airlines – Hotels- Mauritian destination management companies – ancillary supplier'
3. To this effect, 'Eighty Days', a UK based company specialised in 'Communication' was appointed in May 2020 to develop a communication strategy as per the objectives set above.
4. All MTPA Representative Office in key markets [UK, France, Germany, Austria, South Africa, Switzerland] around the same period, were co-opted in the project. The latter company has almost completed its assignment.
5. In the process, Mauritius as a tourism destination had to face the dire negative communication impacts of the Wakashio unfortunate event. 'Eighty Days' project has henceforth been reported to a different timing.
6. To address this unfortunate happening, the MTPA has jointly with the private sector validated the 'Mauritius Now' campaign. The implementation stage is currently being finalised after feedback received from respective PR offices in key markets.  
Meanwhile, the MTPA, in view of remaining top of the mind in its key markets, planned a 4-phased communication approach fully adhering to an evolved consumer and trade:

**A. Phase 1:** Ensuring marketing presence 'continuity' and that there is no 'disconnect'

**B. Phase 2:** Keeping in touch with the distribution channels and updating them with covid-19 progress and other travel-related issues

**C. Phase 3:** Intensifying promotions and be ever ready for the opening of the borders

**D. Phase 4:** Getting the 'Outbound Trade' on board highly motivated and reinvigorated

### **Phase 1: Warming up marketing actions: April – June 2020**

- Warmed up the markets with minimal investment in social media and PR activities mainly on how 'Mauritius is tackling the COVID-19 pandemic' and getting rid of it positively and the evolving air access situation.

### **Phase 2: Bonding with the trade: April to June 2020**

- Conducted webinars and Online Roadshows jointly with the Mauritius private sector and the outbound T.Os in the main markets
- Participated in virtual fairs especially in India and the Middle East
- From the stakeholders' side, weekly meetings were held, the main objective being intelligence gathering

### **Phase 3: Intensifying presence in markets: Liverpool campaign targeting consumers from various markets**

Meanwhile, The MTPA has ensured its visibility globally by exploiting its partnership with Liverpool.

- Press release on the Global Partnership: 20 July 2020  
The official partnership of Mauritius with Liverpool FC was announced in the UK on 20th July 2020, 2 days prior to the Premiership cup award ceremony

- 22 July 2020: Premiership title ceremony

Mauritius was visible on LED TV during the closing match. It was a courtesy of the Liverpool Football club as the contract was set to kick-off as from 01st September 2020.

- New plan submitted in July 2020, starting as from September 2020 around the following usage of assets:
  - o Digital media
  - o Events
  - o Personality and access to legendary players
  - o Venue advertising
  - o LFC magazines
- Since 1st September 2020, Mauritius is visible on the homepage of Liverpool at the bottom the list of sponsors. 'Mauritius' is hyperlinked to MTPA website
- During the month of October 2020, Mauritius will feature in the Liverpool Official magazine as 'official global partner' and 'Your Preferred Tourism and Investment Destination'.
- Eighty Days refreshed creatives which is expected by Mid-October 2020. MTPA Digital Dept has already worked out in coordination with MTPA Reps a social media plan in respective markets.

### **Phase 4: On-board with a highly motivated 'trade: Tour Operators and Airlines'**

Outbound tour operators [Online + Offline] airlines are more than ever vital. Mauritius, as a tourism destination, requires their 'energy' and 'unconditional commitments' to bring the tourism sector to life. So far, and given this unmatched context, MTPA's key actions have revolved mainly about 'relationship safeguarding'. 'Preliminary discussions', through MTPA Reps, have been ongoing with regards to the joint marketing efforts.

Government has announced the gradual opening of the sky since 1st October 2020. Once, the border openings in respect of markets are known, MTPA Board will evaluate projects in relation to market priorities.



# Events Calendar

## Dolphin Watching



A unique experience of Swimming with Dolphins and watching Whales in their natural surroundings! It is a unique dolphins activity done on a speed boat. This is a unique chance to explore the spectacular lives of these magnificent marine mammals in their aquatic habitat. Immerse yourself in the adventure of a lifetime, swim with dolphins in crystal clear waters and encounter whales in the open sea.

## Chinese Spring Festival/New Year



The Spring Festival, which is the Chinese New Year, is celebrated in January/February, depending on the adjustment of lunar days. Food is piled up to ensure abundance during the year and the traditional wax cake is distributed to relatives and friends. Firecrackers are lit to ward off evil spirits. Gala Show with local and artists from People's Republic of China

## Mauritius Marathon



Mauritius Marathon AIMS and IAAF Certified races is a fantastic challenge which takes place in one of the most beautiful part of Mauritius: 20km of coastal road in the south, along one of the most beautiful lagoon and through typical coastal villages.

## Père Laval Feast Day



Date: 08 to 09 September  
Every year on 8 September, men, women and children from every part of the island, leave their houses and start on a long march to the shrine of Father Jacques Désiré Laval at Sainte Croix, where prayers are said. The death of Père Laval is commemorated on the 9 September.

## Independence Day



Mauritius celebrates Independence Day Every year on the 12th March. Mauritians enjoy a public holiday to celebrate the anniversary of independence from Britain.

## Cavadee



Cavadee is among the most spectacular Tamil events. The body pierced with needles and the tongue and cheeks with skewers, the devotee, trance-like and in penance, walks in procession to the temple bearing the "Cavadee".

## Trail



Looking for some adrenaline-packed adventures with breathtaking views of the nature in the freshest air! Mauritius has much more to offer than just white sandy beaches and we are here to offer you to enjoy an adventurous biking experience, off its beaten track through the untouched forests and its mountainous trails.

## Ultra-Trail Raid-light Beachcomber



A fantastic challenge which takes place in one of the most beautiful part of Mauritius: the Southern coast! A run all along the most beautiful coastal road of the Island, through typical coastal Villages with a fantastic Finish on the beach of St. Felix Public Beach.

# Awards



2019 World Travel Awards (WTA) – Indian Ocean's Leading Adventure Tourism Destination

2019 World Travel Awards (WTA) – Indian Ocean's Leading Tourist Board

2019 World Travel Awards (WTA) – Indian Ocean's Leading Destination

2019 World Travel Awards (WTA) – Indian Ocean's Leading Cruise Destination

2019 World Travel Awards (WTA) – Indian Ocean's Leading Wedding Destination

World's Best Island Destination - International Council of Pacific Area Travel Writers Association  
(PATWA), ITB 2019

OTM - Best Pavilion Award – 2019

Best Island In Africa And the Middle East from the U.S Travel +Leisure World's Best Awards 2020.



# Market Activities



1. France
2. UK
3. Germany
4. Austria
5. China
6. India
7. Reunion
8. Switzerland
9. South Africa
10. Italy
11. Russia
12. Saudi Arabia
13. Turkey
14. United Arab Emirates



# FRANCE

## Market Situation

### Impacts of Covid-19 on the French market

France has always been a top market for outgoing tourism and this love for travel won't leave the French population. All the tourism players working with many markets confirm that France should be one of the first markets to travel again.

Thanks to France's long-standing passion for travel: for many French people, travel is a fundamental necessity, and even during previous economic crisis, the French people have always saved a part of their budget for holidays. French citizens will undoubtedly be hit by the current crisis affecting national economy, as everywhere else in the world. However, it is essential to underline that the government is taking a wide range of measures to support the country, both from an economic and social point of view, to limit the consequences on purchasing power. Even if the French people are impacted, it may be much more limited than in other markets which might need more time to recover.

### French market profile

Covid-19 crisis has also been a critical factor of change in the way people feel about travel and how they are thinking about their future holidays. People are yearning for nature and authenticity more than ever, but they also want to travel more responsibly.

Slow tourism is more than just a recent trend due to the crisis; it is also a whole new way of conceiving what it means to travel. Based on a reconnection with the places visited and the local communities, slow tourism favors soft mobility for more ecological and sustainable holidays.

Due to the growing over-tourism problems and to the current Covid-19 crisis, slow tourism is more and more becoming a new model of travel that meets both an environmental and a human need: 52% of French people say they are affected by a high level of anxiety in their daily lives, and 62% say they constantly run out of time, hence a rising interest for a slower way of traveling. Mauritius fits perfectly with this new way of travelling as both a restful and preserved environment for travelers in need of a pause in their life.

## Market performance

Since 2018, the year Interface Tourism started representing Mauritius on the French market, the number of French visitors to Mauritius has been growing. The number of visitors increased by 5.88% in 2019 vs 2018.

Even in 2020, before the Covid-19 crisis, the increase reached +4.7% (January and February), which is a very encouraging sign for the recovery post-Covid. We registered +11% in 2019 during the low season.

### TRADE & MARKETING ACHIEVED KPI

• Sales call	125
• Travel agents trained	263
• Trade Campaigns	5
• Workshops	61
• FAM Visitors	0
• B2C Event	1
• B2C Fairs	

### SOCIAL MEDIA & BLOGTRIP ACHIEVED KPI

• Engagement rate	3.5%
• Number of new fans	+ 38 000
• Number of influencers	1
• Total reach blogtrips	451 000
• Number of publications produced	549
• Number of interactions blogtrip	36 372

### PR ACHIEVED

• Media Audience	34 635 3597
• Media Value	11 191 130 EUROS
• Press Pieces	190
• Media Visits	12
• Media Support	5
• Media events	1
• Media Calls/Meetings	159

# MARKET ACTIVITIES

## B2C FAIR: DIVING FAIR 10TH TO 13TH JANUARY 2020

### Objectives

MTPA supported the diving activities with active partners on the segment, 500 exhibitors spread over 2 floors with a total 19.000m<sup>2</sup>. At the entrance of the fair, visitors were welcomed by a giant advertising display on Mauritius (2000 x 2500). MTPA booth: 32 sqm

### Achievements

around 60 000 visitors

### Partners:

8 partners: Beachcomber hotels/ Diving World/ Explorations Sous-marine/ Blue Water Diving Center/ Sun divers/ Blue world explorer/ MSDA/ Air Mauritius/ Rodrigues



## B2B FAIR: ELUCEO PARIS 2020 4TH & 5TH OF MARCH 2020

### Objectives

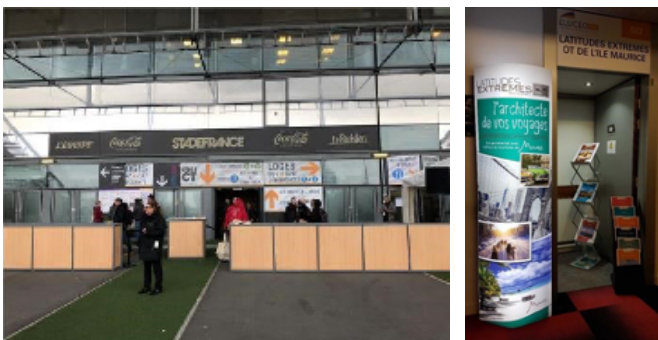
Eluceo is a conference/trade show targeting working councils. It takes place 4 times a year in Paris, Lyon and Lille, attracting 4 600 visitors and 300 exhibitors per show. Mauritius participated in the Paris fair, held in Stade de France.

### Achievements

Total visitors to the booth (recorded by scanning badges): 122, around. 3 000 visitors in total.

### Partners:

Lattitudes Extrêmes, Corsair and Emotion



## SPONSORING MADAME FIGARO GOLF TROPHY FROM APRIL TO NOVEMBER 2020

### Objectives

Feature Mauritius as a premium destination for golf activities in Indian Ocean and communicate among a targeted and AB+ audience

### Achievements

2 200 golfers reached , 1,831,000 UV on MadameFigaro.fr.; 6,6 M readers of Madame Figaro each month 308 949 copies of Daily Figaro, 376 100 copies of Figaro Magazine

### Partners:

Beachcomber Hotels



## B2C OUTDOOR CAMPAIGN

TWO ADVERTISING DISPLAYS WERE PUT IN PLACE FROM SEPTEMBER 9TH TO OCTOBER 6TH AND A VIDEO DISPLAY FROM SEPTEMBER 9TH TO 15TH.

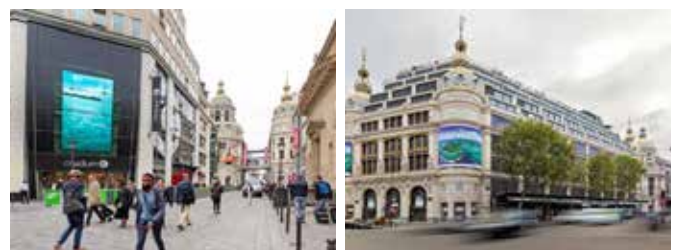
### Objectives

MTPA supported the diving activities with Implementation of a B2C Outdoor campaign in premium location in Paris to encourage departures from October to February. The main objective was to increase awareness of Mauritius among consumers in a premium neighborhood in Paris.

### Achievements

Total audience reached 17 810 000 contacts

Displays: one Giant digital screen in Citadium and two banners in Paris Printemps and Tronchet + Havre giant displays.



# MARKET ACTIVITIES

## KUONI

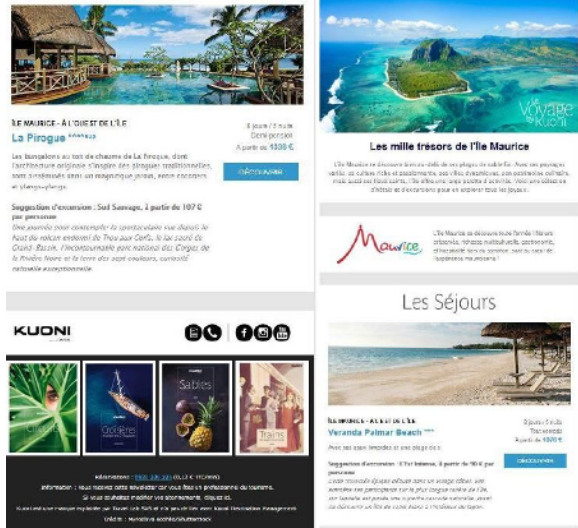
FROM 25/02/2020 TO 01/03/2020

### Objectives

: implementation of a global action plan with Kuoni highlighting Mauritius diversity on B2B2C segments through: one B2B newsletter, one B2C newsletter and Facebook posts.

### Achievements

Newsletter contacts : 73 600 / Opening rate : 25%



## M LE MONDE MAGAZINE – INDIVIDUAL PRESS TRIP

DECEMBER 6TH TO DECEMBER 10TH 2020

### Objectives

MTPA France organized an individual press trip for M Le Monde magazine; the journalist promote Mauritius's east coast during high season.

### Achievements

2 articles published (online & offline)

### Media:

M Le Monde

### Partners:

Air Mauritius  
Salt of Palmar  
La Maison d'été



## COSMOPOLITAN – FASHION PHOTO SHOOTING

MARCH 9TH TO MARCH 16TH 2020

### Objectives

MTPA France has facilitated the custom process and support the group (8 staff) in terms of ground support and transfer.

### Achievements

1 tourism article published by the editorial team\*

### Partners:

Corsair  
Anantara Iko Resort

### Media:

Cosmopolitan magazine



## ADONET EVENT

FEBRUARY 4TH 2020

### Objectives

Renew annual subscription to ADONET on behalf of MTPA. Increase PR outreach to key journalists and KOL in the French tourism sector.

### Achievements

All day long annual workshop. Creation of special PR material and messages for the event. Successive meetings with key journalists to pitch Mauritius new PR messages.

### Media:

120 journalists attended the event



## COSMOPOLITAN – BEAUTY PHOTO SHOOTING

MARCH 11TH TO MARCH 17TH 2020

### Objectives

MTPA France has facilitated the custom process and support the group (8 staff) in terms of ground support and transfer.

### Achievements

1 tourism article to be published in November 2020 by the editorial team

### Partners:

Air France  
Long Beach Resort  
Coquille Bonheur

### Media:

Cosmopolitan magazine





# MARKET ACTIVITIES

## KONBINI CAMPAIGN

DECEMBER 2019

### Objectives

Promotion of the blogtrip and the contents created during this campaign with Social Ads & media partnership with Konbini. Increase visibility of the destination, enhance contents created by the influencers during the roadtrip. Highlight the experiential aspect of the destination

### Achievements

- Social Ads: +1,5M people reached – +4M impressions
- +4,5M views - videos watched on average at 60%
- Konbini article 30 0000 views on the article +1,8M impressions
- 24,9 K interactions

### Partners:

Air Mauritius  
La Vieille Cheminée  
Ottentic Eco Lodge



## SOCIAL ADS

FROM AUGUST TO SEPTEMBER 2020

### Objectives

Keep increasing the Facebook and Instagram audiences and earn new fans whose profiles correspond to Mauritius's targets. Raise awareness about Mauritius and the campaign "Mon Ile Maurice" through the ads to our target audiences.

### Achievements

+ 38 000 fans on Facebook and Instagram since October 2019. Engagement rate average: 3,5%.

### Activities

These campaigns aim at maintaining a strong presence of the destination and growing the audience on Facebook and Instagram. Those take place during key booking seasons and will target specific populations on social media. Engage a sponsoring budget monthly to boost trending and quality content to ensure a large coverage of our posts on social media.



## COMMUNITY MANAGEMENT

FROM OCTOBER 2019 TO SEPTEMBER 2020

### Objectives

Feed the social pages with engaging content, improve interactions with communities to create a desire to discover Mauritius. Stay tuned to new trends on social networks and propose new contents to broadcast throughout the year.

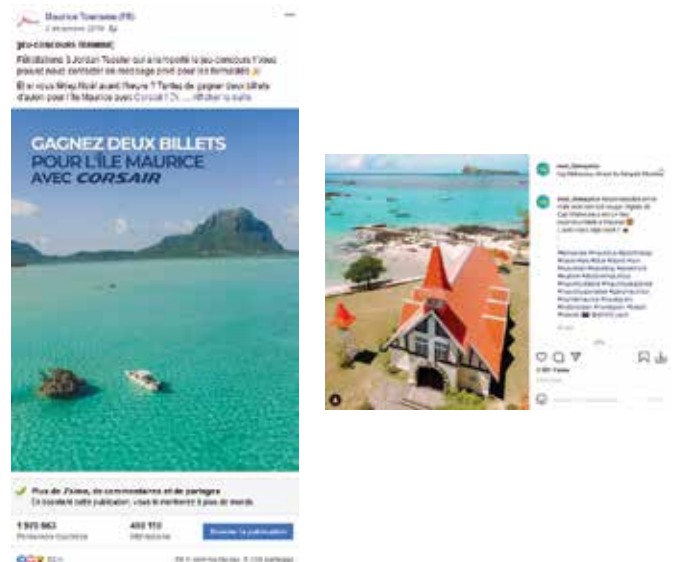
### Achievements

- + 38 000 fans on social media
- + 3,5% engagement rate
- + 630 000 stories views

### Activities

Manage Mauritius's French Facebook page on a daily basis via Agora Pulse tool and create an editorial policy focusing on highlighting the diversity of experiences to be lived in Mauritius. Share and promote several key topics in accordance with the communication strategy and adapt it depending on the results.

Prepare a calendar each month (to be approved by the Mauritius Tourism Board) to ensure a good implementation of the social media strategy. A stress will be put on producing more quality content to inspire travelers to discover the islands with video format (twice a month), especially on Facebook. Encourage the communities to share content about the destination and interact with our page, to create positive and viral content on social media.





# UNITED KINGDOM



## Individual Press Trips

- Hills Balfour organised an individual press trip to Mauritius for Sean Thomas from The Times. The trip explored the luxury offerings on the island and the journalist experienced the latest hotel openings, staying at LUX\* Grande Gaube and One&Only Le Saint Geran. Hills Balfour secured flight tickets and accommodation with partners for the trip. Resulting coverage from the trip appeared in The Times and The Times Online
- Hills Balfour secured an individual press trip opportunity for Stephanie Takyi and a videographer to produce an article and video content for The Metro and Metro.co.uk. Hills Balfour secured flights with Air Mauritius and accommodation with resort partners. Resulting coverage appeared on Metro.co.uk on 12th March 2018, the official day of independence for the island. The article also included the completed video content.
- **Andrea Thompson, marie claire**  
Hills Balfour organised an individual trip for deputy editor of marie claire, Andrea Thompson to write an article focused on kite-surfing on the island. Hills Balfour organised flights with Air Mauritius and secured hotel support with The Residence Mauritius and Dinarobin Beachcomber.  
  
The journalist took part in kite-surfing lessons and had the chance to experience other water sports activities at the resorts. Resulting coverage from the trip will appear in the March edition of marie claire.
- **Selina Periampilai, BA High Life**  
Hills Balfour organised an individual press trip for Selina Periampilai, chef and food journalist. Hills Balfour booked flights with British Airways and secured hotel support with LUX\* Belle Mare and Dinarobin Beachcomber. The itinerary including a number of foodie experiences on the island, as well as the chance to cook and dine with local people. Selina also had the chance to visit and speak with the chef at SALT of Palmar. Resulting coverage will appear in a print edition of BA High Life in 2019.
- **Roisin Dervish O’Kane, Women’s Health**  
Hills Balfour organised an individual press trip for commissioning editor Roisin Dervish O’Kane to explore the plethora of health and wellness activities available in the destination. Hills Balfour booked flights with Air Mauritius and secured accommodation at Angsana Balaclava Mauritius Hotel and Paradis Beachcomber Golf Resort and Spa. The itinerary included a number of spa and wellness experiences, as well as beyond the beach experiences such as hiking Le Morne and Seakarting.

## MARKET ACTIVITIES

### MAURITIUS MEDIA AND TRADE SHOW

Mauritius media and trade show - 2 July 2019  
At the Grande Strathmore, Kensington

The Mauritius Media and Trade Show : The Mauritius Media and Trade show was a collaborative event that was organised to enthuse the trade and the UK media on our new story hooks and plans for Mauritius.

launching the new concept to target honeymooners, newlyweds and couples – The Honey and The Moon – the idea that Mauritius offers everything that both individuals within a couple could ever want from their honeymoon.



### BORDERLESS LIVE (INFLUENCER EVENT)

6 – 7 September 2019 : exhibited at Borderless LIVE to recruit social media influencers to visit Mauritius in the coming year. Our objective was to create a database of 100+ suitable influencers for shortlisting... we were inundated and have 250+ quality new contacts.

### UK ADVERTISING CAMPAIGN

October to December 2019



MDSG +44 (0) 203 290 8914 | www.mdsg.eu | info@mdsg.eu



MDSG +44 (0) 203 290 8914 | www.mdsg.eu | info@mdsg.eu

### CONDE NAST TRAVELLERS LUXURY TRAVEL FAIR

7 – 10 November 2019 at Olympia London, - spirit of Christmas fair targeting 55000 HNI individuals



### PARTICIPATION IN WTM 2019

MTPA participated at the WTM 2019 from 02 to 04 November 2019. Some 40 co-exhibitors from the travel trade joined the MTPA in the destination booth to showcase the various facets of Mauritius.



## MARKET ACTIVITIES

### MAURITIUS DESTINATION GUIDE 2020

In association with Selling Travel – January 2020.  
Expected output : Distribution to all Selling Travel's circulation list, plus additional copies for use at major events and shows



### HONEY & THE MOON PRESS TRIP

February 2020 – with top journalists bringing their partners to Mauritius with them to experience the island as a couple based on their interests.  
Expected output : At least 8 major editorial articles in key travel related media channels, at a value of over £250,000

### WEDDING SHOW

Bride – The Wedding Show – 1st – 2nd Feb 2020  
National Wedding Show – 14th-16th Feb 2020



## MARKET ACTIVITIES

### JOINT MARKETING ACTIONS WITH TOS (2019 – 2020)

<b>Travel bag</b>	<b>Launch Date</b>
X2 Mauritius E-Shots - Postcards	January, February
X1 Sunday Times Travel Magazine - Full Page	March
X1 Organic Social Media Post	January
X1 Mauritius Tourism Channel Take over	January, February
X1 Mauritius homepage banner	January, February

<b>Southall Holidays</b>	<b>Launch Date</b>
X2 Press Advertising	January, February
X1 Week Home Page Banner Promotion	January
X1 Dedicated Solus	January

<b>Premier Holidays</b>	<b>Launch Date</b>
X1 Window Posters (A2, A3, A4) in 21 Premier Travel Branches and 150 key account	January
X1 A4 Trade Flyers - Print run 5,000	January
X1 Inclusion in weekly trade Newsletter - Reach 4,000 active agents	January
X1 Themed video with offer end frame included on Trade Newsletter	January
X4 Trade Facebook and twitter posts	January
X1 Mauritius Banner on Premier Holidays Homepage	January
X1 Double-sided A4 Brochure Insert	January
X1 Themed Video with offer end frame included on customer Newsletter	January
X1 Social Media Campaign assets provided to trade	January
X4 'Deal of the Day' features	January
X1 Home Page Feature driving traffic to the Mauritius Campaign Page	January



# AUSTRIA

## Market Situation

### a) Market Situation & Performance October 2019 until March 2020 (before Covid-19)

The Austrian tourism industry is decentralized and defined by generalists and niche experts. The sector of tourism and leisure activities accounted for 14.8% of the Austrian GDP (direct, indirect and induced combined). The total amount of jobs generated through tourism was 289,500, representing 6.5% of the total employment in Austria.

Negative external factors on tourism have been terrorism, the Brexit, the bankruptcy of Thomas Cook and the first impacts of Covid-19 in 2019.

## Market Performance

Germany & Austria is the second largest international source market for Mauritius after France with 13%.

Austria accounted with 18,390 passengers in 2019.

2020 began strongly with 2,690 visitors in January 2020 (+17,6%). February has also been a successful month for MTPA Austria.

After February there are no more numbers available due to tourism lockdown.

## Strategies

### a) Market strategy October 2019 until March 2020 (before Covid-19)

Positioning Mauritius

- Mauritius is THE all-year destination in the Indian Ocean
- Underline the eco-friendly and sustainable aspects
- Mauritius offers MORE than sun & beach: culture, nature, people, gastronomy, sports

How?

Extend traditional scope of work with new ideas and give them an innovative twist. Include industry partners wherever possible:

- Out-of-the-box ideas & think big
- Digital & Social activation

- Pitching of new & emotional stories: Underline the eco-friendly and sustainable aspects of the all-year-round destination
  - Extend Classic Media with more focus on influencer and blogger cooperations
- Key Priorities

### b) Adapted Strategy after March 2020 until September 2020

Restrictions in travel and every day's life due to Covid-19 led to a full-stop and a re-evaluation of the implemented strategy. Therefore several Recovery Plans have been presented in order to prepare activities to increase the visibility of the destination and to remind people that Mauritius is still the destination of dreams.

MTPA Head office, in cooperation with the respective market managers, developed the 80 Days Campaign in order to reactivate business for Mauritius. Therefore fundings have been shifted from initially planned marketing activities to the 80 Days Campaign. This campaign is still to be implemented and shall be adapted in accordance to entry requirements and further developments.

Apart from the budget shift, AVIAREPS managed to maintain a solid presence in the market without additionally needed fundings. This activities contained consultancy of consumers and trade, networking with partners, joint activities with tour operators/media/travel agents without any costs, PR work. Additionally AVIAREPS Austria monitored the Wakashio crisis by daily updates of the media, answered requests and guided German media.

Still the situation is evolving fastly and AVIAREPS is ready to support Mauritius in any kind of challenging factors.

Key Messages via a multi-channel approach will be:

- Position Mauritius as a safe destination
- Position Mauritius as a dream destination
- Position Mauritius as an all-year destination

Our Overall Goal is to Lead Mauritius back to a sustainable revival of tourism.

# MARKET ACTIVITIES

## January 2020

### FERIENMESSE WIEN IN COOPERATION WITH RUEFA

#### Objectives

The Ferien-Messe Wien is the international event for holidays, travel and leisure, and the leading public access tourism trade fair in Austria. Well over one hundred thousand consumers and thousands of experts from within the sector come to enjoy the summit meeting for the tourist industry.

The destination Mauritius will be presented with a dedicated Mauritius booth within the Ruefa area. The fair will be attended by 2 MTPA reps.

#### Achievements

Marketing Manager Kerstin Sanger and Franziska Berblinger as a support travelled to Vienna and represented Mauritius. They consulted consumers and networked with industry partners, handed out collateral and attended the RUEFA events during the fair.



## All Year

### NEWSROOM

#### Objectives

The AVT Newsroom provides MTPA with a modern digital PR service. With just one click, the right audiences get direct access to relevant information about Mauritius: SEO optimized press releases, press kit, high-resolution images and videos. Journalists and influencers can start following the Mauritius newsroom, engage with content, and become part of a network. All news releases, PR and marketing content are presented in a fully responsive, user-friendly online newsroom. Press releases are being sent-out via our mailing system and link to our newsroom website to increase further traffic.

Increase attention among media representatives as well as consumers, TOs, etc. by providing all target groups with the most up- dated tourism information on Mauritius (in an appealing, emotional way).

#### Achievements

- Innovative, emotional communication about Mauritius
- Publication of SEO optimized content in form of 13 press releases and 1 updated press kit including high-resolution images and videos, presented in a fully responsive, user-friendly online newsroom.
- Quality conversations with media partners



## All Year

### PRESS RELEASE WRITING

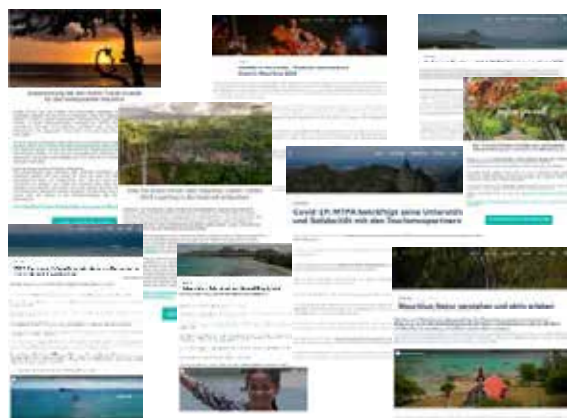
#### Objectives

Develop regular press releases targeted to local press with an angle which is particularly attractive for target media. Dependant on news up to 10.

Generate media coverage focusing on the attractions, the diversity and the different targets group suitable for Mauritius via regular press releases. Inform the media about the diversity Mauritius has to offer.

#### Achievements

- In total 13 Press releases were being created and published by MTPA Austria on a regular and on demand basis. Current events or latest news were being covered in the press releases.
- Increase of consumer understanding and awareness of Mauritius and its product offering
- Intensification of the presence of Mauritius in the media and via online sources
- Reinforcement and growth of Mauritius' position in different segments and niche markets



## All Year

### MEDIA EVENTS/CALLS

#### Objectives

Tour Austrian media outlets in order to pitch stories. Identify relevant journalists and promote Mauritius as the best island destination of the world with an "All in one concept", suitable for various target groups like for example honeymooners, golfers or families. Increase of consumer understanding and awareness of Mauritius and its product offering.

#### Achievements

Due to the Covid-19 pandemic and resulting restrictions, personal Media calls with relevant Austrian media (print, TV, radio, online) were reduced to a minimum in the months of March to September. Digital Media calls (video and phone calls) were being held on a regular basis in order to keep journalists updated about all relevant information and news of Mauritius.

In Addition the Tourism PR Database was updated by purchasing the handbook of Touristik PR with the newest media contacts. The handbook offers direct contacts, direct dials and e-mail addresses of 680 travel editors as well as 287 freelance travel journalists and 195 travel blogs in Austria, Austria and Switzerland.





# GERMANY

## Market Situation

The German tourism industry is decentralized and defined by generalists and niche experts. The tourism industry grew by 3,9% in 2019.

In 2019, tour operators show the highest revenue in the German tourism market structure. Mid-sized tour operators and generalists generate good growth. Travel agencies remain the major distribution channel in Germany, although OTAs are steadily increasing their market share.

Over the past years there has been a trend towards:

- A focus on the needs of individual target groups
- A focus on own brands
- Luxury travel & cruises

Negative external factors on tourism have been terrorism, the Brexit, the bankruptcy of Thomas Cook and the first impacts of Covid-19 in 2019.

## Strategies

### a) Market strategy October 2019 until March 2020 (before Covid-19)

Positioning Mauritius

- Mauritius is THE all-year destination in the Indian Ocean
- Underline the eco-friendly and sustainable aspects
- Mauritius offers MORE than sun & beach: culture, nature, people, gastronomy, sports

How?

Extend traditional scope of work with new ideas and give them an innovative twist. Include industry partners wherever possible:

- Out-of-the-box ideas & think big
- Digital & Social activation
- Pitching of new & emotional stories: Underline the eco-friendly and sustainable aspects of the all-year-round destination
- Extend Classic Media with more focus on influencer and blogger cooperations

### b) Adapted Strategy after March 2020 until September 2020

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- Position Mauritius as a safe destination
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- Position Mauritius as an all-year destination

Our Overall Goal is to Lead Mauritius back to a sustainable revival of tourism.



# MARKET ACTIVITIES

## January 2020 - June 2020

### ATTENDANCE AND CONDUCTION OF EVENTS WITH PARTNER

#### Objectives

Support key trade partners (travel agencies, industry partners, etc) throughout the year to attend and conduct events in order to meet travel trade. Get to know and build relations with strong partnerships

#### Achievements

- Attendance and Conduction of Events with Partners

Support key trade partners (travel agencies, industry partners, etc) throughout the year to attend and conduct events in order to meet travel trade. Get to know and build relations with strong partnerships

- Via sales calls a vital database of the German travel trade selling Mauritius as a destination was constantly expanded and updated.

- Marketing Manager Kerstin Sanger attended events of selected trade partners, the fair of the big travel agency chain Reiseburo Rade in January, where she had a booth to give out information on Mauritius and gave a presentation about the destination in front of more than 100 people. Consumers of the close border region (France) attended which is a high revenue market region.

- In June Aviareps Germany attended the "Dream Travel Trophy" - a tournament series which was launched in 2008. The tournament series is very exclusive to maintain customer proximity. Mauritius in cooperation with Sun Resorts, sponsors one tournament and therefore targets traveling customers with high purchasing power. Enjoy golf and socializing, put fun and enjoyment in the foreground.



## March 2020

### TRADE FAMILIARIZATION TRIP (OFFLINE TRAINING)

#### Objectives

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

The programme will provide interesting information about the diversity the tourist destination Mauritius has to offer.

Build relationships and knowledge of destination and engage with key trade partners in Mauritius to assist in growing their business. Promote Mauritius as "All in one" destination suitable for several different target groups. Opportunity for industry partners to promote their company/ their services. Increased brochure pages in wholesale brochures. Implementation of new products.

#### Achievements

MTPA hosted a Famtrip from Germany from the 14th March to 20th March 2020. The group of three TO's was accompanied by Marketing Manager Kerstin Sanger. During their visit they experience both hotels, destination products and services.

a) Honeymoon Highlights (Marion Klec) have been taking care of engaged couples since 1997. Their team consists of experienced tourists, who mostly know the destination personally. Marion and Angelika Klee operate both a honeymoon specialist tour operator as well as a travel agency and are very valuable for Mauritius in pushing sales + sending couples to Mauritius.

b) Tourlane (Clara Herschel) is an online travel agency with tourism technology companies behind them like Air BnB, Get Your Guide, Trivago and providing an intelligent online platform combining technology, data and expert travel consulting. The company works with service providers and offers customers flights, accommodations, tours, activities, transfer options all in one place. Providing real-time pricing, availability, instant trip visualization, drag-and-drop adjustments.

c) Honeymoon Travel (Jessica Schroder) advise from their own travel experiences, create with enthusiasm individual and luxurious dream trips, book with perfection and let their demanding guests all holiday dreams come true. As a honeymoon specialist, one of their key sales activities is Mauritius.





# SWITZERLAND



## Market strategies

Close contact with trade & medias. Target groups: active, golfers, sustainable, luxury, honeymoon, families. Nature approach, diversity and culture advertisement. Showcase Mauritius not only as a typical luxury and honeymoon destination but with a large variety

## Market Situation

+51 % visitor increase since 2013. Constant growth of visitors every year. Traditional, high spending market.

## MARKET ACTIVITIES

### January 2019 & 2020

#### SNOW POLO ST. MORITZ

##### SUMMARY

- 18'000 spectators in the Polo village = high spending power and middle class clientele
- Desk at VIP tent = High luxury clientele
- Famous Gala Dinner as platform to announce Mauritius Polo plans in 2020/2021 to a highly matching target group of VIPs
- Large social media engagement though an Instagram – Frame & Maradiva hotel nights to win
- Re-posts, tagging, especially attracting a young segment

##### OUTSIDE & INSIDE TENT

To ensure a high quality image of Mauritius within the theme of luxury, we had to adapt to the exclusivity and luxury visitors of this event. Therefore, various equipment, decoration, logo printing and furniture has been organized to present the destination. Information material has been distributed, as well as food and beverages to be served during personal talks with the consumer.

##### Social Media Competition in cooperation with Maradiva Villas Resort & Spa

Instagram photo-competition with instafame to win 4 nights at Maradiva in order to push the CH Mauritius & Maradiva Villas Instagram channels



### January 2019

#### ADVERTORIAL WORLD OF WELLNESS (WOW)

The WOW Magazine special edition 01-2019 was released mid December 2018. Additionally to the general distribution, this version is displayed at all three major travel fairs in Switzerland, where visitors can take these away for free: FESPO in Zurich, Ferienmesse in Bern & Ferienmesse in St. Gallen. Special circulation of 50'000. Further, MTPA has been included in their social media presence and Website <https://worldofwellness.ch/>

**Target: Consumer, visitors of the Swiss travel fairs**

##### Objectives:

**Reach out to end consumer in a lifestyle & wellness surrounding to promote a variety of activities**

##### Output:

**50'000 copies distributed**





# TURKEY



## Market Situation

- Turkey is a captive market for Mauritius with around 12 million people having the same income level as the European countries.
- Turkey's outbound tourism and travel market is very likely to grow at a higher rate in the long term.
- Turkey is a new captive market for Mauritius with high potential for couples, families and honeymooners
- Turkish Airline is well established and acts as a key player to promote Mauritius in Turkey and also be functional as a hub for Europe and other parts of the world
- The honeymoon booming market is a niche market for Mauritius which needs to be full exploited

## Market strategies

The MTPA strategies to further penetrate the Turkish market are as follows :

- conduct massive advertising campaigns in collaboration with local stakeholders
- improve the knowledge of the Destination of Turkish Tour operators by organizing joint Fam Trips
- conduct e-marketing marketing campaigns on social media – Facebook, You Tube
- organize educational trips for bloggers as to promote Mauritius via blogs
- Increase collaboration with local Partners and Turkish Tour Operators to boost sales
- Promote the uniqueness of the destination in terms of products and experiences

## MARKET ACTIVITIES

### September 2019

#### ROADSHOW IN ISTANBUL

A roadshow and press meeting were conducted whereby several members of the Turkish press, TOs and TAs were convened. During this meeting, a presentation was done and the Honourable Minister gave a speech thereby highlighting the different aspects of Mauritius as a tourism destination.

After the press meeting, all the members present were convened to a Mauritian dinner buffet whereby the press, TOs and TAs discovered and tasted the Mauritian cuisine.

Mauritius was showcased through its cuisine and two Chefs from the Mauritius Chef Association were responsible for the preparation of the Mauritian dishes and at the same time provide information about the taste of the dishes and also about the history and evolution of the Mauritian cuisine.

Meetings were conducted with the following operators :

- ETS Tur
- Tura Turism
- Pronto Travel
- Jolly Tur
- Travel Club
- Siam Tur
- Turkish Airlines



The Mauritius stand comprised of 9 co-exhibitors plus the Mauritius Tourism Promotion Authority.

The list of co-exhibitors are as follows :

- Beachcomber Hotels
- Intercontinental
- Tam Tam Tours
- Maritim Hotels
- RIU Hotels
- Promotour
- In Tune Travel
- Happy Planet
- Association of Tourism Professionals (Beach Destination, Hotel La Vigie & Residences Les Badamiers)

Meetings were conducted with the following operators :

- Turkish Airlines
- Gazella Tour
- Gezinomi Tour
- Touristica
- Coral Travel Turkey
- Jolly Tur
- ETS Tur
- Pronto Travel
- Tura Turism
- Travel Club
- Siam Tur
- Tatilsepeti

### 30 January 2020 – 2 February 2020

#### EMITT 2020

As one of the top four tourism exhibitions worldwide, EMITT annually attracts around 60,000 industry professionals and tourists looking for new and exciting travel opportunities from destinations and travel service companies from across the globe.

The show is a valuable business platform providing new business and cooperation opportunities to the Turkish and global travel sectors. EMITT showcases country pavilions, holiday destinations, summer and winter tourism, outdoor tourist destinations, hotels and tourist centres, tour operators, travel agencies and much more.





# UNITED ARAB EMIRATES



## Market Situation

UAE boast a population of 9.2 million people with 12% being Emiratis (Living in the 7 UAE states, Dubai, Abu Dhabi, Sharjah among others) and 88% expatriates. Out of the 88% expatriates, 15% are European and 27% are Indian. These two markets aggregated represent some 3.4 million consumers. Middle East reports confirmed that 55% of this 3.4 million, about 1.9 million, are of the middle-income segments.

EK injects some 400,000 seats annually with two A-380 servicing Mauritius from Dubai on a daily basis.

## Market Performance

Year	Tourist Arrivals
2017	11,153
2018	12,058
2019	13,999

## MARKET ACTIVITIES

### May – August 2019

#### DIGITAL MEDIA CAMPAIGN

Platform used for Campaign

- YouTube Ads
- Facebook
- Google Display Ads
- Instagram



### July – September 2019

#### MALL ACTIVATION PROJECT: DUBAI MALL, FESTIVAL CITY AND DUBAI MARINA

Objectives:

- Experiential Marketing
- Destination awareness
- Customer engagement
- Lead Generation destination

Target audience:

- Travel Enthusiasts
- Newlyweds
- Families
- Western Expats
- Emiratis
- Arab Expats



### January – April 2020

#### DIGITAL MEDIA CAMPAIGN IN UAE

Platform used for Campaign

- Youtube
- Facebook
- Instagram Google Display Network

Objectives

- Raise awareness
- Generate click throughs and impressions leading

Social media plays an important role in providing information and motivating sales in the gulf region. Travellers from the Gulf region gather much information online, advertising on the internet, websites of airlines and key tour operators and from YouTube, Instagram, Twitter and Facebook.



### 26 September -05 October 2019

#### THE UMA SHOW – INFLUENCER



# REUNION



## Market Situation

The number of tourist arrivals has been relatively stable over the year 2019, with 137570 Reunionese visiting the destination, compared to 138 439 in 2018 (-0.6%).

Reunion is Mauritius 3rd biggest market in terms of tourist arrivals

Tourist arrivals in January 2020 increased by 2.2%

From February onwards, the impact of the Covid 19 pandemic began to be felt. Tourist arrivals decreased by 0.8% from January to February 2020 compared to same period in 2019

## Market Strategy

During the last half of 2019, we focused on the promotion of MK offers and marketing support for travel agency.

Since July, intensification of posts on social networks, relaying sponsored posts to significantly increase the fan base.

A daily update on the health situation in Reunion Island was sent to Mauritian partners.

At the very beginning of the crisis, a major communication campaign "l'île Maurice sereine" (serene Mauritius) was implemented

Following a press conference with media, articles were published to reassure the people of Reunion Island. Articles were published on Le Quotidien, Visu and Telemag. A 20 sec spot on destination was aired on Radio Regie, NRJ and RTL. Posters were distributed in travel agencies



Regular contact with the Mauritian tourism actors to relay their news and their actions on the market. Maintained visibility of Mauritius as top of mind destination

A communication campaign was launched. Message of peace and security was shared on Facebook. Monthly Newsletters were sent to tour operators and subscribers (content adapted to the exceptional situation)





# MARKET ACTIVITIES

## August-September 2019 POPE CAMPAIGN AND PRESS TRIP



## September 2019 MK CAMPAIGN: BILLBOARD, WEB AND RADIO



**À seulement 40 minutes de La Réunion**

C'est très beau les plages de carte postale et les hôtels époustouflants, mais ça ne donne pas envie de retourner de belles holidays quand vient l'heure du retour à la maison. Pourquoi alors retourner une dernière fois sur l'île sœur quand vous avez déjà tout vu, tout fait, et que vous rêvez de nouvelles expériences de vacances insolites ?

**Non, vous n'êtes pas seuls !**

Les hôtels de Farniente Accueillables depuis une petite dizaine d'années, proposent des chambres de charme à louer, les clients de Farniente ont une expérience unique de vacances. Situés au nord de l'île, ils offrent une vue imprenable sur la mer. Ils ne sont pas les seuls à louer, mais ils offrent une expérience unique de vacances insolites.

**Les hôtels de Farniente Accueillables**

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**La boutique de monob**

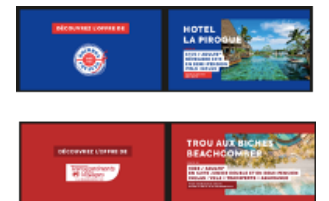
Devenue au fil du temps de plus en plus connue, elle propose des produits locaux et artisanaux. Elle est située au cœur de l'île, à proximité de la mer. Elle propose des produits locaux et artisanaux.

**Les produits**

- Les produits locaux
- Les produits artisanaux
- Les produits naturels
- Les produits bio
- Les produits locaux
- Les produits artisanaux
- Les produits naturels
- Les produits bio

## September 2019 FAM TRIP

10 travel agents from 10 different travel agencies Electric bike ride Chamarel - Bel Ombre, cultural and culinary visit My Moris, Port Louis, Casela and Meeting Arvind Bundhun MPTA director



## January - February 2020 3RD CHALLENGE OF THE TRAVEL AGENCIES: BIG CONTEST OF THE MOST BEAUTIFUL SHOWCASE "MAURITIUS".





# SOUTH AFRICA



## Market Situation

South Africa remains the 5th largest source market with 8,6% market share in 2019, and an important proximity market for the destination

Total population is 56 million with approx. 38,2 million over the age of 15 years old

Majority of the economically active population resides in the CBDs (Gauteng = 26%; Western Cape = 12%; KZN = 20%)

South Africa is currently experiencing a decline in international tourism

Cluster of international travellers is relatively low from South Africa - 1.7 million in the past three years have travelled overseas, which equates to approx. 5% of the total population

Segment for international travel is on the decline and is expected to show little positive growth in the year to come  
Market is dominated by price/value for money and return on investment

Seasonality is important: most people save to travel to a leisure destination during the main holiday periods (Dec/Jan; Easter - Mar/Apr; and mid-year school holidays - Jun/Jul and Aug/Sept)

Bookings may be influenced by perceived value for money, affordability and weather conditions at the destination

The consensus is that consumers who are travelling are either going to cheaper beach destinations, travelling

locally as a more affordable option, or to Europe and USA, for the well-travelled clientele

The main competitor destinations for Mauritius are: Zanzibar, Thailand, Maldives, Bali and Seychelles

Tourist arrivals from South Africa to Mauritius have shown positive growth over the past few years. However, there was a dramatic drop in arrivals in 2019 with the year closing on a total of 118,556 arrivals, a -7.1% decrease compared to an increase of 14.2% in 2018. This could be attributed to the current economic and political instability and extreme volatility of the rand against the dollar, pound and euro.

## Market Performance

Year	Tourist Arrivals	
2017	112,129	
2018	128,091	
2019	118,556	-7.1%

## MARKET ACTIVITIES

### July 2019 - June 2020

#### TRAVEL INFO - ONLINE TRAINING PORTAL

- Travel Info ([www.travelinfo.co.za](http://www.travelinfo.co.za)) is the Now Media travel professionals' 'go-to' portal/website and reaches the entire travel trade in South Africa.
- Now Media has upgraded its Travel Info training product to include a 12-month consecutive training course, which is popular and well-received amongst the trade.
- Agent training was held from July 2019 to June 2020.
- Quarterly vouchers and hampers of promotional gifts were given away to spot prize winners and the overall lucky draw prize comprised two economy class tickets to Mauritius, on Air Mauritius, including taxes.
- Final stats for the period were: □ Number of users started: 1177
- Number of users in progress: 483
- Number of users completed: 694
- The overall prize winner for the training modules was Nicky Boland from Harvey World Travel, Durban.
- In addition to the training module, the premium package included banner advertising, uploading of destination images and videos, key contact info, newflashes, must see attractions, calendar of events, roadshows, brochure order forms, uploading of media releases, inclusion in the newsletters and updates on the workshop.
- The MTPA benefits from this with our latest videos, press releases and any other trade communicate being uploaded onto the site as part of the package.



### October 2019

#### AIR MAURITIUS DURBAN WORKSHOP

- Meropa partnered with Air Mauritius and Thompsons to participate in a travel agents' workshop in Durban
- MTPA also gave a cash contribution to contribute to the two workshop costs (morning/afternoon sessions) and sponsored 4 x airport taxes for two lucky draws – one in each session
- Workshop attendance: 60 agents in morning and 30 in the afternoon session

### August 2019

#### WORKSHOPS – CONFERENCES AND OCCASIONS: C&L COLLECTION

- The MTPA participated in the Conferences and Occasions workshop, part of C&L Collection's product specific workshops.
- The workshop focused on the MICE segment which allowed the team to engage with MICE and PCOs.
- The event was well supported with a room full of trade exhibitors. Over 70 key trade partners attended the event and MTPA conducted more than 20 meetings with MICE agents.



### August to November 2019

#### HOLIDAY FACTORY - LOW SEASON PROMOTION

- MTPA agreed to support a travel agents' incentive with The Holiday Factory to encourage bookings and confirmed sales
- Holiday Factory partnered with MTPA, Attitude Hotels group and Air Mauritius to run the promotion from 05 August to 30 November 2019: travel agents who confirmed a booking of a minimum 7-night stay at any Attitude Hotels went into a draw to win a 5night stay for two people
- The incentive was very successful: 4 lucky winners were drawn, and a total of 297 bookings were confirmed





# INDIA



### Market strategies

The following are our target segments:

- Honeymooners
- Families & FITs
- Those interested in History/Culture/Gastronomy
- Adventure Seekers
- Golfers
- MICE, including Weddings
- Film makers

In order to bring our destination among their consideration set and have high recall value, the following activities are carried out:

- **B2B**
- Large Trade fairs
- Regional trade shows
- Training workshops
- Sales calls
- FAM trips
- Specialized trade shows for MICE, weddings & film production
- Engagement on digital media like Facebook, Instagram etc.

- **B2C**
- Engagement on digital media like Facebook, Instagram etc
- Mall Promotions
- Sponsorship of Golf tournaments
- Celebrity/film star cover shoots
- Participation in award events
- Media fam for bloggers/mainline media writer

### PR achieved

Media Audience	<b>17,91,40,000</b>
Media Value	<b>\$ 41,52,043</b>
Press pieces	<b>20</b>
Media visits	<b>100</b>
Media support	<b>36 writeups and pictures</b>
Media events	
o 2 Celebrity covershoots,	
o 1 Media familiarization trip in October,	
Media calls/Meetings	<b>130</b>



### Achievements in term of KPIs

Trade & Marketing	Number
Sales Calls	95
Travel Agents trained	285
Trade Campaigns	No joint campaigns with trade
Workshops	3
FAM visitors	Details in report

### B2C Events

- o 1 Mall Promotion in Delhi
- o Golf tournament – Chandigarh
- o Mumbai IIFTC event

### B2C Fam

Social Media & Blog trips achieved KPI	Number
Engagement rate	
Number of new fam	1
Number of influencers	6 (Bloggers and Freelancers)
Total reach blog trips	89,000
Number of publications produced	21
Number of interaction blog trips	

**LIST OF ACTIVITIES**

**MARKET ACTIVITIES**

**MILT- MUMBAI**

**JULY 2019 - FROM: 22-23RD JULY 2019**



**ELLE COVER SHOOT – ACTRESS TAAPSEE PANNU  
1- 3 JULY 2019**



To promote Mauritius as the destination, MTPA India hosted Taapsee Pannu, a famous Indian celebrity actress, and Team Elle India, a popular Indian lifestyle magazine focused on everything fashion and real women, inspiring them to develop a personal style for a cover shoot in Mauritius. SOFITEL Mauritius Imperial Resort and Spa hosted the entire team. The shoot comprised idyllic sun-soaked beach backdrops – a perfect description of Mauritius. Taapsee mingled freely with all members of the resort and had a wholesome interaction with members of MTPA.

**AGENTS WORKSHOP AT PUNE  
NOVEMBER 2019**

It was well attended by 55 travel agents. In addition to the main destination presentation by MTPA India, Presentations were made by 8 Mauritian partners - Air Mauritius, Akquasun, Beachcomber, In Tune, Intercontinental, Sea Side Holidays, Lux Hotels & Tam Tam.

The event gave an opportunity to our partners to network with the TOs and explain their product offering. A lucky draw was organized where free hotel stay & Excursion/activity vouchers were given by all attending Mauritian partners to Indian Tour Operators.



**AGENTS SALES CALL MISSION  
MUMBAI SALES REPORT- AUGUST 2019**

Agencies :

Kesari ,Fountainhead,Tamarind Global ,Club 7 Holidays,JTB Travels,Vibrant Holidays Balmer Lawrie, In Orbit Tours,Varun Worldwide ,Otila,In Time Travels,Raja Rani Travels,Beacon Holidays, Travel Arena,Vinayak Holidays Worlds of Wonder, Amazing Vacations,Tierra Travels, Riya Holidays, Panoramic Tours SOTC,Platinum World Thomas Cook, Harvey India

**AGENTS WORKSHOP AT DELHI  
06TH AUGUST 2019**

Delhi, India’s capital territory, is a massive metropolitan area in the country’s north.

Delhi is the fifth most populous city in the world and the largest city in India area-wise. Delhi has an estimated 2016 population of 18.6 million.

Delhi is the second-wealthiest city in India after Mumbai and is home to 18 billionaires and 23,000 millionaires. Delhi has the second-highest GDP per capita in India

Mauritius Tourism Promotion Authority organised the Agents Workshop & Product Presentation on 06th August 2019 at the Hotel Imperial.

Air Mauritius, Angsana Balaclava, Accor Hotels, Club Med, Happy Planet, Happy Trails, Holiday Seven, Intune, Intercontinental, Beachcomber, RIU Hotels, Seaside Holidays and Silver Wings participated in the event with their respective presentations. The event was attended by about 170 travel agents. Lucky draw was conducted where all the participants distributed their respective vouchers to the winners through a lucky draw.



**TRAVEL & LEISURE SHOOT WITH CELEBRITY  
ACTRESS KIARA ADVANI**

To promote Mauritius as the destination, MTPA India hosted Kiara Advani, a famous Indian celebrity actress, and Team Travel+Leisure India. the magazine comprises an audience of HNIs, corporate, CEOs, entrepreneurs, frequent travellers across print and digital, along with a strong following on our social media platforms. Travel+Leisure India & South Asia explores destinations, ideas, and trends and celebrates people who create authentic luxury experiences. Travel+Leisure globally and in India enjoys a remarkable history of credibility and is the bible of luxury travel in India and abroad. Heritage Le Telfair Golf & Wellness Resort hosted the entire team. The shoot comprised idyllic sun soaked beach backdrops – a perfect description of Mauritius. Kiara mingled freely with all members of the resort and had a wholesome interaction with members of MTPA. She also enjoyed her visit to La Vanille Nature Park and feeding the tortoise at the park.



# ITALY



## Market situation

Arrivals figures available only until February 2020 (before borders closure). In January 2020 arrivals from Italy registered an increase of +9,3% vs January 2019.

Flights connections from Italy at the moment are cancelled

## Market strategies

Strategy is mainly aimed to support restart travelling and restore consumer confidence while waiting for borders totally to reopen. Carefully following evolving situation, activities will focus on creative ideas and interesting Mauritius related contents to engage and let people dream about travelling again, stronger multichannel & multifocus communication with consumers, media and trade, clear and continuous communications with partners and Italian trade to ensure maximum effectiveness of key messages.

In brief:

- A. Use vips/influencers to change perception of the island as glamorous and trendy destination
- B. Showcase diverse offer and new experiences
- C. Introduce new hotels
- D. Associate mauritius with fashionable and eco-sustainable consumer brands
- E. Create activities to intercept younger targets
- F. Support airline nonstop flights
- G. Focus on mauritius verticals: gastronomy, nature, heritage

## Achievements in term of KPIs

Trade & Marketing	Number
Sales Calls	218
Travel Agents trained	542
Trade Campaigns	7
Workshops	1
FAM visitors	1

Social Media & Blog trips achieved KPI	Number
Number of new fam	3
Number of influencers	4
Total reach blog trips	2,288,558
Number of publications produced	45
Number of interaction blog trips	88,415

PR achieved	Number
Media Audience	32.868.905 readership 13.434.565,147 monthly aud
Media Value	€1.248.359,00 AEV
Press pieces	246 generated articles
Media visits	4
Media support	24
Media calls/Meetings	10 1to1 interviews

## MARKET ACTIVITIES

### TTG INCONTRI

10TH TO 13TH JANUARY 2020

#### Objectives

Participation of MTPA to TTG, the main international tourism trade show in Italy where to discover the latest trends in the travel industry and meet professionals and experts from all over the world. MTPA attended with 10 partners.

#### Achievements

Over 100 people among travel agents, travel bloggers and journalists visited the Mauritius stand. MTPA Italy collected 88 business cards. 400 copies of the Mauritius brochure and map were distributed

#### Partners:

Air Mauritius, Beachcomber Resorts & Hotels, IHG, Meridien/Westin/St Regis, Sun Resorts, Bliss Holiday, Glamour Wedding, Mauritours, Maurijet and Promotour.



### ALIDAYS ROADSHOW

OCTOBER AND NOVEMBER 2019

#### Objectives

Participation to the Roadshow fully dedicated to Mauritius organized by Alidays Tour Operator. The Roadshow took place in October and November 2019 in Como, Padua and Genova.

#### Achievements

58 attending travel agents.

#### Partners:

Air Mauritius, Constance Hotels & Resorts, Sun Resorts, Veranda.



### BIT

FEBRUARY 2020

#### Objectives

Participation of MTPA at BIT, the event that brings together tourism industry experts, media and travellers (the first day has been opened to the general public, the following two days were reserved to trade operators). MTPA attended with 3 partners.

#### Achievements

More than 100 people among travel agents, travel bloggers and journalists visited the Mauritius stand. MTPA Italy collected 70 business cards. 350 copies of the Mauritius brochure and map were distributed.

#### Partners:

Air Mauritius, Beachcomber Resorts & Hotels and Sun Resorts.





# CHINA



## Market Situation/Performance

The tourism market performance is strongly affected by the outbreak of COVID-19 since January 2020. Mauritius suspended entry of Chinese tourists since 2 February, 2020 and closed the border as well. All flight connection have been cut off during the pandemic.

Tourists arrival from July 2018 to December 2018 is 31,916; while tourists arrival from July 2019 to December 2019 is 20,795, which decreased 34.8% due to great market challenges. The major challenges as below:

- 1) China to all long-haul island destinations have been decreasing from year of 2016 to 2019
- 2) Competition among destinations become very fierce and more new travel destinations entered China market
- 3) The airlift of Air Mauritius is decreasing and the air accessibility is unstable, from 7 flights per week to 4 flights per week
- 4) Air ticket price policy not competitive compared with other long haul island destinations

Tourists arrival from January 2019 to June 2019 is 21,945; while tourists arrival from January 2020 to June 2020 is 5,009, which decreased 77.2% due to the outbreak of COVID-19. There was the border control and travel ban restriction.

## Achievements in term of KPIs

PR achieved	Number
Media Audience	15,000,000+
Media Value	2,993,600
Press pieces	12
Media Visits	5 pax(CCTV-4)
Media support	1 group(CCTV-4)

## Market strategies

Before the COVID-19 epidemic , MTPA China office conducted marketing promotional activities with the market strategies as below:

1. Improve consumer desirability: To strengthen destination awareness and desirability through a number of consumer, media, trade and industry initiatives and to maintain the availability of quality products in the market.
2. Maintaining and growing airlift: To work closely with the airlines to support the direct flights and to help translate the available seat capacity into visitors for Mauritius
3. Joint effort with Industry Stakeholders : To invite Mauritius industry partners to be involved in all of campaigns, which in return, will help them strengthen their relationship with the Chinese travel trade, help them enter and be successful in the China market, and improve Chinese travelers' experiences in Mauritius

During the period of pandemic, MTPA China office has adjusted the market strategies as below:

1. 100% online promotional activities
2. Enhance Mauritius tourism brand awareness in travel trade and provide education to support on product and sales development after the epidemic
3. Upgrade content pool and knowledge bank of Mauritius tourism resources
4. Keep voice on social medias, and address topics of safety, friendly and quality travel in Mauritius
5. Enhance cooperation with UGC and OTA to increase exposure



## MARKET ACTIVITIES

16 October 2019 to 16 November 2019

### CO-OP CAMPAIGN WITH TUNIUI.COM

MTPA has worked with Tuniu to promote Mauritius through online and offline channels. Tuniu has used Paradise Mauritius as the promotion theme, design and develop official landing page ; and promote all kinds of Mauritius products through Tuniu Self-owned channels; and co-branding with Huawei, to promote Mauritius through Huawei online Vmall and Beijing offline stores.

#### Achievement:

The sales volume of Mauritius product reached 338 pax in November 2019 Mauritius tourism landing page PV: 56,620,440; CV: 749,889



March 2020

### MAFENGWO MEETING WITH THE WORLD ONLINE JOINT CAMPAIGN

Mafengwo launched the online campaign to invite overseas destinations to tailor-made an e-magnet with destination image and to invite the audiences to light up the destination as participation in the campaign to collect the fridge magnet icon. It is a UGC content cooperation campaign to help to highlight Mauritius' special features and to comfort the audiences during the epidemic with greeting video from the Director of MTPA.

#### Achievement:

The campaign gained:

- Total exposure of 124,989,487,
- Total click of 1,382,894,
- Total interaction of 660,000+
- 30+ KOLs circulated the postings through weibo
- 30 + destination NTOs interaction postings



April 2020 to July 2020

### ONLINE REVIVAL PROMOTION CAMPAIGN WITH TONGCHENG

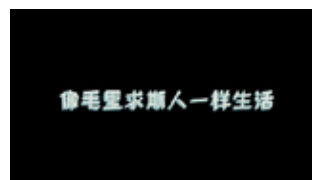
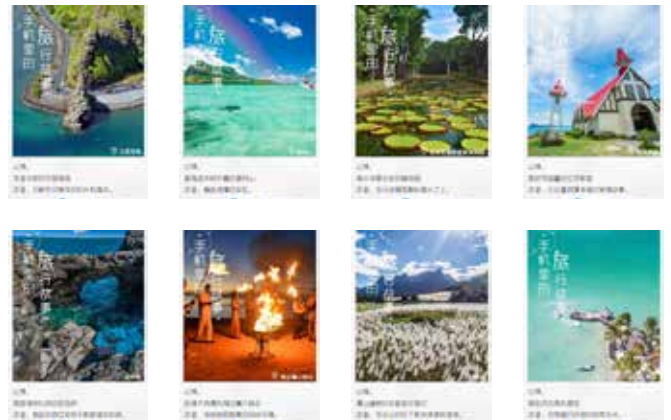
Due to the outbreak of Coronavirus, many tourists had to cancel their plan and stay in for isolation. However, during the period of isolation, it is noticed there is still a huge demand for information regarding traveling, many people can't wait for the epidemic to be over and start their trip. In order to provide all the tourists with abundant valuable information and tourism resources, Tongcheng-Elong has voluntarily held this revival campaign, to better show the beauty of the world to all Chinese tourists. MTPA China has worked with Tongcheng to jointly promote Mauritius through this revival campaign.

#### Achievement:

Total exposure:

**Weibo:1.5 million | Red: 765,000 | Tik Tok: 510,000**

- Created the Trending Topic on Weibo, and promote on other social media platform such as WeChat, Tik Tok, etc - Rewind your travel stories in the phone
- Posted destination short video on Tik Tok and Red to increase destination publicity.
- Made thematic interview video to better introduce tourists about the characteristics of Mauritius, posted the video on Red and Weibo to increase the exposure.



# SAUDI ARABIA



## Market situation/performance



**+119%**  
increase compared to  
same time last year

January - February 2020  
**4,325** Tourist Arrivals

Saudi Arabia announced it will allow its citizens and residents to exit and re-enter the kingdom through all land, sea and airport from January 1, 2021, provided that all coronavirus-related precautionary measures are followed.

## Market strategies

- Staying connected and engaging audiences through social media activities.
- Build demand for future travel through PR activities.
- Keep Mauritius at the forefront of travel agents mind through sales meetings/calls, newsletters and webinars.
- Secure industry loyalty by providing direct business platform and keeping the engagement alive between Mauritian suppliers and Saudi Arabian buyers through the Virtual Roadshow.
- Focus on luxury niche market by working with luxury focused agencies, private charter companies, campaigns targeting VIP's (airline gold members, golf club members etc.)

## Achievements in term of KPIs

Trade & Marketing	Number
Sales Calls	268
Travel Agents trained	1,096
Trade Campaigns	Two (Saudia & Seera)
Workshops	1 Virtual Roadshow
FAM visitors	13

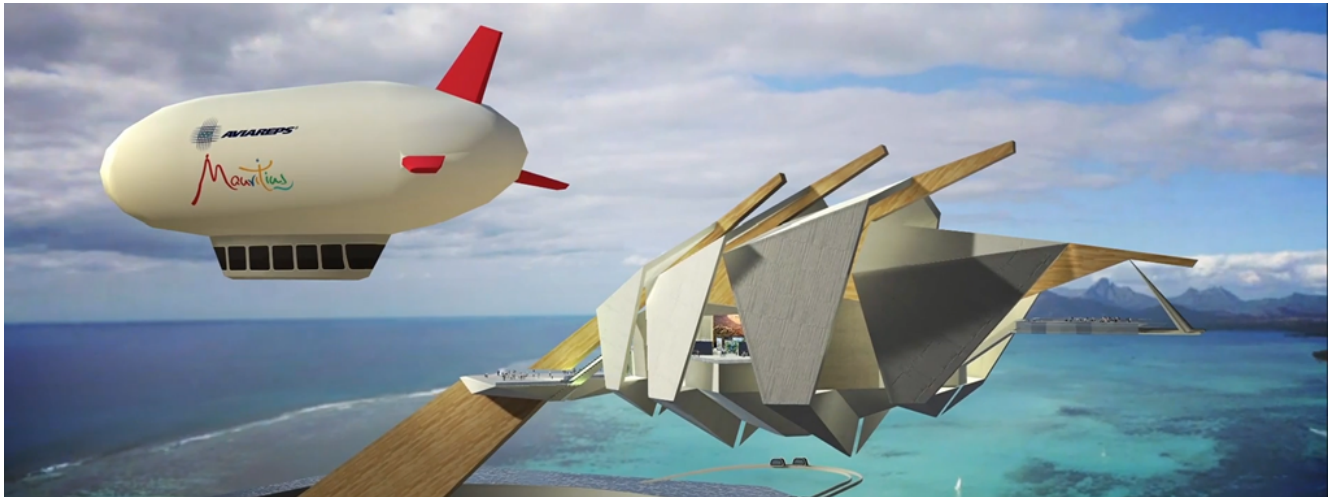
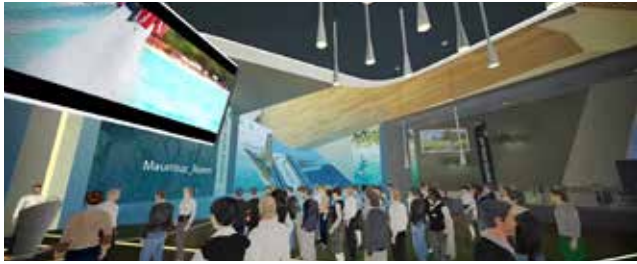
Social Media & Blog trips achieved KPI	Number
Engagement rate	4+ Million

PR achieved	Number
Media Audience	1,000+
Media Value	USD 2,621,170
Press pieces	8 Press Releases
Media calls/Meetings	180+

# MARKET ACTIVITIES

## LIST OF ACTIVITIES

**PARTNERS: 17 MAURITIAN SUPPLIERS PARTICIPATED**  
**10 AUGUST 2020**



## ACHEIVEMENTS



**167**

**SAUDI ARABIAN  
AGENTS ATTENDED**



**350+**

**PRE-SCHEDULED  
MEETINGS**



**2,547**

**CHAT CONVERSATIONS  
(EXCLUDING CALLS)**



**2,274**

**BUSINESS CARDS  
EXCHANGED**





# RUSSIA



## Market Situation

**Recession:** - 6% GDP in 2020 (Central Bank). Recover of GDP by +2.8-4.8% in 2021.

**Consumer Spending:** High exchange rate of USD/EUR will induce Russians to switch to last minute booking behavior.

## Strategies

The first major activity has been a trade bonding workshop carried out in Budapest, Prague, Poland, Warsaw, Russia and Kiev in October 2019. The premium hotels and key DMC on the Russian market participated: Beachcomber, VLH, Luxe, Constance, Marriott, Hilton, Shangrila, Concorde, Emotions, Happy Planet, Solnitchi Travel, Luxe Voyage, Turkish, Emirates and MK attended. MTPA invested Rs 2.2 million for this roadshow. The B2B exercise has been followed with a B2C destination feature in Grand Magazine of four pages.

# MARKET ACTIVITIES

## Projects

### MAURITIUS ROADSHOW IN CIS COUNTRIES OCTOBER 2019

### MOSCOW



### KIEV

**Острів перспектив**

Маврикійський архітектурно-туристичний комплекс у Києві

У Києві відбувся Roadshow у рамках спільної інформаційно-пропагандистської кампанії з нагоди відкриття туристичного сезону в Маврикії. До заходу взяли участь співробітники маврикійської туристичної агенції, а також представники української влади, зокрема, керівники Київського офісу Посольства Маврикії та української компанії «Туропром». Під час заходу було представлено маврикійський туристичний комплекс «Острів перспектив» на Східній Європі. Це великий туристично-рекреаційний комплекс, який буде складатися з найкращих елементів Маврикію: ландшафтних парків, курортів, готелів, ресторанів та інших об'єктів інфраструктури. Крім того, на заході було представлено маврикійський туристичний комплекс «Острів перспектив» на Східній Європі. Це великий туристично-рекреаційний комплекс, який буде складатися з найкращих елементів Маврикію: ландшафтних парків, курортів, готелів, ресторанів та інших об'єктів інфраструктури. Крім того, на заході було представлено маврикійський туристичний комплекс «Острів перспектив» на Східній Європі. Це великий туристично-рекреаційний комплекс, який буде складатися з найкращих елементів Маврикію: ландшафтних парків, курортів, готелів, ресторанів та інших об'єктів інфраструктури.

### WASZA TURYSTYKA WARSAW

<https://bit.ly/2RsRN9M>



### PRAGUE - UTAZÓ MAGAZIN

<https://bit.ly/2Pe5fvl>



2019.09.20

Kis- és nagybetűs utazásokról beszélgetett a Magyar Turizmus Hivatal és a Magyar Utazók Egyesülete egy közös konferencián a Corvin Színházban, amelyen a 2019. évi utazási statisztikáról is szó esett.

Egy előadás keretében a nagybetűs utazásokról is szó esett a konferencián. Az előadás során a Magyar Utazók Egyesülete és a Magyar Turizmus Hivatal közötti együttműködésről is szó esett. Az előadás során a Magyar Utazók Egyesülete és a Magyar Turizmus Hivatal közötti együttműködésről is szó esett.



### PRAGUE

<https://bit.ly/2Rmev3C>



# Digital Campaigns

## Context

Travel agent is no longer primary connection point for the customer.

- Customers now have more options available when planning and booking travel thanks to online channels.
- 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.
- Travelers are now also sharing their travel experience through online channels and are becoming “mini-influencers”.

## Strategies

- Content marketing: creation and promotion of content on key online channels
- Social media: create an ongoing buzz around the destination and get users to engage with the destination’s social profiles
- Influencer marketing: organization of unique influencer events

## PROJECTS

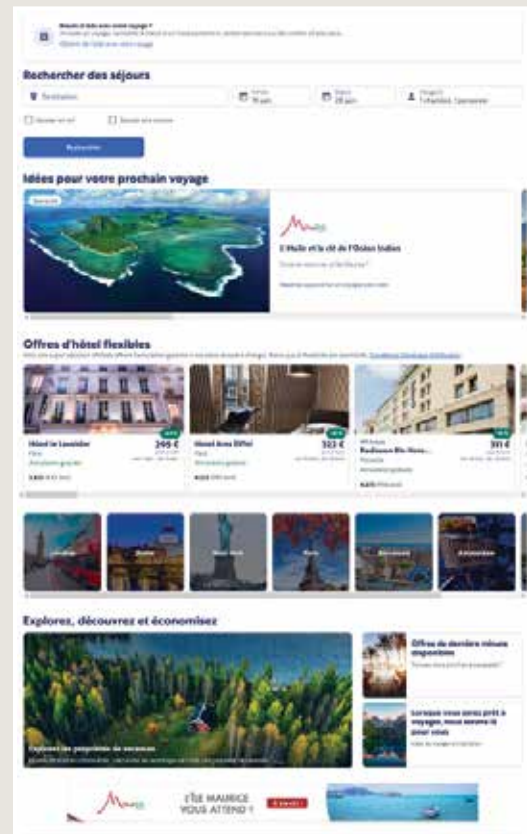
### July 2019

Online collaboration on Instagram and Facebook with French celebrity Kev Adams (10m+ fans)



### July - August 2019

Innovative campaign on Expedia to showcase the different activities of Mauritius and inspire travelers to book a trip to Mauritius.



## September – October 2019

Online competition to promote Mauritius as a bucket list golf destination with the main prize tickets to participate in the AfrAsia Bank Mauritius Open Pro-Am competition on 3 December 2019.



## June 2020

#MauritiusUnwavering campaign: promotion of a series of videos to show Mauritius is Covid-free.



## October 2019

MyMauritius Explorer Lab: the MTPA organized its first international influencer conference in Mauritius with the invitation of 8 high end speakers and 30 influencers from primary and secondary markets to showcase to their audience their unique Mauritius experience.



An aerial photograph of a river valley, showing a winding river through a lush, green landscape. The entire image is overlaid with a semi-transparent red color. The text is centered and reads:

# Financial Statement

**For the year ended 30 June 2020**



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**REPORT OF THE  
DIRECTOR OF AUDIT**

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**of the Financial Statements  
of the Mauritius Tourism Promotion Authority  
for the year ended 30 June 2020**



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**NATIONAL AUDIT OFFICE**

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# 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 financial statements of the Mauritius Tourism Promotion Authority, which comprise the statement of financial position as at 30 June 2020, and the statement of financial performance, statement of changes in net assets/equity, the cash flow statement and statement of comparison of budget and actual amounts for the year then ended, and notes to the financial statements, including a summary of significant accounting policies.

In my opinion, the accompanying financial statements give a true and fair view of the financial position of the Mauritius Tourism Promotion Authority as at 30 June 2020, and of its financial performance and cash flows for the year then ended in accordance with International Public Sector Accounting Standards (IPSASs).

#### 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 the matter described below to be a key audit matter to be communicated in my report.



## **COVID-19 Expenses**

The Authority incurred COVID-19 Expenses of some Rs 214.2 million during the financial year 2019-20. The expense, which related to the quarantine service of the Central Government, were not budgeted for. They were incurred as per directives of the parent Ministry against unutilised funds earmarked for Promotional Activities of the Authority.

The processes followed for the selection of service providers for the quarantine and the payments of related bills were different from the normal procurement process of the Authority. This procurement process was significant to my audit because the amount involved is material to the financial statements. In addition, due to the special nature of this procurement process there was the risk that the selection of the service providers may not be transparent and fair. I have therefore spent significant audit effort, including the time of senior members of my audit team, in evaluating the fairness of this process.

My audit procedures to address the above risk included:

- Ascertainment of the methodology adopted for the identification of potential service providers for both accommodation and catering; and evaluation of the fairness of the selection process;
- Reviewing the internal checks established in the payment process which would ensure the payment of valid COVID-19 related bills; and
- Verifying that prompt actions were taken to recover from other contributors to the quarantine service any amounts that ought to be borne by them.

I found that the COVID-19 related expenses were correctly processed and fairly accounted for in the financial statements.

The Authority's disclosures about the COVID-19 Expenses are included in Note 22 of the financial statements.

## **Other Information**

Management is responsible for the other information. The other information comprises the information included in the annual report of the Mauritius Tourism Promotion Authority, 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 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 International Public Sector Accounting Standards (IPSASs), 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 Responsibilities for Compliance***

In addition to the responsibility for the preparation and presentation of the financial statements described above, management is also responsible to ensure that the Mauritius Tourism Promotion Authority's operations are conducted in accordance with the provisions of laws and regulations, including compliance with the provisions of laws and regulations that determine the reported amounts and disclosures in an entity's financial statements.

### ***Auditor's Responsibilities***

In addition to the responsibility to express an opinion on the financial statements described above, I am also responsible to report to the Board whether:

- (a) I have obtained all the information and explanations which to the best of my knowledge and belief were necessary for the purpose of the audit;
- (b) the Statutory Bodies (Accounts and Audit) Act and any directions of the Minister, in so far as they relate to the accounts, have been complied with;
- (c) in my opinion, and, as far as could be ascertained from my examination of the financial statements submitted to me, any expenditure incurred is of an extravagant or wasteful nature, judged by normal commercial practice and prudence;
- (d) in my opinion, the Mauritius Tourism Promotion Authority has been applying its resources and carrying out its operations fairly and economically; and
- (e) the provisions of Part V of the Public Procurement Act regarding the bidding process have been complied with.

I performed procedures, including the assessment of the risks of material non-compliance, to obtain audit evidence to discharge the above responsibilities.

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

### ***Statutory Bodies (Accounts and Audit) Act***

I have obtained all information and explanations which to the best of my knowledge and belief were necessary for the purpose of my audit.

As far as it could be ascertained from my examination of the relevant records, the Mauritius Tourism Promotion Authority has complied with the Statutory Bodies (Accounts and Audit) Act and directions of the responsible Minister in so far as they relate to the accounts.

Based on my examination of the records of the Mauritius Tourism Promotion Authority, nothing has come to my attention that causes me to believe that:

- (a) expenditure incurred was of an extravagant or wasteful nature, judged by normal commercial practice and prudence; and
- (b) the Authority has not applied its resources and carried out its operations fairly and economically.

### ***Other Matter***

The financial statements for the financial year ended 30 June 2020 were received at my Office on 29 October 2020. Following audit in April 2021, management submitted an amended set of financial statements on 9 June 2021.

### ***Public Procurement Act***

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



**C. ROMOOAH**  
Director of Audit

National Audit Office  
Level 14, Air Mauritius Centre  
PORT LOUIS

18 June 2021

# Statement of Financial Position

## as at 30 June 2020

	Notes	30 June 2020 Rs	30 June 2019 Rs
<b>ASSETS</b>			
<u>Current Assets</u>			
Cash and Cash Equivalents	11	68,537,416	116,824,773
Receivables from Exchange Transactions	13	38,442,110	5,001,658
Inventories	12	1,903,079	1,516,488
Prepayments	13	11,199,551	12,002,176
		<u>120,082,156</u>	<u>135,345,095</u>
<u>Non-Current Assets</u>			
Property, Plant and Equipment	9	8,047,414	10,226,601
Intangible Assets	10	922,735	111,066
		<u>8,970,149</u>	<u>10,337,667</u>
<b>Total Assets</b>		<b>129,052,305</b>	<b>145,682,762</b>
<b>LIABILITIES</b>			
<u>Current Liabilities</u>			
Payables	18	140,495,180	69,673,780
Provisions & Other Liabilities	15	14,630,775	15,014,465
		<u>155,125,955</u>	<u>84,688,245</u>
<u>Non Current Liabilities</u>			
Employee Benefits	19	7,623,515	7,620,678
Retirement Benefit Obligations	24	79,454,667	59,995,433
		<u>87,078,182</u>	<u>67,616,111</u>
<b>TOTAL LIABILITIES</b>		<b>242,204,137</b>	<b>152,304,356</b>
<b>Net Assets</b>		<b>(113,151,832)</b>	<b>(6,621,594)</b>
<b>NET ASSETS/EQUITY</b>			
Accumulated Fund	14	(113,151,832)	(6,621,594)
<b>Total Net Assets/Equity</b>		<b>(113,151,832)</b>	<b>(6,621,594)</b>

Approved by the Board on 31st May 2021



Mr Dhojaven Vencadasmay  
(Chairman)



Mrs Shirleen Li Kwong Wing  
(Member of MTPA Board)

The notes on pages 79 to 95 form an integral part of the Financial Statements.



# Statement of Financial Performance

## for the year ended 30 June 2020

	Notes	Year ended 30 June 2020 Rs	Year ended 30 June 2019 Rs
<b>Revenue</b>			
Revenue from Non-Exchange Transactions	16	577,008,000	535,000,000
Revenue from Exchange Transactions	17	59,982,494	44,058,810
<b>Total Revenue</b>		<b>636,990,494</b>	579,058,810
<b>Operating Expenses</b>			
Administrative Expenses	21	(57,985,948)	(64,150,645)
Promotional Activities	22	(422,964,351)	(509,455,603)
Covid-19 Expenses	22	(214,163,199)	-
Depreciation & Amortisation	9 & 10	(2,845,820)	(2,870,632)
Assets Written Off		(53,740)	(6,443)
Bad debts written off		(71,498)	-
Loss on Disposal		-	(7,305)
Financial Charges		(664,262)	(591,068)
Exchange Fluctuation - Gain/(Loss)		(1,512,308)	-
<b>Total Expenses</b>		<b>(700,261,126)</b>	(577,081,696)
<b>(Deficit) / Surplus for the year</b>		<b>(63,270,632)</b>	1,977,114

The notes on pages 79 to 95 form an integral part of the Financial Statements.

# Statement of Changes in Net Assets/Equity

## for the year ended 30 June 2020

	Accumulated Funds ended	Revaluation Reserve	Total Net Assets / Equity	Total Net Assets / Equity
	<u>30 June 2020</u>	<u>30 June 2020</u>	<u>30 June 2020</u>	<u>30 June 2019</u>
	Rs	Rs	Rs	Rs
<b>Opening Balance</b>	(6,761,994)	140,400	<b>(6,621,594)</b>	19,868,102
<b>Changes in net assets / equity for the period to 30 June 2020</b>				
Prior Year Adjustments	79,515	-	<b>79,515</b>	3,698,821
Transfer to Accountant-General	(25,570,000)	-	<b>(25,570,000)</b>	(29,140,000)
Measurement of pension as per Sicom Statement	(17,829,721)	-	<b>(17,829,721)</b>	(3,025,630)
Movement in Revaluation Reserve	-	60,600	<b>60,600</b>	-
<b>Total</b>	(43,320,206)	60,600	<b>(43,259,606)</b>	(28,466,809)
<b>Net revenue recognised directly in net assets / equity</b>	(50,082,200)	201,000	<b>(49,881,200)</b>	(8,598,707)
(Deficit) / Surplus for the period	(63,270,632)	-	<b>(63,270,632)</b>	1,977,114
<b>Balance as at 30 June 2020</b>	<b>(113,352,832)</b>	<b>201,000</b>	<b>(113,151,832)</b>	(6,621,594)

# Cash Flow Statement

## for the year ended 30 June 2020

	Year ended 30 June 2020	Year ended 30 June 2019
	Rs	Rs
<b>CASH FLOWS FROM OPERATING ACTIVITIES</b>		
<b>(Deficit) / Surplus</b>	<b>(63,270,632)</b>	1,977,114
<b>Non-cash movements</b>		
Depreciation of PPE & Amortisation	2,845,820	2,870,632
Assets written off & Impairment Loss	53,740	6,443
(Profit) / Loss on Disposal	-	7,305
Adjustment of Revalued Assets not capitalised	60,600	-
Retirement benefits charge in P&L	1,629,513	2,139,423
(Decrease) / Increase in Payables, Provisions & Other Liabilities	70,526,984	(33,156,339)
Employee Benefits	2,837	(54,252)
Decrease / (Increase) in Inventories	(386,591)	283,800
Decrease / (Increase) in Prepayments & Receivables	(32,647,587)	(2,114,231)
<b>Net cash flows from Operating Activities</b>	<b>(21,185,316)</b>	(28,040,105)
<b>CASH FLOWS FROM FINANCING ACTIVITIES</b>		
Transfer to Accountant-General	(25,570,000)	(29,140,000)
<b>Net cash flows from Financing Activities</b>	<b>(25,570,000)</b>	(29,140,000)
<b>CASH FLOWS FROM INVESTING ACTIVITIES</b>		
Proceeds from Disposal of Assets	-	8,633
Expenditure on Non Current Assets	(1,532,042)	(1,024,148)
<b>Net cash flows from Investing Activities</b>	<b>(1,532,042)</b>	(1,015,515)
<b>Net Increase/(Decrease) in cash and cash equivalents</b>	<b>(48,287,358)</b>	(58,195,620)
<b>Cash and cash equivalents at beginning of period</b>	<b>116,824,774</b>	175,020,394
<b>Cash and cash equivalents at end of period</b>	<b>68,537,416</b>	116,824,774

### (a) Notes to the Cash Flow Statement

#### Cash and cash equivalents

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

	30 Jun 2020 Rs	30 Jun 2019 Rs
Cash at Bank	70,492,306	128,201,312
Outstanding payments	(1,954,890)	(11,376,538)
	<b>68,537,416</b>	116,824,774

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 1,532,042.

# Statement of Comparison of Budget and Actual Amounts (Revenue)

for the year ended 30 June 2020

Details of Revenue	Original Budget	Revised Budget	Actual Revenue	Actual Revenue
	FY 2019/20	FY 2019/20	FY 2019/20	Cash Basis
	Rs	Rs	Rs	FY 2019/20
	1	2	3	4
Government Grant	535,000,000	535,288,000	577,008,000	577,008,000
Private sector Contribution - Fairs & Roadshows	-	18,302,279	17,959,191	343,108
Vat Refunds	-	1,172,233	1,329,201	156,968
Gain on exchange	-	1,975,600	1,007,836	29,050
Covid-19	-	-	31,354,694	22,290,840
Other Income	-	4,382,158	4,382,158	-
Trade Service Contracts - Air Tickets	-	3,949,414	3,949,414	-
<b>Total Revenue</b>	<b>535,000,000</b>	<b>565,069,684</b>	<b>636,990,494</b>	<b>599,827,966</b>

**Note:**

- (1) - represents the original approved budget of the MTPA for period July 2019 to June 2020.
- (2) - represents the revised budget for period July 2019 to June 2020 which includes revenue from other sources.
- (3) - represents the actual revenue on a comparable basis for period July 2019 to June 2020.
- (4) - represents the actual revenue on cash basis for period July 2019 to June 2020.

# Statement of Comparison of Budget and Actual Amounts for Operating Expenses for the year ended 30 June 2020

ITEMS	Original Budget	Revised Budget	Actual Expenses (Cash Basis)	Variations	Remarks
	Rs	Rs	Rs		
<b>Administrative Expenses (B)</b>					
Staff Salaries & Emoluments	25,100,000	23,100,000	23,024,319	75,681	
Staff Allowances & Other Benefits	10,500,000	9,270,000	9,159,411	110,589	Claims received after year end
Travelling and Transport ( Busfares, Taxi & Travel Grant)	4,000,000	4,166,783	4,166,783	-	
Staff Welfare	400,000	537,944	537,994	-	
Legal & Professional Fees	3,000,000	2,100,000	2,096,494	3,506	
Incidentals & Office Expenses	2,600,000	2,462,006	2,452,891	9,115	
Utilities ( Telephone, Electricity & Water)	1,900,000	1,500,000	1,498,273	1,727	
Rent (Office, store, Information Counter & Parking)	4,500,000	4,100,000	4,044,371	55,629	
Running & Maintenance of Vehicles	2,000,000	1,833,217	1,534,113	299,104	Claims received after year end
Contributions ( Pension, NSF, FPS,& Medical)	4,200,000	4,156,296	4,027,599	128,697	IPSAS 39 Adjustment
Training of Staff	400,000	443,704	443,704	0	
General Maintenance Plant & Non-Capitalised Assets	1,000,000	1,000,000	871,511	128,489	Claims received after year end
Asset Expenditure for Office use	3,400,000	1,500,000	1,436,778	63,222	
<b>Marketing Expenses (A)</b>					
France	59,000,000	72,932,120	64,642,573	8,289,547	Claims received after year end
UK	48,000,000	37,936,311	35,918,344	2,017,967	Claims received after year end
Italy	12,500,000	12,706,619	8,198,277	4,508,342	Claims received after year end
Germany	43,000,000	38,365,314	31,670,145	6,695,169	Claims received after year end
Reunion	18,000,000	16,720,000	15,145,094	1,574,906	Claims received after year end
South Africa	13,500,000	25,948,711	23,941,468	2,007,243	Claims received after year end
Switzerland	12,000,000	10,980,000	8,812,795	2,167,205	Claims received after year end
India	45,000,000	30,079,765	28,916,714	1,163,051	Claims received after year end
China	25,000,000	16,230,000	12,200,091	4,029,909	Claims received after year end
Spain	4,000,000	6,367,427	6,132,054	235,373	Claims received after year end
Russia	2,000,000	450,000	236,614	213,386	Claims received after year end
Australia	10,000,000	3,682,617	2,526,724	1,155,893	Claims received after year end
U.A.E / Middle East	44,000,000	35,090,462	36,591,162	(1,500,700)	Amount includes prepayment
Africa & Indian Ocean Countries	6,000,000	7,619,231	7,364,329	254,902	Claims received after year end
Luxemburg					
Belgium	4,000,000	2,500,000	2,118,273	381,727	Claims received after year end
Netherland					
Denmark					
Sweden	5,500,000	1,470,000	1,243,818	226,182	Claims received after year end
Norway/Finland					
Japan	1,000,000	470,000	404,000	66,000	
Singapore	1,500,000	700,000	462,054	237,946	Claims received after year end
Malaysia	1,000,000	500,000			
South Korea	2,000,000	1,500,000	959,082	540,918	Claims received after year end
Others - Eur/Asia/America	3,000,000	8,027,405	7,408,059	619,346	Claims received after year end
Austria/Czech/Poland/Hungary/ Romania	8,000,000	13,116,298	11,852,301	1,263,997	Claims received after year end
Rodrigues	5,000,000	3,200,000	3,187,782	12,218	
Website/E-Marketing	20,000,000	22,100,000	17,951,137	4,148,863	Claims received after year end
MICE, Cruise, Golf ,Medical & Wedding promotion	4,000,000	3,000,000	2,725,939	274,061	Claims received after year end
Communication & Promotional Tools	7,300,000	5,300,000	4,237,336	1,062,664	Claims received after year end
Worldly Events / Local Events(incl Golf)	63,000,000	82,230,000	81,856,063	373,937	Claims received after year end
Small and Medium Entreprises	4,700,000	1,360,000	1,015,523	344,477	Claims received after year end
COVID 19 - Exceptional Items			107,999,549		
Refund to Accountant-General & others			25,570,000		
Additional - MOF/COVID 19		41,720,000			
TSC, VAT Refund & other income		14,618,246			
Marketing Expenses (A)	472,000,000	516,920,526	551,287,300		
Administrative Expenses (B)	63,000,000	56,170,000	55,294,243		
<b>Total</b>	<b>535,000,000</b>	<b>573,090,526</b>	<b>606,581,543</b>		

# Statement Showing Reconciliation of Actual Cash Flows with Financial Statements

for the year ended 30 June 2020

	<b>30 June 2020</b>
	<b>Rs</b>
<b>Statement of Reconciliation of Actual Expenses with Cash Flows</b>	
Actual amount on comparable basis as presented in the Budget & Actual Comparative statement	606,581,543
<b>Less:-</b>	
Refund to Accountant General	(25,570,000)
Prepayments for 2020/2021	(11,199,551)
	569,811,992
<b>Basis Differences</b>	
<b>Non-Budgeted Items</b>	
Financial Charges	664,262
Reversal of Prepayments for 2020/2021	12,002,176
<b>Provisions &amp; Accruals</b>	
Sick Leave	481,637
Passage Benefits	523,547
Vacation Leave	782,370
Retirement Benefit Obligations	19,459,234
Adjustments for Creditors (including Covid-19)	89,686,935
<b>Non Cash Items</b>	
Depreciation & Amortisation	2,845,820
Assets written off	53,739
Adjustments for TSC	3,949,414
<b>Actual amount in the Statement of Financial Performance</b>	<b>700,261,126</b>

	<b>Rs</b>
<b>Statement of Reconciliation of Actual Revenue with Cash Flows</b>	
Actual amount on comparable basis as presented in the Budget & Actual comparative Statement	599,827,966
<b>Basis Differences:</b>	
Non cash items for TSC	3,949,414
Adjustments for PSC Receivables	343,108
Adjustments for Vat Refund	156,968
Adjustments for other income	321,458
Gain on Exchange	1,007,836
Revaluation Gain	29,050
Covid-19	31,354,694
<b>Actual amount in the Statement of Financial Performance</b>	<b>636,990,494</b>

# Notes to the Financial Statements

## for the year ended 30 June 2020

### 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:

- (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 8, 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 2020, 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.
- IPSAS 39 - Employee Benefits

# Notes to the Financial Statements

## for the year ended 30 June 2020

### 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 40 - Public Sector Combinations

IPSAS 41 - Financial Instruments

IPSAS 42 - Social Benefits

### 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 2020

### 7. BUDGET INFORMATION

The Budget Estimates are prepared on cash basis, classify by nature of expenses, cover the Financial Year 1 July 2019 to 30 June 2020. 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 2020

### 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:

<b>Class of Assets</b>	<b>Annual Rate (%)</b>
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 3,749,082.
- (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 2020 was Rs 3,995,749.
- (b) MTPA hired 4th & 5th floor (8410 sq ft) and Mezzanine (860 sq ft) for period 1 July 2019 to 30 June 2020 with Jolima Ltd.

The Authority also rents a counter at the SSR International Airport with ATOL.

#### (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.

The present value of a defined benefit obligation is the present value, without deducting any plan assets, of expected future payments required to settle the obligation resulting from employee in service in the current and prior periods.

The deficit or surplus is the present value of the defined benefit obligation less the fair value of plan assets (if any).

##### (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

Employees 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 2020

### 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

Employees entitlement 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 2020 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 2020, is recognised as Employee Benefits in Non-Current Liabilities.

#### (f) Receivables

Receivables are initially recognised at fair value. A provision for impairment of accounts receivable 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 one credit Card in the name and custody of the Director. The credit card limit is Rs 200,000 duly authorised by the MTPA Board of Directors. It is mainly used for the on line payments for projects falling under E-Marketing and for settlement of bills on behalf of MTPA while on mission abroad.

#### (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 2020

### 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 prevailing rates on a daily basis. 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 July 2018 to 30 June 2019 while the current Financial Statements cover the period 1 July 2019 to 30 June 2020.

#### (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

Expenses for promotional activities are incurred in currencies other than the functional Currency, the Mauritian Rupee. As a consequence, MTPA is exposed to foreign exchange risk arising from fluctuation of currency exchange rates.

# Notes to the Financial Statements

## for the year ended 30 June 2020

### 9. PROPERTY, PLANT AND EQUIPMENT

	Improvement to Buildings	Furniture & Fittings	Motor Vehicles	Office Equipment	Computer & Other IT Equipment	Others	Total
	Rs	Rs	Rs	Rs	Rs	Rs	Rs
<b>Cost</b>							
At 1 July 2019	892,960	1,562,473	11,206,434	2,528,806	5,088,662	46,400	21,325,735
Additions		9,200	-	53,274	610,108	-	672,582
Written Off		(81,620)	(49,680)	(255,210)	(1,981,221)	-	(2,367,731)
At 30 June 2020	892,960	1,490,053	11,156,754	2,326,869	3,717,549	46,400	19,630,586
<b>Depreciation</b>							
At 1 July 2019	483,172	627,367	5,111,791	1,185,015	3,691,790		11,099,135
Charge for the year	99,218	149,777	1,390,720	290,859	867,455		2,798,029
Asset Written Off	-	(81,620)	(49,680)	(236,449)	(1,946,243)		(2,313,992)
At 30 June 2020	582,390	695,524	6,452,831	1,239,424	2,613,003	-	11,583,172
<b>Net Book Value</b>							
<b>At 30 June 2020</b>	<b>310,570</b>	<b>794,529</b>	<b>4,703,923</b>	<b>1,087,445</b>	<b>1,104,546</b>	<b>46,400</b>	<b>8,047,414</b>
At 30 June 2019	409,788	935,106	6,094,644	1,343,791	1,396,872	46,400	10,226,601

### 10. INTANGIBLE ASSETS

Software Costs:	Software Rs	Website Rs	Total Rs
At 1 July 2019	273,658	132,250	405,908
Additional	5,700	853,760	859,460
Written Off	(214,132)	-	(214,132)
At 30 June 2020	65,226	986,010	1,051,236
<b>Amortisation:</b>			
At 1 July 2019	261,780	33,063	294,842
Charge for the year	14,729	33,063	47,791
Written Off	(214,132)	-	(214,132)
At 30 June 2020	62,376	66,125	128,501
<b>Net Book Value</b>			
<b>At 30 June 2020</b>	<b>2,850</b>	<b>919,885</b>	<b>922,735</b>
At 30 June 2019	11,879	99,188	111,066

# Notes to the Financial Statements

## for the year ended 30 June 2020

### 11. CASH AND CASH EQUIVALENTS

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

	<b>Year ended 30 June 2020</b>	<b>Year ended 30 June 2019</b>
	<b>Rs</b>	<b>Rs</b>
Cash at Bank	<b>70,492,306</b>	128,197,878
Outstanding payments	<b>(1,954,890)</b>	(11,376,538)
	<b>68,537,416</b>	116,821,339
Cash in Hand	<b>-</b>	3,434
	<b>68,537,416</b>	116,824,773

The fair value of cash is Rs 70,492,306 and the operational credit card of MTPA showed a credit of Rs 169,516 while the cancelled credit card had a balance of Rs 3,145 as at 30 June 2020.

### 12. INVENTORIES

	<b>30 June 2020</b>	<b>30 June 2019</b>
Brochures & Maps	<b>959,450</b>	938,865
Visuals - Films & Photos	<b>-</b>	6,896
Handicrafts & Others	<b>943,629</b>	570,727
	<b>1,903,079</b>	1,516,488

### 13. RECEIVABLES & PREPAYMENTS

#### ***Receivables from Exchange Transactions***

	<b>30 June 2020</b>	<b>30 June 2019</b>
Receivables	<b>36,247,735</b>	2,516,126
Deposits	<b>97,450</b>	97,450
Car Loan Receivable	<b>2,096,924</b>	2,388,082
	<b>38,442,110</b>	5,001,658
Prepayments	<b>11,199,551</b>	12,002,176
Total Receivables & Prepayments	<b>49,641,661</b>	17,003,834

### 14. ACCUMULATED FUND

	<b>30 June 2020</b>	<b>Restated 30 June 2019</b>
Balance at 1 July 2019	<b>(6,621,594)</b>	19,868,102
(Deficit) / Surplus for the period	<b>(63,270,632)</b>	1,977,114
Prior Year Adjustments	<b>79,515</b>	3,698,821
Measurement of Pension in NAE	<b>(17,829,721)</b>	(3,025,630)
Revaluation Reserve	<b>60,600</b>	-
Transfer to Accountant-General	<b>(25,570,000)</b>	(29,140,000)
<b>Balance at 30 June 2020</b>	<b>(113,151,832)</b>	(6,621,594)

# Notes to the Financial Statements

## for the year ended 30 June 2020

	Year ended 30 June 2020 Rs	Year ended 30 June 2019 Rs
<b>15. PROVISIONS &amp; OTHER LIABILITIES</b>		
Passage Benefits	2,036,430	2,779,185
Vacation Leave	8,826,451	8,171,230
Court Cases	1,639,969	1,639,969
Car Loan Payable	2,096,924	2,388,082
Refundable Deposits	31,000	36,000
	<b>14,630,775</b>	<b>15,014,465</b>
<b>16. REVENUE FROM NON-EXCHANGE TRANSACTIONS</b>	<b>30 June 2020</b>	<b>30 June 2019</b>
<b>Grant received from Government</b>		
Promotional Activities incl: Covid-19	472,288,000	475,000,000
Additional Grants (Covid-19)	41,720,000	-
Administrative Expenses	63,000,000	60,000,000
Total Grant Received (Accountant-General)	<b>577,008,000</b>	<b>535,000,000</b>
<b>17. REVENUE FROM EXCHANGE TRANSACTIONS</b>		
<b>(a) PRIVATE SECTOR CONTRIBUTIONS</b>	<b>30 June 2020</b>	<b>30 June 2019</b>
Fairs & Roadshows / Events	17,959,191	26,935,284
Covid-19	31,354,694	-
Transportation Service Contracts	3,949,414	11,942,160
	<b>53,263,299</b>	<b>38,877,444</b>
<b>(b) OTHER INCOME</b>		
Vat Refunds	1,329,201	1,119,047
Sundries	470,436	610,846
Space Rental 1TB 2020	3,911,723	-
Exchange Fluction Gain	-	2,300,569
Revaluation Gain	1,007,836	1,150,905
	<b>6,719,195</b>	<b>5,181,366</b>
<b>TOTAL</b>	<b>59,982,494</b>	<b>44,058,810</b>
<b>18. PAYABLES</b>	<b>30 June 2020</b>	<b>30 June 2019</b>
Accruals: Promotional (including Covid-19)	138,845,783	68,012,190
Accruals: Administrative	1,306,308	1,661,589
Income Received in Advance	343,089	-
	<b>140,495,180</b>	<b>69,673,780</b>

# Notes to the Financial Statements

## for the year ended 30 June 2020

	<b>Year ended 30 June 2020</b>	<b>Year ended 30 June 2019</b>
	<b>Rs</b>	<b>Rs</b>
<b>19. EMPLOYEE BENEFITS</b>		
Provision as at 30 June 2020	<b>7,623,515</b>	7,620,678
	<b>7,623,515</b>	7,620,678

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

### 20. 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.

	<b>30 June 2020</b>	<b>30 Jun 2019</b>
Opening Balance Payable	<b>2,388,082</b>	1,312,571
Loans made during the year	<b>650,000</b>	2,254,320
Repayment of Car Loan	<b>(941,157)</b>	(1,178,809)
	<b>2,096,925</b>	2,388,082
Amount payable within one year	<b>(1,074,949)</b>	(919,729)
Amount payable after one year	<b>1,021,976</b>	1,468,353

### 21. ADMINISTRATIVE EXPENSES

#### STAFF COSTS

	<b>30 June 2020</b>	<b>30 Jun 2019</b>
Staff Salaries & Emoluments	<b>23,024,319</b>	25,230,127
Staff Allowances & Other Benefits	<b>10,825,412</b>	10,099,247
Travelling & Transport	<b>4,175,893</b>	4,757,205
Pension Costs	<b>4,441,532</b>	4,672,104
Contributions (Medical, FPS, NPF)	<b>1,244,262</b>	1,770,308
Staff Welfare	<b>537,994</b>	415,333
Training of Staff	<b>443,704</b>	198,054
	<b>44,693,115</b>	47,142,378

#### OTHER ADMINISTRATIVE EXPENSES

Rent	<b>4,206,582</b>	4,439,389
Utilities	<b>1,605,717</b>	2,008,917
Incidental & Office Expenses	<b>2,772,130</b>	2,572,181
Motor Vehicles Running Expenses	<b>1,522,481</b>	2,075,277
Legal & Professional Fees	<b>898,889</b>	2,861,785
Board Member Fees	<b>480,159</b>	417,288
Other Committee Fees	<b>800,939</b>	1,373,380
General Maintenance & Others	<b>1,005,936</b>	1,260,050
	<b>13,292,832</b>	17,008,267
	<b>57,985,948</b>	64,150,645

# Notes to the Financial Statements

## for the year ended 30 June 2020

	<b>Year ended 30 June 2020</b>	<b>Year ended 30 June 2019</b>
	<b>Rs</b>	<b>Rs</b>
<b>22. PROMOTIONAL AND COVID-19 EXPENSES</b>		
Advertising Campaigns	<b>119,386,409</b>	124,941,712
Public Relations Contracts	<b>77,723,662</b>	104,351,479
Fairs / Workshops / Roadshows & Others	<b>82,473,514</b>	115,690,808
Worldly / Local Events	<b>83,914,251</b>	94,094,540
E-Marketing	<b>21,379,573</b>	21,036,787
Educationals / Public Relations	<b>15,713,187</b>	18,595,738
Special Assignments	<b>8,092,735</b>	8,125,286
Communication & Promotional Tools	<b>4,654,020</b>	5,024,553
Promotion of Rodrigues	<b>3,187,782</b>	4,862,546
Low Season Campaigns	<b>2,649,530</b>	10,066,121
MICE, Cruise & Others	<b>2,597,237</b>	1,631,579
Small and Medium Entreprises	<b>1,192,451</b>	1,034,455
Covid-19	<b>214,163,199</b>	-
	<b>637,127,550</b>	509,455,603



# Notes to the Financial Statements

## for the year ended 30 June 2020

### 23. 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 16.59 M for the period ending 30 June 2020

	<b>30 June 2020</b>	<b>30 June 2019</b>
	<b>Rs</b>	<b>Rs</b>
Director (1 on Contract)	<b>1,737,661</b>	1,624,549
Head of Sections (4 on substantive Capacity)	<b>2,772,182</b>	3,530,880
Other Senior Staffs (13 on substantive Capacity and 3 on Contract)	<b>12,075,639</b>	11,454,620
<b>TOTAL</b>	<b>16,585,482</b>	16,610,049

### BOARD OF DIRECTORS REMUNERATION

Chairperson fees	<b>355,239</b>	352,343
Board members fees	<b>124,920</b>	64,945
<b>TOTAL</b>	<b>480,159</b>	417,288

# Notes to the Financial Statements

## for the year ended 30 June 2020

### 24. 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 2020 by SICOM Ltd as per IPSAS 39 Adoption.

<b>Amounts recognised in Statement of Financial Position at end of year:</b>	<b>Year ended 30 June 2020 Rs</b>	<b>Year ended 30 June 2019 Rs</b>
Defined benefit obligation	<b>106,246,243</b>	88,732,689
Fair value of plan assets	<b>(26,791,576)</b>	(28,737,256)
<b>Liability recognised in Statement of Financial Position at end of year</b>	<b>79,454,667</b>	59,995,433

#### **Amounts recognised in Statement of Financial Performance:**

##### **Service Cost:**

Current service cost	<b>2,463,775</b>	2,216,818
(Employee contributions)	<b>(877,313)</b>	(980,557)
Fund expenses	<b>112,216</b>	70,265
Net Interest expense / (Revenue)	<b>2,196,818</b>	3,365,578
P & L Charge	<b>3,895,496</b>	4,672,104
<b>Remeasurement</b>		
Liability (gain) / Loss	<b>18,704,384</b>	4,656,446
Assets (gain) / Loss	<b>(874,663)</b>	383,646
Net Assets / Equity (NAE)	<b>17,829,721</b>	5,040,092
<b>Total</b>	<b>21,725,217</b>	9,712,196

#### **Movements in liability recognised in Statement of Financial Position:**

At start of year	<b>59,995,433</b>	54,830,380
Amount recognised in P & L	<b>3,895,496</b>	4,672,104
(Actuarial reserves transferred in)	-	(2,014,462)
(Contributions paid by employer)	<b>(2,265,983)</b>	(2,532,681)
Amount recognised in NAE	<b>17,829,721</b>	5,040,092
<b>At end of year</b>	<b>79,454,667</b>	59,995,433

The plan is defined benefit arrangement for the employees and it is a funded plan. The assets of the funded plan are held independently and administered by The State Insurance Company of Mauritius Ltd.

# Notes to the Financial Statements

## for the year ended 30 June 2020

### 24. RETIREMENT BENEFIT OBLIGATIONS (continued)

	<b>Year ended 30 June 2020</b>	<b>Year ended 30 June 2019</b>
<b><i>Reconciliation of the present value of defined benefit obligation</i></b>	<b>Rs</b>	<b>Rs</b>
Present value of obligation at start of period	<b>88,732,689</b>	82,943,400
Current service cost	<b>2,463,775</b>	2,216,818
Interest cost	<b>3,150,010</b>	5,059,547
(Benefits paid)	<b>(6,804,615)</b>	(6,143,522)
Liability (gain) / loss	<b>18,704,384</b>	4,656,446
Present value of obligation at end of period	<b>106,246,243</b>	88,732,689

#### ***Reconciliation of fair value of plan assets***

Fair value of plan assets at start of period	<b>28,737,256</b>	28,113,020
Expected return on plan assets	<b>953,192</b>	1,693,969
Employer contributions	<b>2,265,983</b>	2,532,681
Actuarial reserves transferred in	-	2,014,462
Employee contributions	<b>877,313</b>	980,557
(Benefits paid + other outgo)	<b>(6,916,831)</b>	(6,213,787)
Asset gain / (loss)	<b>874,663</b>	(383,646)
Fair value of plan assets at end of period	<b>26,791,576</b>	28,737,256

#### ***Distribution of plan assets at end of period***

##### ***Percentage of assets at end of period***

	<b>30 June 2020</b>	<b>30 June 2019</b>
Fixed interest securities and cash	<b>61.7%</b>	58.7%
Loans	<b>3.0%</b>	3.4%
Local equities	<b>10.1%</b>	13.1%
Overseas bonds and equities	<b>24.6%</b>	24.2%
Property	<b>0.6%</b>	0.6%
Total	<b>100%</b>	100%

#### ***Additional disclosure on assets issued or used by the reporting entity***

	<b>30 June 2020</b>	<b>30 June 2019</b>
<b>Percentage of assets at end of year</b>	<b>(%)</b>	<b>(%)</b>
Assets held in the entity's own financial instruments	<b>0</b>	0
Property occupied by the entity	<b>0</b>	0
Other assets used by the entity	<b>0</b>	0

# Notes to the Financial Statements

## for the year ended 30 June 2020

### 24. RETIREMENT BENEFIT OBLIGATIONS (continued)

Components of the amount recognised in NAE	<u>30 June 2020</u>	<u>30 June 2019</u>
Year	Rs	Rs
Currency		
Asset experience gain / (loss) during the period	<b>874,663</b>	(383,646)
Liability experience gain / (loss) during the period	<b>(18,704,384)</b>	(4,656,446)
	<b>(17,829,721)</b>	(5,040,092)

Year	<b>2020/2021</b>
Expected employer contributions	<b>2,323,464</b>
Weighted average duration of the defined benefit obligation	<b>13 years</b>

(Calculated as a % change in PV of liabilities for a 1% change in discount rate)

The plan is exposed to actuarial risks such as : investment risk, interest rate risk, longevity and mortality risk and salary risk. The risk relating to death in service benefits is re-insured. The cost of providing the benefits is determined using the Projected Unit Method. The principal assumptions used for the purpose of the actuarial valuation were as follows:

	<u>Year ending</u> <u>30 June 2020</u>	<u>Year ending</u> <u>30 June 2019</u>
Discount rate	<b>3.55%</b>	6.10%
Future salary increases	<b>2.40%</b>	4.00%
Future pension increases	<b>1.40%</b>	3.00%
Mortality before retirement	<b>A 6770 Ultimate Tables</b>	
Mortality in retirement	<b>PA (90) Tables</b>	
Retirement age	<b>As per Second Schedule in the Statutory Bodies Pension Funds Act</b>	

The discount rate is determined by reference to market yields on government bonds.

Significant actuarial assumptions for determination of the defined benefit obligation are discount rate, expected salary increase & mortality. The sensitivity analyses below have been determined based reasonably on possible changes of the assumptions occurring at the end of the reporting period.

If the discount rate would be 100 basis points (one percent) higher (lower), the defined benefit obligation would decrease by Rs 12.5 M (increase by Rs 15.5 M) if all other assumptions were held unchanged.

# Notes to the Financial Statements

## for the year ended 30 June 2020

### 24. RETIREMENT BENEFIT OBLIGATIONS (continued)

If the expected salary growth would increase (decrease) by 100 basis point, the defined benefit obligation would increase by 5.4 M (decrease by 4.8 M) if all other assumptions were held unchanged.

If the life expectancy would increase (decrease) by one year, the defined benefit would increase by Rs 3.5 M (decrease by 3.6 M) if all other assumptions were held unchanged.

In reality one might expect interrelationships between the assumptions, especially between discount rate and expected salary increases, given that both depends to a certain extent on expected inflation rates. The analysis above abstracts from these interdependence between the assumptions.

## Appendix

### Data Summary

1. Active Members	As at 30 June 2020				2019
	Number of Members	Average Age	Average Salary	Average Service	Number of Members
Male	19	51	43,468	210	20
Female	11	50	35,810	250	11
<b>Total / Overall</b>	<b>30</b>	<b>51</b>	<b>40,660</b>	<b>225</b>	<b>31</b>

2. Pensioners	As at 30 June 2020			2019
	Number of Members	Average Age	Average Salary	Number of Members
Male	12	68	21,772	11
Female	4	67	23,227	3
<b>Total / Overall</b>	<b>16</b>	<b>68</b>	<b>22,136</b>	<b>14</b>

# Notes to the Financial Statements

## for the year ended 30 June 2019

### 24. RETIREMENT BENEFIT OBLIGATIONS (continued)

#### (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 2020 and the cumulative balance as at 30 June 2020 are as follows:-

	<b>Contribution period ended 30 June 2020</b>	<b>Cumulative Balance as at 30 June 2020</b>
	<b>Rs</b>	<b>Rs</b>
Employer Contribution	<b>546,036</b>	<b>2,669,181</b>
Employee Contribution	<b>273,060</b>	<b>1,333,186</b>
<b>Total Contribution</b>	<b>819,096</b>	<b>4,002,367</b>

# Notes to the Financial Statements

## for the year ended 30 June 2019

### 25. 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.

The Permanent Secretaries of Ministry of Tourism, representative of the Parent Ministry on the Board of Mauritius Tourism Promotion Authority acted as the Chairperson of the Board for the periods 1 July 2019 to 5 December 2019 - Mrs C. R. Seewooruthun; from 6 December 2019 to 29 February 2020 - Mr M. S. Joomun and on 1 March 2020, the present Chairman of MTPA, Mr Dhojaven Vencadasmy was appointed.

### 26. EVENTS AFTER THE REPORTING PERIOD

A number of Covid-19 related bills was received after the balance sheet date. These bills have been accrued but funds were insufficient to settle them. In a correspondence dated 10 August 2020, MOFED stated that it has no objection that MTPA uses its grant for Financial Year 2020/ 2021 to settle the said bills (Accommodation, Catering, etc) generated by quarantine centres and additional funds would be provided to the MTPA should the Authority face any cash shortage to meet its expenses.

Based on this correspondence, part of the grant of Financial Year 2020/2021 have been used to settle the related bills.

### 27. 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 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's previous legal advisor was of the 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.

The case was referred to MTPA's new legal advisor, ENSafrica and new legal opinion was obtained as follows: "Both factual version are plausible and that MTPA foreseeable expenses might not be advisable in the circumstances and arbitration process might be in favour of IC Publications in invoking a wrongful termination of the contract in light of the documents which were provided".

Thus, based on the legal advice obtained, the MTPA Board at its meeting held on 6th February 2021 approved that MTPA relinquishes the advance payment of Rs 2.5 million.

### 28. Claim from Mr D. Babooa - Ex Research & Development Manager

Mr D. Babooa former Research & Development Manager at MTPA has through the Ministry of Labour, Industrial Relations, Employment and Training called at Industrial Court for unfair dismissal and is claiming an amount of Rs 1,639,969 as compensation.

The case was called for trial before the Industrial Court on 17 February 2021 and both parties opted for an amicable settlement. After several rounds of negotiation in Chambers, MTPA counsel proposed a final offer of Rs 450,000 to the Plaintiff but the latter insisted on a compensation of Rs 672,158.

No decision has yet been reached on this matter and the case has been fixed for hearing on 3 September 2021.

# Statistical Tables

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TABLE 1: PASSENGER TRAFFIC <sup>1</sup> BY MONTH, 2018 - 2020

Month	2018		2019		2020 <sup>2</sup>	
	Arrivals	Departures	Arrivals	Departures	Arrivals	Departures
January	167,277	197,507	172,994	205,730	191,197	212,224
February	151,682	148,811	151,189	146,918	148,144	151,092
March	156,216	157,561	156,692	167,093	82,391	106,167
1st Quarter	475,175	503,879	480,875	519,741	421,732	469,483
April	146,421	150,938	150,580	145,505	260	932
May	130,231	139,992	130,455	135,632	647	1,702
June	113,689	111,463	125,877	124,918	1,488	2,633
2nd Quarter	390,341	402,393	406,912	406,055	2,395	5,367
1st Semester	865,516	906,272	887,787	925,796	424,127	474,750
July	156,110	143,654	156,090	146,256		
August	148,643	156,601	151,291	157,037		
September	137,101	135,666	135,043	135,444		
3rd Quarter	441,854	435,921	442,424	438,737		
Jan. to Sep.	1,307,370	1,342,193	1,330,211	1,364,533		
October	169,570	158,783	164,647	156,298		
November	173,830	179,434	176,224	181,227		
December	211,519	179,287	205,644	180,307		
4th Quarter	554,919	517,504	546,525	517,832		
2nd Semester	996,773	953,425	988,949	956,569		
Whole Year	1,862,289	1,859,697	1,876,736	1,882,365		

<sup>1</sup> 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

<sup>2</sup> Provisional

**Table 2:- Departure of Mauritian residents by country of disembarkation<sup>1</sup>, 1<sup>st</sup> Semester 2019 and 2020**

Country of disembarkation	1 <sup>st</sup> Semester 2019	1 <sup>st</sup> Semester 2020 <sup>2</sup>	% Change
<b>EUROPE</b>	<b>32,818</b>	<b>14,461</b>	<b>- 55.9</b>
Austria	222	149	- 32.9
France	13,676	6,215	- 54.6
Germany	1,694	647	- 61.8
Italy	380	353	- 7.1
Netherlands	829	0	- 100.0
Switzerland	581	744	+ 28.1
Turkey	6,153	1,624	- 73.6
United Kingdom	9,260	4,728	- 48.9
Other European countries	23	1	- 95.7
<b>AFRICA</b>	<b>48,567</b>	<b>19,997</b>	<b>- 58.8</b>
Kenya	3,633	1,482	- 59.2
Malagasy Republic	5,130	2,252	- 56.1
Reunion Island	20,548	7,559	- 63.2
Seychelles	3,663	1,811	- 50.6
South Africa, Rep. of	15,224	6,794	- 55.4
Other African countries	369	99	- 73.2
<b>ASIA</b>	<b>59,280</b>	<b>22,552</b>	<b>- 62.0</b>
People's Rep. of China	1,039	144	- 86.1
Hong Kong SAR <sup>3</sup>	2,987	307	- 89.7
India	13,957	6,819	- 51.1
Malaysia	858	354	- 58.7
Saudi Arabia	1,291	547	- 57.6
Singapore	6,558	1,430	- 78.2
United Arab Emirates	32,590	12,948	- 60.3
Other Asian countries	0	3	-
<b>OCEANIA</b>	<b>3,851</b>	<b>2,035</b>	<b>- 47.2</b>
Australia	3,851	2,035	- 47.2
<b>NOT STATED</b>	<b>38</b>	<b>0</b>	<b>- 100.0</b>
<b>All Countries</b>	<b>144,554</b>	<b>59,045</b>	<b>- 59.2</b>

<sup>1</sup> Country of disembarkation may either be the country of final destination or the transit country

<sup>2</sup> Provisional

<sup>3</sup> Special Administrative Region of China

**Table 3:- Tourist arrivals by month, 2018 - 2020**

Month	2018	2019	2020 <sup>1</sup>
January	120,974	122,273	137,419
February	115,600	115,613	111,560
March	119,841	114,419	55,863
<u>1st Quarter</u>	<u>356,415</u>	<u>352,305</u>	<u>304,842</u>
April	104,967	108,565	10
May	101,138	96,814	20
June	84,345	92,398	9
<u>2nd Quarter</u>	<u>290,450</u>	<u>297,777</u>	<u>39</u>
<b>1st Semester</b>	<b>646,865</b>	<b>650,082</b>	<b>304,881</b>
July	115,881	115,448	
August	109,471	107,275	
September	102,849	100,837	
<u>3rd Quarter</u>	<u>328,201</u>	<u>323,560</u>	
<b>Jan. to Sep.</b>	<b>975,066</b>	<b>973,642</b>	
October	134,052	129,018	
November	132,247	128,730	
December	158,043	152,098	
<u>4th Quarter</u>	<u>424,342</u>	<u>409,846</u>	
<b>2nd Semester</b>	<b>752,543</b>	<b>733,406</b>	
<b>Whole Year</b>	<b>1,399,408</b>	<b>1,383,488</b>	

<sup>1</sup> Provisional**Table 4:- Tourist arrivals by main purpose of visit, 1<sup>st</sup> Semester 2019 and 2020**

Purpose of visit	1 <sup>st</sup> Semester 2019	1 <sup>st</sup> Semester 2020 <sup>1</sup>	% Change
Holiday	606,176	287,019	- 52.7
Business	25,566	8,974	- 64.9
Transit	14,396	8,043	- 44.1
Conference	2,997	510	- 83.0
Sports	373	91	- 75.6
Other purposes	574	244	- 57.5
<b>Total</b>	<b>650,082</b>	<b>304,881</b>	<b>- 53.1</b>

<sup>1</sup> Provisional

Table 5:- Tourist arrivals by country of residence and by mode of travel, 1<sup>st</sup> Semester 2019 and 2020

Country of residence	1 <sup>st</sup> Semester 2019			1 <sup>st</sup> Semester 2020 <sup>1</sup>			% Change S1 2020 / S1 2019		
	Air	Ship	Total	Air	Ship	Total	Air	Ship	Total
<b>EUROPE</b>	<b>371,218</b>	<b>20,902</b>	<b>392,120</b>	<b>182,493</b>	<b>23,203</b>	<b>205,696</b>	<b>-50.8</b>	<b>11.0</b>	<b>-47.5</b>
Austria	8,616	720	9,336	5,601	723	6,324	-35.0	0.4	-32.3
Belgium	6,401	90	6,491	2,144	103	2,247	-66.5	14.4	-65.4
Bulgaria	1,121	159	1,280	690	117	807	-38.4	-26.4	-37.0
Czech Republic	9,083	211	9,294	5,864	183	6,047	-35.4	-13.3	-34.9
Croatia	483	29	512	301	51	352	-37.7	75.9	-31.3
Denmark	3,734	106	3,840	2,313	118	2,431	-38.1	11.3	-36.7
Estonia	816	12	828	414	3	417	-49.3	-75.0	-49.6
Finland	2,105	29	2,134	1,520	36	1,556	-27.8	24.1	-27.1
France	140,395	3,794	144,189	74,501	4,143	78,644	-46.9	9.2	-45.5
Germany	51,159	10,742	61,901	23,575	12,336	35,911	-53.9	14.8	-42.0
Greece	440	63	503	199	42	241	-54.8	-33.3	-52.1
Hungary	2,410	199	2,609	1,759	242	2,001	-27.0	21.6	-23.3
Ireland	1,721	11	1,732	590	18	608	-65.7	63.6	-64.9
Italy	16,171	964	17,135	6,592	919	7,511	-59.2	-4.7	-56.2
Latvia	317	3	320	221	10	231	-30.3	233.3	-27.8
Lithuania	761	33	794	363	19	382	-52.3	-42.4	-51.9
Luxembourg	823	65	888	280	61	341	-66.0	-6.2	-61.6
Netherlands	7,065	91	7,156	2,070	111	2,181	-70.7	22.0	-69.5
Norway	2,890	150	3,040	1,036	135	1,171	-64.2	-10.0	-61.5
Poland	5,805	246	6,051	3,581	551	4,132	-38.3	124.0	-31.7
Portugal	2,347	60	2,407	673	138	811	-71.3	130.0	-66.3
Romania	2,440	290	2,730	2,205	440	2,645	-9.6	51.7	-3.1
Serbia	388	22	410	348	55	403	-10.3	150.0	-1.7
Slovakia	2,698	58	2,756	2,093	208	2,301	-22.4	258.6	-16.5
Slovenia	984	91	1,075	603	26	629	-38.7	-71.4	-41.5
Spain	3,639	219	3,858	1,289	132	1,421	-64.6	-39.7	-63.2
Sweden	7,559	276	7,835	5,481	247	5,728	-27.5	-10.5	-26.9
Switzerland	17,009	775	17,784	6,561	697	7,258	-61.4	-10.1	-59.2
Turkey	1,536	56	1,592	889	81	970	-42.1	44.6	-39.1
United Kingdom	60,869	738	61,607	21,826	533	22,359	-64.1	-27.8	-63.7
<i>CIS <sup>2</sup> countries</i>	<i>8,546</i>	<i>564</i>	<i>9,110</i>	<i>6,451</i>	<i>708</i>	<i>7,159</i>	<i>-24.5</i>	<i>25.5</i>	<i>-21.4</i>
<i>of which:</i>									
<i>Belarus</i>	<i>408</i>	<i>14</i>	<i>422</i>	<i>250</i>	<i>7</i>	<i>257</i>	<i>-38.7</i>	<i>-50.0</i>	<i>-39.1</i>
<i>Kazakhstan</i>	<i>135</i>	<i>2</i>	<i>137</i>	<i>146</i>	<i>2</i>	<i>148</i>	<i>8.1</i>	<i>0.0</i>	<i>8.0</i>
<i>Russian Federation</i>	<i>6,005</i>	<i>381</i>	<i>6,386</i>	<i>4,621</i>	<i>507</i>	<i>5,128</i>	<i>-23.0</i>	<i>33.1</i>	<i>-19.7</i>
<i>Ukraine</i>	<i>1,814</i>	<i>164</i>	<i>1,978</i>	<i>1,317</i>	<i>187</i>	<i>1,504</i>	<i>-27.4</i>	<i>14.0</i>	<i>-24.0</i>
<i>Other CIS countries</i>	<i>184</i>	<i>3</i>	<i>187</i>	<i>117</i>	<i>5</i>	<i>122</i>	<i>-36.4</i>	<i>66.7</i>	<i>-34.8</i>
<i>Other European countries</i>	<i>887</i>	<i>36</i>	<i>923</i>	<i>460</i>	<i>17</i>	<i>477</i>	<i>-48.1</i>	<i>-52.8</i>	<i>-48.3</i>
<b>AFRICA</b>	<b>140,067</b>	<b>658</b>	<b>140,725</b>	<b>54,978</b>	<b>3,187</b>	<b>58,165</b>	<b>-60.7</b>	<b>384.3</b>	<b>-58.7</b>
<i>IOC <sup>3</sup> countries</i>	<i>72,427</i>	<i>335</i>	<i>72,762</i>	<i>34,061</i>	<i>207</i>	<i>34,268</i>	<i>-53.0</i>	<i>-38.2</i>	<i>-52.9</i>
<i>of which:</i>									
<i>Comoros</i>	<i>488</i>	<i>0</i>	<i>488</i>	<i>166</i>	<i>0</i>	<i>166</i>	<i>-66.0</i>	<i>-</i>	<i>-66.0</i>
<i>Malagasy Republic</i>	<i>6,246</i>	<i>15</i>	<i>6,261</i>	<i>2,505</i>	<i>15</i>	<i>2,520</i>	<i>-59.9</i>	<i>0.0</i>	<i>-59.8</i>
<i>Reunion Island</i>	<i>63,429</i>	<i>318</i>	<i>63,747</i>	<i>30,316</i>	<i>189</i>	<i>30,505</i>	<i>-52.2</i>	<i>-40.6</i>	<i>-52.1</i>
<i>Seychelles</i>	<i>2,264</i>	<i>2</i>	<i>2,266</i>	<i>1,074</i>	<i>3</i>	<i>1,077</i>	<i>-52.6</i>	<i>50.0</i>	<i>-52.5</i>
Algeria	122	1	123	70	0	70	-42.6	-100.0	-43.1
Angola	301	1	302	112	12	124	-62.8	1100.0	-58.9
Benin	42	3	45	17	0	17	-59.5	-100.0	-62.2
Botswana	482	0	482	174	4	178	-63.9	-	-63.1
Burundi	49	0	49	13	0	13	-73.5	-	-73.5
Cameroon	184	0	184	91	2	93	-50.5	-	-49.5
Congo	290	0	290	112	0	112	-61.4	-	-61.4
Egypt	395	3	398	190	0	190	-51.9	-100.0	-52.3
Ethiopia	159	1	160	49	0	49	-69.2	-100.0	-69.4
Gabon	105	0	105	30	1	31	-71.4	-	-70.5
Ghana	402	7	409	120	3	123	-70.1	-57.1	-69.9
Ivory Coast	237	21	258	56	3	59	-76.4	-85.7	-77.1
Kenya	2,361	3	2,364	708	2	710	-70.0	-33.3	-70.0
Lesotho	101	0	101	34	15	49	-66.3	-	-51.5
Malawi	167	0	167	61	0	61	-63.5	-	-63.5

<sup>1</sup> Provisional      <sup>2</sup> Commonwealth of Independent States      <sup>3</sup> Indian Ocean Commission

Table 5 (Cont'd):- Tourist arrivals by country of residence, 1<sup>st</sup> Semester 2019 and 2020

Country of residence	1 <sup>st</sup> Semester 2019			1 <sup>st</sup> Semester 2020 <sup>1</sup>			% Change S1 2020 / S1 2019		
	Air	Ship	Total	Air	Ship	Total	Air	Ship	Total
Mayotte	572	0	572	227	0	227	-60.3	-	-60.3
Morocco	436	11	447	161	3	164	-63.1	-72.7	-63.3
Mozambique	537	2	539	253	104	357	-52.9	5100.0	-33.8
Namibia	624	1	625	177	18	195	-71.6	1700.0	-68.8
Niger	90	1	91	25	4	29	-72.2	300.0	-68.1
Nigeria	1,371	14	1,385	593	10	603	-56.7	-28.6	-56.5
Rwanda	134	0	134	50	0	50	-62.7	-	-62.7
Senegal	128	11	139	43	2	45	-66.4	-81.8	-67.6
South Africa, Rep. of	54,562	220	54,782	16,184	2,757	18,941	-70.3	1153.2	-65.4
Sudan	36	0	36	16	0	16	-55.6	-	-55.6
Kingdom of Eswatini <sup>4</sup>	238	2	240	43	4	47	-81.9	100.0	-80.4
Tanzania	483	4	487	175	0	175	-63.8	-100.0	-64.1
Togo	31	2	33	13	0	13	-58.1	-100.0	-60.6
Tunisia	227	1	228	115	2	117	-49.3	100.0	-48.7
Uganda	354	1	355	150	0	150	-57.6	-100.0	-57.7
Zimbabwe	1,313	1	1,314	322	18	340	-75.5	1700.0	-74.1
Zambia	445	0	445	155	5	160	-65.2	-	-64.0
Other African countries	662	12	674	378	11	389	-42.9	-8.3	-42.3
<b>ASIA</b>	<b>93,835</b>	<b>1,666</b>	<b>95,501</b>	<b>29,881</b>	<b>1,321</b>	<b>31,202</b>	<b>-68.2</b>	<b>-20.7</b>	<b>-67.3</b>
Afghanistan	314	13	327	164	11	175	-47.8	-15.4	-46.5
Bangladesh	419	1	420	231	1	232	-44.9	0.0	-44.8
Hong Kong SAR <sup>5</sup>	516	5	521	103	2	105	-80.0	-60.0	-79.8
India	41,239	147	41,386	12,249	203	12,452	-70.3	38.1	-69.9
Indonesia	1,173	267	1,440	818	116	934	-30.3	-56.6	-35.1
Israel	764	285	1,049	1,234	501	1,735	61.5	75.8	65.4
Japan	908	116	1,024	304	9	313	-66.5	-92.2	-69.4
Korea Republic	3,257	56	3,313	762	13	775	-76.6	-76.8	-76.6
Malaysia	1,005	12	1,017	282	4	286	-71.9	-66.7	-71.9
Maldives	50	1	51	8	0	8	-84.0	-100.0	-84.3
Nepal	141	2	143	97	0	97	-31.2	-100.0	-32.2
Pakistan	503	16	519	163	7	170	-67.6	-56.3	-67.2
People's Rep. of China	21,700	245	21,945	4,841	168	5,009	-77.7	-31.4	-77.2
Philippines	1,264	326	1,590	795	201	996	-37.1	-38.3	-37.4
Singapore	1,227	3	1,230	250	1	251	-79.6	-66.7	-79.6
Sri Lanka	243	23	266	116	11	127	-52.3	-52.2	-52.3
Taiwan, China	907	85	992	236	23	259	-74.0	-72.9	-73.9
Thailand	245	3	248	76	6	82	-69.0	100.0	-66.9
Vietnam	282	25	307	160	20	180	-43.3	-20.0	-41.4
<i>MIDDLE EAST countries</i>	<i>17,519</i>	<i>10</i>	<i>17,529</i>	<i>6,916</i>	<i>18</i>	<i>6,934</i>	<i>-60.5</i>	<i>80.0</i>	<i>-60.4</i>
<i>of which:</i>									
<i>Bahrain</i>	<i>61</i>	<i>0</i>	<i>61</i>	<i>18</i>	<i>0</i>	<i>18</i>	<i>-70.5</i>	<i>-</i>	<i>-70.5</i>
<i>Iran</i>	<i>110</i>	<i>0</i>	<i>110</i>	<i>18</i>	<i>2</i>	<i>20</i>	<i>-83.6</i>	<i>-</i>	<i>-81.8</i>
<i>Jordan</i>	<i>122</i>	<i>0</i>	<i>122</i>	<i>51</i>	<i>0</i>	<i>51</i>	<i>-58.2</i>	<i>-</i>	<i>-58.2</i>
<i>Kuwait</i>	<i>315</i>	<i>0</i>	<i>315</i>	<i>167</i>	<i>9</i>	<i>176</i>	<i>-47.0</i>	<i>-</i>	<i>-44.1</i>
<i>Lebanon</i>	<i>266</i>	<i>0</i>	<i>266</i>	<i>67</i>	<i>0</i>	<i>67</i>	<i>-74.8</i>	<i>-</i>	<i>-74.8</i>
<i>Oman</i>	<i>115</i>	<i>0</i>	<i>115</i>	<i>27</i>	<i>1</i>	<i>28</i>	<i>-76.5</i>	<i>-</i>	<i>-75.7</i>
<i>Qatar</i>	<i>175</i>	<i>0</i>	<i>175</i>	<i>35</i>	<i>0</i>	<i>35</i>	<i>-80.0</i>	<i>-</i>	<i>-80.0</i>
<i>Saudi Arabia</i>	<i>9,217</i>	<i>2</i>	<i>9,219</i>	<i>4,960</i>	<i>0</i>	<i>4,960</i>	<i>-46.2</i>	<i>-100.0</i>	<i>-46.2</i>
<i>United Arab Emirates</i>	<i>7,083</i>	<i>4</i>	<i>7,087</i>	<i>1,542</i>	<i>6</i>	<i>1,548</i>	<i>-78.2</i>	<i>50.0</i>	<i>-78.2</i>
<i>Other Middle East countries</i>	<i>55</i>	<i>4</i>	<i>59</i>	<i>31</i>	<i>0</i>	<i>31</i>	<i>-43.6</i>	<i>-100.0</i>	<i>-47.5</i>
<i>Other Asian countries</i>	<i>159</i>	<i>25</i>	<i>184</i>	<i>76</i>	<i>6</i>	<i>82</i>	<i>-52.2</i>	<i>-76.0</i>	<i>-55.4</i>
<b>OCEANIA</b>	<b>8,670</b>	<b>279</b>	<b>8,949</b>	<b>3,211</b>	<b>232</b>	<b>3,443</b>	<b>-63.0</b>	<b>-16.8</b>	<b>-61.5</b>
Australia	7,921	223	8,144	2,889	147	3,036	-63.5	-34.1	-62.7
New Zealand	445	44	489	164	29	193	-63.1	-34.1	-60.5
Other Oceanian countries	304	12	316	158	56	214	-48.0	366.7	-32.3
<b>AMERICA</b>	<b>11,622</b>	<b>869</b>	<b>12,491</b>	<b>4,742</b>	<b>1,451</b>	<b>6,193</b>	<b>-59.2</b>	<b>67.0</b>	<b>-50.4</b>
Brazil	1,586	116	1,702	766	100	866	-51.7	-13.8	-49.1
Canada	3,729	225	3,954	1,445	301	1,746	-61.2	33.8	-55.8
USA	4,397	382	4,779	1,630	934	2,564	-62.9	144.5	-46.3
Other American countries	1,910	146	2,056	901	116	1,017	-52.8	-20.5	-50.5
<b>Others &amp; not stated</b>	<b>282</b>	<b>14</b>	<b>296</b>	<b>140</b>	<b>42</b>	<b>182</b>	<b>-50.4</b>	<b>200.0</b>	<b>-38.5</b>
<b>All countries</b>	<b>625,694</b>	<b>24,388</b>	<b>650,082</b>	<b>275,445</b>	<b>29,436</b>	<b>304,881</b>	<b>-56.0</b>	<b>20.7</b>	<b>-53.1</b>

<sup>1</sup> Provisional <sup>4</sup> Kingdom of Eswatini was formerly known as Swaziland<sup>5</sup> Special Administrative Region of China

**Table 6a:- Tourist arrivals by age and gender, 1<sup>st</sup> Semester 2019 and 2020**

Age group (years)	1 <sup>st</sup> Semester 2019			1 <sup>st</sup> Semester 2020 <sup>1</sup>			% Change		
	Male	Female	Total	Male	Female	Total	Male	Female	Total
Under 5	13,343	13,172	26,515	5,867	5,742	11,609	-56.0	-56.4	-56.2
5 - 9	13,975	13,581	27,556	6,216	6,155	12,371	-55.5	-54.7	-55.1
10 - 14	12,393	12,867	25,260	5,594	5,911	11,505	-54.9	-54.1	-54.5
15 - 19	8,378	10,255	18,633	3,912	4,809	8,721	-53.3	-53.1	-53.2
20 - 24	10,434	16,681	27,115	4,785	7,488	12,273	-54.1	-55.1	-54.7
25 - 29	29,079	36,576	65,655	11,103	13,686	24,789	-61.8	-62.6	-62.2
30 - 34	35,476	35,248	70,724	13,835	14,246	28,081	-61.0	-59.6	-60.3
35 - 39	31,940	30,370	62,310	13,203	13,053	26,256	-58.7	-57.0	-57.9
40 - 44	28,382	26,050	54,432	12,398	11,488	23,886	-56.3	-55.9	-56.1
45 - 49	29,196	27,391	56,587	12,915	12,622	25,537	-55.8	-53.9	-54.9
50 - 54	29,870	29,324	59,194	13,919	14,510	28,429	-53.4	-50.5	-52.0
55 - 59	26,798	25,467	52,265	13,836	14,228	28,064	-48.4	-44.1	-46.3
60 - 64	20,947	20,135	41,082	11,611	11,828	23,439	-44.6	-41.3	-42.9
65 - 69	15,619	14,676	30,295	9,370	9,119	18,489	-40.0	-37.9	-39.0
70 & over	17,515	14,944	32,459	11,599	9,833	21,432	-33.8	-34.2	-34.0
<b>Total</b>	<b>323,345</b>	<b>326,737</b>	<b>650,082</b>	<b>150,163</b>	<b>154,718</b>	<b>304,881</b>	<b>-53.6</b>	<b>-52.6</b>	<b>-53.1</b>

<sup>1</sup> Provisional

**Table 6b:- Tourist arrivals by broad age group and mode of arrival, 1<sup>st</sup> Semester 2019 and 2020**

Age group (years)	1 <sup>st</sup> Semester 2019			1 <sup>st</sup> Semester 2020 <sup>1</sup>			% Change		
	Air	Sea	Total	Air	Sea	Total	Air	Sea	Total
Under 15	78,429	902	79,331	33,524	1,961	35,485	-57.3	117.4	-55.3
15 - 59	454,418	12,497	466,915	191,257	14,779	206,036	-57.9	18.3	-55.9
60 & over	92,847	10,989	103,836	50,664	12,696	63,360	-45.4	15.5	-39.0
<b>Total</b>	<b>625,694</b>	<b>24,388</b>	<b>650,082</b>	<b>275,445</b>	<b>29,436</b>	<b>304,881</b>	<b>-56.0</b>	<b>20.7</b>	<b>-53.1</b>

<sup>1</sup> Provisional

Table 7:- Tourist arrivals by air and by main port of last embarkation for selected markets, 1<sup>st</sup> Semester 2020 <sup>1</sup>

Country of last embarkation	Total tourist arrivals	of which, arrivals from selected country of residence													
		France	Germany	Italy	Nether-lands	Switzer-land	Turkey	United Kingdom	Russian Federation	Reunion Island	South Africa, Rep. of	India	People's Rep. of China	Australia	
<b>EUROPE</b>	<b>122,527</b>	<b>48,331</b>	<b>16,849</b>	<b>4,250</b>	<b>576</b>	<b>4,265</b>	<b>810</b>	<b>14,925</b>	<b>1,799</b>	<b>80</b>	<b>53</b>	<b>32</b>	<b>38</b>	<b>121</b>	
<i>of which:</i> France	55,481	41,721	1,941	905	322	471	8	535	863	55	10	10	8	31	
Germany	16,672	2,266	11,045	205	89	161	10	12	83	4	2	0	0	7	
Italy	4,322	681	37	2,718	7	37	0	40	247	0	0	0	0	1	
Netherlands	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
Switzerland	6,968	1,634	915	177	29	3,260	5	84	77	3	3	2	1	4	
Turkey	9,014	854	1,159	104	27	59	785	134	334	13	9	3	5	7	
United Kingdom	16,874	957	100	102	70	96	1	14,084	19	3	27	15	21	17	
<b>AFRICA</b>	<b>82,114</b>	<b>17,910</b>	<b>1,820</b>	<b>379</b>	<b>160</b>	<b>617</b>	<b>28</b>	<b>1,593</b>	<b>289</b>	<b>28,982</b>	<b>14,823</b>	<b>1,488</b>	<b>619</b>	<b>489</b>	
<i>of which:</i> Kenya	3,170	432	38	48	16	57	5	123	48	55	85	153	123	31	
Malagasy Republic	3,155	320	45	5	6	21	6	31	27	229	27	92	96	27	
Reunion Island	48,478	16,726	433	38	21	252	3	96	56	28,544	203	207	208	67	
Seychelles	2,873	106	68	10	4	18	1	75	41	28	20	933	23	38	
South Africa, Rep. of	24,399	324	1,234	276	113	268	9	1,267	111	126	14,481	103	169	326	
<b>ASIA</b>	<b>68,350</b>	<b>8,132</b>	<b>4,860</b>	<b>1,959</b>	<b>1,328</b>	<b>1,665</b>	<b>51</b>	<b>5,195</b>	<b>2,532</b>	<b>1,128</b>	<b>978</b>	<b>10,720</b>	<b>4,182</b>	<b>886</b>	
<i>of which:</i> Hong Kong SAR <sup>2</sup>	1,151	9	2	3	0	0	0	2	3	14	9	1	789	14	
India	10,739	56	16	7	0	6	4	83	4	110	792	9,117	18	25	
Malaysia	1,342	78	9	0	1	5	0	17	7	194	51	15	20	57	
People's Rep. of China	1,444	4	0	0	1	0	0	0	2	5	4	1	1,392	0	
Saudi Arabia	4,458	390	14	24	0	1	17	20	11	2	9	41	6	1	
Singapore	1,742	148	6	3	0	5	0	16	4	457	28	15	78	114	
United Arab Emirates	47,461	7,447	4,813	1,922	1,326	1,648	30	5,057	2,501	346	85	1,530	1,879	675	
<b>OCEANIA</b>	<b>2,454</b>	<b>128</b>	<b>46</b>	<b>4</b>	<b>6</b>	<b>14</b>	<b>0</b>	<b>113</b>	<b>1</b>	<b>126</b>	<b>330</b>	<b>9</b>	<b>2</b>	<b>1,393</b>	
<i>of which:</i> Australia	2,454	128	46	4	6	14	0	113	1	126	330	9	2	1,393	
<b>AMERICA</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	
<i>of which:</i> USA	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
<b>Total arrivals by air</b>	<b>275,445</b>	<b>74,501</b>	<b>23,575</b>	<b>6,592</b>	<b>2,070</b>	<b>6,561</b>	<b>889</b>	<b>21,826</b>	<b>4,621</b>	<b>30,316</b>	<b>16,184</b>	<b>12,249</b>	<b>4,841</b>	<b>2,889</b>	
<i>of which:</i>															
Direct from own country of residence		56.0%	46.9%	41.2%	Napp	49.7%	88.3%	64.5%	Napp	94.2%	89.5%	74.4%	28.8%	48.2%	
From United Arab Emirates		10.0%	20.4%	29.2%	64.1%	25.1%	3.4%	23.2%	54.1%	1.1%	0.5%	12.5%	38.8%	23.4%	
From Turkey		1.1%	4.9%	1.6%	1.3%	0.9%		0.6%	7.2%	0.0%	0.1%	0.0%	0.1%	0.2%	
From France			8.2%	13.7%	15.6%	7.2%	0.9%	2.5%	18.7%	0.2%	0.1%	0.1%	0.2%	1.1%	
From Reunion Island		22.5%	1.8%	0.6%	1.0%	3.8%	0.3%	0.4%	1.2%		1.3%	1.7%	4.3%	2.3%	
From Netherlands		0.0%	0.0%	0.0%		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
From South Africa, Rep. of		0.4%	5.2%	4.2%	5.5%	4.1%	1.0%	5.8%	2.4%	0.4%	0.0%	0.8%	3.5%	11.3%	

<sup>1</sup> Provisional

<sup>2</sup> Special Administrative Region of China

Napp: Not Applicable

**Table 8:- Tourist arrivals, tourist departures, tourist nights, average length of stay and tourism earnings, 2017 - 2020**

Year	Tourist arrivals (Number)	Tourist departures (Number)	Tourist Nights <sup>1</sup>	Average Length of stay	Tourism earnings <sup>2</sup> (Rs Mn)
<b>2017</b> 1st Semester	625,859	659,243	6,853,948	10.4	29,319
2nd Semester	716,001	661,897	6,786,803	10.3	30,943
<b>Year</b>	<b>1,341,860</b>	<b>1,321,140</b>	<b>13,640,751</b>	<b>10.3</b>	<b>60,262</b>
<b>2018</b> 1st Semester	646,865	681,859	7,123,373	10.4	33,460
2nd Semester	752,543	695,119	7,172,901	10.3	30,578
<b>Year</b>	<b>1,399,408</b>	<b>1,376,978</b>	<b>14,296,274</b>	<b>10.4</b>	<b>64,037</b>
<b>2019</b> 1st Semester	650,082	676,309	7,145,889	10.6	31,052
2nd Semester	733,406	683,997	7,319,976	10.7	32,055
<b>Year</b>	<b>1,383,488</b>	<b>1,360,306</b>	<b>14,465,865</b>	<b>10.6</b>	<b>63,107</b>
<b>2020</b> <sup>3</sup> 1st Semester	304,881	352,210	4,083,802	11.6	16,083

<sup>1</sup> Tourist nights for a reference period refer to nights spent by tourists departing in that reference period

<sup>2</sup> Source: Bank of Mauritius

<sup>3</sup> Provisional

**Table 9:- Hotels <sup>1</sup>, rooms and bedplaces, 2017 - 2020**

Year	Number as at end of period						
	All Hotels			"Large" Hotels			
	Hotels	Rooms	Bedplaces	Hotels	Rooms	Bedplaces	
<b>2017</b>	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	13,511	29,650	57	10,570	23,579
<b>2018</b>	1st Qr.	113	13,588	29,656	57	10,573	23,413
	2nd Qr.	107	12,850	28,414	55	10,075	22,638
	3rd Qr.	108	12,867	28,481	55	10,075	22,676
	4th Qr.	113	13,574	30,427	57	10,585	24,218
<b>2019</b>	1st Qr.	110	13,456	30,228	57	10,564	24,200
	2nd Qr.	109	13,336	30,068	58	10,533	24,192
	3rd Qr.	110	13,248	30,623	57	10,370	24,437
	4th Qr.	112	13,489	31,024	58	10,539	24,743
<b>2020</b> <sup>2</sup>	1st Qr.	111	13,297	30,664	57	10,352	24,336
	2nd Qr.	91 <sup>3</sup>	10,537	24,214	44 <sup>4</sup>	7,972	18,801

<sup>1</sup> Refers to hotels in the island of Mauritius which were operational and including temporary closed ones pending opening of borders

<sup>2</sup> Provisional

<sup>3</sup> Excluding five hotels not operational because of renovation works and eighteen hotels used as quarantine centres

<sup>4</sup> Excluding four hotels not operational because of renovation works and eleven hotels used as quarantine centres



**Table 10:- Monthly Occupancy Rates (%) for All Hotels and "Large" Hotels, 2018 - 2020**

Month	All Hotels						"Large" Hotels					
	2018		2019		2020 <sup>1</sup>		2018		2019		2020 <sup>1</sup>	
	Room	Bed	Room	Bed	Room	Bed	Room	Bed	Room	Bed	Room	Bed
January	77	70	72	64	73	64	78	72	74	66	75	65
February	79	71	76	67	70	61	81	74	77	69	72	63
March	76	69	71	62	42 <sup>2</sup>	34 <sup>2</sup>	78	72	72	64	43 <sup>2</sup>	35 <sup>2</sup>
April	77	70	73	65	63	54	79	73	74	66	64	56
May	73	67	69	64	1	0	75	70	71	67	0	0
June	70	63	66	57	0	0	72	65	67	58	0	0
July	60	53	64	55	1	1	62	56	65	57	1	1
August	68	61	66	59	1	1	70	64	68	61	0	0
September	73	66	69	62	34	30	74	68	71	63	35	31
October	68	63	69	62			71	66	70	64		
November	76	70	73	66			79	74	75	69		
December	79	69	75	63			82	72	77	65		
Year	74	68	72	64			77	71	74	66		
1 <sup>st</sup> Quarter	73	66	70	62			75	69	72	65		
2 <sup>nd</sup> Quarter	81	72	75	66			83	75	76	68		
3 <sup>rd</sup> Quarter	83	71	84	69			84	72	85	70		
4 <sup>th</sup> Quarter	76	69	78	68			77	70	79	70		
Jan. to Sep.	80	71	79	68			81	72	80	69		
1 <sup>st</sup> Semester	77	69	76	66			79	72	77	68		
2 <sup>nd</sup> Semester	75	67	73	64			77	70	74	66		
Year	75	67	73	64			77	70	74	66		

<sup>1</sup> Provisional

<sup>2</sup> As from March 2020 to end of June 2020, occupancy rate excludes number of nights spent in hotels which were used as quarantine centres

**Table 11:- Employment in large<sup>1</sup> establishments of the Tourism Industry as at end of March, 2015 - 2019**

Establishments	Year				
	2015	2016	2017	2018	2019 <sup>2</sup>
Food Service	3,203	3,313	3,110	3,198	3,282
Hotels	22,568	23,624	24,093	24,145	24,443
Travel and Other Services <sup>3</sup>	3,793	3,755	3,664	3,604	3,514
<b>Total</b>	<b>29,564</b>	<b>30,692</b>	<b>30,867</b>	<b>30,947</b>	<b>31,239</b>

<sup>1</sup> Large establishments are those employing 10 or more persons

<sup>2</sup> Provisional

<sup>3</sup> 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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