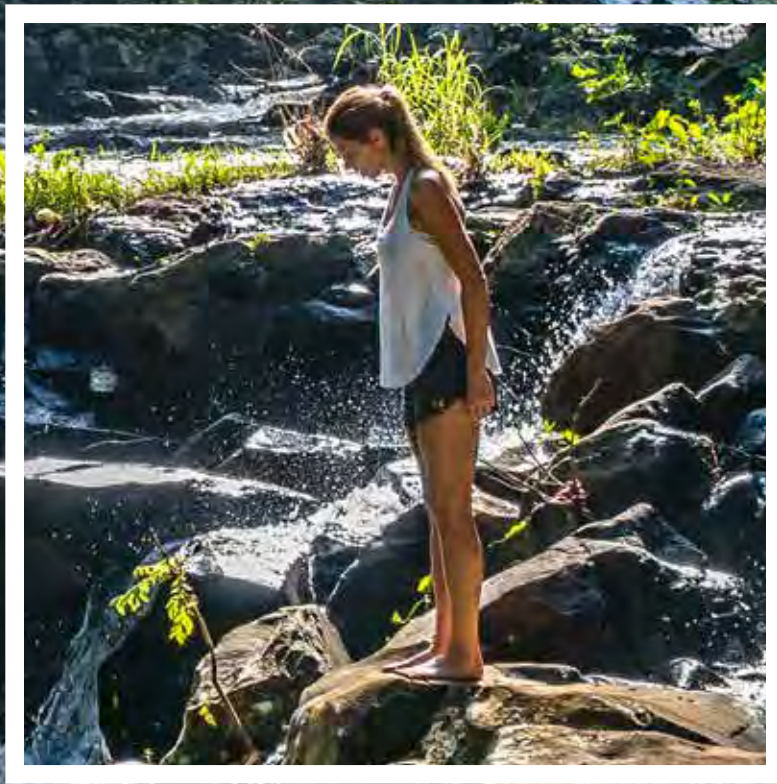


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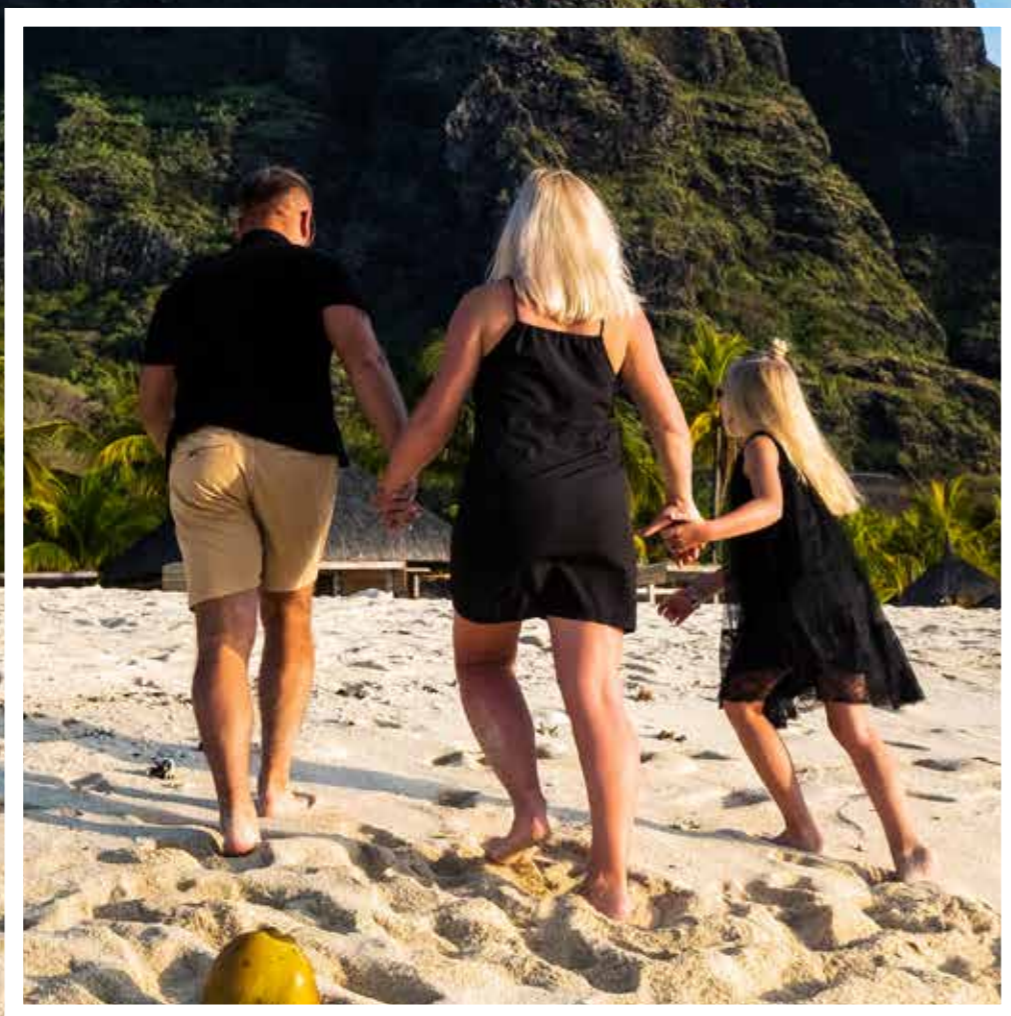
our island
energy



Mauritius

MAURITIUS TOURISM PROMOTION AUTHORITY
ANNUAL REPORT 2022/2023

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GOOD VIBES
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Message from the Chairman

Mr Donald Payen

I am pleased to present the Annual Report of the Mauritius Tourism Promotion Authority (MTPA) for the Financial Year 2022 to 2023.

The tourism industry is one of the main pillars of our economy and has been on the growth path for the last forty years, except for the Great Recession of 2008/2009 and the pandemic which hit the world in 2020/2021, bringing tourist arrivals to NIL and the tourism industry to its knees.

The year under review (July 2022 to June 2023) is the first full year of operations following the full reopening of borders in October 2021. Although still under the Quarantine Act, the health protocol for entry into Mauritius was considerably eased from the beginning of the year enabling a major recovery in tourist arrivals despite some markets in Asia, for instance, China and India still only partially open and air connectivity (as well as sea connectivity) below pre-pandemic levels.

Despite these challenges, our tourism sector performed well during this Financial Year. Mauritius welcomed 1,217,200 tourists during the year compared to 552,250 in the last year (July 2021 to June 2022) and 1,402,600 during the pre-pandemic period (July 2018 to June 2019). Tourism earnings increased from Rs 61.6 billion pre-pandemic to Rs 81.3 billion for the year under review. The Gross Value Added of tourism also increased from 8% to 8.8% from 2019 to 2023, demonstrating the increased contribution of the sector to the national economy.

Building upon pent-up demand, we were pleased to observe that, on average, tourists stayed longer on the island than they did before the pandemic, as testified by accommodation providers (including hotels and all other tourist residences). Moreover, tourists have also spent more during their stay, as confirmed by Destination Management Companies, who reported that sales of excursions were on the rise across the board, with spillover effects on micro, small and medium enterprises throughout the country.



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OUR
ISLAND
VITALITY

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“ A major thrust of our positioning concerns sustainability. As a Small Island Developing State, the sustainability agenda is not an option but a requirement for the future of our country. ”

It is without a doubt that these results were only possible through joint efforts of the public and private sectors to prepare for the safe and sustainable reopening of borders and the relaunch of the sector. The Joint Working Group co-chaired by the Honourable Deputy Prime Minister and Minister of Tourism and the Chairperson of Business Mauritius, as well as the Sub-Committees on specific themes set up under the main Working Group, were instrumental in our reopening and relaunching efforts.

The Marketing Sub-Committee, in which the MTPA played a leading role, was tasked to relaunch the marketing of the destination in our main markets in Europe, South Africa, Reunion Island and India while pursuing aggressive actions in opportunity markets for example the Gulf Cooperation Council countries including the Kingdom of Saudi Arabia and the United Arab Emirates, Central and Eastern European countries and the Benelux countries. We are profoundly grateful to the professionals of the industry who came together to ensure Mauritius became top of mind again for existing customers and to attract potential customers. The results achieved in the year under review speak volumes of the quality of the work of the Marketing Sub-Committee and of the two other Sub-Committees, namely the Health Protocol Committee and the Air Connectivity Committee.

During the second half of the year under review, two other Sub-Committees were created and started working, namely Talent Management dealing with the challenges of attracting and retaining talent in the industry and, Product Development and Customer Experience mandated to identify and propose measures to upgrade tourist sites. The work of these Committees goes a long way to support our marketing efforts in the post-pandemic era and as we grow closer to reaching pre-pandemic activity levels despite all the current challenges.

A major thrust of our positioning concerns sustainability. As a Small Island Developing State, the sustainability agenda is not an option but a requirement for the future of our country. The current 10-year plan commissioned by the Ministry of Tourism in mid-2023 with the World Bank and the assistance of UN Tourism will provide us with the foundations to chart our way forward with sustainability, inclusiveness and resilience as top priorities.

I would like to pay tribute to the Deputy Prime Minister, Minister of Tourism for his leadership and guidance during this challenging period of our tourism journey. My special thanks go to Mr Salim Joomun, Senior Chief Executive, who chaired the MTPA Board for over a year before my appointment in April 2023 and to previous Chairpersons and Board members of MTPA for their contribution over the years. I would also like to take this opportunity to extend a special thanks to my colleagues at the Ministry of Tourism for their invaluable support, to my fellow Board members for their enthusiasm and continued guidance and to the Management and staff of MTPA led by Mr Arvind Bundhun, the Director, for their hard work in the most challenging period of our industry.

The tourism industry is a people industry and draws its strength from people-to-people relationships. I would like to express my gratitude to all our partners in the industry as they are the day-to-day ambassadors of what we offer – airlines, hotels and other accommodation providers, Destination Management Companies and the many micro, small and medium-sized enterprises. My special thanks go to the leaders, the management and all those who work in the frontline and, as importantly, behind the scenes, very often around the clock, to ensure that we deliver on our promises. And, finally, our fellow Mauritians, who by their hospitable nature, ensure that we uphold the reputation of a tourism industry we can all be proud of.

Donald Payen

Message from the Director

Arvind Bundhun

As a key pillar of our economy, the tourism sector plays an invaluable role in the socio-economic life of Mauritian citizens.

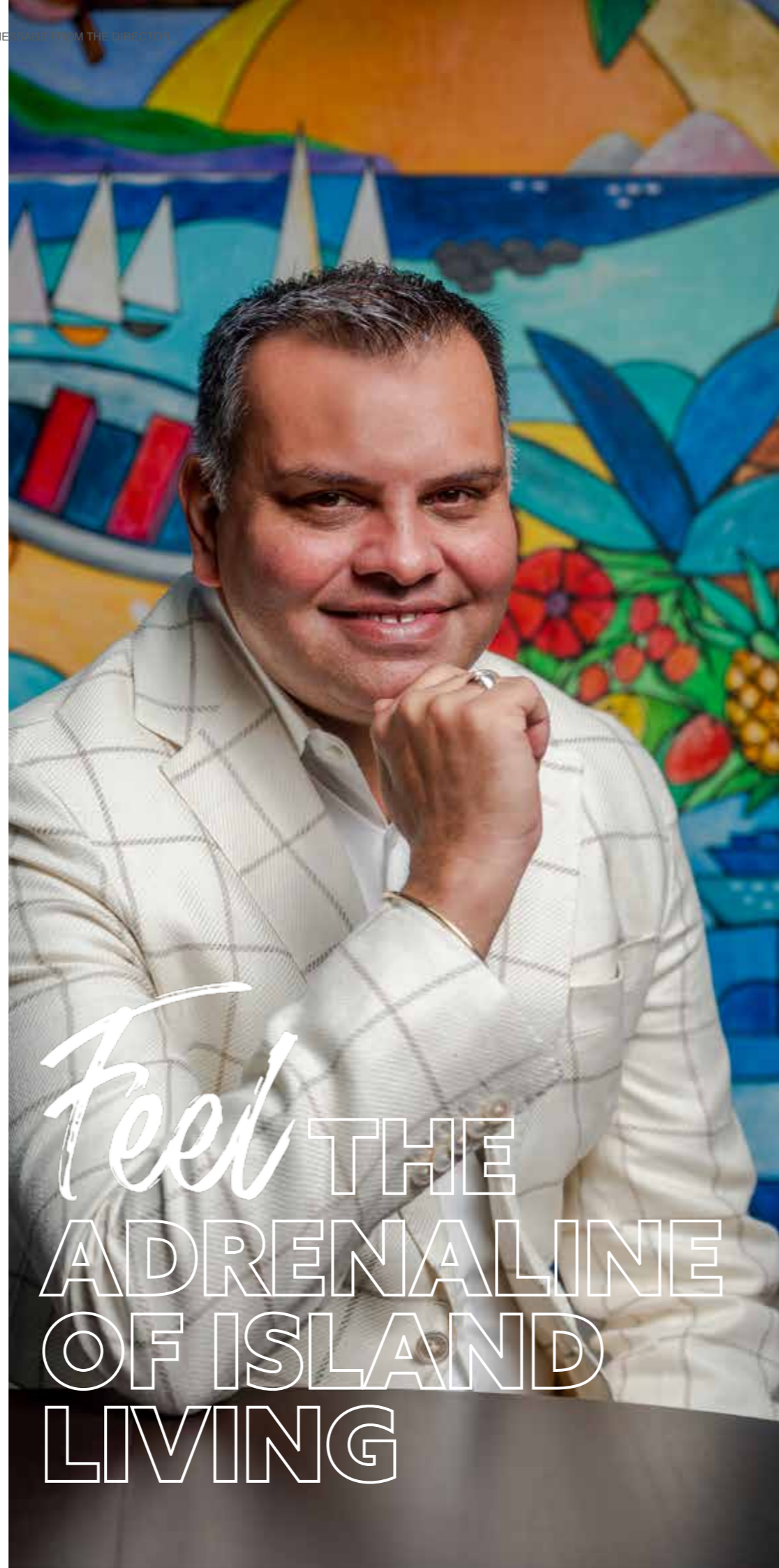
Amidst the challenges of climate change and the complicated geopolitical situation, Mauritius welcomed 1,217,000 tourists in FY 2022-23, with much higher tourism earnings of Rs 81.5 billion, a net growth of 20%, after accounting for the appreciation of major currencies.

Agility, flexibility and sustained presence in markets have re-instated our position in the league of the finest.

The strategy to consolidate our main markets, while diversifying our opportunity markets, has reaped positive results. Figures speak volumes of our progress and sustainable practices since the October 2021 grand re-opening. But, for us, the 'numbers alone' were not the only essence of our development. We stressed understanding our customers from a diversity of markets and prioritised the higher revenue segment.

Our global campaign, 'Feel Our Island Energy', launched in 2023, was a concept triggered by a simple question 'What provides energy to people'. This led to several responses, starting from putting our people first, our legendary hospitality, immersive experiences and the development of creatives that triggered instant emotional connections in all of our markets. The campaign won the destination several accolades worldwide namely in France and Germany. During the World Travel Awards 2023 in Dubai, Mauritius bagged four key awards; 'Indian Ocean's Leading Wedding Destination'; 'Indian Ocean's Leading Sustainable Tourism Destination' and 'Indian Ocean's Best Cruise Destination'.

Our digital presence in overall markets has accrued. The quality of our creatives has evolved into one of immersion, vibrancy, lively and colourful. The digital campaigns are backed up by our presence in key fairs such as ITB, WTM, Top Resa, SATTE, OTM, ATM and roadshows.



Feel THE
ADRENALINE
OF ISLAND
LIVING

“ Our global campaign, 'Feel Our Island Energy', launched in 2023, was a concept triggered by a simple question 'What provides energy to people'. This led to several responses, starting from putting our people first, our legendary hospitality, immersive experiences and the development of creatives that triggered instant emotional connections in all of our markets. ”

Our partnership with Liverpool Football Club has been operating full-fledged with visits of Legends such as Robbie Fowler and Jason McAteer, their videos streamed online, led TV advertising during home matches, the launching of the 'memories last forever' campaign, treasure hunt videos and the quiz competition. The partnership has been crucial in uplifting the destination brand globally. The led advertising broadcasted globally was viewed by a cumulative 464 million fans. Social media content featuring the destination generated more than 152 million impressions, 57 million video views and 6 million engagements.

The future is also about unlocking new opportunities, exploring new avenues and being constantly in the mind of the potential traveller whilst adhering to the philosophy of the Government, that 'tourism should be inclusive, sustainable and equitable'.

We will also be looking forward to setting up PR structures in Eastern Europe, a markets with good growth potential.

On this note, I wish to extend my heartfelt thanks to Hon. Deputy Prime Minister and the Minister of Tourism, Hon. Louis Steven Obeegadoo who chaired the joint public and private sector committee, vital for the reignition of our tourism industry.

I would like to place on record the immense contribution of Mr. Donald Payen, Chairman of the MTPA, my Board members, and cadres of the Ministry of Tourism. My gratitude to the MTPA team who played a pivotal role in the implementation of the tourism strategy and their sustained efforts in markets which reinstated Mauritius on the tourism radar.

Arvind Bundhun



Feel THE
HAPPINESS

Corporate
Governance

Corporate Governance

Principle One – Governance Structure

3.1 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.

3.2 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.

3.3 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.

3.4 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

Principle Two – 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 2022 to June 2023, the MTPA was administered by the following Board members:

Chairperson

Mr Mohammad Salim Joomun (until 02 April 2023)

Mr. Donald Emmanuel Payen (as from 03 April 2023)

Members

Mr Mohammad Salim Joomun - Permanent Secretary, Ministry of Tourism

Mrs Ishrat Mooraby (Alternate) - Assistant Permanent Secretary, Ministry of Tourism

Mrs Bibi Fatwma Abdool Raman Ahmed (as from 03 April 2023) - Permanent Secretary, Ministry of Finance,
Economic Planning and Development

Mr Namasivayen (Ken) Poonoosamy (until 31 March 2023) - Chief Executive Officer, EDB Mauritius

Mr Dharamraz (Sachin) Mohabeer (as from 03 April 2023) - Deputy Chief Executive Officer, EDB Mauritius

Mr Jocelyn Kwok - Chief Executive Officer, AHRIM

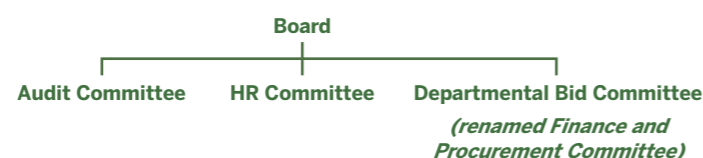
Mrs Shirleen Wong (until 31 March 2023) - Business Development (Real Estate) Director, Baker Tilly Advisory

Mr. Bruno Lebreux (as from 03 April 2023) - Executive Chairman, KlikMoris Services Ltd

Mrs. Geneviève Dardanne (as from 03 April 2023) - Director and Partner, Kreola Ltd

Mr. Donald Emmanuel Payen (Board member until 02 April 2023) - Senior Advisor, Ministry of Tourism

3.7 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. In compliance with the Code of Corporate Governance for Mauritius, the Board and Statutory Committee Charters are currently being drafted.

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 five times during the period July 2022 to June 2023.

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

Chairperson

Mrs. I. Mooraby - Assistant Permanent Secretary, Ministry of Tourism

Members

Ms. S. Wong (until 31 March 2023) - Business Development (Real Estate) Director, Baker Tilly Advisory

Mr. Bruno Lebreux (as from 31 May 2023) - Executive Chairman, KlikMoris Services Ltd

Ms Mary Mootoosamy (as from 31 May 2023) - Manager – HR & General Admin, EDB Mauritius

Mr. A. Bundhun (in attendance) - Director MTPA

Finance and Procurement Committee

The Departmental Bid Committee which looks into all matters regarding procurement of goods and services including consultancy services has been renamed in May 2023 as the Finance and Procurement Committee (FPC) to enhance the role and responsibilities of the Committee. The Terms of reference of the Committee are currently being finalised.

For the period July 2022 to June 2023, the MTPA Departmental Bid Committee met seventeen times and the Finance and Procurement Committee met five times.

The members of the Departmental Bid Committee were as follows:

Chairperson

Mrs S. Wong (until 31 March 2023) - Business Development (Real Estate) Director, Baker Tilly Advisory

Members

Mrs I. Mooraby - Assistant Permanent Secretary, Ministry of Tourism

Mr Y. Bachwa (until 31 March 2023) - Senior Professional Real Estate and Hospitality, EDB Mauritius

The members of the Finance and Procurement Committee are as follows:

Chairperson

Mrs Bibi Fatwma Abdool Raman Ahmed (as from 31 May 2023) - Permanent Secretary, Ministry of Finance,
Economic Planning and Development

Members

Mrs I. Mooraby - Assistant Permanent Secretary, Ministry of Tourism

Mrs. Geneviève Dardanne (as from 31 May 2023) - Director and Partner, Kreola Ltd

Audit Committee

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

Chairperson

Mr J. Kwok (until 31 May 2023) - Chief Executive Officer, AHRIM

Mr Dharamraz (Sachin) Mohabeer (as from 31 May 2023) - Deputy Chief Executive Officer, EDB Mauritius

Members

Mr. N. (Ken) Poonoosamy (until 31 March 2023) - Chief Executive Officer, EDB Mauritius

Mr Rajagopalan Subbrahmnya Pillay Amourdon (as from 12 June 2023) - Deputy Permanent Secretary, Ministry of Finance

Mr J. Kwok (member as from 31 May 2023) - Chief Executive Officer, AHRIM

The Internal Auditor/Senior Internal Auditor who is the Head of the Internal Audit Section attends and reports to the Audit Committee.

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

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

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

During the period July 2022 to June 2023, the Audit Committee met three times.

3.8 Representation on Board and Committees

The members of the Board and Sub-Committees for the period July 2022 to June 2023 is as follows:

Name	Board	Audit Committee	HR Committee	Departmental Bid Committee (Renamed as Finance and Procurement Committee)
Mr D. Payen	✓			
Mr M. S. Joomun	✓			
Mr J. Kwok	✓	✓		
Mr N. Poonoosamy	✓	✓		
Mr S. Wong	✓		✓	✓
Mrs B. F. Abdool Raman Ahmed	✓			✓
Mr D. Mohabeer	✓	✓		
Mr B. Lebreux	✓		✓	
Mrs G. Dardanne	✓			✓
Mrs I. Mooraby			✓	✓
Mr R. S. P. Amourdon		✓		
Ms M. Mootoosamy			✓	
Mr Y. Bachwa				✓

Name	Board	Audit Committee	HR Committee	Departmental Bid Committee	Finance and Procurement Committee
Total Number of Meetings	8	3	5	17	5
Mr D. Payen (Chairman)	2				
Mr M. S. Joomun (Chairman)	6				
Mr M. S. Joomun	2				
Mrs I. Mooraby (Alternate)			5	14	5
Mr N. Poonoosamy	4	3			
Mr D. Mohabeer	2				
Ms M. Mootoosamy					
Mr Y. Bachwa				11	
Mrs B. F. Abdool Raman Ahmed	2				5
Mr R. S. P. Amourdon					
Mrs S. Wong	4		5	15	
Mr J. Kwok	6	3			
Mr B. Lebreux	2				
Mrs G. Dardanne	2				5
Mr D. Payen	6				

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.

Directors' Profile

Mr Donald Payen

Donald E Payen, BEM
Chevalier de l'Ordre National du Mérite (France)

Mr. Donald Emmanuel Payen is a senior airline and tourism professional. He joined Air Mauritius in 1979 and spent most of his career with the national airline. He has held several Management positions in Cargo, Commercial, Communications, Customer Experience and Operations from 1988 and served the Company in Mauritius (Airport and Head Office), Reunion, Singapore and France. He was appointed member of the Leadership Team in 1999, initially at Director level (Executive) and at Executive Vice President level in 2007.

Mr. Payen retired from Air Mauritius at the end of July 2020 and joined the Ministry of Tourism as Senior Adviser at the beginning of August 2020.

He is currently the Chairperson of the Mauritius Tourism Promotion Authority.

Mr. Payen holds a "Diplome Supérieur en Administration des Entreprises" (University of Mauritius) and a master's in business administration (University of Surrey). He is a Fellow of the Chartered Management Institute FCMI (UK), a Fellow of the Chartered Institute of Logistics of Transport FCILT (UK), a Fellow of the Chartered Institute of Marketing FCIM (UK), a Fellow of the Royal Aeronautical Society FRAeS (UK), an Honorary Fellow of the Aeronautical Society of Mauritius FAeSM, and a Fellow of the Mauritius Institute of Directors FMIOd.

He was made a Knight of the Order of Merit "Chevalier de l'Ordre National du Merite" by the French Government in 2016. He also received a special Award at the World Travel Awards Grand Finale in Oman in 2019 for his outstanding contribution to Aviation. The British Empire Medal (BEM) was conferred upon him by Her Majesty Queen Elizabeth II in 2021. The French Government awarded him the "Medaille de l'Aeronautique" in 2022 for his contribution to aviation.

Mr Mohammad Salim Ferhat Joomun

Mr. Mohammad Salim Ferhat Joomun holds a BSc (Hons) Chemistry, MSc Chemistry, a Diploma in Management (with specialisation in Public Administration) and a Master of Business Administration.

He joined the Civil Service as Assistant Permanent Secretary in 1992 and was promoted to Deputy Permanent Secretary in 2005 and appointed as Permanent Secretary in September 2018. On 9 March 2023, he was appointed Senior Chief Executive.

He has served as Permanent Secretary at the Ministry of Industry, Commerce and Consumer Protection (Industry Division), Ministry of Local Government, Ministry of Energy and Public Utilities, Ministry of Housing and Land Use Planning, and is currently posted at the Ministry of Housing and Land Use Planning and the Ministry of Tourism.

Mr. Joomun has previously served on various Boards of public organisations, including the National Housing Development Company Ltd, the Town and Country Planning Board, the Mauritius Standards Bureau, the Fashion and Design Institute, the Morcellement Board, the Mauritius Posts Ltd, the State Informatics Ltd, the Statutory Bodies Family Protection Fund, the Mauritius Housing Company Ltd and the Central Electricity Board.

He is currently the Board member of the Mauritius Tourism Promotion Authority, Airports of Mauritius Co Ltd, Airport Terminal Operations Ltd and the Mauritius Duty Free Paradise Co Ltd.

Mrs Bibi Fatwma Abdool Raman Ahmed

Mrs. Bibi Fatwma Abdool Raman Ahmed holds a Master of Business Administration with Specialisation in Human Resource Management from the University of Mauritius.

Mrs. Abdool Raman Ahmed has years of experience in the Public Sector. She is currently the Permanent Secretary of the Ministry of Finance, Economic Planning and Development.

In her capacity as Permanent Secretary, she is called upon to play an instrumental role in advising the Government on policy formulation and strategies as well as drafting of legislations, for instance the Academy and Design Institute Act 2022. She provided strategic guidance in the formulation of the Industrial Policy & Strategic Plan (IPSP) (2020-2025), which was prepared with the assistance of the UNCTAD. She was the Chairperson of the Industrial Policy Executive Oversight Committee to monitor the implementation of the IPSP document.

Mrs Abdool Raman Ahmed serves on several Boards and Meetings, notably the Industrial FC of Mauritius, The Development Bank of Mauritius, ICT Authority, Mauritius Tourism Promotion Authority, Utility Regulatory Authority and MIB Ltd.

Mr Dharamraz (Sachin) Mohabeer

Mr Dharamraz (Sachin) Mohabeer is the Deputy Chief Executive Officer at the Economic Development Board of Mauritius. He has been in investment promotion and business facilitation for more than 20 years, with 15 years in the promotion of the real estate, hospitality and tourism sector. Mr. Mohabeer started off his career in the Freeport before moving into real estate and hospitality, he has worked in the setting up of various schemes including the Smart City Scheme and the Property Development Scheme and facilitated the development of major investment projects. He has also been involved in country marketing and organized several investment promotion campaigns in various countries with the objective to attract investors to set up operations in Mauritius. He has demonstrated track record in strategic assessment, identifying market opportunities, and managing and executing large, complex investment projects that led to FDI in excess of USD 3 billion in the last 12 years

Mr Jocelyn Kwok

Mr. Jocelyn Kwok is since 2011 the Chief Executive Officer of AHRIM (Association of Hoteliers and Restaurants in Mauritius), the main professional association of private operators and lead spokesperson in the tourism and 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. He currently chairs a Working Group on the Improvement of Tourism Statistics under the aegis of Statistics Mauritius.

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 namely 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.

During the period under reference, he served as a Council member of the HRDC (Human Resource Development Council), a Council member of the NPCC (National Productivity and Competitiveness Council), a Member of the National Wage Consultative Council and Board member of the MCCI (Mauritius Chamber of Commerce and Industry).

Mr Bruno Lebreux

Mr Bruno Lebreux is the Executive Chairman of KliikMoris Services Ltd and also serves as Member on the National Star Rating Committee.

Mr Lebreux holds an IATA Advanced diploma and an advanced Tourism Strategy & Marketing diploma. He is a certified member of GMP ESSEC Business School (Paris / Cape Town / Shanghai).

Mr. Lebreux has held the position of chairmanship in several organisations. He was Chairman of the AIOM (Association of Inbound Operators of Mauritius) during successive periods: 2003-2006, 2013-2016 and 2019-2020, Chairman of MAITA (Mauritius Association of IATA Travel Agents) from 2008 to 2011 and Chairman of AJPC / Airlines & Travel Agent from 2009 to 2011. He was also a Board Director of AHRIM, a member of MCCI Council (Tourism Representative) and a member of ITMA (International Travel Meeting Association).

Mrs Geneviève Dardanne

Mrs. Geneviève Dardanne is the Founder & Director of Kreola Ltd. She has been in the tourism sector since 1981 having held several managerial positions at Jet Tours, White Sand Tours and Hilton Mauritius & Seychelles.

Mrs. Dardanne is currently the President of the Association of Inbound Operators Mauritius. She is also the Director & Partner of Mauzil Services and Travel by Kreola since 2021.

Mr Namasivayen (Ken) Poonoosamy (until 31 March 2023)

Mr. Ken Poonoosamy is the Chief Executive Officer of the Economic Development Board, the leading Government agency tasked with the mandate of providing strong institutional support for strategic economic planning and promoting Mauritius as an attractive investment and business centre, a competitive export platform as well as an international financial centre. Mr. Poonoosamy has accumulated over 25 years of experience cutting across all spheres of economic activities leveraging on global business networks and key contacts globally.

After his graduation in Economics from the UK, Mr. Poonoosamy worked for Deloitte before joining the Mauritius Freeport Authority. In January 2005, he joined the Board of Investment, the apex investment promotion agency, where he led key clusters including New Business Development, International Business Services, Freeport & Logistics. In 2011, he was appointed as the Managing Director of the BOI and remained in that position until January 2018, when the EDB was established.

His work at the Board of Investment, and now at the Economic Development Board, has led him to spearhead a number of national initiatives and supported Government in the development and nurturing of new economic pillars as well as positioning the country as a competitive and trusted investment and business location.

During the period under reference, Mr. Poonoosamy has served as Board member in the following institutions: Industrial Finance Corporation of Mauritius Ltd (IFCM) and Mauritius Institute of Biotechnology Ltd (MIB).

Mrs Shirleen Wong (until 31 March 2023)

Mrs Shirleen Wong is the Business Development Director at Baker Tilly Mauritius.

She 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.

She started her professional career in the hospitality industry at the Radisson Edwardian Hotel Group and at Andaz London Liverpool Street, the very first of its brand in the world as part of the luxury Hyatt hotel group. After a few years in the luxury hotel industry, she pursued her interest in real estate and joined Vanet Asset Management Company in Canary Wharf, London. There she trained as a Property Manager and was quickly promoted to Senior Account Manager where she oversaw Property Management, Lettings and Sales, and was managing top tier accounts with a niche clientele, with many high-net-worth clients worldwide and developed excellent contacts and relationships within the industry.

Principle Three – 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.

Principle Four – 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. For urgent matters, special meetings are convened or decisions passed by written resolutions, where appropriate.

During the period July 2022 to June 2023, the Board met six times under the Chairmanship of Mr M. S. Joomun and two times under the Chairmanship of Mr D. E. Payen.

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 Finance and Procurement, 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 2022 to June 2023, a total amount of Rs 743,666.68 has been paid as Director fees.

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.

Principle Five – 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. This Charter is currently being reviewed and updated. The assistance of the Internal control cadre of the Ministry of Finance, Economic Planning & Development has been sought to facilitate the establishment of a risk assessment framework for the MTPA in line with Circular 8 of 2021, Guidelines for establishment of Risk Management in the Public Sector.

The Anti-Corruption Committee has been set up by the Mauritius Tourism Promotion Authority Management upon recommendation made by the Independent Commission against Corruption.

The Anti-Corruption Committee has as objectives to plan, oversee and closely monitor the conduct of the Corruption Risk Management exercise until its completion.

The aim of the Anti-Corruption Committee is to identify a realistic set of potential areas that may be vulnerable to corruption, determine which should be prioritised, develop and implement mitigation cost effective measures.

Another objective of Anti-Corruption Committee is to conduct Corruption Risk Awareness in different areas/functions of the organisation.

Principle Six – 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 and copies tabled at the National Assembly.

The Financial Statements 2022/2023 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 budget for 2022-2023 was pre-allocated by the Ministry of Finance, Economic Planning and Development to operating costs and destination marketing support.

Corporate Social Responsibility

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 (artist, pageants, gastronomy) as listed hereunder in recognition to their direct and indirect contributions to the tourism industry:

- Bocuse D'Or culinary competition held in France and Morocco
- Caudan Food Festival
- China Town Food & Cultural Festival
- La Isla 2068 held at Chateau de Labourdonnais in Mapou
- Festival Kiltir ek Langaz Kreol Morisien
- 60th Edition Miss International Beauty Pageant in Tokyo

The MTPA sponsored the Ultra Swim Mauritius, organised by RSVP Events Co Ltd. The project consisted of a personal swimming challenge of Mrs Tina Staub, an ultra-trailer and personal life coach to raise awareness and funds for the NGO Muscular Dystrophy Association, a charitable institution that provides support and care to Muscular Dystrophy Sufferers.

Social Issues

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, Festival Kiltir Ek Langaz Kreol Morisien, amongst others.

As has been the practice over the past few years, MTPA has given assistance to SME associations of the tourism sector to promote the destination by co-funding their marketing actions. Furthermore, the SME Refund scheme which is a budgetary measure is administered by MTPA for SMEs participation in international tourism fairs.

MTPA runs an internship scheme to provide training to unemployed youngsters to enhance their employability. During the period under review, some 35 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. 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.

As part of its Non-Communicable Diseases (NCD) Programme, the Ministry of Health provided medical check-up to MTPA staff on Tuesday 18 October 2022. The following services were provided: Height, Weight and Waist Measurement / Body Mass Index, Screening for Diabetes, Blood Pressure, Vision Test, Consultation by Medical officer, Counselling, and Breast and Cervical Cancer Screening.

MTPA focuses on promoting a holistic development of its employees' skills and personality. In October 2022, the organisation nominated 7 members to follow courses on Telephone and Reception techniques provided by Consultancy Company Limited. As part of succession planning, courses on 'Tender Preparation and Evaluation', organised by the Civil Service College, were provided to two officers of the Administrative Unit in October and November 2022.

During the period under review, several online seminars and trainings were provided to staff in the Marketing unit: 'Tourism Management for Developing Countries' offered by the Government of the People's Republic of China from 30 November to 20 December 2022, 'International Tourism Cooperation and Development for Developing Countries' sponsored by the Government of the People's Republic of China from 11 to 24 April 2022 and a training programme on 'Strategies in Developing and Managing Sustainable Ecotourism Destination and Products in Muslim-Friendly Tourism and Hospitality Environment' offered by the Government of the Republic of Malaysia from 19 to 23 June 2023.

These courses and training programs aimed at providing MTPA officers with better understanding of the current and global trend in tourism while giving them access to progressive experience on new concepts, technologies and opportunities in tourism management.

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 on all matters governing employment, health and safety and welfare.

Environmental issues

In the context of the Budget Measure to reduce energy use by Government Bodies by 5%, the Energy Efficiency Management Office (EEMO) conducted an awareness session at the MTPA on 12 and 13 October 2022, to enable officers to participate actively in this national effort to promote an energy efficiency and energy saving culture in the Public Sector.

To address environment impacts associated with paper use, the MTPA Board has made a commitment to minimize the use of physical documents for meetings by using technology.

Principle Seven – 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.

Principle Eight – Relations with Shareholders and Other Key Stakeholders

MauritiusNow content creation project

The onset of Covid-19 has transformed the equation of communication with digital initiatives as the new core of the overall business model to reach consumers and the trade. The MTPA has set sail in this direction since January 2021 building up on the 'MauritiusNow' campaign and communication globally and in markets digitally.

In November 2022, MTPA appointed a consultant for content creation as part of its overall corporate structure for the production of a fresh campaign to target the high season in line with the philosophy of MauritiusNow which highlights its range of activities, showcasing Mauritius as a beyond the beach destination.

Content is produced through interactions and meetings held with a joint working group and sub-committees that comprise representatives of the tourism industry and international PR consultants in our key markets. Content/ assets created are shared with industry partners for destination promotion purposes.

Market Round Table/ Focus Group

At the start of every financial year, a Round Table is organized for each market with local and international industry stakeholders (Destination Management Companies, tour operators, travel agents, hotels, tourism associations, airlines) and MTPA's Public Relations Consultants to identify market strategies and discuss about upcoming projects (participation in fairs and roadshows, press and familiarisation trips, etc.)

The joint synergy between public and private sectors is as strong as ever with a number of meetings, both face-to-face and online, to present MTPA activities to local stakeholders and hold interactive sessions to maximise on best returns for the destination.

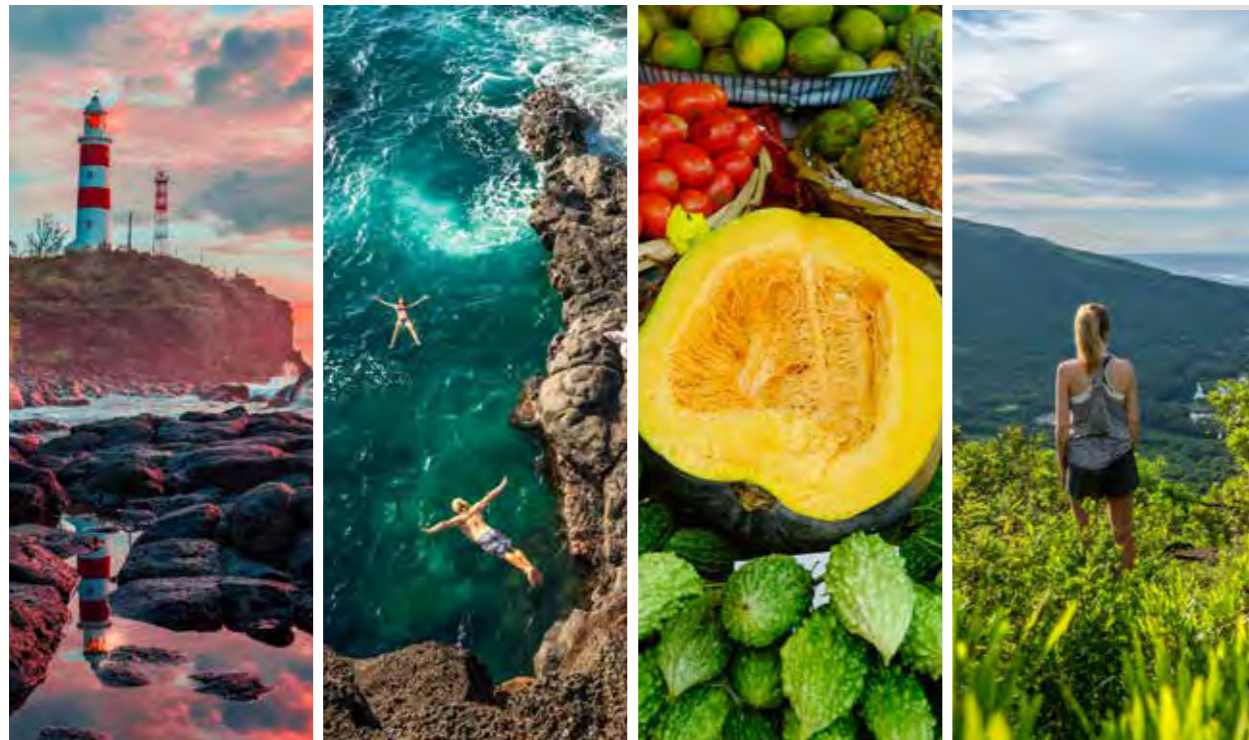


Feel THE
EMOTIONS

Tourism Performance

Summary of activities in markets

Feel the island energy



a) E-Marketing

The importance of e-marketing in the customer purchase cycle is only increasing with social media playing a predominant role in this cycle as consumer stuck at home have been using their computers and mobile devices more than ever, including browsing Facebook for news and Instagram for escapism.

To capitalize on this, the MTPA's e-marketing strategy focused on boosting the destination's presence on social media through messages that made people feel comfortable about travelling to Mauritius. Social media campaigns based unique content promoted the destination's assets and were supported by data-driven digital advertising campaigns to reposition Mauritius as a dream destination.

Date/Months	Short description of project	Visuals/photos
July 2022- June 2023	#MauritiusNow social media campaign – ongoing campaign on Facebook, Instagram, Youtube, TIKTOKand LinkedIn to promote the destination and keep #mauritiusnow trending	MN1 MN2
July 2022- June 2023	#MauritiusNow live cams – live promotion of the destination through 13 live cams on mauritiusnow.com	LIVE1 LIVE2
July 2022- June 2023	Promotion of #MauritiusNow content and newsletters on the official destination app MyMauritius	APP
July 2022- June 2023	Collaboration with We Love Mauritius to promote the destination's top attractions with local and international artist music videos	ISLA
July 2022- June 2023	Ile Maurice TV – promotional campaign on YouTube to highlight the destination's attractions and activities through a series of stunning 4K videos	TV1 TV2

Date/Months	Short description of project	Visuals/photos
August – December 2022 / February – April 2023	Video advertising campaign targeting long haul travelers using data-driven marketing and retargeting	VID1
November 2022	Mauritius interactive quiz – social media competition on Facebook and Instagram to create buzz around the destination and capture emails for remarketing	QUIZ1
February - May 2023	Smart native advertising campaign with delivery of ads based on user interests and browsing history to showcase the destination's assets and drive traffic to dedicated landing pages on the destination website	AD1 AD2

b) Integrated Marketing

- Successfully trained a total number of **1,258 sales agents** with over 16 training webinars and training events
- Increased MTPA's Hablo profile with **1,500 new followers**
- Attended **two tradeshows** on behalf of MTPA and held **50 one-to-one meetings**
- Initiated over **20 sales meetings** throughout the year
- Hosted **two trade event** for key tour operators and local stakeholders throughout the year
- Successfully completed **two JMA campaigns** with key tour operators, Premier Holidays and Blue Bay Travel
- Achieved **5,486,506 impressions** with our B2C campaign, supporting **four tour operators** as call-to-action partners
- Ensured **10 product managers** travelled to Mauritius to see the Mauritius Golf and Wedding product as well as mainstream product

c) PR

- Secured **317 pieces of coverage** on Mauritius, including **159 print pieces**, **146 online pieces** and **12 broadcast pieces**.
- Reached **1,110,465,785 readers/viewers** and generated coverage with a total AVE of **£49,858,024.94**
- Included a bespoke story on Mauritius in **five MMGY Hills Balfour roundup releases**
- Distributed **three press releases** on Mauritius to target UK media
- Joined over **80 media meetings** to discuss Mauritius' latest news and potential story angles
- Hosted **two media breakfasts** to update key press contacts on Mauritius news
- Attended **17 industry events** on MTPA's behalf
- Organised **one group FAM trips** and **14 individual trips to Mauritius for top tier media including publications such as:**
 - The Daily Telegraph, Forbes, National Geographic Traveller, YOU Magazine, ITV's This Morning, Married at First Sight UK

d) Social Media

- Published **562 pieces** of content across Facebook, Instagram and Twitter
- Daily community management to nurture the community and grow destination advocates
- Successfully hosted **5 influencers** on a group trip in destination to showcase the island's diverse offering to an audience of over **1.37M** in line with the Feel Our Island Energy campaign
- Ongoing influencer relations, assisting with ad hoc requests and influencer meetings
- Executed social ads to support the Feel Our Island Energy campaign
- Results:
 - Total Impressions: 4,803,792
 - Total Clicks: 18,033
 - CTR %: 0.38%
 - Total Engagements: 875,138
 - Total Video Views: 2,867,893
 - Total Reach: 1,400,369
 - Added Value Impressions: 203,792

Public relations

Print Coverage

MMGY Hills Balfour obtained **159 pieces of print coverage** on Mauritius between June 2022 - May 2023. Top features included:

- This way to the beach - Good Housekeeping
 - Circulation: 433,661
 - AVE: £12,174
- Mauritius on a budget - Woman
 - Circulation: 116,062
 - Total AVE: £29,644.20
- Slip into Summer - You Magazine
 - Circulation: 872,375
 - AVE: £198,000



Online Coverage

MMGY Hills Balfour obtained 146 pieces of online coverage on Mauritius between May 2022 - May 2023. Top features included:

- Mauritius drops all remaining Covid travel restrictions - Independent
 - MUU: 26,000,000
 - Total AVE: £129,966
- The Indian Ocean gem is best seen on two wheels - The Telegraph Online
 - MUU: 10,333,447
 - AVE £23,851.33

Mauritius vs Maldives - Selling Travel Online

- MUU: 19,000
- AVE: £18,750.00



FAM Trips

MMGY Hills Balfour secured and executed one group press trip and fourteen solo press trips to Mauritius

- Group trip:
 - Angle: Wellness
 - Media hosted & commissions secured:
 - Harriet Russell, SheerLuxe (MUU: 1,300,000)
 - Ali Horsfall, Woman (Circulation: 116,062)
 - Victoria Dance, The Arbuturian (MUU: 80,000)
 - Jenni Savin, COSMOPOLITAN (Circulation: 205,363)
- Individual trip highlights:
 - National Geographic Traveller
 - The Sunday Times
 - You Magazine
 - Birdwatching Magazine



Press Coverage Highlights



Media Events

Between June 2022 - May 2023 MMGY Hills Balfour:

- Met with **80 plus media on one-to-one meetings** to discuss Mauritius story angles and pitch in key news
- Attended **17 industry events** with key press and industry leaders on MTPA's behalf
- Hosted **two media breakfasts** organised on behalf of MTPA and followed up with all media attendees:
 - June 2022
 - March 2023



Press Releases

MMGY Hills Balfour included Mauritius in a total of five MMGY Hills Balfour agency-wide press releases, tied to timely news hooks and distributed to target nationals, regionals, lifestyle titles and travel magazines, and distributed three press releases on Mauritius to target media:

- MMGY Hills Balfour release themes:
 - **Bank Holiday season** - "Make the most of the upcoming bank holidays and enjoy more time away for less"
 - **Female solo travelling** - "The best and safest solo travel experiences for women"
 - **Wellness for New Year** - "Wellness escapes to kickstart 2023"
 - **Budget getaways** - "MMGY Hills Balfour Breaks on a Budget"
 - **Winter destinations** - "MMGY Hills Balfour 12 Destinations for Christmas"
- Press releases distributed on behalf of MTPA:
 - "Mauritius further eases Covid restrictions as tourism demand increases"
 - "LIVERPOOL FOOTBALL CLUB AND MAURITIUS RENEW THEIR GROUNDBREAKING GLOBAL PARTNERSHIP"
 - "MAURITIUS SCOOPS THREE LEADING DESTINATION AWARDS AT 2022 WORLD TRAVEL AWARDS FOR INDIAN OCEAN REGION"

Integrated Marketing

Hablo Trade Sales Incentive

To encourage bookings and drive awareness for Mauritius during the peak booking period, MMGY Hills Balfour launched a booking incentive on B2B platform Hablo. MMGY Hills Balfour were able to do this at a lower cost as MTPA already have a Hablo subscription. While posting the incentive to Hablo came without a cost, MMGY Hills Balfour put £1,500.00 towards promoting the incentive campaign over the three month period to travel agents and tour operators to encourage more bookings.

To incentivise entries, MMGY Hills Balfour gave away four 2x standard seats to a Liverpool FC home game along with a pair of hospitality seats. Air Mauritius also gave away a pair of flights as the top prize.

The campaign began on 02 January 2023 to 16 March 2023 with the following aims:

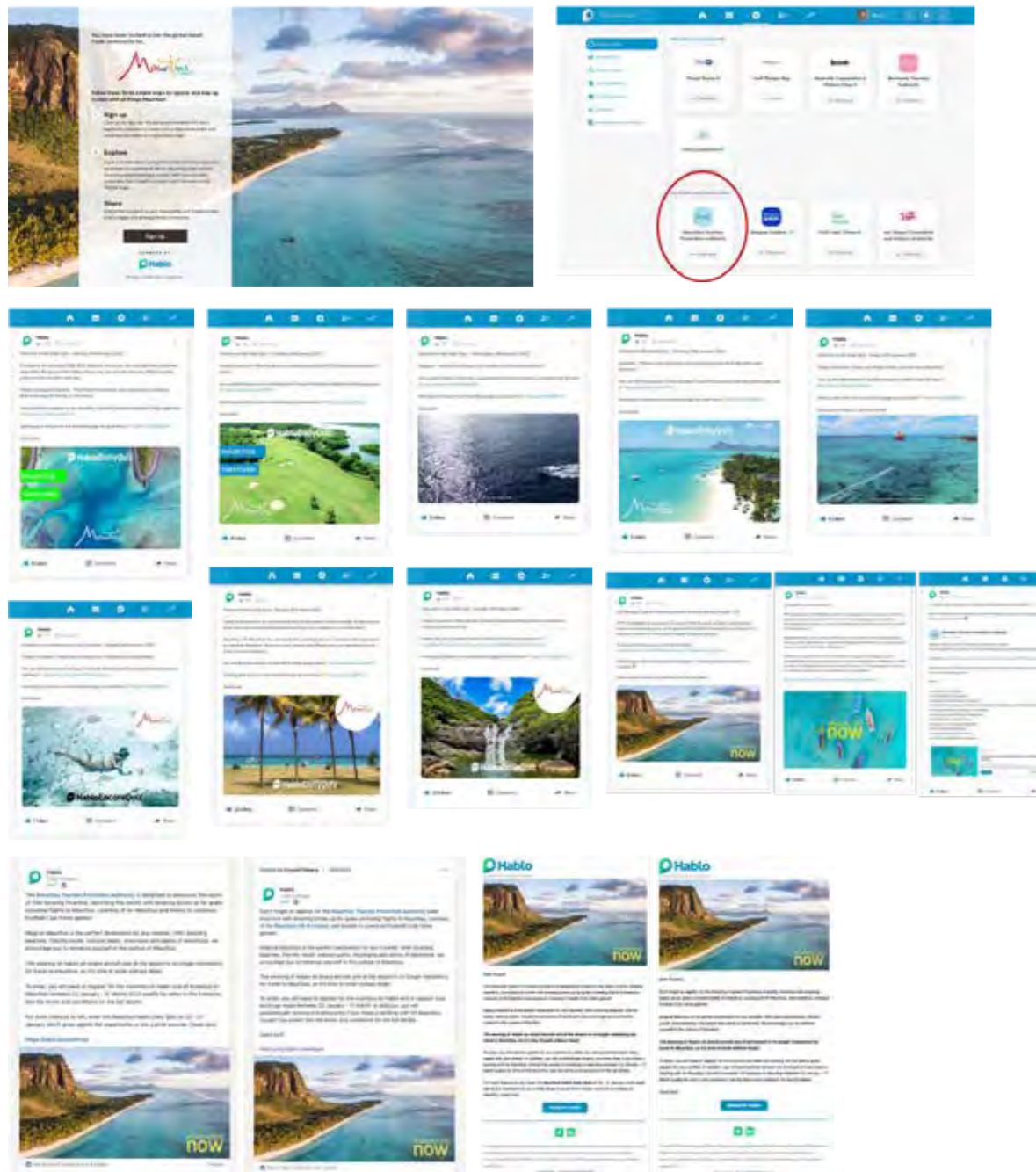
- Increase the number of bookings made to Mauritius
- Compete with other competitive destinations
- Maximise destination awareness
- Bring in Air Mauritius

Please see below a breakdown of the £1,500.00 marketing campaign.

Activity	Estimated Reach	w/c 2 Jan	w/c 9 Jan	w/c 16 Jan	w/c 23 Jan	w/c 30 Jan	w/c 6 Feb	w/c 13 Feb	w/c 20 Feb
Featured Organisation on Explore page - 8 weeks	5,000 impressions								
Hablo Daily Quiz - 1 week takeover	7,000 impressions				23-27 Jan				
Hablo Encore Quiz - 3 Quiz Questions - Mondays	1,700 impressions					30-Jan	06-Feb	13-Feb	
Hablo e-newsletter - 2 dedicated campaign e-blasts	8,000 database		10-Jan			31-Jan			
Social Promotion via LinkedIn	5,000 reach								
Hablo 3 dedicated posts	1,200 impressions	05-Jan		24-Jan				14-Feb	

The results of the campaign was as follows:

- The Hablo Daily Quiz posts received 3,765 impressions and 75 post interactions
- The Hablo Daily Quiz generated 702 entries from UK & Ireland agents across the 8 days
- The MTPA Hablo page received over 825 page views and gained an extra 566 followers
- MTPA Hablo posts received 11,501 impressions over the campaign period
- MTPA Hablo posts received 171 post interactions over the campaign period



Hablo Subscription

MMGY Hills Balfour has continued its subscription with Hablo during 22-23. The MMGY Hills Balfour team has used this subscription to post weekly on the platform with inspirational content and messaging.

As part of the subscription, MMGY Hills Balfour launched a Hablo Daily Quiz Takeover which invited agents to learn about the amazing DMCs, hotels and resorts across Mauritius. Through entering the quiz each day on the platform agents got the chance to win one of the two daily prize vouchers on offer.

- Total number of page followers: **2,028**
- Number of new followers in the past year: **1,500**
- Number of total page views in the past year: **2,500**
- Number of post impressions in the past year: **22,700**
- Number of post interactions in the past year: **403**
- Number of impressions during the takeover quiz: **1375**
- Number of entries for the Hablo takeover quiz: **327**
- 10 Agent Prize winners from the following: **Inteletravel, Hays Travel, Lusso Travel, Luxury Holidays & Honeymoons, Moseley Travel, The Wee Travel Company, Travel Counsellors and Die Reisefamilie.**



UNITE Indian Ocean

In March 2023, MTPA UK attended the Unite Indian Ocean Tradeshow, a one-day event that took place at The QE II Centre, Westminster, London.

Across the day, MTPA UK met with **20 key tour operators** including:

British Airways Holidays, Tropical Sky, LUSO, Trailfinders, Dnata Gold Medal, Kenwood Travel, Elegant Resorts and many more.

In total, over **1560 pre-scheduled meetings** took place.

2023 Exhibitors	2023 Buyers	2023 Venue
There were 142 delegates from 30 exhibiting companies representing over 300 hotels, tour operators and ground handlers.	There were 120 UK based tour operators and selected specialist agents with 100 separate channels.	The event took place at The QE II Centre, Westminster, London.



One Mauritius Events

In January 2023 and May 2023, MTPA UK hosted two social events which are known as One Mauritius Events. Both events brought together Mauritius' top UK tour operators, UK based hoteliers including LUX*, Veranda and Heritage as well as UK based DMCs such as Mautourco. Airlines were also invited to attend such as Sales Manager at Air Mauritius, Allan Owen.

Food and drink were provided for those attending, along with the opportunity to network and discuss what's new in Mauritius!



Promotion to High Value Travellers

Mrs Kamal Nunkoo, spouse of the High Commissioner of Mauritius, has been promoting Mauritius to high value travellers across the world.

Kamal is active in all of the associated societies within the world of diplomatic communities.

Kamal is tasked with **promoting Mauritius as a destination** for holidays and also trade, and we have supplied her with all of the relevant information and also helped with some bookings through associated tour operators.



Over the course of May 2022 to May 2023 Mrs Nunkoo attended various events and met with the following:

- The Malaysian Queen Her Majesty Queen Azizah
- Minister Hon F. Dawreeawoo
- Dr Annette Prandzioch - The Director of ROSL (Royal Overseas Society League)
- Mr Ashraf Masoud - Tour Director for AHI Travel Tours Company, Chicago, USA
- The Spouses of Ambassadors promoting Mauritius (Ghana, Egypt, Tunisia, Nigeria, Botswana, Cameroon and Kenya)
- Her Excellency Aichatou Aoudou Epse Sanni - High Commissioner of Gabon in UK

- The Royal Family - His Majesty King Charles, Prince William and Kate, Princess of Wales
- Adrie Basuki - famous designer
- Spouses of High Commissioner of Kenya, South Africa, Nigeria, Malawi and Lesotho
- Spouse of the High Commissioner for Pakistan - Mrs Moazzam Ahmad Khan
- Spouse of the Ambassador of Trinidad and Tobago - Mrs Anatasia Dhanpaul, Her Excellency Saroja Sirisena High Commissioner of Sri Lanka, Spouse of the Ambassador of Egypt Mrs Heba, Spouse of the Ambassador of Morocco and Mrs Lamia Hajoui
- The Rt Hon James Cleverly, Secretary of State for Foreign, Commonwealth, And spouse
- Sir and Lady Peter Alderman
- Mrs Mirian Romero - spouse of the Dean Ambassador of Honduras
- Princess of Wales, Kate Middleton and High Commissioner of India HE . Mr. Vikram Doraiswami and spouse
- Her Excellencies of Zambia, Cameroon, Kenya , India and spouses
- The Rt Hon Patricia Scotland
- The Mayor of London Sadiq Khan
- Commonwealth Secretary General



B2C Digital Consumer Campaign

MMGY Hills Balfour launched a digital consumer campaign to the UK consumer audience. The campaign ran in two halves with the first half launching in December through the January peak booking period and the second half launching in June during the lower booking season period. The investment by MTPA was £40,000.00. The digital campaign used a Mauritius messaging, with four tour operators as different call to action partners for an investment of £10,000 each. For each investment, the tour operator matched the investment by MTPA and contributed to contra marketing.

The marketing campaign launched at out-of-home locations including busy London train stations, through video advertising, retargeting and social media advertising.

The objectives of the campaign were as below.

- To drive room nights and pax numbers to Mauritius
- To support airlift particularly Air Mauritius
- To support key tour operators
- To raise the destination profile of Mauritius to B2B and B2C audiences

Phase one (Trailfinders and Destination2)

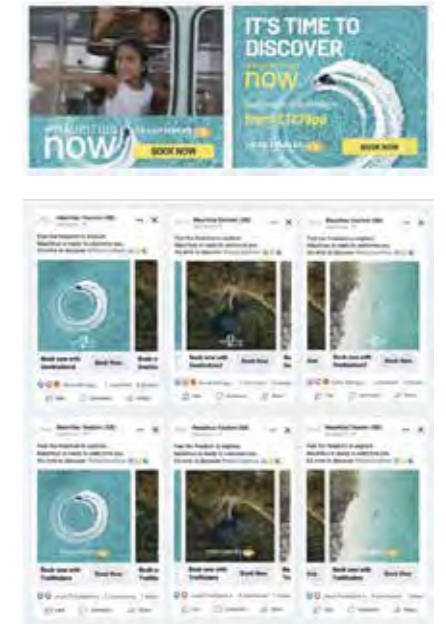
- The campaign delivered a total of **2,611,812 impressions** vs **2,181,666 target**, successfully fulfilling phase one of the campaign.
- This contributed towards significant added value across this campaign:
- Total Added Value Impressions: **738,428**
- Total Added Value Spend: **£1,752.32**
- The campaign delivered an **average CTR of 0.15%** with **3,503 clicks**.
- The video content generated **145,134 video views** and an **average CVR of 57.45%**.
- The campaign total reach was **957,019** and the total datapool figure for this campaign was **287,904**
- Social media delivered a total of **1,345,949 impressions**, with **1,851 clicks**, reaching a great **average CTR of over 0.13%**.

Phase two (TUI and Elegant Resorts)

- The campaign delivered a total of **2,874,694 impressions** vs **2,181,644 target**, successfully fulfilling phase two of the campaign.
- This contributed towards significant added value across this campaign:
- Total Added Value Impressions: **693,028**
- Total Added Value Spend: **£2,539.21**
- The campaign delivered an **average CTR of 0.17%** with **4,977 clicks**
- The video content generated **66,738 video views** and an **average CVR of 27.38%**
- The campaign total reach was **957,024** and the total datapool figure for this campaign was **584,744**
- Social media delivered a total of **586,614 impressions**, with **800 clicks**, reaching a great **average CTR of over 0.14%**

Overall, the campaign has performed very well with both Tour Operators partners, with a slightly higher number of impressions delivered across Trailfinders content, and stronger CVR for the Destination 2 video prospecting line.

The campaign performed best on **Sunday and Mondays**, and the best time of the day was the evening/night at **23:00, 22:00 and 8pm**.



Lifestyle FAM trip

From 9 - 15th May, the MMGY Hills Balfour Trade team took **six UK tour operators** to Mauritius for a **golf and wedding educational trip**. The tour operators included If Only, Kenwood Travel and Tropical Sky for the wedding department and YourGolfTravel GolfKings and Golf Holidays Direct. The objectives of the trip was to **engage with specialist product managers and sales agents** to focus on the specialist pillars, showcase the **destination, local trade, partners and airlines**.

The itinerary was split between the two groups with the golf operators visiting many golf courses over the island while the wedding team visited specialist wedding venues. In the mornings and evenings the group came together for meal times. The wedding group also had the opportunity to meet with wedding stakeholders.



Product FAM trip

From 25 September - 2 October, the MMGY Hills Balfour Trade team took **four UK tour operators** to Mauritius for a **product focused educational trip**. The tour operators included Kuoni, Turquoise Holidays, Holidays Please and Tui. The objectives of the trip was to **engage with specialist product managers** to focus on promoting and expanding their product range for the destination.

The itinerary ensured that the group was able to have a stakeholder meeting with the hotel partners that weren't able to be involved in supporting the FAM trip. The itinerary also gave the tour operators their own free time to see hotels they wished to visit but also ensured that the group stayed in a different hotel each night to see as much of the product on island. We also ensured that the trip included excursions such as dolphin watching and experienced making a traditional creole recipe.



Training and Motivation

Education and training has been an essential part of the MMGY Hills Balfour strategy for 22-23 this year and has **successfully trained over 1,258 agents** in doing so. To have achieved this, MMGY Hills Balfour has used a mix of methods to train agents and tour operators.

The platforms include the following:

Training Events

- Selling Travel Connect
- Mauritius Roadshow Glasgow, Manchester and London
- Mauritius webinar
- Bespoke training with tour operators including Emirates Airlines, Hummingbird Travel, Travelbag, Gold Medal, Saga Holidays, Destination2 and Premier Holidays

Motivation

- Hablo Subscription
- Hablo Booking Incentive
- Hablo Takeover Quiz

Bespoke training with Tour Operators

MMGY Hills Balfour represented Bonjour Quebec throughout training presentations with key tour operators including Premier Holidays, Travelbag, Emirates Airlines, Saga Holidays and Destination2.

The trainings varied but were all carried out virtually. Some presentations to tour operators were repeated so that agents were always on the phone lines.

- Number of total sales agents trained: **110 agents**
- Number of agents trained at Premier Holidays: **20 agents**
- Number of agents trained at Travelbag: **20 agents**
- Number of agents trained for Emirates Airlines: **20 staff**
- Number of agents trained at Saga Holidays: **30 agents**
- Number of agents trained at Destination2: **20 agents**

Halal Expo London 2022

MMGY Hills Balfour attended The Halal Expo in London at the ExCel Centre on the 2nd December 2022 on behalf of MTPA.



The purpose of attending this event was to see if there was enough of a business opportunity for MTPA to exhibit to consumers. Unfortunately, Hills Balfour found that the exhibition was too small and attendance was too little to see a return on investment here. It was free to attend this event as a visitor and costs for this project only included transport to and from the venue.

MTPA Roadshows

In March 2023, MMGY Hills Balfour carried out three Roadshows across the UK in **Glasgow, Manchester and London**. The Roadshows were open to all **tour operators, travel agents and product managers** to meet our partners and learn more about Mauritius. Agents were encouraged to network with partners by completing a quiz to be in with a chance of winning some incredible prizes, including holidays to Mauritius.

The Roadshows were run in a casual networking style, with live entertainment and food and drinks. We had an excellent turnout for these events with approximately **250 attendees** across the three events. Prior to the Roadshows, MTPA launched a webinar series on Hablo with partners uploading short 4 minute videos for agents to watch ahead of the events to gain some prior knowledge and understanding of the different partners.

As these events were targeting sales agents, MMGY Hills Balfour thought it best to host these events in partnership with Hablo as Hablo have the database of travel agents that MTPA do not have. Hills Balfour instructed Hablo to provide venue recommendations, assist with recruitment, attend the events plus promote the event which is factored in the total cost of this event.

Overall, across the three roadshows there were **276 attendees**.

The Roadshows were a fantastic success and we received excellent feedback from our Mauritius partners and attendees.

"organisation of the events was just perfect"

"Good venues, well organised, great attendance of good quality agents"

"Agents were very informative and wanted to learn, timings were great, venue in Manchester was great and had a real vibe"



Selling Travel Training Roadshow

On Thursday 8 December 2023, MMGY Hills Balfour sponsored a **Selling Travel Training Event** for sales agents to train them on Mauritius in a London setting. This was takeover of Selling Travel’s Travel Connect events which we had **eight Mauritian suppliers** plus MMGY Hills Balfour who represented MTPA. The eight suppliers included **Beachcomber, Constance, Kerzner, LUX*, Marriott, Sunlife, VLH and Air Mauritius.**

Over **60 agents** had a chance to mingle with suppliers during a drinks reception before speed-networking with suppliers in quick ten-minute meetings. The evening ended with a prize draw in which agents had the chance to win a five-night stay at Sunlife’s Long Beach property, a two-night stay at One & Only Le Saint Geran, Champagne and more.

Order of the evening:

- 19:00-19:15 Settle in, grab a drink
- 19:15-21:15 Supplier speed dating, quick ten-minute meetings
- 21:15 - 21:45 Prize draw
- 21:45 End of event

Prakash Patel, from Hays Travel, found the evening to be very informative, saying: **“Mauritius is proving a very popular destination for 2023 so it was great to meet with some key suppliers and get more information on what it has to offer.”** **“Great venue, really good service and lots learnt about this fabulous destination,”** he added.

As part of sponsoring this event with Selling Travel, MTPA received value added coverage of the event in Selling Travel’s January/February edition of the magazine.

MTPA Newsletters

We have created and distributed three MTPA Newsletters to the UK trade.

The aim of the MTPA newsletter is to educate and update the UK trade on any new openings, refurbishments, activities and experiences in Mauritius as well as providing a short update on what MTPA UK have been up to.

We have received great feedback from the trade regarding these newsletters and our partners enjoy sharing the news with us to be published.

Each newsletter has been sent to approximately 200 people.



Southall Travel joint OOH campaign

To capitalise on the peak booking period, MMGY Hills Balfour ran a **radio campaign** in partnership with Sunrise Radio and Southall Travel. By running this campaign via **Sunrise Radio and Southall Travel** as a call to action partner, MMGY Hills Balfour were able to appeal to the British Asian community, **targeting honeymooners and family travel.**

In return for using Southall Travel as a call to action partner, Southall Travel matched MTPA’s investment with **contra marketing.** This contra marketing included a **Newsletter placement,** a one week **home page banner** via Southall Travel and Away Holidays, a **social media campaign** via Facebook and Instagram as well as a **staff booking incentive.**

As a result from the campaign, Southall Travels room nights were **9% higher** than the previous year (997 room nights).



Partnership with B2B operator - Premier Holidays

To support B2B tour operators and to encourage bookings after the peak booking period, MMGY Hills Balfour partnered with Premier Holidays, a B2B tour operator with a **£5,000.00 marketing campaign** which ran for **four weeks.**

The campaign included the following and generated **717 room nights:**

- Inclusion on the weekly newsletter to their trade
- Put together six holidays utilising added value offers from the hotels. These were promoted through window posters and double sided flyers
- Dedicated page on Premier Holidays consumer website and promotional banners on the home page directing traffic to the page for the duration of the campaign
- Offer feature on Premier Travel’s newsletter
- Social media exposure on our Premier Holidays trade Facebook, Twitter and Instagram accounts
- Mauritius agent booking incentive which ran over 6 weeks
- Dedicated Mauritius training session for the Travel Experts team

Results

- Premier Holidays’ ultimate goal was to grow their Mauritius business, increase the average length of stay and the average revenue
- The campaign put Mauritius in the forefront of Travel Agents minds, provided exposure for the destination, both on the high-street in shop windows and on social media.
- They trained the Travel Experts team on the destination, which they all found extremely useful.
- They achieved 213 passengers (+28% on 2022 and +42% on 2018) and 717 room nights (+5% on 2022 and +21% on 2018).
- The average length of stay was 9.7 (compared to 9.5 nights in 2022)
- The average revenue was £11,441 (compared to £8,919 in 2022)
- The majority of bookings are for Q4 of 2023 or 2024. Travel in 23 is slightly behind 22, but is +207% up for 2024, outperforming the Maldives on passengers.

TV advertising opportunity with Flight Centre

Flight Centre is the headline sponsor of **The Voice UK, a singing competition** (popular with the family market, 35+) shown on prime time Saturday night TV with a reach of up to **5.1 million viewers.**

The new series is due to be broadcast in late September - December. As part of this partnership, Flight Centre will **promote a destination** of their choice in 5, 60-second slots which will be used to promote The Voice’s £50,000 competition. As Mauritius will be this destination, MMGY Hills Balfour has paid for the crew to travel to Mauritius to shoot the content footage which will be shown on prime time TV.

The total value of this opportunity is estimated to be worth £100,000.00.

World Travel Market

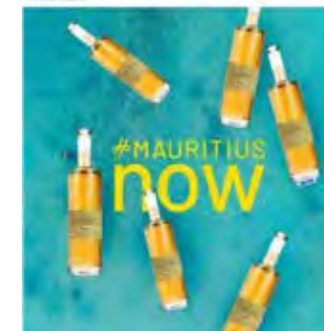
This year, MMGY Hills Balfour looked after the WTM Stand Construction and the management of the stand for the largest UK travel event.

As part of WTM, MTPA had advertising on low hanging screens, and on prince regent external and internal screens.

Throughout the event, MTPA had **38 stand sharers** on the stand, and hosted their own itinerary of meetings.

MTPA held over **30 meetings** over the three day event and attended the Attitude event on Tuesday night.

The Tourism Minister also attended the event and MMGY Hills Balfour team ensured he had an adequate meeting space.



Social Media

Group Influencer Trip

Description

In order to showcase Mauritius' rich offering and promote travel to the destination from the UK, a group influencer trip was organised in April with @nomadlad, @postcardsbyhannah, @a_ontheroad, @ashleemajormoss and @travellingtuesdays in attendance.

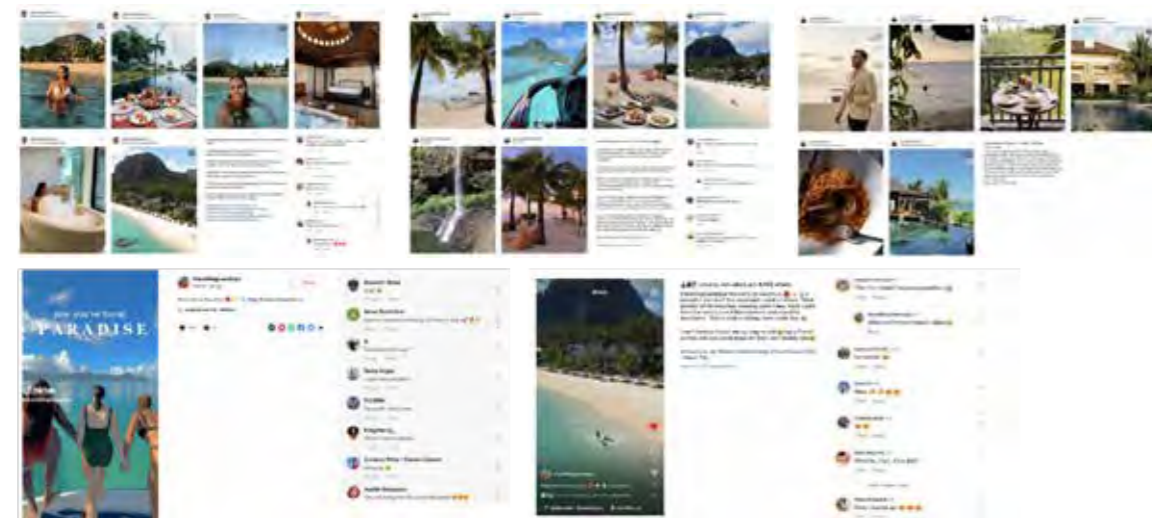
From a hike up the iconic Le Morne Brabant and swimming at 7 Cascades Waterfalls to visiting La Rhumerie de Chamarel and a helicopter tour over the south west of the island, the trip touched on a number of key verticals and supported key partners of **Air Mauritius, Shangri-La Le Touessrok** and **JW Marriott** in spring, summer and beyond.

Objectives

- Promote Mauritius as an aspirational holiday destination for 2023 and beyond
- Showcase that Mauritius is easily accessible from London with direct flights with Air Mauritius
- Highlight the country's diverse outdoor offering from nature, beaches, active and bucket list
- Showcase multiple passion points throughout the itinerary
- Ensure Mauritius is kept front of mind
- Drive traffic to owned channels, website and partner channels including Mauritius Now, Air Mauritius, Shangri-La Le Touessrok and JW Marriott

Results

- 208 pieces of content
- 1.8M total reach
- 1.9M total impressions
- 1M total video views
- 718K total Instagram Stories Views
- 137K total total engagements



Influencer Relations

Activity

In order to increase destination visibility, generate positive word-of-mouth and increase our presence online, we support on ad hoc influencer requests.

- Secured 3 posts tagging @mauritius_uk, @airmauritius and #MauritiusNow for @logandeyonggol's golf trip in return for flight support
- Provided feedback on adhoc opportunities such as @lydiadinga's honeymoon and Alicia Rountree's brand relaunch
- Liaised with Trending Travel regarding Charlotte Crosby's trip
- Liaised with @caoilfhionnrose regarding potential support for an upcoming trip to Mauritius
- Provided feedback and ongoing liaison with Rodrigues Tourism Board regarding YouTube creators @dabbleandtravel



Organic Content Calendar & Community Management

Description

Created monthly content calendars across Facebook, Instagram and Twitter to ensure Mauritius was kept front of mind for UK consumers planning trips post Pandemic. Every month, different verticals were covered including weddings and honeymoons, gastronomy, beaches, adventure, sport and nature. Daily community management was also undertaken to ensure positive conversation surrounding the destination and to nurture destination advocates, as well as find new fans.

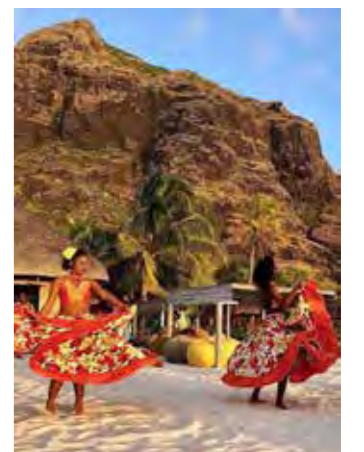
Objectives

- Promote Mauritius as an aspirational holiday destination for 2023 and beyond
- Support partners like Air Mauritius
- Highlight the country's offering from heritage and culture to nature, beaches and activities
- Showcase multiple passion points
- Ensure Mauritius is kept front of mind
- Drive traffic to owned channels, website and partner channels including Mauritius Now / Feel Our Island Energy
- Provide information and tips to any consumer enquiries

Results

- 562 pieces of content across Facebook, Instagram and Twitter
- 1,169,083 organic impressions
- 69,391 total engagements
- 99% positive sentiment
- Increase in followers across all UK social media pages

Content Examples

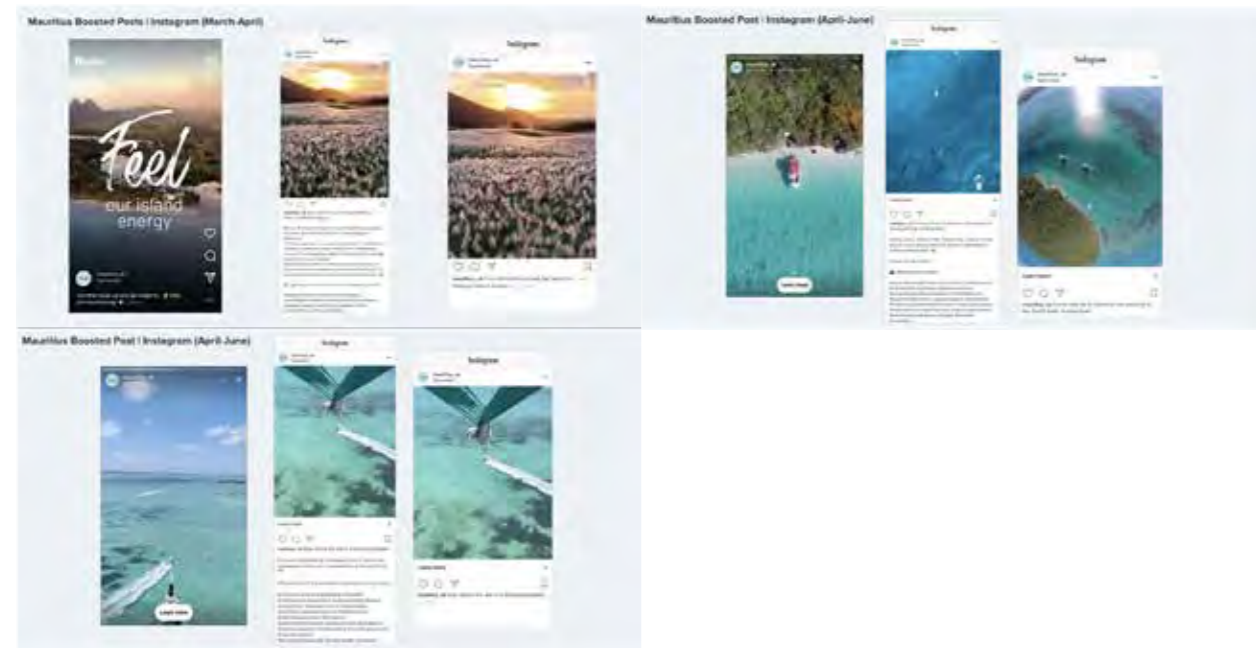


Results

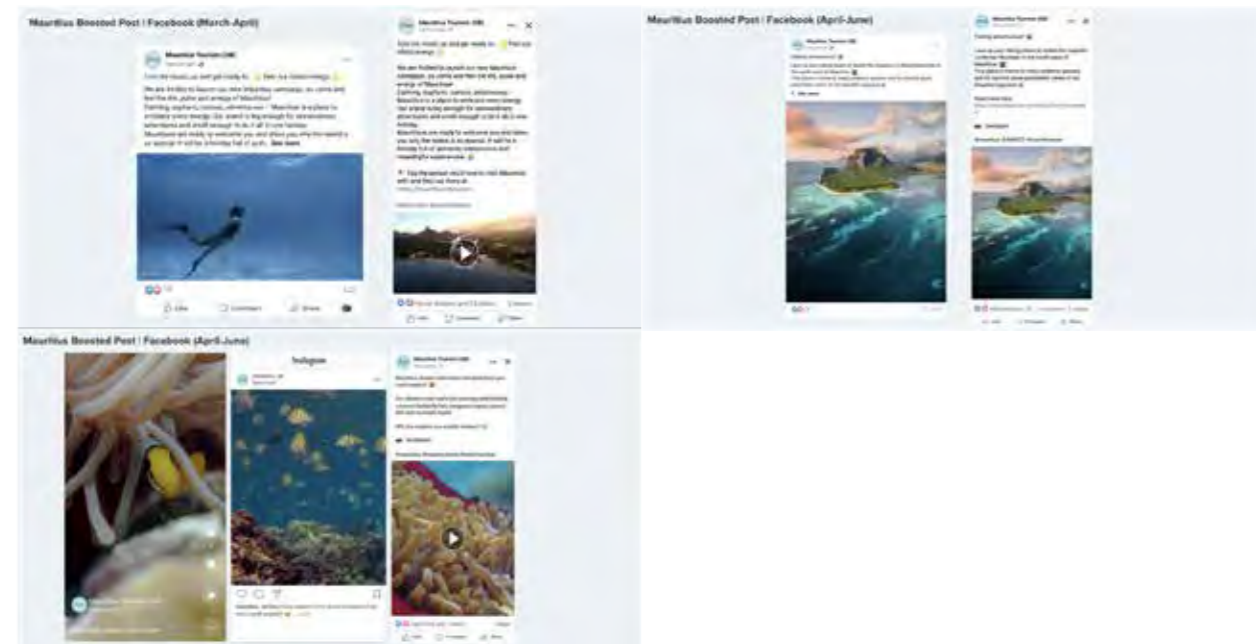
- **4,803,792** total impressions delivered (vs. 4,600,000 target) +4.43%
- We exceed our impressions goals across all lines which drove further added value:
 - Added Value Impressions: **203,792**
- The campaign generated a total of **18,033 clicks**
- The campaign generated a click through rate of **0.38%**
- The campaign generated a total of **2,867,893 video views**
- The digital campaign reached a total of **1,400,369 users**



Instagram



Facebook



ACCOLADES

Leading Destination, Leading Wedding Destination, Mauritius keeps on bagging awards and recognitions each year. Here is a non-exhaustive list of recent accolades.

2023

- 30th World Travel Awards: Indian Ocean's Leading Adventure Destination, Indian Ocean's Leading Sustainable Destination, Indian Ocean's Leading Wedding Destination and Indian Ocean's Leading Cruise Destination
- Hospitality Awards 2023: Destination Media Campaign

2022

- 29th World Travel Awards: Indian Ocean's Leading Adventure Destination, Indian Ocean's Leading Sustainable Destination and Indian Ocean's Leading Wedding Destination

2021

- 28th World Travel Awards: Indian Ocean's Leading Adventure Destination, and the Indian Ocean's Leading Wedding Destination

2020

- 27th World Travel Awards: the Indian Ocean's Leading Wedding Destination, Indian Ocean's Leading Adventure Destination; Indian Ocean's Leading Culinary Destination; Indian Ocean's Leading Tourist Board 2020 (MTPA).

2019

- 26th World Travel Awards (WTA):- Indian Ocean's Leading Adventure Tourism Destination, Indian Ocean's Leading Tourist Board, Indian Ocean's Leading Destination, Indian Ocean's Leading Cruise Destination, Indian Ocean's Leading Wedding Destination.
- ITB 2019: -World's Best Island Destination - International Council of Pacific Area Travel Writers Association (PATWA).

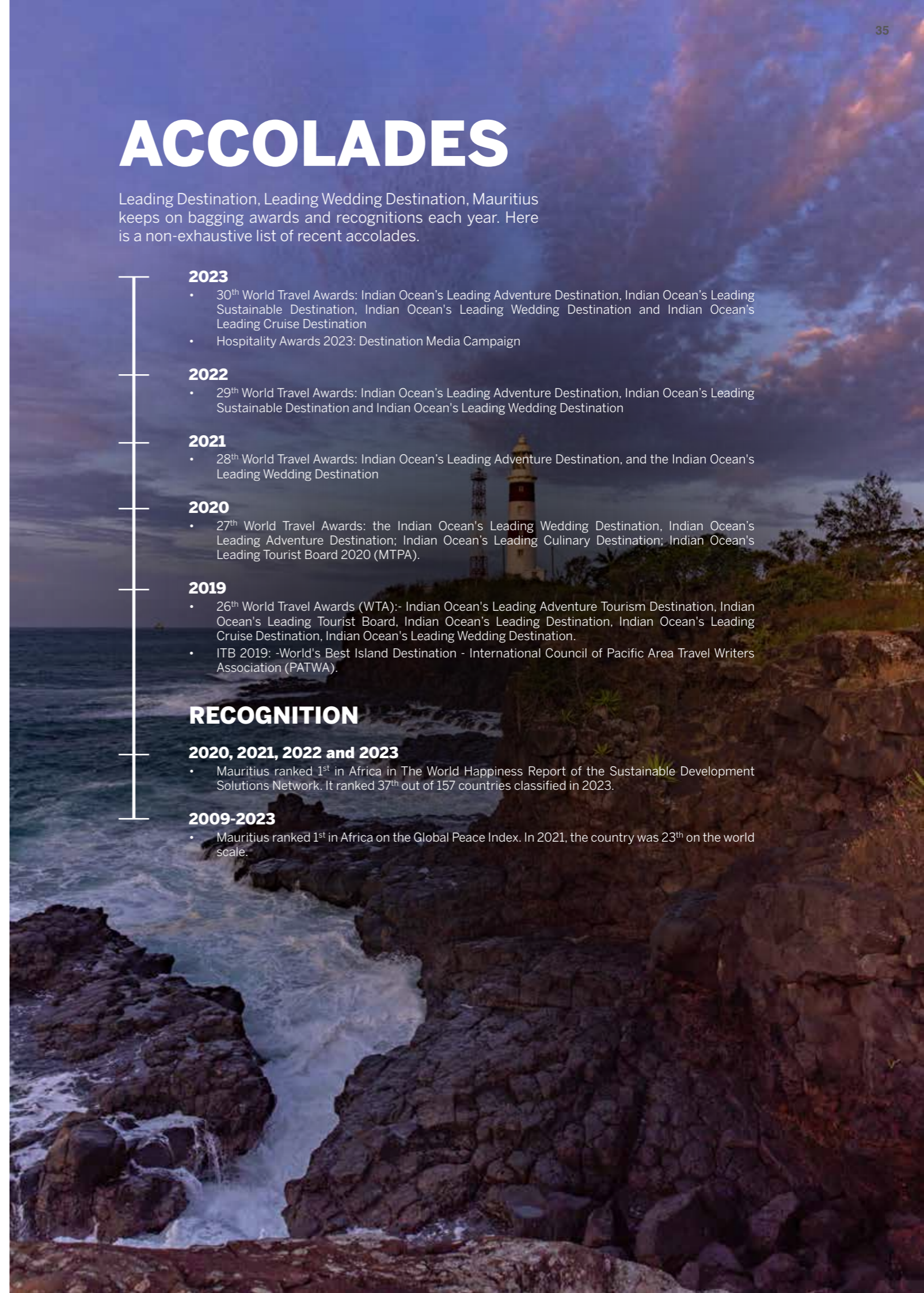
RECOGNITION

2020, 2021, 2022 and 2023

- Mauritius ranked 1st in Africa in The World Happiness Report of the Sustainable Development Solutions Network. It ranked 37th out of 157 countries classified in 2023.

2009-2023

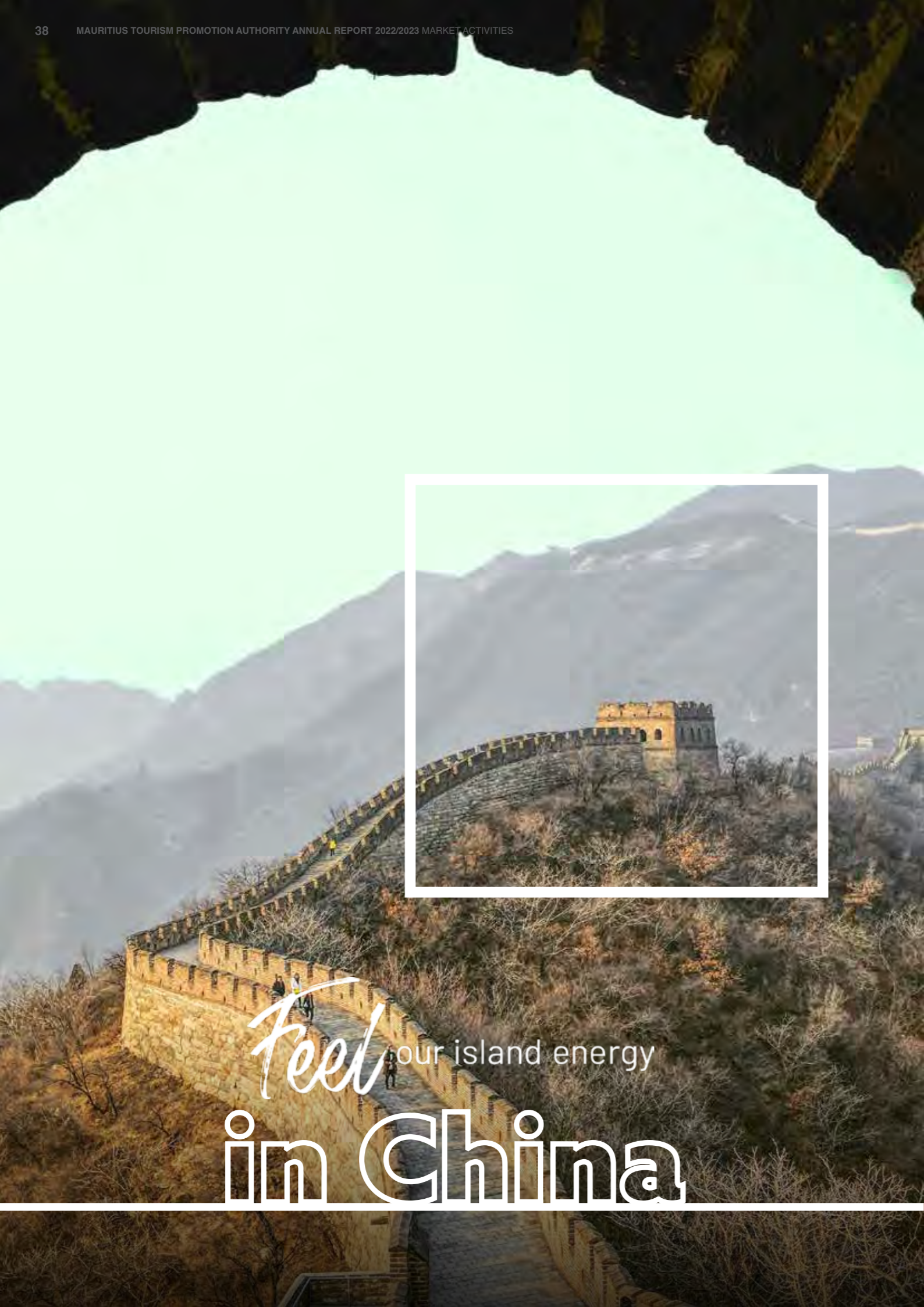
- Mauritius ranked 1st in Africa on the Global Peace Index. In 2021, the country was 23th on the world scale.



Feel THE SUN RAYS



Market Activities



Feel our island energy
in China



Market situation

Since December 2022, the China market has begun to reopen with beneficial policies in Covid-19 control and tourism support.

To boost confidence in Chinese tourism, the government issued a notice on 21st Jan 2023, advising that GIT to selected countries can restart and financial support will be offered. Currently, Mauritius is one of the 60 destinations that has been approved for GITs. Following the market reopening, the number of outbound flight seats has recovered to 377% of the December 2022 level, with a CAGR of 30%.

The China market is recovering slowly, and customers are looking for more high-quality travel agencies and more diversified information channels. The channel structure of China's tourism industry is becoming more high-end, FIT-oriented, and customized, according to Travel Link Marketing's recent B2B survey and trade observations.

With the outbound group travel resumed to Mauritius, tourists travel to Mauritius has been resumed gradually, but due to the direct flight to Mauritius has not been resumed and traveling cost increased around 25% to 40%, the tourists arrival figure remained a low growth pace. There is 3,846 Chinese tourists from July 2022 to June 2023 traveling to Mauritius.

Market strategies

Under the current market situation, MTPA China office has adjusted the market strategies as below:

- Maintained close connection with those travel trades that are still in market and those potential travel agents to work with for market recovery.
- Enhance Mauritius tourism brand awareness in travel trade and provide education to support on product and sales development for market recovery.
- Reconnected the Chinese travel trades with Mauritian stakeholders through online communication to maintain the partnership and a strong visibility in the market.
- Keep voice on social medias platforms, and address topics of friendly and quality travel in Mauritius.
- Enhance cooperation with UGC and trade partners with their promotion channels to increase exposure.
- Utilized the free travel fairs and consumer events to enhance Mauritius' visibility among the Chinese consumers and increase the brand awareness to attract the travelers to choose Mauritius as their first outbound travel destination.
- Launched digital campaigns to increase the brand awareness of Mauritius tourism, encourage more followers and more engagement.

Achievements in term of KPIs

Trade & Marketing	Number
Sales call	240
Travel Agents trained	80
Trade campaigns	0
Workshops	1 (1 tourism seminar in Changsha)
FAM visitors	0
B2C Events	4
B2C Fam	0

Social media & Blogtrip acieved KPI	Number
Engagement rate	not available to calculate
Number of new fans	Wechat 1,094 /Weibo 2,427
Number of influencers	0
Total reach blog trips	0
Number of publications produced	6
Number of interaction blog trips	0

PR achieved KPI	Number
Media Audience	900,000,000+
Media Value	3,721,667 (94 press release coverage)/ 82,779,917 (770 coverage monitored online and offline)
Press pieces	15 press release generated (94 coverage)
Media visits	0
Media support	0
Media events	0
Media Calls/ Meetings	12

List of Activities

Trade Activities

10th MITE (Macao International Travel Expo) from September 23-25

Project Description:

MTPA China has participated in the 10th Macao International Travel Expo virtually from September 23 to 25, 2022, together with two Mauritian partners, Marriott Mauritius Hotel and Travel Designer.

MTPA China has completed 20 rounds B2B pre-scheduled online appointments from September 21-27. Mauritius live-steaming promotion were held between 16:15-16:45 on September 24, and there was around 40 pax of onsite audiences and 320,000 views online.



Mauritius Week Joint hand with Lux Resort to celebrate the 50th Anniversary of the China-Mauritius Diplomatic Relationship on 13th - 15th January 2023

Project Description:

The Mauritius Week was organized by The Lux Collective Hotel Management Company and Mauritius Economic Development Board Representative Office in China.

The Activity theme is Sugarcane – “A Bond of Sweet Friendship”, which promotes and enhances Mauritius' tourism and culture exchange with China, in conjunction with celebrating the 50th Anniversary of establishment of diplomatic relations between Mauritius and China. They have invited MTPA's participation in the opening event and applied for some small giveaway support.

Activities include:

- The opening event in Chongzuo Lux Hotel in Guangxi province.
- The Mauritius stamp show.
- Mauritian Ambience Nights" with Mauritian Sega Dance Show and Mauritius Band.
- Food and beverage to feature a real Mauritian week.

The event press release has gained 9 media coverage, and achieved a total PR value of CNY330,000.

Time period:

13th - 15th January 2023



Chinese New Year greetings to 35 key travel trade partners and 35 key media partners nationwide

Project Description:

In late Jan. 2023, MTPA China has planned special greeting gifts to extend New Year greetings to 35 key travel trade partners and 35 key media partners nationwide to maintain close relationship with them for product development and long term cooperation.

Time period:

January, 2023



51st Anniversary Celebration of the Establishment of Diplomatic Relations between Mauritius and China on May 23, 2023 in Beijing

Project Description:

Mauritius Embassy in Beijing has organized the celebration event for the 51st anniversary of the establishment of diplomatic relations between Mauritius and China in Beijing on May 23, 2023.

This reception was the ambassador's first large-scale public event since taking office in China. It was a big celebration event to combine the celebration for the 50th Anniversary which was canceled due to the pandemic. Ambassadors from other countries to China, as well as government officials from the country and Beijing have attended. They have invited totally around 300 important guests, including travel trades and media to attend in the event. The embassy has invited MTPA China team to participate in the event as well.

MTPA China team has drafted and distributed the press release and collected totally 10 coverage, achieved total PR value of CNY390,000.



"Daxing Airlines Festival Global Tourism Festa" on 16th-18th June, 2023

Project Description:

MTPA China joined "Daxing Airlines Festival Global Tourism Festa" in a very lively shopping mall in the Daxing area, the event was organized by Beijing Daxing Airport Economic Development Zone.

During the 3 days event, China team actively communicated with the tourists present, recommending Mauritius and introducing relevant tourism resources. And we have cooperated with the organizer to make a video recording about the promotion of Mauritius.

Time period:

16th-18th June, 2023



2023 MTPA China Sales Mission and CAETE

Project Description:

With the China outbound travel resumed and Mauritius being on the country list for approved outbound group tour destinations, MTPA head office has conducted the China Sales Mission in Beijing and Changsha for networking with key agents, tourism workshop, sales visit, Mauritius Rum Festival and in-conjunction with the 3rd China-Africa Economic and Trade Expo in Changsha from June 27 to July 3, 2023.

MTPA distributed a press release for the workshop in Changsha with the headline The Mauritius Tourism Promotion Authority made its debut in Changsha to fully display the diverse island resources. The press release received 54 press clippings, achieved a total media value of CNY 2,081,000.

MTPA took the video and text interview with Xinhua News at the 3rd China-Africa Economic and Trade Expo to welcome Chinese tourists to visit Mauritius and discover the diverse island resources. The interview received 14 media coverage clippings, achieved a total media value of CNY 560,000.

Activities:

1. MTPA China market update meeting on June 28
2. Networking lunch meeting with key agents in Beijing on June 28
3. Mauritius Tourism Workshop in Changsha on June 29, 49 agents and 7 media attended our event.
4. China-Africa Economic and Trade Expo in Changsha from June 29 - July 2
5. Changsha Sales Visit on June 30
6. The First Mauritius - China (Changsha) Economic and Trade Cooperation Forum on June 30
7. Mauritius Rum Festival on June 30
8. The First Xingsha - Africa Economic and Trade Exchange Meeting on July 1

Time period:

June 27-July 3, 2023

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June 27-July 3, 2023

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Mauritius Tourism Workshop in Changsha on June 29



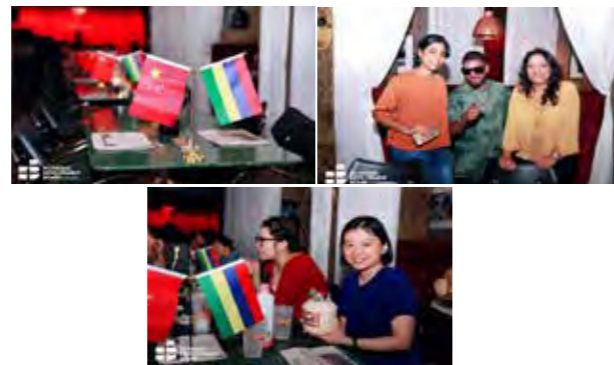
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The First Mauritius - China (Changsha) Economic and Trade Cooperation Forum on June 30



Mauritius Rum Festival on June 30



The First Xingsha - Africa Economic and Trade Exchange Meeting on July 1



The first 2022 MTPA China Q3 Social Media Campaign

Project Description:

MTPA China planned to initiate quarterly social media campaign with incentive gifts to increase followers engagement and increase more new followers, so as to maintain a constant visibility of Mauritius tourism among the Chinese consumers.

Campaign objectives:

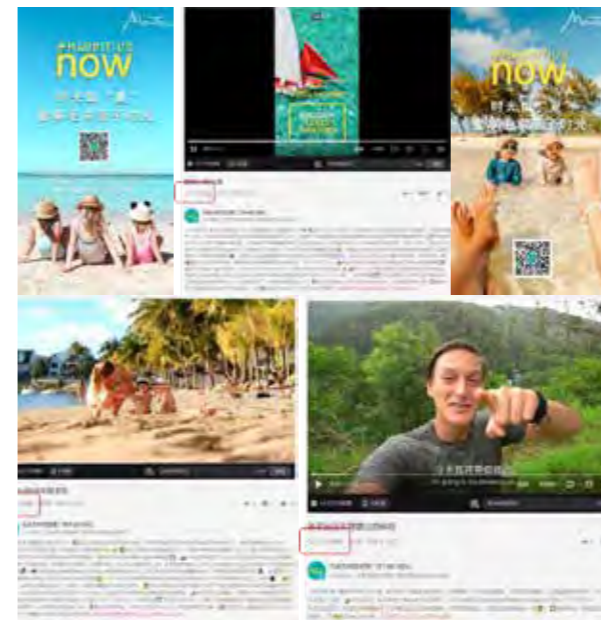
- To increase the exposure of Mauritius tourism by the theme, " Encounter MauritiusNow " #不期而遇 毛里求斯# with the restriction lifted video and the latest family travel thematic video to attract public awareness.
- Deliver the concept that Mauritius is fully opened to welcome international travelers with the restriction lifted.
- To increase the engagement and interaction of MTPA China's social account with followers on Weibo and WeChat.
- To enhance Mauritius' branding as a safe, comfortable, family-friendly destination for travelers with kids.

Campaign schedule:

- "Family Travel" Interactive Social Media Campaign launched: 21 July 2022
- Travel restriction lifted video posted: 22 July 2022
- Travel with Kids video posted: 25 July 2022
- Best family travel video posted: 26 July 2022
- Winner announcement: 28 July 2022

Campaign achievement:

- Total video views: 419,389
- Total impression: 1,258,262
- Total people reached: 200,965



The second 2022 MTPA China Q3 Social Media Campaign

Project Description:

MTPA China planned to initiate a quarterly social media campaign with incentive gifts to increase followers' engagement and more new followers to maintain constant visibility of Mauritius tourism among Chinese consumers. Due to the Passing of Her Majesty the Queen, the event's launch, initially scheduled for September 8, was postponed to October 14.

Campaign objectives:

- To enhance and expand the country's image in mainland China that Mauritius' is branding the top premier luxury holiday destination with one of the highest rates of return visitors.
- To promote the reactivation of the global partnership of making Mauritius the Liverpool Football Club's Official Tourism to enhance Mauritius's tourism branding internationally. Meanwhile, it is meant to deliver the message that Mauritius is fully open to welcoming travelers' return.
- To announce the campaign of winning a trip to Mauritius with the video "Visit of Robbie Fowler and Jason McAteer to Mauritius", and to showcase the interesting travel experiences in Mauritius to stimulate the audiences' interest in Mauritius travel.
- To increase the engagement and interaction of MTPA China's social account with followers on Weibo and WeChat.

Campaign schedule:

- MTPA x LFC Campaign launched: Weibo - 14 October 2022, WeChat - 19 October 2022
- MTPA x LFC video: Weibo - 14 October 2022, WeChat - 19 October 2022
- Online lucky draw post: Weibo - 14 October 2022, WeChat - 19 October 2022
- Reminder post: Weibo - 18 and 19 October 2022; WeChat - 21 October 2022
- Winner announcement: Weibo - 19 October 2022, WeChat - 25 October 2022

Campaign achievement:

- Total video views: 94,255
- Total impression: 639,984
- - Total people reached: 243,289
- Total people reached: 200,965



2023 MTPA China MauritiusNow Social Media Advertising in China

Project Description:

In the context of the "Feel our Island Energy" campaign which was launched on 15 March 2023, MTPA China conducted a low season social media advertising campaign in China from 07 April to 30 June 2023. The campaign was focus on boosting a series of videos and photos to showcase the different aspects of Mauritius through various social media accounts.

Campaign objectives:

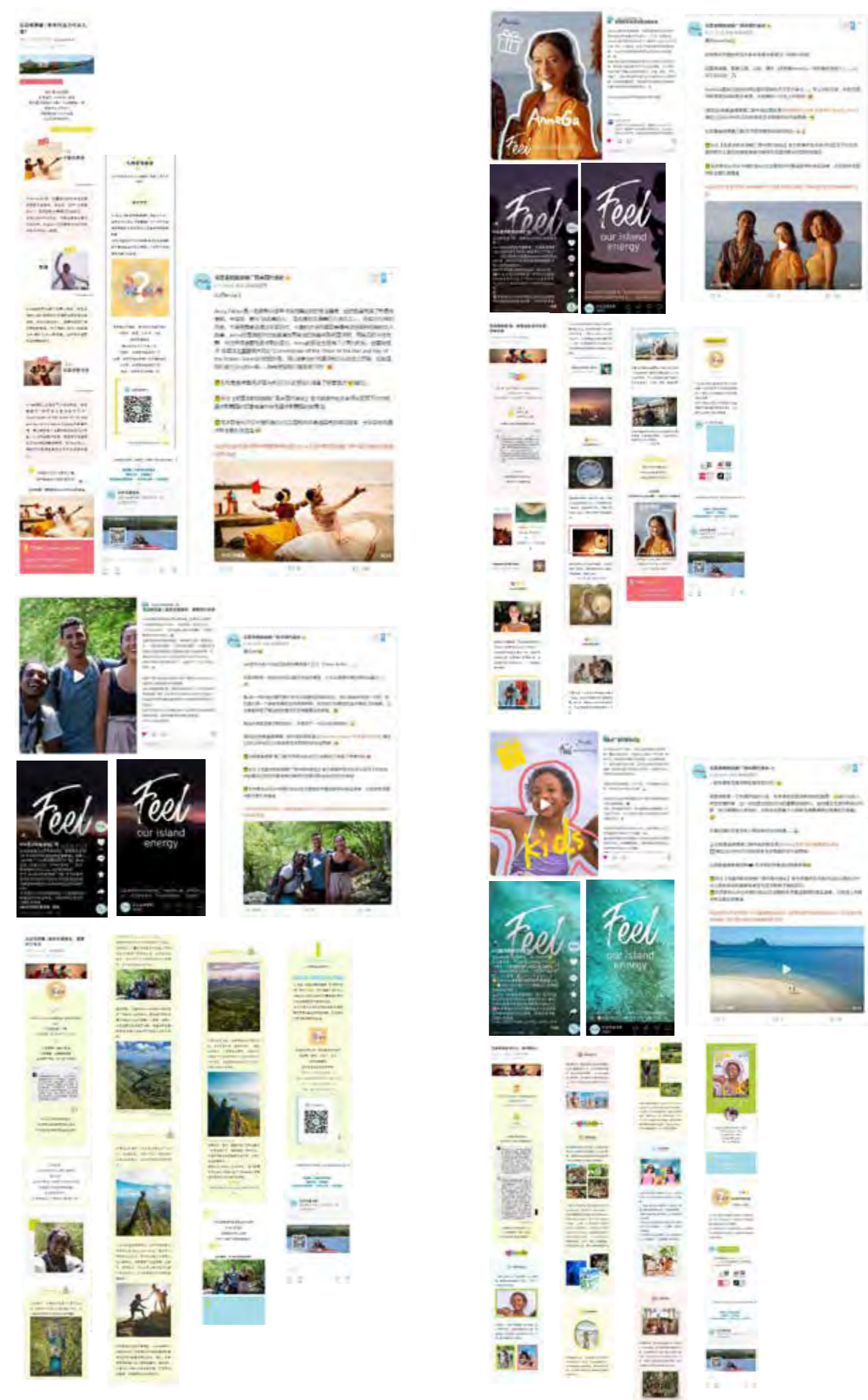
- To increase the exposure of global campaign "Feel Our Island Energy"
- To increase the engagement and interaction of MTPA China's social account with followers on Weibo, WeChat, Douyin, Red and Channels
- To enhance Mauritius' branding: Mauritius is so much more than a beach holiday: calming, euphoric, curious and adventurous. Mauritius is a place to embrace every energy.

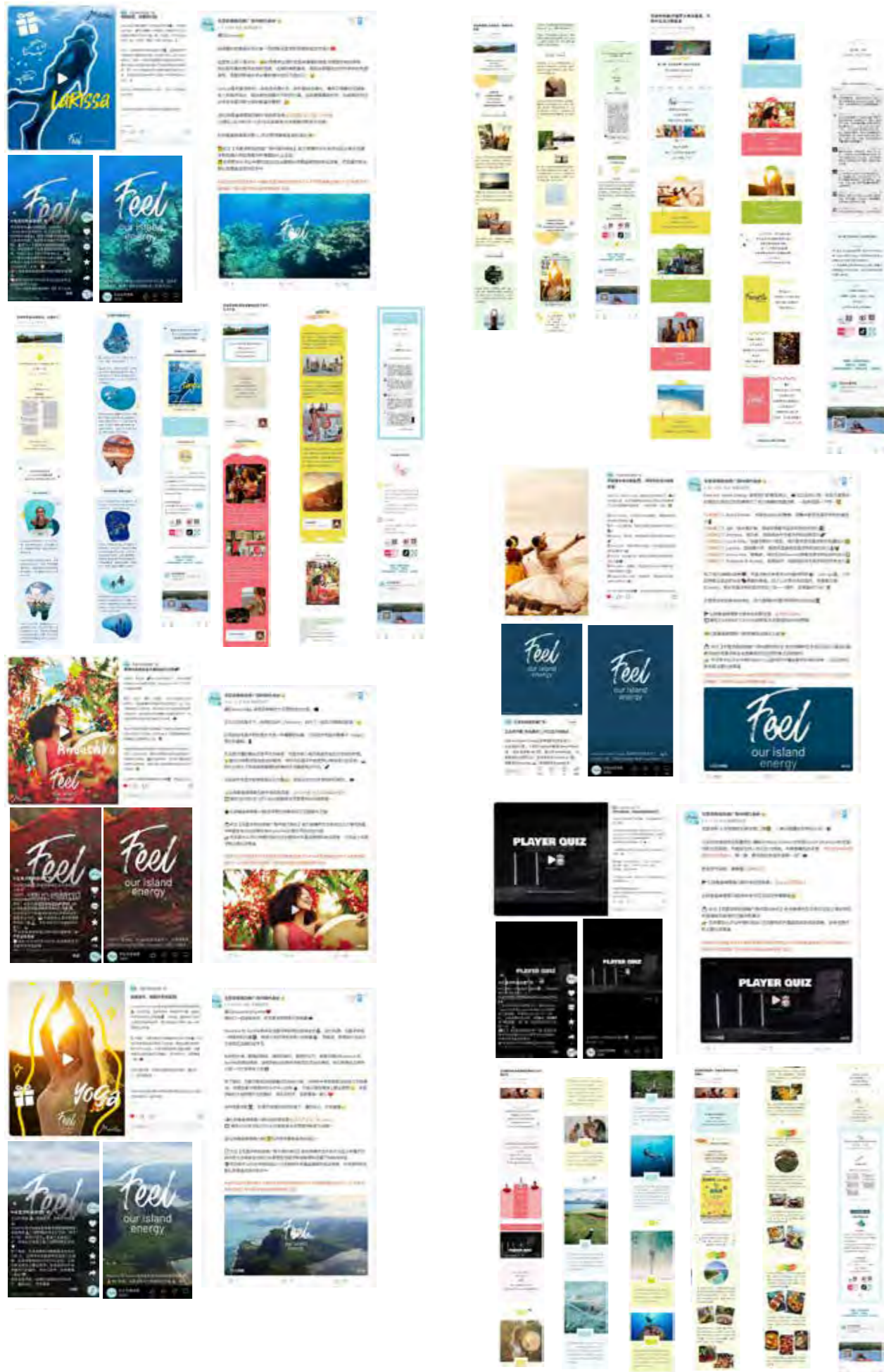
Campaign schedule:

- Anna Patten: Weibo Douyin Wechat Red Channel - 7 April 2023
- Jah: Weibo Douyin Red Channel - 14 April 2023, Wechat - 17 April 2023
- AnneGa: Weibo Douyin Wechat Channel - 21 April 2023, Red - 23 April 2023
- Local kids: Weibo Douyin Wechat Red Channel - 28 April 2023
- Larissa: Weibo Douyin Wechat Red Channel - 5 May 2023
- Anouchka: Weibo Douyin Wechat Red Channel - 12 May 2023
- Yoga teacher: Weibo Wechat Red Channel - 19 May 2023, Douyin - 20 May 2023
- Ambassador Collection: Weibo Douyin Wechat Red Channel - 26 May 2023
- MTPA x LFC: Weibo Douyin Wechat Red Channel - 9 June 2023
- Favorite Dishes: Weibo Douyin Wechat Red Channel - 16 June 2023

Campaign schedule

- Total video views: 891,950
- Total impression: 2,320,757
- Total number of new followers: 982 Total engagement: 4,344





Media Pitched with Target Magazine for a 6-page feature on December 2022 issue, focusing on Mauritius' outdoor activities with golf club, diving, etc.



Publication detail:
 • Released Date: 1 December, 2022
 • Reach/Circulation: 165,000 Media
 • Value: CNY784,300



Media Pitched with Robb Report Lifestyle for a 1-page feature on March 2023 issue, with the topic of The Waterfalls Pouring out of Pristine Vegetation, featuring 2 major waterfalls in Mauritius



Publication detail:
 • Released Date: 1 March, 2023
 • Circulation: 748,000
 • Media Value: CNY618,750



Media Pitched with World Traveler Magazine for a 6-pages feature on December 2022 issue, introducing to the highlight of travel experience in Mauritius.



Publication detail:
 • Released Date: 1 December, 2022
 • Reach/Circulation: 850,800 Media
 • Value: CNY1,500,000



Media Pitched with Traveling Scope for a 4-pages feature on April 2023 issue, with the theme of "Mauritius From Skyline to Sea", showcasing the Mauritius' island travel experience.



Publication detail:

- Released Date: 1 April, 2023
- Circulation: 450,000 Media
- Value: CNY1,800,000



Media Pitched with FOTOMEN for a 1-page feature on May 2023 issue, with the theme of "Recommended Travel Route for Photography in Mauritius", showcasing the Mauritius' photogenic spots.



Publication detail:

- Released Date: 1 May, 2023
- Circulation: 120,000 Media
- Value: CNY148,000



Media Pitched with Lonely Planet Traveller China for promoting Mauritius on its magazine, WeChat and Weibo. And we invited Director of MTPA to give congratulations to its 10th anniversary in August, 2022.



Media: Lonely Planet Traveller China Magazine
Released Date: 1 August, 2022
Details: We pitched the opportunity of LP China's 10th anniversary and invited Director of MTPA to give congratulations and promote Mauritius.
Reach: 900,000+
Media Value: CNY 268,000+



Media: Lonely Planet Traveller China Magazine
Released Date: 1 December, 2022
Details: Mauritius has a full page advertisement on the print magazine in October.
Reach: 900,000+
Media Value: CNY 268,000+



Mauritius received branding exposure on LP China's Weibo and Wechat platform.

Pitched with China Mobile JegoTrip for 2023 Calendar, in where Mauritius is featured as the destination of March 2023.



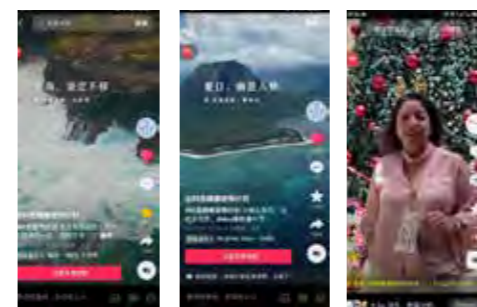
Pitched with Cover News for interview with Mr. Arvind Bundhun, Director of Mauritius Tourism Promotion Authority, who conveyed the welcome of Mauritius to Chinese tourists and the expectations of the Chinese market.



Pitched with 2022 LUXURY TIMES for Tourism Bureau Award won "The World's Most Popular Island Tourism Bureaus" Award. We participated in the award ceremony and got promotion for MTPA on LUXURY TIMES' WeChat posts.



Pitched with Douyin to facilitate 2 free exposure opportunities for the Mauritius, one of which involved showcasing Mauritius' video in the "sleep reminder" feature on the platform. This resulted in over 80,000 engagement and over 10 million views. Additionally, we collaborated with Douyin for a New Year campaign, generating more than 83,000 views.



Campaign achievement: 2,000 likes, 2,300+ comments, 5,100+ collects and 2,100+ forward, the total engagement are over 81,500 and over 10 million views

Campaign achievement: View: 83,000 ; Like: 1,434 Collect: 56 ; Comment:12

Pitched with Tencent Video for 1 video campaign, featuring the Mauritius destination as "Chasing the Light 2023", and estimated to achieve over 10,000 Views.



Joined in 4 hashtag topics on Sina Weibo highlighting the architectural and photographic attractions of the Mauritius, among others, resulting in increased free traffic and higher engagement levels.



Beyond the Road# Weibo Interaction Campaign



Summer Waves # Weibo Interaction Campaign



Eye-opening# Weibo Interaction Campaign



#Best Travel Photo Challenge# Weibo Interaction Campaign



Feel our island energy
in CEE Countries



Activities

Trip & Travel, Szilvia Szeszler

Interview with Arvind Bundhun

Special Edition on Mauritius

TV interview

Publications

- <https://www.tripandtravel.hu/mauritius>
- <https://heti.tv/2023/09/01/pirkadat-osvath-saroltaval-szeszler-szilvia/>
- <https://www.budapesttimes.hu/travel/mauritius-a-bastion-of-high-end-tourism-in-the-indian-ocean/>
- <https://www.tripandtravel.hu/mauritius-02>
- <https://www.budapesttimes.hu/travel/mauritius-rocky-monuments-forts-and-museums-sugar-cane-plantations/>
- https://www.flipsnack.com/tripandtravelhu/trip-travel_mauritius_magazin_full_a4_v5/full-view.html
- <https://www.tripandtravel.hu/interview-arvindbundhun>



ALTS Luxury Travel Roadshow March 2022



Aviareps Roadshow in Romania & Bulgaria in September 2022



Aviareps Roadshow in Romania & Bulgaria and Hungary in September 2022



CORINA CARAGEA - Influencer and Trip from Romania in collaboration with TK Airlines in March 22



Corina Caragea, vacanță de vis în Mauritius: „Salutări din Paradis” / FOTO





Feel our island energy
in UAE



Activity

FAM Trip

Famtrip Russia in collaboration with Emirates Airlines from the 18th - 25th May 2023.

- Fun&Sun Russia
- Coral travel
- Russian Express
- Ambotis
- Tez tour
- Pac group
- PAKS
- Resort Holiday
- Emirates

ATM 2023

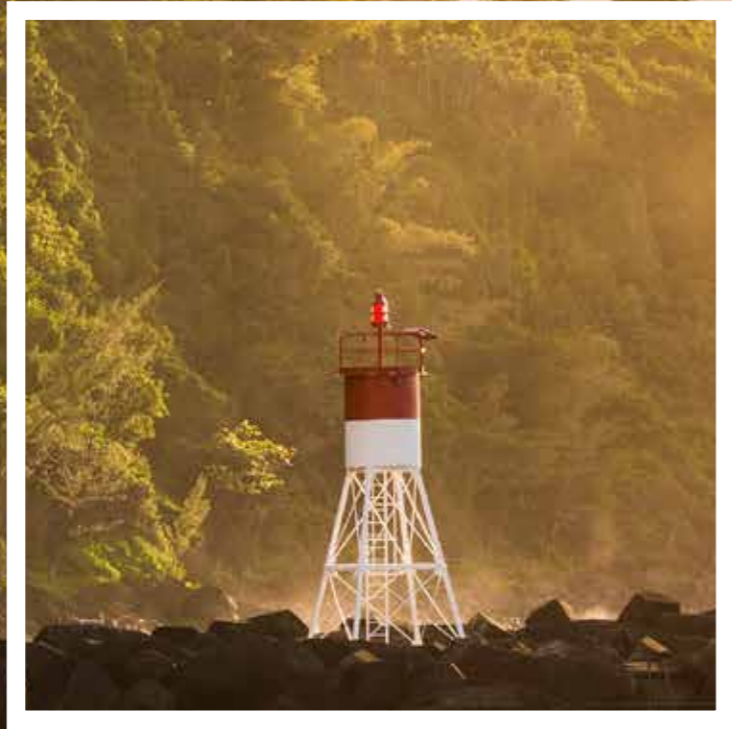
Signature of MOU with Emirates

The MoU was signed by Ahmed Khoory, Emirates' Senior Vice President, Commercial West Asia and Indian Ocean, and Arvind Bundhun, Director, MTPA, in the presence of Adnan Kazim, Emirates' Chief Commercial Officer

Mauritian Partners :

Air Mauritius, The Lux Collective, JW Marriott, Sea Resort, Maritim, Sofitel SO & Sofitel L'Impérial Mauritius, Shanti Maurice, Le Jadis, Sun life, Beachcomber, Corail Hélicopter, La Vallée des couleurs, Destination Soleil, Shamal Travel, LUXE Voyage and Association Tourism Professional.





Feel our Island energy
in Reunion



Market situation

In June 2022, Reunion was the 3rd largest market. Since the beginning of 2023, Reunion Island is at the 2nd most important market after France, and exceed the numbers of Germany, South Africa and even UK. The market is very positive and attract Reunionese people all year long.

It is a price-sensitive market.

Reunion only opened its borders since March 2022. (Travel only permissible for travelers with imperious motives)

- With the relaxation of protocols by French authorities, demand exploded from 2,470 [April 2022] to 9,500 [July 2022].
- Since July 2023, with "Maurice sans Passeport" for Reunionese people, the numbers increased and exceed the ones of 2019 (pre-covid number).

Numbers since July 2022 to June 2023 compared to 2019 level:

Visits to Mauritius by the Reunionese are approaching and even exceeding the levels before covid (2019).

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	CUMUL Jan-Dec
2019	17824	4661	12635	7267	14623	6737	17055	10316	7489	6831	15511	2019	137570
2022	121	321	3569	2470	6517	3492	9486	6301	4500	6864	16833	16833	73336
2025	17778	4616	12385	6557	15309	5795	16384	TBC	TBC		-	-	

In green, number has exceeded the ones of pre-covid year of reference (2019)

Connectivity:

- Air Mauritius and Air Austral have maintained daily flights and increase capacity during peak season to Mauritius (e.g., March and May vacations) from Roland Garros Airport
- Pierrefonds airport, reopened in november 2022 with 2 flights operated by Air Austral. Since Septembre 3 flights per week are operated by Air Austral to answer the increase in the demande.

Target Market

- Families during school vacations (July/August, October, December/January, March and May)
- Trailers / and Sport (kite surf; adventures) – reinforce the destination as a sport and trail destination for Reunionese passionate
- Couples and wedding - outside the school vacation periods : they travel for short periods (3 to 5 days) but sometimes several times a year.
- Golfers especially during the low season and several times a year
- CSE / Corporate target through the TO's for CSE groups
- Seniors

Competition

Although Air Austral has resumed many regional flights like Bangkok and Nosy Be since April 2022, they reinforce their communication about Seychelles and Mayotte. The airline company makes number of interesting offers (starting at) to : Madagascar (375€), Mayotte (310€), Mauritius (226€), and Rodrigues (399€), Seychelles (405€) and south Africa...

The real competition from July 2022 to June 2023 for Mauritius was France (the metropolis) with rates never reached (less than 500€ round trip with French Bee Company especially), in addition with the "Continuité Territoriale" people can use and make very attractive price to travel elsewhere than in Mauritius.

Seniors

COMMUNICATION ACTION ON THE REUNIONESE MARKET - JULY 2022 TILL JUNE 2023

SEVERAL DIGITAL CAMPAIGN (Google display, Youtube + Régies locales) to target :

Campaign Families / for low season

Video + key visuals

<https://www.youtube.com/watch?v=ef3SR72BnBM>

July 2022



Campaign "Retrouvez Maurice" to Strengthen communication about the lifting of restrictions

Boost last minute sales (movement clearly felt for a week by travel agencies)

Prepare for October vacations and bookings while waiting for the new "image" statements August 2022

August 2022



"Maurice sans passport" campaign

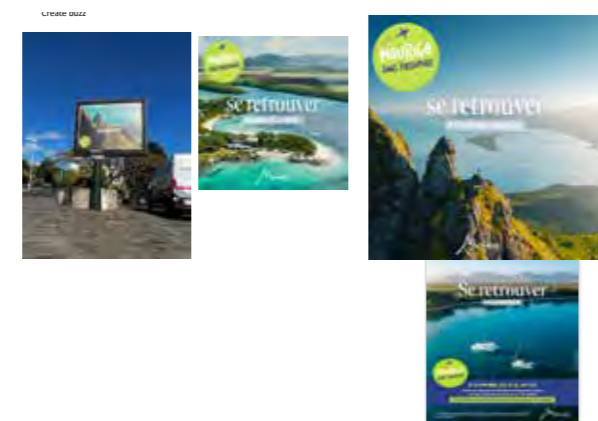
Flyers distributed / TOs and in events

Digital Campaign : Google Display, Youtube + Régies locales

- Billboard in Reunion Island
- Radio Campaign

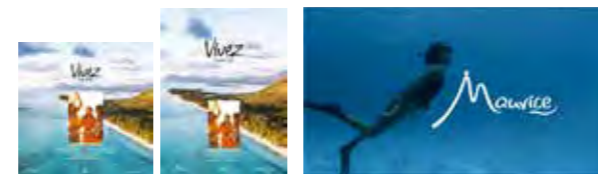
September 2022

Relaying information and create enthusiasm for Reunionese: Boost sales following this great news (Mauritius without Passport) Create buzz



Vivez notre Ile Digital Campaign

Display + Youtube + Regies Locales Key visual of new global campaign



MK Offer Digital Campaign (April-May-June 2023)

- RADIO
- BILLBOARDS faces in Island
- PRESS



PRESS CAMPAIGNS

Family + Sustainable destination + Trail destination + Golf + Vivez notre Ile campaign

- JIR
- QUOTIDIEN
- ECO AUSTRAL (Publi-reportage)
- SUPPLÉMENT GRAND RAID
- TELEMAG (publi-reportage)
- Signature Magazine (public-reportage)
- Etc/



RADIO CAMPAIGNS

- 1 campaign : Family angle (low season) June- July 2022
- 1 campaign : announcement / August campaign 2022
- 1 campaign : Maurice sans passeport / September 2022

TV PARTNERSHIP OR CAMPAIGN

TV partnership: Shannker in (November/December 2022)
Réunion 1ère : 1st talent show presented by Katiana Castlenau SHANKER was broadcasted for over 5 weeks / Dates: Nov. 18 to Dec. 16

EAT – Epicurien à Table (June 2022 and June 2023)
Réunion 1ère : Billboards In and Out / Bande annonce Replays + web diffusion
3 dedicated Tv show



MORE STREET MARKETING OPERATIONS

1. Billboards – (August -September 2022)
3 shopping Malls – Screens campaign during 2 weeks

2. Street Marketing Opé – Saint-Valentin (February 2023)
2 shopping malls + photomaton activation + Stand +Contest to win a trip to Mauritius + relay on Facebook

3. Street Marketing Opé – Fête des mères (May-June 2023)
3 shopping Malls – Screens campaign during 2 weeks + Jeu Concours and Stand in the center of Galerie



PRESS TRIP + FAM TRIPS

PRESS TRIP - MCB Indian Ocean Golf Open 2022 : September – October 2022

30 players from Reunion, Seychelles, South Africa, Namibia, Zimbabwe, Morocco, India, Egypt have been invited to participate in this tournament.

The MCB Group is the main sponsor of this golfing event and MTPA is supporting the event to attract the best golfers of the region.



EDUCTOUR – CSE with Anthurium (January 2023)

12 CSE + support MTPA + 2 Anthurium

WEDDING Planner Trip (February 2023)

3 wedding planner to promote and develop the destination in this angle

PRESS TRIP. – well known NFLUENCEUR La Petite Créole (February 2023)

Family angle and promotion on every platforms (MTPA and hers)

FAM TRIP Thématique : activités sportives et “retrouver Maurice” (february 2023)

14 Tos + MTPA / First big Eductour since the reopening – a success

Offering support to travel agencies that organise eductours with buyers or managers of CEs of large groups in Reunion (organisation of activity days to discover Mauritius)



EDUCTOUR – Thème “Vivez notre île » (June 2023)

12 agents + MTPA + MK rep

EDUCTOUR CE – Lebon Voyages

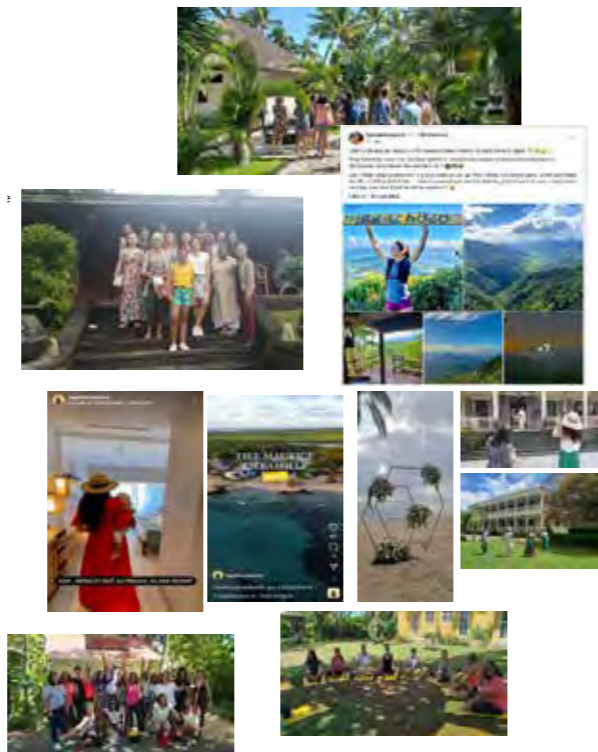
Support of MTPA

EDUCTOUR YOGA Teacher – Anthurium

Support of MTPA

INFLUENCER TRIP – TRAIL with Sissi Cussot (Jue 2023)

Collaboration with this well known traileur in Reunion Island to promote Mauritius (contents, photos, video, live.etc) + Collaboration with Mauritian videast and photograph Dimitri Rault to follow her on paths and create contents



TRADE EVENTS & WORKSHOPS

Cocktail with TOs

September 2022

Workshop Date : January 24th

January 2023

Event location: Golf du Bassin Bleu, Saint-Gilles
Gathering partners from Mauritius and reunionese travel agencies for a special workshop in order to boost and revive the Mauritius destination.

Meetings with Mauritian Hotels and TO's all year long

Presentation in the North and South in collaboration with Air Mauritius (March, April 2023)



VIDEOS



SOCIAL MEDIA STRAT

Strong presence reinforced on Facebook..

Launch of Instagram Page Maurice Tourisme.re

Regular Contest and activations on the Facebook Page + Instagram now

- Mother's day (June 2022 + 2023)
- End of Year (December 2022)
- Saint-Valentin (February)
- Foire de Bras Panon (May 2023)
- MK Challenge



NEWSLETTER AND COMMUNICATION TO TO's

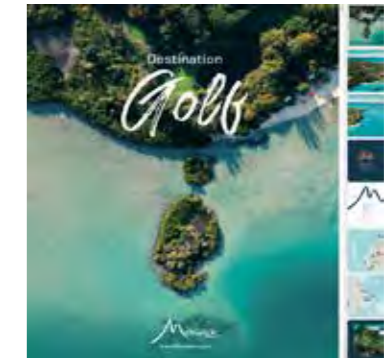
Communication on social networks to reassure about the destination (Safe Mauritius), broadcast films promoting different themes (nature, culture ...) but also posts aimed at interacting with the fan community, to remind the Mauritian island to their memory

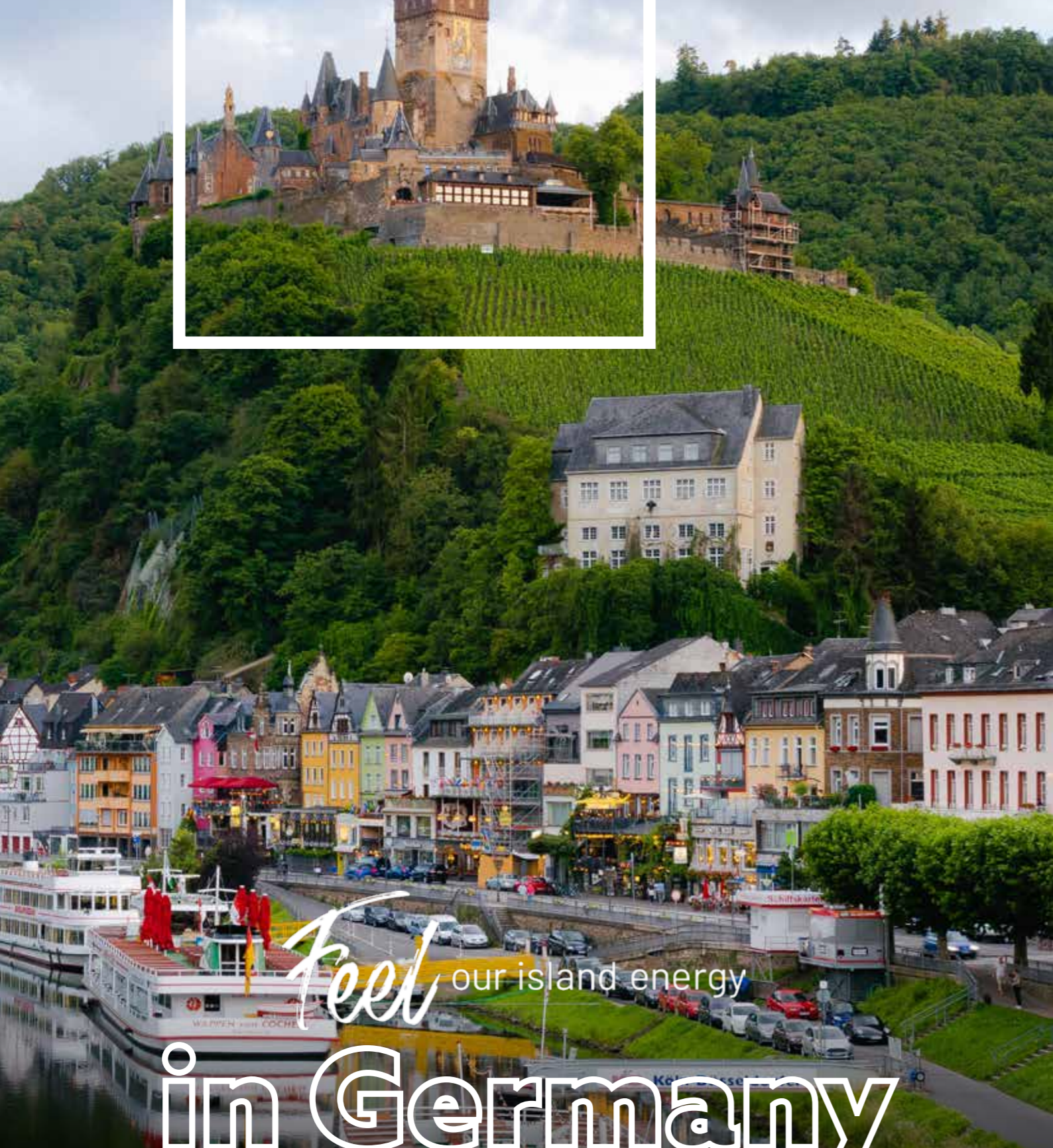
Monthly Newsletters were sent to 4500 subscribers

Actions on the ground to boost the golf segment

- Sponsorship of GOLF competition events in Reunion Island (Colorado; Rotary's Club ; Bassin Bleu ; Lions' Club
- Press specialized in Golf – advertising Mauritius

Creation of a Golf Flyer distributed to all To's and Golf Clubs to promote Mauritius





Feel our island energy
in Germany



Formulate PR objectives & plans

Formulate and implement the PR plan - All year

According to analysis' made and to address challenges and opportunities a PR and Marketing Plan will be suggested. All trends and market development will be considered. AVIAREPS provides MTPA with a continuous comprehensive intelligence reports on market trends.

Marketing, Communication & Public Relations Set Up - All year

Mauritius set-Up (dedicated phone ext. number, Logo placement at front door, Signature set-up), market soft sounding and providing of overviews, answering consumers' requests, monthly reports. Fulfillment and Development of PR- and Marketing-Plan.

Organise high PR impact activities - All year

Support the travel trade and continuously raise awareness of the destination among existing and new customers. After approval of the plans, projects will be implemented to reach suggested targets.

Develop niche markets & MICE segments - All year

Besides traditional segments such as repeaters, golfers or honeymooners, we also need to explore the potential of new target groups such as MICE planners or digital nomads while positioning Mauritius as a trendy destination.

Achievements

- timely submission of plan for approval
- Subsequent implementations as per budgets approved for each project and in strict compliance with signed contract
- Submission of monthly reports till the 5th of the following month

Social Media strategy

Propose and Implement online marketing and advertising campaigns - All year

Promote the destination through online channels - All year

Act as an online information dissemination agency - All year

Intensify the presence of the destination online - All year

Coordination with MTPA Head Office for collaboration and coordination of E-Marketing actions - All year

Expected Output

- At least 20% increase in visitors to mauritiustourism and mauritiusnow.com within 1 year
- At least 35% increase in page views to mauritiustourism and mauritiusnow.com within 1 year

Content Plan (Instagram & Facebook) - All year

- Always focus on providing value with our social content. Give consumers a reason to follow our channels while, taking a value-first approach to attract, nurture, and sell on social media.
- Revisit the target audience profile and social media goals
- Polish our social media content categories for each social channel Decide on formats we'll use
- Create an engagement plan
- Have a plan to share others' content Repurpose and curate content
- Create a plan to encourage users to create content for us --> User Generated Content Strategy Work out how you'd promote MTPA
- Pick out a posting frequency and create away
- Reflect and tweak

Content Creation

The act of selecting, gathering, structuring, and distributing content from various sources on the internet . Curated material, such as "best of" lists or content tailored to assist someone master a specific skill, usually provides a list of high quality resources on a given topic.

Write texts and select imagery and video material for our channels:

<https://www.facebook.com/de.mauritius>
https://www.instagram.com/mauritius.tourism_de/

Community Management with Fans & Followers (Instagram & Facebook) - All year

Interaction with fans and replying quickly to their questions is key in order to be perceived as a friendly and attractive destination, adapting to the needs of the community of each channel.

Campaign Management (Instagram & Facebook) - All year

Work with We Like Travel or other social media agencies in order to align social media strategy on the German and Austrian markets for our channels. Should there not be any third party company anymore we are happy to jointly work on a campaign management for MTPA.

Introduce MTPA on a new social media platform: Pinterest - All year

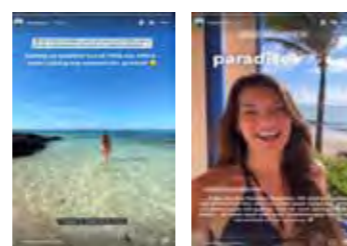
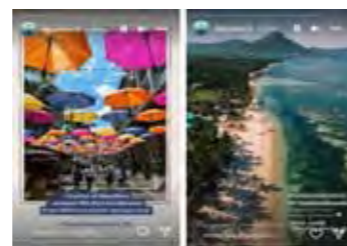
Pinterest is a new social media platform for MTPA, which has a broad number of advantages: Linking back to the website, YouTube or Instagram makes it easy to use content that already exists. Pins have a very long half-life (longer than Facebook & Twitter), Pins are played out based on user behaviour, Less community management than IG, FB & Twitter.

Expected Output

- Creation of own Pinterest site to arouse emotions & awareness for Mauritius and to drive visitors to the website
- Creation of different topic folders (nature, culture, beaches, watersports, wedding, etc.) Start posting Reels and Videos on the newly created channel

Influencer Collaboration with @Voyagefox - Jan/Feb 2023

As a team of two globetrotters from Germany with a passion for photography, Nathalie and Patrick Aron, will explore all the wonderful places in Mauritius with their community. Step 1: Sharing the first post or reel on Instagram showing the beauty of Mauritius to catch people's attention



- Step 2: Creating a captivating destination tour with transition for the "WOW-effect"
- Step 3: Sharing stories about the trip, highlighting the uniqueness of Mauritius
- Step 4: Second Post/Reel for additional attention and to stick to the mind
- Step 5: Creating a SEO optimized blogpost in English and German for detailed information
- Step 6: Referring to the blogpost in an additional post and stories after the trip for the maximum of exposure
- Step 7: Embedded links in the blogpost lead the readers directly to www.mauritiusnow.com
All stories will be saved in a highlight.

Expected Output

- +396k Instagram follower with a passion for travelling
- +678k TikTok followers
- +30k readers on blog/month
- +50 million views on reels; +700k impressions/post Results:
- 1 blog article
- 1 TikTok Post
- 7 Instagram Posts and Reels
- Daily stories on Instagram, saved as highlight Created content with full right usage
- Over 50k EUR value of coverage generated
- Partner integration (Salt, Sugarbeach, La Vallee des couleurs, Yanature)

Dertour Social Media Collaboration - Q1 2023

The tour operator DERTOUR, together with MTPA and selected influencers sets up an influencer trip. The campaign allows you combine professional live content from the destination with personal recommendations from the selected influencers. This way you ensure that your products are presented to your target group as authentically as possible. The content is primarily distributed via the influencer channels.

Expected Output

- In June, we organized an influencer trip in cooperation with Dertour:
- Content creator Marcel Siebert and his influencer girlfriend Nadine Weiß travelled to Mauritius, showing the natural side of Mauritius. The campaign was streamed on the influencer's channels, our channels and the Dertour channels, which means that we generated a large reach in connection with a bookable product.
- Marcel Siebert: 941.000 Follower - _marcelsiebert
- Nadine Weiß: 38.000 Follower - ticket.to.anywhere

Market Watch: Market Condition and market outlook

Assessment of market condition - All year

Provide airline booking situation for the current month and succeeding months as far as visibility allows. Provide MTPA with market feedback from Tour operators for current and future booking situation. Send information about flight cancellations where applicable.

Market trends - All year

Monitor what competitors are doing in terms of advertising campaigns, pricing strategies, tourist arrivals in previous months.

Market outlook - All year

Provide input regarding destination visibility, market prospects problems and propose solutions for them.

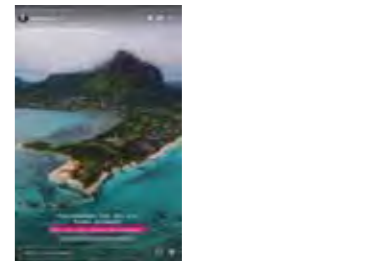
Emerging Opportunities for the industry over the next months - All year

Keep a close view on trends and resulting opportunities for MTPA throughout the whole year.

Provide comprehensive intelligence report on market condition relating to Covid-19 pandemic\ - All year

Expected Output

- Timely submission of all reports + additional submission of detailed weekly Market Update including market news and overview of Covid-19 Cases in Germany on a weekly basis



Regular meetings with travel trade

Database Management - All year

Database set-up with the segments to correlate with Mauritius's overall marketing + PR requirements and with the ability to generate the required reporting.

Expected Output

- Expansion of consistent database
- Improve accessibility
- Sales Calls

Schedule Meetings with tour operators & travel agents - All year

Provide the most updated information, promotion material and event calendars to product managers, planners and retailers. Travel expenses caused by meetings, trainings and sales calls will be covered within this budget.

Furthermore online meetings will be held which will not cause any external costs. According to the circumstances travel will be possible or shall be avoided when needed.

Expected Output

- Meet tour operators, travel agents and partners throughout Germany and Austria to discuss current situation, share information and increase bookings.
- Example: Meeting with Rüdiger Knewitz, responsible for Air Mauritius in the German speaking market. Discussed the flight from Geneva to Mauritius and also possible cooperation. They will be our partner for our upcoming webinar and are willing contribute into the next famtrip to Mauritius.
- On 24th March Senior Marketing Manager Kerstin Sängler attended the yearly meeting of ASA to represent Mauritius in the discussions about future activities and strategies

Distribute Promotional Material - All year

Free mailing service of brochure, posters, sales manuals, maps, displays, films and other promotional items to consumers, travel trade, media and stakeholders

Expected Output

- 3043 Travel Guides
- 854 Pocket Maps
- 396 Golf Brochures
- 27 Posters

Re-Production of Mauritius collateral (maps & give-aways, rollups) August 2022

Marketing collateral is any media material used to promote MTPA and communicate our brand message. This includes everything from print materials like posters and flyers to digital content like catalogs and e-magazines. We need to keep in mind that raw materials, including paper, are short right now. Still, printed material is highly important especially for a more mature target group.

Thus we consider the reproduction of material that we do not have any more like maps to hand out to consumers and trade likewise. Additionally it is important to stay in mind and create give-aways to hand out in special occasions or raffles. Also we need to reprint rollups in order to match the current image language of Mauritius.

Expected Output

- Production of Tea cases, chili salt, lanyards, USB sticks and advent calendars

Membership in the ASA (Association for the Promotion of Tourism to Southern & East Africa) as of July

ASA was founded in Germany in 1988. Up to now ASA has about 120 members, mainly tourism traders with their focus on Southern and East Africa, i.e. tourism boards, airlines (e.g. Eurowings Discover), specialist wholesaler, European tour operators and incoming agents in Southern and East Africa as well as companies with an interest in the further development of this region. The Association facilitates access to meetings and to training the trade.

Expected Output

- They have a regular exchange between the industry partners which was attended by Marketing Manager Kerstin Sängler.
- As part of the membership in ASA, the association for Africa travel, we took part in a webinar held on 1/3 with 26 participants from Germany & Austria. We discussed topics all concerning honeymoon and weddings. We represented Mauritius as the perfect destination for that.



Training conducted with travel trade

Online

Mauritius AVIAREPS ECOSYSTEM - Monthly

The very own IT department of AVIAREPS, namely AVIANET, constantly develops new solutions for our clients in order to meet their exact needs and provide an all-in-one marketing hub. The AVIAREPS Eco-System is the newest product and we offer Mauritius the very first implementation, at no costs. The ecosystem provides solutions, such as integrated webinars, e-learning, website builder, virtual fairs in 2D and 3D and many more services.

Expected Output

- Create a dedicated Mauritius website where travel agents can find all the information needed, login for events etc
- Introduce Mauritius as an all-year destination with all its reasons to visit: people, culture, nature. Especially focus on topics like adventure, golf, sports that encourage potential travellers.
- <https://mauritius-trade-de.des.aviareps.world/>

Mauritius elearning (online training) - All year

As part of the new product solution of the AVIAREPS ecosystem we will create a new elearning online course with different chapters in order to increase product knowledge and awareness of Mauritius among travel agents and tour operators for the upcoming year. We will make sure to combine the educational aspect with a fun and interactive way of providing the agents a platform within our ecosystem.

Expected Output

- Increase product knowledge and awareness of Mauritius among travel trade.

Mauritius Webinar - October, December 2022 | May June 2023

4x Webinar sessions focussing on Mauritius during low season. Stress the advantages of travelling in this time period and what activities can be done then. Introduce Mauritius as an all-year destination with all its reasons to visit: people, culture, nature. Especially focus on topics like adventure, golf, sports that encourage potential travellers throughout this exact time of the year and to counter low season.



Expected Output

- Marketing Manager Kerstin Sängler held a webinar introducing Mauritius and all important industry news on October 27th. 145 participants attended the webinar. Questions could be placed via the chat function and answered during a Q&A.
- Webinar in collaboration with the Rodrigues Tourism Board in front of 75 travel agents to inform them not only about Mauritius, but to its sister island Rodrigues. <https://mauritius-trade-de.des.aviareps.world/webinars/>
- The theme was "Mauritius - the whole year". Presentation of the new campaign as well as the various activities in Mauritius that can be done all year round. About 70 participants from Germany & Austria where listing to the Webinar. Good feedback from participants on the theme and the variety of activities that can be done in Mauritius throughout the year.
- The theme was "Mauritius - Art, Culture & Culinary". Presentation of the new campaign as well as the various activities in Mauritius that can be done all year round. About 43 participants from Germany; Austria & Switzerland where listing to the Webinar. Good feedback from participants on the theme and the variety of activities that can be done in Mauritius throughout the year. As a partner Air Mauritius informed the participants about their news.

Mauritius-Trade-Newsletter - Monthly

Distribution of news regarding latest product developments and general updates on the Mauritian tourism industry to the German travel trade to the AVIAREPS database.

Expected Output

- <https://crm.aviarepstourism.com/muc/civicrm/maillingview?reset=1&id=3908>
- <https://crm.aviarepstourism.com/muc/civicrm/maillingview?reset=1&id=3914>
- <https://crm.aviarepstourism.com/muc/civicrm/maillingview?reset=1&id=3936>
- <https://crm.aviarepstourism.com/muc/civicrm/maillingview?reset=1&id=4000>
- <https://crm.aviarepstourism.com/muc/civicrm/maillingview?reset=1&id=4020>
- <https://crm.aviarepstourism.com/muc/civicrm/maillingview?reset=1&id=4055>
- <https://crm.aviarepstourism.com/muc/civicrm/maillingview?reset=1&id=4082>
- <https://crm.aviarepstourism.com/muc/civicrm/maillingview?reset=1&id=4108>
- <https://crm.aviarepstourism.com/muc/civicrm/maillingview?reset=1&id=4113>
- <https://crm.aviarepstourism.com/muc/civicrm/maillingview?reset=1&id=4204>
- <https://crm.aviarepstourism.com/muc/civicrm/maillingview?reset=1&id=4276>

Offline - Seminars, Workshops and events

AVIAREPS Roadshow - 4.-6. October

AVIAREPS will conduct a physical event with numerous of its clients and attendees. Our portfolio gives agents the chance to meet selected destinations, while securing that each partner catches the attention of guests. The benefit of the concept is that Mauritius is able to explore new potential target groups. Travel Agents and Tour Operators will be able to interact and exchange information, but also strengthen their contacts to the MTPA. The roadshow will strengthen the high-season of Mauritius.



- Showcase Mauritius with travel trade
- Share the latest news
- Re-connect with key contacts in Germany
- In person networking

Expected Output

- Our AVIAREPS Germany Tourism team launched their new roadshow format, the AVIAREPS Leisure Market - ALM 2022, in October, a networking event series for the travel trade. While enjoying the breathtaking mountain views, the guests learned the latest news from Mauritius and had lots of opportunities for networking. In total, 40 partners and hosted buyers joined the event.
- Results:
- 20 German high-end hosted buyers were met for an individual exchange in 1-to-1 meetings and networking possibilities during two exclusive dinner events and fun activities during the day.
- Exclusive luxury trade media partners, such as Connoisseur Circle and Luxusinsider attended the event as well to gain additional coverage after the event.

Travel Designer Roadtrip - Q1 2023

Germany is characterized by a very decentralized tourism landscape. There are numerous small, especially luxury and specialized, operators and travel agents. They define themselves by designing very individual trip itineraries with high class hotels and products to give the special twist to their customers. As a result they have a curated and loyal client portfolio. AVIAREPS addresses this special target group, highly relevant for Mauritius, by visiting approx 4 agents/operators per day, throughout Germany. We will visit mainly in the periphery of the metropolitan areas in order to complement the AVIAREPS and MTPA roadshow which will focus on some key cities.



Expected Output

- From 13-16 February, Senior Marketing Manager Kerstin Sanger & General Manager Jurgen Salzer travelled through Germany to meet luxury partners and update them on Mauritius. Meetings were held in Hamburg, Hannover, Frankfurt, Dusseldorf and Munich:
- DSI Reisen, Reiseburo van Daacke, Feinreisen, Airtours, LCC Fyne Travel, itravel, edeltravel, Dertour Deluxe, Reiseburo Schwabach, Giller Reisen, Rose Travel, Salt

Arrange visits to Mauritius for Tour Operators Eurowings Discover Famtrip - November 2022

Eurowings Discover is the new airline in the Lufthansa group focusing on the leisure holiday travellers. They entered into a partnership with the association "Willy Scharnow", which is an educational institution in Germany that is focusing on the development of tourism and education of travel agents. This partnership with both Eurowings Discover and Willy Scharnow allows MTPA to bring 10-15 agents from Germany to Mauritius in a very cost-effective way as Eurowings Discover will support via Ticket Sponsoring. These participants are highly interested and active in their sales.

The programme will provide interesting information about the diversity of the tourist destination Mauritius has to offer. The focus should be less on hotel visits than on the destination itself.



Expected Output

- From 15th to 21st of January Marketing Manager Kerstin Sanger travelled to Mauritius with a group of 10 travel agents. The famtrip was supported by Eurowings Discover as well as the foundation Willy-Scharnow who is taking care of the education of tourism professionals in Germany. On the island the group discovered the different regions and received the warm hospitality from Mauritius. Eurowings Discover even granted the group an upgrade to Premium Economy.

Activities with airlines, media, tour operators, travel agents and consumers (B2B & B2C)

Consumers

Study with the University of Applied Sciences Bremerhaven - July

Together with the renowned University of Applied Sciences Bremerhaven we are conducting a study to analyze to what extent travel behavior to Mauritius has changed as a result of the pandemic. This academic support comes at no extra charge for Mauritius and helps the destination in getting a detailed view of customers on any changes in the perception. As a result marketing activities can be adjusted and tailor-made for the German market.

Expected Output

- The students conducted a survey among travel agents with the help of AVIAREPS to gain deeper insight in the consumer behaviour for Mauritius.

Domain Hosting- All year

These webpages are referring to our main page www.tourism-mauritius.mu:

- mauritius-entdecken.de
- my-mauritius.de
- tourism-mauritius.de

Expected Output

- Guide users from the mentioned website to the main domain.

Radio Editorial Campaign - October

With the Munich based radio station Charivari, we will organize 4 short interviews (2-2.5 minutes each) and 4 moderating notes in the show openers in the relevant broadcast hour. We provide an interview partner and the main topics, which are then prepared together with the presenter.

Expected Output

- PR Manager Cornelia Fischer acted as interview partner and Mauritius expert and recorded the main topics with the presenter at the radio station on-site in Munich. Topics presented were Sun & Beach, Active Mauritius, Water activities, Culture & People, Nature, Travel period & weather conditions. Additionally Mauritius has been presented online on a dedicated landing page on charivari.de.
- In January Radio Charivari launched a raffle where participants could win a trip to Mauritius. Hotel was sponsored by Sunlife and MTPA offered to raffle expeditions and transfers. In return Mauritius was featured editorially and on the website. <https://www.charivari.de/radio/aktionen/eine-frage-eine-reise-gewinne-deine-raumreise-nach-mauritius/30003>

Brand Cooperation - November 2022

Expected Output

- Feinreisen - is a tour operator for worldwide exclusive travel. It is a brand of the tour operator America Unlimited GmbH from Hanover. It was awarded by Rodl & Partner and TourVers Versicherung for its outstanding economic performance and unique customer service. Feinreisen appeals mainly to luxury travelers and wants to offer them an unforgettable vacation. They offer luxury travel for all target groups, whether with families or couples. The tour operator offers its customers a diverse range of destinations in Europe, America, Australia and Africa, as well as in the Indian Ocean, the Caribbean and the South Seas. Marketing activities took place from April 2023 until May 2023.



SEO Campaign - Q1 2023

Based on a digital analysis of the website, search rankings as well as competitor performance, AVIAREPS will update the current SEO activities and implement targeted Google advertising activities. All activities are based on extensive analysis of in-market search behaviour, keyword searches and competitor performance.

Expected Output

- <https://tpc.google syndication.com/simgad/1649624189683693970>
- <https://tpc.google syndication.com/simgad/8146117635302315692>
- <https://tpc.google syndication.com/simgad/1927554402995641182>
- <https://tpc.google syndication.com/simgad/15766006527568936625>
- For Mauritius we conducted a SEA/SEO campaign to drive traffic to the website of Mauritius and to puh the new campaign "Feel our island energy". This included:
 - 1x search network campaign (text ads) for people who are already specifically looking for Mauritius as a travel destination: CTR 11,2% | CPC 0,59€ | 4092 Clicks
 - 1x search network campaign (text ads) for people who are not yet specifically looking for Mauritius, but want to vacation in the sun/on an island or in East Africa/Indian Sea: CTR 6,69% | CPC 0,53€
 - We hit them very precisely with the appropriate keywords and ad placing.
 - In addition, we extended the campaign with a display campaign that we played out broadly on "vacation seekers" with the banners with the new "Feel our island Energy" look & feel: 425 clicks
 - In total: 244.723 generated impressions.

Tour Operator Cooperations: Generalists - FTI - August - September 2022

Work together with trade partners to drive demand to Mauritius by conducting different activities such as e.g. window dressing, online marketing, attendance of roadshows.

- Cleverpush: promotion of Mauritius via a browser application. Message appears when starting the browser
- B2B2C Online Package: Attractive online package with exclusive Magic Wall on all travel agency home pages + video integration, landing page + 3 offer boxes
- Participate in a FTI Roadshow (dates tbc)

Expected Output

- Cleverpush: Impressions: 44.565
- Clicks: 524
- CTR*: 1,20%
- Exclusive Mauritius landing page for "sonnenklar.tv" and "Flugbörse" with text, pictures, logo and offers Clicks total: 216
- Mauritius was integrated with an exclusive Magic Wall on all travel agency home pages including a video integration
- Participate at the FTI roadshow in Hamburg representing Mauritius among the travel trade. 57 participants attended and Marketing manager Kerstin Sanger took part in the travel market to inform about all news of the destination.



Tour Operator Cooperations: Generalists - DERTOUR - Q4 2022

Work together with trade partners to drive demand to Mauritius by conducting different activities such as e.g. window dressing, online marketing, attendance of roadshows.

- Podcast that educates the trade: Up-to-date expert knowledge for the travel industry. Entertaining and informative. Product details - tips for the consultation - destination knowledge.
- 2x2 weeks TV spots in the travel agencies for window dressing: Emotional sales approach through moving images with your wish spot in your own layout including logo placement
- High attention guaranteed by high-frequenced walk-in customers
- The TV Spot guarantees high topicality, the TV is placed in the head window 24-hour exclusive presence, also outside the opening hours

Expected Output

- Dertour Podcast
- Up-to-date expert knowledge for the travel industry. Entertaining and informative. Product details - tips for the consultation - destination knowledge.
- DER Touristik podcasts highlight aspects of a topic in several chapters / issues. The individual episodes are structured by recurring elements and provide up to 20 minutes of goal-oriented infotainment. The episodes have different learning objectives - each episode thus has an overall product-related added value. DER Touristik podcasts are promoted in several communication channels. They can be subscribed to - i.e. new episodes are automatically displayed to the target group via their phone or desktop apps.

- All episodes will be published on the Expedient Portal Come Closer upon publication and can be retrieved from the archive at any time. They can be subscribed to via various audio streaming services. PODCASTENDER Subscribers are automatically notified when a new episode is put online
- Information & content must be supplied by Product & Partner Topic is edited
- More Value:
 - Application in DER Touristik Vetriebsnewsletter; reach 10,000 agencies Come Closer Facebook post matching the release date; reach 7000 followers
 - The Mauritius podcast episode was recorded with Jens Reinhardt the product manager Indian Ocean and Marketing Manager Kerstin Sanger. As a highlight topic we chose honeymoon/weddings. The podcast can be streamed on Spotify.
 - TV Spots DER, DERPART & DTPS travel agencies
 - Use the latest POS medium of the travel agency chains DER, DERPART & DER Touristik Partner-Service (DTPS) to make an emotional announcement to customers and inspire them with moving images. Your advantage: The spot will not only be aired in one single travel agency chain but in all travel agencies of DER, DERPART & DTPS all throughout Germany.
- Advantages:
 - Emotional sales approach through moving images with your wish spot in your own layout including logo placement High attention guaranteed by high-frequenced walk-in customers
 - The TV Spot guarantees high topicality, the TV is placed in the head window 24-hour presence, also outside the opening hours
 - 2 x 2 weeks TV Spots in travel agencies, 10 Seconds
 - 2.500 Travel agencies 12.10.2022 - 26.10.2022 30.11.2022 - 14.12.2022



Tour Operator Cooperations: Generalists - Schauinsland Reisen - November 2022

Schauinsland is an independent, family-owned and medium-sized tour operator with over 470 employees. It is the TOP 7 tour operator in Germany and TOP 20 in Europe. Nationwide Performance campaigns for 6 weeks implemented on Facebook and Instagram. The aim is to increase awareness of the destination.

First of all, creatives will be created through optimized campaign types tested and the winners of the tests in other campaign types played out. The results are high reach and interactions.

Expected Output

- Advertisement on SLR starting page
- Impressions: 382.432 per week; user: 35.124 per week Teaser
- Clickrate: 2,22 %; Timing: week 47
- Broadcast of a 30 second spot on approx. 75 Travel screens at theschauinsland Reisen partner travel agency group "Alpha Reiseburos"
- Frequency: 6 Days a week - every 10 Minutes Duration: 2 weeks
- Timing: 01.11.2022-15.11.2022
- Airport Advertisement
- Backlight poster at the arrival and departure area of the Dusseldorf International Airport (DUS)
- Size: 235 x 275 cm; Number of spanndias: 2x spanndias Period: 3 months
- Timing: November 2022-January 2023



Specialist Tour Operator Cooperations - August 2022 | September 2022

Work together with top selling specialist tour operators to directly activate the right target groups for Mauritius:

- Avantgarde Travel: Full page presentation of Mauritius in the honeymoon catalogue of Avantgarde Travel, who is a specialist in selling honeymoon and wedding travel. The brochure is distributed at wedding fairs and strongly focuses on Mauritius.

Expected Output

- Golf Globe: Leading golf travel specialist in Germany, Austria and Switzerland
- exclusive golf travel producer of tourism market leader TUI • Pool partner PGA of Germany • Travel partner Deutsche Golf Liga
- Sales Channels: 10.000 travel agencies, Approx. 2.000 golf professionals, Golf clubs in Germany, Austria and Switzerland, Website, Social media channels
- Target Groups: FIT (individual travellers), Groups, Teams and golf club members
- Activities:
 - 2x2 GOLF GLOBE mailing integrations
 - 2 mailings towards each 1) travel agencies and 2) golf professionals
 - reach: 10.000 travel agents, 2.000 golf professionals 1x blog article at B2B / Pro Intranet

- introduced through social media and mailings 2x5 social media postings (2 posts at 5 channels) posting of articles, Stories, reels or Video ads (depending on received content) • Channels: Facebook Instagram LinkedIn YouTube Tik Tok
- 1x online webinar with travel agencies; duration 30-60min, participant number up to 30 qualified agents per session
- Avantgarde Travel: 7500 copies, 1 full page

Online Tour Operator Joint Marketing Campaign - October 2022

Work with Opodo, which ranks in the top 20 of the key players in the online travel agency market in Germany in order to address a digital audience in order to push for next season. Online activities have the advantage for easy measuring, precise targeting and quick initiation.

Expected Output

- After the marketing campaign between Mauritius and Opodo.de from 18 May to 30 June, we have received the results. In summary, during the period 109 tourists booked with an average stay of 16.52 days.
- Moreover, 40% will travel between July and August, and 18% will travel in October. It is interesting to see how 16% of travelers will visit the destination between January and June 2024, with April being the month with the most visits. The German travelers purchased their tickets with 98 days in advance.
- Branded Content: Creation of a microsite Native Ads on Homepage for 2 weeks
- Display Advertising on Homepage and Search Results Impressions: 491.970
- Social & Video offsite Impressions: 100.000
- Newsletter to 40.000 subscribers

MICE Loop - 17-19 November 2022

The best MICE event in luxury tourism - loop MICE connects professionals from luxury tourism and global providers with top MICE buyers from the German-speaking market.

You meet on a highly efficient and productive platform: Each participant has 20+ appointments, each lasting 15 minutes

- in connection with a fantastic supporting program, networking at its finest! Connect with 40+ top MICE planners during exciting yet educational experiences.

Expected Output

- Marketing Manager Kerstin Sanger met on a highly efficient and productive platform: Kerstin had 28 appointments, each lasting 15 minutes - in connection with a fantastic supporting program, networking at its finest! Connect with 40+ top MICE planners during exciting yet educational experiences.

Break the Ice Forum - 29. September - 1. October 2022

Break The Ice Forum is the only CSR & B2B event for the M.I.C.E. sector. It's a 2 night-1 day forum. It's a unique business opportunity where you will meet and negotiate with the best suppliers in the industry by helping a great cause and contributing to life changing experiences. A Break the Ice Forum counts between 60 to 80 participants and 20 Prescheduled appointments.

Expected Output

- Break The Ice Forum is the only CSR & B2B event for the M.I.C.E. sector. It's a 2 night-1 day forum. It's a unique business opportunity where Marketing Manager Kerstin Sanger met and negotiated with the best suppliers in the industry by helping a great cause and contributing to life changing experiences. The Break the Ice Forum was attended by 42 buyers of which 21 were met within personal Prescheduled appointments.

Media Press Office - All Year

Installing a dedicated phone line to answer the phone on behalf of MTPA. Developing a key media target list; setting up and updating a media database. Handling all enquiries and distributing press kits, stories and images.

Handling and managing all journalist requests on behalf of MTPA and acting as first point of contact for all media enquiries.

We act as information dissemination body:

We maintain a database of up to 24.000 contacts and conduct direct mailings. We monitor the media.

We arrange interviews on the destination.

Expected Output

- Increase of media understanding and awareness of Mauritius and its product offering via media calls
- No. of articles placed - see clipping reports

Create an image database - All Year

Provide media with an attractive image database that is accessible anytime including all copyright information

Expected Output

- Image data base for journalists (prior to the newly created image data base and press kit via mauritiusnow.com 'https://drive.google.com/drive/folders/1mEhfWqnmfcdBxT10wbRQsHtVouOZ7AG

Crisis Communication - All Year

Regarding Crisis communication the focus of AVIAREPS is still lying on the affects of the corona virus pandemic. In We successfully identify issues and its impacts on tourism, but also any other debate that could lead to a bad reputation of the destination.

Expected Output

- collect opinions and forecasts from various stakeholders and consult accordingly regarding messaging 'Identifying issues leading into suggestions how to proactively deal with the issues.

Press Release Writing - All Year

Creation and writing of press releases targeted to nation-wide and regional press. We write up to 10 press releases, taking into account current news and topic related to campaigns, such as #MauritiusNow.

Checking out thematic plans of the editors to share targeted information, pitches and invitations as well.

Expected Output

- Press releases are being published by MTPA Germany on a regular and on demand basis. Current events or news are being covered in the press releases as well as latest openings, festivals and stories about nature, culture, people, activities in Mauritius

Interview Options - All year

Organization of and/or support with meetings and interviews at major German trade fairs like ITB, with the trade media as well as newspapers and media houses.

Expected Output

- No. of interviews
- No. of articles published

Clipping Service - All year

Media monitoring and provide MTPA with copies of media content, which is of specific interest and subject to changing demand.

Expected Output

- Enhanced media monitoring
- alue reporting
- AVE of 4.028.290,48 EUR
- PR Value of 12.084.871,43 EUR
- Reach of 978.282.783

Newsroom - All year

Centralize PR and communications efforts and maintain German SEO-optimized Newsroom with direct access to relevant media information about Mauritius: press releases, press kit, high-resolution images and videos and more. All news releases, PR content are presented in a fully responsive, user-friendly online newsroom.

Expected Output

- The 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.



Media Roadshow - 13.-15.September

Tour 3 German cities (Hamburg, Munich, Berlin) in order to pitch stories and provide the most updated information.

Expected Output

- PR Manager Cornelia Fischer toured through the three main media cities Munich, Hamburg, Berlin in order to discuss stories and potential press trips to Mauritius in exclusive event locations. In total over 45 journalists have been met in person including the following key media and several top freelance journalists:
- Bild der Frau Geo Saison fvw
- TRVL COUNTER Die Zeit
- Der Spiegel
- SZ Magazin
- Golfen
- Freizeitwoche

Individual Media Trips (print & online, radio & TV)

Coordinating and running individual media press trips in order to increase coverage of the destination. We work with our partners to arrange cost-effective/complimentary flights and accommodation*. Furthermore, we make sure that media representatives have a detailed itinerary and schedule up to 1 journalists focusing on subjects such as culture, golf, eco-tourism and sustainability, food, MICE and honeymoon/wedding.

Expected Output

- In February 2023, the journalists Michael and Roswitha Juhran travelled to Mauritius for a research trip with the focus on sustainability on the island, together with Beachcomber. Flights have already been booked in December 2022. Articles have been published in April 2023 and gained a media value of over 300k EUR with a reach of 77 mio. Proof articles see clipping report from April 2023.
- Additionally, we supported the freelance Journalist Thomas Hauer, who was invited for a culinary trip to Mauritius by Constance with on-site itinerary in March 2023, including Le Morne Morning hike with Yanature, Street Food Tour Port Louis with Taste Buddies and Chamarel tour with Waterfall, 7Coloured Earth and Rhum tasting including lunch at Rhumerie Chamarel. No flights costs for MTPA.
- With the remaining budget we covered accommodation costs for the influencer trip of Nathalie and Patrick Aron from Voyagefox and for the upcoming TV production trip of Markus Giese from giese productions.

Group Press Trip 2022 (DE/AT) - September/October

Coordinating and running the annual media group press trip together with German and Austrian media representatives. We work with our partners to arrange cost-effective/complimentary flights and accommodation* and ensure all involved have a detailed itinerary and schedule.

Focus on the topic sustainability and culture/people for the group famtrip. Attendees will take part together in the DE/AT famtrip.

Expected Output

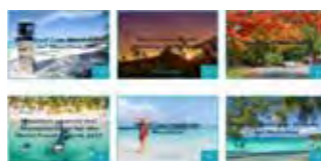
- PR Manager Cornelia Fischer conducted and participated in the second media group press trip together with German and Austrian media representatives.
- Theme of the Press Trip was "Feel our island energy" and we will coordinate the itinerary around the new campaign together with the MTPA and partners.
- Rainer Heubeck, freelance journalist writing for ARCD and other special interest media, will attend the Press trip as German media representative.

TV Broadcast - September/October tbc

Re-inviting TV producer Markus Giese in order to produce new stories about Mauritius and Germans living there after the reopening.

Expected Output

- For 2023, we re-invited TV producer Markus Giese to produce new stories about Mauritius and Germans living there, after the reopening. We already successfully worked with him in 2020 prior to the pandemic. He will travel to Mauritius in end of June/beginning of July. Flights are already booked.
- Reaching a wide audience at the biggest German TV channel ZDF and promoting the diversity of the island with different story angles:
- The German Diving Ladies of Mauritius (Flic en Flac)
- Katharina Dohrmann fell in love with the paradise of Mauritius at first sight. Together with her daughters she founded her own diving school in Flic en Flac in the male domain of diving. In addition to training and diving, she has dedicated herself above all to the protection of the oceans.
- From Regensburg to Riviere Noire - the cocktail dream in paradise



- Actually, Oliver only wanted to help out his relatives on Mauritius for a summer. This turned into a completely new life. Seven years ago, he opened his own restaurant and cocktail bar next to the family's gas station.
- The opera singer from Mauritius'
- Kathrin Caine is an institution on Mauritius. Together with an association, the Munich native has worked to renovate the oldest opera house in the southern hemisphere; she founded her own singing school and rehearses a new musical every year, especially with children and young people.
- The German island guide of Mauritius
- When everyone thought that nothing would work out because of the Covid lockdown, Mario made a plan: get out of Germany and build a new life in Mauritius. He had been in love with the island since a vacation. Friends advised him against it; much too risky. But Mario set out and now guides tourists to the most beautiful places on the island.

Luxusinsider Inspire Me Award - September

Six years ago, LuxusInsider became the first and the only specialist trade magazine for the sale of luxury travel in Germanspeaking Europe.

Initiated by LuxusInsider and Kiticon Global Networks, the award once again honors the passion and heart and soul that so many successful luxury travel professionals put into their vocation every day.

It all starts in April, when you can submit your nominations for this year's categories. Afterwards, the jury will create a shortlist before LuxusInsider readers vote online for the final winners.

On September 7, 2022, the festive awards ceremony will take place with the winners, our jury and guests of honor in a chic Hamburg villa on the Elbe.

Every LuxusInsider reader can nominate their favorites and vote for them. Participation in the award ceremony is by personal invitation only.

Expected Output

- Six years ago, LuxusInsider became the first and the only specialist trade magazine for the sale of luxury travel in Germanspeaking Europe.
- Initiated by LuxusInsider and Kiticon Global Networks, the award once again honored the passion and heart and soul that so many successful luxury travel professionals put into their vocation every day.
- On September 7, 2022, the festive awards ceremony took place in Hamburg with the winners, our jury and guests of honor in a chic Hamburg villa on the Elbe. General Manager Jürgen Salzer and Marketing Manager Kerstin Sängler joined the event to network with the who is who of the luxury travel industry.
- Participation in the award ceremony is by personal invitation only.
- Press releases are being published by MTPA Germany on a regular and on demand basis. Current events or news are being covered in the press releases as well as latest openings, festivals and stories about nature, culture, people, activities in Mauritius

Mauritius Art Scene Event

In October 2021 the so called KUNSTLABOR2 ("art laboratory") was opened in Munich. The space is always changing and exhibits some of the best street artists. We will invite two Mauritian artists Joshila (@joshiladhaby) and possibly also Gael Froget (@gaelfroget) and let both of them design a room together - the Mauritius area, sponsored by MTPA.

Once the area is ready, we will invite local media and tour operators to a nice event there including F&B and a tour of the Kunstlabor. The room remains in place for at least 8 months.

In addition, we will receive 50 admission tickets for free, so that we can send partners and customers to us at KUNSTLABOR2 at any time.

Expected Output

- The MTPA and the Urban Art Organization GmbH have been working for some time now together. In the past, for example, in the MUCA (Museum of Urban and Contemporary Art) already exhibitions on the destination Mauritius and held various get-together events. The well-known Mauritian Artist Joshila Dhaby has created her own space in the exhibition area. She draws on mythology and history of the island, but also integrates existing and prominent points, such as the famous mountain and landmark Le Morne, featured in one of her works find is. On February 9th we invited local media and tour operators to a nice evening event to the art exhibition of the so called KUNSTLABOR2 ("art laboratory") in Munich including F&B and a tour of the Kunstlabor showing the artwork and creation from the Mauritian artist Joshila (@joshiladhaby), who designed a room for the exhibition, sponsored by MTPA. Marketing Manager Kerstin Sängler presented news from Mauritius and afterwards the exhibition manager of KUNSTLABOR2 presented the process during the creation of the room with Joshila, some facts and figures about art and street art in Mauritius and showed an interview with the artist Joshila about Mauritius and its art scenery but also about the destination and its nature, its wild life and the people, which was recording last year during the creation of the Mauritius room in Munich. In total we welcomed 30 media and trade representatives from Munich to our art event.



BMW Open

The tournament of the BMW Golf Open took place from the 22.-26. June 2022 in Munich. Weekly update calls with BMW and organization of all relevant elements.

Preparation and onsite involvement of the team including:

- Mauritius Tent
- Meeting of important partners and media
- Attendance and networking during gala events
- Logo & branding on the golf course



MTPA Roadshow

From 4th to 7th July Mauritius Tourism Promotion Authority invited the Mauritian private sector to participate in a roadshow in Germany. More than 35 partners followed this invitation to meet the German tour operators and travel agents in four cities, namely Munich, Frankfurt, Düsseldorf and Hamburg. DMCs, hotels, airlines and associations provided a detailed insight into the tourism spectrum of Mauritius.

The events were booked out within a few days and despite a still ongoing pandemic and shortage in staff, more than 60 travel professionals joined each event. The recently eased travel restrictions were welcomed by the audience with great excitement as the tourist arrivals from Germany continuously increase, back to a pre-pandemic level. A presentation by the MTPA and the Tourism Board and Government of Rodrigues was followed by a networking session. Commissioner for Tourism Mr Alain Wong So summed up: "May I also seize this opportunity to thank one and all for the professional help in organising this Roadshow in Germany. Through our participation we have been able to make Rodrigues known to all the German Tourism Sector and we will have, now, to monitor the figures so as to determine the outcome of this trip there."

Expected Output

- The MTPA and the Urban Art Organization GmbH have been working for some time now together. In the past, for example, in the MUCA (Museum of Urban and Contemporary Art) already exhibitions on the destination Mauritius and held various get-together events. The well-known Mauritian Artist Joshila Dhaby has created her own space in the exhibition area. She draws on mythology and history of the island, but also integrates existing and prominent points, such as the famous mountain and landmark Le Morne, featured in one of her works find is. On February 9th we invited local media and tour operators to a nice evening event to the art exhibition of the so called KUNSTLABOR2 ("art laboratory") in Munich including F&B and a tour of the Kunstlabor showing the artwork and creation from the Mauritian artist Joshila (@joshiladhaby), who designed a room for the exhibition, sponsored by MTPA. Marketing Manager Kerstin Sanger presented news from Mauritius and afterwards the exhibition manager of KUNSTLABOR2 presented the process during the creation of the room with Joshila, some facts and figures about art and street art in Mauritius and showed an interview with the artist Joshila about Mauritius and its art scenery but also about the destination and its nature, its wild life and the people, which was recording last year during the creation of the Mauritius room in Munich. In total we welcomed 30 media and trade representatives from Munich to our art event.



ITB

The Mauritius delegation with more than 120 representatives from hotels and resorts, airline, tour operations and destination management companies, was led by the Deputy Prime Minister and Minister of Tourism, Honorable Louis Steven Obeegadoo. He has been accompanied by the delegation consisting of Mr Donald Payen (Senior Advisor) and Ashwin Seetaram (Director of Tourism). The Mauritius Tourism Promotion Authority (MTPA) was represented by Arvind Bundhun (Director of MTPA) and Robin Ramhit (Tourism Promotion Manager of MTPA) and Joan Lamy (Tourism Promotion Manager of MTPA). During ITB 2023 the representatives of 47 partner companies and organizations had meetings during the three trade days at the Mauritius stand in hall 21B.

Three AVIAREPS Tourism GmbH representatives from MTPA Germany participated in the fair - Kerstin Sanger (Senior Marketing Manager), Cornelia Fischer (Senior PR Manager) and Louisa Kerling (Marketing Manager).

The three days of ITB 2023, Tuesday March 07 through Thursday March 09, were trade days dedicated to meetings with tour operators, airlines, online retailers, media partners and press representatives. For the first time, there were no consumer days.



Expected Output

- In total around 80 appointments for MTPA Germany took place which had previously been arranged.
- 40 travel trade meetings were made with the most important players in the tourism industry including airline decision makers, the biggest tour operators in the German & Austrian market as well as online tour operators. Therefore we could gain a good market overview, build and sustain relationships and forecast trends. Additionally Co-Branding opportunities were evaluated and discussed.
- Within the scope of around 40 PR meetings and spontaneous talks with the media approximately 40 versions of the digital Press Kit 2023 in German were distributed pdf-files of the Press Kit 2023 and photo material.

TUI Roadshow

Marketing Manager Kerstin Sanger attended 2 TUI roadshows in Berlin and Munich in order to represent Mauritius. There was a 20 minutes presentation accompanied by dinner and networking. In Berlin 50 attendants and in Munich 65 attendants took part.

Alltours Roadshow

Marketing Manager Kerstin Sanger attended the Alltours summer party event at Bremen airport, where 60 travel agents and tour operators attended. Mauritius had a booth with informational material and updated the participants about relevant news.

Vtours Advent Calendar

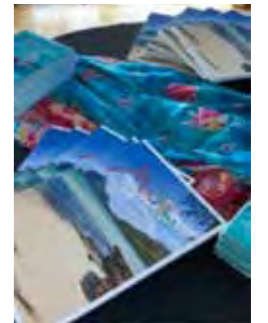
Participation in the vtours advent calendar and coordination of a afterwork elearning.

-B2B Newsletter: https://news.vtours.de/html_mail.jsp?params=d4qjXbEVNvmGhqXqdzQXXUFsHOWwp325ib6JKxSszU8%2Bbhamz7v5jhHtx%2BWcPUvL9E7lojtz%2FhcstBA3SwgUb6nOfUbow52c2DX0mnU5X5A%3D

- B2C Newsletter: https://news.vtours.de/html_mail.jsp?params=dWkwR%2Fh4YkFPy2tZOW%2BJH8FLaj2jZ80bOMMPSW7T1B120lrJ9g0UYB1o3B8I8J2G3ssfLu5TGfv4lix5TFiuVzuKL7W3QzO8OAEaoWq%2B%2By4%3D

Vtours Feierabendtalk

On 31st March Vtours invited their travel agents to an after-work session which was hosted by them with the topic of Mauritius. Marketing Manager Kerstin Sanger attended the talk and gave a presentation of Mauritius, additionally Lux Collective showed their properties. In total over 40 participants were there.





Feel our island energy
in Austria



Formulate PR objectives & plans

Formulate and implement the PR plan - All year

According to analysis' made and to address challenges and opportunities a PR and Marketing Plan will be suggested. All trends and market development will be considered. AVIAREPS provides MTPA with a continuous comprehensive intelligence reports on market trends.

Marketing, Communication & Public Relations Set Up - All year

Mauritius set-Up (dedicated phone ext. number, Logo placement at front door, Signature set-up), market soft sounding and providing of overviews, answering consumers' requests, monthly reports Fulfillment and Development of PR- and Marketing- Plan

Organise high PR impact activities - All year

Support the travel trade and continuously raise awareness of the destination among existing and new customers.After approval of the plans, projects will be implemented to reach suggested targets.

Develop niche markets & MICE segments - All year

Besides traditional segments such as repeaters, golfers or honeymooners, we also need to explore the potential of new target groups such as MICE planners or digital nomads while positioning Mauritius as a trendy destination.

Achievements

- timely submission of plan for approval
- Subsequent implementations as per budgets approved for each project and in strict compliance with signed contract
- Submission of monthly reports till the 5th of the following month

Social Media strategy

Propose and Implement online marketing and advertising campaigns - All year

Promote the destination through online channels - All year

Act as an online information dissemination agency - All year

Intensify the presence of the destination online - All year

Coordination with MTPA Head Office for collaboration and coordination of E-Marketing actions - All year

Expected Output

- At least 20% increase in visitors to mauritiustourism and mauritiusnow.com within 1 year
- At least 35% increase in page views to mauritiustourism and mauritiusnow.com within 1 year

Content Plan (Instagram & Facebook) - All year

- Always focus on providing value with our social content. Give consumers a reason to follow our channels while, taking a value- first approach to attract, nurture, and sell on social media.
- Revisit the target audience profile and social media goals
- Polish our social media content categories for each social channel Decide on formats we'll use
- Create an engagement plan
- Have a plan to share others' content Repurpose and curate content
- Create a plan to encourage users to create content for us --> User Generated Content Strategy Work out how you'd promote MTPA
- Pick out a posting frequency and create away Reflect and tweak
- As a result we will create a monthly content plan that will help guide our channels through the year.

Content Creation

The act of selecting, gathering, structuring, and distributing content from various sources on the internet . Curated material, such as "best of" lists or content tailored to assist someone master a specific skill, usually provides a list of high quality resources on a given topic.

Write texts and select imagery and video material for our channels:

<https://www.facebook.com/de.mauritius>
https://www.instagram.com/mauritius.tourism_de/

Community Management with Fans & Followers (Instagram & Facebook) - All year

Interaction with fans and replying quickly to their questions is key in order to be perceived as a friendly and attractive destination, adapting to the needs of the community of each channel.

Campaign Management - All year

Work with We Like Travel or other social media agencies in order to align social media strategy on the German and Austrian markets for our channels. Should there not be any third party company anymore we are happy to jointly work on a campaign management for MTPA.

Expected Output

- To profit from this attractive medium for the emotional communication about Mauritius by pictures or videos
- Communication medium for updates or special campaigns
- KPI: No. of new Followers/Fans, likes, comments, impressions, views, engagement
- Effect in click rates on www.mauritius-tourism.mu

Introduce MTPA on a new social media platform: Pinterest - All year

Pinterest is a new social media platform for MTPA, which has a broad number of advantages: Linking back to the website, YouTube or Instagram makes it easy to use content that already exists. Pins have a very long half-life (longer than Facebook & Twitter), Pins are played out based on user behaviour, Less community management than IG, FB & Twitter.

Expected Output

- Creation of own Pinterest site to arouse emotions & awareness for Mauritius and to drive visitors to the website
- Creation of different topic folders (nature, culture, beaches, watersports, wedding, etc.) Start posting Reels and Videos on the newly created channel



Individual (or Group) Influencer Trips (influencer, blogger, vlogger) - All year

Coordinating and running individual (or group) influencer and blogger trips in order to increase social media presence and awareness for the destination. Position Mauritius as top-rated and secure bucketlist destination with lots activities to do, places to explore and where to make most unique travel memories again. Create itineraries that tell a local, authentic story (Best hikes, How to make a Briyani, Play the Ravanne, Adventure Activities, etc). We work with our partners to arrange cost- effective/complimentary flights and accommodation*. Furthermore, we make sure that influencers have a detailed itinerary and schedule up to 1 influencers, bloggers, vloggers.

Expected Output

- From March 31 to April 9 – during Easter holidays in Austria – the blogger family nuno-reist.at travelled to Mauritius in order to show, how a family holiday in Mauritius could look like. We supported the family with partner agreements with MJ holidays and Attitude hotels, flight support an on-site itinerary focusing on family activities on the island.
- Results:
- SEO optimized Blog article at Nunu-reist.at after the trip with 42.000 monthly visits Instagram/Facebook Posts and Reels linking to hotel and activity partners + daily Stories, saved as highlight
- Instagram reach 60.000, 700.000 impressions 5 pictures with usage rights for MTPA



Market Watch: Market Condition and market outlook

Assessment of market condition - All year

Provide airline booking situation for the current month and succeeding months as far as visibility allows. Provide MTPA with market feedback from Tour operators for current and future booking situation. Send information about flight cancellations where applicable.

Market trends - All year

Monitor what competitors are doing in terms of advertising campaigns, pricing strategies, tourist arrivals in previous months.

Market outlook - All year

Provide input regarding destination visibility, market prospects problems and propose solutions for them.

Emerging Opportunities for the industry over the next months - All year

Keep a close view on trends and resulting opportunities for MTPA throughout the whole year.

Provide comprehensive intelligence report on market condition relating to Covid-19 pandemic\ - All year

Expected Output

- Timely submission of all reports + additional submission of detailed weekly Market Update including market news and overview of Covid-19 Cases in Germany on a weekly basis

Regular meetings with travel trade

Database Management - All year

Database set-up with the segments to correlate with Mauritius's overall marketing + PR requirements and with the ability to generate the required reporting.

Expected Output

- Expansion of consistent database
- Improve accessibility
- Sales Calls

Schedule Meetings with tour operators & travel agents - All year

Provide the most updated information, promotion material and event calendars to product managers, planners and retailers. Travel expenses caused by meetings, trainings and sales calls will be covered within this budget.

Furthermore online meetings will be held which will not cause any external costs. According to the circumstances travel will be possible or shall be avoided when needed.

Expected Output

- Meet tour operators, travel agents and partners throughout Germany and Austria to discuss current situation, share information and increase bookings.
- Example: Ferienmesse Vienna
- In total, 68,923 visitors and more than 840 exhibitors were welcomed at Messe Wien.
- Senior Marketing Manager Kerstin Sanger attended the fair in the name of Mauritius at the area of RUEFA.
- BMW Cup Austria & Dertour Roadshow: At the so-called Austrian state final on September 17, 2022, the 3 participants for the world final were selected. Approx. 60 participants plus companions, sponsors, press, BMW brand ambassadors etc. A total of 150 people took part in this event. Senior Marketing Manager was invited to join the event at no extra cost (apart from travel expenses), representing Mauritius, to present the island, giving a taste of the World Finals for the winners and for everyone. She was called on stage to give an interview about the destination and people could inform themselves about the destination at the booth.

Distribute Promotional Material - All year

Free mailing service of brochure, posters, maps, displays, films and other promotional items to consumers, travel trade, media and stakeholders. Shipping and Storage of brochure material.

Expected Output

- 2250 Travel Guides
- 859 Pocket Maps
- 270 Golf Brochures
- 15 Posters

Training conducted with travel trade

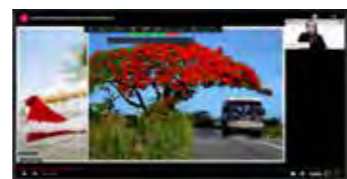
Online

Mauritius AVIAREPS ECOSYSTEM - All year

AVIAREPS developed the 1st global available Eco-system for the tourism industry and intellectual property of AVIAREPS. The very own IT department of AVIAREPS, namely AVIANET, constantly develops new solutions for our clients in order to meet their exact needs and provide an all-in-one marketing hub. The AVIAREPS Eco-System is the newest product and we offer Mauritius the very first implementation, at no costs. The ecosystem provides solutions, such as integrated webinars, e-learnings, website builder, virtual fairs in 2D and 3D and many more services.

Expected Output

- Create a dedicated Mauritius website where travel agents can find all the information needed, login for events etc
- Introduce Mauritius as an all-year destination with all its reasons to visit: people, culture, nature. Especially focus on topics like adventure, golf, sports that encourage potential travellers. <https://mauritius-trade-de.des.aviareps.world/>



Mauritius elearning (online training) - All year

As part of the new product solution of the AVIAREPS ecosystem we will create a new elearning online course with different chapters in order to increase product knowledge and awareness of Mauritius among travel agents and tour operators for the upcoming year. We will make sure to combine the educational aspect with a fun and interactive way of providing the agents a platform within our ecosystem.

Expected Output

- Increase product knowledge and awareness of Mauritius among travel trade.

Mauritius Webinar - October, December 2022, May June 2023

4x Webinar sessions focussing on Mauritius during low season. Stress the advantages of travelling in this time period and what activities can be done then. Introduce Mauritius as an all-year destination with all its reasons to visit: people, culture, nature. Especially focus on topics like adventure, golf, sports that encourage potential travellers throughout this exact time of the year and to counter low season.

Expected Output

- Marketing Manager Kerstin Sanger held a webinar introducing Mauritius and all important industry news on October 27th. 145 participants attended the webinar. Questions could be placed via the chat function and answered during a Q&A.
- Webinar in collaboration with the Rodrigues Tourism Board in front of 75 travel agents to inform them not only about Mauritius, but to its sister island Rodrigues.
- <https://mauritius-trade-de.des.aviareps.world/webinars/>

Offline

Trade Familiarization Trip (offline training)

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 unspoiled diversity of the tourist destination Mauritius has to offer and how the measures against Covid-19 have been implemented and effective for the travellers.

Expected Output

- From June 18th to June 24th, Marketing Manager Louisa Kerling coordinated, managed and participated with three Austrian travel agents in the annual FAM trip for the Austrian market. We worked with hotel partners Le Meridien Ile Maurice, Oceans Creek Beach Hotel, Maritim Resort & Spa Mauritius, Long Beach Golf & Spa Resort to arrange complimentary accommodations for the trip and coordinated with MTPA and partners to provide a detailed itinerary and schedule for participants. The FAM will cover the various hotels and attractions in Mauritius. It will help tour operators get a better picture of Mauritius and tell their interested clients more about the diversity of the island.

Activities with airlines, media, tour operators, travel agents and consumers (B2B & B2C)

Consumers

Study with the University of Applied Sciences Bremerhaven - July 2022

Together with the renowned University of Applied Sciences Bremerhaven we are conducting a study to analyze to what extent travel behavior to Mauritius has changed as a result of the pandemic. This academical support comes at no extra charge for Mauritius and helps the destination in getting a detailed view of customers on any changes in the preception. As a result marketing activities can be adjusted and tailor-made for the German market.

Expected Output

- The students conducted a survey among travel agents with the help of AVIAREPS to gain deeper insight in the consumer behaviour for Mauritius.



TV Broadcast Servus TV - 12.- 31. December 2022

ServusTV is an Austrian private television station based in Wals-Siezenheim in the province of Salzburg. Together with the magazine Servus in Stadt und Land it is owned by Red Bull Media House GmbH, a subsidiary of Red Bull GmbH. They have a total of 23% reach. AVIAREPS proposes to position a 20sec spot in the surrounding of travel shows to increase the awareness for Mauritius and to inspire travellers to travel during a highly important booking period.

Mon-Sun 12.00-24.00 hrs

Expected Output

- We positioned a 20sec spot in the surrounding of travel shows to increase the awareness for Mauritius and to inspire travellers to travel during a highly important booking period.

Kunde:	Mauritius Tourism
Reich (Tsd.)	2.548
Prog.	81
Werb.	20
Reich (Tsd.)	14.992,00
Reich (Tsd.)	2.700
Reich (%)	35,8
Reich (Tsd.)	3.564
Reich (Tsd.)	10,1
Reich (%)	2,0
Reich (Tsd.)	5,33
Reich (Tsd.)	8,00
Reich (Tsd.)	402,73
Reich (Tsd.)	402,73

Tour Operators & Travel Agents

Tour Operator Cooperations: Generalists - DER: 19.-22.September

Work together with trade partners to drive demand to Mauritius by conducting different activities such as e.g. window dressing, online marketing, attendance of roadshows. Chosen trade partners: Dertour AT & RUEFA

DertourTalk & Dine

As part of CAMPUS, DERTOUR Austria & REWE Austria Touristik are involved in B2B training uniformly with the travel agencies and with you as a cooperation partner. Through individual training courses we bring you even closer to travel agency employees in Austria together.



Expected Output

- Whether vacation in Austria or faraway destinations: From March 16th to 19th, 2023, the most beautiful vacation destinations were presented at Messe Wien. Under the motto "Around the World in 4 Days", the "Ferien-Messe Wien" lived up to its reputation as Austria's largest trade fair for holidays, travel and leisure, as well as its status as the most important industry platform.
- RX Austria & Germany also organized the "Living & Interior" and the "Wiener Immobilien Messe" parallel to the "Ferien Messe Wien". In total, 68,923 visitors and more than 840 exhibitors were welcomed at Messe Wien.
- Senior Marketing Manager Kerstin Sanger attended the fair in the name of Mauritius at the area of RUEFA.
- Dertour Austria and REWE Austria Touristik informed more than 140 agents about the top DER Touristik winter travel destinations at the Talk & Dine Winter 22/23 event series from 19th September to 22nd September. Marketing Manager Kerstin Sanger attended the roadshow in Vienna, Linz, Salzburg & Innsbruck to network with the agents and to give a presentation about the destination.

Connoisseur Circle - February 2023

Connoisseur Circle is a brand and magazine that is exclusively directed to luxury travellers, addressing both consumers and trade. On the consumer side they seek to inspire their clients for their next luxury vacation. On the trade side they address those agents and operators seeking luxury vacations and educate them about the destination.

Expected Output

- Connoisseur Circle is the only high-class travel magazine that only addresses the travel elite in the entire German-speaking region.
- With a presence in Connoisseur Circle, Mauritius can reach more than 300,000 top earners in Germany, Austria and Switzerland in a relaxed and shopping atmosphere.
- Circulation almost 100,000 copies
- In the Connoisseur Circle, exceptional hotels and exclusive destinations are put to the test worldwide, independently and objectively
- B2B E-Magazine CC VIP - I am sending you the media data as an attachment
- B2C E-Magazine First Class Connoisseur - media data
- Special Projects: Private Moments, Residences, SPA, Hospitality Awards and much more
- Social media with great numbers (FB, Insta, LinkedIn)
- Very nice homepage with always up-to-date information
- Special edition on luxury real estate Residences
- B2B newsletters
- B2C newsletters
- general media data
- Top-class sweepstakes, events, etc.
- 1 page in the spring edition of Connoisseur Circle 1 page ad in the E-magazine first class connoisseur Newsletter Placement
- Social Media Postings



Media

Press Office - All year

Installing a dedicated phone line to answer the phone on behalf of MTPA. Developing a key media target list; setting up and updating a media database. Handling all incoming calls and enquiries and distributing brochures and literature. Handling and managing all journalist requests on behalf of MTPA and acting as first point of contact for all media enquiries. Every contact with the media is logged on our media database.

Expected Output

- Increase of media understanding and awareness of Mauritius and its product offering via media calls
- No. of articles placed - see clipping reports

Create an image database - All year

Provide media with an attractive image database that is accessible anytime including all copyright information

Expected Output

- Image data base for journalists (prior to the newly created image data base and press kit via mauritiusnow.com
- <https://drive.google.com/drivefolders/1mEhfWqnmfcdBxTIOwbRQsHtVouOZ7AG>

Crisis Communication - All year

Regarding Crisis communication the focus of AVIAREPS is still lying on the affects of the corona virus pandemic . In We successfully identify issues and its impacts on tourism, but also any other debate that could lead to a bad reputation of the destination.

Expected Output

- collect opinions and forecasts from various stakeholders and consult accordingly regarding messaging
- Identifying issues leading into suggestions how to proactively deal with the issues.

Press Release Writing - All year

Creation and writing of regular press releases targeted to local press with an angle which is particularly attractive for target media. Up to 10 press releases, taking into account current news and topics.

It is important to highlight the positive news and developments even when in a crisis situation. Communicate timely topics that are not seasonal in order to reach a larger number of media. Checking out thematic plans of the editors to share targeted information, pitches and invitations.

Expected Output

- Press releases are being published by MTPA Germany on a regular and on demand basis. Current events or news are being covered in the press releases as well as latest openings, festivals and stories about nature, culture, people, activities in Mauritius.

Clipping Service - All year

Media monitoring and provide MTPA with copies of media content, which is of specific interest and subject to changing demand.

Expected Output

- Enhanced media monitoring
- Value reporting
- AVE of 4.028.290,48 EUR
- PR Value of 12.084.871,43 EUR
- Reach of 978.282.783



Newsroom - All year

Provide MTPA an effective one-step online portal, which allows to centralize PR and communications efforts and maintain German SEO-optimized Newsroom with direct access to relevant media information about Mauritius: press releases, press kit, high-resolution images and videos, quality conversations with media partners and more. All news releases, PR content are presented in a fully responsive, user-friendly online newsroom.

Expected Output

- The 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.

Individual Media Trips (print & online, radio & TV) - All year

Coordinating and running individual media press trips in order to increase coverage of the destination. We work with our partners to arrange cost-effective/complimentary flights and accommodation*. Furthermore, we make sure that media representatives have a detailed itinerary and schedule up to 3 journalists focusing on subjects such as culture, golf, eco-tourism and sustainability, art, music, food, MICE and honeymoon/wedding. Focus on short lead media, so that coverage can be achieved again quickly.

Expected Output

- We supported the journalist Silvia Moser. She writes for the Oberösterreich Magazin and travel to Mauritius. Flights have already been booked, as the article was published . The article was published at the beginning of June 2023 and gained a media value of 18k EUR with a circulation of 100k and 300k contacts.

Group Press Trip 2022 (DE/AT) - September/October 2022

Coordinating and running the annual media group press trip together with German and Austrian media representatives. We work with our partners to arrange cost-effective/complimentary flights and accommodation* and ensure all involved have a detailed itinerary and schedule.

Focus on the topic sustainability and culture/people for the group famtrip. Attendees will take part together in the DE/AT famtrip.

Expected Output

- PR Manager Cornelia Fischer conducted and participated in the second media group press trip together with German and Austrian media representatives.
- Theme of the Press Trip was "Feel our island energy" and we will coordinate the itinerary around the new campaign together with the MTPA and partners.
- The following media will attend the Press trip as Austrian representatives: Melanie Deisl from the Blog urlaubsgeschichten.at and one editor from the travel trade media tip (replacing the flight ticket originally bought for the freelance journalist Andreas Jaros).





Feel our island energy
in **India**



Tourist Arrivals

Mauritius - Tourist arrivals from India							
	2017	2018	2019	2020	2021	2022	2023
Jan	5,136	5,057	5,215	4,755	2,845	2,432	2,374
Feb	6,991	6,248	6,225	5,484			2,407
Mar	5,122	5,905	4,813	2,542			3,116
Apr	5,547	5,967	4,828			2,656	3,566
May	12,221	13,825	10,463			4,647	7,910
Jun	12,491	11,896	9,842			5,324	8,129
Jul	6,637	7,500	6,317			4,078	5,221
Aug	5,681	6,714	4,847			3,682	4,677
Sep	5,441	5,273	4,504			3,210	
Oct	6,086	4,469	5,723			4,002	
Nov	5,384	6,651	5,894			2,667	
Dec	9,557	6,261	7,002	4,258			
Total	86,294	85,766	75,673	12,781	2,845	36,956	37,400

PR Activities

PR Results

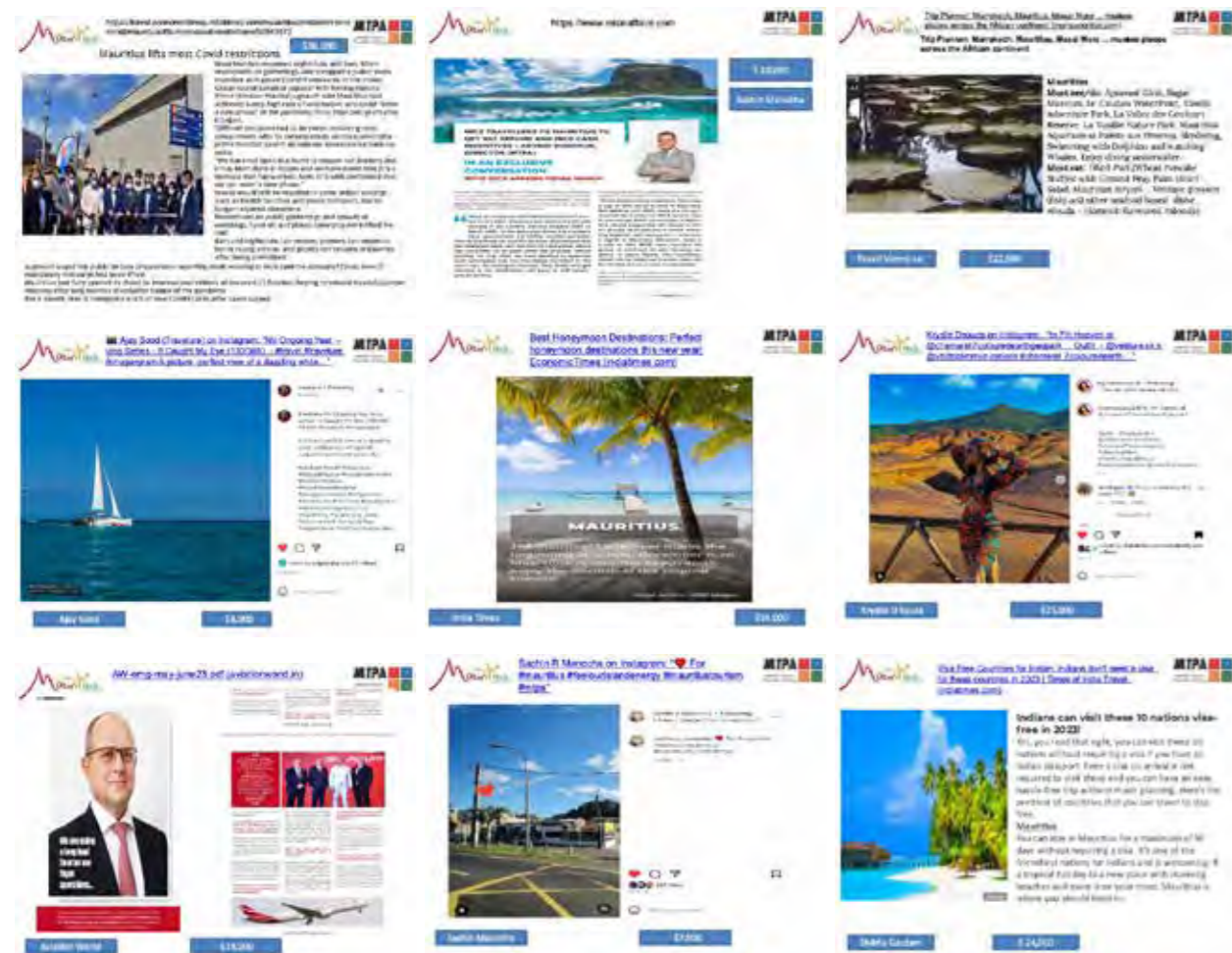
283 articles
\$ 4.7 million PR Value
PR communication

MTPA India was regularly in contact with Indian media in order to provide them with information and updates on the destination, focusing on MTPA main themes as nature, culture, romance, food and activities for families.

- Press releases and write-ups featuring the destination and focus on the main themes and aspects of the island: food, romance, nature, families, adventure, heritage, golf etc.
- Media Supports to bloggers, travel media, lifestyle media sharing images and dedicated press releases or factsheet focused on food, nature, sport
- Media meetings with lifestyle bloggers, emerging media, traditional top media

Press releases and Write-ups

1. Honeymoon in Mauritius
2. Mauritius as a wedding destination
3. Adventure in Mauritius
4. Mauritius: what to do, where to go
5. Family activities in Mauritius
6. Festivals and Events in Mauritius
7. Free visa on arrival
8. Golf tournament
9. Cuisine
10. Heritage sites in Mauritius
11. MTPA Participating in trade shows – SATTE, OTR
12. Shopping in Mauritius
13. Interviews of Director, MTPA



TAAI Convention in Singapore 21-25, August 2022

MTPA Participated in Indian Travel Congress, 66th Cruising and Convention of TAAI held in Singapore onboard Royal Caribbean's Ship Spectrum of the Seas. Around 300 TAAI Delegates and 15 Indian journalists participated in the event.

Participants: Mr. Vivek Anand and Ms. Amrita Bhatia



Friday 26 August 22 –
22hr30 Delhi departure - AI 814
00hr40 Arrive at Bombay Airport (27 August)

Saturday 27 August 22 – Arrival MRU Solis
06hr45 Bombay departure - MK 5749
11hr15 Arrive at SSR International Airport Transfer to Hotel Solana Beach Resort.
13hr30 Arrive and Check-in at Hotel Solana Beach Resort
14hr00 Lunch at Hotel.
19hr30 Dinner and overnight at hotel.

Sunday 28 August 22 – Hotel change Seaside Holidays Reshma 5422 1129

08hr00 Breakfast at hotel.
09hr00 Hotel inspection. Check out after that.
10hr00 Leave for Jalsa Beach hotel for inspection and Coffee. Sanjay
11hr15 Leave for The Residence for inspection and lunch.
13hr00 Leave for Pointe Maurice & Departure to Ile aux Cerfs Nasser 5 253 1963 + Activities at Ile aux Cerfs (Seaside Holidays). Please carry your own towel.
16hr00 Leave for Preskil Island Resort
17hr00 Arrive at hotel. Check in.
19hr30 Dinner and Overnight at Hotel

FAM -North Agents 26-08-2022 to 03-09-2022

To promote Mauritius as the destination, MTPA India hosted Ten Top Agencies from India to Mauritius. The objective of the FAM trip was to increase the visibility of our Destination for FITS, Leisure & MICE.

Fam Trip, Mauritius - 27th August to 03rd Sep 2022 (BOM/ MRU/BOM)

Agents Fam Trip (focus on cuisine, heritage, culture)

MTPA - India organised Agents Familiarisation trip to Mauritius from Mumbai 27th August to 03rd September 2022.

Itinerary was curated mainly to cover the cuisine, heritage, culture. (Please find day to day itinerary and list of attendees as below.)

North India Tour Operators Fam			
S. No	Tour Operator	Name as on passport	Designation
1	Make My Trip	Shah/ Shiva Mr	Outbound Products Development
2	Utazzo	Sharma/Anshu Mr	Strategic Alliances & Head of Supply
3	Ebix Cash	Sethi/Ashish Mr	Regional Head North
4	Welgrow Travels	Sharma/Deepak Kumar Mr	Travel Designer
5	Yatra	Kashyap/Vikas/ Mr	Manager Outbound
6	Aerospace	Ahuja/Tanuj Mr	Director
7	Ease My Trip	Rai / Rahul Mr	Ass. Manager Products (International)
8	Away& Co	Jha / Soumya Mr	Journey Planner
9	Balmer Lawrie	Seth/Sudipta Ms	Senior Coordinator Leisure
10	MTPA India	Bhatia/Amrita Ms	Trade Sales Manager

Monday 29 August 22 – Hotel change Satguru Kamal 5257 5506

08hr00 Breakfast at hotel.
09hr00 Check out and inspection.
10hr30 Leave for Ravenala Attitude
11hr30 Inspection + lunch at hotel Sheetal.
14hr30 Leave for Pamplemousses Botanical Garden
15hr00 Visit at Pamplemousses Garden Irfan 243 9401
15hr30 Leave for Château de Labourdonnais
16hr00 Visit at Chateau Labourdonnais Sandrine 266 3007
16hr30 Leave for Intercontinental Resort Balaclava
17hr00 Check in + Hotel inspection.
19hr00 Dinner @ Veda with 3 hotel staff members. Overnight at the hotel.

Tuesday 30 August 22 – Blue Sensation
Semi Formal clothes required on this day.

08hr00 Breakfast at hotel
09hr00 Leave for MTPA head office Port Louis
10hr00 Meeting with Director & Partners
12hr00 Lunch at MTPA
13hr15 Transfer & Visit Apravasi Ghat Mrs Soonanda
14hr00 Leave for Odysseo & Visit Celine
15hr00 Visit Le Caudan Waterfront
16hr30 Leave for Intercontinental Resort
17hr30 Arrive at hotel
19hr00 Dinner@Senso with 3 hotel staff members. Overnight at the hotel.

Wednesday 31 August 22 – Hotel change Sunzee

08hr00 Breakfast at Hotel@Senso
 09hr00 Check out and Leave for Casela Nature Park
 10hr00 Arrive at Park + Safari
 11hr45 Leave for Sofitel Imperial for inspection and lunch. Vidyia
 14hr00 Leave for Chamarel seven coloured Earth
 15hr00 Arrive at Chamarel Keshtree 5938 7748
 16hr00 Leave for Curious Corner Chamarel Noemie 482 4200
 17hr00 Leave for Outrigger Mauritius Resort via Maconde Viewpoint
 18h00 Arrive at Outrigger Mauritius Resort & check in
 19h00 Buffet dinner at Mercado Restaurant (hosted by Sales Team) & Overnight at Hotel

Thursday 01 September 22 – Tamtam

07hr30 Breakfast at Hotel
 08hr30 Leave for Grand Bassin
 09hr15 Visit at Grand Bassin
 10hr15 Leave for La Vallee des Couleurs + quad biking
 10hr45 Arrival at La Vallee Des Couleurs + Quad biking + Lunch Anuradha 5 862 8841
 14h00 Leave for World of Seashells & Visit Chitra 5 989 0652
 15hr00 Leave for Heritage Golf Club
 Leave for Heritage Tel fair for inspection Nisha 5511 5513
 16hr45 Leave for Hotel Outrigger Mauritius
 17h30 Arrive Hotel & at Leisure
 19h00 Hosted Dinner Cocktail by Darren Shaw (GM), Jean-Baptiste Anthony (ADOS) and Garry Leung (Sr. Sales Manager). Overnight at hotel

Friday 02 September 22 – Departure for BOM Ambiance

07hr30 Breakfast at hotel
 08h30 Hotel inspection with Sales Team
 09hr30 Check Out and Leave for La Vanille Nature Park
 10hr00 Visit to La Vanille nature park Faviola 626 2503
 11hr00 Leave for Karay Mario restaurant for Lunch Mario 5 833 0471
 13h30 Leave for the SSR International Airport
 13h45 Arrive at SSR International Airport for flight MK 748
 17h30 Departure for Mumbai

Saturday 03 September 22 –

01hr10 Arrival at Mumbai
 07hr00 Connecting flight to Delhi AI 864
 09h05 Arrival at Delhi

wwwwwwEnd of Trip



OTOAI Members Dinner

September 17, 2022 – ONE8 Commune, Aerocity, New Delhi

Outbound Tour Operators Association of India (OTOAI) has been formed for the benefit of the members in the outbound travel trade. It is a national, non-profit organisation comprising India's Outbound Tour Operators and Travel Agents. With the aim of having a targeted member base of 2000 plus verified agents and tour operators, the association strives hard, through its numerous activities and initiatives, to work towards the betterment of its members and help them in increasing their business.

One of its missions is bridging the gap between the stakeholders, such as International Tourism Boards, DMCs, etc. and the Travel Agents selling outbound, so that the two can work in harmony towards the common goal of increasing Outbound from India. The Association aims to foster an environment of collaboration with various stakeholders through its ideology of collective ambition. The association here plays a key role in bringing the two together for the growth of the outbound industry in India.

The annual Members Dinner was held on 17 September 2022 at ONE8 Commune, an upmarket restaurant located at Aerocity, New Delhi and saw the participation of over 100 guests including management committee of OTOAI, Ministry of Tourism officials, sponsors and members. Sponsors: MTPA & Expedia

MTPA was represented by Vivek Anand and Air Mauritius by Gagan Sharma.

Air Vistara & Accor Hotels gave away complimentary air tickets (DEL/CDG/DEL for a couple) and hotel vouchers (3 couple stays for 2 nts at various locations) through a lucky draw.



Bollylands Shoot – 01 to 11 October 2022

Bollylands, a channel streaming on Zee 5 & MX player. These episodes will have a viewership running into millions, among our target group. The telecast of episodes will begin later in the year.

In this show of 4-5 episodes shot in Mauritius, the anchor will take the viewers to locations where Indian movies were shot. She will recall the movie scenes and share behind the scenes facts. Also shot will be unexplored locations where filmmakers can shoot in the near future. Apart from trivia, she also explores the tourist locations, hotels, culture, and food of the country. Lots of travellers visit locations where Bollywood films were shot and they plan their visit after watching these locations in Films, TV shows, Web series. Even destination weddings are often influenced by the locations where films have been shot.

Sunday 02 October – Arrival MRU –

09hr00 Bombay departure - MK 749
 13hr25 Arrive at SSR International Airport
 Transfer to Hotel So Sofitel.
 15hr00 Lunch & Check-in at Hotel So Sofitel
 Shoot at hotel. Dinner and overnight at hotel.

Monday 03 October

08hr00 Breakfast at hotel.
 08h30 Leave for Albion Lighthouse
 10h00 Shoot at Lighthouse
 11hr00 Leave for Casela.
 11hr30 Casela Shoot. Quadbike tour shooting of animals including giraffe.
 14hr00 Lunch at Casela
 14hr45 Leave for Le Morne Anglers Club jetty.
 17hr00 Board Catamaran (Rogers Hospitality)
 Shoot at Crystal Rock, Isle aux Benetiers & Sunset.
 19hr15 Return to jetty and proceed to hotel. Dinner and overnight at hotel.

Tuesday 04 October

08hr30 Breakfast at hotel
 09hr00 Check out & leave for Rochester Falls
 09hr30 Shoot at Rochester
 10hr30 Leave for Pointe Jerome Jetty
 11hr30 Embark on boat.
 12hr00 Shoot at Isle aux Aigrettes, Ile au Phare, Ile de la passe
 14hr00 Shoot & lunch at Ile aux Cerfs
 16hr00 Shoot at Mahebourg Waterfront + Jetty, Grand Port
 18hr00 Hotel Anantara. Check in. Dinner & overnight at Hotel

Wednesday 05 October

08hr30 Breakfast at Hotel
 09hr00 Leave for Port Louis
 10hr15 Arrive at Citadelle, Shoot with Director.
 11hr15 Leave for shoot at General Post Office
 Caudan Waterfront, Port Louis Harbour
 14hr00 Lunch at Courtyard. (MK, MFDC & EDB invited)
 shoot at Metro, Marie Reine de la Paix
 17hr30 Leave for hotel
 18hr45 Arrive at hotel. Dinner & Overnight at Hotel

Thursday 06 October

08hr00 Breakfast at Hotel
 08hr30 Shoot at Hotel.
 09hr30 Leave for Curepipe
 10hr30 Shoot at Town Hall,
 Royal College, St. Therese Church
 13hr00 Lunch at Wapalapam Curepipe
 14hr30 Shoot at Troux aux Cerfs,
 Vacoas Temple Mosque Church
 16hr45 Leave for Hotel
 17hr30 Arrive Hotel. Dinner & overnight at hotel

Friday 07 October – The Residence

08hr30 Breakfast at hotel
 09hr30 Check out and leave for Aventure du Sucre
 10h30 Shooting at Aventure du Sucre Sandrine
 11h00 La Croisette Mall
 11h30 Leave for Cap Malheureux Church
 12hr00 Shoot at Church
 12hr30 Leave for shoot at Grand Baie & Hotel Grand Bleu
 14hr00 Shoot & lunch at Hotel Intercontinental
 17hr00 Leave for The Residence.
 18hr00 Arrive & check in. Dinner & overnight at the hotel.

Saturday 08 October

08hr30 Breakfast at hotel
 10hr00 Leave for Ruins of Belle Mare
 10hr15 Shoot at Ruins
 11hr30 Shoot at Splash & Fun. Lunch
 13hr15 Leave for shoot at Pamplemousses Garden
 14hr15 Shoot at Pamplemousses Garden
 15hr30 Leave for Hotel
 16hr45 Arrive at Hotel. Dinner & overnight at hotel

Sunday 09 October – So Sofitel

09hr00 Breakfast at hotel
 10hr30 Check Out and leave for Bel Ombre
 12hr00 Shoot at Golf Course and Lunch.
 14hr00 Leave for Maconde.
 Shoot at Maconde, Slave Route Monument
 16h00 Leave for Hotel. Dinner and overnight at hotel.

Monday 10 October

08hr30 Breakfast at hotel.
 09hr00 Leave for La Vallée des Couleurs.
 09hr30 Shoot – Zipline, Waterfall etc. Lunch
 14hr00 Leave for Chamarel.
 14hr45 Shoot at Chamarel, Rhumerie & Ganga Talao
 18hr00 Leave for Hotel. Dinner and Overnight at Hotel

Tuesday 11 October - Departure for BOM

09hr00 Breakfast at hotel
 10hr30 Check Out and Leave for Gris Gris
 12hr00 Lunch at Karay Mario
 14hr30 Leave for the SSR International Airport
 17hr30 Departure for Mumbai MK 748

Locations where movies were shot + important for tourism/shootingNorth:

Caudan Waterfront: 36 China Town, Albela, Bade Miyan Chote Miyan, Chashme Baddoor, Daag: The Fire, Dulhan Hum Le Jayenge, Help, Kidnap, Kuch Kuch Hota Hai, No Entry, Run, Sorry Bhai! The Shaukeens, Judwaa, Garam Masala
 Port Louis Harbour: Albela, Bade Miyan Chote Miya, Bichhoo, Dulhan Hum Le Jayenge, Help, Kidnap, Mujhse Shaadi Karogi
 Fort Adelaide: Help
 Mauritius General Post Office: Excuse Me
 Marie Reine de la Paix: Break Ke Baad, Help, Mujhse Shaadi Karogi
 La Croisette: Saansein
 Domaine Les Pallies: Andolan, Armaan
 Le Capitaine: Break Ke Baad
 Oceanarium
 Mauritius Metro
 Champ de Mars
 Church at Cap Malheureux
 Chateau Labourdonnais
 Aventure Le Sucre
 Pamplemousses Garden
 Grand Baie
 Hotel Grand Blu
 Intercontinental
 Le Meridien
 Beau Plan – Horses at Maritim
 Mahogany Shopping Promenade
 Catamaran at Caudan
 Hotel Maritim
 Banana Bar
 Hotel Labourdonnais
 Calodyne Road with Flamboyants
 Ruins of Balaclava

Central:

Curepipe Town hall: Kidnap
 Curepipe Royal College: Break Ke Baad, Kidnap. Sorry Bhai!
 Curepipe: St. Therese Church, Kidnap
 University of Mauritius: Daag the Fire, F.A.L.T.U, Help, Kuch Kuch Hota Hai
 Bagatelle Mall: Chashme Baddoor
 Troux aux Cerfs
 Eureka Creole House
 Domaine des Aubineux
 Vacoas.... Temple, Mosque, Church

South:

Crystal Rock: Josh, Qayamat: City Under Threat
 Slave Route Monument: Saansein
 Le Morne: Josh
 Rochester Falls: Ek Villain, F.A.L.T.U, Kidnap, Shortcut, The Con Is On
 SSR Airport: Sorry Bhai!
 Mahebourg Waterfront
 Fredrick Hendric Museum
 Grand Port
 Gris Gris
 Chamarel
 Rhumerie
 Maconde
 Ile aux Benetiers
 Ganga Talao
 Heritage Golf Club
 Vallée de Couleurs

West:

Albion Lighthouse: Main Khiladi Tu Anari, No Entry, Sorry Bhai, Zameer
 Casela
 Dolphins
 Flic n Flak Beach

East:

Ile aux Cerfs: Ile au Phare Lighthouse
 Ruins of Belle Mare
 Ile aux Aigrettes
 Splash & Fun

Movies shot in Mauritius:

80s- 90s

- Agneepath
- Chandi Sona (1977)
- Souten (1983)

1990s

- Zamaana Deewana (1995)
- Bade Miyan Chote Miyan (1998).
- Duplicate (1998)
- Kuch Kuch Hota Hai (1998)
- Baazigar (1993)
- Main Khiladi Tu Anari (1994)
- Aatish: Feel the Fire (1994)
- Agni Sakshi (1996)
- Hello Brother, (1999)
- Mother (1999)
- Daraar 1996

2000

- Dulhan Hum Le Jayenge (2000).
- Josh (2000).
- Mujhse Shaadi Karogi (2002).
- Kya Yehi Pyar Hai (2002).
- No Entry (2005).
- Kidnap (2008).
- Sorry Bhai (2008).
- Break Ke Baad (2010)
- Dil Jo Bhi Kahey...(2005)

2010 till date

- F.A.L.T.U.(2011).
- Go Goa Gone (2013).
- Chashme Baddoor (2013).
- Phir Se (2015)
- Dilwale (2015)
- Judwaa 2(2017)
- Ajnabee (2001)
- Har Dil Jo Pyar Karega... (2000)
- Garam Masala (2005)
- Main Prem Ki Diwani Hoon (2002)
- Golmaal Fun Unlimited (2006)
- Money Hai Toh Honey Hai (2008)
- Tum: A Dangerous Obsession (2004)
- Dil Jo Bhi Kahey... (2005)
- Run (2004)
- Albela (2001 film)
- Banaras (2006 film)
- Missing (I) (2018)
- Beyhadh (2016–2017)
- Sadda Adda (2012)
- 22 Days (2018)
- Double Dhamaal (2011)
- Go Goa Gone (2013)
- Humshakals (2014)
- Jhootha Kahin Ka(2019)
- The Body in 2019 (Rishi Kapoor & Emran Hashmi)
- Dybbuk (film) (2021)
- Tera Intezaar 2017
- The Shaukeens 2014
- Help 2010

Trivia

- The first film to be shot in Mauritius is Chandi Sona (1977).

Upcoming movies shot in Mauritius

- Ranbir Kapoor and Shraddha Kapoor to shoot special song for Luv Ranjan's film after 'Shamshera'
- Kartik Aaryan Shot in Mauritius for his upcoming film 'Shehzada'
- Tamanna and Jiiva wrapped up shoot in Mauritius for their upcoming Tamil film Golmaal.
- Zoya Akhtar's The Archies

MTPA -Agent Workshop – Bengaluru – 04th November 2022

About Bengaluru:

Bengaluru (also called Bangalore) is the capital of India's southern Karnataka state. The centre of India's high-tech industry, the city is also known for its parks and nightlife. Bangalore is widely regarded as the "Silicon Valley of India" because of its role as the nation's leading information technology (IT) exporter.

Mauritius Tourism Promotion Authority organised the Agents Workshop & Product Presentation on 04th November at the Hotel Taj M G Road.

It was well attended by about 84 travel agents. In addition to the main destination presentation by MTPA India, Presentations were made by 7 Mauritian partners - Air Mauritius, Ambiance Tam Tam Tours, Shangri La, Shanti Maurice, In Tune, Outrigger, Sunzee Holidays. 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.

Event flow:

- 1000 hrsRegistration and Networking over tea/coffee
- 1100 hrsPresentations by partner companies
- 1230 hrsDestination presentation by MTPA
- 1330 hrsLucky draw.
- 1400 hrsNetworking lunch

Feedback from Sales Call on 03rd November 2022

There is more of Corporate Business
 Wants to know when the direct flights from Bangalore will resume
 They require that the Air Fares should be lesser.
 Traffic for corporates is right now more too domestic.
 Have business going to Dubai, Australia, Baku, Japan, Thailand, Singapore, Bali, Europe as well.



MTPA -Agent Workshop – Ahmedabad 17th November 2022

About Bengaluru:

Bengaluru (also called Bangalore) is the capital of India's southern Karnataka state. The centre of India's high-tech industry, the city is also known for its parks and nightlife. Bangalore is widely regarded as the "Silicon Valley of India" because of its role as the nation's leading information technology (IT) exporter.

Mauritius Tourism Promotion Authority organised the Agents Workshop & Product Presentation on 04th November at the Hotel Taj M G Road.

It was well attended by about 84 travel agents. In addition to the main destination presentation by MTPA India, Presentations were made by 7 Mauritian partners - Air Mauritius, Ambiance Tam Tam Tours, Shangri La, Shanti Maurice, In Tune, Outrigger, Sunzee Holidays. 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.

Event flow:

- 1000 hrsRegistration and Networking over tea/coffee
- 1100 hrsPresentations by partner companies
- 1230 hrsDestination presentation by MTPA
- 1330 hrsLucky draw.
- 1400 hrsNetworking lunch

Feedback from Sales Call on 03rd November 2022

There is more of Corporate Business
 Wants to know when the direct flights from Bangalore will resume
 They require that the Air Fares should be lesser.
 Traffic for corporates is right now more too domestic.
 Have business going to Dubai, Australia, Baku, Japan, Thailand, Singapore, Bali, Europe as well.

In the coming months there will be a lot of ongoing packages for the NRI's visiting Ahmedabad and planning their holidays. Agents are selling South Africa, Dubai, Thailand, Bali, Maldives, USA, Canada, Europe, Vietnam, Singapore, USA, Canada, Seychelles, Baku, New Zealand, Egypt, Australia



SATTE Genx – Chennai 17 November 2022

Informa Markets India organised the 3rd edition of SATTE Genx Connect in Chennai, on November 17th, 2022, as a physical Event.

SATTE GENX Connect, offered a Dynamic physical and virtual platform to the stakeholders of the global travel and industry to reconnect, network and conduct business. The one-day event provided various knowledge sessions and idea exchange opportunities.

MTPA along with Air Mauritius participated at SATTE GENX Connect to meet the travel agents in Chennai and nearby south Indian town on 17th November 2022. This was an opportunity to network and reconnect with the potential tour operators of Southern India post pandemic.

What we earned from this initiative

- Network with key decision makers all under one roof
- Gain profitable insights from the who's who of the travel industry
- Develop new & existing relations with business partners and suppliers
- Met 75+ tour operators, MICE agents, Travel Trade Association heads



IITM, Hyderabad 02 – 04 December 2022

Brief: MTPA India participated at IITM Hyderabad. It was a perfect B2B platform to connect and forge business ties with top travel company and key players in the travel community. Mauritius also won the 'Best Honeymooners Paradise Island Destination' at IITM Hyderabad.

Feedback from IITM

There is more of Corporate Business.
 They require that the Air Fares should be lesser.
 Traffic for corporates is right now more too domestic.
 Agents are selling Dubai, Thailand, Bali, Maldives, Vietnam, Singapore, Seychelles, Baku, New Zealand, Qatar, Egypt, Australia, Europe



MTPA -Agent Workshop – Chandigarh 14th December 2022

About Chandigarh:

Chandigarh is one of the earliest planned cities in post-independence India and is internationally known for its architecture and urban design. The master plan of the city was prepared by Swiss French architect Le Corbusier. The city has one of the highest per capita incomes in the country.

Mauritius Tourism Promotion Authority organised the Agents Workshop & Product Presentation on 14th December at the Taj Chandigarh.

The workshop was well attended by about 60 travel agents. In addition to the main destination presentation by MTPA India, presentations were made by 04 Mauritian partners - Air Mauritius, Atom Leisure, Mauritjet, Oberoi Hotels, Blue Sensation. 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.

Event flow:

- 1000 hrsRegistration and Networking over tea/coffee
- 1100 hrsPresentations by partner companies
- 1230 hrsDestination presentation by MTPA
- 1330 hrsLucky draw.
- 1400 hrsNetworking lunch

Feedback from Sales Call from 14th 15th December 2022
 Bajaj Travels (Harminder Singh) Amazing Holidays (Gurpreet Singh), Grand Travel Planners (Kanwaljit Singh), Avidfly Vacations (Harmanpreet Singh) , Gulati Travel Services (Navneet Gulati) , Sandal Travels Pvt Ltd (Birender Singh Rana) , Nimbus Holidays Sumit Mittal

- There is travel to short haul destinations and Visa Free countries. However, for Mauritius very less people interested due to long transit at Mumbai.
- Were waiting for the flights to resume from Delhi.
- Good flow of traffic to Vietnam as the air fares starting from 22000 INR onwards, the package cost too is cheap.
- They require that the Air Fares should be lesser.
- Availability in Mauritian hotels is also an issue.
- Agents are selling Dubai, Thailand, Bali, Maldives, USA, Canada, Europe, Vietnam, Singapore, Qatar, Baku, New Zealand, Australia.



OTR – India (B2B event) BOM, AMD, CCU, DEL – 09th – 14th Jan 2023

- Mauritius at OTR 2023
- Mauritius Tourism Promotion Authority along with Air Mauritius participated at OTR, one of the largest travel trade shows, to enhance the awareness of Mauritius as a preferred and up market destination to the Indian travellers.
- MTPA was at OTR to showcase the theme “Where else but Mauritius” and what makes the island unique.
- OTR was held across the most prominent feeder cities, Mumbai, Ahmedabad, Kolkata, and New Delhi. The attendees at OTR were key decision makers and budget holders with direct purchasing responsibility.
- The Outbound Travel Roadshow is a trade-only event that connects buyers and suppliers of travel services and products and provides a key forum to shape the future of the industry through networking and education.

FEEDBACK FROM TRAVEL AGENTS

- The Rate of the Flights are really high in comparison with the Land Rates.
- The Agents were not aware that the Passport can be valid until the Day after Departure.
- When will the Direct flights from Bangalore & Chennai resume?
- Due to the flights only from Ex Mumbai & the connectivity time the families choose other destinations.
- The Agents are happy that we are starting flights from Delhi onwards.
- Agents mainly promote the 3 Island tour, the DMC’s need to suggest other attractions as well.



Travel XP Photo Shoot 11-23, January 2023

MTPA collaborated with Travelxp to promote the destination through a two part TV show which will be viewed on major DTH and cable networks across India. These episodes (2 x 30 min duration each) will have a viewership running into millions, among the upper middle class and high net worth individuals. The episodes, to be telecast during prime time, will be anchored by a top presenter, who will shoot extensively in Mauritius, over ten days, and showcase Luxury, Cuisine, Adventure sports, top attractions, and other activities. The telecast of two main episodes and repeats will begin in March 2023.

Details about Travelxp: www.travelxp.com

Travelxp demographics are the Sec A+ & Sec A audiences, HNI customers with the money to spend and the urge to travel. Their research has also revealed that Travelxp is watched by the B2B for more in-depth information & knowledge of the countries. Over the recent years they have grown by leaps & bounds and added several new regions, countries, languages of availability & an OTT app [Travelxp RED] to our ever- expanding portfolio along with a very strong presence on social media, the benefits of which they pass on to their partners.

Since the launch more than 11 years ago of Travelxp HD in India, they have expanded the reach of the channel in the South Asia MENA region as well as launched 2 more channels for the India market, over & above the expansion all across the globe with a total of 8 separate feds/ channels).

With regards to viewership & audiences, the India network is available on all leading DTH & Cable & Satellite platforms like Airtel, Tata Play, Sun Direct, etc, reaching out to over 12 million affluent households, approx. 50 million individuals. To give you an understanding of the benefits of a content initiative, as per the available historic data, across the 3 channels, Travelxp HD + SD, the 1 Original + 2 Repeat airings of the 2/3 episodes would deliver an average of nearly 5 Million Impressions.

CREW

Name	Designation
Saha Sromona Ms.	Programming Director
Bhosle Purvi Sunil Ms.	Production Executive
Srivastava Abhishek Mr.	Cameraman
Barthe Amit Mr.	Cameraman
Singh Rahul Haridaynarayan Mr.	Assistant Cameraman
Baretto Krisann Ms.	Show Host
Karamchandani Nathan Mr.	Show Host Country Manager MTPA India

Accommodation -

- 11th – 13th Jan 2023 - Hotel Paradis Beachcomber
- 14th – 16th Jan 2023 - Domaine de Grand Baie
- 17th – 20th Jan 2023 - Anantara Iko Mauritius Resort
- 20th – 22nd Jan 2023 - Viola Bagatelle

Itinerary

Day 1 Wed 11 Jan (Arrival transfers)

02hr55 Bombay departure - MK 749

07hr25 Arrive at SSR International Airport
Transfer to Hotel Paradis.
10hr00 Arrive, Check-in and breakfast at Hotel.
12hr15 Shoot at Slave Route Monument
12hr45 Leave for Casela.
13hr30 Casela. Lunch & shoot. Giraffe + 1 more.
15hr45 Leave for Maconde
16hr45 Shoot at Maconde (+ Drone)
17hr30 Leave for Hotel
18hr00 Arrive at Paradis. Dinner and overnight at hotel.

Day 2 Thu 12 Jan

06hr00 Boat Ride and Deep-Sea Scuba Dive shoot
11hr15 Leave for Chamarel.
12hr00 Shoot at Chamarel, Waterfall, & montage shots of Chamarel (+ Drone)
13hr15 Quick lunch
14hr00 Leave for Geo Park
17hr30 Leave for Le Morne.
18hr00 Property Shoot
19hr00 Paradis. Dinner and overnight at hotel.

Day 3 Fri 13 Jan

08hr00 After breakfast, shoot at the Hotel. Villa & Golf Course. (TBC Angelique)
11hr00 Helicopter shoot at Paradis helipad/aerial shots of Volcano, virtual waterfall etc.
14hr00 Leave for Rhumerie Chamarel
14hr30 Rum Tasting & Lunch at Rhumerie
17hr30 Leave for Hotel.
18hr00 Beach, Sega Dance & Bonfire & Drinks
21hr00 Dinner and overnight at hotel.

Day 4 Sat 14 Jan (Hotel change)

07hr00 Breakfast and Checkout
08hr00 Mini Cooper Drive from Le Morne to Mapou Chateau De Labourdonnais
12hr30 Mini Cooper Drive from Ganga Talao, Pamplemousses followed by South to North
13hr00 Chateau de Labourdonnais tour, lunch experience Doushina /Bernard 266 3007
17hr00 Leave for Grand Baie
18hr00 Check in at Hotel Domaine de Grand Baie
20hr00 Club Hopping/ Pub Crawl
23hr00 Overnight at hotel.

Day 5 Sun 15 Jan

08hr30 Breakfast at Hotel
09hr00 Leave for Port Louis
10hr30 Shoot at Port Louis, Le Caudan Water front, Craft Market, Street Food, City Shots, View from the Citadel
17hr30 Leave for Grand Baie
18hr00 Property Shoot,
19hr30 Have Cocktails in the penthouse, Dinner and overnight at hotel.

Day 6 Mon 16 Jan

06hr30 Crew Breakfast
07hr00 Travel to Cap Malheureux Red Church
08-09hr30 Cap Malheureux Red Church
09hr30 Travel back to Grand Baie
10-12hr00 Patchwork & City shots
12-12hr30 Travel and Costume Change
12-13hr30 Crew Lunch
13-15hr30 Sea Food Grill lunch at Domaine De Grand Baie Terrace & Montage
15-16hr30 Travel to Port Louis
16-19hr30 Sunset Cruise at Caudan Waterfront
19-20hr00 Travel back to Grand Baie
20hr30 Dinner & overnight at Hotel

Day 7 Tue 17 Jan

06hr30 Crew Breakfast
08hr00 Travel to Ile aux aigrettes, Ile Aux Cerfs Kersley 57561954
09hr30 Shoot the Islands, lighthouse, giant tortoises, conservation system, crew lunch, water sports like under sea walk, tube riding/ parasailing, snorkelling.
18hr00 Travel Back to Anantara Resort.
19hr00 Overnight at Hotel.

Day 8 Wed 18 Jan

06hr-08hr00 Outdoor Spa Shoot
08hr00 Property, Montage & Patchwork
14hr00 LVDC
15hr00 Travel to Bagatelle Mall Charlotte 52502327
16hr00 Bagatelle Mall Reels
18hr00 Reels, Timelapse, Patchwork, Travel back to Anantara
19hr00 Overnight at hotel

Day 9 Thu 19 Jan

05-07hr00 Travel to Tamarin Bay
07-10hr30 Swimming with Dolphins Jean Michel 5491 2028
10hr30 Travel to LVDC
11-14hr30 QuadBikingShootatLVDCAnu58628841
14-15hr30 Crew Lunch
15hr00 Promo & Patchwork
18hr00 Travel back to Anantara

Day 10 Fri 20 Jan

07hr00 Patchwork
LVDC
19hr30 Check in at Voila Bagatelle

Day 11 Sat 21 Jan

09hr00 Scuba Diving at Blue Bay Marine Park
14hr00 Shoot at Ile Aux Cerfs

Day 12 Sun 22 Jan

15hr00 Leave for Airport for flight back



IITM, Cochin Dates: 19th – 21st JAN 2023

Brief: MTPA India participated at IITM Cochin. IITM Cochin was a perfect B2B and B2C platform to connect and forge business ties with top travel company and key players in the travel community. Mauritius also won the "Destination Marketing Campaign of the year" at IITM Cochin.

Feedback from IITM

There is more of Business for Bali, Singapore, Thailand due to proximity from the south and the duration of the flight.

They require that the Air Fares should be lesser.

They want to know when the direct flights are starting from Bangalore and Chennai.



OTM Report - Mumbai 02 – 04 February 2023

OTM is the gateway to India's largest travel markets. It is the largest gathering of travel trade buyers and professionals based on sellers, buyers, rented area and number of participating countries. Indians took approximately 1.8 billion trips, with both domestic and international travel growing 8% over the last three years. OTM helps to strengthen existing business relationships and forge new ones with 800+ exhibitors from over 20+ countries. It helps to learn about tourism trends and innovations, attend workshops, be part of discussions about what's happening in the travel industry, and gives business the boost it deserves.

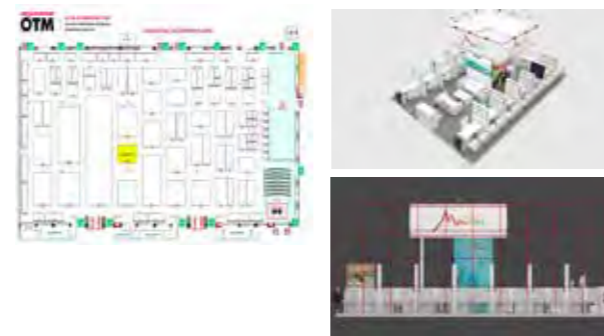
The mission to Mumbai consisted of trade and media meeting at OTM (Outbound Travel Mart) event held at Jio World Convention Centre BKC, Mumbai. Many meetings were held over the 3 days jointly with Air Mauritius with the travel trade and Media.

The overall outcome has been highly responsive from both travel and media about the destination, its ease of access and all the facilities provided for MICE group makes Mauritius among the preferred MICE destinations for Indians. There is a high interest in the destination, which is expected to translate into upcoming bookings.

Mauritius needs to pursue its actions both at B2 B and B2 C to make the destination in the top of mind of travelers and be present as their first choice due to its attractiveness, incentives, and ease of access.

MTPA has booked a space of 70 sqm to accommodate co-exhibitors at OTM.

Table Numbers	Company
1	Atom Leisure Services
2	Blue Submarine Ltd
3	Air Mauritius
4	Silver Wings Travels
5	Sofitel Imperial
6	Blue Sensation Ltd
7	Maurijet DMC
9	The Lux Collective & Tam Tam Tours
10	Ambiance Holidays
11	Sunlife Hotel
12	Sunzee Holidays
13	In Tune Travels
14	Intercontinental Resort
15	Happy Planet



The following trade meetings were held with the main TOs, based in Mumbai from 02nd – 04th February.

Were present:

- Vivek Anand- Country Manager, MTPA
- Zeenat Gangee- Tourism Promotion Manager, MTPA
- Amrita Bhatia- Trade Sales Manager, MTPA

OTM Meetings

1. Meeting with Experiential & Creative Ad Tech Agency (experientialetc.com) Balaji Mani (Creative and Digital Solutions Executive)

Looks forward, to discuss ideas on potential collaboration for Marketing.

2. Meeting with Cleartrip Chirag Mulani Associate Director - Supplier Relations & Business Development

Cleartrip is an OTA and has been recently acquired by Flipkart. Wants to do promotions with us by selling packages with airfare included. Will send email.

3. Meeting with Thomas Cook Neeraj Dev (Senior VP E Commerce), Suzanne Periera (Sr VP Trade Relations). Were also present Atul Bhatara Manager India & South Asian Sub-Continent Air Mauritius and Vinod Viswanathan Head of Sales India & South Asian Sub-Continent Air Mauritius.

Want to collaborate for Joint marketing activity so can push Mauritius coming for the next summer, as are planning to start Series.

4. Meeting with Mercury Integrated Harshad Bhagwat (Director)

Discussed on working on a calendar of celebrity related projects and required names for Luxury hotels along with the activities possible.

5. Meeting with My Golf Tours Shyam Vador (Director) Thailand is right now number one Destination for Golf. Explained him about the 6 weekly flights from Mumbai & Air Mauritius allows the Golf equipment on the flight, while for the domestic sector they will be required to pay. Will send us the proposal.

6. Meeting with Nik n Ami Tours Nikita Thadani Are into High End Fit's and Family Groups. Was looking for the hotels and DMC's. Informed her about the travel protocols and the Mice scheme.

7. Meeting with Ryan Holidays Sunil Rao Discussed the Mice incentive Policy & the hotels brands in Mauritius. Informed him, about the latest travel protocols and the activities to do in Mauritius.

8. Meeting with Shah Holidays Vicky Shah Are mainly into Series. Discussed the Mice incentive policy and informed him about the various activities in Mauritius, along with the travel protocols.

9. Meeting with Genius World Aparna Patil Inquired when the direct flights would resume from other metros and for the main DMC's and hotel which they can contact for the rates. Informed her about the mice incentive policy & the travel protocols.

10. Meeting with Royal Holidays Noushad K. P Do more of domestic. Required information about Mauritius as a destination to start promoting. Informed him about the latest travel protocols, activities, hotels, and DMC's and to check our website as well.

11. Meeting with Roland Holidays Kamal Vyas Informed them that Mauritius is fully open with no restrictions. Discussed the Mice Incentive Policy and the latest travel protocols for Mauritius.

12. Meeting with Trinity Travel & Tourism LLC Are into Fit's and Family Groups. Was looking for the hotels and DMC's. Informed her about the travel protocols and the Mice scheme.

13. Meeting with Shakti Vacations Jainam Shah Discussed what Mauritius offers as a Destination, with the latest travel protocols.

14. Meeting with S G Holidays Saurabh Kumar They handle Weddings and groups. Informed him about the Mice Incentive policy and that Mauritius is fully open and no need for any tests.

15. Meeting with Unique Articles Prachi Khaladkar Has a group of around 90 pax interested in Mauritius. Spoke to her about the Mice Policy and the activities, and no testing required now.

16. Meeting with Spas Tours Surendra Kulkarni Informed him about the latest travel protocols. Wants the DMC's and Hotel list, also told him as well about the Mice Policy, along with the activities possible in Mauritius.

17. Meeting with Sun Eliite Luxury Holidays Ashok Malik They handle Luxury bookings, MICE, honeymoon tours. Informed him about the Mice Incentive policy, travel protocols.

18. Meeting with Kapila Holidays Pankaj Kapile Inquired about the various hotels offered in Mauritius. Informed him that Mauritius. Is open without any restrictions.

19. Meeting with DBS Holidays Dilip Soge Informed him about the latest travel protocols and no testing required for Mauritius. Also, about the mice incentive policy.

20. Meeting with Youngistan Travellers Gourav Dubey Gave him information about Mauritius as an all the year destination and discussed the Mice Incentive Policy and the latest travel protocols for Mauritius.

21. Meeting with Lloyd Tours & Travels Sheryl Felix Are into High End Fit's and Family Groups. Was looking for the hotels and DMC's. Informed her about the travel protocols and the Mice scheme.

22. Meeting with Universal Travel Company Jahaz Hussain They handle Luxury FITS, MICE, weddings. Informed him about the Mice Incentive policy and the hotels where weddings are done.

23. Meeting with Travellers Planet Tony Mathew Inquired about the various hotels offered in Mauritius, along with the DMC & Hotel List. Informed him that Mauritius is open without any restrictions.

24. Meeting with HM Travels World Hema Manghnani Inquired about the various Hotels and DMC's. Informed her about the various activities and the travel protocols.

25. Meeting with Tamarind Global Anuja Ramteke Has a group of 250 pax for a Pere wedding celebration. Informed her about the various hotels where weddings can be done. Informed about the mice policy and that Mauritius is open with no restrictions.

26. Meeting with Parul Tours Mitesh Dani
Are into High End Fit's and Events, Family Groups. Was looking for the hotels and DMC's. Informed him about the travel protocols and the Mice scheme.

27. Meeting with Inventum Global Khushboo Solanki
Inquired about the hotels where weddings can be done, informed her about the same, along with the mice policy and that Mauritius is open to everyone.

28. Meeting with Classic Trips Jitendra Chadha
Was looking for the hotels and DMC's which can offer her good rates for him to start promoting Mauritius packages. Informed him about the travel protocols and the Mice scheme.

29. Meeting with Tourist XP.com Vijayalakshmi
Informed her about the latest travel protocols and no testing required for Mauritius. Also, about the mice incentive policy.

30. Meeting with Trip Venture Urvi Shah
Gave her information about Mauritius as an all the year destination and discussed the Mice Incentive Policy and the latest travel protocols for Mauritius.

31. Meeting with Aatreya Tours Sayli Erankar
Informed her about the hotel brands in Mauritius and the activities possible. Also, the mice incentive policy and the travel protocols.

32. Meeting with Travel Mage Kalaskruthi Gowda
Inquired when the direct flights would resume from other metros as via Mumbai does not work for Family Groups and for the DMC's and hotel which they can contact for the rates. Informed her about the mice incentive policy & the travel protocols.

33. Meeting with Aspire Leisure Tours & Travels Anand Jethwa
Discussed what Mauritius offers as a Destination, with the latest travel protocols.

34. Meeting with Travel to Discover Naman Jain
Are specialists in Honeymoon Destinations. Required the hotels and DMC's list. Also informed him about the latest travel protocols.

35. Meeting with Shree Harshil Tours & Travels Harshil Shah
Are into Luxury Fit's and customized Groups. Informed him about the travel protocols and no testing required along with the Mice scheme.

36. Meeting with The Auressa Events Shilpa Rajawat
Presented Mauritius as a MICE friendly destination and discussed the mice Incentive policy and the latest travel protocols.

37. Meeting with Hyfliers Khushi Agarwal
Do more of domestic. Required information about Mauritius as a destination to start promoting. Informed her about the latest travel protocols, activities, hotels, and DMC's and to check our website as well.

Media Interactions 02nd - 04th February 2023

Interaction with Night Wolf Media.

- Were Present Lav Sharma (Co-Founder)
- Is a Digital marketing agency and a production house with an experience of 06 years.
 - Wants to collaborate with us for Digital Marketing purposes.

Interaction with Curly Tales

- Were Present Pooja Kamble (Executive Digital Sales)
- MTPA Team met Pooja who interacted with the team.
 - Are looking in for collaboration.

Interaction with Oceantrade Media Pvt Ltd

Were Present Pallavi Naik (Director Sales & Marketing)
She wants us to participate in the Sea & Coastal Tourism Summit 2023 to be held in Nov 23.

The Summit 2023 highlights various Ocean-Based Tourism and Recreational Activities / Segments as Cruise Tourism, Hotels, Resorts & Spas, Coastal & Marine Tourism, Water Sports, Sea Fort & Lighthouse Tourism & Inland Waterways Tourism.

Interaction with 24 Frames Digital

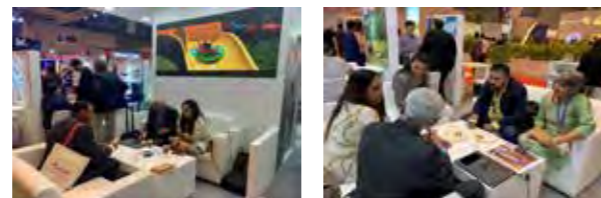
- Were Present Radha Iyer (Director Sales & Marketing)
- MTPA Team met Radha who interacted with the team.
 - Are looking in for collaboration.

Interaction with Port Key Travel Incorp

- Were Present Shruti Shitole (Founder)
- MTPA Team met Shruti who interacted with the team.
 - Are looking in for collaboration.

Wedding Sutra Engage #1: Destination Branding & Wedding Tourism Panel Discussion

Vivek Anand (Country Manager India) participated in the OTM Panel discussion on 03rd February 2023. Present along with him were Momente Weddings Co-Founder Darshan Shroff, Elusive Dreams Founder Pooja Doshi, Archers Entertainment Director Hari Ayyappan TailorMade Experiences Director Zashank Bhatia and Krayonz Entertainment Achint Nag Founder with the Moderator being from Wedding Sutra Parthip Thyagarajan CEO & Founder.



MTPA Awards

MTPA received an excellence award at OTM for best design and decoration award.

Tuesday - 02nd February 2023
Cine locals Networking Event

Globe hoppers in collaboration with Fairfest Media hosted the Cine locals Networking Event on 02nd February 2023. There were top 20 - 25 production houses present. Azzure Entertainment, Balaji Telefilms, Boney Kapoor, Cineyug, Dharma Productions, Elipsis Entertainment Media LLP, Enmay Entertainment, Endemol Shine India, Eros International Media Ltd, Excel Entertainment, Jio Studios, Lyca Productions, Madhur Bhandarkar, Matchbox Pictures, Maruti Films International, Nadiadwala Grandson Entertainment, Nadiadwala AAN, Neela Telefilms, Netflix, Amazon, Rajshree Productions, Reliance Entertainment, Sony Pictures Films India, Yashraj Films, Zee 5, Zee Marathi, Zee Studios. The Guild and MPAA were also present at the event.



Air Mauritius & Beachcomber & MTPA - Agent Workshop - Pune 14th February 2023

About Pune:

Pune is a sprawling city in the western Indian state of Maharashtra. It is widely regarded to be the second major IT hub and the most important automobile and manufacturing hub in India. It is also known as the 'Oxford of the East' given the presence of a wide range of educational institutions.

Air Mauritius and Beachcomber Hotels along with Mauritius Tourism Promotion Authority organised the Agents Workshop & Product Presentation on 14th February at the O Hotel Pune. The workshop was well attended by about 60 travel agents. Presentations were made by Air Mauritius and Beachcomber Hotels in addition to the main destination presentation by MTPA India. The event gave an opportunity to network with the TOs and explain the product offering. A lucky draw was organized where free hotel stay & Economy Class Air tickets was given by Air Mauritius and Beachcomber Hotels to Indian Tour Operators.

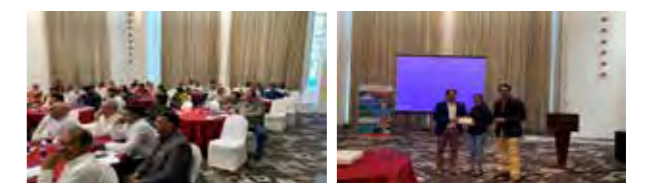
Event flow:

- 1100 hrs Registration and Networking over tea/coffee
- 1145 hrs Presentations by Beachcomber & Air Mauritius
- 1255 hrs Destination presentation by MTPA
- 1330 hrs Lucky draw.
- 1400 hrs Networking lunch

Feedback from Sales Call on 13th February 2023

Bhagyashri Travels (Yashodan Gole), Kesari Tours (Harshada & Armeya), Girikand Travels (Akhilesh Joshi), Odyssey Travels (Nikhil Thakurdas & Nidhi Bali)

- There is travel to short haul and long-haul destinations and Visa Free countries. However, for Mauritius very less people interested and very few queries.
- Good flow of traffic to Vietnam as the air fares are cheaper and the package cost too is cheap.
- They require that the Air Fares should be lesser.
- Availability in Mauritian hotels is also an issue.
- Agents are selling Vietnam, South Africa, Dubai, Thailand, Bali, Maldives, USA, Canada, Europe, Singapore, Qatar, Baku, New Zealand, Australia.



Air Mauritius & Beachcomber & MTPA -Agent Workshop - Mumbai 15th February 2023

About Mumbai:

Mumbai is the second-most populous city in India after Delhi, and the eighth-most populous city in the world. Mumbai lies on the Konkan coast on the west coast of India and has a deep natural harbour. It is the financial, commercial, and the entertainment capital of India. The city houses important financial institutions and the corporate headquarters of numerous Indian companies and multinational corporations. It is also home to some of India's premier scientific and nuclear institutes. The city is also home to Bollywood and Marathi cinema industries. Mumbai's business opportunities attract migrants from all over India.

Air Mauritius and Beachcomber Hotels along with Mauritius Tourism Promotion Authority organised the Agents Workshop & Product Presentation on 15th February at the Quantum Mumbai.

The workshop was well attended by about 70 travel agents. Presentations were made by Air Mauritius and Beachcomber Hotel in addition to the main destination presentation by MTPA India. The event gave an opportunity to network with the TOs and explain the product offering. A lucky draw was organized where free hotel stay & Economy Class Air tickets was given by Air Mauritius and Beachcomber Hotels to Indian Tour Operators.

Event flow:

- 1500 hrs Registration and Networking over tea/coffee
- 1530 hrs Presentations by Beachcomber & Air Mauritius
- 1630 hrs Destination presentation by MTPA
- 1700 hrs Lucky draw & High Tea



Mahalaxmi Event - Sunday, 12th February 2023 Poonawalla Stud Farms Stakes Race

Zeenat Gangee (Tourism Promotion Manager), Vivek Anand (Country Manager) & Amrita Bhatia (Trade Sales) also attended the prestigious Poonawalla Stud Farms Auction Sale Stakes Race Day on 12th February 2023 at the Mumbai racecourse. MTPA sponsored the Amazing Mauritius Cup which is an opportunity to feature Mauritius among the HNI segment and enhance its visibility as a lifestyle destination.



Participation in Book Launch of Ouma Seebaluck - Discussion Bollywood & Its Global Impact 13th March 2023

Mauritius Tourism Promotion Authority participated at the Book Launch & Discussion held at Someplace Else at Jio World Drive on 13th March 2023. The Book "Bollywood and its Global Impact" written by Dr Ouma Seebaluck was unveiled in the presence of Mr. Mahesh Bhatt, Mr. Rahul Vora, media, travel agents, and film producers, around 57 guests attended the Function.

Mauritius Tourism Promotion Authority Destination Video was played along with Air Mauritius Videos in the background.

This was an opportunity to network and reconnect with the potential tour operators, film producers, media and spread awareness about the destination's Romance, Adventure, Wildlife, Nature, Gastronomy, Culture and Heritage to encourage Indian travellers to visit and explore the country's offerings.

Sponsors: MTPA & The White Crow Books & Coffee
MTPA was represented by Amrita Bhatia Trade Sales Manager-India, MTPA

Air Mauritius Team: Atul Bhatara- Manager India & South Asian Sub-continent, Vinod Viswanathan, Head of Sales - India and South Asian Subcontinent, Nelson Samuels - Sales Manager.

Economic Development Board : Seewraj Nundlall

Event Flow

- 1700 Hrs : Arrival of Guests
- 1715 Hrs : Unveiling of the Book
- 1745 Hrs : Questions by the Audience
- 1800 Hrs : Hi Tea
- 1830 Hrs : End of the Event



PHDCCI Golf Conclave & Tournament 16th - 18th March 2023

The Golf Conclave & Tournament was held in Ahmedabad and went of very well and there was adequate branding for all the partners. Additionally, there was mention of each partner during the conclave held on 17 March. The event and tournament were well attended by notable participants, prominent among them being HH Samarjit Singh Gaekwad- the maharaja of Baroda, HE Willy Betts-High Commissioner of Kenya, HE Archil Dzuliashvili-Ambassador of Georgia and the Minister Councillor from Embassy of Germany.

The Event gave an opportunity to network with the HNIs, representatives of the Golf industry, and provide a platform for Tourism Board to present Mauritius as a golfing destination. A Lucky draw was organized, and the Vouchers given by Sun Life, Beachcomber Hotels, Heritage Hotels were presented to the winners.



MK LAUNCH EVENT - Mumbai 13 & 15 April Delhi 14 April 2023

Background

Mauritius is considered as a honeymoon destination and a family Destination providing beyond the beach experiences along with high quality service and a variety of offerings. It is known for its white sandy beaches, scenic beauty, culinary delights, culture, golf and spas, friendly people, a wide range of water and land-based activities and visa free entry for Indians. The Indian market is the sixth largest outbound market for Mauritius and has seen a sharp increase of Indian arrivals since the resumption of international scheduled flights from end March 2022.

To mark the resumption of direct flights from Delhi to Mauritius, as from 04 May 2023, and to target the bookings for peak travel season, that coincides with school holidays, and starts from mid-May, Air Mauritius, in association with MTPA, organised a Networking Gala Evening at Hotel Imperial, in Delhi on 14th April 2023.

Objective of the Mission

As the direct Flights from Delhi to Mauritius resume, the Director of MTPA proceeded to Mumbai & Delhi, to rebond with the travel trade and media & motivate them to promote the destination & to increase the visibility of the Destination as a leisure, MICE, and wedding destination.

Summary of Meetings held

A. Thursday 13th April 2023 - The Leela Mumbai Coffee Shop Meeting with Mr. Jitendra Kejriwal (Director) & Vaibhav Kejriwal (Executive Director) Arika Tours & Travels

Were present

- Arvind Bundhun, Director MTPA
- Zeenat Gangee, Tourism Promotion Manager, MTPA
- Amrita Bhatia, Sales Manager, MTPA
- Discussion about the Mice incentive Policy how his Money is stuck, try to get his refund cleared.
- Maybe be tries to reapply instead of the DMC's applying for the Incentive.
- Also, the DMCs in Mauritius who are tax exempted companies have an issue applying for VAT refund
- MTPA will start offering Cash Incentives for the Groups now
- Has a High-end Wedding Group of 250 pax from 21st - 23rd September 2023. Is looking at One & Only, Shangri-La, Westin Turtle Bay. The Recce will be done soon, we offered 05 Business Class tickets for the Recce if the group is confirmed.
- Pawan Mirchandani recently confirmed a wedding at Intercontinental Mauritius.
- MK & Beachcomber have organized a Fam Trip effective 20th April 2023 for the Trade.
- The Client may do a Buyout & have informed him to send an Email about the Profile of the Client.
- Thailand is cheaper for Weddings than India & Dubai, Bahrain, Oman is also keen for wedding groups.

B. Meeting with Mr. Harshad Bhagwat (Director) IIFTC

Were Present

- Arvind Bundhun, Director MTPA
- Zeenat Gangee, Tourism Promotion Manager, MTPA
- Amrita Bhatia, Sales Manager, MTPA

- Explore a Cover Shoot for a Celebrity to promote Mauritius as Maldives sold a lot during Covid, Bali too is selling a lot, however Mauritius is luxurious than Bali. Create a program that the Celebrity comes to us for a joint Marketing.
- Discussed about doing a Global Influencership or we take some influencers from here to Mauritius or do an event or a competition. Create a program around the influencer. We need more people to come as then there will be more content to watch.
- To target Millennials as they post more content on social media.
- Suggested we take a Fam Trip to shoot more natural content, influencers who are together can create good content as we need to look cooler than filmy.
- To target Digital influencers and give them specific tags. Can do a Call regarding this.
- We Should sponsor "The Quick Style" who have many followers & are from Norway. They are 13 people in total. In June they are in Dubai, we can invite them then. Abu Dhabi Tourism Board recently had sponsored them.
- Discussed about speaking with some OTT Platforms if they are doing any series, we can showcase Mauritius.
- During the Cannes Festival from 16th - 24th May if the Director can also join as the mayor is coming as well. We can include him in a panel, to get Mauritius recognized.
- Work with collaborating with Mihir Joshi, Radio Jockey.

MK Launch Event

Date: Friday, 14th April 2023

Venue: Ballroom, The Imperial, Janpath, New Delhi

No of Attendees: 120 Guests

Hosts:

MTPA

- Arvind Bundhun, Director
- Zeenat Gangee, Tourism Promotion Manager,
- Vivek Anand, Country Manager-India
- Chandrani Chakraborty, PR Manager-India
- Amrita Bhatia, Sales Manager-India

Air Mauritius

- Krešimir Kucko, Chief Executive Officer
- Laurent Recoura, Chief Commercial Officer
- Atul Bhatara Manager - India and South Asian Subcontinent
- Gagan Sharma - Sales & Marketing Manager North & East India
- Garima Bhasin - Sales Executive
- Amandeep Kaur - Sales Executive

High Commission of the Republic of Mauritius

- H.E. Mr Haymandoyal Dillum, High Commissioner
- Reema Bhatoolaul- Second Secretary
- The event, held at the Imperial New Delhi was well appreciated by the travel trade and generated a lot of coverage. The director highlighted on the importance of the Indian market in his speech and the resumption of the flights will motivate the travellers from the Northern part of India to commute, which will boost the demand and increase the footfall to Mauritius as well as he paid tribute to the importance of the Indian market in the development of tourism in Mauritius.
- Air Mauritius also offered multiple return tickets, and hotels offered stay vouchers to the winners, through a lucky draw, in their endeavour to encourage other trade partners to make efforts to increase sales of the destination as a leisure, MICE, and wedding destination.

Friday 14th April 2023

One to one Interviews of the Director with Media

Were Present

- Arvind Bundhun, Director MTPA
- Chandrani Chakraborty, PR Manager MTPA

Arumita Gupta and Janice Alyosius – Trav Talk

Trav Talk India TravelTV.News is India's first and one-of-a-kind news capsule which brings the latest news & information from the Indian Travel & Tourism Industry

Utsa Ganguly - ABP Online

ABP Network creates fearless content across broadcast, television and digital while preserving a century-old legacy with unflinching determination to deliver the truth of time.

Binny Yadav - Asian News Makers

Asian News Makers is a web magazine owned by South Asian Integrated News Network based in India. We publish articles, features, opinions about the issues ranging from environment, education, gender, business, health, lifestyle, entertainment, art & culture and about some 'Insights' from politics and diplomacy keeping South Asia in focus.

Priyanka Saxena - BOTT India

BOTT – Business of Travel Trade has been conceptualised keeping the needs of the ever-growing travel industry in mind. They do not replicate what the existing medias' but stand out in the digital space as the trusted media partner for all.

Tripti Jain – Travel Turtle

The content of the Travel Turtle, Website attracts a high-quality audience with good engagement and repeat visits. If you are looking to reach out to your audience digitally, visibility on the Travel Turtle, Website is a good option. Travel Turtle is a trade and consumer magazine. The high-quality and informative contents attract huge audience with good engagement and repeat visits.

Vishal Kashyap - Aviation World

Aviation World is an initiative of seasoned aviation professionals and journalist working in the sector for more than 18 years. The team of Aviation World has experts from aviation sector, media and marketing with global expertise.

Conclusion

Overall, it was a successful 2-day mission, and it was important to reconnect at a personal level with the travel trade to intensify the destination's presence in the North Indian market which is land-locked and has a robust demand for beach destinations. With more flights operating from India, and the destination is likely to get a huge boost in the sales.

The advantage of direct flights, Visa on arrival free of cost, also helps to build a positive narrative about the destination.

Small groups, family travel bookings are already being noted. There are also enquiries for MICE and weddings.

Coverage

Coverage have been obtained on various media channels.

Mauritius: Air Mauritius to resume Delhi non-stop flights from May 3 after 3 years - Times of India (indiatimes.com)

Air Mauritius to resume Delhi-Mauritius direct flights from May 4, ET TravelWorld (indiatimes.com)

Air Mauritius to resume Delhi-Mauritius direct flights - BW Hotelier (businessworld.in)

Air Mauritius to resume Delhi - Mauritius operations from May 4 - Travel Trade Journal

Air Mauritius to Resume Delhi-Mauritius Direct Flights from May 4, 2023 - Outlook Traveller (outlookindia.com)

mice affairs on Instagram: "@Air Mauritius Announces 2 Weekly Flights from Delhi To Mauritius, starting 3rd May 2023 The announcement was made in Delhi during a fab..."

Air Mauritius to Resume Flight Services to Delhi from May 3 (news18.com)

https://www.linkedin.com/posts/travel-turtle_air-mauritius-in-association-with-mauritius-activity-7053307730559741952-ZwQo?utm_source=share&utm_medium=member_ios

Air Mauritius resumes Delhi-Mauritius direct flights as of 4 May 2023 | Indian Television Dot Com

Air Mauritius to Resume Direct Flights Between Delhi and Mauritius from May 04 - travelobiz

Air Mauritius announces resumption of Delhi-Mauritius direct flights (indiaoutbound.info)

Air Mauritius resumes Delhi-Mauritius direct flights as from 4th May 2023 | The Voice of Chandigarh

Air Mauritius resumes Delhi-Mauritius direct flights as from 4th May 2023 | Global Prime News

Air Mauritius resumes Delhi-Mauritius direct flights - Travel Turtle

Air Mauritius Resumes Delhi-Mauritius Direct Service from May 4 | Travel Trends Today

Air Mauritius to resume Delhi-Mauritius direct flights from 4th May 2023 (traveldailymedia.com)

Air Mauritius Passengers to resume flight services to Delhi from May 3 (newsdrum.in)

Air Mauritius to Resume Direct Flights to Delhi from May 3, Deploy Airbus A330 Plane | Aviation News | Zee News (india.com)

Invitation



Director with H.E. Mr Haymandoyal Dillum, High Commissioner, Krešimir Kucko, Chief Executive Officer Air Mauritius, Laurent Recoura, Chief Commercial Officer Air Mauritius



North India Travel Agents FAM 4-10, May 2023

To promote Mauritius as the destination, MTPA India hosted Ten Top Agencies from India to Mauritius. The objective of the FAM trip was to increase the visibility of our Destination for FITS, Leisure & MICE.

Name of the Event	Fam Trip
Location	Mauritius
Day / Date	04th May – 10th May 2023 (DEL/MR/DEL)
Type	Agents Fam Trip (focus on cuisine, heritage, culture)

MTPA – India organised Agents Familiarisation trip to Mauritius from Delhi 04th May to 10th May 2023. Itinerary was curated mainly to cover the cuisine, heritage, culture. (Please find day to day itinerary and list of attendees as below.)

Itinerary

North India Tour Operators Fam			
S. No	Organization	Name as on passport	Designation
1	Yatra Online	Salooja/ Shital Ms	General Manager - Premier Travel
2	Make My Trip	Safique/Suleman Mr	Assistant Manager - Holidays
3	Legend Travels	Kaushik/ Neeraj Mr	General manager
4	FCM	Kumar Koul/ Vinod Mr	General Manager - Airlines
5	Balmer Lawrie	Gupta/Ashok Kumar Mr	Travel Head
6	Adiona Travels	Rajamani / Arvind Mr	Senior Manager
7	Trav Clan	Kalra/Aarris Mr	Business Head
8	Big Breaks	Lekhi/Rahul Mr	Manager - Sales
9	WMTC	Uprati/ Pankaj Mr	General Manager Sales
10	MTPA	Anand/ Vivek Mr	Country Manager - India
11	Air Mauritius	Bhasin/Garima Ms	Sales Executive

Arrival in Mauritius: 04th May 23 - MK 745 @ 14h00 (09 Pax)
 Departure from Mauritius: 10th May 23 MK744 @ 21h15 (09 Pax)

Accommodation

04th – 06th May 2023 - Hotel Ile Le Meridien
 06th – 08th May 2023 - Trou Aux Biches Beachcomber
 08th – 10th May 2023 - Verandah Tamarin

Itinerary

Thursday 04 May 23 – Airport to Hotel transfer by Seaside Holidays

08hr00 Delhi departure – MK745
 14hr00 Arrive at SSR International Airport
 14hr45 Transfer to Hotel
 16hr00 Arrive and Check-in at Hotel Le Meridien
 17hr30 Inspection of Hotel
 19h30 Dinner and overnight at hotel.

Friday 05 May 23 – Transfers by Tamtam

08hr00 Breakfast at hotel.
 09hr00 Leave for the Grand Bassin
 10hr15 Visit Grand Bassin
 10hr45 Leave for LVDC
 11hr00 LVDC. Visit on quad bike/jeeps followed by lunch
 15hr00 Leave for Le Meridien.
 16hr30 Arrive back at hotel
 19h30 Dinner and overnight at hotel.

Saturday 06 May 23 – Hotel Change – Transfer by Maurijet

08hr30 Check out and leave for Hotel Intercontinental.
 09hr00 Breakfast & visit Intercontinental.
 10hr30 Leave for Ravenala
 10hr45 Ravenala Visit
 11hr45 Leave for Hotel Lux Grand Baie.
 12hr15 Lux Grand Baie, Lunch & inspection.
 14hr00 Leave for Blue Safari
 14hr30 Blue Safari. Sub scooters
 17hr30 Leave for Trou Aux Biches Beachcomber
 17hr45 Arrive at Hotel & Check in followed by Hotel Inspection
 19hr30 Dinner & Overnight at Hotel.

Sunday 07 May 23 – Transfers by Sunzee

08hr00 Breakfast at hotel.
 09hr00 Leave for Ile aux Cerfs
 10hr30 Ile aux Cerfs. Activities, followed by lunch.
 15hr00 Leave for Hotel Casuarina.
 16hr30 Casuarina Inspection.
 17hr15 Leave for Trou Aux Biches Beachcomber.
 17hr30 Back to the hotel
 18hr00 Leave for Hotel Victoria
 18hr15 Site inspection followed by apero and dinner. Overnight at Hotel TAB Beachcomber.

Monday 08 May 23 – Hotel Change – Transfers by Silver Wings

08hr00 Breakfast at hotel.
 09hr00 Checkout & Leave for Pearle Beach Resort. Confirmed by Dilip
 10hr30 Arrive at Pearle Beach & Inspection
 11hr15 Leave for Sugar Beach Hotel. Confirmed by Sheila
 11hr30 Sugar Beach, Inspection & lunch
 14hr00 Leave for Casela Nature Park
 14hr30 Casela. Go for Safari
 16hr45 Leave for Veranda Tamarin Hotel
 17hr00 Arrive at Hotel & Check in
 19h30 Rooftop cocktails with Nisha Maistry (Sales Manager)
 20h30 Dinner in main restaurant. Overnight at Hotel

Tuesday 09 May 23 – Transfers by One Above

08hr00 Breakfast at hotel
 09hr00 Leave for MTPA head office Port Louis
 1000-12hr00 Meeting with Director & Partners
 1200-13hr30 Lunch at Courtyard

13hr30 Transfer & Visit Citadel Fort Adelaide
 14hr15 Leave for Odysseo
 15hr30 Visit Le Caudan Waterfront
 17hr00 Leave for Veranda Tamarin
 18hr15 Arrive at Hotel
 19h30 Cocktails with Hotel management
 20hr30 Dinner at Crazy Fish restaurant. Overnight at Hotel.

Wednesday 10 May 23 – Excursion & airport transfers by Solis

08hr15 Breakfast at hotel & check-out
 09hr15 Leave for Rhumerie Chamarel
 10hr00 Rhumerie visit
 10hr45 Leave for Chamarel Seven Coloured Earth
 11hr00 Chamarel visit
 12hr15 Leave for Heritage Golf Club
 13hr00 Lunch & visit Heritage Golf Club. Confirmed by Michael
 15hr30 Leave for Anantara Iko Mauritius Resort
 16hr30 Reach Anantara Iko Mauritius for inspection. Confirmed by Anu
 18hr00 Transfer from hotel to SSR International Airport
 21hr15 Departure for Delhi on Flight MK 744



Trade Media Fam Trip 15th – 21st June 2023 – 08 pax

Objective: An endeavour to promote Mauritius as one of the most preferred destinations in India and to get maximum coverage of Mauritius and its partners, post relaunch of Air Mauritius flights from Delhi.

The seven media persons, representing trade magazine pan India, are all specialists in the field of travel writing and through their article we can reach the Travel Trade Fraternity pan India.

Participants

	Publication	Surname	First/middle name	Salutation
1	Travel Trade Journal	Nayak	Prashant Rama	Mr
2	Travel and Tour World	Ghoshal	Apratim	Mr
3	Travel Turtle	Saha	Sudipta	Ms
4	India Outbound	Singh	Varsha	Ms
5	BOTT	Ray	Rai Umraopati	Mr
6	Mice Affairs	Manocha	Sachin	Mr
7	Trav Talk	Verma	Nisha	Ms
8	MTPA India	Chakraborty	Chandrani	Ms



Vistara/MTPA Travel Agents FAM 19 - 23, June 2023

To promote Mauritius as the destination, MTPA India hosted Eight Top Agencies from India to Mauritius. The objective of the FAM trip was to increase the visibility of our Destination for FITS, Leisure & MICE.

Name of the Event	Fam Trip
Location	Mauritius
Day / Date	19th June - 23rd June 2023 (BOM/MRU/BOM)
Type	Agents Fam Trip (focus on cuisine, heritage, culture)
MTPA - India organised Agents Familiarisation trip to Mauritius from Mumbai 19th June to 23rd June 2023. Itinerary was curated mainly to cover the cuisine, heritage, culture. (Please find day to day itinerary and list of attendees as below.)	

Itinerary

North India Tour Operators Fam			
S. No	Organization	Name as on passport	Designation
1	Clear Trip	Nimmagadda/ Udayakantha Mr	Sr Manager Supplier Relations
2	Riya Travels	Gonsalves/ Jovita Roshan Ms	Manager - Operations
3	Akbar Travels	Dbritto/ Fedril Francis Mr.	Branch Head
4	ATB-Yatra	Chauhan/ Harish Mr.	DGM Flight Business
5	Easy trip Planners	Sharma / Dheeraj Mr	Manager Holidays
6	GO MMT	Wadhwa/ Rohit Mr	Deputy Manager - Online Revenue
7	TBO	Bhatnagar/ Parul Ms	Manager Groups
8	MTPA India	Bhatia/ Amrita Ms	Manager - Trade Sales
9	Vistara	Kulkarni/ Mitesh Shrikant Mr	Assistant Manager Sales

Arrival in Mauritius: 19th June 23 - UK241 @ 10hr30 (09 Pax)

Departure from Mauritius: 23rd June 23 - UK242 @ 11hr30 (09 Pax)

Accommodation: 19th - 21st June 2023 Hotel Anantara Lko Resort
21st - 23rd June 2023 - Sofitel L' Imperial Resort & Spa

Itinerary

Monday 19 June 23 - Airport to Hotel. Transfer by Silver Wings

06hr05 Mumbai departure - UK 241
10hr30 Arrive at SSR International Airport
11hr30 Transfer to Hotel
11hr45 Arrive and Check-in at Hotel Anantara Lko
12hr45 Leave for Ile Aux Cerfs Pointe Maurice by Mr Nasser Panchoopully 5 253 1963.
13hr45 Reach Ile aux Cerfs for Lunch & visit
16hr30 Leave for Anantara
18hr00 Arrive at Hotel
19hr30 Dinner and overnight at hotel.

Tuesday 20 June 23 - Transfer by Solis 360

08hr00 Breakfast at hotel.
08hr45 Hotel Inspection
09hr30 Leave for Grand Bassin
10hr15 Visit Grand Bassin
10hr45 Leave for Chamarel Seven Coloured Earth
11hr30 Visit Chamarel
12hr30 Leave for Rhumerie
12hr45 Rhumerie. Visit & lunch
14hr30 Leave for Curious Corner
15hr30 Leave for Preskil Island Resort for Inspection
16hr45 Reach Preskil Island Resort for Inspection. Confirmed by Christina
17hr30 Leave for Anantara
18hr00 Reach Anantara
19hr30 Dinner and overnight at hotel.

Wednesday 21 June 23 - Hotel Change. Transfer by Maurijet

07hr00 Breakfast at hotel. Check out
08hr00 Leave for Domaine De Grand Baie.
09hr30 Visit Domaine De Grand Baie. Confirmed by Saheed.
10hr15 Leave for Hotel Maritim.
10hr45 Maritim inspection. Confirmed by Joelle.
11hr45 Leave for Aventure du Sucre
12hr00 Visit & lunch at Aventure du Sucre
14hr00 Leave for Chateau Labourdonnais
14hr15 Visit Chateau
15hr30 Leave for Sofitel L' Imperial
17hr00 Reach Hotel. Inspection & check in.
19hr30 Dinner and overnight at hotel

Thursday 22 June 23 - Transfer by Tam Tam

08hr00 Leave for Blue Safari Submarine
09hr30 Blue Safari submarine
11hr30 Leave for Hotel Oceans Creek
12hr00 Oceans Creek, Lunch & visit. Confirmed by Garry
13hr30 Leave for MTPA head office Port Louis
14hr00 Reach MTPA office
1415-15hr00 Meeting with Partners- 1
1500-15hr45 Meeting with Partners- 2
16hr00 Leave for Caudan Waterfront
16hr30 Catamaran Cruise
18hr00 Leave for Sofitel L' Imperial Resort & Spa
19hr00 Arrive at Hotel
20hr00 Dinner and overnight at hotel

Friday 23 June 23 - Departure for Mumbai. Transfer by Sunzee

07hr00 Check Out & Breakfast at Hotel.
07hr30 Transfer from hotel to SSR International Airport
11hr30 Departure for Mumbai on Flight UK 242



Air Mauritius & MTPA MICE Agents Workshop - Mumbai 27th June 2023

About Mumbai

Mumbai is the second-most populous city in India after Delhi, and the eighth-most populous city in the world. Mumbai lies on the Konkan coast on the west coast of India and has a deep natural harbour. It is the financial, commercial, and the entertainment capital of India. The city houses important financial institutions and the corporate headquarters of numerous Indian companies and multinational corporations. It is also home to some of India's premier scientific and nuclear institutes. The city is also home to Bollywood and Marathi cinema industries. Mumbai's business opportunities attract migrants from all over India.

Air Mauritius along with Mauritius Tourism Promotion Authority organised the MICE Agents Workshop & Product Presentation on 27th June 2023 at the Quorum Mumbai. The workshop was well attended by about 42 travel agents. Presentations were made by Air Mauritius in addition to the main destination presentation by MTPA India. The event gave an opportunity to network with the TOs and explain the product offering.

Event flow:

- 1100 hrs Registration and Networking over tea/coffee
- 1200 hrs Destination presentation by MTPA
- 1230 hrs Presentations by Air Mauritius
- 1300 hrs Lunch



Feel THE
SENSATIONS



Financial Statements

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**REPORT OF THE
DIRECTOR OF AUDIT**

**On the Financial Statements
of the Mauritius Tourism Promotion Authority
for the year ended 30 June 2023**

NATIONAL AUDIT OFFICE



NATIONAL AUDIT OFFICE

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

Report on the Audit of the Financial Statements

Opinion

I have audited the financial statements of the Mauritius Tourism Promotion Authority, which comprise the statement of financial position as at 30 June 2023 and the statement of financial performance, statement of changes in net assets/equity, 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 2023, 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 that there are no key audit matters to communicate in my report.

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 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 for 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; and
- (d) in my opinion, the Mauritius Tourism Promotion Authority has been applying its resources and carrying out its operations economically, efficiently and effectively;
- (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:

- (a) the Mauritius Tourism Promotion Authority has complied with the Statutory Bodies (Accounts and Audit) Act; and
- (b) no direction relating to the accounts has been issued by the responsible Minister to the Mauritius Tourism Promotion Authority.

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

- (i) expenditure incurred was of an extravagant or wasteful nature, judged by normal commercial practice and prudence; and
- (ii) the Mauritius Tourism Promotion Authority has not applied its resources and carried out its operations economically, efficiently and effectively.

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.

DR D. PALIGADU
Director of Audit

National Audit Office
Level 14,
Air Mauritius Centre
PORT LOUIS

18 April 2024

Statement of Financial Position as at 30 June 2023

	Notes	30 June 2023	30 June 2022
		Rs	Rs
ASSETS			
Current Assets			
Cash and Cash Equivalents	11	99,392,039	131,979,367
Receivables from Exchange Transactions	13	18,173,732	44,306,813
Inventories	12	1,670,560	2,050,620
Prepayments	13	8,560,968	7,741,509
		127,797,299	186,078,309
Non-Current Assets			
Property, Plant and Equipment	9	6,074,018	5,637,226
Intangible Assets	10	5,179,561	7,902,741
		11,253,579	13,539,967
Total Assets		139,050,878	199,618,276
LIABILITIES			
Current Liabilities			
Payables	18	73,486,550	157,443,563
Provisions & Other Liabilities	15	25,631,585	25,364,324
		99,118,136	182,807,887
Non Current Liabilities			
Employee Benefits	21	8,979,805	9,172,619
Retirement Benefit Obligations	27	136,468,493	126,042,320
		145,448,298	135,214,939
TOTAL LIABILITIES		244,566,434	318,022,826
Net Assets		(105,515,556)	(118,404,550)
NET ASSETS/EQUITY			
Accumulated Fund	14	(105,515,556)	(118,404,550)
Total Net Assets/Equity		(105,515,556)	(118,404,550)

Approved by the Board on 30/10/23 and signed on its behalf by:



Mr D. E. Fayen
(Chairman)



Mr D. Mohabeer
(Member of MTPA Board)

The notes on pages 127 to 141 form an integral part of the Financial Statements.

Statement of Financial Performance for the year ended 30 June 2023

	Notes	30 June 2023	30 June 2022
		Rs	Rs
Revenue			
Revenue from Non-Exchange Transactions	16	682,004,263	507,719,260
Revenue from Exchange Transactions	17	51,617,731	46,785,621
Total Revenue		733,621,994	554,504,881
Operating Expenses			
Administrative Expenses	19	(70,133,184)	(69,744,024)
Promotional Activities	20	(632,770,190)	(458,678,076)
Covid-19 Expenses	20	(462,324)	(35,421,512)
Depreciation & Amortisation	9 & 10	(5,717,442)	(5,703,781)
Assets Written Off	9 & 10	(11,780)	(42,708)
Financial Charges		(872,448)	(660,837)
Exchange Fluctuation - Gain / (Loss)		(5,745,596)	1,749,052
Total Expenses		(715,712,964)	(568,501,886)
Surplus / (Deficit) for the year		17,909,030	(13,997,006)

The notes on pages 127 to 141 form an integral part of the Financial Statements.

Statement of Changes in Net Assets/Equity for the year ended 30 June 2023

	Accumulated Funds ended	Revaluation Reserve	Total Net Assets / Equity	Total Net Assets / Equity
	30 June 2023	30 June 2023	30 June 2023	30 June 2022
	Rs	Rs	Rs	Rs
Opening Balance	(118,737,700)	333,150	(118,404,550)	(88,898,002)
Changes in net assets / equity for the period to 30 June 2023				
Prior Year Adjustments	(980,262)	-	(980,262)	1,288,073
Actuarial Gain / Loss on remeasurement of Pension Assets & Liability	(8,254,634)	-	(8,254,634)	(16,882,616)
*Contribution from MOFEPD	4,068,360	-	4,068,360	-
Movement in Revaluation Reserve	-	146,500	146,500	85,000
Total	(5,166,536)	146,500	(5,020,036)	(15,509,543)
Net revenue recognised directly in net assets / equity	(123,904,236)	479,650	(123,424,586)	(104,407,544)
Surplus / (Deficit) for the year	17,909,030	-	17,909,030	(13,997,006)
Balance as at 30 June 2023	(105,995,206)	479,650	(105,515,556)	(118,404,550)

*Special Contribution of Rs 4,068,360 from MOFEPD towards Retirement Pension Plan paid directly to the Pension Administrator.

Cash Flow Statement for the year ended 30 June 2023

CASH FLOWS FROM OPERATING ACTIVITIES	30 June 2023	30 June 2022
	Rs	Rs
Surplus / (Deficit)	17,909,030	(13,997,006)
Non-cash movements		
Depreciation of PPE & Amortisation	5,717,442	5,703,781
Assets written off	11,780	42,708
Adjustment of Revalued Assets not capitalised	146,500	85,000
Retirement Benefits charge in P & L	6,239,899	4,676,295
(Decrease) / Increase in Payables, Provisions & Other Liabilities	(84,670,013)	9,092,728
Employee Benefits	(192,814)	960,538
Decrease / (Increase) in Inventories	380,059	433,129
Decrease / (Increase) in Prepayments & Receivables	25,313,622	(6,931,212)
Net cash flows from Operating Activities	(29,144,495)	65,962
CASH FLOWS FROM FINANCING ACTIVITIES		
Net cash flows from Financing Activities	-	-
CASH FLOWS FROM INVESTING ACTIVITIES		
Proceeds from Disposal of Assets	-	-
Expenditure on Non Current Assets	(3,442,833)	(11,124,492)
Net cash flows from Investing Activities	(3,442,833)	(11,124,492)
Net Increase/(Decrease) in cash and cash equivalents	(32,587,329)	(11,058,530)
Cash and cash equivalents at beginning of the year	131,979,367	143,037,898
Cash and cash equivalents at end of the year	99,392,039	131,979,367

(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 June 2023	30 June 2022
	Rs	Rs
Cash at Bank	105,534,532	133,436,496
Outstanding payments	(6,142,494)	(1,457,129)
	99,392,039	131,979,367

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 3,442,833.

Statement of Comparison Of Budget and Actual Amounts (Revenue) for the year ended 30 June 2023

Details of Revenue	Original Budget	Revised Budget	Actual Revenue	Actual Revenue Cash Basis
	FY 2022/23 Rs 1	FY 2022/23 Rs 2	FY 2022/23 Rs 3	FY 2022/23 Rs 4
Government Grant (Promotion & Destination Support)	400,000,000	400,000,000	388,713,445	388,713,445
Government Grant (Operating Expenses)	68,000,000	68,000,000	68,000,000	68,000,000
Government Grant (Low Season Campaigns)		81,000,000	80,220,743	80,220,743
Grant i.c.w Liverpool Project	125,000,000	142,000,000	141,332,666	141,332,666
Grant i.c.w BLJ Project		3,800,000	3,737,408	3,737,408
Private Sector Contribution		30,670,000	30,186,590	30,186,590
Other Income		2,700,000	2,667,009	2,667,009
Transportation Service Agreements		14,100,000	14,007,058	
Gain on Revaluation			4,757,075	
Total Revenue	593,000,000	742,270,000	733,621,994	714,854,606

Note:

- (1) Represents the original approved budget of the MTPA for period July 2022 to June 2023.
- (2) Represents the revised budget for period July 2022 to June 2023 which includes revenue from other sources.
- (3) Represents the actual revenue on a comparable basis for period July 2022 to June 2023.
- (4) Represents the actual revenue on cash basis for period July 2022 to June 2023.

Statement of Comparison Of Budget and Actual Amounts for Operating Expenses for the year ended 30 June 2023

Items	Original Budget	Revised Budget	Actual Expenses (Cash Basis)	Variations	Remarks
	Rs	Rs	Rs	Rs	
Administrative Expenses (A)					
Staff Salaries & Emoluments	29,030,000	24,301,945	24,301,945		
Staff Allowances & Other Benefits	10,900,000	11,822,031	11,634,337	187,694	Savings on allowance & other benefits
Travelling and Transport (Busfares, Taxi & Travel Grant)	4,700,000	5,136,613	5,115,291	21,322	Claims received after year end
Staff Welfare	300,000	323,394	323,394		
Legal & Professional Fees	2,800,000	3,466,854	2,980,750	486,104	Claims received after year end
Incidentals & Office Expenses	2,700,000	2,926,777	2,737,137	189,640	Claims received after year end
Utilities (Telephone, Electricity & Water)	1,800,000	1,564,402	1,454,154	110,248	Claims received after year end
Rent (Office, store, Information Counter & Parking)	4,350,000	4,577,125	4,576,549	576	
Running & Maintenance of Vehicles	1,800,000	2,354,265	2,276,427	77,838	Claims received after year end
Contributions (Pension, NSF, FPS.& Medical)	6,370,000	6,177,101	6,012,674	164,427	Claims received after year end
Training of Staff	150,000	104,000	104,000		
General Maintenance & Assets Expenditure	3,100,000	5,245,492	5,329,032	(83,540)	Additional Expenses incurred
Marketing & Other Expenses (B)					
France	60,000,000	80,419,271	76,987,174	3,432,097	Claims received after year end
UK	40,000,000	56,620,726	46,332,055	10,288,671	Claims received after year end
Italy	14,000,000	19,514,917	18,883,461	631,456	Claims received after year end
Germany	40,000,000	56,405,745	51,001,399	5,404,346	Claims received after year end
Reunion	20,000,000	13,692,632	11,913,965	1,778,667	Claims received after year end
South Africa	22,000,000	23,001,542	18,784,049	4,217,493	Additional projects carried out
Switzerland	11,000,000	9,749,100	6,877,473	2,871,627	Claims received after year end
India	25,000,000	33,511,015	29,822,615	3,688,400	Claims received after year end
China	9,000,000	5,785,050	4,341,560	1,443,490	Claims received after year end
Spain	8,000,000	14,456,608	9,505,001	4,951,607	Claims received after year end
Russia	1,000,000	323,145	445,543	(122,398)	Claims received after year end
Australia	3,000,000	1,930,000	1,522,767	407,233	Amount includes prepayment
U.A.E / Middle East	34,000,000	44,001,610	41,456,942	2,544,668	Claims received after year end
Africa & Indian Ocean Countries	3,000,000	2,851,048	2,011,247	839,801	Claims received after year end
Belgium					
Netherland					
Luxemburg					
Denmark					
Sweden					
Norway/Finland					
Japan	500,000	100,000	110,250	139,750	Some projects not carried out
Singapore	500,000	500,000		100,000	No project carried out
Malaysia	500,000	160,000	487,532	12,468	
South Korea	2,000,000	1,510,000	157,121	2,879	
Others -Eur/Asia/America	4,000,000	6,635,000	733,822	776,178	Claims received after year end
Austria/Czech/Poland/Hungary/Romania	8,000,000	18,100,000	6,227,149	407,851	Claims received after year end
Rodrigues					
Website/E-Marketing	22,000,000	28,430,000	22,085,178	6,344,822	Claims received after year end
MICE, Cruise, Golf ,Medical & Wedding promotion	3,500,000	2,217,000	1,882,769	334,231	Some projects not carried out
Communication & Promotional Tools	13,000,000	8,688,372	6,251,937	2,436,435	Claims received after year end
Worldly Events / Local Events (incl Golf)	38,000,000	53,606,402	50,352,313	3,254,089	Some projects not carried out
Small and Medium Entreprises	4,000,000	2,050,000	653,240	1,396,760	Some projects not carried out
Consultancy Services : LFC Projects	125,000,000	137,455,000	137,455,000		
Total Administrative Expenses (A)	68,000,000	67,999,999	66,845,690		
Total Marketing Expenses (B)	525,000,000	611,185,083	548,019,924		
Total Budget, Estimates & Actual Revenue Cash Basis (A + B)	593,000,000	679,185,082	614,865,614		

Statement Showing Reconciliation of Actual Cash Flows with Financial Statements for the year ended 30 June 2023

Statement of Reconciliation of Actual Expenses with Cash Flows	30 June 2023
	Rs
Actual amount on comparable basis as presented in the Budget & Actual Comparative statement	614,865,614
Capital Expenditure	(3,336,833)
	611,528,781
Less:-	
Prepayments for 2023/2024	(8,560,968)
	602,967,813
Basis Differences:	
Non-Budgeted Items:	
Financial Charges	872,448
Reversal of Prepayments for 2022/2023	7,741,509
Provisions & Accruals:	
Sick Leave	394,804
Passage Benefits	837,666
Vacation Leave	439,606
Retirement Benefit Obligations	10,426,173
Adjustments for Creditors	86,303,723
Non Cash Items:	
Depreciation & Amortisation	5,717,442
Assets written off	11,780
Actual amount in the Statement of Financial Performance	715,712,964

Statement of Reconciliation of Actual Revenues with Cash Flows	Rs
	Actual amount on comparable basis as presented in the Budget & Actual comparative Statement
Basis Differences:	
Non Cash Items:	
Trade Service Agreement	14,007,057
Revaluation Gain	4,757,075
Adjustments for Other Income:	
Other Income	3,256
Actual amount in the Statement of Financial Performance	733,621,993

Notes to the Financial Statements for the year ended as 30 June 2023

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 Standards 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 the 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 revenues 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.

Notes to the Financial Statements for the year ended as 30 June 2023

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 2023, namely:-

IPSAS 1 - Presentation of Financial Statements.
 IPSAS 2 - Cash Flow Statements.
 IPSAS 3 - Accounting Policies, Changes in Accounting Estimates and Errors.
 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 (Taxes & Transfers).
 IPSAS 24 - Presentation of Budget Information in Financial Statements.
 IPSAS 26 - Impairment of Cash Generating Assets.
 IPSAS 31 - Intangible Asset.
 IPSAS 39 - Employee Benefits

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: Disclosure.
 IPSAS 32 - Service concession arrangements: Grantor
 IPSAS 34 - Separate Financial Statements
 IPSAS 35 - Consolidated Financial Statements
 IPSAS 36 - Investment in Associate and Joint Investments
 IPSAS 37 - Joint Arrangement
 IPSAS 38 - Disclosure of Interests in Other Entities
 IPSAS 40 - Public Sector Combinations
 IPSAS 41 - Financial Instruments
 IPSAS 42 - Social Benefits

Notes to the Financial Statements for the year ended as 30 June 2023

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 2023.

7. Budget Information

The Budget Estimates were prepared on cash basis and are classified by nature of expenses, which covered the Financial Year 1 July 2022 to 30 June 2023. The Financial Statements are prepared on accrual basis and as a result of the adoption of cash basis for budgeting purposes, Statement of Reconciliation of Actual Expenses has been prepared together with Statement of Reconciliation of Actual Revenues with Cash Flows.

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 air 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.

(b) Property, Plant and Equipment

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

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

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

Notes to the Financial Statements for the year ended as 30 June 2023

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 3,796,000
- (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 2023 was Rs 3,574,939.13
- (b) MTPA hired 4th & 5th floor (8410 sq ft) and Mezzanine (860 sq ft) for period 1 July 2022 to 30 June 2023 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 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) 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.

(iv) 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.

(v) 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 as 30 June 2023

(vi) Sick Leave Entitlement

Employees entitlement to bank sick leaves as defined in the PRB Report are recognised as and when they accrue to employees. Employees are allowed to accumulate sick leave not taken at the end of each calendar year up to a maximum of 110 days in a sick leave bank. The balance of the bank sick leave is valued at the end of the Statement of Financial Position date and is recognised as Employee Benefits under Non-Current Liabilities. Exceptionally, due to no cash refund for Financial Year 2020/2021 and unutilised sick leaves up to a maximum of 16 days have been added to the sick leave bank of each entitled employee.

(vii) Passage Benefits

A provision is made for the estimated liability for passage benefits of each eligible employee. The passage benefits are valued at year end and are included under the item Current Liabilities as Provisions and Other 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 500,000 as authorised by the MTPA Board of Directors. It is mainly used to make online payments for projects 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 is 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.

(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 2021 to 30 June 2022 while the current Financial Statements cover the period 1 July 2022 to 30 June 2023.

(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.

Notes to the Financial Statements for the year ended as 30 June 2023

(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 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 as 30 June 2023

9. Property, plant & equipment

	Improvement to Buildings	Furniture & Fittings	Motor Vehicles	Office Equipment	Computer & Other IT Equipment	Others	Total
	Rs	Rs	Rs	Rs	Rs	Rs	Rs
Cost							
At 1 July 2022	779,570	1,796,799	11,052,769	2,717,189	4,042,515	46,400	20,435,243
Additions	-	286,746	2,225,000	82,240	848,848	-	3,442,833
Written Off	(42,620)	(249,001)	-	-	(684,458)	-	(976,078)
At 30 June 2023	736,950	1,834,545	13,277,769	2,799,429	4,206,905	46,400	22,901,998
Depreciation							
At 1 July 2022	646,169	982,438	9,056,400	1,876,904	2,236,105	-	14,798,017
Charge for the year	65,457	195,319	1,365,275	338,589	1,029,622	-	2,994,261
Asset Written Off	(42,620)	(249,001)	-	-	(672,678)	-	(964,298)
At 30 June 2023	669,006	928,756	10,421,675	2,215,494	2,593,049	-	16,827,980
Net Book Value							
At 30 June 2023	67,944	905,788	2,856,094	583,935	1,613,856	46,400	6,074,018
At 30 June 2022	133,401	814,361	1,996,369	840,285	1,806,410	46,400	5,637,226

10. Intangible assets

Software Costs:	Website Rs	Total Rs
At 1 July 2022	11,024,972	11,024,972
Additions	-	-
At 30 June 2023	11,024,972	11,024,972
Amortisation:		
At 1 July 2023	3,122,230	3,122,230
Charge for the year	2,723,180	2,723,180
At 30 June 2023	5,845,411	5,845,411
Net Book Value		
At 30 June 2023	5,179,561	5,179,561
At 30 June 2022	7,902,741	7,902,741

Notes to the Financial Statements for the year ended as 30 June 2023

11. Cash and Cash Equivalents

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

	Year ended 30 June 2023	Year ended 30 June 2022
	Rs	Rs
Cash at Bank	105,534,532	133,436,496
Outstanding payments	(6,142,494)	(1,457,129)
	99,392,039	131,979,367

The fair value of cash is Rs 105,534,532 and the operational credit card of MTPA showed a credit of Rs 136,736 as at 30 June 2023.

12. Inventories

	Year ended 30 June 2023	Year ended 30 June 2022
	Rs	Rs
Brochures & Maps	854,562	1,002,944
Handicrafts & Others	815,998	1,047,676
	1,670,560	2,050,620

13. Receivables & Prepayments

	Year ended 30 June 2023	Year ended 30 June 2022
	Rs	Rs
Receivables from Exchange Transactions		
Receivables	17,255,685	43,335,252
Deposits	107,006	107,006
Car Loan Receivable	811,042	864,556
	18,173,732	44,306,813
Prepayments	8,560,968	7,741,509
Total Receivables & Prepayments	26,734,700	52,048,322

14. Accumulated Fund

	Year ended 30 June 2023	Year ended 30 June 2022
	Rs	Rs
Balance at 1 July 2022	(118,404,550)	(88,898,002)
(Deficit) / Surplus for the year	17,909,030	(13,997,006)
Prior Year Adjustments	(980,262)	1,288,073
Measurement of Pension in NAE	(4,186,274)	(16,882,616)
Revaluation Reserve	146,500	85,000
Balance at 30 June 2023	(105,515,556)	(118,404,550)

Notes to the Financial Statements for the year ended as 30 June 2023

15. Provisions & Other Liabilities

	Year ended 30 June 2023	Year ended 30 June 2022
	Rs	Rs
Passage Benefits	2,717,137	2,753,385
Vacation Leave	9,479,580	9,733,994
Court Cases	2,587,827	1,639,969
Car Loan Payable	811,042	864,556
Retirement Benefits	-	326,421
Legal Fees: Covid-19	10,000,000	10,000,000
Refundable Deposits	36,000	46,000
	25,631,585	25,364,324

16. Revenue from Non-exchange Transactions

	Year ended 30 June 2023	Year ended 30 June 2022
	Rs	Rs
Grant received from Government		
Promotional Activities	388,713,445	360,000,000
Administrative Expenses	68,000,000	60,000,000
Additional Grants (Administrative)	-	500,000
Low Season Campaigns	80,220,743	63,209,100
Social Contribution	-	1,913,960
Interim Allowance (PRB)	-	264,000
Consultancy Services	-	21,832,200
Liverpool Project	141,332,666	-
BLJ Project	3,737,408	-
Total Grant Received (Accountant-General)	682,004,263	507,719,260

17. Revenue from Exchange Transactions

	Year ended 30 June 2023	Year ended 30 June 2022
	Rs	Rs
PRIVATE SECTOR CONTRIBUTIONS		
Fairs, Roadshows, Events, etc.	30,186,589	7,634,417
Covid-19 (Cruise Lines, PCR Tests, etc)	-	36,678,000
Transportation Service Contracts	14,007,057	191,135
	44,193,646	44,503,552
OTHER INCOME		
Vat Refunds	2,338,195	594,472
Sundries	328,814	648,776
Revaluation Gain	4,757,075	1,038,821
	7,424,084	2,282,069
TOTAL	51,617,731	46,785,621

Notes to the Financial Statements for the year ended as 30 June 2023

18. Payables

	Year ended 30 June 2023	Year ended 30 June 2022
	Rs	Rs
Accruals: Promotional & Covid-19 Expenses	71,312,098	147,854,165
Accruals: Administrative	2,174,453	1,959,117
Income Received in Advance	-	7,630,281
	73,486,550	157,443,563

19. Administrative Expenses

	Year ended 30 June 2023	Year ended 30 June 2022
	Rs	Rs
STAFF COSTS		
Staff Salaries & Emoluments	24,301,945	24,977,624
Staff Allowances & Other Benefits	11,338,555	12,456,519
Travelling & Transport	5,136,613	4,675,448
Pension Costs	9,269,645	7,208,696
Contributions	3,146,856	3,772,735
Staff Welfare	323,394	120,856
Training of Staff	104,000	56,500
	53,621,008	53,268,377
OTHER ADMINISTRATIVE EXPENSES		
Rent	4,577,124	4,115,498
Utilities	1,564,102	1,726,319
Incidental & Office Expenses	3,163,562	3,504,290
Motor Vehicles Running Expenses	2,190,648	2,191,916
Legal & Professional Fees	1,491,747	1,534,232
Board Member Fees	743,667	700,149
Other Committee Fees	1,241,437	685,904
General Maintenance & Others	1,539,890	2,017,340
	16,512,176	16,475,647
	70,133,184	69,744,024

20. Promotional & Covid-19 Expenses

	30 June 2023	30 June 2022
	Rs	Rs
Public Relations Contracts	100,328,390	98,710,612
Advertising Campaigns	62,271,898	96,233,907
Fairs / Workshops / Roadshows & Others	131,911,269	64,512,901
E-Marketing	19,831,766	32,070,518
Educationals & Public Relations	24,379,629	25,118,272
Worldly & Local Events	52,864,370	21,093,557
Communication & Promotional Tools	6,811,590	13,424,899
Small and Medium Enterprises	1,221,069	755,830
MICE, Cruise & Others	1,787,624	209,573
Low Season Campaigns	69,135,146	45,947,554
Consultancy Services : LFC Project	137,455,000	22,454,172
Covid-19 Expenses	462,324	35,421,512
Mauritius Now Campaign	24,772,438	38,146,280
	633,232,514	494,099,588

Notes to the Financial Statements for the year ended as 30 June 2023

21. Employee Benefits

	Year ended 30 June 2023	Year ended 30 June 2022
	Rs	Rs
Provision as at 30 June 2023	8,979,805	9,172,619
	8,979,805	9,172,619

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

22. Loans & Receivables

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

	30 June 2023	30 June 2022
	Rs	Rs
Opening Balance Payable	864,556	1,468,850
Loans made during the year	650,000	-
Repayment of Car Loan	(703,514)	(604,294)
	811,042	864,556
Amount payable within one year	(267,502)	(328,394)
Amount payable after one year	543,539	536,162

23. Related Party Transactions

For the purposes of these financial statements, parties are considered to be related to the Authority if they have the ability, directly or indirectly, to control the Authority or exercise significant influence over the Authority in making financial and operating decision or vice versa. The present Senior Chief Executive of Ministry of Tourism, representative of the Parent Ministry on the Board of Mauritius Tourism Promotion Authority acted as the Chairman of the Board for period 1 July 2022 to 2 April 2023 and on 3 April 2023 Mr Donald Emmanuel Payen, the present Chairman of MTPA was appointed.

24. 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 19.98 M for the period ending 30 June 2023.

	30 June 2023	30 June 2022
	Rs	Rs
Director	2,291,241	2,316,590
Head of Sections	3,256,253	3,134,320
Other Senior Staffs	14,429,832	14,197,781
Total	19,977,326	19,648,691
BOARD OF DIRECTORS REMUNERATION		
Chairpersons fees (Note 23)	477,667	425,095
Board members fees	266,000	275,054
Total	743,667	700,149

25. Events after the reporting period

There is no event after reporting period which may have a material effect on the Financial Statements as at 30 June 2023.

Notes to the Financial Statements for the year ended as 30 June 2023

26. Claim from Ex Research & Development Manager

The Ex-Research & Development Manager at MTPA had entered a case against the MTPA for unjustified termination of employment and is claiming damages to the tune of Rs 1,639,969. The case was heard on 19 June 2023 by the Supreme Court of Mauritius in its appellate jurisdiction and judgement is reserved.

27. Retirement Benefit Obligations

(a) Defined Benefit Scheme (IPSAS 39)

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 scheme 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 2023 by SICOM Ltd as per IPSAS 39 Adoption.

	30 June 2023	30 June 2022
	Rs	Rs
Amounts recognised in the Statement of Financial Position at end of year:		
Defined benefit obligation	157,447,554	148,062,135
Fair value of plan assets	(20,979,061)	(22,019,815)
Liability recognised in the Statement of Financial Position at end of year	136,468,493	126,042,320

	30 June 2023	30 June 2022
	Rs	Rs
Amounts recognised in Statement of Financial Performance:		
Service Cost:		
Current service cost	3,087,632	2,872,839
(Employee contributions)	(943,859)	(980,217)
Fund expenses	169,533	137,054
Net Interest expense / (income)	6,364,895	5,179,020
P & L Charge	8,678,201	7,208,696
Remeasurement:		
Liability (gain) / Loss	8,037,324	15,738,912
Assets (gain) / Loss	217,309	1,143,704
Net Assets / Equity (NAE)	8,254,633	16,882,616
Total	16,932,834	24,091,312

	30 June 2023	30 June 2022
Movements in liability recognised in Statement of Financial Position:		
At start of year	126,042,320	104,483,409
Amount recognised in P & L	8,678,201	7,208,696
(Past Service Liability contribution)	(4,068,360)	-
(Contributions paid by employer)	(2,438,302)	(2,532,401)
Amount recognised in NAE	8,254,633	16,882,616
At end of year	136,468,492	126,042,320

The plan is a 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 as 30 June 2023

27. Retirement Benefit Obligations (continued)

	30 June 2023	30 June 2022
	Rs	Rs
Reconciliation of the present value of defined benefit obligation		
Present value of obligation at start of period	148,062,135	128,930,131
Current service cost	3,087,632	2,872,839
Interest cost	7,460,042	6,317,576
(Benefits paid)	(9,199,579)	(5,797,323)
Liability (gain) / loss	8,037,324	15,738,912
Present value of obligation at end of period	157,447,554	148,062,135

	30 June 2023	30 June 2022
Reconciliation of fair value of plan assets		
Fair value of plan assets at start of period	22,019,815	24,446,722
Expected return on plan assets	1,095,147	1,138,556
Employer contributions	2,438,302	2,532,401
Employee contributions	943,859	980,217
Past Service liability contribution	4,068,360	-
(Benefits paid + other outgo)	(9,369,112)	(5,934,377)
Asset gain / (loss)	(217,309)	(1,143,704)
Fair value of plan assets at end of period	20,979,062	22,019,815

	30 June 2023	30 June 2022
	(%)	(%)
Distribution of plan assets at end of period		
Percentage of assets at end of year		
Fixed Interest securities and cash	53.9%	58.0%
Loans	2.8%	2.9%
Local equities	14.0%	13.6%
Overseas bonds and equities	28.8%	25.0%
Property	0.5%	0.5%
Total	100%	100%

Additional disclosure on assets issued or used by the reporting entity

	30 June 2023	30 June 2022
	(%)	(%)
Percentage of assets at end of year		
Assets held in the entity's own financial instruments	0	0
Property occupied by the entity	0	0
Other assets used by the entity	0	0

Components of the amount recognised in NAE

Year	30 June 2023	30 June 2022
Currency	Rs	Rs
Asset experience gain / (loss) during the period	(217,309)	(1,143,704)
Liability experience gain / (loss) during the period	(8,037,324)	(15,738,912)
	(8,254,633)	(16,882,616)

Year	2023/2024
Expected employer contributions	2,449,063

Notes to the Financial Statements for the year ended as 30 June 2023

27. Retirement Benefit Obligations (continued)

Weighted average duration of the defined benefit obligation

14 years

(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 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:

	Year ended 30 June 2023	Year ended 30 June 2022
Discount rate	5.92%	5.20%
Future salary increases	4.50%	3.50%
Future pension increases	3.50%	2.50%
Mortality before retirement	Nil	Nil
Mortality in retirement	PA (90)Tables rated down by 2 years	
Retirement age	65 Years	

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

Significant actuarial assumptions for determination of the defined benefit obligation are discount rate, expected salary increase and 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 19.2 million (increase by Rs 23.6 million) if all other assumptions were held unchanged.

If the expected salary growth would increase (decrease) by 1%, the defined benefit obligation would increase by Rs 8.9 million (decrease by Rs 8 million) if all assumptions were held unchanged.

If life expectancy would increase (decrease) by one year, the defined benefit would increase by Rs 4.9 million (decrease by Rs 4.9 million) if all 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.

Notes to the Financial Statements for the year ended as 30 June 2023

27. Retirement Benefit Obligations (continued)

Appendix

1. Active Members

	June 2023			June 2022		
	Male	Female	Total	Male	Female	Total
Number	15	11	26	17	11	28
Average Age	52	51	62	52	50	51
Average Service	272	276	273	278	264	273
Average Salary	51,647	44,118	48,462	50,326	41,939	47,031

2. Pensioners

	June 2023			June 2022		
	Male	Female	Total	Male	Female	Total
Number	15	6	21	13	5	18
Average Age	69	67	69	69	68	69
Average Pension	24,077	23,527	23,920	23,529	24,281	23,738

(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 2023 and the cumulative balance as at 30 June 2023 are as follows:-

	Contribution period ended	Cumulative Balance as at
	30 June 2023	30 June 2023
	Rs	Rs
Employer Contribution	593,676	3,763,113
Employee Contribution	296,820	1,880,170
Total Contribution	890,496	5,643,283

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Table 1:
Passenger Traffic ¹ by month, 2021 - 2023

Month	2021		2022		2023 ²	
	Arrivals	Departures	Arrivals	Departures	Arrivals	Departures
January	3,512	3,570	56,085	68,870	154,776	177,334
February	3,225	3,006	66,438	59,844	123,149	122,232
March	1,219	3,601	84,868	86,002	144,269	148,044
1st Quarter	7,956	10,177	207,391	214,716	422,194	447,610
April	1,163	3,145	104,081	103,812	145,348	144,220
May	1,064	3,339	93,573	101,112	132,636	143,444
June	1,844	4,228	88,408	87,104	113,612	112,653
2nd Quarter	4,071	10,712	286,062	292,028	391,596	400,317
1st Semester	12,027	20,889	493,453	506,744	813,790	847,927
July	3,740	4,751	127,599	112,785		
August	6,575	7,417	121,112	129,635		
September	4,586	7,458	108,705	108,124		
3rd Quarter	14,901	19,626	357,416	350,544		
Jan. to Sep.	26,928	40,515	850,869	857,288		
October	70,979	44,584	149,070	137,924		
November	81,884	81,215	144,309	147,480		
December	66,469	61,230	183,134	160,276		
4th Quarter	219,332	187,029	476,513	445,680		
2nd Semester	234,233	206,655	833,929	796,224		
Whole Year	246,260	227,544	1,327,382	1,302,968		

¹Excluding 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 Islands of Rodrigues and Reunion.

²Provisional

Table 2: Departure of Mauritian residents by country of disembarkation¹, 1st Semester, 2022 and 2023

Country of disembarkation	1st Semester 2022	1st Semester 2023 ²
EUROPE	31,097	39,656
Austria	282	420
France	15,149	18,686
Germany	1,179	1,914
Italy	0	244
Netherlands	0	0
Switzerland	682	659
Turkey	4,883	4,445
United Kingdom	7,931	12,438
Other European countries	991	850
AFRICA	21,293	42,198
Kenya	2,671	3,867
Malagasy Republic	2,182	4,485
Reunion Island	8,967	19,788
Seychelles	1,142	2,050
South Africa, Rep. of	6,312	11,937
Other African countries	19	71
ASIA	27,778	58,878
People's Rep. of China	0	0
Hong Kong SAR ³	0	0
India	6,332	14,044
Malaysia	0	6,608
Saudi Arabia	887	4,753
Singapore	1	0
United Arab Emirates	20,556	33,469
Other Asian countries	2	4
OCEANIA	0	4,627
Australia	0	4,627
NOT STATED	0	9
All countries	80,168	145,368

¹ Country of disembarkation may either be the country of final destination or the transit country² Provisional³ Special Administrative Region of China**Table 3:** Tourist arrivals by month, 2021-2023

Month	2021	2022	2023 ¹
January	1,232	40,028	107,684
February	1,229	52,724	91,850
March	311	66,066	105,663
1st Quarter	2,772	158,818	305,197
April	58	84,268	109,031
May	115	70,462	100,030
June	280	63,008	82,208
2nd Quarter	453	217,738	291,269
1st Semester	3,225	376,556	596,466
July	1,242	94,084	
August	2,499	86,605	
September	2,494	81,087	
3rd Quarter	6,235	261,776	
Jan. to Sep.	9,460	638,332	
October	54,434	117,323	
November	65,922	106,905	
December	49,964	134,730	
4th Quarter	170,320	358,958	
2nd Semester	176,555	620,734	
Whole Year	179,780	997,290	

¹ Provisional**Table 4:** Tourist arrivals by main purpose of visit, 1st Semester, 2022 and 2023

Purpose of visit	1st Semester 2022	1st Semester 2023 ¹
Holiday	356,073	566,413
Business	12,095	16,666
Transit	6,382	10,960
Conference	372	654
Sports	1,041	1,115
Other purposes	593	658
Total	376,556	596,466

¹ Provisional

Table 5: Tourist arrivals by country of residence and by mode of travel, 1st Semester, 2022 and 2023

Country of residence	1st Semester 2022			1st Semester 2023 ¹		
	Air	Sea	Total	Air	Sea	Total
EUROPE	267,022	215	267,237	384,160	3,993	388,153
Austria	7,161	0	7,161	9,881	110	9,991
Belgium	5,765	0	5,765	7,633	35	7,668
Bulgaria	1,080	1	1,081	2,012	13	2,025
Czech Republic	7,492	0	7,492	10,123	8	10,131
Croatia	199	4	203	532	14	546
Denmark	3,591	0	3,591	4,788	38	4,826
Estonia	815	0	815	825	0	825
Finland	750	0	750	1,966	18	1,984
France	93,413	33	93,446	146,998	327	147,325
Germany	39,834	0	39,834	51,810	2,275	54,085
Greece	271	17	288	435	40	475
Hungary	1,486	0	1,486	2,918	2	2,920
Ireland	1,157	0	1,157	1,476	6	1,482
Italy	6,854	0	6,854	12,788	144	12,932
Latvia	327	2	329	456	7	463
Lithuania	582	7	589	1,000	1	1,001
Luxembourg	704	0	704	1,095	9	1,104
Netherlands	2,863	0	2,863	4,781	181	4,962
Norway	1,874	4	1,878	2,118	24	2,142
Poland	3,100	6	3,106	7,667	21	7,688
Portugal	2,025	4	2,029	2,485	18	2,503
Romania	3,380	5	3,385	3,876	36	3,912
Serbia	470	0	470	734	5	739
Slovakia	2,184	0	2,184	3,693	8	3,701
Slovenia	550	1	551	1,336	3	1,339
Spain	2,813	25	2,838	4,443	74	4,517
Sweden	2,437	0	2,437	5,024	14	5,038
Switzerland	9,130	0	9,130	14,012	98	14,110
Turkey	1,738	6	1,744	2,614	21	2,635
United Kingdom	55,709	8	55,717	63,104	320	63,424
CIS ² countries	6,523	90	6,613	10,314	114	10,428
of which:						
Belarus	267	2	269	382	1	383
Kazakhstan	96	0	96	327	5	329
Russian Federation	4,400	53	4,453	8,102	55	8,157
Ukraine	1,465	33	1,498	1,077	55	1,132
Other CIS countries	295	2	297	426	1	427
Other European countries	745	2	747	1,223	9	1,232
AFRICA	70,675	85	70,760	129,103	404	129,507
IOC ³ countries	20,532	41	20,573	71,383	17	71,400
of which:						
Comoros	202	0	202	412	2	414
Malagasy Republic	2,869	38	2,907	6,381	14	6,395
Reunion Island	16,490	0	16,490	62,439	1	62,440
Seychelles	971	3	974	2,151	0	2,151
Algeria	71	0	71	141	0	141
Angola	59	0	59	157	8	165
Benin	36	1	37	19	0	19
Botswana	305	0	305	418	0	418
Burundi	18	0	18	58	0	58
Cameroon	209	1	210	238	0	238
Congo	121	0	121	116	0	116
Egypt	333	1	334	361	1	362
Ethiopia	132	0	132	104	1	105
Gabon	23	0	23	38	0	38
Ghana	273	1	274	515	12	527
Ivory Coast	148	8	156	203	10	213
Kenya	1,098	4	1,102	1,404	3	1,407
Lesotho	104	0	104	90	0	90
Malawi	104	0	104	215	0	215

¹ Provisional ² Commonwealth of Independent States ³ Indian Ocean Commission

Table 5: Tourist arrivals by country of residence and by mode of travel, 1st Semester, 2022 and 2023

Country of residence	1st Semester 2021			1st Semester 2022 ¹		
	Air	Sea	Total	Air	Sea	Total
Mayotte	243	0	243	572	0	572
Morocco	251	0	251	382	0	382
Mozambique	179	0	179	328	1	329
Namibia	600	1	601	689	1	690
Niger	42	0	42	26	2	28
Nigeria	881	6	887	1,810	27	1,837
Rwanda	114	0	114	135	0	135
Senegal	90	10	100	108	12	120
South Africa, Rep. of	42,014	8	42,022	45,616	292	45,908
Sudan	25	0	25	29	0	29
Kingdom of Eswatini ⁴	95	0	95	155	0	155
Tanzania	228	3	231	331	4	335
Togo	19	0	19	23	0	23
Tunisia	204	0	204	188	3	191
Uganda	245	0	245	373	0	373
Zimbabwe	734	0	734	1,125	1	1,126
Zambia	319	0	319	515	0	515
Other African countries	889	0	880	1,238	9	1,247
ASIA	30,094	967	31,061	57,857	1,621	59,478
Afghanistan	117	0	117	87	0	87
Bangladesh	271	0	271	257	3	260
Hong Kong SAR ⁵	87	0	87	225	3	228
India	15,024	35	15,059	27,384	138	27,522
Indonesia	990	408	1,398	818	405	1,223
Israel	1,239	0	1,239	1,239	3	2,057
Japan	131	0	131	2,054	254	638
Korea Republic	191	16	207	384	79	1,626
Malaysia	123	7	130	1,547	10	537
Maldives	29	1	30	527	0	24
Nepal	95	1	96	24	4	216
Pakistan	249	1	250	212	9	310
People's Rep. of China	593	1	594	301	89	2,706
Philippines	986	398	1,384	2,617	489	1,446
Singapore	244	0	244	957	1	630
Sri Lanka	168	10	178	629	26	385
Taiwan, China	133	19	152	359	33	474
Thailand	77	0	77	441	4	204
Vietnam	147	51	198	166	53	219
<i>MIDDLE EAST countries</i>	9,182	0	9,182	18,583	2	18,585
of which:						
Bahrain	99	0	99	154	0	154
Iran	69	0	64	148	0	148
Jordan	54	0	54	139	0	139
Kuwait	271	0	271	324	0	324
Lebanon	91	0	91	161	0	161
Oman	70	0	70	102	1	103
Qatar	88	0	88	166	0	166
Saudi Arabia	4,013	0	4,013	9,419	1	9,420
United Arab Emirates	4,398	0	4,398	7,932	0	7,932
Other Middle East countries	29	0	29	38	0	38
Other Asian countries	18	19	37	85	16	101
OCEANIA	1,695	27	1,722	8,036	703	8,739
Australia	1,452	13	1,465	7,545	549	8,094
New Zealand	109	14	123	327	143	470
Other Oceanian countries	134	0	134	164	11	175
AMERICA	5,569	14	5,583	9,910	435	10,345
Brazil	212	0	212	354	104	458
Canada	2,084	5	2,089	3,630	59	3,689
USA	2,865	2	2,867	5,063	222	5,285
Other American countries	408	7	415	863	50	913
Others & not stated	191	2	193	239	5	244
All countries	375,246	1,310	376,556	589,305	7,161	596,466

¹ Provisional ⁴ Kingdom of Eswatini was formerly known as Swaziland

⁵ Special Administrative Region of China

Table 6a: Tourist arrivals by age and sex, 1st Semester, 2022 and 2023

Age group (years)	1st Semester 2022			1st Semester 2023 ¹		
	Male	Female	Total	Male	Female	Total
Under 5	8,632	8,272	16,904	12,740	12,598	25,338
5 - 9	8,392	8,243	16,635	13,131	13,094	26,225
10 - 14	7,769	7,726	15,495	12,573	12,623	25,196
15 - 19	5,228	6,213	11,441	8,723	10,489	19,212
20 - 24	6,343	9,492	15,835	9,872	14,635	24,507
25 - 29	15,558	20,648	36,206	21,554	29,269	50,823
30 - 34	21,584	22,910	44,494	30,179	33,257	63,436
35 - 39	19,576	18,412	37,988	28,951	28,896	57,847
40 - 44	17,604	16,042	33,646	26,989	26,244	53,233
45 - 49	16,207	15,182	31,389	24,704	24,292	48,996
50 - 54	16,581	16,142	32,723	25,829	26,085	51,914
55 - 59	15,409	14,680	30,089	25,091	24,939	50,030
60 - 64	11,862	10,887	22,749	20,591	19,712	40,303
65 - 69	7,990	7,069	15,059	14,232	13,666	27,898
70 & over	8,713	7,190	15,903	16,856	14,652	31,508
Total	187,448	189,108	376,556	292,015	304,451	596,466

¹ Provisional

Table 6b: Tourist arrivals by age and sex, 1st Semester, 2022 and 2023

Age group (years)	1st Semester 2022			1st Semester 2023 ¹		
	Air	Sea	Total	Air	Sea	Total
Under 15	49,034	0	49,034	76,700	59	76,759
15 - 59	272,528	1,283	273,811	417,222	2,776	419,998
60 & over	53,684	27	53,711	95,383	4,326	99,709
Total	375,246	1,310	376,556	589,305	7,161	596,466

¹ Provisional

Table 7: Tourist arrivals by air and by main port of last embarkation for selected markets, 1st Semester 2023¹

Country of last embarkation	Total tourist arrivals	of which, arrivals from selected country of residence												
		France	Germany	Italy	Netherlands	Switzerland	Turkey	United Kingdom	Russian Federation	Reunion Island	South Africa, Rep. of	India	People's Rep. of China	Australia
EUROPE	259,649	94,525	38,763	8,676	1,707	8,548	2,414	43,062	521	95	94	63	168	260
of which:														
France	120,981	85,669	5,070	2,032	783	2,364	2	3,744	36	76	31	21	44	88
Germany	35,231	3,302	25,727	198	165	804	9	253	27	4	5	6	6	7
Italy	4,554	8	4,441	3	51	0	0	1	2	0	1	0	0	0
Switzerland	10,033	1,604	1,857	140	102	3,886	3	191	16	0	2	5	0	6
Turkey	26,411	2,303	3,682	1,621	241	1,140	2,392	675	407	11	12	10	58	22
United Kingdom	42,065	606	73	98	68	37,982	5	37,982	11	3	40	17	57	79
AFRICA	188,118	41,423	2,744	802	624	1,016	66	3,534	531	61,423	44,475	1,540	685	1,165
of which:														
Kenya	9,122	2,210	98	50	150	43	6	673	63	20	131	324	216	56
Malagasy Republic	8,639	657	71	33	72	38	14	100	67	467	110	440	199	84
Reunion Island	106,581	37,918	1,234	125	91	521	7	441	62	60,791	830	277	48	183
Seychelles	3,803	165	84	6	13	30	12	75	122	10	29	33	34	50
South Africa, Rep. of	59,491	464	1,255	298	298	379	24	2,244	217	133	43,362	465	174	792
ASIA	134,970	10,881	10,272	3,301	2,440	4,437	133	16,348	70,050	805	269	25,775	1,761	1,132
of which:														
Hong Kong SAR ²	0	0	0	0	0	0	0	0	0	0	0	0	0	0
India	23,007	62	16	10	9	6	0	142	33	35	52	21,748	7	49
Malaysia	2,807	197	23	4	4	10	3	43	41	427	40	13	159	196
People's Rep. of China	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Saudi Arabia	7,286	202	126	36	0	21	7	79	28	36	2	156	64	17
Singapore	0	0	0	0	0	0	0	0	0	0	0	0	0	0
United Arab Emirates	101,685	10,420	10,106	3,251	2,427	4,400	120	16,084	6,947	307	175	3,858	1,531	870
OCEANIA	6,568	169	31	9	10	11	1	160	0	116	778	6	3	4,988
of which:														
Australia	6,568	169	31	9	10	11	1	160	0	116	778	6	3	4,988
AMERICA	0	0	0	0	0	0	0	0	8	0	0	0	0	0
Total arrivals by air	589,305	146,998	51,810	12,788	4,781	14,012	2,614	63,104	8,102	62,439	45,616	27,384	593	1,452
of which:														
Direct from own country of residence		58.3%	49.7%	34.7%	Napp	27.7%	91.5%	60.2%	Napp	97.4%	95.1%	79.4%	Napp	Napp
From United Arab Emirates		7.1%	19.5%	25.4%	50.8%	31.4%	4.6%	25.5%	85.7%	0.5%	0.4%	14.1%	58.5%	66.1%
From Turkey		1.6%	7.1%	12.7%	5.0%	8.1%	0.1%	1.1%	5.0%	0.0%	0.0%	0.0%	2.2%	11.5%
From France			9.8%	15.9%	16.4%	16.9%	0.1%	5.9%	0.4%	0.1%	0.1%	0.1%	1.7%	1.2%
From Reunion Island		25.8%	2.4%	1.0%	1.9%	3.7%	0.3%	0.7%	0.8%	0.1%	1.8%	1.0%	1.8%	2.4%
From South Africa, Rep. of		0.3%	2.4%	4.6%	6.2%	2.7%	0.9%	3.6%	2.7%	0.2%		1.7%	6.6%	10.5%

¹ Provisional

² Special Administrative Region of China

Napp: Not Applicable

Table 8: Tourist arrivals, tourist departures, tourist nights, average length of stay and tourism earnings, 2020-2023

Year	Tourist arrivals (Number)	Tourist departures (Number)	Tourist Nights ¹	Average Length of stay	Tourism earnings ² (Rs Mn)
2020					
1st Semester	304,881	352,225	4,085,138	11.6	16,083
2nd Semester	4,099	3,065	400,119	130.5	1,581
Year	308,980	355,290	4,485,257	12.6	17,664
2021					
1st Semester	3,225	3,253	299,804	92.2	907
2nd Semester	176,555	144,190	1,868,437	13.0	14,346
Year	179,780	147,443	2,168,241	14.7	15,253
2022					
1st Semester	376,556	380,694	4,719,867	12.4	25,272
2nd Semester	620,734	579,452	6,643,175	11.5	39,573
Year	997,290	960,146	11,363,042	11.8	64,845
2023 ³					
1st Semester	596,466	620,304	7,089,989	11.4	41,701

¹ Tourist nights for a reference period refer to nights spent by tourists departing in that reference period Provisional ² Source: Bank of Mauritius ³

Table 9: Hotels ¹, rooms and bedplaces, 2020 - 2023

Year	Number as at end of period					
	All Hotels			"Large" Hotels		
	Hotels	Rooms	Bedplaces	Hotels	Rooms	Bedplaces
2020						
1st Qr.	111	13,297	30,664	57	10,352	24,336
2nd Qr.	91 ³	10,537	24,214	44 ³	7,972	18,801
3rd Qr.	74 ³	8,171	19,091	32 ³	5,898	14,283
4th Qr.	106	12,171	28,104	53	9,290	21,905
2021						
1st Qr.	93 ³	10,837	24,895	49 ³	8,470	19,730
2nd Qr.	81 ³	9,358	20,663	39 ³	7,057	15,761
3rd Qr.	92 ³	10,810	24,824	45 ³	8,243	19,311
4th Qr.	111	13,902	32,157	61	11,178	26,261
2022						
1st Qr.	111	13,917	32,244	61	11,171	26,295
2nd Qr.	106	13,649	31,745	58	10,965	25,928
3rd Qr.	105	13,508	31,338	58	10,847	25,616
4th Qr.	105	13,017	30,145	56	10,326	24,408
2023 ²						
1st Qr.	105	13,022	29,591	56	10,338	23,836
2nd Qr.	101	12,426	31,745	53	9,735	22,563

¹ Refers to hotels in the Island of Mauritius which were operational ² Provisional ³ Excluding hotels used as quarantine centres

Table 10: Monthly Occupancy Rates ¹ (%) for All Hotels and "Large" Hotels, 2021 - 2023

Month	All Hotels						"Large" Hotels					
	2021		2022		2023 ²		2021		2022		2023 ²	
	Room	Bed	Room	Bed	Room	Bed	Room	Bed	Room	Bed	Room	Bed
January	18	15	42	37	75	67	18	15	44	38	76	69
February	15	11	44	39	70	63	14	11	46	41	71	65
March	8	6	50	44	73	65	9	6	52	45	74	66
1st Quarter	14	11	45	40	73	65	14	11	47	41	74	67
April	2	1	63	57	78	72	1	1	67	61	80	76
May	3	2	58	50	76	67	3	2	61	52	78	69
June	6	4	51	44	65	57	6	4	53	45	67	60
2nd Quarter	3	2	57	50	73	65	3	2	60	53	75	68
1st Semester	9	7	51	45	73	65	9	7	54	47	75	68
July	8	6	63	58			8	6	67	61		
August	16	13	68	62			16	13	72	65		
September	12	9	71	60			11	9	75	63		
3rd Quarter	12	9	68	60			12	9	71	63		
Jan. to Sep.	10	8	57	50			10	8	60	52		
October	37	33	78	69			38	33	81	71		
November	57	48	81	69			59	49	83	70		
December	40	36	78	70			42	36	80	71		
4th Quarter	45	39	79	69			46	36	81	71		
2nd Semester	31	26	73	65			32	27	76	67		
Year	21	17	62	55			21	18	65	57		

¹ For the period March 2021 to end of December 2021, occupancy rate excludes number of nights spent in hotels which were used as quarantine centres

² Provisional

Table 11: Employment in large ¹ establishments of the Tourism Industry as at end of March, 2018 - 2022

Activities	Year				
	2018	2019	2020	2021	2022 ²
Food Service	3,351	3,526	3,662	3,463	3,081
Hotels	24,412	24,510	25,039	21,693	21,809
Travel and Other Services ³	3,604	3,514	3,552	2,702	2,736
Total	31,550	31,550	32,253	27,858	27,626

¹ Large establishments are those employing 10 or more persons

² Provisional

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

Source: Survey of Employment and Earnings in Large Establishments



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