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*Mauritius*

MAURITIUS TOURISM PROMOTION AUTHORITY  
**ANNUAL REPORT 2021/2022**





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## Message from the Chairman

Mr Joomun Mohammad  
Salim Ferhat


Permanent Secretary,  
Ministry of Tourism

Tourism, one of the fastest growing socio-economic sectors in Mauritius, has created and supported thousands of jobs, provided business opportunities and has proved to be an engine of growth for the Mauritian economy. However the Covid-19 pandemic has brought the sector to a standstill due to the closing of borders and air traffic restrictions imposed around the world, highlighting the vulnerability of the destination and how resilient this industry needs to be.

The setting up of the Public Private Sector Joint Working Group since the first outbreak of the Covid-19 pandemic in Mauritius in March 2020, has been instrumental in the rebuilding process of the tourism sector. Five key initiatives, namely, Marketing and Communication Strategies, Digital Transformation Plan, Stimulus Measures, Air Travel Strategy and Product Certification were jointly identified as key to the successful relaunch and recovery of the tourism sector. The #MauritiusNow campaign in partnership with the private sector has played a pivotal role in the relaunch of the industry and to promote Mauritius as a safe destination of choice. The unflinching support and input of the private sector is duly recognised in these endeavours.

Our mission prior to and since the full re-opening of our borders in October 2021, has been to enhance the visibility of the destination. The successful full re-opening of our borders and the positive recovery rates in terms of monthly tourist arrivals from our source markets bear testimony to the intensive promotion and marketing campaigns by the MTPA. The whole tourism value chain has been revitalized after very difficult times through the successful relaunch of the sector.

While taking into consideration and closely monitoring the evolution of the pandemic both at the local and international level, our marketing and promotional campaigns have been geared towards attaining the target set by the Government of Mauritius, that is, one million tourist arrivals by December 2022. In such challenging times, it is pertinent to acknowledge the relentless efforts of all tourism stakeholders and their reactivity in facing and overcoming challenges such as impending lock downs, Omicron outbreak and Mauritius being considered as a high risk country by major European countries following its grading as red scarlet by France, to name a few.



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“ The successful full re-opening of our borders and the positive recovery rates in terms of monthly tourist arrivals from our source markets bear testimony to the intensive promotion and marketing campaigns by the MTPA. The whole tourism value chain has been revitalized after very difficult times through the successful relaunch of the sector. ”

It is very encouraging to note that the indicators are showing positive signs of recovery for countries such as France, UK, Germany, Reunion, South Africa, India and also countries from Eastern Europe, Nordic and the Middle-East. Our concerted efforts and strategies have paid off. Mauritius is once again positioned as a premium and safe destination, and the regained interest and optimism of our travel trade partners in the destination enable us to forecast a very promising future for the industry. However, we have to remain vigilant and be on the lookout, especially with the Ukraine-Russian conflict and its impacts on the tourism and travel industry.

As Board Director and as Chairman of the Board since April 2022, it has been a real pleasure to be part of such a dynamic team. I would like to express my appreciation and thanks to the Director and the staff of the MTPA for their hard work, enthusiasm and perseverance in this critical and decisive period for the industry. I would equally wish to thank my colleagues the Board Directors for their contribution and unflinching support. Last but not least, my heartfelt thanks go to the Deputy Prime Minister, Minister of Housing and Land Use Planning, Minister of Tourism, Honorable Louis Steven Obeegadoo, for the confidence, trust and support bestowed upon the Board of the MTPA.

*Joomun Mohammad  
Salim Ferhat*



## Message from the Director

Arvind Bundhun

From a halt in travel in 2020 due to the Covid 19 pandemic to a slow travelling pace in 2021, brighter days are now ahead. Thanks to the efficient way which the Government of Mauritius has managed the Covid 19 pandemic and the effective promotional activities carried out, the brand reputation of Mauritius as a world class destination with added USP on sanitary and safety, is more than ever stronger and on the forefront.

During this unprecedented pandemic situation, I wish to point out that without the driving force of The Honorable Louis Steven Obeegadoo, Deputy Prime Minister, Minister Housing and Land Use Planning & Minister of Tourism, the undisputed support of all stakeholders of the 'Joint Working Committee' and MTPA staff, we would not have addressed the challenges prior to the re-opening on 01st October 2021 in such a remarkable manner. I am forever grateful for the trust which has been bestowed upon the MTPA and I seize this opportunity to extend my sincere thanks to the board members and staff. My thoughts also go to the employees of the Tourism sector. They have proved to be resilient and patient in such tough times and it is with a revived spirit and undeniable strength that they welcomed our guests as we re-open.

The 1<sup>st</sup> October 2021 will be an unforgettable day in the history of our country. As we embraced the challenges of re-opening, we were confronted with the outbreak of Omicron, Mauritius being put on the red scarlet by the French government, the Russian-Ukraine war and the volatility of petrol prices. Needless to say, we did not divert from our objective.

During this past year, an aggressive marketing campaign was launched 'Mauritius Now' which showcased Mauritius as a 'life bustling' destination, highlighted useful and up to date information on the sanitary protocols and the progress of the vaccination programme, and finally unveiled the leading key campaigns: 'Mauritius is waiting', 'Mauritius is open', 'It's time to discover'.



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“ Thanks to the efficient way which the Government of Mauritius has managed the Covid 19 pandemic and the effective promotional activities carried out, the brand reputation of Mauritius as a world class destination with added USP on sanitary and safety, is more than ever stronger and on the forefront ”

The 'MauritiusNow' microsite has evolved over the months to become an integral part of our marketing and communication mix. In the same light, we have accelerated our digital transformation while maintaining a close relationship with our travel trade partners via virtual events, fairs, roadshows, webinars and online training sessions in France, UK, Germany, Eastern Europe, Middle-East, Reunion and South Africa. In November 2021, we welcomed a mega Fam Trip made up of 110 tour operators and 15 press from our main generating and emerging markets. This mega fam trip was of prime importance as we wanted them to re-discover Mauritius post the Covid 19 pandemic and to reassure them on the safety and sanitary aspects.

Based on the latest tourist arrivals figures, we are optimistic that we will achieve the target of 1 million tourists set by the Government of Mauritius for the year ending December 2022. However, our vision goes beyond as we set our strategic plan to reach the milestones for 2023 and we have good reasons to believe that these targets are by far attainable.

*Arvind Bundhun*





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**Corporate  
Governance**

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# 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

- 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;
- To provide tourists with information about facilities, infrastructures and services available to them in Mauritius;
- To initiate such actions as may be necessary to promote cooperation with other tourism agencies;
- To conduct research into market trends and opportunities as well as disseminate such information and other relevant statistical data on Mauritius.
- 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 2021 to June 2022, the MTPA was administered by the following Board members:

#### Chairperson

Mr Dhojaven Vencadasmy (until 17 March 2022)  
Mr Mohammad Salim Joomun (appointed Chairperson as from 13 June 2022)

#### Members

Mr Mohammad Salim Joomun - Permanent Secretary, Ministry of Tourism  
Mrs Ishrat Mooraby (Alternate) - Assistant Permanent Secretary, (as from 14 July 2021) Ministry of Tourism  
Mrs Oumah Vinktaremduo (Alternate) - Assistant Permanent Secretary, (until 14 July 2021) Ministry of Tourism  
Mr Asish Kumar Jhoerreea - Deputy Permanent Secretary, (until 19 July 2021) Ministry of Finance, Economic Planning and Development  
Vacant as from 20 July 2021 - Ministry of Finance, Economic Planning and Development  
Mr Namasivayen (Ken) Poonoosamy - Chief Executive Officer EDB Mauritius  
Mr Jocelyn Kwok - Chief Executive Officer AHRIM  
Mrs Shirleen Wong - Business Development (Real Estate) Director, Baker Tilly Advisory  
Mr. Donald Emmanuel Payen - Aviation and Tourism Consultant, 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.

#### 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 two times during the period July 2021 to June 2022.

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

#### Chairperson

Mrs. I. Mooraby (Alternate) (as from 14 July 2021) - Assistant Permanent Secretary, Ministry of Tourism  
Mrs. O. Vinktaremduo (until 14 July 2021) - Assistant Permanent Secretary, Ministry of Tourism

#### Members

Mr. A. K. Jhoerreea (until 19 July 2021) - Deputy Permanent Secretary, Ministry of Finance, Economic Planning and Development  
Ms. S. Wong - Business Development (Real Estate) Director, Baker Tilly Advisory  
Mr. A. Bundhun - Director MTPA (in attendance)

#### Departmental Bid Committee

The Departmental Bid Committee looks into all matters regarding procurement, be it goods, other services or consultancy services. For the period July 2021 to June 2022, the MTPA Tender Committee met sixteen times.

The members of the Departmental Bid Committee are as follows:

#### Chairperson

Mr A. K. Jhoerreea (until 19 July 2021) - Deputy Permanent Secretary, Ministry of Finance, Economic Planning and Development  
Mrs S. Wong (as from 27 July 2021) - Business Development (Real Estate) Director, Baker Tilly Advisory

#### Members

Mr M. S. Joomun - Permanent Secretary, Ministry of Tourism  
Mrs I. Mooraby (Alternate) (as from 14 July 2021) - Assistant Permanent Secretary, Ministry of Tourism  
Mrs O. Vinktaremduo (until 14 July 2021) - Assistant Permanent Secretary, Ministry of Tourism  
Mr Y. Bachwa (as from 11 March 2022) - Senior Professional Real Estate and Hospitality, EDB Mauritius  
Mrs S. Wong - Business Development (Real Estate) Director, Baker Tilly Advisory

#### Audit Committee

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

#### Chairperson

Mr J. Kwok - Chief Executive Officer AHRIM

#### Member

Mr. N. (Ken) Poonoosamy - Chief Executive Officer EDB Mauritius

#### Member

(Vacant as from 01 March 2020)

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

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

- Risk Assessment and Internal Controls;
- Internal Audit based on Internal Audit Plan;
- External Audit; and
- Financial Statements.

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

During the period July 2021 to June 2022, 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 2021 to June 2022 is as follows:

Name	Board	Audit Committee	HR Committee	Tender Committee
Mr D. Vencadasmy	√			
Mr M. S. Joomun	√			
Mr J. Kwok	√	√		
Mr N. Poonoosamy	√	√		
Mr S. Wong	√		√	√
Mr D. Payen	√			
Mrs I. Mooraby			√	√
Mrs O. Vinktarendoo			√	√
Mr Y. Bachwa				√

Name	Board	Audit Committee	HR Committee	Tender Committee
Total Number of Meetings	8	3	2	16
Mr D. Vencadasmy (Chairman)	3			
Mr M. S. Joomun (Chairman)	5			
Mr M. S. Joomun	3			
Mrs I. Mooraby (Alternate)			2	14
Mrs O. Vinktarendoo (Alternate)				
Mr A. K. Jhoerreea				
Mr N. Poonoosamy	4	3		
Mr Yashdith Bachwa				5
Ms S. Wong	7		2	14
Mr J. Kwok	7	3		
Mr D. Payen	8			

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 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. He was promoted to Deputy Permanent Secretary in 2005 and appointed as Permanent Secretary in September 2018.

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 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 Chairman of the Mauritius Tourism Promotion Authority and Board Member of Airports of Mauritius Co Ltd, Airport Terminal Operations Ltd and the Mauritius Duty Free Paradise Co Ltd.

#### Mr Dhojaven Vencadasmy

Nilen Vencadasmy is Managing Partner at Juridis, a Mauritian based law firm, specialising in corporate and commercial law.

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

#### Mr Asish Kumar Jhoerreea

Mr Jhoerreea started his career in the Public Service in 1987 and served in the General Services until 2001. He has some 20 years' experience in the field of public administration and management, having served at senior management level in different ministries, namely as Assistant Secretary at the Ministry of Youth and Sports from 2001 to 2008 and the Prime Minister's Office (Home Affairs Division) from 2009 to 2018. Subsequently, he was appointed Deputy Permanent Secretary on 17 February 2019 and posted to the Ministry of Justice and Human Rights until December 2019. Thereafter, he served the Ministry of Local Government and Disaster Risk Management from December 2019 to December 2020 and the Ministry of Finance, Economic Planning and Development from 17 December 2020 to 17 July 2021.

He has previously served as Board of Director in various state-owned companies and parastatal bodies, such as the National Housing Development Company Ltd, Mauritius Sports Council, Beach Authority and Tourism Authority.

He served as Board Member of the Mauritius Tourism Promotion Authority from January to mid July 2021.

He holds a bachelor's degree BSc (Honours) in Public Administration and Management (University of Technology, Mauritius).

#### 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 Namasivayen (Ken) Poonoosamy**

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 BOI, 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.

Mr. Poonoosamy is a member of the MTPA Audit Committee. 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).

**Ms Shirleen Wong**

Ms 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.

**Mr Donald Payen**

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

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.

Donald 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.

Donald 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 (FMID).

He was made a Knight of the Order of Merit "Chevalier de l'Ordre National du Mérite" 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'Aéronautique" in 2022 for his contribution to aviation.

**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 2021 to June 2022, the Board met three times under the Chairmanship of Mr D. Vencadasmy and five times under the Chairmanship of Mr M. S. Joomun, two of the aforesaid meetings being special ones.

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

The three sub-committees, Audit, HR and Departmental Bid, 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 2021 to June 2022, a total amount of Rs 540,518.75 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

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 2021/2022 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 is pre-allocated by the Ministry of Finance and Economic Development to operating costs and promotion and destination support in terms of traditional markets, emerging markets and Mauritius joint promotion campaigns.



## 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 (artists, sega performers, pageantry, etc.) in recognition of their contributions to the tourism industry.

### Social Issues

Following the introduction of the Covid-19 Artists Support Plan 2021 by the Ministry of Arts & Cultural Heritage, MTPA co-financed the scheme for the period July to September 2021 with the idea that the end products created by artists would be used to promote Mauritius as a cultural destination

As part of its cultural tourism strategy, MTPA also partnered with religious, social and cultural stakeholders for the organization of events like the Father Laval Pilgrimage, amongst others.

As being 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 30 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.

MTPA focuses on promoting a holistic development of its employees' skills and personality. During the period under review, several online seminars and trainings were provided to staff from the Marketing and Digital Marketing units such as 'La Gestion du Tourisme pour les pays Africains Francophones' offered by the Government of People's Republic of China from 27 July to 09 August 2021, 'Chinese Language & Culture for tourism officials of Developing countries' offered by the Beijing International Chinese College from 05 to 18 August 2021, a training programme on 'Tourism Marketing & Promotion for New Normal (A)' offered by JICA Knowledge Co-creation program (Japan) from 01 to 28 September 2021 and a virtual UNWTO Workshop on Tourism statistics & Mobile Positioning data offered by UNWTO on 20 April 2022 and 02 June 2022. These seminars and trainings benefitted the participants in assimilating good practices in tourism management and provided them with knowledge of not only promoting sustainable development of tourism resources taking into consideration Covid-19 and new marketing trends of targeting countries, but also provided them with knowledge on tourism statistics and telecommunication networks.

From 09 to 16 October 2021, some drivers of MTPA were offered a theory course for Learner Goods Vehicle / Bus as well as an oral mechanical driving course provided by Professional Drivers Training Centre for them to acquire their Goods vehicle and Bus license.

With objective to hone their knowledge, skills and abilities at work, a staff from the administrative unit was offered a course on 'Drafting and negotiating international commercial contracts' provided by MCCI Mauritius on 14 and 16 July 2021. In addition, a staff from the IT and Web unit was offered a course for CISCO Certified Network Associate (CCNA) provided by the University of Mauritius from 02 August 2021 to 30 June 2022 to gain knowledge of Enterprise Networking, Security and Automation, Switching, Routing and Wireless Essentials.

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

### Environmental issues

MTPA played a key role in the national Clean Up campaign. Stakeholders of the tourism industry joined forces with other Government entities for a clean, litter-free Mauritius targeting mostly the coastal areas and tourism sites.

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

### Joint Committee

With the huge economic impact of the Covid-19 pandemic in 2020, a joint committee comprising members from the private and public sectors was set up to develop a common action plan with clear objectives while adopting an inclusive approach. During the year under review, the Committee focused on the reopening strategies after eighteen months of closure, in line with the changing travel protocols, market uncertainties, slow booking trend and competing destinations' actions. A series of joint actions were undertaken for the relaunch of the destination with the most prominent one being the global MauritiusNow campaign which has been very well received by target audiences. mauritiusnow.com has today generated more traffic than the previous MyMauritius.travel website.

In the context of the relaunch of the destination, the joint committee identified four key projects to boost the reopening of Mauritius on the B2B level namely Joint Marketing Actions (JMAs) with airlines, Joint Marketing Actions (JMAs) with tour operators, focus groups and the organization of familiarisation tips.

Major B2B actions implemented were virtual events, e-learning, webinars and multimarket educational tours. Many tour operators have limited marketing resources and thus welcomed the JMAs initiative which also helped in aligning all stakeholders for the relaunch campaign.

A mega fam trip organized in November last year in collaboration with hotels and airlines was an opportunity to showcase the destination in line with the MauritiusNow campaign when it fully opened after the eighteen months closure.

### 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.





#MAURITIUS  
**now** more than ever

**sustainable**

**Tourism Performance**

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# Summary of activities in markets

## From 'Mauritius waiting', 'Mauritius is open', 'It's time to discover'



### a) Establishing clear market priorities

Targets and markets priorities adjusted as per evolution:  
Main target: 1,000,000 tourists: Jan – Dec 2022

- **Traditional markets:** France, UK and Germany
- **Proximity markets:** Reunion and South Africa will be the main targets
- **Eastern Europe and CIS:** Poland, Czech, Hungary have been showing high propensity to travel during the recent months. They connect mainly through Istanbul [Turkish Airline] and through Dubai [EK]
- **Nordic Markets [Finland, Denmark, Sweden and Norway]:** The Nordic tourists connect through Dubai mainly and EK servicing on a daily basis create the sine qua non conditions for driving traffic
- **Middle-East and the GCC countries:**
  - Saudi Arabia has been a great success story with tourist arrivals surging from 3,000 to nearly 27,000 by 2019. With Saudi Airlines operating 3 weekly flights, it's feasible to pursue tapping this market
  - The UAE, not only home to the high net worth jet set clientele, but to higher income expatriates, and served point to point by EK
- **India:** as from March 2022 with the 'Where else but Mauritius' campaign

### b) MauritiusNow recalibrated into a campaign

Over time, the MauritiusNOW microsite has evolved, recalibrated and become an integral asset in the overall 'marketing and communication mix'.

### c) 'Resumption strategy': main actions

- Collaborative approach: Synchronized actions through regular meetings with the stakeholders through 'Joint Working Cttees'

- Accelerated digital transition with focus on data, highly consumer centric, social media as integral in the overall marketing mix...
- **Engaging with the right market segments**
  - i. Honeymooners, families, silver market, sports and culture segments
  - ii. Innovative premium visa and long stay tourism
    - The innovative premium visa is gradually carving its way as an important tourism segment.
- **Direct trade support**
  - i. Virtual events [Fairs, roadshows, webinars and online training] were organised in France, UK, Germany, Eastern Europe, Middle-East, Reunion and South Africa to ensure that 'trade readiness' is at peak prior to resumption.
- **Joint promotion with airlines:**
  - MK: price driven campaigns in Reunion, South Africa, France and UK
  - British Airways: Tapped the winter season with focus on Christmas, the new year, school holidays and the Easter holidays
  - Eurowings, Condor: Winter and spanning to Easter
  - Turkish & Emirates: Hub strategy via their traditional networks [Internal assets] and paid and targeted consumer-centric advertising on social media
  - Edelweiss: Targeting mainly the winter season: October to January 2022
- **Joint promotion with volume tour operators** in the targeted markets. 60% of travelers still use the T.O channel.
- **Optimising on Mauritius Pavilion during the Dubai expo and the tourism week** in January 2022:  
Key objectives: boosting travel from the Middle East, the GCC and other countries attending the Dubai Expo
  - Radio campaign and social media actions on the destination
  - Mobile applications for the local hoteliers to upload their promotional rates on our stand and facilitating call to actions and firm bookings
  - Tourism week:
    - a. B2B meetings with T.Os, airlines and other service partners
    - b. Press
- **Top Resa Fair: 05 – 08 October 2021**  
The Hon Deputy Prime Minister and Minister of Tourism led a delegation comprising key players of the tourism sector. The key objectives:
  - Successful reconnection and re-bonding with leading French T.Os
  - Press interviews with a clear voice of a successful grand opening of the Mauritian tourism sector and extend courtesies to the French trade who has been of great support for the resumption
- **Mega Fam Trip as the final igniter:**
  - 2<sup>nd</sup> week of November
  - 110 tour operators and 15 press will participate in this mega event
- **Key objectives:**
  - Tourism, by virtue, is a human engagement process. The upcoming 3 days FAM will be an innovative eductour session that would allow the T.Os/Press to:
    - reconnect with the values of Mauritius: Hospitality, nature, people, gastronomy, security, cleanliness
    - Experience Mauritius in all its facets: product, product updates, nature, 'beyond the beach'
    - Networking where all stakeholders would interact with the T. Os and reaffirm each other's commitments
- **Refreshing promotional collaterals with strong global appeal to a new consumer/trade post Covid-19 mindsets**
  - i. Teaser videos focusing on the various facets of the destination: Mauritius is Open, Let's Go to Mauritius
  - ii. Reassurance videos emphasizing on safety and sanitary protocols established to welcome tourists in a safe environment
  - iii. Movie 'Resort To Love' portraying Mauritius iconic spots where the movie was produced
  - iv. **Thematic emotional videos:** 'Mauritius beyond the beach': people, landscape, food
  - v. **Customer travel journey:** visual dimension of the journey and explaining the Post Covid-19 travel protocols
  - vi. **Influencer trips:** Influencers from France, UK, Germany. The content generated by the influencers were pushed via social media channels and through paid advertising
- **Mainstream media**
  - i. New collaterals were broadcasted from 27<sup>th</sup> September to 15<sup>th</sup> October 2021 via the mainstream media in France [FR 1, FR 3 and FR 5], UK [Sky Channel], South Africa [DSTV], Reunion [Antenne Reunion] amongst others.



- **Resumption phase: Oct to March 2022: Resumption phase**
  - Relentlessly efforts to remove Mauritius on the French 'scarlet red' after two weeks being placed in December 2021
  - Reconquering South Africa market after the Omicron issue
  - Reunion Island: removal of PCR test on reaching Reunion Island
- **Normalisation phase: April 2022 onwards:**
  - Marketing activities, including innovative social media marketing intensified in the key markets and MTPA presence jointly with the private sector[Fairs and roadshows] in main and opportunity markets:
  - Main markets: France, UK, Germany, Switzerland, Austria, Middle East, India, South Africa
  - Opportunity markets: Belgium, Nordics and Eastern Europe
  - Market development: Iran, Israel, Malaysia, Australia with MK servicing KL/Sydney twice weekly as from November 2022
  - Leading T.Os in markets are all featuring Mauritius
  - Trade optimism boosted:
  - Saudi re-servicing Mauritius, Turkish flight frequencies increased from 3 to 5, and eventually 7 as from October 2022
  - EK 3<sup>rd</sup> daily flight as from October 2022
  - Condor, 4<sup>th</sup> weekly as from October 2022
- LFC partnership reactivated and joint activities dispatched globally, presently working on new taglines 'memories last forever'

# ACCOLADES

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

## 2022

- 29<sup>th</sup> World Travel Awards: Indian Ocean's Leading Sustainable Destination, Indian Ocean's Leading Adventure Destination, and the Indian Ocean's Leading Wedding Destination

## 2021

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

## 2020

- 27<sup>th</sup> 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

- 26<sup>th</sup> 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).

## 2018

- 25<sup>th</sup> World Travel Awards (WTA): – Africa and Indian Ocean: Leading Honeymoon Destination, Africa and the Indian Ocean, Leading Cruise Destination, Africa and the Indian Ocean, Leading Tourist Board – Mauritius Tourism Promotion Authority (MTPA).
- IAGTO: - Golf Destination of the Year for Africa, Indian Ocean, and the Gulf States.
- We Like Travel:- Best Foreign Tourist destination on social media in France.
- World Travel Market Africa:- Best Stand Design Awards.
- Best Outbound Destination of Beijing People, by press "New Beijing Post".
- Travel d'Or™ :- Meilleur Office de Tourisme Étranger, Preferred website.
- Ctrip (China):- Top Ten Overseas Travel Destination and Top Ten Island Tour Destinations.
- Selling Travel:- Best Beach Destination.
- Travel Bulletin:- Star Luxury Holiday Destination.
- Meilleur Office de Tourisme Étranger - Travel d'Or™ 2018

## 2017

- 24<sup>th</sup> edition World Travel Awards:- World's Leading Honeymoon destination
- ITB: - The Island with the most beautiful hotels in the Indian Ocean by JT Touristik.

## 2016

- ITB:- Best Destination by the luxury trade magazine Luxus Insider.
- We Like Travel:- Best Foreign Tourist Destination on social media in France.
- IAGTO: - Golf Destination of the Year, Africa, the Indian Ocean & the Gulf States.
- China Tourism Industry Association: - Best Family Vacation Destination.
- China National Tourism Administrative in collaboration with mafengwo.com - No 1 Chinese Preferred Destination.
- Victoires du Tourisme : – Best Foreign Tourism Office.

## RECOGNITION

### 2020 and 2021

- Mauritius ranked 1<sup>st</sup> in Africa in The World Happiness Report of the Sustainable Development Solutions Network.

### 2009-2021

- Mauritius ranked 1<sup>st</sup> in Africa on the Global Peace Index. In 2021, the country was 28<sup>th</sup> on the world scale.





#MAURITIUS  
**now**

**for  
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**Market Activities**

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### Market situation

Before the pandemic stopped the whole Travel industry, Mauritius was on a positive trend, with 302 038 French visitors in 2019 (+5.8% vs 2018), positioning France as the 1st source market. Since its reopening, Mauritius is in the Top 10 of the most visited destinations by French travellers and the 2nd long haul destination after the Dominican Republic (Echo Touristique) Since the reopening of Mauritius' borders at the end of 2021, international travelers are back thanks to the ease of travel conditions and efficient protocols for entering the country. However, continuing to strengthen the visibility of Mauritius is essential to support and reinforce the success of the relaunch, at a time when most of the countries have reopened, and competition between destinations is fierce.

French people consistently associate holidays with sun and beach: it is the preferred holiday type of 53% of the population and the n°1 in 2022. Today more than ever, the French are also in need of slowing down and unwinding to take care of themselves (+95% vs. 2021). Finally, after being isolated for so long, they also want to reconnect with their relatives and friends. Cultural holidays ranked 4<sup>th</sup> with 28% of French travelling looking for cultural and historical experiences as main purpose. Active holidays ranked 5<sup>th</sup> with almost 20% of travelers interested in sports and outdoors activities.

#MAURITIUS  
**now** in France



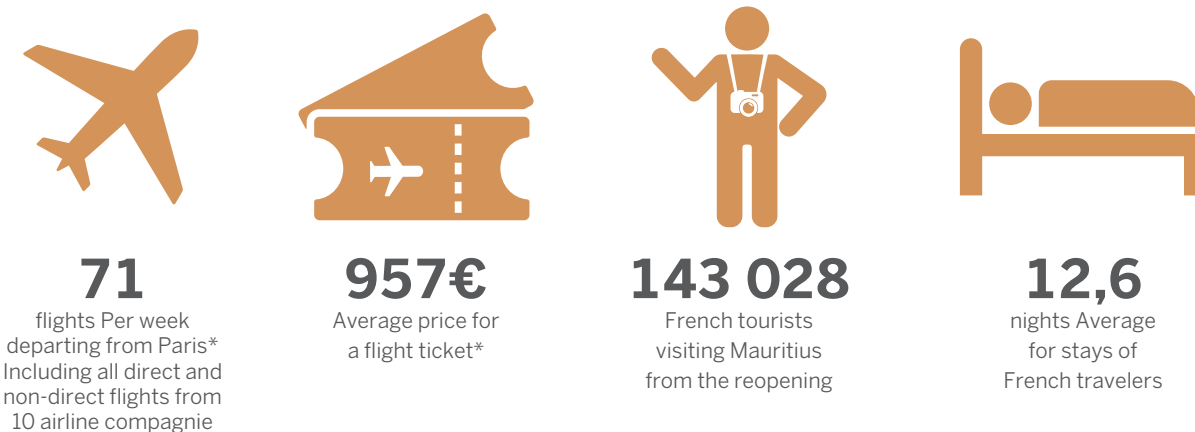
### Market performance

The French market is the first source market for Mauritius: it represents 25% of the total tourist arrivals (Jan-Jun 2022) Since the reopening of Mauritius, the number of French tourists has reached 143 028 arrivals as of June 2022. Numbers did not reach the 2019 figures, however as soon as the reopening was effective, tourist arrivals jumped +80% compared to 2021. June almost reached 2019 figures. The reopening of Mauritius as well as the end of restrictions helped the increase of French arrivals. This strong sales momentum confirms the "revenge travel" phenomenon.

#### Overview of the figures

Right before the pandemic, there were very good numbers (+15% in Jan.20 vs Jan.19 and + 6% for Feb.20) • Departures during low season is increasing over the years.

#### Key figures on travels to Mauritius





**Packages preferred by the French**

90+ days : Booking window for 41,6% of French tourists  
 2k-3k€ : Most common average budget (48,3%) of French tourists going to Mauritius

Since the reopening of borders:

**47%**

are seeing an increase in last minute reservations

**27%**

say that repeaters represent 50% or more of their customers

**33%**

of the respondents say French tourists want more All-In offers

According to the B2B study of Interface Tourism, 4\* and 5\* hotels are still at the top of the sales list, unlike 3\* hotels which often lack visibility and promotion to stand out.

Trade achieved KPI	Number	Marketing achieved KPI	Number
Sales calls	134	DOOH	1
B2B Events	6	TV Campaign	1
Travel agents trained	668	Digital campaigns	3
Trade Campaigns	15	OTA Campaign	1
B2B Fairs	2	Influencers campaigns	2
FAM Visitors	184	B2C Fairs	1

PR achieved KPI	Number	Social media & Blogtrip achieved KPI	Number
Media Audience	510 770 895	Engagement rate	2,5%
Media Value	78 468 141	Number of new fans	+25 658
Press Pieces	236	Number of influencers	6
Media Visits	18	Total reach blogtrips	15 000 000
Media Support	9	Number of publications produced	500
Media events	4	Number of interactions blogtrips	750 000
Media Calls/ Meetings	93	Media Calls/ Meetings	93

**Activities realised**

**Trade Activities**

**IFTM TopResa, October 2021**

18 Partners on the booth: Air Mauritius, Le Flamboyant, le Palmiste, Oceanic Villa, AIOM, Exotic Holidays, Summertime, Attitude Hotels, Beachcomber Hotels, Intercontinental, MJ Holidays, Shangri-La, Sofitel, Southern Cross Hotel, Sun Resorts, Tamarina, The Lux Collective, VLH limited.

- Organization of a pre-Top Resa event in the Hotel Four Seasons Paris with trade and medias
- MTPA booth: more than 200 square meters
- 23 905 visitors in total during the fair (4 days)
- 20 000 square meters in total
- 1 000 journalists & medias represented
- 120 foreign & French destinations represented
- 800 brands Achievements: -
  - Pre-Top Resa event with 56 people participating
  - 21 trade meetings organized during the fair
  - 6 interviews realize



**Newsletters**

10 in total during the year  
 5 Institutional thematic newsletter (every 2 months)  
 Average 4027 contacts, opening rate average : 27%  
 5 Partners newsletter (every 2 months):  
 Average of 2800 contacts, 23%



**Webinars**

- 4 Webinars with partners on the french market
- 2 Webinars with partners on the Belgium market
- 342 Travel agents trained
- Convention and FAM Support
- 1 Convention organized in MRU
- 8 Support to partners fam trips
- 189 travel agents trained

**Joint Marketing Promotion Campaign**

- 18 Events participation in 7 different cities
- 469 Agents trained
- 12 dedicated newsletters sent to partners database
- 19 posts on partners social media
- 3 sales challenges organized



**MTPA Fam trips**

- 31 agents trained

**IFTM Top Resa 2022, September 2022**

43 Partners on the booth: Air Mauritius, Beachcomber Hotels, The Lux Collective, Sun Resorts, Rogers Hospitality, Tamarina, Marriott, Southern Cross Hotel, Sea Resorts Hotels, Sofitel, Anantara, Radisson Blu, Shanti, The Residence, Attitude Hotels, Mella Villa, 6 DMCs, AHRIM, TPA, Rodrigues, Association des hotels de charme...

- Organization of a pre-Top Resa event in the Hotel Ritz Paris with trade and medias
- MTPA booth: more than 200 square meters
- 34 150 visitors in total during the fair
- 33 000 square meters in total
- 1 000 journalists & medias represented
- 200 foreign & French destinations represented
- 1 700 brands



Pre-Top Resa event with 85 people participating - 16 trade meetings organized during the fair - 5 interviews realized

**Marketing activities**

**NATIONAL TV ADVERTISING CAMPAIGN/ OCTOBER 2021**

- TV campaign on F2/F3/F5 :
  - 20-second spot
  - period : 29/09/21 au 11/10/21
  - 40% of the budget on screens after 20H. The environment after 8pm on these channels is a very premium environment with screens of 2 min max for eligible advertisers.
  - Target 25-59 years old + control target CSP+

**Achievements:**

- 32 million people reached
- 30.73 % coverage rate

**REPLAY VIDEO CAMPAIGN ON CANAL+/OCTOBER 2021**

• This replay platform is one of the most powerful on the French market with a premium target (number of Canal+ subscribers 8.4 million people) and the replay of Canal+ has 2.3M daily users.

Achievements: - 1,392,357 impressions





**DIGITAL CAMPAIGN – SOJERN**

- Development of a programmatic campaign with Sojern specialized in Data Driven Marketing for Travel.
- This platform has more than 100+ Global Data Partners: airlines, Car Providers, Hotels, OTAs, Meta Search Sites, Cruise Agents, and All-Inclusive Travel Operators who allow the development of a powerful digital campaign with qualified and precise data on target audiences.

**Achievements:**

- 3,725,578 impressions
- 10,357 clicks on link
- 76% completion rate



**« CARTE POSTALE » BY EPICURIEUX/NOVEMBER 2021**

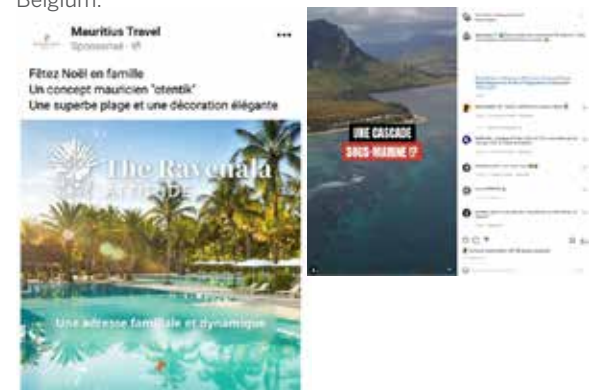
**360° activation for the reopening of Mauritius:**

- Be the first destination to host the Postcard format
- Raise awareness about the destination towards new targets (millennials, early careers)
- Develop new communication angles about Mauritius (culture, history, nature)
- Promote #MauritiusNow key messages

Achievements: - 19 million people reach - 5 million video views - 10,000 clicks  
 DISPLAY CAMPAIGN – TRAIN/December 2021

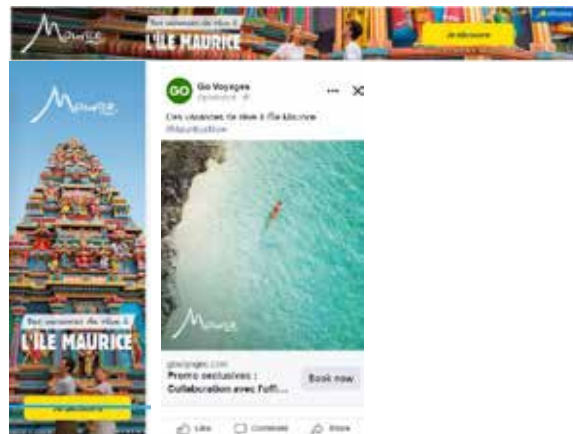
**Achievements:**

- 8 671 545 total impressions (DOOH + Mobile)
- 53 916 Clicks - 984 000 unique visitors reached
- 238 screens geolocated in stations –
- Over 5.7 million occasion to see
- DIVING FAIR/March 2022
- 47,250 visitors. Nearly 60% of the visitors came from the provinces and neighboring countries like Switzerland and Belgium.



**ODIGEO CAMPAIGN**

- Targeted display banners on Odigeo websites: Go Voyages, Edreams & Opodo
- 1 232 bookings during the campaign –
- 2 424 people traveling
- Length of stay 21.92 days



**PR activities**

- 6 Individual press trips organized:
- 2 Support to partners individual press trips:

**Achievements:**

- 18 journalists traveling
- 16 articles published following the trips



**MTPA Press Trips /March&June 2022**

2 MTPA Press trips organized:

- Achievements:
- 8 journalists traveling
  - 13 articles published following the trip

**ADONET**

French fair destined to promote the destination to journalists and influencers

- 8 journalists met
- 6 influencers met
- Visibility through the event where 162 journalists & influencers were attending

**TV Projects**

**3 TV Projects initiated by MTPA France:**

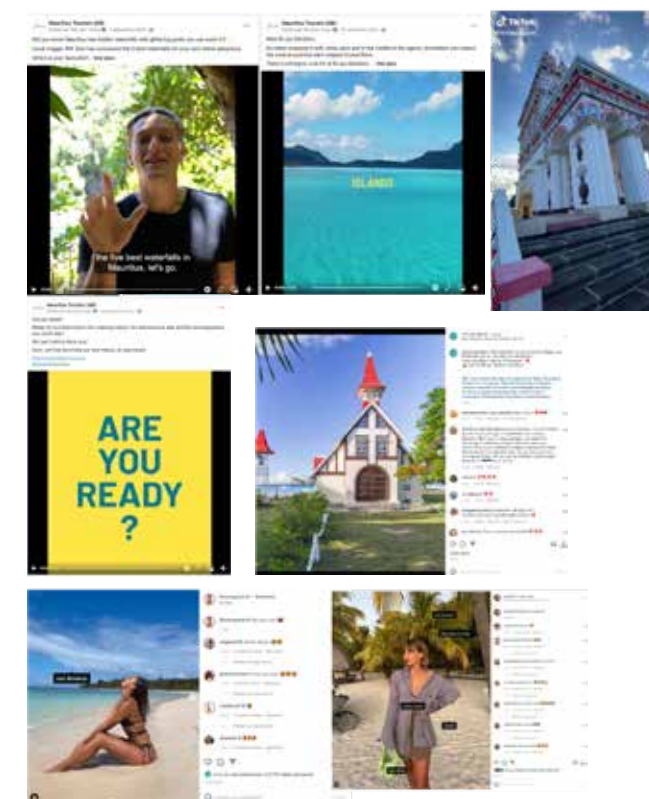
- Echappées Belles
- Arte – invitation au voyage
- TF1 – evening news
- 10 journalists traveling
- 11 tv shows published following the trip



**Media Campaign**

**Media campaign with Grazia**

- Grazia is a top feminine media that gathered 2 147 000 unique visitors on the web site, 140 000 followers on Instagram and 278 500 followers on Facebook
- 3 028 visits on the web site - 100 647 impressions on the social media contents - 42 811 views on the social media contents - 2 265 participants on the giveaway



**Social Media activities/All year round**

**Social ads**

Achievements: + 25 658 fans on Facebook and Instagram  
 2.5% Engagement rate average  
 Community management/All year round  
 Achievements:  
 - Time of response: below 24h  
 - 4,687 interactions per publication on average  
 Influencer Trips/All year round

**Achievements:**

6 influencers travelling to Mauritius  
 + 750 000 interactions on social media  
 + 500 publications : posts, stories and 1 video on YouTube  
 + 15 000 000 reach on Instagram, TikTok and YouTube  
 #MauritiusNOW Social media campaign

Sept - December 2021

Social media campaign to promote the border reopening of Mauritius in France, UK and Germany and increase the visibility of the destination in these markets

**Achievements:**

- 8,5 million video views
- 11 million people reached
- #MauritiusNOW Influencer campaign
- In January 2022
- Achievements:
- 187,283 people reached
- 5,338 interaction
- 193,525 impressions





#MAURITIUS  
**now** in the  
**United Kingdom**



**Overview**

Over the past six months, the UK travel industry has been affected by pandemic outbreaks, changes to UK travel requirements and disruption at UK airports caused by flight cancellations and staffing shortages as well as a cost-of-living crisis with high inflation. Throughout this disruption, Hills Balfour have continued to oversee the promotion of Mauritius and provided our expert guidance and support.

**Trade Landscape:**

- Total agents trained: Approximately 70 agents
- Number of impressions through the digital campaign: 5,102,793
- In the UK, 37% of travellers are more likely to book with an agent now than before the pandemic
- Trends show that there is desire to spend more post pandemic, data claimed that 48% of travellers are putting this money towards longer trips and 43% towards accommodation upgrades

**Media Landscape:**

- Total AVE achieved: £5,998,181.26
- Total number of clippings achieved: 306
- Total number of media visits (assisted & hosted): 14
- Coverage achieved in target trade, travel, lifestyle and national press in the ABC 1 sector, as well as consumer broadcast

**Social Landscape:**

- In the UK specifically, there are now 57.60 million active social media users (+8.7% from 2021), which equates to 84.3% of the population.
- When looking at web traffic share by device, 47.27% of users are accessing the internet via their mobile phones. 47.27% access via a laptop or PC.
- UK consumers spend on average 1 hour 48 minutes per day on social media and 6 hours 12 minutes online in general per day (-3.6% from last year). 2 hours 41 minutes of this is accessed via mobile devices.
- The age group that uses social media most in the UK is 25-34.
- The average UK consumer has 6.3 different social media accounts that they use on a monthly basis.
- The UK's most used social media platforms are:
 

• Whatsapp - 74.8%	• Twitter - 45.1%
• Facebook - 73.5%	• TikTok - 31.8%
• Facebook Messenger - 58.5%	• Snapchat - 31.2%
• Instagram - 56.3%	• Pinterest - 30.2%

When trying to find information out about a brand, 55% of all internet users head to social media, over other websites/sources including question and answer sites, which 17.1% of web traffic goes to when searching, showcasing the huge capital social media has over UK consumers.



**Trade Activities**

**Club Mauritius Events**

In March and July, the UK hosted two social events which are known as Club 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. The budget we had were used for drinks, food and venue hire.

**Bi-Annual Roundtable Discussions**

The Bi-Annual Roundtable was an in-person event for UK based stakeholders to learn about the plans for the year and to give us feedback. The in-person event was held at the Hills Balfour penthouse. The budget was used for decorations at the event as well as refreshments, such as pasties, water, fruit and biscuits. The other part of this campaign was a virtual meeting by Zoom for all stakeholders to join.



**Unite Indian Ocean**

In March 2022, UK MTPA team attended the Unite Indian Ocean Tradeshow, a one-day event that took place at The QE II Centre, Westminster, London. At the event, there were 125 delegates from 77 exhibiting companies representing over 300 hotels, tourist boards and ground handlers. There were also 120 UK based tour operators with 95 separate diaries.

Across the day, MTPA UK met with 20 key tour operators including British Airways Holidays, Tropical Sky, LUSSO, Trailfinders, Azure Collection, Audley Travel, Scott Dunn, Dnata Gold Medal, Kenwood Travel, Elegant Resorts, THG Holidays and many more. In total, 1,375 pre-scheduled meetings took place.

**Specialised webinars hosted on Hablo**

The UK has hosted several specialised webinars on Hablo using the #Mauritius Now content. The series included short, five-minute videos of the Best Waterfalls in Mauritius, the Best Family Hikes in Mauritius, the Best Golf Courses in Mauritius, Best Beaches and Best Waterfalls. The webinars are saved on the Hablo webinar page for agents to watch repeatedly. These webinars are promoted by the UK MTPA team via sales calls and updates with key tour operators.

**Webinars by a third party**

The UK MTPA team participated in webinars with third parties such as My Booking Rewards. The training meant that MTPA had 10 minutes to showcase the very best of Mauritius to the 50 agents watching live. The webinar was later uploaded to Youtube for agents to watch later.

**Bespoke Training for key accounts**

The UK MTPA team trained our key tour operators throughout Q1 and Q2 of 2022 via Zoom. The best, practical method of this training was online via Zoom where some training was recorded for agents who could not be taken off the phones. During this period, the UK MTPA team has been on hand to provide any training to our key accounts. The UK MTPA team has provided training to Gold Medal and Hummingbird.

**Overview**

**Trade incentive for Sales**

From January to March, the peak booking season for travellers, MTPA launched an incentive campaign with Hablo, a B2B social platform that's designed for agents and tour operators to keep in touch with destinations, hotels and DMCs, in one place. For an investment of £5,000, we partnered with two other destinations which paid for Hablo to promote the incentive to travel trade media such as TTG, Selling Travel and Travel Bulletin. The MTPA incentive aimed to switch sell travel agents who were selling competitive destinations over Mauritius during the peak period. In total, we had 16 partners involved and each hotel offered each a prize. Air Mauritius were also involved and provided flights for one of the lucky winners. Over 220 logged bookings were done during the period.



**Low Season Digital Marketing Campaign**

Using £25,000, MTPA ran a digital campaign, retargeting audiences with intent to travel using 5 different tour operators as call-to-action partners. The five tour operators were Southall Travel, Kenwood Travel, Turquoise Holidays, Travel Republic, and Beachcomber Tours. The campaign was managed by the MTPA UK team and operated by MMYG TravelDesk media house. With £25,000, we shared the investment with five tour operators with an investment of £5,000 each. For this investment, each tour operator would receive 900,000 impressions.

In return for the MTPA investment to each tour operator, we requested that each tour operator returned £5,000 of investment back to marketing Mauritius is contra-marketing. MTPA approved these proposals but it was created and managed by the tour operators. The campaign began on the 27 June – 8 August and in total achieved a total of 5,102,793 impressions, 6,513 clicks and a click through rate of 0.13%.

**MTPA Newsletter to the trade**

Over the course of January to June, MTPA asked trade partners for their news and updates to share with UK tour operators and airlines. MTPA shared these newsletters with the trade regularly to our database of over 300.

**PR**

**Coverage - A Breakdown**

- Total number of national newspapers reached: 35
- Total number of online publications reached: 136

Number of different national newspapers reached:	35
Number of different print national newspapers reached:	25
Number of different online national newspapers reached:	10
Total times featured in a national newspaper:	77
Total times featured in a print national newspapers:	48
Total times featured in a online national newspapers:	29

**Social Media**

**Activity: 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 May with @kelseyinlondon, @leeshbrock, @iamkristabel, @hellomissjordan and @jessmsheppard in attendance. From a walk-through Black River Gorges National Park and swimming at Rochester Falls to visiting Bois Cheri Tea Factory and exploring Port Louis, the trip touched on a number of key verticals and supported key partners of Air Mauritius, Oberoi and Sun Resorts as the Island reopened to international visitors post pandemic.

**Objectives:**

- Promote Mauritius as an aspirational holiday destination for 2022 and beyond
- Showcase that Mauritius is easily accessible from London with direct flights with Air Mauritius
- Highlight the country's offering from heritage and culture to nature, beaches and activities
- 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, Oberoi and Sun Resorts

**Results:**

- 502 pieces of content
- 1.1 million total reach
- 1.1 million total video views
- 1.3 million Instagram Story views
- 135.6 thousand total engagements

**Activity: Influencer marketing for Mauritius Now campaign**

Description: In order to support the highly inspirational Mauritius Now campaign, MMYG Hills Balfour secured three travel content creators who had recently been to the destination to take part in a UK ad project to amplify the campaign messaging, at the request of MTPA, in January.

**Objectives:**

- Highlight Mauritius as an aspiration holiday destination for 2022 and beyond
- Promote personal, positive experiences of the Island and position Mauritius as a destination which visitors will wish to return to for years to come
- Showcase multiple passion points using highly impactful assets
- Ensure Mauritius is kept front of mind as travel resumes
- Drive traffic to the dedicated Mauritius Now website
- Three content creators based in the UK who had travelled to Mauritius in recent years were chosen to create a series of Instagram posts and Stories to highlight their time on the Island and their fond memories. They included #MauritiusNow and tagged @mauritius\_UK as well as a CTA with the dedicated website. Budget £200 per creator.

**Results:**

- 398,818 total reach
- 387,931 total impressions
- 121,406 total engagements



**Organic content calendar creation and community management**

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.

**Objectives:**

Promote Mauritius as an aspirational holiday destination for 2022 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

**Results:**

- 231 pieces of content across Facebook, Instagram and Twitter
- 688,808 organic impressions
- 28,463 organic engagements





# #MAURITIUS now in Austria



### Achievements in term of KPIs

Trade & Marketing	Number	PR achieved KPI	Number
Sales calls (see further)		Media Reach	Over 1,5 billion people reached
Travel Agents trained through (virtual) events, sales calls etc.	2600	Media Value	Over 9 million EUR AVE
Trade campaigns		PR Value	Over 27 million EUR PR-Value
-Trade media campaigns	5	Press releases	9
-Trade Newsletters year-round, monthly at least one			
Digital Trainings	10 Webinars, 3 Forums, 2 Virtual Fairs, ITB		1 individual trips (at no cost for MTPA)
Roadshows	1	Press & influencer trips	2 (1 individual & 1 group trip within Easter campaign incl. 2 German influencers)
FAM visitors	6 Tour operators		
• Mega FAM Trip in November 2021	5 journalist	Media events	1 (IMM 2022 within Easter campaign)
		Media Calls/ Meetings	Year-round constant contact with key media
Social media & Blogtrip achieved KPI	Number		
• Instagram follower	+1.434 (organic, not paid)		
• Facebook fans	+ 1.095 (organic, not paid)		

### List of activities

July 2021 – December 2021: Mauritius Now Campaign

#### Summary of Activities

- Mauritius Now Campaign
- Mega Famtrip
- Webinars
- Webinars with Tour Operators
- Forums
- Joint Tour Operator Campaigns
- Luxury Media Activation
- Joint Airline Cooperation
- Virtual Fair
- Advent Calendar Training
- Destination Week
- Austria Roadshow
- Sales Calls
- Media Calls
- Press trips
- Influencer Trips
- Facebook & Instagram organic posts
- Press releases
- Trade newsletters
- Shipping





**Mega Famtrip**

Marketing Manager Kerstin Sanger brought a group of 11 travel professionals and trade media for the Mauritius Mega Famtrip.

The group attended the networking day as well as taking the chance to explore the island and meeting their individual partners. Mauritius had the chance to position itself as a dream island destination who offers a safe and memorable stay to its customers.



**Webinar**

Marketing Manager Kerstin Sanger held three webinars every month to inform the trade about the reopening of Mauritius and the respective formalities. The invitation was sent-out to the AVIAREPS database and trade media. One airline partner was integrated per webinar. Afterwards a follow-up email with all useful information was sent and the presentation shared with both attendees and stakeholders.

Both Forums have been organized and managed by Aviareps through ClickMeeting platform



**Forum**

Three forums with different participants were organized to get insights into the German/Austrian market, find out the needs and how Mauritius can get further as a destination. The group was divided into generalists, luxury & honeymoon, and golf. This call was to discuss the potential and perspective of the destination Mauritius. Furthermore, we invited participants to share market intelligence between tour operators, stakeholders and the MTPA. So, we could to learn from each other to bring German and Austrian travellers to the island. Therefore, we have invited some of the major tour operators in Germany and Austria.

**Joint Tour Operator Campaigns**

**DER**

**Podcast**

Professional production with an experienced media agency

- Advertising by DERTOUR Austria via sales newsletter & invitation procedure
- Reporting in the Austrian trade press
- Presentation of Mauritius based on your selection and moderated by one of DERTOUR

**Employees**

- 478 downloads

**Offer Flyers and Digital Signage during 4 weeks**

- 4 x screens (1 DERTOUR; 1 MEIERS WELTREISEN, 1 JAHN Reisen, 1 ITS) and additional
- 4 x flyers with MRU offers and logo (1 DERTOUR, 1 MEIERS WELTREISEN; 1 JAHN Reisen, 1 ITS)
- The online offer flyer is sent out in a weekly newsletter together with the screen to around 700 agencies in AT IT and SI

**Luxury Trade Media Activations**



**Connoisseur Circle**

Connoisseur Circle is a brand that is exclusively directed to luxury travellers, addressing both consumers and trade. Mauritius was included within an advertising package to address luxury trade for the reopening of borders.



**Advertorial in CC VIP magazine (publication - end of November)**

The exclusive e-magazine CC VIP provides monthly information about relevant

- Reach:
- 12,500 business contacts, 20,000 subscribers counter before 9,
  - 15,000 travel-savvy connoisseurs

**Distributors:**

DERTOURISTIK, Lufthansa City Center, BEST REISEN, counter before 9, Travel Industry Club,

**Advents Calendar Training**

**Advent calendar with integration of industry partners.**

In Europe it is a tradition to have an advent calendar to get into Christmas mood. Every advent calendar contains 24 "doors" for the days in December until Christmas. A Mauritius advent calendar will be set up containing information and news about the destination and its partners.

Target Group: tour operators and travel agents in Germany and Austria.

**Results:**

- 787 Registrations
- Average of 257 Participants daily

**Austria Roadshow**

Marketing Manager Kerstin Sanger attended the AVIAREPS Austria roadshow in Graz, Linz, Salzburg and Innsbruck from 08-11/11. In total contact with 100 travel agents. There was a travel market to hand out brochure material and also a 10 minute presentation as a premium partner to explain all the details about Mauritius.



**January 2022 – June 2022**

**Summary of Actions**

- Easter Campaign: Austrian Press Trip, IMM, Influencer Group Trip, OTA Campaign
- Sales Calls
- Media Calls
- Study with University Bremerhaven
- Press Trips
- Influencer Trips
- Facebook & Instagram organic posts
- Press releases
- Trade newsletters
- ITB
- Shipping

**Eastern Campaign**

**Austrian Press Trip**

The Austrian journalists Daniel & Vivian Scherz travelled to Mauritius from April 25 to May 5 in order to produce an 8-page Mauritius print story for one of the leading Austrian travel magazines ReiseLust (circulation 80.000) as well as a large online report for a quick release after the trip. Additionally, 1x print for "traveller" and 1x print for the new premium magazine "hotel & touristik essence", which addresses the absolute top management from the tourism/hotel industry/gastronomy & culinary arts (circulation of 10.000).

- Media value of over EUR 100.000

**IMM**

Travmedia's International Media Marketplace (IMM) is the leading global media networking event connecting the travel industry with top journalists, editors, influencers and broadcasters to talk about story angles and upcoming press trips and cooperation possibilities. PR Manager Cornelia Fischer secured a dedicated event table to meet with Germany's and Austria's premier travel media in 24 one-on-one appointments. 24 one-to-one appointments with journalists from different media (TV, print, online, radio) as well as influencers and bloggers



**Influencer Group Trip**

Two Austrian influencers participated in the influencer group trip, accompanied by PR Manager Cornelia Fischer. The trip took place from April 5-11. Showed Mauritius from an instagrammable side including experiences and MauritiusNow stories. A short-term activation was achieved by creating live content from Mauritius via Stories, Posts & Reels on their Instagram accounts and content published right after the trip.



**OTA Campaign itravel**

We worked with the online travel agency itravel in order to address a digital audience to push for Easter season. itravel offers tailor-made products on a very high-value level (average value of one booking 7.985), focusing on sustainability and unique destination experiences. Online activities have the advantage for easy measuring, precise targeting and quick initiation. The campaign included website, landing page & blog promotions as well as Social media.

- Overall - Reach: 180.000 qualified impression
- Extension of Banner visibility due to the high performance of the campaign
- 8720 visits of the website, 3.705 visits of the dedicated landing page, 38 tailor-made products, 3208 newsletter readers (12,2% Opening Rate)
- High Conversion of Requests into bookings of 50%
- 87.839 € Revenue generated for Easter Travel due to massive promotion
- 94.000 € Additional Revenue After Easter Travel expected
- Total of 181.839€ (10x the investment)





#MAURITIUS  
**now** in  
 Germany



**Achievements in term of KPIs**

Trade & Marketing	Number	PR achieved KPI	Number
Sales calls (See below)		Media Reach	Over 1.5 billion people reached
Travel Agents trained through (virtual) events, sales calls etc.	2600	Media Value	Over 9 million EUR AVE
Trade campaigns		PR Value	Over 27 million EUR PR-Value
-Trade media campaigns	9	Press releases	9
-Trade Newsletters year-round, monthly at least one			1 individual trips (at no cost for MTPA)
Digital Trainings	10 Webinars, 3 Forums, 2 Virtual Fairs, ITB	Press & influencer trips	4 individual trips (at no cost for MTPA) 1 (Group trip within Easter campaign incl. 2 German influencers)
Roadshows	2	Media events	1 (IMM 2022 within Easter campaign)
FAM visitors	6 Tour operators 5 journalist	Media Calls/ Meetings	Year-round constant contact with key media
• Mega FAM Trip in November 2021			
Consumer Events	2		
• BMW International Open			
• Golden City Gate Award Ceremony			
Social media & Blogtrip achieved KPI	Number		
• Instagram follower	+1.434 (organic, not paid)		
• Facebook fans	+ 1.095 (organic, not paid)		



## List of activities

July 2021 – December 2021: Mauritius Now Campaign

### Summary of Activities

- Mauritius Now Campaign
- Mega Famtrip
- Webinars
- Webinars with Tour Operators
- Forums
- Joint Tour Operator Campaigns
- Luxury Media Activation
- Joint Airline Cooperation
- Virtual Fair
- Advent Calendar Training
- Destination Week
- Sales Calls
- Media Calls
- Press trips
- Influencer Trips
- Facebook & Instagram organic posts
- Press releases
- Trade newsletters
- Lascana Brand Campaign
- Shipping

### Mega Famtrip

Marketing Manager Kerstin Sanger brought a group of 11 travel professionals and trade media for the Mauritius Mega Famtrip. Attendees were:

The group attended the networking day as well as taking the chance to explore the island and meeting their individual partners. Mauritius had the chance to position itself as a dream island destination who offers a safe and memorable stay to its customers.

The group was able to win the first place for the quiz conducted during the excursion days.



### Webinar

Marketing Manager Kerstin Sanger held three webinars every month to inform the trade about the reopening of Mauritius and the respective formalities. The invitation was sent-out to the AVIAREPS database and trade media. One airline partner was integrated per webinar. Afterwards a follow-up email with all useful information was sent and the presentation shared with both attendees and stakeholders.

### Forum

Three forums with different participants were organized to get insights into the German/Austrian market, find out the needs and how Mauritius can get further as a destination. The group was divided into generalists, luxury & honeymoon, and golf. This call was to discuss the potential and perspective of the destination Mauritius. Furthermore, we invited participants to share market intelligence between tour operators, stakeholders and the MTPA. So, we could to learn from each other to bring German and Austrian travelers to the island. Therefore, we have invited some of the major tour operators in Germany and Austria.

### Joint Tour Operator Campaigns

#### FTI

##### Podcast

Recording and Streaming of podcast with FTI addressing consumers and creating holiday vibes and the desire to travel to Mauritius.

Cumulative across all platforms (Spotify, Apple Podcasts, Google Podcasts, Podigee Player, Deezer, Amazon Music) the following performance values are to be mentioned:

- Downloads & Streams: 750 (This is a very good value for a single episode.)
- Listen rate: 93%
- 80% female / 20% male
- 8% 18 to 22 years old; 10% 23 to 27 years old; 30% 28 to 34 years old; 49% 35 to 44 years, 3% 45 to 59 years

#### FTI Roadshow (18.-22. October)

Marketing Manager Kerstin Sanger, traveled through Germany with the tour operator FTI during their "Dream Beaches Long-Haul Roadshow": Berlin, Bremen, Dortmund, Mainz, Stuttgart. This was the first presential event since the outbreak of the pandemic. Travel agents urge for information and are very excited that Mauritius is open as a dream long-haul destination. Informed about entry requirements and news of the destination. Agents were happy about this in-person contact. In total 310 participants.

### Joint Airline Campaigns

#### Condor

The campaign with Condor consisted of:

Retargeting & Meta Ads: After clicking on our advertisements, 32 bookings and over 70.000 euros in turnover were generated. Our campaigns were directly involved in another 100 bookings with more than 50.000 euros turnover.

B2C Newsletter

Operate: 26,63 %

Clickrate: 3,01 % Total clicks: 188

Link to: <https://www.condor.com/de/fluege/mauritius/>

B2B Facebook Group Post

"Condor: Wir lieben Expis"

- Date: Dec. 02, 2021
- Impressions: 766
- Reactions: 15

Eurowings

From 27/12/-31/12/2021

Infoscreens:

- 89 screens
- 6 spots per hour (10 sec)
- Infoscreens are digital billboards showing motion pictures, placed on underground and suburban train platforms in large cities. \* Captive audience, as screens are placed in a low stimulus public space and an exclusive waiting situation. Positive perception through mix of editorial content and advertising messages.

- Touchpoints: Underground/suburban railway stations
- Reach: 2 000 000 contacts

Station Videos

- 105 screens
- 20 spots per hour (10 sec)
- Screens are placed at highly frequented locations in railway stations and positioned in a pass by situation. As several screens are operating simultaneously, a strong ad impact will be achieved.
- Reach: 1 500 000 contacts



### Luxury Trade Media Activation

#### Connoisseur Circle

Connoisseur Circle is a brand that is exclusively directed to luxury travellers, addressing both consumers and trade. Mauritius was included within an advertising package to address luxury trade for the reopening of borders.

12,500 business contacts,

20,000 subscribers counter before 9,

15,000 travel-savvy connoisseurs

#### CC VIP BRIEFLY

The new B2B newsletter is sent out every two weeks and provides brief and concise information about top offers and current industry events

Reach:

12,500 business contacts, almost 6 000 B2B tourism experts

#### Luxusinsider

Six years ago, LuxusInsider became the first and the only specialist trade magazine for the sale of luxury travel in German speaking Europe. LuxusInsider quickly established itself as the central media outlet of the luxury travel community: our readers come to us with inside information and we are regularly asked for assessments of products and suppliers.

Exclusive special newsletter

This special newsletter is sent only for Mauritius! The monothematic Mauritius newsletter was sent on the 4th December to the entire distribution list of LuxusInsider - to 16.600 professional readers from the luxury travel industry.

#### 80 Days Campaign

PR Manager Conny Fischer and Marketing Manager Kerstin Sanger confirmed advertising spaces as per approved media buying plan for the 80 Days Campaign and budget reallocation. Reschedule for August/September/October 2021; used for Reopening message.

- Axel Springer Banner Advertising: 190.007 total impressions, 1.544 clicks, 0.81% CTR;

#### Lascana Brand campaign

The swimwear and lingerie brand Lascana will celebrate their 20th brand anniversary in 2022. The Lascana team as well as

a testimonial - celebrity Victoria Swarovski - traveled to Mauritius in order to shoot the new collections of swimwear and lingerie. The shooting for the upcoming campaign took place in Mauritius from October 25-30, 2021.

Outcome: Total media value of 80.000 EUR.

### January 2022 – June 2022

#### Summary of Activities

- Easter Campaign: Eurowings Discover Roadshow, IMM, Influencer Group Trip, Podcast, OTA Campaign
- BMW International Open
- Feierabend Talk Vtours
- Kunstlabor Art Project
- Golden City Gate Award Ceremony
- Broadcast Traumschiff
- Sales Calls
- Media Calls
- Study with University Bremerhaven
- Press Trips
- Influencer Trips
- Facebook & Instagram organic posts
- Press releases
- Trade newsletters
- ITB
- Shipping

### Mauritius Podcast

The travel podcast Welttournee is made by two travelers who give information about what to do and what to experience in the most unique destinations around the world. A dedicated Mauritius episode of around 25-30 minutes was produced including social media and website integration. Mauritius Now content was integrated in the podcast and MauritiusNow website and current travel information was named as well. The two travellers already have been to Mauritius, so no extras for a trip had to be included. The podcast was broadcasted on March 19 on Spotify and Apple Podcast.

- Podcast: 18.500 listeners
- Website: 30.000 visits/month

### BMW Golf Cup

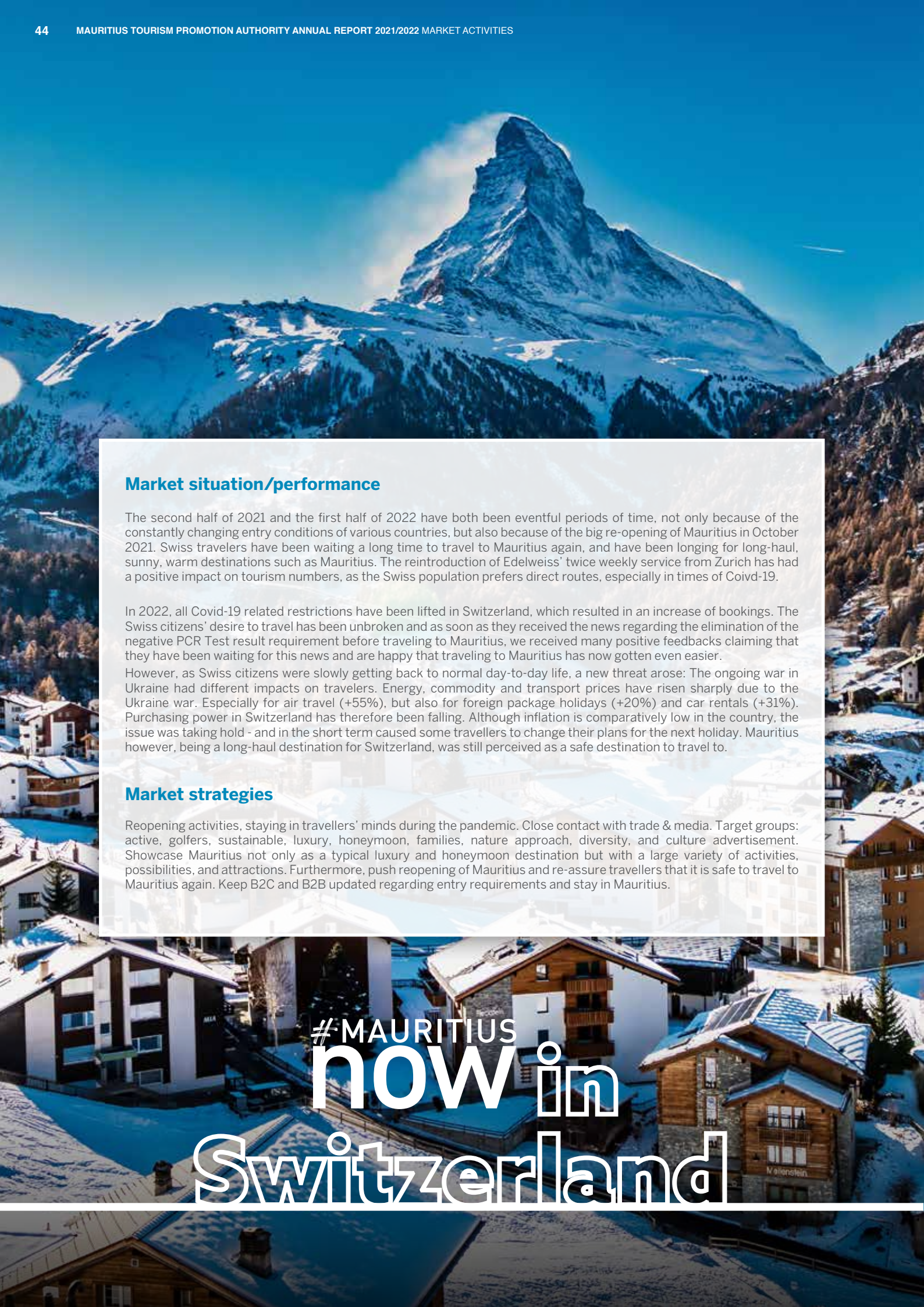
The BMW Golf Cup is the largest international tournament series for golf amateurs. All of the 100.000 amateur golfers who tee off at the BMW Golf Cup all over the world have this great goal in mind: qualifying for the world finals, to which BMW has invited the country's best players every year since 1995. A unique event that far exceeds the standards of an ordinary amateur event. The participants from around 50 nations and their companions experience an international tournament of professional standard on breath-taking golf courses, fascinating evening and side events as well as great encounters with golf enthusiasts from all over the world

- VISITORS: 52.000 and 3.500 VIP-guests on site
- LIVE COVERAGE & TV Contacts: to be provided by BMW – a separate report will follow 2022

The ITB 2022 took place virtually once again.

Still, we believe it was a good opportunity to show presence on your behalf with one AVIAREPS representative for the trade and one for PR in order to get the best out of the Digital Business Day.





### Market situation/performance

The second half of 2021 and the first half of 2022 have both been eventful periods of time, not only because of the constantly changing entry conditions of various countries, but also because of the big re-opening of Mauritius in October 2021. Swiss travelers have been waiting a long time to travel to Mauritius again, and have been longing for long-haul, sunny, warm destinations such as Mauritius. The reintroduction of Edelweiss' twice weekly service from Zurich has had a positive impact on tourism numbers, as the Swiss population prefers direct routes, especially in times of Covid-19.

In 2022, all Covid-19 related restrictions have been lifted in Switzerland, which resulted in an increase of bookings. The Swiss citizens' desire to travel has been unbroken and as soon as they received the news regarding the elimination of the negative PCR Test result requirement before traveling to Mauritius, we received many positive feedbacks claiming that they have been waiting for this news and are happy that traveling to Mauritius has now gotten even easier.

However, as Swiss citizens were slowly getting back to normal day-to-day life, a new threat arose: The ongoing war in Ukraine had different impacts on travelers. Energy, commodity and transport prices have risen sharply due to the Ukraine war. Especially for air travel (+55%), but also for foreign package holidays (+20%) and car rentals (+31%). Purchasing power in Switzerland has therefore been falling. Although inflation is comparatively low in the country, the issue was taking hold - and in the short term caused some travellers to change their plans for the next holiday. Mauritius however, being a long-haul destination for Switzerland, was still perceived as a safe destination to travel to.

### Market strategies

Reopening activities, staying in travellers' minds during the pandemic. Close contact with trade & media. Target groups: active, golfers, sustainable, luxury, honeymoon, families, nature approach, diversity, and culture advertisement. Showcase Mauritius not only as a typical luxury and honeymoon destination but with a large variety of activities, possibilities, and attractions. Furthermore, push reopening of Mauritius and re-assure travellers that it is safe to travel to Mauritius again. Keep B2C and B2B updated regarding entry requirements and stay in Mauritius.

#MAURITIUS  
**now** in  
 Switzerland



### Achievements in term of KPIs

Trade & Marketing	Number	PR achieved KPI	Number
Sales calls (See below)		Media Reach	
Travel Agents trained through (virtual) events, sales calls etc.	250	Media Value	n/a
Trade campaigns		Press pieces	7
-Trade media campaigns	3	Media visits	
-Trade Newsletters year-round, bi-monthly	8	None due to pandemic/home office	
Workshops		Media support	
- None due to pandemic	n/a	Individual Press trip support	3
Roadshows	2	Media events	
FAM visitors	5 Tour operators	None due to pandemic	
• Mega FAM Trip in November 2021	1 journalist	Media calls/Meetings	
B2C Events		Year round constant contact with main partners	
• Let's go Tours VIP Event	1		
• Hotelplan Easter Egg Hunt Event	1		
Social media & Blogtrip achieved KPI	Number		
Influencer press trip with Morgane Schaller	1		

### List of activities July 2021 – December 2021

#### Summary of Actions

- Facebook & Instagram organic posts
- Social Media boosting
- Joint Marketing Activities with TOs (Let's go Tours, Manta Reisen, Départ Voyages & Hotelplan)
- Edelweiss Campaign

- Mega FAM Trip
- Mauritius KLM Webinar
- MTPA DACH Webinars
- Virtual DACH Fair
- Press releases
- Trade newsletters

**Target:** B2C & B2B  
**Achievements:** Contact with trade for reopening and for updates on entry conditions, staying in travelers minds.

### January 2022 – June 2022

SFrom January to June 2022, both B2C and B2B activities have been carried out. We cooperated with a French-Swiss influencer, Morgane Schaller, and organized a trip for her. In addition, a group press trip has been organized and carried out in June 2022. B2B has been addressed by both a promotion and an interview on Travelnews.ch. Further, newsletters have been send out to our trade database of over around 600 contacts.

Press and therefore B2B and B2C has been addressed by sending out press releases, prepared in German and French and distributed to our database of around 250 media contacts.

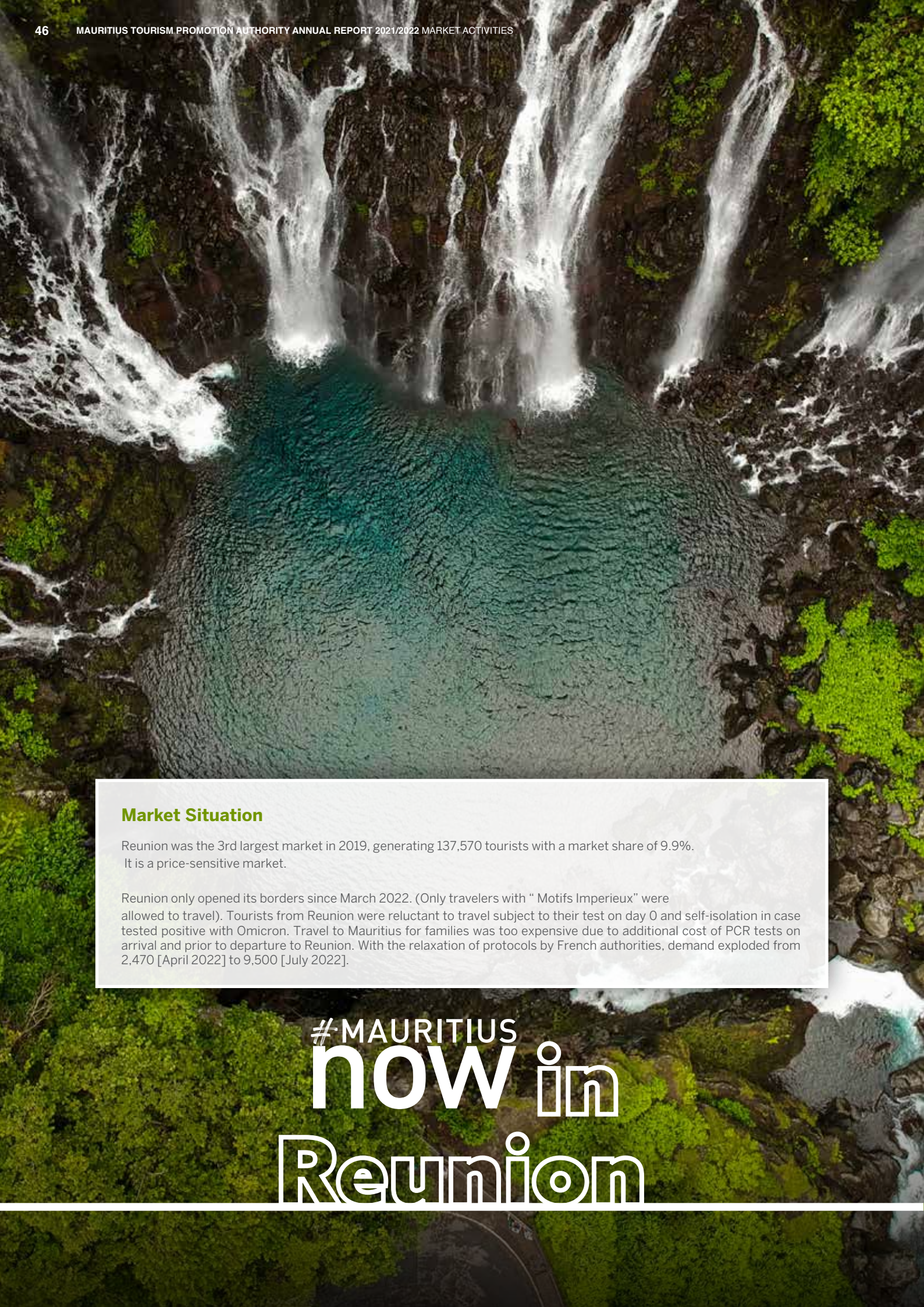
#### Summary of Actions

- Easter Egg Hunt in collaboration with Hotelplan
- Cinema Campaign
- Influencer Press Trip
- Group Press Trip
- LED Window Displays in collaboration with Let's go Tours

- Travelnews Interview with Director Arvind Bundhun
- Travelnews Promotion
- Facebook & Instagram organic posts
- Press releases
- Trade newsletters

**Target:** B2B & B2C  
**Achievements:** Push bookings for upcoming low season





**Market Situation**

Reunion was the 3rd largest market in 2019, generating 137,570 tourists with a market share of 9.9%. It is a price-sensitive market.

Reunion only opened its borders since March 2022. (Only travelers with " Motifs Imperieux" were allowed to travel). Tourists from Reunion were reluctant to travel subject to their test on day 0 and self-isolation in case tested positive with Omicron. Travel to Mauritius for families was too expensive due to additional cost of PCR tests on arrival and prior to departure to Reunion. With the relaxation of protocols by French authorities, demand exploded from 2,470 [April 2022] to 9,500 [July 2022].

#MAURITIUS  
**now** in  
Reunion

**Connectivity**

Air Mauritius and Air Austral have maintained a minimum number of flights between July 2021 and June 2022, with an increase in capacity as soon as there was demand. Pierrefonds airport, which closed in March 2020, has not reopened.

**Target Market**

- couples outside the school vacation periods: they travel for short periods (3 to 5 days) but sometimes several times a year.
- families during school vacations (July/August, October, December/January, March and May)
- Golfers all year round (but especially during the low season) several times a year
- Senior citizens will have more difficulty considering a trip, for fear of getting sick far from home (feeling reinforced by pandemic)

**Competition**

Although Air Austral has announced several times the resumption of its flights to South Africa, Air Austral has resumed many regional flights to Bangkok and Nosy Be since April 2022. Competitive rate to travel to France. The cost of airfare was only Eur 500.

**Communication action plan since the confinement July 2021-june 2022**

Web actions and digital campaigns

- Influencer trip Dimitri Raul
- Digital campaign "pre-opening" end of September 2021
- Big live concert Facebook Ramanissum in September 2021
- Strong presence reinforced on Facebook.



**Fam trip MTPA**

November 14th-18th  
3 journalists (JIR, FEMME MAG/ MADE IN REUNION, LE QUOTIDIEN) 3 Tour Operators from ANTHURIUM, RANSCONTINENTS, VOYAZIL Zoorit/ MTPA Réunion: 2 representatives

**Actions on the ground to boost the golf segment**

Flight validity for 2022

**GOLF competition event in Reunion Island (Colorado)**

**Special Edition Maurice Femme Mag**

Creation of the editorial and photographic content of a special 68-page Femme Mag Maurice Traditional print run at 30,000 copies, including 5,500 copies delivered to subscribers, 2000 copies made available to travel agencies

**TV show partnership : EAT "Epicurien à Table"**

- Positioning Mauritius as a culinary destination and promote it through a well known TV show in Reunion Island. 3 dedicated series.
- Partnership with Réunion La 1ère : MTPA logo posted
- Facebook Page of EAT
- Réunion La 1ère Replay Websitety + Facebook Page
- Published on Maurice Tourisme Facebook Page in Reunion Island



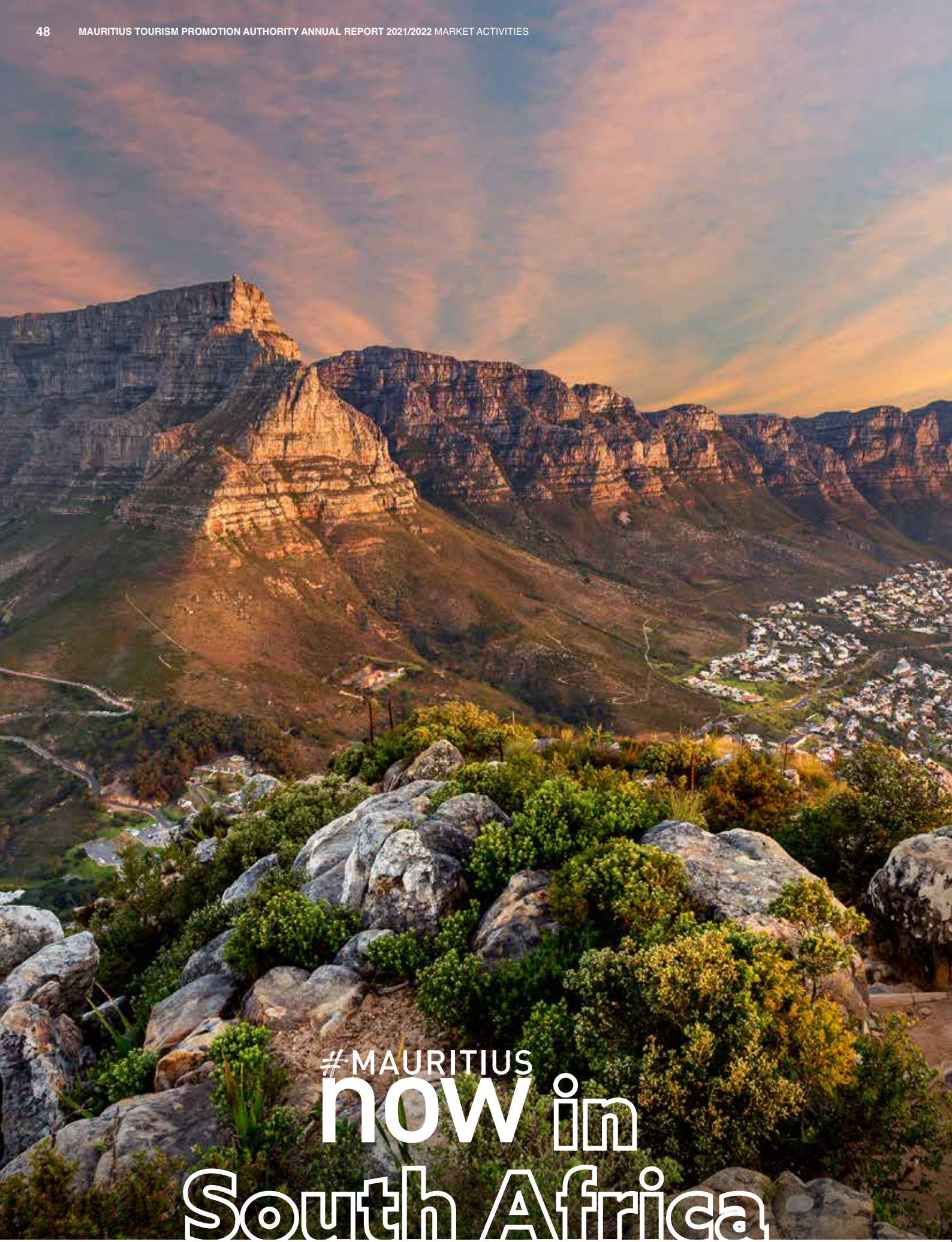
**Press trip 2nd to 5th May 2022, before the school holidays in Reunion Islands.**

- 4 days to experience family activities / hotels - Organization of a press trip and invitation to 5 top journalists:
- Le JIR
  - Le QUOTIDIEN
  - TELEMAG+ (2)
  - ANAKAOPRESS (Gadiamb magazine; Grenadine; Teck-Tech)

"FAMILY" theme to promote Mauritius as a family destination and to increase bookings. Indeed, this target was more difficult to reach due to the protocol and the tests required for all (even children) to travel.

The journalists experienced kids' friendly hotels, new family activities and this was also a second presstrip after the reopening of the destination in the mid-February.





#MAURITIUS  
**now** in  
**South Africa**



#### Market Situation and Performance:

South Africa remains the 5th largest source market and is an important proximity market for the destination.

In December 2019, arrivals from South Africa totalled 118 556 and represented 8.6% market share. 2020 started strong with January and February arrivals at 15 284 up 15.8% on the same period in 2019. However, the outbreak of the global Covid-19 pandemic in mid-March resulted in borders between the two countries closing and a travel ban on all international tourists to Mauritius.

This lockdown situation remained in place for the period under review i.e. from July 2020 to June 2021. As such, South Africa registered a decrease of 83.7% compared to 2019 arrivals. With the travel ban still in place during the first quarter of 2021, only 54 tourists travelled to the destination compared to the same period in 2020.

It is to be noted that following the outbreak of the Covid-19 pandemic, the national borders of Mauritius were completely closed from 20 March to 30 September 2020. A travel ban on South Africa was imposed in January 2021 and remained in place for the period under review for this report.

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

#### Impact of global Covid-19 pandemic

2020 started well and was trending upwards, with 15,284 arrivals in January and February, up 15.8% over the first two months of 2019. However, the outbreak of the global Covid-19 pandemic that hit both South Africa and Mauritius in mid-March, resulted in both countries implementing level 5 lockdown regulations almost overnight, and a complete shutdown of the travel and tourism sectors, in line with the global industry.

The lockdown had a devastating impact on the sector around the world and in South Africa, with millions of dollars in lost revenue, thousands of job losses and retrenchments, company and hotel closures, and many airlines closing or being placed into business rescue, including Air Mauritius, South African Airways and BA/Comair.

As at end June 2021 the situation had not changed, and the travel ban on South Africa remained in place. There was no travel between the two countries, apart from a few repatriation and cargo flights.



**Market strategy:**

With no travel between the two countries taking place during this reporting period, it remained important to keep news about the destination in the media and within the local travel sector. This was to ensure that once travel could take place again, Mauritius would stand out as a destination of choice for South Africans wanting to venture out and travel beyond the country's borders once again.

The focus was on delivering key messages to the B2B and B2C target markets:

- Mauritius is a Covid-19 safe destination, due to the implementation of strict and stringent health, safety and hygiene protocols across the island
- Mauritius is ready and waiting to welcome South African visitors back to its beautiful shores
- Mauritius is a short-haul destination and delivers the full-package luxury island holiday experience from arrival to departure
- When it is time to travel again, reawaken your soul in a peaceful and stunning paradise island setting

The main activities driving the strategy during this period were across digital platforms:

- Digital / paid media campaigns
- Rather Be in Mauritius website refresh
- Social media content calendars and community management / engagement
- Online training and communication with travel trade via Travel Info platform
- Virtual roadshows, workshops and travel expos
- eNewsletter for trade
- Media releases, interviews

Ongoing updates, communiques and news alerts were shared with the tour operators, travel agents and media to keep all target markets informed and educated.



**Achievements in terms of KPIs:**

**Trade and Marketing:**

- Regular emailers and calls to top tour operators
- Reports on industry insights, trends and travel updates
- Virtual 3-day national roadshow with local Mauritius partners
- Virtual travel workshop with travel agents
- Webinar – Mauritius Reopening travel protocols
- eNewsletter to trade database
- Engagement, education and training with travel agents via Travel Info digital platform

**Social Media:**

Engagement rate overall: 6.67%

- Facebook: 6.63%
- Instagram: 10.2%
- Twitter: 3.2%

Total fan growth percentage: 8%

Number of new fans: 9183

- Facebook: 5021
- Twitter: 3160
- Instagram: 1002

**PR achieved:**

Issued media releases, interaction with target media, set up media interviews

**Press coverage / pieces:**

Meropa generated 165 pieces of media coverage for the period July 2020 – June 2021

**Media audience / Media value:**

The AVE (Advertising Value Equivalency) for the period is: R 5 528 308,77  
Circulation / audience reach is: 130 431 616

**Activities:**

Due to the global pandemic that resulted in border closures and a travel ban, all trade, marketing and PR activity during this period was focused mainly on digital campaigns, online workshops and social media.

There was regular and consistent interaction with the trade – tour operators, travel agents – via calls, emails, eNewsletters, online workshops and regular communiques and travel alerts, to keep them informed and updated of all activity and news about the destination.

Strategic digital and social media campaigns were rolled out during the year to keep the destination top of mind among our key target audiences.

Regular media releases were issued to both trade and consumer publications to keep the target markets informed, educated and updated.

**Trade and Marketing:**

- Regular emailers and calls to top tour operators: monthly
- Reports on industry insights, trends and travel updates: quarterly
- Virtual 3-day national roadshow with local Mauritius partners: October 23, 27 & 28, 2020
- Virtual travel workshop with travel agents: August 04 & 05, 2020
- Webinar – Mauritius Reopening travel protocols: June 25, 2021
- eNewsletter to trade database: November 2020
- Engagement, education and training with travel agents via Travel Info digital platform: monthly



**Virtual Roadshow – 23, 27 and 28 October 2020:**

- Hosted a virtual round-robin format roadshow over 3 days
- 27 local Mauritius partners participated, hosted tables
- 320 delegates registered for the event
- Approx. 270 delegates logged in and attended on one day
- Excellent participation and feedback

Virtual travel workshop with travel agents: August 04 – 05, 2020

- 23 exhibitors and 365 participants participated over the two-day workshop.
- As MTPA SA, had a presentation slot to showcase destination and as an educational training tool; held virtual one-on-one meetings with agents

**Trade eNewsletter – December 2020:**

Compiled a newsletter for trade highlighting activities and news



**Travel Info portal**

Uploaded online destination training modules for travel agents, updates and communiques, news and travel alerts, online quiz, videos and media releases for travel agents nationally to access

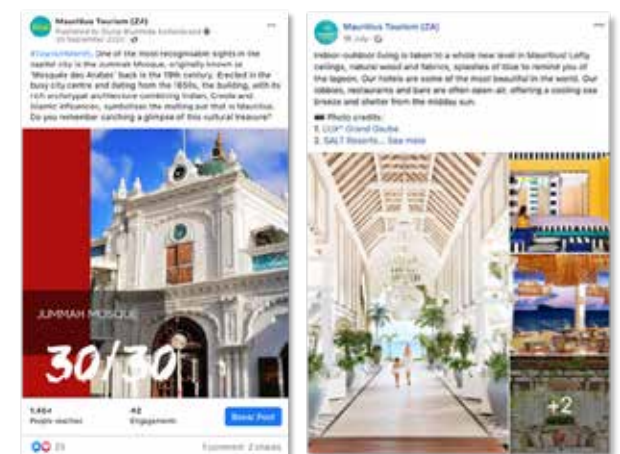
**Digital and Social Media Campaigns:**

Strategic digital and social media campaigns were rolled out during the year to keep the destination top of mind among our key target audiences.

www.ratherbeinmauritius.co.za – website refresh

**Premium Visa digital campaign**

**Social Media**



**Media activity / coverage:**

Regular media releases were issued to both trade and consumer publications to keep the target markets informed, educated and updated.





**PR Activities**

PR Results

255 articles  
10 millions reach  
\$ 3.9 million PR Value  
PR communication

MTPA India is 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 family.

- 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

**Tourist Arrivals in Mauritius from India**

<b>2017</b>	<b>82,294</b>
<b>2018</b>	<b>85,766</b>
<b>2019</b>	<b>75,673</b>
<b>2020</b>	<b>12,781</b>
<b>2021</b>	<b>2,845</b>
<b>2022</b>	<b>19,137</b>

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**now in India**

**Press releases and Write-ups**

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

**Fam Trips**

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	13th to 20th Nov 2021 (BOM/MRU/BOM)
Type	Agents Fam Trip (focus on cuisine, heritage, culture)
MTPA – India organised Agents Familiarisation trip to Mauritius from Mumbai 13th to 20th November 2021. Itinerary was curated mainly to cover the cuisine, heritage, culture. (Please find day to day itinerary and list of attendees as below.)	

**MTPA -Agent Workshop – Pune – 22nd Mar 2022**

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. Mauritius Tourism Promotion Authority organised the Agents Workshop & Product Presentation on 22nd March at the Hotel Taj Blue Diamond.

It was well attended by about 75 travel agents. In addition to the main destination presentation by MTPA India, Presentations were made by 13 Mauritian partners - Air Mauritius, Oberoi, In Tune, Solis 360, Intercontinental, Marriott, Blue Sensation, Anantara, the Residence, Outrigger, Rui, Sunzee Holidays & Beachcomber. 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.

**Advertising Launch Event**

Mumbai - 25 March 2022  
Arvind Bundhun, Director of Mauritius Tourism Promotion Authority unveiled the new advertising campaign at a glittering ceremony in Bombay on Friday, 25th March. The campaign "Where Else but Mauritius" has different facets covering various target groups and is designed to attract more Indian visitors to explore the wide variety of offerings that makes Mauritius one of the most popular travel destinations for Indians.

This campaign, in it's first phase, seeks to spread awareness about the destination's Romance, Adventure, Wildlife, Nature, Gastronomy, Culture and Heritage on social media to encourage Indian travellers to visit and explore the country's offerings and its sustainable tourism practices. The new marketing campaign's primary focus is the destination's appeal to the Indian visitors. The core of the campaign rests on aspirational, enriching and engaging experiences which go well beyond the usual and regular.

The campaign was launched in the presence of celebrity influencers, media, travel agents, weddings planners and film producers over Cocktails & Dinner. More than 120 top head of Tour Operators, media, film producers and wedding planners attended the function held at Hotel Sofitel BKC in Mumbai.

**Poonawalla Stud Farms Auction Sale Stakes Race**

The Director also attended the prestigious Poonawalla Stud Farms Auction Sale Stakes Race Day on 27th March 2022 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.

**OTR – India  
BOM, BLR, MAA, DEL – 28 March – 02 April 2022 (B2B event)**

- Mauritius at OTR 2022
- Mauritius Tourism Promotion Authority, along with Air Mauritius, 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, Bengaluru, Chennai 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.
- When will the Direct flights from Delhi, Bangalore & Chennai resume?
- Due to the flights only from Ex Mumbai & the connectivity time the families choose other destinations.
- Agents mainly promote the 3 Island tours, the DMC's need to suggest other attractions as well.





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**now** in Italy



**Market strategies**

The strategy and activities implemented for 2021/2022 were conceived in order to relaunch the destination in the market that was slowly but steadily reopening. In fact, despite Mauritius completely reopened in October 2021, in Italy it took a few more months to get back to normal and new restrictions came during Italian winter 2021 (September to January).

Great attention was put to exploit available travel options (incl. Italian Government Tourism Corridors to a selection of safe destinations) and to strengthen personal relationship and coop with strategic trade and media contacts.

The strategy was also aimed to recreate/relaunch interest and demand among consumers, showcasing safety and new entry procedures and destinations wonders for all kind of travelers, in order to further facilitate trade in purchasing the destination.

**Achievements in term of KPIs (until August 2022)**

Trade & Marketing	Number
Sales calls	249
Travel Agents trained	105
Travel Campaigns	7
Workshops	1
FAM visitors	1
B2C Events	2
B2C Fam	N.A.

PR achieved KPI	Number
Media Audience	8.632.040 readership 750.678.247 monthly aud
Media Value	399.928,00 € AEV
Press Pieces	214 generated articles
Media Visits	2
Media Support	20
Media events	2 (Trade & Media Roadshow)
Media Calls/ Meetings	6 1to1 interviews

Social media & Blogtrip achieved KPI	Number
Engagement rate	N.A.
Number of new fam	N.A.
Number of influencers	1 (Andrea Petroni & family)
Total reach blogtrips	373,689 (social profiles reach: 127,586 FB + 252,586 IG + 95,100 TikTok + 5,203 LinkedIn + 20,800 Twitter)
Number of publications produced	2 (Ambassador Program)
Number of interactions blogtrips	N.A. - project will end in October



**List of activities**

**Trade activities**

- Joint campaign with Tour Operator
- Forums with Tour Operator
- Participation to the Mega FAM Tri
- Trade & Media Roadsho
- E-learning program + Incentive Campaign\*
- BIT 2022\*
- Culinary event "Mauritius Gourmet Week"\*\*\*\*

**Consumer activities**

- Own Channels
- Mauritius Now Campaign – Phase 2 Out Of Home Advertising - Branded Tram in Milan
- Digital Advertising Campaign on Iodonna.it - CAIRORCS Network
- Consumer promotion at COIN Excelsior Milan
- Consumer promotion "Outlet Weekend"
- Social Media Campaign

**PR Activities**

- Brand Ambassador Program\*\*\*\*
- 1to1 interviews on the occasion of trade fairs/special announcements
- Press releases
- Support to media visits
- Highlight - best coverage of the year

**Trade Activities**

**Joint Campaign with Tour Operators (From October 2021 to May 2022)**

Objectives & description: Definition and implementation of joint marketing campaigns with main TOs selling the destination with B2B and B2C activities.

**Forums with Tour Operators (17th September & 29th October 2021)**

Objectives & description: Organization of 2 virtual Forums dedicated to the meeting between the Italian tour operating and the representatives of the private sector of Mauritius, examining problems and difficulties and looking for solutions and opportunities to be developed. Focus of the first Forum has been the segment of weddings and honeymoons, while the focus of the second one has been the luxury segment.

Both Forums have been organized and managed by Aviareps through ClickMeeting platform

**Participation to the Mega FAM Trip (11th - 19th November 2021)**

Date:  
Objectives & description: Activity part of the collective efforts to increase the visibility of Mauritius in different target markets. Participants (TOs and trade media) had the opportunity to experience the island and interact with local stakeholders.

Participants:  
Tour Operators: African Explorer/World Explorer, Alidays, Alpitour World, Ti.Es.Bi, Viaggi del Mappamondo  
Trade Media: L'Agenzia di Viaggi, Travel Quotidiano, TTG Italia

Achievements:  
5 articles on key trade media

**Trade & Media Roadshow (1st & 2nd December 2021)**

Objectives & description: 2 days networking event, one in Milan and one in Rome, to meet and engage with Italian trade and media. Meet key industry players, develop and enhance business relationships with Tour Operators; Strengthen relationships with MTPA key stakeholders; Promote the destination to Travel Agents;

Achievements:  
27 tour operators, 11 travel agents, 8 partners, 27 journalists, 4 influencer in Milan  
15 tour operators, 8 travel agents, 2 partners, 8 journalists, 2 influencer in Rome

**E-learning program + Incentive Campaign 3 months (22nd February - 25th May 2022)**

Objectives & description: Development of a new e-learning program dedicated to Mauritius in co-operation with Turismo & Attualità, to give the opportunity to travel agents to enhance their knowledge of the island of Mauritius.



Achievements:  
Total number of users who joined the program: 221 Total number of users who completed the program: 105 4 agents will be selected to attend the FAM Trip.

**BIT\* (10-12 April 2022)**

Objectives & description: Participation of MTPA at BIT, the event that brings together tourism industry experts, media and travellers. (MTPA attended with 8 partners: Air Mauritius, Beachcomber Resorts & Hotels, Le Palmiste, Maritim Resort & Spa Mauritius, Rogers Hospitality, Rudolf Reisen, Sega Tours, Sun Resorts.

Achievements:  
Around 600 people among tour operators, travel agents, travel bloggers, journalists and consumers visited the Mauritius stand during the 3 days. MTPA Italy collected 90 business cards. 650 copies of the Mauritius brochure and map were distributed.

**Culinary event "Mauritius Gourmet Week" (20th - 24th September 2022)**

Objectives & description: Organization of a special gastronomic week dedicated to Mauritius with Chef Coopen of Shandrani Beachcomber Resorts & Spa / Beachcomber Resorts & Hotels, at Identità Golose, one of the most well-known food hub of Milan win partnership with Beachcomber Resorts & Hotels, Alpitour World, Air Mauritius

**Consumer activities**

**Own Channels**

Date: October 2021 - September 2022  
Objectives & description: MTPA Italy is managing the Italian Facebook page with the aim to develop a posting plan with informational and inspirational subjects and create a positive social buzz on the destination, and to increase social media engagement and traffic acquisition. Own channels management also include answers to direct messages in Messenger with specific requests and moderation of comments. Users are also engaged with requests to post their own holiday pictures.

Achievements:  
64,529 fans on Facebook  
100% response rate on Messenger, answering consumers requests

**Social Media - Traffic campaign:**

Reach: 1,218,250  
Impressions: 3,116,155  
Unique Outbound clicks: 82,475 (result 4x compared to estimates) All clicks: 132,856 (result 4x compared to estimates)  
Google Ads - Display campaign:  
Impressions: 7,402,954  
Clicks: 59,518  
Google Ads - SEA campaign:  
Impressions: 114,098 (result 2.5x compared to estimates)  
Clicks: 13,005 (result 3x compared to estimates)

**Out Of Home Advertising - Branded Tram in Milan**

Date: October - November 2021 (28 days)  
Objectives & description: Full wrap of a jumbo tram at three carriages in Milan that covered 3 lines within the city.

Achievements:  
Reach: 1,377,474 contacts  
Photos/visuals to be included:



**Digital Advertising Campaign on Iodonna.it - CAIRORCS Network**

Date: 13th - 26th December 2021  
Objectives & description: Digital Advertising Campaign on Iodonna.it (CAIRORCS Network), addressed to a female target. It included a Native article with image gallery, Newsletter launch, Facebook post.

Achievements:  
Native:  
Page views: 6,257  
Unique users: 4,750  
Time spent: 01:28  
Facebook  
Reach: 125,227  
Interaction: 2,818 Newsletter: Sendings: 12,000  
Open Rate: 17%



### Consumer promotion at COIN Excelsior Milan

Period: 6th - 8th May 2022

Objectives & description:

Organization of a three day promotion at Coin Excelsior store in Corso Vercelli in Milan, during Mother's day weekend (from 6th to 8th May).

Mauritius was present in the store with an attractive dedicated corner (clearly visible from the outside of the store) including a photo booth, 2 digital screens and pictures showcasing the many beauties of Mauritius, to provide Coin clients with information about the destination and celebrate all mothers offering a special Mauritian gift. MTPA presence at Coin Excelsior store has been supported by an advertising communication campaign on Out Of Home digital screens of Coin in Corso Vercelli.

Achievements: 500maps distributed

500 beach bags distributed

200 flowers of Anthurium distributed 183 pictures taken at the photo booth 3 articles issued



### Consumer promotion "Outlet Weekend"

Period: 1st - 3rd July 2022

Objectives & description:

In order to promote Mauritius as an ideal holiday destination which offers diversified experiences suitable for different traveller audiences, the 2021-2022 strategy included a 3-day event dedicated to the final consumers which took place at Scalo Milano Outlet & More, the shopping village only 15 minutes away from Milan, during the first weekend of summer sales.

Visitors had the possibility to participate in a contest to win a trip to Mauritius for 2 people. All shoppers who participated actively in the event received a card to fill out with personal data and inserted it in a ballot box. The cards have been drafted and the winner announced within end of July.

Mauritius Brand Ambassador, Andrea Petroni, was present on 2nd July and entertained the attending people with the experience of his first travel to Mauritius.

Achievements:

800 maps distributed

800 beach bags distributed

750 card filled out to participate to the contest 400+ pictures taken at the photo booth

2,500 people in total visited the Scalo Milano Hub

6 articles issued (336,900 online monthly audience and 7,050 € ADV value) 1 FB event + 2 FB post (10k reach)



### Social Media Campaign

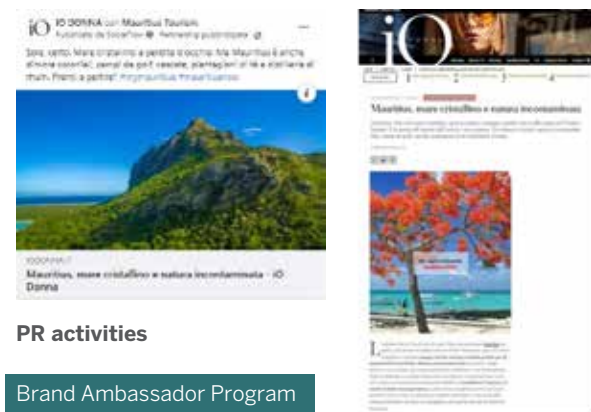
Date: June - September 2022

Objectives & description:

The main objectives of the campaign have been to create destination awareness and understanding, in order to create demand and push sales of the destination. The channels involved have been Social Media (Facebook & Instagram)

Achievements:

Campaign is running until end of September 2022.



### PR activities

#### Brand Ambassador Program

Date: mid June-mid October

Objectives & description:

Organization of "triple" action in coop with the selected ambassador for MTPA in Italy, reliable and authoritative travel/family blogger Andrea Petroni

The action included three main areas:

Social Engagement (a calendar of Mauritius dedicated contents on Andrea's social channels fully dedicated to Mauritius)

Content area (two articles on Andrea's blog)

Events/Trips (guaranteed Andrea's presence to MTPA events - Outlet weekend and Mauritius Gourmet Week. Furthermore Andrea, who already knew the destination, "refreshed" his Mauritian experience with a trip held in August with his whole family, hosted in coop with airline and 3 partner hotel

Achievements: As coop is still in progress, full report with total figures will be available at the end of October

### 1to1 interviews

1to1 interviews with MTPA spokesperson were held with key trade media on the occasions of fairs and events:

### Press releases

A mix of locally composed (also in highlighting partners news) and corporate releases was distributed to Italian press and trade throughout the year.

### Support to media visits (3)

Invited 3 trade media to Megafam held in November (L'Agenzia di Viaggi, Travel Quotidiano, TTG Italia)

Supported with Excursions media visit of Journalist Francesca Alliata Bronner - Editor at Huffington Post, hosted at C Mauritius (23-30/12/2021)

Supported with Excursions TV production Pandataria film (audiovisual production company accredited as a RAI (Italian public TV) supplier, in particular the director who will curate the films, Salvatore Braca, owner of the company, has been making documentaries for RAI for over 35 years)

The troupe was in Mauritius from 20/2 to 8/3/22 with an international expedition for an underwater shooting (especially from 21 to 28) organized by Aldo Ferrucci.

### Highlight - top coverage of the year

Media: Kilimangiaro (travel broadcast on 3rd public TV national channel) Audience: 1,519,000

Headline: Mauritius, the giants of the sea

Generated by press trip February-March 2022 also available on demand online on Raiplay (<https://www.raiplay.it/video/2022/04/Mauritius-i-giganti-del-mare---Kilimangiaro13032022-1fcb8534-40b4-4330-a66e-df4ef4e11ba7.html>)







**Travel Trade Activities Overview  
January - September 2022**

Trade & Marketing	Number
Sales calls	222
No. of Sales Calls over the phone	158
Travel Agent in-house training workshop	21
Webinars	10
Total No. of agents trained (Sales calls, in-house training & webinar)	847
E-newsletter	09
Total no. of agents pro-actively selling Mauritius packages	62
Travel Agent Fam trip	02
1) October 2022 Holidays by Saudia Staff & Management	(Planned)
2) November 2022 KSA Travel Trade Fam Trip (Riyadh & Jeddah)	
Travel Trade Joint Campaigns:	03
1) Holidays by Saudia	
2) Seera	
3) Saudia International Travel Agency	
Events, Roadshows & Exhibitions	03
1) Arabian Travel Market: 9th - 12th May 2022	
2) Roadshow in Jeddah: 4th September 2022	
3) Roadshow in Al Khobar: 5th September 2022	
4) Roadshow in Riyadh: 6th September 2022	
5) KBLT 2022 in Riyadh: 11th October 2022 (upcoming)	



**Public Relations Activities  
January - September 2022**

PR	Number
No. of Press Releases created & distributed	09
No. of Media Interviews Coordinated (includes Dubai Mission)	24
Media/Influencer Fam Trip	01
1) Media & Influencer fam trip 2nd week of October 2022	(Planned)
Total PR Value achieved (Press Releases + Media Interviews)	USD 1,900,000 approx.
Social Media Overview (Facebook, YouTube & Instagram)	15+ Million Impression
Social Media Campaign July – September 2022	01

**MTPA Roadshows**



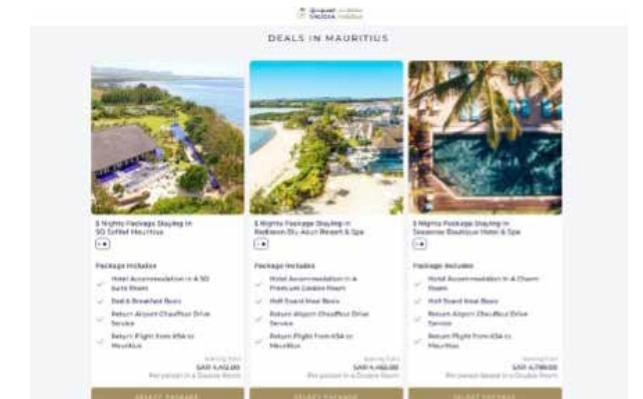
**Interviews coordinated for MTPA Director**



**Coverage from Press Releases**



**Packages Developed by Saudi Travel Trade**





Mauritius

#now

taking  
off



## 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 2022**

**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 2022 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 2022, 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 International Public Sector Accounting Standards, 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;
- (d) in my opinion, the Mauritius Tourism Promotion Authority has been applying its resources and carrying out its operations economically, efficiently and effectively; and
- (e) the provisions of Part V of the Public Procurement Act regarding the bidding process have been complied with.

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

I believe that the audit evidence I have obtained is sufficient and appropriate to provide a basis for my qualified 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, except for the matter reported, nothing has come to my attention that causes me to believe that:

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

#### **Restore of Image of Mauritius Project**

A service contract in connection with the Project for the period July to December 2021 was awarded to a foreign company as an extension for a previous contract for the sum of Euro 468,000 (Rs 22 million) without prior Board approval. Contract documents were signed in February 2022 when activities under the contract were nearing completion. Board was informed of the contract in March 2022.

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

Except for the matter referred to hereunder, 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.

#### **MauritiusNow Campaign**

A project consisting of seven components with value totaling some Rs 48.2 million was entrusted to a local private company in May 2021 without any bidding process. Board was informed of the project in August 2021. Interim payment of Rs 12 million was made to the service provider in November 2021. The contract was signed in February 2022. Board gave its approval of the project in October 2022.



**C. ROMOAH**  
Director of Audit

National Audit Office  
Level 14,  
Air Mauritius Centre  
PORT LOUIS

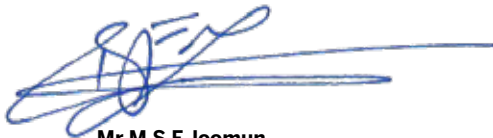
2 May 2023



## Statement of Financial Position as at 30 June 2022

	Notes	30 June 2022	30 June 2021
		Rs	Rs
<b>ASSETS</b>			
<b>Current Assets</b>			
Cash and Cash Equivalents	11	131,979,367	143,037,898
Receivables from Exchange Transactions	13	44,306,813	38,753,342
Inventories	12	2,050,620	2,483,749
Prepayments	13	7,741,509	6,363,768
		<b>186,078,309</b>	190,638,757
<b>Non-Current Assets</b>			
Property, Plant and Equipment	9	5,637,226	7,328,501
Intangible Assets	10	7,902,741	833,463
		<b>13,539,967</b>	8,161,964
<b>Total Assets</b>		<b>199,618,276</b>	198,800,721
<b>LIABILITIES</b>			
<b>Current Liabilities</b>			
Payables	18	157,443,563	160,421,974
Provisions & Other Liabilities	15	25,364,324	14,581,259
		<b>182,807,887</b>	175,003,233
<b>Non Current Liabilities</b>			
Employee Benefits	21	9,172,619	8,212,081
Retirement Benefit Obligations	27	126,042,320	104,483,409
		<b>135,214,939</b>	112,695,490
<b>TOTAL LIABILITIES</b>		<b>318,022,826</b>	287,698,723
<b>Net Assets</b>		<b>(118,404,550)</b>	(88,898,002)
<b>NET ASSETS/EQUITY</b>			
Accumulated Fund	14	(118,404,550)	(88,898,002)
<b>Total Net Assets/Equity</b>		<b>(118,404,550)</b>	(88,898,002)

Approved by the Board on 29 March 2023 and signed on its behalf by:



**Mr M.S.F. Joomun**  
(Chairman)



**Mr D. E. Payen**  
(Member of MTPA Board)

The notes on pages 77 to 91 form an integral part of the Financial Statements.

## Statement of Financial Performance for the year ended 30 June 2022

	Notes	30 June 2022	30 June 2021
		Rs	Rs
<b>Revenue</b>			
Revenue from Non-Exchange Transactions	16	507,719,260	561,088,482
Revenue from Exchange Transactions	17	46,785,621	175,415,309
<b>Total Revenue</b>		<b>554,504,881</b>	736,503,791
<b>Operating Expenses</b>			
Administrative Expenses	19	(69,744,024)	(58,661,478)
Promotional Activities	20	(458,678,076)	(155,475,685)
Covid-19: Quarantine & MOHW	20	(35,421,512)	(458,154,677)
Wakashio Expenses	20	-	(14,938,161)
Depreciation & Amortisation	9 & 10	(5,703,781)	(3,321,020)
Assets Written Off	9 & 10	(42,708)	(77,769)
Financial Charges		(660,837)	(340,164)
Exchange Fluctuation - Gain / (Loss)		1,749,052	(25,377)
<b>Total Expenses</b>		<b>(568,501,886)</b>	(690,994,330)
<b>(Deficit) / Surplus for the year</b>		<b>(13,997,006)</b>	45,509,460

The notes on pages 77 to 91 form an integral part of the Financial Statements.



## Statement of Changes in Net Assets/Equity for the year ended 30 June 2022

	Accumulated Funds ended	Revaluation Reserve	Total Net Assets / Equity	Total Net Assets / Equity
	30 June 2022	30 June 2022	30 June 2022	30 June 2021
	Rs	Rs	Rs	Rs
<b>Opening Balance</b>	<b>(89,146,152)</b>	<b>248,150</b>	<b>(88,898,002)</b>	(113,151,832)
<b>Changes in net assets / equity for the period to 30 June 2022</b>				
Prior Year Adjustments	1,288,073	-	<b>1,288,073</b>	1,384,527
Measurement of Pension as per Sicom Statement	(16,882,616)	-	<b>(16,882,616)</b>	(22,687,307)
Movement in Revaluation Reserve		85,000	<b>85,000</b>	47,150
<b>Total</b>	<b>(15,594,543)</b>	<b>85,000</b>	<b>(15,509,543)</b>	(21,255,630)
<b>Net revenue recognised directly in net assets / equity</b>	<b>(104,740,694)</b>	<b>333,150</b>	<b>(104,407,544)</b>	(134,407,462)
(Deficit) / Surplus for the year	(13,997,006)	-	<b>(13,997,006)</b>	45,509,460
<b>Balance as at 30 June 2022</b>	<b>(118,737,700)</b>	<b>333,150</b>	<b>(118,404,550)</b>	(88,898,002)

## Cash Flow Statement for the year ended 30 June 2022

CASH FLOWS FROM OPERATING ACTIVITIES	30 June 2022	30 June 2021
	Rs	Rs
<b>(Deficit) / Surplus</b>	(13,997,006)	45,509,460
<b>Non-cash movements</b>		
Depreciation of PPE & Amortisation	5,703,781	3,321,020
Assets written off	42,708	77,769
Adjustment of Revalued Assets not capitalised	85,000	47,150
Retirement Benefits charge in P & L	4,676,295	2,341,435
(Decrease) / Increase in Payables, Provisions & Other Liabilities	9,092,728	21,301,253
Employee Benefits	960,538	588,566
Decrease / (Increase) in Inventories	433,129	(580,670)
Decrease / (Increase) in Prepayments & Receivables	(6,931,212)	4,485,103
<b>Net cash flows from Operating Activities</b>	<b>65,962</b>	<b>77,091,086</b>
<b>CASH FLOWS FROM FINANCING ACTIVITIES</b>		
Net cash flows from Financing Activities	-	-
<b>CASH FLOWS FROM INVESTING ACTIVITIES</b>		
Expenditure on Non Current Assets	(11,124,492)	(2,590,604)
<b>Net cash flows from Investing Activities</b>	<b>(11,124,492)</b>	<b>(2,590,604)</b>
<b>Net Increase/(Decrease) in cash and cash equivalents</b>	<b>(11,058,530)</b>	<b>74,500,482</b>
<b>Cash and cash equivalents at beginning of the year</b>	<b>143,037,898</b>	<b>68,537,416</b>
<b>Cash and cash equivalents at end of the year</b>	<b>131,979,367</b>	<b>143,037,898</b>

### (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 2022	30 June 2021
	Rs	Rs
Cash at Bank	<b>133,436,496</b>	152,244,708
Outstanding payments	<b>(1,457,129)</b>	(9,206,811)
	<b>131,979,367</b>	143,037,898

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

#### (b) Property, Plant and Equipment

During the period, the Mauritius Tourism Promotion Authority acquired property, plant and equipment at the aggregate cost of Rs 1,298,970



## Statement of Comparison Of Budget and Actual Amounts (Revenue) for the year ended 30 June 2022

Details of Revenue	Original Budget	Revised Budget	Actual Revenue	Actual Revenue Cash Basis
	FY 2021/22 Rs 1	FY 2021/22 Rs 2	FY 2021/22 Rs 3	FY 2021/22 Rs 4
Government Grant (Promotion & Destination Support)	360,000,000	360,000,000	360,000,000	360,000,000
Government Grant (Operating Expenses)	60,000,000	60,000,000	60,000,000	60,000,000
Government Grant (Low Season Campaigns)		70,000,000	63,209,100	63,209,100
Social Contribution, PRB & Interim Allowance		2,000,000	1,913,960	1,913,960
Additional (Social Contribution, PRB & Interim Allowance)		300,000	264,000	264,000
Additional Grant (Operating Expenses)		500,000	500,000	500,000
Grant i.c.w Consultancy Services		22,000,000	21,832,200	
Private Sector Contribution		8,000,000	7,634,417	7,634,417
Covid 19 (PCR Tests)		37,000,000	36,678,000	32,081,500
Other Income		1,500,000	1,243,248	
Transportation Service Agreement (TSC)		500,000	191,135	
Gain on Revaluation			1,038,821	
<b>Total Revenue</b>	<b>420,000,000</b>	<b>561,800,000</b>	<b>554,504,881</b>	<b>525,602,977</b>

**Note:**

- Represents the original approved budget of the MTPA for period July 2021 to June 2022.
- Represents the revised budget for period July 2021 to June 2022 which includes revenue from other sources.
- Represents the actual revenue on a comparable basis for period July 2021 to June 2022.
- Represents the actual revenue on cash basis for period July 2021 to June 2022.

## Statement of Comparison Of Budget and Actual Amounts for Operating Expenses for the year ended 30 June 2022

Items	Original Budget	Revised Budget	Actual Expenses (Cash Basis)	Variations	Remarks
	Rs	Rs	Rs	Rs	
<b>Administrative Expenses (A)</b>					
Staff Salaries & Emoluments	23,300,000	23,300,000	24,962,907	(1,662,907)	Increase due to implementation PRB report
Staff Allowances & Other Benefits	10,000,000	10,000,000	9,224,297	775,703	Savings on allowance & other benefits
Travelling and Transport ( Busfares, Taxi & Travel Grant)	3,900,000	3,900,000	4,639,437	(739,437)	Increase in travelling allowances
Staff Welfare	400,000	400,000	120,857	279,143	Some projects not carried out
Legal & Professional Fees	2,600,000	2,600,000	2,195,801	404,199	Non renewal of contract of legal advisor
Incidentals & Office Expenses	2,600,000	2,600,000	3,287,701	(687,701)	Increase in office expenses
Utilities (Telephone, Electricity & Water)	1,600,000	1,600,000	1,587,065	12,935	
Rent (Office, store, Information Counter & Parking)	4,100,000	4,100,000	3,891,524	208,476	Savings on rental of airport counter
Running & Maintenance of Vehicles	1,500,000	1,500,000	1,969,342	(469,342)	Increase in petroleum prices & spare parts
Contributions ( Pension, NSF, FPS.& Medical)	5,500,000	5,500,000	6,171,195	(671,195)	Increase due to PRB report
Training of Staff	200,000	200,000	56,500	143,500	Some training postponed
General Maintenance & Assets Expenditure	4,300,000	4,300,000	2,832,245	1,467,755	Reduced expenditure on general maintenance
<b>Marketing &amp; Other Expenses (B)</b>					
France	34,000,000	95,382,184	90,987,360	4,394,824	Claims received after year end
UK	29,000,000	32,877,092	23,196,990	9,680,102	Claims received after year end
Italy	11,000,000	16,054,626	12,485,872	3,568,754	Claims received after year end
Germany	29,000,000	20,830,000	20,487,636	342,364	Claims received after year end
Reunion	12,000,000	21,800,000	11,970,052	9,829,948	Claims received after year end
South Africa	10,000,000	17,944,869	20,984,775	(3,039,906)	Additional projects carried out
Switzerland	12,000,000	13,070,000	10,280,871	2,789,129	Claims received after year end
India	15,000,000	12,095,128	9,320,401	2,774,727	Claims received after year end
China	20,000,000	14,080,000	6,074,982	8,005,018	Claims received after year end
Spain	3,000,000	5,315,125	3,879,418	1,435,707	Claims received after year end
Russia	7,000,000	4,340,000	3,913,190	426,810	Claims received after year end
Australia	1,000,000	1,000,000		1,000,000	Projects not implemented
U.A.E / Middle East	16,000,000	49,313,335	40,828,679	8,484,656	Claims received after year end
Africa & Indian Ocean Countries	3,000,000	2,650,000	940,009	1,709,991	Claims received after year end
Benelux Countries	10,000,000	5,410,000	2,330,859	3,079,141	Claims received after year end
Scandinavian Countries	10,000,000	3,230,000	712,424	2,517,576	Some projects not carried out
Japan	1,000,000	1,000,000	179,817	820,183	Some projects not carried out
Singapore	500,000	500,000	634,123	(134,123)	Additional projects implemented
Malaysia	500,000	500,000	239,620	260,380	Some projects not carried out
South Korea	3,000,000	1,460,000	484,064	975,936	Some projects not carried out
Others -Eur/Asia/America	3,000,000	4,370,000	3,661,797	708,203	Claims received after year end
Austria/Czech/Poland/Hungary/ Romania	9,000,000	9,950,000	4,207,499	5,742,501	Claims received after year end
Website/E-Marketing	40,000,000	39,560,000	26,412,331	13,147,669	Claims received after year end
MICE, Cruise, Golf ,Medical & Wedding promotion	5,000,000	2,000,000	208,726	1,791,274	Some projects not carried out
Communication & Promotional Tools	8,000,000	7,470,000	12,743,236	(5,273,236)	Additional projects carried out
Worldly Events / Local Events (incl Golf)	60,000,000	18,100,000	20,496,703	(2,396,703)	Additional projects carried out
Small and Medium Entreprises	8,000,000	4,500,000	485,498	4,014,502	Some projects not carried out
COVID-19: Quarantine & MOHW		36,678,000	3,771,462	32,906,538	Item not included in Original Budget
Mauritius Now Campaign		35,950,000	33,741,612	2,208,388	Claims received after year end
<b>Total Administrative Expenses (A)</b>	<b>60,000,000</b>	<b>60,000,000</b>	<b>60,938,871</b>		
<b>Total Marketing Expenses (B)</b>	<b>360,000,000</b>	<b>477,430,359</b>	<b>365,660,006</b>		
<b>Total Budget, Estimates &amp; Actual Revenue Cash Basis (A + B)</b>	<b>420,000,000</b>	<b>537,430,359</b>	<b>426,598,877</b>		



# Statement Showing Reconciliation of Actual Cash Flows with Financial Statements for the year ended 30 June 2022

Statement of Reconciliation of Actual Expenses with Cash Flows	30 June 2022
	Rs
Actual amount on comparable basis as presented in the Budget & Actual Comparative statement	426,598,877
Capital Expenditure	(1,282,470)
	425,316,407
<b>Less:-</b>	
Prepayments for 2022/2023	(7,741,509)
	417,574,898
<b>Basis Differences:</b>	
<b>Non-Budgeted Items:</b>	
Financial Charges	660,837
Reversal of Prepayments for 2020/2021	6,363,768
<b>Provisions &amp; Accruals:</b>	
Sick Leave	978,863
Passage Benefits	898,641
Vacation Leave	907,547
Retirement Benefit Obligations	21,558,911
Adjustments for Creditors	113,811,932
<b>Non Cash Items:</b>	
Depreciation & Amortisation	5,703,781
Assets written off	42,708
<b>Actual amount in the Statement of Financial Performance</b>	<b>568,501,886</b>

Statement of Reconciliation of Actual Revenues with Cash Flows	Rs
	Actual amount on comparable basis as presented in the Budget & Actual comparative Statement
<b>Basis Differences:</b>	
Grant i.c.w Consultancy Services	21,832,200
<b>Non Cash Items:</b>	
Trade Service Agreement (TSC)	191,135
Revaluation Gain	1,038,822
<b>Adjustments for Other Income:</b>	
Other Income	1,243,248
Private Sector Contribution (Covid-19)	4,596,500
<b>Actual amount in the Statement of Financial Performance</b>	<b>554,504,881</b>

# Notes to the Financial Statements for the year ended as 30 June 2022

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

In the application of the MTPA's accounting policies, which are described in Note 8, management is required to make judgements, estimates and assumptions about the carrying amounts of assets and liabilities that are not readily apparent from other sources. The estimates and associated assumptions are based on historical experience and other factors that are considered to be relevant. Actual results may differ from these estimates. The estimates and underlying assumptions are reviewed on an ongoing basis.

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

The Financial Statements are presented in Mauritian Rupees.



# Notes to the Financial Statements

## for the year ended as 30 June 2022

### 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 2022, 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 2022

### 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 2022.

### 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 2021 to 30 June 2022. The item of expenditure which relates to Covid-19 did not form part of the initial budget estimates. The Financial Statements are prepared on accrual basis and as a result of the adoption of cash basis for budgeting purposes, additional Statement of Comparison of Budget and Actual amount spent on cash basis have been prepared together with Statement of Reconciliation of Actual Cash flows with Financial Statements.

### 8. Accounting Policies

#### (a) Revenue Recognition

##### Revenue from Non-Exchange Transactions

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

##### Transfers from other government entities

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

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

##### Revenue from Exchange Transactions

Contribution for participation in fairs, roadshows, events and 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 2022

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 3,303,491
- (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 2022 was Rs 3,412,017
- (b) MTPA hired 4th & 5th floor (8410 sq ft) and Mezzanine (860 sq ft) for period 1 July 2021 to 30 June 2022 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 2022

### (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 this year, 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 2020 to 30 June 2021 while the current Financial Statements cover the period 1 July 2021 to 30 June 2022.

### (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 2022

### (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 2022

### 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
<b>Cost</b>							
At 1 July 2021	892,960	1,733,778	11,094,769	2,644,449	4,144,018	46,400	20,556,375
Additions	-	105,340	-	103,540	1,090,091	-	1,298,970
Written Off	(113,390)	(42,319)	(42,000)	(30,800)	(1,191,594)	-	(1,420,103)
At 30 June 2022	779,570	1,796,799	11,052,769	2,717,189	4,042,515	46,400	20,435,243
<b>Depreciation</b>							
At 1 July 2021	675,308	839,476	7,775,067	1,568,056	2,369,967	-	13,227,873
Charge for the year	84,251	185,281	1,323,334	339,649	1,015,024	-	2,947,539
Asset Written Off	(113,390)	(42,319)	(42,000)	(30,800)	(1,148,886)	-	(1,377,395)
At 30 June 2022	646,169	982,438	9,056,400	1,876,904	2,236,105	-	14,798,017
<b>Net Book Value</b>							
At 30 June 2022	<b>133,401</b>	<b>814,361</b>	<b>1,996,369</b>	<b>840,285</b>	<b>1,806,410</b>	<b>46,400</b>	<b>5,637,226</b>
At 30 June 2021	217,652	894,302	3,319,702	1,076,394	1,774,051	46,400	7,328,501

### 10. Intangible assets

Software Costs:	Software Rs	Website Rs	Total Rs
At 1 July 2021	5,700	1,199,450	1,205,150
Additions	-	9,825,522	9,825,522
Written Off	(5,700)	-	(5,700)
At 30 June 2022	-	11,024,972	11,024,972
<b>Amortisation:</b>			
At 1 July 2021	5,700	365,988	371,688
Charge for the year	-	2,756,243	2,756,243
Written Off	(5,700)	-	(5,700)
At 30 June 2022	-	3,122,230	3,122,230
<b>Net Book Value</b>			
At 30 June 2022	-	<b>7,902,741</b>	<b>7,902,741</b>
At 30 June 2021	-	833,463	833,463



# Notes to the Financial Statements for the year ended as 30 June 2022

## 11. Cash and Cash Equivalents

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

	Year ended 30 June 2022	Year ended 30 June 2021
	Rs	Rs
Cash at Bank	133,436,496	152,244,708
Outstanding payments	(1,457,129)	(9,206,811)
	<b>131,979,367</b>	<b>143,037,898</b>

The fair value of cash is Rs 133,436,496 and the operational credit card of MTPA showed a credit of Rs 110,574 as at 30 June 2022.

## 12. Inventories

	Year ended 30 June 2022	Year ended 30 June 2021
	Rs	Rs
Brochures & Maps	1,002,944	1,586,711
Handicrafts & Others	1,047,676	897,038
	<b>2,050,620</b>	<b>2,483,749</b>

## 13. Receivables & Prepayments

	Year ended 30 June 2022	Year ended 30 June 2021
	Rs	Rs
Receivables from Exchange Transactions		
Receivables	43,335,252	37,187,042
Deposits	107,006	97,450
Car Loan Receivable	864,556	1,468,850
	<b>44,306,813</b>	<b>38,753,342</b>
<b>Prepayments</b>	<b>7,741,509</b>	<b>6,363,768</b>
<b>Total Receivables &amp; Prepayments</b>	<b>52,048,322</b>	<b>45,117,110</b>

## 14. Accumulated Fund

	Year ended 30 June 2022	Year ended 30 June 2021
	Rs	Rs
<b>Balance at 1 July 2021</b>	<b>(88,898,002)</b>	(113,151,832)
(Deficit) / Surplus for the year	(13,997,006)	45,509,460
Prior Year Adjustments	1,288,073	1,384,527
Measurement of Pension in NAE	(16,882,616)	(22,687,307)
Revaluation Reserve	85,000	47,150
<b>Balance at 30 June 2022</b>	<b>(118,404,550)</b>	<b>(88,898,002)</b>

# Notes to the Financial Statements for the year ended as 30 June 2022

## 15. Provisions & Other Liabilities

	Year ended 30 June 2022	Year ended 30 June 2021
	Rs	Rs
Passage Benefits	2,753,385	2,580,081
Vacation Leave	9,733,994	8,846,359
Court Cases	1,639,969	1,639,969
Car Loan Payable	864,556	1,468,850
Retirement Benefits	326,421	-
Legal Fees: Covid-19	10,000,000	-
Refundable Deposits	46,000	46,000
	<b>25,364,324</b>	<b>14,581,259</b>

## 16. Revenue from Non-exchange Transactions

	Year ended 30 June 2022	Year ended 30 June 2021
	Rs	Rs
<b>Grant received from Government</b>		
Promotional Activities incl: Covid-19	360,000,000	246,900,000
Administrative Expenses	60,000,000	60,000,000
Additional Grants (Administrative)	500,000	123,700,000
Low Season Campaigns	63,209,100	-
Social Contribution	1,913,960	1,230,306
Interim Allowance (PRB)	264,000	552,000
Consultancy Services	21,832,200	-
Covid Solidarity Fund	-	89,399,764
Ministry of Health & Wellness	-	26,334,344
Wakashio Oil Spill	-	12,972,068
<b>Total Grant Received (Accountant-General)</b>	<b>507,719,260</b>	<b>561,088,482</b>

## 17. Revenue from Exchange Transactions

	Year ended 30 June 2022	Year ended 30 June 2021
	Rs	Rs
<b>PRIVATE SECTOR CONTRIBUTIONS</b>		
Fairs, Roadshows, Events, etc.	7,634,417	603,750
Covid-19 (Cruise Lines, PCR Tests, etc)	36,678,000	173,752,080
Transportation Service Contracts	191,135	-
	<b>44,503,552</b>	<b>174,355,830</b>
<b>OTHER INCOME</b>		
Vat Refunds	594,572	-
Sundries	648,776	282,104
Revaluation Gain	1,038,821	777,376
	<b>2,282,069</b>	<b>1,059,479</b>
<b>TOTAL</b>	<b>46,785,621</b>	<b>175,415,309</b>



# Notes to the Financial Statements for the year ended as 30 June 2022

## 18. Payables

	Year ended 30 June 2022	Year ended 30 June 2021
	Rs	Rs
Accruals: Promotional & Covid-19 Expenses	147,854,165	158,253,408
Accruals: Administrative	1,959,117	2,168,566
Income Received in Advance	7,630,281	-
	<b>157,443,563</b>	<b>160,421,974</b>

## 19. Administrative Expenses

	Year ended 30 June 2022	Year ended 30 June 2021
	Rs	Rs
<b>STAFF COSTS</b>		
Staff Salaries & Emoluments	24,977,624	22,186,704
Staff Allowances & Other Benefits	12,456,519	10,894,295
Travelling & Transport	4,675,448	3,920,680
Pension Costs	7,208,696	4,575,259
Contributions	3,772,735	2,896,134
Staff Welfare	120,856	234,037
Training of Staff	56,500	104,500
	<b>53,268,377</b>	<b>44,811,609</b>
<b>OTHER ADMINISTRATIVE EXPENSES</b>		
Rent	4,115,498	3,452,403
Utilities	1,726,319	1,510,784
Incidental & Office Expenses	3,504,290	2,587,984
Motor Vehicles Running Expenses	2,191,916	1,431,952
Legal & Professional Fees	1,534,232	1,217,218
Board Member Fees	700,149	663,294
Other Committee Fees	685,904	983,700
General Maintenance & Others	2,017,340	2,002,534
	<b>16,475,647</b>	<b>13,849,869</b>
	<b>69,744,024</b>	<b>58,661,478</b>

## 20. Promotional & Covid-19 Expenses

	30 June 2022	30 June 2021
	Rs	Rs
Public Relations Contracts	98,710,612	41,363,898
Advertising Campaigns	96,233,907	17,152,955
Fairs / Workshops / Roadshows & Others	64,512,901	10,234,036
E-Marketing	32,070,518	26,966,699
Educationals & Public Relations	25,118,272	528,329
Worldly & Local Events	21,093,557	31,470,953
Communication & Promotional Tools	13,424,899	27,688,700
Small and Medium Enterprises	755,830	60,000
MICE, Cruise & Others	209,573	10,114
Low Season Campaigns	45,947,554	-
Mauritius Now Campaign	38,146,280	-
Consultancy Services	22,454,172	-
Wakashio Oil Spill Expenses	-	14,938,161
Covid-19: Quarantine & MOHW	35,421,512	458,154,677
	<b>494,099,588</b>	<b>628,568,523</b>

# Notes to the Financial Statements for the year ended as 30 June 2022

## 21. Employee Benefits

	Year ended 30 June 2022	Year ended 30 June 2021
	Rs	Rs
Provision as at 30 June 2022	9,172,619	8,212,081
	<b>9,172,619</b>	<b>8,212,081</b>

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 2022	30 June 2021
	Rs	Rs
Opening Balance Payable	1,468,850	2,096,925
Loans made during the year	-	550,000
Repayment of Car Loan	(604,294)	(1,178,075)
	<b>864,556</b>	1,468,850
Amount payable within one year	(328,394)	(604,294)
Amount payable after one year	<b>536,162</b>	<b>864,556</b>

## 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. This Authority had no related party transactions as at 30 June 2022.

## 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 19.65 M for the period ending 30 June 2022.

	30 June 2022	30 June 2021
	Rs	Rs
Director	2,316,590	1,825,798
Head of Sections	3,134,320	2,590,640
Other Senior Staffs	14,197,781	11,838,578
<b>Total</b>	<b>19,648,691</b>	16,255,016
<b>BOARD OF DIRECTORS REMUNERATION</b>		
Chairperson fees	425,095	304,194
Board members fees	275,054	359,100
<b>Total</b>	<b>700,149</b>	<b>663,294</b>

## 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 2022.



# Notes to the Financial Statements

## for the year ended as 30 June 2022

### 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 25 January 2022 and the Vice-President of the Industrial Court has in her judgement dismissed the plaint of Mr D. Babooa. The latter has now sent MTPA notice of appeal through the Supreme Court of Mauritius.

### 27. Retirement Benefit Obligations

#### (a) Defined Benefit Scheme

MTPA operates a defined pension benefit scheme for qualifying employees which is held and administered independently by SICOM Ltd. Under the scheme, the employees are entitled to retirement benefits up to a maximum of two thirds of their final salary on attainment of retirement age. The 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 2022 by SICOM Ltd as per IPSAS 39 Adoption.

	30 June 2022	30 June 2021
	Rs	Rs
<b>Amounts recognised in the Statement of Financial Position at end of year:</b>		
Defined benefit obligation	148,062,135	128,930,131
Fair value of plan assets	(22,019,815)	(24,446,722)
<b>Liability recognised in the Statement of Financial Position at end of year</b>	<b>126,042,320</b>	<b>104,483,409</b>

	30 June 2022	30 June 2021
	Rs	Rs
<b>Amounts recognised in Statement of Financial Performance:</b>		
<b>Service Cost:</b>		
Current service cost	2,872,839	2,426,746
(Employee contributions)	(980,217)	(864,847)
Fund expenses	137,054	130,268
Net Interest expense / (income)	5,179,020	2,883,092
P & L Charge	7,208,696	4,575,259
<b>Remeasurement:</b>		
Liability (gain) / Loss	15,738,912	22,972,145
Assets (gain) / Loss	1,143,704	(284,838)
Net Assets / Equity (NAE)	16,882,616	22,687,307
<b>Total</b>	<b>24,091,312</b>	<b>27,262,566</b>

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

	30 June 2022	30 June 2021
At start of year	104,483,409	79,454,667
Amount recognised in P & L	7,208,696	4,575,259
(Contributions paid by employer)	(2,532,401)	(2,233,824)
Amount recognised in NAE	16,882,616	22,687,307
At end of year	126,042,320	104,483,409

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 2022

### 27. Retirement Benefit Obligations (continued)

	30 June 2022	30 June 2021
	Rs	Rs
<b>Reconciliation of the present value of defined benefit obligation</b>		
Present value of obligation at start of period	128,930,131	106,246,243
Current service cost	2,872,839	2,426,746
Interest cost	6,317,576	3,771,742
(Benefits paid)	(5,797,323)	(6,486,745)
Liability (gain) / loss	15,738,912	22,972,145
Present value of obligation at end of period	148,062,135	128,930,131

#### Reconciliation of fair value of plan assets

Fair value of plan assets at start of period	24,446,722	26,791,576
Expected return on plan assets	1,138,556	888,650
Employer contributions	2,532,401	2,233,824
Employee contributions	980,217	864,847
(Benefits paid + other outgo)	(5,934,377)	(6,617,013)
Asset gain / (loss)	(1,143,704)	284,838
Fair value of plan assets at end of period	22,019,815	24,446,722

	30 June 2022	30 June 2021
	(%)	(%)
<b>Distribution of plan assets at end of period</b>		
<b>Percentage of assets at end of year</b>		
Fixed Interest securities and cash	58.0%	54.8%
Loans	2.9%	2.8%
Local equities	13.6%	11.8%
Overseas bonds and equities	25.0%	30.1%
Property	0.5%	0.5%
<b>Total</b>	<b>100%</b>	<b>100%</b>

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

	30 June 2022	30 June 2021
	(%)	(%)
<b>Percentage of assets at end of year</b>		
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 2022	30 June 2021
Currency	Rs	Rs
Asset experience gain / (loss) during the period	(1,143,704)	284,838
Liability experience gain / (loss) during the period	(15,738,912)	(22,972,145)
	<b>(16,882,616)</b>	<b>(22,687,307)</b>

Year	2022/2023
Expected employer contributions	2,535,116



# Notes to the Financial Statements for the year ended as 30 June 2022

## 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 2022	Year ended 30 June 2021
Discount rate	5.20%	4.90%
Future salary increases	3.50%	3.00%
Future pension increases	2.50%	2.00%
Mortality before retirement	Nil	Nil
Mortality in retirement	PA (90)Tables rated down by 2 years	
Retirement age	<b>65 Years</b>	

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 18.1 million (increase by Rs 22.4 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 7.8 million) if all assumptions were held unchanged.

If life expectancy would increase (decrease) by one year, the defined benefit would increase by Rs 4.5 million (decrease by Rs 4.5 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 2022

## 27. Retirement Benefit Obligations (continued)

### Appendix

#### 1. Active Members

	June 2022			June 2021		
	Male	Female	Total	Male	Female	Total
Number	<b>17</b>	<b>11</b>	<b>28</b>	17	11	28
Average Age	<b>52</b>	<b>50</b>	<b>51</b>	51	49	50
Average Service	<b>278</b>	<b>264</b>	<b>273</b>	260	263	261
Average Salary	<b>50,326</b>	<b>41,939</b>	<b>47,031</b>	45,288	37,192	42,107

#### 2. Pensioners

	June 2022			June 2021		
	Male	Female	Total	Male	Female	Total
Number	<b>13</b>	<b>5</b>	<b>18</b>	13	5	18
Average Age	<b>69</b>	<b>68</b>	<b>69</b>	68	67	68
Average Pension	<b>23,529</b>	<b>24,281</b>	<b>23,738</b>	21,756	22,203	21,880

#### (a) 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 2022 and the cumulative balance as at 30 June 2022 are as follows:-

	Contribution period ended	Cumulative Balance as at
	30 June 2022	30 June 2022
	Rs	Rs
Employer Contribution	<b>593,676</b>	<b>3,763,113</b>
Employee Contribution	<b>296,820</b>	<b>1,880,170</b>
<b>Total Contribution</b>	<b>890,496</b>	<b>5,643,283</b>



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**Table 1:**  
Passenger Traffic <sup>1</sup> by month, 2020 - 2022

Month	2020		2021		2022 <sup>2</sup>	
	Arrivals	Departures	Arrivals	Departures	Arrivals	Departures
January	191,197	212,224	3,512	3,570	56,085	68,870
February	148,144	151,092	3,225	3,006	66,438	59,844
March	82,391	106,167	1,219	3,601	84,868	86,002
1st Quarter	421,732	469,483	7,956	10,177	207,391	214,716
April	260	932	1,163	3,145	104,081	103,812
May	647	1,702	1,064	3,339	93,573	101,112
June	1,488	2,633	1,844	4,228	88,408	87,104
2nd Quarter	2,395	5,267	4,071	10,712	286,062	292,028
<b>1st Semester</b>	<b>424,127</b>	<b>474,750</b>	<b>12,027</b>	<b>20,889</b>	<b>493,453</b>	<b>506,744</b>
July	1,623	2,689	3,740	4,751		
August	2,569	1,914	6,575	7,417		
September	3,224	2,952	4,586	7,458		
3rd Quarter	7,416	7,555	14,901	19,626		
<b>Jan. to Sep.</b>	<b>431,543</b>	<b>482,305</b>	<b>26,928</b>	<b>40,515</b>		
October	3,964	2,640	70,979	44,584		
November	3,648	2,786	81,884	81,215		
December	3,594	4,118	66,469	61,230		
4th Quarter	11,206	9,544	219,332	187,029		
<b>2nd Semester</b>	<b>18,622</b>	<b>17,099</b>	<b>234,233</b>	<b>206,655</b>		
<b>Whole Year</b>	<b>442,749</b>	<b>491,849</b>	<b>246,260</b>	<b>227,544</b>		

<sup>1</sup>Excluding inter Island traffic between the main island of Mauritius and the other constituent islands of the Republic of Mauritius and direct transit but includes international traffic between Islands of Rodrigues and Reunion.

<sup>2</sup>Provisional



**Table 2:** Departure of Mauritian residents by country of disembarkation<sup>1</sup>, 1st Semester, 2021 and 2022

Country of disembarkation	1st Semester 2021	1st Semester 2022 <sup>2</sup>
<b>EUROPE</b>	<b>3,907</b>	<b>31,097</b>
Austria	0	282
France	3,907	15,149
Germany	0	1,179
Italy	0	0
Netherlands	0	0
Switzerland	0	682
Turkey	0	4,883
United Kingdom	0	7,931
Other European countries	0	991
<b>AFRICA</b>	<b>805</b>	<b>21,293</b>
Kenya	1	2,671
Malagasy Republic	72	2,182
Reunion Island	298	8,967
Seychelles	173	1,142
South Africa, Rep. of	253	6,312
Other African countries	8	19
<b>ASIA</b>	<b>3,586</b>	<b>27,778</b>
People's Rep. of China	43	0
Hong Kong SAR <sup>3</sup>	0	0
India	616	6,332
Malaysia	0	0
Saudi Arabia	0	887
Singapore	0	1
United Arab Emirates	2,927	20,556
Other Asian countries	0	2
<b>OCEANIA</b>	<b>0</b>	<b>0</b>
Australia	0	0
<b>NOT STATED</b>	<b>0</b>	<b>0</b>
<b>All countries</b>	<b>8,298</b>	<b>80,168</b>

<sup>1</sup> Country of disembarkation may either be the country of final destination or the transit country<sup>2</sup> Provisional<sup>3</sup> Special Administrative Region of China**Table 3:** Tourist arrivals by month, 2020-2022

Month	2020	2021	2022 <sup>1</sup>
January	137,419	1,232	40,028
February	111,560	1,229	52,724
March	55,863	311	66,066
1st Quarter	304,842	2,772	158,818
April	10	58	84,268
May	20	115	70,462
June	9	280	63,008
2nd Quarter	39	453	217,738
<b>1st Semester</b>	<b>304,881</b>	<b>3,225</b>	<b>376,556</b>
July	45	1,242	
August	317	2,499	
September	369	2,494	
3rd Quarter	731	6,235	
<b>Jan. to Sep.</b>	<b>305,612</b>	<b>9,460</b>	
October	1,149	54,434	
November	1,177	65,922	
December	1,042	49,964	
4th Quarter	3,368	170,320	
<b>2nd Semester</b>	<b>4,099</b>	<b>176,555</b>	
<b>Whole Year</b>	<b>308,980</b>	<b>179,780</b>	

<sup>1</sup> Provisional**Table 4:** Tourist arrivals by main purpose of visit, 1st Semester, 2021 and 2022

Purpose of visit	1st Semester 2021	1st Semester 2022 <sup>1</sup>
Holiday	1,448	356,073
Business	771	12,095
Transit	913	6,382
Conference	0	372
Sports	0	1,041
Other purposes	93	593
<b>Total</b>	<b>3,225</b>	<b>376,556</b>

<sup>1</sup> Provisional



Table 5: Tourist arrivals by country of residence and by mode of travel, 1st Semester, 2021 and 2022

Country of residence	1st Semester 2021			1st Semester 2022 <sup>1</sup>		
	Air	Sea	Total	Air	Sea	Total
<b>EUROPE</b>	<b>1,255</b>	<b>18</b>	<b>1,273</b>	<b>267,022</b>	<b>215</b>	<b>267,237</b>
Austria	20	0	20	7,161	0	7,161
Belgium	32	0	32	5,765	0	5,765
Bulgaria	0	0	0	1,080	1	1,081
Czech Republic	26	0	26	7,492	0	7,492
Croatia	1	0	1	199	4	203
Denmark	0	0	0	3,591	0	3,591
Estonia	0	0	0	815	0	815
Finland	3	0	3	750	0	750
France	598	3	601	93,413	33	93,446
Germany	92	2	94	39,834	0	39,834
Greece	13	0	13	271	17	288
Hungary	3	0	3	1,486	0	1,486
Ireland	16	0	16	1,157	0	1,157
Italy	44	1	45	6,854	0	6,854
Latvia	4	0	4	327	2	329
Lithuania	2	0	2	582	7	589
Luxembourg	4	0	4	704	0	704
Netherlands	12	0	12	2,863	0	2,863
Norway	3	0	3	1,874	4	1,878
Poland	25	1	26	3,100	6	3,106
Portugal	22	0	22	2,025	4	2,029
Romania	10	1	11	3,380	5	3,385
Serbia	1	0	1	470	0	470
Slovakia	3	0	3	2,184	0	2,184
Slovenia	6	0	6	550	1	551
Spain	57	6	63	2,813	25	2,838
Sweden	2	0	2	2,437	0	2,437
Switzerland	58	0	58	9,130	0	9,130
Turkey	11	1	12	1,738	6	1,744
United Kingdom	86	1	87	55,709	8	55,717
CIS <sup>2</sup> countries	95	2	97	6,523	90	6,613
of which:						
Belarus	2	0	2	267	2	269
Kazakhstan	0	0	0	96	0	96
Russian Federation	64	1	65	4,400	53	4,453
Ukraine	27	1	28	1,465	33	1,498
Other CIS countries	2	0	2	295	2	297
Other European countries	6	0	6	745	2	747
<b>AFRICA</b>	<b>392</b>	<b>16</b>	<b>408</b>	<b>70,675</b>	<b>85</b>	<b>70,760</b>
IOC <sup>3</sup> countries	102	0	102	20,532	41	20,573
of which:						
Comoros	2	0	2	202	0	202
Malagasy Republic	46	0	46	2,869	38	2,907
Reunion Island	51	0	51	16,490	0	16,490
Seychelles	3	0	3	971	3	974
Algeria	0	0	0	71	0	71
Angola	0	1	1	59	0	59
Benin	0	0	0	36	1	37
Botswana	0	0	0	305	0	305
Burundi	1	0	1	18	0	18
Cameroon	9	0	9	209	1	210
Congo	3	0	3	121	0	121
Egypt	7	0	7	333	1	334
Ethiopia	1	0	1	132	0	132
Gabon	1	0	1	23	0	23
Ghana	7	3	10	273	1	274
Ivory Coast	0	4	4	148	8	156
Kenya	25	2	27	1,098	4	1,102
Lesotho	0	0	0	50	0	50
Malawi	0	0	0	104	0	104

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

Table 5: Tourist arrivals by country of residence and by mode of travel, 1st Semester, 2021 and 2022

Country of residence	1st Semester 2021			1st Semester 2022 <sup>1</sup>		
	Air	Sea	Total	Air	Sea	Total
Mayotte	1	0	1	243	0	243
Morocco	10	0	10	251	0	251
Mozambique	1	0	1	179	0	179
Namibia	6	0	6	600	1	601
Niger	0	0	0	42	0	42
Nigeria	10	0	10	881	6	887
Rwanda	5	0	5	114	0	114
Senegal	1	1	2	90	10	100
South Africa, Rep. of	133	4	137	42,014	8	42,022
Sudan	0	0	0	25	0	25
Kingdom of Eswatini <sup>4</sup>	0	0	0	95	0	95
Tanzania	12	1	13	228	3	231
Togo	0	0	0	19	0	19
Tunisia	14	0	14	204	0	204
Uganda	13	0	13	245	0	245
Zimbabwe	18	0	18	734	0	734
Zambia	0	0	0	319	0	319
Other African countries	12	0	12	880	0	880
<b>ASIA</b>	<b>1,226</b>	<b>132</b>	<b>1,358</b>	<b>30,094</b>	<b>967</b>	<b>31,061</b>
Afghanistan	1	0	1	117	0	117
Bangladesh	12	0	12	271	0	271
Hong Kong SAR <sup>5</sup>	4	0	4	87	0	87
India	394	3	397	15,024	35	15,059
Indonesia	362	95	457	990	408	1,398
Israel	7	0	7	1,239	0	1,239
Japan	14	0	14	131	0	131
Korea Republic	13	0	13	191	16	207
Malaysia	4	0	4	123	7	130
Maldives	0	0	0	29	1	30
Nepal	2	2	4	95	1	96
Pakistan	8	0	8	249	1	250
People's Rep. of China	102	1	103	593	1	594
Philippines	206	20	226	986	398	1,384
Singapore	8	0	8	244	0	244
Sri Lanka	2	8	10	168	10	178
Taiwan, China	25	3	28	133	19	152
Thailand	0	0	0	77	0	77
Vietnam	29	0	29	147	51	198
<i>MIDDLE EAST countries</i>	33	0	33	9,182	0	9,182
of which:						
Bahrain	0	0	0	99	0	99
Iran	0	0	0	69	0	69
Jordan	0	0	0	54	0	54
Kuwait	1	0	1	271	0	271
Lebanon	0	0	0	91	0	91
Oman	2	0	2	70	0	70
Qatar	0	0	0	88	0	88
Saudi Arabia	3	0	3	4,013	0	4,013
United Arab Emirates	27	0	27	4,398	0	4,398
Other Middle East countries	0	0	0	29	0	29
Other Asian countries	0	0	0	18	19	37
<b>OCEANIA</b>	<b>28</b>	<b>9</b>	<b>37</b>	<b>1,695</b>	<b>27</b>	<b>1,722</b>
Australia	12	4	16	1,452	13	1,465
New Zealand	14	5	19	109	14	123
Other Oceanian countries	2	0	2	134	0	134
<b>AMERICA</b>	<b>137</b>	<b>3</b>	<b>140</b>	<b>5,569</b>	<b>14</b>	<b>5,583</b>
Brazil	6	0	6	212	0	212
Canada	36	1	37	2,084	5	2,089
USA	61	0	61	2,865	2	2,867
Other American countries	34	2	36	408	7	415
<b>Others &amp; not stated</b>	<b>9</b>	<b>0</b>	<b>9</b>	<b>191</b>	<b>2</b>	<b>193</b>
<b>All countries</b>	<b>3,047</b>	<b>178</b>	<b>3,225</b>	<b>375,246</b>	<b>1,310</b>	<b>376,556</b>

<sup>1</sup> Provisional <sup>4</sup> Kingdom of Eswatini was formerly known as Swaziland

<sup>5</sup> Special Administrative Region of China



**Table 6a:** Tourist arrivals by age and sex, 1st Semester, 2021 and 2022

Age group (years)	1st Semester 2021			1st Semester 2022 <sup>1</sup>		
	Male	Female	Total	Male	Female	Total
Under 5	71	50	121	8,632	8,272	16,904
5 - 9	41	33	74	8,392	8,243	16,635
10 - 14	16	27	43	7,769	7,726	15,495
15 - 19	38	33	71	5,228	6,213	11,441
20 - 24	204	93	297	6,343	9,492	15,835
25 - 29	338	102	440	15,558	20,648	36,206
30 - 34	386	117	503	21,584	22,910	44,494
35 - 39	298	89	387	19,576	18,412	37,988
40 - 44	238	91	329	17,604	16,042	33,646
45 - 49	161	75	236	16,207	15,182	31,389
50 - 54	133	70	203	16,581	16,142	32,723
55 - 59	100	63	163	15,409	14,680	30,089
60 - 64	89	63	152	11,862	10,887	22,749
65 - 69	59	52	111	7,990	7,069	15,059
70 & over	56	39	95	8,713	7,190	15,903
<b>Total</b>	<b>2,228</b>	<b>997</b>	<b>3,225</b>	<b>187,448</b>	<b>189,108</b>	<b>376,556</b>

<sup>1</sup> Provisional

**Table 6b:** Tourist arrivals by age and sex, 1st Semester, 2021 and 2022

Age group (years)	1st Semester 2021			1st Semester 2022 <sup>1</sup>		
	Air	Sea	Total	Air	Sea	Total
Under 15	238	0	238	49,034	0	49,034
15 - 59	2,457	172	2,629	272,528	1,283	273,811
60 & over	352	6	358	53,684	27	53,711
<b>Total</b>	<b>3,047</b>	<b>178</b>	<b>3,225</b>	<b>375,246</b>	<b>1,310</b>	<b>376,556</b>

<sup>1</sup> Provisional

**Table 7:** Tourist arrivals by air and by main port of last embarkation for selected markets, 1st Semester 2022<sup>1</sup>

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
<b>EUROPE</b>	<b>207,066</b>	<b>71,691</b>	<b>33,370</b>	<b>4,390</b>	<b>1,507</b>	<b>6,764</b>	<b>1,614</b>	<b>39,955</b>	<b>1,684</b>	<b>38</b>	<b>129</b>	<b>101</b>	<b>134</b>	<b>114</b>
of which:														
France	99,020	66,541	7,712	1,845	937	1,592	5	5,415	384	28	41	25	76	24
Germany	27,860	1,950	20,498	242	93	494	10	435	54	1	7	18	4	14
Italy	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Switzerland	9,142	1,010	1,057	142	34	4,030	0	300	47	0	14	5	2	9
Turkey	18,843	1,009	2,091	1,989	135	313	1,593	1,266	877	9	18	17	22	7
United Kingdom	34,142	270	67	67	31	42	0	32,027	20	0	46	33	29	20
<b>AFRICA</b>	<b>96,813</b>	<b>18,725</b>	<b>1,376</b>	<b>274</b>	<b>216</b>	<b>475</b>	<b>26</b>	<b>1,818</b>	<b>192</b>	<b>16,337</b>	<b>41,724</b>	<b>865</b>	<b>216</b>	<b>179</b>
of which:														
Kenya	5,444	668	56	29	28	27	4	277	51	12	418	123	100	9
Malagasy Republic	3,827	248	26	9	4	9	9	22	17	396	150	158	20	7
Reunion Island	36,061	17,519	734	52	50	265	3	205	10	15,885	1,182	338	9	18
Seychelles	2,119	97	47	18	10	15	3	77	79	4	30	33	25	9
South Africa, Rep. of	47,174	188	500	166	124	159	7	1,237	35	40	39,944	209	62	136
<b>ASIA</b>	<b>71,359</b>	<b>2,997</b>	<b>5,088</b>	<b>2,200</b>	<b>1,140</b>	<b>1,891</b>	<b>98</b>	<b>13,936</b>	<b>2,516</b>	<b>115</b>	<b>161</b>	<b>14,058</b>	<b>243</b>	<b>1,159</b>
of which:														
Hong Kong SAR <sup>2</sup>	0	0	0	0	0	0	0	0	0	0	0	0	0	0
India	11,820	18	4	3	6	5	1	30	2	27	10	11,468	0	23
Malaysia	8	0	0	0	0	0	0	0	0	0	0	0	0	0
People's Rep. of China	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Saudi Arabia	1,627	15	19	0	0	1	7	4	4	0	3	14	0	3
Singapore	0	0	0	0	0	0	0	0	0	0	0	0	0	0
United Arab Emirates	57,881	2,964	5,065	2,197	1,134	1,885	90	13,901	2,497	88	145	2,576	243	1,133
<b>OCEANIA</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>
<b>AMERICA</b>	<b>8</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>8</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>
<b>Total arrivals by air</b>	<b>375,246</b>	<b>93,413</b>	<b>39,834</b>	<b>6,854</b>	<b>2,863</b>	<b>9,130</b>	<b>1,738</b>	<b>55,709</b>	<b>4,400</b>	<b>16,490</b>	<b>42,014</b>	<b>15,024</b>	<b>593</b>	<b>1,452</b>
of which:														
Direct from own country of residence														
From United Arab Emirates		71.2%	51.5%	Napp	44.1%	91.7%	5.2%	57.5%	Napp	96.3%	95.1%	76.3%	Napp	Napp
From Turkey		3.2%	12.7%	32.1%	39.6%	20.6%	5.2%	25.0%	56.8%	0.5%	0.3%	17.1%	41.0%	78.0%
From France		1.1%	5.2%	29.0%	4.7%	3.4%	3.4%	2.3%	19.9%	0.1%	0.0%	0.1%	3.7%	0.5%
From Reunion Island		15.8%	1.8%	26.9%	32.7%	17.4%	0.3%	9.7%	8.7%	0.2%	0.1%	0.2%	12.8%	1.7%
From South Africa, Rep. of		0.2%	1.3%	0.8%	1.7%	2.9%	0.2%	0.4%	0.2%	0.2%	2.8%	2.2%	1.5%	1.2%
				4.3%	1.7%	0.4%	0.4%	2.2%	0.8%	0.2%	1.4%	1.4%	10.5%	9.4%

<sup>1</sup> Provisional

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

Napp: Not Applicable



**Table 8:** Tourist arrivals, tourist departures, tourist nights, average length of stay and tourism earnings, 2019-2022

Year	Tourist arrivals (Number)	Tourist departures (Number)	Tourist Nights <sup>1</sup>	Average Length of stay	Tourism earnings <sup>2</sup> (Rs Mn)
<b>2019</b>					
1st Semester	650,082	676,309	7,145,889	10.6	31,052
2nd Semester	733,406	683,997	7,319,976	10.7	32,055
<b>Year</b>	<b>1,383,488</b>	<b>1,360,306</b>	<b>14,465,865</b>	<b>10.6</b>	<b>63,107</b>
<b>2020</b>					
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
<b>Year</b>	<b>308,980</b>	<b>355,290</b>	<b>4,485,257</b>	<b>12.6</b>	<b>17,664</b>
<b>2021</b>					
1st Semester	3,225	3,253	299,804	92.2	907
2nd Semester	176,555	144,190	1,868,437	13.0	14,346
<b>Year</b>	<b>179,780</b>	<b>147,443</b>	<b>2,168,241</b>	<b>14.7</b>	<b>15,253</b>
<b>2022<sup>3</sup></b>					
1st Semester	376,556	380,694	4,719,867	12.4	25,272

<sup>1</sup> Tourist nights for a reference period refer to nights spent by tourists departing in that reference period    <sup>2</sup> Source: Bank of Mauritius    <sup>3</sup> Provisional

**Table 9:** Hotels<sup>1</sup>, rooms and bedplaces, 2019 - 2022

Year	Number as at end of period				
	All Hotels			"Large" Hotels	
	Hotels	Rooms	Bedplaces	Hotels	Rooms
<b>2019</b>					
1st Qr.	110	13,456	30,228	57	10,564
2nd Qr.	109	13,336	30,068	58	10,533
3rd Qr.	110	13,248	30,623	57	10,370
4th Qr.	112	13,489	31,024	58	10,539
<b>2020</b>					
1st Qr.	111	13,297	30,664	57	10,352
2nd Qr.	913	10,537	24,214	443	7,972
3rd Qr.	743	8,171	19,091	323	5,898
4th Qr.	106	12,171	28,104	53	9,290
<b>2021</b>					
1st Qr.	933	10,837	24,895	493	8,470
2nd Qr.	813	9,358	20,663	393	7,057
3rd Qr.	923	10,810	24,824	453	8,243
4th Qr.	111	13,902	32,157	61	11,178
<b>2022<sup>2</sup></b>					
1st Qr.	111	13,917	32,244	61	11,171
2nd Qr.	106	13,649	31,745	58	10,965

<sup>1</sup> Refers to hotels in the Island of Mauritius which were operational    <sup>2</sup> Provisional    <sup>3</sup> Excluding hotels used as quarantine centres



**Table 10: Monthly Occupancy Rates<sup>1</sup> (%) for All Hotels and "Large" Hotels, 2020 - 2022**

Month	All Hotels						"Large" Hotels					
	2020		2021		2022 <sup>2</sup>		2020		2021		2022 <sup>2</sup>	
	Room	Bed	Room	Bed	Room	Bed	Room	Bed	Room	Bed	Room	Bed
January	73	64	18	15	42	37	75	65	18	15	44	38
February	70	61	15	11	44	39	72	63	14	11	46	41
March	42	34	8	6	50	44	43	35	9	6	52	45
1st Quarter	63	54	14	11	45	40	64	56	14	11	47	41
April	1	0	2	1	63	57	0	0	1	1	67	61
May	0	0	3	2	58	50	0	0	3	2	61	52
June	1	1	6	4	51	44	1	1	6	4	53	45
2nd Quarter	1	1	3	2	57	50	0	0	3	2	60	53
1st Semester	34	30	9	7	51	45	35	31	9	7	54	47
July	2	2	8	6			1	1	8	6		
August	5	5	16	13			5	4	16	13		
September	9	9	12	9			8	8	11	9		
3rd Quarter	5	5	12	9			4	4	12	9		
Jan. to Sep.	26	22	10	8			26	23	10	8		
October	16	12	37	33			16	12	38	33		
November	17	12	57	48			17	12	59	49		
December	21	17	40	36			21	17	42	36		
4th Quarter	18	14	45	39			18	14	46	39		
2nd Semester	12	10	31	26			12	9	32	27		
Year	24	20	21	17			24	20	21	18		

<sup>1</sup> For the periods March 2020 to end of September 2020 and March 2021 to end of December 2021, occupancy rate excludes number of nights spent in hotels which were used as quarantine centres  
<sup>2</sup> Provisional

**Table 11: Employment in large<sup>1</sup> establishments of the Tourism Industry as at end of March, 2017 - 2021**

Activities	2017		2018		2019		2020		2021 <sup>2</sup>	
	Room	Bed	Room	Bed	Room	Bed	Room	Bed	Room	Bed
Food Service		3,238		3,351		3,526		3,662		3,463
Hotels	24,183		24,412		24,510		25,039		21,693	
Travel and Other Services <sup>3</sup>	3,664		3,604		3,514		3,552		2,702	
<b>Total</b>		<b>31,085</b>		<b>31,367</b>		<b>31,550</b>		<b>32,253</b>		<b>27,858</b>

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

<sup>2</sup> Provisional

<sup>3</sup> Travel and other services include air transport services, tour operators, travel agencies and car rental

Source: Survey of Employment and Earnings in large Establishments





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