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MTPA appoints Interface Tourism to represent Mauritius on the Belgian, Luxembourg and Dutch markets

MTPA has chosen Interface Tourism, a communication, PR, social media and marketing agency specialised in the tourism industry, as representative to develop and promote Mauritius in the Belgian, Luxembourg and Dutch markets.



The Mauritius Tourism Promotion Authority (MTPA) has chosen Interface Tourism through a call for tenders for the promotion of Mauritius in the Benelux market, i.e. Belgium, the Netherlands and Luxembourg.

Interface Tourism will advise and assist MTPA in managing the PR, trade and marketing strategy, and social network presence for Mauritius. They will be responsible for raising awareness of the island in the Benelux market and strengthen its position as a unique destination.

The implementation of the overall strategy for Benelux countries will be coordinated by Interface Tourism France, which will also develop and execute the digital strategy and French-language media relations. The agency will join forces and expertise with other ITG (International Tourism Group) entities in Belgium, Luxembourg and the Netherlands. They will act as local intermediaries and handle the groundwork.

This collaboration will raise the profile of Mauritius in the Benelux market. The French, Belgian and Dutch agencies will work together to showcase the various wonders of the island as a leading destination in the Indian Ocean.

“We are delighted to be working with Interface Tourism and the ITG Group again to enhance the image of Mauritius in the Benelux market. This new collaboration marks a major step in the development of Mauritian tourism, which deserves to be discovered by a wider audience,” says the Director of MTPA, Arvind Bundhun.

Blaise Borezée, Managing Director of Interface Tourism, is also enthusiastic about this new partnership, “We are honoured to have been selected to represent Mauritius in the Benelux market. This appointment reflects the shared vision of Interface Tourism for collaborative and innovative promotion to open up new opportunities for Mauritian tourism. International Tourism Group has a presence in many European countries and this partnership will enhance and support the strength of our network.”



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