



ANNUAL REPORT

2023-2024

Mauritius





1

Message from Chairman	2-3
Message from Director	4-5
Corporate Governance	6-13

2

Market Activities	14-61
-------------------	-------

3

Financial Statements

Audit Report	64-69
Statement of Financial Position	70
Statement of Financial Performance	71
Statement of changes in Net Assets/Equity	72
Cash Flow Statement	73
Statement of Comparison of Budget and Actual Amounts (Revenue)	74
Statement of Comparison of Budget and Actual Amounts for Operating Expenses	75
Statement Showing Reconciliation of Actual Cash Flows with Budget	76
Notes to the Financial Statements	77-91



CHAIRMAN'S MESSAGE

As we reflect on the past year, I am pleased to present the Annual Report of the Mauritius Tourism Promotion Authority for the Financial Year 2023-2024. This past year has been a journey of growth, innovation, and remarkable achievements.

Just two years after reopening our borders in October 2021, the tourism industry in Mauritius has roared back to life. In the financial year 2023-2024, we welcomed a remarkable 1,344,493 visitors representing a 10% increase over the same period in 2022-2023 and a 96% recovery of pre-pandemic levels. This surge in tourism has not only revitalized our economy but also shattered records, with tourism earnings soaring to Rs 81.3 billion, a significant increase over the pre-pandemic figure of Rs 61.6 billion.

The positive impact of tourism extends far beyond the industry itself. Statistics Mauritius confirmed that tourists are staying longer, spending more, and supporting local businesses, particularly micro, small, and medium enterprises. The resurgence of tourism is evident in the national accounts, with the sector contributing significantly to our economy. As we look ahead to the next financial year 2024-2025, we are confident that we will surpass 1.4 million tourist arrivals and achieving record-breaking earnings of over Rs 100 billion.

This remarkable achievement is a testament to the partnership and collective efforts of the public and private sectors. Together, we have defied expectations and transformed what seemed impossible into reality. In just three years, we have not only rebuilt our tourism industry but built it back better and elevated it to new heights.

The Mauritius Tourism Promotion Authority has fully played its role and has been at the forefront of the resurgence of our tourism sector. By collaborating closely with industry stakeholders,

we have developed and implemented innovative marketing campaigns like 'Mauritius Now' and 'Feel Our Island Energy.' The latter campaign's international recognition is a testament to our dedication to excellence and creativity.

As a long-haul destination far away from its main markets, strong airline partnerships are essential. We have invested heavily in fostering relationships with airlines, especially Air Mauritius, as they rebuild their network. Moving forward, we will continue to forge alliances with airlines, both existing and new, to expand our global reach. By introducing new routes and increasing flight frequencies, we can tap into untapped markets and welcome visitors from every corner of the world.

To ensure our tourism industry's resilience, we will continue to diversify our markets while solidifying our position in key regions like Europe, South Africa, and Réunion. Strong air connectivity therefore remains crucial to our success, and we will work tirelessly to attract more airlines and expand our global reach.

The tourism industry faces numerous challenges, including the growing trend of imposing heavy taxes on long-haul travel to combat climate change. Such a simplistic solution would severely harm Small Island Developing States like Mauritius, which rely heavily on tourism for economic growth and job creation. It is to be underscored that while SIDS contribute less than 1% of global CO2 emissions, they are disproportionately affected by climate change. Long haul travel is key to SIDS and it is therefore imperative to explore sustainable alternatives that ensure climate justice for these vulnerable nations.

As we tackle the challenges facing our industry, we must transition from our short-term plan which focused on the recovery of the sector to a

longer term one. Once our policymakers have chosen which objective they want to pursue, it will be timely for the Mauritius Tourism Promotion Authority to set the ball rolling for a new brand positioning of the destination, a task which can benefit from the vast expertise and experience within our industry.

I would now wish to extend my sincere gratitude to Hon. Steven Obeegadoo, Deputy Prime Minister, Minister of Housing and Land Use Planning and Minister of Tourism, for his exceptional leadership during the most challenging period ever faced by our industry. I also thank my colleagues at the Ministry of Tourism and its agencies, as well as our industry partners, including airlines, hotels, Destination Management Companies, and countless MSMEs in the tourism value chain. Together, we have delivered unforgettable experiences to our visitors and ensured the success of our tourism industry.

Last but not least, I would like to acknowledge the invaluable contributions of my fellow Board members and extend my warmest thanks to the entire team of the MTPA led by their Director, Mr. Arvind Bundhun. Their unwavering support, dedication and hard work have been instrumental in achieving the remarkable results of FY 2023-2024 and setting the stage for future success.

Tourism is more than just an industry; it's a catalyst for positive change. By fostering cultural exchange and understanding between people from diverse backgrounds, tourism promotes people to people diplomacy. Beyond its social impact, tourism is a powerful economic driver, creating jobs and stimulating growth. Having weathered the challenges of the pandemic, the industry has emerged stronger, demonstrating its resilience and adaptability. The MTPA is proud to have contributed significantly to these achievements, working tirelessly to position Mauritius as a world-class destination.

Donald E. Payen
Chairman



**THE ONLY
WAY THAT WE
CAN LIVE IS IF
WE GROW**



The tourism sector's revival since September 2021 has been an ongoing, challenging journey. We had the foresight to embrace transformative changes and re-orient our strategy towards the 'high-value' segments. Central to this resurgence has been the complete overhaul of marketing strategies, with a sharp focus on digitalization. These efforts have collectively positioned the sector to not only recover but to thrive in an increasingly competitive global tourism landscape.

2023-24 has been full of promises

Tourism earnings increased from Rs 63.1 billion in 2019, more than recovered to Rs 64.8 billion in 2022, and surged to Rs 85.9 billion in 2023. The sector's combined direct and indirect effects contributed an estimated 20% to the GDP 2023, according to the World Travel & Tourism Council (WTTC). Our goal is to attract 1.4 million tourists in 2024 and generate Rs 100 billion in tourism earnings. 'Main markets' have shown a strong recovery, reaching 94.8% of their previous levels, and 'opportunity markets' have exceeded expectations, recovering to 107% compared to 2023. Eastern Europe (Russia, Poland, Czech Republic, Hungary, and Romania) has been established as a key growth area with the region witnessing a noticeable increase in tourist arrivals, from 59,654 in 2019 to 70,886 in 2023. Africa is gradually carving its own way.

A coordinated marketing strategic approach

A harmonious combination of digital creativity with intensive offline presence has collectively strengthened Mauritius' visibility and appeal across the global markets.

The '**Feel Our Island Energy**' campaign, launched in 2023, an innovative one away from conventional marketing has garnered international accolades during the prestigious 2023 World Travel Awards in Dubai. **Our online content was crafted into an experience that is truly immersive, vibrant, and colourful.** From video content that vividly showcased the island's allure to interactive social media campaigns, each element was meticulously crafted to engage, inspire, and convert interest into action.

We forged partnerships with influencers, celebrities, and premium brands (BMW) across markets, amplifying our reach. Our collaboration with **Liverpool Football Club played a significant role in elevating Mauritius' brand**

“ DIRECTOR'S MESSAGE

on the global stage, reaching millions of fans worldwide. Legendary figures like Robbie Fowler and Jason McAteer visited Mauritius as part of this collaboration, with their videos being widely shared online. This partnership extended its reach through strategic TV advertising during Liverpool's home matches, the launch of the "Memories Last Forever" campaign, and a series of creative initiatives like treasure hunts and quiz competitions. Thanks to this partnership, the island's brand was broadcast to a global audience, reaching a cumulative 464 million football fans worldwide. In addition, social media campaigns generated over *152 million impressions, 57 million video views, and 6 million engagements, making it one of the most successful digital initiatives in Mauritius' tourism history.*

Resonating our diversified tourism portfolio across markets.

We solidified the destination image as a top-tier destination for diverse experiences much 'beyond the beach'—whether for adventure, luxury, sustainability, golf, culture, or sports.

These facets were being actively supported during MTPA's participation in leading international tourism fairs such as ITB (Berlin), WTM (London), Top Resa (Paris), SATTE (New Delhi), OTM (Mumbai), ATM (Dubai), and a series of targeted roadshows. These prestigious events provide platforms for Mauritius to showcase its evolving brand and attract high-end travelers from key markets. The presence at these fairs and roadshows has solidified.

What lies ahead?

While it is acknowledged that the tourism sector has made remarkable progress, it has a significant role to play in the broader economy. Such progress would require ongoing adaptation, innovation, and collaboration between the government and stakeholders to sustain growth as the island seeks to solidify its global premium global stance.

More than strengthening our presence

We will continue to expand our reach in high-value tourism segments, whether in the 'main' or 'opportunity' markets. Achieving this aspiration requires a **strong alignment with world-class brands and prestigious events**, which will be an essential prerequisite for elevating our destination's global standing and appeal to discerning travelers.

Our primary focus would remain the consolidation of the main markets, ensuring consistent high-value growth.

With the foundation for growth into Eastern Europe now fully established with the newly set PR structure, we will intensify marketing efforts to attract high-value travelers.

Africa will also be a key area of focus, with growing connectivity through Kenya and South Africa bolstering our reach. India holds significant promise, particularly with Indigo's interest and other airlines. Our competitive advantage lies in the diverse offerings that extend beyond traditional beach tourism, enabling us to cater to varied tourist preferences. This, combined with our steadfast commitment to sustainability, climate change action, and a tourism model that is equitable and inclusive, will guide our development moving forward.

We will continue to leverage the power of AI and advanced technology to ensure we remain at the forefront of enriching tourist experiences and engaging with our audience in increasingly sophisticated ways. Our partnership with industry stakeholders will remain unmatched, strengthening our position in the global tourism landscape.

On this note, I wish to express my heartfelt thanks to the Hon. Deputy Prime Minister and Minister of Tourism, Hon. Louis Steven Obeegadoo, whose unwavering support and trust enabled us to thrive even in the most challenging times.

I would like to heartfully acknowledge the immense contribution of Mr. Donald Payen, Chairman of the MTPA, along with my Board members and the dedicated cadres of the Ministry of Tourism. My deepest gratitude also goes to the MTPA team, whose pivotal role in implementing our tourism strategy and sustained efforts in key markets successfully reinstated Mauritius on the global tourism map.



Arvind Bundhun
Director

CORPORATE GOVERNANCE



GOVERNANCE STRUCTURE

Overview of the MTPA

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

Mission statement

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

Corporate Governance

PRINCIPLE 1: OBJECTS OF THE MTPA

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

CORPORATE GOVERNANCE

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

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

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 2023 to June 2024, the MTPA was administered by the following Board members:

Chairperson

Mr. Donald Emmanuel Payen

Members

Mr Mohammad Salim Joomun
Senior Chief Executive,
Ministry of Tourism
(until 29 January 2024)

Mr Jean Daniel Philippe Labonne
Permanent Secretary,
Ministry of Tourism
(as from 29 January 2024)

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

Mrs Bibi Fatwma Abdool Raman Ahmed
Permanent Secretary,
Ministry of Finance, Economic Planning and
Development

Mr Dharamraz (Sachin) Mohabeer
Deputy Chief Executive Officer
EDB Mauritius

Mr Jocelyn Kwok
Chief Executive Officer,
AHRIM

Mr. Bruno Lebreux
Executive Chairman
KlikMoris Services Ltd

Mrs. Geneviève Dardanne
Director and Partner
Kreola Ltd

Corporate Governance

Committees reporting to the Board



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

In compliance with the Code of Corporate Governance for Mauritius, a Board and Audit Committee Charters have been developed and are available online at <https://trade.mymauritius.travel/download/mtpa-charters>. The Charters of the other Statutory Committee are currently being finalised.

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 six times during the period July 2023 to June 2024.

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

Chairperson

Mrs. Ishrat Mooraby
Assistant Permanent Secretary,
Ministry of Tourism

Members

Mr. Bruno Lebreux
Executive Chairman,
KlikMoris Services Ltd

Ms Mary Mootoosamy
Manager – HR & General Admin,
EDB Mauritius

Mr Arvind Bundhun - *Director MTPA (in attendance)*

Finance and Procurement Committee - FPC

The Finance and Procurement Committee (FPC) looks into all matters regarding procurement of goods and services including consultancy services. The Terms of reference of the Committee are currently being finalised.

For the period July 2023 to June 2024, the MTPA Finance and Procurement Committee met 21 times.

The members of the Departmental Bid Committee are as follows:

Chairperson

Mrs Bibi Fatwma Abdool Raman Ahmed
Permanent Secretary, Ministry of Finance,
Economic Planning and Development

Members

Mrs. Ishrat Mooraby
Assistant Permanent Secretary,
Ministry of Tourism

Mrs. Geneviève Dardanne
Director and Partner,
Kreola Ltd

Mr. Bruno Lebreux (Alternate Member)
Executive Chairman,
KlikMoris Services Ltd

Audit Committee

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

Chairperson

Mr. Dharamraz (Sachin) Mohabeer
Deputy Chief Executive Officer,
EDB Mauritius

Members

Mr Rajagopalan Subbrahmnya Pillay Amourdon
Deputy Permanent Secretary,
Ministry of Finance, Economic Planning and Development

Mr J. Kwok
Chief Executive Officer,
AHRIM

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

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

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

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

During the period July 2023 to June 2024, the Audit Committee met two times.

Corporate Governance

Representation on Board and Committees

The members of the Board and Sub-Committees for the period July 2023 to June 2024 is as follows:

Name	Board	Audit Committee	HR Committee	Finance and Procurement Committee
Mr D. Payen	•			
Mr M. S. Joomun	•			
Mr J. D. P. Labonne	•			
Mr J. Kwok	•	•		
Mrs B. F. Abdool Raman Ahmed	•			•
Mr D. Mohabeer	•	•		
Mr B. Lebreux	•		•	•
Mrs G. Dardanne	•			•
Mrs I. Mooraby	•		•	•
Mr R. S. P. Amourdon		•		
Ms M. Mootoosamy			•	

Name	Board	Audit Committee	HR Committee	Finance and Procurement Committee
Total Number of Meetings	10	2	6	21
Mr D. Payen (<i>Chairperson</i>)	10			
Mr M. S. Joomun	3			
Mr J. D. P. Labonne	5			
Mrs I. Mooraby (<i>Alternate</i>)	2		6	17
Mr D. Mohabeer	6	2		
Ms M. Mootoosamy			6	
Mrs B. F. Abdool Raman Ahmed	7			13
Mr R. S. P. Amourdon		2		
Mr J. Kwok	9	2		
Mr B. Lebreux	7		5	1
Mrs G. Dardanne	9			18

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

Directors' Profile

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

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

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

He was appointed Chairperson of the Mauritius Tourism Promotion Authority as from 3 April 2023.

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

He was made a Knight of the Order of Merit "Chevalier de l'Ordre National du 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.

Mr Jean Daniel Philippe Labonne (As from January 2024)

Mr. Jean Daniel Philippe Labonne holds a Commonwealth Executive Master of Business Administration and a BSc (Hons) in Human Resource Management and Development. He was awarded the James Stewart Cook Convocation Trust Prize at the London School of Economics and Political Science, University of London.

Mr. Labonne has years of experience in the Public Sector. He is currently the Permanent Secretary of the Ministry of Tourism.

He began his career in the public service

Corporate Governance

in 1987 and has since served in various ministries, including the Ministry of Trade and Shipping, Ministry of Civil Service and Employment, Ministry of Foreign Affairs, Ministry of Commerce, Ministry of Public Infrastructure and Land Transport (National Development Unit), Ministry of Gender Equality and Family Welfare, Ministry of Blue Economy, Marine Resources, Fisheries and Shipping, Ministry of Health and Wellness and Ministry of Industrial Development, SMEs and Cooperatives. He is currently the Permanent Secretary of the Ministry of Tourism.

Mr. Labonne serves on several Boards, notably Airport Terminal Operations Ltd (ATOL), Gambling Regulatory Authority (GRA), National Environment Cleaning Authority (NECA) and Amedee Maingard Foundation.

Mrs Bibi Fatwma Abdool Raman Ahmed

Mrs. Bibi Fatwma Abdool Raman Ahmed joins the Ministry of Finance, Economic Planning and Development as Permanent Secretary since March 2023. She has years of experience in the Public Sector. She holds a Master of Business Administration with Specialisation in Human Resource Management from the University of Mauritius.

Mrs. Abdool Raman Ahmed has been involved in advising the Government on policies and strategies. In her capacity as Permanent Secretary, she has been called upon to represent her Ministry on various Boards and Committees such as Information and Communication Technologies Authority (ICTA), Utility Regulatory Authority (URA), and Mauritius Institute of Biotechnology Ltd (MIBL). She has also led delegations and act as Panellist/Moderator in international fora, the last ones being the APRM Annual Ministerial Meeting: National Development Planning Community of Practice, 10-11 September 2023, Cairo, Egypt and the Twenty-Ninth Session of the Intergovernmental Committee of Senior Officials and Experts (ICSOE) for Southern Africa from 09 to 09 November 2023, in Gaborone, Botswana.

Mr Mohammad Salim Ferhat Joomun *(until January 2024)*

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

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

He has served as Permanent Secretary at the Ministry of Industry, Commerce and Consumer Protection (Industry Division),

Ministry of Local Government, Ministry of Energy and Public Utilities, Ministry of Housing and Land Use Planning and Ministry of Tourism, and is currently posted at the Ministry of Blue Economy, Marine Resources and Shipping.

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.

Mr Dharamraz (Sachin) Mohabeer

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

Mr Jocelyn Kwok

Mr. Jocelyn Kwok is since 2011 the Chief Executive Officer of AHRIM (Association of Hoteliers and Restaurants in Mauritius), the main professional association of private operators and lead spokesperson in the tourism and hospitality industry, liaising with Government, Institutions and the Media. In his capacity, Jocelyn Kwok is also involved with the main tourism bodies, namely as a Board member of the MTPA (Mauritius Tourism Promotion Authority) and a member of the Star Rating Committee under the Tourism Authority. He is also often called upon to co-chair public-private sector meetings on tourism issues. He currently chairs a Working Group on the Improvement of Tourism Statistics under the aegis of Statistics Mauritius.

Prior to joining AHRIM, Mr. Kwok was the General Secretary of the Mauritius Chamber of Agriculture where he led industry positions with particular focus on international sugar trade and local food production. From 1991 to 2006, Jocelyn Kwok was a Management Consultant at De Chazal Du Mée,

acquiring the Partner status in 1998. He was Head of the Marketing and Economic Studies Service Line, specialising namely in socio-economic studies, market research surveys and impact studies. Jocelyn Kwok also had the opportunity to serve as Co-Chair of the Maurice Ile Durable Fund (2008 – 2010) and Councillor at the National Economic and Social Council (2009 – 2014).

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

During the period under reference, he served as a Council member of the HRDC (Human Resource Development Council) and a Member of the National Wage Consultative Council.

Mr Bruno Lebreux

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

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

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

Mrs Geneviève Dardanne

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

Mrs. Dardanne is currently the Past President of the Association of Inbound Operators Mauritius.

She is also the Director & Partner of Mauzil Services and Travel by Kreola since 2021.

Corporate Governance

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 2023 to June 2024, the Board met ten times under the Chairmanship of Mr D. E. Payen.

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

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

Remuneration of Members

During the period July 2023 to June 2024, a total amount of Rs 840,000 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 services of the Internal control cadre of the Ministry of Finance, Economic Planning & Development has been retained to assist the MTPA in the preparation of a risk assessment framework for the Authority in line with Circular 8 of 2021, Guidelines for establishment of Risk Management in the Public Sector. The scope of the Audit Committee will thereafter be expanded and will in future be referred to as the Audit and Risk 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 2023/2024 were submitted to the National Audit Office as per the statutory deadline established by the Statutory Bodies (Accounts and Audit) Act following amendments made in the Finance (Miscellaneous Provisions) Act 2017.

MTPA's budget for 2023-2024 was pre-allocated by the Ministry of Finance, Economic Planning and Development to operating costs and destination marketing support.

Corporate Social Responsibility

MTPA is a non-profit making organisation and does not have a CSR strategy. It nevertheless assists in community development through promotion of local talent (artists, pageants, chefs) as listed hereunder in recognition to their direct and indirect contributions to the tourism industry:

- Miss Tourism Mauritius competition held in Sri Lanka
- Miss World Final held in India
- Wow Miss Asia Global held in London
- Miss Mauritius
- Bocuse D'Or National Final held in France
- Caudan Food Festival
- China Town Food & Cultural Festival
- La Isla 2068 held at Chateau de Labourdonnais in Mapou
- Festival Kiltir ek Langaz Kreol Morisien

The MTPA sponsored the Festival Fam Ocean Indien, an event organized by Sharp Eleven Events, which gathered a diverse group of artists and entrepreneurs at the Domaine de Labourdonnais on 01 July 2023. Conceived by women, this festival primarily aims to promote music exchange between the islands of the Indian Ocean. Additionally, the festival supported two NGOs, SOS FEMMES and LINK TO LIFE, with the proceeds being used to provide them with financial assistance.

The MTPA sponsored the Nando's Open Water Swim, a swimming competition organized by Fueled Sports Ltd, which took place on 28 April 2024, at Pereybere and Grand Bay public beaches. The event raises funds for the Royal Life Saving Society of Mauritius.

Social Issues

As part of its cultural tourism strategy, MTPA also partners with religious, social and cultural stakeholders for the organization of events like the Messe du Tourisme, the Père Laval Pilgrimage, and Ganesh Chaturthi.

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

The MTPA runs an internship scheme aimed at enhancing the employability of unemployed young people. During the period under review, around 30 youngsters from different

Corporate Governance

institutions benefited from this scheme, gaining valuable experience and skills to improve their job prospects.

The MTPA is also deeply committed to the welfare and health of its employees. To support the health and well-being of its staff, the MTPA offers a contributory medical insurance scheme and maintains a Staff Welfare Committee that focuses on the overall development of employees. This committee organizes various initiatives and events, such as Christmas celebrations and end-of-year parties, fostering a positive and supportive work environment.

The MTPA also places a strong emphasis on continuous training and professional development, offering a range of opportunities for staff to enhance their skills and knowledge. Several online and face-to-face training sessions were conducted, covering topics essential to daily operations. For instance, courses such as Advanced Microsoft Excel, Writing Effective Minutes of Meetings, Business English & French, Effective Bookkeeping and Payroll for Public Officers, and Advanced Secretarial Course were provided by the Civil Service College during the Financial year 2023-2024.

Furthermore, employees in the Customer Service and Marketing units received specialized training in Essential Knowledge of Mauritius, Customer Care for MTPA Officers, and Tourism Project Management. Additionally, staff in the procurement unit benefited from a course on Strategic Procurement Management, ensuring they are well-equipped to contribute effectively to the organization's goals.

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

Environmental issues

The MTPA has been a member of the World Travel and Tourism Council (WTTC) since 2020. The WTTC collaborates on various sustainable tourism initiatives with leading associations and organizations to ensure that travel and tourism benefit people, businesses, and the environment. It hosts a range of global events and webinars throughout the year, providing a valuable platform for networking and sharing insights with governmental and sector peers. The MTPA is actively involved in the WTTC's Sustainability Task Force.

With approximately 80% of goods and services in the travel and tourism sector dependent on nature, it is essential to take practical steps to protect our oceans, restore the environment, and promote sustainable growth.

Launched in May 2022, the Sustainable Tourism Mauritius Awards (STMA), initiated by the Tourism Authority, has become an annual event. This well-regarded initiative recognizes organizations and individuals in both Mauritius and Rodrigues for their exemplary efforts and significant progress in sustainability. Aligned with the government's vision to achieve green destination status by 2030, the MTPA fully supports this initiative in partnership with the Tourism Authority.

Winners of the second edition held in May 2023 were invited to participate in three major international fairs led by the MTPA: Top Resa in Paris, World Travel Market in the UK, and SATTE in India. The MTPA also supported the third edition held in May 2024.

Sustainable tourism is not only a growing trend but also a necessity for tourism businesses worldwide. As outlined in the Budget 2023-2024, the government aims to transform Mauritius into a sustainable destination. To promote sustainability practices, the Mauritius Standards Bureau hosted a workshop on Sustainable Tourism Certification branded as the Blue Oasis in April 2024. This workshop served as a key platform to discuss and celebrate advancements in sustainable tourism practices, highlighting the importance of the Blue Oasis Certification. The MTPA was invited to share its expertise during this event.

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

Market Round Table / Focus Group

At the beginning of each financial year, a Round Table is organized for each market, bringing together local and international industry stakeholders, including Destination Management Companies, tour operators, travel agents, hotels, tourism associations, airlines, and MTPA's Public Relations Consultants. This forum aims to identify market strategies and discuss upcoming projects such as participation in fairs, roadshows, and press and familiarization trips.

The collaboration between the public and private sectors remains strong, with numerous meetings—both in-person and online—to present MTPA activities to local stakeholders and conduct interactive sessions aimed at maximizing returns for the destination.

Task Force

During the year under review, two task forces were set up for the Reunion and Indian markets respectively and comprising industry experts (hoteliers, airline representatives and others).

Reunion

The objective of the Reunion task force was to fully leverage market potential where air connectivity was not a concern. The task force convened multiple times from September 2023 to January 2024 to create a new communication strategy and reposition our destination to focus on specific segments.

India

The purpose of the task force was to collaborate and offer constructive suggestions for launching the marketing campaign for the upcoming season, with the goal of optimizing seat capacity and achieving pre-COVID arrival levels.

Other joint initiatives in the pipeline are:

Artificial Intelligence project

The MTPA, in partnership with the Ministry of Tourism and the Mauritius Emerging Technologies Council (METC), is developing AI-enabled tools, including an OpenAI-based chatbot that can be seamlessly integrated into the MTPA's digital platforms, such as its website and mobile app, using a user-friendly API.

Travel Digital Form

The MTPA, in collaboration with the Ministry of Health and the Passport and Immigration Office, is working on updating the All-in-One Travel Digital Form, which can be found at <https://safemauritius.govmu.org/>.

MARKET ACTIVITIES

1. France
2. UK
3. Reunion Island
4. South Africa
5. Germany
6. India
7. Switzerland
8. Italy
9. Saudi Arabia
10. Austria
11. Benelux
12. Australia
13. Spain & Portugal
14. Russia
15. Poland
16. Kenya
17. United Arab Emirates





FRANCE

Market Situation

Vacations are essential for the French

A study shows that 4 out of 5 French people consider travel essential, with 88% seeing it as necessary for relaxation and escape. They need at least 15 days of vacation to break from routine and enrich their lives.

Top long-haul destinations in June 2024

1. Dominican Republic
2. Mexico
3. Thailand
4. Mauritius
5. Tanzania

Travels during the Olympic Games

The Paris Olympics led to a 31% rise in international air traffic, with Paris seeing a 33% increase. Other cities experienced traffic boosts before the Games, and outbound travel rose by 13% the week prior.

Looking for sun, without spending too much

The average household budget is 2,102 euros for 2.2 weeks, with a preference for sunny, international destinations. 40% of holidaymakers plan to go abroad, especially those from Île-de-France.

Luxury travel is expected to be one of the top spending drivers

2023 results are already exceeding 2019 levels. Travel budgets continue to grow exponentially. Inflation has had no impact on this clientele.

Sustainable tourism

About 77% of French people say they want to travel more sustainably in the next 12 months, even if prices and the inflation in general remain a barrier. It is also one of the trendiest topic in the media.

Overview of the French Arrivals in Mauritius

Year	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	March	Apr	May	June
2022/2023	18,674	19,101	14,145	29,393	31,676	32,429	28,022	30,211	23,589	29,716	22,664	13,123
2023/2024	23,603	22,132	18,009	35,196	36,337	36,920	28,322	30,788	25,809	32,903	24,363	13,826
Y1/Y2	26.39%	15.87%	27.32%	19.74%	14.71%	13.85%	1.07%	1.91%	9.41%	10.72%	7.50%	5.36%

Authentic travels

The French want to immerse themselves in a totally different culture: 78% of them are looking for experiences that reflect local culture when they travel.

Sun & chill

French people consistently associate holidays with sun and beach : it is the preferred holiday type of 52,4% of the population and continues to be n°1 in 2023. But they are also in need of slowing down and unwinding (34%)

Market Performance

Low season sales are strengthening

Departures during low season is increasing over the years and even more this year, there is a real interest to travel during the low season and we will continue to showcase & push it.

Mauritius a top-of-mind travel destination

Since Sep.21, Mauritius has been the 2nd long-haul destination on the French market behind the Dominican Republic, and it even moved into 1st place since Feb.23, partly due to the closure of air links to the Dominican Republic.

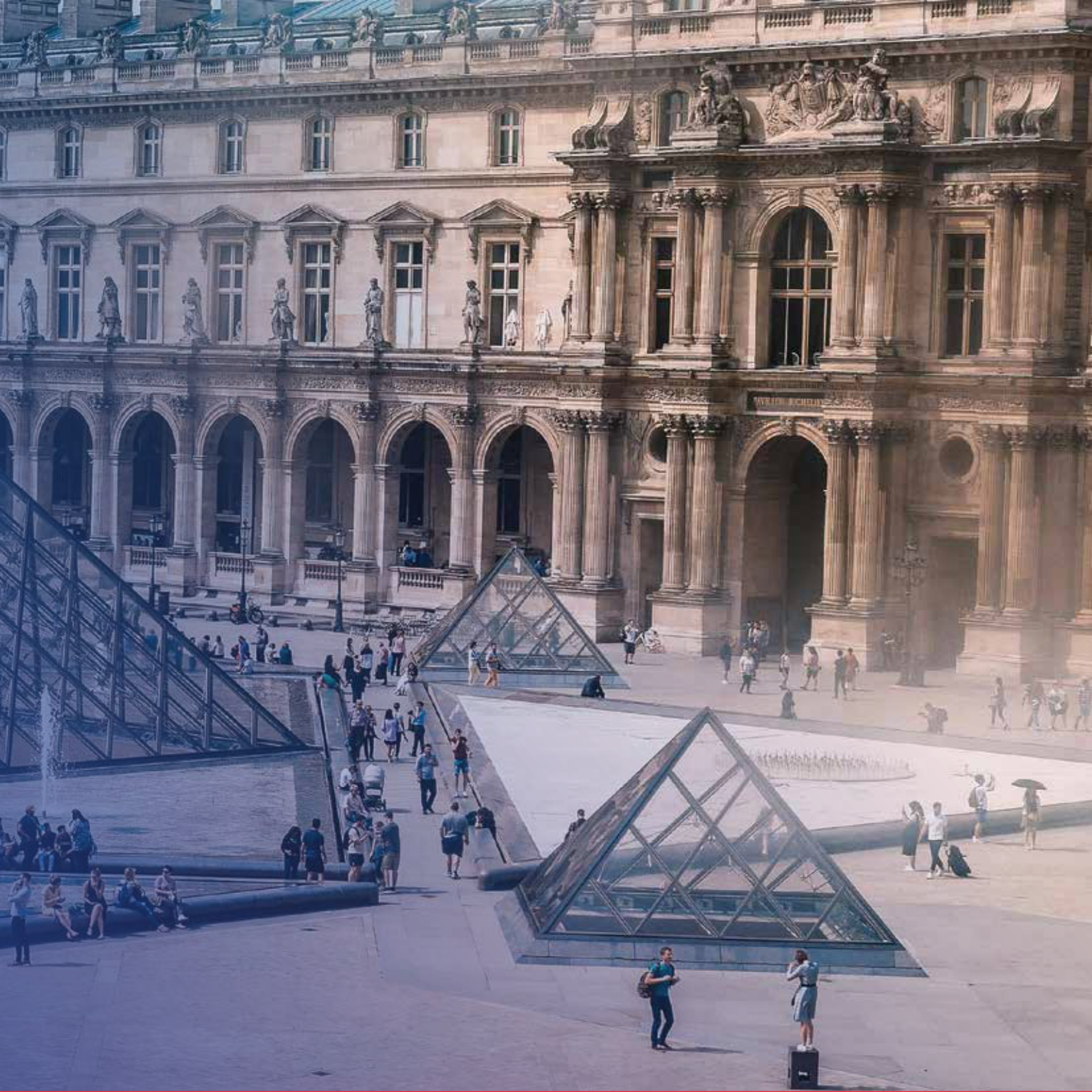
TOP 10 TOs/OTA selling Mauritius (Jan-Jul 2024)

1. Club Med
2. Gotogate
3. Opodo
4. Exotismes
5. Fram/Karavel
6. Beachcomber Tours
7. Solea
8. Voyage Privé
9. Nautil
10. Austral Lagon

Market Strategy

Keep Mauritius as the favourite destination of French tourists and...

- #1** Boost the interest of French travelers for its unique selling points such as culture, gastronomy, nature, luxury, etc.
- #2** Continue to appeal to key targets such as repeaters, integrating a new strategy and positioning, by showing them Mauritius' unexpected landscapes and activities.
- #3** Cut through the noise of other competitors' campaigns through creativity and originality, ensuring that Mauritius retains mindshare.
- #4** Inspire and educate with a goal of extending the reach and strengthen the desirability of Mauritius to new audiences with a new positioning, in
- #5** Engage with tourism professionals to present them Mauritius's offers and encourage them to create more dedicated packages and boost their sales.
- #6** Increase significantly visitors' arrivals by partnering with key operators/agencies and by diversifying our target audiences.
Increase visitors' average length of stay by highlighting the wide range of activities available for everyone's taste and the interesting yet undiscovered spots to explore the destination off the beaten paths
- #7**
- #8** Position Mauritius as the ideal, most trust- worthy, but also most exciting incentive destination and secure major events raising the destination's profile



TRADE ACHIEVED KPI

• Sales call	121
• Newsletters	x10 <small>(sent to 4K contacts)</small>
• Webinars	6
• B2B Events	10
• Travel Agents Trained	930
• Trade Campaigns	12
• B2C Fairs	3
• FAM Visitors	102

SOCIAL MEDIA ACHIEVED KPI

<u>Facebook</u>	
• Number of posts	166
• Person reached	9,056,546
• Number of new fans	5,287
<u>Instagram</u>	
• Number of posts	391
• Engagement rate	7,1%
• Number of new followers	20,366
<u>Paid</u>	
• Impressions	10,456 451
• Reach	3,981,254

PR ACHIEVED

• Media calls	148
• Press releases & Newsletter	13
• TV Shows	x4 - 26,313,000 Viewers
• Media Partnerships	4
• Press Trips	x4 - 14 total participants
• Number of pieces	537
• Media Value	18,048,664 €

MARKET ACTIVITIES

Trade Activities

IFTM TOP RESA

DATE: OCTOBER 2023

Partners on the booth:

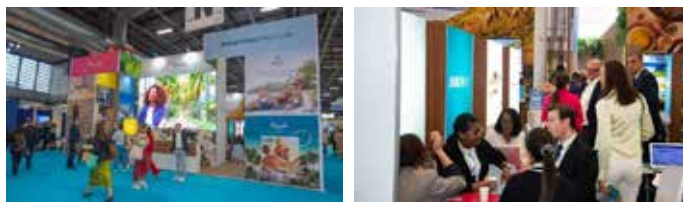
Partners: Air Mauritius, Beachcomber Hotels, The Lux Collective, Sun Resorts, Rogers Hospitality, Marriott, Southern Cross Hotel, Sea Resorts Hotels, Pearle Beach Resort, Shanti, The Residence, Attitude Hotels, Sofitel Hotels...

6 DMCs, AHRIM, TPA, Rodrigues, Association des hotels de charme...

- MTPA booth: more than 200 square meters
- 30 349 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

Achievements:

- 42 trade meetings organized during the fair
- 1 interview realized with Donald



WEBINARS

6 IN TOTAL DURING THE YEAR

Webinars with partners for French market:

- Update travel trade on relevant industry and partners news (hotels, airlines)
- Give opportunity to our partners to share news and content with the French travel trade
- Partnership with: Havas, Legend Hill, Turquoise TO, MJ Holidays, Sofitel Hotels, Constance Hotels

Achievements:

6 webinars with partners on the french market



NEWSLETTERS

10 IN TOTAL DURING THE YEAR

Institutional thematic newsletter (every 2 months):

- Update travel trade on relevant destination news to support them on sales and production
- Keep a contact with the French trade industry
- Showcase diversity of the destination assets through specific angles

Partners newsletter (every 2 months):

- Update travel trade on relevant industry and partners news (hotels, airlines)
- Give opportunity to our partners to share news and content with the French travel trade

Achievements:

- 5 institutional thematic newsletters:
 - Average of 2,800 contacts, 33% opening rate
- 5 partners newsletters
 - Average of 2,800 contacts, 33% opening rate



MARKET ACTIVITIES

JOINT MARKETING PROMOTION

14 IN TOTAL DURING THE YEAR

Campaigns with Tour Operators:

- Campaigns organized all year round to highlight Mauritius through travel trade and help tour operators to better sell their MRU products.
- We had JMPs with : Beachcomber Tours, Nautil, Fram, Solea, NG Travel, Exotismes, Kuoni, Turquoise, FTI, Club Med, Fairmoove and Austral Lagons

Campaigns: 1 with a flash seller, 1 with an OTA and an airline company

- Campaigns organized during the low season (and the Olympic Games) to highlight Mauritius through travel trade and help those partners to better sell their MRU products during this period
- Flash seller : Voyage Privé
- OTA : Odigeo in partnership with Air Mauritius

Achievements

- 10 events participation in 10 different cities
- 208 agents trained
- 10 dedicated newsletters sent to partners database
- 4 sales challenges organized

RESULTS AND RECOMMENDATIONS

Global performances FR - campaign period (01/01/2024 - 25/03/2024) vs (01/01/2023 - 25/03/2023)

Market	Period	Bookings	Pax	Roomnights	Traffic	Average Basket Value	Length of stay
FR	01/01/2024 - 25/03/2024	683	2 333	8 439	841 550	5 059 000€ / 5 715€	9,8 nights
FR	01/01/2023 - 25/03/2023	797	3 945	7 633	718 841	4 317 000 € / 5 636€	9,5 nights

Global performances ALL BU - campaign period (01/01/2024 - 25/03/2024) vs (01/01/2023 - 25/03/2023)

Market	Period	Bookings	Pax	Roomnights	Traffic	Average Basket Value	Length of stay
ALL	01/01/2024 - 25/03/2024	1 163	2 736	31 295	1 275 207	6 478 640	9,6 nights
ALL	01/01/2023 - 25/03/2023	992	2 381	9 622	1 054 003	5 189 712 €	9,7 nights

Split bookings per market

- Top 3 produits:** Hôtel Le Palmiste 3*sup, Club Framissima Villas Caroline 3*, Club Framissima Casuarina Golf 3*
- Panier moyen par pax sur la période de campagne:** 1 865€
- Durée moyenne:** 9,66 jours
- Villes principales de départ:** Paris, Marseille, Lyon, Toulouse
- Nombre de pax vendu sur la période de campagne:** 1 070 pax

MTPA FAMTRIPS & SUPPORT

ALL YEAR ROUND

Famtrips financed by MTPA

- Train travel trade about the destination, hotels & airlines offers and showcase diversity of the destination assets through specific angles
- Give opportunity to our partners to share news and show their products to the French travel trade, we worked with nearly all partners and hotel chains
- We focused on special operations for sales team (travel agents)

Famtrips organised by MTPA

- Train tour operators about the destination, give them opportunities to develop products, make contacts and new business opportunities
- 1 with a thematic around luxury and unique experiences
- 1 with a thematic around sport and adventure

Achievements

157 people sent to Mauritius and trained about the destination



MARKET ACTIVITIES

Digital activities

INTER-FRANCE TOURISM1

DATE: JUNE TO JULY 2024

Objectives

- Promote the key messages of “Vivez notre île” campaign and inspire the French to discover Mauritius during Olympic Games
- Promote commercial offers with B2B partners (Air Mauritius) to increase sales and boost last-minute bookings

Media plan:

Awareness

DOOH campaign in airports and train stations to inspire people to visit Mauritius during Olympic Games in France

Sales

Display campaign (Native Ads, IAB, Interstitial) to create traffic and generate conversion

PR & Influence activities

PRESS RELEASES & NEWSLETTERS

Press releases:

- Update travel and consumer medias on relevant destination news (tourist number, corporate communication..)
- Keep a contact with the French press industry
- Showcase diversity of the destination assets through specific angles

Newsletter (every 2 months):

- Update medias on relevant industry and partners news (hotels, airlines)
- Highlighting different editorial angles to inspire journalists and confirm press reports.

Achievements:

- 8 press releases :
-Average of 1,500 contacts, 22% opening rate
- 5 newsletters :
-Average of 3,300 contacts, 35% opening rate



Targeting strategy:

Primary target: Millenials/Early Careers - 25 / 35 years (solo or couple) + 35 - 50+ (Family and Couple)

Secondary: Honeymooners (25-35), Water sports fans (25-60), Golf fans, Nomadic couples

Achievements:

- 23M impressions
- 11M people reached
- 18K clicks

ORGANIZATION OF INDIVIDUAL PRESS TRIPS

Individual press trips organized:

- Individual press trip to promote Mauritius as a leading destination with off the beaten track accommodation and experiences.
- Showcase diversity of the destination assets through specific angles
- We had different medias traveling :
L'Est Républicain, France Inter, L'hôtellerie Restauration, Yonder, Les Louves, Acumen

Achievements:

- 6 journalists traveling
- 7 articles published following the trips



MARKET ACTIVITIES

MTPA GROUP PRESS TRIPS

IN APRIL 2024 & JUNE 2024

MTPA Press trips organized:

- Group press trip to promote Mauritius as a leading destination with off the beaten track accommodation and experiences.
- Showcase diversity of the destination assets through specific angles
- Give opportunity to our partners to share news and show their products to the French travel trade, we worked with nearly all partners and hotel chains
- We focused on two angles :
 - Press trip focusing on wellness
 - Press trip focusing on sport

Achievements

- 8 journalists traveling
- 5 articles published following the trips and

TV

ALL ROUND YEAR

TV Projects initiated by MTPA France:

- TV Projects to showcase different assets of Mauritius and lighten new aspects
- Showcase diversity of the destination assets through specific angles as wedding or sport
- Thanks to their large audiences and their reputation, these projects have become references for promoting the destination
- TV 5 Monde and Canal+ for the Tour Cyclist
- 50'Inside (TF1) x2
- Zone Interdite (M6)

Achievements

- 15h of shows for le Tour Cyclist
- 1 50'Inside about Mauritius in general
- 1 special 50'Inside following Miss France trip
- 1 Zone Interdite showcasing the facilities and the benefits of getting married in Mauritius



SOCIAL ADS

ALL ROUND YEAR

Sponsoring budget:

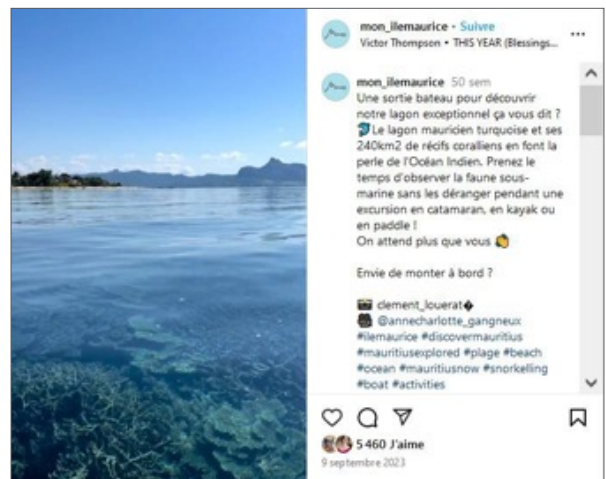
- Keep increasing the Facebook and Instagram audiences and earn new fans whose profiles correspond to Mauritius's targets;
- Raise awareness about Mauritius and the campaign "Vivez notre île" through the ads to our target audiences.
- Engage a sponsoring budget monthly to boost trending and quality content to ensure a large coverage of our posts on social media.

Fan recruitment campaign:

These campaigns will aim at maintaining a strong presence of the destination and growing the audience on Facebook. Those will take place during key booking seasons and will target specific populations on social media.

Achievements:

- 25,287 fans on Facebook and Instagram
- 12,300,000 people reached
- 18,756,451 paid impressions





Sales and Marketing

- Successfully trained a total number of **314 sales agents** with over **7 new training webinars and training events**
- Increased MTPA's Hablo profile with **1,700 new followers**
- Attended **two tradeshows** on behalf of MTPA and held more than **60 one-to-one meetings**
- Initiated over **65 sales meetings** throughout the year
- Hosted **three trade events** for key tour operators and local stakeholders throughout the year
- Successfully completed **six JMA campaigns** with key tour operators including, Premier Holidays, Blue Bay Travel, Love Holidays, Destination2 and Luxury Holidays
- Achieved **3,832,830 impressions** with our B2C campaign, supporting four tour operators as call-to-action partners
- Ensured **5 product managers** visited to Mauritius
Created and shared **three trade newsletters** and **three press releases**
- Supported the trade with tickets to Liverpool FC as incentive prizes

Social Media

- Published **396 pieces** of content across Facebook, Instagram and Twitter
- Daily community management to nurture the community and grow destination advocates
- Ongoing influencer relations, assisting with ad hoc requests and influencer meetings
- Results:
 - **Total Impressions: 1,843,964**
 - **Total Reach: 739,091**
 - **Total Engagements: 837,381**

PR

- Secured **198 pieces of coverage**, including **41 print pieces, 133 online pieces** and **24 broadcast pieces.**
- Reached **651,902,182 readers/viewers** and generated coverage with a total **AVE of £32,966,934.17**
- Distributed **9 press releases** including Mauritius to target UK media
- Joined over **89 media meetings** to discuss Mauritius' latest news and potential story angles
- Hosted **1 media breakfast** to update key press contacts on Mauritius news
- Secured broadcast opportunities with **2 major tv channels**
- Secured **1 brand partnership** with luxury swimwear brand Heidi Klein
- Attended **11 industry events** on MTPA's behalf
- Organised **one group FAM trips** and **9 individual trips** to Mauritius for top tier media including publications such as:
 - The Daily Telegraph
 - Financial Times
 - Aspire



MARKET ACTIVITIES

Hero Moments

ITV THE VOICE

Description

Flight Centre was the headline sponsor of The Voice UK in October 2023, a singing competition (popular with the family market, 35+) shown on prime time Saturday night TV with a reach of up to 5.1 million viewers.

The series was broadcast in late September - December. As part of this partnership, Flight Centre promoted a destination of their choice in 5, 60-second slots which was used to promote The Voice's £50,000 competition. Mauritius was chosen as this destination, providing MTPA amplified the partnership with a £15,000 joint marketing campaign with Flight Centre which promoted nature and wildlife, inspiring customers to explore more beyond the beach in Mauritius. The campaign ran in store and online while the Voice was being broadcast on national television.

The integrated campaign saw activity run across Flight Centre's owned channels and a large paid media buy, including outdoor advertising across London commuter tube and rail sites, as well as significant digital activity, with a press uplift, to drive awareness through to conversion, with MTPA's investment and creative focused on conversion generating channels, as well as on Flight Centre real estate.



Result

Airline tickets sales to Mauritius July to December were 437, up 38% versus last year, whilst revenue was up 21% vly. Between October to December, overall sales to Mauritius were up 10% prior period and 10% year on year. We generated 151 room nights, tracking to 81% of target, and £58k revenue. Whilst air demand is strong, hotel room night numbers indicate that they need to continue reviewing its land attachment and product mix to better capitalise on demand to Mauritius.

The marketing campaign saw positive metrics with 15,522 enquiries generated across all channels. The campaign homepage saw 40,664 page views from 33,949 users (+12% YoY), generating 1,934 or 41% more enquiries YoY. Total Deals Tile clicks were up 205% YoY and banner clicks up 390% YoY. 'Intercontinental Mauritius' package saw the greatest traction, generating 291 or 52% of all Deals Tile clicks. Email marketing generated >£33k of attributable TTV, up 35% on the prior period returning the highest engagement. Further, we supported the campaign on all organic social channels reaching an unprecedented audience of >176k across Facebook, Instagram and Twitter.

Finally, PPC campaign saw an uplift of 26% on Mauritius paid enquiry.

Overall, this campaign has delivered significant insights for Flight Centre which will allow us to capitalise on the growing interest in travel to Mauritius this financial year and beyond.



GOLF AND SPA DAY

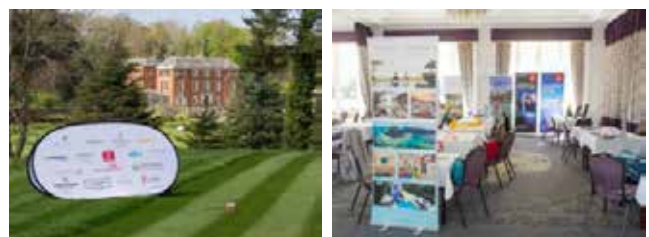
DATE: 18TH APRIL, 2024.

The Mauritius Tourism Promotion Authority hosted the Mauritius Golf and Spa Day at The Royal Automobile Club, Epsom on Thursday 18th April, 2024.

MTPA gathered together UK representatives from Mauritius hoteliers, DMCs and airlines along with key tour operators such as; Air Mauritius, Emirates, Sunlife, Attitude Group and Mautourco to name a few plus key media contacts. This event was a great way to highlight Mauritius' offering for golf and leisure activities.

The event consisted of two itineraries that the sponsors and tour operators could choose from. The evening followed with a drinks reception, three-course dinner and a prize giving ceremony. Key tour operators, media and sponsors thoroughly enjoyed the day.

The Director and Zeenat from MTPA travelled to London to attend the event.



MARKET ACTIVITIES

HEIDI KLEIN PARTNERSHIP

Hero Moments This year, the Mauritius Tourism Promotion Authority (MTPA), partnered with London-based luxury swimwear label, Heidi Klein, to launch a brand new collection: 'Inspired by Mauritius'. The brand partnership involved sending a photographer and model to Mauritius to take images of the collection in destination.

Heidi Klein has posted the images captured in Mauritius via its social media channels, tagging MTPA, our hotel partner and air mauritius, as well as geo-tagging Mauritius as a destination.

Heidi Klein will also utilise the images taken to accompany bespoke blog content named 'The Insider Diaries', spotlighting attractions throughout Mauritius which will sit on the Heidi Klein website and shared amongst its database.

Using the images, Heidi Klein will run an internal competition to their database of customers and promote this on Instagram. Meanwhile MTPA will launch a digital competition driving traffic to the luxury tour operator Destinology to help generate bookings. Heidi Klein's competition, MTPA's digital competition and Insider Diaries blog post is ongoing.



PRESENCE AT ASCOT

DATE: MAY, 2024.

MTPA sponsored a box at the prestigious Royal Ascot Racecourse in May 2024.

Attendees included key media contacts, VIP guests including Lords, Ladies, Princesses and CEO's of businesses that align well with the Mauritius brand. Sponsoring the box at this prestigious event raises the profile of the destination in the UK.



SALES DRIVING CAMPAIGNS



MARKET ACTIVITIES

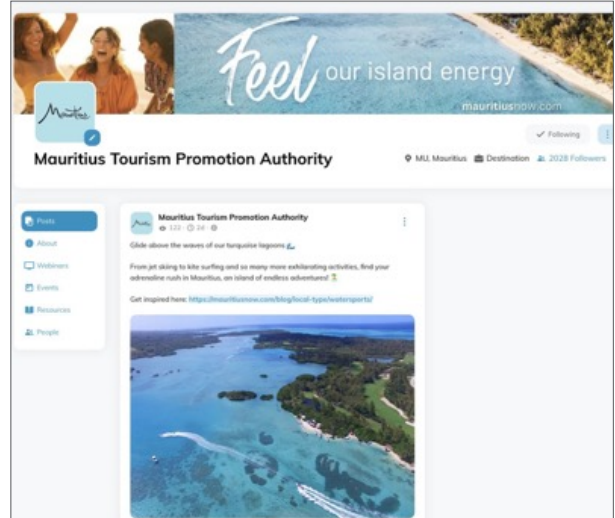
ongoing Activities

HABLO SUBSCRIPTION

MMGY Hills Balfour has continued its subscription with Hablo during 23-24. The MMGY Hills Balfour team has used this subscription to post weekly on the platform with inspirational content and messaging.

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

- Total number of page followers: 3,961
- Number of new followers in the past year: 1,933
- Number of total page views in the past year: 1,400
- Number of post impressions in the past year: 13,500
- Number of post interactions in the past year: 637
- Number of impressions during the takeover quiz: 2398
- Number of entries for the Hablo takeover quiz: 831



AGENT TRAINING VIRTUAL AND IN PERSON

As part of this activity, MMGY participated in the following:

- Hablo Unplugged Chester Event (March 2024)
 - A training event in Chester, dedicated to Mauritius events
 - Over 40 agents attended, 10 Mauritius sponsors
 - Contribution of £3,000.00 from budget
- Kuoni Mauritius Training Day (May 2024)
 - Trained more than 30 agents
 - Over 10 partners participated in the bespoke event
- Mauritius Booking Incentive (January - March 2024)
 - A sales incentive to encourage sales to Mauritius using the platform Hablo.
 - Agents qualified for the incentive by logging any bookings made between 2nd January 2024 - 29th March 2024.
 - The incentive was a success with 92 bookings made.
 - Contribution of £1,500.00 from budget
- Annual Hablo Subscription (September 2023 - September 2024)



MARKET ACTIVITIES

MEDIA AND AGENT EVENTS

As part of this budget, MMGY launched two joint marketing campaigns with Blue Bay Travel and Value Added Travel to push low season bookings for June 2023.

Blue Bay Travel

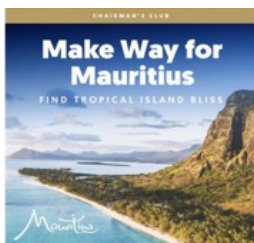
Blue Bay Travel is an independent online travel agent specialising in long-haul holidays to the Caribbean, Mexico and the Indian Ocean. The campaign consisted of a landing page showcasing Mauritius for a total of 29 days and in house marketing activity which included; email marketing, features in various newspapers, paid facebook promotion and a destination blog. The campaign promoted hotels in Mauritius such as; Radisson Blu Azuri Resort & Spa, Laguna Beach Hotel & Spa and The Intercontinental Resort Mauritius to name a few.

This campaign resulted in 293 bookings, a 56% conversion rate, 643 total passengers visiting Mauritius which resulted in £356,279.00 total island revenue.

Value Added Travel/Luxury Holidays

Value Added Travel, Luxury Holidays and Halal Holidays are 3 specialist tour operating brands based in Croydon, UK. The campaign consisted of a Travelzoo promotion, Holidays Pirates promotion, a Telegraph solus banner and e-shot and Luxury Holidays direct solus newsletters and homepage banner ads.

This campaign resulted in over 71 bookings made, but saw 274 email requests for quotes. This campaign results and report were underwhelming, we weren't able to sign off on activity and wouldn't recommend working with Luxury Holidays again, other than for an awareness campaign.



The team at MMGY Hills Balfour attended meetings with various members of the press in order to discuss press trip opportunities, upcoming editorial plans and brainstorming new angles for the destination.

During this financial period, the team met with key editors/contributors to tier one publications such as the following:

- National Geographic Traveller
- The Times
- The Sybarite
- Condé Nast Traveller
- The Daily Telegraph
- Travel Weekly
- SheerLuxe
- Reach PLC
- Thomas Cook (Trade)
- Kamal Nunkoo (Trade)
- OutThere Magazine (PR)
- Metro Editors (PR)

TRADE COMMUNICATION

Over the year, MMGY has created and distributed three MTPA Newsletters to the UK trade.

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

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

Each newsletter has been sent to approximately 340 people.

Aside from newsletters, the trade office has shared three press releases with the trade.





Market Situation/ Performance

Tourist Flows: Tourists from Reunion make up a significant portion of visitors to Mauritius, with several tens of thousands of visitors annually before the COVID-19 pandemic. This market is in the recovery phase, with positive indicators for 2024.

Although the Reunion market is less important in terms of volume than some other international markets, it nevertheless remains a crucial segment of the Mauritian tourism industry due to its proximity, regularity and economic contribution.

As of June 30th, Reunion Island is the 3rd most important market after France and UK for tourists arrivals. And the market has exceeded the figures of last year 2023 and pre-covid years.

As of July 31th, Reunion Island becomes the 2nd most important market after France for tourists arrivals.

“Maurice Sans passeport” for Reunionese people has been a good initiative to help the market keep and even rise to Mauritius. The extension till June 2025 of the measure is great news for all TOs and for people. This scheme is a significant advantage, specifically dedicated to the people of Reunion Island, making it easier to book flights to other destinations, and boosting tourism to the sister island.

Numbers comparisons 2019 vs 2022 vs 2023 (January to December)

Since October 2022, visits to Mauritius by the Reunionese are approaching and even exceeding the levels before covid (2019).

	January	February	March	April	May	June	July	August	Sept.	Oct.	Nov	Dec	CUMUL (Jan-Dec)
2019 (PRE-COVID)	17,824	4,661	12,635	7,267	14,623	6,737	17,055	10,316	7,489	16,621	6,831	15,511	137,570
2022	121	321	3,569	2,470	6,517	3,492	9,486	6,301	4,500	12,862	6,864	16,833	73,336
2023	17,778	4,616	12,385	6,557	15,309	5,795	16,384	9,595	6,079	14,864	6,683	18,176	134,222
2024	16,945	5,248	12,731	6,392	16,718	6,121	16,950	-	-	-	-	-	

Recovery rate: 2023 / 2019 = 98%
(January to December period)

MARKET	July 2018 - June 2019	July 2022 - June 2023	July 2023 - June 2024	RECOVERY (July23-June24 / July18-June19)
REUNION ISLAND	135 847	121 286	135 936	+100,07% recovery rate (july to june period) = 135 936 / 135 847

General fact for Reunion Market

Proximity and Accessibility: Mauritius is a destination of choice for Reunion Islanders, located just a 30-minute flight away. This proximity makes Mauritius particularly attractive for short and frequent getaways. It stays a good report cost-benefit.

In travel agencies, the situation is clear: prices have increased by nearly 20% on average since last year.

Airlines : Airlines are also affected by inflation. The surge in the price of petroleum products, caused by the war in Ukraine is hitting them hard. You should know that the cost of fuel weighs between 30% and 45% in the price of a plane ticket. Ticket flights have increased from Reunion.

Length of Stay: On average, Reunion Islanders stay in Mauritius between 3 and 5 days, often for long weekends or family vacations.

Average Spending: Although spending per stay is slightly lower than that of European tourists, the frequency of visits makes up for this gap.

Loyalty and Growth Potential: Reunion Islanders are loyal visitors to Mauritius, with strong growth potential if the offers continue to meet their expectations in terms of quality, accessibility, and authenticity. Even though the Reunionese market is smaller, it can be more stable and less volatile than some more distant international markets. Tourists from Reunion tend to visit Mauritius regularly, which can contribute to a more constant source of tourism revenue, even in times of slowdown in other markets.

Competition and information about other Indian Ocean destination:

- Thailand, Madagascar, South Africa and Dubai are more and more popular for Reunionese to live other experiences and have access to affordable lux abroad. The hotels are less expensive and the quality of services is high.

- Ticket flights to South Africa are becoming cheaper, and may be less expensive to go there compared to Mauritius from Reunion Island in few periods.

Airline Companies situation

The two airlines (MK and Air Austral) set up daily flights and increase capacity during peak periods (e.g., March and May vacations).

MK Airline

- In beginning of 2024 : faced a crisis situation due to the Cyclone / lack of planes and lots of Reunionese were very angry for the situation (many days without news for a return to Reunion Island). The Cie needs to reassure people and communication campaigns and attractive prices.

- MK had an offer for Valentine's Day till January 31st for 224€. A digital campaign were done by MTPA.

- MK faced difficulties (aircrafts breakdowns; flight delays...)

Air Austral

- Faced a financial difficult situation (end of February) and reviewed its flight program for the coming months.

- This does not have any impact for Mauritius destination as all the flight schedules are maintained between St Denis & Maurice et Pierrefonds & Mauritius :

- 3 rotations / day between Saint-Denis and Mauritius in A220-300. Reinforcement with Boeing 777-300 are planned on certain week days

- 2 rotations / week between Pierrefonds and Mauritius operated by A220-300. Pierrefonds Airport is operating flights with Air Austral since November 2022. The 3rd flight is just seasonal (Dec- January).

- Rodrigues, one offer maintained all year with 1 flight / week

Outbound tourism trend : destinations visited as opposed to Mauritius

- Increasing trend towards online booking, with competition for TOs with website such as Zil Maurice and Marideal.

- High level of flight tickets and hotels can influence the decision in destinations / trips for Reunionese and the frequency of traveling

- Trend for packages (flight + hotels etc.) and promotions which impact directly the sales

- Competitive destination : South Africa ; Thailand

- Combo Mauritius - Rodrigues is increasing in Reunion Island as people are more and more interested in this package.

MARKET ACTIVITIES

Digital activities

CAMPAIGNS WITH AIR MAURITIUS

- DISPLAY - fix key visuals and many formats
- YouTube - Video + Video/ motion production
- Social media campaign Periods
- April 2023 (before low season)
- November 2023 (before end of the year)
- December 2023 - January 2024 (before Valentine's day period)

LOW SEASON CAMPAIGN

DATE: JUNE 2024

launched on June 27th

- Radio
- Billboard in Reunion Island
- Digital Campaign: Display + YouTube
- Creation of video animation + fixed key visual
- Creation of tools kit for travel Agents + Posters printed



CAMPAIGNS WITH AIR AUSTRAL

One digital Campaign : First campaign in collaboration with Air Austral to promote Mauritius destination from Pierrefonds

- DISPLAY - fix key visuals and many formats
 - YouTube - Video
 - Social media
- Period : 2 weeks from August 14th till August 27th



ON SITE ACTIVATION

WITH ANIMATION AND CONTEST

Trade marketing co-branded with on site activation with Kelloggs' / Candia and relay on social media (September)

Christmas period activation on shopping malls (1 week) : big contest, animation, goodies, photobooth... (December)

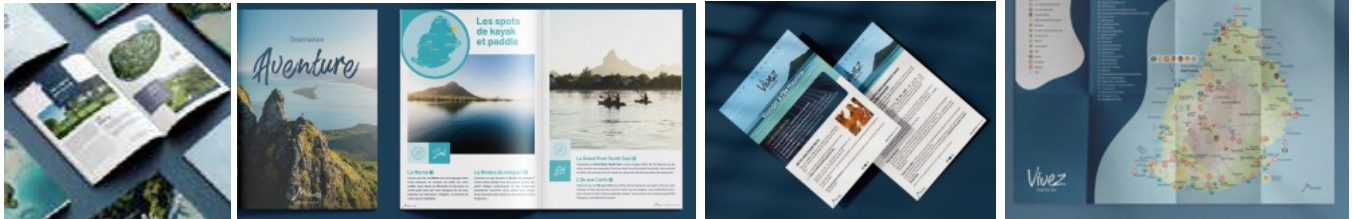
- with relay on Radio (Chérie FM),
- social media



MARKET ACTIVITIES

KEY MATERIALS CREATION

- Conception, creation, search and writing of tools and materials for TOs and public :
- Tourist map of Mauritius
- Mauritius entry conditions Flyer
- Mauritius, Golf destination Brochure
- Mauritius, Adventure destination (sport) Brochure
- Production of goodies for public events / animation



SOCIAL MEDIA

Video shooting for social media : video Serie called "Koté Moris" in which Travel Agencies give their top selection to discover Mauritius

<https://www.facebook.com/re.mauritius/reels/>

Travel agent contest launched with Air Mauritius

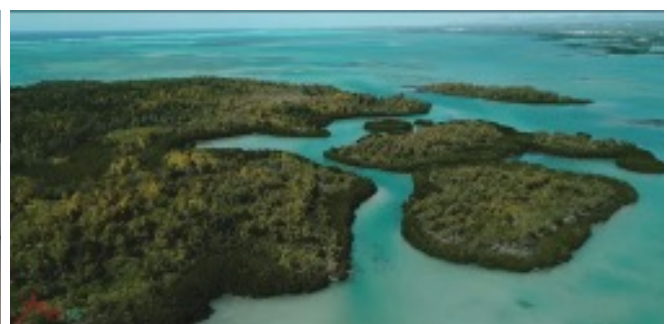
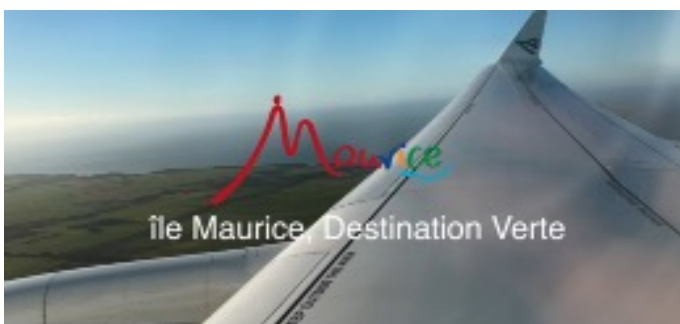


SOCIAL MEDIA CONTENT CREATION

Innovation Zoorit 2023 : creation of picture and video contents taken during eductours to feed the MTPA social media (hotels, activities, restaurants, etc..)

MOTION and VIDEO CREATION for social media: SERGE MARIZY (sustainable); DIMITRI RAULT (3 videos); and social media videos

Collaboration with Sissi Cussot, a well-followed and appreciated Reunion trail runner, who has more than 91,000 followers on Instagram, to establish Mauritius as a sport destination among Reunion Islanders. We asked Mauritian photographer and videographer Dimitri Rault to follow her during her stay, he has more than 10,000 followers on Instagram (creation of 3 vidéos + pictures).





Market Situation/ Performance

South African travelers are showing a strong preference for sun and beach holidays, with destinations like Mauritius, Thailand, and the Maldives being particularly popular. Cost and accessibility are major factors influencing travel decisions.

Despite the positive trends, the market is still facing challenges due to economic factors such as high inflation and interest rates, which can affect travel budgets.

Year	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Total Arrival
2022/2023	7,904	6,977	8,795	8,021	5,511	17,086	7,363	4,615	8,675	9,857	6,641	8,757	100,202
2023/2024	8,130	7,884	10,997	7,713	5,802	19,735	7,342	4,815	9,515	8,168	6,555	11,538	108,194

- The arrivals calculated from July 2023 to June 2024 show an increase of 7,95% from the same period the previous year.
- The majority of the stakeholders have had a positive year (June 2023 – July 2024) with expected future sales to increase in the coming quarter.
- Arrival numbers in March, April, June, and July vary yearly due to school holidays and Easter weekend dates.
- Air Mauritius and South African Airways continue to operate daily flights, while Air Mauritius enjoys good support on the Cape Town to Mauritius route. FlySafair has increased its frequency to three times a week from Johannesburg.
- The main competitor destinations for Mauritius remain Zanzibar, Thailand, Maldives, Bali and Seychelles.

Market strategy

It has always been important to keep the destination in the news and online, for the local travel sector and consumers alike.

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

- Mauritius is a short-haul destination with long-haul benefits: it delivers the full-package luxury island holiday experience from arrival to departure.
- Travel off the beaten track and explore the gems of the Our Island Energy campaign.

The main activities driving the strategy during this period were:

- Digital / paid media campaigns – Feel Our Island Energy
- Social media – monthly content calendars and community

management/engagement

Online training and communication with travel trade via Travel Info Platform

- Marketing support for top tour operators and airline partners
- Educational trips for travel agents
- Travel trade roadshows, workshops and travel expos
- Radio promotions
- Media and Influencer trips
- Media releases
- Ongoing updates, communiques and news alerts were shared with the tour operators, travel agents and media to keep all target markets informed and educated on updates

MARKET ACTIVITIES

TRAVEL INFO PORTAL

DATE: JULY 2023 TO JUNE 2024

- Uploaded MTPA Workshop online destination training modules to educate travel agents
- Posted updates, communiques, invitations, travel alerts, interactive online quizzes, videos and media releases for travel agents nationally to access the latest destination information.



DEPARTMENT OF INTERNATIONAL RELATIONS (DIRCO) AFRICA DAY CELEBRATIONS

- The Mauritius High Commissioner invited the Mauritius Tourism Promotion Authority (MTPA) and Air Mauritius to participate in an Africa Day Celebration organized by DIRCO South Africa.
- The Mauritius stand was very popular, and the traditional Segha dance was a big hit with the attending public. Additionally, Air Mauritius sponsored two flights, which were won by a lucky individual.



NATIONAL ROADSHOW : DURBAN, JOHANNESBURG, CAPE TOWN

DATE: 31 JAN -2 FEB 2024

- The roadshows reinforced the premium Mauritius product to the travel/tourism industry
- The roadshow events were an excellent opportunity for travel agents to network and engage with the MTPA brand, the 15 hosted partners from Mauritius, 10 Local tour operators and 2 airlines
- Between 85 – 120 agents attended each of the three roadshows and were appreciative of the opportunity to interact with the MTPA and partners face-to-face.

Johannesburg:



Durban:



Cape Town:



ENTERTAINMENT:





Market Situation/ Performance

The German market is the third source market for Mauritius. Uncertainty caused by fast changes in economics and world events such as the Ukrainian war or the energy crisis did not influence the travel behaviour as much as predicted, still there has been a slower recovery than in other markets.

According to the new 2024 Economic Impact Trends Report of the World Travel & Tourism Council (WTTC), the USA keeps the pole position as the world's most powerful travel and tourism market, followed by China and Germany.

Deutscher Reiseverband (DRV) anticipates a moderate revenue growth of four percent compared to the previous year in the market for holidays and private trips lasting at least one overnight stay. It is expected that citizens will spend a total of 78 billion euros on travel services booked before the start of their vacations, including both package tours offered by travel agencies and individually tailored holidays.

Travelers want to make sure to get as many new experiences as possible and to not miss out on opportunities.

They were willing to spend more money on their travel plans as well and invest even in more luxury options when it comes to transportation, accommodation, and destination. For German travellers, switching off and finding peace and quiet and the desire to leave everyday life behind are particularly important on vacation.

However, activities such as spending time in nature and visiting cultural or historical sights are also popular with German holidaymakers. The luxury market continues to boom while Germany as a highly fragmented market continues with this characteristic.

Tourist Arrivals from Germany

MARKET	2019	2022	2023	Jan-Jul 2024
Germany	129.100	96.767 (-25% vs. 2019)	118.546 (- 8,2% vs. 2019)	58.218 60.470 2023 (-3,8%)

Market Strategies

In 2023 it was the biggest goal for the Mauritius Tourism Promotion Authority to return to pre-Covid numbers (2019). AVIAREPS concentrated the strategy and efforts around this. While facing challenges around recession and political conflicts in 2023 a recovery rate of +90% was reached.

To position Mauritius as a premier island destination in the German & Austrian market, especially in light of the challenges and successes from 2023, a focused market strategy is crucial.

1. Strengthening Brand Identity as a Premier Island Destination through our Feel our island energy campaign and by activities such as the airport display campaign
2. Targeting Specific Segments in the German Market especially in the luxury segment (incl. golf)
3. Strategic Partnerships with Airlines, tour operators and Travel Agents by activities such as the DER Campus event where 100+ agents travelled to Mauritius or the Germany roadshow or ITB
4. Promoting Year-Round Travel especially to cultural, eco-conscious travellers and active and adventure seekers as a topic for events, webinars and all other communication to PR, consumers and trade

MARKET ACTIVITIES

Participation in tourism fairs, roadshows, workshops and window dressing

FTI ROADSHOW

Louisa, Marketing Manager, was part of the FTI Indian Ocean Roadshow from Monday, August 7 to Friday, August 11. Additionally, Kerstin, Marketing Director, attended the first day of the event in Munich. Afterwards Louisa went with FTI to Stuttgart, Wiesbaden, Düsseldorf and Hannover.

In each city there was about 40-50 people attending the event. At the beginning of the evening, there was a small trade show where we could talk to the participants about Mauritius and answer their questions. After the fair, which lasted about 1 hour, we gave a 2-minute presentation on stage and talked to everyone about Mauritius



AVIAREPS ROADSHOW

Our AVIAREPS Germany Tourism team held our new roadshow format for the second year now, the AVIAREPS Leisure Market - ALM 2023, in October, a networking event series for the travel trade. While enjoying the breathtaking mountain views, the guests learned the latest news from Mauritius and had lots of opportunities for networking.

In total, 40 partners and hosted buyers joined the event.

Results:

20 German high-end hosted buyers were met for an individual exchange in 1-to-1 meetings and networking possibilities during two exclusive dinner events and fun activities during the day.



SPECIALIST TOUR OPERATOR CAMPAIGN

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

Feinreisen Podcast

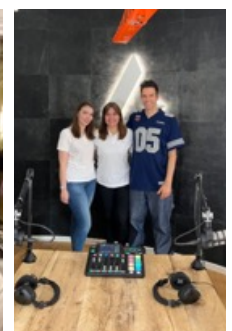
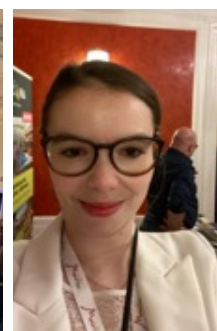
Kerstin and Louisa travelled to Hannover for a podcast recording with CEO Timo Kohlenberg of Feinreisen c/o America Unlimited. In a 37-minute informal interview hosted by CEO Timo Kohlenberg Kerstin had the opportunity to paint a picture of what travelers can look forward to in Mauritius. The recorded episode is available on platforms like Apple Podcasts and Spotify since 10/09/2023. Until January the episode had 2.754 listeners on platforms like Apple Podcasts, Spotify, Amazon Podcasts etc. The visual podcast recording was promoted as "Recommended Video" related to the users' search history. The viewer stayed engaged by receiving suggestions to view relevant content placed beside their original video selection. YouTube views: 10.437 Expected Impressions: 204.043

Link to podcast: Mauritius: Insider Tipps für die Insel im indischen Ozean (youtube.com)
Meso Client Event in Berlin

Kerstin was part of the MESO Evening in Berlin at the 10th of November. She had fruitful conversations with the consumers as well as the hosts Meso Reisen. There were 100 consumers at this event and it was additionally live-streamed to a broader audience.



Mauritius: Insider Tipps für die Insel im Indischen Ozean





Market Situation/ Performance

- The Indian Government allowed scheduled flights from 27 March 2022.
- Mumbai: Air Mauritius operates six weekly flights since August 2022.
- Vistara started five weekly flights as from 26 March 2023
- Delhi: Air Mauritius operates three weekly flights from Nov 2023
- Chennai: Air Mauritius operates 01 weekly flight from 13th April 2024
- Air Mauritius frequent flight cancellation.

Tourist Arrival	Seat capacity	Tourist Arrivals
2019	127,701	77,062
2022	70,740	38,824
2023	94,469	56,160
2024	22,068 (Till July)	34,310 (Till July)

MARKET ACTIVITIES

B2B ACTIVITIES

ROADSHOW AUGUST 2023

Mumbai – Direct connectivity to Mauritius

Ahmedabad – Tier 2 City & largest contributor to GDP in Gujrat

Chennai – India’s largest industrial and commercial center in South India.

25

Travel Agents

300+

Private Sector

19

Media for Press conference



DESTINATION TRAININGS (MUMBAI & DELHI) THROUGHOUT THE YEAR

Regular destination trainings conducted at various travel agency offices where multiple staff from various departments are trained on selling Mauritius.



DESTINATION TRAININGS (OUTSTATION) THROUGHOUT THE YEAR

In collaboration with Air Mauritius & Vistara

- Surat
- Chandigarh
- Amritsar
- Indore
- Hyderabad
- Vadodara
- Delhi



IHN KONNECT – NEW DELHI OCTOBER 2023

- The IHN Connect Luxury Buyer-Seller B2B Meet served as an excellent platform for professionals from diverse sectors such as corporate, hospitality, travel, tourism, and related fields.
- It facilitated connections and business opportunities among a broad spectrum of entities, including hotels, resorts, airlines, tourism boards, event management companies, and more.
- His Excellency Mr. Haymandoyal Dillum was the chief guest.





Market Situation/ Performance

The Swiss market is currently navigating a challenging environment influenced by several key factors. Economic Development: Switzerland's economic growth is currently subdued. The financial sector, particularly following UBS's takeover of Credit Suisse, continues to face challenges. The integration process between the two banks is proving difficult, affecting confidence in the financial market. Additionally, global economic uncertainties are contributing to significant losses in the Swiss Market Index (SMI), with tech and financial stocks being particularly hard-hit.

Political Influences: While Switzerland remains politically stable, ongoing negotiations with the European Union and potential changes in immigration policy could impact the market. The recent increase in VAT and the Swiss National Bank's decision to lower interest rates are also significant factors that could affect economic stability.

Market Sentiment: Currently, market sentiment is cautious, with investors focusing on defensive stocks, which are seen as safer investments during volatile times. Dividend-yielding stocks are particularly attractive to investors looking for stability in an uncertain market.

Overall, the Swiss market is characterized by a high level of uncertainty, influenced by both internal challenges and global economic conditions. Investors are keeping a close watch on these developments.

Market strategies

Close contact with trade & media. Showcase Mauritius not only as a typical luxury and honeymoon destination but with a large variety of activities, possibilities and attractions. Shift focus to sustainable tourism, cultural and culinary experiences and wellness. Promoting Mauritius as a perfect winter getaway - highlighting the contrast between Swiss cold winter and the warm and sunny beaches of the island. Target groups: active, golfers, sustainable, luxury, honeymoon, families, nature approach, diversity and culture advertisement. Keep B2C and B2B updated on hotel developments, new attractions and things to do.

MARKET ACTIVITIES

Joint Marketing Activities with TOs

LET'S GO TOURS

In the retail sector, it is the shop window that creates the primary live impression. The LED display screens act as a magnet that attracts potential customers and pulls them into the travel agencies off the street. In collaboration with Let's go Tours, we set up new LED display screens in their partner agencies to display Mauritius in travel agencies of whole German speaking Switzerland, approximately covering 50 locations. The display images change every two to three months. The duration of the LED display booking can be extended to the whole year.

The LED displays were set up to attract the attention of potential customers and pedestrians and increase the number of bookings in the respective travel agencies.

Output:

Increased awareness of Mauritius and its product offerings as well as autumn and winter sales increase of Let's go Tours.



LET'S GO TOURS

Reisekompass is a B2C Event organized by DERTouristik Switzerland on 29.10.2023. All brands (Kuoni, Manta Reisen, Private Safari, asia365, CoTravel, railtours, Kontiki, Kuoni Cruises, Dorado) were showcasing their products at a marketplace at the convention center at Zurich Airport. In addition presentations were held in separate workshops. Pre-registrations by guests was necessary. About 1000 end-consumers registered for this event.

Mauritius was the only destination to participate in this event. Presentation was held in front of 103 people, and presence through the entire day (9:30 – 17:00hr) with table next to Manta Reisen was given. 23 brochures were distributed, interest in Mauritius is high, people are planning way in advance, e.g. family vacation in 2025.

Output: Increased awareness of Mauritius as prefect and diverse holiday destination, visitors trained:103, strengthen relationship with travel trade

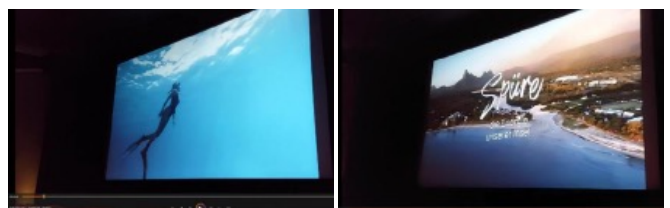


CINEMA CAMPAIGN

The image video from "Feel our Island Energy Campaign" has been adapted to fit the 34sec requirement for the cinema campaign. The spots (one in German, one in French) have been displayed on 15 cinema screens in the German and French speaking parts of Switzerland during 5 weeks. The spots have been broadcasted before each movie, in 13 different movie theaters in the following main Swiss cities: Zurich, Basel, Bern, Abtwil, Dietlikon, Carouge, Ebikon, Lucerne, St. Gallen, Spreitenbach (German Spot); and Lausanne, Geneva, Biel/Bienne (French Spot).

With the cinema campaign, we reached out to the family, couples and friend groups who have been waiting for several movies to be broadcasted since 2021.

Output: 34sec ads during 5 weeks, 13 locations and 15 screens





Market Situation/ Performance

Arrivals

Month	2018	2019	2022	2023	2024	YoY 2024 vs 2023
January	3,463	3,786	1,200	2,856	2,654	-7.07%
February	2,821	2,979	717	1,890	1,861	-1.53%
March	2,830	3,336	1,223	2,377	2,239*	-5.81%
April	2,995	3,448	1,364	2,649	2,382*	-10.08%
May	1,371	1,675	1,028	1,410	1,600*	13.48%
June	1,722	1,911	1,322	1,750	1,772*	1.26%
July	1,965	2,256	1,584	1,933		
August	3,968	4,679	3,398	3,696		
September	3,241	3,635	2,400	2,472		
October	3,701	3,739	2,654	2,505		
November	4,748	5,173	2,514	2,922		
December	5,537	5,374	3,631	3,847		
	38,362	41,991	23,035	30,307	12,508	

*Only air arrivals, sea arrivals not yet available

Considerations:

- In March EK was worth approximately 25% of the total; therefore, assuming 3 or 4 cancellations in April, we are talking about approximately 150 pax.
- Easter in March certainly also penalized April (+ Beachcomber had less groups in April 2024 vs April 2023).
- Negative performance of Seychelles also to be considered, which may involve a stasis in the African Indian Ocean area in favor of the Maldives.
- Airfares increased by approximately 17.5% on MRU compared to JUN 23 (BSP data). This could also have had an influence for the slowdown in the number of arrivals.
- The cancellation of MK direct flight will have a deep impact on the arrivals to Mauritius as competitors will take advantage of the withdraw of the flight.
- Despite the cancellation of MK direct connection, we expect an increase in arrivals towards the end of the year thanks to the high season coming and restart of NEOS seasonal direct flight.

Airlift

Top 5 airlines from Italy (source ADI Sabre Market Intelligence, point-of-sale Italy, flown directional passengers from January to June 2024):

1. Turkish Airlines market share 23%
2. Air Mauritius market share 21%
3. Neos Air market share 19% (winter operation only)
4. Emirates market share 16%
5. Air France market share 11%

Neos Air will fly in the coming winter season with Boeing B787-900 Dreamliner aircraft (355 seats) from MXP to MRU starting from 30 OCT 2024 until 27 MAR 2025.

Focus Italia Trasporto Aereo (ITA)

The European Commission has approved, under the EU Merger Regulation, the proposed acquisition of joint control of ITA Airways ('ITA') by Deutsche Lufthansa AG ('Lufthansa') and the Italian Ministry of Economy and Finance ('MEF'). The approval is conditional upon full compliance with the remedies offered by Lufthansa and the MEF.

The decision follows an in-depth investigation of the proposed transaction, including the sending of a Statement of Objections. Lufthansa and ITA operate an extensive network of routes from their respective hubs in Austria, Belgium, Germany, Switzerland and Italy. Their operations are to a significant extent complementary as they operate from different hubs in Central Europe and Italy respectively. Lufthansa has joint ventures with United Airlines and Air Canada for transatlantic routes as well as

with All Nippon Airways for routes to Japan. Whilst ITA is performing well today, ITA's long-term sustainability as a stand-alone carrier would have remained highly uncertain absent the transaction. https://ec.europa.eu/commission/presscorner/detail/en/ip_24_3604

Market strategies

The strategy implemented from July 2023 to June 2024 aimed at continuing to position Mauritius as an attractive, versatile and complete destination, focusing on 360° offer, highlighting the different types of experiences and available accommodation suitable to different segments.

Activities were carried out on three levels (trade/media/consumer) to spread key messages, which means: inspire travelers to create demand, inform/educate media and trade to let travelers get clear and updated information when they decide/are proposed by their travel agent to travel to Mauritius.

We worked with key tour operators and media to ensure that these messages filter through to consumers, stimulating the demand for the destination.

The strategy was also aimed at cultivating strong relationships with strategic trade (both tour operators and travel agents) and media partners, and at communicating in the market the new brand identity of the destination.

Achievements in terms of KPI

Trade & Marketing	Number
Sales Calls	252
Travel Agents trained	548
Trade Campaigns	12
Workshops	5
FAM visitors	N.A.
B2C Events	N.A.
B2C Fam	N.A.

Social Media & Blog trips achieved KPI	Number
Engagement rate	N.A.
Number of new fam	N.A.
Number of influencers	1
Total reach blog trips	450,000
Number of publications produced	215
Number of interaction blog trips	65,025

PR achieved	Number
Media Audience	5,653,369 readership 382,038,965 online aud
Media Value	2,240,410.00 €AEV
Press pieces	275 generated articles
Media visits	6 individual + 1 group press trips
Media support	20
Media events	N.A.
Media calls/Meetings	8 1to1 interviews

MARKET ACTIVITIES

Trade activities

2 DAYS CONVENTION

DATE: 14-15 OCTOBER 2023

Objectives & description

2 days educational workshop dedicated to selected travel agents (29) to increase Mauritius awareness, attract their interest towards the island vs other Indian Ocean destinations which are popular in Italy and increase Mauritius sales. TAs attended a plenary destination and stakeholders' presentation, met with stakeholders and participated in a funny and engaging team building activity connected to the destination.

Partners

Exotic Holiday Mauritius, Mautourco, Promotour and Sunlife

Achievements

Strengthen relationships with travel agents selling Mauritius / with potential on the destination, increase awareness of the destination, engage with the agents in a funny way.



JOINT PROMOTIONAL CAMPAIGN WITH NEOS

DATE: SEPTEMBER 2023 - APRIL 2024

Objectives & description

Definition and implementation of a joint marketing campaign to support the NEOS winter route to Mauritius.

Main objectives

increase the number of passengers travelling to Mauritius through NEOS flights.

Partners

NEOS

Achievements

B2C / B2B actions and support to press trips to increase the awareness of the destination, stimulate the demand and push sales/bookings to Mauritius including NEOS flights.



Vola verso la tua prossima vacanza con Neos
Take off on holidays with Neos

Vola a Mauritius, perla dell'Oceano Indiano
Sabbia bianchissima, cielo turchese e mare cristallino: un luogo perfetto che farà breccia nel tuo cuore.
Cosa aspetti per programmare la tua prossima vacanza?
Scopri Mauritius con un'offerta imperdibile. Abbiamo riservato per te una speciale agenzia di viaggi.

Neos ti porta a Mauritius ogni martedì, con comodi voli in partenza da **Milano Malpensa** e **Roma Fiumicino** operati con la nostra Flotta di **Boeing 787-9 Dreamliner**.

Acquista dal 26 ottobre 2023 al 09 novembre 2023, per volare dal 19 dicembre 2023 al 24 aprile 2024 da/per Milano Malpensa e dal 19 dicembre 2023 al 20 marzo 2024 da/per Roma Fiumicino.

Codice Sconto: FLYMRU20

Inserisci il codice sconto "FLYMRU20" nella pagina di acquisto nella sezione "CODICE SCONTO".
Questo sconto sarà applicato solo alla tariffa del volo al netto di tasse e supplementi e non è cumulabile con altre promozioni.

SCEGLI L'ESPERIENZA NEOS E VOLA A MAURITIUS PER VIVERE UN VIAGGIO MEMORABILE.



MARKET ACTIVITIES

JOINT PROMOTIONAL CAMPAIGN WITH ALPITOUR WORLD

DATE: DECEMBER 2023 - JANUARY 2024

Objectives & description

Definition and implementation of a joint B2C campaign focused on increasing the number of bookings to Mauritius through the Alpitour Group.

Main objectives

Increase the destination awareness among the final consumer; showcase the versatility of the destination and its varied offer; attract different audience segments; increase the number of passengers travelling to Mauritius through Alpitour packages.

Partners

Alpitour World

Achievements

B2C actions to stimulate the demand and push sales/bookings to Mauritius.



JOINT CAMPAIGNS WITH TOUR OPERATORS/ HOTEL CHAINS

DATE: MARCH 2024 - ONGOING

Objectives & description

Co-operations with Tour Operators/Hotel Chains for the achievement of joint marketing campaigns, engagement with and training of top/potential travel agencies.

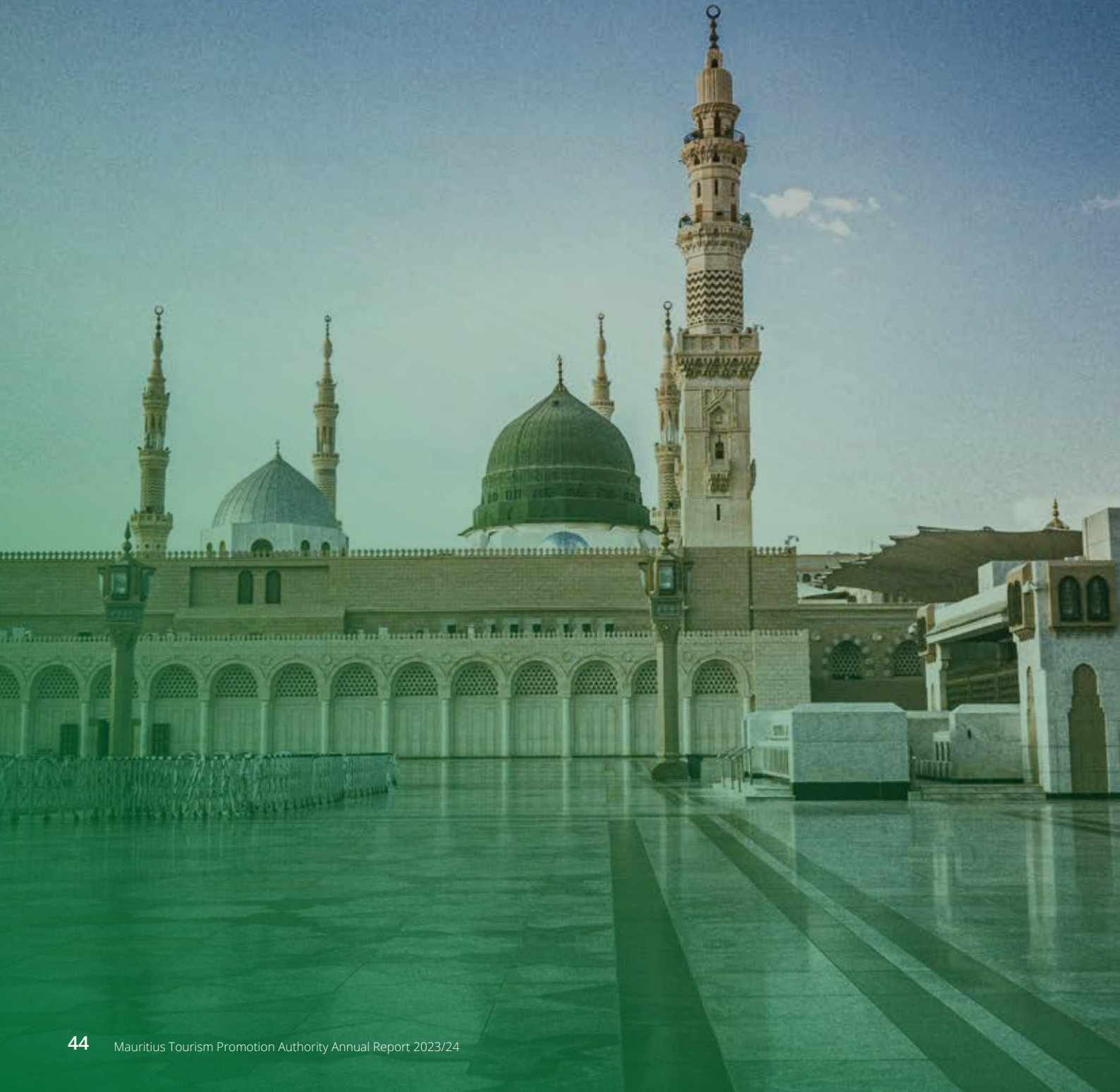
Presentation and dinner in Naples in co-operation with Beachcomber and Air Mauritius.

Co-marketing campaign with Volonline and Constance Hotels & Resorts. The campaign includes a mix of online (banners on the website, Newsletters, social media posts, webinar) and offline (B2B events for travel agencies) activities.

Partners

Beachcomber Resorts & Hotels, Volonline and Constance Hotels & Resorts





MARKET ACTIVITIES

TRAVEL TRADE MARKETING





Market Situation & Performance

The Austrian market is an emerging source market delivering a high potential due to a high spending power and good connectivity. For 2024 and 2025, there is a projection for a slight acceleration in growth of GDP, mainly driven by the recovery of private consumption.

In the year 2024, 89% of the Austrian population plans to travel – the desire to explore extends across all age groups. Vacation budgets are once again being increased, and the trend towards longer vacation days continues. Whether during the peak season or in the increasingly attractive shoulder seasons: The yearning for the sea and beach is pronounced in (almost) all generations.

After a successful travel year in 2023, 2024 is also shaping up to be an extremely positive year for travel, despite economic challenges posed by inflation. Austrians have no intention of abstaining from traveling in 2024 – this is evident from the Ruefa Travel Compass 2024.

Market Strategies

In 2023 it was the biggest goal for the Mauritius Tourism Promotion Authority to return to pre-Covid numbers (2019). AVIAREPS concentrated the strategy and efforts around this. While facing challenges around recession and political conflicts in 2023 Austria outperformed the market and created a plus of 21,3% and therefore positioned itself as an emerging market.

Generation	Domestic vacation	European country	overseas
Generation Z (1994 - 2010)	57%	83%	33%
Millennials (1980 - 1993)	68%	79%	22%
Generation X (1965 - 1979)	68%	78%	17%
Baby Boomer (1946 - 1964)	80%	73%	18%
Traditionalists (1922 - 1945)	67%	67%	--

MARKET ACTIVITIES

Projects

GOLF ADVERTORIAL

DATE: NOVEMBER 2023

Objectives

Promote Golf Tourism in Mauritius via one of the biggest Austrian Golf magazines simplyGolf with a circulation of 25.000 and around 40.000 unique visitors per month with a 1/1 page and online extension to address the top and affluent target group of golfers and to inspire them for a golf vacation in Mauritius

Achievements

Position Mauritius as a luxury brand and increase destination awareness for golfers

Together with the Austrian golf magazine ExtraGolf & Reisen we created a 11-pages Cover story on golf in Mauritius in cooperation with a travel agency partner to share the costs. The issue was released on 15 November 2023.

The lifestyle magazine ExtraGolf & Reisen is published with four issues and a print run of 34,000 copies (the highest of a golf & travel magazine in Austria) per year. The readership is 57,000 and the extended readership is 99,000.

We gained a total Media Value of 64.000 EUR and a PR Value of 192.000 EUR.



INDIVIDUAL MEDIA TRIPS (PRINT & ONLINE, RADIO & TV)

ALL YEAR

Objectives

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

Achievements

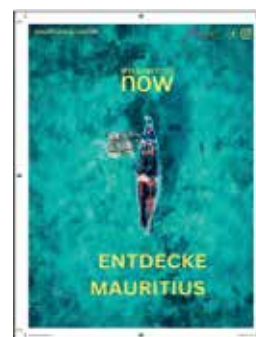
In FY23/24 we organized and coordinated individual media press trips in order to increase coverage of the destination.

In February 2024 (07.-17.02.2024) the freelance journalist Win Schumacher, writing travel reports for top media in Germany, Austria and Switzerland, such as Süddeutsche Zeitung, Frankfurter Allgemeine Sonntagszeitung, Welt am Sonntag, Spiegel Online, Der Standard, Die Presse, NZZ, Schweiz am Wochenende and Luxemburger Wort, travelled to Mauritius for a research trip with the focus on family holidays and species conservation (rare birds and marine life on the islands). We supported with flights, transfers and activities on the island. Hotel partners were Club Med and Le Meridien (arranged by the journalist).

CONNOISSEUR CIRCLE CAMPAIGN

In FY 23/24 we organized one Group influencer trip in order to increase Social Media coverage of the destination.

- 1 Page Ad in Connoisseur Circle
- 1 page ad in B2C E-Magazin
- Advertorial in B2B E-Magazin
- Newsletter integration
- Social Media Post: Lnked in
- Online Article on www.ccircle.cc





Market Situation & Performance

Rise in longer and multi-destinations holidays

Outgoing travel from the Benelux region has seen a significant uptick in 2024. There is a notable rise in bookings for longer, multi-destination trips and luxury travel experiences

Sustainable travel

There is a growing demand for sustainable and eco-friendly options, opting for destinations that emphasize nature, wellness, and cultural immersion.

Multi-Generational Travel

Families are increasingly traveling together across generations. These trips focus on shared experiences and bonding.

Digital Detox

Travelers are increasingly seeking destinations where they can disconnect from technology. Remote locations and wellness retreats that promote relaxation and mental well-being are gaining popularity.

Cultural & Authentic Experience

There's a notable shift towards experiencing local cultures in a genuine way. Travelers are seeking out unique, off-the-beaten-path destinations that offer rich traditions and local flavor.

Food Tourism

Culinary experiences are a major draw, with travelers looking to explore local cuisine. Food tours, cooking classes, and visits to local markets are in high demand.

Market Strategy

Significantly boost visitor arrivals from the Benelux.

#1

Boost the interest of Benelux travelers via trade and media highlighting its unique selling points: leisure - adventure - nature beyond traditional offerings of sea, sun, and sand.

#2

Cut through the noise of other competitors' campaigns through creativity and originality, ensuring that Mauritius becomes top of mind.

#3

Inspire - engage - educate with the goal to onboard as many new trade and media partners as possible, to cater to the demands of new travelers and adapt to the evolving preferences of existing customers.

#4

Increase visitors' average length of stay by highlighting the wide range of activities available for everyone's taste and the interesting yet undiscovered spots to explore the destination off the beaten path.

MARKET ACTIVITIES

Trade Activities

BT EXPO 2023

DATE: NOVEMBER 2023

The participation of MTPA in the BTexpo has been a success, with significant interest and engagement generated among travel agents and attendees. The event served as a platform to showcase the diverse offerings of Mauritius, highlighting its appeal as a tourism destination. The positive feedback received indicates a promising future for increased tourism, with opportunities for enhanced collaborations and alternative flight arrangements to further boost accessibility.

Attraction Highlights: during the one-to-one meetings we effectively highlighted Mauritius's diverse attractions, including its stunning beaches, cultural richness, adventure activities, and luxurious accommodations.

Networking and Partnerships: we actively engaged in networking sessions, fostering relationships with potential partners and tour operators. Discussions on alternative flight options and collaborations with various airlines were promoted to improve accessibility to the island.



TRADE EVENT BERTRIX - B2C

DATE: JANUARY 2024

The Salon de Bertrix is a prominent tourism event held in the heart of Belgium's Ardennes region. It showcases a diverse range of local and international travel opportunities, focusing on outdoor activities, cultural experiences, and eco-tourism. Visitors can explore various booths offering information on regional attractions, adventure sports, and sustainable travel options.

MTPA participated in partnership with Silverjet and Emirates with a booth and met more than 2000 people



TRADE EVENT - MTPA

DATE: APRIL 2024

Mauritius Tourism Promotion Authority (MTPA) successfully hosted a significant event on April 16, 2024, bringing together nearly 60 travel trade decision-makers from renowned organizations. The event served as a pivotal platform for networking and fostering partnerships aimed at promoting Mauritius as a premier travel destination.

The primary goal of this gathering was to enhance visibility and encourage collaborations between MTPA and influential travel trade professionals in Belgium. By engaging with key stakeholders, the event aimed to:

- Showcase Mauritius' diverse tourism offerings
- Strengthen relationships with leading travel agencies and tour operators
- Discuss emerging trends and market needs in the travel industry



ARTICLE TRAVMAGAZINE

DATE: NOVEMBER 2023

To push awareness of Mauritius and enhance visibility among the Benelux trade we issued an article in Travmagazine which was spread among 7500 trade people in each market.

It was printed in a special insert. Partners and tour operators could also join to raise their visibility and promote their product.

Market Situation & Performance

Australia is a potential market for Mauritius with 18,997 tourists' arrival in 2019 and 19,685 tourists in 2023. Australian consumers are willing to spend more to make sure every experience while travelling is the absolute ultimate. Mauritius has all the assets to attract the Australian traveller. The multi-faceted island appeals and caters to the different typers of traveller. And with Air Mauritius operating weekly flights between Mauritius and Perth with A339 aircraft, it is important to create visibility and awareness of the destination among the travellers.

Tourist Arrivals from Australia:

Jan to Dec 2019	Jan to Dec 2022	Jan to Dec 2023	Jan to Dec 2024
18,997	6986	19,687	11,201

MTPA had a joint campaign contract with Air Mauritius for a total cost of AUD 60,030.

The main objective was to further enhance the visibility of Mauritius as being a 'Beyond the beach destination' to the Australian market.

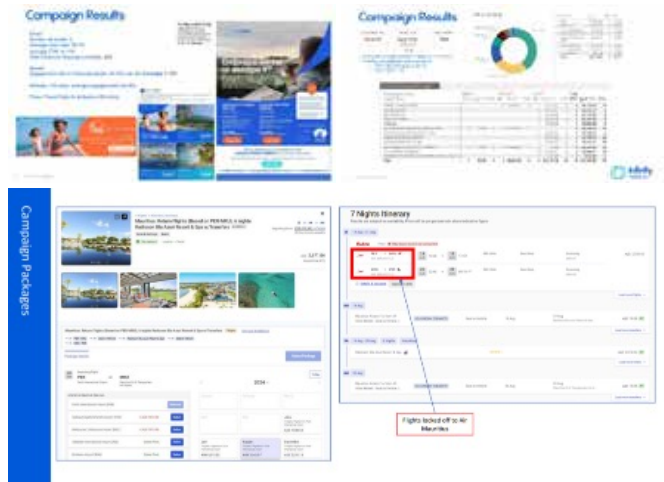
MARKET ACTIVITIES

Project for the year 23/24

FAM trips (5 TOs): Includes – Excursions, lunch, networking session and taxes on air tickets (excluding YQ and YR).

Mega FAM Trip (46 Agents) - Excursions, lunch, networking session, taxes on air tickets (excluding YQ and YR) and transport.

The travel junction campaign: 17 April to 01 July 2024



Digital campaigns



Fly from Melbourne, Sydney via Perth

Fly direct to Mauritius on our three weekly flights from Perth, Australia from AUD 1284

[Book now](#)

Discover Mauritius with Air Mauritius

Fly direct to Mauritius on our three weekly flights from Perth, Australia from AUD 1284

[Book now](#)

Preview of ad - Discover (All MTPA Assets)

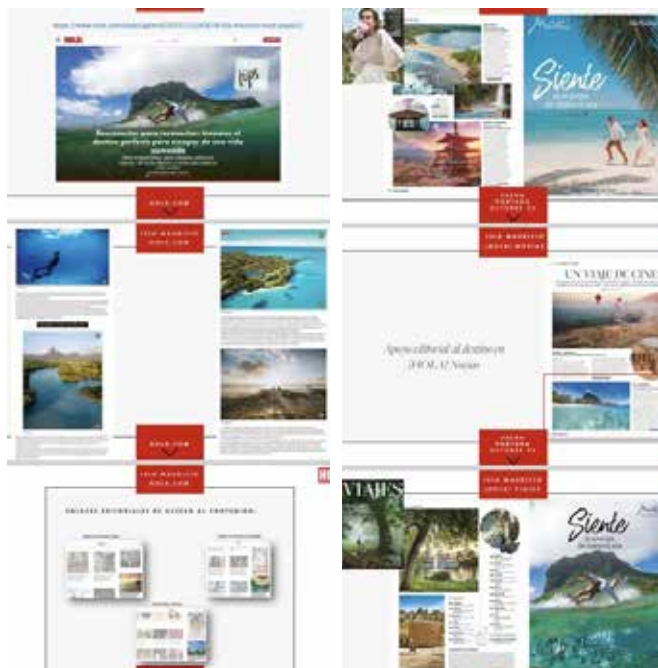
Preview of Ads served on YouTube (All MTPA Assets)

PORTUGAL & SPAIN



MARKET ACTIVITIES

GOLF BANNERS & INTERVIEWS



TV Shows

1. MIRADAS VIAJERAS

40.000 impressions on social media x 2 invitations

Hoy volvemos a #IslaMauricio para enamorarnos de un paraje insólito.

#MiradasViajeras con Fernando Valmaseda Rodriguez, Movistar plus canal 140 - negocios TV.

<https://lnkd.in/dmAfAPnz>

Fernando Valmaseda Rodriguez Paloma Cabranes David Lenormand Julia Higuera Mar Sánchez Villata

#mauritiusnow #mtpa #rvedipress #miradasviajeras #sbcinternationalsservices



2. TELEMADRID: AUDIENCIA 6 M.

Entrevista para #Telemadrid. #IslaMauricio #Mauritius



3. PUNTO DE ENCUENTRO TV

audience x 4 invitations: 269.800

15 jul 2023 · 🌐

#miradasviajeras nos acerca a #IslaMauricio, una joya exuberante en el Índico. Gracias por el fantástico reportaje de la isla Fernando Valmaseda y a todo el equipo!

<https://youtu.be/5tDgKjiGZQk>





MARKET ACTIVITIES

GENERAL ACTIVITIES

MEDIA CALLS - MEDIA, BLOGGERS ALL REPORTED PERIOD

Permanently communicated among PR partners, held constant meetings with media and bloggers. Held a collaboration with Slimfit club and blogger Polina Kitsenko. Realized the project with radio business fm (Saint-Petersburg) and Sesons magazine (online and offline).

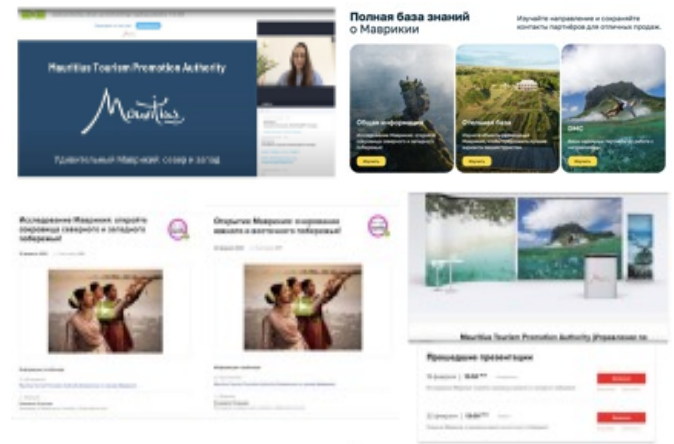


ONLINE TRAINING / E-LEARNING + OTM (ONLINE TRAVEL MART EXHIBITION)

DURING THE ENTIRE CONTRACT

E-Learning project successfully developed and realised during several months on the base of Profi Travel platform. Over 650+ participants took part in learning Mauritius as travel destination. Participation in OTM, Webinars watched by 800+ agents around Russia.

Link: https://mauritius.profi.travel/?utm_source=profitravel&utm_medium=m=banner&utm_campaign=specialproject



NEWSLETTER DISTRIBUTION, TRAVEL TRADE ON REGULAR BASIS

E-Mailings after the travel trade events with all the info and resources about Mauritius. Distributing press releases with news digest.

COMPETITION AMONG THOSE WHO PASSED SUCCESSFULLY MAURITIUS ONLINE ACADEMY

AUGUST 2024

Competition took place 1st of August, Travel Agent from Nizhiny Novgorod won the prize - Iphone 15. (Profi travel - partner in prize draw)

PERFORMANCE REPORT & MEDIA MONITORING MONTHLY

Reported all activities done within a month, media monitoring and provided MTPA with screenshots of media content, which is of specific interest and subject to changing demand.



ACTIVITIES WITH MEDIA

- Generated AVE from 01.05.2024 to 31.05.2024 - **387 500 USD**
- Total number of publications - **184 articles**
- Top media publishers:** atorus.ru, Lenta.ru, Gazeta.ru, Vedomosti, Pravda.ru, Rambler Travel, Seidon News, Nacionalnaya sluzhba novostei (NSN), 360 TV Channel, Tonkosty Turizma and others
- Media pitching:** Ren TV, Olga Yakovina, Yachting magazine, Robb Report, Men Today etc.

Main topics of publications:

- Listing of visa-free countries for Russians in 2024
- Top destinations of Russian tourists for the by A.TOR in 2024
- Aeroflot's flight program to Mauritius is planned to become year-round
- Mauritius plans to introduce Mir bank cards
- Interview with the Russian Ambassador to Mauritius
- A business breakfast in Mauritius was held in Moscow
- Demand for holidays in Mauritius has doubled

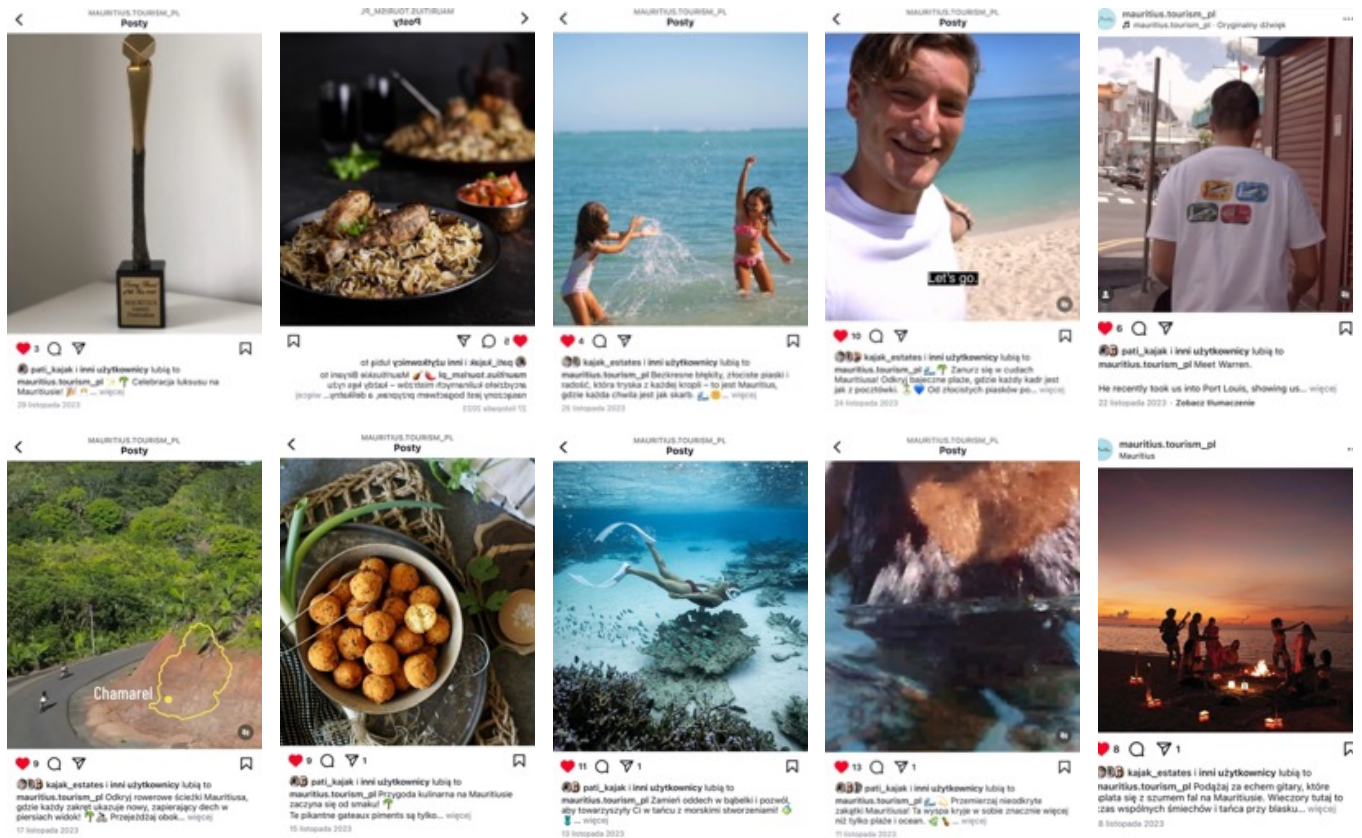




MARKET ACTIVITIES

Social Media

OPENING ACCOUNT ON FACEBOOK & INSTAGRAM



LUXURY BRAND OF THE YEAR



PRESS RELEASE





Market Situation & Performance

MTPA and Kenya Airways investment in joint marketing has yielded a lot, leading to an increase in demand in 2023 compared to 2022. Kenyan authorities have requested the Mauritian Authorities to grant permission to Kenya Airways to operate three additional weekly flights to Mauritius during the low season 2023. Kenya Airways was granted permission to operate the 3 additional weekly flights from June to September 2023. Kenya Airways is now operating 10 weekly frequencies with a B738, 787 Dreamliner and E190.

Visitors from Nigeria, Uganda and Angola fly through Nairobi hub.

It is to be noted that in 2023 500 visitors from USA travelled through Nairobi hub to visit the destination. KQ operates a daily flight from New York to Nairobi. Visitors from Nigeria, Uganda and Angola fly through Nairobi hub.



MARKET ACTIVITIES

EASTER CAMPAIGN

ON 20 FEBRUARY - 11 APRIL 2024

Kenya Airways (KQ) increased its flight frequency to Mauritius in October 2023 to tap into the growing demand for the destination. To sustain this growth, Intermedia was commissioned to promote the “Feel Our Island Energy” campaign together with KQ special offers for Easter 2024. The campaign’s objective was to create awareness and drive purchase of KQ flights to Mauritius. A destination video and Kenya Airways promotional offer on VDX was created and ran on a network of sites. The premium video platform allowed for a rich, engaging and uninterrupted user experience.

DELIVERED Views Delivered: 145,946 Added value views: 20,946 Engagements: 8,460 Video Completions: 145,661 Clicks to website: 2,281 Average Time Spent: 20 seconds Engagement rate: 3.1% View through rate: 55% Click through rate: 0.8%

DIGITAL CAMPAIGN (LAUNCHED BY KENYA AIRWAYS)

6TH APRIL – 6TH MAY 2024



Inflight Magazine Ads





Independence Day celebrated in Dubai on 17 Mars 2023 at One & Only royal Mirage Dubai



MARKET ACTIVITIES

MTPA - WEBINAR

WEBINAR DATE: 31 JAN 2024

Destination Introduction

Audience: GCC

Channel: Webinar

Reach: 90+

Property: Raffles, Wafi Mall

Guest: Key Travel Agents

Reach: 70



INTERNATIONAL BOOKINGS DOUBLE IN VOLUME FROM THE UAE FOR EID AL-FITR 2024

WEBINAR DATE: 14 MARCH 2024

Channel: Media Coverage Reach: 2412



Campaign: Dnata and Mauritius Tourism partner to attract UAE travellers in 2024

Channel: Media Coverage

Reach: 77,104

MTPA - IFTAR EVENT

DATE: 28 MAR 2024

Property: Ewaan, Palace Downtown

Guest: Key Travel Agents

Reach: 20



TRADE ARABIA - MEDIA COVERAGE

DATE: 14 MARCH 2024



MK/MTPA FAMTRIP

DATE: 21ST JUNE - 29TH JUNE 2024







FINANCIAL STATEMENTS

For the year ended 30 June 2024

Audit Report	64-69
Statement of Financial Position	70
Statement of Financial Performance	71
Statement of changes in Net Assets/Equity	72
Cash Flow Statement	73
Statement of Comparison of Budget and Actual Amounts (Revenue)	74
Statement of Comparison of Budget and Actual Amounts for Operating Expenses	75
Statement Showing Reconciliation of Actual Cash Flows with Budget	76
Notes to the Financial Statements	77-91



REPORT OF THE
DIRECTOR OF AUDIT

**On the Financial Statements
of the Mauritius Tourism Promotion Authority
for the year ended 30 June 2024**

NATIONAL AUDIT OFFICE



Republic of Mauritius

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 2024 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 2024, and of its financial performance and cash flows for the year then ended in accordance with International Public Sector Accounting Standards (IPSASs).

Basis for Opinion

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

Key Audit Matters

Key Audit Matters are those matters that, in my professional judgment, were of most significance in my audit of the financial statements of the current period. These matters were addressed in the context of my audit of the financial statements as a whole, and in forming my opinion thereon, and I do not provide a separate opinion on these matters.

I have determined that there are no key audit matters to communicate in my report.

Other Information

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

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

In connection with my audit of the financial statements, my responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or my knowledge obtained in the audit or otherwise appears to be materially misstated. If, based on the work I have performed, I conclude that there is a material misstatement of this other information, I am required to report that fact.

I have nothing to report in this regard.

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

Management is responsible for the preparation and fair presentation of these financial statements in accordance with IPSASs, and for such internal control as management determines is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

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

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

Auditor's Responsibilities for the Audit of the Financial Statements

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

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

- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for my opinion.

The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.

- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the Mauritius Tourism Promotion Authority's internal control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by management.
- Conclude on the appropriateness of management's use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the Mauritius Tourism Promotion Authority's ability to continue as a going concern. If I conclude that a material uncertainty exists, I am required to draw attention in my auditor's report to the related disclosures in the financial statements or, if such disclosures are inadequate, to modify my opinion. My conclusions are based on the audit evidence obtained up to the date of my auditor's report. However, future events or conditions may cause the Mauritius Tourism Promotion Authority to cease to continue as a going concern.
- Evaluate the overall presentation, structure and content of the financial statements, including the disclosures, and whether the financial statements represent the underlying transactions and events in a manner that achieves fair presentation.

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

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

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

Report on Other Legal and Regulatory Requirements

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.

In accordance with the requirements of the Statutory Bodies (Accounts and Audit) Act, I report as follows:

- (a) this Act, in so far as it relates to the accounts, has been complied with. No directions relating to the accounts have been issued by the responsible Minister to the Mauritius Tourism Promotion Authority;
- (b) in my opinion, and, as far as could be ascertained from my examination of the financial statements submitted to me, expenditure incurred were not of an extravagant or wasteful nature, judged by normal commercial practice and prudence; and
- (c) in my opinion, the Mauritius Tourism Promotion Authority has been applying its resources and carrying out its operations economically, efficiently and effectively;

Other Matter

The financial statements of the Mauritius Tourism Promotion Authority for the financial year ended 30 June 2024 were submitted to my Office on 30 October 2024. Following audit in February 2025, management was informed of amendments to be made to the financial statements. The approved amended set of financial statements were received on 20 June 2025.

Public Procurement Act

In accordance with the requirement of the Public Procurement Act, the auditor of every public body shall state in his annual report whether the provisions of Part V of the Act have been complied with.

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.

Basis for Opinion

I performed procedures, including the assessment of the risks of non-compliance with laws and regulations, to obtain audit evidence to discharge my responsibilities as described in the 'Auditor's Responsibilities' section of my report as referred to below. I believe that the audit evidence I have obtained is sufficient and appropriate to provide a basis for my opinion.

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 the 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 was 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.



DR D. PALIGADU
Director of Audit

National Audit Office
14th Floor
Air Mauritius Centre
PORT LOUIS

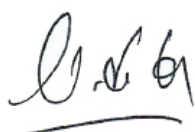
4 July 2025

Statement of Financial Position

as at 30 June 2024

	Notes	30 June 2024 Rs	30 June 2023 Rs
ASSETS			
<u>Current Assets</u>			
Cash and Cash Equivalents	11	97,561,284	99,392,039
Receivables from Exchange Transactions	13	15,713,336	18,173,732
Inventories	12	1,536,455	1,670,560
Prepayments	13	5,805,588	8,560,968
		120,616,662	127,797,299
<u>Non-Current Assets</u>			
Property, Plant and Equipment	9	4,474,382	6,074,018
Intangible Assets	10	2,456,380	5,179,561
		6,930,762	11,253,579
Total Assets		127,547,423	139,050,878
LIABILITIES			
<u>Current Liabilities</u>			
Payables	18	51,788,096	73,486,550
Provisions & Other Liabilities	15	38,962,033	25,631,585
		90,750,128	99,118,136
<u>Non Current Liabilities</u>			
Employee Benefits	21	9,674,540	8,979,805
Retirement Benefit Obligations	27	145,529,773	136,468,493
		155,204,313	145,448,298
TOTAL LIABILITIES		245,954,441	244,566,434
Net Assets		(118,407,017)	(105,515,556)
NET ASSETS/EQUITY			
Accumulated Fund	14	(118,407,017)	(105,515,556)
Total Net Assets/Equity		(118,407,017)	(105,515,556)

Approved by the Board on 11 June 2025 and signed on its behalf by:



Mrs C. S. F. M. Le Lay-Commins
(Chairperson)



Mrs I. Rugjee
(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 2024

	Notes	Year ended 30 June 2024 Rs	Year ended 30 June 2023 Rs
Revenue			
Revenue from Non-Exchange Transactions	16	761,888,912	682,004,263
Revenue from Exchange Transactions	17	69,045,906	51,617,731
Total Revenue		830,934,818	733,621,994
Operating Expenses			
Administrative Expenses	19	(75,428,883)	(70,133,184)
Promotional Activities	20	(760,593,861)	(632,770,190)
Covid-19 Expenses	20	-	(462,324)
Depreciation & Amortisation	9 & 10	(5,591,497)	(5,717,442)
Assets Written Off	9 & 10	(9,233)	(11,780)
Bad Debts		(2,264,314)	-
Financial Charges		(1,293,091)	(872,448)
Exchange Fluctuation - Gain/(Loss)		7,106,738	(5,745,596)
Total Expenses		(838,074,141)	(715,712,964)
(Deficit) / Surplus for the year		(7,139,323)	17,909,030

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 2024

	Accumulated Funds ended	Revaluation Reserve	Total Net Assets / Equity	Total Net Assets / Equity
	<u>30 June 2024</u>	<u>30 June 2024</u>	<u>30 June 2024</u>	<u>30 June 2023</u>
	Rs	Rs	Rs	Rs
Opening Balance	(105,995,206)	479,650	(105,515,556)	(118,404,550)
Changes in net assets / equity for the period to 30 June 2024				
Prior Year Adjustments	(4,915,954)	-	(4,915,954)	(980,262)
Actuarial Gain / Loss on remeasurement of Pension Assets & Liability	(7,448,597)	-	(7,448,597)	(8,254,634)
*Contribution from MOFEPD	6,396,452	-	6,396,452	(4,068,360)
Movement in Revaluation Reserve	-	215,960	215,960	146,500
Total	(5,968,098)	215,960	(5,752,138)	(5,020,036)
Net revenue recognised directly in net assets / equity	(111,963,304)	695,610	(111,267,694)	(123,424,586)
(Deficit) / Surplus for the period	(7,139,323)	-	(7,139,323)	17,909,030
Balance as at 30 June 2024	(119,102,627)	695,610	(118,407,017)	(105,515,556)

* Special Contribution of Rs 6,396,452 from MOFEPD towards Retirement Pension Plan paid directly to the Pension Administrator.

Cash Flow Statement

for the year ended 30 June 2024

	Year ended 30 June 2024	Year ended 30 June 2023
	Rs	Rs
CASH FLOWS FROM OPERATING ACTIVITIES		
(Deficit) / Surplus	(7,139,323)	17,909,030
Non-cash movements		
Depreciation of PPE & Amortisation	5,591,497	5,717,442
Assets written off	9,233	11,780
(Profit) / Loss on Disposal	(964,500)	-
Adjustment of Revalued Assets not capitalised	24,060	146,500
Retirement benefits charge in P&L	8,009,135	6,239,899
(Decrease) / Increase in Payables, Provisions & Other Liabilities	(3,756,480)	(84,670,013)
Employee Benefits	694,735	(192,814)
Decrease / (Increase) in Inventories	134,105	380,059
Decrease / (Increase) in Prepayments & Receivables	(4,311,704)	25,313,622
Net cash flows from Operating Activities	(1,709,241)	(29,144,495)
CASH FLOWS FROM FINANCING ACTIVITIES		
Net cash flows from Financing Activities	-	-
CASH FLOWS FROM INVESTING ACTIVITIES		
Proceeds from Disposal of Assets	964,500	-
Expenditure on Non Current Assets	(1,086,014)	(3,442,833)
Net cash flows from Investing Activities	(121,514)	(3,442,833)
Net Increase/(Decrease) in cash and cash equivalents	(1,830,755)	(32,587,329)
Cash and cash equivalents at beginning of period	99,392,039	131,979,367
Cash and cash equivalents at end of period	97,561,284	99,392,039

(a) Notes to the Cash Flow Statement

Cash and cash equivalents

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

	30 Jun 2024 Rs	30 Jun 2023 Rs
Cash at Bank	100,723,735	105,534,532
Outstanding payments	(3,162,451)	(6,142,494)
	97,561,284	99,392,039

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 1,086,014.

Statement of Comparison of Budget and Actual Amounts (Revenue)

for the year ended 30 June 2024

Details of Revenue	Original Budget	Revised Budget	Actual Revenue	Actual Revenue
	FY 2023/24	FY 2023/24	FY 2023/24	Cash Basis
	Rs	Rs	Rs	Rs
	1	2	3	4
Grant - Destination Marketing	450,000,000	450,000,000	447,306,940	447,306,940
Grant - Operating Expenses incl. Revamping	71,000,000	71,000,000	70,610,000	70,610,000
Grant - Low Season Campaign	50,000,000	50,000,000	49,326,169	49,326,169
Grant - LFC Project	200,000,000	200,000,000	194,645,803	194,645,803
Private Sector Contribution	25,000,000	38,500,000	38,271,600	38,271,600
Disposal of Motor Vehicle	-	-	964,500	964,500
Other Income	-	3,300,000	3,298,706	3,298,706
Transportation Service Agreements	-	21,000,000	20,762,995	-
Gain on Revaluation	-	-	5,748,105	-
Total Revenue	796,000,000	833,800,000	830,934,818	804,423,718

Note:

- (1) - Represents the original approved budget of the MTPA for period July 2023 to June 2024.
- (2) - Represents the revised budget for period July 2023 to June 2024 which includes revenue from other sources.
- (3) - Represents the actual revenue on a comparable basis for period July 2023 to June 2024.
- (4) - Represents the actual revenue on cash basis for period July 2023 to June 2024.

Statement of Comparison of Budget and Actual Amounts for Operating Expenses for the year ended 30 June 2024

ITEMS	Original Budget	Revised Budget	Actual Expenses (Cash Basis)	Variations	Remarks					
	Rs	Rs	Rs							
Administrative Expenses (A)										
Staff Salaries & Emoluments	26,250,000	26,250,000	25,164,349	1,085,651	Claims received after year end					
Staff Allowances & Other Benefits	11,300,000	11,300,000	9,635,244	1,664,756	Savings on allowances & Other Benefits					
Travelling and Transport (Busfares, Taxi & Travel Grant)	5,100,000	5,100,000	4,836,566	263,434	Claims received after year end					
Staff Welfare	400,000	400,000	334,365	65,635						
Legal & Professional Fees	3,250,000	3,640,000	3,290,824	349,176	Claims received after year end					
Consultancy - Network Infrastructure	2,000,000	1,610,000	1,610,000	-						
Incidentals & Office Expenses	3,350,000	3,350,000	3,222,726	127,274	Claims received after year end					
Utilities (Telephone, Electricity & Water)	1,900,000	1,900,000	1,522,802	377,198	Claims received after year end					
Rent (Office, store, Information Counter & Parking)	4,500,000	4,500,000	4,502,311	(2,311)						
Running & Maintenance of Vehicles	2,750,000	2,750,000	1,680,938	1,069,062	Claims received after year end					
Contributions (Pension, NSF, FPS, & Medical)	6,600,000	6,600,000	6,219,729	380,271	Claims received after year end					
Training of Staff	200,000	200,000	150,000	50,000						
General Maintenance Plant & Non-Capitalised Assets	3,400,000	3,400,000	1,102,479	2,297,521	Additional Expenses incurred					
Marketing & Other Expenses (B)										
France	62,000,000	67,687,486	56,938,673	10,748,813	Claims received after year end					
UK	41,000,000	51,399,803	45,898,412	5,501,391	Claims received after year end					
Italy	15,000,000	26,477,137	22,832,526	3,644,611	Claims received after year end					
Germany	41,000,000	48,772,427	47,671,289	1,101,138	Claims received after year end					
Reunion	15,000,000	12,555,927	11,600,519	955,408	Claims received after year end					
South Africa	20,000,000	19,060,033	15,542,258	3,517,775	Claims received after year end					
Switzerland	11,500,000	16,370,000	12,597,694	3,772,306	Claims received after year end					
India	28,000,000	48,354,778	42,019,103	6,335,675	Claims received after year end					
China	12,000,000	9,050,000	7,005,888	2,044,112	Claims received after year end					
Spain	12,000,000	16,335,515	14,323,921	2,011,594	Claims received after year end					
Russia	2,000,000	13,947,126	8,974,502	4,972,624	Claims received after year end					
Australia	3,000,000	2,030,000	1,341,824	688,176	Claims received after year end					
U.A.E / Middle East	28,000,000	29,712,271	27,685,731	2,026,540	Claims received after year end					
Africa & Indian Ocean Countries	3,000,000	1,300,000	905,511	394,489	Claims received after year end					
Belgium Netherlands Luxembourg	} Benelux 11,500,000	13,442,215	11,274,373	2,167,842	Claims received after year end					
Sweden Norway/Finland Denmark						} Scandinavian 3,000,000	1,800,000	1,880,127	(80,127)	Additional Expenses incurred
Japan										
Singapore	500,000	40,000	-	40,000	Projects not carried out.					
Malaysia	1,000,000	280,000	147,451	132,549	Claims received after year end					
South Korea	500,000	1,833,490	1,242,544	590,946	Claims received after year end					
Others - Eur/Asia/America	4,000,000	5,999,000	3,493,202	2,505,798	Claims received after year end					
Austria/Czech/Poland/Hungary/ Romania	10,000,000	13,780,000	11,012,161	2,767,839	Claims received after year end					
Website/E-Marketing	22,000,000	22,000,000	15,793,166	6,206,834	Claims received after year end					
MICE, Cruise, Golf ,Medical & Wedding promotion	3,500,000	3,842,377	3,842,151	226						
Communication & Promotional Tools	13,000,000	6,640,000	5,531,131	1,108,869	Claims received after year end					
Worldly Events / Local Events (incl Golf)	58,000,000	83,295,000	82,946,893	348,107	Claims received after year end					
Small and Medium Enterprises	4,000,000	1,850,000	766,143	1,083,857	Claims received after year end					
Mauritius Now Campaign	25,000,000	24,450,000	24,924,560	(474,560)	Additional Expenses incurred					
Low Season Campaigns	50,000,000									
Total Administrative Expenses (A)	71,000,000	71,000,000	63,272,332							
Total Marketing & Low Season (B)	500,000,000	542,304,585	478,191,755							
LFC Project	200,000,000	200,000,000	204,851,500							
Total Budget, Estimates & Actual Revenue Cash Basis	771,000,000	813,304,585	746,315,587							

Statement Showing Reconciliation of Actual Cash Flows with Budget

for the year ended 30 June 2024

	30 June 2024
Statement of Reconciliation of Actual Expenses with Cash Flows	Rs
Actual amount on comparable basis as presented in the Budget & Actual Comparative statement	746,315,587
Capital Expenditure	(964,274)
	<hr/> 745,351,313
Less:-	
Prepayments	(5,805,588)
	<hr/> 739,545,725
Basis Differences	
Non-Budgeted Items	
Financial Charges	1,293,091
Reversal of Prepayments	8,560,968
Provisions & Accruals	
Sick Leave	694,735
Passage Benefits	912,906
Vacation Leave	689,786
Adjustments for Creditors	69,450,606
Retirement Benefit Obligations	9,061,280
Non Cash Items:	
Depreciation & Amortisation	5,591,497
Bad Debts	2,264,314
Assets written off	9,233
Actual amount in the Statement of Financial Performance	838,074,141

	Rs
Statement of Reconciliation of Actual Revenue with Cash Flows	
Actual amount on comparable basis as presented in the Budget & Actual comparative Statement	804,423,718
Basis Differences	
Non cash Items:	
Trade Service Agreements	20,762,995
Revaluation Gain	5,748,105
Actual amount in the Statement of Financial Performance	830,934,818

Notes to the Financial Statements

for the year ended 30 June 2024

1. THE REPORTING ENTITY

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

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

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

2. BASIS OF PREPARATION

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

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

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

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

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

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

The Financial Statements are presented in Mauritian Rupees.

3. ADOPTION OF IPSAS

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

- (i) The following IPSASs became effective on 1 January 2023, and have been adopted by the MTPA in the preparation of the Financial Statements for the financial year ended 30 June 2024.

IPSAS 41 - Financial Instrument

IPSAS 42 - Social Benefit

- (ii) New IPSAS were issued to 30 June 2023, but have not yet been adopted by the MTPA:

IPSAS	Issued in	Effective Date
43 - Leases	January 2022	1 January 2025
44 - Non-Current Asset Held for Sale	May 2022	1 January 2025
45 - Property, Plant and Equipment	May 2023	1 January 2025
46 - Measurement	May 2023	1 January 2025
47 - Revenue	May 2023	1 January 2026
48 - Transfer Expenses	May 2023	1 January 2026
49 - Retirement Benefits	November 2023	1 January 2026

Management has assessed that adoption of these IPSASs will not significantly impact the Financial Statements of the MTPA at 30 June 2024.

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.

Notes to the Financial Statements

for the year ended 30 June 2024

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 2024.

7. BUDGET INFORMATION

The Budget Estimates are prepared on cash basis, classify by nature of expenses, cover the Financial Year 1 July 2023 to 30 June 2024. The Financial Statements have been prepared on accrual basis. As a result of adoption of cash basis for budgeting purposes, additional Statement of Comparison of Budget and Actual amount spent on cash basis have been prepared together with Statement of Reconciliation of Actual Revenues with Cash Flows.

8. ACCOUNTING POLICIES

(a) Revenue Recognition

Revenue from Non-Exchange Transactions

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

Transfers from other government entities

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

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

Revenue from Exchange Transactions

Contribution for participation in fairs, roadshows, events and 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:

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

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

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

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

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

(c) Leases

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

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

- (i) Not later than one year: Rs 3,871,000.
 - (ii) Later than one year and not later than five year is Nil.
 - (iii) Later than five years is Nil.
- (a) Total contingent rents recognised in the Statement of Financial Performance for period ended 30 June 2024 was Rs 3,863,529.
- (b) MTPA hired 4th & 5th floor (8410 sq ft) and Mezzanine (860 sq ft) for period 1 July 2023 to 30 June 2024 with Jolima Ltd.

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

Notes to the Financial Statements

for the year ended 30 June 2024

8. ACCOUNTING POLICIES (continued)

(d) Inventories

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

(e) Employee Benefits

(i) Defined Benefit Plan

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

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

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

(ii) Defined Contribution Plan

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

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

(iii) 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) 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.

(vi) Passage Benefits

A provision is made for the estimated liability for passage benefits. 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 for the on line 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 approximate to fair value.

Notes to the Financial Statements

for the year ended 30 June 2024

8. ACCOUNTING POLICIES (continued)

(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 2022 to 30 June 2023 while the current Financial Statements cover the period 1 July 2023 to 30 June 2024.

(m) Risk Management Policies

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

(i) Operational Risk Management

Operational risk, which is inherent in all organisations activities, is the risk of financial loss, instability arising from failures in internal controls, operational processes or the system that supports them. It is recognised

that such risks can never be entirely eliminated and the costs of controls in minimising these risks may outweigh the potential benefits.

(ii) Fair Value

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

(iii) Credit Risks

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

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

(iv) Interest Rate Risks

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

(v) Liquidity Risks

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

(vi) Foreign Currency Exchange Risks

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

Notes to the Financial Statements

for the year ended 30 June 2024

9. PROPERTY, PLANT AND EQUIPMENT

	Improvement to Buildings	Furniture & Fittings	Motor Vehicles	Office Equipment	Computer & Other IT Equipment	Others	Total
	Rs	Rs	Rs	Rs	Rs	Rs	Rs
Cost							
At 1 July 2023	736,950	1,834,545	13,277,769	2,799,429	4,206,905	46,400	22,901,998
Additions	-	36,650		27,450	1,021,914	-	1,086,014
Revaluation of Assets		7,600		49,300	135,000		191,900
Disposal of Assets			(1,894,000)				
Assets Written Off	(295,683)	(63,739)	(17,020)	(181,425)	(553,393)	-	(1,111,260)
At 30 June 2024	441,267	1,815,055	11,366,749	2,694,754	4,810,426	46,400	23,068,652
Depreciation							
At 1 July 2023	669,006	928,756	10,421,675	2,215,494	2,593,049	-	16,827,980
Charge for the year	33,758	151,136	1,187,344	230,100	1,265,979	-	2,868,317
Disposal of Assets			(1,894,000)				
Asset Written Off	(295,683)	(63,739)	(17,020)	(181,425)	(544,160)	-	(1,102,027)
At 30 June 2024	407,081	1,016,153	9,697,999	2,264,169	3,314,868	-	18,594,270
Net Book Value							
At 30 June 2024	34,186	798,902	1,668,750	430,585	1,495,558	46,400	4,474,382
At 30 June 2023	67,944	905,788	2,586,094	583,935	1,613,856	46,400	6,074,018

10. INTANGIBLE ASSETS

Software Costs:	Website Rs	Total Rs
At 1 July 2023	11,024,972	11,024,972
Additions	-	-
At 30 June 2024	11,024,972	11,024,972
Amortisation:		
At 1 July 2023	5,845,411	5,845,411
Charge for the year	2,723,180	2,723,180
At 30 June 2024	8,568,591	8,568,591
Net Book Value		
At 30 June 2024	2,456,380	2,456,380
At 30 June 2023	5,179,561	5,179,561

Notes to the Financial Statements

for the year ended 30 June 2024

11. CASH AND CASH EQUIVALENTS

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

	Year ended 30 June 2024	Year ended 30 June 2023
	Rs	Rs
Cash at Bank	100,723,735	105,534,532
Outstanding payments	(3,162,451)	(6,142,494)
	97,561,284	99,392,039

The fair value of cash is Rs 100,723,735 and the operational credit card of MTPA showed a credit of Rs 62,417 as at 30 June 2024.

12. INVENTORIES

	30 June 2024	30 June 2023
Brochures, Maps & Others	750,975	854,562
Handicrafts & Others	785,480	815,998
	1,536,455	1,670,560

13. RECEIVABLES & PREPAYMENTS

	30 June 2024	30 June 2023
<i>Receivables from Exchange Transactions</i>		
Receivables	13,645,389	17,255,685
Deposits	107,006	107,006
Car Loan Receivable	1,960,942	811,042
	15,713,336	18,173,732
Prepayments	5,805,588	8,560,968
Total Receivables & Prepayments	21,518,924	26,734,700

14. ACCUMULATED FUND

	30 June 2024	30 June 2023
Balance at 1 July 2023	(105,515,556)	(118,404,550)
(Deficit) / Surplus for the year	(7,139,323)	17,909,030
Prior Year Adjustments	(4,915,954)	(980,262)
Measurement of Pension in NAE	(1,052,145)	(4,186,274)
Revaluation Reserve	215,960	146,500
Balance at 30 June 2024	(118,407,017)	(105,515,556)

Notes to the Financial Statements

for the year ended 30 June 2024

	Year ended 30 June 2024 Rs	Year ended 30 June 2023 Rs
15. PROVISIONS & OTHER LIABILITIES		
Passage Benefits	3,182,757	2,717,137
Vacation Leave	10,169,367	9,479,580
Legal Proceedings	2,587,827	2,587,827
Car Loan Payable	1,960,942	811,042
Legal fees : Covid-19	10,000,000	10,000,000
Allowances for Doubtful Debts	11,020,141	-
Refundable Deposits	41,000	36,000
	38,962,033	25,631,585
16. REVENUE FROM NON-EXCHANGE TRANSACTIONS	30 June 2024	30 June 2023
Grant received from Government		
Promotional Activities	447,306,940	388,713,445
Administrative Expenses (incl: Consultancy)	70,610,000	68,000,000
Low Season Campaigns	49,326,169	80,220,743
LFC Project	194,645,803	141,332,666
BLJ Project	-	3,737,408
Total Grant Received (Accountant-General)	761,888,912	682,004,263
17. REVENUE FROM EXCHANGE TRANSACTIONS		
(a) PRIVATE SECTOR CONTRIBUTIONS	30 June 2024	30 June 2023
Fairs, Roadshows, Events, etc.	38,271,600	30,186,589
Transportation Service Contracts	20,762,995	14,007,057
	59,034,595	44,193,646
(b) OTHER INCOME		
Revaluation Gain	5,748,105	4,757,075
Vat Refunds & Others	3,298,706	2,667,009
Disposal Proceeds	964,500	-
	10,011,311	7,424,084
TOTAL	69,045,906	51,617,731
18. PAYABLES	30 June 2024	30 June 2023
Accruals: Promotional	50,273,692	71,312,098
Accruals: Administrative	1,514,404	2,174,452
	51,788,096	73,486,550

Notes to the Financial Statements

for the year ended 30 June 2024

	Year ended 30 June 2024	Year ended 30 June 2023
	Rs	Rs
19. ADMINISTRATIVE EXPENSES		
STAFF COSTS		
Staff Salaries & Emoluments	25,173,298	24,301,945
Staff Allowances & Other Benefits	12,165,674	11,338,555
Travelling & Transport	5,014,295	5,136,613
Pension Costs	11,163,880	9,269,645
Contributions	3,261,741	3,146,856
Staff Welfare	334,365	323,394
Training of Staff	156,300	104,000
	57,269,553	53,621,008
OTHER ADMINISTRATIVE EXPENSES		
Rent	4,502,886	4,577,124
Utilities	1,693,710	1,564,102
Incidental & Office Expenses	3,396,245	3,163,562
Motor Vehicles Running Expenses	1,885,138	2,190,648
Legal & Professional Fees	787,391	1,491,747
Consultancy - Network Infrastructure	1,610,000	-
Board Member Fees	840,000	743,667
Other Committee Fees	1,782,418	1,241,437
General Maintenance & Others	1,661,542	1,539,890
	18,159,330	16,512,176
	75,428,883	70,133,184

Notes to the Financial Statements

for the year ended 30 June 2024

	Year ended 30 June 2024	Year ended 30 June 2023
	Rs	Rs
20. PROMOTIONAL EXPENSES		
Public Relations Contracts	145,799,371	100,328,390
Advertising Campaigns	38,190,376	62,271,898
Fairs / Workshops / Roadshows & Others	141,943,608	131,911,269
E-Marketing	22,790,099	19,831,766
Educationals & Public Relations	36,464,911	24,379,629
Worldly / Local Events	86,163,979	52,864,370
Communication & Promotional Tools	6,219,986	6,811,590
Small and Medium Enterprises	1,066,143	1,221,069
MICE, Cruise & Others	3,437,684	1,787,624
Low Season Campaigns	48,893,764	69,135,146
LFC Project	204,851,500	137,455,000
Mauritius Now Campaign	24,772,440	24,772,438
Covid-19 Expenses	-	462,324
	760,593,861	633,232,514

	30 June 2024	30 June 2023
21. EMPLOYEE BENEFITS		
Provision as at 30 June 2024	9,674,540	8,979,805
	9,674,540	8,979,805

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 2024	30 Jun 2023
Opening Balance Payable	811,042	864,556
Loans made during the year	1,417,400	650,000
Repayment of Car Loan	(267,500)	(703,514)
	1,960,942	811,042
Amount payable within one year	(518,725)	(267,502)
Amount payable after one year	1,442,217	543,539

Notes to the Financial Statements

for the year ended 30 June 2024

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 2024.

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 19.41 M for the period ending 30 June 2024

	30 June 2024	30 June 2023
	Rs	Rs
Director	2,306,814	2,291,241
Head of Sections	3,502,655	3,256,253
Other Senior Staffs	13,602,584	14,429,832
TOTAL	19,412,053	19,977,326

BOARD OF DIRECTORS REMUNERATION

Chairperson	360,000	477,667
Board members	480,000	266,000
TOTAL	840,000	743,667

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 2024.

26. CLAIM FROM EX RESEARCH & DEVELOPMENT MANAGER

The Ex-Research & Development Manager at MTPA had entered a case against the MTPA for unjustified termination of employment and is claiming damages to the tune of Rs 1,639,969. The case was heard on 19 June 2023 by the Supreme Court of Mauritius in its appellate jurisdiction and judgement is reserved.

Notes to the Financial Statements

for the year ended 30 June 2024

27. RETIREMENT BENEFIT OBLIGATIONS

(a) Defined Benefit Scheme (IPSAS 39)

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

The most recent actuarial valuations of the plan assets and the present value of the defined benefit obligation were carried out at 30 June 2024 by SICOM Ltd as per IPSAS 39 Adoption.

Amounts recognised in Statement of Financial Position at end of year:	Year ended 30 June 2024 Rs	Year ended 30 June 2023 Rs
Defined benefit obligation	171,503,142	157,447,554
Fair value of plan assets	(25,973,369)	(20,979,061)
Liability recognised in Statement of Financial Position at end of year	145,529,773	136,468,493

Amounts recognised in Statement of Financial Performance:	30 June 2024	30 June 2023
Service Cost:		
Current service cost	3,330,268	3,087,632
(Employee contributions)	(932,195)	(943,859)
Fund expenses	221,938	169,533
Net Interest expense / (Income)	7,797,294	6,364,895
P & L Charge	10,417,305	8,678,201
Remeasurement:		
Liability (gain) / Loss	8,233,745	8,037,324
Assets (gain) / Loss	(785,148)	217,309
Net Assets / Equity (NAE)	7,448,597	8,254,633
Total	17,865,902	16,932,834

Movements in liability recognised in Statement of Financial Position:	30 June 2024	30 June 2023
At start of year	136,468,493	126,042,320
Amount recognised in P & L	10,417,305	8,678,201
(Past Service Liability contribution)	(6,396,452)	(4,068,360)
(Contributions paid by employer)	(2,408,170)	(2,438,302)
Amount recognised in NAE	7,448,597	8,254,633
At end of year	145,529,773	136,468,492

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

Notes to the Financial Statements

for the year ended 30 June 2024

27. RETIREMENT BENEFIT OBLIGATIONS (continued)

	Year ended 30 June 2024	Year ended 30 June 2023
<i>Reconciliation of the present value of defined benefit obligation</i>	Rs	Rs
Present value of obligation at start of period	157,447,554	148,062,135
Current service cost	3,330,268	3,087,632
Interest cost	9,124,559	7,460,042
(Benefits paid)	(6,632,984)	(9,199,579)
Liability (gain) / loss	8,233,745	8,037,324
Present value of obligation at end of period	171,503,142	157,447,554

	30 June 2024	30 June 2023
<i>Reconciliation of fair value of plan assets</i>		
Fair value of plan assets at start of period	20,979,061	22,019,815
Expected return on plan assets	1,327,265	1,095,147
Employer contributions	2,408,170	2,438,302
Employee contributions	932,194	943,859
Past Service liability contribution	6,396,452	4,068,360
(Benefits paid and other outgo)	(6,854,922)	(9,369,112)
Asset gain / (loss)	785,148	(217,309)
Estimated Fair value of plan assets at end of period	25,973,368	20,979,062

	30 June 2024	30 June 2023
<i>Distribution of plan assets at end of period</i>		
<i>Percentage of assets at end of period</i>		
Fixed Interest securities and deposits	49.9%	53.9%
Loans	3.1%	2.8%
Local equities	15.2%	14.0%
Overseas bonds and equities	31.3%	28.8%
Property	0.5%	0.5%
Total	100.0%	100%

Additional disclosure on assets issued or used by the reporting entity

	30 June 2024 (%)	30 June 2023 (%)
Percentage of assets at end of year		
Assets held in the entity's own financial instruments	0	0
Property occupied by the entity	0	0
Other assets used by the entity	0	0

Notes to the Financial Statements

for the year ended 30 June 2024

27. RETIREMENT BENEFIT OBLIGATIONS (continued)

Components of the amount recognised in NAE		
Year	30 June 2024	30 June 2023
Currency	Rs	Rs
Asset experience gain / (loss) during the period	785,148	(217,309)
Liability experience gain / (loss) during the period	(1,229,987)	(8,037,324)
Liability gain / (loss) due to change in financial assumptions	(7,003,758)	N/A
	(7,448,597)	(8,254,633)

Year	2024/2023
Expected employer contributions	2,581,623
Weighted average duration of the defined benefit obligation (Calculated as a % change in PV of liabilities for a 1% change in discount rate)	14 years

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 reinsured.

The cost of providing the benefits is determined using the Projected Unit Method. principal assumptions used for the purpose of the actuarial valuation were as follows:

	Year ending 30 June 2024	Year ending 30 June 2023
Discount rate	5.60%	5.92%
Future salary increases	4.50%	4.50%
Future pension increases	3.50%	3.50%
Mortality before retirement	Nil	Nil
Mortality in retirement	PA (90) Tables rated down by 2 years	
Retirement age	65 Years	

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

Significant actuarial assumptions for determination of the defined benefit obligation are discount rate, expected salary increase & 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 21.0 million (increase by Rs 26.0 million) if all other assumptions were held unchanged.

Notes to the Financial Statements

for the year ended 30 June 2024

27. RETIREMENT BENEFIT OBLIGATIONS (continued)

If the expected salary growth would increase (decrease) by 1%, the defined benefit obligation would increase by Rs 9.8 million (decrease by Rs 8.7 million) if all assumptions were held unchanged.

If the life expectancy would increase (decrease) by one year, the defined benefit would increase by Rs 5.4 million (decrease by 5.4 million) if all other assumptions were held unchanged.

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

Appendix

Data Summary

1. Active Members	As at 30 June 2024				2023
	Number of Members	Average Age (Years)	Average Salary (Rs)	Average Service (Months)	Number of Members
Male	15	53	54,008	282	15
Female	11	52	47,098	287	11
Total / Overall	26	53	51,085	284	26

2. Pensioners	As at 30 June 2024			2023
	Number of Members	Average Age (Years)	Average Monthly Pension (Rs)	Number of Members
Male	14	70	25,093	15
Female	6	68	25,080	6
Total / Overall	20	70	25,089	21

Notes to the Financial Statements

for the year ended 30 June 2024

27. RETIREMENT BENEFIT OBLIGATIONS (continued)

(b) Defined Contribution Scheme

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

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

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

The total contributions paid in respect of Defined Contribution Scheme for the year ended 30 June 2024 and the cumulative balance as at 30 June 2024 are as follows:-

	Contribution period ended 30 June 2024	Cumulative Balance as at 30 June 2024
	Rs	Rs
Employer Contribution	746,575	5,101,132
Employee Contribution	373,197	2,549,089
Total Contribution	1,119,772	7,650,221

STATISTICAL TABLE

Table 1: Passenger traffic by month, 2022 - 2024	98
Table 2: Departure of Mauritian residents by air and by country of disembarkation, 1st Semester, 2023 and 2024	99
Table 3: Tourist arrivals by month, 2022 - 2024	100
Table 4: Tourist arrivals by air and by main purpose of visit, 1st Semester, 2023 and 2024	100
Table 5: Tourist arrivals by country of residence and by mode of travel, 1st Semester, 2023 and 2024	101-102
Table 6(a): Tourist arrivals by air, age group and sex, 1st Semester, 2023 and 2024	103
Table 6(b): Tourist arrivals by broad age group and mode of travel, 1st Semester, 2023 and 2024	103
Table 7: Tourist arrivals by air and by main port of last embarkation for selected markets, 1st Semester 2024	104
Table 8: Tourist arrivals, tourist departures, tourist nights, average length of stay and tourism earnings, 2021 - 2024	105
Table 9: Hotels, rooms and bedplaces, 2021 - 2024	105
Table 10: Monthly occupancy rates (%) for All hotels and "Large" hotels, 2022 - 2024	106
Table 11: Employment in large establishments of the Tourism Industry as at end of March, 2019 - 2023	107

INTERNATIONAL TRAVEL AND TOURISM

1st Semester 2024

1. INTRODUCTION

This issue of the Economic and Social Indicators presents data on International Travel and Tourism for the first semester of 2024. A brief on the compilation of these statistics is given at Annex I and a glossary of terms at Annex II.

2. INTERNATIONAL TRAVEL

Passenger traffic, 1st Semester, 2023 and 2024

	1 st Semester 2023	1 st Semester 2024 ¹
Arrivals by		
Air	789,529	851,384
Sea	24,261	...
<i>of which Cruise travellers</i>	21,986	...
Total	813,790	...
Departures by		
Air	824,102	880,786
Sea	23,825	...
Total	847,927	...

¹ Provisional
...not available

2.1 Arrivals by air in 1st Semester 2024

Compared to 1st Semester 2023:

- (i) passenger arrivals by air increased from 789,529 to 851,384;
- (ii) tourist arrivals by air increased from 589,305 to 624,896 (Table 5).
- (iii) the number of excursionists by air (arriving and leaving on the same day) increased from 3,936 to 6,526.

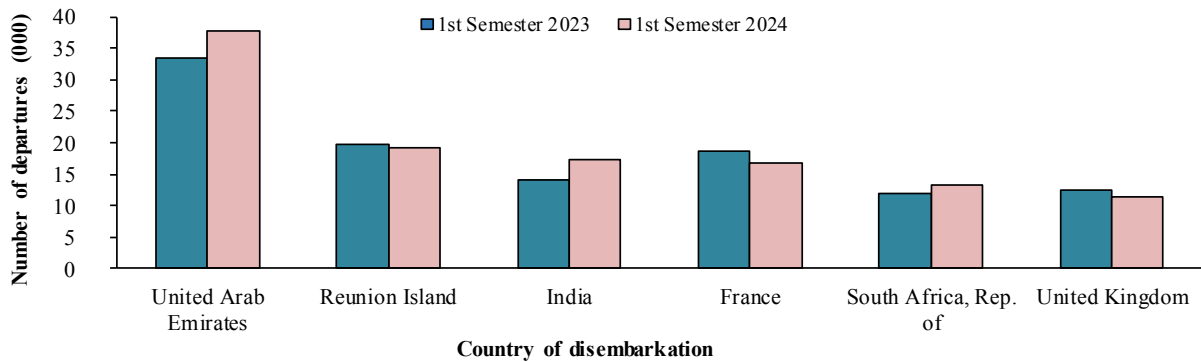
2.2 Departures by air in 1st Semester 2024

Compared to 1st Semester 2023:

- (i) passenger departures by air increased from 824,102 to 880,786; and
- (ii) departures of Mauritian residents by air rose from 145,258 to 156,432 (Table 2).

Comparative figures for the first semesters of 2023 and 2024 for Mauritian departures by air and by main country of disembarkation are given in Figure 1 and Table 2. In the first semester of 2024, the main countries of disembarkation (country of final destination or transit country) for Mauritian residents were United Arab Emirates (37,788 or 24.2%), Reunion Island (19,204 or 12.3%), India (17,318 or 11.1%), France (16,661 or 10.7%), Republic of South Africa (13,285 or 8.5%) and United Kingdom (11,414 or 7.3%).

Figure 1 - Mauritian departures by air and by main country of disembarkation, 1st Semester 2023 and 1st Semester 2024



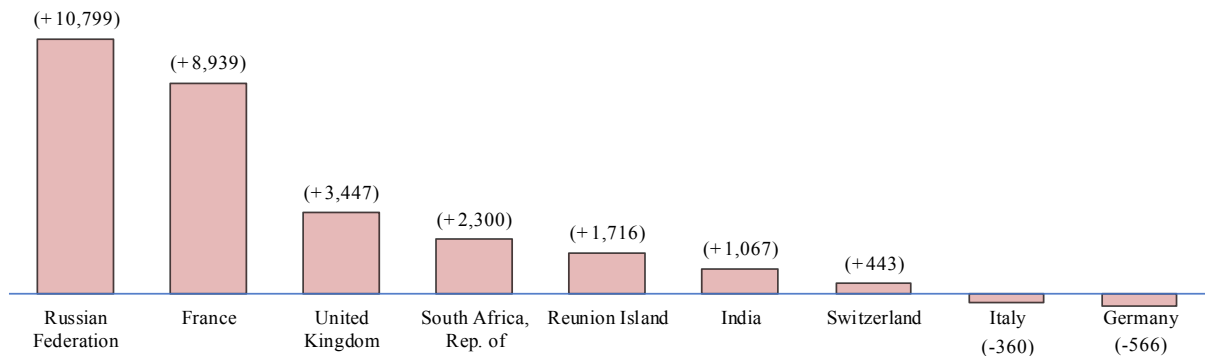
3. TOURISM

3.1 Tourist arrivals by air in 1st Semester 2024

Tourist arrivals by air from selected markets were as follows:

France (155,937), United Kingdom (66,551), Reunion Island (64,155), Germany (51,244), Republic of South Africa (47,916), India (28,451), Russian Federation (18,901), Switzerland (14,455) and Italy (12,428) (Table 5).

Figure 2 – Main changes in tourist arrivals by air and selected country of residence, 1st Semester 2024 compared to 1st Semester 2023



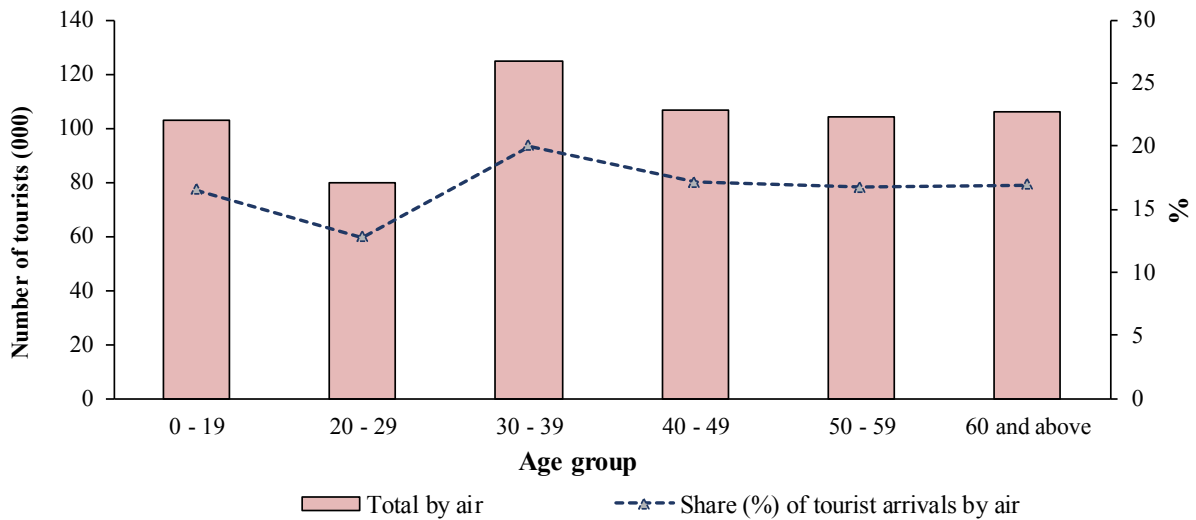
Compared to first semester of 2023, tourist arrivals by air from France, our top tourist generating country, increased by 8,939 from 146,998 to 155,937. Increases in tourist arrivals were also observed in the other selected markets as follows:

Russian Federation (+10,799), United Kingdom (+3,447), Republic of South Africa (+2,300), Reunion Island (+1,716), India (+1,067) and Switzerland (+443).

3.2 Tourist arrivals by air and age group

During the period under review, the number of tourists aged 60 years and above was 105,874 representing 16.9% of tourist arrivals by air (Table 6b).

Figure 3 - Tourist arrivals by air and age group, 1st Semester 2024



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

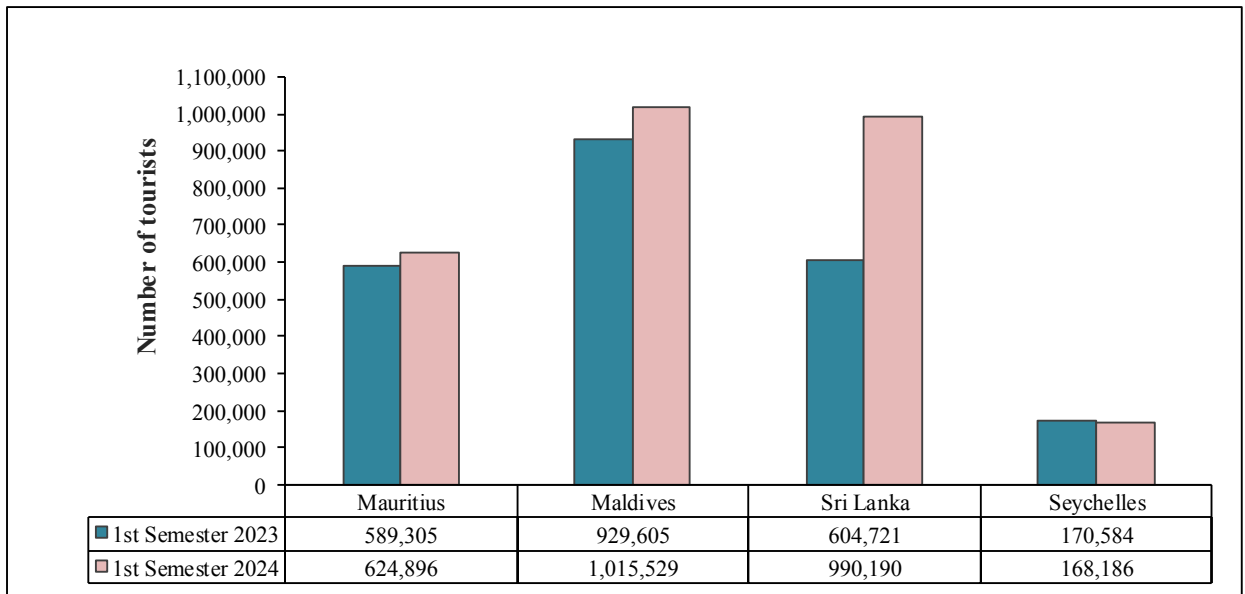
From Table 7, it is observed that during the first semester of 2024, tourists from United Kingdom (58.8%), France (57.1%), Russian Federation (52.2%), Switzerland (48.0%) and Germany (41.8%) arrived mainly by direct flights from their own country of residence. Tourists from People’s Republic of China and Netherlands travelled mainly through United Arab Emirates which was the most used transiting port. For the period under review, the proportion of tourists from People’s Republic of China and Netherlands who travelled to Mauritius through United Arab Emirates were 62.1% and 48.2% respectively.

3.4 Tourist arrivals by air - Selected tourist destinations in the Indian Ocean region

Compared to the first semester of 2023, increases in tourist arrivals by air were noted for the following tourist destinations in the Indian Ocean region during the first semester of 2024:

Maldives (from 929,605 to 1,015,529), Sri Lanka (from 604,721 to 990,190) and Mauritius (from 589,305 to 624,896). However, a decrease in tourist arrivals by air was observed for Seychelles from 170,584 to 168,186.

Figure 4 - Tourist arrivals by air for Mauritius, Maldives, Sri Lanka & Seychelles, 1st Semester 2023 and 1st Semester 2024



Source: Ministry of Tourism, Republic of Maldives; Sri Lanka Tourism Development Authority; Seychelles National Bureau of Statistics

3.5 Employment

Employment data for the tourism sector obtained from the Survey of Employment and Earnings, relate to employment in food service, hotels and travel and other services establishments with 10 or more workers. Latest available data for March 2023 indicate that employment in these establishments increased by 1.7% to 28,014 as compared to 27,539 for March 2022 (Table 11).

3.6 Accommodation

(i) Licensed hotels in the Island of Mauritius

As at end of June 2024, there were 110 licensed hotels of which one was temporarily closed, 6 were closed due to renovation works and one is not yet operational. The total room capacity of the 102 hotels in operation was 13,011 with 29,382 bed places (Table 9).

During the 1st Semester 2024,

- the room occupancy rate of all licensed hotels in operation averaged 69%, lower compared to 73% in 1st Semester 2023; and
- the bed occupancy rate was 62%, lower compared to 65% in 1st Semester 2023 (Table 10).

(ii) 'Large' hotels in the Island of Mauritius

At the end of June 2024, there were 56 'large' hotels (i.e. well-established beach hotels with more than 80 rooms) in operation. The total room capacity of these 56 'large' hotels was 10,441 with 23,903 bed places. These 'large' hotels represent 55% of all licensed hotels in operation but comprise 80% of total room capacity and 81% of total bed places (Table 9).

During the 1st Semester 2024,

- the room occupancy rate of 'large' hotels was 71%, lower than the 75% registered in 1st Semester of 2023; and
- the bed occupancy rate was 65%, lower than the 68% recorded in 1st Semester of 2023 (Table 10).

Statistics Mauritius

Ministry of Finance, Economic Planning and Development

Port Louis

30 August 2024

Contact persons

Mrs. T. Joomun, Statistician/Senior Statistician
 Mrs. M. Koolwant-Beesoondoyal, Statistical Officer/
 Senior Statistical Officer
 Statistics Mauritius
 LIC Centre, John Kennedy Street, Port Louis
 Tel: (230) 208 1800, Fax: (230) 211 4150
 Email: sm-tourism@govmu.org

Table 1:- Passenger traffic ¹ by month, 2022 - 2024

Month	2022		2023		2024 ²	
	Arrivals	Departures	Arrivals	Departures	Arrivals	Departures
January	56,085	68,870	154,776	177,334	170,827	199,256
February	66,438	59,844	123,149	122,232	157,235 ³	150,274 ³
March	84,868	86,002	144,269	148,044	151,407 ⁴	149,790 ⁴
<u>1st Quarter</u>	<u>207,391</u>	<u>214,716</u>	<u>422,194</u>	<u>447,610</u>
April	104,081	103,812	145,348	144,220	142,542 ⁴	147,945 ⁴
May	93,573	101,112	132,636	143,444	139,725 ⁴	149,738 ⁴
June	88,408	87,104	113,612	112,653	124,431	119,457
<u>2nd Quarter</u>	<u>286,062</u>	<u>292,028</u>	<u>391,596</u>	<u>400,317</u>
<i>1st Semester</i>	<i>493,453</i>	<i>506,744</i>	<i>813,790</i>	<i>847,927</i>
July	127,599	112,785	146,658	137,622		
August	121,112	129,635	138,424	144,304		
September	108,705	108,124	133,359	129,487		
<u>3rd Quarter</u>	<u>357,416</u>	<u>350,544</u>	<u>418,441</u>	<u>411,413</u>		
<i>Jan. to Sep.</i>	<i>850,869</i>	<i>857,288</i>	<i>1,232,231</i>	<i>1,259,340</i>		
October	149,070	137,924	161,611	151,942		
November	144,309	147,480	165,265	167,486		
December	183,134	160,276	203,070	174,206		
<u>4th Quarter</u>	<u>476,513</u>	<u>445,680</u>	<u>529,946</u>	<u>493,634</u>		
<i>2nd Semester</i>	<i>833,929</i>	<i>796,224</i>	<i>948,387</i>	<i>905,047</i>		
Whole Year	1,327,382	1,302,968	1,762,177	1,752,974		

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

² Provisional

³ Revised

⁴ Figures on passenger traffic by sea for March to May 2024 are not yet available.

... not available

Table 2:- Departure of Mauritian residents by air and by country of disembarkation¹, 1st Semester, 2023 and 2024

Country of disembarkation	1 st Semester 2023	1 st Semester 2024 ²
EUROPE	39,656	39,069
Austria	420	492
France	18,686	16,661
Germany	1,914	3,078
Italy	244	85
Netherlands	0	0
Switzerland	659	1,610
Turkey	4,445	5,562
United Kingdom	12,438	11,414
Other European countries	850	167
AFRICA	42,101	43,677
Kenya	3,867	3,682
Malagasy Republic	4,480	5,427
Reunion Island	19,771	19,204
Seychelles	2,039	2,065
South Africa, Rep. of	11,931	13,285
Other African countries	13	14
ASIA	58,874	69,797
People's Rep. of China	0	0
Hong Kong SAR ³	0	0
India	14,044	17,318
Malaysia	6,608	7,298
Saudi Arabia	4,752	7,390
Singapore	0	0
United Arab Emirates	33,468	37,788
Other Asian countries	2	3
OCEANIA	4,627	3,888
Australia	4,627	3,888
NOT STATED	0	1
All countries	145,258	156,432

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

² Provisional

³ Special Administrative Region of China

Table 3:- Tourist arrivals by month, 2022 - 2024

Month	2022	2023	2024 ¹
January	40,028	107,684	119,305
February	52,724	91,850	109,266 ²
March	66,066	105,663	116,384 ³
<u>1st Quarter</u>	<u>158,818</u>	<u>305,197</u>	...
April	84,268	109,031	104,114 ³
May	70,462	100,030	104,240 ³
June	63,008	82,208	88,416
<u>2nd Quarter</u>	<u>217,738</u>	<u>291,269</u>	...
1st Semester	376,556	596,466	...
July	94,084	107,832	
August	86,605	98,990	
September	81,087	97,838	
<u>3rd Quarter</u>	<u>261,776</u>	<u>304,660</u>	
Jan. to Sep.	638,332	901,126	
October	117,323	125,645	
November	106,905	119,494	
December	134,730	149,145	
<u>4th Quarter</u>	<u>358,958</u>	<u>394,284</u>	
2nd Semester	620,734	698,944	
Whole Year	997,290	1,295,410	

¹ Provisional² Revised³ Figures on tourist arrivals by sea for March to May 2024 are not yet available.

... not available

Table 4:- Tourist arrivals by air and by main purpose of visit, 1st Semester, 2023 and 2024

Purpose of visit	1 st Semester 2023	1 st Semester 2024 ¹
Holiday	561,988	592,304
Business	16,666	17,378
Transit	8,226	12,889
Conference	654	1,163
Sports	1,115	570
Other purposes	656	592
Total	589,305	624,896

¹ Provisional

Table 5:- Tourist arrivals by country of residence and by mode of travel, 1st Semester, 2023 and 2024

Country of residence	1 st Semester 2023			1 st Semester 2024 ¹		
	Air	Sea	Total	Air	Sea	Total
EUROPE	384,160	3,993	388,153	403,480
Austria	9,881	110	9,991	8,688
Belgium	7,633	35	7,668	7,360
Bulgaria	2,012	13	2,025	1,895
Czech Republic	10,123	8	10,131	8,635
Croatia	532	14	546	526
Denmark	4,788	38	4,826	4,384
Estonia	825	0	825	872
Finland	1,966	18	1,984	1,804
France	146,998	327	147,325	155,937
Germany	51,810	2,275	54,085	51,244
Greece	435	40	475	490
Hungary	2,918	2	2,920	2,506
Ireland	1,476	6	1,482	1,670
Italy	12,788	144	12,932	12,428
Latvia	456	7	463	588
Lithuania	1,000	1	1,001	1,075
Luxembourg	1,095	9	1,104	870
Netherlands	4,781	181	4,962	4,460
Norway	2,118	24	2,142	2,150
Poland	7,667	21	7,688	7,814
Portugal	2,485	18	2,503	2,712
Romania	3,876	36	3,912	3,778
Serbia	734	5	739	692
Slovakia	3,693	8	3,701	3,170
Slovenia	1,336	3	1,339	984
Spain	4,443	74	4,517	4,365
Sweden	5,024	14	5,038	5,005
Switzerland	14,012	98	14,110	14,455
Turkey	2,614	21	2,635	3,318
United Kingdom	63,104	320	63,424	66,551
<i>CIS ² countries</i>	<i>10,314</i>	<i>114</i>	<i>10,428</i>	<i>21,920</i>
<i>of which:</i>						
<i>Belarus</i>	<i>382</i>	<i>1</i>	<i>383</i>	<i>539</i>
<i>Kazakhstan</i>	<i>327</i>	<i>2</i>	<i>329</i>	<i>325</i>
<i>Russian Federation</i>	<i>8,102</i>	<i>55</i>	<i>8,157</i>	<i>18,901</i>
<i>Ukraine</i>	<i>1,077</i>	<i>55</i>	<i>1,132</i>	<i>1,599</i>
<i>Other CIS countries</i>	<i>426</i>	<i>1</i>	<i>427</i>	<i>556</i>
Other European countries	1,223	9	1,232	1,134
AFRICA	129,103	404	129,507	137,661
<i>IOC ³ countries</i>	<i>71,383</i>	<i>17</i>	<i>71,400</i>	<i>75,821</i>
<i>of which:</i>						
<i>Comoros</i>	<i>412</i>	<i>2</i>	<i>414</i>	<i>383</i>
<i>Malagasy Republic</i>	<i>6,381</i>	<i>14</i>	<i>6,395</i>	<i>9,132</i>
<i>Reunion Island</i>	<i>62,439</i>	<i>1</i>	<i>62,440</i>	<i>64,155</i>
<i>Seychelles</i>	<i>2,151</i>	<i>0</i>	<i>2,151</i>	<i>2,151</i>
Algeria	141	0	141	195
Angola	157	8	165	192
Benin	19	0	19	74
Botswana	418	0	418	380
Burundi	58	0	58	71
Cameroon	238	0	238	255
Congo	116	0	116	211
Egypt	361	1	362	385
Ethiopia	104	1	105	160
Gabon	38	0	38	52
Ghana	515	12	527	695
Ivory Coast	203	10	213	286
Kenya	1,404	3	1,407	1,582
Lesotho	90	0	90	94
Malawi	215	0	215	186

¹ Provisional ² Commonwealth of Independent States ³ Indian Ocean Commission ... not available

Note: Figures on tourist arrivals by sea for 1st Semester 2024 are not yet available.

Table 5 (Cont'd):- Tourist arrivals by country of residence and by mode of travel, 1st Semester, 2023 and 2024

Country of residence	1 st Semester 2023			1 st Semester 2024 ¹		
	Air	Sea	Total	Air	Sea	Total
Mayotte	572	0	572	465
Morocco	382	0	382	324
Mozambique	328	1	329	335
Namibia	689	1	690	705
Niger	26	2	28	64
Nigeria	1,810	27	1,837	1,936
Rwanda	135	0	135	164
Senegal	108	12	120	140
South Africa, Rep. of	45,616	292	45,908	47,916
Sudan	29	0	29	18
Kingdom of Eswatini ⁴	155	0	155	219
Tanzania	331	4	335	471
Togo	23	0	23	81
Tunisia	188	3	191	267
Uganda	373	0	373	399
Zimbabwe	1,125	1	1,126	1,320
Zambia	515	0	515	386
Other African countries	1,238	9	1,247	1,812
ASIA	57,857	1,621	59,478	61,041
Afghanistan	87	0	87	107
Bangladesh	257	3	260	533
Hong Kong SAR ⁵	225	3	228	265
India	27,384	138	27,522	28,451
Indonesia	818	405	1,223	1,061
Israel	2,054	3	2,057	980
Japan	384	254	638	549
Korea Republic	1,547	79	1,626	1,933
Malaysia	527	10	537	534
Maldives	24	0	24	28
Nepal	212	4	216	903
Pakistan	301	9	310	271
People's Rep. of China	2,617	89	2,706	5,650
Philippines	957	489	1,446	1,340
Singapore	629	1	630	611
Sri Lanka	359	26	385	332
Taiwan, China	441	33	474	509
Thailand	200	4	204	223
Vietnam	166	53	219	191
<i>MIDDLE EAST countries</i>	<i>18,583</i>	<i>2</i>	<i>18,585</i>	<i>16,476</i>	<i>...</i>	<i>...</i>
<i>of which:</i>						
<i>Bahrain</i>	<i>154</i>	<i>0</i>	<i>154</i>	<i>110</i>	<i>...</i>	<i>...</i>
<i>Iran</i>	<i>148</i>	<i>0</i>	<i>148</i>	<i>198</i>	<i>...</i>	<i>...</i>
<i>Jordan</i>	<i>139</i>	<i>0</i>	<i>139</i>	<i>129</i>	<i>...</i>	<i>...</i>
<i>Kuwait</i>	<i>324</i>	<i>0</i>	<i>324</i>	<i>271</i>	<i>...</i>	<i>...</i>
<i>Lebanon</i>	<i>161</i>	<i>0</i>	<i>161</i>	<i>182</i>	<i>...</i>	<i>...</i>
<i>Oman</i>	<i>102</i>	<i>1</i>	<i>103</i>	<i>91</i>	<i>...</i>	<i>...</i>
<i>Qatar</i>	<i>166</i>	<i>0</i>	<i>166</i>	<i>139</i>	<i>...</i>	<i>...</i>
<i>Saudi Arabia</i>	<i>9,419</i>	<i>1</i>	<i>9,420</i>	<i>9,610</i>	<i>...</i>	<i>...</i>
<i>United Arab Emirates</i>	<i>7,932</i>	<i>0</i>	<i>7,932</i>	<i>5,716</i>	<i>...</i>	<i>...</i>
<i>Other Middle East countries</i>	<i>38</i>	<i>0</i>	<i>38</i>	<i>30</i>	<i>...</i>	<i>...</i>
Other Asian countries	85	16	101	94
OCEANIA	8,036	703	8,739	10,215
Australia	7,545	549	8,094	9,414
New Zealand	327	143	470	503
Other Oceanian countries	164	11	175	298
AMERICA	9,910	435	10,345	12,169
Brazil	354	104	458	1,219
Canada	3,630	59	3,689	3,994
USA	5,063	222	5,285	5,849
Other American countries	863	50	913	1,107
Others & not stated	239	5	244	330
All countries	589,305	7,161	596,466	624,896

¹ Provisional

⁴ Kingdom of Eswatini was formerly known as Swaziland

⁵ Special Administrative Region of China

Note: Figures on tourist arrivals by sea for 1st Semester 2024 are not yet available.
... not available

Table 6a:- Tourist arrivals by air, age group and sex, 1st Semester, 2023 and 2024

Age group (years)	1 st Semester 2023			1 st Semester 2024 ¹		
	Male	Female	Total	Male	Female	Total
Under 5	12,728	12,589	25,317	12,961	13,251	26,212
5 - 9	13,121	13,079	26,200	14,400	14,292	28,692
10 - 14	12,566	12,617	25,183	13,597	13,721	27,318
15 - 19	8,706	10,480	19,186	9,498	11,389	20,887
20 - 24	9,696	14,591	24,287	11,198	16,116	27,314
25 - 29	21,202	29,214	50,416	22,743	29,906	52,649
30 - 34	29,768	33,214	62,982	30,429	33,360	63,789
35 - 39	28,628	28,859	57,487	30,474	30,665	61,139
40 - 44	26,716	26,205	52,921	28,238	27,504	55,742
45 - 49	24,488	24,245	48,733	25,452	25,456	50,908
50 - 54	25,642	25,977	51,619	26,382	26,341	52,723
55 - 59	24,857	24,734	49,591	25,525	26,124	51,649
60 - 64	20,257	19,269	39,526	21,978	21,091	43,069
65 - 69	13,662	13,009	26,671	15,193	14,460	29,653
70 & over	15,678	13,508	29,186	17,390	15,762	33,152
Total	287,715	301,590	589,305	305,458	319,438	624,896

¹ Provisional

Table 6b:- Tourist arrivals by broad age group and mode of travel, 1st Semester, 2023 and 2024

Age group (years)	1 st Semester 2023			1 st Semester 2024 ¹		
	Air	Sea	Total	Air	Sea	Total
Under 15	76,700	59	76,759	82,222
15 - 59	417,222	2,776	419,998	436,800
60 & over	95,383	4,326	99,709	105,874
Total	589,305	7,161	596,466	624,896

¹ Provisional

... not available

Note: Figures on tourist arrivals by sea for 1st Semester 2024 are not yet available.

Table 7:- Tourist arrivals by air and by main port of last embarkation for selected markets, 1st Semester 2024 ¹

Country of last embarkation	Total tourist arrivals	of which, arrivals from selected country of residence												
		France	Germany	Italy	Nether-lands	Switzer-land	Turkey	United Kingdom	Russian Federation	Reunion Island	South Africa, Rep. of	India	People's Rep. of China	Australia
EUROPE	259,585	98,945	31,260	8,663	1,605	10,694	2,784	41,911	10,781	144	147	87	190	431
<i>of which:</i>														
France	113,976	88,998	2,757	1,869	953	1,928	13	1,121	79	100	32	19	48	197
Germany	30,055	2,729	21,416	336	199	840	25	281	47	1	6	7	9	14
Italy	3,145	6	6	3,047	1	44	0	5	1	0	0	0	0	0
Switzerland	15,552	2,960	1,631	328	124	6,937	3	184	32	2	5	4	1	9
Turkey	31,275	3,418	3,248	2,846	171	691	2,731	1,009	718	24	38	13	89	31
United Kingdom	43,651	504	115	173	102	69	10	39,155	30	17	62	39	40	134
AFRICA	200,869	43,765	3,500	817	667	1,140	157	4,381	746	62,268	46,094	1,492	1,251	1,544
<i>of which:</i>														
Kenya	11,760	2,327	163	60	171	29	12	741	57	63	287	310	287	165
Malagasy Republic	11,211	733	105	40	59	61	24	82	165	208	50	340	227	70
Reunion Island	108,327	39,684	1,111	135	93	564	15	420	60	61,446	412	199	338	168
Seychelles	3,784	170	153	29	11	35	8	94	107	39	22	71	104	106
South Africa, Rep. of	65,506	848	1,968	553	333	451	98	3,043	357	512	45,316	572	295	1,035
ASIA	155,471	12,999	16,408	2,933	2,181	2,597	377	19,833	7,373	1,608	614	26,860	4,206	976
<i>of which:</i>														
Hong Kong SAR ²	0	0	0	0	0	0	0	0	0	0	0	0	0	0
India	27,693	164	43	11	19	17	1	245	54	166	262	24,337	34	82
Malaysia	3,972	407	27	6	5	18	1	50	38	674	48	17	628	106
People's Rep. of China	5	0	0	0	0	0	0	0	0	0	0	0	5	0
Saudi Arabia	6,990	394	129	27	6	8	19	96	18	204	5	72	32	12
Singapore	0	0	0	0	0	0	0	0	0	0	0	0	0	0
United Arab Emirates	116,784	12,033	16,209	2,889	2,151	2,554	356	19,442	7,259	564	299	2,434	3,507	776
OCEANIA	8,971	228	76	15	7	24	0	426	1	135	1,061	12	3	6,463
<i>of which:</i>														
Australia	8,966	228	76	15	7	24	0	426	1	135	1,061	12	3	6,462
AMERICA	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Total arrivals by air	624,896	155,937	51,244	12,428	4,460	14,455	3,318	66,551	18,901	64,155	47,916	28,451	5,650	9,414
<i>of which:</i>														
Direct from own country of residence		57.1%	41.8%	24.5%	n.ap	48.0%	82.3%	58.8%	52.2%	95.8%	94.6%	85.5%	0.1%	68.6%
From United Arab Emirates		7.7%	31.6%	23.2%	48.2%	17.7%	10.7%	29.2%	38.4%	0.9%	0.6%	8.6%	62.1%	8.2%
From Turkey		2.2%	6.3%	22.9%	3.8%	4.8%		1.5%	3.8%	0.0%	0.1%	0.0%	1.6%	0.3%
From France			5.4%	15.0%	21.4%	13.3%	0.4%	1.7%	0.4%	0.2%	0.1%	0.1%	0.8%	2.1%
From Reunion Island		25.4%	2.2%	1.1%	2.1%	3.9%	0.5%	0.6%	0.3%		0.9%	0.7%	6.0%	1.8%
From South Africa, Rep. of		0.5%	3.8%	4.4%	7.5%	3.1%	3.0%	4.6%	1.9%	0.8%		2.0%	5.2%	11.0%

¹ Provisional

² Special Administrative Region of China

n.ap: not applicable

Table 8:- Tourist arrivals, tourist departures, tourist nights, average length of stay and tourism earnings, 2021 - 2024

Year	Tourist arrivals (Number)	Tourist departures (Number)	Tourist Nights ¹	Average Length of stay	Tourism earnings ² (Rs Mn)
2021 1st Semester	3,225	3,253	299,804	92.2	907
2nd Semester	176,555	144,190	1,868,437	13.0	14,346
Year	179,780	147,443	2,168,241	14.7	15,253
2022 1st Semester	376,556	380,694	4,719,867	12.4	25,272
2nd Semester	620,734	579,452	6,643,175	11.5	39,573
Year	997,290	960,146	11,363,042	11.8	64,845
2023 1st Semester	596,466	620,304	7,089,989	11.4	41,701
2nd Semester	698,944	648,691	7,294,027	11.2	44,292
Year	1,295,410	1,268,995	14,384,016	11.3	85,993
2024 ³ 1st Semester	44,402

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

² Source: Bank of Mauritius

³ Provisional

... not available

Table 9:- Hotels ¹, rooms and bedplaces, 2021 - 2024

Year	Number as at end of period						
	All hotels			"Large" hotels			
	Hotels	Rooms	Bedplaces	Hotels	Rooms	Bedplaces	
2021	1st Qr.	93 ³	10,837	24,895	49 ³	8,470	19,730
	2nd Qr.	81 ³	9,358	20,663	39 ³	7,057	15,761
	3rd Qr.	92 ³	10,810	24,824	45 ³	8,243	19,311
	4th Qr.	111	13,902	32,157	61	11,178	26,261
2022	1st Qr.	111	13,917	32,244	61	11,171	26,295
	2nd Qr.	106	13,649	31,745	58	10,965	25,928
	3rd Qr.	105	13,508	31,338	58	10,847	25,616
	4th Qr.	105	13,017	30,145	56	10,326	24,408
2023	1st Qr.	105	13,022	29,591	56	10,338	23,836
	2nd Qr.	101	12,426	28,416	53	9,735	22,563
	3rd Qr.	102	12,502	28,450	56	9,961	23,014
	4th Qr.	107	13,387	30,752	60	10,804	25,193
2024 ²	1st Qr.	105	13,326	30,066	59	10,777	24,597
	2nd Qr.	102	13,011	29,382	56	10,441	23,903

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

² Provisional

³ Excluding hotels used as quarantine centres

Table 11:- Employment in large ¹ establishments of the Tourism Industry as at end of March, 2019 - 2023

Activities	Year				
	2019	2020	2021	2022	2023 ²
Food Service	3,526	3,583	3,369	2,992	2,932
Hotels	24,510	24,366	21,020	21,811	22,333
Travel and Other Services ³	3,514	3,552	2,702	2,736	2,749
Total	31,550	31,501	27,091	27,539	28,014

¹ Large establishments are those employing 10 or more persons

² Provisional

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

Source: Survey of Employment and Earnings in large Establishments

COMPILATION OF PASSENGER TRAFFIC STATISTICS

Sources of data

The main source of data for the compilation of passenger traffic statistics is the Passport and Immigration Office, which maintains a database of all travellers entering and leaving the country. The data are collected from the passport of travellers, disembarkation cards filled in by non-residents and questions put to non-residents entering the country. At the end of every month, the electronic database of passenger traffic for that particular month is downloaded and supplied to the statistics unit of the Ministry of Tourism within ten days. Additional data on cruises are obtained from the Mauritius Ports Authority.

Tourism earnings

The Bank of Mauritius (BoM) is responsible for the estimation of tourism earnings based on monthly statements of Inward and Outward Remittances of Commercial Banks. As from 2015, BoM is also including data culled from Money changers and Foreign exchange dealers.

Monthly Occupancy Rates

Survey questionnaires are emailed to all hotels at the end of every month to collect data on room/bed nights available and rented during the month for the calculation of room and bed occupancy rates. Non-responses are contacted by phone.

Short-term projections of tourist arrivals

A Tourism Statistics Committee grouping various stakeholders of the tourism industry meet regularly under the chairmanship of Statistics Mauritius to discuss performance of the tourism sector and to provide information for short-term forecast of tourist arrivals.

Publications

The regular publications of the unit are:

- (i) Monthly tourist arrivals uploaded on Statistics Mauritius website
- (ii) Fortnightly tourist arrivals by air uploaded on Statistics Mauritius website
- (iii) Quarterly Economic and Social Indicators on International Travel and Tourism (with a lag of seven weeks)
- (iv) Yearly Digest of International Travel and Tourism
- (v) Yearly Handbook of statistical data on tourism
- (vi) Report of the Survey of Inbound Tourism

GLOSSARY OF TERMS

1. Tourist

A tourist is defined as a non-resident staying overnight but less than a year, and who has no employer-employee relationship with a resident.

2. Transit

A transit passenger is one who stops over in the country for flight connections to other destinations. There are two types of transit passengers:

Type I: Passengers who do not leave the transit area of the airport or the harbour.

Type II: Passengers who do leave the airport or harbour and stay in the country overnight but only for flight connection purposes.

Only Type II transit passengers, as defined above, are included in the definition of "Tourists".

3. Excursionist or same-day Visitor

Excursionists are non-resident visitors, other than those who do not leave the airport, who depart on the same day they arrived.

4. Tourist nights

"Tourist nights" for year Y refer to nights spent by tourists who departed in year Y.

5. Large hotels

Large hotels are well established beach hotels with more than 80 rooms.

6. Occupancy rate

The room/bed occupancy rate is the ratio of room/bed nights rented to the total number of room/bed nights available.

$$= \frac{\text{Total number of room/bed nights rented}}{\text{Total number of room/bed nights available}} \times 100$$



Mauritius Tourism Promotion Authority
Level 4, Victoria House, St Louis Street
Port Louis - Republic of Mauritius

Tel: (230) 203 1900 - Fax: (230) 212 5142 | Email: mtpa@intnet.mu

www.tourism-mauritius.mu