

Mauritius

MAURITIUS TOURISM PROMOTION AUTHORITY

Annual Report

2020

2021





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CHAIRMAN'S

Message

This financial year forced the Mauritius tourism industry to assess how to reposition the country for when the borders would eventually reopen.

With 150,000 tourism jobs affected by the pandemic, we needed to spend the time wisely, remaining resilient and refocusing our energies on our marketing outreach, reaching different target audiences around the world.

It is a source of great pride in how the Mauritian people continue to show what makes Mauritius the great country it is, with our unique culinary experiences, our numerous beaches and lagoons combined with our first-class healthcare system, and the renovated and rejuvenated hotels and resorts, even as we tackled the virus.

The role of MTPA has evolved throughout the past financial year. As representatives of one of the country's largest economic sectors, the Authority's priority was to provide an ongoing and clear communication regarding the Government's planning for the vaccination rollout campaign, the reopening of borders and the attracting of discerning sun-seekers alongside business figures and investors.

During the past year, Mauritius has dealt with numerous challenges and introduced various new initiatives enhancing our standing on the world stage.

We have had to adapt to the new age, using digital marketing tools and creatives to solidify our messaging for our flagship tourism campaign "Mauritius Now" to appeal to a different demographic alongside our usual audience. Social media messaging, creative campaigns and partnerships were devised to ensure Mauritius remained a leading luxury and business destination

for international visitors. We had to be innovative and adaptable with our marketing techniques to appeal to a new kind of consumer audience, as digital was for a time our only communication tool with the wider world.

Mauritius is unique. It is more than an idyllic Indian Ocean paradise. It is a country of business, and I firmly believe there is no better place to work remotely, from a hotel, resort or office space. The introduction of the Government's Premium Visa blended the perfect combination of our nation's burgeoning reputation as an African business hub, and the trend of retirees looking for post-Covid havens to enjoy and maximise their later life opportunities.

Our quick, innovative thinking and decisive action, along with the willingness and enthusiasm of the public, meant we were the first nation to offer long-term visas and vaccinations free of charge, and I must thank the Mauritian people for their efforts in ensuring a high vaccine uptake.

A diversified approach to tourism, including bringing Hollywood glamour to the island with the production of a film by streaming giant Netflix, enabled us to showcase the very best of what Mauritius has to offer, providing independent social and online media coverage.

Collaboration is key. MTPA has worked with both public and private bodies and organisations within the industry, as well as working closely with the Economic Development Board and the Ministry of Tourism, under the stewardship of Honourable Louis Steven Obeegadoo, Deputy Prime Minister of Mauritius and Minister for Tourism, Housing and Land Use Planning, and the Ministry of Finance, Honourable Renganaden Padayachy. As we continue to adapt to post-pandemic tourism, we must evolve these partnerships to further

strengthen our strategies and innovations. Never before has cooperation and partnership between the public and private sectors been so important to finding solutions to challenges.

We hope to see a smooth return of travellers and loosening of restrictions from our key markets in France, the UK and Germany, where the majority of the 1.4 million visitors to Mauritius came from before the pandemic hit.

As Chairman, I am proud of the new initiatives we have introduced to combat the challenges of the past year. With the support measures implemented by our government to aid workers and staff of all levels in the industry, and the continued hard work of all Mauritians and our partners, I am confident that we will be able to return to pre-pandemic levels of tourism over the next three years.



NILEN VENCADASMY



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With 150,000 tourism jobs affected by the pandemic, we needed to spend the time wisely, remaining resilient and refocusing our energies on our marketing outreach, reaching different target audiences around the world.

Message from the DIRECTOR



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Whilst we are optimistic for the future, we are realistic. Over the coming months we are expecting far fewer visitors than normal. In a typical year, we welcome around 1.4 million international visitors. Our target for the 12 months after reopening is 650,000 visitors, so around half.

It has, undoubtedly, been a difficult year. We have been through two crises, the global pandemic and the crash of the Wakashio in August last year. Whilst we had tremendous success managing Covid from a public health point of view, it was unavoidable that the pause in global travel would hurt our economy in which tourism comprises a quarter of GDP. The pandemic caused international arrivals to Mauritius' borders to fall to a handful between 1,399,000 to 309,880 and it took impressive effort to ensure that the oil spill would not impact tourism once borders reopened. Our industry came to a standstill and the lack of information about the virus and how to combat it made us fear the worst. The urgency was then to protect the population and repatriate our compatriots scattered across the globe. Putting aside its primary task of promoting the destination, the Mauritius Tourism Promotion Authority (MTPA) played a pivotal role in managing the return of our compatriots.

But hard times reveal character. The spirit, solidarity and resilience of the Mauritian people have been simply incredible, and we have no doubt that Mauritius will display the same qualities as we start a new chapter and rebuild.

The new chapter ahead of us is also an opportunity to firm up old and forge new partnerships and collaboration. Integral to the success of our tourism industry's restart is a cooperation between the public and private sectors. This has been a real factor in managing any issues we have faced in the past year diligently and quickly, and we must continue to pull in the same direction to achieve our short, medium and long-term objectives. Mauritius Now campaign is a testimony of this initiative.

Whilst we are optimistic for the future, we are realistic. Over the coming months, we are expecting far fewer visitors than normal. In a typical year, we welcome around 1.4 million international visitors. Our target for the 12 months after reopening is 650,000 visitors, so around half.

In recent months, MTPA has been focused on preparing Mauritius for the restart of global tourism. Key to this has been the implementation of a diverse international media strategy to promote Mauritius' Covid success, conducted in partnership with international media representation and MTPA PR offices abroad. MTPA has committed abundant resources to understand market trends, and it is our assessment that countries with a very strong response to the pandemic will be the long-term beneficiaries of a new type of tourism, in which luxury is equated with safety and security.

Considering that demand is likely to take some time to recover, Mauritius has been focusing on promoting longer stays with a higher overall value. To this end, MTPA supported the launch of the Premium Visa by EDB through all its channels for travellers who want to relocate to our paradise island for work, pleasure or retirement. The Premium Visa was implemented in November when we were able to offer refuge to consumers in our key markets when their own countries were dealing with a second Covid wave.

MTPA remains involved in a cross-departmental team under the leadership of the Deputy Prime Minister, Minister of Housing and Land Planning and Minister for Tourism, Louis Steven Obeegadoo which had responsibility for promoting the Government of Mauritius' efforts to keep the island Covid-safe and the progress of this objective.

As Director of MTPA, I will work in collaboration with all actors of the industry to guide Mauritius' tourism sector through what we hope will be the final stages of the pandemic, and into the new era of global tourism. The Government of Mauritius is committed to giving its tourism sector the resources it needs to flourish, and MTPA will continue to play a dynamic role in the prosecution of this.



ARVIND BUNDHUN

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

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

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 2020 to June 2021, the MTPA was administered by the following Board members:

Chairperson

Mr Dhojaven Vencadasmy

Members

Mr Dhanandjay Kawol
Permanent Secretary,
Ministry of Tourism
(as from 01 July 2020 and until 31 July 2021)

Mrs Shakuntala Devi Gujadhur-Nowbuth
Permanent Secretary,
Ministry of Tourism
(as from 01 October 2020 and until December 2020)

Mr Mohammad Salim Joomun
Permanent Secretary,
Ministry of Tourism
(as from 12 January 2021)

Mrs Ishrat Mooraby (Alternate)
Assistant Permanent Secretary,
Ministry of Tourism
(until 25 September 2020)

Mrs Oumah Vinktaremduo
Assistant Permanent Secretary,
Ministry of Tourism
(as from September 2020)

Mr Mohummad Shamad Ayoob Saab
Permanent Secretary,
Ministry of Finance, Economic Planning and
Development - *(until 23 December 2020)*

Mr Asish Kumar Jhoerreea
Deputy Permanent Secretary,
Ministry of Finance, Economic Planning and
Development - *(as from 22 January 2021)*

Mrs Khemrani Nunkoo-Puttur (Alternate)
Analyst / Senior Analyst,
Ministry of Finance, Economic Planning and
Development

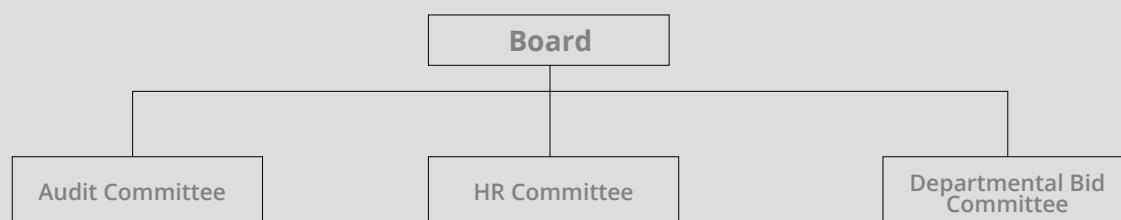
Mr Namasivayen (Ken) Poonoosamy
CEO,
EDB Mauritius

Mr Jocelyn Kwok Yin Siong Yen
CEO,
AHRIM

Mrs Shirleen Wong
Business Development (Real Estate)
Director, Baker Tilly Advisory

Mr Donald Emmanuel Payen
Aviation and Tourism Consultant,
Ministry of Tourism - *(as from 01 October 2020)*

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.

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 3 times during the period July 2020 to June 2021.

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

Chairperson

Mrs I. Mooraby (*Alternate*)
Assistant Permanent Secretary, Ministry of Tourism
(until 25 September 2020)

Mrs O. Vinktarendoo
Assistant Permanent Secretary, Ministry of Tourism
(as from September 2020)

Members

Mr M. S. Ayoob Saab - Permanent Secretary,
Ministry of Finance, Economic Planning and Development
(until 23 December 2020)

Mrs K. Nunkoo-Puttur (*Alternate*) - Analyst/Senior Analyst,
Ministry of Finance, Economic Planning and Development

Ms S.Wong - Business Development (*Real Estate*)
Director Baker Tilly Advisory

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

Departmental Bid Committee

The Departmental Bid Committee looks into all matters regarding procurement, be it goods, other services or consultancy services. For the period July 2020 to June 2021, the MTPA Tender Committee met 27 times.

The members of the Departmental Bid Committee are as follows:

Chairperson

Mr M. S. Ayoob Saab - Permanent Secretary,
Ministry of Finance, Economic Planning and Development
- (until 23 December 2020)

Mr A. K. Jhoerreea - Deputy Permanent Secretary,
Ministry of Finance, Economic Planning and Development
- (as from 22 January 2021)

Mrs K. Nunkoo-Puttur (*Alternate*) - Analyst/Senior Analyst,
Ministry of Finance, Economic Planning and Development

Members

Mr M. S. Joomun - *Permanent Secretary, Ministry of Tourism (as from 12 January 2021)*

Mrs I. Mooraby (*Alternate*) - *Assistant Permanent Secretary, Ministry of Tourism (until 25 September 2020)*

Mrs O. Vinktarendoo (*Alternate*) - *Assistant Permanent Secretary, Ministry of Tourism ((as from September 2020))*

Ms S. Wong - *Business Development (Real Estate) Director, Baker Tilly Advisory*

Audit Committee

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

Chairperson

Mr J. Kwok - *CEO, AHRIM*

Members

Mr N. (Ken) Poonoosamy
CEO, EDB Mauritius

(*Vacant as from 01 March 2020*)

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

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

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

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

During the period July 2020 to June 2021, the Audit Committee met 5 times.

CORPORATE GOVERNANCE

Representation on Board and Committees

The members of the Board and Sub-Committees for the period July 2020 to June 2021 is as follows:

Name	Board	Audit Committee	HR Committee	Tender Committee
Mr D. Vencadasmy	•			
Mr M. S. Joomun	•			
Mrs S. D. Gujadhur-Nowbuth	•			
Mr D. Kawol	•			
Mr A. K. Jhoerreea	•			•
Mr M. S. Ayoob Saab	•			
Mr J. Kwok	•	•		
Mr N. Poonoosamy	•	•		
Mr S. Wong	•		•	•
Mr D. Payen	•			
Mrs I. Mooraby (Alternate)			•	•
Mrs O. Vinktarendoo (Alternate)			•	•
Mrs K. Nunkoo-Puttur (Alternate)	•		•	•

Name	Board	Audit Committee	HR Committee	Tender Committee
Total Number of Meetings	9	5	3	27
Mr D. Vencadasmy (Chairperson)	9			
Mr M. S. Joomun	4			
Mr D. Kawol	1			
Mrs S. D. Gujadhur-Nowbuth	1			
Mrs I. Mooraby (Alternate)			2	8
Mrs O. Vinktarendoo (Alternate)			1	14
Mr M. S. Ayoob Saab	3			
Mr A. K. Jhoerreea	4			9
Mrs K. Nunkoo-Puttur (Alternate)	2		3	18
Mr N. Poonoosamy	6	5		
Ms S. Wong	9		3	25
Mr J. Kwok	8	5		
Mr D. Payen	4			

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 Dhojaven Vencadasmy

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

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

Mr Mohammad Salim Ferhat Joomun

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

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

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

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

Mr Asish Kumar Jhoerreea

Mr Jhoerreea started his career in the Public Service in 1987 and served in the General Services until 2001. He has some 20 years experience in the field of public administration and management, having served at senior management level in different ministries, namely as Assistant Secretary at the Ministry of Youth and Sports from 2001 to 2008 and the Prime Minister's Office (Home Affairs Division)

from 2009 to 2018. Subsequently, he was appointed Deputy Permanent Secretary on 17 February 2019 and posted to the Ministry of Justice and Human Rights until December 2019. Thereafter, he served the Ministry of Local Government and Disaster Risk Management from December 2019 to December 2020 and the Ministry of Finance, Economic Planning and Development from 17 December 2020 to 17 July 2021.

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

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

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

Mr Jocelyn Kwok

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

Before joining AHRIM, Mr Kwok was the General Secretary of the Mauritius Chamber of Agriculture where he led industry positions with a 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.

Mr Namasivayen (Ken) Poonoosamy

Mr Ken Poonoosamy is the Chief Executive Officer of the Economic Development Board, the leading Government agency tasked with the mandate of providing strong institutional support for strategic economic planning and promoting Mauritius as an attractive investment and business centre, a competitive export platform as well as an international financial centre. Mr Poonoosamy has accumulated over 23 years of experience cutting across all spheres of economic activities leveraging on global business networks and key contacts globally.

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

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

Mr Poonoosamy is a member of the MTPA Audit Committee.

During the period under reference, Mr. Poonoosamy has served as a Board member in the following institutions: Investment Support Programme (ISP) Limited and Ghana Investment Holdings Ltd.

Ms Shirleen Wong

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

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

She started her professional career in the hospitality industry at the Radisson Edwardian Hotel Group and Andaz London Liverpool Street, the very first of its brand in the world as part of the luxury Hyatt hotel group. After a few years in the luxury hotel industry, she

Directors' Profile (continued)

pursued her interest in real estate and joined Vanet Asset Management Company in Canary Wharf, London. There she trained as a Property Manager and was quickly promoted to Senior Account Manager where she oversaw Property Management, Lettings and Sales, and was managing top tier accounts with a niche clientele, with many high-net-worth clients worldwide and developed excellent contacts and relationships within the industry.

Mr Mohammad Salim Ferhat Joomun

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

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

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

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

Mr Donald Payen

Chevalier de l'Ordre National du Mérite (France)

Donald Emmanuel Payen is a senior airline and tourism professional. He joined Air Mauritius in 1979 and spent most of his career with the national airline. He has held several Management positions in Cargo, Commercial, Communications, Customer Experience and Operations since 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 the Director level (Executive) and Executive Vice President level in 2007.

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

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

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 based on 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 is eligible for re-appointment.

DIRECTOR DUTIES, REMUNERATION AND PERFORMANCE

Board meetings

The Chairperson and the Secretary to the Board are responsible for scheduling the Board meetings. These meetings are usually conducted every month. Special meetings are also convened for urgent matters.

During the period July 2020 to June 2021, the Board met nine times under the Chairmanship of Mr D. Vencadasmy, two of the aforesaid meetings being special ones.

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

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

Remuneration of Members

During the period July 2020 to June 2021, a total amount of Rs 663,293.55 has been paid as Director fees.

Performance evaluation and appraisal

As per the 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 based on pre-defined Key Performance Indicators (KPIs) and Self-Assessment Questionnaires.

RISK GOVERNANCE & INTERNAL CONTROL

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

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

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

REPORTING WITH INTEGRITY

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

The Financial Statements 2020/2021 were submitted to the National Audit Office as per the statutory deadline established by the Statutory Bodies (Accounts and Audit) Act following amendments made in the Finance (Miscellaneous Provisions) Act 2017.

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

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

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

MTPA runs an internship scheme to provide training to unemployed youngsters to enhance their employability. During the period under review, some 25 youngsters from different institutions benefited from this scheme.

The MTPA places a high priority on the health and wellbeing of its staff. It fully recognizes the importance of a healthy and sound working environment. It offers a contributory medical insurance scheme. MTPA also has a Staff Welfare Committee that aims at the overall development of staff members by applying different welfare schemes and implementing several projects.

The global tourism industry has been seriously affected by the new coronavirus. To prepare for future recovery of the tourism sector and to enhance mutual understanding between the Chinese and Mauritian tourism sectors, Officers from the Marketing unit were nominated for an online course on 'Promoting Integrated Development in Cultural and Touristic Sectors in August 2020 organised by the Embassy of the People's Republic of China in Mauritius.

MTPA focuses on promoting the holistic development of its employees' skills and personalities. During the period under review, some staff were offered training on basic public area cleaning and essential skills for communication during September and October 2021. Staff members were also offered a first aid course organised by the Civil Service College Mauritius from 05 to 12 October 2020 as well as data protection law and privacy law courses in June 2021.

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

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

AUDIT

An internal audit plan is prepared and submitted to Management for its views and additional area to be audited. Thereafter, the Audit plan is presented to the Audit Committee and submitted to the Board for approval.

Based on the audit plan, internal audit exercises are carried out and all discrepancies, weaknesses, errors and omissions, observations and shortcomings noted during the course of

the internal audit exercise are assessed with due diligence.

The impact and risks associated with discrepancies are analysed in-depth and the internal audit ensures that the impact of the risks does 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 for the department and markets and submitted to Management for corrective actions with recommendations.

Following Management's views, comments and positive response for corrective actions, the report is submitted to the Audit Committee to take cognizance of and finally submitted to the Board for consideration.

Internal control procedures are set in such a way to detect risks and to ensure that all activities undertaken by the MTPA are according to established rules and regulations.

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

RELATIONS WITH SHAREHOLDERS AND OTHER KEY STAKEHOLDERS

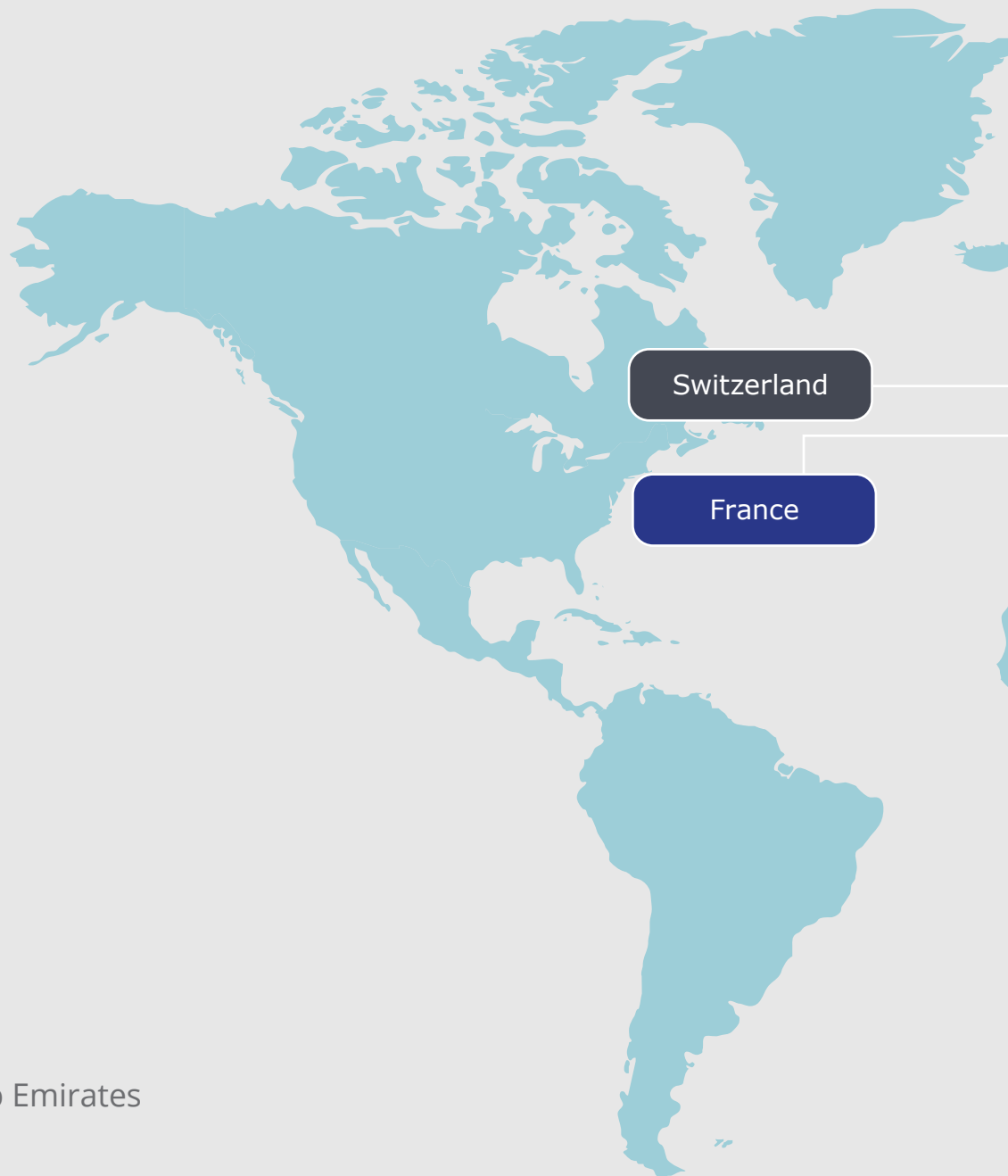
Given the huge economic impact of the Covid-19 pandemic, a Joint Working Group was set up under the chairmanship of the Deputy Prime Minister and Minister of Tourism and comprising the MTPA, the Ministry of Tourism and industry stakeholders, to address border reopening. Three Sub-Committees were also set up namely Destination Marketing, Health and Sanitary Protocols and Air Access & Connectivity. Both MTPA Chairman and Director are actively involved in the Sub-Committees. The findings and recommendations of the Sub-Committees are submitted to the Joint Working Group and ultimately to the Government's High-Level Committee for border reopening strategy.

At the level of the MTPA, a joint committee chaired by MTPA Chairman and comprising members from the private and public sectors was also set up to prepare a comprehensive recovery plan for the relaunch of the tourism industry. The major issues addressed by this Committee are forward booking and upcoming activities in priority markets. Based on the recommendations of the joint Committee, major actions that are being implemented are joint marketing actions with airlines and tour operators, mega fam trips and focus groups with the travel trade. This Committee in turn reports to the Destination Marketing Committee of the Ministry of Tourism.

In September 2021, Mauritius had to face the unfortunate Wakashio event and its adverse 'out of proportion' impacts in the global press. Hence the need for a spontaneous 'turnaround strategy' to counteract the adverse press repercussions on the one hand and rehabilitate the image of Mauritius after this setback. This is when the MauritiusNow project, originally conceived for this purpose and emanating from the collaboration between the public and the private sector, was born. The MauritiusNow microsite was developed and through the erection of some 18 live cameras, Mauritius was portrayed globally as being 'vivid and buzzing with life on a daily basis'. As the 'MauritiusNOW' microsite as a 'keyword' was firmly entrenched in the key markets as per the google analytics, and social media occupying a good chunk of the overall communication strategy, the joint public-private committee concluded that the best approach would be to continue disseminating information/targeted messages, creatives, videos, teasers etc via the same micro platform. The notoriety of the MauritiusNow platform was promoted intensively through the 'Liverpool rights' conferred by the MRU-LFC joint partnership. The microsite alongside the 'innovative premium visa', and the progress/taglines [Mauritius is open, etc] were all displayed on led banners during the home matches Led TV/Banners at Anfield and in LFC magazines.

Following the second wave of the pandemic in 2020, MTPA embarked on the preparatory work for the phased re-opening of borders. The MauritiusNow microsite became the main platform for all markets hosting progressive loads of communication as the destination moves towards the full resumption on 1st October 2021. The MauritiusNow microsite has become instrumental for the full resumption of the industry.

CORPORATE GOVERNANCE



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



FRANCE

Market Situation

COVID Statistics

Number of cases

COVID-19 infections are decreasing in France, with 9,061 new infections reported on average each day. That's 17% of the peak — the highest daily average reported on November 7

Number of vaccines

France has administered at least 91,481,145 doses of COVID vaccines so far. Assuming every person needs 2 doses, that's enough to have vaccinated about 68.2% of the country's population.

France as part of the European Union recognized 4 vaccines developed by BioNTech and Pfizer, Moderna, AstraZeneca and Janssen Pharmaceutica NV following EMA positive assessment of their safety and efficacy.

Economic situation in France, latest update about the travel segment

France has always been a top market for outgoing tourism and this love for travel won't leave the French population.

Thanks to France's long-standing passion for travel: for many French people, travel is a fundamental necessity, and even during previous economic crisis, the French people have always saved a part of their budget for holidays. French citizens have been affected by the Covid-19 crisis, but many economic factors allow us to have a positive outlook about the situation on the French market.

6.25% growth expected for France in 2021

The latest economic update published in France gives grounds for optimism: for the first time since March 2020, economic activity in France does not seem to have been damaged by the eruption of a new "wave" of Covid-19. In this context, the Institute forecasts economic growth of 6.25% in France for the year 2021. This recovery is, however, insufficient to erase the quarters of economic growth lost due to the pandemic.

Recovery plan implemented in France

France has been severely affected by the global pandemic, both in terms of health and economic impact. The key priority for the country remains saving lives while minimizing the economic costs of the pandemic.

The pandemic and lockdown measures caused the deepest post-war recession and continue to cloud the outlook. The COVID-19 infection swept rapidly and intensely through France, triggering unprecedented health and economic crisis. The government launched several rounds of containment measures to slow the spread of the virus. The estimate for 2020 is a drop in output of around 9%. The recovery in 2021 is projected to be incomplete, reflecting a continued drag from the pandemic and uncertainty from downside risks, including the new variant of the virus and a slow rollout of vaccines.

France's policy response to the crisis was timely, flexible, and proportional to the size of the shock. The government launched comprehensive financial plans for 2020-22, totalling about 26% of GDP in emergency and recovery measures. The emergency response was flexibly adjusted as the crisis unfolded, providing additional resources to the health sector, and supporting households and firms by preserving jobs and providing liquidity. France's recovery plan, reinforced by the Next Generation EU Recovery Fund, rightly focuses on the digital and green transformation of the economy, upgrading skills, and improving competitiveness.

As the French recovery strengthens, a progressive targeting of support measures would facilitate economic restructuring and contain fiscal costs. Continued support to affected firms and individuals is justified in the near term. As the recovery gains traction, broad emergency measures should give way to targeted support for the more dynamic parts of the economy, while providing a safety net for those affected by the transition. Consolidation efforts should only start when the recovery is on firm ground, but the planning process should start now to provide a credible medium-term fiscal path, which places public debt on a downward path.

Market performance

French market has a strong link with Mauritius and France has steadily remained the first outbound market for many years. Prior to the pandemic, the French market had generated an increase of 16 667 of French tourist arrival which represents an increase of +5,88% (302 038) in 2019 compared to 2018.

Thanks to an ambitious strategy Mauritius was positioned as a major destination in the Indian Ocean for French people thanks to increasing notoriety, its attractivity and its strategic position. MTPA's strong lobbying and coordinated marketing actions in France allowed the development of airline capacity with the support of Air Mauritius and Corsair.

The crisis in France, beyond the financial and social impact, has deeply changed the dynamic of the market. More than ever, trade partners, strongly affected by the crisis, will require the help of leading tourist destinations such as Mauritius to transform and adapt to the tourism of tomorrow.

The mindset of French travellers has also changed, and the image of Mauritius has been affected due to its long-term travel restriction. To reconstruct the notoriety of the brand, we will have to implement an innovative and digital approach to create another brand story and reignite the desire to travel to Mauritius and reposition the destination against its competitors.



TRADE & MARKETING ACHIEVED KPI

• Sales call	75
• Travel agents trained	445
• Trade Campaigns	5
• Workshops	3
• FAM Visitors	0
• B2C Event	0
• B2C Fairs	0

SOCIAL MEDIA & BLOGTRIP ACHIEVED KPI

• Engagement rate	3%
• Number of new fans	+ 8 000
• Number of influencers	0
• Total reach blogtrips	0
• Number of publications produced	0
• Number of interactions blogtrip	0

PR ACHIEVED

• Media Audience	248 724 994
• Media Value	9 457 200 EUROS
• Press Pieces	157
• Media Visits	0
• Media Support	0
• Media events	0
• Media Calls/Meetings	159

MARKET ACTIVITIES

Trade & Marketing

EVIDENZIA OPERATION

DATE: FROM JULY TO DECEMBER 2021

Objectives

Promote Mauritius and present this beautiful destination as a safe travel destination toward groups (working councils and MICE).

Actions

Newsletter toward their database, event in Bordeaux, Fam trip.



AUSTRAL LAGONS WORKSHOP

DATE: SEPTEMBER 30TH, 2021

Objectives

Workshop in Paris to train travel agents about the reopening of Mauritius, 114 agents participated to the event.



WEBINARS

Organisation of webinars with partners:

1. MTPA & Anantara
November 5th, 2020 – 65 participants
2. MTPA & Shangri-La
November 26th, 2020 - 57 participants
3. MTPA & Constance
December 10th, 2020 – 36 participants
4. MTPA & VLH
January 14th, 2021 – 68 participants
5. Border opening webinar
September 2nd, 2021- 89 participants



PR activities

KANTAR CLIPPING SERVICE

DATE: ALL YEAR LONG

Objectives

Subscription to a media monitoring service with "Kantar" in order to identify all the relevant articles about tourism in Mauritius in the printed, online and audiovisual press and develop monthly press clipping report.

INTERVIEWS WITH ARVIND BUNDHUN

Secure several interviews in high end media and relevant media to raise profile of MTPA, share the right message during the pandemic. PR team has managed to secure 3 interviews of Arvind Bundhun during the period.

"Notre objectif reste celui du redémarrage du secteur du tourisme dans les conditions les plus sûres possibles"

Entretien avec le Directeur de la MTPA, Arvind Bundhun

Envoyer à un ami Imprimer Partager cet article

Alors que la pandémie pèse encore sur le tourisme à l'île Maurice, Monsieur Arvind Bundhun, Directeur de l'Office de tourisme de l'île Maurice tient à faire un état des lieux de la situation actuelle.

Rédigé par Office de tourisme de l'île Maurice le Lundi 15 Mars 2021

Après un an de fermeture des frontières de l'île Maurice, pouvez-vous faire un point sur la situation sanitaire de l'île Maurice ?



<https://www.lefigaro.fr/voyages/comment-l-ile-maurice-organise-le-retour-des-touristes-vaccines-en-deux-temps-20210724> <https://www.lefigaro.fr/voyages/l-ile-maurice-ouvre-ses-frontieres-test-vaccin-formulaire-ce-qui-attend-les-touristes-le-1er-octobre-20210922> https://www.tourmag.com/Notre-objectif-reste-celui-du-redemarrage-du-secteur-du-tourisme-dans-les-conditions-les-plus-sures-possibles_a107488.html

MARKET ACTIVITIES

Digital activities

MAURITIUS NOW PHASE 1

DATE: FROM NOVEMBER 2020 TO MARCH 2021

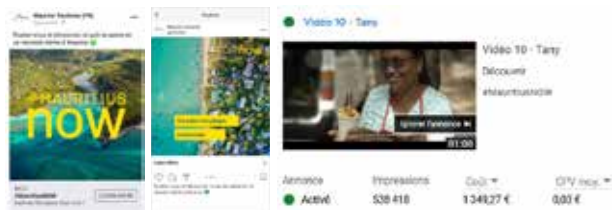
Objectives

Create traffic to Mauritius Now website landing page and COVID information tab. Promote exclusive content and the microsite with sponsored posts relaying our key messages and targeting specific audience to create traffic to #MauritiusNow website

Promote the local portraits video series with an advertising mix social media plan implemented on Facebook and YouTube to ensure the promotion of the web series reaching a large audience and ensuring the diffusion of our key messages at the right moment to the right target

Achievements

- + 3 196 621 people reached
- + 7,036,716 impressions
- + 575,000 Videos views of more than 15 seconds
- 26,756 Clicks on website



SOCIAL ADS

DATE: SPONSORING BUDGET IS USED ON A MONTHLY BASIS ALL YEAR ROUND

Objectives

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

Activities

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

Engage a sponsoring budget monthly to boost trending and quality content to ensure a large coverage of our posts on social media.

Achievements

- + 8 000 fans on Facebook and Instagram since October 2020
- Engagement rate average 3%



COMMUNITY MANAGEMENT

DATE: FROM OCTOBER 2020 TO SEPTEMBER 2021

Objectives

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

Activities

Manage Mauritius's French Facebook page daily via the Agora Pulse tool and create an editorial policy focusing on highlighting the diversity of experiences to be lived in Mauritius.

Share and promote several key topics following the communication strategy and adapt them according to the results.

Prepare a calendar each month (to be approved by the Mauritius Tourism Board) to ensure a good implementation of the social media strategy. Stress will be put on producing more quality content to inspire travellers to discover the islands with video format (twice a month), especially on Facebook.

Encourage the communities to share content about the destination and interact with our page, to create positive and viral content on social media.

Achievements

- + 8 000 fans on social media
- + 3% engagement rate
- + 700 publications / +23 M reach



UNITED KINGDOM





**TRADE & MARKETING
ACHIEVED KPI**

- Sales call **N/A**
- Travel agents trained **N/A**
- Trade Campaigns **N/A**
- Workshops **N/A**
- FAM Visitors **N/A**
- B2C Event **N/A**
- B2C Fairs **N/A**

**SOCIAL MEDIA & BLOGTRIP
ACHIEVED KPI**

- Engagement rate **N/A**
- Number of new fans **N/A**
- Number of influencers **N/A**
- Total reach blogtrips **N/A**
- Number of publications produced **N/A**
- Number of interactions blogtrip **N/A**

PR ACHIEVED

- Media Audience **N/A**
- Media Value **N/A**
- Press Pieces **68**
- Media Visits **N/A**
- Media Support **N/A**
- Media events **N/A**
- Media Calls/Meetings **10**

MARKET ACTIVITIES

Social Media

#MAURITIUSNOW CAMPAIGN

DATE: FEBRUARY - APRIL (2021) ACROSS 8 WEEKS

Description

To showcase what's happening in Mauritius now, a set of highly inspirational ads were distributed in the UK market to support the #MauritiusNow campaign. Through the use of engaging assets like live cams, flyovers and local voices, the story of Mauritius was brought to life, highlighting environmental projects and the variety of scenery and activities on offer across the island. Before the launch of the paid campaign, we rolled out the #MauritiusNow hashtag across organic posts on the UK's Instagram, Facebook and Twitter pages so that consumers would become familiar with the campaign name and ensure that, when the campaign content was rolled out, users would be aware of the activity and could discover more content under the hashtag.

Activity

- Developed objectives to help steer the distribution plan
 - Drafted ad copy for all 13 ad assets
 - 4x flyover videos on-feed to drive traffic to the site
 - 8x local portrait videos on feed to drive views and awareness
 - 1x live cam image link ad to drive traffic to the landing page
- Created pixel code to track click-throughs
- Created and executed paid media distribution plan to run for 8 weeks from early February to early April
- Community management on all assets to engage with the community and spark further conversation and interest in Mauritius
- Created and published organic always-on content across Facebook, Instagram and Twitter to further support and amplify the campaign messaging

Objectives

- Position Mauritius as an aspirational holiday destination
- Highlight the new long-stay Premium Visa
- Showcase multiple passion points using highly impactful assets
- Drive awareness of current environmental projects
- Ensure Mauritius is kept front of mind for when travel resumes
- Involve local voices and community to grow engagement and build destination advocates
- Drive traffic to the dedicated www.mauritiusnow.com website

Achievements

- 4,586,484 total impressions
- 2,918,707 total reach
- 1,640,020 total video views
- 46,000 total clicks
- 13 assets



INFLUENCER OUTREACH

DATE: AUGUST - OCTOBER 2020

Description

Hills Balfour reached out to 18 influencers who expressed their interest in visiting Mauritius so that when borders reopen MTPA can explore the possibility of influencer trips once more.

Objectives

- Gauge interest in Mauritius from key travel and lifestyle influencers in the UK
- Nurture relationships with key influencers on behalf of MTPA

Achievements

Had conversations with 18 leading UK influencers including Paperboy, Kelsey in London and Elle Next Door to name a few



MARKET ACTIVITIES

ALWAYS ON UK CONTENT ON FACEBOOK, INSTAGRAM AND TWITTER

DATE: AUGUST 2020 - FEBRUARY 2021

Description

Hills Balfour curated monthly social media content calendars for the UK Instagram, Facebook and Twitter pages that would help Mauritius to navigate from crisis to recovery and beyond. We focused on the core social media building blocks: always-on content and community management in order to promote Mauritius as the ultimate indulgent escape for UK travellers when the time is right and borders reopen.

Activity

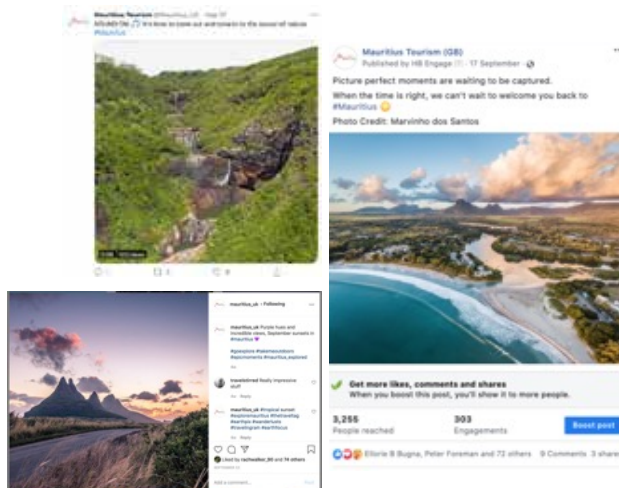
- Developed social media strategy to support destination recovery
- Organic content calendars produced across UK Twitter, Instagram and Facebook
- Community management on the UK owned channels

Objectives

- Position Mauritius as an aspirational holiday destination
- Highlight the new long-stay Premium Visa
- Showcase multiple passion points using highly impactful assets
- Drive awareness of current environmental projects, particularly after the oil spill
- Organically support #MauritiusNow campaign as necessary
- Create and sustain an engaged community of destination advocates
- Ensure Mauritius is kept front of mind for when travel resumes
- Drive traffic to the dedicated www.mauritiusnow.com website

Achievements

- Achieved a total of 97,779 organic impressions across UK Facebook, Twitter and Instagram pages
- Published nearly 100 pieces of content to promote Mauritius to the UK audience
- Supported #MauritiusNow campaign



PROACTIVE MEDIA PITCHING & LIAISON

DATE: 1 AUGUST - 31 OCTOBER 2020 & 15 NOVEMBER - 15 FEBRUARY

Description

Hills Balfour conducted 120 proactive pitches and liaisons with target media including reconnections with media who have visited the destination (trade and consumer) so that when borders reopen MTPA can explore the possibility of press trips once more.

Objectives

- Generate positive press coverage for Mauritius
- Gauge interest in Mauritius from key travel and lifestyle media in the UK
- Nurture relationships with key editors and journalists on behalf of MTPA
- Line up press trip opportunities for when borders reopen

Achievements

- Had conversations with 120 leading UK media including Ben Clatworthy, Sunday Times, Sarah Baxter, The Guardian Jane Memmler, Reach PLC to name a few
- Met with 10 top-tier media to share Mauritius tourism news and gauge interest in featuring Mauritius once borders open



MARKET ACTIVITIES

INTERVIEWS, PROFILING & PANEL DISCUSSIONS

DATE: 1 AUGUST - 31 OCTOBER 2020

Description

Profiling interview opportunities secured for Mr Arvind Bundhun, Director of the MTPA with proposed answers for Director Q&As drafted by Hills Balfour for each opportunity.

Objectives

Position the Director of the MTPA as a thought leader in the travel space

Achievements

Generated 4 interview and profile slots for the Director of the MTPA including TTG, Rough Guides and Selling Travel



HOME » FOCUS



Breaking Travel News interview: Arvind Bundhun, director, Mauritius Tourism Promotion Authority

© 7 July 2020

PRESS RELEASES & ANNOUNCEMENTS

DATE: 1 AUGUST - 31 OCTOBER 2020 & 15 NOVEMBER - 15 FEBRUARY

Description

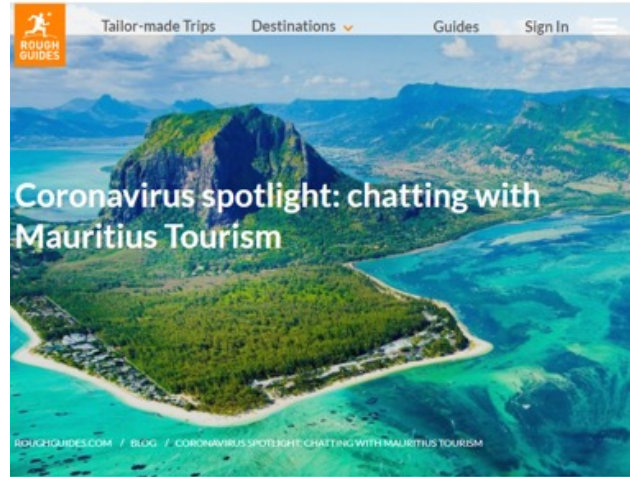
Hills Balfour tailored 5 MTPA press announcements for the UK market and distributed news to relevant media.

Objectives

- Keep Mauritius front of mind amongst travel editors and key journalists
- Generate positive coverage for Mauritius whilst borders are shut
- Improve reputation of Mauritius as a premier holiday destination

Achievements

Distributed 5 press releases to relevant media on behalf of MTPA and included Mauritius information in 5 bespoke round-up pitches



written by **Helen Fanthorpe**
updated 08/07/2020

Share    

The island of Mauritius, flung in the Indian Ocean some 800 miles from Madagascar, is the perfect tropical paradise. It's synonymous with bleach-white sandy beaches and luxurious resorts, but there's also rugged mountain peaks, teeming wildlife and enough activities to keep the pulse racing. The island responded early to coronavirus, thankfully resulting in low case numbers and fatality figures. We spoke to Arvind Bundhun, Director of the Mauritius Tourism Promotion Authority, to find out more.

WEBINARS

DATE: 1 AUGUST - 31 OCTOBER 2020 & 15 NOVEMBER - 15 FEBRUARY

Description

Hills Balfour joined the industry webinars and roundtables on MTPA's behalf.

Objectives

- Provide valuable market intelligence in our Hills Balfour reports
- Gather the latest insights on the UK media landscape to inform MTPA editorial media pitching efforts

Achievements

Attended 22 valuable webinars and round tables



AUSTRIA



MARKET ACTIVITIES

VIRTUAL AVIAREPS AT ROADSHOW NOV 2020

Description

Recoding of a video and producing of visuals for the virtual set-up of the AVIAREPS Roadshow taking place on 05/11. Scheduling of appointments.
Participation in the virtual AVIAREPS Austria Roadshow on 5th November

Achievements

- 109 visitors
- 40 chats
- 15 appointments
- 43 business cards exchanged
- 112 clicks on booth



MARKET ACTIVITIES

Reopening Activities (ongoing as of July 2021)

FORUMS

DATE: 12 AUG/25 AUG/SEPT

Objectives

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

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

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

Achievements

1) Generalists on 12/08

Attendees: Dertour Jörn Krausser, Alltours Sophia Banzol

- Bookings are picking up
- Increase Mauritius visibility
- Focus on Mauritius USPs
- People are insecure/ what awaits them in their holiday
- we felt that they need to make Mauritius successful again & they need us as much as we need them.

I agree with you that it has been a real talk yesterday and that the comments will help us in our further communication.

We'll be incorporating the Key USPs once we move on from the "resort-bubble-holiday" to the full experience and we have started the activities and more and more will come.



LUXURY & HONEYMOON

DATE: 25 AUG

Objectives

Attendees: Avantgarde Travel Marion Klee, Dertour Jens Reinhardt, Genuss Touren Daniela Köster, Art of Travel Rachel Langebröker
Mauritius offers all the right hard- and especially software. Customers expect high standards from all parties involved.

There is increased operational work and consultation before and during travelling. Especially luxury/honeymooners need that. Tour operators have to touch bookings 2,3,4,5 times.

- Tour operators offer additional security through the insurance customers receive when booking a package holiday.
- Customers are insecure. They fear closures of the borders or other obstacles when they are on their vacation. Flexibility in cancellation is key.
- Bookings are continuously rising from week to week.
- Luxury travellers and honeymooners are loyal customers. They have not suffered from the economic effects of the crisis that hardly and for honeymooners, Mauritius remains a once-in-a-lifetime destination. Additionally, Mauritius offers them privacy and exclusivity that also implies hygiene and fewer touchpoints, e.g. through in-room dining or increased all-inclusive demand.
- Mixed feelings about new protocol (resort-bubble for 7 days): On the one side, it allows customers to explore the island earlier which is one of the USPs of Mauritius. On the other, side the change has been of short notice and customers might have cancelled/moved their vacation before. Wish for clear protocols and communication.

Achievements

3) Golf on 16/09

- Golfers are less price-sensitive, especially now. The main purpose of their holiday is relaxation and spending a nice time. So they are not heavily affected by green fees and usually prefer half board.
- Communication & flexibility is key. Clear communication is important to secure that travellers are feeling safe. Everyone in the process is expected to react fast. Travellers want to spend their holidays without the pressure of strong Covid restrictions. This is not related to the regulations themselves, but how it is communicated.
- Mauritius has great potential in terms of hotels, golf courses and people. Travellers enjoy making use of the variety of golf courses although it depends on the expectations of one's holiday (relax vs. exploring).
- Change of Travel Behaviour: Lead time has changed for this target group, too – either last minute or well in advance. Individual travel is slightly easier than group travel.
- F&B is still one of the most important things that golfers are looking into when booking their vacation.
- Golf bags policies are not a focus topic right now, but value for money is sometimes difficult in the long run. Suggestion: offer golf club rentals on-site.



GERMANY



MARKET ACTIVITIES

Participation in tourism fairs, roadshows, workshops and window dressing

DIGITAL SUNDOWNER MAY 2021

Description

Joint project of Shanti Maurice Resort & Spa, the LUX Collective and the tourist board of La Reunion. Small event taking place on 6th May with selected tour operators and bestsellers. Exchange and networking event. Preparation of the concept and invitation management.

Achievements

- 16 attendees including topü tour operators and travel agents.



VIRTUAL FAIR: COUNTER DAYS 31 AUG-03 SEPT

Description

The new virtual tradeshow taking place from 31.08-02.09. provided us with the opportunity to present MTPA as an important partner to industry professionals and to meet our target group within a professional environment. The exchange could take place via chat and video calls.



PRESS RELEASE WRITING ALL YEAR

Description

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

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

Achievements

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





Market Situation/ Performance

The pandemic situation evolved quite fast. During the Year 2020/2021, many restrictions in Switzerland have been put into place and then again removed, as the situation changed. European travel in 2020: long distance still slow and depending on border restrictions. The Swiss were ready to travel again, a common feedback which we got was that people still wanted to travel abroad if they could and enjoy their annual leave in Mauritius.

At the beginning of 2021, Switzerland has been in lockdown until February 28th, but in general, we saw a big appetite to travel again. The phased re-opening led to a general relief for the market, as it was slowly seeing some hope of a more or less better summer. For the Easter holidays, bookings were being made as a general appetite for travelling was there to destinations possible, still on a very short notice base as the current quarantine list was changing quickly, based on Swiss infection numbers going down and in other countries up.

Edelweiss: Booking situation -100% while borders continued to be closed.

Market strategies

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

MARKET ACTIVITIES

WAKASHIO CATASTROPHE CRISIS COMMUNICATION

In August 2020, several articles were published in the Swiss media about the crisis. Statements such as “help is coming from abroad, as Mauritius doesn’t have enough equipment to overcome the crisis on its own” were used. Questions on why the oil had not been pumped out earlier were stated that there was “only a low risk for the oil to leak”. Since Monday, August 10 media started re-asking why nothing has been done earlier and if the ship came too close to the reef. The state of emergency called out by the prime minister is addressed as well as international help by Mauritian volunteers and the UNO.

We sent out a press release in this regard, monitored the situation in Mauritius as well as media coverage, and were in close contact with local media.

Schiffsbruch von MV Wakashio: Grosser Entzweiung für die Bevölkerung und die Tourismusindustrie auf Mauritius

Bekannt auf Mauritius haben bekannt gegeben, dass die Tanks der MV Wakashio wieder vor zwei Wochen vor der Südküste der Insel auf Grund gelaufen ist, erfolgreich ausgepumpt werden konnten. Eine geringe Menge Petroöl verbleibt im Meeressniveau. Der Bergungswert ist ein minimaler, geringen, eine gewisse Verteilung zu vermeiden und das Schicksal zu vermeiden. Die Schäden an Lagunen, den Küsten sowie dem Ökosystem konzentriert sich auf kleine Gebiete im Südosten der Insel, was eine gewisse Entzweiung für die Bevölkerung sowie die Tourismusindustrie auf Mauritius darstellt.

Ein Grossteil des in einigen Teilen der westlichen Lagunen von Mauritius ausgeflossenen Öl wurde entfernt und an sicheren Orten entsorgt. Demnach mit rund 100 Experten aus der ganzen Welt arbeiten die Behörden daran, die Ölschmutzung einzuklemmen. Die MV Wakashio brach am 10. August in zwei Teile. Die hintere Hälfte des Schiffes liegt auf dem Riffland, die vordere Hälfte wird abgekippt. Zum jetzigen Zeitpunkt ist kein weiteres Öl mehr ausgeflossen.

Eine enorme Mobilisierung ging durch die Bevölkerung um die Einreise von Personen, dem Privatsektor, Experten und NGOs zur Eindämmung der Ausbreitung und Beseitigung des bereits in der Lagune ausgeflossenen Schweböls zu unterstützen. In den letzten Tagen konnten erhebliche Fortschritte erzielt werden.

Die Küstenlinie der Okavangosüste erstreckt sich in der südöstlichen Region der Insel über eine Länge von 10 bis 12 Kilometer Küstenlinie, die zwischen 270 Kilometer sind nicht betroffen, bereits bestätigt, dass auch Hauptstädte im Südosten sowie der Blue Bay Marine Park nicht beeinträchtigt wurden. Schäden an Lagunen auf dem südlichen und östlichen Teil der Insel sowie im Norden und Westen, sind ebenfalls nicht betroffen. Dies sind angedeutete Nachrichten für Hotels, Resorts und andere Tourismusunternehmen. Sie stehen weiterhin bereit, Touristen willkommen zu heißen, sobald die Gefahren wieder gemindert werden, nachdem im Anfang des Jahres aufgrund des Ausbruchs von Covid-19 geschlossen wurden.

Zusammenfassung

- Die MV Wakashio war mit einer Nutzlast von 4.160 Tonnen Schweböl geladen.
- Am 10. August trat Schweböl aus einem Riss in einem der Öltanks der Wakashio aus. Das Auslaufen wurde am 8. August gestoppt, nachdem 500 Tonnen Öl aus dem beschädigten Tank gepumpt wurden.
- Schätzungsweise 800 Tonnen Öl sind in das Meer und die Lagune abgefließen.
- 2.184 Tonnen Öl wurden aus dem Tank des Massengüterschiffes gepumpt.
- Rund 284 Tonnen flüssiges Öl, 524 Tonnen feste Abfälle sowie 416 Kubikmeter gasförmige atmosphärische Auslässe, konnten bis Montagmittag, 17. August 2020 beseitigt werden.
- Die MV Wakashio ist am 10. August in zwei Teile zerbrochen. Die hintere Hälfte des Schiffes liegt auf dem Riffland, die vordere Hälfte wird abgekippt werden. Bis zum jetzigen Zeitpunkt gibt es keine weiteren Auslässe.
- Aufhängungssystem 10 bis 12 Kilometer Küste und umliegende Lagunen im südöstlichen Teil der Insel sind am stärksten vom Auslaufen des Tanks betroffen.
- Mehr als 210 Kilometer Küstenlinie und Riffe, sowie 90% der Küste säumen und gleichzeitig die meisten Hotels und Resorts beherbergen, sind betroffen.

PRESS RELEASES JULY-DECEMBER 2020



REUNION

Market Situation/ Performance

In 2020, Reunion Island which is our third tourist generating country registered a decrease of 77.8% compared to 2019. In the first quarter of 2021, only 46 tourists travelled to the destination compared to the same period in 2020.

It is to be noted that following the outbreak of Covid-19 pandemic, the national borders of Mauritius were closed as from 20 March 2020 to 30 September 2020. As from 01 October 2020 onwards, travel to certain destinations were allowed. The French Government imposed travel restrictions on January 2021 and Reunionese were allowed to travel to France only in case of emergencies. Since June 2021 vaccinated travellers can travel to France and in the region.

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

Market strategies

During the lockdown MTPA PR agency Zoorit was very active on Facebook relaying information from local stakeholders to keep Mauritius top of the mind destination. The #MauritiusNow campaign assets were promoted on all digital platforms to keep the market informed on all the protocols in place and new product offerings.

Achievements in terms of KPI

Trade & Marketing

Individual calls and discussions were set up with all agencies to share updated information on the destination. A virtual focus group was organized on June 24th to gather feedback from the main tour operators on the travel sentiment of the Reunionese.

Social Media

Number of new fans: +6%
151 000 interactions
4571 shares
172 publications / 7 895 000 impressions

PR achieved

Press releases on the pandemic situation on the island to reassure the market of the stringent measures taken by the Government to keep the island Covid safe.

MARKET ACTIVITIES

DIGITAL PLATFORMS

MTPA gave instructions to promote the destination mainly on digital platforms and monitor articles published in the Reunionese media concerning Mauritius.



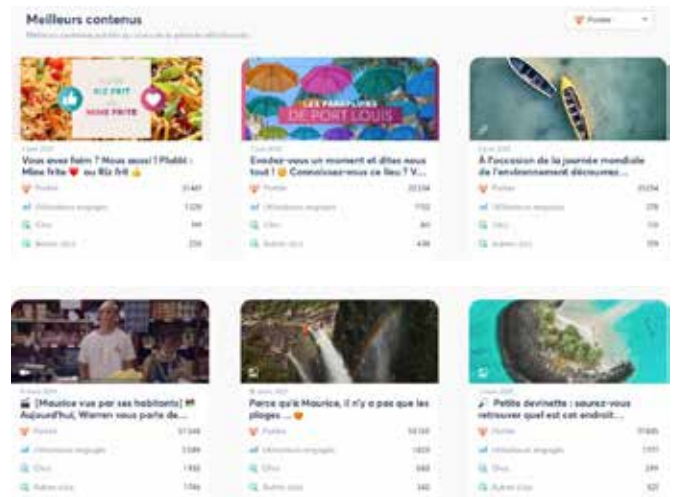
Throughout the year

STRONG PRESENCE REINFORCED ON FACEBOOK.

Communication on social networks to reassure about the destination (Safe Mauritius), broadcast films promoting different themes (nature, culture ...) and posts to encourage interaction with the fan community, to keep Mauritius top of the mind destination

Elaboration of a new editorial line for social networks: highlighting the local partners of Mauritian tourism, who relayed their actions on management of the health crisis and new initiatives

Reaching out to the community through surveys that allow the Internet user to experience Mauritius virtually and escape from the confined everyday life.



December 2020

POSTING OF DIGITAL CAMPAIGN #MAURITIUSNOW ON THE REUNIONESE WEBSITES + GOOGLE SINCE DECEMBER 10TH .



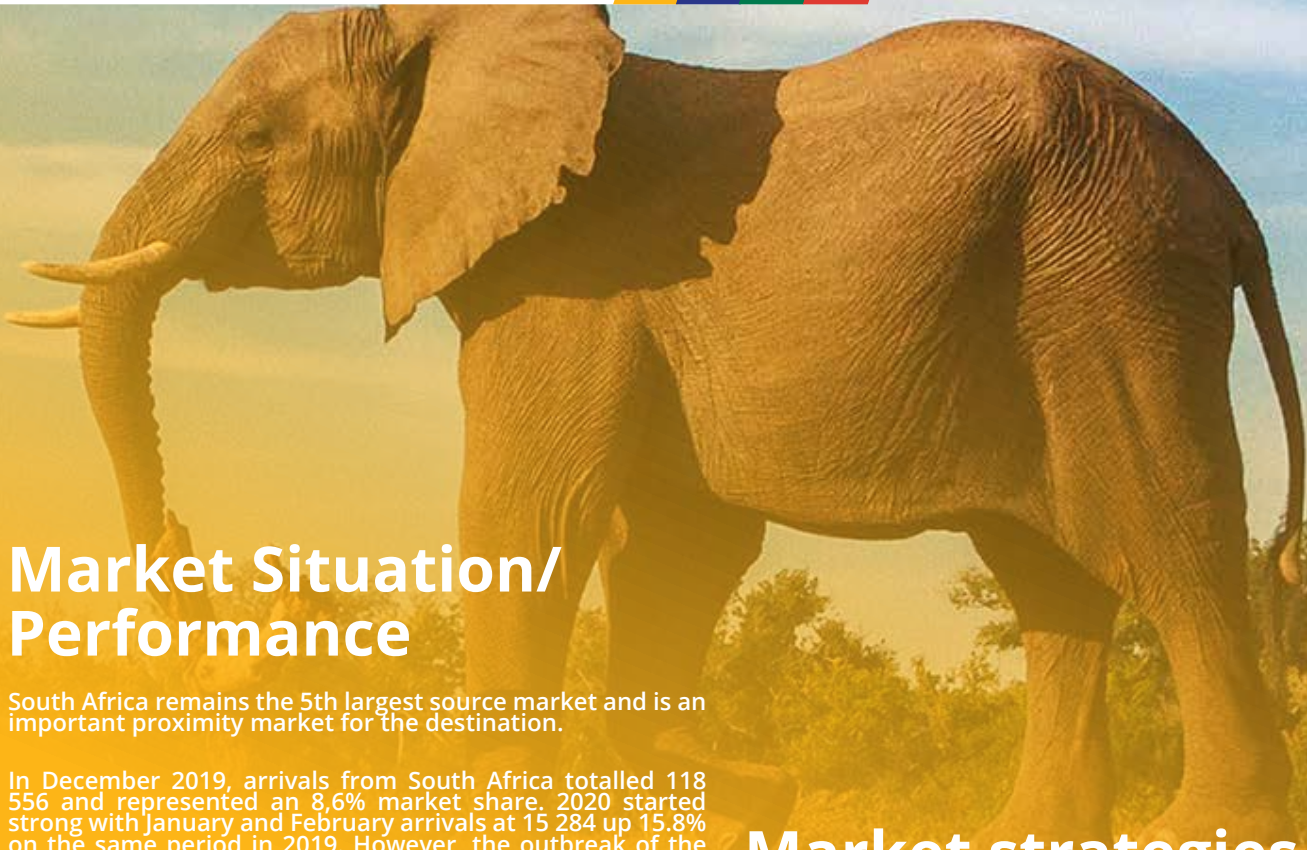
DISPLAY LOCAL DU 14/12 AU 30/12

Monthly Newsletters

WERE SENT TO 4500 SUBSCRIBERS



SOUTH AFRICA



Market Situation/ Performance

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

In December 2019, arrivals from South Africa totalled 118 556 and represented an 8,6% market share. 2020 started strong with January and February arrivals at 15 284 up 15,8% on the same period in 2019. However, the outbreak of the global Covid-19 pandemic in mid-March resulted in borders between the two countries closing and a travel ban on all international tourists to Mauritius.

This lockdown situation remained in place for the period under review i.e. from July 2020 to June 2021. As such, South Africa registered a decrease of 83,7% compared to 2019 arrivals. With the travel ban still in place during the first quarter of 2021, only 54 tourists travelled to the destination compared to the same period in 2020.

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

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

Impact of global Covid-19 pandemic

2020 started well and was trending upwards, with 15,284 arrivals in January and February, up 15,8% over the first two months of 2019. However, the outbreak of the global Covid-19 pandemic that hit both South Africa and Mauritius in mid-March resulted in both countries implementing level 5 lockdown regulations almost overnight, and a complete shutdown of the travel and tourism sectors, in line with the global industry.

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

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

Market strategies

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

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

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

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

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

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

MARKET ACTIVITIES

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

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

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

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

Trade and Marketing:

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

Virtual Roadshow – 23, 27 and 28 October 2020:

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



August 04 – 05, 2020

VIRTUAL TRAVEL WORKSHOP WITH TRAVEL AGENTS

23 exhibitors and 365 participants participated over the two-day workshop.

As MTPA SA, had a presentation slot to showcase destination and as an educational training tool; held virtual one-on-one meetings with agents

Be sure to block off your diaries on 4th & 5th of August 2020 this is one virtual workshop not to be missed!!



December 2020

TRADE NEWSLETTER

Compiled a newsletter for trade highlighting activities and news



INDIA



Market Situation/ Performance

There were no scheduled flight operations from July 2020 to June 2021.

Market strategies

The following are our target segments:

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

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

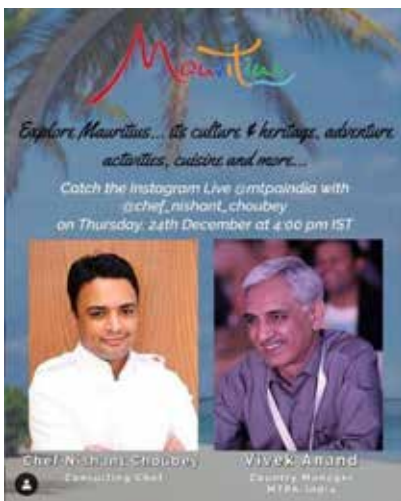
Achievements in terms of KPI

Trade & Marketing	Number
Sales Calls	Approximately 200
B2C Events	
o Travel trade Roadshow with Mauritian partners	
o SATTE, jointly with Air Mauritius	

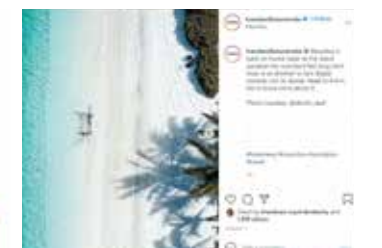
PR Achieved	Number
Media Audience	250 Millions
Media Value	\$26,58,200
Press pieces	238
Media support	30 Live Sessions on Social Media
Media calls/Meetings	180

MARKET ACTIVITIES

LIVE SESSIONS



NEWSPAPER/BLOGS



ITALY



Market Situation/ Performance

Arrivals

Arrivals figures 2021 not available. During pandemic Italian regulations included Mauritius in E list countries: travel to / from these countries allowed only for compelling reasons (Health, Family, Work).

By order of 28 September 2021, the Minister of Health authorized, on an experimental basis, the "Covid-free tourist corridors", involving six non-EU destinations of the itineraries, both with direct flights and with stopovers, including Mauritius. The Ordinance is in force from September 30, 2021, and until January 31, 2022, except for further extensions.

"Covid-free tourist corridors" are considered all the itineraries departing and arriving on the national territory, aimed at allowing controlled tourist trips, including the stay in selected accommodation facilities, according to specific health safety measures suitable to guarantee compliance with the protocols contained in the document "Indications aimed at preventing and protecting against the risk of contagion from COVID-19 in Covid-free tourist corridors", attached to the Ordinance of 28 September 2021.

The "Covid-free tourist corridors" are authorized under Italian law only. In addition to the provisions of the Ordinance of 28 September 2021, travellers must continue to comply with the provisions for entry by the local authorities of the countries of destination (for example, filling out public health forms or passenger location, if required).

<http://www.viaggiasesicuri.it/approfondimenti-insights/saluteinviaggio>

Air Lift

Mauritius connectivity is presently served by: Air Mauritius, Emirates, Turkish Airlines, Air France, Kenya Airways e British Airways.

Focus Air Mauritius. After the closure of its Italian office, Air Mauritius opened a GSA in Italy. Contact already established for potential co-operations.

Focus Alitalia. On 24 August, Alitalia ceased selling tickets for flights departing after 15 October. Italia Trasporto Aereo (ITA), Italy's new national airline to replace Alitalia, started selling flight tickets on 26 August.

ITA is scheduled to launch on 15 October, having obtained its operating license from the Italian civil aviation authority ENAC. Negotiations started between ITA and trade union representatives over what the company describes as "new working conditions in line with market practices", with new employment contracts to ensure "greater competitiveness and flexibility in comparison with other operators in the sector."

Distribution system in Italy

The distribution system in Italy is large and fragmented and is composed of Tour Operators, Travel Agencies, Networks and Online Travel Agencies.

- 400 Tour Operators – the majority are small and medium-size, and their main business is along haul and tailor-made itineraries;
- 8,500 Travel Agencies – for long haul destinations, travel agencies play an important role, as 44% of Italians use offline TAs for booking their trips. Between 2012 and 2016, the number of TAs in the market has significantly decreased by 30%.
- 21 Networks – 80% of these travel agencies are part of a network. There are 5 major groups and more than 5,000 TAs are part of these 5 main networks.
- 7 Online Travel Agencies – online is playing a key role in destination selection and planning (72% of travel e-commerce is towards air tickets). Online transactions are expected to keep on increasing as users can now book directly their travels while finding good offers and promotions. As a consequence, retailers are now addressed when consumers need very specific answers.

Achievements in terms of KPI

Trade & Marketing	Number
Sales Calls	197
Travel Agents trained	76
Trade Campaigns	4
Workshops	1
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	N.A.
Total reach blog trips	60,974 <small>(social profiles reach)</small>
Number of publications produced	4 <small>(trips held in 2019/20)</small>
Number of interaction blog trips	5,457

PR achieved	Number
Media Audience	5,071,090 readership 1,182,826,780 monthly aud
Media Value	800,694,60€ AEV
Press pieces	233 generated articles
Media visits	N.A.
Media support	20
Media events	N.A.
Media calls/Meetings	4 1to1 interviews

Market strategies

The strategy and activities implemented for 2020/2021 were conceived to prepare the Italian market for destination reopening.

The strategy was aimed at keeping a positive perception of the destination until the announcement of the phased reopening of the island's borders, safeguarding Mauritius' brand positioning and boosting its image.

It has been of paramount importance to reconnect with the trade through dedicated activities such as virtual events and training.

The strategy was also aimed to deliver positive messages, to recreate the favorable climate and showcase safety and new entry procedures and keep alive continuous communication with media.

MARKET ACTIVITIES

Trade activities

VIRTUAL WORKSHOP

DATE: 5-6 MAY 2021

Objectives & description

Organization of a 2-day online workshop dedicated to the reconnection with the Italian trade given the reopening of the destination. MTPA Italy set up a virtual event and offered a unique digital interaction to its exhibitors and attendees to meet and conduct business in a virtual environment. Visitors registered and logged in to attend interactive live presentation sessions, interact with the exhibitors, meet them in a private virtual meeting room, exchange business cards and download materials.

Partners

Anantara, Angsana, Attitude, Beachcomber Resorts & Hotels, Bliss Holiday, Constance Hotels & Resorts, Emirates, Glamour Wedding, Maritim Hotels, Marriott International, Mauritours, Mautourco, Saint'Aubin Loisirs, Maradiva/Sands, Shangri La's, Silver Wings Travel, Sun Resorts, Tamarina, The Lux Collective, Turkish Airlines, Veranda/Heritage.

Achievements

A total of 205 travel trade have registered online for the event, 205 users have activated their profile and 106 registered attendees have joined the event.

On 5th May, 269 meetings were scheduled and 148 meetings took place; on 6th May 318 meetings were scheduled and 166 meetings took place;

BIT 2021 DIGITAL EDITION

9-14 MAY 2021

Objectives & description

Participation in BIT Digital Edition - Exhibitors were provided with a dedicated channel on the exhibition website, called Expo Plaza, where they introduced themselves through stories, photos, video, editorial content, and where it was also possible to upload documents and presentations.

Partners

Attending partners: Beachcomber Resorts & Hotels, Glamour Wedding, The Lux Collective, Over the Horizon, Anantara, Promotour, Attitude, Intercontinental Mauritius, Marriott International, Mauritours, Bliss Holiday, Maradiva/Sands, Sea Resorts, Shanti Maurice, Outrigger Mauritius, Sun Resorts, The Residence Mauritius, Southern Cross Hotels, Mascareignes Vacances, Mautourco, Shangri La's, Saint'Aubin Loisirs, Exotik Holidays, Alizée Resort, Sega Tours.

Achievements

198 page views
85 unique users



MARKET ACTIVITIES

TTG ADVERTORIAL 23 JUNE 2021

Objectives & description

Creation of an online advertorial on TTG online magazine, including 1 supporting DEM and dedicated widget in the TTG Report daily newsletter on launch day.

Duration: 3 months from launch day

Achievements

The number of visits to the Spotlight in the dedicated area of the site have been 407.

TTG Report – Newsletter: total mail sent: 80,000 / Total openings: 10,024 / % Open Rate: 12.53%

DEM: total mail sent: 80,000 / Total openings: 8,675 / % Open Rate: 10.84%



WEBINARS

MARCH & JULY 2021

Objectives & description

Participation in the digital marathon "Around the world in 800 minutes" organized by the Italian trade media Travelnostop Webinar through ClickMeeting platform organised and managed by Aviareps on destination re-opening and travel protocols

Achievements

"Around the world in 800 minutes": more than 13,000 people reached, more than 4,100 Facebook video views, 750 clicks, 133 comments and 54 shares Total participants to the webinar: 76 travel trade (travel agents and tour operators).



CHINA



Market Situation/ Performance

The tourism market is heavily affected by the outbreak of COVID-19 since January 2020 throughout the whole fiscal year. Both Mauritius and China have closed their borders for international travel inbound or outbound and, all flight connections have been cut-off during the pandemic. There is rarely any Chinese tourist arrival from July 2020 to June 2021 due to the travel restriction and pandemic, except a few guests for official or necessary entry.

Market strategies

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

- Maintained close connection with those travel trades that are still in market and those potential travel agents to work with after the pandemic
- Enhance Mauritius tourism brand awareness in travel trade and provide education to support on product and sales development after the pandemic through webinar
- Reconnected the Chinese travel trades with Mauritian stakeholders through online roadshow to maintain the partnership and a strong visibility in the market
- Created a content pool and knowledge bank of Mauritius tourism resources for the Chinese travel trades to learn and get the updated information on Mauritius tourism resources
- Keep voice on social media platforms, and address topics of safety, friendly and quality travel in Mauritius
- Enhance cooperation with UGC and trade partners with their promotion channels to increase exposure
- Utilized the free travel fairs and consumer events to enhance Mauritius' visibility among the Chinese consumers and increase the brand awareness while outbound travel still restricted
- Launched digital campaigns to increase the brand awareness of Mauritius tourism, encourage more followers and more engagement

Achievements in terms of KPI

Trade & Marketing	Number
Sales Calls	240
Travel Agents trained	279 <small>(3 online webinars)</small>
Trade Campaigns	0
Workshops	1 <small>(online roadshow)</small>
FAM visitors	0
B2C Events	4
B2C Fam	0

Social Media & Blog trips achieved KPI	Number
Number of new fam	Wechat 357 / Weibo 482
Number of influencers	1 <small>(KOL live streaming)</small>
Number of publications produced	4

PR achieved	Number
Media Audience	450,000,000+
Media Value	5,665,000
Press pieces	15
Media events	1
Media calls/Meetings	12

MARKET ACTIVITIES

MTPA CHINA DOUYIN VIDEO PROMOTION FOR #MAURITIUSNOW PHASE 2 JUNE 18 TO JULY 2, 2021

Objectives & description

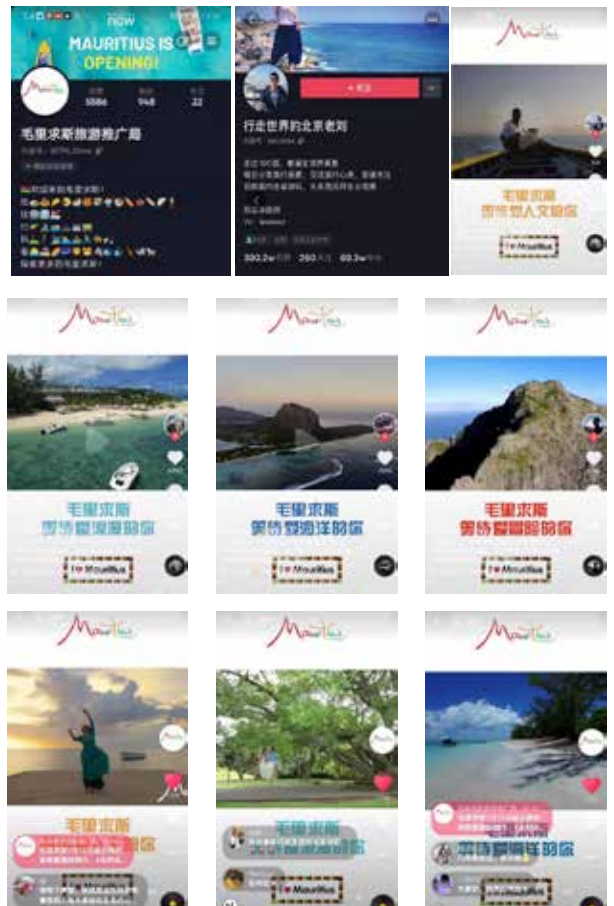
With the announcement of a phased reopening for international travel to Mauritius, MTPA China has initiated Douyin video promotion for #MauritiusNow phase 2 promotion to do a mass announcement for the reopening and to restore the image of Mauritius as a prime destination to travel to while resuming international travel. MTPA China has created four theme videos and engaged some influencers on Douyin platform as well as news feed advertisement to push the video content to more Chinese audiences and increase the visibility of Mauritius extensively from 18 June to 2 July before the reopening on 15 July 2021.

Campaign Detail Program

#MauritiusNow Douyin videos posts and news feed advertisement: June 18, 21, 23, 25
#MauritiusNow videos promotion through Douyin influencers: June 28-July 2

Achievements

- Four Video Actual Views: 8,389,433
- Likes: 25,762
- Shares: 929
- New fans increased: 908



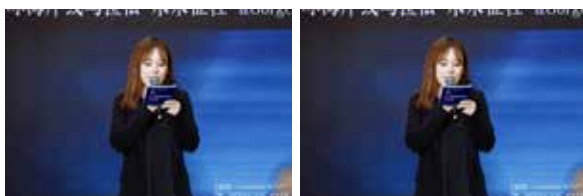
GORGEOUS RUN GLOBAL COASTLINE MARATHON PROJECT LAUNCH PRESS CONFERENCE MAY 23, 2021

Objectives & description

MTPA China office was invited by Gorgeous Run to attend the Global Coastline Marathon Project Launch press conference and delivered the speech

Achievements

- Press release regarding the event: 15 articles online, PR value: CNY700,000
- Mauritius Marathon was awarded as the World's Top Ten Gorgeous Coastline Marathon
- Event recorded video: <https://mp.weixin.qq.com/s/89ta2BwGtWXsvwitapbWkg>



2020 MTPA CHINA ASEAN EXPO TOURISM EXHIBITION DECEMBER 8 TO 10, 2020

Objectives & description

As the MTPA China received one good promotion opportunity for a travel fair in Guilin, Guangxi province. The organizer provided a free booth and free booth construction. It was a good opportunity to maintain Mauritius' visibility among the Chinese consumers during the pandemic with a limited budget.

Participants: exhibitors from 49 overseas countries and regions, 20 domestic provinces, and 300 invited buyers, 500 registered buyers

Mauritian participants: Lux Hotel, Riu Hotel, Yangguang Travel, Eden Voyage

Achievements

Media interview : Guilin Daily, released on Dec 9, PR value CNY20,000

Award won: Best Exhibition Organization Photos/ visuals

Mauritius seminar with 150+ buyers attended



UNITED ARAB EMIRATES



Platforms used for marketing



UAE Overall Performance

15 Jan - 15 Apr 2020

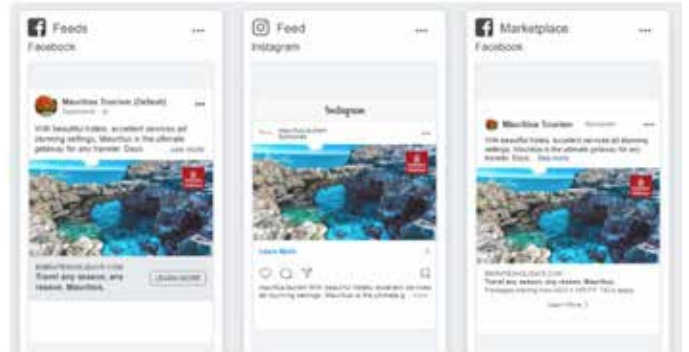
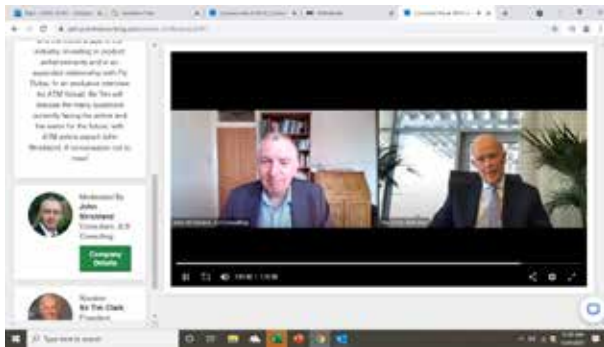
Channel	Number	Clicks	Clicks	KPIs Achieved
Facebook/Instagram	1,748,165	11,378	-	152%
YouTube	273,456	497	124,751	119%
Google Display Ads	1,765,970	42,375	-	177%
Total	3,787,591	54,250	124,751	149%

MARKET ACTIVITIES

MAURITIUS DIGITAL CAMPAIGN - UAE 15 JAN - 15 APRIL 2020



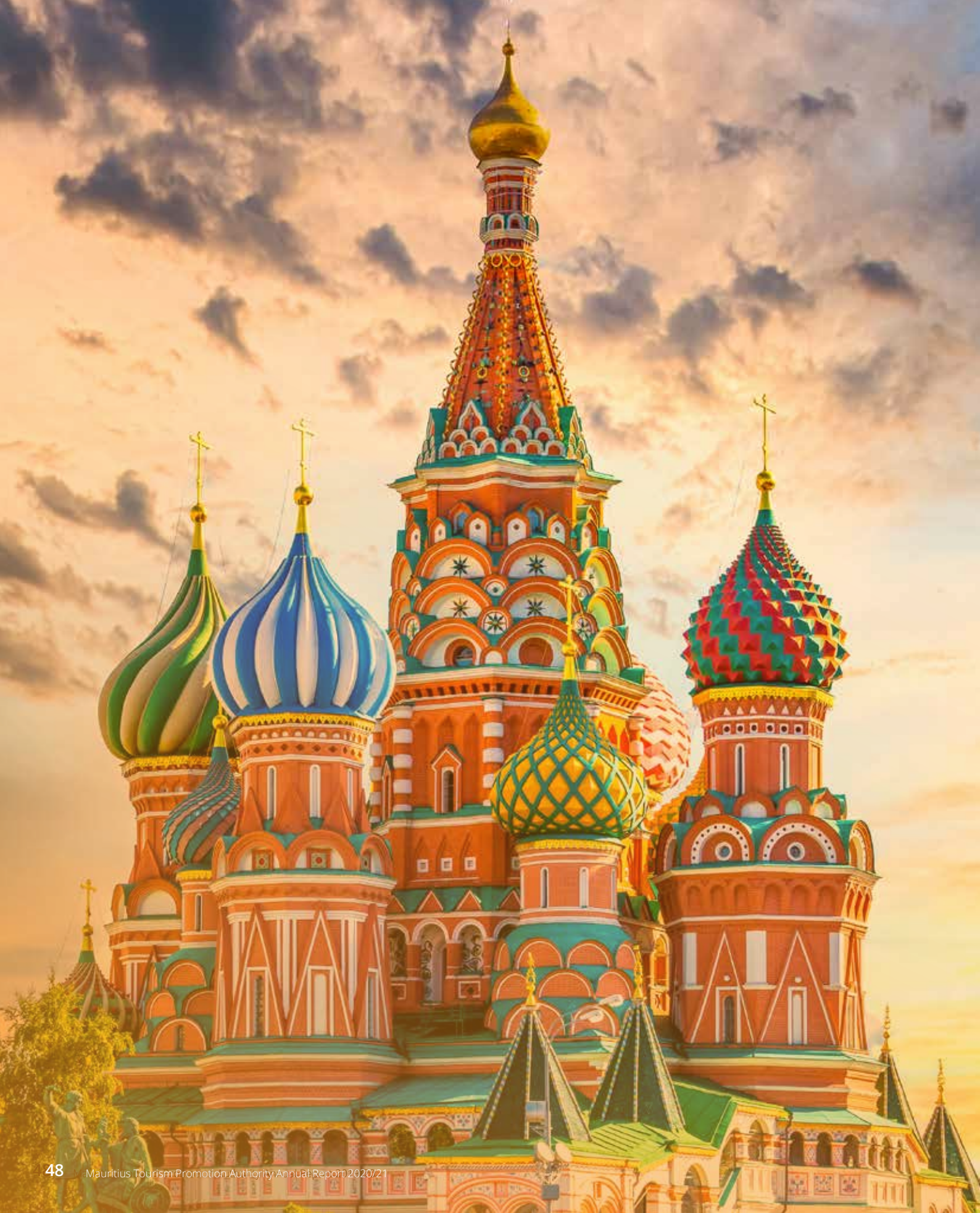
VIRTUAL EVENT 24- 26 APRIL 2021



ARABIAN TRAVEL MARKET - DUBAI PHYSICAL 14-19 APRIL 2021



RUSSIA



MARKET ACTIVITIES

VIRTUAL FAIR RUSSIA & KAZAKHSTAN 08 APRIL 2021



RELEASE NEWSLETTER MAURITIUS IS OPEN



Дорогие коллеги,

С 1 октября 2021 года Маврикий снимает все ограничения для вакцинированных туристов. При наличии отрицательного ПЦР-теста, сделанного не ранее чем за 72 часа до прилета, туристы смогут беспрепятственно наслаждаться красотой острова

Осенью туристов на Маврикий ждет прекрасная погода, которая идеально подойдет для активностей на свежем воздухе: хайкинг, кайт-серфинг, водные виды спорта и конечно же отдых на великолепных пляжах.

Напомним, что прием вакцинированных туристов Маврикий возобновил уже в июле этого года. С 1 сентября будут введены дополнительные послабления и период карантина для прибывающих на Маврикий туристов будет сокращен с 14 до 7 дней. При этом туристы должны соблюдать 14-дневный карантин в одном из специализированных отелей.

Карантин можно провести в одном из сертифицированных отелей, входящих в программу "resort bubbles". Список отелей можно найти по ссылке: www.mauritiusnow.com.

Сейчас 83% населения получили первую дозу вакцины, а доля полностью вакцинированного населения составляет 56%. Высокие темпы вакцинации позволяют полностью открыть границы для туристов.

В январе правительство Маврикия приняло решение, что для обеспечения безопасности туристов, в первую очередь необходимо вакцинировать работников, занятых в сфере туризма.

Арвинд Бундхун, директор МТРА, сказал: «Маврикий рад видеть, как мир снова открывается для путешествий. Мы приветствуем иностранных гостей на нашем острове с середины июля, и программа «resort bubbles» оказались очень успешной.»

"Мы с нетерпением ждем следующего этапа снятия ограничений: с 1 октября вакцинированные туристы смогут без ограничений исследовать остров с момента своего прибытия. Безопасность жителей, граждан и гостей Маврикия остается на первом месте"

В настоящий момент перелеты на Маврикий из Европы и государств Ближнего Востока осуществляют следующие авиакомпании: Air Mauritius, Emirates, Turkish Airlines, Air France, Kenya Airways и British Airways

Проживание в отелях по программе "resort bubbles" туристы могут забронировать через туроператоров или напрямую в отелях.

Более подробную информацию о правилах въезда и безопасности на острове вы можете найти на сайте: www.mauritiusnow.com.

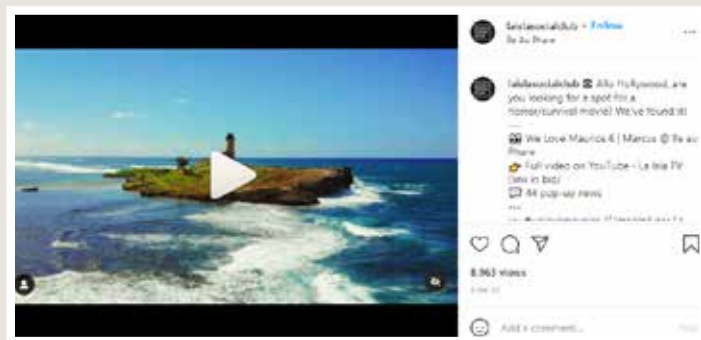
Mauritius Tourism Promotion Authority
5th Floor, Victoria House, St Louis Street, Port Louis,
Republic of Mauritius
T +230 203 1900 | F +230 212 5142

Digital Campaigns

PROJECTS

July 2020 – June 2021

We Love Mauritius: recording of artist performances in key locations for distribution on social media. Videos include text snippets to highlight cultural aspects of Mauritius.



September 2020 – June 2021

MyMauritius Quarantine Platform, a centralized booking platform, was set up on the MTPA website to provide a centralized database for travelers to book their mandatory 14-day quarantine accommodation

With borders closed, the focus was on maintaining visibility, particularly on social media. The #MauritiusNow website and social media campaign were launched to give up-to-date information about the destination and its travel protocols. Social media campaigns were launched to create a buzz around the #MauritiusNow hashtag, especially on Facebook and Instagram.

A quarantine booking platform was also set up and launched by MTPA to facilitate bookings for those travelling to Mauritius.

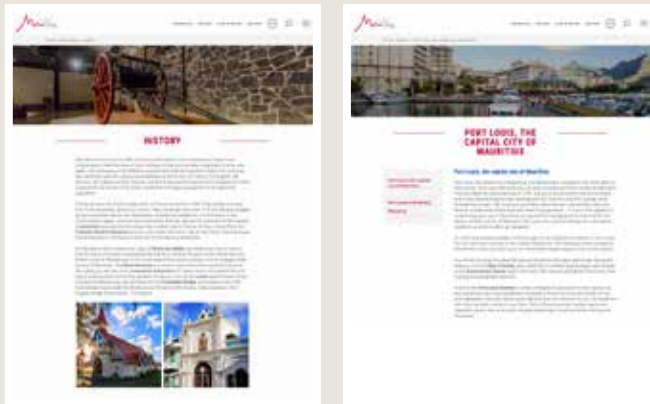
September 2020 – June 2021

Mauritius Live: development and integration of 13 live cams for the MauritiusNow website and MyMauritius app



October 2020

Creation and promotion of updated content for the destination website



January 2021 – June 2021

Global #MauritiusNow social media campaign on Instagram and Facebook to keep Mauritius in the mind of travelers and drive traffic to MauritiusNow website



October – December 2020

#MauritiusNow campaign focusing on the creation of drone and portrait videos to keep Mauritius in the mind of travellers. A website was launched at www.mauritiusnow.com to showcase all this content



FUTURE OUTLOOK/ WAY FORWARD



After such a challenging year, it would be a brave person who could claim they can predict the future with any certainty, but having navigated our way through the turbulence of the Covid-19 in a way which was praised around the world, we are confident in our ability to face future challenges with the same determination and success. While the pandemic changed the world at a previously inconceivable speed, our calm and effective response to the rapidly-changing world events stands us in great stead for whatever is around the corner.

We are under no illusion that the coming year will be a very challenging. While we are delighted to welcome international tourists back to our nation once again, we are acutely aware that greater movement between countries means a greater potential for this virus to spread. This is why we maintained strict hygiene protocols in the hospitality sector and across the whole island, to keep our citizens and visitors safe. The speed and efficiency of our national vaccination rollout plan was a key part in the reopening and we will strive to make sure that we continue our ceaseless fight against anything which threatens to disrupt the tourism industry once again.

As the pandemic changed the world, it had a strong and, we believe, long-term impact on the nature of travel, with a new and sustained emphasis on sustainability and inclusive tourism. We at MTPA share the Government's commitment to protecting our endemic wildlife fauna and flora and to promoting sustainable travel and activities wherever possible. We have been working with the private sector to encourage initiatives that improve sustainable tourism on the island, including training hospitality personnel via the Sustainable Island Mauritius Project, as well as projects which protect our natural habitat. We are delighted to support the many sustainable travel projects which are taking root on our island, from 100 per cent carbon-compensated travel options and CO2-free alternatives to the use of sustainable, natural products, reducing the use of single-use plastics, the conservation of underwater areas and making sure that animal welfare considerations are at the forefront of every activity. Travel, post-pandemic, will focus like never before on the appreciation and protection of the natural world and Mauritius aims to be at the forefront of this, uniquely placed as it is to show off our natural resources and assets for the benefit of citizens and visitors.

With travel restrictions and uncertainty still prevailing around the world, we have to strive to re-establish growth not only from our established key markets such as Europe and South Africa but to reach out to new, emerging markets with great potential for us, such as the former Soviet Union nations, China, India and across Africa. The rising price of fuel and the potential for energy shortages mean that we need to devise the right strategy and be very proactive, taking into account that we are operating in a very competitive world. While our accommodation structures are ready to welcome international visitors once again, airline capacity remains a key part of the package, and we pledge to strive to promote our nation to the world's leading international airlines to meet the rapidly rising demand of travel for our beautiful country.

In the coming months, the MTPA will continue to showcase Mauritius to the world. Attendance and representation at global events including IFTM Top Resa, Dubai Expo, The World Travel Market, COP26 and other travel and tourism events in the Middle East, France and the UK are key to global collaboration from world leaders and governments to focus on restarting and refocusing the travel industry on sustainability issues.

The MTPA's realistic tourism growth target for 2021/22 will be around 650,000. This will be achieved by getting all stakeholders moving in harmony and going forward in togetherness. The regrowth of the tourism industry – which has never been more crucial to the economic future of our island - hinges on the collaboration of the tourism value chain, from the newest employee to the most established. With all stakeholders on board, aligned strategies and looking beyond the horizon, I am optimistic about a positive future for the tourism industry and I am sure that MPTA will be able to rise to whatever the next year has in store.

FINANCIAL STATEMENT

For the year ended 30 June 2021



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**REPORT OF THE
DIRECTOR OF AUDIT**

**On the Financial Statements
of the Mauritius Tourism Promotion Authority
for the year ended 30 June 2021**

NATIONAL AUDIT OFFICE



NATIONAL AUDIT OFFICE

REPORT OF THE DIRECTOR OF AUDIT TO THE BOARD OF THE MAURITIUS TOURISM PROMOTION AUTHORITY

Report on the Audit of the Financial Statements

Opinion

I have audited the financial statements of the Mauritius Tourism Promotion Authority, which comprise the statement of financial position as at 30 June 2021 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 2021, and of its financial performance and cash flows for the year then ended in accordance with International Public Sector Accounting Standards (IPSASs).

Basis for Opinion

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

Key Audit Matters

Key Audit Matters are those matters that, in my professional judgment, were of most significance in my audit of the financial statements of the current period. These matters were addressed in the context of my audit of the financial statements as a whole, and in forming my opinion thereon, and I do not provide a separate opinion on these matters. I have determined that there are no key audit matters to communicate in my report.

Other Information

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

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

In connection with my audit of the financial statements, my responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or my knowledge obtained in the audit or otherwise appears to be materially misstated. If, based on the work I have performed, I conclude that there is a material misstatement of this other information, I am required to report that fact. I have nothing to report in this regard.

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

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

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

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

Auditor's Responsibilities for the Audit of the Financial Statements

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

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

- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for my opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.

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

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

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

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

Report on Other Legal and Regulatory Requirements

Management's Responsibilities for Compliance

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

Auditor's Responsibilities

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

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

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

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

Statutory Bodies (Accounts and Audit) Act

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

As far as it could be ascertained from my examination of the relevant records:

- (a) the Mauritius Tourism Promotion Authority has complied with the Statutory Bodies (Accounts and Audit) Act; and
- (b) no direction relating to the accounts has been issued by the responsible Minister to the Mauritius Tourism Promotion Authority.

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

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

Other Matter

The Mauritius Tourism Promotion Authority submitted its annual report for the year ended 30 June 2021 to my Office on 29 October 2021. After completion of the audit in mid-March 2022, the Mauritius Tourism Promotion Authority submitted an amended set of financial statements on 17 June 2022.

Public Procurement Act

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



C. ROMOAH
Director of Audit

National Audit Office
Level 14, Air Mauritius Centre
PORT LOUIS

29 June 2022

Statement of Financial Position

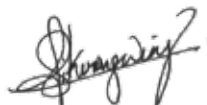
as at 30 June 2021

	Notes	30 June 2021 Rs	30 June 2020 Rs
ASSETS			
<u>Current Assets</u>			
Cash and Cash Equivalents	11	143,037,898	68,537,416
Receivables from Exchange Transactions	13	38,753,342	38,442,110
Inventories	12	2,483,749	1,903,079
Prepayments	13	6,363,768	11,199,551
		<u>190,638,757</u>	<u>120,082,156</u>
<u>Non-Current Assets</u>			
Property, Plant and Equipment	9	7,328,501	8,047,414
Intangible Assets	10	833,463	922,735
		<u>8,161,964</u>	<u>8,970,149</u>
Total Assets		198,800,721	129,052,305
LIABILITIES			
<u>Current Liabilities</u>			
Payables	18	160,421,974	140,495,180
Provisions & Other Liabilities	15	14,581,259	14,630,775
		<u>175,003,233</u>	<u>155,125,955</u>
<u>Non Current Liabilities</u>			
Employee Benefits	21	8,212,081	7,623,515
Retirement Benefit Obligations	27	104,483,409	79,454,667
		<u>112,695,490</u>	<u>87,078,182</u>
TOTAL LIABILITIES		287,698,723	242,204,137
Net Assets		(88,898,002)	(113,151,832)
NET ASSETS/EQUITY			
Accumulated Fund	14	(88,898,002)	(113,151,832)
Total Net Assets/Equity		(88,898,002)	(113,151,832)

Approved by the Board on 15 June 2022 and signed on its behalf by:



Mr Mohammad Salim F Joomun
(Member of MTPA Board)



Mrs Shirleen Wong
(Member of MTPA Board)

The notes on pages 69 to 83 form an integral part of the Financial Statements.

Statement of Financial Performance

for the year ended 30 June 2021

	Notes	Year ended 30 June 2021 Rs	Year ended 30 June 2020 Rs
Revenue			
Revenue from Non-Exchange Transactions	16	561,088,482	577,008,000
Revenue from Exchange Transactions	17	175,415,309	59,982,494
Total Revenue		736,503,791	636,990,494
Operating Expenses			
Administrative Expenses	19	(58,661,478)	(57,985,948)
Promotional Activities	20	(155,475,685)	(422,964,351)
Covid-19 Expenses	20	(458,154,677)	(214,163,199)
Wakashio Expenses	20	(14,938,161)	-
Depreciation & Amortisation	9 & 10	(3,321,020)	(2,845,820)
Assets Written Off		(77,769)	(53,740)
Bad debts written off		-	(71,498)
Financial Charges		(340,164)	(664,262)
Exchange Fluctuation - Gain/(Loss)		(25,377)	(1,512,308)
Total Expenses		(690,994,330)	(700,261,126)
Surplus / (Deficit) for the year		45,509,460	(63,270,632)

The notes on pages 69 to 83 form an integral part of the Financial Statements.

Statement of Changes in Net Assets/Equity

for the year ended 30 June 2021

	Accumulated Funds ended	Revaluation Reserve	Total Net Assets / Equity	Total Net Assets / Equity
	30 June 2021	30 June 2021	30 June 2021	30 June 2020
	Rs	Rs	Rs	Rs
Opening Balance	(113,352,832)	201,000	(113,151,832)	(6,621,594)
Changes in net assets / equity for the period to 30 June 2021				
Prior Year Adjustments	1,384,527	-	1,384,527	79,515
Transfer to Accountant-General	-	-	-	(25,570,000)
Measurement of pension as per Sicom Statement	(22,687,307)	-	(22,687,307)	(17,829,721)
Movement in Revaluation Reserve	-	47,150	47,150	60,600
Total	(21,302,780)	47,150	(21,255,630)	(43,259,606)
Net revenue recognised directly in net assets / equity	(134,655,612)	248,150	(134,407,462)	(49,881,200)
Surplus / (Deficit) for the period	45,509,460	-	45,509,460	(63,270,632)
Balance as at 30 June 2021	(89,146,152)	248,150	(88,898,002)	(113,151,832)

Cash Flow Statement

for the year ended 30 June 2021

	Year ended 30 June 2021	Year ended 30 June 2020
	Rs	Rs
CASH FLOWS FROM OPERATING ACTIVITIES		
Surplus / (Deficit)	45,509,460	(63,270,632)
Non-cash movements		
Depreciation of PPE & Amortisation	3,321,020	2,845,820
Assets written off & Impairment Loss	77,769	53,740
Adjustment of Revalued Assets not capitalised	47,150	60,600
Retirement benefits charge in P&L	2,341,435	1,629,513
(Decrease) / Increase in Payables, Provisions & Other Liabilities	21,301,253	70,526,984
Employee Benefits	588,566	2,837
Decrease / (Increase) in Inventories	(580,670)	(386,591)
Decrease / (Increase) in Prepayments & Receivables	4,485,103	(32,647,587)
Net cash flows from Operating Activities	77,091,086	(21,185,316)
CASH FLOWS FROM FINANCING ACTIVITIES		
Transfer to Accountant-General	-	(25,570,000)
Net cash flows from Financing Activities	-	(25,570,000)
CASH FLOWS FROM INVESTING ACTIVITIES		
Expenditure on Non Current Assets	(2,590,604)	(1,532,042)
Net cash flows from Investing Activities	(2,590,604)	(1,532,042)
Net Increase/(Decrease) in cash and cash equivalents	74,500,482	(48,287,358)
Cash and cash equivalents at beginning of period	68,587,416	116,824,774
Cash and cash equivalents at end of period	143,037,898	68,537,416

(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 2021 Rs	30 Jun 2020 Rs
Cash at Bank	152,244,708	70,492,306
Outstanding payments	(9,206,811)	(1,954,890)
	143,037,898	68,537,416

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 2,590,604

Statement of Comparison of Budget and Actual Amounts (Revenue)

for the year ended 30 June 2021

Details of Revenue	Original Budget	Revised Budget	Actual Revenue	Actual Revenue
	FY 2020/21	FY 2020/21	FY 2020/21	Cash Basis
	Rs	Rs	Rs	FY 2020/21
	1	2	3	4
Government Grant	310,000,000	306,900,000	306,900,000	306,900,000
CSG & PRB Interim Allowance		1,782,306	1,782,306	1,782,306
Wakashio Expenses Refund	-	14,900,000	12,972,068	12,972,068
Grants-Covid 19	-	285,000,000	239,434,108	239,434,108
Private Sector Contribution (Covid 19)		175,000,000	173,752,080	140,338,652
Salon Explor Lokal Event	-	603,750	603,750	603,750
Other Income	-	300,000	282,104	271,551
Gain on Revaluation	-	-	777,375	-
Total Revenue	310,000,000	784,486,056	736,503,791	702,302,435

Note:

- (1) Represents the original approved budget of the MTPA for period July 2020 to June 2021.
- (2) Represents the revised budget for period July 2020 to June 2021 which includes revenue from other sources.
- (3) Represents the actual revenue on a comparable basis for period July 2020 to June 2021.
- (4) Represents the actual revenue on cash basis for period July 2020 to June 2021.

Statement of Comparison of Budget and Actual Amounts for Operating Expenses for the year ended 30 June 2021

ITEMS	Original Budget	Revised Budget	Actual Expenses (Cash Basis)	Variations	Remarks
	Rs	Rs	Rs		
Administrative Expenses (A)					
Staff Salaries & Emoluments	23,000,000	22,200,000	22,186,704	13,296	
Staff Allowances & Other Benefits	9,000,000	10,900,000	7,826,311	3,073,689	Claims received after year end
Travelling and Transport (Busfares, Taxi & Travel Grant)	4,500,000	3,605,000	3,595,980	9,020	
Staff Welfare	400,000	235,000	234,037	963	
Legal & Professional Fees	2,800,000	2,865,000	2,423,660	441,340	Expenses reduced due to COVID 19
Incidentals & Office Expenses	2,500,000	2,712,000	2,337,381	374,619	Expenses reduced due to COVID 19
Utilities (Telephone, Electricity & Water)	1,600,000	1,512,000	1,365,022	146,978	Claims received after year end
Rent (Office, store, Information Counter & Parking)	4,200,000	3,945,000	3,452,403	492,597	Prepayment Rs 490,664
Running & Maintenance of Vehicles	1,700,000	1,560,000	1,399,335	160,655	Expenses reduced due to COVID 19
Contributions (Pension, NSF, FPS, & Medical)	4,200,000	5,361,000	5,129,958	231,042	IPSAS 39 Adjustment
Training of Staff	400,000	105,000	104,500	500	
General Maintenance Plant & Non-Capitalised Assets	5,700,000	5,000,000	1,862,391	3,137,609	Claims received after year end
Capital Expenditure		1,406,255	1,406,255	-	
Medical/Paye/Salary Deduction/TDS			2,200	(2,200)	
Marketing, Covid & Wakashio Expenses (B)					
France	24,000,000	13,880,000	12,021,021	1,858,979	Claims received after year end
UK	17,000,000	8,650,000	3,678,103	4,971,897	Some Projects not carried out due to COVID 19
Italy	7,500,000	4,720,000	4,117,053	602,947	Claims received after year end
Germany	17,000,000	9,350,000	7,817,710	1,532,290	Claims received after year end
Reunion	12,000,000	4,700,000	3,555,689	1,144,311	Claims received after year end
South Africa	14,000,000	4,240,000	3,915,765	324,235	Claims received after year end
Switzerland	10,000,000	3,720,000	3,005,915	714,085	Claims received after year end
India	9,500,000	3,000,000	2,798,575	201,425	Claims received after year end
China	44,500,000	10,270,000	8,269,272	2,000,728	Claims received after year end
Spain	900,000	800,000	471,421	328,579	Some Projects not carried out due to COVID 19
Russia	1,000,000	6,250,000	3,343,994	2,906,006	Some Projects not carried out due to COVID 19
Australia	900,000	100,000	56,087	43,913	Some Projects not carried out due to COVID 19
U.A.E / Middle East	14,500,000	4,000,000	6,506,586	(2,506,586)	Amount includes prepayment
Africa & Indian Ocean Countries	2,000,000	500,000			Some Projects not carried out due to COVID 19
Benelux Countries	1,000,000	100,000		100,000	No Project carried out due to Covid 19
Scandinavian Countries	800,000	350,000	305,572	44,428	Some Projects not carried out due to COVID 19
Japan	300,000	50,000	10,000	40,000	Some Projects not carried out due to COVID 19
Singapore	300,000	50,000		50,000	No Project carried out due to Covid 19
Malaysia	300,000	50,000		50,000	No Project carried out due to Covid 19
South Korea	300,000	50,000		50,000	No Project carried out due to Covid 19
Others - Eur/Asia/America	2,000,000	650,000	585,370	64,630	Some Projects not carried out due to COVID 19
Austria/Czech/Poland/Hungary/ Romania	5,000,000	1,450,000	1,239,864	210,136	Claims received after year end
Website/E-Marketing	23,000,000	33,900,000	17,375,594	16,524,406	Some Projects not carried out due to COVID 19
MICE, Cruise, Golf ,Medical & Wedding promotion	2,500,000	300,000	9,267	290,733	Some Projects not carried out due to COVID 19
Communication & Promotional Tools	3,000,000	6,280,000	3,702,113	2,577,887	Some Projects not carried out due to COVID 19
Worldly Events / Local Events(incl Golf)	32,200,000	31,710,000	28,381,903	3,328,097	Some Projects not carried out due to COVID 19
Small and Medium Entreprises	4,500,000	250,000	60,000	190,000	Some Projects not carried out due to COVID 19
COVID 19 Expenses		460,000,000	353,726,381	106,273,619	Item not included in Original Budget
Wakashio Oil Split Expenses		14,900,000	14,938,161		Item not included in Original Budget
Total Administrative Expenses (A)	60,000,000	61,406,255	53,326,137		
Total Marketing Expenses (B)	250,000,000	624,270,000	479,891,416		
Total Budget, Estimates & Actual Revenue Cash Basis (A + B)	310,000,000	685,676,255	533,217,553		

Statement Showing Reconciliation of Actual Cash Flows with Financial Statements

for the year ended 30 June 2021

	30 June 2021
	Rs
Statement of Reconciliation of Actual Expenses with Cash Flows	
Actual amount on comparable basis as presented in the Budget & Actual Comparative statement	533,217,553
Capital Expenditure	(1,406,255)
	<hr/> 531,811,298
Less:-	
Prepayments for 2021/2022	(5,873,104)
	<hr/> 525,938,194
Basis Differences	
Non-Budgeted Items	
Financial Charges	340,163
Reversal of Prepayments for 2020/2021	11,199,551
Provisions & Accruals	
Sick Leave	1,131,841
Passage Benefits	986,674
Vacation Leave	650,334
Retirement Benefit Obligations	25,028,742
Adjustments for Creditors (including Covid-19)	122,294,565
Non Cash Items	
Depreciation & Amortisation	3,321,120
Assets written off	77,769
Loss on Exchange	25,377
Actual amount in the Statement of Financial Performance	<hr/> 690,994,330

	Rs
Statement of Reconciliation of Actual Revenue with Cash Flows	
Actual amount on comparable basis as presented in the Budget & Actual comparative Statement	702,302,435
Basis Differences:	
Non cash items:	
Revaluation Gain	777,375
Adjustments for Other Income:	
Other Income	10,533
Private Sector Contribution (Covid-19)	33,413,428
Actual amount in the Statement of Financial Performance	<hr/> 736,503,791

Notes to the Financial Statements

for the year ended 30 June 2021

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

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

Revisions to accounting estimates are recognised

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

The Financial Statements are presented in Mauritian Rupees.

3. ADOPTION OF IPSAS

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

- (i) The Authority has adopted relevant new and revised IPSAS that are relevant to its operations for the year ended 30 June 2021, namely:-

IPSAS 1 - Presentation of Financial Statements.

IPSAS 2 - Cash Flow Statements.

IPSAS 3 - Net Surplus or deficit for the period, Fundamental Errors and Changes in Accounting Policies.

IPSAS 4 - The Effects of Changes in Foreign Exchange Rates.

IPSAS 9 - Revenue from Exchange Transactions.

IPSAS 12 - Inventories.

IPSAS 13 - Leases.

IPSAS 14 - Events After the Reporting Date.

IPSAS 17 - Property, Plant, and Equipment.

IPSAS 18 - Segment Reporting.

IPSAS 19 - Provisions, Contingent Liabilities and Contingent Assets.

IPSAS 20 - Related Party Disclosures.

IPSAS 21 - Impairment of Non-Cash-Generating Assets.

IPSAS 23 - Revenue from Non Exchange Transactions. (Taxes & Transfers)

IPSAS 24 - Presentation of Budget Information in Financial Statements.

IPSAS 26 - Impairment of Cash Generating Assets.

IPSAS 31 - Intangible Asset.

IPSAS 39 - Employee Benefits

Notes to the Financial Statements

for the year ended 30 June 2021

3. ADOPTION OF IPSAS (continued)

In addition to the above mentioned standards, the following standards have been issued but not adopted by the Authority:-

IPSAS 5 - Borrowing Costs

IPSAS 6 - Consolidated Financial Statements and Accounting for Controlled Entities.

IPSAS 7 - Accounting for Investments in Associates.

IPSAS 8 - Financial reporting of Interest in Joint Ventures.

IPSAS 10 - Financial Reporting in Hyperinflationary Economies.

IPSAS 11 - Construction Contracts.

IPSAS 16 - Investment Property.

IPSAS 22 - Disclosure of Financial Information about the General Government Sector.

IPSAS 27 - Agriculture.

IPSAS 28 - Financial Instruments: Presentation.

IPSAS 29 - Financial Instruments: Recognition and Measurement.

IPSAS 30 - Financial Instruments: Disclosures.

IPSAS 32 - Service concession arrangements: Grantor

IPSAS 34 - Separate FS

IPSAS 35 - Consolidated FS

IPSAS 36 - Investment in Associate and Joint Investments

IPSAS 37 - Joint Arrangements

IPSAS 38 - Disclosure of Interests in Other Entities

IPSAS 40 - Public Sector Combinations

IPSAS 41 - Financial Instruments

IPSAS 42 - Social Benefits

4. MEASUREMENT BASE

The accounting principles recognised as appropriate for the measurement and reporting of the financial performance, cash flows, and financial position on an accrual basis using historical cost are followed in the preparation of the financial statements.

5. STATEMENT OF FINANCIAL PERFORMANCE AND CASH FLOW STATEMENT

The Statement of Financial Performance classifies expenses on the basis of their nature. The Cash Flow Statement has been prepared using the indirect method.

6. ACCOUNTING PERIOD

The Financial Statements for the current financial year have been prepared for the twelve months ended 30 June 2021.

7. BUDGET INFORMATION

The Budget Estimates are prepared on a cash basis, classified by nature of expenses, cover the Financial Year 1st July 2020 to 30 June 2021. The item of expenditure that relates to Covid-19 and Wakashio Oil Spill did not form part of the initial budget estimates. The Financial Statements are prepared on the accrual basis and as a result of the adoption of cash basis for budgeting purposes, additional Statements of Comparison of Budget and Actual amount spent on a cash basis have been prepared together with the Statement of Reconciliation of Actual Cash flows with Financial Statements.

8. ACCOUNTING POLICIES

(a) Revenue Recognition

Revenue from Non-Exchange Transactions

Assets and revenues arising from transfer transactions are recognised under 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 operations, resulting from the normal course of activities.

Notes to the Financial Statements

for the year ended 30 June 2021

8. ACCOUNTING POLICIES (continued)

(b) Property, Plant and Equipment

Property, Plant and Equipment are stated at cost, net of accumulated depreciation. Depreciation is provided on a straight-line basis to write off the depreciable value of the assets over their estimated useful lives. The annual rates used for that purpose are as follows:

Class of Assets

Annual Rate (%)

Improvement to Building	11.10
Furniture & Fittings	10.00
Motor Vehicles	12.50
Office Equipment	12.50
Computer & Other IT Equipment	25.00

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

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 that 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 3,412,017
 - (ii) Later than one year and not later than five years is Nil.
 - (iii) Later than five years is Nil.
- (a) Total contingent rents recognised in the Statement of Financial Performance for the period ended 30 June 2021 was Rs 3,749,082
 - (b) MTPA hired 4th & 5th floor (8410 sq ft) and Mezzanine (860 sq ft) for period 1 July 2020 to 30 June 2021 with Jolima Ltd.

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

(d) Inventories

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

(e) Employee Benefits

(i) Defined Benefit Plan

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

The present value of a defined benefit obligation is the present value, without deducting any plan assets, of expected future payments required to settle the obligation resulting from employees 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 of 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 by the terms and conditions of the scheme.

Notes to the Financial Statements

for the year ended 30 June 2021

8. ACCOUNTING POLICIES (continued)

(iv) **Vacation Leave**

Provision is made for the estimated liability in respect of vacation leave as accumulated by the employee for a maximum of 210 working days.

(v) **Employee Leave Entitlement**

Employees entitlement to bank sick leave as defined in the PRB Report are recognised as and when they are accrued to employees. A provision is made for the estimated liability for bank sick leave.

(vi) **Sick Leave Entitlement**

Employees entitlement to bank sick leaves as defined in the PRB Report are recognised as and when they accrue to employees. Employees are allowed to accumulate sick leave not taken at the end of each calendar year up to a maximum of 110 days in a sick leave bank. The balance of the bank sick leave is valued at the end of the Statement of Financial Position date and is recognised as Employee Benefits under Non-Current Liabilities.

Exceptionally, due to no cash refund for this year, unutilised sick leaves up to a maximum of 16 days have been added to the sick leave bank of each entitled employee.

(vii) **Passage Benefits**

A provision is made for the estimated liability for passage benefits. The passage benefits for each staff are valued at year end and are included as provisions and other liabilities.

(f) **Receivables**

Receivables are initially recognised at fair value. A provision for impairment of accounts receivable is established when there is objective evidence that Mauritius Tourism Promotion Authority will not be able to collect all amounts due according to the original terms of receivables.

(g) **Cash and Cash Equivalents**

Cash comprises cash at bank and in hand and demand deposits. Cash equivalents are short-term highly liquid investments that are readily convertible to known amounts of cash and which are subject to an insignificant risk of change in value.

The Authority operates one credit Card in the name and custody of the Director. The credit card limit is Rs 500,000 as authorised by the MTPA Board of Directors. It is mainly used to make online payments for projects under E-Marketing and for settlement of bills on behalf of MTPA while on mission abroad.

(h) **Payables**

Payables do not carry any interest and are stated at their cost which is approximate to fair value. Based on a correspondence received from MOFEPD part of the grant of Financial Year 2020/2021 has exceptionally been used to settle Covid-19 related bills pertaining to the last Financial Year.

(i) **Provisions**

A provision is recognised in the Statement of Financial Position when Mauritius Tourism Promotion Authority has a legal or constructive obligation as result of a past event, and it is probable that an outflow of economic benefits will be required to settle the obligation. Provisions are reviewed at each Statement of Financial Position date and are adjusted to reflect the current best estimate.

(j) **Intangible Assets**

Intangible Assets which comprise computer software on acquisition and websites will be initially recorded at cost and will be amortised using straight line method over its estimated useful life of 4 years. The assets will be assessed for impairment every year and the carrying value amount will be reviewed annually and adjusted for impairment where it is considered necessary.

Notes to the Financial Statements

for the year ended 30 June 2021

8. ACCOUNTING POLICIES (continued)

(k) Foreign Currencies

Monetary assets and liabilities denominated in foreign currencies are translated at the rate of exchange prevailing at the Statement of Financial Position date. Transactions in foreign currencies are recorded at the prevailing rates in 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 the current year's presentation. The comparative information covers the period 1 July 2019 to 30 June 2020 while the current Financial Statements cover the period 1 July 2020 to 30 June 2021.

(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 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 the fluctuation of currency exchange rates.

Notes to the Financial Statements

for the year ended 30 June 2021

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 2020	892,960	1,490,053	11,156,754	2,326,869	3,717,549	46,400	19,630,586
Additions	-	273,285	-	317,580	1,786,299	-	2,377,164
Written Off	-	(29,560)	(61,985)	-	(1,359,831)	-	(1,451,376)
At 30 June 2021	892,960	1,733,778	11,094,769	2,644,449	4,144,018	46,400	20,556,375
Depreciation							
At 1 July 2020	582,390	695,524	6,452,831	1,239,424	2,613,003	-	11,583,172
Charge for the year	92,918	173,512	1,384,221	328,631	1,039,025	-	3,018,307
Asset Written Off	-	(29,560)	(61,985)	-	(1,282,061)	-	(1,373,606)
At 30 June 2021	675,308	839,476	7,775,067	1,568,056	2,369,967	-	13,227,873
Net Book Value							
At 30 June 2021	217,652	894,302	3,319,702	1,076,394	1,774,051	46,400	7,328,501
At 30 June 2020	310,570	794,529	4,703,923	1,087,445	1,104,546	46,400	8,047,414

10. INTANGIBLE ASSETS

Software Costs:	Software Rs	Website Rs	Total Rs
At 1 June 2020	65,226	986,010	1,051,236
Additional	-	213,440	213,440
Written Off	(59,526)	-	(59,526)
At 30 June 2021	5,700	1,199,450	1,205,150
Amortisation:			
At 1 June 2020	62,376	66,125	128,501
Charge for the year	2,850	299,863	302,713
Written Off	(59,526)	-	(59,526)
At 30 June 2021	5,700	365,988	371,688
Net Book Value			
At 30 June 2021	-	833,463	833,463
At 30 June 2020	2,850	919,885	922,735

Notes to the Financial Statements

for the year ended 30 June 2021

11. CASH AND CASH EQUIVALENTS

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

	Year ended 30 June 2021	Year ended 30 June 2020
	Rs	Rs
Cash at Bank	152,244,708	70,492,306
Outstanding payments	(9,206,811)	(1,954,890)
	143,037,898	68,537,416

The fair value of cash is Rs 152,244,708 and the operational credit card of MTPA showed a credit of Rs 84,300 as at 30 June 2021.

12. INVENTORIES

	30 June 2021	30 June 2020
Brochures & Maps	1,586,711	959,450
Handicrafts & Others	897,038	943,629
	2,483,749	1,903,079

13. RECEIVABLES & PREPAYMENTS

	30 June 2021	30 June 2020
<i>Receivables from Exchange Transactions</i>		
Receivables	37,187,042	36,247,735
Deposits	97,450	97,450
Car Loan Receivable	1,468,850	2,096,924
	38,753,342	38,442,110
Prepayments	6,363,768	11,199,551
Total Receivables & Prepayments	45,117,110	49,641,661

14. ACCUMULATED FUND

	30 June 2021	30 June 2020
Balance at 1 July 2020	(113,151,832)	(6,621,594)
Surplus / (Deficit) for the period	45,509,460	(63,270,632)
Prior Year Adjustments	1,384,527	79,515
Measurement of Pension in NAE	(22,687,307)	(17,829,721)
Revaluation Reserve	47,150	60,600
Transfer to Accountant-General	-	(25,570,000)
Balance at 30 June 2021	(88,898,002)	(113,151,832)

Notes to the Financial Statements

for the year ended 30 June 2021

	Year ended 30 June 2021	Year ended 30 June 2020
	Rs	Rs
15. PROVISIONS & OTHER LIABILITIES		
Passage Benefits	2,580,081	2,036,430
Vacation Leave	8,846,359	8,826,451
Court Cases	1,639,969	1,639,969
Car Loan Payable	1,468,850	2,096,924
Refundable Deposits	46,000	31,000
	14,581,259	14,630,775
16. REVENUE FROM NON-EXCHANGE TRANSACTIONS	30 June 2021	30 June 2020
Grant received from Government		
Promotional Activities incl: Covid-19	246,900,000	472,288,000
Administrative Expenses	60,000,000	63,000,000
Additional Grants	123,700,000	41,720,000
Covid Solidarity Fund	89,399,764	-
Ministry of Health & Wellness	26,334,344	-
Wakashio oil Spill	12,972,068	-
Contribution Sociale Généralisée (CSG)	1,230,306	-
Interim Allowance (PRB)	552,000	-
Total Grant Received (Accountant-General)	561,088,482	577,008,000
17. REVENUE FROM EXCHANGE TRANSACTIONS		
(a) PRIVATE SECTOR CONTRIBUTIONS	30 June 2021	30 June 2020
Fairs & Roadshows / Events	603,750	17,959,191
Covid-19	173,752,080	31,354,694
Transportation Service Contracts	-	3,949,414
	174,355,830	53,263,299
(b) OTHER INCOME		
Vat Refunds	-	1,329,201
Sundries	282,104	470,436
Space Rental 1TB	-	3,911,723
Revaluation Gain	777,376	1,007,836
	1,059,479	6,719,195
TOTAL	175,415,309	59,982,494
18. PAYABLES	30 June 2021	30 June 2020
Accruals: Promotional, Covid-19 & Wakashio Oil Spill Expenses	158,253,408	138,845,783
Accruals: Administrative	2,168,566	1,306,308
Income Received in Advance	-	343,089
	160,421,974	140,495,180

Notes to the Financial Statements

for the year ended 30 June 2021

19. ADMINISTRATIVE EXPENSES	Year ended 30 June 2021	Year ended 30 June 2020
	Rs	Rs
STAFF COSTS		
Staff Salaries & Emoluments	22,186,704	23,024,319
Staff Allowances & Other Benefits	10,894,295	10,825,412
Travelling & Transport	3,920,680	4,175,893
Pension Costs	4,575,259	4,441,532
Contributions (Medical, FPS, NPF)	2,896,134	1,244,262
Staff Welfare	234,037	537,994
Training of Staff	104,500	443,704
	44,811,609	44,693,115
OTHER ADMINISTRATIVE EXPENSES		
Rent	3,452,403	4,206,582
Utilities	1,510,784	1,605,717
Incidental & Office Expenses	2,587,984	2,772,130
Motor Vehicles Running Expenses	1,431,952	1,522,481
Legal & Professional Fees	1,217,218	898,889
Board Member Fees	663,294	480,159
Other Committee Fees	983,700	800,939
General Maintenance & Others	2,002,534	1,005,936
	13,849,869	13,292,832
	58,661,478	57,985,948

20. PROMOTIONAL AND COVID-19 EXPENSES	30 June 2021	30 June 2020
Advertising Campaigns	17,152,955	119,386,409
Public Relations Contracts	41,363,898	77,723,662
Fairs / Workshops / Roadshows & Others	10,234,036	82,473,514
Worldly / Local Events	31,470,953	83,914,251
Communication & Promotional Tools	27,688,700	4,654,020
E-Marketing	26,966,699	21,379,573
Educationals & Public Relations	528,329	15,713,187
Small and Medium Enterprises	60,000	1,192,451
MICE, Cruise & Others	10,114	2,597,237
Covid-19 Expenses	458,154,677	214,163,199
Wakashio Oil Spill Expenses	14,938,161	-
Special Assignments	-	8,092,735
Promotion of Rodrigues	-	3,187,782
Low Season Campaigns	-	2,649,530
	628,568,523	637,127,550

Notes to the Financial Statements

for the year ended 30 June 2021

	Year ended 30 June 2021 Rs	Year ended 30 June 2020 Rs
21. EMPLOYEE BENEFITS		
Provision as at 30 June 2021	8,212,081	7,623,515
	8,212,081	7,623,515

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 2021	30 Jun 2020
Opening Balance Payable	2,096,925	2,388,082
Loans made during the year	550,000	650,000
Repayment of Car Loan	(1,178,075)	(941,157)
	1,468,850	2,096,925
Amount payable within one year	(604,294)	(1,074,949)
Amount payable after one year	864,556	1,021,976

23. RELATED PARTY TRANSACTIONS

For 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 decisions or vice versa.

This Authority had no related party transactions as of 30 June 2021.

Notes to the Financial Statements

for the year ended 30 June 2021

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 staff who are responsible for planning, directing and controlling the activities of the organisation. The aggregate remuneration of key management personnel was Rs 16.26 M for the period ending 30 June 2021

	Year ended 30 June 2021	Year ended 30 June 2020
	Rs	Rs
Director	1,825,798	1,737,661
Head of Sections	2,590,640	2,772,182
Other Senior Staffs	11,838,578	12,075,639
TOTAL	16,255,016	16,585,482

BOARD OF DIRECTORS REMUNERATION

Chairperson fees	304,194	355,239
Board members fees	359,100	124,920
TOTAL	663,294	480,159

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 2021.

26. CLAIM FROM EX RESEARCH & DEVELOPMENT MANAGER

The Ex-Research & Development Manager at MTPA had entered a case against the MTPA for unjustified termination of employment and is claiming damages to the tune of Rs 1,639,969. The case was heard on 25 January 2022 and the Vice-President of the Industrial Court has in her judgement dismissed the plaint of Mr D. Babooa. The latter has now sent MTPA notice of appeal through the Supreme Court of Mauritius.

Notes to the Financial Statements

for the year ended 30 June 2021

27. RETIREMENT BENEFIT OBLIGATIONS

(a) Defined Benefit Scheme

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

The most recent actuarial valuations of the plan assets and the present value of the defined benefit obligation were carried out at 30 June 2021 by SICOM Ltd as per IPSAS 39 Adoption.

Amounts recognised in Statement of Financial Position at end of year:	Year ended 30 June 2021 Rs	Year ended 30 June 2020 Rs
Defined benefit obligation	128,930,131	106,246,243
Fair value of plan assets	(24,446,722)	(26,791,576)
Liability recognised in Statement of Financial Position at end of year	104,483,409	79,454,667

Amounts recognised in Statement of Financial Performance:

Service Cost:

Current service cost	2,426,746	2,463,775
(Employee contributions)	(864,847)	(877,313)
Fund expenses	130,268	112,216
Net Interest expense / (Revenue)	2,883,092	2,196,818
P & L Charge	4,575,259	3,895,496
Remeasurement		
Liability (gain) / Loss	22,972,145	18,704,384
Assets (gain) / Loss	(284,838)	(874,663)
Net Assets / Equity (NAE)	22,687,307	17,829,721
Total	27,262,566	21,725,217

Movements in liability recognised in Statement of Financial Position:

At start of year	79,454,667	59,995,433
Amount recognised in P & L	4,575,259	3,895,496
(Actuarial reserves transferred in)	-	-
(Contributions paid by employer)	(2,233,824)	(2,265,983)
Amount recognised in NAE	22,687,307	17,829,721
At end of year	104,483,409	79,454,667

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

Notes to the Financial Statements

for the year ended 30 June 2021

27. RETIREMENT BENEFIT OBLIGATIONS (continued)

	Year ended 30 June 2021	Year ended 30 June 2020
<i>Reconciliation of the present value of defined benefit obligation</i>	Rs	Rs
Present value of obligation at start of period	106,246,243	88,732,689
Current service cost	2,426,746	2,463,775
Interest cost	3,771,742	3,150,010
(Benefits paid)	(6,486,745)	(6,804,615)
Liability (gain) / loss	22,972,145	18,704,384
Present value of obligation at end of period	128,930,131	106,246,243

	30 June 2021	30 June 2020
<i>Reconciliation of fair value of plan assets</i>		
Fair value of plan assets at start of period	26,791,576	28,737,256
Expected return on plan assets	888,650	953,192
Employer contributions	2,233,824	2,265,983
Past Service Funding	-	-
Employee contributions	864,847	877,313
(Benefits paid + other outgo)	(6,617,013)	(6,916,831)
Asset gain / (loss)	284,838	874,663
Fair value of plan assets at end of period	24,446,722	26,791,576

	30 June 2021	30 June 2020
<i>Distribution of plan assets at end of period</i>		
<i>Percentage of assets at end of period</i>		
Government securities and cash	54.8%	61.7%
Loans	2.8%	3.0%
Local equities	11.8%	10.1%
Overseas bonds and equities	30.1%	24.6%
Property	0.5%	0.6%
Total	100%	100%

Additional disclosure on assets issued or used by the reporting entity

	30 June 2021	30 June 2020
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 2021

27. RETIREMENT BENEFIT OBLIGATIONS (continued)

Components of the amount recognised in NAE Year Currency	Year ended <u>30 June 2021</u> Rs	Year ended <u>30 June 2020</u> Rs
Asset experience gain / (loss) during the period	284,838	874,663
Liability experience gain / (loss) during the period	(22,972,145)	(18,704,384)
	(22,687,307)	(17,829,721)

Year	2021/2022
Expected employer contributions	2,258,914
Weighted average duration of the defined benefit obligation	14 years

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

The plan is exposed to actuarial risks such as investment risk, interest rate risk, longevity and mortality risk and salary risk. The risk relating to death in service benefits is re-insured.

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

	Year ended <u>30 June 2021</u>	Year ended <u>30 June 2020</u>
Discount rate	4.90%	3.55%
Future salary increases	3.00%	2.40%
Future pension increases	2.00%	1.40%
Mortality before retirement	Nil	A 6770 Ultimate Tables
Mortality in retirement	PA (90) Tables rated down by 2 years	PA (90) Tables
Retirement age	65 years	

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

Significant actuarial assumptions for the determination of the defined benefit obligation are the 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 per cent) higher (lower), the defined benefit obligation would decrease by Rs 15.8 M (increase by Rs 19.6 M) if all other assumptions were held unchanged.

Notes to the Financial Statements

for the year ended 30 June 2021

27. RETIREMENT BENEFIT OBLIGATIONS (continued)

If the expected salary growth would increase (decrease) by 100 basis points, the defined benefit obligation would increase by Rs 7.8 M (decrease by Rs 6.8 M) if all other assumptions were held unchanged.

If the life expectancy would increase (decrease) by one year, the defined benefit would increase by Rs 3.8 M (decrease by Rs 3.8 M) if all other assumptions were held unchanged.

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

Appendix

1. Active Members

	June 2021			June 2020		
	Male	Female	Total	Male	Female	Total
Number	17	11	28	19	11	30
Average Age	51	49	50	51	50	51
Average Service	260	263	261	210	250	225
Average Salary	45,288	37,192	42,107	43,468	35,810	40,660

2. Pensioners

	June 2021			June 2020		
	Male	Female	Total	Male	Female	Total
Number	13	5	18	12	4	16
Average Age	68	67	68	68	67	68
Average Pension	21,756	22,203	21,880	21,772	23,227	22,136

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 the Defined Contribution Scheme for the year ended 30 June 2021 and the cumulative balance as of 30 June 2021 are as follows:-

	Contribution period ended 30 June 2021	Cumulative Balance as at 30 June 2021
	Rs	Rs
Employer Contribution	500,256	3,169,437
Employee Contribution	250,164	1,583,350
Total Contribution	750,420	4,752,787



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