

Mauritius



MAURITIUS TOURISM PROMOTION AUTHORITY

Annual Report

2018/19



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Chairperson Message for Financial Year 2018-2019



I am pleased to present the Annual Report of the MTPA on behalf of Mr R. Bhujohory, outgoing Chairperson and also as Acting Chairperson with effect from 08 May 2019.

The tourism industry reached a new height in 2018 with tourist arrivals reaching almost 1.4 million, representing a growth of 4.3%, which is above UNWTO's long term forecast of 3.8 % per year for the period 2010 to 2020.

During the year under review, the Board approved all projects oriented towards the following key objectives:

❖ **Exploit growth from traditional markets** which has not suffered from major market disturbances such as France, Germany and Italy. For the first six months of 2019, we noted with a certain level of satisfaction that France grew by 4.1% in spite of being a broadbase markets, Germany by 4% and Italy by 12%

❖ **Identify and tap the potential of new growth poles, namely, the Middle-East and Eastern Africa.**

• The MTPA held roadshows in the Middle-East [Saudi Arabia and UAE], implemented billboard campaigns and ran intensive social media campaigns. The results have been tangible with tourist arrivals from the Middle-East more than quadrupled during the last three years.

• Similarly, the MPTA had the support of Board members to implement projects with a view to capitalising on rising Eastern Africa by using Nairobi as a hub. Joint marketing campaigns were carried out with Air Mauritius (MK) and Kenya Airways coupled with trade meetings in Kenya and Uganda. The market responded positively and demonstrated room for future growth.

• With Eastern Europe economic recovery becoming firmer since 2018, the MTPA has through trade partnerships and consumer campaigns with players such as TUI, Turkish and EK boosted traffic from the said region. Tourist arrivals from the CIS region grew by 14%, comprising Czech Republic [15.4%], Poland [12.9%] and Hungary [35%] from Jan to June 2019

• South East Asia was also targeted as part of the growth equation. Marketing resources were channelled in future trendy outbound markets, especially the ASEAN [South Korea, Malaysia, Singapore, Japan]. A growth of some 8% was recorded.

❖ **Boosting overall tourism growth by boosting tourist arrivals during the low season: July to September 2018.** The low season performance has been the key contributor to overall growth during the previous years. For FY 2018 – 19, MTPA carried mainly 'above the line' campaigns right from the beginning of March 2018 to boost arrivals for the months of July to September 2018. The performance has been positive with Germany registering 13.6% growth, Italy 10.5%, Switzerland 4.6%, South Africa 11.6% and India 9.7%. The Middle-East grew by 90.6% with Saudi Arabia being a star performer (278%), increasing from 2,364 tourists to 8,939 tourists for the same period.

❖ Last but not least, the MTPA committed part of its marketing resources to **address markets that have been disturbed for various reasons mentioned above:** mainly China, India, UK and Reunion Island.

• Since 2016, the Chinese market suffered from persistent drops in tourist arrivals. The MTPA have had several meetings with the private sector, and a Chinese Strategy workshop comprising all main players on the Chinese market was held in April 2019. The Board gave its greenlight to the main recommendations of the workshop to appoint a lifestyle PR and a Trade PR. Meanwhile, the MPTA Board has approved several additional projects with major OTAs such Tuniu, Ctrip, Qulv, amongst others and reinforced the destination's presence on social media, mainly Wechat and Weibo. Roadshows were also carried out with the Chinese trade.

• India, after some good spell of growth, has shown sign of puffing in the first six months of 2019. The campaign 'Where else but Mauritius' was launched in April 2019 and Mauritius was visible through impactful visuals in key Tier 1 Indian cities. The main players were of the view that marketinwg efforts should be carried out to re-affirm the destination's position within the higher end. PR activities [Bollywood and Zee TV], participation in high-end fairs [SATTE and OTM], joint partnership with MK, roadshows focused on Tier 1 cities have been the main activities carried out on the Indian market.

• In spite of the uncertainty associated with BREXIT, the MTPA was vigorous on the UK market

with campaigns such as the Boxing Day, Kuoni shop campaign, Virgin Holiday campaigns and celebrity ones all ensuring that we remained 'top of the mind' and within the premium segment.

• The "Continuité Territoriale" has had dire impacts on tourist arrivals from Reunion Island. MTPA has almost permanent recourse to joint price tactical promotions with MK and Air Australe.

Airlines injected a total of some 2.4 million seats during FY 2018-19. Part of the marketing resources were also channelled towards hub traffic which represented some 46% of total seats injected. On top of supporting 'Point to Point' airlines, the MPTA also went into joint partnerships especially with Emirates (EK), KLM/MK and Turkish Airlines to attract tourists from key cities not serviced by point to point airlines. Various joint campaigns were carried with Emirates (EK), Turkish Airlines and MK/KLM to motivate tourist traffic from the Nordic countries and UK, Eastern Europe and the Benelux markets respectively.

The cruise segment has also played an instrumental role for FY 2018-2019 and is gradually emerging as a vital segment in the overall Mauritian tourism landscape. Cruise tourists almost doubled from 12,995 to 24,388 from Jan to June 2018 compared to the corresponding period in 2019. To further boost this segment, the MTPA has participated in the Sea Trade Fair in Hamburg. Negotiations are already under way to have bigger cruise vessels in 2020 once the new cruise terminal would be operational.

Concurrently, we also capitalised on events to not only to improve the low season but to reinforce the destination's position as a MICE centre in the Indian Ocean. On top of participating and organising MICE roadshows fairs in respective markets, the destination successfully attracted major international events such as the World Travel Awards and Fintech Conference. World class local events such Afrasia Golf, the Creole Festival, Divali with Zee TV and the Carnival were also organised and were covered by the international media and gave extensive viewership to the destination.

E-marketing has become firmly entrenched in MTPA's overall marketing strategy. The core focus has been on the development of content and its promotion on key online channels and social media and motivated the users to engage with the destination's social profiles. E-marketing actions were also reinforced through influencer marketing with loyal audience's engagement. The key projects have been:

- The creation of content, traffic drivers, social media and display campaigns in English and French on euronews.com.
- Digital advertising campaign on LastMinute.com
- Advertising campaign with IExplore and TravelMindset

The first semester of Year 2019 constituted a very typical one for the tourism industry on account of

numerous external factors, most of them, being beyond our control. Our major marketing concerns were that airlift would not be as flourishing as the previous years of laudable performance and would affect growth from two broadbase markets, namely India and China. Additionally, EK temporarily reduced its operations from Mid-April to end of May 2019, and Eurowings stopped flying after April 2019 which further complicated matters.

BREXIT effect is expected to be adversely felt in the UK tourism outbound segment and to a certain extent across Europe. We would still need to strive hard to re-establish growth from the Chinese market, and with the South African Rand's weakening, we could not expect same commendable performance as before. To add, the destination also had to match a new breed of competitive forces related to price, new destinations, air access [French B servicing Reunion Island for instance] and subsidies such as 'Continuité Territoriale'.

The MTPA has as major tasks to use both the traditional and IT-driven channels specific to each and every market to communicate closely the right message to the potential tourists. The support of industry partners and outbound trade already in the current network was also solicited to optimise on the 'low hanging market' potential and push travel wherever possible to the island.

The next financial year 2019 - 2020 will also be growth challenging. My ultimate message would be that MTPA and all stakeholders of the tourism sector would need to join forces together in a harmonious and magnified way. Marketing strategies would have to be innovative and adapted to boost tourist arrivals.

On this note, I will extend my thanks to the captains of the industry who have ploughed back their profits to rejuvenate their products to the tune of an ever more demanding tourism clientèle.

I have no doubt that we have dedicated resources to move forward in the right direction with regards to the tourism sector which will continue to be one of our major growth sectors. I wish to thank the Minister of Tourism, Hon. Anil Kumarsingh Gayan SC, for the confidence and trust bestowed upon the MTPA Board; and also the Director of the MTPA and staff for their valuable contribution.

We look forward to making the coming year a brighter one with the collaboration of all our key partners in the Mauritian tourism industry.



MRS DEVI CHAND ANANDI RYE
SEEWORUTHUN

Message from the Director



“Proximity to the consumers will continue to be one of my key priorities.”

ARVIND BUNDHUN

The industry has experienced laudable growth since the last three years. Tourist arrivals have increased from 1.15 million and almost reached 1.4 million by 2018. This success has been the fruition of concerted efforts on the part of one and all.

Since I resume office in June 2018, I have set as objectives to cruise at a sustainable annual growth rate of 3-5% for the coming three years, a reasonable target in the context of a widened tourism base knowing that 2019 will be a very challenging year for the Mauritian tourism industry. I understood that the MTPA will need to face market realities and supply-side issues not necessarily in the ambit of our control: drop in airlift from key markets which will impact negatively on China and India, rising fuel prices, the uncertainty related to BREXIT, depreciation of the rands, new emerging destinations and aggressive global competition.

The MTPA strategic imperatives has therefore to:

- ❖ Manage uncertain markets: UK, China and India, our 3 core markets
- ❖ Capitalise on tourist arrivals from robust economies of Europe: Germany, France, Eastern European, Nordics amongst others
- ❖ Exploit hubs and the huge network conferred to us by EK, Turkish Airlines and MK/KLM

- ❖ Streamline the Africa strategy and exploit full potential of ‘Rising Africa’ through Johannesburg/Nairobi
- ❖ Boost tourist arrivals for the low season 2019 by at least 5%
- ❖ Define Segments and MICE focus
- ❖ Organise World Class Events both locally and internationally

The sustained drop from the China market was first of my concerns. After having raised the issue with the all stakeholders, and following the workshop held in April 2019, it was decided to appoint a Lifestyle PR which will redefine the destination’s positioning in China and a Trade PR to nurture an excellent relationship with the Trade. MTPA’s PR actions were also supported with advertising in markets such as India and the UK.

The MTPA has also worked jointly with hub airlines to ensure that we can optimise traffic through Dubai, Nairobi, Jeddah and Istanbul. The growth from the Middle-East and Eastern Africa was noteworthy, and the foundations have been well structured to have positive growth for the coming three years. The performance from Eastern Africa [Kenya, Tanzania, Rwanda, amongst others] have also been optimistic.

With Eastern Europe’s economic progress

MESSAGE FROM THE DIRECTOR

during the last three years, MTPA has also invested in both trade, consumer campaigns and social media campaign. Results have been tangible with tourist arrivals from Eastern Europe have grown from 16,650 to 36,314, representing an average of 20% from 2014 to 2018. Some 42,000 tourists are expected in 2019 .

Proximity to the consumers will continue to be one of my key priorities. The MTPA, through its PR and Advertising Representatives will ensure that the necessary marketing actions translate into positive growth. We are conscious that the destination will face supply-side issues even in 2020. MTPA core strategic essence will focus on the consumers while concurrently motivating new airlines to service Mauritius.

We will also make it a priority to use all media platforms that we reckon would bring us that added value. Bonding with the trade will be done through roadshows and during our presence in the major world tourism events. Actions on niche markets will also figure amongst our top priorities, with more presence and visibility in specialized event such as diving, golf, or marriage fairs. The revamped MICE incentives in the budget 2019-2020 have provided with the necessary competitive arguments to boost the MICE and wedding segments. Tailored made

actions are already being carried out in India and other markets to attract volumes from the MICE segment.

We should ensure that the destination is very upscale and affordable in all markets. We will continue to affirm our presence in events such as the Festival des Cannes, Royal Ascot amongst others. With the Middle-East showing good potential for future growth, considerations for such landmark events are also being given due consideration.

Growth of the tourism industry hinges on the collaboration of all stakeholders. I count of on the employees of the tourism trade to continue as it has been in the past to express their 'unique hospitality' through their smiles. Collaboration of the airlines, the hotels and the DMCs are vital. With all stakeholders on board, aligned strategies and looking beyond the horizon, I am optimistic about a positive future for the tourism industry.



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 conduct research into market trends and opportunities as well as disseminate such information and other relevant statistical data on Mauritius.
5. To advise the Minister on all matters relating to the promotion of tourism.

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 2018 to June 2019, the MTPA was administered by the following Board members:

Chairperson

Mr Vijay Coomarsingh Bhujohory (*until 28 April 2019*)
Mrs Chand Rye Seewooruthun (*as from 08 May 2019*)

Members

Mrs C. R. Seewooruthun
Permanent Secretary,
Ministry of Tourism

Mrs V. Pareatumbee
Lead Analyst
Ministry of Finance

Mr Namasivayen (Ken) Poonoosamy
Acting CEO,
EDB Mauritius

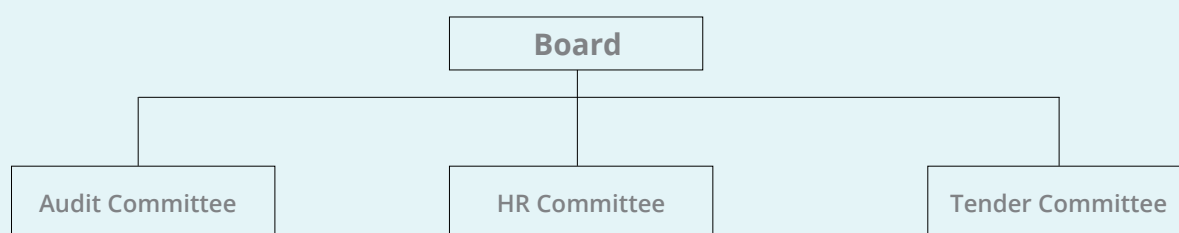
Mr A. Martin
Chairman,
MFDC

Mr J. Kwok
CEO,
AHRIM

Mr Neezam Jeetoo
Director,
South Gate Island Tours

CORPORATE GOVERNANCE

Committees reporting to the Board



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

HR Committee

The role of the HR Committee is to provide an efficient mechanism for the detailed examination of selection and appointment processes concerning the Authority's officers. The MTPA HR Committee met 9 times during the period July 2018 to June 2019.

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

Chairperson

Mrs C. R. Seewooruthun - *Permanent Secretary, Ministry of Tourism*

Members

Mr J. Kwok - *CEO, AHRIM*

Mrs V. Pareatumbée - *Lead Analyst, Ministry of Finance*

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

Tender Committee

The Tender Committee looks into all matters regarding procurement, be it goods, other services or consultancy services. For the period July 2018 to June 2019, the MTPA Tender Committee met 36 times.

The members of the Tender Committee are as follows:

Chairperson

Mrs V. Pareatumbée - *Lead Analyst, Ministry of Finance*

Members

Mrs C. R. Seewooruthun - *Permanent Secretary, Ministry of Tourism*

Mr N. Jeetoo - *Director, South Gate Island Tours*

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 Namasivayen (Ken) Poonoosamy - *Acting CEO, EDB Mauritius*

Mr N. Jeetoo - *Director, South Gate Island Tours*

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:

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

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

During the period July 2018 to June 2019, the Audit Committee met 2 times.

CORPORATE GOVERNANCE

Representation on Board and Committees

The members of the Board and Sub-Committees for the period July 2018 to June 2019 is as follows:

Name	Board	Audit Committee	HR Committee	Tender Committee
Mr V. Bhujohory	•			
Mrs C. R. Seewooruthun	•		•	•
Mr A. Martin	•			
Mrs V. Pareatumbee	•		•	•
Mr J. Kwok	•	•	•	
Mr N. Jeetoo	•	•		•
Mr N. Poonoosamy	•	•		
Mr R. Moolye (Alternate)			•	
Mr O. K. Dabidin (Rep of MOT)	•			
Mrs I. Mooraby (Alternate)				•
Mrs S. Govedo (Alternate)				•

Name	Board	Audit Committee	HR Committee	Tender Committee
Total Number of Meetings	13	2	9	36
Mr V. Bhujohory	11			
Mrs C. R. Seewooruthun (as member) (as Chairperson)	9 2		6	18
Mr R. Moolye (Alternate)			2	
Mr O. K. Dabidin (Rep of MOT)	2		1	
Mrs S. Govedo				1
Mrs I. Moraby				5
Mr A. Martin (as member)	10			
Mrs V. Pareatumbee	13		7	35
Mr J. Kwok	7	2	7	
Mr N. Jeetoo	13	1		27
Mr N. Poonoosamy	4	2		

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

Mrs Chand Rye Seewooruthun

Mrs Seewooruthun acquired substantial experience in the public sector administration and management for having worked successively at the Ministry of Civil Service & Administrative Reforms and the Ministry of Industry. She occupied the post of Deputy Permanent Secretary at the Home Affairs Division, Prime Minister's Office and was subsequently appointed as Permanent Secretary in April 2012. As from March 2016, she held the position of Permanent Secretary at the Ministry of Tourism.

Mrs Seewooruthun holds an MBA from Leicester Business School, UK (1994), a Master's in Public Sector Management from the University of Technology, Mauritius (2004) and a Cycle International d'Administration Publique (CIAP) Diploma from Ecole Nationale d'Administration, France (2005). She also attended the Senior Leaders Seminar organised by the Africa Centre for Strategic Studies in Washington D.C in 2013 and the Planning & Policy Development Course/Gender-Based Violence and Women's Health Seminar in Texas in 2014.

Mrs Seewooruthun also served as Board member of Airport of Mauritius and MDFP during the period 2018-2019.

Mr Vijay Coomarsingh Bhujohory

Vijay Coomarsingh (Raj) Bhujohory is a highly motivated and accomplished business leader with a broad exposure in the Aviation & Tourism Industry, a Fellow of Chartered Management Accountant (FCMA) and a Chartered Global Management Accountant (CGMA) with extensive financial and commercial expertise.

Mr Bhujohory has played a key role in the organic growth of the national carrier, Air Mauritius Ltd, during his 22

years in office. He has a wide experience in Route & Market Development in Europe, Africa, Australasia, regional and emerging markets, namely India and China. He has always believed in close collaboration with the principal stakeholders of the industry, namely Airline Operators, hoteliers, tour-operators and Destination Management Companies (DMC). He has also brought a radical change in the supply chain management and lent a strategic dimension to the procurement process. He pioneered a complete paradigm shift in the acquisition of goods and services with the introduction of 'the total cost of ownership' concept. This brought a continuous improvement culture across the supply chain through innovation and best practice.

During the past years, he has been involved in various business transformation projects and 'change management initiatives' ranging from Company repositioning, product rebranding to Corporate strategic review with Key Industry Leaders.

During his chairmanship at MTPA, Mr. Bhujohory held no other directorship on any other Board.

Mr Arnaud Martin

Arnaud Martin has been a Board member of the MTPA from 1997 to 2014, Chairman from January 2015 to December 2016 and Board member from 28 April 2017. He is also the Chairman of the Mauritius Film Development Corporation.

Mr Martin was chairman of the Association des hôteliers et restaurateurs de L'île Maurice (AHRIM) in 1996/97 and 2003/04, equally Chairman of World Leisure Holidays in South Africa and Solea Vacances in France, with a joint turnover of roughly US\$ 50 million. He obtained twice the Leading Hotel of the World chairman's award for outstanding Public Relation campaigns. He was as well once honoured with the American Advertising Award.

In 1987, Mr Martin joined Pullman International Hotels as Commercial Director for the Indian Ocean, a post he held for one year. In 1988, he joined Sun International Hotels (SIH) which was then under the helm of the leading entrepreneur Sol Kerzner, founder of Southern Sun Hotels. He served as Commercial Director Indian Ocean, until the 2008 split between SIH and Sun Resorts. From that year to 31 July 2014, he occupied the position of Executive Director and Chief Marketing Officer with Sun Resorts.

Mr. Martin holds an MBA from University of Cape Town's Graduate School of Business.

In 2006, he was elevated to the rank of Commander of the Order of the Star and Key of the Indian Ocean for distinguished service to the tourism industry in Mauritius.

Mrs Vailamah Pareatumbee

Vailamah Pareatumbee joined the administrative services in 1980 and moved to the Ministry of Finance (Management Audit Bureau) in 1989, as Accounting Technician. She was offered appointment as Accountant in 1990 and then promoted successively to Senior and Principal Accountant in 2003. This post has been restyled twice as Principal Financial & Management Analyst and then to Lead Analyst.

Mrs Pareatumbee is also a member of the MTPA Tender and HR Committees. She is the Board member of the Mauritius Ports Authority since October 2013. She is also a Fellow of the Association of Chartered and Certified Accountants since 2001 and, in the year 2000, she successfully completed her master's in business administration (MBA) with specialization in Finance.

Mr Jocelyn Kwok

Jocelyn Kwok is since 2011 the Chief Executive Officer of AHRIM (Association of Hoteliers and Restaurants - Ile Maurice), the main professional

CORPORATE GOVERNANCE

Directors' Profile (continued)

association of private operators and lead spokesperson in the 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 is currently a Fellow Member of the MIOD (Mauritius Institute of Directors).

Prior to joining AHRIM, Mr. Kwok was the General Secretary of the Mauritius Chamber of Agriculture where he led industry positions with particular focus on international sugar trade and local food production. From 1991 to 2006, Jocelyn Kwok was a Management Consultant at De Chazal Du Mée, acquiring the Partner status in 1998. He was Head of the Marketing and Economic Studies Service Line, specialising mainly 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

Ken Poonoosamy is the Acting CEO of EDB Mauritius (formerly known as the Board of Investment / BOI), the country's national investment promotion agency.

Since joining BOI in 2005, he led various directorates within the organization and has used his international expertise to develop and promote Mauritius as a competitive global hub. During his tenure of office, investments thrived in financial services, logistics, BPO, ICT, the seafood and Freeport sectors.

Mr. Poonoosamy is a regular speaker at international conferences on Africa related investments, at Institutes of Public Administration on good governance, on business practices as well as a number of sector specific issues. Prior to joining the BOI, he served at the Mauritius Freeport and at Deloitte and Touche.

Mr. Poonoosamy holds a master's degree in Port and Shipping Management, a BA (Hons) Economics and International Trade from Leeds Metropolitan University (UK), in addition to a professional diploma in shipping from Lloyds (UK). He is also an alumnus of the École supérieure des sciences économiques et commerciales (ESSEC) in France.

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

During the period under reference, Mr. Poonoosamy has served as Board member in the following institutions: HRDC, SBM Infrastructure Ltd and ISP Limited.

Mr Neezam Jeetoo

Neezam Jeetoo is the Director of Southgate Group of Companies. He is also the President of the Tourism Promotion Association and a Board Director of the Mauritius Standards Bureau. Mr. Jeetoo is a member of the MTPA Tender and Audit Committees.

DIRECTOR APPOINTMENT PROCEDURES

As per the MTPA Act 1996, the MTPA is administered by a Board with a Chairperson and six members, three of whom represent the private sector and three, the public sector.

As per the MTPA Act, members are appointed by the Minister to whom the responsibility for the subject of tourism is assigned. They are selected on the basis of experience and proven ability in the field of tourism, industry, trade, finance, administration or special knowledge or experience that render them fit and proper for membership.

Every appointed member holds office for two years and are eligible for re-appointment.

DIRECTOR DUTIES, REMUNERATION AND PERFORMANCE

Board meetings

The Chairperson and the Secretary to the Board are responsible for scheduling the Board meetings. These meetings are usually conducted on a monthly basis. Special meetings are also convened for urgent matters.

During the period July 2018 to June 2019, the Board met eleven times under the Chairmanship of Mr V. C. Bhujohory, three of the aforesaid meetings being special ones two times under the Chairmanship of Mrs C. R. Seewooruthun.

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

The three sub-committees, Audit, HR and Tender, 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 2018 to June 2019, a total amount of MUR 417,288 has been paid as Director fees as per the relevant sections of the PRB Recommendations.

Performance evaluation and appraisal

As per Government decision, the Ministry of Financial Services, Good Governance and Institutional Reforms is responsible for the systematic evaluation of the performance of the Chairpersons and Board Members on the basis of pre-defined Key Performance Indicators (KPIs) and Self-Assessment Questionnaires.

RISK GOVERNANCE & INTERNAL CONTROL

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

The Board delegates to Management the responsibility for designing, operating and monitoring both the system and maintenance of effective control. The system of internal control is based on 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 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. The Financial Statements 2018/2019 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 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.) and contributes in the making of the Mauritius Taxi Map, 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, Divali festival, Festival International Kreol and the China Town Festival, amongst others.

MTPA runs an internship scheme to provide training to unemployed youngsters to enhance their employability. During the period under review, some 20 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 (team building, sports activities, children's programme, wellness, end-of-year get togethers, etc.).

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 do not affect the normal business of the MTPA. Normally, all the observations and discrepancies noted are first discussed, cleared and agreed with the officers responsible of the department and markets and submitted to Management for corrective actions with recommendations.

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

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

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

RELATIONS WITH SHAREHOLDERS AND OTHER KEY STAKEHOLDERS

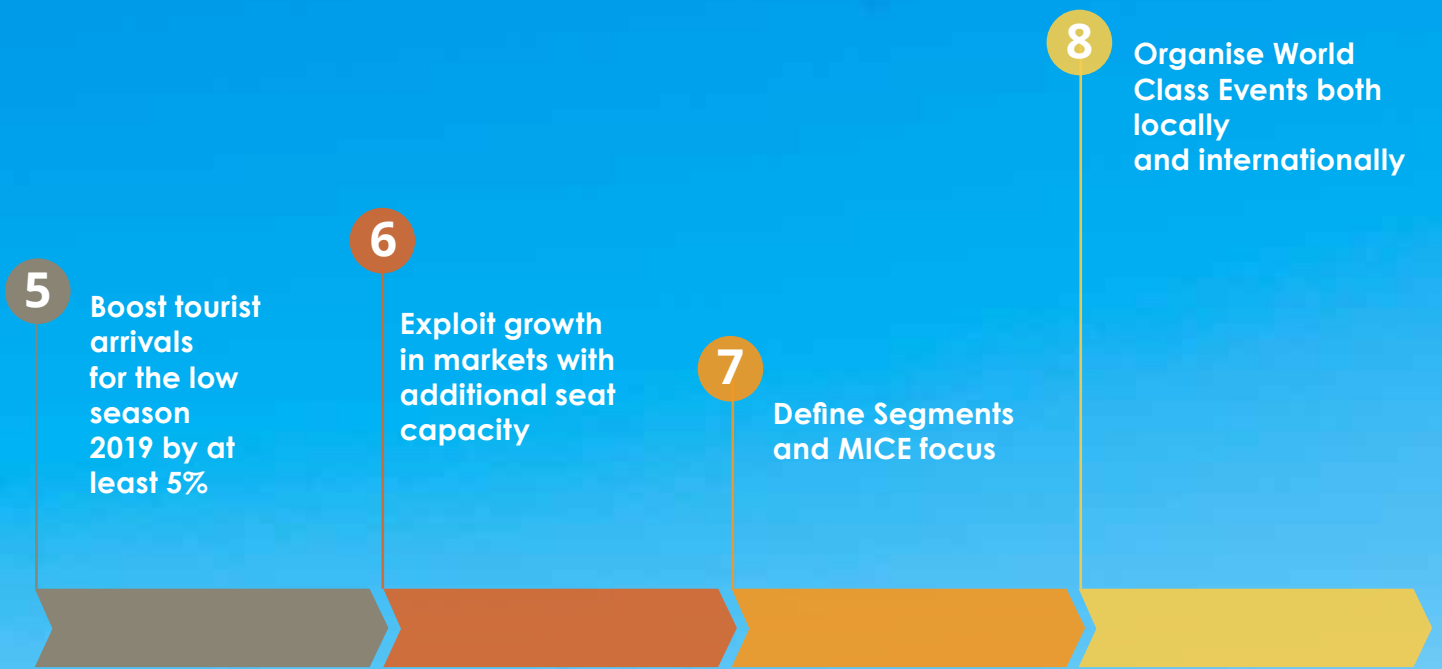
The MTPA regularly conducted meetings with its stakeholders on major and emerging markets for joint projects, press and fam trips, participation in international fairs and roadshows and also for advertising campaigns. MTPA stakeholders include mostly airlines, hoteliers, tour operators, DMCs and tourism associations.

Annual PR meetings were also held for the major markets like France, UK, Germany, Switzerland, Italy, Benelux and Nordic countries, China, India, Reunion, South-Africa and Kingdom of Saudi Arabia.

MTPA STRATEGY

The MTPA set as target to achieve 5% growth in tourist arrivals in 2018 with some 1,408,000 visiting the island. A four-pronged marketing strategy was developed with a view to achieving the said objective.





MARKET ACTIVITIES

MTPA KEY MARKETING ACTIONS

The destination also benefitted from a fruitful low season with tourist growing from 483,565 to 513,684 in 2018 representing a growth rate of 6.2%

Activities	2015	2016	2017	2018	2019 (Jan - June)
Participation in overseas tourism fairs	20	26	28	20	8
Organization of roadshows	12	14	16	22	12
Organization of major events at national & international level	32	40	38	40	25
Organization of FAM trips	15	20	30	35	22
Organisation of Press Trips	150	175	180	175	85
Sponsoring of Events	10	8	8	9	4
E-Marketing and Social Media (Visits/hits)	40 million	42 million	50 million	61 million	22 million
Celebrity Marketing	3	2	2	4	3
Promotion of the destination in International Media (CNN/BBC/Zee TV Top Travel Magazines, etc)	18	22	25	32	19

MARKET PERFORMANCE

A defined set of marketing action was implemented in markets taking into account their respective contexts:

- Optimal mix of digital, PR and advertising tools adapted to the profile each market
- Dedicated low season plan to boost arrivals during the month of May to September 2018
- Digital strategy to make Mauritius visible in all social media channels
- World class events that will make Mauritius visible in our key markets
- A focused strategy on the development of cruise tourism and homeporting
- Joint partnership with airlines
- Promotion of niche segments
- Local events

The key outcomes were as follows:

In a nutshell, the 'Markets with additional seat capacity' grew by 7.8%, 'traditional markets with growth potential' rose by 5% while hub passengers increased from 358,282 to 410,494, representing growth of 14%. The hubs [Dubai, Schipol and Istanbul] attract tourists mainly from the Scandinavian region, Eastern European and from the traditional markets. Reunion and China, which were considered as 'Markets with great concerns' dropped by 5.2% and 9.9% respectively.

1. Manage uncertain markets: UK, China and India, our 3 core markets

MARKETS	Tourist arrivals	Tourist arrivals	% GROWTH
United Kingdom	149,807	151,846	1%
India	86,294	85,766	-1%
China	72,951	65,739	-10%

2. Capitalise on tourist arrivals from robust economies of Europe: Germany, France, Austria, Switzerland amongst others

Countries	2017	Growth target (%) 2018	Targeted Arrivals	ACHIEVED	% GROWTH [+ or +]
France	273,419	1%	276,153	285,271	4.3
UK	149,807	3%	157,297	151,846	1.4
Germany	118,856	9.00%	129,553	132,815	11.7
Switzerland	40,252	9%	43,875	41,084	2.1
Italy	35,101	9%	38,260	38,362	9.3
Australia	21,271	10%	23,398	20,948	-1.5
Austria	17,596	5%	18,476	18,577	5.6
TOTAL	656,302	4.7%	687,012	688,903	5.0%

3. Exploit hubs and the huge network conferred to us by EK, Turkish Airlines mainly

Markets	Airlines	2017	2018
Dubai	EK	315,149	324,416
Turkey	Turkish Airlines	35,556	53,311
Amsterdam	KLM/MK	7,577	32,767
	TOTAL	358,282	410,494

4. Streamline the Africa strategy and exploit full potential of 'Rising Africa' through Johannesburg/Nairobi

MARKETS	Tourist arrivals	Tourist arrivals	% GROWTH
Kenya	3,422	4,035	18%
South Africa, Rep. of	112,129	128,091	14%

5. Boost tourist arrivals for the low season 2019 by at least 5%

LOW SEASON: MAY TO SEPTEMBER 2018

The destination also benefitted from a fruitful low season with tourist growing from 483,565 to 513,684 in 2018 representing a growth rate of 6.2%

YEAR	May	Jun	Jul	Aug	Sep	TOTAL
2017	96,557	78,188	112,347	100,191	96,282	483,565
2018	101,138	84,345	115,881	109,471	102,849	513,684
% G	4.7%	7.9%	3.1%	9.3%	6.8%	6.2%

6. Exploit growth in markets with additional seat capacity

Countries	2017	Growth Target (%) 2018	Targeted Arrivals	ACHIEVED	% GROWTH [+ or +]
South Africa	112,129	4%	116,614	128,091	14.2
India	86,294	8%	93,198	85,766	-0.6
Saudi Arabia	5,142	25%	6,428	16,507	196
Kenya/Tanzania	4,119	8%	4,449	4,832	9
TOTAL	198,423	5.7%	209,812	213,857	7.8%

7. Define Segments and MICE focus

8. Organise World Class Events both locally and internationally



SITUATIONAL ANALYSIS

Tourist arrivals increased from 1,038,968 in 2014 to reach almost 1,399,287 million in 2018, representing an average annual growth of 7.7%, equivalent to an absolute increase of 360,319 tourists.

TOURISM PERFORMANCE 2018

Compared to 2017, tourist arrivals increased by 4.3%, from 1,341,860 to 1,399,287. Europe had the highest market share [59%], followed by Africa [22%] and Asia [15%]. The main source of growth for 2018 were primarily from Europe [5.6%] and Africa [3.5%]. Growth from the 'Americas' grew by 4.5% while a drop of 1.3% was recorded from the Oceanic region.

CONTINENTS	2017	2018	2018/17 [%]	Market share [%]
EUROPE	780,209	824,210	5.6	59
AFRICA	301,898	312,612	3.5	22
ASIA	211,380	213,427	1.0	15
OCEANIA	22,898	22,603	-1.3	1.6
AMERICA	24,795	25,917	4.5	1.8
Others	680	518	-23.8	0.6
TOTAL	1,341,860	1,399,287	4.3	100

CALENDAR OF EVENTS

58 events [both local and international] were organised in 2018. Amongst the key ones were:



Diwali



Mauritius Marathon



Mauritius Attitude Challenge



Kreol festival & the Mauritius Carnival



Trails
[Ferney, Heritage, Dodo, Ultra]



International Jockeys Day



World Tourism Day



Afrasia Bank Mauritius open



Les Trophées de l'Art Culinaire

AWARDS MTPA

2019 World Travel Awards (WTA) – Indian Ocean's Leading Adventure Tourism Destination

2019 World Travel Awards (WTA) – Indian Ocean's Leading Tourist Board

2019 World Travel Awards (WTA) – Indian Ocean's Leading Destination

2019 World Travel Awards (WTA) – Indian Ocean's Leading Cruise Destination

2019 World Travel Awards (WTA) – Indian Ocean's Leading Wedding Destination

World's Best Island Destination - International Council of Pacific Area Travel Writers Association (PATWA), ITB 2019

OTM - Best Pavilion Award – 2019

IAGTO - Golf Destination of the Year for Africa, Indian Ocean and the Gulf States – 2018

2018 World Travel Awards (WTA) – Africa and Indian Ocean: Leading Honeymoon Destination 2018

2018 World Travel Awards (WTA) – Africa and Indian Ocean: Leading Cruise Destination 2018

2018 World Travel Awards (WTA) – Africa and Indian Ocean: Leading Tourist Board 2018 – Mauritius Tourism Promotion Authority (MTPA)

We Like Travel - Meilleure destination touristique étrangère 2018 sur les réseaux sociaux en France

Best Stand Design Awards at World Travel Market Africa 2018.

Best Outbound Destination of Beijing People, by press "New Beijing Post" 2018.

Meilleur Office de Tourisme Étranger - Travel d'Or™ 2018

Top Ten Overseas Travel Destination and Top Ten Island Tour Destinations - Ctrip (China)

Site préféré des internautes - Office de Tourisme Étranger - Travel D'Or 2018

Best Beach Destination 2018- Selling Travel

Star Luxury Holiday Destination 2018 - Travel Bulletin

Fodor's Travel – 2018 Go List

Meilleur Office de Tourisme Étranger - Travel d'Or™ 2018

Best Outbound Destination of Beijing People, by press "New Beijing Post" 2018.

Top Ten Overseas Travel Destination and Top Ten Island Tour Destinations - Ctrip (China)



JAN – JUNE 2019

PERFORMANCE



TOURISM PERFORMANCE

Tourist arrivals increased marginally by 0.5% for the first six months of the year, from 646,865 to 650,082. Contrary to the preceding years of remarkable performance, numerous external factors affected the destination's top ten tourism reservoirs since the start of the year 2019.

- MK financial situation resulting into grounding of flights and reduction of seats in key markets especially in Q1 [Jan - March 2019]
- China 65,000 tourists in 2018 which accounts for 6% of market share is puffing with no signs of recovery.
- EK reduced flights from 16 April to 31 st May 2019 by 13,000 seats for the renovation of the second runway in Dubai.
- UK which represents some 12% [150,000] of total arrivals has started showing downward trends after three years of excellent growth, mainly due to Brexit uncertainties
- MK has reduced seats on the Indian market by some 7,000 in 2019.
- Eurowings ceasing operation after April resulting in a drop of some 22,000 seats from Cologne, Munich and Düsseldorf
- Furthermore, we cannot expect big number leaps from Reunion and South Africa

Given such circumstances, tourist arrivals from the main market dropped from 506,702 to 493,812, by 2.5%.

MARKETS	2018	2019	GROWTH [%]
France	138,456	144,189	4.1
Reunion Island	66,339	63,747	(3.9)
Germany	59,539	61,901	4.0
UK	62,962	61,607	(2.2)
South Africa	54,188	54,782	1.1
India	48,898	41,386	(15.4)
China	33,823	21,945	(35)
Switzerland	17,752	17,784	0.2
Italy	15,202	17,135	12.7
Austria	9,547	9,336	(2.2)

The situation has been alleviated with the laudable performance of the emerging markets, which surged from 35,659 to 46,498. The increase from those markets have to a certain extent compensated from the drop-in tourist arrivals especially from China.

MARKETS	2018	2019	GROWTH [%]
United Arab Emirates	5,181	7,087	36.8
Saudi Arabia	5,198	9,219	77.4
Kenya	1,540	2,364	53.5
Eastern Europe	23,740	27,828	17
Total	35,659	46,498	30%

Cruise tourism has played an important role in boosting tourist arrivals. Cruise tourists have almost doubled from 12,995 from to 24,308 for the period Jan – June 2019/18.

CHALLENGES:

Strengths:

Successfully positioned as high-end
A new destination for some markets [Benelux, Kenya, Saudi Arabia]
Non-Polluted Destination
Excursion – diversity
Shopping
Quality accommodation
Quality of service
No visa formalities
Political Stability

Weaknesses:

Air Access instability and lack of schedule integrity
Hospitality is gradually not to the level it was previously
Lack of visibility in niche segments
Chinese market strategy
Issues related to personal security and thefts
Lack of nightlife entertainment
Lack of shopping



Opportunities:

**Optimize of connectivity
by exploiting hubs**

**Exploit the potential of new
cities**

**MICE/Cruise/Golf
segments: a growing
market size**

**Activities – Main
differentiator from
Seychelles and Maldives**

Threats:

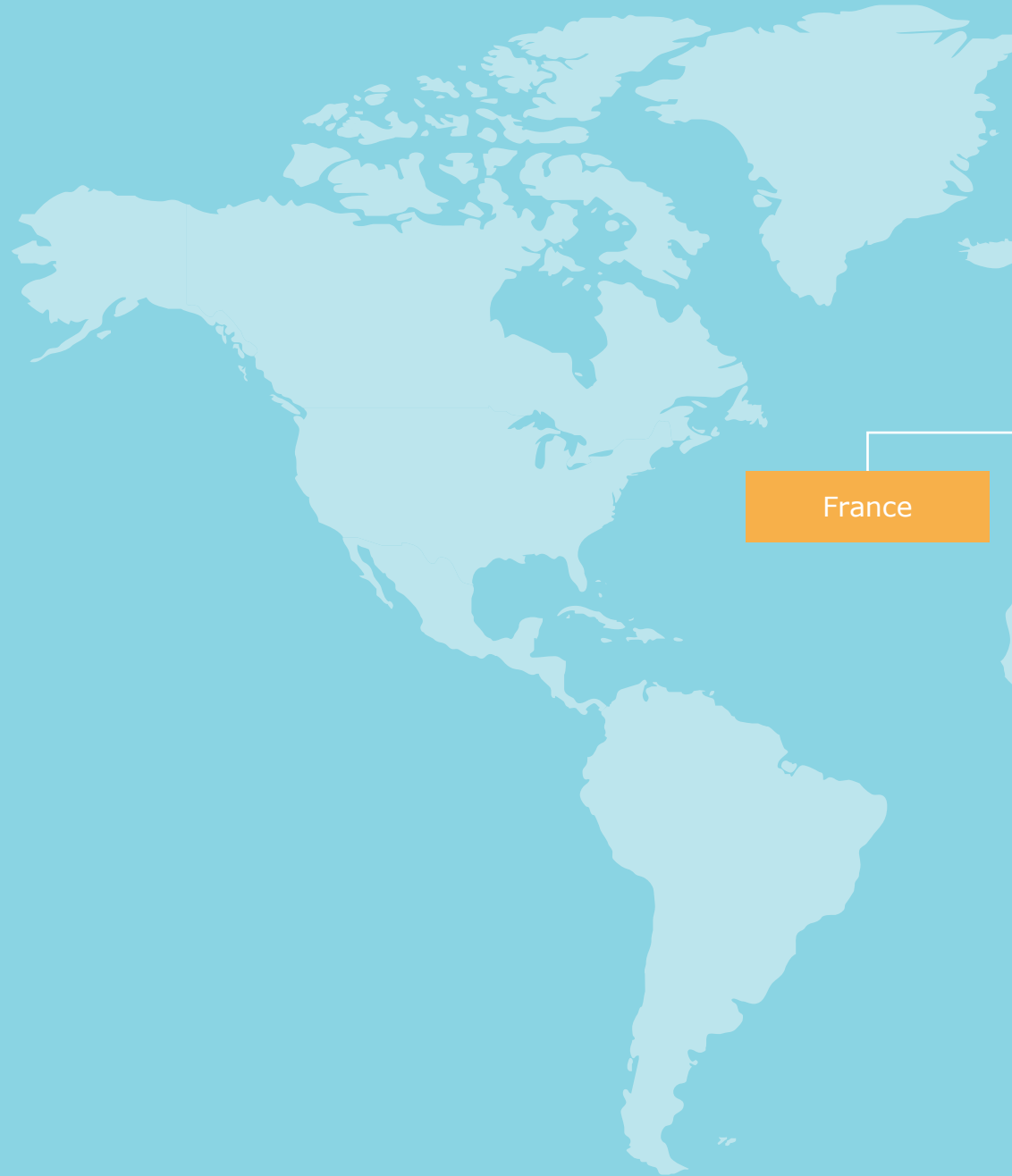
**Aggressive competition
[Especially Maldives]**

**New emerging island
destinations**

**Economic issues: Brexit,
Demonetization in India**

MARKET ACTIVITIES

1. France
2. UK
3. Germany
4. Austria
5. China
6. India
7. Reunion
8. Switzerland
9. South Africa





MARKET ACTIVITIES

FRANCE

October 2018 – June 2019

- Trade & Marketing activities
- PR activities
- Social media activities
- Low season campaign



TRADE & MARKETING ACHIEVED KPI

• Sales call	115
• Travel agents trained	660
• Trade Campaigns	11
• Workshops organized by MTPA	8
• FAM Visitors	234
• B2C Event	1
• B2C Fairs	2

SOCIAL MEDIA & BLOGTRIP ACHIEVED KPI

• Engagement rate	8%
• Number of new fans	+ 20 000
• Number of influencers	8
• Total reach blogtrips	2M
• Number of publications produced	+300
• Number of interactions blogtrip	+300K

TRADE, MARKETING, PR, SOCIAL MEDIA ACTIVITIES
TRADE & MARKETING ACTIVITIES
MTPA DIGITAL CAMPAIGN

PR ACHIEVED

• Media Audience	172, 971, 981
• Media Value	12, 172, 549
• Press Pieces	207
• Media Visits	12
• Media Support	3
• Media events	1
• Media Calls/Meetings	161

MARKET ACTIVITIES

MTPA BOOTH : 24 SQM

MTPA supported the diving activities with active partners on the segment. This edition was positive and very qualitative with visitors who had concrete projects of travels. Partners:

- Mauritius Scuba Diving Association (MSDA)
- Beachcomber / Diving World
- Explorations Sous-marine
- Blue Water Divers
- Air Mauritius
- Rodrigues



DESTINATIONS NATURE FAIR GENERAL INFORMATION

From 14th to 17th March, 2019

- 61 000 visitors
- 245 exhibitors spread over 2 different exhibitions (Destinations Nature Fair and the World Tourism Fair)

MTPA booth : 49m²

MTPA supported the outdoor activities by offering a booth to active partners on the segment. This edition was positive with many visitors on our booth and some of them came with concrete projects of travels.

Partners:

- Air Mauritius
- Casela World of Adventures
- Vanille Nature Park
- Gardens Retreat
- Rodrigues
- MTPA/Interface

DIGITAL CAMPAIGN

Objectives

- Enhance the visibility of Mauritius after the emphasis of the institutional Mauritius branding
- Create a tactical digital campaign
- Convert into sales

Achievements

- 32 623 302 impressions
- 77 format banners
- 92 379 clics
- 0,74 CTR



DESTINATIONS NATURE FAIR

Sega animation every day :

15 minutes on stage twice a day
10 minutes in front of the booth at least three times per day from 2 pm to 6 pm. This entertainment drove visitors to Mauritius booth and they could take pictures and receive some goodies.

Cocktail animation Thursday, Friday, Saturday from 5.30pm to 7 pm and Sunday from 12 to 1.30pm Cocktail animation: 1h30 per day which represents almost 130 cocktails per day. This entertainment has been very successful. It drove visitors to Mauritius booth and they really appreciated the 3 different types of cocktails (spicy, exotism & colada)



DISTRIBUTION OF DEDICATED BROCHURE WITH THE MAIN NATURE WALKS AND ACTIVITIES 2,000 COPIES

Distribution of Mauritius Goodies - Tote bags / pens / booklet/ bottle distributed

MARKET ACTIVITIES

MADAME FIGARO GOLF TROPHY

Objectives

- Feature Mauritius as a premium destination for golf activities in Indian Ocean
- Communicate among a targeted and AB+ audience

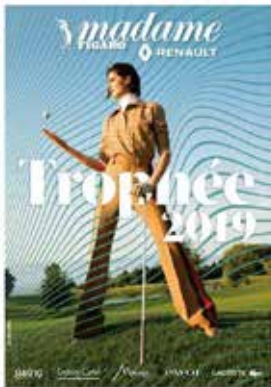
Achievements

- 2 000 golfers reached
- 1,831,000 UV on MadameFigaro.fr:
- 6,6 M readers of Madame Figaro each month 308 •
- 949 copies of Daily Figaro
- 376 204 copies of Figaro Magazine

Activities

- Competition
Different qualifications AND golf tournaments around France. In total : 2000 players
- Digital communication : visibility on MadameFigaro.fr and on the Facebook page
- Offline communication:
MTPA logo on the poster sent to the 650 golf courses of France. Visual and logo on leaflets printed with 10,000 copies. Presence on the relay screens set up on all competitions.

3 insertions in Madame Figaro
2 insertions in the Daily Figaro
An insertion in the Figaro Magazine



VOYAGE PRIVÉ CAMPAIGN

Objectives

Implementation of 5 flash-sales with Voyage Privé to increase awareness and boost departures to Mauritius from January to April 2019.

Activities

From November, 29th 2019 to January, 8th 2019
Implementation of 5 flash sales with several industry Partners :

- Lux Grand Gaube
- Intercontinental
- Outrigger
- Radisson Blu Azuri
- Sugar Beach 1 Facebook Post Newsletter Push

2 Days Exposure in Home page

Achievements

- 179 bookings
- 442 Pax
- 1571 Room Nights



37000 clics

360 000 impressions on Facebook



MAURITIUS CINEMA WEEK PRESS TRIP

Objectives

Invite luxury and lifestyle editor to cover Mauritius Cinema Week and raise awareness toward the event.

Activities

From October 16th to October 22nd 2018
Virginie Garcia from the online magazine Luxsure has been invited to cover the event.
Article has been published following the event.

Achievements

1 article published



MARKET ACTIVITIES

TROPICALEMENT VÔTRE CAMPAIGN

Objectives

Target a high profile of customers Increase awareness of Mauritius Generate sales

Activities

From May 2019 to September 2019

Article published on Tropicalemmentvotre website on ecotourism 1 Sponsored Facebook Post with promotion of the article Banners on website : Golf & Wedding themes

Upcoming activities

Dedicated Newsletter « L'île Maurice autrement », September 2019

Homepage Push during 1 month, September 2019

Achievements

6,9K people reached (Facebook Ads) 1245 interactions

1086 reactions, comments and shares

Other results pending



E-LEARNING

Objectives

Increase awareness of Mauritius in trade

Train travel agents on all the assets of Mauritius

Encourage sales on the destinations

Achievements

590 registered

398 have completed the e-learning 10 travel agents gained an incentive 3 months visibility on Tourmag.com

Activities

All year long

Special push of the e-learning on Tourmag.com B2B media through different displays to increase awareness of the e-learning

- Website Banner
- Facebook/ Twitter Publication
- Newsletter advertorial

Incentive 10 travel agents with prizes : Kadeos gift vouchers

MTPA ROADSHOW

Objectives

Train travel agents and TO on the destination Deliver MTPA key messages via an institutional "roadshow" with airlines

Achievements

121 travel agents trained 7 cities covered

2 airlines partners involved

Activities

From January to April 2019

Total number of trainings:

7 roadshows in different cities

- Paris (Louveciennes) with Alitalia
- Lille
- Rennes
- Cannes with Air France
- Nice with Air France
- Bordeaux
- Toulouse with Air France



UNITED KINGDOM



Individual Press Trips

- Hills Balfour organised an individual press trip to Mauritius for Sean Thomas from The Times. The trip explored the luxury offerings on the island and the journalist experienced the latest hotel openings, staying at LUX* Grande Gaube and One&Only Le Saint Geran. Hills Balfour secured flight tickets and accommodation with partners for the trip. Resulting coverage from the trip appeared in The Times and The Times Online
- Hills Balfour secured an individual press trip opportunity for Stephanie Takyi and a videographer to produce an article and video content for The Metro and Metro.co.uk. Hills Balfour secured flights with Air Mauritius and accommodation with resort partners. Resulting coverage appeared on Metro.co.uk on 12th March 2018, the official day of independence for the island. The article also included the completed video content.
- **Andrea Thompson, marie claire**
Hills Balfour organised an individual trip for deputy editor of marie claire, Andrea Thompson to write an article focused on kite-surfing on the island. Hills Balfour organised flights with Air Mauritius and secured hotel support with The Residence Mauritius and Dinarobin Beachcomber.

The journalist took part in kite-surfing lessons and had the chance to experience other water sports activities at the resorts. Resulting coverage from the trip will appear in the March edition of marie claire.
- **Selina Periampilai, BA High Life**
Hills Balfour organised an individual press trip for Selina Periampilai, chef and food journalist. Hills Balfour booked flights with British Airways and secured hotel support with LUX* Belle Mare and Dinarobin Beachcomber. The itinerary including a number of foodie experiences on the island, as well as the chance to cook and dine with local people. Selina also had the chance to visit and speak with the chef at SALT of Palmar. Resulting coverage will appear in a print edition of BA High Life in 2019.
- **Roisin Dervish O’Kane, Women’s Health**
Hills Balfour organised an individual press trip for commissioning editor Roisin Dervish O’Kane to explore the plethora of health and wellness activities available in the destination. Hills Balfour booked flights with Air Mauritius and secured accommodation at Angsana Balaclava Mauritius Hotel and Paradis Beachcomber Golf Resort and Spa. The itinerary included a number of spa and wellness experiences, as well as beyond the beach experiences such as hiking Le Morne and Seakarting.

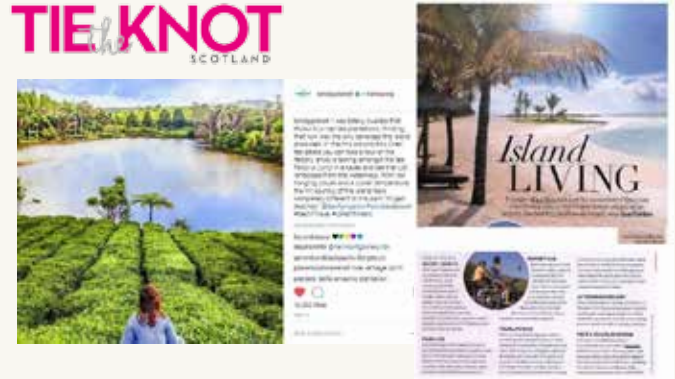
MARKET ACTIVITIES

GROUP PRESS TRIPS

- Hills Balfour organised and hosted a group press trip in January 2018, focusing on the island’s historical and cultural aspects ahead of the 50th anniversary of independence. Media confirmed for the trip by the Hills Balfour team included The Week, HELLO!, Tempus Magazine and glass magazine. The press trip resulted in five dedicated online and print features.

Hills Balfour hosted a group press trip in May 2018 which focused on the island’s plethora of wedding and honeymoon offerings. Hills Balfour secured a range of top-tier consumer wedding publications including Heart Magazine online, Wedding Ideas, Tie The Knot Scotland and Destination Weddings & Honeymoons Abroad. The press trip resulted in four dedicated online and print features.

- Hills Balfour hosted the first dedicated influencer group press trip to Mauritius in April 2018. Hills Balfour secured Daniel Clarke from Lonely Planet and Dan Flying Solo, Elizabeth Carr from Lizzie Outside, Ellie Adams from Elle Next Door and Sophie Knight from Sophie Louise’s Diary. Resulting coverage included dedicated Instagram stories and posts based on the hotels and experiences, as well as Twitter coverage, destination based video content and blog posts from each influencer.



ORGANISATION OF TRADE EVENTS

Mauritius 50th Anniversary of Independence Celebratory Networking Evening – 12 March 2018
 On the 12 March 2018, MTPA UK hosted a networking evening for UK Mauritius stakeholders to celebrate the 50th Anniversary of Independence on the day of Independence itself. This was hosted at a venue in London called The Waterman, and 50 guests attending being a mix of tour operators, travel agents and suppliers. Air Mauritius co-sponsored the event and donated a pair of flight tickets as part of a lucky draw for all operators/agents in attendance. Food and drink was provided at the venue.



UNITED KINGDOM

MAURITIUS UK & IRELAND ROADSHOW

MTPA UK hosted its annual Roadshow in the UK and Ireland on the below dates and venues:

- Monday 4 June 2018 – Hard Rock Café, Glasgow, Scotland
- Tuesday 5 June 2018 – The Morrison Hotel, Dublin, Ireland
- Wednesday 6 June 2018 – Hyatt Regency Hotel, Birmingham, England
- Thursday 7 June 2018 – Sofitel London St James Hotel, London, England

They were four very well attended events with over 300 agents attending in total. Each event was held from 6-10pm at the stated venues, and we had participating hoteliers and airlines at each event as specified below. Each supplier gave a 5 minute presentation, after an opening presentation from MTPA, with an interactive quiz held to test the agent's knowledge on what they had learned during the evening.

Ultimately the winning table of agent's went against each other in the quiz Grand Final, playing for the ultimate prize which was a flight + hotel visit to Mauritius, which varied for each event based on what we were offered by participating suppliers.

Supplier attendance:

- Air Mauritius
- Heritage & Veranda Maritim Hotels
- Attitude Hotels
- LUX* Resorts
- St Regis
- Sun Resorts
- Shanti Maurice
- The Residence
- The Oberoi
- Hilton
- Outrigger



Thursday 14 June 2018

MAURITIUS GOLF & SPA DAY

MTPA UK hosted its 3rd Annual Mauritius Golf & Spa Day at the RAC Club, Epsom, on Thursday 14 June 2018. The objective of this event is still to bring together leading members of the Mauritius UK trade network, at senior level for both suppliers and tour operators, and have a day of celebration of all things Mauritius as well as providing a networking platform. The event was attended by just under 70 Mauritius trade industry contacts, who had the chance to either take part in an 18 hole golf competition, or have a spa treatment and access to the Club's facilities.

Suppliers were invited to attend the event, have a table space for collateral and to meet with the tour operators, as well as offer a prize for the prize giving later in the day. There was also sponsorship available, with LUX* bring along their LUX* ice-cream van, and Heritage & Veranda bringing a prosecco bar for the afternoon drinks reception.

Mauritius Partners:

- Air Mauritius
- Attitude Hotels
- Beachcomber
- British Airways
- Constance Hotels & Resorts
- Emirates Airlines
- Four Seasons
- LUX* Resorts
- Mautourco
- Reve Tourism
- Marketing
- Shangri-La Le Touessrok
- Sun Resorts
- VLH



JUST A DROP CHARITY GOLF DAY

MTPA UK attended the Just a Drop Charity Golf Day event on 5th September 2018 at Dale Hill Golf Club and submitted two teams. This was made up of key Mauritius stakeholders and industry contacts, to bring them together and celebrate golf in Mauritius and network at an event full of golf suppliers and operators. The MTPA teams are as follows:



MARKET ACTIVITIES

AUSTRIA



Market Situation

The sector of tourism and leisure activities accounted for 16.1% of the Austrian GDP in 2016 (direct, indirect and induced combined). In 2017 the total amount of jobs generated through tourism was estimated at 286.000 (rose by 5.2% compared to 2016). The typical Austrian traveler is an individualist, as 66% prefer customized routes and offers with an average length of stay between one and three weeks. 44% book their trips three months in advance.

- In 2017, 5.7 million individuals living in Austria (15+) undertook at least one holiday trip within Austria or abroad. This represents a travel intensity of 76.6%.

- Austrians between the ages of 5-24 years are the most avid tourists (travel intensity: 86.3%), and persons aged 65 and older travel less (58.4%).

- Short and city trips are growing: in 2017, 49% of the interviewed wanted to travel to a city, in 2018 this rate rose up to even 58%.

- Continuing the trend of the last years, Austria's GDP remarkably accelerated in 2017. The European Commission forecasted a growth rate of 2.6% for the country, almost doubling the rate of 2016 (1.5%), whereas the European Union to have a GDP growth rate of 1.6% in 2017. The growth is to be tracked back to a strong private consumption rate, generated by tax reforms in 2016, resulting in propulsion in investment and therefore supporting domestic demand.

Strategies

- Maintain current airlift and/or increase airlift whenever possible, special focus on low season 2020

- Widen the destination's presence in both media and tour operator actions
- increase volumes in the low season

- Intensify presence in the market by focusing on high-yield travelers and niche markets

- Underline the eco-friendly aspects of the destination and the added-value offered in terms of service, facilities and experiences

MARKET ACTIVITIES

JOINT TRADE PROMOTION WITH DER TOURISTIK

MTPA Austria takes part of an exclusive evening event taking place in Mondsee and Vienna. Special agents are invited to a boat trip where MTPA had the possibility to network, mingle and update the agents. Additionally MTPA Austria negotiated the participation in an extra event in autumn called "Indian Ocean Expert" during two days in Vienna and Salzburg. Those events are a great opportunity to establish the Austrian market even more and collect multipliers for Mauritius.



JOINT TRADE PROMOTION WITH THOMAS COOK AUSTRIA

With Thomas Cook Austria MTPA participated in their program Cookies on Tour where around 100 travel agents are being trained on destinations. Marketing Manager Sophia Schlundt flew to Tenerife in order to participate.



EVENT WITH CONDOR

In order to promote the new flight going out from Munich, MTPA Austria conducted an event together with Condor, because this flight connection is interesting for travelers from Vienna as well. Therefore we rented a cooking school and invited agents to go there.

More than 30 followed the invitation and were informed about the news and the country. Additionally we cooked a delicious kreol menu.



June 2017

TRADE FAMILIARIZATION TRIP

There was a common Famtrip in June (20th to 27th June 2018) with DERTOUR Austria. The actions and program was planned according to our theme "sporty and active Mauritius" and included hotel inspections. Our general manager, Nico Ortmann, attended the fam trip with 12 travel agents from Austria and one person from DERTOUR Austria.



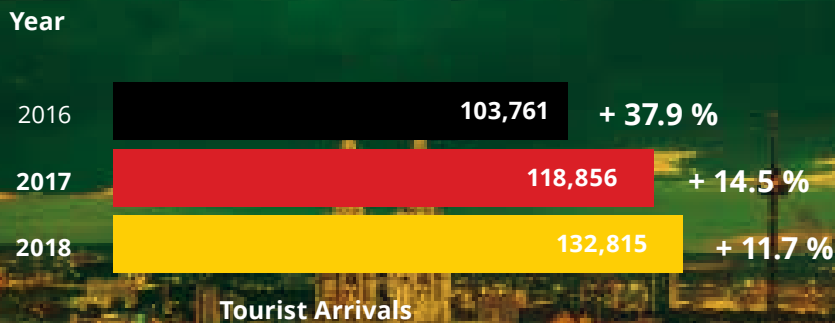
11 - 14 January

FERIENMESSE WIEN WITH RUEFA

The Ferienmesse Wien is the international event for holidays, travel and leisure, and the leading public access tourism trade fair in Austria. Well over one hundred thousand consumers and thousands of experts from within the sector come to enjoy the summit meeting for the tourist industry. The destination Mauritius was presented with a dedicated Mauritius booth within the Ruefa area.



GERMANY



Market Situation

- In 2016, German tour operators, generated a total revenue of 30.2 billion EUR with 68.7 million sold holidays. It is expected that the money spent on holidays will increase continuously within the next couple of years.
- In Germany there are 9.937 travel agencies with a total revenue of 24.5 billion.
- 60% of the business is divided between 7 generalists (cf. graph left) 40% are split between specialists and small tour operators)
- 2.500 tour operators are listed in Germany • Tour operators total sales in 2016: 27.3 billion (previous year's level)
- Number of customers decreased slightly, in total 44 million trips were booked through tour operators in 2016 (cf. 44.9 in 2015)

Strategies

- Maintain current airlift and/or increase airlift whenever possible
- Widen the destination's presence in both media and tour operator actions
- increase volumes in the low season
- Intensify presence in the market by focusing on high-yield travelers and niche markets
- Underline the eco-friendly aspects of the destination and the added-value offered in terms of service, facilities and experiences

MARKET ACTIVITIES

April 2019

TRADE FAMILIARIZATION TRIP

Plan and organize an annual fam trip for travel agents in order to increase knowledge of the destination and their hotels. A travel trade Fam should be conducted in cooperation with a German TO in order to address participants. Plan and organize an annual fam trip for travel agents in order to increase knowledge of the destination and their hotels. A travel trade Fam should be conducted in cooperation with a German TO in order to address participants.



20 - 24 February 2019

F.R.E.E. MUNICH

MTPA Germany attended the consumer show free Munich February 20 - 24 in cooperation with the Indian Ocean specialized Tour Operator Islands4More (offering services for more than 25 years already). Mauritius was represented at the stand of TO Islands4more together with other Mauritius partners. In total 140,000 visitors came to the travel show during the five days.



June 2019

ADVERTISING WITH LUXUSINSIDER

LuxusInsider is the leading trade magazine for the sale of luxury travel in the German-speaking market. Through responsive web technology, the magazine is perfectly displayed on all devices. Mauritius was featured in 3 Newsletters to promote the roadshow in May and also with a so called Hotspot Ad on 18th June and a Related Ad on 14th May (presented in the environment of golf).



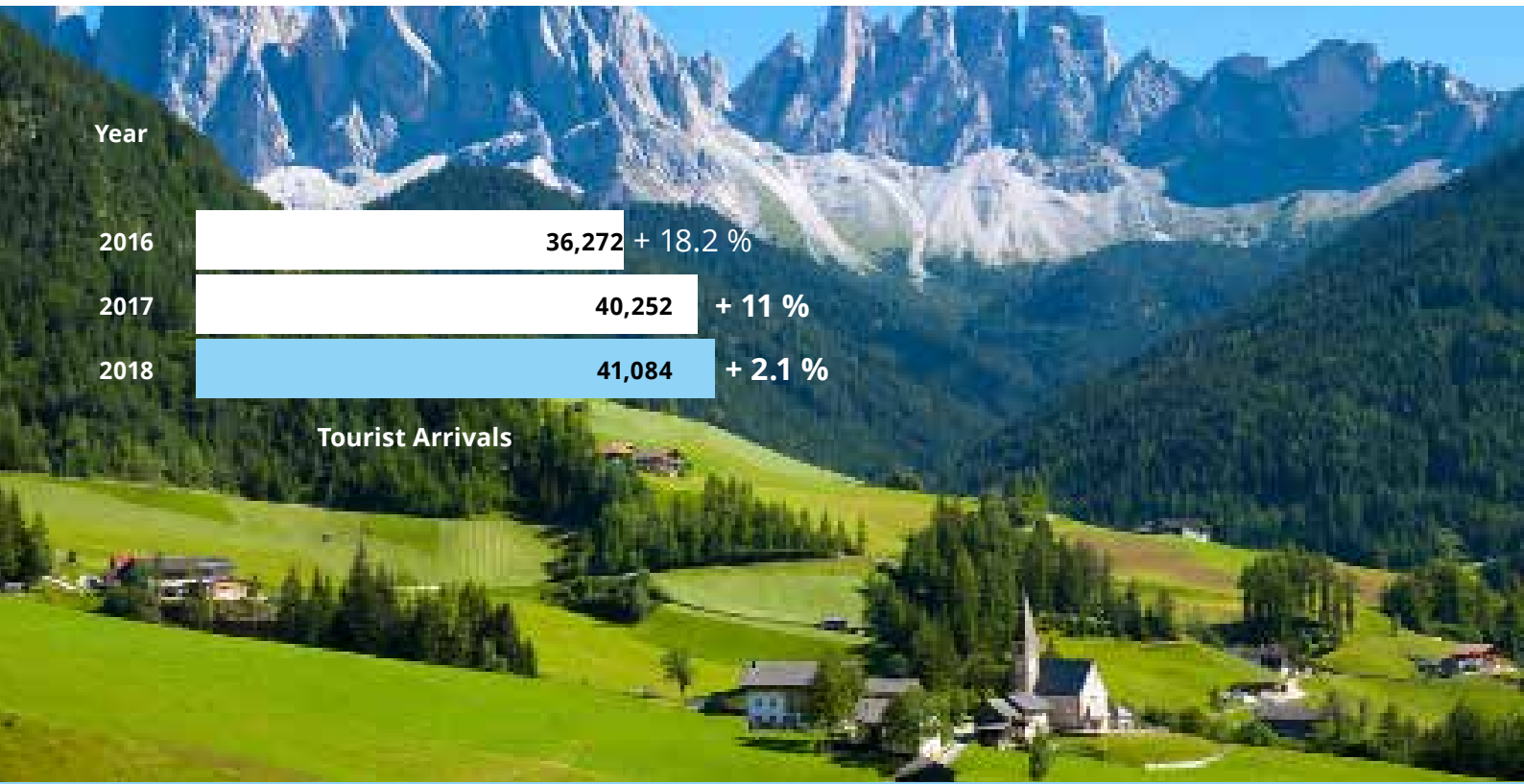
December 2018 & August 2019

JOINT TRADE PROMOTION WITH FTJ

AVIAREPS conducts a big campaign with Urlaubsguru, one of the biggest portals in Germany. The so called "Themenwoche XXL" includes newsletter mailings, banners on the webpage, blog articles and many more. Highlight is the video that has been shot on Mauritius showcasing especially country and culture. We aim to attract a younger audience which is heavily influenced by Urlaubsguru.



SWITZERLAND



Year	Arrivals	Change %
2016	36,272	+ 18.2 %
2017	40,252	+ 11 %
2018	41,084	+ 2.1 %

Tourist Arrivals

January – July 2019 ranked as number 8 for worldwide tourist arrivals

- Steady increase of visitor numbers from Switzerland in the past years
- In 2019, a shift to the Mauritian low season is visible:
 - o May +53.3%, June +84.0% July + 18.3%

Distribution: Brochures & promotional material provision

- Press Office: Requests, inputs, news updates to press
- Bi Monthly Newsletter to press, consumer & trade Clipping Services
- Collecting and archiving of printed and online articles published in Switzerland

MARKET ACTIVITIES

TRADE & CONSUMER ACTIVITIES



SOCIAL MEDIA:

- 2 Facebook postings per week / 3 Instagram postings per week
- Interaction / consumer engagement

July 2018 / August 2018

- Trade Cooperation Let's Go Travel Vitrine offer in their travel agencies in the month of July, MTPA video inclusion on their website within a travel diary section as well as newsletter inclusion



September 2018

TRAVELSHOW 2018

New roadshow concept / three evening events: Lausanne, Berne, Zurich

Mauritius as official partner destination / partners: Let's Go Tours, Beachcomber, Sun Resorts, Air Mauritius, Edelweiss

Networking, entertainment, special Indian Ocean corner Training of 230 travel agents in total.



April, May & June 2019

• SPECIAL ASSIGNMENT EDELWEISS: LOW SEASON NON-STOP FLIGHTS

Approximately 100 participants, including 75 travel agents, participated at the TUI World eXperience Mega Fam Trip to Mauritius. All participants have been trained by MTPA workshops on the island on different island activities and basic facts during a full day workshop at St. Regis.



January 2019

SOCIAL MEDIA CAMPAIGN

Adaption of the Travelnews.ch campaign: Paid posts on our facebook and instagram pages, highlighting the different advertised segments



January 2019

• SPECIAL ASSIGNMENT SNOW POLO ST. MORITZ

During the months of May and June 2018, MTPA Switzerland accomplished a Low Season campaign with Display Magazine where an online banner advertisement has been displayed on the website. Furthermore, an advertorial has been published with a special focus on health, lifestyle & luxury and activities.



REUNION



Market Situation

Reunion is Mauritius third largest source market in terms of tourist arrivals. It is a mature market faced with competition from French Bee low cost carrier. A negative growth of 5.2% in tourist arrivals was registered in 2018.

Market Strategy

Mauritius remains the preferred destination for the Reunionese who visit the destination twice or three times a year. According to a survey commissioned by MTPA 40% of visitors from Reunion are repeaters and 75% of the visitors still make bookings with their travel agents. The overall strategy is to launch visibility campaigns to keep Mauritius as a top of the mind destination and set up a loyalty program to motivate travel agencies to sell the destination. A special campaign was launched in September 2018 to promote MK offer

Challenges

Reunion Island is a price driven market and faces 2 main challenges:

(a) Arrival of Low-Cost carrier French Bee

Since the arrival of French Bee low-cost carrier Reunion residents prefer to travel to France at cheaper rate. Corsair, Air Austral and Air France readjusted their fare to compete on the market and have been offering air ticket under 600 Euros. Corsair offers flight at 378 euros and Air Austral at 468 Euros. Air Mauritius rate is not competitive

(b) "Continuité Territoriale" policy was implemented 4 years ago by the Region whereby families in the medium bracket income can be reimbursed between 300- 430 euros when they travel to Paris. 88,000 travelers benefit from this measure. In 2017 this measure was extended to Reunion citizens living in France and traveling to Reunion. It had a direct impact on incremental growth of 8-12 % in tourist arrivals to Reunion. French Bee provides coupons to travelers who benefit from this measure and visitors pay a minimal rate of 200-300 Euros for the air ticket.

MARKET ACTIVITIES

LOW SEASON CAMPAIGN

Coupled with a street marketing in Rolang Garos Airport



7. MK OFFER SEPTEMBER 2018 + IT FARE OFFER



GOLF FAMTRIP (JUNE 2018) WITH PRESIDENTS, DIRECTORS AND PROS FROM THE 3 GOLFS FROM RÉUNION

June 2018 / 5 full pages in Goffik News - Rp value : 5 500€



PROTOCOLE AND PR - TRADE MEETING WITH TO'



PRESS RELATIONS

Press trip and Special Maurice Jir Edition Mahashivaratree in february
 Blog trips and VIP trip
 Family La Vie en Mauve (in june)

CO BRANDING WITH LOCAL BRANDS FOR STRONG VISIBILITY:

Jumbo, Le Quotidien, Ligue de Rugby...



6. STRONG DIGITAL / FACEBOOK STRATEGY:

Big challenge with To's



SOUTH AFRICA

2016	104,834	+ 2.8 %
2017	112,129	+ 7 %
2018	128,091	+ 14.2 %

Tourist Arrivals

PR/MARKETING REPORT FOR PERIOD JANUARY TO DECEMBER 2018

Performance in 2018:

2018 ended on a positive note for tourism arrivals from South Africa to Mauritius, with an impressive overall 14.2% increase in arrivals year on year to 128,091 compared to 112,129 in 2017. Overall for the year, South Africa represented a 9.2% share in tourist arrivals, increasing from 8.4% in 2017, and retained its overall source market ranking in fifth position, behind France, the UK, Germany and Reunion.

South Africa – Marketing / PR Strategy for 2018:

- Our strategy talks to two key markets: the consumer/traveller and the trade
- In South Africa, within the consumer market, we focus on two key local target markets, both with different travel needs, cultures and media consumption patterns:
 - Seasoned Leisure Seekers = established market (1.3-million)
 - Well-to-do Mzansi families = emerged market (6.7-million)
- In the short term, we aim to maintain and grow the established market, while addressing the apathy to travel by changing the culture of the emerged market in the medium-term
- Position Mauritius as a luxurious and desirable island destination of choice among audiences with little culture of travel
- Drive frequency and knowledge about the diverse cultures, cuisine, spiritual experiences, adventures and activities beyond the beach and resort, to the seasoned traveller market – so much more to do...
- Maintain and grow relationships and partnerships with key trade partners and strategic stakeholders to work together to position Mauritius as the tropical island holiday destination of choice
- Maintain and grow relationships with targeted media to generate ongoing and positive media coverage for the destination, including press and influencer trips, consumer competitions and relevant media releases

MARKET ACTIVITIES

WTM Africa 2019

TRAVEL EXPOS AND TRADE SHOWS:



AFRICA'S TRAVEL INDABA:



EVERYTHING ISLAND STYLE WORKSHOPS:



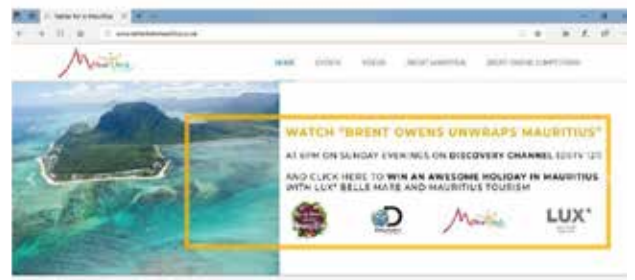
AIR MAURITIUS DURBAN AGENTS' WORKSHOP:



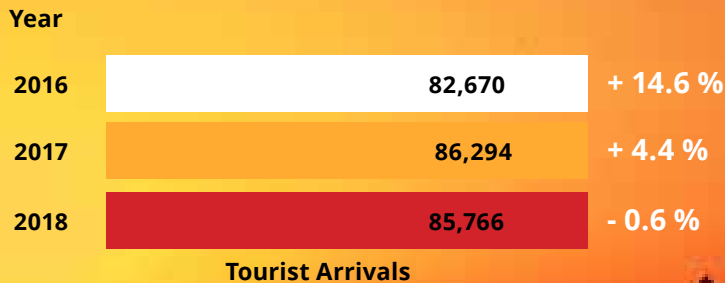
HOLIDAY EXPO - MONTECASINO:



'BRENT OWENS UNWRAPS MAURITIUS' - TV SERIES:



INDIA



PR RESULTS

194 articles

1.5 billion reach

\$ 2.9 million PR Value

PR communication

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

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

PR ACTIVITIES

Press releases and Write-ups

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



FAM TRIPS

1. MTPA organised media familiarisation trip
- 5.No Publication Mr/Mrs/Ms Name
1. OUTLOOK TRAVELLER - Ms ANSHIKA NAGAR
2. FREELANCER - Ms KASTURI GADGE
3. VLOGGER - Mr VARUN VAGISH
4. FREELANCER - Ms PREETI VERMA
5. VLOGGER - Mr RAHUL SANTOSH JAGTIANI
6. BLOGGER - Mr PAWAN SONI

MTPA India organised a Media FAM Trip to Mauritius for the travel agents from Delhi and Mumbai from 8 – 16 July 2018. It was a theme based familiarisation trip covering Mauritian cuisine, heritage and culture.

MTPA -AGENT WORKSHOP -BANGALORE 26TH JUNE 2019

Bengaluru (also called Bangalore) is the capital of India's southern Karnataka state. The center of India's high-tech industry, the city is also known for its parks and nightlife. Mauritius Tourism Promotion Authority organised the Agents Workshop & Product Presentation on 26th June at the Hotel ITC Windsor

It was well attended by over 110 travel agents. In addition to the main destination presentation by MTPA India, Presentations were made by 6 Mauritian partners - Air Mauritius, In Tune, Sea Side Holidays, Tam Tam, Akquasun & Beahcomber. The event gave an opportunity to our partners to network with the TOs and explain their product offering. A lucky draw was organized where free hotel stay & Excursion/ activity vouchers were given by all attending Mauritian partners to Indian Tour Operators.

OTR – INDIA DEL, BOM, BLR, MAA FEBRUARY 2019 (B2B EVENT)

Mauritius at OTR 2019

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

MAURITIUS TOURISM GOLF TOURNAMENT- 2019 BANGALORE: SATURDAY, 11TH MAY – EAGLETON GOLF CLUB

Eagleton Golf Club in Bangalore is a top championship course which has hosted championships and events certified by Asian & European tour.

The Golf Tournament at Bangalore Eagleton Golf Club had 74 golfers playing. Players were Senior corporate people, rich businessmen & senior persons from travel industry.



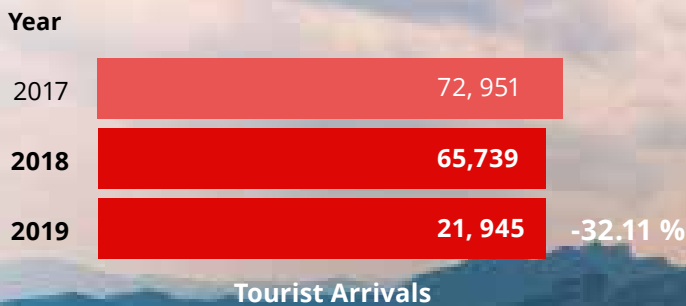
FACEBOOK FAN PAGE MANAGEMENT

MTPA India hosts and maintains a dedicated Mauritius Facebook account by posting news and updates several times per week.

- Facebook fans:1,679,222
- 205,243 average weekly engaged users
- 862,023 average weekly impressions
- 431,011 average weekly reach



CHINA



Market Situation

- 1) High-end groups are shrinking in size.
- 2) VIP groups are seeking ways to offer more luxury experiences to differentiate their products and justify the price increase.
- 3) Convention and business travel market (MICE) is growing rapidly.
- 4) Multi-generation private family groups are a key driver in peak travel season.
- 5) Group traveling is evolving in demand.
- 6) Independent travel is rising. The future growth from Chinese outbound tourism will be led by an entirely new generation of free independent travellers (FIT), who are in search of novel experiences rather than a laundry list of the usual attractions. These independent travellers demand more individualized travel products and services, requiring DMCs to offer them a wide range of choices and communication channels.
- 8) Demographic is changing.
According to Qyer, 87% of Chinese travellers are under the age of 40, 80% of which have a Bachelor degree or above. Two thirds (66%) of this group belong to the high-income bracket, their financial standing is expected to increase as their careers advance.
Millennials are outspending their parents and grandparents by as much as 40%.
Millennials will drive 55% expansion in China's consumption spending over the next 5 years.
- 9) Digitalised way of traveling and booking are becoming very popular with Chinese travellers.
China's smartphone penetration rate is nearly 70%.

A majority of Chinese consumers access the Internet and consume media through their smartphones.

Many Chinese consumers prefer to research, communicate and make transactions within one platform. Mobile is the preferred platform for booking.

WeChat is currently the dominant social media and communication platform in China, with 840 million monthly active users.

The Chinese market is evolving and we need to adapt our approach accordingly. The profile of the Chinese travellers are changing. The number of FIT travellers are increasing as compared to earlier years. Mauritius should be China ready. The Chinese website has been completely reviewed and is now hosted in China.

More digital platforms should be accessible to the Chinese tourists as they prefer to do most of their transactions online on a single platform.

Strategies

1. Keep Mauritius at a high recall value by having sustained activities on the market to create awareness and visibility followed by consumer campaigns.
2. Continue to promote Mauritius as a complete and 'beyond the beach' destination.
3. Strengthen the relationship with the trade partners and overcome the language barrier to facilitate the inflow of Chinese travellers.
4. Entail actions to increase airlift and make the destination more accessible.

From July 2018 to June 2019

TRAVEL TRADE COMMUNICATION

MTPA China sent to travel trade partners:
12 Monthly Newsletters (Open rate 12.1%-19.2%)



June 2019 to October 2019

TUNIU ROADSHOW IN SHENZHEN

Ms. Karen Mok, a famous actress and singer visited Mauritius in June 2019 for photo-shoot, video filming, and interviews with magazine Share (Chinese: Fen Xiang Ke).

The project is still ongoing, as the magazine features have not been published. We have utilized PR and digital channels, including Weibo and WeChat to promote the programme and raise awareness of destinations in Mauritius. Formats of contents include pictures, videos, press release, and social media posts.



Feb 23rd - Mar 15th 2019

DIGITAL CAMPAIGN WITH VIPKID

MTPA China team has coordinated with key stakeholders to launch a "Looking for The Koi" campaign in collaboration with TripAdvisor. The first campaign was launched on Feb 23rd and finished on March 2nd. The second campaign was launched on March 8th and finished on March 15th.

Achievement:

1. Total Impression: 2,949,354
2. Total Engagement: 23,842
3. Follower Growth: 13,056

AWARD RECEIVED

- Dec 2018: 2018 World Most Romantic Destination in World Travel Awards
- Apr 2019: "Best Leisure Destination" award from LEISURE TRAVEL Magazine
- Apr 2019: 2018 Best Travel Destination by Tuniu
- Jun 2019: Indian Ocean's Leading Destination, Indian Ocean's Leading Adventure Tourism Destination by World Travel Awards



November 2018 to February 2019

DIGITAL CAMPAIGN WITH VIPKID

To Increase Family visitors to Mauritius and strengthen Mauritius as a preferred family destination in China market, MTPA has worked with the No.1 educational platform VIPKID to do joint promotion for Mauritius tourism resources targeting families.

Through the campaign, it was able to produce and promote series of family travel contents through VIPKID's promotional channels and MTPA also partnered with Tuniu to promote family tour packages sales through VIPKID's platform.



Digital Campaigns

Context

- Travel agent is no longer primary connection point for the customer.
- Customers now have more options available when planning and booking travel thanks to online channels.
- Traditional distribution chain has been supplemented, complemented and in some cases replaced by digital networks.
- 9 out of 10 travelers prepare for holidays via the Internet and check social networks for travel inspiration.
- Travelers are now also sharing their travel experience through online channels and are becoming “mini influencers”.

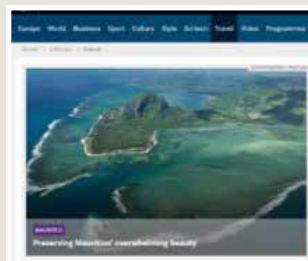
Strategies

- Content marketing: creation and promotion of content on key online channels
- Social media: create an ongoing buzz around the destination and get users to engage with the destination’s social profiles
- Influencer marketing: work with popular travel influencers to reach and engage with loyal audiences
- Online travel agent campaigns: ensure the destination is highly visible on key travel agents

PROJECTS

July 2018

Native advertising article on Euronews to promote Mauritius and its eco-tourism attraction while educating tourists on what they can do at their level. This was supported by the creation of content, traffic drivers, social media and display campaigns in English and French on euronews.com.



September – November 2018

Advertising campaign with IExplore and TravelMindset to build awareness and drive traffic to the destination website through online platforms, social media, influencers and editorial content. A total number of campaign impressions of 56.5m was reached with 1,099 social media posts.



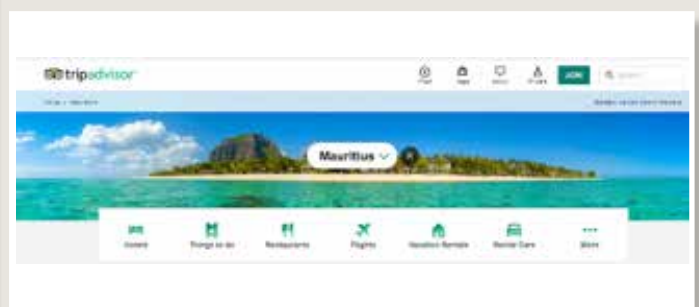
August 2018 – February 2019

Digital advertising campaign on LastMinute. A branded microsite was created for the destination and ads served for 6,234,973 impressions and newsletters sent to 900,000 recipients.



September – November 2018

Destination sponsorship with featured video on TripAdvisor for 4,706,126 impressions targeting users in core markets.



November 2018

Creation and promotion of new content on the official destination websites, and launch of new features including journey planner and interactive exchange rate features.



August 2018 – February 2019

AfrAsia Bank Mauritius Open online competition in the United Kingdom, Germany, India and Netherlands to promote Mauritius as the essential golf destination with a prize of one trip to Mauritius including a Pro Am ticket to participate in the tournament. The contest was promoted on partner networks and social media and reached more than 1.2 million online users.



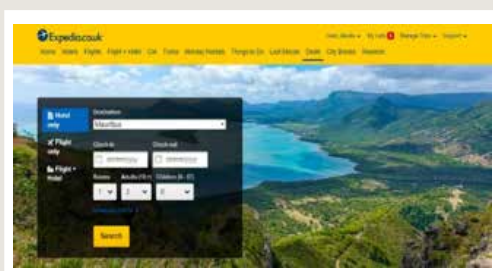
September – November 2018

Advertising and social campaign targeting UK users based on their interested and profiles. Creatives were served based on user interests for 41,415,747 impressions.



November – December 2018

Advertising and sales campaign on Expedia targeting travelers in France, United Kingdom, Germany and Netherlands. 5,290,907 were delivered across the campaign period with 6,448 clicks generated during advertising period.



March 2019

Video trip by Best in Travel who created a series of videos and photos for the destination. These were promoted on Instagram and Facebook where they were reached more than 4,250,000 users and 163,000 likes.



March – April 2019

Life's Lost Luggage influencer and video trip featured on Instagram and Outsider (3 million fans on Facebook).



April – May 2019

Advertising campaign on Euronews to showcase the destination's attractions. Ads were served for 805,000 impressions with a high click-through rate of 100%.



April – May 2019

Display, native and video advertising campaign to promote Mauritius to a targeted audience in United Kingdom, South Africa and Australia using 495 creative assets. Impressions were served to a total audience of 91,030,280 users



April – May 2019

Interactive quiz on Facebook targeting users in core and emerging markets – a competition microsite was created, enabling users to enter the competition for the chance to win a holiday to Mauritius. A total reach of 1,152,451 was achieved, along with 4,596,040 impressions from the campaign.



Financial Review

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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 2019**



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 statement of financial position as at 30 June 2019 and the statement of financial performance, statement of change in net asset/equity, the cash flow statement and the 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 2019, and of its financial performance and cash flows for the year then ended in accordance with the International Public Sector Accounting Standards.

Basis for Opinion

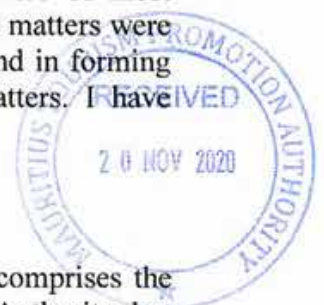
I conducted my audit in accordance with International Standards of Supreme Audit Institutions (ISSAIs). My responsibilities under those standards are further described in the 'Auditor's Responsibilities for the Audit of the Financial Statements' section of my report. I am independent of the Mauritius 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 the International Public Sector Accounting Standards, and for such internal control as management determines is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

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

Those charged with governance are responsible 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 judgment 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.

- (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.

The Mauritius Tourism Promotion Authority has complied with the Statutory Bodies (Accounts and Audit) Act in so far as it relates to the accounts.

Based on my examination of the accounts of Mauritius Tourism Promotion Authority, nothing has come to my attention that indicates that:

- (a) any 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 financial statements for the year ended 30 June 2019 were received at my Office on 31 October 2019. Following audit, management was informed on 24 July 2020 of amendments to be made to the financial statements. The amended financial statements were submitted on 27 October 2020.

Public Procurement Act

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



C. ROMOAH
Director of Audit

National Audit Office
Level 14,
Air Mauritius Centre
PORT LOUIS

17 November 2020

**Mauritius Tourism Promotion Authority
Financial Statements
For the year ended 30 June 2019**

Statement of Financial Position

as at 30 June 2019

	Notes	30 June 2019 Rs	Restated 30 June 2018 Rs
ASSETS			
Current Asset			
Cash and Cash Equivalents	11	116,824,773	175,020,394
Receivables from Exchange Transactions	13	5,001,658	7,155,022
Inventories	12	1,516,488	1,800,288
Prepayments	13	12,002,176	7,734,581
		135,345,095	191,710,285
Non-Current Asset			
Property, Plant and Equipment	9	10,226,601	12,179,772
Intangible Assets	10	111,066	26,760
		10,337,667	12,206,532
Total Asset		145,682,762	203,916,817
LIABILITIES			
Current Liabilities			
Payables	18	69,673,780	103,331,259
Provisions & Other Liabilities	15	15,014,465	18,212,146
		84,688,245	121,543,405
Non-Current Liabilities			
Employee Benefits	19	7,620,678	7,674,930
Retirement Benefit Obligations	24	59,995,433	54,830,380
		67,616,111	62,505,310
TOTAL LIABILITIES		152,304,356	184,048,715
Net Assets		(6,621,594)	19,868,102
NET ASSETS/EQUITY			
Accumulated Fund	14	(6,621,594)	19,868,102
Total Net Assets/Equity		(6,621,594)	19,868,102

Approved by the Board on 09 October 2020.



Mr Dhojaven Vencadasmay
(Chairman)



Mrs Shirleen Li Kwong Wing
(Member of MTPA Board)

The notes on pages 72 to 87 form an integral part of the Financial Statements.

Statement of Financial Performance

for the year ended 30 June 2019

	Notes	Year ended 30 June 2019 Rs	Year ended 30 June 2018 Rs
Revenue			
Revenue from Non-Exchange Transactions	16	535,000,000	552,560,000
Revenue from Exchange Transactions	17	44,058,810	36,083,254
Total Revenue		579,058,810	588,643,254
Operating Expenses			
Administrative Expenses	21	(64,150,645)	(68,516,073)
Promotional Activities	22	(509,455,603)	(477,133,327)
Depreciation & Amortisation	9 & 10	(2,870,632)	(2,848,671)
Assets Written Off		(6,443)	(346,366)
Loss on Disposal		(7,305)	(223,625)
Financial Charges		(591,068)	(533,640)
Total Expenses		(577,081,696)	(549,601,702)
Surplus for the year		1,977,114	39,041,553

The notes on pages 72 to 87 form an integral part of the Financial Statements.

Statement of Changes in Net Assets/Equity

for the year ended 30 June 2019

	Accumulated Funds ended	Revaluation Reserve	Total Net Assets / Equity	Restated Net Assets / Equity
	<u>30 June 2019</u>	<u>30 June 2019</u>	<u>30 June 2019</u>	<u>30 June 2018</u>
	Rs	Rs	Rs	Rs
Opening Balance	19,727,702	140,400	19,868,102	99,706,296
Changes in net assets / equity for the period to 30 June 2019				
Prior Year Adjustments	3,698,821		3,698,821	(40,430,147)
Measurement of pension as per Sicom Statement	(3,025,630)		(3,025,630)	
Provision Court Case	-		-	(5,000,000)
Transfer to Accountant-General	(29,140,000)		(29,140,000)	(73,590,000)
Movement in Revaluation Reserve	-		-	140,400
Total	(28,466,810)	-	(28,466,810)	(118,879,747)
Net revenue recognised directly in net assets / equity	(8,739,108)	140,400	(8,598,708)	(19,173,451)
Surplus for the year	1,977,114	-	1,977,114	39,041,553
Balance as at 30 June 2019	(6,761,994)	140,400	(6,621,594)	19,868,102

Cash Flow Statement

for the year ended 30 June 2019

	Year ended 30 June 2019	Year ended 30 June 2018
	Rs	Rs
CASH FLOWS FROM OPERATING ACTIVITIES		
Surplus for the year	1,977,114	39,041,553
Non-cash movements		
Depreciation of PPE & Amortisation	2,870,632	2,848,671
Assets written off & Impairment Loss	6,443	346,366
(Profit) / Loss on Disposal	7,305	223,625
Retirement benefits charge in P&L	2,139,423	4,595,548
Adjustment of Revalued Assets not capitalised	-	110,400
(Decrease) / Increase in Payables, Provisions & Other Liabilities	(33,156,339)	(758,233)
Employee Benefits	(54,252)	1,034,588
Decrease / (Increase) in Inventories	283,800	(1,051,981)
Decrease / (Increase) in Prepayments & Receivables	(2,114,231)	791,326
Net cash flows from Operating Activities	(28,040,105)	47,181,863
CASH FLOWS FROM FINANCING ACTIVITIES		
Transfer to Accountant-General	(29,140,000)	(73,590,000)
Net cash flows from Financing Activities	(29,140,000)	(73,590,000)
CASH FLOWS FROM INVESTING ACTIVITIES		
Proceeds from Disposal of Assets	8,633	352,000
Expenditure on Non Current Assets	(1,024,148)	(2,195,184)
Net cash flows from Investing Activities	(1,015,515)	(1,843,184)
Net Increase/(Decrease) in cash and cash equivalents	(58,195,620)	(28,251,322)
Cash and cash equivalents at beginning of year	175,020,394	203,271,716
Cash and cash equivalents at end of year	116,824,774	175,020,394

Notes to the Cash Flow Statement

(a) Cash and cash equivalents

Cash and cash equivalents held by the Authority at the reporting date

	30 Jun 2019	30 Jun 2018
	Rs	Rs
Cash at Bank	128,201,312	180,520,239
Outstanding payments	(11,376,538)	(5,499,844)
	116,824,774	175,020,394

The cash balances are available for use by the Authority to settle payables and for provisions pertaining to employee benefits.

(b) Property, Plant and Equipment

During the period, the Mauritius Tourism Promotion Authority acquired property, plant and equipment at the aggregate cost of Rs 1,024,148.

Statement of Comparison of Budget and Actual Amounts (Revenue)

for the year ended 30 June 2019

Details of Revenue	Original Budget	Revised Budget	Actual Revenue	Actual Revenue
	FY 2018/19	FY 2018/19	FY 2018/19	Cash Basis
	Rs	Rs	Rs	FY 2018/19
	1	2	3	4
Government Grant	535,000,000	535,000,000	535,000,000	535,000,000
Private sector Contribution - Fairs & Roadshows	-	26,935,284	26,935,284	25,369,284
Vat Refunds		1,119,047	1,119,047	609,472
Gain on exchange		2,300,569	2,300,569	
Revaluation gain		1,161,255	1,161,255	
Other Income	-	610,846	610,846	427,448
Trade Service Contracts - Air Tickets		11,942,160	11,942,160	
Total Revenue	535,000,000	579,069,161	579,069,161	561,406,204

Note:

- (1) - represents the original approved budget of the MTPA for period July 2018 to June 2019.
- (2) - represents the revised budget for period July 2018 to June 2019 which includes revenue from other sources.
- (3) - represents the actual revenue on a comparable basis for period July 2018 to June 2019.
- (4) - represents the actual revenue on cash basis for period July 2018 to June 2019.

Statement of Comparison of Budget and Actual Amounts for Operating Expenses for the year ended 30 June 2019

ITEMS	Original Budget	Revised Budget	Actual Expenses (Cash Basis)	Variations	Remarks
	Rs	Rs	Rs		
Administrative Expenses					
Staff Salaries & Emoluments	27,500,000	27,500,000	25,230,127	2,269,873	Some Vacancies not filled
Staff Allowances & Other Benefits	9,300,000	9,300,000	10,099,247	(799,247)	Increase in all allowances
Travelling and Transport (Busfares, Taxi & Travel Grant)	4,200,000	4,200,000	4,757,205	(557,205)	additional staff for travel grants
Staff Welfare	200,000	200,000	415,333	(215,333)	more activities organised
Legal & Professional Fees	3,000,000	3,000,000	4,652,453	1,652,453	Claims received after year end
Incidentals & Office Expenses	2,400,000	2,400,000	2,572,181	(172,181)	Claims received after year end
Utilities (Telephone, Electricity & Water)	1,700,000	1,700,000	2,008,917	(308,917)	Claims received after year end
Rent (Office, store, Information Counter & Parking)	4,300,000	4,300,000	4,439,389	(139,389)	Claims received after year end
Running & Maintenance of Vehicles	1,800,000	1,800,000	2,075,277	(275,277)	Claims received after year end
Contributions (Pension, NSF, FPS,& Medical)	3,900,000	3,900,000	6,442,412	(2,542,412)	IPSAS 39 Adjustment
Training of Staff	200,000	200,000	198,054	1,946	
General Maintenance Plant & Non-Capitalised Assets	700,000	700,000	1,260,050	(560,050)	increased purchase of IT equipment
Marketing Expenses					
France	59,000,000	65,331,648	61,592,574	3,739,074	Claims received after year end
UK	48,000,000	38,976,369	34,399,865	4,576,504	Claims received after year end
Italy	12,500,000	13,902,820	12,681,775	1,221,045	Claims received after year end
Germany	46,000,000	46,675,423	38,179,794	8,495,629	Claims received after year end
Reunion	11,000,000	23,700,000	11,033,327	12,666,673	Claims received after year end
South Africa	12,500,000	18,285,852	14,205,634	4,080,218	Claims received after year end
Switzerland	11,000,000	11,290,000	9,464,646	1,825,354	Claims received after year end
India	33,000,000	41,521,964	33,874,607	7,647,357	Claims received after year end
China	39,000,000	20,903,408	18,535,241	2,368,167	Claims received after year end
Spain	4,000,000	4,146,428	1,021,097	3,125,331	Claims received after year end
Russia	4,000,000	2,954,343	2,090,033	864,310	Claims received after year end
Australia	10,000,000	2,403,268	886,595	1,516,673	Claims received after year end
U.A.E / Middle East	24,000,000	51,341,609	47,737,270	3,604,339	Claims received after year end
Africa & Indian Ocean Countries	6,000,000	4,600,000	1,917,584	2,682,416	Claims received after year end
Luxemburg					
Belgium, Benelux	19,500,000	10,601,757	7,589,152	3,012,605	Claims received after year end
Netherland					
Denmark					
Sweden, Scandinavian	4,000,000	6,996,034	4,187,728	2,808,306	Claims received after year end
Norway/Finland					
Japan	1,500,000	779,035	700,380	78,655	Claims received after year end
Singapore	2,000,000	1,119,397	976,117	143,280	Claims received after year end
Malaysia	1,500,000	520,000	29,194	490,806	Claims received after year end
South Korea	1,000,000	1,100,000	861,946	238,054	Claims received after year end
Others -Eur/Asia/America	3,000,000	1,000,000	483,489	516,511	Claims received after year end
Austria/Czech/Poland/Hungary/ Romania	7,500,000	8,000,000	5,651,248	2,348,752	Claims received after year end
Rodrigues	5,000,000	5,000,000	2,165,919	2,834,081	Claims received after year end
Website/E-Marketing	22,000,000	21,800,000	22,219,985	(419,985)	Due to additional projects
MICE, Cruise, Golf ,Medical & Wedding promotion	9,000,000	1,950,000	1,965,942	(15,942)	Due to additional projects
Communication & Promotional Tools	9,000,000	5,800,000	3,676,363	2,123,637	Claims received after year end
Worldly Events / Local Events(incl Golf)	63,000,000	89,648,477	89,660,542	(12,065)	Due to additional projects
Small and Medium Entreprises	6,000,000	1,500,000	1,180,389	319,611	Claims received after year end
Film Policy	1,000,000				
Contingencies			55,113	55,113	
Refund to Accountant-General & others			29,140,000	29,195,113	
Capital Expenditure	800,000	1,300,000	1,000,299		
TSC, VAT Refund & other income		16,721,328			
Total	535,000,000	579,069,160	522,043,226		

Statement Showing Reconciliation of Actual Cash Flows with Financial Statements

for the year ended 30 June 2019

	30 June 2019
	Rs
Statement of Reconciliation of Actual Expenses with Cash Flows	
Actual amount on comparable basis as presented in the Budget & Actual Comparative statement	522,043,226
Less:-	
Refund to Accountant General	(29,140,000)
Capital Expenditure	(1,000,299)
	<hr/> 491,902,927
Less Prepayment for 2019/2020	(12,002,176)
	<hr/> 479,900,751
Basis Differences	
Non-Budgeted Items	
Financial Charges	591,068
Reversal of Prepayments for 2018/2019	7,734,581
Provisions & Accruals	
Sick Leave	482,598
Passage Benefits	861,296
Vacation Leave	835,808
Retirement Benefit Obligations	4,672,104
Adjustments for Creditors	67,176,950
Non Cash Items	
Depreciation & Amortisation	2,870,632
Assets written off	6,443
Loss on Disposal	7,305
Adjustments for TSC	11,942,160
Actual amount in the Statement of Financial Performance	<hr/> 577,081,696

	Rs
Statement of Reconciliation of Actual Revenue with Cash Flows	
Actual amount on comparable basis as presented in the Budget & Actual comparative Statement	561,406,204
Basis Differences	
Non cash items for TSC	11,942,160
Adjustments for PSC Receivables	1,566,000
Adjustments for Vat Refund	509,575
Adjustments for other income	183,398
Gain on Exchange	2,300,569
Revaluation Gain	1,161,255
Actual amount in the Statement of Financial Performance	<hr/> 579,069,161

Notes to the Financial Statements

for the year ended 30 June 2019

1. THE REPORTING ENTITY

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

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

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

2. BASIS OF PREPARATION

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

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

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

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

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

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

The Financial Statements are presented in Mauritian Rupees.

3. ADOPTION OF IPSAS

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

- (i) The Authority has adopted relevant new and revised IPSAS that are relevant to its operations for the year ended 30 June 2019, 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.

IPSAS 24 - Presentation of Budget Information in Financial Statements.

IPSAS 25- Employee Benefits.

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 2019

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

The standard which has been issued but will come effective as from January 2019 is the IPSAS 40 – Public Sector Combinations.

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 2019

7. BUDGET INFORMATION

The Budget Estimates are prepared on cash basis, classify by nature of expenses, cover the Financial Year 1 July 2018 to 30 June 2019. The Financial Statements have been prepared on accrual basis. As a result of adoption of cash basis for budgeting purposes, additional Statement of Comparison of Budget and Actual amount spent on cash basis have been prepared together with Statement of Reconciliation of actual cashflows with Financial Statements.

8. ACCOUNTING POLICIES

(a) Revenue Recognition

Revenue from Non-Exchange Transactions

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

Transfers from other government entities

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

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

Revenue from Exchange Transactions

Contribution for participation in fairs, roadshows, events and tickets received under Transportation Service Contracts are recognised in the Statement of Financial Performance in the year to which they relate.

Same treatment is applied to other income from operation, resulting from normal course of activities.

Notes to the Financial Statements

for the year ended 30 June 2019

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 so as to write off the depreciable value of the assets over their estimated useful lives. The annual rates used for that purpose are as follows:

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

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

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

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

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

(c) Leases

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

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

- (i) Not later than one year: Rs 3,755,415.
 - (ii) Later than one year and not later than five year is Nil.
 - (iii) Later than five years is Nil.
- (a) Total contingent rents recognised in the Statement of Financial Performance for period ended 30 June 2019 was Rs Rs 4,002,648.
 - (b) MTPA hired 4th & 5th floor (8410 sq ft), 6th floor (1052.50 sq ft), Mezzanine (860 sq ft) for period 1 July 2018 to 30 June 2019 with Jolima Ltd.

The Authority also rents a counter at the SSR International Airport with ATOL and a premise of 1600 sq ft for storage purposes at Jemmapes street, Port Louis.

(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.

An actuarial valuation of the defined benefit obligations is recognised in the Statement of Financial Position adjusting the fair value of the plan's assets. Any unrecognised actuarial gains and losses and unrecognised past service. Any asset resulting from this calculation is limited to unrecognised actuarial losses and past service cost, plus the present value of available refunds and reductions in future contribution plan.

The net total of the current service cost, interest cost, expected returns on plan's assets, any unrecognised actuarial gains and losses, any past service cost and the effect of any curtailment or settlement is recognised in the Statement of Financial Performance.

(ii) Defined Contribution Plan

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

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

(iii) Employee Leave Entitlement

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

Notes to the Financial Statements

for the year ended 30 June 2019

8. ACCOUNTING POLICIES (continued)

(iv) *Family Protection Scheme*

A separate Family Protection Scheme exists at the Mauritius Tourism Promotion Authority whereby 4% of the monthly salary of each employee on the permanent and pensionable establishment is paid to the State Insurance Company of Mauritius (SICOM) Ltd which manages the scheme. The Mauritius Tourism Promotion Authority contributes 2% and the remaining 2% by each employee. In case of death of an employee, an amount that is actuarially determined, is paid to the estate of the deceased person in accordance with the terms and conditions of the scheme.

(v) *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.

(vi) *Sick Leave Entitlement*

Employee entitlements to bank sick leave as defined in the PRB Report are recognised as and when they accrue to employees. Employees are allowed to accumulate sick leaves not taken at the end of each calendar year up to a maximum of 110 days, in a sick leave bank. The balance of bank sick leaves is valued at the end of the 12 month period ended 30 June 2019 and is recognised as Employee Benefits in Non-Current Liabilities.

(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. The annual increase in passage benefits representing amount earned for each eligible officer during the 12 month period ending 30 June 2019, is recognised as Employee Benefits in Non-Current Liabilities.

(f) *Receivables*

Receivables are initially recognised at fair value. A provision for impairment of accounts receivables 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 200,000 duly authorised by the Board of Directors. It is mainly used for the on line payments for projects falling under E-Marketing and for settlement of bills on behalf of MTPA while on mission abroad.

(h) *Payables*

Payables do not carry any interest and are stated at their cost which approximate to fair value.

(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 2019

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 rates ruling at the end of the month of the transaction. All differences arising from the transactions of foreign currencies are taken to the Statement of Financial Performance.

(l) Comparative Information

Comparative information has been restated or reclassified, as necessary, to conform to current year's presentation. The comparative information covers the period 1 July 2017 to 30 June 2018 while the current Financial Statements cover the period 1 July 2018 to 30 June 2019..

(m) Risk Management Policies

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

(i) Operational Risk Management

Operational risk, which is inherent in all organisations activities, is the risk of financial loss, instability arising from failures in internal controls, operational processes or the system that supports them. It is recognised that such risks can never be entirely eliminated and the costs of controls in minimising these risks may outweigh the potential benefits.

(ii) Fair Value

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

(iii) Credit Risks

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

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

(iv) Interest Rate Risks

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

(v) Liquidity Risks

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

(vi) Foreign Currency Exchange Risks

The MTPA incurs same at its expenses mainly for promotional activities in currencies other than its functional Currency, the Mauritian Rupee. As a consequence it is exposed to foreign exchange risk arising from fluctuation of currency exchange rates.

Notes to the Financial Statements

for the year ended 30 June 2019

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 2018	892,960	1,540,288	11,206,434	2,349,976	4,466,429	46,400	20,502,487
Additions		22,185	-	178,830	690,883	-	891,898
Disposal					(68,649)	-	(68,649)
At 30 June 2019	892,960	1,562,473	11,206,434	2,528,806	5,088,662	46,400	21,325,735
Depreciation							
At 1 July 2018	383,954	473,534	3,717,201	875,192	2,872,834		8,322,715
Charge for the year	99,218	153,833	1,394,589	309,822	865,225		2,822,688
Disposal					(68,649)		(68,649)
Asset Written Off	-	-		-	22,381		22,381
At 30 June 2019	483,172	627,367	5,111,791	1,185,015	3,691,790	-	11,099,135
Net Book Value							
At 30 June 2019	409,788	935,106	6,094,644	1,343,791	1,396,872	46,400	10,226,601
At 30 June 2018	509,006	1,066,754	7,489,233	1,474,784	1,593,595	46,400	12,179,772

10. INTANGIBLE ASSETS

Software Costs:	Software Rs	Website Rs	Total Rs
At 1 July 2018	273,658	-	273,658
Additional		132,250	132,250
At 30 June 2019	273,658	132,250	405,908
Amortisation:			
At 1 July 2018	246,898		246,898
Charge for the year	14,882	33,063	47,944
At 30 June 2019	261,780	33,063	294,842
Net Book Value			
At 30 June 2019	11,879	99,188	111,066
At 30 June 2018	26,760	-	26,760

Notes to the Financial Statements

for the year ended 30 June 2019

11. CASH AND CASH EQUIVALENTS

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

	Year ended 30 June 2019	Year ended 30 June 2018
	Rs	Rs
Cash at Bank	128,197,878	180,520,239
Outstanding payments	(11,376,538)	(5,499,844)
	116,821,339	175,020,394
Cash in Hand	3,434	-
	116,824,773	175,020,394

The fair value of cash is Rs 128,201,312 and the Credit Card of MTPA showed a credit of Rs 49,558 as at 30 June 2019.

12. INVENTORIES

	30 June 2019	30 June 2018
Brochures & Maps	938,865	904,867
Visuals - Films & Photos	6,896	364
Handicrafts & Others	570,727	895,057
	1,516,488	1,800,288

13. RECEIVABLES & PREPAYMENTS

	30 June 2019	30 June 2018
<i>Receivables from Exchange Transactions</i>		
Receivables	2,516,126	5,745,001
Deposits	97,450	97,450
Car Loan Receivable	2,388,082	1,312,571
	5,001,658	7,155,022
Prepayments	12,002,176	7,734,581
Total Receivables & Prepayments	17,003,834	14,889,603

14. ACCUMULATED FUND

	30 June 2019	Restated 30 June 2018
Balance at 1 July 2018	19,868,102	99,706,296
Surplus for the year	1,977,114	39,041,553
Prior Year Adjustments	3,698,821	(40,430,147)
Measurement of Pension in NAE	(3,025,630)	
Provision Court Case	-	(5,000,000)
Revaluation Reserve	-	140,400
Transfer to Accountant-General	(29,140,000)	(73,590,000)
Balance at 30 June 2019	(6,621,594)	19,868,102

Notes to the Financial Statements

for the year ended 30 June 2019

	Year ended 30 June 2019	Year ended 30 June 2018
	Rs	Rs
15. PROVISIONS & OTHER LIABILITIES		
Passage Benefits	2,779,185	2,988,339
Vacation Leave	8,171,230	8,895,236
Court Cases	1,639,969	5,000,000
Car Loan Payable	2,388,082	1,312,571
Refundable Deposits	36,000	16,000
	15,014,465	18,212,146
16. REVENUE FROM NON-EXCHANGE TRANSACTIONS	30 June 2019	30 June 2018
Grant received from Government		
Recurrent Promotional Activities	475,000,000	481,055,427
Additional Grants (Ministry of Arts & Culture)	-	3,000,000
Administrative Expenses	60,000,000	68,504,573
Total Grant Received (Accountant-General)	535,000,000	552,560,000
17. REVENUE FROM EXCHANGE TRANSACTIONS		
(a) PRIVATE SECTOR CONTRIBUTIONS	30 June 2019	30 June 2018
Fairs & Roadshows / Events	26,935,284	25,186,168
Transportation Service Contracts	11,942,160	7,603,583
	38,877,444	32,789,751
(b) OTHER INCOME		
Vat Refunds	1,119,047	943,086
Sundries	610,846	309,296
Gain on Exchange	2,300,569	1,874,839
Revaluation Gain	1,150,905	159,042
Payables Adjusted	-	3,515
Receivables Adjusted	-	3,726
	5,181,366	3,293,503
TOTAL	44,058,810	36,083,254
18. PAYABLES	30 June 2019	30 June 2018
Accruals: Promotional Activities	68,012,190	100,343,050
Accruals: Administrative	1,661,589	2,171,223
Income Received in Advance	-	816,987
	69,673,780	103,331,259

Notes to the Financial Statements

for the year ended 30 June 2019

19. EMPLOYEE BENEFITS

	Year ended 30 June 2019	Year ended 30 June 2018
	Rs	Rs
Provision as at 30 June 2019	7,620,678	7,674,930
Amount payable within one year	-	-
Amount payable after one year	7,620,678	7,674,930

Provision has been made for accumulated sick leaves and current year sick leaves entitlement.

20. 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 2019	30 Jun 2018
Opening Balance Payable	1,312,571	2,043,367
Loans made during the year	2,254,320	-
Repayment of Car Loan	(1,178,809)	(730,796)
	2,388,082	1,312,571
Amount payable within one year	(919,729)	(730,796)
Amount payable after one year	1,468,353	581,775

21. ADMINISTRATIVE EXPENSES

	30 June 2019	30 Jun 2018
STAFF COSTS		
Staff Salaries & Emoluments	25,230,127	23,022,337
Staff Allowances & Other Benefits	10,099,247	12,577,226
Pension Costs	4,672,104	6,892,002
Travelling & Transport	4,757,205	3,906,071
Contributions (Medical, FPS, NPF)	1,770,308	1,611,730
Staff Welfare	415,333	528,162
Training of Staff	198,054	788,867
	47,142,378	49,326,396
OTHER ADMINISTRATIVE EXPENSES		
Rent	4,439,389	4,738,251
Utilities	2,008,917	2,062,440
Incidental & Office Expenses	2,572,181	3,525,972
Motor Vehicles Running Expenses	2,075,277	1,891,747
Legal & Professional Fees	2,861,785	2,257,238
Board Member Fees	417,288	432,115
Other Committee Fees	1,373,380	1,283,526
General Maintenance & Others	1,260,050	1,183,047
MTPA Organisation Related Costs	-	1,815,342
	17,008,267	19,189,677
	64,150,645	68,516,073

Notes to the Financial Statements

for the year ended 30 June 2019

	Year ended 30 June 2019	Year ended 30 June 2018
	Rs	Rs
22. PROMOTIONAL ACTIVITIES		
Advertising Campaigns	124,941,712	92,047,000
Public Relations Contracts	104,351,479	89,983,221
Fairs / Workshops / Roadshows & Others	115,690,808	79,760,694
Special Assignments	8,125,286	14,202,361
Worldly / Local Events	94,094,540	98,518,154
Low Season Campaigns	10,066,121	32,028,151
E-Marketing	21,036,787	23,973,947
Educationals / Public Relations	18,595,738	16,845,935
Communication & Promotional Tools	5,024,553	11,929,095
Promotion of Rodrigues	4,862,546	4,974,197
MICE, Cruise & Others	1,631,579	7,445,713
Small and Medium Entreprises	1,034,455	3,919,858
Film Policy	-	1,505,000
	509,455,603	477,133,327

23. KEY MANAGEMENT PERSONNEL

The management of the MTPA is carried out by the key personnel including the Director, Heads of Sections and other senior staffs who are responsible for planning, directing and controlling the activities of the organisation. The aggregate remuneration of key management personnel was Rs 16.10 M for the period ending 30 June 2019

	Year ended 30 June 2019	Year ended 30 June 2018
	Rs	Rs
Director (1 on Contract)	1,624,549	766,812
Head of Sections (4 on substantive Capacity)	3,530,880	3,474,478
Other Senior Staffs (14 on substantive Capacity and 3 on Contract)	11,454,620	9,044,475
	16,610,049	13,285,765

BOARD OF DIRECTORS REMUNERATION

Chairperson fees	352,343	359,100
Board members fees	64,945	73,015
	417,288	432,115

Notes to the Financial Statements

for the year ended 30 June 2019

24. RETIREMENT BENEFIT OBLIGATIONS

(a) Defined Benefit Scheme

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

The most recent actuarial valuations of the plan assets and the present value of the defined benefit obligation were carried out at 30 June 2019 by SICOM Ltd as per IPSAS 39 Adoption.

Amounts recognised in Statement of Financial Position at end of year:	Year ended 30 June 2019 Rs	Restated Year ended 30 June 2018 Rs
Defined benefit obligation	88,732,689	82,943,400
Fair value of plan assets	(28,737,256)	(28,113,020)
Liability recognised in Statement of Financial Position at end of year	59,995,433	54,830,380

Amounts recognised in Statement of Financial Performance:

Service Cost:		
Current service cost	2,216,818	2,116,581
(Employee contributions)	(980,557)	(891,203)
Fund expenses	70,265	63,753
Net Interest expense / (Revenue)	3,365,578	3,360,440
P & L Charge	4,672,104	4,649,571
Remeasurement		
Liability (gain) / Loss	4,656,446	1,973,233
Assets (gain) / Loss	383,646	(723,151)
Net Assets / Equity (NAE)	5,040,092	1,250,082
Total	9,712,196	5,899,653

Movements in liability recognised in Statement of Financial Position:

At start of year	54,830,380	51,227,181
Amount recognised in P & L	4,672,104	4,649,571
(Actuarial reserves transferred in)	(2,014,462)	-
(Contributions paid by employer)	(2,532,681)	(2,296,454)
Amount recognised in NAE	5,040,092	1,250,082
At end of year	59,995,433	54,830,380

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

Notes to the Financial Statements

for the year ended 30 June 2019

24. RETIREMENT BENEFIT OBLIGATIONS (continued)

	Year ended 30 June 2019	Restated Year ended 30 June 2018
	Rs	Rs
Reconciliation of the present value of defined benefit obligation		
Present value of obligation at start of period	82,943,400	77,860,356
Current service cost	2,216,818	2,116,581
Interest cost	5,059,547	5,060,923
(Benefits paid)	(6,143,522)	(4,067,693)
Liability (gain) / loss	4,656,446	1,973,233
Present value of obligation at end of period	88,732,689	82,943,400

Reconciliation of fair value of plan assets

Fair value of plan assets at start of period	28,113,020	26,633,175
Expected return on plan assets	1,693,969	1,700,483
Employer contributions	2,532,681	2,296,454
Actuarial reserves transferred in	2,014,462	-
Employee contributions	980,557	891,203
(Benefits paid + other outgo)	(6,213,787)	(4,131,446)
Asset gain / (loss)	(383,646)	723,151
Fair value of plan assets at end of period	28,737,256	28,113,020

Distribution of plan assets at end of period

Percentage of assets at end of period

	30 June 2019	30 June 2018
Fixed interest securities and cash	58.7%	59.5%
Loans	3.4%	3.7%
Local equities	13.1%	14.6%
Overseas bonds and equities	24.2%	21.6%
Property	0.6%	0.6%
Total	100%	100%

Additional disclosure on assets issued or used by the reporting entity

	Year ended 30 June 2019 (%)	Year ended 30 June 2018 (%)
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 2019

Components of the amount recognised in NAE

Year	30 June 2019	30 June 2018
Currency	Rs	Rs
Asset experience gain / (loss) during the period	(383,646)	723,151
Liability experience gain / (loss) during the period	(4,656,446)	(1,973,233)
	(5,040,092)	(1,250,082)

Year	2019/2020
Expected employer contributions	2,496,545
Weighted average duration of the defined benefit obligation	12 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 purpose of the actuarial valuation were as follows:

	Year ending 30 June 2019	Year ending 30 June 2018
Discount rate	6.10%	6.50%
Future salary increases	4.00%	4.00%
Future pension increases	3.00%	3.00%
Mortality before retirement	A 6770 Ultimate Tables	
Mortality in retirement	PA (90) Tables	PA (90) Tables - rated down by 2 years
Retirement age	As per Second Schedule in the Statutory Bodies Pension Funds Act	

Notes to the Financial Statements

for the year ended 30 June 2019

24. RETIREMENT BENEFIT OBLIGATIONS (continued)

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

Significant actuarial assumptions for determination of the defined benefit obligation are discount rate, expected salary increase & mortality. The sensitivity analyses below have been determined based reasonably on possible changes of the assumptions occurring at the end of the reporting period.

- If the discount rate would be 100 basis points (one percent) higher (lower), the defined benefit obligation would decrease by 9.9 M (increase by 12.1 M) if all other assumptions were held unchanged.

- If the expected salary growth would increase (decrease) by 100 basis point, the defined benefit obligation would increase by 4.3 M (decrease by 3.8 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 2.7 M (decrease by 2.7 M) if all other assumptions were held unchanged.

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

First time adoption of IPSAS 39- Employee Benefits

IPSAS 39 in replacement of IPSAS 25 has been adopted.

IPSAS 25 permits a public sector organisation to defer the recognition of certain actuarial gains and losses arising from defined benefit plans which is termed as the “the corridor approach”.

IPSAS 39 has removed the “corridor approach” and the entire liability coming from the defined benefit scheme pension plan is now recognised in the Statement of Financial Position as at the year end date.

In the Statement of Financial Position, an amount of Rs 40,430,147 of additional liability has been recognised in the item Retirement Benefit Obligations by restating the last year’s figure to reach Rs 56,830,380. An additional amount of Rs 5,165,053 has been recorded in this year’s Retirement Benefit Obligations and the figure is Rs 59,995,433 as at 30 June 2019.

Notes to the Financial Statements

for the year ended 30 June 2019

24. RETIREMENT BENEFIT OBLIGATIONS (continued)

(b) Defined Contribution Scheme

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

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

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

The total contributions paid in respect of Defined Contribution Scheme for the year ended 30 June 2019 and the cumulative balance as at 30 June 2019 are as follows:-

	Contribution period ended 30 June 2019	Cumulative Balance as at 30 June 2019
	Rs	Rs
Employer Contribution	511,565	2,123,145
Employee Contribution	256,343	1,060,126
Total Contribution	767,908	3,183,271

Notes to the Financial Statements

for the year ended 30 June 2019

25. RELATED PARTY TRANSACTIONS

For the purposes of these financial statements, parties are considered to be related to the Authority if they have the ability, directly or indirectly, to control the Authority or exercise significant influence over the Authority in making financial and operating decisions or vice versa.

The Permanent Secretary of Ministry of Tourism, the representative of the Parent Ministry on the Board of Mauritius Tourism Promotion Authority acted as the Chairperson of the Board for the period 8 May 2019 to 30 June 2019.

26. EVENTS AFTER THE REPORTING PERIOD

There are no events after reporting period which may have a material effect on the financial statements as at 30 June 2019.

27. IC Publications

A contract was signed between MTPA and ICP for the latter to manage the Global African Tourism Summit. As per contractual terms, a payment of Rs 2.5 million was made to IC Tourism Summit. As per contractual terms, a payment of Rs 2.5 million was made to IC Publications but the contract had to be terminated based on the No Go clause of para 5.6 of the contract.

The decision to terminate the contract was taken on account of several breaches of the said agreement. MTPA legal advisor is of the opinion that there is a possibility that the said sum of Rs 2.5 million already paid could be recovered through a Court case grounded in breach of contract.

MTPA is in the process of appointing an arbitrator in this matter.

28. Claim from Mr D. Babooa - Ex Research & Development Manager

Mr D. Babooa former Research & Development Manager at MTPA has through the Ministry of Labour, Industrial Relations, Employment and Training called at Industrial Court for unfair dismissal and is claiming an amount of Rs 1,639,968.75 as compensation.

In this matter, our legal representative is of the opinion that the success of this claim materialising is probable.

The case will be called for hearing on 17 February 2021 at Industrial Court.

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TABLE 1: PASSENGER TRAFFIC ¹ BY MONTH, 2017 - 2019

Month	2017		2018		2019 ²	
	Arrivals	Departures	Arrivals	Departures	Arrivals	Departures
January	166,017	193,128	167,277	197,507	172,994	205,730
February	138,288	141,162	151,682	148,811	151,189	146,918
March	146,494	150,720	156,216	157,561	156,692	167,093
1st Quarter	<u>450,799</u>	<u>485,010</u>	<u>475,175</u>	<u>503,879</u>	<u>480,875</u>	<u>519,741</u>
April	150,261	150,344	146,421	150,938	150,580	145,505
May	126,064	132,489	130,231	139,992	130,455	135,632
June	105,955	105,143	113,689	111,463	125,877	124,918
2nd Quarter	<u>382,280</u>	<u>387,976</u>	<u>390,341</u>	<u>402,393</u>	<u>406,912</u>	<u>406,055</u>
1st Semester	833,079	872,986	865,516	906,272	887,787	925,796
July	150,429	136,886	156,110	143,654	156,090	146,256
August	137,706	146,592	148,643	156,601	151,291	157,037
September	127,553	125,285	137,101	135,666	135,043	135,444
3rd Quarter	<u>415,688</u>	<u>408,763</u>	<u>441,854</u>	<u>435,921</u>	<u>442,424</u>	<u>438,737</u>
Jan. to Sep.	1,248,767	1,281,749	1,307,370	1,342,193	1,330,211	1,364,533
October	163,994	157,071	169,570	158,783	164,647	156,298
November	159,898	161,905	173,830	179,434	176,224	181,227
December	208,362	176,570	211,519	179,287	205,644	180,307
4th Quarter	<u>532,254</u>	<u>495,546</u>	<u>554,919</u>	<u>517,504</u>	<u>546,525</u>	<u>517,832</u>
2nd Semester	947,942	904,309	996,773	953,425	988,949	956,569
Whole Year	1,781,021	1,777,295	1,862,289	1,859,697	1,876,736	1,882,365

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

² Provisional

TABLE 2: DEPARTURE OF MAURITIAN RESIDENTS BY COUNTRY OF DISEMBARKATION ¹, 2018 AND 2019

Country of disembarkation		2018	2019 ²	% Change
EUROPE		67,450	72,088	+ 6.9
	Austria	228	337	+ 47.8
	France	28,925	29,683	+2.6
	Germany	3,904	3,265	- 16.4
	Italy	856	890	+ 4.0
	Netherlands	1,812	1,603	- 11.5
	Switzerland	1,166	1,912	+ 64.0
	Turkey	10,813	13,639	+ 26.1
	United Kingdom	19,698	20,704	+ 5.1
	Other European	48	55	+14.6
AFRICA		92,531	103,914	+ 12.3
	Kenya	4,205	8,807	+ 109.4
	Malagasy Republic	8,833	10,701	+ 21.1
	Reunion Island	40,081	42,719	+ 6.6
	Seychelles	9,509	8,770	- 7.8
	South Africa, Rep. of	29,002	32,155	+ 10.9
	Other African	901	762	- 15.4
ASIA		127,253	153,776	+ 6.7
	People's Rep. of China	2,503	2,155	- 13.9
	Hong Kong SAR ³	5,090	5,874	+ 15.4
	India	26,607	31,232	+ 17.4
	Malaysia	1,670	2,323	+ 39.1
	Saudi Arabia	5,472	5,362	- 2.0
	Singapore	15,714	15,973	+ 1.6
	United Arab Emirates	70,193	72,857	+ 3.8
	Other Asian	4	0	- 100.0
OCEANIA		8,848	8,362	- 5.5
	Australia	8,848	8,362	- 5.5
NOT STATED		1	38	+ 3700.0
All Countries		296,083	320,178	+ 8.1

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

² Provisional

³ Special Administrative Region of China

TABLE 3: TOURIST ARRIVALS BY MONTH, 2017 - 2019

Month	2017	2018	2019 ¹
January	124,362	120,974	122,273
February	105,049	115,600	115,613
March	110,271	119,841	114,419
1st Quarter	<u>339,682</u>	<u>356,415</u>	<u>352,305</u>
April	111,432	104,967	108,565
May	96,557	101,138	96,814
June	78,188	84,345	92,398
2nd Quarter	<u>286,177</u>	<u>290,450</u>	<u>297,777</u>
1st Semester	625,859	646,865	650,082
July	112,347	115,881	115,448
August	100,191	109,471	107,275
September	96,282	102,849	100,837
3rd Quarter	<u>308,820</u>	<u>328,201</u>	<u>323,560</u>
Jan. to Sep.	934,679	975,066	973,642
October	130,070	134,052	129,018
November	121,496	132,247	128,730
December	155,615	158,043	152,098
4th Quarter	<u>407,181</u>	<u>424,342</u>	<u>409,846</u>
2nd Semester	716,001	752,543	733,406
Whole Year	1,341,860	1,399,408	1,383,488

¹ Provisional

TABLE 4: TOURIST ARRIVALS BY MAIN PURPOSE OF VISIT, 2018 AND 2019

Purpose of visit	2018	2019 ¹	% Change
Holiday	1,307,653	1,294,160	- 1.0
Business	50,463	50,543	+ 0.2
Transit	29,908	28,387	- 5.1
Conference	8,010	5,507	- 31.2
Sports	2,137	3,736	+ 74.8
Other	1,237	1,155	- 6.6
Total	1,399,408	1,383,488	- 1.1

¹ Provisional

TABLE 5: TOURIST ARRIVALS BY COUNTRY OF RESIDENCE AND BY MODE OF TRAVEL, 2018 AND 2019

Country of residence	2018			2019 ¹			% Change 2019 / 2018		
	Air	Ship	Total	Air	Ship	Total	Air	Ship	Total
EUROPE	793,905	30,429	824,334	797,743	38,203	835,946	0.5	25.5	1.4
Austria	17,734	838	18,572	17,129	1,261	18,390	-3.4	50.5	-1.0
Belgium	15,577	150	15,727	16,735	224	16,959	7.4	49.3	7.8
Bulgaria	1,740	173	1,913	1,803	237	2,040	3.6	37.0	6.6
Czech Republic	14,134	120	14,254	14,486	243	14,729	2.5	102.5	3.3
Croatia	739	84	823	919	73	992	24.4	-13.1	20.5
Denmark	7,240	178	7,418	7,150	238	7,388	-1.2	33.7	-0.4
Estonia	1,040	9	1,049	1,294	19	1,313	24.4	111.1	25.2
Finland	4,928	21	4,949	4,007	44	4,051	-18.7	109.5	-18.1
France	281,280	4,091	285,371	294,131	7,907	302,038	4.6	93.3	5.8
Germany	118,032	14,748	132,780	110,759	18,341	129,100	-6.2	24.4	-2.8
Greece	824	113	937	953	133	1,086	15.7	17.7	15.9
Hungary	3,161	116	3,277	3,782	279	4,061	19.6	140.5	23.9
Ireland	3,960	44	4,004	3,907	32	3,939	-1.3	-27.3	-1.6
Italy	37,029	1,332	38,361	40,269	1,722	41,991	8.7	29.3	9.5
Latvia	756	44	800	612	19	631	-19.0	-56.8	-21.1
Lithuania	813	16	829	1,274	64	1,338	56.7	300.0	61.4
Luxembourg	1,895	29	1,924	1,946	84	2,030	2.7	189.7	5.5
Netherlands	16,172	247	16,419	16,535	279	16,814	2.2	13.0	2.4
Norway	5,088	244	5,332	5,434	269	5,703	6.8	10.2	7.0
Poland	10,591	215	10,806	10,850	561	11,411	2.4	160.9	5.6
Portugal	4,789	123	4,912	5,121	115	5,236	6.9	-6.5	6.6
Romania	4,036	332	4,368	4,305	512	4,817	6.7	54.2	10.3
Serbia	620	36	656	769	47	816	24.0	30.6	24.4
Slovakia	4,188	49	4,237	4,143	91	4,234	-1.1	85.7	-0.1
Slovenia	1,700	41	1,741	2,087	124	2,211	22.8	202.4	27.0
Spain	14,694	369	15,063	13,867	440	14,307	-5.6	19.2	-5.0
Sweden	15,257	282	15,539	12,832	383	13,215	-15.9	35.8	-15.0
Switzerland	39,717	1,363	41,080	40,335	1,710	42,045	1.6	25.5	2.3
Turkey	2,381	219	2,600	2,905	106	3,011	22.0	-51.6	15.8
United Kingdom	147,950	3,963	151,913	139,958	1,562	141,520	-5.4	-60.6	-6.8
<i>CIS ² countries</i>	<i>14,114</i>	<i>806</i>	<i>14,920</i>	<i>15,227</i>	<i>1,015</i>	<i>16,242</i>	<i>7.9</i>	<i>25.9</i>	<i>8.9</i>
<i>of which:</i>									
<i>Belarus</i>	<i>475</i>	<i>34</i>	<i>509</i>	<i>696</i>	<i>29</i>	<i>725</i>	<i>46.5</i>	<i>-14.7</i>	<i>42.4</i>
<i>Kazakhstan</i>	<i>300</i>	<i>6</i>	<i>306</i>	<i>295</i>	<i>21</i>	<i>316</i>	<i>-1.7</i>	<i>250.0</i>	<i>3.3</i>
<i>Russian Federation</i>	<i>10,424</i>	<i>583</i>	<i>11,007</i>	<i>10,562</i>	<i>629</i>	<i>11,191</i>	<i>1.3</i>	<i>7.9</i>	<i>1.7</i>
<i>Ukraine</i>	<i>2,591</i>	<i>174</i>	<i>2,765</i>	<i>3,292</i>	<i>330</i>	<i>3,622</i>	<i>27.1</i>	<i>89.7</i>	<i>31.0</i>
<i>Other CIS</i>	<i>324</i>	<i>9</i>	<i>333</i>	<i>382</i>	<i>6</i>	<i>388</i>	<i>17.9</i>	<i>-33.3</i>	<i>16.5</i>
<i>Other European</i>	<i>1,726</i>	<i>34</i>	<i>1,760</i>	<i>2,219</i>	<i>69</i>	<i>2,288</i>	<i>28.6</i>	<i>102.9</i>	<i>30.0</i>
AFRICA	308,335	4,283	312,618	309,626	1,302	310,928	0.4	-69.6	-0.5
<i>IOC ³ countries</i>	<i>158,364</i>	<i>766</i>	<i>159,130</i>	<i>161,084</i>	<i>608</i>	<i>161,692</i>	<i>1.7</i>	<i>-20.6</i>	<i>1.6</i>
<i>of which:</i>									
<i>Comoros</i>	<i>956</i>	<i>0</i>	<i>956</i>	<i>1,304</i>	<i>1</i>	<i>1,305</i>	<i>36.4</i>	<i>-</i>	<i>36.5</i>
<i>Malagasy Republic</i>	<i>14,343</i>	<i>22</i>	<i>14,365</i>	<i>15,950</i>	<i>29</i>	<i>15,979</i>	<i>11.2</i>	<i>31.8</i>	<i>11.2</i>
<i>Reunion Island</i>	<i>137,702</i>	<i>737</i>	<i>138,439</i>	<i>136,995</i>	<i>575</i>	<i>137,570</i>	<i>-0.5</i>	<i>-22.0</i>	<i>-0.6</i>
<i>Seychelles</i>	<i>5,363</i>	<i>7</i>	<i>5,370</i>	<i>6,835</i>	<i>3</i>	<i>6,838</i>	<i>27.4</i>	<i>-57.1</i>	<i>27.3</i>
Algeria	302	1	303	348	4	352	15.2	300.0	16.2
Angola	634	3	637	610	17	627	-3.8	466.7	-1.6
Benin	116	3	119	91	4	95	-21.6	33.3	-20.2
Botswana	1,057	13	1,070	1,513	1	1,514	43.1	-92.3	41.5
Burundi	84	0	84	110	0	110	31.0	-	31.0

¹ Provisional

² Commonwealth of Independent States

³ Indian Ocean comission

TABLE 5: TOURIST ARRIVALS BY COUNTRY OF RESIDENCE AND BY MODE OF TRAVEL, 1ST SEMESTER 2018 AND 2019

Country of residence	2018			2019 ¹			% Change 2019 / 2018		
	Air	Ship	Total	Air	Ship	Total	Air	Ship	Total
Cameroon	443	2	445	473	0	473	6.8	-100.0	6.3
Congo	603	0	603	753	0	753	24.9	-	24.9
Egypt	761	4	765	825	5	830	8.4	25.0	8.5
Ethiopia	308	1	309	317	1	318	2.9	0.0	2.9
Gabon	160	0	160	205	0	205	28.1	-	28.1
Ghana	993	18	1,011	1,021	15	1,036	2.8	-16.7	2.5
Ivory Coast	478	16	494	535	22	557	11.9	37.5	12.8
Kenya	4,030	5	4,035	4,883	4	4,887	21.2	-20.0	21.1
Lesotho	323	14	337	240	0	240	-25.7	-100.0	-28.8
Malawi	420	0	420	468	1	469	11.4	-	11.7
Mayotte	1,355	0	1,355	1,597	0	1,597	17.9	-	17.9
Morocco	891	10	901	1,040	13	1,053	16.7	30.0	16.9
Mozambique	796	13	809	1,143	8	1,151	43.6	-38.5	42.3
Namibia	1,330	28	1,358	1,358	7	1,365	2.1	-75.0	0.5
Niger	159	1	160	216	1	217	35.8	0.0	35.6
Nigeria	2,145	12	2,157	3,563	51	3,614	66.1	325.0	67.5
Rwanda	217	0	217	297	0	297	36.9	-	36.9
Senegal	263	12	275	245	15	260	-6.8	25.0	-5.5
South Africa, Rep. of	124,821	3,276	128,097	118,086	470	118,556	-5.4	-85.7	-7.4
Sudan	91	0	91	97	0	97	6.6	-	6.6
Kingdom of Eswatini ⁴	420	4	424	432	3	435	2.9	-25.0	2.6
Tanzania	796	1	797	1,070	4	1,074	34.4	300.0	34.8
Togo	68	0	68	78	2	80	14.7	-	17.6
Tunisia	411	9	420	506	1	507	23.1	-88.9	20.7
Uganda	676	0	676	823	1	824	21.7	-	21.9
Zimbabwe	2,494	2	2,496	3,017	4	3,021	21.0	100.0	21.0
Zambia	1,118	6	1,124	1,171	0	1,171	4.7	-100.0	4.2
Other African	1,208	63	1,271	1,411	40	1,451	16.8	-36.5	14.2
ASIA	210,913	2,509	213,422	186,336	3,513	189,849	-11.7	40.0	-11.0
Afghanistan	722	21	743	786	29	815	8.9	38.1	9.7
Bangladesh	1,192	3	1,195	932	3	935	-21.8	0.0	-21.8
Hong Kong SAR ⁵	1,505	14	1,519	1,425	7	1,432	-5.3	-50.0	-5.7
India	85,469	296	85,765	75,379	294	75,673	-11.8	-0.7	-11.8
Indonesia	2,097	422	2,519	2,201	533	2,734	5.0	26.3	8.5
Israel	1,917	248	2,165	2,540	542	3,082	32.5	118.5	42.4
Japan	2,020	26	2,046	2,072	162	2,234	2.6	523.1	9.2
Korea Republic	7,105	99	7,204	6,985	87	7,072	-1.7	-12.1	-1.8
Malaysia	2,233	31	2,264	2,018	27	2,045	-9.6	-12.9	-9.7
Maldives	51	0	51	311	1	312	509.8	-	511.8
Nepal	550	7	557	330	6	336	-40.0	-14.3	-39.7
Pakistan	1,197	10	1,207	904	28	932	-24.5	180.0	-22.8
People's Rep. of China	65,241	495	65,736	41,940	800	42,740	-35.7	61.6	-35.0
Philippines	2,240	632	2,872	2,621	678	3,299	17.0	7.3	14.9
Singapore	2,804	5	2,809	2,779	15	2,794	-0.9	200.0	-0.5
Sri Lanka	505	30	535	464	47	511	-8.1	56.7	-4.5
Taiwan, China	1,691	76	1,767	1,747	125	1,872	3.3	64.5	5.9
Thailand	477	9	486	554	7	561	16.1	-22.2	15.4
Vietnam	684	56	740	590	62	652	-13.7	10.7	-11.9
<i>MIDDLE EAST Countries</i>	<i>30,937</i>	<i>11</i>	<i>30,948</i>	<i>39,460</i>	<i>12</i>	<i>39,472</i>	<i>27.5</i>	<i>9.1</i>	<i>27.5</i>
<i>of which:</i>									
<i>Bahrain</i>	<i>214</i>	<i>1</i>	<i>215</i>	<i>172</i>	<i>0</i>	<i>172</i>	<i>-19.6</i>	<i>-100.0</i>	<i>-20.0</i>

TABLE 5 (CONT'D):- TOURIST ARRIVALS BY COUNTRY OF RESIDENCE, 2016 AND 2017
(CONT'D)

<i>Iran</i>	257	1	258	136	0	136	-47.1	-100.0	-47.3
<i>Jordan</i>	151	1	152	253	0	253	67.5	-100.0	66.4
<i>Kuwait</i>	661	0	661	817	0	817	23.6	-	23.6
<i>Lebanon</i>	497	2	499	565	0	565	13.7	-100.0	13.2
<i>Oman</i>	240	0	240	253	0	253	5.4	-	5.4
<i>Qatar</i>	249	1	250	360	0	360	44.6	-100.0	44.0
<i>Saudi Arabia</i>	16,506	1	16,507	22,786	2	22,788	38.0	100.0	38.1
<i>United Arab Emirates</i>	12,055	3	12,058	13,994	5	13,999	16.1	66.7	16.1
<i>Other Middle East</i>	107	1	108	124	5	129	15.9	400.0	19.4
Other Asian	276	18	294	298	48	346	8.0	166.7	17.7
OCEANIA	21,850	754	22,604	19,956	848	20,804	-8.7	12.5	-8.0
Australia	20,309	640	20,949	18,295	702	18,997	-9.9	9.7	-9.3
New Zealand	912	90	1,002	936	123	1,059	2.6	36.7	5.7
Other Oceanian	629	24	653	725	23	748	15.3	-4.2	14.5
AMERICA	24,202	1,710	25,912	24,011	1,368	25,379	-0.8	-20.0	-2.1
Brazil	3,652	91	3,743	3,288	233	3,521	-10.0	156.0	-5.9
Canada	7,284	463	7,747	7,666	345	8,011	5.2	-25.5	3.4
USA	9,592	933	10,525	9,896	511	10,407	3.2	-45.2	-1.1
Other American	3,674	223	3,897	3,161	279	3,440	-14.0	25.1	-11.7
Others & not stated	483	35	518	563	19	582	16.6	-45.7	12.4
All countries	1,359,688	39,720	1,399,408	1,338,235	45,253	1,383,488	-1.6	13.9	-1.1

TABLE 6(i): TOURIST ARRIVALS BY AGE AND GENDER, 2018 AND 2019

Age group (years)	2018			2019 ¹			% Change		
	Male	Female	Total	Male	Female	Total	Male	Female	Total
Under 5	26,718	26,198	52,916	27,004	26,673	53,677	1.1	1.8	1.4
5 - 9	30,301	29,706	60,007	30,115	29,274	59,389	-0.6	-1.5	-1.0
10 - 14	29,239	28,907	58,146	29,322	29,201	59,389	0.3	1.0	0.6
15 - 19	21,887	25,333	47,220	21,652	25,717	58,523	-1.1	1.5	0.3
20 - 24	24,161	37,525	61,686	24,333	37,144	61,477	0.7	-1.0	-0.3
25 - 29	67,827	84,805	152,632	62,862	79,632	142,494	-7.3	-6.1	-6.6
30 - 34	78,343	75,788	154,131	77,042	75,229	152,271	-1.7	-0.7	-1.2
35 - 39	67,097	61,812	128,909	66,342	62,292	128,634	-1.1	0.8	-0.2
40 - 44	59,786	55,156	114,902	59,020	54,250	113,270	-1.3	-1.6	-1.4
45 - 49	61,501	59,156	120,657	60,723	58,051	118,774	-1.3	-1.9	-1.6
50 - 54	62,862	61,657	124,519	62,496	61,310	123,806	-0.6	-0.6	-0.6
55 - 59	54,662	52,941	107,603	56,208	53,386	109,594	2.8	0.8	1.9
60 - 64	43,630	41,802	85,432	43,412	41,947	85,369	-0.5	0.3	-0.1
65 - 69	32,210	30,257	62,467	31,720	30,108	61,828	-1.5	-0.5	-1.0
70 & over	36,469	31,712	68,181	35,764	31,259	67,023	-1.9	-1.4	-1.7
Total	696,693	702,715	1,399,408	688,015	695,473	1,383,488	-1.2	-1.0	-1.1

¹ Provisional

TABLE 6(ii): TOURIST ARRIVALS BY BROAD AGE GROUP AND MODE OF ARRIVAL, 2018 AND 2019

Age group (years)	2018			2019 ¹			% Change		
	Air	Sea	Total	Air	Sea	Total	Air	Sea	Total
Under 15	169,635	1,434	171,069	169,952	1,637	171,589	0.2	14.2	0.3
15 - 59	994,506	17,753	1,012,259	976,161	21,528	997,689	-1.8	21.3	-1.4
60 & over	195,547	20,533	216,080	192,122	22,088	214,210	-1.8	7.6	-0.9
Total	1,359,688	39,720	1,399,408	1,338,235	45,253	1,383,488	-1.6	13.9	-1.1

¹ Provisional

TABLE 7: TOURIST ARRIVALS BY AIR AND BY MAIN PORT OF LAST EMBARKATION FOR SELECTED MARKETS, 2019 ¹

Country of last embarkation		Total tourist arrivals					
			France	Germany	Italy		Switzerland
EUROPE		479,815	173,037	68,180	15,873	8,793	25,139
<i>of which:</i>	France	205,181	150,789	9,864	4,163	1,913	4,540
	Germany	61,348	5,088	42,455	874	369	757
	Italy	11,514	1,643	131	7,605	19	151
	Netherlands	21,503	3,549	3,025	654	5,727	730
	Switzerland	32,827	4,078	4,970	723	280	17,662
	Turkey	34,160	5,546	4,794	1,127	186	581
	United Kingdom	82,171	1,589	386	455	299	240
AFRICA		460,340	85,714	11,830	3,729	2,784	4,470
<i>of which:</i>	Kenya	22,058	2,318	267	358	195	486
	Malagasy Republic	20,904	1,471	306	125	343	194
	Reunion Island	236,959	79,873	4,443	376	460	2,328
	Seychelles	15,457	468	193	107	44	99
	South Africa, Rep. of	164,577	1,577	6,516	2,763	1,742	1,353
ASIA		383,610	32,095	30,718	20,647	4,944	10,694
<i>of which:</i>	Hong Kong SAR ²	13,973	99	10	22	2	10
	India	63,315	149	56	23	27	24
	Malaysia	4,151	219	20	17	6	8
	People's Rep. of China	16,648	31	13	1	0	3
	Saudi Arabia	20,234	1,136	275	189	17	52
	Singapore	11,304	686	64	36	21	24
	United Arab Emirates	253,733	32,750	30,280	20,359	4,871	10,573
OCEANIA		14,467	285	31	20	14	32
<i>of which:</i>	Australia	14,467	285	31	20	14	32
AMERICA		3	0	0	0	0	0
<i>of which:</i>	USA	0	0	0	0	0	0
Total arrivals by air		1,338,235	294,131	110,759	40,269	16,535	40,335
<i>of which:</i>			France	Germany	Italy		Switzerland
	Direct from own country of residence		51.3%	38.3%	18.9%	34.6%	43.8%
	From United Arab Emirates		11.1%	27.3%	50.6%	29.5%	26.2%
	From Turkey		1.9%	4.3%	2.8%	1.1%	1.4%
	From France			8.9%	10.3%	11.6%	11.3%
	From Reunion Island		27.2%	4.0%	0.9%	2.8%	5.8%
	From Netherlands		1.2%	2.7%	1.6%		1.8%
	From South Africa, Rep. of		0.5%	5.9%	6.9%	10.5%	3.4%

¹ Provisional

² Special Administrative Region of China

Napp: not applicable

of which, arrivals from selected country of residence							
Turkey	United Kingdom	Russian Federation	Reunion Island	South Africa, Rep. of	India	People's Rep. of China	Australia
2,410	81,525	4,492	254	275	162	277	587
19	3,789	1,376	188	62	41	72	197
23	454	232	6	19	13	23	42
0	292	675	2	1	1	6	2
8	975	221	14	15	14	13	22
5	574	352	7	19	5	9	20
2,350	1,015	1,169	19	40	20	83	62
2	74,202	88	17	119	67	61	140
191	11,448	628	133,980	112,234	9,415	4,062	2,867
19	1,230	98	114	1,026	1,415	504	215
102	392	138	301	247	714	980	278
21	1,117	121	133,166	1,824	1,656	1,210	296
21	431	86	49	132	4,904	213	158
28	8,277	185	350	109,002	726	1,121	1,920
304	46,698	5,442	2,481	4,603	65,788	37,585	3,173
0	106	23	104	70	16	9,962	101
6	386	16	137	3,701	56,602	60	103
1	81	8	343	51	62	216	470
0	16	7	14	10	3	16,279	8
103	284	48	51	36	248	54	24
1	175	46	1,214	256	134	824	1,061
193	45,649	5,294	618	479	8,719	10,183	1,405
0	287	0	280	974	14	16	11,668
0	287	2	280	974	14	16	11,668
0	0	0	0	0	0	0	0
0	0	0	0	0	0	0	0
2,905	139,958	10,562	136,995	118,086	75,379	41,940	18,295
Turkey	United Kingdom	Russian Federation	Reunion Island	South Africa, Rep. of	India	People's Rep. of China	Australia
80.9%	53.0%	Napp	97.2%	92.3%	75.1%	38.8%	63.8%
6.6%	32.6%	50.1%	0.5%	0.4%	11.6%	24.3%	7.7%
	0.7%	11.1%	0.0%	0.0%	0.0%	0.2%	0.3%
0.7%	2.7%	13.0%	0.1%	0.1%	0.1%	0.2%	1.1%
0.7%	0.8%	1.1%		1.5%	2.2%	2.9%	1.6%
0.3%	0.7%	2.1%	0.0%	0.0%	0.0%	0.0%	0.1%
1.0%	5.9%	1.8%	0.3%		1.0%	2.7%	10.5%

TABLE 8: TOURIST ARRIVALS, TOURIST DEPARTURES, TOURIST NIGHTS, AVERAGE LENGTH OF STAY AND TOURISM EARNINGS, 2016 - 2019

Year		Tourist arrivals (Number)	Tourist departures (Number)	Tourist Nights ¹	Average Length of stay	Tourism earnings ² (Rs Mn)
2016	1 st Semester	586,464	618,615	6,491,532	10.5	27,188
	2 nd Semester	688,763	641,510	6,626,375	10.3	28,679
	Year	1,275,227	1,260,125	13,117,907	10.4	55,867
2017	1 st Semester	625,859	659,243	6,853,948	10.4	29,319
	2 nd Semester	716,001	661,897	6,786,803	10.3	30,943
	Year	1,341,860	1,321,140	13,640,751	10.3	60,262
2018	1 st Semester	646,865	681,859	7,123,373	10.4	33,460
	2 nd Semester	752,543	695,119	7,172,901	10.3	30,578
	Year	1,399,408	1,376,978	14,296,274	10.4	64,037
2019 ³	1 st Quarter	352,305	380,228	4,117,859	10.8	16,518
	2 nd Quarter	297,777	296,081	3,028,030	10.2	14,534
	3 rd Quarter	323,560	318,879	3,599,943	11.3	14,052
	4 th Quarter	409,846	365,118	3,720,033	10.2	18,003
	Year	1,383,488	1,360,306	14,465,865	10.6	63,107

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

² Source: Bank of Mauritius

³ Provisional

TABLE 9: HOTELS ¹, ROOMS AND BEDPLACES, 2016 - 2019

Year		Number as at end of period					
		All Hotels			"Large" Hotels		
		Hotels	Rooms	Bedplaces	Hotels	Rooms	Bedplaces
2016	1st Qr.	116	13,710	28,940	56	10,454	22,247
	2nd Qr.	111	13,092	27,523	54	9,963	21,105
	3rd Qr.	111	13,330	28,650	55	10,267	22,370
	4th Qr.	111	13,547	29,139	56	10,480	22,839
2017	1st Qr.	106	13,293	28,667	55	10,327	22,554
	2nd Qr.	98	12,308	26,850	52	9,637	21,235
	3rd Qr.	108	12,875	28,252	54	9,983	22,251
	4th Qr.	111	13,511	29,650	57	10,570	23,579
2018	1st Qr.	113	13,588	29,656	57	10,564	23,413
	2nd Qr.	107	12,850	28,414	55	10,075	22,638
	3rd Qr.	108	12,867	28,481	55	10,075	22,676
	4th Qr.	113	13,574	30,427	57	10,585	24,218
2019 ²	1st Qr.	110	13,456	30,228	57	10,564	24,200
	2nd Qr.	109	13,336	30,068	58	10,533	24,192
	3rd Qr.	110	13,248	30,623	57	10,370	24,437
	4th Qr.	112 ³	13,489	31,024	58	10,539	24,743

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

² Provisional

³ Excluding 1 hotel not operational because of renovation works

TABLE 10: MONTHLY OCCUPANCY RATES (%) FOR ALL HOTELS AND “LARGE” HOTELS, 2017 - 2019

Month	All Hotels						“Large” Hotels					
	2017 ¹		2018		2019 ¹		2017 ¹		2018		2019 ¹	
	Room	Bed	Room	Bed	Room	Bed	Room	Bed	Room	Bed	Room	Bed
January	81	73	77	70	72	64	83	74	78	72	74	66
February	81	72	79	71	76	67	82	74	81	74	77	69
March	76	67	76	69	71	62	77	68	78	72	72	64
1st Quarter	79	70	77	70	73	65	80	72	79	73	74	66
April	78	68	73	67	69	64	80	71	75	70	71	67
May	68	61	70	63	66	57	69	64	72	65	67	58
June	60	52	60	53	64	55	61	55	62	56	65	57
2nd Quarter	69	61	68	61	66	59	70	63	70	64	68	61
1st Semester	74	66	73	66	69	62	76	68	74	68	71	63
July	73	66	68	63	69	62	76	69	71	66	70	64
August	75	67	76	70	73	66	79	71	79	74	75	69
September	77	67	79	69	75	63	79	69	82	72	77	65
3rd Quarter	75	67	74	68	72	64	78	70	77	71	74	66
Jan. to Sep.	74	66	73	66	70	62	76	68	75	69	72	65
October	85	75	81	72	75	66	87	78	83	75	76	68
November	86	74	83	71	84	69	87	75	84	72	85	70
December	81	72	76	69	78	68	82	73	77	70	79	70
4th Quarter	84	73	80	71	79	68	85	75	81	72	80	69
2nd Semester	79	70	77	69	76	66	82	73	79	72	77	68
Year	77	68	75	67	73	64	79	70	77	70	74	66

¹ Provisional

TABLE 11: EMPLOYMENT IN LARGE ¹ ESTABLISHMENTS OF THE TOURISM INDUSTRY AS AT END OF MARCH, 2015 - 2017

Establishments	Year				
	2015	2016	2017 ²	2018 ²	2019 ²
Food Service	3,203	3,313	3,110	3,198	3,282
Hotels	22,568	23,624	24,093	24,145	24,443
Travel and Other Services ³	3,793	3,755	3,664	3,604	3,514
Total	29,564	30,692	30,692	30,946	31,239

¹ Large establishments are those employing 10 or more persons

² Revised

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

Source: Survey of Employment and Earnings in large Establishments



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