Agenda

• Market recap and forecast
• Destination promotion actions
• Product segments
• Tourism earnings
• Way forward
• From 2010 to 2014, the industry grew at an average rate of 2.8%, 2 percent under the world average
• Double-digit growth in 2015 and 2016 after two decades
• 2017 likely to grow by 7-8%
Market share by region

- Europe contributes 57%
- Asia share has grown by 6%

<table>
<thead>
<tr>
<th>Region</th>
<th>2012 [%]</th>
<th>2016 [%]</th>
</tr>
</thead>
<tbody>
<tr>
<td>Europe</td>
<td>57</td>
<td>57</td>
</tr>
<tr>
<td>Africa</td>
<td>28</td>
<td>23</td>
</tr>
<tr>
<td>Asia</td>
<td>11</td>
<td>17</td>
</tr>
<tr>
<td>Oceania</td>
<td>2</td>
<td>2</td>
</tr>
</tbody>
</table>

Source: Statistics Mauritius
### Primary Markets 2016

<table>
<thead>
<tr>
<th>Country</th>
<th>Arrivals</th>
<th>% Growth</th>
</tr>
</thead>
<tbody>
<tr>
<td>France</td>
<td>271,963</td>
<td>6.9</td>
</tr>
<tr>
<td>Reunion</td>
<td>146,203</td>
<td>1.6</td>
</tr>
<tr>
<td>U.K</td>
<td>141,904</td>
<td>9.4</td>
</tr>
<tr>
<td>S. Africa</td>
<td>104,834</td>
<td>2.8</td>
</tr>
<tr>
<td>Germany</td>
<td>103,761</td>
<td>37.9</td>
</tr>
<tr>
<td>Italy</td>
<td>31,337</td>
<td>7.4</td>
</tr>
<tr>
<td>Switzerland</td>
<td>36,272</td>
<td>18.2</td>
</tr>
<tr>
<td>Russia</td>
<td>9,295</td>
<td>-18.5</td>
</tr>
</tbody>
</table>

### Emerging Markets

<table>
<thead>
<tr>
<th>Country</th>
<th>Arrivals</th>
<th>% Growth</th>
</tr>
</thead>
<tbody>
<tr>
<td>India</td>
<td>82,670</td>
<td>14.6</td>
</tr>
<tr>
<td>China</td>
<td>79,374</td>
<td>-11.4</td>
</tr>
</tbody>
</table>

Top 10 markets contribute 82% of total arrivals

Source: Statistics Mauritius
### Top 10 markets: 1Q 2017

<table>
<thead>
<tr>
<th>Primary Markets</th>
<th>2016</th>
<th>2017 Q1</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Country</td>
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<td></td>
<td>China</td>
<td>79,374</td>
</tr>
</tbody>
</table>

Source: Statistics Mauritius
Top 10 markets: Key Take Homes

• France remains our primary market
• Germany has one of the strongest growths in Europe
• UK has been growing despite Brexit
• India has sustained two-digit since 2015
• Markets to watch:
  • Russia (growing in 2017, overtaken by Australia)
  • China
China Market Evolution

- China market grew from 20,885 in 2012 to peak in 2015 at 89,584
- Arrivals fell by 10,000 pax [11%] in 2016
- 1Q 2017 at 25,500 pax compared to 26,500 in 1Q 2016: -1.6%

Source: Statistics Mauritius
Other markets

New Markets
- **Nordics**: Sweden, Denmark
- **ASEANS**: Singapore, Malaysia, Japan, South Korea
- **Middle East**: UAE, KSA
- **Central and Eastern Europe, Spain**

Exploratory Markets:
- Azerbaijan, Algeria, Iran

Two Centered Holidays
- Bush & Beach with Africa for EU, US/Canada, Australia
- With Reunion and VIO for China, India and France
Seasonality: Key to Annual Growth Targets

- Low season arrivals: from 374,000 to 422,099 [2015/14], and to 461,000 [2016/15]
- Bigger share of low season arrivals: 36% in 2016 compared to 32% in 2012.

Source: Statistics Mauritius
Regional Competition

- Mauritius has done better than Maldives and Seychelles both in terms of pax increase and percentage growth

<table>
<thead>
<tr>
<th>MONTHS</th>
<th>Mauritius</th>
<th>Maldives</th>
<th>Seychelles</th>
</tr>
</thead>
<tbody>
<tr>
<td>JAN - DEC</td>
<td>2015 1,151,597 10.74%</td>
<td>2015 1,234,248 4.20%</td>
<td>2015 276,233</td>
</tr>
<tr>
<td></td>
<td>2016 1,275,227</td>
<td>2016 1,286,135</td>
<td>2016 303,177</td>
</tr>
<tr>
<td></td>
<td>% Change 9.75%</td>
<td>% Change 4.20%</td>
<td>% Change 9.75%</td>
</tr>
</tbody>
</table>
Growth projections 2017

**Primary**
Sustained growth, challenge on IATA summer
- Germany: Double-digit growth
- France, Switzerland, Italy: 5 – 10%
- South Africa, Reunion, UK and Russia < 5%

**Emerging**
Strong growth, particularly during IATA summer
- India: Double-digit growth
- China: Revert to positive growth in 2017

**New markets**
Opportunistic growth
- Scandinavia
- Eastern Europe
- Middle-East
- Australia
## Accommodation

<table>
<thead>
<tr>
<th>PARAMETERS</th>
<th>2013</th>
<th>2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>No of Hotels</td>
<td>107</td>
<td>111</td>
</tr>
<tr>
<td>No of Rooms</td>
<td>12,376</td>
<td>13,547</td>
</tr>
<tr>
<td>No of bed places</td>
<td>25,105</td>
<td>29,139</td>
</tr>
<tr>
<td>Average Occupancy rate in hotels</td>
<td>64%</td>
<td>76%</td>
</tr>
<tr>
<td>% tourists staying in hotels</td>
<td>80%</td>
<td>81%</td>
</tr>
<tr>
<td>% tourists staying in the non-hotel sector</td>
<td>20%</td>
<td>19%</td>
</tr>
</tbody>
</table>

*Source: Statistics Mauritius*
## Air connectivity:
**Point to Point & Hubbing**

<table>
<thead>
<tr>
<th>Total arrivals</th>
<th>266,399</th>
<th>99,272</th>
<th>140,803</th>
<th>79,066</th>
<th>18,433</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>France</td>
<td>Germany</td>
<td>UK</td>
<td>China</td>
<td>Australia</td>
</tr>
<tr>
<td>Direct</td>
<td>58.7%</td>
<td>46.1%</td>
<td>48.3%</td>
<td>63.2%</td>
<td>67.1%</td>
</tr>
<tr>
<td>From UAE</td>
<td>10.5%</td>
<td>29.3%</td>
<td>37.8%</td>
<td>13.7%</td>
<td>6.6%</td>
</tr>
<tr>
<td>From Turkey</td>
<td>0.5%</td>
<td>4.1%</td>
<td>0.5%</td>
<td>0.1%</td>
<td>0.2%</td>
</tr>
<tr>
<td>From France</td>
<td></td>
<td>9.7%</td>
<td>4.4%</td>
<td>0.1%</td>
<td>1.8%</td>
</tr>
<tr>
<td>From Reunion</td>
<td>23.9%</td>
<td>3.6%</td>
<td>0.9%</td>
<td>1.2%</td>
<td>2.3%</td>
</tr>
<tr>
<td>From S. Africa</td>
<td>0.6%</td>
<td>5.0%</td>
<td>5.5%</td>
<td>1.4%</td>
<td>10.3%</td>
</tr>
</tbody>
</table>

Source: Statistics Mauritius
Tourism Earnings
Evolution of tourism earnings

- Tourist earnings increased from Rs 44.3 billion to Rs 55.8 billion from 2012 to 2016, absolute increase of Rs 11.5 billion
- An average growth of 11% per annum

<table>
<thead>
<tr>
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<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Tourism earnings [Rs BN]</td>
<td>44.3</td>
<td>40.5</td>
<td>44.3</td>
<td>44.3</td>
<td>50.1</td>
<td>55.8</td>
</tr>
<tr>
<td>Growth [%]</td>
<td>4</td>
<td>-9</td>
<td>9</td>
<td>9.2</td>
<td>13.3</td>
<td>11.3</td>
</tr>
<tr>
<td>Average expenditure by tourists per stay</td>
<td>N.A</td>
<td>N.A</td>
<td>41,018</td>
<td>42,268</td>
<td>43,285</td>
<td>44,000</td>
</tr>
</tbody>
</table>

Source: Statistics Mauritius
Spending patterns of tourists

• More than 60% of total tourist expenses are made on accommodation [Rs 34 billion in 2016].

<table>
<thead>
<tr>
<th>Items</th>
<th>Accommodation</th>
<th>Meal and Beverages</th>
<th>Local Transport</th>
<th>Sightseeing</th>
<th>Entertainment</th>
<th>Shopping</th>
<th>Others</th>
</tr>
</thead>
<tbody>
<tr>
<td>% Spent</td>
<td>61.4</td>
<td>10.4</td>
<td>4.8</td>
<td>7.0</td>
<td>5.0</td>
<td>8.8</td>
<td>2.7</td>
</tr>
<tr>
<td>2014 [Rs Bn]</td>
<td>27.2</td>
<td>4.6</td>
<td>2.1</td>
<td>3.1</td>
<td>2.2</td>
<td>3.9</td>
<td>1.2</td>
</tr>
<tr>
<td>2015 [Rs Bn]</td>
<td>30.8</td>
<td>5.2</td>
<td>2.4</td>
<td>3.5</td>
<td>2.5</td>
<td>4.4</td>
<td>1.3</td>
</tr>
<tr>
<td>2016 [Rs Bn]</td>
<td>34.3</td>
<td>5.8</td>
<td>2.6</td>
<td>3.9</td>
<td>2.8</td>
<td>4.9</td>
<td>1.5</td>
</tr>
</tbody>
</table>

Source: Statistics Mauritius
Increasing tourism earnings

• Shopping and unique handicrafts
• Attracting more activities to set up in Mauritius
• Projects related to entertainment
• Yield management v/s tourist arrivals growth
Destination
Promotion
Actions
High Impact Global projects

• CNN

• Global focus events in Mauritius (World Rugby 10, Afrasia golf, Porlwi etc.)

• High Impact campaigns – e.g. Taylor Morris Influencer and social media promotion

• France- Le Printemps Billboards
2017/2018 promotion focus

• More investment on global reach
• Joint marketing with trade/airlines
• 4 high impact events per market
• More global events in Mauritius:
  • low season such as June Olympiad with worldwide trade
  • 50 years National day celebrations
• Two-centered destination through the Africa corridor
• Motivate tourists to spend more on sightseeing, shopping and entertainment
• E-marketing and social media

General principles:
1. More marketing budget above the line
2. Fish where the fish are biting
3. Invest on e-marketing
E-marketing & Social Media: The Way Forward

• Consolidate the destination’s online visibility through social media, search engine marketing and search engine optimization

• But also consolidate the destination’s online assets: website, social profiles, mobile app, newsletter

• Main social media platforms for Mauritius:
  - Facebook, YouTube, Instagram for all markets
  - Weibo, WeChat and Youku for China

• Target relevant keywords through search engine marketing and build a database of users interested in the destination

• Regular communication with this database of users to create engagement

• Co-creation of content and effective use of user-generated content

• Set up a Public Private Sector committee to oversee content creation:
  • Creation of unique content for promotional use — content is king online
  • Effective content management will lead to increased online traffic
Segments
Cruise segment

- Increased cruise calls and passengers since 2015
- From Jan-April 2017, 15 cruise vessels and 16,431 passengers

<table>
<thead>
<tr>
<th>Cruise Calls</th>
<th>2015</th>
<th>2016</th>
<th>1Q 2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>No of calls by Round the World Cruise Ships</td>
<td>14</td>
<td>17</td>
<td>9</td>
</tr>
<tr>
<td>No of calls by Costa</td>
<td>9</td>
<td>11</td>
<td>6</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>23</strong></td>
<td><strong>28</strong></td>
<td><strong>15</strong></td>
</tr>
<tr>
<td>Cruise Passengers</td>
<td>23,375</td>
<td>34,533</td>
<td>16,431</td>
</tr>
</tbody>
</table>

Source: MPA
Marketing niche segments with the industry

Golf
53,000 golf tourists in 2015 and 57,500 in 2016
Golf tourists come mainly during peak
Joint actions with Mauritius Golf Tourism Association
Launch of Year-round multi-course golf pass.
www.mauritiusgolftourism.com

Wedding
6 big fat wedding in 2016 and 8 in 2017

MICE
Approximately 100,000 MICE tourists every year with ITMA
A More segmented approach

Honeymoon
- More visibility on bridal shows, magazines, e.g. Asiana bridal shows (British Asians), bloggers

MICE

Wedding
- Wedding: target new markets: Nigeria/South Africa

Senior segment
- High disposable income, long stay and low season potential – e.g. Reunion, Germany

Student boot camp
- Student learning groups from international European Schools, China and Reunion
- Cultural tourism
- Live like a local experiences, off-beaten circuits

Eco-tourism
- Promote green experiences, educational aspect for families (ile aux aigrettes, bird watching, endemic plant)

Week-end leisure products: culture & music
Country Branding
Time to renew /refresh the brand

What is the Mauritius Identity?

Need for a complete rebranding and reassess the brand values, personality, proposition and positioning

Proposals

• An international call for a tourism branding exercise which would be launched in the context of the 50 years independence celebrations;

• The exercise should include also a perception survey to test the proposed brand internationally as well as locally and among various stakeholders, in particular the travelers;

• Font and logo to be refreshed;

• Time line – this exercise will be a collaborative approach involving all tourism stakeholders and should have a time line of 5 years. There should be a commitment to sign off the brand and use it for 5 years at least;

• Country brand v/s tourism destination brand
National Day Celebrations
50 Years of Independence Celebrations

• Visibility of our 50 years through international media – e.g. BBC

• Calendar of activities for the 50 Years of Independence of Mauritius to showcase the island’s rich history and diversity of products

• 50 Years of Mauritian Food: live cooking events with hotel chefs in the five main regions of Mauritius

• World Tourism Day in August 2017: Messe du Tourisme and series of activities around the theme “The People of Tourism” to showcase our diversity

• Divali celebrations in November 2017: national festival including Divali Show

• Festival des Iles: Grand Konser, conferences and activities in December 2017
Other proposals

• E-visa for Taiwan, Iran
• Public Private Sector Committee
  • Synergise marketing actions
  • Airlift
Thank you

Q & A