

MINISTRY OF TOURISM

ANNUAL REPORT ON PERFORMANCE FOR THE FINANCIAL YEAR 2019/20



MINISTRY OF TOURISM

October 2020

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STATEMENT FROM THE HON. DEPUTY PRIME MINISTER, MINISTER OF HOUSING AND LAND USE PLANNING, MINISTER OF TOURISM



The Financial Year 2019/2020 will be largely remembered as the year where the world underwent an unprecedented metamorphosis from '*business as usual*' to '*the new normal*'. Commensurate with the fundamental reengineering of the global tourism landscape owing to the Covid-19 pandemic, tourism in Mauritius has transited from being a thriving, growth-stimulating sector to one where economic activity has essentially come to a halt. It is against this highly challenging backdrop that I present the Annual Report for the Ministry of Tourism for the Financial Year 2019/2020.

Mauritius has, over the years, positioned itself as an exclusive tourism destination. A total of 1,382,906 1,383,488 tourists visited the island in 2019. Tourist arrivals from Europe, which accounted for 60.4% of total tourist arrivals, increased by 1.4% over 2018. Our market diversification strategy has allowed us to expand our tourism base and reduce dependence on the Euro Zone by targeting tourists from emerging and new markets including India, the Russian Federation, the People's Republic of China, Saudi Arabia, South Korea, Kenya and Eastern Africa. Despite decrease in growth in arrivals from India and China, as a result of a range of external factors, I am pleased to note that tourist arrivals from Saudi Arabia and the United Arab Emirates grew by a staggering 38.1% and 16.1%, respectively. The cruise segment, representing 4.3% of tourist arrivals, is also gradually emerging as a crucial element of our tourism portfolio, demonstrating an average growth of more than 50% during the last two years. an average annual growth rate of more than 25% from 2017 to 2019.

It must be reckoned with that the growth of tourism is highly dependent on air connectivity. In 2019, the sector suffered from a drop in airlift capacity of the national airline and other major airlines servicing the destination. Furthermore, the repercussions of BREXIT on long-haul tourism have started to manifest. Consequently, the need to re-dynamise the tourism sector was unanimously agreed upon in order to address the multitude of challenges facing the destination.

Although the year 2020 started on an encouraging note, COVID 19 changed our fortunes in a few weeks. Government had no choice than to impose a national confinement period from 20 March to 30 May 2020 in order to protect the health of the population. This entailed the closure of our borders and the cessation of economic activity in the travel and tourism sector. For the month of March 2020 only, tourist arrivals in Mauritius decreased drastically by 51.2%, compared to March 2019, thereafter decreasing to almost nil arrivals.

In the midst of the pandemic, Government introduced various financial schemes to provide relief and support to employers and employees of the tourism sector. Moreover, my Ministry was fully engaged in a dialogue with all the tourism stakeholders for the early and safe resumption of tourism activities with Protocols designed to reassure the operators, the public at large as well as the tourists who would eventually visit the island. I am pleased to state that the sanitary measures elaborated in collaboration with the Tourism Authority have been duly recognized and awarded the Global Safety Stamp by the World Travel and Tourism Council (WTTC). Mauritius was, in fact, one of the first destinations to obtain this validation from the WTTC while being the first in the region. The Global Safety Stamp will be used by the Mauritius Tourism Promotion Authority and the private sector operators to reassure potential visitors on the pro-activeness and professionalism of Mauritius to offer safe travel.

The United Nations World Tourism Organisation (UNWTO) has warned that global export revenues from tourism could fall by \$910 billion to \$1.2 trillion in 2020, hence reducing global GDP by up to 2.8%.

These are unprecedented times indeed but we all recognize that we will have to learn to live with COVID 19. Vaccination of the world population is the game changer and I am pleased to see the vaccination drive in most of our key markets and in Mauritius itself. The new normal requires a paradigm shift with sanitary safety, sustainability, inclusiveness and digitalization as key strategic imperatives as we rekindle our tourism sector so that it re-emerges as a key engine of growth for the country.

I avail myself of the opportunity to thank the personnel of my Ministry, the tourism industry partners, and all the stakeholders of the sector, for their great support and collaboration throughout this exceptionally challenging year. I look forward to the continued close public/private partnership while pursuing the sustainable recovery of our tourism sector.

*The Hon. Louis Steven Obeegadoo
Deputy Prime Minister, Minister of Housing
and Land Use Planning, Minister of Tourism*

STATEMENT FROM THE PERMANENT SECRETARY

According to a report from the United Nations World Tourism Organisation (UNWTO), 2019 represented the tenth consecutive year of growth in international tourism arrivals. However, uncertainty surrounding Brexit, the collapse of Thomas Cook, geopolitical and social tensions and the global economic slowdown all contributed to a slower growth in 2019, when compared to the remarkable rates of 2017 and 2018.

As regards our destination, a total of 1,383,488 tourists visited Mauritius in 2019, compared to 1,399,408 in 2018, which represents a decrease of 1.1%.

The year 2019 was marked by a substantial drop in seat capacity by some 77,000 seats compared to year 2018. Consequently, the major marketing concern had been in relation to stagnating airlift, which was further aggravated with Emirates Airlines temporarily reducing its frequencies from mid-April up till end of May 2019, Eurowings ceasing its operation to Mauritius as from April 2019, and KLM as from October 2019.

Despite these constraints, after extensive and sustained marketing presence in our key markets, the year 2020 started on a promising note. A total of 248,979 tourists visited Mauritius during the period January to February 2020 representing an increase of 4.7% over the year 2019.

However, the unprecedented impact of the COVID-19 pandemic has been profoundly felt on the Mauritian economy. The tourism sector is unquestionably one of the economic sectors most affected by the COVID-19 pandemic and the quarantine measures put in place to contain its propagation. As from 19 March 2020, our borders were closed for all passengers arriving on Mauritian territory and cruise ship passengers were not allowed on shore.

Moreover, to mitigate the socio-economic crisis, Government imposed a lockdown, that started on 20 March and ended on 30 May 2020. Since our borders have remained closed, certain sectors of the economy, predominantly those linked to tourism, are still operating at sub-optimal level.

In order to adapt to the turn of events in 2020, the Ministry of Tourism together with the Tourism Authority, has devised a series of recommendations on sanitary measures to prepare the economic operators in the tourism sector for the resumption of their activities. These sanitary measures have been duly recognized and awarded the Global Safety Stamp by the World Travel and Tourism Council (WTTC). It is worth noting that Mauritius was among the first destinations to obtain this validation from the WTTC. The recognition of these sanitary measures by the WTTC has given our destination a global dimension, which enhances our competitiveness and will contribute positively towards the recovery of the sector.

While the outlook for the tourism sector remains highly uncertain and more than ever challenging, we are confident that, with continued concerted efforts, the tourism sector will once again reemerge as a key pillar of socio-economic development for Mauritius.

I attribute the good work accomplished during the year to the strong team spirit, determination and dedication of the staff of the Ministry.

Mohammad Salim Ferhat Joomun
Permanent Secretary

1.0 INTRODUCTION

The Annual Report on Performance of the Ministry is a statutory requirement in accordance with Section 4B of the Finance & Audit Act and has been prepared according to the guidelines issued by the Ministry of Finance, Economic Planning and Development. It gives an overview of the major activities carried out by the Ministry during the financial year 2019/2020. It also enables an assessment of the resource utilisation by the Ministry in achieving the set targets with a view to meeting Government objectives.

The Report is a mechanism that promotes transparency and accountability in respect of resources provided by the National Assembly and services delivered thereon, and also comprises information for tourism stakeholders and the public at large.

The Ministry is committed to delivering a quality service to its customers and creating an enabling environment for sustained tourism growth through the articulation of right policies and strategies.

1.1 INDUSTRY PERFORMANCE

The Tourism sector is a key pillar of the economy accounting for 8.1% of GDP, 13.3% of total employment and 5.1% of investment in 2019. Tourist arrivals in 2019 decreased by 1.1% to 1,383,488 compared to 1,399,408 in 2018. Tourism earnings stood at Rs 63.1 billion in 2019, representing a decrease of 1.5% over the year 2018. The hotel stock reached 114 hotels in 2019 representing 13,676 rooms, which is indicative of massive investments injected in the sector over the years. Hotel occupancy rate stood at 73% in 2019 compared to 75% in 2018. It is to be noted that 1,382,906 tourists visited Mauritius in 2019.

Tourist arrivals by markets



Tourist arrivals from Europe which accounted for 60.4% of total tourist arrivals reached 835,946 in 2019 representing an increase of 1.4% as compared to 824,334 in 2018. Arrivals from France, our leading market which accounted for 21.8% of total tourist arrivals and 36.1% of the European market, increased by 5.8% to attain 302,038 in 2019. The performance of the other major generating countries was as follows: United Kingdom (-6.8%), Germany (-2.8%), Switzerland (+2.3%) and Italy (+9.5%).

Arrivals from Africa, with a share of 22.5% of total tourist arrivals registered a decline of 0.5% in 2019 to attain 310,928 tourists as opposed to 312,618 in 2018. Impressive growth was recorded by Seychelles (+27.3%), Kenya (+21.1%) and Malagasy Republic (+11.2%). On the contrary, the Republic of South Africa which is among the top generating markets registered a decrease of 7.4% in 2019.

Tourist arrivals from Asia, which constituted 13.7% of total tourist arrivals in 2019, decreased by 11.0% to reach 189,849 compared to 213,422 in 2018. Arrivals from India and People's Republic of China which are major source markets, declined by 11.8% to reach 75,673 and 35.0% to reach 42,740 respectively.

Growth from Saudi Arabia (+38.1%) and United Arab Emirates (+16.1%) was very encouraging.

Tourist arrivals from Oceania in 2019 decreased by 8.0% when compared to 2018 due to a decrease in arrivals from Australia by 9.3%. Arrivals from the American continent decreased by 2.1% in 2019 as a result of the performance of USA (-1.1%) and Brazil (-5.9%).

Total arrivals in 2019 stood at 1,382,906. Europe [France, UK, Germany as main players] has since decades and still the number one tourism reservoir contributing to some 60% of the total market, followed by Africa 22.5% [South Africa and Reunion Island], Asia at 13.7% [India, China and Middle-East], Oceania and America with minor shares.

REGIONS	2019	MARKET SHARE [%]
EUROPE	835,946	60.4
AFRICA	310,928	22.5
ASIA	189,849	13.7
OCEANIA	20,804	1.5
AMERICA	25,379	1.8
TOTAL	1,382,906	100.0

Source: Statistics Mauritius

Performance of Top Ten Markets

The top 10 source markets, with exception of the United Kingdom, Reunion Island, Germany, Republic of South Africa, India and People's Republic of China, recorded positive growths in 2019 compared to 2018, with France, Switzerland, Italy and Saudi Arabia recording growths of order 5.8%, 2.3%, 9.5% and 38.1% respectively as illustrated in figure 1.1 below.

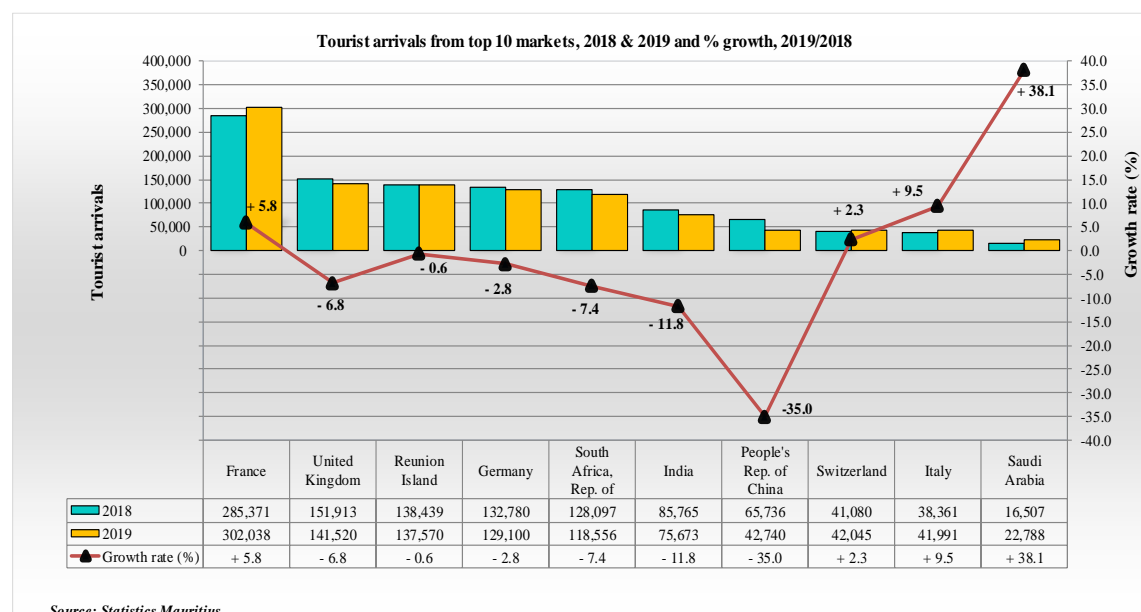


Figure 1.1 Tourist arrivals from top 10 markets and % growth 2018 & 2019

After eight years of negative growth, Italy rebounded with a positive growth of 7.4% in 2016, maintained its momentum with 12.0% and 9.3% growth respectively in 2017 and 2018 and attained a growth of 9.5% in 2019. Arrivals from Reunion Island registered a drop of 0.6% in 2019.

Air access has been a major issue affecting the Chinese market. Since the removal of China Southern

Airlines in November 2015, the Chinese market has experienced a regular drop in seat capacity impacting negatively on tourist arrivals. Airline instability has had dire impacts on the distribution resulting in tourist arrivals dropping by some 35.0% in 2019.

1,049,623 tourists came from the top 10 markets in 2019, representing 76% of total tourist arrivals.

NO	REGIONS	2019
1	FRANCE	302,038
2	UNITED KINGDOM	141,520
3	REUNION ISLAND	137,570
4	GERMANY	129,100
5	SOUTH AFRICA	118,556
6	INDIA	75,673
7	CHINA	42,740
8	SWITZERLAND	42,045
9	ITALY	41,991
10	AUSTRIA	18,390
	TOTAL	1,049,623

Source: Statistics Mauritius

The remaining 24% were tourists originating mainly from the 'emerging markets', namely, the Middle-East [Saudi Arabia/UAE], Eastern European [Poland, Czech and Hungary], Nordic markets [Denmark, Sweden, Finland & Norway], Eastern Africa [Kenya, Rwanda, Tanzania], ASEANS [South Korea, Singapore, Malaysia], Australia and America.

Performance of New Markets

The following performances were registered among the new markets: Saudi Arabia (+38.1%), Belgium (+7.8%), Netherlands (+2.4%), Czech Republic (+3.3%), United Arab Emirates (+16.1%) and Poland (+5.6%) as depicted in Figure 1.2.

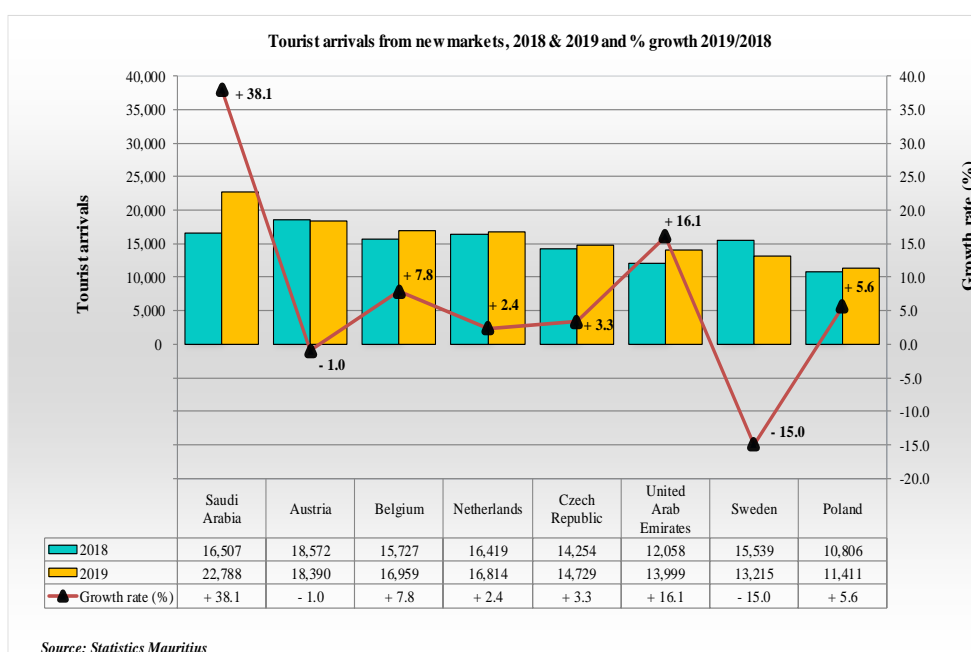


Figure 1.2 Tourist arrivals from new markets and % growth in 2018 & 2019

Market Diversification Strategy

Mauritius pursued its market diversification strategy in an effort to enlarge its tourism source markets and reduce dependence on the Euro Zone with a more pronounced penetration in India, Russian Federation, People's Republic of China, Saudi Arabia, South Korea, Kenya and Eastern Africa. The Euro Zone which constituted 66.5% of our total tourist arrivals in 2009 declined gradually to reach 60.4% in 2019. Conversely, Asia which stood at 7.1% in 2009 increased to 13.7% last year. The share of Africa which was 23.4% in 2009 reached 24.7% in 2015 and fell to 22.5% in 2019 mainly due to a decline in tourist arrivals from the Republic of South Africa. Likewise, Russian Federation posted a positive growth of 20% in 2017 after four years of negative growth but increased by 1.7% in 2019. That market, however, registered a decrease of 19.7% during the period January to June 2020 when compared to the corresponding period of 2019.

Airlift and Cruise

96% of the total tourist arrivals [1,338,235] traveled by air in 2019, making airlift a key parameter in the growth equation.

The cruise segment is gradually emerging as part of the overall tourism landscape. The latter segment grew on average by more than 50% during the last two years. In 2019, 45,253 cruise tourists visited the island.

Overall performance of the Tourism Sector

After two consecutive years of double-digit growth in 2015 and 2016, tourism growth was moderate with 4.3% in 2018 and witnessed a decrease of 1.1% in 2019.

Contrary to the preceding years of remarkable performance, FY 2019/20 will be a challenging year with numerous internal and external factors affecting the destination's top ten tourism reservoirs since the outbreak of COVID-19 in 2020.

- The financial situation of Air Mauritius resulting into the grounding of flights and the reduction of seats in key markets especially in the first quarter [Jan – March 2019].
- China [42,740 tourists in 2019] which accounts for 3.1% of market share is puffing with no signs of recovery.
- In the wake of the renovation of the second runway in Dubai, Emirates reduced flights from 16 April to 31 May 2019 resulting in a decrease of 13, 000 seats.
- UK which represents some 10% [141,520] of total arrivals has started showing downward trends after three years of excellent growth, mainly due to uncertainties relating to Brexit.
- Continuous depreciation of the rand (ZAR) affecting the South Africa market.
- Air Mauritius has reduced seats by some 7,000 on the Indian market in 2019.
- Eurowings ceased operations after April resulting in a drop of some 22,000 seats from Cologne, Munich and Dusseldorf.
- Reunion, as a mature market, has not been performing as expected.

1.2 STRUCTURE OF THE REPORT

This Report is divided into four parts.

Part I outlines the vision, mission, roles and functions of the Ministry and parastatal bodies operating under its aegis. It gives a brief overview of the structure of the Ministry in pursuance of its policy making and service delivery objectives. The parastatal bodies operating under its aegis and their key functions are also briefly presented.

Part II describes the major achievements and challenges of the Ministry for the previous financial year. The status on the implementation of budgetary measures pertaining to the tourism sector and key actions of the Ministry is also highlighted.

Part III summarises the financial performance of the Ministry in terms of expenditure under the different Headings/Sub Headings.

Part IV analyses the trend and challenges facing the tourism sector and that may impact on the policy orientation of the Ministry. The strategic directions of the Ministry over the next three years are defined.



PART I - ABOUT THE MINISTRY



2.1 VISION, MISSION, VALUES AND STRATEGIES



- A leading and sustainable island destination.

- To propel the tourism sector as a key engine of growth.
- To enhance the visibility of Mauritius as a top-class tourist destination in traditional, emerging and new markets.
- To broaden the tourism portfolio to include eco-tourism, spa and wellness tourism, cruise tourism, cultural tourism, business tourism and sports events.
- To promote Mauritius as a clean and safe tourist destination.

- Integrity
- Timeliness
- Transparency
- Objectivity
- Justice
- Honesty
- Teamwork
- Quality

- To intensify the visibility of the Destination
- To improve accessibility to the Destination
- To enhance Attractiveness of Mauritius
- To foster Sustainable Tourism development

2.2 ROLES AND FUNCTIONS OF THE MINISTRY OF TOURISM

The Ministry of Tourism is responsible for the formulation and implementation of strategies and policies for the harmonious and sustainable development of the Tourism Sector and the promotion of leisure for the benefit of the citizens and tourists.

ROLES AND FUNCTIONS:



- Assist in tourism planning through the development of tourism policies and preparation of long-term plan.
- Support the development and upgrading of tourism structures and infrastructure.
- Work in close collaboration with all its stakeholders, including international organisations, for the development and promotion of sustainable tourism.
- Appraise and monitor tourism projects.
- Elaborate and implement standards, norms and guidelines for tourism activities.
- Formulate legislation to regulate the tourism sector
- Create awareness on the importance of sustainable tourism development and support enterprises in their drive to be environmentally compliant.
- Prepare and provide statistical data and information on tourism matters.
- Make leisure and recreational activities accessible and affordable to the population at large.
- Develop schemes to promote the welfare of the employees of the tourism sector.

2.3 OVERVIEW OF THE MINISTRY

- * **The Land Based Unit** deals with projects, policies and programmes relating to the accommodation sector, restaurants, night clubs and private clubs, eco-tourism and signage programme, amongst others. The unit also develops guidelines and regulations relating to the accommodation sector.
- * **The Sea-based Unit** promotes the sustainable development of sea-based tourism activities through the formulation and revamping of policies and strategies as well as guidelines and regulations pertaining to the nautical activities and pleasure craft. The Unit also aims at addressing potential user conflicts arising from numerous sea-based activities by demarcating specific zones such as boat free, swimming, speed limit, snorkeling and ski lanes in the lagoon.
- * **The Leisure Events Section** is responsible for promoting leisure and recreational activities for the citizens and tourists and is supported by officers of the Leisure Events Cadre. The section organises leisure events and activities at national level, provides assistance in terms of logistic support to other leisure-oriented organisations and collaborates with other Ministries and Departments for the organisation of leisure activities.

2.4 ABOUT OUR PEOPLE



The Permanent Secretary is the Administrative Head and Accounting Officer of the Ministry. He is assisted in his duties by a Deputy Permanent Secretary, a Director Tourism, three Assistant Permanent Secretaries and officers of the Technical Cadre, namely Tourism Planner Cadre, Leisure Events Cadre, Financial Operations Cadre, Human Resource Cadre, Procurement & Supply Cadre as well as Officers belonging to the General Services grade.

He is responsible for the overall administration and general supervision of the different sections of the Ministry and translating Government policies and programmes into action.

One strategic position has been filled during the period under review, namely:

- Director Tourism with effect from 01 August 2019 to be responsible for the formulation of policies and strategies relating to the tourism sector and for the preparation, implementation, monitoring and evaluation of tourism development plans, programs and projects.

The Ministry of Tourism is currently manned by 79 staff. The organization chart of the Ministry is at **Appendix I**.

Two officers from the Central Information Systems Division (CISD) are posted to the Ministry on a full-time basis and one Health and Safety Officer from the Ministry of Civil Service and Administrative Reforms serves the Ministry on a part time basis.

The workforce of the Ministry boasts professionals with various backgrounds and diverse competencies and is committed to meeting targets and challenges set in the Government Programme and the “Tourism Strategic Plan 2018-2021 - Adapting to the Changing Global Environment”.

2.5 STAFFING POSITION

SN	Staff	In Post	Contact Details
ADMINISTRATION SECTION			
1	Permanent Secretary Mr. JOOMUN Mohammad Salim Ferhat	1	Phone : 211-7930 Ext 201/202 Fax : 211-0058 Email : mjoomun@govmu.org
2	Deputy Permanent Secretary Mr JURAWON Abdul Nizam	1	Phone : 211-7930 Ext 204 Fax : 211-8162 Email : ajurawon@govmu.org
3	Assistant Permanent Secretary Mrs. VINKTAREMDOO Oumah	1	Phone: 211-7930 Ext. 224 Email: ovinktarendoo@govmu.org
4	Assistant Permanent Secretary Mrs. BANARSEE Purvashee	1	Phone: 211-7930 Ext. 225 Email: pbanarsee@govmu.org
5	Assistant Permanent Secretary Mr. SEEDOYAL Nirvaan Nareshlall	1	Phone: 211-7930 Ext. 227 Email: nseedoyal@govmu.org
TECHNICAL SECTION			
6	Director Tourism Mr SEETARAM Ashwin Kumar	1	Phone : 211-7930 Ext 335/336 Email : ashseetaram@govmu.org
7	Principal Tourism Planner Mrs. SANSPEUR Lalita	1	Phone : 210-3805 Email : lsanspeur@govmu.org
8	Senior Tourism Planner Mrs. NARAYANEN Sharmila	1	Phone: 211-7930 Ext. 348 Email: snarayanen@govmu.org

9	Senior Tourism Planner Mr. PURUSRAM Rishi	1	Phone: 211-7930 Ext. 347 Email: rpurusram@govmu.org	
LEISURE UNIT				
10	Leisure Events Organiser Miss. BISSUMBHUR Chintamanee	1	Phone : 210-9151 Fax : 210-6225 Email : cbissumbhur@govmu.org	
11	Senior Leisure Events Officer Mrs GHUNOWA-RAMLALL Ummeeta	1	Phone : 210-9644 Fax : 210-6225 Email : sony.u@live.com	
HUMAN RESOURCE MANAGEMENT				
12	Acting Manager, Human Resources Mrs CHEUNG HI YUEN Linda Tang Chow Siong	1	Phone: 211-7930 Ext. 222 Email: lcheung-hi-yuen@govmu.org	
FINANCE				
13	Acting Manager, Financial Operations Mrs MOORGHEN SASHALA NAIK Sarojinee	1	Phone: 211-7930 Ext. 211 Email: snmoorghen@govmu.org	
PROCUREMENT AND SUPPLY				
14	Assistant Manager, Procurement and Supply Mrs. HOSENBUX Beebee Safinah	1	Phone: 211-7930 Ext. 210 Email: bhosenbux@govmu.org	
INTERNAL CONTROL				
15	Assistant Manager, Internal Control Mr DUVAL Jean Claude	1	Phone: 211-7930 Ext. 228 Email: jduval@govmu.org	
OTHER STAFF				
Tourism Planner		9	Office Management Assistant	5
Tourism Enforcement Officer		1	Management Support Officer	14
Leisure Events Officer		2	Confidential Secretary	4
Principal Financial Operations Officer		1	Word Processing Operator	2
Financial Officer/Senior Financial Officer		1	Receptionist/Telephone Operator	1
Human Resource Executive		1	Head Office Auxiliary /Senior Office Auxiliary	1
Procurement and Supply Officer/ Senior Procurement and Supply Officer		1	Office Auxiliary	7
Office Management Executive		3	Driver	4

2.6 MAIN LEGISLATIONS



The legal framework governing the Tourism Sector comprises the:

- Mauritius Tourism Promotion Authority Act 1996;
- Tourism Authority Act 2006; and the
- Tourism Employees Welfare Fund Act 2002

These legislations together with promulgated regulations provide the regulatory framework in relation to activities within the tourism sector with a view to ensuring that international standards are complied with and to sustain the development of Mauritius as a high end and safe tourist destination.

2.7 OVERVIEW OF PARASTATALS UNDER THE AEGIS OF THE MINISTRY

The Ministry has three parastatal bodies to better promote the destination, regulate tourism activities and cater for the welfare of tourism employees. The roles and functions of each body is briefly highlighted hereunder.



MAURITIUS TOURISM PROMOTION AUTHORITY (MTPA)

The MTPA was set up under the Mauritius Tourism Promotion Authority Act 1996 as a parastatal body. Its objects are as follows:

- (a) promote Mauritius abroad as a tourist destination
- (b) provide information to tourists on facilities, infrastructures and services available to them in Mauritius
- (c) initiate such action as may be necessary to promote co-operation with other tourism agencies
- (d) conduct research into market trends and market opportunities and disseminate such information and other relevant statistical data on Mauritius and
- (e) advise the Minister on all matter relating to the promotion of tourism

MTPA's role is to enhance the image of Mauritius as a prime holiday and up-market destination by consolidating our traditional markets, penetrating emerging markets and exploiting niche segments in new markets.

Title	Contact Details
Director	Mr. BUNDHUN Arvind Phone: 203–1934 Fax: 212–5142 Email: arvind@mtpa.mu



TOURISM AUTHORITY (TA)

The TA was set up as a corporate body under the Tourism Authority Act 2006 to sustain the development of Mauritius as a high quality and safe tourist destination.

The objects of the Tourism Authority are to:

- promote the sustainable development of the tourism industry;
- foster and encourage the conduct of activities in the tourism industry in a responsible manner in order to preserve the integrity of the Mauritian Destination;
- coordinate, support and interact with the organisations and institutions which promote the tourism industry;
- foster research for the effective implementation of tourism policies;
- promote public understanding and interest in the tourism industry;
- develop and implement tourism and tourism related projects;
- promote coordination and cooperation between the public sector agencies and the private sector organisations engaged in the tourism industry.

The Tourism Authority's role is to regulate the tourism sector and ensure that tourism activities are conducted in an orderly and sustainable manner.

Title	Contact Details
Director	Mr. MORVAN Lindsay, OSK, MSK Phone: 203-2601 Fax: 213-1738 Email: lmorvan@tourismauthority.mu



TOURISM EMPLOYEES WELFARE FUND (TEWF)

The TEWF was set up under the Tourism Employees Welfare Fund Act 2002 to cater for the economic and social welfare of employees of tourism enterprises and their families.

The objects of the Tourism Employees Welfare Fund are to set up welfare schemes/projects and carry out such other activities as considered desirable for promoting the welfare of employees of tourism enterprises and their families. The Fund currently operates 15 schemes consisting namely of educational grants, social grants and soft loans to assist employees in improving their quality of life and meeting the educational expenses of their children. It also organises training programmes and leisure activities for the benefit of its members.

Title	Contact Details
Secretary	Mr. GOORAPAH Soobeeraj Phone: 211 – 4343 Fax: 213 – 5462 Email: tewfund@intnet.mu

2.8 GENDER STATEMENT

The Ministry commits to promote gender equity, equality, social justice and sustainable tourism development. Tourism policies, strategies and development of standards, norms and guidelines for all tourism stakeholders as well as the formulation of regulations for tourism promotion and development adopt a gender sensitive approach in the democratization process of the tourism industry.

2.9 TRAINING AND DEVELOPMENT



Training and Development is an important component of the Human Resource Management and is part of the overall strategy to nurture a culture of performance in the Public Service. It is critical for organizational development and competitiveness since it produces a positive change in the functioning of the organization and enhances productivity.

2.9.1 TRAINING AND DEVELOPMENT FOR THE STAFF OF THE MINISTRY

The staff of the Ministry is provided with regular training to keep them abreast of new skills, trends and techniques. The Officers benefit from both generic and specific trainings. The objectives of the generic training programmes are mainly to increase the employees' sense of responsibility and accountability. Specific training programmes, on the other hand, aim at improving the officer's technical competencies and knowledge.

Overseas training offered by international organizations are mostly extended to technical cadres as well as officers of parastatals operating under the Ministry. Those trainings (workshops/seminars/conferences) purport to upgrade the technical skills, abilities and competencies of the officers. The international exposures help the officers to broaden their horizon, learn on international best practices and network with their counterparts from other countries. Awareness sessions on Fire Safety have also been carried out to sensitize the staff.

The outbreak of the COVID-19 pandemic globally has involuntarily affected both local and overseas training. In view of the fast spreading of the coronavirus at an alarming rate and to curtail further spread of the COVID-19, the Ministry of Public Service, Administrative and Institutional Reforms in accordance with the advice of the Ministry of Health and Wellness, issued circulars to advise Ministries/Departments to postpone all seminars/workshops/training and not to process training abroad from countries affected by the coronavirus. Moreover, officers who had been already selected to attend training courses/seminars/workshops abroad were not released to attend such courses until further notice. In view of the circumstance, online courses were also provided to officers.

A breakdown of the training courses followed by officers during the financial year 2019/2020, is shown in Table 1 below:

Training/Workshops/Seminars	No. of Staff
Local	49
Online	19
Overseas	1

Table 1: Training courses

All funded vacancies in the departmental grades have been filled and forthcoming vacancies that are likely to arise following retirement or otherwise are closely monitored and proactive action is taken.

2.9.2 TRAINING AND DEVELOPMENT FOR THE STAFF OF THE PARASTATALS

1. MAURITIUS TOURISM PROMOTION AUTHORITY



Officers who followed training courses and attended workshops/seminars in 2019/2020:

- * Director attended a full-day workshop on “Leadership Next” conducted by Robin Sharma and Kevin Gaskell.
- * 4 Tourism Promotion Officers attended two full-days’ workshop on “Future Cities Summit” organized by Traicon.
- * 4 Tourism Promotion Officers followed a 50 hours’ part-time certification course in “Digital Marketing Masterclass” conducted by Doracrea.
- * One Manager attended a half-day seminar on “Health and Socio-economic impact of road traffic injuries in the island of Mauritius” conducted by the Mauritius Research and Innovative Council.

- * One Manager attended a half-day workshop on “Circular Economy” conducted by the Mauritius Standards Bureau.
- * Director and seven senior staff members attended four hours training session on “Dialogue in the Dark” conducted by ROUTES Advisory.

2. TOURISM AUTHORITY



Officers at the Tourism Authority followed training courses and attended conferences as detailed below:

- * 1 Administrative Officer, 1 Accountant, 2 Principal Tourism Enforcement Officer and 1 Public Relations/Customer Care Officer attended a workshop on Leadership Next: Inspired by the Icons organised by Whitefield Business School.
- * 1 Management Support Officer attended Seminar on Occupational Safety and Health at the Ministry of Labour, Human Resource Development and Training.
- * 1 Assistant Stores Officer followed a course on Tender Preparation and Evaluation at the Civil Service College Mauritius.
- * 1 Executive Officer followed a course on Writing Effective Minutes of Meeting at the Civil Service College Mauritius.
- * 1 Management Support Officer followed a course on Advanced Excel at the Civil Service College Mauritius.
- * 1 Accountant attended a workshop on Accounting and Auditing with Excel organised by Open Mind Consulting Ltd.
- * 1 Management Support Officer followed a course on Registry Procedures at the Civil Service College Mauritius.
- * 1 Principal Tourism Enforcement Officer attended a conference on Enhancing Business Integrity in Mauritius organised by Independent Commission Against Corruption.
- * 2 Tourism Enforcement Officers followed course on Court Proceedings at the Civil Service College Mauritius.
- * 1 Management Support Officer followed course on Advanced Excel at the Civil Service College Mauritius.
- * 2 Tourism Enforcement Officers followed a seminar for Tourism Officials from Developing Countries in China.

3. TOURISM EMPLOYEES WELFARE FUND



The Accountant attended a two-day seminar on IPSAS update and practical implementation by Mauritian Management Association.

PART II - ACHIEVEMENTS OF THE MINISTRY



3.1 TOURISM IN FACTS AND FIGURES



Compared to the 1st semester 2019, tourist arrivals decreased by 53.1% to 304,881 in 2020. France, the top tourist generating market, registered a decrease of 45.5% followed by Reunion Island (-52.1%). Tourist arrivals from Saudi Arabia decreased by 46.2% and Netherlands by 69.5%.



Tourism earnings amounted to Rs 63.1 billion in 2019 compared to Rs 64.0 billion in 2018.



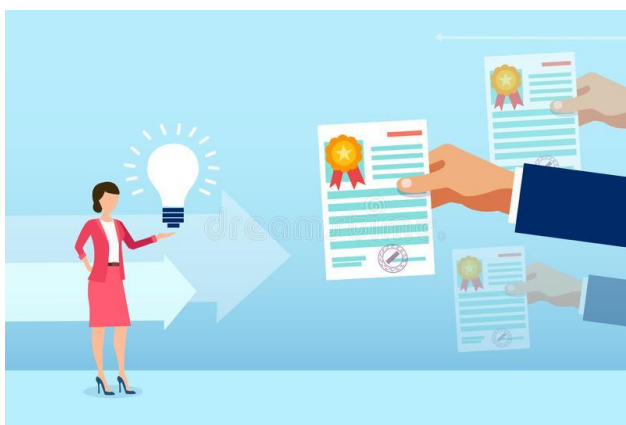
Hotel stock increased from 34 hotels in 1975 to 114 hotels in 2019 representing 13,676 rooms, which is indicative of massive investments injected in the sector over the years.



The low season strategy for the period May to September 2018 led to a 6.2% increase in tourist arrivals over the corresponding period in 2017. In 2019, for the same period, a decrease of 0.2% has been recorded when compared to 2018.



An e-Licencing System is operational at the Tourism Authority since January 2018. During the financial year 2019/2020, 2,376 applications were received online and 379 application fees were paid online via the SBM gateway.



A total of 581 new licenses have been issued as at June 2020, comprising 70 Tourist Enterprises licences, 113 Pleasure Craft licences, 332 Skipper Licences and 66 Tourist Accommodation Certificates.

MAJOR ACHIVEMENTS

3.2 TOURISM STRATEGIC PLAN 2018-2021

With a view to enhancing the global competitiveness of the destination the Ministry of Tourism has developed the Tourism Strategic Plan 2018-2021, based on the recommendations emanating from the “Assises du Tourisme” and consultations made with industry partners. The Strategic Plan was approved by Government on 24 August 2018.

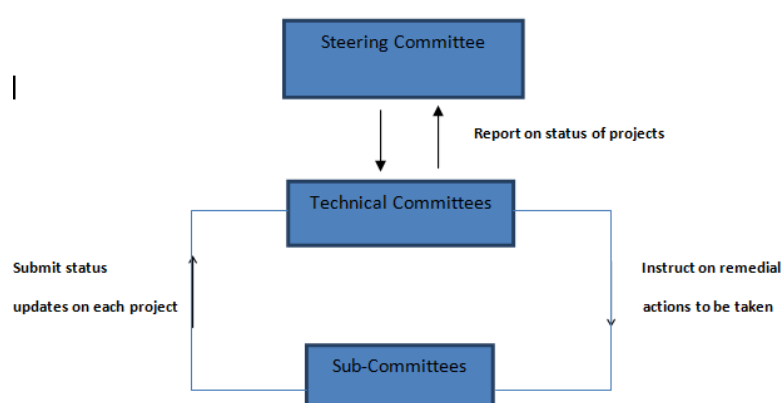
The Strategic Plan advocates a skill-intensive and technology-driven model of development taking into account the goals set in Government programme 2015-2019 and the Vision 2030 statement. The strategic plan articulates the policies, strategies, projects and programmes that would be implemented over a period of three years to respond to the emerging challenges and enhance the visibility and attractiveness of the destination.

The Strategic Plan adopts a four–pronged strategy geared towards:

- Intensifying the visibility of the destination;
- Improving accessibility to the destination;
- Enhancing the attractiveness of the destination; and
- Fostering sustainable tourism development.

The Strategic Plan incorporates an action plan which consists of 84 projects that will have to be implemented by the different public and private agencies within a given timeframe to ensure meaningful impacts within short to medium term and project Mauritius as a clean, safe and up-market destination.

The implementation framework is depicted below:



A Steering Committee co-chaired by the Public and the Private Sector has been set up to ensure the timely implementation of projects and programmes by the different agencies and monitor progress thereof. Eleven Technical Committees have been set up under each strategic thrust which regroups a list of projects recommended in the Strategic Plan 2018-2021. The Steering Committee met on 13 March 2019 to follow up on progress made by the Technical Committees.

3.3 GREENING THE TOURISM VALUE CHAINS IN DEVELOPING COUNTRIES & SMALL ISLAND DEVELOPING STATES

The UN Environment, in collaboration with the Ministry of Tourism, launched the “Transforming Tourism Value Chains in Developing Countries and Small Island Developing States (SIDS) to accelerate more resource efficient, low carbon development” Project in October 2017. The goal of the project is to reduce greenhouse emissions and increase resource efficiency within tourism value chains, particularly in the accommodation and food and beverages sector.

The components of the project are the elaboration of an Action Plan, elaboration of an Implementation Plan, development of funding proposals, Capacity Building and a Communications Campaign.

A market readiness analysis with respect to Sustainable Procurement (SP) practices has been conducted under the project to establish current practices, as well as to identify the barriers and opportunities for the wider adoption of Sustainable Procurement practices within the Hospitality Sector.

To date, ten staff from the engineering department of hotel establishments have been trained on best practices to reduce greenhouse gas emissions. 50 representatives from the public and private sector have been trained on sustainable procurement. With a view to creating awareness among tourism operators and sensitizing them on the importance of adopting sustainable policies and practices, an Action Plan for Low Carbon and Resource Efficient Accommodation in Mauritius has been launched and disseminated among stakeholders in the industry.

The Implementation Plan for the Low Carbon and Resource Efficient Accommodation in Mauritius process had already been started. However, in the wake of the Covid-19 pandemic the elaboration of the Implementation Plan has been at a standstill and an extension of 1 year has been sought by the Consultant for the final phase.

3.4 TOURISM SIGNAGE

The Tourism Signage Project which started in 2007 with technical assistance from the Singapore Tourism Board is still on-going. The project consists of the installation of directional and information panels of international standards and icons from the World Tourism Organization around the island with a view to:

- Increasing the visibility of the inland tourist attractions as well as guiding tourists and visitors on excursions.
- Providing more information to the tourists and Mauritians; and
- Creating more economic opportunities in remote areas.

To date, some 425 panels, both directional and information panels have been installed around the island along 8 routes.

These panels have been subject to wear and tear and damages due to accidents or acts of vandalism and need to be maintained to ensure that both the directional signs and information panels are kept in good state at all times to serve the purpose of guiding the tourists.

During 2018-2019, the maintenance of signage along Route Number 3 (Port Louis – Grand Baie) and Route Number 4 (Grand Baie – Poste De Flacq) have been completed.

Maintenance along Routes 1, 2, 3 and 4 have started since 2017. The Ministry is currently proceeding with implementation of the maintenance of tourism signs along Routes 5 & 6 which includes the upgrading of existing panels, replacement of damaged or missing panels, addition of new directional panels and new information panels in English, French and Chinese language where required on for:

- Route 5 from Poste de Flacq to Mahebourg
- Route 6 from Vacoas to Black River Gorges National Park
- Other Sites: Citadel, Chamarel, Curepipe & Trou aux Cerfs

A Consultant has been recruited on 01 June 2020 to oversee the project and assist the Ministry in the preparation of Bidding Documents for the works to be carried out. The project is expected to be completed by the end of May 2021. An amount of Rs. 4 Million has been earmarked under the item 'Construction of Tourism and Leisure Infrastructure' in Financial Year 2020-2021.

Some of the panels installed around the island are as per the below pictures:



3.5 PREPARATION OF NEW GUIDELINES



During the financial year July 2019 to June 2020, the Board of the Tourism Authority approved guidelines for Tour Operator, Guest House and Travel Agent, which have been published in the Government Gazette and are available on the website of the Tourism Authority.

- a) Guidelines already Gazetted:
 - Travel Agent
 - Guest House
 - Tour Operator
- b) Guidelines finalised and not yet Gazetted:
 - Boutique Hotel
 - Water Skiing
 - Towing Activities
- c) Guidelines awaiting approval:
 - Restaurant
 - Tourist Residence
 - Eco Tourism
 - Tourist Guide
 - Kitesurfing
- d) Guidelines being finalized:
 - Parasailing
 - Operating as Boat House
 - Providing non-motorised water sports, etc.
 - Recreational scuba diving centre

3.6 CLEANING CAMPAIGNS



The state of cleanliness of the destination is central to tourism development. However, with climatic changes, Mauritius is regularly facing heavy rainfall, swells, flash floods etc., which is causing the transfer of large volumes of waste from the mainland into the sea and vice versa in a short span of time. In this respect, the Ministry embarked on the organisation of cleaning campaigns in coastal villages around Mauritius. Clean-Up Campaigns had

been organised at Grand Baie, Trou D'Eau Douce, Flic en Flac and Albion previously. During the financial year 2019/2020 following the launching of "Moris nou zoli pei" campaign aiming at the promotion of the 3Rs: Reduce, Reuse and Recycle Waste. The Ministry organised a Clean-Up exercise in Mahebourg on Sunday 14 July 2019 in collaboration with the officers of the Ministry and of its parastatal bodies. The cleaning exercise was carried out in the Mahebourg Historical Naval Museum, Le Lavoir, Cavendish Bridge and the coastal road till Blue Bay Public Beach, amongst others.

3.7 ZONING OF LAGOON PROGRAMME

The Zoning of Lagoon Programme is one of the main projects of the Ministry of Tourism since 2007. The increasing number of pleasure craft and nautical activities in our lagoons has prompted the need for a proper demarcation of our lagoon to:

- (a) enhance safety and security at sea for both tourists and the Mauritian public;
- (b) ensure that nautical activities are conducted in an orderly manner
- (c) protect the fragile marine ecosystem and seascape.

The project consists of the demarcation of dedicated zones such as swimming, snorkeling, speed limit, mooring, boat free zones, ski lanes and installation of navigational aids at passes.

The Ministry has implemented 2 navigable passages at Grand Baie and Rivière Noire. The project consists in the demarcation of a dedicated zone to facilitate safe navigation of crafts inside and outside the lagoon both during the day and night. It also aims at ensuring an orderly practice of nautical activities in the lagoon thereby mitigating conflicts amongst sea users.

The navigable passage at Grand Baie has been demarcated by 12 marker buoys equipped with lights of which 6 are Green and 6 are Red in accordance with the International Association of Lighthouse Authorities (IALA) standards.

The navigable passage at Rivière Noire has been demarcated by 8 marker buoys with lights of which 4 are Green and 4 Red in accordance with the International Association of Lighthouse Authorities (IALA) standards.



Navigable Passage at Grand Baie

The navigable passage at Rivière Noire has been demarcated by 8 marker buoys with lights of which 4 are Green and 4 Red in accordance with the International Association of Lighthouse Authorities (IALA) standards.



Navigable Passage at Riviere Noire

In 2020, the Ministry has proceeded with the reinstatement, repairs and replacement of the 15 existing swimming zones which were damaged at the following public beaches:

- ✓ Grand Baie public beach
- ✓ Trou aux Biches public beach
- ✓ Mon Choisy public beach (2)
- ✓ Pereybere public beach
- ✓ Belle Mare public beach (4)
- ✓ Palmar public beach
- ✓ Trou D'Eau Douce public beach
- ✓ Wolmar public beach
- ✓ Flic en Flac public beach (3)



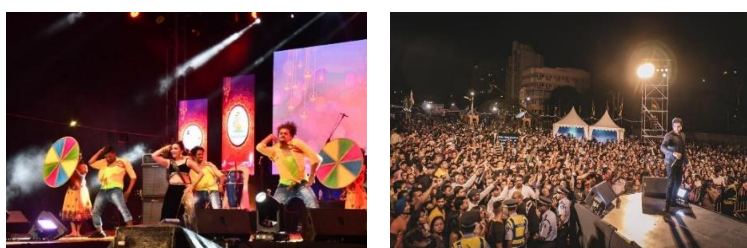
These swimming are being maintained and cleaned every 8 weeks to ensure that they are in good conditions at all time to ensure safety and security of the beach users.

3.8 PROMOTION OF LEISURE ACTIVITIES

Several registered associations/clubs have benefitted from sponsorship for the promotion of leisure, recreational and sports activities within their local community and in the enhancement of tourism and cultural activities. Sponsorship was mainly offered for logistics arrangements, prizes and medals, entertainment and buses, which falls under the programme for Outdoor Leisure Activities.

The Ministry and the MTPA also organized Divali Celebrations at National Level in collaboration with the Zee TV Media on 19 October 2019 at Quatre Bornes and 2 Divali Shows at Regional Level at Triolet and Flacq respectively on 18 October 2019.

Leading Bollywood artists namely: Guru Randhawa, Abhijeet Bhattacharya, Sanket Goanker, Nainika Anasuni, Sungandha Date, Srinidhi Iyer and other Zee TV stars performed. A team of 50 people including both artists and TV crew were present in Mauritius for the show. The event was aired live on Zee TV social media platform and TV News which received a cumulative number of over 20 million followers. The programme was also broadcast over 100 countries worldwide accompanied with aggressive promos of Mauritius. The destination extensively received much visibility through this event.



In line with the policy of the Government to develop, democratise and make leisure activities more accessible, the Ministry has organised 13 leisure events and activities targeting some 205,000 participants during the financial year 2019/2020.

The Leisure Section organized several successful leisure activities at National Level during 2019 namely, Leisure Day at La Vanille Nature Park, Loisirs en Fête at Domaine Gros Cailloux, Open Day at La Vallée des Couleurs, as pictured below:





3.9 FESTIVAL INTERNATIONAL KREOL 2019

The Ministry of Tourism hosted the 14th edition of the Festival International Kreol (FIK) from 05 to 08 December 2019 under the theme ‘Kreolite Nou Larmoni’, with emphasis laid on characteristic culture for Mauritius and makes the country unique emphasizing on its varied beliefs, languages and cultures, which has culminated into an authentic Mauritian identity over the last 50 years, since our independence.

FIK has continued to evolve the promotion of new artists and talents. There is no other event organized when so many artists are given the opportunity to demonstrate their talents as singers, dancers, musicians, painters, and designers from Mauritius and from different parts of the world to interact, inspire and create a new awakening and unifying the Mauritian community, and at the same time demonstrating the authenticity of our culture which is in line with this Ministry strategy for the promotion of cultural tourism.

‘Kreolite Nou Larmoni’ showcased the own sense of pride and nationalism which was bound for awakening the future, diversity, equality and liberty in the Mauritian Community which is composed of different origins and culture.

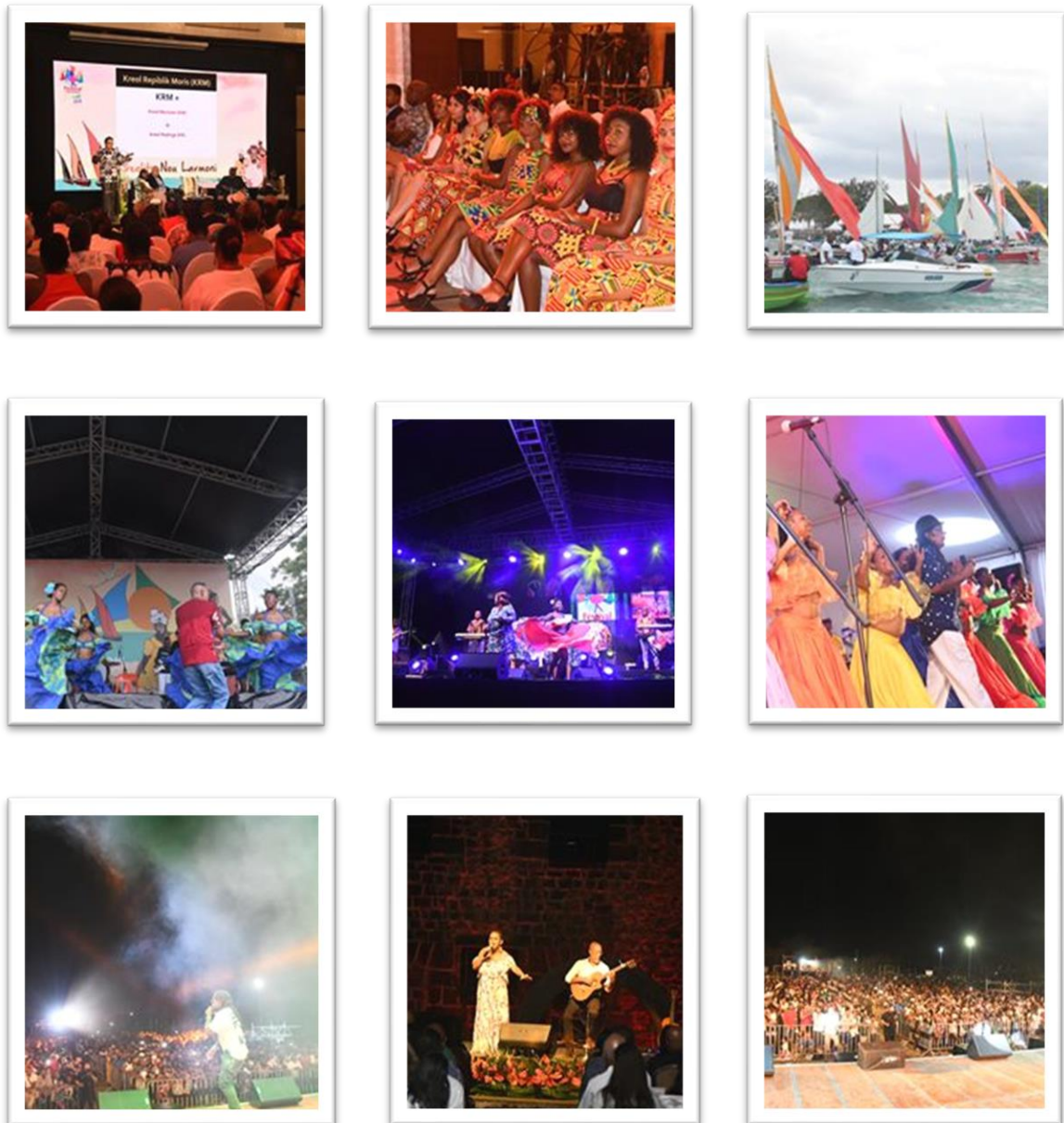
The list of activities organised is as follows:

- Sware Poezi
- Regat, Festival Kiliner ek Evolision Artizanal
- Segal Lontan
- Sinema an Plenner
- Sware Tipik
- Konferans
- Sware Konser – Flacq, Bain des Dames and Bambous



One of the main events remained the Konferans which was graced by the presence of Hon. Pravind K. Jugnauth, Prime Minister of Mauritius; Mr Georges Bredent, Director of Memorial ACTe of Guadeloupe who were welcomed by an assemblage of personalities including Members of the Parliament, Presidents of Kreol associations, “ravanners”, and “segatiers”, who collectively participated and featured the importance of the Kreol culture in the making of the Mauritian nation.

Festival International Kreol 2019 in Pictures:



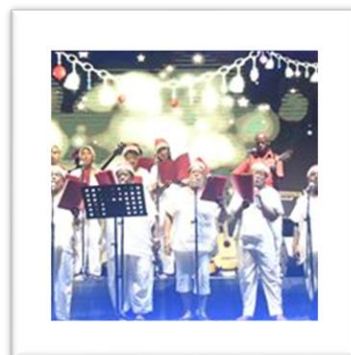
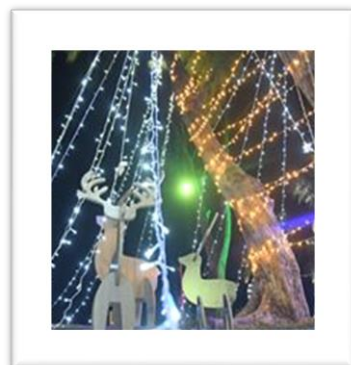
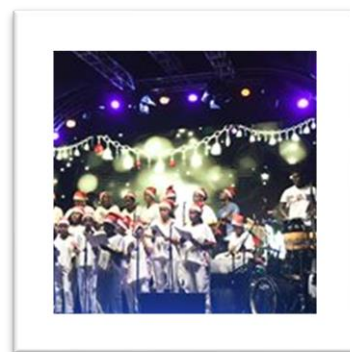
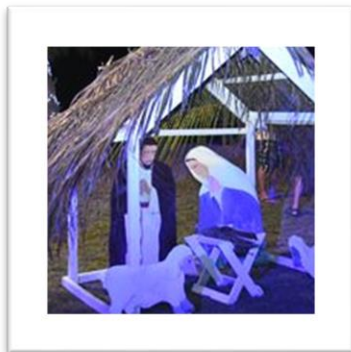
3.10 XMAS CAROL 2019

Christmas traditions include a variety of customs, religious practices, rituals, and folklore associated with the celebration of Christmas. Mauritius being a tropical destination does not have a white

Christmas, nevertheless the magic of the festival was felt during the Xmas Carol organized by the MTPA/Ministry of Tourism.

In this marge the Ministry of Tourism organized the Mauritius Magical Xmas with a tropical touch on Saturday 21 and Sunday 22 December 2019 at Grand Bay and Flic en Flac simultaneously from 18 30 to 23 00 hours. The event comprised of a musical animation mainly by the performances of Xmas Carols and songs by local choirs and other artists. By keeping the tradition Christmas decorations, decorative lights and a nativity play were also displayed to overwhelm the public.

Xmas Carol in pictures:



3.11 PROMOTIONAL ACTIVITIES



The MTPA adopted the following marketing strategies and undertook various promotional activities:

- **Exploit Growth from Traditional Markets** which has not suffered from major market disturbances such as France, Germany and Italy.
- **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 capitalise on rising Eastern Africa by using Nairobi as a hub. Joint marketing campaigns were carried out with Air Mauritius 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.
 - South East Asia was also targeted as part of the growth equation. Marketing resources were channelled in future trendy outbound markets, especially the ASEANS [South Korea, Malaysia, Singapore, Japan]. A growth of some 8% was recorded.
- **Boosting overall tourism growth by triggering tourist arrivals during the low season: April to September 2019:**

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 projects with OTAs [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 June 2019 and Mauritius was visible through impactful visuals in key Tier 1 Indian cities. The main players were of the views that marketing efforts should be carried out to re-affirm the destination's position within the higher end. PR activities [Bollywood & Zee TV], participation in high-end fairs

[SATTE & 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 Austral.
- **Hub strategy: Airlines injected a total of some 2.4 million seats** during FY 2019-20. 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 EK, KLM/MK and Turkish Airline to attract tourists from key cities not serviced by point-to-point airlines. Various joint campaigns were carried out with EK, Turkish and MK/KLM to motivate tourist traffic from the Nordic countries & UK, Eastern Europe and the Benelux markets respectively.
- The **Cruise Segment** has also played an instrumental role during the last two years 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 2019 compared Jan to June 2018. 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 will be operational.
- Concurrently, the MPTA 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 Award and Fintech Conference. World class local events such Afrasia Golf, the Festival International Kreol, Divali with Zee TV and the Carnival were also organised and were covered by the international media.
- **'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 audiences' engagement. The key projects have been:
 - The creation of content, traffic drivers, social media and display campaigns in English and French on euronews.com
 - Bloggers' summit
 - Digital advertising campaign on LastMinute.com
 - Advertising campaign with IExplore and TravelMindset

While managing 2019, the field was laboured for a fruitful 2020:

- The 'Colours' campaign was welcomed by both the local and the global stakeholders;
- The 'Destination Branding' Terms of Reference has been finalised and Government go-ahead is currently being awaited;
- The Chinese Strategy has been re-worked and Board has given its approval to appoint a 'Lifestyle PR' and the objectives of the 'Trade PR' has been revisited with more online presence and bonding with Chinese leading T.Os;
- The Indian advertising campaign has been reframed with more emphasis on social media with adapted creatives and messages;
- Works that have already been undertaken in Nairobi have gathered momentum and new initiatives were carried out to better address demand related to the Bush and Beach segments; and
- Hubs like Istanbul and Dubai were flourishing and the need for additional flights to address increasing demands are at discussion levels at the level of Air Access Committee.

January and Feb 2020 confirmed that all the prior efforts carried out translated into growth [7 % increase in tourist arrivals].



Post-COVID-19:

Unfortunately, we have been presently hit, as all markets, with a crisis situation 'unmatched' in history that has brought the global tourism sector at a halt.

Overriding Challenges and Communication Objectives:

Transform, Re-brand, Adapt, Resume, Recover and Normalise

1. A 'paradigm shift' is warranted to adapt to the needs of a 're-born consumer' that to a certain extent has developed new behaviours when it comes to travel and travel-related consumptions.
2. MTPA's overall 'marketing approach' has since April 2020 been re-oriented to reconcile with the travel aspirations of the 're-born high-tech consumer' and the re-invented 'distribution channel':
3. This implies telling **new stories**, upgrading the destination's brand identity [security, hygiene, care for humanity and animals, amongst others], visual identity, developing new creatives, destination stories and features, adapted taglines and concurrently
 - a. 'Operating' in a new environment focused on 'organisational leanness' where in some situation's manpower has been replaced by Artificial Intelligence.

- b. Rekindling tenaciously 'trade relationship' in key markets given that some contractual disruptions took place in the unexpected wake of Covid-19 since March 2020: 'Outbound Tour Operation – Airlines – Hotels- Mauritian destination management companies – ancillary supplier'
4. To this effect, '**Eighty Days**', a UK based company specialised in '**Communication**' was appointed in May 2020 to develop a communication strategy as per the objectives set above.
5. All MTPA Representative Office in key markets [UK, France, Germany, Austria, South Africa, Switzerland] around the same period, were co-opted in the project. The latter company has almost completed its assignment.
6. In the process, Mauritius as a tourism destination had to face the dire negative communication impacts of the Wakashio unfortunate event. 'Eighty Days' project has henceforth been reported to a different timing.
7. To address this unfortunate happening, the MTPA has jointly with the private sector validated the '**Mauritius Now**' campaign. (mauritiusnow.com)

Meanwhile, the MTPA, in view of remaining top of the mind in its key markets, planned a 4-phased communication approach fully adhering to an evolved consumer and trade:

- A. **Phase 1:** Ensuring marketing presence 'continuity' and that there is no 'disconnect'
- B. **Phase 2:** Keeping in touch with the distribution channels and updating them with covid-19 progress and other travel-related issues
- C. **Phase 3:** Intensifying promotions and be ever ready for the opening of the borders
- D. **Phase 4:** Getting the 'Outbound Trade' on board highly motivated and revigorated

Phase 1: Warming up marketing actions: April – June 2020

- Warmed up the markets with minimal investment in social media and PR activities mainly on how 'Mauritius is tackling the COVID-19 pandemic' and getting rid of it positively and the evolving air access situation.

Phase 2: Bonding with the trade: April to June 2020

- **Conducted webinars** and Online Roadshows jointly with the Mauritius private sector and the outbound T. Os in the main markets
- **Participated in virtual fairs** especially in India and the Middle East
- From the **stakeholders' side**, weekly meetings were held, the main objective being intelligence gathering

Phase 3: Intensifying presence in markets: Liverpool campaign targeting consumers from various markets

- The MTPA has ensured its visibility globally by exploiting its partnership with Liverpool. Press release on the Global Partnership: 20 July 2020: The official partnership of Mauritius with Liverpool FC was announced in the UK on 20th July 2020, 2 days prior to the Premiership cup award ceremony.

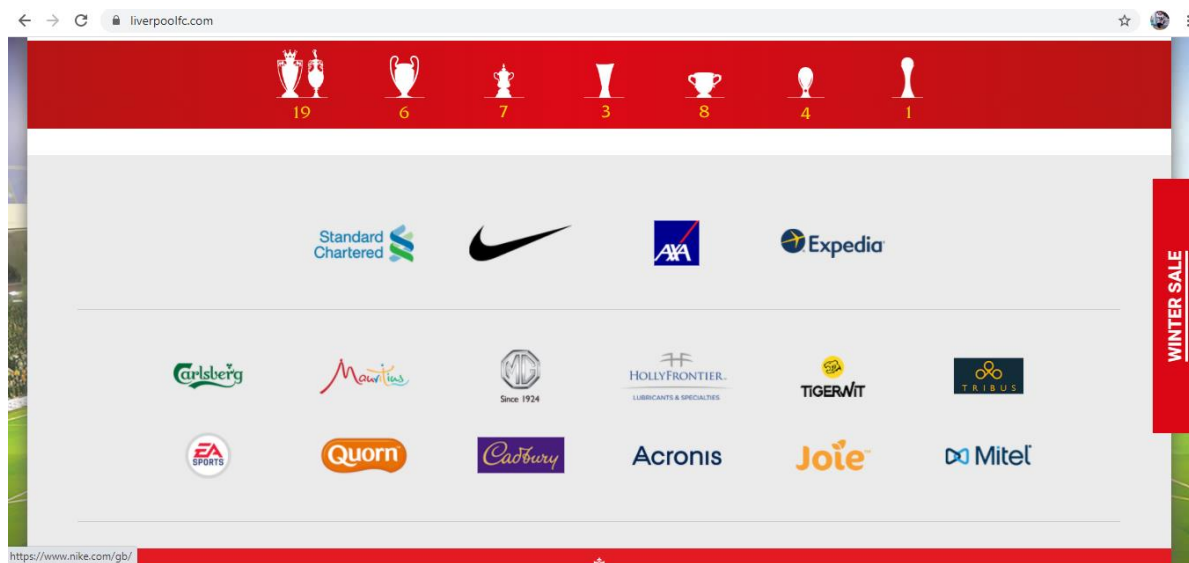
- 22 July 2020: Premiership title ceremony

Mauritius was visible on LED TV during the closing match. It was a courtesy of the Liverpool Football club as the contract was set to kick-off as from 01st September 2020.

A new was plan submitted in July 2020, starting as from September 2020 around the following usage of assets:

- Digital media
- Events
- Personality and access to legendary players
- Venue advertising
- LFC magazines
-

Since 1st September 2020, Mauritius is visible on the homepage of Liverpool at the bottom the list of sponsors. 'Mauritius' is hyperlinked to MTPA website. During the month of October 2020, Mauritius featured in the Liverpool Official magazine as 'official global partner' and 'Your Preferred Tourism and Investment Destination'.

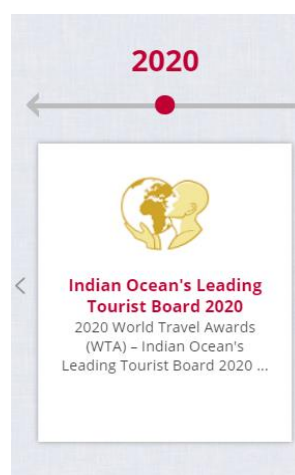
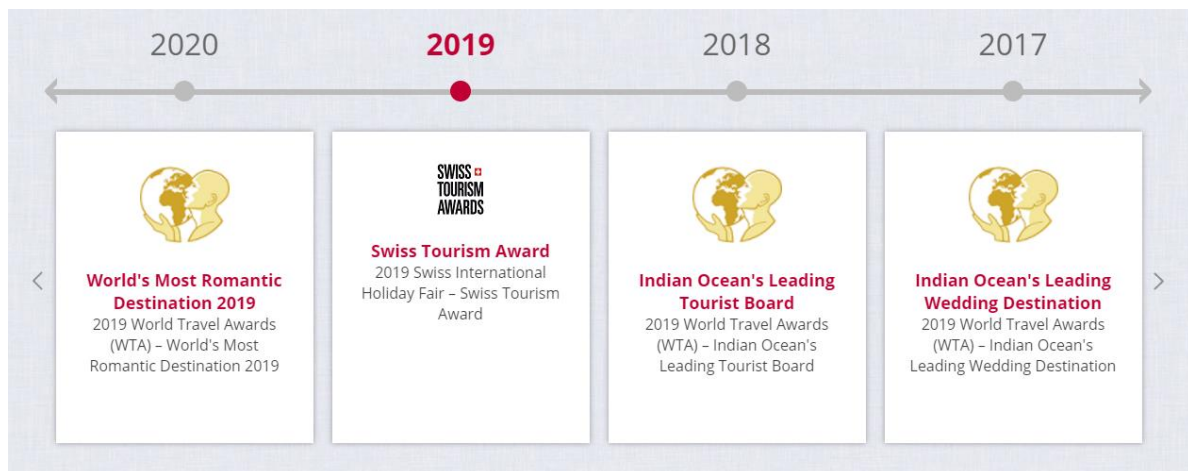


Phase 4: On-board with a highly motivated 'trade: Tour Operators and Airlines'

Outbound tour operators [Online + Offline] airlines are more than ever vital. Mauritius, as a tourism destination, requires their 'energy' and 'unconditional commitments' to bring the tourism sector to life. So far, and given this unmatched context, MTPA's key actions have revolved mainly about 'relationship safeguarding'. 'Preliminary discussions', through MTPA Reps, have been ongoing with regards to the joint marketing efforts.


Government has announced the gradual opening of the sky since 1st October 2020. Once, the border openings in respect of markets are known, MTPA Board will evaluate projects in relation to market priorities.

3.12 AWARDS



3.13 CALENDAR OF EVENTS

A glimpse of the events organised:



MAURITIUS CALENDAR 2019


REGATTA

From traditional regatta to musical concert, this event promises a breath-taking race. With the background of the northern island and a public entertained, the regatta remains one of our cultural events the popular in Mauritius.

Venue | TBC

Organiser | Mauritius Tourism Promotion Authority

02 JUN 2019



EID-UL-FITR


Eid-ul-Fitr is the first day of the Islamic month of Shawwal. It marks the end of Ramadan, which is a month of fasting and prayer. Many Muslims attend prayers during Eid-ul-Fitr. They are dressed in fine clothing and children receive gifts on that occasion.

Venue | National Event

Organiser | Ministry of Arts and Culture

***05 JUN 2019**

** Depend on the visibility of the moon.*




DRAGON BOAT FESTIVAL

The Dragon Boat Festival is celebrated on the yearly basis at Caudan waterfront. In Mauritius the dragon boat race constitute of teams of 25 persons on each boat.

Venue | Harbour Front- Port-Louis

Organiser | The Embassy of the People's Republic of China

JUN 2019



MAURITIUS CALENDAR 2019

SURFSKI WEEK


This event is a fantastic week of surf skiing and paddlers. Downwind in perfect conditions, team race, free coaching from champions, friendly and warm atmosphere.

Venue | Tamassa Hotel, Bel Ombre

Organiser | Racing Republic

Website | www.surfskimauritius.com

24 - 30 JUN 2019



ZE DODO TRAIL


Ze DODO Trail offer 3 fabulous track crossing the island from the South to the West coast of Mauritius. Lovers of trails could choose between the Xtreme DODO trail (50km), the Ti DODO trail (25km) and the Mini DODO Trail (10km).

Venue | South and West of the island

Organiser | IBL in collaboration with MTPA

Website | www.dodotrail.com

07 JUL 2019



MAURITIUS ATTITUDE CHALLENGE


The Mauritius Attitude Challenge is a week of competition with international and local participants. Races will be organised to suit all tastes & levels. From flat downwind speed slalom to long distance slalom. Depending on the wind conditions, the best possible race course will be chosen to give a maximum of fun to all.

Venue | Pte. D'esny, Mahebourg.

Organiser | Sideshore Ltd

Website | www.mauritiuschallenge.com

10-15 JUL 2019



MAURITIUS CALENDAR 2019


GKA WORLD CUP MAURITIUS

The Global Kitesports Association (GKA) represent the interests of the kite-sports industry and promote the interests of all professional kite riders. The GKA World Cup Mauritius is organised by V.L.H Ltd and Global Kitesports Association.

Venue | Bel Ombre

Organiser | V.L.H Resorts

05 - 15 SEP 2019



FERNEY TRAIL


The Ferney Trail is a unique experience in the middle of one of the last natural sanctuaries in the country. La vallée de Ferney is nestled in the mountain ranges of the south-east of the island. The trail consists of four categories of races; the 4 km, 20km, 20km and 50 km.

Venue | La vallée de Ferney

Organiser | Ciel Group

Website | www.ferneytrail.com

07 SEP 2019




PERE LAVAL PILGRIMAGE

Every year on 8 September, men, women and children from every part of the island, leave their houses and start on a long walk to the shrine of Fa-ther Jacques Désiré Laval at Sainte Croix, where prayers are said. The death of Pere Laval is commemorated on the 9th September. This year we will have the honour to welcome the pope during this period.

Venue | St. Croix, Port-Louis

Organiser | Diocese de Port-Louis with the support of the Prime minister's office

08 - 09 SEP 2018



MAURITIUS CALENDAR 2019

226 BRICK CHALLENGE


The 226 Brick Challenge is a triathlon event which will be held for the first time in Mauritius in September 2019. The event will be held at La Pirogue Resort & Spa.

Venue | La Pirogue Resort & Spa.

Organiser | Triathlon Plus SA Events

Website | www.triathlonplusa.co.za

26-29 SEP 2019



DEUTSCHE BANK 100KM CYCLE TOUR


Since 2004, the Deutsche Bank 100km Cycle Tour is one of the annual "rendez-vous" on the Mauritian sports calendar. Besides being a sport challenge, this cycle race invites participants to ride for a cause. Each year, part of the entry fees is remitted to local NGOs to support the Mauritian society.

Venue | Mauritius Island

Organiser | CRA World Events Management

Website | www.craworldeventsmanagement.com

SEP 2019



INTERNATIONAL SHORT FILM FESTIVAL

This festival is organised yearly since 11 years by Porteurs d'Image. A series of activities including local short film competition and international short film projection are organised around the island for a week. This festival is freely open to the public.

Venue | Mauritius Island

Organiser | Porteurs d'Image

Website | www.porteursdimages.org

OCT 2019

More details is available on the website of the MTPA.
<https://www.eventsmauritius.mu/>

3.14 HOTEL CLASSIFICATION

The list below consists of the hotel classification status, as at end of June 2020:

STAR CATEGORIES	NUMBER OF HOTELS
5 Star Luxury	8
5 Star	26
4 Star Superior	4
4 Star	26
3 Star Superior	11
3 Star	15
2 Star	12
Under Review	3
Ungraded	3
In Process	1
Application to be submitted	4
To be reclassified	1
TOTAL	114
Reclassified as guesthouse	5
Closed	2

3.15 TOURISM AUTHORITY ONLINE PLATFORM

The number of applications received on the e-licensing (online) platform with payment effected either online or at the counter from 01 July 2019 up to 30 June 2020 are as follows:

Type of Licence	New	Change of ownership	Duplicate Licence	Re-issue	Replacement of craft	Survey	Variation
Pleasure Craft Commercial	107	18	11	0	42	388	29
Pleasure Craft Private	188	86	12	18	22	478	18

Type of Licence	New
Skipper	539

Type of Licence	New	Duplicate Licence	Re-issue	Variation
TAC	129	0	5	50
TEL	168	16	4	48

3.16 LICENCES

The number of applications received on the e-licensing (online) platform with payment effected either online or at the counter from 01 July 2019 up to 30 June 2020 are as follows:

Type of Licence	New	Change of ownership	Duplicate Licence	Re-issue	Replacement of craft	Survey	Variation
Pleasure Craft Commercial	107	18	11	0	42	388	29
Pleasure Craft Private	188	86	12	18	22	478	18

Type of Licence	New
Skipper	539

Type of Licence	New	Duplicate Licence	Re-issue	Variation
TAC	129	0	5	50
TEL	168	16	4	48

3.17 PATROL CRAFT

The Tourism Authority commissioned an additional patrol craft during the period under review in order to reinforce its monitoring activities at sea. Patrol Craft (TA 03) became operational since 19 September 2019 for monitoring of seaborne activities off the eastern coast. It is a CE certified craft imported from France. It is a Rigid Hull Inflatable Boat (RHIB) and has a carrying capacity of eight (08) persons.

3.18 EMBARKATION POINTS FOR COMMERCIAL PLEASURE CRAFT

The Tourism Authority launched an Expression of Interest for the conduct of a Strategic EIA at the 44 EPs and the contract was awarded in December 2019 to Vyvaass Consulting Engineer Ltd. The SEIA report is intended to enlighten and advise the Tourism Authority on the embarkation points where floating pontoons could be installed. These pontoons are intended to facilitate embarkation/disembarkation and to enable a number of pleasure craft to be secured alongside for overnight mooring.

3.19 MONITORING AND ENFORCEMENT ACTIVITIES

The Monitoring & Compliance Unit ensures that licensees/operators in the Tourism Industry operate according to laws, standards, guidelines, code of conduct and conditions to licence. The activities of this Unit are geared towards enhancing the quality of service offered to tourists and improving the image of the destination.

For the Financial Year 2019 /2020, a total number of 4253 inspections were carried by the Monitoring & Compliance Unit. The statistics for land-based and sea-based inspections are as per Figure 1 below:

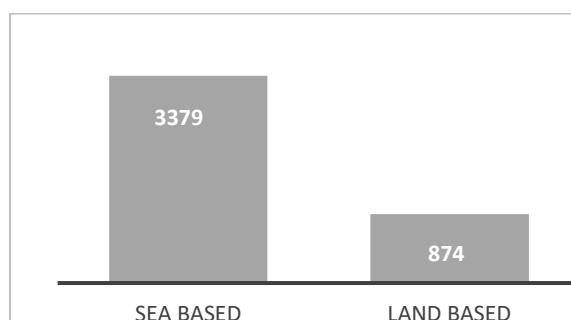


Figure 1. Number of Inspections carried out

The total number of contraventions established for period 01 July 2019 to 30 June 2020 is 78, both land and sea-based and the figures is as per Figure 3 below.

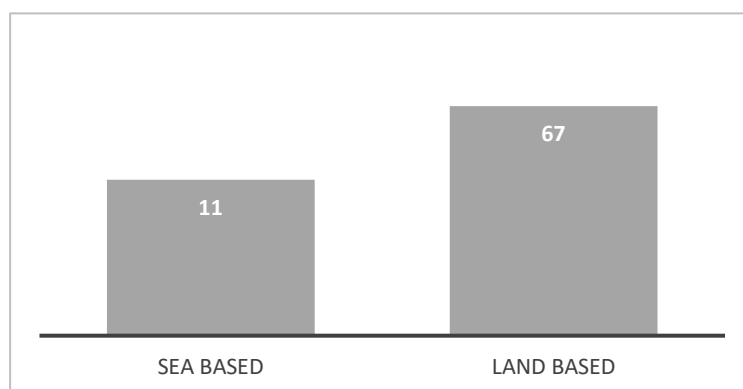


Figure 3. Number of Contraventions established

There were more land-based contraventions established compared to sea based, and most of them were Trading without licence and Failing to affix licence. As for sea-based contraventions, most were established for Breach of Conditions to Pleasure Craft Licence and failing to produce Pleasure Licence.

3.20 ACHIEVEMENTS OF THE TOURISM EMPLOYEES WELFARE FUND

The Tourism Employees Welfare Fund (TEWF) caters for the economic, social and educational wellbeing of the tourism employees and their families. During the financial year 2018/2019 the following have been accomplished:

i. Provision of Soft Loans

With a view of improving the quality of life of employees of the tourism sector, as well as meeting the educational expenses of their children, the TEWF, provides different types of loan such as educational loan, computer loan, multipurpose loan and overseas travel loan. The maximum amount payable is Rs 100,000 for overseas travel. For the year 2019/2020, an amount of Rs 21.7 million was disbursed as loan.

ii. Educational Schemes

Rewarding employees and best performing children of TEWF's members has always been one of their priorities. In order to motivate children of employees, the following Educational Schemes have been set up.

iii. Training of Employees

A one-off grant representing 40% of the total amount paid for the course up to a maximum of Rs 10,000 is payable to employees on their successful completion of a certificate, diploma or degree.

iv. SC Grant

Children having passed the School Certificate Exams with a maximum of 10 units are paid a one-off gift of Rs 5,000.

v. HSC Grant

Those who have passed with 5As in their respective field of study are paid an amount of Rs 10,000.

vi. Laureate Gift

Children of members, who have been declared Laureate in their respective field, are provided with a laureate gift of Rs 20,000.

vii. TEWF Scholarship

The Scholarship Scheme is payable where the child of an employee has been admitted at any recognised university or training institution in Mauritius and is following a full-time course leading to an award certificate.

The scheme covers the registration or exam fees paid by the beneficiary over 3 years of study up to Rs 5,000 per annum.

The following Educational Schemes have been paid for year 2019/2020:

Schemes	No. of Beneficiaries	Amount paid (MUR)
Training of Employees	8	79,984
SC Grant	15	75,000
HSC Grant	3	30,000
Laureate Gift	2	40,000
TEWF Scholarship	22	175,300

viii. Social Schemes

Social Schemes are various gifts and grants given by the TEWF in order to enhance the social life of its members.

ix. Retirement Gift

A retirement gift is payable to an employee who retires voluntarily from the Tourism sector after attaining the age of 55 years and have contributed to the Fund for at least 10

The Retirement Gift payable is as follow:

SN	Years of Contribution	Amount (Rs)
1	0 to <10 years	Nil
2	+10 to < 15 years	3,000
3	Over 15	5,000

x. Death Grant – Employee

An amount of Rs 10,000 is payable for any employee who passed away while the latter was still in employment.

xi. Death Grant – Dependent Relative

An employee whose dependent relative has passed away is paid an amount of Rs 5,000.

xii. Marriage Gift

A marriage gift of Rs 4,000 is paid to a member, who has contributed for at least one year, on getting civilly married for the first time.

xiii. Parental Gift

A gift of Rs 3,000 is paid to either husband or wife if both are employed in the Tourism Sector.
The following Social Schemes have been paid for year 2019/2020:

Schemes	Amount Paid (MUR)
Retirement Gift	2,030,000
Death Grant – Employee	260,000
Death Grant – Dependent Relative	120,000
Marriage Gift	1,162,000
Parental Gift	1,359,000

xiv. Gender Mainstreaming

In line with Government policy on Gender Mainstreaming and the National Policy on Gender, the Ministry of Tourism along with the Tourism Employees Welfare Fund have carried an on-job training for children of tourism employees. The objective of the project was to make these children employable after they have completed the training in the different trade of the industry. They were paid a monthly stipend of Rs 5,000 for a period of three months. 13 children were trained in Veranda Palmar and Salt Hospitality Ltd (Salt of Palmar) and under employment in these hotels.

xv. TEWF Sports and Leisure Activities

With a view to promoting sport and leisure activities among its employees, the TEWF organized various activities namely football tournaments, mixed petanque Tournament, badminton tournament and mixed domino tournament.



TEWF Football Tournament



TEWF Mixed Petanque Tournament



TEWF Badminton Tournament



TEWF Mixed Domino

xvi. TEWF Competitions

Several competitions are organized among the employees of the hotels to instill a culture of excellence TEWF Young Chef Challenge 2019 & Table Dressing Competition and TEWF Best Barista 2019.



Winner Young Chef Challenge Table Dressing Competition
2019-Ambre Hotel

xvii. Other activities of the TEWF

1. TEWF's Sponsored Event

The TEWF in collaboration with the 'Association de Sommelier de L'île Maurice' had organised the Best Sommelier competition on Wednesday 21st August at the Caudan Art Centre.

2. Foot Five Tournament

The TEWF in collaboration with The Constance Price Maurice Hotel had organized the foot five tournament on Friday 12th of July 2019 at Foot Five Bagatelle. 12 teams participated, the winner was Ambre Hotel with a cash prize of Rs 12,000 and the runner up was Four Seasons Resort with an amount of Rs 6,000.

3. TEWF Discount Vouchers

Members of TEWF and their families benefited from a special discount from Mauritius Aquarium, 'L'aventure Du Sucre' and Domaine de Etoile.

xviii. Competition and Training in Rodrigues

The TEWF Pastry Production & Housekeeping Operations course was held from 16th to Friday 20th September 2019 at Rodrigues Vatel Hotel School. The Rodrigues' Pastry Chef CHALLENGE 2019 was held on Saturday 21st of September 2019 at Vatel Hotel School. Twenty participants took part in this challenge which was based the preparation of a wedding cake.



The TEWF Housekeeping Operation Course was held at Vatel Hotel School. 21 participants coming from hotels, guest house and 'gites' followed the course.



The Pastry production course was held at Vatel Hotel School. 21 Participants from various tourism enterprises in Rodrigues took part in this training.

3.21 STATUS ON IMPLEMENTATION OF BUDGETARY MEASURES 2019/20

*** Pg 18 – Para 104:**

Reinforce the visibility of the Mauritius destination in traditional markets as well as in China, Saudi Arabia, Kenya, Scandinavian countries, Ireland and Eastern Europe.

Promotional Campaigns undertaken as follows:

1. China

- Joint campaign with EK (Emirates) – Oct 2019
- Signature of MoU between the Ministry of Finance and Economic Development, the Ministry of Tourism, Air Mauritius Ltd, AHRIM and the MTPA on 11 September 2019

The sales incentive campaign with Emirates on the Chinese market is ongoing. An amount of US\$100 was given on each ticket sold during the period 1 July to 31 December 2019. A budget of US\$ 130,000 has been earmarked accordingly.

A lifestyle PR will be appointed for the Chinese market; the tender is currently at evaluation stage. A trade PR will also be appointed; the tender is currently at evaluation stage. Upon appointment of a trade PR, a high-level roadshow and workshop in Shanghai in collaboration with Air Mauritius Ltd, will be conducted to show the trade the level of commitment. Celebrities will also form part of these events. Additionally, advertising at the entrances and exits of the Shanghai Metro were ongoing till December 2019.

In addition to the promotional campaigns and roadshows, there are also other ongoing initiatives like advertising campaigns, social media campaigns and participation in fairs to reinforce the visibility of the Mauritius Destination.

2. Saudi Arabia – EID campaign
3. Kenya

- Development of East Africa route
- Road shows organized in Kenya with EDB & KQ
- Road shows organized in Uganda with SAA & EDB
- Social Media campaign with leading tour operators

Workshop with trade to promote green & blue Safari

4. Scandinavian countries – Joint campaign with TUI Group (Travel and Tourism Company)
5. Ireland – Promoted jointly with UK
6. Eastern Europe: Russia, Poland, Czech and Hungary – Roadshow in Oct 2019

The roadshow in Eastern Europe, Russia, Poland, Czech and Hungary was held from 11 to 17 October 2019. 12 Mauritian private operators participated therein. The response has been very positive with some 60 operators from each city having attended the roadshow. This has enabled Mauritius to renew and strengthen its working relationship with these tour operators. Several press trips from these countries have also been triggered following this event.

*** Pg 18 – Para 105:**

New tourism brand to reposition Mauritius as a premium destination.

1. EDB is currently conducting a country branding.

The EDB is presently preparing the tender document for the launching of the Country Branding. The tender document is being worked out by a Steering Committee involving all stakeholders.

2. The present tourism branding will be incorporated in the overall country brand.

As per a meeting held with the EDB, the first step of the 'Consultant' that would be appointed would relate to a perception survey.

A meeting was also held between the MTPA and the EDB on 14.09.2020.

The TOR is at draft stage.

3.22 STATUS OF IMPLEMENTATION OF KEY ACTIONS 2019/20

Key Action	Key Performance Indicator	Actual 2019/20 (Prov.)	Target 2020/21	Target 2021/22	Target 2022/23
Market Mauritius as a safe COVID-free destination	Number of operators obtaining the Certificate for "Mauritius Protocols for the New Normal"	-	6,300	400	400
	Number of online campaigns	41	45	55	65
Facilitate orderly and sustainable conduct of nautical activities	Number of skippers trained	348	325	350	400
Revamp highly frequented proclaimed public beaches as per Beach Management Plan	Number of proclaimed public beaches upgraded	-	2	2	2
Provision of high quality courses and training in line with industry needs	Number of students who successfully completed courses at EHS GD ¹	-	900	500	800

3.23 RISK MANAGEMENT, CITIZEN ORIENTED INITIATIVES & GOOD GOVERNANCE

3.23.1 COORDINATION COMMITTEE ON SEA-BASED TOURISM PROJECTS

During the financial year 2019-2020, the Committee held 4 meetings to:

- assess some 12 sea-based tourism projects from promoters and make recommendations thereon;
- Inform on the status of the reinstatement of swimming zones and discuss new projects of zoning
- Consider additional public beaches for kitesurfing.

3.23.2 TECHNICAL COMMITTEE ON MONITORING OF HOTEL PROJECTS

The Technical Committee on monitoring of Hotel Projects follows up on projects that have been approved by different Ministries which date back to 2006. The main function of the committee is to review progress of different hotel projects and report on the bottlenecks impinging on the implementation of any project. Regular meetings are held with the Ministry of Environment and Sustainable Development and the Ministry of Housing and Lands. The Ministry liaises with the promoters on a quarterly basis to update the database of hotel projects.

As at date, **letters of Approval** have been issued for the following hotel project:

- a. Anse des Salines Ltd 4-Star Hotel at Les Salines Black River –issued on 09 July 2019
- b. Extension of Lagon des Rêves Ltée (C Palmar Mauritius Hotel) at Belle Mare - issued on 08 September 2020

As at date, **letters of no objection under Invest Hotel Scheme** have been issued for the following hotel project:

- c. Sottise Development Ltd 3-Star Apart Hotel under Adagio brand (Accor Hotels Group) -issued on 24 July 2019

As at date, **letters of no objection to the issue of an EIA License** have been sent to Ministry of Environment for the following hotel projects:

- a. Extension of Lagon des Rêves Ltée (C Palmar Mauritius Hotel) at Belle Mare - issued on 16 July 2019
- b. Extension of Maritim Mauritius Ltd at Balaclava - issued on 23 August 2019
- c. Atalian Global Services Ltd 5-star hotel at Les Salines Black River - issued on 10 September 2019 (before amendments to plans)
- d. Yihai Investment Ltd Smart City Project - Phase 3 at Pailles - issued on 24 October 2019
- e. New Mauritius Hotels Limited 4-Star Hotel at Les Salines Black River - issued on 10 February 2020
- f. Extension of Vacances Plus Ltée at Belle Mare – issued on 12 February 2020
- g. Stella Di Mare (Mauritius) Ltd 5-Star Hotel at Les Salines Black River - issued on 28 Feb 2020

3.23.3 AUDIT COMMITTEE

The Ministry has set up an Audit Committee, under the chair of the Deputy Permanent Secretary, to review the control and governance processes throughout the organisation. It advises the Accounting Officer on corrective measures to minimize risk of abuse and malpractices. Moreover, the Audit Committee follows up on the recommendations made by the National Audit Office in its Management Letter and the report of the Internal Controller.

3.23.4 OCCUPATIONAL SAFETY AND HEALTH COMMITTEE

The Safety and Health Committee established at the Ministry is in accordance with Section 21, 22 and 23 of the OSHA 2005. It is chaired by the Deputy Permanent Secretary. Both Employees and Employers are duly represented.

During the period of 01 July 2019 to 30 June 2020, the Committee had three meetings, whereby employees were consulted, to make proposals on matters regarding safety, health and welfare of employees. Awareness sessions on Safety and Health issues were carried out by the Safety and Health Officer and the recommendations made, implemented as far as practicable.

The following issues were addressed among others:

- * Pigeon Infestation – Perspex has been fixed by Medcor Ltd to eliminate the issue of pigeon infestation. Cleaning of window ledges is being done as and when required.
- * Shampooing of Moquette - Shampooing of moquette was being carried out regularly.
- * Trailing of Wires – Works to eliminate trailing of wires in offices was being undertaken phase-wise. Phase 1 project consisting of the Registry and the Finance Section has been completed. Phase 2 project consisting the remaining sections of the Ministry will be done in year 2020/2021.
- * First Aid Boxes – First Aid box was available only on level 5. Levels 2 and 10 have also been provided with first aid boxes.
- * Pest Control – Pest control was properly monitored to ensure that there is no proliferation of pests.
- * Fire Safety Awareness – Talk by representative of the Mauritius Fire Rescue Services (MFRS) was held in October 2019 at the Ministry on Fire Safety Awareness and Emergency preparedness. Proposal has been made for the holding of more such sessions by the MFRS.

3.23.5 GENDER CELL

The Ministry has set up a Gender Cell under the chair of the Deputy Permanent Secretary to look into the issues relating to gender mainstreaming in policies, strategies and Programmes.

Under Gender Mainstreaming, an amount of Rs 200,000 has been provided in the budget of this Ministry for Financial year 2019/2020, to implement an activity/project to promote gender equality and enhance awareness on gender sensitivity within the tourism sector.

For the year 2019/2020, a request was made to Mahatma Gandhi (MGI) to consider providing course/training in Chinese/Mandarin language under the existing partnership agreement that the Tourism Authority has with the MGI.

Accordingly, it was decided that the Tourism Authority would launch an Expression of Interest among newcomers in the field of tourist guides (ladies) willing to embark on the tourist guide career in Chinese Language, to submit their application with the Tourism Authority following which a selection exercise should be carried out on basis of the financial year 2019/2020. Accordingly, the Tourism Authority requested for a formal quotation from the MGI regarding the Chinese/Mandarin language course but due to COVID-19 curfew, it could not proceed further.

3.23.6 ANTI-CORRUPTION COMMITTEE

An Anti-Corruption Committee has been set up under the chair of the Deputy Permanent Secretary, for an effective implementation of the Public Sector Anti-Corruption Framework.

A Corruption Prevention Review has been conducted for the Leisure Unit and Sea-Based Unit of the Ministry. The Integrity Pledge of the ICAC has also been signed by all the staff of the Ministry.

3.23.7 MINISTERIAL COMMITTEE ON ISLETS

At its 43rd meeting held on 26 October 2018, Government decided to set up a Ministerial Committee under the chairmanship of Hon. A. K. Gayan, SC, Minister of Tourism to work out the Master Plan for the islets surrounding Mauritius.

The Ministerial Committee also comprised the following Ministers:

1. Minister of Social Security, National Solidarity and Environment and Sustainable Development
2. Minister of Agro Industry and Food Security
3. Minister of Social Integration and Economic Empowerment
4. Minister of Ocean Economy, Marine Resources, Fisheries and Shipping
5. Minister of Housing and Lands

Two meetings of the Ministerial Committee were held on 20 December 2018 and 10 January 2019 and a site visit was carried out at Ile aux Benitiers on Thursday 27 April 2019. Islets with recreational potential were identified for eco-tourism development and recommendations formulated accordingly.

3.23.8 IORA TOURISM AWARD

The Ministry of Tourism in collaboration with the Ministry of Foreign Affairs had proposed to host a three-day workshop entitled “Boosting Livelihoods across the Indian Ocean Rim through Nature-Based Tourism”. The workshop aims at shedding light on the subject of nature-based tourism, latest trends, best practices and how local communities could benefit therefrom.

The event which was supposed to be held from 10 to 12 June 2020 has been postponed for the next year due to COVID-19. In addition, in light of the severity of the economic consequence of COVID-19 on tourism, IORA has requested that the programme of the workshop be revised to reflect discussions on the pandemic, including the next steps towards the recovery and revival of nature-based tourism prior to initiating approval for the disbursement of the IORA Special Fund.

Feasibility Study for the introduction of an IORA Tourism Award (Start-Ups and Hotels) focusing on use of Science, Technology and Innovation. At the Second IORA Tourism Minister's meeting held on 23 October 2018 in South Africa, Mauritius had been entrusted the task to explore the feasibility of introduction of IORA Tourism Award (Start-Ups and Hotels) focusing on use of

Science, Technology and Innovation. Following views from the COVID-19 crisis, the Concept Note is being revised to be relevant with the current socio-economic situation.

3.23.9 SUSTAINABLE ISLAND MAURITIUS PROJECT



The Tourism Authority is implementing an eco-project [Improving Sustainable Tourism in Mauritius through greening the value chain of tour operators (SUS-ISLAND)] with financial assistance to the tune of EUR 1.1 million from the UNDP under the Switch Africa Green Project.

The project aims at promoting sustainable tourism in Mauritius by demonstrating and scaling up a self-sustaining mechanism for improving sustainable added value along the value chain, and improving awareness and market of sustainable tourism products. Since the setting up of a Steering Committee in July 2018, many activities have been developed in a view to meeting the objectives of the project. Due to COVID-19, some of the earmarked activities in the second quarter 2020 had to be postponed.

In the meantime, the project assisted on other areas of high urgency such as the COVID-19 and the MV Wakashio Oil Spill.

The main achievements as at date include:

- i. After the first batch of certification in Tour Guidance launched in partnership with the Mahatma Gandhi Institute (MGI) in August 2018 with 19 participants, a second batch is under way with 30 more students enrolled, benefitting of a Rs 10,000 per participant sponsorship from the project.
- ii. Following the oil spill caused by the MV Wakashio event, the SIM project has been involved in a series of activities:
 1. Rs 240,000 worth of personal protective equipment (PPE) and cleaning equipment have been disbursed to help the volunteers
 2. Focal point between the private sector and the Authorities for sponsorship received in terms of PPE's and cleaning materials such as drums, rakes and more importantly the materials to construct artisanal booms in preventing the oil spill to reach the shores.
 3. Assisted the Mauritius Wildlife Organisation in the transfer of endangered animals and plants to secured places by sponsoring protective glasses.
 4. Collaboration with the Delegation of the European Union on a One-month sensitisation campaign called 'Nou lagon nou leritaz, ensam anou protez nou laplaz'. It aims at raising awareness among citizens about the protection of marine eco-system with a daily media presence and beach cleaning activities around a plastic free destination.

- iii. An MoU between the Tourism Authority and Reef Conservation Society for the capacity building of 200 operators on the preservation of the marine eco-system.
- iv. The Tourism Authority through the SIM project supported the Mauritius Standards Bureau (MSB) to be accredited by the GSTC as a Certification Body. 60 SME Operators in the Tourism Sector have benefitted from a Certification Scheme under the MS:165 2019 Standards in collaboration with SME Mauritius Ltd.
- v. The Mauritius Pro-Handprint Innovation Framework has been developed with Mautourco as DMC and a new product, 'The Wise Dodo' has been developed. Further Tour Operators would be trained on the MauPHI once restrictions on borders are fully lifted.
- vi. Following an MoU signed with the Rodrigues Regional Assembly, some 600 professionals have received training on basic Tourism and sustainable best practices. It is expected that 1000 operators shall be trained by the end of 2020.
- vii. SIM is collaborating with SME Mauritius, the MCCI and the Association of Mauritian Manufacturers to develop an online B2B platform to connect artisans and the tourism operators. Through this platform, co-creation with the support of designers would be encouraged through capacity building.
- viii. The Sustainable Island Project is working on a Creative Guide Book with step by step resources for local artisans and design entrepreneurs and SMEs to create successful sustainable products.
- ix. Further planned workshops in Handicraft on stakeholder engagement and capacity building shall be organised as soon as the international travel restarts, and the meeting formats are safe to be held.
- x. The Tourist Satisfaction Index (TSI) and Tourism Service Quality Index (TSQI) have been completed with 1221 outgoing tourists surveyed at the SSR International Airport. The report is being completed and shall be disclosed to the professionals of the Tourism Industry.
- xi. Following the challenges caused by the COVID-19 pandemic and the resulting impacts on the tourism sector, SIM co-organised a 2-day workshop on 'Financial support and schemes to the tourism sector' for small- and medium-sized enterprises (SMEs) together with the SME Mauritius in July 2020. The workshop was organized to inform the tourism SMEs about the existing financial schemes and assistance available during the Covid-19 period, as well as access to SME green finance available for innovative and sustainable projects. The event was attended by over 400 participants.
- xii. The SIM project assisted the Authorities in the design of the Sanitary protocols which were recognised by the World Travel and Tourism Council in May 2020.

- xiii. Moreover, the Sustainable Island Mauritius project produced three explanatory videos (in English and French) on the best recommended guidelines for staff, tourists/guests and connex activities such as boat operators, parks and Golf practices.
- xiv. Following a meeting in December 2019 with boat constructors, boat houses, and boat operators, the Working Groups on Lagoon Pollution, Service Pontoons Design and New Innovative Activities have met to discuss on the action plans to improve the pleasure craft operations in Mauritius sustainably. As a result of the working groups, a Position Paper on the action plan has been shared with the Ministry of Tourism sharing the vision of a Zero Emission Lagoon by 2030.

3.24 IMPLEMENTATION PLAN – DIRECTOR OF AUDIT COMMENTS

The following comments were made in the Director of Audit Report for the Financial Year ended June 2019:

ITEM	ACTION TAKEN
La Citadelle Project	<p>It is worth highlighting that the Citadelle is a historical building that dates back to the French period. As such restoration and renovation of such buildings requires massive investment.</p> <p>The eventual implementation of a Master Plan for La Citadelle will take into consideration all aspects regarding the development of the site.</p>
Zoning of Lagoon	<p>Following an unsuccessful previous tender exercise, the tender was re-launched on 17 June 2019. The closing date was 17 July 2019.</p> <p>Letter of award was issued to the successful bidder.</p> <p>Maintenance of Zoning of Lagoon was being carried out on a regular basis.</p>
Discover Mauritius Ltd - Winding is pending since 2012	<p>In order to proceed with the winding up, all assets and liabilities of Discover Mauritius Ltd should be cleared off.</p> <p>The main items pending were a loan of Rs 2 million from the National Parks and Conservation Fund and the Transfer of Assets (mainly shares held in La Vallee de Ferney Co. Ltd).</p> <p>The loan was settled and Payment was effected to the National Parks Conservation Fund on 25 June 2020 through adjustment.</p> <p>Negotiation was being held with La Vallee de Ferney Co. Ltd for the disposal/sale of the shares.</p>
Arrears of Rental Fee - Le Batelage premises at Souillac	<p>The case of eviction of Mr Rajcoomar has been referred to the Attorney-General Office since 2017 and in a correspondence dated 29 October 2020, this Ministry was informed that the case between the State of Mauritius v/s Radhakrishnansingh Rajkoomar has been transferred from the Supreme Court to the Intermediate Court of Mauritius and would come for trial on 15 January 2021.</p>

PART III - FINANCIAL PERFORMANCE OF THE MINISTRY



4.1 FINANCIAL HIGHLIGHTS



As per budget estimates, for financial year 2019/2020, the Ministry of Tourism has only one vote under its control, namely: **9-1 Tourism**.

4.2 ANALYSIS OF MAJOR CHANGES

The overall budgetary allocation of the Ministry of Tourism was Rs 708 million for the financial year 2019/2020, out of which Rs 535 million was allocated as Grant to the Mauritius Tourism Promotion Authority and Rs 88 million was allocated as Grant to the Tourism Authority.

Under Capital items, a provision of Rs 19.1 million was made for on-going capital projects.

4.3 STATEMENT OF REVENUE AND EXPENDITURE

Total revenue comprises of Tourist Enterprise Licenses from the Tourism Authority.

Table 4.1: Statement of Revenue 2019/2020

STATEMENT OF REVENUE 2019/2020			
Revenue Rs Million	2018/2019 Actual Rs 000	2019/2020 Estimates Rs 000	2019/2020 Actual Rs 000
Property Income	-	-	-
Sales of Goods and Services	-	-	-
Fines, Penalties and Forfeits	-	-	-
Miscellaneous Revenue	108,811	116,600	79,683
Total Revenue from Property Income, User Fees and Other Sources	108,811	116,600	79,683

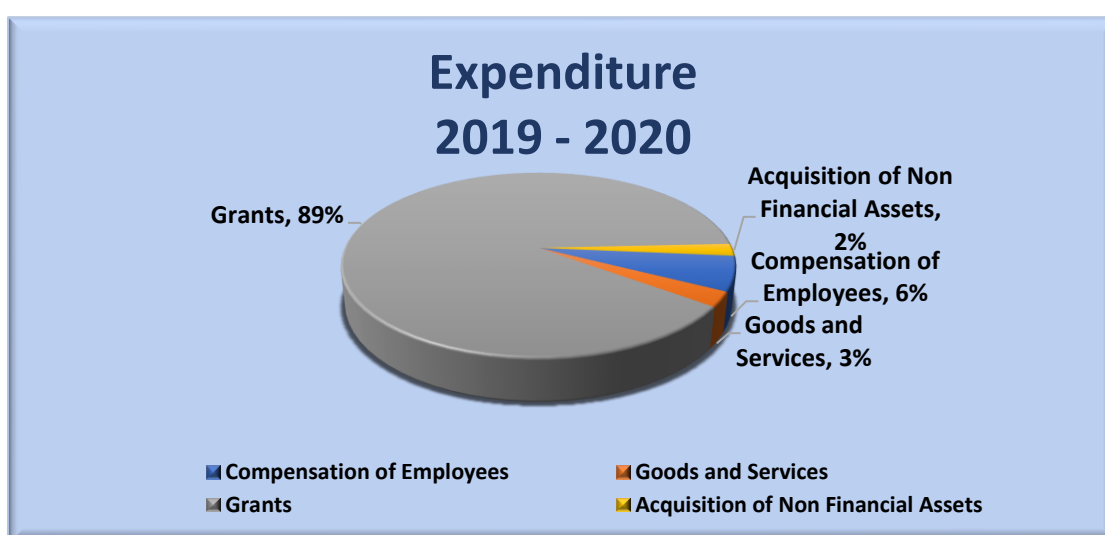
89 % of Expenditure under vote 9-1 has been incurred as Grants provided to the Mauritius Tourism Promotion Authority and the Tourism Authority.

Table 4.2: Statement of Expenditure 2019/2020

STATEMENT OF EXPENDITURE 2019/2020			
Statement of Expenditure 2019/2020			
Head/Sub-Head of Expenditure Rs Million	2018/2019 Estimates Rs 000	2019/2020 Estimates Rs 000	2019/2020 Actual Rs 000
Compensation of Employees	44,553	43,470	42,125
Goods and Services	21,611	19,935	17,890
Subsidies	0	0	0
Grants	628,336	625,495	618,091
Social Benefits	0	0	0
Other Expense	0	0	0
Acquisition of Non-Financial Assets	19,500	19,100	14,727
Acquisition of Financial Assets	0	0	0
TOTAL	714,000	708,000	692,833

The pie chart below gives a graphical distribution of the expenditure incurred during the last financial year.

Figure 4.2 Expenditure 2019/2020



PART IV – WAY FORWARD



5.1 TRENDS AND CHALLENGES

5.1.1 TRENDS

The trends of the sector have been analysed as follows:

- **Eco-Travel** – Increasing demand for eco-friendly and sustainable tourism destinations. This trend would be further increased with a new form of post-covid-19 consciousness and tourists' adherence to nature and the environment. Sustainable has also become part of 'Resilience'.
- Emergence of **Cost-Conscious Travellers** following the international financial and economic crises.
Tourists are more conscious especially that there will be a price war once tourism starts normalizing and immunisation
- Growing demand for **All-Inclusive packages**. All Inclusive with travel being more organised to accommodate insurance, transfers, covid-19 vaccines certificates etc
- **Baby boomers** with disposable income for overseas travel.
- **Bleisure travel** - combining leisure with business
New trends emerging post Covid-19 whereby relocated themselves combining leisure in safe destinations people to avoid the hectic covid-19 lockdown.
- Nearly 8 out of 10 tourists prefer to stay in Hotels than in non-hotels.
- **Automation** - Gone are the days when booking a trip required client to make a phone call, speak directly to a service provider, or walk into the supplier's office for face-to-face negotiation. Digitization has led to a rise in online bookings. Not only has this made advertising cheaper for travel companies, but also customers are enjoying and increasingly prefer the convenience it offers. As we slowly approach the post-COVID period, automation in the sector is bound to continue rising. So as you work on getting back to profitability, take advantage of this tourism trend, and set up the right technology in order to increase your chances of faster recovery.

5.1.2 CHALLENGES

The years 2019 and 2020 proved to be a turning point for the tourism industry on account of numerous external factors, most of them, being beyond our control.

- Airlift, which is central to growth, has not been as flourishing as the previous years of laudable performance and impacted adversely on growth of broad-based markets, namely India and China. Mauritius recorded a drop of some 77,000 seats in 2019. Emirates temporarily ceased its operation from Mid-April to end of May 2019, and Eurowings after April 2019, has further complicated matters in hub markets and impacted adversely on the German markets.
- The BREXIT effect has started to be felt adversely in the UK long haul tourism outbound segment and to a certain extent across Europe.
- The collapse of Thomas Cook during September 2019 further aggravated the situation with some 7,000 tourists being affected.

- In addition, 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'.
- As the world is facing an unprecedented global health, social and economic emergency with the COVID-19 pandemic, travel and tourism is among the most affected sectors with airplanes on the ground, hotels closed and travel restrictions put in place in virtually all countries around the world. According to the UNWTO , International tourist arrivals (overnight visitors) fell by 72% in January-October 2020 over the same period last year, curbed by slow virus containment, low traveller confidence and important restrictions on travel still in place, due to the COVID-19 pandemic. The decline in the first ten months of the year represents 900 million fewer international tourist arrivals compared to the same period in 2019, and translates into a loss of US\$ 935 billion in export revenues from international tourism, more than 10 times the loss in 2009 under the impact of the global economic crisis.

5.2 SWOT ANALYSIS



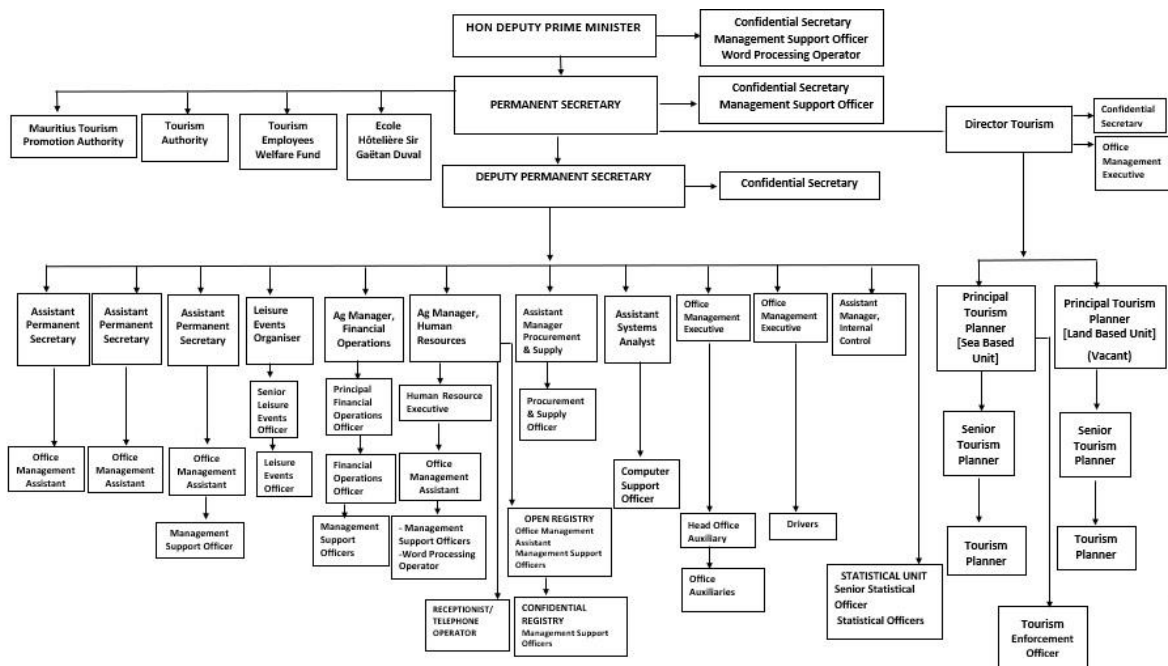
5.3 CONCLUSION

The Ministry will drive all efforts towards its mission to enhance the visibility of Mauritius as a leading and sustainable island destination through innovative strategies and actions to match international competition and to also maintain its position as a COVID-19 safe destination in view of unprecedented COVID-19 global situation.



Appendix I – Organisational Chart

Ministry of Tourism



October 2020