



Republic of Mauritius

## **Ministry of Tourism**

# **Annual Report on Performance for the Financial Year 2018/2019**



**October 2019**

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## STATEMENT FROM THE MINISTER OF TOURISM



*I am pleased to present the Annual Report for the Ministry of Tourism for the financial year 2018/19.*

*In 2018, the tourism sector has shown resilience in its performance and maintained a persistent increasing trend in spite of the challenging global economic environment. Last year, the sector accounted for 8.6% of GDP, 9.6% of total employment and 5.2% of investment. Tourist arrivals increased steadily by 4.3% to reach 1,399,408 in 2018 and tourism earnings also reached Rs 64.0 bn in 2018 compared to Rs 60.3 bn in 2017.*

*Tourism remains a buoyant growth sector of the Mauritian economy.*

*Whereas Mauritius is a predominantly sand, sun and sea destination, our tourism offer has been enriched by other attractions including golf, eco-tourism, wellness and sports. The distinct identity of Mauritius remains its diverse cultural heritage, which adds to the uniqueness of our destination as opposed to similar Indian Ocean island destinations.*

*We have pursued with our strategy of market diversification to reduce our dependence on traditional markets and more particularly in higher-spending and niche segments, such as in Saudi Arabia, UAE, Eastern Europe and the Nordic countries. The destination also benefitted from a fruitful low season tourist growth of 6.2% through key marketing activities in targeted markets. However, the Chinese market has shown further decline in view of the airlift constraints and the slowdown of the Chinese economy.*

*In 2018, Mauritius was awarded the World's Best Romantic destination by World Travel Awards. Additionally, for the first time on 01 June 2019, Mauritius hosted the World Travel Awards gala event for Africa and Indian Ocean region which was attended by around 600 guests, including 97 VIPs from abroad and delegates from the countries including, two foreign Ministers and a representative of the UNWTO. A viewership of over 7 million people worldwide was achieved through international media coverage. Mauritius was conferred the Indian Ocean Regional Award for the Leading Adventure Tourism Destination, Leading Cruise Destination and Leading Wedding Destination; the MTPA also won the award of the Indian Ocean's Leading Tourism Board 2019.*

*In the margins of the WTA, two events were organized – “The Indian Ocean Connectivity Forum” during which the importance of seamless transport between destinations and the key role of connectivity to tourism growth and development were discussed. - The Workshop on the “Interplay between Fintech and Tourism - The new wave in Africa” was a unique opportunity for discussing the emerging role of Fintech and its impact on the tourism sector.*

*The above themes were chosen as they are central to the evolution of the tourism industry. First of all, connectivity is critical to our tourism given that Mauritius is a long haul destination as opposed to our competitors, which have adopted an open air access policy. Also, the novel technologies are redesigning and reshaping the landscape of all activities in an unprecedented manner with a major impact on the tourism industry. Brexit, the social unrest in Hong Kong, the “Gilets Jaunes” are so many factors which have unfortunately affected the tourism industry which remains vulnerable to external shocks.*

*My Ministry has also driven sustainability initiatives through the “Sustainable Tourism Value Chain in Developing Countries and Small Island Developing States” project in collaboration with the UN Environment. The goal is to reduce greenhouse emission and increase resource efficiency in the accommodation and Food and Beverages sectors. The eco-project SUS Island implemented jointly with the EU also aims at promoting sustainable tourism in Mauritius. Modern travelers are more and more influenced by green initiatives in their choice of their destination.*

*I would like to extend my appreciation to the Officers of my Ministry and all our partners, from both the public and private sectors, for their collaboration and support during the year.*

***The Hon. Anil Kumarsingh Gayan, SC  
Minister***

## STATEMENT FROM THE SUPERVISING OFFICER



*Tourism remains a key pillar of our economy accounting to 8.6% of the GDP.*

*Tourist arrivals increased by 4.3% in 2018 to reach 1,399,408, which is above the UNWTO's long term forecast of 3.8% per year for the period 2010 to 2020. Tourism earnings also increased by 6.3% in 2018 to attain Rs 64.0 bn.*

*Strategies adopted in various markets have been effective in consolidating our traditional European source markets while at the same time reducing our dependency on the Eurozone.*

*While arrivals from Europe has increased by 5.7%, that market now constitutes 58.9% of total arrivals compared to 67% in 2009. The low season strategy for the period May to September 2018 led to an increase of 6% in tourist arrivals over the corresponding period in 2017.*

*Much emphasis has also been laid on market diversification in an effort to enlarge our tourism base and increase arrivals from the regional markets. Arrivals from Africa, with a share of 22.3% of total tourist arrivals registered a growth of 3.6%. New markets also recorded outstanding performance, especially the Middle East.*

*However, airlift and structural deficiencies from key high potential origin markets such as China has been a major constraint for continued destination growth. Reunion Island was, on its part, severely affected by the "Gilets Jaunes" protests and the extension of "Continuité Territoriale" policy.*

*The Tourism Strategic Plan 2018-2021 "Adapting to the Changing Global Environment" which is geared towards intensifying visibility, improving accessibility and enhancing attractiveness of our destination and consisting of 84 projects is being implemented by different agencies.*

*With regard to sustainable tourism, the Ministry, in collaboration with its partners and extended shareholders, implemented several initiatives for greening the tourism industry and uplifting the tourism structures with a view to upgrading and repositioning our destination in the mind of tourists, especially the modern travellers. Several cleaning campaigns on the beach and at sea were also conducted in an effort to sensitise stakeholders and the public at large.*

*In line with policy to develop, democratise and make leisure activities more accessible, the Ministry of Tourism organized numerous leisure events and activities which benefitted some 280,000 participants. The rich and diverse cultural heritage of our island was also showcased to promote our destination internationally.*

*The challenges for the tourism sector are and will always be daunting but the accomplishments in bringing the sector to another level through concerted efforts of all stakeholders, both from the public and the private sectors are more rewarding.*

*It is also gratifying that for three years in a row, the Ministry has not been adversely reported upon by the Director of Audit and the team has to be commended on this note.*

***Mrs. C.R. Seewooruthun***  
***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 and Economic Development. It gives an overview of the major activities carried out by the Ministry during the financial year 2018/2019. 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 8.6% of GDP, 9.6% of total employment and 5.2% of investment in 2018. Tourist arrivals in 2018 increased by 4.3% to attain 1,399,408 compared to 1,341,860 in 2017, with largest increases from the Republic of South Africa, Germany, Italy and France. Tourism earnings reached Rs 64.0 billion in 2018, representing an increase of 6.3 % over the year 2017. The hotel stock reached 114 hotels in 2018 representing 13,749 rooms, which is indicative of massive investments injected in the sector over the years. Hotel occupancy rate stood at 75 % in 2018 compared to 77% in 2017.

#### Tourist arrivals by markets

Tourist arrivals from Europe which accounted for 58.9% of total tourist arrivals reached 824,334 in 2018 representing an increase of 5.7% as compared to 780,209 in 2017. Arrivals from France, our leading market which accounted for 20.4% of total tourist arrivals and 34.6% of the European market, increased by 4.4% to attain 285,371 in 2018. The other major generating countries include the United Kingdom (+1.4%), Germany (+11.7%), Switzerland (+2.1%), Italy (+9.3%) and Austria (+5.5%).

Arrivals from Africa, with a share of 22.3% of total tourist arrivals registered a growth of 3.6% in 2018 to attain 312,618 tourists as opposed to 301,898 in 2017. Impressive growth was recorded by the Republic of South Africa (+14.2%), Kenya (+17.9%) and Malagasy Republic (+12.8%). With the operation of five weekly direct flights from Kenya by Kenya Airways and two weekly flights by Air Mauritius since September 2018, it is expected that tourist arrivals from this market will increase sharply as from 2018 onwards. Kenya Airways began its operations in Mauritius as from June 2018 and under the current arrangements there are seven direct weekly flights to Mauritius.

Tourist arrivals from Asia, which constituted 15.3% of total tourist arrivals in 2018, grew by 1.0% to reach 213,422 compared to 211,380 in 2017. Arrivals from India and China which are major source markets, declined by 0.6% to reach 85,765 and 9.9% to reach 65,736 respectively.

The declining trend in arrivals from China will continue due to lack of air connectivity, economic slowdown arising from trade war between USA and China and depreciation of the Chinese currency.

Growth from Saudi Arabia (+221.0%), United Arab Emirates (+1.6%) and Republic of Korea (+5.0%) was very encouraging. Tourist arrivals from Saudi Arabia are expected to grow exponentially with the operation of three direct weekly flights to Mauritius by Saudi Arabian Airlines since September 2017. Saudi Arabian Airlines (Saudia) began serving the Mauritius-Riyadh route with a short stopover in Jeddah with effect from 14 September 2017 with three weekly scheduled flights. For the period January to June 2019, tourist arrivals from the Saudi market have already reached 9,219 when compared to 5,198 for the corresponding period of 2018, representing a positive growth of 77.4%.

Tourist arrivals from Oceania decreased by 1.3% due to a decrease in arrivals from New Zealand and Australia by 4.8% and 1.5% respectively. Arrivals from the American continent increased by 4.5% as a result of good performance of USA (+9.0%) and Canada (+12.1%). It is forecasted that arrivals from USA will increase significantly as from next year with the operation of direct flights to New York by Kenya Airways.

### Performance of Top Ten Markets

The top 10 source markets, with exception of the People’s Republic of China, Reunion Island, Australia and India recorded positive growth in 2018 compared to 2017, with the Republic of South Africa, Germany, Italy and France recording impressive growth of the order of 14.2%, 11.7%, 9.3% and 4.4% respectively as illustrated in figure 1.1 below.

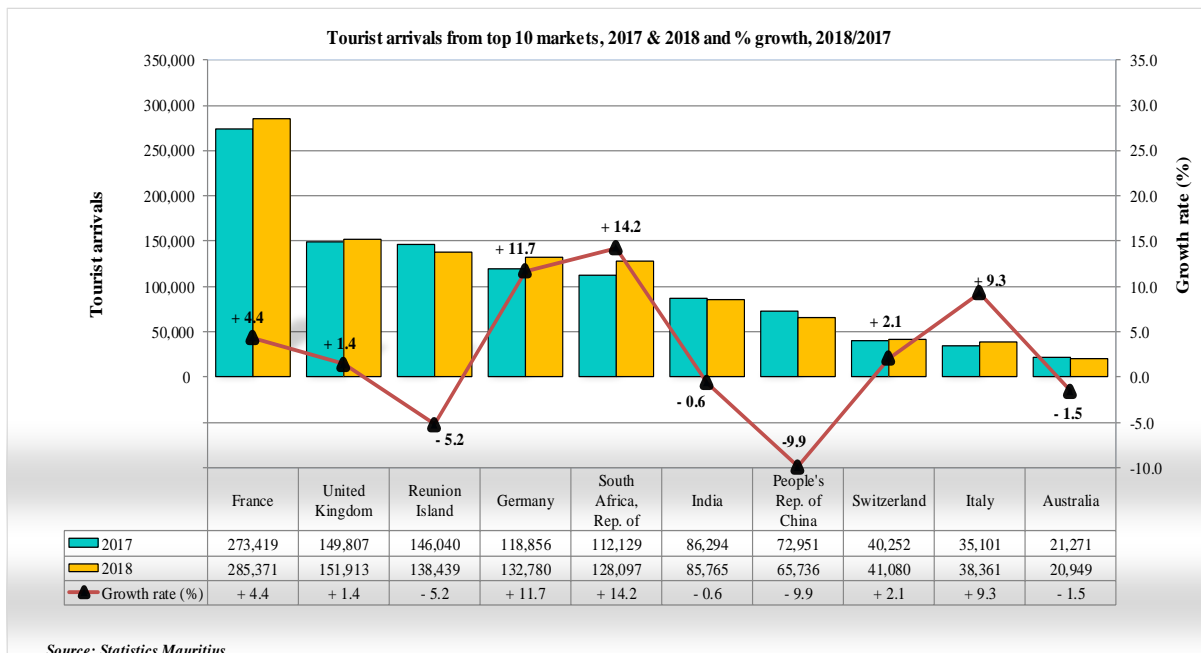


Figure 1.1 Tourist arrivals from top 10 markets and % of growth 2017 & 2018

After eight years of negative growth, Italy rebounded with a positive growth of 7.4% in 2016, maintained its momentum with 12% growth in 2017 and attained 9.3% growth in 2018. Reunion



Island was deeply affected by the “Gilets Jaunes”, the presence of French Blue low-cost carrier and the introduction of the “Continuité Territoriale” policy whereby families in the medium bracket income can be reimbursed between 300- 430 Euros when traveling to France. All these factors combined resulted into a drop of 5.2%.

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. The year 2018 has been even worse with Air Mauritius ceasing operation in Beijing, Chengdu and Guangzhou. Airline instability has had dire impacts on the distribution resulting in tourist arrivals dropping by some 9.9% in 2018.

**Performance of New Markets**

Tourist arrivals from the new markets have registered outstanding performance, particularly Saudi Arabia (+221.0), Czech Republic (+35.8%), Netherlands (+23.7%), Austria (+5.5%), United Arab Emirates (+1.6%) and Sweden (+0.1%) as depicted in Figure 1.2.

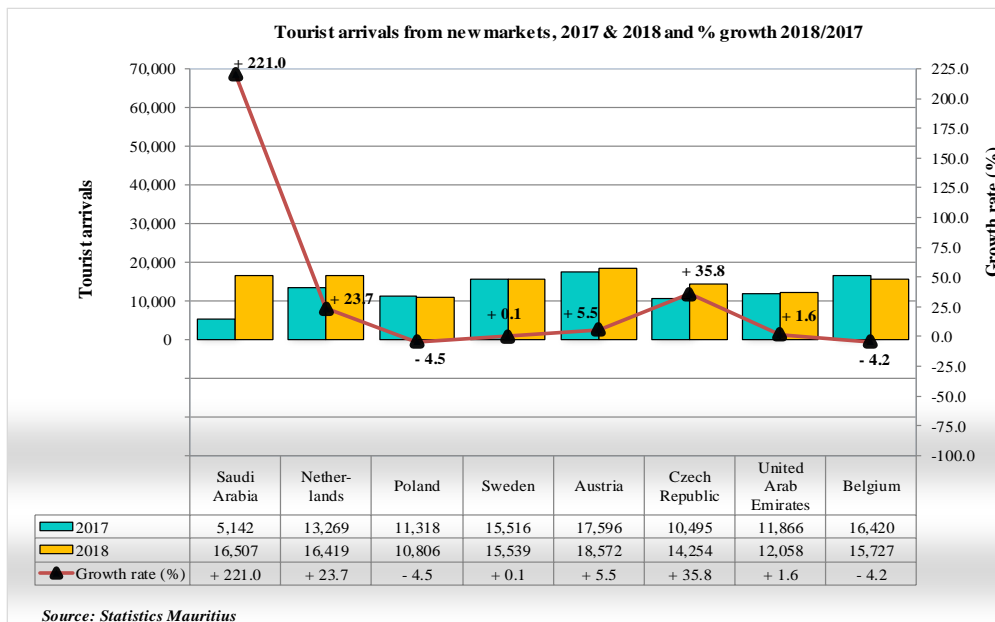


Figure 1.2 Tourist arrivals from new markets and % growth in 2017 & 2018

**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 67% of our total tourist arrivals in 2009 declined gradually to reach 58.9% in 2018. Conversely, Asia which stood at 7.1% in 2009 increased to 15.3% last year. The share of Africa which was 23.4% in 2009 reached 24.7% in 2015 and fell to 22.3% in 2018 mainly due to a decline in tourist arrivals from Reunion Island. Likewise, Russian Federation posted a positive growth of 20% in 2017 after four years of negative growth but dropped by 1.3% in 2018. That market, however, registered an increase of 9.0% during the period January to June 2019 when compared to the corresponding period of 2018.

## Airlift

Mauritius, being a long-haul destination, relies on new airlines and incremental seats by existing airlines to foster growth in tourist arrivals. With the gradual opening of the sky since 2015, airlift has improved significantly. The number of seats available from different destinations to Mauritius increased by 7.9% in 2017 to reach 2,341,144 in 2018. Compared to the previous years, the net increase was 87,000 compared to 2015 and 2016 where seat incremental were 138,445 and 204,866 respectively. The growing importance of hubs in the aviation landscape is also worth noting.

Markets	Airlines	2017	2018
Dubai	EK	406,800	420,695
Turkey	Turkish Airlines	63,606	63,700
Kenya	Kenya Airways	0	12,285
Saudi Arabia	Saudi Airlines	14,006	45,892
Amsterdam	KLM	7,866	18,042

The period under consideration has also witnessed three major breakthroughs in the aviation landscape:

- Important increases in seat capacity from Nairobi, Kenya [12,285 seats] making Nairobi a hub in Eastern Africa
- Jeddah, Saudi Arabia [from 14,006 to 45,892, an absolute increase of 31,886] a second hub after Dubai in the Middle-East and attracting tourists from Saudi Arabia
- Amsterdam [The Netherlands], from 7,866 to 18,042 seats representing an increase of 10,176 seats

Such development coupled with destination campaigns have not only boosted tourist arrivals but also compensated for the drop in tourist arrivals mainly from China and India.

## Overall performance of the Tourism Sector

After two consecutive years of double digit growth in 2015 and 2016, tourism growth was moderate with 5.2% in 2017 and 4.3% in 2018. 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 start of the year 2019.

- 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 [65,000 tourists in 2018] which accounts for 6% 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 12% [150,000] 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.

Tourist arrivals is expected to grow by some 1.8% to reach 1,425,000 in 2019 as compared to the recorded figure of 1,399,408 in 2018.

## 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.

**OUR CORE VALUES**

- 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

There are three sections within the Ministry of Tourism namely the **Administration Section**, the **Technical Section** and the **Leisure Events Section**. The Technical Section is split into two distinct units namely the land-based unit and the sea-based unit.



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, snorkelling 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. She is assisted in her duties by a Deputy Permanent Secretary, two 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.

She 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:

- Leisure Events Organiser with effect from 18 April 2019 to be responsible for the organization and promotion of leisure and recreational activities/events.

The Ministry of Tourism is currently manned by 73 staff. The organization chart of the Ministry is at **Appendix I**.

One Intern employed under the Service to Mauritius Programme is posted at the Ministry to provide support as well as to enhance her employability on the labour market. 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

<b>ADMINISTRATION SECTION</b>			
<b>SN</b>	<b>Staff</b>	<b>In Post</b>	<b>Contact Details</b>
1	Permanent Secretary Mrs. SEEWORUTHUN Devi Chand Anandi Rye	1	Phone : 211-7930 Ext 201/202 Fax : 211-0058 Email : <a href="mailto:dseewooruthun@govmu.org">dseewooruthun@govmu.org</a>
2	Deputy Permanent Secretary Mr MOOLYE Rechad	1	Phone : 211-7930 Ext 204 Fax : 211-8162 Email : <a href="mailto:rmoolye@govmu.org">rmoolye@govmu.org</a>
3	Assistant Permanent Secretary Mrs. MOORABY Ishrat Bibi	1	Phone : 211-7930 Ext. 224 Email : <a href="mailto:imooraby@govmu.org">imooraby@govmu.org</a>
4	Assistant Permanent Secretary Ms. BANARSEE Purvashee	1	Phone : 211-7930 Ext. 225 Email : <a href="mailto:pbanarsee@govmu.org">pbanarsee@govmu.org</a>
<b>TECHNICAL SECTION</b>			
5	Acting Director Tourism Mrs. SANSPEUR Lalita	1	Phone : 210-3805 Fax : 208-6776 Email : <a href="mailto:lsanspeur@govmu.org">lsanspeur@govmu.org</a>
6	Principal Tourism Planner Mr. KOWLESSUR Venee	1	Phone : 210-4174 Fax : 208-6776 Email : <a href="mailto:vekowlessur@govmu.org">vekowlessur@govmu.org</a>
7	Senior Tourism Planner Mrs. NARAYANEN Sharmila	1	Phone : 211-7930 Ext. 348 Email : <a href="mailto:snarayanen@govmu.org">snarayanen@govmu.org</a>
8	Senior Tourism Planner Mr. PURUSRAM Rishi	1	Phone : 211-7930 Ext. 347 Email : <a href="mailto:rpurusram@govmu.org">rpurusram@govmu.org</a>
<b>LEISURE UNIT</b>			
9	Leisure Events Organiser Miss. BISSUMBHUR Chintamane	1	Phone : 210-9151 Fax : 210-6225 Email : <a href="mailto:cbissumbhur@govmu.org">cbissumbhur@govmu.org</a>
10	Senior Leisure Events Officer Mrs GHUNOWA-RAMLALL Ummeeta	1	Phone : 210-9644 Fax : 210-6225 Email : <a href="mailto:sony.u@live.com">sony.u@live.com</a>
<b>HUMAN RESOURCE MANAGEMENT</b>			
11	Human Resource Executive Mrs Bibi Koraisa HISAINDEE	1	Phone : 211-7930 Ext. 222 Email : <a href="mailto:khisaindee@govmu.org">khisaindee@govmu.org</a>

**FINANCE**

12	Manager, Financial Operations Mrs SOORIAH Sumeetra	1	Phone : 211-7930 Ext. 211 Email : <a href="mailto:ssumeetra@govmu.org">ssumeetra@govmu.org</a>
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**PROCUREMENT AND SUPPLY**

13	Assistant Manager Procurement and Supply Mrs. HOSENBUX Beebee Safinah	1	Phone : 211-7930 Ext. 210 Email : <a href="mailto:bhosenbux@govmu.org">bhosenbux@govmu.org</a>
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<b>Other Staff</b>		<b>In Post</b>	<b>Other Staff</b>		<b>In Post</b>
Tourism Planner		9	Office Management Assistant		5
Tourism Enforcement Officer		1	Management Support Officer		16
Senior Leisure Events Officer		1	Confidential Secretary		3
Leisure Events Officer		1	Word Processing Operator		3
Principal Financial Operations Officer		1	Receptionist/Telephone Operator		1
Financial Officer/Senior Financial Officer		1	Head Office Auxiliary /Senior Office Auxiliary		1
Procurement and Supply Officer/ Senior Procurement and Supply Officer		1	Office Auxiliary		8
Office Management Executive		3	Driver		5

## 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: <a href="mailto:arvind@mtpa.mu">arvind@mtpa.mu</a>
Deputy Director	Mr. HAULDER Vijaye (Up to April 2019) Phone : 203-1925 Fax : 212-5142 Email: <a href="mailto:vijaye@mtpa.mu">vijaye@mtpa.mu</a>



## **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	Mrs. MAUDARBOCUS – BOODOO Khoudijah Phone: 203 – 2611 Fax: 213 – 1738 Email: <a href="mailto:khoudijah@tourismauthority.mu">khoudijah@tourismauthority.mu</a>
Administrative Officer	Mrs. MAGON Marie Burverly Phone: 203–1000 Fax: 213–1738 Email: <a href="mailto:bmagon@tourismauthority.mu">bmagon@tourismauthority.mu</a>



## 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: <a href="mailto:tewfund@intnet.mu">tewfund@intnet.mu</a>
Programme Welfare Officer	Mr. UPPIAH Sivasankara Phone: 211 – 4343 Fax: 213 – 5462 Email: <a href="mailto:tewfund@intnet.mu">tewfund@intnet.mu</a>

## 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 trainings 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. Training courses on Occupational Health and Safety issues have also been carried out to sensitize the staff.

The Ministry in collaboration with the Civil Service College Mauritius mounted two in-house training programmes namely on Prosecution and Enforcement for officers in the Planning Unit and Registry Procedures for officers of the Open and Confidential Registries.

During the financial year 2018/2019, officers followed training courses as shown in Table 1 below:

Table 2.1: Training courses

<b>Training/Workshops/Seminars</b>	<b>No. of Staff</b>
Local	<b>42</b>
Overseas	<b>11</b>

All 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

11 Officers followed training courses and attended conferences as detailed below:

- 1 Manager attended a half-day workshop on “Gender Mainstreaming” organised by the Ministry of Tourism
- 1 Tourism Promotion Manager attended a local workshop by R Kaufman “The secrets of superior service” organised by the Woolich Education
- 2 Tourism Promotion Officers and 1 Web Officer attended a local workshop on “Social Media Master Class” organised by the Corporate Leadership Centre
- 1 Administrative Secretary and 1 Office Superintendent followed a course on Strategic Procurement Skills Course at the Mauritius Institute of Management
- 1 Digital Marketing Manager attended a local workshop on “Social Media & Digital Marketing Master Class” organised by the Corporate Leadership Centre
- 1 IT Officer attended a local workshop on “Cybercity Capacity Maturity Model for

Nations” organised by the Ministry of Information Technology

- 1 Tourism Promotion Officer and 1 Tourist Information Officer attended an overseas seminar on “La Gestion et L’exploitation du Tourisme des pays Africains” organised by in Beijing by the Ministry of Culture and Tourism of China
- 1 Human Resource Person attended a Half-Day Seminar for HR Officials organised by the Independent Commission Against Corruption (ICAC).

## **2. TOURISM AUTHORITY**

10 officers followed training courses and attended conferences as detailed below:

- 1 Principal Tourism Enforcement Officer and 1 Tourism Enforcement officer followed a course on Tourism and Hospitality Management at the NIMSME Institute in Hyderabad, India.
- 4 Tourism Enforcement Officers followed a course on Introduction to Basic Criminal Law at the Civil Service College Mauritius.
- 1 Supervisor – Monitoring and Compliance attended an International Fraud, Corruption and Anti-money laundering Conference organised by ASM Communication and Training Solutions.
- 1 IT Manager attended an International Conference in global trends in management, IT & governance in an e-world at the Open University of Mauritius.
- 1 Administrative Officer & 1 Principal Tourism Enforcement Officer attended a workshop on innovation through design thinking organised by the National Productivity and Competitiveness Council

## **3. TOURISM EMPLOYEES WELFARE FUND**

4 officers attended workshops as detailed below:

- 1 Accounting Technician and 1 Accounts Clerk attended a workshop in IRFS 16 by the Mauritius Institute of Professional Accountants (MIPA).
- 1 Office Management Assistant and 1 Management Support Officer attended a workshop on sustainable development organized by the Tourism Authority under the SUS –island (Sustainable Island Mauritius)



## PART II – ACHIEVEMENTS OF THE MINISTRY



### 3.1 TOURISM IN FACTS AND FIGURES



## TOURISM IN FACTS AND FIGURES (CNTD)



The low season strategy for the period May to September 2017 led to a 5% increase in tourist arrivals over the corresponding period in 2016. In 2018, for the same period, an increase of 6.2% has been recorded.



An e-Licensing System is fully operational at the Tourism Authority since January 2018. During the financial year 2018/2019, 1,740 applications were received online and 309 application fees were paid online via the SBM gateway.



A total of 559 new licenses have been issued as at June 2019, comprising 102 Tourist Enterprises licences, 106 Pleasure Craft licences, 267 Skipper Licences and 84 Tourist Accommodation Certificates.

## MAJOR ACHIEVEMENTS

### 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.

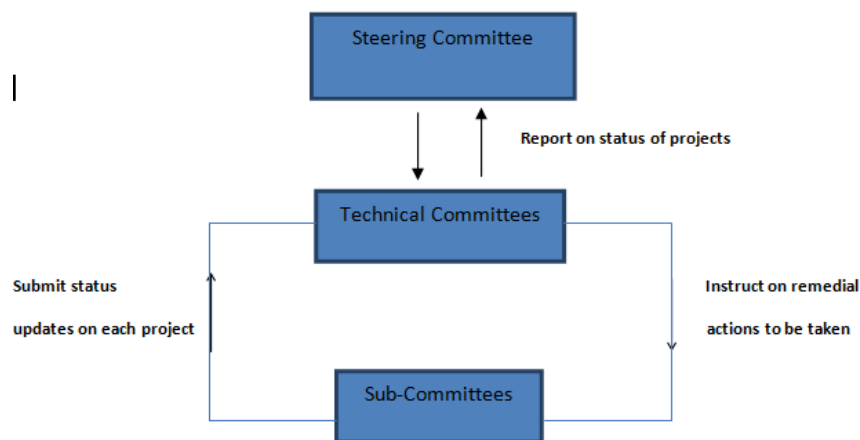
The Strategic Plan advocates a skill-intensive and technology-driven model of development taking into account the goals set in Government programme 2015-2019 and the Vision 2030 statement. The strategic plan articulates the policies, strategies, projects and programmes that would be implemented over 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.



### 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.

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.

Some of the panels installed are as per the below picture:



## 3.5 PREPARATION OF NEW GUIDELINES



During the financial year July 2018 to June 2019, 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
- b) Guidelines finalised and not yet Gazetted:
  - Boutique Hotel
  - Guest House
  - Tour Operator
- c) Guidelines awaiting approval:
  - Restaurant
  - Tourist Residence
  - Eco Tourism
  - Tourist Guide
- d) Guidelines being finalized:
  - Parasailing
  - Water skiing
  - Towing Activities
  - Operating as Boat House
  - Providing non-motorised water sports, etc.
  - Recreational scuba diving centre
  - Kitesurfing

## Memorandum of Understanding (MOU)

- *MOU with Republic of Kenya*

On 10 April 2019, an MOU on cooperation in the field of Tourism was signed between the Ministry of Tourism of Mauritius and the Ministry of Tourism and Wildlife of the Republic of Kenya during the state visit of H.E. Uhuru Muigai Kenyatta, the President of the Republic Kenya.



An Action Plan has been prepared in collaboration with the MTPA.

- *MOU with Republic of Mozambique*

An MOU in the field of Tourism was signed between the Government of the Republic of Mauritius and the Government of the Republic of Mozambique on 31 January 2019 during the State visit of H.E. Filipe Nyusi, the President of the Republic of Mozambique to Mauritius.

An Action Plan has been prepared in collaboration with the MTPA and a joint technical committee comprising officials of the Ministry of Tourism of Mauritius and its Mozambican counterparts will be set up to look into its implementation.

## 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. Campaigns had been organised at Grand Baie, Trou D'Eau Douce and Flic en Flac. During the financial year 2018/2019, the following were organised by the Ministry, namely:

1. A Clean-Up Exercise of the lagoon of Trou D'Eau Douce on Sunday 07 April 2019 was organised in collaboration with the District Council of Flacq and the Trou D'Eau Douce Pleasure Craft Association. The event saw the participation of officers of the Ministry of Tourism, the Tourism Authority, the Mauritius Tourism Promotion Authority, inhabitants of Trou D'Eau Douce, Hotels of the region, representatives of the fisherman community, divers from the National Coast Guard, the Ministry of Ocean Economy, Marine Resources, Fisheries and Shipping, Mauritius Scuba Diving Association and volunteers, amongst others.





2. A Clean-Up exercise in Albion on 15 June 2019 in collaboration with the District Council of Black River Besides officers of the Ministry and of its parastatal bodies, volunteers from NGOs and the Mauritius Fire Services also participated in the event. The cleaning exercise was carried out in the lagoon and in the village of Albion, namely Albion public beach, Albion Lighthouse, the coastal road, amongst others.

### **3.7 ZONING OF LAGOON PROGRAMME**

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.

### **3.8 BIKING TRACKS**

In the context of the newly established Sports Economic Commission under the Economic Development Board (EDB), the latter has set a target of 200km of trails connecting existing circuits across Mauritius in 5 years and to launch the first 20 km trail by end of 2019.

Hence, in order to avoid duplication of works, the EDB has taken over the Biking Trail Project.

### 3.9 PROMOTION OF LEISURE ACTIVITIES



In line with the policy of the Government to develop, democratise and make leisure activities more accessible, the Ministry has organised 12 leisure events and activities targeting some 280,000 participants during the financial year 2018/2019.

The Leisure Section organized at National level the several activities of FIK 2018, the Leisure Day at La Vanille Nature Park, Beach Fun Day, *Semaine du Patrimoine* in collaboration with National Heritage Fund and other events at regional level such as *Bal d'Antan* at Coromandel, Terre Rouge, Trou D'Eau Douce and Plaza, Rose Hill.

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 were 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 02 November 2018 at Triolet. Leading Bollywood artists namely: Ravi Dubey, Nia Sharma, Jasmin Bhasin, Ruppali Jugga 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 21 million followers. The programme was also broadcast over 120 countries worldwide accompanied with aggressive promos of Mauritius. The destination received much visibility through this event.



### 3.10 FESTIVAL INTERNATIONAL KREOL 2018

The Ministry of Tourism hosted the 13<sup>th</sup> edition of the Festival International Kreol(FIK) from 16 to 25 November, 2018 under the theme ‘Kreolite Nou Leritaz’, with emphasis laid on creativity and innovation with a view to highlight the evolution of our rich diversity and culture which has culminated into an authentic Mauritian identity over the last 50 years, since our independence.

A new and innovative FIK logo and Jingle were created to provide a fresh look to the 13<sup>th</sup> edition of the event. Above all, the Karnaval closed FIK 2018 in apotheosis with the participation of socio cultural groups, local radios, open participation of the public, groups from Rodrigues and also countries such as Brazil, Egypt, and Seychelles.

FIK has evolved into a stage to promote 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 Leritaz’ showcased the diverse and dynamic cultural heritage which was brought to its shores by people of different origins from various parts of the world.

The list of activities organised is as follows:

- Fizion Poezi ek Jazz
- Bal Rann Zariko
- Regat, Festival Kiliner ek Evolision Artizanal
- Final Konkour Teat an lang kreol
- Spektak Teat
- Konpetision Slam an lang kreol
- Segalontan
- Defile Lamod
- Sinema an Plenner
- Sware Tipik
- Konferans
- Sware Konser – Petite Rivière, Curepipe and Flacq
- Karnaval FIK



One of the main events remained the Konferans which was graced by the presence of Hon. Pravind K. Jugnauth, Prime Minister of Mauritius; Hon. Maurice J. L. Loustau-Lalanne, Minister of Tourism of Seychelles who were welcomed by an assemblage of personalities including Member of the Parliament, Presidents of Kreol associations, “Mama Kreol”, “ravanners”, and “segatiers”, who together underlined the important role of the Kreol culture in the making of the Mauritian nation.

## FESTIVAL INTERNATIONAL KREOL 2018 IN PICTURES



### 3.11 WORLD TRAVEL AWARDS FOR AFRICAN AND INDIAN OCEAN

Mauritius hosted the World Travel Awards (WTA) Gala Ceremony for Africa and Indian Ocean on Saturday 01 June 2019 at the Sugar Beach Golf and Spa Resort, Flic en Flac, which was organised by the Ministry and the Mauritius Tourism Promotion Authority (MTPA), in collaboration with the WTA.



Some 600 guests attended the event, including around 97 overseas VIPs and delegates from 16 countries. Ministers responsible for tourism from the Republic of Bangladesh and Republic of Seychelles also attended, as well as the President of the Regional Council of Réunion Island and the UNWTO Regional Director for Africa. The opening speech was delivered by Hon. Hon. Ivan Leslie Collendavelloo, GCSK, SC, Deputy Prime Minister and Minister of Energy and Public Utilities

An address was also made by Hon. A. K. Gayan, SC, Minister of Tourism and Mr. Graham Cooke, President and Founder, World Travel Awards on the occasion.



This year, Mauritius was conferred the Indian Ocean Regional Award for the Leading Adventure Tourism Destination, Leading Cruise Destination and Leading Wedding Destination.

The MTPA won the award for the Indian Ocean's Leading Tourist Board 2019. Out of a total of 81 awards, Mauritius and our tourism and travel stakeholders won 15 Country Awards and 17 Regional ones. These awards reaffirm the positioning of Mauritius as a top of mind tourist destination in the Indian Ocean.

In the margins of the WTA, the following side events were organised:

The Indian Ocean Connectivity Forum from 30 to 31 May 2019, organised by the World Bank in collaboration with the Economic Development Board (EDB), which was attended by 180 delegates. The Minister highlighted the importance of providing seamless transport connectivity between destinations which requires coordinated actions between various stakeholders. Connectivity, be it by air, sea or land is key to tourism growth and development and is essential for networking, promotion of trade and business.



A Workshop on Fintech and Tourism on 01 June 2019, organised by the Ministry in collaboration with the EDB, which was attended by 99 delegates. The theme chosen for the Workshop was “The Interplay between Fintech and Tourism: The New Wave in Africa”. Participants were given an overview of the Fintech landscape in Mauritius, which was followed by two interactive panel sessions, namely on “Mauritius as an emerging Fintech hub” and “The interplay between Fintech and tourism”.

Session One covered issues relating to regulation and policy strategy of Fintech in Mauritius, the emerging role of Fintech in the Financial Services sector and how Fintech could be leveraged to move Mauritius into a higher end economy. It was moderated by Daniel Essoo, CEO, Mauritius Bankers Association Limited while Session Two focused on innovation and change in a fast paced world, payment technology, secure and efficient solutions, reducing cash transactions, benefit of real time data and consumer behavior and payment innovation. This session was moderated by Ian Dillon, Co-Founder and CEO of Now Money.



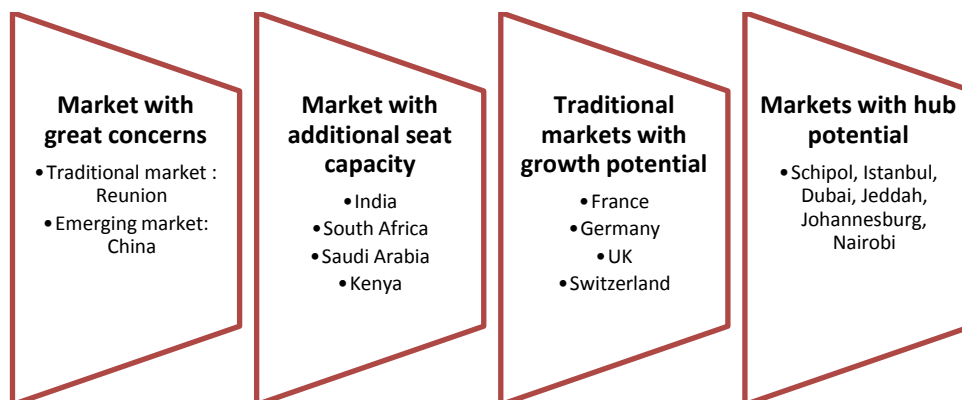
A Regatta at Mahebourg on 02 June 2019, organised by the Ministry in collaboration with the MTPA, which was attended by 3,000 persons including the WTA delegates, the international media which covered the event as well as the general public.

Interviews were made to most of international media covering the event, namely: Zee TV, Euronews, Sky News Arabia, South African Broadcasting Corporation and TF1. A 17-minute coverage of the event was also given by TF1 in the People TV magazine “50 minute inside”. The events were aired on Zee TV and TF1 in over 125 countries and over 7 million people watched through livestreaming on social media platforms. Such media coverage greatly enhanced the visibility of our destination on a global scale.

## 3.12 PROMOTIONAL ACTIVITIES

The MTPA set as target to achieve 5% growth in tourist arrivals in 2018 with some 1,408,000 visiting the island.

A four-pronged marketing strategy was developed with a view to achieving the said objective.



MTPA key marketing actions in 2018 and the first six months of 2019 were as follows:

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

### 3.13 AWARDS

In recognition of the quality of its tourism product, excellence in service delivery and attractiveness, Mauritius obtained several prestigious awards in the financial year 2018/19:

**2019**



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

**2019**



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

**2019**



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

**2019**



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

**2019**



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

**2019**



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

**2019**



OTM (Mumbai) - Best Pavilion Award



### 3.14 REKINDLING OF LOW SEASON

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

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

The Key marketing activities were oriented towards:

- Roadshows with objective to motivate and drive sales in markets with incremental seat capacity: India, South Africa, Saudi Arabia, Kenya and the Netherlands
- Exploited markets which during the last three years have demonstrated growth potential: Germany/UK/France/Reunion. To attain this objective, the followings B2C campaigns were implemented:
  - Advertising campaign in key German cities: Berlin, Frankfurt, Cologne, Hamburg amongst others
  - Marketing activity to strongly boost arrivals from the UK boxing period
  - Implement a tailored made campaign for the Grande Rentrée for the French market
  - Price-driven activities on Reunion island to exploit long week-ends
- Joint marketing promotions with airlines to support hubs: Schipol, Dubai, Jeddah, Istanbul
- Harnessed the full potential of e-marketing and communicate to segments through social media and digital channels
- Generated tourism traffic from MICE countries, from Asia/Africa amongst others.

### 3.15 CALENDAR OF EVENTS

Local and international events have been a key driver contributing to the overall growth. Events were developed along the following themes [cultural tourism, shopping tourism, sports and activities tourism, gastronomy] and have been marketed to prospective markets [South Africa, Reunion Island, India, China] through the online medium and specialised magazines.

2019 was a special year for the Mauritian tourism sector. The destination, for the first time, hosted the WTA Africa and Indian Ocean Gala ceremony, a 25-years apex event celebrating excellence across all sectors of the global travel and tourism industry.

Most of the events have as objective to reinforce the visibility of the destination in key markets. The Kreol Festival with the Carnival attracted some 10 journalists from key markets. Divali, which attract key Zee TV celebrities was telecasted in Zee TV India. The artists also posted the event on their Twitter and Facebook accounts.

The MTPA also sponsored a number of events together with hotel partners as follows:

- Kreol festival & the Mauritius Carnival
- Divali
- Mauritius Attitude Challenge
- Mauritius Marathon
- Trails [Ferney, Heritage, Dodo, Ultra]
- AfrAsia Golf
- World Tourism Day
- Les Trophées de l'Art Culinaire
- International Jockeys Day

### 3.16 BUSINESS FACILITATION

In the spirit of business facilitation, the Tourist Enterprise Licences in respect of hotel, guesthouse, tourist residence and domaine have been replaced by a Tourist Accommodation Certificate (TAC). The TAC constitutes an omnibus permit which combines all activities (restaurant, beauty parlour, health and fitness, spa and wellness, boat house, shops, boutiques and bar) operated by a hotel, guesthouse, tourist residence and domaine. Accordingly, operators are now required to pay a single operating fee for all their activities as opposed to a Tourist Enterprise Licence fee in respect of each activity.

The IT Infrastructure of the Tourism Authority has completely been overhauled and replaced by a new IT platform where the public can apply and obtain a licence online and effect payment thereof electronically. This measure has greatly improved service delivery by the Tourism Authority and reduced cost of doing business for tourism operators in line with the measures announced at paragraph 202 of Government Programme 2015-2019.

### 3.17 HOTEL CLASSIFICATION

During the period 2018-2019:

- (i) 74 cases have been submitted to the Star Rating Committee.
- (ii) Out of 113 hotels, 100 have been awarded a star rating as follows:

<b>Rating Awarded</b>	<b>Number of Hotels</b>
5 Star Luxury	8
5 Star	26
4 Star Superior	4
4 Star	24
3 Star Superior	11
3 Star	15
2 Star	12
<b>TOTAL</b>	<b>100</b>
To be re-classified as guesthouse	1
Under Review (as not yet complied with criteria)	9
Application to be submitted	3
<b>GRAND TOTAL</b>	<b>113</b>

Table 3.1: Hotel Classification

(iii) 2 hotels have closed down:

- a) El Monaco Hotel
- b) De Conti Hotel

(iv) 6 hotels were reclassified to guesthouse as they did not meet the star rating criteria:

- a) Bella Vista Hotel
- b) De Conti – Closed following reclassification as guesthouse
- c) Gold Leaf Hotel
- d) Hotel Champ De Mars
- e) La Residence- Grand Bay
- f) Raj Mahal Hotel

(iii) 3 Hotels – Ungraded

- a) Hotel Le St Georges
- b) Ocean Villas
- c) Villas Mon Plaisir

(iv) 4 Hotels – Under Review

- a) Casuarina Resort & Spa
- b) Gold Crest
- c) Emeraude Beach
- d) Villa Caroline

#### Renewal of Star Rating Certificate

As from January 2019, hotels are being re-assessed to renew their star rating certificate. The assessment is based on complete audit of the hotel, price monitoring and reviews. As from January to June 2019, 41 audits have been effected.

The Tourism Authority has enlisted a consultancy firm to carry out mystery shopping with a view to provide an independent and objective assessment of the quality of service offered by the hotels during peak and off-peak seasons. The Mystery shopping is being carried out in 4 Star to 5 Star Luxury hotels.

### 3.18 TOURISM ONLINE PLATFORM

The Tourism Online Platform is now fully operational. The platform makes provision for e-application, e-payment and e-licence. At present, all applications are made online. E-payment and e-licensing functions will be fully operational during the next financial year. Some 1,740 applications were received online for the period 01 July 2018 to June 2019 and 309 payments for the applications were made online via the SBM gateway.

### 3.19 LICENCES

For the financial year 2018-2019, a total of 711 cases (all types of licences included) have been processed by the Tourism Authority. These cases concerned issue of new licences, variation, change of ownership, replacement of craft, change in shareholding structure and suspension. 292 new licences (excluding skipper's licence) have been issued for period July 2018 to June 2019. Table below shows a breakdown of new licences issued:

Types of licences	Number
Tourist Enterprise	102
Tourist Accommodation Certificate	84
Pleasure Craft (Private)	94
Pleasure Craft (Commercial)	12
Skipper	267
<b>Total</b>	<b>559</b>

Table 3.2: Licences 2018/19

### 3.20 PATROL CRAFT

The Tourism Authority acquired a patrol craft in April 2018 to reinforce monitoring and surveillance at sea.

As from July 2018 to 14 May 2019, the craft has been at sea 108 times for monitoring of Dolphin and Whale Watching activities in the Western region and sea activities at Trou D'Eau Douce.

However, following an accident in May 2019, the patrol craft suffered material damages and since then it is not operational being under repairs.

The Tourism Authority is in process of acquiring two additional crafts that would be operational by the next financial year.

### 3.21 EMBARKATION POINTS FOR COMMERCIAL PLEASURE CRAFT

The Tourism Authority (Designation and Regulation of Embarkation Points of Pleasure Craft for Commercial Purposes) Regulations 2017 was promulgated on 01 January 2018.

Accordingly, surveys were carried out to demarcate the sea areas where pleasure craft would be required to embark passengers. Thereafter, marker buoys have been installed and information panels have been placed at each embarkation point.

Several Consultative workshops were conducted over the island during the financial year to sensitize the pleasure craft operators on the regulations on embarkation points and other policy decisions taken by the Tourism Authority. Those meetings were held at Henessy Hotel in Ebène, Trou D'eau Douce, Heritage Le Telfair, Veranda Pointe aux Biches and Mahebourg.

The Tourism Authority started enforcing the EP regulations as from 11 January 2019 following the installation of signboards and marker buoys. To facilitate the embarkation of passengers onboard pleasure craft, it is proposed to install floating pontoons at embarkation points which are frequently used.

The Tourism Authority has launched an Expression of Interest for consultancy services for a strategic EIA report prior to finalizing the points where to install the floating pontoons.

### 3.22 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 2018 /2019, a total number of 7,195 inspections were carried by the Monitoring & Compliance Unit. The statistics for land-based and sea-based inspections are as per Figure 1 below:

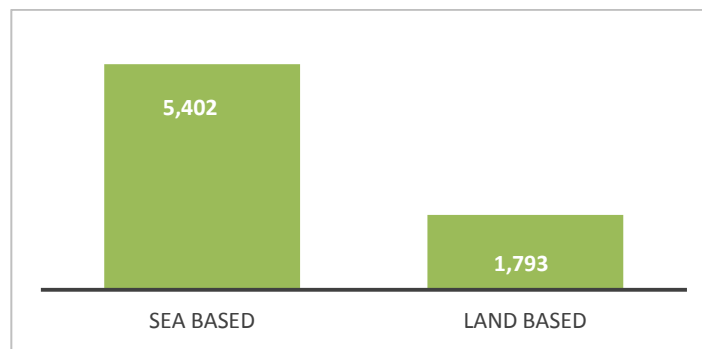


Figure 1. Number of Inspections carried out

The total number of contraventions established for period 01 July 2018 to 30 June 2019 is 329, both land and sea-based and the figures is as per Figure 3 below.

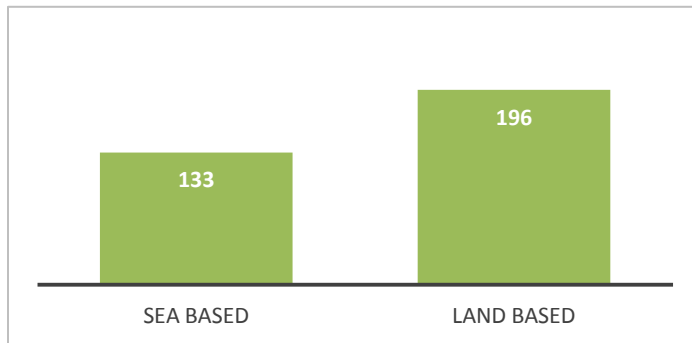


Figure 3. Number of Contraventions established

The above figure shows that more contraventions were established to land-based operators. Most of the offences were in respect to ‘Trading without licence’ and ‘Failing to produce licence’. As for sea-based activities, contraventions were mainly established for ‘Breach in Conditions to Pleasure Craft Licence’.

### 3.23 ACHIEVEMENTS OF 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 2018/2019, an amount of Rs 36.6 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.

➤ 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.

➤ 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.

➤ HSC Grant

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

➤ Laureate Gift

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

➤ TEWF Scholarship

This scholarship is for children of members who have been admitted to a full-time course in any registered University or training institution in Mauritius and whose parent is drawing a maximum salary of Rs 15,000 per month. An amount up to Rs 10,000 per annum is payable for a maximum of 3 years.

The following Educational Schemes have been paid for year 2018/2019:

<b>Schemes</b>	<b>No. of Beneficiaries</b>	<b>Amount paid (MUR)</b>
Training of Employees	71	310,000
SC Grant	21	105,000
HSC Grant	7	70,000
Laureate Gift	1	20,000
TEWF Scholarship	51	501,000

(iii) Social Schemes

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

➤ Retirement Gift

Payable to an employee who retires voluntarily from the Tourism Sector after attaining 55 years and has contributed to the Fund on a continuous basis for 15 years.

➤ **Death Grant – Employee**

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

➤ **Death Grant – Dependent Relative**

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

➤ **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.

➤ **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 2018/2019:

<b>Schemes</b>	<b>Amount Paid (MUR)</b>
Retirement Gift	727,000
Death Grant – Employee	260,000
Death Grant – Dependent Relative	130,000
Marriage Gift	1,444,000
Parental Gift	1,691,000

(iv) TEFW Sports and Leisure Activities

With a view of promoting sport and leisure activities among its employees, the TEFW organized various activities namely football tournaments, mixed volleyball competition, mixed petangue festival, badminton tournament and mixed domino tournament.



Football Tournament



Mixed Volleyball Competition



Award Ceremony



(v) “Long Culinary Service to the Tourism Industry” Award Ceremony

The Tourism Employees Welfare Fund in collaboration with the Mauritius Chefs Association organized the Award Ceremony for “Long Culinary Service to the Tourism Industry”. The ceremony was held on Saturday 18 of August 2018 at Ambre Hotel. Hon Anil Kumarsingh Gayan, SC, Minister of Tourism was the Chief Guest for the occasion.

(vi) TEWF Competitions

Several competitions are organized among the employees of the hotels to instill a culture of excellence, namely, housekeeping competition, cocktail competition, pastries chef competition, fruit/vegetable carving demonstration, front office competition, table dressing competition and chef challenges.



(vii) Competition and Training in Rodrigues

The TEWF Pastry Production & Housekeeping Operations course as well as the training for Rodrigues Chef Challenge was held from Tuesday 23 to Friday 26 October 2018 in Rodrigues.

The TEWF Housekeeping Competition was held on Friday 26 October 2018 at Coco Villas with 16 participants coming from hotels, guest house and ‘gites’.

The Finals of Rodrigues Chef Challenge 2018 were held on Saturday 27 October 2018 at La Residence.



(viii) Acquisition of Land

A plot of land of 2.86 hectare, amounting to Rs 35 million was purchased at Arsenal for future development.

## 3.24 STATUS ON IMPLEMENTATION OF BUDGETARY MEASURES 2018/19

- **‘Village Touristique’ at Mahebourg**

Government’s vision is to transform Mahebourg into a “Village Touristique” by fully harnessing its potential. Mahebourg was identified as a pilot project given its rich historical and cultural heritage and wide array of natural attractions. The Mahebourg regeneration project which would be implemented through a public-private partnership, aims at diversifying our tourism product portfolio.

Several meetings and consultation have been held with authorities, stakeholders and the local community.

*Projects Completed by the Ministry and the Tourism Authority*

- Information panels in English, French and Mandarin have been installed at the following historical sites in Mahebourg, namely Mahebourg Railway Station, Mahebourg Market Fair, The Abrevoir, Biscuiterie Rault, National History Museum, The Lavoir, Mahebourg District Court.
- Moreover, 2 panels with information on Ile aux Fouquets at Pointe Jérôme and Blue Bay have been installed.
- A Regatta event was organised in the margins of the World Travel Awards on 2 June 2019. Regatta is also an annual feature of the Festival International Kreol.
- Upgrading, cleaning and embellishment of Cavendish Bridge:
  - a. Cleaning of the green space on the left side of "La Grotte" at the entrance of the bridge and the river at Cité La Chaux.
  - b. Painting of the existing wooden bench.
  - c. Painting of handrails

*Project completed by Mauritius Telecom:*

The Mauritius Telecom has installed Free wifi hotspots in the Mahebourg area under the Mauritius Wifi project.

*Ongoing projects by the Ministry of Tourism:*

1. Provision has been made in the financial year 2019/2020 for the continuation of Signage Programme in Mahebourg which will comprise maintenance and upgrading of the existing Tourism Signage and installation of new panels.
2. Mooring buoys will be installed at Pointe des Regattes and Ile aux Fouquets.

The demarcation of a snorkelling zone in the lagoon of Mahebourg by marker buoys will also be implemented in consultation with the relevant stakeholders. These projects are at the design stage and will be implemented by this Ministry.

- **To make the Mauritian tourism product more visitor-friendly, new digital platforms will be created to provide information on safety, costs of inland travel, road maps, dining, shopping and exchange rates of currencies, amongst others.**

*Phase One:*

Creation of new content was launched in December 2018 with the addition of new interactive features on the MTPA website to enhance user experience including an interactive map indicating key tourist sites and activities, a journey planner and creation of videos and photos by specialized agencies and influencers. An ongoing exercise is in place to periodically update all content.

*Phase Two:*

Creation of new digital platforms, in the form of websites, incorporating the content developed in Phase One as follows:

1. New websites in Chinese were launched in August 2018 and in Arabic, Japanese and South Korean in March 2019.
2. The Mauritius Calendar platform was launched in August 2018 to provide information on the different social and cultural events being held in Mauritius throughout the year, and is available in seven languages, namely English, French, German, Italian, Dutch, Spanish and Chinese.
3. The E-learning platform for travel agents, targeting users in France, United Kingdom, Germany, Italy, Spain and China was launched in September 2018 where more than 1,100 travel agents have registered to learn more about destination Mauritius.

- **To improve safety at sea, all pleasure crafts will mandatorily be equipped with an Automatic Identification System(AIS) to monitor their activities.**

(i) Automatic Identification System (AIS)

1. Multiple consultations have been held with different stakeholders, comprising representatives of Information and Communication Agency (ICTA), Tourism Authority (TA), Ministry of Finance and Economic Development (MOFED), Ministry of Ocean economy, Marine Resources, Fisheries and Shipping (Shipping Division) and the National Coast Guard (NCG).
2. An exercise calling for Expression of Interest for the enlistment of the services of private

surveyors for the annual testing and survey of AIS equipment has been launched by the Tourism Authority.

(ii) Training of pleasure craft operators:

1. A first batch of training for 67 aspirant skippers of pleasure crafts (Category C - 12 Nautique) has been conducted from 19 - 28 November 2018.
2. A second batch of training for 46 skippers was conducted from 25 February – 08 March 2019.

(iii) Introduction of regulations:

A draft has already been worked out and the finalisation of the regulation is subject to the resolving of the issue of the AIS installation and testing.

### 3.25 STATUS ON IMPLEMENTATION OF KEY ACTIONS 2018/19

SN	Key Action	Key Performance Indicator	Target 2018/2019	Actual as at 30 June 2019
1	Maintain Mauritius as a prime holiday and up-market destination	Tourist arrivals (million)	1.44	1.40
2	Sustain the visibility of the destination	Number of Fairs/Workshops/Roadshows	40	48
		Number of online campaigns	32	46
3	Improve and diversify tourism product	Number of tourism signage panels maintained and upgraded	50	180
4	Facilitate orderly and sustainable conduct of nautical activities	Number of skippers trained	600	267

Table 3.3: KPIs 2018/2019

## 3.26 RISK MANAGEMENT, CITIZEN ORIENTED INITIATIVES & GOOD GOVERNANCE

### 3.26.1 COORDINATION COMMITTEE ON SEA-BASED TOURISM PROJECTS

During the financial year 2018-2019, the Committee held 3 meetings to:

- assess some 12 sea-based tourism projects from promoters and make recommendations thereon;
- come up with recommendations on helmet diving and parasailing activities;
- revisit the existing flowchart for the processing of sea-based tourism projects and;
- to discuss new zoning of lagoon projects.

### 3.26.2 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 and which date back to 2006. The main functions 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 projects:

- Stella Di Mare (Mauritius) Ltd 5-Star Hotel at Les Salines Black River –issued on 20 November 2018

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

- New Mauritius Hotels Limited Les Salines Beachcomber - issued on 14 June 2018
- B59 Ltd under the Invest Hotel scheme at Belle Mare - issued on 18 January 2019
- Generess Hotel Ltd 4 Star Business Hotel at Baie du Tombeau - issued on 20 May 2019
- Merville Ltd 5-Star Luxury Hotel at Grand-Baie issued on 27 June 2019
- Anse Des Salines Ltd 4-Star hotel at Les Salines Koenig, Black River on 27 June 2019

### 3.26.3 AUDIT COMMITTEE

The Ministry has set up an Audit Committee to review the control and governance processes throughout the organisation. It also advises the Accounting Officer on corrective measures to minimise 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.

The Committee is chaired by a senior official of the Ministry and meets on a monthly basis.

During the last financial year, the Audit Committee met on four occasions to:

- a) Review progress in implementation of corrective actions proposed in the management letter of the Director of Audit; and.
- (b) Identify areas and control systems that need to be strengthened to avoid to any further queries in the future.

### 3.26.4 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 2018 to 30 June 2019, 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.

Pest Control was properly monitored to ensure that there is no proliferation of pests.

Additional office space was rented on Level 2 of Air Mauritius Building to accommodate the Leisure Section, as the office located on ground floor was too overcrowded and not according to standard.

### 3.26.5 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 2018/2019, to implement an activity/project to promote gender equality and enhance awareness on gender sensitivity within the tourism sector.

The allocation of Rs 200,000 has been put towards a joint project with the Tourism Employees Welfare Fund (TEWF) to sponsor male and female youth for internships in the hotel sector. This would provide them the opportunity to experience employment in the sector and serve to encourage Mauritian youth to eventually take up full time employment in the hotel industry.

Seven (7) interns were enrolled on the internship scheme with the Veranda Leisure and Hospitality (VLH) Group against payment of a monthly stipend.

### 3.26.6 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. 2 Meetings have been held during the financial year 2018/2019.

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

### 3.26.7 MINISTERIAL COMMITTEE ON FISHING

At its meeting of 10 August 2018, Cabinet agreed to set up a Ministerial Committee under the chairmanship of the Minister of Tourism to look into the measures to develop the fishing industry within the overall concept of the ocean economy in Mauritius.

The Ministerial Committee which initially consisted of the Minister of Foreign Affairs, Regional Integration and International Trade, the Minister of Public Infrastructure and Land Transport; the Minister of Social Security, National Solidarity and Environment and Sustainable Development; the Minister of Social Integration and Economic Empowerment; and the Minister of Labour, Industrial Relations, Employment and Training was enlarged to include representatives of the following institutions:

- Department for Continental Shelf, Maritime Zones Administration and Exploration, Ministry of Defence and Rodrigues
- Economic Development Board (EDB)
- Mauritius Oceanography Institute (MOI)
- University of Mauritius (UOM)
- Mauritius Research Council (MRC)

The Ministerial Committee met on 6 occasions namely on 14 December 2018, 10 January 2019, 14 February 2019, 28 February 2019, 21 March 2019 and 09 May 2019.

The Ministerial Committee took into consideration the wide-ranging issues confronting the fishing industry and came up with recommendations to boost the development of the fishing industry as an

important pillar of the Mauritian economy.

### 3.26.8 MINISTERIAL COMMITTEE ON AQUACULTURE

A Ministerial Committee was set up under the chairmanship of the Minister of Tourism to look into the application from Mascareignas Oysters (Mauritius) Ltd for oyster farming at Nord Est Annanas Bank in the lagoon of Mahebourg and to examine the implications thereof.

The Ministerial Committee met on 3 occasions namely on 04 July 2018, 10 September 2018 and 09 October 2018 and agreed to the relocation of the proposed site from Nord Est Annanas Bank to a site which was located near La Ferme Marine de Mahebourg and which was close to Nord Est Jonchee Bar.

### 3.26.9 MINISTERIAL COMMITTEE ON ISLETS

At its 43<sup>rd</sup> 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.

### 3.26.10 IORA TOURISM AWARD

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.

A Concept Note has been prepared by the Ministry and views are being sought from relevant stakeholders prior to sending to the IORA Secretariat by early November 2019 for the consideration of Member States.



### 3.26.11 SUS 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.

A Steering Committee was set up in July 2018 in respect of the Sus-Island Project to follow up on the progress of the project while also taking stock of the activities being organised.

The main achievements as at date include:

- i. The certification in Tour Guidance launched in partnership with the Mahatma Gandhi Institute (MGI) in August 2018.
- ii. A two-day Stakeholders Workshop in September 2018 gathering both the private and public sectors to discuss on Sustainable Consumption and Production.
- iii. The Tourism Authority through the Sus-Island project would be supporting the Mauritius Standards Bureau (MSB) to be accredited by the GSTC so as to be able to certify local enterprises with the GSTC logo.
- iv. The Mauritius Pro-Handprint Innovation Framework has been developed and is being tested with Mautourco on a pilot basis following a 5-day capacity building training held in April 2019.
- v. A workshop was organised with officers from the Ministry of Tourism, Mauritius Tourism Promotion Authority, Tourism Authority and Tourism Employees Welfare Fund regarding sustainable best practices at the work place.
- vi. Sus-Island has launched its first Newsletter in May 2019 while its website is operational since February 2019.
- vii. Collaboration is also ongoing with the Rodrigues Regional Assembly for the training of professionals on basic Tourism and sustainable best practices.
- viii. Sus-Island is collaborating with SME Mauritius to encourage the creation of sustainable and innovative products by local handicraft operators.
- ix. The Tourist Satisfaction Index (TSI) and Tourism Service Quality Index (TSQI) shall soon be launched at the SSR International Airport to capture data from outgoing tourists on their perception of the destination. This project which is being piloted in partnership with the University of Mauritius will cover a minimum period of four years.

### 3.27 IMPLEMENTATION PLAN – DIRECTOR OF AUDIT COMMENTS

There was no adverse comment on the Ministry in the last report of the Director of Audit.

## PART III – FINANCIAL PERFORMANCE OF THE MINISTRY

### 4.1 FINANCIAL HIGHLIGHTS

As per the budget estimates, Tourism has only one vote under its control, namely: 3-1 Tourism.

### 4.2 ANALYSIS OF MAJOR CHANGES

The overall budgetary allocation of the Ministry of Tourism was Rs 714 million for the financial year 2018-19 out of which Rs 535 million as grant to the Mauritius Tourism Promotion Authority and Rs 90.891 to Tourism Authority.

Under Capital items a provision of Rs 19.5 million was allocated for on-going projects.

### 4.3 STATEMENT OF REVENUE AND EXPENDITURE

89 % of Expenditure under vote 10-1 has been incurred under Grants which are provided to the Mauritius Tourism Promotion Authority and the Tourism Authority.

Table 4.1: Statement of revenue 2018/2019

<b>STATEMENT OF REVENUE 2018/2019</b>			
<b>Revenue Rs Million</b>	<b>2017/2018 Actual Rs 000</b>	<b>2018/2019 Estimates Rs 000</b>	<b>2018/2019 Actual Rs 000</b>
Property Income	-	-	-
Sales of Goods and Services	-	-	-
Fines, Penalties and Forfeits	-	-	-
Miscellaneous Revenue	105,548	102,000	108,811
<b>Total Revenue from Property Income, User Fees and Other Sources</b>	<b>105,548</b>	<b>102,000</b>	<b>108,811</b>

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

Figure 4.1 Expenditure 2018/2019

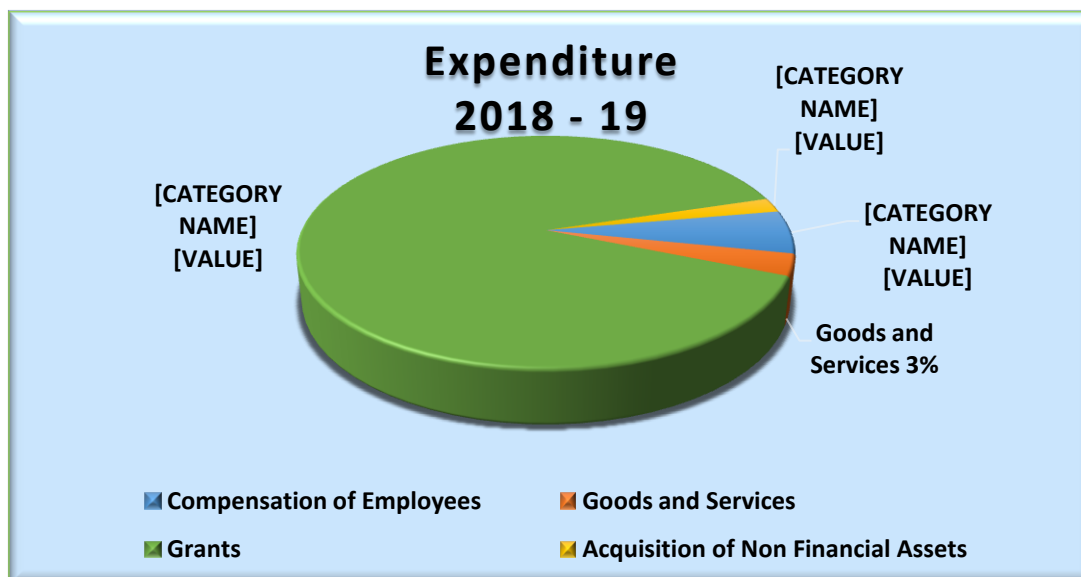


Table 4.2: Statement of expenditure 2018/2019

<b>STATEMENT OF EXPENDITURE 2018/2019</b>			
<b>Statement of Expenditure</b>			
<b>Head/Sub-Head of Expenditure Rs Million</b>	<b>2017/2018 Estimates Rs 000</b>	<b>2018/2019 Estimates Rs 000</b>	<b>2018/2019 Actual Rs 000</b>
Compensation of Employees	45,570	44,553	38,594
Goods and Services	22,685	21,611	18,721
Subsidies	0	0	
Grants	656,745	628,336	628,325
Social Benefits	0	0	0
Other Expenses	0	0	0
Acquisition of Non-Financial Assets	22,000	19,500	14,601
Acquisition of Financial Assets	0	0	
<b>TOTAL</b>	<b>747,000</b>	<b>714,000</b>	<b>700,241</b>

## **PART IV – WAY FORWARD**

### **5.1 TRENDS AND CHALLENGES**

There has been an exponential global tourism growth over the past six decade and globally, some 350 million new international tourist arrivals are expected by 2020 and, by 2030, arrivals would reach 1.8 billion according to the UNWTO. Growth of tourist arrivals from emerging economy destinations is fast outpacing arrivals from advanced economy destinations.

Today, the tourism sector is called upon to evolve in a highly volatile and hyper competitive environment. The situation has been further complicated with the emergence of low cost destinations, rising cost of fuel adversely impacting on cost of air travel, changing patterns of travel, changing tastes of tourists and climate change.

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

#### **5.1.1 TRENDS**

The trends of the sector have been analysed as follows:

- Rising middle class with propensity to travel.
- Growing Chinese outbound tourist leading the pack. China's outbound tourist reached 120 million in 2017 as a result of constant rise of personal incomes and living standards. This figure is expected to reach 200 million by 2020.
- Eco-Travel – Increasing demand for eco-friendly and sustainable tourism destinations.
- Emergence of LGBT tourists with propensity to travel three times more than conventional tourists and with high spending power.
- Millennials looking for adventure, experience, engagement and participation in the local culture.
- Volunteer tourism – engaging in conservation and community work.

- Emergence of cost conscious travellers following the international financial and economic crises.
- Growing demand for all-inclusive packages.
- Baby boomers with disposable income for overseas travel.
- Rise of Festival tourism with a market value estimated at 2.3 trillion Euros in 2016.
- Most tourists prefer to travel on package tour.
- Tourists travelling on non-package tour stay longer than those travelling on package tour.
- Bleisure travel – combining leisure with business
- Nearly 8 out of 10 tourists prefer to stay in hotels than in non-hotels
- Booking platforms such as Airbnb, Booking.com and Expedia is an emerging trend in the accommodation sector and the demand is constantly increasing worldwide. Around 5600 local listings have registered with Airbnb and they have serviced 74,800 tourists visiting Mauritius from July 2018 up to June 2019.

## 5.1.2 CHALLENGES

With regard to our destination, numerous challenges will have to be addressed, namely:

- Open sky policy adopted by similar island destinations, our direct competitors, to enhance accessibility whilst Mauritius has opted for only a gradual air liberalization policy.
- Airlift Constraints:
  - *China [65,000 tourists in 2018] which accounts for 6% of market share is puffing with no signs of recovery.*
  - *MK has reduced seats on the Indian market by some 7,000 in 2019.*
  - *Eurowings ceasing operation after April resulting in a drop of some 22,000 seats from Cologne, Munich and Dusseldorf.*
  - *Furthermore, no big number leaps from Reunion and South Africa are expected.*

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

<b>MARKETS</b>	<b>2018</b>	<b>2019</b>	<b>GROWTH [%]</b>
France	138,456	144,189	4.1
Reunion Island	66,339	63,747	(3.9)
Germany	59,539	61,901	4.0
UK	62,962	61,607	(2.2)
South Africa	54,188	54,782	1.1
India	48,898	41,386	(15.4)
China	33,823	21,945	(35)
Switzerland	17,752	17,784	0.2
Italy	15,202	17,135	12.7
Austria	9,547	9,336	(2.2)
<b>TOTAL</b>	<b>506,702</b>	<b>493,812</b>	<b>(2.5%)</b>

- UK which represents some 12% [150,000] of total arrivals has started showing downward trends after three years of excellent growth, mainly due to Brexit uncertainties.
- Adverse impacts of Climate Change on our destination like deterioration of the coral reefs, coastal erosion, tidal waves and surges.
- Increasing pollution and pressure on environmental assets (deforestation, depletion of non-renewable resources, pressure on marine eco-systems, vehicular traffic).
- Shortage of labour caused by the migration of skilled and experienced labour to other tourism destinations and the recruitment by cruise liners impacting negatively on quality of service.
- Skills mismatch in the labour force.
- Lack of Schedule Integrity by airline companies which impact on the tourism value chain.
- Limited product range.
- Price Competitiveness.
- Safety and security.
- Infrastructural Constraints (road network, water supply, electricity supply and waste).

## 5.2 SWOT ANALYSIS

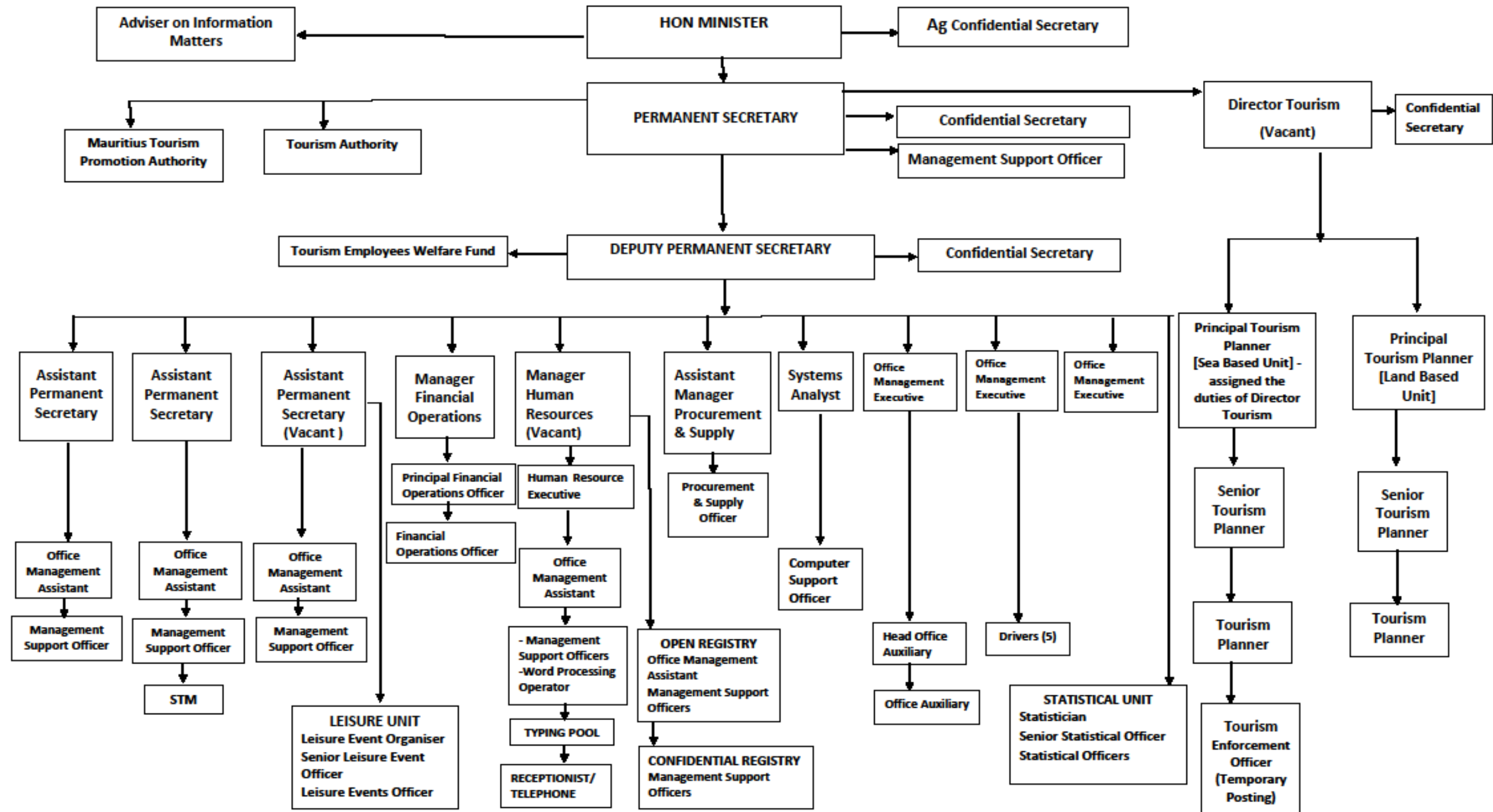
<p style="text-align: center;"><b>Strengths:</b></p> <ul style="list-style-type: none"> <li>- Successfully positioned as high-end</li> <li>- A new destination for some markets [Benelux, Kenya, Saudi Arabia]</li> <li>- Non-Polluted Destination</li> <li>- Diversity of activities</li> <li>- Multicultural destination and diverse heritage</li> <li>- Quality accommodation</li> <li>- Quality of service</li> <li>- No visa formalities</li> <li>- Political Stability</li> </ul>	<p style="text-align: center;"><b>Weaknesses:</b></p> <ul style="list-style-type: none"> <li>- Airlift s instability and lack of schedule integrity</li> <li>- Hospitality is gradually not to the level it was previously</li> <li>- Lack of visibility in niche segments</li> <li>- Issues related to personal security and thefts</li> <li>- Lack of nightlife entertainment</li> <li>- Lack of shopping</li> <li>- Lack of cleanliness</li> </ul>
<p style="text-align: center;"><b>Opportunities:</b></p> <ul style="list-style-type: none"> <li>- Optimise of connectivity by exploiting hubs</li> <li>- Exploit the potential of new cities</li> <li>- MICE/Cruise/Golf segments: a growing market size</li> <li>- Activities – Main differentiator from Seychelles and Maldives</li> <li>- New strategy for redynamising the Shanghai Route</li> </ul>	<p style="text-align: center;"><b>Threats:</b></p> <ul style="list-style-type: none"> <li>- Aggressive competition especially from Maldives</li> <li>- New emerging island destinations</li> <li>- Impact from geopolitical and economic changes in the world macroeconomic environment</li> <li>- Price competitiveness</li> <li>- Climate Change</li> </ul>

## 5.3 CONCLUSION

The Ministry will resolutely pursue its mission to enhance the visibility of Mauritius as a leading and sustainable island destination through innovative strategies and actions to match international competition.



MINISTRY OF TOURISM – ORGANISATIONAL CHART



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