

Mauritius



Welcome back dear partners!

Trade fair season is here, and we want to invite you to visit the Mauritius stand this year! Our Mauritius representatives will be at shows in the UK, Germany, Switzerland, Saudi Arabia, France and Italy. Come and learn more about the island, including things to do in Mauritius and the accommodations on offer. We look forward to seeing you there!

Upcoming global trade fairs



Seatrade Europe 2023, Germany

Seatrade Europe is an international cruise and river cruise show held every two years at the Hamburg Exhibition Center in Germany. For this new 2023 edition, over 250 exhibitors, 5,000 participants and more than 600 delegates are expected from the 6th to the 8th of September 2023 — an opportunity for cruise industry professionals to meet, discuss the issues facing the market, and to discover ports and destinations, as well as suppliers and manufacturers. With a new cruise terminal opening in Port Louis, this will be our chance to tell you more.

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MK Trade Event 23/24 in Geneva, Switzerland

The Swiss market attracts some 40,000 tourists and 3% of the total market share. As such, promoting more direct flights from Switzerland can help boost arrivals from the Swiss market which will have positive impacts on tourism earnings.

Air Mauritius is preparing to operate a twice-weekly flight from Switzerland between October 2023 and April 2024. The MK Trade Event will be held on the 12th of September 2023 in collaboration with Air Mauritius in Geneva. This will be a unique opportunity for Air Mauritius to officially announce the launch of the two weekly direct flights and also reaffirm the presence of Mauritius on the Swiss market.



IFTM Top Resa in Paris, France

Paris is getting ready to welcome the leading international B2B tourism exhibition, the IFTM Top Resa. It will be held from the 3rd to 5th October 2023 and over 30,000 trade professionals are expected.

For this event, Mauritius will be hosting a 198 m2 booth showcasing 14 hoteliers, Air Mauritius, 6 inbound tourism operators and 5 tourism associations. The MTPA's objective for this 2023 edition is to strengthen market visibility, connect with professionals, reinforce cooperation with industry partners, while highlighting the distinctive features that set Mauritius apart from other competing destinations.

We are looking forward to this exciting event.

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TTG Travel Experience, Italy

TTG Travel Experience 2023 will be held at the Rimini Exhibition Centre in Italy from the **11th to 13th October 2023**. International operators and key figures will be meeting to discuss the latest trends and innovations in the tourism sector, including consumer insights.

Attendees will include tourism boards, tour operators, travel agents, airlines, transport companies and accommodation facilities. For this event, the MTPA will be present with a booth of 54.74 m² located in the C2 pavilion, and we are excited to participate and engage in networking!

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WTM London, UK

Attended by more than 50,000 visitors every year, the World Travel Market event, which is now in its 42nd year, is known as the world's most influential travel and tourism fair. This event is another great opportunity for tourism professionals to connect, share ideas and do business, with the aim of inspiring new concepts, ambitions and innovations for the sector.

The MTPA is looking forward to participating in this year's edition of the WTM, which will be held from the **6th to 8th of November 2023**, exhibiting with a booth of 290m2 stand to accommodate all the major stakeholders of the industry representing Mauritius. It is an opportunity for us to meet face-to-face with the UK Travel Trade, reinforce visibility in the market and enhance cooperation with industry partners.

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A look back at past events



India's Roadshow 2023

With the MTPA and MK having launched Delhi flights in April, it was necessary to target the southern part of India, pending a flight from Chennai, and to target tier 2 cities in Gujarat which have strong potential for HNI, wedding, group and FIT types of travel.

A survey among 100 agents in India and a two-day interaction with some 50 key partners in the Mauritian travel industry was conducted by All Known Marketers, MTPA's new representative in India. A three-city roadshow was then organised to showcase the destination to tourism professionals. Three cities - **namely Mumbai on the 21st, Chennai on the 23rd and Ahmedabad on the 25th of August** - were covered, bringing together 24 partners, including 11 hotels, 2 airlines and 11 inbound operators.

For Mauritius and its partners, it was important to forge links in these cities in order to mark a strong presence in the tourism landscape and to be top of mind for TOs, agents and the media. In addition, the country also announced the relaunch of its MICE incentives and wedding segments.

And this concludes today's newsletter. We look forward to meeting you at one of the upcoming worldwide trade fairs soon!

Mauritius Tourism Promotion Authority (MTPA)
Port Louis REPUBLIC OF MAURITIUS Tel: +230 2031900

mauritiusnow.com

