



## The Mauritius Tourism Promotion Authority launched its advertising campaign for the Indian market

05 April 2022

Arvind Bundhun, Director of Mauritius Tourism Promotion Authority, unveiled the new advertising campaign for the Indian market at a travel trade and media event ceremony held in Mumbai on Friday 25th March 2022. The campaign: "Where Else but Mauritius" consists of videos and visuals that have been launched on digital platforms and portrays various facets of the destination and addresses various target groups.

The campaign was launched in the presence of representatives of EDB, MFDC, Air Mauritius and celebrity influencers, media, travel agents, weddings planners and film producers. Celebrity Chef Sanjeev Kapoor was a special guest at the event and will be working with the destination on the gastronomy angle.

This campaign is designed to attract more Indian visitors to explore the wide variety of offerings that makes Mauritius one of the most popular travel destinations for Indians.

In its first phase, it will spread awareness about the destination's romance, adventure, wildlife, nature, gastronomy, culture and heritage attributes on social media to encourage Indian travellers to visit Mauritius.

"In today's travel, safety is the new luxury. We have managed to contain the pandemic through a very successful vaccination roll out. Almost 80% of our population has been inoculated with two doses and our booster dose campaign is at full swing and has reached almost 50% since we opened our borders. We have noticed a pent-up demand from all our tourism markets, and we are confident in the Indian market which has been the sixth largest outbound market for Mauritius. Air Mauritius, our national carrier has increased its frequency to 5 flights per week from Mumbai with other cities to follow in a phased manner. We expect to see a boost in arrivals from honeymoon, weddings, families, and MICE segments, especially that our protocols have been eased." says Arvind Bundhun.

The Director also attended the prestigious Poonawalla Stud Farms Auction Sale Stakes Race Day on 27th March 2022 at the Mumbai racecourse. The MTPA sponsored the Amazing Mauritius Cup which is an opportunity to feature Mauritius among the HNI segment and enhance its visibility as a lifestyle destination.



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