



News Release

LIVE in MAURITIUS 2007 from 5th to 7th June

Air Mauritius welcomes the largest ever familiarisation trip from Australia

On the 5th and 6th of June, a mega familiarisation trip from Downunder comprising of 130 Australian Travel Agents will arrive in Mauritius onboard *Air Mauritius* to experience and learn about our Island Paradise.

Over the past three years, the Australian Tour Operators have invited Mauritian Hoteliers and Ground Operators to Australia to educate the Australian Travel Trade through their very successful Made In Mauritius (MIM) extravaganza's, featuring gala dinners by Mauritian Chef's in Sydney, Melbourne and Perth.

This year, the organizers of Made In Mauritius, the four largest Tour Operators namely, Beachcomber Tours, Fiesta Holidays, Air Mauritius Holidays and Wildlife Safari are partnering with *Air Mauritius* in bringing Australia to Mauritius and to showcase Mauritius to the cream of the Australian Travel Industry. Each Tour Operator is working with their ground operator to give the Agents a taste of what their clients will experience through Tours and Hotel stays. This familiarisation trip will help the Australian Travel Agents get first hand knowledge of the destination and sell Mauritius with confidence.

The Agents will all meet for a workshop at the Casela Bird Park on Thursday the 7th of June. Presentations will be conducted by the Hoteliers, Ground Operators, the MTPA and of course *Air Mauritius*. This will be followed by a Gala Dinner at the Domaine Anna showcasing Mauritian Hospitality.



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Raj Bhujohory, Executive Vice President Sales & Distribution of *Air Mauritius* says, "We are delighted to welcome this largest ever familiarisation trip from Australia as we increase capacity on the route and partner with Virgin Blue for a wider coverage of the market. *Air Mauritius* continues to invest heavily for the promotion of Mauritius in the Australasian region and this initiative is another indication of the efforts of the national airline to develop and diversify the tourism market to Mauritius."

Australia has become an important market for Mauritius with visitor arrivals increasing from 12,000 three years ago to an expected 24,000 this year. *Air Mauritius* has recently increased its services from Perth to two flights per week offering over 600 seats, up from 175 last year. The airline has also entered into a partnership agreement with Virgin Blue, which provides for connections to major cities within Australia including Sydney, Melbourne, Brisbane, Adelaide, Broome, Cairns, Canberra, Darwin, Christchurch, Launceston, Coffs Harbour.

Virgin Blue flies three times daily from Perth to Melbourne and from Perth to Sydney. *Air Mauritius* will therefore offer three weekly flights to the Eastern seaboard using Perth as gateway on two of the frequencies.

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Air Mauritius is the national carrier of the Republic of Mauritius in the Indian Ocean. Created in 1967, it currently operates a fleet of five Airbus A340-300, two A340-300E, two A319 and two ATR 72's. Air Mauritius presently flies to twenty six destinations in Europe, Asia, Australia and Africa.



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