

Cruise Tourism in the IOR Region



Madagascar



Mauritius

Reunion Island

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THE EMERGING TREND OF CRUISE TOURISM

VANILLA ISLAND BRAND

MARKETING INDIAN OCEAN REGION

Indian Ocean / Red Sea and Africa deployment market share 2015

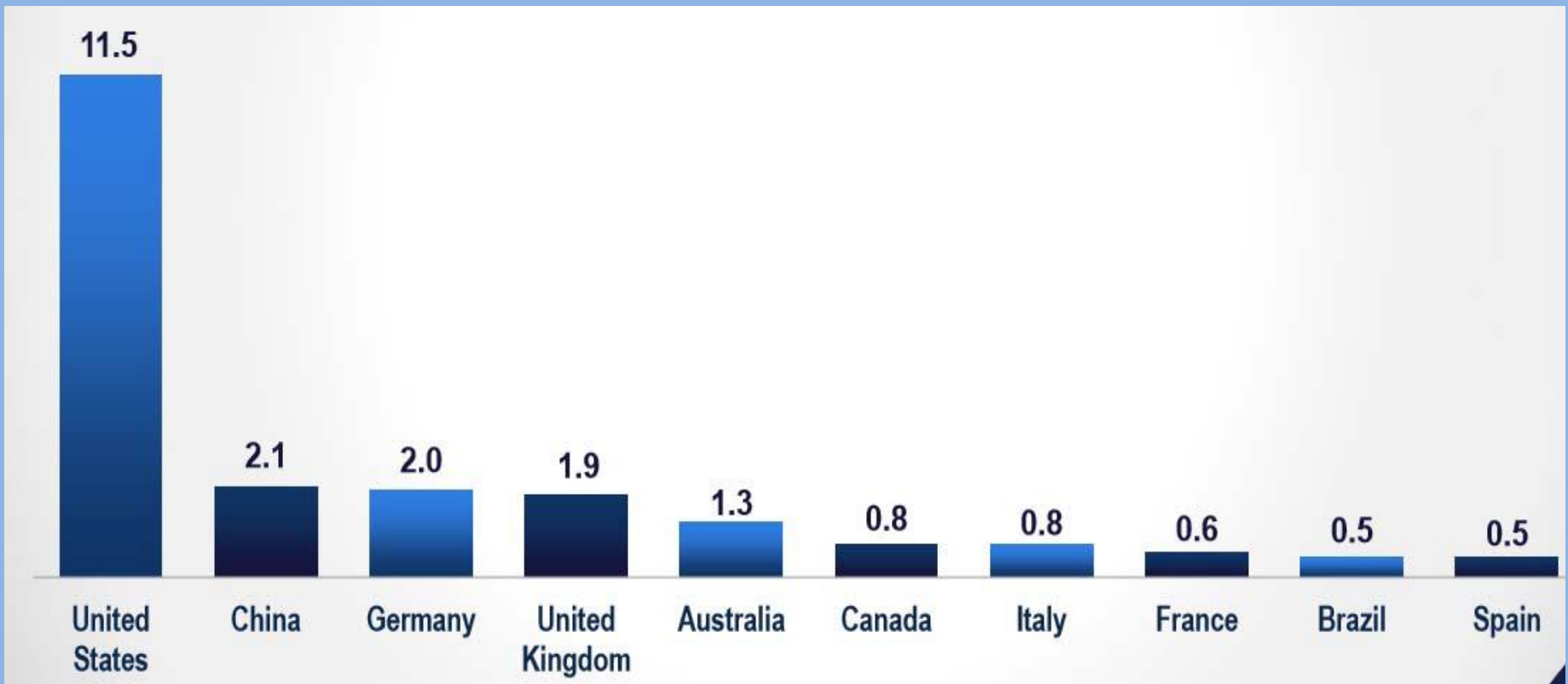


A record 27.2 Million passengers are expected to cruise in 2018.

20.5% increase in demand in the last five years

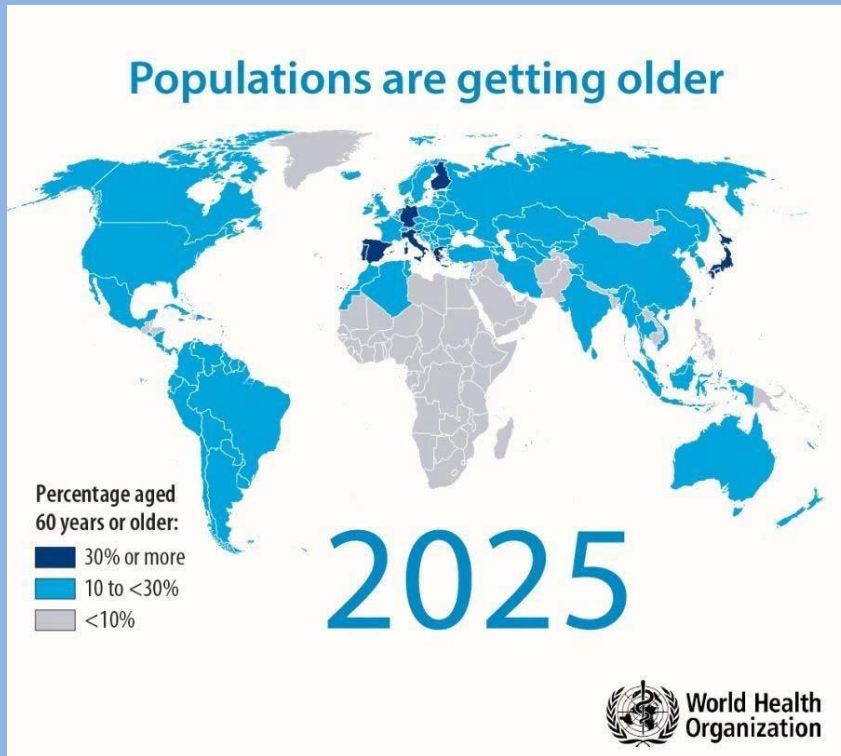


The demand for cruising has seen universal increase with passengers coming from all over the world



Source: Cruise Lines International Association (CLIA), 2016

Ageing population and multigenerational travel trend .



With the growing middle class, cruising is growing across all segments and budgets



Vanilla Brand

- **Vanilla Islands** is an affiliation of the island nations Seychelles, Madagascar, Reunion Island, Mauritius, Comoros, Mayotte in the Indian Ocean to form a new travel destination brand.
- Aim of the co-operation that has been founded on August 4, 2010 is to pool forces and jointly market the region compared to the solely individual marketing of each island in the past
- The Vanilla Islands Organization was set up in Reunion Island and it's prime objective is to position the Indian Ocean region as a quality world-class holiday destination that offers unparalleled diversity

Growth in Cruise Passengers Arrivals

Growth in cruise passengers from 2015-2016 in the Vanilla Islands and it is growing

2014	2015	2016	2017
14094	29059	34533	43276
	106%	19%	25%

- Costa Cruises is the top client in general for cruise in Mauritius with 80% of the total number of passengers. Other brands such as Princess, MSC, Hapag-Lloyd, Noble Caledonia, Phoenix, and Seabourn do visit the island on sporadic occasions but have small numbers in comparison. In 2015 Port Louis received Cunard's Queen Mary with a capacity of 2,620 passengers.

Vanilla Itinerary

- The cruise season in Mauritius runs typically for approximately 25 weeks between the months of October /November and April/ May
- A typical 14-day Costa cruise starts and ends in Port Louis while visiting Mahe or Port Victoria in Seychelles; Nosy Be, Antsiranana or Tamatave in Madagascar; and Saint Dennis in Reunion.
- Costa Cruises remains the top cruise line responsible for the turnaround business in the island conducting 5 turnarounds in 2015 and moving a total of 11,043 passengers.

Marketing Vanilla Islands Cruise Circuit

- Partnership with Cruise lines. Marketing support to Costa Cruise, Fred Olsen, Campaign launched in France and UK to promote cruise in Indian Ocean
- Participation in Seatrade Global in USA for the past 3 years
- Vanilla Islands sponsored speaker session in 2018, intervenes in panel promoting the Vanilla circuit to decision makers
- Promotion of offers from the islands on website (www-vanillaislands.org) dynamic platform where the cruise lines can post their itineraries.
- Familiarization trips organized for Cruise product managers to discover the Vanilla Islands circuit

Promotion of Vanilla Islands Cruise Circuit



Cruise lines are looking for innovative itineraries which showcase mix of cultures. Passengers are looking for more authentic experiences



- **MPA is proceeding with the construction of the Cruise Terminal Building to accommodate both cruise and inter-island passengers**
- **The facility will comprise the passenger terminal, commercial areas, office space including parking facilities. The project is expected to be completed in 2019.**
- **Mauritius positioned as the hub for home port in IOR**

Product Offering Appeal

- Service delivery: Smoothless from immigration, transport, welcome
- Alignment of services of port infrastructure to offer quality service
Port authorities need to work with all partners of the tourism industry:
Government and local government, tour agents, hotels, agencies representing restaurants, shops, the handicraft ,industry as well as transport operators.
- Enhancing the cruise passenger experience, and spreading the spend is highly dependent on good access and transport.
- Diversifying the offer and finding locally unique features and items for sale are important for passengers to distinguish between different destinations: they can only buy so many baskets and tee shirts....
- Quayside entertainment gives a great first impression.

Growing Areas in Cruise Travel: Voluntourism

- Port of call can benefit from volunteering opportunities
- Voluntourism is one of the fastest growing areas of travel. Research shows millennials highly value giving back, and a recent study by Wakefield Research for Travelocity found 63% of Americans are interested in travel that combines an opportunity to volunteer and leisure time. Increasingly, cruise lines and tour operators are meeting these trends by offering volunteering opportunities or "social impact" travel.
- Millennials are the “generous generation”, giving back far more than other generations. 81% volunteer, 83% gave in kind donations, and 78% donated cash while traveling. Affluent travelers (HHI of \$100,000+) place a high emphasis on charitable giving and volunteering. 40% say CSR is a factor in their travel purchase decision