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FOR IMMEDIATE RELEASE

**MAURITIUS TOURISM PROMOTION AUTHORITY
APPOINTS AVIAREPS AS ITS REPRESENTATIVE IN
SAUDI ARABIA**

Riyadh, Saudi Arabia, 9th January 2019 [AVIAREPS](#), the global leader and expert in developing and shaping international tourism demand and spend, with 66 offices in 48 countries around the world, has been appointed as tourism representative for the [Mauritius Tourism Promotion Authority \(MTPA\)](#) in Saudi Arabia. The representation, which commenced from December 1st, 2018 sees AVIAREPS promote Mauritius' unique culture, pristine natural settings and family-fun touristic offerings to residents of Saudi Arabia for increased visitation.

Through a mix of public relations, marketing and digital marketing services, the AVIAREPS team will be responsible for raising the profile of Mauritius as a year-round travel destination for Saudi families, honeymooners, holiday



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makers, conferences and incentive groups seeking new travel experiences that enliven the senses, excite and enthrall.



Says [Arvind Bundhun](#), Director of Mauritius Tourism Promotion Authority:

“Blessed with abundant natural beauty and surrounded by the turquoise waters of the Indian Ocean, Mauritius captivates and fascinates visitors with its contrast of colours, cultures, activities and tastes, making it the perfect destination to return to time and time again for unforgettable experiences.

We are excited to work with AVIAREPS in Saudi Arabia to bring our message of welcome to travellers from the kingdom to come and experience the best that Mauritius has to offer. We are confident with AVIAREPS’ well-established travel industry, airline and media networks that our objectives of receiving solid increases in travel demand from the market will be achieved.”

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A number of marketing and promotional initiatives are planned to be rolled out within Saudi Arabia throughout 2019, with the creation of new Arabic promotional materials and a billboard campaign already completed.

*Arvind Bundhun, Director of Mauritius
Tourism Promotion Authority*

For further information about visiting Mauritius please visit: www.tourism-mauritius.mu

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Images:





*Arvind Bundhun, Director of Mauritius
Tourism Promotion Authority*

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Seven Coloured Earths, Mauritius

Notes to Editor:

*Hashtags: #MauritiusTourismPromotionAuthority #MTPA #AVIAREPS
#Travel #Tourism #SaudiArabia #BusinessDevelopment #Representation
#GrowingYourBusiness*

About Mauritius Tourism Promotion Authority:

The Mauritius Tourism Promotion Authority (MTPA) is a statutory board under the Ministry of Tourism and Leisure of Mauritius established in 1996 by the



MTPA Act. The task of the MTPA is to promote the country's tourism industry, provide information to tourists on facilities, infrastructures and services, to initiate action to promote cooperation with other tourism agencies, to conduct research into market trends and market opportunities and disseminate such information and other relevant statistical data on Mauritius.

About **AVIAREPS®**

Founded in Germany in 1994 with an extensive office network that spans all six inhabited continents with 66 self-owned offices across 48 countries, the AVIAREPS Group is the world's leading airline and tourism representation company with over 100 airlines and more than 150 tourism, hospitality, retail and trade promotion clients in its portfolio. In addition to providing well established passenger General Sales Agent (GSA) services and tourism marketing representation, clients are also offered expertise and services in digital marketing, public relations, advertising, IT solutions, consulting, financial services, airport marketing, and trade & retail promotion.

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