

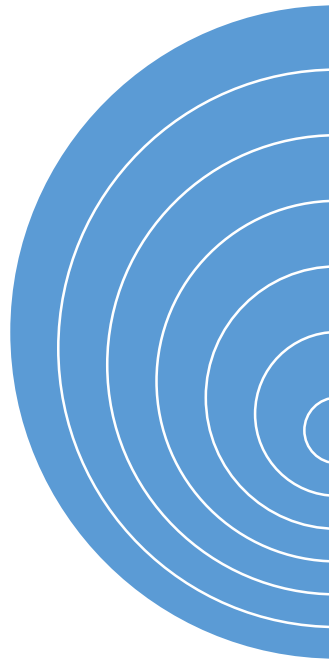
Development of cruise tourism in Africa



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PAIOI Secretary
fuelling growth of the cruise sector in Indian Ocean

Development of cruise tourism in the Indian Ocean

	Indian Ocean cruise industry
	Wide range of cruise itineraries
	Mauritius : Cruise sector
	Construction of an iconic Cruise Terminal in Mauritius
	PAIOI Strategies to boost cruise industry
	Conclusion

Market Intelligence on Global Tourism Sector

- Global Cruise tourism is one of the fastest growing segments in the tourism industry
- It grew from 3.8 million passengers in 1990 to more than 22.2 million in 2015
- In terms of passengers cruise tourism exceeded 25.3 million pax in 2019.
- Global Cruise tourism is now geared for wider diversification and global expansion
- There is a greater choice of worldwide cruise destinations
- Cruise lines keep looking for new destinations to cater for the incremental growth

Indian Ocean cruise industry

The slides below show a wide range of cruise itineraries being used by various cruise liners operating in the Indian Ocean region.

- Indian Ocean Island Itineraries
- Cruises from Arabian Peninsula - Indian Ocean-India- Singapore- Far East
- Africa: From Cape Town -Durban - Middle East -Indian Ocean -India
- Cruise in Arabian Gulf region

Cruise Itineraries: Africa - Indian Ocean – ASIA



Cape Town -MRU - India – Dubai

Oceania Cruises



Perth-Indian Ocean – Africa-Perth Sun Princess Cruises



Africa-Mauritius-Seychelles-India-Singapore



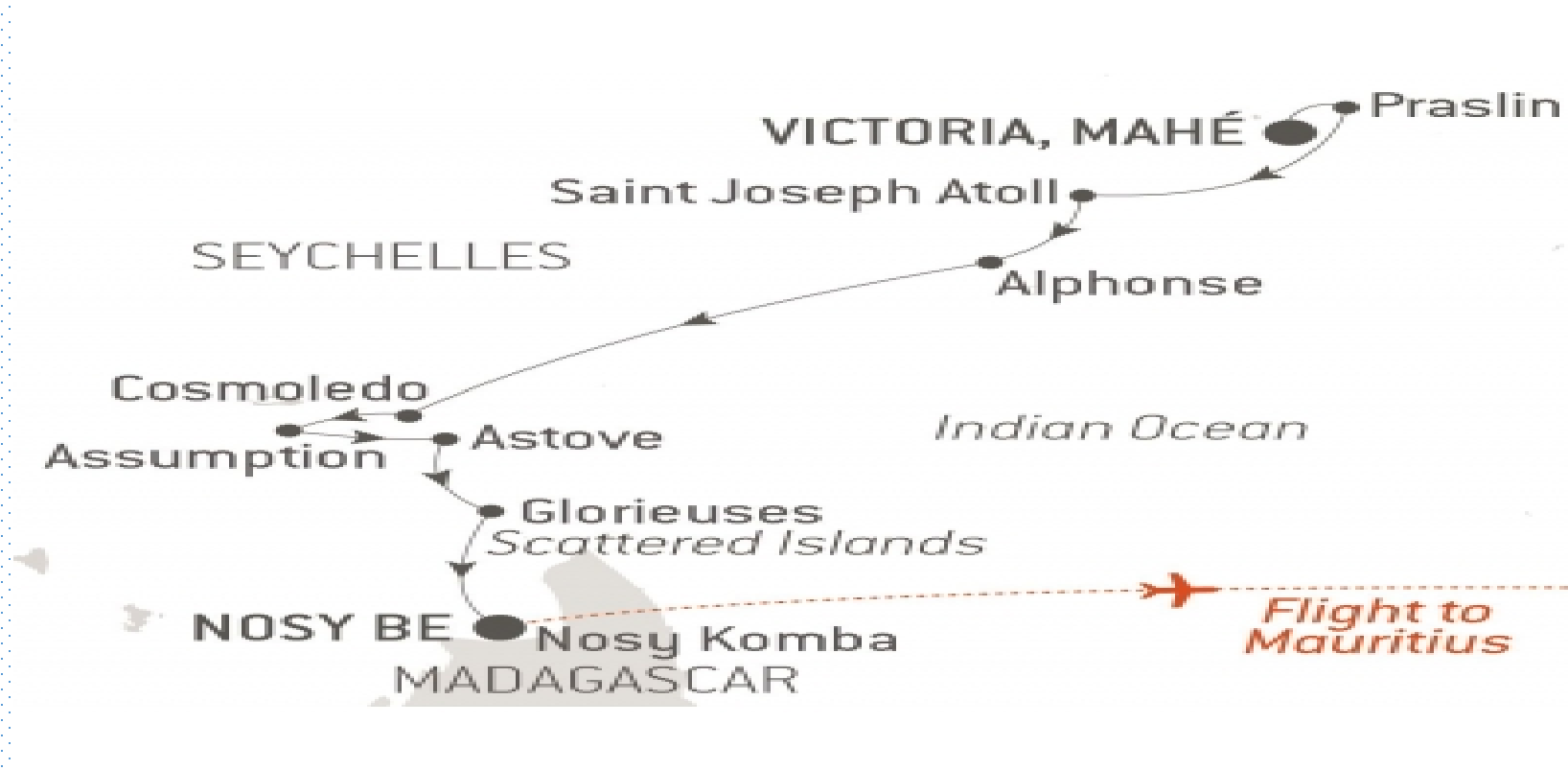
Zanzibar and the treasures of the Indian Ocean

PONANT Cruises



Victoria, Mahé to Arrival Port : Nosy Be

LE BOUGAINVILLE



Cruise to Africa Dubai- India –Cape Town

Oceania Cruises



Cape Town-MRU-Mahe- Singapore

Oceania Cruises



Cruise Africa : Cape Town-Mayotte-Mombasa

Oceania Cruises



Cape Town-MRU-India- Dubai

26-NIGHT INDIAN OCEAN ADVENTURE VOYAGE

Azamara Cruises



Cape Town-MRU-India-Phuket- Singapore

Oceania Cruises



Singapore- Kelang, Penang – Mahe- Mombasa... Cruise Line: Crystal Cruises



Durban Portuguese Island, Fort Dauphin-MRU

Cruise Line: MSC Cruises



Perth -Singapore, Phuket –MRU-Cape Town

Cruise Line: Princess Cruises



Indian Ocean Adventure Voyage

Cape Town –Durban- MRU-India- Dubai

Cruise Line: Azamara



Port Louis –Seychelles- Nosy Be-Reunion-MRU

Cruise Line: Costa Cruises



Port Louis –Seychelles- Salalah-Dubrovnik-Venice

Cruise Line: Costa Cruises



Port –Louis – Seychelles-Madagascar- Reunion

Costa Cruises



Port Louis-Nosy Be-Durban- Vigo- Hamburg Costa



Cape Town- MRU-Mahe-Abu Dhabi-Dubai

Norwegian Cruise Line



Cruise the Arabian Gulf

MSC Bellisima



Mauritian Cruise sector

The Mauritian cruise sector is experiencing an annual growth both in cruise vessels calls and passengers. In 2018/19 season the cruise industry has attracted 61,760 cruise passengers compared to 39,451 in 2017/2018 achieving a 56,5 % growth rate

Port Louis welcomed 45 cruise ship calls as opposed to 37 calls in the previous season – 21,6 % increase

The MPA has an overriding commitment to further develop the cruise industry which continues growing steadily for the past 10 years

The MPA aims at increasing the level of homeporting traffic at Port Louis

Mauritius : Cruise sector

Cruise Traffic	2016/2017	2017/2018	2018/2019	%increase
Cruise vessel Calls	24	37	45	21.6
Passengers on arrival	30,367	39,451	61,760	56,5
Passengers on Departure	30,404	39,210	61,630	57,2

Construction of an iconic Cruise Terminal in Mauritius

The MPA has set the base for a rapid cruise development in Mauritius

- Construction of a new Cruise Terminal, to the tune of Rs 680 million (USD 20 million)
- Provision of a state-of-the-art cruise facility, capable of accommodating up to 4,000 cruise passengers and service both the inter-island and international passenger traffic.

The MPA has adopted in partnership with its peer ports of the PAIOI an innovative cruise growth strategy focused on

- ❖ cruise infrastructure development
- ❖ enhancement of cruise industry capability

New Cruise Terminal Building at Port Louis.



Mauritius case: How Mauritius is boosting its cruise sector

The MPA ,jointly with the Mauritius Tourism Promotion Authority and the Vanilla Islands Organisation, implemented the following cruise tourism promotion strategies:

- Enticing Costa Croiciere and AIDA Cruises to use the Indian Ocean as a cruise destination
- Marketing campaign with Costa Croiciere, AIDA Cruises, Fred Olsen in France and UK to promote cruise in the Indian Ocean
- Promotion of the islands on the Vanilla Islands website (www-vanillaislands.org) - dynamic platform where the cruise lines posted their itineraries.
- Organised familiarization trips for cruise companies' managers to discover the Vanilla Islands circuit

Mauritius : Strategies being implemented to spur growth in the cruise sector

The MPA is implementing a series of bold strategies aimed at

- ensuring a robust growth of the regional cruise industry
- making Mauritius a year-round homeport season
- lengthening the cruise season
- attracting more cruise liners to include the Indian Ocean Circuit in their itineraries
- offering an attractive exotic cruising experience in the Indian ocean
- attracting cruise companies operating in the Gulf and Arabian Peninsula to extend their sailings to the Indian Ocean
- offering a wide assortment of products to cruise tourists visiting the Indian ocean region

Partnering with Abu Dhabi Ports

- **Creation of new cruise itineraries extending from the Arabian Peninsula to the Indian Ocean region**
- **Establishing closer business relationships with cruise lines operating in Abu Dhabi:**

The aim is to attract potential cruise liners to operate in the Indian Ocean and African region

The Ports Association of the Indian Ocean Islands (PAIOI)

The PAIOI was founded to foster regional maritime cooperation, boost socio-economic development and promote economic integration in the region

- is driven by the objectives of developing a **regional cruise industry in the Indian Ocean**
- facilitating the development of the **Regional Comprehensive Economic Partnership** and
- forging a **community of regional integrated economies**

The PAIOI, with the financial assistance of the European Union under the combined support of INTERREG /AFD, has commissioned a study on the development of regional cruise sector in the Indian Ocean to the tune of 350,000 Euros

The Study's objective is to assess the weaknesses and opportunities and chalked out the recommendations geared at boosting the regional cruise sector and promoting the Indian Ocean Islands cruise circuit to international cruise itinerary planners

Cruise lines requirements

Capacity

- cruise lines require professional, qualified ground handlers such as inbound tour operators and transport operators as they want nothing to go wrong.
- Capacity building is therefore very important for destinations that consider developing cruise tourism.

Competitive pricing

- cruise lines focus on the balance per port when developing itineraries,
- take into consideration excursion revenues, port fees, tugboat tariffs, taxes and agency fees.

CONCLUSION

In a bid to further developing the regional and African cruise industry, we need to envisage

- **initiating talks with the top international cruise liners and inviting them to homeport in the Indian Ocean and Africa**
- **partnering with major cruise liners**
- **conducting intensive promotion of Indian Ocean Circuit and African cruise destination**
- **promoting strategic partnerships with Indian Ocean Islands, Middle East– Dubai, Abu Dhabi and Africa**
- **developing new cruise circuits : Indian Ocean – Arabian Peninsula – Africa**
- **participating in International Tourism Fairs under one roof – Africa Stand**
- **conducting joint promotional campaigns to sustain the cruise sector in Africa & Indian Ocean**
- **promoting the Indian Ocean and African cruise circuits by co-ordinating with Cape Town, Durban, Madagascar, Maputo, Zanzibar, Seychelles, Mombasa, Middle East and Mauritius.**
- **exploiting all avenues of enhancing economic cooperation and diplomacy with Africa and Middle East**

Development of cruise tourism in Africa

Thank you for your kind attention

wish you success in all your endeavours