

## Smart travel options from Air Mauritius

Today, 2 February 2011, Air Mauritius launches its Travel Smart Program, aimed at enticing more South African visitors to this tropical paradise in the low, cool seasons through value added benefits such as increased luggage allowances, free trips for children and discounts for honeymooners.

This value proposition also addresses all segments of the market needs eg corporate travel, conferencing incentives, MICE, travel trade and tour operators, as the program offers more value for money.

### Road shows



According to Carla da Silva, director of Air Mauritius and a member of the strategic think tank team of Air Mauritius in Mauritius, by achieving good revenue, yields and route profitability, additional capacity, schedules and frequencies can be introduced; thus ultimately benefiting the consumer, travel trade and all other stakeholders.

To drive home the benefits to stakeholders, the airline will have an extensive PR campaign and run workshops in Gauteng, Bloemfontein, Cape Town, Knysna, George, Port Elizabeth and KwaZulu-Natal at participating Protea Hotels.

### All year round benefits

In explaining the difference between this program and other 'special offers', Da Silva says, "Most airlines introduce 'fire sales' during off-peak seasons whereby a reduced or discounted fare is offered in order to stimulate the market but these are only for a limited number of seats and for a specific limited period.

"In South Africa, the travel smart program voucher gives the consumer not only a reduced fare but also value added benefits throughout the year during low season periods, which equates in monetary terms as follows. A family of four (two adults and two children) travelling in May 2011 would enjoy a saving of R8550 by utilising these vouchers.

Mauritius, a four-hour flight away from Johannesburg, offers a year-round holiday destination that is malaria-free and where South Africans do not require visas.



## **Program benefits**

- Business Class Lounge Access when travelling in Economy Class from O R Tambo, King Shaka and Cape Town International Airport
- New baggage allowance of 26kg per person
- For sporting activities, an additional 7kg per person i.e. a golf bag
- During the months of February and May 2011, children under 12 years of age enjoy a free airline ticket (excluding government surcharges & airport taxes and a maximum of two children per family)
- For honeymoon couples, a 20% reduction on the airline ticket will be applicable for the bride
- Upgrade to business class at check in for an additional R1500

## **Program partners**

"Leading hotels in Mauritius are also offering additional value added benefits when travelling on the Travel Smart Program via our tour operator partners," adds Da Silva. These partners include Beachcomber Tour, Thompsons Tours, Club Med, Holiday Factory, World Leisure, Holiday Tours, Infinity (Flight Centre), Naiac Holidays and Travellers Choice. In South Africa, the Protea Hotel Group and Europcar are also on board as partners.

## **Increasing travellers, safety**

"From January to December 2010, 81 458 arrivals were from South Africa, a 9.8% increase versus 2009 she continues. "The objective is to double the passenger numbers considering that the airline already established a 30% increase in terms of revenue in 2010 versus 2009, mainly due to the 2010 FIFA World Cup.

In response to fears about violent crime, da Silva added that Mauritius is a country with low levels of violent crime and incidents such as the murder of a tourist in early January are very uncommon. The Minister of Tourism and Leisure, Nando Bodha, said that Mauritius is a land of peace and something like this has never happened before.

"Travel smart to Mauritius, when it is quieter and cooler and enjoy a lot more value and benefits," conclude Da Silva.

For more information, go to [www.airmauritius.com](http://www.airmauritius.com).

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