



AIR MAURITIUS

Air Mauritius has been the flagship carrier of Mauritius since 1967 and is reckoned as one of the most successful ventures in air transport in the Indian Ocean region. The airline has bagged most of the top awards conferred by international travel organisations to airlines in this part of the world. Air Mauritius has travelled a long way since the year it was created in 1967. Today, it owns a fleet of 12 aircrafts and serves 26 destinations. Air Mauritius is also regarded as a key player in the local tourist industry, contributing to the promotion of Mauritius as a top holiday and business destination.

MARKET

Air Mauritius flies direct to 26 European, Asian, Australian, African and regional destinations. The company operates a young fleet composed mainly of Airbus aircrafts including A340-300, A340-300E, A330-200 and A319-100. It operates an ATR72-500

aircraft on the island routes - Rodrigues and Reunion. It also offers a range of services in Mauritius to international airlines. The airline was listed on the Stock Exchange of Mauritius in 1995. Its ownership structure is as follows: Air Mauritius Holding (51%), publicly held (19.97%), Port Louis Fund (6.32%), the State Investment Corporation (4.72%), Government of Mauritius (4.53%), Rogers and Company (4.28%), Air France (2.78%) and Air India (2.56%). It employs more than 2800 staff. The airline logo is inspired from the Paille-en-Queue, a native bird nesting in the cliffs of the airline's home island.

ACHIEVEMENT

The Air Mauritius route network comprises 26 destinations in Africa, Asia, Europe, Australia and the Indian Ocean. It has code share agreements with the following companies, which are the actual operators on the routes specified.

The code share with Air France on the Paris route provides access to 48 countries from the Charles de Gaulle hub of which 36 destinations have an extended code share allowing the MK code beyond Paris. The code share with Malaysia Airlines on the Kuala Lumpur route provides access to the Malaysia Airlines network with a few beyond destinations in Australia, Thailand and China on code share. The code share with Emirates applies on all Emirates frequencies on the Mauritius/Dubai/Mauritius route. Besides being the main player for the transport of passengers, Air Mauritius is also a key cargo operator and carries approximately 36,000 tons of cargo yearly. The company has invested significantly in cargo storage capacities which allow increased transit activities. Air Mauritius contributes actively to the economic development of Mauritius. It is currently investing to help reach the growth targets for the tourism industry set by the Government of Mauritius.





RECENT DEVELOPMENT

Air Mauritius recently launched its first flight to Shanghai with a stop in Kuala Lumpur. Several promotional actions have been initiated in China, Reunion and Madagascar to promote this new service which will evolve to a non-stop flight to Shanghai in February 2012 ahead of the Chinese New Year.

BRAND VALUES

Air Mauritius underwent a major

transformation of its corporate image in the recent years. The company logo was refreshed and softened for better alignment with the image of the island at home and abroad.

Air Mauritius is active in society and supports the local community in a number of ways. A substantial number of rebated tickets are granted for tourist promotional campaigns, to students, patients undergoing treatment overseas and accompanying persons, and

to charitable causes. Fund raising prizes are also regularly offered. In addition to these facilities, Air Mauritius collaborates with a number of NGOs.

The company has recently signed an agreement with the Mauritian Wildlife Foundation (MWF) in support of a number of conservation projects in Mauritius and Rodrigues. Among other initiatives, the 'One take-off one tree' programme sees the planting of 6000 endemic trees every year.



THINGS YOU DIDN'T KNOW

- In April 1988 the company became the launch customer for the Boeing 767-200ER; two aircrafts were acquired and named "City of Port Louis" and "City of Curepipe". One of these aircrafts set a record-breaking distance flown for commercial twinjets on 18th April 1988, when it flew non-stop from Halifax, Nova Scotia to Mauritius, covering a distance of almost 9,000 miles (14,000 km) in less than 17 hours.
- Air Mauritius launched its new Airbus A340-300Es to London and Hong Kong in December 2006. In 2008, it retrofitted all its Airbus A340-300 in the fleet with lie flat business class seats. In March 2007, Air Mauritius became the first southern African country airline to fly an all-Airbus fleet for long- and medium-haul routes.