

Winners of annual Air Mauritius Travel Awards 2016 announced

The upper echelons of the South African travel industry joined Air Mauritius on 23 February 2017 on the 22nd floor of The Venue, Greenpark, to identify, distinguish and congratulate the top travel performers of the past 12 months.



Top Performer

Carla da Silva, Air Mauritius regional manager, Southern Africa and Latin America, presided over the formal proceedings of the awards, with much pride over the sterling achievements of the industry, despite yet another challenging year navigated through turbulent airspace. "In South Africa, we had local elections in 2016, currency volatility and devaluation - along with inflation and cost of living increases - which all impacted on travel decisions and patterns. Flat travel spend remains the forecast, coupled with an increased focus on return on investment (ROI) for the corporate sector.

We have seen the following trends:

- A reduction in travel in many corporations across South Africa, along with the rest of Africa
- Companies reducing their travel classes ~ economy for all as opposed to business class
- Businesses sending fewer staff on conferences and requiring that the one or two that are sent (as opposed to the usual four or five), to return and report back to their teams regarding what was learned during conference

"From a leisure perspective, the consumer is constantly shopping around for better deals and we have witnessed late booking patterns for holidays that were previously planned way in advance."

Da Silva added: "From an Air Mauritius South Africa perspective, and despite all of the aforementioned challenges, Air Mauritius managed to sustain and grow the local business, with sincere and heartfelt thanks to our valued partners and loyal, long-standing friends. We aim to achieve budget by 31 March 2017, and to continue to increase our revenue, capacity, and frequencies in this market."

Air Mauritius posted EUR28.1m for the first nine months of the current financial year. Seats offered increased by 7.5 percent to reach 586,002 and the load factor increased from 80 percent to 81 percent. Air Mauritius South Africa is set to achieve positive results for the full financial year.

And the winners are...

A number of award categories were presented, as follows:

Top Marketing Performer 2016:

Platinum - Flight Centre Travel Group

Gold - Beachcomber Tours

Silver - LUX* Resorts & Hotels

Silver - Indian Ocean Island Holidays

Top Market Share Partner 2016 - A Category:

Platinum - The Holiday Factory

Gold - Thompsons

Silver - Travelstart

Top Market Share Partner 2016 - B Category:

Platinum - Serendipity Tours

Gold - One Stop Tours

Silver - Travel Counsellors

Highest Growth Retailer 2016:

Platinum - Tourvest

Gold - Travel with Flair

Silver - Serendipity Tours

Top Groups Performer 2016:

Platinum - Beachcomber Tours

Gold - Club Med

Silver - One Stop Tours

Top Committed Seats & Travelsmart Partner 2016:

Platinum - Beachcomber Tours

Gold - The Holiday Factory

Silver - Flight Centre

Top Committed Seats Performer December 2016:

Beachcomber Tours

Top Retail Partner Durban 2016:

One Stop Tours

Top Retail Partner Cape Town 2016:

Club Travel

Top Retail Partner Johannesburg 2016:

Flight Centre Travel Group

Certificates of Recognition:

Loyal Partner 2016

Exotic Vacations

Top Independent Retailer 2016:

Platinum - XL Millennium Travel

Gold - Harvey World Travel Blue Planet

Silver - SURE Giltedge Travel

Top ITC Performer 2016:

Tamarin Seymour - Gold Travel Counsellor

Top Air Mauritius Corporate Business Supporter 2016:

Platinum - Bid Travel

Gold - Tourvest

Silver - XL Travel

Top Revenue Supporter Zambia 2016:

Voyagers Zambia

Top Revenue Supporter Botswana 2016:

Travelwise Botswana

Top Revenue Supporter Namibia 2016:

Trip Travel

Top Revenue Supporter Mozambique 2016:

Blue Sky Travel

Long-Standing Partnership Award 2016:

Mauritius High Commission South Africa

Top Partner Beyond Mauritius 2016:

Australia & India

Platinum

Flight Centre

Top Partner Beyond Mauritius 2016:

Australia and Kenya

Gold

Bid Travel

Top Partner Beyond Mauritius 2016:

Madagascar & Hong Kong

Silver

Travel with Flair

Top Partner Beyond Mauritius 2016:

India

Silver

One Stop Tours

Top Partner Beyond Mauritius 2016:

India

Silver

Tourvest

Partnership Awards 2016:

The Saxon Hotel - Wesley Grobler

Miller Ackermann and Bronstein Attorneys - Mr. Bronstein

Now Media Group

Board of Airline Representatives South Africa - June Crawford

Glass Slipper Communications - Louise Churches

The Hunter Group - Shereen Hunter

VAULT Marketing - Justine Wilkins

IT Evolution

The Indigo Group

Airports Company South Africa (ACSA)

The Top 10 Performers were named as follows (January to December 2016 total Flown Revenue by Customer):

- 10 - XL Travel
- 9 - Tourvest
- 8 - Bid Travel
- 7 - Club Med
- 6 - Club Travel
- 5 - Cullinan Outbound Tourism
- 4 - World Leisure Holidays
- 3 - Flight Centre Travel Group
- 2 - The Holiday Factory
- 1 - Beachcomber Tours

CEO Award

Further to receiving top honours as the number one performer, Terry Munro, managing director of Beachcomber Tours, also humbly accepted the CEO Award. First introduced and presented to Munro in 2012, this year signals a fifth consecutive year that he has been recognised for his leadership qualities, complete business support of all Air Mauritius commercial interventions, as well as for his generosity of heart (and pocket) to a number of corporate social responsibility initiatives, as driven under the national carrier's banner.

Heralding in a Golden Age

Air Mauritius is set to celebrate its 50th Anniversary this year, 2017. The enterprise, first incorporated on 14 June 1967, today carries 1.4 million passengers and more than 31,000 tonnes of cargo annually. Being a global carrier, Air Mauritius boasts an effective footprint in Australia, Malaysia, Singapore, London, Paris, India, China, Reunion, Kenya, Madagascar, Tanzania, Mozambique, Amsterdam, and more.

In da Silva's closing message to her travel trade colleagues and key industry stakeholders, she shared the following inspirational message: "I believe that imagination is stronger than knowledge; dreams are more powerful than facts and that hope always triumphs over experience. The obstacles we faced in 2016, and indeed since our inception 50 years ago, will become the gateways and successful flight paths, that will lead to new beginnings in 2017."

In terms of the next year's annual awards; it would be difficult to raise the elevated benchmark set for 2016.

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