



Quel avenir pour le tourisme de croisières dans les Iles Vanille et aux Comores ?

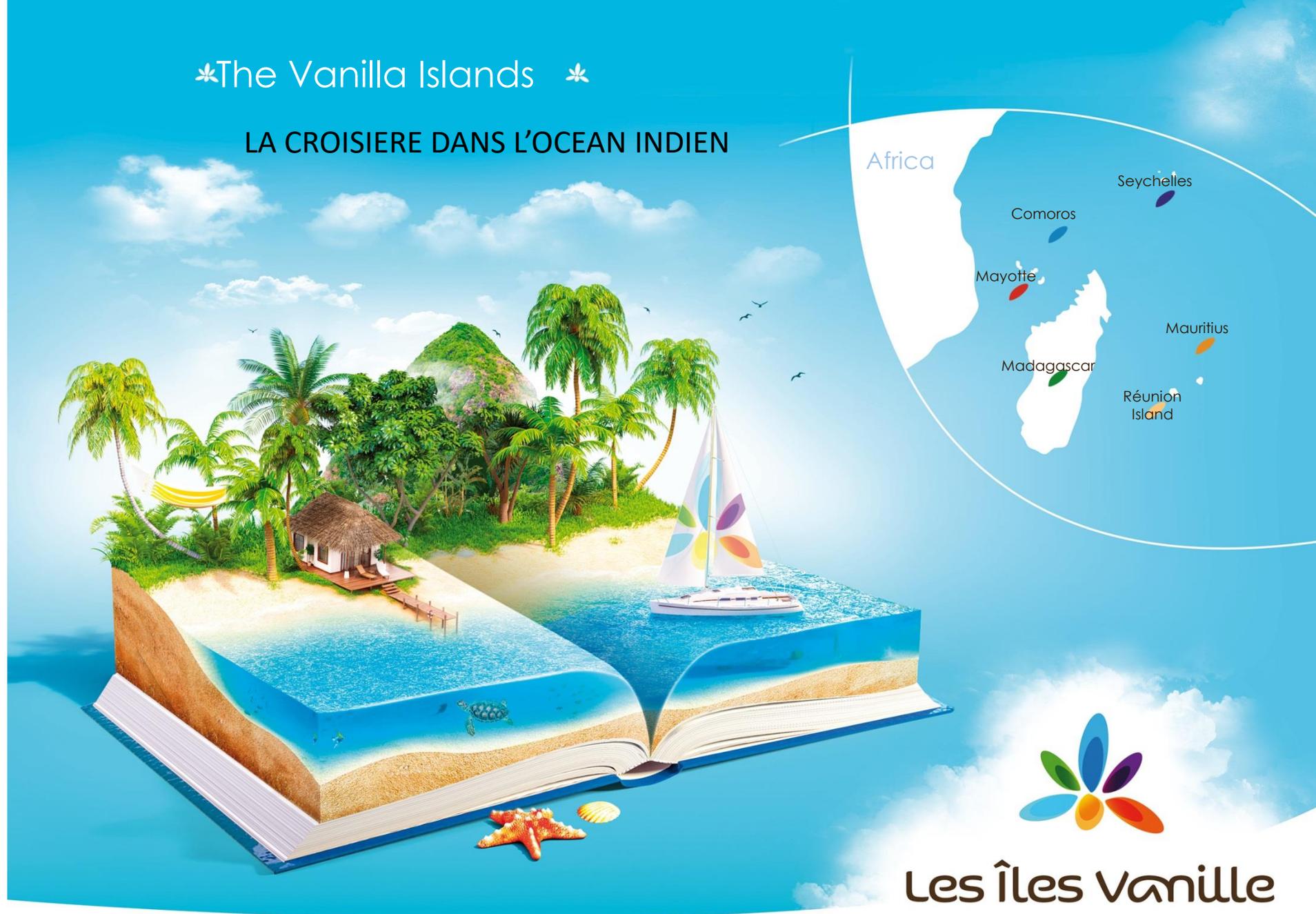
Pascal VIROLEAU,
Directeur du Comité des Iles Vanille



L'avenir des croisières dans les Iles Vanille ?
Quelles retombées pour les Comores ?

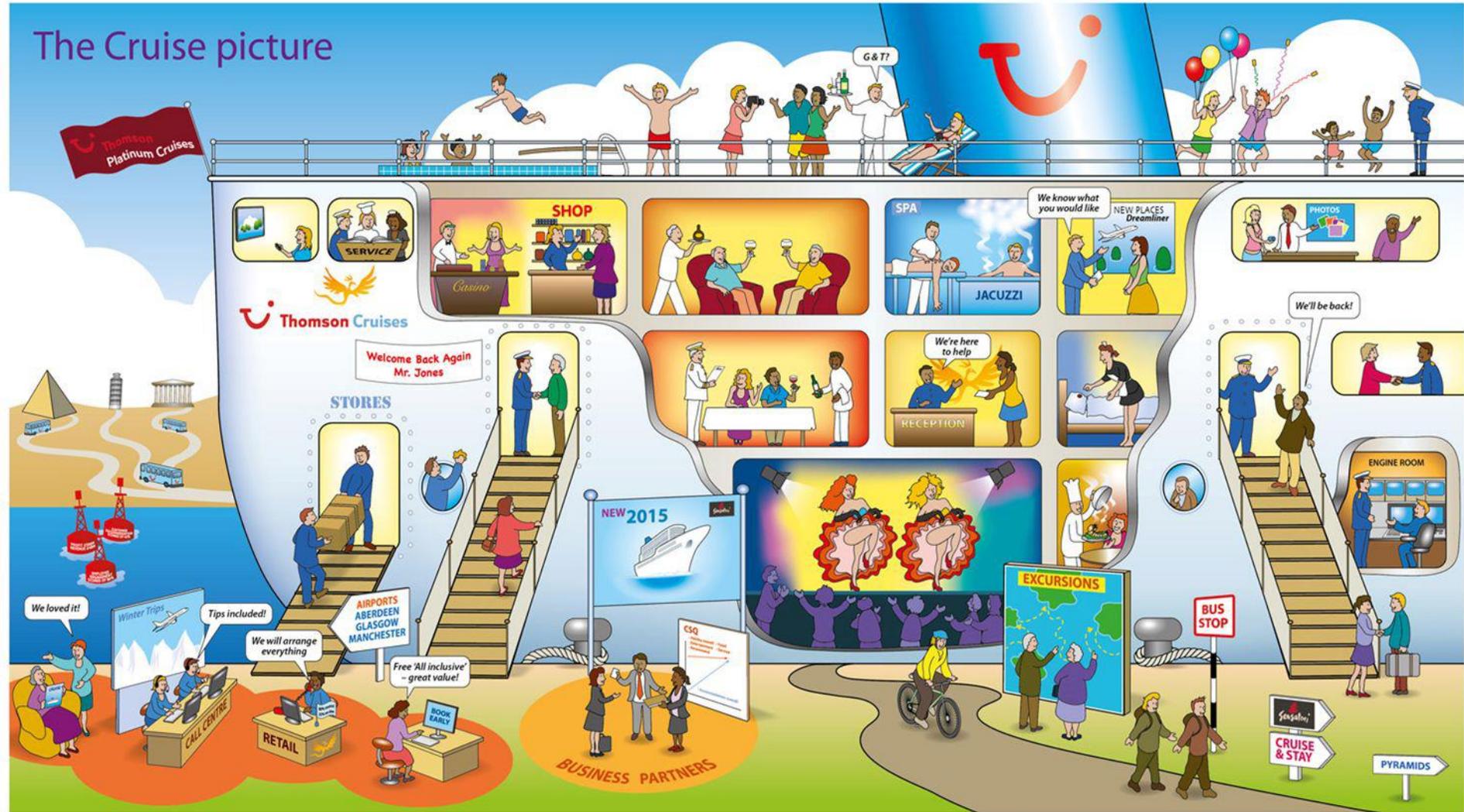
*The Vanilla Islands *

LA CROISIERE DANS L'OCEAN INDIEN



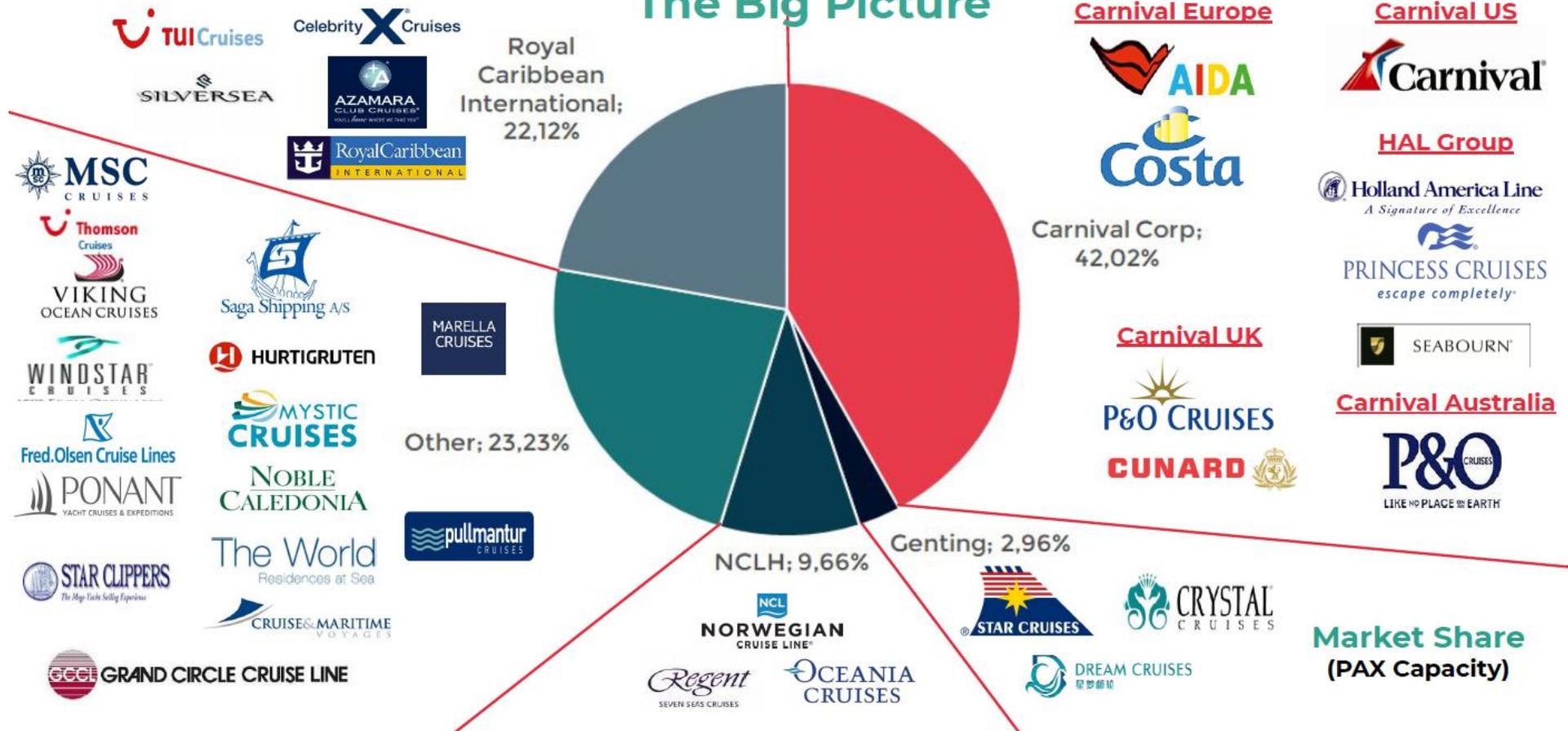
Les Îles Vanille
OCEAN INDIEN

The Cruise picture

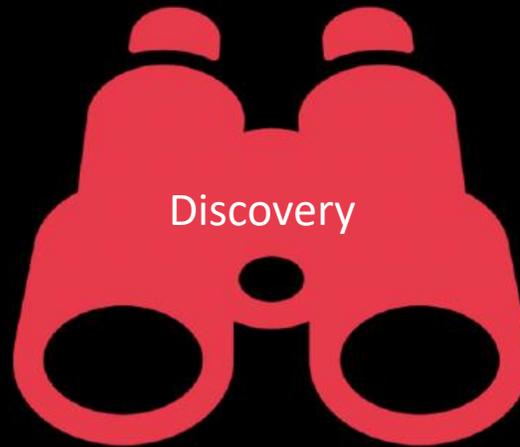


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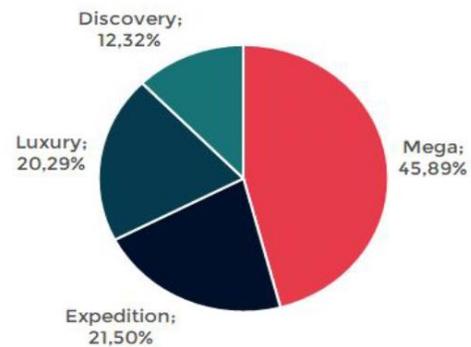
The Big Picture



Cruise Operating Sectors



Sector Market Share by Vessels



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Quelques chiffres

Arrivées Océan Indien						
2014	2015	2016	2017	2018	2019	2020
14094	29059	34533	43276	49342	67 724	38 397
	106%	19%	25%	14%	37%	-43%

Dépenses directes (70 euros pour 65% des passagers)



Les Îles Vanille
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PRINCIPES

- **Sustainability:** Destination, Ship and Passenger capacity and responsibility management.
- **Attractions:** Focus marketing efforts on the 5 pillars of attraction (see below) with priority to “Nature & Culture”.
- **Premium:** Attention to “Quality over Quantity” to ensure a premium experience and ensure a lasting legacy.
- **Sectors:** Place appeal priority to Luxury and Expedition over Mega (volume - mass production).
- **QHSSE:** Manage and mitigate the risks of Quality, Health, Safety, Security and Environmental factors.





enjoy the
Vanilla
side of
life...



Thank you!



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