

News Release

Air Mauritius Launches New Website



Pictured above is the Hon Xavier Luc Duval “clicking” on the link to the new website in the presence of the Chairman and the CEO.

Air Mauritius officially launched its new website today in the presence of the Honourable Deputy Prime Minister, Minister of Tourism Leisure and External Communications Xavier-Luc Duval, trade partners and the media. The airline’s website was developed in 1997 as an informative site and has evolved over the years to become a transactional one.

The new version contains an upgraded booking engine with added functionalities. The look and feel is a reflection of the airline’s new positioning as ‘Your Preferred Leisure Airline’. It is now easier to visit, book and pay online in a Mauritian ‘ambiance’ as backdrop.

“In today’s technology-savvy market place, a website is an essential tool to market an airline’s product and services as well as projecting the brand. The airline industry is extremely competitive and it is evident that we continually need to review the way we conduct our business for survival. Moving to an e-business platform is more cost efficient and more convenient for our customers. We are confident that our new website will allow us to make a breakthrough in the marketing of our services to the benefit of our customers” says Manoj R K Ujoodha, CEO of Air Mauritius.

Air Mauritius is the national carrier of the Republic of Mauritius in the Indian Ocean. Created in 1967, it currently operates a fleet of five Airbus A340-300, two A340-300E, two A319 and two ATR 72’s. Air Mauritius presently flies to twenty six destinations in Europe, Asia, Australia and Africa.