



## **Mauritius Tourism Promotion Authority announces winner of luxury trip for two following 40,000 entries into competition**

**7 October 2021**

(Port Louis): The Mauritius Tourism Promotion Authority (MTPA) has today announced the winner of its flash social media campaign, '#TakeMeToMauritiusNow', offering a luxury trip for two for seven nights to the Indian Ocean island paradise.

Juliëtte Ronteltap, from Amsterdam in the Netherlands, is the lucky recipient of the prize, having been the successful one of 40,000 social media users to enter the competition draw, which was launched on World Tourism Day on 27th September.

The social media competition, which was open to entrants on a global scale, saw an extraordinary number of entries throughout, reaching over 1,025,901 worldwide throughout the competition, including a total of over 110,000 interactions, and 71,000 comments as social media users tagged and shared with their friends over the course of four days until 30th September. Entries were submitted from all over the world, with the majority coming from the UK, France and Germany.

The draw for the winner of the competition took place on the same day Mauritius opened its borders to fully vaccinated international travellers.

Juliëtte will be able to enjoy quarantine-free travel to Mauritius to enjoy the island's luxury resort hotels, miles of pristine coastline, white sandy beaches, and nature trails as well as world-leading historical, cultural and culinary attractions.

Juliëtte said: "At first I couldn't believe it was real. My friend Carmen entered me after seeing the competition on the Mauritius Tourism Instagram page and I was so excited to hear I actually won! Of course I am taking her with me to this beautiful country."

"I have heard great things about Mauritius and I am really grateful for the opportunity to travel to the island. After 18 months of restricted travel, now is the perfect time to get away."

Arvind Bundhun, Director of MTPA, said: "We launched the #TakeMeToMauritiusNow campaign on World Tourism Day to offer social media users everywhere the opportunity to win a prize to come and experience everything our country has to offer."

"We are delighted with the sheer number of entries and engagement with the competition, which exceeded expectations and highlighted the enthusiasm travellers have for Mauritius, but also tourism on a wider scale. Seeing over 110,000 Instagram and Facebook users share and comment on our posts emphasises why Mauritius is an idyllic luxury destination for so many."

"We can't wait to welcome Juliëtte to the island and help coordinate a tailored holiday to suit her and her travelling companion's needs and desires and showcase what Mauritian life is truly about."

The social media competition invited users to like and comment on posts on the MTPA official Facebook and Instagram pages, which would guarantee them a place in the prize draw.

Mauritius' double vaccination rate of 85% is one of the highest in the world – and is the highest across Africa – meaning Juliette will be entering a Covid-safe and secure environment as the winner of the unique prize. With borders now fully open, vaccinated travellers can enjoy and roam the island as they please, with the only requirement being the presentation of a negative PCR test from 72 hours prior to departure and to take a lateral flow test on day of arrival and day five of their stay.

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