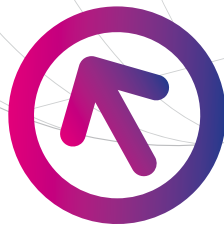


# Tourism

EDITION **2015-2016**



## *invest in* **REUNION**



This document is co-financed by the European Union.  
Europe is committed in Reunion through the ERDF - European Regional Development Fund



# 5

## good reasons to choose Reunion Island

### 1

#### EUROPE IN THE HEART OF THE INDIAN OCEAN

- # The only French and European region in the southern hemisphere (Outermost Region)
- # An ideal position for the development of your business towards Asia, the Middle East, Africa and Europe
- # A domestic market of more than **845,000 habitants** ► 1 million inhabitants forecast for 2030
- # The wealthiest region in the Indian Ocean ► GDP per capita : 20 250 € (2014)

### 3

#### EXTREMELY ATTRACTIVE INVESTMENT CONDITIONS

Investing in Reunion means benefitting not only from the funding schemes aimed at supporting economic activity in Europe and France, but also a range of specific regional measures.

**Up to 3 million euros in investment grants!**

### 5

#### A REGION OF EXCELLENCE IN TERMS OF TRAINING...

- # A European university  
12,000 students every year, and 140 different qualifications
- # Engineering courses  
Technology, agri-food, construction, sustainable development, digital, etc.
- # Specialized training structures  
Management, arts, hospitality, catering, image, etc.
- # A full network of learning centres  
Electronic, construction, automobile, etc.
- # A young and dynamic population, with 40% under 25 years old

### 2

#### QUALITY INFRASTRUCTURES AND EXCELLENT CONNECTIONS WITH THE REST OF THE WORLD

The island has a modern and efficient infrastructure at the European level, leading the area in terms of facilities:

- # An efficient road network: more than 1,200 km of national highways and departmental roads
- # 2 international airports providing the island with constant gateways to the rest of the world (2 million passengers in 2012)
- # An international deepwater port ► 4th largest of all French ports (by volume of containers handled)
- # Broadband coverage across the territory: 3G+ network, international connections by submarine cables

### 4

#### A STABLE, SECURE AND MODERN BUSINESS ENVIRONMENT

- # Application of French and European standards at every level
- # Political and legal stability: French legal institutions
- # Modern health infrastructure with the most efficient public equipment in the zone
- # Guarantee of monetary stability: as part of the Eurozone

#### .... AND RESEARCH

- An exceptional capacity for research and innovation specific to a tropical island environment : renewable energies, environmental technologies, digital, health, etc.
- # 40 public and private research laboratories
  - # The only competitive cluster of the French overseas departments, **Qualitropic**: innovation and natural tropical resources
  - # One of the 10 French cyclotrons, **CYROI**: biomedical technology platform
  - # A base for satellite remote sensing
  - # An atmosphere observation station

Setting up in Reunion also means taking advantage of an outstanding living environment, in a World Heritage site recognized by UNESCO.

A pleasant tropical climate, one of the few active volcanoes in the world, unique protected landscapes in the heart of one of the 11 French national parks, and a warm and welcoming population whose ethnic diversity is also their strength...

# One of the world's unique tourist destinations



## REUNION ISLAND

**"THE ISLAND WITH A THOUSAND FACES... AND A THOUSAND LANDSCAPES"**

- # An island classified as a Unesco world heritage site, for its "Peaks, Cirques and Ramparts"
- # One of the world's hotspots for biodiversity, with a national park (105,400 ha) and a marine protected area (35 km<sup>2</sup>)
- # An active volcano with easy access
- # More than 1,000 km of clearly-indicated footpaths
- # 40 km of beaches, lagoons and coral reefs

Key figures  
for **2014**

→ **405,700**  
tourists

→ **€292 M**  
total spending

→ **17 days**  
of average stay  
on the island

Sources : IRT / Insee

## REUNION ISLAND

**"A WINDOW TO THE WORLD"**

### Discovering the Vanilla Islands

The Mascarene Islands now host over 1.5 million tourists every year. With a common identity and complimentary tourist attractions, Mauritius, Seychelles, Madagascar and Reunion are committed to working together to strengthen a promising and varied market for tourism, based around the **"Vanilla Islands"** concept.

### Main flight connections from the Reunion / Mauritius hub

- # **Europe:** France, England, Italy, Switzerland, Germany
- # **Asia-Pacific:** Thailand, New Caledonia, Australia, China, India, Malaysia, Singapore
- # **Indian Ocean:** South Africa, Mauritius, Seychelles, Madagascar, Fort-Dauphin, Suarez, Mayotte, Comoros, United Arab Emirates

Source : IRT-Reunion Island Tourism Board

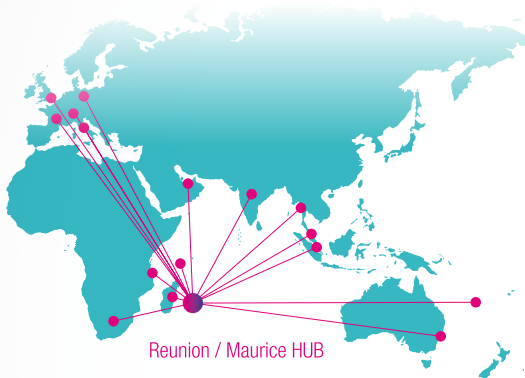
### ACCOMODATION ON OFFER

The large majority of the island's hotels are located on the western and southern coasts of the island.

In 2014, there were :

- # **54 classified hotels** respecting French norms, with 2 hotels classified 5\* et 30 hotel classified 3\* and 4\*
- # **340 rural and mountain gites, guest house rooms, B&B and furnished tourism apartments**
- # **15 778 beds on the whole territory**

(Sources : IRT / Insee\*)



Reunion / Maurice HUB

### THE "VILLAGES CRÉOLES" LABEL

The 'Villages Créoles' network represents more than 100 service providers for accommodation, catering and leisure activities through 16 villages.

They bring their traditions and their Creole heritage to life and preserve their culture. Through their 15 complementary themes, they offer an original opportunity for exploration and discovery. The Regional Council of Reunion Island also supports projects developed under of certifications such as "Gîtes de France" or "Welcome to the Farm".

[www.villagescreoles.re](http://www.villagescreoles.re)

### A VARIED CHOICE OF LEISURE ACTIVITIES

Reunion's natural heritage, its diversity and cultural dynamism make it a territory where one can experience every sensation. These different strengths have enabled a varied range of leisure activities to develop: visits, sports, relaxing, etc.

- # **Water sports:** surfing, windsurfing, jet-skiing, scuba diving, big game fishing...
- # **Mountain sports:** trekking, canyoning, climbing, mountain-biking, bungee-jumping, paragliding, hang-gliding...
- # **Classic activities:** golf, tennis, squash, swimming...
- # **Numerous museums and theatres, cinemas, nightclubs and casinos**
- # **International events:** *lthe Sakifo Music Festival, the 'Diagonale des fous' (the Grand Raid Extreme Mountain Trail), the Manapany Surf Festival...*

**"An investment in tourism in Reunion is like to open window to a mosaic of the Indian Ocean's natural and cultural charms, it is to invest in a high-growth market."**



\*\*\* Main classified hotels

✈ Airports

✈ Heliports

🏠 "Villages créoles"

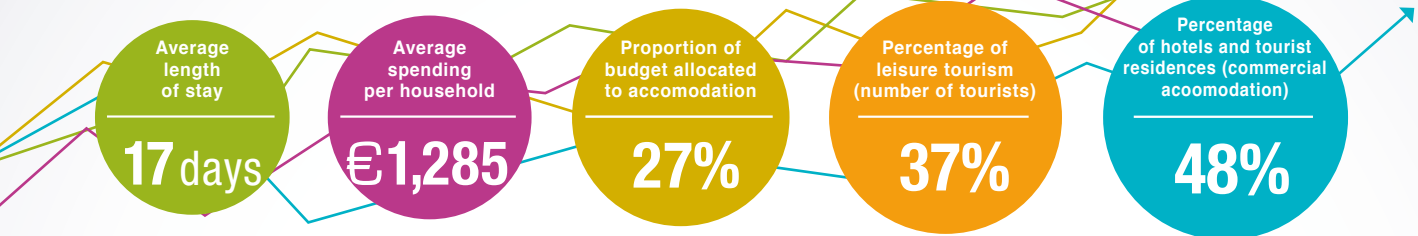
● Main areas for tourism accommodation

\*French national Institute for statistics and economic studies

# Reunion Island, an island of opportunities

## TOURISM

### A MARKET WITH CONSTANT GROWTH



Figures from the first half of 2014. (Sources: IRT / Insee)

### PROMISING NICHES

Its many advantages make it possible to focus on different niche markets, where high quality and authenticity are key factors.

#### Business Tourism

With strong economic growth, a young, qualified and tech-savvy population, a university, a cutting edge school for engineering and research, innovative achievements (the Tamarin Road, the water transfer project, high-quality broadband network...), a lush natural environment, stunning sceneries and an active volcano, Reunion is a setting which will encourage the very best performances every single day.

#### Developing cruise tourism

Reunion Island's capacity to host cruise passengers is developing along with the growth of the market in the Indian Ocean Basin. In this context, opportunities in terms of tourist service offerings and specific host discovery will gradually emerging. In 2014, 88 cruise ships stopped at Reunion Island.

### QUALIFIED HUMAN RESOURCES

The Reunion has qualified human resources formed by high-level structures in the field of tourism:

- # The Professional Hotel and Catering High School
- # The Reunion Island Training Centre for Tourism, Hospitality and Catering (Centhor)
- # The Institute for Company Administration (IAE)

These structures deliver diplomas in the following areas:

Catering, wine tasting, hospitality, accommodation, languages, computing, health and safety, knowledge of Reunion, management, etc.

### POTENTIAL TO FULFILL (ACHIEVE)

- # The development of upscale resorts
- # The creation of international business centres for businessmen or scientists
- # The development of accommodation, leisure services, specific ecotourism circuits, well-being and cultural visits

## Your contacts in Reunion Island



The Regional Council of Reunion Island provides extra support to the tourism sector:

- # direct and local promotional campaigns
- # investment support for tourism businesses
- # regional cooperation strategy via the "Vanilla Islands" concept

[www.regionreunion.com](http://www.regionreunion.com)



The IRT (Reunion Island Tourism Board) is actively involved in promoting the island locally, nationally and internationally, in showcasing all the tourism professionals, and in helping to increase the number of tourists coming to Reunion. It also manages the Regional Observatory for Tourism (ORT).

[www.reunion.fr](http://www.reunion.fr)



The Reunionese Tourism Federation (FRT) The main task of the FRT, a non-profit-making charity (Law 1901), is to coordinate and facilitate the network of Reunion Island's tourist offices.

[www.reunion.fr](http://www.reunion.fr)



The Tourism Club of Reunion Island is a non-profit-making charity (Law 1901) founded in 2010, aiming to promote the development of the tourism industry. It brings together professionals from all sectors of the industry (hospitality, restaurants, leisure activities, air and road transport, travel agencies, etc.).

[www.clubtourisme.re](http://www.clubtourisme.re)

# attractive FUNDING SCHEMES

## LODEOM<sup>(1)</sup>

up to **100%**  
exemption

- Employer's social contributions (2)
- Corporate income taxes
- Contributions on company property
- Taxes and duties in ZRUs (3) & ZFUs (4)

TAX EXEMPTION for productive investment programs from **50%** tax reduction depending on the type of investment (5)

An advantageous  
**VAT**  
regime

Rate of **8,5%** compared to **20%** in continental France  
Application of uncollected recoverable VAT (6)

Regional  
**GRANTS**

up to **60%** of aids for freight between Reunion and the EU

up to **50%** of aids for the development and strengthening of industrial sectors

REGIONAL EMPLOYMENT BONUS (PRE)

up to **€15,000** per new job created

up to **€500,000** per project

Specific aids \*

## TOURISM

\* The investment program will have to be at least 10,000 € (eligible costs without VAT)

\* Specifics aids about rural areas can be found in the Investor's Guide NEXA, for download on [www.investinreunion.re](http://www.investinreunion.re)

Tourism is one of the priority sectors accompanied by the Regional Council of Reunion. Through this scheme, companies in this sector can benefit from attractive measures to support investment.

## Investment funding for company creation

# Classified accommodation	up to <b>€40 K</b> (€60 K for the zone called 'Les Hauts')	<b>Ceiling : €3,5 M</b>
# Labeled restaurants	up to <b>60%</b>	<b>Ceiling : €100 K</b>
# Touristic leisures	up to <b>60%</b>	<b>Ceiling : €1 M</b>

## Investment funding for company development

# Classified accommodation (renovation, diversification, bringing up to standards, hotel investments, extension)	From <b>30%</b> to <b>60%</b> (up to €20 K for the zone called 'Les Hauts')	<b>Ceiling : €1,5 M</b>
# Labeled restaurants (modernization, bringing up to standards, extension)	From <b>30%</b> to <b>60%</b>	<b>Ceiling : €1 M</b>
# Touristic leisures (modernization, bringing up to standards, extension)	From <b>30%</b> to <b>60%</b>	<b>Ceiling : €1 M</b>

(1) Law for economic development of the French overseas

(2) 100% exemption of up to 1.6 times the SMIC (minimum wage) with gradual degressivity if less than 4.5 times the SMIC

(3) Urban Renewal Zones (4) Urban Tax-Free Zones

(5) 50% exemption on the amount of new productive investments / 70% for the renovation and rehabilitation of classified hotels, tourist residences and holiday villages / 60% for investment in the production of renewable energies

(6) Special system allowing businesses to recuperate the VAT on certain inputs exempted from the VAT

# NEXA Regional Agency for Development, Investment and Innovation

## VISION

As an accelerator of projects in Reunion Island, NEXA's role is to support the island's economic development and increase its attractiveness.

NEXA's work aims to strengthen the Reunionese economy's competitiveness and sustainability across key strategic sectors which are part of regional strategy:



Agri-food



Digital



Renewable Energy & Environment



Tourism

## INTERCONNECTED PROFESSIONS

To carry out its missions, NEXA relies on interconnected professions focused on prospective, promotion of networks, business monitoring, project engineering, implementation of promotional campaigns, and contribution to the structuring of new sectors.



# Reunion Island, your future !

## You have a project? Contact us...

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