

Johary RAJOSEFA
Ministry of Tourism
June 8th, 2023

**INVEST IN
TOURISM**

CHOOSE MADAGASCAR

A DREAM DESTINATION, A GROWING MARKET AND REAL OPPORTUNITIES

Dream destination



Madagascar at a glance



4th largest island in the world



Approx. **5,000** km of coastline



591,896 sqkm



GMT+3



28.2 million inhabitants
Median age: **22.4 years**



Malagasy, Français



Ariary (MGA)



Hot and humid summer: november-april
Cool and dry winter: may-october



Antananarivo

5 major tourist areas

- Archipelagos with jewel islands for tourism
- Thriving marine biodiversity for diving
 - Nautical sports and activities
- National parks full of natural wonders
 - Breathtaking landscapes
- Warm and pleasant tropical climate
- Endless virgin beach
- Dry forest with endemic species of animals and plants, including unique baobabs in the world
- Warm and pleasant tropical climate
 - Unique exotic landscapes
- UNESCO world heritage national park
- Second largest coral reef in the world
 - Golden beach with dunes
- Endemic xerophyte plants and endemic fauna
- Semi-desert grassland savannah
 - Dry spiny forest
- Unique landscape national parks
- Nautical sports and activities

North



West



South

East



Center



- Evergreen rainforests with abundant exotic species of fauna and flora
- Wildlife discovery
- River and sea cruise
- Whales watching
- Lagoons with turquoise waters
- Golf
- UNESCO world cultural heritage
- Rural tourism
- MICE
- Golf
- Trekking, mountain, climbing, canoeing
- Volcanoes and lakes
- Spa destinations

Latest international awards



- **World's Leading Beach Resort 2022** (Andilana Beach Resort)
- **Indian Ocean's Leading Beach Resort 2022** (Andilana Beach Resort)
- **Madagascar's Leading Resort 2022** (Andilana Beach Resort)
- **Indian Ocean's Leading Green Destination 2022** (Madagascar National Tourism Board)
- **Madagascar's Leading Car Rental Company 2022** (Hertz Madagascar)
- **Madagascar's Leading Destination Management Company 2022** (Cactus Tours Madagascar)
- **Madagascar's Leading Tour Operator 2022** (Cactus Tours Madagascar)
- **Madagascar's Leading Hotel 2022** (Anjanjavy Le lodge)

**Safe
travels**

by



Madagascar joins the list of international destinations that have obtained the "**Safe Travels Stamp**" in September 2021

Current air connectivity



Long haul network

Europe

- Paris/France
- Milano/Italy
- Roma/Italy
- Istanbul/Turkey

Regional network

Africa

- Addis Ababa/Ethiopia
- Nairobi/Kenya
- Johannesburg/South Africa

Indian Ocean

- Saint Denis/La Réunion
- Dzaoudzi/Mayotte
- Plaisance/Mauritius



Growing market





Objectives



Best year ever for tourism with
383,717 non-resident arrivals



Reaching **1 000 000** tourists



Doubling the 2019
level



Getting closer to
the 2019 level



Strategy



Strengthening traditional markets

Opening up to new markets (East and South Africa, Eastern Europe, Asia and India, etc.)



37,000 additional **weekly seats**

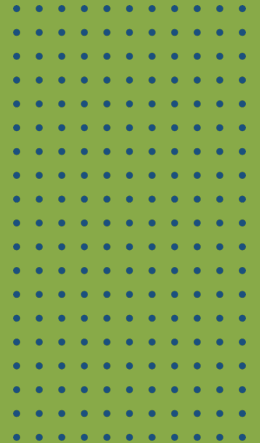
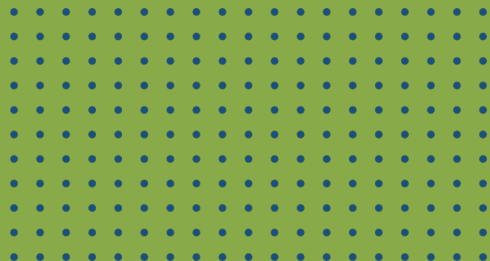
107 additional **weekly frequencies**

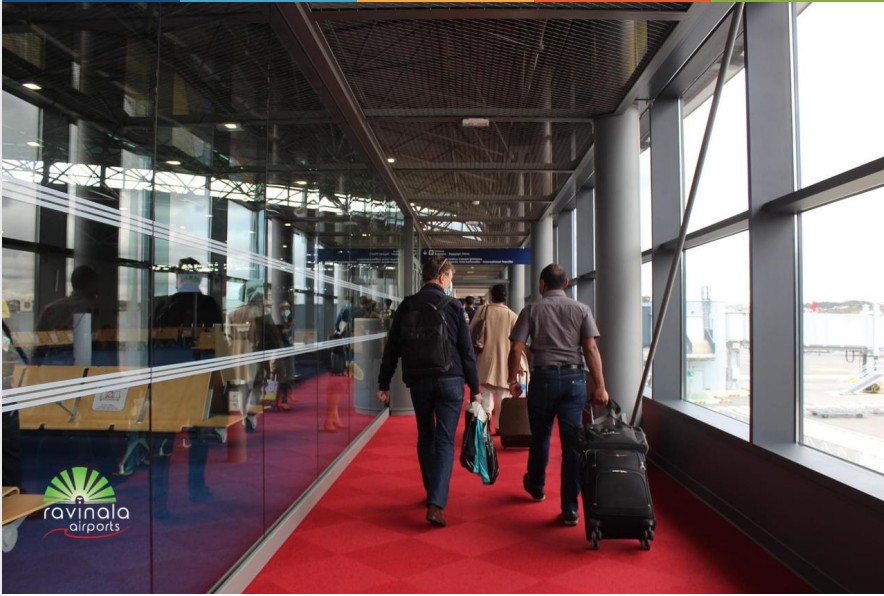


Diversification of tourism offerings beyond nature through the development of **niche products** (high-end, club hotels, beach resorts, MICE, ecotourism, sports, etc.)

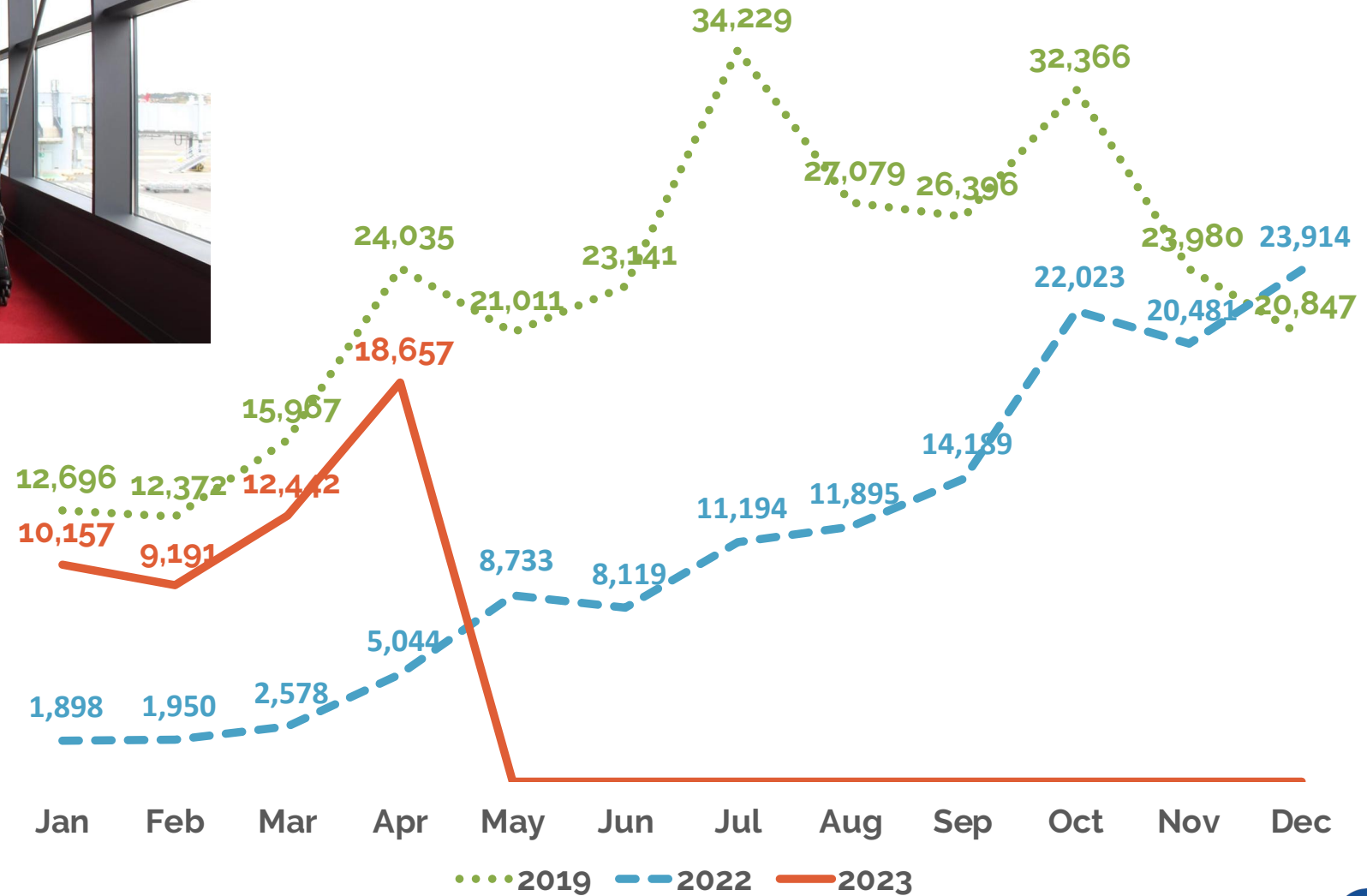


Expansion of the accommodation offer and creation of **28,000** new rooms





International arrivals



Real opportunities



X Hotels & Restaurants

Ehoala Park | Ehoala, Taolagnaro

Description

Dedicated to the development of tourism infrastructures within the Ehoala Park, this developed and serviced zone is ready to host seaside projects benefiting from a lovely 2 km long sandy beach nestled in the bay of Ambinanibe and not far from the lake of the same name

Proposed project

- Hotel Club
- Beach Resort

Accessibility

- By road in the center of Taolagnaro
- By boat directly on site or via Ehoala Port
- By plane (international airport just a few minutes away)

Partnership sought

- Investment
- Tourism infrastructures operation

Touristic attractions

- Andohahela National Park
- Berenty and Nahampoana reserves
- Mandena conservation area
- Domaine de la Cascade
- Andranara reserve
- Ambinanibe lake
- Lokaro Bay
- Pic Saint Louis
- Camp Flacourt Museum
- Humpback whale safari
- Water sports (surfing, windsurfing, kitesurfing, etc.)



12.6 ha



Nosy Lava | Morombe

Description

Small sparsely populated paradise island lost in the Mozambique Channel with a dry forest, a 17 m high lighthouse and a nice 1.5 km long beach

Proposed project

- Upscale hotel
- Robinson Crusoe island hotel

Accessibility

- By plane (Morombe airfield)
- By boat (30 min from Morombe)

Partnership sought

- Investment
- Tourism infrastructures operation

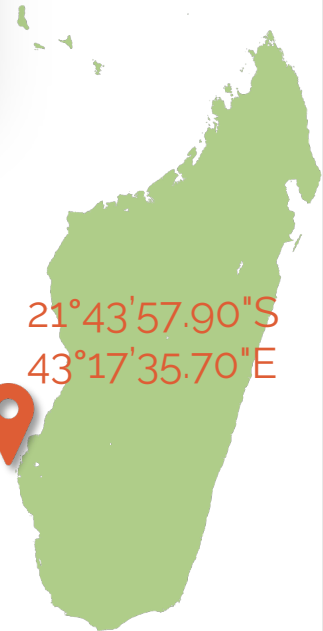
Touristic attractions

- Baobab avenue
- Antsokay arboretum
- Isalo national park
- Kirindy Mitea national park
- Reniala reserve
- Isalo window
- Zombitse-Vohibasia national park



29.7 ha

21°43'57.90"S
43°17'35.70"E



Andafirôï Lodge | Amparilava, Mitsinjo

Description

Located on a peninsula and nestled in a primary forest, this charming site is already home to an ecolodge bordered by a sandy beach

Proposed project

Ecolodge

Accessibility

By boat (20 min from the city of Majunga)

Partnership sought

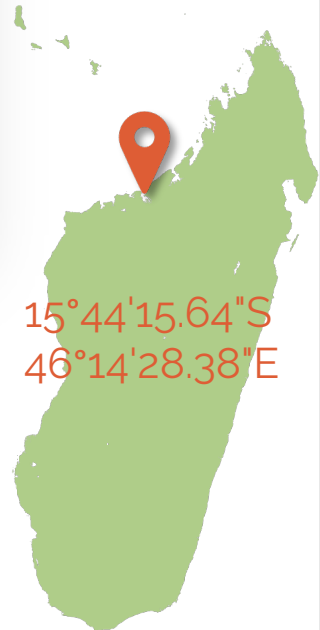
Investment

Touristic attractions

- Anjohibe cave
- Betsiboka river
- Katsepy lighthouse and blue circus
- Sacred lake
- Antsanitia beach
- Namoroka Tsingy
- Protected area of Antrema
- Sankoany celestine mines
- Boeny Aranta village
- Ankarafantsika national park



1.4 ha



15°44'15.64"S
46°14'28.38"E



Description

Located on a paradise island in the middle of an archipelago bathed in a natural aquarium of coral reefs in northern Madagascar, this site is nestled in a primary forest and borders a white sand beach protected from the 2 prevailing winds (Varatraza and Talio) with crystal-clear water

Proposed project

- Hotel Club
- High end ecolodge

Accessibility

- By boat (approx. 30 nautical miles from Nosy Be)
- By seaplane (15 min from Nosy Be)

Partnership sought

- Investment
- Tourism infrastructures operation

Touristic attractions

- Scuba diving
- Mountain climbing
- Sport fishing
- Birdwatching, Ornithology
- Ecotourism
- Red Tsingy
- Ankarana special reserve
- Iranja island
- Lemuria land
- Whale safari



30.8 ha



Begavo village | Manambato, Brickaville

Description

The village of Begavo is of rare splendor, with a breathtaking view over Lake Rasoabe and an extensive beach of white sand. It's a prime tourist destination in Madagascar's Atsinanana region

Proposed project

- Ecolodge
- Marina
- Water activities

Accessibility

- By road
- By boat (Canal des Pangalanes)

Partnership sought

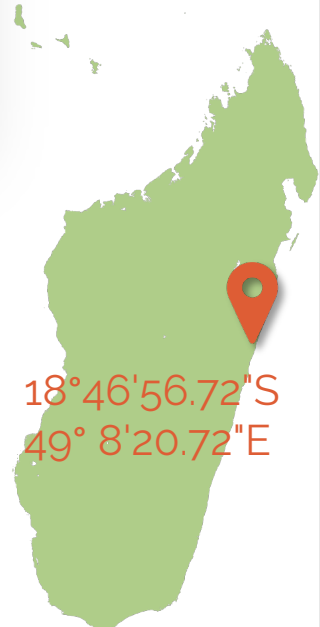
- Investment
- Tourism infrastructures operation

Touristic attractions

- Rich and magnificent forest reserve
- Mountain of love
- Superb view of Lake Rasoabe
- Extensive white sand beach
- River cruise along the Pangalanes Canal
- Akanin'ny Nofy



72 ha



18°46'56.72\"/>

Harena II, Jeremie III & IV

| La Digue, Mahajanga II

Description

Flat land set in a tropical garden on the edge of the Indian Ocean in one of Majunga's best seaside destinations, with a long white sandy beach and crystal-clear water facing west to watch the sun set

Proposed project

- Hotel Club
- Beach Resort

Accessibility

- By road
- By boat

Partnership sought

- Investment
- Tourism infrastructures operation

Touristic attractions

- Antsanitia beach
- Red circus
- Anjohibe cave
- Ankarafantsika national park
- Sacred lake
- Katsepy lighthouse and blue circus
- Betsiboka river



30 ha



15°33'19.31"S
46°26'10.74"E

Hart & Mia I | Katsepy, Mitsinjo

Description

Atypical tourist island combining beach, nature and lake with a very high level of sunshine

Proposed project

- High-end ecolodge
- Water activities

Accessibility

By boat (20 min from the city of Majunga)

Partnership sought

- Investment
- Tourism infrastructures operation

Touristic attractions

- Anjohibe cave
- Betsiboka river
- Katsepy lighthouse and blue circus
- Sacred lake
- Antsanitia beach
- Namoroka Tsingy
- Protected area of Antrema
- Sankoany celestine mines
- Boeny Aranta village
- Ankarafantsika national park



1.8 ha



Hart & Mia II & III | La Digue, Mahajanga II

Description

As well as being wide, flat, secluded, peaceful and with a 250 m white sandy beach, the site has a number of great assets: the existence of the most important caving sites in the area, with fascinating stories to tell

Proposed project

- Eco-resort
- Marina
- Attraction and amusement parks

Accessibility

- By road
- By boat

Partnership sought

- Investment
- Tourism infrastructures operation

Touristic attractions

- Antsanitia beach
- Red circus
- Anjohibe cave
- Ankarafantsika national park
- Sacred lake
- Katsepy lighthouse and blue circus
- Betsiboka river



40.5 ha



Isabella & Isabelle | Evatraha, Taolagnaro

Description

Unique property in a spectacular tropical location, on the seafront between the Indian Ocean to the east and a peaceful lake to the west

Proposed project

High-end ecolodges

Accessibility

- By road (national road and coastal trail)
- By boat across river and lakes
- By plane (from the international airport of Taolagnaro)

Partnership sought

Investment

Touristic attractions

- Andohahela National Park
- Berenty and Nahampoana reserves
- Mandena conservation area
- Domaine de la Cascade
- Andranara reserve
- Ambinanibe lake
- Lokaro Bay
- Pic Saint Louis
- Camp Flacourt Museum
- Humpback whale safari
- Water sports (surfing, windsurfing, kitesurfing, etc.)



47.6 ha



Le Lagon Bleu | Mahambo, Fénérive-Est

Description

A charming hotel nestled in lush vegetation on the shores of the Indian Ocean, where you can enjoy a leisurely swim in the lagoon's natural pool

Proposed project

- Extension or improvement of existing hotel
- Marina
- Water activities

Accessibility

- By road (2 h by car from Toamasina)
- By boat (20 min from embarkation port to Sainte Marie)

Partnership sought

Buyer

Touristic attractions

- Sainte Marie island
- Île aux Nattes
- Whale safari
- Surfing
- Ivoloïna parc
- Manda Fort of Foulpointe



Makomba I & II | Evatraha, Taolagnaro

Description

Unique property on the edge of the Indian Ocean with 2 practically private beaches protected in small bays and set in a spectacular location

Proposed project

- High-end ecolodge
- Heliport

Accessibility

- By boat across river and lakes
- By plane (from the international airport of Taolagnaro)

Partnership sought

Investment

Touristic attractions

- Andohahela National Park
- Berenty and Nahampoana reserves
- Mandena conservation area
- Domaine de la Cascade
- Andranara reserve
- Ambinanibe lake
- Lokaro Bay
- Pic Saint Louis
- Camp Flacourt Museum
- Humpback whale safari
- Water sports (surfing, windsurfing, kitesurfing, etc.)



23.2 ha



Manambina | Marofarihy, Toamasina II

Description

A lovely site with lush vegetation typical of the humid east coast, an inland lake and a large, flat, open area overlooking the Indian Ocean with a long white sandy beach

Proposed project

- Hotel Club
- Beach Resort

Accessibility

- By road (2 h by car from Toamasina)
- By boat

Partnership sought

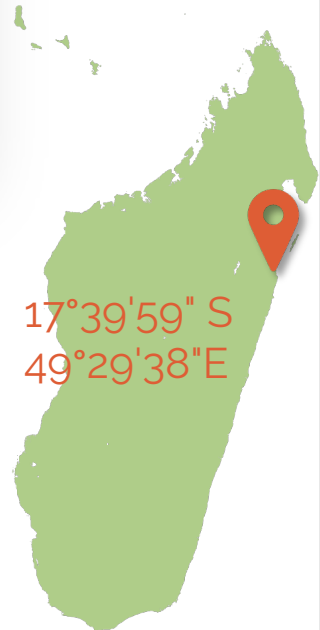
Buyer

Touristic attractions

- Sainte Marie island
- Île aux Nattes
- Whale safari
- Surfing
- Ivoloina parc
- Manda Fort of Foulpointe



34 ha



17°39'59" S
49°29'38" E

Nosy Arenas | Tetezambato, Ambanja

Description

A seaside site bordered by 2 km of white sand beach and turquoise seawater, surrounded by a primary forest with lush vegetation and home to lemurs and other endemic animals

Proposed project

- Beach resort
- High-end ecolodge

Accessibility

By boat (1 h from Nosy Be, 15 min from Iranja islands)

Partnership sought

Investment

Touristic attractions

- Scuba diving
- Sport fishing
- Birdwatching, Ornithology
- Ecotourism
- Red Tsingy
- Ankarana special reserve
- Iranja island
- Lemuria land
- Tanikely island
- Lokobe integral natural reserve
- Komba island
- Whale safari



80 ha



13°45'6.51\"/>

Bora Island Project

Ambodifototra, Nosy Boraha

Description

Flat land bordered by coconut palms with 400m of sandy beach overlooking a crystal-clear sea

Proposed project

Beach ecolodge

Accessibility

- By road
- By boat directly on site
- By plane (international airport just a few minutes away)

Partnership sought

Investment

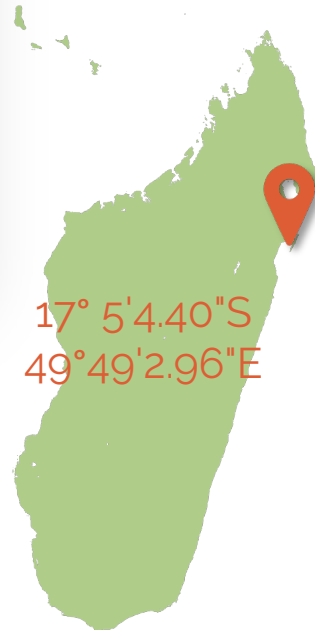
Touristic attractions

- Whale safari
- Pirates cemetery
- Scuba diving
- Kitesurf
- Île aux Nattes
- Blevec and Eiffel lighthouses
- Îlot Madame museum
- Ambodiatafana natural pools
- Antanandava waterfall
- Ambodifototra catholic church
- Ampanihy bay



2.67 ha

17 million
USD



17° 5' 4.40" S
49° 49' 2.96" E

Hotel Restaurant Belle Vue

Description

On the shores of Ifaty lagoon, this hotel comprises 7 VIP rooms, 14 bungalows, 10 rooms, discotheque, meeting rooms, restaurant and bar, a sandy beach with a crystal-clear water

Proposed project

Hotel takeover

Accessibility

- By road (45 km in the north of Toliara)
- By boat directly on site
- By plane (from the international airport of Toliara)

Partnership sought

Buyer

Ambolimailaka, Toliara II

Touristic attractions

- Baobab avenue
- Antsokay arboretum
- Scuba diving
- Ifaty and Anakao beaches
- Sarodrano cave
- Isalo national park
- Reniala reserve
- Isalo window
- Nosy Ve



6 ha

0.8
million
Euro



23° 8' 43.04\"/>

✕ Marinas





JASMINE PORT

DIANA | Antsiranana

2.8 million USD



Marina



Maintenance workshop and wintering shed



Shopping center (stores, restaurants, bars, ...)



Hotel

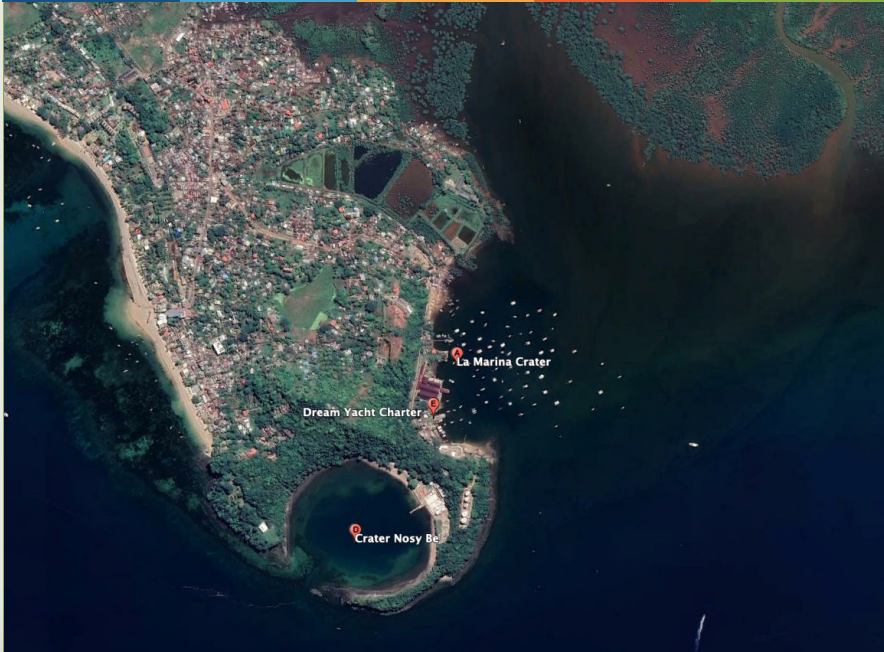


Administrative offices



Leisure centers (casino, discotheque, sports hall)





CRATER PORT

DIANA | Nosy Be

5.4 million USD



Marina



Maintenance workshop and wintering shed

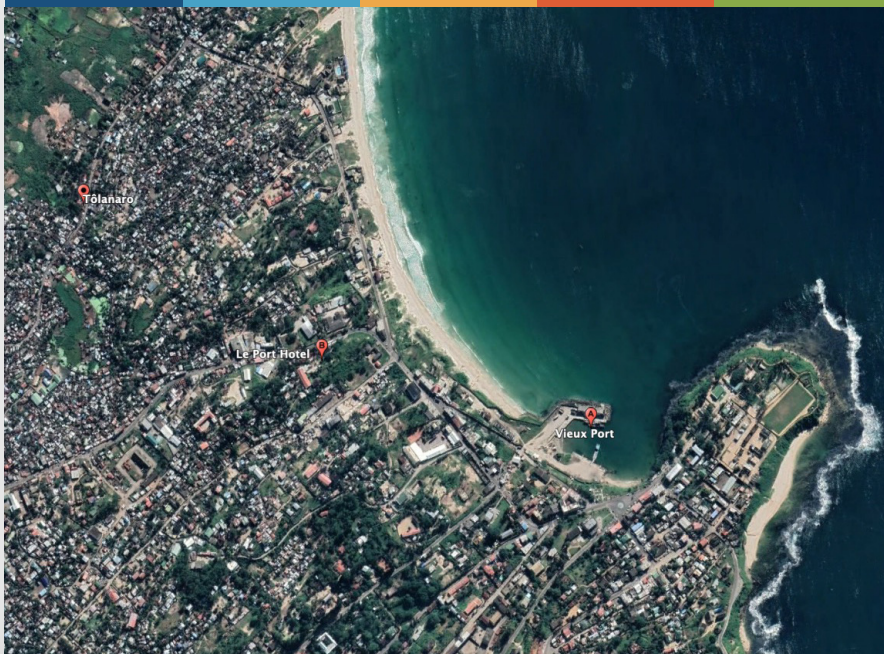


Shopping center (stores, restaurants, bars, ...)



Administrative offices





ANCIENT PORT

Anôsy | Taolagnaro

3.7 million USD



Marina



Maintenance workshop and wintering shed



Port of national cabotage



National Navy Station



Shopping center (stores, restaurants, bars, ...)



Administrative offices





✕ Cruises



Canal des Pangalanes

Description

1.4 m to 5 m deep canal that consists of a series of natural rivers, waterways and human-made lakes that extends for over 641 km (400 mi) and runs down the east coast of Madagascar from Mahavelona to Farafangana. There are 41 boarding points, 8 main ports and about 20 hotel complexes including ecolodges throughout the canal

Proposed project

- River cruises offering flat-bottomed boats with a maximum draught of 1 m

Accessibility

- By road and railway (FCE, Manakara)
- By boat from ports and piers throughout the canal
- By plane (airports of Toamasina and Mananjary)

Partnership sought

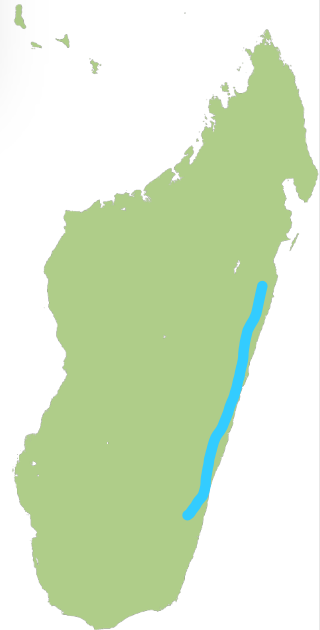
- Investment
- Vessel chartering

Touristic attractions

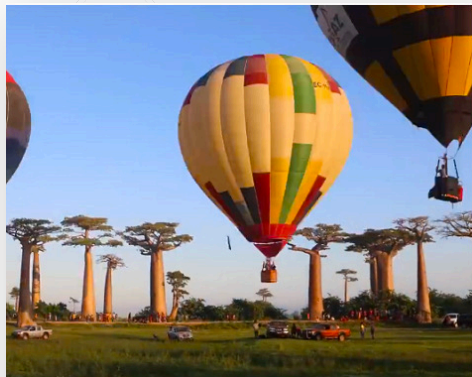
- Tourist assets and attractions
- Rich aquatic flora (lush nature)
- Seaside and village tourism
- Nautical activities



641 km



Other niche products



Hot-air balloon



**Maritime
cruises**



Private safari



Attraction parks



Kitesurf

They trusted us

CONSTANCE
HOTELS & RESORTS



RADISSON
HOTELS



ACCOR



TIME
TIDE



Incentive framework



Procedures



AFTER CREATION

NATIONAL SOCIAL WELFARE FUND (CNAPS): Compulsory membership of the employers and the employees. Can be done in the one-stop shop of the EDBM

INTER-COMPANY HEALTH ORGANIZATION (OSTIE): Compulsory membership of the employers and the employees.

Legal framework

Tourism Code (Reform in progress)

Determines the rules to harmonize and order the development of tourism in terms of planning as well as environmental protection

Investment law

allows foreigners to own 100% of the shares of a company. Freedom to invest for all nationalities and sectors, freedom to transfer profits and dividends, freedom to hire and fire foreign workers

Labor law

40 hours of work per week and 24 consecutive hours of rest per week
2.5 days of paid leave per month
No quota for foreign workers
Foreign workers must have a work permit

Business law

All companies registered in the commercial register must have a tax and statistical identification card.

Common form of business:

- Public company
- The share capital and the division of shares are freely determined by the statute.

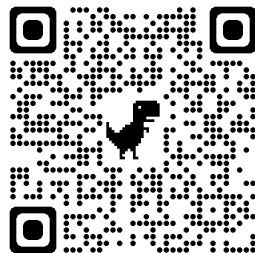
GUIDE JURIDIQUE DES INVESTISSEMENTS **À MADAGASCAR**



Financé par
l'Union européenne



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Investment

- **VAT exemption** for the creation of hotel and tourist complexes
- **VAT exemption** for materials and equipment used to set up amusement parks, including water parks (Nosy Bé, Mahajanga, Toamasina)
- **VAT and customs duties exemption** for imports of cruise ships, catamarans and hot-air balloons

Income tax

Tax reduction on investment equal to the income tax corresponding to 20% of the investment made without exceeding 50% of the tax actually due

Tax on capital income

Exemption of interests of loans contracted for the realization of investments granted by external financing organizations

Registration fee

Reduction by half of the right of sale for the acquisition of real estate assigned exclusively to the tourist industry

Incentives

Tax on insurance contracts

Reduced rate of 7% for fire insurance of property used for industrial, commercial, agricultural, artisanal, mining, tourist or transport activities

Licence

Exemption from license tax for hotel and/or restaurant owners, hotel and/or restaurant and/or bar operators who have obtained an operating or opening authorization from the Representatives of the Ministry in charge of Tourism

Property tax on built properties

5-year exemption for new construction, reconstruction, additions to construction from the year of completion

Energy

- **VAT exemption** for the acquisitions of production materials within the framework of renewable energies
- **VAT deduction** on purchases of petroleum products in accordance with customs tariffs 27 10 19 31, 27 10 19 32, 27 10 12 12, necessary for the supply and operation of generating set if business establishment is settled in a location not served by electricity
- **VAT credit reimbursement** for eligible investments



✕ 100% Tourism ...

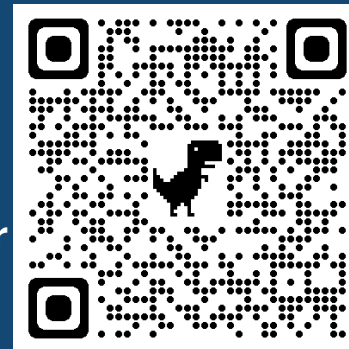
... Look no further: **MADAGASCAR**

CHOOSE
MADAGASCAR



 **Ministère du Tourisme - Madagascar**

 **Ministère du Tourisme de Madagascar**



 **Economic Development Board of
Madagascar**

 **EDB Madagascar**

THANK YOU FOR YOUR ATTENTION

