



LA MARTINIQUE

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Contact: Géraldine Rome
Martinique Promotion Bureau
T: 212-838-6887
E: geraldine.rome@atout-france.fr

Steve Bennett
SBPR Corp.
T: 305-213-8074
E: Steve@SBPRcorp.com

MARTINIQUE REGISTERS 800% SPIKE IN CRUISE PASSENGER ARRIVALS SINCE 2010

380,000 cruise passengers for 2015-2016 winter season represent an increase of nearly 73% versus 2014-2015

NEW YORK, NY – October 22, 2015 – The Martinique Tourism Authority is projecting that the recent surge in the island’s cruise sector will soar even higher during the winter 2015-2016 season as 221 port calls (+49 versus 2014-2015) are expected to see an estimated 380,000 cruise passengers come ashore in The Isle of Flowers, an increase of nearly 73% over last year.

The strong 2015-2016 cruise passenger projections continue a sustained period of expansion during which Martinique has registered an unprecedented 800% increase in cruise passenger arrivals since 2010-2011.

“With these latest projections it’s safe to say that cruising in Martinique is not only on the rise, but in fact the sector is blossoming beautifully like the fragrant exotic flowers emblematic of our island,” said Muriel Wiltord, Director Americas of The Martinique Promotion Bureau. “While we are proud to count Martinique among the fastest-growing cruise destinations in the world at this time, we also know that there is still room for the type of service and product improvement that can yield even further growth down the road. We are 100% committed in this regard.”

Notably, Martinique will host a record 20 ships making inaugural port calls in Fort-de-France in 2015-2016, Royal Caribbean’s celebrated new *Anthem Of The Seas* among them.

For more information on travel to Martinique, please visit www.martinique.org. For the latest, up-to-date Martinique Promotion Bureau press kit, visit www.martiniquepresskit.com.

About Martinique (www.us.martinique.org)

The Caribbean Island with French Flair, The Isle of Flowers, The Rum Capital of the World, The Isle of the Famed Poet (Aimé Césaire) – Martinique ranks among the most alluring and enchanting destinations in the world. As an overseas region of France, Martinique boasts modern and reliable infrastructure – roads, water and power utilities, hospitals, and telecommunications services all on par with any other part of the European Union. At the same time, Martinique’s beautifully unspoiled beaches, volcanic peaks, rainforests, 80+ miles of hiking trails, waterfalls, streams, and other natural wonders are the equal of neighboring Dominica to the north and St. Lucia to the south, so visitors here truly get the best of both worlds.

The currency is the Euro, the flag is Le Tricolour, and the official language is French, but Martinique’s character, cuisine, musical heritage, art, culture, common language, and identity are of a distinctly Afro-Caribbean inclination known as Creole Martiniquais. It is this special combination of modern world conveniences, pristine nature, and rich heritage that has earned for Martinique several notable distinctions in recent years, including being named as a “Must-Visit” destination for 2015 by *Caribbean Journal*, “Best Caribbean Destination” by *About.com*, and “Top Caribbean Island for Delectable Dining” by *Caribbean Travel + Life*. The Bay of Fort-de-France, which fronts Martinique’s charming capital city, was also recently inducted into *The Club of The Most Beautiful Bays in the World*.

Martinique’s storied history further stirs travel passions. Napoleon’s bride, Empress Josephine, was born and raised in Martinique, while the majestic Mt. Pelée volcano and St. Pierre, *The Pompeii of the Caribbean*, are found here.

A special place, to be sure, with so much to offer – *Martinique c’est magnifique!*

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