



## FOR IMMEDIATE RELEASE

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### MARTINIQUE AIR SERVICE UPDATE 2015

GETTING TO MARTINIQUE NOW EASIER THANKS TO IMPROVED DIRECT SERVICE FROM THE US, CANADA AND PUERTO RICO

**NEW YORK, NY** (January 28, 2015) – With American Airlines improved direct service from Miami, Martinique is getting now more and more accessible to travelers from the U.S mainland. This winter, American Airlines operates a midweek flight on Wednesdays from Miami, in addition to pre-existing weekly nonstop service, which operates on Saturdays.

This Summer, starting June 5<sup>th</sup>, American Airlines will operate 4 weekly flights on Fridays, Saturdays, Sundays and Mondays. Next winter, starting December 17<sup>th</sup>, this air service will increase to 6 weekly flights to Fort-de-France. For more information on rates and reservations, [www.aa.com](http://www.aa.com).

“With this newly increased air service from American Airlines joined with Martinique being ranked #1 of the Must-Visit Caribbean Island in 2015 by Caribbean Journal, this makes our destination a must-see place this year, ‘ said Karine Roy-Camille, Commissioner of Tourism for the Martinique Tourism Authority. “Furthermore, our world class cuisine and vibrant culture, cool offshore breezes that keep temperatures below what most people experience across the U.S. during the summer month, the famed Yoles Boat Race our ‘Carnival At Sea,’ held each July, and this convenient flight schedule make this summer *the summer* to be in Martinique.”

For the Canadian travelers, **Air Canada** operates every Sunday year round from Montreal to Martinique. The company adds additional weekly flights on Tuesdays until April 28<sup>th</sup> 2015 and on Wednesday from May 6<sup>th</sup> to August 26<sup>th</sup> 2015 with Air Canada Rouge. For more information on rates and reservations, please visit [www.aircanada.com](http://www.aircanada.com) and [www.flyrouge.com](http://www.flyrouge.com).

In addition, until April 9<sup>th</sup> 2015, **Air Transat** offers new flight on Thursday between Montreal and Fort-de-France. For more information on rates and reservations, please visit [www.airtransat.ca/en](http://www.airtransat.ca/en).

**From Puerto Rico, Seaborne Airlines** operates 3 times a week out of San Juan, a nonstop flight to Martinique on Sundays, Wednesdays and Fridays. In addition, Seaborne Airlines now serves the local Puerto Rican market and also some US and Canadian gateways via codeshare agreement with American Airlines and Delta Airlines.

For more information on rates and reservations, please visit [www.seaborneairlines.com](http://www.seaborneairlines.com)

Additional air carriers serving Martinique include:

- Air France – 3x’s per-week from Miami (Wednesday, Thursday, and Friday) with stops in Guadeloupe and Haiti.
- Connecting service from the U.S. mainland through St. Lucia, Barbados, and St. Martin is also available via Air Caraïbes (<http://www.aircaraibes.com>) and LIAT (<http://www.liatairline.com>).

For more information on travel to Martinique, please visit [www.martinique.org](http://www.martinique.org). For the latest, up-to-date Martinique Promotion Bureau press kit, visit [www.martiniquepresskit.com](http://www.martiniquepresskit.com).

### About Martinique ([www.martinique.org](http://www.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](http://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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