



FOR IMMEDIATE RELEASE

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 MORE ACCESSIBLE, AFFORDABLE FOR U.S. TRAVELERS IN 2015

Expanded nonstop service via American Airlines and stronger U.S. dollar bringing The Isle of Flowers within reach for more Americans

NEW YORK, NY – June 11, 2015 – Martinique has become more accessible than ever for U.S. travelers in 2015 thanks to expanded nonstop air service from Miami via American Airlines (www.aa.com), Seaborne Airlines codeshare agreements to Martinique (www.seaborneairlines.com) and the continued strengthening of the U.S. dollar versus the euro.

“The moon and stars are aligning perfectly this year for U.S. travelers interested in visiting Martinique,” said Muriel Wiltord, Director Americas for the Martinique Promotion Bureau. “With a stronger dollar delivering added buying power and more air options than any time in recent memory, the time is now to make it to Martinique.”

Expanded Nonstop Service via American Airlines

Earlier this month, American Airlines expanded its nonstop service from Miami to Martinique, growing from once weekly to four days per-week (Fridays, Saturdays, Sundays and Mondays). This service will expand to six weekly round-trip flights during July, August, and the peak winter season starting December 17, 2015, operating every day except Wednesday.

Connecting service is also available via San Juan on Seaborne Airlines, which operates on Wednesdays, Fridays, and Sundays. Codeshare agreements between Seaborne and American Airlines, Delta Air Lines, and Jetblue Airways, make bookings and baggage handling seamless across multiple leading carriers.

Stronger U.S. Dollar

Throughout much of 2015, the U.S. dollar has gained in value versus the euro. According to an April 17, 2015 article published in *USA Today*:

“For the first time in more than a decade, the euro is almost equal in value to the dollar...”

“A stronger dollar ensures that U.S. travel budgets will go further in Martinique this year,” Wiltord continued. “That means American travelers will get more and pay less on hotels, car rentals, taxis, restaurants, attractions, scuba diving – everything you could want in a magical Caribbean escape.”

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For more information on travel to Martinique, please visit www.us.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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