



## LA MARTINIQUE

### FOR IMMEDIATE RELEASE

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### AVAILABLE NONSTOP AIR SEATS FROM THE U.S. TO MARTINIQUE INCREASE BY 193% FOR THE WINTER 2015-2016 PEAK TRAVEL SEASON

*New nonstop flights aboard Norwegian Air from three gateways in the Northeast plus expanded service via American Airlines from Miami make Martinique more accessible than ever to U.S. travelers*

**NEW YORK, NY (October 22, 2015)** – The sky's the limit for air travel options to Martinique this winter as beginning in December, available nonstop air seats from the U.S. to *The Isle of Flowers* will increase by 193% as calculated on a seasonal basis comparing the upcoming December 1, 2015 to March 31, 2016 peak season versus the same period last in 2014-2015. The spike comes as a result of new nonstop service from three Northeast gateways – New York, Boston, and Baltimore/Washington, DC – via Norwegian Air, and an expansion in American Airlines nonstop flights from Miami to Fort-de-France.

“From New York to Boston, Baltimore/Washington DC and Miami, the gateways of America are now open to Martinique like never before,” said Muriel Wiltord, Director Americas for the Martinique Promotion Bureau. “Convenience is the key as our new weekly total of 13 nonstop flights from the U.S. mainland provide American travelers with more options than ever to enjoy vacations in Martinique that best suit their schedules.

#### **Norwegian Air ([www.norwegian.com](http://www.norwegian.com))**

Recognized by SkyTrax ([www.airlinequality.com](http://www.airlinequality.com)) as the world's *Best Low-Cost Long-Haul Airline* and *Europe's Best Low-Cost Airline* for each of the past three years, Norwegian operates one of the world's most modern and eco-friendly fleets. On its flights between the U.S. and Fort-de-France, the company will deploy Boeing 737-800 aircraft with 186 comfortable leather seats and the added convenience of free in-flight Wi-Fi service, a first among air carriers serving the Caribbean.

New nonstop flights from the Northeastern United States to Martinique via Norwegian begin December 3, 2015. The flights represent the first time that Martinique has been directly accessible from the Northeast in more than 20 years. Norwegian Air service to Martinique will operate as follows:

- New York (JFK) – 3x's weekly on Tuesdays, Thursdays and Saturdays
- Baltimore/Washington, D.C. (BWI) 2x's weekly on Mondays and Fridays
- Boston (BOS) – 2x's weekly on Wednesdays and Sundays

#### **American Airlines ([www.aa.com](http://www.aa.com))**

American Airlines, which began serving Martinique with one weekly nonstop flight from Miami in 2013 will expand its service to six times weekly starting December 17, 2015. The new flights will operate every day except Wednesday.

#### **Additional Air Carriers Serving Martinique**

Seaborne Airlines ([www.seaborneairlines.com](http://www.seaborneairlines.com)) offers connecting service via San Juan operating 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.

Air France ([www.airfrance.us](http://www.airfrance.us)) operates three times per-week from Miami (Wednesday, Thursday, and Friday) with stops in Guadeloupe and Haiti.

Connecting service 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).

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## Martinique Sees Nearly 200% Spike in Available Nonstop Air Seats

### Page 2

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