



LA MARTINIQUE

FOR IMMEDIATE RELEASE

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MARTINIQUE AIR SERVICE UPDATE – WINTER 2016/2017

Norwegian Air to resume seasonal service from NY, Boston, and Baltimore/Washington, DC beginning Nov. 10, 2016

American Airlines flights from Miami to operate DAILY from December 15, 2016 to January 8, 2017

NEW YORK, NY – (September 13, 2016) – Martinique will be within easy reach of U.S. travelers during the winter 2016/2017 peak travel season thanks to a seasonal expansion in nonstop flights aboard Norwegian Air and American Airlines from four major U.S. gateways – New York, Miami, Boston, and Baltimore/Washington, DC.

Norwegian Air (www.norwegian.com)

Beginning November 10, 2016, Norwegian Air will resume seasonal service connecting three major gateways in the Northeast – New York, Boston, and Baltimore/Washington, DC. – with Martinique. New York service will operate three times per-week, while travelers based in Boston and Baltimore/Washington, DC enjoy twice-weekly options as follows:

NEW YORK Tuesdays, Thursdays & Saturdays (starting November 10, 2016)

JFK / FDF: Departing 1:20 p.m. Arriving 7:15 p.m.

FDF / JFK: Departing 8:05 a.m. Arriving noon

BALTIMORE / WASHINGTON DC Mondays & Fridays (starting November 11, 2016)

BWI / FDF: Departing 1:00 p.m. Arriving 6:25 p.m.

FDF / BWI: Departing 8:10 a.m. Arriving 11:40 a.m.

BOSTON Wednesdays & Sundays (starting November 13, 2016)

BOS / FDF: Departing 1:00 p.m. Arriving 6:30 p.m.

FDF / BOS: Departing 8:00 a.m. Arriving 11:40 a.m.

American Airlines (www.aa.com)

American Airlines, which operates year-round nonstop flights to Martinique from Miami, will increase its service to daily during the peak Christmas/New Year's holiday period – December 15, 2016 to January 8, 2017. This builds upon American's up to 6x's weekly service during the winter months and its 4x's weekly flights the rest of the year.

Air France (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.us.martinique.org. For the latest, up-to-date Martinique Promotion Bureau press kit, visit www.martiniquepresskit.com.

About Martinique (www.martiniquepresskit.com)

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. 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 ranked in the Top 16 Places to go in 2016 by Condé Nast Traveler, 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 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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