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HON. KARINE MOUSSEAU, TOURISM COMMISSIONER & MRS JOELLE DESIR, GENERAL DIRECTOR THE NEW FACES OF THE MARTINIQUE TOURISM AUTHORITY



**HON. KARINE MOUSSEAU,
TOURISM COMMISSIONER**



**MRS. JOELLE DESIR,
GENERAL DIRECTOR**

NEW YORK (June 2, 2016) – After major elections last December 2015, the administrative status of Martinique has been changed, from a Regional and a General Council chaired respectively by Mr. Serge Letchimy and Mrs. Josette Manin, to a new political system, a Territorial Authority lead by the Executive President, Mr. Alfred Marie-Jeane.

As a result, on January 19th, 2016, Mrs. Karine Mousseau, eminent member of the new assembly has been named to head the Martinique Tourism Authority. She succeeds Mrs. Karine Roy-Camille who had held the island's tourism for the past five years (2010-2015).

Hon. Karine Mousseau is a University graduate from Panthéon Sorbonne in Paris-1, a teacher of Economics and Social Sciences. A City Hall Councilor of the town of Le François, and a mother. Passionate about economics, Mrs. Mousseau is a staunch advocate of sustainable development, as well as the sustainable restructuring of the hospitality industry in Martinique.

Her objective is to develop various sectors of the tourism, in particular the cruise and the leisure industry.

Most recently, on May 17th, 2016, Mrs. Joëlle Désir has been named as the new General Director of the Martinique Tourism Authority, succeeding Mr. Patrice Bensalem at this function. This new nomination marks the first time that a women holds this position in Martinique.

Graduated from EGC Martinique (School of Management and Commerce), Mrs. Desire has managed for five years her family hotel restaurant "La Riviera" in Le François, a lovely town on the Atlantic side of the Island. Thanks to this experience, Mrs. Desire has experience dealing with the operation, marketing, and development of a tourist facility, giving her a strong and direct experience in the sector.

Previously, she acquired a regional and national experience in positions of responsibility, groups such as *Bernard Hayot*, *Boulangier*, *Pinault-Printemps-Redoute*, and lastly, Mrs. Désir served as Director of Operations of the restoration branch of *Parfaite Group* involving the management of a team of over 100 employees in multiple sites.

Mrs. Mousseau and Mrs. Désir are now the new faces of the Martinique Tourism Authority, defending the interests of the Island and pursuing achievements accomplished particularly with the new non-stop air service from the US and Canada, as well as the advancement of the cruise sector. The new Commissioner and General Director will also be particularly involved into the development of Martinique's tourist product and the improvement of the quality of services.

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

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!*