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NORWEGIAN RESUMES ITS SERVICE TO MARTINIQUE

NEW YORK (FEBRUARY 26, 2016) Norwegian, the World's Best Low-Cost Long-Haul Airline and Europe's Best Low-Cost Airline, will resume its seasonal winter service to the French Caribbean following a successful first winter season. Nonstop service from Baltimore-Washington International Thurgood Marshall Airport (BWI), Logan International Airport (BOS) and John F. Kennedy International Airport (JFK) to Martinique will begin on November 10. Norwegian's service between the United States and the French Caribbean began last December.

The flights for the 2016 winter season will operate three times per week to Martinique from New York, and twice per week to Martinique from Baltimore/Washington, D.C. and Boston, respectively.

[...] We are pleased to see the positive response from American travelers who are now enjoying easier access and affordable fares to the Caribbean, and if demand continues to grow, we hope to make this a year-round service." said Thomas Ramdahl, Norwegian's Chief Commercial Officer.

"This winter's air service to Martinique with Norwegian is a great success, and U.S. visitors are enthusiastically discovering this gem in the heart of the Caribbean that is Martinique," said Muriel Wiltord, Director Americas for the Martinique Promotion Bureau. "Having Norwegian announce its service to Fort-de-France for 2016/17 is truly exciting! Our U.S. visitors will be able to book early for the next winter season at an excellent rate, while

benefiting from modern and comfortable air service. The word is spreading about easy access to Martinique Magnifique, its superb cuisine, magnificent scenery, rich culture and traditions, excellent road network, and generous people, to name a few. We are looking forward to welcoming more and more guests from the United States with open arms.”

Flights to Martinique are now available for purchase at norwegian.com/us with fares as low as \$49 one-way, including taxes. The lowest available fares to Martinique can be found by reviewing the low fare calendar.

Recently, Martinique nabbed three 2016 Travvy Awards, earning top honors in the following three categories:

- Best Cruise Destination, Caribbean
- Best Culinary Destination, Caribbean
- Best Tourism Board, The Americas

Presented by travAlliance Media, publishers of TravelPulse.com, Vacation Agent and Agent@Home, Travvy Awards recognize the highest standards of excellence in the travel and tourism industry. Winners are determined based on votes compiled by more than 30,000 travel agents.

Martinique has been also ranked in the top 16 places to go in 2016 by Condé Nast Traveler and in Where to go in 2016 by Budget Travel.

“To be recognized in this way by our travel partners is truly a special honor,” Wiltord concluded.

Due to the success of Norwegian’s first seasonal service this past winter, flights from New York to Martinique have been extended through the end of April and an additional weekly flight has been added, bringing the total to four weekly flights. Last week, Norwegian also announced nonstop service to Paris from Fort Lauderdale, Los Angeles and New York.

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

[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. 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, and in Where to Go in 2016 by Budget Travel. Also the Island has been 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!