



LA MARTINIQUE

FOR IMMEDIATE RELEASE

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MARTINIQUE REAFFIRMS COMMITMENT TO U.S. TRAVEL AGENTS

New series of fam trips and road shows slated for Greater New York and New England on-tap for November 2016

NEW YORK, NY (November 10, 2016) – The Martinique Promotion Bureau is reaffirming its commitment to U.S. travel agents this fall by hosting a series of fun and educational trade-focused initiatives designed to help agents boost leisure travel sales to *The Isle of Flowers*.

“Even with all the various direct booking avenues available these days, it is our dear travel agent partners who continue to make the difference for Martinique,” said Muriel Wiltord, Director Americas for the Martinique Promotion Bureau. “With Norwegian Air poised to make Martinique more accessible and affordable to U.S. travelers once more this winter, we’re stepping up our efforts to ensure that travel agents have all the information and resources they need to sell effectively in the months to come.”

Travel Agent Road Shows

Norwegian Air will resume nonstop service to Martinique from three major gateways in the Northeast United States – New York (JFK), Boston (BOS), and Baltimore/Washington, DC (BWI) – beginning November 10, 2016. For the latest on Norwegian’s flights and all that’s new for travelers to explore in Martinique, the Martinique Promotion Bureau invites travel agents in the Greater New York area and New England to participate in a new series of road shows, November 15–17. The schedule is as follows:

- November 15 – West Orange, New Jersey
- November 16 – Garden City, Long Island
- November 16 – Cherry Hill, New Jersey
- November 17 – Burlington, Massachusetts

About 10 suppliers representing Martinique’s dynamic hotel product, attractions, and airline partners will be on-hand to provide travel agents with the type of in-depth information that translates into sales.

Travel Agent Fam Trips

Further underscoring its commitment to help travel agents boost sales this winter, the Martinique Promotion Bureau will also host a series of travel agent fam trips. Initial fam trips, being held in conjunction with Norwegian Air and Hotel Le Simon, are scheduled as follows:

- Departures from Baltimore/Washington, DC (BWI) – November 14–18
- Departures from New York (JFK) – November 15–19
- Departures from Boston (BOS) – November 16–20

Additional fam trips are planned for 2017.

For invitations to the Martinique fall 2016 road shows, and to be considered for future fam trips to Martinique, travel agents are encouraged to contact the Martinique Promotion Bureau via email at info@martinique.org.

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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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