



FOR IMMEDIATE RELEASE

François Baltus-Languedoc New CEO of the Martinique Tourism Authority

New York NY (October 8, 2019) – The Martinique Tourism Authority is pleased to announce the appointment of François Baltus-Languedoc as CEO of the MTA on September 25, 2019.

Mr. François Baltus-Languedoc's missions at the helm of the Martinique Tourism Authority will be to devise and implement innovative strategies to develop the appeal of the destination, both in terms of promotion towards international markets, as well as to advance the tourism offer in Martinique.

Eager to take on this new challenge, Mr. Baltus-Languedoc said: "I am proud to represent a region that is dear to my heart and that I deeply love". Mr. Baltus-Languedoc went on to say, "Martinique has so much to offer and it is an honor for me to contribute to the development of this beautiful destination thanks to my new position."

Having held a variety of management positions within prestigious international groups* during his 25 years in the travel and international hospitality industries, Mr. François Baltus-Languedoc has many assets to succeed in this new challenge:

- Expertise in tourism strategy,
- Experience in business tourism,
- A global vision of the high-end and mid-level hotel sector,
- In-depth knowledge of the prospecting markets (North America and Europe) and potential markets (Latin America, South East Asia) of the Martinique Tourism Authority

Karine Mousseau, Tourism Commissioner of Martinique commented: "With his skills and international experience, I am convinced, that along with the teams of the Martinique Tourism Authority and both the



public and private sector professionals, Mr. Baltus-Languedoc will be able to fashion an innovative and imaginative strategy to advance Martinique's travel industry."

Mr. François Baltus-Languedoc will meet the industry in Montreal and New York late October.

* Ascott Limited, Jiva Hill Park Hotel (Relais & Châteaux), Prestige Hotels Group (Small Luxury Hotels of the World), Hospes Infinite Places (design + leading hotels).

About Martinique (us.martinique.org)

The French Caribbean Island of Martinique is also known as the Isle of Flowers, The Rum Capital of the World, the Birthplace of coffee in the New 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 unparalleled in the Caribbean, so visitors here truly get the best of both worlds. The currency is the Euro, the flag and the official language are 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. Hot off the press: In January 2019 OprahMag.com listed Martinique first in "The 19 Best Winter Getaways." Martinique is also featured in the Caribbean Journal's Best Caribbean Islands to visit and Best Culture in 2019, in addition to naming the Isle of Flowers "Culinary Capital of the Caribbean". Martinique has also been featured in Travel + Leisure and the New York Time's "52 Places to Go."

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