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Contact: Christel Coïta
T: 212-745-0970
E: christel.coita@franceguide.com

Steve Bennett, SBPR Corp
T: 954-566-1522
E: Steve@SBPRcorp.com

KARINE ROY-CAMILLE NAMED CHAIRMAN, MARTINIQUE TOURISM AUTHORITY

Former President of Martinique Cruise Tourism Association carries 20+ years of travel industry experience

NEW YORK, NY – May 17, 2010 – Serge Letchimy, President of the Martinique Regional Council, has tapped Karine Roy-Camille to head the Martinique Tourism Authority. She succeeds Madeleine de Grandmaison who had held the island's top tourism post for the past six years (2004-2010).

A veteran of 20+ years in the travel and tourism industry, Roy-Camille served as President of the Martinique Cruise Tourism Association immediately prior to taking the reins at the Martinique Tourism Authority. Her career began in 1986 at SMCR Voyages, an international travel agency based in Fort-de-France. While there, Roy-Camille quickly spearheaded the development of a dynamic cruise division, securing General Agent contracts with such notable cruise lines as Celebrity Cruises, Costa Cruises and Carnival.

In her new role, Roy-Camille intends to move quickly again. During the press conference announcing her appointment, she set a goal of achieving 600,000 visitors in 2010, expanding to 650,000 in 2011. Total visitor arrivals for 2009 were 443,202 according to preliminary statistics.

About Martinique (www.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) – by any one of its many names Martinique remains one of the most alluring and enchanting destinations in the world; as unforgettable as a summer romance or a first kiss. Named "Best Gourmet Island of the Year" in 2008 and 2009 by *Caribbean World Magazine*, Martinique is an overseas region of France that stirs the passions with distinctive culinary delights, awe-inspiring natural beauty, a rich cultural history, warm smiles and so much more. Napoleon's bride, Empress Josephine, was born and raised here. The Pompeii of the Caribbean, St. Pierre, is found here. The finest French products, from Chanel fashions to Limoges porcelain, are readily available here. *La Route des Rhums*, a tour of the world's finest rum distilleries based on France's famed *Route des Vins*, is offered here. A special place, to be sure, with so much to offer – Martinique c'est magnifique!



For more information, contact the Martinique Promotion Bureau /CMT USA, 825 Third Ave, 29th Floor, New York, NY 10022 – Tel: 212 838 6887 - Fax: 212 838 7855 – Email: info@martinique.org – Web: www.martinique.org.

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