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Contact: Christel Coïta  
T: 212-745-0970  
E: [christel.coita@franceguide.com](mailto:christel.coita@franceguide.com)

Steve Bennett, SBPR Corp  
T: 954-566-1522  
E: [Steve@SBPRcorp.com](mailto:Steve@SBPRcorp.com)

## MARTINIQUE TOURISM AUTHORITY FORECASTS STRONG 2011/2012 CRUISE SEASON

*Costa, Holland America, MSC, Seabourn, Windstar among top cruise lines calling on Martinique this winter*

**NEW YORK, NY – October 18, 2011** – The Martinique Tourism Authority is forecasting a strong 2011-2012 cruise season, as some of the top lines in the cruise industry will make port in Fort-de-France this winter. More than 100 port calls are scheduled between November 4, 2011 and April 28, 2012, bringing a maximum total capacity in excess of 125,000 passengers. Notable cruise lines featuring Martinique in their winter 2011-2012 itineraries include Club Med, Costa Cruises, Fred. Olsen Cruise Lines, Holland America Line, MSC Cruises, Oceania Cruises, Seabourn, Star Clippers, Windstar Cruises.

“Expansion in the cruise sector is a top priority for the Martinique Tourism Authority, and I’m proud to say we’ve made some nice progress over the past year,” said Karine Roy-Camille, commissioner of the Martinique Tourism Authority. “As we look toward 2012 and beyond, several exciting new capital improvement programs designed expressly to benefit the cruise sector will no doubt bring continued growth in terms of the number of ships and cruise lines insisting on Martinique.”

Recently completed re-development efforts are already yielding benefits to cruise passengers as the new Malecon waterfront area and the newly refurbished La Savane Park provide a wealth of leisure and recreational activities within easy walking distance of the cruise port in Fort-de-France.

Already among the finest cruise ports in the Caribbean, the Tourelles Cruise Terminal will be expanded in the coming years to accommodate today’s largest megaships, while also meeting all requirements for homeporting. A second cruise terminal is also planned for the historic city of Saint-Pierre.

### **About Martinique ([www.martinique.org](http://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. 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. Majestic Mt. Pelée and The Pompeii of the Caribbean, Saint-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!

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