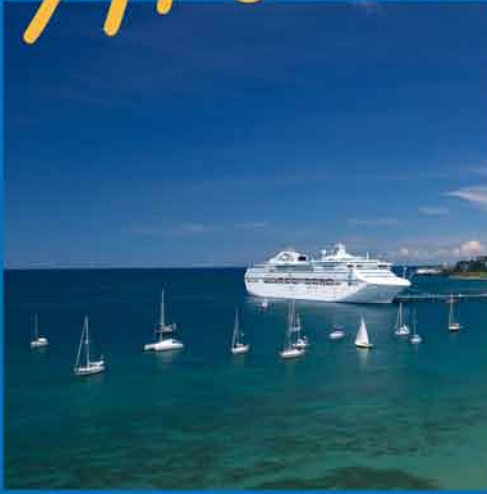


# Martinique

## 2011-2012 Cruise Updates



**About martinique :**

The Caribbean island with French flair, The Isle of Flowers, the Rum Capital of the World, The Isle of the Famed Poet (Aime Cesaire) – by any one of its many names, Martinique remains one of the most alluring and enchanting destinations in the world. Named "Top Caribbean Destination for Delectable Dining of the Year 2009" by Caribbean Travel + Life Magazine and "Top Caribbean Destination" by About.com in 2010, 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. Pelee and 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!



© Martinique Promotion Bureau-CMT Americas



### Vive La Renaissance of Fort-de-France

Long noted as one of the crown jewels of Caribbean cities, Fort-de-France in Martinique is now better than ever thanks to a recently completed capital improvement program. The program has effectively broadened and enhanced the overall visitor experience in the downtown area, particularly along the waterfront.

Commonly called the Malecon, the Fort-de-France waterfront promenade is a popular attraction for leisure and recreational activities. Here, active travelers can take part in spirited pick-up basketball and volleyball games. Pétanque courts are also available for less strenuous competitors, while kids can enjoy swings, trampolines and other playground equipment. There's even a pristine white sand beach in the Malecon, as well as a wide half-mile boardwalk ideal for an afternoon stroll.

Adjacent to the Malecon lies the famed 12-acre La Savane Park. The veritable heart of the downtown area, La Savane was originally known as Le Jardin du Roi (garden of the king) and its first purpose is said to have been to harbor scientific experiments on plants that were new to the island in its earliest days.

The horticultural science experiments are long since gone, though the royal qualities of this impressive urban oasis of nature and serenity amid the hustle and bustle of Fort-de-France is as pronounced as ever. As throughout its history, the La Savane of today is a prime spot for walks, picnics and meeting with friends. Wooden stands located throughout the park provide various tourist information services, food and refreshments. Freshly squeezed icy juices, cocktails, sandwiches, pizzas, Panini, pasta, cassavas cakes, deliciously flavored homemade ice-creams, Creole, Indonesian, Sushi and vegetarian food, Creole soup, crepes, local candies; all are available here. Shoppers will also find Creole fashions for sale alongside local arts, crafts, and more.

### French Government eases up entry procedures to come ashore in Martinique

Thanks to the strong efforts of the Commissioner of the Martinique Tourism Authority, Mrs. Karine Roy-Camille, the Prefect of Martinique has decided to support cruise tourism development by simplifying entry regulations for all passengers subject to visa to enter Martinique. The latter are now allowed to disembark with only an American visa, which saves them the hassle of applying for a regular Schengen visa. Should passengers fail to meet either of those requirements, a visa can be issued on board by the local immigration officers for 60 € for the first passenger and 1 € per each additional passenger.

### Major Tourism Development Plan voted by the Regional Council of Martinique

The Regional Council of Martinique ratified an important three-year tourism development plan featuring 16 major projects and 75 specific initiatives on July 12, 2011. This comprehensive plan is aimed at:

- Enhancing the image of Martinique destination
- Increasing the number of tourist arrivals
- Filling the low season with the creation of new events and attractions
- Significantly increasing revenues from tourism

More than 600 private projects have been examined, reflecting the keen interest and wide mobilization of the entire Martinican population on tourism development.

With this plan as a guide, Martinique's tourism product will continue to develop and improve to meet the needs of today's most discerning travelers.



### Cruise passengers have enjoyed full protection during the 2010/2011 season

For the second time in a row, Martinique has recorded a 2010/2011 cruise season without crime against passengers. This noteworthy achievement is a direct result of a concerted partnership between the National and Municipal Police forces, stepped-up civilian patrols, and last year's installation of 41 high-tech surveillance cameras at strategic places of the capital city.



### Upcoming projects

#### Martinique cruise terminal in Saint-Pierre

Last year, the Regional Council of Martinique, the island's local government in charge of economic affairs, adopted the project of creation of a cruise terminal in Saint Pierre, a city which was destroyed in 1902 by Mount Pelé eruption and is today classified as a city of art and history. Also supported by the French government, that project comes within the Regional Council Emergency Recovery Plan, aims at stimulating the cruise industry sector to the benefit of the Northern part of the island and is in line with a global tourist innovation approach.

#### Development of homeporting

Martinique port authority invests in the creation of a cruise terminal in Fort-de France to accommodate mega ships as a homeport

### New attractions and products

#### Dolphin-watching tour offered to cruise guests

Cruise passengers can seize the opportunity of their ship's call in Martinique to go on a dolphin-watching tour, while enjoying an impressive view of the Caribbean Coast, the historic city of Saint-Pierre and the famed Mount Pelé volcano. The tour is conducted a board a comfortable 12-meter monohull capable of reaching a cruising speed of 20 knots thanks to twin 300 horsepower engines. Soft drinks, rum punch, local liqueurs, and bottled water are included, with masks, snorkels and fins available during stops at Case-Pilote or Le Carbet. The boat is accessible to wheelchair guests and is equipped with two 20 meters-square decks, as well as one air-conditioned cabin. A minimum of eight passengers are required per-excursion. The maximum group size is 18. For more information, contact and booking: [ocean.safari.martinique@gmail.com](mailto:ocean.safari.martinique@gmail.com)

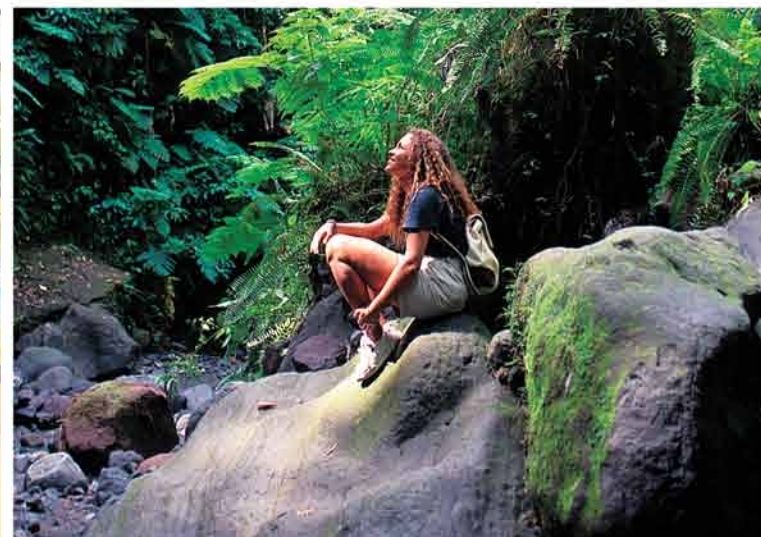
#### Emerald Garden of Morne Rouge: a must see for nature-lovers

Magnificently nestled between Mount Pelé and the Peaks of Carbet, on the road to the town of Morne Rouge, the Emerald Garden is a gorgeous 24 hectare park which is managed by the "Parc Naturel Regional", a territorial management agency. This exceptional venue features a variety of trees, herbs, medicinal plants, local crops and a natural museum while offering the visitors breathtaking views of the mountains and the opportunity to explore the flora and fauna of the tropical rain forest through three well-marked trails.

Open daily from 9:00 a.m. to 4:00 p.m  
Route de la trace  
Morne-Rouge

### Forecast 2011-2012, a substantial increase

Compared to 2010-2011, expected calls to Martinique for 2011-2012 show a strong increase in the number of scheduled stopovers (+61.9%) and passengers arrivals (+134.8%).



# Martinique as seen in the Press

## Magazines

### Travel & Leisure



### Yachts International



### France Today



### FranceGuide



## Newspapers

### THE WALL STREET JOURNAL

Date: Sunday, February 20, 2011  
 Location: NEW YORK, NY  
 Circulation (DMA): 224,165 (1)  
 Type (Frequency): Newspaper (D)  
 Page: D1, D2  
 Keyword: Martinique

**TAKE MONDAY OFF**

**MARTINIQUE**

Pack a week's worth of breathtaking hikes, Technicolor snorkeling and plenty of sugar-cane rum into three sunny days

**DAY ONE: FRIDAY**

**MARTINIQUE HAS THE PRISTINE BEACHES**, wild jungle hiking and superlative nightlife that are a given in more exclusive parts of the Caribbean. But the island's 400 years of Gallic lineage give it a delicious twist: A trip here is both a French vacation and a tropical escape, justifying the two flight changes it can take to reach the island from the U.S. A volcano climb and scuba dive might be followed by a Guerlain wrap and Champagne cocktails, with a shot of 50-year-old rum on the side. The cuisine blends French technique, local ingredients and Creole spices, and the city architecture feels like New Orleans mated with the Mediterranean. The island's greatest beauty, however, may be its lack of all-inclusive artifice—Martinique has none of the walled-off resorts that keep travelers inured to local life. It's an island for exploring: well-signed, welcoming and packed with delights, as easy or involved as you want it to be.

BY CHRIS NUTTALL-SMITH

### TRAVEL

**TRAVEL**  
**Unforgettable Day**  
**Martinique**

By Guy Maglo Myers

It's a beautiful day in Martinique, and the sun is shining brightly on the turquoise waters of the Caribbean Sea. A couple of months ago, I had the privilege of spending a few days aboard the 198' Feudally Blue Moon, discovering both the yacht's amenities and the leeward and windward sides of Martinique.

Our deck crew, led by a Captain, took us to the best spots in the island, including the famous Grand Case beach, where the sunsets are spectacular. The crew was friendly and professional, and the yacht was well-maintained and comfortable.

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### TRAVEL WEEKLY

#### Martinique tourism chief hopes to expand cruise

By Guy Maglo Myers

Martinique's new tourism commissioner assumed office six months ago, and she did not give up her day job.

Karine Roy-Camille has been an on-island travel agent for 24 years with her own agency, which specializes in cruise tourism.

In her job as head of tourism, bolstered by her agency experience, Roy-Camille is working to expand cruise calls to Martinique.

"First calls in Martinique are slow to come, but we are in the early 1990s when we would get a few hundred calls in a good year," she said.

A total of 70 port calls are scheduled for the 2010-2011 cruise season. Three ships are making their first calls in Martinique: the Disney Magic, the Celebrity Century and the Carnival Victory.

An expanded selection of port excursions, unadorned taxi dispatches and bilingual street guides are in place for land and cruise visitors this winter.

The island's two cruise terminals in the capital of Fort de France can accommodate ships up to the size of Cunard's Queen Mary 2.

"Martinique is trying a third cruise terminal in St. Pierre in the northern part of the island, a center of art and history," according to Roy-Camille.

"This is just in the talking stages," she said. "There's no construction or investment at this point, but we are talking with Carnival and Royal Caribbean for their experience and knowledge in port development."

Roy-Camille is attending the Florida-Caribbean Cruise Association conference in Santo Domingo, Dominican Republic, this week with a delegation of tourism representatives.

"We are making every effort to let cruise officials, agents and operators serving the U.S. market know that tourism is our main focus and priority," she said.



...and much more!



#### Useful contacts:

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