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## MARTINIQUE VISITOR ARRIVALS SURGE INTO RECORD TERRITORY IN '06

*Caribbean's 'Isle of Flowers' welcomes 500,000+ in '06, a 4% spike over '05 that includes a 5% rise in U.S. visitors*

**NEW YORK, NY – February 2X, 2007** – Martinique's tourism sector enjoyed a banner year in 2006 as a record 502,000 overseas travelers visited the Caribbean's famed *Isle of Flowers* last year, an increase of four-percent over 2005. This marks the fourth straight year that visitor arrivals to Martinique have increased as new hotel development, expanded air service options and innovative marketing initiatives have combined to grow the island's popularity the world over. Visitor statistics for the past four years are as follows:

YEAR	VISITOR ARRIVALS	PERCENTAGE CHANGE
2003	453,160	+1.4
2004	470,891	+3.9
2005	474,126	+.7
2006	502,000	+4

Historically one of the leading tourist destinations for Europeans, Martinique has held "best kept secret" status among U.S. travelers for years. If the 2006 visitor arrival statistics are any indication, though, the secret is getting out. More than 10,000 Americans traveled to Martinique in 2006, a five-percent increase over 2005 figures and, according to Muriel Wiltord, Director USA & Latin America for the Martinique Promotion Bureau, a preview of what's to come.

"We're pleased with the results for 2006, but we're not resting on our success," said Wiltord. "This year should be even better, especially for visitors from the U.S. who can now get to Martinique more easily than ever before thanks to Delta's new nonstop service from Atlanta and expanded American Eagle service from San Juan. Combine that with our usual wonderful events, unique culture, great food and rum, ecotourism and expansive hotel inventory with over 4,000 rooms and it's clear that 2007 is *the* year to visit Martinique."

### **About Martinique ([www.martinique.org](http://www.martinique.org))**

*A Little Bit of France in the Caribbean, The Isle of Flowers, The Rum Capital of the World* – by any one of its many names Martinique remains one of the most alluring and enchanting destinations in the world; as unforgettable as a first crush, a first kiss. Martinique is an overseas department of France, and like its Mother Country this vibrant island stirs the passions with awe-inspiring natural beauty, a rich cultural history, distinctive culinary delights, warm smiles and so much more. Napoleon's bride, Empress Josephine, was born and raised here. The Pompeii of the Caribbean, St. Pierre where 30,000 people perished during the 1902 eruption of Mount Pelée, 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 on Martinique, contact the Martinique Promotion Bureau /CMT USA, 444 Madison Avenue, 16<sup>th</sup> Floor, New York, NY 10022 – Tel: 212 838 6887 - Fax: 212 838 7855 – Email: [info@martinique.org](mailto:info@martinique.org) – Web site: [www.martinique.org](http://www.martinique.org).

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