

MARTINIQUE REPORTED A RECORD OF MORE THAN 1.04 MILLION VISITORS



Martinique welcomed more than 1.04 million tourists in 2017, representing a 16.4% increase in the number of visitors. A record figure for Martinican tourism that brought in €424 million in revenue (+28.9%).

Attendance was driven by cruises, which increased sharply. "We welcomed 200 additional boats after Irma," notes Joelle Désir, Executive Director of the Martinique Tourism Committee. **Indeed, the island was little affected by the hurricanes that hit the Caribbean in 2018, unlike its neighbors.**

In addition, new lines from Fort de France have been launched. For the 2018/2019 season, Martinique hopes to continue this good momentum and plans 188 ports of call and 263,000 passengers.

The stay segment also increased with an increase of 3.1% compared to 2016. "We have reduced our dependence on the French market. The year 2018 looks very promising," says the DG of the Martinican Tourism Committee. The trend is good, between January 2018 and June, attendance is up 22.9%.

To stay on course, Martinique is interested in spirit tourism. It wishes to build an offer around one of its flagship products: AOC rum. Rum'trotters will offer stays combining workshops around rum and top-of-the-range accommodation.

The guide Gault et Millau arrived in Martinique in November 2018. 80 restaurants will be listed there.

Another axis, CMT makes business tourism its priority. In 2017, 32,000 people came to Martinique for business or conventions, compared to 18,000 in 2014. To follow its ambition, the island will renovate this year its congress center to strengthen its attractiveness.

Air services to Martinique have been strengthened. Level, low-cost will increase the number of flights on routes between Guadeloupe and Martinique from winter 2018. Condor offers a rotation every Sunday from Frankfurt to Fort de France. Also in Germany, flights from Berlin are operated by Aigle Azur. Not to mention the frequencies between the United States and the neighboring islands.

Martinique is counting on a move upmarket to pursue its development and is counting on obtaining the Qualité Tourisme label to gain in competitiveness. 63 establishments (hotels, restaurants, leisure activities, sports, etc...) have committed themselves to obtaining the Tourism Quality label.

The objective for the destination is to make the offer more visible in the face of competition, to guarantee reception, service and the entire customer experience.

The Martinique Tourism Committee has redesigned its website as well. A more immersive site. A tool to improve the visitor experience, with new features.

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