



LA MARTINIQUE

C R U I S E U P D A T E S



**APRIL
2019**

BREAKING NEWS ▼

AIME CESAIRE INTERNATIONAL AIRPORT ACHIEVEMENTS ENHANCING MARTINIQUE COMPETITIVENESS IN THE CARIBBEAN

A new departure lounge is now dedicated to homeporting. Martinique-Aimé Césaire Airport recorded a new traffic record in 2018, with 1,978,356 passengers carried, an increase of 1.60% compared to 2017.

Those good results can partly be explained by attractive price offers, the arrival of new airlifts and the return of homeporting cruise at the end of the year.



THE PORT AUTHORITY OF MARTINIQUE STANDS OUT WITH ITS NEW EQUIPMENTS

While receiving a constantly increasing number of calls in 2018, Martinique Port authority continued renovations, embellishment and securing of both Pointe Simon and Tourelles cruise terminals.

To reinforce the safety and security system in place, a video-protection system consisting of thermal cameras and identification cameras was installed on the periphery of the cruise sites. This new security system participates in the fight against smuggling and intrusion.

The following achievements were made in 2018:

At Tourelles cruise terminal dedicated to homeport cruise traffic:

- The creation of a complementary space of 500 m² to streamline the check-in with airlines
- The gradual installation of a cultural village: a place of life in which the cruiser is immediately immersed in a country, a culture ... A condensed Martinique or even Caribbean on the cultural level
- The makeover of commercial spaces and a richer artisanal offer.

At Pointe Simon, pier in the heart of the capital city, dedicated to transit:

- A new colorful photocall to welcome cruise guests and incite them to discover Martinique treasures.
- Setting up of streetlights.



MARTINIQUE: KINGDOM OF ANCHORAGES FOR LUXURY CRUISE SHIPS

Martinique is endowed with four gorgeous anchorages which impart an intimate atmosphere:

> In the South:

- Le Marin, the yachting capital of southern Caribbean
- Grande Anse in Anses d'Arlet, the kingdom of turtles
- Anse-Mitan in Trois-Ilets, the Birth place of Empress Josephine

> In the North:

The iconic city of Saint-Pierre, nicknamed the Pompeii city of the Caribbean.



MARTINIQUE WARMLY WELCOMES CHARITY DONATION FROM CRUISE INDUSTRY ▼

4 GOODFOOD EVENT

Martinique Island joins Costa cruises for a great initiative. For the first time, on December 21, 2018, Martinique took part in the 4GOODFOOD event organized for the needy by Costa Cruises, a charitable operation consisting in donating surplus food unused and kept on the ship according to European health rules.

Since then, Martinique charitable organizations have kept receiving more than 100 kg of food from Costa Magica at each call. Martinique is the first French island to benefit from these donations.



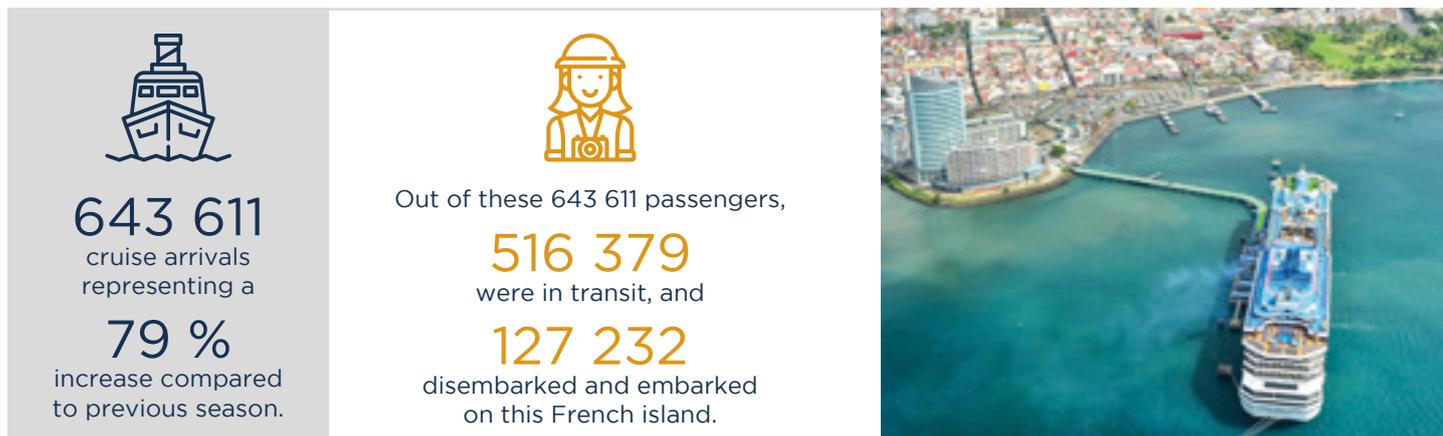
FCCA GIFT PROJECT

For the 4th year in a row, on Saturday, December 15, 2018 at the headquarters of the local government, the Martinique Tourism Authority organized a gift distribution in favor of the underprivileged children of Martinique under the generous sponsorship of the FCCA Foundation.

As every year, the distribution of toys donated by the FCCA was coordinated by 13 crew members of the MSC Preziosa during her call at the Tourelles Cruise Terminal with the assistance of representatives of the Martinique Tourism Authority.

MARTINIQUE THRIVES ON SOARING CRUISE FIGURES ▼

Martinique registered an unprecedented passenger traffic in 2017-2018 with:



MARTINIQUE KEEPS RECEIVING AWARDS AND SPECIAL RECOGNITIONS ▼



MARTINIQUE STANDS OUT WITH INNOVATING PRODUCTS ▼

100 % ELECTRIC TUK TUK TOURS

An original way to discover Fort-de-France, its monuments and its history. Explore the capital city aboard a Tuk Tuk, 100% electric and silent. Comfortably installed, you will share a convivial and unforgettable moment during your commented tour.

Fabrice, the driver guide (French / English) will make you enjoy a fun and personalized visit, during which you will discover Fort de France from a new angle.



DISCOVER AUTHENTIC MARTINIQUE

Fort-de-france food tasting and cultural walking tour with «Beyond the Beach»

Explore Martinican sweets and culture on this food and walking tour in Downtown Fort-de-France in Martinique. Sample local sweets and beyond the bites, you will also experience the rich culture and architecture that Fort-de-France has to offer. This is a small-group tour, with a maximum of 10 people, ensuring a personalized experience.

UNIQUE TOURS ADAPTED TO DISABLED PEOPLE WITH ACCESS'ILE

Martinique Access'ile is a travel agency specializing in social and solidarity stays and adapted transport for disabled people. Its president, Noël Cicalini, paraplegic, is an expert in organizing accessible trips and proposes holidays suited to your handicap. As both a manager and developer of «Handitourism» we collaborate in a partnership with local authorities and organizations including township communities and the Martinique tourism commission.





FOODIES DISCOVERING TASTE OF PARIS AND CARIBBEAN DELICATESSEN

Located in Fort-de-France, Le Metro is the new trendy brasserie restaurant and Bar! In a beautiful setting, you will experience the atmosphere of a modern Parisian brasserie. From breakfast to dinner, let yourself be tempted by this gourmet break!

How to get there from the cruise terminal?

- By bus: Bus 31- stop LE SIST, 20 min
- By Car: 12 Rue des Arts et Métiers, Fort-de-France 97200, 10 min

SPICY N' SUGAR RESTAURANT

Located in the heart of the Capital city Fort-de-France, the restaurant Spicy n' Sugar is open Monday to Friday from 11:30 to 16:00. Discover every day a new local flavor; all meals are 100% Caribbean come. If you are interested by a spicy break ...This is it! Spicy n' Sugar restaurant!!

How to get there from the cruise terminal?

- By car: 25 rue Moreau de Jones, 97200 Le Fort-De-France, Martinique; 5 min
- By walking: Moreau de Jones Street next to the cultural center; 10 min



RELAX AND CHILL IN ONE OF THE MOST BEAUTIFUL BAYS IN THE WORLD

- Relax on the beach just a short walk from your cruise ship... Now it's possible! Since December 2018, umbrellas and chairs have been available on La Française beach located at the foot of the 17th Saint-Louis Fort, facing one of the most beautiful bays in the world.

LAUNCHING OF A 360° AWARENESS CAMPAIGN AMONG LOCAL POPULATION

For the first time, Martinique Tourism Authority has launched a wide scale awareness campaign among the local population to the stakes and economic impact of the cruise industry. All communication channels (Tv, radios, social networks, newspapers and posters) have been used.



WIFI HOTSPOTS AVAILABLE FOR CRUISE PASSENGERS ▼

When they disembark, passengers can now benefit from free wifi connection in strategic places such as cruise terminals, downtown Fort-de-France and the iconic Saint-Pierre.

#LAMARTINIQUEELLEVOUSM»

#MEETMARTINIQUEANDITSPeOPLE



MARTINIQUE TOURISM AUTHORITY NEW ADDRESS AND USEFUL CONTACTS

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