

DOSSIER DE PRESSE

LANCEMENT SAISON CROISIERE
2014/2015




La Martinique
FLEUR DES CARAÏBES





SOMMAIRE

1. LES CHIFFRES DE LA CROISIERE
2. LA STRATEGIE 2014 - 2015
3. *LES ACTIONS DE PROMOTION*
4. *TEMPS FORTS DE LA SAISON*



LANCEMENT SAISON CROISIERE

2014/2015



1/4 LES CHIFFRES DE LA CROISIERE

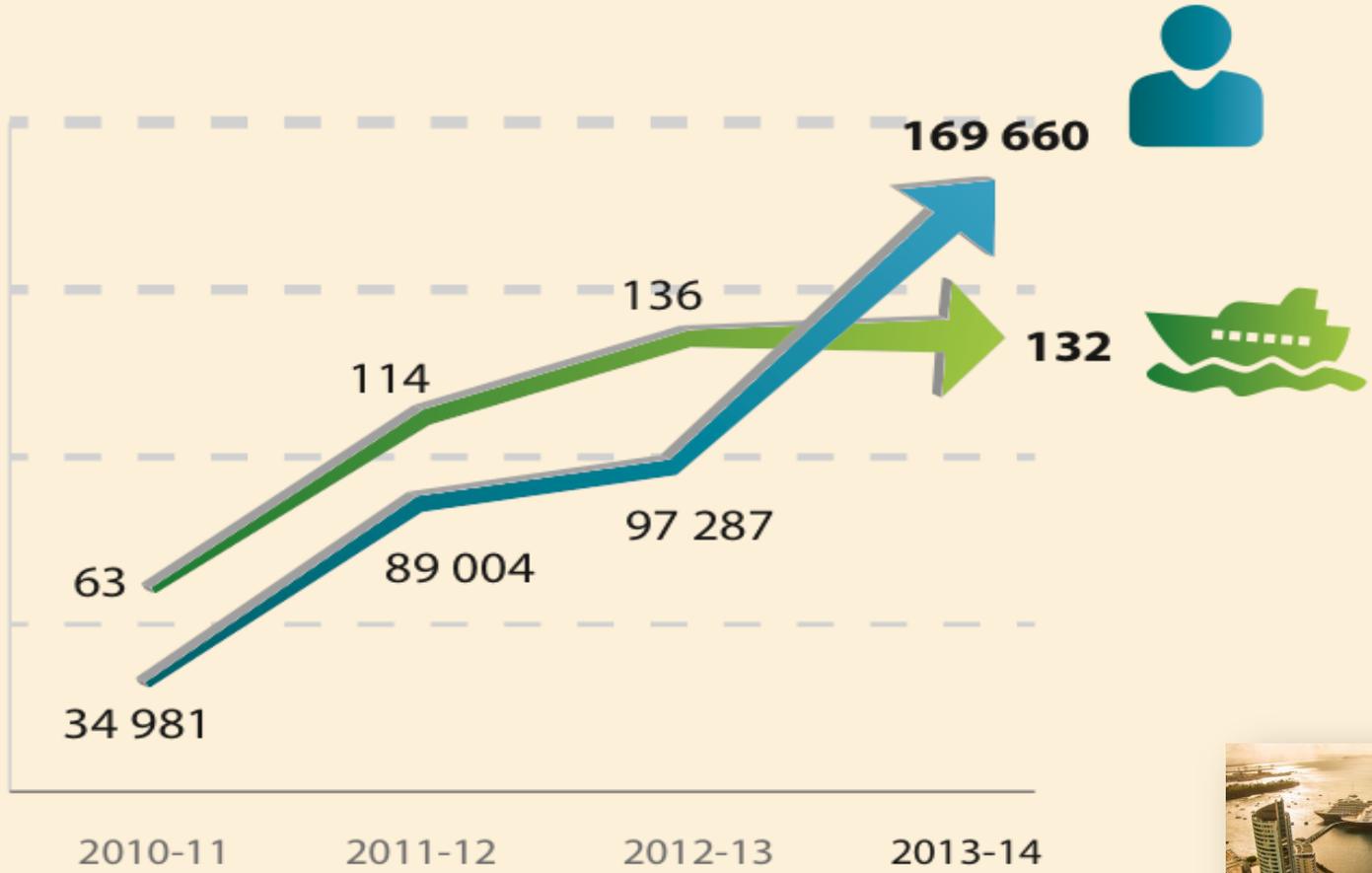


LANCEMENT SAISON CROISIERE

2014/2015

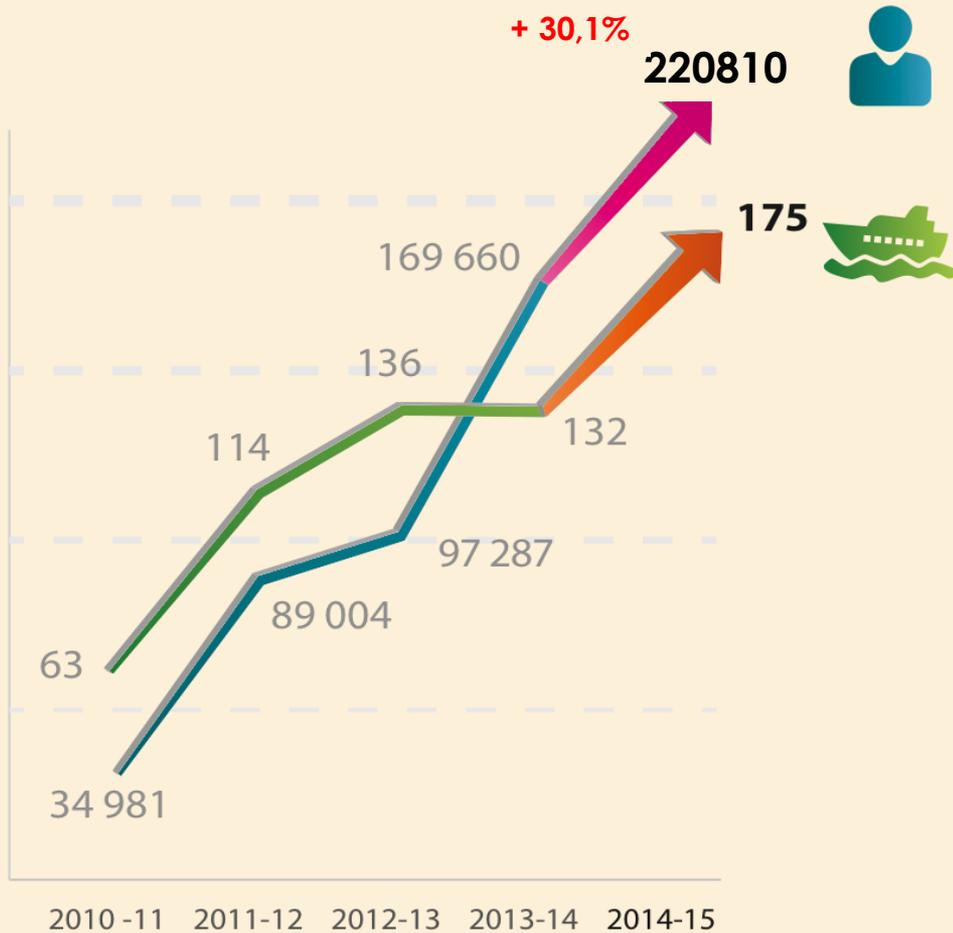


EVOLUTION DEPUIS 2010



LANCEMENT SAISON CROISIERE
2014/2015

DES PERSPECTIVES RÉJOUISSANTES POUR 2015



Estimation Traffic 2014-2015

| | Nombre de passagers |
|--|---------------------|
| Embarquant + débarquant | 84 900 |
| Transit | 220 810 |
| Estimation Total trafic 2014-2015 | 305 710 |



LANCEMENT SAISON CROISIERE

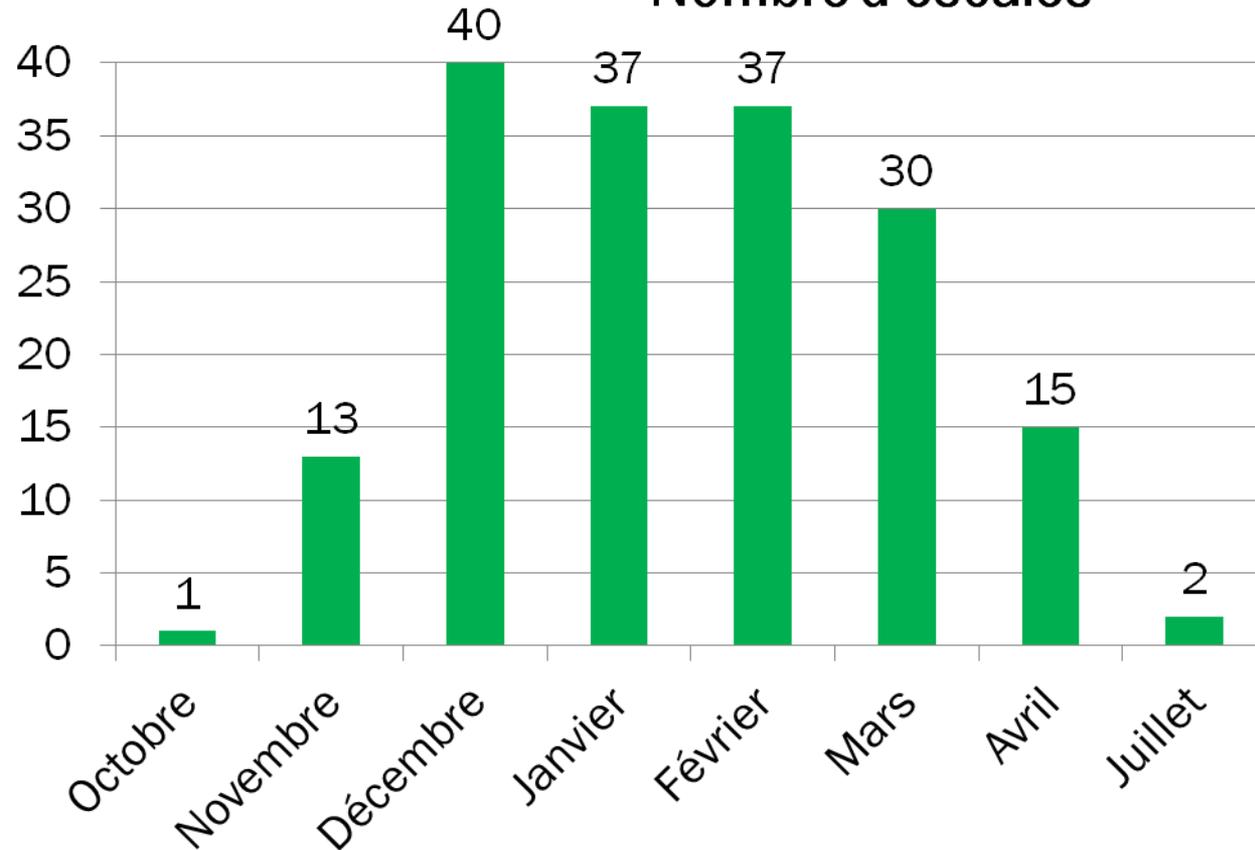
2014/2015



DES PERSPECTIVES RÉJOUISSANTES POUR 2015

Répartition mensuelle des 175 escales

Nombre d'escales



■ Nombre d'escales



LANCEMENT SAISON CROISIERE

2014/2015



DES PERSPECTIVES RÉJOUISSANTES POUR 2015

21 compagnies – 28 navires pour la saison 2014-2015

- 7 Navires tête de ligne
- 3 navires de retour
- 9 Escales inaugurales :



LANCEMENT SAISON CROISIERE

2014/2015



2/4 LA STRATEGIE 2014-2015



LANCEMENT SAISON CROISIERE

2014/2015



La stratégie 2014-2015 :

Fidéliser les compagnies existantes >

Développer les nouveaux segments >

3 axes d'orientation :

Amélioration de la satisfaction du croisiériste >

Augmentation de la recette/croisiériste >

Maintien de nos actions de promotion >



LANCEMENT SAISON CROISIERE

2014/2015



Terminal Croisière Tourelles

Réaménagement du Hangar des Tourelles

- Nouvelle salle livraison bagages dans les anciens entrepôts du Club Med et CAMA
- 800 m² à l'intérieur du bâtiment
- Plus proche pour la sortie des bagages
- Pas de croisement de flux entre les chariots des dockers et les passagers débarquants



LANCEMENT SAISON CROISIERE

2014/2015



Terminal Croisière Tourelles

Espace loisirs

- Réalisation d'un terrain de sport (en cours)
- Création d'un Bar des Saveurs Locales
- Amélioration du WIFI



LANCEMENT SAISON CROISIERE

2014/2015



3.1 Dispositif d'accueil et d'orientation Point info Tourisme



Une Meilleure signalétique





Dispositif d'accueil



20 agents multilingue

Visite guidée en Cyclo Comm'



Intervenant:

Office de Tourisme de Fort-de-France.



LANCEMENT SAISON CROISIERE

2014/2015

3.2 A FORT-DE-FRANCE

6.1.2 APPLICATION MOBILE : M'FORTDEFRANCE



Patrimoine

Bibliothèque Schoelcher

Rue de la Liberté



Sites et monuments

Musées

Marché

Parcs et Jardins

Description

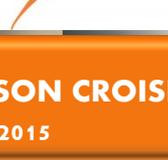
Joyau architectural, construit selon les plans d'Henri Picq, l'édifice est d'abord présenté en 1889 à Paris. Démonté et transporté par bateau à Fort-de-France, il abrite dès 1893 une collection d'ouvrages offerte par Victor Schœlcher, politicien français, a existé dans les Colonies

Horaire



LANCEMENT SAISON CROISIERE

2014/2015



3.3 AUDIO GUIDES

DÉCOUVERTE AUDIOGUIDÉE DE FORT DE FRANCE

Faites parler le centre historique en 12 étapes



L'audiopen
pour une visite autonome et ludique...

Tarif de location **3€**

Louez votre audiopen
à l'Office de Tourisme de Fort de France
76 rue Lazare Carnot - 0596 60 27 73

M'Fort de France Application disponible sur   www.tourismefdf.com



- 12 étapes soit + de 2h de visite disponible en 4 Langues (FR / AN / ES / IT)
- Tarif : 3 € / 4\$
- LES AUDIOPHONES sont loués les lundi, mardi et jeudi de 8h00 à 15h00
- Les mercredi et vendredi de 8h00 à 13h00
- caution 20 € en espèce pièce d'identité
- permettre aux visiteurs de découvrir la ville autrement à leur rythme avec un circuit guidé

Intervenant:

OT de Fort-de-France : 0596607963



LANCEMENT SAISON CROISIERE

2014/2015



Dispositif d'accueil

Plan de ville Distribué à chaque croisiériste



LANCEMENT SAISON CROISIERE

2014/2015



- Une signalétique appropriée pour les visiteurs arrivant en navette maritime
- WIFI gratuit dans le Village Créole



LANCEMENT SAISON CROISIERE
2014/2015

Village croisière



30 dates de village sont prévues à la pointe Simon

Objectifs du Village :

- Valoriser de notre production différenciante et qualitative.
- Proposer une expérience nouvelle aux croisiéristes au travers de notre culture (Musique danses, gastronomie, patrimoine...)

Tout cela devant contribuer à augmenter la satisfaction des clients et accroître la dépense des croisiéristes.



LANCEMENT SAISON CROISIERE

2014/2015



Artisans taxi

Promotion des excursions proposées par les chauffeurs de taxi avec des panneaux affichant les tarifs



LANCEMENT SAISON CROISIERE

2014/2015



Mise en place d'une charte tourisme

Engagement de la Charte :

- **Acceptation du dollar**
- **Maitrise au moins partielle de l'anglais**
- **Ouverture les jours d'escales**

Objectifs:

- **Améliorer les qualités d'accueil**
- **Valoriser l'offre commerciale**
- **Augmenter l'attractivité**

**Adhésion de
Soixante-huit
commerçants
confirmés**

Intervenants:

- **CCIM**
- **OT de FDF**
- **UCF**



LANCEMENT SAISON CROISIERE

2014/2015



Formation des commerçants: « DO YOU SPEAK TOURIST? »

Objectifs

- Offrir aux commerçants accueillant des touristes étrangers, des modules de formation, destinés à améliorer la qualité de l'accueil et dynamiser l'activité économique.

Visa pour l'Anglais ou l'Espagnol

- Module de formation de **60 heures** par groupe de niveau

Visa pour la vente

- Module de formation de **28 heures**

- 200 commerçants et leurs salariés, artisans et prestataires de services ont participé à la formation en anglais
- Un voyage d'immersion à Ste Lucie aura lieu du 8 au 11 novembre financé par la CCIM et la Région Martinique.



LANCEMENT SAISON CROISIERE

2014/2015

REALISATION D'UN LEXIQUE

Comité Martiniquais du Tourisme

COMMUNIQUONS
AVEC LES TOURISTES

en anglais, italien, allemand et espagnol

UK Italy Germany Spain

LEXIQUE À USAGE DES COMMERCANTS



LANCEMENT SAISON CROISIERE

2014/2015



3/4 LES ACTIONS DE PROMOTION



LANCEMENT SAISON CROISIERE

2014/2015



LES SALONS CROISIERE

- **Seatrade Med à Miami
16 au 19 mars 2015**
- **Seatrade Med à Hambourg du 9 au 15
septembre**
- **Salon Annuel de la FCCA**



LANCEMENT SAISON CROISIERE

2014/2015



Un plan media efficace

FCCA Magazine –
Sept Issue 2014

FCCA Magazine –
March Issue 2014

Martinique:
Make It Your Own!

Pointe Simon Cruise Terminal: A Deep-sea Facility on the Heart of the City
The Martinique Tourism Authority is delighted to announce that Martinique has been chosen as a port-of-call for the inaugural season of Royal Caribbean's trend-setting new vessel, *Quantum of the Seas*.

In the past couple of years, Martinique has made great strides in the cruise industry to draw new companies and renew with longtime partners. The Pointe Simon Cruise Terminal has been expanded and can now accommodate the largest cruise vessels in the world. The cruise industry has been steadily expanding, and the growing popularity of Martinique shows that cruise passengers want to experience not only the beauty of the island, but also its unique French and Creole heritage—a lovely *à la carte* quest.



of downtown Fort-de-France. The village features a wide variety of boutiques and stands that all accept U.S. dollars. There include local clothing, jewelry and accessory designers, locally-produced skin care products and perfumes, souvenir shops, local artists exhibiting their paintings and artisanal treats. Set to the rhythms of live music, the experience is enriched by French Caribbean dances and the legendary rum tastings only offered in Martinique.

Get a Taste of the Flavor of the Caribbean with New Attractions & Tours!
Martinique has expanded its repertoire of excursion and tours. Nine exciting new expeditions have been added, based on the many facets of the destination: nature and eco-adventurers, water sports activities, route of the rum, heritage and cultural discoveries. The tours depart from Pointe Simon and Les Tourelles ports in Fort-de-France.

A Rich Culture to Discover
These new excursions highlight Martinique's heritage. One takes you

to Trois-Ilets to visit the Slave's Savannah, a faithful replica of a maroon slave village. Another recent addition is the excursion known as "Distillery Clement and Empress Josephine's La Pagerie," which allows excursionists to learn more about the making of Martinique's renowned rum produced at the Rum Clement Estate, the only rum to carry the coveted *Appellation d'Origine Contrôlée* (AOC) designation. The tour also includes visits to typical Creole houses and features a stop to La Pagerie Museum, birthplace of Empress Josephine, the wife of Napoleon Bonaparte, who was born and raised in Martinique.

Nature & Adventure Activities
Martinique is one of the 25 hotspots in the world. In 2014 the island rolls out the "green carpet" to welcome its most valued guests.

Though small in size (685 square miles), Martinique boasts a wealth of natural wonders, making it one of the Caribbean's top eco-destinations. *Caribbean World Magazine* has named Martinique "Best Eco Island of the Year." Two-thirds of



the territory is designated and protected as nature reserve.

Other new excursions shine a light on the extraordinary biodiversity of Martinique by exploring its amazing trails on the nearly 4-mile walking trails or by taking a ride in a 4x4! The excursion at Le Robert, for instance, offers the opportunity to spot igneous serenely sunbathing in their natural environment.

Water Activities
The south of Martinique is renowned for its outstanding landscapes and vistas and of course for its beautiful beaches along warm, crystal-clear waters. The new excursion at the famous Pointe-Martin will offer a memorable beach day. Another new southern option is embarking on a catamaran for a turtle-spotting tour.

Information on all these activities and more can be found onboard the ships that have Martinique as a port of call. Be sure to find out more by visiting their websites and consider a cruise to Martinique to experience one of the most enchanting destinations in the world!

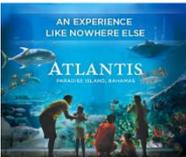
First Quarter 2014 • Craining Magazine #7

Travel-n-Cruise

Weekly news that you can use!

Featured Headlines

Hiking through Martinique's History



Good hiking shoes, a bottle of Martinique spring water and maybe a bar of Eclair dark chocolate, that is nearly all you need to discover one of the most intriguing hikes of the Caribbean. The hikes take about two hours and immerse you in the lush vegetation in the heart of Martinique from Fonds-Saint-Denis to Le Carbet. Discover an untamed aspect of the "island of flowers" and let nature itself take you on a journey through water system, was built by the slaves to supply the house and crops of Carbet and Saint-Pierre. You will walk on a low wall bordering the canal and cross tropical flowers, bamboo, giant ferns and hundreds more spectacular species. The canal offers soaring sights on the Carbet peaks, the scenic charms of the rainforest and the Caribbean Sea... all at once!

The History of Antigua's Carnival

Antigua's Carnival is a celebration of freedom that usually lasts from the first week in July to the last Tuesday in August. It is characterized by a kaleidoscope of colors, the pulsating rhythms of the steel pan, beauty pageants, exciting fetes and unbridled revelry through St. John's streets. Now in its 180th year, Antigua's Carnival began on August 1, 1834, when slavery was abolished and



Falling in Love with Martinique

Love at first sight...

The whimsical notion may seem a bit antiquated in the face of modern online dating, but as anyone who's ever sailed into the Bay of Fort-de-France surely knows, love at first sight is still de rigueur in Martinique.

For cruise visitors, many of Martinique's charms are readily and easily accessible just a few steps from their respective points of disembarkation at the new cruise terminals— Pointe Simon and Tourelles— along the Fort-de-France waterfront. From either terminal, it's just a short walk to the hub of all city tour and attractions information, the Fort-de-France Office de Tourisme information kiosk.

Located at the northwest corner of the La Sarraz Park, at the intersection of Rue de la Liberté and Boulevard Allouis, the information kiosk is where visitors can meet self-guided audio city tour walking guides highlighting such notable attractions as the Schoeller Library, the Saint Louis Cathedral, Aimé Césaire Theatre, the Covered Market and the La Sarraz Park. Self-guided audio tour recordings

are available in a choice of four languages— English, French, Spanish and Italian— ensuring that none of Fort-de-France's charms get lost in translation.

The Fort-de-France Office de Tourisme information kiosk is also where visitors can rent two-wheeled electric bicycles to explore the main historic sites of the capital has extensively and arrange for guided tours of the city's newest attraction (aka one of its oldest structures), Fort Saint Louis.

Originally carried from a rocky promontory jutting out into the Bay of Fort-de-France, Fort Saint Louis has expanded its concert with the City of Fort-de-France since its initial opening in 1641, eventually covering an area in excess of 27,612 square feet. At its highest point, the fort sits seven nearly 200 feet over the city

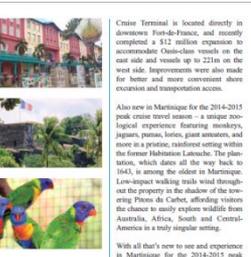
and the bay, making it one of the first things cruise visitors see when approaching the city aboard ship.

Another prime point of welcome in Fort-de-France where cruise visitors are sure to feel the love is the Cruise Village.

Initially launched for the 2013-2014 peak cruise season, the Cruise Village has been expanded to include a vibrant and colorful welcome to the Isle of Flowers. English-speaking visitors accepting U.S. dollars and selling all types of local arts, crafts, jewelry, skin care products, perfumes, designer accessories and souvenirs, meet with helpful and informative guides offering tips on what to see, do, taste, and experience during port calls.

For entertainment, the Cruise Village features live music with Creole dance performances at regular intervals. Heritage of Martinique's legendary rum agricole brands, the only rum in the world that carry the prestigious A.O.C. seal, is also of exceptional quality, are also on offer.

The Cruise Village is located right at the entrance to the Pointe Simon Cruise Terminal, making it possible to visit for passengers disembarking there. This



Cruise Terminal is located directly in downtown Fort-de-France, and recently completed a \$12 million expansion to accommodate Christian Lacroix on one side and trends up to 2216 on the west side. Improvements were also made for better and more convenient shore excursion and transportation access.

Also new in Martinique for the 2014-2015 peak cruise season is a unique zoological experience featuring monkeys, jaguars, ponies, lories, giant armadillos, and more in a pristine, natural setting within the former Habitation Lamoignon. The plantation, which dates all the way back to 1642, is among the oldest in Martinique. Low-impact walking trails wind throughout the property to the shadow of the towering Phoenix de Carbet, affording visitors the chance to enjoy exquisite wildlife from Australia, Africa, South and Central America in a truly singular setting.

With all that's new to see and experience in Martinique for the 2014-2015 peak cruise season, it follows that many of the world's top cruise lines are lining up to homeport or make port calls in Fort-de-France over the coming month. 215,000 cruise passengers to 44% increase from previous season) and 175 calls (an increase of 78%) are expected to come ashore in Fort-de-France between October 30, 2014 and July 31, 2015.

As a homeport, Martinique will welcome such notable cruise lines as Costa, MSC, Croisière de France, Club Med Cruises, and Le Ponant. As a port of call, Martinique will be featured in itineraries put forth by Royal Caribbean (RCL), highlighted by four calls by the vaunted Quantum of the Seas and nine calls by the Jewel of the Seas, Holland America Line, Norwegian Cruise Line (NCL), Princess Cruises, Carnival Cruise Lines and the German operators TUI and AIDA, to mention a few.

Indeed, there's a lot to love about crusing in Martinique in 2014 and beyond!

For more information, visit www.martinique.org

Third Quarter 2014 • Craining Magazine #7

Weekly Travel in Cruise FCCA Newsletter



LANCEMENT SAISON CROISIERE
2014/2015



4/4 TEMPS FORTS DE LA SAISON



LANCEMENT SAISON CROISIERE

2014/2015



DES PERSPECTIVES RÉJOUISSANTES POUR 2015

Escale avec + de 7 000 Croisiéristes en escale en Martinique

**DATE A
RETENIR**

**Mercredi 10 décembre 2014
TOTAL 7351 croisiéristes**

- HORIZON 1828
- MSC MUSICA 3605
- NOORDAM 1918

**Mercredi 24 janvier 2015
TOTAL : 7934 croisiéristes**

- HORIZON 1828
- MSC MUSICA 3605
- JEWEL OF THE SEAS 2501

**Mercredi 21 janvier 2015
TOTAL: 7934 croisiéristes**

- JEWEL OF THE SEAS 2501
- HORIZON 1828
- MSC MUSICA 3605

**Mercredi 12 février 2015
TOTAL : 8180 croisiéristes**

- ZUNDERDAM 246
- MSC MUSICA 3605
- HORIZON 1828
- JEWEL OF THE SEAS 2501



LANCEMENT SAISON CROISIERE

2014/2015



Focus sur le Quantum of the Seas



DATE A
RETENIR



Date de la 1^{ère} escale le 6 décembre à la Pointe Simon
Nombre de passagers : **4905** hors membres d'équipage



LANCEMENT SAISON CROISIERE

2014/2015

Fin



Contact presse

Kareen Dongar

kareen.dongar@martiniquetourisme.com

Tél. : 0 596 61 79 18

www.martinique.org