

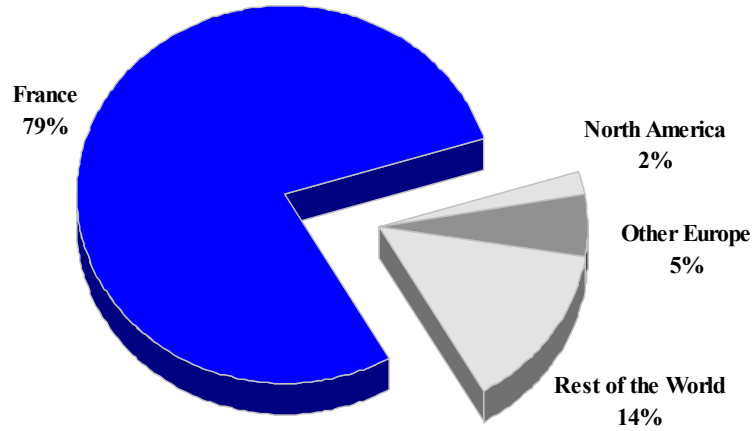
## MARTINIQUE

### TOURISM HIGHLIGHTS FOR 2006

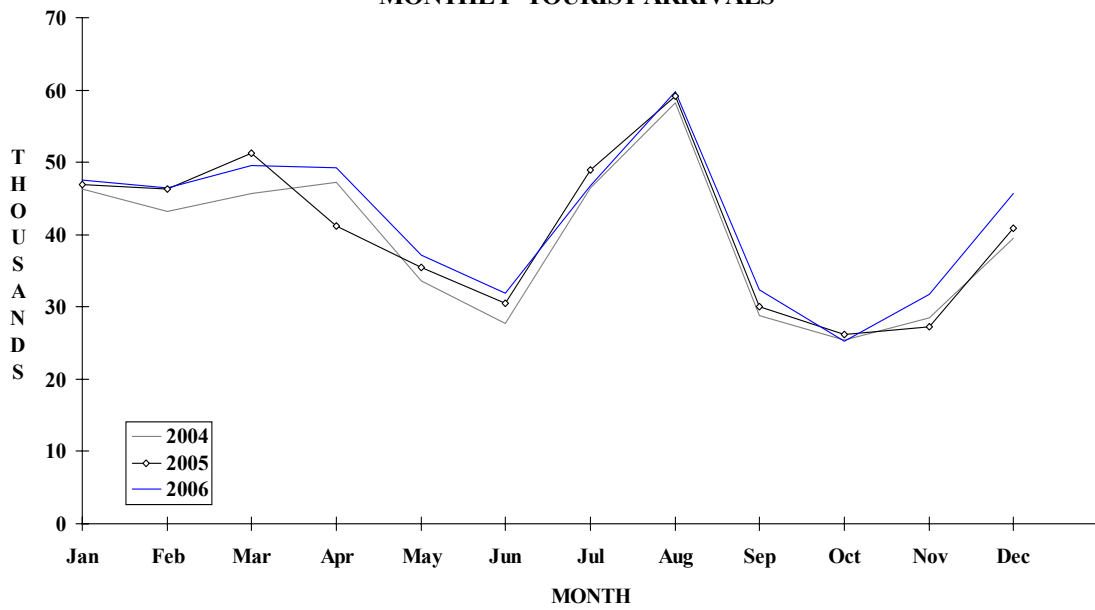
VISITOR ARRIVALS			
Tourist Arrivals ✈ ➔ <i>Summer</i> ➔ <i>Winter</i>	503,475 61.7% 38.3%	Cruise Passengers ➔ <i>Summer</i> ➔ <i>Winter</i> Cruise Ship Calls	96,089 41.8% 58.2% 137
VISITOR PROFILE			
Average Length of Stay ( <i>nights</i> ) <b>Tourist Arrivals by Purpose of Visit</b> ➔ <i>Holiday</i> ➔ <i>Business</i> ➔ <i>Other</i>	14.4 84.3% 12.4% 3.3%	<b>Tourist Arrivals by Place of Stay</b> ➔ <i>Hotels</i> ➔ <i>Guest Houses/Apartments</i> ➔ <i>Private</i> ➔ <i>Others</i>	36.6% 26.9% 26.3% 10.2%
TOURISM AND OTHER RELATED ECONOMIC STATISTICS			
Total Expenditure ( <i>US\$ millions</i> )	\$291.0	Tourism Budget ( <i>US\$ '000</i> ) <sup>viii</sup>	\$7,540
ACCOMMODATION STATISTICS		SOCIO-ECONOMIC STATISTICS	
Rooms <sup>i</sup> Room Occupancy Rates	8,298 51.8%	Land Area ( <i>square Kilometres</i> ) Population ( <i>thousand mid year 2003</i> )	1,060 391.0

# MARTINIQUE

## TOURIST ARRIVALS BY MAIN MARKETS 2006



## MONTHLY TOURIST ARRIVALS



## TOURIST ARRIVALS BY COUNTRY OF RESIDENCE

Country of Residence	2002	2003	2004	2005	% Share	
					2006	2006
United States	4238	2557	3468	4984	5239	1.0
Canada	4474	2584	3008	4569	4772	0.9
France	349212	357726	373678	369705	395515	78.6
Other Europe	22765	22198	22461	29378	26938	5.4
D.O.M. *	42960	51288	54050	48612	51608	10.3
Other C'bean	15426	12826	10446	18312	15079	3.0
Other Countries	7624	3981	3779	8567	4324	0.9
<b>TOTAL</b>	<b>446699</b>	<b>453160</b>	<b>470890</b>	<b>484127</b>	<b>503475</b>	<b>100.0</b>

\*French overseas departments and territories (mainly Guadeloupe)

## MONTHLY TOURIST ARRIVALS\*

Month	2002	2003	2004	2005	% Change	
					2006	2006/05
January	47005	50019	46320	46904	47576	1.4
February	47168	42326	43244	46296	46387	0.2
March	51572	51607	45712	51239	49514	-3.4
April	43311	47090	47241	41255	49252	19.4
May	30625	31809	33573	35475	37203	4.9
June	25131	27819	27771	30541	31948	4.6
July	38662	40380	46439	48956	46818	-4.4
August	49167	52356	58245	59224	59806	1.0
September	26890	25883	28784	29988	32304	7.7
October	21357	22631	25456	26124	25215	-3.5
November	26516	25451	28547	27271	31719	16.3
December	39285	35789	39558	40854	45733	11.9
<b>TOTAL</b>	<b>446689</b>	<b>453160</b>	<b>470890</b>	<b>484127</b>	<b>503475</b>	<b>4.0</b>

MARTINIQUE

CRUISE PASSENGER ARRIVALS

Month	2002	2003	2004	2005	% Change	
					2006	2006/05
January	24717	31771	26965	16176	16329	0.9
February	18274	31301	23027	12640	12754	0.9
March	11139	29995	28573	17814	16570	-7.0
April	12386	30354	13502	11182	10243	-8.4
May	14683	9095	4160	1382	1026	-25.8
June	13063	12748	4444	0	0	??
July	9357	15154	2896	0	0	??
August	12201	11916	2654	0	0	??
September	3262	14166	1995	0	0	??
October	18560	15849	4528	1981	4529	128.6
November	25597	23953	19644	9177	13397	46.0
December	37608	42240	27028	22711	21241	-6.5
<b>TOTAL</b>	<b>200847</b>	<b>268542</b>	<b>159416</b>	<b>93063</b>	<b>96089</b>	<b>3.3</b>
Cruise Calls	206	218	220	128	137	

TOURIST ACCOMMODATION (Rooms)

Rooms	2002	2003	2004	2005	2006
Total	n.a	8298	n.a	n.a	8261

Source: Agence Regionale de Developpment Touristique de la Martinique (ARDTM)