



EXPERIENCES 100% MADE IN MARTINIQUE

Mrs Karine ROY-CAMILLE

COMMISSIONER, MARTINIQUE TOURISM AUTHORITY



**PEOPLE DON'T TAKE TRIPS;
TRIPS TAKE PEOPLE**
JOHN STEINBECK





**A TOTAL EXPERIENCE
YOU SAID,
WHAT DOES IT MEAN EXACTLY?**





**IS THE EXPERIENCE
ABOUT ELEGANT HOTELS
AND
EXCEPTIONAL QUALITY SERVICE ?**





IS THE EXPERIENCE ABOUT VISITING A WORLD RENOWNED ICONIC PLACE?





**IS IT ABOUT A
THRILLING ENCOUNTER
WITH
ART AND CULTURE ?**





**DOES IT MEAN ENJOYING
A WONDERFUL MEAL IN
A ***MICHELIN RESTAURANT
PREPARED BY THE BEST CHEFS?**



**...OR STROLLING A BEAUTIFUL NATURE
PARK, SMELL THE FLOWERS
AND LEARN ABOUT
THE WONDERS OF TROPICAL NATURE ?**



IT IS ALL THAT AND MORE...

**BUT WHAT I AM SURE OF
IS THAT
THE BEST EXPERIENCE
IS ESSENTIALLY A COLLECTION OF
GREAT MEMORABLE MOMENTS**

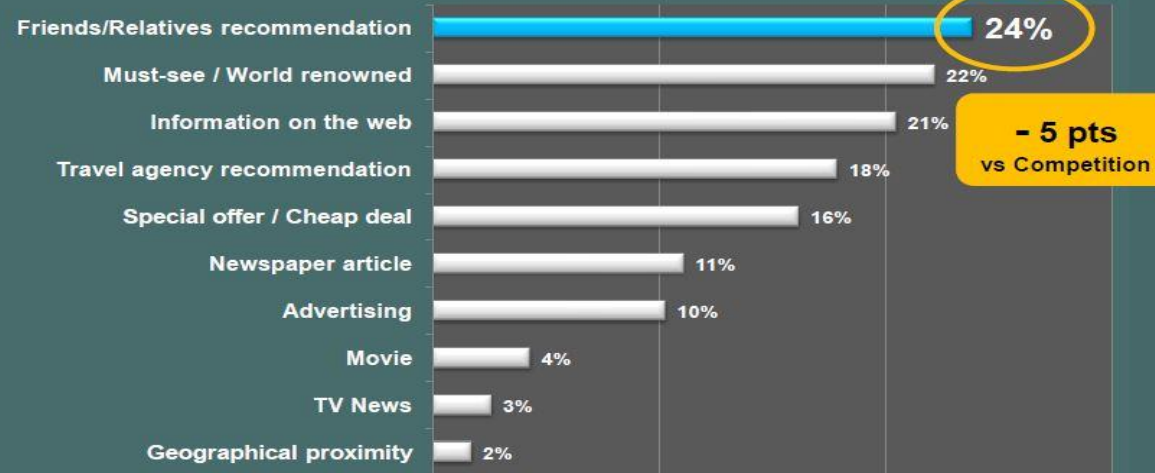


IT IS ALL THAT AND MORE...

Visitor experience still drives Caribbean competitiveness...
but less than in competition !



What mostly prompted your decision to choose this destination?
(TOP 10 factors – Caribbean – 1st visit)



IT IS ALL THAT AND MORE...

What any destination must pay attention to for **enhancing visitors experience overall...**



TOP 10 criteria mostly influencing visitors' experience

1. Landscape beauty
2. Hospitality of local residents
3. Feeling of safety
4. Accommodation quality
5. Cleanliness, environment
6. Historical heritage, museums
7. Signs, orientation
8. Beach beauty and diversity
9. Cultural and leisure activities
10. Local food quality

intangible experiences matter... beyond great beaches & hotels !



Correlation analysis between overall satisfaction and detailed satisfaction criteria, all markets and destinations together



Les vacances, c'est notre Job !



Eddy,
Chauffeur de camion-benne
Bâtisseur de Paradis



Suzanne,
Marchande de saveurs
Bâtisseur de Paradis



Jean-Charles,
Maître-Restaureur
Bâtisseur de Paradis



Evelyne,
Réceptionniste d'un hôtel
Bâtisseur de Paradis

j'm ARTINIQUE

Les Martiniquais, bâtisseurs de paradis !

**MERCI
DE
VOTRE ATTENTION**

