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)

- Friends/Relatives recommendation: 24%
- Must-see / World renowned: 22%
- Information on the web: 21%
- Travel agency recommendation: 18%
- Special offer / Cheap deal: 16%
- Newspaper article: 11%
- Advertising: 10%
- Movie: 4%
- TV News: 3%
- Geographical proximity: 2%

- 5 pts vs Competition
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-Restaurateur
Bâtisseur de Paradis

Evelyne, Réceptionniste d'un hôtel
Bâtisseur de Paradis

Les Martiniquais, bâtisseurs de paradis !

J'MARTINIQUE
MERCI DE VOTRE ATTENTION