



LA MARTINIQUE

NORWEGIAN AIR'S INAUGURAL FLIGHT FROM MONTRÉAL TO MARTINIQUE

The airline launches its first nonstop flights from
Canada to Island of Flowers



Montréal | Thursday, November 1, 2018– This winter, travelers departing from Montréal, Canada will have more options than ever to discover Martinique. Starting November 1, 2018, Norwegian Air will inaugurate non-stop flights on Tuesdays, Thursdays and Saturdays at 2.25 pm from Montreal Pierre-Elliott-Trudeau International Airport to Martinique Aimé Césaire International Airport. Introductory rates start at \$ 219 CAD—taxes included. Norwegian has been named «Europe's best low cost airline » and « Best Value for Money in 2018.»

“We are extremely excited to add a new route between Montréal and Martinique, as we continue to grow our French Caribbean network. Montréal is also our very first Canadian destination, and it made perfect sense for us to start entering this new market by connecting Martinique to Montréal adding this very important North American gateway to our already popular and successful routes from New York

and Fort Lauderdale. This week we are also launching direct flights between Fort de France and Cayenne in French Guiana, further strengthening our commitment to Martinique. We look forward to another successful season, which would never have been possible without the strong support of the Martinique Tourism Authority” said Anders Lindström, Director of Communications Norwegian Air, North America

«Our Board of Directors, hoteliers, tour operators and other industry partners of the Martinique Tourism Authority are delighted by the new connection provided by Norwegian Air between Montreal and Fort-de-France. This service which also opens with a connection to French Guiana is an exceptional opportunity to develop travel for Canadians to our island as well as to Cayenne. I would like to add, that with a 49% growth already recorded in advance bookings for the coming season, the Canadian market is more than ever a priority. Thank you and congratulations Norwegian. Martinique loves you!" said Karine Mousseau, the Martinique Tourism Commissioner.

For booking, please visit www.norwegian.com/en-ca

For more information about Martinique www.us.martinique.org

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About Martinique

The French Caribbean Island of Martinique is also known as the Isle of Flowers, The Rum Capital of the World, the Birthplace of coffee in the New World, The Isle of the Famed Poet (Aimé Césaire) – Martinique ranks among the most alluring and enchanting destinations in the world. As an overseas region of France, Martinique boasts modern and reliable infrastructure – roads, water and power utilities, hospitals, and telecommunications, services all on par with any other part of the European Union. At the same time, Martinique’s beautifully unspoiled beaches, volcanic peaks, rainforests, 80+ miles of hiking trails, waterfalls, streams, and other natural wonders are unparalleled in the Caribbean, so visitors here truly get the best of both worlds. The currency is the Euro, the flag and the official language are French, but Martinique’s character, cuisine, musical heritage, art, culture, common language, and identity are of a distinctly Afro-Caribbean inclination known as Creole. It is this special combination of modern world conveniences, pristine nature, and rich heritage that has earned for Martinique several notable distinctions in recent years. In 2018, Martinique is highlighted in the Caribbean segment of the New York Time’s “52 Places to go in 2018.” and prominently featured in a January 2018 article in Travel + Leisure. In a 2017 review of noteworthy French Islands throughout the world ThePointsGuy.com selected Martinique as number one. Other distinctions include being named as a “Must-Visit” destination by Caribbean Journal, “Best Caribbean Destination” by About.com, and “Top Caribbean Island for Delectable Dining” by Caribbean Travel + Life.

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