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GUADELOUPE ISLANDS TOURIST BOARD



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Guadeloupe Islands Record 26 Percent Increase in Hotel Room Night Bookings In 2013

**The French-Caribbean Archipelago is Even More Accessible to US Travelers with New
Interline Agreement between JetBlue and Seaborne Airlines**



(Image Credit: M. Poussnik via Guadeloupe Islands Tourist Board)

New York, December 3, 2013 – Guadeloupe Islands has recorded a 26 percent increase in hotel room night bookings in 2013 compared to 2012. As a result, the French Caribbean archipelago has become one of the Caribbean's rising destinations, according to a recent report by Kuoni Global Travel Service.

While mainland France continues to be the largest source of visitors to Guadeloupe Islands, Germany, Sweden and the United States have become the destination's fastest growing source markets in 2013. The uptick in arrivals from the United States is attributed to new airline routes which opened spring 2013. New flights include American Airlines weekly nonstop service between Miami and Pointe-à-Pitre and Seaborne Airlines, in code share with American Airlines, nonstop service four times per week between San Juan and Pointe-à-Pitre.

In November 2013, the destination became even more accessible for US travelers with JetBlue new interline agreement with Seaborne Airlines. JetBlue travelers will now enjoy a seamless connection in San Juan without having to claim and rechecked their luggage. **JetBlue-Seaborne Guadeloupe Islands tickets are currently available for travel professionals to book in GDS and will be available on JetBlue.com in the first quarter of 2014.**

Since opening its US office in November 2012, the Guadeloupe Islands Tourist Board has launched various initiatives designed to introduce and attract American travelers to the spectacular French-Caribbean archipelago. These include:

- **“Let Me Show You My Islands”** – A digital campaign starring international renowned Model/Actor/DJ and Guadeloupean, [Willy Monfret](#). The campaign included a 5 part video series and a sweepstakes prize of 7-night stay at La Creole Beach Hotel & Spa with air on American Airlines which was won by Debbie Terry from San Diego. To view the series, please visit: <http://www.youtube.com/user/GuadeloupeIslands>
- **Air-Inclusive Themed Packages** – With the launch of new airline routes servicing the US market, the Guadeloupe Islands Tourist Board partnered with Los Angeles based tour operator EuroBound and six properties to offer nine exclusive packages. The offers are available for booking through December 31, 2014 and travel professionals can earn up to 14% Commission with Eurobound. For more information on the packages please visit <http://www.guadeloupe-islands.com/>
- **Travel Professional Training Program** – To educate travel agents on selling the destination, the tourist board launched the Guadeloupe Islands Destination Specialist training program in October 2013 in partnership with Recommend Magazine. Travel agents on completing the program are qualified for year-end rewards of up to \$1,000 and FAM trips to Guadeloupe Islands. For more information on the program, visit edu.recommend.com/Guadeloupe

*“This surge in room night bookings is an encouraging result of the strategic programs and industry alliances we initiated this year to prominently position Guadeloupe Islands in the US market, said **Willy ROSIER, Director General for the Guadeloupe Islands Tourist Board.** “We are delighted by the positive reception and remain strongly committed to the development of*

this market. In 2014 we will be amplifying our strategy to continue building awareness, promote niche markets, attract new air service and cultivate partnerships.”

Mr. ROSIER further added, “2014 will also be an exciting year to be in Guadeloupe Islands as we are the finish line for the world-acclaimed **Route du Rhum** transatlantic sailing race which starts on October 24 in Saint-Malo, France and ends in Pointe-à-Pitre on November 2, 2014. “

About Guadeloupe Islands

Framed by the Caribbean Sea and the Atlantic Ocean, the French overseas department of Guadeloupe Islands is located in the heart of the Lesser Antilles and is comprised of five islands connected by an efficient inter-island network, making the Guadeloupe Archipelago a premier island-hopping destination. This so French, undeniably Caribbean archipelago is a multi-faceted destination with countless sources of memorable experiences for everyone, including lush rain forests, dramatic volcano, spectacular cascading waterfalls, crystal clear turquoise waters adorned with gold, white, pink, and black powdery sand, charming villages, French-Caribbean influenced culture and exquisite cuisine. Culinary is an art form in Guadeloupe Islands and with over 200 restaurants, visitors will delight in an epicurean adventure that tantalizes their palates with French, Creole and Nouvelle Cuisine Creole dishes paired with award-winning local rum and French imported wines and champagne. The entirely preserved environment, thanks to rigorous flora, fauna and marine preservation programs, has made Guadeloupe Islands a leader in sustainable tourism. Guadeloupe Islands is accessible from USA by air to Pointe-a-Pitre International Airport in Grande-Terre, with non-stop service from Miami International Airport via American Airlines. Additionally, the archipelago is accessible from San Juan, Puerto Rico via Seaborne Airlines, code share partner with American Airlines and Interline partner with JetBlue; from Saint Martin/Sint Maartin, Saint Lucia, Saint Barthélemy via Air Caraïbes; and from Antigua and Dominica via LIAT. For more information on the Caribbean's best kept secret visit

www.guadeloupe-islands.com

Please click here for approved hi-res photos of Guadeloupe Islands:

<https://www.dropbox.com/sh/xr59ipbgrk3a3z/qLJO15yIXE>