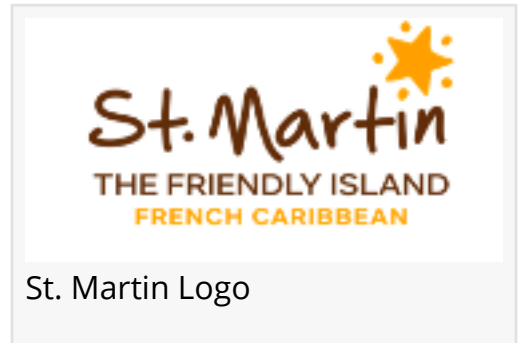


# The St. Martin Tourist Office Launches Innovative Online Training Program for Travel Agents

NEW YORK, NY, UNITED STATES, September 5, 2024

[/EINPresswire.com/](https://EINPresswire.com/) -- The St. Martin Tourist Office is proud to announce the launch of its cutting-edge online training program, designed exclusively for travel agents. This initiative aims to provide comprehensive and engaging training to equip travel professionals with in-depth knowledge about St. Martin as a premier travel destination.



The online training program offers a user-friendly interface tailored to the needs of travel agents. Participants will have access to a wealth of resources including virtual tours, detailed destination guides, insider tips, and key selling points of St. Martin. Through interactive modules, agents will deepen their understanding of the island's unique culture, attractions, accommodations, and activities.

"We are excited to introduce this innovative online training program," said Aïda Weinum, Director of the St. Martin Tourist Office. "It represents our commitment to supporting travel agents with the tools and knowledge they need to effectively promote St. Martin as a top-tier destination. This initiative not only enhances our partnership with travel professionals but also ensures that they are well-equipped to provide exceptional service to travelers."

The program features modules covering various aspects of St. Martin including their diverse cultural heritage, cuisine and dining experiences, accommodation options, activities and excursions and discovering the islands stunning landscapes. Some of the tools available on the website include:

- Sales tools: Access to brochures, promotional materials, and selling tips to aid in client interactions.
- Interactive maps: Detailed maps to help agents understand the layout and key areas of St. Martin.
- Resources: A list of all airlines that service the island's two airports: Princess Juliana Airport on the Dutch side and Grand Case Airport on the French side, a list of all the major events hosted on island and information on the history of St. Martin.
- Easy Navigation: A design that allows for intuitive navigation and seamless learning experience

accessible on various devices including desktops, tablets, and smartphones.

Participants will earn a certification upon completion of the program, validating their expertise in promoting St. Martin effectively to their clients. The St. Martin Tourist Office aims to foster a strong network of knowledgeable travel agents who can confidently showcase the island's distinctive offerings and create memorable experiences for travelers.

For more information about the online training program and to register, please visit [OnlineTraining-St-Martin.prep.faire-savoir.eu](https://OnlineTraining-St-Martin.prep.faire-savoir.eu).

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ABOUT ST. MARTIN: With an eclectic array of restaurants, a multitude of boutique stores, properties and loads of watersports, St. Martin is for action-oriented vacationers. With its blend of warm hospitality and European style, St. Martin is one of the Caribbean's more attention-grabbing spots. The destination offers visitors the opportunity to discover beautiful beaches, savor traditional French and West Indian cuisine, and explore an abundance of attractions.

To find information on St. Martin please visit: <https://www.st-martin.org/> or follow us on:

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Instagram: @discoversaintmartin

Twitter: @ilesaintmartin

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