

# Martinique Strengthens Strategic Ties with American Airlines at Dallas Event

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/EINPresswire.com/ -- Martinique deepened its strategic partnership with American Airlines (AA) last month during “Threads of Influence”, a vibrant Caribbean-American Heritage Month celebration at the airline’s Dallas-Fort Worth headquarters. The event, hosted by AA’s Caribbean Employee Business Resource Group, brought together tourism leaders, airline executives and employees to spotlight the enduring cultural and economic bonds between the Caribbean and the United States.

Muriel Wiltord, Director of the Americas for the Martinique Tourism Authority, joined representatives from The Bahamas, Belize and Jamaica in a series of destination presentations showcasing the region’s diversity, creativity and global appeal. Representing the French overseas department, Wiltord emphasized Martinique’s accessibility, safety, quality health care, and three UNESCO distinctions, while inviting attendees to “make it your own.”

The celebration also featured a high-level panel discussion with CTO Secretary-General Dona Regis-Prosper and senior American Airlines



Muriel Wiltord, Director of the Americas for the Martinique Tourism Authority, in Dallas last month



Dona Regis-Prosper, Secretary-General of the Caribbean Tourism Organization (center) with Muriel Wiltord and Monique Macaire-Sprott of the Martinique Tourism Authority

executives — including Brian Znotins, Senior Vice President, Network Planning; Ralph Lopez Massas, Senior Vice President, Charlotte Operations; and José Freig, Vice President, International Operations. Together, they explored the future of Caribbean tourism, with Regis-Prosper underscoring the importance of strategic partnerships, data-driven decision-making, and sustainable tourism development.

Martinique's participation underscored its strong relationship with American Airlines, which offers nonstop service from Miami and serves as a key gateway for U.S. travelers. As airlift connectivity continues to shape the region's tourism trajectory, the event reinforced the critical role of airline-destination collaboration in driving growth and cultural exchange.

The participation of the Martinique Tourism Authority in this corporate-led initiative reflects the island's broader strategy to enhance brand awareness in priority markets and build strong institutional alliances. By engaging directly with airline leadership and front-line teams, Martinique aims to foster deeper understanding of its tourism product, support route sustainability, and strengthen its positioning within the Caribbean region.

The event also highlighted the growing influence of Caribbean culture, tourism and diaspora communities in the U.S., while reaffirming American Airlines' deep-rooted connection to the region.

#### About Martinique

Martinique, often referred to as the Caribbean island with French flair, the Isle of Flowers, the Rum Capital of the World, and the Isle of the famed poet Aimé Césaire, ranks among the world's most enchanting destinations. As an overseas region of France, it features modern and reliable infrastructure, including well-maintained roads, utilities, hospitals, and telecommunications services on par with any other part of the European Union.

The island's unspoiled beaches, volcanic peaks, lush rainforests, and more than 80 miles of hiking trails and waterfalls make it one of the Caribbean's premier natural wonders. This unique blend of modern conveniences, pristine nature, and rich cultural heritage has earned Martinique several prestigious distinctions in recent years. It was featured on The New York Times' "52 Places to Go in 2023" list, named "Best Caribbean Destination" by About.com, and recognized as the "Top Caribbean Island for Delectable Dining" by Caribbean Travel & Life. The Bay of Fort-de-France, fronting the island's vibrant capital, was also inducted into The Club of the Most Beautiful Bays in the World.

Adding to its prestige, Martinique has been designated a UNESCO World Biosphere Reserve, and the iconic yole (or skiff) has been recognized by UNESCO for its cultural significance. A destination like no other – Martinique c'est magnifique!

For more information, visit [us.martinique.org](https://us.martinique.org).

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