

itravel2000, a Travelzest company, teams up with Martinique Promotion Bureau to promote the flower of the Caribbean

Toronto/On, December/01/2009/ - itravel2000.com, Canada's premier online travel company and the Martinique Promotion Bureau/Comite Martiniquais du Tourisme have teamed up to encourage Canadians to make Martinique a top vacation destination this year.

"Affordable luxury seems to be a term that's thrown around a lot these days but Martinique truly is affordable and luxurious," notes Jonathan Carroll, President, itravel2000. Starting December 6th, Air Canada offers the only direct flights to Fort-de-France, Martinique from Montreal. This will mark the beginning of year round flights into this 'flower of the Caribbean' and itravel2000 expects this new service into Martinique will appeal to Quebecers looking for the range of sporting, dining, shopping and cultural activities that only Martinique can offer. In addition, great flight times offer Ontarians and Maritimers the opportunity for a wide range of connectors so they too can discover this popular island gem with a 'French flair'.

itravel2000 and Martinique Promotion Bureau/Comite Martiniquais du Tourisme will be promoting the destination to Canadians in Ontario, Quebec and the Maritimes this winter. Martinique has always been the premier destination for couples looking for a romantic getaway. And don't forget hikers, foodies, culture-seekers, divers, and especially, Francophiles. Canadians looking for the more sophisticated pleasures such as French cuisine with a Gallic/Caribbean flare, shopping til you drop and simply people watching will be happy to know that good food and the latest fashions aren't optional here, but the norm in this overseas department of France - especially in its harbourside capital, Fort-de-France.

itravel2000 offers accommodations starting at as little as \$100 per night all the way up to the famous 5 star Cap Est Lagoon Resort which will dazzle and delight from its perch on a turquoise lagoon. By using itravel2000's simple 'Flight+Hotel' search tool, consumers will find a plethora of hotel and accommodations offerings to suit every taste and budget.

itravel2000 will apply its proven marketing strategies in a long-term communications program to one of the largest travel databases of consumers in Canada as well as online to over 7000 consumers per hour at itravel2000.com.

There's a lot going on in Martinique, but remember, it all happens on Caribbean time.

About itravel2000

itravel2000, which was acquired by UK based Travelzest in October 2006 is a leading travel retailer with 16 years experience. itravel2000 was a pioneer of on-line travel and has 100 travel agents to assist travelers by phone. To see how we're fighting to save you money, visit www.itravel2000.com.

About Travelzest

Travelzest plc is a dynamic travel group, with a collection of four on-line travel retailers and nine specialized tour operators. These companies operate in fast growing sectors of the market, are low in fixed assets, and have unique propositions and attributes that make them resistant to the 'unbundling' and price competition being experienced in the mainstream parts of the market. Travelzest's vision is



to continue to leverage their brands that have been built up over their long and successful histories while driving synergistic benefits. Travelzest is traded on London's AIM Exchange under the symbol TVZ.

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