



FRANÇOIS BALTUS-LANGUEDOC

General Director of the Martinique Tourism Authority

[Conference : Martinique Tourism recovery strategy](#)

He supports the growth of the Martinique Tourism Authority. His missions include formulating and implementing innovative strategies. These strategies serve the touristic development of the destination, both on the promotional side addressing various markets and on the tourism offer available in Martinique.

With 25 years of experience in the tourism and international hotel industry, he has held various positions as Director in Spain, Switzerland, the United States and France, within prestigious international groups such as Ascott Limited, Jiva Hill Park Hotel (Relais & Châteaux), Groupe Prestige d'Hôtels (Small Luxury Hotels of the World), Hospes Infinite Places (design + leading hotels) ...