



Guillaume HAMEL

Director of the Development of Touristic Sectors

[Conférence : Development of tourism outlook and perspectives in Martinique](#)

In office since September 2020 at the Martinique Tourism Authority, Guillaume Hamel works directly on the territory's tourism offer, the identification of relevant sectors and their development within the framework of the tourism strategy elaborated by the Martinique Tourism Authority.

Passionate about the sea since he was a child, Guillaume Hamel has more than 20 years of experience in crucial roles in the maritime and tourism fields.

Before joining the Martinique Tourism Authority, he was Director of a tourist office and of a tourist establishment. Then he was Director of a port terminal for passengers and cruises.

A career led according to his passions for both the tourism sector and the maritime sector, with the maritime cruise, as his guideline.