



LA MARTINIQUE

**FOR IMMEDIATE RELEASE**

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**MARTINIQUE'S LEADING HOTELS AND RESORTS WELCOME U.S. TRAVEL AGENTS WITH EXCLUSIVE FAM RATES FOR 2016**

*Discounted rates starting at less than \$40 per-night available throughout summer/fall 2016*

**NEW YORK, NY (June 2, 2016)** – Interest in and demand for leisure travel to Martinique among U.S. travelers is at an all-time high thanks to a 193% increase in nonstop air service from the U.S. mainland to Martinique last winter. To help U.S. travel agents better serve clients keen on visiting the island in 2016 and beyond, Martinique's leading hotels and resorts are offering a series of attractive fam rates.

Available exclusively to accredited U.S. travel agents, the fam rates are valid on travel during the summer/fall 2016 period. Fam rates vary by hotel with the lowest rates starting below US\$40 per-night as follows:

**Hotel Bakoua ([www.hotel-bakoua.fr](http://www.hotel-bakoua.fr))**

A charming beachfront hotel located in the resort area of Pointe-du-Bout, Hotel Bakoua features 137 rooms and suites all with balconies or patios, two restaurants, a cocktail bar, two tennis courts, a swimming pool, beach, water sports facilities, and one of the most stunning views of the Bay of Fort-de-France,

Travel Agent Special Offer: 100€ per-night (approximately US\$114) based on double occupancy  
Inclusions: Daily breakfast  
Travel Window: April 12 – November 30, 2016  
Maximum Stay: 3 nights  
Contact: [resa@hotel-bakoua.fr](mailto:resa@hotel-bakoua.fr)

**Le Simon Hotel ([www.hotel-simon.com](http://www.hotel-simon.com))**

Martinique's newest hotel, the all-new four-star Le Simon situated on the waterfront in Fort-de-France is distinguished by its contemporary architecture and décor, which extends throughout its common areas, 94 guestrooms and suites, as well as its "La Table de Marcel" restaurant helmed by local Martinican Michelin starred chef, Marcel Ravin.

Travel Agent Special Offer: 99€ per-night (approximately US\$112) based on single or double occupancy  
Inclusions: Daily breakfast; nightly a la carte dinner  
Travel Window: March 1 – October 31, 2016  
Contact: Mrs Valérie Deguitre [valerie.deguitre@hotel-simon.com](mailto:valerie.deguitre@hotel-simon.com)

**Karibea Resort Sainte Luce ([www.karibearesort.com](http://www.karibearesort.com))**

This newly refurbished hotel complex is located near the authentic town of Sainte-Luce, in the southern part of the island. Nestled in a tropical garden, Karibea Sainte Luce features 300 rooms, suites and apartments, restaurants and beach shack, three swimming pools, tennis court, massage room and water sports activities.

Travel Agent Special Offer: US\$60 per-night based on double occupancy  
Inclusions: Daily breakfast  
Travel Window: April 13 – November 30, 2016  
Contact: Mr. Yann-Olivier Veronique - [yoveronique@karibea.com](mailto:yoveronique@karibea.com) - 011 596 596 48 54 82

**Hotel Le Panoramic ([www.lepanoramic.fr](http://www.lepanoramic.fr))**

Conveniently located in the outskirts of Anse Mitan facing the Caribbean Sea, this apartment/hotel is within close proximity of the Pointe-du-Bout resort area. Completely renovated at the end of 2014, Le Panoramic now more than ever reflects the Martinique tradition, combining contemporary design with natural and indigenous materials. Its 36 studios and bungalows, with spacious terraces facing the ocean feature tastefully equipped kitchenettes, offering a warm and private escape.

Travel Agent Special Offer: Pay 5 nights, stay 7

Travel Window: April 15 – November 30, 2016

Contact: Mrs Monique Ampigny [m.ampigny@gmail.com](mailto:m.ampigny@gmail.com) – 011 596 596 50 01 35

**Diamant Beach Hotel ([www.diamant-beach.com](http://www.diamant-beach.com))**

Located on La Baie du Diamant facing the famous Diamond Rock, Diamant Beach Hotel features 49 air-conditioned and fully equipped apartments each with outdoor kitchens and panoramic views of the Bay.

Travel Agent Special Offer: 75€ per-night (approximately US\$85)

Inclusions: Breakfast and dinner a la carte

Travel Window: March 1 – October 31, 2016

Contact: Mrs Valérie Deguitre: [valerie.deguitre@diamant-beach-club.com](mailto:valerie.deguitre@diamant-beach-club.com)

**Hotel Bambou ([www.hotelbambou.fr](http://www.hotelbambou.fr))**

Lovely budget hotel located in Trois-Ilets, 30 minutes from the airport and a few steps from the beach of Anse Mitan, Hotel Bambou offers an invitation to Creole-style hospitality and accommodations, inspired by traditional Martinican architecture. Nestled in one of the most attractive tourist areas, the 153 rooms are air-conditioned, fully-equipped, and perfect for travelers on a budget.

Travel Agent Special Offer: 32.67€ per-person, per-night (approximately US\$37)

Travel Window: June 1 – September 30, 2016

Contact reservation: [reservation@hotelbambou.fr](mailto:reservation@hotelbambou.fr)

For more information on travel to Martinique, please visit [www.martinique.org](http://www.martinique.org).

**About Martinique ([www.us.martinique.org](http://www.us.martinique.org))**

*The Caribbean Island with French Flair, The Isle of Flowers, The Rum Capital of the World, The Isle of the Famed Poet* (Aimé Césaire) – Martinique ranks among the most alluring and enchanting destinations in the world. As an overseas region of France, Martinique boasts modern and reliable infrastructure – roads, water and power utilities, hospitals, and telecommunications services all on par with any other part of the European Union. At the same time, Martinique's beautifully unspoiled beaches, volcanic peaks, rainforests, 80+ miles of hiking trails, waterfalls, streams, and other natural wonders are the equal of neighboring Dominica to the north and St. Lucia to the south, so visitors here truly get the best of both worlds.

The currency is the Euro, the flag is Le Tricolour, and the official language is French, but Martinique's character, cuisine, musical heritage, art, culture, common language, and identity are of a distinctly Afro-Caribbean inclination known as Creole Martiniquais. It is this special combination of modern world conveniences, pristine nature, and rich heritage that has earned for Martinique several notable distinctions in recent years, including being named as a "Must-Visit" destination for 2015 by *Caribbean Journal*, "Best Caribbean Destination" by *About.com*, and "Top Caribbean Island for Delectable Dining" by *Caribbean Travel + Life*. The Bay of Fort-de-France, which fronts Martinique's charming capital city, was also recently inducted into *The Club of The Most Beautiful Bays in the World*.

Martinique's storied history further stirs travel passions. Napoleon's bride, Empress Josephine, was born and raised in Martinique, while the majestic Mt. Pelée volcano and St. Pierre, *The Pompeii of the Caribbean*, are found here.

A special place, to be sure, with so much to offer – *Martinique c'est magnifique!*

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