



LA MARTINIQUE

**FROM IMMEDIATE RELEASE**

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**MARTINIQUE EXPANDS LUXURY TRAVEL PRODUCT WITH THE OPENING OF THE ALL-NEW FRENCH COCO BOUTIQUE HOTEL**

*Martinique's newest 'Hotel de Charme' debuted July 1, 2016*

**NEW YORK, NY (July 5, 2016)** – The new home of luxury travel in Martinique, French Coco, opened July 1, 2016, beginning a new era of upscale hospitality in *The Isle of Flowers*. Expressly designed to blend elegance and comfort with nature and the colorful Creole spirit of Tartane, the small fishing village where the hotel is located, French Coco debuts with a four-star rating and membership in the prestigious Small Luxury Hotels Of The World ([www.slh.com](http://www.slh.com)).

"It's always wonderful to welcome a new hotel, but for us in Martinique French Coco is extra special," said Muriel Wiltord, Director Americas for the Martinique Promotion Bureau. "French Coco promises to connect guests directly with our local culture and daily life in Tartane, delivering experiential travel with a luxury twist and French-Creole savoir faire."

Set directly within the village of Tartane, on the border of the Caravelle Peninsula Natural Reserve, French Coco is comprised of 17 suites (16 with their own private pools) encompassing four distinct categories:

- Ti Suite – 430 sq feet, ground floor with private terrace.
- Suite Créole – 430 sq feet, ground floor with a small private pool.
- Suite Caraïbe – 538 sq feet, ground floor with private pool and garden.
- Suite Presqu'île – 645 sq feet, private pool, terrace or balcony.

French Coco provides refined comfort, inspiring designs, elegance and intimacy, with sleek, modern styling and entertainment options combining with traditional Caribbean accents and wooden furnishings to create a soothing, peaceful atmosphere.

Not to be outdone by the suites, the restaurant at French Coco further promises to elevate Martinique's hospitality sector to new heights of excellence. The restaurant is helmed by celebrated Martinican chef, Nathanaël Ducteil, a former apprentice of acclaimed French celebrity chef Alain Ducasse. Sourcing most of his products from local fishermen and French Coco's on-site herbs and vegetables garden, Chef Nathanaël offers a contemporary Caribbean cuisine, blending tradition and modernity.

Specially priced grand opening room rates start at 300 euros (approximately US\$330) per-night based on double occupancy, available from July 1, 2016 to November 30, 2016. Rates include breakfast, taxes, and service fees. (Additional 1 euro per-day local tax due upon departure).

For reservations and more information on French Coco, please visit [www.hotelfrenchcoco.com](http://www.hotelfrenchcoco.com).

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

**About Martinique** ([www.martiniquepresskit.org](http://www.martiniquepresskit.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. 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 ranked in the Top 16 Places to go in 2016 by Condé Nast Traveler, 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 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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