



FOR IMMEDIATE RELEASE



FIRST INTERNATIONAL HIKING FESTIVAL IN MARTINIQUE

Martinique will host its First International Hiking Festival from June 1st to 30th 2017

New York, NY – June 1st, 2017

Martinique will host the First **International Hiking Festival** of the Island from June 1st to 30th 2017, offering 30 different hikes all around the Island.

From the countryside to a beach walk, northern lush and intense vegetation to dry coastal scenery, nature lovers will find their perfect hike, suited to their preference and physical condition. The participants will have the opportunity to discover the beauty of Martinique's rugged mountain area, cross rivers, roam the tropical rain forest or just stroll along the coastal. It will also be the opportunity for a nautical excursion with in bottom glass boat, nocturnal hikes under the moon light and urban walks seeking the hidden treasures architectural of the Capital City.

“Martinique is a land of nature where hiking is the perfect way to discover one of its greatest splendors,” said Muriel Wiltord, Director Americas of the Martinique Promotion Bureau. “The Island is blessed with a wide range of natural wonders; a wealth of exotic flowers honoring Martinique's nickname, the majestic Mount Pelée towering over the Bay of Saint-Pierre and a protected parkland representing two thirds of the Island, a sanctuary of numerous natural gems.”

The program of this first International Hiking Festival in Martinique will feature a diversity of and uncommon hikes such as the discovery of the Caravelle Peninsula and its ecosystems on June 4th, a poetic stroll by night in Sainte-Anne with the famous local storyteller Joby Bernabé on June 9th and a vigorous hike on June 20th on the Morne Larcher, a dormant volcano with stunning views of the magnificent Bay of Le Diamant.

For more information: www.festivalinternationalrandomartinique.com

About Martinique (us.martinique.org – us.martinique.org/press-kit)

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 Tricolor,” 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.

Contact : Géraldine Rome
Martinique Promotion Bureau
T: 212-838-6887
E: geraldine.rome@atout-france.fr