



LA MARTINIQUE

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

Steve Bennett
SBPR Corp.
T: 305-213-8074
E: Steve@SBPRcorp.com

**MARTINIQUE CITED AS CARIBBEAN'S SAFEST DESTINATION IN 2016
CARIBBEAN TOURISM QUALITY INDEX**

Results of annual study conducted by international travel and tourism experts Resonance Consultancy continues strong year of honors for The Isle of Flowers

NEW YORK, NY (June 15, 2016) – Martinique has been cited once again as the “Safest Destination in the Caribbean,” the designation published in the 2016 Caribbean Tourism Quality Index. Released during the Caribbean Tourism Organization’s (CTO) “Caribbean Week” in New York (May 31-June 4, 2016), the Caribbean Tourism Quality Index is an annual study produced by Resonance Consultancy, an international leader in destination development, branding, and marketing headquartered in Vancouver and New York.

The Resonance study measures tourism’s supply-side performance and competitiveness in 28 destinations across the Caribbean. This marks the second time in recent years that Martinique has been recognized as the “Safest Destination in the Caribbean,” the previous designation stemming from a 2011 International Business Times study.

“As flowers are an international symbol of peace, I suppose it’s fitting in a way that *The Isle of Flowers* should be recognized like this,” said Muriel Wiltord, Director Americas for the Martinique Promotion Bureau. “In reality, though, it is the warmth and welcoming spirit of the Martinican people and the steadfast dedication of our local authorities that keeps us at the top for travel safety.”

The top safety ranking is the latest in an impressive list of honors for Martinique over the past year.

- Ranked in the Top 16 Places to go to in 2016, *Condé Nast Traveler*
- Ranked #7 (of 24) Top Destinations of 2016, *Budget Travel*
- Travel Top 10: Trendiest 2016 Destinations, *Ebony*
- Best Culinary, Cruise, Tourism Board Destination – Caribbean (2016), Travvy Awards
- Top 5 Best Romantic Islands in the Caribbean (2015), *USA TODAY*
- Ranked #1 Must-Visit Place in the Caribbean (2015), *Caribbean Journal*
- Traveler’s Choice Award, Best Beaches (2015), TripAdvisor
- Named Best Caribbean Island for Romance (2015), *Business Insider*
- Silver Magellan Awards, Overall Destination and Waterfront Development (2015), *Travel Weekly*

“Our recent strong run of awards, honors, and this top safety ranking validate Martinique’s continued emergence as the new ‘it’ destination in the Caribbean for U.S. travelers,” said Wiltord.

For more information on travel to Martinique, please visit www.us.martinique.org.

About Martinique (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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