



## FOR IMMEDIATE RELEASE

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

Steve Bennett  
SBPR Corp.  
T: 305-213-8074  
E: [Steve@SBPRcorp.com](mailto:Steve@SBPRcorp.com)

### WHAT'S NEW IN MARTINIQUE FOR 2016

*New City Stay and Beachfront Properties, Renovations, and Expanded Villa Booking Options Headline the Latest Hospitality Developments in Martinique*

**NEW YORK, NY (February 16, 2016)** – Martinique's hospitality sector is getting a boost this winter as new city stay and beachfront hotel options combine with an expansive resort renovation and the launch of a new villa booking service to give travelers additional options fitting a wide range of budgets and travel interests.

"Our hoteliers and villa operators have responded to the sizable increase in nonstop air service from the U.S. mainland to Martinique this winter by creating exciting new hotel options," said Muriel Wiltord, Director Americas for the Martinique Promotion Bureau. "We look forward to seeing this trend continue into 2016 and beyond as Martinique becomes increasingly accessible, and therefore attractive to the U.S. market."

Nonstop air seats from the U.S. mainland to Martinique will increase by 193% this winter as calculated on a seasonal basis comparing the upcoming December 1, 2015 to March 31, 2016 peak season versus the same period in 2014-2015. The spike comes as a result of new nonstop service from three Northeast gateways – New York, Boston, and Baltimore/Washington, DC – via Norwegian Air, and an expansion in American Airlines nonstop flights from Miami to Fort-de-France.

### **Hot from the Island!**

#### **New Affordable Air Service with Norwegian**

Norwegian offers new nonstop flights from the Northeastern United States to Martinique, which represent the first time the Island has been directly accessible from the Northeast in more than 20 years. The airline company scheduled an additional Sunday flight from New York as of April 3<sup>rd</sup> until April 30<sup>th</sup>. Air service is extended as follows:

- New York (JFK) – 4x's weekly on Tuesdays, Thursdays, Saturdays and **Sundays in April** (until April 30<sup>th</sup>)
- Baltimore/Washington, D.C. (BWI) 2x's weekly on Mondays and Fridays (until April 1<sup>st</sup>)
- Boston (BOS) – 2x's weekly on Wednesdays and Sundays (until March 30<sup>th</sup>)

For booking <http://www.norwegian.com/en/>

#### **American Airlines**

In 2016, American Airlines increased air service from Miami to Martinique compared to 2015.

For booking <https://www.aa.com>

### **Opening of Fondation Clément, the Caribbean's new home for contemporary art**

Contemporary art has a new home in the Caribbean as Martinique celebrated the grand opening of Fondation Clément, a 25,400+ square-foot museum showcasing fine modern works produced by artists from all corners of the Caribbean, in January 2016. Located on the historic grounds of [Habitation Clément](#), where the legend of Rhum Clément was born in 1887, the new museum builds upon Fondation Clément's proud tradition of steadfast support for the arts.

### **Le Simon Hotel**

Opening in March 2016, the 94-room Le Simon Hotel is poised to bring a new level of modern style and sophistication to the downtown Fort-de-France area. Nestled on the waterfront directly in front of the Pointe Simon Cruise Terminal, Le Simon Hotel will offer convenient access on foot to all of the capital city's best shopping and prime historic attractions – Fort Saint Louis, La Savane, Schoelcher Library, Saint Louis Cathedral, and more – making it ideal for pre- and post-cruise stays.

### **Fort Savane Residence Hotel**

Also located in the heart of downtown Fort-de-France directly facing La Savane, the new [Fort Savane Residence Hotel](#) welcomes both business and leisure travelers with 15 luxurious guestrooms – four single rooms, nine studios, and two suites. All rooms feature modern and comfortable styling, air conditioning, LCD TV's, private baths, espresso machines, mini-bar, in-room safes, and more. Select studio units also offer balconies overlooking a quiet courtyard. Nightly rates start at 150.00 € for two persons sharing studio accommodations.

### **La Suite Villa**

Located just across the Bay of Fort-de-France in the Pointe du Bout section of Trois-Ilets, [La Suite Villa](#) originally opened its doors in 2009 with nine villas, six suites, and an endless supply of modern chic style. Recently, the boutique property earned a coveted fifth star, joining the exclusive Cap-Est Lagoon Resort & Spa as the only hotels in Martinique to be so honored.

### **Village de la Pointe**

For travelers on a budget, Martinique offers the new [Village de la Pointe](#). Located on Pointe Faula Beach in Vauclin on Martinique's breezy Atlantic coast, the village consists of 80 cottages priced between 70 € and 100 € per-night. All Village de la Pointe cottages offer two or three bedrooms within easy walking distance of shopping, and a wide array of watersports– kiteboarding, stand-up paddleboarding, jet ski rentals, windsurfing, and more.

### **Villa Veo**

A new villa booking option, [Villa Veo](#) specializes in high quality rental properties from north to south across Martinique. A total of 40+ properties are included in the Villa Veo portfolio, with concierge services and other add-ons available on request.

For more information on travel to Martinique, please visit [www.us.martinique.org](http://www.us.martinique.org). For the latest, up-to-date Martinique Promotion Bureau press kit, visit [www.martiniquepresskit.com](http://www.martiniquepresskit.com).

### **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. 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 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!*

