



LA MARTINIQUE

FOR IMMEDIATE RELEASE

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WHAT'S NEW IN MARTINIQUE – WINTER 2016/2017

New luxury boutique hotel, 'bubble' eco-pod accommodations, immersive cultural tours, and fine dining options among the new enticements for visitors to discover in The Isle of Flowers

NEW YORK, NY (September 13, 2016) – Martinique is rolling out the red carpet for U.S. visitors during the winter 2016/2017 peak travel season with new hotel accommodations catering to the jet-set and eco-conscious travelers alike. Expanded fine dining options further cementing the island's status as *The Culinary Capital of the Caribbean* and unique tour options enabling visitors to get closer to the soul of Martinique are also among the new enticements.

"Visitors to Martinique and our travel agent partners have spoken, asking for more hotel choices, new tour options and experiences, and we have responded with some of the most exciting new developments in our tourism sector in years," said Muriel Wiltord, Director Americas for the Martinique Promotion Bureau. "Even if you've visited Martinique recently, the changes will surprise you, and we hope, encourage you to return more often."

New Luxury Boutique Hotel

French Coco (www.hotelFrenchCoco.com)

The new home of luxury travel in Martinique, French Coco, opened July 1, 2016. Blending elegance and comfort with nature and the Creole spirit of Martinique, French Coco debuts with a four-star rating and membership in the prestigious Small Luxury Hotels Of The World (www.slh.com).

Located in Tartane, on the border of the Caravelle Peninsula Natural Reserve, French Coco is comprised of 17 suites encompassing four categories:

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

Rates start at 300 euros (approximately US\$330) per-night based on double occupancy, available July 1 to November 30, 2016. Rates include breakfast, taxes, and service fees.

New Eco-Lodge

Le Domaine des Bulles (www.ledomainedesbulles.com)

Bringing guests as close to nature as possible without actually leaving them exposed to the elements, Le Domaine de Bulles, which translates to "The Field of Bubbles," is a new eco-lodge located in the town of Vauclin on Martinique's south Atlantic coast. As its name implies, accommodations here consist of a series of clear bubbles, each of them nestled in lush, natural surroundings ensuring privacy.

All four of the bubble accommodations are air-conditioned. One is equipped to accommodate handicapped guests. Nightly rates start at 150 euros (US\$168), including breakfast.

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New Restaurant Options

La Table de Marcel (www.hotel-simon.com/en)

The newest haven for haute cuisine in the West Indies, La Table de Marcel is headed by Martinique-native and Michelin-starred chef Marcel Ravin (46), who returns to his homeland following a celebrated 16-year tenure at the helm of the famed Blue Bay Restaurant within the Monte-Carlo Bay Hotel & Resort in Monaco. La Table de Marcel promises a singular dining experience. The ambiance blends sleek and modern décor with the seaside romantic charm of historic Fort-de-France. The restaurant seats only 24, ensuring intimate culinary explorations and highly attentive service. Chef Marcel's creations, though, are the main attractions. As with his star turn in Monaco, Chef Marcel employs his trademark innovative style, combining local spices, herbs, and Creole seasonings with traditional French flavors in crafting meals that are more sensory adventures than simple lunches and dinners.

French Coco (www.hotelFrenchCoco.com)

The restaurant at French Coco further promises to elevate Martinique's hospitality sector. Celebrated Martinican chef, Nathanaël Ducteil, a former apprentice of acclaimed French celebrity chef Alain Ducasse, helms the operation. Sourcing ingredients from local fishermen and French Coco's on-site organic garden, Chef Nathanaël creates contemporary Caribbean cuisine blending tradition and modernity.

New Nightlife

Dream Cabaret Nightclub (www.facebook.com/dreamclubmartinique)

Equal parts performance theater, trendy cocktail lounge, and pulsating nightclub, the new Dream Cabaret is breathing new life into the nightlife scene in downtown Fort-de-France. Launched in July 2016, Dream is set within the Court-Perrinon shopping center, extending over more than 10,000 square feet of indoor and outdoor space. By day, Dream Cabaret Creole offers visitors and locals alike a chance to experience traditional folkloric dance and music performances. In the afternoon and early-evening hours, Dream Lounge offers an elegant happy hour meeting place. At midnight, Dream Nightclub kicks the party into high-gear.

New Cultural Tours

Beyond The Beach (www.BeyondTheBeach.fr)

New tours offering visitors an opportunity to fully immerse themselves in Martinique's local culture are being offered by Beyond The Beach. Meeting with locals and discussing daily life on the island over a traditional Martinican breakfast, learning how to sail Martinique's signature Yole boats, and hiking through the island's *Savane des Pétrifications* are just a few of the experiential travel options available through Beyond The Beach.

In addition to the changes on-island, getting to Martinique will also be easier during the winter 2016/2017 peak travel season thanks to a seasonal expansion in nonstop flights aboard Norwegian Air and American Airlines from four major U.S. gateways – New York, Miami, Boston, and Baltimore/Washington, DC. Beginning November 10, 2016, Norwegian Air (www.norwegian.com) will resume seasonal service connecting three major gateways in the Northeast – New York, Boston, and Baltimore/Washington, DC. – with Martinique. New York service will operate three times per-week, while travelers based in Boston and Baltimore/Washington, DC enjoy twice-weekly. At the same time, American Airlines (www.aa.com) will increase its service to daily during the peak Christmas/New Year's holiday period – December 15, 2016 to January 8, 2017. This builds upon American's 6x's weekly service during the winter months and its 4x's weekly flights the rest of the year.

For more information on travel to Martinique, please visit www.us.martinique.org. For the latest, up-to-date Martinique Promotion Bureau press kit, visit www.martiniquepresskit.com.

About Martinique (www.martiniquepresskit.com)

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!*