



MARTINIQUE’S ELEGANT VILLAS AND HOTELS: A HEAVENLY EXPERIENCE IN PARADISE

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Following a 149% increase in the number of U.S. visitors between 2015 and 2017, Martinique expects to welcome a healthy number of American visitors this season. Why? With a record number of cruise calls last season and American Airlines’ daily non-stop service from Miami starting June 7 through September 3, 2019, plus an increase in the



variety of villa options and hotel properties, the Isle of Flowers rolls out the red carpet for its U.S. guests. In fact, there has been a significant increase in luxury villas offered to visitors in the past few years. The large selection of properties—both with traditional and contemporary architecture—all boast an authentic touch. Each villa offers Creole charm, warm hospitality, well-equipped living spaces and superb outdoors. Most offer concierge, butler and private chef services.

ELEGANT VILLAS, LONGSTANDING AND NEW

Martinique is a unique and unspoiled Caribbean destination. The large commercial resorts that have inundated many Caribbean islands are absent here. It seems though that there is a little known fact—that Martinique not only offers intimate and luxury hotels or B&Bs like the elegant Habitation Apolline in Trois-Ilets, but also boasts luxurious villas with concierge services such as Villa HoneyMoon facing the majestic Diamond Rock located in the eponymous town of le Diamant or Villa de la Baie du Golf, also in Trois-Ilets.

A multitude of luxury and more affordable villa options are available to American travelers in their preferred locations : In Martinique’s verdant North and eco-friendly South or on the island’s Caribbean or Atlantic sides.

Over 100 villas are offered through Archipel Evasion (www.archipelevasion.com) a villa reservation and concierge service that offers villas rentals—most with private pools throughout the Isle of Flowers. Prices range from surprisingly low rates of \$160 a night, for instance at the charming 4-bedroom Villa Mabouya in Le Diamant to close to \$800 per night at the deluxe 4-bedroom Villa Emerald or the 11-room Villa Isabella for over \$1500, both with ocean views located near the town of Le François.

Antilles Exception (antillesexception.com) offers a selection of 177 upscale villa and home rentals, all with private pools and many with ocean views at a median cost per night of \$400.

Martinique also offers such options as The Domaine de la Palmeraie, a very attractive hotel-villa property near the beach at Le Diamant, offering the privacy of three very upscale villas with the full services offered by a hotel (www.domainedelapalmeraie.com); or the six residences of the Makare Lagoon Club (www.makarelagoonclub.com).

Other villa and apartment rental companies include Prestige Villa Rental (booking.prestigevillarental.com) with 55 selections in Martinique or Villaveo (www.villaveo.com) and Locations Villa Vue Turquoise (www.locations-vue-turquoise.com)

NEWCOMERS ON THE HOTEL SCENE

4-star Diamant les Bains

To accommodate the increase of travelers to the island, a new hotel property has just opened in May of this year. Past meets present with the famed **Diamant Les Bains**, built in 1945 as the first tourist hotel in Martinique. Completely rebuilt as a four-star establishment, the property will features five bungalow suites, 33 spacious studios equipped with kitchenette, a new bar-restaurant on the beach and a modern swimming pool facing the Diamond Rock. www.diamantlesbains.fr

Pelican Hotel

And hot off the press, the just opened Hotel Le Pelican, a charming 4-room and one suite hotel—with swimming pool, overlooking the one of the most beautiful bays in the world—the Bay of Fort-de-France. www.hotelpelican.fr

About Martinique (us.martinique.org)

The French Caribbean Island of Martinique is also known as the Isle of Flowers, The Rum Capital of the World, the Birthplace of coffee in the New 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 unparalleled in the Caribbean, so visitors here truly get the best of both worlds. The currency is the Euro, the flag and the official language are 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. Hot off the press: In January 2019 OprahMag.com listed Martinique first in “The 19 Best Winter Getaways.” Martinique is also featured in the Caribbean Journal’s Best Caribbean Islands to visit in 2019, in addition to naming the Isle of Flowers “Culinary Capital of the Caribbean”. Martinique has also been featured in Travel + Leisure and the New York Time’s “52 Places to go in 2018.”

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