



LA MARTINIQUE

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MARTINIQUE WINS BIG AT 2016 TRAVVY AWARDS

Isle of Flowers nets three honors, including Best Tourism Board in The Americas



NEW YORK, NY (February 17, 2016) – Martinique was among the big winners at the 2016 Travy Awards, earning top honors in the following three categories:

- **Best Cruise Destination, Caribbean**
- **Best Culinary Destination, Caribbean**
- **Best Tourism Board, The Americas**

Presented by travAlliance Media, publishers of TravelPulse.com, Vacation Agent and Agent@Home, Travy Awards recognize the highest standards of excellence in the travel and tourism industry. Winners are determined based on votes compiled by more than 30,000 travel agents.

“To be recognized in this way by our travel agent partners is truly a special honor,” said Muriel Wiltord, Director Americas of the Martinique Promotion Bureau. “These awards are a wonderful validation of our ongoing strategic development plan and the hard work and dedication of tourism partners across both the public and private sectors in Martinique. Honestly, we couldn’t be more pleased.”

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