



TRAVELING TO THE ISLE OF FLOWERS, WHAT'S NEW FOR THE UPCOMING YEAR

New York, NY – September 6th, 2017 — Following a 149% increase in the number of U.S. visitors between 2015 and 2017, Martinique expects to welcome even more Americans this upcoming season. With improved air service and enhanced options of villa and hotel properties, the Isle of Flowers rolls out the red carpet for its U.S. guests.

NEW ROUTES AND IMPROVED AIR SERVICE

Norwegian Air

After two successful winter seasons from the North East Coast to Martinique, Norwegian has recently announced the launching of two new routes to the island from Providence's T.F. Green Airport and Fort Lauderdale-Hollywood International Airport, starting October 30th.

The airline is adding to its previous service a fourth weekly flight out of New York City's John F. Kennedy International Airport, along with its new twice weekly service from Providence and a three times weekly air schedule from Fort Lauderdale, for the 2017/2018 winter season.

Air France

Air France will operate its new Atlanta - Fort-de-France, Martinique route in November. Starting November 21, 2017, travelers will benefit from twice weekly flights: from Atlanta (ATL) Tuesdays & Saturdays – From FDF Wednesdays & Sundays.

American Airlines

American Airlines, which operates year-round nonstop service from Miami, will seasonally increase its flights up to 6 flights per week.

Air Antilles

Air Antilles has also introduced year-round direct flights out of San Juan, Puerto Rico.

NEW ELEGANT VILLAS

One of the aspects that makes Martinique a unique and unspoiled Caribbean destination is the absence of large commercial resorts that have inundated many Caribbean islands. Available accommodations range from quaint little “maisons” to intimate hotels and luxurious villas with conciergerie service such as Villa HoneyMoon facing the majestic Diamond Rock located in the eponym town of le Diamant, Villa de la Baie du Golf in Trois-Ilets and Habitation Apolline.

Nestled in a tropical garden with centuries-old trees, Apolline is a superb guest house overlooking the capital city and offering a panoramic view of the bay of Fort de France. With its rich architectural heritage, the recently renovated mansion successfully blends elegance, Creole identity, art and comfort with high-end services.

NEW HOTEL AND IMPROVEMENT

4-star Diamant les Bains

To accommodate the increase of travelers to the island, a new hotel property is set to open early next year. Past meets present with the famed ***Diamant Les Bains***, built in 1945 as the first tourist hotel in Martinique. Completely rebuilt and planned to open in early 2018 as a four-star establishment, the property will feature 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.

5-star La Suite Villa

La Suite Villa, the trendy five-star boutique hotel is improving for the next season. Featuring private villas and suites in the main house, a superb restaurant offering French and Creole cuisine, the property will be adding a new spa for the comfort of its guests. In an atmosphere of peace, serenity and relaxation, this wellness area will feature spa treatments with a panoramic view the Baie of Fort-de-France.

“With more airlines and departure cities from the U.S, more cruise lines selecting our shores for their guests and with additional hotel and villa openings, Martinique will welcome with open arms the growing number of American visitors this upcoming season,” said Muriel Wiltord, Director Americas of the Martinique Promotion Bureau. “We look forward to revealing to our American guests the many faces of our island and invite them to embrace its strong culture and mesmerizing natural beauty. “

About Martinique (us.martinique.org – martiniquepresskit.com)

The Caribbean Island with French Flair, The Isle of Flowers, The Rum Capital of the World, 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 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 Tricolor,” 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 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.

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