

**For immediate release**

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**206 REASONS TO VISIT MARTINIQUE IN 2006**

This list is not exhaustive, nor listed by order of importance...

**FLATTER YOUR TASTEBUDS**

1. *Amour Caché*, a traditional pastry made of coconut jam
2. *Blanc Mangé*
3. *Accras*
4. Coconut sorbet
5. *Ti Punch*
6. Planter's punch
7. *La Tivolienne* coffee
8. Colombo, a curry dish inherited from India
9. Pain au beurre-chocolat
10. French cheeses
11. *Lorraine* (not the quiche, the local beer)
12. *Martinique spring water* distributed by Sunshine Water Cooperation in the USA
13. *Didier*, the only naturally carbonated spring water of the Caribbean
14. Baguettes, croissants and pains au chocolat
15. Sugarcane juice, fresh squeezed
16. More than 150 restaurants...
17. La Canne à Sucre @Fort-de-France
18. Chez Léger @François
19. La Plantation @Lamentin
20. Chez Gracieuse @Cap Chevalier
21. Le Dubuc restaurant @Trinité
22. Sweets and pastries
23. Fresh water crawfish fricassee at Habitation Céron (@Prêcheur) or Chez Tante Arlette (@Grand' Rivière)

**RELAX ON THE BEACH**

24. White sand beaches in the south
25. Silver blue sand beaches in the north

26. Perfect beaches to go with children
27. *Anses* (coves such as Anse Michel, Anse Baleine, Anse Esprit, Anse Céron, Anse Madame, Anse Mitan, Anse à l'Ane...)
28. Les Salines @Sainte-Anne
29. Anse Trabaud Beach on the Baie des Anglais
30. Tartane, an authentic fishing village
31. Cap Macré @Sainte-Anne
32. Cap Chevalier @Sainte-Anne

**OR BATHE IN THE RIVERS**

33. Grand' Rivière
34. Coeur Bouliki
35. Alma
36. Absalon waterfall
37. Saut Argis waterfall
38. Gorges de la Falaise

**STAY A WHILE**

39. Relais Creoles (small inns)
40. Private islets (Ilet Oscar, Ilet Thierry)
41. Plantation Homes and Manor Houses (Leyritz Plantation, Habitation Lagrange, Manoir de Beauregard)
42. Deluxe properties (Accor Hotels, Meridien, Karibea)
43. Four-star hotels
44. 5-star Cap Est Lagoon Resort and Spa
45. Relais du Silence property
46. Private villas and Gites
47. Camping
48. Pointe du Bout @Trois-Ilets
49. Diamant resort area

50. Sainte-Luce resort area
51. Sainte-Anne
52. New upscale Club Med Buccaneer's Creek Resort

### SMELL THE FLOWERS

53. Martinique is known as the "Island of Flowers"
54. Balata botanical gardens
55. Les Ombrages (@Ajoupa Bouillon)
56. McIntosh Plantation
57. 1,000 varieties of ferns (10,000 varieties in the world)
58. 600 different varieties of heliconias
59. Orchids exhibit, once a year
60. Butterflies Garden in Carbet

(more)

### GOINGS ON ABOUT THE ISLAND

61. Join revelers for five days celebrations for Carnival
62. Follow the Yole race around the island
63. Celebrate Saint Pierre on the occasion of the 100<sup>th</sup> anniversary of Mount Pelee volcano eruption
64. Rum Festival @Sainte-Marie
65. Cultural Festival of Fort-de-France
66. June Regattas
67. Half Marathon of Fort-de-France
68. International Guitar Festival
69. 3 1 tourist and convention bureaus
70. *Projet Caraïbe* 2000 (April 29) in Robert, a pyrotech concert and show with 1000 musicians and singers
71. Belya village @Saint-Joseph, recreating Martinique in the 40's
72. *Les voies de la tradition* traditional fair @ La Savane in Fort-de-France
73. Culinary week @Sainte-Marie
74. *La Pince d'Or*, crab festival @Grand' Rivière
75. International fishing tournament
76. Saturdays at the Atrium cultural center @Fort-de-France, free shows every Saturdays from 4 to 6 p.m.
77. Patron Saint Days, celebrated in all villages throughout the island, all year round
78. All Saints Day
79. International Amateur Athletic Federation Track meet, brings the most outstanding athletes in the world

### ROUTES OF DISCOVERY

80. Diamant to Anses d'Arlet
81. Rainforest (Route de la Trace)
82. Coeur Bouliki @Saint-Joseph
83. Caribbean coast (from Fort-de-France to Prêcheur)
84. Atlantic coast
85. Rent a Car and explore the island (more than 20 car rental agencies)
86. Botanical route
87. Through towns and villages (the island counts 34 authentic villages)
88. Fruit trail
89. Regional Park, 2/3 of the island
90. Fond Saint-Denis
91. The most beautiful road network of the Caribbean

### HISTORICAL SITES AND MONUMENTS

92. Fort Saint-Louis (@Fort-de-France)
93. Saint-Louis Cathedral (Fort-de-France)
94. Churches (Ajoupa Bouillon, Carbet,
95. Case Pilote, Diamant, Ducos, Marin, Sainte-Anne, St.Pierre)
96. Saint-Pierre, the little Pompei of the Caribbean, city of Art and History
97. Le Carbet, where Christopher Columbus landed
99. Slave memorial @Diamant
100. The fountains of the city of Lamentin (*Fontaine à la Nymphe, Fontaine aux Enfants*)
101. Schoelcher Library @Fort-de-France
102. Chateau Dubuc @Trinité
103. The Sacré Coeur basilica at Balata  
*Le Tombeau de la Dame Espagnole* @Carbet

### EXPLORE MUSEUMS...

- ...20 Museums to explore
104. La Pagerie, birthplace of Empress Josephine
  105. Banana Museum @Sainte-Marie
  106. Gauguin museum @Carbet
  107. Volcanology Museum @Saint-Pierre
  108. Fond St.Jacques @Sainte-Marie
  109. Museum of history and Ethnography @Fort-de-France
  110. Ecomuseum @Rivière Pilote
  111. Precolumbian art museum
  112. Doll Museum @Leyritz Museum

113. *Maison de la Canne*

114. *Centre de Découverte des Sciences de la Terre*

### SAMPLE THE RUM

...More than 12 distilleries offer free tastings

- 115. Depaz @St-Pierre, right under the volcano
- 116. Clement @François, the estate has more than 300 species of plants and trees
- 117. Saint-Etienne @Gros Morne
- 118. La Mauny @Rivière Pilote
- 119. Dillon @Fort-de-France
- 120. Trois-Rivières @Sainte-Luce
- 121. Bally @Carbet
- 122. JM Crassous de Medeul @Macouba
- 123. La Favorite @Lamentin
- 124. Neisson @St.Pierre
- 125. St.James @Sainte-Marie with their annual Fete du Rhum Festival in December

(more)

### BE ACTIVE AND ADVENTUROUS

- 126. Kayaking in the mangrove @Ducos
- 127. Kayaking in Sainte-Anne
- 128. Empress Josephine 18 hole golf course (@Trois-Ilets)
- 129. Scuba diving (more than 15 dive operators)
- 130. Mountain biking
- 131. Horseback riding in Trois-Ilets
- 132. Climb up Mount Pelée volcano @ 4,584 ft
- 133. Hike from Grand' Rivière to Prêcheur
- 134. *Rando Nuit*, @Grand' Rivière, a night hike
- 135. Canyoning
- 136. Swim at Josephine's bathtub
- 137. Sightseeing by plane or helicopter
- 138. Deep sea fishing
- 139. Sailing
- 140. Windsurfing
- 141. Bodysurfing
- 142. Participate in the half marathon of Fort-de-France
- 143. Jeep tours
- 144. Participate in the Tour de la Martinique
- 145. Watch a soccer game
- 146. Snorkeling
- 147. La Caravelle peninsula, nature reserve
- 148. Bird watching
- 149. Iguana watching @Ilet Chancel
- 150. Yachting
- 151. Discover La Route des Caps
- 152. Hike *Le Canal des Esclaves*

### ALL ABOARD

- 153. Air France flights from Miami
- 154. Air Caraïbe flights from San Juan and neighboring islands
- 155. Liat flights from Barbados
- 156. Self-skipped yachts
- 157. Take Caribbean Express
- 158. Take a Caribbean cruise with a stop over in Martinique
- 159. Take the ferry from Fort-de-France to Pointe-du-Bout or to Sainte-Anne
- 160. Take a fisherman's boat to the islets of Robert or François

### A LEARNING EXPERIENCE

- 161. *Martinique Bonjour* (French immersion program)
- 162. Learn Creole (the language, the architecture, the cuisine)
- 163. A rich history and a lively culture

### WHO IS WHO ?

- 164. Aimé Césaire (poet, father of the Negritude movement, mayor of Fort-de-France)
- 165. Patrick Chamoiseau (won the Goncourt prize for Texaco...)
- 166. Paul Gauguin (lived in Carbet before moving to Tahiti)
- 167. Frantz Fanon, author of The Wretched of the Earth
- 168. Euzhan Palcy (film maker, Sugar Cane Alley, A Dry White Season)
- 169. Empress Josephine, Napoleon's wife
- 170. Cyparis, the only survivor of Saint-Pierre
- 171. Victor Schoelcher (who helped abolish slavery in 1848)
- 172. André Breton, author of Martinique Charmeuse de Serpents,
- 173. Truman Capote, inspired by the island for Music For Chameleons
- 174. Beauregard, a famous maroon
- 175. Madame de Maintenon, spent part of her childhood in Prêcheur
- 176. Edouard Glissant, author of Faulkner Mississippi

### ENJOY THE ISLAND'S RHYTHMS

- 177. *Biquine* and *zouk*
- 178. Bel air and laghia, traditional dances inherited from Africa
- 179. Christmas carols parties
- 180. The annual Festival of Sacred, Popular and Profane musics in December
- 181. L'Atrium cultural center (@Fort-de-France)
- 182. More than 15 discotheques

- 183. Live concerts (for listings, consult the local newspapers) at bars, jazz clubs and piano bars
- 184. *Punch en Musique* every Sunday @Manoir de
- 185. Beaugard, Ste. Anne
  
- 186. Nature concertos at night
- 187. Listen to the radio while driving
- 188. *Ti-Bois*

#### SHOP TIL YOU DROP

- 189. 18-carat gold Creole Jewelry
  - 190. La Galleria mall, the largest shopping center in the Lesser Antilles
  - 191. Pottery (@Trois-Ilets, have your mug personalized)
  - 192. Basket weaving (@Morne des Esses, Sainte-Marie)
  - 193. Stroll through the markets and buy exotic spices (vanilla, safran, turmeric...)
  - 194. Madras fabric
  - 195. Rums, old , white or *paille* the best in the Caribbean (Martinique has the only rum with Appellation d'Origine Contrôlée)
  - 196. French perfumes (duty free!)
  - 197. Bakoua hats
- (more)
- 198. French fashion
  - 199. Local jams (banana, guava, coconut...)
  - 200. Adornos and reproductions by artist Victor Anicet @*espace poterie* in Rivière Salée

- 201. Foie Gras made in Martinique(@Habitation Durocher, Lamentin)
- 202. Books and CD's
- 203. Cane sugar from Le Galion factory
- 204. Artwork by local artists (Breleur, Laouchez...)

#### DID YOU KNOW THAT MARTINIQUE WAS FEATURED IN...

- 205. Belle Maman, with Catherine Deneuve
- 206. *The Thomas Crown Affair* with Pierce Brosnan and Rene Russo

#### AND MUCH MORE...

Art de vivre  
 Creole joie de vivre  
 Romance  
 A unique blend of cultures

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**BON VOYAGE!**

*For further information, contact the Martinique Promotion Bureau, 444 Madison Ave., NY 10022, Tel: (212) 838 68 87, Fax: (212) 838 78 55.*

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