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MARTINIQUE NAMED BEST CARIBBEAN DESTINATION BY ABOUT.COM

Isle of Flowers garners 38% of 3,800 votes in an online reader survey

NEW YORK, NY – May 20, 2010 – Martinique was the runaway winner in the recent "Best Caribbean Destination" poll conducted by *About.com's Caribbean Travel* site (<http://gocaribbean.about.com>). The Isle of Flowers was the preferred choice of 38% of the 3,800 voters, out-pacing second place finishers Dominica and St. Kitts & Nevis, each with 26% of the vote. Among the seven other finalists placing even further behind Martinique were such notables as Jamaica, the Cayman Islands, the Mexican Caribbean (Cancun, Cozumel, etc.), Costa Rica, Antigua & Barbuda and St. Maarten/St. Martin.

Muriel Wiltord, director Americas for the Martinique Promotion Bureau /CMT USA, commented on the survey results, stating: "This is a wonderful affirmation that our special brand of tourism product, characterized by intimate boutique hotels and emphasizing nature, a rich cultural heritage, romance, scuba diving and gastronomy is winning the hearts of U.S. travelers."

The *About.com* honor is the latest in a recent string of accolades for Martinique. In November 2009, *Caribbean World Magazine* named Martinique "Best Gourmet Island of the Year" for a second consecutive year. This followed an impressive win by Martinique in an October 2009 *Caribbean Travel + Life Magazine* survey asking readers to name their favorite Caribbean destination for delectable dining. Martinique garnered 43.3% of the 807 votes cast over the course of the one-month survey period.

About Martinique (www.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) – by any one of its many names Martinique remains one of the most alluring and enchanting destinations in the world; as unforgettable as a summer romance or a first kiss. Named "Best Gourmet Island of the Year" in 2008 and 2009 by *Caribbean World Magazine*, Martinique is an overseas region of France that stirs the passions with distinctive culinary delights, awe-inspiring natural beauty, a rich cultural history, warm smiles and so much more. Napoleon's bride, Empress Josephine, was born and raised here. The Pompeii of the Caribbean, St. Pierre, is found here. The finest French products, from Chanel fashions to Limoges porcelain, are readily available here. *La Route des Rhums*, a tour of the world's finest rum distilleries based on France's famed *Route des Vins*, is offered here. A special place, to be sure, with so much to offer – Martinique c'est magnifique!



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