



## FOR IMMEDIATE RELEASE

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## MARTINIQUE PROMOTION BUREAU/CMT USA SETS DIVE PACKAGES

*Five-night packages including hotel accommodations, daily breakfast, rental car and six dives start at just \$495*

**NEW YORK, NY – June 11, 2009** – The Martinique Promotion Bureau/CMT USA ([www.martinique.org](http://www.martinique.org)) has partnered with a collection of PADI certified dive operators and hotels to create new value-priced dive packages. Valid for travel through December 14, 2009, the new six-day/five-night packages include hotel accommodations, daily breakfast, rental car and six dives starting at just \$495 per-person.

The new Martinique dive packages offer a choice of three hotel options – the Karibea Amandiers Resort, the Blue Season Hotel Carayou and Villa Saint Pierre, one of the island’s newest and most intimate properties, its nine rooms having welcomed their first guests in late-2008. Nine participating dive operators are spread throughout the island, ensuring that visitors can enjoy the full breadth of Martinique’s dive product.

Though boasting rich marine life, excellent visibility and a diverse array of natural and man-made undersea environs, Martinique’s dive offerings remain virtually undiscovered in the U.S.

“Martinique is the new frontier in Caribbean diving,” said Muriel Wiltord, director of the Americas for the Martinique Promotion Bureau/CMT USA. “The island’s unique combination of modern tourism infrastructure and diverse, virtually untapped undersea wonders enables Martinique to best meet the needs of today’s discerning dive enthusiasts.”

Martinique’s dive product is distinguished by expansive caves, dramatic offshore rocks, vibrant fringing coral reefs, unique plates and one of the Caribbean’s largest collection of wrecks. Some 12 wreck sites, a few accessible with just snorkel gear, are found off Martinique’s shores. Most of the wrecks were caused by the historic 1902 eruption of Mount Pelée, which forever converted the Paris of the Caribbean, St. Pierre, into the Pompeii of the Caribbean.

For reservations and more information on dive packages to Martinique, please contact the Martinique Promotion Bureau/CMT USA at Email: [centrale@martiniquetourisme.com](mailto:centrale@martiniquetourisme.com), or Tel: 212-838-6887.

### **About Martinique ([www.martinique.org](http://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 2008” 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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