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VIVE LA RENAISSANCE OF FORT-DE-FRANCE

Re-development of iconic La Savane Park & Le Malecon completed ahead of winter 2011-2012 peak travel season

NEW YORK, NY – October 18, 2011 – Long noted as one of the crown jewels of Caribbean cities, Fort-de-France in Martinique is now better than ever thanks to a recently completed capital improvement program encompassing two of the city's prime attractions – La Savane Park and Le Malecon.

Fort-de-France's waterfront promenade, Le Malecon has been enhanced to better appeal to leisure and active travelers. New basketball, volleyball and pétanque courts provide tourists and locals alike the opportunity to mix and mingle over healthy competition. For the kids, Le Malecon offers new swings, trampolines and other playground equipment. There's even a pristine white sand beach in the Malecon, as well as a wide half-mile boardwalk ideal for an afternoon stroll.

Adjacent to Le Malecon lies the famed 12-acre La Savane Park. The veritable heart of downtown Fort-de-France, La Savane was originally known as Le Jardin du Roi (garden of the king). Its initial purpose was to harbor scientific experiments on plant species that were new to the island, many of which are still present in the park today.

An inviting oasis of nature and serenity amid the hustle and bustle of Fort-de-France, the newly redeveloped La Savane is a prime spot for walks, picnics and meeting with friends. Wooden stands located throughout the park provide various tourist information services, shopping, food and refreshments. Freshly squeezed icy juices, cocktails, sandwiches, pizzas, Panini, pasta, cassavas cakes, deliciously flavored homemade ice-creams, Creole, Indonesian, Sushi and vegetarian food, Creole soup, crepes, local candies; all are available here.

Recent enhancements throughout Fort-de-France also extend to Hotel L'Impératrice, one of the city's legendary properties. Named in honor of Martinique-native Empress Josephine, Napoleon's wife, Hotel L'Impératrice originally opened in the 1950's, quickly becoming 'the place to be seen' for jet-setting travelers visiting Martinique. Now, thanks to a modern-day revival that blends authentic old world charm and contemporary flair, the hotel is making a new name for itself among a burgeoning generation of culture- and style-seeking travelers.

Location is one of Hotel L'Impératrice's most distinguished and favorable assets. Situated along La Savane, just off the waterfront, the hotel lies in close proximity to many of Fort-de-France's finest restaurants, museums, nightclubs, galleries, and historical and cultural sites. Putting its guests in the center of all the action, Hotel L'Impératrice's 'preferred address' affords a front row seat to Martinique Carnival's thrilling pageantry, exciting races on the bay, and colorful fireworks displays.

Hotel L'Impératrice has 24 tastefully decorated rooms in three categories – classic, luxury savannah (prestige and superior), and inner courtyard rooms – each outfitted with antique furnishings and artifacts exuding genuine Creole character and blissful island panache. Accommodations feature flat screen TVs, satellite channels, air conditioning, telephones and free Wi-Fi. Many rooms boast balconies with views of the glistening bay or nearby park.

Rates start at 117 Euros per room, per night, based on double occupancy, now through December 14, 2011, and include daily buffet breakfast.

For more information, contact Hotel L'Impératrice via e-mail at hotel.limperatrice@wanadoo.fr.

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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. Named “Top Caribbean Island for Delectable Dining” in 2009 by *Caribbean Travel + Life*, and “Best Caribbean Destination” (2010) by *About.com*, 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. Majestic Mt. Pelée and The Pompeii of the Caribbean, St. Pierre, is found here. The finest French products, from Chanel fashions to Limoges porcelain, are readily available here. A special place, to be sure, with so much to offer – Martinique c’est magnifique!

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