

MARTINIQUE, DESTINATION INCENTIVE

An island is an island is an island, unless it's Martinique, a seductive little corner of France which combines all the elements of stylish and chic French savoir-faire with a sensuous and fun-loving Creole joie de vivre. Blessed with lovely beaches, incredible lush vegetation, idyllic climate and a wealth of cultural, artistic and scenic attractions, Martinique is the perfect destination for meetings and incentive.

Whether for meetings or incentive, Martinique offers a wealth of activities for groups (xcursions include cultural visits (museums, distilleries, arts and crafts galleries, monuments) and is one of the favorite destination for meeting and incentive planners in Europe.

Meeting facilities

Madiana Palais des Congrès the convention center which opened in October 1998, Martinique offers one of the finest, most modern and comprehensive meeting and convention facilities in the entire Caribbean (see press release). It is located only 10 mn from Fort-de-France. Madiana is a member of the AIPC (International Association of Convention Centers.)

In the center of Fort-de-France, **L'Atrium** cultural center also offers meeting rooms (total of four meeting rooms, two auditoriums which can accommodate up 896 guests)

Many hotels also offer meeting rooms and facilities:

In the resort area of Pointe du Bout, **Le Méridien Trois-Ilets** with 300 rooms, was entirely renovated has 3 meeting rooms which can accommodate up to 400 people and exhibits space from 700 to 3600 square feet. Le Méridien can organize cocktails for groups (up to 400) and banquets. Le Méridien has a casino and a discotheque.

The **Sofitel Bakoua** next door, with 140 rooms has one meeting room which can accommodate up to 60 people and one exhibit area (800 square feet). The Bakoua can organize receptions and cocktail up to 800 people.

The **Novotel Carayou**, with 200 rooms also has one meeting room (up to 250 people) and exhibit space (up to 2400 square feet).

In the resort area of Diamant, the **Novotel Diamant** with 181 rooms has 2 meeting rooms which can accommodate up to 350 people and exhibit space up to 2000 square feet.

- more -

- 2 -

Near the capital city of Fort de France, **La Valmenière** hotel offers meeting rooms which can accommodate up to 350 people and exhibit space up to 2000 square feet.

In the north of the island, 17th century **Leyritz Plantation**, a beautiful estate now a top-notch resort, which hosted once a summit meeting between President Ford and President Giscard d'Estaing offers conference rooms with a capacity of up to 750 people, and exhibit space up to 7500 square feet.

Activities and Events

Martinique offers a wealth of activities for groups, and a large variety of venues for events. Incentive planners

Events such as gala dinners and cocktails can be organized in old plantations home, on the beach or in the hotel. The **Clement Plantation** and distillery, an 18th century plantation home on a beautiful estate is one of the favourite.

La Pagerie museum in Trois-Ilets, Empress Josephine's estate can also host events in the park of the estate.

In the north of the island, the **Saint-James** distillery and estate is a superb site for events up to 200 guests.

In Fort-de-France, the **Fort Saint-Louis**, a 17th century historic monument overlooking the bay also accommodates groups up to 300 guests.

For more private and exclusive events, the **Habitation Lagrange**, a magnificent plantation home restored into a hotel also accommodates groups.

And off the coast of François, two private islands known as les Ilets de l'Impératrice, Ilet Thierry and Ilet Oscar, also accommodate groups during the day or in the evening for themed parties (carnival) for groups up to 70 people.

Many ground operators have the ability to handle a variety of events with a high degree of professionalism:

- **Caribtours** Tel. (596) 509360 - Fax. (596) 50 15 13 - Contact: Gilles Fauguet Email: fauguet@delahoussaye.com
- **Madinina Tours** Tel. (596) 70 65 25, Fax. (596) 73 09 53 Contact: Alain Fléchon, Email: Madinina.tours@wanadoo.fr
- **Congrès Communication** Tel. (596) 74 26 66, Fax. (596) 74 26 65 Contact: Monica Catonné, Directrice, Email. balahou@outremer.com
- **Caribjet** Tel. (596) 51 90 00 - Fax. (596) 51 70 71 Contact: Elisabeth Barbosa
- **STT Voyages** Tel. (596) 71 68 12 or 73 03 20 Fax. (596) 63 52 91 Contact. Mme Moutoussamy
- **Biguine Voyages** Tel. (596) 71 87 87 Fax. (596) 60 55 96 Contact: Mr. Padra
- **Banana Tours** Tel. (596) 63 66 77 Fax. (596) 71 28 38 Contact. Elisabeth Alie

For further information, contact the Martinique Promotion Bureau, 444 Madison Ave., NY 10022, Tel: (800) 391-4909, Fax: (212) 838-7855. On the Internet: www.martinique.org. By email: info@martinique.org