



For immediate release

Media contact: Monique Macaire

Tel. (212) 745 0971

Fax. (212) 838 7855

Email: monique.macaire@franceguide.com

THE WONDERS OF MARTINIQUE NEVER CEASE TO AMAZE YOU! It's Time to Discover Its Unique Boutique Charm!

With an increase of air traffic, Martinique has become the Caribbean island to discover or rediscover.

Travelers can now reach Martinique four times a week on a direct flight operated by American Eagle out of San Juan, Puerto Rico or they can take the direct weekly charter flight from New York City's JFK International Airport to Fort-de-France, Martinique every Saturday. With an early afternoon arrival on either flight, you are unpacked, settled in and swimming in the azure blue ocean or sipping a 'Ti-Punch' on the beach or by the pool with hours left in the day.

Upon arrival, you will be swept away by the rich diversity the island has to offer, starting with its hospitality, gorgeous landscapes, and wide choice of accommodations. With more than 6,000 hotel rooms ranging from budget to deluxe, including a Relais & Châteaux Resort and the brand-new spectacular \$60 million Club Med Buccaneer's Creek Resort, Martinique can accommodate any vacation-style you want: Martinique, So Much in an Island!

If you are seeking romantic hideaways, *cuisine du terroir* and off-the-beaten track experiences, several historic and intimate boutique hotels fill the bill.

Twenty-five minutes from Le Lamentin International Airport, in the charming town of François, on the Atlantic coast, two boutique hotels await you.

Maison d'Hôtes Plein Soleil, awarded the Tourism Welcome Trophy, is a haven of beauty, peace and serenity. The property comprises three distinct Creole and Caribbean-style villas. You will feel right at home in their guest rooms, strolling through the luxurious garden surrounding the property, and tasting the exquisite cuisine. Worries and stress disappear as you settle in and, with numerous recommendations by the owner for wonderful excursions to the Islet Chancel or the Islet of Iguanas for example, you will experience a unique stay in Martinique.

For more information, you may contact Plein Soleil at:

Tel: (011 596) 596 38 07 77 - email: pleinsoleil1@wanadoo.fr – Website: www.pleinsoleil.mq

The charming family-owned, **La Frégate Bleue**, a Relais du Silence Hotel, features seven rooms decorated with antique and Creole furniture. With breathtaking views of the bay of François, you will taste wonderful Creole cuisine and be awakened by the sound of tropical birds. Nearby boat

excursions to “Les Fonds Blancs” can be arranged, where you will relax in “Josephine’s bathtub” with a Ti-Punch and *accras* in the shallow water. Or, you may simply stay in the tranquility of La Frégate Bleue and have a drink by the pool, and lunch in the Gazebo.

For more information, contact La Frégate Bleue hotel at:

Tel: (011 596) 596 54 54 66 – email: hotel@fregatebleue.com - Website: www.fregatebleue.com

Do not leave Le François without visiting the charming 18th-century Habitation Clement, site of the 1991 Summit Meeting between Presidents Bush Senior and Mitterand. You will find there a fine contemporary museum and a rum distillery.

In the southern village of Diamant, named after the historic offshore landmark rising 600 feet from the sea and occupied by the British in 1804, the famous Diamond Rock, you will be seduced by the quaint, attractive and much-sought after **Diamant Les Bains** hotel, recipient of La Médaille du Tourisme. The hotel has 20 bungalows and 7 rooms in the main building. Some of the bungalows face the beach while others surround the pool nestled in a tropical garden. The family-style atmosphere with authentic cuisine Creole makes for a real Martinique experience.

For more information, you may contact Diamant Les Bains hotel at:

Tel: (011 5096) 596 76 40 14 – Email: Diamantlesbains@wanadoo.fr.

Don’t miss the Slave Memorial in Anse Cafard, a tribute to the sinking of a slave ship on April 8, 1830, with fifteen 8.2-foot white stone sculptures facing the sea.

On the Northern Atlantic coast of Martinique, in the town of Trinité, the **superb** Domaine **Saint Aubin** awaits you with its twelve exceptional rooms. This boutique hotel is a splendid colonial manor with Napoleon the 3rd mahogany furniture, large terraces, a delicately-colored swimming pool and a magnificent park “à la Française”. The sea breezes, the delectable savory confections by the chef, the friendliness and warmth of the owners will definitely win you over in this lovely 19th-century restored Louisiana-style hotel.

For more information, you may contact Domaine Saint Aubin at:

Tel: (011 596) 596 69 34 77 – Email: reservation@ledomainesaintaubin.com –

Website: www.ledomainesaintaubin.com.

For more information on Martinique, contact the Martinique Promotion Bureau /CMT USA, 444 Madison Avenue, 16th Floor, New York, NY 10022 – Tel: 212 838 6887 - Fax: 212 838 7855 – Email: info@martinique.org – Website: www.martinique.org .