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MARVELOUS MARTINIQUE BECKONS WITH NEW VISITOR CHARMS FOR 2007

New flights, updated hotels & more make '07 the year to discover/re-discover the Caribbean's 'Isle of Flowers'

NEW YORK, NY – October 17, 2006 – There's no better place to take a break from the stress of everyday life (i.e.: stop and smell the flowers) than "The Isle of Flowers," Martinique, and there's no better time to start planning a trip to this enchanted paradise than right now. That's because Martinique is adding a slue of visitor charms for 2007 all designed to make any vacation trip to the island simply *magnifique!*

Increased Air Lift

Starting December 16, 2006, **Delta Air Lines** will launch once-weekly non-stop service to Martinique on Saturdays from its hub in Atlanta. With 97 convenient one-stop flight options, this new service will make getting to Martinique easier than ever for travelers based in many of North America's largest metropolitan cities, including New York, Chicago, Montreal, Los Angeles, San Francisco, Miami, Tampa, and Orlando.

Also new for 2007, **American Eagle** will increase its service between its hub in San Juan, Puerto Rico and Martinique from four times a week to daily. The new service starts February 1, 2007.

Travelers originating in or connecting through Miami can fly **Air France**, which has a daily non-stop flight.

Most flight options allow for early afternoon arrivals, ensuring that visitors to the island are unpacked, settled in and swimming in the azure blue ocean or sipping a 'Ti-Punch' on the beach or by the pool with several hours left to spare on their first day in paradise.

Updated Hotels & Resorts

The new \$60 million **Club Med Buccaneer's Creek** debuted to rave reviews last December, and continues to raise the standards for excellence in Caribbean hospitality today. This sprawling, spectacular property stretches along the same 55-acre coconut palm grove as its predecessor, the original Club Med, which opened in 1969. Club Med Buccaneer's Creek more than lives up to its legendary ancestry with 293 completely new rooms, including 44 spacious suites, each tastefully outfitted with uniquely French Caribbean décor and boasting the finest in in-room amenities – flat screen TVs, pillow-top beds, plush bedding and CD players are all standard. The 5,000 square-foot Oceanside pool, decadent Club Med Spa, state-of-the-art fitness facilities and three distinctive restaurants solidify Club Med Buccaneer's Creek position as one of the hottest new hotels to hit this part of the Caribbean in quite some time.

Additional hotel options abound in Martinique. The island boasts more than 6,000 hotel rooms spread among 160 properties. Accommodations range from budget to deluxe, ensuring that anyone can find a hotel to fit their special needs and budget.

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One of the more upscale properties is the **Relais & Châteaux Cap Est Lagoon Resort & Spa**. Martinique's only four-star deluxe hotel, the Cap Est Lagoon Resort & Spa boasts an award-winning pedigree the envy of any luxury property. Prior to attaining Relais & Châteaux status in February 2004 and immediately following its grand opening in December 2002, the Cap Est Lagoon Resort & Spa was named one of the 80 best new hotels in the world by Conde Nast Traveler. The property was also recognized as "Martinique's Leading Hotel" at the 11th Annual World Travel Awards held in December 2004. With 50 deluxe ocean view suites, 35 of which have private swimming pools, attentive service, pampering, full-service spa, incredible cuisine and amenities designed with the most discerning of travelers in mind, Cap Est Lagoon's awards are very well-deserved. For reservations, rates and more information, contact reservation manager Betty Cappa as follows – Tel: 011-596-596-54-80 80, fax: 011-596-596-54-96-00, email: betty@capest.com, Web site: www.capest.com.

The chic, trendy **Sofitel Bakoua** offers an outstanding level of comfort: excellent tropical cocktails, a swimming pool and the My Bed program with extremely comfortable beds and lots of pillows to promote a peaceful and serene night.

With 198 ocean view rooms including 3 suites and 5 duplex, **La Batelière** hotel located on the outskirts of Fort-de-France, offers comfort and serenity for business and leisure travelers.

Last but not least, tuned into customers' wishes, **Karibéa Hotels** offer the largest choice of lodging for tourism and leisure in Martinique. The chain resort gathers a larger variety of services, restaurants, bars and leisure activities. Among others, **Les Amandiers Resort** hotel and all inclusive **Baie du Galion Hotel** are geared toward hosting U.S. visitors.

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

Nestled in the charming Atlantic coast town of François, less than 30 minutes from Le Lamentin International Airport is the lovely boutique hotel – **Maison d'Hôtes Plein Soleil**.

Maison d'Hôtes Plein Soleil is a haven of beauty, peace and serenity. The property comprises five distinct Creole- and Caribbean-style villas. It's impossible to feel anything less than right at home while relaxing in the property's comfortable guest rooms, strolling through the luxurious garden surrounding the property, and tasting the exquisite cuisine. Here, worries and stress disappear, as guests lose themselves in the property's charms, while also enjoying the wide array of wonderful excursions to the Islet Chancel or the Islet of Iguanas suggested by the conscientious owner.

For reservations, rates and more information, contact *Plein Soleil* at Tel: (011 596) 596 38 07 77 - email: pleinsoleil1@wanadoo.fr – Web site: www.pleinsoleil.mq (This hotel is under renovation currently and is scheduled to reopen on December 16, 2006).

On the Northern Atlantic coast of Martinique, in the town of Trinité, another boutique hotel, the superb **Domaine Saint Aubin** awaits with its 12 exceptional rooms. This 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 prepared by the chef, the friendliness and warmth of the owners all draw visitors back again and again to this lovely 19th-century restored Louisiana-style hotel. For reservations, rates and more information, contact Domaine Saint Aubin at Tel: (011 596) 596 69 34 77 – Email: reservation@ledomainesaintaubin.com – Web site: www.ledomainesaintaubin.com.

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