

FOR IMMEDIATE RELEASE

WHAT'S NEW IN MARTINIQUE FOR 2009

New hotel openings, improved airlift and new spa options headline the latest enhancements

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NEW YORK, NY – October 21, 2008 – Martinique continues to expand and enhance its tourism product for 2009, welcoming two new boutique “hotels de charme,” improved airlift via American Airlines/American Eagle, and a new spa to entice visitors like never before.

New Hotels de Charme – Cap Macabou and Villa St. Pierre

Located between the southern towns of Le Marin and Le Vauclin within easy walking distance of the pristine white sands of Macabou Beach, Cap Macabou is scheduled to open by the end of 2008. The intimate, locally owned property features 44 comfortable, air-conditioned rooms (24 oceanview, 20 gardenview), each with a private terrace, dedicated parking and Internet access. Additional hotel amenities include a pool and on-site restaurant, L'Hacienda, with seating for 250 during regular dining, and 600 for buffets. For more information, contact Cap Macabou, at Tel: 011-596-596-742-424; Email: cap.macabou@orange.fr; or visit www.capmacabou.com.

Villa St. Pierre is the new “petite princess” of hotels in Martinique – the property boasts only nine rooms; the perfect size for guests to receive exceptional pampering. Villa St. Pierre rests in the heart of the historic northern town of St. Pierre, dubbed the Pompeii of the Caribbean following the 1902 eruption of nearby and now dormant Mt. Pelée. The town's historic attractions surround the property, making it ideal for history buffs. All nine rooms are air-conditioned and equipped with mini bar, flat screen TV's and Internet access. An on-site restaurant with seating for 20 features French and Caribbean cuisine. For more information, contact Villa St. Pierre, at Tel: 011-596-596-786-845; or visit www.hotel-villastpierre.com.

Le Domaine Saint Aubin Completes Expansion

A third Martinican hotel de charme, Le Domaine Saint Aubin, recently completed a major expansion growing from 11 rooms to 30, each espousing the same colonial look and feel evident throughout the historic 19th century property. All 19 new rooms are housed in newly constructed or completely renovated freestanding cottages spread over a small hill facing the main entrance to the hotel. All rooms offer air conditioning, a large colonial bed, authentic 19th century furniture and decoration, and mahogany-glass or mahogany-marble en-suite bathrooms. No telephones, televisions or radios enable guests to truly escape, though Wi-fi Internet access is available throughout the property per request. Le Domaine Saint Aubin is located in the verdant hills along Martinique's northern Atlantic coast between the towns of Le Trinite and Sainte Marie. For more information, contact Le Domaine Saint Aubin at Tel: 011-596-596-69-34-77; Email: reservation@ledomainsaintaubin.com; or visit: www.ledomainsaintaubin.com.

Improved Airlift

Among the many ways to travel to Martinique from the U.S., the American Airlines/American Eagle connecting service via San Juan is the most convenient. The service, which operates four times weekly, has recently been adjusted to create improved connectivity. The new schedule is as follows:

From San Juan to Fort-de-France: Flight # 5106 – Departure 7:30 p.m.; Arrival 9:26 p.m.
From Fort-de-France to San Juan: Flight # 5107 – Departure 7:57 p.m.; Arrival 9:52 a.m.

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New Spa

Nestled within the Carayou Hotel in the seaside resort town of Trois Ilets is Martinique's newest address for sublime spa indulgence – Spa Josephine. Named in honor of Napoleon's wife and Martinique native, Empress Josephine, this new facility opened its doors in August 2008 with an expert staff professionally trained in the latest wellness and relaxation treatments. Fully equipped with Hammam Turkish bath, sauna and Jacuzzi, Spa Josephine's massage menu features everything from California and Thai massages, to hydro-massage, Shiatsu and more. There's even a one- to three-day total immersion French West Indian Beauty Package designed to melt away any and all stress. For more information, contact Spa Josephine at Tel: 011-596-596-661-904; or visit www.spa-josephine.com.

Muriel Wiltord, director Americas for the Martinique Promotion Bureau /CMT USA, stated: "We are very pleased about the latest developments in our tourism sector, particularly the opening of two very special new hotels. Our hotels de charme are each unique in their own special way, though they all offer sincere expressions of our proud culture and heritage. This sets Martinique apart from other destinations, providing a deeper, more intimate visitor experience. With an improved flight schedule from our friends at American Eagle making it easier for U.S. travelers to get here to enjoy these wonderful new hotels and spa, we're looking forward to a strong 2009."

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; as unforgettable as a summer romance or a first kiss. Martinique is an overseas region of France, and in keeping with its traditions, this vibrant island stirs the passions with awe-inspiring natural beauty, a rich cultural history, distinctive culinary delights, 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!

For more information on Martinique, contact the Martinique Promotion Bureau /CMT USA, 825 Third Avenue, 29th Floor, New York, NY 10022 – Tel: 212 838 6887 - Fax: 212 838 7855 – Email: info@martinique.org – Web site: www.martinique.org.

