



## FOR IMMEDIATE RELEASE

Contact: Christel Coita  
T: 212-745-0970  
E: [christel.coita@franceguide.com](mailto:christel.coita@franceguide.com)

Steve Bennett, SBPR Corp  
T: 954-566-1522  
E: [Steve@SBPRcorp.com](mailto:Steve@SBPRcorp.com)

## WHAT'S NEW IN MARTINIQUE FOR 2010

*New hotel openings, renovations and enhanced attractions headline the latest enhancements*

**NEW YORK, NY – October 20, 2009** – Martinique continues to expand and enhance its tourism product for 2010, welcoming two new boutique “hotels de charme,” as well as a new hotel renovation and enhancements to an ecotourism attraction to entice visitors like never before.

### **New Hotel de Charme – La Suite Villa**

Combining intimacy, luxury and convenience, this new boutique property boasts an ideal location across the Bay from the capital city of Fort-de-France in the hills above the scenic seaside village of Trois-Ilets. From here guests enjoy quick and easy access to Martinique’s only golf course (The Empress Josephine Golf Course), the island’s newest casino (Casino des Trois-Ilets), tennis, beaches and the shopping, restaurants, bars and nightlife in Trois-Ilets’ vibrant Point du Bout resort area.

As La Suite Villa is wonderfully suited for honeymoon/romance travelers and offers a wealth of elegant comforts, it is conceivable guests won’t take advantage of all that its surrounding area has to offer. La Suite Villa is comprised of a charming main house constructed in the island’s traditional Creole style with six suites. Each suite is tastefully furnished and equipped with its own Jacuzzi. Inspiring panoramic views add to the romance.

In addition to the six suites, La Suite Villa offers nine private villas. Available in two- or three-room layouts, the colorful Creole-style villas offer exceptional privacy and comfort. Each villa has its own private garden, covered terrace, outdoor shower, solarium and Jacuzzi.

For dining, the La Suite Villa restaurant and bar features French-Creole specialties in a warm, friendly atmosphere. As an added special touch, the property invites local artists (painters and sculptors) to showcase their work and the passion they put into it. A magnificent infinity pool overlooking the Bay of Fort-de-France is also on-site.

For more information on La Suite Villa, visit [www.la-suite-villa.com](http://www.la-suite-villa.com).

### **New Hotel de Charme – Pomme Cannelle Village**

Nestled in Martinique’s lush, mountainous northern region in the town of Le Prêcheur, the new Pomme Cannelle Village is one of Martinique’s newest boutique “hotels de charme” having celebrated its grand opening in May 2009. A colorful, intimate property, the Pomme Cannelle Village evokes the warm familial feel of a traditional Martinican Creole village updated with all the comforts and amenities required by today’s modern travelers.

The property is absolutely ideal for families, couples and independent travelers interested in enjoying Martinique’s nearby rainforest, hiking excursions and other eco-/adventure-tourism pursuits. Pomme Cannelle Village offers 16 guest apartments each including air-conditioning, a fully equipped kitchenette, color-TV, and high-speed Internet service. Seven of the 16 total guest apartments are also specially outfitted to accommodate disabled persons.

Guests can also enjoy the property’s cascading infinity pool overlooking the shimmering Caribbean Sea below and fantastic views of Martinique’s highest peak, 4,582-foot Mt. Pelee.

For more information on Pomme Cannelle Village, visit [www.villagepommecannelle.com](http://www.villagepommecannelle.com).

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### Hotel Renovation – The Hotel L'Impératrice

Located in the heart of the capital city, Fort-de-France, The Hotel L'Impératrice was originally built in the 1950's and named in honor of Empress Josephine, Napoleon's wife and one of Martinique's most famous figures. Completely renovated in 2009, the property still retains much of its authentic Old World charm with antique furnishings and artifacts outfitting its 24 guestrooms. The property is located along La Savane, a sprawling promenade currently undergoing its own facelift just off the Fort-de-France waterfront. This is a city hotel popular with business travelers with balconies overlooking bustling streets, and also among the best spots to experience the full pageantry of Martinique Carnival.

### Enhanced Ecotourism Attraction – Maison de la Nature

Located in Martinique's lush central region in the town of Morne Rouge, La Maison de la Nature offers a peaceful, relaxing ecotourism experience with some of the island's best views of Mount Pelee. Recently expanded and renovated with the installation of new signage and information kiosks, the facility will re-open October 10, 2009. Here nature lovers can enjoy 100+ species of tropical plants laid out along a three-kilometer secure hiking trail through the rainforest. A wide range of hiking itineraries are available, stretching from a few minutes to a full-hour, allowing visitors to enjoy La Maison de la Nature at their own pace. Picnic areas and an exhibition hall are also available for special events.

For more information on La Maison de la Nature, contact: 011 (596) 596 52 33 49.

### About Martinique ([www.martinique.org](http://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. Named “Best Gourmet Island of the Year 2008” by *Caribbean World Magazine*, 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. 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, contact the Martinique Promotion Bureau /CMT USA, 825 Third Ave, 29<sup>th</sup> Floor, New York, NY 10022 – Tel: 212 838 6887 - Fax: 212 838 7855 – Email: [info@martinique.org](mailto:info@martinique.org) – Web: [www.martinique.org](http://www.martinique.org).

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