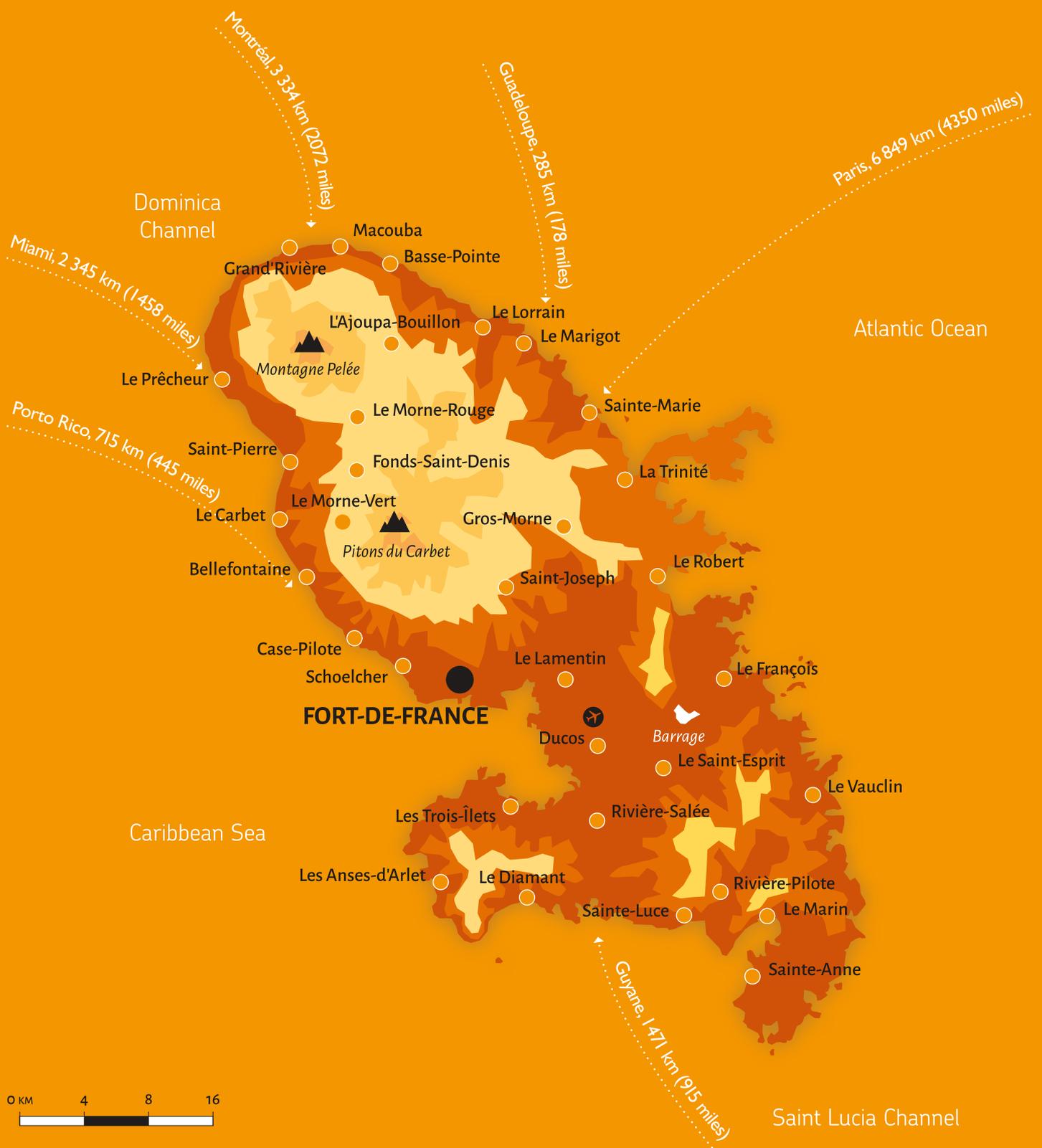




# LA MARTINIQUE



S A L E S   G U I D E



Saint Lucia Channel



## DEAR PARTNERS,

When I was elected President of the Martinique Tourism Committee in July 2021, I assured you a year ago that I was determined to work towards restoring tourism in Martinique to its former levels as soon as possible following the pandemic.

Thanks to you and the professionals of Martinique, supported by the Martinique Tourism Committee, a significant part of this objective has been achieved. Industry professionals have taken advantage of this period of recovery to improve their facilities, develop innovative new activities and reinvent themselves! Likewise, you have been able to adapt your relationship with your clients to the new guidelines and constraints of global tourism!

### **...WITH TOTAL CONFIDENCE**

You can offer Martinique as a destination with total confidence. It has undeniable advantages that will allow your clients to enjoy an unforgettable stay in the heart of an enchanting natural environment in complete safety: the hospitality and friendliness of the Martinique people, the island's culture, its well-preserved heritage, the diversity of its activities and its heavenly beaches.

It is constantly renewing itself while always remaining faithful to its history and nature. It seduces visitors by enhancing its traditional tourist offer with numerous innovations that make it so deserving of your visit.

Martinique is a French overseas region that is attracting a great deal of interest.

Following the inclusion of the Yole Ronde of Martinique as part of UNESCO's Intangible Cultural Heritage and the recognition of our entire land and sea territory as a World Biosphere Reserve, France has also secured World Heritage listing for the volcanoes and forests of Mount Pelée and the Pitons of Northern Martinique, a site that is one of the world's 35 biodiversity hotspots.

### **...TOOLS TO HELP BOOST YOUR SALES**

In addition to this guide that will help you appreciate the delights Martinique has to offer, promotional campaigns and our participation in B2B and major events, we are putting in place various tools to help boost your sales.

As of May, we are making available to you an online «E-learning» platform. You will be able to develop your knowledge and improve and further your understanding of Martinique's tourism products thanks to a complete and interactive learning process: webinars, E-learning, quizzes to test your knowledge, sales incentives.

Gifts, certificates, Fam-trips, links with a network of experts and many more advantages await you...

### **...EXCELLENCE!**

My priority is for Martinique to aim for excellence more than ever before! Alongside the travel trade professionals of Martinique, we put our hospitality, our culture, our heritage and our people at the forefront of our tourism offer and strategy.

**I thank each and every one of you for your trust and commitment.  
The whole island looks forward to welcoming your customers with open arms.**

**La Martinique elle vous aime.**



**LA MARTINIQUE**  
ELLE VOUS



**Bénédicte di GERONIMO**

President of the Martinique Tourism Authority





# SUMMARY



## WE LOVE:

Its **paradise setting**

Its **accessibility** and the quality of its infrastructures of European standards

The diversity and quality of its **accommodation**

Its **enchanting nature** and dream beaches

Its **culture** with a thousand influences

Its creative **gastronomy** with multiple flavours

Its **thrilling activities** and original sporting experiences

Its **unforgettable** encounters

**10 good reasons** for choosing Martinique



LA MARTINIQUE

/ ENVIRONNEMENT

**WE LOVE**  
ITS  
**PARADISE**  
SETTING



With its verdant backdrop, the island of Martinique is home to some genuine treasures. Bathed in the east by the Atlantic and in the west by the Caribbean Sea, it is brimming with luxurious nature: beaches, rivers, mountains, forests and gardens are freely accessible in perfect safety. Whatever your holiday needs, Martinique promises you encounters that are as beautiful as they are unexpected: its welcoming people, its rich and varied cultural heritage, its creative and fusion cuisine...



# GEOGRAPHY

## AN ISLAND IN THE LESSER ANTILLES

LONG

**85 km**  
(53 miles)

WIDE

**35 km**  
(22 miles)

MARTINIQUE STRETCHES OVER

**1,100 km<sup>2</sup>**  
(684 square miles)

## MOUNT PELEE VOLCANO

IT CONSTITUTES THE HIGHEST POINT OF THE ISLAND AT

**1397 m**  
( 4,580ft )

## THE NORTH OF THE ISLAND

Dense forests, beaches of volcanic black sand, rivers and waterfalls characterize the north. Countless bays and coves dot the entire coast.

## THE SOUTH OF THE ISLAND

The south is home to the biggest beaches and to a more arid environment, sometimes described as « desert-like », such as the petrified Savanna.



# SIGNIFICANT FACTS

## 1502

Christopher Columbus landed in Martinique during his fourth voyage to the New World. It was then known as Madinina, the island of flowers, by the Caribbean Indians that inhabited it.

## 1635 – 1658

The introduction of sugar cane marked the starting point of a « sugar economy », defined by the establishment of large estates, the « Habitations », and the beginning of Black Slave trade.

## 1662 – 1848

The boom years for plantations and slave trade.

## 1848

Abolition of slavery.

## 1946

Martinique becomes a French department.

## 2015

Martinique becomes a Territorial Collectivity.





# NATURE AND CLIMATE

**The island is covered by a lush blanket of vegetation** that thrives thanks to its tropical climate.

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**The heat is never excessive in Martinique** making it the island of « eternal summer ».

## TEMPERATURE

ALL YEAR ROUND

**between 25°C and 30°C (77°F AND 86°F)**

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**The trade winds constantly refresh the atmosphere.**

The first light of dawn heralds the break of day at around 6am and the sun sets around 6pm, with a sky that is tinged with orange, purple and violet.



LA MARTINIQUE

/ ACCESSIBILITY



**WE LOVE**  
ITS ACCESSIBILITY  
AND THE QUALITY  
OF ITS  
INFRASTRUCTURES  
OF EUROPEAN  
STANDARDS

**AIRFRANCE** 

 **AIRCARAÏBES**

 **Air transat**



**CORSAIR**

**AIR CANADA** 

 **AIR ANTILLES**

American Airlines 



**Caribbean Airlines** 

**SKYhigh**  
Dominicana



From Europe, landing 8 hours later with the sunshine  
and the warmth of Martinique.

From Montréal, it is only 5 hours!

Watching the coastline of Martinique slowly appearing  
before your eyes is an extraordinary experience!

# GETTING TO MARTINIQUE



## BY AIR

Martinique Aimé Césaire International Airport at Le Lamentin.

### From Europe,

3 airlines fly direct and regularly to Martinique:

- From Paris Orly: Air Caraïbes, Corsair
- From Paris Charles de Gaulle: Air France and, with connections, European cities: Geneva, Munich, Brussels, Frankfurt, Luxembourg, Prague, Milan Malpensa, Amsterdam, Berlin, Hamburg.
- From 19 French cities: TGV + air connections
- From Bordeaux Airport: Corsair.

### From Canada,

Air Canada from Montreal and Toronto and Air Transat serving Martinique.

### From the United States,

from Miami American Airlines offer routes to Martinique.

Seasonal routes operate from a number of other cities.

### From the islands of the Caribbean:

Air Caraïbes, Air Antilles, Sky High and Caribbean Airlines.

### From Brazil,

from Belem and Fortaleza: Air France.



## BY SEA

Regular services operated by Express des Îles: Dominica, Guadeloupe, Les Saintes and Saint Lucia.

Regular services operated by Jeans for Freedom: Guadeloupe, Marie-Galante, Saint Lucia and Saint Vincent.

### CRUISES DEPARTING FROM EUROPE

You can board one of the many cruise ships that call at the island: MSC, Costa, Club Med, Croisières de France, Compagnie du Ponant.

### Martinique welcomes cruise ships at various locations:

Fort-de-France (Quai des Tourelles and Terminal de la Pointe Simon), le Marin, les Anses d'Arlet, les Trois Îlets and Saint-Pierre)

**A special welcome is reserved for cruise passengers upon arrival**, in a festive and traditional ambience, complete with live music.

**Tourist information offices** located on the disembarkation quays provide a welcome and information service for passengers.

In Fort-de-France, bilingual city stewards in white and red uniforms, located at strategic points around the city centre, provide information and assistance to visitors.



# PRACTICAL INFORMATION

Martinique is a French Overseas Territorial Collectivity. It applies the regulations and standards of France and the European Union. It benefits from high-quality healthcare facilities, including the most modern hospital in the Caribbean, La Meynard Pierre Zobda Quitman.

## ENTRY FORMALITIES

Valid identity card or passport for European visitors.  
Valid passport for all other visitors.

**For cruise passengers:** citizens of the European Community, the United States, Canada and Japan are authorized to disembark in Martinique without a visa.

Passengers requiring a visa must have:

- either a valid Schengen visa
- or a valid visa for the United States
- or a valid residence permit from their country of origin.

## WATER – ELECTRICITY

**Tap water is widely drinkable.**  
**The electric current is 220 volts.**

## HEALTH FORMALITIES

**No vaccinations are required.**

For visitors from South America and Africa, an international yellow fever certificate is recommended.

## CURRENCY

**The official currency is the Euro, but US Dollar is also accepted.**

It is most practical to pay by credit card. Tap water is widely drinkable. The island has numerous ATMs.

# GETTING AROUND



Martinique boasts an **extremely well-developed, modern and safe road network**. In order to explore the island by road there are a number of possibilities available: hire cars to explore in perfect freedom, artisan taxis or public transportation: bus (Mozaïk network) or shared taxis that all encourage you to meet the locals.

## • TCSP (ON SITE PUBLIC TRANSPORTATION)

**Two public transportation lines** connect downtown Fort-de-France (cruise liner terminal at Pointe Simon, seafont, inter-island ferry port, port) with Le Lamentin and Aimé Césaire International Airport, among others. Featuring modern, air-conditioned vehicles with a large capacity (140 places), these lines are accessible to people with reduced mobility. It is ideal for getting around quickly and in comfort.

**TIMETABLES:** 5h30 / 19h : From Monday to Thursday – Sunday and public holidays  
5h30 / 22h : Friday, Saturday and the evening prior to major events.

## • BOAT SHUTTLE SERVICES

**You can also get around by sea thanks to a service of boat shuttles** that offer regular departures from the seafont in Fort-de-France to Trois-Ilets (town, Pointe du Bout, Anse Mitan and Anse à l'Âne – crossing takes 15 to 20 minutes) and to Case-Pilote (25 minutes).



LA MARTINIQUE

/ ACCOMMODATION

**WE LOVE  
THE DIVERSITY  
AND QUALITY  
OF ITS  
ACCOMMODATION**



A modern, two-story white villa with large glass windows and a balcony. The villa is situated on a concrete deck with a swimming pool in the foreground. The pool is surrounded by a concrete deck and has a greenish tint. There are lounge chairs and a small plant near the pool. The sky is blue and clear.

From luxury hotels to authentic rural gites, as well as guest houses by the sea, Martinique offers a vast array of accommodation to suit all tastes and every budget. This is enhanced every year with new offerings for comfortable places to stay that are welcoming and innovative, as well as quirky and Eco-friendly stop-offs.

There is a choice for everyone. Each time, the quality of welcome and service are assured.

# THE HOTELS

**More than 3,000 hotel rooms** are spread mostly across Trois-Ilets, Le Diamant, Le Marin, Sainte-Luce, Sainte-Anne, Le François, Fort-de-France, Schoelcher, Le Lamentin, La Trinité and Grand-Rivière.

All categories of hotel are represented on the island, from 5\* of international standard to little, family-run gems, without forgetting hotels of charm and all-inclusive options.

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## LUXURY VILLAS

Villas, fully-equipped apartments, Gites and guest houses are scattered across the island. Most of them bear Clévacances label.

### FOR MORE INFORMATION:

@ [us.martinique.org](http://us.martinique.org)

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## RURAL GITES

**Spread right across the island, more than 150 rural Gites** offer accommodation that is often independent, fully-furnished and well-equipped, situated away from built-up areas.

This type of accommodation lets you benefit from a personal welcome « à la Martiniquais » and a privileged contact with the local people.

### FOR MORE INFORMATION

@ [www.gitesdefrance-martinique.com](http://www.gitesdefrance-martinique.com)

@ [www.clevacances.com](http://www.clevacances.com)

@ [www.zilea-martinique.com](http://www.zilea-martinique.com)



Find the full accommodation offer at [www.martinique.org/en/accomodation](http://www.martinique.org/en/accomodation)

# TOURISTIC BRANDS AND LABELS



## TOURISM AND HANDICAP LABEL



**Identifies the facilities and touristic sites** (accommodation, restaurants, leisure sites, nature sites, touristic sites ...) that are accessible to people with reduced mobility.

## CLÉVACANCES LABEL



**Clévacances offers relates to furnished tourist rentals and guest houses**, categorized from 1 to 5 keys according to a chart of quality that is recognized by the Ministry of Tourism. This label guarantees a pleasant setting, comfortable interior and a welcome that is undertaken by the owner.

## GÎTE DE FRANCE LABEL



**A Gîte is an accommodation** (villa or apartment) approved and classified according to the **Chart of the National Federation of the Gîtes de France** which is available to visitors at a moderate weekly fixed rate, net of all charges.

## AGRO TOURISM LABELS

Professionals in the agriculture field dealing with agro tourism can adhere to one of the **3 national labels**: Bienvenue à la Ferme, Accueil Paysan and Gîtes de France.

## QUALITY TOURISM BRAND

« **Qualité Tourisme** » (**Quality Tourism**) encourages professionals to improve their services, guaranteeing them greater visibility.

« **Qualité Tourisme** » logo helps tourists select their accommodation, visits and leisure sites.

This brand is a guarantee of quality information, a personalized welcome, competent staff, comfortable and well-maintained facilities and a desire to showcase local products.



LA MARTINIQUE

/ NATURE

**WE LOVE**  
ITS ENCHANTING  
**NATURE**  
AND DREAM  
BEACHES

Wandering around carried by the whims of Martinique... Here, in the same day it is possible to enjoy a luxurious forest or beaches of fine sand, to go from the peak of Mount Pelée to the tropical mangrove or even from the colourful underwater depths to the semi-arid savannas. By car, tourist coach, taxi, on two wheels, on foot or with flippers, Martinique can be explored in a million ways!



# THE BEACHES

Whether black volcanic sand or fine white sand, gentle or tumultuous... **around one hundred beaches across Martinique offer a wide range of discoveries and experiences.**

Among the most beautiful: Salines, Le Diamant, Cap Macré, Figuier Cove, Michel Cove, Turin Cove...



# THE FORESTS

**Between the sea and the mountains, the forests of Martinique have so many faces:**

- **Tropical humid:** its canopy takes the breath away
- **Semi-humid:** astonishing and surprising flora and fauna, like the Forest Thrush or the Red Partridge
- **Arid:** the languid tranquillity of its sand forest, with moonlight cactus and iguana native to the Lesser Antilles

# FLORA AND FAUNA

Orchid, Heliconia, Frangipanier, Royal Poinciana, hibiscus, Alpinia, Bird of Paradise, Porcelain Rose, Anthurium... **the isle of flowers has the allure of the Garden of Eden.**

Everywhere there are parks, flower-filled gardens, vegetable gardens, arboretums and the famous Creole gardens that all express the generosity of the earth and the cultural influences at play. Nearly a third of the communes have earned the national « **Villes et Villages Fleuris** » label.

**Route de la Trace should not be missed**, a veritable botanic trail carved through the heart of the tropical forest and flanked by Heliconia and tree ferns that snakes right up to Mount Pelée, is brought to life by magnificent landscapes, rivers and waterfalls, such as the one at Alma.

**Flying in the sky, you will find more than two hundred species of bird**, from hummingbirds to bananaquits, which seem to have set a rendezvous with birdwatchers.

**At sea**, dolphins, whales and sperm whales, turtles, giant sea fans and colourful fish await you among the multi-coloured corals and shimmering algae.



# MARTINIQUE, WORLD BIOSPHERE RESERVE

## THE NATURE RESERVE OF LA CARAVELLE

**Arid forest, mangrove, savannah, cliff habitats, La Caravelle reserve is home to a remarkable biodiversity** and is considered of major interest for its geology and landscapes.

Part of Martinique Nature Park, the reserve aims to protect, study and manage all of its specific treasures. Situated on the most ancient outcrop of Martinique, it is also one of the most beautiful hiking spots.

## BIODIVERSITY

**Martinique's ecosystem has an exceptional richness:**

- More than a thousand endemic species
- More than 80 species of orchid and, in particular, 396 tree species that make Martinique the richest of the Lesser Antilles in terms of plant life.

This diversity is three times richer than that of Mainland France.

**Marine life all around Martinique is also extraordinary:**

Albert Falco Marine Nature Reserve in Le Prêcheur guarantees its protection, promotion and development.

## THE MANGROVE

**A vast humid coastal forest,** the mangrove of Martinique is home to a wide range of species in a fascinating aquatic habitat. It is an unexpected experience to explore this area along the pathways, by kayak or aboard a flat-bottomed boat.

**In September 2021, Martinique was awarded the title of World Biosphere Reserve** for its entire land and sea territory. The island's undeniable assets helped it win over the International Coordinating Council of UNESCO's Man and Biosphere Programme.

As a World Biosphere Reserve, Martinique is committed to a proactive approach to sustainable development and to preserving, developing and promoting its natural and cultural treasures and know-how. Environmental education and scientific research are also major focuses.





# NOT TO BE MISSED /1

## MOUNT PELÉE



Mount Pelée, the highest point of Martinique, is an internationally known volcano. Classified as a **Complete Biological Reserve**, this remarkable site offers a stunning view of the Atlantic Ocean and Caribbean Sea on clear days. It allows visitors to take part in numerous activities in the heart of nature. A trail that is part of the « Plan Départemental des Itinéraires de Promenade et de Randonnée » (Strolling and Hiking Itineraries Departmental Plan) makes exploring easy.



In 2023, UNESCO added Mount Pelée and the Pitons of Northern Martinique to its list of **World Heritage sites**.



## BALATA GARDEN

Balata Garden, a magnificent promenade through the groves and parterres, is home to 3,000 species, overlooked by a grandiose trail up in the canopy.



## EMERALD ESTATE

Along the Route de la Trace, in the heart of the tropical forest, « Le Domaine d'Émeraude » (Emerald Estate) in Le Morne-Rouge, **part of** Martinique **Nature Park**, invites you to have fun exploring the biodiversity.





## NOT TO BE MISSED / 2



### LE TOMBOLO

Created by a combination of several marine currents and tides, **Le Tombole of Sainte-Marie Isle is a spectacular phenomenon**. From January to May, this spit of sand appears and allows visitors to travel on foot, by bike and even on horseback between Petite-Anse, the beach and the island, which is ideal for strolling, picnics and observing some very rare species of birdlife, before disappearing at once.



### HABITATION CÉRON

Habitation Céron is a former **sugar plantation estate from the XVII Century** located in the outskirts of Le Prêcheur. Its majestic three hundred year-old Zamana, the largest visible tree of the Lesser Antilles, won for France's tree of the year 2016.



### ÉTANG DES SALINES

Étang des Salines, a **site belonging to the Coastal Conservation Society**, has a trail through the mangrove that allows visitors to discover this very particular ecosystem. The site boasts a wildlife center by the water and is equipped with educational facilities.



Find the full offer at [www.martinique.org/en/about/green-martinique](http://www.martinique.org/en/about/green-martinique), [www.martinique.org/en/things-to-do/public-natural-sites](http://www.martinique.org/en/things-to-do/public-natural-sites), [www.martinique.org/en/things-to-do/nature-environment/forests](http://www.martinique.org/en/things-to-do/nature-environment/forests), [www.martinique.org/en/things-to-do/nature-environment/forests](http://www.martinique.org/en/things-to-do/nature-environment/forests) and [www.martinique.org/en/things-to-do/nature-environment/beaches](http://www.martinique.org/en/things-to-do/nature-environment/beaches)



**WE LOVE**  
ITS **CULTURE**  
WITH A  
THOUSAND  
INFLUENCES

Amerindian, African, Indian, European...  
the culture of Martinique is rich and varied.  
Its artisanal heritage, its renowned writers  
and poets, its enchanting music and dances  
will awaken your spirit and enliven your senses.  
The official language is French. Martiniquais  
speak Creole, which is a combination of old  
French, English, Spanish, African dialects and  
Amerindian terms.



# TOURS NOT-TO-BE-MISSED

Carnival, Martinique Yoles boat-race, « Chanté Nwel » (Christmas Carols); shows and **events that are cultural and festive are among those to be found all year round in Martinique.** Live concerts, dance and music performances, piano bars and nightlife in quirky venues or by the water's edge... **There is an ambiance to suit every rendez-vous!**

## IN THE CENTRE

- SCHOELCHER LIBRARY (*Fort-de-France*)
- MUSEUM OF ARCHAEOLOGY AND PREHISTORY OF MARTINIQUE (*Fort-de-France*)
- REGIONAL MUSEUM OF HISTORY AND ETHNOGRAPHY (*Fort-de-France*)



## IN THE SOUTH

- POTTERY VILLAGE (*Les Trois-Îlets*), opposite
- MOULIN DE VAL D'OR (*Sainte-Anne*)
- AN MAO PARK (*Le Marin*)
- SLAVES SAVANNAH (*Les Trois-Îlets*)
- LA PAGERIE MUSEUM (*Les Trois-Îlets*)
- SEA AND SHELLS MUSEUM (*Le Diamant*)
- SUGAR CANE MUSEUM (*Les Trois-Îlets*)
- HABITATION CLÉMENT (*Le François*), above

## IN THE NORTH

- HABITATION DEPAZ (*Saint-Pierre*)v
- CHÂTEAU DUBUC (*Trinité*)
- ST JAMES RUM MUSEUM (*Sainte-Marie*)
- BANANA MUSEUM (*Sainte-Marie*)
- SCIENCE AND EARTH DISCOVERY CENTER (*Saint-Pierre*)
- FRANCK PERRET VOLCANOLOGIC AND HISTORY MUSEUM (*Saint-Pierre*)
- REGIONAL VOLCANOLOGIC CENTER (*Le Morne Rouge*)
- PAUL GAUGUIN HERITAGE CENTER (*Le Carbet*)



More information at [www.martinique.org/en/things-to-do/culture-heritage](http://www.martinique.org/en/things-to-do/culture-heritage)

# / RUM FESTIVAL

/ DECEMBER

In December, the rum festival at Saint-James distillery in Sainte-Marie marks the end of the sugar cane harvest. This major popular and traditional event is the showcase for the artisanal savoir-faire of Martinique: fashion shows, demonstration of traditional dance « Bèlè », train rides, « Chouval Bwa » (Merry-Go-Around), various musical entertainments... and unbeatable bargains on AOC rum that is unique in the world!



ALCOHOL ABUSE IS BAD FOR YOUR HEALTH,  
PLEASE CONSUME IN MODERATION.

# CARNIVAL

/ FEBRUARY

A popular traditional moment of jubilation that is well-loved, it begins on the last Sunday before Lent. The period in the run-up to the Carnival celebrations is a time when Queens are elected in each town. **Martinique pulses to the rhythm of parades and themed soirées with dancing for several days of festivities, or « jours gras ».**



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# CHANTÉ NWEL

/ NOVEMBER – DECEMBER

A festive and musical tradition that brings the island to life between All Saints Day and Christmas, the Chanté Nwel combines classic hymns and Creole songs of a more secular nature that are sung enthusiastically by all involved... Accompanied by the sharing of a variety of sweet treats and typical dishes. The drum beat maintains the rhythm and the ardor! Companies, municipalities, schools, families and neighborhood groups organize the Chanté Nwel to the delight of everyone. It provides a memorable immersion into the soul of Martinique!

# FORT-DE-FRANCE CULTURAL FESTIVAL

/ JULY

festival is the essential cultural event of Fort-de-France; music, dance, theatre, exhibitions... The whole town moves to the beat of talents from Martinique, the Caribbean and across the globe for the entire month of July. Don't miss this under any circumstances!

# GOMMIER AND YOLE BOAT RACES

Coastal towns regularly organize spectacular races for traditional boats: Gommiers, the oldest local boats, carved in one piece from immense tree trunks and with a single sail and Yoles, more elaborate, assembled from pieces of local wood and featuring one or two sails.

In addition to its sporting challenges, the aim is also to preserve the enduring memory of local ancestral savoir-faire, as demonstrated by the fact that the Martinique Yole has been classified as part of **UNESCO's World Heritage List**.

These competitions give rise to great popular and festive gatherings.

# MARTINIQUE YOLE-BOAT RACE

/ LATE JULY – EARLY AUGUST

The highlight of the year: all Martinique attends this week long rendezvous in late July to early August, enjoying an exceptional event that is unique in the world, where teams circumnavigate the whole island and tackle the currents, reefs and extreme winds. On beaches and viewpoints overlooking the sea or in the midst of a veritable armada of following boats, visitors and locals celebrate this tradition together and share some unforgettable moments.



More information at [www.martinique.org/en/about/culture](http://www.martinique.org/en/about/culture)  
and [www.martinique.org/en/agenda](http://www.martinique.org/en/agenda)

# NIGHTLIFE



In Fort-de-France as well as in the communes, countless discotheques let you dance to the beat of the music from the Antilles and abroad.

Musical styles are incredibly varied: jazz, salsa, French, traditional or Caribbean. A great many live shows can also be discovered.

Most of the piano bars and night-time bars are located in Fort-de-France, but you can also find some in Schoelcher, Trois-Îlets and Sainte-Luce among others, providing a « quirky » venue where everyone has fun.

**WITH YOUR TOES IN THE SAND OR YOUR HEAD IN THE CLOUDS, IN A COSY OR FESTIVE AMBIANCE, YOU WILL BE SPOILT FOR CHOICE WHEN YOU WANT TO ENJOY A COCKTAIL, SIP A TI-PUNCH, EAT OUT, ENJOY A CONCERT OR GO DANCING...**

## AND ALL YEAR ROUND

Cinema, theatre, music, festivals, concerts, shows, dance soirées, local fairs...

More information at [www.martinique.org/en/bars-restaurants](http://www.martinique.org/en/bars-restaurants),  
[www.martinique.org/en/things-to-do/culture-heritage](http://www.martinique.org/en/things-to-do/culture-heritage) and [www.martinique.org/en/agenda](http://www.martinique.org/en/agenda)



LA MARTINIQUE



**WE LOVE**  
ITS CREATIVE  
**GASTRONOMY**  
WITH MULTIPLE  
FLAVOURS



Colourful, authentic, fresh, spiced and sparkling, the cuisine of Martinique reflects the generous and joyful character of its people. This is a flavoursome expression of a history and savoir-faire inherited from our ancestors that arrived from Africa, Europe and the Indies. An adventure for your taste buds is guaranteed!



# TOURISM AND DINING

For gourmets, the most difficult thing is choosing from a lengthy list of fine restaurants where they can sample Creole or international cuisine.

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« Accras » (codfish fritters), Pâté en Pot, Colombo, Blaff, « z'habitants » (delicious crayfish), stuffed crab, grilled lobster, « fricassée de Lambis » (Conch stew), sea snails and other seafood accompanied by local vegetables will leave you with delicately spiced memories.

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**Beyond the original traditional family cuisine, Martinique can also claim to have a number of great chefs, symbols of the future of French gastronomy, award-winning and feted.**

Two of them have even gone on to earn a star in the Michelin guide: Marcel Ravin (opposite) and Louis Philippe Vigilant. Chef Jean-Charles Brédas earned the prestigious « Maître Restaurateur » title.

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More information at [www.martinique.org/en/about/culture/gastronomy](http://www.martinique.org/en/about/culture/gastronomy)  
and [www.martinique.org/en/bars-restaurants](http://www.martinique.org/en/bars-restaurants)

# MARTINIQUE, LAND OF RUM



**In Martinique, rum is a veritable culture.** It forms part of the island's identity and has deep roots in the very first sugar cane plantations. The only rum in the world to have earned the precious AOC appellation is exclusively produced on Martinique. Most distilleries are open to the public, and have their own specific history, visits and tastings.

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## SOME OF THE RUMS FROM MARTINIQUE:

- CLÉMENT (*Le François*)
- DEPAZ (*Saint-Pierre*)
- DILLON (*Fort-de-France*)
- HSE – SAINT ÉTIENNE (*Le Gros-Morne*)
- JM (*Le Macouba*)
- LA FAVORITE (*Le Lamentin*)
- LA MAUNY (*Rivière-Pilote*)
- NEISSON (*Le Carbet*)
- SAINT JAMES (*Sainte-Marie*)
- SIMON (*Le François*)
- TROIS-RIVIÈRES (*Sainte-Luce*)

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**ALCOHOL ABUSE IS BAD FOR YOUR HEALTH,  
PLEASE CONSUME IN MODERATION.**





# FRUITS AND VEGETABLES MARKETS

The covered market, « le Grand Marché » in Fort-de-France, the largest in Martinique, sells colorful and aromatic products that are sourced directly from local producers and market gardeners: fruits, vegetables, spices, vanilla, peppers, infusions...

**It's the perfect occasion for discovering artisan crafts and sampling typical Creole dishes:**

« accras » (codfish fritters), « boudins » (blood sausage), grilled fish, « chatrous » (Octopus), fish, « Lambis » (conch), sea snails, lobster, « blanc-mangé » (Coconut custard dessert)...

Although smaller, the other markets like the ones at Rivière-Pilote, Lamentin, Saint-Pierre, Sainte-Anne or Vauclin allow you to explore local products, organic fruits and vegetables and the warm welcome of the stallholders.





# A FEW GASTRONOMIC EVENTS

## SAINTE-MARIE GASTRONOMY WEEK

A week in May when you can discover the products of the terroir and discover the gastronomy of Martinique in all its diversity, with the very best chefs from Martinique and elsewhere.

## THE TREMPAGE SHOW

A great moment to come together with the local people on the 1st Sunday in July at the town of La Trinité and share a typical culinary tradition.

This traditional dish made with bread soaked in a sauce, usually made with seafood, is served on a banana leaf and eaten with your fingers in perfect conviviality.





LA MARTINIQUE

**WE LOVE**  
ITS THRILLING  
**ACTIVITIES**  
AND SPORTING  
EXPERIENCES



Martinique offers your clients multiple opportunities to explore circuits that veer off the beaten track and fun activities.

On land or sea, enjoy the endless natural resources of Martinique as you try new activities or take part in your favourite sports; dare to try paragliding or canyoning; discover kite surfing, stand-up paddle or Seabob; explore the island on horseback, on foot or by mountain bike; try to climb the magical Mount Pelée; experience a luxury gastronomic cruise, enjoy courses or beginners' sessions aboard traditional boats (yoles or gommiers)... In Martinique, anything is possible!



# NAUTICAL EXCURSIONS AND ACTIVITIES

**A multitude of nautical excursions and activities are offered in Martinique:**

Encounter dolphins, whales or turtles, discover the caves full of bats, swim in Joséphine's Bath or on the Chancel Isles, day cruises, visits to the mangrove by kayak or flat-bottomed boat...

Big thrills with game fishing, tubing, surfing, kite surfing, windsurfing, power boating, parasailing...

Depending on their tastes, your clients can rent a boat by themselves or with a skipper, or decide to explore the underwater depths:

- **2 underwater trails** (cap Salomon and îlets du François),
- **21 exceptional diving spots**, varied and suitable for all ability levels...



## ACTIVITIES ON LAND

On foot, on horseback, by bike quad bike or 4x4, there is so much you can do to explore forests, mountains, canyons and all natural treasures of Martinique.

**Martinique offers a wide variety of trails:** more than 94 miles of sign-posted trails, coastal paths, shaded forest trails, winding tracks that allow visitors to discover the breathtaking landscapes and views.

### AMONG THE MOST WELL-KNOWN:

- Climb Mount Pelée on the Aileron trail
- Trace des Caps
- Trail at the reserve of La Caravelle
- Piton de Crève-Coeur
- Morne Larcher

More information at [www.martinique.org/en/things-to-do](http://www.martinique.org/en/things-to-do), [www.martinique.org/en/things-to-do/public-natural-sites](http://www.martinique.org/en/things-to-do/public-natural-sites), [www.martinique.org/en/things-to-do/water-sports-and-activities](http://www.martinique.org/en/things-to-do/water-sports-and-activities), [www.martinique.org/en/hiking/guides-excursions](http://www.martinique.org/en/hiking/guides-excursions) et [www.martinique.org/en/things-to-do/nature-environment/hiking](http://www.martinique.org/en/things-to-do/nature-environment/hiking)



# A FEW SPORTING EVENTS

## MARTINIQUE SURF PRO

/ MARCH / APRIL

An international competition and a stage on the world surfing circuit at the spot of Basse-Pointe (Atlantic coast), with around one hundred surfers from all over the world.

## TCHIMBÉ RAID

/ MAY

Grand raid of 102 km and 6,000 m (63 miles and 19,685 ft.) of climbs, passing through tropical forests, Mount Pelée, the rivers and trails...

## INTERNATIONAL HIKING FESTIVAL

/ JUNE

A major sporting event that covers the entire territory (forest, mountains, coast) for walking enthusiasts.

## MADININA KITE MASTER

/ JUNE

Competition of kite surfing with two challenges: speed crossing and the very spectacular kite boarder cross.





**MARTINIQUE  
YOLE-BOAT RACE**

**/ JULY / AUGUST**

Unique in the world, this is the most popular event in Martinique: this colorful nautical festival gathers together nearly 600 racers for almost a week, actively followed by a great number of pleasure boaters and thousands of enthusiastic supporters.

**INTERNATIONAL SPORT  
FISHING TOURNAMENT**

**/ OCTOBER**

Setting off from the marina of Le Marin, this competition draws together sport fishing enthusiasts from across the Caribbean.

**THE RAID DES ALIZÉS**

**/ NOVEMBER / DECEMBER**

A nature adventure that is sporty, inclusive and 100% feminine, setting off to explore the most beautiful natural sites of the island. Races on foot, mountain bike, canoe, run & bike...



**MARTINIQUE CUP SECTION**

**/ NOVEMBER**

One of the toughest jet-ski competitions in the world at the magnificent beach of Le Diamant.



### **INTERNATIONAL HALF-MARATHON OF FORT-DE-FRANCE**

**/ NOVEMBER**

With the endorsement of the FFA (French Athletic Federation), this is the main rendez-vous for experienced racers from Martinique, the Caribbean, Africa and Europe.

### **MARTINIQUE FLYING REGATTA**

**/ NOVEMBER**

A major nautical event of international interest that brings together a collection of hydrofoil yachts that are at the cutting edge of modernity and technological excellence.

### **TRANSMARTINIQUE**

**/ DECEMBER**

For lovers of racing and nature, this 130 km (81 mile) ultra-raid with 5,200 m (17,060 ft.) of climbs takes place between Grand-Rivière and Sainte-Anne.

### **MINI-TRANSAT**

**/ EVERY TWO YEARS**

Crossing the Atlantic solo, the headline race of the Mini Tour brings together the most beautiful racing boats (6.50 m long) and links La Rochelle and the town of Le Marin in Martinique, stopping at Las Palmas in Gran Canaria.

### **TRANSQUADRA**

**/ EVERY THREE YEARS**

Crossing the Atlantic solo or in pairs, this is reserved for sailors over 40 years of age. The flotilla of more than 100 boats arrives at the marina of Le Marin.



All the activities at [www.martinique.org/en/things-to-do](http://www.martinique.org/en/things-to-do)  
and [www.martinique.org/en/agenda](http://www.martinique.org/en/agenda)



LA MARTINIQUE

**WE LOVE**  
ITS  
UNFORGETTABLE  
ENCOUNTERS

Lunch with a local, an initiation into Creole cuisine, dance or fishing, let yourself be tempted by some unexpected experiences... in Martinique, there is always a good opportunity to head off and meet the local Martiniquais, proud of their island and their roots. At the local market, in every village, every little port, every spot, you will need no excuse to strike up a conversation.



# INITIATIONS YOU SHOULD NOT MISS

Your clients are sure to love:

## THE « LASOTÈ »

The symbol of solidarity par excellence, this ancestral practice of mutual aid is really prevalent across the northern Caribbean. It allows a farmer to benefit from precious help in working their lands.

## TRADITIONAL DANCES

Such as, for instance, « Bèlè » or « Danmyé ».



## SENNE HAUL FISHING

A traditional fishing technique, it also offers the chance to sample the fish caught on a magnificent beach.

## CREOLE CUISINE

Cookery workshops, exotic cuisine, diet and gluten-free dishes; an authentic and convivial way to share the pleasures of discovery.

## YOLE BOAT, TRADITIONAL SAILING

Learn to climb aboard the « bwa drésé » in order to balance the craft. An unforgettable memory!

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## AGRO TOURISM

Agricultural professionals that decide on agro tourism open the doors of their farms to visitors and welcome them in perfect conviviality in a countryside setting that is truly authentic: discover market gardening, subsistence farming and the cultivation of fruits, citrus orchards, medicinal plants and flowers, pastures, poultry farms; sample seasonal products, Creole dishes, vegetarian cuisine...



More information at [www.martinique.org/en/about](http://www.martinique.org/en/about)



# 10 GOOD REASONS FOR CHOOSING MARTINIQUE

## ITS ACCESSIBILITY

At the heart of the archipelago of the Caribbean, Martinique is easy to access: connections by air from Europe, North America, South America and the other Caribbean islands; cruises from Europe and North America; ferry links.

## ITS ENCHANTING NATURE

Martinique is covered with a blanket of vegetation that offers all its exuberance and its great diversity of landscapes to lovers of nature. This verdant setting is home to some genuine natural treasures.

## ITS QUALITY OF LIFE

A very clement climate, generous nature, welcoming locals, reliable and efficient public and private services... All the ingredients come together to ensure your security and the enjoyment of your stay.

## ITS CREATIVE GASTRONOMY

Colorful, authentic and sparkling, the cuisine here reflects the diversity of its cultural influences, its fertile natural environment and the generosity of its people.

## ITS DIVERSE ACCOMMODATION

A wide variety of accommodation is available to you, from luxury hotels to authentic rural Gites, without forgetting guest houses by the sea or in the mountains... Martinique provides a high-quality concierge service and is sure to meet the needs of your clients.

## ITS RICH AND MIXED HERITAGE

A crossroads of cultures, Martinique promises encounters that are as beautiful as they are unexpected: its welcoming people, its historic sites, its ancestral traditions of art and artisan crafts, its music and dance, its literature and theatre...

## ITS MODERN AND SAFE FACILITIES

A highly efficient health service, modern infrastructure and facilities that adhere to European standards guarantee you a peaceful and safe stay.

## ITS RUM THAT IS UNIQUE IN THE WORLD

In Martinique, rum is a veritable culture in itself. Throughout the world, this is the only rum to have Controlled Appellation of Origin status. The world of rum, discovering the distilleries, will plunge the visitor into the heart of history and tradition.

## ITS WIDE ARRAY OF ACTIVITIES

Lovers of big thrills and discoveries can enjoy the many advantages of the island at their leisure: at sea, in the mountains, in the air, along the trails, by canyoning... You will be spoilt for choice!

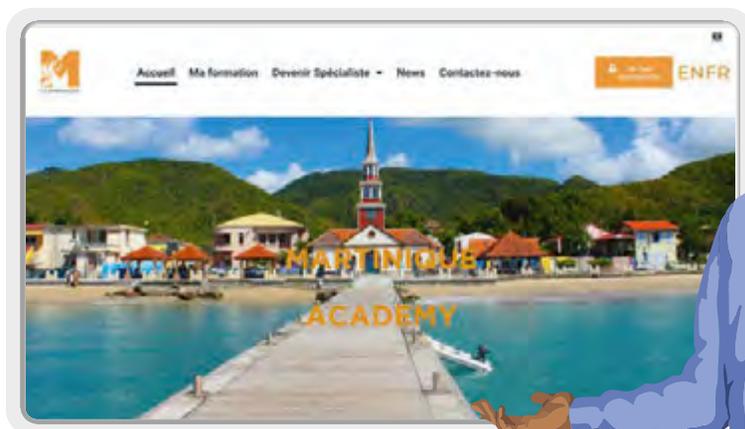
## ITS CHARMING PEOPLE

Hospitable, warm, friendly and cultured, the people of Martinique are sure to charm you and help you share the treasures of their island.

# ... AND JUST SO YOU DON'T FORGET ANYTHING!

To help you remember everything about our beautiful destination, the Comité Martiniquais du Tourisme has created an innovative and fun tool, packed with exciting goodies:

## THE MARTINIQUE ACADEMY



My name's Marc, I'm your interactive guide and I'm here to help you.

This E-Learning platform, divided into 6 categories, aims to improve and reinforce your knowledge of the destination, its products and services through a complete and interactive learning process that's available 24 hours a day, 7 days a week.



Please do not hesitate to contact us if you need assistance:  
Tél : +33 1 44 77 86 00



[www.martinique-academy.com/en/](http://www.martinique-academy.com/en/)

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# NOTES

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# THE MARTINIQUE TOURISM AUTHORITY

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## U S E F U L   C O N T A C T S

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**LA MARTINIQUE**  
ELLE VOUS



[www.martinique.org](http://www.martinique.org)  
<https://prescripteurs.martinique.org>