

PRESS KIT



La Martinique

FLEUR DES CARAÏBES

*Martinique:*  
BURSTING WITH  
AUTHENTICITY





# Contents

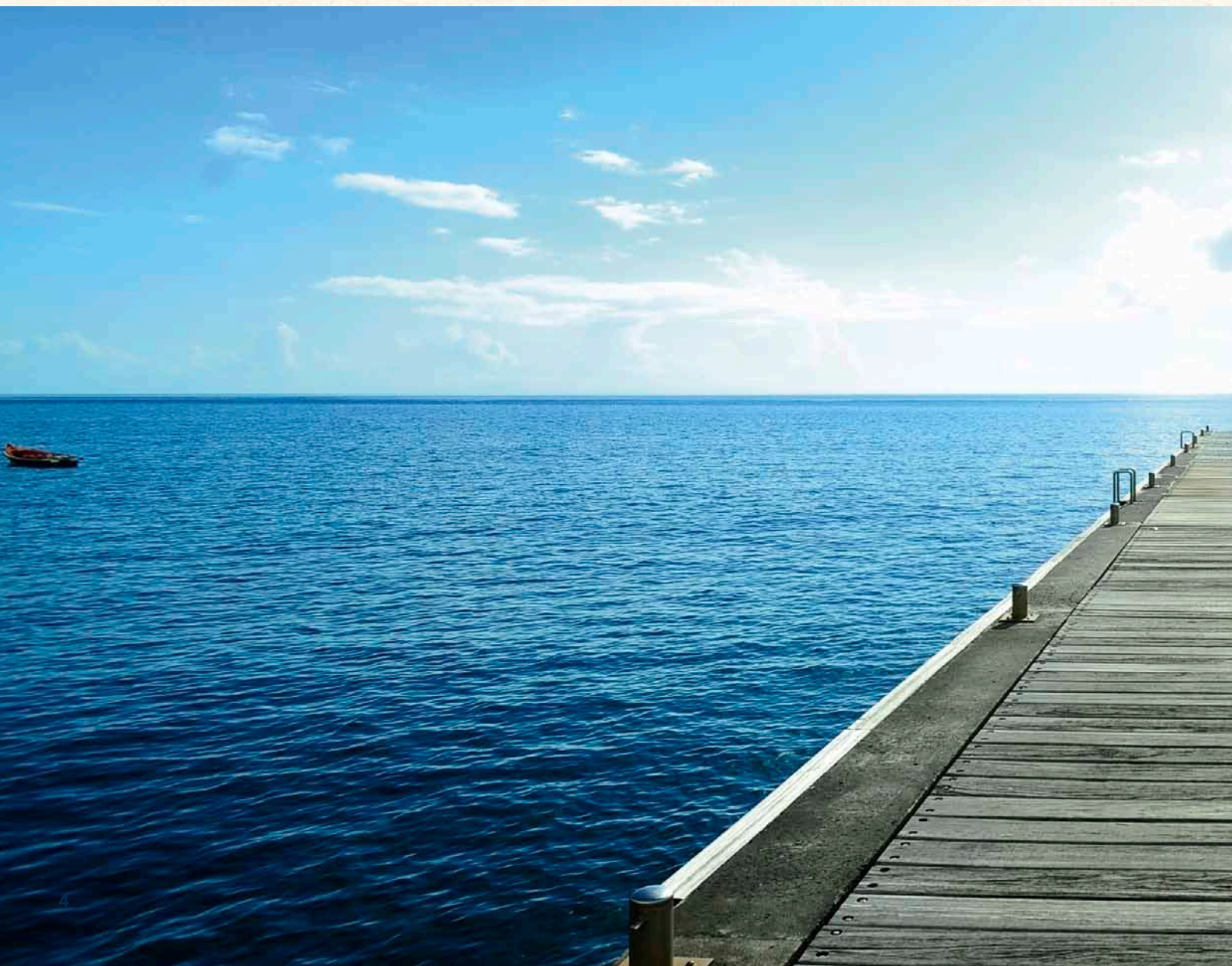
2013-2014 Policies	4
Martinique in Numbers	10
Increasingly Appealing Tourist Offering	14
Uncover the Many Facets of Martinique	16
Aquamarine Martinique	20
Destination: Nature	24
Heritage & Traditions	30
Art & Design	34
Welcome to Our Table	38
La Maison de Martinique in Paris	42
Fact Sheet	45
Event Calendar	46
Creole for Beginners	50

# Policies *for* 2013-2014

The Martinique Tourism Authority has set several objectives for the upcoming year, namely: increasing involvement with the rest of the Caribbean, digitization, and efforts to increase awareness and accessibility for people with disabilities. These guidelines round out the development of the destination's offerings started two years ago.

## OPENING UP TO THE CARIBBEAN

For the first time, **Martinique has the ability to formally establish itself as part of a regional body in its own right, participating in the development of economic strategies, and cooperating with initiatives implemented in its immediate geographical region, within the framework of its own competencies.** This is a landmark decision in Martinique's relations with the rest of the Caribbean, which firmly anchors Martinique in its geographical environment.



Laurent Fabius, the Minister of Foreign Affairs, took into account the long-desired wish of Serge Letchimy, President of Martinique's Regional Council, to accede to regional organizations in the Caribbean. This decision launched a process which rapidly led to **the formal entry by Martinique as an Associate Member into the Economic Commission for Latin America and the Caribbean (ECLAC) in August 2012**. This first entry as an Associate Member was followed by similar moves within the Association of Caribbean States (ACS), the Organization of Eastern Caribbean States (OECS) and the Caribbean Community (CARICOM).

### What benefits can be gained from these memberships?

**A Martinique that is better integrated into its environs can coordinate its efforts with neighboring states in major projects such as air services, tourism, disaster management and other strategic partnerships.** It presents an opportunity to exchange views in several areas: energy, agriculture, culture, environment, tourism and sustainable development, and also to participate in important cooperation projects—a great step forward that will create new possibilities.

*“Martinique’s upcoming accession to the Association of Caribbean States (ACS) is no longer just a wish; it is becoming a reality. This accession is a response to obvious human, geographic, cultural and economic facts. **It seals our membership in the Caribbean.** We recognize and thank all those who contributed to it. This represents a fundamental step towards the future. We have opened the door to a **new era for our nation: a local diplomacy for political and economic integration.** This opening is for all to share; it represents hope for our people. We must take on this new challenge with confidence and humility.”*

**Serge Letchimy, President of  
Martinique’s Regional Council**



## Martinique and the Association of Caribbean States (ACS)

The application by Martinique to join the ACS as an Associate Member, made by Serge Letchimy, the President of Martinique's Regional Council, was officially entered in the agenda and examined during the 5<sup>th</sup> Summit of the ACS Heads of State, held in Haiti on April 23, 2013. The Heads of State gave a very favorable welcome to the proposal.

### **Karine Roy-Camille has chaired the ACS Special Committee on Sustainable Tourism since July 2013.**

On July 16, 2013, the 24<sup>th</sup> meeting of the Special Committee on Sustainable Tourism was held at ACS headquarters in Port of Spain, Trinidad and Tobago, as well as the preparatory meeting for the next Meeting of Tourism Ministers.

The annual meeting of the Special Committee on Sustainable Tourism gathers both the Regional Tourism bodies of ACS Member States and Associate Members and the representatives of the regional and international organizations which work with the ACS, such as the Caribbean Tourism Organization (CTO) and the Secretariat of Central American Tourism Integration (SITCA).

Following Karine Roy-Camille's proposal, it was decided at this meeting to hold the **3<sup>rd</sup> ACS Ministerial Meeting on October 14-15, 2013** in Martinique. The theme chosen was **"Improving the competitiveness of the Region's Tourism industry in niche markets, within the context of sustainable development."**

### About the ACS

The Association of Caribbean States is **an organization for consultation, cooperation and concerted action on trade, transport, sustainable tourism and natural disasters in the Greater Caribbean**. Its Member States are : Antigua and Barbuda, The Bahamas, Barbados, Belize, Colombia, Costa Rica, Cuba, Dominica, Dominican Republic, El Salvador, Grenada, Guatemala, Guyana, Haiti, Honduras, Mexico, Jamaica, Nicaragua, Panama, St. Kitts & Nevis, St. Lucia, St. Vincent and the Grenadines, Suriname, Trinidad and Tobago and Venezuela. Its Associate Members are Aruba, France (on behalf of Martinique, Guadeloupe, Guyana, Saint Barthélemy and Saint Martin) and Curaçao.

[www.acs-aec.org](http://www.acs-aec.org)

## The Greater Caribbean:

**The Greater Caribbean is a grouping of 38 territories spanning over 5.2 million km<sup>2</sup>** (10 times the area of metropolitan France) including every Caribbean island and the countries in Central and South America that border the Caribbean Sea.

The population of these 38 states and territories of the Caribbean Zone was nearly **250 million in 2002**, with population density of 47 inhabitants per km<sup>2</sup>. It makes up 4 % of the world's population. There are **4 official languages** in these territories: English, French, Spanish and Dutch. However, we should add Creole to these official languages (some states such as Guatemala and Haiti recognize indigenous languages), so most Caribbeans are at least bilingual (Creole/English speaking or Creole/Spanish speaking). Moreover, although the official language in most states is English, the inhabitants of the Greater Caribbean are for the large majority Spanish-speaking (93% and 61% respectively, the legacy of the former colonization by Spain).

**English:** Anguilla, Antigua and Barbuda, The Bahamas, Dominica, Cayman Islands, Turks and Caicos Islands, US Virgin Islands, Bermuda, Grenada, British Virgin Islands, Jamaica, Montserrat, St. Lucia, Barbados, St. Kitts and Nevis, St. Vincent and the Grenadines, Guyana, Suriname, Trinidad and Tobago.

**Spanish:** Dominican Republic, Cuba, Puerto Rico, Belize, Colombia, Costa Rica, El Salvador, Guatemala, Honduras, Mexico, Nicaragua, Panama, Venezuela.

**French:** Guadeloupe, Martinique, French Guyana, Haiti.

**Dutch:** Aruba, Bonaire, Curaçao, Saba, St. Eustatius, St. Maarten.

# Martinique and the Caribbean Tourism Organization

## “One Sea, One Voice, One Caribbean”

The **Caribbean Tourism Organisation (CTO)** is an international development agency that represents 32 English, French, Spanish and Dutch-speaking Caribbean nations, assisting their efforts **to create a sustainable tourism plan throughout the region**. The organization is active in every aspect of tourism development including **training, advice, research, public relations and a broad range of promotional activities**. The CTO’s primary mission is to build partnerships for the Caribbean islands to drive tourism sales in the Caribbean and to achieve sustainable economic results. The CTO headquarters is in Barbados and its President is Beverly Nicholso-Doty, the Tourism Commissioner for the US Virgin Islands. [www.onecaribbean.org](http://www.onecaribbean.org)

In October 2012, Karine Roy-Camille was elected Vice-President with responsibility for the French-speaking group of Caribbean islands (Guadeloupe, Haiti, Martinique, Saint Martin, and Saint Barthélemy). This appointment will ensure that French-speaking destinations in the Caribbean are promoted within the CTO.



## State of the Industry Conference – October 16 – 18, 2013 in Martinique

The largest gathering devoted to the issues of tourism development will focus this year on visitor experience and authenticity. **The “authenticity” angle** is self-evident given the unique experience offered by the Caribbean. The Conference is the first major event the CTO has held in Martinique.

The State Of The Industry Conference, or SOTIC, is:

- **A conference** organized annually in September or October by the CTO in a host country. It gathers :
  - o **Acclaimed guests:** Ministers, Tourism Directors, tourism experts from the region and around the world, strategic partners, and development experts from academia and business;
  - o Contributors **sharing** their experiences, **discussing** shared issues, **identifying solutions together and developing** follow-up action plans.
- A conference that is also **the main forum to express innovative concepts** aiming to improve the competitiveness and sustainability of the Caribbean tourism product;
- A highlight: The Youth Congress – **a conference to promote youth involvement in Tourism, led by the Junior Tourism Ministers of the represented nations.** Déborah Plancel, a young lady recently appointed to the role, will fly the flag for Martinique.

## All for One Caribbean

On October 21, **the first singing competition in the Caribbean.**

## Conference on Energy Transition in the Caribbean

This conference in Martinique from October 22-23, 2013 will be devoted to discussions on public policies into developing renewable energy, models of public fund use (especially European models) and tools for governance.

**And it presents Martinique with an opportunity to show some of its achievements and projects in the field:** energy-plus homes, voltaic power plants, electricity-generating waste incinerators, biomass energy power plants, geothermal energy etc.

# DIGITAL SHIFT: A WEB PORTAL FOR MARTINIQUE

Providing critical support for our industry, and a core part of our digital ecosystem, Martinique’s website is becoming **a genuine gateway for information about the destination, as much from a tourism point of view as from an economic, artisanal and cultural one.**

This portal will be launched in the 1<sup>st</sup> quarter of 2014. It will incorporate a tourist information system providing an exhaustive catalogue of quality tourist offering (hotels, residences, rentals, holiday cottages, campsites, restaurants, tourist activities and sporting activities etc.)

Faced with new behaviors and demands of web users (tourists, investors, and residents), Martinique has grasped the opportunity provided by digitalization. With a completely innovative website suited to the new touch-based environments, information and tourism and economic offers can be accessed in just a few clicks.

Tourism industry professionals will benefit from increased visibility arising from indexing of the website and the web campaigns which will surely bring them increased turnover and bigger margins.

This evolution of the tools (databases, management interfaces and client interfaces etc.) has major repercussions for best practices and the organization of labor, and is also contributing to efficiency gains in our organizations.



# IMPROVED AIR SERVICES

Since the end of 2012, **XL Airways** has flown 3 times a week from Paris, Charles de Gaulle in addition to existing weekly flights with **Air Caraïbes, Air France and Corsairfly**.

Starting on November 27, 2013, **American Airlines** will operate a second weekly flight from Miami.

**Seaborne Airlines** operates four weekly flights from San Juan. **Air Caraïbes, Air Antilles Express** and **LIAT** provide daily connections within the Caribbean.

From December 2013, **Cubana de aviacion** will fly weekly between Fort-de-France and Cuba.

Priority will be given to ensuring the continued existence of current services and to developing new connections, in particular with Brazil.



# ACTIONS RELATING TO YOUTH AWARENESS

The Martinique Tourism Authority is increasing the number of initiatives to raise awareness of tourism issues among young Martinicans: the 2<sup>nd</sup> Tourism Week in Schools and the election of a Junior Minister for Tourism, both operations carried out in close collaboration with the Académie de Martinique.

Déborah Plancel, Martinique's Junior Minister for Tourism, will represent Martinique in the main challenge at the Tourism Youth Congress, an annual event run by the Caribbean Tourism Organization, held this year in Martinique for the very first time on October 18, 2013, and which will see the election of a Junior Minister of Tourism for the Caribbean.

# STRENGTHENING EFFORTS TO ASSIST PEOPLE WITH DISABILITIES

The Martinique Tourism Authority, in partnership with the State is tasked with leading and coordinating the implementation of the Accessible Tourism standard in Martinique.

Implementing this standard is part of the reform of the tourism development policy in Martinique from 2011 to 2020. This channel has been identified as a priority both for visitors to the destination as well as for residents.

In Martinique, there are 7 sites designated with the Accessible Tourism standard: disabled persons can independently access all of the services provided inside these places of accommodation and entertainment.

# Martinique in Numbers

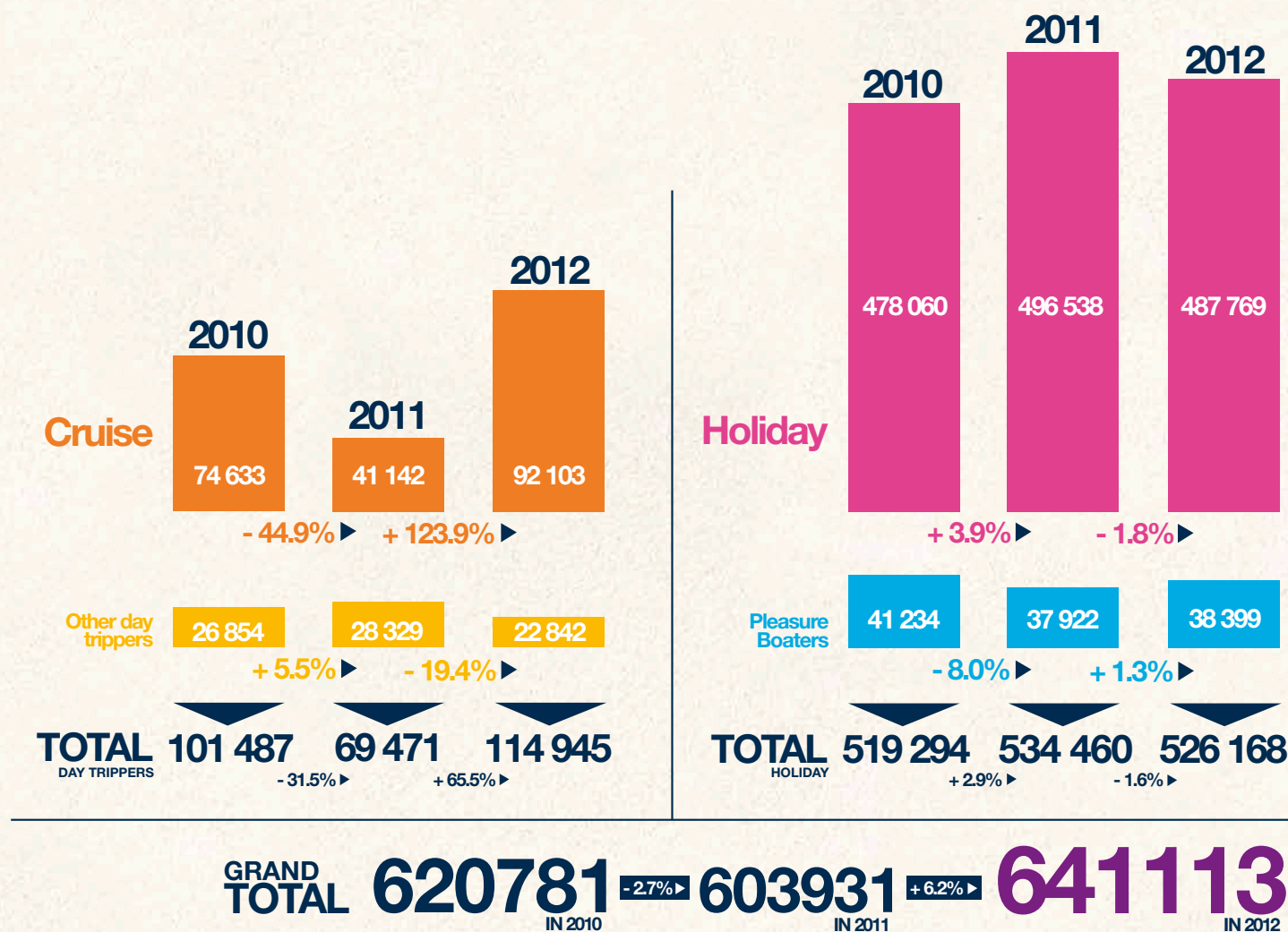
The last two years have seen encouraging results in spite of the recession, which has affected many of the big tourist destinations.

2012 concluded with positive momentum for tourism in Martinique, with customer visits up by 6.2% compared to 2011.

## RESULTS 2012

### Annual change in tourist visits 2010-2012

The table below tracks the yearly change in tourist visits, which totaled 641,113 visitors during 2012. The total traffic in 2012 increased 6.2% compared to 2011.



Source: Martinique Tourism Authority





La Française beach – Fort-de-France

## Cruise ship tourists

Visits by cruise lines rose in 2012. **Compared to 2011, cruise traffic grew by 123.9%** to reach 92,103 passengers compared with 41,142 visitors in 2011. During 2012, cruise ships made 120 stopovers, 49% more stopovers than in 2011 (71). The number of passengers per stopover was up 32.3% during 2012 compared to 2011.

The work done to improve the infrastructure has allowed larger ships to be accommodated. Thus, the ROYAL CARIBBEAN line has announced that the **QUANTUM OF THE SEAS will call in. This gigantic cruise ship will offer multi-destination Caribbean itineraries including Martinique** which will be the port of call 4 times during the 2014/2015 season.

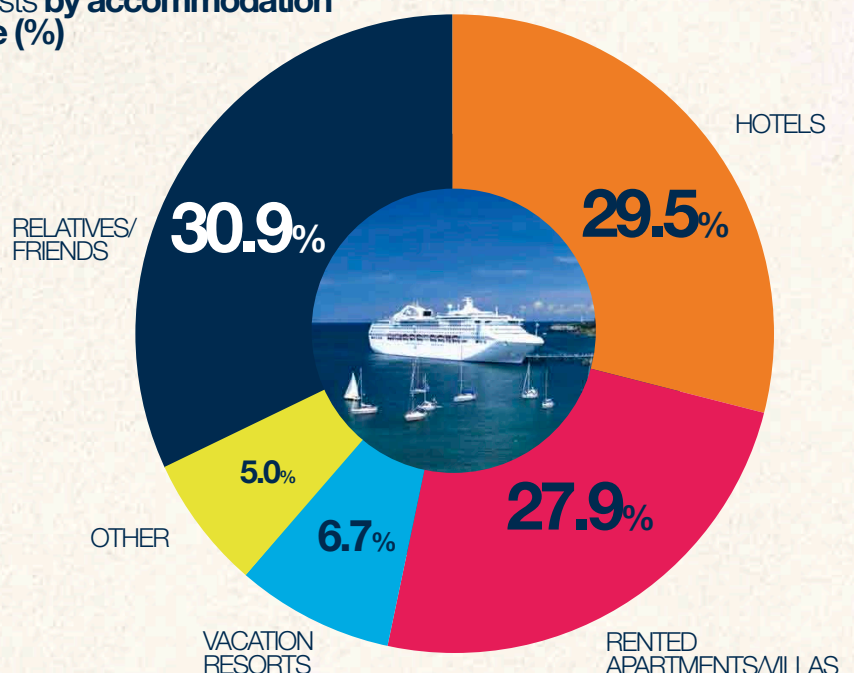
## Tourist holiday accommodation in 2012

We note **the steady progression in tourist accommodation** provided in villas and furnished accommodation, up 18% in 25 years.

## Total visitor spend

Visitors in their entirety (vacationers and day-trippers) to the destination **spent €94.6 million directly on the island.**

Distribution of vacationing tourists **by accommodation type (%)**

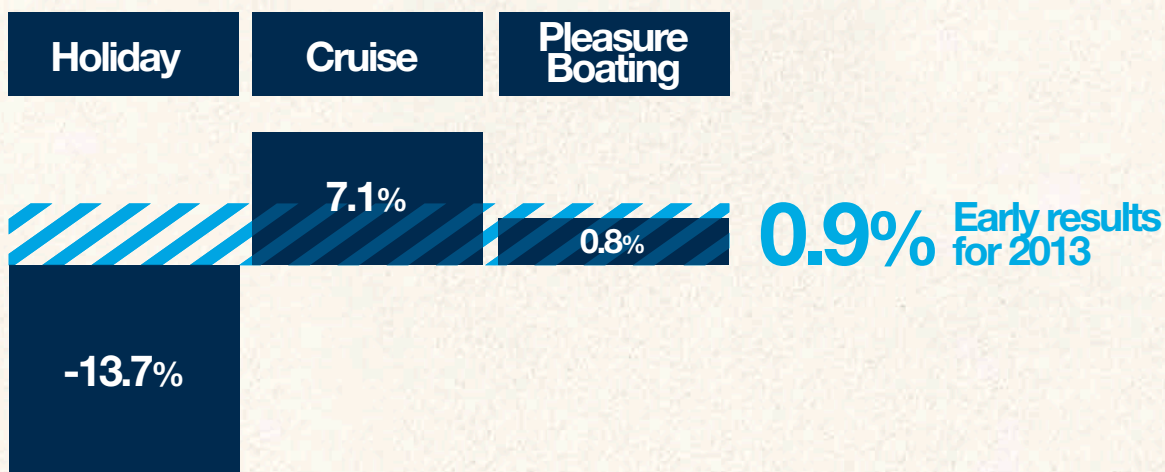




# EARLY RESULTS FOR 2013 (%)

## Tourist traffic

The 2013 peak season concluded **up 0.9% on tourist traffic from January to July**. The cruising sector remained broadly positive with an increase of 7.1%. Vacationers were more varied, up +0.8% with a healthy month in March (+4 %) and a big increase in May (+11.3%), which was partly due to the late Easter school holidays in France.



Source: CMT.

Ever  
more  
*appealing* tourist offering

Improvements, innovations, and the will to maximize satisfaction for every visitor to Martinique—the message for everyone locally is clear: move upscale with accommodations by fully renovating, building new structures and developing packages more closely suited to the expectations and needs of tourists.



# ACCOMMODATIONS: RENOVATION OF MARTINIQUE'S HOTEL PROPERTIES

21 hotel renovations financed by the ERDF and the REGION over the period 2010-2013, i.e. €30 million with €17m in grants. These renovations created 337 jobs and provide real support to the local economy.

## Main renovations on the island:

- **In the south in Les Trois Ilets at Pointe du Bout :**

Completion of work at the **Hotel de la Pagerie**.

Renovation work of the communal areas and some rooms at the **Hotel Carayou** to encourage the all-inclusive package marketed principally by **Club Lookea**.

- **In the north at Le Marigot:**

**Hotel Habitation Lagrange 3\*** reopening in the 4th quarter.

## Openings:

- **At Le Vauclin, on the Atlantic coast:**

Opening of Le Village de la Pointe, a residential leisure park on the Pointe Faula beach in Le Vauclin in an unspoiled environment spread over 3 hectares: a palm grove with 40 varieties at the edge of the Atlantic Ocean opposite a lagoon sheltered by a coral reef. 80 cottages in total with room for 4-6 guests each, with swimming pool, restaurants, grocery shop, activities office and recreational areas in-situ and on Pointe Faula beach: sailing school, beach restaurants, shops and a marina.

Palm Villa in the Château-Paille district opening soon with a block of 8 luxury furnished tourist accommodations.

The Martinique Tourism Authority, in its management of **the CléVacances** standard is actively working toward the improvement of villas and furnished accommodations leading to an increased number of accommodations graded 4 and 5 keys with added services (cleaner, cook, baby-sitter).

Besides accommodations, other new channels are in development such as **eco-tourism, rum, gastronomy, well-being, film production and senior travel etc.**

The well-being offering has grown exponentially, notably with many spas opening in hotels.

## Business tourism

Business tourism has not been left out either with infrastructures already in place to host large-scale events. In 2012, 8.2% of total tourists staying were business tourists. This means that roughly 40,000 people came to the island on business. **With 20 years of experience in hosting seminars and conventions, and with infrastructures that meet European standards**, Martinique has the potential for business tourism and **has set MICE** (Meetings, Incentives, Conferences, Exhibitions) **as one of its priorities**.

The island offers structures that can host groups of between 40 and 900 people.

Martinique already has many assets to meet the demands of business tourism: the **convention centre in Madiana and hotels with several rooms for business meetings**.

As part of the enhancement of the Les Trois Ilets municipality, a study is in progress to create a convention centre in Pointe du Bout, close to hotels, shops and leisure activities.



# Uncovering the Many Facets of Martinique

There is no other island quite like Martinique. It has many treasures, in particular thanks to the diverse landscapes on offer to visitors. There is no end to surprises on such an island of contrasts.



Mount Pelée

## THE NORTH – A RICH AND CAPTIVATING NATURE

Volcanic in origin, the island's hilly terrain divides it into two main "regions" with the north characterized by a terrain that is energetic and rolling, while the south has more peaceful landscapes that conceal picturesque coves and bays. **Mount Pelée with a summit at 1,397m** crowns the north of Martinique offering a rich and luxuriant greenery where **many paths traverse the mighty forests, rivers and waterfalls** of this part of the island and are a delight for hikers. The bright tropical nature brings together an outstanding **collection of species of plants and flowers**, while the Route de la Trace winds its way through the undergrowth between the hills where heliconia flowers, ferns and lianas mingle along the way to the **Domaine de l'Emeraude**, a genuine invitation to discover the flora and fauna of Martinique.

For the most active, the **Saut-Gendarme waterfall in Fond Saint Denis** provides a lovely discovery of the humid tropical forest and climbing Mount Pelée reveals a unique panorama of the Isle of Flowers from the summit.

The north of Martinique also has locations that are laden with history, especially **the ruins of the Anse Céron which shows evidence of the farming and industrial activity of the sugar plantation and the museums and visit to the town of Saint-Pierre showing the awesome eruption of May 8, 1902 in particular at the Centre de Découverte des Sciences de la terre (CDST)** earth science museum with exhibitions and films devoted to volcanoes and earthquakes. Restoration of the Depaz estate continues, especially the renovation of the château. Lastly, the development of the gateway to the **town of St. Pierre** has been enriched with **32 monumental sculptures made by several artists (activity supervised by the PNRM)**.



# THE SOUTH – A WALK ON THE BEACH

The south of Martinique is famous for its magnificent beaches and dry, sunny climate. In **Le Marin**, a designated “sailing resort”, we find the largest pleasure boat marina in the Southern Caribbean and also the island’s finest marble altar in the town’s church, which is one-of-a-kind. A historic visit awaits visitors to the **Anse Figuier** housing an eco-museum that recounts the customs of the Amerindians and the domestic environment of the 1930s.

Also in the south of the island we find its emblem: **the legendary Diamond Rock**. The symbol of Martinique and a must-visit for holidaymakers, **this volcano dome last year celebrated the 150th anniversary** of the Le Diamant municipality. In the early 19th century, it was here that violent clashes between the French and British were played out. The Rock is home **to thousands of marine birds and as such is a site of ornithological study**. Studying the behavior of these birds without disturbing them is carried out by means of five solar powered cameras installed on the island where only scientists are allowed to go ashore. The splendid images can be viewed in real time at [www.rocherdudiamant.com](http://www.rocherdudiamant.com). Now a nature reserve where visitors are forbidden, the Diamond Rock, **which owes its name to the effects of the light and the reflections of the setting sun which recall a precious stone**, is also known the world over as a diving spot.

Our tour concludes in **Sainte-Anne** which has an exceptional environmental policy **with islets that have been designated as a Nature Reserve since August 1995**.

Be sure to venture along the **Trace des Caps** and discover **Les Salines**, the **Savane des pétrifications** and the **Baie des Anglais** which have just been recognized as being areas of outstanding interest and have been protected since August 2013 under the law on protection of natural monuments.



Diamant rock



Le Précheur beach.

## THE CARIBBEAN COAST OR "LEEWARD"

Running along the west coastline of Martinique, the Caribbean coast delights many a visitor with its blue seas and the calm of the Caribbean sea washing onto terrific sandy beaches lined with coconut palms. From **Le Précheur to Les Trois Ilets and the Anses d'Arlet, from the Diamond Rock to Salines beach to Sainte-Anne**, the Caribbean coast is a true delight. From tiny nestled villages to a town center at the water's edge, it has some remarkable locations: **Le Carbet** and its bustling beach, **Fort Saint-Louis and La Savane in Fort-de-France** and also **Schœlcher**, a cultural university town on the northern outskirts of **Fort-de-France**. **Le Lamentin** sprawls south of the capital and is an agricultural town close to the airport and the economic heart of Martinique, with must-see shopping opportunities.



## THE ATLANTIC COAST OR "WINDWARD"

The Atlantic Coast exudes a unique charm born out of contrasts. Starting in the South, between **Le Vauclin and the Caravelle Peninsula** with its **Château Dubuc**, marked by turquoise sea sheltered by the coral reef and also the 'Fonds Blancs' (white shoals) and the famous "Josephine's bathtub" in **Le François** bay. Not to mention the many islets in the wonderful haven of **Le Robert** whose quiet and calm contrast with the non-stop roar of the Atlantic Ocean whose stormy waves bombard the craggy coastline in the North, a land of the wind and unbridled nature.

Oriented towards fishing, water sports and trips out to sea, **Le François** yields to sugar cane-covered hills that separate **Le Robert from Trinité**. Continuing along the coast road in a northerly direction, it leads to delightful coastal villages: **Sainte-Marie**, the birthplace of bèlè music. It is also famous for its tombolo, which the Parc Naturel Régional de la Martinique refurbished in 2013 for walking and picnics and is accessible on foot from January to April. The last municipality in the far north is **Grand-Rivière**, from where you can set off hiking and camping in the tropical forest.



# Aquamarine Martinique



**Martinique is one of the favorite destinations of pleasure cruisers in the Caribbean. Authentic and welcoming, the island is a water sports paradise: sailing, diving, dinghy sailing, kite surfing, kayaking, water skiing, jet skiing, trips out to sea and deep-sea fishing are all available.**

The old 19<sup>th</sup>-century trading port dedicated to sugar transportation has certainly changed! Nowadays, **Le Marin** is the largest pleasure cruiser base in the Caribbean; 39,000 cruise passengers passed through in 2012 (including 25,000 on boat rentals). Le Marin offers a range of specific services: ship chandler, refrigerationist, brokers, toilet block, supermarkets, bars, restaurants, boutiques, and even a games room, dry cleaner's and a beauty salon. In fact, every trade is represented here: from aluminium and stainless steel welding - to electronics - to sail lofting and even wet and dry sandblasting.

Aquamarine Martinique is also undoubtedly the island in the Lesser Antilles with the most varied coastline and the most mooring opportunities; as evidenced by the beaches with 200 colors of sand from dazzling white to ebony black. A tour around the island is a delight and will have you sailing some 100 nautical miles.





# MARTINIQUE, A HAVEN FOR WATER SPORTS

This year **Martinique will raise the flag as guest of honor at the Salon Grand Pavois de la Rochelle** (International in-water boat show). From September 25-30, 2013, **over 700m<sup>2</sup> will be given to the Martinique nautical industry with 40 Martinican exhibitors** presenting the wealth of nautical activities and services on our island.

LA ROCHELLE

**GRAND PAVOIS**

LA RÉFÉRENCE DES PASSIONNÉS

25/30 SEPT 2013



Diverse activities in Martinique:

- **Amazing nautical excursions** to encounter dolphins and turtles in the north and south of the island are accessible by all.
- **Many underwater diving spots** for amateurs and experts to admire turtles, tropical fish, starfish and sea urchins.
- **Deep-sea fishing** – 7 a.m. departure for a day at sea in search of some very specific species: barracudas, white or blue marlins, sailfish and spearfish. After a ferocious and thrilling battle, the fish are marked and then thrown back into the water – this is only sport after all!
- There is also something for those who prefer to ride on boards with paddle surf (rowing standing upright on a surf board) and FlyBoard – a crazy machine that propels you upwards on the water – guaranteed thrills. In Martinique you can also do your favorite activities: jet skiing, kite surfing, surfing, body boarding etc.

Whether it's along the Atlantic Coast or the Caribbean Coast, Martinique has an incredibly rich marine heritage. There are 100 times more species living in the island's waters than there are in Europe.



Yoles Rondes race

# TWO TRADITIONAL SAILBOATS: YOLES AND GUM TREE BOATS BATTLE IT OUT FOR A PLACE IN THE HEARTS OF MARTINICANS

**These two boats were originally used for fishing and getting around between the islands.**

Eventually, the fishermen started running races and through time, these races became important sporting competitions part of the fabric of life in Martinique.

Yoles and gum tree boats are **built in Martinique** and are crafted without a keel which is why they must be constructed using wood layers as a counterbalance. The gum tree boat hewn from the trunk of the tree that gives it its name, has a reputation for instability and therefore needs more work (note to crew). The yole is designed around a skeleton onto which planks are assembled, giving it added stability. Sailing either of these craft is an achievement in itself and amateur sportsmen and women do so with relish on weekend training exercises and even more so on competition days.

When in competition, the yole is crewed by 15 teammates and has as much as 80 m<sup>2</sup> of sails. The gum tree boat has a crew of 10 and sails of up to 60m<sup>2</sup>.

**A leading event: the Tour de Martinique des Yoles Rondes (circumnavigation of Martinique in round-bottomed skiffs), a week in early August to circumnavigate Martinique! This event is unique in the world, and for a week brings over 600 expert racers onto the water.** This truly is a nautical festival with hundreds of pleasure boats trailing in the racers' wake as well as keen support from onshore. **The event will celebrate its 30th year from July 27 to August 3, 2014.**



Since 2012, in order to highlight the Yole festival and allow tourists to be part of this unique atmosphere, the Martinique Tourism Authority set up the **Martinique Yole Festival** on Ascension weekend. The festival programme features sport, festivities and a craft village throughout the day. The highlight of the day is the yole racing and is interspersed with concerts, entertainment and tastings of Martinican gastronomy.

## Event!

**New transatlantic cruiser rally from the Canaries to the Caribbean: Atlantic Odyssey.**

Jimmy Cornell, who devised the Atlantic Rally for Cruisers (ARC) is launching a new transatlantic rally, a non-commercial and non-competitive event for cruising sailors, with the emphasis on safety and camaraderie.

**ATLANTIC ODYSSEY I: November 17, 2013, from Arrecife, Lanzarote to Martinique**

# Destination: *nature*

Nature-lovers can also delight in Martinique's luxuriant vegetation, wild flora, numerous rivers and refreshing waterfalls that carry visitors away to another world. The sustainable development initiative begun several years ago is

showing results: respect of nature's balance and conservation of heritage linked to touring, leisure and recreational activities that allow the visitor to play in a protected setting.

## TOURISM THAT IS SUSTAINABLE, RESPONSIBLE AND COLLECTIVE

Two of Martinique's priorities are to conserve the island's heritage and an invitation to discover its ecosystems, in the midst of one of the 34 global biodiversity hotspots<sup>(\*)</sup>.

Buoyed by its missions, the **Parc Naturel Régional de la Martinique** is leading a strategy along three main lines: protection of the land, increasing its status and level of activity, building out of the island's rich natural and cultural potential.

### Heritage protection

As regards heritage protection, and by way of an example, it is useful to stress that the actions carried out by the PNRM since 2008 have meant that the Caravelle peninsula in Trinité the Sainte-Anne peninsula have been included in the **Sustainable Tourism Zone of the Caribbean (STZC)**.

**In 2012, the PNRM was also awarded the Palme IFRECOR<sup>(\*\*)</sup> prize** in the "Protection, Valuation, Restoration" category for the "Creation of the Génipa Bay regional nature reserve" project. The Génipa Bay is home to exceptional ecological and biological heritage (mangroves, phanerogame herbaria and coral banks). The attacks on the natural environment and pollution are the causes of its deterioration. The project to create a nature reserve in the region has been carried out since 2007 and is nearing completion. The reserve and its management will limit the damage to the ecosystems and ensure their health in the long term.

### Natural heritage

The second strategic line taken by the PNRM is **to increase the status of this natural heritage by investing in heritage sites**. The goal is to ensure that a genuine policy of sustainable development exists by creating appeal, wealth and jobs based on our natural heritage and biodiversity, and to demonstrate the significant margins of economic optimization from Martinique's nature capital, through investment in its reception capacity.

The nature reserve therefore is tied to the construction and restoration of amenities at emblematic sites of Martinique's heritage:

- **L'Aïleron**, the main gateway to Mount Pelée (over 60,000 visitors annually);
- **The old botanical gardens in Saint-Pierre**, which was a world-renowned zoological garden before its destruction in 1902;
- **The second leg of development between the Domaine d'Émeraude and Morne Rouge**: this wonderful place to observe and interpret biodiversity is designed to let each visitor explore nature as it is, everyday and how we sense it;

<sup>(\*)</sup> Biodiversity hotspot: land or sea area recognized for its rich and fragile ecosystem under special threat from human activity.

<sup>(\*\*)</sup> Launched in 1999, the IFRECOR acts to protect and sustainably manage coral reefs and associated ecosystems in the overseas French territories.





- **The house and service road to the Caravelle nature reserve** (the reserve is visited by more than 200,000 people annually);
- **The house at the Saint-Anne islets nature reserve** by creating information on the culture and traditions of the Martinique coastline;
- As regards history, **continuing the restoration of the ruins at the Château Dubuc**, a center for learning about the history of the sugar plantations;
- The Parc is helping with the enhancement of territory by its involvement in two major regional operations: **Le Grand Saint-Pierre and Embellie Trois Ilets** (landscaping of the entrances to the market town of St Pierre and the restoration of the Parc des Floralties in Les Trois Ilets).

## Increasing activities in the territory

The third strategic axis is **increasing activities in the territory by creating value out of the natural and cultural heritage**. Thus, the PNRM is carrying out several recurring actions:

- **“A different way to see heritage”** – a programme of themed walks (sugar plantations, coastline and islets etc.) Held monthly, these walks from the north to the south of the territory combine sport and learning about the historical, cultural and gastronomic heritage;
- **World Humid Zones Day:** for the general public (multi-activity discovery of ecosystems including the Génipa mangrove, a future regional nature reserve) Hundreds of visitors take part on this day;
- Recurring events at PNRM-run locations open to the public: **“Dubuc nights”** (hikes and entertainment) and the Domaine d’Emeraude Heritage Workshops;
- Establishing hikes (**green hiking**) in partnership with the CMT;
- Support for the revival of **popular ancestral cultural practices** (mule racing on the beaches, traditional rowing races etc.)



Staying with activities, from heritage sites, upcoming:

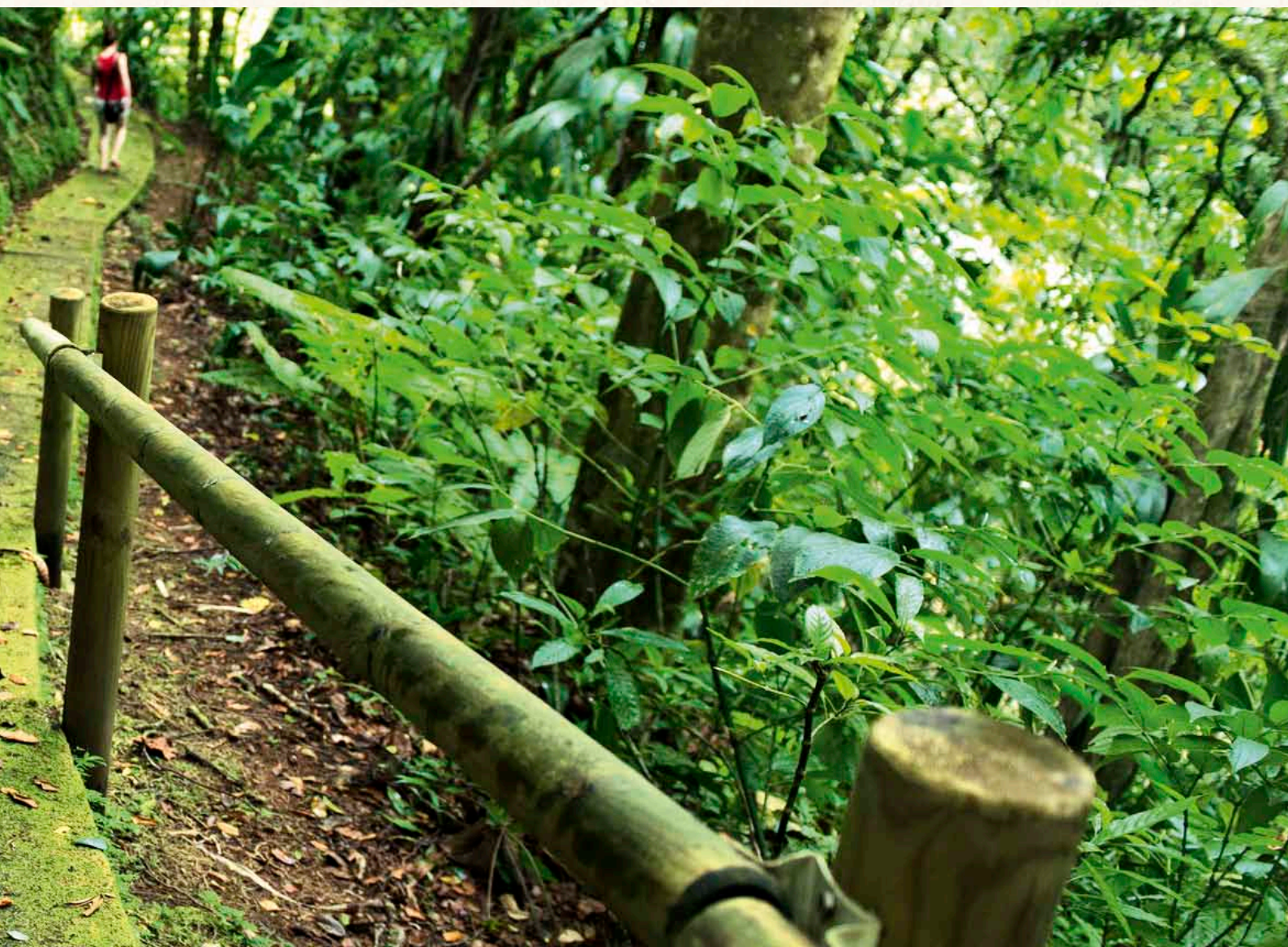
- **Opening and running of reception points and public information points at heritage sites** such as Saint Pierre or Fort de France or Val-d'Or in Sainte-Anne by using competent conference guides to provide a quality service;
- Introduction of **donkey and mule-riding** in heritage tourist sites;
- Organization of hiking and camping connecting guides, artisans and agents working to increase the status of heritage;
- Increase the status of hiking trails, especially **the future Great hiking trail**.

Finally, in activities to increase the status of the rural sector and energize agri-tourism, the PNRM intends to:

- Re-energize the anthurium horticultural sector by **experimenting with new growing methods**;
- Increase the status of agro-forestry and **re-energise the cocoa industry**;
- Add value by allocating the Park label to quality products such as honey, manioc and lamb.

These are just a few examples of the daily work PNRM carries out to support the sustainable development policy carried by the institutions.

Domaine d'Émeraude - Morne rouge



# THE AWAITED RETURN OF THE CREOLE GARDENS

These gardens respect man and his environment and it is important that that they are returned to the status they once had in the everyday lives of Martinicans. They grow **fruit and vegetables that are typical of the Antilles: sweet potatoes, Chinese cabbage, breadfruit, mango, peppers, local onions, basil, local tea etc.** There is no fallowing, no adding of fertilisers or pesticides and the upkeep is done manually using special tools. Martinicans also grow **medicinal plants, natural and ancestral remedies handed down by their forebears.**

**Bèl Jaden offers agro-ecological gardening workshops** to increase the status of Caribbean plant heritage and introduce gardening techniques that respect the environmental equilibrium.

The goal is to offer individuals the basics of a successful agro-ecological garden, and to convert the garden into part of social, economic and cultural development.

The garden will also play an economic role since the PARM (Martinique Regional Agro food hub) in 2011 suggested a list of **medicinal plants in the context of registering 16 Martinican plants in the French pharmacopoeia.** **The process is well under way** and the official approval of this list of medicinal plants will bring natural solutions and allow treatments using plants found in Martinique's gardens. A true ancestral know-how!



# ECOLOGICALLY RESPONSIBLE TOURISM

**Staying overnight with a homeowner, eating locally, learning the traditional methods, discovering the heart of Martinique:** such is the proposal of the **Tak-Tak Martinique network**. A far cry from classic tourist routes and mass tourism, the **Tak-Tak network** is committed to nature and is in favor of solidarity development. The aim is to mutualize services in Martinique in a spirit of economic solidarity and environmental respect.

**Canyoning** or upriver sailing is a must-do discipline in Martinique, **which was recognised as “one of the Best Caribbean Destinations for Canyoning”** by National Geographic Adventure in 2009.

**Another new activity - Fleurdo – lets you discover the ecosystem thanks to an innovative concept in eco-tourism – a solar-powered boat.** You depart from Le Vauclin to observe the marine environment, the coral reef, and mangrove with commentary given throughout the journey. The added extra: a lunch on a white shoal where the water barely rises to knee level!

Finally, **the Anse Latouche plantation, in Le Carbet:** it plunges visitors into the diverse flora of the Antilles, **in the midst of ruins of former sugar plantation.** Also on site there is the luxuriant 14-hectare garden, **a zoo** (birds, iguanas, monkeys and a butterfly house) **which is due to open at the end of the first quarter of 2014.** The site will also **host a museum collection space** divided into 3 parts: one on the **history of the Anse Latouche plantation**, another on the **painter Paul Gauguin** who stayed here and the third on the **buccaneering** that was rife in this region of Martinique. A pirate-themed play area, an educational space and an on-site restaurant will be available to visitors.

## HIKES THAT ENABLE YOU TO DISCOVER OUTSTANDING LANDSCAPES

With nearly half of its territory covered by tropical forest, **Martinique abounds in places to be discovered through beautiful hikes and 31 well-marked out hiking trails totaling 250 km.** For example, there are several hiking levels on offer to climb the Mount Pelée, alone or accompanied by guides that initiate hikers to volcano wildlife and fauna. There are several hikes to discover the tropical forest, the tour of the Caravelle peninsula (dry woodland, rocky shores, mangrove, Baie du Trésor) or the Trace des Caps (discovery of the southern beaches) and link up with Prêcheur/Grand Rivière via a trail that can be covered only on foot.

Since December 2012, the Regional Natural Park and the Martinique Tourism Authority organize Randos Eco (eco hiking): **four hiking or waterway paddling trails, coupled with gourmet stops, followed by workshops allowing you to discover our cultural heritage** (drum, making of jewelry from local wood or initiation to weaving the bakoua).



### Event!

It is in the same spirit that the Club Manikou will be organising the 4<sup>th</sup> edition of the Transmartinique ultra trail. This 135 km race cuts through Martinique from the North to the South between Grand-Rivière and Sainte-Anne.

Starts December 7, 2013.

# Heritage and traditions

The people of Martinique are proud of their cultural and historical heritage and uphold the value of authenticity in their everyday living. From fishing to agriculture, through wildlife and flora to traditional songs and dance, everything is exotic and charming.



## THE PAST REVISITED: OPENING OF THE MOULIN VAL D'OR IN SAINTE-ANNE

The Moulin du Val d'Or is a witness to the **South's history of sugar production by slaves in the 18<sup>th</sup> and 19<sup>th</sup> century** and is from the sugar plantation slave village of Val d'Or, which, like other plantations of the era, was broken up after abolition. This **architectural rehabilitation of the only animal-powered, multi-level and functional mill in the Caribbean**, on the site of the Val d'Or sugar plantation slave village dating back to the 1770, bringing together both the mill and the relics of the adjoining sugar refinery, is a significant initiative towards enhancing understanding of the history of Martinique. It is currently managed by PNRM.

## SET, OR FISHING IN ACCORD

This artisan fishing practice carried out on the Caribbean coast (Case Pilote, Carbet, Bellefontaine, Saint-Pierre, Anses d'Arlet, etc.) is a fishing method based on mutual assistance and sharing. Along a beach, **fishermen pull a seine, a net that is 200 to 700 meters long and 3 to 4 meters wide, whose distinctive characteristic is that it is deployed along beaches**. Fishermen are leaders not only of a seine, but also of the spectators gathered for the occasion. Mainly locals, but also tourists, help pull up the seine and share a singular and exciting moment. **Half of the catch goes to the owner of the net, while the rest is shared among participants.**

## LASSOTÈ, FARMING TOGETHER

This **tradition, derived from marooning** (settlement for slaves that ran away from the plantation) in the North Caribbean area, **consists in plowing the soil in solidarity to make it more fertile, punctuated by the rumbling of drums.** Two types of music accompany the workers: Mason or Gran-son depending on whether the soil is ploughed from top to bottom to make furrows or from bottom to top for periodic tilling. The musicians face the workers and move as work progresses. Mechanization has made this practice rare, but some people are still attached to it and carry on the practice.

## BÈLÈ, "COMMUNION" THROUGH DANCE AND SONG

It has its origins in slavery, a period during which slaves were forbidden from speaking their language, playing their own music or practicing their religion. Two rudimentary instruments: **the drum** (boards from oak barrels that had been used to age rum) and **Ti Bwa** (2 pieces of wood for beating the back of the drum). **Songs are in Creole and themes touch upon societal issues.** Bèlè can be danced alone, in a group or in a square. Bèlè parties, organized in the past by elders, are now organized by younger people who integrate modern instruments such as the guitar and saxophone. This tradition will not be disappearing any time soon.



## TRADITIONAL MARKETS, A WAY TO EXPERIENCE THE REAL MARTINIQUE

Each town or commune has one or several markets actively frequented by natives of Martinique who come to buy **spices, fruits, vegetables, fish, flowers and meat.** **Tourists can also find souvenirs and madras fabrics here. Most often you can also find breakfast here:** ti nain morue or macadam and fresh products. The development of organic farming in Martinique has led to the setting up of organic produce markets such as that of Fond Saint-Denis or Bois Rouge in Ducos.

## TRADITIONAL CLOTHES

In Martinique, the **woman has always paid special attention to her dresses.** Stylish, gracious, elegant and always concerned about her beauty, she does not hesitate to raid her piggy bank to spruce herself up. **Born in the 17<sup>th</sup> century following a law that banned people of color from imitating how their masters dressed,** traditional attires are part and parcel of the Martinican heritage.

## CREOLE JEWELRY, AN ANCESTRAL CRAFTSMANSHIP

Martinique has consummate **craftsmen who combine manual skill with know-how in serving the tradition of gold-working**. Necklaces, lockets, pendants, chain bracelets, bangles, brooches and elaborate earrings are sometimes inlaid with gems and pearls. Martinican craftsmen made fashionable the "Gwo sirop" chains, sometimes trimmed with "cassolettes", grains of gold or forçat chain. "Créoles", "Dahlia", "Nid de guêpes", "Tété Nègresse" earrings matched with brooches. **These are typical models that continue to protect a heritage that is more than three hundred years old.**

## CHOUVAL BWA

The chouval bwa is a **traditional Martinican music genre that uses drums, bamboo flute and the accordion**. It is a type of music from the Martinican countryside suitable for celebration that **goes with a dance known as manège (merry-go-round)**; from which the name chouval bwa is derived, an allusion to the hubby horses of merry-go-rounds.

In Martinique, **at the time when men made the traditional merry-go-rounds turn by pushing the hubby horse, an orchestra placed in the middle of the merry-go-round played a rhythmic music which was named chouval-bwa** (merry-go-round in Creole). The chouval bwa was one of the preferred attractions of children.

Singers Dédé Saint-Prix, Marcé or musical group Toumpak, are still introducing this traditional West Indian music to the world through their albums.

Experience this tradition on week-end evenings on the Fort-de-France water front.

## THE CARNIVAL, A WINDOW ON POPULAR CREATIVITY

Born during slavery in Saint-Pierre, **the Martinique Carnival plays out and reproduces scenes from the era's daily living, life in the farms and more. With the passage of time, it has become a satire of the civil and political society. Following the eruption of Mount Pelée in 1902 and the destruction of Saint-Pierre, the Carnival moved to Fort-de-France and nowadays, parades take place throughout Martinique.**

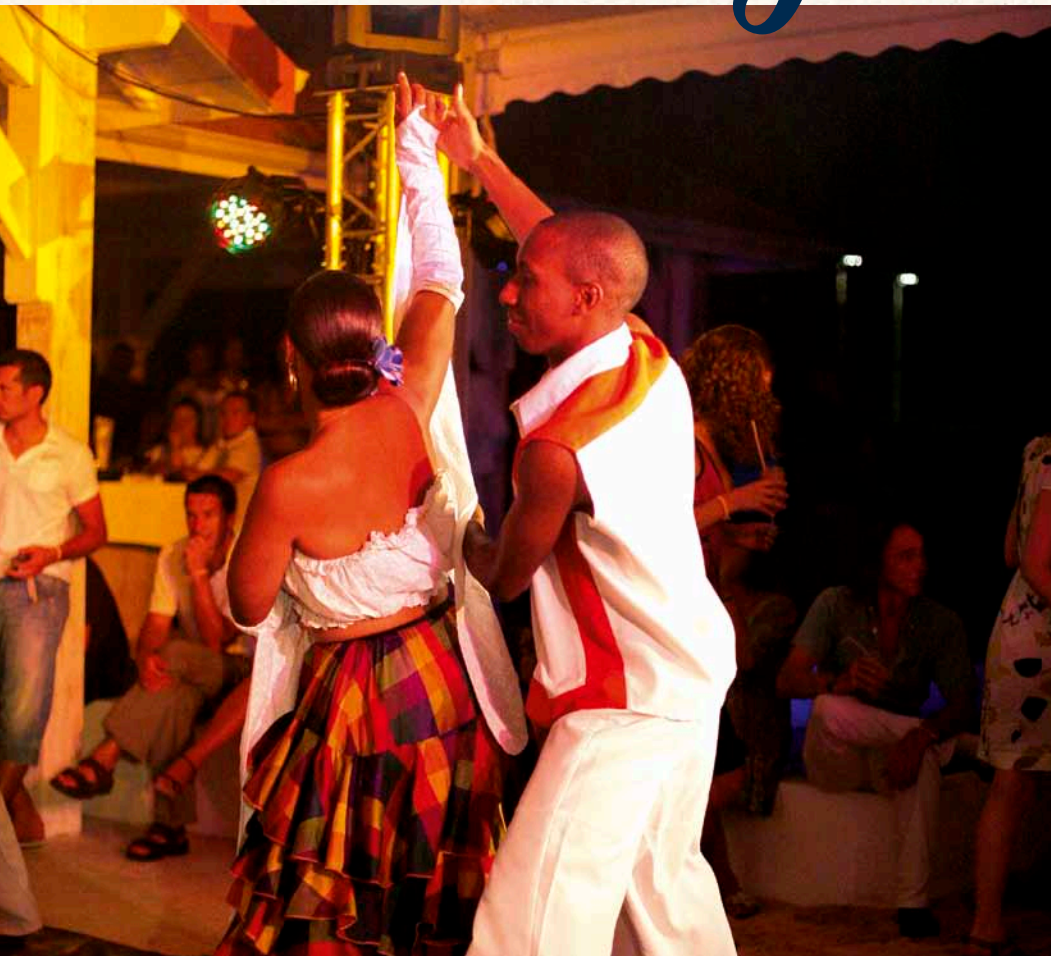
Year in year out, the street invents and reinvests the Carnival. This popular jubilation brings together the young and old around songs to the sound of thematic wagons. Everyone is invited to join the parades that march through the streets of towns behind Vaval, the Carnival king. **Creativity knows no bounds when it comes to designing costumes.** Traditional costumes from Martinique such as nègres gwo siwo sprinkled with sirop batterie, impersonators, Caroline zié-lolis carrying their drunk husbands on the back, Mariyann lapo-fig dressed in dry banana leaves or red devils inspired by African masks mix with more modern clothes. **The carnival opens from the 1st Sunday following Epiphany, reaching a climax during Shrovetail (holidays in Martinique). There's just one slogan for the next Martinique carnival: have fun from March 1-5, 2014!**







# Art and design



Martinique is an epicenter of dynamic cultural activity: cinemas, theatrical performance, exhibitions, music festivals, national cultural events, etc. Many Martinican artists bear Martinique's colours abroad and comprise the island's cultural heritage.

## MUSIC, SONG, DANCE: THE BACKBONE OF MARTINICAN SOCIETY

West Indian traditions and culture derive from the mixed nature of its society (African, Indian, Amerindian, and European). **Traditional dances such as "Bèlè", "damier"** (or ladjà, simulated fighting by men) continue to have their place in times of merry-making, and to them have been added mazurka, biguine, chouval bwa, haute-taille and others. **Then, "zouk" came out a few decades later, Young artist performers, driven by Caribbean and American trends created their own specific style of "ragga",** midway between rap and reggae, and were very successful. **Festivities in Martinique received fresh impetus from the new wave of musicians and singers like Esy Kennenga, Victor Ô, Paille,** and others whose work resulted from musical research carried out by their peers Léona Gabriel, Malavoi, Eugène Mona and his famous mornes flute, Loulou Boislaville or the Kassav group and many more.



## MARTINIQUE, A PLACE OF CREATION

Owing to its geographical location and island features, Martinique is an open place, a genuine crossroads of all sorts of influences: western, American, African and Oriental. **The local wildlife and culture thus become sources of inspiration for everyone from painters, draftsmen, sculptors, to video artists or photographers.** A certain number of painters form a fixed part of the Martinican landscape and regularly exhibit their recognised and accomplished works. They include **Habdaphäï, Hervé Beuze, Henri Guédon, Hector Charpentier...** to name but a few. **The Clément Foundation is working to promote Caribbean arts and culture by organising many exhibitions with established artists and young ones to boost the region's creative dynamism.**

Martinique also derives its cultural richness from the great men that made **their mark on literature: Frantz Fanon, Joseph Zobel, Patrick Chamoiseau, Edouard Glissant and others.**



## Aimé Césaire

In 2013, the centenary of his birth, many tributes were paid around the world to poet Aimé Césaire, **recognized internationally as one of the greatest poets ever. He has been among the personalities of the Panthéon since 2011 and is buried in Fort-de-France.**

Inauguration of the first Aimé Césaire Museum on June 26, 2013, his one hundredth birthday, in the presence of Prime Minister Jean-Marc Ayrault. The office of the former mayor of Fort-de-France has been converted into a museum and enthusiasts can enter Aimé Césaire's world by discovering his souvenirs, personal objects, books, manuscripts and gifts from his admirers.



## House a bench from Toni Morrison

The gardens of the Fort-de-France city hall also **house a bench from the TONI MORRISON foundation**, equally inaugurated on June 26 in 2013 in honour of the great man. This is the 10th Bench by the Road inaugurated in the world by the African-American novelist and **is aimed at celebrating the abolition of slavery.** Toni Morrison bears witness to the fact that there is no memorial dedicated to the memory of slaves; this bench will thus serve as a memorial, aimed at awakening people's consciousness.

## Campus Caribéen des Arts

IRAVM – the Martinique Regional Institute of Visual Arts –created in 1984 by the Regional Council, is the driving force behind the new multidisciplinary cluster "Campus Caribéen des Arts (CCA)". The CCA, formerly known as IRAVM, is the visual arts division of an institution that has four others: **living arts** (music, dance and theatre), **audiovisual cinema**, **applied arts and prospective research**. The Campus Caribéen des Arts issues Bachelor/Masters/Doctorate-type qualifications. The Region's determination to create a learning space arose from a desire to professionalize in order **to better disseminate identity and culture not only within the country, but also abroad through international events.** Finally, the Campus places itself within the wider context of the entire Caribbean, and not just that of Martinique, in order to extend its training offering. The professionalization of the arts will make it possible to offer tourists quality works of art in line with local traditions.

[www.campuscaraibeendesarts.com](http://www.campuscaraibeendesarts.com)



# Welcome to our table

If Martinique is an island of celebrations, it is equally one of great food. Creole cuisine abounds in influences from several continents (Africa, India and Europe) that blend wonderfully.

## THE MOST TYPICAL AND AUTHENTIC DISHES

There are Creole names for these everyday dishes: chèlou (variety meats, mutton and rice), tinain lanmori (dried cod and green banana), matoutou (fricasse spiced with crabs), kassav (round cassava cake), z'habitants (river crayfish), maby (fermented infusion of "bois maby" tree leaves and pineapple and orange peels), sirop batterie (sugar cane concentrate, cooked for pastry or punch). Martinicans are also fond of banana, guava or coconut jam, which has the peculiarity of being made 85% of fruits! Martinique is also present in the market for fine deli products and promotes local producers with nibbles such as crab butter, terrines of lambi or sea urchin, etc.

For tourists who would like to get more information, culinary workshops are organized in Martinique to allow those interested to take an active part in the preparation of dishes. Many websites also explain these ancestral and traditional recipes, for example [www.macuisinecreole.fr](http://www.macuisinecreole.fr).

## MOULIN JOUAN

Located in the Lorrain commune (North Atlantic), and the only one in Martinique, the last sugar cane mill of the JOUAN family is used in the small-scale production of a product that is unique in Martinique: the sirop batterie. This site continues the tradition. Derived from the pressing of sugar cane, the juice obtained is burnt and a few local herbs added. A mule makes the arms of the mill turn, pressing the sugar cane.

In cooking, the sirop de batterie is used in cocktails or pastries.

## CASSAVA PRODUCTION

Cassava originated from South America and was adopted by successive Arawak and Caribbean populations. Nowadays it is cultivated and consumed in Martinique. This tuber can be eaten cooked as starchy food or processed in the form of flour or Cassaves (small cakes).

Cassava has inspired recipes such as Féroce d'avocat (hot crab appetizer) or cassaves with codfish salad, coconut or any other garnish.

Worth visiting: the small factory owned by the Ragald family in Le Lorrain.



## MARTINICAN CHEFS PRESENT ON ALL 5 CONTINENTS, AS WELL AS IN MARTINIQUE

Many people leave Martinique to go and perfect their skills abroad and then return after a great learning experience, which, when combined with their créolité, makes them so special. **They all have their personal touch, revisiting Martinican dishes, innovating on them while making sure to maintain the authenticity of their Creole identity.**

**Harold Jeanville**, who worked for a long time at Lenôtre restaurant in Paris, opened the **Ti Foyal** in **Fort-de-France**.

**François-Xavier Gayalin** worked for several Michelin-starred restaurants, and is now chef at **Pierre & Vacances**.

**Marcel Ravin**, Chef at **Monte Carlo Bay Hotel & Resort**.

**Daniel Labonne**, who has been in the USA for 19 years, opened **Le Bistrot Labonne** in **Washington** in **2000**.

**Eric Gestel**, **Sous-Chef** at the famous **Le Bernardin** in **New York**.

**Jean-Charles Brédas**, the only Maître Restaurateur in Martinique, and a chef that has won many awards in recognition of his contribution to Creole gastronomy, treats his guests to an original and tasty range of dishes comprising delicacies inherited from ancestral recipes in his **Le Brédas** restaurant in **Saint-Joseph**.

# WHILE CUISINE HAS A STRONG PRESENCE IN THE LOCAL CULTURE, RUM IS FEATURED MOST PROMINENTLY !

Martinique has **eleven distilleries, seven of which are still in operation (still producing rum)**: all Martinican agricultural rums produced in Martinique have the **AOC** (Appellation d'Origine Contrôlée) label. They are **still made from pressed sugar cane juice**. Martinican rums are the only rums in the world to have been awarded the prestigious French label! This rum is a high-end alcoholic drink, which shows that the soil and skills of Martinicans constitute real value added.

In Martinique, rum is everywhere: not in all family celebrations, but also in poetry, music, popular expressions, traditional medicine and so on. **Rum is part of the tropical art de vivre. 65% of all production is consumed locally**, while the rest is exported to Europe, the United States and even China. Agricultural rum has its place in the most renowned venues and meets the demands of informed connoisseurs.

## SEVEN DISTILLERIES IN OPERATION, THREE PLANTATIONS

Distribution of distilleries, 11 AOC rum brands:

**Clément** (François), **Depaz** (Saint-Pierre), **Dillon** (Fort-de-France), **Habitation Saint-Étienne** (Gros-Morne), **J.M.** (Macouba), **La Favorite** (Le Lamentin), **La Mauny** (Rivière-Pilote), **Neisson** (Carbet), **Rhum Bally** (Gros-Morne), **Saint-James** (Sainte-Marie), **Trois Rivières** (Sainte-Luce).



## THREE CATEGORIES OF RUM

- White: Aged at least 8 weeks. Generally bottled at 62, 55 or 50°.
- Dark: Aged in wooden barrels for 12 to 18 months. Account for only 8% of volume.
- Old: Has been in oak barrels for at least 3 years. V.S.O.P., X.O. and special vintages are from old rum. Very often, it is possible to drink it raw to better enjoy its taste. It is not uncommon to buy 15- or 20-year old rum at reasonable prices, especially in Martinique.



# MADE-IN-MARTINIQUE LUXURY PRODUCTS



AOC agricultural rum is part of the national heritage and its fame continues to grow. However, it is not the island's only noble product. Also worthy of note is **chocolate, pineapple champagne, foie gras with rum, etc.** **Cocoa, a very important 18<sup>th</sup> century crop, was replaced by sugar cane and banana cultivation.** Since 2004, the Frères Lauzéa have been working to create **made-in-Martinique chocolates** by sourcing both cocoa and the original ingredients that make up ganaches locally. **Their innovation in terms of both local and original flavors** (guava, rum, schrub, ginger, sweet potatoes, pumpkin, etc.) accounts for their success. They have also launched a **"Rum-Chocolate" tasting experience** with rums from the Habitation Saint-Etienne. A subtle combination of dishes made between chocolate and rum selected carefully in order to appreciate the flavours of each ingredient, while creating a new world of flavors.

In addition to chocolate, old rum blends with foie gras to give this outstanding product a special flavor and scent.

## Quebec celebrates the Martinique Gourmande culinary festival

For its 6<sup>th</sup> edition running from September 7-22, 2013, the Montreal Martinican culinary fortnight honors West Indian cuisine.

21 Quebec restaurants of all backgrounds offer their original, tasty and spiced culinary creations that draw on traditional Martinican recipes. A culinary fusion with many influences, Martinican cuisine reflects French expertise, African generosity, delicate flavours from India, all mixed the Creole way and served with a tasty selection of rums.

<http://www.martiniquegourmande.ca/>

*Event organized by the Martinique Tourism Authority*

The logo for Martinique Gourmande features the word "Martinique" in a large, orange, sans-serif font above the word "Gourmande" in a smaller, orange, sans-serif font. To the left of the text is a stylized green leaf or plant icon.

# La Maison de Martinique in Paris

Located in Paris since September 19, 2011, the Maison de Martinique is the place to go for those who want to interact with Martinique, get more information about the island, its people, its history, its economy and its potential. It is also the home of all Martinique natives, whether they are students, sportsmen and women, entrepreneurs, association members or others. Several sectoral "clusters" work towards ensuring success for projects designed to serve Martinique, its image, its development as a tourist destination and its economic expansion. In Paris it is a showcase of Martinican know-how aimed at providing solutions and strengthening the economic development projects of Martinique.

## TOURISM CLUSTER

A cluster at the center of the organization aimed at promoting Martinique as a tourist destination on the French and European markets, it considers itself **the guarantor of the island's tourism offering and works at promoting authentic and local products to all segments of the public.**

## ECONOMY CLUSTER

It is a real **platform for promoting economic exchange and supporting economic players from Martinique. It also provides centralized economic information on a daily basis, accessible to all professionals**, entrepreneurs, investors and young students or the employed. It works in collaboration with local services and gives a new dimension to Martinique's economic development. The establishment of networking, conferences and its frequent participation in conferences and symposia on Martinique's economic future makes it the island's investment and youth employment intermediary. With the opening of the Maison de l'Entreprise in Martinique, this cluster will become a crucial place for displaying the vitality of our sectors (technologies, innovation, agriculture, etc.)

## ASSOCIATIONS, CULTURE AND SPORTS CLUSTER

This cluster brings together and adds to the value of the network of those working to enhance Martinique's reputation in France. With all these people, the Maison de Martinique offers a platform for discussion, training and information:

- **At association level**, it supports associations in order to make them genuine business go-betweens and help to initiate partnerships for the organization of events;
- **At the cultural level**, it supports and welcomes the cultural events of these associations and by so doing develops a network of "ambassadors";
- **At the sporting level**, it encourages Martinican athletes, mobilizes a supporter network, and tracks promising young Martinican athletes undergoing training in France and Europe. The commitment of the Maison de Martinique to all Martinican athletes is to achieve performance and through their image, show the excellence of our top athletes.



# 2 YEARS AFTER ITS LAUNCH, MANY CONSTRUCTIVE PROJECTS ALREADY IN PLACE

Since opening, the Maison de Martinique has helped to strengthen Martinique's visibility as a tourist destination. Its presence was welcomed in the provinces, as well as in Europe and strengthens the vitality of the Martinique Region. Many contacts have been made with the Paris City Hall, L'Adom, Fedom, the Ministry of Culture, the Ministry of Overseas Territories, banks, institutions, Martinican socio-professional players and others with the aim of providing genuine assistance to our enterprises, local authorities and associations.

The Maison de Martinique has also established itself as **a real venue for the convergence of about one hundred Martinican entrepreneurs** in order to be able to assist them in their projects and provide **a network in France allowing Martinique to benefit from multi-skill representation**. The organisation of a trip for a delegation of Martinican entrepreneurs to the Dubai Annual Investment Meeting in May 2012 on its part enhanced the international reputation of Martinican projects. The Maison de Martinique also implements **initiatives targeting the youth of Martinique, in particular with the reception of "budding talents" from the region**. **Entering into partnerships with French grandes écoles** is also among the Maison de Martinique's goals.

Communication with the media is an ambitious project that is expected to open not only a data bank, but also above all facilitate panel discussions on topical Martinican issues.

**Concerning associations, more than 190 of them working to enhance Martinique's reputation in France** have been identified and some have received assistance (documentation, aid or grant, provision of a hall). Our aim is to come up with a schedule of joint events to be disseminated and made accessible to all.

The Maison de Martinique is also developing **a network of cultural ambassadors and sportsmen and women**, Martinique's real flag bearers. On 19 January 2013, Kenji Grillon, a Karaté world champion, was appointed "ambassador".

The Maison de Martinique offers a business centre with three meeting rooms capable of hosting 2 to 60 people.



Contact details:

**Maison de Martinique**

**Director: Catherine Cadrot**

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Email: [catherine.cadrot@maisondemartinique.com](mailto:catherine.cadrot@maisondemartinique.com)

[www.lamaisondemartinique.com](http://www.lamaisondemartinique.com)

Facebook and Twitter: Maison de Martinique

## Maison de l'Entreprise – A key point of contact for Martinican enterprises

Inaugurated on 5 July, the Maison de l'Entreprise, located in Fort-de-France, considers itself as a referral partner for all of Martinique's economic players.

Its mission:

- receiving, assisting and advising companies and project promoters;
- monitoring developments, providing information and promoting Martinique's development;
- implementing strategic policies designed to ensure the long term sustainability of enterprises.

At the same time a **shared space for providing information to business leaders, and a proactive venue for the effective implementation of all policies** aimed at economic development on the territory, the Maison de l'Entreprise will make it possible to **clarify the expectations business leaders as regards the understanding of existing arrangements and help them in go through various procedures**. The Maison de l'Entreprise intends to become the spearhead and showcase of initiatives taken by the Regional Council in the area of economic development.

For further information: [mde.martinique@gmail.com](mailto:mde.martinique@gmail.com)

Opening hours: Monday to Friday from 8 am to 5 pm

# Canal de Dominique



# Fact sheet

Located at the heart of the West Indies archipelago, Martinique is about 7,000 km from Paris and 4,000 km from New York. It sits between the tropic of Cancer and the Equator and is made up of a body of volcanic peaks dating back more than 24 million years! The island is divided into two main regions: the south-east with small plain landscapes and rounded hills and the north-east with the highest peaks of the island covered with dense tropical vegetation. All of this in a typical tropical climate (heat, humidity and temperature with a mean of 26°C).

The person who says he or she is bored in Martinique has yet to open his or her eyes to what's around: **the richness of the sea bed, the multi-faceted coast, diverse beaches, tropical forest, rivers, springs, dense and rich animal and plant life, intoxicating cuisine for the taste buds and the sweet rum after dark.**

Here's the recipe for a successful stay:

**Recommendations:** create time to enjoy all the possibilities offered, and above all **take the time to meet the locals.** Visiting the island without talking with Martinicans would amount to depriving yourself of encounters that can lead to strong feelings and shared experiences. Martinicans are very welcoming and want **to share their traditions** with those who take the time to listen. This is a desire shared by all those seeking the authenticity of a destination.

## Martinique Basics

- Diverse landscapes: to the north, **mountain relief** and **tropical forest** contrast with the **long white-sand beaches** of the south;
- The best known peak: **Mount Pelée**, an imposing **1,397-metre** volcanic massif, and the island's highest peak;
- Entry requirements: valid **ID card** or passport;
- Vaccination: **no vaccination required**, but it is advisable to be up-to-date regarding vaccination;
- First-aid kit: make provision for the usual drugs, mosquito repellents, sunscreen and a hat;
- **Drinking water everywhere;**
- Electricity: 220 V current;
- Customs: 2L of less than 20° alcohol, 1 bottle of rum, 200 cigarettes or 50 cigars, 50 cl of perfume and 500g of coffee per adult traveler;
- It is advisable **to rent a car while there.** Otherwise, you can move around by public taxi (as the locals do). Regular links by boat between Trois Îlets and Fort-de-France;
- Shop opening hours: between 9 am and Noon-1 pm / 3 pm and 6 pm-7 pm;
- Regional daily newspaper: France Antilles.

## For further information:

[www.martiniquetourisme.com](http://www.martiniquetourisme.com)

Facebook: Martinique, the Caribbean Flower

Twitter: cmtMartinique

## Profile of Martinique

- Surface area: **1,130 km<sup>2</sup>**
- Population: **412,305 inhabitants** (2012)
- Capital: **Fort-de-France**
- Language: **French / Creole**
- Currency: **Euro**
- Time zone: **GMT -4**
- Average temperature: **30°C (sea: 25°C)**

## How to get there?

**By air:** from Europe, departure from the Orly and Roissy airports, daily flights available with Air France, Air Caraïbes, Corsair and XL Airways.

From America, flights from San Juan, Miami, Montreal and other Caribbean countries

**By boat:** from Guadeloupe, Saint Lucia and Dominica

## Where to stay?

Martinique offers a diverse and varied offering both in terms of activities and lodging options: hotels, renting of furnished accommodation, farmhouses, luxury villas, bed-and-breakfasts, camping, renting of catamarans, etc. The territory's existing hotels are regularly given a facelift, and offers are attractive, with new venues emerging all the time.

# Schedule of 2013-2014 Events

## SEPTEMBER 2013

### **Heritage day – 14 & 15 September**

30<sup>th</sup> edition under the theme "1913-2013, One Hundred Years of Protection"

This offers the opportunity to discover Martinique's heritage through guided tours and the exceptional opening of remarkable sites.

### **TOP RESA trade fair – 24 to 27 September in Paris**

Professional tourism and travel trade fair in France.

### **Grand Pavois show – 25 to 30 September in La Rochelle**

One of the biggest international floating boat shows where Martinique is the guest of honor.

## OCTOBER 2013

### **Festival of Caribbean Cultures in Martinique – 3 to 6 October, Sainte-Marie**

A platform for the expression and promotion of Caribbean cultures, it is a new Caribbean event showcasing popular arts and traditions: music, dance, cuisine, crafts and more. Countries invited: Cuba, Trinidad, Saint-Lucia, Dominica, Guyana, Puerto Rico, Guadeloupe, Barbados, Martinique

### **The Caribbean Fortnight**

Over 2 weeks, Martinique is projected to the center of the Caribbean. 4 events that allow participants to discuss politics, energy sources, culture and tourism:

- 14-15 October: 3<sup>rd</sup> meeting of Ministers of the Association of Caribbean States (organisation by MTA/the Martinique Region/ACS);
- 16-18 October: CTO conference on the "State of the Tourism Industry" (organisation by MTA/Caribbean Tourism Organization);
- 21 October: All for one Caribbean;
- 22-23 October: Conference on Caribbean Energy Transition (organised by the Martinique Region).

### **International sport fishing tournament – 31 October to 3 November**

A competition that takes place at the Le Marin pleasure-boat harbor and brings together the Caribbean's sport fishing enthusiasts.



# NOVEMBER 2013

## **All Saints Day – 1 and 2 November**

A religious holiday, commemoration of the dead and saints over the entire island, lighting of burial grounds.

## **"La Belle Martinique" – 11 November**

A cycling race open to families.

## **1<sup>st</sup> International Agricultural Show – 15 to 17 November**

The Martinique Region wishes to raise the prestige of the agricultural sector and trades in the eyes of the general public.

## **"World's strongest man" championship – 16 and 17 November**

About ten international athletes will be participating at the Fort-de-France seafront in this contest that features in the world tour, and in which the strongest men face off every year.

## **Fort-de-France International half-marathon – 24 November**

Labelled FFA, it is a must for foot race fans.

## **Investors' conference – 25 and 26 November**

Organized by the Martinique Region, this meeting between local project promoters and investors from the whole world is aimed at supporting Martinique's economic development.

## **Martinique Jazz Festival – 28 November to 3 December**

The jazz and world music festival, at CMAC (Fort-de-France) and in several of the island's communes.

# DECEMBER 2013

## **International Book Fair – 2 to 8 December**

Organized by the Martinique Region, this meeting between local project promoters and investors from the whole world is aimed at supporting Martinique's economic development.

## **La Transmartinique – 7 and 8 December**

For fans of trails, a 130 km ultra trail with 5,200 m of vertical gain, linking the far north and the southernmost part of the island (from Grand-Rivière to Sainte-Anne), through hills and plains. Reserved for the most experienced.

## **Forum of the Diaspora – 9 and 10 December**

Organized by the Martinique Region, this forum is aimed at bringing together members of the Martinican diaspora in order to enable professional exchanges between Martinicans back home and those from abroad.

## **Boat show – 7 to 15 December in Paris**

An annual event aimed at exhibiting what's new in terms of nautical equipment for the upcoming season.

## **Rum festival – 8 December**

In Sainte-Marie, the Saint-James distillery has created a craft village, train rides to the heart of plantations, concerts, Christmas songs and more.

## **Les Boucans de la Baie – 30 December**

Fort-de-France, the capital city, highlights the attractions of the city centre with a giant pyrotechnic show. Night in museums, gourmet rendez-vous in restaurants, boat trips to one of the most beautiful bays in the world.

## **Arrival of sailors of the Atlantic Odyssey sailing rally**

A rally by crews for pleasure-boats, the about fifty yachts of the Atlantic Odyssey will depart in November from the Canaries and head for Martinique's Le Marin pleasure-boat harbour.

## **2<sup>nd</sup> Tanbou Lézans Festival**

A crafts and agricultural village in Anses d'Arlet, musical performances, drumming and quadrille master class, debates, **chanté Nwèl**, food tastings, and more.

# JANUARY 2014

## **Diving trade fair – 10 to 27 January 2014 in Paris**

An event for divers and diving professionals.

## **Martinique Cata Raid**

A five-stage regatta of catamarans around Martinique.

## **Martinique Caribbean Village – 26 January**

Launch of festivities of the carnival: parades by many street orchestras through the streets of Fort-de-France and the exhibition village that brings together trades and activities associated with the carnival.

# FEBRUARY 2014

## **Schoelcher International Sailing Week – 8 to 12 February**

International sailing competition.

# MARCH 2014

## **Carnival – 1 to 5 March**

Shrovetide: burlesque weddings, Devils day, masks, marching groups and more. Over the duration of a few days, Martinique is transformed into a swirl of colours.



# APRIL 2014

## **Running Exhibition – 10 to 12 April in Paris**

A show for all runners, from beginners, joggers to established runners. All running enthusiasts will find materials, equipment, the latest running equipment, accessories, tips, and services from the show's 200 exhibitors in an atmosphere fully dedicated to running.

## **La Patte d'Or (Golden paw) – 21 April**

An event that is part of the Easter tradition and helps bring the beaches to life on Easter Monday with crab races and tasting of a traditional meal, the Matoutou Crabe or crab stew.

## **Rivière-Pilote agricultural and crafts fair**

Exhibition, sale, local products, cuisine, musical performances.

# MAI 2014

## **Tchimbé Raid – 2 and 3 May**

A 80 km race and 4,500 metres of vertical gain, going through Mount Pelée and discovering the thick forest of Basse-Pointe, Schoelcher.



### **Martizik Festival – 3 and 4 May**

Electronic and tropical music festival on the beach of the Club Méditerranée, Sainte-Anne.

### **Martinique Yole Festival – 29 May**

Event focused on the round skiff, a traditional Martinican boat, with round skiff races, concerts, crafts village, performances and more.

### **Terroir et Saveurs: food festival in Sainte-Marie**

A week for discovering local products and exploring Martinican food in all its diversity thanks to an agricultural fair and a food village.

### **Le Mai de Saint-Pierre**

Exhibitions, shows, conferences, hikes; 8 May being the anniversary of the eruption of Mount Pelée.

### **Caribbean Pétanque Grand Prix – 8 to 11 May**

For pétanque fans, an international event taking place in Saint-Pierre with several competitions planned.

## JUNE 2014

### **Lamentin Jazz Project – 2 to 8 June**

A festival aimed at highlighting jazz and all its talents in downtown Le Lamentin and at the hippodrome de Carrère (a racetrack).

### **Martinik Cup – 7 to 9 June**

An international jet ski event. A wonderful festival and high-level competition.

## JULY 2014

### **Trempage Show – Trinité**

A great moment for exchange around a typical North American cooking tradition with a dish that is eaten with the hands, le Trempage.

### **Martinique cycling tour**

A cycling competition around the island organised every year in July.

### **Fort-de-France Cultural Festival**

Every year there are best picks to enable you enjoy great times with this festival created by Aimé Césaire in 1972, which blends its colours with world cultures for the satisfaction of the eyes and ears. There will be music, dance, theatre, painting, exhibitions and much more.

## AUGUST 2014

### **30<sup>th</sup> edition of the Tour de Martinique of Round Skiffs – from 27 July to 3 August**

An event organised during the long holidays in Martinique. The regatta, which is unique in the world, brings together nearly 600 couriers over a week. It is a real sailing festival that draws in its wake hundreds of boaters, with thousands of passionate supporters on land.

### **Biguine Jazz Festival – 8 to 10 August**

A festival that promotes a type of music derived from a blend between biguine, a traditional Martinican rhythm and jazz. The blend of genres gives rise to an interesting cultural mix to be discovered.

# Introduction to creole

Creole is the first French regional language in terms of the number of people who speak it daily. It is a regional dialect that originated from the transformation of French, English, Spanish and even other languages during the colonial times following various past occupations of the island. It was used by farmers who wanted to make themselves understood by their slaves and servants without giving them any education. Having become a real language over the years, Creole has regained its former glory thanks to the determination of many Martinicans that finally led the Ministry of Education, at the behest of the President of the Region of Martinique, Serge LETCHIMY, to sign a convention in 2011 making official the learning of the Creole language and culture in school, right up to University since there has been a Creole CAPES (teaching qualification) since 2001.

## COOKING GLOSSARY

### Creole

Giraumon

Lime

Colombo

Punch

Chadron

Chatrou

Lambi

### English

Pumpkin

Citrus fruit

Blend of species the Indian way

Sugar cane syrup, agricultural rum and lime

White urchin

Octopus

Big edible shellfish

## WEST INDIAN PROVERBS

### Creole

A fòs karésé ich li, makak tjwé'y

Ravèt pa ni rézon douvan poul

### English

Better is the enemy of the good

Might is right

## English

Good morning / Good evening /  
Good night

Good bye

How are you?

Thanks / please

Yes/No

Sorry / Excuse me

My name is...

What's your name?

It's a fine day

I'm hungry / I'm thirsty

Water

Meat / fish

Breakfast

Eat

Bill

## Creole

Bonjou / Bonswè /  
Bònuit

Anlot moman

Sa ou fè ?

Mèsi / Souplè

Wi / Non

Padon / Eskizé mwen

Non mwen sé

Ki non'w ?

Sa bèl menm

Man fen / Man swef

Dlo

Vyann / Pwason

Manjé bonmaten

Manjé

Not

## English

Menu

Yesterday

Today

Tomorrow

Beach

Islet

Market

Coral reef

Mountain

Airport

Bus stop

City

Church

Post office

## Creole

Méni

Yè

Jòdi-a

Dèmen

Bod lanmè

Lilèt

Maché

Brizan

Montàn la

Laéwopò

Laré bisla

An vil

Légliz

Lapos





*La Martinique*  
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Conseil Général  
de la Martinique



Région Martinique

