



Martinique is named one of the *New York Times*' 52 Places for Travelers to Visit in 2023'

The Isle of Flowers is cited for its biodiversity and Creole culture

New York, NY (January 12, 2023) – The French Caribbean Island of Martinique has just been named by *The New York Times* to its prestigious list of recommended destinations for 2023. Each January, the publication selects 52 destinations (one for each week of the year) to highlight based on various themes. This year the themes are food, culture and natural beauty. Martinique's eco-friendly nature is emphasized thanks to the inclusion in UNESCO's Man and Biosphere program for the island's commitment to sustainable social and economic development as well as the majestic Mount Pelée and Pitons of North Martinique as candidates for UNESCO's Natural Sites list. The Isle of Flowers' rich flora and fauna and the spectacular Yole boats are showcased as well.

"As Martinicans, we are privileged to be surrounded by a bounty of natural beauty and resources, so we've taken the necessary actions to preserve this heritage," states Martinique Tourism Commissioner Bénédicte di Geronimo, ". We're truly thrilled that our home is recognized for its many unique assets; that's what we call our MartiniQualité."

Martinique is accessible via American Airline's nonstop service via Miami. Visit aa.com to learn more.

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ABOUT MARTINIQUE (us.martinique.org)

The French Caribbean Island of Martinique is also known as the Isle of Flowers, The Rum Capital of the World, the Birthplace of coffee in the New World, The Isle of the Famed Poet (Aimé Césaire) – Martinique ranks among the most alluring and enchanting destinations in the world. As an overseas region of France, Martinique boasts modern and reliable infrastructure – roads, water and power utilities, hospitals, and telecommunications, services all on par with any other part of the European Union. At the same time, Martinique's beautifully unspoiled beaches, volcanic peaks, rainforests, 80+ miles of hiking trails, waterfalls, streams, and other natural wonders are unparalleled in the Caribbean, so visitors here truly get the best of both worlds. The currency is the Euro, the flag and the official language are French, but Martinique's character, cuisine, musical heritage, art, culture,

common language, and identity are of a distinctly Afro-Caribbean inclination known as Creole. It is this special combination of modern world conveniences, pristine nature, and rich heritage that has earned for Martinique several notable distinctions in recent years.: Martinique named the world's top emerging destination by TripAdvisor for 2021. In late 2020, Martinique's traditional Yole Boat was added to UNESCO's Intangible Cultural Heritage List and the Isle of Flowers also earned Silver honors in Travel Weekly's 2020 Magellan Awards as an Art & Culture Caribbean Destination. In December 2019 and for the second year in a row, Martinique was named "Culinary Capital of the Caribbean" by the Caribbean Journal. The island was also recognized in January 2019 by OprahMag.com and in first place in their list of "The 19 Best Winter Getaways." Martinique was also featured in the Caribbean Journal's Best Caribbean Islands to visit in 2019. Martinique has also been featured in Travel + Leisure and the New York Time's "52 Places to go in 2018."