

# Martinique Expands Wellness Tourism Offerings

*French Caribbean island adds eco-retreats and therapeutic offerings to capitalize on growing wellness travel sector*

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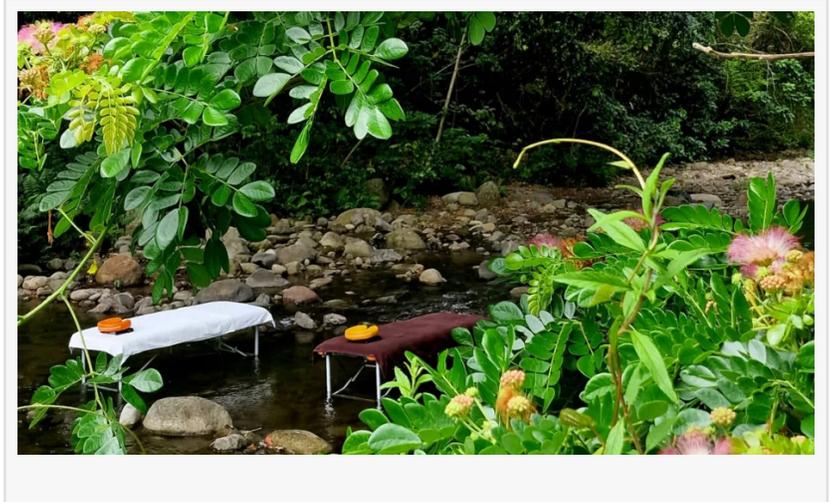
[EINPresswire.com/](https://www.einpresswire.com/) -- With wellness travel continuing to shape the way people explore the world, Martinique has introduced several new wellness-focused accommodations and

experiences as the island positions itself within the expanding wellness tourism market. Known as the "Isle of Flowers," the French Caribbean island now hosts a range of facilities centered on thermal baths, spa treatments using indigenous botanicals, and nature-based activities.

From sunrise yoga on a secluded beach to volcanic hot springs tucked into coastal coves, Martinique offers an authentic alternative to the standard vacation experience. Travelers can immerse themselves in thermal baths, rainforest walks, sound healing and spa rituals enhanced by local botanicals. Boutique hotels and beachfront retreats are curating wellness-focused stays that connect visitors to both nature and culture, making wellness more than an amenity — it is part of daily life on the island.

"Today's travelers are seeking more than just relaxation; they want experiences that restore balance and create lasting well-being," said Muriel Wiltord, Director of the Americas for the Martinique Tourism Authority. "Martinique is uniquely positioned to deliver that with its blend of French-Caribbean elegance, lush landscapes and time-honored healing traditions. Wellness here is not a trend, but a way of life."

This year, Martinique introduced new eco-wellness retreats that reflect global travel trends toward sustainability and digital detox. La Ferme Attitude, in Les Anses d'Arlet, combines countryside tranquility with holistic therapies and farm-grown herbal teas. Bouliki Bio, set by the Coeur Bouliki river in Saint-Joseph, features organic massages and plant-based remedies in a



serene natural environment. Se Yoga By Nature offers yoga and meditation classes in gardens, forests or along the shoreline, blending movement with sensory connection to the island.

Dedicated spas are also gaining attention, including Aux Bains de Cluny, specializing in hydrotherapy and detox programs, and Eden Paradise Spa, a Green Key-certified sanctuary with solar-heated pools, saunas and signature Kreol massages. Across the island, wellness properties are embracing sustainable practices such as solar energy and rainwater harvesting to zero-waste spa treatments using locally sourced, biodegradable ingredients. Established properties such as Hotel Bambou are also expanding their wellness offerings, emphasizing saltwater pools, tropical gardens and fresh produce from their gardens.

Wellness in Martinique is not confined to spas. Visitors can wander vibrant markets filled with herbal teas and handmade soaps, join Creole cooking workshops focused on healthy island cuisine, or take part in community sound baths and mindfulness workshops. Guided forest walks, volcanic mud wraps, catamaran excursions and black sand beach experiences complete the holistic experience, leaving travelers with a renewed sense of harmony.

As demand grows for meaningful, restorative escapes, Martinique offers an inspiring destination where wellness is seamlessly interwoven with culture and nature.

For more information on wellness travel to Martinique, visit [www.martinique.org](http://www.martinique.org).

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