



nº 12
2022



ST. MARTIN
TOURIST OFFICE NEWSLETTER

St. Martin

well-being and fine food

A visit to St. Martin means **relishing the great climate and beautiful scenery wherever you may be.** There is a wide choice of activities for you to enjoy in the great outdoors for an unforgettable holiday. After focusing on romance, the Tourist Office is now shining the spotlight on gastronomy in 2022. This theme was chosen **to build on the success of the Festival of Fine Food** which took place in November last year. St. Martin is a haven for gastronomy where you can indulge your taste buds in stunning surroundings.

In this issue, we take a look at **the best places to enjoy breakfast or brunch with friends or family.**



St. Martin
THE FRIENDLY ISLAND
FRENCH CARIBBEAN

Find out about the **yoga sessions** that you can take part in while overlooking Marigot bay at Fort Louis - one of the most popular sites among visitors on St. Martin. You can also learn the **basics of sailing with our experienced instructors.**

Get some tips on buying gifts with the St. Martin logo to take home with you. There are some wonderful locally branded products for sale.

And we also look back on **one of the most important events of the year** in St. Martin, **SXM Festival.**



Photo © @geoh.photo



AN INTERNATIONAL GATHERING

SXM Festival: an electrifying 5th edition

The island of St. Martin rocked to the beat of SXM Festival over five intense days from Wednesday March 9 to Sunday March 13. Festival-goers from all over the world were blown away by boat parties, gorgeous sunsets enjoyed from the beach clubs or high vantage points with panoramic views of St. Martin, as well as evenings spent on the idyllic beach of Happy Bay.

"The new setting has been very popular and we've had nothing but good feedback. It's been perhaps the best one yet. The magic was everywhere," said the organizers after the festival.

Wearing sequins, hats, costumes and make-up worthy of a carnival, the festival-goers came from the United States, Canada, Mexico, Europe, other Caribbean islands and even further afield. They were there for one reason - to enjoy an open air electronic music festival on the idyllic beaches of St. Martin.

SXM Festival is the now much-anticipated event for electronic music lovers. With over 100 DJs from across the world performing at all the events, the atmosphere was electric.





2022, the year of gastronomy on St. Martin

After focusing on romance in 2021, the Tourist Office has created a new video on the theme of gastronomy. This focus was chosen building on the success of the Festival of Fine Food which took place in November last year.

The promotional video, lasting 2'37", presents St. Martin as a gourmet destination which deftly combines authenticity and sophistication, as well as the main attractions for tourists - namely its superb beaches with turquoise waters, its flora and fauna, its water-based activities and romantic sunsets, etc. The video is a great showcase for restaurateurs and caterers, and for

the winners of the 2021 Festival of Fine Food in particular, who feature in some of the clips in the video. This is a promotional tool which highlights the local products and savoir-faire in particular.

This new video is likely to enjoy the same level of success as the 'Can't Help Falling in Love with St. Martin' video which has received over 60,000 views since 2021. In this way, the destination's added value in terms of fine food (a key asset in attracting new visitors) will also be given a fantastic platform on the international stage. The Tourist Office is also planning a marketing campaign on the same theme in order to maintain St. Martin's position as THE capital of fine food in the Caribbean and is already preparing for the 2022 Festival of Fine Food.



Watch the video today
on the Tourist Office's
Facebook page:
<https://bit.ly/Gastronomy2022>

And on YouTube:
<https://bit.ly/Videogastronomie>



WWW.ST-MARTIN.ORG

A new website

on St. Martin

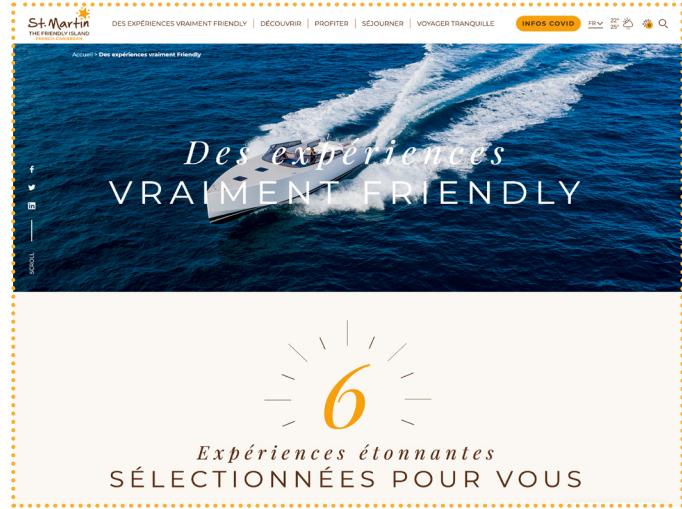
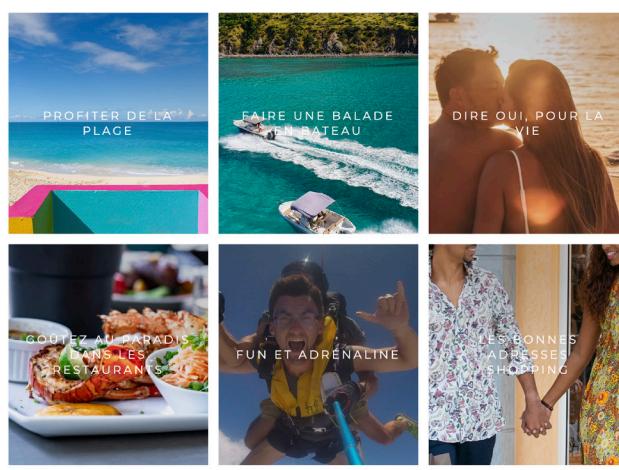
St. Martin Tourist Office has **redesigned its website** in order to give **our destination fresh exposure** and raise its profile across all markets.

www.st-martin.org provides a real digital transformation which considerably improves user experience.

This new tool and its seamless, intuitive navigation means the Tourist Office is able to offer content in four languages (English, French, Spanish and Portuguese) and a highly immersive user experience thanks to the very wide-ranging selection of photos of the area. This charm offensive **offers a comprehensive presentation of all the destination's attractions** in the form of inclusive sections which organize the content so as to provide the best possible user experience.

The home page, with its **full-screen videos**, captures the user's attention right away by suggesting a totally personalized experience thanks to the navigation feature "**I would like to... with...**" and its various options (enjoy a drink, savor fine food, go shopping, enjoy the beach...with my family, my friends, my partner, etc.) so that **future visitors can be advised about** eating out, accommodation and activities. By clicking on the tab "**Surprise me**", the user is then guided towards very specific suggestions and can benefit from **quick access to the information**.

Finally, **the calendar of events** taking place in St. Martin is also featured on the home page and a **practical guide full of useful information** allows visitors to prepare for their trip in great detail.





NEW

Pinel Island for all

The famous Pinel Island Yellow Beach restaurant wanted to make the 'Pinel experience' accessible to all. The staff wanted to provide comfort for the elderly and for people with reduced mobility whether it was to come and eat in the restaurant or just to visit Pinel Island. Two wheelchairs specially designed for this purpose have been

made available in the restaurant.

The first is called waterwheels and is adapted so that people can bathe in complete safety. **The second is terrewheels** and allows people to move around the island or to simply just go to the toilets.





f @onebyk

A TASTE OF LOCAL LIFE

Clothes with the St. Martin logo



f @sxmcaproject

If you love St. Martin, you can't leave without a local souvenir such as a T-shirt or cap with the island's logo. Several brands proudly and clearly display the Friendly Island's colors.

Clothing from the One Love brand with their famous 'One Love One Life One Island' message are must-have items, much like the LOVE brand. These two

shops can be found in the Hope Estate and Mont Vernon areas.

SXM Cap Project sells caps with SXM embroidered on the front. These simple styles have quickly become classics, especially as with each cap purchased a tree is planted on the island. You can find them for sale across the island. Street artist ESPA has also worked in collaboration with the brand to create a new range of caps with a logo designed by him. These caps can be purchased from his shop in Marigot.

Another brand of caps has emerged in recent months. One Sxm Island offers a wide choice for both men and women, available to buy on Instagram.





WELL-BEING

Yoga with a view



Yoga can be enjoyed anywhere, be it on the beach, grass, or indoors... How about taking part in a session with breathtaking views across Marigot bay? Eduardo M. Burgos, a yoga coach with Nico Fitness, offers lessons every Sunday morning suitable for all levels by Fort Louis in Marigot. You will have to get up at the crack of dawn, but it will be worth it. The view is superb and the location allows you to fully enjoy practicing yoga in the open air.

Over the course of an hour, you will learn how to stretch, breathe properly, relax and release the stress which has built up in you. It is a great way to feel good both inside and out and to start off your Sunday in the right way!

Every Sunday, except the last Sunday in the month
6.15 am to 7.30 am (\$8/€8)

Contact: +1 (721) 587 6587

Nicofitness_



Learn to sail



St. Martin is the perfect place to learn to sail thanks to its superb waters and largely consistent weather conditions. You can start learning to sail by taking some lessons on a Laser or Hobie Cat at the sailing club in Friar's Bay or Wind Adventure in Orient Bay. **It is a great way to find out about the basics of sailing** and to get into the swing of things.

Then, if you wish, you can go on the sailboat that Boris, an instructor at the Aquati'ô school, will teach you to maneuver. Set sail and explore all the secrets of sailing **in picture postcard surroundings** and you will soon become your very own captain.

Aquatic'ô

 : Aquatic'ô

Tel.: +590 690 65 -9683

Wind Adventures School SXM

 : WindAdventuresSchoolSxm

Tel.: +590 690 36-2736

Friar's Bay sailing club

 : club de voile de friar s bay

Tel.:+590 690 71 -2998





TIME TO EAT!

The best places for breakfast or brunch



Enjoying a breakfast or even a brunch is a holiday pleasure which everyone loves. Even more so if it can be with your toes in the sand and with a view of the sea. There are many places which offer breakfast with a sea view in St. Martin. The hardest thing is having to choose!

In **Grand-Case**, the Sunset Café located on Petite Plage offers several breakfast menus until 11 am which are as inexpensive as they are filling. Enjoy the blue of the water and the superb view of the bay while enjoying your breakfast. Another establishment **at the start of the boulevard** is famous for its breakfasts. Rainbow Café welcomes you to its rooftop with its breathtaking views where a sophisticated and varied cuisine is served offering a choice of savory open sandwiches, smoothies and waffles, etc. **Right next door**, Le Temps des Cerises has also recently started offering breakfasts from 8.00 am to 10.30 am with detox juices, pancakes and omelets.

If you are looking for more Caribbean flavors, head for 978 Sanctorum in Rambaud. This charming villa offers breakfasts and Creole-style brunches every Sunday morning from 10.00 am. Enjoy the intimate, Caribbean atmosphere around the pool, with the frequent addition of live music.





RECIPE

Journey Cake, the sweet taste of St. Martin

This is the specialty of the island, which can be adapted in almost endless ways. This crisp, round bread can be eaten plain or garnished as desired. Known as Journey cake amongst purists and Johnny cake in everyday language, this small flat bread has become an established accompaniment to main courses. However, here it is enjoyed from breakfast right through to the evening meal.

RECIPE

- ★ To begin with, sift the flour, baking powder, sugar and salt together. Then thoroughly incorporate the melted butter.
- ★ Mix everything together by hand and add a little water, depending on the consistency of the dough. It needs to be neither too sticky, nor too dry.
- ★ Then, bring the dough together to form a ball, roll it out and shape into a dozen small bread rolls. Then flatten them slightly, like small loaves of bread.
- ★ Finally, cook and brown them on both sides in a large pan using a little oil. Soak up the excess oil on some kitchen paper.

★ All that's left to do is taste this traditional recipe from St. Martin!

INGREDIENTS

- ★ 300 GRAMS OF WHEAT FLOUR,
- ★ 1 TEASPOON OF BAKING POWDER,
- ★ 1 HEAPED SPOONFUL OF SUGAR,
- ★ 2 HEAPED SPOONFULS OF BUTTER,
- ★ A PINCH OF SALT AND SOME WATER TO MOISTEN THE DOUGH.



Did you know?

One island, two airports

Two airports are available for flying to St. Martin. The largest one, **Princess Juliana International Airport (SXM)**, is located at the end of the runway on **Maho beach** and is world famous for its spectacular landings and take-offs. Watching the planes has become such a popular activity that the arrival and departure times of the different airlines are displayed on a board in the surrounding bars!

Princess Juliana Airport welcomes airlines and travelers from more than thirty regular companies flying from the United States, Canada, Europe, Latin America and the Caribbean. As a result, it is one of the most important hubs in the Caribbean area.

On the French side, **Grand Case airport** welcomes local flights and serves nearby destinations in the heart of the Caribbean. It has flights to **Saint Barthelemy** and Guadeloupe in particular. You can also fly from Paris if you transit through Pointe-à-Pitre.

Here, the landing is always very spectacular too with a breathtaking view of the long Grand Case beach!



St. Martin



St. Martin
THE FRIENDLY ISLAND
FRENCH CARIBBEAN



@iledesaintmartin



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