

Discover madeira

LIFESTYLE
NATURE
SEA

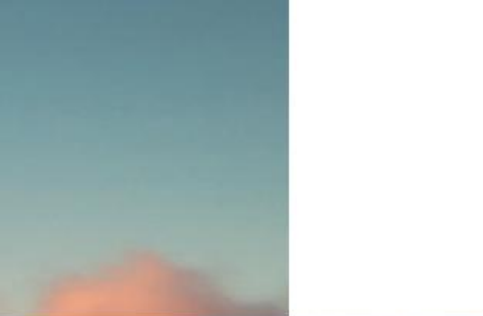


**WORLD'S LEADING
ISLAND DESTINATION**

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A THOUSAND WISHES SURROUNDED BY SEA

There are journeys that stay in our memory for ever.
Moments that create an emotion that can convey what
we are looking for in a particular destination.

Madeira and Porto Santo offers you all of this!

From the very first minute, there is a question that will be
asked time and time again: "What are we going to do next?"

The fact is that the islands are not just for any particular
group of visitors. They are not just landscape, culture,
food, sport, surprises and entertainment.

They are much more than that. Much more than anything.
They are the awakening of a thousand wishes.

Every day of the year.

PARADISE

SO CLOSE AT HAND

Not all paradises are on the other side of the world.
Sometimes we find stunning and surprising scenery just
a short journey away.

The archipelago of Madeira is around 500 km from the coast
of Africa and 1,000 km from the European continent. Less
than 2 hours from the continent, you can find a true paradise
to recharge your batteries and enjoy unique experiences.

Madeira and Porto Santo welcome you with so much to offer.



FOUR SEASONS IN ONE

Whenever you want to travel, Madeira is a destination to consider. Whatever the time of the year, you don't need to take any special care when packing your bags... The climate is mild and inviting.

The sea is warm, with average temperatures ranging from 25 °C in the summer to 17 °C in the winter. From surfers looking for the best waves to passionate walkers, there is everything for everybody.

In addition, Madeira has various different micro-climates that let you experience 4 seasons in a single day.



FOR THE FAMILY AND FOR EVERYONE

When travelling, a family can forget to bring all sorts of things, from swimming costumes to sunglasses, but there is one thing that they can never leave behind: safety. The island of Madeira is a safe destination, varied and ideal for holidays as a couple or with children.

Fantastic hotels with access to the sea, swimming pools and marvellous gardens, nature activities, culture, night-life, excellent restaurants... From the animated and cosmopolitan capital of Funchal, to more isolated and rural areas, there is so much to enjoy and to suit all tastes.

Here everything is close at hand, even Porto Santo, for those devoted to golden beaches.



ISLANDS OF UNFORGETTABLE FLAVOURS

Fillets of black scabbard fish, tuna steaks, fried maize, beef skewered on laurel sticks, home-made couscous, wheat soup ... Need we say more? The list goes on, with delicious and irresistible delicacies.

Madeira Islands gastronomy represents the soul of its generous and hospitable people. The menus are varied and rich in local, international and gourmet specialities.

The tradition and knowledge of generations together with the best produce make each meal a truly memorable occasion.

WELCOME TO THE GOLDEN ISLAND

If there are beaches that are like something out of a dream, Porto Santo is certainly one of them. Only 50 km from Madeira, a long and beautiful golden sandy beach runs along practically the whole south coast of this fascinating island. A calm and restful atmosphere, with recognised therapeutic qualities, always ready to experience and explore.

Porto Santo has much more to offer in addition to its iconic beach. A fantastic golf course, several hotels with spas, horse riding, an excellent cycle path, a range of restaurants and the famous "lambecas", the traditional ice creams that attract crowds in the centre of the town every evening.

In addition to all this, the sea is calm and crystal-clear, with a pleasant temperature at any time of the year.





Porto Santo

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DISCOVER
MADEIRA
WITH
A FULL HEART

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NEW DISCOVERIES AT ANY TIME

There are moments that are even more unforgettable when shared with the right people, at the right time, in the right place.

Madeira welcomes every visitor with open arms, a unique spirit and a fascinating variety of attractions.

More than a journey, a collection of memories.



MERCADO DOS LAVRA- DORES

Situated in the centre of Funchal, in the historic neighbourhood of Santa Maria, is one of those amazing places that make us feel like we have known them forever. Welcome to Mercado dos Lavradores, the market that is one of the most famous sights in Madeira, where colours, aromas and tradition join to welcome and amaze visitors.

Built in the 1930s, in a graceful combination of Art Deco and Modernism, this market presents the best the island has to offer: the freshest and most exotic fruit, beautiful flowers from the "Atlantic garden", meat, fish, vegetables and spices of regional origin.



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WICKER TOBOGGANS

10 exhilarating minutes

In Madeira, a fun time can be waiting for you around every corner. If you go up to Monte, you will find one of the most famous attractions in Funchal, a unique experience that you won't want to miss. A truly unique mean of transportation: the wicker toboggans.

Hand-crafted from wicker and wood, they are controlled by two traditionally dressed drivers. With great skill, they use the thick rubber soles on their boots as brakes.

The ride down to Livramento takes around 10 minutes, with crazy moments of pure excitement for all passengers.

EXPERIENCE AND FEEL THE CITY

Visiting Funchal is much more than a memorable experience. It is a world of unique experiences that remain with us forever. Madeira's beautiful cosmopolitan capital is full of history, culture and entertainment. All in a wide variety of settings, from traditional restaurants in old streets, to sophisticated bars in the city's many hotels.

Here, creativity is present all year round, with activities that fill the "Zona Velha" (Old Town) with opportunities to discover the city. The "Painted Doors Project", for example, invited the artistic community to do paint doors and façades. Each artist was responsible for painting and/or decorating one door, transforming the street into an outdoor art gallery.



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EMBROIDERY

Skill and perfection

The embroideries of Madeira represent hundreds of years of art and tradition, with absolutely astonishing quality and meticulous detail. This is something that can be seen in each piece.

Embroidery was introduced by the Phelps family, who first settled on the island in 1784, and has become part of the islands' culture and history. Madeira embroidery is world renowned and has recently been used by stylists in the world of fashion.

The fabrics used are linen, silk, cotton and organdie. The designs (on items including tablecloths, dresses, shirts, sheets and handkerchiefs) use traditional and modern patterns. Once embroidered, each finished item receives a "unique" seal that makes it even more special.



WINE



From Madeira to the world

The real treasure of the Madeiran economy is also a gift from the islands to the world. And those who have tasted it know what we are talking about.

Madeira Wine is a fortified wine that has been produced for more than five hundred years, from grapes grown on the hillsides of the Madeira wine region. It can be served as an aperitif or after a meal and its flavour and spirit brought it illustrious admirers such as George Washington, Thomas Jefferson and Winston Churchill.

Currently, the grape varieties most widely used to produce Madeira Wine are Sercial (dry), Verdelho (medium-dry), Boal (medium-sweet), Malvasia (sweet) and Tinta Negra (dry, medium-dry, medium-sweet and sweet). However, there are also other recommended and certified varieties.

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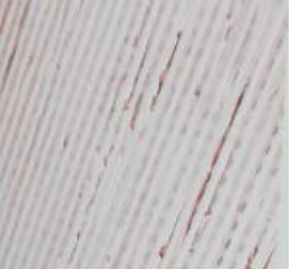
WELLNESS

Suddenly time stops

Is there anything more comforting than a marvellous massage or therapy after a walk in the hills, along the famous “levadas”? In Madeira, whatever you do, there is always time to relax and enjoy the occasion.

Most of the spas are in hotels situated in Funchal, with excellent modern facilities.

The staff and treatments are highly professional and often seek inspiration from the island’s nature, using honey, Madeira wine or plants. Everything, absolutely everything, is waiting for your visit.



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DISCOVER
MADEIRA
AT YOUR OWN
RHYTHM

NATURE





Jessica
Hrayde



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NATURE

STUNNING AND INSPIRING LANDSCAPE

The exuberant landscape is one of the main attractions of the island of Madeira. Incredible, spine-chilling landscapes that make for life-long memories, all year round. The indigenous "laurissilva" forest was designated World Natural Heritage by UNESCO in 1999 and is one of the highlights of any trip to the island.

Get ready to discover fabulous scenes of colour, movement and amazement, as if from a dream.

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NATURE

ACTIVITIES

What are we going to do next?

A question that is asked repeatedly, from the very first minute.

Throughout the islands, there are so many exciting things to do and experience that we are tempted to come back again and again. Part of Madeira's magic is everything that it offers: so many activities to suit all tastes.

In this magnificent and diverse Island, we can choose to do something calm or to get our adrenalin flowing, with extreme sports. From walks and strolls, to rock climbing and canoeing, from 4x4 trips, to swimming with dolphins or mountain biking. Whatever your state of mind, there is always so much to enjoy.

SUNSET

Everything you won't want to miss

Photographers may try, but they will never be able to do justice to the marvel of a sunrise or sunset on these islands.

You have to be there to appreciate the silence, observe the many shades and tones of colours, and experience the truly extraordinary moment. Discover the unique beauty of Madeira, in places such as Pico do Areeiro, Ponta de São Lourenço, Ponta do Pargo, Ribeira da Janela, Fanal, Paúl do Mar, Porto Santo, but also in places such as Miradouro da Portela, Pico das Flores, Porto das Salemas, Pico Castelo and Calheta.

LEVADA

WALKS

Paths to discover

For visitors in Madeira, a walk is much more than just a path. Much more than an intense experience outdoors, during which everything is magical and fascinating.

To reach the most fantastic and surprising landscapes, nothing better than walking, along paths and “levadas” (old irrigation channels, built to take water to various parts of the island). Wherever you are in Madeira, there are also easy paths, ideal for beginners or for those who simply want to take a stroll.



NATURE

GOLF

Moments of pure inspiration

Madeira and Porto Santo are popular destinations for enthusiastic golfers, where they can experience the best of this sport.

Good weather conditions, three excellent courses and a fantastic atmosphere offer a challenge for professionals and amateurs.

Each course has its own unique features, offering different experiences on each green. Put your technique to the test in both Madeira (Palheiro Golfe and Santo da Serra Golf Club) and Porto Santo (Campo de Golfe do Porto Santo).





A surprise around every corner

In Madeira, trail running is a sport that has to be strongly felt. Here, respect for nature is more important than the stopwatch, in competitions that include routes through steep mountainous areas and shallow streams.

The island's terrain offers runners ideal conditions to go beyond their own limits. Every route is a challenge with no time limit to finish, in fantastic settings that offer constant wonders.

NATURE



MOUNTAIN BIKING

Adventures on wheels

If there is something that a mountain bike lover needs it is the pleasure of adventure over every kilometre travelled. Madeira has excellent roads and paths ready to be explored, for hours and hours of energy, reflection and communion with nature.

Along off road tracks and in the company of other cyclists, don't miss the opportunity to get to know the island in a completely different way. In addition, you'll always have the excuse of the stunning landscape to stop and get your breath back.

CANYONING

Follow the stream, in the heart of the island

Sometimes, to discover and explore Madeira, all you have to do is follow the stream... This is a perfect place for canyoning, with numerous routes through stunning lush landscape. An incomparable experience at any time of the year.

If you come in the summer, go for the streams on the north slopes, more exciting thanks to their strong flow. If you come in the winter, it's safer to choose the streams on the south slopes, which are not as steep and have more gentle currents. Whatever your level of expertise, this is a radical and unforgettable way of getting to know the heart of the island.





NATURE



PARAGLIDING

Breathtaking landscapes

Any paradise gains a new and more fantastic dimension when explored from a different perspective.

The central mountains of Madeira offer excellent launch sites for paragliding or hang gliding. The initial leap into adventure generates pure excitement and the flight offers breathtaking views.

If you are not experienced, you can always jump in tandem – with a pilot who can guarantee all the adrenalin in perfect safety.



4X4 SAFARIS

Exploring without limits

This is an alternative for those who don't have the time or energy to visit the more inaccessible parts of the island by mountain bike. On every straight or bend, the sense of discovery is intense, as you explore the remotest corners of this island of contrasts. The region's mountains and forest offer unforgettable moments and unique landscapes stretching down to the sea.

4x4s have become increasingly popular throughout the archipelago, offering exciting experiences for all travellers.



BIRDWATCHING

A whole ecosystem to discover

The natural wealth of the islands is not limited to their vegetation. Visitors to Madeira islands can observe a wide variety of land and sea birds, some of them quite rare. Zino's petrel or freira, for example, endemic to Madeira and classified as critically endangered, was even thought to be extinct in the 1970s.

Birdwatchers will find excellent observation points for nesting and migratory birds, in various areas classified as biogenetic reserves and world natural heritage. There is a whole ecosystem to discover, a fascinating world of birdwatching potential.

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Porto Santo



NATURE

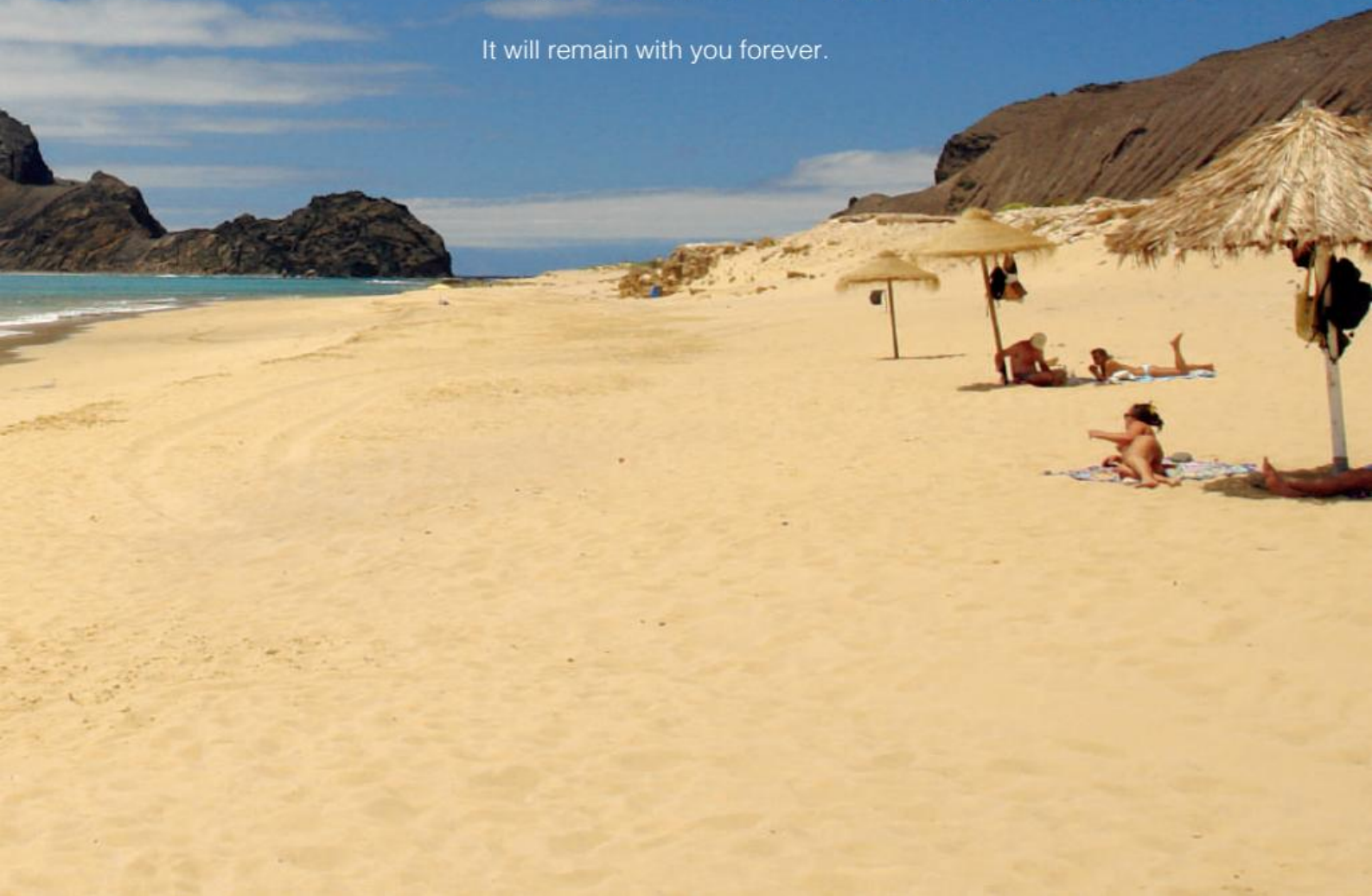
BEACHES

Discover the beach of golden sand

A beach with 9 km of golden sand and turquoise-blue sea of singular beauty. This was the marvellous combination that has placed Porto Santo's beach on the map of idyllic destinations, the best "dunes beach" in the "7 Wonders – Portuguese Beaches" competition.

Nevertheless, no prize is as good as the real experience. Discover Porto Santo and immerse yourself in a dazzling landscape with a background of waves. Dive into the crystal-clear water and feel something inexplicable that can only be experienced. Health and well-being together on a magnificent beach, with unquestionably therapeutic sands.

It will remain with you forever.



THE SKY AS
YOUR LIMIT IN
MADEIRA

SEA





James D.

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SEA



INFINITE *blue* AS FAR AS THE EYE CAN SEE

The horizon in Madeira Island is more than just a horizon. It generates a moment alone with nature, an opportunity to see at first hand all the beauty, calm and strength of the Atlantic Ocean.

A marvellous blue that almost merges into the sky and offers all visitors a dazzling and unique experience, with so many things to do.

ACTIVITIES

There is only one thing better than a great landscape: being able to view it from different angles, in all its dimensions, without a time limit. On both land and sea, Madeira Islands offers a wide variety of activities to suit all tastes, from extreme sports to many other outdoor activities.



SEA




SURF

Waves to suit every taste

For those who like to catch a wave, Madeira is an increasingly popular destination, with some of the best spots in the world. This is what international surfers say, describing it as the Hawaii of the Atlantic. Astonishing, isn't it?

Jardim do Mar, Ponta Pequena and Paúl do Mar are the perfect trilogy to visit and are situated in the western end of the island, as is the recently-discovered Ponta do Pargo wave (only accessible by boat). Whatever your choice, there is always a wave waiting for you.

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STANDUP PADDLE




SEA

Nature for body and soul

Standup paddle boarding originated in Hawaii, with paddlers standing on a board, propelling themselves with a paddle. It is a sport that is both peaceful and athletic, an opportunity to contemplate the sea and the landscape. These qualities make Madeira Islands, with the wealth and exuberance of its natural scenery, an ideal location for the practice of this sport.

Easy to learn, SUP (as some call it) has become increasingly popular worldwide. When you visit Madeira, don't miss this excellent opportunity to try this sport, on your own or with your family, and to let your body and soul feel the best of nature.

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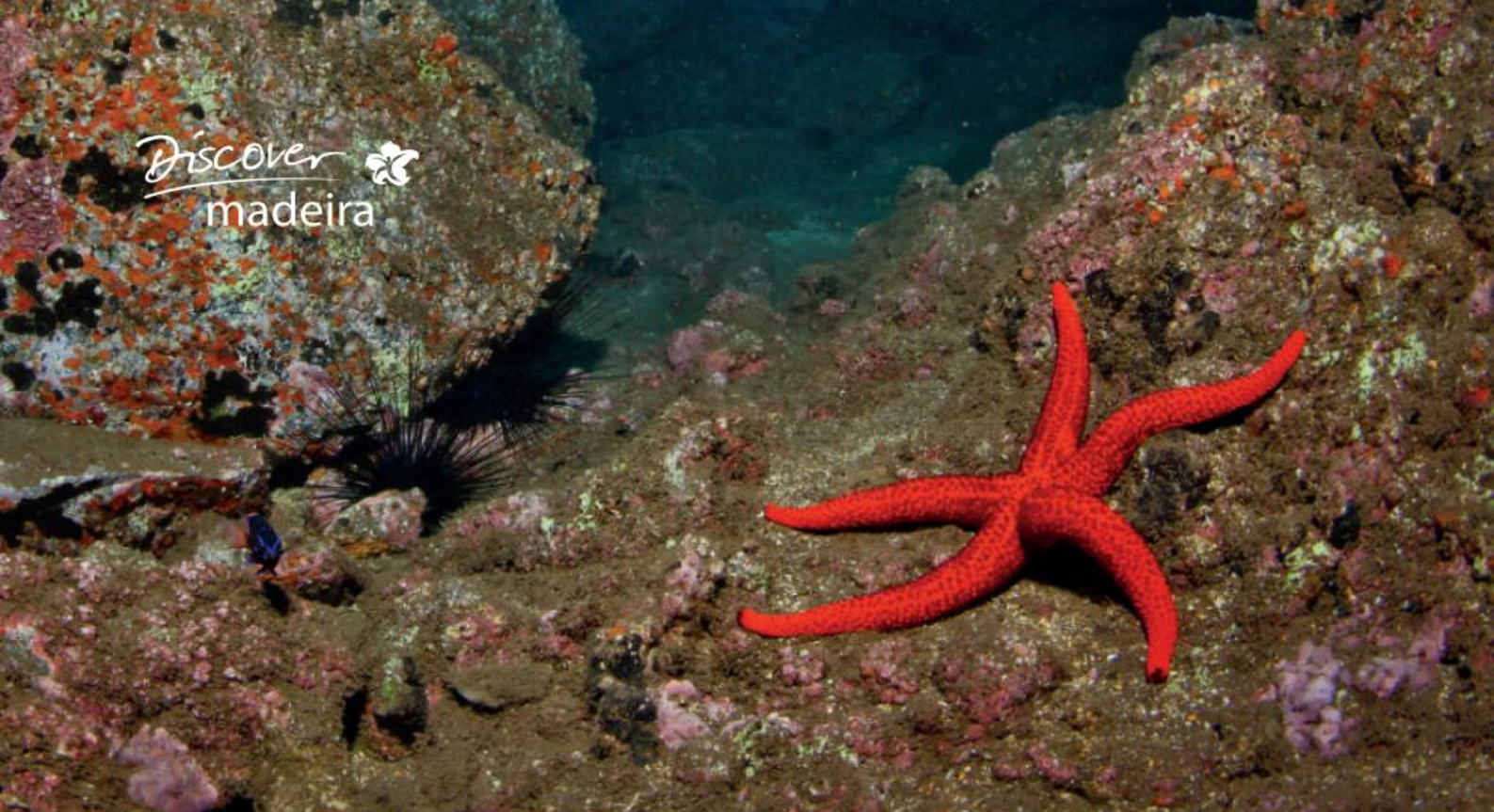
SEA

whale WATCHING

Trips among friends

Surrounded by ocean with a depth of more than 3000 metres, the coast of Madeira Island is the home for very rich fauna ready for you to discover. Here, a boat trip is always made among friends, with numerous surprises and unexpected visitors. If you go to the Ilhas Desertas, for example, you will find a haven for Mediterranean monk seals.

If you prefer to dive in warm water instead, you may cross a migratory route and come face to face with a whale or a friendly dolphin.



DIVING AND SNORKELLING

(NATURE RESERVE)

A new world, ready to be explored

Excellent visibility, a shipwreck transformed into a coral reef, and countless friendly animals make this marvellous "blue world" an irresistible attraction for divers. It is like entering a separate universe, with colours, shapes and treasures that make every minute an incredible experience, to be photographed and shared.

Bring a camera and make good use of the trip. With a water temperature between 18 °C and 25 °C and a mild climate, you don't even have to worry about packing your wetsuit.



SEA



EXPLORING PORTO SANTO

With all its qualities, the island of Porto Santo appears to have been blessed. Its splendid seashore and the beauty of its beach make it a ideal destination for water sports lovers.

SAILING, BOAT TRIPS AND CANOEING

Sailing in the wind

Warm temperatures, clear water, gentle waves ... Here, any boat trip has the right ingredients for us to want it to last forever. Whether by motor boat, sailing boat, rowing boat or canoe, the conditions will always be favourable for discovery, for moments of great pleasure.





SEA



DIVING

Adventures on the seabed

Porto Santo is magnificent on land, but under the waterline it gains a new and even more astonishing dimension. For years divers have named the island as one of the best destinations. And with such beautiful and transparent water, how could they resist?

The most popular site is south of the port, where we can find the wreck of the "Madeirense", which sailed between Porto Santo and Madeira Islands for many decades. Hundreds of divers have already visited this underwater treasure and they all agree that it is an exceptional site.

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SEA

NORTH COAST / NATURAL SWIMMING POOLS

Green on blue

When we see the verdant hills above the deep blue sea, we know that we are in the presence of something really special. On a coast with such incredible places as Porto Moniz, Seixal, São Vicente and Ponta Delgada, São Jorge, Faial and Porto da Cruz, nature shows us how powerful it is and inspires fantastic stories and dreams.

Given the beaches existing on the island, with basalt pebbles, some towns have developed convenient and practical natural swimming pools to facilitate access to the sea. All to provide as many opportunities as possible to experience or explore.

FAJÃ DOS PADRES

A return to the past

Although it is almost inaccessible by land, Fajã dos Padres has a history that dates back to the earliest colonisation of the island of Madeira. Today, we can relive part of its historic past, visiting some of the small restored houses, tasting a delicious malmsey wine while visiting an old winery, or walking the old stone paths between terraces. A return to the past to which nobody can remain indifferent.

In this "bit of land" alongside the inviting clear water of the Atlantic, you can also enjoy a meal of fresh fish or shellfish.

EVENTS/ FESTIVITIES

Madeira and Porto Santo Islands, perhaps to counterbalance their reputation for peace, harmony and tranquillity, spare no efforts in preparing the various celebrations held throughout the year.

Carnival - February

Flower Festival - April/May

Atlantic Festival - June

Madeira Wine Festival - August/September

Columbus Festival (Porto Santo) - September

Madeira Nature Festival - October

Christmas and New Year - December





Madeira



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