



SEA



NATURE








LIFESTYLE

> OFFICIAL WEBSITES

- | <http://www.visitmadeira.pt>
- | madeiraallyear.com
- | <http://www.exploremadeira.pt>

> SOCIAL MEDIA

-  | <http://www.flickr.com/photos/apmadeirapt>
-  | <http://issuu.com/apmadeirapt>
-  | <https://www.facebook.com/visitmadeiraofficial>
-  | <https://www.instagram.com/visitmadeira/>
-  | <http://www.youtube.com/user/APMadeiraPT>

> VIDEOS

- SEA** | <https://www.youtube.com/watch?v=3yhiMCd1F20>
- | <https://www.youtube.com/watch?v=1mFJv2zyYg8>
- | <https://www.youtube.com/watch?v=h7er7ibUTZQ>
- NATURE** | <https://www.youtube.com/watch?v=1rlHn2pXThM>
- | <https://www.youtube.com/watch?v=DBmoBncBwtE>
- | <https://www.youtube.com/watch?v=e7ISQv9tpTY>
- LIFESTYLE** | <https://www.youtube.com/watch?v=D90JEOSpvKU>
- DISCOVER MADEIRA** | https://www.youtube.com/watch?v=2_J1HGGo5k0
- | <https://www.youtube.com/watch?v=JeeZSqVMLmA>
- | <https://www.youtube.com/watch?v=7hRepZUu59s>
- | <https://www.youtube.com/watch?v=Y-KgcCkwhM>
- PORTO SANTO** | <https://www.youtube.com/watch?v=doLDNWdSH28>

> LOGOS

> WHO WE ARE

We are magnificent views, dense and green forests, volcanic mountains, gardens with exuberant flowers, passion fruit flavour and dives in the blue Atlantic Ocean.

We are the perfect destination for those who seek a bluer sky and a brighter sun. We are caring smiles, outstanding hospitality which inspires calm and safety. We are a Portuguese archipelago with 4 groups of islands: Madeira, Porto Santo, Desertas and Selvagens, from which only the two larger islands (Madeira and Porto Santo) are inhabited. The latter are natural reserves that actually reflect their given names (in English, Deserted and Wild, respectively).

> OUR LOCATION

We are located at about 1000 km from the European mainland and about 500 km from Africa and we offer you a lot of activities.

Madeira has 741 km², being 57 km long and 22 km wide. Porto Santo has 42.48 km², being 11 km long and 6 km wide.



> CLIMATE

Madeira's geographic location and mountain orography, provide an amazing mild climate that varies between 25 °C in the summer and 17 °C in the winter, with very mild temperatures and moderate humidity.

Porto Santo's climate is dry and stable, with little thermal variation from season to season, being therefore usual to go to the beach all year around.

[Photos](#)

> HOW TO GET HERE

The most practical and common way to travel to Madeira is by plane and on an airport in which international flights from any large European city are frequent and accessible, with travelling distances that are never very long (an average of 3h/4h). From the portuguese mainland, flights are about 2h long, turning this archipelago into an easily accessible destination.

A more adventurous way to travel is to take a boat and dock in Funchal or Porto Santo ports which are part of the main routes of cruise ships. This way, it is always possible to arrive inside one of this large cruises.

> AWARDS AND DISTINCTIONS

Madeira and Porto Santo islands are nationally and internationally known as a very special place to spend a memorable vacation. Their touristic potential and qualities are reinforced by the renowned distinctions that have been awarded to this destination over the years.

In 2013, 2014 and 2016 Madeira won the award for Europe's Leading Island Destination, granted by World Travel Awards.

In 2015, this same entity awarded Madeira as the World's Leading Island Destination. Also, this destination was considered to be the world's 6th best island vacation destination, a voting held by the world's largest travel site – Tripadvisor – Traveller's Choice Awards.

This was the outcome of the opinion of thousands of tourist from all over the world. This same entity has put Funchal among the best European cities, holding the 6th place in the top 10 for "Europe's Best Destinations on the Rise".

[Distinctions](#)



MEMORABLE EVENTS

Madeira is proud to present a wide list of the most diverse types of events, in which it is possible to enjoy a wide variety of cultural, sports, leisure and popular offers to entertain you. There are several celebrations and a wide entertainment agenda throughout the year.

The main events are:

- CARNIVAL (February /March)

During Carnival you can escape reality, assuming other identity for a day, dressing as another person or character or event attending the parades all over the island. On Saturday, you have the chance to watch or make part of the famous and renowned Allegoric Parade, in which several artists march joyfully and disguised. On Carnival Tuesday, you can join the people of Madeira and enjoy the fun of the traditional Cortejo Trapalhão (Fun Parade), combining the creativity with constant enthusiasm of this season.

[Photos](#)

- FLOWER FESTIVAL (April/May)

This is the time when spring and the season's typical exuberant blossoming are celebrated, being even more intense due to the island's subtropical climate. The archipelago becomes the stage to a sumptuous show, the Flower Festival. In Funchal, dozens of floats, decorated with a variety of flowers, with some of these being typical from the island, parade down the Avenue leaving pleasant scents in the air. Madeira's artists build floral carpets that are exhibited in the streets, and there are shop window decoration contests and several traditional musical performances. This emblematic season is always celebrated with a lot of fun and joy. In addition, it is possible to feel the festive atmosphere and the presence of flowers all over the island.

[Photos](#)

- ATLANTIC FESTIVAL (June):

Atlantic Festival marks the beginning of summer season in Madeira. This festival consists in a number of shows that take place in all four consecutive Saturdays of June, being a pleasant experience for visitors and residents as it combines music and fireworks. Enjoy the shows by the sea in the nice city of Funchal.

[Photos](#)

- WINE FESTIVAL (August/September)

In late August, beginning of September, discover some of Madeira Wine's secrets by attending the celebrations and activities that take place at the Wine Festival. Grape harvest is one of the "must do" experiences, as you can eventually participate and actually harvest some grapes. In this event, you will have the ideal opportunity to taste this renowned wine that delights and dazzles many people.

[Photos](#)

- COLUMBUS FESTIVAL (September, Porto Santo)

In September, Porto Santo holds the Columbus Festival, an authentic historic recreation of the 16th century daily routine, in a time marked by the passage of Cristovão Colombo through the island. Musical concerts, 16th century market, exotic dances, games, street entertainment, exhibitions, parades... stand out among the wide festival agenda. Fun is guaranteed and excitement is a constant. You have many reasons to join the party and be enchanted by that time's typical costumes.

[Photos](#)

- NATURE'S FESTIVAL (October)

This is the most recent event on the annual touristic agenda and aims to inspire visitors to be more active in terms of exploring nature in all its aspects. In the mountains, by air or by sea, the options are many and all people can experience a wide variety of activities that include walks, paraglide, sail and many more.

[Photos](#)

- CHRISTMAS AND NEW YEAR'S EVE FESTIVITIES (December)

December in Madeira is marked by a huge set of festivities. Christmas decorations, street entertainment, festive atmosphere and the amazing fireworks make this season one of the Region's most memorable moments. Experience Madeira's traditions and cultures, combined with local's fun and joy and watch the magnificent fireworks, officially recognized by the Guinness Book of Record as one of the world's biggest fireworks! This is an absolute "must do"!

[Photos](#)



LIFESTYLE

Madeira receives each visitor with arms wide open and offers unique moments that fill their hearts. More than a trip, Madeira is a set of memories.

- ACCOMMODATION

Madeira has a wide variety of high quality accommodation, as the refinement of traditional hotels, the modern hotels and the nice hospitality of rural tourism houses that allow a close contact with nature, and the traditional villas that present a rich cultural heritage. Madeira's archipelago hotel units are known by their quality, and staff professionalism and kindness, providing a unique service to those who visit them.

[Photos](#)

- SECURITY

Travellers are always concerned about safety. Madeira is a safe destination, ideal for family vacation (including children and babies) or holidays with friends. Everything is close by, allowing travellers to experience many stories in few days. It is a calm and peaceful destination, ideal for those who wish to relax and escape their daily routines.

[Photos](#)

- WELLNESS

Is there anything more comforting than a wonderful massage or therapy after hiking in the famous levadas?

SPAs are mostly found in hotels, counting on excellent and modern infrastructures, and highly professional teams and treatments often inspired by the island's natural elements like honey, Madeira wine or the vegetation itself. All of this is prepared in order to turn this visit to the Archipelago into a relaxing trip.

[Photos](#)

- GASTRONOMY

The excellent seafood and fresh fish dishes are a consequence of the proximity to the sea. Dishes like grilled Limpets, Tuna Steaks and Madeira-Style Scabbard Fish Fillets are just some examples of local delicacies. Other “must eat” dish is beef skewer with a bay leaf stick, Fried Cornmeal and the typical Bolo do Caco with garlic butter. Also known are the homemade couscous, the Wheat Soup, the homemade bread kneaded with sweet potato and the Meat marinated with Wine and Garlic. This island’s traditional dessert is Bolo-de-Mel (Honey Cake) and Poncha is the island’s most prestigious drink.

[Photos](#)

- MADEIRA WINE AND EMBROIDERY

Madeira Wine is a typical and distinct wine which can be serve as an apéritif or digestif. It has a unique character that has already conquered many fans all over the world. Madeira wine is a fortified wine with more than five centuries, made in the hillsides and cellars of Madeira Island’s Wine Region.

Madeira’s embroideries reflect centuries of art and tradition having an absolutely stunning quality and thoroughness. Madeira’s embroidery became internationally renowned by attending world exhibitions and due to its recent synergy with the fashion world. Fabrics used are linen, silk, cotton and organdie and article designs use traditional and modern patterns. At the end, after being embroidered, they are marked with the “unique” seal that makes the items even more unique and special.

[Photos](#)

- FUNCHAL

Located in a bay by the Atlantic Ocean, in the south coast of Madeira Island, Funchal is the capital of Madeira’s archipelago. It is a city full of history, cosmopolitanism, culture and entertainment, therefore being the island’s largest touristic centre. Funchal’s name come from fennel (funcho in Portuguese), a wild herb that existed in great amounts back at the beginning of this settlement. Funchal’s municipality is shaped like an amphitheatre and extends over a hill that goes from sea level up to 1818 m of height at Pico do Areeiro.

[Photos](#)

- POINTS OF INTEREST

- Mercado dos Lavradores

Mercado dos Lavradores is one of Funchal’s landmarks located in the city’s historic centre. This market combines Art Deco and Modernism and has the best that the island has to offer: fresh and exotic fruits, beautiful flowers, meat, fish, vegetables and spices all of regional origin.

[Photos](#)

- Carros de Cesto

The basket rides are one of Funchal's most famous attractions and are handcrafted using wicker and wood. These are typical basket rides, led by two men dressed accordingly, providing a different and thrilling ride over a slope that becomes memorable due to its uniqueness.

[Photos](#)

- Old Town

The old town is where creativity is present all over the year by means of dynamization actions that have made this site a stage of opportunities to feel the city. Project Portas Pintadas (Painted Doors) originated in an invitation made to the artistic community with the goal of painting interventions in building doors and façades, turning the streets into an open air art gallery. In addition, there are many restaurants and evening entertainment which turns this part of the city into a unique area to feel and enjoy.

[Photos](#)

SEA

The Archipelago's horizon extends beyond itself. It brings a moment alone with nature and gives us the chance to know Atlantic Ocean's beauty, calm and strength first hand. Its stunning blue almost melts with the sky and offers every visitor an amazing experience with lots to explore.

- MADEIRA'S BEACHES

Madeira has several beaches along the Island with fresh and crystal waters, ideal to spend a relaxed afternoon, dive and feel the nature in all its fullness. Although many of these can already count on accesses to the sea, made to facilitate entering the water, there are some beaches with little human intervention where you can meet the famous "calhau" (pebbles), typical from these beaches. Words are always few to describe places like these.

[Photos](#)

- NATURAL POOLS - VOLCANIC

Porto Moniz and Seixal's natural pools are salt water pools, made by volcanic rocks in which the sea enters naturally. These locate at Madeira island's north coast and have a stunning view over the Atlantic and over the entire coast. In these pools, it is possible to see the green landscapes over the deep blue sea, and therefore enjoy something truly special. This are fine examples of the Madeira's nature magnificence.

[Photos](#)

- SEA ACTIVITIES – ACTIVE TOURISM

Madeira's mild climate allows the practice of all kinds of sports and leisure outdoor activities throughout the year. There are many choices of nautical activities, in full contact with the ocean, among a wide variety that goes from more relaxing activities to more traditional or radical sports.

- Surf e Windsurf

For surf lovers who enjoy big waves, Madeira is becoming an increasingly attractive destination with some of the best world spots, indicated by international surfers that say Madeira is Atlantic's Hawaii. On the other side, the

calmer waters of the island's south coast, with better accesses to the sea, fewer waves and constant winds are an excellent place to practice windsurf.

[Photos](#)

- Stand up paddle

This sport allows the visitor to stay in shape while relaxing his/her mind in the sea enjoying the beauty of the coast. These are the reasons that make Madeira the ideal place to practice stand up paddle surf, given its unique coastal landscapes. Madeira is an excellent site to practice this sport on your own or with your family enjoying the best of nature with your body and soul.

[Photos](#)

- Dolphins and Whale Watching and Boat Tours

Madeira's coast holds a rich fauna ready to be discovered. Its sea bottom is more than 3000 m deep. A boat tour allows you to enjoy many surprises while coming across a whale or a friendly group of dolphins. This way, you can still relax and enjoy a day in the beach in the middle of the Atlantic Ocean.

[Photos](#)

- Diving and Snorkelling

The excellent visibility, a sunk ship turned into a coral reef and several friendly animals, turn this immersive "blue world" into an irresistible attraction for any diver. This can be compared to entering a different universe with colours, shapes and treasures that make each minute an unmatched experience. One of this archipelago's features is the fact that there is a corridor for migratory and epipelagic species. In addition, Madeira has the country's older marine reserves in which there are species of mild and tropical climates, as well as species with continental affinity, giving rise to very special and interesting ecological phenomena. Water temperature (17-24 °C) during the year is also very welcoming.

[Photos](#)

- Canoeing

Canoeing in Madeira Island is fun and thrilling. Despite the fact that there are no rivers or lakes, there is a huge calm sea surface attracting canoeists. If you are a beginner, you can hire a guide to go on a safe tour.

[Photos](#)

- Sport Fishing – Big Game Fishing

In a privileged area with many migratory routes like the Atlantic Blue Marlin and the Bigeye, it is not surprising that some of the world records of this modality were achieved in Madeira, being known as one of the world's best places for sport fishing. Tuna, Albacore, Atlantic Bluefin Tuna, Shortfin Mako Shark, Hammer Shark, Barracuda, Skipjack Tuna, Wahoo and Swordfish are other species you can find in this location.

[Photos](#)

NATURE

Madeira presents amazing living pictures full of colour and movement that will make you want visit the island times and times again.

In addition, its natural area is so diversified and magnificent that you can choose to practice a calmer or a radical activity to raise your adrenaline.

- LAURISSILVA FOREST

One of Madeira's most attractive points is located in its exuberant landscape. Madeira's indigenous forest "Laurissilva" was recognized by UNESCO, in 1999, as a World Heritage Nature Site, being one of the highest points of any trip to this archipelago. Laurissilva Forest is mainly characterized by large-scale trees. Here you can enjoy surprising and breath-taking landscapes full of colour and movement that will stimulate all your senses.

[Photos](#)

- NATURAL PARK

Madeira's natural park was founded in 1982 and is classified as a Biogenetic Reserve in which there are unique fauna and flora. This area extends for 2/3 of the Island. There are always many places to explore. It is possible to visit the Natural Reserves of Desertas and Selvagens, to dive in the Marine Reserves of Garajau, Sítio da Rocha do Navio and in Porto Santo's Network of Marine Protected Areas.

[Photos](#)

- LEVADAS

Levadas are irrigation channels found in Madeira's island. They originate in the need to bring large amounts of water from the island's north side, where there is a high abundance of water, to its south side. They are about 3,000 km long and you can cover them by foot, accessing the heart of the island, where you will encounter breath-taking landscapes. Usually open in the soil, some levadas have torn the rocks over pits, hundreds of metres deep, while others cross the

mountains, from north to south, by means of tunnels, hundreds of metres long. Here you can enjoy the best views and take advantage of the perfect symbiosis between Man and Nature.

[Photos](#)

- GARDENS AND PARKS

Madeira is known not only by its natural beauty, but also by its gardens and parks that show a great diversity of flowers, plants and trees, carefully handled almost like an exhibition. A visit to these gardens demonstrates how nature can exist right at the middle of a city's cosmopolitanism, therefore showing the outcome of the combination between the island's fantastic climate and fertile soils. These gardens and parks arise from a unique combination of factors, therefore being incredibly fascinating.

[Photos](#)

- NATURE ACTIVITIES

Madeira and Porto Santo's mild climate allow the practice of all types of outdoor sport and leisure activities in any season. Choices are diverse, like nautical, terrestrial and aerial modalities that go from a variety of relaxing activities to traditional or more radical sports.

- Canyoning

Madeira is a real canyoning sanctuary with several routes surrounded by green and impressive landscapes, offering an experience being comparison in any season. Regardless of your practice level, canoeing provides you with a radical way to know the heart of the island. You can always count on the help of a guide that will follow you throughout the entire route.

[Photos](#)

- Trail

In Madeira, you can participate in new events that include technical routes in mountain areas with slopes and creeks. Ideal for those who like to overcome their limits. Each route is a challenge without a deadline, where you can enjoy amazing scenarios and constant surprises. Madeira holds three international trail events every year, formed by different routes and expertise levels, being attended by many national and international athletes. These are MIUT – Madeira Island Ultra Trail, Ultra Sky Marathon and Ecotrail.

[Photos](#)

- Walking tours

Madeira turns a walk into much more than a simple route made by foot. This is an intense outdoor experience in which everything is magical and fascinating. To see the most fantastic and surprising landscapes there is nothing better than to make the whole trajectory by foot, crossing the pedestrian trails or walking along the levadas. There are several routes in Madeira. Some of them are easier, for those who simply want to walk and enjoy nature. Others are more demanding, but also stunning due to their exuberance. Jointly they make an overall area of 2000 km to explore.

[Photos](#)

- Bike Tours

Madeira has excellent roads and trails ready to be explored in times of energy, reflection and communion with nature. Do not miss the opportunity to explore enthusiastically explore the island along dirt tracks and in the company of other cyclists.

[Photos](#)

- Jeep Tours

The region's mountains and forests offer unforgettable feelings and unique landscapes extended into the ocean. Off-road has been gaining fans throughout the Archipelago that have experienced memorable exciting moments.

[Photos](#)

- Paraglide

Madeira island's mountains offer excellent spots to take off on paraglider or hand-wings. Jumping into adventure stimulates all kinds of feelings and the view is always breath-taking. If you cannot experience this, there is always the chance of tandem jumps – jumping with a pilot that ensures you experience the adrenaline while being perfectly safe.

[Photos](#)

- Golfing

Madeira and Porto Santo is a popular destination for the eager golf players, being a place of choice to experience the best this sport has to give. Good atmospheric conditions, two excellent golf course and a fantastic environment provide amateur and professional golf players with a challenging game.

[Photos](#)

PORTO SANTO

Porto Santo is the second largest Island of the Autonomous Region of Madeira, having turquoise waters and a very calm atmosphere.

Porto Santo is a small paradise located at a distance of 50 km from Madeira island and is known by its long and beautiful golden sands that extend almost over the whole island. This island provides a calm and relaxing atmosphere, where sand and waters have known therapeutic qualities making them ideal for treating joints, bones and muscles. Porto Santo has an international airport that makes the daily connection between the island and Madeira, with this trip having the duration of 15 minutes. There is also the possibility of travelling by boat, in a ferry named “Lobo Marinho”, which is in fact the most used mean of transportation between Madeira and Porto Santo.

[Photos](#)

- PORTO SANTO BEACH

Its sands extend for more than 9 km. The water is calm, crystal clear and its temperature is mild. This is the reason why Porto Santo is on the map of the most idyllic destinations, having been voted the best dune beach in the contest “7 Maravilhas – Praias de Portugal”. Additionally, beach sands have scientifically proven therapeutic features also helping to accelerate bone fracture recoveries. Its waters high content of iodine, calcium and magnesium also make Porto Santo the ideal place to recover from the lack of body minerals.

[Photos](#)

- WELLNESS

Porto Santo beach stands out due to its carbonated sands, formed by coral, shell and sea urchin sediments. Science has shown that this sand has therapeutic features that help in the treatments of rheumatic and bone disorders, being one of the elements integrating treatments developed by the Centre of Geomedicine of Porto Santo. The island’s sea water is also used for thalassotherapy, due to its high strontium, chromium, iodine content, which are elements beneficial to health. In the same way, the island’s spring water is also rich in components (like sodium bicarbonate) that are essential to human well-being. Treatments offered include stress,

tiredness, fatigue, sedentariness, food deficiencies, intoxications caused by smoking, osteoarthritis, digestive disorders and post-partum recovery, among others.

[Photos](#)

- ACTIVE TOURISM

Porto Santo offers a variety of activities to visitors on vacation. From golf, water sports, diving, sport fishing or event walking tours, there is a great diversity of choice depending on style or preference.

- Diving

Porto Santo is visited for diving lovers for a long time, due to the clarity, good temperature and beauty of its waters. There are several places to practice this activity, however, one of the most wanted locations is in the south area of the harbour. The ship “Madeirense” has sunk in this site in 2000, being an excellent attraction for divers. In 2016, a new artificial reef was created after the corvette “General Pereira D’Eça” has also sunk. This locates in the coastal area of Porto Santo, between the Harbour, by west, and small islands of Cima, by east, in a Protected Marine Area. In Porto Santo, there is a network of protected marine areas, formed by the small islands surrounding the island and the two aforementioned artificial reefs.

- Stand Up Paddle

Porto Santo presents the ideal conditions for the practice of Stand Up Paddle (also known as SUP), therefore providing a relaxing nautical experience. This calm sport is ideal for the whole family.

- Porto Santo’s Golf Courses

Porto Santo offers a 18-hole par 72 course, and a 9-hole par 3 course named ‘Pitch and Putt’, easily finished under an hour. The golf course occupies a wide area providing the players with stunning views over the island’s south and north coasts.

- Other Activities

You can also go on the Jeep/Off-Road Tour in an adventure throughout the island. There are also good atmospheric conditions for the practice of Hang-Glide and paraglide, with good locations to take off, like the peaks, and to land on the beach sand Porto Santo has few mountains, so cycling is also a popular way to explore the island.

[Photos](#)



Discover 
madeira



ASSOCIAÇÃO DE PROMOÇÃO DA
MADEIRA
PROMOTION BUREAU

Associação de Promoção da Madeira

Rua dos Aranhas, nº 24-26
9000-044 Funchal - Portugal

Tel: +351 291 203 420

Fax: +351 291 222 167

E-mail: geral@ap-madeira.pt

Web: www.madeirapromotionbureau.com