



NEWSLETTER

August, 2017

The month of August in Madeira is well-known for its typical popular festivities the "arraiais". Visitors can also choose between the green freshness of the Laurissilva forest on the island of Madeira, or the magnificent warm golden sand beaches of Porto Santo. The warm weather and the sea also provide ideal conditions for water sports.



Madeira Wine Festival 27th of August to 10th of September

The Madeira Wine Festival takes place at harvest time and reflects the socio-economic importance of Madeira Wine to the region, in an event that seeks to revive the traditions of Madeira that date back to the beginning of the island's settlement.

For those who wish to follow the event more closely, the traditional live harvest takes place in the parish of Estreito de Câmara de Lobos and features entertainment from bands and folklore groups and regional cuisine and other living traditions.

The rest of the festival takes place between Funchal, with various entertainment activities and living tableaux, and the Estreito de Câmara de Lobos, with shows and various activities related to the theme of wine. Arriaga Avenue in downtown Funchal hosts a Wine Exhibition and a Pavilion of Knowledge of Madeira Wine, as well as the performances by folk groups.

The European Folklore Week held in the Auditorium of the Municipal Garden is particularly notable, opening the Wine Festival and bringing together Folklore Groups from various parts of Europe.

In Praça do Povo, the Wine Village has been created as a large space dedicated to wine in all its various aspects.

The small stalls of wine producers are also a traditional part of these festivities.



Experience the Columbus Festival in September

Filling the city of Vila Baleira and its beach with the spirit of the sixteenth-century, the Columbus Festival pays homage to the time when the Genoese merchant lived on the island of Porto Santo.

The Festival Programme includes a sixteenth-century fair; a re-enactment of the landing of Columbus and his reception by the island's Captain Donatary; an outdoor banquet; the reconciliation of Columbus with his future father-in-law, Captain Donatary Bartolomeu Perestrelo; attacks on the island by Moorish pirates and Castilian troops; and theatrical performances and constant entertainment from jesters, clowns, buffoons, trampoline gymnasts, street performers, trapeze artists, acrobats and jugglers.

The 16th century market honours the daily life and routines of the period, as rigorous in its historical accuracy as possible, portraying the experience of craftsmen, mule drivers, shop keepers and street hawkers, merchants and sailors, and re-enacting the vicissitudes of war and peace with staged attacks by Pirates along the beach, which this year, takes place between the 14th and 16th of September.



Madeira is awarded with 13 Blue Flags

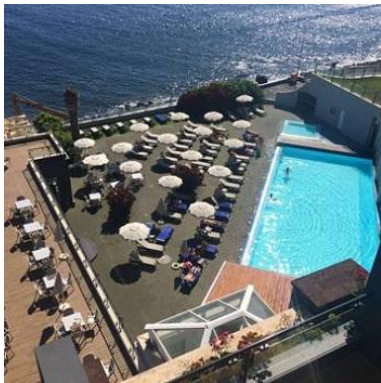
The Blue Flag Association of Europe has accredited thirteen beaches in the Madeira archipelago this year.

The Blue Flag is a symbol of environmental quality that is awarded annually to beaches and marinas that apply and meet criteria such as Water Quality, Environmental Education and Information, Environmental Management and Facilities, and Safety and Services.

The award-winning beaches are distributed across six municipalities, with 5 award-winning beaches in Funchal, the highest number for any municipality in the region.

The Municipality of Porto Santo has three Blue Flag beaches and there are two more in Santa Cruz. The Municipalities of Porto Moniz, Santana

and São Vicente each have one award-winning beach.



Hotel Paul do Mar renovated

The Hotel Paul do Mar, located in Calheta, has undergone general refurbishments with the purpose of remodeling the hotel.

The bulk of the work involved the restoration of the hotel façades, redecoration of its interior spaces (common areas and guest rooms) and, most importantly, the complete restoration of the restaurant terrace, the outdoor garden and the pool area.

The main purpose of this renovation was to combine modernity with comfort, giving the Hotel a more refined atmosphere.

The Hotel is located in one of Madeira's most popular areas for surf lovers and also features the 'One Season' restaurant, offering typical cuisine from Portugal and the region and sea food in particular.