

PORTUGAL   
travel news

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**Special File:**  
Wellness & SPA's

# Madeira & Azores

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## PORTUGAL





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## Back to basics

The democratisation of air travelling has made it easier to travel for all people. Good news to destinations such as Madeira and the Azores, which are insular destinations and therefore depend on air connections for the development of the touristic activity. But that wasn't the only factor to play a part in Tourism over the last few years. Internet has changed the way consumers choose and purchase their travels and has brought new challenges to the touristic destinations: How to attract tourists? How to differentiate from other competitor destinations in an increasingly competitive and global market, and where besides good air connections, fine hotels, high-quality restaurants, amazing beaches, you have to have more. And in Madeira and Azores, the "more" factor is found in something as basic and prime as Nature. Active Tourism has become a key product in the promotion of both destinations, combined with other products such as Health and Wellness Tourism, and also Business Tourism. Madeira and Azores' islands have fine conditions to offer visitors the best nature experiences in a European destination. Pedestrian Tours, diving, canyoning, cetacean observation and much more is available, depending on the destination. Accordingly, the next time you prefer Nature as a factor to choose a destination, remember Madeira and Azores, so close by.

Carina Monteiro - Editor

♦ Porto Bay Hotels & Resorts



♦ Casas Açorianas



Porto Bay Serra Golf

# Porto Bay has a new hotel in Madeira

After the purchase of the Estalagem Serra Golf, the Madeira group now holds six units on the island.



# T

he group Porto Bay Hotels & Resorts has purchased a new hotel in Madeira, the Estalagem "Serra Golf" located in Santo da Serra, next to the golf course. The unit will be named Porto Bay Serra Golf and is part of the category "Quintas da Madeira" (Madeira Farms).

António Trindade, CEO of Porto Bay Group explained the reasons for the achievement of this business: "Nature is the main reason why tourists come to

Madeira and with the new hotel we can offer the mountain and golf products. Besides, we have a high rate of returning guests; therefore, we need to generate new motivations, not only for those usual guests but also for the younger generations that look for active holidays."

The Porto Bay Group purchased the inn from the family of João Carlos Martins, but did not disclose the amount involved. António Trindade assured that the business will not stop other investments already announced by Porto Bay. "We've defined Brazil and Europe as a priority, but we're open to new differentiation opportunities for the group in Madeira." For now, the new unit is closed for renovation and the opening offering 22



rooms is anticipated for next March 18th, a time when some news will be announced, according to Porto Bay. The main house, dating back from the 1920's, was renovated in 1999 and classified as regional heritage and will have a renovated "welcome lounge". The unit also has a game and reading room, gym, book and video library, including a DVD and CD collection that guests can take to their rooms. A new area with a heated covered swimming pool, sauna and massage room make it easy to relax following an active day in the surrounding nature.

The 18 twin bedrooms and 1 single are being redecorated and will have comfortable beds with over-mattresses, duvet cover, heating, DVD player, mini-bar, iPod docking station, tea and coffee facilities, bathrobes, bathroom offering amenities from Rituals brand.

The 2 superior rooms and the suite are located in the main house and have the same amenities, decorated with the traditional style of Madeira's farm-houses, offering a unique, welcoming and refined ambiance. The suite has direct access to the gardens and it contains two bedrooms, a living room with a fireplace, two bathrooms, kitchenette and three TV sets.

Wi-Fi is available all through the hotel, with a fixed terminal and free Wi-Fi access in the welcome lounge.

From the hotel several active programs can be created such as trail and "levada" walking, bike rides, horse riding, among other activities. It is impor-

## The main house, dating back from the 1920's, was classified as regional heritage

tant to draw attention to the fact that the hotel is located next to the country golf course of Santo da Serra. Programs can include the practice of the sport as well as golf clinics and other related events.

Guests staying at Porto Bay Serra Golf can enjoy free access to all public areas, including the swimming pools and other facilities of Resort Vila Porto Mare.





# Porto Bay currently manages ten units, in Madeira, Algarve and Brasil

## From Madeira to the rest of the world

The Porto Bay Hotels & Resorts chain opened its first unit in 1988, and as a mainly regional company from Madeira the Porto Bay group now developed into an international hotel brand.

Porto Bay Hotels & Resorts currently manages 10 units, 1,336 rooms, in Madeira, the Algarve, Rio de Janeiro, Búzios and São Paulo.

The achievement also includes a range of awards that causes Porto Bay Hotels & Resorts to become the most internationally awarded Portuguese hotel group.

## Porto Bay Events

Porto Bay has a new website online: [www.portobayevents.com](http://www.portobayevents.com). The goal of this new project called Porto Bay Events is to "combine and make available for guests of Porto Bay (wholesalers and end customers) information concerning the main events at the destinations where the group is present, as well as hosted and produced events inside the hotels of the group," the company informed PTN.

The promotion of the project is mainly based in this website, which will be launched in four different languages, and will have a unique Porto Bay

Events brochure. For now, Porto Bay Events Madeira is already consolidated, only Algarve and the remaining destinations in Brazil are underway. In the website, customers can see the general schedule of the events, details on each event and their programs, as well as access the photo and video galleries.

For 2012 in Madeira, the hotels of Porto Bay group already have eight events exclusively fashioned for the hotel chain. The week of "Chocolate and Madeira wine", this ended the past week. Next comes "Porto Bay in the Carnival Parade", the "Stars Route", "Floral Carpets", "Italy with Soul", "Classic Cars", "Alma di Vino – Wine Week", "Memories of Madeira" and "Porto Bay Golf Week".

According to Porto Bay: "In the structuring of the agenda we took some care to increase the hosting of events outside the summer period, with the purpose of contributing to the increase of extra motivations to come to Madeira and thus fight seasonability."

Some of the events are new; others have been hosted in previous years but were only advertised close to the date and isolated from each other. "Thus we've created a conceptual package, (Porto Bay Events) that combines what happens not only in the hotels but also in the destination, which is announced beforehand." ■

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## Quintinha de São João

# “Your home in Madeira”



“Your home in Madeira” is the motto of Quintinha de São João, a hotel unit that is different for its tailored service and decoration which recreated the ambiance of a Madeira traditional house.

**B**uilt in the land of the historical farmhouses of Funchal city, in a classical architectonic style and surrounded by beautiful gardens, where we can find centuries-old trees, the Estalagem Quintinha de São João recreates the magical ambiance of the old houses of Madeira.

The careful decoration - especially the antique replicas, the magnificent Portuguese porcelain, the use of the traditional Madeira embroidery - and the excellence of the tailored service, which is a feature of smaller units, are perfectly combined and provide the motto for the unit: "Your home in Madeira".

Located in the residential area of the city and about 1.5 kms from the centre of Funchal, the Inn has magnificent views over the mountain and large property gardens. The 34 rooms are wonderfully decorated, enhancing the use of the traditional embroidery and embeddings from Madeira in a very unique style. The unit has three junior suites (all with a balcony). As well as the standard rooms, the suites have resting areas and are separated but are roomier since there is a small hall just by the entrance. The bathrooms have a bathtub but also a separate shower







# The indoor **swimming pool** was covered and can now **be used** all year round





area, perfect for people with reduced mobility. Lastly, there are also 6 suites (2 have no balcony); all have a living room separate from the bedroom, with an entrance hall and private bathroom.

All rooms and suites are equipped with air conditioning, cable TV, DVD player, mini-bar, direct phone line, safety vault, hair dryer, bathrobes, sofa-bed, over-hang, desk, wooden floors and comfortable sofas.

The restaurant "A Morgadinha", located in a building with old architectural features next to the Inn, offers a wide range of regional and international specialities, the highlight goes to the traditional Goa delicacies, served by friendly and efficient staff in a very enjoyable environment. The piano bar "Vasco da Gama", with a magnificent view over Funchal Bay, is the perfect spot to take pleasure in those relaxing moments, day or night, and to enjoy one of the many specialties prepared by our professionals.

#### New Spa

The target of constant renovation to fulfil the new demand, Quintinha de São João has built a Spa. "The building was created with the existing gardens in mind, thus setting it harmoniously within the surrounding area and allowing guests to enjoy the beauty and therapeutic treatments offered to the fullest," explained the hotel press release. Three treatment rooms (one for couples), relaxation area, water area with a Jacuzzi, Vichy shower, tropical shower, Scottish shower, sauna and hammam, comprise the offer of the Spa.

The changes do not stop here: the first floor of the hotel was transformed to better welcome the new gym equipment. Besides a new out-

door heated swimming pool next to the spa, there is also a relaxation area for sun bathing and a small support snack bar. The indoor swimming pool on the 2nd floor was covered and can now be used all year round. The unit is about 2 kms from the beach area, perfect for guests that wish to experience the refreshing sea water. This is the perfect spot to enjoy all the city and the island have to offer. The hotel also has a bi-daily transportation service available, which in a matter of minutes can take guests to the city centre. Also, a taxi service is available in the reception and public transportation is easily accessible. For guests who prefer to rent a car, the hotel also has a free covered parking area. ■

**This is the perfect spot to enjoy all the city and the island have to offer**

## Four Views Hotels

# Hotels with a view

Including 1,500 beds, the Four Views Hotels is the third largest group in Madeira. The location of its units and the friendliness of its employees dictate the success of this hotel chain.



# T

he Four Views Group was created in 1988, when a group of Madeira's businessmen from different sectors decided to invest in tourism. The first unit of the group, the Monumental Lido Hotel (currently Four Views Monumental) dates back to 1991. Then followed the Oásis Atlantic in 1998 (now Four Views Oásis), and in 2009 the group opened the Four Views Baía, the result of the purchase and renovation of the former

Hotel S. João, with an amazing view over Funchal Bay. Besides this third unit, 2009 was important for the group since it also marked the beginning of the operation under the Four Views brand.

Several reasons substantiate the option for the Four Views name: the owner company is called "Four Views" and the positioning intended is "four star hotels". Besides these factors, it was also necessary to "communicate easily with the foreign market, and the brand had to be easily understood," reasoned Sérgio Costa, general manager of the group. In common the three units have a premium location, much appreciated by the tourists visiting Madeira and also the quality of the services. "The



Four Views Baía ●



● Four Views Monumental





Four Views Oásis



# The Four Views Monumental is located in Lido, the most important touristic area of the city of Funchal

friendliness of our employees has had excellent feedback from our guests," stated Sérgio Costa.

## Four Views Monumental

The oldest hotel in the group, the Four Views Monumental is located in the heart of Lido, the most important touristic area of the city of Funchal. Offering a harmonious interior decoration, privileging the moderate shapes and intense colours, the hotel is divided into 11 floors and offers 168 double rooms, 32 apartments and 62 studios, all with a veranda, and a view over the ocean or the mountain.

All rooms are pleasantly decorated under a functional style and the apartments and studios are equipped with a kitchenette.

The hotel is next to the promenade; it has a view over the ocean and the mountain, furthermore is about 2 km from the city centre, Funchal, the most dynamic in Madeira.

## Four Views Oásis

The Four Views Oásis is located next to the sea in the picturesque village of Caniço, in the eastern part of the island. The hotel embraces the ocean, and is the perfect safe haven for a relaxing holiday in Madeira. With a harmonious decoration under soft colours, the hotel offers 224 rooms, 2 restaurants, 2 bars, outdoor and indoor swimming pool, sauna,

Jacuzzi, Gym and the sea just in front of the hotel. The proximity of the sea and the harmony with the landscape, the fantastic views over the Deserted Islands and Ponta de S. Lourenço, the direct access to the promenade and the careful and varied cuisine options on offer are the main advantages of the unit.

In 2011 the hotel was subject to remodelling under the sustainable tourism motto. The renovation of the 224 rooms was completed, including bathrooms, floors, decoration, beds, and mattresses, outdoor and indoor furniture. The group also built 24 superior rooms with a larger area, full view over the ocean and several amenities.

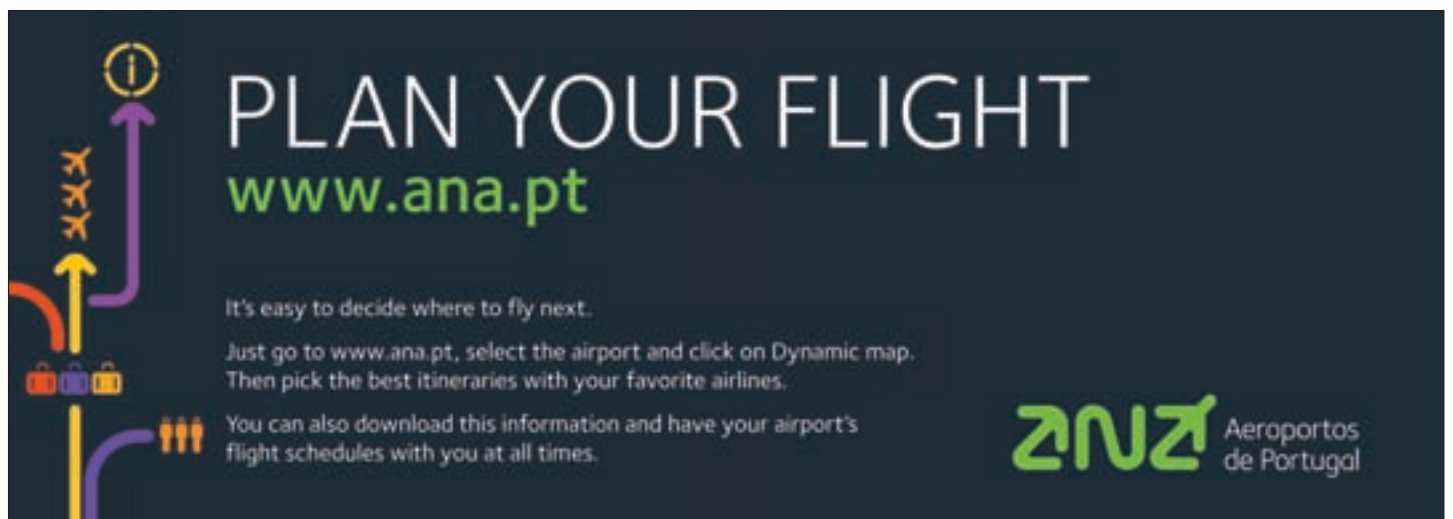
As for the social areas, the restaurants were completely renovated; the main restaurant now includes a show cooking spot "to create a specific entertainment in the area". The restaurant à la carte now has a signature cuisine under the command of chef Octávio Freitas. Whereas the snack bar in the support area next to the pool "was expanded, and now has a covered area, which allows us to open in the evenings to offer Italian cuisine". This was one of the news at Four Views Oásis, the "Trattoria Calhaus Bar & Restaurant". The hotel now also has a Spa.

As for the outdoor areas, the swimming pool has new furniture as well as waves. The facade of the hotel also has new protections in the verandas and was newly painted. The environment and sustainable tourism dictated the rules of this remodelling. In that sense, several thermal solar energy infrastructures were built to heat the water; photovoltaic panels were installed to produce electricity; the water of the local fountain is now reused to fill the WC tanks and water the pavements and gardens; and all lighting uses LED technology. Also, a new chiller uses all the energy produced to heat the water in the whole unit; and new plumbing was set up with the latest isolation materials assuring a fine operation of the network.

## Four Views Baía

The latest hotel to enter the Four Views chain, Four Views Baía, has a view over the bay and the harbour of Funchal city. The 231 rooms including 6 suites and 30 apartments are distributed over the 9 floors. The contemporary and comfortable decoration combined with the unique location make this hotel a fine choice to stay in Funchal.

The unit has a restaurant à la carte, Bay View Restaurant, and two bars, one of the in the swimming pool. Besides the heated water outdoor swimming pool, the hotel also has an indoor heated swimming pool, a Spa and a Fitness Club, as well as meeting rooms. ■



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# Madeira has a new booking website



Madeira and Porto Santo can now count on an accommodation booking and rent-a-car website exclusively for these destinations. The platform began operating last January

**I**t is called hotels4madeira and it is the most recent booking website for Madeira and Porto Santo. The website was created by a local company. The idea was first developed in the end of 2010, as Rita Koch-Fischer de Freitas, one of the founders of the project, explained. "There was a need for a website for Madeira and Porto Santo to promote local tourism outside the country and according to the demands of the market and the appropriate technologies. Hotels4madeira.com is a company located in Madeira, which makes it a unique website," she mentioned.

The spokeswoman explained that the website works as an online accommodation booking and car rental site, using new technologies, new trends, the media and all available independent promotion tools. "The fact that we're a local company makes it easy to maintain and con-





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solidate a fine business and personal relationship with our partners: hotels, villas & apartments, car rental companies and other service suppliers in order to most suitably adapt the diverse offer to the market, all through the website [hotels4madeira.com](http://hotels4madeira.com)," she said. Besides, [hotels4madeira.com](http://hotels4madeira.com) is committed to constant update and user-friendliness of the website through a continuous analysis of the online business and the cooperation of local authorities. "The website is always under continuous development and more features will be available online shortly," she stated. Currently the website is available in Portuguese, English, German, and soon in French.

#### "Safe and reliable" booking

"The booking system is absolutely safe," the responsible guaranteed. "The hotels, accommodation units and rent-a-car companies in the regional market are sold at the prices set by the businesses, no added cost. The players can change the info daily. Customers as well as hotels, units and rent-a-car companies receive the booking immediately and after the request," she explained.


When questioned about the development of the online booking business, in a destination that heavily depends on tourism as Madeira, Rita Kosch-Fischer de Freitas answered that following some market research they reached the conclusion that "online reservations are increasing, also because of spontaneous travel, and the new airlines that fly to Madeira." "Madeira and Porto Santo region, although dependant on tourism, is a



very special destination, with many resources for an amazing holiday, that can compete with other locations," she stated.




According to the founder, "the partners have welcomed the project very well." "Since day one the offers of hotels4madeira.com include several types of accommodation units, from small and independent hotels, inns, haciendas and farmhouses up to 3 to 5-star hotels and several hotels chains, offering domestic and foreign users the opportunity to make a quick reservation to stay in the region, for business or pleasure." ■


**"The website is under continuous development and more features will be available online shortly"**







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Interview with Luísa Schanderl, president  
of the Associação de Turismo dos Açores

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# “The Azores are a unique experience nature destination”

Besides the investment increasingly focused on online marketing, Turismo dos Açores, the official tourism entity, has a new website, [www.visitazores.com](http://www.visitazores.com), which is more than an info platform, it is an interactive and facilitating platform when accessing the commercial channels



► Luísa Schanderl

# H

ow do you assess the behaviour of the external markets for Azores destination in 2011? What are the most important markets?

The external markets have had a positive behaviour since there are until now markets such as Germany with increases in reservations up to 15% for the summer of 2012. The most relevant international markets are Germany, Scandinavia, the Netherlands, the UK, Belgium, the US and Canada.

Which touristic products/brands/destinations can we currently identify in this destination? And which are in most demand?

The Azores are a destination for Active Nature, where besides the unique landscape a collection of touristic products can be found, namely and per order of demand, walks, cetacean observation, swimming with





## The **accommodation** offer is varied with **fine quality** hotels in urban and rural



dolphins, golf, diving, geotourism, bike tours, health and wellness, canyoning, birdwatching, surf, sports fishing, sailing, canoeing, paragliding, horse rides, among others.

In what way have you been making the promotion of the Azores and the tools available for tourists more suitable in a time when web channels and technology are increasingly more important?

Besides the investment to a greater extent focused on online marketing, we have a new website, [www.visitazores.com](http://www.visitazores.com), which is more than an info platform, it is an interactive and facilitating platform when accessing the commercial channels (touristic operators) – “book your trip”.

What perception do you wish tourists to have of the destination?

That this is a unique experience nature destination.

How would you rate the current accommodation offer in the Azores?

The accommodation offer is varied with several fine quality hotels in urban and rural areas, touristic apartments, rural tourism, country houses and guest houses.

As for new infrastructures, what can we expect as support infrastruc-

## The **evolution of the touristic** flow will dictate the **need for** the development of new **infrastructures**

tures for tourism is concerned over the next few years?

The evolution of the touristic flow will dictate the need for the development of new infrastructures. Currently, the Azores have a group of high quality infrastructures that allows tourists to have a unique experience on all levels. Come to the Azores and see for yourself! ■





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## Casas Açorianas

# Feel right at home



◆ Gilberto Vieira

The Casas Açorianas are a rural tourism association that combines over a hundred houses all over several islands of the Azores archipelago. In common these small units have the tailored service, which is unique to family units



**E**stablished in 2001, the Associação de Turismo em Espaço Rural "Casas Açorianas" was created based on an initiative of the houses' owners, who have over the years sought to extend a constant improvement spirit in the services. In 2012 the promotion plan of the Casas Açorianas will be similar to the previous year and includes the contact with the clients and operators, especially, the use of new technologies with an innovative image in combination with tailored contacts, and the attendance at important industry related fairs, especially theme fairs such as Expo.tur 2012 - the first rural and nature tourism fair, which will take place at the same time as the national agriculture fair, in June, in Santarém. The Casas Açorianas were invited to be the national theme of the fair, and will be in spotlight as a real example of organisation and quality. Besides the attendance at the aforementioned fair, the association will also be present in other fairs abroad under a partnership with the regional government of the Azores, the national tourism body and SATA, the





Azores airline, in markets which were already mentioned as being strategic such as Germany, the Netherlands, Spain, France, the UK, the US and Canada. "Despite the niches that were already identified, we'll continue a survey work for operators that have a portfolio of customers and who are especially interested in the quality and uniqueness we have to offer," explained Gilberto Vieira, spokesman for Casas Açorianas. The website of the association was also subject to deep structuring. "The website, under a new image and layout that clearly convey our message besides making it possible to use other very important and necessary features, now presents a renewed and suggestive image, and is already one of the most visited and info requests touristic websites of the

Azores." In 2011 despite the retraction of the tourism movement in the Azores, "In this market segment, Rural Tourism, where the Azores have a growing authenticity and quality image, the levels of occupancy have not been that much affected by the unfavourable scenario," he told us. "Mostly a result of the presence of Casas Açorianas in the major Internet search engines, based in specific countries, there was a remarkable increase of visitors from Germany, France, Italy and the Netherlands," the spokesman added. Also in 2011 the association developed. "Last year we've had some additions to our association and we know some more wish to join, exist-





ing units and new projects, whose businessmen look for information in our organisation and manifest the will to become members, because they recognise the repute and the serious work developed by Casas Açorianas to promote tourism in rural and nature areas, one that is authentic and credible, essential factors to attract interesting and interested visitors. A key factor for the recognition of the members of Casas Açorianas as guaranteed quality units is the excellence rating process that the members undergo each year, from an independent entity, which increases the degree of demand and guarantees customers a unique experience," stated Gilberto Vieira.

#### VI Bienal de Turismo em Espaço Rural – AZORES NATUR

This year the Casas Açorianas will host the VI Bienal de Turismo em Espaço Rural – Azores Natur, a biennale dedicated to rural tourism, next April 18th-21st, in S. Jorge Island.

This is an initiative of the regional governmental body for tourism in the Azores, under a partnership with the Associação de Turismo em Espaço Rural - Casas Açorianas.

"The aim of this forum is to debate the potential and associated problems of the differentiated segment of touristic activity. This is an extremely important event to assess the current situation of rural tourism, a vital element in nature tourism, for which the Azores have privileged conditions, where all agents involved have been investing strongly," Gilberto Vieira declared. ■

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## Hotéis Bensaude



# The art of welcoming

The hotel chain Bensaude is one of the oldest in Azores. The group currently has eight units in S. Miguel, Terceira and Faial Islands

**T**he Bensaude Hotels are in Azores since the opening of Terra Nostra Garden Hotel in 1935, the first hotel in the Azores. Since then the "Bensaude Turismo has been developing efforts for its hotels units to be considered as a reference in the island market," mentioned Marta Soura Pires, commercial and marketing manager of the company. Today the Group holds a quite significant and varied accommodation offer in the Azores, and has units in S. Miguel, Terceira and Faial Islands, in a total of 8 units in the region, plus Açores Lisboa Hotel, located in Lisbon. The main goal of Bensaude Hotels is "to provide guests with the best

# The Azores islands are truly unique, with numerous touristic attractions and varied regional products

Azores experience through a varied offer, and continuously valuing the product and the service for our guests," stated Marta Soura Pires. The head manager explained: "The respect for Nature is also attained through our activities related to the environment that surrounds us, and in that sense we work to protect the environment. A proof of that is the recent environmental certification renovation of our hotels, namely Terceira Mar Hotel and Hotel Marina Atlântico. We believe that the Azores should preserve in the future the excellence and environmental sustainability. The Azores islands are truly unique, with numerous touristic attractions and varied regional products, which the hotels have advertised under a partnership with local suppliers. In a time when



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# The main goal of Bensaude Hotels is to provide guests with the best Azores



there aren't that many pristine places in the world, the Azores islands provide at the same time a sense of tranquillity and rapture like no place else, and Bensaude Hotels wish to prolong the comfort the destination demands and are special for their location and attention to the guests."

## 2012: Reinforcement of the traditional markets and investment in new ones

The main markets of Bensaude Hotels in the Azores are the domestic market, in the vast majority from the Portuguese mainland, and the Scandinavian countries, Germany, the UK, the Netherlands, the US and Canada. In 2012, the chain wishes to reinforce the promotion of the international markets through the presence in more workshops and door-to-door actions in the several markets that are considered strategic. And additionally to support several fam trips to the destination,







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offers 129 bedrooms and 32 luxury suites. Cuisine is excellent, and the Four Seasons Grill Restaurant one of the best in the area.

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The Hotel has recently opened the Estoril Wellness Centre, including a Banyan Tree SPA and a Thermal Clinic.

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from several strategic markets as well as some emerging markets such as Russia, Eastern Europe countries and Brazil.

In 2011, the group has managed in the Azores to maintain the occupancy rates compared to 2010, however, there was a decrease in the weight of the Portuguese market offset by an increase in overnight stays from foreign markets. "We believe this trend will continue in 2012. And it is in fact difficult to predict the impact of the economic recession, but we hope that the Portuguese prefer local tourism, and let's not forget that the Azores are a Portuguese destination that many people don't know, and will surely be surprised with its beauty and authenticity. We also predict contrarily an increase in the weight of the international markets, since the German, American, Canadian and Spanish touristic operators are reinforcing their operation for the Azores, and operations in new markets such as Poland and Belgium will arise," the head manager concluded. ■

**In 2012, the chain wishes to reinforce the promotion of the international markets**

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Interview with Raquel Valente,  
Marketing Manager at Hotéis Real Group

# Hotéis Real invest in health and wellness sector

The Portuguese group Hotéis Real, offering 9 hotels, has carried out a constant investment in the Fitness and Spa area. In 2010 the group equipped the suite of Real Villa Itália Hotel & Spa in Cascais with a Technogym training system and in 2011 it announced a partnership with the Escola Superior de Hotelaria e Turismo do Estoril (ESHTE), for a post-graduation in Health and Wellness Facility Management - Spas.



◆ Raquel Valente

# T

he group Hotéis Real has been investing in this sector lately. What is the relevance of the wellness & spa facilities in your hotels?

We consider this Wellness and Spa sector vital for the development of the group, and it is a key sector in the investment. Spas are clearly an asset in our hotels with very differentiating features not only on the level of the techniques used (as is the case of the Thalassotherapy circuits at Grande Real Villa Itália, in Cascais, and Grande Real Santa Eulália, in Albufeira, in the Algarve), but also the service offered to our guests. Currently we already perceive a return and retrieval of that same investment, and this sector unarguably contributes to the global revenue of our hotels. Still we consider that the development potential is very significant and the





## “We consider **Wellness and Spa** sector vital for **the development of the group**”



trends of the sector are a mirror of this reality: people are increasingly more concerned about their health and wellness, and the demand for such facilities has increased dramatically. Therefore we are investing in the differentiation in terms of the treatments available and want to respond to the needs of our guests and the market trends in an increasingly effective way.

**Do you consider those facilities are an important part to sell the rooms? Do these facilities carry some weight in the purchase decision?**

Our Wellness and Spa areas are unarguably the marketing boost for the accommodation units, and the Group wished to develop that correlation. An example of that is the constant presence of the Spa in the communication material of the hotels, not only for the institutional communication but also the in-house communication with guests, and in a more expanded scenario such as the names of the units, which include Spa in the name, for example, the Grande Real Villa Itália Hotel & Spa. On the other hand, we invest greatly in the communication of the Spa products, in our campaigns and promotions, and in the marketing of Premium channels where the Spa is a vital added value.

**Which are the trends in the demand for such facilities? What do customers mostly look for?**

We currently observe an increase in demand for treatments and pro-

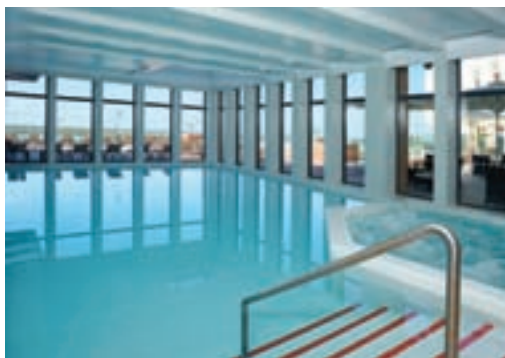
grams that have scientifically proven results and benefits. Customers are more aware and like to know that the service they're purchasing brings effective results: we speak not only in scientific terms but also in terms of recreation and relaxation. The credibility of our services and efficiency of our treatments is therefore the basis of the work in the Spas of the Group. On the other hand, customers look for differentiating services adapted to the specificities of each location. In that aspect, we know that our units have a great proximity with the surrounding communities. In the signature treatments, for example, many times local products are included to achieve certain results. In the case of Hotel Real Marina, the Spa often uses the fleur de sel in the signature treatments (an ingredient unique to Ria Formosa in Olhão, one of the 7 Wonders of Portugal). This is a very thin layer of salt crystals that is formed in the salt evaporation ponds and which, when applied in treatments, provides a deeper skin cleanness through exfoliation with a very pronounced re-mineralising effect. The alignment among types is also interesting, if in the old times women were the main target for Spas, now there is a growing trend for men to feel more worried with their health and wellness.

**What is the partnership of Grande Real Villa Itália with the ESHTe for a post-graduation course in Health and Wellness Facility Management – Spas?**

This innovative partnership is another evidence of the importance of the



Spa segment for our group. The joint venture between Grande Real Villa Itália and CESTUR is a pioneer project that allows post-graduate students to directly experience the operation in a Spa and how it is managed. Therefore, the hands-on classes of the course are taught in the Spa of the Hotel, which is considered of the best Thalassotherapy spas in the world. The course thus has an extremely practical side to provide the direct contact with the reality of a Spa environment. Until now the results have been very positive and we want to maintain the partnership or even extend it to other fields such as the recruiting of human resources for our Spa. As a Group we fully believe in the complementarity that can arise in terms of training resources between the universities and the Spas. ■



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Opinion - Melchior Moreira  
President of Entidade Regional de Turismo  
do Porto e Norte de Portugal

# The North of Portugal invests in Health and Wellness Tourism



➔ Melchior Moreira

The thermal product, with a century-old history that developed as a touristic product, is a highly regulated activity subject to rigid controls which are in their own right a guarantee of the quality of the services

**T**

he Health and Wellness Tourism is one of the touristic products identified as strategic by the National Strategic Plan for Tourism (PENT), specifically for the Portuguese northern region. This is an emerging product whose growth has been based, on one hand, on the requalification and modernisation of the thermal springs and, on the other hand,

on the increase of touristic ventures with spa infrastructures.

The thermal product, with a century-old history that developed as a touristic product, is a highly regulated activity subject to rigid controls which are in their own right a guarantee of the quality of the services rendered, the safety of the use and the technical professionals in human resources.

On the contrary, the activity of the spas (inside or outside touristic ventures) is not subject to any regulation or standard regarding licensing, installation and working conditions, a factor that not only allows for the existence of disloyal competition among the spas and between the spas

# The Health and Wellness Tourism was identified as strategic for the Portuguese northern region

and thermal springs, with the same target-customers, but also makes it difficult to guarantee customers/tourists the quality and safety of the services.

Also, the positioning of Porto and the Northern Region as a wellness destination entails the availability of a regional health and wellness offer to fulfil the needs of the tourists that usually seek this product (domestic or foreign), and not all self-appointed structures "& Spa" fully qualify for this demand.

In this context, and given the concerns of the vast majority of hotel and spa managers in the region, the official entity has the role of coordinat-

ing a group effort that allows for the establishment of minimum requirements concerning quality to be fulfilled by the spas in touristic resorts, so as to be accepted by the offer and recognised as a quality assurance. The expert team that comprised the "Manual de Boas Práticas para Spas em Empreendimentos Turísticos" (a best practice manual for spas in touristic resorts) included reference hotel units in the northern region, which was assisted in matters that surpasses their capabilities by other entities and bodies that are responsible for the development of the Health and Wellness Tourism, where Turismo de Portugal is one of them. Its content was developed with the national and international best practices in mind, and was based on the national thermal springs legislation and the "Manual de Boas Práticas da Associação das Termas de Portugal", thus guaranteeing its consistency on the level of the Health and Wellness Tourism as a whole. The aim was for the identical practices and treatments to be subject to identical quality requirements (except for those directly connected to the use of natural mineral water).

The final result of this work was published by the official body Turismo do Porto e Norte de Portugal. The aforesaid manual is therefore a support tool for units in activity and potential investors that wish to be part of the regional offer, and also for agents who are responsible for the design, licensing and supervision of the spas in touristic resorts.

We hope that this is the first step for the effectiveness of a national legislation to create strength and efficiency. And we will do everything in our power to make the quality of the offer a principle which is considered essential by all as a path for national and international prestige of the touristic destination of Porto and the Northern Region. ■



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Vip Grand Lisboa Hotel & Spa *****	Lúcia Piloto Spa	<a href="http://www.viphotels.com">www.viphotels.com</a>	<a href="mailto:sales@viphotels.com">sales@viphotels.com</a>
Pestana Palace Hotel *****	Pestana Spa by Malo Clinic	<a href="http://www.pestana.com">www.pestana.com</a>	<a href="mailto:palace@maloclinicspa.com">palace@maloclinicspa.com</a>
Corinthia Hotel Lisbon*****	MALO Spa at Corinthia	<a href="http://www.corinthiahotels.com">www.corinthiahotels.com</a>	<a href="mailto:malospa@corinthia.pt">malospa@corinthia.pt</a>
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Blue&Green Tróia Design Hotel*****	Blue&Green Spa	<a href="http://www.troiadesignhotel.com">www.troiadesignhotel.com</a>	<a href="mailto:info@troiadesignhotel.com">info@troiadesignhotel.com</a>
The Hotel Camporeal*****	DiVine Spa	<a href="http://www.camporeal.pt">www.camporeal.pt</a>	<a href="mailto:spa@camporeal.pt">spa@camporeal.pt</a>
Praia D'El Rey Golf & Beach Resort*****	Atlantic Coast Health Club & SPA	<a href="http://www.praia-del-rey.com">www.praia-del-rey.com</a>	
Vila Galé Ópera****	Health Club	<a href="http://www.vilagale.pt">www.vilagale.pt</a>	<a href="mailto:opera.reservas@vilagale.pt">opera.reservas@vilagale.pt</a>
Vila Galé Ericeira****	Satsanga Ericeira	<a href="http://www.vilagale.pt">www.vilagale.pt</a>	<a href="mailto:satsangaspas.ericera@gmail.com">satsangaspas.ericera@gmail.com</a>
Your Hotel & SPA***	SPA	<a href="http://www.yourhotelspa.com">www.yourhotelspa.com</a>	<a href="mailto:reservas@yourhotelspa.com">reservas@yourhotelspa.com</a>

## Try These... at Centre of Portugal

<b>TERMAS/ Spas</b>	<b>Website</b>	<b>E-mail</b>
Termas de Monfortinho	<a href="http://www.ohotelsandresorts.com">www.ohotelsandresorts.com</a>	<a href="mailto:termasmonfortinho@ohotelsandresorts.com">termasmonfortinho@ohotelsandresorts.com</a>
Termas da Ladeira de Envidos	<a href="http://www.unicer.pt">www.unicer.pt</a>	<a href="mailto:termas@unicer.pt">termas@unicer.pt</a>
Termas de Luso	<a href="http://www.sociedadeagualuso.pt">www.sociedadeagualuso.pt</a>	<a href="mailto:termas@agualusa.pt">termas@agualusa.pt</a>
Termas da Curia SPA Resort	<a href="http://www.termasdacuria.com">www.termasdacuria.com</a>	<a href="mailto:reservas@termasdacuria.com">reservas@termasdacuria.com</a>
Termas de Vale da Mó	<a href="http://www.cm-anadia.pt">www.cm-anadia.pt</a>	<a href="mailto:geral@cm-anadia.pt">geral@cm-anadia.pt</a>
Termas Sulfurosas de Alcafache & Spa Termal	<a href="http://www.termasdealcafache.pt">www.termasdealcafache.pt</a>	<a href="mailto:geral@termasdealcafache.pt">geral@termasdealcafache.pt</a>
Termas do Carvalhal	<a href="http://www.termasdocarvalhal.com">www.termasdocarvalhal.com</a>	<a href="mailto:geral@termasdocarvalhal.com">geral@termasdocarvalhal.com</a>
Caldas da Cavaca	<a href="http://www.caldasdacavaca.pt">www.caldasdacavaca.pt</a>	<a href="mailto:geral@caldasdacavaca.pt">geral@caldasdacavaca.pt</a>
Caldas da Felgueira - Termas e SPA	<a href="http://www.termasdafelgueira.pt">www.termasdafelgueira.pt</a>	<a href="mailto:termas@termasdafelgueira.pt">termas@termasdafelgueira.pt</a>
Caldas de Sangemil	<a href="http://www.termasdesangemil.com">www.termasdesangemil.com</a>	<a href="mailto:termasdesangemil@cm-tondela.pt">termasdesangemil@cm-tondela.pt</a>
Centro Termal de S. Pedro do Sul	<a href="http://www.termas-spsul.com">www.termas-spsul.com</a>	<a href="mailto:geral@termas-spsul.com">geral@termas-spsul.com</a>
Termas de Monte Real and Spa	<a href="http://www.termasdemontereal.pt">www.termasdemontereal.pt</a>	<a href="mailto:geral@termasdemontereal.pt">geral@termasdemontereal.pt</a>
Quinta das Lágrimas – Bamboo Garden Spa****	<a href="http://www.quintadaslagrimas.pt">www.quintadaslagrimas.pt</a>	<a href="mailto:res@quintadaslagrimas.pt">res@quintadaslagrimas.pt</a>
Meliã Ria Hotel & Spa - El Spa****	<a href="http://www.meliaria.com">www.meliaria.com</a>	<a href="mailto:melia.ria@solmeliaportugal.com">melia.ria@solmeliaportugal.com</a>
Montebelo Viseu Hotel & Spa****	<a href="http://www.montebeloviseu.pt">www.montebeloviseu.pt</a>	<a href="mailto:reservasmontebelo@visabeiraturismo.com">reservasmontebelo@visabeiraturismo.com</a>
Pousada de Viseu - Spa	<a href="http://www.pousadas.pt">www.pousadas.pt</a>	<a href="mailto:rececao.viseu@pousadas.pt">rececao.viseu@pousadas.pt</a>
Hotel Lusitano - Puro Spa****	<a href="http://www.hotellusitano.pt">www.hotellusitano.pt</a>	<a href="mailto:info@hotellusitano.com">info@hotellusitano.com</a>
H2otel - Aquadome****	<a href="http://www.h2otel.com.pt">www.h2otel.com.pt</a>	<a href="mailto:centraldereservas@naturaimhotels.com">centraldereservas@naturaimhotels.com</a>

## Try These... at Alentejo

<b>Hotel</b>	<b>SPA</b>	<b>Website</b>	<b>Email</b>
Herdade da Malhadinha Nova	Spa	<a href="http://www.malhadinhanova.com">www.malhadinhanova.com</a>	
Hotel Convento do Espinheiro****	Diana Spa	<a href="http://www.conventodoespinheiro.com">www.conventodoespinheiro.com</a>	<a href="mailto:spa@conventodoespinheiro.com">spa@conventodoespinheiro.com</a>
L'AND Vineyards*****	Vinothérapie ® Spa	<a href="http://l-andvineyards.com">l-andvineyards.com</a>	<a href="mailto:reservas@l-and.com">reservas@l-and.com</a>
Hotel Clube de Campo Vila Galé	Satsanga Clube de Campo	<a href="http://www.vilagale.pt">www.vilagale.pt</a>	<a href="mailto:satsangaspa@gmail.com">satsangaspa@gmail.com</a>
Hotel M'Ar de Ar Aqueduto *****	Spa M'AR De AR	<a href="http://www.mardearhotels.com">www.mardearhotels.com</a>	<a href="mailto:reservas@mardearhotels.com">reservas@mardearhotels.com</a>
Termas de Cabeço de Vide – Sulfúria			
Termas de Nisa – Ternisa		<a href="http://www.termasdenisa.pt">www.termasdenisa.pt</a>	<a href="mailto:ternisa@gmail.com">ternisa@gmail.com</a>



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8125-615, Portugal  
Tel (+351) 289 304 000  
[sales.vilamoura@hilton.com](mailto:sales.vilamoura@hilton.com)



## Try These... at Oporto and North

Hotel	SPA	Website	Email
The Yeatman****	The Caudalie Vinotherapie® Spa	www.the-yeatman-hotel.com	reservations@theyeatman.com
Solverde Spa & Wellness Center****	Spa & Wellness Center	www.solverde.pt	hotelsolverde@solverde.pt
Aquafalls Spa Hotel Rural****	Spa by Sisley Cosmetics	Www.aquafalls.pt	info@aquafalls.pt
Sheraton Porto Hotel & Spa****	The SPA	www.sheratonporto.com	sheraton.porto@sheraton.com
aquapura douro valley****	Spa	www.aquapurahotels.com	aquapuradouro@aquapuradouro.com
Axis Viana Business Spa & Hotel****	Axis Wellness Fitness & Spa	www.axishoteisegolfe.com/viana	reservas@axisviana.com
Monte Prado Hotel & Spa****	River Spa	www.hotelmonteprado.pt	hotelmonteprado@casais.pt
Hotel Flôr de Saí****	Spa	www.flordesa.com	reservas@hotelflordesa.com
Hotel & Spa Alfândega da Fé****	Spa	www.spahotelalfandega.com	info@spahotelalfandega.com
Penafiel Park Hotel & Spa****	Spa Sensations	www.penafielparkhotel.com	geral@penafielparkhotel.com
água hotels Mondim de Basto****	SPA & Wellness Center	www.aguahotels.pt	geral@aguahotels.pt
Casa Branca Beach & Golf Hotel****	Health Club and Spa	www.casabranca.com	info@casabranca.com
Douro Palace Hotel & Spa****	Douro Palace SPA	www.douropalace.com	reservas@douropalace.com
Axis Porto Business & Spa Hotel****	Axis Wellness Porto Spa	www.axishoteisegolfe.com/porto	reservas@axisporto.com
Villa C – Hotel & Spa****		www.villachotel.com	geral@villachotel.com
Santana Hotel****	Santana SPA	www.santanahotel.net	geral@santanahotel.net
Hotel de Guimarães****	Health Club & Spa	www.hotel-guimaraes.com	hg@hotel-guimaraes.com
Praia Golfe Hotel****	Praia Golfe Spa	www.praiagolfe.com	reservas@praiagolfe.com
Pousada do Porto-Palácio do Freixo	Spa	www.pousadas.pt	pousada.porto@pousadas.pt
Hotel do Templo****	Spa	www.hoteisbomjesus.pt	templo@hoteisbomjesus.pt
Termas de São Jorge		www.termas-sjorge.com	info@termas-sjorge.com
Termas do Gerês		www.aguasdogeres.pt	geral@aguasdogeres.pt
Termas de Monção		www.tesal.com	tesalmoncao@tesal.com
Termas de Caldelas		www.termasdecaldelas.com	mail@termasdecaldelas.com
Termas de Chaves		www.termasdechaves.com	geral@termasdechaves.com
Termas de São Vicente		www.termasdesaovicente.pt	reservas@termasdesaovicente.pt
Termas das Caldas da Saúde		www.caldas-da-saude.pt	termas@caldas-da-saude.pt
Termas de Arêgos			termasdearegos@clix.pt
Termas das Taipas		www.taipasturitermas.pt	geral@taipasturitermas.pt
Termas de Entre-os-Rios		www.inatel.pt	cf.erios@inatel.pt



## Try These... at Madeira

Hotel	SPA	Website	Email
Choupana Hills Resort & Spa*****	Wellness&Spa	www.choupanahills.com	info@choupanahills.com
CS Madeira Atlantic Resort*****	Sea Spa	Www.cs-madeira.com	bookings@cshotelsandresorts.com
Pestana Carlton Madeira*****	Venus Health Spa	www.pestana.com	reservas.portugal@pestana.com
Pestana Casino Park*****	Pestana Spa by Malo Clinic	www.pestana.com	reservas.portugal@pestana.com
Pestana Grand*****	Phytomer Spa	www.pestana.com	reservas.portugal@pestana.com
Pestana Porto Santo*****	Pestana Spa by Malo Clinic	Www.pestana.com	portosanto@maloclinicspa.com
The Vine Hotel*****	The Vine Spa	www.hotelthevine.com	info@hotelthevine.com
Reid's Palace*****	Reid's Palace Spa	www.reidspalace.com	reservations@reidspalace.com
Tivoli Madeira*****	Thalassothy's SPA	www.tivolilisboa.com	recepcaospa.htma@tivolihotels.com
Meliã Madeira Mare*****	Spa Malo Clinic	www.madeira-portugal.com	meliamadeiramare@maloclinicspa.com
Quinta da Casa Branca*****	Health Club and Spa	www.quintacasabranca.pt	estalagem@quintacasabranca.pt
Four Views Oásis****	Spa	www.monumentallido.com	
Pestana Promenade****	Spa	Www.pestana.com	reservas.portugal@pestana.com
Calheta Beach****	Wellness Facilities	www.calheta-beach.com	online_reservations@calheta-beach.com
Jardim Atlântico****	Vital Center	www.jardimatlantico.com	info@jardimatlantico.com
Riu Palace Madeira****	River Stone	www.riu.com/pt/home.jsp	
Vila Galé Santa Cruz****	Satsanga Santa Cruz	www.vilagale.pt	satsangaspa.madeira@gmail.com
Vila Baleira Thalassa****	Baleira Thalassa & Spa	www.vilabaleira.com	sales.vilabaleira@ferpinta.pt
Porto Santo & Spa****	Spa	www.hotelportosanto.com	info@hotelportosanto.com

## Try These... at Azores

Hotel	SPA	Website	Email
Furnas Spa Hotel****	Thermal Spa	www.furnasspahotel.com	reservas@furnasspahotel.com
Royal Garden Hotel****	Spa	www.investacor.com	

# Travel Trade Agenda 2012

Date	Event	Local	Website
JMAR 7 - 12	ITB BERLIN 2012	BERLIN, GERMANY	WWW.ITB-BERLIN.COM
MARCH 21 - 24	MOSCOW INTERNATIONAL EXHIBITION TRAVEL & TOURISM	MOSCOW, RUSSIA	WWW.MITT.RU/EN/
MAR 23 - 25	LE SALON DU RANDONNEUR	LYON, FRANCE	WWW.RANDONNEE.ORG
APRIL 20-22	LATO	WARSAW, POLAND	WWW.TARGILATO.PT
APRIL 21-25	INTERNATIONAL POW WOW	LOS ANGELES, CALIFORNIA	WWW.USTRAVEL.ORG
MAY 18-20	MOSCOW INTERNATIONAL TRAVEL FAIR	MOSCOW, RUSSIA	WWW.MITF.RU
MAY 22 - 24	IMEX 2012	MESSE FRANKFURT, GERMANY	WWW.IMEX-FRANKFURT.COM
SEP 16 - 18	GOLF EUROPE 2012	MUNICH, GERMANY	WWW.GOLF-EUROPE.COM
OCT 17 -21	HOSTELCO EXPO	BARCELONA, SPAIN	WWW.HOSTELCO.COM
NOV 27 - 29	EIBTM	BARCELONA, SPAIN	WWW.EIBTM.COM



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