



SECRETARIA REGIONAL DO TURISMO E CULTURA

Madeira

The Madeira Archipelago is situated in the North Atlantic at about 700 kilometres from the African coast and about 1000 kilometres from Lisbon, on almost the same line of latitude as Casablanca and very near the Straits of Gibraltar.

The entire Madeira Archipelago is made up of the islands of Madeira, Porto Santo and the Desertas. The group was named after the most important island, which not only derives its importance from its greater size but also from its extraordinary riches.

This island was named Madeira because of the dense forests which covered the entire island.

Because of different specific conditions the climate offers unusual conditions, a great climatic equilibrium prevailing throughout the year. Because of this unusual oceanic temperate climate, with very mild summers and winters the rather small thermal range generally does not exceed 7° C.

The sea water temperature remains between 18 and 20° C throughout the year.

Geographical Situation — Latitude 32° 38' N — Longitude 16° 54' W.

Distances — 978 km South West of Lisbon — 545 km from Cape Djouchi in Africa — 433 km from Tenerife.

Dimensions — Length Max. 57 km — Width 22 km — Area 741 km².

Max. Altitude — Pico Ruivo 1861 m.

Origin — Volcanic.

Population — Approximately 280 000 inhabitants. Density 440/km².

Capital — City of Funchal — population 100 000 inhabitants.

A paradise of flowers and trees, an island of gentle summers and mild winters

Madeira is a unique combination of extraordinary scenery and good climate. Practically the whole of the island of Madeira has beautiful scenery and together with the island of Porto Santo with its contrasting beauty we have a truly singular offer.

The «poios» or agricultural terraces which climb up the slopes, the dense forests, the







pleasant streams (ribeiras), the soaring peaks, the mountain, ranges the steep cliffs rising out of the sea... all contribute to give the visitor a constant variety of spectacular scenery. However because of its exceptional climate, other plants from various parts of the world have come to enrich the local flora. In order to only quote a few, it is easy to find the *Chorisia speciosa* («sumaúma») from South America which is covered in beautiful flowers in the Winter as well as the «Manhã-de-Páscoa» (*Euphorbia pulcherrima*) with its dazzling red leaves originating in Central America. We also have many other species which came from Africa or some other Atlantic coast such as the jacaranda with its voluptuous deep blue flowers in Spring, the tipuana with its yellow flowers, the multiple-coloured buganvillea or the several varieties of begonia. Even the abounding hibiscus which appears in its several colours originated in China and Japan. Equally the great variety of orchids from Brazil have adapted to the climate to such an extent that they constitute one of the most profitable branches of the islands' flower export, whilst orchids of the *Cypripedium* species flower in mid Winter in Spring countless varieties of the *Cymbidium* species emerge and in turn the Flamingo Flower «Anturio» (*Amthorium andreanum*) blossoms in the hottest months. Also the curious Bird of Paradise flower «Ave do Paraíso» (*Strelitzia reginae*) enjoys the island's climate so much that it flowers all the year round.

The history of the island in buildings, fine art, and monuments

By simply walking about the streets of Funchal — which bustle with commercial activity — one has many opportunities to buy good quality local articles and original souvenirs from different regions. One also finds frequent examples of a wonderful artistic and architectural heritage, which is the remains of a 600 year-old history. Beyond the limits of the city, the roads of the small rural towns and villages give evidence of a way of life which is now rare and which has its expression in the small isolated chapel in the large manor house and in the very typical rustic construction. However, in addition to the little remaining architectural structures which were erected at that time a remarkable collection of flemish religious art was to be found in Madeira along



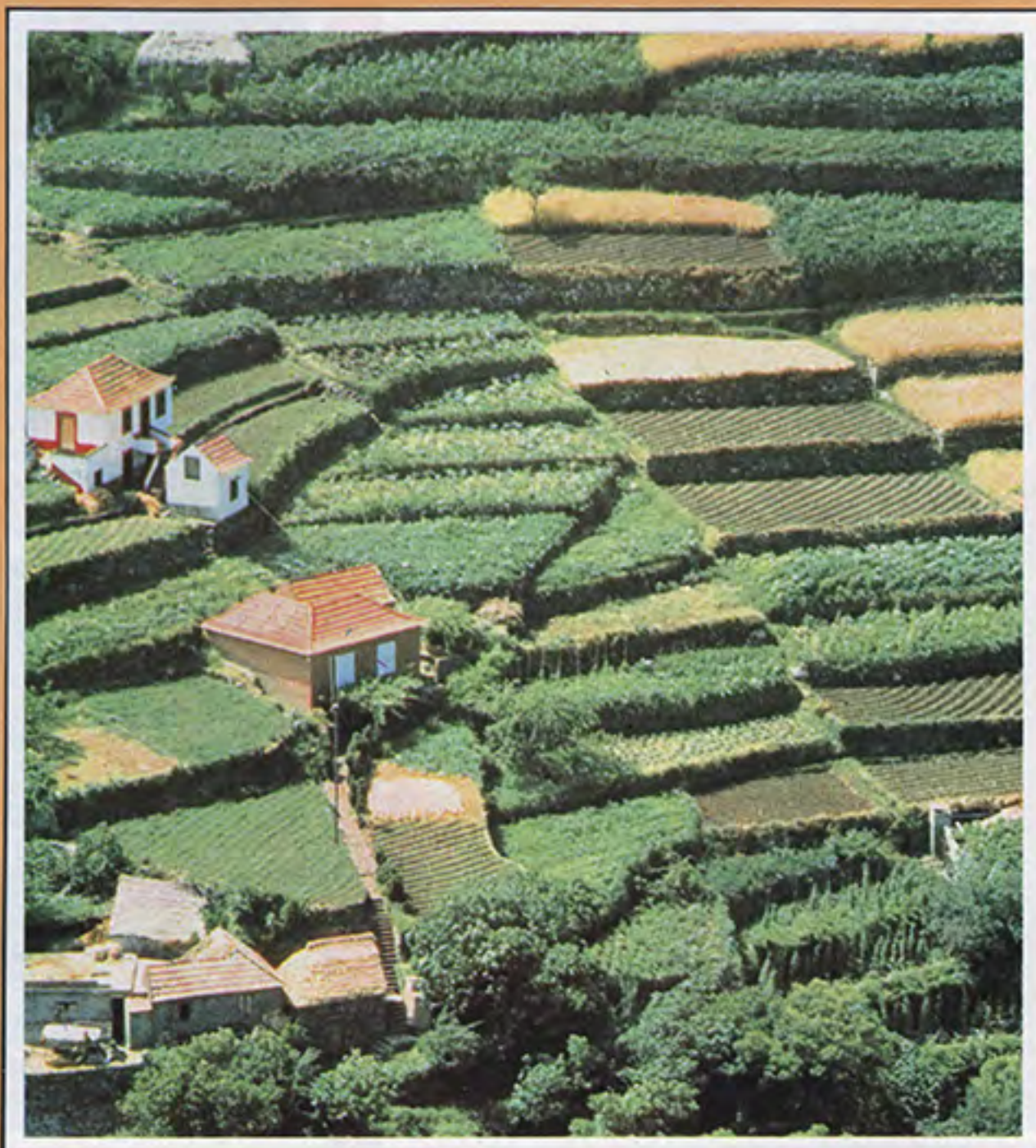
the length of the sugar producing belt as a result of the extensive contact maintained at that time with the Flanders area (especially Bruges and Antwerp). Some of these works still exist today and the beautiful Flemish paintings and statues are almost all housed at the Museum of Sacred Art «Museu de Arte Sacra» in Funchal, although a few Flemish masterpieces may still be found in churches and other buildings all over Madeira. Along with foreign art, Portuguese paintings, carvings, gold and silverware also found their way to Madeira at that time; a few noteworthy pieces still remaining in testimony to the great historical era which the island lived at the time.

An island in the sun

Madeira with its surrounding blue sea and excellent climate invites even those least enthusiastic to a more direct contact with outdoor life and sport. Indeed Madeira enjoys an exceptionally mild climate, with its almost invariably cloudless blue skies and clear unpolluted sea.

Naturally the whole region inspires one to take pleasant excursions: on foot for those who like to explore the paths and scenery at leisure; by car or bus for those who prefer to gain time and see more. For others the proximity of the sea is more attractive, and here it is also easy to get a lovely tan and breathe fresh air — on the edges of the countless man made pools of the Southern coast, on the natural poolsides of the Northern coast, or the golden beaches of Porto Santo always near the pleasantly cool water. Water which invites diving and swimming; sea which invites deep sea fishing, underwater exploring, sailing, water-skiing or wind-surfing — all truly attractive possibilities. But it is also possible to simply enjoy the hotel facilities offered by Madeira — whether you wish to play a good game of tennis or golf, or merely visit the city — in search of the most characteristic local articles for souvenirs of a pleasant holiday.

Whether one desires delicious aperitifs to set off good local or international cooking or wishes to spend a different night out in one of the several discoteques, «boites» or night-clubs, with their exotic dances and typical songs. In Madeira everything is possible. On the other hand the different aperitifs and good cuisine whether local or international served in the various restaurants are equally enjoyable and so are the pleasant evenings spent in Madeira's hotel bars, «boites»,





discoteques and night-clubs which put on shows with Portuguese or foreign artists. But there are also other places where it is possible to listen to music, dance, and appreciate the Fado, the typical singing from the Portuguese mainland. It is sometimes also possible to see at intervals during the week traditional dancing and singing in its most colourful form. But if you prefer a good symphonic orchestra, or the ballet or theatre it is quite possible that during your stay there may be a series of concerts or theatrical shows being held in one of the main halls in Funchal.





The charm of Madeira lies in its art, its people, and what they produce

During the sugar producing period Madeira manufactured many sweets. Fruit preserved in syrup was once exported in great numbers and this practice has lasted until very recently.

The oldest local sweet is the so-called Madeira Honey cake, which is traditionally linked to the island festive season.

Other local foods include beef on a laurel spit (espetada) fresh black scabbard fish (a delicious fish which lives at a depth of between 800 and 1600 metres), the cake «bolo-do-caco», homemade bread with sweet potato, fried maize, tuna fish steak, cus-cus, etc.

Finally the European and subtropical varieties of fruit with their exotic flavours, the fruit juices such as that of the passion fruit or the celebrated «poncha» (made from cane rum, honey and lemon) as well as the already mentioned Madeira wines all make superb aperitifs or desserts.

Fishermen bring home rich catches — tunny, red mullet, and the black scabbard-fish, drawn up from a depth of six thousand feet.

The sporting fisherman finds sword-fish and marlin among the prizes won from our rich blue sea.

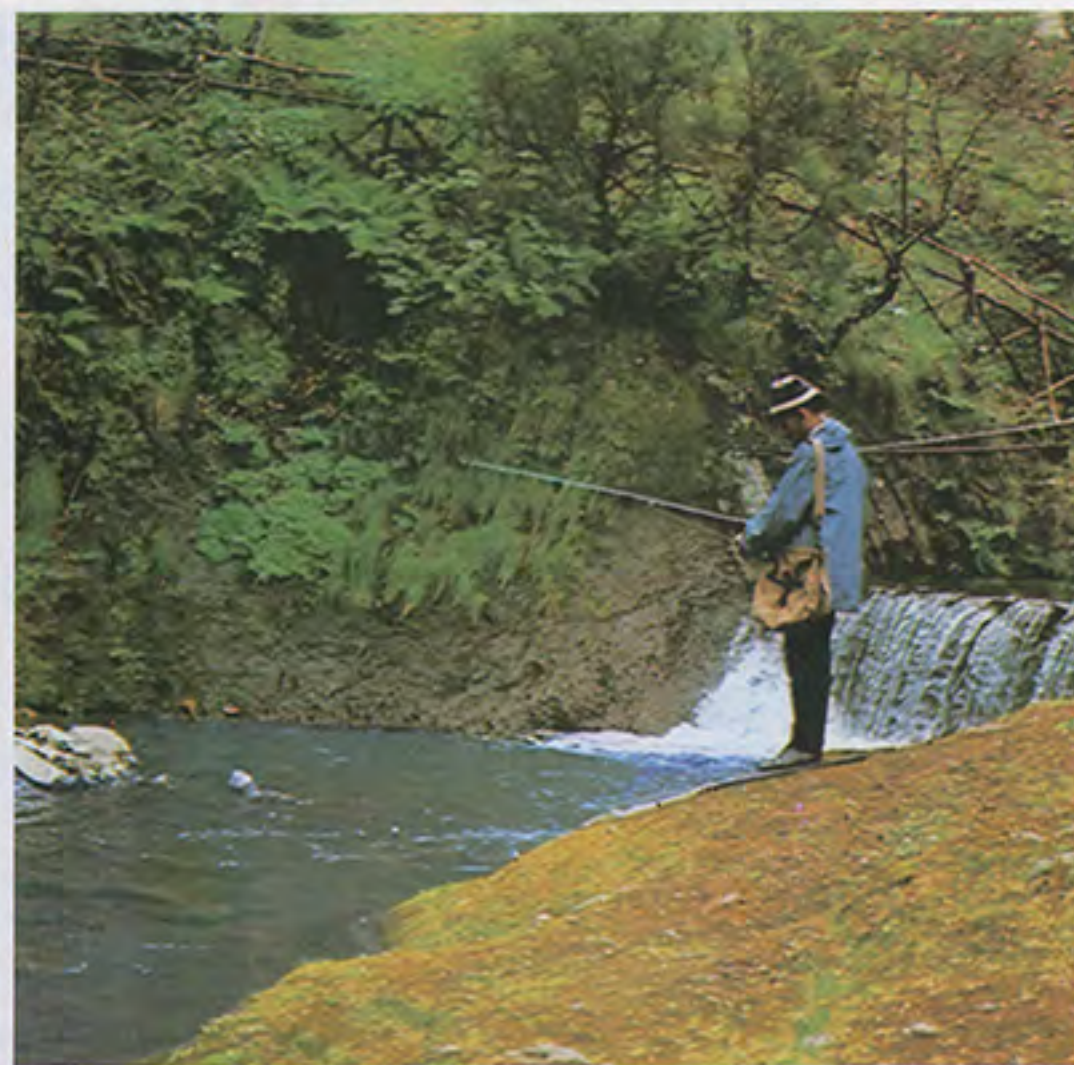
There are trout, too, in our mountain streams. The tourist accomodation area is concentrated, because of this, on the Southern coast and on the sea coast West of Funchal, in the Eastern part of town all the way to the large tourist complexes of Garajau and Água de Pena and to the town of Machico 33km away. In Funchal there is also a considerable number of boarding houses with comfortable accomodation. Along this strip all the hotels and tourist groups have good swimming pools, sometimes with access to the sea even when the coast is steep and there are private clubs which under certain conditions allow you to use their sporting facilities. The Island of Porto Santo has a magnificent stretch of about 9 km of beaches with a pale almost golden sand.

The enjoyment of the sea is not only limited to sunbathing and swimming. There are those who enjoy fishing, sailing, water-skiing, wind-surfing and scuba diving in spite of the limited oceanic, platform which surrounds the islands, the sea is however rich in species and the enthusiastic angler may catch good specimens and even beat some of the world records already achieved in Madeira.













Events-special

Carnival — (February/March)

Flower Festival — (April)

Bach Festival — (June)

Popular Saints Days — (June and other months)

Madeira Wine Rally — (August)

Grape Harvest Festival — (September)

New Year Eve Festivities — (December/January)

Important buildings — Alfândega Antiga (former Customs House) — Rua da Alfândega; Antigo Paço Episcopal (former Bishop's residence) — Rua do Bispo; Câmara Municipal do Funchal (Town Hall) — Praça do Município; Palácio de S. Lourenço (Governor's Palace) — facing Arriaga, Zarco and Mar Avenues; Palácio de S. Pedro at Rua da Mouraria, 35; Forte do Pico in Rua do Castelo; Forte de Santiago — Rua de Santiago; Palácio da Justiça — Rua Marquês do Funchal.

Monuments — Gonçalves Zarco, in Arriaga and Zarco Avenues; Columbus in Parque de St.^a Catarina; Henry the Navigator in Praça do Infante; Our Lady of Peace at Terreiro da Luta; Christ the King at Garajau; Tristão Vaz Teixeira in Machico; Gago Coutinho and Sacadura Cabral in Parque de St.^a Catarina; João Fernandes Vieira in Jardim Municipal; Zarco at Terreiro da Luta; Dr. João Abel de Freitas in Avenida Arriaga (next to the S. Lourenço Palace); The Sower in Avenida de Zarco (entrance to the Governo Regional).

Churches — Sé Catedral, Avenida Arriaga; Colégio, Largo do Município; São Pedro, Largo de S. Pedro; Santa Clara, Calçada de Santa Clara; Carmo, Rua do Carmo; Monte, Monte; Santa Catarina, Parque de St.^a Catarina, and the churches of Ribeira Brava, São Jorge, Loreto, Reis Magos, Estreito da Câmara de Lobos, Estreito da Calheta, Ponta do Sol, Machico, Santa Cruz and Água de Pena.

Museums — Municipal (Natural Science and Aquarium), Rua da Mouraria, 35; Quinta das Cruzes (Decorative Art and gardens with archaeological species, trees and orchids), Calçada do Pico, 1; Arte Sacra (Flemish paintings), Rua do Bispo, 21; Bombeiro (Fire Brigade), Estrada Luso Brasileiro, 10.

Parks and gardens — Parque da Cidade, Avenida do Infante; Jardim Municipal Rainha D. Amélia, Avenida Arriaga; Jardim Praça de Tenerife, Praça de Tenerife; Jardim da Quinta das Cruzes, Calçada do Pico, 1; Jardim Botânico, Bom Sucesso.

Commerce and industry — Fortified wines, handmade embroidery, wicker worker work, inlaid woodwork, sugar cane, butter, vegetables, tropical and European fruits and flowers.







