

An aerial photograph of a dramatic coastline. On the right, steep, reddish-brown cliffs descend to a dark, pebbly beach. The cliffs are topped with patches of green and yellow vegetation. To the left of the beach, the ocean is a deep blue-green, with white foam from waves crashing against the shore and several large, dark rock formations (sea stacks) protruding from the water. The sky is a pale, hazy blue.

# The Island Of Eternal Spring

#FPJExperience





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## Garden Of The Atlantic

A Dream Experience...

Designed particularly to escape the hustle and of the largest metropolitan cities and busy lifestyles, as well as, to gaze as far as the eyes can perceive.

This Experience has the undeniable quality seal of Maison Louis Vuitton, and its superb Belmond hotels.

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## Five Chapters and four sunrises of timeless indulgence

Escape to a lush, private peninsula lapped by the Atlantic waves.

Methodically organized, The Island Of Eternal Spring, is an experience planned in five chapters, for extremely busy professionals or couples & families, aiming for those perfect days "away from everything".



## For you, we have...

Full Board on Daily Basis in any of the available restaurants of the Hotel  
- Pool Terrace, Villa Cipriani, Cocktail Bar, and Michelin Star William Restaurant, including:

- Full Breakfast
- 3-course lunch
- 3-course dinner
- Drinks during meals (Juices, Mineral Water, Soft Drinks, Selected red or white wine, beer, and coffee)

Please note that any other drinks or snacks are included, and meals can be adapted according to food restrictions.

Other perks include:

- Everyday exclusive experiences
- Minibar in the room with soft drinks
- Fitness Gym
- Wi-Fi
- Daily activities for Children







## About Madeira

Deep in the Atlantic Ocean, 400 miles off the northwest coast of Africa, discover a ravishing and timeless Portuguese Island...

With its ancient laurel forest, dramatic volcanic peaks and lush, plummeting valleys, Madeira showcases nature at its most pristine. Footpaths lining more than 1,000 miles of irrigation channels, or lavenders, make it a hikers' heaven.

Yet within the wilderness, life is refined. Interrupt your trek for tea in a hillside café or detour to a vineyard to taste the nectar-like Madeira wine.



## The balmy climate...

Madeira, having earned the name “island of eternal spring” means exotic produce abounds.

In colourful markets, flower sellers dressed in rainbow hues match the cornucopia of fruit – don’t miss the opportunity to sample *monstera deliciosa*, a banana-pineapple hybrid. Elsewhere, feast on honey cake, black scabbard fish, bolo do caco flatbread and poncha, the local rum and honey hooch.





# First Chapter...

Paradise Perfected In A Clifftop Haven

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## An iconic escape on the edge of the Atlantic...

Set in verdant gardens overlooking the Atlantic Ocean, Belmond Reid's Palace is the ultimate place to stretch out in the sun and relax.

Over the years, this luxury hideaway has honed the art of pampering, earning a reputation as one of the best hotels, and hosted many illustrious guests.

A white bearded George Bernard Shaw learnt to tango in one of Reid's Palace dance classes.

Winston Churchill retreated here before becoming the UK Prime Minister for the second time. He sought somewhere "warm, comfortable and flowery" to write his war memoirs and paint. The suite named in his honour, with its magnificent views over William Reid's lush gardens, still inspires and enchants in equal measure.

Whatever your age or interest, there are activities both within the hotel's estate and beyond to keep you on the go, all year round.







## The Accommodation

The first encounter with paradise...

Upon landing on the Island Of Eternal Spring, a chauffeured luxury vehicle will be waiting for you.

The short distance between the island's airport and the Reid's Palace permits for a foretaste of what's to come.

Arriving at the glamorous and luxurious Belmond Reid's Palace Hotel is an experience in itself.







## Hidden Treasures

Deluxe Suite, Timeless Elegance...

Devoted personnel will welcome you with a warm and sincere welcome, assist with any need and will guide you to an oasis of pure luxury on the edge of the Atlantic.

The Deluxe Suite has enchanting areas: King-size or twin beds, balcony, separate living area, Marble bathroom with Luxury toiletries, magnificent views, and nestled in a private building, surrounded by lush subtropical gardens overlooking the Atlantic.







## Classical Sunset At Ponta Do Sol

A slow drive in a chauffeured classic car, glass in hand, lead you to a very relaxing end of the day and evening ahead.

The most charming way to explore the mountain roads, an incredible slow drive aboard a classic car towards Ponta do Sol.

Named after the sun, this scenically and sunny village is considered the perfect place to enjoy the precious sunset.

While enjoying one of the most perfect moments of the day, sip on a cocktail and delight yourself with some canapes at Estalagem Ponta do Sol, while the sun goes down.

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## Cocktails & canapes, the perfect sunset

Towards west along parts of the old road in a classic car of the 70's, a Mercedes SE250 (1967), a Daimler Sovereign (1973) A Rolls Royce Silver Shadow (1982) or a Rolls Royce Corniche Cabrio from 1980 will enable you to see the beautiful landscape up to the village Ponta do Sol, where we will stop.

At Estalagem Ponta do Sol, a chic clifftop hotel overlooking the Atlantic Ocean, an aperitif drink and some canapes will be served.

A nice late afternoon experience and the possibility of seeing the sun setting down – depending on the time of the year and weather!

Classical sunset at Ponta Do Sol will set you in the right mood for a lazy dinner and set criteria up high for the upcoming days.







## Times...

Feel free to choose your preferred time to enjoy this incredible experience lasting 2 hours.

- Depart Belmond Reid's Palace to Ponta do Sol enjoying a slow drive through the "old roads" either by a Daimler Sovereign (1973) a Rolls Royce Silver Shadow (1982), or a Rolls Royce Corniche Cabrio (1980)
- Departure usually at 5.30pm and return at 7.30pm, however times can be adjusted according to the light, sunset and time of the year.
- Enjoy an aperitif drink and some canapes, while overlooking the Atlantic Ocean (and perhaps a wonderful Sunset, depending on the time of the experience)
- Return to Belmond Reid's Palace just in time for dinner.

## Transportation...

- Transportation from the hotel to Ponta do Sol and back is included.

## Food and drink...

- At Estalagem Ponta do Sol, a chic cliff top hotel overlooking the Atlantic Ocean, an aperitif drink and some canapes will be served.

## Dress code...

- Smart Casual.



# Second Chapter...

Sunrise Above The Clouds





# Sunrise Above The Clouds

An early start ...

The Sunrise is always a wonder of nature. The chance of watching it from a sky-high point on the top of the rugged Madeira mountain will bring you a lifetime lasting memory. There aren't many mountain summits you can reach by car. But 1,818-metre Pico do Arieiro, Madeira's third highest peak, is one of the rare few.

Jump in a 4x4 jeep from Belmond Reid's Palace and we will take you up above the clouds to watch the sunrise. The views are sure to take your breath away.

Dipping back beneath the clouds, you will notice the mountains are clad in lush vegetation, including heather, moss and the striking purple *Echium candicans*, known as the Pride of Madeira. We will bring you to a verdant setting where, surrounded by pine forests, a private Butler is waiting to serve you a breakfast of fresh pastries and succulent fruits. Glass of champagne in hand, raise a toast to life before returning to the jeep. The adventure will continue, an "off road" through the royal paths. It is time to be adventurous and enjoy the best of the island, the nature!





## Times ...

An early start of the day to enjoy this incredible experience lasting 5 hours.

- A trip by Jeep, Land Rover to the highest point on the Madeira reachable by car - Pico do Areeiro - departure usually around 6:00 am.
- Watching Sunrise from a privileged point on the mountains - Miradouro do Juncal.
- A savory breakfast in a special area, served by Belmond Reid's Palace private butler.
- Return in an adventurous off-road by Jeep to Belmond in time to prepare for lunch at one of the three restaurants.

### Transportation...

Transportation by Jeep from the hotel throughout the experience is included.

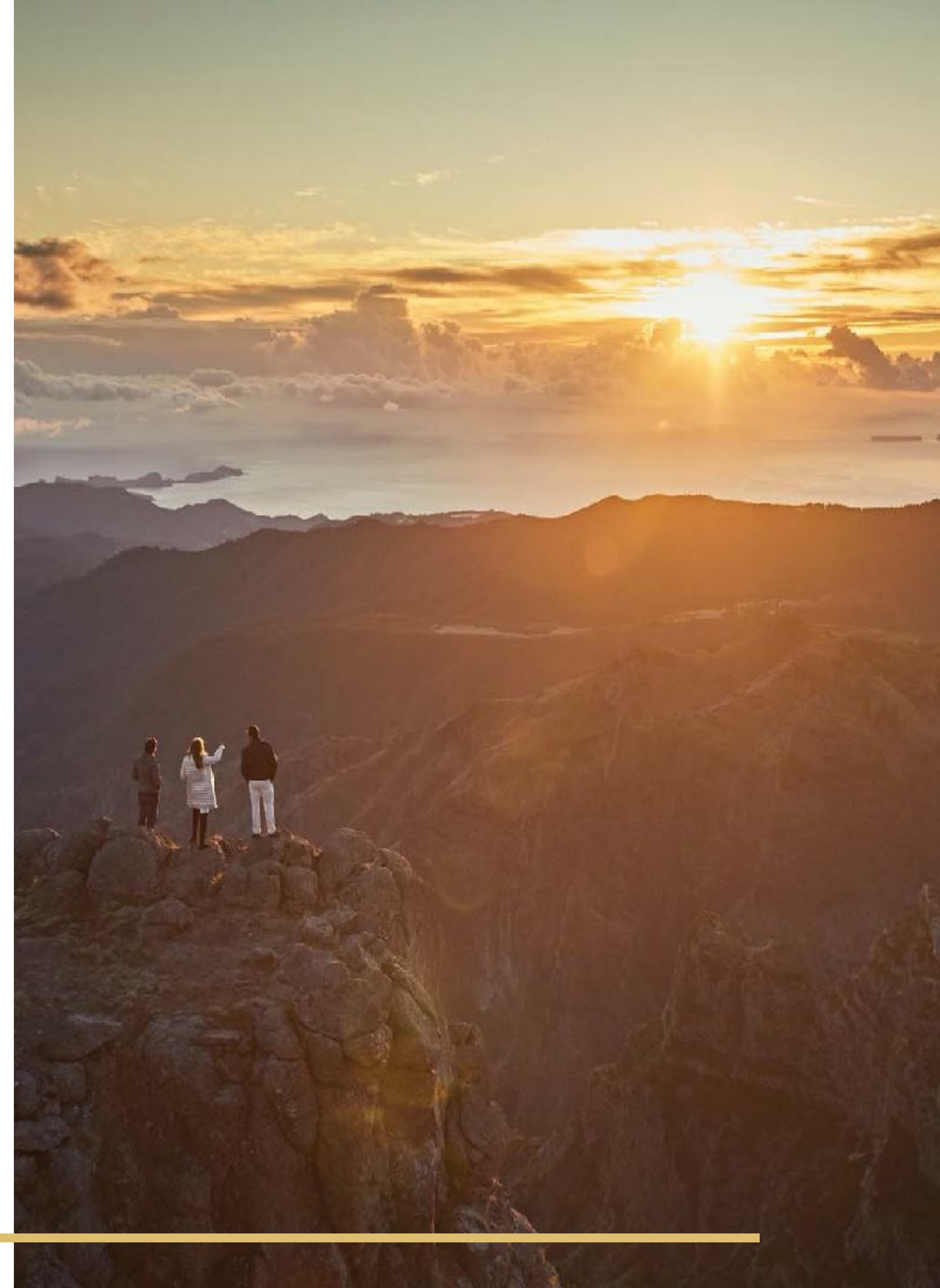
### Food and drink...

A revitalizing breakfast will be served by a Belmond Reid's Palace private butler, who will be waiting after the sunrise with a table prepared exclusively for you.

### Dress code...

We recommend comfortable, warm clothing and suitable shoes since we go up quite high and early morning.

We'll be pleased to provide blankets and raincoats if necessary.

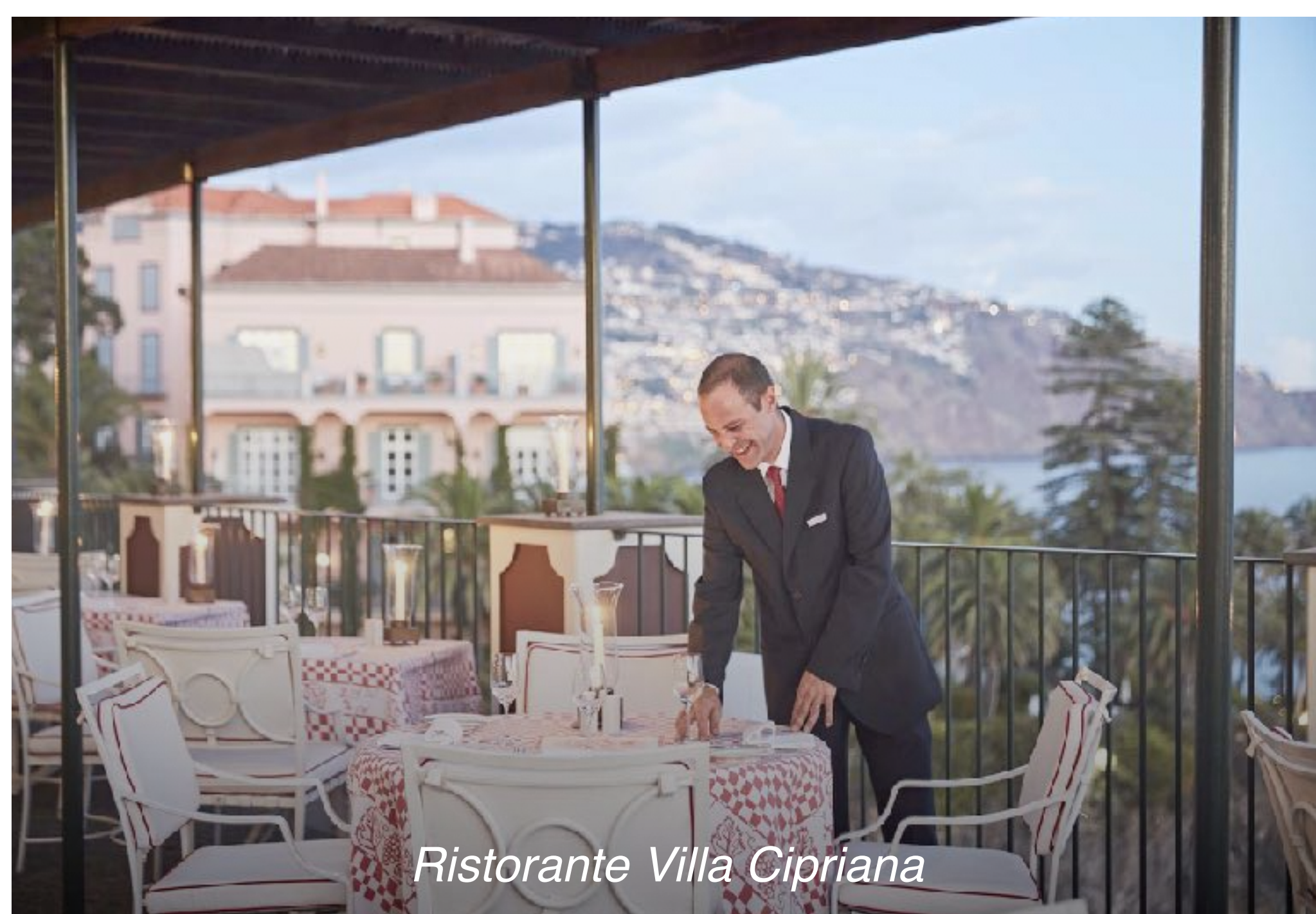




## Different, Better, Special...

Back at the retreat, get ready for lunch at one of the three magnificent restaurants.

Choose from the Ristorante Villa Cipriana, where you can take a seat on the open-air terrace and browse a menu of traditional Italian dishes, all served with a side of sensational sea views. On The William Restaurant - The Star Of Funchal - named after the hotel's founder, Michelin Stared William Restaurant celebrates the island's rich bounty. On the opposite side of the estate, there is also The Pool Restaurant, where the sizzling lunch specialties from the grill are to be enjoyed while relaxing by the pool.



*Ristorante Villa Cipriana*



*The Pool Restaurant*



*William Restaurant*



## Layers Of Luxury...

To compensate the early breakfast, take some time to relax and get to know what makes the Reid's Palace an unforgettably unique escape.

Treat your mind, body, and soul to some serious TLC.

A gentility of 110 minute body and soul treatment By Aromatherapy Associates awaits. It will first polish and soften your skin with an all-over body exfoliation using a sea salt and green olive stone scrub.

Then layers of luxury will be applied in the form of hydrating gels, nourishing oils and moisturizing creams, and gently massage them into your skin.

Madeira is famous for its temperate climate, vibrant flora and soft sea breezes: the spa has been designed with this spirit in mind

Each of the treatment rooms features fabulous sea views and a private terrace.

Please, enjoy complimentary use of all the delightful spaces during your visit to the spa.





# Third Chapter...

Voyage To The Desertas











## Offshore friends...

By now, you may have already fallen in love with Zarco; he's Belmond Reid's Palace's cuddly monk seal mascot. Now the hotel has adopted a real monk seal, whose home is in the remote Desertas Islands. He is named after João Gonçalves Zarco, who discovered the Madeira Archipelago. Set off on an exciting private cruise to see where he lives and learn all about these remarkable, uninhabited islands.

Part of the Madeira archipelago, the Desertas – a wildlife sanctuary – are three rocky slivers located about 26km southeast of Madeira. The biggest, Deserta Grande, is 12km long. It's characterised by towering red and grey cliffs clad in scrubby vegetation. Together with the flat Ilhéu Chão and hump-backed Bugio, the volcanic trio is sometimes referred to as the Galapagos of Europe.

It's a haven for rare and endangered wildlife... Most marvellous are the Mediterranean monk seals, which can reach up to 3 metres in length and 300kg in weight. The islands are an important refuge for the seals. There are only a few hundred left in the world, and a colony of around 25- a number that has quadrupled since 1988 - find sanctuary here.

## Wild world...

The seals are not the only special inhabitants of the islands. Intriguing sea life includes the barred hogfish, Mediterranean slipper lobster and several species of turtles. In the skies, rich birdlife ranges from kestrels, canaries and buzzards to possibly the largest colony of Bulwer's petrel in the Atlantic.





## Voyage to the desertas...

But first you have to get there. Step aboard a beautiful Princess V50 yacht, for the adventure.

You'll be taken to the marina, a 10-minute drive away by limousine, where you will board the yacht for a 90-minute voyage to the islands.

Your private butler will serve champagne and delicious fruits as you sail across the Atlantic Ocean.

On reaching the islands, take a dip in the crystalline ocean before enjoying lunch on board - perhaps sushi or barbecued specialities.

Then alight to explore Deserta Grande with an expert guide.

If you're in luck, Zarco will be at home - though he and his friends can be elusive.

Spot other wildlife and learn about the incredible natural history of the island.

After a fascinating hour, set sail homewards, with the opportunity to spot dolphins or pilot whales along the way.

You will have so much to talk about until dinner time...



## Times...

To make the most of the day, we recommend you depart by 10:00 am.

Depart from the hotel heading to the Marina, and set sail to the Desertas on a 90 minute ride.

- Champagne & fruits on board
- Lunch on board
- Guided visit to the Desertas
- Return ride to Madeira

### Transportation...

- Transportation by limousine between the hotel and Funchal Marina is included.

### Food and drinks...

- During the boat ride (both directions), champagne and fruit skewers will be served by a private butler.
- In the Desertas Islands a fresh, nutritious lunch will be served on board.

### Dress code...

- For this experience, we suggest: swimsuit, sunglasses, flip flops, jacket and sunblock.





# Fourth Chapter...

The Wild Peninsula

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## Through Madeira's Wonders...

Wild Peninsula is an active, exhilarating experience that lasts around five to six hours and includes just about 3,5 hours of hiking, and ends with a deliciously healthy, energizing meal. The drive from and to the hotel takes about 40 minutes,

Madeira lies like a jeweled ship in the sea. That's the impression you have as you approach this mountainous Atlantic outpost of Portugal by plane or by boat.

Volcanic action and copious rainfall have molded the island into a dramatic tangle of peaks and ravines, the dark lumpy rock draped in a thick coat of green vegetation, the sea cradling the island and reflecting light into every nook and cranny.

It's a wonderfully enticing sight for walkers, who gaze at the mountains and the lush valleys and can't wait to pull the boots on and explore.

Madeira's flowers are world-famed, not just in spring but all the way round the calendar. 'The Island of Eternal Spring' has benefited over the centuries from its geographical position as a stepping stone and a staging post between the Old and New Worlds.

Visitors were constantly coming and going. Many left behind tokens of their journeys to the ends of the earth in the form of exotic seeds and plants, which have flourished in the rich volcanic soil.



## A gourmet menu of year-round walks...

This exciting adventure begins in breathtaking Caniçal, at the south-eastern corner of Madeira.

Stride out along the undulating trail of the São Lourenço Peninsula, a rugged basalt landscape devoid of vegetation; note the stark contrast to the island's Laurisilva forest and lush levadas.

As you pass slivers of black-sand beaches and curious rock formations, discern other islands in the archipelago and note how huge waves batter the west flank of the peninsula while calmer waters lap the other side.

By the path's end, head down to the beach and take a dip in the clear sea.

Afterwards, we'll drive you to the nearby Ponta do Rosto viewpoint, where your private butler is preparing your exclusive table.

It is then time to set down and relax, so that you can enjoy an energy-replenishing spread of detox juices, granola bars, healthy wraps and fruits as you soak up the invigorating vistas.







## Times...

Feel free to choose your preferred time and to enjoy this incredible experience lasting 5 to 6 hours.

- Depart Belmond Reid's Palace to Ponta de São Lourenço (40 minutes' drive)
- Hike along Ponta de São Lourenço (3.5 hours)
- Enjoy a nutritious meal at Ponta do Rosto Viewpoint
- Return to Belmond Reid's Palace (40 minutes' drive)

### Transportation...

- Transportation from the hotel to Ponta de São Lourenço and back is included.

### Food and drink,,,

- A revitalizing feast will be served by a Belmond Reid's Palace butler, who will be waiting after the walk with a table prepared exclusively for you.

### Dress code...

- We recommend swimsuit, sunblock, comfortable clothing and suitable trekking shoes.
- We'll be pleased to provide a walking stick if required.



# Fifth Chapter...

Farewell From Paradise





## It's Farewell Day

Shakespeare once said: "The Swiftest Hours, As They Flew"

Although time in paradise also comes to an end, we suggest that you make the most of every instant you have until the moment you leave.

In the hotel property, in addition to the superb gardens, there are other corners that you will certainly want to enjoy.

Have you had the opportunity to dive in the tide pool on the Atlantic platform?

Or... Shopaholics rejoice... On the fifth floor of the main building, there is the exclusive Reid's Boutique.

It's the perfect place to pick up those must-have presents and souvenirs. From Portuguese hand-painted tiles and the famous Madeira embroidery to hotel merchandise, you'll find the perfect memento for friends or family.

Not wishing to, but, whenever you are ready, your chauffeur will transfer you... saying... see you soon here at The Island Of Eternal Spring.















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[www.fastprivatejet.com](http://www.fastprivatejet.com)



+39 045 570 6512



[hello@fastprivatejet.com](mailto:hello@fastprivatejet.com)



@FastPrivateJet