



1. GENERAL OVERVIEW

PortoBay Hotels & Resorts is the Portuguese hotel group that has received the most awards internationally, with its head-office in Madeira, Portugal.

The business has been developed by a group of private investors from Madeira with a proven track record in the tourism sector.

The Ocean Island and Blandy groups are the majority shareholders in PortoBay, operating and managing all the hotels belonging to the group as well as undertaking and purchasing new hotel developments. In Algarve and Brazil, PortoBay has made investments in partnership with Logoplaste, one of the largest Portuguese multinational companies.

At present, PortoBay Hotels & Resorts is responsible for the management of 13 hotels: 10 in Portugal (6 on Madeira island, 2 in Lisbon, 1 in the Algarve and 1 in Porto) and 3 in Brazil (Rio de Janeiro, Búzios and São Paulo), providing a total of around 3,200 beds in the 4- and 5-star segments. With different concepts but enjoying similar standards of quality, all the properties carry the PortoBay brand guarantee.

The properties located in Funchal on the sub-tropical island of Madeira include: the five star The Cliff Bay with private sea access, Porto Santa Maria in the old town of Funchal and Vila Porto Mare resort which includes three hotels: Porto Mare, Eden Mar and The Residence. In Santo da Serra, the charming hotel PortoBay Serra Golf is located nearby the golf course.

In the Algarve the group owns the PortoBay Falésia situated on Falésia beach in Olhos d'Água. In Lisbon, the group owns two hotels: the PortoBay Liberdade, on Rua Rosa Araújo just off the famous Avenida da Liberdade, and the PortoBay Marquês, in the quiet Rua Duque de Palmela just around the corner from Marquês de Pombal square. In Porto, the group owns the PortoBay Hotel Teatro, a themed hotel located in the historical centre of the city on Rua Sá da Bandeira.

In Brazil the group is present in São Paulo with the five-star boutique L'Hotel PortoBay São Paulo located on Alameda Campinas next to Avenida Paulista. It also owns the PortoBay Rio de Janeiro hotel, right on Copacabana beach, and the PortoBay Búzios, an elegant boutique hotel in the picturesque seaside resort of Búzios.

2. BACKGROUND

[Suite Hotel Eden Mar](#) was the group's first property inaugurated in Funchal in 1988 with an innovative concept of spacious rooms and suites equipped with kitchenettes. This hotel's 146 rooms include studios, superior studios, junior suites and suites that were refurbished in 2017.

Set on the top of a promontory, [The Cliff Bay](#), was the group's first 5-star hotel inaugurated in 1994. The hotel's outstanding features are the superb view over the bay of Funchal, private sea access and 202 rooms where comfort, elegance and sophistication are the order of the day. The "Top Floors" have a



distinctive décor as well as exclusive services. Its gourmet restaurant, [Il Gallo d'Oro](#), has been awarded 2 Michelin stars.

2000 saw the inauguration of [Porto Santa Maria](#) located in the very heart of the old town of Funchal, facing the cruise port. Based on the concept of an urban resort, this hotel offers 146 rooms, a restaurant, bars with terraces, direct access to the sea-front promenade, indoor and outdoor pools – all this in the heart of the city's historic centre.

[Vila Porto Mare](#) opened in 2003 next to the Lido sea-front promenade in Funchal's tourist area and adjacent to the group's first hotel. This resort is composed of three separate properties ([Eden Mar](#), [Porto Mare](#) and [The Residence](#)) that share 5 restaurants, 4 bars, 5 pools, a Spa and sports facilities all set in 13 000 m² of classified tropical gardens. Each hotel maintains its own identity with its own reception and different room types.

The first steps towards internationalization were taken in 2007 with the acquisition of what is now known as [PortoBay Rio de Janeiro](#). With 117 rooms, its exclusive location right on Copacabana beach endows this hotel with a mixture of city buzz and natural beauty inspired by the ample beach that extends into the distance right in front of the hotel.

2007 and still in Brazil, the PortoBay Group acquired its second property, [PortoBay Búzios](#), a boutique hotel with 21 suites set in an intense tropical atmosphere, in the heart of the picturesque city of Búzios.

In 2008 the group acquired its first property on mainland Portugal, in the Algarve. [PortoBay Falésia](#) is a 4-star hotel with 310 rooms overlooking reddish cliffs and with direct access to the Falésia beach. The hotel is located in Olhos d'Água in Albufeira.

Acquired by the PortoBay group in 2009 was a boutique hotel in São Paulo, the financial capital of Latin America. The charming 5-star [L'Hotel PortoBay São Paulo](#) offers 83 rooms and is situated on Alameda Campinas, 50 meters away from the famous Avenida Paulista.

In 2012, the PortoBay Group has acquired a new hotel on the island of Madeira, the Estalagem Serra Golf, which has been renamed to [PortoBay Serra Golf](#). The 4-star hotel has 21 rooms and is located in Santo da Serra near the golf course. It was refurbished between February and March 2012. The main house is dated 1920 and is classified as a regional heritage.

In 2015 PortoBay group opens its first hotel in Lisbon, the [PortoBay Liberdade](#). A 5-star hotel with 98 rooms which is located next to the Avenida da Liberdade, at Rua Rosa Araújo.

In 2016 the group opens its second hotel in Lisbon, the [PortoBay Marquês](#). This 4-star hotel, with 71 rooms, is located on Rua Duque de Palmela, right around the corner from Marquês de Pombal square and just a few steps away from the Avenida da Liberdade.

2018 marks the group's entry into Porto, with the acquisition of the PortoBay Hotel Teatro. This four-star themed hotel is located on Rua Sã da Bandeira on the site of the former Teatro Baquet, which opened in 1859. Today, the theatrical theme is very much in evidence with the hotel's unique, refined and bohemian atmosphere.



3. QUALITY AND RECOGNITION

Excellence in the quality of its products and services is a point of honor for the company. This attitude is sustained by the way in which it relates to its clients, resulting in a high level of guest loyalty and recognition as proven by the many awards received from tour operators as well as TripAdvisor and the Michelin Guide.

The three fundamental cornerstones of the group's corporate philosophy are: Product, Promotion and People. Cultivating and fomenting each of these elements as whole is the group's point of departure and main objective.

4. LIST OF HOTELS

Brazil

São Paulo » L'Hotel PortoBay São Paulo

Rio de Janeiro » PortoBay Rio Internacional

Búzios » PortoBay Búzios

Portugal

Algarve » PortoBay Falésia

Madeira » The Cliff Bay | Eden Mar | Porto Mare | The Residence | Porto Santa Maria | PortoBay Serra Golf | Les Suites at The Cliff Bay (soon)

Lisbon » PortoBay Liberdade | PortoBay Marquês

Porto » PortoBay Hotel Teatro

5. FURTHER INFORMATION

Website : www.portobay.com

PortoBay Events : www.portobayevents.com

Blog : www.inportobay.com

Social Media

Facebook : www.facebook.com/portobay

Twitter : www.twitter.com/portobay

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