

# Redizajn web stranice Madeira Tourist

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Završni projektni rad  
Redizajn web stranice Madeira Tourist

tema: Web i screen oblikovanje  
subjekt: Madeira Tourist

Ak.godina: 2018./2019.

Studentica: Karla Pavić

Mentor: mr.sc. Mario Perić, pred.

“Redizajn web stranice Madeira Tourist” rad je koji prikazuje i objašnjava koncept redizajna postojeće web stranice “Madeira Tourist” radi poboljšanja trenutne funkcionalnosti i dizajna. Rad se sastoji od dizajna 26 stranica/podstranica za desktop, 26 za mobitel i 52 za tablet. Dizajn stranica realiziran je nakon osobnog istraživanja subjekta, razgovora s lokalnim stanovnicima, proučavanjem sadržaja subjekta, a potom i internetskog istraživanja. Sadržaj stranice strukturiran je na temelju osobnog iskustva, preporuka i aktivnosti koje su uživo posjećene. Sukladno tome sav sadržaj osobno je preporučen i provjeren. Prije putovanja sve korisne informacije sakupljane su putem mnogobrojnih internet stranica kako bi se saželo najbolje od ponude otoka. Upravo je taj dugotrajan proces naveo na ideju o realizaciji rada. Redizajnom stranice ukomponirane su sve informacije na jednom mjestu. Detaljna i stručna literatura ciljano je korištena za kontekst stranice. Dio sadržaja proizlazi iz trenutne web stranice, a dio iz internetskog pretraživanja. Dizajn stranice razrađen je u knjizi standarda koja uz redizajn stranice sadrži i redizajn vizualnog identiteta. Prvi dio knjige sastoji se od opisa i obrazloženja teme. Pojašnjenje motiva/cilja koji se želi postići redizajnom nakon kojeg slijedi istraživanje subjekta sadržavajući informacije o otoku, tvrtki te opisu stranice (dobre/loše kvalitete). Uvid u različite globalne konkurente prikazuje razlike i sličnosti pojedinih stranica, opise dizajna i strukture sadržaja. Na temelju istraživanja karakteristika Madeire stvorene su ciljane skupine, a potom kreirane tipične persone koje ih pobliže opisuju. U odnosu na trenutnu stranicu i njene konkurente analizirane su prednosti, mane, prilike i prijetnje web stranice. Zaključno istraživanju drugi dio knjige objašnjava koncept redizajna stranice i odnosi se isključivo na rad. Prikazuje novo vizualno rješenje i koncept nastanka. Opisuje nov vizualni identitet, korištene boje, tipografije te idejne skice i rješenja u obliku tipičnih wireframeova s opisanom mehanikom pojedinih stranica. Opisana struktura prikazana je dizajnom za desktop, mobitel i tablet. Kraj knjige prikaz je finalnih rješenja na aplikacijama nakon kojeg slijedi zaključak.

# SADRŽAJ

## 1. UVOD

- 1.1. Opis teme
- 1.2. Obrazloženje teme

## 2. ISTRAŽIVANJE

- 2.1. Analiza subjekta
  - 2.1.1. Madeira Web & Melon Unipessoal, Lda.
  - 2.1.2. Madeira Tourist
- 2.2. Analiza konkurencije
  - 2.2.1. Tenerife
  - 2.2.2. Azorsko otočje
  - 2.2.3. Santorini
  - 2.2.4. Bali
- 2.3. Ciljana skupina
  - 2.3.1. Primarna ciljana skupina
  - 2.3.2. Sekundarna ciljana skupina
  - 2.3.3. Persona primarne ciljane skupine
  - 2.3.4. Persona sekundarne ciljane skupine
- 2.4. Postojeći elementi vizualnog identiteta
- 2.5. SWOT analiza
- 2.6. Content outline
- 2.7. Site diagram
- 2.8. Zaključak istraživanja

## 3. IDEJNA RJEŠENJA I SKICE

- 3.1. Wireframe tipičnih stranica
  - 3.1.1. HOMEPAGE
  - 3.1.2. MADEIRA
  - 3.1.3. History
  - 3.1.4. WHAT TO EAT&DRINK
  - 3.1.5. Food
  - 3.1.6. Walking & Hiking
  - 3.1.7. ABOUT US
- 3.2. Wireframe navigacije

- 3.2.1. Primarna navigacija
- 3.2.2. Sekundarna navigacija

## 4. GRAFIČKI STANDARDI

- 4.1. Boja
- 4.2. Tipografija
  - 4.2.1. Primarna tipografija
  - 4.2.2. Sekundarna tipografija
- 4.3. Grid
- 4.4. Vizualni identitet

## 5. DIZAJN WEB STRANICE

- 5.1. Dizajn desktop
- 5.2. Dizajn mobitel
- 5.3. Dizajn tablet

## 6. APLICIRANJE

## 7. ZAKLJUČAK

## 8. LITERATURA

## 9. PRIJAVNICA ZAVRŠNOG RADA

## 1.UVOD

## 1.2. Opis teme

Madeira je jedan od dva naseljena otoka istoimene portugalske regije. Otočje Madeira sastoji se od otoka Madeira, Porto Santo i Desertas koji su smješteni u sjevernom Atlantskom oceanu, jugozapadno od Portugala. Nalaze se oko 400 kilometara sjeverno od Tenerifa i 900 km od glavnog grada Portugala, Lisabona. Bermudi i Madeira, nekoliko vremenskih zona udaljeni, jedini su u Atlantiku na 32. sjevernoj paraleli. Madeiru su 1419. godine otkrili portugalski mornari pod službom tadašnjeg princa Henryja Navigatora, a otok se naselio nakon 1420. godine. Arhipelag se smatra prvim teritorijalnim otkrićem istraživačkog razdoblja doba otkrića. Glavni grad Madeire, Funchal, nalazi se na južnoj obali otoka. U njegovu zaleđu su brda u obliku amfiteatra, koja se uspinju već od luke, pa do gotovo 1200 metara visine. Krase ih mnogobrojne bijele kućice crvenih krovova i zelenih “škura”, tipičnih za otok, iznad kojih su šume i plantaže banana. Do njih se može doći gradskom žičarom koja ima najbolji pogled na luku i obalu. Glavna luka u Funchalu dugo je bila vodeća portugalska luka za krstarenja. 2017. godine primila je više od pola milijuna turista te tako čini važno zaustavljanje za komercijalna i transatlantska putnička krstarenja između Europe, Kariba i Sjeverne Afrike. Madeira je danas popularno ljetovalište koje svake godine posjećuje oko 1,4 milijuna turista, gotovo pet puta više od broja stanovnika. Regija je poznata po vinu Madeira, gastronomiji, povijesnoj i kulturnoj vrijednosti, flori i fauni te krajoliku čiji su dijelovi uvršteni na popis svjetske kulturne baštine, UNESCO. Iako bliža afričkoj obali no Lisabonu, izgleda vrlo “europski”, a karakterizira je ugodna klima s prosječnom temperaturom od oko 20°C, zbog čega ovaj otok privlači brojne turiste tijekom cijele godine. Ime Madeira u prijevodu znači šuma, budući da su otok nekoć prekrivale guste šume, koje su portugalski kolonizatori obilno iskorištavali. Dovodili su robove da kopaju kanale za navodnjavanje “levadas” (danas poznate rute planinarenja), na plodnoj zemlji uzgajali šećernu trsku i bogatili se na bijelom zlatu. Danas se na otoku uzgajaju banane, cvijeće i grožđe, no njegovi stanovnici najviše prihoda imaju od turizma. Sjever je hladniji i manje naseljen, a do nekih dijelova divlje planinske i vulkanske unutrašnjosti može se doći samo pješice. Madeira je idealna destinacija za uživanje u prirodi i blagodatima koje nudi.

Cilj redizajna web stranice “Madeira Tourist” je promjena određenih informacija na stranici radi nedostatka hijerarhije i važnosti informacija za turiste. Uz zadržavanje pojedinih segmenata stranice, cilj nove stranice je osvijestiti korisnika na dvije vrste informacija, primarne i sekundarne. Primarne su one koje korisnik želi saznati prije samog putovanja i organiziranja pojedinog dana putovanja, a to su: gdje se otok nalazi, njegova klimatska obilježja, kako doći na njega te gdje odsjesti. Nakon primarnih informacija te najčešće prije samog putovanja korisnici žele isplanirati svaki dio dana svog putovanja gdje dolazimo do sekundarnih informacija: što posjetiti na otoku, detaljan popis zanimljivosti, slika, lokacija te savjeta na koji način se najbolje organizirati u posjećivanju istih što je veoma bitno za otok Madeiru. Cilj je da korisnik nakon posjeta stranice nema potrebu za ponovnim traženjem informacija, odnosno ima tzv. “plan i program” putovanja na samoj stranici. Stranica je vezana uz simboliku broja 5 koji, prema sadržaju otoka, idealan je broj dana za posjetiti otok. Sve manje od 5 dana nije dovoljno za istražiti sve čari Madeire. Sukladno tome navigacija je napravljena kao vodič kroz 5 koraka ( 1. MADEIRA, 2. GETTING HERE, 3. WHERE TO STAY, 4. THINGS TO DO, 5. WHAT TO EAT&DRINK ) s dodatnom stranicom “ABOUT US” za pronalazak informacija tvrtke i mogućnost kontaktiranja. Za sve preporuke aktivnosti predloženo je 5 najboljih tipova (5 top jela/pića/ plaža/staza...). Ovim pristupom izdvaja se najbolje od cijelog otoka što je često problem kod stranica, kada su korisnici izloženi prevelikoj količini informacija o aktivnostima za koje najčešće nemaju vremena zbog ograničenog broja dana. Kako bi se spomenute informacije pružile na što jednostavniji način, pomoći će novi, jednostavniji i poboljšani dizajn stranice s novim vizualnim identitetom. Cilj je napraviti stranicu u svrhu promocije prednosti otoka Madeire u odnosu na konkurentske destinacije, na što jednostavniji i korisniku prihvatljiv način.

### PRIMARNE INFORMACIJE



### SEKUNDARNE INFORMACIJE



## 2. ISTRAŽIVANJE



## 2.1. Analiza subjekta

(1) MADEIRA WEB



(2) MADEIRA PORTUGAL



(3) MADEIRA LIVE



(4) PORTO SANTO



(5) MADEIRA TOURIST



“Madeira Web & Melon Unipessoal, Lda.” privatno je financirana tvrtka koja promovira Portugalsko otočje Madeiru (Madeira, Porto Santo, Desertas) od 1997. godine. Njihov tim objavljuje i upravlja sljedećim promotivnim vodičima: Madeira Web (1), Madeira Portugal (2), Madeira Live (3), Porto Santo (4) i Madeira Tourist (5). Stranice se tematski razlikuju. “Madeira Web” glavna je stranica na kojoj možemo pronaći opsežne informacije cijelog otočja. “Madeira Portugal” broj 1 je vodič za hotelski smještaj, “Porto Santo” sadrži opsežne informacije o otoku Porto Santo, a “Madeira Live” prikazuje live kamere otočja. Glavni subjekt, “Madeira Tourist”, stranica je namijenjena turistima kao informativni vodič otoka. Sve stranice sadržavaju bitne informacije o mjestima koja treba posjetiti, kada ih posjetiti, što razgledati, kako doputovati i gdje odsjesti. Karte, detaljna izvješća o vremenu, geografiji, povijesti, noćnom životu, ljudima i kulturi samo su dio ponude sadržaja koji nude. Web stranice se svakodnevno ažuriraju novim člancima i fotografijama otoka. Prema podacima tvrtke, najpopularnija stranica je “Madeira Live” koja informira turiste o trenutnim klimatskim obilježjima pojedinih mjesta kao što su prirodna kupališta ili polazne točke planinarenja. Razlog tome je popularnost Madeire kao odredišta za planinarenje. Mogućnost uvida u trenutne temperature pojedinih ruta uvelike pomaže turistima i posjetiteljima radi velikih razmjera u nadmorskoj visini. Prema statističkim podacima tvrtke ove višejezične vodiče svakodnevno čita oko 30.000 ljudi. Stranice se otvaraju na prvoj stranici pretraživanja Madeire u više od 100 zemalja. “Melon Unipessoal, Lda.” pruža slike, videozapise i druge promotivne materijale međunarodnim publikacijama u svrhu promicanja otočja Madeire. Njihova misija/svrha je promicanje zelenog otoka Madeire na međunarodnoj razini kao čistog, ne zagađenog i sigurnog odredišta za odmor s ugodnom ljetnom klimom.

## 2.1.2. Madeira Tourist

“Madeira Tourist” jedna je od web stranica tvrtke “Madeira Web & Melon Unipessoal, Lda.”. Za razliku od ostalih njihovih stranica “Madeira Tourist”, kako i samo ime govori, namijenjena je turistima otoka Madeire.

Navigacija stranice sastoji se od sljedećih stranica:

1. HOME PAGE - kratke opće informacije o Madeiri, geografski položaj, glavni grad, posebnosti i pružanje usluga turistima.
2. MADEIRA - detaljne informacije o glavnom gradu, načinu života, geografskim, povijesnim i kontakt informacijama turističkih ureda. Informacije o letovima, transferima i krstarenjima.
3. WHERE TO STAY - uvid u različitost otoka na koji utječu različiti faktori. Sukladno tome savjeti gdje odsjesti.
4. PHOTOS - prikaz slika raznih događanja i turističkih atrakcija.
5. LEISURE - informacije o aktivnostima.
6. MAPS - mapa s navigacijom, uputama, hotelima i mjestima za posjetiti.
7. WEATHER - informacije o klimi i temperaturi.
8. WEBCAMS - live kamere.

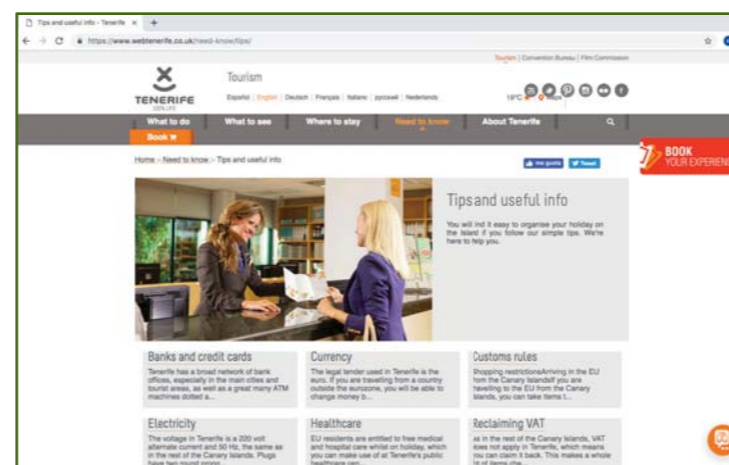
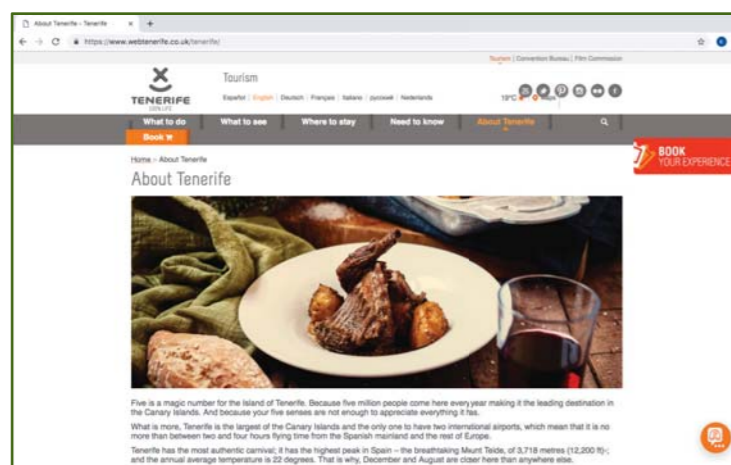
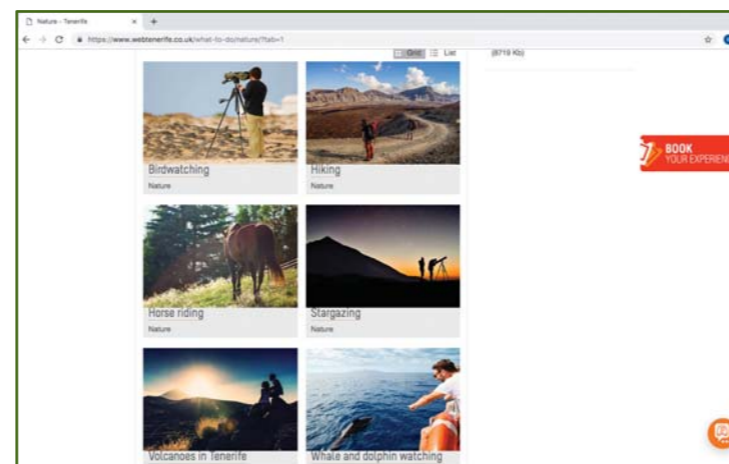
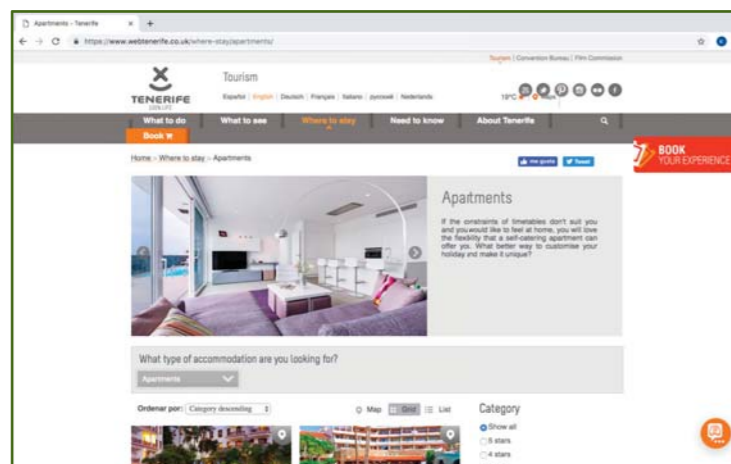
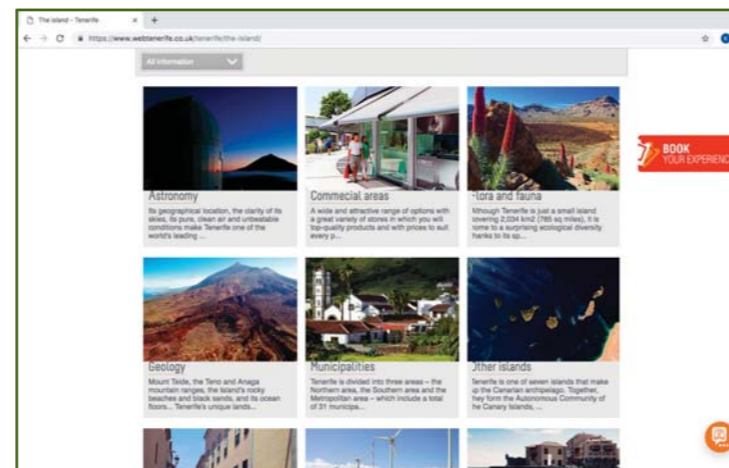
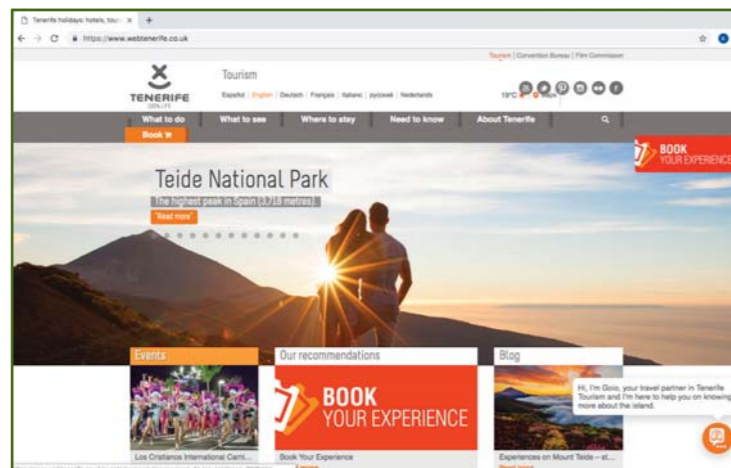
Stranica “Madeira Tourist” sadrži dobre i loše kvalitete. Hijerarhija stranice nije dobro postavljena. Stranica za kontakt nalazi se kao podstranica navigacije “Madeira” te se isto tako nalazi i u sekundarnoj navigaciji (footer) koja se prikazuje samo na početnoj stranici dok na drugim podstranicama ne postoji. U footeru se nalaze linkovi za 3 stranice tvrtke, dok za “Madeira Portugal”, četvrtu stranicu namijenjenu smještaju, ne postoji link. Ikone za društvene mreže nalaze se u headeru paralelno s logotipom stranice. Smještaj društvenih mreža u footer, kao sekundarno bitne informacije bila bi bolja opcija. “Leisure” se odnosi na ponude aktivnosti otoka, sadrži kratke informacije o golfu, botaničkim vrtovima i šetnjama. Madeira ima puno više toga za pružiti te golf nije jedna od bitnih aktivnosti Madeire. “Flights to Madeira” podstranica je koja prikazuje informacije isključivo o letovima iz UK-a, neiskoristive za većinu ljudi. Pozadine stranica čini loša kvaliteta slike drveta, nereprezentativna za promociju Madeire, otoka predivne prirode. S druge strane, navigacije “Madeira” (Living in Madeira, Events, Funchal, Useful Resources i Fact file), “Maps” i “WebCams” sadržajno su korisne stranice turistima i čitateljima. Usprkos nedostatku određenih informacija, “Madeira Tourist” sadrži dio korisnih informacija i pruža korisniku jednostavno snalaženje.



## 2.2. Analiza konkrecije

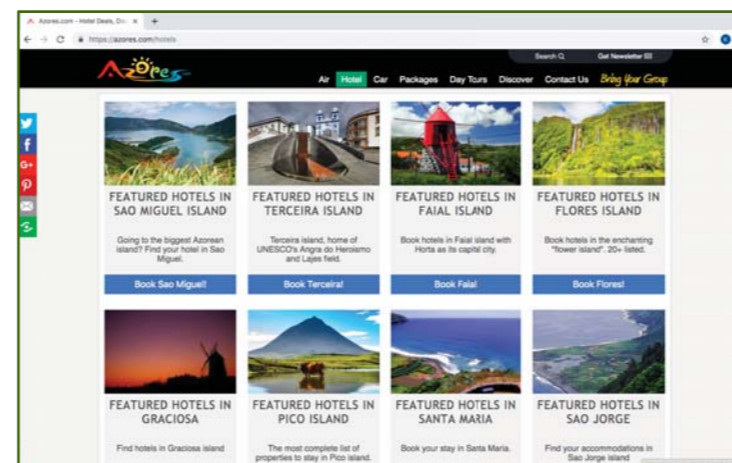
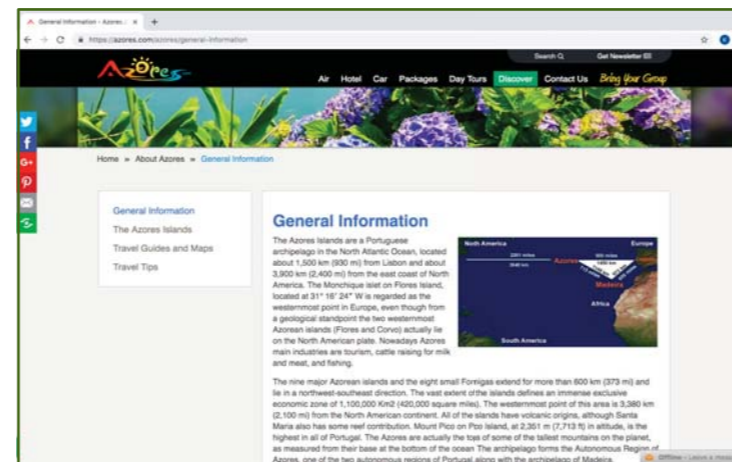
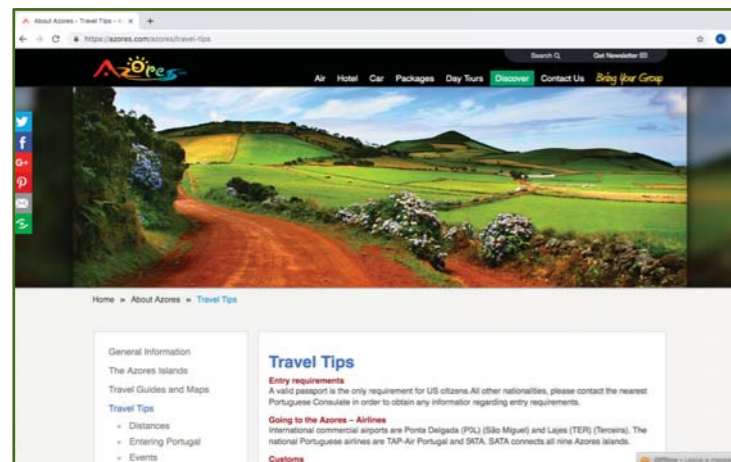
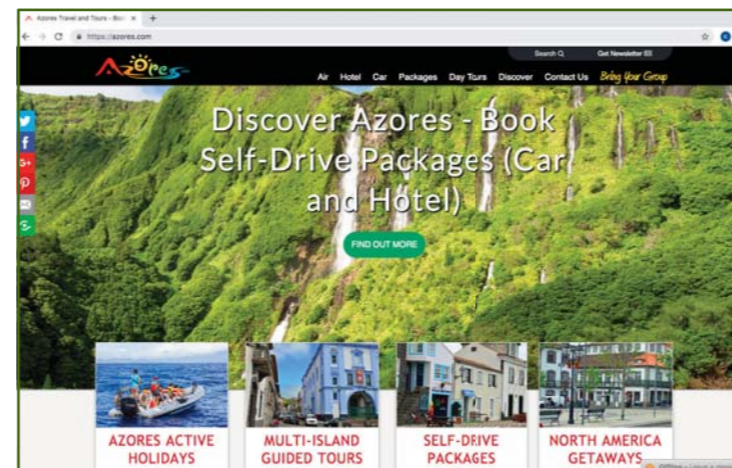
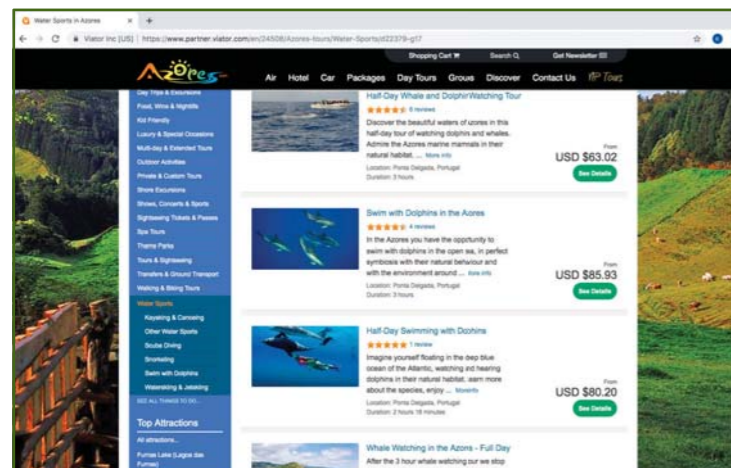
## 2.2.1. Tenerife

“Webtenerife.com” službena je web stranica za promociju Tenerifa kao turističke destinacije. U vlasništvu tvrtke “Tenerife Tourism Corporation”, sadrži cijeli niz mogućnosti za odmor s konkretnim i najbitnijim informacijama tijekom i prije putovanja. Web stranica ima vrlo jednostavnu navigaciju, pružajući uvid u neke od najboljih mjesta za odmor i vrhunske hotele u najboljim odmaralištima. Povrh toga, pružaju informacije o lokalnoj hrani, kulturi, zanimljivim mjestima, savjetima za putovanja, vremenu i još mnogo toga. Stranica je primjer kako jednostavnost i funkcionalnost čine dobar dizajn. Prevedena čak na 7 jezika, sadrži i svoj blog na kojem se mogu pronaći članci od kulture, gastronomije, prirode pa sve do plaža, sporta i noćnog života stvarajući tako interesantne teme za čitatelje. Stranicom upravlja tim profesionalaca koji se brine za promociju otoka, nudeći posjetiteljima razne pogodnosti s ciljem pružanja najviše kvalitete. S naglaskom na intuitivnoj navigaciji i brzom pronalazanju informacija, njihovi vodiči dobili su brojne nagrade i usvojeni su od strane mnogih odjela javnih službi kao preporučeni izvor informacija. Koristeći lokalne urednike putovanja, osiguravaju da su sve informacije najtočnije, ažurirane i dostupne na webu.



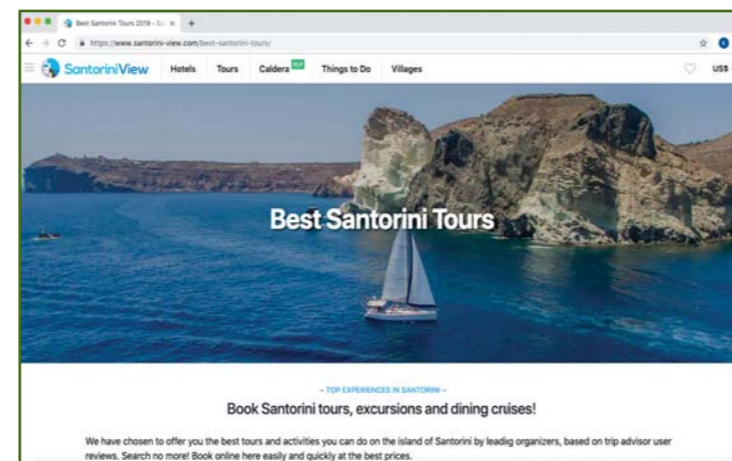
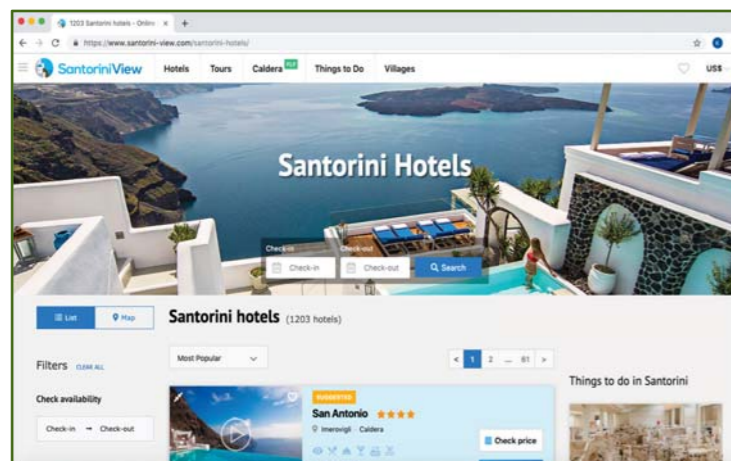
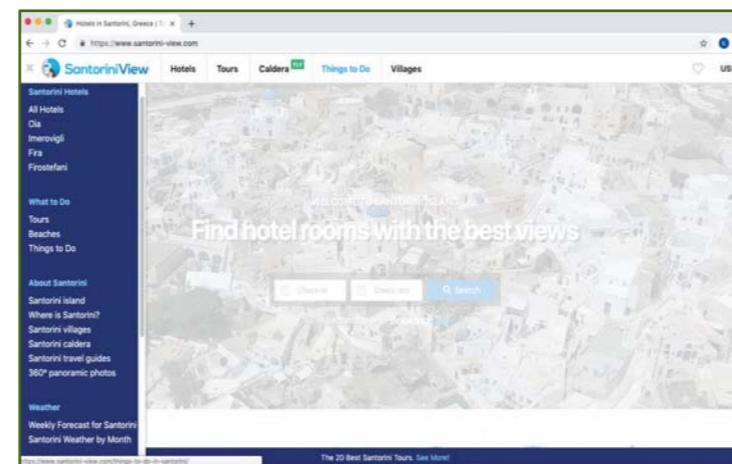
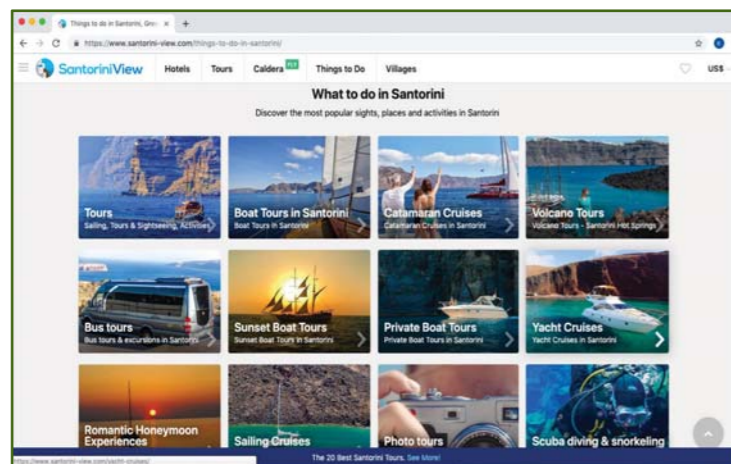
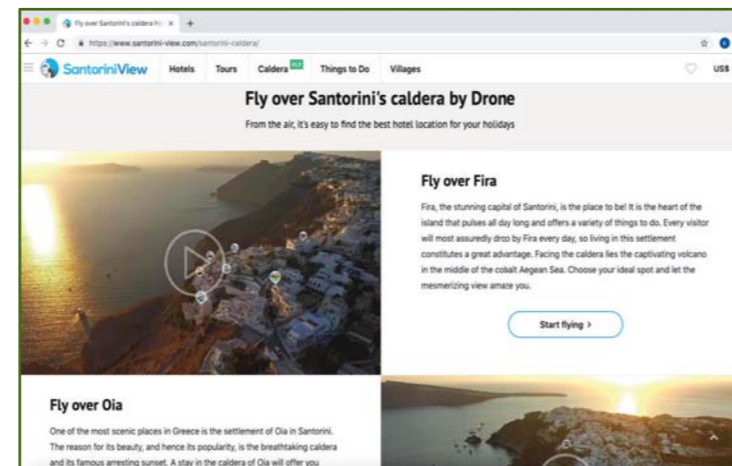
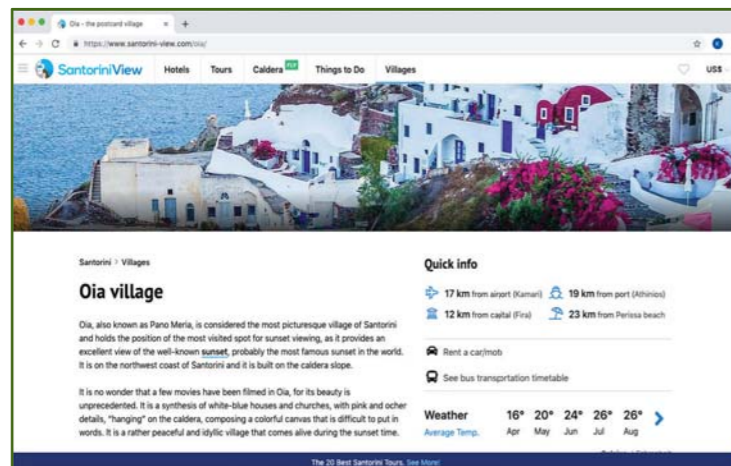
## 2.2.2. Azorsko otočje

“Azores.com” web je stranica registrirana 1996. godine s ciljem pružanja klijentima drugačije internetsko iskustvo pri traženju proizvoda i usluga povezanih s putovanjima na Azorsko otočje. Stranicom upravlja tim suradnika sa znanjem o Azorima, Portugalu i Iberskom poluotoku. Njihov cilj, kako kažu, pružiti je klijentima najbolje moguće opcije za posjet jednog od najljepšeg otoka Europe. Stranicom upravlja “Portugal Online”, putnička agencija s više desetljeća iskustva u pružanju korisnicima putne mogućnosti i rješenja za Portugal, Azore, Madeiru i Španjolsku. Pružaju alate, podršku i informacije od hotela, dvoraca, vila, izleta do raznih atrakcijskih paketa i najma automobila. Njihova predanost posjetiteljima stranice i putničkim kupcima napravila je tisuće vrlo zadovoljnih klijenata. “Azores.com” surađuje s najboljim operatorima i pružateljima usluga na Azorskim otocima. Svi partneri imaju desetljeća iskustva u pružanju najboljih usluga u industriji. Njihov cilj pružiti je korisnicima najbolju moguću vrijednost ne dodajući naknade ili dodatne troškove objavljenim cijenama dobavljača. U određenim slučajevima omogućuju još povoljnije cijene od originalnih. Stranica je koncipirana kao mjesto na kojem se može kupiti/rezervirati sve ono što može zatrebati tijekom putovanja. Pružanje opsežnog spektra usluga otoka čini ju dobrom stranicom za planiranje aktivnosti tijekom putovanja. Mana stranice je ne pružanje korisnicima informativne, opće informacije te savjete o otočju.



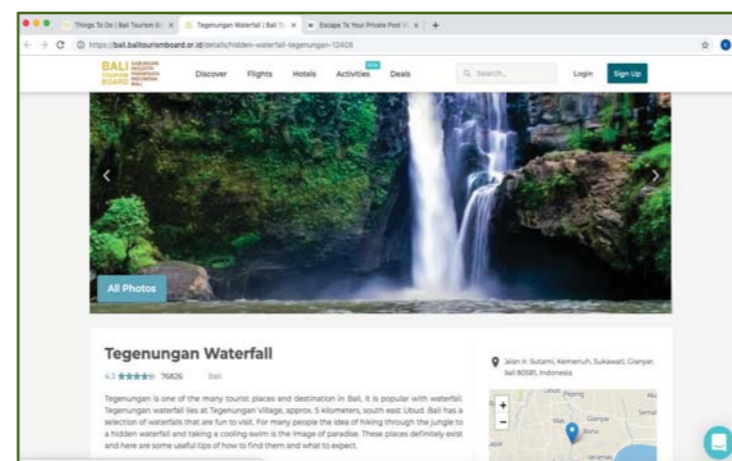
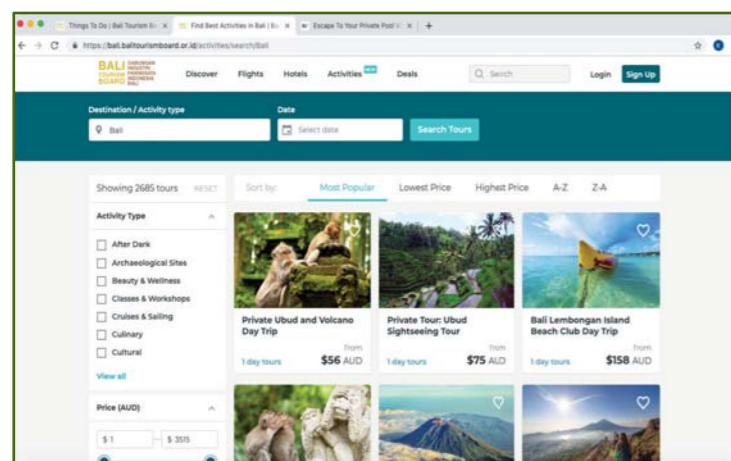
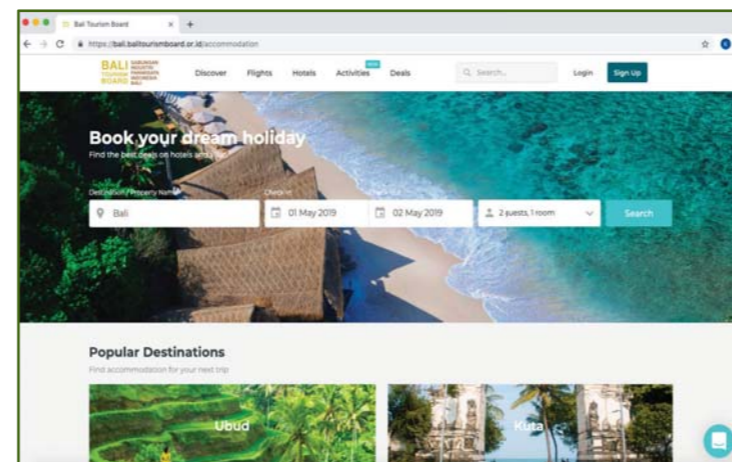
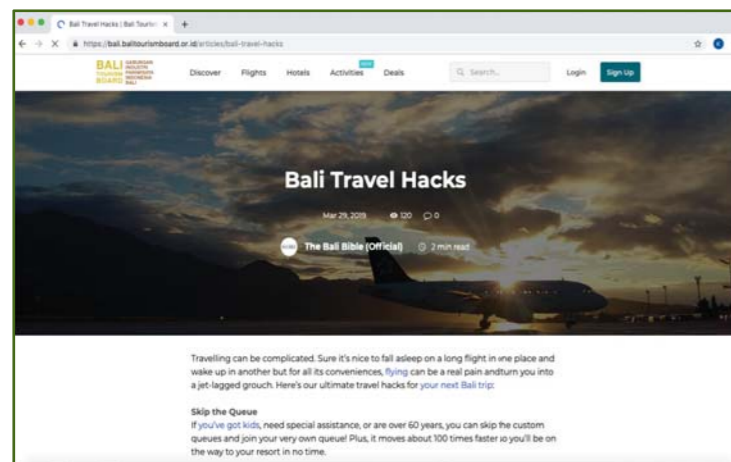
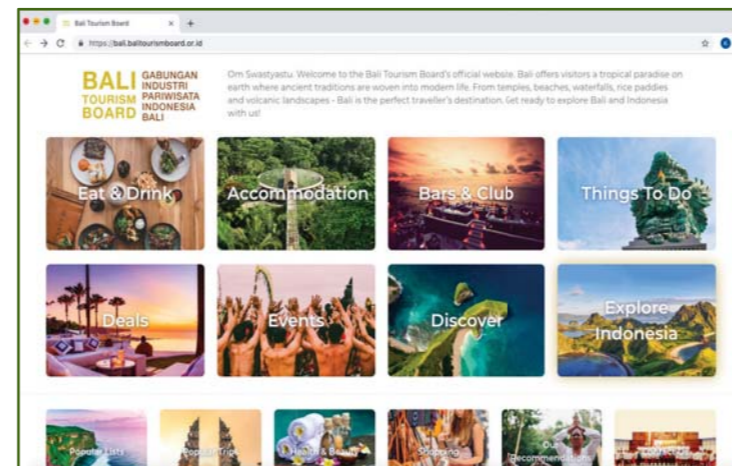
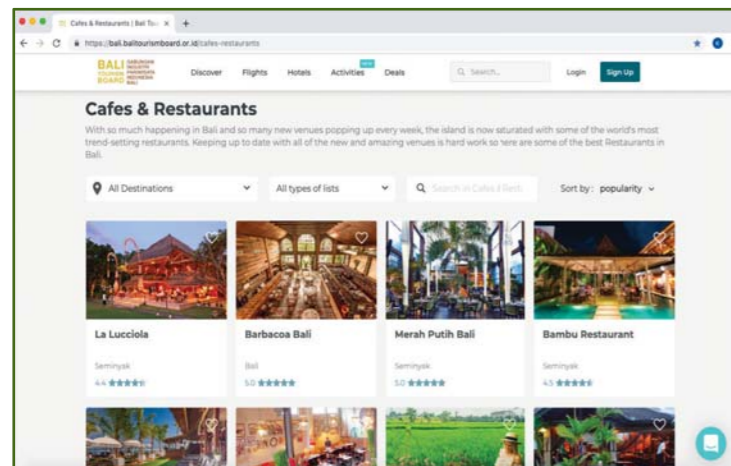
## 2.2.3. Santorini

“Santorini-View.com”, u vlasništvu tvrtke “Atlantis Software” web je stranica za promociju otoka Santorini kao turistički atraktivne destinacije Grčke. Stranica je interaktivan, “user friendly”, sveobuhvatan i svakodnevno ažuriran vodič za otok Santorini. Sadrži cijeli niz mogućnosti kao što su rezervacija smještaja, turističkih atrakcija, “fly view” i još puno toga. Dizajn stranice je jednostavan, čist, pregledan i sadrži od općih informacija do blogova i preporuka za cijeli otok. Trude se korisnicima približiti otok što više je moguće pa tako imaju 360° panoramske slike koje korisnici mogu pomicati i dobiti osjećaj kao da su stvarno tamo. Sukladno tome sadrže i “fly view” koji po principu street view-a navigira korisnika u zraku. Na taj način korisnici mogu doživjeti otok iz ptičje perspektive te se odlučiti na smještaj s obzirom na položaj i udaljenost od obale i pojedinih mjesta. Stranica nije usmjerena samo na jedan segment putovanja te svatko može pronaći nešto za sebe. Uz dobar dizajn i strukturu, stranica je idealna za sve vrste putnika. Njihov cilj je potaknuti turizam te pružiti i najdetaljnije informacije otoka Santorini.



## 2.2.4. Bali

“Bali.baliturismboard.or.id” web je stranica formirana od strane devet turističkih udruga Balijsa s glavnim ciljem izgradnje i razvoja bolje i održive turističke industrije na Baliju i Indoneziji. Pozicioniraju se kao organizacija kojoj je bitna komunikacija i informiranje, predstavljanje i savjetovanje za turizam i javnost. Nisu specijalizirani samo za turističku industriju, već se trude povećati kvalitetu života sinergijom nevladinih organizacija, masovnih medija i lokalnih vlasti. S ovom paradigmom, funkcioniraju kao turistička zajednica koja je odgovorna za bolju kvalitetu života lokalne zajednice. Njihova vizija, kako ističu, biti je profesionalna organizacija za upravljanje odredištima Indonezije i predstaviti Bali kao glavnu turističku destinaciju temeljenu na kulturi u svijetu. Žele promovirati, razvijati i upravljati Balijem kao destinacijom za kulturni turizam. Cilj im je promovirati odnos i suradnju između indonezijske i inozemne turističke industrije u interesu razvoja turizma. Način na koji se stranica ističe od ostalih konkurencija je početna stranica/homepage koja ne sadrži header, footer i tekst. Stranica prikazuje slike i naslov, predstavljajući određene skupine informacija. Sukladno tome, korisnici na samom početku eliminiraju opsežne informacije koje im nisu potrebne te odabiru ciljanu grupu informacija zbog koje su posjetili stranicu. Jednostavan, brz i kreativan način koji korisniku pruža brzo pretraživanje.





### 2.3. Ciljana skupina

### 2.3.1. Primarna ciljana skupina

- 18-35 godina
- avanturističke osobe
- sportske osobe
- vole putovati
- vole prirodu

Primarna ciljana skupina “Madeira Tourist” stranice mlade su osobe između 18 i 35 godina. Vole putovati u grupama prijatelja ili s partnerom/partnericom. Madeira je idealna destinacija za mlade sportske osobe pune energije koje više vole avanturističke atrakcije poput ronjenja, planinarenja, surfanja i općenitog istraživanja prirode nego razgledavanja spomenika i muzeja. Osobe koje imaju dobru kondiciju i volju. Uživaju u blagodatima prirode i svega onoga što ide uz nju. Za osobe koje preferiraju prirodu više od velikih i bučnih gradova, a ipak žele izaći navečer i zabaviti se, Madeira je idealna destinacija.

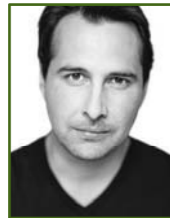


## 2.3.2. Sekundarna ciljana skupina

- 40-65 godina
- obiteljske osobe
- vole toplije krajeve
- vole mir i tišinu
- vole gledanje zalaska sunca, lagane šetnje i prirodu

Sekundarna ciljana skupina odnosi se na osobe između 40 i 65 godina. Osobe koje vole putovati s obitelji i/ili djecom. Razlog putovanja im je predah od svakodnevnih užurbanih života i odlazak na odmor u krajeve toplije klime kako bi se mogli potpuno opustiti. Ne žele destinaciju gdje moraju cijeli dan razgledavati (to ne smatraju odmorom). Bitnija im je priroda i mir koji nemaju u svojim užurbanim životima. Žele se odmarati u prirodi i provesti dane na plaži. Navečer šetati gradom, počastiti se večerom morskih specijaliteta otoka i potom uživati u posebnom zalasku sunca. Neće se odlučiti za ekstremnije aktivnosti otoka, ali će zato iskoristiti prirodu na njima najbolji način.





## PETAR HORVAT

GODINE: 27

ZANIMANJE: inženjer elektrotehnike

STATUS: samac

LOKACIJA: Hrvatska

ambiciozan

društven

poduzetan

pustolovan

### CILJEVI PUTOVANJA

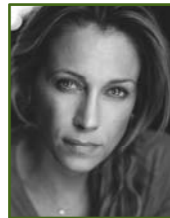
- prikupiti bitne informacije
- steći lokalne uvide atrakcija
- iskoristiti sportske aktivnosti

### FRUSTRACIJE PUTOVANJA

- previše vremena provedeno na organiziranje putovanja
- previše posjeta različitih stranica radi prikupljanja informacija
- nepotrebne informacije i oglasi prilikom pretraživanja

Petar je inženjer elektrotehnike u Zagrebu. Često putuje radi posla te svaku priliku slobodnog vremena iskorištava za putovanja s prijateljima. Ne voli putovati s turističkim vodičima nego sve sam organizira prije putovanja. Smatra da turistički vodiči ne pokazuju prave "čari" putovanja. Zbog toga dosta vremena potroši na proučavanje različitih izvora iskustava putovanja određene destinacije. Prije putovanja uvijek sastavi popis mjesta koja želi posjetiti te ga ništa ne može spriječiti u izvršavanju istog. Svaka minuta dana mu je organizirana i ne prakticira slobodno vrijeme sve dok se ne napravi sve s popisa koji je predviđen za taj dan. Ne vjeruje u organizacijske sposobnosti planiranja putovanja svojih prijatelja, ali mu nitko ni ne zamjera znajući da je njegovo istraživanje veoma detaljno. Veliki je ljubitelj mobilnih aplikacija za avione, karte, "rent a car", turističke vodiče i slično, koje mu pomažu tijekom putovanja. Iako je veoma organiziran voli i pustolovine, izazove i neočekivana iznenađenja tijekom putovanja. Na svim putovanjima voli isprobati različite aktivnosti, a među najdražima mu je planinarenje i ronjenje. Htio bi da su turističke web stranice napravljene na način da sve što ga zanima može naći na jednom mjestu, no to mu do sada nije uspjelo.

Persone su izmišljeni reprezentativni korisnici smješteni u narativima kako bi se njima mogli koristiti umjesto stvarnim korisnicima tijekom procesa dizajniranja. Dio su faze istraživanja te su kreirane putem informiranja, anketa, intervjuja i ciljanih skupina. Persona uključuje ime, demografske podatke, razinu stručnosti i detaljne informacije o korisničkim ciljevima i motivacijama. Tipične persone koristimo kao izmišljene tipove osoba koje nadilaze "prosječne korisnike". Na ovaj način pokušavamo stvoriti motivaciju korisnika kroz njima uporaban kontekst. Osobe predstavljaju cijeli dobni raspon ciljanih skupina. (LYNCH, P.J., HORTON, S. *Web Style Guide*. Yale University Press, 2016.)



## JULIA POSAVI

GODINE: 45

ZANIMANJE: doktorica

STATUS: oženjena (2 djece)

LOKACIJA: Hrvatska

ambiciozna

druželjubiva

smirena

senzibilna

### CILJEVI PUTOVANJA

- odmoriti se
- provesti vrijeme s obitelji
- provesti vrijeme u prirodi

### FRUSTRACIJE PUTOVANJA

- previše vremena provedeno na odabir destinacije
- manjak savjeta o smještajevima radi dvoje djece
- previše vremena provedeno na organiziranje putovanja

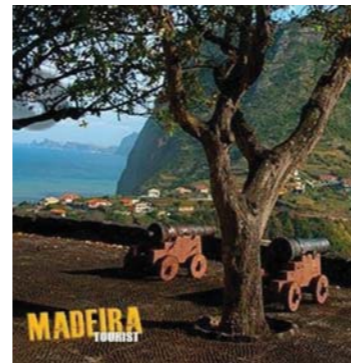
Julia je doktorica koja većinu svog vremena provodi na poslu. Ima dvoje djece i svoje slobodno vrijeme koristi za odmor uz obitelj koja joj je najvažnija. Uvijek putuje avionom jer joj to uzima najmanje vremena. Putuje isključivo s obitelji, a preferira destinacije toplijih krajeva koje su bogate prirodom. Ne voli velike gradove i gužve. Cilj putovanja joj je prije svega odmor i relaksacija. Ne voli planirati svaki dio putovanja, stoga nikad ne planira unaprijed kako će provoditi dane. Smatra da joj to stvara dodatni stres. Uvijek odsjeda u hotelima kako ne bi morala misliti o kuhanju. Ne posjećuje muzeje jer misli da oni nisu "duša" grada. Više voli duge večernje šetnje ili vožnje biciklima. Upravo joj one daju uvid grada kakav, kako kaže, ne može naći u vodičima na internetu. Voli gradove na moru jer plaža joj je jedna od omiljenih stvari. Voli čitati knjigu i sunčati se dok se djeca zabavljaju u moru, a potom gledati zalazak sunca s obitelji i tek onda otići s plaže. Jedna od bitnijih stvari na putovanju joj je probati sve tradicionalne specijalitete destinacije pa tako nikad ne naručuje ono što može jesti i doma. Htjela bi da web stranice imaju vodič za najbolju lokalnu hranu i piće, da ne mora istraživati blogove turista koje najčešće istražuje.

## 2.4. Postojeći elementi vizualnog identiteta

Vizualni identitet “Madeira Tourist” stranice sastoji se od dvije vrste tipografije. Tipografija riječi “Madeira”, plave je boje s dodanim elementima bijele boje asocirajući na oblake. Blago je nakošena kako bi se bolje dočarao prikaz neba i njegova “prostranost”. Usprkos tome tipografija je dosta čvrsta i ne serifna što rezultira upravo suprotnost poruke koju su, pretpostavljam, htjeli postići. Zaobljenijom i tanjom vrstom tipografije moglo bi se postići bolje rješenje. Plava boja, nakon zelene, najbliže opisuje asocijaciju na pojam otoka što sugerira na dobar odabir boje. Međutim, pojavom logotipa na slici, on mijenja boju u žutu. Razlog tome je da većina slika otoka sadrže upravo zelenu i plavu boju (nebo, more, planine...) zbog kojih se smanjuje vidljivost logotipa. Odabir bijele boje bilo bi bolje rješenje ugodnije oku. Radi sekundarne tipografije riječi “Tourist” koja je bijele boje i preklapanja s primarnom tipografijom nisu mogli promijeniti boju logotipa u bijelu. Stoga bi odvojene riječi logotipa uvelike olakšale dizajn. “Tourist” tipografija “mekša” je od primarne tipografije, ali isto tako su slova dosta “masna”. Za razliku od primarne i ukošene tipografije, sekundarna tipografija zbog svoje statičnosti stvara sklad kompozicije vizualnog identiteta. Tipografija zadržava bijelu boju i prilikom adaptacije logotipa na pozadine u boji. Sukladno sekundarnoj boji logotipa dio navigacije izražen je u skladu s istom, žutom bojom, čime su dosljedni vizualnom komuniciranju. Izričito korištenje žute i plave boje bilo bi prihvatljivo za razliku od trenutne pozadine stranice koju čini drvo preko kojeg je stavljen opacity plave boje stvarajući loš dizajn i nelagodu oku tijekom čitanja.



MADEIRA  
TOURIST



### PREDNOSTI

- jednostavna navigacija
- ne pretjeranost informacija
- web kamera

### SLABOSTI

- dizajn stranice
- hijerarhija informacija
- manjak informacija o stvarima koje treba posjetiti

### PRILIKE

- poboljšanje trenutnog sadržaja, dizajna i hijerarhije informacija
- stranica u obliku vodiča za turiste
- sadržavati informacije bez potrebe odlaska korisnika na druge stranice

### PRIJETNJE

- veća zainteresiranost ciljane skupine za globalne konkurentske web stranice
- nedostatak plaćenih ponuda

Trenutne prednosti “Madeira Tourist” stranice su jednostavna navigacija i ne pretjeranost informacija podstranica koje korisniku inače usporavaju pretraživanje i dolazak do cilja. Najveća prednost stranice u odnosu na konkurenciju je web kamera koja prikazuje trenutnu prognozu pojedinih mjesta što uvelike olakšava planiranje u posjećivanju atrakcija. S druge strane, slabost stranice je ne reprezentativan dizajn. Pozadina stranica nije čista i ugodna oku. Hijerarhija informacija nije dobro posložena pa tako kontakt nalazimo kao podstranicu glavne navigacije. Stranica ne sadrži dovoljno informacija i savjeta o atrakcijama otoka koje su najbitniji dio svakog putovanja. Prilike novog redizajna web stranice je iskoristiti sve ono korisno na stranici i poboljšati dodatnim sadržajem, hijerarhijom i novim dizajnom. Cilj nove stranice napraviti je informativnu stranicu u obliku vodiča za turiste na način da korisnici nemaju potrebu ponovnog pretraživanja novih izvora. S druge strane moguća je veća zainteresiranost za globalne konkurentske stranice radi većeg opsega plaćenih ponuda atrakcija za koje “Madeira Tourist” nije specijalizirana.

- 0. HOME** - kratke informacije i opis što možemo pronaći na stranici
- 1. MADEIRA** - sažet prikaz svih podstranica
  - 1.1. About Madeira** - opće informacije o otoku, obilježjima, kulturi i klimi
  - 1.2. History** - povijesna obilježja otoka
  - 1.3. Geography** - geografska obilježja otoka
  - 1.4. Funchal** - informacije o glavnom gradu
  - 1.5. Events** - pregled godišnjih događanja
- 2. GETTING HERE** - sažet prikaz svih podstranica
  - 2.1. By Air** - informacije o putovanju avionom
  - 2.2. By Sea** - informacije o putovanju brodom
- 3. WHERE TO STAY** - informacije o smještaju na različitim dijelovima otoka
- 4. THINGS TO DO** - sažet prikaz svih podstranica
  - 4.1. Walking & Hiking** - informacije i savjeti o najboljim stazama
  - 4.2. Beaches & Pools** - informacije i savjeti o najboljim plažama i prirodnim bazenima
  - 4.3. Gardens & Parks** - informacije i savjeti o najboljim parkovima i vrtovima
  - 4.4. Viewpoints** - informacije i savjeti o najboljim vidikovcima
  - 4.5. Water Activities** - informacije i savjeti o najboljim mjestima za ronjenje
- 5. WHAT TO EAT&DRINK** - sažet prikaz svih podstranica
  - 5.1. Food** - popis tradicionalnih jela i najboljih restorana
  - 5.2. Drinks** - popis tradicionalnih pića i najboljih barova
- 6. ABOUT US** - informacije o tvrtki i kontaktu

Hijerarhija informacija ključan je dio procesa dizajna i planiranja web stranice. Informacijska struktura, tehnički dizajn, “user interface” i grafički dizajn jednako su bitne kako bi proizvele kohezivno, koherentno i dosljedno iskustvo za korisnika web stranice. Informacijska struktura se najviše preklapa sa strategijom sadržaja stranice. Bave se planiranjem pravilne strukture i sadržaja stranice. Jezgra strategije sadržaja, međutim, odnosi se na stvaranje korisnog i prikladnog sadržaja koji podržava sveukupne ciljeve i poruke stranice, dok se informacijska struktura prvenstveno bavi načinom na koji je taj sadržaj strukturiran i kategoriziran na web stranici kako bi podržao uspješnu navigaciju i traženje. Ono što je važno za ova blisko srodna polja je da to nisu samo nazivi “poslova” prilikom procesa dizajna web stranice. Informacijska struktura i strategija sadržaja su zadaci koji se moraju obavljati prilikom dizajniranja svake pojedine stranice. Struktura sadržaja je sastavljanje složenih višedimenzionalnih informacijskih prostora koji koriste čitateljima i korisnicima. Temeljna struktura informacija najprije se mora uokviriti prije nego što više specifičnih disciplina, kao što su sučelje i grafički dizajn, mogu učinkovito funkcionirati. Korisničko sučelje i vizualni dizajn web stranice iako je vidljiviji korisniku nego informacijska struktura, loše napravljen i strukturiran, vizualni i interaktivni dizajn ne može popraviti strukturne i konceptualne probleme. (LYNCH, P.J. , HORTON, S. *Web Style Guide*. Yale University Press, 2016.)





## 2.8. Zaključak istraživanja

Madeira, otok idealan za mlade, aktivne ljude željne novih iskustava kao i za sve one koji traže odmor i opuštanje u ljepotama prirode. Usprkos brojnim destinacijama poput Tenerifa, Balijsa, Santorinija, Azora koje konkuriraju ovom otoku prirode, Madeira je ipak posebna u mnogim nišama turizma radi svoje kulture i unikatne prirode čineći ju izdvojenom u odnosu na druge destinacije. Web stranica "Madeira Tourist", usprkos prosječnoj kvaliteti dizajna i manjku pojedinih informacija sadrži i dio dobrih kvaliteta sadržaja koji će uvelike pomoći prilikom redizajna stranice. Cilj novog dizajna i strukture sadržaja odnosi se isključivo na turiste, napravljen konceptom osobnog istraživanja prilikom putovanja na Madeiru te dodatnog internetskog istraživanja. Prilika za boljim dizajnom, strukturom stranice i sadržaja omogućuje napraviti stranicu u obliku turističkog vodiča kako bi posjetitelji mogli isplanirati svaki dio svog putovanja bez uobičajenog traženja informacija na više različitih stranica i blogova. Pristup dizajna stranice na način prikaza "najboljeg" od cijelog otoka nije čest pristup. Najčešći problem korisnika je upravo izloženost prevelikoj količini informacija o aktivnostima za koje nemaju vremena zbog ograničenog broja dana posjeta destinacije. Pomoću istraživanja i grupiranja primarnih i sekundarnih informacija, sastavljena je navigacija koja predstavlja vodič za putovanje na Madeiru kroz 5 koraka: 1. MADEIRA, 2. GETTING HERE, 3. WHERE TO STAY, 4. THINGS TO DO, 5. WHAT TO EAT&DRINK te mogućnost kontaktiranja na stranici "ABOUT US". Novi dizajn stranice nadograditi će kvalitetu postojeće Madeira Tourist stranice.

### 3. IDEJNA RJEŠENJA I SKICE

### 3.1. Wireframe tipičnih stranica

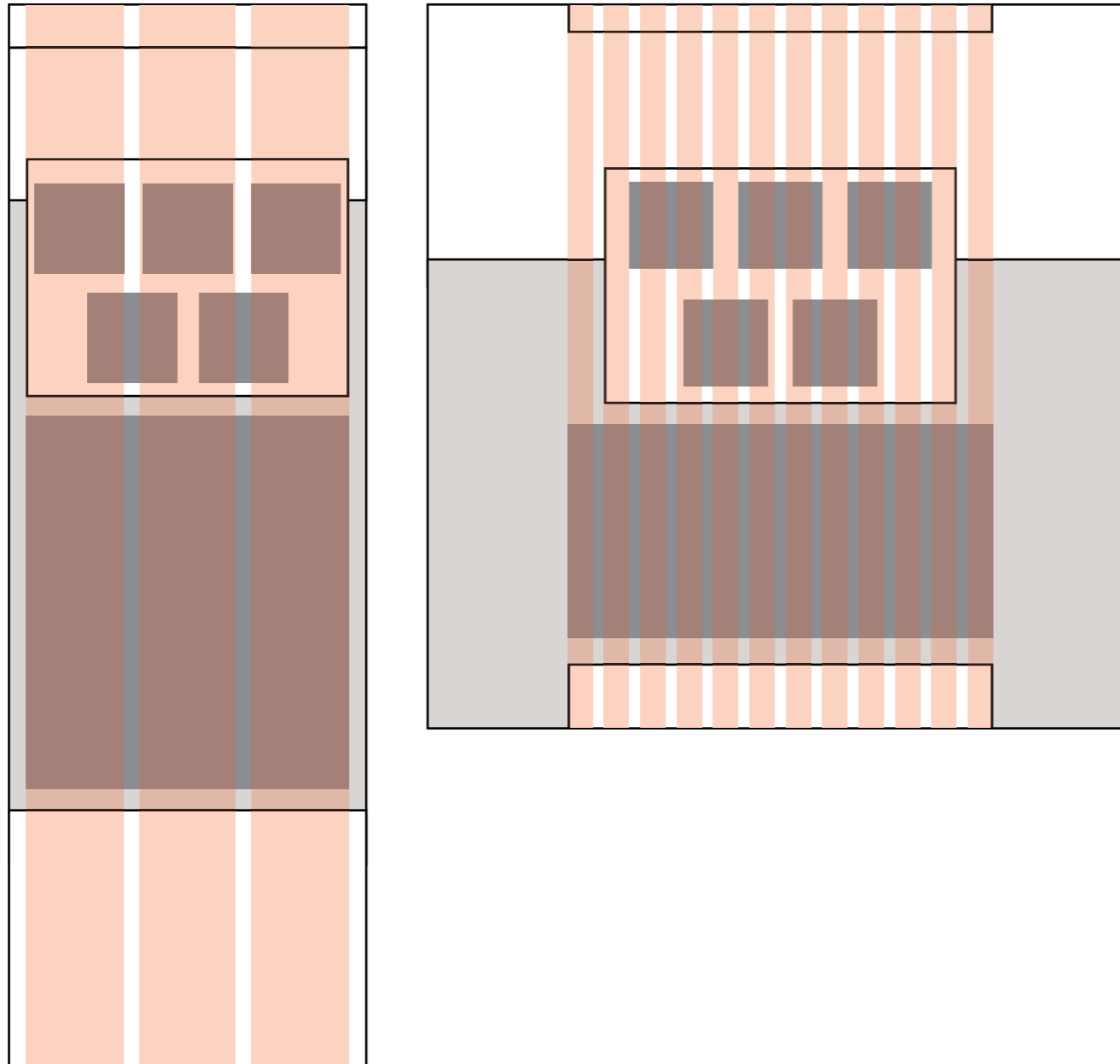
### 3.1.1. HOMEPAGE

Homepage, prikaz je “Madeira Tourist” stranice prilikom otvaranja. Ne nalazi se u navigaciji, već se na nju dolazi klikom logotipa stranice koji se nalazi u gornjem lijevom kutu headera. Stranica je zamišljena kao kratki uvod u sadržaj i sve ono što možemo naći na stranici. Prvi dio sastoji se od 5 ikona zamišljenih kao koraci vodiča gdje korisnik može odabrati/kliknuti grupirane informacije. Ikone predstavljaju kontekst primarne navigacije u drugačijem obliku. Razlog tomu je da navigacija uz svoje primarne namjene (pomoći korisniku da nađe željeni sadržaj i pokazati korisniku gdje se nalazi) sadrži i ostale jednako važne funkcije, a to su:

1. Govori nam što se nalazi na stranici
2. Govori nam kako koristiti stranicu
3. Daje nam pouzdanje u osobe koje su kreirale stranicu

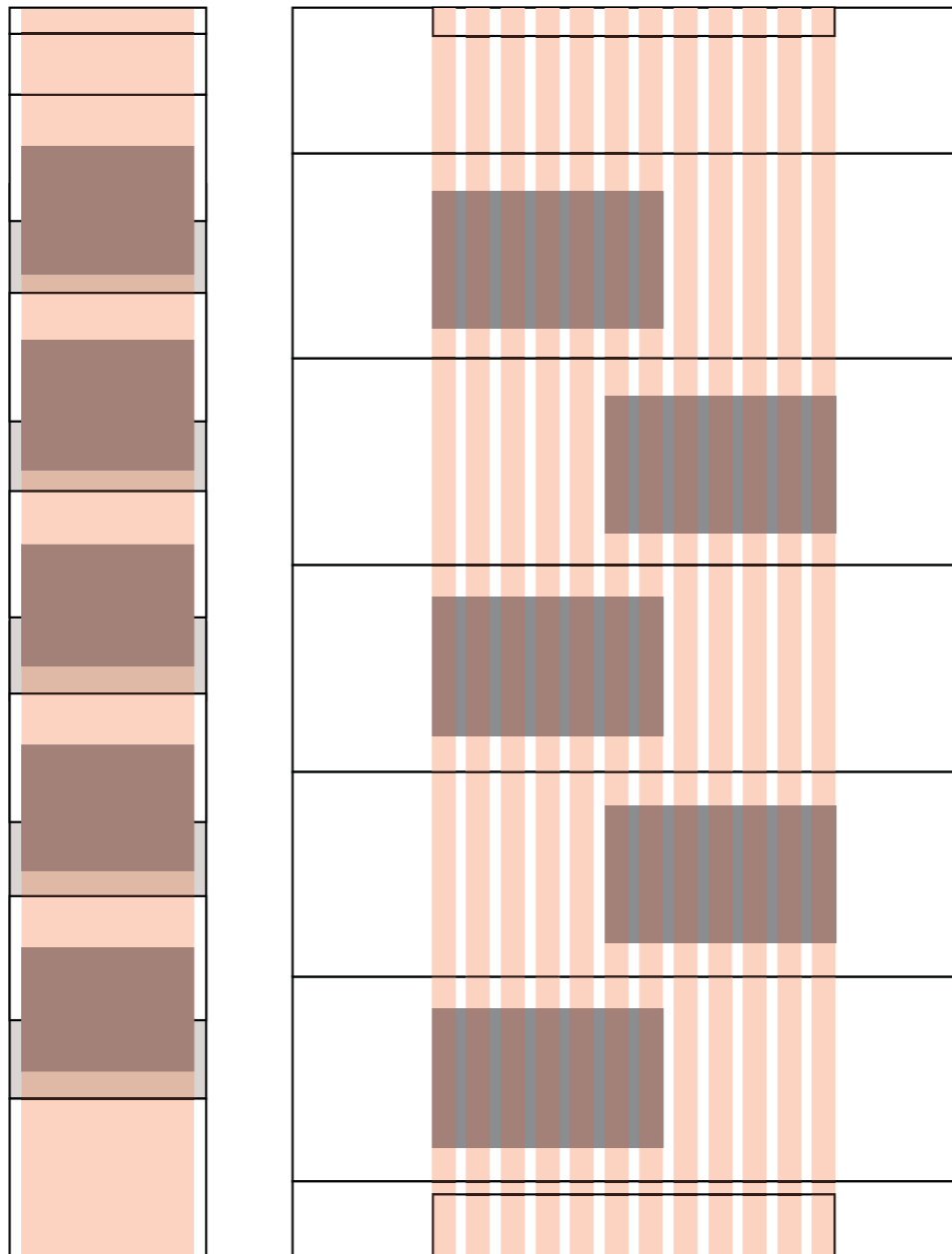
Sukladno tome na ovaj način se želi prikazati koncept stranice u obliku turističkog vodiča koji sadrži informacije potrebne prije, a potom i tijekom putovanja. Korisnici imaju ideju o korištenju stranice zamišljenim “redom” kreatora stranice. Drugi dio homepage-a sažetak je teksta glavnih informacija koje stranica sadrži, zamišljen kao kratak uvod. Početni dio stranice sadrži naslovnu sliku u funkciji pozadine na kojoj se nalazi naslov stranice. Pozadina stranice svijetlo sive je boje stvarajući sklad između paragrafa tekstova bijele i tamno sive boje. Isti princip korišten je u svim ostalim stranicama.

(KRUG, S. *Don't make me think*. New Riders, 2014.)



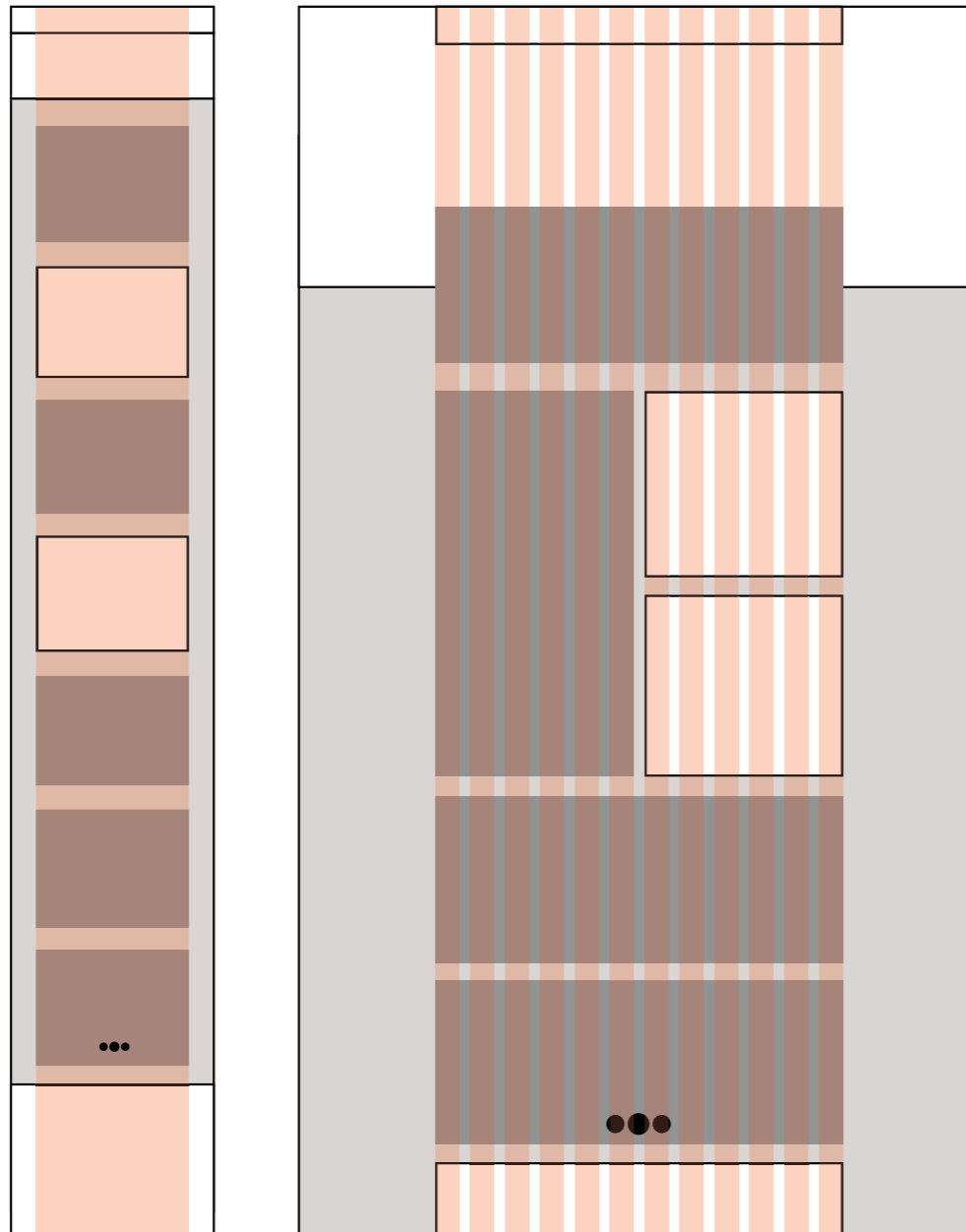
### 3.1.2. MADEIRA

“MADEIRA” kao dio navigacije koji se sastoji od 5 podstranica sadrži sažet opis svih podstranica. Razlog tomu je navika korisnika na pokušaj klika navigacije. Kako bi se moglo kliknuti, a ne samo dobiti padajući izbornik podstranica, ova stranica zadržavati će uvodni tekst svake podstranice, nakon kojeg će se moći kliknuti “show more” za one koji žele saznati više. Klik “show more” vodi na određenu podstranicu. Efikasan je način upoznavanja korisnika sa sadržajem navigacije bez odlaska na svaku podstranicu i nepotrebnog gubljenja vremena. Naglasak će opet biti na broju 5 kroz naslov koji će sugerirati navigaciju “MADEIRA” kao vodiča za upoznavanje otoka kroz 5 koraka. Pozadina ovih kratkih uvoda naslovne su fotografije svake pojedinačne podstranice koje dodatno sugeriraju korisnicima o čemu je riječ bez potrebe čitanja teksta. Slike privlače pozornost određenog sadržaja više nego sam naslov koji ga u potpunosti opisuje. Po istom principu zamišljena je i stranica “THINGS TO DO” kao sažet opis 5 podstranica najboljih aktivnosti koje nudi otok.



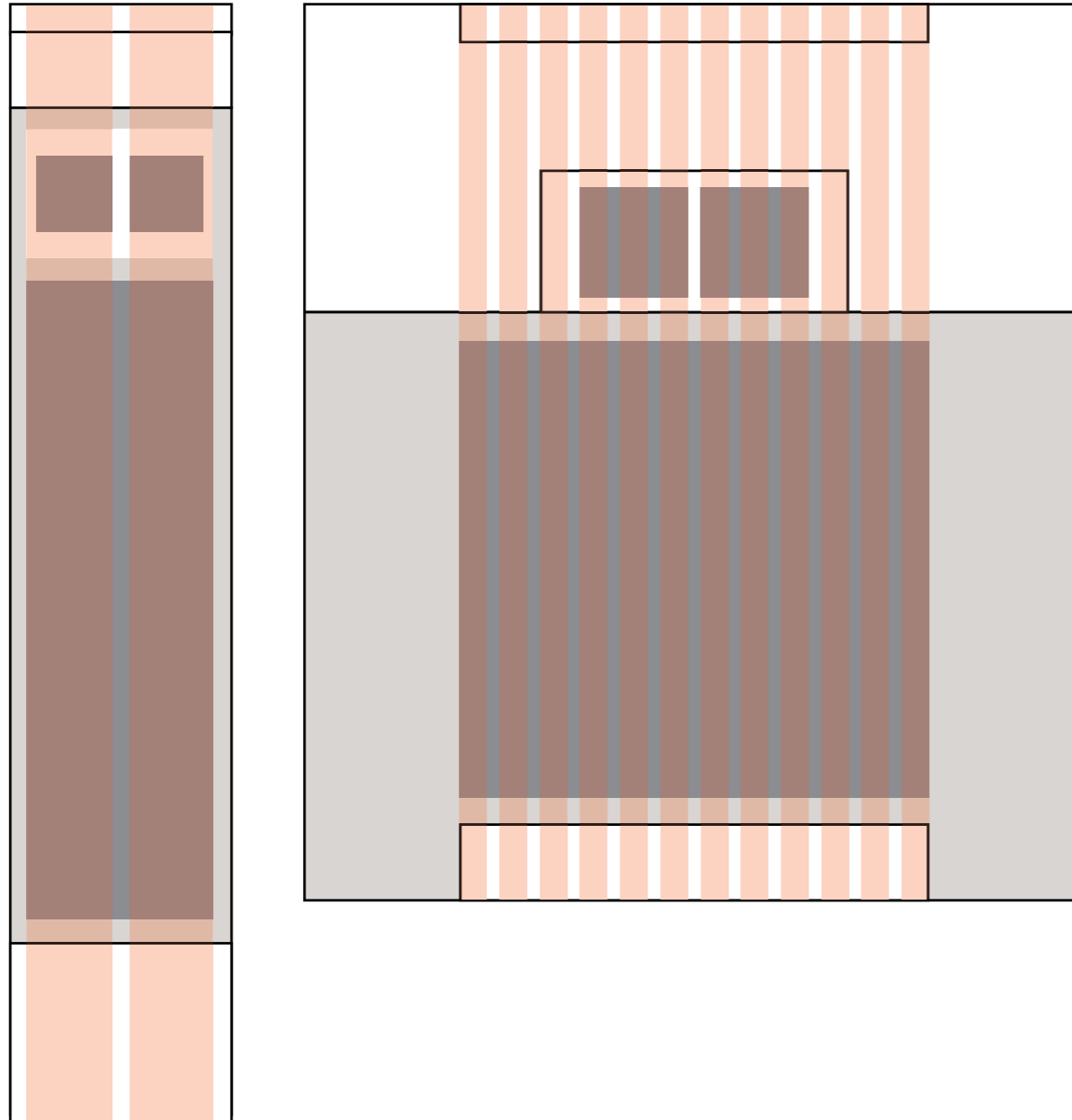
### 3.1.3. History

“History” je tipičan prikaz sadržaja svih 5 podstranica navigacije “MADEIRA” koja se odnosi na povijest otoka Madeire. Zamišljena je kao stranica na kojoj možemo pronaći opće informacije o povijesti otoka. Kako i kada je otok otkriven te tko ga je otkrio. Stranica sadrži tekstove i slike koje prikazuju otok u doba otkrića. Dio zanimljivosti teksta naglašen je i prikazan u “slajderu” slika koji prelaskom miša prikazuje naziv pojedine slike/podebljanog dijela teksta. Razlog podebljavanja tipografije isticanje je bitnih stavki u tekstu. Nakon pročitane ulomka teksta i dolaska na sliku, imena pojedine slike asociraju korisnika na pročitani dio teksta vezan za pojedinu sliku. Na ovaj način spaja se pročitano i vizualno u jednu, razumljiviju cjelinu.



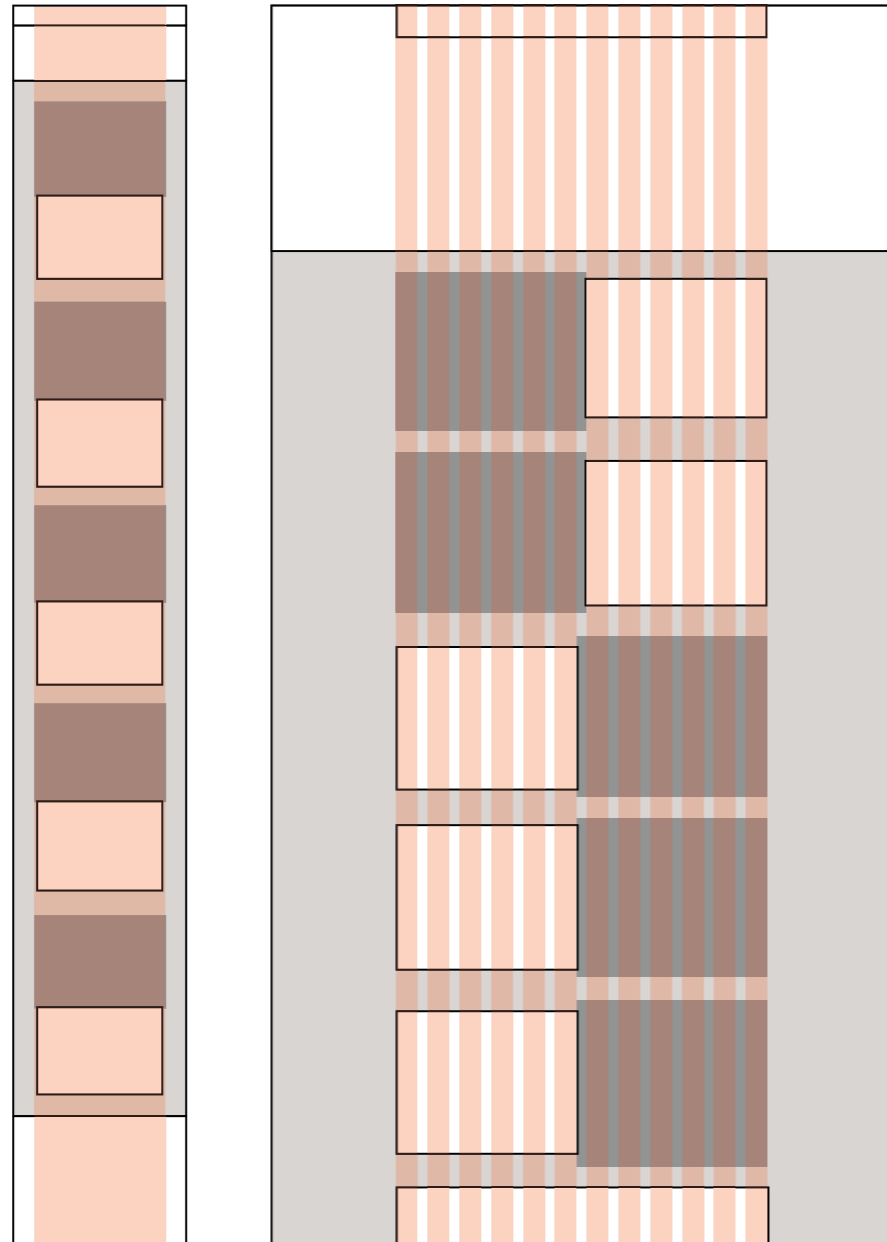
### 3.1.4. WHAT TO EAT&DRINK

“WHAT TO EAT&DRINK” stranica je zamišljena kao sažet opis tipičnih jela i pića otoka Madeire. Prvi dio stranice sastoji se od ikona koje slikovno prikazuju podstranice “Food” i “Drinks”. Klikom na pojedinu ikonu dolazi se na odabranu stranicu. Ispod ikona nalazi se kratak uvod i opis posebnosti tradicionalne kuhinje otoka Madeire. Po istom principu zamišljena je stranica “GETTING HERE” s podstranicama “By Air” i “By Sea”. Iako “Food” i “Drinks” mogu biti sažete u jednoj stranici, radi bolje preglednosti, lakšeg i kraćeg pretraživanja korisnika raščlanjene su u dvije podstranice.





### 3.1.5. Food



“Food” je podstranica glavnog dijela navigacije “WHAT TO EAT&DRINK”. Zamišljena je kao vodič kroz top 5 specijaliteta otoka Madeire. Sadržaj stranice napravljen je na temelju korištenja 3. zakona usability-a Stevea Kruga, “*Get rid of half the words on each page, then get rid of half of what is left.*”. Na mnogim stranicama većina riječi zauzima prazan prostor i nitko ih nikada zapravo i ne pročita. Zbog konteksta korisnici ih moraju pročitati da bi razumjeli ono o čemu tekst govori i da bi došli do tražene informacije. Vizualno čini stranice težima nego što one zapravo jesu. Iako ovo pravilo zvuči pretjerano, takva mu je i namjena. Uklanjanje pola teksta čini realistični cilj koji svaki korisnik priželjkuje. Cilj je maknuti većinu teksta na način da se ne izgubi vrijednost poruke koja se prenosi. Iako je kod stranica kao što su podstranice navigacije “MADEIRA” ovo teško postići, stranica “Food” idealan je primjer za korištenje ovog pravila. Sukladno tome cilj koncepta stranice je pružiti informacije o 5 najboljih tradicionalnih jela Madeire. Fokus je primarno na imenima jela i preporukama restorana u kojima se određeno jelo može probati. Pored slike svakog jela zamišljen je kratak opis specijaliteta. Opis zašto je poznat, kako se priprema ili koja povijesna priča stoji iza njega. Naglašena tipografija izdvajala bi popis restorana iz konteksta. Ovakav tip stranice idealan je primjer vodiča koji sadrži kratke, ali bitne i iskoristive informacije koje svaki korisnik traži. Po istom principu kreirana je i stranica “Drinks” s top 5 tradicionalnih pića Madeire i najpopularnijih mjesta za kušanje istih.

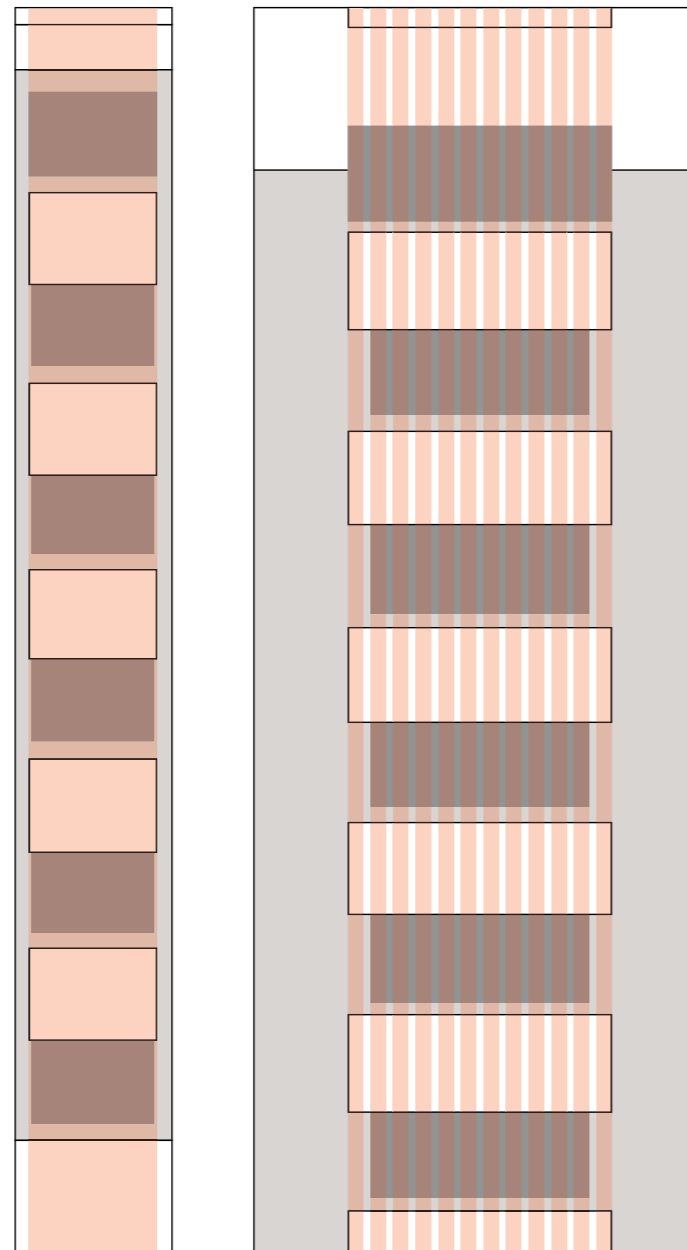
(LYNCH, P.J. , HORTON, S. *Web Style Guide*. Yale University Press, 2016.)

### 3.1.6. Walking & Hiking

“Walking & Hiking” prikaz je stranice koja se odnosi na top 5 šetnica/ ruta planinarenja. Primjer je strukture dizajna svih podstranica navigacije “THINGS TO DO” u kojima je cilj prikazati top 5 podvrsta od top 5 vrsta aktivnosti otoka. Sadržaj je osmišljen na temelju osobnog iskustva u traženju istih informacija prilikom putovanja i na temelju “things that increase goodwill” (KRUG, S. *Don't make me think*. New Riders, 2014.), reference po kojoj su glavni koraci uspješnog usability-a sljedeći:

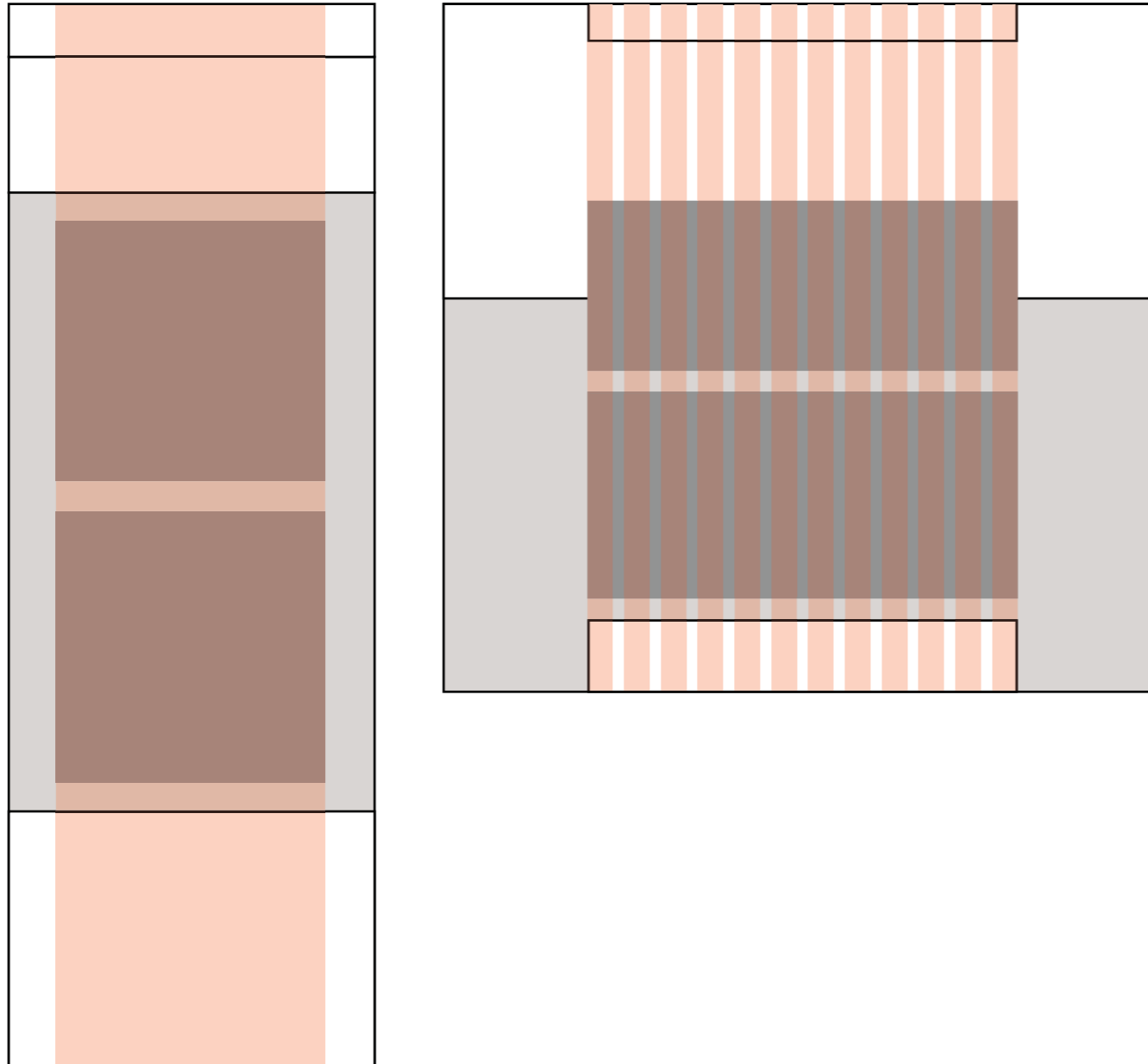
1. “Know the main thing that people want to do on your site and make them obvious and easy.”
2. “Tell me what I need to know.”
3. “Save me steps wherever you can.”
4. “Put effort into it.”
5. “Know what questions I’m likely to have, and answer them.”

Suglasno ovim koracima kao misao vodilja u kreiranju podstranica “THINGS TO DO”, kreiran je koncept sadržaja. Stranice započinju kratkim uvodom nakon kojeg slijedi popis koji se sastoji od slika i teksta pojedine aktivnosti. Kod primjera stranice “Walking & Hiking” prvi dio teksta zamišljen je kao popis kratkih informacija (duljina i trajanje rute, lokacije početka/kraja te razlika najviše i najniže nadmorske visine) koje treba znati prije odabira pojedine rute. Korisnici su informirani ključnim stavkama i sukladno uštedjeli vrijeme pretraživanja. Razlog isticanja ovih stavki je osvijestiti korisnike na težinu i zahtjevnost pojedine rute za koje treba biti u dobroj kondiciji. Vrijeme trajanja je izuzetno bitno kako ne bi došlo do krive procjene vremena i planinarenja po mraku. Razlika u nadmorskoj visini daje do znanja o velikim razlikama u temperaturi koje su bitne za pripremu opreme višesatnog hodanja. Na kraju, lokacije početka i kraja pojedine rute kao obaveznog dijela informiranja korisnika. Izdvajanjem bitnih informacija na početku skraćuje se provedeno vrijeme korisnika na čitanje ukupnog teksta radi saznanja najbitnijih informacija. Na ovaj način ako se korisnik zainteresira za pojedinu rutu, nastavlja svoje čitanje gdje nailazi na detaljan opis rute.



### 3.1.7. ABOUT US

“ABOUT US” stranica je koja se odnosi na kratke informacije o tvrtki. Gdje se nalazi, čime se bavi te koji je cilj/svrha stranice. Korisnik ima mogućnost kontaktiranja tvrtke slanjem upita putem upisa email adrese.

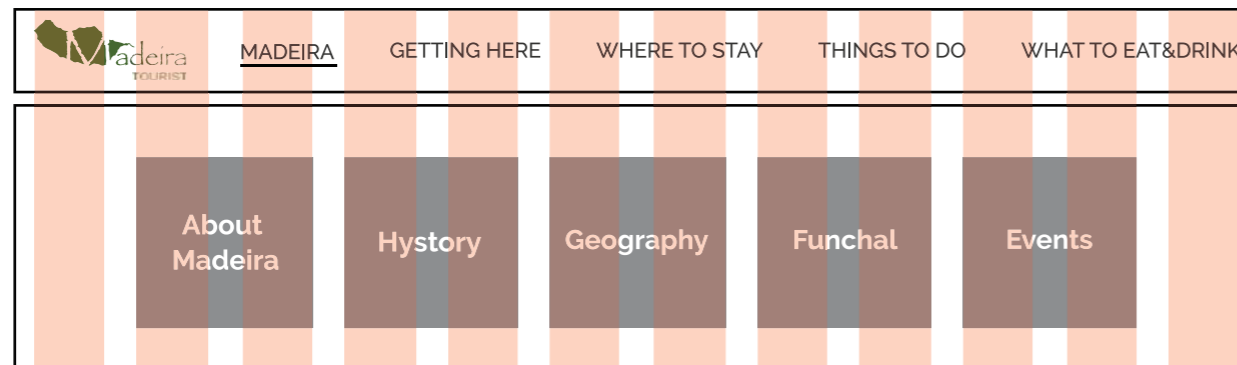


## 3.2. Wireframe navigacije

### 3.2.1. Primarna navigacija

Primarna navigacija dio je zaglavlja (header) stranice. Upravo headeri pružaju identitet stranice i globalnu navigaciju. Najvidljiviji su dio identiteta svake stranice. Dokaz tome je da će kolekcija stranica zajedničkog headera biti percipirane kao “web stranica” iako su stranice porijeklom iz različitih tehničkih izvora (blog, portal,..). Bitno je razviti dosljedne standarde identiteta za unutarnje i vanjske web sustave. Sukladno tome primarna navigacija stranice funkcionira na isti način na desktopu, mobitelu i tabletu, zadržavajući dosljednost i identitet stranice. Header se sastoji od vizualnog identiteta i navigacije stranice. Klikom na vizualni identitet dolazi se na homepage. Stavljanje logotipa u gornji lijevi ugao te povezivanje linkom na homepage stranicu je najčešće korištena konvencija dizajna na webu i koja bi se uvijek trebala koristiti (osim u rijetkim slučajevima kompliciranih procesa stranice). Čak 99.9% korisnika očekuje logotip u lijevom gornjem kutu. Kako bi se primarna navigacija desktopa prilagodila za mobitel, header sadrži logotip i “hamburger” gumb, klikom na koji se otvara navigacija. Kod verzija za tablet, navigacija desktopa prilagođava se na način da se logotip iz lijevog kuta pomiče iznad navigacije u središte formata. Razlog tomu je bolja preglednost headera. (LYNCH, P.J. , HORTON, S. *Web Style Guide*. Yale University Press, 2016.)

#### Desktop



#### Mobitel



#### Tablet-portret



#### Tablet-landscape



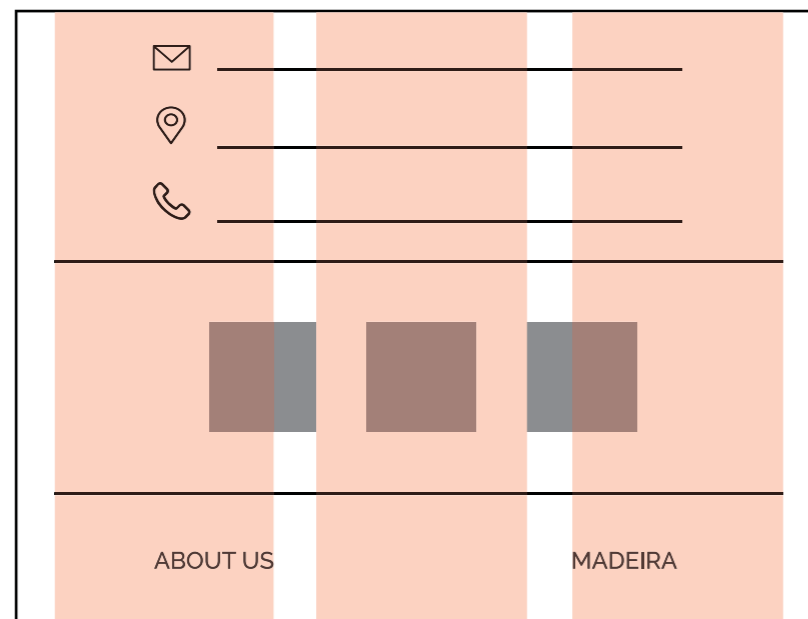
### 3.2.2. Sekundarna navigacija

Footeri stranica najčešće su korišteni za pravna pitanja ili kao u ovom slučaju za sekundarnu navigaciju. Tada se oni sastoje od sljedećih informacija: autor stranice, copyright izjave, kontakt podaci (posebice e-mail), linkovi na srodne stranice ili veća poduzeća. Sukladno tome footer se sastoji od kontakt podataka, linkova na pojedine društvene mreže te stranice "ABOUT US" i "MADEIRA". Upravo radi najčešćeg stavljanja kontakt podataka u footer, "ABOUT US" ne nalazi se u primarnoj navigaciji. Nije toliko bitan kao glavne stranice koje pružaju korisnicima informacije zbog kojih su posjetili stranicu. (LYNCH, P.J. , HORTON, S. *Web Style Guide*. Yale University Press, 2016.)

#### Desktop



#### Mobitel



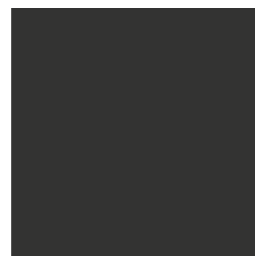
## 4. GRAFIČKI STANDARDI

## 4.1. BOJA

Boja može biti jedan od najučinkovitijih načina za komunikaciju identiteta nekog brenda. Neke su marke toliko usko povezane s bojama da je teško pomisliti na tvrtku bez boje koja automatski dolazi na pamet. Osnovne boje brenda obično su dio šire palete boja koje se koriste u svim materijalima tvrtke. Paleta boja svakog brenda trebala bi sadržavati boje koje su pogodne za širok raspon primjena. Kada se koriste u istom kontekstu, boje koje su vrlo slične jedna drugoj, ali ne sasvim iste, potkopavaju učinkovitost palete boja. To ne znači da treba imati samo jednu nijansu neke boje. Ako se želi koristiti različite nijanse neke boje treba pripaziti da su dovoljno različite kako bi ih korisnik razlikovao, a posebice pripaziti na dosljednost korištenja pojedine.

(GARRETT, J.J. *The elements of user experience*. New Riders, 2011.).

Paleta boje korištena na stranici sastoji se od zelene, bijele i tri nijanse sive. Zelena boja, preuzeta iz vizualnog identiteta stranice koristi se za navigaciju, podnaslove i naglašavanje teksta bijele pozadine. Dio pozadina teksta srednje sive je boje, stoga se bijela boja koristi za tekst i naglašavanje na sivim podlogama ili pozadinskim slikama. Za pozadinu cijele stranice koristi se svijetlo siva boja koja se idealno slaže s bijelom i najtamnijom nijansom sive korištene isključivo za tekst.



R: 51 G: 51 B: 51  
#333333



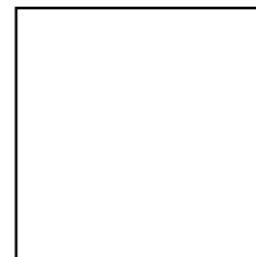
R: 139 G: 131 B: 144  
#8B8C90



R: 217 G: 214 B: 211  
#D8D5D3



R: 67 G: 103 B: 24  
#426617



R: 255 G: 255 B: 255  
#FFFFFF



## 4.2. Tipografija

### Raleway

ABCDEFGHIJKLMNOPQRSTUVWXYZ

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

abcdefghijklmnopqrstuvwxyz

**abcdefghijklmnopqrstuvwxyz**

.,: - \_ ? ! ( ) # % &

0123456789

### Raleway Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

.,: - \_ ? ! ( ) # % &

0123456789

### Raleway Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

.,: - \_ ? ! ( ) # % &

0123456789

**Madeira Wine** is world famous.

(Body - 20pt)

## Where is Madeira?

(podnaslov - 49pt)

**MADEIRA**

(navigacija - 20pt)

# Events

(naslov - 74pt)

Tipografija može poslužiti kao učinkovit dio komuniciranja identiteta kroz vizualni dizajn. Za “body tekst” vrijedi pravilo da tipografija što je jednostavnija to je bolja. Razlog tomu je da se oči brže umaraju pokušavajući pročitati puno teksta u ukrašenom tipu tipografije. Zato se jednostavni fontovi poput Helvetice ili Times-a koriste u velikim količinama. Ipak, kod većih tekstualnih elemenata ili kratkih informacija, poput navigacijskih elemenata, slova s malo više osobnosti savršeno su prikladna. Uporaba nepotrebno širokog spektra fontova ili čak korištenje malog broja fontova u nekonzistentnim načinima može pridonijeti osjećaju “nereda” web stranice. Preporučuje se ne koristiti stilove koji su vrlo slični radi mogućeg ne raspoznavanja različitih informacija. Različitost stilova tipografije treba koristiti samo da bi se ukazalo na razlike u informacijama koje se pokušavaju komunicirati. Treba paziti da se pruža dovoljno kontrasta između stilova koji na taj način privlače pažnju korisnika prema potrebi. (GARRETT, J.J. *The elements of user experience*. New Riders, 2011.)

Primarna tipografija stranice je “Raleway”. Koristi se za većinu teksta stranice u tri varijante fonta. “Raleway” se koristi za body tekst, a za naglašavanje teksta koristi se “Raleway Bold”. Kod naslova stranica koristi se “Raleway Semibold” koji naglašava tekst bolje nego “Raleway Bold” koji na slovima veće veličine izgleda prenaplašeno. Za podnaslove u tekstu i navigaciju koristi se “Raleway Medium” koji stvara sklad između naglašenog naslova i body teksta.

Sekundarna tipografija "Lato Medium" koristi se isključivo za brojeve sekundarne navigacije (kontakt podaci) i brojeva na stranicama "MADEIRA" i "THINGS TO DO" radi ne sklada brojeva tipografije "Raleway".

### Lato Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

.,: - \_ ? ! ( ) # % &

0123456789



(+351) 291 211 900

(kontakt-sekundarna navigacija - 20pt)

5

(THINGS TO DO/MADEIRA - 300pt)

Grid web stranice popularno je sredstvo za pružanje dosljedne, predvidljive strukture i izgleda web stranica. Za razliku od tradicionalnih fiksnih gridi stranica koje se koriste za printanje, najbolje gridi stranice sučelja su proporcionalno raspoređene gridi koje se prilagođavaju širini većih i manjih zaslona ekrana. Svaka pažljivo dizajnirana stranica koristi mrežu. Najstariji i najosnovniji “layout” gridi je “manuscript grid”, široko korišten u knjigama, blogovima i rasporedima stranica za pametne telefone. Manuskript mreža sastoji se od jedne dominantne kolone te obično uključuje jednostavna zaglavlja (header), kao i jednostavna podnožja (footer). Sukladno tome ova vrsta gridi najviše je upotrebljavana za mobilne verzije web stranice. “Column grid” je naziv za drugu vrstu korištene gridi web stranice koja je postala najraširenije korištena mreža za novine i časopise. Većina tiskanih časopisa, reklamnih i informativnih tiskanih publikacija, brošura i web stranica danas koristi neki oblik ove gridi. (LYNCH, P.J. , HORTON, S. *Web Style Guide*. Yale University Press, 2016.)



#### 4.4. Vizualni identitet

Prikaz novog vizualnog identiteta stranice. Identitet je napravljen po uzoru na geografski oblik otoka Madeire. Zelene je boje upravo radi prirode po kojoj je Madeira poznata. Slovo M, bijele boje, preklapa se s zelenom kompozicijom otoka i tako čini strukturu koja podsjeća na cestu/put. Madeira je otok velikih razlika u nadmorskoj visini zbog čega sadrži mnogobrojne opasne, zavojite i strme ceste.



## 5. DIZAJN WEB STRANICE

## 5.1. Dizajn desktop

Madeira TOURIST

MADEIRA GETTING HERE WHERE TO STAY THINGS TO DO WHAT TO EAT&DRINK

# Madeira TOURIST

## Your complete guide through 5 steps!

- MADEIRA
- GETTING HERE
- WHERE TO STAY
- THINGS TO DO
- WHAT TO EAT&DRINK

### Sea, sky and everything in between!

Madeira is a safe heaven from today's modern society. Just a short traveling distance from most European major cities, the island offers superb accommodation, fantastic scenery and an escape from all that is unpleasant in the coastal mass tourism. The capital Funchal is renown as much for its food as it is for its clean, crime-free streets.

So now you're wondering: Where is Madeira? You'll find this small piece of paradise in the Atlantic Ocean, just northwest of the Canary Islands and a little further away from Africa, which gives it the balmy summers and warm winters it's famous for. The ideal holiday destination all the year round.

Stay tuned if you want to browse through our guide for both general and specific information, including how to get to Madeira, where to stay on the island, photos of beautiful places and Madeira's main events, suggestions of leisure activities and much, much more...

**FOLLOW US**  
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**ABOUT US**  
MADEIRA

✉ info.sretc@gov-madeira.pt  
📍 Avenida Arriaga, n.º 73  
☎ (+351) 291 211 900





**Meet Madeira through 5 steps!**

MADEIRA GETTING HERE WHERE TO STAY THINGS TO DO WHAT TO EAT&DRINK

**1 About Madeira**  
 Madeira is one of the two autonomous regions of Portugal (along with the Azores). It is a group of islands situated in the north Atlantic Ocean, southwest of Portugal. It includes the islands of **Madeira**, **Porto Santo**, and the **Desertas**. Its total population was estimated in 2011 at 267,785. The capital of Madeira is **Funchal**, which is located on the main island's south coast...  
[Show more](#)

**2 History**  
 When the Infante Dom Henrique, better known in English as **Prince Henry the Navigator**, gathered together the finest cartographers and navigators of Portugal at the beginning of the 15th century, his plan was to extend the knowledge of the coast of West Africa. Armed only with square-rigged ships, compass, hourglass and astrolabe, the initial sea captains were severely...  
[Show more](#)

**3 Geography**  
 The archipelago of Madeira is located 520 km (280 nmi) from the African coast and 1,000 km from the European continent (approximately a one and a half hour flight from the Portuguese capital of Lisbon). Madeira is on the same parallel as Bermuda a few time zones further west in the Atlantic. The two archipelagos are the only land in the Atlantic on the 32nd parallel...  
[Show more](#)

**4 Funchal**  
 The Funchal city of today is very different from its fennel growing, pirate days of old. It is in fact a modern, cosmopolitan, rejuvenated city, well known for its many top class restaurants, stunning new 4 & 5-star hotels, warm all year round climate, incomparable natural beauty and, of course, its most famous 'export', world-class footballer **Cristiano Ronaldo**. In short, it is known for its style...  
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**5 Events**  
 Madeira is an island blooming with flowers and events. There is an interesting event almost every month to delight both tourists and the local population. Some of them are even known worldwide, as is the case of the Flower Festival or the New Year's Eve Fireworks. **Madeira Orienteering Meeting (MOM)**-Madeira Orienteering days, has three routes of middle...  
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**Meet Madeira through 5 steps!**

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**1 About Madeira**  
 Madeira is one of the two autonomous regions of Portugal (along with the Azores). It is a group of islands situated in the north Atlantic Ocean, southwest of Portugal. It includes the islands of **Madeira**, **Porto Santo**, and the **Desertas**. Its total population was estimated in 2011 at 267,785. The capital of Madeira is **Funchal**, which is located on the main island's south coast...  
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**2 History**  
 When the Infante Dom Henrique, better known in English as **Prince Henry the Navigator**, gathered together the finest cartographers and navigators of Portugal at the beginning of the 15th century, his plan was to extend the knowledge of the coast of West Africa. Armed only with square-rigged ships, compass, hourglass and astrolabe, the initial sea captains were severely...  
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**3 Geography**  
 The archipelago of Madeira is located 520 km (280 nmi) from the African coast and 1,000 km from the European continent (approximately a one and a half hour flight from the Portuguese capital of Lisbon). Madeira is on the same parallel as Bermuda a few time zones further west in the Atlantic. The two archipelagos are the only land in the Atlantic on the 32nd parallel...  
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**4 Funchal**  
 The Funchal city of today is very different from its fennel growing, pirate days of old. It is in fact a modern, cosmopolitan, rejuvenated city, well known for its many top class restaurants, stunning new 4 & 5-star hotels, warm all year round climate, incomparable natural beauty and, of course, its most famous 'export', world-class footballer **Cristiano Ronaldo**. In short, it is known for its style...  
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**5 Events**  
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THINGS TO DO
WHAT TO EAT&DRINK



## History

### History of Madeira island

When the Infante Dom Henrique, better known in English as **Prince Henry the Navigator**, gathered together the finest cartographers and navigators of Portugal at the beginning of the 15th century, his plan was to extend the knowledge of the coast of West Africa. Armed only with square-rigged ships, compass, hourglass and astrolabe, the initial sea captains were severely handicapped in their endeavours. But in the course of their ventures, the finest hour of Portuguese maritime history, luck brought greater riches than the purities of science and logic.

Three young sea captains, **João Gonçalves Zarco**, **Tristão Vaz Teixeira** and **Bartolomeu Perestrelo**, were blown off course on their journey around the African coast, and after many days at sea found land on a small island that they named **Porto Santo** - the very first of the many discoveries made by Henry's school of navigation. On reporting to Henry they were promptly ordered to return and colonise the island. The year was **1418**.

Seductive as are the charms of the golden sands of Porto Santo, it seems somewhat incredible today that it took a further year (1419) before the next discovery was made Madeira island. The captains had reported a dark mass of clouds visible on the southern horizon. They were then encouraged to explore this foreboding mass. As theories to whether the world was flat had yet to be completely disproved, it took an enormous leap of faith to cross the traverse.

As they approached, the huge Atlantic rollers breaking along the north coast and the turbulence of the cross currents at Ponta de São Lourenço cannot have eased the concern of the superstitious sailors. But on rounding the headland they discovered the **bay of Machico**, the threshold to the heavily forested island that they named Madeira. King John I of Portugal ordered the colonisation of the island, around 1425, with the first families coming from the Algarve region and then from the northern region of the mainland.

Fifteen years later, in 1440, the system of captaincy was established, dividing the archipelago into three captaincies: Machico was given to Tristão Vaz Teixeira, Bartolomeu Perestrelo was nominated as captain-donnee of Porto Santo, and Gonçalves Zarco became captain-donnee of Funchal.





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WHAT TO EAT&DRINK


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So as to create the minimum conditions to settle and develop agriculture, a part of the dense laurel forest had to be deforested and a large number of water channels (levadas) were built, as the northern part of the island had excess water while it was scarce in the south. Fish, fruit and vegetables were the main livelihoods of the first inhabitants. The crops that became very important for the island in economic terms, such as **sugar cane**, were then introduced. Sugar turned Funchal into a mandatory crossing point for European trade routes. In the seventeenth century a new crop emerged, boosting Madeira's economy once again: **wine**.

Over time, Madeira took advantage of its potential, namely the tourism sector, and developed it. Nowadays, it plays an essential role in the regional economy, as the island is very popular among tourists from all over the world.

Today the **statue of Zarco** looks down on the descendants of the first colonisers as they turn the corner in front of the Bank of Portugal building in downtown Funchal. As the Portuguese overseas possessions have shrunk, so the relative significance of this first great discovery has gained in importance. To find a needle in a haystack can be trying, but to find Porto Santo in an Atlantic storm was a lucky prize indeed.






## Gonçalves Zarco statue

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## Madeira is...

one of the two autonomous regions of Portugal (along with the Azores). It is a group of islands situated in the north Atlantic Ocean, southwest of Portugal. It includes the islands of **Madeira**, **Porto Santo**, and the **Desertas**. Its total population was estimated in 2011 at 267,785. The capital of Madeira is **Funchal**, which is located on the main island's south coast. The region has political and administrative autonomy through the Administrative Political Statute of the Autonomous Region of Madeira provided for in the Portuguese Constitution. The autonomous region is an integral part of the European Union as an outermost region.

Today, it is a popular year-round resort, being visited every year by about 1.4 million tourists, almost five times its population. The region is noted for its Madeira wine, gastronomy, historical and cultural value, flora and fauna, landscapes (**laurel forest**) that are classified as a UNESCO World Heritage Site, and embroidery artisans. The main harbour in Funchal has long been the leading Portuguese port in cruise liner docking, receiving more than half a million tourists through its main port in 2017, being an important stopover for commercial and trans-Atlantic passenger cruises between Europe, the Caribbean and North Africa.

As of 2019, Madeira has been awarded 'Europe's Leading Island Destination' five times since 2013 and four times 'World's Leading Island Destination' since 2015 by the World Travel Awards.

## Climate

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## Climate

Madeira has many different bioclimates. Based on differences in sun exposure, humidity, and annual mean temperature, there are clear variations between north and south facing regions, as well as between some islands. The islands are strongly influenced by the Gulf Stream and Canary Current, giving mild year-round temperatures. The average annual temperature at Funchal weather station is 19.6 °C. On the highest windward slopes of Madeira, rainfall exceeds 1,250 mm (50 inches) per year, mostly falling between October and April. In most winters snowfall occurs in the mountains of Madeira. The main Madeira island have areas with an annual average temperature exceeding 20°C along the coast. The island mild climate is conducive to agriculture and allows the fruit trees of the Mediterranean countries to grow alongside tropical species such as **guava**, **banana** and **mango**, among others. The same with the flowers. Everywhere the exotic flowers like **strolitziyas**, **orchids** and **anthuriums**, mingle with common species such as **hollyhocks**, **hydrangeas** and **hibiscus**, dotting the landscape with a multitude of colours, leaving in the air a pleasant scent.

## Environment


Madeira Island is very conscious about environmental conservation. Particularly well known for its green spaces and for its wide variety of flowers, the island is the perfect place to enjoy moments of exquisite natural beauty. For the first time in Portugal, the **Gold Award** in the 2000 Competition for the Greening and Flowering of Towns and Villages was presented to the city of Funchal. To receive this award, the competing cities had to fulfil 80 percent of the conditions laid down by the European Association for Floriculturists and Landscape Architects. The island entered the central gardens into the competition as well as some gardens famous for their phenomenal beauty, such as **Monte Garden**, **Monte Palace Gardens**, **Palheiro Ferreiro Estate**, the **Botanical Gardens** and the **Ecological Park of Funchal**. Apart from this Gold Award, Funchal also won the **award for the cleanest city in Portugal** in the category of the cities with more than 50,000 inhabitants. In 2008, That same year it received the green flag.

Madeira island is home to several endemic plant and animal species. In the south, there is very little left of the indigenous subtropical rainforest that once covered the whole island (the original settlers set fire to the island to clear the land for farming) and gave it the name it now bears (**Madeira means 'wood' in Portuguese**). However, in the north, the valleys contain native trees of fine growth. These '**laurisilva**' forests, notably the forests on the northern slopes of Madeira Island, are designated as a **World Heritage Site by UNESCO**. The paleobotanical record of Madeira reveals that laurisilva forest has existed in this island for at least 1.8 million years. Critically endangered species such as the vine **Jasminum azoricum** and the rowan **Sorbus maderensis** are endemic to Madeira.



## Palheiro Ferreiro Estate

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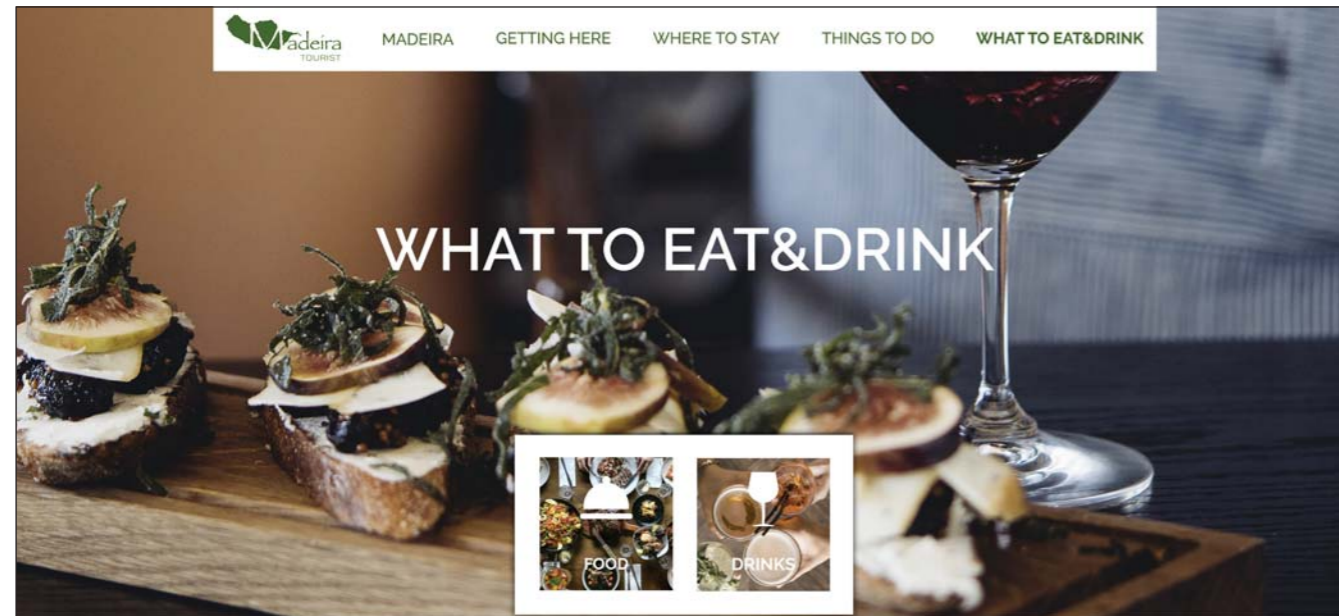


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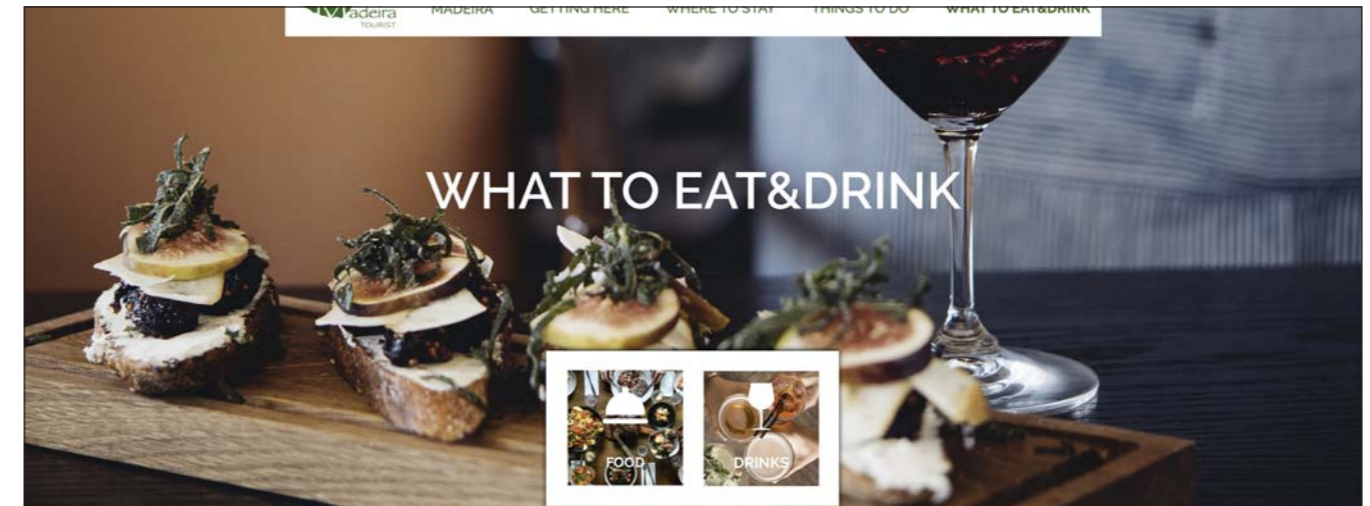
### Madeiran food and drinks tradition

Madeira is a South-European island but its kitchen cannot be compared to other Southern countries such as Greece, Italy, Spain or even the Portuguese main land. Food and drink is prepared with local ingredients, the gifts of nature. Most meat dishes consist of beef, pork or chicken. Due to the long established fishing tradition on the island, fish plays an important role in the daily diet of the locals. **Tuna, espada** (black scabbard fish), **bacalhau** (codfish), **gaiado** (a regional fish treated like codfish) and **potas** (similar to a huge squid) feature in many main courses. Traditionally, fresh tuna is first marinated in olive oil, garlic, salt and oregano before it is fried, and it is usually served with milho frito. This kind of cornmeal preparation is very often also preferred as side dish to espada fried with onion. A must-eat is the espada with banana, which is a very successful combination of a soft white fish with a strong tropical flavour. But do also look out for other tasty espada combinations as there are many more!

Madeira has some typical drinks. **Madeira Wine** is world famous. Vineyards are all over the island. The locals dare to prepare their own wine with several types of grapes. A bottle of 5 year old Madeira wine costs 5 to 10 euro depending on where you buy it. If you like coffee then this may be well worth knowing: In Madeira you don't order a coffee, but a **Chino**, a **Chinesa** or an Espresso. A 'Chino' is a normal coffee. A 'Chinesa' is coffee with milk, but contains more milk than coffee. An 'Espresso' is a small coffee. If you order a coffee with milk, then they'll bring you a coffee with a (often too big) portion of milk already inside the coffee. Only the sugar comes separately.

When you have spent a few days on the island, you will soon discover that Madeirans also have a sweet tooth! Everywhere on the island, in all the cafés, snack bars and restaurants, you will find a wide variety of cakes, sweets and desserts. The list is long, but most popular with the locals are the **queijadas**, a small cake made of requeijão (cottage cheese), eggs and sugar. Also a favourite is the bolo de mel (honey cake) and the honey cookies. **Bolo de mel**, Madeira's oldest sweet, dates back to the times when the island was an important producer of sugar and is traditionally eaten during Christmas. Other regional dessert specialities include passion fruit pudding and fresh tropical fruit of all kinds, often served in a delicious fruit salad.

Prices for food and drink are very democratic. There seems to be one rule: The further away from Funchal, the cheaper things become! A beer (33cl) costs in Funchal approximately 2 Euro, in Porto Moniz it costs only 1.25 Euro. A lemonade



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Food





### 1. Lapas

'Lapas' are seashells cooked upwards in a frying pan of their own and their taste increase when splashed with fresh lemon and butter. The typical Bolo do Caco is a great accompaniment to this snack. We suggest you some Restaurants around the island to try some "Lapas" such as **'Barqueiro'** (Funchal), **'Portinho'** (Jardim Do Mar), **'Muralhas'** (Caniçal), **'Poita'** (Madalena do Mar), **'Maré Alta'** (Machico) or **'Many'** (São Vicente).




### 2. Espetada

The 'Espetada', made with beef cubes in a laurel skewer and grilled on wood or charcoal. Many restaurants have tables with iron structures applied in the center, to hang long laurel skewers in which broil the meat pieces. To accompany the dish, the locals suggest the Fried Corn **'Milho Frito'** and **'Bolo do Caco'**, traditionally baked in a tile bit on fire. The restaurant **'Polar'**, **'Lagar'** or **'Santo António'** (Câmara de Lobos) are of the most popular restaurants to eat a good espetada.




### 3. Picadinho

The 'Picado' is a traditional Madeiran dish prepared




The restaurant **'Polar'**, **'Lagar'** or **'Santo António'** (Câmara de Lobos) are of the most popular restaurants to eat a good espetada.




### 3. Picadinho

The 'Picado' is a traditional Madeiran dish prepared in almost all of the restaurants of the region. It is traditionally prepared with beef cut into small cubes, fried and seasoned with garlic and pepper. Usually is served on a platter being shared by several people, who chop with a toothpick or a fork. Our suggestions for restaurants to eat a 'Picadinho' are **'Caravela'** (São Vicente), **'Virgílio'** (São Vicente), **'Beer Garden'** (Funchal) and **'Vila Bela'** (Porto da Cruz).



### 4. Prego


The 'Prego' (steak sandwich) is a grilled steak, served on traditional Madeiran Bolo do Caco. The 'Special Prego' includes lettuce, tomato, ham and cheese, sometimes it is served with fries. Prego is an economical and extremely popular dish for lunch. Our suggestion to eat the Best 'Prego' is at Ribeiro Frio in **'Faisca'** Restaurant or Abrigo do Pastor at **'Carreiras'** restaurant where you will have also a fantastic traditional Prego!



### 5. Polvo (Octopus)

'Polvo' is Portuguese word for Octopus. Octopus is a very popular dish in Madeira, although it is not a typically Madeiran dish. It can be served as a 'dentinho' or as an entree, a marinade or with rice. You will find in any restaurant several octopus recipes for a very affordable price comparing to other countries. The traditional way of eating it is together with rice. In São Vicente the **'Many'** restaurant is our suggestion to try this dish.

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# GETTING HERE




BY AIR BY SEA

## Traveling to Madeira




Being an island, there are two ways of getting to Madeira. Either by air or by sea.

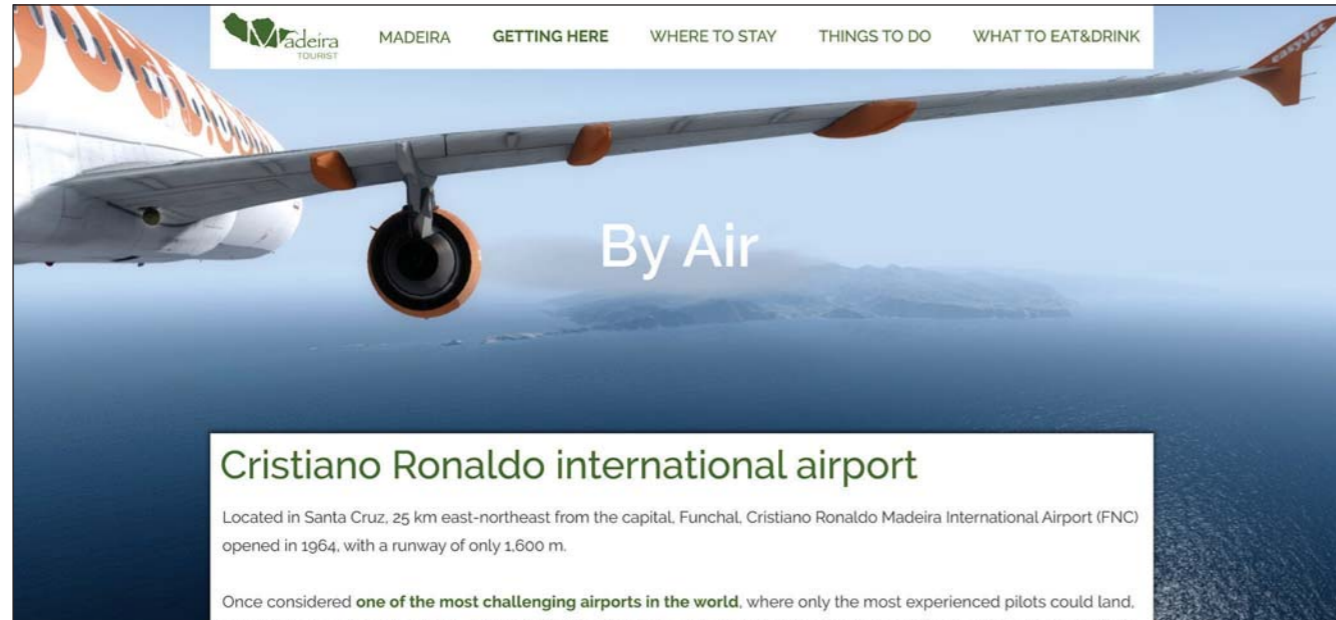
To get into Portugal you may need a passport or a visa, depending on the country you live in and the reason why you are visiting Portugal (tourism, work or study purposes). Citizens from the European Union don't need a visa for entering Portugal, as we are a signatory of the 1995 Schengen Agreement.

If you are unsure about any matter concerning your travel documents, please contact your travel agent or Portuguese Embassy/Consulate based in your hometown.

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## Cristiano Ronaldo international airport

Located in Santa Cruz, 25 km east-northeast from the capital, Funchal, Cristiano Ronaldo Madeira International Airport (FNC) opened in 1964, with a runway of only 1.600 m.

Once considered **one of the most challenging airports in the world**, where only the most experienced pilots could land, due to the size of the 'mini' runway, nowadays it offers passengers a relaxed experience while the pilot makes the final landing manoeuvres, since on the 15th of September 2000 Madeira Island inaugurated one of the biggest constructions ever executed in the region, amounting to a total investment of about 520 million Euros.

Madeira Airport, boasting a runway of 2781 m length, gave the island a new image. Airport capacity is 3.5 million passengers per year and all types of passenger aircrafts are able to land and take off from this airport.

The extension of the runway by one kilometre was one of the most ambitious constructions on the island, especially if one considers that the 180 pillars of the runway measure in total 120 metres (60 m above and 60 m under sea level). The old runway was turned three degrees to the north to assume its final position.

### Services

Madeira Airport offers you several useful services, including information desks, travel agencies, rent-a-car desks, ATM machines, currency exchange, free Wi-Fi, public telephones, cafes, restaurants, shops (clothing, accessories, newspapers, books, perfumes, wine, etc.). There are two lounges and a Fast Track service, a priority channel to waste less time in queues.

### People with reduced mobility

Passengers with special needs may benefit from an assistance service, 'My Way', provided by specialised professionals. This service should be requested up to 48 hours before the departure time of your flight. Toilets and lifts inside the terminal are adapted to people with reduced mobility.

### Luggage

There is a 24 hour-baggage storage service (deposit) on the ground floor, ideal for bulky items, or you can also leave your things at the airport lockers (before security) and know they are safe. If your luggage gets damaged or lost, you should go to the 'Lost and Found' area on level 0.

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### Hotels

Although there are no hotels at this airport, you may find several accommodation options nearby, as well as a wider choice in Funchal city centre, only 25 km away — check out our list here for the best hotels, apartments and 'Quintas'. Please note that, in many cases, the hotel may provide transport to and from the airport upon request.

### Parking

The 5 parks at Madeira Airport are open 24 hours a day, all year round, offering you from low-cost to premium parking options, either covered or outdoor.

## You have just arrived on Madeira and now what?

### Bus

The company responsible for bus transportation from the airport is SAM. After you leave the arrivals hall, follow the main road and keep on the right-hand side. Only a few meters away, you will find a bus stop. The lines that stop here are 20, 23, 53, 113 and 208, depending on the time of the day. The ticket is payable on board and it costs up to 4 Euros, depending on your destination.

### Aero-bus

The Aero-bus is a frequent express bus service between the airport and Funchal city. Prices: €5 per adult (round trip: €8) and €2.50 for children. Prices subject to change.




### Taxi

There are plenty of friendly taxi drivers at your disposal who will be glad to take you anywhere you want. The airport taxi rank is located outside the arrival lounge, just look for the yellow cars with blue stripes and a 'TAXI' sign on top. The trip between the airport and Funchal is around 30 to 40 Euros depending on the time of day.




### Car rental

Discount Rent A Car offers competitive rates for car hire in Madeira. Our price-search engine finds the best daily deals for all vehicles, from compact cars to mini-vans. Third party insurance and breakdown assistance are also included in the price. Just book online before you go and pick up your vehicle at Madeira Airport.

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**WHERE TO STAY**

... sunny south, north coast or mountains?

AND THE ANSWER IS... IT DEPENDS!

It depends on many things but first some background. Madeira is not a huge island but, at over 6,000 feet, it is, for its size, very high. This means that, almost as soon as one leaves the coast, the landscape goes vertical, by degrees. Indeed it's this very aspect that makes it such a picturesque destination: verdant gorges cut through the hillsides that reach almost to the Atlantic shoreline, and in some places the shore is a cliff - Cabo Girão being Europe's highest! Madeira's capital, Funchal, may be sunny but the hills are often shrouded in mist and cloud.

Regardless of their location, visitors can choose the elegance of the island's time-honoured traditional hotels or opt for one of the more recent forms of accommodation, smaller units in rural areas where they can come into closer contact with nature and the local people. All Madeira hotels are famed for their hospitality, personalised service, good taste and quality. And why spend precious holiday time waiting for a taxi or bus to take you to your hotel when you can book an airport transfer and have a private or shared vehicle waiting for you at the Arrivals?

**In the sun**

Any cloud usually forms inland, so sun lovers definitely should stay on the coast, to be precise, the south coast where it is most warm and sunny. Funchal offers the sophistication of a modern city whilst losing none of its old-world charm and is really the centre of everything: good accommodation, island tours, boat trips and a plethora of good restaurants.

Whether you prefer the clean, modern design of **Melù Madeira Mare** or the classic opulent style of **Royal Savoy Hotel**, both offer spectacular sea views and all the comfort of a 5-star hotel, state-of-the-art facilities, SPA, pools, library, restaurants and bars. Other great options to enjoy a relaxing holiday in Madeira while having maximum comfort are 4-star hotels: **Golden Residence**, **Hotel Girassol**, **Hotel Madeira Regency Club**, **Hotel Savoy Gardens** and **Hotel Windsor**.

The pleasantly secluded 4 or 5-star **Quintas** (**Quinta das Vistas**, **Quinta Bela São Tiago** and **Quinta da Penha de França**) are former manor houses surrounded by verdant lovely gardens. They offer magnificent views and are impeccably decorated, reflecting sophistication and class, which makes them a special retreat where the charm of old meets the

are former manor houses surrounded by verdant lovely gardens. They offer magnificent views and are impeccably decorated, reflecting sophistication and class, which makes them a special retreat where the charm of old meets the requirements of every modern-day traveller: swimming pool, spacious accommodation, restaurants, friendly staff and personalised services.

So if you can't resist the appeal of elegance and tranquility, the Charming Hotels Madeira, with their beautiful surrounding gardens, may also be another ideal holiday refuge.

But if you like your independence or are looking for a budget accommodation, then a self-catering apartment or a trendy, centrally located hostel is the place for you! No need to worry about strict mealtimes, you are free to come and go as you please, any time you like. The modern and airy **Alltárida Apartments**, superbly located in the heart of Funchal, embody this philosophy, and also offer easy access to the charming Old Town ('Zona Velha') with its many restaurants, cafes, bars and attractions that Madeira's capital is justly famed for.

**On the south coast**

Those seeking a real getaway destination should check out **Savoy Calheta Beach** or **Paul do Mar Aparthotel**. Close to probably the prettiest village in Madeira, Jardim do Mar, the southwestern corner of the island is well-known to be the sunniest and warmest, so it comes as no surprise to find here so many beautiful and luxurious villas. But note that if you want to get around, a hire car is recommended. The southwestern part of Madeira is also a good beach area, the hotels **Dom Pedro Garajau**, in Curral, or **Dom Pedro Madeira**, in Machico, are great accommodation options for this side of the island.

**On the north coast**

**On the north coast**

If you are looking for a great base for hiking, levada walks, beach or just getting away from it all, the north coast is THE place to stay if you are a nature lover. Idyllically located by the sea, **Estalagem do Mar** has the green mountainous background of São Vicente as a wonderful frame. Also by the sea, in the centre of Porto Moniz, a small and pretty town on the northwest of Madeira, you'll find **Hotel Salgueiro**, the perfect getaway for the big outdoors.

**In the mountains**

Hill and levada walkers, hikers and those with a love of mountains will usually find themselves above any clouds, basking in a fresh atmosphere. There are plenty of mountain guesthouses and hotels to choose from, such as **Era do Serrado**, with its dramatic views overlooking the famously impressive Nun's Valley ('Curral das Freixas').

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MADERA GETTING HERE WHERE TO STAY THINGS TO DO WHAT TO EAT&DRINK

## Viewpoints



### Top 5 viewpoints in Madeira

Madeira offers places with breathtaking views all over the island. There are 5 viewpoints, known as 'miradouros', that offer the most fascinating landscapes, especially for the 'Instagrammers' and photography lovers out there.

Visiting one of these panoramic viewpoints is inspiring and relaxing. From these locations, you can glimpse the island's highest peaks, the glitter of the sea, the famous 'poios' (terraced farming fields) or streams that meander through flower-covered valleys. Do not miss out on these fantastic places!


#### 1. Ponta do Pargo Lighthouse

The Ponta do Pargo Light House Viewpoint is located on the island's westernmost cape, rises to an elevation of 332 m, offering stunning views of the immense ocean and the rugged landscape, extending from the Ponta do Pargo lighthouse to Achadas da Cruz.

#### 2. Cabo Girão



The Cabo Girão Viewpoint is located on the highest promontory in Europe, at an elevation of 680 m, offers a vertiginous view of the falls of Rancho and Cabo Girão, small areas of cultivated land at the foot of the cliff, as well as magnificent panoramic views over the ocean and the municipalities of Câmara de Lobos and Funchal. The viewpoint has been renovated, and a suspended glass platform, called a skywalk, was built.




#### 3. Cristo Rei

The Cristo Rei Viewpoint, in Garajau, gives visitors an excellent partial view over Funchal bay, the Garajau Reserve, Caniço de Baixo and the Atlantic Ocean. Located in Garajau, the Cristo Rei Viewpoint was given the name as a result of the existence of a Christ the King statue, which was erected to fulfil a promise made by Counsellor Aires de Ornelas. The majestic statue stands on top of a hill which drops into a ravine, towards the sea.

From this viewpoint there is an excellent panoramic view over the Atlantic Ocean, the Garajau Natural Reserve, part of the Funchal bay and Caniço de Baixo.





From this viewpoint there is an excellent panoramic view over the Atlantic Ocean, the Garajau Natural Reserve, part of the Funchal bay and Caniço de Baixo.



#### 4. Nun's Valley


The view from here is absolutely insane! From Eira do Serrado, you look out over a small village nestled in a valley between two cloud-topped mountains in the heart of Madeira. It's thought that the valley was either formed by erosion or by volcanic activity in the past. You won't regret making a visit to the centre of the island to see this.



#### 5. Pico dos Barcelos

The Pico dos Barcelos is approximately 355 meters above sea level. From this point there is a splendid panoramic view over Funchal bay and the city area, with the Desertas Islands in the background. This area underwent substantial improvements in terms of pedestrian and automobile access.

From this viewpoint there is an excellent panoramic view over the Atlantic Ocean, the Garajau Natural Reserve, part of the Funchal bay and Caniço de Baixo.



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# ABOUT US

## Who are we?

Melon Unipessoal, Lda. has been promoting Madeira and Porto Santo islands for 20 years, since 1997. Our offices are located on Av. Arriaga, the main street of downtown Funchal, the capital, next to the Municipal Theatre Baltazar Dias.

Our team publishes and manages the Madeira promotional guides **Madeira Web**, **Madeira Live**, **Madeira Portugal**, **Madeira Tourist** and **Porto Santo**. These multilingual guides have a daily readership of around 30.000 people and are on page one of search engines in more than 100 countries. We also manage a number of live webcams around the island.

Our mission/purpose is to promote our green island internationally as a clean, pollution-free and safe holiday destination, where it's always summer

### Contact us

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## 5.2. Dizajn mobitel

The screenshot shows the homepage of the Madeira Tourist website. At the top left is the Madeira logo, and at the top right is a hamburger menu icon. Below the logo is a large hero image of a coastal landscape with the text 'Madeira TOURIST' overlaid. Underneath the hero image is a section titled 'Your complete guide through 5 steps!' which contains five icons: 'MADEIRA' (location pin), 'GETTING HERE' (airplane), 'WHERE TO STAY' (location pin with house), 'THINGS TO DO' (direction sign), and 'WHAT TO EAT & DRINK' (food). Below this is a grey box with the heading 'Sea, sky and everything in between!' and a paragraph of text describing Madeira as a safe haven. Further down is another paragraph about the island's location and climate. Below that is a paragraph about the website's content. At the bottom, there is a contact section with an email icon and 'info.sretc@gov-madeira.pt', a location pin icon and 'Avenida Arriaga, n.º 73', and a phone icon and '(+351) 291 211 900'. Below the contact info is a 'FOLLOW US' section with icons for Instagram, Facebook, and Twitter. At the very bottom are two links: 'ABOUT US' and 'MADEIRA'.

Madeira

Madeira  
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Your complete guide through 5 steps!

MADEIRA GETTING HERE WHERE TO STAY

THINGS TO DO WHAT TO EAT & DRINK

Sea, sky and everything in between!

Madeira is a safe heaven from today's modern society. Just a short traveling distance from most European major cities, the island offers superb accommodation, fantastic scenery and an escape from all that is unpleasant in the coastal mass tourism. The capital Funchal is renown as much for its food as it is for its clean, crime-free streets.

So now you're wondering: Where is Madeira? You'll find this small piece of paradise in the Atlantic Ocean, just northwest of the Canary Islands and a little further away from Africa, which gives it the balmy summers and warm winters it's famous for. The ideal holiday destination all the year round.

Stay tuned if you want to browse through our guide for both general and specific information, including how to get to Madeira, where to stay on the island, photos of beautiful places and Madeira's main events, suggestions of leisure activities and much, much more...

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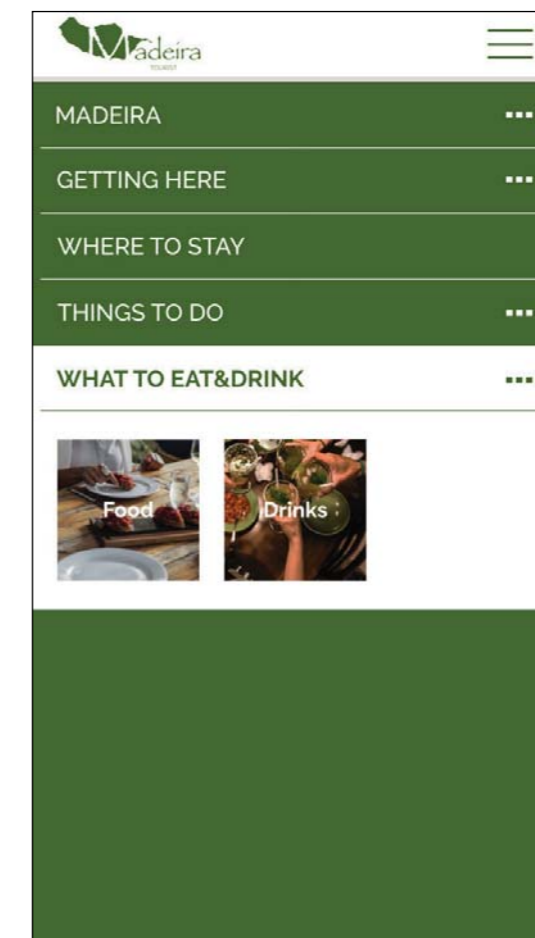
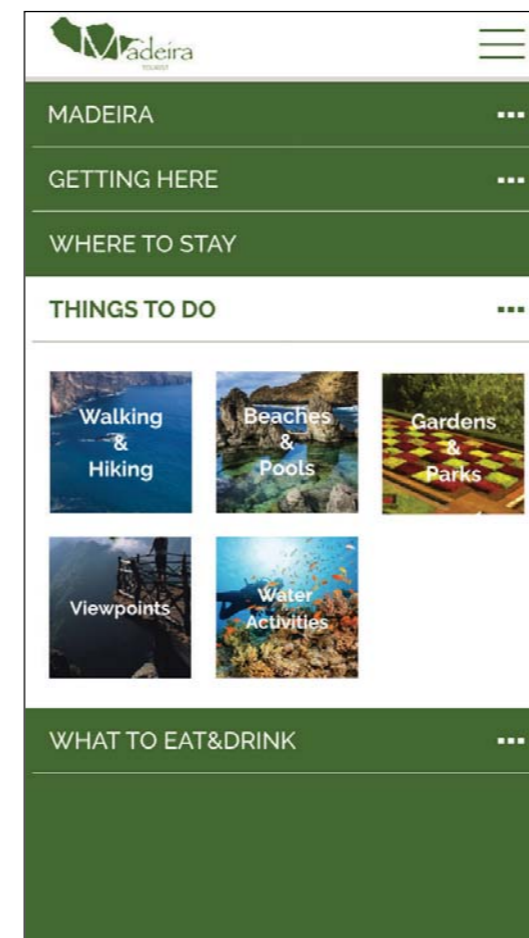
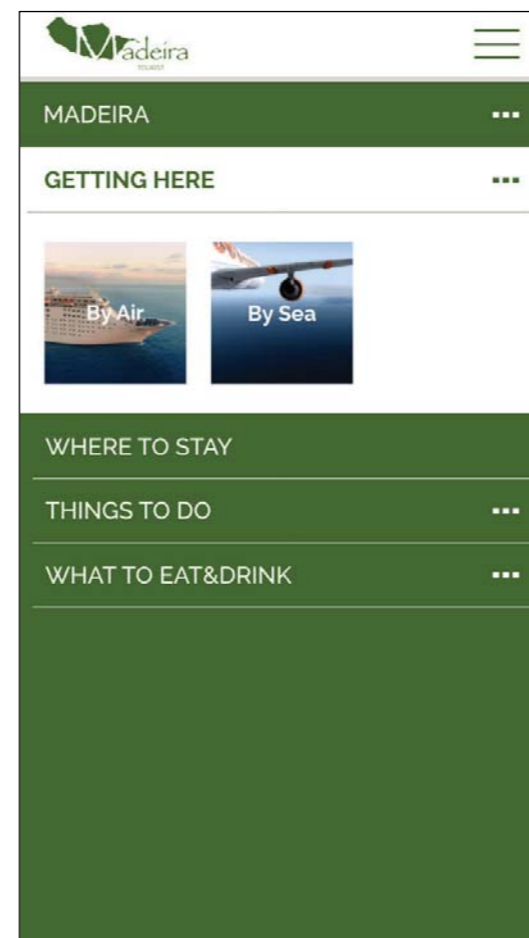
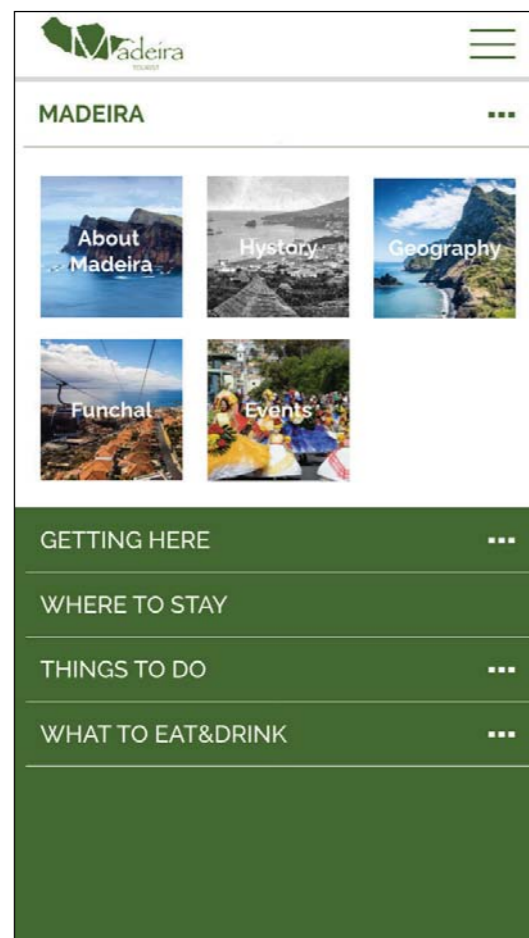
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## Meet Madeira through 5 steps!



### About Madeira

Madeira is one of the two autonomous regions of Portugal (along with the Azores). It is a group of islands situated in the north Atlantic Ocean, southwest of Portugal. It includes the islands of **Madeira**, **Porto Santo**, and the **Desertas**. Its total population was estimated in 2011 at 267,785. The capital of Madeira is **Funchal**, which is located on the main island's south coast...

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### History

When the Infante Dom Henrique, better known in English as **Prince Henry the Navigator**, gathered together the finest cartographers and navigators of Portugal at the beginning of the 15th century, his plan was to extend the knowledge of the coast of West Africa. Armed only with square-rigged ships, compass, hourglass and astrolabe, the initial sea captains were severely...

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### Geography

The archipelago of Madeira is located 520 km (280 nmi) from the African coast and 1,000 km from the European continent (approximately a one and a half hour flight from the Portuguese capital of Lisbon). Madeira is on the same parallel as Bermuda a few time zones further west in the Atlantic. The two archipelagos are the only land in the Atlantic on the 32nd parallel...

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### Funchal

The Funchal city of today is very different from its fennel growing, pirate days of old. It is in fact a modern, cosmopolitan, rejuvenated city, well known for its many top class restaurants, stunning new 4 & 5-star hotels, warm all year round climate, incomparable natural beauty and, of course, its most famous 'export', world-class footballer **Cristiano Ronaldo**. In short, it is known for its style...

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### Events

Madeira is an island blooming with flowers and events. There is an interesting event almost every month to delight both tourists and the local population. Some of them are even known worldwide, as is the case of the Flower Festival or the New Year's Eve Fireworks. **Madeira Orienteering Meeting (MOM)**-Madeira Orienteering days, has three routes of middle...


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## History of Madeira island

When the Infante Dom Henrique, better known in English as **Prince Henry the Navigator**, gathered together the finest cartographers and navigators of Portugal at the beginning of the 15th century, his plan was to extend the knowledge of the coast of West Africa. Armed only with square-rigged ships, compass, hourglass and astrolabe, the initial sea captains were severely handicapped in their endeavours. But in the course of their ventures, the finest hour of Portuguese maritime history, luck brought greater riches than the purities of science and logic.

Three young sea captains, **João Gonçalves Zarco**, **Tristão Vaz Teixeira** and **Bartolomeu Perestrelo**, were blown off course on their journey around the African coast, and after many days at sea found land on a small island that they named **Porto Santo** - the very first of the many discoveries made by Henry's school of navigation. On reporting to Henry they were promptly ordered to return and colonise the island. The year was **1418**.

Seductive as are the charms of the golden sands of Porto Santo, it seems somewhat incredible today that it took a further year (1419) before the next discovery was made Madeira island. The captains had reported a dark mass of clouds visible on the southern horizon. They were then encouraged to explore this foreboding mass. As theories to whether the world was flat had yet to be completely disproved, it took an enormous leap of faith to cross the traverse.



As they approached, the huge Atlantic rollers breaking along the north coast and the turbulence of the cross currents at Ponta de São Lourenço cannot have eased the concern of the superstitious sailors. But on rounding the headland they

ordered the colonisation of the island, around 1425, with the first families coming from the Algarve region and then from the northern region of the mainland.

Fifteen years later, in 1440, the system of captaincy was established, dividing the archipelago into three captaincies: Machico was given to Tristão Vaz Teixeira, Bartolomeu Perestrelo was nominated as captain-donnee of Porto Santo, and Gonçalves Zarco became captain-donnee of Funchal.



So as to create the minimum conditions to settle and develop agriculture, a part of the dense laurel forest had to be deforested and a large number of water channels (levadas) were built, as the northern part of the island had excess water while it was scarce in the south. Fish, fruit and vegetables were the main livelihoods of the first inhabitants. The crops that became very important for the island in economic terms, such as **sugar cane**, were then introduced. Sugar turned Funchal into a mandatory crossing point for European trade routes. In the seventeenth century a new crop emerged, boosting Madeira's economy once again: **wine**.

Over time, Madeira took advantage of its potential, namely the tourism sector, and developed it. Nowadays, it plays an essential role in the regional economy, as the island is very popular among tourists from all over the world.

Today the **statue of Zarco** looks down on the descendants of the first colonisers as they turn the corner in front of the Bank of Portugal building in downtown Funchal. As the Portuguese overseas possessions have shrunk, so the relative significance of this first great discovery has gained in importance. To find a needle in a haystack can be trying, but to find Porto Santo in an Atlantic storm was a lucky prize indeed.




Gonçaves Zarco statue

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## About Madeira

**Madeira is...**

one of the two autonomous regions of Portugal (along with the Azores). It is a group of islands situated in the north Atlantic Ocean, southwest of Portugal. It includes the islands of **Madeira**, **Porto Santo**, and the **Desertas**. Its total population was estimated in 2011 at 267,785. The capital of Madeira is **Funchal**, which is located on the main island's south coast. The region has political and administrative autonomy through the Administrative Political Statute of the Autonomous Region of Madeira provided for in the Portuguese Constitution. The autonomous region is an integral part of the European Union as an outermost region.




Today, it is a popular year-round resort, being visited every year by about 1.4 million tourists, almost five times its population. The region is noted for its Madeira wine, gastronomy, historical and cultural value, flora and fauna, landscapes (**laurel forest**) that are classified as a UNESCO World Heritage Site, and embroidery artisans. The main harbour in Funchal has long been the leading Portuguese port in cruise liner docking, receiving more than half a million tourists through its main port in 2017, being an important stopover for commercial and trans-Atlantic passenger cruises between Europe, the Caribbean and North Africa.

As of 2019, Madeira has been awarded '**Europe's Leading Island Destination**' five times since 2013 and four times '**World's Leading Island Destination**' since 2015 by the World Travel Awards.

**Climate**


Madeira has many different bioclimates. Based on differences in sun exposure, humidity, and annual mean temperature, there are clear variations between north and south facing regions, as well as between some islands. The islands are strongly influenced by the Gulf Stream and Canary Current, giving mild year-round temperatures. The average annual

giving mild year-round temperatures. The average annual temperature at Funchal weather station is 19.6°C. On the highest windward slopes of Madeira, rainfall exceeds 1,250 mm (50 inches) per year, mostly falling between October and April. In most winters snowfall occurs in the mountains of Madeira. The main Madeira island have areas with an annual average temperature exceeding 20°C along the coast. The island mild climate is conducive to agriculture and allows the fruit trees of the Mediterranean countries to grow alongside tropical species such as **guava**, **banana** and **mango**, among others. The same with the flowers. Everywhere the exotic flowers like **strelitzias**, **orchids** and **anthuriums**, mingle with common species such as **hollyhocks**, **hydrangeas** and **hibiscus**, dotting the landscape with a multitude of colours, leaving in the air a pleasant scent.

**Environment**

Madeira Island is very conscious about environmental conservation. Particularly well known for its green spaces and for its wide variety of flowers, the island is the perfect place to enjoy moments of exquisite natural beauty. For the first time in Portugal, the **Gold Award** in the 2000 Competition for the Greening and Flowering of Towns and Villages was presented to the city of Funchal. To receive this award, the competing cities had to fulfil 80 percent of the conditions laid down by the European Association for Floriculturists and Landscape Architects. The island entered the central gardens into the competition as well as some gardens famous for their phenomenal beauty, such as **Monte Garden**, **Monte Palace Gardens**, **Palheiro Ferreiro Estate**, the **Botanical Gardens** and the **Ecological Park of Funchal**. Apart from this Gold Award, Funchal also won the **award for the cleanest city in Portugal** in the category of the cities with more than 50,000 inhabitants. In 2008, That same year it received the green flag.


Madeira island is home to several endemic plant and animal species. In the south, there is very little left of the indigenous subtropical rainforest that once covered the whole island (the original settlers set fire to the island to clear the land for farming) and gave it the name it now bears (**Madeira means 'wood' in Portuguese**). However, in the north, the valleys contain native trees of fine growth. These '**laurisilva**' forests, notably the forests on the northern slopes of Madeira Island, are designated as a **World Heritage Site by UNESCO**. The paleobotanical record of Madeira reveals that laurisilva forest has existed in this island for at least 1.8 million years. Critically endangered species such as the vine **Jasminum azoricum** and the rowan **Sorbus maderensis** are endemic to Madeira.



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**Palheiro Ferreiro Estate**

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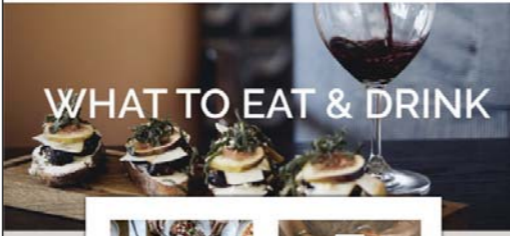
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### Madeiran food and drinks tradition

Madeira is a South-European island but its kitchen cannot be compared to other Southern countries such as Greece, Italy, Spain or even the Portuguese main land. Food and drink is prepared with local ingredients, the gifts of nature. Most meat dishes consist of beef, pork or chicken. Due to the long established fishing tradition on the island, fish plays an important role in the daily diet of the locals. **Tuna, espada** (black scabbard fish), **bacalhau** (codfish), **galado** (a regional fish treated like codfish) and **potas** (similar to a huge squid) feature in many main courses. Traditionally, fresh tuna is first marinated in olive oil, garlic, salt and oregano before it is fried, and it is usually served with milho frito. This kind of cornmeal preparation is very often also preferred as side dish to espada fried with onion. A must-eat is the espada with banana, which is a very successful combination of a soft white fish with a strong tropical flavour. But do also look out for other tasty espada combinations as there are many more!

Madeira has some typical drinks. **Madeira Wine** is world famous. Vineyards are all over the island. The locals dare to prepare their own wine with several types of grapes. A bottle of 5 year old Madeira wine costs 5 to 10 euro depending on where you buy it. If you like coffee then this may be well worth knowing: In Madeira you don't order a coffee, but a **Chino**, a **Chinesa** or an Espresso. A 'Chino' is a normal coffee. A 'Chinesa' is coffee with milk, but contains more milk than coffee. An 'Espresso' is a small coffee. If you order a coffee with milk, then they'll bring you a coffee with a (often too big) portion of milk already inside the coffee. Only the sugar comes separately.

When you have spent a few days on the island, you will soon discover that Madeirans also have a sweet tooth! Everywhere on the island, in all the cafés, snack bars and restaurants, you will find a wide variety of cakes, sweets and desserts. The list is long, but most popular with the locals are the **queijadas**, a small cake made of requeijão (cottage cheese), eggs and sugar. Also a favourite is the **bolo de mel** (honey cake) and the honey cookies. Bolo de mel, Madeira's oldest sweet, dates back to the times when the island was an important producer of sugar and is traditionally eaten during Christmas. Other

preparation is very often also preferred as side dish to espada fried with onion. A must-eat is the espada with banana, which is a very successful combination of a soft white fish with a strong tropical flavour. But do also look out for other tasty espada combinations as there are many more!

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Prices for food and drink are very democratic. There seems to be one rule: The further away from Funchal, the cheaper things become! A beer (33cl) costs in Funchal approximately 2 Euro, in Porto Moniz it costs only 1.25 Euro. A lemonade costs in Funchal approx. 1.50 Euro (for 33cl), often only 0.75 Euro in other places. A bottle of red or white Monte Velho wine will cost in between 10 and 12 Euro. The prices in restaurants may vary a lot.


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Food




### 1. Lapas

'Lapas' are seashells cooked upwards in a frying pan of their own and their taste increase when splashed with fresh lemon and butter. The typical Bolo do Caco is a great accompaniment to this snack. We suggest you some Restaurants around the island to try this some 'Lapas' such as **'Barqueiro'** (Funchal), **'Portinho'** (Jardim Do Mar), **'Muralhas'** (Caniçal), **'Poita'** (Madalena do Mar), **'Maré Alta'** (Machico) or **'Many'** (São Vicente).




### 2. Espetada

The 'Espetada', made with beef cubes in a laurel skewer and grilled on wood or charcoal. Many restaurants have tables with iron structures applied in the center, to hang long laurel skewers in which broil the meat pieces. To accompany the dish, the locals suggest the Fried Corn **'Milho Frito'** and **'Bolo do Caco'**, traditionally baked in a tile bit on fire. The restaurant **'Polar'**, **'Lagar'** or **'Santo António'** (Câmara de Lobos) are of the most popular restaurants to eat a good espetada.


### 3. Picadinho

The 'Picado' is a traditional Madeiran dish prepared in almost all of the restaurants of the region. It is traditionally prepared with beef cut into small cubes, fried and seasoned with garlic and pepper. Usually is served on a platter being shared by several people, who chop with a toothpick or a fork. Our suggestions for restaurants to eat a "Picadinho" are: **'Caravela'** (São Vicente), **'Virgílio'** (São Vicente), **'Beer Garden'** (Funchal) and **'Vila Bela'** (Porto da Cruz).



### 4. Prego

The 'Prego' (steak sandwich) is a grilled steak, served on traditional Madeiran Bolo do Caco. The 'Special Prego' includes lettuce, tomato, ham and cheese, sometimes it is served with fries. Prego is an economical and extremely popular dish for lunch. Our suggestion to eat the Best 'Prego' is at Ribeiro Frio in **'Faisca'** Restaurant or Abrigo do Pastor at **'Carreiras'** restaurant where you will have also a fantastic traditional Prego!



### 5. Polvo (Octopus)

'Polvo' is Portuguese word for Octopus. Octopus is a very popular dish in Madeira, although it is not a typically Madeiran dish. It can be served as a 'dentinho' or as an entree, a marinade or with rice. You will find in any restaurant several octopus recipes for a very affordable price comparing to other countries. The traditional way of eating it is together with rice. In São Vicente the **'Many'** restaurant is our suggestion to try this dish.

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Madeira

# GETTING HERE

BY AIR BY SEA

## Traveling to Madeira

Being an island, there are two ways of getting to Madeira. Either by air or by sea.

To get into Portugal, you may need a passport or a visa, depending on the country you live in and the reason why you are visiting Portugal (tourism, work or study purposes). Citizens from the European Union don't need a visa for entering Portugal, as we are a signatory of the 1995 Schengen Agreement.


If you are unsure about any matter concerning your travel documents, please contact your travel agent or Portuguese Embassy/Consulate based in your hometown.

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**Cristiano Ronaldo international airport**

Located in Santa Cruz, 25 km east-northeast from the capital, Funchal, Cristiano Ronaldo Madeira International Airport (FNC) opened in 1964, with a runway of only 1.600 m.

Once considered **one of the most challenging airports in the world**, where only the most experienced pilots could land, due to the size of the 'mini' runway, nowadays it offers passengers a relaxed experience while the pilot makes the final landing manoeuvres, since on the 15th of September 2000 Madeira Island inaugurated one of the biggest constructions ever executed in the region, amounting to a total investment of about 520 million Euros.

Madeira Airport, boasting a runway of 2781 m length, gave the island a new image. Airport capacity is 3.5 million passengers per year and all types of passenger aircrafts are able to land and take off from this airport.

The extension of the runway by one kilometre was one of the most ambitious constructions on the island, especially if one considers that the 180 pillars of the runway measure in total 120 metres (60 m above and 60 m under sea level). The old runway was turned three degrees to the north to assume its final position.

**Services**

Madeira Airport offers you several useful services, including information desks, travel agencies, rent-a-car desks, ATM machines, currency exchange, free Wi-Fi, public telephones, cafes, restaurants, shops (clothing, accessories, newspapers, books, perfumes, wine, etc.). There are two lounges and a Fast Track service, a priority channel to waste less time in queues.

**People with reduced mobility**

Passengers with special needs may benefit from an assistance service, 'My Way', provided by specialised professionals. This service should be requested up to 48 hours before the departure time of your flight. Toilets and lifts inside the terminal are adapted to people with reduced mobility.

**Luggage**

### Luggage

There is a 24 hour-luggage storage service (deposit) on the ground floor, ideal for bulky items, or you can also leave your things at the airport lockers (before security) and know they are safe. If your luggage gets damaged or lost, you should go to the 'Lost and Found' area on level 0.

### Hotels

Although there are no hotels at this airport, you may find several accommodation options nearby, as well as a wider choice in Funchal city centre, only 25 km away — check out our list here for the best hotels, apartments and 'Quintas'. Please note that, in many cases, the hotel may provide transport to and from the airport upon request.

### Parking

The 5 parks at Madeira Airport are open 24 hours a day, all year round, offering you from low-cost to premium parking options, either covered or outdoor.

## You have just arrived on Madeira and now what?

### Bus

The company responsible for bus transportation from the airport is SAM. After you leave the arrivals hall, follow the main road and keep on the right-hand side. Only a few meters away, you will find a bus stop. The lines that stop here are 20, 23, 53, 113 and 208, depending on the time of the day. The ticket is payable on board and it costs up to 4 Euros, depending on your destination.

### Aero-bus

The Aero-bus is a frequent express bus service between the airport and Funchal city. Prices: €5 per adult (round trip: €8) and €2.50 for children. Prices subject to change.

### Taxi

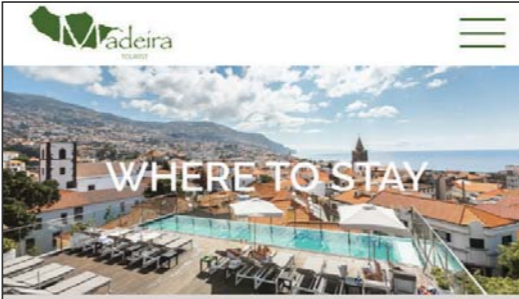
There are plenty of friendly taxi drivers at your disposal who will be glad to take you anywhere you want. The airport taxi rank is located outside the arrival lounge, just look for the yellow cars with blue stripes and a 'TAXI' sign on top. The trip between the airport and Funchal is around 30 to 40 Euros depending on the time of day.

### Car rental

Discount Rent A Car offers competitive rates for car hire in Madeira. Our price-search engine finds the best daily deals for all vehicles, from compact cars to mini-vans. Third party insurance and breakdown assistance are also included in the price. Just book online before you go and pick up your vehicle at Madeira Airport.



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**WHERE TO STAY**

... sunny south, north coast or mountains?  
AND THE ANSWER IS... IT DEPENDS!

It depends on many things but first some background. Madeira is not a huge island but, at over 6.000 feet, it is, for its size, very high. This means that, almost as soon as one leaves the coast, the landscape goes vertical, by degrees. Indeed it's this very aspect that makes it such a picturesque destination: verdant gorges cut through the hillsides that reach almost to the Atlantic shoreline, and in some places the shore is a cliff — Cabo Girão being Europe's highest! Madeira's capital, Funchal, may be sunny but the hills are often shrouded in mist and cloud.

Regardless of their location, visitors can choose the elegance of the island's time-honoured traditional hotels or opt for one of the more recent forms of accommodation, smaller units in rural areas where they can come into closer contact with nature and the local people. All Madeira hotels are famed for their hospitality, personalised service, good taste and quality. And why spend precious holiday time waiting for a taxi or bus to take you to your hotel when you can book an airport transfer and have a private or shared vehicle waiting for you at the Arrivals?

**In the sun**

Any cloud usually forms inland, so sun lovers definitely should stay on the coast, to be precise, the south coast where it is most warm and sunny. Funchal offers the sophistication of a modern city whilst losing none of its old-world charm and is really the centre of everything: good accommodation, island tours, boat trips and a plethora of good restaurants.

Whether you prefer the clean, modern design of **Molã Madeira Mare** or the classic opulent style of **Royal Savoy Hotel**, both offer spectacular sea views and all the comfort of a 5-star hotel: state-of-the-art facilities, SPA, pools, library, restaurants and bars. Other great options to enjoy a relaxing holiday in Madeira while having maximum comfort are 4-star hotels **Golden Residence**, **Hotel Girassol**, **Hotel Madeira Regency Club**, **Hotel Savoy Gardens** and **Hotel Windsor**.

**Hotel Savoy Gardens** and **Hotel Windsor**.

The pleasantly secluded 4 or 5-star **Quintas (Quinta das Vistas, Quinta Bela São Tiago and Quinta da Penha de França)** are former manor houses surrounded by verdant lovely gardens. They offer magnificent views and are impeccably decorated, reflecting sophistication and class, which makes them a special retreat where the charm of old meets the requirements of every modern-day traveller: swimming pool, spacious accommodation, restaurants, friendly staff and personalised services.

So if you can't resist the appeal of elegance and tranquillity, the Charming Hotels Madeira, with their beautiful surrounding gardens, may also be another ideal holiday refuge.

But if you like your independence or are looking for a budget accommodation, then a self-catering apartment or a trendy, centrally located hostel is the place for you! No need to worry about strict mealtimes, you are free to come and go as you please, any time you like. The modern and airy **Atlântida Apartments**, superbly located in the heart of Funchal, embody this philosophy, and also offer easy access to the charming Old Town ('Zona Velha') with its many restaurants, cafés, bars and attractions that Madeira's capital is justly famed for.

**On the south coast**

Those seeking a real getaway destination should check out **Savoy Calheta Beach** or **Paul do Mar Aparthotel**. Close to probably the prettiest village in Madeira, Jardim do Mar, the southwestern corner of the island is well-known to be the sunniest and warmest, so it comes as no surprise to find here so many beautiful and luxurious villas. But note that if you want to get around, a hire car is recommended. The southeastern part of Madeira is also a good beach area, the hotels **Dom Pedro Garajau**, in Caniço, or **Dom Pedro Madeira**, in Machico, are great accommodation options for this side of the island.

**On the north coast**

If you are looking for a great base for hiking, levada walks, beach or just getting away from it all, the north coast is THE place to stay if you are a nature lover. Idyllically located by the sea, **Estalagem do Mar** has the green mountainous background of São Vicente as a wonderful frame. Also by the sea, in the centre of Porto Moniz, a small and pretty town on the northwest of Madeira, you'll find **Hotel Salgueiro**, the perfect getaway for the big outdoors.

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**In the mountains**

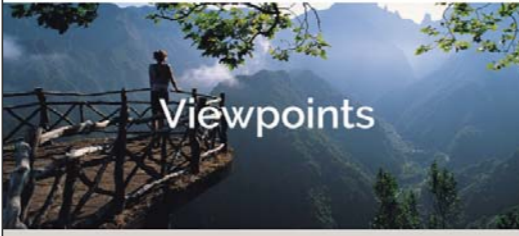
Hill and levada walkers, hikers and those with a love of mountains will usually find themselves above any clouds, basking in a fresh atmosphere. There are plenty of mountain guesthouses and hotels to choose from, such as **Eira do Serrado**, with its dramatic views overlooking the famously impressive Nun's Valley ('Curral das Freiras').

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## Viewpoints

### Top 5 viewpoints in Madeira

Madeira offers places with breathtaking views all over the island. There are 5 viewpoints, known as 'miradouros', that offer the most fascinating landscapes, especially for the 'Instagrammers' and photography lovers out there.

Visiting one of these panoramic viewpoints is inspiring and relaxing. From these locations, you can glimpse the island's highest peaks, the glitter of the sea, the famous 'poios' (terraced farming fields) or streams that meander through flower-covered valleys. Do not miss out on these fantastic places!



#### 1. Ponta do Pargo Lighthouse


The Ponta do Pargo Light House Viewpoint is located on the island's westernmost cape, rises to an elevation of 312 m, offering stunning views of the immense ocean and the rugged landscape, extending from the Ponta do Pargo lighthouse to Achadas da Cruz



#### 2. Cabo Girão

The Cabo Girão Viewpoint is located on the highest promontory in Europe, at an elevation of 580 m, offers a vertiginous view of the fajãs of Rancho and Cabo Girão, small areas of cultivated land at the foot of the cliff, as well as magnificent panoramic views over the ocean and the municipalities of


cultivated land at the foot of the cliff, as well as magnificent panoramic views over the ocean and the municipalities of Câmara de Lobos and Funchal. The viewpoint has been renovated, and a suspended glass platform, called a skywalk, was built.



#### 3. Cristo Rei


The Cristo Rei Viewpoint, in Garajau, gives visitors an excellent partial view over Funchal bay, the Garajau Reserve, Caniço de Baixo and the Atlantic Ocean. Located in Garajau, the Cristo Rei Viewpoint was given the name as a result of the existence of a Christ the King statue, which was erected to fulfil a promise made by Counsellor Aires de Ornelas. The majestic statue stands on top of a hill which drops into a ravine, towards the sea.

From this viewpoint there is an excellent panoramic view over the Atlantic Ocean, the Garajau Natural Reserve, part of the Funchal bay and Caniço de Baixo.




#### 4. Nun's Valley

The view from here is absolutely insane. From Eira do Serrado, you look out over a small village nestled in a valley between two cloud-topped mountains in the heart of Madeira. It's thought that the valley was either formed by erosion or by volcanic activity in the past. You won't regret making a visit to the centre of the island to see this.




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#### 5. Pico dos Barcelos




The Pico dos Barcelos is approximately 355 meters above sea level. From this point there is a splendid panoramic view over Funchal bay and the city area, with the Desertas Islands in the background. This area underwent substantial improvements in terms of pedestrian and automobile access.

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### Who are we?

Melon Unipessoal, Lda. has been promoting Madeira and Porto Santo islands for 20 years, since 1997. Our offices are located on Av. Arriaga, the main street of downtown Funchal, the capital, next to the Municipal Theatre Baltazar Dias.

Our team publishes and manages the Madeira promotional guides **Madeira Web**, **Madeira Live**, **Madeira Portugal**, **Madeira Tourist** and **Porto Santo**. These multilingual guides have a daily readership of around 30.000 people and are on page one of search engines in more than 100 countries. We also manage a number of live webcams around the island.


Our mission/purpose is to promote our green island internationally as a clean, pollution-free and safe holiday destination, where it's always summer


### Contact us


Name

E-mail




Message

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### 5.3. Dizajn tablet portret

The screenshot shows the homepage of the Madeira Tourist website. At the top, there is a navigation menu with the following items: MADEIRA, GETTING HERE, WHERE TO STAY, THINGS TO DO, and WHAT TO EAT&DRINK. Below the menu is a large banner image of a coastal landscape with a prominent rock formation. Overlaid on the banner is a white box with the text "Your complete guide through 5 steps!" and five icons representing the guide's sections: MADEIRA (a location pin), GETTING HERE (an airplane), WHERE TO STAY (a house with a location pin), THINGS TO DO (a flag), and WHAT TO EAT&DRINK (a plate of food). Below the banner is a grey box with the heading "Sea, sky and everything in between!" and three paragraphs of text. At the bottom of the page, there is a footer with three columns: "FOLLOW US" with social media icons for Instagram, Facebook, and Twitter; "ABOUT US MADEIRA" with a vertical line; and contact information including an email address (info.sretc@gov-madeira.pt), a physical address (Avenida Arriaga, n.º 73), and a phone number (+351) 291 211 900.

Madeira TOURIST

MADEIRA GETTING HERE WHERE TO STAY THINGS TO DO WHAT TO EAT&DRINK

Madeira TOURIST

Your complete guide through 5 steps!

MADEIRA GETTING HERE WHERE TO STAY THINGS TO DO WHAT TO EAT&DRINK

### Sea, sky and everything in between!

Madeira is a safe heaven from today's modern society. Just a short traveling distance from most European major cities, the island offers superb accommodation, fantastic scenery and an escape from all that is unpleasant in the coastal mass tourism. The capital Funchal is renowned as much for its food as it is for its clean, crime-free streets.

So now you're wondering: Where is Madeira? You'll find this small piece of paradise in the Atlantic Ocean, just northwest of the Canary Islands and a little further away from Africa, which gives it the balmy summers and warm winters it's famous for. The ideal holiday destination all the year round.

Stay tuned if you want to browse through our guide for both general and specific information, including how to get to Madeira, where to stay on the island, photos of beautiful places and Madeira's main events, suggestions of leisure activities and much, much more...

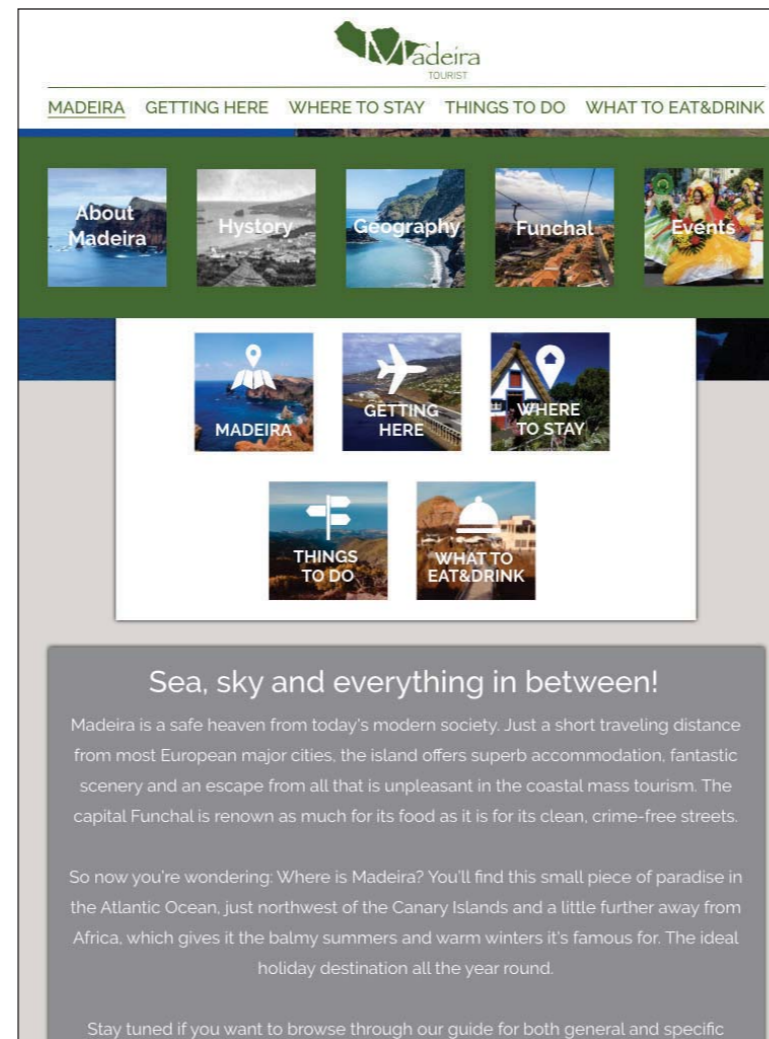
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The screenshot shows the top navigation menu of the Madeira Tourist website. The menu items are: MADEIRA, GETTING HERE, WHERE TO STAY, THINGS TO DO, and WHAT TO EAT&DRINK. Below the menu is a row of five image-based buttons: About Madeira, History, Geography, Funchal, and Events. A central white box contains five more image-based buttons: MADEIRA, GETTING HERE, WHERE TO STAY, THINGS TO DO, and WHAT TO EAT&DRINK. Below this is a grey box with the heading "Sea, sky and everything in between!" and two paragraphs of text. The first paragraph describes Madeira as a safe haven from modern society, offering superb accommodation, fantastic scenery, and an escape from coastal mass tourism. The second paragraph describes Madeira's location in the Atlantic Ocean, northwest of the Canary Islands and further from Africa, highlighting its balmy summers and warm winters. The text concludes with "The ideal holiday destination all the year round." and "Stay tuned if you want to browse through our guide for both general and specific".

Madeira  
TOURIST

MADEIRA GETTING HERE WHERE TO STAY THINGS TO DO WHAT TO EAT&DRINK

About Madeira History Geography Funchal Events


MADEIRA GETTING HERE WHERE TO STAY THINGS TO DO WHAT TO EAT&DRINK

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MADEIRA GETTING HERE WHERE TO STAY THINGS TO DO WHAT TO EAT&DRINK

## Meet Madeira through 5 steps!

### About Madeira

Madeira is one of the two autonomous regions of Portugal (along with the Azores). It is a group of islands situated in the north Atlantic Ocean, southwest of Portugal. It includes the islands of **Madeira**, **Porto Santo**, and the **Desertas**. Its total population was estimated in 2011 at 267,785. The capital of Madeira is **Funchal**, which is located on the main island's south coast...

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### History

When the Infante Dom Henrique, better known in English as **Prince Henry the Navigator**, gathered together the finest cartographers and navigators of Portugal at the beginning of the 15th century, his plan was to extend the knowledge of the coast of West Africa. Armed only with square-rigged ships, compass, hourglass and astrolabe, the initial sea captains were

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### Geography

The archipelago of Madeira is located 520 km (280 nmi) from the African coast and 1.000 km from the European continent (approximately a one and a half hour flight from the Portuguese capital of Lisbon). Madeira is on the same parallel as Bermuda a few time zones further west in the Atlantic. The two archipelagos are the only land in the Atlantic on the 32nd parallel...

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### Funchal

The Funchal city of today is very different from its fennel growing, pirate days of old. It is in fact a modern, cosmopolitan, rejuvenated city, well known for its many top class restaurants, stunning new 4 & 5 star hotels, warm all year round climate, incomparable natural beauty and, of course, its most famous 'export', world-class footballer **Cristiano Ronaldo**...

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### Events

Madeira is an island blooming with flowers and events. There is an interesting event almost every month to delight both tourists and the local population. Some of them are even known worldwide, as is the case of the Flower Festival or the New Year's Eve

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## History

### History of Madeira island

When the Infante Dom Henrique, better known in English as **Prince Henry the Navigator**, gathered together the finest cartographers and navigators of Portugal at the beginning of the 15th century, his plan was to extend the knowledge of the coast of West Africa. Armed only with square-rigged ships, compass, hourglass and astrolabe, the initial sea captains were severely handicapped in their endeavours. But in the course of their ventures, the finest hour of Portuguese maritime history, luck brought greater riches than the purities of science and logic.

Three young sea captains, **João Gonçalves Zarco**, **Tristão Vaz Teixeira** and **Bartolomeu Perestrelo**, were blown off course on their journey around the African coast, and after many days at sea found land on a small island that they named **Porto Santo** - the very first of the many discoveries made by Henry's school of navigation. On reporting to Henry they were promptly ordered to return and colonise the island. The year was **1418**.

Seductive as are the charms of the golden sands of Porto Santo, it seems somewhat incredible today that it took a further year (1419) before the next discovery was made Madeira island. The captains had reported a dark mass of clouds visible on the southern horizon. They were then encouraged to explore this foreboding mass. As theories to whether the world was flat had yet to be completely disproved, it took an enormous leap of faith to cross the traverse.


As they approached, the huge Atlantic rollers breaking along the north coast and the turbulence of the cross currents at Ponta de São Lourenço cannot have eased the concern of the superstitious sailors. But on rounding the headland they discovered the bay of Machico, the threshold to the heavily forested island that they named Madeira. King John I of Portugal ordered the colonisation of the island, around 1425, with the first families coming from the Algarve region and then from the northern region of the mainland.

Fifteen years later, in 1440, the system of captaincy was established, dividing the archipelago into three captaincies: Machico was given to Tristão Vaz Teixeira, Bartolomeu Perestrelo was nominated as captain-donnee of Porto Santo, and Gonçalves Zarco became captain-donnee of Funchal.

So as to create the minimum conditions to settle and develop agriculture, a part of the dense laurel forest had to be deforested and a large number of water channels (levadas) were built, as the northern part of the island had excess water while it was scarce in the south. Fish, fruit and vegetables were the main livelihoods of the first inhabitants. The crops that became very important for the island in economic terms, such as **sugar cane**, were then introduced. Sugar turned Funchal into a mandatory crossing point for European trade routes. In the seventeenth century a new crop emerged, boosting Madeira's economy once again: **wine**.

Over time, Madeira took advantage of its potential, namely the tourism sector, and developed it. Nowadays, it plays an essential role in the regional economy, as the island is very popular among tourists from all over the world.

Today the **statue of Zarco** looks down on the descendants of the first colonisers as they turn the corner in front of the Bank of Portugal building in downtown Funchal. As the Portuguese overseas possessions have shrunk, so the relative significance of this first great discovery has gained in importance. To find a needle in a haystack can be trying, but to find Porto Santo in an Atlantic storm was a lucky prize indeed.



## Gonçalves Zarco statue

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## Gonçalves Zarco statue

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WHAT TO EAT&DRINK

About Madeira

### Madeira is...

one of the two autonomous regions of Portugal (along with the Azores). It is an group of islands situated in the north Atlantic Ocean, southwest of Portugal. It includes the islands of **Madeira**, **Porto Santo**, and the **Desertas**. Its total population was estimated in 2011 at 267,785. The capital of Madeira is **Funchal**, which is located on the main island's south coast. The region has political and administrative autonomy through the Administrative Political Statute of the Autonomous Region of Madeira provided for in the Portuguese Constitution. The autonomous region is an integral part of the European Union as an outermost region.

Today, it is a popular year-round resort, being visited every year by about 1.4 million tourists, almost five times its population. The region is noted for its Madeira wine, gastronomy, historical and cultural value, flora and fauna, landscapes (**laurel forest**) that are classified as a UNESCO World Heritage Site, and embroidery artisans. The main harbour in Funchal has long been the leading Portuguese port in cruise liner docking, receiving more than half a million tourists through its main port in 2017, being an important stopover for commercial and trans-Atlantic passenger cruises between Europe, the Caribbean and North Africa.

As of 2019, Madeira has been awarded '**Europe's Leading Island Destination**' five times since 2013 and four times '**World's Leading Island Destination**' since 2015 by the World Travel Awards.

### Climate

Madeira has many different bioclimates. Based on differences in sun exposure, humidity, and annual mean temperature, there are clear variations between north and south facing regions, as well as between some islands. The islands are strongly influenced by the Gulf Stream and Canary Current, giving mild year-round temperatures. The average annual temperature at Funchal weather station is 19.6°C. On the highest windward slopes of Madeira, rainfall exceeds 1,250 mm (50 inches) per year, mostly falling between October and April. In most winters snowfall occurs in the mountains of Madeira. The main Madeira island have areas with an annual average temperature exceeding 20°C along the coast. The island mild climate is conducive to agriculture and allows the fruit trees of the Mediterranean countries to grow alongside tropical species such as **guava**, **banana** and **mango**, among others. The same with the flowers. Everywhere the exotic flowers like **strelitzias**, **orchids** and **anthuriums**, mingle with common species such as **hollyhocks**, **hydrangeas** and **hibiscus**, dotting the landscape with a multitude of colours, leaving in the air a pleasant scent.

### Environment

Madeira Island is very conscious about environmental conservation. Particularly well known for its green spaces and for its wide variety of flowers, the island is the perfect place to enjoy moments of exquisite natural beauty. For the first time in Portugal, the **Gold Award** in the 2000 Competition for the Greening and Flowering of Towns and Villages was presented to the city of Funchal. To receive this award, the competing cities had to fulfil 80 percent of the conditions laid down by the European Association for Floriculturists and Landscape Architects. The island entered the central gardens into the competition as well as some gardens famous for their phenomenal beauty, such as **Monte Garden**, **Monte Palace Gardens**, **Palheiro Ferreiro Estate**, the **Botanical Gardens** and the **Ecological Park of Funchal**. Apart from this Gold Award, Funchal also won the **award for the cleanest city in Portugal** in the category of the cities with more than 50,000 inhabitants. In 2008, That same year it received the green flag.

Madeira island is home to several endemic plant and animal species. In the south, there is very little left of the indigenous subtropical rainforest that once covered the whole island (the original settlers set fire to the island to clear the land for farming) and gave it the name it now bears (**Madeira means 'wood' in Portuguese**). However, in the north, the valleys contain native trees of fine growth. These '**laurisilva**' forests, notably the




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Palheiro Ferreiro Estate

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MADEIRA GETTING HERE WHERE TO STAY THINGS TO DO **WHAT TO EAT&DRINK**






### Madeiran food and drinks tradition

Madeira is a South-European island but its kitchen cannot be compared to other Southern countries such as Greece, Italy, Spain or even the Portuguese main land. Food and drink is prepared with local ingredients, the gifts of natures. Most meat dishes consist of beef, pork or chicken. Due to the long established fishing tradition on the island, fish plays an important role in the daily diet of the locals. **Tuna, espada** (black scabbard fish), **bacalhau** (codfish), **gaiado** (a regional fish treated like codfish) and **potas** (similar to a huge squid) feature in many main courses. Traditionally, fresh tuna is first marinated in olive oil, garlic, salt and oregano before it is fried, and it is usually served with milho frito. This kind of cornmeal preparation is very often also preferred as side dish to espada fried with onion. A must-eat is the espada with banana, which is a very successful combination of a soft white fish with a strong tropical flavour. But do also look out for other tasty espada combinations as there are many more!

Madeira has some typical drinks. **Madeira Wine** is world famous. Vineyards are all over the island. The locals dare to prepare their own wine with several types of grapes. A bottle of 5 year old Madeira wine costs 5 to 10 euro depending on where you buy it. If you like coffee then this may be well worth knowing : In Madeira you don't order a coffee, but a **Chino**, a **Chinesa** or an Espresso. A 'Chino' is a normal coffee. A 'Chinesa' is coffee with milk, but contains more milk than coffee. An 'Espresso' is a small coffee. If you order a coffee with milk, then they'll bring you a coffee with a (often too big) portion of milk already inside the coffee. Only the sugar comes separately.

When you have spent a few days on the island, you will soon discover that Madeirans also have a sweet tooth! Everywhere on the island, in all the cafés, snack bars and

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When you have spent a few days on the island, you will soon discover that Madeirans also have a sweet tooth! Everywhere on the island, in all the cafés, snack bars and restaurants, you will find a wide variety of cakes, sweets and desserts. The list is long, but most popular with the locals are the **queijadas**, a small cake made of requeijão (cottage cheese), eggs and sugar. Also a favourite is the **bolo de mel** (honey cake) and the honey cookies. Bolo de mel, Madeira's oldest sweet, dates back to the times when the island was an important producer of sugar and is traditionally eaten during Christmas. Other regional dessert specialities include passion fruit pudding and fresh tropical fruit of all kinds, often served in a delicious fruit salad.

Prices for food and drink are very democratic. There seems to be one rule: The further away from Funchal, the cheaper things become! A beer (33cl) costs in Funchal approximately 2 Euro, in Porto Moniz it costs only 1.25 Euro. A lemonade costs in Funchal approx. 1.50 Euro (for 33cl), often only 0,75 Euro in other places. A bottle of red or white Monte Velho wine will cost in between 10 and 12 Euro. The prices in restaurants may vary a lot.

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MADEIRA GETTING HERE WHERE TO STAY THINGS TO DO WHAT TO EAT&DRINK

Food


### 1. Lapas

'Lapas' are seashells cooked upwards in a frying pan of their own and their taste increase when splashed with fresh lemon and butter. The typical Bolo do Caco is a great accompaniment to this snack. We suggest you some Restaurants around the island to try this some 'Lapas' such as **'Barqueiro'** (Funchal), **'Portinho'** (Jardim Do Mar), **'Muralhas'** (Caniçal), **'Poita'** (Madalena do Mar), **'Maré Alta'** (Machico) or **'Many'** (São Vicente).



### 2. Espetada

The 'Espetada', made with beef cubes in a laurel skewer and grilled on wood or charcoal. Many restaurants have tables with iron structures applied in the center, to hang long laurel skewers in which broil the meat pieces. To accompany the dish, the locals suggest the Fried Corn **'Milho Frito'** and **'Bolo do Caco'**, traditionally baked in a tile bit on fire. The restaurant **'Polar'**, **'Lagar'** or **'Santo António'** (Câmara de Lobos) are of the most popular restaurants to eat a good espetada.




### 3. Picadinho

The 'Picado' is a traditional Madeiran dish prepared in almost all of the restaurants of the region. It is traditionally prepared with beef cut into small cubes, fried and seasoned with garlic and pepper. Usually is served on a platter being shared by several people, who chop with a toothpick or a fork. Our suggestions for restaurants to eat "Picadinho" are: **'Caravela'** (São Vicente), **'Virgílio'** (São Vicente), **'Beer Garden'** (Funchal) and **'Vila Bela'** (Porto da Cruz).

### 4. Prego

The 'Prego' (steak sandwich) is a grilled steak, served on traditional Madeiran Bolo do Caco. The 'Special Prego' includes lettuce, tomato, ham and cheese, sometimes it is served with fries. Prego is an economical and extremely popular dish for lunch. Our suggestion to eat the Best 'Prego' is at Ribeiro Frio in **'Faisca'** Restaurant or Abrigo do Pastor at **'Carreiras'** restaurant where you will have also a fantastic traditional Prego!



### 5. Polvo (Octopus)


'Polvo' is Portuguese word for Octopus. Octopus is a very popular dish in Madeira, although it is not a typically Madeiran dish. It can be served as a 'dentinho' or as an entree, a marinade or with rice. You will find in any restaurant several octopus recipes for a very affordable price comparing to other countries. The traditional way of eating it is together with rice. In São Vicente the **'Many'** restaurant is our suggestion to try this dish.

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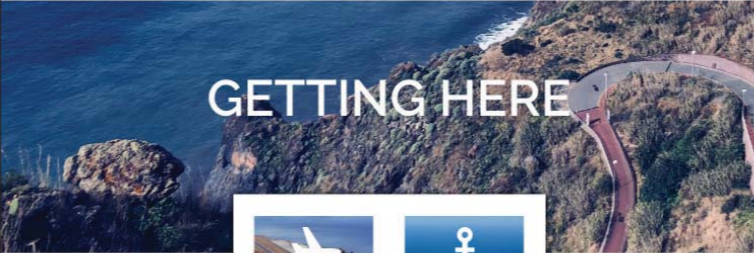
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MADEIRA **GETTING HERE** WHERE TO STAY THINGS TO DO WHAT TO EAT&DRINK



## GETTING HERE



BY AIR



BY SEA




### Traveling to Madeira

Being an island, there are two ways of getting to Madeira. Either by air or by sea.

To get into Portugal you may need a passport or a visa, depending on the country you live in and the reason why you are visiting Portugal (tourism, work or study purposes). Citizens from the European Union don't need a visa for entering Portugal, as we are a signatory of the 1995 Schengen Agreement.


If you are unsure about any matter concerning your travel documents, please contact your travel agent or Portuguese Embassy/Consulate based in your hometown.

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### Cristiano Ronaldo international airport

Located in Santa Cruz, 25 km east-northeast from the capital, Funchal. Cristiano Ronaldo Madeira International Airport (FNC) opened in 1964, with a runway of only 1.600 m.

Once considered **one of the most challenging airports in the world**, where only the most experienced pilots could land, due to the size of the 'mini' runway, nowadays it offers passengers a relaxed experience while the pilot makes the final landing manoeuvres, since on the 15th of September 2000 Madeira Island inaugurated one of the biggest constructions ever executed in the region, amounting to a total investment of about 520 million Euros.

Madeira Airport, boasting a runway of 2781 m length, gave the island a new image. Airport capacity is 3.5 million passengers per year and all types of passenger aircrafts are able to land and take off from this airport.

The extension of the runway by one kilometre was one of the most ambitious constructions on the island, especially if one considers that the 180 pillars of the runway measure in total 120 metres (60 m above and 60 m under sea level). The old runway was turned three degrees to the north to assume its final position.

### Services

Madeira Airport offers you several useful services, including information desks, travel agencies, rent-a-car desks, ATM machines, currency exchange, free Wi-Fi, public telephones, cafes, restaurants, shops (clothing, accessories, newspapers, books, perfumes, wine, etc.). There are two lounges and a Fast Track service, a priority channel to waste less time in queues.

### People with reduced mobility

Passengers with special needs may benefit from an assistance service, 'My Way', provided by specialised professionals. This service should be requested up to 48 hours before the departure time of your flight. Toilets and lifts inside the terminal are adapted to people with reduced mobility.

### Luggage

There is a 24 hour-baggage storage service (deposit) on the ground floor, ideal for bulky items, or you can also leave your things at the airport lockers (before security) and know they are safe. If your luggage gets damaged or lost, you should go to the 'Lost and Found' area on level 0.

### Hotels

Although there are no hotels at this airport, you may find several accommodation options nearby, as well as a wider choice in Funchal city centre, only 25 km away — check out our list here for the best hotels, apartments and 'Quintas'. Please note that, in many cases, the hotel may provide transport to and from the airport upon request.

### Parking

The 5 parks at Madeira Airport are open 24 hours a day, all year round, offering you from low-cost to premium parking options, either covered or outdoor.

### You have just arrived on Madeira and now what?

### Bus

The company responsible for bus transportation from the airport is SAM. After you leave the arrivals hall, follow the main road and keep on the right-hand side. Only a few meters away, you will find a bus stop. The lines that stop here are 20, 23, 53, 113 and 208, depending on the time of the day. The ticket is payable on board and it costs up to 4 Euros, depending on your destination.

### Aero-bus

The Aero-bus is a frequent express bus service between the airport and Funchal city. Prices: €5 per adult (round trip: €8) and €2.50 for children. Prices subject to change.

### Taxi

There are plenty of friendly taxi drivers at your disposal who will be glad to take you anywhere you want. The airport taxi rank is located outside the arrival lounge, just look for the yellow cars with blue stripes and a 'TAXI' sign on top. The trip between the airport and Funchal is around 30 to 40 Euros depending on the time of day.

### Car rental

Discount Rent A Car offers competitive rates for car hire in Madeira. Our price-search engine finds the best daily deals for all vehicles, from compact cars to mini-vans. Third party insurance and breakdown assistance are also included in the price. Just book online before you go and pick up your vehicle at Madeira Airport.

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MADEIRA GETTING HERE **WHERE TO STAY** THINGS TO DO WHAT TO EAT&DRINK




## WHERE TO STAY

**... sunny south, north coast or mountains?**

AND THE ANSWER IS... IT DEPENDS!

It depends on many things but first some background. Madeira is not a huge island but, at over 6,000 feet, it is, for its size, very high. This means that, almost as soon as one leaves the coast, the landscape goes vertical, by degrees. Indeed it's this very aspect that makes it such a picturesque destination; verdant gorges cut through the hillsides that reach almost to the Atlantic shoreline, and in some places the shore is a cliff, Cabo Girão being Europe's highest! Madeira's capital, Funchal, may be sunny but the hills are often shrouded in mist and cloud.

Regardless of their location, visitors can choose the elegance of the island's time-honoured traditional hotels or opt for one of the more recent forms of accommodation, smaller units in rural areas where they can come into closer contact with nature and the local people. All Madeira hotels are famed for their hospitality, personalised service, good taste and quality. And why spend precious holiday time waiting for a taxi or bus to take you to your hotel when you can book an airport transfer and have a private or shared vehicle waiting for you at the Arrivals?



## In the sun

Any cloud usually forms inland, so sun lovers definitely should stay on the coast, to be precise, the south coast where it is most warm and sunny. Funchal offers the sophistication


everything: good accommodation, island tours, boat trips and a plethora of good restaurants.

Whether you prefer the clean, modern design of **Meliã Madeira Mare** or the classic opulent style of **Royal Savoy Hotel**, both offer spectacular sea views and all the comfort of a 5-star hotel: state-of-the-art facilities, SPA, pools, library, restaurants and bars. Other great options to enjoy a relaxing holiday in Madeira while having maximum comfort are 4-star hotels **Golden Residence**, **Hotel Girassol**, **Hotel Madeira Regency Club**, **Hotel Savoy Gardens** and **Hotel Windsor**.

The pleasantly secluded 4 or 5-star **Quintas (Quinta das Vistas, Quinta Bela São Tiago and Quinta da Penha de França)** are former manor houses surrounded by verdant lovely gardens. They offer magnificent views and are impeccably decorated, reflecting sophistication and class, which makes them a special retreat where the charm of old meets the requirements of every modern-day traveller: swimming pool, spacious accommodation, restaurants, friendly staff and personalised services.

So if you can't resist the appeal of elegance and tranquillity, the Charming Hotels Madeira, with their beautiful surrounding gardens, may also be another ideal holiday refuge.


But if you like your independence or are looking for a budget accommodation, then a self-catering apartment or a trendy, centrally located hostel is the place for you! No need to worry about strict mealtimes, you are free to come and go as you please, any time you like. The modern and airy **Atlântida Apartments**, superbly located in the heart of Funchal, embody this philosophy, and also offer easy access to the charming Old Town ('Zona Velha') with its many restaurants, cafés, bars and attractions that Madeira's capital is justly famed for.



## On the south coast


Those seeking a real getaway destination should check out **Savoy Calheta Beach** or **Paul do Mar Aparthotel**. Close to probably the prettiest village in Madeira, Jardim do Mar, the southwestern corner of the island is well-known to be the sunniest and warmest, so it comes as no surprise to find here so many beautiful and luxurious villas. But note that if you want to get around, a hire car is recommended. The southeastern part of Madeira is also a good beach area, the hotels **Dom Pedro Garajau**, in Canico, or **Dom**

**Pedro Madeira**, in Machico, are great accommodation options for this side of the island.



## On the north coast


If you are looking for a great base for hiking, levada walks, beach or just getting away from it all, the north coast is THE place to stay if you are a nature lover. Idyllically located by the sea, **Estalagem do Mar** has the green mountainous background of São Vicente as a wonderful frame. Also by the sea, in the centre of Porto Moniz, a small and pretty town on the northwest of Madeira, you'll find **Hotel Salgueiro**, the perfect getaway for the big outdoors.



## In the mountains


Hill and levada walkers, hikers and those with a love of mountains will usually find themselves above any clouds, basking in a fresh atmosphere. There are plenty of mountain guesthouses and hotels to choose from, such as **Eira do Serrado**, with its dramatic views overlooking the famously impressive Nun's Valley ('Curral das Freiras').

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## Viewpoints

### Top 5 viewpoints in Madeira


Madeira offers places with breathtaking views all over the island. There are 5 viewpoints, known as 'miradouros', that offer the most fascinating landscapes, especially for the 'Instagrammers' and photography lovers out there.

Visiting one of these panoramic viewpoints is inspiring and relaxing. From these locations, you can glimpse the island's highest peaks, the glitter of the sea, the famous 'poios' (terraced farming fields) or streams that meander through flower-covered valleys. Do not miss out on these fantastic places!




### 1. Ponta do Pargo Lighthouse

The Ponta do Pargo Light House Viewpoint is located on the island's westernmost cape, rises to an elevation of 312 m, offering stunning views of the immense ocean and the rugged landscape, extending from the Ponta do Pargo lighthouse to Achadas da Cruz



### 2. Cabo Girão

The Cabo Girão Viewpoint is located on the highest promontory in Europe, at an elevation of 580 m, offers a vertiginous view of the fajãs of Rancho and Cabo Girão, small areas of cultivated land at the foot of the cliff, as well as magnificent panoramic views over the ocean and the municipalities of Câmara de Lobos and Funchal. The viewpoint has been renovated, and a suspended glass platform, called a skywalk, was built.




### 3. Cristo Rei

The Cristo Rei Viewpoint, in Garajau, gives visitors an excellent partial view over Funchal bay, the Garajau Reserve, Caniço de Baixo and the Atlantic Ocean. Located in Garajau, the Cristo Rei Viewpoint was given the name as a result of the existence of a Christ the King statue, which was erected to fulfil a promise made by Counsellor Aires de Ornelas. The majestic statue stands on top of a hill which drops into a ravine, towards the sea.


From this viewpoint there is an excellent panoramic view over the Atlantic Ocean, the Garajau Natural Reserve, part of the Funchal bay and Caniço de Baixo.

From this viewpoint there is an excellent panoramic view over the Atlantic Ocean, the Garajau Natural Reserve, part of the Funchal bay and Caniço de Baixo.



### 4. Nun's Valley


The view from here is absolutely insane. From Eira do Serrado, you look out over a small village nestled in a valley between two cloud-topped mountains in the heart of Madeira. It's thought that the valley was either formed by erosion or by volcanic activity in the past. You won't regret making a visit to the centre of the island to see this.



### 5. Pico dos Barcelos

The Pico dos Barcelos is approximately 355 meters above sea level. From this point there is a splendid panoramic view over Funchal bay and the city area, with the Desertas Islands in the background. This area underwent substantial improvements in

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## Who are we?

Melon Unipessoal, Lda. has been promoting Madeira and Porto Santo islands for 20 years, since 1997. Our offices are located on Av. Arriaga, the main street of downtown Funchal, the capital, next to the Municipal Theatre Baltazar Dias.

Our team publishes and manages the Madeira promotional guides **Madeira Web, Madeira Live, Madeira Portugal, Madeira Tourist** and **Porto Santo**. These multilingual guides have a daily readership of around 30,000 people and are on page one of search engines in more than 100 countries. We also manage a number of live webcams around the island.

Our mission/purpose is to promote our green island internationally as a clean, pollution free and safe holiday destination, where it's always summer

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## 5.4. Dizajn tablet landscape

The screenshot shows the homepage of the Madeira Tourist website. At the top, there is a navigation menu with the following items: MADEIRA, GETTING HERE, WHERE TO STAY, THINGS TO DO, and WHAT TO EAT&DRINK. Below the menu is a large banner image of a coastal landscape with the word 'Madeira' overlaid. A central white box contains the text 'Your complete guide through 5 steps!' and five icons representing the guide's sections: MADEIRA, GETTING HERE, WHERE TO STAY, THINGS TO DO, and WHAT TO EAT&DRINK. Below this is a grey box with the heading 'Sea, sky and everything in between!' and three paragraphs of text describing Madeira as a safe haven, its location, and the availability of a guide. At the bottom, there are three columns: 'FOLLOW US' with social media icons, 'ABOUT US MADEIRA', and contact information including an email address, address, and phone number.

Madeira TOURIST

MADEIRA GETTING HERE WHERE TO STAY THINGS TO DO WHAT TO EAT&DRINK

Madeira

Your complete guide through 5 steps!

MADEIRA GETTING HERE WHERE TO STAY THINGS TO DO WHAT TO EAT&DRINK

Sea, sky and everything in between!

Madeira is a safe heaven from today's modern society. Just a short traveling distance from most European major cities, the island offers superb accommodation, fantastic scenery and an escape from all that is unpleasant in the coastal mass tourism. The capital Funchal is renown as much for its food as it is for its clean, crime-free streets.

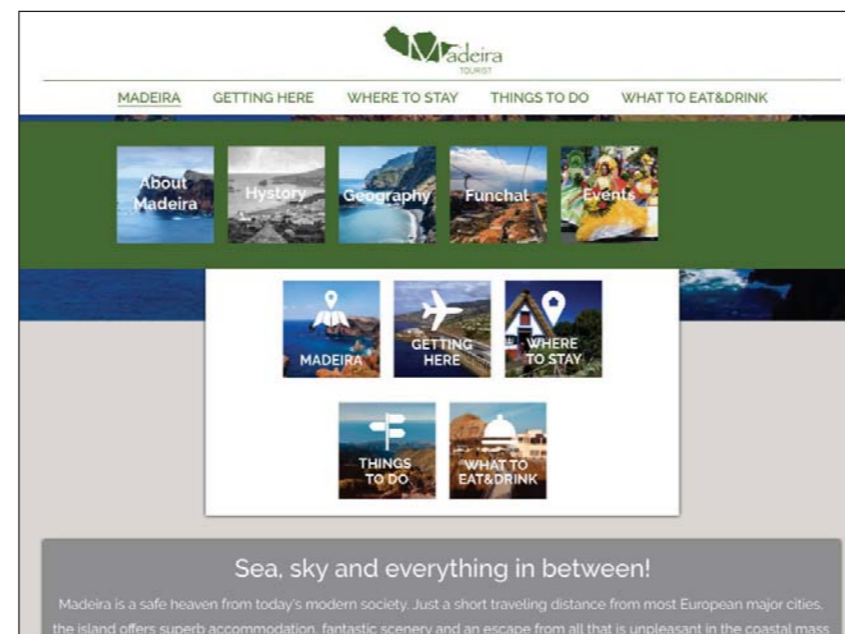
So now you're wondering: Where is Madeira? You'll find this small piece of paradise in the Atlantic Ocean, just northwest of the Canary Islands and a little further away from Africa, which gives it the balmy summers and warm winters it's famous for. The ideal holiday destination all the year round.

Stay tuned if you want to browse through our guide for both general and specific information, including how to get to Madeira, where to stay on the island, photos of beautiful places and Madeira's main events, suggestions of leisure activities and much, much more...

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## Meet Madeira through 5 steps!

### About Madeira

Madeira is one of the two autonomous regions of Portugal (along with the Azores). It is a group of islands situated in the north Atlantic Ocean, southwest of Portugal. It includes the islands of **Madeira**, **Porto Santo**, and the **Desertas**. Its total population was estimated in 2011 at 267,785. The capital of Madeira is **Funchal**, which is located on the main island's south coast...

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### History

When the Infante Dom Henrique, better known in English as **Prince Henry the Navigator**, gathered together the finest cartographers and navigators of Portugal at the beginning of the 15th century, his plan was to extend the knowledge of the coast of West Africa. Armed only with square-rigged ships, compass, hourglass and astrolabe, the initial sea captains were severely...

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Geography

### 3

African coast and 1,000 km from the European continent (approximately a one and a half hour flight from the Portuguese capital of Lisbon). Madeira is on the same parallel as Bermuda a few time zones further west in the Atlantic. The two archipelagos are the only land in the Atlantic on the 32nd parallel...

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### 4

### Funchal

The Funchal city of today is very different from its fennel growing, pirate days of old. It is in fact a modern, cosmopolitan, rejuvenated city, well known for its many top class restaurants, stunning new 4 & 5 star hotels, warm all year round climate, incomparable natural beauty and, of course, its most famous 'export', world-class footballer **Cristiano Ronaldo**...

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### 5

### Events


Madeira is an island blooming with flowers and events. There is an interesting event almost every month to delight both tourists and the local population. Some of them are even known worldwide, as is the case of the Flower Festival or the New Year's Eve Fireworks. **Madeira Orienteering Meeting (MOM)**-Madeira Orienteering days, has three routes of middle...

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## History


### History of Madeira island

When the Infante Dom Henrique, better known in English as **Prince Henry the Navigator**, gathered together the finest cartographers and navigators of Portugal at the beginning of the 15th century, his plan was to extend the knowledge of the coast of West Africa. Armed only with square-rigged ships, compass, hourglass and astrolabe, the initial sea captains were severely handicapped in their endeavours. But in the course of their ventures, the finest hour of Portuguese maritime history, luck brought greater riches than the purities of science and logic.

Three young sea captains, **João Gonçalves Zarco**, **Tristão Vaz Teixeira** and **Bartolomeu Perestrelo**, were blown off course on their journey around the African coast, and after many days at sea found land on a small island that they named **Porto Santo** - the very first of the many discoveries made by Henry's school of navigation. On reporting to Henry they were promptly ordered to return and colonise the island. The year was **1418**.

Seductive as are the charms of the golden sands of Porto Santo, it seems somewhat incredible today that it took a further year (1419) before the next discovery was made Madeira island. The captains had reported a dark mass of clouds visible on the southern horizon. They were then encouraged to explore this foreboding mass. As theories to whether the world was flat had yet to be completely disproved, it took an enormous leap of faith to cross the traverse.

As they approached, the huge Atlantic rollers breaking



the concern of the superstitious sailors. But on rounding the headland they discovered the bay of Machico, the threshold to the heavily forested island that they named Madeira. King John I of Portugal ordered the colonisation of the island, around 1425, with the first families coming from the Algarve region and then from the northern region of the mainland.

Fifteen years later, in 1440, the system of captaincy was established, dividing the archipelago into three captaincies. Machico was given to Tristão Vaz Teixeira, Bartolomeu Perestrelo was nominated as captain-donnee of Porto Santo, and Gonçalves Zarco became captain-donnee of Funchal.



So as to create the minimum conditions to settle and develop agriculture, a part of the dense laurel forest had to be deforested and a large number of water channels (levadas) were built, as the northern part of the island had excess water while it was scarce in the south. Fish, fruit and vegetables were the main livelihoods of the first inhabitants. The crops that became very important for the island in economic terms, such as **sugar cane**, were then introduced. Sugar turned Funchal into a mandatory crossing point for European trade routes. In the seventeenth century a new crop emerged, boosting Madeira's economy once again: **wine**.


Over time, Madeira took advantage of its potential, namely the tourism sector, and developed it. Nowadays, it plays an essential role in the regional economy, as the island is very popular among tourists from all over the world.

Today the **statue of Zarco** looks down on the descendants of the first colonisers as they turn the corner in front of the Bank of Portugal building in downtown Funchal. As the Portuguese overseas possessions have shrunk, so the relative significance of this first great discovery has gained in importance. To find a needle in a haystack can be trying, but to find Porto Santo in an Atlantic storm was a lucky prize indeed.



## Gonçaves Zarco statue


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## About Madeira

**Madeira is...**

one of the two autonomous regions of Portugal (along with the Azores). It is a group of islands situated in the north Atlantic Ocean, southwest of Portugal. It includes the islands of **Madeira**, **Porto Santo**, and the **Desertas**. Its total population was estimated in 2011 at 267,785. The capital of Madeira is **Funchal**, which is located on the main island's south coast. The region has political and administrative autonomy through the Administrative Political Statute of the Autonomous Region of Madeira provided for in the Portuguese Constitution. The autonomous region is an integral part of the European Union as an outermost region.

Today, it is a popular year-round resort, being visited every year by about 1.4 million tourists, almost five times its population. The region is noted for its Madeira wine, gastronomy, historical and cultural value, flora and fauna, landscapes (**laurel forest**) that are classified as a UNESCO World Heritage Site, and embroidery artisans. The main harbour in Funchal has long been the leading Portuguese port in cruise liner docking, receiving more than half a million tourists through its main port in 2017, being an important stopover for commercial and trans-Atlantic passenger cruises between Europe, the Caribbean and North Africa.

As of 2016, Madeira has been awarded 'Europe's Leading Island Destination' five times since 2013 and four times 'World's Leading Island Destination' since 2015 by the World Travel Awards.

### Climate

Madeira has many different bioclimates. Based on differences in sun exposure, humidity, and annual mean temperature, there are clear variations between north and south facing regions, as well as between some islands. The islands are strongly influenced by the Gulf Stream and Canary Current, giving mild year-round temperatures. The average annual temperature at Funchal weather station is 19.6°C. On the highest windward slopes of Madeira, rainfall exceeds 1,250 mm (50 inches) per year, mostly falling between October and April. In most winters snowfall occurs in the mountains of Madeira. The main Madeira island have areas with an annual average temperature exceeding 20°C along the coast. The island mild climate is conducive to agriculture and allows the fruit trees of the Mediterranean countries to grow alongside tropical species such as **guava**, **banana** and **mango**, among others. The same with the flowers. Everywhere the exotic flowers like **strelitzias**, **orchids** and **anthuriums**, mingle with common species such as **hollyhocks**, **hydrangeas** and **hibiscus**, dotting the landscape with a multitude of colours, leaving in the air a pleasant scent.

### Environment

Madeira Island is very conscious about environmental conservation. Particularly well known for its green spaces and for its wide variety of flowers, the island is the perfect place to enjoy moments of exquisite natural beauty. For the first time in Portugal, the **Gold Award** in the 2000 Competition for the Greening and Flowering of Towns and Villages was presented to the city of Funchal. To receive this award, the competing cities had to fulfil 80 percent of the conditions laid down by the European Association for Floriculturists and Landscape Architects. The island entered the central gardens into the competition as well as some gardens famous for their phenomenal beauty, such as **Monte Garden**, **Monte Palace Gardens**, **Palheiro Ferreiro Estate**, the **Botanical Gardens** and the **Ecological Park of Funchal**. Apart from this Gold Award, Funchal also won the **award for the cleanest city in Portugal** in the category of the cities with more than 50,000 inhabitants. In 2008, That same year it received the green flag.

Madeira island is home to several endemic plant and animal species. In the south, there is very little left of the indigenous subtropical rainforest that once covered the whole island (the original settlers set fire to the island to clear the land for farming) and gave it the name it now bears (**Madeira means 'wood' in Portuguese**). However, in the north, the valleys contain native trees of fine growth. These '**laurisilva**' forests, notably the forests on the northern slopes of Madeira Island, are designated as a **World Heritage Site by UNESCO**. The paleobotanical record of Madeira reveals that laurisilva forest has existed in this island for at least 1.8 million years. Critically endangered species such as the vine **Jasminum azoricum** and the rowan **Sorbus maderensis** are endemic to Madeira.




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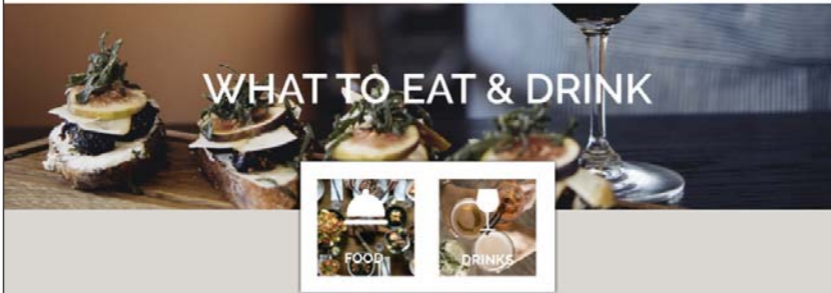


## Palheiro Ferreiro Estate



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### Madeiran food and drinks tradition

Madeira is a South-European island but its kitchen cannot be compared to other Southern countries such as Greece, Italy, Spain or even the Portuguese main land. Food and drink is prepared with local ingredients, the gifts of natures. Most meat dishes consist of beef, pork or chicken. Due to the long established fishing tradition on the island, fish plays an important role in the daily diet of the locals. **Tuna, espada** (black scabbard fish), **bacalhau** (codfish), **gaiado** (a regional fish treated like codfish) and **potas** (similar to a huge squid) feature in many main courses. Traditionally, fresh tuna is first marinated in olive oil, garlic, salt and oregano before it is fried, and it is usually served with milho frito. This kind of cornmeal preparation is very often also preferred as side dish to espada fried with onion. A must-eat is the espada with banana, which is a very successful combination of a soft white fish with a strong tropical flavour. But do also look out for other tasty espada combinations as there are many more!

Madeira has some typical drinks. **Madeira Wine** is world famous. Vineyards are all over the island. The locals dare to prepare their own wine with several types of grapes. A bottle of 5 year old Madeira wine costs 5 to 10 euro depending on where you buy it. If you like coffee then this may be well worth knowing : In Madeira you don't order a coffee, but a **Chino**, a **Chinesa** or an Espresso. A 'Chino' is a normal coffee. A 'Chinesa' is coffee with milk, but contains more milk than coffee. An 'Espresso' is a small coffee. If you order a coffee with milk, then they'll bring you a coffee with a (often too big) portion of milk already inside the coffee. Only the sugar comes separately.

When you have spent a few days on the island, you will soon discover that Madeirans also have a sweet tooth! Everywhere on the island, in all the cafés, snack bars and restaurants, you will find a wide variety of cakes, sweets and desserts. The list is long, but most popular with the locals are the **queijadas**, a small cake made of requeijão (cottage cheese), eggs and sugar. Also a favourite is the **bolo de mel** (honey cake) and the honey cookies. Bolo de mel, Madeira's oldest sweet, dates back to the times when the island was an important producer of sugar and is traditionally eaten during Christmas. Other regional dessert specialities include passion fruit pudding and fresh tropical fruit of all kinds, often served in a delicious fruit salad.

Prices for food and drink are very democratic. There seems to be one rule: The further away from Funchal, the cheaper things become! A beer (33cl) costs in Funchal approximately 2 Euro, in Porto Moniz it costs only 1,25 Euro. A lemonade costs in Funchal approx. 1,50 Euro (for 33cl), often only 0,75 Euro in other places. A bottle of red or white Monte Velho wine will cost in between 10 and 12 Euro. The prices in restaurants may vary a lot.



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**Food**

**1. Lapas**

'Lapas' are seashells cooked upwards in a frying pan of their own and their taste increase when splashed with fresh lemon and butter. The typical Bolo do Caco is a great accompaniment to this snack. We suggest you some Restaurants around the island to try some 'Lapas' such as **'Barqueiro'** (Funchal), **'Portinho'** (Jardim Do Mar), **'Muralhas'** (Caniçal), **'Poita'** (Madalena do Mar), **'Maré Alta'** (Machico) or **'Many'** (São Vicente).

**2. Espetada**

The 'Espetada', made with beef cubes in a laurel skewer and grilled on wood or charcoal. Many restaurants have tables with iron structures applied in the center, to hang long laurel skewers in which broil the meat pieces. To accompany the dish, the locals suggest the Fried Corn **'Milho Frito'** and **'Bolo do Caco'**, traditionally baked in a tile bit on fire. The restaurant **'Polar'**, **'Lagar'** or **'Santo António'** (Câmara de Lobos) are of the most

**3. Picadinho**

The 'Picado' is a traditional Madeiran dish prepared in almost all of the restaurants of the region. It is traditionally prepared with beef cut into small cubes, fried and seasoned with garlic and pepper. Usually is served on a platter being shared by several people, who chop with a toothpick or a fork. Our suggestions for restaurants to eat a 'Picadinho' are: **'Caravela'** (São Vicente), **'Virgílio'** (São Vicente), **'Beer Garden'** (Funchal) and **'Vila Bela'** (Porto da Cruz).

**4. Prego**

The 'Prego' (steak sandwich) is a grilled steak, served on traditional Madeiran Bolo do Caco. The 'Special Prego' includes lettuce, tomato, ham and cheese, sometimes it is served with fries. Prego is an economical and extremely popular dish for lunch. Our suggestion to eat the Best 'Prego' is at Ribeiro Frio in **'Faisca'** Restaurant or Abrigo do Pastor at **'Carreiras'** restaurant where you will have also a fantastic traditional Prego!

**5. Polvo (Octopus)**

'Polvo' is Portuguese word for Octopus. Octopus is a very popular dish in Madeira, although it is not a typically Madeiran dish. It can be served as a 'dentinho' or as an entree, a marinade or with rice. You will find in any restaurant several octopus recipes for a very affordable price comparing to

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GETTING HERE






### Traveling to Madeira




Being an island, there are two ways of getting to Madeira. Either by air or by sea.


To get into Portugal you may need a passport or a visa, depending on the country you live in and the reason why you are visiting Portugal (tourism, work or study purposes). Citizens from the European Union don't need a visa for entering Portugal, as we are a signatory of the 1995 Schengen Agreement.

If you are unsure about any matter concerning your travel documents, please contact your travel agent or Portuguese Embassy/Consulate based in your hometown.

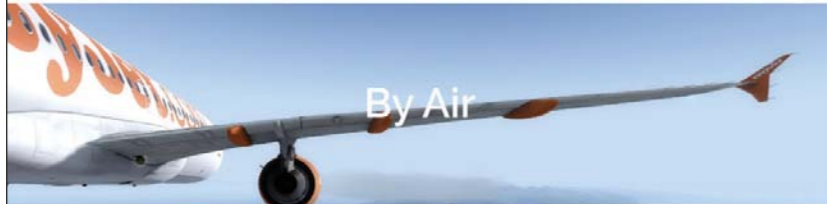
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## By Air

### Cristiano Ronaldo international airport

Located in Santa Cruz, 25 km east-northeast from the capital, Funchal, Cristiano Ronaldo Madeira International Airport (FNC) opened in 1964, with a runway of only 1.600 m.

Once considered **one of the most challenging airports in the world**, where only the most experienced pilots could land, due to the size of the 'mini' runway, nowadays it offers passengers a relaxed experience while the pilot makes the final landing manoeuvres, since on the 15th of September 2000 Madeira Island inaugurated one of the biggest constructions ever executed in the region, amounting to a total investment of about 520 million Euros.

Madeira Airport, boasting a runway of 2781 m length, gave the island a new image. Airport capacity is 3.5 million passengers per year and all types of passenger aircrafts are able to land and take off from this airport.

The extension of the runway by one kilometre was one of the most ambitious constructions on the island, especially if one considers that the 180 pillars of the runway measure in total 120 metres (60 m above and 60 m under sea level). The old runway was turned three degrees to the north to assume its final position.

### Services

Madeira Airport offers you several useful services, including information desks, travel agencies, rent-a-car desks, ATM machines, currency exchange, free Wi-Fi, public telephones, cafes, restaurants, shops (clothing, accessories, newspapers, books, perfumes, wine, etc.). There are two lounges and a Fast Track service, a priority channel to waste less time in queues.

This service should be requested up to 48 hours before the departure time of your flight. Toilets and lifts inside the terminal are adapted to people with reduced mobility.

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### Lugage

There is a 24 hour-baggage storage service (deposit) on the ground floor, ideal for bulky items, or you can also leave your things at the airport lockers (before security) and know they are safe. If your luggage gets damaged or lost, you should go to the 'Lost and Found' area on level 0.

---

### Hotels

Although there are no hotels at this airport, you may find several accommodation options nearby, as well as a wider choice in Funchal city centre, only 25 km away — check out our list here for the best hotels, apartments and 'Quintas'. Please note that, in many cases, the hotel may provide transport to and from the airport upon request.

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### Parking

The 5 parks at Madeira Airport are open 24 hours a day, all year round, offering you from low-cost to premium parking options, either covered or outdoor.

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## You have just arrived on Madeira and now what?

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### Bus

The company responsible for bus transportation from the airport is SAM. After you leave the arrivals hall, follow the main road and keep on the right-hand side. Only a few meters away, you will find a bus stop. The lines that stop here are 20, 23, 53, 113 and 208, depending on the time of the day. The ticket is payable on board and it costs up to 4 Euros, depending on your destination.

---

### Aero-bus

The Aero-bus is a frequent express bus service between the airport and Funchal city. Prices: €5 per adult (round trip: €8) and €2.50 for children. Prices subject to change.

---

### Taxi

There are plenty of friendly taxi drivers at your disposal who will be glad to take you anywhere you want. The airport taxi rank is located outside the arrival lounge, just look for the yellow cars with blue stripes and a 'TAXI' sign on top. The trip between the airport and Funchal is around 30 to 40 Euros depending on the time of day.

PLEASE GO TO THE 'LOST AND FOUND' AREA ON LEVEL 0

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### Car rental

Discount Rent A Car offers competitive rates for car hire in Madeira. Our price-search engine finds the best daily deals for all vehicles, from compact cars to mini-vans. Third party insurance and breakdown assistance are also included in the price. Just book online before you go and pick up your vehicle at Madeira Airport.




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## Viewpoints

### Top 5 viewpoints in Madeira


Madeira offers places with breathtaking views all over the island. There are 5 viewpoints, known as 'miradouros', that offer the most fascinating landscapes, especially for the 'Instagramers' and photography lovers out there.

Visiting one of these panoramic viewpoints is inspiring and relaxing. From these locations, you can glimpse the island's highest peaks, the glitter of the sea, the famous 'poios' (terraced farming fields) or streams that meander through flower-covered valleys. Do not miss out on these fantastic places!




### 1. Ponta do Pargo Lighthouse

The Ponta do Pargo Light House Viewpoint is located on the island's westernmost cape, rises to an elevation of 312 m, offering stunning views of the immense ocean and the rugged landscape, extending from the Ponta do Pargo lighthouse to Achadas da Cruz.



### 2. Cabo Girão


The Cabo Girão Viewpoint is located on the highest promontory in Europe, at an elevation of 580 m, offers a vertiginous view of the fajãs of Rancho and Cabo Girão, small areas of cultivated land at the foot of the cliff, as well as magnificent panoramic views over the ocean and the municipalities of Câmara de Lobos and Funchal. The viewpoint has been renovated, and a suspended glass platform, called a skywalk, was built.



### 3. Cristo Rei


The Cristo Rei Viewpoint, in Garajau, gives visitors an excellent partial view over Funchal bay, the Garajau Reserve, Caniço de Baixo and the Atlantic Ocean. Located in Garajau, the Cristo Rei Viewpoint was given the name as a result of the existence of a Christ the King statue, which was erected to fulfil a promise made by Counsellor Aires de Ornelas. The majestic statue stands on top of a hill which drops into a ravine, towards the sea.

From this viewpoint there is an excellent panoramic view over the Atlantic Ocean, the Garajau Natural Reserve, part of the Funchal bay and Caniço de Baixo.



### 4. Nun's Valley


The view from here is absolutely insane. From Eira do Serrado, you look out over a small village nestled in a valley between two cloud-topped mountains in the heart of Madeira. It's thought that the valley was either formed by erosion or by volcanic activity in the past. You won't regret making a visit to the centre of the island to see this.



### 5. Pico dos Barcelos

The Pico dos Barcelos is approximately 355 meters above sea level. From this point there is a splendid panoramic view over Funchal bay and the city area, with the Desertas Islands in the background. This area underwent substantial improvements in terms of pedestrian and automobile access.

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## ABOUT US

### Who are we?

Melon Unipessoal, Lda. has been promoting Madeira and Porto Santo islands for 20 years, since 1997. Our offices are located on Av. Arriaga, the main street of downtown Funchal, the capital, next to the Municipal Theatre Baltazar Dias.

Our team publishes and manages the Madeira promotional guides **Madeira Web**, **Madeira Live**, **Madeira Portugal**, **Madeira Tourist** and **Porto Santo**. These multilingual guides have a daily readership of around 30.000 people and are on page one of search engines in more than 100 countries. We also manage a number of live webcams around the island.

Our mission/purpose is to promote our green island internationally as a clean, pollution-free and safe holiday destination, where it's always summer




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## 6. APLICIRANJE







## 7. ZAKLJUČAK

Madeira je jedan od dva naseljena otoka istoimene portugalske regije. Smješteno u sjevernom Atlantskom oceanu, jugozapadno od Portugala karakterizira ju ugodna klima zbog čega ovaj otok privlači brojne turiste tijekom cijele godine. Njegovi stanovnici najviše prihoda imaju upravo od turizma jer je Madeira idealna destinacija za uživanje u prirodi i blagodatima koje nudi. Unatoč netaknutoj prirodi te brojnim turističkim atrakcijama glavno oglasno sredstvo otoka Madeire nedovoljno je razrađena web stranica u vlasništvu tvrtke “Madeira Web & Melon Unipessoal, Lda.”

Cilj redizajna web stranice “Madeira Tourist” je postavljanje pravilne hijerarhije između primarnih i sekundarnih informacija te nadopuna sadržaja. Također, pružanje svih potrebnih informacija na način da korisnik nakon posjeta stranice nema potrebu za ponovnim traženjem informacija, odnosno ima plan i program putovanja na stranici.

Smatram da sam korištenjem znanja iz web dizajna, istraživanjem te proučavanjem literature zadovoljila svoj cilj u funkcionalnom, ali i u estetskom pogledu.

## 8. LITERATURA

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