



# SUBLIME COMPORTA results 2018



## XPOUSE DESTINATION & LIFESTYLE MARKETING

### Lisbon's New Light

A DYNAMIC CULINARY MAKING THIS STORIED CITY THE EXHILARATING PLACE TO VISIT

What is it about Lisbon that is stirring up so much excitement among seasoned travelers? Perched at the mouth of the Tagus River and built on seven hills, this intimate Portuguese harbor city has long been among the Continent's most beautiful and poetic capitals. Also one of its oldest ports, Lisbon has been an important trade center for centuries, attracting merchants and adventurers from around the world. In the last few years, it has been drawing a whole new set of travelers thanks to its dynamic renaissance.



# DISTINCTIONS

XPOSE WAS PIVOTAL IN GUARANTEEING THE FOLLOWING AWARDS:

**Five Star Prize - 2018**  
Portugal 2018



**Portugals Best  
Villa Hotel**  
World Travel Awards 2018



**Best Exclusive Hotel**  
Publituris 2018





# MARKETS 2018

## RECOMMENDATIONS XPOSE

**USA** – Taking into consideration the love of Americans for discovering new destinations for culture and wine, as well as the new direct flights to Lisbon and the fact that the USA is currently the fastest growing tourism market to Portugal\*; Xpose recommended a primary focus on the US market, targeting prime publications such as: **TOWN & COUNTRY, FORBES, HARPERS BAZAAR, SURFACE MAGAZINE, AD, SUITECASE ETC...**

**UK** – Continue marketing the destination with a focus on Sublime to upper middle class thereby expanding the hotels natural target (the French market) and growing the business. Target publications such as: **CONDE NAST TRAVELLER, HOW TO SPEND IT, SUNDAY TIMES, SUNDAY TIMES TRAVEL, FOOD AND TRAVEL, THE WEEK, TELEGRAPH** amongst others.

**FRANCE** – Take advantage of the existing notoriety in the French market to achieve more visibility guaranteeing **“TOP OF MIND”** Here targeted publications included: **LE FIGARO, AD FRANCE**

**BRAZIL** – Taking into consideration Brasils economic situation, the fact that many Brazilians are investing abroad (namely in Portugal) and the existing historical relationship to this country, Xpose recommends a focus on this market as a “new” potential market for Sublime (real-estate component). A focus on wine, food and proximity of historical locations is recommended. \* Portugal Tourism Board. Here, target publications included **ESTADÃO, ELLE BRASIL, VOGUE**





## OBJECTIVES

*Promote the Destination* (still relatively unknown), the *Hotel* and its products (restaurants and spa) to key markets ensuring visibility in the right publications for the target and positioning of the hotel.



# PR VALUE

“What is it?”

*PR Value* is a criteria used by the PR industry to measure the results of their achievements!

There are 2 types of evaluation criteria.  
Qualitative and Quantitative.

There are 2 defined industry standards-  
x 3 Ad Value or x 2 Ad Value

Xpose has calculated the PR Value using the conservative industry standard of Advertising Value x 2 versus what many other companies use which is x 3.

Only quantitative measures have been applied. Qualitative measures have not been accounted for.

All distinctions were calculated based only on page value and not on additional visibility they bring. These are indicative of the quality of the coverage obtained due in large part to Xpose's relationship with journalists. This type of value cannot be calculated.

XPOSE

DESTINATION & LIFESTYLE MARKETING



#hotspot

Peggy Weijergang is de grijze eminentie van de Nederlandse mode. Ze was de eerste fashion-director van ELLE en ontdekte de Bijna Koning en reisde de halve wereld naar de MOOISTE PLEKKEN VAN DE WERELD. Voor Amynzine deelt ze haar parels.

TEKST PEGGY WEIJERGANG

**Comporta**  
BEST FOR: Land back  
RID DOWN AT: Saline  
Carnegie.

Long known to creative entrepreneurs, Comporta is the beachy weekend getaway the discerning Lisbonites keep under their hats.

Comporta is the beachy weekend getaway the discerning Lisbonites keep under their hats.

**Don't miss**  
Lisbon's vibrant nightlife scene is a mix of old-world charm and modern sophistication. The city's diverse neighborhoods offer a wide range of experiences, from traditional fado music to cutting-edge contemporary art.

**SHOPPEN**  
If you're in Comporta, you're in luck. The town is home to a variety of shops, from local boutiques to high-end fashion stores. The atmosphere is relaxed and charming, making it a great place to shop.

**SLAPEN**  
Comporta offers a range of accommodation options, from cozy guesthouses to luxurious hotels. The town's location on the coast makes it an ideal spot for a relaxing getaway.

**Jetteke van Lexmond Portugal**  
Als contributing fashion editor van Jetteke van Lexmond de wereld over. Haar mooiste reisherinneringen deeld ze op in het Portugese dorp Comporta. Een van de allerbeste plekken van Europa.

**DOEN**  
If you're in Portugal, you're in luck. The country offers a wide range of activities, from exploring historical sites to enjoying the outdoors. The atmosphere is relaxed and charming, making it a great place to visit.

**WHAT TO WEAR**  
Zandstrandaal €115, Indyart €180, Irma multiplu €1, Jacques €200

**CONTACTO COM ANATURAS**  
Onde: Saldanha Comporta  
Nada de jogos mas sim de relaxar e aproveitar a natureza. O contacto com a natureza é essencial para quem procura um momento de paz e tranquilidade.

**PR Value**  
**€4.97 million!**

PLEASE NOTE THIS VALUE REFLECTS PRINT VALUES AND DOES NOT INCLUDE CALCULATIONS FOR ONLINE OR TV RESULTS, WHICH WOULD INCREASE THE RESULTS ACHIEVED BY XPOSE IN 2018.

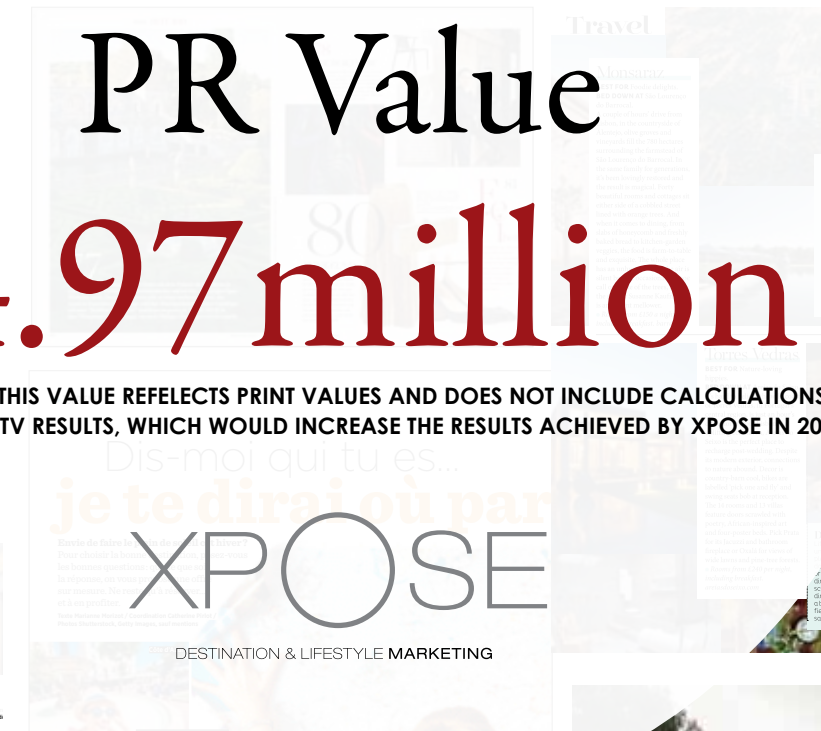
Dis-nostraquity es.

**XPOSE**

DESTINATION & LIFESTYLE MARKETING

**CONTACTO COM ANATURAS**  
Onde: Saldanha Comporta  
Nada de jogos mas sim de relaxar e aproveitar a natureza. O contacto com a natureza é essencial para quem procura um momento de paz e tranquilidade.

**INTERNACIONAL E PREMIUM**  
Onde: Saldanha Comporta  
Nada de jogos mas sim de relaxar e aproveitar a natureza. O contacto com a natureza é essencial para quem procura um momento de paz e tranquilidade.



**ON DIT DE VOUS QUE VOUS ÊTES.**

**a) Tête brûlée**  
Vous aimez les destinations exotiques, les voyages, ou vous ne risquez plus de perdre votre vol ou votre bagage. Le Saboteur, avec le support de la Guatemala, est celle qui vous fait. Les destinations de Saboteur offrent un séjour pour un maximum de liberté. A vous les côtes mayas, plantation de café, volcan, et belles plages! Bon plan: un circuit de 11 jours incluant un vol départ de Bruxelles, location de voiture, chambre double et petit-déjeuner, à partir de 1 070 € (hors taxes) (calipano-voyages.com)

**b) Couragoso... mais pas téméraire**  
Rien n'est plus vous rendre en Blimble? On vous propose un circuit de 12 jours, avec un guide (pour aller rassuré) tout au long des activités: visite de lieux de culte, balade à vélo de nuit, marchés, spectacles... De quoi en prendre plein les yeux! A partir de...

**The pick 'n' mix moon**  
Beaches, food, culture, adventure... Portugal has it all. So make Lisbon your first stop for a trip that's full of treats.

**Lisbon**  
BEST FOR: Culture & History  
RID DOWN AT: Saline Carnegie.

After heading down to Lisbon, it's a matter of time before you'll be in the city center, in historic neighborhoods like Alfama and Baixa. The city's diverse neighborhoods offer a wide range of experiences, from traditional fado music to cutting-edge contemporary art.

**Don't miss**  
Lisbon's vibrant nightlife scene is a mix of old-world charm and modern sophistication. The city's diverse neighborhoods offer a wide range of experiences, from traditional fado music to cutting-edge contemporary art.

**MATURE PROSTATE**  
L'objectif de cette campagne est de sensibiliser les hommes à la santé de leur prostate. La prostate est une glande située dans le bassin, et elle est responsable de la production de la moitié du liquide séminal.

**SUBLIME I**





RESULTS 2018

“Over  
10 *countries*  
reached

with USA, UK, France,  
Portugal and Holland  
being top 5  
International Countries.”  
(others include – Germany, Ireland,  
Brasil, India & Kuwait).

# TV PROGRAMS - A SELECTION

*TVI – Melhor Destino do Mundo  
para passar a Lua de Mel.*

**AUDIENCE 1,5M!**



*SIC – Jornal da Noite - Boa Vida*

**AUDIENCE SHARE 25,4%**  
(LEADING NEWS PROGRAM)

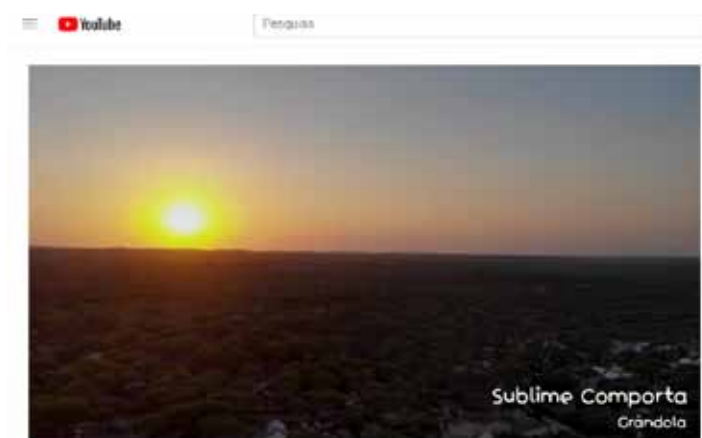


*SIC – Ir é o Melhor Remédio*



*TAP – Cidades de Portugal*

**1.4M PASSENGERS PER MONTH**  
(87 DESTINATIONS ON 4 CONTINENTS)





# SOCIAL MEDIA 2018

## Facebook likes

from 17,230 in December 2017  
to 20 800 in December 2018


**INCREASE IN OVER 22%  
DESPITE A DECREASE IN  
GENERIC FACEBOOK USE.**

In general, Facebook engagement is decreasing. This year the international market saw a decrease of 54% in use (due to migration to other social media channels and changes in Facebook algorithms ). Despite this Sublime Comporta's organic reach grew 264%. Total reach increased 44%.

## Instagram followers

from 12,300 in December 2017  
to 18,600 in December 2018.

**INCREASE OF OVER 50%!**



Sublime Comporta  
Publicado por Teresa Barros [?] · 7 de janeiro às 22:00 ·

Sublime Comporta featured in the Evening Standard - 6 Wonderful Experiences not to be missed in Portugal.  
<https://www.standard.co.uk/.../portugal-things-to-do-summer-2...>

STANDARD.CO.UK  
6 wonderful experiences not to be missed in Portugal this season

Obtém mais gostos, comentários e partilhas  
Promove esta publicação por apenas 30 \$ para alcançar até 590 pessoas.



10 991  
Pessoas alcançadas

899  
Interações

252

1 comentário 33 partilhas

Gosto Comentar Partilhar



11 287  
Pessoas alcançadas

992  
Interações

119

1 comentário 22

Gosto Comentar Partilhar



Sublime Comporta  
Publicado por Teresa Barros [?] · 26 de fevereiro de 2018 ·

O Sublime Comporta Ganha - Melhor Exclusive Hotel

Temos o prazer de partilhar que o Sublime Comporta foi seleccionado como "Melhor Exclusive Hotel" naqueles que são considerados os "Oscars de Hotelaria" Portuguesa - os Publituris "Portugal Travel Awards". Esta distinção é um testemunho de um investimento na qualidade do produto, cujo objetivo foi o de destacar a oferta regional de carácter extraordinário, e de um serviço ao cliente personalizado e atencioso....  
Ver Mais

Obtém mais gostos, comentários e partilhas  
Quando promoveres esta publicação, vais mostrá-la a mais pessoas.

19 021  
Pessoas alcançadas

3703  
Interações

291

13 comentários 93 partilhas

Gosto Comentar Partilhar



EMAIS.ESTADAO.COM.BR  
Retreat, o novo conceito da moda de saúde e de bem-estar que está conquistando o mundo

Obtém mais gostos, comentários e partilhas  
Promove esta publicação por apenas 30 \$ para alcançar até 590 pessoas.

9229  
Pessoas alcançadas

504  
Interações

119

1 comentário 22

Gosto Comentar Partilhar

# INITIATIVES & LAUNCHES



*launch of*  
**COM BRASA**  
**Restaurant**  
*to press and public*

*launch of*  
**FOOD CIRCLE**  
*to critics, food journalists*  
*and general public...*

Sublime Comporta's outdoor organic restaurant.

This is a dynamic space, based on sustainable production and inspired by the principles of Permaculture. Around the counter, there is room for only 12 people who want to live this unforgettable experience – to have direct contact with the chefs, with the earth and dine under the stars with the aromas of the garden.

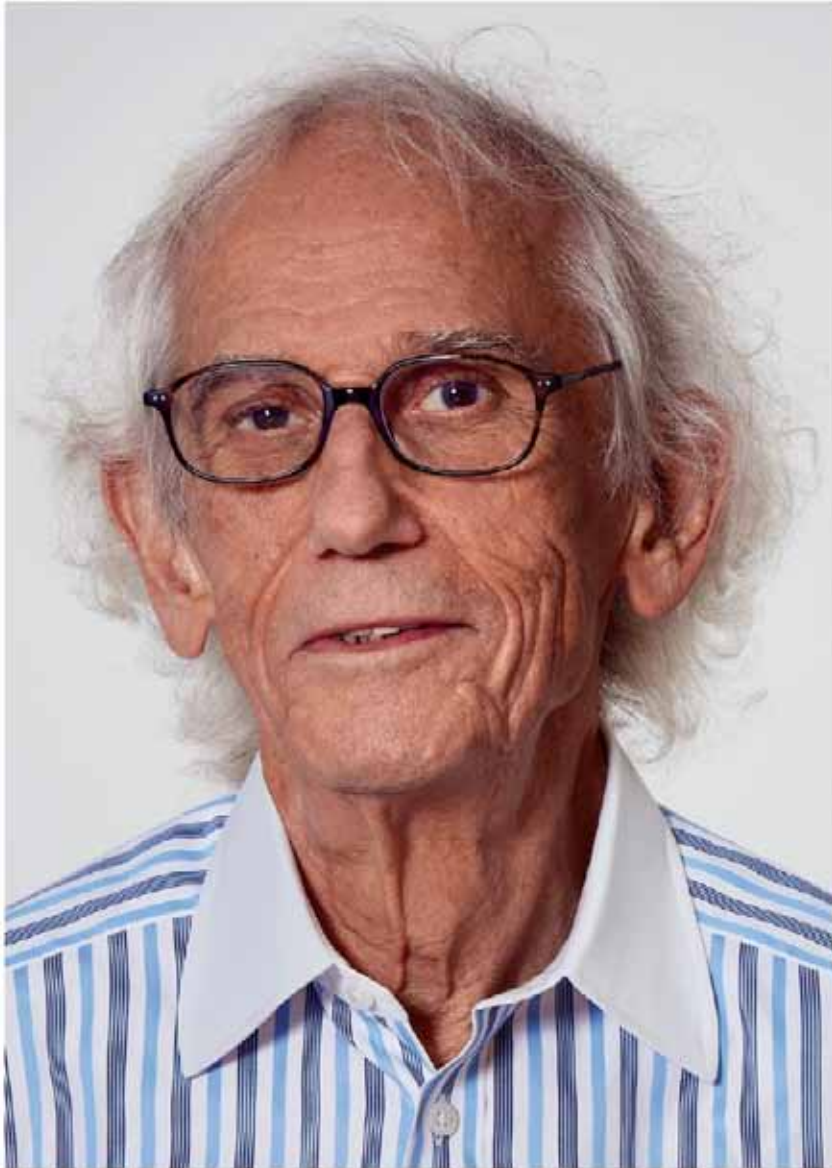
Here, only ancestral cooking methods are used and fire has a leading role, leaving behind modern techniques giving precedence to the land and history that is part of us. The experience is complimented with a selection of some of Portugal's best organic wines.

*launch of*  
**New Concept for Sublime SPA**  
*to generalized and specialized*  
*press and public*



CHRISTO

**SURFACE**



ISSUE 148  
JULY/AUGUST 2018

THE TRAVEL ISSUE

HIGHLIGHTS PRESS  
2018

“*Pessoa*  
continues  
to innovate  
Sublime: this  
summer he will introduce  
a new dining concept:  
*The Food Circle*”

SURFACE  
AUDIENCE - 450K



**SUBLIME !**

A côté de la piscine, découvrez une piscine d'extérieur en plein air, juste au-dessus de la maison, entourée d'un jardin de l'école. Un coin détente pour tous les goûts, plus confortable pour tous les budgets.



**MAISON PROTEGE**

Les maisons de l'école sont conçues pour être protégées des intempéries. Elles sont construites avec des matériaux de qualité et sont conçues pour durer. Elles sont également conçues pour être économes en énergie et pour offrir un environnement sain et agréable. Elles sont donc une solution idéale pour ceux qui cherchent à acheter une maison durable et moderne.



*Maisons*  
**CÔTÉSUD**

**FRAICHEUR DE VUES**

**NÎMES OÙ LA ROMANITÉ RAYONNANTE**  
5 MAISON CHÂME HÉRONNIÈRE  
SANTA BARBARA CHATELAIN

**CÔTÉ SUD**  
**AUDIENCE - 1M**



# Galerie

LiveArtfully

## THE NEW GUARD

ART WORLD LEADERS WHO THINK BIG

AT HOME IN MARRAKECH WITH THE BULGARIS

AGNES GUND INSPIRES ACTION

ART INSIDERS' GUIDE TO LISBON



SPRING 2018  
ISSUE N° 8

## HIGHLIGHTS PRESS 2018

DESTINATIONS



### Lisbon's New Light

A DYNAMIC CULTURAL REVIVAL IS MAKING THIS STORIED CITY THE MOST EXHILARATING PLACE TO VISIT

What is it about Lisbon that is stirring up so much excitement among seasoned travelers? Perched at the mouth of the Tagus River and built on seven hills, this intimate Portuguese harbor city has long been among the Continent's most beautiful and poetic capitals. Also one of its oldest ports, Lisbon has been an important trade center for centuries, attracting merchants and adventurers from around the world. In the last few years, it has been drawing a whole new set of travelers thanks to its dynamic renaissance.

Contemporary buildings like the **Champalimaud Centre for the Unknown**, designed by Charles Correa and devoted to biomedical research, and Amanda Levet's sculptural **Museu de Arte, Arquitetura e Tecnologia (MAAT)** are transforming the riverbank skyline, while concept shops like **A Vida Portuguesa** are celebrating the country's rich crafts heritage.

Ambitious chefs such as José Avillez are using local ingredients to create innovative Portuguese dishes, and passionate restaurateurs like André Magalhães, of the always packed **A Taberna da Rua das Flores**, are looking to the country's past for a modern take on traditional cuisine. Stylish, intimate boutique hotels—the most noteworthy is the six-suite **Santa Clara 1728**—are opening up at an astonishing rate. International tourists and businessmen are no longer visiting for just a few days. Many are buying or renting houses and moving in, including, most famously, pop legend Madonna.

Many expats, such as Joanna Hecker, an American who settled in Lisbon six years ago, are initiating projects that have contributed to the new cultural spark. Three years ago, Hecker and her Portuguese partner, Ricardo Lopes, launched the **Living Room Sessions**, a series of intimate concerts in rotating private apartments. One month, local talent Sara

84 GALERIEMAGAZINE.COM

GALERIE  
AUDIENCE - 100K

# HIGHLIGHTS PRESS 2018

“This remote idyll remains worth seeking out for its tranquility and glorious beaches”

MONOCLE  
AUDIENCE - 90K

## RESORT REPORT

Section 2  
Edition 3  
23/08—29/08

DESTINATION / PORTUGAL

### Pleasure seekers

The quiet Portuguese village of Comporta was for decades an unspoilt haven for those in the know. This remote idyll remains worth seeking out for its tranquillity and glorious beaches, but hurry – it won't remain a secret for much longer.

WRITER Trish Lorenz PHOTOGRAPHER Rodrigo Cardoso



Remember hearing tell of Ibiza in the 1970s and feeling the pangs of envy towards those prescient revellers who had the island to themselves before it was overrun with visitors? Well, you're in luck. Comporta, situated some 120km south of Lisbon, offers something similar today, provided you know where to find it. A solitary small road, cutting through pine forests and cork trees, leads to several sleepy villages that are buffered by sand from the Atlantic ocean and buffered by 60km of all-but-deserted sandy beaches.

British artist Jason Martin has rented a studio in Comporta since 2012. “I love the remoteness and tranquillity of it. It doesn't really feel like Europe. It's more like Miami in the 1940s or Montauk in the 1950s,” he says. “The coastline is wide open; the houses are isolated. A lot of architects, artists and fashion designers live here. [Painter] Anselm Kiefer has a house nearby and [designer] Christian Louboutin, too, but it's not at all pretentious.”

Comporta encompasses the hamlets of Brejos, Carvalhal and Comporta village itself; the parish, or *freguesia*, has been a secluded summer destination for Lisbon's wealthiest families since the 1950s. Back then the Espirito Santo banking dynasty acquired Herdade da Comporta, a vast farm that spans most of the region, and began converting agricultural buildings into holiday homes for the extended family.

“I love the remoteness and tranquillity of it. It doesn't feel like Europe. It's more like Miami in the 1940s or Montauk in the 1950s”



This page, clockwise from top: *Flag beach*; *Sublime Hotel*; *indiana cocktail at the Sublime Hotel*; *happy beachgoers arrive at Pige*; *Spanish visitors (left to right) Lucia Entrecanales, Gemma Arshaga and Ana Dubois at Tomas Mello Brewer yoga studio*



Martim Espirito Santo remembers visiting as a child: “We'd come here for summer holidays and we'd drive to the beach by Jeep because there were no roads. Proper infrastructure such as paved roads and mains water only arrived in the 1990s, and foreigners only started coming in the past five years.” With its low-slung, blue-and-white houses and picturesque church, Comporta village looks very Portuguese, but change is on its way. A party of American tourists are sipping flat whites under the colourful umbrellas of a café while French families are browsing the shops that line the streets. Come nightfall, young Lisboaes, hair tousled by the sea, drink gin and tonics outside a new bar.

Lavanda was one of the first shops to open in the village. At the time, Comporta's shop, founded in 2009 by Norwegian-born Cathrine Austad, was open only in summer and at the weekends. Less than a decade later it is a year-round business, opening from 10.00 to 21.00 in the peak season. “Comporta is growing a lot,” says Austad. “At the moment, we have fewer than 2,000 guests a night in the summer but with several new hotels opening I can see that number at least tripling within the next few years.”

A new breed of younger entrepreneurs is also following Austad's lead. Cavalariça, situated just down the street from Lavanda, is headed by chef Bruno Caserio and his partner-cum-restaurant manager Filipa Gonçalves. The couple traded in the





Met terras van Sublime Comporta een kamer, suite en een restaurant en een spa.



Links: kok in het restaurant van Sublime Comporta, rechts: beginnende surfers kunnen hier prima uit de voeten.

Je er nauwelijks. Itiza bruis, Comporta lukt. Het is niet hip, maar wel happening. En in tegenstelling tot Itiza kom je in de regio Comporta aangenaam weinig vette broeken en pilootaanbevelingen tegen.

Manchester United-trainer José Mourinho schijnt hier meerdere buiten te hebben, ontwerper Philippe Starck brengt er zijn vakanties door. Comporta heeft alles, en Starck even. 'Je hebt de lapen met de moerasen, de buitengewone bossen en de zee met zijn wonderbaarlijke leven. Dit alles bij elkaar maakt de mensen gelukkig en dat geluk maakt je betere mensen. Daarom is het fijn in hun gezelschap te leven, in hun geluk.'

En als je in het laagseizoen gaat (in juni bijvoorbeeld, of september) hoef je dat geluk niet bijzonder weinig andere toeristen te delen.

Daarom is niet gegrad dat er in Comporta niets gebeurt, er wordt de laatste jaren flink gebouwd. Geen gigantische hotels, maar comfortabele cabanas. Dat zijn smaakvolle, op de traditionele visserijstrategie gebaseerde huizen die maanden oppaan in de natuur.



Catalana, een Portugese schotel met oerkrachten en vilt.

maar het bek zit dicht: laagseizoen.

Uitendlijk komen we aan in de haven van Itiza, een modern haven-dorpje dat een paar jaar geleden uit de grond is ontstaan en alleen in het zomerseizoen is bereikbaar. Hier heb je niets te zoeken, tenzij je de eigenaar bent van een van de vele glimmend witte jachten die in de haven liggen te dobberen, of dollijnen wilt zien. Wilde dolfijnen zelden, een unicum in Europa. De boot van Vertigem Azul, een organisatie die verbonden is aan

# VOLKSKRANT MAG AUDIENCE - 1M

@volkskrantmag

42

strandvakantie

## ONDERTUSSEN IS HET DRUK IN DE ALGARVE



Aerialschijntje in Comporta.

schappen, luxe cabanas, een zalige regionale keuken en niet - heel veel rust - in Alentejo het alternatief voor de inmiddels overbevoelde Algarve.

Na de vlucht laten we Lissabon links liggen en rijden we over de 17 kilometer lange en 155 meter hoge Ponte Vasco Da Gama naar het zuiden, de ogen dan weer gericht op de weg, dan weer op het hooggevoerde oeverwonderlijke uitzicht. De verlaten andweg leidt ons in een grote bocht om het Sado-natuuroreservaat en brengt ons naar de provincie Alentejo om te eindigen bij de voet van het langwerpige schiereiland Itiza. Hier ligt Comporta, een dorpje zo klein dat je er alweer uit bent voordat je hebt kunnen terug-schakelen naar de tweede versnelling. De streek omvallen heet ook Comporta, the Guardian vestigde dat stukje Portugal met Itiza, maar dan op een hele goede dag. Van die vergejating vellen ze in Comporta zelf trouwens niets weten. Begrijpelijk het dorp Comporta heeft, op een paar sympathieke winkeltjes en restaurants na, niets om het lijf en uitgaan kun

**44**  
strandvakantie  
Dit is geen plek voor selfies, maar wel voor internet of social media

We wandelen door uitgestrekte dennen- en karbonebossen, zien gloeiende duinlandschappen en rijpervelden en worden ons alleen op de wereld op de eindeloze stranden. In de regio Comporta is alles groen, blauw of wit. Dit is geen plek voor selfies, maar wel voor internet of social media. Hier moet je volledig aanwezig zijn. En als dat niet vanzelf gaat, dan is het wel de natuur die je vastpakt en je met haar rust en reinheid om de oren slaat.

**45**  
strandvakantie  
De verleiding is groot je gladuit te maken met meer te vertellen



Het strand van Comporta.

het natuurgebied van Sado en onder meer de dolfijnentrips organiseert, brengt ons zo dicht bij de nieuwjarige dolfijnen dat we ze bijna kunnen aanraken.

Dat is allemaal indrukwekkend en prachtig, maar uiteindelijk gaat het in Comporta vooral om het strand. Het Praia do Carvalhal is een van de vele formidabele stranden in de regio. De auto staat op een ingangsweg legje parkeerplaats en we lopen over een lange houten loopbrug over de duinen, zo het strand op. We kunnen kiezen: rechts van ons de hip aandoende strandzand Pôr do Sol of linksaf naar vissenrestaurant O Dênis, waar de vis dagelijks vers wordt aangeleverd. We lopen rechtover, ploffen neer in het zachte zand en luisteren naar het geroezel van de Atlantische Oceaan.

ring voor de prijs is het feit dat er vooral toeristen komen die goed in de sleppe van zitten. Niet alleen de elite van Lissabon, voor wie een lang weekend Comporta slechts op een warme ritje ligt. Nieuwlanders hoeven de eerste tien jaar geen inkomtenbelasting te betalen om het strand. Het verklaart waarom er zoveel wijldertje Spanjaarden en Fransen in Comporta zijn.

Hoewel de bevolking van Comporta voldoende werk vindt in al die nieuwe hotels, restaurants en winkels, blijft al het lekkers vooral weggevoerd voor de toeristen met een dikkers portemonnee. Zo vertoert Ana, de eigenaar van de Carvalhal Surf School, terwijl ze haar surflesjes opbergt in een bos.

46

strandvakantie

Comporta ligt op 2 uur rijden van Lissabon



Wilde dolfijnen bij Setúbal.



Luxe woningen op de kliffen van Arrábida.

ten schuurte, dat zij en haar vrienden nog nooit hebben gegeven bij het door de media geprezen hippe restaurant Sal aan het Praia do Pego: ze kunnen het niet betalen.

Zelf hebben we geen behoefte aan een lunch met flesjes koude witte wijn en verse kreeft, want waarom zouden we met het zand nog tussen onze tenen eten in het centrum van Comporta voor een paar euro een enorme sand-

**PRAKTISCHE INFORMATIE**

- Vanaf Amsterdam vliegen naar Faro, Vueling, TAP of Transavia/KLM op Lissabon, dan vliegen in een vliegtuig naar de haven van Lissabon zijn meerdere opties.
- Het Sublime Comporta heeft kamers in het laagseizoen vanaf € 292 per nacht.
- Gedurende 100 uur brengt het Natuurreservaat van Sado een gratis kaartje met een Concom en Lodges. Vanaf € 90 per nacht.
- De club van vertigem vertegenwoordigt een € 600 per nacht.
- Het evenement Vertigem Azul, € 35 per persoon.
- Surf bij Carvalhal Surf School lessen voor alle leeftijden.
- O Dênis, restaurant op het strand van Carvalhal.
- O Dênis, regionale Portugese specialiteiten, in voormalig schoolgebouw Ilha do Amal, op het strand van Comporta

advertising

Marian Rijk  
Eeuw in versnelling

SPECIAL VOOR U  
90  
LITERAIRE NIEUWSTIE

volkskrant.nl/webwinkel of bij uw boekhandel

JAAR 2018



De monding van de Sado-rivier in de provincie Alentejo.



# PRESS ARTICLES - A SELECTION



## Plano de Fuga

## Vai um Carnaval romântico?

Sabá que este ano o Carnaval e o Dia dos Namorados caíam na mesma semana? Nada como aproveitar o feriado, se o tiver, para planejar uma fuga – sempre romântica, claro. *Claudia Lima Carvalho* dá as seis programas à escolha.



Comporta is the beachy weekend getaway that discerning Lisbonites keep under their hats

**Don't Miss**  
Sobretudo se estiver com família, Comporta é o destino ideal para quem procura um fim de semana romântico em família. Há muitas opções de alojamento, desde a tradicional casa de campo com jardim, até a moderna casa de campo com piscina e jardim. Há também opções de alojamento em casas de campo com piscina e jardim, e em casas de campo com piscina e jardim.

**Six Senses Douro Valley**  
Se estiver com família, Comporta é o destino ideal para quem procura um fim de semana romântico em família. Há muitas opções de alojamento, desde a tradicional casa de campo com jardim, até a moderna casa de campo com piscina e jardim. Há também opções de alojamento em casas de campo com piscina e jardim, e em casas de campo com piscina e jardim.

**Sublime Comporta**  
Se estiver com família, Comporta é o destino ideal para quem procura um fim de semana romântico em família. Há muitas opções de alojamento, desde a tradicional casa de campo com jardim, até a moderna casa de campo com piscina e jardim. Há também opções de alojamento em casas de campo com piscina e jardim, e em casas de campo com piscina e jardim.



Het terras van Sublime Comporta met kamers, suites en villa's, een restaurant en een spa.



schappen, luxe cabanas, een zalige regionale keuken en rust – heel veel rust – in Alentejo het alternatief voor de inmiddels overbevolkte Algarve. Na de vloed laten we Lisabon links liggen en rijden we over de 17 kilometer lange e 155 meter hoge Ponte Vasco Da Gama naar het zandstrand, de ogen dan weer gericht op de weg, dan weer op het hoogstevoets opwakkende

je er nauwelijks. Itiza bruint, Comporta lachend. Het is niet hoog, maar wel Appeening. En in tegenstelling tot Itiza kom je in de regio Comporta aangenaam weinig winkels en paleisomgevingen tegen. We wandelen door uitgestrekte duinlandschappen en rivierdalen en voelen ons allen op de wereld op d



**Uma história antiga**  
Primeiro chegam os ingleses, depois os Espírito Santo  
**Século XIX**  
Desde cedo se aposta no arroz. Em 1836, a herdade é incorporada na Companhia das Lezírias do Tejo e do Sado  
**1925**  
A Companhia das Lezírias vende a herdade à inglesa Atlantic Company.  
**1955**  
A família Espírito Santo compra a herdade à Atlantic Company. A bandeira portuguesa volta a ser içada na praça principal da Comporta.



**1974**  
Com o 25 de Abril a família é expulsa e deposta, a herdade nacionalizada.  
**Anos 90**  
Os Espírito Santo regressam e reclamam as propriedades. Adaptam a igreja da vila a um balneário do BES.

pectativas. No fundo, a Comporta criou uma marca internacional de peso. De Tróia a Melides temos um potencial turístico que vai além do conceito nos próximos anos." Um dos investimentos que se destaca é o La Réserve, no Camalhal. Terá capacidade para 500 pessoas e é uma aposta de 30 milhões de euros do Grupo Terréns, que se dedica a programas imobiliários em crescimento e fortes na área de turismo nas vertentes montanha e mar", respondeu-nos.

**Tróia**  
Três meses a par da Comporta em 2017, a Soraa vendeu terrenos a Santa Ortiga, filha do dono da Zara  
**GONCALO PESSOA, DO SUBLIME**  
seguem os traços regionais e haverá muros brancos, tetos em colmo e as incontáveis piscinas e churrasquias. "O desafio era desenvolver uma aldeia que se integrasse, que parecesse que já estava lá", diz João Resende, da Living Comporta, que junto com a Something Imaginary é responsável pelo projecto de arquitectura. E pensado como um "retiro sereno", diz Gérard Comille, por isso

**SHOPPEN**  
"Há de tudo em Comporta, um shopping tradicional de bairro, um localidade de luxo de Bordado do Pórtico, um centro comercial português contemporâneo. Váder age-se em duas regiões (já há muitas lojas de luxo), há de tudo para quem quer comprar de qualidade."

**SAPLEN**  
"Há de tudo em Comporta, um shopping tradicional de bairro, um localidade de luxo de Bordado do Pórtico, um centro comercial português contemporâneo. Váder age-se em duas regiões (já há muitas lojas de luxo), há de tudo para quem quer comprar de qualidade."

**WHAT TO WEAR**  
Zweibel Olat 413, balise, fies, € 230, linen, k. Joop, € 250

**BONUS MILES** by Just Bonobos

**YOUR NEXT PEACEFUL TRIP AWAITS**

**SLOW LIVING IN PORTUGAL**  
where: Sublime Comporta, Portugal

**PORTUGALS ungezähmtes Paradies**

*„Die Hampton's von Portugal", „Sjite des Südens", „Sjite des NB St. Barth" – solche Vergleiche werden bemüht, um den Spirit von Comporta zu beschreiben. Warum keiner richtig sagt, erklärt unsere Autorin*

TEXT: ANITA BOGAR



Food Circle at Sublime Comporta sunrise, comporta.

**portugal**  
**ECO-CHIC**

**DIAS DO MAIS PURO RELAXNA COMORTA ENTRE TRÊS GRANDES ARBOREZAS E O MAR**  
POR RACHEL VERAHO  
FOTOS: BRUNO BARBA

Comporta, onde há de tudo de slow living, desde a tradicional casa de campo com jardim, até a moderna casa de campo com piscina e jardim. Há também opções de alojamento em casas de campo com piscina e jardim, e em casas de campo com piscina e jardim.



LAND IN SIGHT – about beach houses in Comporta  
ABRUZLEN  
ANITA BOGAR  
WIT  
Foto: Bruno Barba



**A dream hotel in Comporta**

Sei vergangen Sommer hat die Restaurant Comporta in Comporta während der Dinnungzeit abgebrannt. Der Manager Ines Bruns-Carvalho und ihre Mitarbeiterinnen werden serviert, man sitzt gemütlich und sehr abseher in einem ehemaligen, jetzt wieder genutzten Hotelgebäude.



# HIGHLIGHTS ONLINE 2018

“I found it  
buzzing with  
*stylish* young  
French and  
Portuguese  
families down  
for the weekend.”

HOW TO SPEND IT  
AUDIENCE - 2M

how to spend it



GIFT GUIDE MEN'S STYLE WOMEN'S STYLE TRAVEL WATCHES & JEWELLERY FOOD & DRINK CARS, BIKES & BOATS MORE +

TRAVEL / DESTINATIONS

## Glorious holiday hideaways in Portugal's Alentejo

Inland from the glamorous beaches of Comporta, Portugal's Alentejo region seems to exist outside of time and development. Gisela Williams visits its impeccably restored farm estates, charming cottages and exquisite wineries



That said, by the time I reached Comporta, the now legendary beach destination sometimes dubbed (unimaginatively) **the Hamptons of Portugal**, I was primed for a bit of glamour. Sublime is its best, and only **true luxury, hotel**, comprised of multiple bedroom suites in connected modern houses made of wood and glass, spread across 17 acres of fragrant natural landscape of local pine trees growing out of sand. The main lobby and restaurant is built to resemble a traditional rice storage warehouse; despite it being late October, I found it buzzing with stylish young French and Portuguese families down for the weekend. (While Comporta is seasonal, Sublime is open all year round, and is often booked out over **Christmas** and new year.)

# HIGHLIGHTS ONLINE 2018

**Forbes**

Billionaires

Innovation

## The World's 10 Best 'Table to Farm' Dining Experiences



Food Circle at Sublime Comporta SUBLIME COMPORTA

### Food Circle at Sublime Comporta, Portugal

For this hotel's most intimate, immersive dining experience, 12 guests—a mix of international visitors and Portuguese regulars—gather each

“The World's  
10 Best  
'Table *to* Farm'  
Dining  
Experiences”

FORBES MAGAZINE  
71M UNIQUE VISITORS!



# HIGHLIGHTS ONLINE 2018

DEPARTURES

CITY GUIDES TRAVEL FASHION ART + CULTURE HOME + DESIGN

— Hotels —

## Where to Stay in Portugal Now

By [Chadner Navarro](#) on March 22, 2018

From a 17th-century palace-turned-boutique-hotel in Lisbon to a whitewashed villa on the Azores, these hotels offer an unforgettable way to experience one of 2018's hottest travel destinations.



© Nelson Garrido / Courtesy Sublime Comporta

“...recently gained international renown as the quaint weekend hangout of ... in-the-know international jetsetters. ..snatching up reservations at this stunning retreat, which recently unveiled multi-room villas on its expansive 17-acre property (10 minutes from the beach).”

DEPARTURES MAGAZINE  
CIRCULATION 1.8M

SHARE:



# HIGHLIGHTS ONLINE 2018

“Niché dans une  
pinède, *ce havre  
de tranquillité*  
respire une majesté  
minimaliste”

AD FRANCE

READERSHIP – 540K

CIRCULATION 98,107

MONTHLY PAGE VIEWS 2,287,554K



À Comporta, localité portugaise entre océan et marécages, on sait mixer comme personne le luxe et la simplicité. Visite d'une retraite boisée, le Sublime Comporta



© Sublime Comporta

*Niché dans une pinède, ce havre de tranquillité respire une majesté minimaliste : une maison principale, tout en baies vitrées, qui raffole des angles droits, des dépendances un peu strictes au beau toit de tuiles, une piscine aux lignes pures qui structure la perspective.*



# HIGHLIGHTS ONLINE 2018

# “The *Best* *Holiday* Destinations 2018!”

HOUSE & GARDEN  
READERSHIP – 572K  
UNIQUE USERS – 695K

HOTELS

## The best holiday destinations 2018

*The best holiday destinations for 2018, with the help of [Hotels by Design 2018](#), our guide to the most beautifully designed hotels in the world right now*



One hotel I've had my eye on for long weekend is the beautiful [Sao Lorenzo do Barrocal](#) in the rural heartland of Portugal's Alentejo region. This hotel, combining vineyards, olive groves and an ancient farm now converted into an exquisite collection of suites and cottages, forms part of a four-page feature in [Hotels by Design](#) on some of the best places to stay, eat and shop in [Lisbon](#) and its surrounds. Chic, easy-going [Sublime Comporta](#), a short hop from the beach, is also in the mix.

# HIGHLIGHTS ONLINE 2018

## The 18 Romantic Destinations to Honeymoon in 2018

*Our top picks for a once-in-a-lifetime escape.*

**B** By [Tom Marchant](#) and [Lauren Hubbard](#) Jul 30, 2018



You've made it official—and now it's time to unwind. Whether you're the type of couple that wants to explore a once-in-a-lifetime destination, experience otherworldly food and architecture or simply veg out on one of [the world's most beautiful beaches](#), we've got you covered. Wedding planning, while exciting, can be a major source of stress—and your honeymoon is likely going to be your first real chance to enjoy some quality time with your spouse. The trip should be relaxing, first and foremost, and suit your wants, needs and style



Getty Images

For an alternative to oft-crowded Ibiza, newlyweds should turn their sights on this Portuguese seaside getaway, where the well-heeled Lisbonites flock on weekends. Just an hour south of Lisbon, this cluster of villages is often referred to as “the Hamptons of Portugal,” with high-profile names like Christian Louboutin, Jacques Grange, and Philippe Starck all boasting homes along the rolling dunes of this rice paddy-striped coast. Relaxed sophistication and barefoot luxury reign supreme here, making it a perfect choice for honeymooners looking for a place where they can walk down the beach in bare feet and also choose from a full roster of vintage champagne.

HARPERS BAZAAR MAGAZINE  
AUDIENCE - 423K



# HIGHLIGHTS ONLINE 2018

The stretch of coast  
at Comporta,  
in particular,  
is quietly developing  
a reputation as  
Portugal's most  
chic resort.

THE TELEGRAPH – LUXURY  
1.2M READERS PER DAY!

PREMIUM

Home | Luxury | Ultratravel

### Why beautiful, discreet Comporta is Portugal's chicest beach retreat



Follow

By Natalie Paris

19 JANUARY 2018 • 3:30PM

Their floors coated in sand, the forests of cork and pine that cloak the Troia peninsula, just an hour south of Lisbon, are a good place to hide. Especially if you are a designer or celebrity seeking seclusion. The stretch of coast at Comporta, in particular, is quietly developing a reputation as Portugal's most chic resort.

In recent years, this rice-farming village has found favour as a discreet escape for the likes of Christian Louboutin and Philippe Starck, who

#### EDITOR'S CHOICE



PREMIUM  
Inside Noma  
the world's n  
exclusive des  
exhibition, v  
fairytale loca  
collecting m



PREMIUM  
Lessons in L  
safari with t  
poacher tur  
protector



Preserving t  
Gerald Gent  
'Picasso of w  
behind some  
world's most  
designs



PREMIUM  
Why London

# HIGHLIGHTS ONLINE 2018

☰ **Esquire** Style Entertainment Politics News Food & Drink

Presented by  
  
THE RITZ-CARLTON

## The 13 Best Under-the-Radar Destinations for 2019

From the reinvented to the relatively unknown, it's time to plan your next getaway.

BY IAN CENTRONE JAN 9, 2019



**W**ith each new year, people all over the world optimistically set their resolutions for the twelve months ahead. From establishing fitness routines to setting money-saving objectives, most tend to boil down to becoming better versions of ourselves. For some of us, one of those goals is to travel more. and with a bank of replenished vacation days. now is the perfect time to



Mauricio Abreu / Shutterstock

### Comporta, Portugal

This summer, get familiar with Comporta. Comprised of a small cluster of villages on Portugal's Troia Peninsula, this coastal getaway offers a relaxing reprieve from the country's more popular sites such as Lisbon and Cartagena. Whitewashed buildings with terracotta roofs lend to its carefree ambiance, and pristine beaches are bordered by rolling sand dunes, twisted cork trees, and vibrant rice fields. There aren't a ton of hotels or restaurants, which adds to Comporta's charisma, but Black Tomato offers curated experiences and will set you up at the [Sublime Comporta](#), a serene and chic retreat with just 14 rooms and villas. Step back in time and treat yourself to a well-deserved dose of summer escapism.

**BOOK YOUR TRIP**

ESQUIRE MAGAZINE  
AUDIENCE - 3.2M



# HIGHLIGHTS ONLINE 2018

“Esqueça Indonésia,  
Tailândia ou qualquer outra ilha  
do Oceano Índico ou Pacífico.  
Estamos falando de um dos  
destinos mais badalados, não  
apenas de Portugal, mas do mundo.

**A Comporta .... esse destino  
incrível deve entrar  
na sua wish list para 2019!  
Vamos a ele. ”**

**ESTADÃO  
80,7 MILLION PAGE VIEWS!  
8,7 MILLION UNIQUE VISITORS!**

## Retreat, o novo conceito da moda de saúde e de bem-estar que está conquistando o mundo

POR GLAUCO JUNQUEIRA

27/12/2018, 11h04



Conheça um refúgio, em pleno Alentejo, onde cuidar do corpo e da mente é uma prioridade



# HIGHLIGHTS ONLINE 2018

VOGUE INDIA

FASHION BEAUTY WEDDINGS MAGAZINE

HOME > CULTURE & LIVING > TRAVEL

## Travelling to Portugal? Here's everything you need to experience there

by SIDDHARTH DHANVANT SHANGHVI



I couldn't have asked for a better Comporta accomplice than Teresa Barros, from the luxury resort Sublime Comporta. Her defining qualities—wit, energy, glamor, and terrific counsel—made Comporta unforgettable. Together, we explored town although what I could have just as happily wandered around the resort, with its gorgeous private villas tucked amid cork trees, its on-site organic gardens refulgent with 300 varieties of fragrant herbs, the rice fields in the distance. According to Barros, Europeans are moving here precisely because life is so unstructured and label free here (Louboutin, who has a home in Comporta, turns up in beach shorts with other fame dusted pals). At Sublime's fantastic restaurant Sem Porta, Barros mentioned Comporta's flip flop glamour was an emerging movement, drawing on the success of the Lisbon Living Room sessions,

*“...with its gorgeous private villas tucked amid cork trees, its on-site organic gardens refulgent with 300 varieties of fragrant herbs, the rice fields in the distance...”*

VOGUE INDIA MAGAZINE  
AUDIENCE - 2.5M



# HIGHLIGHTS ONLINE 2018

 LOGIN | REGISTER

 CART (0)

## SUITCASE

THE CULTURE OF TRAVEL



[PLANNER](#)

[TRAVEL](#)

[FASHION](#)

[WHAT TO PACK](#)

[PHOTO JOURNALS](#)

[TRAILBLAZERS](#)

[NEWS](#)

[SHOP](#)



## WAKE UP HERE: SUBLIME COMPORTA, PORTUGAL

Words by [KATE HAMILTON](#) •

[Home](#) • [Travel](#) • [Explore](#) • [Current Article](#)

SUITCASE MAGAZINE  
READERSHIP - 184K

Home > Luxury > Ultratravel

# Why beautiful, discreet Comporta Portugal's chicest beach retreat

DESTINATIONS

# Where to eat, stay and shop in Lisbon and the Alentejo region of Portugal

Mary Lussiana explores two areas of Portugal at its peak, recommending places to stay, eat and shop in Lisbon and the Alentejo region

## The Alentejo

Running from one side of Portugal to the other, the vast Alentejo is a region of full-bodied red wines, olive trees and medieval whitewashed villages. In coastal Comporta, the landscape is all green rice fields and endless beaches, while the region's interior, towards Spain, is about dolmens and oak groves, rural simplicity and unsuspected artisanal talent. Now though, just as in Lisbon, a new level of luxury has arrived. What started as 14 simple rooms almost hidden under umbrella pine trees among the sand dunes has blossomed into Sublime Comporta, a go-to destination for Portugal's cognoscenti and foreign celebrities alike. The addition of 10 two-bedroom villas with private pools provides the ultimate escape.

READ NEXT



These ski destinations are on the rise



# Mind in Comporta,

DECEMBER 4, 2017 11:59 PM BY LAURA BAILEY



+



ONLINE ARTICLES - A SELECTION

# everyone's talking about... Comporta

the highway south of the Portuguese capital of Lisbon, and you'll soon be swooping through cork oves towards the pristine white sands and boho-chic scene of Comporta, Portugal's hippest little beach town. So what's all the hype about?

# Visit the Portuguese Enclave Designers Can't Get Enough Of

AD contributing editor Carlos Souza pens a book dedicated to Comporta, Portugal

TEXT BY STEFANIE WALDEK PHOTOGRAPHY BY CARLOS SOUZA AND CHARLENE SHORTO DE GANAY Posted May 15, 2018

# 100+ Things to Do and See in Portugal

A complete guide to one of the most laid-back and friendly destinations in Western Europe.

B

By Georgia Hopkins Mar 22, 2018





# OPINION LEADERS, PUBLIC FIGURES & PARTNERSHIPS 2018

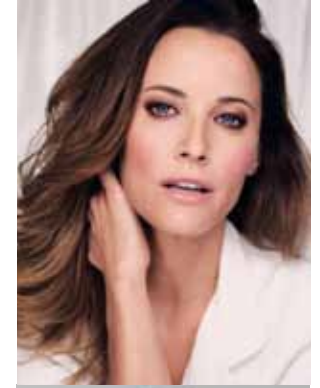
“Due, in part, to the visibility obtained in the *right publications* and the right *“word of mouth”*, several opinion leaders and/or public figures have frequented Sublime Comporta.”



WHEN ASKED HER HOW  
GWYNETH PALTROW HEARD ABOUT  
SUBLIME SHE SAID “NY TIMES”

*Some highlights are;*

Madonna  
Gwyneth Paltrow  
Philippe Starck  
Vincent Van Duysen  
Maria João Bastos  
Lou Hayter  
Joana Balaguer  
Martim Cabral  
Vida Portuguesa  
Claus Porto



# XPOSE

DESTINATION & LIFESTYLE **MARKETING**

Art Direction and Design by Sofia Barros  
sofia.r.barros@gmail.com  
+351 91 329 4340