



Robert Trent Jones Society

PORTUGAL | MADEIRA ISLAND

One beautiful destination ... an impressive golf course



2025

Programme NY – Madeira – direct flight

Playing Golf in Madeira

2 rounds of Golf at Clube Golfe Santo da Serra

Added values:

Madeira Wine Experience

Levada Walk

The Atlantic ocean discovery

Suggested Hotels: Belmond Reid's Palace; Savoy Palace; Porto Bay; Pestana Hotels & Resorts;

Melia Madeira Hotel and Enotel Magnólia

All packages include buggy and balls at practice area...all tours with local guide.



Futher details ahead

The Course

1. *Clube de Golfe do Santo da Serra - Madeira Island*

<https://santodaserragolf.com/>





Designed by Sir Robert Trent Jones

<https://santodaserragolf.com/>



Club and History of Santo da Serra Golf



The Santo da Serra Golf Club overlooks the bay of Machico, the location where the Discoverers first landed on the island.

The first course, built in 1937, was redesigned in 1991 by the famous golf architect Robert Trent Jones Sr., who created a spectacular and completely new 27-hole course in one of the most beautiful natural landscapes.

Holes 3 and 4 of the Machico course are iconic, becoming unforgettable for those who play this course.

The Machico and Desertas courses are the ones played by professionals in the Madeira Islands Open, an event integrated into the PGA European Tour. The Serras course offers a pleasant alternative with lakes, mountain views, and flat terrain. Each hole has four tee options, allowing players to choose the level of difficulty they prefer—a more relaxing game or a challenge at a professional level.

Golf stars, including many Ryder Cup players, have testified to the excellent quality of the fairways and greens. The semi-roughs and roughs reflect the meticulous work and attention dedicated to the course's conditions.

The course is a true botanical garden, adorned with four beautiful lakes and panoramic views.



The Santo da Serra Golf Course offers its visitors spacious and diverse facilities, such as a comfortable Clubhouse with a panoramic restaurant and a terrace with stunning views. "A very beautiful Clubhouse" was how Seve Ballesteros described it in 2001 when he participated in the Madeira Islands Open.



The training area is equipped with a magnificent practice zone, featuring two putting greens, a chipping green, a bunker green, and a driving range with three levels, one of which is covered. The Pro-shop offers the latest golf collections, as well as rental equipment: full sets, trolleys, and buggies. The Golf Academy provides technical training by a highly qualified professional, with lessons available for individuals or groups. It is located five minutes from the modern dual carriageway connecting Funchal to the airport, and 15 minutes from the capital. Santo da Serra is ranked as the 12th Best Golf Course out of the 75 in Portugal.

History of Golf at Santo da Serra

The origins of golf in Madeira date back to 1920, specifically at the Santo da Serra Golf Club. Photographs confirm that golf was already played here in 1933, on the grounds in front of the old Clubhouse at the Serra Golf Inn. The original 9-hole course consisted of only 3 par holes.



Destination Madeira

Madeira Island is certainly one of the best places in Europe with the best climate throughout the year. During the summer, the average temperature is around 22.2°C, dropping to 15.9°C in the winter, which means we rarely experience very high or very low temperatures. We can say that the climate is mild and invites visitors to Madeira year-round.

CLIMATE IN MADEIRA

All over the island, we encounter what are known as microclimates. The large mountains and air currents from various directions create a different climate in each city we visit. Typically, the South is always the warmest side of the island. When heading to the North, temperatures drop, and in the interior of the island, where the areas are higher, temperatures tend to be cooler, sometimes even with some precipitation... some call it the island of four seasons.

The fact that Funchal is surrounded by beautiful mountains protects it from winds and ensures good weather in the city.

Our climate is influenced by the Azores High. On some days of the year, a wind coming from the Sahara — the Leste — can cause temperatures to rise to 30°C. Combined with the humidity in the air, these become the hottest days of the year.

In the sea, temperatures range between 25°C and 15°C throughout the year, inviting visitors to dive in. In the North, the waves are stronger, offering perfect spots for Surfing and Windsurfing.

Wine Tour in Madeira Island

Wine, like life, is meant to be enjoyed, so what's better than a day around the island enjoying Madeira's wines? We'll experience a more intimate approach of the island, its vineyards and wine producers, in a group of no more than 12 people.

For over 5 centuries, Madeira wine's popularity spans all over the world, so much that most people know the wine better than they know the island. Yes, Madeira is well known for its fortified wine, but did you know the island also produces still wines?



BOM BARBEITO
BOM PROVEITO


Vinhos
MADEIRA
BARBEITO

VENDE-SE AQUI



MADEIRA

the old world luxury wine of Regency days



Your customers will like this rich, mellow wine that our ancestors loved. It is a generous wine beloved of the epicures of two centuries. It will pay you to push Barbeito Madeira wines. They please and satisfy most people. That means steady, regular business.

VERDELHO
A medium dry wine of delicious flavour

MALMSEY
A generous spirituous wine like a fine liqueur

SERCIAL
A perfect aperitif — fine, dry and pale

BUAL
A delicate medium wine rich and of fine bouquet

The softness and mellow perfection of Barbeito Madeira Wines will be appreciated by your customers. They are all-purpose wines suitable as an aperitif, mid-morning, lunch or dinner wines. Your customers can economise with Barbeito Madeira whilst still drinking the best. There is business in that.

Barbeito Madeira Wines

from sun-kissed island vineyards

Agents for
VINHOS BARBEITO (Madeira) LDA.

Deinhard & Co
1940) LTD.
IDOL LANE, G.T. TOWER ST., LONDON, E.C.3

Over the course of the day, aside from tasting a variety of island produced wines we'll take part on a journey through the wine-making process starting from the vineyards right to the glass of wine.

For more info: <https://www.vinhosbarbeito.com/en/>

**GEORGE WASHINGTON
SPECIAL RESERVE**

For more than 200 years, a grateful America has called George Washington "the father of our country." He commanded the Continental Army, presided over the drafting of the Constitution, and was the nation's first President. And above all other wines, Washington loved Madeira.

Washington's first recorded purchase of Madeira was a 110-gallon barrel shipped to him in 1759. By 1766, he was ordering 220 gallons at a time. And by 1773, he was ordering 440 gallons for himself and another 440 gallons for his stepson, John Parke Custis. Washington demanded the "choicest" wines.

When war disrupted his access, colleagues made sure Washington was well supplied with Madeira, delivered by wagon to the front. In 1780, James Madison wrote that "if it were in our choice, for him the rich Madeira should flow in copious streams."

After the war, Washington's imports resumed and continued until one month before his death in 1799. To the very end, he prized Madeira. In 1798, a visitor to Mount Vernon wrote that Washington "loves to chat after dinner with a glass of Madeira in his hand."


The very special Madeira in this bottle pays homage to the "rich old" style of Madeira Washington loved.

Pictured on Front Label: George Washington by Jean-Antoine Houillon, engraving, courtesy of George Washington's Mount Vernon.

Imported by THE RARE WINE CO., BRISBANE, CA
www.rarewineco.com CONTAINS SULFITES

GOVERNMENT WARNING: (1) ACCORDING TO THE SURGEON GENERAL

THE RARE WINE CO.
HISTORIC SERIES
M A D E I R A



**GEORGE
WASHINGTON
SPECIAL RESERVE**

MEDIUM SWEET

Wine Produced and Bottled by Vinhos Barboza (Madeira) Lda., Câmara de Lobos, Portugal
Produce of the Island of Madeira, Portugal

Cont. 750ml ALC. 19% BY VOL

George Washington is a trademark of the Mount Vernon Ladies' Association of the U.S.A.



Madeira Wine and George Washington

A fortified wine produced on the Portuguese island of Madeira in the eastern Atlantic, madeira in the eighteenth century was common in Britain and particularly popular in the American colonies. George Washington had an affinity for this particular type of wine.

The first order for Madeira in George Washington's correspondence dates to the spring of 1759, when he asked his London agent, Robert Cary & Company to "Order from the best House in Madeira a Pipe of the best old Wine, and let it be Secur'd from Pilferers."¹ A pipe held approximately 126 gallons of wine.² About a year later, Washington transported a pipe of wine to Mount Vernon from Alexandria, "wch. Captn. McKee brought from Madeira," along with "a chest of Lemons and some other trifles."³

Three years later, in the spring of 1763, Washington notified Cary & Company that he would be writing directly to the island firm of John and James Searles for a pipe of Madeira wine, and that they, in turn, would be contacting Cary for payment.⁴ In his letter to the Searles, Washington specifically asked for "a rich oily Wine," and asked that, "if the present vintage shoud not be good, to have it of the last, or in short of any other which you can recommend."⁵

Washington's orders for Madeira continued throughout his lifetime. He purchased a second pipe from John Searles in 1764, even though he admitted that he still had not yet tapped into the first one. Two years later, Washington switched suppliers and requested similar or larger quantities from the firm of Scott, Pringle, Cheape & Company.

Madeira Wine and George Washington

By 1768, Washington had not gotten around to drinking the 1766 order, but still asked that an additional 150 gallons be sent.⁶ In the last orders prior to the American Revolution, Washington sent flour from Mount Vernon directly to Madeira instead of having his English agent pay the island firms and received wine and other products from the islands in exchange.⁷

Significant amounts of Madeira continued to be purchased for the Washington household both after the war and during the presidency. Two pipes of Madeira were received for the presidential household in Philadelphia in August of 1793 and paid for in January of the following year. Another two pipes of the same wine arrived in May of 1794 and an equal amount again in July and November of the same year.⁸

When Washington made a trip to tour western lands in the fall of 1784, he carried along in his "equipage Trunk and the Canteens" three types of alcoholic beverages, two of which were Portuguese wines-Madeira and port.⁹ During the last year of Washington's life, an English visitor at Mount Vernon recorded that both port and Madeira were served during the fruit and nut course at dinner. A Polish nobleman noted that when there were houseguests at Mount Vernon, Washington "loves to chat after dinner with a glass of Madeira in his hand."¹⁰ Washington's step-granddaughter Nelly later recalled, "After dinner" Washington "drank 3 glasses of madeira."¹¹



Levada Walk in Madeira Island

“Levada” is the name given to an irrigation canal or aqueduct flanked by a pedestrian path, specific to the island of Madeira.

The Levadas in Madeira appeared in the fifteenth century and had the function of transporting and distributing water from the rainier areas north of the Island to the southern areas. The rainwater and natural water sources were then channeled to the various plantations scattered around the Island.

Levadas can be found all over the island and many of them travel through our Laurissilva forest, which in 1999 was declared a World Heritage Site by UNESCO. These channels have a length of more than 2000 km and are likely to be traveled on foot, being a very sought after way to visit places of the island that offer astonishing sceneries.

For more info: <https://visitmadeira.com/en/>

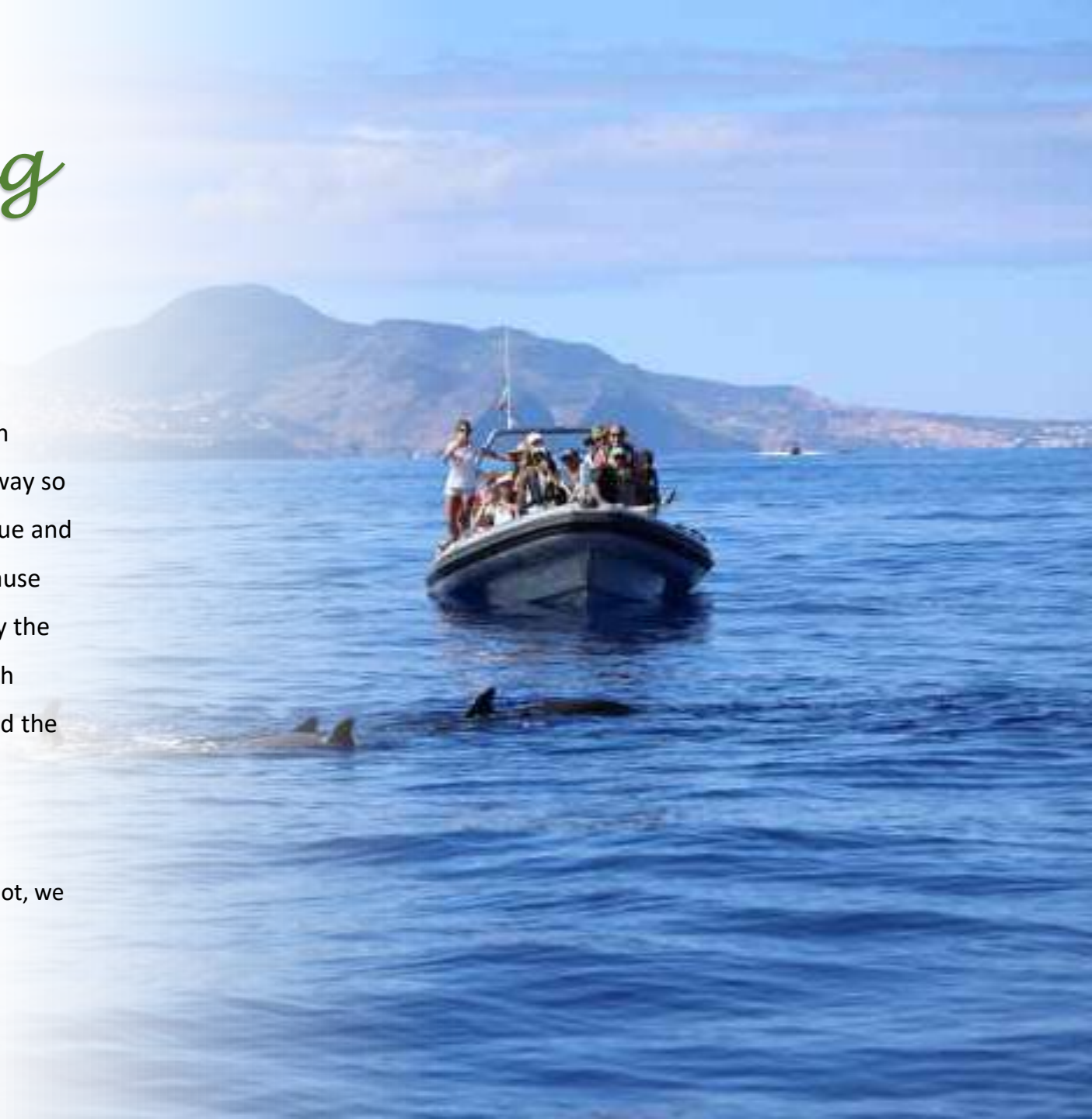


Come Swimming with Dolphins

- In Madeira Island, swimming with dolphins is done in a calm and safe way so that our customers can enjoy a unique and unforgettable experience without cause stress and discomfort for both. Enjoy the magical experience of swimming with dolphins in Portugal knowing you and the dolphin's safety is our top priority.

1) We guarantee you see Cetaceans. If not, we promise you a second trip for FREE.

For more info: <https://visitmadeira.com/en/>



Our suggestion of Madeira Hotels

REID'S PALACE
A BELMOND HOTEL
MADEIRA


SAVOY PALACE

PortoRay
HOTELS & RESORTS

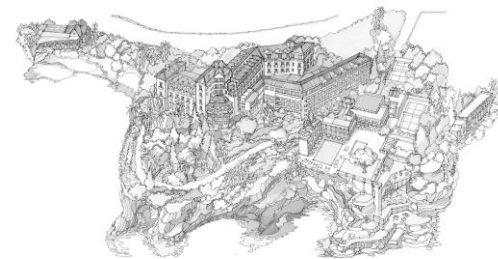

PESTANA
CASINO PARK
OCEAN & SPA HOTEL
MADEIRA • PORTUGAL


Enotel
Magnólia

REID'S PALACE

A BELMOND HOTEL
MADEIRA

<https://www.belmond.com/hotels/europe/portugal/madeira/belmond-reids-palace/about>



REID'S PALACE

A BELMOND HOTEL
MADEIRA

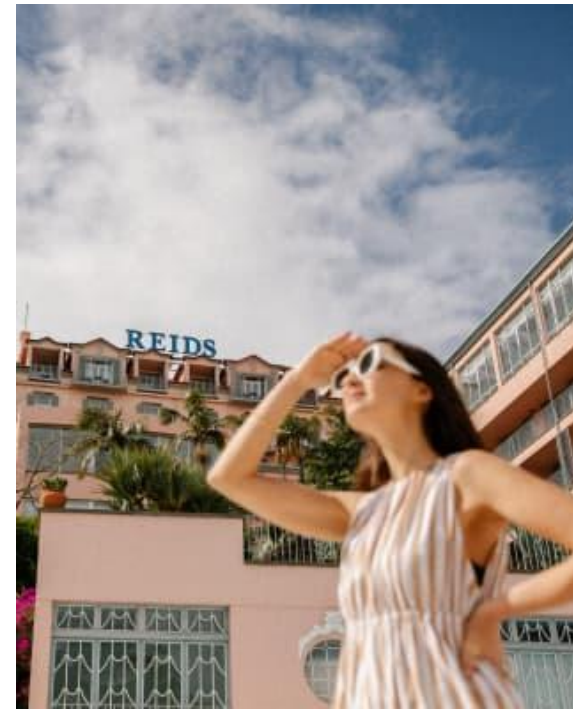
AN ICONIC ESCAPE ON THE EDGE OF THE ATLANTIC

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

Over the years this luxury hideaway has honed the art of pampering, earning a reputation as one of the best hotels in Funchal. Whatever your age or interest, there are activities both within the hotel's estate and beyond to keep you on the go, all year round.

HISTORY

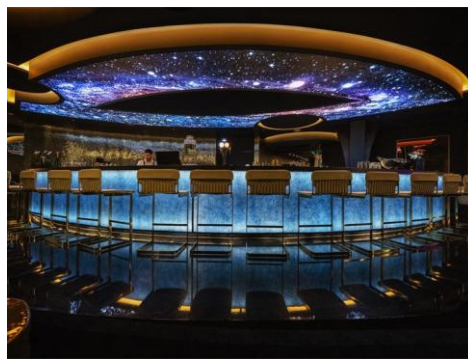
Our hotel has a storied history that begins with one man: William Reid. This canny Scotsman left his family farm for our island's warmer climes. Here, he set up a successful business in the Madeira wine trade. This was the era of the great ocean liners. Spotting an opportunity in hospitality, Reid bought a swathe of land on the rocky promontory where Reid's Palace now stands. Over the years, many illustrious guests have passed through our doors. George Bernard Shaw learnt to tango here; Winston Churchill came to write his memoirs and to paint. The suite named in Churchill's honour, with its magnificent garden views, continues to inspire and enchant today.



<https://www.savoysignature.com/savoypalacehotel/en/>



SAVOY PALACE





SAVOY PALACE

Tribute Cosmopolitan Resort

Savoy Palace is a superior 5-star hotel located on Madeira Island, which provides the ideal choice for guests seeking relaxation and luxury with a perfect blend of refinement, modern comfort and warm hospitality.

Member of The Leading Hotels of the World, and Virtuoso, Savoy Palace brings a new level of luxury to the hospitality scene of Madeira Island and Portugal.

Unique in its values, the hotel offers exclusive and unforgettable experiences to its visitors. With individually created areas within the property, Savoy Palace offers the atmosphere of a boutique hotel and is guaranteed to satisfy everyone's tastes. Taking inspiration from the lush landscapes and elaborate traditions of Madeira Island, the resort pays homage to the island and its unique characteristics.







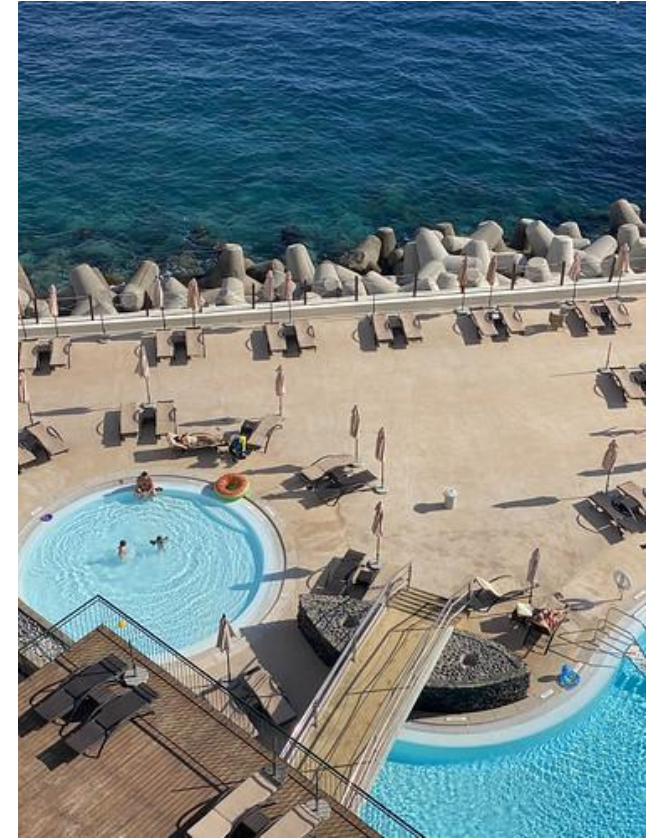
HOTELS IN MADEIRA ISLAND

The mountains, the sun and the sea embrace Madeira Island. ..

Go for a walk in the forest or dive in mild temperature sea with and clear waters. Feel the nature, the temperate climate, the unique levadas, traditions and festivals, gastronomy, boat trips, sea and mountain sports, botanical gardens, flowers, embroidery and wine. Discover the quality of the award-winning PortoBay hotels in Madeira, with an excellent location in Funchal, and enjoy a unique experience in this multifaceted destination!

The PortoBay group is a hotel chain comprising 17 hotels: 14 in Portugal (8 on the island of Madeira, 2 in the Algarve, 2 in Lisbon and 2 in Porto) and 3 in Brazil (Rio de Janeiro, Búzios and São Paulo), which have a total of around 4,050 beds in the 4 and 5-star market segment.

All the hotels have different concepts, but are similar in terms of quality, and all carry the guarantee of the PortoBay brand.





PESTANA
CASINO PARK
OCEAN & SPA HOTEL
MADEIRA • PORTUGAL

<https://www.pestana.com/en/hotel/pestana-casino-park>



Pestana Casino Park is a 5-star hotel in Funchal, Madeira, surrounded by 15,000 m² of private garden. It was designed by the great master of world architecture, Óscar Niemeyer, next to the cruise port in Funchal Bay, just a 5-minute walk from the city center and the center of social and cultural life.

With the sea at its feet, it is one of the most famous hotels on the island of Madeira, where you will find an infinity pool, gardens with hidden corners, a private car park for a fee, a SPA where you can book a massage and/or Magic SPA treatment. , an indoor pool (25º) with water jets, jacuzzi, Turkish bath, sauna and gym.

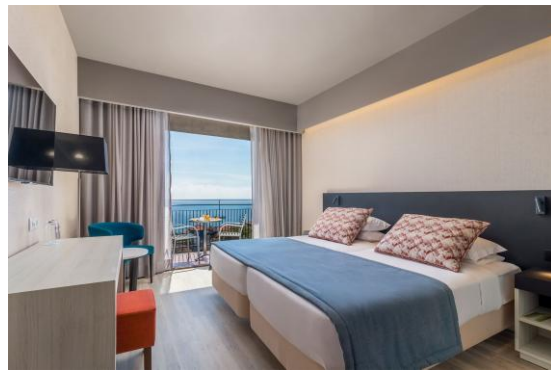
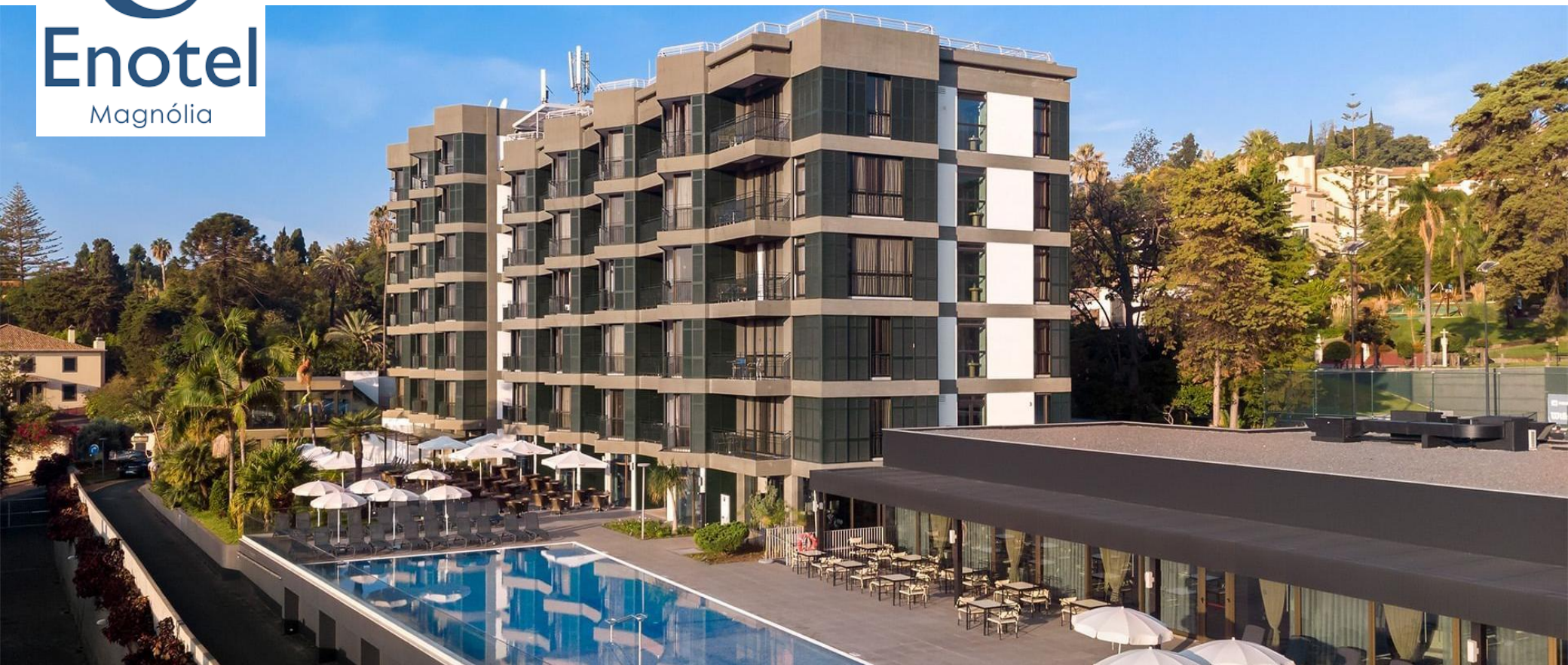
You can also enjoy the four restaurants and bars with panoramic views, the tennis court and direct access to the Madeira Casino, with games room, shows and nightclub. All rooms have Wi-Fi and a private balcony.





Enotel
Magnólia

<https://www.enotel.com/pt/enotel-magnolia>





Discover the Madeiran tradition

The Enotel Magnolia is a regional reference when it comes to four-star hotels in Funchal. This hotel stands out for its renowned architecture and comfort, in a privileged location in Funchal. It offers charming facilities and a fantastic panoramic view of both capital's mountains and ocean.

The hotel was completely renovated in 2021 and offers numerous services and two boarding options, Breakfast and Half Board, in addition to a diverse range of spa treatments, at Spa Moments by Enotel.

This is an experience not to be missed! The main attractions of the capital are just a few minutes away from our hotel, on Madeira Island.

Lifestyle and privileged location in the main city!



Flight Connections



United Airlines launches direct flights from Funchal to New York in 2025

United Airlines will launch two new summer routes between New York, in the United States, and two Portuguese destinations: Faro and Funchal.

The direct connection between Madeira Island and Newark Airport is set to begin on June 7 next year, with three weekly frequencies.

The connection to Madeira will be operated with Boeing 737 Max 8 aircraft, with a capacity of 116 passengers. Flights will depart from New York/Newark on Tuesdays, Thursdays, and Saturdays at 9:50 PM, until September 23, 2025; with return flights from Funchal on Wednesdays, Fridays, and Sundays at 11:30 AM, until the 24th.



Discover Madeira Island



Discover Madeira Island



For further details, please contact

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<https://www.golfinmadeira.com/>



GOLF in **MADEIRA**

PORTUGAL | MADEIRA ISLAND

One beautiful destination ... an impressive golf course



THANK YOU