



Sagres creates its own tourist style



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SAGRES IS adopting a new California-style tourist environment in an aim to attract younger tourists aged 25 to 45 looking for a slower pace of life and to promote an all year round industry.

Several businesses have got together to set up an association to promote the area called *PromoSagres*, adopting the style typical of California in the 60s.

The quality, diversity, genuineness and mysticism of Sagres are highlighted by the association using the slogan *Secretamente Sua*,

(secretly yours).

Instead of allowing tourism to make a massive impact, the area is concentrating on a few quality projects including the newly inaugurated *Memmo Sagres Baleeira Hotel*, *Central Cervejas* beer company, *Martinhal Beach Resort*, estate agencies, local restaurants and Vila do Bispo Câmara Municipal.

"It is based on the pleasures of a slower pace of life, quality of life and the search for authentic-

ity," said Teresa Roldão de Barros, the executive director of *PromoSagres*.

The entertainment plan and budget for *PromoSagres* are yet to be announced but it is expected that the first event will take place at the end of the year.

Gilbert Viegas, President of Vila do Bispo Câmara said: "I am confident of the private sectors' involvement considering the county has all of the conditions necessary to become a destination of excellence."