

ALENTEJO 2026

Portugal beyond the obvious: UNESCO heritage, wines, starry skies and a preserved coastline.
With time, space and authenticity.

Thank you for meeting with us!

Here is a concise overview of Alentejo to support your 2026 planning: destination snapshot, product pillars, key 2026 highlights, itinerary suggestions and contacts for operational support.

Why include Alentejo in your 2026 planning

- Ideal to complement Lisbon (and also the Algarve/Porto) with an authentic Portugal experience — less crowded and rich in culture.
- Brings history and nature together in one destination: UNESCO cities, walled towns, vineyards, a great lake, walking trails and a protected Atlantic coastline.
- “Quiet luxury” and wellbeing: boutique accommodation and slow-paced experiences — ideal for couples, honeymoons and premium travellers.
- Strong and diverse wine tourism: from contemporary wineries to Talha Wine (clay amphora wine) — paired with a distinctive food culture.
- Sustainability as a product narrative: montado and cork, sustainable viticulture and projects with a regenerative / circular-economy focus.

Product pillars

Heritage, culture and local experiences

- Évora and Elvas (World Heritage), plus walled towns and castles such as Monsaraz, Marvão and Castelo de Vide.
- Living traditions (UNESCO and local culture): Cante Alentejano, the Estremoz clay figures (Bonecos de Estremoz), Arte Chocalheira (traditional cowbell making), and Campo Maior’s Festas do Povo.

Wine and gastronomy

- Alentejo as Portugal’s wine country: winery routes, tastings, food pairings, and harvest-time experiences.
- Talha Wine: taste straight from the amphora and visit producers/interpretation centers in villages with strong identity.

Nature, trails and cycling

- Rota Vicentina (coastal and inland trails), TransAlentejo and networks of signposted routes.

- Cycling and bikepacking on quiet roads, with the option to combine coast and interior (gravel / MTB / road).

Preserved coastline and lifestyle

- Tróia–Comporta–Melides: beaches, dunes, and pine forests with a minimalist, understated aesthetic.
- Southwest Alentejo & the Vicentina Coast: cliffs, coves, fishing villages, surf, and raw nature.

Nautical sports (sea and inland waters)

- Surf and stand-up paddleboarding on the coast, with schools and operators along the Southwest Alentejo and Vicentina Coast Natural Park (one of Europe’s best-preserved coastlines).
- Reservoirs and calm inland waters: rowing and flatwater sports, ideal for relaxed experiences in wide-open scenery.
- A certified network of Nautical Stations (including Alandroal, Avis, Mértola, Monsaraz, Moura-Alqueva, Odemira, Ponte de Sor and Sines) offers canoeing, rowing, sailing, stand-up paddle, wakeboarding, boat trips and fishing — often easy to combine with wine, food and local culture.

Weddings and romance

- A natural setting for intimate celebrations: golden light, open landscapes, historic towns, and warm hospitality that gives the day real soul.
- Accommodation options with a strong sense of place (from boutique rural stays to low-density coastal retreats), creating experiences that value privacy, calm, and authenticity.

Meeting industry (MICE): retreats, incentives and small gatherings

- Ideal for small-scale gatherings (board meetings, creative retreats and incentives): privacy, low density, food and wine, and easy-to-plan experiences (trails and water-based activities).
- New projects and estates with dedicated spaces for meetings and private moments (e.g., properties with rooms for meetings and creative residencies).

Alqueva and astrotourism

- Dark Sky Alqueva: stargazing and night experiences around the great lake — an unforgettable highlight for many travellers.

Key highlights for 2026

Highlight	Why it matters for the travel trade
Baixo Alentejo — European Wine City 2026	A year-round programme of events, tastings and cultural initiatives linked to wine (great for themed itineraries and groups).

Campo Maior's Festas do Povo (8–16 August 2026)	One of Portugal's most striking visual events: streets covered with millions of handmade paper flowers (UNESCO).
New openings and hotel repositionings	Herdade da Torre Vã (Ourique), Moagem—Industrial Lodge (Viana do Alentejo), Quinta Amala (Melides), Na Praia (Comporta), Vermelho Lagoa (Melides), Ando Living Comporta House (Carvalhal/Comporta).
Access and lower-carbon mobility (2025–2026)	Planned rail improvements: the new Évora–Elvas/Caia section (Lisbon–Madrid corridor) and the gradual introduction of new regional trainsets on Alentejo lines.
On the road to Évora 2027 — European Capital of Culture	2026 is a preparation year: cultural projects and city improvements; works on Welcome Center Évora (opening planned for 2027).

Suggested itineraries

4 nights | Essential Alentejo (culture + wine)

- 2 nights in Évora (historic centre + gastronomy).
- Monsaraz + Lake Alqueva (sunset / boat trip).
- Winery day (Alentejo DOC) + Talha Wine experience (Vila de Frades/Vidigueira).

5–6 nights | Coast + interior (the best of both)

- 2–3 nights in Comporta/Melides (beaches, wellbeing, lifestyle).
- 2–3 nights in Évora or Monsaraz (heritage + wineries).
- Optional: 1 night on the Vicentina Coast (Vila Nova de Milfontes / Zambujeira do Mar).

7–8 nights | Complete itinerary (slow travel)

- Évora + Elvas (history and UNESCO).
- Alqueva (Dark Sky) + experiences with local producers (olive oil, cork, bread).
- Wineries and Talha Wine in Baixo Alentejo.
- Finish on the coast (Southwest Alentejo & Vicentina Coast or Comporta/Melides) for beach days.

Quick planning tips

- When to recommend: spring and autumn are ideal for culture and nature; summer is strong for the beach and festivals; winter works well for gastronomy, wine and wellness-focused stays.
- Traveller profiles: couples and families seeking a calmer Portugal; premium travellers who value “quiet luxury”; small groups (tailor-made experiences).
- Sustainability as an added value: lower-footprint programmes (train + walking/cycling), local producers and accommodation with regenerative practices.

Support and contact

ARPTA can support your team with itinerary suggestions, local contacts and product-based content.

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Note: dates and openings may change depending on organisers/projects.