

MADEIRA ISLANDS TO OFFER FREE PCR TEST TO ALL VISITORS ON DEPARTURE (OR ARRIVAL); 27.1% OF POPULATION HAVE RECEIVED FIRST DOSE OF VACCINATION AND TOURISM SECTOR VACCINATED



- Madeira has been widely praised for its handling of Covid-19 since the start of the pandemic and has been named one of the safest destinations for 2021 by *European Best Destinations*
- Madeira offers one free PCR Covid-19 test per visitor, to be taken on arrival or departure (results in 24 hours) and discounted rates for any further tests required
- Madeira launched new brand identity last month, 'Madeira. Belongs To All'
- Covid-19 cases in Madeira have been decreasing since the end of January and are now one of the lowest in Europe. 27.1% of Madeira's population has received the first dose of the vaccination
- New 'Green Corridor' for inbound travellers – no testing required for those with vaccination certificate or proof of recovery within 90 days
- Madeira has become one of the most sought-after short-haul breaks, being one of Europe's most tropical destinations and 'the style isle that's wooing the younger crowd' (*The Times, December 2020*)

5th May 2021 – Since the start of the pandemic, the archipelago of Madeira has been considered **one of the safest destinations in Europe** and has been widely praised for its handling of the Covid-19 crisis. It has recently been named one of the safest destinations for 2021 by *European Best Destinations*.

The green corridor already existed at Madeira airport for those who arrive with a negative PCR test done within 72 hours. Alternatively, visitors can take a free test at the airport on arrival. **One free PCR test per visitor is offered, to be taken on arrival or departure, with results in 24 hours.** There are also discounts on offer for any further tests required, with PCR tests from €90 and antigen tests from €18.

Now Madeira is also receiving tourists **vaccinated and recovered** from Covid-19 (with proof up to 90 days of validity) who want to enjoy the region, with testing for these cohorts no longer required.

Covid-19 cases in Madeira have decreased significantly in recent months, with an average of 32 new cases in the last 7 days. 27.1% of the population has received their first dose of the vaccine and 8.8% have received both doses. Tourism professionals will be vaccinated by the end of May.

Curfew hours in Madeira have now been reduced and are from 11pm until 5am. Restaurants will be open for dinner until 10pm.

Nuno Vale, Director of Madeira Promotion Bureau said of the UK announcement:
"In a year of great challenges for the Tourism sector, Madeira knew how to tread a path of exception, and we are now receiving excellent opportunities ranging from structural work to ongoing promotions. This has been a massive vote of confidence from visitors and tour operators, which Madeira aims to uphold and continue into the future. Madeira drew up a pandemic response strategy with concrete measures which were both timely and appropriate. This performance kept the pandemic under control, providing the inhabitants of the region and tourists with security in their activities, whether in work or entertainment. This confidence was the basis for a national and international promotion which was recognised by both tourists and operators. These promotions were: "Safest Destination for Travelling in Europe", "Safest Christmas Destination in Europe" and "Top 10 European Safe Beaches", among others, such as placing Madeira in the 'Top 25' for the "Most Popular Destinations in Europe" on TripAdvisor 2021 and the destination being awarded Europe's Leading Island Destination and World's Leading Island Destination by World Travel Awards."

Madeira has **worked closely with SGS**, the world's leading certification company to ensure safe practice across the destination and minimise risk in regard to Covid-19. The certification process is available to all companies in the tourism sector.

Last month, the destination **launched its new brand identity: 'Madeira. Belongs To All'**, which after a year of social isolation during various lockdowns, is hoped to resonate with visitors. After centuries of being the key mid-Atlantic stopover during the New World explorations, Madeira has long welcomed people from across the world with open arms. This deeply ingrained warm hospitality and melting pot of cultures, combined with a mild climate, stunning scenery and the chance for tourists to live like locals, means that people feel good when they are in the destination and long to come back. Hence the theme of belonging.

Further information on Madeira's updates can be found here:

<https://madeirasafetodiscover.com/informations/>

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For more information contact madeira@gribbonberry.com
Check it out at @visitmadeira and @madeiraallyear!

About the Madeira Archipelago

Considered **The Best Island Destination in the World** (World Travel Awards), Madeira is a small Portuguese paradise located amid the immensity of the Atlantic Ocean. Of volcanic origin, its privileged location provides a mild climate and sea with pleasant temperatures all year round, in addition to impressive sceneries of mountains, valleys and cliffs, all covered by the exuberant Laurissilva vegetation, named Natural Heritage of Humanity by Unesco. The archipelago is formed by a set of islands, the main and only inhabited being Madeira and Porto Santo. There are excellent options for spas, historic monuments and great hotels and restaurants, where you can sample delicious cuisine and award-winning Madeiran wines.

For more information, visit www.madeiraallyear.com

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